

GfK Radio 360 Ratings Summary Report – Survey 5, 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 5 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	7.7	8.4	-0.7	3.0	2.9	0.1	1.4	4.0	-2.6	1.7	1.9	-0.2	3.6	6.5	-2.9	14.7	14.5	0.2	14.3	14.2	0.1
CRUISE1323	8.8	8.6	0.2	3.5	7.7	-4.2	3.2	3.4	-0.2	1.9	1.9	0.0	4.7	4.3	0.4	11.3	12.5	-1.2	18.6	16.7	1.9
MIX102.3	12.2	10.9	1.3	17.1	14.3	2.8	13.4	13.6	-0.2	11.0	11.7	-0.7	12.6	11.2	1.4	14.8	11.9	2.9	9.3	7.6	1.7
5MMM	13.2	13.7	-0.5	12.5	8.6	3.9	12.3	18.0	-5.7	11.5	14.0	-2.5	18.2	17.4	0.8	13.7	15.0	-1.3	10.9	10.1	0.8
NOVA91.9	9.6	9.4	0.2	20.2	19.6	0.6	21.7	17.8	3.9	14.8	13.2	1.6	8.4	9.8	-1.4	6.9	8.1	-1.2	1.5	1.6	-0.1
SAFM	9.4	9.4	0.0	18.2	16.6	1.6	19.2	14.5	4.7	13.3	13.9	-0.6	12.2	13.4	-1.2	5.1	5.6	-0.5	1.6	1.5	0.1
ABC ADE	8.1	8.6	-0.5	0.4	1.2	-0.8	5.3	1.7	3.6	3.4	1.8	1.6	1.7	2.5	-0.8	8.2	6.1	2.1	19.4	23.9	-4.5
5RN	1.8	1.8	0.0	1.3	1.1	0.2	*	0.7	*	1.0	0.4	0.6	0.7	1.0	-0.3	1.3	1.4	-0.1	4.0	4.4	-0.4
ABC NEWSRADIO	1.7	1.7	0.0	1.0	0.9	0.1	1.1	0.7	0.4	1.9	1.4	0.5	0.8	0.7	0.1	3.2	2.7	0.5	1.7	2.5	-0.8
5JJI	4.4	4.1	0.3	3.2	3.3	-0.1	8.7	8.1	0.6	7.0	6.3	0.7	7.9	6.9	1.0	2.3	2.5	-0.2	0.3	0.3	0.0
ABC CLASSIC	2.4	1.9	0.5	0.7	0.9	-0.2	0.1	0.4	-0.3	1.4	1.4	0.0	2.5	2.2	0.3	2.2	2.3	-0.1	4.3	2.7	1.6

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	7.6	8.1	-0.5	11.3	12.2	-0.9	6.0	6.9	-0.9	4.1	4.2	-0.1	7.0	7.2	-0.2	13.6	14.7	-1.1	8.2	9.3	-1.1
CRUISE1323	8.8	8.6	0.2	8.5	8.3	0.2	10.6	9.6	1.0	9.8	9.5	0.3	6.0	6.7	-0.7	5.3	6.7	-1.4	8.8	8.8	0.0
MIX102.3	12.2	11.2	1.0	9.9	10.2	-0.3	12.8	11.6	1.2	13.6	12.2	1.4	12.1	11.2	0.9	13.6	9.3	4.3	12.0	10.0	2.0
5MMM	13.5	13.9	-0.4	12.3	14.5	-2.2	15.1	15.4	-0.3	15.6	14.3	1.3	12.2	11.6	0.6	7.9	10.0	-2.1	12.0	13.1	-1.1
NOVA91.9	9.3	9.4	-0.1	10.1	9.1	1.0	8.3	8.7	-0.4	8.8	9.8	-1.0	10.7	11.1	-0.4	9.6	8.5	1.1	10.3	9.5	0.8
SAFM	9.4	9.8	-0.4	9.9	9.5	0.4	9.5	10.3	-0.8	9.8	10.5	-0.7	10.3	10.4	-0.1	4.8	4.9	-0.1	9.3	8.4	0.9
ABC ADE	8.3	8.8	-0.5	11.6	12.1	-0.5	8.3	8.9	-0.6	6.5	7.1	-0.6	6.2	6.8	-0.6	7.1	7.2	-0.1	7.6	7.9	-0.3
5RN	1.7	1.6	0.1	2.4	2.5	-0.1	1.5	0.9	0.6	1.3	1.4	-0.1	1.6	1.6	0.0	1.7	2.0	-0.3	1.9	2.4	-0.5
ABC NEWSRADIO	1.6	1.5	0.1	2.9	2.2	0.7	0.9	1.1	-0.2	0.6	0.9	-0.3	1.5	1.3	0.2	3.1	2.4	0.7	2.1	2.3	-0.2
5JJI	4.5	4.0	0.5	4.7	4.2	0.5	4.2	3.9	0.3	4.6	3.9	0.7	4.9	4.9	0.0	3.9	2.9	1.0	4.1	4.4	-0.3
ABC CLASSIC	2.1	1.7	0.4	1.4	1.4	0.0	2.1	1.6	0.5	1.9	1.2	0.7	3.2	2.5	0.7	3.5	3.3	0.2	3.2	2.7	0.5

