

RADIO 360: MELBOURNE - TOTAL RADIO - SURVEY 1 2024

SHARE %

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	2.6	2.4	0.2	1.2	1.5	-0.3	0.5	2.4	-1.9	3.2	2.2	1.0	2.8	2.7	0.1	3.7	3.1	0.6	2.5	2.3	0.2
3AW	14.5	13.6	0.9	4.9	6.1	-1.2	1.0	3.0	-2.0	1.4	3.2	-1.8	8.3	9.2	-0.9	21.1	18.9	2.2	35.0	29.6	5.4
RSN 927	0.7	0.6	0.1	*	0.2	*	0.4	0.1	0.3	0.5	0.2	0.3	0.2	0.3	-0.1	0.2	1.4	-1.2	1.9	1.0	0.9
Magic 1278	1.4	1.0	0.4	0.1	0.2	-0.1	0.5	0.2	0.3	0.7	0.6	0.1	0.9	0.6	0.3	0.8	1.2	-0.4	3.6	2.4	1.2
3MP 1377	1.6	1.0	0.6	0.3	0.8	-0.5	1.2	1.1	0.1	1.0	0.5	0.5	0.5	0.7	-0.2	0.8	2.2	-1.4	4.2	1.1	3.1
101.9 FOX FM	9.4	10.3	-0.9	14.2	16.5	-2.3	13.8	22.2	-8.4	15.5	16.1	-0.6	11.7	10.0	1.7	6.0	5.8	0.2	1.1	1.9	-0.8
GOLD104.3	11.8	10.3	1.5	12.9	8.0	4.9	14.0	8.4	5.6	6.7	6.3	0.4	15.7	14.3	1.4	15.6	14.6	1.0	8.7	8.7	0.0
KIIS 101.1 FM	6.4	7.6	-1.2	12.0	12.7	-0.7	11.6	11.3	0.3	11.0	14.8	-3.8	6.1	7.9	-1.8	3.1	2.9	0.2	1.0	1.3	-0.3
105.1 TRIPLE M	7.8	6.4	1.4	4.9	5.6	-0.7	6.9	8.4	-1.5	11.2	6.7	4.5	12.9	11.6	1.3	8.0	4.8	3.2	1.3	1.6	-0.3
NOVA 100	7.1	6.4	0.7	11.1	10.4	0.7	15.3	11.4	3.9	11.5	10.7	0.8	8.0	6.9	1.1	3.4	4.2	-0.8	0.5	0.4	0.1
smoothfm 91.5	7.5	9.4	-1.9	4.8	6.6	-1.8	8.8	7.7	1.1	5.7	9.3	-3.6	5.9	7.3	-1.4	10.2	13.8	-3.6	9.4	10.7	-1.3
ABC MEL	6.5	6.6	-0.1	4.5	2.9	1.6	1.0	0.9	0.1	1.1	1.2	-0.1	5.0	4.1	0.9	6.1	7.4	-1.3	15.4	16.2	-0.8
3RN	2.2	2.0	0.2	0.3	1.0	-0.7	0.5	0.2	0.3	0.7	0.6	0.1	1.4	1.0	0.4	4.4	1.9	2.5	4.0	5.2	-1.2
ABC NEWSRADIO	1.1	1.8	-0.7	0.5	2.3	-1.8	0.9	0.9	0.0	0.8	0.8	0.0	1.5	1.4	0.1	0.5	1.4	-0.9	1.6	3.2	-1.6
3JJJ	4.3	4.1	0.2	5.2	6.9	-1.7	7.2	8.1	-0.9	10.3	8.1	2.2	3.2	3.5	-0.3	2.2	1.7	0.5	0.2	0.2	0.0
ABC CLASSIC	1.1	2.1	-1.0	0.9	1.0	-0.1	0.3	0.5	-0.2	0.6	0.7	-0.1	0.5	1.2	-0.7	0.6	0.6	0.0	3.0	5.9	-2.9

