



MELBOURNE RADIO - SURVEY 1 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	1.8	2.2	-0.4	1.4	0.7	0.7	3.0	0.8	2.2	1.7	2.1	-0.4	1.7	1.9	-0.2	1.6	3.3	-1.7	1.9	2.7	-0.8
3AW	15.9	16.6	-0.7	2.1	3.8	-1.7	1.6	0.2	1.4	2.3	4.2	-1.9	8.7	11.7	-3.0	24.7	22.3	2.4	37.0	34.1	2.9
RSN 927	0.8	0.6	0.2	0.2	*	*	*	0.6	*	0.2	0.4	-0.2	0.6	0.9	-0.3	1.2	1.1	0.1	1.6	0.4	1.2
Magic 1278	1.4	1.0	0.4	0.4	0.1	0.3	0.2	0.5	-0.3	0.5	0.3	0.2	0.4	0.2	0.2	1.1	1.5	-0.4	4.1	2.4	1.7
3MP 1377	1.3	0.9	0.4	0.3	0.2	0.1	*	*	*	0.2	0.1	0.1	0.9	1.3	-0.4	1.8	0.9	0.9	3.1	1.6	1.5
101.9 FOX FM	7.8	6.6	1.2	13.3	14.1	-0.8	12.3	10.1	2.2	15.3	13.5	1.8	8.4	6.6	1.8	3.9	4.2	-0.3	0.4	0.2	0.2
GOLD104.3	11.5	10.1	1.4	10.1	9.5	0.6	3.3	5.4	-2.1	11.1	9.7	1.4	17.2	14.6	2.6	18.5	15.3	3.2	5.7	5.3	0.4
KIIS 101.1 FM	6.3	5.6	0.7	11.3	11.3	0.0	14.0	12.8	1.2	11.6	8.8	2.8	6.3	6.6	-0.3	1.6	2.8	-1.2	0.6	0.6	0.0
105.1 TRIPLE M	5.0	4.8	0.2	7.3	4.4	2.9	9.7	5.4	4.3	5.6	5.2	0.4	6.6	8.5	-1.9	5.0	5.0	0.0	1.1	1.3	-0.2
NOVA 100	7.1	6.2	0.9	21.7	18.9	2.8	13.8	15.6	-1.8	10.3	10.7	-0.4	7.0	4.4	2.6	3.3	2.6	0.7	0.4	0.4	0.0
smoothfm 91.5	7.3	8.0	-0.7	4.8	10.5	-5.7	6.0	5.6	0.4	5.8	6.3	-0.5	7.0	7.9	-0.9	8.5	9.7	-1.2	9.2	8.3	0.9
ABC MEL	7.4	10.1	-2.7	2.2	2.9	-0.7	0.8	1.8	-1.0	1.7	3.6	-1.9	6.6	7.5	-0.9	10.7	15.0	-4.3	14.6	18.4	-3.8
3RN	2.2	2.9	-0.7	0.6	*	*	0.4	1.3	-0.9	0.5	0.5	0.0	1.6	1.7	-0.1	2.7	1.7	1.0	5.0	7.7	-2.7
ABC NEWSRADIO	1.7	2.0	-0.3	1.2	0.6	0.6	0.7	1.0	-0.3	1.2	1.6	-0.4	2.4	1.8	0.6	1.6	1.5	0.1	1.8	3.4	-1.6
3JJB	6.3	4.5	1.8	5.0	4.6	0.4	21.5	10.3	11.2	11.9	12.5	-0.6	4.9	3.8	1.1	2.0	0.8	1.2	1.1	*	*
ABC CLASSIC	1.8	2.6	-0.8	0.6	1.5	-0.9	0.4	1.4	-1.0	1.1	1.9	-0.8	0.5	0.9	-0.4	0.7	1.1	-0.4	5.0	5.9	-0.9

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	1.8	2.2	-0.4	1.3	2.3	-1.0	2.1	2.1	0.0	2.5	2.7	-0.2	1.4	1.9	-0.5	1.6	1.5	0.1	1.7	2.2	-0.5	1.7	2.2	-0.5	1.7	2.2	-0.5
3AW	16.5	17.1	-0.6	22.5	22.8	-0.3	17.6	17.9	-0.3	12.3	13.2	-0.9	13.4	13.0	0.4	14.0	17.6	-3.6	14.0	15.2	-1.2	14.0	15.2	-1.2	14.0	15.2	-1.2
RSN 927	0.7	0.5	0.2	1.3	0.5	0.8	0.3	0.6	-0.3	0.2	0.4	-0.2	0.5	0.3	0.2	1.5	1.1	0.4	1.2	0.9	0.3	1.2	0.9	0.3	1.2	0.9	0.3
Magic 1278	1.3	0.9	0.4	0.8	0.5	0.3	1.4	1.1	0.3	1.8	1.2	0.6	1.3	0.7	0.6	0.8	0.4	0.4	2.0	1.6	0.4	2.0	1.6	0.4	2.0	1.6	0.4
3MP 1377	1.2	0.8	0.4	1.0	0.4	0.6	1.3	0.9	0.4	1.3	0.9	0.4	0.9	0.6	0.3	1.9	1.4	0.5	1.6	1.2	0.4	1.6	1.2	0.4	1.6	1.2	0.4
101.9 FOX FM	8.0	7.1	0.9	7.5	6.6	0.9	7.8	6.5	1.3	9.1	7.8	1.3	8.3	8.1	0.2	5.7	5.2	0.5	7.4	5.3	2.1	5.7	5.2	0.5	7.4	5.3	2.1
