

RADIO 360: MELBOURNE - TOTAL RADIO - SURVEY 3 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	3.7	3.2	0.5	1.1	0.7	0.4	3.0	2.2	0.8	4.8	3.8	1.0	4.5	3.0	1.5	5.3	4.0	1.3	2.4	3.5	-1.1
3AW	12.5	14.1	-1.6	4.6	4.6	0.0	3.3	1.7	1.6	3.8	2.9	0.9	7.7	10.6	-2.9	13.5	15.2	-1.7	29.2	31.6	-2.4
Magic 1278	2.0	2.0	0.0	0.3	0.5	-0.2	0.8	1.4	-0.6	1.0	1.3	-0.3	1.0	0.6	0.4	1.6	0.9	0.7	4.7	4.9	-0.2
3MP 1377	1.3	1.3	0.0	0.7	0.1	0.6	0.5	0.4	0.1	0.5	0.8	-0.3	0.4	0.6	-0.2	2.7	2.1	0.6	2.3	2.3	0.0
101.9 FOX FM	8.2	8.4	-0.2	13.1	16.4	-3.3	13.6	12.6	1.0	11.8	13.7	-1.9	8.9	7.9	1.0	7.0	5.3	1.7	2.1	2.4	-0.3
GOLD104.3	11.8	12.5	-0.7	10.3	12.9	-2.6	8.7	11.5	-2.8	8.8	9.5	-0.7	12.5	13.7	-1.2	19.7	19.3	0.4	10.2	10.3	-0.1
KIIS 101.1 FM	5.3	5.7	-0.4	8.7	8.7	0.0	9.7	8.0	1.7	7.6	8.1	-0.5	5.5	6.6	-1.1	5.4	6.7	-1.3	0.7	0.9	-0.2
105.1 TRIPLE M	6.9	6.9	0.0	7.6	7.3	0.3	11.6	10.8	0.8	10.2	7.9	2.3	8.1	8.5	-0.4	6.9	10.9	-4.0	1.2	1.4	-0.2
NOVA 100	8.2	8.9	-0.7	15.1	16.0	-0.9	16.3	16.6	-0.3	9.7	12.0	-2.3	11.2	13.6	-2.4	5.3	3.8	1.5	1.2	1.5	-0.3
smoothfm 91.5	9.5	9.0	0.5	12.9	9.0	3.9	10.5	8.7	1.8	5.6	7.5	-1.9	8.5	6.2	2.3	8.6	11.1	-2.5	12.7	11.3	1.4
ABC MEL	6.2	4.3	1.9	0.7	1.3	-0.6	2.4	1.1	1.3	1.9	1.5	0.4	4.0	3.0	1.0	7.6	4.0	3.6	14.1	9.6	4.5
3RN	1.7	1.8	-0.1	0.6	0.6	0.0	0.8	0.2	0.6	0.3	0.3	0.0	1.6	2.0	-0.4	0.9	0.8	0.1	4.3	4.1	0.2
ABC NEWSRADIO	1.3	1.4	-0.1	0.6	0.2	0.4	1.0	1.1	-0.1	1.4	1.9	-0.5	1.1	0.9	0.2	0.5	0.7	-0.2	2.4	2.3	0.1
3JJJ	3.2	2.5	0.7	1.7	2.2	-0.5	1.3	1.2	0.1	9.3	6.8	2.5	3.1	3.2	-0.1	1.2	0.8	0.4	0.2	0.3	-0.1
ABC CLASSIC	1.4	1.5	-0.1	2.2	1.1	1.1	0.4	0.3	0.1	1.0	1.5	-0.5	1.9	1.0	0.9	0.3	1.2	-0.9	1.9	2.3	-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	3.6	3.3	0.3	4.1	4.2	-0.1	3.3	3.1	0.2	3.2	3.0	0.2	3.6	2.8	0.8	3.9	2.1	1.8	4.3	2.8	1.5
3AW	12.9	14.4	-1.5	18.1	18.8	-0.7	14.9	15.6	-0.7	7.9	9.7	-1.8	7.8	9.9	-2.1	13.8	18.3	-4.5	11.4	13.1	-1.7
Magic 1278	1.6	1.5	0.1	0.7	1.0	-0.3	1.8	1.9	-0.1	2.0	1.7	0.3	1.4	1.1	0.3	3.1	1.6	1.5	3.2	3.8	-0.6
3MP 1377	1.1	1.1	0.0	1.2	0.8	0.4	1.1	1.0	0.1	1.0	1.2	-0.2	1.3	1.5	-0.2	1.4	1.6	-0.2	1.9	1.7	0.2
101.9 FOX FM	8.6	8.7	-0.1	8.9	8.3	0.6	7.6	8.4	-0.8	10.0	10.2	-0.2	8.6	9.1	-0.5	5.9	5.6	0.3	7.0	7.1	-0.1
GOLD104.3	12.2	12.4	-0.2	9.7	10.8	-1.1	13.2	12.9	0.3	14.7	14.2	0.5	11.3	12.1	-0.8	11.0	11.3	-0.3	10.5	12.8	-2.3