RADIO 360: ADELAIDE - TOTAL RADIO - SURVEY 5 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	138	154	-16	8	13	-5	7	13	-6	25	23	2	19	24	-5	30	31	-1	49	50	-1
CRUISE1323	200	204	-4	13	12	1	10	13	-3	21	19	2	18	28	-10	39	37	2	98	95	3
MIX102.3	371	366	5	55	51	4	38	47	-9	83	80	3	74	84	-10	55	48	7	67	57	10
5MMM	309	309	0	38	33	5	33	42	-9	72	75	-3	78	72	6	46	47	-1	42	41	1
NOVA91.9	350	352	-2	65	62	3	51	56	-5	120	121	-1	67	67	0	29	27	2	18	20	-2
SAFM	307	274	33	44	35	9	33	35	-2	100	93	7	78	69	9	32	22	10	19	19	0
ABC ADE	148	145	3	4	7	-3	9	8	1	19	15	4	16	18	-2	32	27	5	68	71	-3
5RN	46	53	-7	5	4	1	*	3	*	7	5	2	6	10	-4	10	8	2	18	23	-5
ABC NEWSRADIO	74	73	1	4	5	-1	9	9	0	19	14	5	7	8	-1	16	17	-1	19	20	-1
5JJJ	135	138	-3	19	18	1	25	28	-3	43	47	-4	40	32	8	7	10	-3	2	2	0
ABC CLASSIC	63	64	-1	3	5	-2	2	5	-3	16	11	5	15	15	0	5	8	-3	23	20	3
Total	1,130	1,133	-3	120	118	2	106	112	-6	266	266	0	237	239	-2	158	155	3	243	242	1

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	120	132	-12	82	84	-2	54	55	-1	49	57	-8	50	52	-2	34	34	0	97	102	-5
CRUISE1323	186	186	0	99	101	-2	117	111	6	123	116	7	79	79	0	31	30	1	120	125	-5
MIX102.3	325	318	7	173	169	4	166	159	7	188	171	17	143	138	5	83	70	13	215	212	3
5MMM	272	268	4	152	156	-4	142	151	-9	174	158	16	131	121	10	62	57	5	174	185	-11
NOVA91.9	309	317	-8	187	177	10	145	147	-2	155	164	-9	147	154	-7	67	68	-1	213	205	8
SAFM	263	237	26	163	149	14	123	127	-4	148	142	6	127	113	14	44	45	-1	175	165	10
ABC ADE	139	133	6	104	103	1	83	80	3	76	73	3	62	60	2	28	26	2	99	101	-2
5RN	40	42	-2	24	24	0	21	17	4	19	17	2	16	17	-1	8	10	-2	24	30	-6
ABC NEWSRADIO	65	59	6	40	34	6	22	23	-1	16	19	-3	19	17	2	14	12	2	41	44	-3
5JJJ	123	121	2	69	73	-4	51	54	-3	69	65	4	62	68	-6	33	27	6	76	78	-2
ABC CLASSIC	55	55	0	28	28	0	34	31	3	29	25	4	30	24	6	15	10	5	43	36	7
Total	1,107	1,107	0	884	873	11	781	793	-12	825	821	4	769	750	19	408	381	27	967	972	-5

