



# MELBOURNE RADIO - SURVEY 1 2023

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	1.8	2.3	-0.5	2.0	1.2	0.8	0.9	2.7	-1.8	1.7	1.9	-0.2	1.6	2.4	-0.8	2.7	3.8	-1.1	1.9	1.8	0.1
3AW	16.6	15.1	1.5	4.8	2.9	1.9	4.5	2.1	2.4	3.4	4.0	-0.6	8.2	9.0	-0.8	22.1	23.0	-0.9	38.9	34.7	4.2
RSN 927	1.2	0.5	0.7	*	0.1	*	0.1	0.7	-0.6	2.7	*	*	0.5	0.1	0.4	1.8	0.7	1.1	1.0	1.1	-0.1
Magic 1278	0.9	1.4	-0.5	0.2	0.3	-0.1	0.4	0.9	-0.5	0.3	1.0	-0.7	0.4	0.8	-0.4	1.5	1.9	-0.4	1.9	2.5	-0.6
3MP 1377	1.5	1.9	-0.4	0.2	0.2	0.0	*	0.3	*	0.2	0.2	0.0	0.7	0.9	-0.2	2.0	2.1	-0.1	4.0	5.7	-1.7
101.9 FOX FM	9.8	8.9	0.9	15.8	20.4	-4.6	16.6	15.9	0.7	16.6	14.3	2.3	12.0	7.0	5.0	5.2	6.2	-1.0	1.0	1.2	-0.2
GOLD104.3	12.4	11.9	0.5	12.5	8.4	4.1	12.2	8.1	4.1	9.3	7.9	1.4	17.7	18.7	-1.0	17.0	16.9	0.1	7.7	8.0	-0.3
KIIS 101.1 FM	6.6	8.4	-1.8	9.5	12.8	-3.3	10.2	18.1	-7.9	12.1	15.3	-3.2	7.2	7.6	-0.4	5.1	4.2	0.9	0.3	0.8	-0.5
105.1 TRIPLE M	6.1	5.7	0.4	10.6	10.6	0.0	7.3	7.0	0.3	7.9	6.0	1.9	9.4	8.0	1.4	4.8	4.9	-0.1	0.9	1.6	-0.7
NOVA 100	7.1	7.5	-0.4	14.5	17.4	-2.9	11.9	7.4	4.5	11.5	11.8	-0.3	7.9	9.4	-1.5	3.6	3.7	-0.1	0.8	0.8	0.0
smoothfm 91.5	9.3	8.8	0.5	8.3	5.7	2.6	9.4	10.1	-0.7	7.1	7.4	-0.3	9.5	8.9	0.6	11.6	8.7	2.9	9.7	10.8	-1.1
ABC MEL	5.8	6.2	-0.4	2.2	1.6	0.6	1.6	1.7	-0.1	0.6	1.5	-0.9	4.7	4.6	0.1	4.9	8.3	-3.4	13.9	13.7	0.2
3RN	2.1	1.3	0.8	0.1	0.3	-0.2	0.9	0.1	0.8	0.4	0.2	0.2	1.2	0.7	0.5	1.3	1.0	0.3	5.8	3.7	2.1
ABC NEWSRADIO	1.6	1.2	0.4	0.8	0.7	0.1	1.3	1.8	-0.5	1.2	1.2	0.0	1.6	0.9	0.7	1.6	1.8	-0.2	2.4	0.9	1.5
3JJJ	3.6	4.1	-0.5	4.0	3.0	1.0	10.4	9.2	1.2	8.0	10.4	-2.4	2.6	2.3	0.3	0.5	1.5	-1.0	0.2	0.4	-0.2
ABC CLASSIC	1.4	1.3	0.1	0.9	1.8	-0.9	0.4	0.1	0.3	0.6	0.5	0.1	1.1	0.2	0.9	0.4	1.0	-0.6	3.2	3.5	-0.3

