



MELBOURNE RADIO - SURVEY 5 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	3.0	2.7	0.3	2.5	2.6	-0.1	0.8	1.2	-0.4	5.0	4.3	0.7	2.1	2.3	-0.2	3.9	2.8	1.1	2.6	2.2	0.4
3AW	14.5	15.7	-1.2	5.6	6.4	-0.8	1.2	1.3	-0.1	4.1	3.1	1.0	9.0	10.3	-1.3	18.7	19.0	-0.3	34.7	38.5	-3.8
RSN 927	0.6	0.4	0.2	0.2	0.2	0.0	*	*	*	0.5	0.3	0.2	0.2	0.2	0.0	1.5	1.1	0.4	0.8	0.5	0.3
Magic 1278	1.0	1.0	0.0	0.2	0.3	-0.1	0.7	0.6	0.1	0.4	0.5	-0.1	1.0	0.6	0.4	1.3	2.1	-0.8	1.6	1.6	0.0
3MP 1377	1.2	1.2	0.0	0.1	0.1	0.0	0.3	0.3	0.0	*	0.2	*	0.4	0.5	-0.1	2.4	2.3	0.1	2.9	3.0	-0.1
101.9 FOX FM	9.1	8.6	0.5	14.2	13.5	0.7	13.2	13.5	-0.3	13.6	13.8	-0.2	11.3	10.7	0.6	7.4	5.3	2.1	0.7	0.6	0.1
GOLD104.3	11.8	12.0	-0.2	10.5	12.0	-1.5	6.1	6.1	0.0	9.6	10.7	-1.1	19.7	18.9	0.8	16.0	17.1	-1.1	5.9	5.6	0.3
KIIS 101.1 FM	7.6	6.5	1.1	14.2	11.3	2.9	14.8	15.1	-0.3	14.1	11.4	2.7	5.1	5.1	0.0	5.2	3.6	1.6	0.5	0.4	0.1
105.1 TRIPLE M	5.8	5.9	-0.1	10.9	9.6	1.3	6.0	7.2	-1.2	6.3	6.7	-0.4	8.0	9.0	-1.0	5.2	4.7	0.5	1.5	1.1	0.4
NOVA 100	8.0	7.3	0.7	14.8	15.8	-1.0	11.1	9.4	1.7	13.6	11.4	2.2	8.4	7.7	0.7	5.5	4.5	1.0	0.4	0.9	-0.5
smoothfm 91.5	9.3	9.2	0.1	6.6	7.5	-0.9	16.8	12.2	4.6	5.7	5.5	0.2	10.7	8.9	1.8	8.9	13.3	-4.4	9.8	9.8	0.0
ABC MEL	7.1	6.9	0.2	1.1	1.5	-0.4	2.1	1.6	0.5	1.8	2.8	-1.0	3.4	4.0	-0.6	7.9	7.9	0.0	19.1	16.4	2.7
3RN	1.7	2.1	-0.4	0.2	0.3	-0.1	0.2	0.3	-0.1	1.2	0.7	0.5	1.7	2.7	-1.0	2.1	3.4	-1.3	2.9	3.5	-0.6
ABC NEWSRADIO	1.4	1.9	-0.5	0.6	0.5	0.1	1.1	1.0	0.1	0.8	1.2	-0.4	1.7	2.4	-0.7	1.4	1.8	-0.4	2.0	2.8	-0.8
3JJJ	3.7	3.9	-0.2	4.9	5.7	-0.8	4.6	9.2	-4.6	8.6	9.1	-0.5	3.4	2.4	1.0	1.2	0.8	0.4	0.3	0.1	0.2
ABC CLASSIC	2.1	2.2	-0.1	1.0	1.0	0.0	1.4	0.6	0.8	0.7	0.7	0.0	1.0	1.1	-0.1	1.4	1.7	-0.3	5.5	5.7	-0.2

Share Movement (%) by Session, P10+

Station	Mon-Fri			Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
1116 SEN Sports	3.1	2.7	0.4	3.1	2.9	0.2	3.3	2.7	0.6	3.3	2.8	0.5	2.6	2.5	0.1	2.7	2.3	0.4	2.9	2.8	0.1
3AW	15.0	16.1	-1.1	17.6	19.1	-1.5	17.7	19.0	-1.3	12.0	12.6	-0.6	12.2	13.5	-1.3	14.9	15.1	-0.2	13.0	14.4	-1.4
