

# RADIO 360: MELBOURNE - TOTAL RADIO - SURVEY 7 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	2.7	3.1	-0.4	0.8	1.6	-0.8	2.6	4.7	-2.1	2.2	1.8	0.4	3.4	3.6	-0.2	3.4	4.4	-1.0	2.8	2.9	-0.1
3AW	13.5	15.8	-2.3	4.9	2.7	2.2	3.0	2.0	1.0	7.9	9.5	-1.6	7.3	7.2	0.1	18.9	23.5	-4.6	28.9	34.8	-5.9
RSN 927	0.6	0.7	-0.1	0.1	*	*	0.3	0.3	0.0	0.1	0.2	-0.1	*	0.4	*	1.3	0.7	0.6	1.3	1.8	-0.5
Magic 1278	1.3	1.1	0.2	0.1	0.1	0.0	0.3	0.2	0.1	1.2	0.8	0.4	0.8	0.8	0.0	2.0	2.2	-0.2	2.2	1.6	0.6
3MP 1377	1.1	0.9	0.2	0.6	0.1	0.5	0.3	0.1	0.2	0.3	0.2	0.1	0.4	0.5	-0.1	3.0	2.3	0.7	1.8	1.7	0.1
101.9 FOX FM	10.5	9.4	1.1	19.3	15.9	3.4	22.6	19.7	2.9	15.2	14.5	0.7	10.8	9.8	1.0	5.1	5.1	0.0	1.2	0.9	0.3
GOLD104.3	12.4	12.7	-0.3	14.3	15.2	-0.9	9.5	7.3	2.2	8.7	9.6	-0.9	16.6	17.2	-0.6	17.8	17.5	0.3	8.5	9.1	-0.6
KIIS 101.1 FM	7.1	6.9	0.2	10.3	12.5	-2.2	11.1	9.9	1.2	13.2	12.1	1.1	7.6	7.1	0.5	3.2	3.3	-0.1	0.8	1.2	-0.4
105.1 TRIPLE M	6.9	6.0	0.9	8.4	12.4	-4.0	6.4	6.4	0.0	6.5	6.9	-0.4	12.4	7.8	4.6	6.2	5.7	0.5	1.7	1.0	0.7
NOVA 100	5.7	6.3	-0.6	7.4	10.8	-3.4	10.7	11.7	-1.0	9.3	9.4	-0.1	6.8	7.2	-0.4	3.8	3.8	0.0	0.2	0.5	-0.3
smoothfm 91.5	8.5	9.3	-0.8	5.5	6.8	-1.3	6.4	7.6	-1.2	8.7	6.5	2.2	7.4	10.0	-2.6	11.9	11.9	0.0	9.4	11.0	-1.6
ABC MEL	8.0	7.4	0.6	3.0	3.4	-0.4	2.2	2.7	-0.5	1.3	1.5	-0.2	5.0	5.9	-0.9	8.6	6.8	1.8	20.7	17.8	2.9
3RN	2.1	1.9	0.2	0.8	0.2	0.6	1.3	1.6	-0.3	0.3	0.2	0.1	1.0	1.1	-0.1	3.3	2.4	0.9	4.7	4.7	0.0
ABC NEWSRADIO	1.4	1.1	0.3	1.9	0.8	1.1	0.9	0.9	0.0	0.7	1.5	-0.8	1.2	1.1	0.1	0.8	1.0	-0.2	2.5	1.2	1.3
3JJJ	3.7	3.5	0.2	7.0	5.4	1.6	5.6	6.5	-0.9	8.5	8.2	0.3	2.4	2.8	-0.4	1.2	0.4	0.8	0.2	0.1	0.1
ABC CLASSIC	1.4	1.2	0.2	1.3	1.7	-0.4	0.6	0.5	0.1	0.6	0.7	-0.1	0.7	0.7	0.0	0.4	0.2	0.2	3.8	3.0	0.8

By Session, P10+

Station	Mon-Fri			Breakfast			Morning			Afternoon			Drive			Evening			Weekend								
	Mon-Fri 5:30am-12mn	This	Last	+/-	Mon-Fri 5:30am-9:00am	This	Last	+/-	Mon-Fri 9:00am-12:00md	This	Last	+/-	Mon-Fri 12:00md-4:00pm	This	Last	+/-	Mon-Fri 4:00pm-7:00pm	This	Last	+/-	Mon-Fri 7:00pm-12:00mn	This	Last	+/-	Sat-Sun 5:30am-12mn	This	Last
SEN 1116am	2.6	3.0	-0.4	2.9	2.4	0.5	2.4	2.8	-0.4	2.8	3.7	-0.9	2.4	2.8	-0.4	2.5	3.0	-0.5	2.9	3.3	-0.4						
3AW	13.9	16.3	-2.4	18.5	21.7	-3.2	15.7	19.6	-3.9	10.3	10.7	-0.4	10.2	11.2	-1.0	13.7	18.8	-5.1	12.3	14.5	-2.2						
