

GfK Radio 360 Ratings Summary Report – Survey 4, 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 4 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	9.0	9.4	-0.4	4.8	4.3	0.5	11.3	3.4	7.9	2.0	1.2	0.8	5.7	4.4	1.3	11.8	12.1	-0.3	14.7	21.0	-6.3
CRUISE1323	8.7	8.9	-0.2	2.8	2.2	0.6	1.8	3.2	-1.4	1.9	1.6	0.3	4.4	4.1	0.3	17.5	18.3	-0.8	14.4	16.1	-1.7
MIX102.3	11.9	12.1	-0.2	12.7	14.9	-2.2	14.8	14.9	-0.1	11.3	11.6	-0.3	15.0	13.4	1.6	13.9	11.2	2.7	8.0	10.2	-2.2
5MMM	13.6	12.4	1.2	13.8	13.5	0.3	15.4	6.2	9.2	11.7	11.1	0.6	19.2	19.9	-0.7	15.5	15.5	0.0	9.5	7.4	2.1
NOVA91.9	10.5	10.7	-0.2	18.4	18.2	0.2	22.4	21.9	0.5	17.0	17.0	0.0	12.4	14.7	-2.3	5.0	3.9	1.1	2.6	1.6	1.0
SAFM	9.3	8.7	0.6	20.5	17.7	2.8	9.8	11.7	-1.9	15.2	15.4	-0.2	12.8	10.7	2.1	6.4	5.0	1.4	1.2	0.8	0.4
ABC ADE	8.5	7.7	0.8	1.6	2.0	-0.4	1.5	1.1	0.4	1.4	0.6	0.8	2.2	4.9	-2.7	6.9	8.0	-1.1	22.1	18.5	3.6
5RN	2.3	1.1	1.2	0.1	0.4	-0.3	0.3	0.1	0.2	0.3	0.1	0.2	1.0	0.4	0.6	2.4	2.4	0.0	5.6	1.8	3.8
ABC NEWSRADIO	2.1	2.1	0.0	1.3	1.4	-0.1	0.7	0.8	-0.1	1.5	1.3	0.2	1.7	1.1	0.6	1.8	2.2	-0.4	3.6	3.8	-0.2
5JJI	3.2	4.0	-0.8	3.1	3.3	-0.2	4.2	6.2	-2.0	8.0	9.4	-1.4	4.0	5.0	-1.0	1.8	1.8	0.0	0.2	0.2	0.0
ABC CLASSIC	1.9	2.0	-0.1	0.6	0.9	-0.3	1.1	1.1	0.0	0.5	0.7	-0.2	0.9	1.0	-0.1	2.6	3.2	-0.6	3.6	3.8	-0.2

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	+/-
FIVEaa	8.8	9.3	-0.5	11.9	12.5	-0.6	9.1	9.9	-0.8	3.7	4.6	-0.9	8.1	7.1	1.0	17.6	18.1	-0.5	9.4	9.8	-0.4
CRUISE1323	8.4	8.4	0.0	7.7	7.7	0.0	10.3	9.9	0.4	9.6	9.3	0.3	6.6	8.0	-1.4	4.5	4.3	0.2	9.6	10.5	-0.9
MIX102.3	11.6	11.9	-0.3	9.1	8.9	0.2	12.2	12.5	-0.3	13.7	14.8	-1.1	11.8	12.4	-0.6	10.4	9.1	1.3	12.6	12.4	0.2
5MMM	14.6	13.4	1.2	15.2	15.1	0.1	16.5	14.6	1.9	16.0	14.1	1.9	12.9	11.6	1.3	6.4	6.1	0.3	10.4	9.4	1.0
NOVA91.9	10.4	10.4	0.0	10.5	10.1	0.4	8.3	8.3	0.0	11.5	11.4	0.1	13.2	13.0	0.2	7.9	9.1	-1.2	10.7	11.6	-0.9
SAFM	9.6	8.8	0.8	9.1	8.2	0.9	8.1	8.0	0.1	10.3	10.1	0.2	11.9	10.5	1.4	8.4	5.3	3.1	8.4	8.3	0.1
ABC ADE	8.8	7.9	0.9	11.9	11.1	0.8	9.7	8.3	1.4	6.8	5.2	1.6	6.7	5.8	0.9	7.9	10.2	-2.3	7.6	7.1	0.5
5RN	2.1	0.9	1.2	2.5	1.6	0.9	1.9	0.7	1.2	2.6	0.6	2.0	1.6	0.4	1.2	1.4	0.9	0.5	2.8	1.6	1.2
ABC NEWSRADIO	2.0	1.9	0.1	2.9	2.7	0.2	1.0	1.0	0.0	1.2	1.1	0.1	1.2	1.1	0.1	5.8	6.2	-0.4	2.6	2.5	0.1
5JJI	3.3	4.0	-0.7	4.2	4.2	0.0	2.7	3.3	-0.6	2.5	3.8	-1.3	4.0	5.2	-1.2	3.2	3.3	-0.1	2.9	4.1	-1.2
ABC CLASSIC	1.8	1.9	-0.1	1.8	2.0	-0.2	2.1	2.2	-0.1	1.5	1.4	0.1	1.8	2.2	-0.4	2.5	2.1	0.4	2.1	2.4	-0.3

