



**2007 SURVEY DATES**

SURVEY ONE  
January 14 - February 10

**SURVEY TWO**  
**January 28 - March 17**

SURVEY THREE  
February 11 - April 28

SURVEY FOUR  
March 25 - June 9

SURVEY FIVE  
May 6 - July 28

SURVEY SIX  
June 24 - September 1

SURVEY SEVEN  
July 29 - October 20

SURVEY EIGHT  
September 16 - November 24

**Adelaide**

**SURVEY No. 2 2007**

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# ADELAIDE

## SURVEY #2, 2007

### FIVEaa 1395AM

Interactive Radio FIVEaa is Adelaide's Radio Station for News, Sport & Information. Starting the day with Keith Conlon, Tony Pilkington, Jon Blake, Jane Doyle and Chris McDermott, Breakfast on FIVEaa is a strong mix of entertainment, opinions, sport and news as it happens. Leon Byner follows at 9am with the opinions, talkback and all the issues that involve Adelaide listeners. Amanda Blair keeps you informed and entertained with interviews, talkback and special guests. Australia's Number One Sports show is on at 4pm with KG & Cornesy, talking to the big names and breaking all the big stories in Sport. Matthew Pantelis provides an hour long news review from 7 followed by Adelaide legend Bob Francis from 8pm with his own unique style. Weekends on FIVEaa is a mix of Lifestyle and Sports programs. FIVEaa targets all people 35-54. It is real interactive radio for the people of Adelaide.

Level 4, 75 Hindmarsh Square, Adelaide, SA, 5000  
Phone: (08) 8419 1395 Fax: (08) 8419 1460 email: Sales@fiveaa.com.au



### CRUISE1323

Cruise1323 is Adelaide's newest radio station and the one to tune to for "timeless music" Frank Sinatra, Roy Orbison, Tony Bennett, George Benson, Neil Diamond, Michael Buble, Dionne Warwick, Tom Jones, Dusty Springfield are just some of the artists you will hear along with news, sport, community and event information about Adelaide and you can win cash each morning by guessing the "mystery sounds of Adelaide". John Dean wakes you up in the morning and is joined by Peter Burgham (10am to Noon), Craig Huggins (12nn to 4pm), Mark Elliston (4pm to 7pm) and Bob Peters cruises you through the night. Cruise targets the "Baby Boomers and beyond."

You'll find Cruise1323 at 201 Tynite Street, North Adelaide, SA, 5006  
Phone: (08) 8305 1325 Fax: (08) 8361 8912



### Mix102.3 – 102.3 and 96.7

MIX102.3 plays Adelaide's Best Music with great artists like Maroon 5, the Eagles, Queen, Robbie Williams, U2, Rob Thomas and more. Wake up with Kym, Ali & Dzedle in the morning for the best in entertainment, gossip interviews with the Stars, the latest traffic, news, sport, events and win cash each morning with the \$1,000 Minute. From 9am, Karen Prater brings you the "No Repeat Workday" so you can listen longer across the day with more music variety. At midday it's the 80's Mix, Adelaide's only all 80's lunch hour. From 1pm, Jason Carter has more of Adelaide's best music for the drive home and Adelaide's most accurate traffic reports, news and information. The Night Mix with Marnie T completes the day but don't forget weekends. Adelaide's favourite party show kicks off at 6pm every Saturday night and on Sunday mornings 8am to 10am, go back in time with "My generation" hosted by Jono Coleman.

201 Tynite Street, North Adelaide, SA, 5006  
Phone: (08) 8300 1000 Fax: (08) 8300 1020



### ADELAIDE'S SA.FM 107.1 and 90.3 FM

Adelaide's No. 1 hit music station, 107.1 SA.FM with Milly, Lehmo & Louie for breakfast each weekday morning from 6am and big chunks of hits with Ad Free 50's all day while you work. Adelaide's most listened to station delivers you Hamish & Andy for your drive home between 4pm & 6pm, Kyle & Jackie O from 6pm - 7pm weeknights and The Hot 30 Countdown from 7pm each week night. The weekend arrives with Ryan Seacrest's American Top 40, Andrew G's Take 40 Australia and the Hot Hits with Kyle & Jackie O ... SAFM, BIG entertainment, BIG hits and BIG celebrities.