By Session, P10+

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		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
SEN 1116am	2.8	2.7	0.1	2.8	3.1	-0.3	3.1	2.9	0.2	2.9	2.4	0.5	2.6	2.3	0.3	2.4	2.2	0.2	1.9	1.7	0.2
3AW	14.7	13.9	0.8	19.6	18.1	1.5	16.8	16.3	0.5	10.3	10.6	-0.3	8.2	10.2	-2.0	19.8	12.2	7.6	13.8	12.4	1.4
RSN 927	0.6	0.6	0.0	0.8	0.9	-0.1	0.5	0.7	-0.2	0.5	0.4	0.1	0.4	0.3	0.1	0.5	0.4	0.1	1.0	0.6	0.4
Magic 1278	1.2	0.9	0.3	0.6	0.3	0.3	1.4	1.2	0.2	1.4	1.1	0.3	1.1	0.7	0.4	2.4	1.3	1.1	1.8	1.6	0.2
3MP 1377	1.4	0.9	0.5	1.2	0.6	0.6	1.2	0.6	0.6	1.9	1.3	0.6	1.5	0.9	0.6	1.0	1.5	-0.5	2.1	1.4	0.7
101.9 FOX FM	9.6	10.4	-0.8	10.8	10.6	0.2	9.6	9.0	0.6	9.9	11.4	-1.5	9.8	11.4	-1.6	5.3	8.1	-2.8	8.7	10.1	-1.4
GOLD104.3	12.0	10.3	1.7	11.9	9.0	2.9	12.5	11.4	1.1	12.9	11.9	1.0	11.3	9.7	1.6	9.5	7.7	1.8	11.2	10.3	0.9
KIIS 101.1 FM	6.2	7.9	-1.7	5.9	9.1	-3.2	5.2	6.6	-1.4	6.4	7.3	-0.9	8.6	10.0	-1.4	5.2	5.6	-0.4	6.9	6.5	0.4
105.1 TRIPLE M	8.4	6.6	1.8	6.7	6.6	0.1	9.4	6.6	2.8	10.8	7.1	3.7	8.2	7.1	1.1	3.8	4.1	-0.3	5.8	5.7	0.1
NOVA 100	6.9	6.2	0.7	6.7	5.0	1.7	6.5	5.3	1.2	7.5	7.5	0.0	7.7	7.4	0.3	5.0	6.0	-1.0	7.5	6.9	0.6
smoothfm 91.5	7.3	9.0	-1.7	6.6	7.5	-0.9	7.1	8.8	-1.7	7.4	9.5	-2.1	8.2	9.3	-1.1	8.2	11.5	-3.3	8.3	11.0	-2.7
ABC MEL	6.8	6.9	-0.1	8.1	8.2	-0.1	7.0	7.9	-0.9	5.4	4.8	0.6	5.8	5.6	0.2	8.5	9.1	-0.6	5.8	5.5	0.3
3RN	2.1	2.0	0.1	2.9	3.3	-0.4	1.1	1.2	-0.1	1.6	1.4	0.2	1.6	1.3	0.3	4.4	3.0	1.4	2.5	2.1	0.4
ABC NEWSRADIO	1.0	1.7	-0.7	1.7	2.7	-1.0	0.5	1.4	-0.9	0.4	0.8	-0.4	1.2	1.1	0.1	2.4	3.3	-0.9	1.2	2.0	-0.8
3JJJ	3.7	4.2	-0.5	3.6	3.9	-0.3	3.4	4.2	-0.8	3.9	5.0	-1.1	4.7	4.6	0.1	3.0	2.3	0.7	5.8	3.5	2.3
ABC CLASSIC	1.0	1.9	-0.9	0.7	1.6	-0.9	0.8	2.0	-1.2	1.0	2.1	-1.1	1.5	1.5	0.0	1.6	3.3	-1.7	1.5	2.6	-1.1

RADIO 360: MELBOURNE - TOTAL RADIO - SURVEY 1 2024 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	+/-
SEN 1116am	320	354	-34	31	33	-2	13	50	-37	75	58	17	64	95	-31	67	58	9	70	60	10
3AW	744	812	-68	46	49	-3	30	48	-18	71	88	-17	127	155	-28	136	147	-11	335	325	10
RSN 927	57	72	-15	*	4	*	4	5	-1	8	12	-4	5	12	-7	14	21	-7	25	18	7
Magic 1278	138	153	-15	6	10	-4	3	15	-12	18	9	9	21	37	-16	26	25	1	64	57	7
3MP 1377	205	217	-12	17	25	-8	22	43	-21	45	30	15	22	33	-11	23	25	-2	76	61	15
101.9 FOX FM	1,328	1,300	28	224	186	38	180	220	-40	505	503	2	283	236	47	96	100	-4	41	56	-15
GOLD104.3	1,262	1,231	31	136	115	21	133	123	10	251	239	12	344	361	-17	202	194	8	196	199	-3
KIIS 101.1 FM	1,123	1,225	-102	186	188	-2	197	215	-18	447	498	-51	204	213	-9	60	69	-9	31	42	-11
105.1 TRIPLE M	827	783	44	93	101	-8	99	116	-17	248	223	25	221	204	17	121	87	34	45	52	-7
NOVA 100	1,223	1,120	103	180	167	13	171	182	-11	486	429	57	279	237	42	82	81	1	25	25	0
smoothfm 91.5	1,046	1,152	-106	98	114	-16	115	139	-24	262	265	-3	227	246	-19	139	185	-46	206	203	3
ABC MEL	538	563	-25	32	39	-7	30	29	1	69	74	-5	97	109	-12	98	95	3	212	217	-5
3RN	172	171	1	9	10	-1	10	8	2	31	36	-5	27	25	2	39	27	12	57	65	-8
ABC NEWSRADIO	232	292	-60	22	48	-26	28	30	-2	52	54	-2	63	60	3	20	24	-4	48	77	-29
3JJJ	604	554	50	75	67	8	117	101	16	268	254	14	91	88	3	38	30	8	13	13	0
ABC CLASSIC	176	235	-59	20	23	-3	18	27	-9	31	39	-8	30	45	-15	16	23	-7	61	78	-17
Total	4,601	4,597	4	491	487	4	475	497	-22	1,253	1,263	-10	1,010	1,005	5	580	575	5	793	771	22

By Session, P10+ [Potential: 4862]

