



## 2013 SURVEY DATES

**SURVEY ONE**  
Oct 28, 2012 - Feb 23, 2013

SURVEY TWO  
January 20 - March 30

SURVEY THREE  
February 24 - May 11

SURVEY FOUR  
April 7 - June 22

SURVEY FIVE  
May 19 - August 10

SURVEY SIX  
July 7 - September 14

SURVEY SEVEN  
August 11 - October 26

SURVEY EIGHT  
September 22 - November 30

## SYDNEY

## Survey #1 2013

### CONTENTS

**Station Profiles**

**Shares %**

**Cumes (000's) & Averages (000's)**

**Shares by Session**

**Shares by Age Group**

**Single Source Categories**

# SYDNEY

## SURVEY #1, 2013



### 2CH 1170 – Sydney's Greatest Memories

2CH 1170 is Sydney's first choice for the all time great memories from the 60's, 70's and 80's. Playing the biggest hit songs by the greatest stars of all time. Morning entertainment with the legendary Bob Rogers weekdays 9 to 1pm and iconic music presenters Ian Holland, George Ilich, Mardi Cole, Trevor Sinclair, Kel Richards and Warren Moore. The Nine O'clock Special Monday to Saturday night spotlighting the stars. Macquarie National News on the hour every hour and every thirty minutes during breakfast. We keep listeners totally in touch with Australia's number one city.

Level 1, Building C, 33-35 Saunders St, Pyrmont, NSW 2009  
Phone: 02 8570 0000 Fax: 02 8570 0219 Web: www.2ch.com

### 2GB 873 – Talkback Radio

You are the power, we are the station. 2GB News talk radio is Sydney's first choice for news and information. Fully informed and constantly in touch, 2GB is consistently Sydney's number one rating station. Macquarie National News live 24 hours per day 7 days a week, frequent sports updates, weather, traffic and transport. Breakfast 5-9 with record breaking host Alan Jones, followed by the irrepressible Ray Hadley 9-12, Chris Smith 12-3, Ben Fordham 3-6, Money News with Ross Greenwood, then Steve Price. Weekends with Graham Ross's Garden Clinic between 6 and 9am, then variety including Home Improvement, The Racing Show, Sunday Business, the Summer of Sport, the Outdoor and Fishing Show and Talking Pets. Nights include 'Wheeler' 6pm-midnight on Saturday, 'Your Health' with Doc Graham 6-8pm, followed by Bill Crews 8pm-Midnight every Sunday. 2GB The Power Station.

Level 1, Building C, 33-35 Saunders St, Pyrmont, NSW 2009  
Phone: 02 8570 0000 Fax: 02 8570 0219 Web: www.2gb.com

### 2UE

2UE is the station Sydney turns to for news, information and entertainment. Weekdays feature leading commentators Ian "Dicko" Dickson and Sarah Morice at Breakfast, Paul Murray in Mornings, Stuart Bocking in the Afternoon and Jason Morrison in Drive. Sports Today with Brandy and Gibbys fires up from 6-8pm, with Murray Wilton until 12 midnight. Andrew McLaren anchors Overnights weekdays and John Cadogan on weekends. John Stanley runs Sydney's only weekend news and current affairs Breakfast program on Saturdays and Sundays, with George Moore & Paul B Kidd from 9am to 2pm, followed by Tim Webster till 6pm. Saturday nights see Dr Ross Walker host the Healthy Living show, followed by music and events from the 60's and 70's with Pete Graham. On Sunday nights, Brian "Spoonma" Carlton presents a program called "The Spin", followed by Sharina displaying her psychic skills from 8pm to midnight.

170 Pacific Highway, Greenwich, NSW, 2065  
PO Box 954, St Leonards, NSW, 1590  
Phone: (02) 9930 9954 Fax: (02) 9930 9894

### 104.1 2DayFM

Sydney's Number #1 Hit Music Station  
Famous for Kyle and Jackie O, FiFi and Jules and Hamish & Andy. Playing the BIGGEST HITS and giving away the BIGGEST CASH and PRIZES every day. The Kyle and Jackie O Show is Breakfast With The Stars. Memorable and honest in every way! There's a place and time to be serious and it's not for the drive home. Hamish & Andy and FiFi and Jules drives Sydney home 4-6pm. #2DayFM

1041 2Day FM Level 15, 50 Goulburn Street, World Square, Sydney NSW 2000.  
Phone: (02) 9375 1041 Facsimile: (02) 9375 1050



### Mix106.5 – Sydney's Widest Variety Of Music From The 90's To Now

Sydney's first female breakfast duo Sami Lukis and Yumi Styne weekdays when you wake you up. Lars Peterson plays Sydney's Widest Variety Of Music From The 90's To Now all day while you work. From 4 weekdays Rosso drives you home, after 7pm 'On Air' with Ryan Seacrest with the brightest stars direct from Hollywood. Then from 9pm it's Love Song Dedications with Richard Mercer on Sydney's Mix106.5.

