2007 Radio Survival Kit Contents

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Please Note: -   **This document concentrates on Metropolitan markets (Sydney, Melbourne, Brisbane, Adelaide, Perth) and major regional markets (Newcastle, Canberra, Gold Coast/Tweed). Any information required that is based on other regional radio markets should be sought directly from your Nielsen Media Research representative.**

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2007 Radio Survey Schedule

WEEK NO	Survey Weeks Sunday-Saturday		SYDNEY	MELBOURNE	BRISBANE	ADELAIDE	PERTH	NEWCASTLE	CANBERRA	GOLD COAST	WOLLONGONG	OTHER REGIONAL	OTHER REGIONAL
01	Dec 31	Jan 6											
02	Jan 7	13											
03		14	20										
04		21	27										
05		28	Feb 3										
06	Feb 4	10											
07		11	17										
08		18	24										
09		25	Mar 3										
10	Mar 4	10											
11		11	17										
12		18	24										
13		25	31										
14	Apr 1	Apr 7							EASTER				
15		8	14										
16		15	21										Central
17		22	28										Coast
18		29	May 5										
19	May 6	12											
20		13	19										
21		20	26										
22		27	Jun 2										
23	Jun 3	9											
24		10	16										
25		17	23										
26		24	30										
27	Jul 1	Jul 7											
28		8	14										
29		15	21										
30		22	28										
31		29	Aug 4										
32	Aug 5	11											
33		12	18										
34		19	25										
35		26	Sept 1										
36	Sept 2	8											
37		9	15										
38		16	22										
39		23	29										
40		30	Oct 6										
41	Oct 7	13											
42		14	20										
43		21	27										
44		28	Nov 3										
45	Nov 4	10											
46		11	17										
47		18	24										
48		25	Dec 1										
49	Dec 2	8											
50		9	15										
51		16	22										
52		23	29										

Metropolitan Release Dates:
Survey #1 - Tue, Feb 20
Survey #2 - Tue, Mar 27
Survey #3 - Tue, May 8
Survey #4 - Tue, Jun 19
Survey #5 - Tue, Aug 7
Survey #6 - Tue, Sep 11
Survey #7 - Tue, Oct 30
Survey #8 - Tue, Dec 4

Regional Release Dates:
see next page

NOTE:
Survey dates may be subject to change. Subscribers will be advised of any changes to the above schedule.
Some survey dates for major regional markets are to be determined. They will be added to this schedule after they have been determined.

Note: Due to Brisbane's public holiday on May 7 they will need to download either on 4th or 8th

☐ School Holidays

EASTER April 6-9

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2007 Reporting Periods for Rolling Surveyed Markets

SYDNEY, MELBOURNE, BRISBANE, ADELAIDE, PERTH		
SURVEY No.	**REPORTING PERIODS**	**RELEASE DATE**
1	Jan 14 to Feb 10	Tue February 20
2	Jan 28 to Mar 17	Tue Mar 27
3	Feb 11 to Mar 17 and Mar 25 to Apr 28	Tue May 8
4	Mar 25 to Apr 28 and May 6 to Jun 9	Tue June 19
5	May 6 to Jun 9 and Jun 24 to Jul 28	Tue August 7
6	June 24 to Sep 1	Tue September 11
7	Jul 29 to Sep 1 and Sep 16 to Oct 20	Tue October 30
8	Sep 16 to Nov 24	Tue December 4

NEWCASTLE		
SURVEY No.	**REPORTING PERIODS**	**RELEASE DATE**
1	Jan 15 to Apr 15 **	Fri April 20
2	2nd half of #1 ** & Apr 23 to Jul 22 **	Fri July 27
3	Apr 23 to Jul 22 ** & Jul 30 to Oct 28 **	Fri November 2

** 'Blind' Surveys (eg. Newcastle waves 1, 2 & 3)

Rather than a fixed two-week period, where the sample is placed evenly across 2 or more weeks, the blind survey concept utilises a 3-month (13-week) period.

The sample is placed evenly over a minimum of eight of the thirteen weeks within the period, and a relatively even number of SLA's are surveyed each week. These selected weeks need not necessarily be consecutive and would not be disclosed to the participating stations.

The nature of regional radio markets will possibly lead to knowledge by the stations of when the first diaries are placed in the market. However, as the diaries will be placed over at least another seven weeks and with probably a number of non-survey weeks in the period, it would be difficult for stations to implement any promotional activity that would bear rewards of increased audience within the measured period.

All other aspects of the survey would remain identical to the system used in the past.

For a more detailed explanation of the 'blind' survey methodology, please contact your local Nielsen Media Research representative.

REGIONAL MARKETS	
SURVEY No.	**RELEASE DATE**
Canberra #1	Thu March 29
Gold Coast/Tweed #1	Thu April 19
Central Coast (NSW) #1	Thu June 21
Canberra #2	Thu September 13
Gold Coast/Tweed #2	Thu October 25

NOTE: Survey reporting periods may be subject to change. Subscribers will be advised of any changes to the above schedule.

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2007 ROLLING SURVEY SCHEDULE

Sydney, Melbourne, Brisbane, Adelaide, Perth

Wk No	Survey Weeks Sunday-Saturday				Inter-viewing Weeks		Survey Release Dates
01	Dec	31	Jan	6			
02	Jan	7		13			
03		14		20	Wave #1		
04		21		27		Report #1	Tue Feb 20
05		28	Feb	3			
06	Feb	4		10			
07		11		17			
08		18		24	Wave #2	Report #2	Tue Mar 27
09		25	Mar	3			
10	Mar	4		10			
11		11		17			
12		18		24			
13		25		31	Wave #3		
14	Apr	1	Apr	7		Report #3	Tue May 8
15		8		14			
16		15		21			
17		22		28			
18		29	May	5			
19	May	6		12	Wave #4		
20		13		19		Report #4	Tue Jun 19
21		20		26			
22		27	Jun	2			
23	Jun	3		9			
24		10		16			
25		17		23			
26		24		30	Wave #5		
27	Jul	1	Jul	7		Report #5	Tue Aug 7
28		8		14			
29		15		21			
30		22		28			
31		29	Aug	4			
32	Aug	5		11	Wave #6	Report #6	Tue Sept 11
33		12		18			
34		19		25			
35		26	Sept	1			
36	Sept	2		8			
37		9		15			
38		16		22	Wave #7		
39		23		29		Report #7	Tue Oct 30
40		30	Oct	6			
41	Oct	7		13			
42		14		20			
43		21		27			
44		28	Nov	3	Wave #8	Report #8	Tue Dec 4
45	Nov	4		10			
46		11		17			
47		18		24			
48		25	Dec	1			
49	Dec	2		8			
50		9		15			
51		16		22			
52		23		29			

Find the 2007 Survival Kit on the web! www.nielsenmedia.com.au on the Radio Ratings page.

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2007 Metropolitan Radio Survey Release
Timetable for Radio Stations

Below is the timetable for the data files download availability and Survey Release times for Radio Stations for 2007

Release to radio stations will be in the form of a telephone call to management with top-line results, and security password for downloaded survey data.

	Sydney	Melbourne	Brisbane	Adelaide	Perth
Survey #1					
Data Download from Monday Feb 19	9:00am*	9:00am*	9:00am* (10:00am)	9:00am* (9:30am)	9:00am* (11:00am)
Survey Release Time Tuesday Feb 20	10:00am	10:00am	9:30am (10:30am)	10:00am (10:30am)	9:30am (11:30am)
Survey #2					(Daylight Saving ends Mar 25)
Data Download from Monday Mar 26	9:00am*	9:00am*	9:00am*	9:00am* (9:30am)	9:00am* (11:00am)
Survey Release Time Tuesday Mar 27	10:00am	10:00am	10:30am	10:00am (10:30am)	9:30am (11:30am)
Survey #3					
Data Download from Monday May 7**	9:00am*	9:00am*	9:00am*	9:00am* (9:30am)	9:00am* (11:00am)
Survey Release Time Tuesday May 8	10:00am	10:00am	10:30am	10:00am (10:30am)	9:30am (11:30am)
Survey #4					
Data Download from Monday Jun 18	9:00am*	9:00am*	9:00am*	9:00am* (9:30am)	9:00am* (11:00am)
Survey Release Time Tuesday Jun 19	10:00am	10:00am	10:30am	10:00am (10:30am)	9:30am (11:30am)
Survey #5					
Data Download from Monday Aug 6	9:00am*	9:00am*	9:00am*	9:00am* (9:30am)	9:00am* (11:00am)
Survey Release Time Tuesday Aug 7	10:00am	10:00am	10:30am	10:00am (10:30am)	9:30am (11:30am)
Survey #6					
Data Download from Monday Sept 10	9:00am*	9:00am*	9:00am*	9:00am* (9:30am)	9:00am* (11:00am)
Survey Release Time Tuesday Sept 11	10:00am	10:00am	10:30am	10:00am (10:30am)	9:30am (11:30am)
Survey #7					(Daylight Saving starts Oct 28)
Data Download from Monday Oct 29	9:00am*	9:00am*	9:00am* (10:00am)	9:00am* (9:30am)	9:00am* (12:00md)
Survey Release Time Tuesday Oct 30	10:00am	10:00am	9:30am (10:30am)	10:00am (10:30am)	9:30am (12:30pm)
Survey #8					
Data Download from Monday Dec 3	9:00am*	9:00am*	9:00am* (10:00am)	9:00am* (9:30am)	9:00am* (12:00md)
Survey Release Time Tuesday Dec 4	10:00am	10:00am	9:30am (10:30am)	10:00am (10:30am)	9:30am (12:30pm)

NOTE: Times shown are **local** (Time in brackets is EST/EDST, ie. Sydney time)
* We will endevour to have data download available by the specified time above. If this is not possible it will then be available by Midnight.
** Public Holiday Brisbane Mon May 7. Download from 3pm Fri May 4.

Newcastle, Canberra & Gold Coast/Tweed - download 12md day prior to release. Release day: Results 10am.

Radio Gateway
Data Download System

How do I download my survey data?

- for radio stations, data files are 'password protected' until 2pm on the day of survey release

- for ad agency and other subscribers, data files are released after 2pm on the day of survey release

Log on to the Gateway site – http://nmr.nielsenmedia.com.au – using your assigned UserID and Password

Don't forget to check for special instructions/announcements

Any special instructions or announcements – things like important update files required for Radio Advisor – are displayed at the top of the Gateway home-page.

It is essential that you check this part of the home-page for any new information.

How do I download my survey data?

1. Your allocated files, for the current survey, will automatically display on screen

Item Name	Notes / Instructions	Password Protected?	Download ☐
Adelaide 1 2007 Radio Advisor Data		NO	☐
Adelaide 1 2007 Summary		NO	☐
Brisbane 1 2007 Radio Advisor Data		NO	☐
Brisbane 1 2007 Summary		NO	☐
Wollongong 1 2007 Radio Advisor Data - R		NO	☐
			Download

2. You have two options to download the files:

    2.1. Check the "Download" box (automatically checking all files) and then click the "Download" button – this will download one single 'master' file

    2.2. Download each file separately – click on the text in the Item Name column

3. If you choose Step 2.2, then jump to Step 5

4. Locate the 'master' file which you downloaded - **NMR179_4_04_2007_4_05_10_PM.exe** - and double-click it…this will expand each of the individual files contained inside…you're now ready to 'unlock' the password-protected files

(Radio stations only) Note that after 2pm on 'survey day', the 'password-protected' files are replaced with non password-protected files. This means you would skip steps 6 and 7 below.

5. (Radio stations only) Receive password either from your manager or via email

6. (Radio stations only) Double-click each data file and enter the password when prompted

7. View the Summary (.pdf) files, or load the Radio Advisor data files as required

The Gateway site acts as your permanent 'archive' of past surveys

▪ Simply make your selection at the top of the home page and click 'Display'

Select to filter data:

Year: 2007 ▾ Survey: Survey 1 ▾ Market: All Markets ▾ File Type: All File Types ▾ Display

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2007 Population Potentials by Demographics

		SYDNEY	MELBOURNE	BRISBANE	ADELAIDE	PERTH
Minimum Sample Size		2,400	2,400	2,000	1,750	1,850
PEOPLE	10+	3,806,000	3,533,000	1,649,000	1,013,000	1,337,000
	10-17	445,000	413,000	205,000	116,000	167,000
	18-24	448,000	421,000	208,000	116,000	167,000
	25-39	997,000	902,000	416,000	222,000	314,000
	40-54	921,000	849,000	400,000	248,000	337,000
	55+	995,000	948,000	420,000	311,000	352,000
	13+	3,638,000	3,378,000	1,570,000	971,000	1,278,000
	18+	3,361,000	3,120,000	1,444,000	897,000	1,170,000
	16-24	559,000	524,000	258,000	147,000	213,000
	25-34	683,000	601,000	280,000	146,000	208,000
	35-44	655,000	609,000	281,000	163,000	224,000
	45-59	852,000	792,000	378,000	241,000	320,000
	60+	723,000	697,000	297,000	231,000	251,000
MEN	10+	1,884,000	1,734,000	813,000	495,000	658,000
	10-17	229,000	211,000	104,000	60,000	84,000
	18-24	228,000	213,000	105,000	59,000	84,000
	25-39	498,000	448,000	207,000	112,000	158,000
	40-54	459,000	419,000	196,000	122,000	165,000
	55+	470,000	443,000	201,000	142,000	167,000
	13+	1,797,000	1,654,000	773,000	474,000	628,000
	18+	1,655,000	1,523,000	709,000	435,000	574,000
	16-24	285,000	265,000	131,000	75,000	107,000
	25-34	340,000	300,000	140,000	74,000	105,000
	35-44	331,000	302,000	138,000	82,000	112,000
	45-59	423,000	389,000	187,000	117,000	157,000
	60+	333,000	319,000	139,000	103,000	116,000
WOMEN	10+	1,922,000	1,799,000	836,000	518,000	679,000
	10-17	216,000	202,000	101,000	56,000	83,000
	18-24	220,000	208,000	103,000	57,000	83,000
	25-39	499,000	454,000	209,000	110,000	156,000
	40-54	462,000	430,000	204,000	126,000	172,000
	55+	525,000	505,000	219,000	169,000	185,000
	13+	1,841,000	1,724,000	797,000	497,000	650,000
	18+	1,706,000	1,597,000	735,000	462,000	596,000
	16-24	274,000	259,000	127,000	72,000	106,000
	25-34	343,000	301,000	140,000	72,000	103,000
	35-44	324,000	307,000	143,000	81,000	112,000
	45-59	429,000	403,000	191,000	124,000	163,000
	60+	390,000	378,000	158,000	128,000	135,000

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2007 Population Potentials by Demographics

	SYDNEY	MELBOURNE	BRISBANE	ADELAIDE	PERTH
Minimum Sample Size	2,400	2,400	2,000	1,750	1,850
GROCERY BUYERS					
All	1,620,000	1,530,000	727,000	486,000	625,000
Working	956,000	870,000	439,000	257,000	363,000
Non-Working	664,000	660,000	288,000	229,000	262,000
With Teens/Children	650,000	575,000	284,000	162,000	228,000
With Children 0-9	411,000	363,000	177,000	103,000	138,000
With Children 10-17	364,000	323,000	162,000	93,000	139,000
Under 40	522,000	498,000	263,000	148,000	212,000
40 Plus	1,098,000	1,032,000	464,000	338,000	413,000
ALL PEOPLE 10+					
Area 1	998,000	908,000	317,000	217,000	585,000
Area 2	637,000	1,027,000	296,000	244,000	212,000
Area 3	543,000	939,000	384,000	287,000	148,000
Area 4	683,000	659,000	194,000	265,000	392,000
Area 5	945,000	-	458,000	-	-

Please refer to Survey Area Maps for each market's area definition.

NOTES ON POPULATION POTENTIALS

The "TOTAL POPULATION 10+" is our estimate based on the latest information available from the Australian Bureau of Statistics.

The "MINIMUM SAMPLE SIZE" represents the minimum number of diaries that will be fed into the computer for the production of each report in 2007.

All other figures are "POTENTIALS". These are our estimates of the number of people in that age group in the Survey Area.

The "TOTAL POPULATION" and "POTENTIALS" are all estimates at June 30, 2007. Thus, the figures shown will be slight over-estimates for the early part of the year and slight under-estimates for the latter part of the year.

While the number of people in the various components will vary from survey to survey, appropriate raising factors are used to ensure that each element of the sample is given its correct weight according to the potential shown.

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2007 Population Potentials by Demographics

	NEWCASTLE	GOLD COAST /TWEED		CANBERRA
Minimum Sample Size	1,500	1,500		1,100
PEOPLE 10+	458,000	481,700	**PEOPLE 10+**	323,500
10-17	59,000	56,600	10-17	39,000
18-24	51,000	50,600	18-24	43,700
25-39	98,000	108,600	25-39	82,900
40-54	109,000	114,300	40-54	80,100
55+	141,000	151,600	55+	77,800
13+	436,000	460,500		
18+	399,000	425,100		
16-24	67,000	64,400		
25-34	64,000	72,200		
35-44	72,000	77,400		
45-59	107,000	111,500		
60+	105,000	113,400		
MEN 10+	225,000	236,500	**MEN 18+**	139,600
10-17	30,000	29,100	18-39	63,800
18-24	27,000	26,200	25-39	41,500
25-39	49,000	53,700	25-54	80,400
40-54	54,000	55,000	40+	75,800
55+	65,000	72,500		
13+	214,000	225,600		
18+	195,000	207,400		
16-24	35,000	33,300		
25-34	32,000	35,900		
35-44	36,000	37,700		
45-59	53,000	54,000		
60+	47,000	53,600		
WOMEN 10+	233,000	245,200	**WOMEN 18+**	144,900
10-17	29,000	27,500	18-39	62,800
18-24	24,000	24,400	25-39	41,400
25-39	49,000	54,900	25-54	82,600
40-54	55,000	59,300	40+	82,100
55+	76,000	79,100		
13+	222,000	234,900		
18+	204,000	217,700		
16-24	32,000	31,100		
25-34	32,000	36,300		
35-44	36,000	39,700		
45-59	54,000	57,500		
60+	58,000	59,800		

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2007 Population Potentials by Demographics

	NEWCASTLE	GOLD COAST /TWEED		CANBERRA
Minimum Sample Size	1,500	1,500		1,100
GROCERY BUYERS			**GROCERY BUYERS**	
All	204,000	215,000	All	146,100
Working	94,000	98,500	With Teens/Children	54,000
Non-Working	110,000	116,500	Under 40	45,700
With Teens/Children	69,000	66,700	40 Plus	100,400
With Children 0-9	42,000	40,900		
With Children 10-17	42,000	38,600		
Under 40	56,000	55,900		
40 Plus	148,000	159,100		
ALL PEOPLE 10+				
Area 1	191,000	352,300		
Area 2	100,000	129,400		
Area 3	167,000	-		

Please refer to Survey Area Maps for each market's area definition.

NOTES ON POPULATION POTENTIALS

The "TOTAL POPULATION 10+" is our estimate based on the latest information available from the Australian Bureau of Statistics.

The "MINIMUM SAMPLE SIZE" represents the minimum number of diaries that will be fed into the computer for the production of each report in 2007.

All other figures are "POTENTIALS". These are our estimates of the number of people in that age group in the Survey Area.

The "TOTAL POPULATION" and "POTENTIALS" are all estimates at June 30, 2007. Thus, the figures shown will be slight over-estimates for the early part of the year and slight under-estimates for the latter part of the year.

While the number of people in the various components will vary from survey to survey, appropriate raising factors are used to ensure that each element of the sample is given its correct weight according to the potential shown.

Sydney Radio – Map of Survey Area
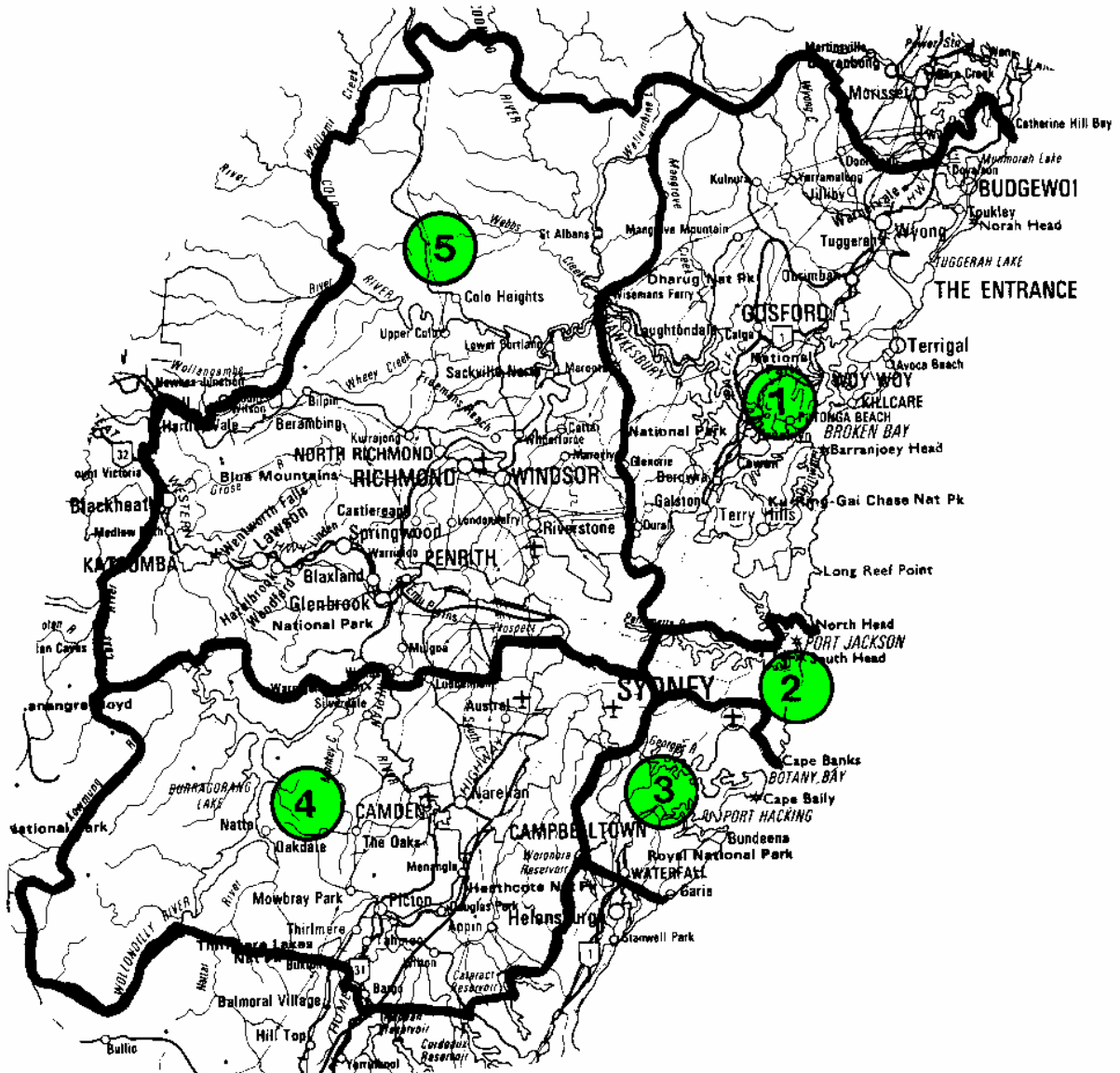
REGION

