



MELBOURNE RADIO - SURVEY 8 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	+/-
SEN 1116am	2.3	2.8	-0.5	1.2	1.2	0.0	2.7	2.5	0.2	1.9	2.3	-0.4	2.4	3.5	-1.1	3.8	4.1	-0.3	1.8	2.1	-0.3
3AW	15.1	13.7	1.4	2.9	2.5	0.4	2.1	2.8	-0.7	4.0	3.0	1.0	9.0	8.5	0.5	23.0	17.2	5.8	34.7	34.1	0.6
RSN 927	0.5	0.6	-0.1	0.1	0.1	0.0	0.7	0.7	0.0	*	*	*	0.1	0.3	-0.2	0.7	0.9	-0.2	1.1	1.3	-0.2
Magic 1278	1.4	1.6	-0.2	0.3	0.1	0.2	0.9	0.5	0.4	1.0	0.8	0.2	0.8	1.0	-0.2	1.9	2.6	-0.7	2.5	3.1	-0.6
3MP 1377	1.9	1.3	0.6	0.2	0.2	0.0	0.3	0.2	0.1	0.2	0.2	0.0	0.9	1.2	-0.3	2.1	1.5	0.6	5.7	3.2	2.5
101.9 FOX FM	8.9	8.3	0.6	20.4	12.4	8.0	15.9	18.0	-2.1	14.3	15.0	-0.7	7.0	7.4	-0.4	6.2	5.0	1.2	1.2	1.1	0.1
GOLD104.3	11.9	11.5	0.4	8.4	6.7	1.7	8.1	5.4	2.7	7.9	10.0	-2.1	18.7	16.8	1.9	16.9	17.4	-0.5	8.0	6.9	1.1
KIIS 101.1 FM	8.4	6.7	1.7	12.8	11.3	1.5	18.1	13.1	5.0	15.3	12.8	2.5	7.6	5.9	1.7	4.2	3.0	1.2	0.8	0.9	-0.1
105.1 TRIPLE M	5.7	7.1	-1.4	10.6	12.7	-2.1	7.0	10.1	-3.1	6.0	7.5	-1.5	8.0	9.5	-1.5	4.9	6.7	-1.8	1.6	1.5	0.1
NOVA 100	7.5	7.4	0.1	17.4	19.1	-1.7	7.4	9.0	-1.6	11.8	11.1	0.7	9.4	8.2	1.2	3.7	3.6	0.1	0.8	0.6	0.2
smoothfm 91.5	8.8	9.0	-0.2	5.7	7.3	-1.6	10.1	9.0	1.1	7.4	9.5	-2.1	8.9	8.6	0.3	8.7	9.4	-0.7	10.8	9.5	1.3
ABC MEL	6.2	7.5	-1.3	1.6	1.4	0.2	1.7	2.1	-0.4	1.5	2.6	-1.1	4.6	4.2	0.4	8.3	10.2	-1.9	13.7	17.8	-4.1
3RN	1.3	1.9	-0.6	0.3	0.2	0.1	0.1	0.7	-0.6	0.2	0.5	-0.3	0.7	1.0	-0.3	1.0	3.4	-2.4	3.7	4.3	-0.6
ABC NEWSRADIO	1.2	1.2	0.0	0.7	0.5	0.2	1.8	1.9	-0.1	1.2	1.1	0.1	0.9	0.9	0.0	1.8	1.2	0.6	0.9	1.7	-0.8
3JJJ	4.1	3.7	0.4	3.0	6.1	-3.1	9.2	5.9	3.3	10.4	9.3	1.1	2.3	2.2	0.1	1.5	1.2	0.3	0.4	0.4	0.0
ABC CLASSIC	1.3	1.4	-0.1	1.8	1.5	0.3	0.1	0.5	-0.4	0.5	0.5	0.0	0.2	0.2	0.0	1.0	1.1	-0.1	3.5	3.9	-0.4

