

RADIO 360: MELBOURNE - TOTAL RADIO - SURVEY 3 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	5.1	3.5	1.6	4.5	2.3	2.2	4.4	2.6	1.8	3.5	2.2	1.3	8.3	5.3	3.0	7.9	4.5	3.4	2.3	3.0	-0.7
3AW	14.4	13.8	0.6	5.6	3.5	2.1	3.7	2.8	0.9	3.9	2.8	1.1	7.5	6.9	0.6	16.5	17.0	-0.5	33.0	35.0	-2.0
RSN 927	0.5	0.5	0.0	0.1	0.1	0.0	*	0.4	*	0.2	0.7	-0.5	0.3	0.1	0.2	1.4	0.7	0.7	0.8	0.8	0.0
Magic 1278	1.3	1.3	0.0	0.1	0.2	-0.1	1.8	1.5	0.3	0.7	0.4	0.3	0.5	0.9	-0.4	1.2	1.3	-0.1	2.8	2.7	0.1
3MP 1377	1.2	1.4	-0.2	0.4	0.3	0.1	1.8	1.5	0.3	0.4	1.1	-0.7	0.4	0.1	0.3	1.8	1.6	0.2	2.3	2.9	-0.6
101.9 FOX FM	9.4	10.1	-0.7	16.7	13.1	3.6	16.1	16.7	-0.6	14.5	15.6	-1.1	12.2	13.9	-1.7	4.4	5.0	-0.6	1.7	1.7	0.0
GOLD104.3	10.8	10.9	-0.1	9.6	12.7	-3.1	10.1	9.2	0.9	7.1	7.1	0.0	11.3	12.8	-1.5	19.3	18.2	1.1	8.9	7.9	1.0
KIIS 101.1 FM	5.7	6.2	-0.5	10.8	12.3	-1.5	11.2	13.9	-2.7	10.0	9.7	0.3	5.6	5.5	0.1	2.2	2.9	-0.7	1.3	1.0	0.3
105.1 TRIPLE M	6.6	6.1	0.5	5.6	4.9	0.7	4.8	4.7	0.1	10.2	9.1	1.1	9.3	9.1	0.2	7.1	6.5	0.6	2.1	1.7	0.4
NOVA 100	7.2	7.6	-0.4	15.3	14.3	1.0	8.1	11.9	-3.8	11.7	11.6	0.1	9.7	9.4	0.3	4.2	4.3	-0.1	0.9	0.7	0.2
smoothfm 91.5	10.3	8.9	1.4	7.3	5.1	2.2	14.1	13.9	0.2	5.9	5.2	0.7	8.9	7.0	1.9	11.5	12.5	-1.0	13.7	11.1	2.6
ABC MEL	5.6	6.0	-0.4	2.3	5.0	-2.7	1.3	1.3	0.0	1.4	1.3	0.1	2.8	4.6	-1.8	7.0	7.1	-0.1	12.5	12.6	-0.1
3RN	2.2	2.3	-0.1	0.6	0.5	0.1	0.5	0.4	0.1	0.6	0.6	0.0	2.2	2.1	0.1	1.7	2.8	-1.1	4.6	5.0	-0.4
ABC NEWSRADIO	1.4	1.4	0.0	0.7	0.6	0.1	1.0	0.9	0.1	0.9	0.9	0.0	1.5	1.6	-0.1	1.8	1.5	0.3	2.0	1.9	0.1
3JJJ	2.5	3.2	-0.7	3.9	3.2	0.7	3.7	3.2	0.5	6.7	9.0	-2.3	1.8	2.3	-0.5	0.9	1.5	-0.6	0.1	0.2	-0.1
ABC CLASSIC	1.8	1.4	0.4	1.8	0.9	0.9	0.4	0.4	0.0	1.3	0.6	0.7	1.4	1.2	0.2	0.8	0.9	-0.1	3.5	3.1	0.4

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	5.1	3.7	1.4	4.9	3.5	1.4	5.9	4.4	1.5	5.4	4.0	1.4	4.2	3.2	1.0	4.7	3.3	1.4	4.9	2.6	2.3
3AW	15.2	14.2	1.0	19.8	18.1	1.7	17.5	16.9	0.6	11.8	10.4	1.4	8.0	7.6	0.4	17.4	18.2	-0.8	12.0	12.6	-0.6
RSN 927	0.5	0.5	0.0	0.7	0.5	0.2	0.4	0.5	-0.1	0.6	0.5	0.1	0.4	0.4	0.0	0.1	0.7	-0.6	0.7	0.6	0.1
Magic 1278	1.2	1.3	-0.1	0.8	0.8	0.0	1.4	1.5	-0.1	1.3	1.3	0.0	1.5	1.5	0.0	1.2	1.7	-0.5	1.7	1.4	0.3
3MP 1377	1.1	1.2	-0.1	0.8	1.0	-0.2	1.0	1.0	0.0	1.3	1.7	-0.4	1.2	1.3	-0.1	1.2	0.9	0.3	1.6	1.9	-0.3
101.9 FOX FM	9.5	10.2	-0.7	10.0	11.2	-1.2	8.8	9.8	-1.0	10.3	10.5	-0.2	10.6	10.4	0.2	5.8	6.3	-0.5	8.9	9.8	-0.9
GOLD104.3	10.5	11.0	-0.5	10.4	9.9	0.5	10.8	11.3	-0.5	10.8	12.8	-2.0	10.5	10.8	-0.3	9.0	8.9	0.1	11.9	10.5	1.4
KIIS 101.1 FM	5.6	6.1	-0.5	5.9	6.4	-0.5	4.6	5.0	-0.4	5.5	5.7	-0.2	7.1	7.9	-0.8	5.4	5.6	-0.2	5.9	6.8	-0.9
105.1 TRIPLE M	6.9	6.5	0.4	5.9	5.7	0.2	6.5	6.8	-0.3	7.3	8.1	-0.8	8.7	6.7	2.0	6.9	3.2	3.7	5.6	5.0	0.6
NOVA 100	7.3	7.7	-0.4	8.7	8.3	0.4	6.2	6.7	-0.5	7.5	8.3	-0.8	7.7	8.2	-0.5	4.5	5.1	-0.6	7.0	7.4	-0.4
