

GfK Radio 360 Ratings Summary Report – Survey 4, 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

RADIO 360: ADELAIDE - TOTAL RADIO - SURVEY 4 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	8.4	0.0	2.9	5.2	-2.3	4.0	4.0	0.0	1.9	1.7	0.2	6.5	6.6	-0.1	14.5	12.2	2.3	14.2	14.5	-0.3
CRUISE1323	8.6	8.2	0.4	7.7	6.7	1.0	3.4	5.0	-1.6	1.9	2.4	-0.5	4.3	2.3	2.0	12.5	10.4	2.1	16.7	17.0	-0.3
MIX102.3	10.9	12.3	-1.4	14.3	12.6	1.7	13.6	8.6	5.0	11.7	12.9	-1.2	11.2	15.0	-3.8	11.9	14.6	-2.7	7.6	9.4	-1.8
5MMM	13.7	13.7	0.0	8.6	13.0	-4.4	18.0	18.8	-0.8	14.0	12.2	1.8	17.4	17.9	-0.5	15.0	15.5	-0.5	10.1	8.8	1.3
NOVA91.9	9.4	9.8	-0.4	19.6	16.2	3.4	17.8	17.0	0.8	13.2	17.7	-4.5	9.8	9.8	0.0	8.1	6.6	1.5	1.6	2.3	-0.7
SAFM	9.4	9.2	0.2	16.6	15.5	1.1	14.5	11.1	3.4	13.9	15.6	-1.7	13.4	12.0	1.4	5.6	6.2	-0.6	1.5	1.8	-0.3
ABC ADE	8.6	7.5	1.1	1.2	1.9	-0.7	1.7	2.6	-0.9	1.8	1.0	0.8	2.5	2.7	-0.2	6.1	8.5	-2.4	23.9	18.5	5.4
5RN	1.8	1.8	0.0	1.1	1.2	-0.1	0.7	1.1	-0.4	0.4	0.2	0.2	1.0	1.1	-0.1	1.4	1.7	-0.3	4.4	4.1	0.3
ABC NEWSRADIO	1.7	2.0	-0.3	0.9	1.6	-0.7	0.7	0.6	0.1	1.4	1.8	-0.4	0.7	1.2	-0.5	2.7	1.9	0.8	2.5	3.2	-0.7
5JJJ	4.1	4.8	-0.7	3.3	5.0	-1.7	8.1	7.3	0.8	6.3	9.1	-2.8	6.9	6.1	0.8	2.5	4.4	-1.9	0.3	0.4	-0.1
ABC CLASSIC	1.9	2.1	-0.2	0.9	1.0	-0.1	0.4	0.5	-0.1	1.4	1.3	0.1	2.2	1.0	1.2	2.3	1.5	0.8	2.7	4.8	-2.1

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	8.1	8.2	-0.1	12.2	12.2	0.0	6.9	6.7	0.2	4.2	3.5	0.7	7.2	8.8	-1.6	14.7	15.2	-0.5	9.3	9.3	0.0
CRUISE1323	8.6	7.8	0.8	8.3	8.1	0.2	9.6	8.6	1.0	9.5	7.8	1.7	6.7	6.4	0.3	6.7	7.4	-0.7	8.8	9.5	-0.7
MIX102.3	11.2	12.3	-1.1	10.2	10.8	-0.6	11.6	12.8	-1.2	12.2	13.5	-1.3	11.2	12.2	-1.0	9.3	11.5	-2.2	10.0	12.4	-2.4
5MMM	13.9	14.2	-0.3	14.5	16.4	-1.9	15.4	15.9	-0.5	14.3	15.2	-0.9	11.6	9.4	2.2	10.0	7.5	2.5	13.1	12.2	0.9
NOVA91.9	9.4	9.9	-0.5	9.1	8.6	0.5	8.7	9.4	-0.7	9.8	10.5	-0.7	11.1	12.7	-1.6	8.5	8.4	0.1	9.5	9.6	-0.1
SAFM	9.8	9.5	0.3	9.5	8.5	1.0	10.3	9.4	0.9	10.5	10.6	-0.1	10.4	11.0	-0.6	4.9	6.4	-1.5	8.4	8.3	0.1
ABC ADE	8.8	7.8	1.0	12.1	11.5	0.6	8.9	8.1	0.8	7.1	5.6	1.5	6.8	5.3	1.5	7.2	7.7	-0.5	7.9	6.5	1.4
5RN	1.6	1.7	-0.1	2.5	2.5	0.0	0.9	1.0	-0.1	1.4	1.6	-0.2	1.6	2.0	-0.4	2.0	1.7	0.3	2.4	2.2	0.2
ABC NEWSRADIO	1.5	1.9	-0.4	2.2	2.5	-0.3	1.1	1.6	-0.5	0.9	1.4	-0.5	1.3	1.6	-0.3	2.4	2.6	-0.2	2.3	2.3	0.0
5JJJ	4.0	5.1	-1.1	4.2	5.4	-1.2	3.9	5.3	-1.4	3.9	5.3	-1.4	4.9	5.4	-0.5	2.9	2.0	0.9	4.4	3.9	0.5
ABC CLASSIC	1.7	2.1	-0.4	1.4	2.3	-0.9	1.6	2.5	-0.9	1.2	1.3	-0.1	2.5	2.7	-0.2	3.3	1.8	1.5	2.7	2.1	0.6

