



MELBOURNE RADIO - SURVEY 8 2022

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	+/-
SEN 1116am	2.3	2.8	-0.5	1.2	1.2	0.0	2.7	2.5	0.2	1.9	2.3	-0.4	2.4	3.5	-1.1	3.8	4.1	-0.3	1.8	2.1	-0.3
3AW	15.1	13.7	1.4	2.9	2.5	0.4	2.1	2.8	-0.7	4.0	3.0	1.0	9.0	8.5	0.5	23.0	17.2	5.8	34.7	34.1	0.6
RSN 927	0.5	0.6	-0.1	0.1	0.1	0.0	0.7	0.7	0.0	*	*	*	0.1	0.3	-0.2	0.7	0.9	-0.2	1.1	1.3	-0.2
Magic 1278	1.4	1.6	-0.2	0.3	0.1	0.2	0.9	0.5	0.4	1.0	0.8	0.2	0.8	1.0	-0.2	1.9	2.6	-0.7	2.5	3.1	-0.6
3MP 1377	1.9	1.3	0.6	0.2	0.2	0.0	0.3	0.2	0.1	0.2	0.2	0.0	0.9	1.2	-0.3	2.1	1.5	0.6	5.7	3.2	2.5
101.9 FOX FM	8.9	8.3	0.6	20.4	12.4	8.0	15.9	18.0	-2.1	14.3	15.0	-0.7	7.0	7.4	-0.4	6.2	5.0	1.2	1.2	1.1	0.1
GOLD104.3	11.9	11.5	0.4	8.4	6.7	1.7	8.1	5.4	2.7	7.9	10.0	-2.1	18.7	16.8	1.9	16.9	17.4	-0.5	8.0	6.9	1.1
KIIS 101.1 FM	8.4	6.7	1.7	12.8	11.3	1.5	18.1	13.1	5.0	15.3	12.8	2.5	7.6	5.9	1.7	4.2	3.0	1.2	0.8	0.9	-0.1
105.1 TRIPLE M	5.7	7.1	-1.4	10.6	12.7	-2.1	7.0	10.1	-3.1	6.0	7.5	-1.5	8.0	9.5	-1.5	4.9	6.7	-1.8	1.6	1.5	0.1
NOVA 100	7.5	7.4	0.1	17.4	19.1	-1.7	7.4	9.0	-1.6	11.8	11.1	0.7	9.4	8.2	1.2	3.7	3.6	0.1	0.8	0.6	0.2
smoothfm 91.5	8.8	9.0	-0.2	5.7	7.3	-1.6	10.1	9.0	1.1	7.4	9.5	-2.1	8.9	8.6	0.3	8.7	9.4	-0.7	10.8	9.5	1.3
ABC MEL	6.2	7.5	-1.3	1.6	1.4	0.2	1.7	2.1	-0.4	1.5	2.6	-1.1	4.6	4.2	0.4	8.3	10.2	-1.9	13.7	17.8	-4.1
3RN	1.3	1.9	-0.6	0.3	0.2	0.1	0.1	0.7	-0.6	0.2	0.5	-0.3	0.7	1.0	-0.3	1.0	3.4	-2.4	3.7	4.3	-0.6
ABC NEWSRADIO	1.2	1.2	0.0	0.7	0.5	0.2	1.8	1.9	-0.1	1.2	1.1	0.1	0.9	0.9	0.0	1.8	1.2	0.6	0.9	1.7	-0.8
3JJJ	4.1	3.7	0.4	3.0	6.1	-3.1	9.2	5.9	3.3	10.4	9.3	1.1	2.3	2.2	0.1	1.5	1.2	0.3	0.4	0.4	0.0
ABC CLASSIC	1.3	1.4	-0.1	1.8	1.5	0.3	0.1	0.5	-0.4	0.5	0.5	0.0	0.2	0.2	0.0	1.0	1.1	-0.1	3.5	3.9	-0.4