GOLD104.3	11.8	10.0	1.8	9.7	8.0	1.7	13.3	10.8	2.5	13.8	11.5	2.3	11.5	10.9	0.6	8.9	7.2	1.7	10.5	10.6	-0.1	8.9	7.2	1.7	10.5	10.6	-0.1
KIIS 101.1 FM	6.6	5.5	1.1	6.4	5.0	1.4	5.8	5.2	0.6	7.1	5.5	1.6	8.2	6.8	1.4	4.5	5.7	-1.2	5.4	5.8	-0.4	4.5	5.7	-1.2	5.4	5.8	-0.4
105.1 TRIPLE M	5.2	5.0	0.2	4.0	4.6	-0.6	5.5	4.4	1.1	6.4	6.0	0.4	5.6	5.0	0.6	3.3	5.0	-1.7	4.6	4.0	0.6	3.3	5.0	-1.7	4.6	4.0	0.6
NOVA 100	7.2	6.3	0.9	7.5	6.1	1.4	5.6	5.6	0.0	7.1	6.4	0.7	9.1	7.0	2.1	8.0	7.7	0.3	6.6	5.6	1.0	8.0	7.7	0.3	6.6	5.6	1.0
smoothfm 91.5	7.2	7.4	-0.2	6.5	6.3	0.2	7.2	7.7	-0.5	8.2	8.3	-0.1	6.7	6.9	-0.2	6.8	8.2	-1.4	7.5	10.0	-2.5	6.8	8.2	-1.4	7.5	10.0	-2.5
ABC MEL	7.8	10.8	-3.0	9.8	14.0	-4.2	8.9	13.3	-4.4	5.0	7.1	-2.1	7.3	9.2	-1.9	8.8	9.2	-0.4	6.3	8.0	-1.7	8.8	9.2	-0.4	6.3	8.0	-1.7
3RN	2.2	2.7	-0.5	4.3	3.9	0.4	1.0	1.3	-0.3	1.2	2.3	-1.1	1.9	3.3	-1.4	3.6	4.1	-0.5	2.2	3.6	-1.4	3.6	4.1	-0.5	2.2	3.6	-1.4
ABC NEWSRADIO	1.5	1.9	-0.4	1.9	2.9	-1.0	1.5	1.5	0.0	0.9	1.3	-0.4	1.2	1.3	-0.1	2.9	3.5	-0.6	2.1	2.3	-0.2	2.9	3.5	-0.6	2.1	2.3	-0.2
3JJB	5.8	4.6	1.2	5.4	3.7	1.7	6.0	4.5	1.5	5.5	5.8	-0.3	6.4	4.5	1.9	5.7	3.4	2.3	8.1	4.5	3.6	5.7	3.4	2.3	8.1	4.5	3.6
ABC CLASSIC	1.7	2.4	-0.7	1.6	1.5	0.1	1.4	2.3	-0.9	1.7	2.7	-1.0	1.4	2.7	-1.3	4.0	3.4	0.6	2.0	3.3	-1.3	4.0	3.4	0.6	2.0	3.3	-1.3



MELBOURNE RADIO - SURVEY 1 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	303	295	8	42	23	19	37	11	26	62	71	-9	51	46	5	35	62	-27	76	82	-6
3AW	786	762	24	30	31	-1	21	14	7	62	66	-4	150	168	-18	171	167	4	352	316	36
RSN 927	89	74	15	6	4	2	3	8	-5	4	5	-1	19	26	-7	26	11	15	31	20	11
Magic 1278	132	96	36	11	5	6	7	4	3	18	8	10	11	7	4	25	21	4	60	52	8
3MP 1377	128	81	47	13	10	3	*	*	*	18	6	12	24	18	6	20	14	6	53	33	20
101.9 FOX FM	1153	957	196	200	161	39	183	128	55	448	400	48	217	189	28	78	66	12	27	13	14
GOLD104.3	1090	1035	55	142	111	31	90	77	13	244	217	27	295	309	-14	190	178	12	129	143	-14
KIIS 101.1 FM	1021	912	109	194	168	26	169	157	12	402	353	49	168	160	8	52	54	-2	36	21	15
105.1 TRIPLE M	673	493	180	87	67	20	109	29	80	184	139	45	168	150	18	83	76	7	41	33	8
NOVA 100	1090	949	141	221	193	28	192	154	38	385	369	16	210	158	52	53	58	-5	29	17	12
smoothfm 91.5	947	913	34	99	106	-7	100	68	32	205	229	-24	229	209	20	133	134	-1	180	167	13
ABC MEL	715	786	-71	35	41	-6	27	39	-12	97	110	-13	148	172	-24	136	141	-5	273	283	-10
3RN	228	221	7	10	4	6	14	11	3	18	29	-11	47	44	3	52	40	12	87	92	-5