1 – North
2 – Central & Inner West
3 – South
4 – South West
5 – West

SYDNEY 2007 - POPULATION SPREAD BY SLA

Statistical Local Area	Population 0+ *	%	Sample Interviewing Areas	Statistical Local Area	Population 0+ *	%	Sample Interviewing Areas
1 North				**3 South**			
Gosford (C)	163,304	3.8%	15	Botany Bay (C)	37,074	0.9%	3
Hornsby (A)	157,204	3.7%	14	Canterbury (C)	134,126	3.2%	12
Hunter's Hill (A)	13,928	0.3%	1	Hurstville (C)	76,036	1.8%	7
Ku-ring-gai (A)	108,697	2.6%	10	Kogarah (A)	55,800	1.3%	5
Lane Cove (A)	32,326	0.8%	3	Rockdale (C)	95,341	2.2%	8
Manly (A)	38,886	0.9%	3	Sutherland Shire (A) - East	101,745	2.4%	9
Mosman (A)	28,363	0.7%	3	Sutherland Shire (A) - West	113,308	2.7%	10
North Sydney (A)	60,944	1.4%	5		613,430	14.4%	54
Pittwater (A)	57,354	1.3%	5				
Ryde (C)	99,550	2.3%	9	**4 South-West**			
Warringah (A)	139,626	3.3%	12	Bankstown (C)	177,000	4.2%	16
Willoughby (C)	63,959	1.5%	6	Camden (A)	51,367	1.2%	5
Wyong (A)	143,393	3.4%	13	Campbelltown (C)	150,216	3.5%	13
	1,107,534	26.0%	99	Fairfield (C)	187,790	4.4%	17
2 Central/Inner West				Liverpool (C)	170,192	4.0%	15
Ashfield (A)	40,018	0.9%	4	Wollondilly (A)	41,463	1.0%	4
Burwood (A)	31,158	0.7%	3		778,028	18.3%	70
Canada Bay (A) - Concord	31,449	0.7%	3				
Canada Bay (A) - Drummoyne	35,812	0.8%	3	**5 West**			
Leichhardt (A)	51,142	1.2%	5	Auburn (A)	64,209	1.5%	6
Marrickville (A)	75,114	1.8%	7	Baulkham Hills (A)	161,068	3.8%	14
Randwick (C)	126,034	3.0%	11	Blacktown (C) - North	92,030	2.2%	8
Strathfield (A)	31,624	0.7%	3	Blacktown (C) - South-East	94,780	2.2%	8
Sydney (C) - Central	76,623	1.8%	7	Blacktown (C) - South-West	96,648	2.3%	9
Sydney (C) - Inner	6,810	0.2%	0	Blue Mountains (C)	76,511	1.8%	7
Sydney (C) - South	64,934	1.5%	6	Hawkesbury (C)	63,824	1.5%	6
Waverley (A)	61,611	1.4%	5	Holroyd (C)	91,941	2.2%	8
Woollahra (A)	52,747	1.2%	5	Parramatta (C)	151,860	3.6%	13
	685,076	16.1%	62	Penrith (C)	177,955	4.2%	16
					1,070,826	25.2%	95
				TOTAL	4,254,894	100%	380

* 2005 Estimated Resident Population
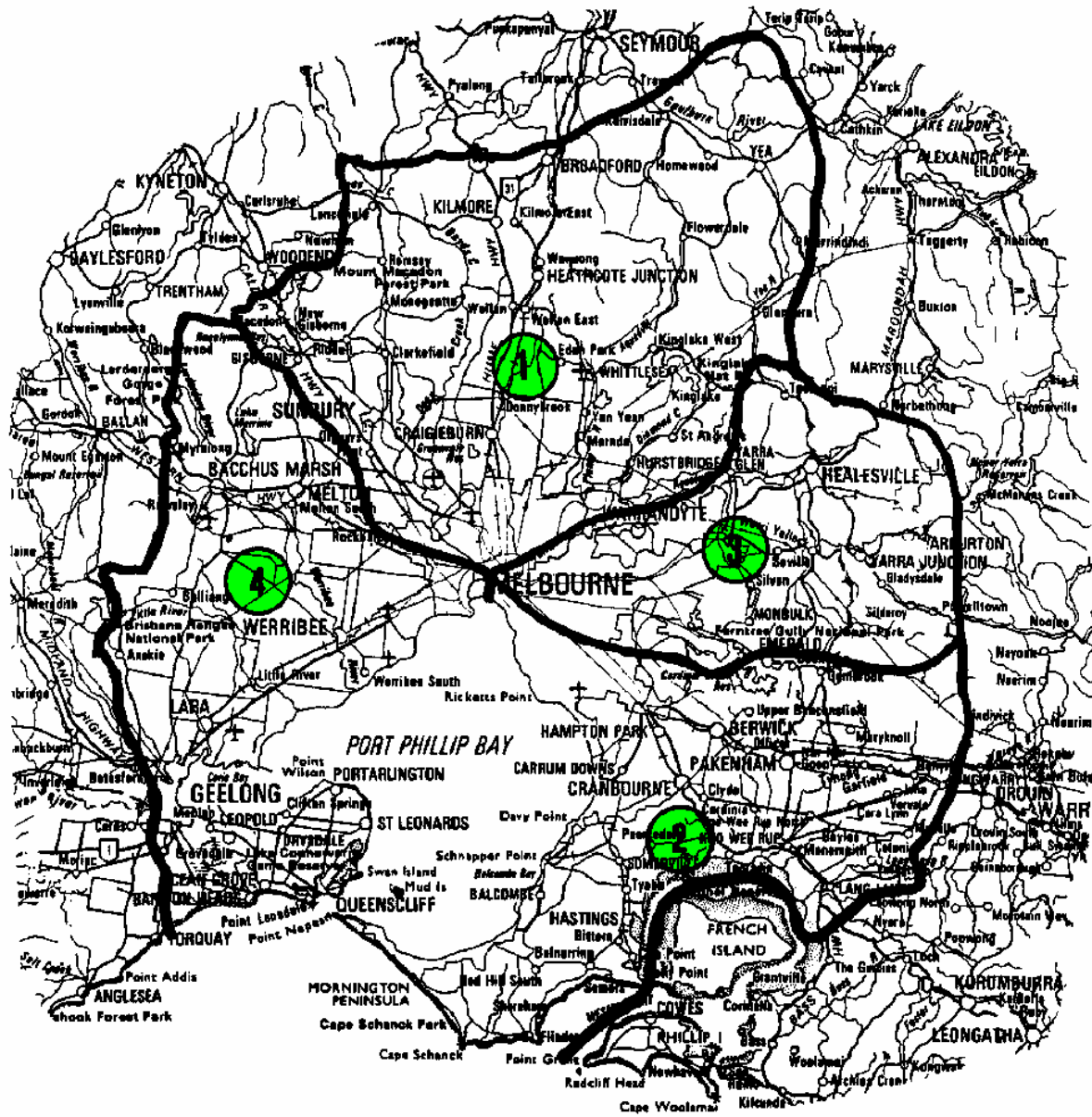
REGION

1 – North   3 – East
2 – South   4 – West

nielsen

MELBOURNE 2007 - POPULATION SPREAD BY SLA

Statistical Local Area	Population 0+*	%	Sample Interviewing Areas	Statistical Local Area	Population 0+*	%	Sample Interviewing Areas
1 North				**3 East**			
Banyule (C) - Heidelberg	62,213	1.6%	6	Boroondara (C) - Camberwell N.	44,036	1.1%	4
Banyule (C) - North	55,279	1.4%	5	Boroondara (C) - Camberwell S.	50,113	1.3%	5
Brimbank (C) - Keilor	90,575	2.3%	9	Boroondara (C) - Hawthorn	33,437	0.9%	3
Darebin (C) - Northcote	45,930	1.2%	5	Boroondara (C) - Kew	30,420	0.8%	3
Darebin (C) - Preston	81,799	2.1%	8	Knox (C) - North-East	63,257	1.6%	6
Hume (C) - Broadmeadows	65,735	1.7%	6	Knox (C) - North-West	45,717	1.2%	4
Hume (C) - Craigieburn	52,586	1.3%	5	Knox (C) - South	40,956	1.0%	4
Hume (C) - Sunbury	33,697	0.9%	3	Manningham (C) - East	15,557	0.4%	2
Macedon Ranges (S) - Romsey	11,462	0.3%	1	Manningham (C) - West	98,119	2.5%	10
Macedon Ranges (S) Bal	20,654	0.5%	2	Maroondah (C) - Croydon	58,833	1.5%	6
Mitchell (S) - South	21,217	0.5%	2	Maroondah (C) - Ringwood	42,280	1.1%	4
Moonee Valley (C) - Essendon	67,259	1.7%	7	Monash (C) - Waverley East	57,826	1.5%	6
Moonee Valley (C) - West	41,619	1.1%	4	Monash (C) - Waverley West	61,877	1.6%	6
Moreland (C) - Brunswick	40,948	1.0%	4	Stonnington (C) - Malvern	45,010	1.1%	4
Moreland (C) - Coburg	47,739	1.2%	5	Stonnington (C) - Prahran	45,292	1.2%	4
Moreland (C) - North	47,174	1.2%	4	Whitehorse (C) - Box Hill	50,153	1.3%	5
Nillumbik (S) - South	28,286	0.7%	3	Whitehorse (C) - Nunawading E.	44,266	1.1%	4
Nillumbik (S) - South-West	23,399	0.6%	2	Whitehorse (C) - Nunawading W.	50,029	1.3%	5
Nillumbik (S) Bal	9,363	0.2%	1	Yarra (C) - Richmond	24,718	0.6%	2
Whittlesea (C) - North	22,139	0.6%	2	Yarra Ranges (S) - Central	15,168	0.4%	2
Whittlesea (C) - South-East	44,039	1.1%	4	Yarra Ranges (S) - Dandenongs	30,115	0.8%	3
Whittlesea (C) - South-West	61,737	1.6%	6	Yarra Ranges (S) - Lilydale	68,930	1.8%	7
Yarra (C) - North	44,916	1.1%	4	Yarra Ranges (S) - North	13,191	0.3%	1
	1,019,765	26.0%	98	Yarra Ranges (S) - Seville	15,418	0.4%	2
					1,044,718	26.7%	102
2 South				**4 West**			
Bayside (C) - Brighton	36,008	0.9%	4	Bellarine - Inner	24,142	0.6%	2
Bayside (C) - South	53,255	1.4%	5	Brimbank (C) - Sunshine	85,404	2.2%	8
Cardinia (S) - North	24,212	0.6%	2	Corio - Inner	56,725	1.4%	6
Cardinia (S) - Pakenham	27,563	0.7%	3	Geelong	11,889	0.3%	1
Cardinia (S) - South	5,340	0.1%	1	Geelong West	13,901	0.4%	1
Casey (C) - Berwick	88,233	2.3%	9	Greater Geelong (C) - Pt B	36,410	0.9%	4
Casey (C) - Cranbourne	65,084	1.7%	6	Greater Geelong (C) - Pt C	2,720	0.1%	0
Casey (C) - Hallam	51,510	1.3%	5	Hobsons Bay (C) - Altona	53,758	1.4%	5
Casey (C) - South	12,522	0.3%	1	Hobsons Bay (C) - Williamstown	29,436	0.8%	3
Frankston (C) - East	44,707	1.1%	4	Maribyrnong (C)	61,985	1.6%	6
Frankston (C) - West	75,855	1.9%	7	Melbourne (C) - Inner	8,893	0.2%	1
Glen Eira (C) - Caulfield	75,378	1.9%	7	Melbourne (C) - Remainder	44,604	1.1%	4
Glen Eira (C) - South	47,360	1.2%	5	Melbourne (C) - Southbank-Docklands	11,502	0.3%	1
Gr. Dandenong (C) - Dandenong	56,283	1.4%	5	Melton (S) - East	35,836	0.9%	4
Gr. Dandenong (C) Bal	70,967	1.8%	7	Melton (S) Bal	40,295	1.0%	4
Kingston (C) - North	90,729	2.3%	9	Moorabool (S) - Bacchus Marsh	16,700	0.4%	2
Kingston (C) - South	46,038	1.2%	5	Newtown	9,846	0.3%	1
Monash (C) - South-West	42,017	1.1%	4	Queenscliffe (B)	3,191	0.1%	0
Mornington Peninsula (S) - East	37,891	1.0%	4	South Barwon - Inner (part)	47,350	1.2%	5
Mornington Peninsula (S) - South	48,117	1.2%	5	Surf Coast (S) - East (part)	4,780	0.1%	0
Mornington Peninsula (S) - West	53,602	1.4%	5	Wyndham (C) - North	77,738	2.0%	7
Port Phillip (C) - St Kilda	49,072	1.3%	5	Wyndham (C) - South	16,061	0.4%	2
Port Phillip (C) - West	34,095	0.9%	3	Wyndham (C) - West	21,733	0.6%	2
	1,135,838	29.0%	111		714,899	18.3%	69
				TOTAL	3,915,220	100%	380

* 2005 Estimated Resident Population

Brisbane Radio – Map of Survey Area
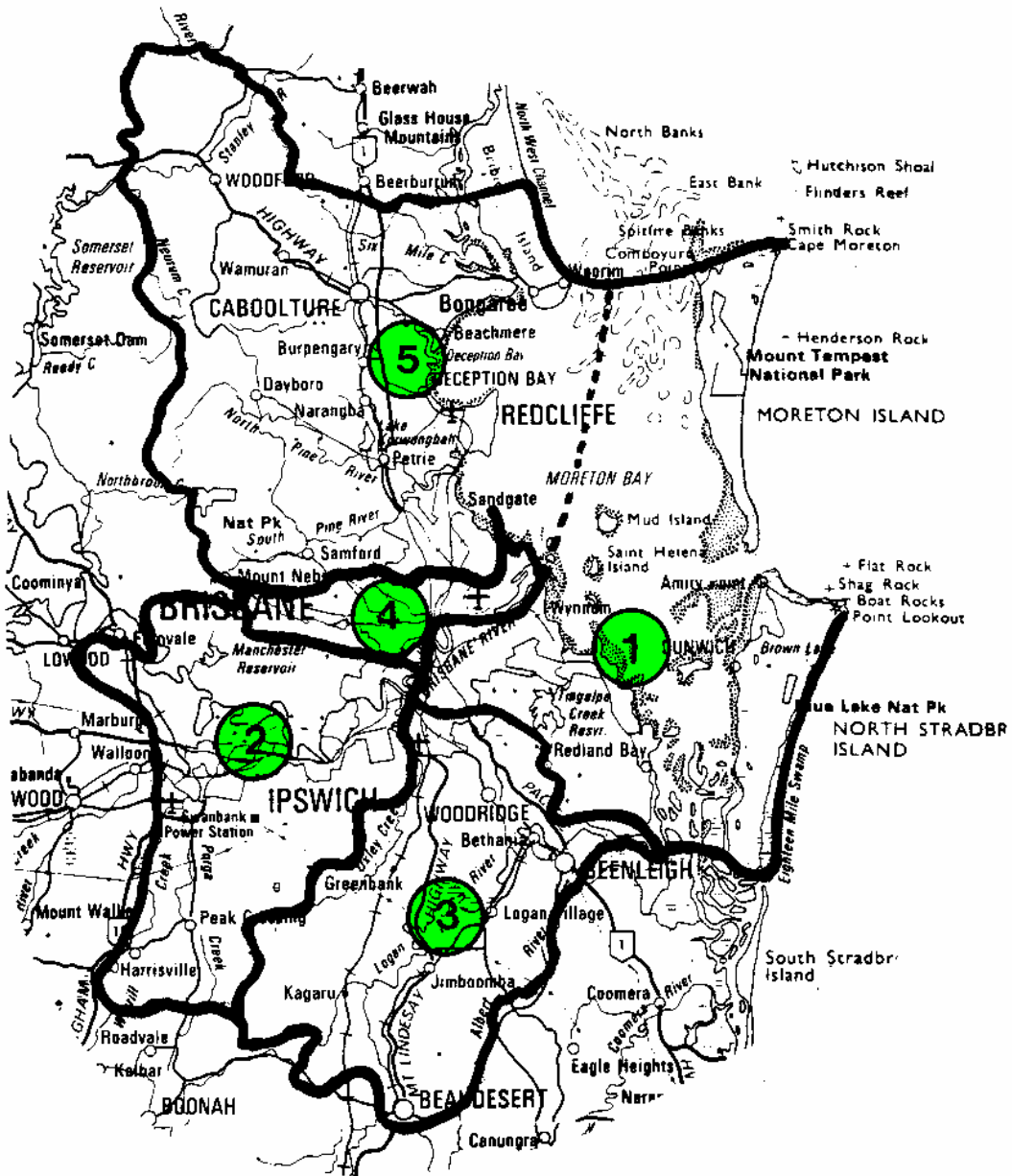
REGION

1 – East   4 – City & City North
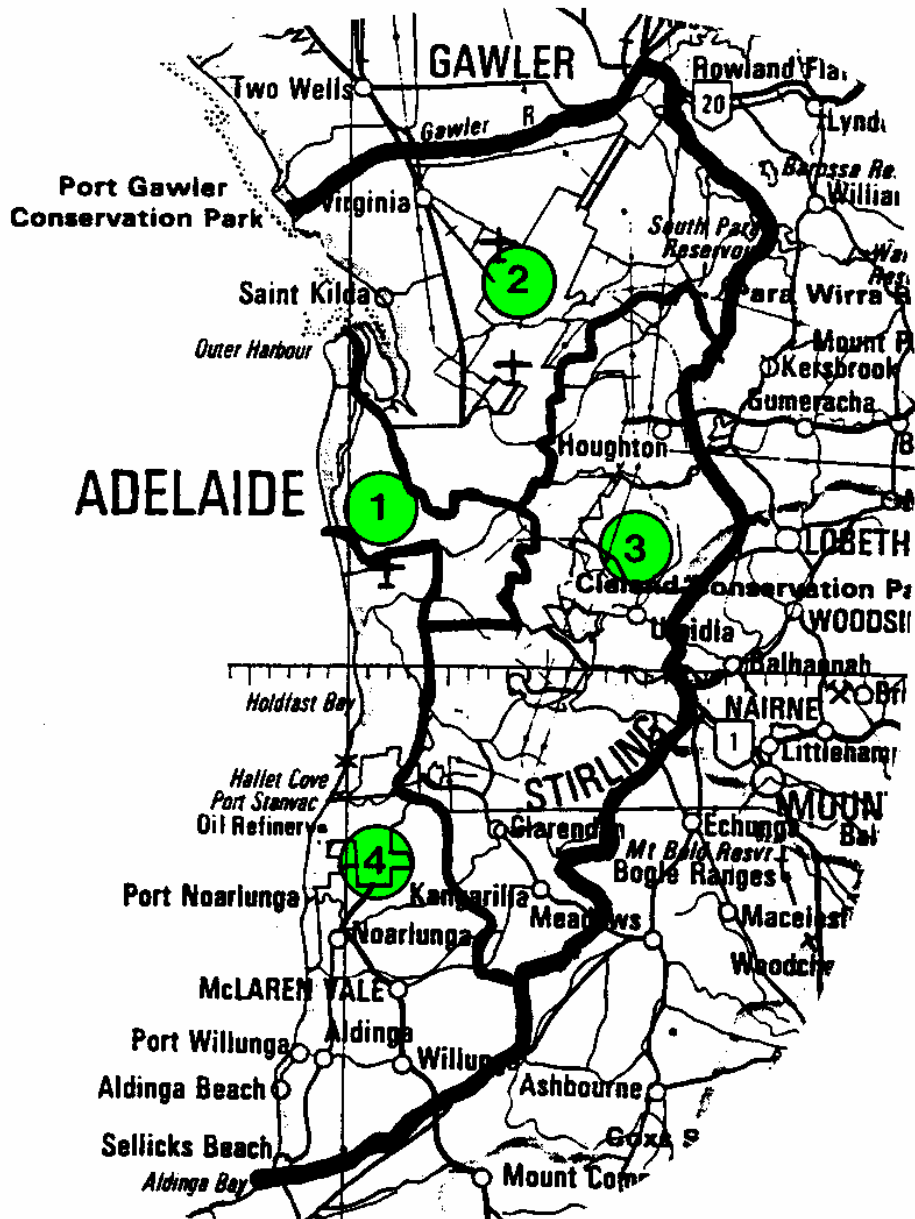2 – West   5 – North
3 – South

BRISBANE 2007 - POPULATION SPREAD BY SLA

Statistical Local Area		Population 0+ *	% of Survey Area	Sample Interviewing Areas	Statistical Local Area		Population 0+ *	% of Survey Area	Sample Interviewing Areas
1a	**Southern Inner Suburbs**				**1c**	**Eastern Inner Suburbs**			
	Annerley					Balmoral			
	Fairfield					Bulimba			
	Greenslopes					Cannon Hill			
	Holland Park					Carina			
	Holland Park West					Carina Heights			
	Moorooka					Carindale			
	Tarragindi					Coorparoo			
	Yeerongpilly					East Brisbane			
	Yeronga TOTAL	59,127	3.3%	10		Hawthorne			
1b	**Eastern Outer Suburbs**					Morningside			
	Alexandra Hills					Norman Park TOTAL	83,257	4.6%	14
	Belmont-Mackenzie					**TOTAL AREA ONE**	341,210	18.8%	57
	Birkdale								
	Burbank				**2a**	**Western Outer Suburbs**			
	Capalaba					Anstead			
	Chandler-Capalaba West					Bellbowrie			
	Cleveland					Boonah (S) (part)			
	Gumdale-Ransome					Brookfield (incl. Bris Forest Park) (part)			
	Hemmant-Lytton					Chapel Hill			
	Lota					Darra-Sumner			
	Manly					Doolandella-Forest Lake			
	Manly West					Durack			
	Moreton Island					Ellen Grove			
	Murarrie					Esk (S) (part)			
	Ormiston					Fig Tree Pocket			
	Redland (S) Bal					Inala			
	Redland Bay					Indooroopilly			
	Sheldon-Mt Cotton					Ipswich (C) - Central			
	Thorneside					Ipswich (C) - East			
	Thornlands					Ipswich (C) - North			
	Tingalpa					Ipswich (C) - South-West (part)			
	Victoria Point					Jamboree Heights			
	Wakerley					Jindalee			
	Wellington Point					Karana Downs-Lake Manchester			
	Wynnum					Kenmore			
	Wynnum West TOTAL	198,826	10.9%	33		Kenmore Hills			
						Middle Park			
						Moggill			
						Mount Ommaney			
						Oxley			
						Pinjarra Hills			
						Pullenvale			

* 2005 Estimated Resident Population

BRISBANE 2007 - POPULATION SPREAD BY SLA

Statistical Local Area	Population 0+ *	% of Survey Area	Sample Interviewing Areas	Statistical Local Area	Population 0+ *	% of Survey Area	Sample Interviewing Areas
2a Western Outer Suburbs (cont'd)				**3. Southern Outer Suburbs (cont'd)**			
Richlands				Marsden			
Riverhills				Mount Gravatt			
Seventeen Mile Rocks				Mount Gravatt East			
Wacol				Mt Warren Park			
Westlake TOTAL	283,781	15.6%	48	Nathan			
				Pallara-Heathwood-Larapinta			
Western Outer Suburbs				Parkinson-Drewvale			
2b Chelmer				Robertson			
Corinda				Rochedale			
Graceville				Rochedale South			
Sherwood				Rocklea			
St Lucia				Runcorn			
Taringa				Salisbury			
Toowong TOTAL	48,736	2.7%	6	Shailer Park			
TOTAL AREA TWO	332,517	18.3%	54	Slacks Creek			
				Springwood			
Southern Outer Suburbs				Stretton-Karawatha			
3 Acacia Ridge				Sunnybank			
Algester				Sunnybank Hills			
Archerfield				Tanah Merah			
Beaudesert (S) - Pt A				Underwood			
Beaudesert (S) Pt B (part)				Upper Mount Gravatt			
Beenleigh				Waterford West			
Bethania-Waterford				Willawong			
Browns Plains				Windaroo-Bannockburn			
Calamvale				Wishart			
Camp Hill				Woodridge			
Carbrook-Cornubia				**TOTAL AREA THREE**	430,725	23.7%	72
Coopers Plains							
Daisy Hill-Priestdale				**4a Northern Inner Suburbs**			
Eagleby				Albion			
Edens Landing-Holmview				Alderley			
Eight Mile Plains				Ascot			
Gold Coast (C) Bal in BSD (part)				Ashgrove			
Greenbank-Boronia Heights				Bardon			
Kingston				Clayfield			
Kuraby				Enoggera			
Logan (C) Bal				Ferny Grove			
Loganholme				Grange			
Loganlea				Hamilton			
MacGregor				Hendra			
Mansfield				Keperra			

