



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								
	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	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	2.9	2.8	0.1	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	13.0	14.4	-1.4	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	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	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	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	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	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	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	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	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	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	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	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	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	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	2.5	2.5	0.0	2.9	2.7	0.2



MELBOURNE RADIO - 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	+/-
1116 SEN Sports	382	347	35	37	40	-3	22	33	-11	116	103	13	66	57	9	68	62	6	73	51	22
3AW	814	792	22	63	64	-1	43	29	14	96	101	-5	143	123	20	143	149	-6	326	326	0
RSN 927	48	44	4	8	11	-3	2	2	0	8	9	-1	3	5	-2	11	9	2	16	8	8
Magic 1278	132	128	4	5	8	-3	10	9	1	24	27	-3	21	16	5	22	29	-7	49	39	10
3MP 1377	111	101	10	6	3	3	7	4	3	4	14	-10	12	12	0	20	19	1	62	50	12
101.9 FOX FM	1325	1196	129	207	191	16	214	197	17	505	466	39	268	233	35	107	81	26	24	28	-4
GOLD104.3	1279	1251	28	139	130	9	112	102	10	310	312	-2	367	359	8	202	202	0	149	145	4
KIIS 101.1 FM	1282	1175	107	185	178	7	240	222	18	540	478	62	203	203	0	84	71	13	30	22	8
105.1 TRIPLE M	752	764	-12	112	109	3	90	130	-40	242	238	4	204	185	19	67	70	-3	37	32	5
NOVA 100	1231	1178	53	213	215	-2	155	150	5	481	458	23	267	247	20	90	85	5	24	24	0
smoothfm 91.5	1107	1027	80	123	133	-10	139	93	46	246	241	5	250	216	34	149	148	1	200	196	4
ABC MEL	627	645	-18	30	34	-4	45	43	2	87	95	-8	108	124	-16	115	110	5	242	239	3
3RN	218	239	-21	7	10	-3	9	12	-3	47	36	11	40	52	-12	38	48	-10	78	80	-2
ABC NEWSRADIO	302	331	-29	24	25	-1	33	29	4	69	68	1	72	82	-10	40	45	-5	64	83	-19
3JJJ	548	548	0	57	64	-7	126	126	0	230	237	-7	94	90	4	29	20	9	12	10	2
ABC CLASSIC	263	254	9	21	24	-3	21	21	0	49	36	13	45	46	-1	26	27	-1	102	100	2
Total	4633	4635	-2	483	479	4	497	504	-7	1300	1294	6	1002	998	4	574	578	-4	777	783	-6

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	329	284	45	174	163	11	136	116	20	179	137	42	148	140	8	74	66	8	220	203	17						
3AW	754	741	13	529	534	-5	465	449	16	414	426	-12	346	371	-25	211	198	13	539	520	19						
RSN 927	36	31	5	25	18	7	21	16	5	17	10	7	12	11	1	3	5	-2	31	27	4						
Magic 1278	105	95	10	35	28	7	47	50	-3	65	56	9	44	40	4	23	19	4	79	83	-4						
3MP 1377	93	88	5	46	38	8	53	50	3	51	49	2	53	57	-4	23	21	2	80	67	13						
101.9 FOX FM	1236	1078	158	636	534	102	518	484	34	592	567	25	608	515	93	253	236	17	713	634	79						
GOLD104.3	1107	1074	33	583	558	25	496	532	-36	599	589	10	561	526	35	235	237	-2	723	761	-38						
KIIS 101.1 FM	1127	1048	79	599	504	95	419	400	19	538	492	46	531	480	51	188	206	-18	723	615	108						
105.1 TRIPLE M	640	627	13	287	290	-3	213	215	-2	294	319	-25	295	305	-10	149	140	9	451	462	-11						
NOVA 100	1079	1030	49	632	582	50	392	405	-13	502	496	6	580	499	81	261	244	17	746	727	19						
smoothfm 91.5	975	893	82	512	440	72	444	398	46	483	503	-20	427	426	1	193	190	3	639	649	-10						
ABC MEL	571	576	-5	364	361	3	267	276	-9	282	244	38	251	249	2	157	154	3	365	376	-11						
3RN	186	210	-24	120	135	-15	63	69	-6	72	88	-16	75	75	0	39	68	-29	125	137	-12						
ABC NEWSRADIO	240	274	-34	122	166	-44	87	97	-10	75	76	-1	92	84	8	56	79	-23	156	189	-33						
3JJJ	459	448	11	244	209	35	144	142	2	210	224	-14	210	243	-33	102	121	-19	280	325	-45						
ABC CLASSIC	219	211	8	107	86	21	87	97	-10	106	97	9	102	98	4	34	43	-9	167	157	10						
Total	4516	4485	31	3468	3396	72	2805	2875	-70	3184	3172	12	3145	3118	27	1647	1705	-58	3977	3925	52						