KIIS 101.1 FM	5.4	5.9	-0.5	5.1	5.8	-0.7	5.4	6.0	-0.6	5.5	5.8	-0.3	6.1	7.4	-1.3	4.4	4.2	0.2	5.2	4.8	0.4
105.1 TRIPLE M	7.0	7.5	-0.5	5.9	7.3	-1.4	6.6	7.1	-0.5	7.3	7.5	-0.2	9.7	9.5	0.2	6.2	5.9	0.3	6.4	5.1	1.3
NOVA 100	8.3	8.9	-0.6	10.2	10.2	0.0	6.6	7.5	-0.9	7.0	8.4	-1.4	9.7	10.1	-0.4	7.8	7.5	0.3	7.8	9.2	-1.4
smoothfm 91.5	9.4	8.5	0.9	8.4	7.6	0.8	10.3	9.1	1.2	10.8	9.3	1.5	8.2	7.3	0.9	7.1	9.3	-2.2	9.8	10.9	-1.1
ABC MEL	6.2	4.4	1.8	7.6	5.6	2.0	6.8	4.6	2.2	4.2	2.8	1.4	5.7	3.6	2.1	7.2	6.5	0.7	6.3	3.9	2.4
3RN	1.6	1.8	-0.2	2.1	2.3	-0.2	0.9	1.4	-0.5	1.3	1.4	-0.1	1.8	1.8	0.0	2.4	2.0	0.4	2.1	1.8	0.3
ABC NEWSRADIO	1.2	1.3	-0.1	1.9	1.8	0.1	0.9	1.0	-0.1	0.8	0.5	0.3	0.9	1.2	-0.3	2.2	2.9	-0.7	1.7	1.9	-0.2
3JJJ	3.4	2.5	0.9	3.3	2.9	0.4	2.7	1.6	1.1	3.6	2.2	1.4	4.8	3.8	1.0	2.7	2.5	0.2	2.5	2.7	-0.2
ABC CLASSIC	1.3	1.4	-0.1	1.4	1.4	0.0	1.3	1.0	0.3	1.0	1.4	-0.4	1.6	1.6	0.0	1.6	2.1	-0.5	1.5	1.7	-0.2

RADIO 360: MELBOURNE - TOTAL RADIO - SURVEY 3 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	371	321	50	15	14	1	41	35	6	96	87	9	83	61	22	74	54	20	62	70	-8
3AW	728	687	41	45	44	1	55	36	19	69	57	12	148	133	15	135	135	0	276	282	-6
Magic 1278	190	192	-2	11	16	-5	13	17	-4	38	47	-9	23	18	5	31	17	14	75	77	-2
3MP 1377	174	150	24	18	9	9	9	9	0	40	30	10	12	19	-7	32	22	10	63	61	2
101.9 FOX FM	1,165	1,200	-35	172	200	-28	151	152	-1	409	432	-23	251	253	-2	114	88	26	69	76	-7
GOLD104.3	1,176	1,244	-68	122	152	-30	94	100	-6	249	269	-20	315	311	4	211	205	6	186	206	-20
KIIS 101.1 FM	948	969	-21	149	168	-19	166	148	18	352	352	0	187	198	-11	61	71	-10	34	32	2
105.1 TRIPLE M	778	778	0	86	79	7	90	79	11	273	265	8	190	209	-19	90	97	-7	48	50	-2
NOVA 100	1,269	1,221	48	207	204	3	184	172	12	429	439	-10	301	286	15	105	89	16	42	31	11
smoothfm 91.5	1,146	1,167	-21	126	126	0	130	118	12	255	302	-47	255	247	8	154	157	-3	226	216	10
ABC MEL	481	432	49	13	18	-5	36	20	16	74	57	17	85	80	5	83	71	12	191	186	5
3RN	182	169	13	11	9	2	11	6	5	24	15	9	39	47	-8	19	19	0	78	72	6
ABC NEWSRADIO	240	228	12	18	11	7	25	19	6	55	53	2	52	57	-5	15	25	-10	75	64	11
3JJJ	485	434	51	31	32	-1	43	35	8	263	236	27	104	101	3	28	18	10	16	13	3
ABC CLASSIC	212	191	21	41	23	18	16	13	3	48	44	4	59	42	17	12	21	-9	36	47	-11
Total	4,669	4,668	1	493	498	-5	464	461	3	1,274	1,294	-20	1,062	1,046	16	581	578	3	795	790	5

