

# RADIO 360: MELBOURNE - TOTAL RADIO - SURVEY 8 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	3.3	0.2	2.6	2.9	-0.3	1.3	1.0	0.3	5.1	3.5	1.6	3.8	3.6	0.2	4.6	4.9	-0.3	2.2	2.8	-0.6
3AW	13.6	14.0	-0.4	5.0	3.5	1.5	4.2	3.6	0.6	1.4	1.9	-0.5	8.1	8.5	-0.4	16.9	18.9	-2.0	31.7	32.0	-0.3
RSN 927	0.7	0.8	-0.1	1.0	0.3	0.7	0.1	0.3	-0.2	0.1	0.4	-0.3	0.8	1.3	-0.5	1.4	0.8	0.6	0.6	0.9	-0.3
Magic 1278	1.6	2.6	-1.0	0.4	0.4	0.0	0.7	1.3	-0.6	1.1	1.0	0.1	1.3	2.1	-0.8	1.2	1.5	-0.3	3.1	5.9	-2.8
3MP 1377	2.2	1.7	0.5	0.5	0.5	0.0	0.6	1.0	-0.4	0.5	0.5	0.0	0.7	0.5	0.2	2.5	2.2	0.3	5.5	4.0	1.5
101.9 FOX FM	8.7	9.6	-0.9	16.4	17.1	-0.7	13.1	14.2	-1.1	12.7	14.2	-1.5	11.4	12.8	-1.4	6.4	8.0	-1.6	0.7	0.5	0.2
GOLD104.3	10.2	10.0	0.2	9.9	10.6	-0.7	10.0	9.0	1.0	8.6	7.4	1.2	12.6	13.1	-0.5	15.1	14.1	1.0	6.6	6.7	-0.1
KIIS 101.1 FM	5.1	5.2	-0.1	10.7	11.1	-0.4	11.7	9.6	2.1	9.4	10.3	-0.9	3.5	4.1	-0.6	3.1	2.9	0.2	0.7	0.6	0.1
105.1 TRIPLE M	6.5	6.5	0.0	9.3	9.8	-0.5	8.9	12.0	-3.1	6.3	6.9	-0.6	10.0	8.7	1.3	6.9	7.6	-0.7	1.6	1.0	0.6
NOVA 100	10.0	9.0	1.0	11.8	12.5	-0.7	17.5	16.5	1.0	16.7	15.4	1.3	12.5	9.7	2.8	6.2	6.5	-0.3	1.9	1.8	0.1
smoothfm 91.5	11.4	10.9	0.5	10.0	9.6	0.4	13.9	10.7	3.2	8.7	10.1	-1.4	10.5	9.8	0.7	15.5	14.4	1.1	11.1	11.0	0.1
ABC MEL	5.9	6.1	-0.2	0.9	1.7	-0.8	0.4	0.4	0.0	0.7	0.9	-0.2	4.7	4.0	0.7	6.3	4.6	1.7	13.9	15.9	-2.0
3RN	2.4	1.7	0.7	0.1	*	*	*	0.1	*	0.4	0.3	0.1	0.8	1.1	-0.3	2.1	1.5	0.6	7.0	4.5	2.5
ABC NEWSRADIO	1.2	1.3	-0.1	0.2	0.3	-0.1	1.9	1.8	0.1	0.9	1.5	-0.6	1.2	1.5	-0.3	1.0	0.5	0.5	1.6	1.6	0.0
3JJJ	2.4	2.0	0.4	4.3	3.9	0.4	3.6	2.9	0.7	6.7	4.3	2.4	1.6	2.2	-0.6	0.1	0.4	-0.3	0.3	0.1	0.2
ABC CLASSIC	1.6	1.4	0.2	1.3	1.3	0.0	0.6	0.6	0.0	0.3	0.5	-0.2	0.3	0.6	-0.3	0.8	0.8	0.0	4.6	3.4	1.2

