

GfK Radio 360 Ratings Summary Report – Survey 3, 2023

From Survey 3 2023 the Media Summary Report provided will contain Market Share %, Cumulative Audience (000s) and Average Audience (000s) for total radio, as well as Market Share %, Cumulative Audience (000s) by radio type.

Each of these statistics represents the radio audience in different ways and as such must be referred in the following manner:

Instructions and examples of interpreting the results:

- **Share%:** Market Share is the percentage of the radio type listening, in a defined period, in an average week that is tuned to a particular station

e.g. 'During Mon-Sun 5:30am-12mn, 13.8% of the total radio listening audience was to Station B or Station B has 13.8% share of all listening Mon-Sun 5:30am-12mn';
 'During Mon-Sun 5:30am-12mn, 13.9% of the AM/FM/DAB+ listening audience was to Station B or Station B has 13.9% share of AM/FM/DAB+ listening Mon-Sun 5:30am-12mn';
 'During Mon-Sun 5:30am-12mn, 16.5% of the streaming listening audience was to Station B or Station B has 16.5% share of streaming listening Mon-Sun 5:30am-12mn'.

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.

Share is a measure of listening and refers to those listening and the number of quarter hours they listened to (time spent listening). It can be reflected in statements such as 'most listened to station' or the 'station with the most listening'.

- **Cumulative audience (000s):** is the number of different people reached at least once by a radio station across a defined period of time via a radio type, in an average week
 e.g. 'Across Mon-Sun 5:30am-12mn, there were 64,000 unique or different listeners aged 10+ tuning into Station A on total radio';
 'Across Mon-Sun 5:30am-12mn, there were 60,000 unique or different listeners aged 10+ tuning into Station A on AM/FM/DAB+';
 'Across Mon-Sun 5:30am-12mn, there were 15,000 unique or different listeners aged 10+ tuning into Station A via streaming'.
 Please note that there can be overlap between radio types.

Cume is a measure of listeners or audience size. It can be reflected in statements such as 'total audience', 'total number of listeners' or 'most listeners'.

- **Average audience (000s):** is the average number of people tuned into a radio station across a defined period of time, in any given quarter hour, during an average week
 e.g. 'Between Mon-Sun 5:30am-12mn, in an average quarter hour, there are 15,000 people aged 10+ listening to Station C'.

It can be reflected in statements such as 'average audience' or 'average number of listeners in a given quarter hour'.

| Stations | Total Radio | | | AM/FM/DAB+ | | Streaming | |
|-----------|----------------|----------------------------|-------------------------|----------------|----------------------------|----------------|----------------------------|
| | Market Share % | Cumulative Audience (000s) | Average Audience (000s) | Market Share % | Cumulative Audience (000s) | Market Share % | Cumulative Audience (000s) |
| Station A | 5.1 | 64 | 3 | 5.6 | 60 | 4.8 | 15 |
| Station B | 13.8 | 621 | 60 | 13.9 | 605 | 16.5 | 150 |
| Station C | 3.2 | 264 | 15 | 3.3 | 220 | 3.2 | 80 |

Source: GfK Radio 360 Ratings, Market A, Survey X 2023, Mon-Sun 5:30am-12mn, People 10+, By Radio

For more information contact the GfK team on 1800 097 713.

RADIO 360: ADELAIDE - 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 | +/- |
| FIVEaa | 9.4 | 9.7 | -0.3 | 4.3 | 5.6 | -1.3 | 3.4 | 0.9 | 2.5 | 1.2 | 0.5 | 0.7 | 4.4 | 5.4 | -1.0 | 12.1 | 10.1 | 2.0 | 21.0 | 22.8 | -1.8 |
| CRUISE1323 | 8.9 | 8.6 | 0.3 | 2.2 | 1.4 | 0.8 | 3.2 | 2.4 | 0.8 | 1.6 | 1.5 | 0.1 | 4.1 | 2.3 | 1.8 | 18.3 | 16.2 | 2.1 | 16.1 | 17.8 | -1.7 |
| MIX102.3 | 12.1 | 11.9 | 0.2 | 14.9 | 11.3 | 3.6 | 14.9 | 11.8 | 3.1 | 11.6 | 10.4 | 1.2 | 13.4 | 13.1 | 0.3 | 11.2 | 18.4 | -7.2 | 10.2 | 8.9 | 1.3 |
| 5MMM | 12.4 | 12.0 | 0.4 | 13.5 | 11.0 | 2.5 | 6.2 | 13.1 | -6.9 | 11.1 | 10.1 | 1.0 | 19.9 | 17.2 | 2.7 | 15.5 | 11.9 | 3.6 | 7.4 | 9.8 | -2.4 |
| NOVA91.9 | 10.7 | 11.3 | -0.6 | 18.2 | 20.9 | -2.7 | 21.9 | 22.8 | -0.9 | 17.0 | 19.2 | -2.2 | 14.7 | 13.1 | 1.6 | 3.9 | 5.2 | -1.3 | 1.6 | 1.5 | 0.1 |
| SAFM | 8.7 | 9.6 | -0.9 | 17.7 | 15.7 | 2.0 | 11.7 | 12.0 | -0.3 | 15.4 | 18.2 | -2.8 | 10.7 | 12.4 | -1.7 | 5.0 | 6.7 | -1.7 | 0.8 | 0.8 | 0.0 |
| ABC ADE | 7.7 | 7.2 | 0.5 | 2.0 | 0.9 | 1.1 | 1.1 | 0.8 | 0.3 | 0.6 | 1.1 | -0.5 | 4.9 | 5.4 | -0.5 | 8.0 | 7.8 | 0.2 | 18.5 | 16.3 | 2.2 |
| 5RN | 1.1 | 1.5 | -0.4 | 0.4 | 1.1 | -0.7 | 0.1 | 0.1 | 0.0 | 0.1 | 0.1 | 0.0 | 0.4 | 0.3 | 0.1 | 2.4 | 2.0 | 0.4 | 1.8 | 3.4 | -1.6 |
| ABC NEWSRADIO | 2.1 | 1.7 | 0.4 | 1.4 | 0.9 | 0.5 | 0.8 | 0.7 | 0.1 | 1.3 | 1.5 | -0.2 | 1.1 | 1.6 | -0.5 | 2.2 | 1.8 | 0.4 | 3.8 | 2.6 | 1.2 |
| 5JJJ | 4.0 | 4.8 | -0.8 | 3.3 | 5.2 | -1.9 | 6.2 | 7.0 | -0.8 | 9.4 | 10.7 | -1.3 | 5.0 | 6.7 | -1.7 | 1.8 | 1.3 | 0.5 | 0.2 | 0.4 | -0.2 |
| ABC CLASSIC | 2.0 | 2.0 | 0.0 | 0.9 | 2.0 | -1.1 | 1.1 | 0.3 | 0.8 | 0.7 | 0.6 | 0.1 | 1.0 | 0.7 | 0.3 | 3.2 | 2.8 | 0.4 | 3.8 | 3.8 | 0.0 |

