

# RADIO 360: MELBOURNE - TOTAL RADIO - SURVEY 2 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	3.5	2.6	0.9	2.3	1.2	1.1	2.6	0.5	2.1	2.2	3.2	-1.0	5.3	2.8	2.5	4.5	3.7	0.8	3.0	2.5	0.5
3AW	13.8	14.5	-0.7	3.5	4.9	-1.4	2.8	1.0	1.8	2.8	1.4	1.4	6.9	8.3	-1.4	17.0	21.1	-4.1	35.0	35.0	0.0
RSN 927	0.5	0.7	-0.2	0.1	*	*	0.4	0.4	0.0	0.7	0.5	0.2	0.1	0.2	-0.1	0.7	0.2	0.5	0.8	1.9	-1.1
Magic 1278	1.3	1.4	-0.1	0.2	0.1	0.1	1.5	0.5	1.0	0.4	0.7	-0.3	0.9	0.9	0.0	1.3	0.8	0.5	2.7	3.6	-0.9
3MP 1377	1.4	1.6	-0.2	0.3	0.3	0.0	1.5	1.2	0.3	1.1	1.0	0.1	0.1	0.5	-0.4	1.6	0.8	0.8	2.9	4.2	-1.3
101.9 FOX FM	10.1	9.4	0.7	13.1	14.2	-1.1	16.7	13.8	2.9	15.6	15.5	0.1	13.9	11.7	2.2	5.0	6.0	-1.0	1.7	1.1	0.6
GOLD104.3	10.9	11.8	-0.9	12.7	12.9	-0.2	9.2	14.0	-4.8	7.1	6.7	0.4	12.8	15.7	-2.9	18.2	15.6	2.6	7.9	8.7	-0.8
KIIS 101.1 FM	6.2	6.4	-0.2	12.3	12.0	0.3	13.9	11.6	2.3	9.7	11.0	-1.3	5.5	6.1	-0.6	2.9	3.1	-0.2	1.0	1.0	0.0
105.1 TRIPLE M	6.1	7.8	-1.7	4.9	4.9	0.0	4.7	6.9	-2.2	9.1	11.2	-2.1	9.1	12.9	-3.8	6.5	8.0	-1.5	1.7	1.3	0.4
NOVA 100	7.6	7.1	0.5	14.3	11.1	3.2	11.9	15.3	-3.4	11.6	11.5	0.1	9.4	8.0	1.4	4.3	3.4	0.9	0.7	0.5	0.2
smoothfm 91.5	8.9	7.5	1.4	5.1	4.8	0.3	13.9	8.8	5.1	5.2	5.7	-0.5	7.0	5.9	1.1	12.5	10.2	2.3	11.1	9.4	1.7
ABC MEL	6.0	6.5	-0.5	5.0	4.5	0.5	1.3	1.0	0.3	1.3	1.1	0.2	4.6	5.0	-0.4	7.1	6.1	1.0	12.6	15.4	-2.8
3RN	2.3	2.2	0.1	0.5	0.3	0.2	0.4	0.5	-0.1	0.6	0.7	-0.1	2.1	1.4	0.7	2.8	4.4	-1.6	5.0	4.0	1.0
ABC NEWSRADIO	1.4	1.1	0.3	0.6	0.5	0.1	0.9	0.9	0.0	0.9	0.8	0.1	1.6	1.5	0.1	1.5	0.5	1.0	1.9	1.6	0.3
3JJJ	3.2	4.3	-1.1	3.2	5.2	-2.0	3.2	7.2	-4.0	9.0	10.3	-1.3	2.3	3.2	-0.9	1.5	2.2	-0.7	0.2	0.2	0.0
ABC CLASSIC	1.4	1.1	0.3	0.9	0.9	0.0	0.4	0.3	0.1	0.6	0.6	0.0	1.2	0.5	0.7	0.9	0.6	0.3	3.1	3.0	0.1