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	266	310	-44	140	170	-30	120	147	-27	126	144	-18	116	123	-7	54	67	-13	182	159	23						
3AW	697	752	-55	498	517	-19	422	439	-17	348	399	-51	307	373	-66	225	157	68	496	508	-12						
RSN 927	38	53	-15	18	31	-13	21	26	-5	16	15	1	15	14	1	7	15	-8	45	50	-5						
Magic 1278	111	119	-8	37	19	18	56	46	10	61	64	-3	47	43	4	28	29	-1	100	88	12						
3MP 1377	145	176	-31	41	46	-5	43	45	-2	83	99	-16	48	45	3	30	47	-17	116	116	0						
101.9 FOX FM	1,142	1,173	-31	663	674	-11	487	524	-37	554	619	-65	547	625	-78	219	229	-10	796	791	5						
GOLD104.3	1,111	1,091	20	582	565	17	568	545	23	611	611	0	538	503	35	253	210	43	797	697	100						
KIIS 101.1 FM	943	1,091	-148	477	625	-148	345	409	-64	432	507	-75	442	541	-99	197	203	-6	691	647	44						
105.1 TRIPLE M	715	678	37	341	319	22	288	270	18	379	307	72	362	297	65	109	115	-6	433	421	12						
NOVA 100	1,075	995	80	557	480	77	429	344	85	492	511	-19	511	443	68	206	200	6	701	630	71						
smoothfm 91.5	911	1,010	-99	405	508	-103	385	432	-47	454	508	-54	418	459	-41	210	295	-85	625	729	-104						
ABC MEL	493	527	-34	304	332	-28	249	277	-28	241	243	-2	208	213	-5	114	137	-23	320	320	0						
3RN	158	155	3	102	103	-1	66	65	1	64	70	-6	64	53	11	55	51	4	115	97	18						
ABC NEWSRADIO	195	250	-55	94	149	-55	49	90	-41	43	63	-20	78	77	1	49	73	-24	120	171	-51						
3JJJ	488	479	9	223	260	-37	188	204	-16	226	222	4	268	215	53	89	86	3	376	292	84						
ABC CLASSIC	138	199	-61	54	90	-36	48	84	-36	63	96	-33	77	80	-3	44	68	-24	118	152	-34						
Total	4,441	4,483	-42	3,366	3,518	-152	2,847	2,981	-134	3,125	3,217	-92	3,072	3,160	-88	1,620	1,614	6	4,022	3,906	116						

RADIO 360: MELBOURNE - TOTAL RADIO - SURVEY 1 2024 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	+/-
SEN 1116am	13	12	1	1	1	0	*	1	*	3	2	1	3	3	0	3	2	1	3	3	0
3AW	73	68	5	2	3	-1	*	1	*	1	3	-2	9	11	-2	17	14	3	43	36	7
RSN 927	3	3	0	*	*	*	*	*	*	*	*	*	*	*	*	*	1	*	2	1	1
Magic 1278	7	5	2	*	*	*	*	*	*	1	1	0	1	1	0	1	1	0	4	3	1
3MP 1377	8	5	3	*	*	*	*	1	*	1	*	*	1	1	0	1	2	-1	5	1	4
101.9 FOX FM	47	52	-5	6	7	-1	6	11	-5	16	15	1	13	12	1	5	4	1	1	2	-1
GOLD104.3	60	52	8	6	4	2	6	4	2	7	6	1	18	17	1	12	11	1	11	11	0
KIIS 101.1 FM	32	38	-6	5	6	-1	5	5	0	11	14	-3	7	9	-2	3	2	1	1	2	-1
105.1 TRIPLE M	39	32	7	2	3	-1	3	4	-1	11	6	5	15	14	1	6	4	2	2	2	0
NOVA 100	36	32	4	5	5	0	7	5	2	12	10	2	9	8	1	3	3	0	1	*	*
smoothfm 91.5	38	47	-9	2	3	-1	4	4	0	6	9	-3	7	9	-2	8	10	-2	11	13	-2
ABC MEL	33	33	0	2	1	1	*	*	*	1	1	0	6	5	1	5	5	0	19	20	-1
3RN	11	10	1	*	*	*	*	*	*	1	1	0	2	1	1	3	1	2	5	6	-1
ABC NEWSRADIO	5	9	-4	*	1	*	*	*	*	1	1	0	2	2	0	*	1	*	2	4	-2
3JJJ	22	20	2	2	3	-1	3	4	-1	10	8	2	4	4	0	2	1	1	*	*	*
ABC CLASSIC	6	10	-4	*	*	*	*	*	*	1	1	0	1	1	0	*	*	*	4	7	-3
Total	505	502	3	46	46	0	43	47	-4	101	96	5	114	117	-3	80	74	6	122	122	0

By Session, P10+ [Potential: 4862]

Station	Mon-Fri			Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
SEN 1116am	15	14	1	20	23	-3	23	21	2	19	16	3	13	13	0	4	3	1	9	7	2
3AW	78	75	3	141	137	4	128	120	8	67	69	-2	42	57	-15	33	19	14	61	52	9
RSN 927	3	3	0	6	7	-1	4	5	-1	3	3	0	2	1	1	1	1	0	4	3	1
Magic 1278	6	5	1	4	3	1	11	9	2	9	7	2	6	4	2	4	2	2	8	7	1
3MP 1377	8	5	3	9	4	5	9	4	5	13	9	4	8	5	3	2	2	0	9	6	3
101.9 FOX FM	51	56	-5	77	80	-3	73	67	6	65	74	-9	50	64	-14	9	13	-4	39	42	-3
GOLD104.3	63	55	8	85	68	17	95	84	11	84	77	7	58	54	4	16	12	4	50	43	7
KIIS 101.1 FM	33	43	-10	42	69	-27	39	49	-10	42	48	-6	44	56	-12	9	9	0	31	27	4
105.1 TRIPLE M	44	35	9	48	50	-2	71	48	23	71	46	25	42	40	2	6	6	0	26	24	2
NOVA 100	37	33	4	48	38	10	50	39	11	49	49	0	40	42	-2	8	10	-2	33	29	4
smoothfm 91.5	39	48	-9	47	57	-10	54	65	-11	48	62	-14	42	52	-10	14	18	-4	37	46	-9
ABC MEL	36	37	-1	58	62	-4	53	58	-5	35	31	4	30	32	-2	14	14	0	26	23	3
3RN	11	11	0	21	25	-4	9	9	0	10	9	1	8	7	1	7	5	2	11	9	2
ABC NEWSRADIO	5	9	-4	12	20	-8	4	10	-6	2	5	-3	6	6	0	4	5	-1	5	8	-3
3JJJ	20	23	-3	26	29	-3	26	31	-5	25	32	-7	24	26	-2	5	4	1	26	15	11
ABC CLASSIC	5	10	-5	5	12	-7	6	15	-9	7	13	-6	8	9	-1	3	5	-2	7	11	-4
Total	529	537	-8	716	754	-38	760	740	20	655	651	4	515	560	-45	167	158	9	446	416	30

