

GfK Radio 360 Ratings Summary Report – Survey 7, 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 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	+/-
FIVEaa	8.2	9.1	-0.9	3.0	3.6	-0.6	1.1	3.6	-2.5	1.0	1.1	-0.1	3.7	3.2	0.5	12.8	12.6	0.2	17.1	19.7	-2.6
CRUISE1323	8.7	9.1	-0.4	3.0	2.4	0.6	2.6	1.3	1.3	2.8	2.4	0.4	3.0	3.2	-0.2	14.0	13.0	1.0	17.0	19.7	-2.7
MIX102.3	11.8	11.4	0.4	20.2	16.0	4.2	9.6	8.4	1.2	11.9	10.3	1.6	14.4	13.3	1.1	12.9	14.7	-1.8	7.2	8.0	-0.8
5MMM	14.9	11.7	3.2	13.2	9.9	3.3	14.4	14.3	0.1	10.8	9.1	1.7	20.0	17.5	2.5	18.3	13.2	5.1	12.5	8.0	4.5
NOVA91.9	9.3	10.6	-1.3	18.3	19.8	-1.5	23.5	24.8	-1.3	16.9	13.7	3.2	8.6	10.8	-2.2	3.6	4.4	-0.8	2.0	5.5	-3.5
SAFM	8.7	10.0	-1.3	17.7	20.6	-2.9	9.3	16.7	-7.4	16.3	14.4	1.9	12.5	14.3	-1.8	2.8	5.9	-3.1	1.6	1.3	0.3
ABC ADE	7.4	7.6	-0.2	3.2	3.1	0.1	2.1	1.4	0.7	0.7	2.0	-1.3	3.5	3.3	0.2	6.2	6.5	-0.3	17.8	18.4	-0.6
5RN	1.0	1.0	0.0	1.5	0.9	0.6	0.2	0.3	-0.1	0.5	0.6	-0.1	0.7	0.6	0.1	0.8	1.0	-0.2	1.7	1.9	-0.2
ABC NEWSRADIO	1.8	1.5	0.3	2.5	1.2	1.3	0.6	0.5	0.1	1.3	1.2	0.1	2.0	1.2	0.8	1.7	2.2	-0.5	2.1	1.8	0.3
5JJJ	5.0	4.5	0.5	3.5	4.0	-0.5	11.0	9.5	1.5	11.6	9.6	2.0	5.7	5.3	0.4	2.9	3.3	-0.4	0.2	0.1	0.1
ABC CLASSIC	2.2	1.4	0.8	1.1	1.4	-0.3	0.6	0.1	0.5	1.3	1.2	0.1	2.1	1.1	1.0	3.2	1.8	1.4	3.1	1.7	1.4

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	8.3	9.0	-0.7	10.9	12.2	-1.3	7.6	7.7	-0.1	4.2	4.3	-0.1	8.7	9.7	-1.0	17.4	19.0	-1.6	8.0	9.3	-1.3
CRUISE1323	8.5	8.8	-0.3	7.9	7.9	0.0	10.4	11.4	-1.0	9.8	10.1	-0.3	5.3	5.6	-0.3	5.8	5.4	0.4	9.4	10.0	-0.6
MIX102.3	11.5	11.3	0.2	9.7	9.6	0.1	12.3	12.3	0.0	13.6	13.1	0.5	10.8	10.2	0.6	8.2	8.9	-0.7	12.5	11.7	0.8
5MMM	15.5	12.2	3.3	16.9	12.2	4.7	16.8	13.7	3.1	16.2	12.9	3.3	14.1	11.4	2.7	6.6	6.9	-0.3	13.2	10.0	3.2
NOVA91.9	8.8	10.1	-1.3	9.2	10.0	-0.8	6.8	8.1	-1.3	8.5	9.7	-1.2	12.1	13.8	-1.7	8.7	10.8	-2.1	10.8	12.0	-1.2
SAFM	9.3	10.4	-1.1	8.5	10.0	-1.5	7.5	9.9	-2.4	10.1	11.2	-1.1	11.8	12.0	-0.2	8.9	6.8	2.1	6.9	8.7	-1.8
ABC ADE	7.6	7.8	-0.2	10.1	10.5	-0.4	8.7	8.3	0.4	5.5	6.4	-0.9	6.0	5.9	0.1	7.7	6.5	1.2	6.5	6.9	-0.4
5RN	1.0	1.0	0.0	1.3	1.6	-0.3	0.8	0.8	0.0	0.7	0.6	0.1	1.2	0.8	0.4	1.3	1.3	0.0	1.0	1.2	-0.2
ABC NEWSRADIO	1.6	1.4	0.2	2.8	2.2	0.6	1.1	0.8	0.3	0.9	0.8	0.1	1.2	1.2	0.0	3.1	3.0	0.1	2.2	1.9	0.3
5JJJ	5.1	4.7	0.4	5.4	5.4	0.0	4.6	4.5	0.1	5.3	4.9	0.4	5.3	4.7	0.6	5.2	2.3	2.9	4.5	4.0	0.5
ABC CLASSIC	2.0	1.2	0.8	2.1	2.0	0.1	2.1	1.2	0.9	1.5	0.7	0.8	2.6	0.9	1.7	2.6	1.0	1.6	2.8	1.9	0.9

