



# CANBERRA RADIO - SURVEY 2 2015

## Share Movement (%) by Demographic, Mon-Sun 5.30am-12midnight

Station	People 10+			People 10-17			People 18-24			People 25-39			People 40-54			People 55-64			People 65+		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
2CA	5.5	7.0	-1.5	5.9	3.0	2.9	0.5	1.6	-1.1	3.7	6.3	-2.6	5.2	8.0	-2.8	10.1	11.3	-1.2	7.1	6.9	0.2
2CC	6.1	6.0	0.1	1.9	0.7	1.2	4.5	6.4	-1.9	2.5	2.8	-0.3	5.3	3.5	1.8	7.1	8.9	-1.8	12.5	11.5	1.0
FM104.7	18.8	18.5	0.3	40.4	56.3	-15.9	50.4	50.7	-0.3	27.6	22.1	5.5	14.9	17.2	-2.3	4.2	5.2	-1.0	0.3	0.5	-0.2
MIX 106.3	13.9	11.6	2.3	21.5	16.8	4.7	11.8	7.6	4.2	11.7	12.1	-0.4	25.6	17.5	8.1	13.3	15.0	-1.7	3.1	2.6	0.5
ABC666	16.5	15.3	1.2	0.8	0.3	0.5	2.1	1.8	0.3	14.9	12.9	2.0	15.6	11.9	3.7	20.3	20.6	-0.3	29.1	28.3	0.8
2RN	9.7	10.3	-0.6	3.0	2.4	0.6	1.4	0.2	1.2	5.4	9.9	-4.5	8.7	13.1	-4.4	16.1	12.7	3.4	17.4	12.7	4.7
NEWSR	3.6	3.0	0.6	0.6	0.8	-0.2	1.3	0.7	0.6	3.4	2.3	1.1	4.7	4.5	0.2	5.5	4.7	0.8	3.1	2.8	0.3
2JJJ	8.2	8.5	-0.3	11.9	11.1	0.8	16.4	19.8	-3.4	14.7	14.2	0.5	6.2	7.4	-1.2	4.5	3.5	1.0	0.2	0.3	-0.1
ABCFM	8.6	9.3	-0.7	4.6	0.7	3.9	1.8	0.2	1.6	7.1	6.3	0.8	4.8	8.1	-3.3	10.8	6.5	4.3	17.9	23.1	-5.2

## Share Movement (%) by Session, P10+

Station	Mon-Fri			Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	Mon-Fri 5:30am-12mn			Mon-Fri 5:30am-9:00am			Mon-Fri 9:00am-12:00md			Mon-Fri 12:00md-4:00pm			Mon-Fri 4:00pm-7:00pm			Mon-Fri 7:00pm-12:00mn			Sat-Sun 5:30am-12mn		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
2CA	5.2	6.7	-1.5	4.4	6.1	-1.7	6.4	7.4	-1.0	6.6	8.3	-1.7	4.2	6.6	-2.4	3.7	4.2	-0.5	6.5	7.7	-1.2
2CC	6.2	6.3	-0.1	7.0	6.1	0.9	8.9	9.9	-1.0	5.9	6.0	-0.1	2.2	3.5	-1.3	5.6	5.5	0.1	5.9	4.7	1.2
FM104.7	19.7	18.7	1.0	17.2	17.8	-0.6	19.1	18.4	0.7	21.9	20.2	1.7	22.9	21.7	1.2	18.1	14.0	4.1	15.7	17.9	-2.2
MIX 106.3	14.7	12.2	2.5	10.6	9.2	1.4	19.9	15.0	4.9	18.5	14.4	4.1	14.5	13.6	0.9	8.1	9.0	-0.9	11.4	9.4	2.0
ABC666	16.8	15.3	1.5	21.0	20.0	1.0	15.2	12.9	2.3	14.5	11.1	3.4	12.5	10.7	1.8	20.4	22.5	-2.1	15.7	15.3	0.4
2RN	9.3	10.5	-1.2	13.9	16.0	-2.1	5.8	6.3	-0.5	4.3	5.0	-0.7	11.0	11.5	-0.5	11.3	11.9	-0.6	10.7	9.9	0.8
NEWSR	3.6	3.1	0.5	5.6	4.2	1.4	2.4	2.5	-0.1	1.5	1.9	-0.4	2.9	2.8	0.1	6.3	4.0	2.3	3.5	2.9	0.6
2JJJ	8.2	8.9	-0.7	8.4	6.8	1.6	6.6	8.9	-2.3	8.2	11.2	-3.0	10.3	10.4	-0.1	7.7	7.4	0.3	8.2	7.5	0.7
ABCFM	8.0	8.8	-0.8	6.8	7.0	-0.2	7.7	9.3	-1.6	8.9	10.9	-2.0	10.1	9.5	0.6	5.7	7.4	-1.7	10.5	10.9	-0.4