RSN 927	0.5	0.6	-0.1	1.0	0.8	0.2	0.7	0.8	-0.1	0.3	0.4	-0.1	0.1	0.5	-0.4	0.1	0.8	-0.7	0.7	0.9	-0.2						
Magic 1278	1.2	1.0	0.2	0.5	0.5	0.0	1.2	0.9	0.3	1.4	1.6	-0.2	1.3	0.9	0.4	2.3	1.8	0.5	1.5	1.2	0.3						
3MP 1377	0.9	0.8	0.1	0.6	0.4	0.2	0.9	0.9	0.0	1.1	0.8	0.3	1.2	1.3	-0.1	0.9	1.0	-0.1	1.6	1.1	0.5						
101.9 FOX FM	10.5	9.5	1.0	11.0	9.5	1.5	9.5	9.1	0.4	11.0	11.2	-0.2	11.8	9.5	2.3	7.0	5.2	1.8	10.6	9.1	1.5						
GOLD104.3	12.7	13.0	-0.3	11.5	12.2	-0.7	14.0	13.2	0.8	14.3	14.2	0.1	11.3	13.2	-1.9	10.5	10.5	0.0	11.5	11.5	0.0						
KIIS 101.1 FM	7.2	6.7	0.5	8.0	7.9	0.1	5.9	5.3	0.6	7.1	6.8	0.3	9.4	8.0	1.4	4.7	4.0	0.7	6.6	7.6	-1.0						
105.1 TRIPLE M	7.2	6.0	1.2	7.2	5.8	1.4	7.5	5.5	2.0	7.4	6.1	1.3	7.9	7.4	0.5	4.1	4.7	-0.6	5.9	5.9	0.0						
NOVA 100	5.8	6.4	-0.6	5.2	6.2	-1.0	5.3	5.5	-0.2	6.7	6.7	0.0	7.1	8.2	-1.1	3.6	5.0	-1.4	5.5	5.9	-0.4						
smoothfm 91.5	8.3	9.1	-0.8	6.6	7.8	-1.2	8.2	9.3	-1.1	9.1	10.8	-1.7	8.5	8.4	0.1	10.8	8.7	2.1	9.4	9.7	-0.3						
ABC MEL	8.3	7.6	0.7	10.1	8.7	1.4	8.8	7.7	1.1	5.9	5.1	0.8	7.3	8.1	-0.8	11.6	11.2	0.4	6.9	6.7	0.2						
3RN	1.9	1.7	0.2	2.4	1.9	0.5	1.2	1.3	-0.1	1.7	1.6	0.1	1.6	1.6	0.0	3.2	2.8	0.4	2.9	2.5	0.4						
ABC NEWSRADIO	1.3	1.2	0.1	2.0	1.9	0.1	0.9	0.7	0.2	0.6	0.6	0.0	1.3	1.0	0.3	2.7	2.3	0.4	1.6	1.1	0.5						
3JJJ	3.7	3.6	0.1	3.5	3.5	0.0	3.8	3.4	0.4	4.1	4.0	0.1	4.1	3.9	0.2	1.9	2.4	-0.5	3.5	3.4	0.1						
ABC CLASSIC	1.3	1.1	0.2	1.0	0.9	0.1	1.2	0.8	0.4	1.2	1.1	0.1	1.1	1.2	-0.1	3.0	2.4	0.6	1.9	1.5	0.4						

# RADIO 360: MELBOURNE - TOTAL RADIO - SURVEY 7 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	393	407	-14	29	28	1	56	44	12	84	105	-21	101	87	14	59	70	-11	63	73	-10
3AW	828	857	-29	50	59	-9	56	62	-6	106	112	-6	135	115	20	151	175	-24	330	334	-4
RSN 927	82	85	-3	3	2	1	15	16	-1	15	10	5	5	6	-1	18	18	0	26	33	-7
Magic 1278	140	142	-2	7	8	-1	9	10	-1	13	14	-1	28	18	10	28	37	-9	53	56	-3
3MP 1377	203	117	86	20	2	18	27	8	19	27	18	9	30	24	6	34	29	5	65	36	29
101.9 FOX FM	1,303	1,271	32	204	191	13	208	207	1	482	491	-9	256	244	12	108	101	7	44	36	8
GOLD104.3	1,319	1,339	-20	143	150	-7	126	102	24	295	329	-34	349	357	-8	209	207	2	196	193	3
KIIS 101.1 FM	1,162	1,142	20	198	189	9	197	196	1	437	436	1	225	241	-16	76	50	26	28	30	-2
105.1 TRIPLE M	848	850	-2	121	128	-7	95	84	11	247	262	-15	229	230	-1	102	98	4	54	49	5
