

GfK Radio 360 Ratings Summary Report – Survey 6, 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 6 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	9.1	9.2	-0.1	3.6	3.3	0.3	3.6	10.0	-6.4	1.1	1.7	-0.6	3.2	4.9	-1.7	12.6	11.5	1.1	19.7	17.9	1.8
CRUISE1323	9.1	8.5	0.6	2.4	2.8	-0.4	1.3	1.1	0.2	2.4	1.6	0.8	3.2	3.3	-0.1	13.0	13.8	-0.8	19.7	18.1	1.6
MIX102.3	11.4	12.6	-1.2	16.0	12.4	3.6	8.4	12.1	-3.7	10.3	12.1	-1.8	13.3	17.1	-3.8	14.7	17.3	-2.6	8.0	7.0	1.0
5MMM	11.7	12.2	-0.5	9.9	10.7	-0.8	14.3	18.8	-4.5	9.1	9.8	-0.7	17.5	19.4	-1.9	13.2	11.0	2.2	8.0	7.6	0.4
NOVA91.9	10.6	10.8	-0.2	19.8	21.0	-1.2	24.8	22.0	2.8	13.7	15.0	-1.3	10.8	11.2	-0.4	4.4	5.0	-0.6	5.5	4.4	1.1
SAFM	10.0	10.1	-0.1	20.6	21.2	-0.6	16.7	13.1	3.6	14.4	14.5	-0.1	14.3	13.0	1.3	5.9	7.8	-1.9	1.3	1.6	-0.3
ABC ADE	7.6	7.9	-0.3	3.1	1.5	1.6	1.4	1.7	-0.3	2.0	2.7	-0.7	3.3	2.2	1.1	6.5	6.2	0.3	18.4	20.7	-2.3
5RN	1.0	1.8	-0.8	0.9	0.5	0.4	0.3	0.5	-0.2	0.6	0.4	0.2	0.6	0.9	-0.3	1.0	1.4	-0.4	1.9	4.6	-2.7
ABC NEWSRADIO	1.5	1.5	0.0	1.2	0.8	0.4	0.5	0.6	-0.1	1.2	1.3	-0.1	1.2	1.7	-0.5	2.2	2.1	0.1	1.8	1.8	0.0
5JJJ	4.5	3.3	1.2	4.0	3.8	0.2	9.5	4.9	4.6	9.6	6.8	2.8	5.3	3.2	2.1	3.3	3.4	-0.1	0.1	0.2	-0.1
ABC CLASSIC	1.4	1.4	0.0	1.4	0.8	0.6	0.1	0.3	-0.2	1.2	0.6	0.6	1.1	0.9	0.2	1.8	1.9	-0.1	1.7	2.4	-0.7

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	9.0	8.8	0.2	12.2	11.5	0.7	7.7	8.1	-0.4	4.3	3.8	0.5	9.7	9.6	0.1	19.0	19.3	-0.3	9.3	10.4	-1.1						
CRUISE1323	8.8	8.1	0.7	7.9	7.6	0.3	11.4	10.3	1.1	10.1	9.0	1.1	5.6	6.1	-0.5	5.4	4.5	0.9	10.0	9.7	0.3						
MIX102.3	11.3	12.8	-1.5	9.6	11.2	-1.6	12.3	13.7	-1.4	13.1	14.4	-1.3	10.2	11.4	-1.2	8.9	11.6	-2.7	11.7	12.1	-0.4						
5MMM	12.2	13.1	-0.9	12.2	12.6	-0.4	13.7	15.3	-1.6	12.9	14.8	-1.9	11.4	11.0	0.4	6.9	6.5	0.4	10.0	9.3	0.7						
NOVA91.9	10.1	10.8	-0.7	10.0	10.1	-0.1	8.1	8.8	-0.7	9.7	11.5	-1.8	13.8	14.1	-0.3	10.8	9.3	1.5	12.0	10.9	1.1						
SAFM	10.4	10.2	0.2	10.0	10.5	-0.5	9.9	9.4	0.5	11.2	10.4	0.8	12.0	11.9	0.1	6.8	8.2	-1.4	8.7	9.5	-0.8						
ABC ADE	7.8	8.1	-0.3	10.5	10.7	-0.2	8.3	8.9	-0.6	6.4	6.7	-0.3	5.9	6.5	-0.6	6.5	7.0	-0.5	6.9	7.0	-0.1						
5RN	1.0	1.8	-0.8	1.6	2.6	-1.0	0.8	1.4	-0.6	0.6	1.7	-1.1	0.8	1.4	-0.6	1.3	1.5	-0.2	1.2	2.0	-0.8						
