



# 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 - DAB+ STATIONS ONLY - 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	+/-
Australia Today DAB+	16	16	0	*	3	*	15	11	4	*	*	*	2	2	0	*	*	*	*	*	*
BUDDHA HITS	41	28	13	3	5	-2	6	4	2	9	8	1	9	6	3	10	3	7	4	2	2
CADA	19	27	-8	2	4	-2	8	13	-5	4	7	-3	*	*	*	1	*	*	2	2	0
Chemist Warehouse Remix	20	26	-6	3	5	-2	4	4	0	3	3	0	4	2	2	6	8	-2	*	2	*
Coles Radio	83	82	1	5	13	-8	25	20	5	23	20	3	13	17	-4	10	8	2	6	5	1
DANCE HITS	82	67	15	15	11	4	16	12	4	29	30	-1	20	11	9	*	2	*	2	1	1
EASY 80s HITS	40	41	-1	10	13	-3	6	2	4	9	7	2	8	9	-1	6	9	-3	2	1	1
GOLD 80s	111	96	15	19	18	1	12	13	-1	27	20	7	32	22	10	14	18	-4	8	5	3
KIIS 90s	91	75	16	20	20	0	16	15	1	38	31	7	12	6	6	5	3	2	*	*	*
MMM 80s	49	35	14	2	2	0	21	13	8	12	3	9	6	3	3	6	15	-9	3	*	*
MMM 90s	67	51	16	7	5	2	22	13	9	17	*	*	13	21	-8	5	8	-3	4	4	0
MMM CLASSIC ROCK	65	69	-4	13	5	8	11	19	-8	4	2	2	18	13	5	14	24	-10	5	7	-2
MMM COUNTRY	25	32	-7	2	2	0	9	8	1	5	8	-3	2	7	-5	3	3	0	3	3	0
MMM HARD N HEAVY	19	37	-18	5	14	-9	2	2	0	2	7	-5	9	13	-4	2	1	1	*	*	*
NOVA Noughties	56	65	-9	9	8	1	9	7	2	21	33	-12	12	7	5	2	5	-3	4	4	0
OLDSKOOL 90s HITS	70	44	26	14	12	2	10	2	8	24	15	9	18	11	7	5	4	1	*	*	*
RnB Fridays Radio	77	47	30	6	6	0	38	20	18	20	17	3	9	2	7	2	2	0	2	*	*
RSN Carnival	13	12	1	*	3	*	11	7	4	2	*	*	*	*	*	*	2	*	*	*	*
Rythmos	22	10	12	5	2	3	2	2	0	7	2	5	8	4	4	*	*	*	*	*	*
SEN Fanatic	13	8	5	*	*	*	11	5	6	*	*	*	*	*	*	2	1	1	*	1	*
SEN Sydney DAB+	14	13	1	4	1	3	6	7	-1	3	3	0	*	*	*	1	1	0	*	*	*
SEN Track Digital	12	15	-3	*	3	*	2	2	0	5	4	1	3	4	-1	1	2	-1	*	*	*
smooth relax	81	76	5	8	19	-11	13	10	3	16	8	8	15	11	4	10	12	-2	19	16	3
SOUNDCLOUD RADIO	22	20	2	7	8	-1	5	*	*	11	12	-1	*	*	*	*	*	*	*	*	*
TikTok Trending	105	88	17	30	23	7	37	28	9	34	34	0	2	1	1	*	*	*	1	1	0
triple j Unearthed	51	71	-20	6	11	-5	16	26	-10	21	20	1	3	9	-6	4	3	1	2	2	0
ABC Country	30	39	-9	1	6	-5	6	11	-5	6	6	0	6	4	2	5	4	1	7	9	-2
ABC Jazz	66	71	-5	10	13	-3	14	11	3	11	18	-7	12	13	-1	2	3	-1	16	13	3
ABC KIDS LISTEN	47	31	16	14	10	4	6	2	4	19	13	6	7	5	2	*	*	*	1	1	0
ABC Sport	45	54	-9	8	15	-7	2	2	0	16	21	-5	8	6	2	6	3	3	5	6	-1
Double J	39	64	-25	10	14	-4	10	16	-6	8	9	-1	11	21	-10	*	5	*	*	*	*
Total Digital/Internet Only	886	852	34	143	139	4	122	98	24	249	253	-4	189	171	18	92	100	-8	91	92	-1

Please note: The Edge Digital rebranded as CADA effective March 31 2022, RnB Fridays renamed to RnB Fridays Radio and RSN Extra renamed to RSN Carnival effective April 17 2022.



