

## GfK Radio 360 Ratings Summary Report – Survey 1, 2024

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 2024, Mon-Sun 5:30am-12mn, People 10+, By Radio

For more information contact the GfK team at [AUSradiatoratings@gfk.com](mailto:AUSradiatoratings@gfk.com).

# RADIO 360: ADELAIDE - TOTAL RADIO - SURVEY 1 2024 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	7.5	0.7	5.4	2.1	3.3	2.5	0.2	2.3	0.4	1.0	-0.6	2.4	5.1	-2.7	11.1	12.5	-1.4	17.5	14.9	2.6
CRUISE1323	8.6	8.3	0.3	2.9	2.7	0.2	1.4	2.9	-1.5	2.1	0.9	1.2	2.7	4.0	-1.3	14.5	12.7	1.8	16.6	17.6	-1.0
MIX102.3	13.3	11.9	1.4	17.0	16.6	0.4	16.1	12.7	3.4	11.8	13.8	-2.0	11.0	14.2	-3.2	21.0	13.8	7.2	9.2	5.8	3.4
5MMM	11.6	14.4	-2.8	11.1	10.0	1.1	17.8	18.4	-0.6	6.1	11.4	-5.3	16.3	19.1	-2.8	11.6	16.2	-4.6	9.7	11.2	-1.5
NOVA91.9	11.3	10.1	1.2	15.1	21.4	-6.3	22.4	19.7	2.7	25.9	17.7	8.2	9.3	9.8	-0.5	6.6	5.5	1.1	2.4	1.7	0.7
SAFM	8.9	9.2	-0.3	19.0	20.7	-1.7	14.9	13.1	1.8	13.5	15.7	-2.2	11.2	9.9	1.3	6.6	5.7	0.9	1.2	1.7	-0.5
ABC ADE	6.6	8.3	-1.7	1.8	2.2	-0.4	1.2	2.6	-1.4	2.0	2.5	-0.5	3.1	5.5	-2.4	3.5	6.4	-2.9	16.5	19.4	-2.9
5RN	1.4	1.1	0.3	0.6	0.3	0.3	*	0.6	*	0.3	0.4	-0.1	0.9	0.4	0.5	0.9	0.5	0.4	3.1	2.7	0.4
ABC NEWSRADIO	1.5	1.6	-0.1	1.1	2.1	-1.0	1.3	0.5	0.8	1.3	1.8	-0.5	1.1	1.4	-0.3	1.4	1.8	-0.4	2.2	1.8	0.4
5JJJ	5.2	4.3	0.9	5.0	5.9	-0.9	5.9	8.2	-2.3	13.0	9.1	3.9	6.2	4.1	2.1	3.2	3.2	0.0	0.9	0.4	0.5
ABC CLASSIC	2.7	2.4	0.3	0.3	1.5	-1.2	0.9	0.9	0.0	0.4	1.1	-0.7	1.5	1.6	-0.1	1.5	2.8	-1.3	6.8	4.6	2.2