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 |
| FIVEaa | 9.3 | 9.8 | -0.5 | 12.5 | 13.6 | -1.1 | 9.9 | 10.4 | -0.5 | 4.6 | 5.1 | -0.5 | 7.1 | 7.8 | -0.7 | 18.1 | 16.3 | 1.8 | 9.8 | 9.3 | 0.5 | | | | | | |
| CRUISE1323 | 8.4 | 7.7 | 0.7 | 7.7 | 6.6 | 1.1 | 9.9 | 9.0 | 0.9 | 9.3 | 8.9 | 0.4 | 8.0 | 6.9 | 1.1 | 4.3 | 4.7 | -0.4 | 10.5 | 11.3 | -0.8 | | | | | | |
| MIX102.3 | 11.9 | 12.0 | -0.1 | 8.9 | 9.7 | -0.8 | 12.5 | 12.9 | -0.4 | 14.8 | 14.5 | 0.3 | 12.4 | 10.4 | 2.0 | 9.1 | 11.1 | -2.0 | 12.4 | 11.6 | 0.8 | | | | | | |
| 5MMM | 13.4 | 12.8 | 0.6 | 15.1 | 14.2 | 0.9 | 14.6 | 13.4 | 1.2 | 14.1 | 13.3 | 0.8 | 11.6 | 11.3 | 0.3 | 6.1 | 7.9 | -1.8 | 9.4 | 9.7 | -0.3 | | | | | | |
| NOVA91.9 | 10.4 | 11.3 | -0.9 | 10.1 | 10.4 | -0.3 | 8.3 | 9.9 | -1.6 | 11.4 | 11.6 | -0.2 | 13.0 | 14.6 | -1.6 | 9.1 | 11.4 | -2.3 | 11.6 | 11.4 | 0.2 | | | | | | |
| SAFM | 8.8 | 10.0 | -1.2 | 8.2 | 10.6 | -2.4 | 8.0 | 9.5 | -1.5 | 10.1 | 10.5 | -0.4 | 10.5 | 10.9 | -0.4 | 5.3 | 6.0 | -0.7 | 8.3 | 8.6 | -0.3 | | | | | | |
| ABC ADE | 7.9 | 7.3 | 0.6 | 11.1 | 10.4 | 0.7 | 8.3 | 7.4 | 0.9 | 5.2 | 5.0 | 0.2 | 5.8 | 6.2 | -0.4 | 10.2 | 8.3 | 1.9 | 7.1 | 6.7 | 0.4 | | | | | | |
| 5RN | 0.9 | 1.3 | -0.4 | 1.6 | 2.2 | -0.6 | 0.7 | 1.0 | -0.3 | 0.6 | 1.0 | -0.4 | 0.4 | 0.9 | -0.5 | 0.9 | 1.1 | -0.2 | 1.6 | 2.0 | -0.4 | | | | | | |
| ABC NEWSRADIO | 1.9 | 1.7 | 0.2 | 2.7 | 2.7 | 0.0 | 1.0 | 1.3 | -0.3 | 1.1 | 1.0 | 0.1 | 1.1 | 1.1 | 0.0 | 6.2 | 3.2 | 3.0 | 2.5 | 1.9 | 0.6 | | | | | | |
| 5JJJ | 4.0 | 4.7 | -0.7 | 4.2 | 4.4 | -0.2 | 3.3 | 4.4 | -1.1 | 3.8 | 4.9 | -1.1 | 5.2 | 5.4 | -0.2 | 3.3 | 4.6 | -1.3 | 4.1 | 4.9 | -0.8 | | | | | | |
| ABC CLASSIC | 1.9 | 1.8 | 0.1 | 2.0 | 1.6 | 0.4 | 2.2 | 1.5 | 0.7 | 1.4 | 1.6 | -0.2 | 2.2 | 2.7 | -0.5 | 2.1 | 1.8 | 0.3 | 2.4 | 2.6 | -0.2 | | | | | | |

RADIO 360: ADELAIDE - 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 | +/- |
| FIVEaa | 158 | 156 | 2 | 16 | 14 | 2 | 13 | 9 | 4 | 15 | 11 | 4 | 21 | 23 | -2 | 31 | 29 | 2 | 62 | 70 | -8 |
| CRUISE1323 | 227 | 223 | 4 | 12 | 11 | 1 | 17 | 11 | 6 | 16 | 17 | -1 | 26 | 23 | 3 | 55 | 49 | 6 | 100 | 113 | -13 |
| MIX102.3 | 353 | 362 | -9 | 47 | 39 | 8 | 46 | 44 | 2 | 81 | 85 | -4 | 76 | 80 | -4 | 45 | 56 | -11 | 59 | 58 | 1 |
| 5MMM | 320 | 304 | 16 | 35 | 32 | 3 | 33 | 38 | -5 | 85 | 68 | 17 | 78 | 79 | -1 | 52 | 45 | 7 | 37 | 43 | -6 |
| NOVA91.9 | 360 | 357 | 3 | 67 | 62 | 5 | 61 | 61 | 0 | 121 | 126 | -5 | 68 | 63 | 5 | 29 | 29 | 0 | 15 | 16 | -1 |
| SAFM | 311 | 325 | -14 | 54 | 53 | 1 | 40 | 39 | 1 | 111 | 114 | -3 | 66 | 71 | -5 | 30 | 33 | -3 | 11 | 17 | -6 |
| ABC ADE | 164 | 162 | 2 | 12 | 7 | 5 | 10 | 7 | 3 | 11 | 12 | -1 | 24 | 27 | -3 | 31 | 29 | 2 | 76 | 78 | -2 |
| 5RN | 39 | 40 | -1 | 3 | 5 | -2 | 4 | 2 | 2 | 4 | 2 | 2 | 6 | 5 | 1 | 9 | 9 | 0 | 13 | 18 | -5 |
| ABC NEWSRADIO | 78 | 79 | -1 | 9 | 8 | 1 | 10 | 7 | 3 | 11 | 12 | -1 | 18 | 21 | -3 | 16 | 14 | 2 | 14 | 16 | -2 |
| 5JJJ | 155 | 167 | -12 | 17 | 20 | -3 | 26 | 28 | -2 | 61 | 60 | 1 | 34 | 38 | -4 | 11 | 11 | 0 | 7 | 10 | -3 |
| ABC CLASSIC | 70 | 55 | 15 | 6 | 5 | 1 | 10 | 4 | 6 | 9 | 12 | -3 | 10 | 8 | 2 | 11 | 10 | 1 | 23 | 16 | 7 |
| Total | 1,127 | 1,131 | -4 | 118 | 119 | -1 | 111 | 114 | -3 | 262 | 265 | -3 | 243 | 240 | 3 | 157 | 156 | 1 | 237 | 237 | 0 |