RADIO 360: ADELAIDE - TOTAL RADIO - SURVEY 4 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	166	158	8	20	16	4	19	13	6	19	15	4	23	21	2	29	31	-2	57	62	-5
CRUISE1323	222	227	-5	16	12	4	13	17	-4	13	16	-3	26	26	0	56	55	1	97	100	-3
MIX102.3	357	353	4	45	47	-2	50	46	4	70	81	-11	73	76	-3	58	45	13	60	59	1
5MMM	326	320	6	39	35	4	34	33	1	83	85	-2	79	78	1	52	52	0	39	37	2
NOVA91.9	364	360	4	65	67	-2	63	61	2	118	121	-3	75	68	7	32	29	3	12	15	-3
SAFM	292	311	-19	55	54	1	36	40	-4	95	111	-16	63	66	-3	32	30	2	12	11	1
ABC ADE	171	164	7	11	12	-1	9	10	-1	17	11	6	18	24	-6	29	31	-2	87	76	11
5RN	48	39	9	2	3	-1	4	4	0	5	4	1	6	6	0	9	9	0	20	13	7
ABC NEWSRADIO	83	78	5	7	9	-2	9	10	-1	13	11	2	17	18	-1	14	16	-2	22	14	8
5JJB	138	155	-17	13	17	-4	19	26	-7	63	61	2	27	34	-7	8	11	-3	7	7	0
ABC CLASSIC	73	70	3	7	6	1	8	10	-2	8	9	-1	9	10	-1	11	11	0	29	23	6
Total	1,128	1,127	1	118	118	0	114	111	3	261	262	-1	240	243	-3	157	157	0	238	237	1

By Session, P10+ [Potential: 1192]

Station	Mon-Fri			Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
FIVEaa	153	145	8	105	98	7	73	75	-2	54	65	-11	62	56	6	45	49	-4	109	116	-7
CRUISE1323	202	199	3	98	99	-1	107	97	10	124	122	2	83	87	-4	34	31	3	139	144	-5
MIX102.3	318	322	-4	156	172	-16	159	157	2	191	199	-8	145	141	4	69	62	7	225	223	2
5MMM	280	273	7	173	156	17	127	131	-4	142	152	-10	140	139	1	45	47	-2	177	171	6
NOVA91.9	332	326	6	196	194	2	140	144	-4	182	185	-3	159	159	0	73	70	3	228	226	2
SAFM	267	279	-12	155	160	-5	115	120	-5	154	154	0	137	122	15	54	51	3	167	166	1
ABC ADE	157	150	7	115	105	10	92	89	3	78	71	7	62	58	4	37	38	-1	110	110	0
5RN	35	28	7	22	16	6	16	14	2	20	11	9	13	7	6	9	8	1	32	27	5
ABC NEWSRADIO	73	71	2	43	38	5	17	15	2	21	17	4	22	19	3	21	24	-3	52	49	3
5JJB	127	134	-7	72	75	-3	55	57	-2	50	65	-15	67	73	-6	27	29	-2	70	95	-25
ABC CLASSIC	62	62	0	32	32	0	27	27	0	28	28	0	24	29	-5	19	19	0	49	43	6
Total	1,111	1,109	2	886	879	7	748	755	-7	829	836	-7	771	763	8	398	402	-4	982	988	-6