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	8.3	7.6	0.7	12.6	11.4	1.2	7.9	6.3	1.6	3.2	3.6	-0.4	5.7	7.9	-2.2	19.1	13.8	5.3	8.1	7.3	0.8
CRUISE1323	8.3	7.9	0.4	7.7	6.9	0.8	10.0	9.2	0.8	8.9	9.3	-0.4	6.8	5.8	1.0	6.0	6.4	-0.4	9.4	9.4	0.0
MIX102.3	13.4	12.0	1.4	11.8	10.1	1.7	13.8	13.1	0.7	14.0	13.8	0.2	13.7	11.1	2.6	13.6	9.3	4.3	13.1	11.6	1.5
5MMM	12.3	15.1	-2.8	14.6	16.3	-1.7	14.6	17.4	-2.8	12.5	15.8	-3.3	9.1	13.8	-4.7	3.9	5.8	-1.9	9.2	12.0	-2.8
NOVA91.9	11.4	9.8	1.6	11.4	9.1	2.3	8.9	8.0	0.9	12.5	10.4	2.1	13.7	11.9	1.8	10.9	11.2	-0.3	11.0	10.8	0.2
SAFM	9.3	9.4	-0.1	7.9	8.5	-0.6	8.0	7.6	0.4	10.7	10.7	0.0	11.6	11.3	0.3	8.1	9.4	-1.3	7.6	8.3	-0.7
ABC ADE	6.8	8.8	-2.0	9.5	11.8	-2.3	7.5	9.3	-1.8	5.4	6.1	-0.7	4.9	6.4	-1.5	5.8	12.4	-6.6	5.9	6.9	-1.0
5RN	1.3	0.9	0.4	1.8	1.3	0.5	1.1	0.7	0.4	1.3	0.7	0.6	1.2	1.1	0.1	0.7	1.0	-0.3	1.4	1.4	0.0
ABC NEWSRADIO	1.4	1.5	-0.1	2.0	2.8	-0.8	0.9	0.7	0.2	0.9	0.7	0.2	1.1	1.2	-0.1	3.1	3.0	0.1	2.0	2.1	-0.1
5JJJ	4.7	4.6	0.1	4.1	4.7	-0.6	4.3	4.0	0.3	5.0	4.8	0.2	5.8	5.6	0.2	4.3	3.2	1.1	6.7	3.6	3.1
ABC CLASSIC	2.5	2.2	0.3	2.0	2.5	-0.5	2.6	1.9	0.7	1.8	1.7	0.1	2.3	2.9	-0.6	6.4	2.9	3.5	3.4	3.0	0.4

# RADIO 360: ADELAIDE - TOTAL RADIO - SURVEY 1 2024 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	131	137	-6	10	10	0	12	6	6	8	12	-4	14	22	-8	28	25	3	60	62	-2
CRUISE1323	207	209	-2	10	11	-1	8	9	-1	19	26	-7	21	23	-2	50	41	9	98	99	-1
MIX102.3	359	357	2	50	46	4	51	48	3	72	79	-7	72	85	-13	51	50	1	63	50	13
5MMM	282	319	-37	43	30	13	38	34	4	52	67	-15	75	92	-17	34	51	-17	40	46	-6
NOVA91.9	359	345	14	55	60	-5	60	71	-11	131	117	14	65	59	6	28	25	3	20	13	7
SAFM	275	315	-40	47	50	-3	42	45	-3	81	101	-20	64	72	-8	26	28	-2	16	19	-3
ABC ADE	150	175	-25	5	9	-4	14	14	0	9	18	-9	21	25	-4	23	27	-4	78	82	-4
5RN	52	53	-1	6	4	2	2	5	-3	7	11	-4	12	9	3	4	7	-3	23	17	6
ABC NEWSRADIO	60	90	-30	6	6	0	7	8	-1	14	20	-6	13	18	-5	7	17	-10	13	20	-7
5JJJ	163	143	20	21	15	6	23	21	2	62	55	7	41	36	5	9	11	-2	7	6	1
ABC CLASSIC	67	63	4	4	4	0	10	5	5	7	14	-7	12	11	1	9	9	0	25	20	5
<b>Total</b>	<b>1,145</b>	<b>1,131</b>	<b>14</b>	<b>120</b>	<b>118</b>	<b>2</b>	<b>119</b>	<b>116</b>	<b>3</b>	<b>268</b>	<b>262</b>	<b>6</b>	<b>240</b>	<b>237</b>	<b>3</b>	<b>156</b>	<b>157</b>	<b>-1</b>	<b>243</b>	<b>240</b>	<b>3</b>

By Session, P10+ [Potential: 1206]