smoothfm 91.5	9.9	8.5	1.4	8.1	7.7	0.4	11.0	8.9	2.1	11.7	9.4	2.3	9.4	8.2	1.2	7.9	8.3	-0.4	11.5	10.2	1.3
ABC MEL	5.7	6.3	-0.6	6.3	7.3	-1.0	6.0	6.7	-0.7	4.3	4.7	-0.4	5.4	5.8	-0.4	8.0	7.8	0.2	5.0	5.1	-0.1
3RN	2.3	2.3	0.0	3.3	3.7	-0.4	1.1	1.1	0.0	1.3	1.4	-0.1	2.8	2.4	0.4	4.0	4.3	-0.3	1.8	2.2	-0.4
ABC NEWSRADIO	1.4	1.3	0.1	2.0	2.0	0.0	0.9	0.8	0.1	1.0	0.5	0.5	1.1	1.3	-0.2	2.6	3.2	-0.6	1.5	1.5	0.0
3JJJ	2.4	3.0	-0.6	1.9	2.7	-0.8	2.0	2.4	-0.4	2.7	2.9	-0.2	3.4	4.2	-0.8	2.3	2.9	-0.6	3.0	4.0	-1.0
ABC CLASSIC	1.6	1.3	0.3	1.7	1.2	0.5	1.7	1.3	0.4	1.5	0.9	0.6	1.6	1.6	0.0	1.8	1.7	0.1	2.2	1.7	0.5

RADIO 360: MELBOURNE - TOTAL RADIO - SURVEY 3 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	428	379	49	44	36	8	51	37	14	69	64	5	108	90	18	78	66	12	79	85	-6
3AW	764	721	43	50	39	11	59	46	13	84	62	22	113	114	-1	150	141	9	307	318	-11
RSN 927	72	69	3	2	2	0	*	5	*	7	12	-5	16	10	6	26	20	6	20	20	0
Magic 1278	158	159	-1	6	11	-5	25	15	10	24	24	0	16	20	-4	24	27	-3	64	61	3
3MP 1377	212	201	11	15	17	-2	38	38	0	29	43	-14	28	11	17	32	29	3	70	64	6
101.9 FOX FM	1,276	1,336	-60	177	196	-19	173	206	-33	476	488	-12	301	281	20	88	106	-18	61	59	2
GOLD104.3	1,228	1,181	47	102	121	-19	121	126	-5	230	212	18	321	287	34	235	220	15	218	215	3
KIIS 101.1 FM	1,030	1,042	-12	143	156	-13	195	206	-11	414	406	8	185	180	5	50	58	-8	43	35	8
105.1 TRIPLE M	820	752	68	95	99	-4	72	83	-11	251	228	23	244	191	53	96	97	-1	63	54	9
NOVA 100	1,197	1,242	-45	196	206	-10	165	164	1	418	454	-36	298	288	10	81	97	-16	39	34	5
smoothfm 91.5	1,155	1,082	73	95	82	13	146	153	-7	247	212	35	265	248	17	167	168	-1	234	219	15
ABC MEL	507	534	-27	43	44	-1	34	39	-5	55	66	-11	80	99	-19	104	96	8	193	190	3
3RN	171	177	-6	13	11	2	9	9	0	27	31	-4	36	39	-3	22	27	-5	63	60	3
ABC NEWSRADIO	284	273	11	23	23	0	26	30	-4	64	54	10	63	72	-9	41	33	8	66	61	5
3JJJ	480	523	-43	62	62	0	83	82	1	232	259	-27	75	80	-5	19	27	-8	8	13	-5
ABC CLASSIC	225	202	23	22	20	2	15	21	-6	59	34	25	49	42	7	22	19	3	57	66	-9
Total	4,580	4,601	-21	483	486	-3	475	480	-5	1,221	1,244	-23	1,022	1,017	5	579	579	0	799	795	4

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	355	327	28	201	173	28	200	177	23	194	163	31	161	152	9	103	86	17	276	209	67						
3AW	696	678	18	524	492	32	423	426	-3	361	342	19	266	274	-8	222	235	-13	495	474	21						
RSN 927	45	47	-2	28	24	4	16	17	-1	22	21	1	20	19	1	6	13	-7	53	48	5						
Magic 1278	136	136	0	49	56	-7	64	56	8	78	72	6	68	66	2	34	36	-2	95	93	2						
3MP 1377	172	158	14	62	56	6	65	54	11	84	86	-2	43	45	-2	29	21	8	112	105	7						
101.9 FOX FM	1,163	1,174	-11	660	694	-34	474	450	24	597	564	33	554	559	-5	194	224	-30	740	806	-66						
GOLD104.3	1,086	1,057	29	561	542	19	530	487	43	567	572	-5	476	488	-12	228	228	0	752	720	32						