RADIO 360: MELBOURNE - TOTAL RADIO - SURVEY 1 2024 DAB+ STATIONS ONLY - CUMULATIVE AUDIENCE (000'S)

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	39	26	13	13	5	8	5	5	0	9	11	-2	12	2	10	*	2	*	*	1	*
CADA	19	14	5	6	7	-1	2	3	-1	11	5	6	*	*	*	*	*	*	*	*	*
Chemist Warehouse Remix	17	23	-6	3	4	-1	4	4	0	3	5	-2	5	6	-1	*	4	*	2	*	*
Coles Radio	90	94	-4	5	14	-9	16	19	-3	21	28	-7	31	25	6	13	9	4	4	*	*
DANCE HITS	89	91	-2	16	21	-5	21	12	9	29	41	-12	19	9	10	*	2	*	4	6	-2
Disrupt Radio	2	8	-6	2	*	*	*	5	*	*	3	*	*	*	*	*	*	*	*	*	*
EASY HITS	41	na	*	11	na	*	4	na	*	10	na	*	11	na	*	3	na	*	3	na	*
GOLD 80s	141	125	16	16	8	8	16	19	-3	20	14	6	41	54	-13	25	17	8	22	14	8
iHeartAustralia	83	78	5	17	17	0	24	10	14	19	29	-10	9	15	-6	10	4	6	5	4	1
iHeartCountry	13	22	-9	2	2	0	2	4	-2	*	14	*	5	*	*	4	2	2	*	*	*
iHeartDance	22	25	-3	10	9	1	*	4	*	10	10	0	*	*	*	2	*	*	*	2	*
iHeartTrivia	10	12	-2	4	10	-6	*	2	*	6	*	*	*	*	*	*	*	*	*	*	*
KIIS 90s	98	104	-6	18	23	-5	6	20	-14	50	37	13	17	22	-5	3	2	1	3	*	*
MMM 2000s	38	28	10	8	*	*	5	8	-3	7	18	-11	16	*	*	2	2	0	*	*	*
MMM 80s	48	34	14	2	7	-5	6	4	2	4	4	0	12	8	4	17	6	11	7	6	1
MMM 90s	42	18	24	12	*	*	*	4	*	15	3	12	11	11	0	4	*	*	*	*	*
MMM ALMOST ACOUSTIC	21	31	-10	3	4	-1	2	5	-3	6	14	-8	10	2	8	*	1	*	*	4	*
MMM CLASSIC ROCK	72	70	2	11	10	1	20	12	8	10	12	-2	11	20	-9	8	9	-1	12	7	5
MMM COUNTRY	22	36	-14	3	6	-3	3	8	-5	2	7	-5	7	7	0	6	8	-2	1	*	*
Nova Nation	39	na	*	15	na	*	*	na	*	23	na	*	*	na	*	*	na	*	*	na	*
OLDSKOOL 80s HITS	54	64	-10	8	8	0	5	11	-6	16	11	5	20	22	-2	3	4	-1	2	8	-6
OLDSKOOL 90s HITS	89	89	0	13	5	8	10	13	-3	33	36	-3	27	30	-3	5	6	-1	2	*	*
Radio Maria	8	25	-17	4	4	0	3	12	-9	2	9	-7	*	*	*	*	*	*	*	*	*
Radio Maria Itl	5	11	-6	2	4	-2	*	7	*	4	*	*	*	*	*	*	*	*	*	*	*
RnB FRIDAYS RADIO	105	93	12	18	11	7	12	8	4	35	50	-15	30	22	8	8	2	6	1	*	*
RSN Xtra	9	10	-1	*	*	*	*	3	*	6	4	2	2	*	*	2	*	*	*	3	*
RSN Xtra2	1	6	-5	*	*	*	*	2	*	*	4	*	*	*	*	*	*	*	1	*	*
SENTrack	18	16	2	5	7	-2	5	2	3	4	7	-3	2	*	*	*	*	*	2	*	*
smooth relax	112	123	-11	9	7	2	14	8	6	20	29	-9	20	33	-13	20	28	-8	29	18	11
smooth Vintage	54	40	14	3	6	-3	*	*	*	18	4	14	15	9	6	3	9	-6	14	12	2
TikTok Trending	107	105	2	29	21	8	31	15	16	28	63	-35	12	2	10	*	3	*	7	*	*
triple j Uearthed	91	86	5	22	14	8	19	20	-1	33	22	11	12	16	-4	3	8	-5	1	6	-5
ABC Country	33	36	-3	2	13	-11	2	4	-2	17	5	12	2	9	-7	1	*	*	9	4	5
ABC Jazz	59	84	-25	12	11	1	2	6	-4	27	29	-2	10	14	-4	2	8	-6	7	17	-10
ABC KIDS LISTEN	35	53	-18	5	22	-17	*	4	*	26	17	9	*	9	*	*	*	*	3	2	1
ABC Sport	65	59	6	3	11	-8	5	8	-3	21	17	4	11	5	6	8	3	5	16	14	2
Double J	45	58	-13	7	10	-3	3	7	-4	13	22	-9	18	11	7	2	6	-4	2	1	1
Total Digital/Internet Only	1,111	1,039	72	165	148	17	144	129	15	325	309	16	236	229	7	110	116	-6	131	108	23

Please note: MMM TRADIE RADIO rebranded as MMM 90s & EASY HITS & Nova Nation commenced broadcasting Jan 14.

