



## CANBERRA RADIO - SURVEY 3 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           | 8.5        | 7.7  | 0.8  | 3.4          | 3.8  | -0.4  | *            | *    | *    | 3.1          | 0.3  | 2.8  | 4.2          | 4.8  | -0.6 | 10.4         | 12.4 | -2.0 | 18.1       | 16.0 | 2.1  |
| 2CC           | 6.0        | 4.4  | 1.6  | 0.6          | 0.8  | -0.2  | 0.2          | *    | *    | 0.7          | 0.1  | 0.6  | 3.0          | 1.9  | 1.1  | 9.3          | 6.5  | 2.8  | 13.2       | 10.4 | 2.8  |
| HIT 104.7     | 14.8       | 12.9 | 1.9  | 24.4         | 23.4 | 1.0   | 40.6         | 26.0 | 14.6 | 30.9         | 28.5 | 2.4  | 15.4         | 11.9 | 3.5  | 4.3          | 5.1  | -0.8 | 0.2        | 0.3  | -0.1 |
| MIX 106.3     | 17.1       | 18.3 | -1.2 | 23.1         | 38.6 | -15.5 | 15.3         | 14.1 | 1.2  | 17.2         | 19.8 | -2.6 | 28.9         | 26.5 | 2.4  | 17.6         | 21.2 | -3.6 | 5.9        | 5.2  | 0.7  |
| ABC CAN       | 12.6       | 14.5 | -1.9 | 7.9          | 5.0  | 2.9   | 2.5          | 3.9  | -1.4 | 5.2          | 4.3  | 0.9  | 8.1          | 10.4 | -2.3 | 12.7         | 17.0 | -4.3 | 24.9       | 29.1 | -4.2 |
| 2RN           | 7.2        | 8.4  | -1.2 | 2.5          | 1.6  | 0.9   | 1.1          | 1.5  | -0.4 | 2.9          | 2.7  | 0.2  | 6.8          | 9.3  | -2.5 | 9.4          | 9.9  | -0.5 | 12.0       | 14.1 | -2.1 |
| ABC NEWSRADIO | 4.1        | 5.2  | -1.1 | 2.9          | 1.6  | 1.3   | 4.6          | 4.5  | 0.1  | 4.9          | 5.3  | -0.4 | 5.8          | 8.4  | -2.6 | 4.4          | 4.6  | -0.2 | 2.1        | 3.6  | -1.5 |
| 2JJJ          | 10.1       | 9.9  | 0.2  | 10.0         | 7.7  | 2.3   | 23.6         | 29.9 | -6.3 | 20.4         | 21.9 | -1.5 | 10.3         | 10.6 | -0.3 | 7.5          | 2.1  | 5.4  | 0.6        | 0.4  | 0.2  |
| ABC CLASSIC   | 7.7        | 7.1  | 0.6  | 9.2          | 1.0  | 8.2   | 3.9          | 8.4  | -4.5 | 3.3          | 1.3  | 2.0  | 2.2          | 2.1  | 0.1  | 12.0         | 12.4 | -0.4 | 13.5       | 14.5 | -1.0 |

### 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           | 8.7                 | 7.4  | 1.3  | 8.8       | 6.8                   | 2.0  | 9.8     | 7.9  | 1.9                    | 10.3      | 8.1  | 2.2  | 5.0                    | 6.6  | -1.6 | 7.4     | 7.9                   | -0.5 | 8.0     | 8.7  | -0.7                   |      |      |     |                     |      |      |
| 2CC           | 6.2                 | 4.7  | 1.5  | 6.8       | 5.3                   | 1.5  | 8.2     | 7.0  | 1.2                    | 4.7       | 3.2  | 1.5  | 2.9                    | 2.8  | 0.1  | 9.9     | 5.1                   | 4.8  | 5.6     | 3.2  | 2.4                    |      |      |     |                     |      |      |
| HIT 104.7     | 15.1                | 13.3 | 1.8  | 11.8      | 10.5                  | 1.3  | 14.6    | 13.2 | 1.4                    | 18.1      | 16.7 | 1.4  | 19.1                   | 15.3 | 3.8  | 11.8    | 10.3                  | 1.5  | 13.8    | 11.4 | 2.4                    |      |      |     |                     |      |      |
| MIX 106.3     | 17.7                | 18.9 | -1.2 | 17.1      | 16.6                  | 0.5  | 17.3    | 20.7 | -3.4                   | 20.8      | 23.8 | -3.0 | 18.0                   | 18.5 | -0.5 | 10.4    | 9.7                   | 0.7  | 15.0    | 16.4 | -1.4                   |      |      |     |                     |      |      |
| ABC CAN       | 12.2                | 14.1 | -1.9 | 14.4      | 16.6                  | -2.2 | 12.2    | 15.0 | -2.8                   | 10.3      | 12.2 | -1.9 | 10.6                   | 11.0 | -0.4 | 12.1    | 14.3                  | -2.2 | 13.9    | 16.0 | -2.1                   |      |      |     |                     |      |      |
| 2RN           | 7.1                 | 8.3  | -1.2 | 10.9      | 14.0                  | -3.1 | 5.3     | 5.0  | 0.3                    | 4.0       | 4.5  | -0.5 | 6.5                    | 7.2  | -0.7 | 7.5     | 9.2                   | -1.7 | 7.7     | 8.6  | -0.9                   |      |      |     |                     |      |      |
| ABC NEWSRADIO | 4.2                 | 5.3  | -1.1 | 5.4       | 6.9                   | -1.5 | 3.8     | 4.3  | -0.5                   | 3.5       | 3.6  | -0.1 | 3.5                    | 5.0  | -1.5 | 4.3     | 6.8                   | -2.5 | 3.8     | 5.0  | -1.2                   |      |      |     |                     |      |      |