128 Greenhill Road, Unley, SA, 5061  
Phone: (08) 8301 1071 Fax: (08) 8373 4878



**NOVA 91.9 FM**  
never more than 2 ads in a row

### NOVA 919 – 91.9 and 99.1 FM

Nova 919 – Never More Than 2 Ads in a Row

Adelaide's Nova 919 features Jodie, Jules, Tony and Fitz at Breakfast, with Merrick & Rosso 5-6 each afternoon.

Level 3, 75 Hindmarsh Square, Adelaide, SA, 5000  
Phone: (08) 8419 5919 Fax: (08) 8419 5962

### Triple M 104.7 and 98.3 FM

Triple M Rocks Adelaide!

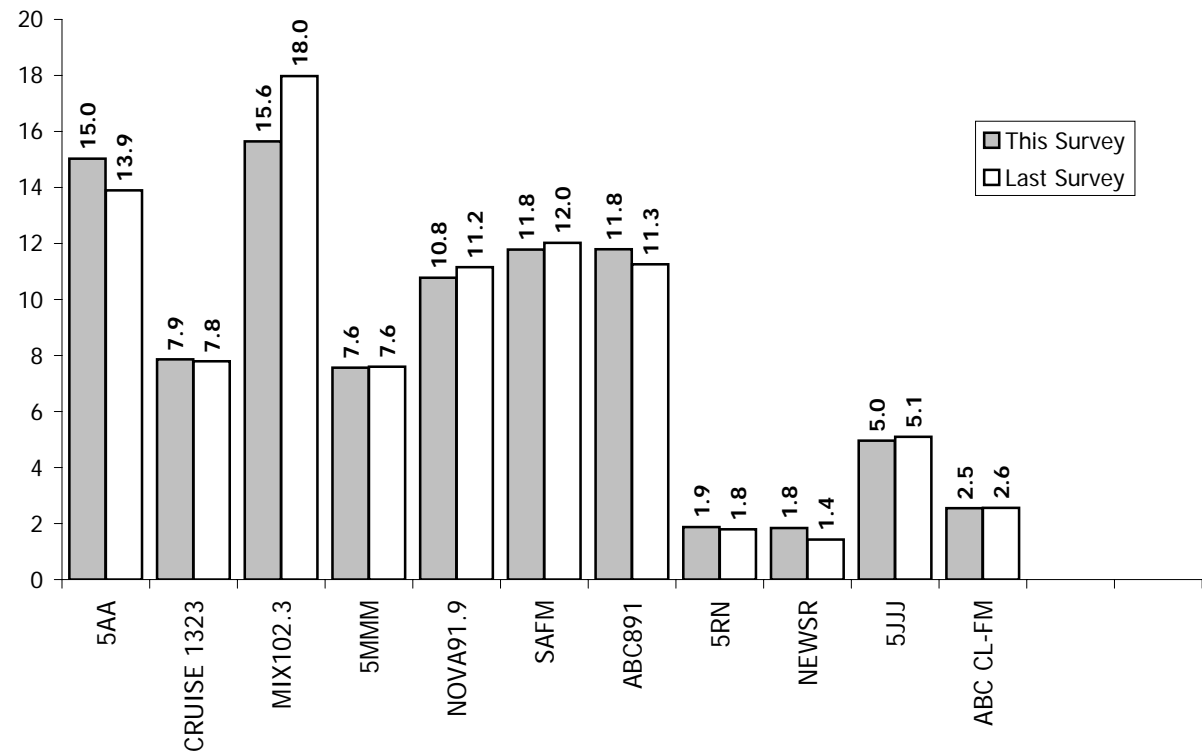
Wake up with John Blackman & Jane Reilly for breakfast. From 9, rock your workday with Adelaide's only Commercial-Free morning ... lots of Led Zeppelin, Pink Floyd, Cold Chisel, U2 & Doors ... and zero ads! Get a laugh with Tony Martin's "Get This" at 11am and drive home with the Cols 10 at 4pm. After 8:30pm, Spoonman takes your calls on today's hot issues. The weekend starts 6pm Friday night with the 70s' Party Shuffle. All weekend it's more continuous music with bunches of songs in a row, and from 5pm Saturday crank up Triple M's 80's Party Shuffle – Commercial-Free!

