



CANBERRA RADIO - SURVEY 1 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	7.0	5.6	1.4	3.0	0.1	2.9	1.6	6.5	-4.9	6.3	2.4	3.9	8.0	3.7	4.3	11.3	13.9	-2.6	6.9	6.7	0.2
2CC	6.0	6.3	-0.3	0.7	0.4	0.3	6.4	3.2	3.2	2.8	5.0	-2.2	3.5	5.9	-2.4	8.9	5.9	3.0	11.5	12.1	-0.6
FM104.7	18.5	17.0	1.5	56.3	58.9	-2.6	50.7	30.8	19.9	22.1	21.5	0.6	17.2	21.1	-3.9	5.2	3.1	2.1	0.5	0.7	-0.2
MIX 106.3	11.6	15.1	-3.5	16.8	10.9	5.9	7.6	13.2	-5.6	12.1	19.5	-7.4	17.5	22.5	-5.0	15.0	11.4	3.6	2.6	3.7	-1.1
ABC666	15.3	17.4	-2.1	0.3	4.9	-4.6	1.8	6.1	-4.3	12.9	9.7	3.2	11.9	16.0	-4.1	20.6	23.7	-3.1	28.3	34.0	-5.7
2RN	10.3	8.1	2.2	2.4	0.6	1.8	0.2	1.2	-1.0	9.9	4.5	5.4	13.1	8.1	5.0	12.7	15.8	-3.1	12.7	12.2	0.5
NEWSR	3.0	4.0	-1.0	0.8	2.7	-1.9	0.7	1.2	-0.5	2.3	3.4	-1.1	4.5	4.8	-0.3	4.7	7.5	-2.8	2.8	2.8	0.0
2JJJ	8.5	8.1	0.4	11.1	16.0	-4.9	19.8	27.1	-7.3	14.2	12.6	1.6	7.4	5.1	2.3	3.5	0.8	2.7	0.3	0.1	0.2
ABCFM	9.3	9.9	-0.6	0.7	1.6	-0.9	0.2	6.8	-6.6	6.3	7.8	-1.5	8.1	5.4	2.7	6.5	11.6	-5.1	23.1	21.0	2.1

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	6.7	5.3	1.4	6.1	4.5	1.6	7.4	6.7	0.7	8.3	7.1	1.2	6.6	4.4	2.2	4.2	2.0	2.2	7.7	6.4	1.3
2CC	6.3	6.4	-0.1	6.1	5.0	1.1	9.9	10.3	-0.4	6.0	6.7	-0.7	3.5	3.8	-0.3	5.5	6.1	-0.6	4.7	6.1	-1.4
FM104.7	18.7	18.2	0.5	17.8	18.2	-0.4	18.4	15.5	2.9	20.2	20.5	-0.3	21.7	22.0	-0.3	14.0	12.7	1.3	17.9	12.9	5.0
MIX 106.3	12.2	15.9	-3.7	9.2	11.9	-2.7	15.0	19.1	-4.1	14.4	19.4	-5.0	13.6	17.2	-3.6	9.0	11.3	-2.3	9.4	12.3	-2.9
ABC666	15.3	16.5	-1.2	20.0	21.1	-1.1	12.9	16.1	-3.2	11.1	12.9	-1.8	10.7	11.6	-0.9	22.5	20.2	2.3	15.3	20.2	-4.9
2RN	10.5	7.9	2.6	16.0	11.9	4.1	6.3	5.3	1.0	5.0	4.0	1.0	11.5	9.3	2.2	11.9	8.0	3.9	9.9	8.8	1.1
NEWSR	3.1	3.8	-0.7	4.2	5.4	-1.2	2.5	2.1	0.4	1.9	2.2	-0.3	2.8	4.1	-1.3	4.0	6.0	-2.0	2.9	4.7	-1.8
2JJJ	8.9	8.3	0.6	6.8	6.9	-0.1	8.9	8.4	0.5	11.2	10.0	1.2	10.4	9.2	1.2	7.4	7.0	0.4	7.5	7.4	0.1
ABCFM	8.8	9.5	-0.7	7.0	8.8	-1.8	9.3	9.3	0.0	10.9	8.9	2.0	9.5	9.5	0.0	7.4	13.3	-5.9	10.9	11.4	-0.5

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. Previous survey results did not include any DAB+ digital radio listening. Current survey results include DAB+ digital radio listening.



