



# MELBOURNE RADIO - SURVEY 3 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	+/-
1116 SEN Sports	2.7	2.6	0.1	1.8	1.3	0.5	2.5	4.0	-1.5	4.7	3.4	1.3	2.2	2.2	0.0	3.2	3.6	-0.4	1.6	1.6	0.0
3AW	14.7	15.1	-0.4	4.2	2.6	1.6	4.6	3.9	0.7	3.0	3.7	-0.7	7.6	9.1	-1.5	21.3	23.2	-1.9	35.0	34.1	0.9
RSN 927	0.5	0.9	-0.4	0.1	0.2	-0.1	0.8	0.8	0.0	0.6	0.6	0.0	0.5	0.7	-0.2	0.5	0.7	-0.2	0.4	2.0	-1.6
Magic 1278	1.4	1.5	-0.1	0.1	0.3	-0.2	*	0.2	*	0.7	0.6	0.1	0.6	0.5	0.1	2.0	1.0	1.0	3.4	4.6	-1.2
3MP 1377	1.0	0.6	0.4	*	0.1	*	0.2	0.2	0.0	0.2	0.2	0.0	0.9	0.8	0.1	1.0	0.6	0.4	2.4	1.2	1.2
101.9 FOX FM	8.8	9.6	-0.8	18.4	20.5	-2.1	10.7	13.0	-2.3	13.2	15.9	-2.7	10.5	11.3	-0.8	6.2	5.0	1.2	0.5	0.3	0.2
GOLD104.3	11.5	11.4	0.1	11.7	12.5	-0.8	5.9	4.1	1.8	10.9	11.4	-0.5	16.2	16.0	0.2	13.9	15.9	-2.0	7.9	6.3	1.6
KIIS 101.1 FM	5.6	6.1	-0.5	10.5	11.6	-1.1	14.1	12.4	1.7	9.7	11.5	-1.8	4.4	5.2	-0.8	2.1	2.0	0.1	0.6	0.6	0.0
105.1 TRIPLE M	6.0	5.4	0.6	8.3	6.8	1.5	4.4	6.4	-2.0	7.6	5.2	2.4	9.2	7.6	1.6	6.2	7.6	-1.4	0.9	1.1	-0.2
NOVA 100	7.5	7.4	0.1	14.6	14.1	0.5	11.9	13.3	-1.4	9.2	8.9	0.3	10.2	10.1	0.1	4.7	4.7	0.0	1.1	0.8	0.3
smoothfm 91.5	9.0	7.3	1.7	5.9	4.3	1.6	7.6	4.5	3.1	6.8	6.0	0.8	8.0	6.9	1.1	12.4	7.9	4.5	11.6	10.5	1.1
ABC MEL	7.3	7.6	-0.3	3.3	3.8	-0.5	1.0	0.5	0.5	3.7	2.5	1.2	7.0	7.5	-0.5	7.7	8.6	-0.9	14.3	15.8	-1.5
3RN	1.8	1.9	-0.1	0.4	0.2	0.2	0.9	0.8	0.1	0.3	0.6	-0.3	2.2	1.8	0.4	2.1	1.2	0.9	3.4	4.9	-1.5
ABC NEWSRADIO	1.9	1.7	0.2	0.5	0.7	-0.2	0.8	0.7	0.1	1.9	1.7	0.2	1.6	1.5	0.1	3.2	2.8	0.4	2.1	1.7	0.4
3JJJ	4.5	5.6	-1.1	5.5	6.1	-0.6	14.4	21.0	-6.6	9.4	10.9	-1.5	2.5	2.7	-0.2	1.0	1.2	-0.2	0.3	0.5	-0.2
ABC CLASSIC	2.0	2.0	0.0	1.2	1.4	-0.2	0.4	0.6	-0.2	1.1	1.6	-0.5	1.4	1.1	0.3	0.9	0.3	0.6	4.9	5.0	-0.1

## 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
1116 SEN Sports	2.8	2.7	0.1	2.7	1.9	0.8	2.5	2.6	-0.1	2.9	3.3	-0.4	3.2	3.0	0.2	2.7	2.7	0.0	2.6	2.5	0.1	2.6	2.5	0.1	2.6	2.5	0.1
3AW	15.3	15.8	-0.5	19.4	18.9	0.5	17.5	18.5	-1.0	11.6	13.2	-1.6	11.1	11.4	-0.3	16.8	15.7	1.1	12.6	12.7	-0.1	12.6	12.7	-0.1	12.6	12.7	-0.1
RSN 927	0.4	0.7	-0.3	0.6	1.4	-0.8	0.5	0.4	0.1	0.3	0.4	-0.1	0.2	0.3	-0.1	*	1.5	*	0.9	1.6	-0.7	0.9	1.6	-0.7	0.9	1.6	-0.7
Magic 1278	1.3	1.5	-0.2	1.3	1.0	0.3	1.7	2.0	-0.3	1.3	1.8	-0.5	1.1	1.5	-0.4	1.2	0.6	0.6	1.8	1.7	0.1	1.8	1.7	0.1	1.8	1.7	0.1