By Session, P10+ [Potential: 1192]

| 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 | +/- |
| FIVEaa | 145 | 142 | 3 | 98 | 93 | 5 | 75 | 74 | 1 | 65 | 67 | -2 | 56 | 53 | 3 | 49 | 42 | 7 | 116 | 103 | 13 |
| CRUISE1323 | 199 | 196 | 3 | 99 | 92 | 7 | 97 | 100 | -3 | 122 | 119 | 3 | 87 | 79 | 8 | 31 | 36 | -5 | 144 | 152 | -8 |
| MIX102.3 | 322 | 325 | -3 | 172 | 176 | -4 | 157 | 168 | -11 | 199 | 192 | 7 | 141 | 134 | 7 | 62 | 64 | -2 | 223 | 222 | 1 |
| 5MMM | 273 | 274 | -1 | 156 | 142 | 14 | 131 | 129 | 2 | 152 | 154 | -2 | 139 | 133 | 6 | 47 | 52 | -5 | 171 | 169 | 2 |
| NOVA91.9 | 326 | 322 | 4 | 194 | 185 | 9 | 144 | 148 | -4 | 185 | 179 | 6 | 159 | 171 | -12 | 70 | 82 | -12 | 226 | 215 | 11 |
| SAFM | 279 | 294 | -15 | 160 | 168 | -8 | 120 | 135 | -15 | 154 | 156 | -2 | 122 | 130 | -8 | 51 | 52 | -1 | 166 | 169 | -3 |
| ABC ADE | 150 | 144 | 6 | 105 | 97 | 8 | 89 | 81 | 8 | 71 | 77 | -6 | 58 | 66 | -8 | 38 | 44 | -6 | 110 | 109 | 1 |
| 5RN | 28 | 33 | -5 | 16 | 22 | -6 | 14 | 19 | -5 | 11 | 16 | -5 | 7 | 9 | -2 | 8 | 7 | 1 | 27 | 31 | -4 |
| ABC NEWSRADIO | 71 | 64 | 7 | 38 | 38 | 0 | 15 | 19 | -4 | 17 | 16 | 1 | 19 | 19 | 0 | 24 | 20 | 4 | 49 | 47 | 2 |
| 5JJJ | 134 | 143 | -9 | 75 | 83 | -8 | 57 | 59 | -2 | 65 | 73 | -8 | 73 | 77 | -4 | 29 | 31 | -2 | 95 | 107 | -12 |
| ABC CLASSIC | 62 | 50 | 12 | 32 | 20 | 12 | 27 | 20 | 7 | 28 | 24 | 4 | 29 | 25 | 4 | 19 | 22 | -3 | 43 | 35 | 8 |
| Total | 1,109 | 1,108 | 1 | 879 | 861 | 18 | 755 | 752 | 3 | 836 | 830 | 6 | 763 | 769 | -6 | 402 | 410 | -8 | 988 | 986 | 2 |

RADIO 360: ADELAIDE - 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 | +/- |
| FIVEaa | 14 | 14 | 0 | 1 | 1 | 0 | * | * | * | * | * | * | 1 | 2 | -1 | 3 | 2 | 1 | 9 | 10 | -1 |
| CRUISE1323 | 13 | 13 | 0 | * | * | * | * | * | * | * | * | * | 1 | 1 | 0 | 5 | 4 | 1 | 7 | 7 | 0 |
| MIX102.3 | 18 | 18 | 0 | 2 | 1 | 1 | 2 | 2 | 0 | 3 | 3 | 0 | 4 | 4 | 0 | 3 | 4 | -1 | 4 | 4 | 0 |
| 5MMM | 19 | 18 | 1 | 2 | 1 | 1 | 1 | 2 | -1 | 3 | 3 | 0 | 6 | 5 | 1 | 4 | 3 | 1 | 3 | 4 | -1 |
| NOVA91.9 | 16 | 17 | -1 | 2 | 3 | -1 | 3 | 3 | 0 | 5 | 6 | -1 | 5 | 4 | 1 | 1 | 1 | 0 | 1 | 1 | 0 |
| SAFM | 13 | 14 | -1 | 2 | 2 | 0 | 1 | 2 | -1 | 5 | 5 | 0 | 3 | 4 | -1 | 1 | 2 | -1 | * | * | * |
| ABC ADE | 12 | 11 | 1 | * | * | * | * | * | * | * | * | * | 2 | 2 | 0 | 2 | 2 | 0 | 8 | 7 | 1 |
| 5RN | 2 | 2 | 0 | * | * | * | * | * | * | * | * | * | * | * | * | 1 | * | * | 1 | 1 | 0 |
| ABC NEWSRADIO | 3 | 3 | 0 | * | * | * | * | * | * | * | * | * | * | * | * | 1 | * | * | 2 | 1 | 1 |
| 5JJJ | 6 | 7 | -1 | * | 1 | * | 1 | 1 | 0 | 3 | 3 | 0 | 2 | 2 | 0 | * | * | * | * | * | * |
| ABC CLASSIC | 3 | 3 | 0 | * | * | * | * | * | * | * | * | * | * | * | * | 1 | 1 | 0 | 2 | 2 | 0 |
| Total | 150 | 150 | 0 | 13 | 13 | 0 | 12 | 14 | -2 | 29 | 29 | 0 | 31 | 29 | 2 | 25 | 23 | 2 | 41 | 42 | -1 |

