

## GfK Radio 360 Ratings Summary Report – Survey 3, 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.

# RADIO 360: ADELAIDE - TOTAL RADIO - SURVEY 3 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	8.4	7.9	0.5	5.2	4.9	0.3	4.0	2.9	1.1	1.7	0.9	0.8	6.6	4.5	2.1	12.2	10.2	2.0	14.5	15.2	-0.7
CRUISE1323	8.2	8.7	-0.5	6.7	2.0	4.7	5.0	3.0	2.0	2.4	1.1	1.3	2.3	2.5	-0.2	10.4	14.7	-4.3	17.0	17.4	-0.4
MIX102.3	12.3	14.3	-2.0	12.6	14.3	-1.7	8.6	14.0	-5.4	12.9	13.9	-1.0	15.0	14.0	1.0	14.6	19.7	-5.1	9.4	11.3	-1.9
5MMM	13.7	12.4	1.3	13.0	13.8	-0.8	18.8	12.2	6.6	12.2	10.7	1.5	17.9	17.6	0.3	15.5	13.9	1.6	8.8	8.1	0.7
NOVA91.9	9.8	10.0	-0.2	16.2	15.4	0.8	17.0	22.8	-5.8	17.7	21.9	-4.2	9.8	8.4	1.4	6.6	4.5	2.1	2.3	2.6	-0.3
SAFM	9.2	9.0	0.2	15.5	18.3	-2.8	11.1	11.6	-0.5	15.6	15.8	-0.2	12.0	11.5	0.5	6.2	6.3	-0.1	1.8	1.4	0.4
ABC ADE	7.5	7.4	0.1	1.9	1.5	0.4	2.6	2.3	0.3	1.0	0.9	0.1	2.7	1.9	0.8	8.5	8.8	-0.3	18.5	17.6	0.9
5RN	1.8	1.2	0.6	1.2	0.8	0.4	1.1	0.1	1.0	0.2	0.3	-0.1	1.1	1.0	0.1	1.7	1.3	0.4	4.1	2.2	1.9
ABC NEWSRADIO	2.0	1.7	0.3	1.6	1.7	-0.1	0.6	1.7	-1.1	1.8	1.7	0.1	1.2	1.6	-0.4	1.9	1.8	0.1	3.2	1.9	1.3
5JJJ	4.8	5.1	-0.3	5.0	6.2	-1.2	7.3	4.1	3.2	9.1	11.7	-2.6	6.1	6.2	-0.1	4.4	4.3	0.1	0.4	0.8	-0.4
ABC CLASSIC	2.1	2.6	-0.5	1.0	0.4	0.6	0.5	0.7	-0.2	1.3	0.3	1.0	1.0	0.6	0.4	1.5	1.7	-0.2	4.8	7.3	-2.5

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	8.2	7.8	0.4	12.2	11.8	0.4	6.7	7.0	-0.3	3.5	3.5	0.0	8.8	6.8	2.0	15.2	14.6	0.6	9.3	8.1	1.2
CRUISE1323	7.8	8.4	-0.6	8.1	7.6	0.5	8.6	10.0	-1.4	7.8	9.1	-1.3	6.4	7.3	-0.9	7.4	5.8	1.6	9.5	9.6	-0.1
MIX102.3	12.3	14.3	-2.0	10.8	12.8	-2.0	12.8	15.3	-2.5	13.5	15.2	-1.7	12.2	13.6	-1.4	11.5	14.0	-2.5	12.4	14.3	-1.9
5MMM	14.2	13.1	1.1	16.4	14.9	1.5	15.9	15.5	0.4	15.2	13.9	1.3	9.4	9.6	-0.2	7.5	5.5	2.0	12.2	9.9	2.3
NOVA91.9	9.9	9.8	0.1	8.6	9.9	-1.3	9.4	7.9	1.5	10.5	10.5	0.0	12.7	12.4	0.3	8.4	7.7	0.7	9.6	10.7	-1.1
SAFM	9.5	9.4	0.1	8.5	8.2	0.3	9.4	8.5	0.9	10.6	11.0	-0.4	11.0	11.0	0.0	6.4	6.9	-0.5	8.3	8.0	0.3
ABC ADE	7.8	7.8	0.0	11.5	10.9	0.6	8.1	8.5	-0.4	5.6	6.0	-0.4	5.3	5.2	0.1	7.7	7.2	0.5	6.5	6.3	0.2