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	310	275	35	176	150	26	139	139	0	137	116	21	137	97	40	83	57	26	240	163	77
3AW	684	637	47	537	493	44	381	384	-3	304	292	12	235	253	-18	177	183	-6	454	473	-19
Magic 1278	153	138	15	62	63	-1	62	68	-6	79	61	18	61	54	7	41	26	15	121	121	0
3MP 1377	138	125	13	61	49	12	57	52	5	56	61	-5	54	58	-4	33	28	5	88	70	18
101.9 FOX FM	1,041	1,086	-45	627	603	24	413	461	-48	527	523	4	487	510	-23	178	220	-42	611	631	-20
GOLD104.3	1,052	1,101	-49	560	593	-33	533	525	8	591	593	-2	468	450	18	235	234	1	646	709	-63
KIIS 101.1 FM	840	852	-12	416	446	-30	350	337	13	380	376	4	367	368	-1	150	142	8	436	464	-28
105.1 TRIPLE M	661	688	-27	324	350	-26	249	272	-23	306	308	-2	305	298	7	140	152	-12	413	379	34
NOVA 100	1,155	1,093	62	741	662	79	437	434	3	480	501	-21	506	469	37	220	203	17	675	703	-28
smoothfm 91.5	1,015	984	31	507	479	28	483	472	11	555	490	65	441	387	54	231	237	-6	672	714	-42
ABC MEL	436	400	36	298	247	51	234	195	39	189	197	-8	179	156	23	100	103	-3	287	218	69
3RN	160	151	9	110	93	17	67	60	7	73	73	0	56	67	-11	52	49	3	119	108	11
ABC NEWSRADIO	218	208	10	132	107	25	79	85	-6	75	55	20	63	66	-3	49	55	-6	144	125	19
3JJJ	455	391	64	241	211	30	163	121	42	170	148	22	234	193	41	101	84	17	208	210	-2
ABC CLASSIC	195	183	12	77	70	7	89	94	-5	67	73	-6	79	73	6	40	40	0	100	101	-1
Total	4,553	4,545	8	3,597	3,524	73	2,950	2,911	39	3,084	3,051	33	2,914	2,896	18	1,622	1,617	5	3,800	3,814	-14

RADIO 360: MELBOURNE - TOTAL RADIO - SURVEY 3 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	18	15	3	*	*	*	1	1	0	5	4	1	4	3	1	4	3	1	3	4	-1
3AW	61	66	-5	2	2	0	1	1	0	4	3	1	7	10	-3	11	11	0	36	40	-4
Magic 1278	10	9	1	*	*	*	*	1	*	1	1	0	1	1	0	1	1	0	6	6	0
3MP 1377	6	6	0	*	*	*	*	*	*	1	1	0	*	1	*	2	2	0	3	3	0
101.9 FOX FM	40	39	1	5	6	-1	5	5	0	13	13	0	9	7	2	6	4	2	3	3	0
GOLD104.3	57	58	-1	4	5	-1	4	5	-1	10	9	1	12	13	-1	16	14	2	12	13	-1
KIIS 101.1 FM	26	27	-1	4	3	1	4	3	1	8	8	0	5	6	-1	4	5	-1	1	1	0
105.1 TRIPLE M	33	32	1	3	3	0	5	4	1	11	8	3	8	8	0	6	8	-2	1	2	-1
NOVA 100	40	42	-2	6	6	0	7	7	0	11	12	-1	11	13	-2	4	3	1	2	2	0
smoothfm 91.5	46	42	4	5	3	2	4	4	0	6	7	-1	8	6	2	7	8	-1	15	14	1
ABC MEL	30	20	10	*	1	*	1	*	*	2	1	1	4	3	1	6	3	3	17	12	5
3RN	8	8	0	*	*	*	*	*	*	*	*	*	2	2	0	1	1	0	5	5	0
ABC NEWSRADIO	7	7	0	*	*	*	*	*	*	2	2	0	1	1	0	*	1	*	3	3	0
3JJJ	15	12	3	1	1	0	1	*	*	10	7	3	3	3	0	1	1	0	*	*	*