NOVA 100	1,071	1,122	-51	154	186	-32	201	203	-2	388	386	2	244	248	-4	71	76	-5	13	24	-11
smoothfm 91.5	1,160	1,160	0	125	131	-6	128	110	18	304	299	5	240	250	-10	167	157	10	195	212	-17
ABC MEL	602	601	1	44	44	0	32	31	1	65	70	-5	111	129	-18	109	107	2	241	220	21
3RN	171	155	16	7	6	1	17	18	-1	25	27	-2	29	37	-8	34	25	9	60	43	17
ABC NEWSRADIO	267	269	-2	37	28	9	31	36	-5	60	62	-2	52	51	1	22	29	-7	64	63	1
3JJJ	539	547	-8	71	71	0	103	114	-11	252	252	0	82	87	-5	22	18	4	10	5	5
ABC CLASSIC	210	188	22	29	28	1	23	19	4	37	33	4	35	30	5	18	11	7	68	67	1
<b>Total</b>	<b>4,588</b>	<b>4,583</b>	<b>5</b>	<b>481</b>	<b>471</b>	<b>10</b>	<b>489</b>	<b>487</b>	<b>2</b>	<b>1,259</b>	<b>1,265</b>	<b>-6</b>	<b>1,000</b>	<b>999</b>	<b>1</b>	<b>582</b>	<b>579</b>	<b>3</b>	<b>777</b>	<b>782</b>	<b>-5</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	312	319	-7	151	135	16	133	111	22	138	161	-23	121	135	-14	74	79	-5	223	244	-21
3AW	767	790	-23	528	555	-27	452	475	-23	407	399	8	346	353	-7	201	245	-44	540	604	-64
RSN 927	50	62	-12	30	34	-4	25	35	-10	12	20	-8	18	26	-8	5	6	-1	56	57	-1
Magic 1278	105	115	-10	27	42	-15	37	48	-11	68	69	-1	51	47	4	27	26	1	94	94	0
3MP 1377	166	102	64	45	33	12	55	51	4	69	41	28	53	51	2	46	29	17	124	72	52
101.9 FOX FM	1,164	1,166	-2	673	667	6	488	456	32	578	607	-29	642	552	90	204	179	25	742	692	50
GOLD104.3	1,164	1,203	-39	605	663	-58	586	554	32	657	653	4	562	578	-16	236	261	-25	786	814	-28
KIIS 101.1 FM	1,037	1,000	37	587	560	27	397	371	26	475	468	7	477	467	10	166	150	16	615	654	-39
105.1 TRIPLE M	744	720	24	319	326	-7	289	263	26	333	331	2	331	336	-5	142	164	-22	443	472	-29
NOVA 100	965	1,025	-60	503	575	-72	352	370	-18	468	440	28	430	490	-60	156	215	-59	587	604	-17
smoothfm 91.5	1,013	1,013	0	509	512	-3	423	452	-29	556	569	-13	481	495	-14	269	233	36	705	719	-14
ABC MEL	558	546	12	356	334	22	278	259	19	260	247	13	223	248	-25	153	157	-4	349	355	-6
3RN	154	134	20	97	88	9	58	54	4	58	49	9	52	47	5	44	37	7	100	94	6
ABC NEWSRADIO	233	234	-1	124	129	-5	72	71	1	59	78	-19	78	73	5	57	58	-1	137	127	10
3JJJ	478	476	2	241	236	5	195	147	48	198	206	-8	222	234	-12	73	102	-29	292	284	8
ABC CLASSIC	172	150	22	67	66	1	79	67	12	72	71	1	65	78	-13	64	55	9	130	124	6
