

# RADIO 360: MELBOURNE - TOTAL RADIO - SURVEY 3 2023

## 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	2.8	2.4	0.4	3.2	2.2	1.0	2.6	2.7	-0.1	2.4	1.8	0.6	3.6	2.5	1.1	3.0	3.0	0.0	2.3	2.3	0.0
3AW	15.3	16.3	-1.0	4.1	4.3	-0.2	3.9	4.8	-0.9	2.3	3.0	-0.7	11.5	8.0	3.5	21.4	25.2	-3.8	33.7	38.0	-4.3
RSN 927	0.6	0.7	-0.1	0.2	0.2	0.0	0.1	*	*	0.3	0.5	-0.2	0.8	0.9	-0.1	0.8	0.9	-0.1	0.9	0.9	0.0
Magic 1278	1.6	1.2	0.4	0.4	0.3	0.1	0.7	0.9	-0.2	0.9	0.9	0.0	1.4	1.4	0.0	2.7	1.0	1.7	2.3	1.9	0.4
3MP 1377	1.4	1.6	-0.2	0.2	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.0	0.8	1.1	-0.3	1.0	1.5	-0.5	4.1	4.2	-0.1
101.9 FOX FM	8.8	9.3	-0.5	15.1	15.5	-0.4	14.5	14.5	0.0	15.0	16.7	-1.7	9.8	10.0	-0.2	4.4	5.0	-0.6	1.2	0.7	0.5
GOLD104.3	11.1	11.6	-0.5	11.5	9.1	2.4	8.3	12.8	-4.5	8.6	8.8	-0.2	14.1	17.4	-3.3	14.8	15.8	-1.0	9.3	6.9	2.4
KIIS 101.1 FM	7.3	6.5	0.8	12.5	12.6	-0.1	15.3	11.3	4.0	12.9	11.7	1.2	7.1	4.6	2.5	3.1	4.6	-1.5	0.9	0.8	0.1
105.1 TRIPLE M	5.3	6.1	-0.8	7.6	9.4	-1.8	5.3	4.8	0.5	6.5	8.3	-1.8	7.4	9.9	-2.5	4.2	5.0	-0.8	2.1	1.0	1.1
NOVA 100	7.3	6.5	0.8	13.9	13.4	0.5	12.4	8.9	3.5	11.3	10.1	1.2	8.9	6.8	2.1	3.8	4.9	-1.1	0.8	0.9	-0.1
smoothfm 91.5	9.7	9.7	0.0	7.6	9.1	-1.5	11.5	13.2	-1.7	7.4	7.0	0.4	8.2	9.1	-0.9	13.8	10.6	3.2	10.9	10.7	0.2
ABC MEL	6.0	6.2	-0.2	2.6	3.3	-0.7	1.8	1.6	0.2	1.6	0.7	0.9	3.5	4.9	-1.4	9.0	6.8	2.2	12.6	14.4	-1.8
3RN	2.2	2.3	-0.1	0.5	0.5	0.0	0.3	0.2	0.1	0.2	0.2	0.0	1.8	1.7	0.1	2.7	3.0	-0.3	5.1	5.4	-0.3
ABC NEWSRADIO	1.6	1.3	0.3	1.2	1.0	0.2	1.2	1.3	-0.1	1.1	1.3	-0.2	1.3	1.1	0.2	1.6	1.5	0.1	2.6	1.4	1.2
3JJJ	4.0	3.7	0.3	5.0	4.8	0.2	9.3	9.0	0.3	9.5	8.5	1.0	2.5	2.5	0.0	0.9	0.6	0.3	0.4	0.3	0.1
ABC CLASSIC	1.8	1.5	0.3	1.4	1.1	0.3	1.9	1.6	0.3	0.8	0.5	0.3	0.4	1.0	-0.6	0.5	0.3	0.2	4.8	3.7	1.1