RADIO 360: ADELAIDE - 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	+/-
FIVEaa	149	172	-23	13	15	-2	12	18	-6	8	15	-7	19	25	-6	27	32	-5	70	67	3
CRUISE1323	215	229	-14	9	10	-1	9	12	-3	20	17	3	21	24	-3	45	47	-2	111	117	-6
MIX102.3	359	365	-6	54	55	-1	42	42	0	79	75	4	81	74	7	49	54	-5	55	65	-10
5MMM	321	307	14	41	38	3	29	38	-9	72	65	7	85	84	1	48	44	4	45	39	6
NOVA91.9	338	349	-11	54	60	-6	67	57	10	119	112	7	62	66	-4	21	27	-6	16	27	-11
SAFM	300	306	-6	50	55	-5	40	39	1	97	96	1	76	79	-3	19	23	-4	17	15	2
ABC ADE	164	162	2	9	12	-3	11	11	0	13	15	-2	24	19	5	23	25	-2	83	78	5
5RN	42	38	4	1	1	0	4	4	0	12	8	4	7	6	1	6	7	-1	12	12	0
ABC NEWSRADIO	74	74	0	8	8	0	7	8	-1	12	12	0	17	15	2	11	12	-1	18	20	-2
5J JJ	140	148	-8	16	18	-2	26	27	-1	52	51	1	34	35	-1	9	14	-5	4	3	1
ABC CLASSIC	63	60	3	3	7	-4	1	2	-1	17	14	3	11	11	0	9	10	-1	21	16	5
Total	1,131	1,126	5	117	117	0	115	114	1	264	262	2	238	239	-1	155	155	0	242	239	3

By Session, P10+ [Potential: 1192]

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	+/-
FIVEaa	129	147	-18	76	82	-6	72	78	-6	53	68	-15	58	70	-12	45	53	-8	90	111	-21
CRUISE1323	180	198	-18	79	90	-11	105	121	-16	111	121	-10	78	85	-7	28	35	-7	145	156	-11
MIX102.3	311	311	0	155	155	0	159	171	-12	186	189	-3	130	136	-6	58	63	-5	214	225	-11
5MMM	284	262	22	161	141	20	145	132	13	154	143	11	126	122	4	49	53	-4	183	186	-3
NOVA91.9	296	309	-13	161	175	-14	129	141	-12	168	177	-9	140	154	-14	60	70	-10	225	219	6
SAFM	275	283	-8	155	161	-6	125	140	-15	153	167	-14	128	132	-4	47	48	-1	149	163	-14
ABC ADE	148	147	1	89	94	-5	87	84	3	91	79	12	63	59	4	39	40	-1	98	106	-8
5RN	35	31	4	16	17	-1	12	15	-3	13	11	2	17	9	8	8	5	3	22	18	4
ABC NEWSRADIO	63	64	-1	36	40	-4	25	19	6	16	14	2	18	19	-1	19	19	0	47	41	6
5J JJ	122	131	-9	60	79	-19	53	61	-8	58	64	-6	66	69	-3	34	29	5	79	86	-7
ABC CLASSIC	59	54	5	23	29	-6	29	25	4	29	19	10	26	20	6	14	10	4	37	36	1
Total	1,095	1,089	6	824	840	-16	745	763	-18	819	814	5	733	751	-18	368	401	-33	974	980	-6