By Session, P10+ [Potential: 1192]

| 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 | +/- |
| FIVEaa | 15 | 15 | 0 | 26 | 28 | -2 | 23 | 24 | -1 | 10 | 11 | -1 | 10 | 12 | -2 | 9 | 8 | 1 | 13 | 12 | 1 |
| CRUISE1323 | 13 | 12 | 1 | 16 | 13 | 3 | 23 | 20 | 3 | 20 | 19 | 1 | 11 | 10 | 1 | 2 | 2 | 0 | 13 | 14 | -1 |
| MIX102.3 | 19 | 19 | 0 | 18 | 20 | -2 | 29 | 30 | -1 | 31 | 30 | 1 | 18 | 15 | 3 | 5 | 6 | -1 | 16 | 15 | 1 |
| 5MMM | 21 | 20 | 1 | 31 | 29 | 2 | 34 | 31 | 3 | 30 | 28 | 2 | 17 | 17 | 0 | 3 | 4 | -1 | 12 | 12 | 0 |
| NOVA91.9 | 17 | 18 | -1 | 21 | 21 | 0 | 19 | 23 | -4 | 24 | 24 | 0 | 19 | 21 | -2 | 5 | 6 | -1 | 15 | 15 | 0 |
| SAFM | 14 | 16 | -2 | 17 | 21 | -4 | 19 | 22 | -3 | 21 | 22 | -1 | 15 | 16 | -1 | 3 | 3 | 0 | 11 | 11 | 0 |
| ABC ADE | 13 | 12 | 1 | 23 | 21 | 2 | 19 | 17 | 2 | 11 | 11 | 0 | 8 | 9 | -1 | 5 | 4 | 1 | 9 | 9 | 0 |
| 5RN | 1 | 2 | -1 | 3 | 4 | -1 | 2 | 2 | 0 | 1 | 2 | -1 | 1 | 1 | 0 | * | 1 | * | 2 | 3 | -1 |
| ABC NEWSRADIO | 3 | 3 | 0 | 6 | 5 | 1 | 2 | 3 | -1 | 2 | 2 | 0 | 2 | 2 | 0 | 3 | 2 | 1 | 3 | 2 | 1 |
| 5JJJ | 6 | 7 | -1 | 9 | 9 | 0 | 8 | 10 | -2 | 8 | 10 | -2 | 7 | 8 | -1 | 2 | 2 | 0 | 5 | 6 | -1 |
| ABC CLASSIC | 3 | 3 | 0 | 4 | 3 | 1 | 5 | 3 | 2 | 3 | 3 | 0 | 3 | 4 | -1 | 1 | 1 | 0 | 3 | 3 | 0 |
| Total | 159 | 158 | 1 | 206 | 203 | 3 | 233 | 228 | 5 | 210 | 211 | -1 | 144 | 147 | -3 | 51 | 50 | 1 | 128 | 128 | 0 |

RADIO 360: ADELAIDE - TOTAL RADIO - SURVEY 3 2023 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 | 15 | 14 | 1 | 3 | 1 | 2 | 5 | 8 | -3 | 4 | 2 | 2 | 3 | 2 | 1 | * | 1 | * | * | * | * |
| CADA | 13 | 15 | -2 | 5 | 5 | 0 | 5 | 5 | 0 | 2 | 2 | 0 | * | 1 | * | * | 2 | * | 2 | * | * |
| Chemist Warehouse Remix | 13 | 9 | 4 | 5 | 3 | 2 | 1 | 2 | -1 | 5 | 1 | 4 | * | * | * | * | * | * | 1 | 2 | -1 |
| Coles Radio | 32 | 32 | 0 | 4 | 5 | -1 | 7 | 9 | -2 | 11 | 7 | 4 | 6 | 8 | -2 | 1 | 1 | 0 | 2 | 4 | -2 |
| DANCE HITS | 24 | 21 | 3 | 4 | 4 | 0 | 4 | 3 | 1 | 12 | 10 | 2 | 4 | 3 | 1 | * | 1 | * | * | * | * |
| EASY 80s HITS | 24 | 27 | -3 | 4 | 4 | 0 | 4 | 6 | -2 | 5 | 4 | 1 | 3 | 7 | -4 | 4 | 3 | 1 | 3 | 3 | 0 |
| LiSTNR Radio | 7 | 6 | 1 | 2 | 2 | 0 | 2 | 2 | 0 | * | * | * | 1 | 2 | -1 | * | * | * | 1 | 1 | 0 |
| Mix 80s | 36 | 38 | -2 | 5 | 5 | 0 | 7 | 10 | -3 | 5 | 5 | 0 | 8 | 8 | 0 | 5 | 3 | 2 | 6 | 6 | 0 |
| Mix 90s | 37 | 41 | -4 | 5 | 8 | -3 | 7 | 8 | -1 | 16 | 12 | 4 | 5 | 5 | 0 | 2 | 5 | -3 | 1 | 3 | -2 |
| MMM 2000s | 14 | 10 | 4 | 2 | 1 | 1 | 3 | 3 | 0 | 6 | 5 | 1 | 1 | * | * | * | 1 | * | * | * | * |
| MMM 80s | 15 | 18 | -3 | 2 | 2 | 0 | 2 | 5 | -3 | 1 | 1 | 0 | 4 | 5 | -1 | 3 | 3 | 0 | 3 | 2 | 1 |
| MMM CLASSIC ROCK | 28 | 28 | 0 | 5 | 5 | 0 | 3 | 2 | 1 | 4 | 2 | 2 | 5 | 5 | 0 | 5 | 6 | -1 | 8 | 9 | -1 |
| MMM TRADIE RADIO | 11 | 21 | -10 | 3 | 4 | -1 | 2 | 4 | -2 | 1 | 2 | -1 | 3 | 6 | -3 | * | 4 | * | 1 | 1 | 0 |
| NOVA Throwbacks | 30 | 32 | -2 | 4 | 6 | -2 | 10 | 9 | 1 | 10 | 7 | 3 | * | 5 | * | 4 | 3 | 1 | 1 | 1 | 0 |
| OLDSKOOL 90s HITS | 29 | 30 | -1 | 3 | 5 | -2 | 5 | 6 | -1 | 15 | 11 | 4 | 5 | 6 | -1 | 1 | 2 | -1 | * | * | * |
| RnB Fridays Radio | 25 | 29 | -4 | 5 | 5 | 0 | 5 | 8 | -3 | 11 | 12 | -1 | 2 | 3 | -1 | 1 | 1 | 0 | 1 | * | * |
| smooth 80s | 17 | 18 | -1 | 4 | 3 | 1 | 3 | 4 | -1 | 4 | 3 | 1 | 3 | 4 | -1 | 1 | 2 | -1 | 2 | 3 | -1 |
| smooth fm Adelaide | 45 | 45 | 0 | 5 | 6 | -1 | 4 | 4 | 0 | 6 | 2 | 4 | 11 | 12 | -1 | 12 | 10 | 2 | 6 | 11 | -5 |
| TikTok Trending | 28 | 22 | 6 | 6 | 8 | -2 | 13 | 9 | 4 | 8 | 4 | 4 | 1 | * | * | 1 | * | * | * | * | * |
| triple j Unerthed | 19 | 18 | 1 | 2 | 2 | 0 | 10 | 6 | 4 | 3 | 6 | -3 | 1 | 1 | 0 | 3 | 3 | 0 | * | 1 | * |
| ABC Country | 13 | 8 | 5 | 2 | 2 | 0 | 1 | 1 | 0 | 4 | 1 | 3 | 1 | 2 | -1 | * | * | * | 5 | 3 | 2 |
| ABC Jazz | 22 | 22 | 0 | 3 | 3 | 0 | 4 | 3 | 1 | 3 | 2 | 1 | 3 | 4 | -1 | 3 | 4 | -1 | 6 | 6 | 0 |
| ABC KIDS LISTEN | 11 | 7 | 4 | 5 | 4 | 1 | 3 | 2 | 1 | 2 | * | * | 1 | * | * | * | 1 | * | 1 | * | * |
| ABC Sport | 18 | 20 | -2 | 2 | 3 | -1 | 4 | 2 | 2 | 3 | 3 | 0 | 1 | 3 | -2 | 1 | 3 | -2 | 7 | 6 | 1 |
| Double J | 23 | 29 | -6 | 4 | 5 | -1 | 5 | 6 | -1 | 7 | 7 | 0 | 5 | 8 | -3 | 1 | 3 | -2 | 1 | 1 | 0 |
| Total Digital/Internet Only | 290 | 303 | -13 | 35 | 36 | -1 | 36 | 41 | -5 | 81 | 73 | 8 | 54 | 58 | -4 | 35 | 40 | -5 | 49 | 54 | -5 |