| 2JJJ          | 10.1                | 10.4 | -0.3 | 8.9       | 8.7                   | 0.2  | 8.9     | 9.9  | -1.0                   | 9.2       | 10.8 | -1.6 | 14.9                   | 13.6 | 1.3  | 11.6    | 10.3                  | 1.3  | 9.8     | 8.2  | 1.6                    |      |      |     |                     |      |      |
| ABC CLASSIC   | 7.3                 | 6.7  | 0.6  | 7.8       | 6.3                   | 1.5  | 7.6     | 6.2  | 1.4                    | 5.9       | 6.1  | -0.2 | 7.0                    | 7.1  | -0.1 | 9.3     | 10.5                  | -1.2 | 9.0     | 8.7  | 0.3                    |      |      |     |                     |      |      |



## CANBERRA RADIO - SURVEY 3 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           | 36         | 38   | -2  | 1            | 1    | 0   | *            | *    | *   | 4            | 1    | 3   | 6            | 7    | -1  | 10           | 13   | -3  | 15         | 15   | 0   |
| 2CC           | 26         | 26   | 0   | 1            | 3    | -2  | 1            | *    | *   | 2            | 1    | 1   | 5            | 5    | 0   | 7            | 7    | 0   | 11         | 10   | 1   |
| HIT 104.7     | 115        | 122  | -7  | 17           | 14   | 3   | 20           | 20   | 0   | 45           | 49   | -4  | 25           | 26   | -1  | 8            | 11   | -3  | 1          | 2    | -1  |
| MIX 106.3     | 129        | 125  | 4   | 20           | 18   | 2   | 11           | 13   | -2  | 35           | 32   | 3   | 38           | 35   | 3   | 17           | 20   | -3  | 9          | 8    | 1   |
| ABC CAN       | 94         | 97   | -3  | 7            | 6    | 1   | 5            | 7    | -2  | 16           | 12   | 4   | 22           | 22   | 0   | 14           | 17   | -3  | 28         | 33   | -5  |
| 2RN           | 49         | 52   | -3  | 3            | 4    | -1  | 2            | 3    | -1  | 8            | 6    | 2   | 12           | 14   | -2  | 8            | 9    | -1  | 15         | 16   | -1  |
| ABC NEWSRADIO | 56         | 60   | -4  | 4            | 4    | 0   | 9            | 10   | -1  | 15           | 15   | 0   | 13           | 14   | -1  | 8            | 7    | 1   | 7          | 10   | -3  |
| 2JJJ          | 85         | 95   | -10 | 8            | 9    | -1  | 18           | 21   | -3  | 40           | 43   | -3  | 12           | 16   | -4  | 5            | 6    | -1  | 1          | 1    | 0   |
| ABC CLASSIC   | 37         | 37   | 0   | 7            | 4    | 3   | 1            | 3    | -2  | 6            | 6    | 0   | 6            | 5    | 1   | 5            | 5    | 0   | 13         | 15   | -2  |
| Total         | 385        | 385  | 0   | 39           | 37   | 2   | 44           | 44   | 0   | 106          | 107  | -1  | 88           | 89   | -1  | 48           | 48   | 0   | 60         | 60   | 0   |

Cumulative 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 | +/- | This                   | Last | +/- | This                | Last | +/- |
| 2CA           | 34                  | 35   | -1  | 20                    | 20   | 0   | 20                     | 21   | -1  | 23                     | 22   | 1   | 15                    | 17   | -2  | 6                      | 9    | -3  | 26                  | 27   | -1  |
| 2CC           | 23                  | 23   | 0   | 15                    | 12   | 3   | 14                     | 12   | 2   | 12                     | 10   | 2   | 10                    | 11   | -1  | 6                      | 6    | 0   | 15                  | 13   | 2   |
| HIT 104.7     | 103                 | 107  | -4  | 61                    | 62   | -1  | 41                     | 46   | -5  | 60                     | 61   | -1  | 59                    | 59   | 0   | 20                     | 22   | -2  | 67                  | 71   | -4  |
| MIX 106.3     | 117                 | 109  | 8   | 73                    | 65   | 8   | 57                     | 55   | 2   | 63                     | 67   | -4  | 62                    | 64   | -2  | 25                     | 21   | 4   | 76                  | 76   | 0   |
| ABC CAN       | 84                  | 86   | -2  | 50                    | 59   | -9  | 43                     | 43   | 0   | 41                     | 44   | -3  | 41                    | 41   | 0   | 18                     | 19   | -1  | 57                  | 60   | -3  |
| 2RN           | 45                  | 49   | -4  | 29                    | 35   | -6  | 21                     | 21   | 0   | 17                     | 16   | 1   | 23                    | 25   | -2  | 9                      | 12   | -3  | 31                  | 31   | 0   |
| ABC NEWSRADIO | 50                  | 56   | -6  | 32                    | 40   | -8  | 20                     | 22   | -2  | 16                     | 18   | -2  | 19                    | 22   | -3  | 8                      | 11   | -3  | 29                  | 32   | -3  |