3 Byfield Street, North Ryde, Locked Bag 2110, North Ryde 1670  
Phone: (02) 88 999 555 Fax: (02) 88 999 566

### 104.9 Triple M – Playing Real Music

Triple M's 'Grill Team' with Matty Johns, Mark Geyer and Gus Worland weekdays from 6am-9am. Maroon, Becko and Dave Gleeson on air while you work then Merrick Watts and the Highway Patrol weekdays from 4pm-6pm. Saturdays from 9am Dead Set Legends with Ray 'Rabs' Warren and Triple M is the new home of NRL on weekends.

104.9 TRIPLE M, Level 14, 50 Goulburn Street, World Square, Sydney, 2000  
Phone: (02) 9367 1000



### NOVA 969

Nova 969 Sydney – Love Music  
Weekdays for Breakfast Sydney wakes up with a laugh with 'Fitzy & Wippa' 6am-9am. Straight after Fitzy & Wippa Nova plays the most music in Sydney for your workday with 'Rabbit' 9am-12n and Harlee McLeod for the afternoon. From 4pm have a laugh for the Drive home with 'Meshel, Tim & Marty'. The Best of Fitzy & Wippa is on at 6pm and Weeknights from 7pm it's the Freshest Hits from Australia and around the world with 'Smalzy's Surgery' hosted by Kent Small. Ben Wood is on from 10p-1a.

Nova 969, 33 Saunders Street, Pyrmont, NSW, 2009  
Phone: (02) 9564 9999 Fax: (02) 9564 9860



### smoothfm 95.3

smoothfm 95.3 is Sydney's easy place to relax with the greatest hits and contemporary easy listening music. More Music and Less Talk week days from 5.30am with the More Music Breakfast Show with Ed Phillips, Ty Frost in mornings, Mark Robinson in afternoons, More Music Drive Show with Byron Webb from 4pm and Wind Down with David Reyne from 8pm. Richard Wilkins, David Campbell and Jason Donovan join the line up to ease listeners through the weekend while David Reyne hosts Sunday Wind Down from 8am to 10am.

33 Saunders Street, Pyrmont, NSW, 2009  
Phone: (02) 8569 7953 www.vega953.com.au



### 101.7 WSFM – Good Times & Great Classic Hits

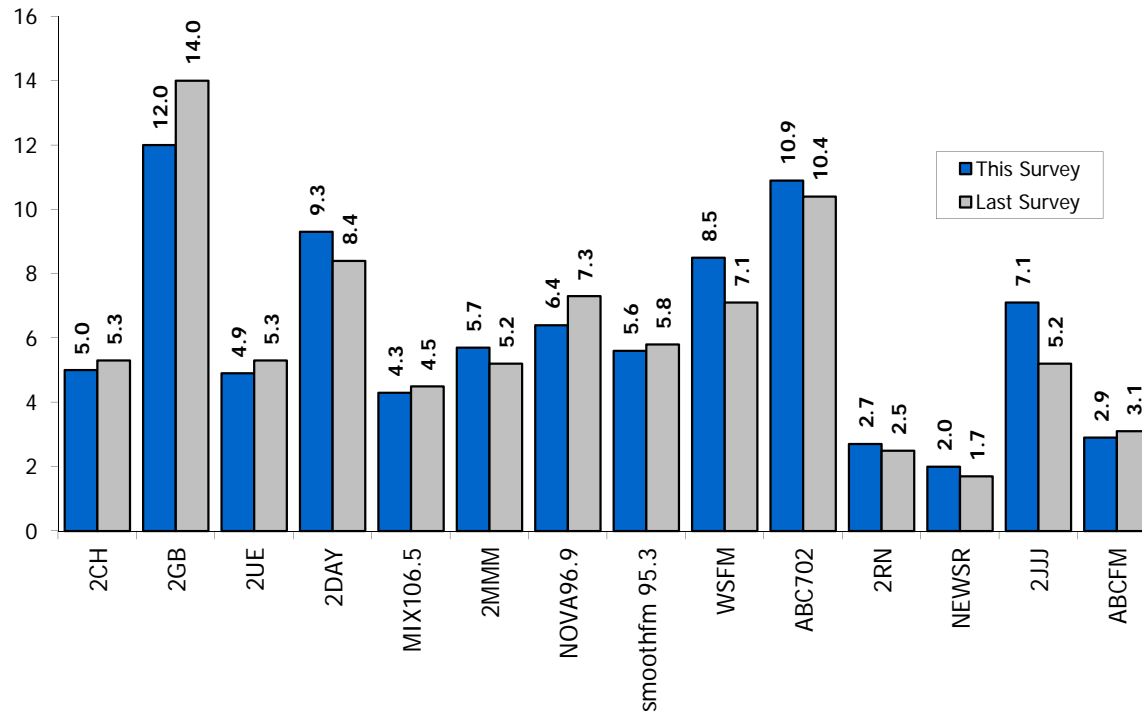
WSFM is Sydney's only station dedicated to playing 100% Great Classic Hits 24/7. Brendan 'Jonesy' Jones & Amanda Keller start the day at 5.30am. Ron E Sparks kicks off "Sydney's Only No Repeat Workday" with 'The Classic 9 at 9' and then 'Ten in a Row' every hour. Bill Weaver keeps the Classic Hits rolling until 4 when it's Rob Duckworth for the drive home. From 7pm Good Times & Great Classic Hits with 'Ten in a Row'. Across the weekend the 'Good Times & Classic Hits' continue in great shows like 'My Generation' (hosted by Jonesy & Amanda), the legendary 'Jukebox Saturday Night' and 'The Big Chill' with Ron E Sparks.