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	119	128	-9	82	83	-1	61	61	0	43	41	2	53	56	-3	40	42	-2	88	80	8
CRUISE1323	179	181	-2	93	85	8	105	101	4	108	115	-7	76	85	-9	44	43	1	127	136	-9
MIX102.3	327	318	9	171	151	20	177	159	18	196	193	3	164	140	24	78	63	15	209	207	2
5MMM	251	283	-32	158	170	-12	130	157	-27	142	160	-18	108	143	-35	44	50	-6	148	187	-39
NOVA91.9	323	308	15	187	171	16	143	133	10	172	177	-5	160	153	7	72	71	1	205	218	-13
SAFM	243	285	-42	142	161	-19	108	125	-17	149	159	-10	131	142	-11	51	61	-10	157	173	-16
ABC ADE	139	160	-21	91	111	-20	75	96	-21	74	94	-20	53	75	-22	28	47	-19	91	108	-17
5RN	45	41	4	25	17	8	17	10	7	18	15	3	14	19	-5	7	13	-6	25	26	-1
ABC NEWSRADIO	47	74	-27	24	41	-17	17	22	-5	14	20	-6	16	23	-7	14	20	-6	42	55	-13
5JJJ	137	129	8	68	68	0	52	53	-1	64	63	1	77	78	-1	31	31	0	93	80	13
ABC CLASSIC	61	59	2	28	28	0	31	23	8	29	26	3	29	28	1	16	19	-3	37	38	-1
<b>Total</b>	<b>1,114</b>	<b>1,108</b>	<b>6</b>	<b>857</b>	<b>846</b>	<b>11</b>	<b>761</b>	<b>762</b>	<b>-1</b>	<b>824</b>	<b>834</b>	<b>-10</b>	<b>761</b>	<b>790</b>	<b>-29</b>	<b>384</b>	<b>410</b>	<b>-26</b>	<b>973</b>	<b>993</b>	<b>-20</b>

# RADIO 360: ADELAIDE - TOTAL RADIO - SURVEY 1 2024 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	11	1	1	*	*	*	*	*	*	*	1	2	-1	3	3	0	8	6	2	
CRUISE1323	13	13	0	*	*	*	*	*	*	*	*	1	1	0	4	3	1	7	7	0	
MIX102.3	20	18	2	2	2	0	2	2	0	3	4	-1	3	5	-2	5	3	2	4	2	2
5MMM	17	22	-5	1	1	0	2	2	0	2	3	-1	5	7	-2	3	4	-1	4	5	-1
NOVA91.9	17	15	2	2	2	0	3	3	0	6	5	1	3	3	0	2	1	1	1	1	0
SAFM	13	14	-1	2	2	0	2	2	0	3	4	-1	3	3	0	2	1	1	1	1	0
ABC ADE	10	13	-3	*	*	*	*	*	*	1	1	0	1	2	-1	1	2	-1	7	8	-1
5RN	2	2	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0
ABC NEWSRADIO	2	2	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0
5JJJ	8	7	1	1	1	0	1	1	0	3	2	1	2	1	1	1	1	0	*	*	*
ABC CLASSIC	4	4	0	*	*	*	*	*	*	*	*	*	*	1	*	*	1	*	3	2	1
<b>Total</b>	<b>147</b>	<b>152</b>	<b>-5</b>	<b>13</b>	<b>11</b>	<b>2</b>	<b>14</b>	<b>13</b>	<b>1</b>	<b>25</b>	<b>27</b>	<b>-2</b>	<b>28</b>	<b>35</b>	<b>-7</b>	<b>25</b>	<b>24</b>	<b>1</b>	<b>43</b>	<b>41</b>	<b>2</b>

By Session, P10+ [Potential: 1206]

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	13	12	1	25	22	3	18	15	3	7	8	-1	8	12	-4	10	7	3	10	9	1
CRUISE1323	13	13	0	15	14	1	23	22	1	19	20	-1	10	9	1	3	3	0	11	12	-1
MIX102.3	21	19	2	23	20	3	32	31	1	30	30	0	19	18	1	7	5	2	16	15	1
5MMM	19	25	-6	29	32	-3	34	42	-8	27	34	-7	13	22	-9	2	3	-1	11	15	-4
NOVA91.9	18	16	2	23	18	5	21	19	2	27	22	5	19	19	0	5	6	-1	13	14	-1
SAFM	15	15	0	16	17	-1	19	18	1	23	23	0	16	18	-2	4	5	-1	9	11	-2
ABC ADE	11	14	-3	19	23	-4	17	22	-5	11	13	-2	7	10	-3	3	6	-3	7	9	-2
5RN	2	2	0	4	2	2	3	2	1	3	2	1	2	2	0	*	*	*	2	2	0
ABC NEWSRADIO	2	2	0	4	5	-1	2	2	0	2	1	1	2	2	0	2	2	0	2	3	-1
5JJJ	7	7	0	8	9	-1	10	10	0	11	10	1	8	9	-1	2	2	0	8	5	3
ABC CLASSIC	4	4	0	4	5	-1	6	5	1	4	4	0	3	5	-2	3	1	2	4	4	0
<b>Total</b>	<b>157</b>	<b>162</b>	<b>-5</b>	<b>198</b>	<b>198</b>	<b>0</b>	<b>232</b>	<b>240</b>	<b>-8</b>	<b>213</b>	<b>215</b>	<b>-2</b>	<b>141</b>	<b>158</b>	<b>-17</b>	<b>50</b>	<b>51</b>	<b>-1</b>	<b>122</b>	<b>126</b>	<b>-4</b>