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	3.7	2.8	0.9	3.5	2.8	0.7	4.4	3.1	1.3	4.0	2.9	1.1	3.2	2.6	0.6	3.3	2.4	0.9	2.6	1.9	0.7
3AW	14.2	14.7	-0.5	18.1	19.6	-1.5	16.9	16.8	0.1	10.4	10.3	0.1	7.6	8.2	-0.6	18.2	19.8	-1.6	12.6	13.8	-1.2
RSN 927	0.5	0.6	-0.1	0.5	0.8	-0.3	0.5	0.5	0.0	0.5	0.5	0.0	0.4	0.4	0.0	0.7	0.5	0.2	0.6	1.0	-0.4
Magic 1278	1.3	1.2	0.1	0.8	0.6	0.2	1.5	1.4	0.1	1.3	1.4	-0.1	1.5	1.1	0.4	1.7	2.4	-0.7	1.4	1.8	-0.4
3MP 1377	1.2	1.4	-0.2	1.0	1.2	-0.2	1.0	1.2	-0.2	1.7	1.9	-0.2	1.3	1.5	-0.2	0.9	1.0	-0.1	1.9	2.1	-0.2
101.9 FOX FM	10.2	9.6	0.6	11.2	10.8	0.4	9.8	9.6	0.2	10.5	9.9	0.6	10.4	9.8	0.6	6.3	5.3	1.0	9.8	8.7	1.1
GOLD104.3	11.0	12.0	-1.0	9.9	11.9	-2.0	11.3	12.5	-1.2	12.8	12.9	-0.1	10.8	11.3	-0.5	8.9	9.5	-0.6	10.5	11.2	-0.7
KIIS 101.1 FM	6.1	6.2	-0.1	6.4	5.9	0.5	5.0	5.2	-0.2	5.7	6.4	-0.7	7.9	8.6	-0.7	5.6	5.2	0.4	6.8	6.9	-0.1
105.1 TRIPLE M	6.5	8.4	-1.9	5.7	6.7	-1.0	6.8	9.4	-2.6	8.1	10.8	-2.7	6.7	8.2	-1.5	3.2	3.8	-0.6	5.0	5.8	-0.8
NOVA 100	7.7	6.9	0.8	8.3	6.7	1.6	6.7	6.5	0.2	8.3	7.5	0.8	8.2	7.7	0.5	5.1	5.0	0.1	7.4	7.5	-0.1
smoothfm 91.5	8.5	7.3	1.2	7.7	6.6	1.1	8.9	7.1	1.8	9.4	7.4	2.0	8.2	8.2	0.0	8.3	8.2	0.1	10.2	8.3	1.9
ABC MEL	6.3	6.8	-0.5	7.3	8.1	-0.8	6.7	7.0	-0.3	4.7	5.4	-0.7	5.8	5.8	0.0	7.8	8.5	-0.7	5.1	5.8	-0.7
3RN	2.3	2.1	0.2	3.7	2.9	0.8	1.1	1.1	0.0	1.4	1.6	-0.2	2.4	1.6	0.8	4.3	4.4	-0.1	2.2	2.5	-0.3
ABC NEWSRADIO	1.3	1.0	0.3	2.0	1.7	0.3	0.8	0.5	0.3	0.5	0.4	0.1	1.3	1.2	0.1	3.2	2.4	0.8	1.5	1.2	0.3
3JJJ	3.0	3.7	-0.7	2.7	3.6	-0.9	2.4	3.4	-1.0	2.9	3.9	-1.0	4.2	4.7	-0.5	2.9	3.0	-0.1	4.0	5.8	-1.8
ABC CLASSIC	1.3	1.0	0.3	1.2	0.7	0.5	1.3	0.8	0.5	0.9	1.0	-0.1	1.6	1.5	0.1	1.7	1.6	0.1	1.7	1.5	0.2

# RADIO 360: MELBOURNE - TOTAL RADIO - SURVEY 2 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	379	320	59	36	31	5	37	13	24	64	75	-11	90	64	26	66	67	-1	85	70	15
3AW	721	744	-23	39	46	-7	46	30	16	62	71	-9	114	127	-13	141	136	5	318	335	-17
RSN 927	69	57	12	2	*	*	5	4	1	12	8	4	10	5	5	20	14	6	20	25	-5
Magic 1278	159	138	21	11	6	5	15	3	12	24	18	6	20	21	-1	27	26	1	61	64	-3
3MP 1377	201	205	-4	17	17	0	38	22	16	43	45	-2	11	22	-11	29	23	6	64	76	-12
101.9 FOX FM	1,336	1,328	8	196	224	-28	206	180	26	488	505	-17	281	283	-2	106	96	10	59	41	18
GOLD104.3	1,181	1,262	-81	121	136	-15	126	133	-7	212	251	-39	287	344	-57	220	202	18	215	196	19
KIIS 101.1 FM	1,042	1,123	-81	156	186	-30	206	197	9	406	447	-41	180	204	-24	58	60	-2	35	31	4
105.1 TRIPLE M	752	827	-75	99	93	6	83	99	-16	228	248	-20	191	221	-30	97	121	-24	54	45	9
NOVA 100	1,242	1,223	19	206	180	26	164	171	-7	454	486	-32	288	279	9	97	82	15	34	25	9
smoothfm 91.5	1,082	1,046	36	82	98	-16	153	115	38	212	262	-50	248	227	21	168	139	29	219	206	13
ABC MEL	534	538	-4	44	32	12	39	30	9	66	69	-3	99	97	2	96	98	-2	190	212	-22
3RN	177	172	5	11	9	2	9	10	-1	31	31	0	39	27	12	27	39	-12	60	57	3
ABC NEWSRADIO	273	232	41	23	22	1	30	28	2	54	52	2	72	63	9	33	20	13	61	48	13
3JJJ	523	604	-81	62	75	-13	82	117	-35	259	268	-9	80	91	-11	27	38	-11	13	13	0
ABC CLASSIC	202	176	26	20	20	0	21	18	3	34	31	3	42	30	12	19	16	3	66	61	5
<b>Total</b>	<b>4,601</b>	<b>4,601</b>	<b>0</b>	<b>486</b>	<b>491</b>	<b>-5</b>	<b>480</b>	<b>475</b>	<b>5</b>	<b>1,244</b>	<b>1,253</b>	<b>-9</b>	<b>1,017</b>	<b>1,010</b>	<b>7</b>	<b>579</b>	<b>580</b>	<b>-1</b>	<b>795</b>	<b>793</b>	<b>2</b>

By Session, P10+ [Potential: 4862]