| 2JJJ          | 73                  | 82   | -9  | 44                    | 50   | -6  | 33                     | 34   | -1  | 32                     | 35   | -3  | 43                    | 49   | -6  | 23                     | 21   | 2   | 51                  | 57   | -6  |
| ABC CLASSIC   | 36                  | 31   | 5   | 20                    | 16   | 4   | 20                     | 15   | 5   | 16                     | 19   | -3  | 18                    | 21   | -3  | 10                     | 13   | -3  | 22                  | 24   | -2  |
| Total         | 373                 | 373  | 0   | 282                   | 296  | -14 | 227                    | 226  | 1   | 234                    | 236  | -2  | 244                   | 261  | -17 | 118                    | 131  | -13 | 292                 | 303  | -11 |



## CANBERRA RADIO - SURVEY 3 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          | 3    | 0   | *            | *    | *   | *            | *    | *   | *            | *    | *   | *            | *    | *   | 1            | 1    | 0   | 2          | 2    | 0   |
| 2CC           | 2          | 2    | 0   | *            | *    | *   | *            | *    | *   | *            | *    | *   | *            | *    | *   | 1            | *    | *   | 1          | 1    | 0   |
| HIT 104.7     | 6          | 5    | 1   | 1            | 1    | 0   | 1            | *    | *   | 2            | 2    | 0   | 1            | 1    | 0   | *            | *    | *   | *          | *    | *   |
| MIX 106.3     | 6          | 7    | -1  | 1            | 1    | 0   | *            | *    | *   | 1            | 2    | -1  | 3            | 2    | 1   | 1            | 1    | 0   | 1          | 1    | 0   |
| ABC CAN       | 5          | 5    | 0   | *            | *    | *   | *            | *    | *   | *            | *    | *   | 1            | 1    | 0   | 1            | 1    | 0   | 3          | 3    | 0   |
| 2RN           | 3          | 3    | 0   | *            | *    | *   | *            | *    | *   | *            | *    | *   | 1            | 1    | 0   | 1            | *    | *   | 1          | 1    | 0   |
| ABC NEWSRADIO | 2          | 2    | 0   | *            | *    | *   | *            | *    | *   | *            | *    | *   | 1            | 1    | 0   | *            | *    | *   | *          | *    | *   |
| 2JJJ          | 4          | 4    | 0   | *            | *    | *   | 1            | 1    | 0   | 2            | 2    | 0   | 1            | 1    | 0   | *            | *    | *   | *          | *    | *   |
| ABC CLASSIC   | 3          | 3    | 0   | *            | *    | *   | *            | *    | *   | *            | *    | *   | *            | *    | *   | 1            | 1    | 0   | 1          | 1    | 0   |
| Total         | 37         | 35   | 2   | 2            | 2    | 0   | 2            | 2    | 0   | 8            | 8    | 0   | 9            | 8    | 1   | 6            | 5    | 1   | 10         | 10   | 0   |

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-12mn | Mon-Fri 5:30am-12mn | Mon-Fri 5:30am-9:00am | Mon-Fri 5:30am-9:00am | Mon-Fri 5:30am-9:00am | Mon-Fri 9:00am-12:00md | Mon-Fri 9:00am-12:00md | Mon-Fri 9:00am-12:00md | Mon-Fri 12:00md-4:00pm | Mon-Fri 12:00md-4:00pm | Mon-Fri 12:00md-4:00pm | Mon-Fri 4:00pm-7:00pm | Mon-Fri 4:00pm-7:00pm | Mon-Fri 4:00pm-7:00pm | Mon-Fri 7:00pm-12:00mn | Mon-Fri 7:00pm-12:00mn | Mon-Fri 7:00pm-12:00mn | Sat-Sun 5:30am-12mn | Sat-Sun 5:30am-12mn | Sat-Sun 5:30am-12mn |
|               | This                | Last                | +/-                 | This                  | Last                  | +/-                   | This                   | Last                   | +/-                    | This                   | Last                   | +/-                    | This                  | Last                  | +/-                   | This                   | Last                   | +/-                    | This                | Last                | +/-                 |
| 2CA           | 3                   | 3                   | 0                   | 6                     | 4                     | 2                     | 5                      | 4                      | 1                      | 5                      | 3                      | 2                      | 2                     | 3                     | -1                    | 1                      | 1                      | 0                      | 2                   | 2                   | 0                   |