RADIO 360: ADELAIDE - TOTAL RADIO - SURVEY 4 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	*	*	1	*	*	2	1	1	3	3	0	7	9	-2
CRUISE1323	13	13	0	*	*	*	*	*	*	1	*	*	1	1	0	4	5	-1	6	7	-1
MIX102.3	18	18	0	2	2	0	2	2	0	3	3	0	4	4	0	3	3	0	4	4	0
5MMM	21	19	2	2	2	0	2	1	1	3	3	0	6	6	0	4	4	0	4	3	1
NOVA91.9	16	16	0	3	2	1	3	3	0	5	5	0	4	5	-1	1	1	0	1	1	0
SAFM	14	13	1	3	2	1	1	1	0	4	5	-1	4	3	1	2	1	1	1	*	*
ABC ADE	13	12	1	*	*	*	*	*	*	*	*	*	1	2	-1	2	2	0	10	8	2
5RN	3	2	1	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0	2	1	1
ABC NEWSRADIO	3	3	0	*	*	*	*	*	*	*	*	*	*	*	*	*	1	*	2	2	0
5JJJ	5	6	-1	*	*	*	*	1	*	2	3	-1	1	2	-1	*	*	*	*	*	*
ABC CLASSIC	3	3	0	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0	2	2	0
Total	151	150	1	14	13	1	12	12	0	28	29	-1	29	31	-2	24	25	-1	44	41	3

By Session, P10+ [Potential: 1192]

Station	Mon-Fri			Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
FIVEaa	14	15	-1	25	26	-1	21	23	-2	8	10	-2	12	10	2	9	9	0	12	13	-1
CRUISE1323	13	13	0	16	16	0	24	23	1	20	20	0	10	11	-1	2	2	0	12	13	-1
MIX102.3	19	19	0	19	18	1	28	29	-1	29	31	-2	17	18	-1	5	5	0	16	16	0
5MMM	23	21	2	32	31	1	38	34	4	34	30	4	19	17	2	3	3	0	13	12	1
NOVA91.9	17	17	0	22	21	1	19	19	0	24	24	0	19	19	0	4	5	-1	14	15	-1
SAFM	15	14	1	19	17	2	19	19	0	22	21	1	18	15	3	4	3	1	11	11	0
ABC ADE	14	13	1	25	23	2	22	19	3	14	11	3	10	8	2	4	5	-1	10	9	1
5RN	3	1	2	5	3	2	4	2	2	5	1	4	2	1	1	1	*	*	4	2	2
ABC NEWSRADIO	3	3	0	6	6	0	2	2	0	2	2	0	2	2	0	3	3	0	3	3	0
5JJJ	5	6	-1	9	9	0	6	8	-2	5	8	-3	6	7	-1	2	2	0	4	5	-1
ABC CLASSIC	3	3	0	4	4	0	5	5	0	3	3	0	3	3	0	1	1	0	3	3	0
Total	160	159	1	208	206	2	229	233	-4	210	210	0	148	144	4	53	51	2	129	128	1

