

RADIO 360: MELBOURNE - TOTAL RADIO - SURVEY 1 2025

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	3.2	3.5	-0.3	1.6	2.6	-1.0	1.7	1.3	0.4	2.2	5.1	-2.9	4.2	3.8	0.4	3.8	4.6	-0.8	3.8	2.2	1.6
3AW	16.8	13.6	3.2	5.1	5.0	0.1	1.6	4.2	-2.6	4.1	1.4	2.7	15.1	8.1	7.0	14.6	16.9	-2.3	36.2	31.7	4.5
Magic 1278	1.9	1.6	0.3	1.0	0.4	0.6	0.7	0.7	0.0	1.1	1.1	0.0	0.4	1.3	-0.9	0.8	1.2	-0.4	4.8	3.1	1.7
3MP 1377	1.0	2.2	-1.2	0.2	0.5	-0.3	0.4	0.6	-0.2	0.6	0.5	0.1	0.6	0.7	-0.1	2.1	2.5	-0.4	1.4	5.5	-4.1
101.9 FOX FM	8.6	8.7	-0.1	15.4	16.4	-1.0	15.4	13.1	2.3	15.5	12.7	2.8	8.2	11.4	-3.2	5.8	6.4	-0.6	1.6	0.7	0.9
GOLD104.3	12.0	10.2	1.8	12.9	9.9	3.0	8.8	10.0	-1.2	9.4	8.6	0.8	12.4	12.6	-0.2	19.7	15.1	4.6	9.9	6.6	3.3
KIIS 101.1 FM	5.1	5.1	0.0	10.8	10.7	0.1	12.0	11.7	0.3	7.2	9.4	-2.2	5.7	3.5	2.2	3.3	3.1	0.2	0.6	0.7	-0.1
105.1 TRIPLE M	7.0	6.5	0.5	8.4	9.3	-0.9	5.9	8.9	-3.0	8.6	6.3	2.3	9.9	10.0	-0.1	11.5	6.9	4.6	1.1	1.6	-0.5
NOVA 100	9.3	10.0	-0.7	15.6	11.8	3.8	16.4	17.5	-1.1	13.6	16.7	-3.1	13.1	12.5	0.6	4.1	6.2	-2.1	2.1	1.9	0.2
smoothfm 91.5	9.3	11.4	-2.1	5.4	10.0	-4.6	9.3	13.9	-4.6	8.7	8.7	0.0	7.0	10.5	-3.5	11.0	15.5	-4.5	11.8	11.1	0.7
ABC MEL	4.7	5.9	-1.2	0.9	0.9	0.0	1.3	0.4	0.9	1.1	0.7	0.4	3.8	4.7	-0.9	5.7	6.3	-0.6	9.5	13.9	-4.4
3RN	1.2	2.4	-1.2	0.1	0.1	0.0	0.2	*	*	0.2	0.4	-0.2	0.9	0.8	0.1	1.0	2.1	-1.1	2.9	7.0	-4.1
ABC NEWSRADIO	1.2	1.2	0.0	0.3	0.2	0.1	1.3	1.9	-0.6	0.9	0.9	0.0	0.5	1.2	-0.7	1.2	1.0	0.2	2.1	1.6	0.5
3JJJ	3.2	2.4	0.8	2.1	4.3	-2.2	4.6	3.6	1.0	8.5	6.7	1.8	2.8	1.6	1.2	1.7	0.1	1.6	0.3	0.3	0.0
ABC CLASSIC	1.8	1.6	0.2	1.1	1.3	-0.2	0.3	0.6	-0.3	2.2	0.3	1.9	1.1	0.3	0.8	1.0	0.8	0.2	3.1	4.6	-1.5