RADIO 360: ADELAIDE - 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	+/-
FIVEaa	12	13	-1	*	*	*	*	*	*	*	*	*	*	*	3	3	0	7	8	-1	
CRUISE1323	13	13	0	*	*	*	*	*	*	1	1	0	1	1	0	3	3	0	7	8	-1
MIX102.3	17	17	0	2	2	0	1	1	0	3	3	0	4	4	0	3	4	-1	3	3	0
5MMM	22	17	5	2	1	1	2	2	0	3	3	0	6	5	1	4	4	0	5	3	2
NOVA91.9	13	16	-3	2	2	0	3	3	0	4	4	0	3	3	0	1	1	0	1	2	-1
SAFM	13	15	-2	2	3	-1	1	2	-1	4	4	0	4	4	0	1	2	-1	1	1	0
ABC ADE	11	11	0	*	*	*	*	*	*	*	1	*	1	1	0	1	2	-1	7	7	0
5RN	1	2	-1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0
ABC NEWSRADIO	3	2	1	*	*	*	*	*	*	*	*	*	1	*	*	*	1	*	1	1	0
5JJJ	7	7	0	*	*	*	1	1	0	3	3	0	2	2	0	1	1	0	*	*	*
ABC CLASSIC	3	2	1	*	*	*	*	*	*	*	*	*	1	*	*	1	*	*	1	1	0
Total	145	148	-3	12	12	0	11	12	-1	27	28	-1	31	30	1	24	27	-3	41	40	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	13	14	-1	21	23	-2	18	18	0	9	9	0	12	15	-3	7	9	-2	10	12	-2
CRUISE1323	13	14	-1	15	15	0	24	27	-3	20	21	-1	7	9	-2	2	3	-1	11	12	-1
MIX102.3	18	18	0	19	18	1	28	29	-1	28	27	1	15	16	-1	3	4	-1	15	15	0
5MMM	24	19	5	33	23	10	39	32	7	34	27	7	20	18	2	3	3	0	16	12	4
NOVA91.9	14	16	-2	18	19	-1	16	19	-3	18	20	-2	17	21	-4	4	5	-1	13	15	-2
SAFM	14	16	-2	16	19	-3	17	23	-6	21	23	-2	17	19	-2	4	3	1	9	11	-2
ABC ADE	12	12	0	20	20	0	20	20	0	11	13	-2	9	9	0	3	3	0	8	9	-1
5RN	2	2	0	2	3	-1	2	2	0	2	1	1	2	1	1	1	1	0	1	2	-1
ABC NEWSRADIO	2	2	0	5	4	1	2	2	0	2	2	0	2	2	0	1	1	0	3	2	1
5JJJ	8	7	1	10	10	0	11	11	0	11	10	1	7	7	0	2	1	1	5	5	0
ABC CLASSIC	3	2	1	4	4	0	5	3	2	3	2	1	4	1	3	1	*	*	3	2	1
Total	153	158	-5	193	193	0	232	236	-4	207	209	-2	141	155	-14	43	47	-4	123	125	-2