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
SEN 1116am	2.4	2.9	-0.5	2.5	3.1	-0.6	2.6	3.7	-1.1	2.3	2.7	-0.4	2.1	2.1	0.0	2.0	2.7	-0.7	2.1	2.2	-0.1	2.1	2.2	-0.1	2.1	2.2	-0.1
3AW	15.7	14.2	1.5	22.8	20.5	2.3	16.9	16.6	0.3	11.7	9.8	1.9	10.7	9.2	1.5	13.7	13.6	0.1	13.0	12.1	0.9	13.0	12.1	0.9	13.0	12.1	0.9
RSN 927	0.3	0.4	-0.1	0.4	0.7	-0.3	0.4	0.4	0.0	0.3	0.3	0.0	0.3	0.3	0.0	*	0.1	*	0.9	1.1	-0.2	0.9	1.1	-0.2	0.9	1.1	-0.2
Magic 1278	1.3	1.5	-0.2	0.7	0.6	0.1	1.7	1.9	-0.2	1.4	1.9	-0.5	1.2	1.5	-0.3	2.0	2.2	-0.2	1.6	1.8	-0.2	1.6	1.8	-0.2	1.6	1.8	-0.2
3MP 1377	1.8	1.2	0.6	0.9	0.5	0.4	2.1	1.2	0.9	2.4	1.7	0.7	2.0	1.6	0.4	0.8	1.0	-0.2	2.4	1.7	0.7	2.4	1.7	0.7	2.4	1.7	0.7
101.9 FOX FM	9.0	8.5	0.5	8.4	7.4	1.0	7.7	7.3	0.4	10.6	9.8	0.8	10.5	10.2	0.3	6.6	7.2	-0.6	8.4	7.9	0.5	6.6	7.2	-0.6	8.4	7.9	0.5
GOLD104.3	12.1	11.8	0.3	9.9	10.3	-0.4	12.6	12.6	0.0	13.9	13.7	0.2	12.0	11.2	0.8	12.0	9.3	2.7	11.5	10.7	0.8	12.0	9.3	2.7	11.5	10.7	0.8
KIIS 101.1 FM	8.4	6.6	1.8	7.5	7.3	0.2	8.0	5.9	2.1	9.0	6.3	2.7	10.4	7.6	2.8	5.8	5.0	0.8	8.3	7.1	1.2	5.8	5.0	0.8	8.3	7.1	1.2
105.1 TRIPLE M	5.7	7.1	-1.4	5.1	6.1	-1.0	5.3	6.3	-1.0	6.0	7.8	-1.8	7.1	8.9	-1.8	5.4	6.0	-0.6	5.7	7.3	-1.6	5.4	6.0	-0.6	5.7	7.3	-1.6
NOVA 100	7.4	7.1	0.3	7.5	8.1	-0.6	5.8	4.6	1.2	7.5	7.1	0.4	8.7	8.8	-0.1	7.6	7.4	0.2	8.0	8.1	-0.1	7.6	7.4	0.2	8.0	8.1	-0.1
smoothfm 91.5	8.4	8.7	-0.3	7.2	7.3	-0.1	8.7	8.6	0.1	8.7	9.8	-1.1	8.1	9.2	-1.1	11.5	9.4	2.1	10.0	9.9	0.1	11.5	9.4	2.1	10.0	9.9	0.1
ABC MEL	6.6	8.0	-1.4	8.0	8.6	-0.6	7.4	9.7	-2.3	4.4	6.7	-2.3	6.1	6.8	-0.7	8.5	8.6	-0.1	4.8	6.1	-1.3	8.5	8.6	-0.1	4.8	6.1	-1.3
3RN	1.2	1.8	-0.6	1.8	2.7	-0.9	0.6	1.1	-0.5	0.7	1.2	-0.5	1.5	1.9	-0.4	2.0	3.1	-1.1	1.6	2.3	-0.7	2.0	3.1	-1.1	1.6	2.3	-0.7
ABC NEWSRADIO	1.2	1.2	0.0	1.7	1.4	0.3	1.1	1.4	-0.3	0.7	0.6	0.1	0.9	0.7	0.2	1.7	2.8	-1.1	1.2	1.2	0.0	1.7	2.8	-1.1	1.2	1.2	0.0
3JJJ	3.8	3.5	0.3	3.7	3.1	0.6	3.1	2.8	0.3	4.0	4.0	0.0	4.7	4.8	-0.1	3.9	2.6	1.3	4.8	4.3	0.5	3.9	2.6	1.3	4.8	4.3	0.5
ABC CLASSIC	1.1	1.3	-0.2	0.8	1.2	-0.4	1.0	1.2	-0.2	1.1	1.0	0.1	1.2	1.3	-0.1	2.5	2.7	-0.2	1.7	1.7	0.0	2.5	2.7	-0.2	1.7	1.7	0.0