KIIS 101.1 FM	886	877	9	454	462	-8	313	295	18	429	385	44	387	405	-18	172	180	-8	558	617	-59						
105.1 TRIPLE M	701	635	66	292	285	7	253	223	30	373	343	30	360	293	67	176	113	63	442	375	67						
NOVA 100	1,020	1,075	-55	595	609	-14	397	393	4	500	514	-14	429	481	-52	181	212	-31	710	730	-20						
smoothfm 91.5	1,032	950	82	549	496	53	460	393	67	509	479	30	470	430	40	224	227	-3	734	699	35						
ABC MEL	456	494	-38	289	301	-12	224	233	-9	186	215	-29	176	206	-30	129	129	0	295	290	5						
3RN	147	160	-13	104	121	-17	60	58	2	53	55	-2	69	72	-3	66	61	5	95	103	-8						
ABC NEWSRADIO	246	239	7	137	128	9	91	67	24	71	48	23	76	84	-8	67	68	-1	153	138	15						
3JJJ	415	427	-12	191	215	-24	140	151	-11	199	206	-7	201	227	-26	87	94	-7	269	324	-55						
ABC CLASSIC	190	180	10	89	70	19	85	64	21	84	75	9	74	81	-7	46	55	-9	133	116	17						
Total	4,454	4,429	25	3,444	3,446	-2	2,944	2,774	170	3,198	3,118	80	2,924	2,988	-64	1,656	1,640	16	3,919	3,960	-41						

RADIO 360: MELBOURNE - TOTAL RADIO - SURVEY 3 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	26	17	9	2	1	1	2	1	1	4	2	2	9	6	3	6	3	3	3	4	-1
3AW	73	69	4	2	2	0	2	1	1	4	3	1	9	7	2	13	13	0	44	43	1
RSN 927	3	3	0	*	*	*	*	*	*	*	1	*	*	*	*	1	1	0	1	1	0
Magic 1278	7	6	1	*	*	*	1	1	0	1	*	*	1	1	0	1	1	0	4	3	1
3MP 1377	6	7	-1	*	*	*	1	1	0	*	1	*	*	*	*	1	1	0	3	4	-1
101.9 FOX FM	47	50	-3	6	6	0	7	8	-1	15	16	-1	14	15	-1	3	4	-1	2	2	0
GOLD104.3	55	54	1	4	5	-1	4	4	0	7	7	0	13	14	-1	15	14	1	12	10	2
KIIS 101.1 FM	29	31	-2	4	5	-1	5	6	-1	10	10	0	6	6	0	2	2	0	2	1	1
105.1 TRIPLE M	33	31	2	2	2	0	2	2	0	10	9	1	10	10	0	6	5	1	3	2	1
NOVA 100	36	38	-2	6	6	0	3	5	-2	12	12	0	11	10	1	3	3	0	1	1	0
smoothfm 91.5	52	45	7	3	2	1	6	6	0	6	5	1	10	8	2	9	9	0	18	14	4
ABC MEL	28	30	-2	1	2	-1	1	1	0	1	1	0	3	5	-2	5	5	0	17	15	2
3RN	11	11	0	*	*	*	*	*	*	1	1	0	2	2	0	1	2	-1	6	6	0
ABC NEWSRADIO	7	7	0	*	*	*	*	*	*	1	1	0	2	2	0	1	1	0	3	2	1
3JJJ	13	16	-3	2	1	1	2	1	1	7	9	-2	2	3	-1	1	1	0	*	*	*
ABC CLASSIC	9	7	2	1	*	*	*	*	*	1	1	0	2	1	1	1	1	0	5	4	1
Total	504	498	6	39	43	-4	42	45	-3	101	103	-2	113	109	4	78	76	2	132	122	10

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	27	20	7	37	26	11	44	32	12	35	25	10	21	16	5	8	6	2	21	11	10
3AW	81	75	6	151	136	15	132	123	9	76	66	10	40	39	1	30	31	-1	51	53	-2
RSN 927	3	3	0	5	4	1	3	3	0	4	3	1	2	2	0	*	1	*	3	3	0
Magic 1278	6	7	-1	6	6	0	10	11	-1	8	8	0	8	7	1	2	3	-1	7	6	1
3MP 1377	6	6	0	6	7	-1	8	7	1	8	10	-2	6	7	-1	2	1	1	7	8	-1
101.9 FOX FM	51	54	-3	76	84	-8	66	72	-6	67	67	0	53	53	0	10	11	-1	38	42	-4
GOLD104.3	56	58	-2	79	74	5	82	83	-1	70	81	-11	52	55	-3	16	15	1	51	45	6
KIIS 101.1 FM	30	32	-2	45	48	-3	35	37	-2	35	36	-1	36	40	-4	9	10	-1	25	29	-4
105.1 TRIPLE M	37	34	3	45	43	2	49	50	-1	47	52	-5	43	34	9	12	5	7	24	21	3