RADIO 360: ADELAIDE - TOTAL RADIO - SURVEY 4 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	12	15	-3	2	3	-1	*	5	*	4	4	0	5	3	2	*	*	*	1	*	*
CADA	8	13	-5	4	5	-1	1	5	-4	1	2	-1	*	*	*	1	*	*	1	2	-1
Chemist Warehouse Remix	14	13	1	5	5	0	1	1	0	5	5	0	1	*	*	2	*	*	1	1	0
Coles Radio	31	32	-1	3	4	-1	5	7	-2	9	11	-2	6	6	0	2	1	1	6	2	4
DANCE HITS	20	24	-4	2	4	-2	1	4	-3	11	12	-1	5	4	1	1	*	*	*	*	*
EASY 80s HITS	19	24	-5	2	4	-2	*	4	*	6	5	1	1	3	-2	6	4	2	4	3	1
LiSTNR Radio	4	7	-3	1	2	-1	*	2	*	1	*	*	2	1	1	1	*	*	*	1	*
Mix 80s	28	36	-8	6	5	1	1	7	-6	5	5	0	9	8	1	4	5	-1	2	6	-4
Mix 90s	32	37	-5	7	5	2	2	7	-5	15	16	-1	5	5	0	3	2	1	*	1	*
MMM 2000s	14	14	0	1	2	-1	1	3	-2	8	6	2	3	1	2	2	*	*	*	*	*
MMM 80s	15	15	0	*	2	*	1	2	-1	3	1	2	4	4	0	4	3	1	2	3	-1
MMM CLASSIC ROCK	26	28	-2	1	5	-4	2	3	-1	5	4	1	5	5	0	5	5	0	8	8	0
MMM TRADIE RADIO	11	11	0	2	3	-1	1	2	-1	2	1	1	3	3	0	2	*	*	1	1	0
NOVA Throwbacks	33	30	3	8	4	4	10	10	0	12	10	2	1	*	*	2	4	-2	1	1	0
OLDSKOOL 90s HITS	30	29	1	4	3	1	4	5	-1	14	15	-1	5	5	0	4	1	3	*	*	*
RnB Fridays Radio	27	25	2	8	5	3	4	5	-1	12	11	1	2	2	0	1	1	0	1	1	0
smooth 80s	11	17	-6	2	4	-2	*	3	*	4	4	0	3	3	0	*	1	*	1	2	-1
smooth fm Adelaide	39	45	-6	7	5	2	2	4	-2	7	6	1	8	11	-3	11	12	-1	5	6	-1
TikTok Trending	22	28	-6	5	6	-1	8	13	-5	7	8	-1	1	1	0	1	1	0	*	*	*
triple j Uearthed	14	19	-5	3	2	1	5	10	-5	3	3	0	1	1	0	2	3	-1	1	*	*
ABC Country	10	13	-3	1	2	-1	1	1	0	3	4	-1	2	1	1	1	*	*	3	5	-2
ABC Jazz	24	22	2	3	3	0	1	4	-3	5	3	2	4	3	1	4	3	1	8	6	2
ABC KIDS LISTEN	13	11	2	6	5	1	*	3	*	4	2	2	2	1	1	1	*	*	1	1	0
ABC Sport	15	18	-3	1	2	-1	1	4	-3	2	3	-1	1	1	0	1	1	0	8	7	1
Double J	14	23	-9	3	4	-1	1	5	-4	6	7	-1	4	5	-1	1	1	0	*	1	*
Total Digital/Internet Only	293	290	3	43	35	8	32	36	-4	78	81	-3	58	54	4	41	35	6	42	49	-7

RADIO 360: ADELAIDE - TOTAL RADIO - SURVEY 4 2023 DAB+ STATIONS ONLY - CUMULATIVE AUDIENCE (000'S)

By Session, P10+ [Potential: 1192]

