

CANBERRA RADIO - SURVEY #1 2013



Share Movement (%) by Demographic, Mon-Sun 5.30am-12.00 Midnight

Station	P10+			P10-17			P18-24			P25-39			P40-54			P55-64			P65+		
	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-
2CA	6.8	5.3	1.5	9.7	1.5	8.2	4.1	0.5	3.6	2.4	1.5	0.9	8.0	6.1	1.9	10.3	15.0	-4.7	7.8	4.7	3.1
2CC	6.7	8.3	-1.6	0.3	1.0	-0.7	2.8	0.8	2.0	2.6	4.7	-2.1	6.9	6.9	0.0	8.2	9.5	-1.3	14.3	18.0	-3.7
Canb 104.7	23.9	18.6	5.3	43.4	54.0	-10.6	50.3	34.2	16.1	39.9	35.7	4.2	19.9	15.8	4.1	9.3	2.2	7.1	2.2	1.1	1.1
MIX 106.3	16.8	12.3	4.5	21.3	14.8	6.5	9.6	15.3	-5.7	23.8	14.1	9.7	28.8	19.9	8.9	9.6	9.5	0.1	1.7	2.0	-0.3
ABC666	14.0	14.9	-0.9	5.6	6.0	-0.4	1.1	2.1	-1.0	3.2	6.7	-3.5	12.6	16.9	-4.3	29.6	25.3	4.3	24.0	22.0	2.0
2RN	6.9	8.7	-1.8	1.2	0.5	0.7	1.7	1.0	0.7	1.7	3.9	-2.2	5.8	8.9	-3.1	11.6	16.2	-4.6	15.1	13.5	1.6
NEWS'R	4.1	4.7	-0.6	0.6	1.3	-0.7	2.8	5.3	-2.5	4.0	5.6	-1.6	5.8	5.6	0.2	2.9	4.9	-2.0	4.9	2.9	2.0
2JJJ	8.4	10.9	-2.5	13.3	10.7	2.6	21.9	27.7	-5.8	14.8	20.8	-6.0	6.4	9.0	-2.6	0.8	1.8	-1.0	0.6	0.1	0.5
ABCFM	7.1	10.0	-2.9	1.0	2.6	-1.6	0.4	2.8	-2.4	3.0	3.8	-0.8	2.7	5.4	-2.7	7.0	8.5	-1.5	24.3	27.8	-3.5

Share Movement (%) by Session, P10+

Station	Mon-Fri 5.30am-12.00Mdnt			Breakfast 5.30am-9.00am			Morning 9.00am-12.00Noon			Afternoon 12.00Noon-4.00pm			Drive 4.00pm-7.00pm			Evening 7.00pm-12.00Mdnt			Saturday & Sunday 5.30am-12.00Mdnt		
	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-
2CA	5.8	5.0	0.8	6.2	4.8	1.4	5.2	6.5	-1.3	6.1	5.5	0.6	5.5	3.4	2.1	5.8	4.1	1.7	10.2	6.5	3.7
2CC	6.9	7.9	-1.0	5.0	6.8	-1.8	11.1	12.3	-1.2	7.3	7.4	-0.1	4.8	3.7	1.1	6.4	11.1	-4.7	6.2	9.6	-3.4
Canb 104.7	24.7	20.1	4.6	22.5	18.7	3.8	24.5	18.1	6.4	29.2	22.8	6.4	26.7	22.9	3.8	15.0	16.9	-1.9	20.9	13.4	7.5
MIX 106.3	17.7	12.6	5.1	14.1	7.6	6.5	19.7	13.5	6.2	21.7	16.2	5.5	17.5	15.6	1.9	13.9	13.7	0.2	13.7	11.1	2.6
ABC666	14.3	14.8	-0.5	17.9	19.3	-1.4	13.3	11.8	1.5	11.5	10.6	0.9	12.5	14.5	-2.0	15.1	16.9	-1.8	12.7	15.0	-2.3
2RN	6.7	8.8	-2.1	10.3	14.0	-3.7	4.4	6.6	-2.2	2.8	4.2	-1.4	5.6	7.3	-1.7	12.5	9.7	2.8	7.9	8.2	-0.3
NEWS'R	4.1	4.9	-0.8	6.9	6.1	0.8	1.7	4.0	-2.3	1.8	4.1	-2.3	3.5	5.3	-1.8	8.6	3.8	4.8	4.1	4.0	0.1
2JJJ	8.1	10.7	-2.6	6.9	9.1	-2.2	7.6	11.2	-3.6	7.7	13.3	-5.6	12.3	11.1	1.2	7.0	7.8	-0.8	9.3	11.5	-2.2
ABCFM	6.9	9.3	-2.4	5.2	8.3	-3.1	6.6	9.7	-3.1	7.4	9.4	-2.0	7.7	10.2	-2.5	11.3	9.9	1.4	7.8	12.4	-4.6