<b>Total</b>	<b>4,479</b>	<b>4,490</b>	<b>-11</b>	<b>3,467</b>	<b>3,476</b>	<b>-9</b>	<b>2,916</b>	<b>2,754</b>	<b>162</b>	<b>3,208</b>	<b>3,189</b>	<b>19</b>	<b>3,162</b>	<b>3,092</b>	<b>70</b>	<b>1,645</b>	<b>1,643</b>	<b>2</b>	<b>3,912</b>	<b>3,884</b>	<b>28</b>

# RADIO 360: MELBOURNE - TOTAL RADIO - SURVEY 7 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	16	-2	*	1	*	1	2	-1	2	2	0	4	4	0	3	3	0	3	4	-1
3AW	71	82	-11	2	1	1	1	1	0	8	11	-3	9	8	1	15	19	-4	35	42	-7
RSN 927	3	4	-1	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0	2	2	0
Magic 1278	7	6	1	*	*	*	*	*	*	1	1	0	1	1	0	2	2	0	3	2	1
3MP 1377	6	5	1	*	*	*	*	*	*	*	*	*	*	*	*	2	2	0	2	2	0
101.9 FOX FM	55	49	6	9	8	1	11	9	2	16	16	0	13	11	2	4	4	0	1	1	0
GOLD104.3	65	65	0	7	7	0	5	3	2	9	11	-2	20	19	1	14	14	0	10	11	-1
KIIS 101.1 FM	37	36	1	5	6	-1	5	4	1	14	13	1	9	8	1	2	3	-1	1	1	0
105.1 TRIPLE M	36	31	5	4	6	-2	3	3	0	7	8	-1	15	9	6	5	4	1	2	1	1
NOVA 100	30	32	-2	4	5	-1	5	5	0	10	10	0	8	8	0	3	3	0	*	1	*
smoothfm 91.5	45	48	-3	3	3	0	3	3	0	9	7	2	9	11	-2	9	9	0	11	13	-2
ABC MEL	42	38	4	1	2	-1	1	1	0	1	2	-1	6	7	-1	7	5	2	25	22	3
3RN	11	10	1	*	*	*	1	1	0	*	*	*	1	1	0	3	2	1	6	6	0
ABC NEWSRADIO	7	6	1	1	*	*	*	*	*	1	2	-1	1	1	0	1	1	0	3	1	2
3JJJ	19	18	1	3	3	0	3	3	0	9	9	0	3	3	0	1	*	*	*	*	*
ABC CLASSIC	7	6	1	1	1	0	*	*	*	1	1	0	1	1	0	*	*	*	5	4	1
Total	522	516	6	48	48	0	48	45	3	106	112	-6	121	110	11	77	79	-2	121	122	-1

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	15	16	-1	22	19	3	18	21	-3	20	26	-6	14	16	-2	4	5	-1	13	14	-1						
3AW	78	89	-11	144	166	-22	121	147	-26	73	74	-1	57	63	-6	21	30	-9	53	62	-9						
RSN 927	3	3	0	8	6	2	5	6	-1	2	3	-1	1	3	-2	*	1	*	3	4	-1						
Magic 1278	7	6	1	4	3	1	9	7	2	10	11	-1	7	5	2	4	3	1	6	5	1						
3MP 1377	5	5	0	5	3	2	7	7	0	8	6	2	7	7	0	1	2	-1	7	5	2						
101.9 FOX FM	59	52	7	85	73	12	73	68	5	78	78	0	66	53	13	11	8	3	45	39	6						
GOLD104.3	71	72	-1	89	93	-4	108	99	9	101	99	2	64	74	-10	16	17	-1	49	50	-1						
KIIS 101.1 FM	41	37	4	62	60	2	45	39	6	50	48	2	53	45	8	7	6	1	28	33	-5						
105.1 TRIPLE M	40	33	7	56	45	11	58	41	17	52	42	10	44	41	3	6	7	-1	25	25	0						
NOVA 100	33	35	-2	40	48	-8	41	41	0	48	47	1	40	46	-6	6	8	-2	24	25	-1						
smoothfm 91.5	46	50	-4	52	60	-8	64	70	-6	64	75	-11	48	47	1	17	14	3	40	42	-2						
ABC MEL	46	42	4	78	66	12	68	57	11	42	36	6	41	45	-4	18	18	0	30	29	1						
3RN	10	9	1	18	15	3	9	10	-1	12	11	1	9	9	0	5	4	1	12	11	1						
