

RADIO 360: MELBOURNE - TOTAL RADIO - SURVEY 2 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	3.2	0.0	0.7	1.6	-0.9	2.2	1.7	0.5	3.8	2.2	1.6	3.0	4.2	-1.2	4.0	3.8	0.2	3.5	3.8	-0.3
3AW	14.1	16.8	-2.7	4.6	5.1	-0.5	1.7	1.6	0.1	2.9	4.1	-1.2	10.6	15.1	-4.5	15.2	14.6	0.6	31.6	36.2	-4.6
Magic 1278	2.0	1.9	0.1	0.5	1.0	-0.5	1.4	0.7	0.7	1.3	1.1	0.2	0.6	0.4	0.2	0.9	0.8	0.1	4.9	4.8	0.1
3MP 1377	1.3	1.0	0.3	0.1	0.2	-0.1	0.4	0.4	0.0	0.8	0.6	0.2	0.6	0.6	0.0	2.1	2.1	0.0	2.3	1.4	0.9
101.9 FOX FM	8.4	8.6	-0.2	16.4	15.4	1.0	12.6	15.4	-2.8	13.7	15.5	-1.8	7.9	8.2	-0.3	5.3	5.8	-0.5	2.4	1.6	0.8
GOLD104.3	12.5	12.0	0.5	12.9	12.9	0.0	11.5	8.8	2.7	9.5	9.4	0.1	13.7	12.4	1.3	19.3	19.7	-0.4	10.3	9.9	0.4
KIIS 101.1 FM	5.7	5.1	0.6	8.7	10.8	-2.1	8.0	12.0	-4.0	8.1	7.2	0.9	6.6	5.7	0.9	6.7	3.3	3.4	0.9	0.6	0.3
105.1 TRIPLE M	6.9	7.0	-0.1	7.3	8.4	-1.1	10.8	5.9	4.9	7.9	8.6	-0.7	8.5	9.9	-1.4	10.9	11.5	-0.6	1.4	1.1	0.3
NOVA 100	8.9	9.3	-0.4	16.0	15.6	0.4	16.6	16.4	0.2	12.0	13.6	-1.6	13.6	13.1	0.5	3.8	4.1	-0.3	1.5	2.1	-0.6
smoothfm 91.5	9.0	9.3	-0.3	9.0	5.4	3.6	8.7	9.3	-0.6	7.5	8.7	-1.2	6.2	7.0	-0.8	11.1	11.0	0.1	11.3	11.8	-0.5
ABC MEL	4.3	4.7	-0.4	1.3	0.9	0.4	1.1	1.3	-0.2	1.5	1.1	0.4	3.0	3.8	-0.8	4.0	5.7	-1.7	9.6	9.5	0.1
3RN	1.8	1.2	0.6	0.6	0.1	0.5	0.2	0.2	0.0	0.3	0.2	0.1	2.0	0.9	1.1	0.8	1.0	-0.2	4.1	2.9	1.2
ABC NEWSRADIO	1.4	1.2	0.2	0.2	0.3	-0.1	1.1	1.3	-0.2	1.9	0.9	1.0	0.9	0.5	0.4	0.7	1.2	-0.5	2.3	2.1	0.2
3JJJ	2.5	3.2	-0.7	2.2	2.1	0.1	1.2	4.6	-3.4	6.8	8.5	-1.7	3.2	2.8	0.4	0.8	1.7	-0.9	0.3	0.3	0.0
ABC CLASSIC	1.5	1.8	-0.3	1.1	1.1	0.0	0.3	0.3	0.0	1.5	2.2	-0.7	1.0	1.1	-0.1	1.2	1.0	0.2	2.3	3.1	-0.8

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	3.3	3.4	-0.1	4.2	3.8	0.4	3.1	3.6	-0.5	3.0	3.4	-0.4	2.8	3.5	-0.7	2.1	1.8	0.3	2.8	2.5	0.3
3AW	14.4	17.2	-2.8	18.8	20.6	-1.8	15.6	19.2	-3.6	9.7	13.6	-3.9	9.9	11.4	-1.5	18.3	21.8	-3.5	13.1	15.4	-2.3
Magic 1278	1.5	1.6	-0.1	1.0	1.0	0.0	1.9	1.7	0.2	1.7	1.9	-0.2	1.1	1.7	-0.6	1.6	1.7	-0.1	3.8	3.0	0.8
3MP 1377	1.1	0.9	0.2	0.8	0.7	0.1	1.0	0.7	0.3	1.2	0.8	0.4	1.5	1.4	0.1	1.6	1.8	-0.2	1.7	1.2	0.5
101.9 FOX FM	8.7	9.0	-0.3	8.3	8.4	-0.1	8.4	8.9	-0.5	10.2	10.4	-0.2	9.1	9.5	-0.4	5.6	6.0	-0.4	7.1	7.5	-0.4
GOLD104.3	12.4	12.0	0.4	10.8	11.5	-0.7	12.9	12.2	0.7	14.2	12.4	1.8	12.1	12.3	-0.2	11.3	11.3	0.0	12.8	11.8	1.0
KIIS 101.1 FM	5.9	5.3	0.6	5.8	5.1	0.7	6.0	4.6	1.4	5.8	5.4	0.4	7.4	7.4	0.0	4.2	4.6	-0.4	4.8	4.5	0.3
105.1 TRIPLE M	7.5	7.6	-0.1	7.3	7.9	-0.6	7.1	7.2	-0.1	7.5	7.9	-0.4	9.5	9.2	0.3	5.9	4.6	1.3	5.1	4.9	0.2
NOVA 100	8.9	9.2	-0.3	10.2	10.1	0.1	7.5	8.5	-1.0	8.4	9.4	-1.0	10.1	10.0	0.1	7.5	6.3	1.2	9.2	9.5	-0.3