RADIO 360: ADELAIDE - TOTAL RADIO - SURVEY 7 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	12	0	*	1	*	1	1	0	2	2	0	7	6	1	1	1	0	1	*	*
CADA	5	8	-3	1	2	-1	1	1	0	*	3	*	*	*	*	1	1	0	3	1	2
Chemist Warehouse Remix	9	10	-1	*	1	*	2	2	0	6	4	2	1	3	-2	1	1	0	*	*	*
Coles Radio	40	42	-2	4	5	-1	9	9	0	12	11	1	7	10	-3	2	2	0	6	5	1
DANCE HITS	28	22	6	1	3	-2	6	4	2	12	8	4	7	5	2	1	2	-1	*	*	*
LiSTNR Radio	11	12	-1	*	1	*	1	1	0	1	4	-3	6	5	1	2	1	1	1	1	0
Mix 80s	30	26	4	3	3	0	4	7	-3	2	1	1	5	5	0	8	6	2	7	4	3
Mix 90s	37	35	2	6	7	-1	8	8	0	12	10	2	7	6	1	3	2	1	2	1	1
MMM 2000s	13	12	1	3	2	1	4	3	1	2	3	-1	2	2	0	2	2	0	*	*	*
MMM 80s	14	12	2	2	1	1	2	2	0	3	2	1	*	1	*	5	4	1	2	1	1
MMM CLASSIC ROCK	27	33	-6	2	1	1	3	3	0	2	3	-1	2	3	-1	8	10	-2	10	12	-2
MMM TRADIE RADIO	13	12	1	2	2	0	1	*	*	4	3	1	5	4	1	*	1	*	1	2	-1
NOVA Throwbacks	26	23	3	5	7	-2	3	3	0	10	7	3	3	3	0	2	1	1	2	2	0
OLDSKOOL 80s HITS	24	29	-5	3	3	0	3	4	-1	4	5	-1	6	7	-1	5	5	0	3	5	-2
OLDSKOOL 90s HITS	21	29	-8	2	3	-1	6	8	-2	6	10	-4	5	5	0	1	3	-2	1	1	0
RnB Fridays Radio	29	27	2	6	9	-3	7	4	3	11	10	1	4	3	1	*	1	*	*	*	*
smooth 80s	25	20	5	2	2	0	2	2	0	5	4	1	8	8	0	4	4	0	3	1	2
smooth fm Adelaide	45	43	2	4	5	-1	4	3	1	8	8	0	9	7	2	11	12	-1	9	8	1
TikTok Trending	25	21	4	5	7	-2	9	5	4	9	8	1	1	*	*	1	1	0	*	*	*
triple j Unearthed	19	14	5	1	1	0	5	2	3	11	7	4	*	2	*	1	1	0	1	1	0
ABC Country	11	16	-5	1	2	-1	3	1	2	3	4	-1	1	1	0	*	1	*	4	6	-2
ABC Jazz	24	23	1	2	2	0	6	3	3	4	3	1	3	2	1	2	5	-3	8	8	0
ABC KIDS LISTEN	10	14	-4	3	6	-3	1	1	0	4	7	-3	1	*	*	*	*	*	*	*	*
ABC Sport	8	15	-7	1	1	0	3	4	-1	1	2	-1	1	*	*	*	1	*	3	6	-3
Double J	26	20	6	3	3	0	3	1	2	5	3	2	11	10	1	2	2	0	2	1	1
Total Digital/Internet Only	314	305	9	35	45	-10	43	33	10	78	69	9	58	61	-3	42	40	2	58	56	2

Please note: EASY 80s HITS rebranded as OLDSKOOL 80s HITS effective Aug 13.

RADIO 360: ADELAIDE - TOTAL RADIO - SURVEY 7 2023 DAB+ STATIONS ONLY - CUMULATIVE AUDIENCE (000'S)

