



# CANBERRA RADIO - SURVEY 2 2023

## 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	6.3	6.9	-0.6	18.7	11.1	7.6	0.3	0.8	-0.5	2.3	5.7	-3.4	2.1	3.5	-1.4	7.4	13.4	-6.0	11.5	8.3	3.2
2CC	4.6	4.8	-0.2	1.8	5.1	-3.3	2.2	0.3	1.9	4.5	3.0	1.5	2.7	0.8	1.9	10.9	7.5	3.4	3.6	10.0	-6.4
HIT 104.7	14.7	17.5	-2.8	19.9	20.5	-0.6	28.7	45.2	-16.5	33.0	33.4	-0.4	14.6	16.4	-1.8	4.7	6.0	-1.3	0.9	0.4	0.5
MIX 106.3	25.8	24.2	1.6	32.2	33.5	-1.3	20.8	19.8	1.0	17.6	19.3	-1.7	49.5	47.0	2.5	34.8	27.0	7.8	5.0	3.7	1.3
ABC CAN	11.1	8.4	2.7	2.7	6.1	-3.4	1.3	1.4	-0.1	1.8	4.8	-3.0	4.2	2.2	2.0	14.8	12.4	2.4	27.6	18.4	9.2
2RN	7.4	8.4	-1.0	0.6	0.4	0.2	*	*	*	3.4	3.6	-0.2	7.1	7.9	-0.8	7.7	12.6	-4.9	14.4	15.9	-1.5
ABC NEWSRADIO	5.1	4.0	1.1	1.8	5.9	-4.1	3.9	1.7	2.2	6.8	4.4	2.4	4.1	2.6	1.5	7.2	4.2	3.0	4.3	5.0	-0.7
2JJJ	6.5	6.1	0.4	4.9	4.1	0.8	16.8	14.5	2.3	12.2	10.3	1.9	6.4	6.1	0.3	4.0	1.9	2.1	1.1	2.4	-1.3
ABC CLASSIC	7.9	9.8	-1.9	6.3	3.0	3.3	0.2	1.2	-1.0	5.5	5.6	-0.1	1.7	2.3	-0.6	3.9	6.7	-2.8	20.4	27.8	-7.4

## Share Movement (%) by Session, P10+

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	6.3	6.6	-0.3	6.5	7.0	-0.5	7.8	7.2	0.6	6.4	5.4	1.0	5.0	5.4	-0.4	4.1	10.2	-6.1	6.2	7.9	-1.7						
2CC	4.6	4.5	0.1	3.6	3.9	-0.3	5.2	5.0	0.2	4.9	4.5	0.4	5.0	4.4	0.6	4.8	5.6	-0.8	4.6	5.7	-1.1						
HIT 104.7	15.3	18.7	-3.4	12.5	16.4	-3.9	17.6	20.6	-3.0	18.2	23.1	-4.9	17.0	17.8	-0.8	7.3	8.5	-1.2	12.8	13.4	-0.6						
MIX 106.3	25.7	24.7	1.0	26.1	22.7	3.4	26.3	29.4	-3.1	27.1	28.0	-0.9	25.6	21.7	3.9	17.7	13.3	4.4	26.4	22.3	4.1						
ABC CAN	11.2	8.7	2.5	12.3	12.0	0.3	13.5	7.7	5.8	9.3	5.3	4.0	6.9	5.9	1.0	17.0	15.4	1.6	10.9	7.7	3.2						
2RN	7.5	8.4	-0.9	9.9	12.0	-2.1	5.6	6.0	-0.4	6.2	6.2	0.0	6.9	7.8	-0.9	8.5	10.3	-1.8	7.3	8.4	-1.1						
ABC NEWSRADIO	5.1	4.2	0.9	8.2	6.2	2.0	4.0	2.4	1.6	2.9	1.9	1.0	3.9	5.7	-1.8	6.1	5.9	0.2	4.9	3.3	1.6						
2JJJ	6.8	5.8	1.0	7.7	5.8	1.9	4.2	4.3	-0.1	5.5	5.0	0.5	10.7	10.2	0.5	5.2	3.6	1.6	5.5	7.0	-1.5						
ABC CLASSIC	7.8	9.3	-1.5	6.3	8.0	-1.7	7.6	9.5	-1.9	9.5	10.6	-1.1	7.4	10.0	-2.6	10.3	7.4	2.9	8.1	11.6	-3.5						