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	2.8	2.4	0.4	2.9	2.4	0.5	2.8	2.3	0.5	2.4	2.2	0.2	2.9	2.5	0.4	3.5	3.3	0.2	2.8	2.2	0.6
3AW	15.9	16.6	-0.7	19.5	21.1	-1.6	18.2	19.2	-1.0	12.9	12.0	0.9	11.1	11.6	-0.5	17.6	21.0	-3.4	13.4	15.2	-1.8
RSN 927	0.6	0.6	0.0	1.1	1.3	-0.2	0.5	0.7	-0.2	0.5	0.5	0.0	0.1	0.1	0.0	0.4	0.1	0.3	0.7	0.8	-0.1
Magic 1278	1.5	1.2	0.3	0.7	0.5	0.2	1.0	0.8	0.2	2.3	1.4	0.9	2.0	1.6	0.4	1.9	2.5	-0.6	1.8	1.3	0.5
3MP 1377	1.3	1.6	-0.3	0.8	0.7	0.1	1.5	2.0	-0.5	1.7	2.4	-0.7	1.2	1.7	-0.5	0.6	0.5	0.1	1.8	1.4	0.4
101.9 FOX FM	9.1	9.4	-0.3	9.5	10.3	-0.8	7.2	8.0	-0.8	10.0	10.0	0.0	10.0	10.1	-0.1	8.0	6.5	1.5	8.0	8.9	-0.9
GOLD104.3	11.0	11.7	-0.7	10.8	11.1	-0.3	11.8	11.8	0.0	12.4	13.9	-1.5	9.5	11.0	-1.5	7.4	7.6	-0.2	11.6	11.1	0.5
KIIS 101.1 FM	7.3	6.5	0.8	7.1	7.2	-0.1	6.9	5.3	1.6	7.8	6.0	1.8	7.9	8.2	-0.3	5.9	5.3	0.6	7.5	6.5	1.0
105.1 TRIPLE M	5.1	6.2	-1.1	4.7	5.2	-0.5	4.3	5.9	-1.6	5.3	7.5	-2.2	6.9	7.2	-0.3	3.9	4.1	-0.2	5.9	5.8	0.1
NOVA 100	7.3	6.4	0.9	6.7	7.1	-0.4	6.8	5.6	1.2	7.4	5.8	1.6	9.4	8.1	1.3	5.4	5.1	0.3	7.6	6.9	0.7
smoothfm 91.5	9.6	9.5	0.1	8.5	7.8	0.7	10.7	10.6	0.1	9.1	10.5	-1.4	9.5	9.1	0.4	11.2	9.3	1.9	10.1	10.2	-0.1
ABC MEL	6.3	6.5	-0.2	7.2	6.7	0.5	7.7	8.0	-0.3	4.8	5.0	-0.2	5.5	6.1	-0.6	7.0	7.2	-0.2	4.8	5.5	-0.7
3RN	2.1	2.3	-0.2	3.1	3.0	0.1	1.3	1.5	-0.2	1.5	1.8	-0.3	1.9	2.4	-0.5	3.1	4.0	-0.9	2.6	2.0	0.6
ABC NEWSRADIO	1.6	1.2	0.4	2.5	2.0	0.5	1.4	1.0	0.4	0.9	0.8	0.1	1.3	0.7	0.6	2.3	2.1	0.2	1.7	1.4	0.3
3JJJ	3.9	3.6	0.3	3.6	4.0	-0.4	3.0	3.3	-0.3	4.5	3.8	0.7	5.0	3.8	1.2	2.4	2.2	0.2	4.4	4.0	0.4
ABC CLASSIC	1.7	1.3	0.4	1.7	1.5	0.2	1.7	1.2	0.5	1.5	1.0	0.5	1.4	1.1	0.3	2.8	2.3	0.5	2.2	2.1	0.1