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	3.5	3.3	0.2	4.3	4.1	0.2	3.1	3.2	-0.1	3.3	2.8	0.5	3.9	3.5	0.4	2.0	2.7	-0.7	3.3	3.3	0.0						
3AW	13.8	14.2	-0.4	19.3	20.0	-0.7	15.3	15.5	-0.2	9.1	9.3	-0.2	8.5	9.2	-0.7	15.9	15.6	0.3	13.0	13.6	-0.6						
RSN 927	0.5	0.6	-0.1	0.8	0.9	-0.1	0.4	0.8	-0.4	0.4	0.4	0.0	0.2	0.4	-0.2	0.6	0.4	0.2	1.3	1.4	-0.1						
Magic 1278	1.5	2.4	-0.9	1.1	1.6	-0.5	1.7	2.8	-1.1	1.8	2.7	-0.9	1.1	2.5	-1.4	1.8	3.1	-1.3	1.9	3.1	-1.2						
3MP 1377	2.1	1.7	0.4	1.8	1.6	0.2	2.0	1.8	0.2	2.7	1.8	0.9	2.2	2.0	0.2	1.4	1.2	0.2	2.3	1.6	0.7						
101.9 FOX FM	9.0	10.1	-1.1	9.4	10.2	-0.8	8.6	9.5	-0.9	9.9	11.3	-1.4	9.4	10.3	-0.9	5.2	6.5	-1.3	7.4	8.1	-0.7						
GOLD104.3	10.3	10.0	0.3	8.7	9.2	-0.5	11.2	10.3	0.9	11.9	11.2	0.7	10.4	10.1	0.3	7.0	7.8	-0.8	10.1	9.6	0.5						
KIIS 101.1 FM	4.9	4.9	0.0	5.0	5.1	-0.1	4.5	4.1	0.4	4.9	4.7	0.2	6.2	6.8	-0.6	4.3	4.4	-0.1	5.8	6.2	-0.4						
105.1 TRIPLE M	6.9	7.0	-0.1	6.6	6.3	0.3	5.7	6.2	-0.5	7.7	7.8	-0.1	9.7	9.1	0.6	3.8	5.5	-1.7	5.1	5.0	0.1						
NOVA 100	10.4	9.4	1.0	11.5	11.0	0.5	10.4	9.0	1.4	10.5	9.5	1.0	10.5	8.7	1.8	6.3	6.1	0.2	8.6	7.7	0.9						
smoothfm 91.5	10.8	10.5	0.3	8.1	7.0	1.1	12.7	12.2	0.5	11.7	12.5	-0.8	10.0	9.8	0.2	12.8	11.6	1.2	13.4	12.4	1.0						
ABC MEL	6.1	6.1	0.0	7.9	7.4	0.5	5.9	6.3	-0.4	3.8	4.2	-0.4	5.0	5.5	-0.5	10.6	8.9	1.7	5.1	5.9	-0.8						
3RN	2.2	1.6	0.6	2.5	2.3	0.2	1.6	1.3	0.3	1.7	1.1	0.6	2.8	1.8	1.0	3.8	1.8	2.0	3.0	2.1	0.9						
ABC NEWSRADIO	1.2	1.3	-0.1	1.6	1.9	-0.3	0.8	0.6	0.2	0.5	0.7	-0.2	1.3	1.2	0.1	3.0	3.1	-0.1	1.3	1.3	0.0						
3JJJ	2.3	1.8	0.5	2.1	2.1	0.0	1.8	1.3	0.5	2.3	1.5	0.8	3.1	2.9	0.2	2.6	2.0	0.6	2.9	2.5	0.4						
ABC CLASSIC	1.5	1.3	0.2	1.3	1.0	0.3	1.2	1.3	-0.1	1.5	1.4	0.1	1.4	1.0	0.4	3.0	2.2	0.8	2.0	1.8	0.2						

# RADIO 360: MELBOURNE - TOTAL RADIO - SURVEY 8 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	423	407	16	38	36	2	29	21	8	111	108	3	95	94	1	75	86	-11	76	62	14
3AW	777	781	-4	53	44	9	46	48	-2	73	83	-10	134	128	6	151	158	-7	319	320	-1
RSN 927	101	109	-8	9	4	5	7	9	-2	16	17	-1	20	26	-6	29	23	6	19	29	-10
Magic 1278	198	245	-47	13	14	-1	24	39	-15	43	49	-6	18	32	-14	29	35	-6	72	78	-6
3MP 1377	209	199	10	26	17	9	10	24	-14	32	28	4	25	32	-7	35	33	2	81	66	15
101.9 FOX FM	1,126	1,192	-66	168	174	-6	171	191	-20	385	397	-12	258	279	-21	102	116	-14	40	35	5
GOLD104.3	1,200	1,145	55	126	123	3	143	131	12	241	236	5	295	268	27	221	207	14	173	179	-6
KIIS 101.1 FM	906	945	-39	142	147	-5	126	129	-3	381	409	-28	167	174	-7	60	66	-6	30	21	9
105.1 TRIPLE M	783	758	25	110	104	6	100	101	-1	222	213	9	206	198	8	95	100	-5	49	42	7
NOVA 100	1,269	1,173	96	172	172	0	194	176	18	468	441	27	298	255	43	95	96	-1	42	33	9
smoothfm 91.5	1,227	1,195	32	128	121	7	152	149	3	257	246	11	273	247	26	181	199	-18	236	232	4
ABC MEL	465	488	-23	19	24	-5	15	16	-1	36	59	-23	95	87	8	90	75	15	210	227	-17
3RN	154	135	19	3	4	-1	6	10	-4	20	16	4	22	24	-2	29	21	8	75	59	16
ABC NEWSRADIO	230	199	31	11	10	1	32	23	9	53	55	-2	51	50	1	29	20	9	54	41	13
3JJJ	397	348	49	35	50	-15	61	40	21	201	159	42	81	74	7	8	19	-11	11	5	6
ABC CLASSIC	163	173	-10	19	22	-3	13	15	-2	17	21	-4	31	40	-9	16	14	2	67	61	6
<b>Total</b>	<b>4,587</b>	<b>4,571</b>	<b>16</b>	<b>481</b>	<b>481</b>	<b>0</b>	<b>468</b>	<b>471</b>	<b>-3</b>	<b>1,248</b>	<b>1,233</b>	<b>15</b>	<b>1,009</b>	<b>1,012</b>	<b>-3</b>	<b>576</b>	<b>578</b>	<b>-2</b>	<b>805</b>	<b>796</b>	<b>9</b>