NOVA 100	39	40	-1	66	63	3	47	49	-2	49	53	-4	39	42	-3	8	9	-1	30	31	-1
smoothfm 91.5	53	45	8	62	58	4	83	65	18	76	59	17	47	42	5	14	14	0	49	43	6
ABC MEL	31	33	-2	48	55	-7	45	49	-4	28	30	-2	27	30	-3	14	13	1	22	22	0
3RN	12	12	0	25	27	-2	8	8	0	9	9	0	14	12	2	7	7	0	8	9	-1
ABC NEWSRADIO	8	7	1	15	15	0	7	6	1	6	3	3	5	7	-2	4	6	-2	6	6	0
3JJJ	13	16	-3	14	21	-7	15	17	-2	17	19	-2	17	22	-5	4	5	-1	13	17	-4
ABC CLASSIC	9	7	2	13	9	4	13	10	3	10	6	4	8	8	0	3	3	0	9	7	2
Total	535	527	8	763	750	13	755	733	22	648	635	13	500	511	-11	173	171	2	428	425	3

RADIO 360: MELBOURNE - TOTAL RADIO - SURVEY 3 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	36	0	4	6	-2	9	4	5	12	13	-1	11	13	-2	*	*	*	*	*	*
CADA	29	27	2	8	7	1	5	2	3	6	14	-8	8	2	6	2	2	0	*	*	*
Chemist Warehouse Remix	29	32	-3	7	8	-1	*	2	*	4	4	0	8	6	2	2	2	0	8	10	-2
Coles Radio	74	90	-16	4	8	-4	11	18	-7	20	14	6	15	25	-10	16	17	-1	8	8	0
DANCE HITS	112	107	5	20	18	2	25	21	4	39	40	-1	21	21	0	3	2	1	5	5	0
Disrupt Radio	6	8	-2	*	2	*	2	2	0	4	4	0	*	*	*	*	*	*	*	*	*
EASY HITS	46	45	1	4	10	-6	9	6	3	13	6	7	11	13	-2	2	4	-2	7	7	0
GOLD 80s	126	147	-21	9	19	-10	10	11	-1	19	22	-3	57	53	4	17	20	-3	14	22	-8
iHeartAustralia	62	75	-13	7	13	-6	18	23	-5	14	14	0	6	9	-3	16	13	3	1	4	-3
iHeartCountry	18	24	-6	4	4	0	5	9	-4	9	7	2	*	*	*	*	4	*	*	*	*
iHeartDance	24	30	-6	5	12	-7	3	2	1	10	12	-2	5	2	3	1	2	-1	*	*	*
iHeartTrivia	19	22	-3	*	2	*	6	5	1	5	8	-3	2	2	0	2	2	0	3	3	0
KIIS 90s	100	85	15	20	20	0	22	10	12	22	25	-3	28	22	6	4	4	0	4	4	0
MMM 2000s	40	34	6	6	11	-5	3	*	*	19	12	7	9	8	1	4	4	0	*	*	*
MMM 80s	27	39	-12	2	*	*	2	6	-4	4	6	-2	10	12	-2	9	9	0	1	5	-4
MMM 90s	61	58	3	8	13	-5	4	2	2	24	22	2	20	18	2	5	4	1	*	*	*
MMM ALMOST ACOUSTIC	13	23	-10	2	6	-4	2	2	0	*	5	*	1	4	-3	4	4	0	4	2	2
MMM CLASSIC ROCK	57	62	-5	6	5	1	3	9	-6	18	17	1	12	6	6	10	15	-5	8	10	-2
MMM COUNTRY	31	23	8	3	2	1	2	2	0	10	4	6	4	6	-2	10	9	1	1	2	-1
OLDSKOOL 80s HITS	53	62	-9	5	11	-6	7	2	5	8	11	-3	21	23	-2	11	10	1	3	6	-3
OLDSKOOL 90s HITS	95	96	-1	14	13	1	4	4	0	24	32	-8	44	35	9	2	4	-2	7	8	-1
Radio Maria	*	9	*	*	4	*	*	2	*	*	2	*	*	*	*	*	*	*	*	*	*
Radio Maria Ital	*	5	*	*	2	*	*	*	*	*	3	*	*	*	*	*	*	*	*	*	*
RnB FRIDAYS RADIO	78	105	-27	8	18	-10	11	15	-4	37	43	-6	20	22	-2	2	6	-4	*	2	*
RSN Xtra	9	13	-4	2	2	0	*	*	*	5	9	-4	*	*	*	*	*	*	1	1	0
RSN Xtra2	*	1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	*
SENTrack	19	26	-7	7	8	-1	2	4	-2	2	5	-3	*	2	*	2	2	0	6	6	0
smooth relax	110	132	-22	13	14	-1	13	15	-2	22	27	-5	28	32	-4	9	11	-2	26	34	-8
smooth Vintage	41	65	-24	2	6	-4	2	*	*	9	21	-12	8	12	-4	3	3	0	18	22	-4
TikTok Trending	120	112	8	24	30	-6	31	23	8	55	48	7	4	4	0	4	3	1	3	3	0
triple j Unearthed	73	92	-19	18	20	-2	14	12	2	24	38	-14	13	16	-3	5	4	1	*	2	*
ABC Country	35	34	1	6	8	-2	5	2	3	9	8	1	9	7	2	3	3	0	4	6	-2