# RADIO 360: MELBOURNE - TOTAL RADIO - SURVEY 3 2023 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	389	372	17	41	48	-7	46	45	1	90	78	12	86	75	11	49	61	-12	78	64	14
3AW	786	844	-58	36	60	-24	43	56	-13	68	76	-8	157	134	23	155	175	-20	328	343	-15
RSN 927	72	74	-2	6	5	1	3	6	-3	9	10	-1	22	19	3	15	18	-3	18	16	2
Magic 1278	143	131	12	14	12	2	14	13	1	21	24	-3	22	27	-5	26	22	4	46	34	12
3MP 1377	134	117	17	6	9	-3	4	3	1	13	15	-2	27	22	5	30	19	11	53	49	4
101.9 FOX FM	1,313	1,280	33	211	215	-4	220	206	14	474	466	8	268	274	-6	96	94	2	44	26	18
GOLD104.3	1,294	1,256	38	139	126	13	118	115	3	266	290	-24	365	368	-3	196	199	-3	209	157	52
KIIS 101.1 FM	1,227	1,145	82	207	208	-1	237	205	32	438	408	30	249	221	28	67	73	-6	29	29	0
105.1 TRIPLE M	760	749	11	100	104	-4	89	109	-20	232	223	9	191	192	-1	75	80	-5	73	42	31
NOVA 100	1,201	1,169	32	204	205	-1	200	199	1	393	412	-19	304	243	61	70	74	-4	31	37	-6
smoothfm 91.5	1,136	1,176	-40	110	136	-26	92	102	-10	261	272	-11	269	273	-4	167	157	10	238	236	2
ABC MEL	573	599	-26	48	51	-3	50	56	-6	54	58	-4	104	118	-14	116	98	18	202	220	-18
3RN	203	186	17	10	12	-2	7	7	0	18	17	1	43	37	6	40	40	0	84	73	11
ABC NEWSRADIO	319	286	33	28	27	1	21	39	-18	72	70	2	77	57	20	50	38	12	72	55	17
3JJI	563	558	5	64	63	1	122	129	-7	248	235	13	88	90	-2	27	26	1	13	14	-1
ABC CLASSIC	183	177	6	27	26	1	14	15	-1	32	30	2	35	42	-7	11	8	3	65	56	9
<b>Total</b>	<b>4,588</b>	<b>4,590</b>	<b>-2</b>	<b>479</b>	<b>480</b>	<b>-1</b>	<b>491</b>	<b>479</b>	<b>12</b>	<b>1,243</b>	<b>1,250</b>	<b>-7</b>	<b>1,013</b>	<b>1,016</b>	<b>-3</b>	<b>573</b>	<b>580</b>	<b>-7</b>	<b>788</b>	<b>784</b>	<b>4</b>

By Session, P10+ [Potential: 4844]

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	328	317	11	162	160	2	147	124	23	144	132	12	145	140	5	65	67	-2	214	194	20						
3AW	717	771	-54	543	612	-69	437	470	-33	388	381	7	370	397	-27	215	236	-21	559	616	-57						
RSN 927	47	52	-5	31	29	2	21	19	2	19	19	0	9	14	-5	5	8	-3	51	50	1						
Magic 1278	109	99	10	44	38	6	48	39	9	71	64	7	47	45	2	21	19	2	84	69	15						
3MP 1377	114	108	6	47	44	3	50	55	-5	61	69	-8	44	51	-7	24	24	0	81	66	15						
101.9 FOX FM	1,162	1,147	15	654	687	-33	453	462	-9	565	552	13	546	560	-14	251	230	21	736	731	5						
GOLD104.3	1,141	1,121	20	563	580	-17	536	524	12	594	595	-1	536	556	-20	218	213	5	783	733	50						
KIIS 101.1 FM	1,104	1,040	64	572	562	10	443	357	86	534	439	95	505	508	-3	206	198	8	743	661	82						
105.1 TRIPLE M	628	622	6	283	306	-23	229	246	-17	282	303	-21	314	335	-21	111	116	-5	446	430	16						
NOVA 100	1,073	1,040	33	555	580	-25	392	371	21	495	455	40	537	502	35	200	185	15	719	662	57						
smoothfm 91.5	998	1,021	-23	521	494	27	511	474	37	523	541	-18	481	511	-30	251	228	23	736	766	-30						
ABC MEL	489	528	-39	294	325	-31	229	240	-11	202	217	-15	198	211	-13	117	117	0	346	345	1						
3RN	184	168	16	120	112	8	74	75	-1	69	72	-3	70	79	-9	61	56	5	138	118	20						
ABC NEWSRADIO	274	250	24	142	134	8	92	86	6	73	61	12	92	75	17	65	59	6	173	146	27						
3JJI	472	470	2	233	265	-32	180	169	11	241	197	44	264	226	38	102	87	15	345	305	40						
ABC CLASSIC	154	144	10	76	92	-16	66	64	2	68	65	3	79	67	12	54	48	6	115	121	-6						
<b>Total</b>	<b>4,490</b>	<b>4,507</b>	<b>-17</b>	<b>3,501</b>	<b>3,590</b>	<b>-89</b>	<b>2,951</b>	<b>2,901</b>	<b>50</b>	<b>3,176</b>	<b>3,097</b>	<b>79</b>	<b>3,108</b>	<b>3,142</b>	<b>-34</b>	<b>1,579</b>	<b>1,609</b>	<b>-30</b>	<b>4,008</b>	<b>4,017</b>	<b>-9</b>						