smoothfm 91.5	8.5	8.7	-0.2	7.6	7.5	0.1	9.1	9.4	-0.3	9.3	9.8	-0.5	7.3	7.6	-0.3	9.3	8.9	0.4	10.9	11.4	-0.5
ABC MEL	4.4	4.8	-0.4	5.6	6.3	-0.7	4.6	4.5	0.1	2.8	3.2	-0.4	3.6	4.4	-0.8	6.5	6.8	-0.3	3.9	4.2	-0.3
3RN	1.8	1.2	0.6	2.3	1.8	0.5	1.4	1.0	0.4	1.4	0.9	0.5	1.8	1.2	0.6	2.0	1.5	0.5	1.8	1.1	0.7
ABC NEWSRADIO	1.3	1.1	0.2	1.8	1.2	0.6	1.0	0.9	0.1	0.5	0.7	-0.2	1.2	1.2	0.0	2.9	2.3	0.6	1.9	1.6	0.3
3JJJ	2.5	2.7	-0.2	2.9	2.8	0.1	1.6	2.0	-0.4	2.2	2.8	-0.6	3.8	3.7	0.1	2.5	2.4	0.1	2.7	4.7	-2.0
ABC CLASSIC	1.4	1.7	-0.3	1.4	1.5	-0.1	1.0	1.4	-0.4	1.4	1.8	-0.4	1.6	1.7	-0.1	2.1	2.4	-0.3	1.7	2.3	-0.6

RADIO 360: MELBOURNE - TOTAL RADIO - SURVEY 2 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	321	311	10	14	28	-14	35	18	17	87	71	16	61	75	-14	54	53	1	70	66	4
3AW	687	750	-63	44	48	-4	36	24	12	57	66	-9	133	180	-47	135	126	9	282	306	-24
Magic 1278	192	180	12	16	20	-4	17	10	7	47	38	9	18	23	-5	17	18	-1	77	71	6
3MP 1377	150	113	37	9	6	3	9	11	-2	30	19	11	19	17	2	22	9	13	61	50	11
101.9 FOX FM	1,200	1,279	-79	200	211	-11	152	174	-22	432	474	-42	253	266	-13	88	96	-8	76	59	17
GOLD104.3	1,244	1,230	14	152	145	7	100	94	6	269	283	-14	311	288	23	205	232	-27	206	188	18
KIIS 101.1 FM	969	1,012	-43	168	180	-12	148	168	-20	352	373	-21	198	186	12	71	77	-6	32	27	5
105.1 TRIPLE M	778	778	0	79	82	-3	79	80	-1	265	256	9	209	207	2	97	112	-15	50	40	10
NOVA 100	1,221	1,261	-40	204	195	9	172	164	8	439	448	-9	286	312	-26	89	98	-9	31	45	-14
smoothfm 91.5	1,167	1,174	-7	126	126	0	118	141	-23	302	289	13	247	254	-7	157	162	-5	216	202	14
ABC MEL	432	450	-18	18	19	-1	20	20	0	57	52	5	80	95	-15	71	75	-4	186	189	-3
3RN	169	143	26	9	4	5	6	10	-4	15	9	6	47	31	16	19	26	-7	72	62	10
ABC NEWSRADIO	228	205	23	11	14	-3	19	17	2	53	37	16	57	42	15	25	30	-5	64	65	-1
3JJJ	434	460	-26	32	32	0	35	58	-23	236	247	-11	101	92	9	18	25	-7	13	6	7
ABC CLASSIC	191	179	12	23	21	2	13	10	3	44	44	0	42	26	16	21	24	-3	47	54	-7
Total	4,668	4,679	-11	498	502	-4	461	476	-15	1,294	1,293	1	1,046	1,041	5	578	581	-3	790	786	4

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	275	262	13	150	151	-1	139	129	10	116	114	2	97	98	-1	57	36	21	163	175	-12
3AW	637	705	-68	493	518	-25	384	463	-79	292	386	-94	253	315	-62	183	213	-30	473	535	-62
Magic 1278	138	145	-7	63	61	2	68	77	-9	61	73	-12	54	59	-5	26	31	-5	121	93	28
3MP 1377	125	98	27	49	36	13	52	44	8	61	49	12	58	41	17	28	34	-6	70	58	12
101.9 FOX FM	1,086	1,150	-64	603	637	-34	461	493	-32	523	570	-47	510	527	-17	220	207	13	631	671	-40
GOLD104.3	1,101	1,092	9	593	606	-13	525	546	-21	593	576	17	450	502	-52	234	249	-15	709	680	29
KIIS 101.1 FM	852	889	-37	446	450	-4	337	366	-29	376	397	-21	368	393	-25	142	155	-13	464	490	-26
