

GfK Radio Ratings Summary Report – Survey 3, 2023

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 2023, Mon-Sun 5:30am-12mn, People 10+, Total Radio

For more information contact the GfK team on 1800 097 713.



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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	6.9	6.3	0.6	2.7	18.7	-16.0	8.4	0.3	8.1	1.5	2.3	-0.8	6.4	2.1	4.3	11.1	7.4	3.7	10.2	11.5	-1.3
2CC	4.9	4.6	0.3	*	1.8	*	3.3	2.2	1.1	0.4	4.5	-4.1	4.4	2.7	1.7	9.4	10.9	-1.5	8.3	3.6	4.7
HIT 104.7	15.5	14.7	0.8	31.9	19.9	12.0	23.9	28.7	-4.8	32.4	33.0	-0.6	14.2	14.6	-0.4	5.9	4.7	1.2	1.5	0.9	0.6
MIX 106.3	21.6	25.8	-4.2	23.6	32.2	-8.6	24.5	20.8	3.7	17.3	17.6	-0.3	38.4	49.5	-11.1	27.0	34.8	-7.8	5.6	5.0	0.6
ABC CAN	13.0	11.1	1.9	2.2	2.7	-0.5	3.4	1.3	2.1	5.3	1.8	3.5	7.7	4.2	3.5	20.7	14.8	5.9	25.0	27.6	-2.6
2RN	6.6	7.4	-0.8	3.2	0.6	2.6	*	*	*	4.0	3.4	0.6	2.4	7.1	-4.7	7.5	7.7	-0.2	15.0	14.4	0.6
ABC NEWSRADIO	4.8	5.1	-0.3	5.0	1.8	3.2	2.3	3.9	-1.6	5.0	6.8	-1.8	4.7	4.1	0.6	5.9	7.2	-1.3	4.9	4.3	0.6
2JJJ	7.6	6.5	1.1	6.2	4.9	1.3	17.6	16.8	0.8	17.2	12.2	5.0	6.0	6.4	-0.4	3.4	4.0	-0.6	0.6	1.1	-0.5
ABC CLASSIC	7.0	7.9	-0.9	8.0	6.3	1.7	*	0.2	*	4.1	5.5	-1.4	5.0	1.7	3.3	1.2	3.9	-2.7	16.9	20.4	-3.5

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	7.4	6.3	1.1	7.0	6.5	0.5	9.2	7.8	1.4	9.5	6.4	3.1	5.3	5.0	0.3	2.9	4.1	-1.2	5.3	6.2	-0.9
2CC	5.1	4.6	0.5	4.4	3.6	0.8	8.6	5.2	3.4	4.1	4.9	-0.8	2.3	5.0	-2.7	7.7	4.8	2.9	4.3	4.6	-0.3
HIT 104.7	15.5	15.3	0.2	13.5	12.5	1.0	14.5	17.6	-3.1	18.0	18.2	-0.2	20.5	17.0	3.5	8.8	7.3	1.5	15.4	12.8	2.6
MIX 106.3	21.7	25.7	-4.0	21.5	26.1	-4.6	20.2	26.3	-6.1	24.6	27.1	-2.5	23.9	25.6	-1.7	12.9	17.7	-4.8	21.3	26.4	-5.1
ABC CAN	12.7	11.2	1.5	13.7	12.3	1.4	16.3	13.5	2.8	9.4	9.3	0.1	8.2	6.9	1.3	19.0	17.0	2.0	13.8	10.9	2.9
2RN	6.7	7.5	-0.8	11.4	9.9	1.5	3.9	5.6	-1.7	4.0	6.2	-2.2	5.0	6.9	-1.9	7.1	8.5	-1.4	6.4	7.3	-0.9
ABC NEWSRADIO	4.9	5.1	-0.2	7.4	8.2	-0.8	4.4	4.0	0.4	2.7	2.9	-0.2	4.2	3.9	0.3	4.3	6.1	-1.8	4.8	4.9	-0.1
2JJJ	8.2	6.8	1.4	7.3	7.7	-0.4	7.0	4.2	2.8	9.9	5.5	4.4	10.4	10.7	-0.3	5.2	5.2	0.0	5.9	5.5	0.4
ABC CLASSIC	6.7	7.8	-1.1	5.4	6.3	-0.9	6.3	7.6	-1.3	7.7	9.5	-1.8	7.9	7.4	0.5	7.5	10.3	-2.8	8.0	8.1	-0.1