ABC NEWSRADIO	7	6	1	16	15	1	7	5	2	4	4	0	7	5	2	4	4	0	7	5	2						
3JJJ	21	20	1	27	27	0	30	25	5	29	28	1	23	22	1	3	4	-1	15	14	1						
ABC CLASSIC	7	6	1	8	7	1	10	6	4	9	8	1	6	7	-1	5	4	1	8	7	1						
Total	559	550	9	777	763	14	771	749	22	709	698	11	563	561	2	157	157	0	428	430	-2						

# RADIO 360: MELBOURNE - BY RADIO TYPE - SURVEY 7 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	2.7	2.6	5.7	0.8	0.7	2.8	2.6	2.6	4.7	2.2	1.8	5.7	3.4	3.2	7.4	3.4	3.2	6.7	2.8	2.9	5.2
3AW	13.5	13.2	25.0	4.9	4.6	9.5	3.0	2.7	7.2	7.9	3.6	36.2	7.3	7.7	8.0	18.9	17.9	37.9	28.9	31.0	31.0
RSN 927	0.6	n.a.	n.a.	0.1	n.a.	n.a.	0.3	n.a.	n.a.	0.1	n.a.	n.a.	*	n.a.	n.a.	1.3	n.a.	n.a.	1.3	n.a.	n.a.
Magic 1278	1.3	1.3	1.5	0.1	*	0.1	0.3	0.3	0.6	1.2	1.3	0.5	0.8	0.9	*	2.0	1.8	4.7	2.2	2.3	4.0
3MP 1377	1.1	1.1	1.4	0.6	0.5	1.3	0.3	0.3	0.3	0.3	0.3	0.3	0.4	0.4	0.4	3.0	3.1	4.0	1.8	1.9	3.4
101.9 FOX FM	10.5	11.5	7.0	19.3	20.8	14.7	22.6	25.1	10.7	15.2	17.7	5.5	10.8	11.5	8.6	5.1	5.5	4.0	1.2	1.2	2.9
GOLD104.3	12.4	13.5	8.7	14.3	15.2	12.2	9.5	10.0	9.7	8.7	9.4	7.2	16.6	17.9	11.2	17.8	19.6	11.0	8.5	9.5	2.4
KIIS 101.1 FM	7.1	7.8	4.4	10.3	11.4	4.2	11.1	12.2	6.4	13.2	15.3	5.3	7.6	8.1	6.3	3.2	3.4	3.0	0.8	0.9	*
105.1 TRIPLE M	6.9	7.5	5.2	8.4	8.3	12.7	6.4	6.7	6.6	6.5	7.4	3.2	12.4	13.4	8.7	6.2	6.9	3.6	1.7	2.0	0.3
NOVA 100	5.7	6.2	4.2	7.4	7.9	5.7	10.7	11.2	10.9	9.3	10.8	2.9	6.8	7.2	5.7	3.8	4.2	2.2	0.2	0.2	0.9
smoothfm 91.5	8.5	9.1	7.7	5.5	5.9	4.6	6.4	6.1	12.0	8.7	9.1	9.3	7.4	8.0	4.2	11.9	12.8	10.3	9.4	10.4	4.7
ABC MEL	8.0	8.4	8.6	3.0	3.0	4.2	2.2	2.4	2.0	1.3	1.2	2.5	5.0	4.8	11.7	8.6	9.4	5.8	20.7	21.7	32.2
3RN	2.1	2.4	0.5	0.8	0.8	1.6	1.3	1.5	0.1	0.3	0.3	0.2	1.0	1.2	0.1	3.3	3.8	0.4	4.7	5.3	1.4
ABC NEWSRADIO	1.4	1.4	2.3	1.9	1.9	3.2	0.9	1.0	0.8	0.7	0.7	1.3	1.2	1.1	3.1	0.8	0.9	0.1	2.5	2.4	6.7
3JJJ	3.7	4.0	2.6	7.0	7.4	5.8	5.6	6.2	3.1	8.5	9.9	2.8	2.4	2.4	3.2	1.2	1.3	1.2	0.2	0.2	*
ABC CLASSIC	1.4	1.5	1.7	1.3	1.3	2.0	0.6	0.4	3.1	0.6	0.6	1.1	0.7	0.6	2.4	0.4	0.5	0.1	3.8	4.2	3.0
Commercial DAB+ Stns	6.6	6.6	9.5	6.0	5.6	10.0	10.7	9.7	18.0	8.0	8.0	10.2	10.1	10.2	15.8	4.1	4.5	3.0	2.1	2.4	*
ABC DAB+ Stns	2.0	1.9	3.9	4.5	4.6	5.3	1.7	1.5	3.7	2.9	2.6	5.8	1.3	1.2	3.2	1.3	1.3	2.0	1.4	1.5	1.9
Total DAB+ Stns	9.4	8.5	13.4	12.0	10.2	15.3	12.9	11.2	21.7	12.1	10.7	16.0	12.6	11.4	19.0	5.8	5.7	5.0	3.8	3.9	1.9