# RADIO 360: ADELAIDE - TOTAL RADIO - SURVEY 1 2024 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	14	17	-3	1	1	0	1	1	0	5	4	1	5	9	-4	1	1	0	*	1	*
CADA	5	7	-2	2	1	1	1	*	*	2	1	1	*	2	*	*	1	*	*	2	*
Chemist Warehouse Remix	6	12	-6	1	1	0	2	1	1	1	5	-4	2	2	0	*	1	*	*	1	*
Coles Radio	22	39	-17	4	3	1	4	8	-4	3	13	-10	7	8	-1	2	2	0	1	4	-3
DANCE HITS	32	30	2	6	2	4	2	6	-4	7	11	-4	13	9	4	3	2	1	*	*	*
EASY HITS	9	na	*	2	na	*	*	na	*	1	na	*	3	na	*	1	na	*	2	na	*
iHeartCountry	8	na	*	1	na	*	1	na	*	1	na	*	2	na	*	2	na	*	*	na	*
Mix 80s	26	35	-9	4	4	0	3	2	1	2	5	-3	7	10	-3	5	9	-4	5	5	0
Mix 90s	19	29	-10	3	6	-3	2	5	-3	6	8	-2	5	6	-1	1	4	-3	2	*	*
MMM 2000s	11	10	1	2	1	1	2	5	-3	3	1	2	3	2	1	1	2	-1	*	*	*
MMM 80s	13	14	-1	2	2	0	3	3	0	1	1	0	4	4	0	*	4	*	3	1	2
MMM 90s	22	14	8	3	1	2	3	2	1	6	2	4	9	6	3	*	1	*	1	1	0
MMM CLASSIC ROCK	25	35	-10	4	3	1	3	5	-2	2	1	1	8	9	-1	1	5	-4	6	12	-6
NOVA Throwbacks	29	25	4	8	6	2	4	5	-1	13	10	3	4	1	3	*	1	*	1	1	0
OLDSKOOL 80s HITS	19	16	3	2	2	0	4	2	2	3	3	0	8	5	3	1	5	-4	1	*	*
OLDSKOOL 90s HITS	26	26	0	5	2	3	4	4	0	6	10	-4	9	7	2	2	3	-1	*	*	*
RnB FRIDAYS RADIO	20	36	-16	7	7	0	2	7	-5	8	14	-6	3	7	-4	*	*	*	*	*	*
smooth 80s	16	26	-10	3	1	2	3	2	1	3	7	-4	4	7	-3	*	4	*	3	5	-2
smooth fm Adelaide	37	50	-13	4	4	0	6	8	-2	1	6	-5	10	11	-1	9	11	-2	7	10	-3
TikTok Trending	36	31	5	6	5	1	16	10	6	10	15	-5	2	1	1	*	*	*	2	*	*
triple j Unearthed	15	18	-3	1	2	-1	4	5	-1	7	7	0	*	1	*	2	4	-2	*	*	*
ABC Country	8	10	-2	2	2	0	1	2	-1	1	1	0	1	1	0	*	1	*	5	5	0
ABC Jazz	17	23	-6	2	2	0	2	5	-3	2	3	-1	4	3	1	1	3	-2	6	7	-1
ABC KIDS LISTEN	10	12	-2	7	3	4	*	2	*	2	4	-2	1	2	-1	*	1	*	*	*	*
ABC Sport	14	13	1	3	1	2	4	2	2	*	4	*	3	1	2	1	2	-1	3	4	-1
Double J	19	27	-8	2	2	0	*	2	*	4	8	-4	9	11	-2	3	2	1	1	2	-1
Total Digital/Internet Only	309	342	-33	42	38	4	41	43	-2	62	84	-22	83	73	10	35	47	-12	46	57	-11

Please note: MMM TRADIE RADIO rebranded as MMM 90s & EASY HITS, iHeartCountry commenced broadcasting Jan 14.