ABC Jazz	62	62	0	8	8	0	9	4	5	23	21	2	8	12	-4	8	8	0	6	8	-2
ABC KIDS LISTEN	50	61	-11	10	14	-4	4	2	2	21	34	-13	11	4	7	4	4	0	*	3	*
ABC Sport	62	67	-5	6	4	2	6	5	1	13	20	-7	11	9	2	11	9	2	16	20	-4
Double J	60	61	-1	12	14	-2	2	2	0	25	25	0	15	16	-1	2	1	1	4	3	1
Total Digital/Internet Only	1,082	1,131	-49	133	151	-18	147	141	6	321	327	-6	259	252	7	111	115	-4	110	147	-37

RADIO 360: MELBOURNE - TOTAL RADIO - SURVEY 3 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	35	31	4	13	13	0	17	16	1	18	14	4	11	19	-8	5	7	-2	13	18	-5
CADA	16	19	-3	9	9	0	6	8	-2	7	10	-3	7	10	-3	*	2	*	23	17	6
Chemist Warehouse Remix	22	24	-2	10	8	2	7	4	3	9	7	2	11	13	-2	5	7	-2	7	10	-3
Coles Radio	60	69	-9	20	16	4	29	28	1	38	51	-13	17	26	-9	7	10	-3	37	47	-10
DANCE HITS	92	85	7	39	42	-3	40	23	17	40	27	13	46	40	6	29	25	4	51	49	2
Disrupt Radio	6	8	-2	4	6	-2	2	2	0	*	*	*	*	*	*	2	2	0	2	2	0
EASY HITS	41	41	0	17	19	-2	11	13	-2	9	11	-2	13	13	0	12	15	-3	20	16	4
GOLD 80s	105	116	-11	51	51	0	35	52	-17	52	52	0	43	43	0	33	41	-8	55	73	-18
iHeartAustralia	53	66	-13	22	29	-7	17	27	-10	17	19	-2	19	23	-4	8	7	1	28	23	5
iHeartCountry	13	19	-6	3	2	1	2	6	-4	2	4	-2	5	9	-4	2	4	-2	7	9	-2
iHeartDance	13	18	-5	2	4	-2	2	7	-5	2	5	-3	8	8	0	9	7	2	13	14	-1
iHeartTrivia	13	14	-1	11	8	3	7	4	3	2	5	-3	5	5	0	*	2	*	5	7	-2
KIIS 90s	84	65	19	31	26	5	34	29	5	29	12	17	21	20	1	8	13	-5	37	36	1
MMM 2000s	29	24	5	10	9	1	6	2	4	21	12	9	5	11	-6	4	*	*	19	20	-1
MMM 80s	18	28	-10	10	7	3	3	3	0	4	9	-5	8	14	-6	8	7	1	15	18	-3
MMM 90s	49	43	6	13	11	2	18	15	3	19	17	2	19	21	-2	9	4	5	20	16	4
MMM ALMOST ACOUSTIC	12	20	-8	7	7	0	2	5	-3	*	6	*	5	8	-3	4	4	0	5	10	-5
MMM CLASSIC ROCK	46	53	-7	12	15	-3	18	21	-3	17	18	-1	21	28	-7	10	9	1	23	19	4
MMM COUNTRY	22	18	4	15	10	5	11	8	3	17	12	5	11	9	2	2	2	0	24	17	7
OLDSKOOL 80s HITS	41	49	-8	14	16	-2	13	10	3	21	29	-8	14	14	0	9	13	-4	26	26	0
OLDSKOOL 90s HITS	69	69	0	29	30	-1	31	33	-2	28	29	-1	25	24	1	21	15	6	44	49	-5
Radio Maria	*	9	*	*	2	*	*	2	*	*	2	*	*	2	*	*	2	*	*	*	*
Radio Maria Ital	*	2	*	*	*	*	*	*	*	*	*	*	*	2	*	*	2	*	*	3	*
RnB FRIDAYS RADIO	67	90	-23	24	33	-9	22	29	-7	33	34	-1	29	38	-9	16	22	-6	28	42	-14
RSN Xtra	6	5	1	*	*	*	6	5	1	*	*	*	*	*	*	2	2	0	5	9	-4
RSN Xtra2	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	*
SENTrack	13	19	-6	5	8	-3	6	6	0	5	7	-2	5	9	-4	2	7	-5	9	11	-2
smooth relax	90	113	-23	30	34	-4	40	45	-5	49	62	-13	35	55	-20	21	24	-3	59	65	-6
smooth Vintage	39	60	-21	8	12	-4	20	25	-5	31	41	-10	16	22	-6	4	10	-6	18	26	-8
TikTok Trending	98	90	8	30	30	0	36	28	8	48	53	-5	34	34	0	26	22	4	71	64	7
triple j Unearthed	55	76	-21	23	26	-3	19	20	-1	18	25	-7	20	25	-5	19	20	-1	40	38	2
ABC Country	29	28	1	11	8	3	10	9	1	4	8	-4	14	14	0	7	7	0	8	14	-6
ABC Jazz	52	50	2	12	10	2	11	13	-2	19	19	0	17	18	-1	22	21	1	33	36	-3