5RN	1.7	1.1	0.6	2.5	1.7	0.8	1.0	0.9	0.1	1.6	1.1	0.5	2.0	1.1	0.9	1.7	0.9	0.8	2.2	1.3	0.9
ABC NEWSRADIO	1.9	1.6	0.3	2.5	2.6	-0.1	1.6	0.9	0.7	1.4	1.1	0.3	1.6	1.4	0.2	2.6	2.7	-0.1	2.3	2.1	0.2
5JJJ	5.1	4.9	0.2	5.4	5.2	0.2	5.3	4.5	0.8	5.3	5.0	0.3	5.4	5.7	-0.3	2.0	4.0	-2.0	3.9	5.4	-1.5
ABC CLASSIC	2.1	2.5	-0.4	2.3	2.5	-0.2	2.5	2.7	-0.2	1.3	1.8	-0.5	2.7	2.4	0.3	1.8	4.7	-2.9	2.1	2.9	-0.8

# RADIO 360: ADELAIDE - TOTAL RADIO - SURVEY 3 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	154	139	15	15	10	5	17	13	4	13	10	3	23	19	4	31	28	3	54	59	-5
CRUISE1323	199	197	2	10	9	1	17	12	5	18	14	4	24	19	5	42	54	-12	89	89	0
MIX102.3	381	378	3	51	50	1	48	49	-1	84	82	2	85	77	8	50	51	-1	63	69	-6
5MMM	301	289	12	45	46	-1	39	34	5	61	56	5	72	76	-4	46	38	8	38	39	-1
NOVA91.9	359	369	-10	58	58	0	64	67	-3	118	126	-8	67	69	-2	29	26	3	22	22	0
SAFM	283	294	-11	40	50	-10	31	36	-5	91	94	-3	69	68	1	30	31	-1	22	15	7
ABC ADE	155	151	4	8	5	3	13	15	-2	11	9	2	21	17	4	30	29	1	73	76	-3
5RN	59	53	6	6	6	0	5	1	4	4	5	-1	14	14	0	8	6	2	23	21	2
ABC NEWSRADIO	77	69	8	7	7	0	7	7	0	11	11	0	15	15	0	15	11	4	22	19	3
5JJJ	151	164	-13	19	22	-3	28	25	3	56	60	-4	28	36	-8	17	16	1	4	6	-2
ABC CLASSIC	67	63	4	4	2	2	6	8	-2	13	6	7	10	7	3	9	9	0	26	30	-4
<b>Total</b>	<b>1,134</b>	<b>1,141</b>	<b>-7</b>	<b>118</b>	<b>120</b>	<b>-2</b>	<b>113</b>	<b>114</b>	<b>-1</b>	<b>263</b>	<b>267</b>	<b>-4</b>	<b>240</b>	<b>241</b>	<b>-1</b>	<b>156</b>	<b>156</b>	<b>0</b>	<b>244</b>	<b>244</b>	<b>0</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	140	124	16	86	79	7	55	61	-6	55	52	3	62	54	8	43	39	4	97	94	3
CRUISE1323	179	177	2	99	97	2	96	96	0	109	110	-1	78	82	-4	38	46	-8	133	134	-1
MIX102.3	335	341	-6	175	176	-1	156	168	-12	188	205	-17	150	156	-6	72	81	-9	222	217	5
5MMM	267	258	9	160	153	7	139	125	14	154	158	-4	111	117	-6	53	56	-3	175	152	23
NOVA91.9	324	330	-6	169	188	-19	149	144	5	167	168	-1	163	165	-2	75	75	0	213	224	-11
SAFM	248	263	-15	141	148	-7	121	110	11	146	158	-12	122	127	-5	53	52	1	163	164	-1
