



AUDIENCE SUMMARY - Greater Melbourne



Market Overview - Population 15+

Any radio **76%**
Commercial radio **67%**
ABC SBS radio **29%**
Community radio **23%**
Exclusively community radio **4%**



122,000
1,068,000
1,304,000
3,049,000
3,487,000



Time Spend Listening



17.0
hours per week

2.6
MonFriHours

2.1
SatHours

1.9
SunHours



Community Audience Reach

28%

19%

-

21%

29%

26%

22%

13%

625,000



Male

441,000



Female

Gender diverse

152,000



15-24

396,000



25-39

278,000



40-54

130,000



55-64

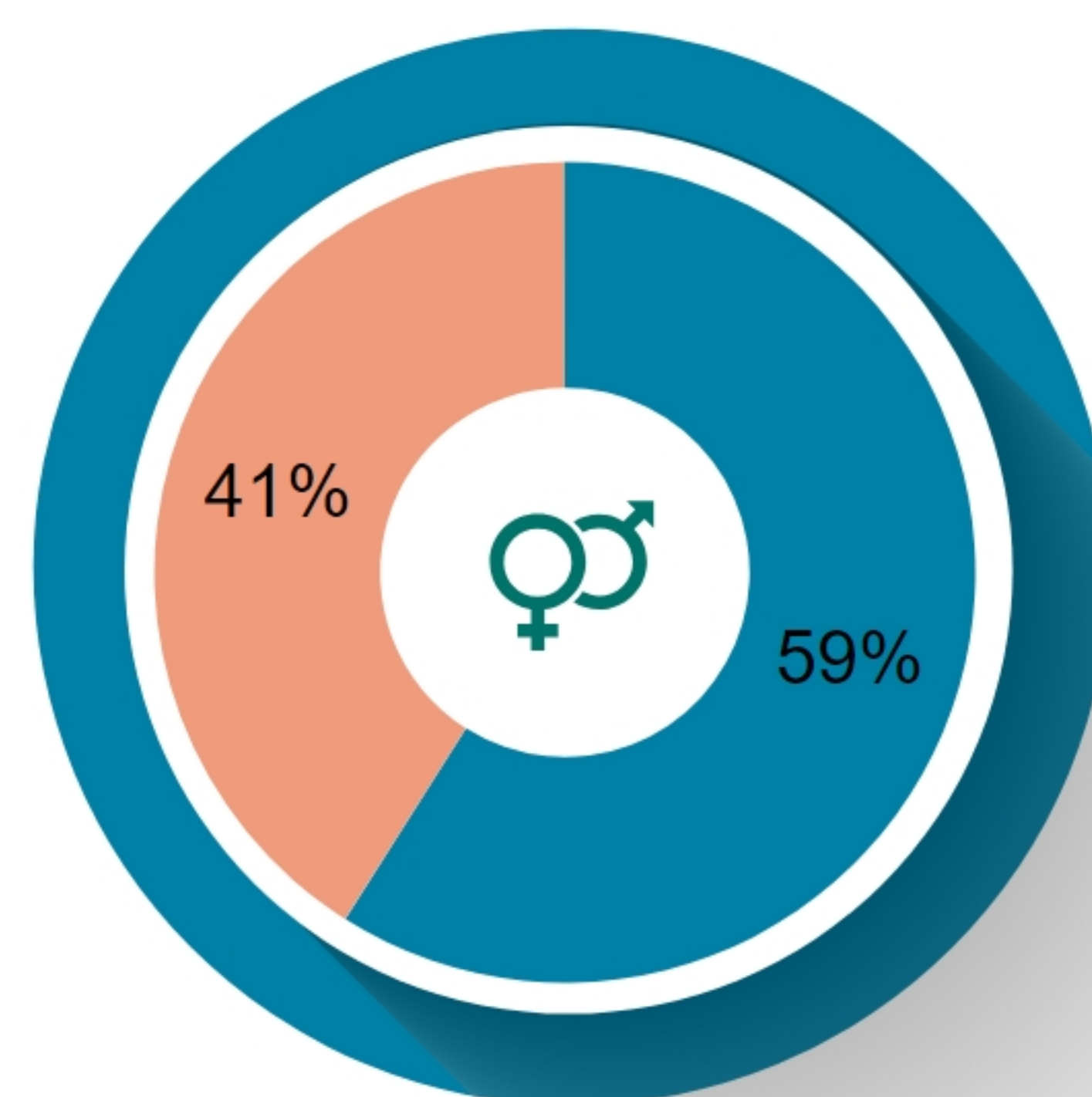
111,000



65 or over



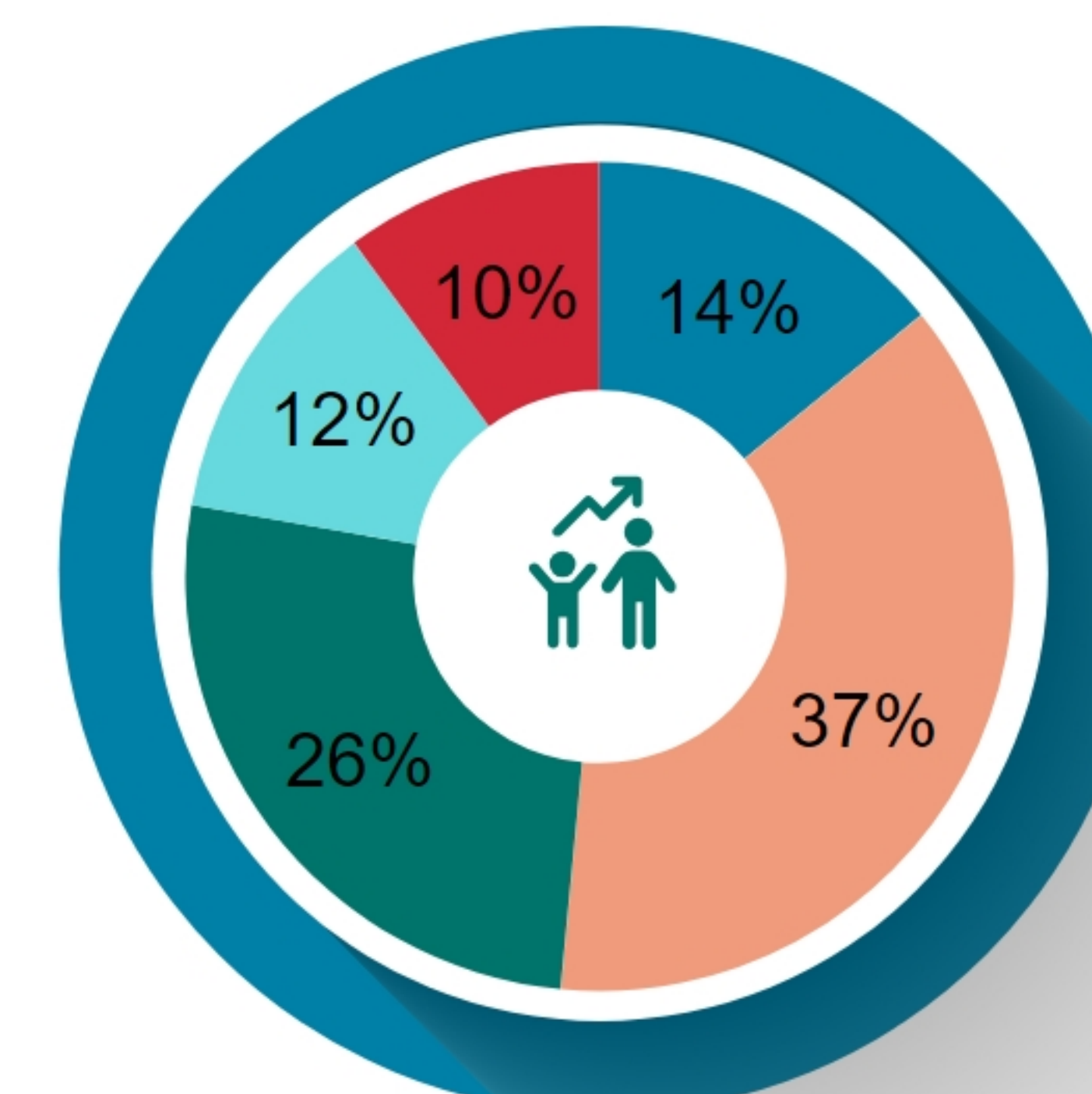
Gender Profile



Male **625,000**
Female **441,000**
Gender diverse **2,000**



Age Profile



15-24 **152,000**
25-39 **396,000**
40-54 **278,000**
55-64 **130,000**
65 or over **111,000**