Please note: MMM 90s rebranded as MMM TRADIE RADIO effective Feb 26.

RADIO 360: ADELAIDE - TOTAL RADIO - SURVEY 3 2023 DAB+ STATIONS ONLY - CUMULATIVE AUDIENCE (000'S)

By Session, P10+ [Potential: 1192]

| 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 | | |
|-----------------------------|--------------------------------|------|-----|------------------------------------|------|-----|-----------------------------------|------|-----|-------------------------------------|------|-----|--------------------------------|------|-----|-----------------------------------|------|-----|--------------------------------|------|-----|
| | This | Last | +/- | This | Last | +/- | This | Last | +/- | This | Last | +/- | This | Last | +/- | This | Last | +/- | This | Last | +/- |
| BLENDER BEATS | 11 | 11 | 0 | 4 | 4 | 0 | 6 | 7 | -1 | 10 | 8 | 2 | 8 | 6 | 2 | 4 | 3 | 1 | 7 | 6 | 1 |
| CADA | 10 | 12 | -2 | 5 | 7 | -2 | 1 | 4 | -3 | 5 | 4 | 1 | 4 | 5 | -1 | 4 | 5 | -1 | 7 | 11 | -4 |
| Chemist Warehouse Remix | 10 | 7 | 3 | 4 | 3 | 1 | 5 | 4 | 1 | 2 | 1 | 1 | 3 | 2 | 1 | 2 | 1 | 1 | 7 | 6 | 1 |
| Coles Radio | 26 | 26 | 0 | 9 | 6 | 3 | 11 | 10 | 1 | 8 | 7 | 1 | 12 | 12 | 0 | 8 | 7 | 1 | 18 | 16 | 2 |
| DANCE HITS | 20 | 17 | 3 | 9 | 8 | 1 | 6 | 5 | 1 | 10 | 8 | 2 | 8 | 7 | 1 | 6 | 4 | 2 | 9 | 8 | 1 |
| EASY 80s HITS | 22 | 23 | -1 | 8 | 9 | -1 | 9 | 7 | 2 | 8 | 13 | -5 | 9 | 9 | 0 | 7 | 4 | 3 | 9 | 13 | -4 |
| LiSTNR Radio | 6 | 4 | 2 | 1 | 1 | 0 | 2 | 1 | 1 | 4 | 2 | 2 | 2 | * | * | 1 | 1 | 0 | 5 | 5 | 0 |
| Mix 80s | 31 | 28 | 3 | 9 | 10 | -1 | 10 | 8 | 2 | 13 | 10 | 3 | 15 | 13 | 2 | 8 | 8 | 0 | 18 | 25 | -7 |
| Mix 90s | 26 | 30 | -4 | 11 | 9 | 2 | 10 | 11 | -1 | 11 | 14 | -3 | 10 | 12 | -2 | 2 | 4 | -2 | 18 | 18 | 0 |
| MMM 2000s | 11 | 9 | 2 | 6 | 4 | 2 | 6 | 4 | 2 | 6 | 3 | 3 | 5 | 5 | 0 | 3 | 3 | 0 | 8 | 6 | 2 |
| MMM 80s | 12 | 16 | -4 | 5 | 7 | -2 | 4 | 8 | -4 | 4 | 4 | 0 | * | 4 | * | 4 | 3 | 1 | 8 | 6 | 2 |
| MMM CLASSIC ROCK | 25 | 23 | 2 | 7 | 4 | 3 | 8 | 8 | 0 | 14 | 14 | 0 | 9 | 11 | -2 | 9 | 9 | 0 | 16 | 17 | -1 |
| MMM TRADIE RADIO | 7 | 14 | -7 | 4 | 7 | -3 | 3 | 5 | -2 | 5 | 6 | -1 | 1 | 7 | -6 | 3 | 4 | -1 | 8 | 11 | -3 |
| NOVA Throwbacks | 28 | 28 | 0 | 12 | 16 | -4 | 14 | 12 | 2 | 15 | 17 | -2 | 13 | 15 | -2 | 9 | 9 | 0 | 12 | 18 | -6 |
| OLDSKOOL 90s HITS | 24 | 23 | 1 | 8 | 8 | 0 | 10 | 5 | 5 | 11 | 11 | 0 | 13 | 12 | 1 | 4 | 5 | -1 | 14 | 14 | 0 |
| RnB Fridays Radio | 21 | 26 | -5 | 10 | 14 | -4 | 10 | 13 | -3 | 12 | 15 | -3 | 12 | 10 | 2 | 4 | 5 | -1 | 7 | 6 | 1 |
| smooth 80s | 14 | 13 | 1 | 6 | 6 | 0 | 5 | 4 | 1 | 4 | 7 | -3 | 5 | 5 | 0 | 5 | 4 | 1 | 5 | 8 | -3 |
| smooth fm Adelaide | 37 | 35 | 2 | 12 | 10 | 2 | 22 | 19 | 3 | 20 | 22 | -2 | 20 | 22 | -2 | 7 | 9 | -2 | 26 | 28 | -2 |
| TikTok Trending | 25 | 18 | 7 | 13 | 10 | 3 | 5 | 5 | 0 | 6 | 6 | 0 | 7 | 8 | -1 | 11 | 7 | 4 | 15 | 14 | 1 |
| triple j Unearthed | 16 | 16 | 0 | 4 | 4 | 0 | 7 | 7 | 0 | 8 | 9 | -1 | 6 | 5 | 1 | 3 | 3 | 0 | 9 | 10 | -1 |
| ABC Country | 10 | 6 | 4 | 2 | 1 | 1 | 2 | * | * | 3 | 3 | 0 | 2 | 1 | 1 | 4 | * | * | 8 | 5 | 3 |
| ABC Jazz | 17 | 19 | -2 | 1 | 2 | -1 | 4 | 4 | 0 | 6 | 5 | 1 | 9 | 9 | 0 | 5 | 10 | -5 | 15 | 16 | -1 |
| ABC KIDS LISTEN | 9 | 6 | 3 | 4 | 1 | 3 | 4 | 1 | 3 | 2 | 1 | 1 | 3 | 2 | 1 | 4 | 3 | 1 | 7 | 4 | 3 |
| ABC Sport | 11 | 12 | -1 | 2 | 1 | 1 | 3 | 2 | 1 | 5 | 3 | 2 | 7 | 8 | -1 | 3 | 2 | 1 | 12 | 11 | 1 |
| Double J | 21 | 27 | -6 | 7 | 11 | -4 | 8 | 11 | -3 | 9 | 12 | -3 | 9 | 13 | -4 | 4 | 7 | -3 | 6 | 10 | -4 |
| Total Digital/Internet Only | 257 | 266 | -9 | 121 | 119 | 2 | 129 | 129 | 0 | 149 | 162 | -13 | 141 | 149 | -8 | 75 | 79 | -4 | 179 | 192 | -13 |