MELBOURNE RADIO - DAB+ STATIONS ONLY - SURVEY 8 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	+/-
BLENDER BEATS	21	na	*	5	na	*	*	na	*	11	na	*	2	na	*	1	na	*	2	na	*
BUDDHA HITS	32	31	1	5	4	1	*	4	*	16	12	4	3	4	-1	3	3	0	4	4	0
CADA	35	37	-2	12	7	5	11	11	0	5	9	-4	6	4	2	1	1	0	*	4	*
Chemist Warehouse Remix	34	44	-10	*	*	*	13	18	-5	13	16	-3	5	5	0	*	3	*	2	3	-1
Coles Radio	72	76	-4	3	9	-6	13	9	4	27	31	-4	21	18	3	5	5	0	3	4	-1
DANCE HITS	91	88	3	10	13	-3	14	21	-7	48	32	16	19	22	-3	*	*	*	*	*	*
EASY 80s HITS	70	75	-5	16	14	2	2	7	-5	17	11	6	23	24	-1	9	10	-1	3	8	-5
Elf Radio	21	na	*	*	na	*	10	na	*	2	na	*	5	na	*	1	na	*	3	na	*
GOLD 80s	120	130	-10	12	15	-3	16	17	-1	27	18	9	38	48	-10	19	20	-1	7	13	-6
KIIS 90s	111	111	0	36	39	-3	5	11	-6	35	32	3	24	17	7	9	8	1	3	3	0
MMM 80s	43	57	-14	5	12	-7	11	13	-2	6	6	0	12	16	-4	8	9	-1	*	*	*
MMM 90s	64	61	3	17	7	10	*	2	*	22	17	5	19	24	-5	5	8	-3	2	2	0
MMM CLASSIC ROCK	56	54	2	*	3	*	5	9	-4	5	5	0	14	16	-2	26	16	10	5	5	0
MMM COUNTRY	34	35	-1	3	7	-4	5	4	1	8	5	3	8	9	-1	8	8	0	2	2	0
OLDSKOOL 90s HITS	96	80	16	11	4	7	8	18	-10	45	36	9	27	18	9	5	4	1	*	*	*
RnB Fridays Radio	94	85	9	16	11	5	15	9	6	50	51	-1	10	14	-4	5	2	3	*	*	*
RSN Carnival	16	15	1	6	5	1	5	6	-1	2	2	0	*	*	*	4	2	2	*	*	*
Rythmos	27	24	3	5	4	1	*	2	*	17	9	8	3	9	-6	2	*	*	*	*	*
SEN Fanatic	24	26	-2	6	6	0	5	9	-4	9	10	-1	*	*	*	*	*	*	4	2	2
SEN Sydney DAB+	10	12	-2	3	4	-1	5	5	0	*	*	*	*	*	*	3	3	0	*	*	*
SEN Track Digital	17	19	-2	3	*	*	*	2	*	11	11	0	2	4	-2	*	*	*	1	1	0
smooth relax	78	90	-12	8	11	-3	*	2	*	25	18	7	19	28	-9	15	17	-2	10	12	-2
smooth Vintage	29	na	*	3	na	*	5	na	*	7	na	*	6	na	*	2	na	*	5	na	*
TikTok Trending	77	103	-26	20	25	-5	28	48	-20	23	25	-2	3	3	0	*	*	*	2	2	0
triple j Unearthed	70	51	19	6	5	1	15	18	-3	35	15	20	5	8	-3	5	2	3	4	3	1
ABC Country	47	43	4	*	3	*	13	13	0	10	11	-1	6	2	4	3	2	1	14	12	2
ABC Jazz	43	40	3	5	5	0	5	9	-4	13	5	8	10	8	2	4	5	-1	7	7	0
ABC KIDS LISTEN	33	54	-21	10	21	-11	3	7	-4	17	23	-6	3	1	2	*	*	*	*	1	*
ABC Sport	48	44	4	9	8	1	5	10	-5	10	14	-4	3	1	2	11	6	5	10	4	6
Double J	82	88	-6	17	18	-1	11	16	-5	34	35	-1	16	16	0	3	4	-1	1	*	*
Total Digital/Internet Only	979	1014	-35	143	156	-13	95	126	-31	306	288	18	226	254	-28	122	108	14	86	83	3

Please note: BLENDER BEATS, Elf Radio & smooth Vintage commenced broadcasting Sept 25.