RADIO 360: MELBOURNE - TOTAL RADIO - SURVEY 1 2024

DAB+ STATIONS ONLY - CUMULATIVE AUDIENCE (000'S)

By Session, P10+ [Potential: 4862]

Station	Mon-Fri			Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	Mon-Fri 5:30am-12mn	Last	+/-	Mon-Fri 5:30am-9:00am	Last	+/-	Mon-Fri 9:00am-12:00md	Last	+/-	Mon-Fri 12:00md-4:00pm	Last	+/-	Mon-Fri 4:00pm-7:00pm	Last	+/-	Mon-Fri 7:00pm-12:00mn	Last	+/-	Sat-Sun 5:30am-12mn	Last	+/-
BLENDER BEATS	34	23	11	11	7	4	16	11	5	14	14	0	19	8	11	5	3	2	23	14	9
CADA	16	9	7	6	*	*	5	5	0	7	7	0	9	3	6	4	*	*	8	7	1
Chemist Warehouse Remix	15	23	-8	5	1	4	3	3	0	6	13	-7	9	5	4	3	7	-4	5	3	2
Coles Radio	66	79	-13	21	28	-7	32	24	8	38	26	12	29	37	-8	13	26	-13	44	31	13
DANCE HITS	82	79	3	38	28	10	20	24	-4	26	31	-5	44	30	14	15	11	4	40	29	11
Disrupt Radio	2	3	-1	2	*	*	*	*	*	*	3	*	*	*	*	*	*	*	*	8	*
EASY HITS	36	na	*	13	na	*	13	na	*	17	na	*	11	na	*	6	na	*	15	na	*
GOLD 80s	108	106	2	32	57	-25	41	33	8	48	33	15	36	42	-6	29	37	-8	65	65	0
iHeartAustralia	73	61	12	19	19	0	34	24	10	33	28	5	23	15	8	11	19	-8	23	42	-19
iHeartCountry	11	12	-1	2	7	-5	6	6	0	5	2	3	4	1	3	2	4	-2	6	16	-10
iHeartDance	13	22	-9	6	6	0	10	3	7	5	3	2	6	4	2	*	10	*	10	7	3
iHeartTrivia	7	8	-1	*	3	*	*	2	*	5	*	*	*	*	*	2	2	0	4	4	0
KIIS 90s	70	78	-8	31	28	3	32	27	5	22	30	-8	14	25	-11	9	21	-12	53	48	5
MMM 2000s	29	19	10	7	5	2	4	7	-3	4	6	-2	18	7	11	5	6	-1	21	15	6
MMM 80s	43	32	11	6	9	-3	8	4	4	23	15	8	24	11	13	7	8	-1	15	9	6
MMM 90s	35	15	20	4	2	2	14	11	3	14	9	5	15	11	4	11	*	*	11	6	5
MMM ALMOST ACOUSTIC	17	21	-4	4	13	-9	5	8	-3	11	2	9	5	9	-4	2	4	-2	10	18	-8
MMM CLASSIC ROCK	62	51	11	16	14	2	23	23	0	23	26	-3	36	26	10	5	7	-2	19	43	-24
MMM COUNTRY	18	27	-9	3	15	-12	7	14	-7	12	19	-7	11	17	-6	2	9	-7	14	24	-10
Nova Nation	31	na	*	2	na	*	5	na	*	13	na	*	8	na	*	6	na	*	13	na	*
OLDSKOOL 80s HITS	46	51	-5	13	19	-6	11	24	-13	23	27	-4	15	15	0	8	11	-3	21	24	-3
OLDSKOOL 90s HITS	68	84	-16	29	36	-7	30	32	-2	29	44	-15	25	29	-4	17	13	4	43	47	-4
Radio Maria	8	14	-6	2	*	*	2	2	0	3	6	-3	2	11	-9	2	*	*	*	16	*
Radio Maria Itat	2	6	-4	*	2	*	*	*	*	*	*	*	2	4	-2	2	*	*	4	7	-3
RnB FRIDAYS RADIO	94	84	10	40	35	5	38	31	7	34	28	6	34	60	-26	13	24	-11	35	40	-5
RSN Xtra	3	10	-7	*	8	*	*	3	*	2	*	*	2	3	-1	*	5	*	6	3	3
RSN Xtra2	*	4	*	*	*	*	*	*	*	*	*	*	*	*	*	*	4	*	1	2	-1
SENTrack	12	6	6	8	4	4	*	4	*	4	1	3	2	1	1	7	2	5	8	16	-8
smooth relax	93	100	-7	35	31	4	36	36	0	41	54	-13	46	33	13	23	34	-11	60	53	7
smooth Vintage	45	32	13	9	7	2	18	14	4	24	14	10	17	14	3	10	11	-1	20	17	3
TikTok Trending	77	93	-16	17	33	-16	15	25	-10	40	36	4	46	33	13	23	28	-5	68	55	13
triple j Unearthed	74	71	3	24	26	-2	12	24	-12	30	22	8	31	31	0	23	18	5	44	32	12
ABC Country	29	32	-3	12	12	0	9	7	2	19	15	4	8	12	-4	4	7	-3	23	9	14
ABC Jazz	43	72	-29	14	24	-10	19	27	-8	12	26	-14	19	18	1	17	34	-17	40	55	-15
ABC KIDS LISTEN	28	41	-13	11	11	0	13	13	0	12	9	3	10	20	-10	3	7	-4	20	24	-4
ABC Sport	42	33	9	12	11	1	16	9	7	13	13	0	17	5	12	14	5	9	36	38	-2
Double J	37	55	-18	15	26	-11	16	33	-17	17	28	-11	28	32	-4	9	10	-1	37	28	9
Total Digital/Internet Only	930	901	29	384	435	-51	435	433	2	500	478	22	475	467	8	265	295	-30	722	665	57

Please note: MMM TRADIE RADIO rebranded as MMM 90s & EASY HITS & Nova Nation commenced broadcasting Jan 14.