ABC NEWSRADIO	1.4	1.4	0.0	2.2	2.5	-0.3	0.8	0.7	0.1	0.8	0.8	0.0	1.2	1.4	-0.2	3.0	2.6	0.4	1.9	1.9	0.0						
5JJJ	4.7	3.3	1.4	5.4	4.3	1.1	4.5	2.8	1.7	4.9	2.6	2.3	4.7	3.9	0.8	2.3	2.9	-0.6	4.0	3.3	0.7						
ABC CLASSIC	1.2	1.2	0.0	2.0	1.9	0.1	1.2	1.3	-0.1	0.7	0.9	-0.2	0.9	0.8	0.1	1.0	1.2	-0.2	1.9	1.8	0.1						

RADIO 360: ADELAIDE - TOTAL RADIO - SURVEY 6 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	172	177	-5	15	18	-3	18	19	-1	15	19	-4	25	27	-2	32	31	1	67	64	3
CRUISE1323	229	223	6	10	17	-7	12	11	1	17	16	1	24	25	-1	47	47	0	117	107	10
MIX102.3	365	376	-11	55	48	7	42	49	-7	75	73	2	74	80	-6	54	66	-12	65	60	5
5MMM	307	316	-9	38	39	-1	38	44	-6	65	67	-2	84	87	-3	44	46	-2	39	33	6
NOVA91.9	349	354	-5	60	64	-4	57	59	-2	112	110	2	66	67	-1	27	33	-6	27	21	6
SAFM	306	282	24	55	55	0	39	29	10	96	87	9	79	72	7	23	29	-6	15	11	4
ABC ADE	162	167	-5	12	11	1	11	11	0	15	21	-6	19	14	5	25	29	-4	78	81	-3
5RN	38	49	-11	1	3	-2	4	6	-2	8	6	2	6	7	-1	7	7	0	12	20	-8
ABC NEWSRADIO	74	80	-6	8	7	1	8	9	-1	12	14	-2	15	18	-3	12	12	0	20	20	0
5JJI	148	144	4	18	15	3	27	21	6	51	59	-8	35	30	5	14	12	2	3	6	-3
ABC CLASSIC	60	64	-4	7	10	-3	2	4	-2	14	10	4	11	10	1	10	11	-1	16	21	-5
Total	1,126	1,126	0	117	120	-3	114	116	-2	262	261	1	239	238	1	155	156	-1	239	236	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	147	157	-10	82	94	-12	78	73	5	68	58	10	70	72	-2	53	51	2	111	114	-3
CRUISE1323	198	201	-3	90	101	-11	121	117	4	121	123	-2	85	87	-2	35	39	-4	156	145	11
MIX102.3	311	328	-17	155	162	-7	171	182	-11	189	201	-12	136	159	-23	63	69	-6	225	228	-3
5MMM	262	273	-11	141	160	-19	132	128	4	143	143	0	122	134	-12	53	49	4	186	180	6
NOVA91.9	309	322	-13	175	186	-11	141	142	-1	177	181	-4	154	162	-8	70	73	-3	219	210	9
SAFM	283	262	21	161	153	8	140	125	15	167	156	11	132	135	-3	48	51	-3	163	166	-3
ABC ADE	147	149	-2	94	102	-8	84	81	3	79	73	6	59	61	-2	40	42	-2	106	112	-6
5RN	31	38	-7	17	23	-6	15	18	-3	11	17	-6	9	12	-3	5	7	-2	18	26	-8
ABC NEWSRADIO	64	68	-4	40	43	-3	19	18	1	14	17	-3	19	25	-6	19	16	3	41	44	-3
5JJI	131	135	-4	79	78	1	61	53	8	64	54	10	69	70	-1	29	26	3	86	79	7
ABC CLASSIC	54	54	0	29	29	0	25	23	2	19	20	-1	20	17	3	10	11	-1	36	44	-8