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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	37	2	1	3	-2	1	1	0	5	5	0	6	7	-1	11	8	3	15	13	2
2CC	21	25	-4	*	2	*	3	3	0	2	5	-3	5	3	2	4	7	-3	7	6	1
HIT 104.7	144	140	4	18	15	3	22	24	-2	58	56	2	31	32	-1	8	9	-1	5	3	2
MIX 106.3	153	162	-9	19	23	-4	18	18	0	41	40	1	45	47	-2	20	22	-2	10	12	-2
ABC CAN	76	69	7	5	4	1	3	4	-1	14	10	4	14	11	3	16	12	4	25	28	-3
2RN	42	40	2	3	3	0	*	*	*	8	6	2	5	7	-2	6	7	-1	19	18	1
ABC NEWSRADIO	60	60	0	3	2	1	4	6	-2	21	21	0	12	10	2	11	10	1	10	10	0
2JJJ	76	82	-6	7	9	-2	14	14	0	32	35	-3	17	16	1	4	5	-1	2	3	-1
ABC CLASSIC	42	41	1	5	4	1	*	1	*	13	10	3	8	6	2	2	4	-2	14	17	-3
Total	404	403	1	41	40	1	47	46	1	114	115	-1	90	89	1	49	49	0	64	64	0

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	21	22	-1	19	20	-1	21	17	4	16	16	0	7	8	-1	26	29	-3
2CC	18	20	-2	13	13	0	12	12	0	8	11	-3	6	8	-2	8	5	3	14	17	-3
HIT 104.7	132	129	3	88	76	12	46	49	-3	64	57	7	73	68	5	23	18	5	91	77	14
MIX 106.3	134	144	-10	95	105	-10	56	69	-13	73	79	-6	74	81	-7	25	28	-3	95	107	-12
ABC CAN	67	62	5	48	45	3	33	32	1	30	29	1	25	25	0	19	20	-1	47	45	2
2RN	37	36	1	28	28	0	14	17	-3	17	20	-3	14	19	-5	11	12	-1	27	27	0
ABC NEWSRADIO	56	56	0	33	36	-3	23	19	4	21	20	1	20	17	3	12	13	-1	33	33	0
2JJJ	70	75	-5	41	48	-7	26	26	0	32	29	3	37	41	-4	15	15	0	41	43	-2
ABC CLASSIC	39	40	-1	22	26	-4	15	16	-1	22	21	1	22	20	2	9	10	-1	32	31	1
Total	384	385	-1	316	317	-1	203	213	-10	235	229	6	239	244	-5	117	114	3	307	308	-1



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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	*	*	1	1	0
2CC	2	2	0	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0	1	*	*
HIT 104.7	6	6	0	1	*	*	1	1	0	3	3	0	1	1	0	*	*	*	*	*	*
MIX 106.3	9	10	-1	1	1	0	1	*	*	2	1	1	4	4	0	2	2	0	1	*	*
ABC CAN	5	4	1	*	*	*	*	*	*	*	*	*	1	*	*	1	1	0	3	3	0
2RN	3	3	0	*	*	*	*	*	*	*	*	*	*	1	*	*	*	*	2	1	1
ABC NEWSRADIO	2	2	0	*	*	*	*	*	*	*	1	*	*	*	*	*	*	*	1	*	*
2JJJ	3	2	1	*	*	*	1	*	*	2	1	1	1	1	0	*	*	*	*	*	*
ABC CLASSIC	3	3	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	2	2	0
Total	40	38	2	2	2	0	3	2	1	9	8	1	9	9	0	6	6	0	10	10	0

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-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	3	3	0	5	4	1	5	4	1	4	3	1	2	2	0	*	*	*	2	2	0
2CC	2	2	0	3	2	1	5	3	2	2	2	0	1	2	-1	1	1	0	1	1	0
HIT 104.7	7	6	1	9	8	1	8	9	-1	9	8	1	9	7	2	1	1	0	5	4	1
MIX 106.3	9	10	-1	15	17	-2	11	14	-3	12	12	0	10	11	-1	2	2	0	7	9	-2
ABC CAN	5	5	0	10	8	2	9	7	2	4	4	0	3	3	0	2	2	0	5	4	1
2RN	3	3	0	8	6	2	2	3	-1	2	3	-1	2	3	-1	1	1	0	2	2	0
ABC NEWSRADIO	2	2	0	5	5	0	2	2	0	1	1	0	2	2	0	1	1	0	2	2	0
2JJJ	3	3	0	5	5	0	4	2	2	5	2	3	4	5	-1	1	1	0	2	2	0
ABC CLASSIC	3	3	0	4	4	0	3	4	-1	4	4	0	3	3	0	1	1	0	3	3	0
Total	43	40	3	70	64	6	55	52	3	47	45	2	42	43	-1	12	11	1	34	32	2