# RADIO 360: MELBOURNE - TOTAL RADIO - SURVEY 3 2023 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	14	12	2	1	1	0	1	1	0	3	2	1	4	3	1	2	2	0	3	3	0
3AW	79	84	-5	2	2	0	1	2	-1	3	3	0	13	9	4	16	18	-2	43	49	-6
RSN 927	3	4	-1	*	*	*	*	*	*	*	1	*	1	1	0	1	1	0	1	1	0
Magic 1278	8	6	2	*	*	*	*	*	*	1	1	0	2	2	0	2	1	1	3	2	1
3MP 1377	7	8	-1	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	5	5	0
101.9 FOX FM	45	48	-3	7	7	0	5	7	-2	17	18	-1	11	11	0	3	4	-1	2	1	1
GOLD104.3	57	59	-2	5	4	1	3	6	-3	10	9	1	16	20	-4	11	11	0	12	9	3
KIIS 101.1 FM	38	33	5	6	6	0	6	5	1	15	13	2	8	5	3	2	3	-1	1	1	0
105.1 TRIPLE M	27	31	-4	3	4	-1	2	2	0	7	9	-2	8	11	-3	3	4	-1	3	1	2
NOVA 100	38	34	4	6	6	0	5	4	1	13	11	2	10	8	2	3	3	0	1	1	0
smoothfm 91.5	50	50	0	3	4	-1	4	6	-2	8	8	0	9	10	-1	10	8	2	14	14	0
ABC MEL	31	32	-1	1	2	-1	1	1	0	2	1	1	4	6	-2	7	5	2	16	19	-3
3RN	11	12	-1	*	*	*	*	*	*	*	*	*	2	2	0	2	2	0	7	7	0
ABC NEWSRADIO	8	7	1	1	*	*	*	1	*	1	1	0	1	1	0	1	1	0	3	2	1
3JJJ	21	19	2	2	2	0	3	4	-1	11	9	2	3	3	0	1	*	*	*	*	*
ABC CLASSIC	9	8	1	1	1	0	1	1	0	1	1	0	*	1	*	*	*	*	6	5	1
<b>Total</b>	<b>515</b>	<b>514</b>	<b>1</b>	<b>45</b>	<b>48</b>	<b>-3</b>	<b>38</b>	<b>45</b>	<b>-7</b>	<b>115</b>	<b>107</b>	<b>8</b>	<b>114</b>	<b>112</b>	<b>2</b>	<b>75</b>	<b>71</b>	<b>4</b>	<b>129</b>	<b>130</b>	<b>-1</b>

By Session, P10+ [Potential: 4844]