# RADIO 360: ADELAIDE - TOTAL RADIO - SURVEY 1 2024 DAB+ STATIONS ONLY - CUMULATIVE AUDIENCE (000'S)

By Session, P10+ [Potential: 1206]

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	11	13	-2	7	4	3	10	8	2	5	9	-4	7	12	-5	4	4	0	11	10	1
CADA	5	5	0	1	2	-1	1	2	-1	2	2	0	3	2	1	1	2	-1	*	4	*
Chemist Warehouse Remix	5	8	-3	3	6	-3	5	3	2	3	3	0	*	2	*	*	3	*	2	5	-3
Coles Radio	20	32	-12	6	8	-2	6	17	-11	9	9	0	6	16	-10	6	5	1	5	19	-14
DANCE HITS	25	27	-2	5	11	-6	10	9	1	8	12	-4	12	8	4	4	3	1	17	14	3
EASY HITS	7	na	*	3	na	*	3	na	*	4	na	*	3	na	*	1	na	*	3	na	*
iHeartCountry	8	na	*	2	na	*	4	na	*	3	na	*	2	na	*	1	na	*	2	na	*
Mix 80s	18	22	-4	9	4	5	8	4	4	10	13	-3	9	11	-2	4	5	-1	15	20	-5
Mix 90s	14	19	-5	3	7	-4	3	2	1	4	7	-3	6	7	-1	2	4	-2	7	16	-9
MMM 2000s	7	7	0	2	2	0	2	1	1	3	3	0	1	4	-3	*	3	*	5	4	1
MMM 80s	12	11	1	2	4	-2	2	4	-2	9	6	3	7	3	4	3	2	1	7	9	-2
MMM 90s	19	10	9	9	5	4	6	5	1	11	6	5	9	5	4	5	3	2	8	7	1
MMM CLASSIC ROCK	22	28	-6	8	12	-4	10	13	-3	12	14	-2	10	12	-2	5	5	0	15	23	-8
NOVA Throwbacks	27	24	3	12	9	3	7	10	-3	17	7	10	15	11	4	3	8	-5	12	7	5
OLDSKOOL 80s HITS	16	12	4	5	3	2	4	5	-1	7	6	1	4	4	0	3	6	-3	8	9	-1
OLDSKOOL 90s HITS	23	23	0	7	9	-2	6	11	-5	14	10	4	8	9	-1	4	7	-3	13	10	3
RnB FRIDAYS RADIO	16	30	-14	6	15	-9	8	15	-7	7	18	-11	6	12	-6	3	2	1	7	13	-6
smooth 80s	11	19	-8	5	3	2	4	9	-5	2	10	-8	4	4	0	1	1	0	6	9	-3
smooth fm Adelaide	31	41	-10	10	14	-4	17	21	-4	20	22	-2	15	20	-5	6	6	0	21	27	-6
TikTok Trending	28	27	1	7	9	-2	5	9	-4	8	7	1	12	10	2	11	8	3	23	11	12
triple j Uearthed	10	11	-1	3	4	-1	2	6	-4	1	4	-3	4	3	1	3	1	2	9	10	-1
ABC Country	6	6	0	2	4	-2	2	4	-2	3	3	0	2	1	1	1	1	0	5	7	-2
ABC Jazz	16	20	-4	4	5	-1	2	4	-2	6	7	-1	6	8	-2	6	9	-3	9	16	-7
ABC KIDS LISTEN	10	8	2	4	3	1	1	2	-1	3	5	-2	4	2	2	1	*	*	3	4	-1
ABC Sport	8	5	3	2	3	-1	4	2	2	1	2	-1	1	2	-1	4	1	3	8	11	-3
Double J	17	19	-2	8	6	2	10	8	2	9	12	-3	8	9	-1	4	1	3	12	15	-3
Total Digital/Internet Only	268	290	-22	121	134	-13	135	149	-14	153	165	-12	140	145	-5	79	78	1	198	223	-25

Please note: MMM TRADIE RADIO rebranded as MMM 90s & EASY HITS, iHeartCountry commenced broadcasting Jan 14.