* 2005 Estimated Resident Population

BRISBANE 2007 - POPULATION SPREAD BY SLA

Statistical Local Area	Population 0+ *	% of Survey Area	Sample Interviewing Areas	Statistical Local Area	Population 0+ *	% of Survey Area	Sample Interviewing Areas
4a **Northern Inner Suburbs (cont'd)**				**5** **Northern Outer Suburbs (cont'd)**			
Lutwyche				Bridgeman Downs			
Mitchelton				Brighton			
Newmarket				Burpengary-Narangba			
Pinkenba-Eagle Farm				Caboolture (S) - Central			
The Gap				Caboolture (S) - East			
Upper Kedron				Caboolture (S) - Bal in BSD			
Wilston				Caboolture (S) - Part B			
Windsor				Carseldine			
Wooloowin TOTAL	124,745	6.9%	19	Central Pine West			
				Chermside			
4b **City Core Suburbs**				Chermside West			
Bowen Hills				Clontarf			
Brookfield (incl. Bris Forest Park) (part)				Dakabin-Kallangur-M.Downs			
City - Inner				Deagon			
City - Remainder				Deception Bay			
Dutton Park				Everton Park			
Fortitude Valley				Geebung			
Herston				Griffin-Mango Hill			
Highgate Hill				Hills District			
Kangaroo Point				Kedron			
Kelvin Grove				Lawnton			
Milton				Margate-Woody Point			
New Farm				McDowall			
Newstead				Morayfield			
Paddington				Northgate			
Red Hill				Nudgee			
South Brisbane				Nundah			
Spring Hill				Petrie			
West End				Pine Rivers (S) Bal			
Woolloongabba TOTAL	81,020	4.5%	14	Redcliffe-Scarborough			
TOTAL AREA FOUR	205,765	11.3%	33	Rothwell-Kippa-Ring			
				Sandgate			
5 **Northern Outer Suburbs**				Stafford			
Albany Creek				Stafford Heights			
Aspley				Strathpine-Brendale			
Bald Hills				Taigum-Fitzgibbon			
Banyo				Virginia			
Boondall				Wavell Heights			
Bracken Ridge				Zillmere			
Bray Park				**TOTAL AREA FIVE**	507,644	27.9%	84
Bribie Island							
				TOTAL	1,817,861	100%	300

* 2005 Estimated Resident Population

Adelaide Radio – Map of Survey Area

REGION	
1 – Central	3 – East & South
2 – North	4 – West & South West

nielsen

ADELAIDE 2007 - POPULATION SPREAD BY SLA

Statistical Local Area	Population 0+ *	%	Sample Interviewing Areas	Statistical Local Area	Population 0+ *	%	Sample Interviewing Areas
1 Central				**3 East and South**			
Adelaide (C)	14,725	1.3%	3	Adelaide Hills (DC) - Central	13,052	1.2%	3
Charles Sturt (C) - Coastal (part)	16,589	1.5%	4	Adelaide Hills (DC) - Ranges	10,336	0.9%	2
Charles Sturt (C) - Inner East	21,612	1.9%	5	Burnside (C) - North-East	21,648	1.9%	5
Charles Sturt (C) - Inner West	24,953	2.2%	6	Burnside (C) - South-West	21,292	1.9%	5
Charles Sturt (C) - North-East	25,923	2.3%	6	Campbelltown (C) - East	27,747	2.5%	6
Norw. P'ham St Ptrs (C) - East	16,246	1.4%	4	Campbelltown (C) - West	19,519	1.7%	5
Norw. P'ham St Ptrs (C) - West	17,787	1.6%	4	Mitcham (C) - Hills	24,196	2.1%	6
Port Adel. Enfield (C) - Coast	28,233	2.5%	7	Mitcham (C) - North-East	15,685	1.4%	4
Port Adel. Enfield (C) - Port	10,885	1.0%	3	Mitcham (C) - West	22,477	2.0%	5
Prospect (C)	19,191	1.7%	4	Onkaparinga (C) - Hills (part)	3,041	0.3%	0
Unley (C) - East	19,447	1.7%	4	Onkaparinga (C) - Reservoir	25,626	2.3%	6
Unley (C) - West	16,884	1.5%	4	Onkaparinga (C) - Woodcroft (part)	11,843	1.0%	3
Walkerville (M)	7,077	0.6%	2	Tea Tree Gully (C) - Central	26,520	2.4%	6
	239,552	21.2%	56	Tea Tree Gully (C) - Hills	12,385	1.1%	3
				Tea Tree Gully (C) - North	27,952	2.5%	6
				Tea Tree Gully (C) - South	33,082	2.9%	8
2 Northern					316,401	28.0%	73
Gawler (T)	19,390	1.7%	4				
Playford (C) - East Central	20,655	1.8%	5	**4 West and South West**			
Playford (C) - Elizabeth	25,489	2.3%	6	Alexandrina (DC)-Strathalbyn (part)	784	0.1%	0
Playford (C) - Hills	3,331	0.3%	1	Charles Sturt (C) - Coastal (part)	14,376	1.3%	3
Playford (C) - West	8,755	0.8%	2	Holdfast Bay (C) - North	19,707	1.7%	4
Playford (C) - West Central	13,160	1.2%	3	Holdfast Bay (C) - South	14,567	1.3%	3
Port Adel. Enfield (C) - East	30,492	2.7%	7	Marion (C) - Central	33,409	3.0%	8
Port Adel. Enfield (C) - Inner	19,238	1.7%	4	Marion (C) - North	25,424	2.3%	6
Port Adel. Enfield (C) - Park (part)	14,972	1.3%	4	Marion (C) - South	22,076	2.0%	5
Salisbury (C) - Central	27,823	2.5%	6	Onkaparinga (C) - Hackham	14,017	1.2%	3
Salisbury (C) - Inner North	25,561	2.3%	6	Onkaparinga (C) - Hills (part)	8,129	0.7%	2
Salisbury (C) - North-East	21,921	1.9%	5	Onkaparinga (C) - Morphett	24,140	2.1%	6
Salisbury (C) - South-East	36,828	3.3%	8	Onkaparinga (C) - North Coast	18,043	1.6%	4
Salisbury (C) Bal	9,143	0.8%	2	Onkaparinga (C) - South Coast	25,269	2.2%	6
	276,758	24.5%	63	Onkaparinga (C) - Woodcroft (part)	22,771	2.0%	5
				Unincorp. Western	13	0.0%	0
				West Torrens (C) - East	23,870	2.1%	6
				West Torrens (C) - West	28,752	2.5%	7
					295,347	26.2%	68
				TOTAL	1,128,058	100%	260

* 2005 Estimated Resident Population

2007 Survival Kit

Perth Radio – Map of Survey Area
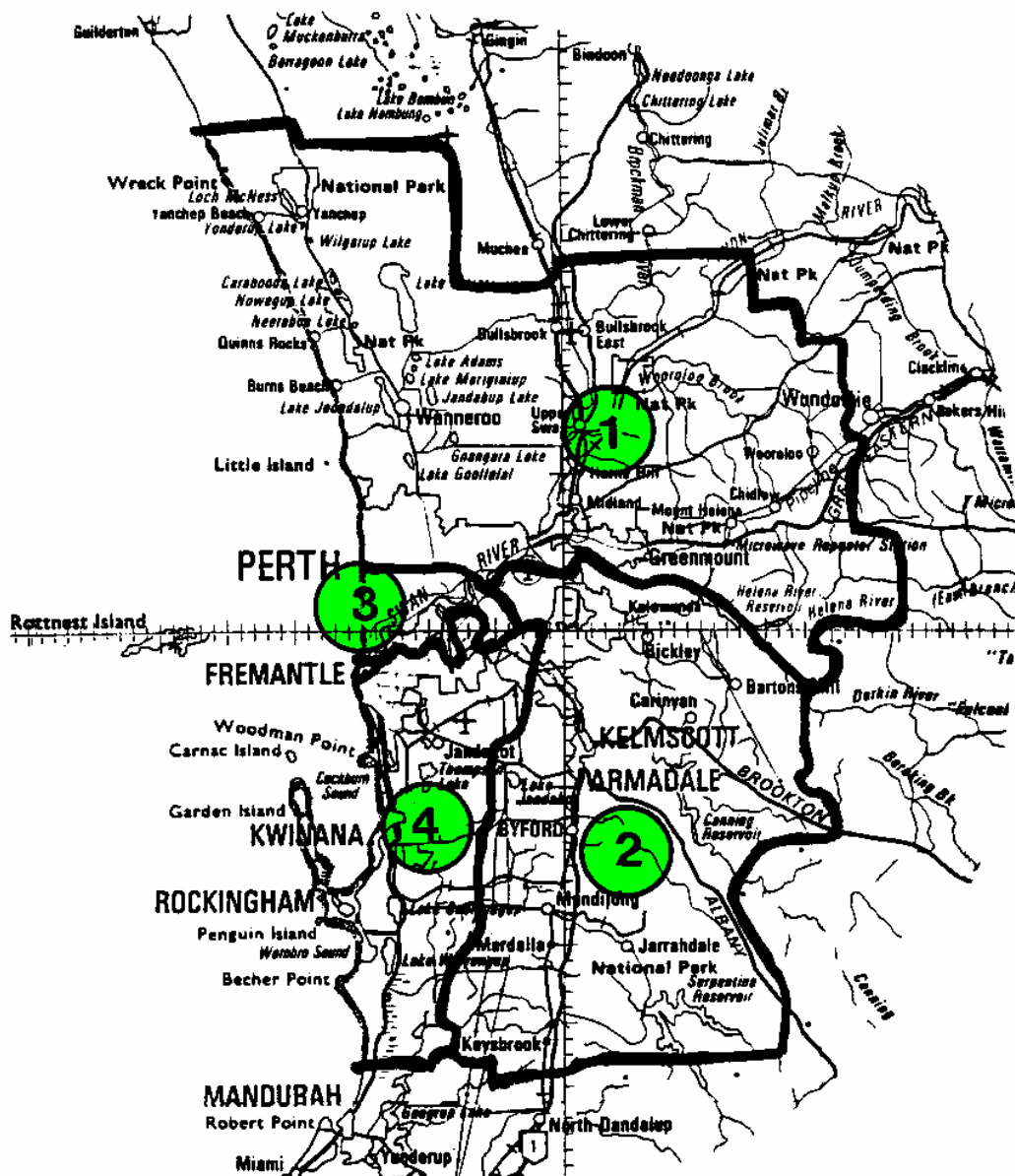
REGION

1 – North & North East 3 – West
2 – South & South East   4 – South West

PERTH 2007 - POPULATION SPREAD BY SLA

Statistical Local Area	Population 0+*	%	Sample Interviewing Areas	Statistical Local Area	Population 0+*	%	Sample Interviewing Areas
1 North and North East				**3 Western**			
Bassendean (T)	14,029	0.9%	3	Cambridge (T) (part)	24,677	1.7%	5
Bayswater (C)	56,177	3.8%	10	Claremont (T)	9,166	0.6%	2
Cambridge (T) (part)	115	0.0%	0	Cottesloe (T)	7,589	0.5%	1
Joondalup (C) - North	51,645	3.5%	10	Mosman Park (T)	8,637	0.6%	2
Joondalup (C) - South	105,487	7.1%	20	Nedlands (C)	21,934	1.5%	4
Mundaring (S)	35,718	2.4%	7	Peppermint Grove (S)	1,667	0.1%	0
Stirling (C) - Central	101,524	6.9%	19	Perth (C) - Inner	1,361	0.1%	0
Stirling (C) - Coastal	64,443	4.4%	12	Perth (C) - Remainder	10,460	0.7%	2
Stirling (C) - South-Eastern	16,080	1.1%	3	Subiaco (C)	16,489	1.1%	3
Swan (S)	93,652	6.3%	18	Victoria Park (T)	28,738	1.9%	5
Wanneroo (S) - North-East	28,862	2.0%	5	Vincent (T)	26,749	1.8%	5
Wanneroo (S) - North-West	36,628	2.5%	7		157,467	10.7%	29
Wanneroo (S) - South	41,827	2.8%	8				
	646,187	43.7%	122				
				4 South West			
2 South and South East				Canning (C)	79,937	5.4%	16
Armadale (C)	52,301	3.5%	10	Cockburn (C)	76,640	5.2%	15
Belmont (C)	31,204	2.1%	6	East Fremantle (T)	6,819	0.5%	1
Gosnells (C)	92,415	6.3%	18	Fremantle (C) - Inner	779	0.1%	0
Kalamunda (S)	51,352	3.5%	10	Fremantle (C) - Remainder	25,480	1.7%	5
Serpentine-Jarrahdale (S)	12,887	0.9%	2	Kwinana (T)	23,407	1.6%	4
	240,159	16.3%	46	Melville (C)	97,394	6.6%	19
				Rockingham (C)	85,035	5.8%	16
				South Perth (C)	38,511	2.6%	7
					434,002	29.4%	83
				TOTAL	1,477,815	100%	280

2007 Survival Kit

* 2005 Estimated Resident Population

Newcastle Radio – Map of Survey Area

REGION

1 – Central and North
2 – West
3 – South

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NEWCASTLE 2007 - POPULATION SPREAD BY SLA

Region	Statistical Local Area	Population 0+ *	% of Survey Area	Sample Interviewing Areas
1	**Central and North**			
	Newcastle (C) - Inner	6,667	1.3%	2
	Newcastle (C) - Remainder	140,300	27.5%	42
	Port Stephens (A)	63,579	12.5%	19
		210,546	41.3%	63
2	**West**			
	Cessnock (C) (part)	47,587	9.3%	14
	Maitland (C)	61,517	12.1%	18
		109,104	21.4%	32
3	**South**			
	Lake Macquarie (C)	190,320	37.3%	57
	TOTAL	509,970	100%	152

* 2005 Estimated Resident Population

Gold Coast/Tweed Radio
Map of Survey Area

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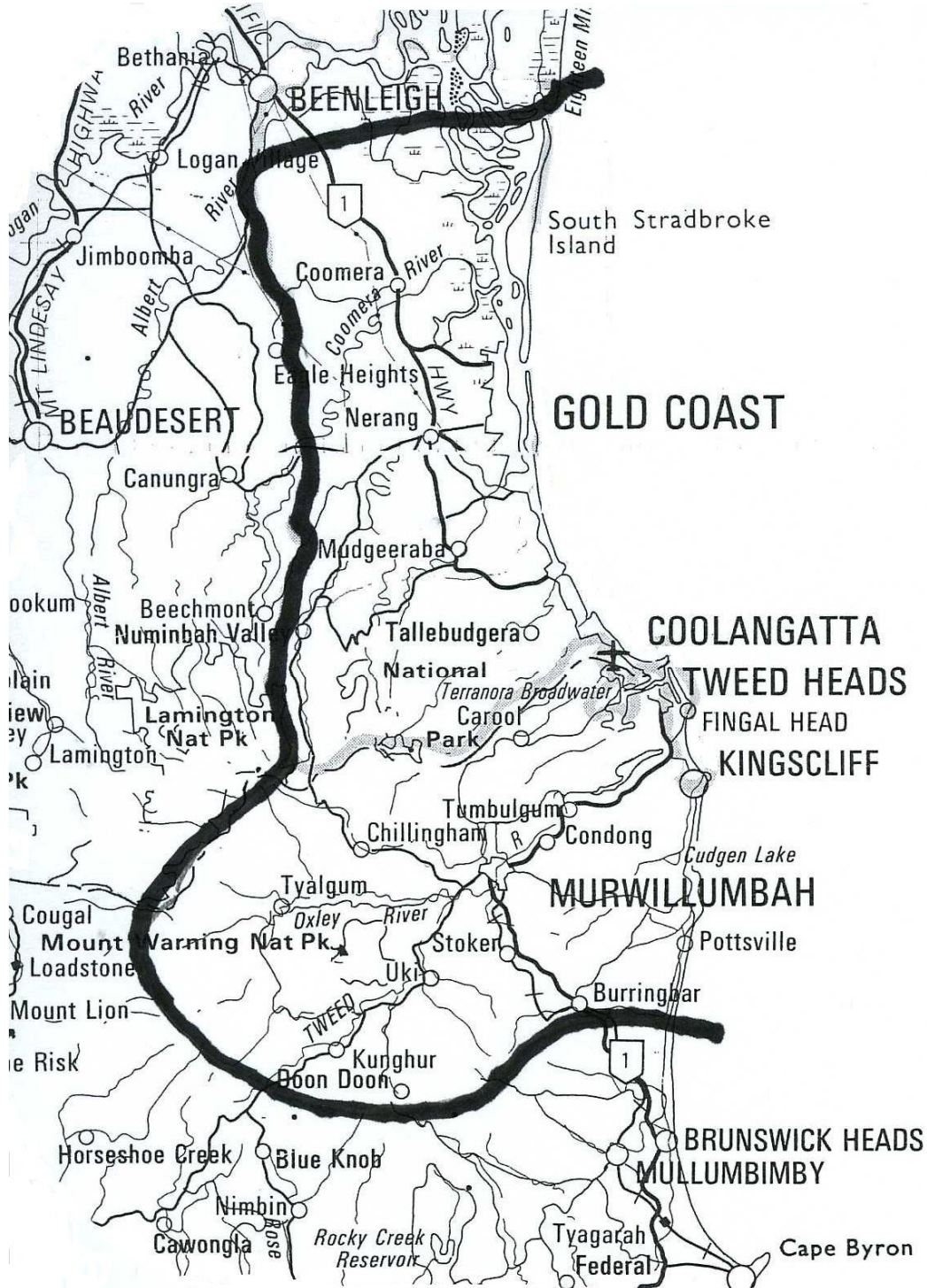
GOLD COAST/TWEED 2007
POPULATION SPREAD BY SLA

Statistical Local Area	Total Persons *		Statistical Local Area	Total Persons *	
	Population 0+	% of Survey Area		Population 0+	% of Survey Area
Arundel	9,678	1.9%	Labrador	16,352	3.2%
Ashmore	11,377	2.2%	Main Beach-Broadwater	4,396	0.9%
Benowa	7,222	1.4%	Mermaid Beach	6,350	1.2%
Biggera Waters	5,787	1.1%	Mermaid Waters-Clear Island Waters	14,344	2.8%
Bilinga	1,440	0.3%	Miami	6,225	1.2%
Broadbeach	4,301	0.8%	Mudgeeraba	9,502	1.9%
Broadbeach Waters	7,860	1.5%	Nerang	25,020	4.9%
Bundall	4,253	0.8%	Oxenford	10,515	2.1%
Burleigh Heads	8,323	1.6%	Palm Beach	13,822	2.7%
Burleigh Waters	12,821	2.5%	Paradise Point	4,347	0.9%
Carrara-Merrimac	16,473	3.2%	Parkwood	9,003	1.8%
Coolangatta	4,959	1.0%	Robina	25,093	4.9%
Coombabah	9,755	1.9%	Runaway Bay	9,070	1.8%
Coomera-Cedar Creek	18,660	3.6%	Southport	25,420	5.0%
Currumbin	2,741	0.5%	Stephens	7,504	1.5%
Currumbin Waters	10,127	2.0%	Surfers Paradise	19,639	3.8%
Elanora	12,370	2.4%	Tugun	4,965	1.0%
Ernest-Molendinar	4,952	1.0%	Tweed (A) - Pt A	51,691	10.1%
Guanaba-Currumbin Valley	33,338	6.5%	Tweed (A) - Pt B	29,244	5.7%
Helensvale	14,191	2.8%	Worongary-Tallai	9,628	1.9%
Hollywell	2,602	0.5%			
Hope Island	5,921	1.2%			
			TOTAL	511,281	100%

* 2005 Estimated Resident Population
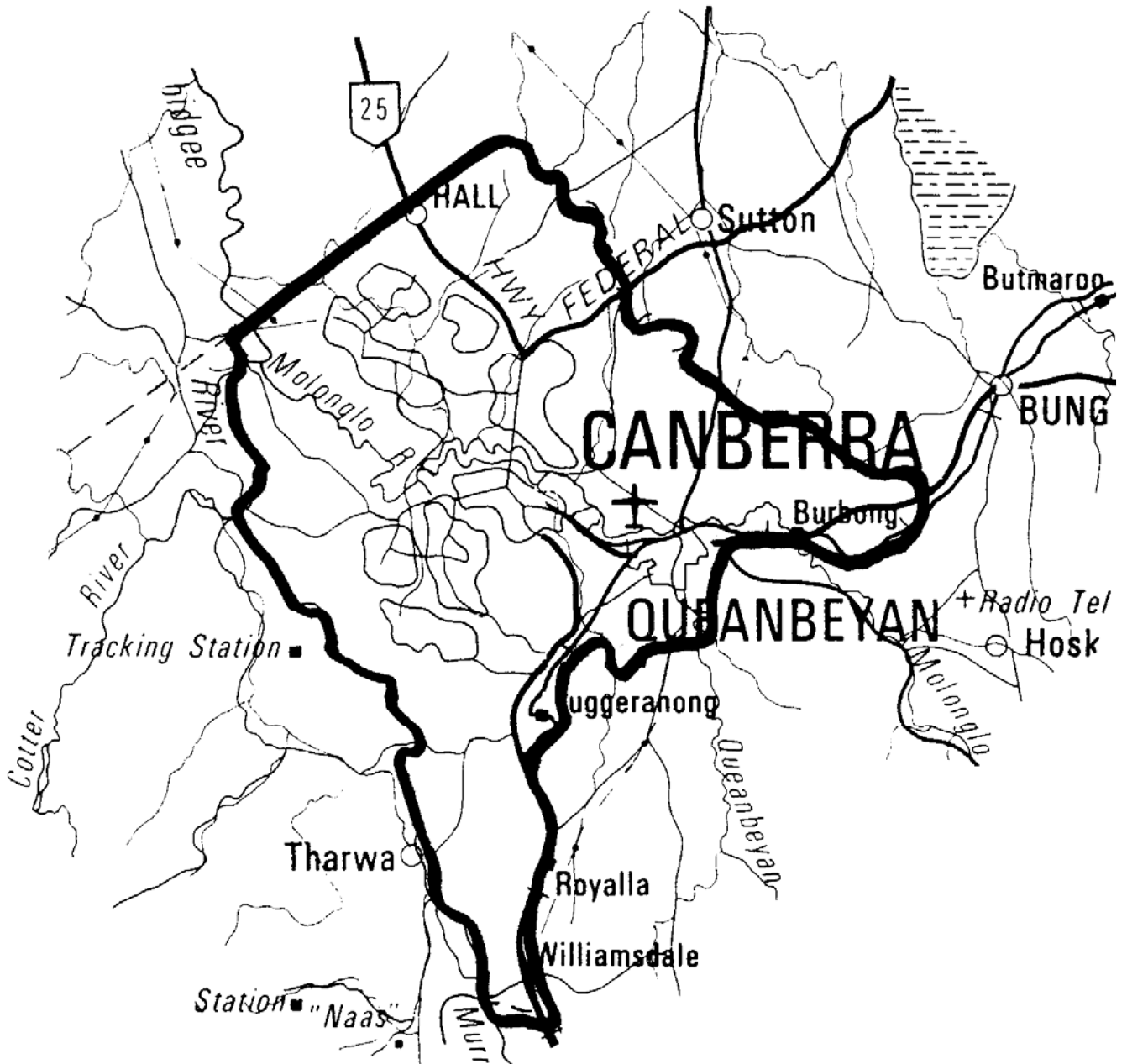
2007 CANBERRA - POPULATION SPREAD BY SLA