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	327	266	61	173	140	33	177	120	57	163	126	37	152	116	36	86	54	32	209	182	27
3AW	678	697	-19	492	498	-6	426	422	4	342	348	-6	274	307	-33	235	225	10	474	496	-22
RSN 927	47	38	9	24	18	6	17	21	-4	21	16	5	19	15	4	13	7	6	48	45	3
Magic 1278	136	111	25	56	37	19	56	56	0	72	61	11	66	47	19	36	28	8	93	100	-7
3MP 1377	158	145	13	56	41	15	54	43	11	86	83	3	45	48	-3	21	30	-9	105	116	-11
101.9 FOX FM	1,174	1,142	32	694	663	31	450	487	-37	564	554	10	559	547	12	224	219	5	806	796	10
GOLD104.3	1,057	1,111	-54	542	582	-40	487	568	-81	572	611	-39	488	538	-50	228	253	-25	720	797	-77
KIIS 101.1 FM	877	943	-66	462	477	-15	295	345	-50	385	432	-47	405	442	-37	180	197	-17	617	691	-74
105.1 TRIPLE M	635	715	-80	285	341	-56	223	288	-65	343	379	-36	293	362	-69	113	109	4	375	433	-58
NOVA 100	1,075	1,075	0	609	557	52	393	429	-36	514	492	22	481	511	-30	212	206	6	730	701	29
smoothfm 91.5	950	911	39	496	405	91	393	385	8	479	454	25	430	418	12	227	210	17	699	625	74
ABC MEL	494	493	1	301	304	-3	233	249	-16	215	241	-26	206	208	-2	129	114	15	290	320	-30
3RN	160	158	2	121	102	19	58	66	-8	55	64	-9	72	64	8	61	55	6	103	115	-12
ABC NEWSRADIO	239	195	44	128	94	34	67	49	18	48	43	5	84	78	6	68	49	19	138	120	18
3JJJ	427	488	-61	215	223	-8	151	188	-37	206	226	-20	227	268	-41	94	89	5	324	376	-52
ABC CLASSIC	180	138	42	70	54	16	64	48	16	75	63	12	81	77	4	55	44	11	116	118	-2
<b>Total</b>	<b>4,429</b>	<b>4,441</b>	<b>-12</b>	<b>3,446</b>	<b>3,366</b>	<b>80</b>	<b>2,774</b>	<b>2,847</b>	<b>-73</b>	<b>3,118</b>	<b>3,125</b>	<b>-7</b>	<b>2,988</b>	<b>3,072</b>	<b>-84</b>	<b>1,640</b>	<b>1,620</b>	<b>20</b>	<b>3,960</b>	<b>4,022</b>	<b>-62</b>

# RADIO 360: MELBOURNE - TOTAL RADIO - SURVEY 2 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	17	13	4	1	1	0	1	*	*	2	3	-1	6	3	3	3	3	0	4	3	1
3AW	69	73	-4	2	2	0	1	*	*	3	1	2	7	9	-2	13	17	-4	43	43	0
RSN 927	3	3	0	*	*	*	*	*	*	1	*	*	*	*	*	1	*	*	1	2	-1
Magic 1278	6	7	-1	*	*	*	1	*	*	*	1	*	1	1	0	1	1	0	3	4	-1
3MP 1377	7	8	-1	*	*	*	1	*	*	1	1	0	*	1	*	1	1	0	4	5	-1
101.9 FOX FM	50	47	3	6	6	0	8	6	2	16	16	0	15	13	2	4	5	-1	2	1	1
GOLD104.3	54	60	-6	5	6	-1	4	6	-2	7	7	0	14	18	-4	14	12	2	10	11	-1
KIIS 101.1 FM	31	32	-1	5	5	0	6	5	1	10	11	-1	6	7	-1	2	3	-1	1	1	0
105.1 TRIPLE M	31	39	-8	2	2	0	2	3	-1	9	11	-2	10	15	-5	5	6	-1	2	2	0
NOVA 100	38	36	2	6	5	1	5	7	-2	12	12	0	10	9	1	3	3	0	1	1	0
smoothfm 91.5	45	38	7	2	2	0	6	4	2	5	6	-1	8	7	1	9	8	1	14	11	3
ABC MEL	30	33	-3	2	2	0	1	*	*	1	1	0	5	6	-1	5	5	0	15	19	-4
3RN	11	11	0	*	*	*	*	*	*	1	1	0	2	2	0	2	3	-1	6	5	1
ABC NEWSRADIO	7	5	2	*	*	*	*	*	*	1	1	0	2	2	0	1	*	*	2	2	0
3JJJ	16	22	-6	1	2	-1	1	3	-2	9	10	-1	3	4	-1	1	2	-1	*	*	*
ABC CLASSIC	7	6	1	*	*	*	*	*	*	1	1	0	1	1	0	1	*	*	4	4	0
<b>Total</b>	<b>498</b>	<b>505</b>	<b>-7</b>	<b>43</b>	<b>46</b>	<b>-3</b>	<b>45</b>	<b>43</b>	<b>2</b>	<b>103</b>	<b>101</b>	<b>2</b>	<b>109</b>	<b>114</b>	<b>-5</b>	<b>76</b>	<b>80</b>	<b>-4</b>	<b>122</b>	<b>122</b>	<b>0</b>

By Session, P10+ [Potential: 4862]