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	+/-
BLENDER BEATS	10	11	-1	3	5	-2	6	7	-1	8	9	-1	10	9	1	1	2	-1	6	6	0
CADA	4	7	-3	1	4	-3	2	2	0	*	1	*	2	3	-1	2	2	0	2	2	0
Chemist Warehouse Remix	8	9	-1	5	5	0	4	5	-1	1	2	-1	2	2	0	3	*	*	2	4	-2
Coles Radio	35	36	-1	11	11	0	16	12	4	14	11	3	17	19	-2	6	11	-5	16	19	-3
DANCE HITS	24	18	6	8	4	4	8	7	1	9	8	1	4	6	-2	3	3	0	16	13	3
LiSTNR Radio	10	10	0	5	4	1	3	3	0	4	3	1	1	*	*	2	4	-2	4	5	-1
Mix 80s	21	21	0	4	5	-1	6	9	-3	12	9	3	6	4	2	8	6	2	14	13	1
Mix 90s	29	27	2	10	11	-1	9	11	-2	12	8	4	8	8	0	2	8	-6	16	16	0
MMM 2000s	11	10	1	4	4	0	1	2	-1	5	6	-1	3	3	0	2	*	*	4	3	1
MMM 80s	10	9	1	5	3	2	4	2	2	3	3	0	4	2	2	1	3	-2	6	6	0
MMM CLASSIC ROCK	22	28	-6	8	7	1	12	14	-2	10	21	-11	9	18	-9	5	7	-2	21	25	-4
MMM TRADIE RADIO	12	12	0	5	6	-1	6	7	-1	5	5	0	5	5	0	2	1	1	4	5	-1
NOVA Throwbacks	24	22	2	7	11	-4	11	8	3	11	12	-1	8	6	2	8	3	5	7	13	-6
OLDSKOOL 80s HITS	15	20	-5	5	8	-3	5	9	-4	10	15	-5	6	9	-3	2	2	0	14	14	0
OLDSKOOL 90s HITS	19	26	-7	5	9	-4	9	10	-1	10	13	-3	7	8	-1	*	3	*	4	10	-6
RnB Fridays Radio	27	24	3	11	6	5	13	12	1	20	18	2	10	11	-1	1	1	0	7	8	-1
smooth 80s	23	18	5	9	8	1	10	8	2	7	8	-1	7	10	-3	5	4	1	5	5	0
smooth fm Adelaide	34	33	1	10	13	-3	20	20	0	20	16	4	14	13	1	4	9	-5	23	24	-1
TikTok Trending	23	18	5	7	7	0	8	6	2	10	8	2	12	9	3	8	7	1	11	12	-1
triple j Unearthed	12	11	1	5	6	-1	7	7	0	5	7	-2	1	4	-3	*	3	*	11	6	5
ABC Country	7	12	-5	4	6	-2	4	5	-1	3	6	-3	2	4	-2	1	2	-1	6	10	-4
ABC Jazz	22	20	2	5	5	0	4	9	-5	7	6	1	9	9	0	8	6	2	15	15	0
ABC KIDS LISTEN	10	12	-2	3	3	0	3	4	-1	5	6	-1	2	1	1	2	2	0	4	8	-4
ABC Sport	2	8	-6	2	3	-1	1	2	-1	1	*	*	1	*	*	*	4	*	7	7	0
Double J	18	15	3	8	6	2	7	6	1	11	7	4	7	9	-2	1	2	-1	15	9	6
Total Digital/Internet Only	263	260	3	112	108	4	138	134	4	165	163	2	126	136	-10	67	80	-13	203	202	1

Please note: EASY 80s HITS rebranded as OLDSKOOL 80s HITS effective Aug 13.

RADIO 360: ADELAIDE - 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
FIVEaa	8.2	9.0	10.9	3.0	2.9	4.3	1.1	1.0	2.4	1.0	0.9	2.3	3.7	3.6	12.8	12.8	13.3	18.2	17.1	19.2	24.5
CRUISE1323	8.7	9.8	7.4	3.0	3.3	0.8	2.6	1.8	11.4	2.8	3.0	3.2	3.0	3.5	3.6	14.0	15.1	13.2	17.0	19.4	15.9
MIX102.3	11.8	13.2	11.0	20.2	21.6	14.9	9.6	10.3	5.7	11.9	13.2	12.7	14.4	17.1	12.6	12.9	13.9	10.3	7.2	8.2	7.3
5MMM	14.9	16.7	13.4	13.2	13.7	13.5	14.4	15.5	7.9	10.8	11.3	17.8	20.0	23.8	15.9	18.3	19.4	21.8	12.5	14.8	*
NOVA91.9	9.3	10.5	7.8	18.3	19.9	9.9	23.5	25.2	14.2	16.9	19.2	11.8	8.6	10.4	5.6	3.6	3.8	5.1	2.0	2.2	1.6
SAFM	8.7	9.8	7.6	17.7	19.0	12.1	9.3	10.0	6.2	16.3	18.5	12.4	12.5	15.2	6.3	2.8	2.7	7.0	1.6	1.9	0.5
ABC ADE	7.4	7.8	12.0	3.2	2.2	13.6	2.1	2.0	3.4	0.7	0.7	1.7	3.5	3.7	8.9	6.2	6.9	1.9	17.8	19.1	43.5
5RN	1.0	1.1	0.7	1.5	1.5	1.7	0.2	0.2	0.8	0.5	0.6	0.3	0.7	0.7	1.6	0.8	0.9	*	1.7	2.0	*
ABC NEWSRADIO	1.8	1.9	2.4	2.5	2.4	5.0	0.6	0.6	1.2	1.3	1.2	2.8	2.0	2.1	4.3	1.7	1.9	*	2.1	2.4	0.2
5JJI	5.0	5.6	3.9	3.5	3.8	1.9	11.0	12.1	2.5	11.6	13.4	6.8	5.7	6.5	7.6	2.9	3.2	0.6	0.2	0.3	*
ABC CLASSIC	2.2	2.5	2.1	1.1	1.1	1.7	0.6	0.5	1.3	1.3	1.3	1.8	2.1	2.5	2.5	3.2	3.3	3.9	3.1	3.6	1.1
Commercial DAB+ Stns	10.1	10.4	16.6	7.6	7.1	14.8	20.1	19.5	31.4	13.1	13.8	20.9	9.0	8.8	16.8	14.1	14.9	14.5	4.6	5.1	4.1
ABC DAB+ Stns	1.7	1.7	4.3	1.7	1.4	5.7	2.2	1.3	11.7	2.8	2.9	5.5	1.8	2.1	1.6	0.8	0.7	3.7	1.4	1.7	1.2
Total DAB+ Stns	13.0	12.1	20.9	9.4	8.5	20.5	23.1	20.9	43.0	18.5	16.6	26.4	11.6	10.9	18.4	15.5	15.5	18.2	7.3	6.7	5.3