ABC ADE	142	141	1	101	97	4	84	89	-5	75	79	-4	58	54	4	29	30	-1	96	95	1
5RN	47	43	4	28	26	2	12	13	-1	22	19	3	24	17	7	14	9	5	35	26	9
ABC NEWSRADIO	66	57	9	40	33	7	23	16	7	19	16	3	20	21	-1	10	14	-4	51	47	4
5JJJ	130	142	-12	79	72	7	56	50	6	68	66	2	78	80	-2	26	35	-9	83	92	-9
ABC CLASSIC	60	57	3	31	30	1	31	27	4	27	29	-2	25	27	-2	13	16	-3	34	33	1
<b>Total</b>	<b>1,113</b>	<b>1,118</b>	<b>-5</b>	<b>862</b>	<b>862</b>	<b>0</b>	<b>779</b>	<b>744</b>	<b>35</b>	<b>817</b>	<b>829</b>	<b>-12</b>	<b>764</b>	<b>768</b>	<b>-4</b>	<b>400</b>	<b>404</b>	<b>-4</b>	<b>967</b>	<b>970</b>	<b>-3</b>

# RADIO 360: ADELAIDE - TOTAL RADIO - SURVEY 3 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	0	*	*	*	*	*	*	2	1	1	3	3	0	6	6	0
CRUISE1323	12	13	-1	1	*	*	1	*	*	1	*	*	1	1	0	3	4	-1	7	7	0
MIX102.3	18	21	-3	2	2	0	1	2	-1	3	3	0	5	4	1	4	5	-1	4	5	-1
5MMM	20	18	2	2	2	0	2	1	1	3	2	1	6	5	1	4	4	0	3	3	0
NOVA91.9	14	15	-1	2	2	0	2	3	-1	5	5	0	3	3	0	2	1	1	1	1	0
SAFM	13	13	0	2	2	0	1	1	0	4	4	0	4	3	1	2	2	0	1	1	0
ABC ADE	11	11	0	*	*	*	*	*	*	*	*	*	1	1	0	2	2	0	7	7	0
5RN	3	2	1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	2	1	1
ABC NEWSRADIO	3	3	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0
5JJJ	7	7	0	1	1	0	1	*	*	2	3	-1	2	2	0	1	1	0	*	*	*
ABC CLASSIC	3	4	-1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	2	3	-1
<b>Total</b>	<b>147</b>	<b>146</b>	<b>1</b>	<b>14</b>	<b>14</b>	<b>0</b>	<b>12</b>	<b>12</b>	<b>0</b>	<b>25</b>	<b>23</b>	<b>2</b>	<b>32</b>	<b>30</b>	<b>2</b>	<b>24</b>	<b>26</b>	<b>-2</b>	<b>39</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			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	13	12	1	25	24	1	16	15	1	7	7	0	12	10	2	7	7	0	11	10	1
CRUISE1323	12	13	-1	16	15	1	20	22	-2	16	19	-3	9	10	-1	4	3	1	12	12	0
MIX102.3	19	22	-3	22	26	-4	30	33	-3	27	32	-5	17	19	-2	6	7	-1	15	18	-3
5MMM	22	20	2	33	30	3	37	34	3	31	29	2	13	14	-1	4	3	1	15	12	3
NOVA91.9	15	15	0	18	20	-2	22	17	5	21	22	-1	18	18	0	4	4	0	12	13	-1
SAFM	15	15	0	17	16	1	22	19	3	22	23	-1	15	16	-1	3	4	-1	10	10	0