CANBERRA RADIO - SURVEY 1 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	3	3	0	*	*	*	*	*	*	1	*	*	1	*	*	1	1	0	1	1	0
2CC	3	3	0	*	*	*	*	*	*	*	1	*	*	1	*	1	*	*	1	1	0
FM104.7	8	8	0	1	1	0	2	1	1	2	3	-1	2	2	0	*	*	*	*	*	*
MIX 106.3	5	7	-2	*	*	*	*	1	*	1	3	-2	2	2	0	1	1	0	*	*	*
ABC666	7	8	-1	*	*	*	*	*	*	1	1	0	1	2	-1	1	2	-1	2	3	-1
2RN	4	4	0	*	*	*	*	*	*	1	1	0	1	1	0	1	1	0	1	1	0
NEWSR	1	2	-1	*	*	*	*	*	*	*	*	*	*	1	*	*	1	*	*	*	*
2JJJ	4	4	0	*	*	*	1	1	0	2	2	0	1	1	0	*	*	*	*	*	*
ABCFM	4	5	-1	*	*	*	*	*	*	1	1	0	1	1	0	*	1	*	2	2	0
Total	43	46	-3	2	2	0	4	4	0	11	14	-3	10	11	-1	7	7	0	9	8	1

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	3	3	0	4	3	1	4	4	0	4	4	0	3	4	2	1	3	2	1	1	*	*	3	2	1		
2CC	3	3	0	5	4	1	6	6	0	3	3	0	2	2	0	1	1	1	0	2	2	0	2	2	0		
FM104.7	8	9	-1	13	14	-1	11	10	1	9	11	-2	10	11	-1	2	2	0	6	5	1						
MIX 106.3	6	8	-2	7	9	-2	9	12	-3	7	10	-3	6	9	-3	1	2	-1	3	4	-1						
ABC666	7	8	-1	15	16	-1	7	10	-3	5	7	-2	5	6	-1	4	4	0	5	7	-2						
2RN	5	4	1	12	9	3	4	3	1	2	2	0	5	5	0	2	1	1	4	3	1						
NEWSR	1	2	-1	3	4	-1	1	1	0	1	1	0	1	2	-1	1	1	0	1	2	-1						
2JJJ	4	4	0	5	5	0	5	5	0	5	5	0	5	5	0	1	1	0	3	3	0						
ABCFM	4	5	-1	5	7	-2	5	6	-1	5	5	0	4	5	-1	1	3	-2	4	4	0						
Total	45	49	-4	74	77	-3	57	63	-6	46	52	-6	47	51	-4	16	19	-3	36	36	0						

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. Previous survey results did not include any DAB+ digital radio listening. Current survey results include DAB+ digital radio listening.



CANBERRA RADIO - SURVEY 1 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	46	35	11	2	1	1	3	3	0	10	7	3	12	7	5	11	9	2	8	8	0
2CC	31	37	-6	1	1	0	3	3	0	6	9	-3	6	12	-6	5	3	2	10	8	2
FM104.7	136	138	-2	22	26	-4	33	31	2	45	42	3	28	30	-2	6	6	0	2	3	-1
MIX 106.3	105	113	-8	12	9	3	14	14	0	31	41	-10	33	34	-1	12	11	1	4	4	0
ABC666	106	110	-4	1	6	-5	4	7	-3	26	22	4	28	31	-3	22	19	3	25	24	1
2RN	59	49	10	1	1	0	1	1	0	16	10	6	18	14	4	11	10	1	12	12	0
NEWSR	41	55	-14	1	3	-2	2	5	-3	11	14	-3	14	16	-2	7	10	-3	7	7	0
2JJJ	72	76	-4	8	11	-3	17	19	-2	26	26	0	13	17	-4	4	3	1	2	1	1
ABCFM	51	55	-4	2	2	0	2	3	-1	16	14	2	9	12	-3	5	8	-3	16	15	1
Total	358	354	4	34	34	0	47	47	0	100	100	0	84	84	0	46	44	2	47	46	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	40	30	10	24	17	7	20	14	6	21	18	3	20	19	1	12	7	5	31	22	9
2CC	28	33	-5	18	18	0	16	19	-3	11	19	-8	11	17	-6	9	12	-3	22	21	1
FM104.7	128	130	-2	90	90	0	55	50	5	67	70	-3	75	87	-12	41	40	1	90	85	5
MIX 106.3	96	103	-7	52	57	-5	41	45	-4	42	52	-10	58	64	-6	31	28	3	61	64	-3
ABC666	99	98	1	68	71	-3	43	42	1	39	44	-5	49	49	0	37	39	-2	69	75	-6
2RN	54	47	7	43	36	7	27	21	6	24	20	4	32	27	5	24	18	6	46	35	11
NEWSR	37	50	-13	23	31	-8	17	15	2	16	17	-1	16	25	-9	12	15	-3	25	32	-7
2JJJ	67	67	0	36	41	-5	27	28	-1	34	33	1	43	46	-3	26	21	5	46	48	-2
ABCFM	44	51	-7	27	33	-6	25	28	-3	26	26	0	23	27	-4	15	23	-8	34	40	-6
Total	351	347	4	298	297	1	222	208	14	229	231	-2	259	272	-13	173	164	9	306	295	11

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. Previous survey results did not include any DAB+ digital radio listening. Current survey results include DAB+ digital radio listening.