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	3.4	3.5	-0.1	3.8	4.3	-0.5	3.6	3.1	0.5	3.4	3.3	0.1	3.5	3.9	-0.4	1.8	2.0	-0.2	2.5	3.3	-0.8
3AW	17.2	13.8	3.4	20.6	19.3	1.3	19.2	15.3	3.9	13.6	9.1	4.5	11.4	8.5	2.9	21.8	15.9	5.9	15.4	13.0	2.4
Magic 1278	1.6	1.5	0.1	1.0	1.1	-0.1	1.7	1.7	0.0	1.9	1.8	0.1	1.7	1.1	0.6	1.7	1.8	-0.1	3.0	1.9	1.1
3MP 1377	0.9	2.1	-1.2	0.7	1.8	-1.1	0.7	2.0	-1.3	0.8	2.7	-1.9	1.4	2.2	-0.8	1.8	1.4	0.4	1.2	2.3	-1.1
101.9 FOX FM	9.0	9.0	0.0	8.4	9.4	-1.0	8.9	8.6	0.3	10.4	9.9	0.5	9.5	9.4	0.1	6.0	5.2	0.8	7.5	7.4	0.1
GOLD104.3	12.0	10.3	1.7	11.5	8.7	2.8	12.2	11.2	1.0	12.4	11.9	0.5	12.3	10.4	1.9	11.3	7.0	4.3	11.8	10.1	1.7
KIIS 101.1 FM	5.3	4.9	0.4	5.1	5.0	0.1	4.6	4.5	0.1	5.4	4.9	0.5	7.4	6.2	1.2	4.6	4.3	0.3	4.5	5.8	-1.3
105.1 TRIPLE M	7.6	6.9	0.7	7.9	6.6	1.3	7.2	5.7	1.5	7.9	7.7	0.2	9.2	9.7	-0.5	4.6	3.8	0.8	4.9	5.1	-0.2
NOVA 100	9.2	10.4	-1.2	10.1	11.5	-1.4	8.5	10.4	-1.9	9.4	10.5	-1.1	10.0	10.5	-0.5	6.3	6.3	0.0	9.5	8.6	0.9
smoothfm 91.5	8.7	10.8	-2.1	7.5	8.1	-0.6	9.4	12.7	-3.3	9.8	11.7	-1.9	7.6	10.0	-2.4	8.9	12.8	-3.9	11.4	13.4	-2.0
ABC MEL	4.8	6.1	-1.3	6.3	7.9	-1.6	4.5	5.9	-1.4	3.2	3.8	-0.6	4.4	5.0	-0.6	6.8	10.6	-3.8	4.2	5.1	-0.9
3RN	1.2	2.2	-1.0	1.8	2.5	-0.7	1.0	1.6	-0.6	0.9	1.7	-0.8	1.2	2.8	-1.6	1.5	3.8	-2.3	1.1	3.0	-1.9
ABC NEWSRADIO	1.1	1.2	-0.1	1.2	1.6	-0.4	0.9	0.8	0.1	0.7	0.5	0.2	1.2	1.3	-0.1	2.3	3.0	-0.7	1.6	1.3	0.3
3JJJ	2.7	2.3	0.4	2.8	2.1	0.7	2.0	1.8	0.2	2.8	2.3	0.5	3.7	3.1	0.6	2.4	2.6	-0.2	4.7	2.9	1.8
ABC CLASSIC	1.7	1.5	0.2	1.5	1.3	0.2	1.4	1.2	0.2	1.8	1.5	0.3	1.7	1.4	0.3	2.4	3.0	-0.6	2.3	2.0	0.3

RADIO 360: MELBOURNE - TOTAL RADIO - SURVEY 1 2025

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	311	423	-112	28	38	-10	18	29	-11	71	111	-40	75	95	-20	53	75	-22	66	76	-10
3AW	750	777	-27	48	53	-5	24	46	-22	66	73	-7	180	134	46	126	151	-25	306	319	-13
Magic 1278	180	198	-18	20	13	7	10	24	-14	38	43	-5	23	18	5	18	29	-11	71	72	-1
3MP 1377	113	209	-96	6	26	-20	11	10	1	19	32	-13	17	25	-8	9	35	-26	50	81	-31
101.9 FOX FM	1,279	1,126	153	211	168	43	174	171	3	474	385	89	266	258	8	96	102	-6	59	40	19
GOLD104.3	1,230	1,200	30	145	126	19	94	143	-49	283	241	42	288	295	-7	232	221	11	188	173	15
KIIS 101.1 FM	1,012	906	106	180	142	38	168	126	42	373	381	-8	186	167	19	77	60	17	27	30	-3
105.1 TRIPLE M	778	783	-5	82	110	-28	80	100	-20	256	222	34	207	206	1	112	95	17	40	49	-9
NOVA 100	1,261	1,269	-8	195	172	23	164	194	-30	448	468	-20	312	298	14	98	95	3	45	42	3
smoothfm 91.5	1,174	1,227	-53	126	128	-2	141	152	-11	289	257	32	254	273	-19	162	181	-19	202	236	-34
ABC MEL	450	465	-15	19	19	0	20	15	5	52	36	16	95	95	0	75	90	-15	189	210	-21
3RN	143	154	-11	4	3	1	10	6	4	9	20	-11	31	22	9	26	29	-3	62	75	-13
ABC NEWSRADIO	205	230	-25	14	11	3	17	32	-15	37	53	-16	42	51	-9	30	29	1	65	54	11
3JJJ	460	397	63	32	35	-3	58	61	-3	247	201	46	92	81	11	25	8	17	6	11	-5
ABC CLASSIC	179	163	16	21	19	2	10	13	-3	44	17	27	26	31	-5	24	16	8	54	67	-13
Total	4,679	4,587	92	502	481	21	476	468	8	1,293	1,248	45	1,041	1,009	32	581	576	5	786	805	-19

By Session, P10+ [Potential: 4983]