| 2CC           | 2                   | 2                   | 0                   | 4                     | 3                     | 1                     | 4                      | 4                      | 0                      | 2                      | 1                      | 1                      | 1                     | 1                     | 0                     | 1                      | 1                      | 0                      | 2                   | 1                   | 1                   |
| HIT 104.7     | 6                   | 5                   | 1                   | 8                     | 7                     | 1                     | 8                      | 7                      | 1                      | 8                      | 7                      | 1                      | 8                     | 6                     | 2                     | 1                      | 1                      | 0                      | 4                   | 3                   | 1                   |
| MIX 106.3     | 7                   | 7                   | 0                   | 11                    | 10                    | 1                     | 9                      | 10                     | -1                     | 9                      | 10                     | -1                     | 7                     | 8                     | -1                    | 1                      | 1                      | 0                      | 4                   | 5                   | -1                  |
| ABC CAN       | 5                   | 5                   | 0                   | 10                    | 10                    | 0                     | 7                      | 8                      | -1                     | 5                      | 5                      | 0                      | 4                     | 5                     | -1                    | 1                      | 2                      | -1                     | 4                   | 4                   | 0                   |
| 2RN           | 3                   | 3                   | 0                   | 7                     | 9                     | -2                    | 3                      | 3                      | 0                      | 2                      | 2                      | 0                      | 3                     | 3                     | 0                     | 1                      | 1                      | 0                      | 2                   | 2                   | 0                   |
| ABC NEWSRADIO | 2                   | 2                   | 0                   | 4                     | 4                     | 0                     | 2                      | 2                      | 0                      | 2                      | 1                      | 1                      | 1                     | 2                     | -1                    | *                      | 1                      | *                      | 1                   | 1                   | 0                   |
| 2JJJ          | 4                   | 4                   | 0                   | 6                     | 5                     | 1                     | 5                      | 5                      | 0                      | 4                      | 4                      | 0                      | 6                     | 6                     | 0                     | 1                      | 1                      | 0                      | 3                   | 2                   | 1                   |
| ABC CLASSIC   | 3                   | 3                   | 0                   | 5                     | 4                     | 1                     | 4                      | 3                      | 1                      | 3                      | 3                      | 0                      | 3                     | 3                     | 0                     | 1                      | 1                      | 0                      | 3                   | 2                   | 1                   |
| Total         | 40                  | 39                  | 1                   | 66                    | 62                    | 4                     | 54                     | 51                     | 3                      | 44                     | 41                     | 3                      | 41                    | 42                    | -1                    | 11                     | 11                     | 0                      | 29                  | 28                  | 1                   |