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
SEN 1116am	2.4	2.9	-0.5	2.5	3.1	-0.6	2.6	3.7	-1.1	2.3	2.7	-0.4	2.1	2.1	0.0	2.0	2.7	-0.7	2.1	2.2	-0.1	2.1	2.2	-0.1	2.1	2.2	-0.1
3AW	15.7	14.2	1.5	22.8	20.5	2.3	16.9	16.6	0.3	11.7	9.8	1.9	10.7	9.2	1.5	13.7	13.6	0.1	13.0	12.1	0.9	13.0	12.1	0.9	13.0	12.1	0.9
RSN 927	0.3	0.4	-0.1	0.4	0.7	-0.3	0.4	0.4	0.0	0.3	0.3	0.0	0.3	0.3	0.0	*	0.1	*	0.9	1.1	-0.2	0.9	1.1	-0.2	0.9	1.1	-0.2
Magic 1278	1.3	1.5	-0.2	0.7	0.6	0.1	1.7	1.9	-0.2	1.4	1.9	-0.5	1.2	1.5	-0.3	2.0	2.2	-0.2	1.6	1.8	-0.2	2.0	2.2	-0.2	1.6	1.8	-0.2
3MP 1377	1.8	1.2	0.6	0.9	0.5	0.4	2.1	1.2	0.9	2.4	1.7	0.7	2.0	1.6	0.4	0.8	1.0	-0.2	2.4	1.7	0.7	0.8	1.0	-0.2	2.4	1.7	0.7
101.9 FOX FM	9.0	8.5	0.5	8.4	7.4	1.0	7.7	7.3	0.4	10.6	9.8	0.8	10.5	10.2	0.3	6.6	7.2	-0.6	8.4	7.9	0.5	6.6	7.2	-0.6	8.4	7.9	0.5
GOLD104.3	12.1	11.8	0.3	9.9	10.3	-0.4	12.6	12.6	0.0	13.9	13.7	0.2	12.0	11.2	0.8	12.0	9.3	2.7	11.5	10.7	0.8	12.0	9.3	2.7	11.5	10.7	0.8
KIIS 101.1 FM	8.4	6.6	1.8	7.5	7.3	0.2	8.0	5.9	2.1	9.0	6.3	2.7	10.4	7.6	2.8	5.8	5.0	0.8	8.3	7.1	1.2	5.8	5.0	0.8	8.3	7.1	1.2
105.1 TRIPLE M	5.7	7.1	-1.4	5.1	6.1	-1.0	5.3	6.3	-1.0	6.0	7.8	-1.8	7.1	8.9	-1.8	5.4	6.0	-0.6	5.7	7.3	-1.6	5.4	6.0	-0.6	5.7	7.3	-1.6
NOVA 100	7.4	7.1	0.3	7.5	8.1	-0.6	5.8	4.6	1.2	7.5	7.1	0.4	8.7	8.8	-0.1	7.6	7.4	0.2	8.0	8.1	-0.1	7.6	7.4	0.2	8.0	8.1	-0.1
smoothfm 91.5	8.4	8.7	-0.3	7.2	7.3	-0.1	8.7	8.6	0.1	8.7	9.8	-1.1	8.1	9.2	-1.1	11.5	9.4	2.1	10.0	9.9	0.1	11.5	9.4	2.1	10.0	9.9	0.1
ABC MEL	6.6	8.0	-1.4	8.0	8.6	-0.6	7.4	9.7	-2.3	4.4	6.7	-2.3	6.1	6.8	-0.7	8.5	8.6	-0.1	4.8	6.1	-1.3	8.5	8.6	-0.1	4.8	6.1	-1.3
3RN	1.2	1.8	-0.6	1.8	2.7	-0.9	0.6	1.1	-0.5	0.7	1.2	-0.5	1.5	1.9	-0.4	2.0	3.1	-1.1	1.6	2.3	-0.7	2.0	3.1	-1.1	1.6	2.3	-0.7
ABC NEWSRADIO	1.2	1.2	0.0	1.7	1.4	0.3	1.1	1.4	-0.3	0.7	0.6	0.1	0.9	0.7	0.2	1.7	2.8	-1.1	1.2	1.2	0.0	1.7	2.8	-1.1	1.2	1.2	0.0
3JJJ	3.8	3.5	0.3	3.7	3.1	0.6	3.1	2.8	0.3	4.0	4.0	0.0	4.7	4.8	-0.1	3.9	2.6	1.3	4.8	4.3	0.5	3.9	2.6	1.3	4.8	4.3	0.5
ABC CLASSIC	1.1	1.3	-0.2	0.8	1.2	-0.4	1.0	1.2	-0.2	1.1	1.0	0.1	1.2	1.3	-0.1	2.5	2.7	-0.2	1.7	1.7	0.0	2.5	2.7	-0.2	1.7	1.7	0.0



