

CANBERRA RADIO - SURVEY #2 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	6.1	6.8	-0.7	2.7	9.7	-7.0	4.5	4.1	0.4	0.8	2.4	-1.6	8.7	8.0	0.7	9.6	10.3	-0.7	7.1	7.8	-0.7
2CC	4.6	6.7	-2.1	1.1	0.3	0.8	2.1	2.8	-0.7	2.3	2.6	-0.3	4.5	6.9	-2.4	5.1	8.2	-3.1	9.3	14.3	-5.0
Canb 104.7	18.5	23.9	-5.4	38.3	43.4	-5.1	34.8	50.3	-15.5	31.1	39.9	-8.8	17.9	19.9	-2.0	6.6	9.3	-2.7	1.8	2.2	-0.4
MIX 106.3	13.9	16.8	-2.9	7.3	21.3	-14.0	14.3	9.6	4.7	19.8	23.8	-4.0	21.1	28.8	-7.7	8.5	9.6	-1.1	3.6	1.7	1.9
ABC666	14.1	14.0	0.1	5.4	5.6	-0.2	3.7	1.1	2.6	6.0	3.2	2.8	13.2	12.6	0.6	25.0	29.6	-4.6	22.7	24.0	-1.3
2RN	9.3	6.9	2.4	3.8	1.2	2.6	*	1.7	-1.7	4.1	1.7	2.4	7.1	5.8	1.3	20.0	11.6	8.4	14.8	15.1	-0.3
NEWS'R	5.2	4.1	1.1	4.6	0.6	4.0	0.4	2.8	-2.4	4.5	4.0	0.5	7.5	5.8	1.7	3.5	2.9	0.6	7.4	4.9	2.5
2JJJ	12.3	8.4	3.9	10.9	13.3	-2.4	34.4	21.9	12.5	24.8	14.8	10.0	8.0	6.4	1.6	1.8	0.8	1.0	1.4	0.6	0.8
ABCFM	10.0	7.1	2.9	4.7	1.0	3.7	3.6	0.4	3.2	1.2	3.0	-1.8	3.9	2.7	1.2	16.0	7.0	9.0	27.9	24.3	3.6

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	5.9	5.8	0.1	4.9	6.2	-1.3	7.8	5.2	2.6	7.4	6.1	1.3	4.8	5.5	-0.7	3.0	5.8	-2.8	6.6	10.2	-3.6
2CC	4.8	6.9	-2.1	4.0	5.0	-1.0	7.5	11.1	-3.6	5.2	7.3	-2.1	3.6	4.8	-1.2	2.9	6.4	-3.5	3.8	6.2	-2.4
Canb 104.7	19.3	24.7	-5.4	22.8	22.5	0.3	15.5	24.5	-9.0	18.6	29.2	-10.6	21.3	26.7	-5.4	13.0	15.0	-2.0	15.8	20.9	-5.1
MIX 106.3	14.7	17.7	-3.0	10.2	14.1	-3.9	19.8	19.7	0.1	19.2	21.7	-2.5	14.6	17.5	-2.9	6.4	13.9	-7.5	11.0	13.7	-2.7
ABC666	13.9	14.3	-0.4	16.8	17.9	-1.1	11.3	13.3	-2.0	10.4	11.5	-1.1	12.2	12.5	-0.3	23.2	15.1	8.1	14.9	12.7	2.2
2RN	9.0	6.7	2.3	10.8	10.3	0.5	7.6	4.4	3.2	6.2	2.8	3.4	8.5	5.6	2.9	14.3	12.5	1.8	10.3	7.9	2.4
NEWS'R	5.1	4.1	1.0	7.2	6.9	0.3	3.6	1.7	1.9	2.7	1.8	0.9	5.0	3.5	1.5	8.5	8.6	-0.1	5.6	4.1	1.5
2JJJ	13.0	8.1	4.9	11.0	6.9	4.1	12.6	7.6	5.0	14.7	7.7	7.0	15.8	12.3	3.5	11.2	7.0	4.2	9.8	9.3	0.5
ABCFM	8.9	6.9	2.0	7.5	5.2	2.3	9.9	6.6	3.3	9.6	7.4	2.2	8.2	7.7	0.5	11.5	11.3	0.2	13.7	7.8	5.9