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	262	362	-100	151	188	-37	129	169	-40	114	170	-56	98	154	-56	36	61	-25	175	216	-41
3AW	705	714	-9	518	528	-10	463	451	12	386	373	13	315	266	49	213	218	-5	535	562	-27
Magic 1278	145	165	-20	61	66	-5	77	79	-2	73	85	-12	59	58	1	31	36	-5	93	99	-6
3MP 1377	98	193	-95	36	72	-36	44	83	-39	49	100	-51	41	67	-26	34	35	-1	58	96	-38
101.9 FOX FM	1,150	1,038	112	637	619	18	493	490	3	570	554	16	527	493	34	207	192	15	671	555	116
GOLD104.3	1,092	1,081	11	606	562	44	546	566	-20	576	637	-61	502	511	-9	249	220	29	680	648	32
KIIS 101.1 FM	889	787	102	450	404	46	366	322	44	397	365	32	393	339	54	155	140	15	490	451	39
105.1 TRIPLE M	698	677	21	363	354	9	280	291	-11	322	368	-46	325	336	-11	143	117	26	368	397	-29
NOVA 100	1,134	1,172	-38	666	717	-51	471	567	-96	544	517	27	508	491	17	209	186	23	738	684	54
smoothfm 91.5	993	1,086	-93	491	539	-48	466	547	-81	477	558	-81	380	491	-111	222	269	-47	697	748	-51
ABC MEL	404	412	-8	257	274	-17	198	229	-31	193	212	-19	152	163	-11	105	136	-31	254	284	-30
3RN	128	140	-12	67	94	-27	48	61	-13	66	60	6	54	53	1	26	31	-5	77	98	-21
ABC NEWSRADIO	186	204	-18	95	123	-28	88	70	18	62	61	1	61	80	-19	34	53	-19	105	126	-21
3JJJ	389	322	67	203	176	27	141	127	14	184	103	81	195	164	31	82	90	-8	268	242	26
ABC CLASSIC	169	147	22	79	73	6	92	71	21	82	66	16	79	64	15	49	43	6	109	108	1
Total	4,571	4,468	103	3,553	3,517	36	3,036	3,065	-29	3,194	3,190	4	2,977	2,948	29	1,577	1,562	15	3,873	3,723	150

RADIO 360: MELBOURNE - TOTAL RADIO - SURVEY 1 2025

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	16	18	-2	1	1	0	1	1	0	2	5	-3	4	4	0	3	4	-1	5	3	2
3AW	83	69	14	2	2	0	1	2	-1	4	1	3	16	9	7	11	13	-2	50	41	9
Magic 1278	9	8	1	*	*	*	*	*	*	1	1	0	*	2	*	1	1	0	7	4	3
3MP 1377	5	11	-6	*	*	*	*	*	*	1	1	0	1	1	0	2	2	0	2	7	-5
101.9 FOX FM	43	44	-1	6	6	0	6	6	0	16	12	4	8	13	-5	4	5	-1	2	1	1
GOLD104.3	59	52	7	5	4	1	3	5	-2	9	8	1	13	15	-2	15	12	3	13	9	4
KIIS 101.1 FM	25	26	-1	4	4	0	5	6	-1	7	9	-2	6	4	2	2	2	0	1	1	0
105.1 TRIPLE M	35	33	2	3	3	0	2	4	-2	9	6	3	10	12	-2	9	5	4	2	2	0
NOVA 100	46	51	-5	6	4	2	6	8	-2	14	16	-2	14	15	-1	3	5	-2	3	2	1
smoothfm 91.5	46	58	-12	2	4	-2	4	7	-3	9	8	1	7	12	-5	8	12	-4	16	15	1
ABC MEL	23	30	-7	*	*	*	1	*	*	1	1	0	4	5	-1	4	5	-1	13	18	-5
3RN	6	12	-6	*	*	*	*	*	*	*	*	*	1	1	0	1	2	-1	4	9	-5
ABC NEWSRADIO	6	6	0	*	*	*	*	1	*	1	1	0	1	1	0	1	1	0	3	2	1
3JJJ	16	12	4	1	2	-1	2	2	0	8	7	1	3	2	1	1	*	*	*	*	*
ABC CLASSIC	9	8	1	*	*	*	*	*	*	2	*	*	1	*	*	1	1	0	4	6	-2
Total	495	508	-13	41	37	4	38	48	-10	100	97	3	103	117	-14	75	78	-3	137	130	7

By Session, P10+ [Potential: 4983]

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	18	19	-1	29	34	-5	29	26	3	22	23	-1	16	19	-3	3	3	0	10	13	-3
3AW	91	76	15	157	152	5	155	128	27	86	62	24	54	41	13	33	24	9	63	52	11
Magic 1278	8	8	0	8	9	-1	14	15	-1	12	12	0	8	5	3	3	3	0	12	8	4
3MP 1377	5	12	-7	5	14	-9	6	17	-11	5	19	-14	6	11	-5	3	2	1	5	9	-4
101.9 FOX FM	48	50	-2	64	74	-10	72	72	0	66	68	-2	45	46	-1	9	8	1	30	30	0
GOLD104.3	64	57	7	87	68	19	99	94	5	79	81	-2	58	50	8	17	11	6	48	40	8
KIIS 101.1 FM	28	27	1	39	39	0	37	37	0	34	33	1	35	30	5	7	7	0	18	23	-5
105.1 TRIPLE M	41	38	3	60	52	8	58	47	11	50	52	-2	43	47	-4	7	6	1	20	21	-1
NOVA 100	49	58	-9	77	91	-14	68	87	-19	60	72	-12	47	51	-4	10	10	0	38	34	4
smoothfm 91.5	46	60	-14	57	64	-7	76	106	-30	62	79	-17	36	48	-12	14	20	-6	46	53	-7
ABC MEL	26	34	-8	48	62	-14	36	49	-13	20	26	-6	21	24	-3	10	16	-6	17	20	-3
3RN	7	12	-5	13	20	-7	8	13	-5	5	12	-7	6	13	-7	2	6	-4	4	12	-8
ABC NEWSRADIO	6	7	-1	9	13	-4	7	7	0	4	4	0	6	6	0	3	5	-2	6	5	1
3JJJ	14	13	1	21	17	4	16	15	1	18	16	2	18	15	3	4	4	0	19	12	7
ABC CLASSIC	9	8	1	12	10	2	11	10	1	11	10	1	8	7	1	4	5	-1	9	8	1
Total	530	552	-22	760	787	-27	807	837	-30	635	681	-46	471	485	-14	153	153	0	407	400	7

