



CANBERRA RADIO - SURVEY 2 2017

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	6.5	4.1	2.4	9.1	4.7	4.4	3.1	1.1	2.0	6.0	1.9	4.1	7.0	2.2	4.8	9.0	10.0	-1.0	5.0	6.4	-1.4
2CC	3.9	4.7	-0.8	*	0.5	*	*	*	*	0.2	0.7	-0.5	2.8	5.0	-2.2	6.2	6.1	0.1	10.7	12.2	-1.5
HIT 104.7	16.8	18.4	-1.6	40.1	42.2	-2.1	31.3	36.8	-5.5	33.1	30.8	2.3	10.2	14.5	-4.3	4.1	5.3	-1.2	1.9	1.2	0.7
MIX 106.3	19.5	20.2	-0.7	38.8	40.4	-1.6	9.5	9.9	-0.4	18.7	21.5	-2.8	30.7	31.3	-0.6	17.9	19.1	-1.2	6.4	4.5	1.9
ABC CAN	13.6	12.3	1.3	1.6	5.5	-3.9	0.2	2.0	-1.8	5.0	6.7	-1.7	14.5	10.6	3.9	24.8	19.3	5.5	23.4	23.4	0.0
2RN	11.0	10.7	0.3	0.5	0.4	0.1	2.9	5.3	-2.4	10.8	8.7	2.1	7.6	7.6	0.0	15.1	17.2	-2.1	18.3	17.7	0.6
ABC NEWS	3.5	4.9	-1.4	0.1	0.5	-0.4	1.8	6.6	-4.8	3.1	4.8	-1.7	4.8	7.1	-2.3	4.3	5.6	-1.3	3.2	2.6	0.6
2JJJ	6.9	8.7	-1.8	4.3	3.6	0.7	29.9	19.1	10.8	8.6	17.1	-8.5	6.0	7.3	-1.3	2.6	2.4	0.2	0.7	0.4	0.3
ABCFM	9.1	7.9	1.2	0.1	0.3	-0.2	2.6	1.5	1.1	7.4	2.1	5.3	8.0	5.4	2.6	5.6	6.9	-1.3	20.6	24.3	-3.7

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	6.0	3.8	2.2	4.8	3.9	0.9	6.1	2.9	3.2	7.9	3.7	4.2	6.6	4.2	2.4	4.3	5.2	-0.9	7.9	5.2	2.7
2CC	4.1	5.1	-1.0	4.4	5.4	-1.0	5.8	8.2	-2.4	3.1	4.2	-1.1	3.0	2.6	0.4	3.4	3.2	0.2	3.2	3.7	-0.5
HIT 104.7	17.9	18.6	-0.7	15.9	16.2	-0.3	16.4	17.6	-1.2	19.5	19.9	-0.4	22.2	23.5	-1.3	15.9	16.2	-0.3	13.5	18.0	-4.5
MIX 106.3	20.6	21.6	-1.0	16.0	15.6	0.4	25.8	25.8	0.0	27.0	28.4	-1.4	18.8	20.8	-2.0	13.2	15.3	-2.1	16.1	15.7	0.4
ABC CAN	13.5	12.6	0.9	19.3	17.7	1.6	11.3	11.1	0.2	9.2	8.3	0.9	10.0	9.5	0.5	15.2	15.5	-0.3	13.9	11.6	2.3
2RN	10.8	10.2	0.6	15.4	14.3	1.1	8.3	8.2	0.1	8.3	7.4	0.9	9.5	9.2	0.3	9.3	10.3	-1.0	11.5	12.3	-0.8
ABC NEWS	3.5	4.9	-1.4	5.0	8.5	-3.5	2.5	2.7	-0.2	2.4	2.5	-0.1	2.2	3.2	-1.0	5.7	6.6	-0.9	3.4	5.2	-1.8
2JJJ	7.3	9.3	-2.0	5.6	7.5	-1.9	7.8	10.2	-2.4	7.9	11.2	-3.3	10.2	11.2	-1.0	4.8	4.9	-0.1	5.7	6.6	-0.9
ABCFM	8.4	7.1	1.3	7.8	6.2	1.6	8.8	7.9	0.9	6.0	6.9	-0.9	8.9	7.8	1.1	14.0	7.7	6.3	11.5	10.3	1.2

Please note: Survey results include listening via streaming to ABC, HIT 104.7, MIX106.3, 2CC & 2CA for the entire survey. Current & previous survey results include DAB+ digital radio listening.