3MP 1377	1.0	0.6	0.4	0.6	0.3	0.3	0.9	0.5	0.4	1.0	0.7	0.3	1.4	0.9	0.5	1.1	1.1	0.0	1.0	0.7	0.3	1.0	0.7	0.3	1.0	0.7	0.3
101.9 FOX FM	8.8	9.6	-0.8	8.7	9.6	-0.9	8.3	8.5	-0.2	9.8	11.1	-1.3	8.8	9.7	-0.9	6.8	8.2	-1.4	8.7	9.6	-0.9	6.8	8.2	-1.4	8.7	9.6	-0.9
GOLD104.3	11.6	11.5	0.1	10.0	10.3	-0.3	11.8	12.0	-0.2	13.7	13.1	0.6	12.0	11.4	0.6	8.4	8.4	0.0	11.2	11.2	0.0	8.4	8.4	0.0	11.2	11.2	0.0
KIIS 101.1 FM	5.6	6.2	-0.6	5.4	6.3	-0.9	4.7	4.9	-0.2	5.8	6.3	-0.5	7.1	8.0	-0.9	4.5	4.6	-0.1	5.5	6.0	-0.5	4.5	4.6	-0.1	5.5	6.0	-0.5
105.1 TRIPLE M	6.2	5.6	0.6	5.5	4.5	1.0	6.2	6.3	-0.1	7.4	6.9	0.5	6.2	5.4	0.8	4.2	3.9	0.3	5.3	4.5	0.8	4.2	3.9	0.3	5.3	4.5	0.8
NOVA 100	7.4	7.5	-0.1	8.9	9.2	-0.3	5.8	5.9	-0.1	7.0	6.9	0.1	9.1	8.9	0.2	5.1	5.4	-0.3	7.6	7.0	0.6	5.1	5.4	-0.3	7.6	7.0	0.6
smoothfm 91.5	8.8	6.9	1.9	7.3	6.1	1.2	9.4	7.5	1.9	10.0	7.0	3.0	8.2	7.1	1.1	8.8	6.7	2.1	10.0	8.6	1.4	8.8	6.7	2.1	10.0	8.6	1.4
ABC MEL	7.7	8.1	-0.4	9.0	8.7	0.3	9.4	9.8	-0.4	5.0	6.0	-1.0	7.0	7.0	0.0	8.9	10.3	-1.4	6.1	6.3	-0.2	8.9	10.3	-1.4	6.1	6.3	-0.2
3RN	1.9	2.0	-0.1	3.6	3.8	-0.2	0.9	0.9	0.0	0.9	0.8	0.1	1.6	1.8	-0.2	3.0	3.4	-0.4	1.6	1.8	-0.2	3.0	3.4	-0.4	1.6	1.8	-0.2
ABC NEWSRADIO	1.8	1.6	0.2	2.1	1.5	0.6	1.7	1.9	-0.2	1.4	1.5	-0.1	1.6	1.5	0.1	3.5	2.5	1.0	2.0	1.8	0.2	3.5	2.5	1.0	2.0	1.8	0.2
3JJJ	4.3	5.7	-1.4	4.4	5.7	-1.3	3.7	5.6	-1.9	4.4	5.4	-1.0	5.2	6.5	-1.3	3.9	4.9	-1.0	4.9	5.2	-0.3	3.9	4.9	-1.0	4.9	5.2	-0.3
ABC CLASSIC	1.8	1.8	0.0	1.3	1.8	-0.5	2.0	1.9	0.1	2.1	1.8	0.3	1.7	1.5	0.2	2.0	2.5	-0.5	2.6	2.4	0.2	2.0	2.5	-0.5	2.6	2.4	0.2



# MELBOURNE RADIO - SURVEY 3 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	+/-
1116 SEN Sports	353	324	29	35	31	4	39	23	16	122	95	27	57	57	0	59	55	4	41	62	-21
3AW	821	825	-4	50	41	9	43	37	6	97	81	16	139	161	-22	176	185	-9	315	319	-4
RSN 927	71	98	-27	9	6	3	6	7	-1	21	20	1	10	14	-4	12	16	-4	14	37	-23
Magic 1278	113	113	0	7	9	-2	4	10	-6	20	13	7	16	11	5	24	15	9	43	54	-11
3MP 1377	98	106	-8	*	8	*	4	5	-1	18	14	4	18	23	-5	23	19	4	35	38	-3
101.9 FOX FM	1174	1190	-16	196	208	-12	204	187	17	430	438	-8	221	229	-8	100	102	-2	23	25	-2
GOLD104.3	1193	1157	36	115	125	-10	113	102	11	321	298	23	313	295	18	186	214	-28	144	123	21
KIIS 101.1 FM	1079	1078	1	179	203	-24	203	170	33	415	426	-11	185	182	3	70	64	6	28	32	-4
105.1 TRIPLE M	734	662	72	91	86	5	113	87	26	232	193	39	162	149	13	101	104	-3	35	44	-9
NOVA 100	1158	1095	63	190	187	3	182	195	-13	429	381	48	253	241	12	79	67	12	26	24	2