RADIO 360: MELBOURNE - TOTAL RADIO - SURVEY 1 2025

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	30	76	-46	15	27	-12	4	2	2	6	26	-20	2	17	-15	2	3	-1	*	*	*
CADA	38	14	24	11	11	0	11	*	*	9	2	7	6	*	*	1	2	-1	*	*	*
Chemist Warehouse Remix	18	23	-5	6	3	3	3	*	*	4	15	-11	4	4	0	2	2	0	*	*	*
Coles Radio	65	115	-50	8	23	-15	12	11	1	18	32	-14	14	27	-13	5	14	-9	8	7	1
DANCE HITS	74	74	0	12	9	3	17	12	5	32	39	-7	8	9	-1	4	1	3	2	4	-2
EASY HITS	44	44	0	7	9	-2	3	4	-1	17	14	3	11	4	7	2	5	-3	3	8	-5
GOLD 80s	107	103	4	17	25	-8	7	8	-1	14	22	-8	33	22	11	20	15	5	16	11	5
iHeartAustralia	76	50	26	20	16	4	14	11	3	17	9	8	7	7	0	7	5	2	11	3	8
iHeartCountry	15	26	-11	4	*	*	*	3	*	3	10	-7	5	7	-2	*	*	*	2	5	-3
iHeartDance	11	25	-14	6	4	2	2	12	-10	3	7	-4	*	3	*	*	*	*	*	*	*
KIIS 90s	56	79	-23	7	13	-6	7	11	-4	13	20	-7	16	31	-15	10	2	8	2	2	0
MMM 2000s	27	37	-10	5	2	3	2	7	-5	17	26	-9	1	*	*	*	1	*	*	*	*
MMM 70s	13	9	4	3	3	0	3	*	*	*	3	*	*	*	*	4	*	*	3	3	0
MMM 80s	43	40	3	3	3	0	9	3	6	7	2	5	11	18	-7	8	10	-2	4	4	0
MMM 90s	45	22	23	4	5	-1	3	*	*	22	7	15	12	5	7	4	4	0	*	*	*
MMM CLASSIC ROCK	30	61	-31	2	2	0	2	5	-3	2	11	-9	6	16	-10	11	15	-4	8	11	-3
MMM COUNTRY	34	31	3	2	*	*	*	*	*	15	9	6	6	6	0	7	9	-2	4	7	-3
Nova Nation	19	21	-2	7	6	1	5	4	1	6	3	3	*	5	*	1	3	-2	*	*	*
OLDSKOOL 80s HITS	49	65	-16	8	7	1	4	13	-9	10	10	0	23	31	-8	4	2	2	*	2	*
OLDSKOOL 90s HITS	64	54	10	13	*	*	3	2	1	31	24	7	11	25	-14	4	2	2	2	*	*
Priceline Radio	4	3	1	4	*	*	*	*	*	*	3	*	*	*	*	*	*	*	*	*	*
Radio Maria	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Radio Maria Ital	2	*	*	*	*	*	*	*	*	*	*	*	*	*	*	2	*	*	*	*	*
RnB FRIDAYS RADIO	74	65	9	17	9	8	8	10	-2	31	21	10	12	23	-11	6	3	3	*	*	*
SENTrack	17	18	-1	5	7	-2	*	4	*	*	3	*	9	2	7	1	2	-1	2	1	1
Sky News Radio	16	13	3	3	2	1	3	3	0	3	5	-2	3	2	1	3	*	*	1	*	*
smooth relax	69	83	-14	11	8	3	5	9	-4	13	15	-2	10	21	-11	9	13	-4	21	18	3
smooth Vintage	26	24	2	*	*	*	*	2	*	2	*	*	7	6	1	7	*	*	11	16	-5
TikTok Trending	73	42	31	27	18	9	9	9	0	26	16	10	8	*	*	2	*	*	*	*	*
triple j Unearthed	47	56	-9	10	6	4	12	2	10	13	36	-23	7	6	1	5	5	0	*	*	*
ABC Country	27	11	16	1	*	*	1	2	-1	7	2	5	11	*	*	2	2	0	5	5	0
ABC Jazz	58	33	25	5	*	*	2	3	-1	21	12	9	14	3	11	4	2	2	13	13	0
ABC KIDS LISTEN	27	25	2	13	15	-2	*	*	*	9	6	3	2	4	-2	3	*	*	*	*	*
ABC Sport	16	31	-15	4	*	*	*	5	*	*	18	*	4	2	2	3	3	0	5	3	2
Double J	71	35	36	6	5	1	5	*	*	35	14	21	19	12	7	3	3	0	3	1	2
Total Digital/Internet Only	954	935	19	149	132	17	118	109	9	292	291	1	181	194	-13	101	97	4	113	112	1