**Please note:**

Current survey results include listening via streaming to ABC and 104.7/MIX stations for the entire survey and 2CC/2CA for 0 weeks, survey results include DAB+ digital radio listening.



# CANBERRA RADIO - SURVEY 2 2015

Average Audience (000's) by Demographic, Mon-Sun 5.30am-12midnight

Station	People 10+			People 10-17			People 18-24			People 25-39			People 40-54			People 55-64			People 65+		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
2CA	2	3	-1	*	*	*	*	*	*	*	1	*	1	1	0	1	1	0	1	1	0
2CC	3	3	0	*	*	*	*	*	*	*	*	*	1	*	*	*	1	*	1	1	0
FM104.7	8	8	0	1	1	0	3	2	1	3	2	1	1	2	-1	*	*	*	*	*	*
MIX 106.3	6	5	1	*	*	*	1	*	*	1	1	0	3	2	1	1	1	0	*	*	*
ABC666	7	7	0	*	*	*	*	*	*	2	1	1	2	1	1	1	1	0	2	2	0
2RN	4	4	0	*	*	*	*	*	*	1	1	0	1	1	0	1	1	0	1	1	0
NEWSR	2	1	1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
2JJJ	3	4	-1	*	*	*	1	1	0	1	2	-1	1	1	0	*	*	*	*	*	*
ABCFM	4	4	0	*	*	*	*	*	*	1	1	0	*	1	*	1	*	*	2	2	0
<b>Total</b>	<b>42</b>	<b>43</b>	<b>-1</b>	<b>2</b>	<b>2</b>	<b>0</b>	<b>5</b>	<b>4</b>	<b>1</b>	<b>10</b>	<b>11</b>	<b>-1</b>	<b>10</b>	<b>10</b>	<b>0</b>	<b>7</b>	<b>7</b>	<b>0</b>	<b>8</b>	<b>9</b>	<b>-1</b>

## Average Audience (000's) by Session, P10+ [Potential: 377]

Station	Mon-Fri			Breakfast			Morning			Afternoon			Drive			Evening			Weekend								
	Mon-Fri 5:30am-12mn	This	Last	+/-	Mon-Fri 5:30am-9:00am	This	Last	+/-	Mon-Fri 9:00am-12:00md	This	Last	+/-	Mon-Fri 12:00md-4:00pm	This	Last	+/-	Mon-Fri 4:00pm-7:00pm	This	Last	+/-	Mon-Fri 7:00pm-12:00mn	This	Last	+/-	Sat-Sun 5:30am-12mn	This	Last
2CA	2	3	-1	3	4	-1	4	4	0	3	4	-1	2	3	-1	1	1	0	2	3	-1	2	3	-1	2	3	-1
2CC	3	3	0	5	5	0	5	6	-1	3	3	0	1	2	-1	1	1	0	2	2	0	2	2	0	2	2	0
FM104.7	9	8	1	13	13	0	11	11	0	11	9	2	11	10	1	3	2	1	5	6	-1	5	6	-1	5	6	-1
MIX 106.3	7	6	1	8	7	1	11	9	2	9	7	2	7	6	1	1	1	0	4	3	1	4	3	1	4	3	1
ABC666	8	7	1	15	15	0	9	7	2	7	5	2	6	5	1	3	4	-1	5	5	0	5	5	0	5	5	0
2RN	4	5	-1	10	12	-2	3	4	-1	2	2	0	5	5	0	2	2	0	4	4	0	4	4	0	4	4	0
NEWSR	2	1	1	4	3	1	1	1	0	1	1	0	1	1	0	1	1	0	1	1	0	1	1	0	1	1	0
2JJJ	4	4	0	6	5	1	4	5	-1	4	5	-1	5	5	0	1	1	0	3	3	0	3	3	0	3	3	0
ABCFM	4	4	0	5	5	0	4	5	-1	4	5	-1	5	4	1	1	1	0	4	4	0	4	4	0	4	4	0
<b>Total</b>	<b>45</b>	<b>45</b>	<b>0</b>	<b>73</b>	<b>74</b>	<b>-1</b>	<b>57</b>	<b>57</b>	<b>0</b>	<b>48</b>	<b>46</b>	<b>2</b>	<b>48</b>	<b>47</b>	<b>1</b>	<b>15</b>	<b>16</b>	<b>-1</b>	<b>35</b>	<b>36</b>	<b>-1</b>	<b>35</b>	<b>36</b>	<b>-1</b>	<b>35</b>	<b>36</b>	<b>-1</b>