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	362	344	18	188	182	6	169	184	-15	170	155	15	154	141	13	61	66	-5	216	225	-9						
3AW	714	741	-27	528	557	-29	451	467	-16	373	362	11	266	276	-10	218	208	10	562	520	42						
RSN 927	79	81	-2	45	45	0	30	33	-3	25	24	1	20	25	-5	10	3	7	62	73	-11						
Magic 1278	165	222	-57	66	89	-23	79	98	-19	85	94	-9	58	93	-35	36	53	-17	99	124	-25						
3MP 1377	193	183	10	72	70	2	83	86	-3	100	93	7	67	79	-12	35	28	7	96	88	8						
101.9 FOX FM	1,038	1,089	-51	619	637	-18	490	506	-16	554	577	-23	493	548	-55	192	210	-18	555	589	-34						
GOLD104.3	1,081	1,023	58	562	537	25	566	523	43	637	591	46	511	497	14	220	234	-14	648	631	17						
KIIS 101.1 FM	787	812	-25	404	428	-24	322	310	12	365	356	9	339	366	-27	140	130	10	451	506	-55						
105.1 TRIPLE M	677	639	38	354	289	65	291	246	45	368	330	38	336	316	20	117	149	-32	397	414	-17						
NOVA 100	1,172	1,069	103	717	650	67	567	484	83	517	487	30	491	460	31	186	171	15	684	597	87						
smoothfm 91.5	1,086	1,038	48	539	480	59	547	563	-16	558	569	-11	491	454	37	269	218	51	748	744	4						
ABC MEL	412	406	6	274	272	2	229	231	-2	212	187	25	163	148	15	136	105	31	284	305	-21						
3RN	140	114	26	94	81	13	61	47	14	60	39	21	53	39	14	31	30	1	98	78	20						
ABC NEWSRADIO	204	184	20	123	124	-1	70	52	18	61	58	3	80	63	17	53	53	0	126	104	22						
3JJJ	322	301	21	176	157	19	127	108	19	103	117	-14	164	145	19	90	64	26	242	207	35						
ABC CLASSIC	147	144	3	73	70	3	71	80	-9	66	66	0	64	56	8	43	40	3	108	104	4						
<b>Total</b>	<b>4,468</b>	<b>4,445</b>	<b>23</b>	<b>3,517</b>	<b>3,429</b>	<b>88</b>	<b>3,065</b>	<b>3,019</b>	<b>46</b>	<b>3,190</b>	<b>3,119</b>	<b>71</b>	<b>2,948</b>	<b>2,926</b>	<b>22</b>	<b>1,562</b>	<b>1,531</b>	<b>31</b>	<b>3,723</b>	<b>3,749</b>	<b>-26</b>						

# RADIO 360: MELBOURNE - TOTAL RADIO - SURVEY 8 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	18	17	1	1	1	0	1	*	*	5	3	2	4	4	0	4	4	0	3	4	-1
3AW	69	70	-1	2	1	1	2	1	1	1	2	-1	9	10	-1	13	14	-1	41	41	0
RSN 927	3	4	-1	*	*	*	*	*	*	*	*	*	1	2	-1	1	1	0	1	1	0
Magic 1278	8	13	-5	*	*	*	*	*	*	1	1	0	2	2	0	1	1	0	4	8	-4
3MP 1377	11	8	3	*	*	*	*	*	*	1	*	*	1	1	0	2	2	0	7	5	2
101.9 FOX FM	44	48	-4	6	7	-1	6	6	0	12	14	-2	13	15	-2	5	6	-1	1	1	0
GOLD104.3	52	50	2	4	4	0	5	4	1	8	7	1	15	15	0	12	11	1	9	9	0
KIIS 101.1 FM	26	26	0	4	4	0	6	4	2	9	10	-1	4	5	-1	2	2	0	1	1	0
105.1 TRIPLE M	33	33	0	3	4	-1	4	5	-1	6	7	-1	12	10	2	5	6	-1	2	1	1
NOVA 100	51	45	6	4	5	-1	8	6	2	16	15	1	15	11	4	5	5	0	2	2	0
smoothfm 91.5	58	55	3	4	4	0	7	4	3	8	10	-2	12	11	1	12	11	1	15	14	1
ABC MEL	30	30	0	*	1	*	*	*	*	1	1	0	5	5	0	5	4	1	18	20	-2
3RN	12	9	3	*	*	*	*	*	*	*	*	*	1	1	0	2	1	1	9	6	3
ABC NEWSRADIO	6	6	0	*	*	*	1	1	0	1	1	0	1	2	-1	1	*	*	2	2	0
3JJB	12	10	2	2	2	0	2	1	1	7	4	3	2	3	-1	*	*	*	*	*	*
ABC CLASSIC	8	7	1	*	1	*	*	*	*	*	*	*	*	1	*	1	1	0	6	4	2
<b>Total</b>	<b>508</b>	<b>500</b>	<b>8</b>	<b>37</b>	<b>39</b>	<b>-2</b>	<b>48</b>	<b>39</b>	<b>9</b>	<b>97</b>	<b>99</b>	<b>-2</b>	<b>117</b>	<b>117</b>	<b>0</b>	<b>78</b>	<b>77</b>	<b>1</b>	<b>130</b>	<b>128</b>	<b>2</b>