RADIO 360: MELBOURNE - TOTAL RADIO - SURVEY 1 2025

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

By Session, P10+ [Potential: 4983]

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	26	65	-39	11	28	-17	13	22	-9	13	40	-27	10	41	-31	1	18	-17	14	49	-35
CADA	35	14	21	14	2	12	6	4	2	14	7	7	17	5	12	8	7	1	13	9	4
Chemist Warehouse Remix	12	20	-8	8	6	2	10	11	-1	8	10	-2	7	5	2	4	3	1	9	6	3
Coles Radio	42	90	-48	17	28	-11	23	30	-7	21	51	-30	13	32	-19	8	14	-6	36	58	-22
DANCE HITS	55	51	4	16	18	-2	16	14	2	24	12	12	24	33	-9	12	14	-2	39	42	-3
EASY HITS	42	38	4	13	10	3	18	14	4	20	21	-1	15	15	0	5	3	2	17	10	7
GOLD 80s	88	90	-2	26	33	-7	33	22	11	24	34	-10	29	45	-16	23	19	4	47	24	23
iHeartAustralia	64	48	16	45	29	16	31	13	18	25	24	1	12	17	-5	7	8	-1	39	19	20
iHeartCountry	12	21	-9	6	10	-4	*	8	*	2	14	-12	6	11	-5	6	8	-2	8	16	-8
iHeartDance	11	20	-9	7	11	-4	6	5	1	3	4	-1	2	9	-7	2	*	*	2	9	-7
KIIS 90s	49	73	-24	29	38	-9	18	32	-14	17	40	-23	15	28	-13	17	15	2	28	19	9
MMM 2000s	25	33	-8	14	9	5	16	13	3	11	15	-4	10	18	-8	14	6	8	13	23	-10
MMM 70s	11	5	6	8	1	7	4	1	3	8	5	3	1	*	*	1	*	*	8	4	4
MMM 80s	29	36	-7	14	14	0	13	15	-2	10	15	-5	6	12	-6	9	12	-3	22	13	9
MMM 90s	40	19	21	10	*	*	16	8	8	20	*	*	13	10	3	5	1	4	17	7	10
MMM CLASSIC ROCK	25	52	-27	16	20	-4	12	24	-12	14	31	-17	15	22	-7	6	1	5	18	31	-13
MMM COUNTRY	30	28	2	12	5	7	15	15	0	19	20	-1	20	14	6	4	5	-1	20	15	5
Nova Nation	15	17	-2	7	*	*	1	4	-3	1	8	-7	5	7	-2	7	3	4	5	6	-1
OLDSKOOL 80s HITS	39	58	-19	7	11	-4	12	24	-12	16	39	-23	19	18	1	14	4	10	22	22	0
OLDSKOOL 90s HITS	45	47	-2	19	21	-2	16	25	-9	11	30	-19	16	25	-9	6	5	1	31	17	14
Priceline Radio	4	3	1	2	*	*	*	*	*	2	*	*	2	*	*	*	3	*	*	*	*
Radio Maria	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Radio Maria Ital	2	*	*	*	*	*	2	*	*	*	*	*	*	*	*	*	*	*	*	*	*
RnB FRIDAYS RADIO	65	60	5	33	12	21	28	39	-11	29	41	-12	30	16	14	14	8	6	32	18	14
SENTrack	14	14	0	*	3	*	7	*	*	5	4	1	*	4	*	4	9	-5	7	15	-8
Sky News Radio	13	13	0	8	7	1	3	2	1	3	8	-5	6	2	4	2	5	-3	5	2	3
smooth relax	52	71	-19	14	26	-12	35	23	12	31	30	1	15	22	-7	8	15	-7	28	33	-5
smooth Vintage	21	19	2	3	9	-6	11	12	-1	13	14	-1	7	3	4	4	4	0	15	13	2
TikTok Trending	58	39	19	30	18	12	23	15	8	20	20	0	13	2	11	18	14	4	46	16	30
triple j Unearthed	34	46	-12	4	17	-13	9	3	6	14	19	-5	11	19	-8	9	10	-1	23	23	0
ABC Country	20	11	9	10	4	6	14	8	6	11	7	4	8	*	*	3	*	*	15	5	10
ABC Jazz	47	31	16	10	5	5	8	19	-11	10	13	-3	17	9	8	32	12	20	28	15	13
ABC KIDS LISTEN	25	23	2	14	17	-3	4	7	-3	3	10	-7	14	7	7	*	8	*	19	11	8
ABC Sport	12	20	-8	7	7	0	2	3	-1	5	6	-1	2	4	-2	5	4	1	8	13	-5
Double J	60	32	28	29	10	19	23	13	10	36	13	23	25	17	8	11	9	2	29	13	16
Total Digital/Internet Only	814	833	-19	422	382	40	388	376	12	402	496	-94	365	403	-38	221	219	2	573	495	78