## 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	2.0	2.4	-0.4	2.3	2.5	-0.2	1.3	2.6	-1.3	1.6	2.3	-0.7	2.2	2.1	0.1	3.5	2.0	1.5	1.4	2.1	-0.7	1.4	2.1	-0.7	1.4	2.1	-0.7
3AW	17.1	15.7	1.4	22.7	22.8	-0.1	18.1	16.9	1.2	11.6	11.7	-0.1	14.6	10.7	3.9	19.5	13.7	5.8	15.0	13.0	2.0	1.3	13.7	5.8	15.0	13.0	2.0
RSN 927	1.0	0.3	0.7	0.9	0.4	0.5	0.8	0.4	0.4	1.3	0.3	1.0	1.0	0.3	0.7	1.3	*	*	1.7	0.9	0.8	1.3	*	*	1.7	0.9	0.8
Magic 1278	0.8	1.3	-0.5	0.4	0.7	-0.3	0.7	1.7	-1.0	1.0	1.4	-0.4	0.9	1.2	-0.3	1.4	2.0	-0.6	1.3	1.6	-0.3	1.4	2.0	-0.6	1.3	1.6	-0.3
3MP 1377	1.5	1.8	-0.3	0.6	0.9	-0.3	1.7	2.1	-0.4	2.3	2.4	-0.1	1.8	2.0	-0.2	0.4	0.8	-0.4	1.6	2.4	-0.8	0.4	0.8	-0.4	1.6	2.4	-0.8
101.9 FOX FM	10.2	9.0	1.2	9.9	8.4	1.5	10.3	7.7	2.6	11.3	10.6	0.7	10.6	10.5	0.1	6.2	6.6	-0.4	8.9	8.4	0.5	6.2	6.6	-0.4	8.9	8.4	0.5
GOLD104.3	12.4	12.1	0.3	11.5	9.9	1.6	13.3	12.6	0.7	14.2	13.9	0.3	11.1	12.0	-0.9	9.7	12.0	-2.3	12.3	11.5	0.8	9.7	12.0	-2.3	12.3	11.5	0.8
KIIS 101.1 FM	6.5	8.4	-1.9	7.2	7.5	-0.3	5.8	8.0	-2.2	6.5	9.0	-2.5	7.6	10.4	-2.8	4.7	5.8	-1.1	6.7	8.3	-1.6	4.7	5.8	-1.1	6.7	8.3	-1.6
105.1 TRIPLE M	6.4	5.7	0.7	5.2	5.1	0.1	6.4	5.3	1.1	8.1	6.0	2.1	6.7	7.1	-0.4	4.4	5.4	-1.0	5.1	5.7	-0.6	4.4	5.4	-1.0	5.1	5.7	-0.6
NOVA 100	7.1	7.4	-0.3	7.3	7.5	-0.2	6.3	5.8	0.5	6.9	7.5	-0.6	9.3	8.7	0.6	5.3	7.6	-2.3	7.0	8.0	-1.0	5.3	7.6	-2.3	7.0	8.0	-1.0
smoothfm 91.5	9.1	8.4	0.7	7.4	7.2	0.2	10.3	8.7	1.6	10.6	8.7	1.9	8.4	8.1	0.3	8.2	11.5	-3.3	9.7	10.0	-0.3	8.2	11.5	-3.3	9.7	10.0	-0.3
ABC MEL	6.0	6.6	-0.6	7.3	8.0	-0.7	6.6	7.4	-0.8	4.4	4.4	0.0	5.3	6.1	-0.8	6.4	8.5	-2.1	5.3	4.8	0.5	6.4	8.5	-2.1	5.3	4.8	0.5
3RN	2.2	1.2	1.0	2.6	1.8	0.8	1.6	0.6	1.0	1.8	0.7	1.1	2.1	1.5	0.6	3.7	2.0	1.7	1.9	1.6	0.3	3.7	2.0	1.7	1.9	1.6	0.3
ABC NEWSRADIO	1.6	1.2	0.4	2.5	1.7	0.8	1.0	1.1	-0.1	0.8	0.7	0.1	0.8	0.9	-0.1	3.8	1.7	2.1	1.8	1.2	0.6	3.8	1.7	2.1	1.8	1.2	0.6
3JJJ	3.5	3.8	-0.3	3.6	3.7	-0.1	4.1	3.1	1.0	3.5	4.0	-0.5	3.2	4.7	-1.5	2.1	3.9	-1.8	4.0	4.8	-0.8	2.1	3.9	-1.8	4.0	4.8	-0.8
ABC CLASSIC	1.1	1.1	0.0	1.1	0.8	0.3	1.1	1.0	0.1	0.9	1.1	-0.2	1.4	1.2	0.2	1.5	2.5	-1.0	2.0	1.7	0.3	1.5	2.5	-1.0	2.0	1.7	0.3