# RADIO 360: ADELAIDE - BY RADIO TYPE - SURVEY 1 2024

## 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	9.1	9.0	5.4	5.9	3.8	2.5	2.0	6.9	0.4	0.4	0.6	2.4	2.5	7.0	11.1	12.3	7.8	17.5	18.9	23.2
CRUISE1323	8.6	9.4	11.0	2.9	3.2	1.7	1.4	1.0	4.5	2.1	2.5	1.5	2.7	2.8	7.3	14.5	15.0	28.3	16.6	18.0	21.0
MIX102.3	13.3	15.1	9.8	17.0	18.7	9.4	16.1	15.8	21.3	11.8	13.8	4.8	11.0	13.4	12.0	21.0	23.8	9.0	9.2	10.4	4.2
5MMM	11.6	13.1	8.7	11.1	11.4	12.5	17.8	18.4	16.7	6.1	6.9	5.8	16.3	20.3	11.8	11.6	13.2	4.3	9.7	11.0	2.8
NOVA91.9	11.3	12.9	7.9	15.1	16.8	7.3	22.4	24.4	9.9	25.9	29.8	18.0	9.3	11.6	6.7	6.6	7.2	6.8	2.4	2.7	1.0
SAFM	8.9	10.0	7.9	19.0	20.0	18.1	14.9	16.0	8.3	13.5	15.4	10.9	11.2	13.9	8.1	6.6	7.3	4.8	1.2	1.4	0.8
ABC ADE	6.6	7.0	10.9	1.8	1.9	1.5	1.2	1.0	3.2	2.0	1.8	8.6	3.1	3.5	6.8	3.5	3.9	1.9	16.5	17.2	34.4
5RN	1.4	1.5	1.4	0.6	0.7	0.4	*	*	*	0.3	0.3	0.7	0.9	0.8	4.6	0.9	1.0	*	3.1	3.5	1.2
ABC NEWSRADIO	1.5	1.6	2.7	1.1	1.2	0.2	1.3	1.0	3.8	1.3	1.1	5.4	1.1	1.2	3.2	1.4	1.5	1.5	2.2	2.5	1.6
5JJI	5.2	5.6	7.2	5.0	4.6	10.5	5.9	5.8	7.6	13.0	14.5	15.7	6.2	7.5	7.9	3.2	3.5	2.6	0.9	1.0	0.5
ABC CLASSIC	2.7	3.1	1.9	0.3	0.3	0.3	0.9	0.7	3.0	0.4	0.4	2.0	1.5	1.8	2.7	1.5	1.7	0.4	6.8	7.7	2.3
Commercial DAB+ Stns	9.3	9.8	16.7	13.2	12.1	27.3	12.2	12.4	12.7	11.7	12.3	22.8	13.4	16.3	14.7	8.5	8.3	24.6	3.8	4.2	4.1
ABC DAB+ Stns	2.0	2.0	5.1	3.6	3.4	7.2	1.4	1.3	2.2	0.9	0.9	3.3	3.8	4.4	7.1	1.4	1.1	7.9	1.4	1.5	3.1
Total DAB+ Stns	13.2	11.8	21.7	17.4	15.4	34.4	13.7	13.7	14.9	15.7	13.2	26.0	19.9	20.7	21.8	12.6	9.4	32.6	6.3	5.6	7.2