ABC NEWSRADIO	340	319	21	32	17	15	28	17	11	65	78	-13	67	69	-2	53	46	7	93	92	1
3JJJ	714	514	200	67	62	5	194	94	100	291	230	61	114	95	19	29	22	7	18	11	7
ABC CLASSIC	194	251	-57	15	21	-6	16	16	0	43	63	-20	29	36	-7	21	21	0	70	95	-25
Total	4640	4561	79	478	470	8	500	507	-7	1286	1248	38	1007	996	11	586	570	16	782	770	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
1116 SEN Sports	243	268	-25	92	109	-17	103	112	-9	112	117	-5	89	95	-6	52	55	-3	142	150	-8	142	150	-8	142	150	-8
3AW	744	712	32	565	519	46	445	472	-27	406	401	5	381	342	39	215	185	30	538	513	25	538	513	25	538	513	25
RSN 927	65	56	9	37	23	14	22	19	3	21	17	4	27	12	15	16	13	3	56	49	7	56	49	7	56	49	7
Magic 1278	118	79	39	60	31	29	63	51	12	64	52	12	54	38	16	31	17	14	87	66	21	87	66	21	87	66	21
3MP 1377	110	72	38	45	26	19	50	29	21	57	35	22	34	19	15	35	24	11	78	56	22	78	56	22	78	56	22
101.9 FOX FM	1013	848	165	529	386	143	424	351	73	508	439	69	446	444	2	207	166	41	638	504	134	638	504	134	638	504	134
GOLD104.3	949	906	43	526	413	113	486	496	-10	566	491	75	488	440	48	216	184	32	656	638	18	656	638	18	656	638	18
KIIS 101.1 FM	898	797	101	441	375	66	315	349	-34	394	426	-32	435	368	67	195	179	16	572	544	28	572	544	28	572	544	28
105.1 TRIPLE M	542	426	116	235	210	25	245	205	40	285	226	59	257	213	44	118	99	19	365	287	78	365	287	78	365	287	78
NOVA 100	954	836	118	510	458	52	380	371	9	484	376	108	498	415	83	260	186	74	625	540	85	625	540	85	625	540	85
smoothfm 91.5	840	778	62	400	381	19	402	370	32	405	401	4	389	400	-11	195	202	-7	553	595	-42	553	595	-42	553	595	-42
ABC MEL	620	691	-71	402	482	-80	337	413	-76	266	320	-54	276	310	-34	177	146	31	431	474	-43	431	474	-43	431	474	-43
3RN	210	194	16	141	114	27	84	73	11	81	112	-31	85	88	-3	68	60	8	134	134	0	134	134	0	134	134	0
ABC NEWSRADIO	273	261	12	144	151	-7	113	109	4	87	96	-9	80	60	20	73	71	2	203	188	15	203	188	15	203	188	15
3JJJ	587	449	138	308	215	93	266	209	57	281	263	18	310	238	72	160	95	65	472	308	164	472	308	164	472	308	164
ABC CLASSIC	164	220	-56	74	99	-25	65	101	-36	61	111	-50	53	104	-51	63	60	3	116	158	-42	116	158	-42	116	158	-42
Total	4446	4423	23	3310	3187	123	2914	3028	-114	3046	3092	-46	3032	2963	69	1700	1538	162	3877	3807	70	3877	3807	70	3877	3807	70



MELBOURNE RADIO - SURVEY 1 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	10	12	-2	1	*	*	1	*	*	2	2	0	2	2	0	1	3	-2	3	4	-1
3AW	85	89	-4	1	2	-1	1	*	*	3	4	-1	10	14	-4	20	19	1	50	50	0