Statistical Local Area	Population 0+	% of Survey Area	Statistical Local Area	Population 0+	% of Survey Area	Statistical Local Area	Population 0+	% of Survey Area
Queanbeyan (C) (part)	35,811	9.9%	Garran	3,109	0.9%	Ngunnawal	8,721	2.4%
Acton	1,527	0.4%	Gilmore	3,024	0.8%	Nicholls	7,045	2.0%
Ainslie	4,747	1.3%	Giralang	3,523	1.0%	Oaks Estate	306	0.1%
Amaroo	5,624	1.6%	Gordon	7,984	2.2%	O'Connor	4,894	1.4%
Aranda	2,360	0.7%	Gowrie	3,351	0.9%	O'Malley	921	0.3%
Banks	4,511	1.3%	Greenway	1,041	0.3%	Oxley	1,769	0.5%
Barton	1,035	0.3%	Griffith	4,014	1.1%	Page	2,759	0.8%
Belconnen - SSD Bal	47	0.0%	Gungahlin-Hall - SSD Bal	2,756	0.8%	Palmerston	5,865	1.6%
Belconnen Town Centre	3,026	0.8%	Hackett	2,822	0.8%	Parkes	17	0.0%
Bonython	3,536	1.0%	Hall	365	0.1%	Pearce	2,390	0.7%
Braddon	3,667	1.0%	Harman	181	0.1%	Phillip	1,716	0.5%
Bruce	3,309	0.9%	Hawker	2,883	0.8%	Pialligo	110	0.0%
Calwell	6,121	1.7%	Higgins	3,021	0.8%	Red Hill	3,167	0.9%
Campbell	3,228	0.9%	Holder	2,673	0.7%	Reid	1,483	0.4%
Chapman	2,716	0.8%	Holt	4,801	1.3%	Richardson	3,378	0.9%
Charnwood	3,167	0.9%	Hughes	2,915	0.8%	Rivett	3,106	0.9%
Chifley	2,266	0.6%	Hume	14	0.0%	Russell	0	0.0%
Chisholm	5,707	1.6%	Isaacs	2,406	0.7%	Scullin	2,870	0.8%
City	758	0.2%	Isabella Plains	4,484	1.2%	Spence	2,631	0.7%
Conder	4,935	1.4%	Jerrabomberra	30	0.0%	Stirling	2,139	0.6%
Cook	2,858	0.8%	Kaleen	7,854	2.2%	Stromlo	70	0.0%
Curtin	5,121	1.4%	Kambah	16,076	4.5%	Symonston	501	0.1%
Deakin	2,632	0.7%	Kingston	2,172	0.6%	Theodore	4,173	1.2%
Dickson	1,895	0.5%	Kowen	21	0.0%	Torrens	2,164	0.6%
Downer	3,349	0.9%	Latham	3,680	1.0%	Tuggeranong - SSD Bal	63	0.0%
Duffy	3,052	0.8%	Lyneham	4,377	1.2%	Turner	3,425	0.9%
Dunlop	5,160	1.4%	Lyons	2,338	0.6%	Wanniassa	8,151	2.3%
Duntroon	1,267	0.4%	Macarthur	1,581	0.4%	Waramanga	2,548	0.7%
Evatt	5,683	1.6%	Macgregor	3,609	1.0%	Watson	3,993	1.1%
Fadden	3,404	0.9%	Macquarie	2,382	0.7%	Weetangera	2,575	0.7%
Farrer	3,429	1.0%	Majura	224	0.1%	Weston	3,263	0.9%
Fisher	2,962	0.8%	Mawson	2,872	0.8%	Weston Creek-Stromlo - SSD Bal	23	0.0%
Florey	5,378	1.5%	McKellar	2,664	0.7%	Yarralumla	2,967	0.8%
Flynn	3,515	1.0%	Melba	3,484	1.0%			
Forrest	1,233	0.3%	Mitchell	3	0.0%			
Fraser	2,149	0.6%	Monash	5,770	1.6%			
Fyshwick	89	0.0%	Narrabundah	5,616	1.6%			
						TOTAL	360,597	100%

*2005 Estimated Resident Population

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2007 Media Client Service

SYDNEY OFFICE

Radio Clients – NSW & QLD

Ann-Maree Nolan
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Spencer Links
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Agency Clients – NSW & QLD

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Account Manager
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Amanda Shehata
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Ross McLaren
Senior Client Service Manager
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Scott Gillham
Associate Director, Client Service
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scott.gillham@nielsenmedia.com.au

MELBOURNE OFFICE

All Clients - VIC, SA & Tas

Tara Thomas
Client Service Manager
(03) 9207 3981
tara.thomas@nielsenmedia.com.au

David Burge
Client Service Director
(03) 9207 3980
david.burge@nielsenmedia.com.au

PERTH OFFICE

All Clients

Richard Webster
Account Manager
0419 904 197
rwebster@ausplastics.com

TECHNICAL SUPPORT (NMR software)

All Clients

Free Call: 1800 244 411

Angelo Calma
Media Technical Support Executive
(02) 8873 7723 or 0414 966 866
angelo.calma@nielsenmedia.com.au

Software Hotline 1800 244 411

Find the 2007 Survival Kit on the web! www.nielsenmedia.com.au on the Radio Ratings page.

On-Line Radio Companion

2007 On-Line Radio Companion!

Nielsen Media Research has compiled an essential addition to our existing Radio Ratings product suite – **the On-line Radio Companion.**

Programmers, Sales Executives, Media Planners/Buyers, Researchers – in fact anyone who uses radio or works in the Radio Industry, will find information contained on the On-line Radio Companion invaluable. At your fingertips are all those important bits and pieces that you can never find when you need them!

The On-line Radio Companion, which is updated biannually, is **FREE** to all current subscribers of NMR Radio Ratings and is available on-line at www.nielsenmedia.com.au for your login details contact Nielsen Media Research to access this valuable resource today!

ON-LINE RADIO COMPANION FEATURES

Navigation
Navigation around the site using the Sidebar (pictured). All you need to do is click on the appropriate heading and you will be taken to the page you are after.

Radio Ratings - all the latest and historic info!
Metropolitan survey results for more than 50 years are provided up to and including 2006, along with profiles for numerous regional markets. More recent information such as the 2007 Survival Kit, Radio Advisor newsletters featuring useful Tips and Tricks, are all included.

Survey Area Coverage Maps
Maps detailing radio survey coverage areas are provided for all metropolitan and major regional markets.

Radio Advisor Tools – providing insights to clients
Over the years, NMR has developed many tools for use in conjunction with Radio Advisor. These tools provide clients with quick and simple insights into the data. For example, programmers can easily determine the effect that a change in time spent listening, reach or market averages will have on overall share positioning, while on the sales front, you will be able to determine optimum schedule placement in minutes – there's something for everyone!

Commercial Radio Australia – brochures, profiles & much more!
Commercial Radio Australia Ltd is the peak industry body representing Australia's commercial radio broadcasters. Over the years they have built up a wealth of information to aid radio stations with Sales and Programming ideas, tips, selling techniques, case studies, brochures and more. This library of information is now compiled here for all to use.

| Introduction |
| Radio Survival Kit |
| Metro Radio Ratings ▶ |
| Radio Advisor Hints & Tips |
| Radio Advisor Tools |
| Market Insights |
| Radio Survey Coverage Maps ▶ |
| Regional Radio Survey Summary |
| Media Update |
| Radio Library |
| Commercial Radio Australia ▶ |
| Panorama |
| AdViews Reporter |
| Resources |
| Websites |
| Contact Us |
| Copyright Statement |
| Launch our website |

Your On-line Radio Companion client service and support contacts at Nielsen Media Research are:

Radio:			Technical: (Free Call 1800 244 411)		
Ann-Maree Nolan	02 8873 7713	0410 420 632	Angelo Calma	02 8873 7723	0414 966 866
Tara Thomas	03 9207 3981	0402 285 809	**Agency:**		
Richard Webster	---	0419 904 197	Lara Qualtrough	02 8873 7629	0431 805 449
			Rose Lopreiato	02 8873 7733	0405 141 739

Find the 2007 Survival Kit on the web! www.nielsenmedia.com.au on the Radio Ratings page.

Nielsen Media Research Website

www.nielsenmedia.com.au

Radio Ratings Data

Commercial Radio **Summary Reports** of the Nielsen Media Research Radio Surveys are available on our website for each of the five metropolitan markets.

This information is available free to the general public.

There is also a link to the **Radio Gateway** data download site *(subscribers only)*.

To access this information:

1. Go to our website, www.nielsenmedia.com.au.

2. From the menu on the left of the screen, select **Media Update**, then **Radio Ratings – Metropolitan Markets**.
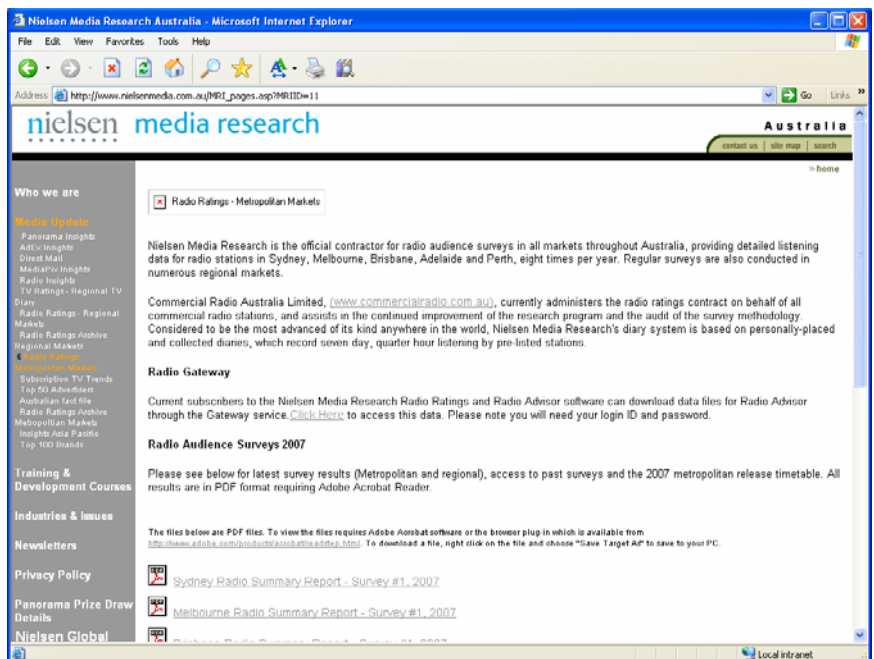
Radio Advisor Software Upgrades

Radio Advisor software upgrades can be downloaded from our website.

This page outlines the new features and fixes in the upgrade versions, or you can download the information in a newsletter format to distribute to all users.

To access this information:

1. Go to our website, www.nielsenmedia.com.au.

2. From the **Products & Services** menu on the right of the screen, select **Radio Advisor Upgrade** and click the red arrow button.
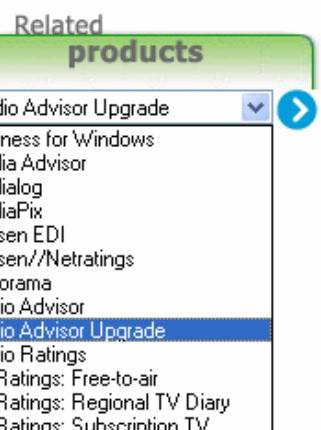
Nielsen Media Research Product Information

Information on all Nielsen Media Research products is available on our website.

Simply select the product you are interested in from the **Products & Services** menu on the right of the screen and click the red arrow button.

If you need any further information, please contact you local Nielsen Media Research representative.

Radio Information on the Commercial Radio Australia Website

www.commercialradio.com.au

Members have immediate access to an abundance of up to date commercial radio marketing and audience research information through free membership of the Commercial Radio Australia website.

- Latest effectiveness research from Australia and around the world

- Successful radio case studies, audience profiles, as well as marketing support material and brochures

- Metropolitan and regional radio audience survey results, 2007 survey schedule

- Over 30 years of award winning local and international radio commercials, audio out takes and demos

- Coverage of important issues such as digital radio and electronic measurement

- Advice on advertising issues and radio planning

- Useful links to relevant industry websites

- Current and archived media releases

Join for free NOW @ www.commercialradio.com.au and follow the prompts.

2007 Radio Training Courses

These training sessions are **free** to current subscribers of NMR Radio Ratings Data.
For dates and times of training, please refer to the 2007 Training Schedule sheet.

Theory and Software courses available this year are:

Nielsen Media Research Radio Ratings Certificate Course

A three part course covering all aspects of Radio surveys from the methodology used through to the type of data available and how to read and use it. To 'pass' each module, students will be required to undertake a small quiz. A certificate is awarded after successful completion of each module.
NOTE – this is not a software training course – **please see over the page for software courses**.

Module 1 - Understanding How Radio Surveys Are Conducted

Information covered: An introductory course covering Nielsen Media Research's radio measurement methodologies as well as explaining the 4 basic radio statistics of Share, Average Audience, Cumulative Audience and Time Spent Listening.

Who for? Sales & Marketing; Programmers; Media Buyers/Planners; Researchers etc, either as a refresher for current staff or as the perfect introduction for new staff.

Pre- Requisite: None   **Length**: 2 Hours

Module 2 - Understanding the Survey Numbers

Information covered: Re-caps the basic statistics and introduces others such as Exclusive Audience, Turnover, etc. Explores how the various statistics are calculated and how Cume and TSL can affect a Station's Share. The "Do's and Don'ts" of survey numbers.

Who for? Sales and Marketing; Programmers; Researchers and anyone interested in gaining extensive knowledge of survey numbers.

Pre- Requisite: Module 1 "Understanding How Radio Surveys are Conducted"   **Length**: 2 Hours

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Module 3a - Using Survey Data in the Sales Environment

Information covered: Deals with the specific applications of the data in the sales environment. Various methods of & issues involved in building a radio campaign are explored. The concept of Optimum Frequency and the effect of audience 'turnover' are also covered.

Who for? Sales & Marketing Executives/ Managers etc.

Pre- Requisite: Modules 1 & 2   **Length**: 2 Hours

Module 3b - Programming with Radio Survey Data

Information covered: Deals with the specific applications of survey data in the programming environment. Topics include station share & what can change it; using the data to track audiences; or find out how loyal your listeners are; and even how to use R&F to monitor music rotation.

Who for? Programmers; Researchers etc.

Pre- Requisite: Modules 1 & 2   **Length**: 2 Hours

For more information on these products, please contact your Nielsen representative.   The Media Client Service Sheet included in this Survival Kit has contact details for all states.

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2007 Radio Training Courses

Nielsen Media Research Software Courses

Radio Advisor – Basic

Information covered: An introductory course to Radio Advisor – NMR's radio data software tool. Provides an overview to the system and explores in depth how to set up & read Session Ranking, Multi-Station Cume and Reach & Frequency analyses. Graphing and exporting is also covered.

Who for? Sales & Marketing; Programmers; Media Buyers/Planners; Researchers etc.

Pre- Requisite: Module 1 "Understanding How Radio Surveys are Conducted"   **Length**: 2 Hours
----

Radio Advisor – Advanced

Information covered: For people who want to be able to pull more than the basic statistics out of Radio Advisor. Great for sales planning, programming etc. Can be tailored to suit the group. Covers Ebb & Flow; Program Ranking; Station Loyalty.

Who for? Sales & Marketing; Programmers; Media Buyers/Planners; Researchers etc.

Pre- Requisite: Radio Advisor – Basic (or initial training when installed)   **Length**: 2 Hours
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Other Nielsen Media Research Software

Training is also available to subscribers of other NMR services such as Panorama & AdEx.

Panorama

Panorama is a national multi-media database consisting of product and media consumption habits, consumer behaviours and attitudes. Data is collected via face to face interview & a self-completion questionnaire. Currency data from Radio and TV is then fused into the database providing clients with a comprehensive sales & marketing tool.

Using Panorama's Microscope software, subscribers can create in-depth profiles of listeners/ consumers; identify potential target audiences or product categories for generating advertising sales; validate advertising performance and much more. The multi-media R&F available in this system allows clients to ascertain a total reach & frequency for an advertising campaign utilising different media.

AdEx

Nielsen Media Research (NMR) provides the currency for advertising expenditure and volume measurement in Australia. AdEx measures over 95% of main media advertising across Australia each year (excluding Classifieds) and provides clients with a means to track advertising spend and activity by Media, Category, Agency, Advertiser or Product.

Using Adex's Ad*Views Reporter software, subscribers can analyse a specific client or agency's media expenditure and history; use it as a sales prospecting tool for current or potential clients; analyse the effectiveness of advertising campaigns and much more.

Nielsen Media Research Software Workshop

The Software Workshop is a practical training session showing you how to use AdEx, Panorama and Radio Advisor together to create a "story" for your Radio Station. In this session we workshop your projects so you gain the maximum benefit of using Nielsen Media Research's data.

Who for? Sales & Marketing; Media Buyers/Planners; Researchers etc.

Pre- Requisite: AdViews Reporter, Radio Advisor, Panorama   **Length**: 2 Hours

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2007 Training Schedule

These training sessions are **free** to current subscribers of NMR Radio Ratings Data.

Please note: Dates, Times and Courses could change subject to demand.
Please see 2007 Radio Training Course sheet for more details on each course.

SYDNEY

Held at ACNielsen Centre, Level 2, 11 Talavera Rd, Macquarie Park NSW 2113
Contact: Ann-Maree Nolan, (02) 8873 7713

	Module 1 How Radio Surveys are Conducted	Module 2 Understanding the Survey Numbers	Module 3a Using Survey Data in the Sales Environment	Module 3b Programming with Radio Survey Data
Jan	Wed 17, 10am			
Feb	Wed 14, 10am	Wed 14, 2pm		
Mar	Wed 14, 10am		Wed 14, 2pm	
Apr	Wed 18, 10am	Wed 18, 2pm		
May	Wed 23, 10am			Wed 23, 2pm
Jun	Wed 20, 10am	Wed 20, 2pm		
Jul	Wed 18, 10am		Wed 18, 2pm	
Aug	Wed 15, 10am	Wed 15, 2pm		
Sep	Wed 19, 10am			Wed 19, 2pm
Oct	Wed 24, 10am	Wed 24, 2pm		
Nov	Wed 21, 10am		Wed 21, 2pm	

	Radio Advisor Basic	Radio Advisor Advanced	Panorama Introduction to*	AdViews
Jan	Thu 18, 10am	Thu 18, 2pm	Wed 31, 10am	
Feb	Thu 15, 10am	Thu 15, 2pm		Thu 1, 2pm
Mar	Thu 15, 10am	Thu 15, 2pm	Wed 7, 10am	Thu 8, 2pm
Apr	Thu 19, 10am	Thu 19, 2pm	Wed 4, 10am	Thu 12, 2pm
May	Thu 24, 10am	Thu 24, 2pm	Wed 9, 10am	Thu 10, 2pm
Jun	Thu 21, 10am	Thu 21, 2pm	Wed 6, 10am	Thu 7, 2pm
Jul	Thu 19, 10am	Thu 19, 2pm	Wed 4, 10am	Thu 5, 2pm
Aug	Thu 16, 10am	Thu 16, 2pm	Wed 1 & 29, 10am	Thu 2 & 30, 2pm
Sep	Thu 20, 10am	Thu 20, 2pm		
Oct	Thu 25, 10am	Thu 25, 2pm	Wed 3, 10am	Thu 4, 2pm
Nov	Thu 22, 10am	Thu 22, 2pm	Wed 7, 10am	Thu 8, 2pm
Dec				Thu 6, 2pm

* Panorama software and Software Workshop training will be on an adhoc basic

Training for Adelaide & Perth are all on an ad hoc basis.
Please see below for contact in each market.

ADELAIDE
Contact: Tara Thomas, (03) 9207 3981

PERTH
Contact: Richard Webster, 0419 904 197

NMR TRAINING CONDITIONS

Minimum Class size is 3. Once a place is booked in a course, NMR **must** receive notification of cancellations **no later than 48hrs before course commences. Someone else from your organisation can attend in your place if necessary.** Please be considerate to others – if no notification is received and the class falls below 3 on the day, the course will be cancelled at the last moment, causing great inconvenience to other attendees who have arrived.

Cancellations less than 48hrs will incur a $150 cancellation fee.

PTO for Melbourne & Brisbane training dates.

Find the 2007 Survival Kit on the web! www.nielsenmedia.com.au on the Radio Ratings page.

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2007 Training Schedule

MELBOURNE

Held at ACNielsen, Level 5, The Gateway, 312 St Kilda Rd, Melbourne VIC 3004
Contact: **Tara Thomas, (03) 9207 3981**

	Module 1 How Radio Surveys are Conducted	Module 2 Understanding the Survey Numbers	Module 3a Using Survey Data in the Sales Environment	Module 3b Programming with Radio Survey Data
Jan	Tue 16, 9am	Tue 16, 10:30am	Thu 18, 10am	
Feb	Tue 13, 9am	Tue 13, 10:30am		
Mar	Tue 13, 9am	Tue 13, 10:30am	Thu 15, 10am	
Apr	Tue 10, 9am	Tue 10, 10:30am		Wed 11, 2pm
May	Tue 15, 9am	Tue 15, 10:30am	Thu 17, 10am	
Jun	Tue 12, 9am	Tue 12, 10:30am		
Jul	Tue 10, 9am	Tue 10, 10:30am	Thu 12, 10am	
Aug	Tue 14, 9am	Tue 14, 10:30am		
Sep	Tue 11, 9am	Tue 11, 10:30am	Thu 13, 10am	
Oct	Tue 16, 9am	Tue 16, 10:30am		Wed 17, 2pm
Nov	Tue 13, 9am	Tue 13, 10:30am	Thu 15, 10am	
Dec	Tue 11, 9am	Tue 11, 10:30am		

	Radio Advisor Basic	Radio Advisor Advanced	Panorama	AdViews
Jan	Tue 16, 2pm		Wed 17, 9am	Wed 17, 11am
Feb	Tue 13, 2pm	Wed 14, 9am		
Mar	Tue 13, 2pm		Wed 14, 9am	Wed 14, 11am
Apr	Tue 10, 2pm	Wed 11, 9am		
May	Tue 15, 2pm		Wed 16, 9am	Wed 16, 11am
Jun	Tue 12, 2pm	Wed 13, 9am		
Jul	Tue 10, 2pm		Wed 11, 9am	Wed 11, 11am
Aug	Tue 14, 2pm	Wed 15, 9am		
Sep	Tue 11, 2pm		Wed 12, 9am	Wed 12, 11am
Oct	Tue 16, 2pm	Wed 17, 9am		
Nov	Tue 13, 2pm		Wed 14, 9am	Wed 14, 11am
Dec	Tue 11, 2pm	Wed 12, 9am		

BRISBANE

Held at ACNielsen, 545 Queen Street, Brisbane QLD 4000
Contact: **Ann-Maree Nolan, (02) 8873 7713**

	Module 1 How Radio Surveys are Conducted	Module 2 Understanding the Survey Numbers	Module 3a Using Survey Data in the Sales Environment	Module 3b Programming with Radio Survey Data
Feb	Tue 6, 10am	Tue 6, 2pm		
Mar	Tue 20, 10am		Tue 20, 2pm	
May	Tue 1, 10am	Tue 1, 2pm		
Jun	Tue 12, 10am			Tue 12, 2pm
Jul	Tue 24, 10am	Tue 24, 2pm		
Sep	Tue 4, 10am		Tue 4, 2pm	
Oct	Tue 16, 10am	Tue 16, 2pm		
Nov	Tue 27, 10am			Tue 27, 2pm

	AdViews	Panorama	Radio Advisor Basic	Radio Advisor Advanced
Feb	Wed 7, 9:30am		Wed 7, 1:30pm	
Mar		Wed 21, 9:30am	Wed 21, 1:30pm	
May	Wed 2, 9:30am			Wed 2, 1:30pm
Jun		Wed 13, 9:30am	Wed 13, 1:30pm	
Jul	Wed 25, 9:30am		Wed 25, 1:30pm	
Sep		Wed 5, 9:30am		Wed 5, 1:30pm
Oct	Wed 17, 9:30am		Wed 17, 1:30pm	
Nov		Wed 28, 9:30am	Wed 28, 1:30pm	

Find the 2007 Survival Kit on the web! *www.nielsenmedia.com.au* *on the Radio Ratings page.*

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Radio Advisor is Nielsen Media Research's re-analysis software package specifically designed for quick, easy and flexible analysis of radio audience surveys.