smoothfm 91.5	1040	993	47	118	107	11	111	102	9	246	220	26	226	234	-8	143	138	5	196	192	4
ABC MEL	690	704	-14	32	36	-4	35	26	9	105	103	2	146	137	9	111	114	-3	261	288	-27
3RN	219	221	-2	12	8	4	22	24	-2	30	23	7	51	47	4	33	34	-1	71	85	-14
ABC NEWSRADIO	336	322	14	30	30	0	34	28	6	67	72	-5	69	60	9	53	52	1	84	79	5
3JJJ	624	673	-49	75	74	1	125	166	-41	303	304	-1	83	84	-1	19	23	-4	19	23	-4
ABC CLASSIC	267	259	8	28	27	1	32	33	-1	37	52	-15	46	43	3	27	18	9	96	87	9
Total	4645	4634	11	475	482	-7	509	497	12	1289	1278	11	1005	1008	-3	584	588	-4	784	782	2

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
1116 SEN Sports	278	262	16	140	103	37	96	113	-17	117	119	-2	154	131	23	68	68	0	201	185	16						
3AW	782	793	-11	549	553	-4	453	476	-23	427	419	8	393	396	-3	208	205	3	519	526	-7						
RSN 927	54	74	-20	25	41	-16	20	20	0	21	29	-8	20	24	-4	4	14	-10	51	76	-25						
Magic 1278	91	98	-7	46	54	-8	49	56	-7	45	54	-9	46	56	-10	21	24	-3	71	84	-13						
3MP 1377	88	97	-9	33	35	-2	48	40	8	47	52	-5	65	49	16	21	33	-12	57	65	-8						
101.9 FOX FM	1015	1008	7	511	589	-78	442	400	42	521	535	-14	468	474	-6	208	230	-22	671	717	-46						
GOLD104.3	1045	1003	42	503	538	-35	500	477	23	597	577	20	541	506	35	200	217	-17	735	725	10						
KIIS 101.1 FM	948	933	15	473	524	-51	363	302	61	435	425	10	450	463	-13	166	178	-12	565	585	-20						
105.1 TRIPLE M	610	561	49	281	254	27	222	226	-4	315	280	35	284	232	52	122	126	-4	420	334	86						
NOVA 100	1028	969	59	596	574	22	382	339	43	455	423	32	529	538	-9	197	195	2	681	603	78						
smoothfm 91.5	910	875	35	443	435	8	403	397	6	495	453	42	448	422	26	209	187	22	659	608	51						
ABC MEL	614	627	-13	401	421	-20	322	349	-27	283	302	-19	264	261	3	151	162	-11	408	417	-9						
3RN	188	190	-2	112	120	-8	64	74	-10	69	69	0	66	75	-9	72	78	-6	130	132	-2						
ABC NEWSRADIO	277	261	16	158	136	22	103	116	-13	91	101	-10	87	83	4	76	69	7	193	193	0						
3JJJ	526	578	-52	257	323	-66	196	226	-30	258	275	-17	296	320	-24	124	144	-20	387	397	-10						
ABC CLASSIC	223	224	-1	103	114	-11	106	107	-1	110	96	14	85	87	-2	54	63	-9	173	161	12						
Total	4519	4487	32	3465	3463	2	2902	2779	123	3128	3053	75	3165	3144	21	1634	1632	2	3922	3848	74						



## MELBOURNE RADIO - SURVEY 3 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	+/-
1116 SEN Sports	14	14	0	1	1	0	1	2	-1	5	4	1	2	3	-1	2	3	-1	2	2	0
