



## CANBERRA RADIO - SURVEY 2 2024

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	5.5	5.1	0.4	1.9	0.6	1.3	0.6	1.1	-0.5	0.5	0.4	0.1	2.3	3.2	-0.9	7.4	10.5	-3.1	13.2	9.8	3.4
2CC	3.6	4.7	-1.1	1.4	1.1	0.3	0.3	0.5	-0.2	0.9	2.4	-1.5	2.1	0.9	1.2	3.9	8.0	-4.1	8.1	10.3	-2.2
HIT 104.7	13.9	15.9	-2.0	26.9	32.2	-5.3	33.2	28.9	4.3	24.9	25.6	-0.7	16.3	17.7	-1.4	3.3	7.1	-3.8	1.2	3.3	-2.1
MIX 106.3	17.9	20.2	-2.3	20.1	20.7	-0.6	12.1	13.3	-1.2	20.4	21.0	-0.6	23.3	35.6	-12.3	31.4	24.5	6.9	5.7	6.4	-0.7
ABC CAN	12.2	10.8	1.4	7.5	3.6	3.9	5.0	3.8	1.2	2.6	2.4	0.2	11.1	4.8	6.3	19.6	16.7	2.9	19.2	23.4	-4.2
2RN	5.5	7.1	-1.6	0.4	0.9	-0.5	1.4	1.2	0.2	0.8	0.1	0.7	1.1	1.4	-0.3	11.9	14.4	-2.5	11.3	16.9	-5.6
ABC NEWSRADIO	4.7	3.6	1.1	2.2	3.2	-1.0	1.0	2.0	-1.0	7.1	2.1	5.0	4.7	6.0	-1.3	4.4	3.4	1.0	4.8	3.6	1.2
2JJJ	9.3	8.5	0.8	8.9	6.8	2.1	21.9	18.5	3.4	16.1	21.4	-5.3	12.3	4.4	7.9	5.0	4.2	0.8	0.2	0.8	-0.6
ABC CLASSIC	11.2	7.1	4.1	7.2	10.7	-3.5	3.9	4.0	-0.1	9.0	4.4	4.6	3.0	3.0	0.0	4.4	4.2	0.2	26.6	14.8	11.8

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	5.4	5.2	0.2	5.2	5.2	0.0	5.8	5.1	0.7	6.0	6.1	-0.1	5.0	5.1	-0.1	4.0	3.2	0.8	6.0	4.9	1.1
2CC	3.7	4.9	-1.2	3.2	6.4	-3.2	6.0	6.8	-0.8	3.2	2.9	0.3	2.4	1.9	0.5	3.6	6.0	-2.4	3.3	4.2	-0.9
HIT 104.7	14.4	15.7	-1.3	13.1	14.0	-0.9	16.6	16.7	-0.1	17.3	16.8	0.5	14.2	19.4	-5.2	5.9	8.5	-2.6	12.4	16.4	-4.0
MIX 106.3	18.4	20.5	-2.1	16.8	18.4	-1.6	20.1	23.1	-3.0	20.5	22.6	-2.1	19.7	22.3	-2.6	11.4	12.1	-0.7	16.5	19.3	-2.8
ABC CAN	12.6	11.1	1.5	16.5	13.7	2.8	10.5	8.6	1.9	7.9	8.5	-0.6	11.6	10.4	1.2	18.6	16.9	1.7	11.2	9.9	1.3
2RN	5.3	6.8	-1.5	8.9	11.2	-2.3	2.1	3.8	-1.7	3.2	4.5	-1.3	5.2	7.6	-2.4	7.3	5.3	2.0	5.8	8.0	-2.2
ABC NEWSRADIO	4.5	3.5	1.0	7.4	5.2	2.2	3.3	2.3	1.0	2.2	2.5	-0.3	3.7	3.1	0.6	6.1	4.7	1.4	5.3	4.1	1.2
2JJJ	9.7	9.0	0.7	8.6	8.5	0.1	8.4	8.8	-0.4	11.9	11.0	0.9	10.9	9.0	1.9	8.0	5.8	2.2	8.1	6.6	1.5
ABC CLASSIC	10.4	6.9	3.5	8.4	4.7	3.7	12.9	10.1	2.8	11.7	8.2	3.5	11.0	5.0	6.0	7.1	6.3	0.8	13.6	7.7	5.9