105.1 TRIPLE M	688	698	-10	350	363	-13	272	280	-8	308	322	-14	298	325	-27	152	143	9	379	368	11
NOVA 100	1,093	1,134	-41	662	666	-4	434	471	-37	501	544	-43	469	508	-39	203	209	-6	703	738	-35
smoothfm 91.5	984	993	-9	479	491	-12	472	466	6	490	477	13	387	380	7	237	222	15	714	697	17
ABC MEL	400	404	-4	247	257	-10	195	198	-3	197	193	4	156	152	4	103	105	-2	218	254	-36
3RN	151	128	23	93	67	26	60	48	12	73	66	7	67	54	13	49	26	23	108	77	31
ABC NEWSRADIO	208	186	22	107	95	12	85	88	-3	55	62	-7	66	61	5	55	34	21	125	105	20
3JJJ	391	389	2	211	203	8	121	141	-20	148	184	-36	193	195	-2	84	82	2	210	268	-58
ABC CLASSIC	183	169	14	70	79	-9	94	92	2	73	82	-9	73	79	-6	40	49	-9	101	109	-8
Total	4,545	4,571	-26	3,524	3,553	-29	2,911	3,036	-125	3,051	3,194	-143	2,896	2,977	-81	1,617	1,577	40	3,814	3,873	-59

RADIO 360: MELBOURNE - TOTAL RADIO - SURVEY 2 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	15	16	-1	*	1	*	1	1	0	4	2	2	3	4	-1	3	3	0	4	5	-1
3AW	66	83	-17	2	2	0	1	1	0	3	4	-1	10	16	-6	11	11	0	40	50	-10
Magic 1278	9	9	0	*	*	*	1	*	*	1	1	0	1	*	*	1	1	0	6	7	-1
3MP 1377	6	5	1	*	*	*	*	*	*	1	1	0	1	1	0	2	2	0	3	2	1
101.9 FOX FM	39	43	-4	6	6	0	5	6	-1	13	16	-3	7	8	-1	4	4	0	3	2	1
GOLD104.3	58	59	-1	5	5	0	5	3	2	9	9	0	13	13	0	14	15	-1	13	13	0
KIIS 101.1 FM	27	25	2	3	4	-1	3	5	-2	8	7	1	6	6	0	5	2	3	1	1	0
105.1 TRIPLE M	32	35	-3	3	3	0	4	2	2	8	9	-1	8	10	-2	8	9	-1	2	2	0
NOVA 100	42	46	-4	6	6	0	7	6	1	12	14	-2	13	14	-1	3	3	0	2	3	-1
smoothfm 91.5	42	46	-4	3	2	1	4	4	0	7	9	-2	6	7	-1	8	8	0	14	16	-2
ABC MEL	20	23	-3	1	*	*	*	1	*	1	1	0	3	4	-1	3	4	-1	12	13	-1
3RN	8	6	2	*	*	*	*	*	*	*	*	*	2	1	1	1	1	0	5	4	1
ABC NEWSRADIO	7	6	1	*	*	*	*	*	*	2	1	1	1	1	0	1	1	0	3	3	0
3JJJ	12	16	-4	1	1	0	*	2	*	7	8	-1	3	3	0	1	1	0	*	*	*
ABC CLASSIC	7	9	-2	*	*	*	*	*	*	2	2	0	1	1	0	1	1	0	3	4	-1
Total	466	495	-29	39	41	-2	40	38	2	98	100	-2	92	103	-11	72	75	-3	125	137	-12

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	16	18	-2	31	29	2	24	29	-5	18	22	-4	13	16	-3	3	3	0	11	10	1
3AW	72	91	-19	140	157	-17	117	155	-38	57	86	-29	45	54	-9	26	33	-7	50	63	-13
Magic 1278	7	8	-1	8	8	0	14	14	0	10	12	-2	5	8	-3	2	3	-1	14	12	2
3MP 1377	6	5	1	6	5	1	7	6	1	7	5	2	7	6	1	2	3	-1	7	5	2
101.9 FOX FM	44	48	-4	62	64	-2	63	72	-9	60	66	-6	41	45	-4	8	9	-1	27	30	-3
GOLD104.3	62	64	-2	80	87	-7	97	99	-2	83	79	4	55	58	-3	16	17	-1	49	48	1
KIIS 101.1 FM	30	28	2	43	39	4	45	37	8	34	34	0	33	35	-2	6	7	-1	18	18	0
105.1 TRIPLE M	38	41	-3	54	60	-6	54	58	-4	44	50	-6	43	43	0	8	7	1	19	20	-1
NOVA 100	44	49	-5	76	77	-1	56	68	-12	49	60	-11	45	47	-2	11	10	1	35	38	-3
smoothfm 91.5	43	46	-3	57	57	0	69	76	-7	55	62	-7	33	36	-3	13	14	-1	41	46	-5