RADIO 360: MELBOURNE - BY RADIO TYPE - SURVEY 1 2025

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	AM/FM/	Streaming	Total	AM/FM/	Streaming	Total	AM/FM/	Streaming	Total	AM/FM/	Streaming	Total	AM/FM/	Streaming	Total	AM/FM/	Streaming	Total	AM/FM/	Streaming
	Radio	DAB+		Radio	DAB+		Radio	DAB+		Radio	DAB+		Radio	DAB+		Radio	DAB+		Radio	DAB+	
SEN 1116am	3.2	3.3	4.6	1.6	1.9	0.4	1.7	2.0	*	2.2	2.3	2.3	4.2	3.9	8.3	3.8	4.0	5.2	3.8	4.0	3.9
3AW	16.8	16.6	29.0	5.1	5.0	10.8	1.6	1.8	1.4	4.1	3.1	15.3	15.1	14.0	30.2	14.6	12.4	40.3	36.2	37.6	47.6
Magic 1278	1.9	2.1	1.1	1.0	1.0	2.2	0.7	0.9	*	1.1	1.0	1.9	0.4	0.5	0.3	0.8	0.9	1.4	4.8	5.3	1.4
3MP 1377	1.0	1.1	1.1	0.2	0.2	1.1	0.4	0.4	*	0.6	0.6	0.7	0.6	0.5	1.3	2.1	2.4	1.4	1.4	1.5	1.5
101.9 FOX FM	8.6	9.5	6.3	15.4	17.3	6.6	15.4	17.0	12.0	15.5	16.7	12.4	8.2	9.4	5.5	5.8	6.7	2.8	1.6	1.6	2.4
GOLD104.3	12.0	13.1	10.2	12.9	13.9	12.9	8.8	9.3	10.1	9.4	9.9	9.4	12.4	13.4	13.6	19.7	23.2	7.7	9.9	10.7	7.1
KIIS 101.1 FM	5.1	5.9	1.9	10.8	12.1	5.1	12.0	13.9	2.9	7.2	8.1	2.3	5.7	7.0	1.4	3.3	3.7	2.3	0.6	0.6	0.3
105.1 TRIPLE M	7.0	7.7	5.2	8.4	9.2	5.9	5.9	6.0	8.9	8.6	9.1	8.3	9.9	11.5	5.9	11.5	13.7	3.6	1.1	1.2	0.6
NOVA 100	9.3	10.4	5.2	15.6	17.0	13.0	16.4	18.9	4.7	13.6	15.1	7.0	13.1	15.6	6.1	4.1	4.6	3.1	2.1	2.3	1.2
smoothfm 91.5	9.3	10.2	7.7	5.4	5.2	12.0	9.3	10.2	8.0	8.7	8.9	11.2	7.0	8.1	4.0	11.0	12.6	7.0	11.8	12.8	8.8
ABC MEL	4.7	4.5	9.2	0.9	1.0	0.2	1.3	0.9	6.3	1.1	0.7	4.6	3.8	3.5	8.2	5.7	5.2	13.4	9.5	9.6	15.7
3RN	1.2	1.4	0.5	0.1	0.1	*	0.2	0.1	0.6	0.2	0.3	*	0.9	1.0	0.8	1.0	1.2	0.5	2.9	3.2	0.7
ABC NEWSRADIO	1.2	1.2	1.7	0.3	0.3	1.2	1.3	1.3	2.1	0.9	0.9	1.5	0.5	0.4	1.6	1.2	1.3	1.0	2.1	2.1	2.8
3JJJ	3.2	3.4	3.0	2.1	1.9	6.3	4.6	4.8	6.3	8.5	9.2	6.5	2.8	3.1	2.3	1.7	1.9	0.9	0.3	0.3	*
ABC CLASSIC	1.8	1.9	1.9	1.1	1.2	0.4	0.3	0.2	1.6	2.2	2.0	4.5	1.1	1.3	0.5	1.0	0.9	2.8	3.1	3.5	1.1
Commercial DAB+ Stns	6.2	6.4	8.6	10.2	10.5	14.1	12.2	11.2	31.3	9.9	10.4	9.6	5.0	5.3	6.4	4.6	4.9	5.0	2.5	2.5	4.1
ABC DAB+ Stns	1.3	1.2	2.8	2.6	2.3	7.7	1.1	0.9	3.9	1.5	1.5	2.5	1.7	1.5	3.6	0.5	0.4	1.6	0.9	1.0	0.9
Total DAB+ Stns	8.5	7.6	11.4	15.0	12.8	21.8	14.7	12.1	35.2	11.9	11.9	12.1	7.4	6.7	10.0	7.4	5.3	6.6	3.8	3.5	5.0