ABC ADE	12	12	0	24	22	2	19	19	0	11	13	-2	7	7	0	4	4	0	8	8	0
5RN	3	2	1	5	3	2	2	2	0	3	2	1	3	1	2	1	*	*	3	2	1
ABC NEWSRADIO	3	2	1	5	5	0	4	2	2	3	2	1	2	2	0	1	1	0	3	3	0
5JJJ	8	8	0	11	10	1	12	10	2	11	11	0	8	8	0	1	2	-1	5	7	-2
ABC CLASSIC	3	4	-1	5	5	0	6	6	0	3	4	-1	4	3	1	1	2	-1	3	4	-1
<b>Total</b>	<b>156</b>	<b>156</b>	<b>0</b>	<b>205</b>	<b>200</b>	<b>5</b>	<b>234</b>	<b>219</b>	<b>15</b>	<b>204</b>	<b>211</b>	<b>-7</b>	<b>138</b>	<b>142</b>	<b>-4</b>	<b>49</b>	<b>51</b>	<b>-2</b>	<b>123</b>	<b>122</b>	<b>1</b>

# RADIO 360: ADELAIDE - TOTAL RADIO - SURVEY 3 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	12	15	-3	2	1	1	1	*	*	5	6	-1	4	7	-3	*	*	*	*	*	*
CADA	8	8	0	2	2	0	1	1	0	2	2	0	2	1	1	*	*	*	1	1	0
Chemist Warehouse Remix	5	6	-1	2	3	-1	*	2	*	*	*	*	3	2	1	*	*	*	*	*	*
Coles Radio	29	25	4	3	4	-1	5	8	-3	6	2	4	7	8	-1	2	*	*	5	3	2
DANCE HITS	25	33	-8	5	8	-3	3	3	0	9	9	0	6	10	-4	2	2	0	1	1	0
EASY HITS	17	12	5	3	2	1	2	*	*	3	2	1	4	5	-1	4	2	2	1	1	0
iHeartCountry	7	5	2	*	1	*	3	*	*	2	1	1	1	2	-1	*	1	*	*	*	*
Mix 80s	27	25	2	3	4	-1	1	2	-1	4	1	3	11	9	2	5	4	1	3	4	-1
Mix 90s	29	22	7	8	4	4	3	2	1	5	5	0	10	8	2	4	3	1	1	1	0
MMM 2000s	10	11	-1	3	3	0	1	2	-1	4	2	2	1	3	-2	1	1	0	1	1	0
MMM 80s	15	16	-1	2	2	0	*	2	*	1	2	-1	8	6	2	1	1	0	3	4	-1
MMM 90s	19	20	-1	4	2	2	2	3	-1	1	3	-2	8	9	-1	2	2	0	2	2	0
MMM CLASSIC ROCK	35	32	3	5	7	-2	2	1	1	2	3	-1	7	8	-1	6	4	2	13	10	3
NOVA Throwbacks	24	28	-4	4	6	-2	3	3	0	8	10	-2	7	7	0	*	*	*	2	2	0
OLDSKOOL 80s HITS	20	21	-1	4	4	0	2	3	-1	2	3	-1	7	6	1	2	2	0	2	3	-1
OLDSKOOL 90s HITS	27	24	3	5	6	-1	1	3	-2	8	7	1	8	6	2	5	3	2	*	*	*
RnB FRIDAYS RADIO	27	24	3	5	5	0	6	4	2	13	10	3	1	3	-2	2	2	0	*	*	*
smooth 80s	12	18	-6	2	3	-1	*	3	*	1	4	-3	5	4	1	1	*	*	3	3	0
smooth fm Adelaide	39	34	5	4	4	0	5	4	1	3	2	1	8	7	1	11	10	1	8	7	1
TikTok Trending	28	38	-10	6	7	-1	11	16	-5	8	8	0	2	4	-2	1	1	0	*	1	*
triple j Unearthed	13	13	0	1	2	-1	5	6	-1	3	4	-1	2	1	1	1	1	0	*	*	*
ABC Country	14	11	3	*	1	*	2	1	1	3	2	1	1	2	-1	3	*	*	5	6	-1
ABC Jazz	17	21	-4	3	3	0	3	2	1	*	1	*	3	4	-1	3	4	-1	4	6	-2
ABC KIDS LISTEN	12	10	2	4	6	-2	1	*	*	3	2	1	2	3	-1	*	*	*	1	*	*