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	2.6	2.5	5.8	2.9	2.6	6.6	2.4	2.2	5.3	2.8	2.6	5.8	2.4	2.3	6.2	2.5	2.4	4.3	2.9	2.9	5.4
3AW	13.9	13.4	26.1	18.5	17.3	40.2	15.7	15.4	26.6	10.3	10.1	17.2	10.2	10.0	19.8	13.7	13.8	21.6	12.3	12.4	20.9
RSN 927	0.5	n.a.	n.a.	1.0	n.a.	n.a.	0.7	n.a.	n.a.	0.3	n.a.	n.a.	0.1	n.a.	n.a.	0.1	n.a.	n.a.	0.7	n.a.	n.a.
Magic 1278	1.2	1.2	1.4	0.5	0.6	0.1	1.2	1.3	1.0	1.4	1.4	2.6	1.3	1.3	1.6	2.3	2.5	2.0	1.5	1.6	2.0
3MP 1377	0.9	1.0	1.3	0.6	0.7	0.8	0.9	0.9	1.3	1.1	1.2	1.2	1.2	1.2	1.9	0.9	0.9	1.6	1.6	1.7	2.1
101.9 FOX FM	10.5	11.4	7.7	11.0	12.0	5.6	9.5	10.1	9.5	11.0	11.8	9.2	11.8	12.8	7.6	7.0	7.9	3.2	10.6	11.9	4.1
GOLD104.3	12.7	13.9	8.2	11.5	12.6	5.4	14.0	15.6	8.3	14.3	15.7	9.1	11.3	12.1	9.4	10.5	11.2	11.2	11.5	12.4	10.8
KIIS 101.1 FM	7.2	7.9	4.7	8.0	8.8	2.7	5.9	6.3	5.5	7.1	7.6	6.5	9.4	10.3	3.8	4.7	5.2	3.1	6.6	7.4	3.2
105.1 TRIPLE M	7.2	7.8	5.5	7.2	7.7	5.1	7.5	8.3	5.5	7.4	8.0	5.9	7.9	8.4	6.2	4.1	4.4	4.3	5.9	6.5	4.0
NOVA 100	5.8	6.3	4.3	5.2	5.6	3.7	5.3	5.7	4.7	6.7	7.3	4.6	7.1	7.6	5.3	3.6	3.9	2.9	5.5	6.1	3.5
smoothfm 91.5	8.3	8.8	7.4	6.6	7.2	4.0	8.2	8.9	7.4	9.1	9.6	8.6	8.5	8.9	9.2	10.8	11.7	10.4	9.4	10.0	9.3
ABC MEL	8.3	8.7	9.5	10.1	10.2	13.6	8.8	9.2	9.9	5.9	6.2	6.4	7.3	7.6	8.0	11.6	12.8	8.9	6.9	7.5	5.1
3RN	1.9	2.1	0.6	2.4	2.7	0.3	1.2	1.4	0.3	1.7	1.8	1.0	1.6	1.8	0.9	3.2	3.8	0.4	2.9	3.3	0.2
ABC NEWSRADIO	1.3	1.3	1.9	2.0	2.0	3.0	0.9	0.9	1.1	0.6	0.6	0.6	1.3	1.3	1.6	2.7	2.4	6.7	1.6	1.6	3.6
3JJJ	3.7	4.1	2.7	3.5	3.8	1.6	3.8	4.2	2.9	4.1	4.4	3.1	4.1	4.5	3.0	1.9	2.0	3.0	3.5	3.8	2.3
ABC CLASSIC	1.3	1.4	1.4	1.0	1.0	1.0	1.2	1.3	1.3	1.2	1.2	1.6	1.1	1.1	1.6	3.0	3.5	1.4	1.9	1.9	3.1
Commercial DAB+ Stns	6.4	6.4	8.1	3.7	3.8	4.2	6.1	6.3	6.8	8.7	8.6	12.0	6.9	6.9	10.8	7.2	7.6	6.5	7.4	7.1	15.1
ABC DAB+ Stns	1.9	1.9	3.6	1.4	1.4	1.9	1.9	1.9	2.7	2.0	1.8	4.7	1.8	1.8	3.4	4.1	3.9	8.4	2.2	2.1	5.1
Total DAB+ Stns	9.1	8.3	11.7	5.4	5.2	6.2	8.7	8.1	9.5	11.6	10.5	16.7	9.3	8.6	14.2	13.3	11.5	14.9	10.6	9.2	20.2

Interpreting RADIO 360: For People 10+, Mon-Sun 5:30am-12mn, SEN 1116am has a 2.7% share of all listening, 2.6% share of AM/FM/DAB+ listening and 5.7% 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 7 2023

## CUMULATIVE AUDIENCE (000's)

By Demographic, Mon-Sun 5.30am-12midnight

