



CANBERRA RADIO - SURVEY 2 2016

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	6.8	5.5	1.3	1.6	*	*	2.1	3.5	-1.4	5.1	3.5	1.6	9.2	4.4	4.8	12.0	10.1	1.9	7.0	8.5	-1.5
2CC	7.6	7.2	0.4	0.6	0.7	-0.1	13.0	13.3	-0.3	2.7	3.1	-0.4	5.6	6.2	-0.6	8.2	11.6	-3.4	15.7	9.8	5.9
hit104.7	14.7	14.6	0.1	40.8	44.7	-3.9	29.0	29.1	-0.1	19.1	22.3	-3.2	15.1	12.6	2.5	1.1	1.4	-0.3	1.0	1.6	-0.6
MIX 106.3	14.6	17.9	-3.3	14.0	20.7	-6.7	11.5	15.1	-3.6	16.6	18.5	-1.9	24.2	29.2	-5.0	14.5	13.5	1.0	2.9	5.2	-2.3
ABC666	15.0	14.2	0.8	1.7	1.0	0.7	7.5	8.7	-1.2	7.5	7.1	0.4	10.9	10.4	0.5	25.6	19.4	6.2	31.4	31.9	-0.5
2RN	8.2	8.9	-0.7	2.8	0.7	2.1	0.2	1.7	-1.5	5.9	5.1	0.8	3.9	8.9	-5.0	14.4	13.8	0.6	18.2	16.6	1.6
NEWSR	3.9	3.4	0.5	3.5	4.1	-0.6	3.2	1.8	1.4	2.1	2.4	-0.3	6.3	3.6	2.7	5.2	6.5	-1.3	3.3	3.2	0.1
2JJJ	8.4	7.8	0.6	7.3	12.0	-4.7	15.1	13.7	1.4	13.0	14.6	-1.6	10.6	6.1	4.5	2.2	2.3	-0.1	*	0.1	*
ABCFM	8.1	9.9	-1.8	2.6	4.4	-1.8	7.9	6.6	1.3	7.6	7.1	0.5	4.2	9.0	-4.8	9.5	10.3	-0.8	14.1	18.3	-4.2

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	6.6	5.2	1.4	4.9	4.2	0.7	8.4	6.1	2.3	9.1	7.0	2.1	5.7	4.9	0.8	3.2	3.1	0.1	7.3	6.2	1.1
2CC	7.7	7.2	0.5	6.8	6.3	0.5	12.3	10.6	1.7	7.0	7.0	0.0	4.0	4.3	-0.3	8.7	8.6	0.1	7.5	7.3	0.2
hit104.7	15.4	15.3	0.1	12.8	12.5	0.3	14.2	13.9	0.3	18.9	18.3	0.6	19.7	20.5	-0.8	9.5	10.5	-1.0	12.4	12.7	-0.3
MIX 106.3	14.9	18.6	-3.7	11.9	15.9	-4.0	14.4	19.8	-5.4	19.4	22.7	-3.3	16.6	20.6	-4.0	11.5	11.6	-0.1	13.4	15.6	-2.2
ABC666	15.6	14.2	1.4	21.8	19.0	2.8	15.6	14.6	1.0	10.6	8.8	1.8	10.6	9.9	0.7	17.8	18.2	-0.4	13.1	14.2	-1.1
2RN	8.3	8.9	-0.6	12.1	13.9	-1.8	5.8	5.3	0.5	4.2	5.8	-1.6	8.7	8.5	0.2	10.8	9.3	1.5	8.0	8.9	-0.9
NEWSR	4.0	3.4	0.6	6.0	5.4	0.6	2.5	2.0	0.5	2.4	1.9	0.5	4.0	3.0	1.0	5.2	3.9	1.3	3.5	3.7	-0.2
2JJJ	8.0	7.8	0.2	8.4	8.0	0.4	6.9	6.8	0.1	7.8	7.8	0.0	9.9	9.8	0.1	6.6	6.2	0.4	9.4	7.8	1.6
ABCFM	7.7	9.6	-1.9	6.7	8.1	-1.4	9.3	11.1	-1.8	7.5	9.4	-1.9	7.8	10.0	-2.2	7.6	10.5	-2.9	9.5	11.0	-1.5

Please note:

Survey results include listening via streaming to ABC, hit104.7, MIX106.3, 2CC & 2CA for the entire survey. Current & previous survey results include DAB+ digital radio listening.