## MELBOURNE RADIO - DAB+ STATIONS ONLY - SURVEY 3 2022

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

Station	Mon-Fri			Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	Mon	Fri	5:30am-12mn +/-	Mon	Fri	5:30am-9:00am +/-	Mon	Fri	9:00am-12:00md +/-	Mon	Fri	12:00md-4:00pm +/-	Mon	Fri	4:00pm-7:00pm +/-	Mon	Fri	7:00pm-12:00mn +/-	Sat	Sun	5:30am-12mn +/-
Australia Today DAB+	11	7	4	5	*	*	5	5	0	*	*	*	2	2	0	*	*	*	6	11	-5
BUDDHA HITS	27	24	3	11	13	-2	10	8	2	9	10	-1	16	15	1	6	6	0	22	17	5
CADA	12	13	-1	4	5	-1	1	4	-3	4	4	0	2	2	0	4	2	2	7	15	-8
Chemist Warehouse Remix	17	18	-1	4	6	-2	4	4	0	7	7	0	6	8	-2	6	8	-2	10	15	-5
Coles Radio	69	68	1	17	14	3	22	24	-2	35	44	-9	22	34	-12	12	18	-6	39	37	2
DANCE HITS	61	52	9	20	18	2	26	14	12	31	31	0	22	13	9	10	6	4	40	30	10
EASY 80s HITS	35	30	5	6	5	1	18	11	7	9	10	-1	13	5	8	5	7	-2	14	22	-8
GOLD 80s	102	81	21	37	20	17	35	27	8	41	30	11	40	29	11	31	28	3	53	36	17
KIIS 90s	61	61	0	24	28	-4	16	22	-6	25	27	-2	22	24	-2	6	20	-14	48	35	13
MMM 80s	27	26	1	10	7	3	10	16	-6	9	10	-1	8	7	1	2	3	-1	31	16	15
MMM 90s	50	36	14	19	16	3	17	11	6	18	10	8	15	15	0	6	5	1	29	29	0
MMM CLASSIC ROCK	44	57	-13	19	20	-1	24	25	-1	22	27	-5	17	21	-4	10	14	-4	35	34	1
MMM COUNTRY	16	26	-10	1	8	-7	5	13	-8	12	16	-4	5	13	-8	5	15	-10	15	21	-6
MMM HARD N HEAVY	17	35	-18	5	12	-7	6	10	-4	8	19	-11	8	14	-6	3	6	-3	7	12	-5
NOVA Noughties	47	46	1	27	28	-1	14	21	-7	20	25	-5	23	17	6	3	9	-6	26	34	-8
OLDSKOOL 90s HITS	57	31	26	19	11	8	14	5	9	36	20	16	34	12	22	15	9	6	30	21	9
RnB Fridays Radio	61	33	28	14	9	5	14	13	1	36	14	22	21	18	3	12	5	7	21	16	5
RSN Carnival	4	7	-3	4	4	0	*	*	*	*	*	*	*	*	*	*	3	*	10	5	5
Rythmos	13	8	5	6	7	-1	7	6	1	4	2	2	8	5	3	6	7	-1	12	6	6
SEN Fanatic	7	7	0	5	7	-2	2	1	1	*	1	*	*	*	*	*	*	*	11	6	5
SEN Sydney DAB+	8	8	0	7	6	1	5	5	0	*	*	*	3	3	0	1	1	0	6	5	1
SEN Track Digital	12	12	0	*	*	*	2	2	0	7	5	2	5	5	0	2	3	-1	5	8	-3
smooth relax	58	50	8	18	20	-2	23	16	7	29	23	6	32	24	8	11	11	0	41	41	0
SOUNDCLOUD RADIO	19	18	1	14	4	10	9	3	6	5	8	-3	7	8	-1	7	1	6	11	5	6
TikTok Trending	92	74	18	27	18	9	23	18	5	39	33	6	32	33	-1	31	30	1	46	47	-1
triple j Unerthed	42	58	-16	17	31	-14	15	14	1	12	10	2	17	19	-2	14	16	-2	21	25	-4
ABC Country	28	35	-7	10	7	3	11	13	-2	14	20	-6	7	6	1	11	9	2	14	22	-8
ABC Jazz	57	62	-5	22	20	2	19	21	-2	20	23	-3	25	24	1	22	25	-3	32	44	-12
ABC KIDS LISTEN	38	23	15	16	7	9	15	11	4	11	9	2	18	18	0	4	4	0	19	19	0
ABC Sport	37	41	-4	1	9	-8	13	15	-2	19	17	2	16	16	0	12	18	-6	17	21	-4
Double J	28	50	-22	8	23	-15	13	16	-3	13	27	-14	16	38	-22	3	17	-14	17	36	-19
Total Digital/Internet Only	756	704	52	337	304	33	345	300	45	380	372	8	367	379	-12	208	221	-13	518	519	-1

Please note: The Edge Digital rebranded as CADA effective March 31 2022, RnB Fridays renamed to RnB Fridays Radio and RSN Extra renamed to RSN Carnival effective April 17 2022.