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	15	13	2	21	18	3	21	17	4	17	15	2	16	14	2	6	5	1	13	10	3
3AW	86	91	-5	143	159	-16	139	143	-4	87	81	6	62	66	-4	28	34	-6	60	66	-6
RSN 927	3	4	-1	8	10	-2	4	5	-1	3	4	-1	1	1	0	1	*	*	3	4	-1
Magic 1278	8	6	2	5	4	1	8	6	2	16	10	6	11	9	2	3	4	-1	8	6	2
3MP 1377	7	9	-2	6	5	1	12	15	-3	12	16	-4	6	10	-4	1	1	0	8	6	2
101.9 FOX FM	49	51	-2	70	78	-8	56	59	-3	68	68	0	56	57	-1	13	11	2	36	39	-3
GOLD104.3	59	64	-5	79	83	-4	90	88	2	84	93	-9	53	63	-10	12	12	0	52	48	4
KIIS 101.1 FM	39	35	4	52	54	-2	53	40	13	53	40	13	44	47	-3	9	9	0	33	28	5
105.1 TRIPLE M	27	34	-7	34	39	-5	33	44	-11	36	50	-14	38	41	-3	6	7	-1	26	25	1
NOVA 100	39	35	4	49	53	-4	53	42	11	50	39	11	52	46	6	9	8	1	34	30	4
smoothfm 91.5	52	52	0	63	59	4	82	79	3	62	70	-8	53	52	1	18	15	3	45	44	1
ABC MEL	34	35	-1	53	50	3	59	59	0	32	34	-2	30	35	-5	11	12	-1	21	24	-3
3RN	11	13	-2	22	22	0	10	11	-1	10	12	-2	11	14	-3	5	7	-2	11	9	2
ABC NEWSRADIO	9	7	2	18	15	3	11	8	3	6	5	1	7	4	3	4	4	0	8	6	2
3JJJ	21	20	1	27	30	-3	23	25	-2	31	26	5	28	22	6	4	4	0	20	17	3
ABC CLASSIC	9	7	2	12	11	1	13	9	4	10	7	3	8	7	1	4	4	0	10	9	1
<b>Total</b>	<b>542</b>	<b>545</b>	<b>-3</b>	<b>735</b>	<b>751</b>	<b>-16</b>	<b>768</b>	<b>744</b>	<b>24</b>	<b>677</b>	<b>673</b>	<b>4</b>	<b>553</b>	<b>570</b>	<b>-17</b>	<b>158</b>	<b>163</b>	<b>-5</b>	<b>448</b>	<b>436</b>	<b>12</b>

# RADIO 360: MELBOURNE - BY RADIO TYPE - SURVEY 3 2023

## 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	2.8	2.7	5.2	3.2	2.7	9.3	2.6	2.8	2.0	2.4	2.3	6.2	3.6	3.5	5.9	3.0	3.1	4.4	2.3	2.3	3.8
3AW	15.3	15.5	23.3	4.1	4.6	1.2	3.9	3.5	7.4	2.3	2.0	7.3	11.5	10.3	26.0	21.4	22.0	35.9	33.7	34.5	49.1
RSN 927	0.6	n.a.	n.a.	0.2	n.a.	n.a.	0.1	n.a.	n.a.	0.3	n.a.	n.a.	0.8	n.a.	n.a.	0.8	n.a.	n.a.	0.9	n.a.	n.a.
Magic 1278	1.6	1.7	1.5	0.4	0.4	1.0	0.7	0.8	0.5	0.9	1.1	*	1.4	1.5	1.6	2.7	2.8	4.2	2.3	2.5	2.1
3MP 1377	1.4	1.5	1.0	0.2	0.2	*	0.1	*	0.6	0.1	0.1	*	0.8	0.8	1.7	1.0	1.1	0.5	4.1	4.5	2.2
101.9 FOX FM	8.8	9.8	5.6	15.1	16.2	10.5	14.5	16.2	8.6	15.0	16.8	10.2	9.8	11.3	3.7	4.4	4.8	3.1	1.2	1.3	0.8
GOLD104.3	11.1	12.0	10.4	11.5	11.5	16.6	8.3	7.6	14.6	8.6	9.0	12.4	14.1	15.4	11.7	14.8	16.7	7.3	9.3	10.3	2.6
KIIS 101.1 FM	7.3	8.2	3.6	12.5	13.6	7.3	15.3	17.4	6.8	12.9	14.8	5.9	7.1	8.3	1.4	3.1	3.2	4.8	0.9	1.0	*
105.1 TRIPLE M	5.3	5.5	6.2	7.6	7.5	11.9	5.3	4.8	9.8	6.5	7.0	7.5	7.4	8.0	6.6	4.2	4.6	3.7	2.1	2.3	0.7
NOVA 100	7.3	8.2	4.3	13.9	14.9	9.0	12.4	14.1	5.4	11.3	12.6	7.6	8.9	10.4	2.6	3.8	4.0	4.7	0.8	0.9	*
smoothfm 91.5	9.7	10.5	8.6	7.6	7.7	9.1	11.5	11.0	17.7	7.4	8.0	7.6	8.2	8.9	7.5	13.8	15.2	10.9	10.9	12.0	4.1
ABC MEL	6.0	6.0	9.7	2.6	2.3	6.9	1.8	1.9	2.2	1.6	1.3	5.1	3.5	2.9	10.4	9.0	10.2	4.3	12.6	12.5	23.5
3RN	2.2	2.5	0.2	0.5	0.5	0.4	0.3	0.3	0.1	0.2	0.2	*	1.8	2.1	0.1	2.7	3.2	0.5	5.1	5.8	0.5
ABC NEWSRADIO	1.6	1.6	2.6	1.2	1.1	3.2	1.2	0.8	4.1	1.1	1.1	2.3	1.3	1.3	1.5	1.6	1.6	3.1	2.6	2.8	2.8
3JXX	4.0	4.3	3.4	5.0	5.5	2.5	9.3	10.1	7.0	9.5	10.6	7.3	2.5	2.7	1.9	0.9	0.9	1.7	0.4	0.4	0.7
ABC CLASSIC	1.8	1.9	2.1	1.4	1.5	0.8	1.9	1.2	6.2	0.8	0.8	1.1	0.4	0.5	0.2	0.5	0.4	1.6	4.8	5.1	4.6
Commercial DAB+ Stns	6.3	6.2	8.6	7.8	7.0	7.4	5.8	6.1	5.3	9.5	9.5	14.2	9.4	9.7	11.4	4.6	4.3	6.2	1.3	1.3	2.0
ABC DAB+ Stns	2.0	1.9	3.6	2.6	2.7	2.7	1.4	1.5	1.6	2.8	2.8	5.3	2.6	2.4	5.8	1.9	2.0	3.1	0.6	0.6	0.5
Total DAB+ Stns	8.7	8.1	12.2	10.5	9.8	10.1	7.4	7.6	6.9	13.1	12.2	19.5	12.5	12.0	17.2	7.2	6.3	9.3	2.0	1.9	2.5