RSN 927	4	3	1	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	2	1	1
Magic 1278	8	6	2	*	*	*	*	*	*	1	*	*	*	*	*	1	1	0	6	4	2
3MP 1377	7	5	2	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	4	2	2
101.9 FOX FM	42	36	6	5	6	-1	5	4	1	18	14	4	10	8	2	3	4	-1	1	*	*
GOLD104.3	61	54	7	4	4	0	1	2	-1	13	10	3	20	17	3	15	13	2	8	8	0
KIIS 101.1 FM	33	30	3	5	5	0	6	5	1	13	9	4	7	8	-1	1	2	-1	1	1	0
105.1 TRIPLE M	27	26	1	3	2	1	4	2	2	6	5	1	8	10	-2	4	4	0	1	2	-1
NOVA 100	38	33	5	9	8	1	6	6	0	12	11	1	8	5	3	3	2	1	*	1	*
smoothfm 91.5	39	43	-4	2	4	-2	3	2	1	7	7	0	8	9	-1	7	8	-1	12	12	0
ABC MEL	40	54	-14	1	1	0	*	1	*	2	4	-2	8	9	-1	9	13	-4	20	27	-7
3RN	12	16	-4	*	*	*	*	1	*	1	*	*	2	2	0	2	1	1	7	11	-4
ABC NEWSRADIO	9	11	-2	*	*	*	*	*	*	1	2	-1	3	2	1	1	1	0	2	5	-3
3JXX	34	24	10	2	2	0	9	4	5	14	13	1	6	5	1	2	1	1	2	*	*
ABC CLASSIC	10	14	-4	*	1	*	*	1	*	1	2	-1	1	1	0	1	1	0	7	9	-2
Total	533	536	-3	41	41	0	42	40	2	115	104	11	117	119	-2	83	85	-2	135	147	-12

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	10	13	-3	10	18	-8	17	18	-1	17	19	-2	8	11	-3	3	2	1	8	10	-2	8	10	-2	8	10	-2
3AW	93	97	-4	175	173	2	142	153	-11	86	94	-8	75	74	1	23	28	-5	64	68	-4	64	68	-4	64	68	-4
RSN 927	4	3	1	10	4	6	2	5	-3	2	2	0	3	2	1	3	2	1	5	4	1	5	4	1	5	4	1
Magic 1278	7	5	2	6	4	2	11	9	2	12	9	3	7	4	3	1	1	0	9	7	2	9	7	2	9	7	2
3MP 1377	7	4	3	8	3	5	11	8	3	9	7	2	5	3	2	3	2	1	7	5	2	7	5	2	7	5	2
101.9 FOX FM	45	40	5	58	50	8	63	56	7	63	55	8	46	46	0	9	8	1	34	24	10	34	24	10	34	24	10
GOLD104.3	67	57	10	75	61	14	107	92	15	96	82	14	64	62	2	15	12	3	48	47	1	48	47	1	48	47	1
KIIS 101.1 FM	37	32	5	50	38	12	46	44	2	49	39	10	46	38	8	7	9	-2	25	26	-1	25	26	-1	25	26	-1
105.1 TRIPLE M	29	29	0	31	35	-4	44	38	6	45	43	2	31	29	2	5	8	-3	21	18	3	21	18	3	21	18	3
NOVA 100	41	36	5	58	46	12	45	48	-3	49	46	3	51	40	11	13	13	0	31	25	6	31	25	6	31	25	6
smoothfm 91.5	40	42	-2	51	47	4	58	65	-7	57	59	-2	37	39	-2	11	13	-2	35	45	-10	35	45	-10	35	45	-10
ABC MEL	44	62	-18	76	106	-30	71	113	-42	35	50	-15	41	52	-11	15	15	0	29	36	-7	29	36	-7	29	36	-7
3RN	13	16	-3	33	30	3	8	11	-3	8	16	-8	10	19	-9	6	7	-1	10	16	-6	10	16	-6	10	16	-6
ABC NEWSRADIO	9	11	-2	15	22	-7	12	13	-1	6	9	-3	7	7	0	5	6	-1	10	10	0	10	10	0	10	10	0
3JXX	32	26	6	42	28	14	48	38	10	39	41	-2	36	25	11	9	6	3	37	20	17	37	20	17	37	20	17
ABC CLASSIC	10	13	-3	12	12	0	11	20	-9	12	19	-7	8	15	-7	7	5	2	9	15	-6	9	15	-6	9	15	-6
Total	563	571	-8	777	759	18	804	855	-51	697	710	-13	557	567	-10	164	162	2	459	446	13	459	446	13	459	446	13