It allows analysis using a variety of pre-set standard demographics and sessions, or users can create and save their own demographics and sessions. Analysis requirements can also be preset so that all necessary output can be easily and quickly generated as soon as new radio audience surveys are released, thereby allowing "batch" processing of the selected analyses.

Available Analyses…

Session Ranking

Session Ranking lets you analyse multiple radio statistics (such as average audience, share, cume, exclusive audience, TSL, Profile % and Index %) according to user-specified session times, which can be viewed as an average of the selected session, or drilled down into ¼ hr, ½ hr or 1 hr segments.

Multi-Station Cumulative audience
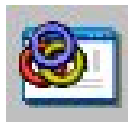
Multi-Station Cume lets you analyse different combinations of radio stations ranked from the highest combination to the lowest, according to user-specified session times, demographics and other files. Station combinations that are selected by the user can include 2 station, 3 station, 4 station, 5 station combinations and so on….

Reach & Frequency (1 week through to 52 weeks)

Reach & Frequency lets you analyse for any given advertising schedule, the number of different people reached at least once by that schedule (Reach), the total number of impacts (Gross Impacts) and the average frequency with which the net audience was exposed to the commercial message of that schedule (Average Frequency). Allows different spot weights and station placements across multiple weeks.

Program Ranking

Program Ranking lets you analyse programs by average audience and reach statistics for different demographics as well as filter by program types I.e.: sport, talk back, adult contemporary music etc. You can analyse an average week and by day. Programs are assigned & updated by stations before each survey.

Ebb & Flow (1/4hr & Session)

Ebb & Flow allows you to analyse the audience movement between two nominated time periods as an analysis of station switching. Ebb & flow analyses can be analysed for either two nominated sessions or two-quarter hours.

Station Loyalty

Station Loyalty allows you to identify the percentage of time that a station's cume (reach) spends with that station, and the percentages of time that the same station's cume (reach) spends with other stations.

Continued over…

Radio Advisor features…

➤ **Multi-Market Analysis**

Analyse multiple markets within a single job file producing individual market results. (Applicable only to Sydney/Melbourne/Brisbane/Adelaide/Perth markets)

➤ **Market Combinations**

Market combinations will produce a single combined result for the selected markets within a single job file. (Applicable only to Sydney/Melbourne/Brisbane/Adelaide/Perth markets)

➤ **Multi Surveys (Trending)**

Select and process up to 2 years (or 16 surveys) of survey data within a single job file

➤ **Multi-Survey Combinations**

Combine surveys together (from within the same year) to produce survey average reports

➤ **Station Combinations**

Stations can be combined together within the same markets ie. 2CH/2GB producing a combined result or across different markets ie. 2DAY/FOXFM/B105 to produce network results

➤ **Desktop published reports**

Print results in table or chart form.   A professional appearance means that reports can be presented directly to clients or used in proposals.

➤ **Exporting**

Exporting is now easier and faster with icons displayed on each result grid allowing you to export directly to either Word or Excel at the touch of a button. Exporting of data is also available with the Batch module allowing you to export survey data for multiple job files to Excel.

➤ **Market & Station Totals**

Market totals are automatically displayed on all reports. The total figure produced will always be based on 'ALL STATIONS' regardless of stations selected within a job file.

Creating station combinations such as 'All Commercial Stations' can also produce total figures, for the group of stations selected.

➤ **Place of Listening**

Ability to process multiple Place of Listening filters within a single job file

➤ **Single Source**

Ability to process multiple Single Source filters within a single job file

Technical Requirements…

Radio Advisor is a standard network compatible system which will operate either on a stand alone PC or will allow simultaneous access on multiple PCs attached to your network.

The software is supported for use with the following hardware/software:

➤ IBM PC compatible Pentium processor

➤ Operating Systems: Windows 98, 2000, NT, XP

➤ Networks: Novell & NT Version 4.0 upwards

➤ 128MB of RAM or higher

➤ 100 MB of hard disk space

➤ Super VGA Monitor (minimum 800 x 600 screen resolution)

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Standard Demographic Categories
Available in Radio Advisor

AGE	SEX	MARITAL STATUS
10-12 YRS	MALE	NEVER MARRIED
13-14 YRS	FEMALE	MARRIED/DEFACTO
15 YRS		SEPARATED
16-17 YRS		DIVORCED
18-19 YRS		WIDOWED
20-24 YRS		
25-29 YRS		
30-34 YRS		
35-39 YRS		
40-44 YRS		
45-49 YRS		
50-54 YRS		
55-59 YRS		
60-64 YRS		
65-69 YRS		
70+ YRS		

CAR DETAILS	CHILDREN IN HOME (A)	OCCUPATION
OWNER	NO CHILDREN	A- MANAGERS/ADMINIST.
NON OWNER	WITH C0-4 ONLY	B- PROFESSIONALS
	WITH C5-9 ONLY	C1-PARA PROFESSIONALS,
	WITH C10-17 ONLY	CLERKS, SALES PPL,
	WITH C0-4 & C5-9	PERSONAL SERV WKRS
	WITH C0-4 & C10-17	C2-TRADESPERSONS
	WITH C5-9 & C10-17	D- PLANT & MACH. OPER.
	WITH C0-4,5-9 & 10-17	AND DRIVERS
GROCERY BUYER		E- LABOURERS &
		RELATED WORKERS
GROC BUYER WKG		F- UNEMPLOYED
GROC BUYER NWKG		G- STUDENT/UND SCH AGE
NOT GROC BUYER		H- NOT IN PAID EMPLOYMENT
		/RETIRED/AGED PNSR

LANGUAGE MOST SPOKEN AT HOME (other than English)	CHILDREN IN HOME (B)	OCCUPATION STATUS
ASIA/PACIFIC	NO CHILD (5-17)	FULL-TIME
MEDITERRANEAN/AMERICAS	WITH C5-12 ONLY	PART-TIME
OTHER EUROPEAN	WITH C13-17 ONLY	CASUAL/TEMP
OTHER	WITH C5-12 & C13-17	
NO OTHER LANGUAGE	WITH C0-4 & C5-12	SELF-EMPLOYED
	WITH C0-4 & C13-17	EMPLOYEE
	WITH C0-4,C5-12 &13-17	

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Standard Demographic Categories
Available in Radio Advisor

AREA		HHOLD SIZE/PERSONS
(Adelaide)	A1-CENTRAL	1
	A2-NORTHERN	2
	A3-EAST & SOUTH	3
	A4-WEST & SW	4
(Brisbane)	B1-EAST	5
	B2-WEST	6
	B3-SOUTH	7
	B4-CITY & CNTH	8+
	B5-NORTH	
(Melbrne)	M1-NORTH	**TYPE OF DWELLING**
	M2-SOUTH	
	M3-EAST	HOUSE
	M4-WEST	FLAT/UNIT
(Perth)	P1-NTH & NE	OTHER
	P2-STH & SE	
	P3-WESTERN	**NO. OF CHILDREN**
	P4-STH WEST	**AT HOME**
(Sydney)	S1-NORTH	
	S2-CENT/INNER W	NO CHILDREN
	S3-SOUTH	1-2 CHILDREN
	S4-SOUTH WEST	3+ CHILDREN
	S5-WEST	
(Newc.)	N1-NEWC/PT.STEPH.	**NO. OF RADIOS IN HOME**
	N2-MAIT/CESSNOCK	
	N3-LAKE MACQRIE	1
(Woll.)	W1-NORTH-CROWN ST	2
	W2-SOUTH-CROWN ST	3
(Cntrl Cst)	CC1-GOSFORD	4
NSW	CC2-WYONG	5
		6
		7
		8+

HOUSEHOLD INCOME	HOME/UNIT OWNERSHIP	EDUCATION
LESS THAN $15,000		STILL AT SCHOOL
$15,001 - $20,000	OWNED OUTRIGHT	PRIMARY
$20,001 - $30,000	UNDER MORTGAGE	LOWER SECONDARY
$30,001 - $40,000	RENTED	UPPER SECONDARY
$40,001 - $50,000	OTHER	TRADE CERTIFICATE
$50,001 - $60,000		DIPLOMA/CERTIFICATE
$60,001 - $70,000		DEGREE
$70,001 - $80,000		
$80,001 - $90,000		
$90,001 - $100,000	*Any combination of the above elements can be used within Radio Advisor to generate a customised demographic.*	
$100,001 - $110,000		
$110,001 - $120,000		
$120,001 - $130,000		
$130,001 - $140,000		
$140,001 - $150,000		
MORE THAN $150,000		

Occupation Classifications

(Any combination of the following categories is available within Radio Advisor)

A - MANAGERS and ADMINISTRATORS
Legislators, Government Appointed Officials, General Managers, Farmers and Farm Managers, Managing Supervisors.

B - PROFESSIONALS
Natural Scientists, Building Professionals, Engineers, Health Diagnosis and Treatment Practitioners, School Teachers, Other Teachers & Instructors, Social Professionals, Business Professionals, Artists and Related Professionals.

**C1 - PARA-PROFESSIONALS, CLERKS, SALESPERSONS and
PERSONAL SERVICE WORKERS**
People with technical training, e.g. Technicians, Air & Sea Transport Technical Workers, Registered Nurses, Police and Air Traffic Controllers. Stenographers & Typists, Personal Assistants, Data Processing and Business Machine Operators, Clerks, Receptionists, Telephonists, and Messengers. Investment and Real Estate Salespersons, Sales Representatives, Sales Assistants, Tellers, Cashiers, Ticket Salespersons and Telesales.

C2 - TRADESPERSONS
Metal Fitting and Machining Tradespersons, Electrical and Electronic Tradespersons, Building Tradespersons, Printing Tradespersons, Vehicle Tradespersons, Food Tradespersons.

D - PLANT and MACHINE OPERATORS and DRIVERS
Road & Rail Transport Drivers, Mobile Plant Operators (except Transport), Stationary Plant Operators, Machine Operators.

E - LABOURERS and RELATED WORKERS
Trades Assistants and Factory Hands, Agricultural Workers and Related Workers, Cleaners, Construction and Mining Labourers, Miscellaneous Labourers & Related Workers.

F – UNEMPLOYED/LOOKING FOR WORK

G - STUDENT OR UNDER SCHOOL AGE

H - NOT IN PAID EMPLOYMENT, RETIRED OR AGED PENSIONER

Please Note: The occupation groupings used by Nielsen Media Research are the Australian Standard Classification of Occupations (ASCO) published by the Australian Bureau of Statistics.

Specific occupations listed underneath each category are examples only. This is not an exhaustive list.

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BUILDING "WITH CHILDREN" DEMOGRAPHICS IN RADIO ADVISOR

When building demographics in Radio Advisor that include the "With Children" option (eg. Grocery Buyers With Children…."), you <u>MUST</u> follow the instructions outlined below to obtain correct results.

It is important to realise that when building "With Children" demographics you are selecting PEOPLE WHO HAVE CHILDREN IN THE HOME, not the children themselves. It may sometimes looks as though you are doubling up when making selections but you must remember that a person who has a 0-4 year old in the house is a DIFFERENT individual from one with a 0-4 year old <u>AND</u> a 5-9 year old. However, both have a 0-4 year old in the house.

Therefore, if you require "With Children 0-4", you must have the same elements highlighted as the example below (in the top left box). Selecting anything less, or more, will produce incorrect results.

Use your mouse and Control Key to highlight the elements indicated with the ◆, for each "With Child" demographic listed.

NEVER select elements from both "Children in home (A)" AND "Children in home (B)" as your audience figures will be duplicated.

With Children In Home (A)

With Cld 0-4	
	NO CHILDREN
◆	WITH C0-4 ONLY
	WITH C5-9 ONLY
	WITH C10-17 ONLY
◆	WITH C0-4 & C5-9
◆	C0-4 & C10-17
	C5-9 & C10-17
◆	C0-4,5-9 & 10-17

With Cld 0-9	
	NO CHILDREN
◆	WITH C0-4 ONLY
◆	WITH C5-9 ONLY
	WITH C10-17 ONLY
◆	WITH C0-4 & C5-9
◆	C0-4 & C10-17
◆	C5-9 & C10-17
◆	C0-4,5-9 & 10-17

With Cld 0-17	
	NO CHILDREN
◆	WITH C0-4 ONLY
◆	WITH C5-9 ONLY
◆	WITH C10-17 ONLY
◆	WITH C0-4 & C5-9
◆	C0-4 & C10-17
◆	C5-9 & C10-17
◆	C0-4,5-9 & 10-17

With Cld 5-9	
	NO CHILDREN
	WITH C0-4 ONLY
◆	WITH C5-9 ONLY
	WITH C10-17 ONLY
◆	WITH C0-4 & C5-9
	C0-4 & C10-17
◆	C5-9 & C10-17
◆	C0-4,5-9 & 10-17

With Cld 5-17	
	NO CHILDREN
	WITH C0-4 ONLY
◆	WITH C5-9 ONLY
◆	WITH C10-17 ONLY
◆	WITH C0-4 & C5-9
◆	C0-4 & C10-17
◆	C5-9 & C10-17
◆	C0-4,5-9 & 10-17

With Cld 10-17	
	NO CHILDREN
	WITH C0-4 ONLY
	WITH C5-9 ONLY
◆	WITH C10-17 ONLY
	WITH C0-4 & C5-9
◆	C0-4 & C10-17
◆	C5-9 & C10-17
◆	C0-4,5-9 & 10-17

With Children in Home (B)

With Cld 5-12

	NO CHILD (5-17)
♦	WITH C5-12 ONLY
	WITH C13-17 ONLY
♦	C5-12 & C13-17
♦	C0-4 & C5-12
	C0-4 & C13-17
♦	C0-4,C5-12 &13-17

With Cld 0-12 **

♦	NO CHILD (5-17)
♦	WITH C5-12 ONLY
	WITH C13-17 ONLY
♦	C5-12 & C13-17
♦	C0-4 & C5-12
♦	C0-4 & C13-17
♦	C0-4,C5-12 &13-17

With 13-17

	NO CHILD (5-17)
	WITH C5-12 ONLY
♦	WITH C13-17 ONLY
♦	C5-12 & C13-17
	C0-4 & C5-12
♦	C0-4 & C13-17
♦	C0-4,C5-12 &13-17

NO. OF CHILDREN AT HOME

	NO CHILDREN
♦	1-2 CHILDREN
♦	3+ CHILDREN

** Building "With Children 0-12" is a special situation. "NO CHILD (5-17)" has been selected above, and this is correct. You must <u>also</u> select two elements from "NO. OF CHILDREN AT HOME". The above example is the ONLY way to correctly generate a "With Cld 0-12" demographic. If you require a further explanation of exactly why the building of this demo differs from others, please contact Nielsen Media Research.

Newspaper Readership (NP)

Read a newspaper in the past 7 days	1996 -
Newspaper X readers/ non readers in the past 7 days - All major newspapers, local, other	1998 -
Local Messenger readership *(Adelaide only)*	1996 - 1996
A Community readership *(Perth only)*	1996 - 1996

Technology (TE)

Have access to a personal computer in the household	1996 -
Have a mobile phone	2001 -
Intend to purchase/ replace/ keep existing mobile phone in the next 12 months	2001 -
Consider changing mobile phone network carrier in next 12 months	2005 -
Have mobile phone prepaid or plan contract	2005 -
Last access to the Internet or World Wide Web in the past month - past week/month	2000 -
Where internet was accessed - home/ work/ school /elsewhere	2000 -
Mobile phone network carrier	2002 -
Internet Surfing frequency	2003 -
Access to Internet in past month	1996 - 1999
Type of Internet connection at home -(Dial-Up/Broadband/No Connection)	2006 -
Have a mobile phone (old definition)	1996 - 2000
Intend to buy/ replace mobile phone in next 12 months	1996 - 2000
CD player at home/ in car	1997 - 1999
Compact discs bought in past six months for self or others, by number - less than 5, 5-10, more than 10, none.	1997 - 2001
Play home video games	2000 - 2000
Have a music CD player in the car	2000 - 2000
Have a music CD player at home	2000 - 2000
Whether visited a newspaper website	2001 - 2001
Home phone provider	2002 - 2002

Television (TV)

Commercial TV viewing frequency	1996 -
ABC TV viewing frequency	2002 -
PAYTV viewing frequency	2003 -
Personally viewed a rented video/DVD in the past 7 days	1996 -
Household currently subscribes to Pay TV	1996 -
Household intends to subscribe to Pay TV	1996 -
Household does not intend to subscribe to Pay TV	1996 -

Purchasing Food (FO)

Dined at a restaurant 1-3 times in the past 4 weeks	1996 -
Dined at a restaurant 4 or more times in the past 4 weeks	1996 -
Dined at a restaurant in the past 4 weeks	1996 -
Takeaway food frequency	1996 -
Bought or ordered T/Away chicken /pizza / burger/ other in the past 4 weeks	1996 -
Bought or ordered T/Away Asian in the past 4 weeks	2004 -
Purchase of food/groceries from a convenience store in past month	2000 -
Purchase of food/groceries from a service station with convenience store facilities in past month	1996 -
Bought or ordered T/Away chinese in the past 4 weeks	1996 - 1997

Leisure Activities (LA)

Visited a hotel in the past 7 days	1996 -
Visited a licenced club in the past 7 days (not Perth)	1996 -
Regularly participate in TAB betting	1996 -
Regularly participate in Lotto, Instant Lotteries/ Scratchies, Lottery etc.	1996 -
Regularly visit the casino	1996 -
Regularly participate in Internet Gambling	2006 -
Been to a cinema in the past month	2001 -
Attended Major Sporting Event in the past 12 months	2003 -
Participant in horse racing	1996 - 1997
Interest in horse racing	1998 - 2002

Beverages (BE)

Regular buyers of alcohol from bottle shops/hotels for home use	1996 -
Regular buyers of beer / wine /spirits for home use	1996 -
Regular buyers of pre-mixed spirits/ready to drink for home use	2003 -

Travel (TR)

Likely to travel interstate by air within the next 12 months	2000 -
Likely to travel overseas by air within the next 12 months	2000 -
Holiday travel destination in next 12 months	2002 -
Holiday within the state *(Perth only)*	1996 - 1996
Holiday - whereabouts *(Perth only)*	1996 - 1996
Inter-State travel frequency	1996 - 1999
Overseas air travel (frequency)	1996 - 1999

Single Source Categories
Available Through Radio Advisor

Valid Data Period

i.e Data is only available for years stated

If no end date, still current

House & Home (HH)

Likely to buy or sell a house or unit in the next 2 years	1996 -
Intend to undertake major home renovations in the next 12 months	1996 -
Type of renovations	2003 -
Pet ownership - dog, cat or other	2001 -
First home buyers	1996 - 1996

Purchase Decisions (PD)

Intend to purchase whitegoods within the next 12 months	1996 -
Intend to purchase general furniture within the next 12 months	1996 -
Intend to purchase TV/ HiFi/ VCR/ DVD within the next 12 months	1996 -
Intend to purchase motor vehicle in next 12 months	1996 -
Intend to purchase a personal computer in the next 12 months	1998 - 2006
Intend to purchase computer software in the next 12 months	1998 -
Intend to purchase small electrical goods in the next 12 months	2001 -
Intend to purchase computer/video games in next 12 months	2003 -
Intend to purchase other computer hardware/accessories in next 12 months	2003 - 2006
Intend to purchase a personal computer, hardware or computer accessories in the next 12 months	2007 -
Intend to purchase air conditioning / heater in the next 12 months	2005 -
Whether bought fashion clothing and accessories	2001 -
Made purchase from a hardware store in past month	2003 -
Made purchase from a garden nursery in past month	1996 -
Made purchase from a pharmacy/chemist in past month	2002 -
Made purchase from a department store in past month	2003 -
Made purchase from a discount retailer in past month	2003 -
Made purchase from a furniture/appliance store in past month	2003 -
Made purchase from a newsagency in past month	2003 -
Made purchase from a bookstore in past month	2003 -
Made purchase from a music/record store in past month	2003 -
Have bought goods/services over the Internet	2003 - 2004
When last purchased goods or services over the internet (past mth, more than mth never)	2005 -
Intend to purchase a computer/ hardware in the next 12 months	1996 - 1997
Intend to purchase new motor vehicle in the next 12 months	1996 - 2001
Intend to purchase used motor vehicle in the next 12 months	1996 - 2001
Made purchase from hardware store in past 14 days	1996 - 2002
Whether people would shop online with a credit card	2001 - 2002
Whether purchased a DVD or video in past month	2005 - 2006
Whether purchased a DVD or video or purchased and downloaded a movie, TV show or music video in the past month	2007 -
Intend to purchase MP3 player / iPod in next 12 months	2007 -

Finance & Insurance (FI)

Have private health insurance	1996 -
Have comprehensive motor vehicle insurance	1999 -
Credit card holders	2002 -
Amex/ Diners Card holders	2003 -
Visa/ Mastercard/ Bankcard holders	2003 -
Have a personal loan	1996 -
Have personal investment over $50,000	2003 -
Have personal investment of $10,000 to $50,000	2003 -
Have personal investment less than $10,000	2003 -
Intend to purchase financial/investment services in next 12 months	2003 -
No. of people working in the household	1998 -
Have a mortgage with a bank/ credit union	2001 -
Have a mortgage with lender (other than bank/credit union)	2000 -
Have no mortgage	2001 -
Would consider changing mortgage lender	2003 -
Have personal investment $5000+	1996 - 1997
Have home contents insurance	1996 - 1998
Amex/ Diners Card holders	1996 - 2000
Visa/ Mastercard/ Bankcard holders	1996 - 2001
Employ up to 50 people nationally at place of work	1997 - 2001
Employ 50 or more people nationally at place of work	1997 - 2001
Have personal investment over $10,000	1998 - 2002
Have personal investment of $5,000 up to $10,000	1998 - 2002
Have a mortgage with a bank	2000 - 2000
Have a mortgage with a credit union	2000 - 2000
How people pay their bills - phone, internet, other	2001 - 2002

This is a list of all Single Source categories available for use within the Radio Advisor software.

These categories are available with survey data collected for the five capital cities. Other markets will most likely be the same, however some categories may change.