RADIO 360: ADELAIDE - TOTAL RADIO - SURVEY 5 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	11	12	-1	*	*	*	*	*	*	*	1	*	1	2	-1	3	3	0	6	6	0
CRUISE1323	13	12	1	*	1	*	*	*	*	1	1	0	1	1	0	3	3	0	7	7	0
MIX102.3	18	16	2	2	2	0	1	2	-1	3	3	0	4	3	1	3	3	0	4	3	1
5MMM	19	20	-1	2	1	1	1	2	-1	3	4	-1	5	5	0	3	3	0	4	4	0
NOVA91.9	14	14	0	3	2	1	2	2	0	4	4	0	2	3	-1	2	2	0	1	1	0
SAFM	14	14	0	2	2	0	2	2	0	4	4	0	4	4	0	1	1	0	1	1	0
ABC ADE	12	12	0	*	*	*	1	*	*	1	1	0	*	1	*	2	1	1	8	9	-1
5RN	3	3	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	2	2	0
ABC NEWSRADIO	2	2	0	*	*	*	*	*	*	1	*	*	*	*	*	1	1	0	1	1	0
5JJJ	6	6	0	*	*	*	1	1	0	2	2	0	2	2	0	1	1	0	*	*	*
ABC CLASSIC	3	3	0	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	2	1	1
Total	144	144	0	13	12	1	11	11	0	28	29	-1	29	31	-2	23	22	1	39	39	0

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	12	13	-1	23	25	-2	14	17	-3	8	8	0	9	9	0	6	7	-1	10	11	-1
CRUISE1323	13	13	0	18	17	1	25	23	2	19	19	0	8	9	-1	2	3	-1	11	11	0
MIX102.3	19	17	2	21	21	0	30	28	2	27	24	3	16	15	1	6	4	2	14	12	2
5MMM	21	21	0	25	29	-4	35	37	-2	31	29	2	16	15	1	4	5	-1	14	16	-2
NOVA91.9	14	14	0	21	18	3	19	21	-2	17	20	-3	14	15	-1	4	4	0	12	11	1
SAFM	14	15	-1	20	19	1	22	25	-3	19	21	-2	14	14	0	2	2	0	11	10	1
ABC ADE	13	13	0	24	25	-1	19	21	-2	13	14	-1	8	9	-1	3	3	0	9	10	-1
5RN	3	2	1	5	5	0	4	2	2	3	3	0	2	2	0	1	1	0	2	3	-1
ABC NEWSRADIO	2	2	0	6	5	1	2	3	-1	1	2	-1	2	2	0	1	1	0	3	3	0
5JJJ	7	6	1	10	9	1	10	9	1	9	8	1	7	6	1	2	1	1	5	5	0
ABC CLASSIC	3	3	0	3	3	0	5	4	1	4	2	2	4	3	1	2	2	0	4	3	1
Total	153	154	-1	207	202	5	234	238	-4	195	200	-5	135	131	4	45	46	-1	120	121	-1