MELBOURNE RADIO - SURVEY 8 2022

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	+/-
SEN 1116am	358	397	-39	28	30	-2	49	45	4	89	91	-2	65	87	-22	75	74	1	51	69	-18
3AW	865	818	47	45	58	-13	38	47	-9	115	81	34	152	161	-9	177	157	20	338	315	23
RSN 927	70	66	4	7	8	-1	6	7	-1	7	2	5	8	11	-3	20	17	3	23	21	2
Magic 1278	124	139	-15	6	6	0	11	16	-5	15	12	3	15	23	-8	24	25	-1	53	56	-3
3MP 1377	164	136	28	9	12	-3	10	11	-1	20	10	10	19	20	-1	27	19	8	79	64	15
101.9 FOX FM	1398	1345	53	240	217	23	257	249	8	498	505	-7	260	240	20	100	92	8	41	42	-1
GOLD104.3	1291	1321	-30	130	130	0	129	123	6	275	321	-46	360	360	0	214	205	9	184	181	3
KIIS 101.1 FM	1255	1236	19	191	205	-14	240	232	8	488	480	8	226	211	15	84	82	2	27	25	2
105.1 TRIPLE M	802	907	-105	116	130	-14	127	126	1	228	286	-58	189	219	-30	86	100	-14	56	46	10
NOVA 100	1256	1237	19	221	234	-13	180	184	-4	472	421	51	265	277	-12	86	93	-7	31	28	3
smoothfm 91.5	1158	1183	-25	92	118	-26	155	116	39	317	327	-10	232	254	-22	180	174	6	182	194	-12
ABC MEL	565	637	-72	30	33	-3	40	58	-18	78	91	-13	116	115	1	117	104	13	184	236	-52
3RN	159	194	-35	18	16	2	12	14	-2	20	24	-4	26	37	-11	24	32	-8	59	71	-12
ABC NEWSRADIO	308	305	3	27	24	3	44	36	8	73	82	-9	57	56	1	45	32	13	62	76	-14
3JJJ	583	588	-5	53	79	-26	130	118	12	287	276	11	72	76	-4	29	27	2	11	12	-1
ABC CLASSIC	204	192	12	34	16	18	8	18	-10	36	34	2	22	19	3	27	28	-1	76	78	-2
Total	4653	4648	5	480	473	7	517	522	-5	1293	1283	10	1003	1004	-1	584	578	6	776	788	-12

Cumulative Audience (000's) by Session, P10+ [Potential: 4902]

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
SEN 1116am	306	325	-19	134	151	-17	127	149	-22	136	148	-12	129	129	0	71	83	-12	188	196	-8						
3AW	814	760	54	599	541	58	501	461	40	438	395	43	363	329	34	222	212	10	562	537	25						
RSN 927	39	41	-2	16	17	-1	17	16	1	18	16	2	19	19	0	3	2	1	51	47	4						
Magic 1278	109	117	-8	50	56	-6	67	77	-10	63	69	-6	40	50	-10	27	33	-6	79	100	-21						
3MP 1377	143	121	22	51	33	18	79	63	16	78	74	4	59	50	9	20	23	-3	93	92	1						
101.9 FOX FM	1268	1198	70	633	561	72	519	466	53	644	627	17	608	602	6	215	214	1	771	732	39						
GOLD104.3	1133	1139	-6	567	589	-22	535	525	10	631	628	3	545	531	14	250	229	21	738	743	-5						
KIIS 101.1 FM	1096	1093	3	570	566	4	452	402	50	519	509	10	499	483	16	203	204	-1	693	667	26						
105.1 TRIPLE M	684	765	-81	324	322	2	257	253	4	316	412	-96	303	359	-56	113	162	-49	425	485	-60						
NOVA 100	1102	1073	29	567	573	-6	394	374	20	513	514	-1	521	502	19	207	225	-18	753	722	31						
smoothfm 91.5	1004	1017	-13	474	460	14	468	445	23	522	559	-37	483	486	-3	245	224	21	724	751	-27						
ABC MEL	518	573	-55	330	350	-20	250	289	-39	229	272	-43	224	255	-31	133	134	-1	326	391	-65						
3RN	137	173	-36	75	112	-37	45	66	-21	47	71	-24	62	63	-1	49	62	-13	94	122	-28						
ABC NEWSRADIO	248	251	-3	127	123	4	91	116	-25	76	80	-4	80	66	14	46	47	-1	149	157	-8						
3JJJ	514	512	2	246	246	0	193	182	11	226	230	-4	254	248	6	117	118	-1	317	332	-15						
ABC CLASSIC	158	167	-9	68	80	-12	73	87	-14	78	77	1	66	71	-5	50	51	-1	124	116	8						
Total	4549	4524	25	3460	3438	22	2954	2946	8	3212	3226	-14	3163	3150	13	1626	1645	-19	4021	4017	4						