ABC CLASSIC	7	7	0	1	*	*	*	*	*	1	2	-1	2	1	1	*	1	*	2	3	-1
Total	486	466	20	40	39	1	40	40	0	108	98	10	96	92	4	79	72	7	122	125	-3

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	19	16	3	32	31	1	26	24	2	20	18	2	16	13	3	6	3	3	16	11	5
3AW	68	72	-4	143	140	3	117	117	0	50	57	-7	36	45	-9	20	26	-6	43	50	-7
Magic 1278	8	7	1	5	8	-3	14	14	0	13	10	3	7	5	2	5	2	3	12	14	-2
3MP 1377	6	6	0	9	6	3	8	7	1	6	7	-1	6	7	-1	2	2	0	7	7	0
101.9 FOX FM	46	44	2	70	62	8	60	63	-3	64	60	4	39	41	-2	9	8	1	26	27	-1
GOLD104.3	64	62	2	77	80	-3	104	97	7	94	83	11	52	55	-3	16	16	0	40	49	-9
KIIS 101.1 FM	28	30	-2	40	43	-3	43	45	-2	35	34	1	28	33	-5	7	6	1	20	18	2
105.1 TRIPLE M	37	38	-1	46	54	-8	52	54	-2	47	44	3	44	43	1	9	8	1	24	19	5
NOVA 100	44	44	0	80	76	4	52	56	-4	45	49	-4	44	45	-1	11	11	0	30	35	-5
smoothfm 91.5	49	43	6	66	57	9	81	69	12	69	55	14	37	33	4	10	13	-3	37	41	-4
ABC MEL	33	22	11	60	42	18	53	35	18	27	16	11	26	16	10	11	9	2	24	15	9
3RN	8	9	-1	16	17	-1	7	11	-4	9	8	1	8	8	0	4	3	1	8	7	1
ABC NEWSRADIO	7	6	1	15	14	1	7	7	0	5	3	2	4	5	-1	3	4	-1	6	7	-1
3JJJ	18	13	5	26	22	4	21	12	9	23	13	10	22	17	5	4	4	0	10	10	0
ABC CLASSIC	7	7	0	11	10	1	10	8	2	6	8	-2	7	7	0	2	3	-1	6	6	0
Total	528	501	27	788	744	44	786	752	34	637	585	52	458	450	8	148	143	5	380	380	0

RADIO 360: MELBOURNE - TOTAL RADIO - SURVEY 3 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	41	25	16	24	11	13	17	6	11	24	19	5	23	16	7	8	3	5	40	22	18	
CADA	19	27	-8	10	19	-9	4	7	-3	9	8	1	*	5	*	2	5	-3	13	12	1	
Chemist Warehouse Remix	26	27	-1	8	10	-2	12	11	1	6	8	-2	13	16	-3	9	6	3	6	10	-4	
Coles Radio	128	68	60	41	25	16	64	39	25	60	22	38	37	17	20	26	6	20	55	53	2	
DANCE HITS	78	77	1	26	24	2	29	13	16	35	35	0	38	33	5	28	25	3	67	65	2	
EASY HITS	52	61	-9	12	20	-8	8	17	-9	18	29	-11	16	16	0	16	15	1	19	22	-3	
GOLD 80s	98	90	8	39	24	15	33	35	-2	39	29	10	42	29	13	37	28	9	56	64	-8	
iHeartAustralia	55	50	5	27	31	-4	18	22	-4	10	16	-6	21	18	3	13	12	1	27	28	-1	
iHeartCountry	30	9	21	11	8	3	12	2	10	20	2	18	8	1	7	8	*	*	15	10	5	
iHeartDance	24	16	8	17	11	6	11	6	5	8	3	5	*	3	*	4	2	2	22	12	10	
KIIS 90s	66	47	19	16	15	1	23	14	9	22	15	7	30	23	7	8	15	-7	27	32	-5	
MMM 2000s	42	38	4	11	19	-8	8	17	-9	21	22	-1	25	22	3	10	11	-1	16	18	-2	
MMM 70s	40	24	16	26	16	10	29	13	16	28	17	11	10	*	*	6	*	*	16	10	6	
MMM 80s	46	44	2	25	22	3	25	16	9	28	20	8	20	15	5	7	14	-7	25	37	-12	