EMBARGOED UNTIL 9:30AM AEST



CANBERRA RADIO - SURVEY 2 2017

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	*
2CC	2	2	0	*	*	*	*	*	*	*	*	*	*	1	*	*	*	*	1	1	0
HIT 104.7	8	8	0	1	1	0	1	1	0	4	4	0	1	2	-1	*	*	*	*	*	*
MIX 106.3	9	9	0	1	1	0	*	*	*	2	3	-1	4	3	1	1	1	0	1	*	*
ABC CAN	6	5	1	*	*	*	*	*	*	1	1	0	2	1	1	2	1	1	2	2	0
2RN	5	5	0	*	*	*	*	*	*	1	1	0	1	1	0	1	1	0	2	2	0
ABC NEWS	2	2	0	*	*	*	*	*	*	*	1	*	1	1	0	*	*	*	*	*	*
2JJJ	3	4	-1	*	*	*	1	1	0	1	2	-1	1	1	0	*	*	*	*	*	*
ABCFM	4	3	1	*	*	*	*	*	*	1	*	*	1	1	0	*	*	*	2	2	0
Total	45	44	1	2	2	0	3	4	-1	12	12	0	11	11	0	7	6	1	9	9	0

Average Audience (000's) by Session, P10+ [Potential: 387]

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	4	2	2	4	2	2	3	2	1	1	1	0	3	2	1						
2CC	2	2	0	3	4	-1	3	5	-2	2	2	0	1	1	0	1	1	0	1	1	0						
HIT 104.7	8	9	-1	12	12	0	10	11	-1	10	10	0	11	11	0	3	3	0	5	7	-2						
MIX 106.3	10	10	0	12	12	0	15	16	-1	14	14	0	9	10	-1	2	2	0	6	6	0						
ABC CAN	6	6	0	15	13	2	7	7	0	5	4	1	5	5	0	3	2	1	5	4	1						
2RN	5	5	0	12	11	1	5	5	0	4	4	0	5	4	1	2	2	0	4	4	0						
ABC NEWS	2	2	0	4	6	-2	1	2	-1	1	1	0	1	2	-1	1	1	0	1	2	-1						
2JJJ	3	4	-1	4	6	-2	5	6	-1	4	6	-2	5	5	0	1	1	0	2	2	0						
ABCFM	4	3	1	6	5	1	5	5	0	3	3	0	4	4	0	2	1	1	4	4	0						
Total	47	47	0	78	74	4	58	61	-3	50	50	0	48	48	0	17	15	2	38	36	2						

Please note: Survey results include listening via streaming to ABC, HIT 104.7, MIX106.3, 2CC & 2CA for the entire survey. Current & previous survey results include DAB+ digital radio listening.



CANBERRA RADIO - SURVEY 2 2017

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	45	33	12	4	1	3	1	*	*	8	6	2	11	5	6	11	10	1	11	10	1
2CC	23	22	1	*	*	*	*	*	*	1	3	-2	9	7	2	5	4	1	7	8	-1
HIT 104.7	127	128	-1	22	23	-1	22	23	-1	45	41	4	27	31	-4	7	8	-1	3	2	1
MIX 106.3	140	137	3	17	18	-1	12	12	0	42	39	3	44	47	-3	19	17	2	7	5	2
ABC CAN	94	95	-1	4	7	-3	1	3	-2	18	18	0	22	19	3	23	23	0	26	25	1
2RN	55	57	-2	1	1	0	1	3	-2	14	15	-1	12	12	0	11	10	1	15	17	-2
ABC NEWS	43	54	-11	*	1	*	3	4	-1	12	15	-3	13	19	-6	8	8	0	7	7	0
2JJJ	58	70	-12	5	5	0	13	11	2	23	33	-10	12	14	-2	4	5	-1	1	2	-1
ABCFM	43	49	-6	*	1	*	2	3	-1	9	9	0	10	11	-1	6	8	-2	14	17	-3
Total	367	367	0	34	33	1	43	44	-1	101	102	-1	87	87	0	48	48	0	52	52	0

Cumulative Audience (000's) by Session, P10+ [Potential: 387]

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	29	11	21	15	6	19	18	1	25	18	7	18	15	3	11	9	2	30	23	7
2CC	20	20	0	13	13	0	11	13	-2	9	12	-3	9	10	-1	6	5	1	13	14	-1
HIT 104.7	116	118	-2	88	87	1	43	55	-12	62	61	1	76	83	-7	47	43	4	81	86	-5
MIX 106.3	127	123	4	85	78	7	60	60	0	68	69	-1	74	79	-5	36	39	-3	97	95	2
ABC CAN	85	87	-2	67	68	-1	42	41	1	39	36	3	42	44	-2	29	25	4	68	62	6
2RN	51	51	0	39	39	0	26	26	0	26	25	1	32	30	2	21	19	2	42	45	-3
ABC NEWS	41	51	-10	27	36	-9	14	18	-4	13	18	-5	15	18	-3	13	17	-4	26	34	-8
2JJJ	54	64	-10	31	43	-12	24	25	-1	31	32	-1	36	42	-6	14	16	-2	33	42	-9
ABCFM	38	44	-6	24	24	0	24	25	-1	20	25	-5	23	24	-1	18	13	5	34	34	0
Total	359	358	1	307	306	1	220	229	-9	244	240	4	269	273	-4	173	167	6	308	308	0

Please note: Survey results include listening via streaming to ABC, HIT 104.7, MIX106.3, 2CC & 2CA for the entire survey. Current & previous survey results include DAB+ digital radio listening.