Total	1,089	1,100	-11	840	867	-27	763	763	0	814	813	1	751	789	-38	401	405	-4	980	985	-5

RADIO 360: ADELAIDE - TOTAL RADIO - SURVEY 6 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	13	14	-1	*	*	*	*	1	*	*	*	*	2	-1	3	3	0	8	7	1	
CRUISE1323	13	13	0	*	*	*	*	*	*	*	*	1	0	3	4	-1	8	8	0		
MIX102.3	17	19	-2	2	2	0	1	2	-1	3	3	0	4	5	-1	4	4	0	3	3	0
5MMM	17	19	-2	1	1	0	2	2	0	3	3	0	5	6	-1	4	3	1	3	3	0
NOVA91.9	16	17	-1	2	3	-1	3	3	0	4	4	0	3	3	0	1	1	0	2	2	0
SAFM	15	15	0	3	3	0	2	2	0	4	4	0	4	4	0	2	2	0	1	1	0
ABC ADE	11	12	-1	*	*	*	*	*	*	1	1	0	1	1	0	2	2	0	7	9	-2
5RN	2	3	-1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	2	-1
ABC NEWSRADIO	2	2	0	*	*	*	*	*	*	*	1	*	1	*	1	1	0	1	1	0	
5J JJ	7	5	2	*	1	*	1	1	0	3	2	1	2	1	1	1	1	0	*	*	*
ABC CLASSIC	2	2	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0
Total	148	153	-5	12	14	-2	12	13	-1	28	29	-1	30	31	-1	27	26	1	40	41	-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	14	14	0	23	23	0	18	19	-1	9	8	1	15	16	-1	9	10	-1	12	14	-2
CRUISE1323	14	13	1	15	15	0	27	24	3	21	19	2	9	10	-1	3	2	1	12	13	-1
MIX102.3	18	21	-3	18	22	-4	29	33	-4	27	31	-4	16	19	-3	4	6	-2	15	16	-1
5MMM	19	21	-2	23	25	-2	32	36	-4	27	32	-5	18	18	0	3	3	0	12	12	0
NOVA91.9	16	18	-2	19	20	-1	19	21	-2	20	25	-5	21	23	-2	5	5	0	15	14	1
SAFM	16	17	-1	19	21	-2	23	22	1	23	22	1	19	19	0	3	4	-1	11	12	-1
ABC ADE	12	13	-1	20	21	-1	20	21	-1	13	14	-1	9	11	-2	3	4	-1	9	9	0
5RN	2	3	-1	3	5	-2	2	3	-1	1	4	-3	1	2	-1	1	1	0	2	3	-1
ABC NEWSRADIO	2	2	0	4	5	-1	2	2	0	2	2	0	2	2	0	1	1	0	2	2	0
5J JJ	7	5	2	10	8	2	11	7	4	10	6	4	7	6	1	1	1	0	5	4	1
ABC CLASSIC	2	2	0	4	4	0	3	3	0	2	2	0	1	1	0	*	1	*	2	2	0
Total	158	163	-5	193	198	-5	236	238	-2	209	215	-6	155	163	-8	47	52	-5	125	130	-5

RADIO 360: ADELAIDE - TOTAL RADIO - SURVEY 6 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	1	2	-1	1	*	*	2	4	-2	6	8	-2	1	1	0	*	1	*
CADA	8	8	0	2	4	-2	1	*	*	3	3	0	*	*	*	1	1	0	1	1	0
Chemist Warehouse Remix	10	11	-1	1	3	-2	2	1	1	4	2	2	3	3	0	1	2	-1	*	*	*
Coles Radio	42	34	8	5	5	0	9	6	3	11	7	4	10	8	2	2	4	-2	5	4	1
DANCE HITS	22	22	0	3	3	0	4	3	1	8	9	-1	5	4	1	2	3	-1	*	*	*
EASY 80s HITS	29	24	5	3	3	0	4	1	3	5	6	-1	7	3	4	5	5	0	5	7	-2
LiSTNR Radio	12	10	2	1	1	0	1	*	*	4	3	1	5	3	2	1	2	-1	1	1	0