RADIO 360: MELBOURNE - BY RADIO TYPE - SURVEY 1 2024

SHARE %

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+		
	Total Radio	AM/FM/DAB+	Streaming	Total Radio	AM/FM/DAB+	Streaming	Total Radio	AM/FM/DAB+	Streaming	Total Radio	AM/FM/DAB+	Streaming	Total Radio	AM/FM/DAB+	Streaming	Total Radio	AM/FM/DAB+	Streaming	Total Radio	AM/FM/DAB+	Streaming
SEN 1116am	2.6	2.6	3.7	1.2	1.2	2.0	0.5	0.5	0.3	3.2	3.1	5.3	2.8	2.9	3.6	3.7	4.3	1.8	2.5	2.2	6.2
3AW	14.5	14.2	25.2	4.9	4.5	11.2	1.0	1.0	1.5	1.4	0.9	6.0	8.3	6.7	27.3	21.1	19.0	50.7	35.0	35.9	36.6
RSN 927	0.7	0.7	0.5	*	*	*	0.4	0.4	0.6	0.5	0.5	0.5	0.2	0.2	0.9	0.2	0.3	*	1.9	2.0	1.0
Magic 1278	1.4	1.5	1.3	0.1	0.1	0.2	0.5	0.6	*	0.7	0.8	0.2	0.9	1.0	0.3	0.8	0.6	2.5	3.6	3.6	3.7
3MP 1377	1.6	1.8	1.0	0.3	0.2	1.3	1.2	1.3	1.0	1.0	1.1	1.5	0.5	0.6	0.4	0.8	1.0	0.1	4.2	4.5	1.9
101.9 FOX FM	9.4	10.4	5.1	14.2	15.8	8.7	13.8	14.9	11.1	15.5	17.4	7.4	11.7	13.3	6.1	6.0	7.1	1.8	1.1	1.1	0.3
GOLD104.3	11.8	12.8	9.0	12.9	13.7	13.4	14.0	14.2	22.4	6.7	6.9	7.9	15.7	17.8	8.3	15.6	17.9	9.8	8.7	9.3	3.2
KIIS 101.1 FM	6.4	7.2	2.6	12.0	13.3	7.4	11.6	12.8	6.7	11.0	12.5	3.3	6.1	7.2	1.3	3.1	3.8	0.8	1.0	1.0	1.1
105.1 TRIPLE M	7.8	8.5	5.0	4.9	5.5	3.2	6.9	7.6	4.0	11.2	12.0	9.3	12.9	14.8	5.5	8.0	9.3	4.1	1.3	1.3	0.9
NOVA 100	7.1	7.8	4.1	11.1	12.4	6.7	15.3	16.9	8.7	11.5	12.7	7.0	8.0	9.3	2.7	3.4	3.7	3.3	0.5	0.6	*
smoothfm 91.5	7.5	8.0	7.5	4.8	5.1	4.9	8.8	9.1	11.6	5.7	5.5	10.2	5.9	6.4	6.0	10.2	11.8	6.0	9.4	9.8	7.6
ABC MEL	6.5	6.6	9.7	4.5	4.7	5.5	1.0	0.9	2.5	1.1	0.8	4.7	5.0	4.6	12.1	6.1	6.5	7.3	15.4	15.5	20.4
3RN	2.2	2.5	0.8	0.3	0.3	0.3	0.5	0.6	0.1	0.7	0.8	0.2	1.4	1.6	0.7	4.4	5.1	1.9	4.0	4.3	1.1
ABC NEWSRADIO	1.1	1.0	2.0	0.5	0.5	1.1	0.9	1.0	0.1	0.8	0.5	2.9	1.5	1.4	3.9	0.5	0.5	0.5	1.6	1.7	1.3
3JJJ	4.3	4.5	4.5	5.2	5.2	8.4	7.2	7.3	11.0	10.3	11.1	8.8	3.2	3.6	1.9	2.2	2.5	1.8	0.2	0.2	0.6
ABC CLASSIC	1.1	1.1	1.9	0.9	1.0	0.2	0.3	0.3	0.5	0.6	0.5	1.5	0.5	0.4	1.7	0.6	0.5	1.3	3.0	2.9	5.0
Commercial DAB+ Stns	7.4	7.2	12.6	13.2	12.9	22.9	9.8	9.7	17.4	10.7	10.6	15.7	7.5	7.2	15.1	4.8	5.4	4.3	3.1	3.0	6.4
ABC DAB+ Stns	1.6	1.5	3.4	3.2	3.5	2.7	0.7	0.8	0.3	3.0	2.5	7.7	1.2	1.2	2.2	0.7	0.5	2.1	1.2	1.1	2.7
Total DAB+ Stns	10.2	8.7	16.0	19.1	16.4	25.5	11.0	10.5	17.8	14.3	13.1	23.4	10.4	8.3	17.3	7.5	5.9	6.4	4.7	4.1	9.0

