

# Canberra Radio - Survey #2 2009



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

Station	P10+			P10-17			P18-24			P25-39			P40-54			P55+			Grocery Buyer		
	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-
2CA	4.1	5.9	-1.8	2.4	2.6	-0.2	*	1.6	-1.6	1.6	1.0	0.6	6.6	9.6	-3.0	6.1	8.4	-2.3	5.2	6.1	-0.9
2CC	6.3	5.6	0.7	0.3	1.0	-0.7	2.3	0.5	1.8	2.7	1.8	0.9	5.5	5.5	0.0	12.4	10.9	1.5	7.4	7.5	-0.1
Canb 104.7	18.3	20.5	-2.2	47.1	50.7	-3.6	37.5	50.5	-13.0	29.6	28.9	0.7	13.4	18.1	-4.7	1.0	1.6	-0.6	11.3	12.5	-1.2
MIX 106.3	18.0	16.0	2.0	27.2	13.9	13.3	10.2	13.1	-2.9	23.5	23.7	-0.2	29.1	22.9	6.2	6.3	6.4	-0.1	16.7	14.5	2.2
ABC666	16.1	19.0	-2.9	3.3	9.0	-5.7	2.4	3.1	-0.7	8.6	13.3	-4.7	18.9	16.5	2.4	27.2	32.1	-4.9	21.6	24.5	-2.9
2RN	7.5	6.9	0.6	1.8	3.3	-1.5	0.7	0.3	0.4	2.5	4.7	-2.2	8.3	6.1	2.2	14.3	12.1	2.2	9.6	8.6	1.0
NEWSR	3.4	4.1	-0.7	1.5	0.6	0.9	1.3	0.4	0.9	3.5	6.1	-2.6	3.4	5.6	-2.2	4.4	3.1	1.3	4.2	5.0	-0.8
2JJJ	13.5	8.8	4.7	13.8	10.6	3.2	40.7	26.3	14.4	22.8	12.4	10.4	6.2	7.7	-1.5	1.6	0.5	1.1	5.8	5.2	0.6
ABC CL-FM	7.4	7.7	-0.3	0.4	1.6	-1.2	0.3	0.6	-0.3	1.4	3.0	-1.6	3.7	3.8	-0.1	18.9	17.5	1.4	11.6	10.7	0.9

## 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	3.9	5.6	-1.7	4.0	4.8	-0.8	5.1	6.5	-1.4	4.0	6.9	-2.9	3.4	5.2	-1.8	1.7	3.0	-1.3	5.0	7.0	-2.0
2CC	5.9	5.6	0.3	4.9	4.9	0.0	8.5	5.7	2.8	6.0	6.1	-0.1	3.2	4.7	-1.5	9.7	8.4	1.3	7.6	5.6	2.0
Canb 104.7	19.7	21.0	-1.3	18.8	18.1	0.7	16.5	20.4	-3.9	19.3	24.3	-5.0	27.1	25.6	1.5	15.8	15.4	0.4	13.6	18.5	-4.9
MIX 106.3	18.3	16.7	1.6	17.1	15.6	1.5	21.2	19.4	1.8	22.5	19.8	2.7	16.5	14.6	1.9	9.4	10.1	-0.7	16.9	13.6	3.3
ABC666	16.2	19.0	-2.8	21.0	24.1	-3.1	14.0	16.8	-2.8	12.8	14.0	-1.2	13.5	16.1	-2.6	18.0	25.9	-7.9	15.7	18.8	-3.1
2RN	7.6	6.9	0.7	11.5	9.1	2.4	4.8	6.1	-1.3	3.9	4.4	-0.5	7.9	7.0	0.9	8.5	7.3	1.2	7.1	7.2	-0.1
NEWSR	3.4	4.0	-0.6	4.9	5.3	-0.4	2.2	2.4	-0.2	1.7	2.4	-0.7	3.5	4.5	-1.0	5.5	6.7	-1.2	3.1	4.3	-1.2
2JJJ	13.0	9.1	3.9	9.2	7.6	1.6	14.3	8.9	5.4	16.0	10.3	5.7	12.4	11.1	1.3	17.6	8.1	9.5	15.1	7.7	7.4
ABC CL-FM	7.0	7.1	-0.1	4.7	6.4	-1.7	9.0	7.1	1.9	8.3	6.7	1.6	7.7	6.6	1.1	5.5	11.2	-5.7	8.9	9.8	-0.9

Survey Period: Sun August 9 - Sat September 5, 2009

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## Average Audience (00's) by Demographic, Mon-Sun 5.30am-12.00 Midnight

Station	P10+			P10-17			P18-24			P25-39			P40-54			P55+			Grocery Buyer		
	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-
Potential	3385			393			472			927			811			782			1502		
2CA	18	25	-7	1	*	1	*	1	-1	2	1	1	7	11	-4	8	12	-4	11	14	-3
2CC	27	24	3	*	*	0	1	*	1	3	2	1	6	6	0	17	15	2	16	17	-1
Canb 104.7	77	87	-10	11	9	2	19	26	-7	32	29	3	14	20	-6	1	2	-1	24	28	-4
MIX 106.3	76	68	8	6	2	4	5	7	-2	25	24	1	30	26	4	9	9	0	36	33	3
ABC666	68	81	-13	1	2	-1	1	2	-1	9	13	-4	20	19	1	37	45	-8	47	56	-9
2RN	32	29	3	*	1	-1	*	*	0	3	5	-2	9	7	2	19	17	2	21	20	1
NEWSR	14	17	-3	*	*	0	1	*	1	4	6	-2	4	6	-2	6	4	2	9	11	-2
2JJJ	57	37	20	3	2	1	20	14	6	25	13	12	6	9	-3	2	1	1	13	12	1
ABC CL-FM	31	33	-2	*	*	0	*	*	0	1	3	-2	4	4	0	26	25	1	25	24	1
ALL	422	425	-3	24	17	7	50	52	-2	108	101	7	105	113	-8	135	141	-6	215	228	-13