RADIO 360: ADELAIDE - TOTAL RADIO - SURVEY 4 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	154	0	13	15	-2	13	17	-4	23	13	10	24	23	1	31	31	0	50	54	-4
CRUISE1323	204	199	5	12	10	2	13	17	-4	19	18	1	28	24	4	37	42	-5	95	89	6
MIX102.3	366	381	-15	51	51	0	47	48	-1	80	84	-4	84	85	-1	48	50	-2	57	63	-6
5MMM	309	301	8	33	45	-12	42	39	3	75	61	14	72	72	0	47	46	1	41	38	3
NOVA91.9	352	359	-7	62	58	4	56	64	-8	121	118	3	67	67	0	27	29	-2	20	22	-2
SAFM	274	283	-9	35	40	-5	35	31	4	93	91	2	69	69	0	22	30	-8	19	22	-3
ABC ADE	145	155	-10	7	8	-1	8	13	-5	15	11	4	18	21	-3	27	30	-3	71	73	-2
5RN	53	59	-6	4	6	-2	3	5	-2	5	4	1	10	14	-4	8	8	0	23	23	0
ABC NEWSRADIO	73	77	-4	5	7	-2	9	7	2	14	11	3	8	15	-7	17	15	2	20	22	-2
5JJJ	138	151	-13	18	19	-1	28	28	0	47	56	-9	32	28	4	10	17	-7	2	4	-2
ABC CLASSIC	64	67	-3	5	4	1	5	6	-1	11	13	-2	15	10	5	8	9	-1	20	26	-6
Total	1,133	1,134	-1	118	118	0	112	113	-1	266	263	3	239	240	-1	155	156	-1	242	244	-2

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	132	140	-8	84	86	-2	55	55	0	57	55	2	52	62	-10	34	43	-9	102	97	5
CRUISE1323	186	179	7	101	99	2	111	96	15	116	109	7	79	78	1	30	38	-8	125	133	-8
MIX102.3	318	335	-17	169	175	-6	159	156	3	171	188	-17	138	150	-12	70	72	-2	212	222	-10
5MMM	268	267	1	156	160	-4	151	139	12	158	154	4	121	111	10	57	53	4	185	175	10
NOVA91.9	317	324	-7	177	169	8	147	149	-2	164	167	-3	154	163	-9	68	75	-7	205	213	-8
SAFM	237	248	-11	149	141	8	127	121	6	142	146	-4	113	122	-9	45	53	-8	165	163	2
ABC ADE	133	142	-9	103	101	2	80	84	-4	73	75	-2	60	58	2	26	29	-3	101	96	5
5RN	42	47	-5	24	28	-4	17	12	5	17	22	-5	17	24	-7	10	14	-4	30	35	-5
ABC NEWSRADIO	59	66	-7	34	40	-6	23	23	0	19	19	0	17	20	-3	12	10	2	44	51	-7
5JJJ	121	130	-9	73	79	-6	54	56	-2	65	68	-3	68	78	-10	27	26	1	78	83	-5
ABC CLASSIC	55	60	-5	28	31	-3	31	31	0	25	27	-2	24	25	-1	10	13	-3	36	34	2
Total	1,107	1,113	-6	873	862	11	793	779	14	821	817	4	750	764	-14	381	400	-19	972	967	5