It is important to remember that when using Single Source filters with Radio Advisor data, that the overall sample size of your demographic will be reduced in most instances, sometimes significantly. Users should pay strict attention to the sample size for each demo/category as displayed on each Radio Advisor print-out.

'METRO' LIFESTYLE QUESTIONNAIRE

The following two pages include a number of simple questions which we would like you to answer at any time during the week. When used with the information on radio listening, these answers will help broadcasters understand the way in which programmes and stations are chosen by different types of people. Please remember, the published results only show the total information from groups of people taken together, <u>never individual information</u>, so all your answers remain <u>confidential</u>.

Thank you again for helping to provide this information which is so greatly appreciated by the radio industry.

Please answer the following simple questions by ticking the appropriate boxes ☑

Q1 Which of the following newspapers have you read or looked into in the past 7 days? *(Tick all Applicable)*

	Yes	No
Sydney Morning Herald	☐ 1	☐ 2
The Daily Telegraph	☐ 1	☐ 2
The Sunday Sun-Herald	☐ 1	☐ 2
The Sunday Telegraph	☐ 1	☐ 2
The Australian Financial Review	☐ 1	☐ 2
The Australian	☐ 1	☐ 2
Local Community Paper	☐ 1	☐ 2
Other Newspaper	☐ 1	☐ 2

Q2 On an average day (between Monday and Sunday), how much time would you spend watching each of the following types of television? (Do not include time spent watching videos or DVDs)

*(Tick one box only in **each** column)*

	Commercial (7, 9, 10, SBS)	ABC	Pay TV
More than 5 hours per day	☐ 1	☐ 1	☐ 1
3 to 5 hours per day	☐ 2	☐ 2	☐ 2
1 to 3 hours per day	☐ 3	☐ 3	☐ 3
Up to 1 hour per day	☐ 4	☐ 4	☐ 4
Don't usually watch	☐ 7	☐ 7	☐ 7

Q3 Regarding PAY TV, do you (or your household)…?

(Tick one box only)
- Already subscribe ☐ 1
- Intend to subscribe ☐ 2
- Do not intend to subscribe ☐ 3
- Don't know whether you will subscribe ☐ 4

Q4a Have you personally viewed a rented DVD or video in the past 7 days?
Yes ☐ 1
No ☐ 2

Q4b Have you purchased a DVD or video OR purchased and downloaded a movie, TV show or music video in the past month?
Yes ☐ 1
No ☐ 2

Q5 Have you visited a cinema to watch a movie in the past month?
Yes ☐ 1
No ☐ 2

Q6 In the past 12 months, have you attended a major sporting event (eg: football match, cricket, tennis, golf etc)?
Yes ☐ 1
No ☐ 2

Q7 Have you shopped for fashion clothing and/or accessories in the past month?
Yes ☐ 1
No ☐ 2

Q8 Regarding pets, do you have a? *(Tick all applicable)*
- Dog ☐ 1
- Cat ☐ 2
- Other Pet ☐ 3
- No Pets ☐ 4

Q9 Will you purchase any of the following products or services in the next 12 months? *(Tick all applicable)*

	Yes	No
Whitegoods (eg: fridge, dryer, microwave)	☐ 1	☐ 2
Air Conditioning / Heater	☐ 1	☐ 2
General furniture (eg: lounge, bed, table)	☐ 1	☐ 2
Audio/Visual Equipment (eg: TV, stereo)	☐ 1	☐ 2
Small electrical goods (eg: kettle, toaster)	☐ 1	☐ 2
Finance and investment	☐ 1	☐ 2
Motor vehicle	☐ 1	☐ 2
Personal computer / hardware / accessories	☐ 1	☐ 2
Computer / video games	☐ 1	☐ 2
Computer software	☐ 1	☐ 2
MP3 Player / iPod	☐ 1	☐ 2

Q10 Do you have a personal computer (not just computer games or game consoles) <u>in your household</u>?
Yes ☐ 1
No ☐ 2

Q11a When did you last personally access the Internet? *(Tick one box only)*
- In the past week ☐ 1
- More than 4 weeks ago ☐ 3
- 1-4 weeks ago ☐ 2
- Never accessed ☐ 4

IF YOU HAVE ACCESSED THE INTERNET -

Q11b From where do you access the Internet? *(Tick all applicable)*
- Home ☐ 1
- School / College / University ☐ 3
- Work ☐ 2
- Elsewhere ☐ 4

Q11c What type of Internet connection do you have at home?
Dial Up ☐ 1   Broadband ☐ 2   No Connection ☐ 3

Q11d In an average week how long would you spend 'surfing' the Internet (do not include time using e-mail)?

(Tick one box only)
- Up to one hour ☐ 1
- 1 to 3 hours ☐ 2
- 3-5 hours ☐ 3
- More than 5 hours ☐ 4
- Do not use the Internet for 'surfing' ☐ 5

Q11e When did you last personally purchase goods or services over the Internet?
- Past month ☐ 1
- More than one month ago ☐ 2
- Never ☐ 3

Q12 In the past month, have you purchased any food or groceries from a…?

	Yes	No
Convenience Store	☐ 1	☐ 2
Service station with full convenience store facilities	☐ 1	☐ 2

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Q13 In the past month, have you personally made any purchases from the following store types?

	Yes	No
Hardware store	☐ 1	☐ 2
Garden nursery	☐ 1	☐ 2
Pharmacy / Chemist	☐ 1	☐ 2
Department store (eg: Myer)	☐ 1	☐ 2
Discount retailer (eg: K-mart, Target)	☐ 1	☐ 2
Furniture / Appliance store	☐ 1	☐ 2
Newsagency	☐ 1	☐ 2
Book store	☐ 1	☐ 2
Music / Record store	☐ 1	☐ 2

Q14a Regarding mobile phones, in the next 12 months do you intend to…? *(Tick one box only)*

Keep your existing mobile phone ☐ 1
Replace your existing mobile phone ☐ 2
Purchase a mobile phone (don't currently have) ☐ 3
Don't have and won't buy a mobile phone ☐ 4

IF YOU HAVE A MOBILE PHONE –

Q14b Who is your current mobile phone network carrier? *(Tick one box only)*

Optus ☐ 2   Vodafone ☐ 5
Orange ☐ 3   Virgin ☐ 6
Telstra ☐ 4   Other mobile phone carrier ☐ 7

Q14c Are you considering changing your mobile phone network carrier in the next 12 months?

Yes ☐ 1
No ☐ 2

Q14d Is your mobile phone contract…?

Plan ☐ 1
Prepaid ☐ 2

Q15 How often have you eaten out at a restaurant in the past month? *(Tick one box only)*

One to three times ☐ 1
Four or more times ☐ 2
Not in the past month ☐ 3

Q16a In the past month, how often have you bought or ordered for home delivery, any take-away / fast food?

(Tick one box only)   One to three times ☐ 1
Four or more times ☐ 2
Not in the past month ☐ 3

IF YOU HAVE BOUGHT/ORDERED –

Q16b What type of food was that? *(Tick all applicable)*

Chicken ☐ 1   Asian ☐ 4
Pizza ☐ 2   (eg Chinese, Thai, Japanese etc)
Burgers ☐ 3   Other type ☐ 5

Q17 Where do you intend to travel for a holiday in the next 12 months?

Overseas ☐ 1   Within your own state ☐ 3
To another state ☐ 2   Do not intend to travel ☐ 4

Q18 Are you likely to travel by air in the next 12 months?

(Tick all applicable)   Yes, interstate ☐ 1
Yes, overseas ☐ 2
No, do not intend to travel ☐ 3

IF YOU ARE UNDER 18 YEARS OF AGE, THERE IS NO NEED TO ANSWER QUESTIONS BELOW HERE

Q19 Are you or a member of your household likely to purchase or sell a house / unit within the next two years?

Yes ☐ 1
No ☐ 2

Q20 What type of major home renovations will you undertake in the next 12 months?

(Tick all applicable)   Painting ☐ 1
Landscaping / gardening ☐ 2
Extensions / repair work ☐ 3
General household refurbishment ☐ 4
Other type ☐ 5
None ☐ 6

Q21 In the past month, have you visited a…?

	Yes	No
Hotel (ie: pub / bar)	☐ 1	☐ 2
Licensed club	☐ 1	☐ 2

Q22 Which of the following do you regularly (once a month or more) purchase to take home or to parties?

(Tick all applicable)   Beer ☐ 1
Wine ☐ 2
Spirits ☐ 3
Pre-mixed spirits / ready to drink ☐ 4
None ☐ 5

Q23 Have you participated in any of the following types of gambling in the past 2 months? *(tick all applicable)*

	Yes	No
TAB betting	☐ 1	☐ 2
Visited a casino / Licensed Club	☐ 1	☐ 2
Internet Gambling	☐ 1	☐ 2
Lotto, Instant Lotteries / Scratchies, Lottery tickets etc	☐ 1	☐ 2

Q24a Do you have a mortgage with a …?

(Tick all applicable)   Bank or Credit Union ☐ 1
Other lender ☐ 2
No mortgage ☐ 3

Q24b IF YOU HAVE A MORTGAGE - Would you consider changing lending provider?

Yes ☐ 1
No ☐ 2

Q25 Do you personally have…?

	Yes	No
Comprehensive vehicle insurance	☐ 1	☐ 2
Visa / Bankcard / MasterCard	☐ 1	☐ 2
American Express / Diners Club Card	☐ 1	☐ 2
Personal loan	☐ 1	☐ 2
Private health insurance (ie. over and above Medicare)	☐ 1	☐ 2

Q26 What level of personal investments (eg: banks, shares, bonds etc) do you have? *(Tick one box only)*

More than $50,000 ☐ 1
$10,000 to $50,000 ☐ 2
Less than $10,000 ☐ 3
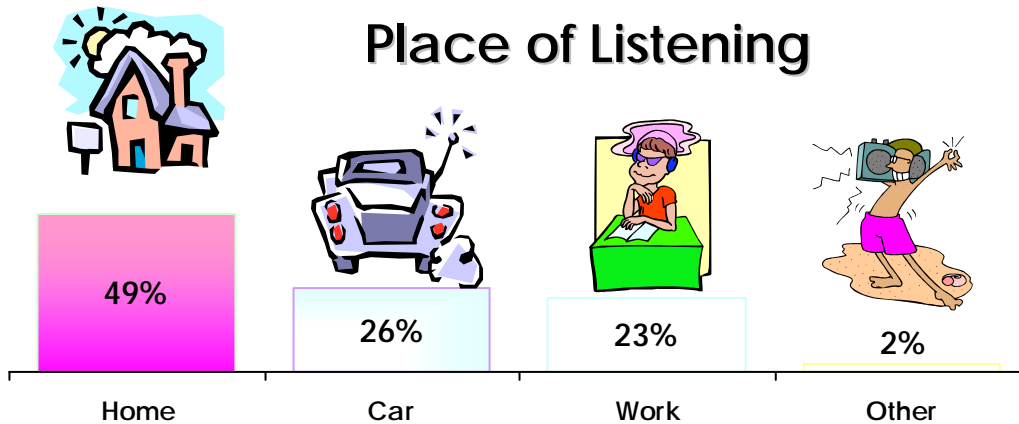Have no personal investments ☐ 4

THANK YOU ONCE AGAIN FOR YOUR COOPERATION

LS-MET07

![Nielsen logo]

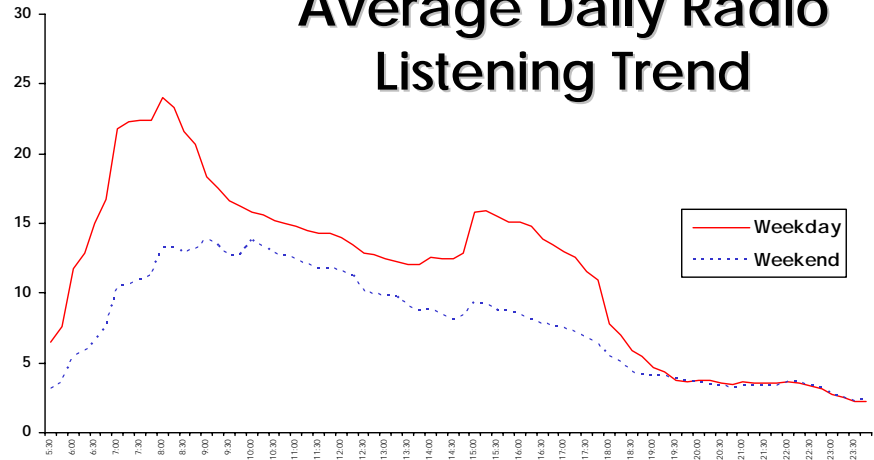# Nielsen Media Radio Facts

Did you know?

- On average, 61% of Australians listen to commercial radio every weekday. 77% listen every week.

- 66% of commercial radio listeners only listen to commercial radio.

- 75% of weekday commercial radio listeners also listen to commercial radio on the weekend.

- Each week, 37% of people listen in the car between 5.30am and 9.00am. 38% of people listen while driving between 4.00pm and 7.00pm.

- All Australian dwellings have at least one radio. 89% have three or more.

- People spend a weekly average of 17 hours and 29 minutes listening to commercial radio.

- Australians listen to an average number of 2.1 radio stations.

- The average age of commercial radio listeners is 41 years.

Average Daily Radio Listening Trend

Weekday
Weekend

Weekly Time Spent Listening to Commercial Radio
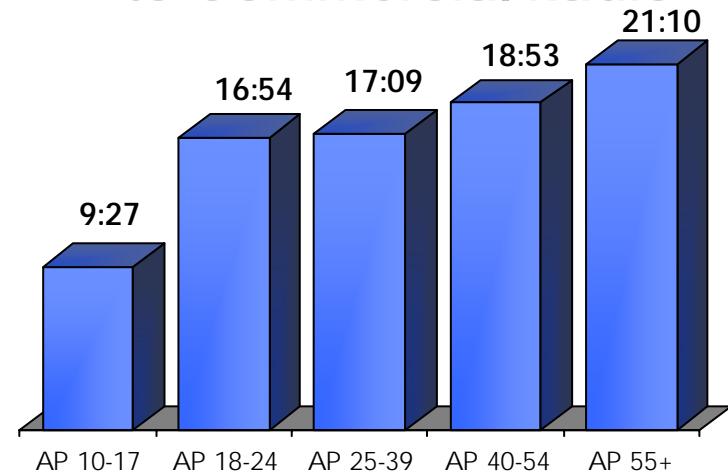
AP 10-17	AP 18-24	AP 25-39	AP 40-54	AP 55+
9:27	16:54	17:09	18:53	21:10

Place of Listening

Home	Car	Work	Other
49%	26%	23%	2%

Source : Nielsen Media Research, Average of Five Capital Cities, Survey #8 2006, All People 10+ (unless otherwise indicated)
All sessions are based on standard sessions

Find the 2007 Survival Kit on the web! www.nielsenmedia.com.au on the Radio Ratings page.

Nielsen Media Radio Facts

Average Personal Income
Commercial Radio Listeners (Working)

City	Income
Sydney	$56,330
Melbourne	$48,637
Brisbane	$44,975
Adelaide	$43,112
Perth	$46,585
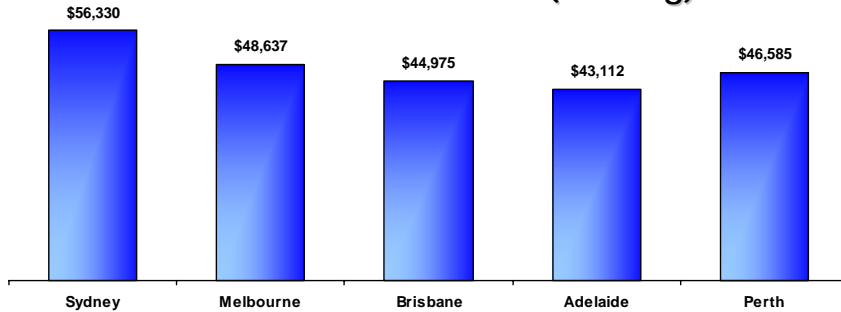
Source: Nielsen Media Research Panorama Survey 8 2006 , All People 14+

Radio Share of Advertising Spend By Category

Category	%
TOTAL ADVERTISING SPEND	6%
Petrol/Oil	21%
Services	20%
Garden	18%
Media	14%
Education & Learning	14%
Sundries	13%
Gambling/Gaming	13%
Machinery	9%
Insurance	9%
Government	9%

eg. Radio Advertising accounts for **21%** of all Advertising Spend by companies in the "Petrol/Oil" category.

Source: Nielsen Media Research Adex Jan-Nov 2006 - Top 10 categories shown

Who are Commercial Radio Listeners?

*Of all commercial radio listeners:

- 89% believe that family is more important than a career
- 82% are proud to live up to their responsibilities in Life
- 81% are concerned about the environment
- 81% believe it's important to recycle
- 80% believe it's important to keep in touch with friends
- 78% love to use their minds
- 76% believe hard work is rewarded
- 72% believe the Law should be tougher on law breakers
- 71% plan for the future
- 70% spend a lot of time with their family
- 66% prefer ads that give them information
- 66% like to keep up with world events

Source: Nielsen Media Research Panorama Survey 8 2006 , All People 14+

Radio Listening Profile By Session
Mon-Fri

	Breakfast	Morning	Afternoon	Drive	Evening
AP 10-39	27%	24%	23%	20%	6%
AP 40+	32%	26%	20%	16%	6%

Legend: ■ Breakfast ■ Morning ■ Afternoon ■ Drive ■ Evening

Source : Nielsen Media Research, Average of Five Capital Cities, Survey #8 2006, All People 10+ (unless otherwise indicated)
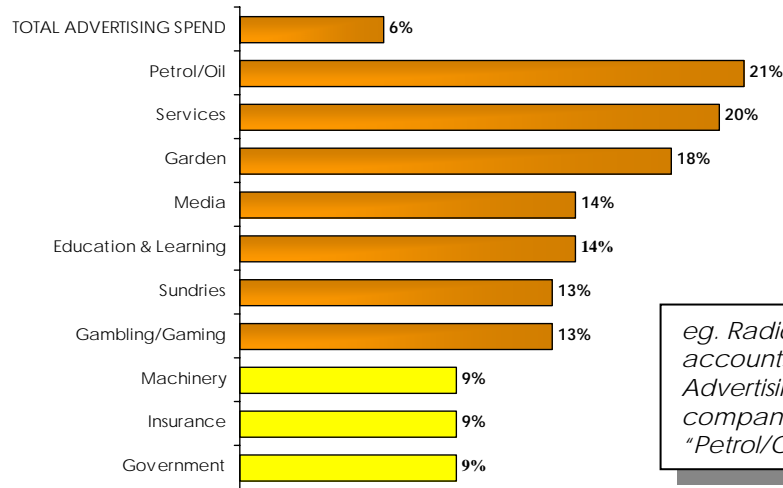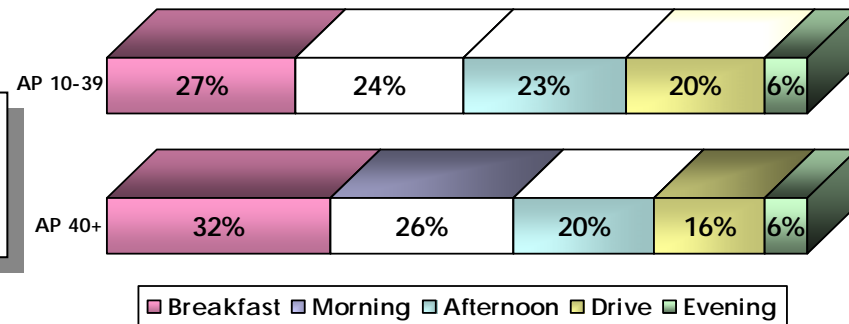**All sessions are based on standard sessions**

Find the 2007 Survival Kit on the web! www.nielsenmedia.com.au *on the Radio Ratings page.*

Panorama

![nielsen]

Panorama is a national multi-media database consisting of product and media consumption habits, consumer behaviours and attitudes. Data is collected via face-to-face interview and a self-completion questionnaire. Currency data from Metropolitan Radio and both Metropolitan and Regional TV is then fused into the database that subscribers can create in-depth profiles of listeners/consumers; identify potential target audiences or product categories for generating advertising sales; validate advertising performance and much more. The multi-media R&F available in this system allows clients to ascertain a total reach & frequency for an advertising campaign across radio, television, newspapers, magazines and cinema.

Panorama – RetailSelect

Retail advertising accounts for almost a quarter of all main media spending, in 2006 retailers invested over $1.8billion in advertising in order to get customers into their stores. RetailSelect helps advertisers understand their customer intentions and helps them plan how to more effectively target existing and prospective customers.

RetailSelect asks people aged 14+ to nominate the stores they would consider purchasing from if they were in the market to purchase; White Goods, Small Electrical Appliances, Mobile Phones, Home Entertainment, CD/DVD, Mobile Phones and Computer or Computer Equipment.

Household Furniture

When it comes to selecting a preferred retailer when purchasing Household Furniture, Harvey Norman is the preferred choice amongst all people in NSW/ACT, then Freedom and Fantastic Furniture follow.

Source: Nielsen Media Research Panorama Survey 8 2006
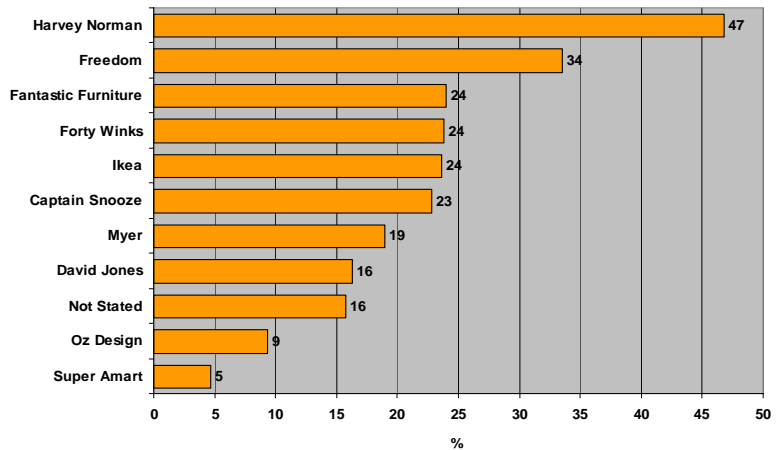
PALS – Personal Aspiration Lifestyle Segments

The segmentation model based on respondents ranking their priorities for the future – modelled on their aspirations not their situation now. Designed in consultation with Charlie Nielsen (Foreseechange), to provide subscribers with an alternative to demographics, which is more closely linked to behaviour rather than age, sex and market. Once an advertisers core audience is establishing using PALS the segment can then be linked backed within Panorama to the traditional demographic breakouts and those individuals' media consumption habits.

Source: Nielsen Media Research Panorama Survey 8 2006

Commercial Radio Listening
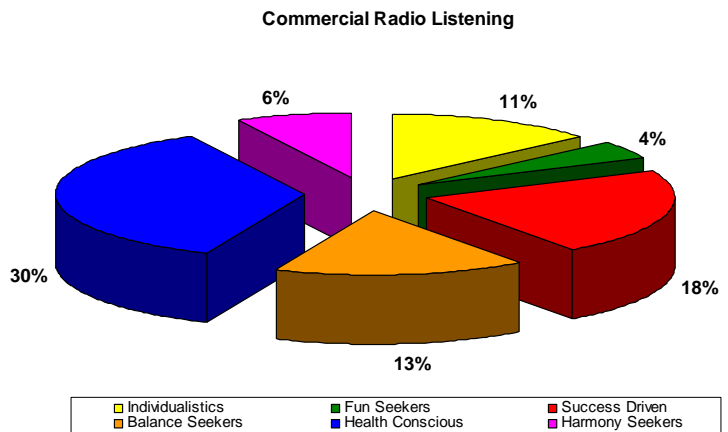
Other Enhancements in Panorama

Panorama has expanded the depth of information covered in *technology, direct mail, finance, Internet, beverages, outdoor* and expanded the *attitudinal* questions. There is also new information on MP3 players and podcasting *i.e. Have you ever downloaded a podcast from the Internet?*

Find the 2007 Survival Kit on the web! www.nielsenmedia.com.au on the Radio Ratings page.