Mix 80s	26	27	-1	3	4	-1	7	3	4	1	5	-4	5	7	-2	6	3	3	4	4	0
Mix 90s	35	34	1	7	10	-3	8	5	3	10	11	-1	6	5	1	2	3	-1	1	1	0
MMM 2000s	12	11	1	2	1	1	3	2	1	3	5	-2	2	3	-1	2	1	1	*	*	*
MMM 80s	12	14	-2	1	1	0	2	2	0	2	2	0	1	5	-4	4	3	1	1	1	0
MMM CLASSIC ROCK	33	32	1	1	1	0	3	2	1	3	4	-1	3	6	-3	10	8	2	12	11	1
MMM TRADIE RADIO	12	15	-3	2	2	0	*	1	*	3	2	1	4	5	-1	1	3	-2	2	2	0
NOVA Throwbacks	23	29	-6	7	11	-4	3	6	-3	7	8	-1	3	2	1	1	1	0	2	2	0
OLDSKOOL 90s HITS	29	34	-5	3	5	-2	8	6	2	10	13	-3	5	6	-1	3	5	-2	1	*	*
RnB Fridays Radio	27	30	-3	9	11	-2	4	4	0	10	12	-2	3	2	1	1	1	0	*	*	*
smooth 80s	20	11	9	2	2	0	2	*	*	4	2	2	8	4	4	4	3	1	1	1	0
smooth fm Adelaide	43	39	4	5	7	-2	3	3	0	8	7	1	7	6	1	12	10	2	8	6	2
TikTok Trending	21	21	0	7	8	-1	5	5	0	8	8	0	*	*	*	1	*	*	*	*	*
triple j Uearthed	14	14	0	1	3	-2	2	2	0	7	5	2	2	1	1	1	2	-1	1	*	*
ABC Country	16	11	5	2	2	0	1	1	0	4	3	1	1	*	*	1	2	-1	6	4	2
ABC Jazz	23	25	-2	2	3	-1	3	3	0	3	3	0	2	3	-1	5	6	-1	8	8	0
ABC KIDS LISTEN	14	15	-1	6	6	0	1	1	0	7	7	0	*	1	*	*	1	*	*	*	*
ABC Sport	15	20	-5	1	2	-1	4	3	1	2	3	-1	*	*	*	1	2	-1	6	9	-3
Double J	20	19	1	3	3	0	1	1	0	3	5	-2	10	6	4	2	2	0	1	1	0
Total Digital/Internet Only	305	318	-13	45	52	-7	33	31	2	69	79	-10	61	61	0	40	42	-2	56	53	3

RADIO 360: ADELAIDE - TOTAL RADIO - SURVEY 6 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	11	14	-3	5	8	-3	7	9	-2	9	7	2	9	11	-2	2	3	-1	6	11	-5
CADA	7	7	0	4	2	2	2	1	1	1	3	-2	3	3	0	2	1	1	2	3	-1
Chemist Warehouse Remix	9	8	1	5	3	2	5	3	2	2	4	-2	2	3	-1	*	1	*	4	6	-2
Coles Radio	36	30	6	11	9	2	12	9	3	11	13	-2	19	14	5	11	7	4	19	19	0
DANCE HITS	18	16	2	4	4	0	7	5	2	8	8	0	6	6	0	3	3	0	13	13	0
EASY 80s HITS	20	19	1	8	6	2	9	6	3	15	14	1	9	8	1	2	3	-1	14	10	4
LiSTNR Radio	10	8	2	4	3	1	3	3	0	3	2	1	*	1	*	4	4	0	5	6	-1
Mix 80s	21	19	2	5	6	-1	9	6	3	9	7	2	4	4	0	6	2	4	13	13	0
Mix 90s	27	24	3	11	9	2	11	9	2	8	9	-1	8	11	-3	8	7	1	16	18	-2
MMM 2000s	10	7	3	4	2	2	2	2	0	6	5	1	3	3	0	*	1	*	3	6	-3
MMM 80s	9	12	-3	3	1	2	2	3	-1	3	5	-2	2	3	-1	3	3	0	6	6	0
MMM CLASSIC ROCK	28	25	3	7	9	-2	14	11	3	21	18	3	18	15	3	7	5	2	25	22	3
MMM TRADIE RADIO	12	13	-1	6	8	-2	7	8	-1	5	10	-5	5	7	-2	1	1	0	5	9	-4
NOVA Throwbacks	22	26	-4	11	11	0	8	7	1	12	11	1	6	10	-4	3	6	-3	13	13	0
OLDSKOOL 90s HITS	26	30	-4	9	10	-1	10	10	0	13	15	-2	8	8	0	3	4	-1	10	12	-2
