



# CANBERRA RADIO - SURVEY 1 2021

## 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	8.6	5.9	2.7	0.3	0.6	-0.3	1.1	0.5	0.6	1.5	4.0	-2.5	4.6	3.2	1.4	17.7	12.8	4.9	16.0	9.1	6.9
2CC	3.8	4.5	-0.7	0.1	0.6	-0.5	*	2.3	*	1.3	1.8	-0.5	1.6	2.3	-0.7	4.1	8.2	-4.1	9.1	8.8	0.3
HIT 104.7	11.0	20.0	-9.0	30.4	40.0	-9.6	24.9	44.5	-19.6	19.6	32.9	-13.3	10.1	20.2	-10.1	5.2	4.8	0.4	0.4	1.0	-0.6
MIX 106.3	17.6	16.8	0.8	24.9	15.0	9.9	16.3	6.8	9.5	19.8	19.0	0.8	28.0	28.6	-0.6	22.0	22.1	-0.1	4.1	2.3	1.8
ABC CAN	14.9	11.2	3.7	4.6	1.2	3.4	6.8	1.0	5.8	7.4	4.8	2.6	14.3	8.5	5.8	18.7	11.9	6.8	23.2	28.6	-5.4
2RN	10.1	9.4	0.7	1.6	1.9	-0.3	0.2	1.5	-1.3	2.9	4.1	-1.2	5.4	7.0	-1.6	8.0	11.2	-3.2	24.7	22.7	2.0
ABC NEWS	3.8	4.0	-0.2	1.7	1.6	0.1	1.8	4.2	-2.4	4.1	2.5	1.6	6.0	4.4	1.6	2.9	6.6	-3.7	3.3	3.8	-0.5
2JJJ	9.3	10.4	-1.1	7.3	14.0	-6.7	22.3	21.0	1.3	17.7	18.0	-0.3	9.7	11.8	-2.1	7.8	2.9	4.9	0.7	0.9	-0.2
ABC CLASSIC	7.1	7.3	-0.2	4.6	1.7	2.9	9.6	1.2	8.4	4.3	2.9	1.4	4.2	3.5	0.7	7.4	14.0	-6.6	11.5	14.9	-3.4

## 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	8.4	6.0	2.4	7.0	4.5	2.5	10.9	7.8	3.1	10.4	8.0	2.4	7.8	5.2	2.6	3.5	4.2	-0.7	9.0	5.5	3.5						
2CC	4.0	4.9	-0.9	4.2	4.6	-0.4	5.8	9.1	-3.3	3.5	4.5	-1.0	2.0	1.8	0.2	4.5	3.6	0.9	3.2	3.1	0.1						
HIT 104.7	11.2	20.6	-9.4	9.5	18.9	-9.4	10.8	21.3	-10.5	11.8	22.6	-10.8	11.9	22.7	-10.8	15.0	14.8	0.2	10.4	18.1	-7.7						
MIX 106.3	18.0	16.9	1.1	15.0	14.7	0.3	19.7	18.8	0.9	22.9	19.1	3.8	19.3	18.0	1.3	7.4	12.1	-4.7	16.5	16.4	0.1						
ABC CAN	15.1	11.1	4.0	18.7	14.8	3.9	15.3	9.7	5.6	10.6	7.7	2.9	12.5	7.8	4.7	19.9	16.8	3.1	14.1	11.5	2.6						
2RN	10.3	9.5	0.8	17.0	15.9	1.1	6.3	5.4	0.9	6.0	4.6	1.4	8.8	9.3	-0.5	11.0	9.8	1.2	9.4	9.2	0.2						
ABC NEWS	3.9	4.0	-0.1	4.7	5.1	-0.4	3.5	3.2	0.3	2.6	2.9	-0.3	3.8	3.3	0.5	5.4	6.5	-1.1	3.7	4.0	-0.3						
2JJJ	9.6	10.4	-0.8	8.9	9.2	-0.3	10.9	8.1	2.8	11.1	11.6	-0.5	9.9	13.2	-3.3	3.2	10.9	-7.7	8.4	10.4	-2.0						
ABC CLASSIC	6.7	7.0	-0.3	5.8	5.9	-0.1	6.2	7.0	-0.8	7.5	7.7	-0.2	6.2	6.6	-0.4	9.8	9.4	0.4	8.7	8.3	0.4						

Please note: Due to COVID-19 surveys 2 & 3 were cancelled, last survey in this report is Survey 1, 2020.