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	20	15	5	26	20	6	32	23	9	25	19	6	16	13	3	6	4	2	11	9	2
3AW	75	78	-3	136	141	-5	123	128	-5	66	67	-1	39	42	-3	31	33	-2	53	61	-8
RSN 927	3	3	0	4	6	-2	3	4	-1	3	3	0	2	2	0	1	1	0	3	4	-1
Magic 1278	7	6	1	6	4	2	11	11	0	8	9	-1	7	6	1	3	4	-1	6	8	-2
3MP 1377	6	8	-2	7	9	-2	7	9	-2	10	13	-3	7	8	-1	1	2	-1	8	9	-1
101.9 FOX FM	54	51	3	84	77	7	72	73	-1	67	65	2	53	50	3	11	9	2	42	39	3
GOLD104.3	58	63	-5	74	85	-11	83	95	-12	81	84	-3	55	58	-3	15	16	-1	45	50	-5
KIIS 101.1 FM	32	33	-1	48	42	6	37	39	-2	36	42	-6	40	44	-4	10	9	1	29	31	-2
105.1 TRIPLE M	34	44	-10	43	48	-5	50	71	-21	52	71	-19	34	42	-8	5	6	-1	21	26	-5
NOVA 100	40	37	3	63	48	15	49	50	-1	53	49	4	42	40	2	9	8	1	31	33	-2
smoothfm 91.5	45	39	6	58	47	11	65	54	11	59	48	11	42	42	0	14	14	0	43	37	6
ABC MEL	33	36	-3	55	58	-3	49	53	-4	30	35	-5	30	30	0	13	14	-1	22	26	-4
3RN	12	11	1	27	21	6	8	9	-1	9	10	-1	12	8	4	7	7	0	9	11	-2
ABC NEWSRADIO	7	5	2	15	12	3	6	4	2	3	2	1	7	6	1	6	4	2	6	5	1
3JJJ	16	20	-4	21	26	-5	17	26	-9	19	25	-6	22	24	-2	5	5	0	17	26	-9
ABC CLASSIC	7	5	2	9	5	4	10	6	4	6	7	-1	8	8	0	3	3	0	7	7	0
<b>Total</b>	<b>527</b>	<b>529</b>	<b>-2</b>	<b>750</b>	<b>716</b>	<b>34</b>	<b>733</b>	<b>760</b>	<b>-27</b>	<b>635</b>	<b>655</b>	<b>-20</b>	<b>511</b>	<b>515</b>	<b>-4</b>	<b>171</b>	<b>167</b>	<b>4</b>	<b>425</b>	<b>446</b>	<b>-21</b>

# RADIO 360: MELBOURNE - TOTAL RADIO - SURVEY 2 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	36	39	-3	6	13	-7	4	5	-1	13	9	4	13	12	1	*	*	*	*	*	*
CADA	27	19	8	7	6	1	2	2	0	14	11	3	2	*	*	2	*	*	*	*	*
Chemist Warehouse Remix	32	17	15	8	3	5	2	4	-2	4	3	1	6	5	1	2	*	*	10	2	8
Coles Radio	90	90	0	8	5	3	18	16	2	14	21	-7	25	31	-6	17	13	4	8	4	4
DANCE HITS	107	89	18	18	16	2	21	21	0	40	29	11	21	19	2	2	*	*	5	4	1
Disrupt Radio	8	2	6	2	2	0	2	*	*	4	*	*	*	*	*	*	*	*	*	*	*
EASY HITS	45	41	4	10	11	-1	6	4	2	6	10	-4	13	11	2	4	3	1	7	3	4
GOLD 80s	147	141	6	19	16	3	11	16	-5	22	20	2	53	41	12	20	25	-5	22	22	0
iHeartAustralia	75	83	-8	13	17	-4	23	24	-1	14	19	-5	9	9	0	13	10	3	4	5	-1
iHeartCountry	24	13	11	4	2	2	9	2	7	7	*	*	*	5	*	4	4	0	*	*	*
iHeartDance	30	22	8	12	10	2	2	*	*	12	10	2	2	*	*	2	2	0	*	*	*
iHeartTrivia	22	10	12	2	4	-2	5	*	*	8	6	2	2	*	*	2	*	*	3	*	*
KIIS 90s	85	98	-13	20	18	2	10	6	4	25	50	-25	22	17	5	4	3	1	4	3	1
MMM 2000s	34	38	-4	11	8	3	*	5	*	12	7	5	8	16	-8	4	2	2	*	*	*
MMM 80s	39	48	-9	*	2	*	6	6	0	6	4	2	12	12	0	9	17	-8	5	7	-2
MMM 90s	58	42	16	13	12	1	2	*	*	22	15	7	18	11	7	4	4	0	*	*	*
MMM ALMOST ACOUSTIC	23	21	2	6	3	3	2	2	0	5	6	-1	4	10	-6	4	*	*	2	*	*
MMM CLASSIC ROCK	62	72	-10	5	11	-6	9	20	-11	17	10	7	6	11	-5	15	8	7	10	12	-2
MMM COUNTRY	23	22	1	2	3	-1	2	3	-1	4	2	2	6	7	-1	9	6	3	2	1	1
OLDSKOOL 80s HITS	62	54	8	11	8	3	2	5	-3	11	16	-5	23	20	3	10	3	7	6	2	4
OLDSKOOL 90s HITS	96	89	7	13	13	0	4	10	-6	32	33	-1	35	27	8	4	5	-1	8	2	6
Radio Maria	9	8	1	4	4	0	2	3	-1	2	2	0	*	*	*	*	*	*	*	*	*
Radio Maria Ital	5	5	0	2	2	0	*	*	*	3	4	-1	*	*	*	*	*	*	*	*	*
RnB FRIDAYS RADIO	105	105	0	18	18	0	15	12	3	43	35	8	22	30	-8	6	8	-2	2	1	1
RSN Xtra	13	9	4	2	*	*	*	*	*	9	6	3	*	2	*	*	2	*	1	*	*
RSN Xtra2	1	1	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0
SENTrack	26	18	8	8	5	3	4	5	-1	5	4	1	2	2	0	2	*	*	6	2	4
smooth relax	132	112	20	14	9	5	15	14	1	27	20	7	32	20	12	11	20	-9	34	29	5
smooth Vintage	65	54	11	6	3	3	*	*	*	21	18	3	12	15	-3	3	3	0	22	14	8
TikTok Trending	112	107	5	30	29	1	23	31	-8	48	28	20	4	12	-8	3	*	*	3	7	-4
triple j Unearthed	92	91	1	20	22	-2	12	19	-7	38	33	5	16	12	4	4	3	1	2	1	1
ABC Country	34	33	1	8	2	6	2	2	0	8	17	-9	7	2	5	3	1	2	6	9	-3
ABC Jazz	62	59	3	8	12	-4	4	2	2	21	27	-6	12	10	2	8	2	6	8	7	1
ABC KIDS LISTEN	61	35	26	14	5	9	2	*	*	34	26	8	4	*	*	4	*	*	3	3	0
ABC Sport	67	65	2	4	3	1	5	5	0	20	21	-1	9	11	-2	9	8	1	20	16	4
Double J	61	45	16	14	7	7	2	3	-1	25	13	12	16	18	-2	1	2	-1	3	2	1
Total Digital/Internet Only	1,131	1,111	20	151	165	-14	141	144	-3	327	325	2	252	236	16	115	110	5	147	131	16