RADIO 360: ADELAIDE - TOTAL RADIO - SURVEY 4 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	12	0	*	1	*	*	*	*	1	*	*	2	2	0	3	3	0	6	6	0
CRUISE1323	12	12	0	1	1	0	*	1	*	1	1	0	1	1	0	3	3	0	7	7	0
MIX102.3	16	18	-2	2	2	0	2	1	1	3	3	0	3	5	-2	3	4	-1	3	4	-1
5MMM	20	20	0	1	2	-1	2	2	0	4	3	1	5	6	-1	3	4	-1	4	3	1
NOVA91.9	14	14	0	2	2	0	2	2	0	4	5	-1	3	3	0	2	2	0	1	1	0
SAFM	14	13	1	2	2	0	2	1	1	4	4	0	4	4	0	1	2	-1	1	1	0
ABC ADE	12	11	1	*	*	*	*	*	*	1	*	*	1	1	0	1	2	-1	9	7	2
5RN	3	3	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	2	2	0
ABC NEWSRADIO	2	3	-1	*	*	*	*	*	*	*	*	*	*	*	*	1	*	*	1	1	0
5JJJ	6	7	-1	*	1	*	1	1	0	2	2	0	2	2	0	1	1	0	*	*	*
ABC CLASSIC	3	3	0	*	*	*	*	*	*	*	*	*	1	*	*	1	*	*	1	2	-1
Total	144	147	-3	12	14	-2	11	12	-1	29	25	4	31	32	-1	22	24	-2	39	39	0

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	13	0	25	25	0	17	16	1	8	7	1	9	12	-3	7	7	0	11	11	0
CRUISE1323	13	12	1	17	16	1	23	20	3	19	16	3	9	9	0	3	4	-1	11	12	-1
MIX102.3	17	19	-2	21	22	-1	28	30	-2	24	27	-3	15	17	-2	4	6	-2	12	15	-3
5MMM	21	22	-1	29	33	-4	37	37	0	29	31	-2	15	13	2	5	4	1	16	15	1
NOVA91.9	14	15	-1	18	18	0	21	22	-1	20	21	-1	15	18	-3	4	4	0	11	12	-1
SAFM	15	15	0	19	17	2	25	22	3	21	22	-1	14	15	-1	2	3	-1	10	10	0
ABC ADE	13	12	1	25	24	1	21	19	2	14	11	3	9	7	2	3	4	-1	10	8	2
5RN	2	3	-1	5	5	0	2	2	0	3	3	0	2	3	-1	1	1	0	3	3	0
ABC NEWSRADIO	2	3	-1	5	5	0	3	4	-1	2	3	-1	2	2	0	1	1	0	3	3	0
5JJJ	6	8	-2	9	11	-2	9	12	-3	8	11	-3	6	8	-2	1	1	0	5	5	0
ABC CLASSIC	3	3	0	3	5	-2	4	6	-2	2	3	-1	3	4	-1	2	1	1	3	3	0
Total	154	156	-2	202	205	-3	238	234	4	200	204	-4	131	138	-7	46	49	-3	121	123	-2