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	+/-
SEN 1116am	19	18	1	34	32	2	26	25	1	23	19	4	19	17	2	3	4	-1	13	13	0
3AW	76	76	0	152	156	-4	128	124	4	62	62	0	41	44	-3	24	23	1	52	54	-2
RSN 927	3	3	0	6	7	-1	3	6	-3	3	3	0	1	2	-1	1	1	0	5	6	-1
Magic 1278	8	13	-5	9	12	-3	15	22	-7	12	18	-6	5	12	-7	3	5	-2	8	12	-4
3MP 1377	12	9	3	14	12	2	17	15	2	19	12	7	11	10	1	2	2	0	9	6	3
101.9 FOX FM	50	54	-4	74	79	-5	72	76	-4	68	76	-8	46	49	-3	8	10	-2	30	32	-2
GOLD104.3	57	54	3	68	72	-4	94	83	11	81	75	6	50	48	2	11	11	0	40	39	1
KIIS 101.1 FM	27	27	0	39	40	-1	37	33	4	33	32	1	30	32	-2	7	6	1	23	25	-2
105.1 TRIPLE M	38	38	0	52	49	3	47	49	-2	52	52	0	47	43	4	6	8	-2	21	20	1
NOVA 100	58	51	7	91	86	5	87	72	15	72	64	8	51	42	9	10	9	1	34	31	3
smoothfm 91.5	60	57	3	64	55	9	106	98	8	79	84	-5	48	47	1	20	17	3	53	50	3
ABC MEL	34	33	1	62	57	5	49	51	-2	26	28	-2	24	26	-2	16	13	3	20	24	-4
3RN	12	9	3	20	17	3	13	10	3	12	7	5	13	9	4	6	3	3	12	8	4
ABC NEWSRADIO	7	7	0	13	15	-2	7	5	2	4	4	0	6	6	0	5	5	0	5	5	0
3JJB	13	10	3	17	16	1	15	10	5	16	10	6	15	14	1	4	3	1	12	10	2
ABC CLASSIC	8	7	1	10	8	2	10	10	0	10	9	1	7	5	2	5	3	2	8	7	1
<b>Total</b>	<b>552</b>	<b>539</b>	<b>13</b>	<b>787</b>	<b>777</b>	<b>10</b>	<b>837</b>	<b>802</b>	<b>35</b>	<b>681</b>	<b>669</b>	<b>12</b>	<b>485</b>	<b>478</b>	<b>7</b>	<b>153</b>	<b>147</b>	<b>6</b>	<b>400</b>	<b>401</b>	<b>-1</b>

# RADIO 360: MELBOURNE - TOTAL RADIO - SURVEY 8 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	76	69	7	27	19	8	2	7	-5	26	21	5	17	17	0	3	6	-3	*	*	*
CADA	14	18	-4	11	10	1	*	*	*	2	5	-3	*	*	*	2	*	*	*	3	*
Chemist Warehouse Remix	23	27	-4	3	*	*	*	2	*	15	19	-4	4	2	2	2	5	-3	*	*	*
Coles Radio	115	119	-4	23	19	4	11	23	-12	32	35	-3	27	24	3	14	15	-1	7	3	4
DANCE HITS	74	63	11	9	8	1	12	16	-4	39	25	14	9	14	-5	1	*	*	4	*	*
EASY HITS	44	32	12	9	6	3	4	2	2	14	9	5	4	12	-8	5	4	1	8	*	*
Elf Radio	14	n.a.	*	2	n.a.	*	*	n.a.	*	3	n.a.	*	6	n.a.	*	1	n.a.	*	1	n.a.	*
GOLD 80s	103	123	-20	25	20	5	8	24	-16	22	14	8	22	36	-14	15	18	-3	11	11	0
iHeartAustralia	50	59	-9	16	16	0	11	18	-7	9	18	-9	7	4	3	5	3	2	3	*	*
iHeartCountry	26	29	-3	*	2	*	3	6	-3	10	7	3	7	5	2	*	3	*	5	5	0
iHeartDance	25	31	-6	4	4	0	12	7	5	7	20	-13	3	*	*	*	*	*	*	*	*
KIIS 90s	79	98	-19	13	14	-1	11	20	-9	20	19	1	31	35	-4	2	8	-6	2	2	0
MMM 2000s	37	33	4	2	2	0	7	4	3	26	26	0	*	*	*	1	1	0	*	*	*
MMM 70s	9	n.a.	*	3	n.a.	*	*	n.a.	*	3	n.a.	*	*	n.a.	*	*	n.a.	*	3	n.a.	*
MMM 80s	40	34	6	3	2	1	3	6	-3	2	4	-2	18	9	9	10	8	2	4	5	-1
MMM 90s	22	41	-19	5	3	2	*	*	*	7	20	-13	5	14	-9	4	3	1	*	1	*
MMM CLASSIC ROCK	61	63	-2	2	4	-2	5	5	0	11	15	-4	16	15	1	15	16	-1	11	8	3
MMM COUNTRY	31	15	16	*	*	*	*	3	*	9	6	3	6	*	*	9	5	4	7	1	6
Nova Nation	21	31	-10	6	9	-3	4	8	-4	3	4	-1	5	4	1	3	7	-4	*	*	*
OLDSKOOL 80s HITS	65	53	12	7	*	*	13	9	4	10	13	-3	31	25	6	2	3	-1	2	3	-1
OLDSKOOL 90s HITS	54	62	-8	*	7	*	2	6	-4	24	29	-5	25	19	6	2	2	0	*	*	*
Priceline Radio	3	3	0	*	*	*	*	*	*	3	3	0	*	*	*	*	*	*	*	*	*
Radio Maria	*	3	*	*	*	*	*	*	*	*	3	*	*	*	*	*	*	*	*	*	*
Radio Maria Ital	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
RnB FRIDAYS RADIO	65	69	-4	9	12	-3	10	9	1	21	23	-2	23	22	1	3	3	0	*	*	*
RSN Xtra	3	4	-1	*	*	*	*	*	*	*	3	*	*	*	*	*	*	*	3	1	2
RSN Xtra2	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
SENTrack	18	21	-3	7	8	-1	4	3	1	3	3	0	2	5	-3	2	1	1	1	1	0
Sky News Radio	13	17	-4	2	9	-7	3	5	-2	5	*	*	2	3	-1	*	*	*	*	*	*
smooth relax	83	86	-3	8	8	0	9	15	-6	15	12	3	21	20	1	13	17	-4	18	15	3
smooth Vintage	24	20	4	*	*	*	2	3	-1	*	*	*	6	7	-1	*	4	*	16	6	10
TikTok Trending	42	81	-39	18	27	-9	9	17	-8	16	32	-16	*	3	*	*	*	*	*	2	*
triple j Unearthed	56	47	9	6	9	-3	2	3	-1	36	23	13	6	7	-1	5	6	-1	*	*	*
ABC Country	11	16	-5	*	2	*	2	*	*	2	3	-1	*	2	*	2	1	1	5	8	-3
ABC Jazz	33	29	4	*	*	*	3	3	0	12	4	8	3	5	-2	2	2	0	13	16	-3
ABC KIDS LISTEN	25	31	-6	15	10	5	*	2	*	6	7	-1	4	9	-5	*	3	*	*	*	*
ABC Sport	31	37	-6	*	*	*	5	5	0	18	18	0	2	5	-3	3	*	*	3	9	-6
Double J	35	37	-2	5	9	-4	*	2	*	14	9	5	12	14	-2	3	3	0	1	*	*
Total Digital/Internet Only	935	944	-9	132	124	8	109	130	-21	291	273	18	194	219	-25	97	96	1	112	102	10