RADIO 360: ADELAIDE - TOTAL RADIO - SURVEY 5 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	16	9	7	1	2	-1	1	2	-1	5	3	2	7	1	6	1	1	0	1	*	*
CADA	4	2	2	*	1	*	1	*	*	3	1	2	*	1	*	*	*	*	*	*	*
Chemist Warehouse Remix	7	7	0	*	*	*	1	*	*	*	*	*	3	4	-1	2	2	0	*	*	*
Coles Radio	28	31	-3	4	3	1	6	4	2	6	9	-3	9	8	1	*	2	*	3	4	-1
DANCE HITS	25	21	4	3	3	0	4	2	2	7	8	-1	8	6	2	3	3	0	*	*	*
EASY HITS	16	17	-1	1	2	-1	2	4	-2	5	4	1	3	3	0	2	3	-1	3	2	1
iHeartCountry	6	7	-1	2	1	1	*	3	*	3	1	2	1	1	0	*	*	*	1	*	*
Mix 80s	18	27	-9	2	2	0	1	1	0	3	4	-1	7	11	-4	4	6	-2	2	3	-1
Mix 90s	22	29	-7	4	8	-4	2	2	0	8	5	3	6	9	-3	2	4	-2	1	2	-1
MMM 2000s	10	9	1	1	1	0	1	3	-2	5	5	0	3	*	*	*	*	*	*	*	*
MMM 80s	14	12	2	1	1	0	1	1	0	5	3	2	6	4	2	*	*	*	2	3	-1
MMM 90s	14	17	-3	4	4	0	2	2	0	1	1	0	4	7	-3	1	1	0	1	1	0
MMM CLASSIC ROCK	29	32	-3	5	4	1	1	3	-2	2	1	1	5	5	0	2	3	-1	14	16	-2
NOVA Throwbacks	25	22	3	3	4	-1	6	6	0	9	7	2	3	4	-1	3	1	2	1	1	0
OLDSKOOL 80s HITS	10	15	-5	1	3	-2	*	1	*	1	2	-1	3	7	-4	4	2	2	*	*	*
OLDSKOOL 90s HITS	20	28	-8	3	5	-2	3	3	0	6	6	0	6	10	-4	1	3	-2	*	*	*
RnB FRIDAYS RADIO	27	24	3	4	4	0	3	3	0	15	16	-1	2	1	1	2	*	*	*	*	*
smooth 80s	11	13	-2	1	2	-1	1	1	0	*	1	*	1	3	-2	3	2	1	5	3	2
smooth fm Adelaide	36	40	-4	3	5	-2	2	5	-3	8	6	2	4	7	-3	8	8	0	11	9	2
TikTok Trending	28	31	-3	11	10	1	3	10	-7	11	10	1	3	2	1	*	*	*	*	*	*
triple j Uearthed	9	11	-2	1	1	0	2	3	-1	4	4	0	1	2	-1	1	1	0	*	*	*
ABC Country	8	8	0	2	1	1	1	1	0	2	*	*	*	*	*	1	3	-2	2	2	0
ABC Jazz	14	12	2	1	1	0	*	2	*	3	1	2	3	2	1	3	2	1	5	4	1
ABC KIDS LISTEN	12	14	-2	3	2	1	*	2	*	4	4	0	6	5	1	*	*	*	*	1	*
ABC Sport	14	14	0	2	2	0	2	4	-2	3	3	0	1	2	-1	1	2	-1	4	1	3
Double J	12	14	-2	*	1	*	*	*	*	5	4	1	7	7	0	*	2	*	*	*	*
Total Digital/Internet Only	299	297	2	40	43	-3	25	28	-3	76	76	0	77	72	5	36	37	-1	45	42	3