By Session, P10+

Station	Mon-Fri			Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	Total Radio	AM/FM/DAB+	Streaming	Total Radio	AM/FM/DAB+	Streaming	Total Radio	AM/FM/DAB+	Streaming	Total Radio	AM/FM/DAB+	Streaming	Total Radio	AM/FM/DAB+	Streaming	Total Radio	AM/FM/DAB+	Streaming	Total Radio	AM/FM/DAB+	Streaming
SEN 1116am	2.8	2.9	4.0	2.8	2.6	6.2	3.1	3.0	4.5	2.9	3.0	3.1	2.6	2.8	2.6	2.4	2.6	1.9	1.9	1.9	2.9
3AW	14.7	14.3	26.5	19.6	19.2	35.0	16.8	16.4	28.1	10.3	9.9	20.5	8.2	7.4	22.3	19.8	20.0	26.5	13.8	13.9	20.7
RSN 927	0.6	0.6	0.4	0.8	0.9	0.5	0.5	0.5	0.4	0.5	0.5	0.3	0.4	0.5	0.1	0.5	0.5	0.9	1.0	1.0	0.9
Magic 1278	1.2	1.3	1.0	0.6	0.6	0.4	1.4	1.5	1.5	1.4	1.4	1.8	1.1	1.3	0.2	2.4	2.8	0.5	1.8	1.9	2.0
3MP 1377	1.4	1.6	0.8	1.2	1.4	0.3	1.2	1.4	0.4	1.9	2.1	1.3	1.5	1.6	1.4	1.0	1.1	0.9	2.1	2.3	1.5
101.9 FOX FM	9.6	10.7	5.4	10.8	11.9	4.2	9.6	10.6	6.5	9.9	11.0	5.7	9.8	10.9	5.7	5.3	5.8	4.3	8.7	9.7	4.2
GOLD104.3	12.0	13.1	9.1	11.9	13.0	6.1	12.5	13.7	8.2	12.9	13.8	13.0	11.3	12.4	9.3	9.5	10.3	7.1	11.2	12.1	8.9
KIIS 101.1 FM	6.2	7.0	2.8	5.9	6.6	1.9	5.2	5.7	3.1	6.4	7.1	3.4	8.6	9.9	2.4	5.2	5.8	2.9	6.9	7.8	1.9
105.1 TRIPLE M	8.4	9.3	5.2	6.7	7.2	4.9	9.4	10.4	5.9	10.8	12.1	6.1	8.2	9.1	5.6	3.8	4.3	1.2	5.8	6.3	4.2
NOVA 100	6.9	7.6	4.4	6.7	7.3	4.2	6.5	7.2	4.4	7.5	8.3	5.3	7.7	8.8	3.5	5.0	5.5	3.3	7.5	8.3	3.5
smoothfm 91.5	7.3	7.7	7.7	6.6	7.0	5.1	7.1	7.5	7.1	7.4	7.7	9.3	8.2	8.8	8.5	8.2	8.5	9.5	8.3	8.9	6.9
ABC MEL	6.8	6.8	10.2	8.1	7.7	16.8	7.0	7.1	9.7	5.4	5.8	5.0	5.8	6.0	8.0	8.5	8.1	14.5	5.8	6.0	7.8
3RN	2.1	2.4	0.5	2.9	3.3	0.5	1.1	1.3	0.3	1.6	1.8	0.8	1.6	1.8	0.6	4.4	5.2	0.5	2.5	2.7	1.7
ABC NEWSRADIO	1.0	1.0	2.0	1.7	1.6	3.5	0.5	0.4	1.5	0.4	0.4	0.3	1.2	1.2	1.7	2.4	2.2	4.6	1.2	1.2	2.3
3JJJ	3.7	4.0	3.3	3.6	3.8	2.9	3.4	3.7	3.2	3.9	4.1	4.0	4.7	5.2	3.6	3.0	3.3	1.7	5.8	5.9	8.5
ABC CLASSIC	1.0	1.0	1.8	0.7	0.7	1.3	0.8	0.9	0.8	1.0	0.9	2.5	1.5	1.4	3.2	1.6	1.6	2.2	1.5	1.5	2.2
Commercial DAB+ Stns	7.5	7.5	11.6	4.1	4.2	5.4	7.7	7.6	11.6	8.9	8.8	14.2	9.1	9.0	16.9	9.6	10.0	10.6	7.0	6.5	15.9
ABC DAB+ Stns	1.5	1.4	3.2	1.0	1.1	0.8	1.2	1.1	2.8	1.4	1.2	3.6	2.1	2.0	4.6	2.6	2.1	6.9	2.0	1.9	4.1
Total DAB+ Stns	10.1	8.8	14.8	5.8	5.3	6.2	10.1	8.7	14.4	11.6	10.1	17.7	12.8	11.0	21.5	13.6	12.1	17.5	10.4	8.4	20.0

Interpreting RADIO 360: For People 10+, Mon-Sun 5:30am-12mn, SEN 1116am has a 2.6% share of all listening, 2.6% share of AM/FM/DAB+ listening and 3.7% share of Streaming listening.

Please note AM/FM/DAB+ and Streaming Share% results exclude in its calculation Other AM, Other FM, Other Digital & stations appearing as n.a. Total Radio Share% is calculated including these station groups.

Note: n.a. indicates instances where the station streaming log data is not provided to GfK for inclusion for this survey.