RnB Fridays Radio	24	27	-3	6	9	-3	12	14	-2	18	20	-2	11	15	-4	1	4	-3	8	11	-3
smooth 80s	18	8	10	8	2	6	8	3	5	8	5	3	10	4	6	4	1	3	5	5	0
smooth fm Adelaide	33	31	2	13	13	0	20	14	6	16	14	2	13	14	-1	9	10	-1	24	26	-2
TikTok Trending	18	15	3	7	3	4	6	5	1	8	6	2	9	4	5	7	5	2	12	12	0
triple j Unearthed	11	12	-1	6	6	0	7	5	2	7	5	2	4	4	0	3	3	0	6	6	0
ABC Country	12	9	3	6	4	2	5	3	2	6	4	2	4	4	0	2	3	-1	10	7	3
ABC Jazz	20	21	-1	5	6	-1	9	7	2	6	5	1	9	10	-1	6	7	-1	15	17	-2
ABC KIDS LISTEN	12	13	-1	3	3	0	4	5	-1	6	3	3	1	3	-2	2	3	-1	8	6	2
ABC Sport	8	11	-3	3	3	0	2	2	0	*	1	*	*	2	*	4	6	-2	7	13	-6
Double J	15	16	-1	6	6	0	6	7	-1	7	7	0	9	9	0	2	3	-1	9	6	3
Total Digital/Internet Only	260	270	-10	108	112	-4	134	135	-1	163	164	-1	136	143	-7	80	81	-1	202	213	-11

RADIO 360: ADELAIDE - BY RADIO TYPE - SURVEY 6 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	9.1	9.9	10.4	3.6	3.4	6.9	3.6	2.5	15.6	1.1	0.7	6.8	3.2	3.6	5.4	12.6	13.3	14.8	19.7	21.3	17.7
CRUISE1323	9.1	10.1	9.3	2.4	2.3	3.3	1.3	0.7	8.8	2.4	2.4	6.2	3.2	3.3	8.8	13.0	14.5	4.4	19.7	21.1	22.7
MIX102.3	11.4	12.7	11.1	16.0	17.4	11.3	8.4	8.3	11.3	10.3	12.5	8.0	13.3	16.0	13.3	14.7	15.7	15.5	8.0	8.6	8.4
5MMM	11.7	13.1	10.2	9.9	10.7	7.4	14.3	14.9	10.9	9.1	10.1	15.3	17.5	21.3	15.3	13.2	14.4	8.5	8.0	9.0	0.6
NOVA91.9	10.6	12.0	7.8	19.8	21.8	11.6	24.8	26.4	14.6	13.7	16.7	11.4	10.8	13.3	7.5	4.4	4.7	4.2	5.5	6.2	0.3
SAFM	10.0	11.3	7.8	20.6	21.7	19.9	16.7	18.3	3.6	14.4	17.7	9.9	14.3	17.5	10.2	5.9	6.5	1.9	1.3	1.5	*
ABC ADE	7.6	8.0	12.5	3.1	2.6	7.6	1.4	1.3	3.4	2.0	2.2	2.9	3.3	3.1	11.5	6.5	7.3	2.8	18.4	18.5	43.0
5RN	1.0	1.2	1.0	0.9	1.1	0.2	0.3	0.3	0.5	0.6	0.5	1.8	0.6	0.7	1.7	1.0	1.1	1.0	1.9	2.2	0.2
ABC NEWSRADIO	1.5	1.5	3.1	1.2	0.9	3.7	0.5	0.4	1.2	1.2	1.0	4.4	1.2	1.3	2.0	2.2	2.1	5.8	1.8	2.0	1.2
5J JJ	4.5	5.0	4.9	4.0	4.4	2.3	9.5	9.7	8.6	9.6	11.9	5.8	5.3	6.0	8.5	3.3	3.5	4.1	0.1	0.1	*
ABC CLASSIC	1.4	1.4	2.3	1.4	1.1	4.2	0.1	0.1	*	1.2	1.4	1.5	1.1	1.0	4.1	1.8	1.9	2.3	1.7	1.9	1.0
Commercial DAB+ Stns	10.6	11.1	15.8	11.0	10.3	17.3	16.7	16.6	20.7	14.9	16.3	24.9	9.2	10.6	6.9	13.4	13.4	26.8	5.0	5.5	2.0
ABC DAB+ Stns	2.5	2.6	3.7	2.5	2.3	4.4	0.5	0.5	0.8	4.9	6.4	1.0	2.2	2.3	4.9	1.8	1.5	8.0	2.0	2.1	2.9