CANBERRA RADIO - SURVEY 2 2016

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	2	1	*	*	*	*	*	*	1	*	*	1	*	*	1	1	0	1	1	0
2CC	3	3	0	*	*	*	1	1	0	*	*	*	1	1	0	*	1	*	1	1	0
hit104.7	6	6	0	1	1	0	1	1	0	2	3	-1	1	1	0	*	*	*	*	*	*
MIX 106.3	6	7	-1	*	*	*	1	1	0	2	2	0	2	3	-1	1	1	0	*	*	*
ABC666	7	6	1	*	*	*	*	*	*	1	1	0	1	1	0	1	1	0	3	2	1
2RN	4	4	0	*	*	*	*	*	*	1	1	0	*	1	*	1	1	0	2	1	1
NEWSR	2	1	1	*	*	*	*	*	*	*	*	*	1	*	*	*	*	*	*	*	*
2JJJ	4	3	1	*	*	*	1	1	0	2	2	0	1	1	0	*	*	*	*	*	*
ABCFM	4	4	0	*	*	*	*	*	*	1	1	0	*	1	*	1	1	0	1	1	0
Total	43	42	1	3	2	1	5	4	1	12	12	0	9	11	-2	6	6	0	8	8	0

Average Audience (000's) by Session, P10+ [Potential: 382]

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	2	1	4	3	1	5	3	2	5	3	2	3	2	1	*	1	*	3	2	1						
2CC	4	3	1	5	4	1	7	6	1	4	3	1	2	2	0	1	1	0	3	3	0						
hit104.7	7	7	0	9	9	0	8	8	0	10	9	1	9	9	0	1	2	-1	5	5	0						
MIX 106.3	7	8	-1	9	11	-2	8	11	-3	10	11	-1	8	10	-2	2	2	0	5	6	-1						
ABC666	7	6	1	16	13	3	9	8	1	5	4	1	5	5	0	3	3	0	5	5	0						
2RN	4	4	0	9	10	-1	3	3	0	2	3	-1	4	4	0	2	2	0	3	3	0						
NEWSR	2	1	1	4	4	0	1	1	0	1	1	0	2	1	1	1	1	0	1	1	0						
2JJJ	4	3	1	6	6	0	4	4	0	4	4	0	5	5	0	1	1	0	3	3	0						
ABCFM	4	4	0	5	6	-1	5	6	-1	4	4	0	4	5	-1	1	2	-1	4	4	0						
Total	46	44	2	73	70	3	58	56	2	50	46	4	48	46	2	15	17	-2	37	36	1						

Please note:

Survey results include listening via streaming to ABC, hit104.7, MIX106.3, 2CC & 2CA for the entire survey. Current & previous survey results include DAB+ digital radio listening.



CANBERRA RADIO - SURVEY 2 2016

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	39	38	1	2	*	*	1	3	-2	6	7	-1	10	8	2	11	9	2	9	10	-1
2CC	29	28	1	1	1	0	3	3	0	4	4	0	7	7	0	4	5	-1	10	8	2
hit104.7	115	121	-6	22	20	2	23	23	0	38	45	-7	26	26	0	3	4	-1	2	3	-1
MIX 106.3	120	121	-1	16	15	1	12	12	0	35	38	-3	38	37	1	14	11	3	6	8	-2
ABC666	100	91	9	4	3	1	6	6	0	19	14	5	25	22	3	21	21	0	25	25	0
2RN	49	49	0	2	2	0	1	2	-1	10	8	2	9	12	-3	12	12	0	16	13	3
NEWSR	53	42	11	4	3	1	4	3	1	13	10	3	18	13	5	7	7	0	7	5	2
2JJJ	77	70	7	6	6	0	17	17	0	33	28	5	18	14	4	3	4	-1	*	*	*
ABCFM	50	50	0	4	3	1	5	4	1	9	8	1	11	12	-1	7	9	-2	13	14	-1
Total	363	363	0	36	36	0	44	44	0	102	102	0	88	87	1	45	45	0	49	49	0

Cumulative Audience (000's) by Session, P10+ [Potential: 382]

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	34	34	0	20	17	3	20	18	2	21	20	1	20	18	2	7	6	1	28	24	4
2CC	27	26	1	18	17	1	18	19	-1	17	15	2	16	13	3	11	10	1	21	17	4
hit104.7	110	113	-3	70	71	-1	43	47	-4	54	59	-5	77	85	-8	30	42	-12	66	73	-7
MIX 106.3	109	108	1	63	69	-6	50	49	1	61	63	-2	67	67	0	31	31	0	73	74	-1
ABC666	91	83	8	69	60	9	47	38	9	42	35	7	43	35	8	27	27	0	64	58	6
2RN	46	45	1	34	32	2	18	21	-3	20	21	-1	22	24	-2	16	17	-1	35	32	3
NEWSR	49	38	11	35	26	9	16	14	2	15	12	3	23	17	6	15	13	2	31	26	5
2JJJ	70	65	5	42	41	1	29	26	3	34	26	8	41	42	-1	22	23	-1	52	41	11
ABCFM	45	46	-1	25	27	-2	29	30	-1	26	26	0	25	28	-3	16	20	-4	34	33	1
Total	357	356	1	297	292	5	224	213	11	238	232	6	276	271	5	164	167	-3	304	292	12

Please note:

Survey results include listening via streaming to ABC, hit104.7, MIX106.3, 2CC & 2CA for the entire survey. Current & previous survey results include DAB+ digital radio listening.