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		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
BLENDER BEATS	8	11	-3	6	4	2	6	6	0	4	10	-6	7	8	-1	3	4	-1	8	7	1
CADA	6	10	-4	2	5	-3	1	1	0	4	5	-1	3	4	-1	*	4	*	4	7	-3
Chemist Warehouse Remix	9	10	-1	3	4	-1	4	5	-1	3	2	1	3	3	0	3	2	1	8	7	1
Coles Radio	29	26	3	10	9	1	9	11	-2	16	8	8	14	12	2	8	8	0	17	18	-1
DANCE HITS	16	20	-4	7	9	-2	5	6	-1	7	10	-3	4	8	-4	3	6	-3	9	9	0
EASY 80s HITS	18	22	-4	6	8	-2	3	9	-6	6	8	-2	8	9	-1	5	7	-2	6	9	-3
LiSTNR Radio	3	6	-3	*	1	*	2	2	0	2	4	-2	1	2	-1	1	1	0	4	5	-1
Mix 80s	21	31	-10	7	9	-2	7	10	-3	7	13	-6	9	15	-6	5	8	-3	11	18	-7
Mix 90s	25	26	-1	10	11	-1	10	10	0	10	11	-1	13	10	3	2	2	0	13	18	-5
MMM 2000s	10	11	-1	3	6	-3	4	6	-2	7	6	1	3	5	-2	*	3	*	7	8	-1
MMM 80s	12	12	0	2	5	-3	4	4	0	5	4	1	4	*	*	2	4	-2	7	8	-1
MMM CLASSIC ROCK	21	25	-4	9	7	2	8	8	0	14	14	0	8	9	-1	3	9	-6	18	16	2
MMM TRADIE RADIO	9	7	2	6	4	2	5	3	2	8	5	3	4	1	3	1	3	-2	7	8	-1
NOVA Throwbacks	30	28	2	10	12	-2	9	14	-5	13	15	-2	13	13	0	9	9	0	11	12	-1
OLDSKOOL 90s HITS	25	24	1	6	8	-2	10	10	0	14	11	3	10	13	-3	3	4	-1	11	14	-3
RnB Fridays Radio	24	21	3	9	10	-1	12	10	2	18	12	6	15	12	3	5	4	1	10	7	3
smooth 80s	9	14	-5	2	6	-4	3	5	-2	3	4	-1	4	5	-1	3	5	-2	3	5	-2
smooth fm Adelaide	32	37	-5	13	12	1	16	22	-6	15	20	-5	16	20	-4	6	7	-1	24	26	-2
TikTok Trending	18	25	-7	6	13	-7	5	5	0	6	6	0	3	7	-4	7	11	-4	12	15	-3
triple j Unearthed	13	16	-3	5	4	1	3	7	-4	3	8	-5	3	6	-3	3	3	0	5	9	-4
ABC Country	9	10	-1	2	2	0	2	2	0	3	3	0	1	2	-1	5	4	1	6	8	-2
ABC Jazz	20	17	3	3	1	2	4	4	0	5	6	-1	10	9	1	7	5	2	16	15	1
ABC KIDS LISTEN	12	9	3	5	4	1	6	4	2	3	2	1	5	3	2	4	4	0	5	7	-2
ABC Sport	7	11	-4	2	2	0	2	3	-1	3	5	-2	5	7	-2	3	3	0	12	12	0
Double J	11	21	-10	3	7	-4	4	8	-4	6	9	-3	4	9	-5	2	4	-2	6	6	0
Total Digital/Internet Only	255	257	-2	109	121	-12	120	129	-9	148	149	-1	134	141	-7	77	75	2	189	179	10

RADIO 360: ADELAIDE - BY RADIO TYPE - SURVEY 4 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	9.0	9.6	12.3	4.8	5.0	3.9	11.3	10.6	21.7	2.0	2.2	2.5	5.7	5.9	14.0	11.8	12.6	9.5	14.7	15.9	24.1
CRUISE1323	8.7	9.3	11.6	2.8	2.6	5.6	1.8	1.4	6.3	1.9	1.7	7.1	4.4	4.9	7.2	17.5	18.5	18.1	14.4	15.7	22.9
MIX102.3	11.9	13.2	9.1	12.7	13.5	9.5	14.8	16.0	7.0	11.3	13.1	7.7	15.0	17.5	10.8	13.9	14.8	12.1	8.0	8.9	7.9
5MMM	13.6	15.2	10.1	13.8	14.7	8.7	15.4	16.1	12.7	11.7	13.2	11.7	19.2	22.4	15.0	15.5	16.6	11.9	9.5	11.0	2.4
NOVA91.9	10.5	11.7	8.1	18.4	19.8	10.8	22.4	23.8	14.7	17.0	19.7	10.8	12.4	14.7	7.5	5.0	5.2	7.0	2.6	3.0	1.1
SAFM	9.3	10.4	6.8	20.5	21.4	17.5	9.8	10.3	7.2	15.2	17.9	7.0	12.8	15.2	6.2	6.4	6.8	6.5	1.2	1.4	0.1
ABC ADE	8.5	9.2	11.0	1.6	1.3	5.6	1.5	1.2	5.0	1.4	1.4	2.2	2.2	1.7	12.2	6.9	7.2	7.0	22.1	24.4	28.9
5RN	2.3	2.6	1.5	0.1	*	0.3	0.3	0.2	0.9	0.3	0.3	0.8	1.0	1.1	0.7	2.4	2.4	5.5	5.6	6.5	1.5
ABC NEWSRADIO	2.1	2.3	2.5	1.3	1.3	1.6	0.7	0.6	2.1	1.5	1.5	3.8	1.7	1.8	3.4	1.8	1.9	2.1	3.6	4.1	1.1
5JJJ	3.2	3.4	4.3	3.1	2.9	5.7	4.2	4.0	6.7	8.0	8.8	9.6	4.0	4.7	1.8	1.8	1.9	1.4	0.2	0.2	0.4
ABC CLASSIC	1.9	2.1	1.9	0.6	0.4	2.5	1.1	1.0	2.4	0.5	0.6	0.3	0.9	0.7	4.9	2.6	2.9	*	3.6	4.1	1.5
Commercial DAB+ Stns	9.2	9.3	16.7	15.1	14.1	20.8	13.0	13.5	11.2	17.5	17.9	34.4	8.1	8.5	9.6	8.1	8.1	13.6	2.4	2.5	5.6
ABC DAB+ Stns	1.7	1.7	4.2	3.3	2.9	7.6	1.2	1.2	2.1	1.5	1.7	1.9	1.2	1.0	6.8	1.2	1.0	5.4	2.0	2.3	2.4
Total DAB+ Stns	12.2	11.0	20.9	18.4	17.0	28.3	14.4	14.7	13.3	23.2	19.6	36.3	11.5	9.5	16.3	9.9	9.2	19.0	4.6	4.8	8.0