ABC KIDS LISTEN	46	52	-6	20	26	-6	15	20	-5	29	29	0	28	27	1	10	10	0	39	42	-3
ABC Sport	31	37	-6	11	9	2	8	10	-2	6	10	-4	4	10	-6	6	12	-6	38	45	-7
Double J	51	48	3	30	25	5	18	20	-2	24	21	3	25	28	-3	5	12	-7	26	35	-9
Total Digital/Internet Only	907	957	-50	421	430	-9	395	417	-22	497	521	-24	421	469	-48	268	295	-27	674	715	-41

RADIO 360: MELBOURNE - BY RADIO TYPE - SURVEY 3 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	5.1	5.0	8.1	4.5	4.0	11.0	4.4	5.2	0.1	3.5	4.0	1.7	8.3	8.2	12.8	7.9	6.9	18.2	2.3	2.4	2.1
3AW	14.4	14.4	21.8	5.6	5.3	10.1	3.7	3.3	8.5	3.9	3.3	11.8	7.5	7.8	9.4	16.5	16.1	25.2	33.0	32.5	55.2
RSN 927	0.5	0.5	0.8	0.1	0.1	*	*	*	*	0.2	0.2	0.8	0.3	0.3	0.5	1.4	1.3	2.1	0.8	0.8	0.7
Magic 1278	1.3	1.4	1.1	0.1	0.1	*	1.8	2.1	1.0	0.7	0.7	1.6	0.5	0.6	0.2	1.2	1.2	1.9	2.8	3.0	1.4
3MP 1377	1.2	1.3	1.3	0.4	0.4	0.6	1.8	1.6	4.4	0.4	0.3	1.4	0.4	0.4	0.4	1.8	2.0	1.2	2.3	2.4	1.3
101.9 FOX FM	9.4	10.3	5.7	16.7	18.0	8.5	16.1	17.9	10.1	14.5	16.5	8.8	12.2	13.8	6.6	4.4	4.9	2.0	1.7	1.8	1.5
GOLD104.3	10.8	11.7	8.5	9.6	10.4	4.6	10.1	10.4	13.4	7.1	7.8	6.6	11.3	11.9	12.1	19.3	21.2	11.5	8.9	9.8	2.4
KIIS 101.1 FM	5.7	6.5	1.9	10.8	11.9	2.9	11.2	13.0	2.9	10.0	11.7	4.3	5.6	6.6	1.3	2.2	2.4	0.8	1.3	1.4	0.3
105.1 TRIPLE M	6.6	7.1	5.5	5.6	5.5	8.3	4.8	5.1	5.0	10.2	11.5	7.8	9.3	10.1	7.7	7.1	7.9	3.3	2.1	2.2	1.2
NOVA 100	7.2	7.9	5.0	15.3	16.1	12.0	8.1	9.1	4.3	11.7	13.1	9.2	9.7	10.9	5.6	4.2	4.6	2.3	0.9	1.0	0.4
smoothfm 91.5	10.3	11.1	8.5	7.3	7.9	3.4	14.1	14.2	20.3	5.9	6.4	6.0	8.9	9.5	9.2	11.5	12.8	5.5	13.7	14.6	9.2
ABC MEL	5.6	5.5	9.2	2.3	2.0	6.3	1.3	1.2	2.9	1.4	1.1	4.8	2.8	1.8	10.7	7.0	7.0	9.8	12.5	12.8	14.7
3RN	2.2	2.5	0.7	0.6	0.6	1.2	0.5	0.6	0.3	0.6	0.7	0.1	2.2	2.4	1.6	1.7	2.0	0.3	4.6	5.1	0.4
ABC NEWSRADIO	1.4	1.4	2.3	0.7	0.6	1.8	1.0	0.9	2.5	0.9	0.5	4.6	1.5	1.6	1.3	1.8	1.7	3.0	2.0	2.1	0.8
3JJJ	2.5	2.6	2.8	3.9	3.9	5.9	3.7	3.7	5.7	6.7	7.4	6.6	1.8	1.9	1.7	0.9	1.1	*	0.1	0.1	0.4
ABC CLASSIC	1.8	1.9	1.6	1.8	1.8	2.7	0.4	0.4	0.4	1.3	1.4	2.1	1.4	1.4	2.0	0.8	0.8	1.1	3.5	3.8	1.0
Commercial DAB+ Stns	7.2	7.1	11.5	8.1	7.7	14.5	10.5	10.4	17.6	10.5	10.7	17.2	8.6	8.8	10.6	5.6	5.4	9.0	2.9	2.9	5.3
ABC DAB+ Stns	1.9	1.8	3.9	3.8	3.7	6.1	0.8	0.9	0.6	2.9	2.9	4.6	2.3	1.9	6.3	0.9	0.7	2.6	1.2	1.2	1.7
Total DAB+ Stns	9.6	8.8	15.3	12.0	11.4	20.6	12.2	11.2	18.3	14.6	13.6	21.7	11.5	10.7	16.9	6.9	6.1	11.6	4.4	4.0	7.0

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	5.1	5.0	8.9	4.9	4.6	9.8	5.9	5.7	9.4	5.4	5.4	8.2	4.2	4.0	8.4	4.7	4.6	7.9	4.9	5.1	5.0
3AW	15.2	15.1	23.2	19.8	19.5	31.1	17.5	17.6	24.1	11.8	11.6	19.1	8.0	7.5	17.0	17.4	17.7	23.0	12.0	12.3	16.6
RSN 927	0.5	0.5	0.7	0.7	0.6	1.3	0.4	0.4	0.5	0.6	0.6	0.6	0.4	0.4	0.7	0.1	0.1	*	0.7	0.7	1.3