Please Note: Elf Radio & MMM 70s commenced broadcasting Sept 22

# RADIO 360: MELBOURNE - TOTAL RADIO - SURVEY 8 2024 DAB+ STATIONS ONLY - CUMULATIVE AUDIENCE (000'S)

By Session, P10+ [Potential: 4862]

Station	Mon-Fri 5:30am-12mn			Breakfast Mon-Fri 5:30am-9:00am			Morning Mon-Fri 9:00am-12:00md			Afternoon Mon-Fri 12:00md-4:00pm			Drive Mon-Fri 4:00pm-7:00pm			Evening Mon-Fri 7:00pm-12:00mn			Weekend Sat-Sun 5:30am-12mn		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
BLENDER BEATS	65	56	9	28	19	9	22	14	8	40	28	12	41	38	3	18	20	-2	49	40	9
CADA	14	18	-4	2	3	-1	4	2	2	7	11	-4	5	9	-4	7	5	2	9	11	-2
Chemist Warehouse Remix	20	25	-5	6	12	-6	11	14	-3	10	16	-6	5	12	-7	3	*	*	6	6	0
Coles Radio	90	91	-1	28	40	-12	30	33	-3	51	38	13	32	37	-5	14	18	-4	58	79	-21
DANCE HITS	51	47	4	18	13	5	14	10	4	12	11	1	33	23	10	14	16	-2	42	31	11
EASY HITS	38	27	11	10	7	3	14	12	2	21	15	6	15	9	6	3	2	1	10	10	0
Elf Radio	11	n.a.	*	6	n.a.	*	9	n.a.	*	8	n.a.	*	4	n.a.	*	4	n.a.	*	9	n.a.	*
GOLD 80s	90	108	-18	33	33	0	22	27	-5	34	42	-8	45	47	-2	19	22	-3	24	44	-20
iHeartAustralia	48	54	-6	29	20	9	13	21	-8	24	28	-4	17	20	-3	8	16	-8	19	19	0
iHeartCountry	21	25	-4	10	4	6	8	5	3	14	7	7	11	14	-3	8	15	-7	16	15	1
iHeartDance	20	21	-1	11	7	4	5	5	0	4	10	-6	9	5	4	*	4	*	9	10	-1
KIIS 90s	73	86	-13	38	36	2	32	32	0	40	39	1	28	41	-13	15	28	-13	19	32	-13
MMM 2000s	33	28	5	9	4	5	13	6	7	15	17	-2	18	21	-3	6	8	-2	23	13	10
MMM 70s	5	n.a.	*	1	n.a.	*	1	n.a.	*	5	n.a.	*	*	n.a.	*	*	n.a.	*	4	N/A	*
MMM 80s	36	29	7	14	5	9	15	14	1	15	12	3	12	9	3	12	7	5	13	10	3
MMM 90s	19	33	-14	*	3	*	8	13	-5	*	17	*	10	19	-9	1	3	-2	7	10	-3
MMM CLASSIC ROCK	52	53	-1	20	25	-5	24	27	-3	31	29	2	22	33	-11	1	2	-1	31	32	-1
MMM COUNTRY	28	12	16	5	3	2	15	6	9	20	10	10	14	9	5	5	7	-2	15	9	6
Nova Nation	17	25	-8	*	6	*	4	9	-5	8	9	-1	7	6	1	3	7	-4	6	14	-8
OLDSKOOL 80s HITS	58	51	7	11	8	3	24	27	-3	39	28	11	18	17	1	4	6	-2	22	16	6
OLDSKOOL 90s HITS	47	44	3	21	14	7	25	21	4	30	26	4	25	20	5	5	3	2	17	20	-3
Priceline Radio	3	3	0	*	*	*	*	*	*	*	*	*	*	*	*	3	3	0	*	*	*
Radio Maria	*	3	*	*	3	*	*	3	*	*	*	*	*	*	*	*	*	*	*	3	*
Radio Maria Ital	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
RnB FRIDAYS RADIO	60	69	-9	12	24	-12	39	37	2	41	40	1	16	23	-7	8	4	4	18	16	2
RSN Xtra	2	4	-2	*	*	*	*	*	*	2	1	1	*	3	*	*	*	*	2	*	*
RSN Xtra2	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
SENTrack	14	15	-1	3	3	0	*	*	*	4	6	-2	4	8	-4	9	7	2	15	17	-2
Sky News Radio	13	14	-1	7	12	-5	2	6	-4	8	11	-3	2	5	-3	5	5	0	2	10	-8
smooth relax	71	71	0	26	27	-1	23	30	-7	30	33	-3	22	24	-2	15	6	9	33	44	-11
smooth Vintage	19	13	6	9	3	6	12	5	7	14	7	7	3	6	-3	4	4	0	13	13	0
TikTok Trending	39	67	-28	18	25	-7	15	27	-12	20	35	-15	2	19	-17	14	24	-10	16	40	-24
triple j Unearthed	46	39	7	17	11	6	3	5	-2	19	10	9	19	13	6	10	9	1	23	14	9
ABC Country	11	12	-1	4	2	2	8	4	4	7	7	0	*	2	*	*	8	*	5	8	-3
ABC Jazz	31	24	7	5	8	-3	19	13	6	13	8	5	9	6	3	12	7	5	15	16	-1
ABC KIDS LISTEN	23	29	-6	17	17	0	7	6	1	10	2	8	7	7	0	8	9	-1	11	11	0
ABC Sport	20	14	6	7	4	3	3	3	0	6	3	3	4	2	2	4	4	0	13	23	-10
Double J	32	31	1	10	20	-10	13	17	-4	13	22	-9	17	20	-3	9	13	-4	13	27	-14
Total Digital/Internet Only	833	808	25	382	356	26	376	362	14	496	436	60	403	433	-30	219	239	-20	495	540	-45