By Session, P10+

Station	Mon-Fri			Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	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	8.8	9.4	12.7	11.9	12.3	19.6	9.1	9.7	12.1	3.7	3.8	7.1	8.1	8.6	13.4	17.6	19.9	14.7	9.4	10.2	11.3
CRUISE1323	8.4	9.0	10.9	7.7	8.2	8.8	10.3	11.1	11.7	9.6	10.3	13.3	6.6	7.2	8.8	4.5	4.6	8.7	9.6	10.2	13.4
MIX102.3	11.6	12.9	9.3	9.1	9.9	6.4	12.2	13.5	11.4	13.7	15.4	11.0	11.8	13.3	8.9	10.4	12.0	6.0	12.6	14.2	8.5
5MMM	14.6	16.3	11.0	15.2	16.5	12.3	16.5	18.7	9.7	16.0	18.0	11.8	12.9	14.5	11.0	6.4	6.8	9.3	10.4	11.7	7.9
NOVA91.9	10.4	11.6	8.4	10.5	11.5	5.9	8.3	9.1	8.4	11.5	12.8	10.8	13.2	14.8	8.8	7.9	9.0	6.5	10.7	12.1	7.2
SAFM	9.6	10.7	7.0	9.1	10.1	5.4	8.1	8.9	7.9	10.3	11.5	9.3	11.9	13.6	5.1	8.4	9.8	3.8	8.4	9.4	6.4
ABC ADE	8.8	9.4	12.5	11.9	12.3	20.2	9.7	10.5	11.3	6.8	7.3	10.5	6.7	7.2	9.9	7.9	8.8	8.6	7.6	8.4	7.3
5RN	2.1	2.4	1.3	2.5	2.7	1.9	1.9	2.2	0.4	2.6	2.9	1.1	1.6	1.8	1.3	1.4	1.5	2.6	2.8	3.2	2.1
ABC NEWSRADIO	2.0	2.1	2.3	2.9	3.1	3.6	1.0	1.0	1.7	1.2	1.3	1.5	1.2	1.3	2.3	5.8	6.8	3.6	2.6	2.8	2.8
5JJJ	3.3	3.5	4.9	4.2	4.6	3.1	2.7	2.7	6.5	2.5	2.7	4.4	4.0	4.3	6.3	3.2	3.4	4.6	2.9	3.2	2.7
ABC CLASSIC	1.8	2.0	1.5	1.8	2.0	1.4	2.1	2.4	1.1	1.5	1.6	1.9	1.8	2.0	1.6	2.5	2.9	1.4	2.1	2.2	3.0
Commercial DAB+ Stns	9.0	9.2	14.6	5.7	5.9	8.6	9.1	9.2	13.8	10.5	11.0	14.2	9.7	10.1	18.0	11.4	11.1	25.4	9.9	9.5	22.0
ABC DAB+ Stns	1.4	1.3	3.6	0.9	0.8	2.9	1.1	1.0	4.1	1.4	1.4	2.9	1.4	1.4	4.3	3.1	3.3	4.7	2.8	2.8	5.7
Total DAB+ Stns	11.9	10.5	18.2	7.6	6.7	11.5	12.2	10.2	17.9	13.6	12.4	17.2	11.7	11.5	22.3	16.9	14.4	30.1	13.5	12.4	27.7