# RADIO 360: MELBOURNE - TOTAL RADIO - SURVEY 2 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			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	+/-
BLENDER BEATS	31	34	-3	13	11	2	16	16	0	14	14	0	19	19	0	7	5	2	18	23	-5
CADA	19	16	3	9	6	3	8	5	3	10	7	3	10	9	1	2	4	-2	17	8	9
Chemist Warehouse Remix	24	15	9	8	5	3	4	3	1	7	6	1	13	9	4	7	3	4	10	5	5
Coles Radio	69	66	3	16	21	-5	28	32	-4	51	38	13	26	29	-3	10	13	-3	47	44	3
DANCE HITS	85	82	3	42	38	4	23	20	3	27	26	1	40	44	-4	25	15	10	49	40	9
Disrupt Radio	8	2	6	6	2	4	2	*	*	*	*	*	*	*	*	2	*	*	2	*	*
EASY HITS	41	36	5	19	13	6	13	13	0	11	17	-6	13	11	2	15	6	9	16	15	1
GOLD 80s	116	108	8	51	32	19	52	41	11	52	48	4	43	36	7	41	29	12	73	65	8
iHeartAustralia	66	73	-7	29	19	10	27	34	-7	19	33	-14	23	23	0	7	11	-4	23	23	0
iHeartCountry	19	11	8	2	2	0	6	6	0	4	5	-1	9	4	5	4	2	2	9	6	3
iHeartDance	18	13	5	4	6	-2	7	10	-3	5	5	0	8	6	2	7	*	*	14	10	4
iHeartTrivia	14	7	7	8	*	*	4	*	*	5	5	0	5	*	*	2	2	0	7	4	3
KIIS 90s	65	70	-5	26	31	-5	29	32	-3	12	22	-10	20	14	6	13	9	4	36	53	-17
MMM 2000s	24	29	-5	9	7	2	2	4	-2	12	4	8	11	18	-7	*	5	*	20	21	-1
MMM 80s	28	43	-15	7	6	1	3	8	-5	9	23	-14	14	24	-10	7	7	0	18	15	3
MMM 90s	43	35	8	11	4	7	15	14	1	17	14	3	21	15	6	4	11	-7	16	11	5
MMM ALMOST ACOUSTIC	20	17	3	7	4	3	5	5	0	6	11	-5	8	5	3	4	2	2	10	10	0
MMM CLASSIC ROCK	53	62	-9	15	16	-1	21	23	-2	18	23	-5	28	36	-8	9	5	4	19	19	0
MMM COUNTRY	18	18	0	10	3	7	8	7	1	12	12	0	9	11	-2	2	2	0	17	14	3
OLDSKOOL 80s HITS	49	46	3	16	13	3	10	11	-1	29	23	6	14	15	-1	13	8	5	26	21	5
OLDSKOOL 90s HITS	69	68	1	30	29	1	33	30	3	29	29	0	24	25	-1	15	17	-2	49	43	6
Radio Maria	9	8	1	2	2	0	2	2	0	2	3	-1	2	2	0	2	2	0	*	*	*
Radio Maria Ital	2	2	0	*	*	*	*	*	*	*	*	*	2	2	0	2	2	0	3	4	-1
RnB FRIDAYS RADIO	90	94	-4	33	40	-7	29	38	-9	34	34	0	38	34	4	22	13	9	42	35	7
RSN Xtra	5	3	2	*	*	*	5	*	*	*	2	*	*	2	*	2	*	*	9	6	3
RSN Xtra2	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0
SENTrack	19	12	7	8	8	0	6	*	*	7	4	3	9	2	7	7	7	0	11	8	3
smooth relax	113	93	20	34	35	-1	45	36	9	62	41	21	55	46	9	24	23	1	65	60	5
smooth Vintage	60	45	15	12	9	3	25	18	7	41	24	17	22	17	5	10	10	0	26	20	6
TikTok Trending	90	77	13	30	17	13	28	15	13	53	40	13	34	46	-12	22	23	-1	64	68	-4
triple j Unearthed	76	74	2	26	24	2	20	12	8	25	30	-5	25	31	-6	20	23	-3	38	44	-6
ABC Country	28	29	-1	8	12	-4	9	9	0	8	19	-11	14	8	6	7	4	3	14	23	-9
ABC Jazz	50	43	7	10	14	-4	13	19	-6	19	12	7	18	19	-1	21	17	4	36	40	-4
ABC KIDS LISTEN	52	28	24	26	11	15	20	13	7	29	12	17	27	10	17	10	3	7	42	20	22
ABC Sport	37	42	-5	9	12	-3	10	16	-6	10	13	-3	10	17	-7	12	14	-2	45	36	9
Double J	48	37	11	25	15	10	20	16	4	21	17	4	28	28	0	12	9	3	35	37	-2
Total Digital/Internet Only	957	930	27	430	384	46	417	435	-18	521	500	21	469	475	-6	295	265	30	715	722	-7