# CANBERRA RADIO - SURVEY 1 2021

## 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	39	40	-1	*	1	*	1	1	0	4	8	-4	6	5	1	14	9	5	14	16	-2
2CC	20	26	-6	1	2	-1	*	1	*	1	4	-3	5	3	2	4	6	-2	8	10	-2
HIT 104.7	107	139	-32	13	21	-8	19	30	-11	38	50	-12	26	29	-3	8	8	0	3	2	1
MIX 106.3	140	120	20	21	15	6	17	10	7	35	33	2	39	38	1	20	20	0	8	3	5
ABC CAN	102	102	0	7	3	4	6	2	4	16	21	-5	22	24	-2	18	18	0	33	36	-3
2RN	49	51	-2	4	2	2	1	1	0	6	7	-1	9	12	-3	8	11	-3	21	17	4
ABC NEWS	55	50	5	5	4	1	5	7	-2	14	11	3	15	12	3	7	10	-3	10	7	3
2JJJ	95	86	9	11	13	-2	14	14	0	41	36	5	21	18	3	6	5	1	2	*	*
ABC CLASSIC	48	45	3	4	3	1	4	4	0	8	9	-1	6	9	-3	6	7	-1	19	14	5
<b>Total</b>	<b>387</b>	<b>383</b>	<b>4</b>	<b>39</b>	<b>36</b>	<b>3</b>	<b>45</b>	<b>46</b>	<b>-1</b>	<b>106</b>	<b>105</b>	<b>1</b>	<b>89</b>	<b>87</b>	<b>2</b>	<b>48</b>	<b>50</b>	<b>-2</b>	<b>61</b>	<b>58</b>	<b>3</b>

## Cumulative Audience (000's) by Session, P10+ [Potential: 407]

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	36	32	4	21	18	3	22	20	2	26	21	5	22	19	3	9	8	1	30	28	2						
2CC	17	24	-7	10	17	-7	10	15	-5	7	15	-8	9	8	1	6	6	0	12	15	-3						
HIT 104.7	96	126	-30	56	85	-29	44	57	-13	55	70	-15	55	82	-27	27	31	-4	69	84	-15						
MIX 106.3	121	111	10	71	76	-5	56	52	4	72	59	13	71	70	1	24	27	-3	85	69	16						
ABC CAN	96	92	4	71	61	10	42	38	4	40	39	1	42	41	1	28	28	0	63	63	0						
2RN	48	47	1	38	40	-2	21	21	0	21	21	0	23	23	0	12	14	-2	31	34	-3						
ABC NEWS	52	43	9	34	29	5	15	21	-6	14	15	-1	20	21	-1	9	11	-2	31	28	3						
2JJJ	84	80	4	53	49	4	33	30	3	35	44	-9	47	50	-3	16	22	-6	53	51	2						
ABC CLASSIC	43	40	3	21	23	-2	19	19	0	27	21	6	26	19	7	15	13	2	34	27	7						
<b>Total</b>	<b>376</b>	<b>371</b>	<b>5</b>	<b>298</b>	<b>304</b>	<b>-6</b>	<b>223</b>	<b>222</b>	<b>1</b>	<b>235</b>	<b>248</b>	<b>-13</b>	<b>262</b>	<b>269</b>	<b>-7</b>	<b>141</b>	<b>145</b>	<b>-4</b>	<b>303</b>	<b>305</b>	<b>-2</b>						

Please note: Due to COVID-19 surveys 2 & 3 were cancelled, last survey in this report is Survey 1, 2020.



# CANBERRA RADIO - SURVEY 1 2021

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	3	2	1	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0	2	1	1
2CC	2	2	0	*	*	*	*	*	*	*	*	*	*	*	*	*	1	*	1	1	0
HIT 104.7	4	8	-4	1	1	0	1	2	-1	2	3	-1	1	2	-1	*	*	*	*	*	*
MIX 106.3	7	7	0	1	*	*	*	*	*	2	2	0	3	2	1	1	2	-1	*	*	*
ABC CAN	6	4	2	*	*	*	*	*	*	1	*	*	1	1	0	1	1	0	3	2	1
2RN	4	4	0	*	*	*	*	*	*	*	*	*	*	1	*	*	1	*	3	2	1
ABC NEWS	2	2	0	*	*	*	*	*	*	*	*	*	1	*	*	*	*	*	*	*	*
2JJJ	4	4	0	*	*	*	1	1	0	2	2	0	1	1	0	*	*	*	*	*	*
ABC CLASSIC	3	3	0	*	*	*	*	*	*	*	*	*	*	*	*	*	1	*	1	1	0
Total	40	40	0	3	3	0	3	4	-1	8	9	-1	9	9	0	6	7	-1	11	8	3

Average Audience (000's) by Session, P10+ [Potential: 407]

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
2CA	4	3	1	5	3	2	6	4	2	5	4	1	4	2	2	*	1	*	3	2	1
2CC	2	2	0	3	3	0	3	5	-2	2	2	0	1	1	0	1	*	*	1	1	0
HIT 104.7	5	9	-4	7	13	-6	6	11	-5	5	10	-5	6	11	-5	2	2	0	4	6	-2
MIX 106.3	8	7	1	10	10	0	10	10	0	10	9	1	9	8	1	1	2	-1	6	5	1
ABC CAN	6	5	1	13	10	3	8	5	3	5	3	2	6	4	2	2	2	0	5	4	1
2RN	4	4	0	12	11	1	3	3	0	3	2	1	4	4	0	1	1	0	3	3	0
ABC NEWS	2	2	0	3	4	-1	2	2	0	1	1	0	2	2	0	1	1	0	1	1	0
2JJJ	4	4	0	6	6	0	6	4	2	5	5	0	5	6	-1	*	1	*	3	3	0
ABC CLASSIC	3	3	0	4	4	0	3	4	-1	3	3	0	3	3	0	1	1	0	3	3	0
Total	42	43	-1	69	70	-1	52	54	-2	45	45	0	48	46	2	12	13	-1	34	33	1

Please note: Due to COVID-19 surveys 2 & 3 were cancelled, last survey in this report is Survey 1, 2020.