ABC MEL	22	26	-4	42	48	-6	35	36	-1	16	20	-4	16	21	-5	9	10	-1	15	17	-2
3RN	9	7	2	17	13	4	11	8	3	8	5	3	8	6	2	3	2	1	7	4	3
ABC NEWSRADIO	6	6	0	14	9	5	7	7	0	3	4	-1	5	6	-1	4	3	1	7	6	1
3JJJ	13	14	-1	22	21	1	12	16	-4	13	18	-5	17	18	-1	4	4	0	10	19	-9
ABC CLASSIC	7	9	-2	10	12	-2	8	11	-3	8	11	-3	7	8	-1	3	4	-1	6	9	-3
Total	501	530	-29	744	760	-16	752	807	-55	585	635	-50	450	471	-21	143	153	-10	380	407	-27

RADIO 360: MELBOURNE - TOTAL RADIO - SURVEY 2 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	32	30	2	11	15	-4	9	4	5	8	6	2	3	2	1	*	2	*	*	*	*
CADA	32	38	-6	13	11	2	14	11	3	*	9	*	4	6	-2	1	1	0	*	*	*
Chemist Warehouse Remix	37	18	19	7	6	1	8	3	5	4	4	0	9	4	5	8	2	6	2	*	*
Coles Radio	98	65	33	10	8	2	18	12	6	28	18	10	17	14	3	15	5	10	11	8	3
DANCE HITS	111	74	37	18	12	6	26	17	9	49	32	17	7	8	-1	7	4	3	5	2	3
EASY HITS	69	44	25	14	7	7	6	3	3	19	17	2	19	11	8	7	2	5	3	3	0
GOLD 80s	129	107	22	21	17	4	9	7	2	25	14	11	36	33	3	22	20	2	16	16	0
iHeartAustralia	66	76	-10	21	20	1	9	14	-5	15	17	-2	6	7	-1	7	7	0	8	11	-3
iHeartCountry	14	15	-1	6	4	2	*	*	*	4	3	1	3	5	-2	*	*	*	1	2	-1
iHeartDance	23	11	12	13	6	7	*	2	*	6	3	3	*	*	*	*	*	*	3	*	*
KIIS 90s	62	56	6	15	7	8	4	7	-3	19	13	6	14	16	-2	10	10	0	*	2	*
MMM 2000s	42	27	15	7	5	2	5	2	3	26	17	9	*	1	*	4	*	*	*	*	*
MMM 70s	26	13	13	6	3	3	3	3	0	7	*	*	*	*	*	6	4	2	4	3	1
MMM 80s	60	43	17	10	3	7	10	9	1	7	7	0	16	11	5	14	8	6	3	4	-1
MMM 90s	50	45	5	6	4	2	9	3	6	15	22	-7	13	12	1	7	4	3	*	*	*
MMM CLASSIC ROCK	45	30	15	*	2	*	2	2	0	12	2	10	7	6	1	13	11	2	10	8	2
MMM COUNTRY	25	34	-9	*	2	*	*	*	*	8	15	-7	2	6	-4	7	7	0	8	4	4
Nova Nation	32	19	13	8	7	1	7	5	2	14	6	8	*	*	*	4	1	3	*	*	*
OLDSKOOL 80s HITS	46	49	-3	7	8	-1	5	4	1	12	10	2	18	23	-5	4	4	0	*	*	*
OLDSKOOL 90s HITS	58	64	-6	13	13	0	2	3	-1	31	31	0	10	11	-1	3	4	-1	*	2	*
Priceline Radio	*	4	*	*	4	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Radio Maria	2	*	*	*	*	*	2	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Radio Maria Ital	1	2	-1	*	*	*	*	*	*	*	*	*	*	*	*	1	2	-1	*	*	*
RnB FRIDAYS RADIO	72	74	-2	11	17	-6	7	8	-1	36	31	5	14	12	2	3	6	-3	*	*	*
SENTrack	25	17	8	7	5	2	*	*	*	6	*	*	6	9	-3	4	1	3	2	2	0
Sky News Radio	23	16	7	2	3	-1	5	3	2	5	3	2	6	3	3	5	3	2	*	1	*
smooth relax	98	69	29	9	11	-2	2	5	-3	20	13	7	22	10	12	13	9	4	32	21	11
smooth Vintage	31	26	5	*	*	*	*	*	*	3	2	1	6	7	-1	8	7	1	15	11	4
TikTok Trending	62	73	-11	20	27	-7	13	9	4	22	26	-4	6	8	-2	*	2	*	*	*	*
triple j Unearthed	44	47	-3	12	10	2	6	12	-6	19	13	6	4	7	-3	3	5	-2	*	*	*
ABC Country	10	27	-17	*	1	*	2	1	1	3	7	-4	*	11	*	2	2	0	3	5	-2
ABC Jazz	67	58	9	3	5	-2	5	2	3	25	21	4	11	14	-3	3	4	-1	21	13	8
ABC KIDS LISTEN	31	27	4	12	13	-1	*	*	*	11	9	2	6	2	4	2	3	-1	*	*	*