Advertising Expenditure & Measurement (AdEx)

Nielsen Media Research (NMR) provides the currency for advertising expenditure and volume measurement in Australia. AdEx measures over 95% of main media advertising across Australia each year (excluding Classifieds) and provides clients with a means to track advertising spend and activity by Media, Category, Agency, Advertiser or Product.

Using Nielsen's Ad*Views Reporter software, subscribers can analyse a specific client or agency's media expenditure and history; use it as a sales prospecting tool for current or potential clients; analyse the effectiveness of advertising campaigns, run Radio Advisor Reach & Frequency and much more.

Below you will find some report styles relevant to the Radio Industry.

All Media National Summary – Agency

All Media National Summary	TOTAL	MTV	RTV	MPRESS	RPRESS	MAGS	RADIO	CINEMA	OUTDOOR
01 Jan 2006 - 10 Dec 2006	$000's	$000's	$000's	$000's	$000's	$000's	$000's	$000's	$000's
TOTAL	40,775	16,375	2,354	10,190	459	4,456	4,282		2,659
MediaCom (NSW)									
3M Australia P/L	5					5			
7 Network Australia	749			4		745			
ACP Publishing P/L	10,121	7,464		844	50		624	765	374
ACT Brumbies Rugby Union	61		47		14				
Ajay Fibreglass Industries	129		129						
Allergan Australia P/L	15					15			
Ambassador Clothing Co P/L	15								15
Amber Holdings (Aust) P/L	2,434	1,151	289	556	27	155	255		
Anglicare Australia	143	12		104			17		10
Anglicare NSW	1				1				
Angus & Coote P/L	249					232	16		
APN News & Media	50		50						
Art Gallery Of NSW	510			503		6			
AstraZeneca Pharmaceuticals	1,583	1,262	174	116	16	15			
ASUStek Computer (Australia)	591	591							
Atlas Awnings P/L	16		16						
ATN7 (NSW)	3,596	8		1,021		504	1,604		459
Audi Australia P/L	7,346	502		4,181	84	1,328	333		917
Audi Dealer Group NSW	432			432					
Audi Dealer Group VIC	261			261					
Aussie Home Loans	6,691	4,797	748	169	208		748		22
Aust Business Ltd	403			242	86	2	74		
Aust Craft Show	*						*		
Aust Govt Attorney-General	89								89
Aust Graduate School Of Management	696			562	17	116			
Aust Health Insurance Association Ltd	190			26		164			
Aust Museum	417			188	1	109			120
Aust Red Cross Society	205				1		1		203
Aust Rugby Union Ltd	1,039	586	24	238	1	38	152		
Australand	1,324		18	1,163		111			33
Avis Australia	1,411		14	373	4	287	316		417
MediaCom (NSW)	40,775	16,375	2,354	10,190	459	4,456	4,282		2,659

All Media National Summary – Direct

All Media National Summary	TOTAL	MTV	RTV	MPRESS	RPRESS	MAGS	RADIO	CINEMA	OUTDOOR
01 Jan 2006 - 10 Dec 2006	$000's	$000's	$000's	$000's	$000's	$000's	$000's	$000's	$000's
TOTAL	77,741	23,856	15,400	23,595	5,723	2,403	6,720		44
Harvey Norman									
Bernoths Electricals Ctr	293		237		56				
Domayne/Harvey Norman Strs	182	28		86		68			
Harvey Norman Carpet Cleaning	88			86	2				
Harvey Norman Commercial Ctr	26			25	1				
Harvey Norman Commercial-Rec-Oth	3			3					
Harvey Norman Discount Strs	58,497	22,183	14,052	11,291	2,938	1,413	6,576		44
Harvey Norman Discount Strs-Apology	1			1					
Harvey Norman Discount Strs-Competi	1,115	544		388	133	51			
Harvey Norman Factory Outlet Str-Elec	28			3	25				
Harvey Norman Factory Outlet Strs	23	1		2	20	*			
Harvey Norman Flexirent Scheme	121	77	17		22	5			
Harvey Norman Home Services-Franch	*			*					
Harvey Norman Homemart Furniture &	3				3				
Harvey Norman Homestarters Str	56		54		3				
Harvey Norman MasterCard	17	17							
Harvey Norman Photo Centre	1,056	663	5	248	64	77			
Harvey Norman Photo Centre-Comp	9				2	8			
Harvey Norman Renovations	2,985	148	1	2,484	7	345			
Harvey Norman Sponsorship	70	51	14	4	*				
Harvey Norman-Bedding	326	2		295	29				
Harvey Norman-Communications	3				3				
Harvey Norman-Computers	2,753			2,120	610	24			
Harvey Norman-Electrical	6,793			5,275	1,307	211			
Harvey Norman-Floor Coverings	1,177	93		846	154	84			
Harvey Norman-Furniture	518	21		200	180	116			
Harvey Norman-Notices	1				1				
Harvey Norman-Rec-L&F	2			2					
Harvey Norman-Rec-M&A	10			10					
Harvey Norman-Rec-Oth	7			3	4				
Harvey Norman-Rec-S&M	3			3					
harveynorman.com.au-O/L	133			133					
Joyce Mayne Discount Strs	1,285	28	1,016	88	153				
Mega Flooring Depot Str	157		6		6		144		
Harvey Norman	77,741	23,856	15,400	23,595	5,723	2,403	6,720		44

Radio Network Expenditure Share

Radio Network Expenditure Share	TOTAL	ARN	ACQUAR	USTERE	SCRS RD	DMG	GB/CAP	SEN
01 Jan 2006 - 10 Dec 2006	$000's	$000's	$000's	$000's	$000's	$000's	$000's	$000's
TOTAL	21,908	3,948	1,357	10,145	2,118	4,250	31	58
Harvey Norman								
Harvey Norman Discount Strs	6,576	1,410	510	2,456	1,123	1,009	31	37
Mega Flooring Depot Str	144	55	26	42	21			
Harvey Norman	6,720	1,465	536	2,498	1,144	1,009	31	37
McDonalds Family Restaurants								
McCafe	345	216		103	9	17		
McDonalds Family Rest-Adult	4,364	861	*	2,261	66	1,176		
McDonalds Family Rest-Breakfast	279	63		107	28	80		
McDonalds Family Rest-Child	5				5			
McDonalds Family Rest-Sponsorships	31	28		4				
McDonalds Family Restaurants	76	34		15	5	21		
McDonalds Family Restaurants	5,100	1,202	*	2,489	114	1,294		
NRMA Insurance Ltd								
NRMA Business Insurance	648	62	143	299	143			
NRMA Car Insurance	7		7		*			
NRMA CTP Car Insurance	335	77	87	142	29			
NRMA General Insurance	2,063	392	247	783	165	475		
NRMA Home Insurance	6	6						
NRMA Home Security Svcs	12	9		4				
NRMA Home@50 Home & Contents In	198	56	63		60	20		
NRMA Insurance Corporate	88	21	20	44		3		
NRMA Insurance-Sponsorship	6		6					
NRMA Landlord Insurance	29	13		16				
NRMA Insurance Ltd	3,393	636	575	1,288	397	498		

Radio Station Expenditure Share

Radio Station Expenditure Share by Mark	TOTAL $000's	TOTAL %Stn	TOTAL Spots	2CH $000's	2CH %Stn	2CH Spots	2DAYFM $000's	2DAYFM %Stn	2DAYFM Spots	2GB $000's	2GB %Stn	2GB Spots	2MMM $000's	2MMM %Stn	2MMM Spots
01 Jan 2006 - 10 Dec 2006															
TOTAL	6,465	100	30,369	92	1	1,568	1,042	16	3,713	1,619	16	4,363	1,217	19	4,645
Harvey Norman															
Harvey Norman Discount Strs	2,291	36	18,212	70	3	1,720	321	14	1,643	440	19	2,532	300	13	1,742
Mega Flooring Depot Str	84	1	677							26	31	172	23	27	183
Harvey Norman	2,375	100	18,889	70	3	1,720	321	14	1,643	465	20	2,704	322	14	1,925
McDonalds Family Restaurants															
McCafe	94	1	371				29	31	90				6	6	22
McDonalds Family Rest-Adult	1,392	22	4,231	*	*	2	328	24	974				365	26	1,254
McDonalds Family Rest-Breakfast	113	2	346				17	15	44				*	*	*
McDonalds Family Restaurants	30	*	122				4	13	10				1	5	4
McDonalds Family Restaurants	1,629	100	5,069	*	*	2	378	23	1,118				373	23	1,291
NRMA Insurance Ltd															
NRMA Business Insurance	474	7	1,646				2	*	4	140	30	467	166	35	480
NRMA Car Insurance	7	*	26							7	100	26			
NRMA CTP Car Insurance	234	5	1,140	2	*	19	70	21	195	95	25	221	70	21	220
NRMA General Insurance	1,373	21	4,330	10	*	108	245	19	802	237	17	757	258	19	825
NRMA Home Insurance	6	*	20												
NRMA Home Security Svcs	12	*	55				4	29	15						
NRMA Home@50 Home & Contents In	153	2	684							53	42	174			
NRMA Insurance Corporate	88	1	495	10	11	120	20	23	58	11	12	73	24	27	72
NRMA Insurance-Sponsorship	6	*	61							6	100	61			
NRMA Landlord Insurance	29	*	38										6	67	22
NRMA Insurance Ltd	2,002	100	9,431	22	*	246	342	14	952	555	22	1,879	622	21	1,829

Do you have any questions about Panorama or AdEx?

Please contact your Nielsen Media Representative:

Sydney/Brisbane:
Spencer Links: 02 8873 7711
Ann-Maree Nolan : 02 8873 7713

Melbourne/Adelaide:
David Burge: 03 9207 3980
Tara Thomas : 03 9207 3981

Perth:
Richard Webster: 0419 904 197

nielsen Terms and Definitions

Some of the more frequently used radio survey terms are outlined below. Radio Advisor also includes a more comprehensive list - just select "Help", then look under "Glossary". If you have any further questions regarding radio terms and definitions, please contact your Nielsen Media Research representative.

Average Audience (or Average Quarter Hour Audience)
used in Session Ranking, Program Ranking, Station Loyalty

The average number of people listening per quarter-hour in any given time-period or session.

e.g. At any given time Mon-Sun 5:30am-12mn there are, on average, 61,000 listeners tuned into Station A.

Cumulative Audience (or Cumes)
used in Session Ranking, Ebb & Flow; Program Ranking; Station Loyalty

The total number of **different** people who listen for at least one quarter hour during the course of a chosen time-period or session.

e.g. 600,000 different people tuned into Station B at some stage during Mon-Sun 5:30am-12mn.

Station Share
used in Session Ranking, Station Loyalty

Share of audience is the percentage of the total radio listening audience in a given time period tuned to a particular station.   Share is a station's average audience expressed as a percentage of the total radio audience for the same period of time.

e.g. Between Mon-Sun 5:30am-12mn 9.4% of all radio listening is tuned into Station C.

Time Spent Listening
used in Session Ranking

The average amount of time that those people who listen to radio or a specific station (cumulative audience), spend listening during a specified time-period. Shown in hours and minutes (not decimal time) eg. 1:30 is one hour, thirty minutes.

e.g. Station A has 799,000 listeners (cumes) each of these people listen on average for 7 hours & 6 minutes (7:06).

Exclusive Audience
used in Session Ranking; Station Loyalty

The number (000's) or proportion (%) of listeners who tune in to only one station during a specified time period. ie. The number of people who listen exclusively to that station.

e.g. Station B has 115,000 listeners who listen exclusively Mon-Sun 5:30am-12mn.

Multi-Station Cume
used in Multi-Station Cume

The total number of **different (unduplicated)** people who listen to 2 or more stations during the course of a chosen time-period or session.

Note: Multi-station Cume must be calculated in Radio Advisor. Cumes cannot simply be added together as there will be a number of people who indicate listening to multiple stations during the specified time period.

Terms and Definitions Con't

Net Reach (1+ Reach)
used in Reach & Frequency

Refers to the number (000's) or proportion (%) of different people reached at least once by a specified number of advertisements. Net reach can be expressed in terms of numbers of people and/or as a percentage of the population group being targeted. Ie. Net Reach is similar to Cumulative Audience but is usually quoted in association with the effectiveness of an advertising campaign, whereas Cumulative Audience is used when analysing time-periods or sessions.

Maximum Reach
used in Reach & Frequency

Refers to the total number of people it is possible to reach on the station/s and session/s selected within a schedule. I.e the total station cume or multiple station cume for the session chosen.

e.g. If Station B has a total cume 669,0000 it is not possible to reach any more listeners as the station only has 669,000 listeners. To achieve the maximum reach an advertiser would have to put an advertisement on every ¼ hour.

Gross Impacts
used in Reach & Frequency

The sum of the quarter-hour audience for all spots in a given advertising schedule. This figure will most likely include duplication of listeners. It is the total number of times a listening audience has the opportunity to "hear" an advertisement.

Average Frequency
used in Reach & Frequency

The average number of times that radio listeners "reached" by an advertising campaign are exposed to an advertisement. Or how many times they have "heard" the advertisement.

e.g. The average frequency for Stations A, B & C is 4.2 times.

Effective Frequency
used in Reach & Frequency

Shows how the reach for a number of advertisements is made up in terms of the numbers (000's) and proportion (%) of people who were reached or heard 1 or more, 2 or more, 3 or more times etc, by a series of advertisements. (e.g 1+,2+, 3+ etc)

Exclusive Frequency
used in Reach & Frequency

Shows how the reach for a number of advertisements is made up in terms of the numbers (000's) and proportion (%) of people who were reached or heard exactly once, exactly twice, exactly 3 times etc, by a series of advertisements. (e.g 1, 2, 3 etc)

Cost Per Thousand (CPM)
used in Reach & Frequency

The cost of each 1000 impacts delivered by an advertising schedule (I.e. the cost of the schedule divided by the gross impacts gives you a cost per thousand).

nielsen

RADIO TECHNICAL APPENDIX

1.   SAMPLE DESIGN

The sample on which all information in this report is based, is a stratified multistage probability sample selected in the following manner:

The total sample requirement of Census Collector's Districts (CDs) (380 in Sydney, 380 in Melbourne, 300 in Brisbane, and 260 in Adelaide and 280 in Perth) is allocated to the regions making up the survey area (see area definitions elsewhere in survival kit) in proportion to the 2005 Estimated Resident Population. Within each region, the sample of CDs is then allocated to the Statistical Local Areas (SLAs) which make up that region in proportion to the 2005 Estimate of occupied private dwellings. SLAs, which are too small to attract sample, are grouped with SLAs adjacent on a geographically ordered list.

(a)   Within each region SLAs (or groups of SLAs) are divided into bands according to the number of CDs required. The CDs are ordered in a geographic serpentine order, and grouped into bands of adjacent CDs such that the bands have equal numbers of occupied private dwellings according to the 2005 Census count. One CD is selected in each band in Sydney, Melbourne, Brisbane, Adelaide and Perth. If a selected CD has recently been used in a Nielsen Media Research survey, a further selection is obtained in the same manner.   In some cases CDs are combined to build up the size of the area to a minimum level.

(b)   Geographic serpentine ordering of areas is done by starting with the area in the north eastern corner (top right) and proceeding from east to west, and then west to east, gradually moving southwards, in a winding or serpentine fashion. This method ensures an even spread of the sample across the target area.

(c)   In Sydney, Melbourne, Brisbane, Adelaide and Perth during the first survey wave, half of the selected CDs, spread throughout the entire survey area, are surveyed each week. The survey one result is therefore dependent upon each CD being surveyed twice over the four week period. In subsequent survey waves one fifth of the CDs are surveyed each week. Data from two survey waves are combined in producing a report although only the last two weeks of data carry over from the first survey into Wave #2 in the markets of Sydney, Melbourne, Brisbane, Adelaide and Perth.

(d)   Selected CDs are mapped, blocks numbered and starting points selected at random. To achieve the planned sample, a minimum of four diaries is placed in each interviewing area each week.

(e)   Interviewing follows a prescribed order of blocks within each CD. Sampling is sequential over time with up to three calls being made on every selected household. These calls are spaced over alternate waves of the survey. Interviewers rotate their calls over different times of the day to give full opportunity for all types of households to participate.

2.   SAMPLE SIZE

Minimum effective samples for each city per report period as a result of the above sample plan are:

SYDNEY   2,400 individuals of 10 years of age and over.
MELBOURNE   2,400 individuals of 10 years of age and over.
BRISBANE   2,000 individuals of 10 years of age and over.
ADELAIDE   1,750 individuals of 10 years of age and over.
PERTH   1,850 individuals of 10 years of age and over.

Find the 2007 Survival Kit on the web! www.nielsenmedia.com.au on the Radio Ratings page.

3.   DIARY DESIGN

A diary is used by each individual in the survey. Each diary contains adequate space for the individual to record all his or her radio listening, both at home and away from home, by placing ticks in appropriate squares for every quarter-hour of listening (eight minutes or more). Stations, quarter-hours, day and place of listening for a period of 9 days commencing on a Friday record the data. The actual days processed are Sunday to Saturday.

Stations are listed in the diary across the top and bottom of each page and quarter-hours are listed down the side. Stations are listed in descending order of frequency in half of the diaries and in ascending order of frequency on the other half. This minimises any "order of listing" bias.

Two additional columns are included in each diary for recording listening to any other stations (FM & AM) not listed in the diary. Respondents are asked to write in the call signs of such stations.

In order to improve the recording of out-of-home listening, a brightly coloured, illustrated card is left with each diary and respondents are asked to keep the card in a prominent position to act as a reminder to record all listening which takes place away from home as well as in the home. In addition, a reminder appears on each diary page, with the added provision to record actual place of listening.

4.   DIARY PLACEMENT

Diary placements are made personally by specially selected and trained interviewers who are supervised by permanent Field Supervisors. One diary is left for each person aged 10 years and over in each sampled household. In the diary placement, the interviewer personally demonstrates how the diary should be completed (a demonstration page is included in each diary). A pre-printed demonstration page is also left with respondents. When the diaries are placed, the interviewers explain that they will be calling personally to collect the completed diary at the end of the survey.

All calls to establish contact are made on Thursday, Friday and Saturday, with the time rotated between day, night and Saturday according to an established procedure. Each interviewer works through his/her list of areas in a different order to the previous week. In this way the timing of calls on any one home alters from week to week to increase the contact rate.

Homes accepting diaries receive a card (multi-lingual where appropriate) explaining the purpose of the survey and the importance of accurate recording of listening. People not at home when diaries are accepted by their families are reassured through the card that the project is legitimate and worthwhile.

Homes declining to have diaries also receive a card. These households are contacted again in the following weeks in further attempts to obtain participation. Unattended homes are also given the card so that when the interviewer calls again the household members are better prepared to accept diaries.

Homes not contacted or refusing to participate on previous calls are called on again to obtain their participation before calls are made on any different new addresses elsewhere in the collector's district. Each designated dwelling is thus called on up to three different times over several weeks in an attempt to establish contact and obtain participation. At least one of these calls is in the evening after 4:00 p.m. or on a Saturday.

Special procedures are used on retirement villages and security flats where access to potential respondents is sometimes difficult.

Relevant classification information for all household members is collected personally at the diary placement interview. Show Cards are shown to respondents to facilitate replies to the age and occupation questions. The Nielsen Media Research interview record forms are designed both to assist the interviewer in following the various procedures and to enable thorough supervision and auditing of fieldwork.

5.   MID-WEEK CHECK CALL

A mandatory personal call is made on participating households during the week that the diaries are being kept. If personal contact is not possible, the interviewer contacts the household by telephone. The purpose of this mid-week call is to ensure that the respondents in the household are participating in the survey.

Find the 2007 Survival Kit on the web! www.nielsenmedia.com.au *on the Radio Ratings page.*

6. DIARY COLLECTION

Completed diaries are collected on the Sunday or Monday following the end of each survey week. Participating households are advised in advance of the intended timing of this call.

Interviewers call personally to collect the diaries from respondent homes. An additional purpose of the collection call is to check the recording in diaries with householders to verify any recordings that may not be clear. Up to two calls are made in an effort to collect all the diaries. Local field Supervisors or senior interviewers validate many of the completed diaries by telephone and personal calls.

Interviewers use "calling cards" when they make collection calls when no one is at home, and leave prepaid return envelopes at such addresses if they are not going to make another personal collection call. A "thank you" card is left at addresses where diaries are collected from letterboxes, meter boxes, under mats etc. if no one is at home. In addition, during the last two weeks of surveys, when interviewers leave a reply-paid envelope, they will also telephone the homes concerned to impress on them the need for a prompt return of diaries.

Over all cities surveyed, an average of 83% of diaries that are placed are returned useable and entered into the computer to comprise the sample.

Whilst the survey method used is loosely called the "diary method", it should more correctly be called the "diary/personal interview method" since diaries are placed and collected personally in contrast to diary methods used in other parts of the world where diaries are posted to respondents.

7. DATA PREPARATION

After completed diaries are returned to our Sydney office, they are subject to editing by a separate staff of experienced editors, quite independent of field interviewers or data preparation personnel. In-office editing procedures aim to check the consistency of diary records and to validate the consistency of station identification.

8. COMPUTING

After the in-office editing process, all records are transferred directly into the computer using equipment in our Sydney office. All batch computer runs for reports are conducted on our in-house computer in Sydney.

9. RAISING FACTORS

Population details for each market are entered into the computer at the start of each year and as each survey is processed, details of the sample composition are also entered into the computer. By dividing each population figure by its corresponding sample size, the computer calculates raising factors for each age/sex group and for each household shopper group. This means that each person is given a separate "weight" in order the ensure his or her true importance in all projected results as shown in this report. Thus if one particular group is under-sampled, each person in it is given a higher weighting: or if a group is over-sampled, each person is given a lower weighting. All projected results in this report are shown to the nearest 1,000 persons in Sydney, Melbourne, Brisbane, Adelaide, Perth and Newcastle (nearest 100 persons elsewhere).

10. SPECIFICATIONS

The specifications of this survey meet the requirements of an Industry Committee comprising representatives of Commercial Radio Australia Ltd and by invitation, the Australian Broadcasting Corporation.

Radio surveys are audited by an independent auditor (appointed by Commercial Radio Australia.) who has free and unrestricted access to all field documents and office procedures.

Details of the Auditor's reports are available upon request to Commercial Radio Australia Ltd.

Find the 2007 Survival Kit on the web! www.nielsenmedia.com.au on the Radio Ratings page.

11.   ACCURACY

Please see "Survey Accuracy/Tolerance Curves" at CD report 'pdf' file.

12.   ERRORS, OMISSIONS etc.

Each report is issued subject to any errors and omissions. Although every reasonable precaution has been taken to present accurate information, it is possible that there may be some inaccuracies, such as faulty designation of programmes. In these cases-

As listeners provide the information about the stations to which they listen and the times they listen, and

As the stations provide details of the programmes and their days and times of broadcast, a programme incorrectly listed has no bearing on the validity of the figures in the report.

13.   DEFINITIONS

For purposes of this report, the following definitions apply:

(a)   **ACS** (All Commercial Stations) refers to all commercial radio stations listed by individual call sign in the report but does not include other commercial radio stations which may be able to be received in the survey area or part thereof. Such other services are included in the categories "Other AM" and "Other FM" where applicable.