ABC Sport	13	11	2	3	3	0	2	2	0	1	*	*	2	1	1	2	1	1	3	3	0
Double J	17	18	-1	1	2	-1	*	*	*	5	3	2	7	8	-1	3	4	-1	*	1	*
Total Digital/Internet Only	303	302	1	44	46	-2	37	43	-6	64	55	9	74	76	-2	38	33	5	46	50	-4

# RADIO 360: ADELAIDE - TOTAL RADIO - SURVEY 3 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	8	9	-1	3	6	-3	4	7	-3	7	8	-1	5	6	-1	1	2	-1	7	13	-6
CADA	5	5	0	2	3	-1	1	1	0	3	1	2	2	1	1	1	1	0	6	4	2
Chemist Warehouse Remix	4	4	0	1	2	-1	2	2	0	3	2	1	1	*	*	1	1	0	2	3	-1
Coles Radio	26	22	4	10	8	2	14	8	6	12	6	6	12	10	2	4	9	-5	10	8	2
DANCE HITS	16	26	-10	5	6	-1	12	10	2	6	9	-3	6	12	-6	4	4	0	14	17	-3
EASY HITS	17	11	6	7	4	3	4	3	1	8	4	4	8	5	3	4	2	2	5	3	2
iHeartCountry	4	4	0	*	*	*	*	2	*	1	2	-1	4	1	3	2	1	1	3	2	1
Mix 80s	24	19	5	4	7	-3	8	7	1	11	6	5	11	7	4	7	6	1	11	11	0
Mix 90s	21	15	6	5	3	2	7	5	2	9	6	3	7	6	1	4	1	3	14	9	5
MMM 2000s	7	7	0	1	1	0	*	2	*	4	3	1	5	3	2	*	*	*	4	4	0
MMM 80s	13	14	-1	2	3	-1	4	4	0	7	6	1	7	7	0	1	3	-2	6	6	0
MMM 90s	14	15	-1	6	7	-1	7	6	1	10	9	1	7	5	2	4	4	0	11	11	0
MMM CLASSIC ROCK	31	28	3	6	10	-4	12	9	3	18	13	5	17	14	3	7	6	1	21	19	2
NOVA Throwbacks	20	25	-5	8	14	-6	4	7	-3	9	15	-6	9	14	-5	6	5	1	12	15	-3
OLDSKOOL 80s HITS	14	15	-1	3	5	-2	7	7	0	8	6	2	3	4	-1	2	3	-1	9	12	-3
OLDSKOOL 90s HITS	23	21	2	9	8	1	11	8	3	14	13	1	9	8	1	6	5	1	11	11	0
RnB FRIDAYS RADIO	25	20	5	12	8	4	15	9	6	17	9	8	10	8	2	3	4	-1	11	11	0
smooth 80s	8	13	-5	2	5	-3	6	6	0	4	4	0	3	5	-2	2	2	0	6	6	0
smooth fm Adelaide	36	29	7	10	8	2	17	11	6	21	17	4	16	14	2	10	7	3	23	16	7
TikTok Trending	23	29	-6	13	9	4	7	6	1	5	7	-2	9	14	-5	6	12	-6	14	24	-10
triple j Uearthed	11	10	1	2	1	1	2	2	0	9	5	4	7	5	2	*	2	*	1	5	-4
ABC Country	10	10	0	2	3	-1	5	5	0	6	6	0	3	2	1	2	2	0	9	7	2
ABC Jazz	14	19	-5	2	4	-2	3	2	1	3	6	-3	7	8	-1	7	10	-3	12	15	-3
ABC KIDS LISTEN	10	9	1	5	4	1	4	1	3	5	4	1	2	3	-1	3	2	1	4	4	0
ABC Sport	4	6	-2	1	*	*	1	2	-1	*	*	*	1	*	*	1	4	-3	11	7	4
Double J	17	17	0	3	5	-2	5	8	-3	7	9	-2	9	8	1	2	3	-1	6	9	-3
Total Digital/Internet Only	272	264	8	109	116	-7	134	121	13	159	143	16	146	141	5	80	91	-11	199	205	-6