## CANBERRA RADIO - SURVEY 2 2023

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	37	40	-3	3	5	-2	1	4	-3	5	5	0	7	6	1	8	9	-1	13	12	1
2CC	25	28	-3	2	5	-3	3	2	1	5	3	2	3	2	1	7	7	0	6	8	-2
HIT 104.7	140	149	-9	15	21	-6	24	27	-3	56	55	1	32	35	-3	9	9	0	3	2	1
MIX 106.3	162	149	13	23	20	3	18	18	0	40	37	3	47	46	1	22	18	4	12	11	1
ABC CAN	69	78	-9	4	5	-1	4	6	-2	10	13	-3	11	12	-1	12	13	-1	28	28	0
2RN	40	46	-6	3	3	0	*	*	*	6	8	-2	7	7	0	7	10	-3	18	18	0
ABC NEWSRADIO	60	47	13	2	3	-1	6	5	1	21	14	7	10	10	0	10	5	5	10	10	0
2JJJ	82	81	1	9	6	3	14	17	-3	35	35	0	16	16	0	5	5	0	3	3	0
ABC CLASSIC	41	47	-6	4	3	1	1	4	-3	10	9	1	6	8	-2	4	5	-1	17	18	-1
Total	403	403	0	40	41	-1	46	45	1	115	114	1	89	89	0	49	49	0	64	65	-1

Cumulative Audience (000's) by Session, P10+ [Potential: 425]

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	33	33	0	22	26	-4	20	20	0	17	15	2	16	13	3	8	8	0	29	27	2
2CC	20	22	-2	13	13	0	12	14	-2	11	10	1	8	8	0	5	4	1	17	18	-1
HIT 104.7	129	135	-6	76	80	-4	49	51	-2	57	63	-6	68	76	-8	18	23	-5	77	77	0
MIX 106.3	144	135	9	105	86	19	69	72	-3	79	75	4	81	75	6	28	26	2	107	89	18
ABC CAN	62	72	-10	45	51	-6	32	32	0	29	29	0	25	27	-2	20	21	-1	45	44	1
2RN	36	42	-6	28	31	-3	17	21	-4	20	19	1	19	20	-1	12	12	0	27	28	-1
ABC NEWSRADIO	56	44	12	36	31	5	19	13	6	20	13	7	17	18	-1	13	10	3	33	19	14
2JJJ	75	67	8	48	41	7	26	26	0	29	20	9	41	41	0	15	11	4	43	46	-3
ABC CLASSIC	40	43	-3	26	27	-1	16	23	-7	21	24	-3	20	23	-3	10	11	-1	31	32	-1
Total	385	387	-2	317	310	7	213	223	-10	229	230	-1	244	254	-10	114	118	-4	308	296	12



## CANBERRA RADIO - SURVEY 2 2023

Average Audience (000's) by Demographic, Mon-Sun 5.30am-12midnight (Ave Qtr Hr Audience)

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	2	3	-1	*	*	*	*	*	*	*	*	*	*	*	*	*	1	*	1	1	0
2CC	2	2	0	*	*	*	*	*	*	*	*	*	*	*	*	1	*	*	*	1	*
HIT 104.7	6	7	-1	*	1	*	1	1	0	3	3	0	1	1	0	*	*	*	*	*	*
MIX 106.3	10	9	1	1	1	0	*	1	*	1	2	-1	4	4	0	2	2	0	*	*	*
ABC CAN	4	3	1	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0	3	2	1
2RN	3	3	0	*	*	*	*	*	*	*	*	*	1	1	0	*	1	*	1	1	0
ABC NEWSRADIO	2	2	0	*	*	*	*	*	*	1	*	*	*	*	*	*	*	*	*	*	*
2JJJ	2	2	0	*	*	*	*	*	*	1	1	0	1	1	0	*	*	*	*	*	*
ABC CLASSIC	3	4	-1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	2	3	-1
Total	38	39	-1	2	3	-1	2	3	-1	8	9	-1	9	9	0	6	6	0	10	9	1

Average Audience (000's) by Session, P10+ [Potential: 425]

Station	Mon-Fri			Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	Mon-Fri 5:30am-12mn	Mon-Fri 5:30am-12mn	Mon-Fri 5:30am-12mn	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
2CA	3	3	0	4	5	-1	4	4	0	3	3	0	2	2	0	*	1	*	2	2	0
2CC	2	2	0	2	3	-1	3	3	0	2	2	0	2	2	0	1	1	0	1	2	-1
HIT 104.7	6	8	-2	8	11	-3	9	12	-3	8	11	-3	7	7	0	1	1	0	4	4	0
MIX 106.3	10	10	0	17	15	2	14	17	-3	12	13	-1	11	9	2	2	1	1	9	7	2
ABC CAN	5	4	1	8	8	0	7	5	2	4	3	1	3	2	1	2	2	0	4	2	2
2RN	3	4	-1	6	8	-2	3	4	-1	3	3	0	3	3	0	1	1	0	2	3	-1
ABC NEWSRADIO	2	2	0	5	4	1	2	1	1	1	1	0	2	2	0	1	1	0	2	1	1
2JJJ	3	2	1	5	4	1	2	3	-1	2	2	0	5	4	1	1	*	*	2	2	0
ABC CLASSIC	3	4	-1	4	5	-1	4	6	-2	4	5	-1	3	4	-1	1	1	0	3	4	-1
Total	40	42	-2	64	65	-1	52	59	-7	45	48	-3	43	40	3	11	11	0	32	32	0