## MELBOURNE RADIO - DAB+ STATIONS ONLY - SURVEY 1 2023

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	41	21	20	19	5	14	7	*	*	8	11	-3	7	2	5	*	1	*	*	2	*
CADA	39	35	4	12	12	0	16	11	5	7	5	2	*	6	*	1	1	0	3	*	*
Chemist Warehouse Remix	36	34	2	3	*	*	8	13	-5	9	13	-4	12	5	7	1	*	*	3	2	1
Coles Radio	96	72	24	13	3	10	31	13	18	28	27	1	8	21	-13	9	5	4	6	3	3
DANCE HITS	112	91	21	30	10	20	13	14	-1	39	48	-9	26	19	7	2	*	*	2	*	*
EASY 80s HITS	69	70	-1	6	16	-10	11	2	9	11	17	-6	24	23	1	11	9	2	6	3	3
GOLD 80s	122	120	2	5	12	-7	23	16	7	7	27	-20	48	38	10	29	19	10	11	7	4
KIIS 90s	126	111	15	29	36	-7	29	5	24	37	35	2	28	24	4	3	9	-6	*	3	*
LiSTNR Radio	17	na	*	8	na	*	*	na	*	8	na	*	2	na	*	*	na	*	*	na	*
MMM 2000s	40	na	*	8	na	*	8	na	*	14	na	*	8	na	*	2	na	*	*	na	*
MMM 80s	48	43	5	10	5	5	11	11	0	3	6	-3	14	12	2	10	8	2	*	*	*
MMM 90s	45	64	-19	14	17	-3	5	*	*	2	22	-20	18	19	-1	5	5	0	*	2	*
MMM CLASSIC ROCK	76	56	20	12	*	*	18	5	13	6	5	1	16	14	2	15	26	-11	8	5	3
MMM COUNTRY	34	34	0	3	3	0	8	5	3	11	8	3	4	8	-4	7	8	-1	*	2	*
OLDSKOOL 90s HITS	95	96	-1	18	11	7	7	8	-1	41	45	-4	28	27	1	*	5	*	*	*	*
RnB Fridays Radio	92	94	-2	18	16	2	11	15	-4	46	50	-4	17	10	7	*	5	*	*	*	*
RSN Carnival	14	16	-2	3	6	-3	5	5	0	*	2	*	5	*	*	*	4	*	1	*	*
Rythmos	21	27	-6	2	5	-3	5	*	*	6	17	-11	4	3	1	4	2	2	*	*	*
SEN Fanatic	17	24	-7	9	6	3	2	5	-3	6	9	-3	*	*	*	*	*	*	*	4	*
SEN Sydney DAB+	13	10	3	3	3	0	4	5	-1	6	*	*	*	*	*	3	*	*	*	*	*
SEN Track Digital	17	17	0	5	3	2	2	*	*	6	11	-5	4	2	2	*	*	*	*	1	*
smooth relax	107	78	29	15	8	7	9	*	*	23	25	-2	16	19	-3	28	15	13	15	10	5
smooth Vintage	24	29	-5	3	3	0	*	5	*	5	7	-2	8	6	2	3	2	1	5	5	0
TikTok Trending	71	77	-6	28	20	8	12	28	-16	28	23	5	4	3	1	*	*	*	*	2	*
triple j Unearthed	55	70	-15	13	6	7	15	15	0	13	35	-22	7	5	2	7	5	2	*	4	*
ABC Country	51	47	4	11	*	*	10	13	-3	5	10	-5	6	6	0	4	3	1	15	14	1
ABC Jazz	61	43	18	9	5	4	16	5	11	18	13	5	8	10	-2	3	4	-1	7	7	0
ABC KIDS LISTEN	31	33	-2	5	10	-5	*	3	*	19	17	2	5	3	2	*	*	*	2	*	*
ABC Sport	53	48	5	11	9	2	16	5	11	8	10	-2	8	3	5	3	11	-8	6	10	-4
Double J	83	82	1	9	17	-8	5	11	-6	46	34	12	18	16	2	3	3	0	2	1	1
Total Digital/Internet Only	1060	979	81	170	143	27	153	95	58	304	306	-2	218	226	-8	121	122	-1	95	86	9

Please note: LiSTNR Radio & MMM 2000s commenced broadcasting Jan 15.