# RADIO 360: MELBOURNE - BY RADIO TYPE - SURVEY 2 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	3.5	3.4	5.7	2.3	2.1	6.1	2.6	2.8	1.7	2.2	2.0	5.7	5.3	5.3	8.6	4.5	5.1	1.9	3.0	2.7	7.1
3AW	13.8	13.8	21.7	3.5	3.6	4.6	2.8	2.0	12.3	2.8	2.5	7.1	6.9	6.4	14.1	17.0	15.2	39.6	35.0	35.6	45.6
RSN 927	0.5	0.6	0.5	0.1	0.1	*	0.4	0.4	0.2	0.7	0.7	1.4	0.1	0.1	0.1	0.7	0.9	*	0.8	0.9	0.6
Magic 1278	1.3	1.4	1.5	0.2	0.2	0.2	1.5	1.8	0.1	0.4	0.4	1.4	0.9	1.1	0.1	1.3	1.2	2.8	2.7	2.7	3.6
3MP 1377	1.4	1.5	1.3	0.3	0.3	0.8	1.5	1.3	4.1	1.1	1.1	1.5	0.1	0.1	0.2	1.6	1.9	0.6	2.9	3.1	2.3
101.9 FOX FM	10.1	11.2	5.9	13.1	14.6	7.9	16.7	18.1	13.2	15.6	18.1	6.1	13.9	15.6	9.0	5.0	5.8	1.1	1.7	1.8	1.5
GOLD104.3	10.9	11.8	9.1	12.7	13.3	16.0	9.2	9.5	11.8	7.1	7.5	8.8	12.8	14.1	10.0	18.2	20.0	12.1	7.9	8.7	1.0
KIIS 101.1 FM	6.2	7.1	2.0	12.3	14.0	4.9	13.9	15.7	5.5	9.7	11.5	2.3	5.5	6.5	1.3	2.9	3.3	0.7	1.0	1.1	0.6
105.1 TRIPLE M	6.1	6.6	5.5	4.9	5.1	6.6	4.7	4.8	6.3	9.1	9.6	11.9	9.1	10.4	4.7	6.5	7.3	2.8	1.7	1.9	0.2
NOVA 100	7.6	8.4	4.6	14.3	15.6	11.8	11.9	13.4	4.4	11.6	13.2	6.8	9.4	10.8	3.8	4.3	4.7	3.5	0.7	0.7	0.6
smoothfm 91.5	8.9	9.6	8.0	5.1	5.5	4.9	13.9	14.4	18.2	5.2	5.4	7.1	7.0	7.4	7.8	12.5	13.6	9.5	11.1	12.1	4.6
ABC MEL	6.0	6.0	9.2	5.0	5.6	3.2	1.3	1.1	3.4	1.3	1.1	4.1	4.6	3.9	13.2	7.1	7.1	9.8	12.6	12.9	15.2
3RN	2.3	2.7	0.5	0.5	0.6	0.2	0.4	0.5	0.3	0.6	0.7	0.1	2.1	2.4	1.0	2.8	3.3	*	5.0	5.5	0.8
ABC NEWSRADIO	1.4	1.3	2.5	0.6	0.5	1.3	0.9	1.0	0.4	0.9	0.6	3.7	1.6	1.5	3.7	1.5	1.5	2.4	1.9	2.0	0.9
3JJJ	3.2	3.5	2.8	3.2	3.3	4.5	3.2	3.5	2.8	9.0	10.1	6.1	2.3	2.5	2.2	1.5	1.7	0.2	0.2	0.1	0.7
ABC CLASSIC	1.4	1.4	1.9	0.9	1.0	0.2	0.4	0.4	0.3	0.6	0.5	1.7	1.2	1.1	2.4	0.9	0.9	1.6	3.1	3.2	3.0
Commercial DAB+ Stns	7.8	7.7	13.0	10.7	10.0	23.3	8.6	8.5	14.8	11.8	12.0	17.7	8.5	8.7	11.7	5.4	5.5	7.2	3.9	3.7	8.6
ABC DAB+ Stns	2.1	2.0	4.5	4.2	4.5	3.7	0.7	0.8	*	3.3	3.2	6.4	2.3	2.0	6.1	1.3	1.0	4.1	1.3	1.2	3.0
Total DAB+ Stns	10.7	9.7	17.5	17.3	14.6	26.9	9.5	9.3	14.8	15.7	15.1	24.0	11.9	10.7	17.8	7.6	6.5	11.3	5.6	4.8	11.7