MELBOURNE RADIO - DAB+ STATIONS ONLY - SURVEY 8 2022

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

Station	Mon-Fri			Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	Mon-Fri This	Last	+/-	Mon-Fri This	Last	+/-	Mon-Fri This	Last	+/-	Mon-Fri This	Last	+/-	Mon-Fri This	Last	+/-	Mon-Fri This	Last	+/-	Sat-Sun This	Last	+/-
BLENDER BEATS	17	na	*	6	na	*	10	na	*	10	na	*	8	na	*	*	na	*	4	na	*
BUDDHA HITS	26	18	8	18	13	5	9	9	0	8	6	2	13	6	7	2	3	-1	17	19	-2
CADA	33	33	0	17	19	-2	9	12	-3	*	6	*	6	3	3	8	8	0	9	10	-1
Chemist Warehouse Remix	20	27	-7	3	4	-1	11	7	4	11	12	-1	6	5	1	2	5	-3	15	19	-4
Coles Radio	58	63	-5	19	15	4	27	23	4	29	25	4	13	17	-4	13	12	1	28	30	-2
DANCE HITS	80	75	5	31	28	3	24	26	-2	36	33	3	21	26	-5	30	20	10	38	40	-2
EASY 80s HITS	58	64	-6	25	26	-1	20	16	4	29	25	4	23	17	6	5	11	-6	30	30	0
Elf Radio	7	na	*	3	na	*	*	na	*	1	na	*	1	na	*	4	na	*	15	na	*
GOLD 80s	95	101	-6	28	31	-3	30	39	-9	31	30	1	29	35	-6	17	25	-8	50	66	-16
KIIS 90s	96	102	-6	38	36	2	25	29	-4	47	48	-1	26	26	0	10	19	-9	50	36	14
MMM 80s	22	36	-14	7	7	0	6	12	-6	16	15	1	8	14	-6	7	20	-13	26	30	-4
MMM 90s	56	55	1	14	8	6	17	21	-4	26	25	1	14	19	-5	14	15	-1	26	24	2
MMM CLASSIC ROCK	42	38	4	21	14	7	16	16	0	18	17	1	22	17	5	11	13	-2	27	29	-2
MMM COUNTRY	19	21	-2	12	6	6	9	12	-3	12	12	0	14	12	2	2	*	*	27	30	-3
OLDSKOOL 90s HITS	70	62	8	16	15	1	24	19	5	38	23	15	17	21	-4	1	2	-1	39	34	5
RnB Fridays Radio	77	69	8	27	17	10	31	32	-1	36	31	5	28	30	-2	11	15	-4	39	25	14
RSN Carnival	4	6	-2	*	*	*	*	*	*	2	2	0	*	*	*	4	6	-2	12	10	2
Rythmos	23	24	-1	4	*	*	4	4	0	2	4	-2	7	8	-1	9	14	-5	17	10	7
SEN Fanatic	15	13	2	7	6	1	2	2	0	5	5	0	*	2	*	3	2	1	12	12	0
SEN Sydney DAB+	10	12	-2	8	7	1	8	7	1	*	2	*	*	*	*	*	*	*	*	*	*
SEN Track Digital	11	13	-2	9	9	0	6	7	-1	4	5	-1	*	*	*	*	2	*	5	6	-1
smooth relax	68	78	-10	25	29	-4	32	30	2	25	27	-2	29	34	-5	24	32	-8	34	40	-6
smooth Vintage	25	na	*	11	na	*	17	na	*	14	na	*	4	na	*	*	na	*	15	na	*
TikTok Trending	53	70	-17	19	12	7	10	23	-13	16	27	-11	14	17	-3	22	22	0	48	65	-17
triple j Unearthed	56	44	12	17	16	1	8	3	5	16	12	4	11	8	3	20	14	6	27	18	9
ABC Country	37	29	8	15	15	0	14	9	5	14	13	1	11	10	1	10	11	-1	26	27	-1
ABC Jazz	37	37	0	12	11	1	12	6	6	15	9	6	15	14	1	14	16	-2	26	26	0
ABC KIDS LISTEN	30	46	-16	12	19	-7	18	18	0	7	8	-1	7	12	-5	*	7	*	9	22	-13
ABC Sport	25	32	-7	7	12	-5	8	14	-6	12	20	-8	17	13	4	3	2	1	36	22	14
Double J	62	74	-12	24	41	-17	32	33	-1	34	47	-13	31	25	6	13	17	-4	46	45	1
Total Digital/Internet Only	825	872	-47	382	388	-6	370	388	-18	411	429	-18	351	381	-30	226	257	-31	602	598	4

Please note: BLENDER BEATS, Elf Radio & smooth Vintage commenced broadcasting Sept 25.