Ground Floor - 128 Greenhill Road, Unley, SA, 5061  
Phone - (08) 8290 1047 Fax - (08) 8357 9186



**MONDAY - SUNDAY 5:30am-12:00mn ALL PEOPLE 10+ (Previous Survey in Brackets)**

	SHARE %	
5AA	15.0	(13.9)
CRUISE 1323	7.9	(7.8)
MIX102.3	15.6	(18.0)
5MMM	7.6	(7.6)
NOVA91.9	10.8	(11.2)
SAFM	11.8	(12.0)
ABC891	11.8	(11.3)
5RN	1.9	(1.8)
NEWSR	1.8	(1.4)
5JJJ	5.0	(5.1)
ABC CL-FM	2.5	(2.6)



Nielsen Media Research  
**SURVEY No. 2 2007**

**MONDAY - SUNDAY 5:30am-12:00mn ALL PEOPLE 10+ (Previous Survey in Brackets)**

	<b>CUME (000's)</b>	
Potential	1013	(1,013)
5AA	207	(200)
CRUISE 1323	109	(125)
MIX102.3	290	(318)
5MMM	167	(174)
NOVA91.9	246	(257)
SAFM	285	(307)
ABC891	200	(214)
5RN	58	(53)
NEWSR	54	(49)
5JJJ	105	(94)
ABC CL-FM	56	(52)

	<b>AVERAGE (000's)</b>	
Potential	1013	(1,013)
5AA	24	(22)
CRUISE 1323	12	(12)
MIX102.3	25	(28)
5MMM	12	(12)
NOVA91.9	17	(18)
SAFM	19	(19)
ABC891	19	(18)
5RN	3	(3)
NEWSR	3	(2)
5JJJ	8	(8)
ABC CL-FM	4	(4)

**Nielsen Media Research**  
**SURVEY No. 2 2007**

**MONDAY - FRIDAY 5:30am-12:00mn ALL PEOPLE 10+ SHARE BY SESSION (Previous Survey in Brackets)**

	5.30am-9.00am		9.00am-12.00Noon		12.00Noon-4.00pm		4.00pm-7.00pm		7.00pm-12.00Mdnt	
5AA	20.1	(19.6)	11.8	(11.8)	8.3	(7.0)	17.5	(13.1)	20.7	(21.7)
CRUISE 1323	5.4	(5.4)	9.1	(9.0)	9.6	(9.4)	7.1	(5.3)	6.4	(4.9)
MIX102.3	16.6	(18.5)	17.8	(18.6)	17.4	(18.8)	13.0	(17.1)	9.0	(12.8)
5MMM	7.4	(7.2)	8.7	(8.9)	9.6	(10.2)	6.3	(7.3)	5.6	(6.9)
NOVA91.9	9.6	(10.6)	11.7	(11.1)	13.7	(12.6)	12.3	(13.8)	7.7	(10.4)
SAFM	11.7	(9.8)	10.2	(11.9)	13.5	(15.1)	14.6	(14.8)	10.9	(9.1)
ABC891	13.1	(13.2)	12.8	(11.5)	9.2	(8.9)	9.1	(9.6)	14.0	(12.4)
5RN	1.8	(2.2)	1.2	(1.1)	1.4	(0.9)	2.6	(1.7)	2.4	(2.0)
NEWSR	2.1	(2.0)	1.0	(0.5)	1.0	(0.5)	1.2	(1.0)	5.1	(3.4)
5JJJ	4.1	(3.9)	4.9	(5.6)	5.4	(6.5)	6.0	(6.5)	5.0	(4.8)
ABC CL-FM	1.8	(2.1)	3.2	(3.0)	1.8	(1.8)	2.8	(2.6)	2.5	(3.2)