3AW	74	78	-4	2	1	1	2	2	0	3	4	-1	9	10	-1	17	19	-2	42	42	0
RSN 927	3	5	-2	*	*	*	*	*	*	1	1	0	1	1	0	*	1	*	1	2	-1
Magic 1278	7	8	-1	*	*	*	*	*	*	1	1	0	1	1	0	2	1	1	4	6	-2
3MP 1377	5	3	2	*	*	*	*	*	*	*	*	*	1	1	0	1	*	*	3	1	2
101.9 FOX FM	44	50	-6	8	8	0	4	6	-2	15	18	-3	12	13	-1	5	4	1	1	*	*
GOLD104.3	58	59	-1	5	5	0	2	2	0	12	13	-1	18	18	0	11	13	-2	9	8	1
KIIS 101.1 FM	28	32	-4	4	5	-1	5	5	0	11	13	-2	5	6	-1	2	2	0	1	1	0
105.1 TRIPLE M	30	28	2	4	3	1	2	3	-1	9	6	3	10	9	1	5	6	-1	1	1	0
NOVA 100	38	38	0	6	6	0	5	6	-1	11	10	1	11	12	-1	4	4	0	1	1	0
smoothfm 91.5	46	38	8	2	2	0	3	2	1	8	7	1	9	8	1	10	6	4	14	13	1
ABC MEL	37	40	-3	1	2	-1	*	*	*	4	3	1	8	9	-1	6	7	-1	17	19	-2
3RN	9	10	-1	*	*	*	*	*	*	*	1	*	2	2	0	2	1	1	4	6	-2
ABC NEWSRADIO	10	9	1	*	*	*	*	*	*	2	2	0	2	2	0	2	2	0	3	2	1
3JJJ	23	29	-6	2	2	0	6	9	-3	11	13	-2	3	3	0	1	1	0	*	1	*
ABC CLASSIC	10	10	0	1	1	0	*	*	*	1	2	-1	2	1	1	1	*	*	6	6	0
Total	506	520	-14	42	41	1	39	44	-5	114	115	-1	113	115	-2	78	82	-4	120	122	-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
1116 SEN Sports	15	15	0	20	15	5	19	21	-2	19	22	-3	18	17	1	4	4	0	11	11	0						
3AW	83	87	-4	147	147	0	132	144	-12	76	89	-13	61	66	-5	26	23	3	53	55	-2						
RSN 927	2	4	-2	4	11	-7	3	3	0	2	3	-1	1	2	-1	*	2	*	4	7	-3						
Magic 1278	7	8	-1	10	8	2	13	15	-2	8	12	-4	6	8	-2	2	1	1	8	7	1						
3MP 1377	5	3	2	5	2	3	7	4	3	7	5	2	8	5	3	2	2	0	4	3	1						
101.9 FOX FM	47	53	-6	66	75	-9	63	66	-3	65	75	-10	49	55	-6	10	12	-2	37	42	-5						
GOLD104.3	62	63	-1	75	80	-5	89	93	-4	90	89	1	67	65	2	13	13	0	47	49	-2						
KIIS 101.1 FM	30	34	-4	41	49	-8	36	38	-2	38	43	-5	39	46	-7	7	7	0	23	26	-3						
105.1 TRIPLE M	33	31	2	42	35	7	47	49	-2	49	46	3	35	31	4	6	6	0	22	20	2						
NOVA 100	40	42	-2	67	72	-5	44	46	-2	46	47	-1	51	51	0	8	8	0	32	30	2						
smoothfm 91.5	47	38	9	55	48	7	71	59	12	65	47	18	45	41	4	13	10	3	42	37	5						
ABC MEL	41	45	-4	68	68	0	71	76	-5	33	40	-7	39	40	-1	14	15	-1	26	27	-1						
3RN	10	11	-1	27	30	-3	7	7	0	6	6	0	9	10	-1	5	5	0	7	8	-1						
ABC NEWSRADIO	10	9	1	16	12	4	13	14	-1	9	10	-1	9	9	0	5	4	1	8	8	0						
3JJJ	23	31	-8	33	45	-12	28	44	-16	29	36	-7	29	37	-8	6	7	-1	21	23	-2						
ABC CLASSIC	10	10	0	10	14	-4	15	15	0	14	12	2	10	8	2	3	4	-1	11	11	0						
Total	539	554	-15	756	780	-24	755	780	-25	657	676	-19	554	573	-19	153	150	3	422	435	-13						