**Please note:**

Current survey results include listening via streaming to ABC and 104.7/MIX stations for the entire survey and 2CC/2CA for 0 weeks, survey results include DAB+ digital radio listening.



# CANBERRA RADIO - SURVEY 2 2015

Cumulative Audience (000's) by Demographic, Mon-Sun 5.30am-12midnight

Station	People 10+			People 10-17			People 18-24			People 25-39			People 40-54			People 55-64			People 65+		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
2CA	37	46	-9	2	2	0	1	3	-2	6	10	-4	7	12	-5	11	11	0	9	8	1
2CC	28	31	-3	1	1	0	2	3	-1	5	6	-1	7	6	1	5	5	0	7	10	-3
FM104.7	135	136	-1	19	22	-3	32	33	-1	48	45	3	29	28	1	5	6	-1	2	2	0
MIX 106.3	108	105	3	13	12	1	15	14	1	28	31	-3	34	33	1	14	12	2	5	4	1
ABC666	101	106	-5	1	1	0	5	4	1	24	26	-2	25	28	-3	20	22	-2	26	25	1
2RN	54	59	-5	2	1	1	2	1	1	12	16	-4	12	18	-6	12	11	1	14	12	2
NEWSR	45	41	4	1	1	0	3	2	1	13	11	2	15	14	1	7	7	0	7	7	0
2JJJ	73	72	1	9	8	1	16	17	-1	26	26	0	16	13	3	4	4	0	2	2	0
ABCFM	51	51	0	3	2	1	1	2	-1	15	16	-1	9	9	0	8	5	3	14	16	-2
Total	358	358	0	33	34	-1	48	47	1	99	100	-1	84	84	0	46	46	0	48	47	1

## Cumulative Audience (000's) by Session, P10+ [Potential: 377]

Station	Mon-Fri			Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	Mon-Fri 5:30am-12mn			Mon-Fri 5:30am-9:00am			Mon-Fri 9:00am-12:00md			Mon-Fri 12:00md-4:00pm			Mon-Fri 4:00pm-7:00pm			Mon-Fri 7:00pm-12:00mn			Sat-Sun 5:30am-12mn		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
2CA	32	40	-8	16	24	-8	16	20	-4	19	21	-2	17	20	-3	10	12	-2	26	31	-5
2CC	23	28	-5	18	18	0	15	16	-1	13	11	2	9	11	-2	7	9	-2	19	22	-3
FM104.7	127	128	-1	87	90	-3	55	55	0	65	67	-2	76	75	1	42	41	1	80	90	-10
MIX 106.3	96	96	0	49	52	-3	48	41	7	53	42	11	54	58	-4	26	31	-5	64	61	3
ABC666	91	99	-8	64	68	-4	42	43	-1	43	39	4	49	49	0	35	37	-2	71	69	2
2RN	49	54	-5	37	43	-6	23	27	-4	23	24	-1	29	32	-3	21	24	-3	43	46	-3
NEWSR	42	37	5	27	23	4	20	17	3	14	16	-2	17	16	1	11	12	-1	25	25	0
2JJJ	67	67	0	41	36	5	28	27	1	29	34	-5	45	43	2	23	26	-3	43	46	-3
ABCFM	47	44	3	30	27	3	26	25	1	23	26	-3	26	23	3	13	15	-2	34	34	0
Total	351	351	0	293	298	-5	220	222	-2	227	229	-2	269	259	10	165	173	-8	300	306	-6

**Please note:**

Current survey results include listening via streaming to ABC and 104.7/MIX stations for the entire survey and 2CC/2CA for 0 weeks, survey results include DAB+ digital radio listening.