Nielsen Media Research  
**SURVEY No. 2 2007**

**MONDAY-SUNDAY SHARE BY AGE GROUP (Previous Survey in Brackets)**

	10-17		18-24		25-39		40-54		55+		Buyer	
5AA	4.6	(0.3)	0.7	(1.3)	5.5	(3.6)	11.1	(10.8)	28.4	(28.5)	17.2	(16.1)
CRUISE 1323	0.8	(2.0)	2.2	(2.1)	2.7	(1.1)	7.1	(7.2)	13.7	(15.0)	8.5	(8.9)
MIX102.3	17.2	(21.6)	8.0	(8.1)	14.9	(19.9)	23.6	(25.9)	12.1	(12.6)	17.3	(19.6)
5MMM	7.7	(7.5)	7.0	(8.3)	10.6	(11.1)	12.1	(13.0)	2.7	(1.0)	6.9	(6.4)
NOVA91.9	26.6	(27.4)	32.4	(35.8)	21.1	(17.7)	5.7	(6.8)	0.9	(1.0)	7.4	(7.5)
SAFM	34.6	(32.4)	20.3	(17.5)	15.8	(16.3)	15.3	(13.9)	1.7	(3.0)	11.8	(11.9)
ABC891	1.9	(1.2)	2.2	(0.7)	2.5	(4.4)	7.9	(8.9)	23.6	(22.0)	13.1	(12.4)
5RN	0.5	(0.3)	0.3	(0.1)	1.9	(0.7)	2.4	(2.5)	2.1	(2.6)	2.3	(2.3)
NEWSR	0.0	( * )	1.0	(0.2)	1.3	(0.7)	2.1	(1.4)	2.4	(2.5)	2.1	(1.7)
5JJJ	2.7	(2.4)	6.2	(7.8)	13.2	(14.3)	5.2	(3.8)	0.2	(0.1)	3.1	(4.0)
ABC CL-FM	0.0	(0.0)	2.2	(1.5)	1.0	(1.7)	1.6	(1.3)	4.5	(4.8)	3.3	(3.5)

## **SINGLE SOURCE**

Radio Single Source is compiled from the Nielsen Media Research Lifestyle Questionnaire. It allows Radio Advisor users to combine normal re-analysis routines with additional data collected from radio diary respondents on product and service usage.

Product usage and purchase intention categories are currently available for:

- Newspaper read in last 7 days
- Hours spent viewing television
- PAY-TV subscription
- Video/DVD rent/download in last 7 days
- Visit cinema in past month
- Attend a major sporting event
- Shopped for fashion/clothing accessories
- Type of pet
- Buy whitegoods in next 12 months
- Buy general furniture in next 12 months
- Buy audio/visual equipment in next 12 mths
- Buy small electrical goods in next 12 months
- Finance and investment in next 12 months
- Buy motor vehicle in next 12 months
- Buy computer/video games in next 12 months
- Buy PC and/or hardware/accessories 12 mnths
- Buy PC software in next 12 months
- Buy MP3 played/iPod in next 12 months
- Restaurant eating out in past month
- Takeaway food bought in last 4 weeks
- Takeaway food type bought
- Service Station/convenience store purchase
- Hardware store/Garden nursery purchases
- Pharmacy/Chemist purchases
- Department store purchases
- Discount retailer purchases
- Buy other PC hardware/accessories
- Internet access when and where
- Type of Internet Connection
- Time spent on internet per week
- Purchase goods/services over internet
- Access to personal computer
- Travel intention & destination next 12 months
- Interstate/overseas air travel intentions
- Mobile phone ownership
- Mobile phone network carriers
- Furniture/appliance store purchases
- Newsagency/book store purchases
- Music/record store purchases
- Sell/buy house/unit in next 2 years
- Home renovations in next 12 months
- Visited hotel/licensed club in last 7 days
- Regular buyers of takeaway alcohol
- Type of alcohol purchased
- Participate in TAB betting
- Visit casino
- Internet Gambling
- Participate in lotto/lotteries/scratchies
- Mortgage with bank/credit union
- Have comprehensive car insurance
- Have Credit Card
- Have a personal loan
- Have private health insurance
- Amount of investments