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	2.8	2.7	5.7	2.9	2.8	6.1	2.8	2.6	6.1	2.4	2.3	5.2	2.9	2.8	6.1	3.5	3.9	3.5	2.8	2.9	3.9
3AW	15.9	16.1	24.9	19.5	19.3	35.7	18.2	18.7	24.3	12.9	13.0	20.7	11.1	11.2	18.2	17.6	18.8	22.6	13.4	13.7	18.5
RSN 927	0.6	n.a.	n.a.	1.1	n.a.	n.a.	0.5	n.a.	n.a.	0.5	n.a.	n.a.	0.1	n.a.	n.a.	0.4	n.a.	n.a.	0.7	n.a.	n.a.
Magic 1278	1.5	1.6	1.4	0.7	0.8	0.9	1.0	1.1	1.3	2.3	2.5	2.0	2.0	2.1	1.9	1.9	2.2	0.6	1.8	1.9	1.7
3MP 1377	1.3	1.4	0.9	0.8	0.9	0.3	1.5	1.7	1.1	1.7	1.9	1.5	1.2	1.3	0.8	0.6	0.6	0.9	1.8	2.0	1.3
101.9 FOX FM	9.1	10.1	5.9	9.5	10.5	4.7	7.2	7.9	6.1	10.0	11.0	7.5	10.0	11.1	4.8	8.0	9.2	4.2	8.0	8.9	4.9
GOLD104.3	11.0	11.8	10.3	10.8	11.8	7.0	11.8	12.7	11.5	12.4	13.4	12.2	9.5	10.0	10.6	7.4	8.0	7.9	11.6	12.4	10.7
KIIS 101.1 FM	7.3	8.2	3.6	7.1	7.9	2.5	6.9	7.7	4.0	7.8	8.8	4.3	7.9	8.7	3.6	5.9	6.8	3.1	7.5	8.3	3.7
105.1 TRIPLE M	5.1	5.3	5.9	4.7	4.8	6.0	4.3	4.6	4.0	5.3	5.6	6.5	6.9	7.2	8.1	3.9	4.1	5.8	5.9	6.1	7.0
NOVA 100	7.3	8.1	4.3	6.7	7.5	2.8	6.8	7.7	4.0	7.4	8.2	5.1	9.4	10.3	5.0	5.4	6.0	5.2	7.6	8.3	4.4
smoothfm 91.5	9.6	10.4	8.3	8.5	9.4	4.8	10.7	11.7	9.3	9.1	9.8	9.6	9.5	10.2	9.1	11.2	12.6	9.0	10.1	10.7	9.5
ABC MEL	6.3	6.4	10.5	7.2	6.9	14.5	7.7	7.8	10.8	4.8	4.9	6.5	5.5	5.5	9.9	7.0	6.9	13.8	4.8	4.8	7.2
3RN	2.1	2.4	0.1	3.1	3.5	0.2	1.3	1.6	*	1.5	1.8	0.2	1.9	2.2	*	3.1	3.7	0.1	2.6	2.9	0.5
ABC NEWSRADIO	1.6	1.6	2.2	2.5	2.5	3.4	1.4	1.4	2.1	0.9	1.0	1.0	1.3	1.3	1.9	2.3	2.3	4.1	1.7	1.6	3.6
3JXX	3.9	4.2	3.6	3.6	4.0	2.5	3.0	3.1	3.8	4.5	4.9	4.4	5.0	5.4	3.9	2.4	2.6	2.4	4.4	4.8	2.9
ABC CLASSIC	1.7	1.8	1.9	1.7	1.8	1.4	1.7	1.8	2.4	1.5	1.6	1.6	1.4	1.4	1.7	2.8	3.1	2.6	2.2	2.3	2.9
Commercial DAB+ Stns	6.2	6.2	7.3	4.1	4.0	5.1	5.9	6.2	5.9	7.2	7.4	8.9	7.7	7.7	10.5	6.7	6.1	6.8	6.7	6.2	12.6
ABC DAB+ Stns	1.9	1.8	3.3	1.5	1.5	2.0	1.8	1.7	3.3	2.0	2.1	2.9	1.7	1.6	3.8	3.0	2.9	7.4	2.3	2.2	4.7
Total DAB+ Stns	8.5	8.0	10.6	5.9	5.5	7.1	8.1	7.9	9.2	9.8	9.4	11.8	9.9	9.4	14.3	10.4	9.0	14.1	9.3	8.3	17.3