# RADIO 360: ADELAIDE - BY RADIO TYPE - SURVEY 3 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	8.4	9.1	10.9	5.2	6.0	0.5	4.0	4.3	3.1	1.7	1.8	3.8	6.6	7.3	9.3	12.2	12.1	21.5	14.5	15.7	21.0
CRUISE1323	8.2	8.9	9.7	6.7	7.6	2.3	5.0	5.6	1.7	2.4	2.6	4.0	2.3	2.3	6.3	10.4	10.4	17.2	17.0	18.4	23.1
MIX102.3	12.3	13.9	8.6	12.6	14.0	7.4	8.6	9.2	7.2	12.9	14.8	11.0	15.0	17.8	8.9	14.6	15.9	9.8	9.4	10.6	5.3
5MMM	13.7	15.2	12.5	13.0	13.4	18.4	18.8	20.1	15.5	12.2	13.7	13.0	17.9	20.5	19.3	15.5	17.2	6.8	8.8	9.9	2.7
NOVA91.9	9.8	11.0	8.0	16.2	17.9	12.0	17.0	18.5	10.1	17.7	20.3	15.2	9.8	11.6	6.3	6.6	7.1	5.5	2.3	2.6	0.6
SAFM	9.2	10.3	6.9	15.5	17.1	11.0	11.1	12.3	5.0	15.6	17.8	13.5	12.0	14.4	5.3	6.2	6.7	5.4	1.8	2.0	1.7
ABC ADE	7.5	7.9	11.9	1.9	1.9	2.6	2.6	2.5	4.9	1.0	0.7	5.7	2.7	2.4	9.9	8.5	8.5	13.3	18.5	19.7	31.8
5RN	1.8	2.0	1.8	1.2	1.2	1.2	1.1	0.9	3.9	0.2	0.2	*	1.1	1.2	2.0	1.7	1.8	1.8	4.1	4.5	3.0
ABC NEWSRADIO	2.0	2.0	3.5	1.6	1.2	7.2	0.6	0.3	4.1	1.8	1.7	5.3	1.2	1.2	2.7	1.9	2.1	0.9	3.2	3.6	3.0
5JJI	4.8	5.3	4.2	5.0	5.3	5.2	7.3	7.7	7.5	9.1	10.5	6.9	6.1	7.1	4.9	4.4	4.9	1.7	0.4	0.4	0.2
ABC CLASSIC	2.1	2.3	2.2	1.0	1.0	2.2	0.5	0.3	2.9	1.3	1.5	0.9	1.0	1.0	2.6	1.5	1.4	3.2	4.8	5.5	1.3
Commercial DAB+ Stns	9.5	9.9	16.3	12.0	11.6	25.4	16.6	16.5	25.9	10.7	11.3	20.0	11.0	12.1	17.2	9.4	9.9	10.1	4.4	4.8	5.7
ABC DAB+ Stns	2.0	2.0	3.4	2.0	1.9	4.5	2.3	1.8	8.3	2.6	3.1	0.8	1.4	1.2	5.2	1.9	1.9	3.0	2.0	2.3	0.5
Total DAB+ Stns	12.4	12.0	19.7	14.5	13.5	29.9	19.7	18.2	34.2	15.0	14.3	20.8	13.6	13.3	22.4	12.1	11.8	13.0	6.9	7.2	6.1

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	Total Radio	AM/FM/DAB+	Streaming
FIVEaa	8.2	8.8	10.8	12.2	12.9	13.4	6.7	7.2	8.7	3.5	3.7	5.6	8.8	9.1	17.3	15.2	17.5	16.6	9.3	10.0	11.0		
CRUISE1323	7.8	8.5	9.1	8.1	8.7	6.4	8.6	9.0	14.6	7.8	8.7	8.3	6.4	7.1	7.2	7.4	8.7	6.8	9.5	10.3	11.5		
MIX102.3	12.3	13.9	8.7	10.8	11.8	6.7	12.8	14.4	7.4	13.5	15.1	13.2	12.2	14.2	6.5	11.5	13.9	6.1	12.4	14.0	8.2		
5MMM	14.2	15.7	13.4	16.4	17.3	17.0	15.9	17.6	14.2	15.2	17.1	13.8	9.4	10.5	9.6	7.5	8.6	8.3	12.2	13.6	9.9		
