

## GfK Radio Ratings Summary Report – Survey 3, 2024

The Media Summary Report provided contains Market Share %, Cumulative Audience (000s)/Cumes and Average Audience (000s)/Average. Each of these statistics represents the radio audience in different ways and as such must be referred in the following manner:

### Instructions and examples of interpreting the results:

- Share%:** Market Share is the percentage of the total radio listening, in a defined period, in an average week that is tuned to a particular station e.g. *'During Mon-Sun 5:30am-12mn, 13.8% of the total listening audience was to Station B or Station B has 13.8% share of all listening Mon-Sun 5:30am-12mn'*.  
 Share is a measure of listening and refers to those listening and the number of quarter hours they listened to (time spent listening). It can be reflected in statements such as 'most listened to station' or the 'station with the most listening'.
- Cumulative audience (000s):** is the number of different people reached at least once by a radio station across a defined period of time, in an average week e.g. *'Across Mon-Sun 5:30am-12mn, there were 64,000 unique or different listeners aged 10+ tuning into Station A'*.  
 Cume is a measure of listeners or audience size. It can be reflected in statements such as 'total audience', 'total number of listeners' or 'most listeners'.
- Average audience (000s):** is the average number of people tuned into a radio station across a defined period of time, in any given quarter hour, during an average week e.g. *'Between Mon-Sun 5:30am-12mn, in an average quarter hour, there are 15,000 people aged 10+ listening to Station C'*. It can be reflected in statements such as 'average audience' or 'average number of listeners in a given quarter hour'.

Stations	Market Share %	Cumulative Audience (000s)	Average Audience (000s)
Station A	5.1	64	3
Station B	13.8	621	60
Station C	3.2	264	15

Source: GfK Radio Ratings, Market A, Survey X 2024, Mon-Sun 5:30am-12mn, People 10+, Total Radio



# CANBERRA RADIO - SURVEY 3 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	6.5	5.5	1.0	2.2	1.9	0.3	1.1	0.6	0.5	0.9	0.5	0.4	3.6	2.3	1.3	12.6	7.4	5.2	12.4	13.2	-0.8
2CC	5.2	3.6	1.6	1.6	1.4	0.2	0.6	0.3	0.3	0.8	0.9	-0.1	4.5	2.1	2.4	2.5	3.9	-1.4	12.8	8.1	4.7
HIT 104.7	13.2	13.9	-0.7	27.0	26.9	0.1	24.1	33.2	-9.1	27.1	24.9	2.2	12.6	16.3	-3.7	5.4	3.3	2.1	1.9	1.2	0.7
MIX 106.3	22.2	17.9	4.3	35.6	20.1	15.5	21.4	12.1	9.3	18.1	20.4	-2.3	28.4	23.3	5.1	33.3	31.4	1.9	10.6	5.7	4.9
ABC CAN	11.0	12.2	-1.2	7.7	7.5	0.2	7.1	5.0	2.1	3.5	2.6	0.9	12.3	11.1	1.2	15.4	19.6	-4.2	14.7	19.2	-4.5
2RN	5.4	5.5	-0.1	0.4	0.4	0.0	2.1	1.4	0.7	1.5	0.8	0.7	2.0	1.1	0.9	7.5	11.9	-4.4	12.2	11.3	0.9
ABC NEWSRADIO	4.4	4.7	-0.3	1.9	2.2	-0.3	4.4	1.0	3.4	6.7	7.1	-0.4	3.0	4.7	-1.7	4.4	4.4	0.0	4.2	4.8	-0.6
2JJJ	9.3	9.3	0.0	9.7	8.9	0.8	21.6	21.9	-0.3	18.7	16.1	2.6	10.3	12.3	-2.0	4.9	5.0	-0.1	0.2	0.2	0.0
ABC CLASSIC	9.3	11.2	-1.9	0.6	7.2	-6.6	1.3	3.9	-2.6	5.5	9.0	-3.5	5.0	3.0	2.0	5.6	4.4	1.2	22.4	26.6	-4.2