RSN 927	0.5	0.3	0.2	0.7	0.5	0.2	0.9	0.7	0.2	0.4	0.2	0.2	0.1	0.1	0.0	0.2	0.2	0.0	0.8	0.6	0.2
Magic 1278	0.9	0.9	0.0	0.5	0.8	-0.3	1.0	1.0	0.0	1.2	0.9	0.3	0.7	0.7	0.0	1.2	1.0	0.2	1.3	1.4	-0.1
3MP 1377	1.2	1.2	0.0	1.1	0.9	0.2	1.5	1.4	0.1	1.2	1.3	-0.1	1.0	1.3	-0.3	0.6	0.8	-0.2	1.2	1.4	-0.2
101.9 FOX FM	9.4	8.9	0.5	9.5	8.3	1.2	8.4	8.4	0.0	10.4	9.8	0.6	10.4	9.9	0.5	7.1	6.6	0.5	8.1	7.9	0.2
GOLD104.3	12.2	12.3	-0.1	10.5	11.2	-0.7	12.4	13.0	-0.6	14.2	14.5	-0.3	12.0	11.3	0.7	10.9	9.3	1.6	10.5	11.2	-0.7
KIIS 101.1 FM	7.7	6.5	1.2	8.1	6.5	1.6	6.6	5.7	0.9	7.9	6.9	1.0	8.5	7.4	1.1	7.0	5.9	1.1	7.2	6.2	1.0
105.1 TRIPLE M	5.4	5.7	-0.3	5.3	5.4	-0.1	5.1	4.7	0.4	5.6	6.6	-1.0	6.0	6.3	-0.3	5.6	5.0	0.6	6.9	6.5	0.4
NOVA 100	8.0	7.3	0.7	9.5	8.1	1.4	5.7	5.7	0.0	7.0	7.3	-0.3	10.1	8.9	1.2	7.7	5.5	2.2	8.0	7.3	0.7
smoothfm 91.5	9.3	9.0	0.3	7.8	7.7	0.1	10.8	9.5	1.3	10.7	11.0	-0.3	8.1	7.5	0.6	8.1	8.5	-0.4	9.2	9.7	-0.5
ABC MEL	7.4	7.1	0.3	8.6	9.0	-0.4	7.7	7.5	0.2	5.4	4.0	1.4	6.9	7.6	-0.7	10.2	8.7	1.5	6.4	6.2	0.2
3RN	1.6	2.2	-0.6	2.7	4.1	-1.4	0.8	1.0	-0.2	0.9	1.1	-0.2	1.5	1.4	0.1	2.5	4.0	-1.5	1.9	2.0	-0.1
ABC NEWSRADIO	1.3	1.8	-0.5	1.6	2.6	-1.0	1.2	1.3	-0.1	1.0	0.8	0.2	1.0	1.2	-0.2	2.6	4.4	-1.8	1.6	2.2	-0.6
3JJJ	3.9	3.9	0.0	3.3	3.4	-0.1	3.8	3.3	0.5	4.7	4.6	0.1	4.1	4.8	-0.7	3.0	3.5	-0.5	3.2	3.9	-0.7
ABC CLASSIC	1.9	2.0	-0.1	1.6	1.4	0.2	2.0	2.3	-0.3	1.9	2.2	-0.3	1.7	1.9	-0.2	2.5	2.5	0.0	2.9	2.7	0.2



MELBOURNE RADIO - DAB+ STATIONS ONLY - SURVEY 5 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	+/-
BUDDHA HITS	16	33	-17	5	5	0	4	9	-5	*	3	*	7	7	0	*	8	*	*	2	*
CADA	14	8	6	4	1	3	2	2	0	2	*	*	*	*	*	3	3	0	2	2	0
Chemist Warehouse Remix	28	22	6	1	2	-1	5	5	0	5	4	1	7	7	0	7	4	3	3	1	2
Coles Radio	98	95	3	2	2	0	24	29	-5	53	48	5	9	9	0	7	6	1	4	1	3
DANCE HITS	88	95	-7	14	18	-4	12	13	-1	28	35	-7	28	26	2	1	*	*	5	2	3
EASY 80s HITS	44	44	0	11	11	0	2	5	-3	12	9	3	12	10	2	5	5	0	2	4	-2
