

GfK Radio 360 Ratings Summary Report – Survey 6, 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 6 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	7.8	7.7	0.1	4.6	3.0	1.6	1.4	1.4	0.0	1.4	1.7	-0.3	3.1	3.6	-0.5	12.9	14.7	-1.8	14.8	14.3	0.5
CRUISE1323	7.8	8.8	-1.0	2.3	3.5	-1.2	2.9	3.2	-0.3	2.4	1.9	0.5	3.6	4.7	-1.1	8.8	11.3	-2.5	16.9	18.6	-1.7
MIX102.3	13.5	12.2	1.3	15.5	17.1	-1.6	12.1	13.4	-1.3	10.8	11.0	-0.2	14.7	12.6	2.1	19.5	14.8	4.7	10.3	9.3	1.0
5MMM	12.7	13.2	-0.5	10.2	12.5	-2.3	9.6	12.3	-2.7	8.5	11.5	-3.0	20.5	18.2	2.3	13.3	13.7	-0.4	11.5	10.9	0.6
NOVA91.9	11.2	9.6	1.6	20.5	20.2	0.3	20.6	21.7	-1.1	21.2	14.8	6.4	9.7	8.4	1.3	9.0	6.9	2.1	1.3	1.5	-0.2
SAFM	8.6	9.4	-0.8	18.1	18.2	-0.1	17.6	19.2	-1.6	13.2	13.3	-0.1	9.8	12.2	-2.4	4.8	5.1	-0.3	1.5	1.6	-0.1
ABC ADE	7.7	8.1	-0.4	0.9	0.4	0.5	5.9	5.3	0.6	3.0	3.4	-0.4	3.0	1.7	1.3	5.4	8.2	-2.8	18.3	19.4	-1.1
5RN	1.6	1.8	-0.2	1.0	1.3	-0.3	*	*	*	1.2	1.0	0.2	0.7	0.7	0.0	1.1	1.3	-0.2	3.4	4.0	-0.6
ABC NEWSRADIO	2.0	1.7	0.3	0.4	1.0	-0.6	1.3	1.1	0.2	3.2	1.9	1.3	0.6	0.8	-0.2	3.6	3.2	0.4	2.0	1.7	0.3
5JJI	4.9	4.4	0.5	4.9	3.2	1.7	10.4	8.7	1.7	8.6	7.0	1.6	8.2	7.9	0.3	2.1	2.3	-0.2	0.3	0.3	0.0
ABC CLASSIC	2.4	2.4	0.0	0.9	0.7	0.2	0.6	0.1	0.5	1.3	1.4	-0.1	2.5	2.5	0.0	1.8	2.2	-0.4	4.5	4.3	0.2

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	7.6	7.6	0.0	11.2	11.3	-0.1	5.3	6.0	-0.7	3.5	4.1	-0.6	8.7	7.0	1.7	16.0	13.6	2.4	8.4	8.2	0.2
CRUISE1323	7.6	8.8	-1.2	7.2	8.5	-1.3	9.2	10.6	-1.4	8.6	9.8	-1.2	5.2	6.0	-0.8	5.3	5.3	0.0	8.5	8.8	-0.3
MIX102.3	13.4	12.2	1.2	9.6	9.9	-0.3	15.1	12.8	2.3	15.7	13.6	2.1	12.9	12.1	0.8	13.5	13.6	-0.1	13.8	12.0	1.8
5MMM	13.4	13.5	-0.1	13.0	12.3	0.7	14.6	15.1	-0.5	15.5	15.6	-0.1	11.8	12.2	-0.4	5.7	7.9	-2.2	10.6	12.0	-1.4
NOVA91.9	10.9	9.3	1.6	10.9	10.1	0.8	10.5	8.3	2.2	10.5	8.8	1.7	12.6	10.7	1.9	10.7	9.6	1.1	12.1	10.3	1.8
SAFM	8.6	9.4	-0.8	9.0	9.9	-0.9	8.0	9.5	-1.5	9.6	9.8	-0.2	9.3	10.3	-1.0	4.9	4.8	0.1	8.5	9.3	-0.8
ABC ADE	7.8	8.3	-0.5	11.4	11.6	-0.2	8.4	8.3	0.1	5.6	6.5	-0.9	5.1	6.2	-1.1	6.9	7.1	-0.2	7.5	7.6	-0.1
5RN	1.6	1.7	-0.1	1.9	2.4	-0.5	1.5	1.5	0.0	1.4	1.3	0.1	1.6	1.6	0.0	1.4	1.7	-0.3	1.7	1.9	-0.2
ABC NEWSRADIO	1.9	1.6	0.3	3.5	2.9	0.6	1.1	0.9	0.2	0.8	0.6	0.2	1.7	1.5	0.2	3.3	3.1	0.2	2.5	2.1	0.4
5JJI	5.1	4.5	0.6	6.2	4.7	1.5	4.6	4.2	0.4	4.7	4.6	0.1	4.6	4.9	-0.3	6.1	3.9	2.2	4.0	4.1	-0.1
ABC CLASSIC	2.3	2.1	0.2	1.9	1.4	0.5	2.5	2.1	0.4	1.9	1.9	0.0	3.6	3.2	0.4	1.9	3.5	-1.6	2.9	3.2	-0.3