Please note: MMM 90s rebranded as MMM TRADIE RADIO effective Feb 26.

RADIO 360: ADELAIDE - 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 |
| FIVEaa | 9.4 | 10.2 | 12.1 | 4.3 | 4.1 | 8.1 | 3.4 | 3.7 | 1.6 | 1.2 | 1.4 | 0.7 | 4.4 | 4.2 | 13.7 | 12.1 | 12.0 | 21.6 | 21.0 | 23.1 | 22.4 |
| CRUISE1323 | 8.9 | 9.5 | 13.0 | 2.2 | 2.0 | 4.9 | 3.2 | 3.3 | 3.6 | 1.6 | 1.0 | 9.3 | 4.1 | 4.3 | 7.4 | 18.3 | 18.6 | 30.0 | 16.1 | 17.8 | 14.6 |
| MIX102.3 | 12.1 | 13.6 | 8.1 | 14.9 | 16.8 | 7.9 | 14.9 | 16.4 | 7.6 | 11.6 | 13.6 | 6.2 | 13.4 | 15.1 | 12.1 | 11.2 | 12.6 | 6.7 | 10.2 | 11.3 | 8.5 |
| 5MMM | 12.4 | 13.8 | 10.5 | 13.5 | 15.1 | 7.8 | 6.2 | 6.0 | 11.4 | 11.1 | 12.0 | 16.1 | 19.9 | 22.7 | 15.0 | 15.5 | 17.4 | 10.3 | 7.4 | 8.5 | * |
| NOVA91.9 | 10.7 | 12.0 | 8.3 | 18.2 | 20.0 | 13.4 | 21.9 | 23.9 | 14.0 | 17.0 | 19.6 | 12.8 | 14.7 | 17.0 | 8.1 | 3.9 | 4.4 | 2.4 | 1.6 | 1.7 | 2.7 |
| SAFM | 8.7 | 9.7 | 6.9 | 17.7 | 19.5 | 12.7 | 11.7 | 12.0 | 14.6 | 15.4 | 18.0 | 8.5 | 10.7 | 12.1 | 9.4 | 5.0 | 5.8 | 0.9 | 0.8 | 1.0 | 0.3 |
| ABC ADE | 7.7 | 8.2 | 10.8 | 2.0 | 1.4 | 7.9 | 1.1 | 1.3 | 0.5 | 0.6 | 0.7 | 0.7 | 4.9 | 5.0 | 10.3 | 8.0 | 8.8 | 7.3 | 18.5 | 19.5 | 37.7 |
| 5RN | 1.1 | 1.1 | 1.7 | 0.4 | 0.1 | 2.9 | 0.1 | * | 1.1 | 0.1 | 0.1 | 0.3 | 0.4 | 0.5 | 0.3 | 2.4 | 2.4 | 4.5 | 1.8 | 2.1 | 0.7 |
| ABC NEWSRADIO | 2.1 | 2.3 | 2.1 | 1.4 | 1.4 | 2.1 | 0.8 | 0.7 | 1.3 | 1.3 | 1.4 | 2.3 | 1.1 | 1.0 | 3.9 | 2.2 | 2.4 | 1.6 | 3.8 | 4.4 | 0.5 |
| 5JJJ | 4.0 | 4.4 | 4.2 | 3.3 | 3.2 | 5.8 | 6.2 | 6.4 | 8.1 | 9.4 | 10.5 | 10.4 | 5.0 | 5.9 | 1.2 | 1.8 | 2.0 | 0.9 | 0.2 | 0.3 | * |
| ABC CLASSIC | 2.0 | 2.3 | 1.3 | 0.9 | 0.8 | 2.1 | 1.1 | 1.1 | 0.9 | 0.7 | 0.8 | 0.9 | 1.0 | 1.0 | 2.5 | 3.2 | 3.8 | * | 3.8 | 4.2 | 1.6 |
| Commercial DAB+ Stns | 10.6 | 11.0 | 16.2 | 12.6 | 11.9 | 16.9 | 22.0 | 22.5 | 27.4 | 17.9 | 19.3 | 27.1 | 9.5 | 10.2 | 11.8 | 7.5 | 8.0 | 9.1 | 3.9 | 4.0 | 8.7 |
| ABC DAB+ Stns | 2.0 | 1.9 | 4.9 | 4.0 | 3.9 | 7.3 | 3.0 | 2.7 | 7.9 | 1.7 | 1.7 | 4.6 | 1.0 | 0.9 | 4.5 | 2.0 | 1.8 | 4.8 | 1.9 | 2.1 | 2.2 |
| Total DAB+ Stns | 13.9 | 12.9 | 21.1 | 17.7 | 15.7 | 24.2 | 25.4 | 25.2 | 35.3 | 22.9 | 21.0 | 31.7 | 12.3 | 11.0 | 16.2 | 10.3 | 9.8 | 13.9 | 6.2 | 6.1 | 10.9 |