Magic 1278	1.2	1.3	1.1	0.8	0.9	0.4	1.4	1.5	1.0	1.3	1.4	1.0	1.5	1.5	2.6	1.2	1.2	1.6	1.7	1.9	0.8
3MP 1377	1.1	1.1	1.2	0.8	0.9	0.5	1.0	1.0	1.6	1.3	1.4	1.1	1.2	1.3	1.4	1.2	1.3	1.2	1.6	1.7	1.7
101.9 FOX FM	9.5	10.5	6.0	10.0	11.0	3.5	8.8	9.7	6.6	10.3	11.3	7.7	10.6	11.7	6.0	5.8	6.2	4.7	8.9	9.9	4.3
GOLD104.3	10.5	11.3	8.4	10.4	11.2	7.0	10.8	12.1	6.8	10.8	11.5	10.8	10.5	11.2	9.5	9.0	9.6	8.0	11.9	13.0	8.8
KIIS 101.1 FM	5.6	6.4	2.0	5.9	6.6	1.4	4.6	5.2	2.5	5.5	6.2	2.4	7.1	8.2	1.3	5.4	6.1	1.5	5.9	6.7	1.4
105.1 TRIPLE M	6.9	7.4	5.6	5.9	6.4	3.4	6.5	7.0	5.7	7.3	7.8	6.8	8.7	9.3	7.7	6.9	7.5	3.9	5.6	6.1	4.8
NOVA 100	7.3	8.0	5.3	8.7	9.5	4.2	6.2	6.6	6.5	7.5	8.3	5.9	7.7	8.6	3.8	4.5	4.7	4.5	7.0	7.8	4.1
smoothfm 91.5	9.9	10.7	8.1	8.1	8.8	5.0	11.0	12.1	8.9	11.7	12.7	10.0	9.4	10.1	7.8	7.9	8.3	8.7	11.5	12.3	9.8
ABC MEL	5.7	5.6	9.1	6.3	5.5	17.4	6.0	5.9	9.2	4.3	4.6	4.0	5.4	5.8	5.4	8.0	8.2	10.1	5.0	4.9	9.3
3RN	2.3	2.6	0.8	3.3	3.7	1.1	1.1	1.2	0.4	1.3	1.5	0.8	2.8	3.2	0.5	4.0	4.5	1.5	1.8	2.1	0.4
ABC NEWSRADIO	1.4	1.4	2.2	2.0	2.0	3.1	0.9	0.9	1.5	1.0	1.0	1.5	1.1	0.9	2.9	2.6	2.7	3.1	1.5	1.5	2.8
3JJJ	2.4	2.5	2.9	1.9	2.0	1.7	2.0	1.9	3.4	2.7	2.8	3.2	3.4	3.5	3.7	2.3	2.5	1.9	3.0	3.2	2.4
ABC CLASSIC	1.6	1.8	1.4	1.7	1.8	1.1	1.7	1.9	1.4	1.5	1.6	1.7	1.6	1.7	1.0	1.8	1.9	1.5	2.2	2.3	2.4
Commercial DAB+ Stns	7.2	7.3	9.9	4.0	4.0	6.1	7.6	8.1	7.3	8.5	8.7	11.8	8.8	8.5	16.0	9.5	9.6	13.4	7.0	6.4	17.2
ABC DAB+ Stns	1.7	1.6	3.1	1.2	1.1	2.1	1.3	1.1	3.0	1.7	1.6	3.4	2.5	2.5	4.2	3.1	3.2	3.4	2.5	2.2	6.9
Total DAB+ Stns	9.5	8.9	13.0	5.4	5.1	8.1	9.3	9.2	10.3	11.2	10.3	15.2	12.2	11.0	20.2	13.3	12.8	16.8	10.0	8.6	24.1

Interpreting RADIO 360: For People 10+, Mon-Sun 5:30am-12mn, SEN 1116am has a 5.1% share of all listening, 5% share of AM/FM/DAB+ listening and 8.1% 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 3 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	428	422	77	44	42	15	51	51	2	69	65	11	108	108	23	78	78	16	79	79	10
3AW	764	723	162	50	46	14	59	49	19	84	72	28	113	108	23	150	146	28	307	302	49
RSN 927	72	72	16	2	2	*	*	*	*	7	7	5	16	16	4	26	26	4	20	20	3
Magic 1278	158	141	35	6	6	*	25	19	7	24	19	10	16	12	4	24	22	6	64	64	7
3MP 1377	212	190	51	15	15	5	38	32	14	29	22	9	28	28	7	32	30	5	70	63	11
101.9 FOX FM	1,276	1,231	196	177	166	39	173	164	36	476	467	52	301	293	49	88	86	9	61	56	11
GOLD104.3	1,228	1,176	203	102	98	13	121	113	30	230	222	41	321	297	71	235	234	33	218	212	15
KIIS 101.1 FM	1,030	1,001	131	143	139	19	195	189	20	414	401	54	185	181	28	50	48	5	43	43	4
105.1 TRIPLE M	820	767	154	95	90	16	72	61	18	251	231	49	244	233	50	96	90	18	63	61	4
NOVA 100	1,197	1,138	200	196	183	44	165	157	26	418	398	65	298	286	50	81	79	11	39	36	3
smoothfm 91.5	1,155	1,088	232	95	90	18	146	134	41	247	229	47	265	243	77	167	163	25	234	230	25