GOLD 80s	103	108	-5	16	14	2	16	15	1	27	29	-2	25	35	-10	17	9	8	3	6	-3
KIIS 90s	96	88	8	18	25	-7	17	12	5	27	34	-7	28	15	13	4	1	3	3	*	*
MMM 80s	23	35	-12	5	1	4	*	9	*	6	11	-5	4	4	0	7	7	0	*	3	*
MMM 90s	34	49	-15	6	7	-1	8	10	-2	7	23	-16	7	8	-1	4	2	2	2	*	*
MMM CLASSIC ROCK	62	46	16	6	14	-8	14	5	9	12	5	7	20	16	4	7	5	2	3	1	2
MMM COUNTRY	40	38	2	3	4	-1	2	9	-7	21	16	5	3	2	1	10	7	3	2	*	*
MMM HARD N HEAVY	29	23	6	5	5	0	2	*	*	8	8	0	11	9	2	2	*	*	*	*	*
NOVA Noughties	43	40	3	10	10	0	5	4	1	15	13	2	7	11	-4	6	*	*	*	1	*
OLDSKOOL 90s HITS	59	71	-12	5	11	-6	9	13	-4	26	25	1	15	20	-5	4	3	1	*	*	*
RnB Fridays Radio	64	81	-17	9	9	0	7	23	-16	25	31	-6	20	16	4	3	*	*	*	2	*
RSN Carnival	12	13	-1	3	1	2	2	4	-2	6	6	0	*	*	*	1	1	0	*	*	*
Rythmos	15	17	-2	2	5	-3	2	*	*	4	8	-4	1	3	-2	2	*	*	3	*	*
SEN Fanatic	7	9	-2	*	*	*	2	6	-4	*	*	*	*	*	*	2	3	-1	3	*	*
SEN Sydney DAB+	7	5	2	1	3	-2	*	*	*	2	2	0	*	*	*	2	*	*	1	*	*
SEN Track Digital	18	15	3	1	*	*	2	*	*	11	12	-1	*	*	*	1	1	0	2	1	1
smooth relax	95	85	10	13	6	7	11	7	4	15	20	-5	19	19	0	22	16	6	15	17	-2
SOUNDCLOUD RADIO	42	29	13	6	5	1	10	7	3	20	15	5	4	1	3	1	1	0	*	*	*
TikTok Trending	90	108	-18	17	25	-8	36	38	-2	32	38	-6	4	5	-1	*	*	*	2	2	0
triple j Uearthed	53	35	18	11	9	2	17	7	10	17	14	3	4	4	0	3	2	1	*	*	*
ABC Country	22	26	-4	3	4	-1	*	2	*	7	8	-1	4	4	0	2	3	-1	6	5	1
ABC Jazz	57	55	2	3	1	2	10	13	-3	18	9	9	10	14	-4	8	5	3	10	11	-1
ABC KIDS LISTEN	58	60	-2	17	14	3	7	9	-2	25	28	-3	8	10	-2	*	*	*	*	*	*
ABC Sport	58	43	15	10	4	6	9	3	6	13	16	-3	10	7	3	3	3	0	14	9	5
Double J	45	40	5	7	9	-2	7	9	-2	21	11	10	9	10	-1	2	*	*	*	*	*
Total Digital/Internet Only	957	885	72	137	130	7	131	116	15	297	281	16	213	206	7	92	80	12	88	73	15



MELBOURNE RADIO - DAB+ STATIONS ONLY - SURVEY 5 2022

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
BUDDHA HITS	16	24	-8	4	6	-2	2	6	-4	7	5	2	9	13	-4	6	8	-2	6	15	-9
CADA	12	6	6	5	1	4	2	3	-1	4	1	3	6	*	*	6	2	4	4	1	3
Chemist Warehouse Remix	18	16	2	7	4	3	11	10	1	11	11	0	13	9	4	8	6	2	16	12	4