ABC Sport	14	16	-2	*	4	*	3	*	*	3	*	*	*	4	*	2	3	-1	5	5	0
Double J	58	71	-13	8	6	2	4	5	-1	15	35	-20	26	19	7	2	3	-1	3	3	0
Total Digital/Internet Only	1,008	954	54	141	149	-8	124	118	6	297	292	5	202	181	21	112	101	11	132	113	19

RADIO 360: MELBOURNE - TOTAL RADIO - SURVEY 2 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	25	26	-1	11	11	0	6	13	-7	19	13	6	16	10	6	3	1	2	22	14	8
CADA	27	35	-8	19	14	5	7	6	1	8	14	-6	5	17	-12	5	8	-3	12	13	-1
Chemist Warehouse Remix	27	12	15	10	8	2	11	10	1	8	8	0	16	7	9	6	4	2	10	9	1
Coles Radio	68	42	26	25	17	8	39	23	16	22	21	1	17	13	4	6	8	-2	53	36	17
DANCE HITS	77	55	22	24	16	8	13	16	-3	35	24	11	33	24	9	25	12	13	65	39	26
EASY HITS	61	42	19	20	13	7	17	18	-1	29	20	9	16	15	1	15	5	10	22	17	5
GOLD 80s	90	88	2	24	26	-2	35	33	2	29	24	5	29	29	0	28	23	5	64	47	17
iHeartAustralia	50	64	-14	31	45	-14	22	31	-9	16	25	-9	18	12	6	12	7	5	28	39	-11
iHeartCountry	9	12	-3	8	6	2	2	*	*	2	2	0	1	6	-5	*	6	*	10	8	2
iHeartDance	16	11	5	11	7	4	6	6	0	3	3	0	3	2	1	2	2	0	12	2	10
KIIS 90s	47	49	-2	15	29	-14	14	18	-4	15	17	-2	23	15	8	15	17	-2	32	28	4
MMM 2000s	38	25	13	19	14	5	17	16	1	22	11	11	22	10	12	11	14	-3	18	13	5
MMM 70s	24	11	13	16	8	8	13	4	9	17	8	9	*	1	*	*	1	*	10	8	2
MMM 80s	44	29	15	22	14	8	16	13	3	20	10	10	15	6	9	14	9	5	37	22	15
MMM 90s	43	40	3	12	10	2	13	16	-3	10	20	-10	12	13	-1	8	5	3	20	17	3
MMM CLASSIC ROCK	42	25	17	19	16	3	14	12	2	24	14	10	30	15	15	10	6	4	17	18	-1
MMM COUNTRY	23	30	-7	5	12	-7	10	15	-5	15	19	-4	14	20	-6	4	4	0	14	20	-6
Nova Nation	22	15	7	13	7	6	5	1	4	*	1	*	6	5	1	6	7	-1	11	5	6
OLDSKOOL 80s HITS	36	39	-3	6	7	-1	12	12	0	19	16	3	17	19	-2	11	14	-3	18	22	-4
OLDSKOOL 90s HITS	41	45	-4	20	19	1	16	16	0	16	11	5	15	16	-1	5	6	-1	35	31	4
Priceline Radio	*	4	*	*	2	*	*	*	*	*	2	*	*	2	*	*	*	*	*	*	*
Radio Maria	2	*	*	2	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Radio Maria Ital	1	2	-1	*	*	*	1	2	-1	*	*	*	*	*	*	*	*	*	*	*	*
RnB FRIDAYS RADIO	65	65	0	33	33	0	24	28	-4	40	29	11	30	30	0	10	14	-4	31	32	-1
SENTrack	19	14	5	3	*	*	4	7	-3	7	5	2	2	*	*	8	4	4	14	7	7
Sky News Radio	21	13	8	10	8	2	6	3	3	5	3	2	7	6	1	*	2	*	2	5	-3
smooth relax	80	52	28	28	14	14	53	35	18	45	31	14	29	15	14	10	8	2	41	28	13
smooth Vintage	23	21	2	4	3	1	13	11	2	12	13	-1	4	7	-3	2	4	-2	25	15	10
TikTok Trending	54	58	-4	30	30	0	21	23	-2	27	20	7	18	13	5	16	18	-2	34	46	-12
triple j Unearthed	28	34	-6	4	4	0	5	9	-4	5	14	-9	12	11	1	16	9	7	19	23	-4
ABC Country	8	20	-12	3	10	-7	5	14	-9	5	11	-6	1	8	-7	*	3	*	9	15	-6
ABC Jazz	55	47	8	13	10	3	15	8	7	18	10	8	24	17	7	30	32	-2	39	28	11
ABC KIDS LISTEN	28	25	3	23	14	9	5	4	1	6	3	3	10	14	-4	4	*	*	15	19	-4