NOVA91.9	9.9	11.1	8.2	8.6	9.3	6.1	9.4	10.3	9.5	10.5	11.8	9.8	12.7	14.8	6.6	8.4	9.9	7.6	9.6	10.8	7.2		
SAFM	9.5	10.6	7.4	8.5	9.0	8.3	9.4	10.5	6.9	10.6	12.1	8.5	11.0	12.8	6.3	6.4	7.5	5.2	8.3	9.3	5.4		
ABC ADE	7.8	8.2	13.0	11.5	12.0	15.2	8.1	8.3	15.3	5.6	5.9	10.1	5.3	5.3	12.3	7.7	8.5	11.7	6.5	7.0	8.7		
5RN	1.7	1.9	1.6	2.5	2.7	2.4	1.0	1.1	0.5	1.6	1.8	1.3	2.0	2.2	2.2	1.7	1.9	3.2	2.2	2.4	2.5		
ABC NEWSRADIO	1.9	2.0	2.9	2.5	2.5	5.4	1.6	1.8	0.8	1.4	1.5	2.5	1.6	1.6	3.3	2.6	2.9	3.5	2.3	2.3	5.4		
5JJI	5.1	5.6	4.3	5.4	5.9	3.3	5.3	5.8	4.6	5.3	6.0	4.4	5.4	6.1	4.9	2.0	2.1	4.5	3.9	4.3	3.9		
ABC CLASSIC	2.1	2.3	2.1	2.3	2.4	3.4	2.5	2.7	2.9	1.3	1.5	1.2	2.7	3.2	1.4	1.8	2.1	1.5	2.1	2.4	2.3		
Commercial DAB+ Stns	9.2	9.7	15.3	5.0	4.9	10.7	9.2	9.9	11.4	11.5	12.3	18.2	10.3	10.8	19.7	12.1	13.3	20.1	10.4	10.7	19.3		
ABC DAB+ Stns	1.7	1.8	3.0	0.7	0.7	1.9	1.5	1.5	3.2	2.3	2.4	3.2	2.0	2.2	2.5	2.9	3.2	5.1	2.8	2.9	4.7		
Total DAB+ Stns	11.8	11.4	18.3	6.3	5.6	12.6	11.7	11.4	14.6	14.7	14.8	21.4	12.8	12.9	22.2	17.4	16.4	25.2	14.2	13.7	24.0		

Interpreting RADIO 360: For People 10+, Mon-Sun 5:30am-12mn, FIVEaa has a 8.4% share of all listening, 9.1% 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 3 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	154	144	32	15	15	1	17	12	6	13	13	5	23	21	6	31	30	9	54	54	6
CRUISE1323	199	186	35	10	8	2	17	16	3	18	15	5	24	21	8	42	40	7	89	87	9
MIX102.3	381	367	54	51	49	8	48	47	7	84	77	15	85	83	11	50	47	8	63	63	4
5MMM	301	286	48	45	40	8	39	34	9	61	60	8	72	69	13	46	45	7	38	37	3
NOVA91.9	359	345	63	58	57	9	64	61	12	118	114	20	67	65	13	29	26	8	22	21	1
SAFM	283	275	43	40	38	8	31	28	5	91	89	14	69	68	10	30	30	4	22	22	1
ABC ADE	155	151	30	8	8	1	13	12	3	11	8	5	21	21	5	30	30	5	73	72	11
5RN	59	53	13	6	5	2	5	5	1	4	4	*	14	10	6	8	7	2	23	22	3
ABC NEWSRADIO	77	65	20	7	5	3	7	4	4	11	9	6	15	13	3	15	14	2	22	21	2
5JJI	151	137	35	19	18	5	28	22	9	56	51	9	28	28	7	17	15	3	4	3	1
ABC CLASSIC	67	60	17	4	4	2	6	5	3	13	11	2	10	7	5	9	8	3	26	26	2