## 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	6.4	5.4	1.0	5.0	5.2	-0.2	8.2	5.8	2.4	7.9	6.0	1.9	5.6	5.0	0.6	4.2	4.0	0.2	6.8	6.0	0.8
2CC	5.4	3.7	1.7	5.2	3.2	2.0	8.0	6.0	2.0	5.4	3.2	2.2	2.7	2.4	0.3	5.6	3.6	2.0	4.4	3.3	1.1
HIT 104.7	13.9	14.4	-0.5	14.5	13.1	1.4	14.0	16.6	-2.6	15.4	17.3	-1.9	14.4	14.2	0.2	5.7	5.9	-0.2	11.3	12.4	-1.1
MIX 106.3	22.9	18.4	4.5	21.1	16.8	4.3	24.9	20.1	4.8	27.3	20.5	6.8	23.0	19.7	3.3	11.2	11.4	-0.2	20.1	16.5	3.6
ABC CAN	11.4	12.6	-1.2	14.4	16.5	-2.1	10.8	10.5	0.3	8.3	7.9	0.4	9.3	11.6	-2.3	15.3	18.6	-3.3	9.7	11.2	-1.5
2RN	4.9	5.3	-0.4	8.3	8.9	-0.6	2.5	2.1	0.4	1.8	3.2	-1.4	4.7	5.2	-0.5	7.8	7.3	0.5	6.8	5.8	1.0
ABC NEWSRADIO	4.4	4.5	-0.1	5.9	7.4	-1.5	4.1	3.3	0.8	2.2	2.2	0.0	4.0	3.7	0.3	7.2	6.1	1.1	4.2	5.3	-1.1
2JJJ	8.9	9.7	-0.8	8.7	8.6	0.1	6.8	8.4	-1.6	8.8	11.9	-3.1	11.2	10.9	0.3	10.9	8.0	2.9	10.4	8.1	2.3
ABC CLASSIC	8.6	10.4	-1.8	7.5	8.4	-0.9	8.9	12.9	-4.0	9.8	11.7	-1.9	9.0	11.0	-2.0	7.0	7.1	-0.1	11.6	13.6	-2.0



## CANBERRA RADIO - SURVEY 3 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	37	33	4	3	2	1	1	2	-1	2	*	*	5	4	1	7	6	1	18	19	-1
2CC	22	18	4	2	2	0	2	2	0	1	2	-1	5	4	1	2	2	0	10	7	3
HIT 104.7	125	119	6	19	19	0	18	20	-2	47	45	2	26	26	0	8	5	3	6	4	2
MIX 106.3	144	141	3	17	16	1	15	16	-1	35	40	-5	39	38	1	22	19	3	15	12	3
ABC CAN	74	88	-14	6	5	1	5	6	-1	12	15	-3	16	21	-5	15	16	-1	19	25	-6
2RN	38	40	-2	2	2	0	3	4	-1	5	4	1	5	5	0	9	11	-2	14	15	-1
ABC NEWSRADIO	50	59	-9	2	4	-2	7	3	4	17	18	-1	10	17	-7	7	6	1	6	11	-5
2JJJ	93	100	-7	10	11	-1	15	22	-7	44	40	4	17	19	-2	6	7	-1	1	1	0
ABC CLASSIC	44	51	-7	1	2	-1	5	4	1	8	9	-1	8	9	-1	6	6	0	17	20	-3
<b>Total</b>	<b>399</b>	<b>401</b>	<b>-2</b>	<b>40</b>	<b>41</b>	<b>-1</b>	<b>41</b>	<b>41</b>	<b>0</b>	<b>116</b>	<b>116</b>	<b>0</b>	<b>89</b>	<b>90</b>	<b>-1</b>	<b>47</b>	<b>48</b>	<b>-1</b>	<b>65</b>	<b>66</b>	<b>-1</b>