RADIO 360: ADELAIDE - TOTAL RADIO - SURVEY 5 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	14	7	7	5	3	2	6	3	3	9	6	3	5	5	0	3	1	2	7	3	4
CADA	4	1	3	*	*	*	1	1	0	1	1	0	1	1	0	2	1	1	1	1	0
Chemist Warehouse Remix	7	7	0	5	3	2	3	3	0	4	4	0	1	1	0	2	2	0	2	3	-1
Coles Radio	23	29	-6	7	9	-2	12	15	-3	9	14	-5	9	11	-2	6	4	2	11	9	2
DANCE HITS	22	16	6	8	5	3	9	8	1	12	8	4	9	5	4	5	3	2	11	9	2
EASY HITS	14	15	-1	1	4	-3	6	7	-1	8	10	-2	7	7	0	5	4	1	8	7	1
iHeartCountry	6	6	0	1	1	0	3	2	1	3	3	0	4	4	0	2	1	1	1	1	0
Mix 80s	17	24	-7	3	6	-3	5	8	-3	11	14	-3	7	11	-4	4	7	-3	6	11	-5
Mix 90s	16	21	-5	4	5	-1	6	8	-2	9	13	-4	7	9	-2	1	3	-2	8	13	-5
MMM 2000s	10	7	3	6	2	4	5	2	3	4	3	1	5	4	1	2	*	*	3	2	1
MMM 80s	10	10	0	2	1	1	5	4	1	5	7	-2	4	5	-1	2	2	0	9	6	3
MMM 90s	12	15	-3	3	5	-2	4	7	-3	9	12	-3	7	11	-4	4	2	2	9	9	0
MMM CLASSIC ROCK	24	26	-2	6	6	0	13	12	1	15	16	-1	16	17	-1	8	12	-4	19	20	-1
NOVA Throwbacks	22	19	3	9	7	2	9	4	5	12	7	5	12	9	3	5	4	1	11	11	0
OLDSKOOL 80s HITS	9	13	-4	5	4	1	4	5	-1	2	7	-5	4	3	1	4	2	2	5	4	1
OLDSKOOL 90s HITS	17	22	-5	8	5	3	7	11	-4	8	12	-4	7	9	-2	2	4	-2	9	13	-4
RnB FRIDAYS RADIO	26	22	4	10	8	2	11	13	-2	13	13	0	14	11	3	5	4	1	5	8	-3
smooth 80s	7	9	-2	1	2	-1	3	4	-1	3	4	-1	2	3	-1	2	2	0	5	5	0
smooth fm Adelaide	29	35	-6	11	11	0	18	21	-3	18	22	-4	16	16	0	10	11	-1	16	23	-7
TikTok Trending	26	28	-2	6	12	-6	5	5	0	14	11	3	13	11	2	9	7	2	10	10	0
triple j Uearthed	7	10	-3	2	2	0	1	1	0	2	5	-3	3	5	-2	1	1	0	4	2	2
ABC Country	6	4	2	*	*	*	2	2	0	4	3	1	3	3	0	1	1	0	4	6	-2
ABC Jazz	10	9	1	1	1	0	*	1	*	3	3	0	4	3	1	4	3	1	9	7	2
ABC KIDS LISTEN	9	11	-2	2	6	-4	5	7	-2	3	5	-2	4	3	1	3	5	-2	7	7	0
ABC Sport	9	8	1	5	4	1	3	3	0	4	3	1	3	2	1	2	2	0	9	8	1
Double J	10	13	-3	5	5	0	5	6	-1	3	6	-3	5	5	0	4	1	3	6	6	0
Total Digital/Internet Only	255	264	-9	106	104	2	125	137	-12	161	170	-9	151	146	5	77	73	4	173	172	1

RADIO 360: ADELAIDE - BY RADIO TYPE - SURVEY 5 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	7.7	8.4	11.9	3.0	3.4	1.7	1.4	0.9	6.5	1.7	1.9	3.3	3.6	3.9	7.0	14.7	14.2	34.0	14.3	15.7	15.9
CRUISE1323	8.8	9.8	10.5	3.5	3.6	5.8	3.2	2.8	7.5	1.9	2.2	3.3	4.7	5.1	9.6	11.3	11.5	18.4	18.6	20.6	17.5
MIX102.3	12.2	14.0	10.0	17.1	19.0	16.1	13.4	14.2	10.6	11.0	13.8	9.2	12.6	14.8	11.9	14.8	16.2	10.5	9.3	10.5	5.8
5MMM	13.2	14.9	13.1	12.5	14.0	10.4	12.3	12.8	11.8	11.5	13.2	19.0	18.2	21.5	15.4	13.7	15.1	8.8	10.9	12.2	8.3
NOVA91.9	9.6	11.0	6.9	20.2	23.0	11.8	21.7	23.7	10.5	14.8	19.0	9.2	8.4	9.8	9.5	6.9	7.8	2.2	1.5	1.6	1.9
SAFM	9.4	11.0	5.9	18.2	20.8	9.9	19.2	21.3	5.4	13.3	17.0	9.0	12.2	14.6	9.0	5.1	5.7	2.7	1.6	1.8	0.2
ABC ADE	8.1	8.8	12.5	0.4	0.3	2.6	5.3	4.6	14.5	3.4	3.5	9.1	1.7	1.9	2.6	8.2	9.0	5.7	19.4	20.5	35.3
5RN	1.8	1.9	2.2	1.3	1.3	3.7	*	*	*	1.0	0.9	3.5	0.7	0.8	0.5	1.3	1.3	2.7	4.0	4.5	2.0
ABC NEWSRADIO	1.7	1.8	3.1	1.0	0.7	5.9	1.1	0.9	3.3	1.9	2.0	4.7	0.8	0.9	0.7	3.2	3.6	1.6	1.7	1.8	3.3
5J JJ	4.4	5.0	3.6	3.2	3.2	8.1	8.7	8.7	12.1	7.0	9.0	4.1	7.9	9.7	2.6	2.3	2.6	1.4	0.3	0.4	0.1
ABC CLASSIC	2.4	2.7	2.6	0.7	0.8	0.8	0.1	0.1	*	1.4	1.6	2.4	2.5	2.7	5.4	2.2	2.4	1.7	4.3	4.9	2.8
Commercial DAB+ Stns	8.8	9.5	13.6	9.1	9.2	20.0	9.8	9.5	15.8	12.5	14.9	16.9	10.8	11.9	19.2	8.6	9.3	7.7	4.2	4.6	5.1
ABC DAB+ Stns	1.3	1.2	4.1	0.8	0.7	3.3	0.6	0.4	1.9	1.5	1.2	6.3	2.4	2.4	6.5	1.4	1.4	2.6	0.8	0.8	1.8
Total DAB+ Stns	11.2	10.7	17.7	10.3	9.9	23.3	10.3	9.9	17.7	16.6	16.1	23.2	13.7	14.3	25.7	11.5	10.7	10.3	5.7	5.4	6.8