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	3.7	3.7	6.2	3.5	3.0	10.5	4.4	4.4	6.2	4.0	4.3	3.9	3.2	3.2	5.1	3.3	3.5	3.2	2.6	2.7	4.1
3AW	14.2	14.1	22.5	18.1	17.5	33.7	16.9	17.3	21.5	10.4	9.9	19.4	7.6	7.0	18.5	18.2	19.9	11.4	12.6	13.0	18.6
RSN 927	0.5	0.5	0.5	0.5	0.5	0.6	0.5	0.5	0.3	0.5	0.5	0.4	0.4	0.7	0.7	0.7	0.7	1.1	0.6	0.7	0.3
Magic 1278	1.3	1.3	1.4	0.8	0.8	0.7	1.5	1.5	1.7	1.3	1.4	0.9	1.5	1.4	2.8	1.7	1.8	2.1	1.4	1.5	1.8
3MP 1377	1.2	1.3	1.2	1.0	1.1	0.4	1.0	1.0	1.2	1.7	1.8	1.6	1.3	1.4	1.4	0.9	0.8	1.5	1.9	2.0	2.0
101.9 FOX FM	10.2	11.2	6.2	11.2	12.5	3.6	9.8	10.8	7.2	10.5	11.6	7.2	10.4	11.5	7.5	6.3	6.8	4.9	9.8	11.1	4.6
GOLD104.3	11.0	11.9	9.3	9.9	10.7	6.2	11.3	12.4	8.7	12.8	13.7	12.6	10.8	11.7	9.4	8.9	9.4	8.8	10.5	11.5	8.0
KIIS 101.1 FM	6.1	6.9	1.9	6.4	7.2	1.3	5.0	5.7	2.4	5.7	6.5	2.3	7.9	9.1	1.5	5.6	6.4	1.7	6.8	7.7	2.0
105.1 TRIPLE M	6.5	7.0	5.6	5.7	6.2	3.8	6.8	7.3	6.0	8.1	8.8	7.0	6.7	7.2	6.2	3.2	3.3	3.6	5.0	5.4	5.3
NOVA 100	7.7	8.5	4.8	8.3	9.2	3.7	6.7	7.4	4.8	8.3	9.1	6.6	8.2	9.3	3.5	5.1	5.6	3.4	7.4	8.3	3.8
smoothfm 91.5	8.5	9.1	8.0	7.7	8.5	4.3	8.9	9.5	8.6	9.4	9.9	10.0	8.2	8.8	7.7	8.3	8.5	9.9	10.2	11.2	8.0
ABC MEL	6.3	6.3	9.3	7.3	7.0	15.1	6.7	6.7	9.9	4.7	4.9	5.4	5.8	6.3	5.7	7.8	7.9	10.5	5.1	5.1	8.8
3RN	2.3	2.7	0.5	3.7	4.1	0.7	1.1	1.3	0.1	1.4	1.6	0.4	2.4	2.7	1.3	4.3	5.0	0.1	2.2	2.6	0.3
ABC NEWSRADIO	1.3	1.3	2.4	2.0	1.8	4.2	0.8	0.7	1.9	0.5	0.5	0.8	1.3	1.3	2.4	3.2	3.3	4.4	1.5	1.5	2.7
3JJJ	3.0	3.2	2.8	2.7	3.0	1.8	2.4	2.4	3.0	2.9	3.1	3.1	4.2	4.6	3.5	2.9	3.1	2.5	4.0	4.4	2.7
ABC CLASSIC	1.3	1.3	1.5	1.2	1.3	1.6	1.3	1.5	0.9	0.9	0.9	1.5	1.6	1.7	2.0	1.7	1.7	2.5	1.7	1.7	3.2
Commercial DAB+ Stns	7.8	7.8	12.0	4.1	4.2	5.5	8.2	8.1	12.1	9.5	9.6	13.5	9.9	9.9	16.5	9.9	9.6	17.0	7.5	7.2	16.6
ABC DAB+ Stns	1.9	1.8	3.9	1.3	1.3	1.9	1.6	1.4	3.4	1.9	1.8	3.5	2.7	2.7	4.2	3.5	2.8	11.4	2.6	2.4	7.1
Total DAB+ Stns	10.6	9.7	15.9	6.0	5.5	7.5	10.5	9.6	15.6	12.4	11.4	17.0	13.7	12.6	20.7	14.3	12.5	28.4	11.2	9.6	23.6