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	35	31	4	17	18	-1	22	21	1	23	18	5	17	14	3	9	7	2	25	23	2
2CC	18	15	3	14	11	3	11	9	2	12	8	4	8	7	1	3	3	0	15	12	3
HIT 104.7	114	110	4	75	67	8	46	48	-2	56	59	-3	63	62	1	20	20	0	76	77	-1
MIX 106.3	128	124	4	80	78	2	56	54	2	67	59	8	71	72	-1	26	24	2	83	83	0
ABC CAN	66	77	-11	46	50	-4	30	33	-3	24	28	-4	30	36	-6	18	22	-4	47	56	-9
2RN	29	34	-5	19	21	-2	13	11	2	10	17	-7	16	18	-2	8	10	-2	30	26	4
ABC NEWSRADIO	47	52	-5	29	34	-5	19	19	0	16	14	2	18	20	-2	9	10	-1	25	36	-11
2JJJ	82	88	-6	46	50	-4	27	23	4	32	36	-4	40	44	-4	25	23	2	53	55	-2
ABC CLASSIC	39	43	-4	22	26	-4	20	23	-3	21	24	-3	20	22	-2	11	10	1	31	38	-7
<b>Total</b>	<b>378</b>	<b>381</b>	<b>-3</b>	<b>283</b>	<b>290</b>	<b>-7</b>	<b>208</b>	<b>208</b>	<b>0</b>	<b>227</b>	<b>228</b>	<b>-1</b>	<b>250</b>	<b>252</b>	<b>-2</b>	<b>127</b>	<b>128</b>	<b>-1</b>	<b>297</b>	<b>315</b>	<b>-18</b>



## CANBERRA RADIO - SURVEY 3 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	2	1	1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0
HIT 104.7	4	5	-1	*	1	*	1	1	0	2	2	0	1	1	0	*	*	*	*	*	*
MIX 106.3	7	7	0	1	*	*	*	*	*	1	1	0	2	2	0	2	2	0	1	1	0
ABC CAN	4	4	0	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	1	2	-1
2RN	2	2	0	*	*	*	*	*	*	*	*	*	*	*	*	*	1	*	1	1	0
ABC NEWSRADIO	1	2	-1	*	*	*	*	*	*	*	1	*	*	*	*	*	*	*	*	*	*
2JJJ	3	3	0	*	*	*	*	1	*	1	1	0	1	1	0	*	*	*	*	*	*
ABC CLASSIC	3	4	-1	*	*	*	*	*	*	*	1	*	*	*	*	*	*	*	2	3	-1
<b>Total</b>	<b>34</b>	<b>36</b>	<b>-2</b>	<b>2</b>	<b>2</b>	<b>0</b>	<b>2</b>	<b>3</b>	<b>-1</b>	<b>7</b>	<b>7</b>	<b>0</b>	<b>8</b>	<b>9</b>	<b>-1</b>	<b>5</b>	<b>5</b>	<b>0</b>	<b>9</b>	<b>10</b>	<b>-1</b>

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	4	3	1	3	3	0	2	2	0	*	*	*	2	2	0
2CC	2	1	1	3	2	1	4	3	1	2	1	1	1	1	0	1	*	*	1	1	0
HIT 104.7	5	6	-1	8	8	0	6	8	-2	6	7	-1	5	6	-1	1	1	0	3	4	-1
MIX 106.3	8	7	1	12	10	2	11	10	1	11	9	2	8	8	0	1	1	0	6	5	1
ABC CAN	4	5	-1	8	10	-2	5	5	0	3	3	0	3	5	-2	2	2	0	3	3	0
2RN	2	2	0	5	5	0	1	1	0	1	1	0	2	2	0	1	1	0	2	2	0
ABC NEWSRADIO	2	2	0	3	4	-1	2	2	0	1	1	0	1	2	-1	1	1	0	1	2	-1
2JJJ	3	4	-1	5	5	0	3	4	-1	3	5	-2	4	5	-1	1	1	0	3	3	0
ABC CLASSIC	3	4	-1	4	5	-1	4	6	-2	4	5	-1	3	5	-2	1	1	0	3	4	-1
<b>Total</b>	<b>35</b>	<b>39</b>	<b>-4</b>	<b>57</b>	<b>60</b>	<b>-3</b>	<b>46</b>	<b>49</b>	<b>-3</b>	<b>39</b>	<b>43</b>	<b>-4</b>	<b>37</b>	<b>41</b>	<b>-4</b>	<b>10</b>	<b>12</b>	<b>-2</b>	<b>29</b>	<b>31</b>	<b>-2</b>