RADIO 360: ADELAIDE - TOTAL RADIO - SURVEY 4 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	9	12	-3	2	2	0	2	1	1	3	5	-2	1	4	-3	1	*	*	*	*	*	*
CADA	2	8	-6	1	2	-1	*	1	*	1	2	-1	1	2	-1	*	*	*	*	1	*	*
Chemist Warehouse Remix	7	5	2	*	2	*	*	*	*	*	*	*	4	3	1	2	*	*	*	*	*	*
Coles Radio	31	29	2	3	3	0	4	5	-1	9	6	3	8	7	1	2	2	0	4	5	-1	*
DANCE HITS	21	25	-4	3	5	-2	2	3	-1	8	9	-1	6	6	0	3	2	1	*	1	*	*
EASY HITS	17	17	0	2	3	-1	4	2	2	4	3	1	3	4	-1	3	4	-1	2	1	1	*
iHeartCountry	7	7	0	1	*	*	3	3	0	1	2	-1	1	1	0	*	*	*	*	*	*	*
Mix 80s	27	27	0	2	3	-1	1	1	0	4	4	0	11	11	0	6	5	1	3	3	0	*
Mix 90s	29	29	0	8	8	0	2	3	-1	5	5	0	9	10	-1	4	4	0	2	1	1	*
MMM 2000s	9	10	-1	1	3	-2	3	1	2	5	4	1	*	1	*	*	1	*	*	1	*	*
MMM 80s	12	15	-3	1	2	-1	1	*	*	3	1	2	4	8	-4	*	1	*	3	3	0	*
MMM 90s	17	19	-2	4	4	0	2	2	0	1	1	0	7	8	-1	1	2	-1	1	2	-1	*
MMM CLASSIC ROCK	32	35	-3	4	5	-1	3	2	1	1	2	-1	5	7	-2	3	6	-3	16	13	3	*
NOVA Throwbacks	22	24	-2	4	4	0	6	3	3	7	8	-1	4	7	-3	1	*	*	1	2	-1	*
OLDSKOOL 80s HITS	15	20	-5	3	4	-1	1	2	-1	2	2	0	7	7	0	2	2	0	*	2	*	*
OLDSKOOL 90s HITS	28	27	1	5	5	0	3	1	2	6	8	-2	10	8	2	3	5	-2	*	*	*	*
RnB FRIDAYS RADIO	24	27	-3	4	5	-1	3	6	-3	16	13	3	1	1	0	*	2	*	*	*	*	*
smooth 80s	13	12	1	2	2	0	1	*	*	1	1	0	3	5	-2	2	1	1	3	3	0	*
smooth fm Adelaide	40	39	1	5	4	1	5	5	0	6	3	3	7	8	-1	8	11	-3	9	8	1	*
TikTok Trending	31	28	3	10	6	4	10	11	-1	10	8	2	2	2	0	*	1	*	*	*	*	*
triple j Unearthed	11	13	-2	1	1	0	3	5	-2	4	3	1	2	2	0	1	1	0	*	*	*	*
ABC Country	8	14	-6	1	*	*	1	2	-1	*	3	*	*	1	*	3	3	0	2	5	-3	*
ABC Jazz	12	17	-5	1	3	-2	2	3	-1	1	*	*	2	3	-1	2	3	-1	4	4	0	*
ABC KIDS LISTEN	14	12	2	2	4	-2	2	1	1	4	3	1	5	2	3	*	*	*	1	1	0	*
ABC Sport	14	13	1	2	3	-1	4	2	2	3	1	2	2	2	0	2	2	0	1	3	-2	*
Double J	14	17	-3	1	1	0	*	*	*	4	5	-1	7	7	0	2	3	-1	*	*	*	*
Total Digital/Internet Only	297	303	-6	43	44	-1	28	37	-9	76	64	12	72	74	-2	37	38	-1	42	46	-4	*

RADIO 360: ADELAIDE - TOTAL RADIO - SURVEY 4 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	7	8	-1	3	3	0	3	4	-1	6	7	-1	5	5	0	1	1	0	3	7	-4
CADA	1	5	-4	*	2	*	1	1	0	1	3	-2	1	2	-1	1	1	0	1	6	-5
Chemist Warehouse Remix	7	4	3	3	1	2	3	2	1	4	3	1	1	1	0	2	1	1	3	2	1
Coles Radio	29	26	3	9	10	-1	15	14	1	14	12	2	11	12	-1	4	4	0	9	10	-1
DANCE HITS	16	16	0	5	5	0	8	12	-4	8	6	2	5	6	-1	3	4	-1	9	14	-5
EASY HITS	15	17	-2	4	7	-3	7	4	3	10	8	2	7	8	-1	4	4	0	7	5	2
iHeartCountry	6	4	2	1	*	*	2	*	*	3	1	2	4	4	0	1	2	-1	1	3	-2
Mix 80s	24	24	0	6	4	2	8	8	0	14	11	3	11	11	0	7	7	0	11	11	0
Mix 90s	21	21	0	5	5	0	8	7	1	13	9	4	9	7	2	3	4	-1	13	14	-1
MMM 2000s	7	7	0	2	1	1	2	*	*	3	4	-1	4	5	-1	*	*	*	2	4	-2
MMM 80s	10	13	-3	1	2	-1	4	4	0	7	7	0	5	7	-2	2	1	1	6	6	0
MMM 90s	15	14	1	5	6	-1	7	7	0	12	10	2	11	7	4	2	4	-2	9	11	-2
MMM CLASSIC ROCK	26	31	-5	6	6	0	12	12	0	16	18	-2	17	17	0	12	7	5	20	21	-1
NOVA Throwbacks	19	20	-1	7	8	-1	4	4	0	7	9	-2	9	9	0	4	6	-2	11	12	-1
OLDSKOOL 80s HITS	13	14	-1	4	3	1	5	7	-2	7	8	-1	3	3	0	2	2	0	4	9	-5
OLDSKOOL 90s HITS	22	23	-1	5	9	-4	11	11	0	12	14	-2	9	9	0	4	6	-2	13	11	2
RnB FRIDAYS RADIO	22	25	-3	8	12	-4	13	15	-2	13	17	-4	11	10	1	4	3	1	8	11	-3
smooth 80s	9	8	1	2	2	0	4	6	-2	4	4	0	3	3	0	2	2	0	5	6	-1
smooth fm Adelaide	35	36	-1	11	10	1	21	17	4	22	21	1	16	16	0	11	10	1	23	23	0
TikTok Trending	28	23	5	12	13	-1	5	7	-2	11	5	6	11	9	2	7	6	1	10	14	-4
triple j Unearthed	10	11	-1	2	2	0	1	2	-1	5	9	-4	5	7	-2	1	*	*	2	1	1
ABC Country	4	10	-6	*	2	*	2	5	-3	3	6	-3	3	3	0	1	2	-1	6	9	-3
ABC Jazz	9	14	-5	1	2	-1	1	3	-2	3	3	0	3	7	-4	3	7	-4	7	12	-5
ABC KIDS LISTEN	11	10	1	6	5	1	7	4	3	5	5	0	3	2	1	5	3	2	7	4	3
ABC Sport	8	4	4	4	1	3	3	1	2	3	*	*	2	1	1	2	1	1	8	11	-3
Double J	13	17	-4	5	3	2	6	5	1	6	7	-1	5	9	-4	1	2	-1	6	6	0
Total Digital/Internet Only	264	272	-8	104	109	-5	137	134	3	170	159	11	146	146	0	73	80	-7	172	199	-27