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 |
| FIVEaa | 9.3 | 10.0 | 12.4 | 12.5 | 13.2 | 18.2 | 9.9 | 10.6 | 11.2 | 4.6 | 5.0 | 6.2 | 7.1 | 7.3 | 15.1 | 18.1 | 20.4 | 17.7 | 9.8 | 10.7 | 11.2 |
| CRUISE1323 | 8.4 | 8.9 | 13.1 | 7.7 | 8.2 | 11.3 | 9.9 | 10.4 | 13.8 | 9.3 | 9.8 | 15.2 | 8.0 | 8.6 | 12.8 | 4.3 | 4.3 | 9.4 | 10.5 | 11.3 | 12.9 |
| MIX102.3 | 11.9 | 13.4 | 8.8 | 8.9 | 9.9 | 5.8 | 12.5 | 13.7 | 11.4 | 14.8 | 16.7 | 10.3 | 12.4 | 14.2 | 7.3 | 9.1 | 10.6 | 6.4 | 12.4 | 14.2 | 6.2 |
| 5MMM | 13.4 | 15.0 | 10.9 | 15.1 | 16.6 | 13.9 | 14.6 | 16.3 | 10.2 | 14.1 | 15.8 | 11.3 | 11.6 | 13.0 | 11.0 | 6.1 | 6.9 | 6.1 | 9.4 | 10.3 | 9.4 |
| NOVA91.9 | 10.4 | 11.6 | 8.6 | 10.1 | 11.4 | 5.7 | 8.3 | 9.0 | 8.9 | 11.4 | 12.6 | 11.3 | 13.0 | 14.9 | 7.7 | 9.1 | 10.6 | 6.9 | 11.6 | 13.1 | 7.5 |
| SAFM | 8.8 | 9.8 | 7.2 | 8.2 | 9.2 | 5.7 | 8.0 | 8.7 | 8.8 | 10.1 | 11.4 | 8.1 | 10.5 | 11.9 | 8.0 | 5.3 | 6.1 | 3.6 | 8.3 | 9.4 | 5.9 |
| ABC ADE | 7.9 | 8.5 | 11.2 | 11.1 | 11.5 | 20.1 | 8.3 | 8.8 | 11.9 | 5.2 | 5.4 | 8.6 | 5.8 | 6.5 | 6.2 | 10.2 | 12.0 | 6.4 | 7.1 | 7.5 | 9.6 |
| 5RN | 0.9 | 0.9 | 1.3 | 1.6 | 1.8 | 1.5 | 0.7 | 0.8 | 0.5 | 0.6 | 0.7 | 1.0 | 0.4 | 0.4 | 1.5 | 0.9 | 0.8 | 3.0 | 1.6 | 1.6 | 2.8 |
| ABC NEWSRADIO | 1.9 | 2.1 | 1.8 | 2.7 | 2.9 | 3.6 | 1.0 | 1.0 | 1.6 | 1.1 | 1.2 | 1.0 | 1.1 | 1.3 | 0.9 | 6.2 | 7.5 | 1.7 | 2.5 | 2.8 | 2.9 |
| 5JJJ | 4.0 | 4.3 | 4.6 | 4.2 | 4.7 | 3.0 | 3.3 | 3.5 | 4.9 | 3.8 | 4.2 | 4.8 | 5.2 | 5.7 | 7.2 | 3.3 | 3.7 | 3.4 | 4.1 | 4.6 | 2.9 |
| ABC CLASSIC | 1.9 | 2.2 | 1.4 | 2.0 | 2.2 | 1.1 | 2.2 | 2.4 | 1.8 | 1.4 | 1.6 | 1.5 | 2.2 | 2.6 | 0.8 | 2.1 | 2.5 | 1.0 | 2.4 | 2.8 | 1.1 |
| Commercial DAB+ Stns | 10.8 | 11.5 | 14.2 | 6.6 | 7.1 | 8.2 | 11.7 | 12.8 | 10.3 | 12.8 | 13.6 | 15.7 | 11.4 | 12.2 | 16.6 | 12.3 | 12.4 | 26.7 | 9.8 | 9.4 | 21.7 |
| ABC DAB+ Stns | 1.9 | 1.8 | 4.6 | 1.3 | 1.4 | 1.8 | 2.1 | 2.0 | 4.8 | 2.1 | 2.1 | 5.0 | 1.6 | 1.5 | 4.9 | 2.5 | 2.3 | 7.6 | 2.3 | 2.2 | 5.9 |
| Total DAB+ Stns | 14.2 | 13.3 | 18.7 | 9.6 | 8.5 | 10.1 | 15.6 | 14.8 | 15.1 | 16.4 | 15.7 | 20.7 | 13.6 | 13.7 | 21.5 | 17.7 | 14.6 | 34.3 | 12.9 | 11.6 | 27.6 |

Interpreting RADIO 360: For People 10+, Mon-Sun 5:30am-12mn, FIVEaa has a 9.4% share of all listening, 10.2% share of AM/FM/DAB+ listening and 12.1% 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.

