



# CANBERRA RADIO - SURVEY 3 2014

## 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	5.6	5.5	0.1	0.1	0.7	-0.6	6.5	3.9	2.6	2.4	2.6	-0.2	3.7	4.7	-1.0	13.9	11.9	2.0	6.7	7.3	-0.6
2CC	6.3	7.0	-0.7	0.4	1.1	-0.7	3.2	1.2	2.0	5.0	3.1	1.9	5.9	6.7	-0.8	5.9	11.0	-5.1	12.1	14.3	-2.2
FM104.7	17.0	17.3	-0.3	58.9	40.5	18.4	30.8	43.4	-12.6	21.5	23.6	-2.1	21.1	16.7	4.4	3.1	4.2	-1.1	0.7	1.9	-1.2
MIX 106.3	15.1	16.8	-1.7	10.9	21.3	-10.4	13.2	11.9	1.3	19.5	18.5	1.0	22.5	27.4	-4.9	11.4	12.2	-0.8	3.7	3.6	0.1
ABC666	17.4	16.4	1.0	4.9	11.1	-6.2	6.1	3.8	2.3	9.7	8.0	1.7	16.0	16.3	-0.3	23.7	23.5	0.2	34.0	30.6	3.4
2RN	8.1	7.6	0.5	0.6	0.7	-0.1	1.2	0.8	0.4	4.5	4.9	-0.4	8.1	6.4	1.7	15.8	12.8	3.0	12.2	14.0	-1.8
NEWSR	4.0	3.3	0.7	2.7	2.8	-0.1	1.2	0.8	0.4	3.4	3.4	0.0	4.8	3.8	1.0	7.5	5.7	1.8	2.8	1.5	1.3
2JJJ	8.1	10.0	-1.9	16.0	13.2	2.8	27.1	28.6	-1.5	12.6	20.6	-8.0	5.1	3.7	1.4	0.8	2.2	-1.4	0.1	0.3	-0.2
ABCFM	9.9	8.2	1.7	1.6	2.0	-0.4	6.8	1.5	5.3	7.8	5.4	2.4	5.4	6.5	-1.1	11.6	9.4	2.2	21.0	18.7	2.3

## 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	5.3	5.4	-0.1	4.5	4.6	-0.1	6.7	6.2	0.5	7.1	7.2	-0.1	4.4	4.9	-0.5	2.0	2.8	-0.8	6.4	5.7	0.7
2CC	6.4	7.0	-0.6	5.0	5.9	-0.9	10.3	10.4	-0.1	6.7	7.0	-0.3	3.8	4.3	-0.5	6.1	8.1	-2.0	6.1	7.0	-0.9
FM104.7	18.2	18.2	0.0	18.2	17.7	0.5	15.5	16.3	-0.8	20.5	21.2	-0.7	22.0	20.8	1.2	12.7	12.2	0.5	12.9	14.2	-1.3
MIX 106.3	15.9	17.6	-1.7	11.9	13.4	-1.5	19.1	19.7	-0.6	19.4	20.7	-1.3	17.2	19.7	-2.5	11.3	14.5	-3.2	12.3	14.0	-1.7
ABC666	16.5	15.9	0.6	21.1	21.2	-0.1	16.1	15.1	1.0	12.9	10.9	2.0	11.6	11.7	-0.1	20.2	20.5	-0.3	20.2	18.4	1.8
2RN	7.9	7.6	0.3	11.9	11.2	0.7	5.3	4.6	0.7	4.0	3.7	0.3	9.3	8.7	0.6	8.0	9.9	-1.9	8.8	7.8	1.0
NEWSR	3.8	3.0	0.8	5.4	5.0	0.4	2.1	1.3	0.8	2.2	1.5	0.7	4.1	3.0	1.1	6.0	4.7	1.3	4.7	4.1	0.6
2JJJ	8.3	9.9	-1.6	6.9	8.0	-1.1	8.4	10.3	-1.9	10.0	11.2	-1.2	9.2	11.2	-2.0	7.0	9.2	-2.2	7.4	10.4	-3.0
ABCFM	9.5	7.8	1.7	8.8	6.4	2.4	9.3	9.1	0.2	8.9	8.4	0.5	9.5	7.5	2.0	13.3	8.4	4.9	11.4	9.6	1.8

**Please note:**

Previous 2014 survey results included listening via streaming for all ABC Radio stations but no listening to local streaming for any Canberra commercial radio stations as no commercial radio stations in Canberra have been streaming local stations since 31 January 2014.

Current Survey 3 2014 results include listening via streaming to ABC Radio stations for the entire survey period, listening via local streaming to FM104.7/MIX 106.3 for one third of the survey period and no listening via streaming to 2CC/2CA as 2CC/2CA have not been streaming since late 2013.

Previous and current survey results do not include any DAB+ digital radio listening to the Canberra DAB+ trial services.