RADIO 360: MELBOURNE - BY RADIO TYPE - SURVEY 1 2024

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+		
	Total Radio	AM/FM/DAB+	Streaming	Total Radio	AM/FM/DAB+	Streaming	Total Radio	AM/FM/DAB+	Streaming	Total Radio	AM/FM/DAB+	Streaming	Total Radio	AM/FM/DAB+	Streaming	Total Radio	AM/FM/DAB+	Streaming	Total Radio	AM/FM/DAB+	Streaming
SEN 1116am	320	318	81	31	31	6	13	13	2	75	75	31	64	62	16	67	67	14	70	70	11
3AW	744	702	158	46	40	15	30	28	7	71	50	37	127	123	33	136	132	24	335	330	42
RSN 927	57	52	15	*	*	*	4	2	2	8	8	4	5	2	3	14	14	*	25	25	5
Magic 1278	138	125	29	6	6	3	3	3	*	18	15	5	21	17	6	26	21	7	64	64	7
3MP 1377	205	190	54	17	12	9	22	22	6	45	38	17	22	21	9	23	23	2	76	74	11
101.9 FOX FM	1,328	1,278	217	224	216	36	180	174	40	505	481	71	283	276	54	96	92	9	41	39	7
GOLD104.3	1,262	1,223	203	136	130	28	133	124	40	251	237	43	344	337	44	202	199	30	196	195	17
KIIS 101.1 FM	1,123	1,085	140	186	172	41	197	191	28	447	436	41	204	196	25	60	60	4	31	31	2
105.1 TRIPLE M	827	791	125	93	88	13	99	94	11	248	234	42	221	212	38	121	118	16	45	45	4
NOVA 100	1,223	1,180	196	180	172	35	171	167	23	486	466	84	279	272	38	82	79	16	25	25	*
smoothfm 91.5	1,046	973	190	98	93	18	115	108	22	262	240	60	227	204	44	139	136	20	206	193	27
ABC MEL	538	510	144	32	29	12	30	28	7	69	59	31	97	90	35	98	96	19	212	207	41
3RN	172	167	40	9	8	4	10	10	2	31	27	5	27	27	6	39	39	6	57	57	16
ABC NEWSRADIO	232	208	61	22	20	7	28	25	2	52	43	18	63	55	23	20	16	6	48	48	5
3JJJ	604	556	155	75	64	26	117	107	27	268	250	66	91	85	21	38	38	11	13	12	6
ABC CLASSIC	176	156	39	20	19	2	18	13	5	31	22	11	30	28	5	16	14	5	61	61	11
Commercial DAB+ Stns	859	796	307	144	133	59	126	118	39	240	219	99	176	159	66	83	81	19	90	86	24
ABC DAB+ Stns	285	257	96	48	47	9	24	24	3	112	100	47	47	44	13	17	14	9	38	29	15
Total DAB+ Stns	1,111	950	377	165	152	64	144	130	42	325	280	133	236	191	73	110	91	28	131	106	36
Total	4,601	4,454	1,291	491	474	162	475	461	156	1,253	1,223	366	1,010	963	305	580	549	143	793	785	159

By Session, P10+

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		
	Total Radio	AM/FM/DAB+	Streaming	Total Radio	AM/FM/DAB+	Streaming	Total Radio	AM/FM/DAB+	Streaming	Total Radio	AM/FM/DAB+	Streaming	Total Radio	AM/FM/DAB+	Streaming	Total Radio	AM/FM/DAB+	Streaming	Total Radio	AM/FM/DAB+	Streaming
SEN 1116am	266	259	57	140	128	32	120	118	18	126	123	15	116	112	9	54	52	4	182	178	37
3AW	697	649	143	498	420	95	422	393	71	348	319	63	307	277	57	225	189	38	496	464	86
RSN 927	38	34	12	18	18	2	21	19	4	16	16	4	15	13	2	7	5	2	45	42	3
Magic 1278	111	98	25	37	37	3	56	51	11	61	52	15	47	46	2	28	24	5	100	92	15
3MP 1377	145	132	45	41	38	7	43	39	5	83	74	24	48	44	6	30	26	8	116	109	15
101.9 FOX FM	1,142	1,096	178	663	630	45	487	447	65	554	521	57	547	532	44	219	205	26	796	760	91
GOLD104.3	1,111	1,071	155	582	556	59	568	544	59	611	573	69	538	498	63	253	232	27	797	760	99
KIIS 101.1 FM	943	906	121	477	452	33	345	322	41	432	404	53	442	429	23	197	181	18	691	672	42
105.1 TRIPLE M	715	687	98	341	317	39	288	275	42	379	349	51	362	344	32	109	106	7	433	411	57
NOVA 100	1,075	1,027	164	557	515	56	429	392	58	492	469	49	511	480	43	206	187	18	701	669	74
smoothfm 91.5	911	827	157	405	374	49	385	341	53	454	402	62	418	389	49	210	180	36	625	578	87
ABC MEL	493	460	127	304	277	65	249	224	46	241	226	40	208	191	35	114	92	30	320	297	62
3RN	158	154	29	102	102	6	66	62	9	64	64	10	64	62	6	55	49	7	115	114	18
ABC NEWSRADIO	195	170	50	94	80	17	49	38	18	43	41	2	78	71	12	49	42	9	120	104	26
3JJJ	488	457	103	223	203	26	188	166	38	226	207	38	268	247	32	89	80	14	376	323	95
ABC CLASSIC	138	116	34	54	43	13	48	48	7	63	51	19	77	70	13	44	31	13	118	111	25
Commercial DAB+ Stns	727	681	245	297	279	55	333	291	93	379	340	105	373	339	94	185	167	40	514	447	149
ABC DAB+ Stns	226	202	75	87	83	13	83	77	21	99	85	31	96	80	32	71	55	23	181	150	46
Total DAB+ Stns	930	802	303	384	338	66	435	358	109	500	405	131	475	397	125	265	206	63	722	572	192
Total	4,441	4,259	1,082	3,366	3,092	491	2,847	2,619	537	3,125	2,879	532	3,072	2,828	445	1,620	1,420	271	4,022	3,786	805

Interpreting RADIO 360: For People 10+, Mon-Sun 5:30am-12mn, SEN 1116am has 320,000 total listeners, 318,000 AM/FM/DAB+ listeners and 81,000 Streaming listeners. Please note that there can be overlap between radio types.

Note: n.a. indicates instances where the station streaming log data is not provided to GfK for inclusion for this survey.