ABC Sport	9	12	-3	1	7	-6	3	2	1	5	5	0	3	2	1	5	5	0	11	8	3
Double J	53	60	-7	17	29	-12	29	23	6	23	36	-13	35	25	10	9	11	-2	19	29	-10
Total Digital/Internet Only	827	814	13	403	422	-19	394	388	6	440	402	38	390	365	25	238	221	17	632	573	59

RADIO 360: MELBOURNE - BY RADIO TYPE - SURVEY 2 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 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	3.2	3.2	5.9	0.7	0.8	*	2.2	2.5	1.5	3.8	3.8	6.7	3.0	2.5	8.5	4.0	4.1	5.7	3.5	3.5	5.9
3AW	14.1	14.3	23.2	4.6	5.1	2.2	1.7	1.7	3.7	2.9	2.6	8.2	10.6	9.9	24.2	15.2	14.6	28.4	31.6	32.5	47.3
Magic 1278	2.0	2.3	1.2	0.5	0.3	1.9	1.4	1.6	0.5	1.3	1.3	2.0	0.6	0.8	0.3	0.9	1.0	0.4	4.9	5.6	2.0
3MP 1377	1.3	1.4	1.2	0.1	0.1	0.3	0.4	0.5	*	0.8	0.7	2.1	0.6	0.7	0.1	2.1	2.4	1.1	2.3	2.4	2.1
101.9 FOX FM	8.4	9.4	5.9	16.4	17.8	11.5	12.6	14.3	10.0	13.7	15.5	8.8	7.9	9.4	5.6	5.3	6.0	2.9	2.4	2.6	2.4
GOLD104.3	12.5	14.0	9.0	12.9	13.8	11.3	11.5	12.7	12.4	9.5	10.6	7.1	13.7	16.0	11.7	19.3	21.7	9.9	10.3	11.6	5.1
KIIS 101.1 FM	5.7	6.6	2.3	8.7	9.6	4.3	8.0	9.5	0.9	8.1	9.3	3.6	6.6	8.3	2.2	6.7	7.7	2.7	0.9	1.0	0.3
105.1 TRIPLE M	6.9	7.6	6.4	7.3	8.1	4.2	10.8	11.4	16.9	7.9	8.5	8.6	8.5	9.9	7.4	10.9	12.4	4.5	1.4	1.4	2.3
NOVA 100	8.9	10.2	5.3	16.0	16.9	15.2	16.6	19.4	6.0	12.0	13.8	5.4	13.6	16.8	6.2	3.8	4.0	4.5	1.5	1.7	0.5
smoothfm 91.5	9.0	9.8	9.3	9.0	8.3	19.6	8.7	9.8	7.5	7.5	7.9	9.6	6.2	7.0	6.8	11.1	11.6	13.4	11.3	12.6	5.6
ABC MEL	4.3	4.3	7.6	1.3	1.6	*	1.1	1.2	2.2	1.5	1.0	7.3	3.0	3.0	5.5	4.0	4.2	5.4	9.6	9.6	16.8
3RN	1.8	2.1	0.4	0.6	0.7	*	0.2	0.3	*	0.3	0.3	*	2.0	2.5	1.0	0.8	0.9	0.7	4.1	4.8	0.3
ABC NEWSRADIO	1.4	1.4	2.7	0.2	0.2	*	1.1	1.0	2.6	1.9	1.7	4.8	0.9	1.0	1.6	0.7	0.7	0.9	2.3	2.3	4.1
3JJJ	2.5	2.7	2.8	2.2	2.3	2.7	1.2	1.4	1.3	6.8	7.5	5.9	3.2	3.5	4.3	0.8	0.9	0.8	0.3	0.4	*
ABC CLASSIC	1.5	1.6	1.7	1.1	1.2	0.7	0.3	0.3	1.1	1.5	1.4	3.7	1.0	1.3	0.5	1.2	1.2	2.5	2.3	2.6	1.2
Commercial DAB+ Stns	7.5	7.7	12.0	11.2	10.9	18.5	12.5	12.0	32.4	11.9	12.7	14.1	4.7	4.9	7.9	7.0	6.5	14.6	3.7	4.0	3.7
ABC DAB+ Stns	1.5	1.5	3.1	2.7	2.3	7.5	0.5	0.5	0.8	1.4	1.5	2.1	2.8	2.7	6.0	0.3	0.2	1.8	1.3	1.5	0.6
Total DAB+ Stns	9.8	9.2	15.1	14.9	13.3	26.0	13.4	12.6	33.2	14.1	14.2	16.2	8.7	7.6	14.0	8.2	6.7	16.4	5.6	5.4	4.2

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	3.3	3.2	6.2	4.2	4.1	7.9	3.1	3.2	5.0	3.0	3.0	7.0	2.8	2.8	5.5	2.1	2.0	4.2	2.8	2.9	4.6
3AW	14.4	14.5	24.4	18.8	18.5	33.1	15.6	15.5	27.9	9.7	10.1	16.0	9.9	9.9	17.8	18.3	18.9	22.6	13.1	13.6	19.0
Magic 1278	1.5	1.7	0.5	1.0	1.2	0.2	1.9	2.3	0.3	1.7	2.1	0.1	1.1	1.2	1.7	1.6	1.7	1.7	3.8	4.1	3.6
3MP 1377	1.1	1.2	1.0	0.8	0.9	0.4	1.0	1.1	0.5	1.2	1.4	1.2	1.5	1.7	1.1	1.6	1.4	4.0	1.7	1.9	1.7