By Session, P10+

Station	Mon-Fri			Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	Mon-Fri 5:30am-12mn	Mon-Fri 5:30am-12mn	Mon-Fri 5:30am-12mn	Mon-Fri 5:30am-9:00am	Mon-Fri 5:30am-9:00am	Mon-Fri 5:30am-9:00am	Mon-Fri 9:00am-12:00md	Mon-Fri 9:00am-12:00md	Mon-Fri 9:00am-12:00md	Mon-Fri 12:00md-4:00pm	Mon-Fri 12:00md-4:00pm	Mon-Fri 12:00md-4:00pm	Mon-Fri 4:00pm-7:00pm	Mon-Fri 4:00pm-7:00pm	Mon-Fri 4:00pm-7:00pm	Mon-Fri 7:00pm-12:00mn	Mon-Fri 7:00pm-12:00mn	Mon-Fri 7:00pm-12:00mn	Sat-Sun 5:30am-12mn	Sat-Sun 5:30am-12mn	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	8.3	9.1	10.1	12.6	13.2	17.7	7.9	8.7	8.2	3.2	3.5	4.9	5.7	6.3	7.9	19.1	21.0	17.3	8.1	9.2	5.6
CRUISE1323	8.3	9.1	10.4	7.7	8.2	10.2	10.0	10.9	11.8	8.9	9.8	11.3	6.8	7.6	8.3	6.0	6.6	6.6	9.4	10.3	13.0
MIX102.3	13.4	15.1	10.4	11.8	13.0	7.3	13.8	15.6	10.8	14.0	15.9	13.0	13.7	15.7	11.3	13.6	15.4	6.7	13.1	15.1	7.8
5MMM	12.3	13.9	9.1	14.6	16.1	10.3	14.6	16.4	10.4	12.5	14.5	7.7	9.1	10.5	6.4	3.9	3.8	10.4	9.2	10.5	7.5
NOVA91.9	11.4	12.9	8.5	11.4	12.7	5.9	8.9	9.8	10.2	12.5	14.4	9.0	13.7	15.8	10.3	10.9	12.4	5.4	11.0	12.7	6.2
SAFM	9.3	10.3	8.8	7.9	8.5	8.0	8.0	8.8	9.2	10.7	12.3	9.2	11.6	13.3	8.4	8.1	8.8	8.7	7.6	8.7	5.3
ABC ADE	6.8	7.2	11.7	9.5	9.7	17.3	7.5	7.9	11.2	5.4	5.9	8.4	4.9	5.4	7.8	5.8	5.5	16.5	5.9	6.5	8.1
5RN	1.3	1.4	1.5	1.8	1.8	3.7	1.1	1.2	1.3	1.3	1.5	1.0	1.2	1.4	*	0.7	0.8	0.8	1.4	1.7	0.8
ABC NEWSRADIO	1.4	1.5	1.9	2.0	2.1	2.7	0.9	0.9	1.3	0.9	1.0	0.6	1.1	1.2	1.8	3.1	3.2	6.1	2.0	2.0	5.1
5JJI	4.7	5.1	5.8	4.1	4.5	3.4	4.3	4.6	5.9	5.0	5.4	7.9	5.8	6.6	6.9	4.3	4.8	3.2	6.7	7.1	11.3
ABC CLASSIC	2.5	2.8	2.0	2.0	2.2	2.1	2.6	3.0	1.7	1.8	2.0	2.0	2.3	2.5	3.1	6.4	7.5	0.9	3.4	3.9	1.5
Commercial DAB+ Stns	9.2	9.8	15.1	6.2	6.6	9.0	9.6	10.3	13.5	11.2	11.9	20.1	11.1	12.0	19.4	6.7	6.9	12.5	9.7	9.9	21.6
ABC DAB+ Stns	1.8	1.8	4.7	1.4	1.4	2.4	1.9	1.8	4.6	1.8	1.8	5.0	1.8	1.6	8.4	3.3	3.5	4.7	2.4	2.4	6.2
Total DAB+ Stns	12.8	11.6	19.8	8.8	8.0	11.3	13.0	12.1	18.0	15.5	13.7	25.1	14.7	13.6	27.7	11.4	10.4	17.3	14.3	12.3	27.7