Coles Radio	72	78	-6	17	25	-8	29	26	3	25	30	-5	33	32	1	12	15	-3	57	50	7
DANCE HITS	67	65	2	23	26	-3	29	34	-5	36	30	6	20	21	-1	20	13	7	44	48	-4
EASY 80s HITS	33	38	-5	10	11	-1	13	17	-4	12	13	-1	11	20	-9	8	10	-2	22	21	1
GOLD 80s	79	94	-15	21	38	-17	25	33	-8	42	47	-5	16	23	-7	14	23	-9	47	51	-4
KIIS 90s	72	66	6	20	23	-3	12	15	-3	27	27	0	29	21	8	14	9	5	48	45	3
MMM 80s	14	19	-5	3	7	-4	5	4	1	9	9	0	7	6	1	3	2	1	11	22	-11
MMM 90s	24	40	-16	7	10	-3	10	13	-3	14	16	-2	7	9	-2	3	6	-3	15	19	-4
MMM CLASSIC ROCK	41	24	17	4	10	-6	14	12	2	31	9	22	15	8	7	7	8	-1	35	28	7
MMM COUNTRY	37	32	5	12	5	7	18	14	4	17	16	1	21	13	8	8	6	2	18	15	3
MMM HARD N HEAVY	26	17	9	5	4	1	6	5	1	10	7	3	11	7	4	10	7	3	11	9	2
NOVA Noughties	25	36	-11	11	14	-3	3	8	-5	6	12	-6	9	23	-14	4	3	1	22	18	4
OLDSKOOL 90s HITS	49	59	-10	18	21	-3	21	18	3	13	29	-16	12	28	-16	4	13	-9	30	35	-5
RnB Fridays Radio	53	71	-18	19	18	1	20	19	1	26	38	-12	28	23	5	15	23	-8	30	24	6
RSN Carnival	9	8	1	2	2	0	6	2	4	2	2	0	*	*	*	1	1	0	4	7	-3
Rythmos	9	8	1	*	2	*	4	3	1	6	3	3	3	7	-4	*	1	*	8	10	-2
SEN Fanatic	5	2	3	2	*	*	2	2	0	5	*	*	2	*	*	*	*	*	2	7	-5
SEN Sydney DAB+	5	4	1	4	2	2	*	*	*	*	*	*	2	2	0	3	1	2	3	1	2
SEN Track Digital	15	11	4	*	*	*	1	*	*	10	7	3	9	8	1	5	4	1	12	11	1
smooth relax	77	69	8	33	28	5	35	31	4	45	32	13	36	38	-2	15	13	2	44	35	9
SOUNDCLOUD RADIO	36	23	13	11	13	-2	16	11	5	13	6	7	9	9	0	11	7	4	17	13	4
TikTok Trending	70	91	-21	25	29	-4	14	22	-8	25	36	-11	26	32	-6	25	29	-4	54	53	1
triple j Unearthed	40	30	10	18	14	4	15	12	3	9	8	1	11	13	-2	7	7	0	23	20	3
ABC Country	18	23	-5	1	9	-8	1	6	-5	12	12	0	6	5	1	4	5	-1	9	11	-2
ABC Jazz	44	42	2	12	8	4	9	18	-9	14	11	3	18	21	-3	8	14	-6	31	28	3
ABC KIDS LISTEN	42	52	-10	15	23	-8	23	20	3	20	14	6	14	17	-3	5	7	-2	32	28	4
ABC Sport	33	28	5	9	*	*	14	10	4	8	12	-4	3	4	-1	7	9	-2	35	23	12
Double J	39	36	3	14	17	-3	13	11	2	7	11	-4	23	17	6	11	8	3	23	22	1
Total Digital/Internet Only	769	755	14	282	323	-41	323	341	-18	376	381	-5	359	352	7	210	214	-4	615	535	80