ABC MEL	507	469	129	43	39	13	34	32	7	55	41	23	80	72	29	104	101	21	193	185	36
3RN	171	162	30	13	10	2	9	8	4	27	25	2	36	36	13	22	21	4	63	63	4
ABC NEWSRADIO	284	265	65	23	18	9	26	24	10	64	59	22	63	59	11	41	40	11	66	66	2
3JJJ	480	454	117	62	56	22	83	75	25	232	226	47	75	71	18	19	19	1	8	7	4
ABC CLASSIC	225	200	62	22	20	8	15	11	4	59	48	23	49	47	12	22	18	8	57	56	6
Commercial DAB+ Stns	859	816	259	103	101	34	128	124	29	257	236	88	206	194	65	89	85	27	75	75	14
ABC DAB+ Stns	295	271	102	41	39	12	37	35	7	98	90	36	61	56	25	31	25	15	27	27	8
Total DAB+ Stns	1,082	979	330	133	128	44	147	138	34	321	292	110	259	223	83	111	102	38	110	97	21
Total	4,580	4,461	1,286	483	469	138	475	465	158	1,221	1,183	355	1,022	984	330	579	569	152	799	792	153

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	355	350	56	201	193	29	200	198	17	194	194	20	161	155	28	103	90	13	276	266	45
3AW	696	656	141	524	489	71	423	377	78	361	329	63	266	242	41	222	202	22	495	455	85
RSN 927	45	45	10	28	28	6	16	16	4	22	19	7	20	20	3	6	6	*	53	53	16
Magic 1278	136	119	28	49	47	3	64	59	11	78	66	16	68	59	16	34	27	7	95	91	11
3MP 1377	172	152	47	62	55	9	65	46	23	84	78	16	43	41	13	29	27	5	112	105	21
101.9 FOX FM	1,163	1,110	159	660	626	41	474	435	70	597	560	64	554	522	49	194	172	25	740	708	75
GOLD104.3	1,086	1,025	172	561	523	68	530	481	84	567	525	65	476	444	51	228	206	28	752	709	99
KIIS 101.1 FM	886	852	109	454	438	31	313	287	47	429	406	41	387	376	23	172	160	11	558	545	39
105.1 TRIPLE M	701	649	126	292	270	36	253	217	56	373	336	57	360	329	56	176	161	15	442	426	52
NOVA 100	1,020	950	162	595	560	50	397	353	61	500	453	74	429	406	34	181	154	29	710	676	71
smoothfm 91.5	1,032	951	188	549	486	76	460	420	78	509	471	78	470	431	56	224	196	32	734	703	113
ABC MEL	456	412	109	289	248	64	224	192	42	186	170	25	176	172	23	129	111	24	295	270	67
3RN	147	138	20	104	94	12	60	58	5	53	53	7	69	68	3	66	63	5	95	91	10
ABC NEWSRADIO	246	229	51	137	122	22	91	76	15	71	61	22	76	66	15	67	60	11	153	126	33
3JJJ	415	378	88	191	180	17	140	117	32	199	177	41	201	185	35	87	77	10	269	245	59
ABC CLASSIC	190	166	56	89	70	19	85	74	22	84	78	17	74	67	12	46	42	7	133	117	23
Commercial DAB+ Stns	720	682	203	336	300	67	329	309	83	390	351	110	313	290	72	193	171	51	530	457	150
ABC DAB+ Stns	237	220	77	101	84	29	77	65	26	95	85	25	100	98	25	66	52	16	164	145	53
Total DAB+ Stns	907	820	254	421	357	94	395	354	109	497	423	130	421	371	89	268	216	66	674	569	199
Total	4,454	4,282	1,139	3,444	3,183	533	2,944	2,674	603	3,198	2,956	580	2,924	2,699	467	1,656	1,455	259	3,919	3,712	785

Interpreting RADIO 360: For People 10+, Mon-Sun 5:30am-12mn, SEN 1116am has 428,000 total listeners, 422,000 AM/FM/DAB+ listeners and 77,000 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.