MELBOURNE RADIO - SURVEY 5 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	15	13	2	1	1	0	*	*	*	5	5	0	2	2	0	3	2	1	3	3	0
3AW	74	77	-3	3	3	0	*	1	*	4	3	1	10	11	-1	14	14	0	42	45	-3
RSN 927	3	2	1	*	*	*	*	*	*	1	*	*	*	*	*	1	1	0	1	1	0
Magic 1278	5	5	0	*	*	*	*	*	*	*	1	*	1	1	0	1	2	-1	2	2	0
3MP 1377	6	6	0	*	*	*	*	*	*	*	*	*	*	1	*	2	2	0	4	4	0
101.9 FOX FM	46	42	4	7	6	1	5	5	0	15	15	0	13	12	1	6	4	2	1	1	0
GOLD104.3	60	59	1	5	5	0	2	2	0	11	12	-1	23	21	2	12	13	-1	7	7	0
KIIS 101.1 FM	38	32	6	7	5	2	6	6	0	15	13	2	6	6	0	4	3	1	1	*	*
105.1 TRIPLE M	29	29	0	5	4	1	2	3	-1	7	7	0	9	10	-1	4	3	1	2	1	1
NOVA 100	40	36	4	7	7	0	4	3	1	15	13	2	10	8	2	4	3	1	*	1	*
smoothfm 91.5	47	45	2	3	3	0	7	5	2	6	6	0	12	10	2	7	10	-3	12	12	0
ABC MEL	36	34	2	*	1	*	1	1	0	2	3	-1	4	4	0	6	6	0	23	19	4
3RN	8	11	-3	*	*	*	*	*	*	1	1	0	2	3	-1	2	3	-1	3	4	-1
ABC NEWSRADIO	7	9	-2	*	*	*	*	*	*	1	1	0	2	3	-1	1	1	0	2	3	-1
3JXX	19	19	0	2	3	-1	2	3	-1	9	10	-1	4	3	1	1	1	0	*	*	*
ABC CLASSIC	11	11	0	*	*	*	1	*	*	1	1	0	1	1	0	1	1	0	7	7	0
Total	506	492	14	46	44	2	40	37	3	109	110	-1	116	109	7	75	74	1	120	117	3

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	17	14	3	24	22	2	24	19	5	21	18	3	15	13	2	4	4	0	12	11	1						
3AW	81	85	-4	134	145	-11	130	134	-4	79	80	-1	69	73	-4	24	24	0	55	59	-4						
RSN 927	3	2	1	5	4	1	7	5	2	3	1	2	1	*	*	*	*	*	3	2	1						
Magic 1278	5	5	0	3	6	-3	7	7	0	8	6	2	4	4	0	2	2	0	5	6	-1						
3MP 1377	6	6	0	9	7	2	11	10	1	8	8	0	6	7	-1	1	1	0	5	6	-1						
101.9 FOX FM	51	47	4	72	63	9	61	59	2	68	62	6	59	54	5	11	11	0	34	32	2						
GOLD104.3	66	65	1	80	86	-6	91	92	-1	94	91	3	68	61	7	17	15	2	44	46	-2						
KIIS 101.1 FM	42	34	8	62	49	13	49	40	9	52	44	8	48	40	8	11	9	2	30	25	5						
105.1 TRIPLE M	29	30	-1	40	41	-1	37	33	4	37	42	-5	34	34	0	9	8	1	29	27	2						
NOVA 100	43	38	5	72	61	11	42	41	1	46	46	0	58	48	10	12	9	3	34	30	4						
smoothfm 91.5	50	47	3	59	59	0	79	67	12	71	70	1	46	40	6	13	14	-1	39	40	-1						
ABC MEL	40	37	3	65	68	-3	57	53	4	36	25	11	39	41	-2	16	14	2	27	25	2						
3RN	9	12	-3	20	31	-11	6	7	-1	6	7	-1	9	8	1	4	6	-2	8	8	0						
ABC NEWSRADIO	7	9	-2	12	20	-8	9	9	0	6	5	1	6	7	-1	4	7	-3	7	9	-2						
3JXX	21	21	0	25	26	-1	28	23	5	31	29	2	23	26	-3	5	6	-1	13	16	-3						
ABC CLASSIC	10	10	0	12	11	1	15	16	-1	13	14	-1	9	10	-1	4	4	0	12	11	1						
Total	541	526	15	761	761	0	733	707	26	660	632	28	568	540	28	159	160	-1	421	408	13						