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	7.6	8.2	11.8	11.3	11.8	20.1	6.0	6.6	7.8	4.1	4.7	4.7	7.0	7.3	16.7	13.6	15.6	15.5	8.2	8.9	12.2
CRUISE1323	8.8	9.8	10.4	8.5	9.6	6.4	10.6	11.9	11.7	9.8	10.9	12.9	6.0	6.6	10.2	5.3	5.7	9.6	8.8	9.7	10.9
MIX102.3	12.2	14.1	10.2	9.9	11.3	6.4	12.8	14.5	11.6	13.6	15.5	14.0	12.1	14.4	7.9	13.6	16.3	7.7	12.0	13.6	9.3
5MMM	13.5	15.3	14.5	12.3	13.1	19.3	15.1	17.3	12.4	15.6	18.0	14.2	12.2	14.2	12.5	7.9	8.8	11.4	12.0	13.7	8.3
NOVA91.9	9.3	10.8	7.3	10.1	11.5	6.2	8.3	9.4	8.0	8.8	10.1	8.4	10.7	12.8	6.8	9.6	11.5	5.7	10.3	11.8	5.8
SAFM	9.4	11.0	6.1	9.9	11.4	4.7	9.5	11.0	6.7	9.8	11.5	6.8	10.3	12.4	6.2	4.8	5.4	6.2	9.3	10.8	5.2
ABC ADE	8.3	8.9	13.3	11.6	12.4	17.3	8.3	8.7	16.2	6.5	7.0	10.9	6.2	7.1	8.2	7.1	8.0	9.7	7.6	8.3	9.8
5RN	1.7	1.9	2.0	2.4	2.5	4.5	1.5	1.8	1.0	1.3	1.5	1.5	1.6	1.9	0.8	1.7	2.0	1.6	1.9	2.0	2.9
ABC NEWSRADIO	1.6	1.7	2.9	2.9	3.1	5.2	0.9	0.8	2.6	0.6	0.8	0.3	1.5	1.6	3.1	3.1	3.4	5.1	2.1	2.2	3.8
5J JJ	4.5	5.2	3.7	4.7	5.4	2.6	4.2	4.8	2.8	4.6	5.2	4.8	4.9	5.8	5.1	3.9	4.5	4.1	4.1	4.6	3.2
ABC CLASSIC	2.1	2.4	2.3	1.4	1.6	1.3	2.1	2.4	2.6	1.9	2.2	1.6	3.2	3.7	3.0	3.5	3.8	5.4	3.2	3.5	3.5
Commercial DAB+ Stns	8.7	9.5	13.1	5.1	5.6	5.0	8.9	9.6	14.4	10.5	11.5	16.8	9.8	10.7	17.7	11.0	12.6	12.7	9.0	9.5	15.2
ABC DAB+ Stns	1.1	1.2	2.4	0.7	0.8	1.2	1.0	1.1	2.2	1.2	1.2	3.0	1.4	1.5	2.0	2.4	2.4	5.5	1.9	1.4	10.0
Total DAB+ Stns	11.0	10.6	15.6	7.0	6.4	6.2	11.1	10.6	16.6	12.9	12.7	19.8	12.3	12.3	19.6	14.5	15.0	18.2	11.7	10.9	25.1