RADIO 360: ADELAIDE - BY RADIO TYPE - SURVEY 4 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	9.2	12.3	2.9	3.6	0.1	4.0	3.9	6.2	1.9	2.2	3.0	6.5	7.2	10.1	14.5	13.3	33.4	14.2	15.7	12.9
CRUISE1323	8.6	9.6	11.2	7.7	9.1	2.4	3.4	3.8	1.1	1.9	2.0	4.9	4.3	4.5	8.3	12.5	12.9	17.0	16.7	17.8	29.2
MIX102.3	10.9	12.6	7.9	14.3	16.0	14.4	13.6	14.5	10.8	11.7	15.0	7.0	11.2	13.3	8.6	11.9	13.2	7.6	7.6	8.6	2.7
5MMM	13.7	15.6	13.0	8.6	9.7	8.5	18.0	18.4	21.5	14.0	16.7	20.0	17.4	20.4	15.8	15.0	17.0	7.2	10.1	11.5	2.6
NOVA91.9	9.4	10.8	7.9	19.6	22.3	17.3	17.8	19.4	10.2	13.2	16.6	10.8	9.8	11.5	9.0	8.1	9.2	3.3	1.6	1.8	1.5
SAFM	9.4	10.8	7.8	16.6	19.0	13.3	14.5	16.2	4.2	13.9	17.5	11.8	13.4	15.9	10.8	5.6	6.1	4.6	1.5	1.7	0.8
ABC ADE	8.6	9.5	11.0	1.2	1.0	4.5	1.7	1.9	0.7	1.8	1.6	8.2	2.5	2.4	6.5	6.1	6.2	9.5	23.9	25.9	35.3
5RN	1.8	2.0	2.3	1.1	1.0	2.7	0.7	0.4	3.0	0.4	0.3	1.4	1.0	1.0	2.2	1.4	1.5	0.8	4.4	4.8	4.9
ABC NEWSRADIO	1.7	1.9	2.0	0.9	0.9	2.1	0.7	0.6	1.9	1.4	1.5	3.9	0.7	0.9	0.1	2.7	3.1	0.9	2.5	2.7	4.1
5JJJ	4.1	4.6	4.8	3.3	3.5	5.7	8.1	8.1	11.0	6.3	7.9	6.3	6.9	8.1	6.5	2.5	2.9	1.1	0.3	0.3	*
ABC CLASSIC	1.9	2.2	1.9	0.9	0.9	2.3	0.4	0.4	1.4	1.4	1.7	1.1	2.2	2.4	2.9	2.3	2.4	3.2	2.7	3.1	*
Commercial DAB+ Stns	9.0	9.7	14.4	12.2	12.4	25.5	11.6	10.8	23.6	11.7	13.8	17.8	9.4	10.4	14.5	9.4	10.3	7.6	4.7	5.2	5.7
ABC DAB+ Stns	1.7	1.7	3.3	0.5	0.5	1.1	1.9	1.7	4.4	2.7	3.2	3.6	2.0	2.0	4.7	1.9	1.9	4.0	0.8	0.9	0.3
Total DAB+ Stns	11.9	11.4	17.7	12.7	13.0	26.7	13.9	12.4	28.0	17.6	17.0	21.5	12.4	12.3	19.2	12.8	12.2	11.6	6.1	6.0	6.0