Please Note: Elf Radio & MMM 70s commenced broadcasting Sept 22

# RADIO 360: MELBOURNE - BY RADIO TYPE - SURVEY 8 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	3.6	3.8	2.6	2.7	3.0	1.3	1.3	1.2	5.1	5.2	6.9	3.8	4.1	4.1	4.6	4.9	4.5	2.2	2.4	1.7
3AW	13.6	13.5	21.9	5.0	5.0	7.8	4.2	3.0	15.7	1.4	1.3	2.9	8.1	7.0	19.7	16.9	16.5	32.1	31.7	32.1	42.4
RSN 927	0.7	0.7	1.1	1.0	1.0	1.7	0.1	0.1	0.2	0.1	0.1	0.3	0.8	0.7	2.1	1.4	1.5	1.6	0.6	0.7	0.4
Magic 1278	1.6	1.7	1.8	0.4	0.4	0.2	0.7	0.7	0.5	1.1	0.9	4.4	1.3	1.5	0.4	1.2	1.2	1.7	3.1	3.3	2.4
3MP 1377	2.2	2.4	1.1	0.5	0.4	1.5	0.6	0.6	1.2	0.5	0.5	0.9	0.7	0.8	0.9	2.5	2.8	0.7	5.5	6.0	1.6
101.9 FOX FM	8.7	9.2	7.7	16.4	16.6	24.0	13.1	14.3	8.4	12.7	13.7	9.1	11.4	12.5	9.8	6.4	7.1	3.2	0.7	0.6	1.4
GOLD104.3	10.2	10.8	9.9	9.9	10.1	12.6	10.0	9.4	19.6	8.6	9.2	7.5	12.6	14.1	8.3	15.1	16.0	14.1	6.6	7.0	6.0
KIIS 101.1 FM	5.1	5.8	1.8	10.7	11.7	5.3	11.7	13.3	3.1	9.4	10.4	3.3	3.5	4.1	1.1	3.1	3.5	0.6	0.7	0.8	0.4
105.1 TRIPLE M	6.5	7.0	5.4	9.3	10.3	4.0	8.9	9.8	5.5	6.3	6.9	3.3	10.0	10.5	11.2	6.9	7.6	4.2	1.6	1.8	0.5
NOVA 100	10.0	11.0	6.3	11.8	12.5	9.9	17.5	19.3	10.2	16.7	17.8	13.1	12.5	14.6	4.1	6.2	6.8	3.3	1.9	1.9	2.1
smoothfm 91.5	11.4	12.4	7.7	10.0	10.9	5.5	13.9	14.5	14.3	8.7	9.0	10.0	10.5	12.1	5.2	15.5	17.2	6.2	11.1	11.9	7.5
ABC MEL	5.9	5.7	9.9	0.9	0.8	1.9	0.4	0.5	*	0.7	0.7	0.9	4.7	4.2	10.8	6.3	6.3	10.9	13.9	13.7	23.2
3RN	2.4	2.7	0.8	0.1	*	0.6	*	*	*	0.4	0.4	*	0.8	0.9	0.4	2.1	2.3	0.9	7.0	7.7	2.6
ABC NEWSRADIO	1.2	1.2	2.3	0.2	0.2	*	1.9	1.8	3.4	0.9	0.8	1.9	1.2	1.1	2.5	1.0	0.9	3.2	1.6	1.7	1.9
3JJI	2.4	2.5	2.9	4.3	4.4	4.5	3.6	4.0	2.0	6.7	6.8	9.2	1.6	1.8	1.2	0.1	0.2	*	0.3	0.2	1.2
ABC CLASSIC	1.6	1.8	0.7	1.3	1.5	0.3	0.6	0.7	0.5	0.3	0.3	1.0	0.3	0.4	0.1	0.8	0.8	1.1	4.6	5.1	1.2
Commercial DAB+ Stns	7.4	7.1	11.9	10.4	10.6	11.0	7.1	6.6	13.9	14.4	14.4	20.2	8.3	7.6	13.9	4.7	4.5	9.2	2.1	2.1	3.0
ABC DAB+ Stns	1.2	1.1	3.0	1.2	0.8	6.1	0.2	0.1	0.4	1.9	1.6	5.2	2.0	1.9	3.9	0.3	0.1	2.5	1.0	1.0	0.6
Total DAB+ Stns	9.0	8.2	14.9	12.0	11.4	17.1	8.1	6.7	14.2	16.5	16.0	25.5	10.8	9.5	17.7	5.4	4.6	11.7	3.3	3.1	3.7