101.9 FOX FM	8.7	9.8	6.4	8.3	9.2	4.7	8.4	9.4	7.2	10.2	11.7	8.5	9.1	10.3	6.2	5.6	6.2	3.6	7.1	8.1	4.1
GOLD104.3	12.4	14.0	9.2	10.8	12.0	6.3	12.9	14.8	8.8	14.2	16.2	12.8	12.1	13.5	10.1	11.3	12.5	7.2	12.8	14.3	8.3
KIIS 101.1 FM	5.9	6.9	2.3	5.8	6.6	2.0	6.0	7.0	2.5	5.8	6.9	2.8	7.4	8.6	2.5	4.2	4.9	0.5	4.8	5.5	2.2
105.1 TRIPLE M	7.5	8.3	6.6	7.3	8.0	5.3	7.1	7.9	6.9	7.5	8.7	5.1	9.5	10.2	11.0	5.9	6.1	7.0	5.1	5.4	5.8
NOVA 100	8.9	10.0	5.7	10.2	11.5	4.3	7.5	8.4	6.8	8.4	9.6	7.0	10.1	11.5	5.5	7.5	8.5	3.0	9.2	10.6	3.6
smoothfm 91.5	8.5	9.2	9.0	7.6	8.3	5.6	9.1	10.1	8.4	9.3	10.1	12.7	7.3	7.8	9.3	9.3	9.9	9.5	10.9	11.8	10.6
ABC MEL	4.4	4.4	8.1	5.6	5.1	14.1	4.6	4.7	7.6	2.8	3.0	4.1	3.6	3.7	5.6	6.5	6.9	7.3	3.9	4.0	6.1
3RN	1.8	2.1	0.4	2.3	2.7	0.8	1.4	1.8	*	1.4	1.7	0.4	1.8	2.1	0.3	2.0	2.3	0.6	1.8	2.0	0.5
ABC NEWSRADIO	1.3	1.3	2.4	1.8	1.7	4.4	1.0	1.0	1.3	0.5	0.5	1.5	1.2	1.4	0.6	2.9	2.8	5.5	1.9	1.8	3.7
3JJJ	2.5	2.7	2.8	2.9	3.2	2.3	1.6	1.6	2.5	2.2	2.4	3.2	3.8	4.2	2.8	2.5	2.6	3.8	2.7	2.9	2.7
ABC CLASSIC	1.4	1.5	1.5	1.4	1.5	1.5	1.0	1.0	1.7	1.4	1.6	1.3	1.6	1.8	0.9	2.1	2.1	3.1	1.7	1.8	2.4
Commercial DAB+ Stns	7.3	7.6	10.7	4.9	5.1	5.4	8.0	8.4	10.2	9.0	9.7	13.2	7.5	7.3	15.2	8.4	8.3	13.8	8.1	7.8	16.5
ABC DAB+ Stns	1.5	1.4	2.6	0.6	0.6	1.6	1.7	1.8	2.4	1.4	1.4	3.2	2.0	1.9	4.1	2.8	3.0	2.5	1.8	1.6	4.7
Total DAB+ Stns	9.5	9.1	13.3	6.0	5.7	7.0	10.4	10.2	12.6	11.6	11.1	16.4	10.1	9.2	19.3	11.9	11.3	16.3	10.8	9.5	21.2

Interpreting RADIO 360: For People 10+, Mon-Sun 5:30am-12mn, SEN 1116am has a 3.2% share of all listening, 3.2% share of AM/FM/DAB+ listening and 5.9% 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 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 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	321	302	97	14	14	*	35	35	5	87	85	25	61	53	35	54	49	12	70	67	20
3AW	687	670	145	44	42	4	36	34	5	57	49	17	133	133	35	135	132	35	282	280	49
Magic 1278	192	182	37	16	12	7	17	17	3	47	47	9	18	15	5	17	17	2	77	75	10
3MP 1377	150	132	34	9	6	3	9	9	*	30	23	15	19	15	3	22	22	4	61	57	8
101.9 FOX FM	1,200	1,134	179	200	192	34	152	144	20	432	407	55	253	229	48	88	85	15	76	76	8
GOLD104.3	1,244	1,183	200	152	141	31	100	88	26	269	256	31	311	294	51	205	202	35	206	202	26
KIIS 101.1 FM	969	929	127	168	164	22	148	146	5	352	332	46	198	187	30	71	68	19	32	32	4
105.1 TRIPLE M	778	715	134	79	71	16	79	73	16	265	234	51	209	191	32	97	97	13	50	48	6
NOVA 100	1,221	1,198	215	204	199	54	172	170	16	439	431	57	286	279	56	89	87	28	31	31	6
smoothfm 91.5	1,167	1,086	242	126	111	33	118	112	23	302	287	64	247	223	56	157	143	46	216	211	21
ABC MEL	432	404	106	18	18	*	20	17	5	57	44	19	80	78	21	71	66	18	186	182	43