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	8.3	9.0	11.8	10.9	11.2	23.1	7.6	8.4	8.6	4.2	4.5	7.4	8.7	9.7	9.5	17.4	20.2	11.8	8.0	8.9	8.0
CRUISE1323	8.5	9.6	6.7	7.9	8.7	8.2	10.4	11.7	8.9	9.8	11.4	4.0	5.3	5.6	10.2	5.8	6.9	2.2	9.4	10.4	9.5
MIX102.3	11.5	12.8	11.9	9.7	10.7	9.1	12.3	13.8	10.8	13.6	15.1	15.5	10.8	12.0	11.4	8.2	9.1	10.2	12.5	14.2	8.1
5MMM	15.5	17.2	15.3	16.9	18.8	13.6	16.8	18.8	15.6	16.2	18.0	17.1	14.1	15.6	16.2	6.6	6.9	11.9	13.2	15.1	7.5
NOVA91.9	8.8	9.9	8.1	9.2	10.4	5.2	6.8	7.3	10.3	8.5	9.5	8.9	12.1	13.8	8.0	8.7	10.1	7.0	10.8	12.3	6.7
SAFM	9.3	10.4	8.4	8.5	9.3	9.2	7.5	8.3	8.6	10.1	11.4	9.4	11.8	13.4	8.2	8.9	10.7	3.3	6.9	7.8	5.3
ABC ADE	7.6	8.1	12.8	10.1	10.6	17.4	8.7	9.2	14.1	5.5	6.1	6.7	6.0	6.7	6.9	7.7	7.0	24.5	6.5	7.0	9.7
5RN	1.0	1.1	0.9	1.3	1.4	2.0	0.8	0.9	0.6	0.7	0.9	0.1	1.2	1.3	1.3	1.3	1.6	0.5	1.0	1.1	0.3
ABC NEWSRADIO	1.6	1.8	2.0	2.8	3.1	2.0	1.1	1.1	2.9	0.9	1.0	1.9	1.2	1.4	*	3.1	3.5	3.2	2.2	2.4	3.4
5JJI	5.1	5.8	4.1	5.4	6.2	2.3	4.6	5.2	4.6	5.3	5.9	5.5	5.3	5.9	4.5	5.2	6.2	2.0	4.5	5.0	3.3
ABC CLASSIC	2.0	2.3	1.3	2.1	2.4	1.5	2.1	2.4	0.4	1.5	1.7	1.4	2.6	2.9	1.9	2.6	3.0	2.4	2.8	2.9	4.3
Commercial DAB+ Stns	9.9	10.4	13.6	5.6	5.7	4.9	10.4	11.2	12.2	12.3	13.2	17.1	9.9	10.5	19.6	12.0	12.2	17.8	10.6	10.4	25.7
ABC DAB+ Stns	1.5	1.5	3.0	1.4	1.5	1.5	1.4	1.5	2.5	1.4	1.3	4.9	1.2	1.2	2.2	2.4	2.7	3.1	2.6	2.5	8.2
Total DAB+ Stns	12.6	11.9	16.7	8.2	7.2	6.4	13.2	12.7	14.7	15.1	14.5	22.0	11.6	11.7	21.8	16.3	14.9	21.0	14.2	12.9	33.9