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	8.1	8.8	12.7	12.2	12.9	17.8	6.9	7.4	11.1	4.2	4.6	6.1	7.2	7.5	15.6	14.7	17.2	20.7	9.3	10.2	10.9
CRUISE1323	8.6	9.6	10.8	8.3	9.2	7.9	9.6	10.6	12.5	9.5	10.5	12.9	6.7	7.6	8.3	6.7	7.6	10.5	8.8	9.5	12.6
MIX102.3	11.2	13.0	8.1	10.2	11.4	6.8	11.6	13.5	7.1	12.2	14.1	10.5	11.2	13.5	6.4	9.3	11.5	8.8	10.0	11.4	7.0
5MMM	13.9	15.8	14.2	14.5	15.8	16.6	15.4	17.2	15.7	14.3	16.6	12.6	11.6	13.2	13.9	10.0	12.3	9.7	13.1	15.0	9.0
NOVA91.9	9.4	10.8	8.5	9.1	10.3	5.3	8.7	9.8	8.8	9.8	11.2	10.0	11.1	13.1	9.6	8.5	10.2	9.1	9.5	10.9	5.9
SAFM	9.8	11.3	7.5	9.5	10.8	5.7	10.3	11.8	8.2	10.5	12.3	8.4	10.4	12.3	8.5	4.9	6.0	5.4	8.4	9.4	9.1
ABC ADE	8.8	9.7	11.8	12.1	12.6	20.6	8.9	9.7	11.8	7.1	8.1	7.7	6.8	7.8	7.7	7.2	8.7	8.3	7.9	8.8	8.5
5RN	1.6	1.8	2.1	2.5	2.7	3.8	0.9	1.0	1.0	1.4	1.5	1.7	1.6	1.9	1.9	2.0	2.3	2.5	2.4	2.6	3.0
ABC NEWSRADIO	1.5	1.7	1.7	2.2	2.3	3.7	1.1	1.3	1.1	0.9	1.0	1.5	1.3	1.6	0.3	2.4	3.1	1.5	2.3	2.5	3.2
5JJJ	4.0	4.5	5.0	4.2	4.7	3.0	3.9	4.1	6.8	3.9	4.3	5.6	4.9	5.7	5.1	2.9	3.4	3.5	4.4	5.0	4.0
ABC CLASSIC	1.7	2.0	1.2	1.4	1.5	1.8	1.6	1.8	1.6	1.2	1.5	0.6	2.5	3.0	1.0	3.3	4.3	1.0	2.7	2.8	4.5
Commercial DAB+ Stns	8.9	9.6	13.9	4.5	4.9	5.3	9.2	10.2	11.6	11.6	12.5	19.6	10.2	10.8	20.5	9.5	11.0	14.6	9.4	10.0	16.0
ABC DAB+ Stns	1.6	1.7	2.5	1.0	1.1	1.6	1.5	1.6	2.9	1.7	1.9	2.8	1.7	2.1	1.3	2.2	2.4	4.5	2.0	1.8	6.3
Total DAB+ Stns	11.8	11.3	16.4	6.6	5.9	6.9	12.4	11.8	14.4	14.9	14.4	22.4	12.5	12.9	21.8	13.5	13.4	19.1	12.5	11.9	22.3