Interpreting RADIO 360: For People 10+, Mon-Sun 5:30am-12mn, SEN 1116am has a 2.8% share of all listening, 2.7% share of AM/FM/DAB+ listening and 5.2% 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 2023

## 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	389	367	87	41	32	16	46	37	12	90	90	26	86	86	8	49	46	11	78	76	14
3AW	786	759	177	36	34	5	43	34	18	68	65	23	157	151	44	155	155	23	328	321	63
RSN 927	72	n.a.	n.a.	6	n.a.	n.a.	3	n.a.	n.a.	9	n.a.	n.a.	22	n.a.	n.a.	15	n.a.	n.a.	18	n.a.	n.a.
Magic 1278	143	128	31	14	12	3	14	9	4	21	21	*	22	18	11	26	22	9	46	45	3
3MP 1377	134	121	25	6	6	*	4	2	3	13	13	*	27	26	7	30	27	4	53	48	11
101.9 FOX FM	1,313	1,252	224	211	202	40	220	210	48	474	450	89	268	260	31	96	89	11	44	43	6
GOLD104.3	1,294	1,217	233	139	126	29	118	104	39	266	236	58	365	356	58	196	191	33	209	204	17
KIIS 101.1 FM	1,227	1,180	215	207	198	40	237	225	51	438	420	79	249	244	31	67	63	14	29	29	*
105.1 TRIPLE M	760	699	145	100	91	20	89	67	33	232	206	48	191	189	33	75	73	7	73	73	4
NOVA 100	1,201	1,149	224	204	197	40	200	180	49	393	383	78	304	291	43	70	67	13	31	31	*
smoothfm 91.5	1,136	1,050	245	110	104	21	92	68	41	261	237	58	269	249	69	167	158	33	238	234	23
ABC MEL	573	546	106	48	41	14	50	42	13	54	46	14	104	101	21	116	116	12	202	200	33
3RN	203	202	16	10	10	2	7	7	2	18	18	*	43	43	2	40	39	6	84	84	5
ABC NEWSRADIO	319	301	62	28	24	5	21	16	8	72	67	19	77	75	7	50	47	13	72	72	11
3JJJ	563	525	143	64	63	11	122	111	40	248	231	61	88	82	20	27	27	7	13	10	4
ABC CLASSIC	183	167	38	27	24	3	14	8	10	32	27	7	35	33	4	11	11	4	65	65	10
Commercial DAB+ Stns	760	714	198	103	98	30	94	80	24	239	225	73	183	180	39	83	78	24	57	53	8
ABC DAB+ Stns	315	272	112	37	33	12	37	30	13	107	99	43	75	63	27	31	22	12	27	24	5
Total DAB+ Stns	1,026	903	290	124	116	42	130	110	34	324	284	104	246	226	64	110	91	32	91	76	13
Total	4,588	4,431	1,252	479	459	147	491	479	190	1,243	1,185	366	1,013	978	281	573	549	125	788	781	144