By Session, P10+

Station	Mon-Fri 5:30am-12mn			Breakfast Mon-Fri 5:30am-9:00am			Morning Mon-Fri 9:00am-12:00md			Afternoon Mon-Fri 12:00md-4:00pm			Drive Mon-Fri 4:00pm-7:00pm			Evening Mon-Fri 7:00pm-12:00mn			Weekend 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	3.5	3.6	4.0	4.3	4.3	5.1	3.1	3.2	3.7	3.3	3.4	4.4	3.9	4.1	3.9	2.0	2.1	1.7	3.3	3.5	2.8
3AW	13.8	13.5	23.1	19.3	19.0	29.8	15.3	15.4	22.4	9.1	8.6	18.8	8.5	7.8	20.7	15.9	15.8	24.1	13.0	13.3	17.6
RSN 927	0.5	0.5	0.7	0.8	0.8	1.0	0.4	0.3	1.2	0.4	0.5	0.2	0.2	0.3	*	0.6	0.6	1.5	1.3	1.2	2.4
Magic 1278	1.5	1.6	1.6	1.1	1.1	1.0	1.7	1.8	1.8	1.8	1.9	1.6	1.1	1.1	1.8	1.8	2.0	1.6	1.9	2.0	2.6
3MP 1377	2.1	2.3	1.1	1.8	1.9	1.2	2.0	2.2	0.9	2.7	3.1	1.1	2.2	2.4	1.2	1.4	1.6	1.2	2.3	2.5	1.1
101.9 FOX FM	9.0	9.5	8.8	9.4	10.0	6.4	8.6	8.9	10.3	9.9	10.3	11.5	9.4	10.2	8.0	5.2	5.8	3.5	7.4	8.2	4.0
GOLD104.3	10.3	10.9	9.8	8.7	9.0	7.9	11.2	12.0	10.2	11.9	12.8	10.7	10.4	10.9	11.4	7.0	7.2	8.9	10.1	10.7	10.1
KIIS 101.1 FM	4.9	5.5	1.8	5.0	5.5	1.0	4.5	5.0	2.0	4.9	5.4	2.5	6.2	7.0	1.7	4.3	5.0	0.9	5.8	6.6	1.8
105.1 TRIPLE M	6.9	7.4	5.7	6.6	7.1	4.0	5.7	6.0	6.0	7.7	8.2	7.3	9.7	10.6	5.9	3.8	4.1	4.1	5.1	5.5	4.2
NOVA 100	10.4	11.4	6.6	11.5	12.5	4.5	10.4	11.1	8.7	10.5	11.4	8.2	10.5	11.7	4.6	6.3	7.2	3.6	8.6	9.4	5.3
smoothfm 91.5	10.8	11.8	7.0	8.1	8.6	5.6	12.7	14.0	7.3	11.7	12.8	7.4	10.0	10.9	7.2	12.8	14.5	7.7	13.4	14.4	10.5
ABC MEL	6.1	5.9	10.5	7.9	7.2	18.1	5.9	5.8	9.5	3.8	3.9	4.8	5.0	4.8	9.8	10.6	11.1	12.0	5.1	5.1	7.6
3RN	2.2	2.5	0.6	2.5	2.7	0.7	1.6	1.8	0.3	1.7	1.9	0.6	2.8	3.1	1.2	3.8	4.5	0.3	3.0	3.3	1.7
ABC NEWSRADIO	1.2	1.2	2.0	1.6	1.4	4.5	0.8	0.8	1.0	0.5	0.5	0.9	1.3	1.3	2.4	3.0	3.4	1.3	1.3	1.2	3.3
3JJI	2.3	2.3	3.0	2.1	2.1	3.3	1.8	1.8	2.5	2.3	2.5	2.0	3.1	3.2	4.2	2.6	2.4	5.0	2.9	3.1	2.4
ABC CLASSIC	1.5	1.6	0.7	1.3	1.4	0.9	1.2	1.3	1.0	1.5	1.7	0.5	1.4	1.5	0.6	3.0	3.6	0.1	2.0	2.3	0.9
Commercial DAB+ Stns	7.4	7.3	10.4	4.3	4.4	3.7	7.5	7.5	9.5	9.9	9.8	14.0	8.0	8.0	11.0	8.4	7.4	17.6	7.2	6.4	17.6
ABC DAB+ Stns	1.2	1.1	2.7	0.9	0.9	1.3	0.9	0.8	1.7	1.5	1.3	3.4	1.2	1.0	4.2	2.0	1.7	4.8	1.4	1.2	4.1
Total DAB+ Stns	8.9	8.4	13.1	5.3	5.3	5.1	8.8	8.4	11.3	11.8	11.1	17.5	9.5	9.0	15.2	10.8	9.2	22.4	9.2	7.6	21.7