Interpreting RADIO 360: For People 10+, Mon-Sun 5:30am-12mn, FIVEaa has a 8.2% share of all listening, 9.1% share of AM/FM/DAB+ listening and 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 1 2024 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	131	127	20	10	9	2	12	10	4	8	8	1	14	13	2	28	27	6	60	60	7
CRUISE1323	207	201	23	10	9	1	8	8	2	19	19	1	21	20	5	50	49	6	98	96	8
MIX102.3	359	345	56	50	49	10	51	47	10	72	68	5	72	71	16	51	50	9	63	61	5
5MMM	282	273	32	43	39	7	38	36	8	52	52	3	75	72	10	34	34	2	40	40	2
NOVA91.9	359	344	72	55	53	8	60	60	11	131	125	32	65	62	13	28	26	5	20	19	2
SAFM	275	267	36	47	45	6	42	42	5	81	77	9	64	62	10	26	25	4	16	15	1
ABC ADE	150	141	26	5	5	1	14	10	5	9	9	3	21	19	5	23	22	2	78	77	10
5RN	52	47	12	6	6	1	2	2	*	7	5	2	12	9	5	4	4	*	23	22	4
ABC NEWSRADIO	60	55	13	6	6	1	7	7	2	14	12	3	13	12	4	7	6	2	13	13	1
5JJI	163	150	34	21	19	6	23	22	5	62	55	13	41	38	6	9	8	3	7	7	1
ABC CLASSIC	67	62	17	4	4	1	10	9	3	7	6	3	12	11	5	9	8	1	25	23	4
Commercial DAB+ Stns	237	226	64	36	34	13	37	35	10	51	49	16	62	57	14	24	23	7	29	28	4
ABC DAB+ Stns	73	67	24	11	11	3	9	8	3	14	11	4	18	17	6	7	7	3	14	14	4
Total DAB+ Stns	309	270	84	42	39	16	41	39	13	62	54	19	83	69	18	35	29	10	46	40	8
<b>Total</b>	<b>1,145</b>	<b>1,096</b>	<b>279</b>	<b>120</b>	<b>119</b>	<b>35</b>	<b>119</b>	<b>118</b>	<b>39</b>	<b>268</b>	<b>255</b>	<b>66</b>	<b>240</b>	<b>221</b>	<b>66</b>	<b>156</b>	<b>147</b>	<b>37</b>	<b>243</b>	<b>236</b>	<b>37</b>

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	119	116	16	82	80	10	61	60	4	43	41	5	53	53	2	40	36	5	88	84	11
CRUISE1323	179	174	23	93	87	9	105	99	13	108	104	15	76	72	7	44	43	4	127	124	11
MIX102.3	327	312	49	171	158	19	177	167	22	196	186	20	164	157	14	78	73	8	209	202	22
5MMM	251	236	29	158	149	11	130	119	15	142	138	12	108	103	8	44	40	4	148	144	15
NOVA91.9	323	304	63	187	176	15	143	126	25	172	158	26	160	154	19	72	67	8	205	198	23
SAFM	243	234	33	142	133	13	108	97	17	149	141	16	131	126	11	51	45	7	157	153	13
ABC ADE	139	129	23	91	82	11	75	71	8	74	66	13	53	51	4	28	25	4	91	87	10
5RN	45	40	10	25	21	6	17	17	2	18	18	2	14	14	*	7	6	1	25	21	4
ABC NEWSRADIO	47	44	8	24	22	3	17	13	5	14	14	1	16	15	3	14	12	4	42	35	11
5JJI	137	126	22	68	63	8	52	45	7	64	56	11	77	71	10	31	28	3	93	85	22
ABC CLASSIC	61	58	14	28	27	4	31	30	5	29	24	6	29	25	5	16	15	1	37	34	4
Commercial DAB+ Stns	208	202	48	95	91	11	105	100	19	121	115	23	115	107	19	54	49	10	143	132	36
ABC DAB+ Stns	61	53	21	21	19	6	21	16	7	23	20	8	24	19	8	20	18	3	43	38	11
Total DAB+ Stns	268	238	65	121	105	17	135	114	26	153	131	29	140	119	26	79	66	12	198	163	45
<b>Total</b>	<b>1,114</b>	<b>1,060</b>	<b>239</b>	<b>857</b>	<b>782</b>	<b>109</b>	<b>761</b>	<b>692</b>	<b>122</b>	<b>824</b>	<b>742</b>	<b>123</b>	<b>761</b>	<b>684</b>	<b>93</b>	<b>384</b>	<b>334</b>	<b>57</b>	<b>973</b>	<b>891</b>	<b>158</b>

Interpreting RADIO 360: For People 10+, Mon-Sun 5:30am-12mn, FIVEaa has 131,000 total listeners, 127,000 AM/FM/DAB+ listeners and 20,000 Streaming listeners. Please note that there can be overlap between radio types.