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	328	309	77	162	144	34	147	123	36	144	139	32	145	130	33	65	61	6	214	197	47
3AW	717	687	157	543	502	87	437	416	69	388	365	60	370	351	40	215	187	42	559	539	104
RSN 927	47	n.a.	n.a.	31	n.a.	n.a.	21	n.a.	n.a.	19	n.a.	n.a.	9	n.a.	n.a.	5	n.a.	n.a.	51	n.a.	n.a.
Magic 1278	109	97	26	44	40	10	48	39	11	71	62	17	47	41	11	21	17	4	84	77	11
3MP 1377	114	100	19	47	43	3	50	43	11	61	54	11	44	42	5	24	22	4	81	80	9
101.9 FOX FM	1,162	1,076	194	654	612	50	453	408	68	565	520	88	546	517	44	251	232	21	736	706	83
GOLD104.3	1,141	1,057	199	563	517	64	536	468	99	594	546	93	536	495	54	218	190	32	783	720	110
KIIS 101.1 FM	1,104	1,055	172	572	536	39	443	405	56	534	498	69	505	477	45	206	190	25	743	708	93
105.1 TRIPLE M	628	566	114	283	248	45	229	200	29	282	251	55	314	284	50	111	93	19	446	416	56
NOVA 100	1,073	1,008	183	555	523	49	392	356	53	495	451	67	537	516	43	200	161	41	719	677	88
smoothfm 91.5	998	928	194	521	484	59	511	453	92	523	474	79	481	449	53	251	224	35	736	670	123
ABC MEL	489	461	90	294	265	51	229	222	33	202	197	24	198	190	21	117	106	22	346	322	59
3RN	184	183	10	120	120	5	74	74	*	69	69	4	70	70	*	61	60	1	138	138	9
ABC NEWSRADIO	274	260	51	142	129	17	92	87	17	73	68	11	92	84	12	65	52	12	173	146	37
3JJJ	472	438	119	233	218	26	180	151	44	241	225	47	264	249	30	102	83	19	345	325	52
ABC CLASSIC	154	145	28	76	71	9	66	54	17	68	66	12	79	72	8	54	49	7	115	97	29
Commercial DAB+ Stns	648	610	153	290	259	49	292	252	68	328	309	67	330	295	60	147	130	27	415	367	113
ABC DAB+ Stns	249	211	86	96	74	27	99	77	29	99	82	29	110	97	21	61	44	22	157	131	47
Total DAB+ Stns	875	768	225	376	315	74	382	313	91	442	381	97	442	382	81	212	170	50	558	468	156
Total	4,490	4,310	1,113	3,501	3,223	500	2,951	2,667	563	3,176	2,924	577	3,108	2,896	418	1,579	1,375	275	4,008	3,779	797

Interpreting RADIO 360: For People 10+, Mon-Sun 5:30am-12mn, SEN 1116am has 389,000 total listeners, 367,000 AM/FM/DAB+ listeners and 87,000 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.