3 Byfield Street, North Ryde, 2110 / Locked Bag 2110, North Ryde, 1670  
Phone: (02) 88 999 777 Fax: (02) 88 999 788



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

	SHARE %	
2CH	5.0	(5.3)
2GB	12.0	(14.0)
2UE	4.9	(5.3)
2DAY	9.3	(8.4)
MIX106.5	4.3	(4.5)
2MMM	5.7	(5.2)
NOVA96.9	6.4	(7.3)
smoothfm 95.3	5.6	(5.8)
WSFM	8.5	(7.1)
ABC702	10.9	(10.4)
2RN	2.7	(2.5)
NEWSR	2.0	(1.7)
2JJJ	7.1	(5.2)
ABCFM	2.9	(3.1)



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

	CUME (000's)	
Potential	<b>4182</b>	(4,098)
2CH	<b>278</b>	(299)
2GB	<b>542</b>	(606)
2UE	<b>294</b>	(286)
2DAY	<b>853</b>	(850)
MIX106.5	<b>628</b>	(592)
2MMM	<b>475</b>	(425)
NOVA96.9	<b>758</b>	(802)
smoothfm 95.3	<b>488</b>	(502)
WSFM	<b>651</b>	(639)
ABC702	<b>754</b>	(689)
2RN	<b>217</b>	(189)
NEWSR	<b>310</b>	(261)
2JJJ	<b>559</b>	(503)
ABCFM	<b>237</b>	(250)

	AVERAGE (000's)	
Potential	<b>4182</b>	(4,098)
2CH	<b>27</b>	(29)
2GB	<b>65</b>	(78)
2UE	<b>27</b>	(29)
2DAY	<b>51</b>	(46)
MIX106.5	<b>23</b>	(25)
2MMM	<b>31</b>	(29)
NOVA96.9	<b>35</b>	(40)
smoothfm 95.3	<b>30</b>	(32)
WSFM	<b>46</b>	(39)
ABC702	<b>59</b>	(57)
2RN	<b>15</b>	(14)
NEWSR	<b>11</b>	(10)
2JJJ	<b>38</b>	(29)
ABCFM	<b>16</b>	(17)

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	
2CH	3.9	(4.0)	5.6	(6.1)	4.7	(5.1)	3.4	(3.6)	5.7	(5.9)
2GB	15.4	(18.2)	14.9	(18.6)	10.6	(12.3)	10.2	(11.4)	11.2	(12.8)
2UE	4.1	(4.5)	3.0	(3.5)	4.1	(3.8)	4.2	(3.5)	6.0	(7.6)
2DAY	11.0	(10.3)	9.1	(7.3)	9.8	(8.3)	11.1	(10.4)	7.8	(7.9)
MIX106.5	3.1	(3.5)	3.1	(2.9)	3.9	(4.1)	5.4	(5.2)	7.3	(6.7)
2MMM	5.7	(5.8)	6.7	(5.7)	7.4	(7.1)	5.3	(5.5)	4.5	(3.3)
NOVA96.9	6.3	(6.3)	5.1	(6.0)	5.9	(7.0)	9.2	(9.4)	7.6	(10.3)
smoothfm 95.3	2.7	(2.8)	8.1	(7.0)	8.9	(8.4)	5.3	(5.3)	3.4	(5.1)
WSFM	9.2	(7.2)	8.9	(7.6)	9.1	(7.4)	6.9	(6.4)	5.1	(4.4)
ABC702	13.8	(13.7)	9.6	(8.6)	9.2	(9.1)	11.5	(11.6)	11.2	(8.6)
2RN	4.0	(3.7)	2.0	(1.7)	1.5	(1.4)	3.0	(2.2)	2.2	(2.5)
NEWSR	2.9	(2.6)	1.1	(0.7)	0.7	(0.8)	1.5	(1.5)	3.1	(2.6)
2JJJ	5.3	(4.0)	7.3	(5.5)	8.6	(6.3)	7.4	(6.2)	6.3	(5.3)
ABCFM	2.2	(2.5)	3.7	(3.1)	2.2	(2.8)	2.9	(3.6)	3.0	(2.9)