Station	Total Radio	People 10+ AM/FM/ Streaming			People 10-17 AM/FM/ Streaming			People 18-24 AM/FM/ Streaming			People 25-39 AM/FM/ Streaming			People 40-54 AM/FM/ Streaming			People 55-64 AM/FM/ Streaming			People 65+ AM/FM/ Streaming		
		DAB+	Streaming	Total	DAB+	Streaming	Total	DAB+	Streaming	Total	DAB+	Streaming	Total	DAB+	Streaming	Total	DAB+	Streaming	Total	DAB+	Streaming	Total
SEN 1116am	393	364	78	29	26	6	56	50	9	84	72	22	101	97	20	59	57	9	63	61	13	
3AW	828	793	145	50	41	16	56	47	13	106	93	36	135	130	19	151	151	25	330	330	35	
RSN 927	82	n.a.	n.a.	3	n.a.	n.a.	15	n.a.	n.a.	15	n.a.	n.a.	5	n.a.	n.a.	18	n.a.	n.a.	26	n.a.	n.a.	
Magic 1278	140	121	26	7	4	3	9	2	7	13	11	4	28	28	*	28	23	8	53	53	4	
3MP 1377	203	192	44	20	18	11	27	23	7	27	21	9	30	30	2	34	34	8	65	65	7	
101.9 FOX FM	1,303	1,239	231	204	188	58	208	195	44	482	458	77	256	246	37	108	108	11	44	43	4	
GOLD104.3	1,319	1,249	226	143	135	27	126	115	41	295	270	54	349	329	61	209	207	28	196	192	14	
KIIS 101.1 FM	1,162	1,114	166	198	185	33	197	178	29	437	430	63	225	223	35	76	70	6	28	28	*	
105.1 TRIPLE M	848	810	135	121	110	28	95	91	23	247	236	36	229	223	32	102	98	15	54	52	2	
NOVA 100	1,071	1,020	206	154	148	39	201	190	60	388	362	53	244	239	40	71	69	13	13	13	2	
smoothfm 91.5	1,160	1,069	209	125	109	32	128	106	39	304	263	82	240	234	19	167	167	18	195	190	18	
ABC MEL	602	587	117	44	42	8	32	29	7	65	62	13	111	105	32	109	107	17	241	241	40	
3RN	171	164	26	7	7	2	17	14	3	25	25	6	29	29	1	34	30	5	60	60	9	
ABC NEWSRADIO	267	239	70	37	33	15	31	27	7	60	50	18	52	46	13	22	22	1	64	61	16	
3JJB	539	518	119	71	67	25	103	99	23	252	239	44	82	80	20	22	22	7	10	10	*	
ABC CLASSIC	210	184	56	29	24	10	23	16	14	37	32	9	35	31	7	18	16	1	68	65	14	
Commercial DAB+ Stns	847	790	226	105	96	44	132	122	37	265	246	81	188	181	48	84	76	15	73	70	1	
ABC DAB+ Stns	327	303	129	59	57	20	53	53	21	106	91	58	48	46	16	14	13	6	47	43	7	
Total DAB+ Stns	1,106	992	324	147	131	62	161	152	51	325	295	125	240	217	58	104	86	20	130	112	7	
<b>Total</b>	<b>4,588</b>	<b>4,444</b>	<b>1,252</b>	<b>481</b>	<b>457</b>	<b>166</b>	<b>489</b>	<b>477</b>	<b>203</b>	<b>1,259</b>	<b>1,216</b>	<b>377</b>	<b>1,000</b>	<b>963</b>	<b>247</b>	<b>582</b>	<b>561</b>	<b>127</b>	<b>777</b>	<b>769</b>	<b>132</b>	