Interpreting RADIO 360: For People 10+, Mon-Sun 5:30am-12mn, FIVEaa has a 7.7% share of all listening, 8.4% share of AM/FM/DAB+ listening and 11.9% 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 5 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	138	131	27	8	6	2	7	6	1	25	24	3	19	18	4	30	28	9	49	49	7
CRUISE1323	200	189	32	13	11	4	10	9	4	21	21	4	18	15	5	39	38	6	98	94	10
MIX102.3	371	359	61	55	53	11	38	36	10	83	79	16	74	70	12	55	54	7	67	67	5
5MMM	309	293	53	38	36	5	33	31	6	72	62	25	78	76	8	46	46	4	42	42	5
NOVA91.9	350	337	63	65	63	11	51	51	9	120	114	24	67	65	13	29	28	4	18	17	2
SAFM	307	294	48	44	42	8	33	33	6	100	95	17	78	75	12	32	31	4	19	19	1
ABC ADE	148	140	38	4	2	2	9	8	3	19	17	9	16	16	2	32	31	7	68	67	16
5RN	46	41	14	5	3	3	*	*	*	7	5	5	6	5	2	10	10	2	18	18	3
ABC NEWSRADIO	74	68	17	4	2	2	9	8	2	19	16	7	7	7	1	16	16	2	19	19	2
5JJB	135	129	28	19	17	4	25	24	5	43	41	11	40	37	6	7	7	2	2	2	1
ABC CLASSIC	63	60	15	3	2	1	2	2	*	16	14	7	15	15	4	5	5	1	23	22	3
Commercial DAB+ Stns	236	223	65	34	33	14	21	20	9	61	58	17	60	54	15	27	27	6	33	32	3
ABC DAB+ Stns	60	53	25	7	7	3	4	3	2	17	12	10	14	14	5	6	6	3	11	10	3
Total DAB+ Stns	299	262	85	40	37	16	25	22	10	76	64	25	77	66	20	36	32	8	45	40	6
Total	1,130	1,078	306	120	117	39	106	102	37	266	251	84	237	221	64	158	153	40	243	234	43

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	120	113	24	82	72	14	54	50	7	49	46	7	50	44	12	34	32	5	97	92	16
CRUISE1323	186	172	29	99	92	12	117	104	16	123	115	17	79	72	11	31	24	7	120	113	21
MIX102.3	325	311	54	173	167	14	166	152	26	188	177	27	143	136	12	83	76	8	215	207	21
5MMM	272	258	43	152	141	20	142	134	15	174	166	19	131	124	16	62	54	9	174	164	24
NOVA91.9	309	297	54	187	176	19	145	132	18	155	146	19	147	141	15	67	62	7	213	203	25
SAFM	263	248	38	163	157	11	123	115	14	148	137	18	127	122	9	44	40	5	175	168	16
ABC ADE	139	132	36	104	96	15	83	78	18	76	70	14	62	59	10	28	26	4	99	93	15
5RN	40	36	13	24	19	8	21	20	3	19	18	5	16	12	3	8	7	1	24	21	6
ABC NEWSRADIO	65	58	16	40	36	7	22	17	7	16	16	1	19	17	4	14	10	4	41	37	8
5JJB	123	115	23	69	66	6	51	47	6	69	62	11	62	59	9	33	31	2	76	73	14
ABC CLASSIC	55	53	12	28	26	4	34	31	4	29	26	5	30	27	6	15	13	3	43	41	8
Commercial DAB+ Stns	209	196	52	82	79	9	102	91	22	135	126	29	122	114	20	64	56	11	129	118	26
ABC DAB+ Stns	44	40	16	16	14	4	17	12	6	17	16	5	21	18	5	15	11	6	37	26	16
Total DAB+ Stns	255	225	66	106	92	13	125	100	28	161	139	33	151	128	25	77	64	16	173	141	41
Total	1,107	1,044	276	884	800	118	781	693	135	825	745	138	769	688	106	408	350	60	967	886	175

Interpreting RADIO 360: For People 10+, Mon-Sun 5:30am-12mn, FIVEaa has 138,000 total listeners, 131,000 AM/FM/DAB+ listeners and 27,000 Streaming listeners. Please note that there can be overlap between radio types.