Interpreting RADIO 360: For People 10+, Mon-Sun 5:30am-12mn, FIVEaa has a 9% share of all listening, 9.6% share of AM/FM/DAB+ listening and 12.3% 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 4 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	166	161	33	20	18	5	19	18	3	19	18	2	23	23	7	29	29	5	57	54	11
CRUISE1323	222	205	43	16	14	7	13	9	7	13	11	5	26	23	7	56	55	6	97	93	11
MIX102.3	357	346	57	45	43	12	50	49	6	70	68	10	73	69	15	58	57	8	60	60	6
5MMM	326	309	48	39	36	7	34	32	7	83	76	17	79	77	9	52	50	6	39	38	3
NOVA91.9	364	352	74	65	62	14	63	63	17	118	113	24	75	73	13	32	31	6	12	12	1
SAFM	292	281	54	55	53	15	36	33	7	95	91	16	63	62	10	32	32	5	12	11	*
ABC ADE	171	162	31	11	9	6	9	9	2	17	15	3	18	16	4	29	27	4	87	87	13
5RN	48	41	12	2	1	1	4	3	3	5	4	1	6	4	2	9	9	3	20	19	1
ABC NEWSRADIO	83	77	21	7	6	2	9	7	5	13	12	6	17	16	5	14	14	3	22	22	1
5JJJ	138	130	28	13	13	5	19	17	4	63	59	14	27	27	2	8	8	2	7	6	1
ABC CLASSIC	73	67	15	7	5	5	8	6	3	8	8	1	9	9	3	11	11	*	29	28	3
Commercial DAB+ Stns	225	214	62	37	36	13	27	25	8	60	58	24	41	39	8	34	33	4	25	23	5
ABC DAB+ Stns	81	77	26	14	14	6	8	8	2	20	18	4	11	9	5	8	8	2	21	21	7
Total DAB+ Stns	293	263	80	43	41	18	32	30	8	78	69	27	58	46	11	41	37	6	42	40	10
Total	1,128	1,088	295	118	114	45	114	111	36	261	253	71	240	226	61	157	155	38	238	229	44

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	153	146	28	105	101	13	73	71	8	54	52	7	62	59	9	45	40	8	109	105	20
CRUISE1323	202	186	37	98	89	11	107	95	19	124	113	18	83	73	11	34	30	5	139	128	25
MIX102.3	318	306	49	156	145	15	159	152	20	191	181	24	145	139	14	69	61	8	225	217	28
5MMM	280	262	39	173	162	16	127	118	13	142	132	17	140	136	11	45	39	7	177	168	21
NOVA91.9	332	318	61	196	185	20	140	129	22	182	170	29	159	154	13	73	70	8	228	217	35
SAFM	267	255	46	155	145	15	115	104	17	154	143	24	137	133	9	54	49	6	167	163	20
ABC ADE	157	149	29	115	107	17	92	81	17	78	72	12	62	59	6	37	34	4	110	101	13
5RN	35	32	6	22	21	3	16	14	2	20	18	3	13	12	1	9	7	2	32	26	9
ABC NEWSRADIO	73	68	17	43	38	6	17	14	5	21	18	6	22	20	5	21	19	3	52	46	12
5JJJ	127	120	25	72	67	7	55	46	12	50	46	9	67	63	5	27	23	5	70	63	12
ABC CLASSIC	62	56	12	32	30	4	27	26	3	28	27	4	24	22	3	19	17	3	49	44	8
Commercial DAB+ Stns	203	194	49	86	80	16	94	87	17	124	116	23	107	100	19	53	46	15	138	127	39
ABC DAB+ Stns	63	58	18	20	18	4	20	16	6	23	21	5	26	21	7	21	20	6	47	44	15
Total DAB+ Stns	255	229	61	109	95	20	120	99	23	148	131	26	134	116	25	77	64	20	189	165	51
Total	1,111	1,061	258	886	822	125	748	666	136	829	759	132	771	703	98	398	348	62	982	914	200

Interpreting RADIO 360: For People 10+, Mon-Sun 5:30am-12mn, FIVEaa has 166,000 total listeners, 161,000 AM/FM/DAB+ listeners and 33,000 Streaming listeners. Please note that there can be overlap between radio types.