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	AM/FM/	Streaming	Total	AM/FM/	Streaming	Total	AM/FM/	Streaming	Total	AM/FM/	Streaming	Total	AM/FM/	Streaming	Total	AM/FM/	Streaming	Total	AM/FM/	Streaming
	Radio	DAB+		Radio	DAB+		Radio	DAB+		Radio	DAB+		Radio	DAB+		Radio	DAB+		Radio	DAB+	
SEN 1116am	3.4	3.5	5.1	3.8	3.6	7.6	3.6	3.8	4.1	3.4	3.6	5.1	3.5	3.7	3.7	1.8	1.9	2.1	2.5	2.7	2.6
3AW	17.2	17.0	29.9	20.6	19.3	41.6	19.2	19.6	28.6	13.6	13.8	22.7	11.4	11.4	18.9	21.8	22.0	31.5	15.4	15.5	25.9
Magic 1278	1.6	1.8	0.8	1.0	1.1	0.4	1.7	2.0	0.6	1.9	2.2	0.4	1.7	1.9	0.9	1.7	1.5	4.0	3.0	3.3	2.3
3MP 1377	0.9	1.0	1.0	0.7	0.7	0.7	0.7	0.8	0.8	0.8	0.8	1.4	1.4	1.5	0.6	1.8	1.9	1.9	1.2	1.3	1.6
101.9 FOX FM	9.0	10.0	6.5	8.4	9.2	5.9	8.9	9.8	6.7	10.4	11.6	8.0	9.5	10.5	6.2	6.0	6.7	4.3	7.5	8.2	5.6
GOLD104.3	12.0	13.1	10.2	11.5	12.7	7.1	12.2	13.2	12.6	12.4	13.5	13.0	12.3	13.5	8.9	11.3	12.6	7.7	11.8	12.8	9.9
KIIS 101.1 FM	5.3	6.2	1.8	5.1	5.9	1.1	4.6	5.2	2.8	5.4	6.3	1.9	7.4	8.5	1.9	4.6	5.4	1.2	4.5	5.0	2.0
105.1 TRIPLE M	7.6	8.5	5.6	7.9	8.7	4.8	7.2	7.9	6.6	7.9	9.0	4.0	9.2	9.7	9.8	4.6	5.0	4.2	4.9	5.4	3.4
NOVA 100	9.2	10.3	5.2	10.1	11.4	3.9	8.5	9.5	5.9	9.4	10.6	5.7	10.0	11.0	6.8	6.3	7.1	4.1	9.5	10.6	5.0
smoothfm 91.5	8.7	9.5	7.6	7.5	8.4	3.9	9.4	10.3	8.2	9.8	10.6	10.6	7.6	8.1	8.2	8.9	9.7	7.9	11.4	12.5	8.2
ABC MEL	4.8	4.6	10.0	6.3	6.0	12.4	4.5	4.2	10.1	3.2	3.0	7.7	4.4	4.1	10.0	6.8	7.1	8.7	4.2	4.3	6.0
3RN	1.2	1.4	0.3	1.8	2.1	*	1.0	1.2	0.1	0.9	1.0	0.4	1.2	1.3	0.9	1.5	1.8	0.8	1.1	1.1	1.2
ABC NEWSRADIO	1.1	1.1	1.5	1.2	1.1	2.5	0.9	1.0	0.7	0.7	0.6	1.3	1.2	1.2	1.4	2.3	2.5	1.6	1.6	1.6	2.3
3JJJ	2.7	2.9	2.6	2.8	3.0	1.6	2.0	2.1	2.1	2.8	3.0	3.4	3.7	3.9	4.4	2.4	2.5	2.8	4.7	5.1	4.4
ABC CLASSIC	1.7	1.8	1.8	1.5	1.6	1.4	1.4	1.4	1.6	1.8	1.9	2.1	1.7	1.7	2.7	2.4	2.7	1.6	2.3	2.5	2.2
Commercial DAB+ Stns	5.9	6.2	7.2	4.0	4.3	3.7	6.5	6.9	6.9	7.0	7.4	9.5	6.0	6.0	9.9	7.1	7.3	9.2	7.1	6.9	13.9
ABC DAB+ Stns	1.3	1.2	2.6	0.8	0.8	1.2	1.1	1.1	1.6	1.2	1.1	2.7	2.0	1.8	5.0	2.7	2.4	6.3	1.2	1.1	3.6
Total DAB+ Stns	8.3	7.4	9.9	5.8	5.2	5.0	8.8	8.0	8.5	9.4	8.5	12.2	8.9	7.8	14.9	10.2	9.7	15.5	9.4	8.0	17.5

Interpreting RADIO 360: For People 10+, Mon-Sun 5:30am-12mn, SEN 1116am has a 3.2% share of all listening, 3.3% share of AM/FM/DAB+ listening and 4.6% 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 2025

