



Audience Survey Guidelines

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 Survey 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. This also promotes commercial radio as being a reliable and credible 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.

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.

For a hard copy of the Guidelines (January 2009), please email mail@commercialradio.com.au, or download a copy at commercialradio.com.au.



2009 Radio Surveys

The Nielsen Company will conduct 8 surveys in each of the five mainland capital cities - Sydney, Melbourne, Brisbane, Perth and Adelaide and will be in survey for 39 weeks of the year with over 50,000 respondents to be surveyed nationally.

Key Enhancements from 2009 include:

- The diary-based system will be single person placement.
- Use of sticker diaries, using pre-printed stickers in the diary.
- Platform Measurement will collect data on "how" people listen to radio (via internet live streaming, traditional AM/FM, or digital radio).
- Traditionally diaries only collected data on place of listening.
- Sample sizes remains the same but moving to single diary keeper ensures for a much more controlled placement.
- 24 hour diary across all surveys.

Nielsen's monthly training will continue in 2009 and are designed to provide participants with a solid understanding of the overall Radio Ratings System and how to best use the information in Radio Advisor.

Training has been tailored for both sales and programming teams across many levels. Nielsen has an online version of the three-part Radio Ratings Certificate Course, which provides participants the opportunity to complete the course via the Internet whenever and wherever they like.

For more information or to book your place, please call:

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Melbourne:	David Burge	(03) 9207 3980
Adelaide:	David Burge	(03) 9207 3980
Brisbane:	Ann-Maree Nolan	(02) 8873 7713
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Lifestyle Questionnaire

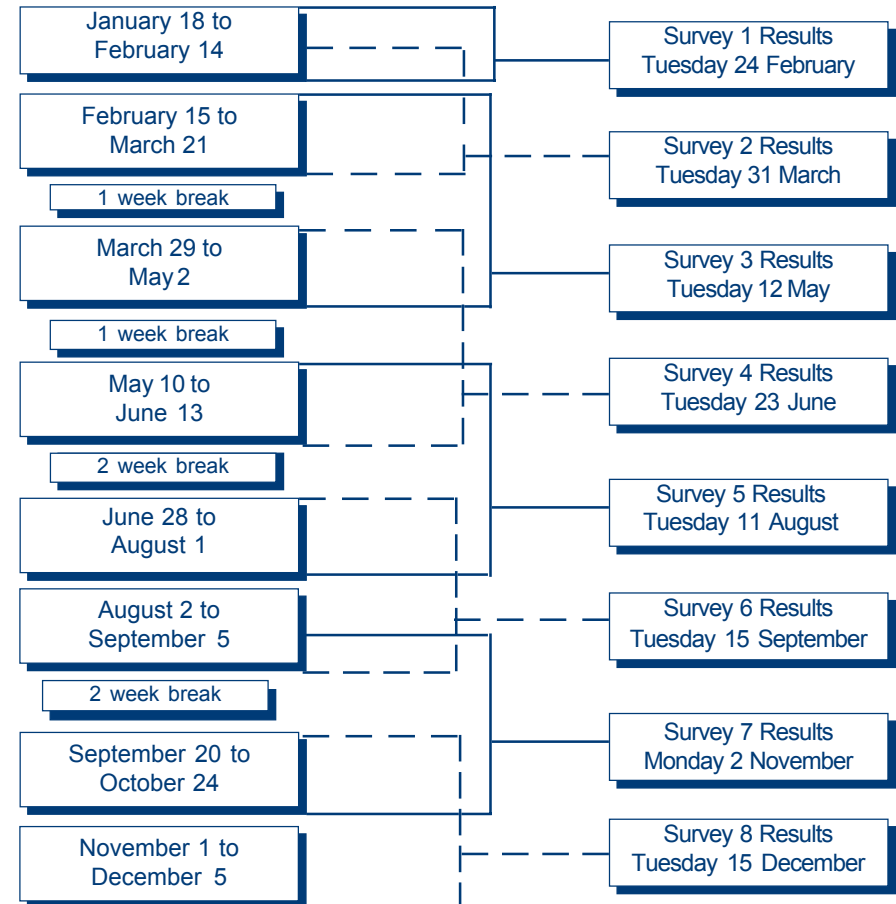
The Single Source Lifestyle Questionnaire forms part of The Nielsen Company Radio Surveys. The data it provides can give users of radio surveys an excellent insight into listeners' lifestyle and purchasing habits or intentions.

The 2009 Single Source categories for lifestyle/purchase intentions are:

- Air travel, interstate or overseas
- Alcohol purchase, type and place
- Casino visit
- Cinema attendance
- Comprehensive motor vehicle insurance
- Computer video games, software and hardware/accessories purchase intention
- Credit card ownership
- Department store or discount retailer purchase
- Finance and investment purchase intention
- Food/grocery purchase from a service station or convenience store
- Furniture/appliance store purchase
- Garden nursery purchase
- Hardware store purchase
- Holiday travel intentions
- Home renovation intention and type of renovation
- Hotel and licensed club visit
- House or unit purchase intention
- Internet access frequency and from where the internet is accessed
- Internet surfing - time spent
- Purchased goods or services over the Internet
- Lotteries, lotto, or scratchies purchase
- Mobile phone ownership and purchase intention
- MP3 device purchase intention
- Mobile phone network carrier intention to change and contract type
- Mortgage provider and intention to change
- Motor vehicle purchase intention
- Newsagency, book, music/record store purchase
- Newspaper readership (specific newspapers for each market)
- Pay TV subscription
- Personal computer in the household and purchase intention
- Personal investments
- Personal loan
- Pet ownership
- Pharmacy/chemist purchase
- Private health insurance
- Restaurant dining frequency
- Fashion/Clothing store purchases
- Sporting event attendance
- TAB betting
- Take-away/fast-food purchase by food category and frequency
- TV viewing - Commercial, ABC & Pay TV
- Video or DVD rental and purchase
- White goods, air conditioning, heaters, furniture, audio/visual equipment and small electrical goods purchase intention

The above categories are extremely useful when analysing the radio listening data and can also be used as a great selling tool.

2009 Metropolitan Radio Survey Schedule and Release Timetable



All Metropolitan markets use the same rolling survey methodology. The survey schedule and the release of results are the same across all metropolitan markets.