Commercial DAB+ Stns	239	225	77	38	36	14	33	30	13	51	46	21	55	53	19	27	26	6	36	34	4
ABC DAB+ Stns	74	71	26	9	8	3	12	12	8	14	13	2	16	15	7	12	11	5	12	12	1
Total DAB+ Stns	303	269	94	44	41	16	37	33	15	64	56	22	74	64	26	38	33	11	46	42	4
<b>Total</b>	<b>1,134</b>	<b>1,083</b>	<b>295</b>	<b>118</b>	<b>116</b>	<b>37</b>	<b>113</b>	<b>109</b>	<b>37</b>	<b>263</b>	<b>248</b>	<b>67</b>	<b>240</b>	<b>227</b>	<b>70</b>	<b>156</b>	<b>150</b>	<b>48</b>	<b>244</b>	<b>233</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	140	133	28	86	84	6	55	53	9	55	49	11	62	60	8	43	36	8	97	89	15
CRUISE1323	179	164	31	99	89	12	96	88	14	109	103	12	78	71	11	38	33	7	133	126	18
MIX102.3	335	320	47	175	161	16	156	146	17	188	177	21	150	145	10	72	65	7	222	209	26
5MMM	267	254	39	160	149	19	139	130	16	154	147	21	111	107	15	53	47	6	175	163	24
NOVA91.9	324	312	52	169	158	15	149	134	23	167	158	21	163	157	13	75	69	7	213	204	32
SAFM	248	239	38	141	135	16	121	114	15	146	137	17	122	119	11	53	50	4	163	159	15
ABC ADE	142	139	27	101	97	12	84	83	13	75	73	11	58	55	8	29	26	5	96	92	13
5RN	47	45	7	28	26	4	12	11	2	22	22	1	24	24	2	14	12	2	35	29	8
ABC NEWSRADIO	66	57	16	40	34	6	23	20	3	19	18	6	20	17	5	10	10	2	51	43	10
5JJI	130	117	28	79	75	7	56	51	10	68	63	12	78	73	9	26	22	5	83	75	14
ABC CLASSIC	60	55	15	31	29	7	31	27	5	27	24	4	25	24	3	13	11	2	34	30	8
Commercial DAB+ Stns	211	197	61	93	84	20	110	102	23	127	117	29	114	103	29	58	52	11	154	139	36
ABC DAB+ Stns	62	58	20	15	11	6	19	17	3	28	28	6	28	26	6	16	13	6	39	39	10
Total DAB+ Stns	272	239	74	109	91	23	134	115	25	159	140	34	146	127	34	80	63	18	199	169	45
<b>Total</b>	<b>1,113</b>	<b>1,058</b>	<b>259</b>	<b>862</b>	<b>794</b>	<b>114</b>	<b>779</b>	<b>704</b>	<b>129</b>	<b>817</b>	<b>745</b>	<b>130</b>	<b>764</b>	<b>694</b>	<b>111</b>	<b>400</b>	<b>338</b>	<b>59</b>	<b>967</b>	<b>895</b>	<b>173</b>

Interpreting RADIO 360: For People 10+, Mon-Sun 5:30am-12mn, FIVEaa has 154,000 total listeners, 144,000 AM/FM/DAB+ listeners and 32,000 Streaming listeners. Please note that there can be overlap between radio types.