Interpreting RADIO 360: For People 10+, Mon-Sun 5:30am-12mn, FIVEaa has a 8.4% share of all listening, 9.2% 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 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	148	28	13	12	*	13	11	4	23	23	3	24	23	6	31	29	10	50	50	4
CRUISE1323	204	187	33	12	11	2	13	11	2	19	16	5	28	23	7	37	34	7	95	91	10
MIX102.3	366	352	56	51	48	9	47	45	8	80	76	13	84	80	17	48	46	6	57	57	3
5MMM	309	295	52	33	31	6	42	38	9	75	72	16	72	66	12	47	46	6	41	41	3
NOVA91.9	352	338	63	62	58	12	56	53	11	121	117	21	67	64	13	27	26	6	20	20	1
SAFM	274	261	45	35	31	8	35	33	6	93	90	13	69	67	15	22	22	2	19	18	1
ABC ADE	145	139	34	7	5	3	8	8	1	15	12	7	18	17	4	27	27	6	71	70	11
5RN	53	49	16	4	3	1	3	3	1	5	4	3	10	7	6	8	8	1	23	23	3
ABC NEWSRADIO	73	64	15	5	3	2	9	7	2	14	9	5	8	8	1	17	16	2	20	20	3
5JJJ	138	128	32	18	16	5	28	25	8	47	43	9	32	32	8	10	9	3	2	2	*
ABC CLASSIC	64	59	16	5	4	2	5	5	1	11	10	3	15	14	6	8	6	3	20	20	*
Commercial DAB+ Stns	240	231	63	39	39	13	25	24	9	60	56	18	55	53	12	27	26	7	33	33	3
ABC DAB+ Stns	64	59	26	7	5	2	10	9	5	17	15	5	15	14	9	10	10	5	6	6	1
Total DAB+ Stns	297	272	83	43	42	14	28	27	11	76	68	23	72	64	21	37	33	11	42	38	4
Total	1,133	1,081	305	118	114	37	112	108	36	266	254	74	239	225	79	155	148	45	242	232	33

By Session, P10+

Station	Mon-Fri			Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	Mon-Fri 5:30am-12mn	AM/FM/ DAB+	Streaming	Mon-Fri 5:30am-9:00am	AM/FM/ DAB+	Streaming	Mon-Fri 9:00am-12:00md	AM/FM/ DAB+	Streaming	Mon-Fri 12:00md-4:00pm	AM/FM/ DAB+	Streaming	Mon-Fri 4:00pm-7:00pm	AM/FM/ DAB+	Streaming	Mon-Fri 7:00pm-12:00mn	AM/FM/ DAB+	Streaming	Sat-Sun 5:30am-12mn	AM/FM/ DAB+	Streaming
FIVEaa	132	127	26	84	77	8	55	52	9	57	54	10	52	47	13	34	29	7	102	97	16
CRUISE1323	186	168	31	101	91	15	111	97	17	116	106	15	79	70	10	30	21	10	125	115	19
MIX102.3	318	304	47	169	157	17	159	147	22	171	163	18	138	131	12	70	59	12	212	199	25
5MMM	268	258	41	156	148	19	151	142	18	158	148	21	121	114	15	57	51	6	185	175	25
NOVA91.9	317	301	53	177	166	18	147	133	20	164	152	23	154	145	15	68	59	9	205	194	24
SAFM	237	223	38	149	140	14	127	117	18	142	132	19	113	108	12	45	40	6	165	155	17
ABC ADE	133	129	27	103	96	14	80	76	11	73	71	9	60	57	9	26	24	3	101	92	17
5RN	42	40	10	24	20	7	17	17	2	17	16	3	17	16	3	10	9	2	30	25	8
ABC NEWSRADIO	59	51	11	34	29	7	23	20	4	19	16	3	17	16	1	12	11	1	44	39	7
5JJJ	121	111	24	73	70	6	54	49	9	65	58	11	68	63	7	27	22	5	78	73	15
ABC CLASSIC	55	52	10	28	25	5	31	29	4	25	24	2	24	23	2	10	9	1	36	32	9
Commercial DAB+ Stns	217	206	52	84	82	12	111	102	25	143	132	30	120	111	24	58	51	11	135	121	27
ABC DAB+ Stns	49	45	19	18	16	4	20	17	7	23	21	7	22	20	4	12	9	5	32	27	11
Total DAB+ Stns	264	238	69	104	95	15	137	117	32	170	147	36	146	129	28	73	58	16	172	143	36
Total	1,107	1,048	270	873	789	121	793	707	133	821	745	142	750	677	110	381	316	65	972	880	170

Interpreting RADIO 360: For People 10+, Mon-Sun 5:30am-12mn, FIVEaa has 154,000 total listeners, 148,000 AM/FM/DAB+ listeners and 28,000 Streaming listeners. Please note that there can be overlap between radio types.