RADIO 360: ADELAIDE - 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 |
| FIVEaa | 158 | 155 | 30 | 16 | 16 | 4 | 13 | 11 | 3 | 15 | 15 | 2 | 21 | 21 | 5 | 31 | 30 | 5 | 62 | 62 | 10 |
| CRUISE1323 | 227 | 214 | 41 | 12 | 10 | 5 | 17 | 14 | 6 | 16 | 15 | 5 | 26 | 24 | 6 | 55 | 54 | 9 | 100 | 97 | 10 |
| MIX102.3 | 353 | 342 | 59 | 47 | 43 | 12 | 46 | 45 | 11 | 81 | 77 | 13 | 76 | 73 | 12 | 45 | 45 | 5 | 59 | 59 | 5 |
| 5MMM | 320 | 300 | 51 | 35 | 33 | 7 | 33 | 27 | 9 | 85 | 77 | 20 | 78 | 77 | 8 | 52 | 49 | 8 | 37 | 37 | * |
| NOVA91.9 | 360 | 346 | 66 | 67 | 62 | 14 | 61 | 59 | 15 | 121 | 115 | 21 | 68 | 68 | 12 | 29 | 28 | 3 | 15 | 14 | 2 |
| SAFM | 311 | 297 | 56 | 54 | 52 | 13 | 40 | 35 | 9 | 111 | 107 | 17 | 66 | 63 | 10 | 30 | 29 | 4 | 11 | 11 | 2 |
| ABC ADE | 164 | 153 | 31 | 12 | 9 | 7 | 10 | 9 | 3 | 11 | 10 | 1 | 24 | 22 | 4 | 31 | 30 | 5 | 76 | 73 | 11 |
| 5RN | 39 | 35 | 10 | 3 | 2 | 2 | 4 | 1 | 3 | 4 | 4 | * | 6 | 6 | 1 | 9 | 9 | 2 | 13 | 13 | 2 |
| ABC NEWSRADIO | 78 | 72 | 20 | 9 | 9 | 3 | 10 | 9 | 4 | 11 | 11 | 4 | 18 | 15 | 6 | 16 | 15 | 3 | 14 | 14 | 1 |
| 5JJJ | 155 | 145 | 27 | 17 | 15 | 5 | 26 | 23 | 6 | 61 | 55 | 12 | 34 | 33 | 2 | 11 | 11 | 2 | 7 | 7 | * |
| ABC CLASSIC | 70 | 67 | 15 | 6 | 5 | 4 | 10 | 9 | 3 | 9 | 9 | 3 | 10 | 10 | 4 | 11 | 11 | * | 23 | 23 | 2 |
| Commercial DAB+ Stns | 226 | 212 | 67 | 31 | 28 | 13 | 31 | 29 | 16 | 65 | 59 | 21 | 41 | 40 | 7 | 27 | 26 | 6 | 31 | 30 | 5 |
| ABC DAB+ Stns | 81 | 78 | 30 | 10 | 10 | 6 | 14 | 13 | 6 | 19 | 19 | 5 | 11 | 11 | 4 | 9 | 8 | 5 | 19 | 18 | 3 |
| Total DAB+ Stns | 290 | 264 | 88 | 35 | 32 | 15 | 36 | 34 | 19 | 81 | 72 | 25 | 54 | 48 | 9 | 35 | 32 | 11 | 49 | 46 | 8 |
| Total | 1,127 | 1,096 | 292 | 118 | 113 | 42 | 111 | 111 | 44 | 262 | 257 | 72 | 243 | 231 | 59 | 157 | 153 | 37 | 237 | 232 | 38 |

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 |
| FIVEaa | 145 | 139 | 28 | 98 | 90 | 15 | 75 | 69 | 11 | 65 | 62 | 10 | 56 | 53 | 10 | 49 | 46 | 5 | 116 | 113 | 15 |
| CRUISE1323 | 199 | 184 | 36 | 99 | 89 | 13 | 97 | 88 | 16 | 122 | 113 | 19 | 87 | 77 | 15 | 31 | 24 | 8 | 144 | 136 | 23 |
| MIX102.3 | 322 | 310 | 49 | 172 | 167 | 9 | 157 | 147 | 21 | 199 | 192 | 27 | 141 | 137 | 10 | 62 | 55 | 10 | 223 | 214 | 28 |
| 5MMM | 273 | 252 | 40 | 156 | 149 | 14 | 131 | 116 | 17 | 152 | 138 | 18 | 139 | 132 | 13 | 47 | 42 | 6 | 171 | 160 | 18 |
| NOVA91.9 | 326 | 315 | 52 | 194 | 183 | 16 | 144 | 133 | 18 | 185 | 174 | 29 | 159 | 151 | 17 | 70 | 65 | 7 | 226 | 213 | 34 |
| SAFM | 279 | 265 | 49 | 160 | 150 | 15 | 120 | 108 | 17 | 154 | 144 | 21 | 122 | 114 | 16 | 51 | 45 | 6 | 166 | 159 | 21 |
| ABC ADE | 150 | 139 | 28 | 105 | 95 | 17 | 89 | 80 | 13 | 71 | 66 | 8 | 58 | 56 | 6 | 38 | 35 | 4 | 110 | 103 | 14 |
| 5RN | 28 | 24 | 7 | 16 | 16 | 1 | 14 | 10 | 3 | 11 | 9 | 4 | 7 | 6 | 2 | 8 | 5 | 4 | 27 | 23 | 8 |
| ABC NEWSRADIO | 71 | 65 | 18 | 38 | 33 | 6 | 15 | 12 | 4 | 17 | 15 | 6 | 19 | 18 | 4 | 24 | 22 | 4 | 49 | 42 | 13 |
| 5JJJ | 134 | 124 | 24 | 75 | 69 | 10 | 57 | 48 | 11 | 65 | 59 | 10 | 73 | 67 | 7 | 29 | 25 | 5 | 95 | 88 | 15 |
| ABC CLASSIC | 62 | 59 | 14 | 32 | 30 | 5 | 27 | 27 | 4 | 28 | 27 | 6 | 29 | 27 | 3 | 19 | 16 | 3 | 43 | 43 | 3 |
| Commercial DAB+ Stns | 201 | 192 | 51 | 98 | 93 | 17 | 103 | 100 | 17 | 123 | 116 | 25 | 116 | 109 | 16 | 55 | 50 | 18 | 139 | 121 | 45 |
| ABC DAB+ Stns | 69 | 64 | 24 | 18 | 17 | 5 | 26 | 22 | 8 | 31 | 28 | 9 | 28 | 23 | 7 | 21 | 19 | 8 | 45 | 41 | 17 |
| Total DAB+ Stns | 257 | 233 | 67 | 121 | 107 | 21 | 129 | 117 | 24 | 149 | 134 | 32 | 141 | 126 | 23 | 75 | 62 | 24 | 179 | 151 | 59 |
| Total | 1,109 | 1,067 | 256 | 879 | 821 | 114 | 755 | 682 | 123 | 836 | 772 | 135 | 763 | 694 | 108 | 402 | 340 | 71 | 988 | 931 | 195 |

Interpreting RADIO 360: For People 10+, Mon-Sun 5:30am-12mn, FIVEaa has 158,000 total listeners, 155,000 AM/FM/DAB+ listeners and 30,000 Streaming listeners. Please note that there can be overlap between radio types.