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

	10-17		18-24		25-39		40-54		55-64		65+	
2CH	0.3	(0.3)	*	(*)	0.2	(0.2)	1.9	(3.1)	8.9	(11.0)	13.7	(12.6)
2GB	1.6	(2.8)	3.9	(3.2)	4.8	(6.4)	9.3	(9.4)	14.4	(18.0)	26.2	(31.4)
2UE	2.3	(2.1)	0.4	(0.2)	0.8	(1.9)	4.7	(3.9)	6.0	(6.6)	10.8	(12.1)
2DAY	18.2	(15.1)	16.5	(16.5)	18.0	(15.8)	9.4	(8.3)	2.8	(1.9)	0.5	(0.3)
MIX106.5	9.7	(10.0)	7.4	(6.3)	6.9	(6.1)	4.0	(4.6)	3.0	(4.1)	0.5	(0.9)
2MMM	4.0	(5.6)	6.4	(5.1)	11.0	(9.3)	8.7	(8.3)	0.8	(0.9)	0.3	(0.3)
NOVA96.9	20.8	(22.0)	18.2	(16.8)	12.6	(12.9)	3.4	(5.2)	0.7	(1.8)	0.1	(*)
smoothfm 95.3	1.5	(1.5)	4.2	(6.2)	6.4	(7.7)	6.2	(8.1)	7.0	(4.2)	4.5	(3.2)
WSFM	6.4	(3.0)	1.3	(3.0)	5.0	(6.8)	15.8	(11.7)	14.2	(10.1)	2.3	(2.8)
ABC702	2.4	(2.6)	2.2	(2.0)	3.2	(4.7)	10.0	(9.8)	19.7	(18.4)	18.7	(16.6)
2RN	0.5	(0.5)	1.1	(1.0)	0.3	(0.2)	3.5	(3.0)	3.8	(4.3)	4.6	(4.4)
NEWSR	0.5	(0.2)	0.7	(0.6)	2.5	(1.9)	1.8	(2.1)	3.3	(2.4)	1.7	(1.5)
2JJJ	6.4	(7.5)	19.7	(11.9)	14.6	(11.0)	5.5	(3.6)	2.4	(1.7)	0.3	(0.4)
ABCFM	1.0	(0.4)	0.4	(0.3)	1.3	(1.3)	1.2	(1.6)	3.9	(5.3)	7.2	(6.9)

## SINGLE SOURCE

Radio Single Source is compiled from the Lifestyle Questionnaire included in the Nielsen Radio Diary. 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 (Paper & Online)
- Hours spent viewing television
- PAY-TV subscription
- Video/DVD rent/download activity (from #2)
- Visit cinema in past month
- Attend a major sporting event
- Type of pet
- Buy whitegoods in next 12 months
- Buy air conditioner/heater in next 12 months
- Buy general furniture in next 12 months
- Buy audio/visual equipment in next 12 mths
- Buy computer tablet device 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
- Buy digital radio receiver in next 12 months
- Access to personal computer
- Internet access when and where
- Type of Internet Connection
- Internet access frequency
- Purchase activities over internet (from #2)
- Use of social media sites (from #2)
- Restaurant eating out in past month
- Takeaway food bought in last 4 weeks
- Takeaway food type bought
- Hardware store/Garden nursery purchases
- Pharmacy/Chemist purchases
- Department store purchases
- Discount retailer purchases
- Fashion/clothing store purchases
- Buy other PC hardware/accessories
- 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 Betting/Gambling
- Participate in lotto/lotteries/scratchies
- Mortgage with bank/credit union
- Have comprehensive car insurance
- Have home and/or contents insurance
- Have Credit Card
- Have a personal loan
- Have private health insurance
- Amount of investments