## Average Audience (00's) by Session, P10+ [Potential: 3385]

Station	Mon-Fri 5.30am-12.00Mndt			Breakfast 5.30am-9.00am			Morning 9.00am-12.00Noon			Afternoon 12.00Noon-4.00pm			Drive 4.00pm-7.00pm			Evening 7.00pm-12.00Mndt			Saturday & Sunday 5.30am-12.00Mndt		
	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-
2CA	18	26	-8	30	35	-5	28	39	-11	19	35	-16	17	24	-7	2	5	-3	17	24	-7
2CC	27	26	1	37	36	1	47	34	13	28	31	-3	16	21	-5	14	13	1	26	19	7
Canb 104.7	90	97	-7	142	132	10	92	122	-30	90	124	-34	139	116	23	23	24	-1	46	63	-17
MIX 106.3	84	77	7	129	113	16	118	116	2	106	101	5	85	66	19	14	16	-2	57	46	11
ABC666	74	87	-13	159	175	-16	78	101	-23	60	71	-11	69	73	-4	26	40	-14	53	64	-11
2RN	35	31	4	87	66	21	27	37	-10	18	23	-5	40	32	8	12	11	1	24	24	0
NEWSR	16	18	-2	37	38	-1	12	14	-2	8	12	-4	18	20	-2	8	10	-2	10	15	-5
2JJJ	59	42	17	69	55	14	79	53	26	75	53	22	63	50	13	26	12	14	51	26	25
ABC CL-FM	32	33	-1	35	46	-11	50	43	7	39	34	5	40	30	10	8	17	-9	30	33	-3
ALL	457	460	-3	755	727	28	554	599	-45	469	509	-40	511	452	59	146	154	-8	336	338	-2

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## Cumulative Audience (00's) by Demographic, Mon-Sun 5.30am-12.00 Midnight

Station	P10+			P10-17			P18-24			P25-39			P40-54			P55+			Grocery Buyer		
	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-
Potential	3385			393			472			927			811			782			1502		
2CA	304	381	-77	14	31	-17	*	25	-25	58	50	8	102	129	-27	130	145	-15	167	195	-28
2CC	314	231	83	18	16	2	40	9	31	50	33	17	62	66	-4	145	107	38	164	127	37
Canb 104.7	1281	1243	38	223	224	-1	269	281	-12	472	411	61	273	275	-2	45	53	-8	433	422	11
MIX 106.3	1033	943	90	125	97	28	88	124	-36	335	316	19	354	300	54	130	106	24	511	398	113
ABC666	1019	912	107	64	40	24	51	45	6	228	185	43	294	269	25	383	373	10	552	519	33
2RN	479	431	48	21	20	1	20	12	8	93	85	8	119	119	0	225	195	30	262	261	1
NEWSR	405	387	18	7	7	0	27	35	-8	108	147	-39	152	91	61	111	107	4	217	200	17
2JJJ	690	607	83	87	52	35	173	158	15	295	251	44	106	117	-11	29	28	1	221	222	-1
ABC CL-FM	381	440	-59	21	20	1	16	39	-23	62	85	-23	82	82	0	200	214	-14	260	250	10
ALL	3186	3190	-4	352	344	8	418	423	-5	889	880	9	780	780	0	747	763	-16	1443	1460	-17

## Cumulative Audience (00's) by Session, P10+ [Potential: 3385]

Station	Mon-Fri 5.30am-12.00Mndt			Breakfast 5.30am-9.00am			Morning 9.00am-12.00Noon			Afternoon 12.00Noon-4.00pm			Drive 4.00pm-7.00pm			Evening 7.00pm-12.00Mndt			Saturday & Sunday 5.30am-12.00Mndt		
	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-
2CA	254	299	-45	158	167	-9	106	135	-29	95	141	-46	124	160	-36	42	73	-31	190	253	-63
2CC	247	213	34	133	125	8	117	111	6	132	134	-2	112	109	3	73	94	-21	203	149	54
Canb 104.7	1194	1096	98	830	728	102	455	448	7	624	577	47	854	725	129	362	310	52	774	750	24
MIX 106.3	945	803	142	625	573	52	431	364	67	515	385	130	523	429	94	235	212	23	615	593	22
ABC666	893	838	55	665	610	55	364	393	-29	361	383	-22	525	471	54	328	364	-36	684	631	53
2RN	424	370	54	326	265	61	131	145	-14	118	165	-47	236	192	44	128	123	5	299	270	29
NEWSR	354	357	-3	226	265	-39	103	110	-7	99	125	-26	157	172	-15	112	117	-5	229	228	1
2JJJ	630	537	93	395	364	31	319	255	64	326	285	41	368	344	24	225	232	-7	413	388	25
ABC CL-FM	330	384	-54	190	201	-11	187	183	4	180	200	-20	201	197	4	98	133	-35	279	297	-18
ALL	3101	3083	18	2707	2608	99	1790	1790	0	1947	1960	-13	2378	2254	124	1382	1388	-6	2629	2575	54

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