## MELBOURNE RADIO - DAB+ STATIONS ONLY - SURVEY 1 2023

Cumulative Audience (000's) by Session, P10+ [Potential: 4844]

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	+/-	
BLENDER BEATS	29	17	12	13	6	7	6	10	-4	15	10	5	14	8	6	11	*	*	34	4	30		
CADA	34	33	1	9	17	-8	10	9	1	15	*	*	10	6	4	12	8	4	22	9	13		
Chemist Warehouse Remix	36	20	16	10	3	7	9	11	-2	10	11	-1	24	6	18	10	2	8	11	15	-4		
Coles Radio	72	58	14	15	19	-4	25	27	-2	29	29	0	32	13	19	8	13	-5	48	28	20		
DANCE HITS	85	80	5	41	31	10	34	24	10	31	36	-5	25	21	4	26	30	-4	61	38	23		
EASY 80s HITS	45	58	-13	15	25	-10	14	20	-6	26	29	-3	26	23	3	11	5	6	47	30	17		
GOLD 80s	90	95	-5	16	28	-12	22	30	-8	47	31	16	27	29	-2	19	17	2	57	50	7		
KIIS 90s	107	96	11	28	38	-10	33	25	8	35	47	-12	22	26	-4	30	10	20	44	50	-6		
LiSTNR Radio	14	na	*	3	na	*	*	na	*	3	na	*	5	na	*	4	na	*	4	na	*		
MMM 2000s	34	na	*	20	na	*	14	na	*	8	na	*	10	na	*	2	na	*	18	na	*		
MMM 80s	36	22	14	5	7	-2	13	6	7	23	16	7	21	8	13	3	7	-4	19	26	-7		
MMM 90s	29	56	-27	7	14	-7	11	17	-6	9	26	-17	13	14	-1	12	14	-2	23	26	-3		
MMM CLASSIC ROCK	68	42	26	19	21	-2	28	16	12	20	18	2	23	22	1	16	11	5	24	27	-3		
MMM COUNTRY	29	19	10	7	12	-5	13	9	4	19	12	7	18	14	4	3	2	1	19	27	-8		
OLDSKOOL 90s HITS	79	70	9	26	16	10	26	24	2	19	38	-19	18	17	1	31	1	30	42	39	3		
RnB Fridays Radio	75	77	-2	28	27	1	27	31	-4	29	36	-7	27	28	-1	6	11	-5	40	39	1		
RSN Carnival	11	4	7	5	*	*	3	*	*	4	2	2	8	*	*	*	4	*	4	12	-8		
Rythmos	14	23	-9	4	4	0	*	4	*	8	2	6	5	7	-2	6	9	-3	13	17	-4		
SEN Fanatic	15	15	0	5	7	-2	2	2	0	4	5	-1	7	*	*	1	3	-2	7	12	-5		
SEN Sydney DAB+	13	10	3	4	8	-4	*	8	*	*	*	*	5	*	*	4	*	*	*	*	*		
SEN Track Digital	9	11	-2	5	9	-4	5	6	-1	2	4	-2	2	*	*	3	*	*	8	5	3		
smooth relax	77	68	9	23	25	-2	34	32	2	31	25	6	28	29	-1	14	24	-10	58	34	24		
smooth Vintage	14	25	-11	3	11	-8	6	17	-11	9	14	-5	5	4	1	1	*	*	18	15	3		
TikTok Trending	58	53	5	31	19	12	9	10	-1	34	16	18	25	14	11	19	22	-3	38	48	-10		
triple j Unearthed	36	56	-20	9	17	-8	7	8	-1	10	16	-6	18	11	7	5	20	-15	28	27	1		
ABC Country	36	37	-1	15	15	0	6	14	-8	13	14	-1	13	11	2	12	10	2	27	26	1		
ABC Jazz	55	37	18	18	12	6	14	12	2	15	15	0	5	15	-10	27	14	13	31	26	5		
ABC KIDS LISTEN	28	30	-2	9	12	-3	9	18	-9	12	7	5	6	7	-1	5	*	*	15	9	6		
ABC Sport	40	25	15	12	7	5	5	8	-3	16	12	4	16	17	-1	12	3	9	25	36	-11		
Double J	53	62	-9	13	24	-11	23	32	-9	23	34	-11	21	31	-10	7	13	-6	46	46	0		
Total Digital/Internet Only	878	825	53	342	382	-40	351	370	-19	424	411	13	383	351	32	286	226	60	646	602	44		

Please note: LiSTNR Radio & MMM 2000s commenced broadcasting Jan 15.