MELBOURNE RADIO - SURVEY 8 2022

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	+/-
SEN 1116am	12	14	-2	1	1	0	1	1	0	2	3	-1	3	4	-1	3	3	0	2	3	-1
3AW	78	71	7	1	1	0	1	1	0	4	3	1	11	10	1	18	14	4	42	40	2
RSN 927	2	3	-1	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0
Magic 1278	7	8	-1	*	*	*	*	*	*	1	1	0	1	1	0	2	2	0	3	4	-1
3MP 1377	10	7	3	*	*	*	*	*	*	1	1	0	1	1	0	2	1	1	7	4	3
101.9 FOX FM	46	43	3	9	6	3	6	6	0	16	16	0	9	9	0	5	4	1	2	1	1
GOLD104.3	61	59	2	4	3	1	3	2	1	9	11	-2	23	21	2	13	15	-2	10	8	2
KIIS 101.1 FM	43	35	8	5	5	0	7	4	3	17	14	3	9	7	2	3	3	0	1	1	0
105.1 TRIPLE M	30	37	-7	5	6	-1	3	3	0	7	8	-1	10	12	-2	4	6	-2	2	2	0
NOVA 100	39	38	1	7	9	-2	3	3	0	13	12	1	11	10	1	3	3	0	1	1	0
smoothfm 91.5	45	47	-2	2	3	-1	4	3	1	8	10	-2	11	11	0	7	8	-1	13	11	2
ABC MEL	32	39	-7	1	1	0	1	1	0	2	3	-1	6	5	1	7	9	-2	16	21	-5
3RN	7	10	-3	*	*	*	*	*	*	1	1	*	1	1	0	1	3	-2	4	5	-1
ABC NEWSRADIO	6	6	0	*	*	*	1	1	0	1	1	0	1	1	0	1	1	0	1	2	-1
3JXX	21	19	2	1	3	-2	4	2	2	11	10	1	3	3	0	1	1	0	1	*	*
ABC CLASSIC	7	7	0	1	1	0	*	*	*	*	1	*	*	*	*	1	1	0	4	5	-1
Total	515	516	-1	42	47	-5	40	34	6	109	109	0	123	123	0	80	84	-4	120	118	2

Average Audience (000's) by Session, P10+ [Potential: 4902]

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
SEN 1116am	13	16	-3	19	23	-4	19	28	-9	15	19	-4	12	12	0	3	5	-2	9	10	-1				9	10	-1
3AW	86	77	9	169	150	19	128	123	5	78	66	12	61	53	8	23	24	-1	57	54	3				4	5	-1
RSN 927	2	2	0	3	5	-2	3	3	0	2	2	0	2	2	0	*	*	*	4	5	-1				7	8	-1
Magic 1278	7	8	-1	5	4	1	13	14	-1	10	13	-3	7	8	-1	3	4	-1	7	8	-1				11	8	3
3MP 1377	10	7	3	7	4	3	16	9	7	16	12	4	12	9	3	1	2	-1	11	8	3				37	35	2
101.9 FOX FM	49	46	3	62	54	8	58	54	4	71	66	5	60	58	2	11	13	-2	37	35	2				51	47	4
GOLD104.3	66	64	2	73	75	-2	95	93	2	93	92	1	69	64	5	20	16	4	51	47	4				37	31	6
KIIS 101.1 FM	46	36	10	56	53	3	61	44	17	60	43	17	60	43	17	10	9	1	37	31	6				25	32	-7
105.1 TRIPLE M	31	38	-7	38	44	-6	40	46	-6	40	53	-13	41	51	-10	9	11	-2	25	32	-7				35	36	-1
NOVA 100	40	39	1	56	59	-3	44	34	10	50	48	2	50	50	0	13	13	0	35	36	-1				44	44	0
smoothfm 91.5	46	48	-2	53	54	-1	66	63	3	58	66	-8	46	53	-7	19	17	2	44	44	0				21	27	-6
ABC MEL	36	44	-8	59	63	-4	56	72	-16	29	45	-16	35	39	-4	14	15	-1	21	27	-6				7	10	-3
3RN	7	10	-3	13	20	-7	4	8	-4	4	8	-4	9	11	-2	3	5	-2	7	10	-3				5	6	-1
ABC NEWSRADIO	6	6	0	13	11	2	8	10	-2	4	4	0	5	4	1	3	5	-2	5	6	-1				21	19	2
3JXX	21	19	2	27	23	4	23	21	2	27	27	0	27	28	-1	6	5	1	21	19	2				8	8	0
ABC CLASSIC	6	7	-1	6	9	-3	8	9	-1	7	7	0	7	7	0	4	5	-1	8	8	0				440	443	-3
Total	544	544	0	741	730	11	754	740	14	668	674	-6	573	574	-1	166	176	-10	440	443	-3						