MMM 90s	45	43	2	17	12	5	9	13	-4	12	10	2	16	12	4	13	8	5	25	20	5	
MMM CLASSIC ROCK	53	42	11	22	19	3	22	14	8	28	24	4	24	30	-6	15	10	5	24	17	7	
MMM COUNTRY	20	23	-3	*	5	*	12	10	2	16	15	1	4	14	-10	*	4	*	8	14	-6	
Nova Nation	25	22	3	15	13	2	8	5	3	7	*	*	10	6	4	9	6	3	18	11	7	
OLDSKOOL 80s HITS	29	36	-7	3	6	-3	6	12	-6	17	19	-2	10	17	-7	6	11	-5	11	18	-7	
OLDSKOOL 90s HITS	37	41	-4	21	20	1	17	16	1	22	16	6	14	15	-1	7	5	2	33	35	-2	
Priceline Radio	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Radio Maria	2	2	0	2	2	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
Radio Maria Ital	*	1	*	*	*	*	*	1	*	*	*	*	*	*	*	*	*	*	*	*	*	
RnB FRIDAYS RADIO	56	65	-9	29	33	-4	20	24	-4	33	40	-7	26	30	-4	3	10	-7	26	31	-5	
SENTrack	12	19	-7	3	3	0	3	4	-1	4	7	-3	1	2	-1	5	8	-3	12	14	-2	
Sky News Radio	37	21	16	22	10	12	8	6	2	13	5	8	11	7	4	7	*	*	3	2	1	
smooth relax	79	80	-1	34	28	6	38	53	-15	32	45	-13	24	29	-5	18	10	8	42	41	1	
smooth Vintage	26	23	3	10	4	6	11	13	-2	12	12	0	5	4	1	6	2	4	21	25	-4	
TikTok Trending	54	54	0	22	30	-8	11	21	-10	29	27	2	34	18	16	10	16	-6	18	34	-16	
triple j Unearthed	38	28	10	11	4	7	5	5	0	11	5	6	17	12	5	17	16	1	22	19	3	
ABC Country	16	8	8	7	3	4	2	5	-3	9	5	4	5	1	4	5	*	*	12	9	3	
ABC Jazz	45	55	-10	14	13	1	13	15	-2	19	18	1	20	24	-4	14	30	-16	36	39	-3	
ABC KIDS LISTEN	13	28	-15	12	23	-11	3	5	-2	3	6	-3	2	10	-8	4	4	0	5	15	-10	
ABC Sport	35	9	26	10	1	9	3	3	0	8	5	3	12	3	9	22	5	17	32	11	21	
Double J	39	53	-14	10	17	-7	16	29	-13	8	23	-15	24	35	-11	9	9	0	13	19	-6	
Total Digital/Internet Only	876	827	49	430	403	27	408	394	14	495	440	55	418	390	28	292	238	54	631	632	-1	

RADIO 360: MELBOURNE - BY RADIO TYPE - SURVEY 3 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	3.7	3.8	6.1	1.1	1.1	1.6	3.0	3.3	3.1	4.8	4.7	9.4	4.5	4.4	8.5	5.3	5.4	8.2	2.4	2.5	2.0
3AW	12.5	12.1	24.8	4.6	4.8	3.9	3.3	2.6	10.7	3.8	2.4	18.5	7.7	7.4	16.3	13.5	13.8	20.1	29.2	28.3	54.5
Magic 1278	2.0	2.2	1.0	0.3	0.4	0.4	0.8	0.9	0.5	1.0	1.2	0.3	1.0	1.2	0.8	1.6	1.7	1.8	4.7	5.3	1.9
3MP 1377	1.3	1.4	1.2	0.7	0.8	0.3	0.5	0.5	0.7	0.5	0.5	1.6	0.4	0.4	0.2	2.7	2.8	3.8	2.3	2.7	0.5
101.9 FOX FM	8.2	9.1	6.3	13.1	14.3	8.1	13.6	14.2	16.6	11.8	13.7	5.9	8.9	9.9	7.9	7.0	7.7	5.6	2.1	2.3	1.5
GOLD104.3	11.8	13.2	8.4	10.3	11.1	8.2	8.7	9.4	8.7	8.8	9.7	8.7	12.5	14.1	9.2	19.7	22.4	10.9	10.2	11.4	5.8