Interpreting RADIO 360: For People 10+, Mon-Sun 5:30am-12mn, FIVEaa has a 8.2% share of all listening, 9% share of AM/FM/DAB+ listening and 10.9% 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 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+		
	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	149	135	31	13	11	3	12	8	4	8	7	4	19	18	4	27	26	5	70	66	11
CRUISE1323	215	207	23	9	8	1	9	7	4	20	16	4	21	21	3	45	44	5	111	111	6
MIX102.3	359	333	57	54	50	9	42	37	8	79	72	14	81	75	14	49	45	6	55	53	6
5MMM	321	301	46	41	36	9	29	27	7	72	67	12	85	80	12	48	45	7	45	45	*
NOVA91.9	338	324	64	54	53	10	67	61	15	119	114	21	62	60	13	21	20	4	16	16	1
SAFM	300	289	46	50	48	9	40	37	8	97	96	13	76	72	12	19	18	4	17	17	*
ABC ADE	164	158	25	9	8	2	11	10	3	13	13	2	24	23	5	23	22	1	83	82	11
5RN	42	41	5	1	1	1	4	3	1	12	12	2	7	7	1	6	6	*	12	12	*
ABC NEWSRADIO	74	67	18	8	6	4	7	3	4	12	12	3	17	17	6	11	11	*	18	18	*
5JJJ	140	134	23	16	14	4	26	24	3	52	50	7	34	33	8	9	9	1	4	4	*
ABC CLASSIC	63	60	16	3	3	2	1	1	1	17	15	7	11	11	4	9	9	2	21	21	*
Commercial DAB+ Stns	249	231	80	31	28	11	35	32	18	60	56	25	47	43	16	36	33	8	41	40	2
ABC DAB+ Stns	85	78	29	9	6	4	15	11	11	25	23	7	14	14	4	4	4	1	18	18	2
Total DAB+ Stns	314	281	98	35	31	13	43	38	23	78	72	30	58	51	19	42	36	9	58	52	5
Total	1,131	1,075	287	117	114	33	115	110	44	264	250	81	238	219	65	155	148	31	242	234	32

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	129	119	23	76	74	10	72	67	8	53	49	7	58	55	7	45	40	7	90	82	13
CRUISE1323	180	172	18	79	76	7	105	99	11	111	105	8	78	72	8	28	28	1	145	142	13
MIX102.3	311	293	47	155	143	18	159	152	18	186	173	27	130	119	16	58	51	11	214	201	22
5MMM	284	267	39	161	149	16	145	136	15	154	142	17	126	114	15	49	43	9	183	172	21
NOVA91.9	296	277	55	161	153	14	129	118	21	168	154	23	140	136	11	60	51	9	225	214	24
SAFM	275	262	38	155	144	15	125	113	16	153	145	13	128	123	10	47	42	5	149	142	16
ABC ADE	148	141	23	89	78	15	87	84	9	91	89	9	63	61	5	39	33	7	98	94	14
5RN	35	34	5	16	16	2	12	12	2	13	13	*	17	15	2	8	8	1	22	22	1
ABC NEWSRADIO	63	56	14	36	34	4	25	20	6	16	13	4	18	18	*	19	14	5	47	43	11
5JJJ	122	115	19	60	58	5	53	47	9	58	53	11	66	62	5	34	32	2	79	72	10
ABC CLASSIC	59	55	10	23	22	2	29	28	1	29	28	4	26	23	3	14	12	3	37	33	8
Commercial DAB+ Stns	211	189	63	85	76	13	110	99	22	136	121	28	106	94	22	51	39	14	152	136	40
ABC DAB+ Stns	63	55	18	24	20	5	23	21	5	30	25	9	19	17	4	11	11	2	54	44	16
Total DAB+ Stns	263	224	75	112	93	17	138	115	26	165	141	34	126	106	26	67	49	17	203	172	55
Total	1,095	1,032	249	824	751	108	745	671	124	819	741	123	733	660	95	368	306	64	974	901	170

Interpreting RADIO 360: For People 10+, Mon-Sun 5:30am-12mn, FIVEaa has 149,000 total listeners, 135,000 AM/FM/DAB+ listeners and 31,000 Streaming listeners. Please note that there can be overlap between radio types.