(b)   **LCS** (Local Commercial Stations) refers to all commercial radio stations listed by individual call sign in the report <u>and</u> which have the whole of their licence area within the boundary of the survey area.

(c)   **OTH-AM** (Other AM Stations) includes all AM stations other than those listed by individual call sign in the report, which are received in the survey area and which have been listened to by respondents in the survey period.

(d)   **OTH-FM** (Other FM Stations) includes all FM stations other than those listed by individual call sign in the report, which are received in the survey area and which have been listened to by respondents in the survey period.

14.   GROCERY BUYERS

Grocery Buyers in this report are defined as follows: One person in each home sampled has been classified as the person responsible for most of the grocery shopping. This person is the household member who has responsibility for deciding what is purchased. A person who is responsible for grocery shopping who is working, for the purpose of the survey, is a person who has paid or unpaid employment on a full, part-time, or limited basis during the week prior to interview. Grocery Buyers were formerly known as "Household Shoppers".

## 15.	AUDIENCES BY QUARTER HOURS - IMPORTANT NOTES

As the figures shown in the report are WEEKLY AVERAGES, care must be exercised when considering audience figures for any quarter hours during which a station has been both on and off the air over all weeks of the survey period. To calculate the actual average station audience for any quarter hour concerned, the figures in the report should be adjusted as follows:

(a)	Suppose "Station A" had broadcast between 6:00-6:15 am for only ONE week of a ten week survey. Because the computer would divide the total ten-week results by ten to obtain a weekly average, the 6:00-6:15 am audience figure shown for "Station A" will represent approximately one-tenth of the actual audience reached in the one week concerned. An appropriate adjustment should therefore be made.

(b)	Suppose "Station B" had broadcast between 11:30-11:45 pm for only five of the ten weeks of the survey. The 11:30-11:45 pm audience figures shown for "Station B" will represent approximately 5/10th (one half) of the actual average audience. An appropriate adjustment should therefore be made.

The formula for adjusting any quarter-hour affected is:
Audience as per report multiplied by the number of weeks in survey divided by the number of weeks the station transmitted.

## 16.	RADIO ADVISOR

Survey subscribers have the facility to re analyse survey data on in-house personal computers using software developed by Nielsen Media Research known as Radio Advisor. This software includes the following analysis types:

-	Multi-week Reach and Frequency / Frequency Distribution
-	Ebb and Flow
-	Top Programmes
-	Quarter Hour Analysis
-	Quarter Hour Share and Average
-	Station Share and Average Audience
-	Cumulative Audience
-	Multi-station Cumulative Audience
-	Time Spent Listening
-	Exclusive Audience
-	Station Loyalty
-	Average Age

Additional features now available include:

-	Multi-Market Analysis (Sydney, Melbourne, Brisbane, Adelaide, Perth, Newcastle only)
-	Market Combinations (Sydney, Melbourne, Brisbane, Adelaide, Perth, Newcastle only)
-	Multi Surveys (Trending)
-	Multi Survey Combinations (Survey Averages)
-	Station Combinations
-	Desktop Published Reports

Find the 2007 Survival Kit on the web! www.nielsenmedia.com.au on the Radio Ratings page.

17.   DEMOGRAPHICS

Sample characteristics stored by the computer for radio surveys include:

* Age groupings

10-12 years	18-19 years	40-44 years
13-14 years	20-24 years	45-49 years
15 years	25-29 years	50-54 years
16-17 years	30-34 years	55-59 years
	35-39 years	60-64 years
		65-69 years
		70 and over

* Gross combined household income

* Sex and Marital Status

* Size of the Household

* Country of Birth

* Level of Education

* Place of listening (home, work, car, elsewhere)

* Occupation by nine broad occupation categories:

    A.   Managers and Administrators
    B.   Professionals
    C1. Para-Professionals, Clerks, Salespersons and Personal Services Workers
    C2. Tradespersons
    D.   Plant and Machine Operators & Drivers
    E.   Labourers and Related Workers
    F.   Unemployed/Looking For Work
    G.   Student or Under School Age
    H.   Not in Paid Employment, Retired or Aged Pensioner

* Occupation status (Full Time (37.5hrs), Part Time (<37.5hrs), Casual/Temp, Self Employed or Employee)

* Ownership of a car

* Number of radios in the home

* Language other than English most spoken at home

* Person responsible for grocery shopping (grocery buyer) data:

    1. All persons responsible for household shopping.

    2. By age group.

    3. Working / non-working.

    4. With / without children.

    5. With children by size of family.

    6. With children by age of children.

Note: These groupings may be combined in any way required, subject only to adequate sample size.

COMMERCIAL RADIO AUSTRALIA LIMITED

Audience Survey Guidelines and Requirements
Commercial Radio Australia Limited Endorsed Surveys

The Code of Ethics and General Survey Standards are voluntary guidelines developed to safeguard the integrity of the radio survey process.

Commercial Radio Australia Limited recommends that members adhere to the Code of Ethics and adopt the *S*urvey Standards to facilitate the provision of timely and valid comparative information to advertisers and advertising agencies. This, in turn, promotes effective competition within the radio industry and between radio and other forms of media. It also promotes commercial radio as a reliable advertising medium.

The benefits to members of adherence to the Code of Ethics and Survey Standards are:
- recognition by advertisers and agencies that the commercial radio industry values the credibility of its information base; and
- acceptance of the veracity of the results by advertisers and agencies.

Members should note that the Code of Ethics is largely a statement of the law relating to misleading and deceptive conduct and misleading statements. Subsequently, a breach of certain provisions of the Code of Ethics may, in some circumstances, expose members to action by a third party or regulator under the law relating to such matters.

Where members are in dispute about a matter involving an audience survey, Commercial Radio Australia offers the services of experts to reach a resolution. This service is offered as an alternative to costly, and often protracted litigation, between members. Compliance with mediation is voluntary.

The Code of Ethics applies to ALL members of Commercial Radio Australia in ALL areas of Australia regardless of whether members participate in a survey.

Code of Ethics Relating to Use of Survey Information

WARNING: This is only a summary; you should refer to the full version of the Code, which is found in Part A of the Radio Audience Survey Guidelines

All commercial broadcasters have a legal obligation not to engage in misleading and deceptive conduct. Conduct can be misleading or deceptive despite an absence of intention to mislead or deceive. Care must be taken when using any survey material to ensure that it is not used in a misleading or deceptive way. By way of example, conduct can be misleading or deceptive where survey material is:

a) not accurately presented;

b) is presented selectively;

c) is quoted out of context; or

d) is out of date.

Strict adherence to the specific guidelines set out below will ensure that members do not engage in misleading or deceptive conduct:

(i)   Quotations of research information, and conclusions drawn therefrom, should be truthful and should not mislead either by implication or by omission.

(ii)   In order to avoid any possibility of being misleading, all published matter should include a clear and understandable description of the area surveyed, the survey period (date or number or season and year), the type of survey (eg. Diary), the session(s) or time period(s) to which the figures relate and the appropriate description of the figures quoted (Cumes, Averages or Shares of either total or commercial audience).

Example: Population Spread by SLA

Statistical Local Area	Total Persons*	
	No.	%
Wollongong (C)	191,558	69.9%
Kiama (A)	20,176	7.4%
Shellharbour (A)	62,338	22.7%
	274,072	100.0%

* 2004 Estimated Resident Population

(iii)   Estimates, such as estimated reach and frequency, should be clearly identified as estimates only and not represented as established fact.

(iv)   Quotations from surveys, including statistics and other research information relating to a station's audience, should only be published if they are from an audience survey released within the time frames below and adhere to the research codes of ethics of the Australian Market & Social Research Society (AMSRS).

Metropolitan Markets	**Provincial Markets**	**Country Markets**
Current survey (other than for trending and comparative purposes)	Not more than 2 years old	Not more than 3 years old

If a new station goes to air in a market, existing surveys should be used for no longer than six months following the new station's introduction.

(v)   The name of the research company or organisation which undertook the research should be stated.

(vi)   Members should not make direct or oblique on-air reference to, or in any way directly attempt to encourage the audience to respond in a particular manner to a survey that is being conducted in the licence area in which the station operates, either immediately before or during the period of the survey. This applies to all member stations regardless of financial participation in the survey.

(vii)   This code applies to all broadcast, published, printed or duplicated matter, including advertisements, brochures, pamphlets, submissions, or circulated letters produced by or on behalf of the member.

For further information on the Code of Ethics relating to the use of Survey Information or a copy of the Audience Survey Guidelines (January 2006) please contact Commercial Radio Australia on (02) 9281 6577.

A PDF copy of the Audience Survey Guidelines can be downloaded from the website: www.commercialradio.com.au

Nielsen Media Research
PRESS & INTERNET POLICY

As a result of many requests for access to publish the Radio Ratings prepared by Nielsen Media Research, we would like to outline the current policy to avoid any misunderstanding about the use and status of that material.

1. The Radio Ratings prepared by Nielsen Media Research:

- is confidential information belonging to Commercial Radio Australia Limited and Nielsen Media Research;
- must only be obtained by subscription from Nielsen Media Research;
- must not be passed to third parties without written consent from Nielsen Media Research and
- must be kept confidential.

2. Nielsen Media Research's policy is to permit supply by its subscribers to the media of limited amounts of the Radio Ratings data for publicity and news purposes. In this context, 'limited amount' means an amount that, if published, would not or would be unlikely to result in any loss of custom to Nielsen Media Research.

3. In practice, Nielsen Media Research accepts the supply or publication of:

- The Radio Ratings in narrative form to support statements or conclusions made in the course of a story, sales brochure or sales pitch;

- The top line radio Share, Average audience and Cumulative audience figures in each capital city or regional markets for the standard sessions and demographics:-
  - Monday - Sunday 530am-12mn
  - Monday - Friday 530am-12mn
  - Monday - Friday 530am-9am
  - Monday - Friday 9am-12md
  - Monday - Friday 12md - 4pm
  - Monday - Friday 4pm - 7pm
  - Monday - Friday 7pm - 12mn
  - Saturday & Sunday 530am-12mn

  - People 10+
  - People 10-17
  - People 18-24
  - People 25-39
  - People 40-54
  - People 55+

- Radio Ratings information or data pertaining to OTHER AM and OTHER FM is not to be published.

4. Any supply by subscribers or publication by media of the Radio Ratings data beyond the above will breach Nielsen Media Research and Commercial Radio Australia's rights in respect of its confidential information.

5. Nielsen Media Research may discontinue supply to subscribers who provide Radio Ratings to third parties without authorisation and may commence legal proceedings against unauthorised recipients of the Radio Ratings data.

If the Radio Ratings are used in line with this Press and Internet policy the source:- 'Nielsen Media Research Radio Ratings' or "Nielsen Media Research' must be used in conjunction with the data release.

commercial radio *australia*

COMMERCIAL RADIO STATIONS 2007

WESTERN AUSTRALIA

METROPOLITAN STATIONS
★ Perth   1080 6IX, 6PR, 96.1FM, Mix 94.5 FM, 92.9 FM, Nova 937

REGIONAL STATIONS
1. Port Hedland   Spirit, WA FM
2. Karratha   Spirit, WA FM
3. Carnarvon   C FM 99.7 Carnarvon, Triple 6 LN
4. Geraldton   98 FM, 96.5 FM
5. Remote WA   Red FM, Spirit
6. Kalgoorlie   Radiowest, Hot FM
7. Merredin   6MD, Hot FM
8. Northam   6AM, Hot FM
9. Mandurah   6MM, 97.3 COAST FM
10. Narrogin   6NA, Hot FM
11. Bunbury   6TZ, Hot FM, Easy Listening 621
12. Katanning   6WB, Hot FM
13. Bridgetown   6BY, Hot FM
14. Albany   6VA, Hot FM
15. Esperance   6SE, Hot FM

NORTHERN TERRITORY
1. Darwin   Hot 100 FM Stereo, Mix 104.9 FM
2. Alice Springs   8HA, SUN FM
3. Tenant Creek   Flow FM

AUSTRALIAN CAPITAL TERRITORY
Canberra   Mix 106.3 FM, FM 104.7, 1053 2CA, 1206 2CC

NEW SOUTH WALES

METROPOLITAN STATIONS
★ Sydney   2CH, 2DAY FM, 2GB, 2KY, Radio 2SM 1269, 2UE, WS-FM Nova 969, Mix 106.5, Triple M 95.3 FM, Vega 953 FM

REGIONAL STATIONS
1. Tweed Valley   Radio 97 AM / 104.1 FM
2. Lismore   900 2LM, Triple Z FM 100.9
3. Moree   2VM 1530 AM, Now FM
4. Inverell   1188 2NZ, 95.1 GEM FM
5. Grafton   FM 104.7, 2GF, 206 AM 1206AM / FM1039
6. Coffs Harbour   Radio 639 AM, 2CS FM 106.3, 105.5 Star FM
7. Armidale   2AD 1134 AM, New England's FM 100.3
8. Gunnedah   2MO 1080 AM, Triple G 97.5FM
9. Tamworth   2TM 1287 AM, FM 92.9
10. Port Macquarie (Kempsey)   FIVE-31, 2MC FM, 102.3 / 105.1 Star FM
11. Broken Hill   2BH, 106.9 Hill FM
12. Taree   2RE AM 1557, Max FM 107.3
13. Dubbo   2DU, Zoo FM, 93.5 Star FM
14. Mudgee   2MG 1449, 93.1 Real FM
15. Muswellbrook   981 2NM, Power FM 98.1
16. Newcastle   2HD, 102.9 KOFM, 106.9 NXFM, New FM
17. Parkes   1404 2PK, ROK FM 95.5
18. Orange   Easy Listening Ten-89, 105.9 Star FM, 105.1 2GZ FM
19. Bathurst   1503 2BS Gold, B-Rock FM 99.3
20. Lithgow   2LT, 1047
21. Gosford (Central Coast)   Sea FM 101.3, 2GO FM 107.7, Star 104.5 FM
22. Katoomba   The Edge 96.1
23. Campbelltown   C91.3 FM
24. Griffith   2RG, 99.7 Star FM
25. Young   2LF, 93.9 Star FM
26. Goulburn   2GN, Eagle FM 93.5
27. Wollongong   Wave 96.5 FM, i98FM
28. Nowra   2ST, 94.9 Power FM
29. Wagga Wagga   2WG AM 1152, 93.1 Star FM
30. Deniliquin   1521 AM 2QN, Classic Rock 102.5 FM
31. Albury Wodonga   104.9 Star FM, 2AY AM, The River 105.7
32. Cooma   2XL, 97.7 Snow FM
33. Bega   2EC, Power FM 102.5 / 104.3

VICTORIA

METROPOLITAN STATIONS
★ Melbourne   Mix 101.1, Gold 104.3 FM, Sen 1116, 3AW, 3MP, FOX FM 101.9, Magic 693, Triple M, Nova 100, 91.5 FM, Vega 915 FM

REGIONAL STATIONS
1. Mildura   3MA FM, 99.5 Star FM, Easy Listening 1467
2. Swan Hill   3SH, MIXX FM 107.7
3. Wangaratta   102.1 Edge FM, 1566 AM 3NE
4. Shepparton   3SR FM 95.3, Sun FM 96.9
5. Bendigo   3BO FM 93.5, 91.9 Star FM
6. Central Victoria   Easy Listening Ten-71
7. Horsham   3WM, MIXX FM 101.3 / 98.5
8. Ballarat   3BA FM, 103.1 Power FM,
9. Hamilton   3HA 981, Mixx FM 88.9 / 93.7
10. Warrnambool   3YB 882, Coast FM
11. Colac   3CS, MIXX FM 106.3
12. Geelong   FM 95.5 K-Rock, 93.9 Bay FM
13. Gippsland   3TR FM, 1242 3GV
14. Warragul   3GG 531AM, 94.3 Sea FM

QUEENSLAND

METROPOLITAN STATIONS
★ Brisbane   4BC 116 AM, 4BH 882 AM, 4KQ, B105 FM, Triple M, 97.3 NEW FM, Nova 106.9

REGIONAL STATIONS
1. Cairns   102.7 4CA FM, Easy Listening 846AM, 103.5 Hot FM, Sea FM
2. Atherton Tablelands   4AM 558, Hot FM
3. Innisfail   4KZ Cairns to Ingham, Kool-FM 98.3
4. Townsville   Hot FM, Mix 106.3 FM, Sea FM 100.7, 102.3 4TO FM
5. Charters Towers   4GC, Hot FM
6. Mt Isa   4LM, Hot FM,
7. Mackay   Hot FM, Ten-26 AM 4MK-FM 101.9, Sea FM 98.7
8. Longreach   4LG, West FM
9. Emerald   4HI, Hot FM
10. Rockhampton/ Gladstone   4CC, Sea FM 95.1 /101.5 990 4RO, Hot FM
11. Bundaberg   Bundaberg 4BU, 93.9 Hitz FM 93.1 Sea FM
12. Charleville   4VL, Triple C FM
13. Roma   4ZR, Hot FM
14. Kingaroy   CFM 89.1, 1071 AM
15. Maryborough   101.9 Sea FM, Mix 4MB 103.5
16. Gympie (Noosa)   4GY 558 AM, Zinc 96.1
17. Sunshine Coast   Sea FM 91.9, Mix FM 92.7, Hot 91
18. Toowoomba   Stereo 4AK 1242, C FM, 4WK, 4GR 864 AM
19. Ipswich   River 949
20. Beaudesert   Rebel FM, Breeze FM
21. Gold Coast   92.5 Gold FM, Sea FM 90.9, 1029 Hot Tomato

TASMANIA
1. Hobart   101.7 HO-FM, Sea FM, Magic FM 107.3
2. Queenstown   West Coast 7XS, AUS FM 92.1
3. Burnie   7BU 558 AM, Sea FM
4. Devonport   7AD 900 AM, Sea FM 107.7
5. Launceston   7LA 1098 AM, Total Sport Radio 1008 AM
6. Scottsdale   7SD 540 AM, Sea FM

SOUTH AUSTRALIA

METROPOLITAN STATIONS
★ Adelaide   5AA, Mix 102.3, SEN 1323 AM, SA FM 107.1 FM Triple M, Nova 91.9

REGIONAL STATIONS
1. Port Lincoln   5CC, Magic 89.9 FM
2. Spencer Gulf North   5AU/5CS, Magic 105.9
3. Riverland   Classic Hits 5RM, Magic 93.1 FM
4. Murray Bridge   5MU, Power 98.7FM
5. Mt Gambier   5SE, 96.1 Star FM
6. Bordertown / Roxby Downs / West Coast / Yorke / Mid North   Flow FM

Map labels

1 Darwin
Cairns 1
Atherton Tablelands 2
Innisfail 3
Tenant Creek 3
Townsville 4
Charters Towers 5
6 Mt Isa
Mackay 7

NORTHERN TERRITORY
QUEENSLAND
1 Port Hedland
2 Karratha

Alice Springs 2
9 Emerald
8 Longreach/
10 Rockhampton/Gladstone
Bundaberg 11

WESTERN AUSTRALIA
3 Carnavon

Charleville 12   14 Kingaroy
Roma 13
15 Maryborough
16 Gympie
17 Nambour/Sunshine Coast
Toowoomba 18   Ipswich 19
Beaudesert 20
★ BRISBANE
21 Gold Coast

5 Remote Western Australia

SOUTH AUSTRALIA
NEW SOUTH WALES

4 Geraldton
1 Tweed Valley
2 Lismore
Moree 3
Inverell 4
Gunnedah 8   Armidale 7
5 Grafton
6 Coffs Harbour

6 Kalgoorlie
West Coast 6
Tamworth 9
10 Port Macquarie

7 Merredin
6 Roxby Downs
11 Broken Hill
12 Taree

8 Northam
Spencer Gulf North 2
Dubbo 13
Mudgee 14   15 Muswellbrook
16 Newcastle

PERTH ★
Riverland 3
Parkes 17   Orange 18
Bathurst 19
Lithgow 20
Katoomba 22
Campbelltown 23
21 Gosford
★ SYDNEY

Mandurah 9
Port Lincoln 1
Yorke / Mid North 6
10 Narrogin

Bunbury 11
Griffith 24
25 Young
Goulburn 26
ACT
27 Wollongong

Katanning 12
★ ADELAIDE
4 Murray Bridge
Wagga Wagga 29
28 South Coast/Nowra

Bridgetown/ 13 Manjimup
Esperance 15
Albany 14
Bordertown 6
30 Deniliquin

31 Albury
32 Cooma
33 Bega

5
Mt Gambier
Mildura 1

Burnie 3
Devonport 4
Launceston 5
Scottsdale 6

Swan Hill 2

Queenstown 2
1 Hobart

TASMANIA

Bendigo 5
Shepparton 4
Wangaratta 3

7 Horsham
Ballarat 8
9 Hamilton
MELBOURNE ★

VICTORIA
6

Warrnambool 10
Colac 11
Geelong 12
13   14
Gippsland   Warragul

![ABC Local Radio logo]

From Coast to Coast
Sixty city and regional stations across Australia

Western Australia

Perth:	720 ABC Perth
Kununurra & Broome:	ABC Kimberley
Karratha:	ABC North West
Geraldton:	ABC Midwest Wheatbelt
Kalgoorlie-Boulder & Esperance:	
	ABC Goldfields-Esperance
Albany:	ABC South Coast
Wagin:	ABC Great Southern
Bunbury:	ABC South West

Northern Territory

Darwin:	105.7 ABC Darwin
Katherine:	106.1 ABC Katherine
Alice Springs:	783 ABC Alice Springs

South Australia

Adelaide:	891 ABC Adelaide
Mt Gambier:	ABC South East
Renmark:	1062 ABC Riverland
Pt Lincoln:	ABC Eyre Peninsula & West Coast
Pt Pirie & Pt Augusta:	ABC North & West
Broken Hill:	999 ABC Far West

Victoria

Melbourne (& Geelong):	774 ABC Melbourne
Ballarat:	107.9 ABC Ballarat
Mildura:	ABC Mildura-Swan Hill
Horsham:	594 ABC Western Victoria
Warrnambool:	ABC South West Victoria
Bendigo:	91.1 ABC Central Victoria
Shepparton & Albury-Wodonga:	
	ABC Goulburn-Murray
Sale:	ABC Gippsland

Australian Capital Territory

Canberra:	666 ABC Canberra

Tasmania

Hobart:	936 ABC Hobart
Launceston & Burnie:	ABC Northern Tasmania

New South Wales

Sydney:	702 ABC Sydney
Gosford (Erina):	92.5 ABC Central Coast
Newcastle:	1233 ABC Newcastle
Muswellbrook:	ABC Upper Hunter
Wollongong & Nowra:	97.3 ABC Illawarra
Lismore:	ABC North Coast
Coffs Harbour:	ABC Mid North Coast
Port Macquarie:	ABC Mid North Coast
Tamworth:	ABC New England North West
Orange:	ABC Central West
Dubbo:	ABC Western Plains
Wagga Wagga:	ABC Riverina
Bega:	ABC South East

Queensland

Brisbane:	612 ABC Brisbane	Mackay:	ABC Tropical North
Gold Coast:	91.7 ABC Gold & Tweed Coasts	Townsville:	630 ABC North Queensland
Maroochydore/Mooloolaba:		Cairns:	ABC Far North
	ABC Sunshine & Cooloola Coasts	Toowoomba:	ABC Southern Queensland
Bundaberg:	ABC Wide Bay	Longreach:	ABC Western Queensland
Rockhampton& Gladstone:		Mount Isa:	ABC North West Queensland
	ABC Central Queensland		