Interpreting RADIO 360: For People 10+, Mon-Sun 5:30am-12mn, SEN 1116am has a 3.5% share of all listening, 3.6% share of AM/FM/DAB+ listening and 3.8% 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 8 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	423	419	76	38	37	4	29	29	5	111	111	21	95	92	27	75	75	11	76	76	7
3AW	777	753	185	53	50	18	46	40	20	73	68	21	134	132	45	151	145	37	319	318	44
RSN 927	101	96	30	9	9	5	7	4	3	16	15	5	20	20	8	29	29	7	19	19	1
Magic 1278	198	179	50	13	11	2	24	21	8	43	38	17	18	13	6	29	25	4	72	72	13
3MP 1377	209	198	49	26	24	7	10	10	6	32	30	13	25	20	10	35	35	2	81	79	11
101.9 FOX FM	1,126	1,053	206	168	164	31	171	162	29	385	346	73	258	249	49	102	98	13	40	35	11
GOLD104.3	1,200	1,147	223	126	121	21	143	130	48	241	235	44	295	279	58	221	216	29	173	167	22
KIIS 101.1 FM	906	872	104	142	140	15	126	117	23	381	365	41	167	160	19	60	60	3	30	30	4
105.1 TRIPLE M	783	742	136	110	99	18	100	85	19	222	214	33	206	202	45	95	93	17	49	48	4
NOVA 100	1,269	1,211	233	172	163	33	194	186	51	468	443	85	298	291	43	95	92	9	42	37	11
smoothfm 91.5	1,227	1,158	194	128	117	20	152	132	43	257	240	47	273	258	38	181	178	21	236	232	26
ABC MEL	465	454	109	19	18	5	15	15	*	36	32	6	95	92	32	90	90	19	210	207	46
3RN	154	154	30	3	3	3	6	6	*	20	20	*	22	22	6	29	29	5	75	75	16
ABC NEWSRADIO	230	213	62	11	11	*	32	29	13	53	48	17	51	48	16	29	26	6	54	51	9
3JJJ	397	367	89	35	33	8	61	57	9	201	181	54	81	80	10	8	8	*	11	9	7
ABC CLASSIC	163	151	31	19	19	4	13	9	3	17	12	8	31	31	2	16	14	4	67	65	9
Commercial DAB+ Stns	773	717	258	115	113	35	101	89	39	233	218	88	159	147	57	84	81	18	81	70	21
ABC DAB+ Stns	177	145	85	25	20	15	9	9	2	82	63	43	26	23	12	13	9	8	22	20	5
Total DAB+ Stns	935	818	330	132	124	47	109	96	40	291	261	126	194	163	69	97	88	24	112	85	25
Total	4,587	4,463	1,297	481	463	141	468	460	166	1,248	1,210	375	1,009	976	294	576	565	135	805	789	187

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	362	358	57	188	185	17	169	169	16	170	166	24	154	148	15	61	59	9	216	209	36
3AW	714	700	158	528	494	76	451	427	66	373	357	62	266	244	49	218	181	55	562	532	98
RSN 927	79	70	25	45	43	6	30	20	13	25	21	5	20	20	*	10	8	7	62	60	10
Magic 1278	165	154	26	66	58	11	79	69	12	85	75	16	58	50	7	36	29	8	99	81	31
3MP 1377	193	178	47	72	67	15	83	69	15	100	89	22	67	63	12	35	30	5	96	91	14
101.9 FOX FM	1,038	959	190	619	581	66	490	439	77	554	510	82	493	452	64	192	170	21	555	531	70
GOLD104.3	1,081	1,014	201	562	513	74	566	515	86	637	591	97	511	471	55	220	197	28	648	608	82
KIIS 101.1 FM	787	749	86	404	391	17	322	300	32	365	341	40	339	329	16	140	136	9	451	438	38
105.1 TRIPLE M	677	638	106	354	329	36	291	268	46	368	336	58	336	325	34	117	100	17	397	380	51
NOVA 100	1,172	1,103	196	717	681	73	567	496	100	517	484	74	491	456	45	186	167	19	684	649	79
smoothfm 91.5	1,086	1,012	166	539	493	63	547	508	74	558	520	52	491	455	54	269	239	35	748	704	92
ABC MEL	412	402	98	274	264	45	229	207	45	212	196	32	163	148	31	136	125	28	284	266	50
3RN	140	140	20	94	94	7	61	60	5	60	60	10	53	53	8	31	31	3	98	90	18
ABC NEWSRADIO	204	188	52	123	113	21	70	58	17	61	49	16	80	73	15	53	48	5	126	100	39
3JJJ	322	289	71	176	156	34	127	105	23	103	91	25	164	155	17	90	75	16	242	222	39
ABC CLASSIC	147	134	26	73	67	8	71	64	10	66	62	10	64	62	3	43	41	2	108	105	9
Commercial DAB+ Stns	698	637	221	312	285	48	317	279	90	412	364	115	331	311	61	172	137	48	395	367	103
ABC DAB+ Stns	153	130	63	60	54	13	46	39	17	69	61	28	57	49	23	43	17	26	81	47	45
Total DAB+ Stns	833	729	272	382	329	61	376	311	104	496	420	143	403	357	83	219	152	69	495	407	147
Total	4,468	4,315	1,152	3,517	3,277	544	3,065	2,802	575	3,190	2,932	626	2,948	2,695	429	1,562	1,362	276	3,723	3,476	753

Interpreting RADIO 360: For People 10+, Mon-Sun 5:30am-12mn, SEN 1116am has 423,000 total listeners, 419,000 AM/FM/DAB+ listeners and 76,000 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.