KIIS 101.1 FM	5.3	6.2	2.2	8.7	9.8	3.4	9.7	10.8	6.3	7.6	8.8	3.3	5.5	6.6	0.4	5.4	6.2	2.5	0.7	0.7	0.4
105.1 TRIPLE M	6.9	7.6	5.2	7.6	8.3	4.0	11.6	12.8	9.0	10.2	11.5	7.3	8.1	9.2	5.6	6.9	7.7	5.8	1.2	1.2	1.5
NOVA 100	8.2	9.2	4.7	15.1	16.3	10.2	16.3	18.2	10.5	9.7	11.3	4.5	11.2	13.1	5.3	5.3	5.8	4.8	1.2	1.4	0.2
smoothfm 91.5	9.5	10.4	7.7	12.9	13.3	13.7	10.5	11.8	7.0	5.6	6.3	5.1	8.5	9.5	7.8	8.6	9.1	10.2	12.7	14.2	6.5
ABC MEL	6.2	6.5	8.1	0.7	0.8	*	2.4	2.4	3.9	1.9	2.0	2.5	4.0	3.0	14.5	7.6	7.7	11.5	14.1	15.4	10.1
3RN	1.7	2.0	0.6	0.6	0.6	0.2	0.8	0.9	0.4	0.3	0.3	*	1.6	1.8	0.8	0.9	1.0	0.2	4.3	5.0	1.3
ABC NEWSRADIO	1.3	1.3	2.7	0.6	0.6	0.4	1.0	1.2	0.6	1.4	1.3	3.5	1.1	1.1	1.7	0.5	0.5	1.1	2.4	2.2	5.4
3JJJ	3.2	3.5	2.6	1.7	1.8	1.6	1.3	1.0	3.9	9.3	10.7	5.9	3.1	3.3	3.5	1.2	1.3	0.6	0.2	0.3	*
ABC CLASSIC	1.4	1.4	1.6	2.2	2.4	1.3	0.4	0.3	1.7	1.0	0.9	2.3	1.9	2.2	1.1	0.3	0.4	*	1.9	2.0	2.5
Commercial DAB+ Stns	8.7	8.7	14.5	15.5	13.0	40.4	8.8	8.7	14.0	13.1	13.7	18.4	9.5	10.2	11.5	6.5	6.4	12.4	3.1	3.1	4.9
ABC DAB+ Stns	1.3	1.3	2.3	0.6	0.4	2.2	1.1	1.1	2.2	1.1	1.0	2.9	2.4	2.3	4.9	0.1	0.1	0.4	1.7	1.9	0.9
Total DAB+ Stns	11.0	10.0	16.8	16.9	13.4	42.6	10.0	9.8	16.2	15.3	14.7	21.3	13.7	12.6	16.4	8.1	6.5	12.9	5.3	5.0	5.8

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		
	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	3.6	3.5	6.5	4.1	4.2	5.7	3.3	3.0	7.7	3.2	3.0	7.1	3.6	3.6	5.3	3.9	4.1	4.6	4.3	4.7	4.6
3AW	12.9	12.2	27.2	18.1	16.9	38.4	14.9	14.1	29.3	7.9	7.5	17.2	7.8	7.0	20.8	13.8	13.6	23.9	11.4	11.8	16.2
Magic 1278	1.6	1.8	0.6	0.7	0.8	0.2	1.8	2.1	0.5	2.0	2.4	0.6	1.4	1.6	0.9	3.1	3.4	2.3	3.2	3.6	2.5
3MP 1377	1.1	1.3	0.9	1.2	1.4	0.4	1.1	1.2	0.6	1.0	1.2	0.3	1.3	1.3	2.4	1.4	1.3	2.6	1.9	2.0	2.3
101.9 FOX FM	8.6	9.5	7.1	8.9	9.8	6.0	7.6	8.3	6.9	10.0	11.0	9.4	8.6	9.5	6.4	5.9	6.5	4.8	7.0	7.9	3.8
GOLD104.3	12.2	13.6	8.6	9.7	10.7	6.8	13.2	14.9	9.2	14.7	16.6	10.8	11.3	12.6	7.1	11.0	12.2	7.2	10.5	11.7	8.0
KIIS 101.1 FM	5.4	6.2	2.3	5.1	5.8	1.7	5.4	6.3	2.9	5.5	6.3	2.9	6.1	7.1	1.3	4.4	5.1	1.4	5.2	6.1	1.9
105.1 TRIPLE M	7.0	7.8	5.1	5.9	6.4	4.8	6.6	7.7	2.9	7.3	8.4	4.4	9.7	10.5	9.1	6.2	6.3	9.3	6.4	7.1	5.6
NOVA 100	8.3	9.3	4.9	10.2	11.5	3.9	6.6	7.4	5.3	7.0	7.8	6.3	9.7	11.0	4.4	7.8	9.0	2.7	7.8	8.9	4.3
smoothfm 91.5	9.4	10.3	7.5	8.4	9.2	5.2	10.3	11.7	7.0	10.8	11.9	10.7	8.2	8.8	8.5	7.1	7.8	5.7	9.8	10.8	8.4