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	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+	Streaming	Radio	DAB+	Streaming	Radio	DAB+	Streaming	Radio	DAB+	Streaming	Radio	DAB+	Streaming	Radio	DAB+	Streaming	Radio	DAB+	Streaming
SEN 1116am	312	286	64	151	147	12	133	117	22	138	119	36	121	110	16	74	65	13	223	209	35
3AW	767	728	127	528	483	82	452	420	64	407	376	58	346	328	43	201	184	24	540	526	64
RSN 927	50	n.a.	n.a.	30	n.a.	n.a.	25	n.a.	n.a.	12	n.a.	n.a.	18	n.a.	n.a.	5	n.a.	n.a.	56	n.a.	n.a.
Magic 1278	105	93	18	27	26	1	37	34	4	68	57	14	51	48	5	27	21	7	94	83	14
3MP 1377	166	157	36	45	38	17	55	48	16	69	63	15	53	46	12	46	40	8	124	118	21
101.9 FOX FM	1,164	1,098	197	673	633	63	488	443	65	578	530	97	642	606	54	204	187	21	742	714	72
GOLD104.3	1,164	1,087	188	605	571	52	586	553	59	657	618	82	562	525	57	236	202	38	786	752	113
KIIS 101.1 FM	1,037	989	145	587	551	44	397	363	52	475	437	72	477	465	29	166	155	11	615	599	50
105.1 TRIPLE M	744	700	106	319	311	27	289	259	37	333	305	45	331	310	38	142	123	22	443	425	45
NOVA 100	965	904	169	503	464	47	352	321	57	468	429	65	430	394	52	156	136	19	587	548	78
smoothfm 91.5	1,013	918	177	509	469	46	423	373	67	556	509	81	481	441	61	269	226	46	705	660	103
ABC MEL	558	547	104	356	338	49	278	260	41	260	255	40	223	221	19	153	142	18	349	336	40
3RN	154	144	25	97	93	5	58	55	4	58	52	13	52	49	7	44	44	4	100	100	5
ABC NEWSRADIO	233	202	65	124	109	25	72	57	19	59	52	10	78	71	11	57	39	22	137	118	29
3JJB	478	449	105	241	223	24	195	173	34	198	178	42	222	210	32	73	62	11	292	286	37
ABC CLASSIC	172	152	39	67	59	13	79	67	15	72	56	20	65	60	10	64	59	11	130	116	29
Commercial DAB+ Stns	713	666	179	315	290	40	293	262	56	379	352	102	338	309	47	203	187	31	520	473	100
ABC DAB+ Stns	277	255	109	109	100	24	116	92	32	109	87	53	100	88	22	85	64	28	182	151	64
Total DAB+ Stns	955	856	265	432	380	62	428	346	87	500	421	144	447	390	68	295	247	57	700	585	157
<b>Total</b>	<b>4,479</b>	<b>4,292</b>	<b>1,119</b>	<b>3,467</b>	<b>3,224</b>	<b>468</b>	<b>2,916</b>	<b>2,631</b>	<b>516</b>	<b>3,208</b>	<b>2,949</b>	<b>590</b>	<b>3,162</b>	<b>2,905</b>	<b>410</b>	<b>1,645</b>	<b>1,403</b>	<b>279</b>	<b>3,912</b>	<b>3,693</b>	<b>715</b>

Interpreting RADIO 360: For People 10+, Mon-Sun 5:30am-12mn, SEN 1116am has 393,000 total listeners, 364,000 AM/FM/DAB+ listeners and 78,000 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.