Total DAB+ Stns	14.0	13.7	19.5	13.6	12.6	21.7	17.2	17.1	21.5	22.3	22.7	25.9	12.3	12.9	11.9	15.6	14.9	34.8	7.5	7.6	4.9

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	9.0	9.9	10.5	12.2	13.1	16.3	7.7	8.6	7.3	4.3	4.5	7.3	9.7	10.3	15.5	19.0	23.3	8.7	9.3	10.1	10.2
CRUISE1323	8.8	9.9	8.3	7.9	8.8	7.6	11.4	12.8	11.0	10.1	11.5	8.8	5.6	6.2	7.0	5.4	6.4	4.3	10.0	10.6	12.6
MIX102.3	11.3	12.6	11.7	9.6	10.8	6.9	12.3	13.4	15.6	13.1	14.7	13.0	10.2	11.4	10.6	8.9	10.0	10.6	11.7	13.0	9.2
5MMM	12.2	13.7	11.2	12.2	13.2	14.9	13.7	15.5	10.5	12.9	14.7	11.2	11.4	12.8	10.4	6.9	7.9	6.8	10.0	11.2	6.8
NOVA91.9	10.1	11.5	8.1	10.0	11.3	7.2	8.1	8.9	9.9	9.7	10.9	9.6	13.8	16.2	4.9	10.8	13.0	6.6	12.0	13.5	6.8
SAFM	10.4	11.8	8.2	10.0	11.4	6.3	9.9	11.3	7.2	11.2	12.4	12.8	12.0	13.8	6.7	6.8	8.3	3.5	8.7	9.7	6.1
ABC ADE	7.8	8.2	12.9	10.5	11.0	19.0	8.3	8.8	13.7	6.4	6.8	10.9	5.9	6.5	7.6	6.5	6.9	11.8	6.9	7.2	11.1
5RN	1.0	1.1	0.9	1.6	1.7	2.0	0.8	0.9	1.0	0.6	0.8	0.2	0.8	0.9	0.1	1.3	1.5	1.7	1.2	1.3	1.4
ABC NEWSRADIO	1.4	1.3	3.4	2.2	2.4	2.4	0.8	0.9	1.4	0.8	0.7	2.7	1.2	1.0	5.1	3.0	2.6	9.4	1.9	2.0	2.2
5J JJ	4.7	5.3	4.5	5.4	6.1	4.1	4.5	4.9	5.2	4.9	5.5	4.9	4.7	5.3	4.6	2.3	2.7	2.5	4.0	4.2	6.2
ABC CLASSIC	1.2	1.2	2.4	2.0	2.1	3.3	1.2	1.4	1.0	0.7	0.7	2.4	0.9	0.7	4.2	1.0	1.1	1.4	1.9	2.0	2.0
Commercial DAB+ Stns	10.4	11.0	14.1	5.9	6.1	8.3	10.3	11.0	12.9	12.7	14.0	12.8	11.2	12.0	18.0	13.2	13.2	26.3	11.3	11.3	21.8
ABC DAB+ Stns	2.2	2.3	3.7	1.7	1.8	1.7	1.6	1.6	3.6	2.6	2.8	3.6	2.6	2.7	5.3	3.1	3.2	6.5	3.4	3.7	3.5
Total DAB+ Stns	13.5	13.3	17.8	8.4	7.9	10.0	12.8	12.6	16.4	16.3	16.8	16.4	14.5	14.8	23.3	18.8	16.3	32.8	15.3	15.0	25.4

Interpreting RADIO 360: For People 10+, Mon-Sun 5:30am-12mn, FIVEaa has a 9.1% share of all listening, 9.9% share of AM/FM/DAB+ listening and 10.4% 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 6 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	172	156	40	15	14	4	18	12	8	15	10	11	25	22	5	32	32	4	67	66	8
CRUISE1323	229	208	38	10	7	3	12	8	5	17	11	8	24	20	8	47	47	2	117	114	12
MIX102.3	365	339	65	55	52	15	42	39	10	75	66	14	74	68	12	54	53	6	65	61	8
5MMM	307	287	44	38	33	7	38	36	8	65	60	12	84	75	12	44	44	4	39	38	1
NOVA91.9	349	342	66	60	58	13	57	56	13	112	109	20	66	65	15	27	27	4	27	26	1