Interpreting RADIO 360: For People 10+, Mon-Sun 5:30am-12mn, SEN 1116am has a 3.5% share of all listening, 3.4% share of AM/FM/DAB+ listening and 5.7% 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 2 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	379	369	84	36	36	13	37	35	7	64	59	16	90	90	28	66	66	7	85	82	13
3AW	721	654	149	39	29	14	46	35	15	62	38	29	114	108	25	141	135	22	318	308	43
RSN 927	69	67	14	2	2	*	5	5	3	12	12	7	10	10	2	20	20	*	20	19	3
Magic 1278	159	146	35	11	11	2	15	15	2	24	17	13	20	18	2	27	25	8	61	60	9
3MP 1377	201	189	59	17	14	8	38	36	15	43	41	16	11	11	4	29	27	4	64	61	12
101.9 FOX FM	1,336	1,292	209	196	189	33	206	193	43	488	475	59	281	275	57	106	106	8	59	53	7
GOLD104.3	1,181	1,141	169	121	118	27	126	112	30	212	208	34	287	275	42	220	216	25	215	211	11
KIIS 101.1 FM	1,042	1,019	113	156	146	26	206	202	31	406	401	31	180	176	19	58	58	3	35	35	4
105.1 TRIPLE M	752	707	123	99	90	17	83	74	19	228	215	37	191	182	35	97	93	12	54	52	3
NOVA 100	1,242	1,186	206	206	192	53	164	162	23	454	434	74	288	276	36	97	91	17	34	31	3
smoothfm 91.5	1,082	1,011	218	82	76	21	153	142	38	212	199	49	248	223	67	168	162	23	219	210	20
ABC MEL	534	514	139	44	43	10	39	37	9	66	60	23	99	95	38	96	89	23	190	190	36
3RN	177	177	25	11	11	2	9	9	4	31	31	3	39	39	7	27	27	*	60	60	9
ABC NEWSRADIO	273	248	69	23	20	8	30	28	2	54	43	25	72	67	23	33	29	8	61	61	3
3JJJ	523	485	113	62	55	22	82	72	16	259	247	51	80	75	16	27	27	2	13	10	5
ABC CLASSIC	202	179	44	20	18	2	21	16	4	34	25	15	42	40	10	19	15	8	66	66	4
Commercial DAB+ Stns	893	842	302	126	115	55	121	119	36	265	247	101	192	176	67	89	85	22	100	99	21
ABC DAB+ Stns	316	292	110	51	50	13	26	26	*	115	98	49	57	55	26	28	28	11	39	36	11
Total DAB+ Stns	1,131	1,011	381	151	142	65	141	132	36	327	297	133	252	211	85	115	102	31	147	127	32
Total	4,601	4,455	1,239	486	471	160	480	464	169	1,244	1,205	342	1,017	976	303	579	560	127	795	780	138

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	327	318	57	173	162	26	177	171	13	163	160	12	152	146	25	86	80	9	209	203	45
3AW	678	620	134	492	432	89	426	395	62	342	309	57	274	247	43	235	222	15	474	425	84
RSN 927	47	45	13	24	24	4	17	17	5	21	19	6	19	19	2	13	10	2	48	46	4
Magic 1278	136	125	30	56	54	6	56	52	13	72	65	14	66	59	13	36	25	11	93	89	10
3MP 1377	158	146	48	56	45	13	54	40	15	86	82	26	45	43	13	21	16	6	105	100	25
101.9 FOX FM	1,174	1,129	167	694	665	41	450	405	69	564	520	70	559	529	53	224	207	22	806	769	82
GOLD104.3	1,057	1,012	137	542	515	54	487	454	64	572	535	63	488	455	54	228	213	23	720	691	79
KIIS 101.1 FM	877	850	107	462	444	29	295	274	41	385	368	48	405	394	24	180	168	14	617	607	41
105.1 TRIPLE M	635	602	90	285	270	36	223	209	36	343	311	52	293	276	31	113	99	16	375	356	49
NOVA 100	1,075	1,013	168	609	573	51	393	350	57	514	474	81	481	450	37	212	190	24	730	699	72
smoothfm 91.5	950	858	175	496	457	53	393	342	71	479	425	71	430	388	58	227	197	38	699	663	93
ABC MEL	494	476	109	301	283	55	233	211	46	215	201	32	206	198	26	129	109	26	290	275	64
3RN	160	160	23	121	121	8	58	56	4	55	54	8	72	72	7	61	61	1	103	101	6
ABC NEWSRADIO	239	221	52	128	111	23	67	49	21	48	44	13	84	81	12	68	62	8	138	122	28
3JJJ	427	392	88	215	195	21	151	132	30	206	182	44	227	207	31	94	86	10	324	307	46
ABC CLASSIC	180	154	42	70	52	20	64	64	8	75	63	14	81	76	12	55	42	14	116	105	23
Commercial DAB+ Stns	755	716	222	336	321	51	336	296	89	405	373	101	359	341	76	208	186	49	538	475	157
ABC DAB+ Stns	262	245	83	105	89	24	91	81	25	107	97	27	108	97	31	82	66	28	180	152	65
Total DAB+ Stns	957	860	284	430	382	73	417	352	112	521	451	123	469	412	103	295	239	75	715	594	209
Total	4,429	4,256	1,066	3,446	3,199	489	2,774	2,535	513	3,118	2,879	576	2,988	2,758	429	1,640	1,469	246	3,960	3,743	749

Interpreting RADIO 360: For People 10+, Mon-Sun 5:30am-12mn, SEN 1116am has 379,000 total listeners, 369,000 AM/FM/DAB+ listeners and 84,000 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.