## CANBERRA RADIO - SURVEY 2 2024

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	33	33	0	2	1	1	2	3	-1	*	1	*	4	6	-2	6	8	-2	19	14	5
2CC	18	18	0	2	1	1	2	1	1	2	2	0	4	3	1	2	4	-2	7	8	-1
HIT 104.7	119	136	-17	19	22	-3	20	23	-3	45	52	-7	26	28	-2	5	6	-1	4	5	-1
MIX 106.3	141	160	-19	16	16	0	16	19	-3	40	52	-12	38	43	-5	19	17	2	12	13	-1
ABC CAN	88	78	10	5	4	1	6	5	1	15	12	3	21	15	6	16	12	4	25	30	-5
2RN	40	43	-3	2	2	0	4	4	0	4	1	3	5	7	-2	11	10	1	15	19	-4
ABC NEWSRADIO	59	58	1	4	6	-2	3	4	-1	18	11	7	17	16	1	6	7	-1	11	14	-3
2JJJ	100	93	7	11	9	2	22	19	3	40	41	-1	19	15	4	7	6	1	1	3	-2
ABC CLASSIC	51	39	12	2	2	0	4	3	1	9	6	3	9	8	1	6	5	1	20	14	6
Total	401	405	-4	41	42	-1	41	44	-3	116	113	3	90	91	-1	48	48	0	66	67	-1

Cumulative Audience (000's) by Session, P10+ [Potential: 426]

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	31	29	2	18	18	0	21	16	5	18	16	2	14	14	0	7	5	2	23	24	-1
2CC	15	17	-2	11	13	-2	9	12	-3	8	5	3	7	6	1	3	4	-1	12	12	0
HIT 104.7	110	127	-17	67	76	-9	48	55	-7	59	61	-2	62	70	-8	20	27	-7	77	85	-8
MIX 106.3	124	143	-19	78	94	-16	54	60	-6	59	63	-4	72	85	-13	24	33	-9	83	96	-13
ABC CAN	77	68	9	50	46	4	33	26	7	28	28	0	36	33	3	22	19	3	56	47	9
2RN	34	40	-6	21	28	-7	11	13	-2	17	19	-2	18	19	-1	10	10	0	26	27	-1
ABC NEWSRADIO	52	47	5	34	30	4	19	14	5	14	14	0	20	17	3	10	7	3	36	30	6
2JJJ	88	84	4	50	44	6	23	29	-6	36	33	3	44	47	-3	23	18	5	55	48	7
ABC CLASSIC	43	33	10	26	22	4	23	21	2	24	20	4	22	16	6	10	10	0	38	29	9
Total	381	385	-4	290	304	-14	208	212	-4	228	227	1	252	261	-9	128	134	-6	315	316	-1



## CANBERRA RADIO - SURVEY 2 2024

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	2	0	*	*	*	*	*	*	*	*	*	*	*	*	*	1	*	1	1	0
2CC	1	2	-1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0
HIT 104.7	5	6	-1	1	1	0	1	1	0	2	2	0	1	2	-1	*	*	*	*	*	*
MIX 106.3	7	8	-1	*	*	*	*	1	*	1	2	-1	2	3	-1	2	1	1	1	1	0
ABC CAN	4	4	0	*	*	*	*	*	*	*	*	*	1	*	*	1	1	0	2	2	0
2RN	2	3	-1	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0	1	2	-1
ABC NEWSRADIO	2	1	1	*	*	*	*	*	*	1	*	*	*	1	*	*	*	*	*	*	*
2JJJ	3	3	0	*	*	*	1	1	0	1	2	-1	1	*	*	*	*	*	*	*	
ABC CLASSIC	4	3	1	*	*	*	*	*	*	1	*	*	*	*	*	*	*	*	3	2	1
Total	36	39	-3	2	2	0	3	4	-1	7	8	-1	9	9	0	5	6	-1	10	10	0

Average Audience (000's) by Session, P10+ [Potential: 426]

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	2	2	0	3	3	0	3	3	0	3	3	0	2	2	0	*	*	*	2	2	0
2CC	1	2	-1	2	4	-2	3	4	-1	1	1	0	1	1	0	*	1	*	1	1	0
HIT 104.7	6	7	-1	8	9	-1	8	9	-1	7	8	-1	6	8	-2	1	1	0	4	5	-1
MIX 106.3	7	9	-2	10	12	-2	10	13	-3	9	11	-2	8	10	-2	1	2	-1	5	6	-1
ABC CAN	5	5	0	10	9	1	5	5	0	3	4	-1	5	5	0	2	2	0	3	3	0
2RN	2	3	-1	5	7	-2	1	2	-1	1	2	-1	2	3	-1	1	1	0	2	3	-1
ABC NEWSRADIO	2	1	1	4	3	1	2	1	1	1	1	0	2	1	1	1	1	0	2	1	1
2JJJ	4	4	0	5	5	0	4	5	-1	5	5	0	5	4	1	1	1	0	3	2	1
ABC CLASSIC	4	3	1	5	3	2	6	6	0	5	4	1	5	2	3	1	1	0	4	2	2
Total	39	42	-3	60	64	-4	49	57	-8	43	48	-5	41	44	-3	12	13	-1	31	32	-1