3RN	169	166	23	9	9	*	6	6	*	15	15	*	47	43	8	19	19	7	72	72	8
ABC NEWSRADIO	228	221	57	11	11	*	19	19	5	53	48	16	57	57	12	25	25	5	64	62	19
3JJJ	434	393	87	32	30	4	35	33	4	236	220	37	101	86	35	18	11	7	13	13	*
ABC CLASSIC	191	174	46	23	19	8	13	13	4	44	40	16	42	36	8	21	21	4	47	44	7
Commercial DAB+ Stns	825	774	256	118	108	39	107	100	49	248	243	44	162	145	62	96	88	35	94	89	27
ABC DAB+ Stns	191	157	85	30	23	17	20	16	8	57	51	24	39	31	21	14	8	12	30	29	3
Total DAB+ Stns	1,008	884	323	141	121	53	124	110	54	297	279	62	202	168	78	112	95	46	132	112	30
Total	4,668	4,446	1,252	498	488	132	461	438	138	1,294	1,230	324	1,046	980	300	578	555	189	790	757	169

By Session, P10+

Station	Mon-Fri 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	275	262	81	150	146	26	139	126	31	116	109	42	97	83	24	57	48	9	163	140	47
3AW	637	617	121	493	461	75	384	366	56	292	268	45	253	237	37	183	163	25	473	454	86
Magic 1278	138	128	26	63	63	3	68	61	12	61	61	2	54	46	10	26	18	8	121	115	22
3MP 1377	125	112	26	49	44	5	52	50	7	61	55	8	58	55	7	28	25	10	70	62	14
101.9 FOX FM	1,086	1,014	158	603	568	50	461	417	61	523	496	64	510	480	37	220	204	20	631	600	56
GOLD104.3	1,101	1,037	168	593	561	67	525	491	70	593	549	79	450	416	64	234	218	24	709	678	95
KIIS 101.1 FM	852	805	115	446	416	36	337	323	35	376	345	48	368	356	16	142	136	7	464	441	37
105.1 TRIPLE M	688	626	120	350	326	47	272	230	50	308	276	41	298	279	36	152	137	23	379	344	57
NOVA 100	1,093	1,038	173	662	625	64	434	387	75	501	459	72	469	441	53	203	187	16	703	687	76
smoothfm 91.5	984	885	195	479	435	65	472	413	79	490	436	85	387	342	64	237	206	31	714	672	109
ABC MEL	400	367	95	247	211	54	195	187	25	197	178	26	156	147	23	103	88	17	218	201	38
3RN	151	147	23	93	90	11	60	58	2	73	70	6	67	67	2	49	49	2	108	108	7
ABC NEWSRADIO	208	191	49	107	99	17	85	69	30	55	43	19	66	60	9	55	48	9	125	112	37
3JJJ	391	357	75	211	200	20	121	100	33	148	116	39	193	181	23	84	74	11	210	186	36
ABC CLASSIC	183	162	40	70	66	15	94	74	22	73	63	13	73	73	3	40	28	13	101	97	22
Commercial DAB+ Stns	678	641	194	327	303	57	317	282	81	367	329	120	322	296	83	175	153	42	502	432	130
ABC DAB+ Stns	152	131	67	54	44	19	60	48	27	60	51	19	71	64	21	59	47	16	111	88	31
Total DAB+ Stns	827	735	250	403	341	75	394	327	106	440	372	136	390	344	101	238	192	58	632	516	154
Total	4,545	4,271	1,115	3,524	3,210	527	2,911	2,575	568	3,051	2,692	585	2,896	2,583	425	1,617	1,406	234	3,814	3,510	725

Interpreting RADIO 360: For People 10+, Mon-Sun 5:30am-12mn, SEN 1116am has 321,000 total listeners, 302,000 AM/FM/DAB+ listeners and 97,000 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.