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	AM/FM/	Streaming	Total	AM/FM/	Streaming	Total	AM/FM/	Streaming	Total	AM/FM/	Streaming	Total	AM/FM/	Streaming	Total	AM/FM/	Streaming	Total	AM/FM/	Streaming
	Radio	DAB+		Radio	DAB+		Radio	DAB+		Radio	DAB+		Radio	DAB+		Radio	DAB+		Radio	DAB+	
SEN 1116am	311	305	63	28	28	1	18	18	*	71	69	13	75	71	24	53	53	10	66	66	15
3AW	750	728	160	48	46	6	24	24	2	66	58	18	180	178	50	126	116	43	306	305	41
Magic 1278	180	165	36	20	18	7	10	10	*	38	38	10	23	16	7	18	15	7	71	68	5
3MP 1377	113	110	18	6	6	2	11	11	*	19	19	3	17	17	5	9	9	2	50	46	6
101.9 FOX FM	1,279	1,213	220	211	201	30	174	163	29	474	454	81	266	247	58	96	90	17	59	59	5
GOLD104.3	1,230	1,176	200	145	140	27	94	86	21	283	273	33	288	264	62	232	228	28	188	185	29
KIIS 101.1 FM	1,012	976	122	180	178	17	168	163	17	373	358	39	186	178	26	77	72	20	27	27	3
105.1 TRIPLE M	778	738	113	82	77	11	80	74	16	256	239	42	207	198	29	112	110	12	40	40	2
NOVA 100	1,261	1,227	195	195	190	40	164	164	11	448	436	55	312	301	59	98	94	22	45	41	7
smoothfm 91.5	1,174	1,115	200	126	112	30	141	128	30	289	279	49	254	241	43	162	156	27	202	200	22
ABC MEL	450	415	123	19	17	2	20	17	11	52	41	14	95	88	39	75	71	20	189	182	38
3RN	143	138	25	4	4	*	10	7	3	9	9	*	31	30	9	26	26	7	62	62	6
ABC NEWSRADIO	205	189	51	14	14	2	17	17	8	37	28	11	42	38	13	30	30	4	65	62	14
3JJJ	460	418	119	32	29	7	58	53	19	247	230	53	92	80	33	25	20	7	6	6	*
ABC CLASSIC	179	155	50	21	19	2	10	8	6	44	39	17	26	19	9	24	19	9	54	51	7
Commercial DAB+ Stns	749	705	231	123	118	30	95	87	49	224	217	48	144	130	56	79	74	26	85	78	21
ABC DAB+ Stns	209	174	88	32	29	14	20	17	8	76	62	33	40	28	18	16	14	11	25	24	4
Total DAB+ Stns	954	834	307	149	139	42	118	102	57	292	265	79	181	148	69	101	86	35	113	94	25
Total	4,679	4,490	1,294	502	497	128	476	443	162	1,293	1,244	354	1,041	978	328	581	562	168	786	767	154

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	AM/FM/	Streaming	Total	AM/FM/	Streaming	Total	AM/FM/	Streaming	Total	AM/FM/	Streaming	Total	AM/FM/	Streaming	Total	AM/FM/	Streaming	Total	AM/FM/	Streaming
	Radio	DAB+		Radio	DAB+		Radio	DAB+		Radio	DAB+		Radio	DAB+		Radio	DAB+		Radio	DAB+	
SEN 1116am	262	258	53	151	138	24	129	126	14	114	113	32	98	98	17	36	34	4	175	166	28
3AW	705	688	138	518	456	113	463	454	54	386	374	52	315	303	28	213	186	35	535	495	93
Magic 1278	145	133	25	61	54	7	77	64	13	73	71	3	59	57	4	31	26	10	93	86	17
3MP 1377	98	93	18	36	32	6	44	38	11	49	42	10	41	37	6	34	32	4	58	56	12
101.9 FOX FM	1,150	1,084	181	637	602	62	493	450	55	570	537	70	527	498	37	207	191	22	671	637	71
GOLD104.3	1,092	1,029	168	606	567	83	546	497	78	576	537	74	502	482	55	249	227	28	680	646	92
KIIS 101.1 FM	889	851	106	450	430	25	366	351	41	397	379	38	393	385	16	155	146	12	490	466	39
105.1 TRIPLE M	698	653	90	363	342	39	280	241	46	322	303	34	325	308	30	143	131	15	368	349	39
NOVA 100	1,134	1,087	158	666	629	59	471	438	57	544	508	59	508	477	52	209	187	22	738	713	78
smoothfm 91.5	993	916	156	491	455	56	466	423	64	477	429	76	380	344	47	222	202	24	697	665	95
ABC MEL	404	376	109	257	233	50	198	183	46	193	172	38	152	142	34	105	94	15	254	232	40
3RN	128	124	14	67	67	*	48	45	3	66	60	8	54	54	4	26	24	4	77	77	11
ABC NEWSRADIO	186	168	44	95	76	19	88	83	13	62	52	18	61	51	12	34	28	6	105	88	23
3JJJ	389	347	87	203	190	21	141	118	26	184	165	35	195	172	29	82	68	13	268	247	50
ABC CLASSIC	169	138	48	79	71	19	92	79	19	82	70	20	79	69	15	49	42	7	109	97	21
Commercial DAB+ Stns	645	606	171	328	297	56	299	282	63	315	290	90	284	262	57	169	149	30	428	388	104
ABC DAB+ Stns	168	137	69	68	60	19	55	44	19	71	57	26	73	59	26	52	39	18	121	93	40
Total DAB+ Stns	814	702	233	422	347	74	388	320	82	402	341	111	365	314	80	221	179	48	573	475	140
Total	4,571	4,350	1,118	3,553	3,240	569	3,036	2,758	524	3,194	2,925	562	2,977	2,721	402	1,577	1,392	215	3,873	3,592	705

Interpreting RADIO 360: For People 10+, Mon-Sun 5:30am-12mn, SEN 1116am has 311,000 total listeners, 305,000 AM/FM/DAB+ listeners and 63,000 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.