ABC MEL	6.2	6.5	8.2	7.6	7.7	10.7	6.8	7.0	9.3	4.2	4.5	5.0	5.7	6.0	6.4	7.2	7.5	9.5	6.3	6.7	7.5
3RN	1.6	1.9	0.4	2.1	2.4	0.4	0.9	1.1	0.2	1.3	1.6	0.5	1.8	2.0	1.0	2.4	2.9	*	2.1	2.4	1.1
ABC NEWSRADIO	1.2	1.2	2.3	1.9	1.8	4.1	0.9	0.8	1.8	0.8	0.7	1.5	0.9	1.1	0.5	2.2	2.1	4.1	1.7	1.6	3.8
3JJJ	3.4	3.7	2.7	3.3	3.6	1.8	2.7	2.9	2.3	3.6	3.9	4.0	4.8	5.3	3.6	2.7	3.0	1.9	2.5	2.8	2.3
ABC CLASSIC	1.3	1.4	1.3	1.4	1.6	0.8	1.3	1.4	1.5	1.0	1.0	1.8	1.6	1.8	1.2	1.6	1.7	1.5	1.5	1.5	2.6
Commercial DAB+ Stns	8.5	8.7	12.7	5.7	5.8	8.1	8.7	9.0	11.2	10.5	10.9	15.8	9.1	8.9	17.6	10.7	10.9	15.6	9.1	8.5	21.1
ABC DAB+ Stns	1.1	1.1	1.8	0.5	0.5	1.0	0.9	0.9	1.4	1.1	1.1	1.9	1.8	1.8	3.7	2.2	2.3	2.9	2.2	2.2	4.2
Total DAB+ Stns	10.7	9.8	14.5	7.1	6.3	9.0	10.7	9.9	12.6	12.9	12.0	17.7	11.7	10.7	21.2	14.4	13.2	18.5	12.2	10.6	25.3

Interpreting RADIO 360: For People 10+, Mon-Sun 5:30am-12mn, SEN 1116am has a 3.7% share of all listening, 3.8% share of AM/FM/DAB+ listening and 6.1% 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 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	371	361	106	15	15	2	41	38	15	96	94	23	83	83	34	74	72	16	62	59	17
3AW	728	692	185	45	42	10	55	46	20	69	63	21	148	142	26	135	133	41	276	266	68
Magic 1278	190	178	33	11	9	2	13	11	2	38	38	2	23	20	6	31	25	11	75	75	10
3MP 1377	174	155	49	18	15	3	9	9	3	40	28	20	12	12	3	32	30	8	63	61	12
101.9 FOX FM	1,165	1,097	197	172	168	25	151	137	31	409	376	65	251	240	45	114	110	19	69	64	13
GOLD104.3	1,176	1,130	192	122	118	25	94	87	21	249	230	47	315	305	41	211	204	37	186	186	21
KIIS 101.1 FM	948	910	130	149	149	17	166	148	34	352	336	48	187	187	9	61	57	16	34	34	5
105.1 TRIPLE M	778	727	137	86	77	21	90	85	22	273	251	42	190	177	32	90	90	13	48	46	6
NOVA 100	1,269	1,222	223	207	197	45	184	171	39	429	419	60	301	290	47	105	102	30	42	42	1
smoothfm 91.5	1,146	1,073	224	126	114	32	130	127	22	255	238	53	255	228	55	154	144	37	226	222	25
ABC MEL	481	464	115	13	13	*	36	33	6	74	71	14	85	83	27	83	80	25	191	184	44
3RN	182	182	34	11	11	2	11	11	3	24	24	1	39	39	7	19	19	2	78	78	18
ABC NEWSRADIO	240	225	59	18	18	2	25	25	2	55	49	15	52	47	12	15	15	5	75	70	22
3JJJ	485	444	101	31	31	5	43	36	15	263	248	50	104	90	26	28	24	6	16	16	*
ABC CLASSIC	212	177	60	41	35	11	16	10	5	48	32	23	59	54	10	12	12	*	36	34	10