SAFM	306	295	46	55	52	12	39	36	6	96	93	14	79	77	13	23	23	2	15	15	*
ABC ADE	162	157	30	12	10	4	11	11	2	15	14	3	19	19	5	25	25	4	78	78	12
5RN	38	34	10	1	1	*	4	4	1	8	5	5	6	6	3	7	7	1	12	12	*
ABC NEWSRADIO	74	66	14	8	6	3	8	5	3	12	11	3	15	14	2	12	11	1	20	19	1
5J JJ	148	139	31	18	15	4	27	25	8	51	49	7	35	34	8	14	13	4	3	3	*
ABC CLASSIC	60	55	12	7	5	3	2	2	*	14	13	3	11	9	4	10	10	1	16	16	*
Commercial DAB+ Stns	242	228	75	40	38	18	30	28	13	53	52	21	46	43	10	34	30	10	39	37	3
ABC DAB+ Stns	87	82	21	11	10	5	10	10	2	23	21	5	13	12	3	8	8	3	22	20	4
Total DAB+ Stns	305	279	89	45	42	20	33	31	13	69	66	23	61	53	14	40	35	13	56	52	6
Total	1,126	1,078	279	117	116	39	114	111	36	262	245	69	239	222	70	155	150	26	239	235	39

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	147	135	29	82	75	11	78	72	10	68	60	13	70	68	11	53	46	7	111	99	23
CRUISE1323	198	178	31	90	79	14	121	108	17	121	107	14	85	78	11	35	29	6	156	137	27
MIX102.3	311	290	54	155	139	20	171	147	30	189	174	26	136	126	16	63	54	12	225	211	27
5MMM	262	242	36	141	130	15	132	126	12	143	133	15	122	114	9	53	46	7	186	174	21
NOVA91.9	309	295	56	175	163	17	141	126	24	177	162	27	154	150	8	70	62	9	219	213	30
SAFM	283	273	41	161	155	10	140	131	18	167	155	22	132	127	12	48	41	7	163	156	16
ABC ADE	147	142	26	94	86	15	84	82	10	79	75	11	59	55	7	40	36	5	106	101	17
5RN	31	30	7	17	17	1	15	14	3	11	11	1	9	8	1	5	5	1	18	15	3
ABC NEWSRADIO	64	57	12	40	36	5	19	16	3	14	13	4	19	15	5	19	14	5	41	36	6
5J JJ	131	122	24	79	73	9	61	53	13	64	58	8	69	65	6	29	26	3	86	77	20
ABC CLASSIC	54	49	10	29	25	5	25	23	2	19	17	4	20	15	5	10	9	2	36	31	5
Commercial DAB+ Stns	207	193	60	87	77	18	107	98	20	133	126	25	107	99	22	57	44	17	154	133	42
ABC DAB+ Stns	67	62	20	23	21	5	27	25	7	30	28	8	27	23	7	20	17	6	52	46	10
Total DAB+ Stns	260	235	72	108	93	21	134	119	25	163	150	32	136	118	29	80	60	22	202	168	49
Total	1,089	1,034	242	840	761	117	763	682	135	814	733	132	751	671	99	401	332	67	980	902	183

Interpreting RADIO 360: For People 10+, Mon-Sun 5:30am-12mn, FIVEaa has 172,000 total listeners, 156,000 AM/FM/DAB+ listeners and 40,000 Streaming listeners. Please note that there can be overlap between radio types.