Commercial DAB+ Stns	839	794	275	123	116	39	113	103	46	248	239	74	182	174	51	92	88	40	80	74	24
ABC DAB+ Stns	201	172	80	14	11	7	28	28	12	48	41	20	62	47	28	10	8	5	38	37	8
Total DAB+ Stns	1,032	917	332	136	125	47	134	123	53	292	263	88	240	206	70	114	97	45	117	104	29
Total	4,669	4,458	1,305	493	479	127	464	449	179	1,274	1,221	330	1,062	991	287	581	552	180	795	767	201

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	310	294	90	176	171	21	139	126	28	137	131	35	137	128	22	83	76	13	240	228	39
3AW	684	640	171	537	477	108	381	343	97	304	279	56	235	227	43	177	149	34	454	416	104
Magic 1278	153	141	25	62	60	4	62	56	12	79	76	9	61	55	9	41	35	9	121	111	17
3MP 1377	138	119	32	61	58	11	57	51	10	56	53	6	54	51	9	33	23	12	88	80	23
101.9 FOX FM	1,041	972	168	627	585	60	413	367	73	527	486	75	487	458	44	178	167	22	611	577	72
GOLD104.3	1,052	1,007	161	560	518	76	533	497	78	591	558	76	468	442	57	235	214	27	646	611	94
KIIS 101.1 FM	840	795	120	416	392	32	350	321	43	380	347	53	367	356	17	150	143	9	436	417	35
105.1 TRIPLE M	661	614	108	324	296	45	249	224	28	306	279	40	305	293	39	140	125	19	413	390	62
NOVA 100	1,155	1,082	188	741	695	66	437	384	69	480	428	75	506	475	46	220	202	18	675	643	85
smoothfm 91.5	1,015	938	185	507	465	62	483	434	79	555	495	85	441	402	59	231	201	32	672	615	102
ABC MEL	436	419	95	298	276	41	234	212	46	189	182	23	179	177	18	100	88	20	287	256	61
3RN	160	160	25	110	108	9	67	67	5	73	70	8	56	54	6	52	52	*	119	112	14
ABC NEWSRADIO	218	202	51	132	118	20	79	64	20	75	67	17	63	56	7	49	47	4	144	128	35
3JJJ	455	412	90	241	209	35	163	147	30	170	148	32	234	219	23	101	91	10	208	184	37
ABC CLASSIC	195	163	47	77	69	12	89	72	22	67	60	16	79	73	12	40	35	6	100	90	27
Commercial DAB+ Stns	709	680	217	348	324	65	343	314	88	421	386	114	346	328	85	215	193	53	496	434	125
ABC DAB+ Stns	164	140	59	57	48	14	43	31	17	56	48	19	68	55	23	68	57	16	121	99	30
Total DAB+ Stns	876	784	263	430	366	79	408	342	102	495	427	124	418	368	101	292	242	69	631	525	149
Total	4,553	4,300	1,175	3,597	3,273	567	2,950	2,630	615	3,084	2,794	592	2,914	2,681	420	1,622	1,412	239	3,800	3,469	766

Interpreting RADIO 360: For People 10+, Mon-Sun 5:30am-12mn, SEN 1116am has 371,000 total listeners, 361,000 AM/FM/DAB+ listeners and 106,000 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.