RADIO 360: ADELAIDE - TOTAL RADIO - SURVEY 6 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	135	138	-3	11	8	3	7	7	0	17	25	-8	19	19	0	31	30	1	50	49	1
CRUISE1323	198	200	-2	14	13	1	12	10	2	26	21	5	14	18	-4	39	39	0	94	98	-4
MIX102.3	375	371	4	55	55	0	38	38	0	89	83	6	65	74	-9	65	55	10	63	67	-4
5MMM	300	309	-9	37	38	-1	30	33	-3	70	72	-2	75	78	-3	51	46	5	37	42	-5
NOVA91.9	361	350	11	62	65	-3	59	51	8	128	120	8	64	67	-3	31	29	2	17	18	-1
SAFM	300	307	-7	50	44	6	32	33	-1	92	100	-8	69	78	-9	37	32	5	21	19	2
ABC ADE	162	148	14	9	4	5	11	9	2	15	19	-4	24	16	8	27	32	-5	75	68	7
5RN	47	46	1	4	5	-1	1	*	*	8	7	1	6	6	0	8	10	-2	20	18	2
ABC NEWSRADIO	81	74	7	2	4	-2	9	9	0	24	19	5	9	7	2	18	16	2	19	19	0
5JJJ	138	135	3	18	19	-1	24	25	-1	49	43	6	35	40	-5	10	7	3	3	2	1
ABC CLASSIC	69	63	6	4	3	1	2	2	0	16	16	0	14	15	-1	7	5	2	26	23	3
Total	1,129	1,130	-1	120	120	0	107	106	1	263	266	-3	237	237	0	158	158	0	243	243	0

By Session, P10+ [Potential: 1206]

Station	Mon-Fri			Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
FIVEaa	123	120	3	84	82	2	53	54	-1	46	49	-3	58	50	8	39	34	5	94	97	-3
CRUISE1323	177	186	-9	90	99	-9	108	117	-9	123	123	0	72	79	-7	29	31	-2	112	120	-8
MIX102.3	328	325	3	173	173	0	177	166	11	191	188	3	156	143	13	75	83	-8	223	215	8
5MMM	271	272	-1	148	152	-4	134	142	-8	162	174	-12	124	131	-7	53	62	-9	161	174	-13
NOVA91.9	317	309	8	195	187	8	158	145	13	160	155	5	148	147	1	69	67	2	228	213	15
SAFM	256	263	-7	152	163	-11	113	123	-10	139	148	-9	120	127	-7	43	44	-1	162	175	-13
ABC ADE	149	139	10	108	104	4	88	83	5	77	76	1	54	62	-8	32	28	4	103	99	4
5RN	43	40	3	26	24	2	21	21	0	25	19	6	16	16	0	10	8	2	24	24	0
ABC NEWSRADIO	71	65	6	42	40	2	25	22	3	18	16	2	23	19	4	14	14	0	47	41	6
5JJJ	126	123	3	75	69	6	58	51	7	70	69	1	66	62	4	33	33	0	73	76	-3
ABC CLASSIC	61	55	6	26	28	-2	35	34	1	31	29	2	31	30	1	19	15	4	45	43	2
Total	1,106	1,107	-1	867	884	-17	778	781	-3	816	825	-9	763	769	-6	403	408	-5	949	967	-18

RADIO 360: ADELAIDE - TOTAL RADIO - SURVEY 6 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	11	0	1	*	*	*	*	*	*	*	1	1	0	3	3	0	6	6	0	
CRUISE1323	11	13	-2	*	*	*	*	*	*	1	1	0	1	1	0	2	3	-1	7	7	0
MIX102.3	20	18	2	2	2	0	1	1	0	3	3	0	4	4	0	5	3	2	4	4	0
5MMM	19	19	0	1	2	-1	1	1	0	2	3	-1	6	5	1	3	3	0	5	4	1
NOVA91.9	16	14	2	3	3	0	2	2	0	6	4	2	3	2	1	2	2	0	1	1	0
SAFM	13	14	-1	2	2	0	2	2	0	3	4	-1	3	4	-1	1	1	0	1	1	0
ABC ADE	11	12	-1	*	*	*	1	1	0	1	1	0	1	*	*	1	2	-1	7	8	-1
5RN	2	3	-1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	2	-1
ABC NEWSRADIO	3	2	1	*	*	*	*	*	*	1	1	0	*	*	*	1	1	0	1	1	0
5JJJ	7	6	1	1	*	*	1	1	0	2	2	0	2	2	0	1	1	0	*	*	*
ABC CLASSIC	4	3	1	*	*	*	*	*	*	*	*	*	1	1	0	*	1	*	2	2	0
Total	146	144	2	14	13	1	12	11	1	26	28	-2	28	29	-1	26	23	3	41	39	2

By Session, P10+ [Potential: 1206]

Station	Mon-Fri			Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
FIVEaa	12	12	0	23	23	0	13	14	-1	7	8	-1	12	9	3	7	6	1	10	10	0
CRUISE1323	12	13	-1	15	18	-3	22	25	-3	17	19	-2	7	8	-1	2	2	0	10	11	-1
MIX102.3	21	19	2	20	21	-1	36	30	6	31	27	4	18	16	2	6	6	0	17	14	3
5MMM	21	21	0	27	25	2	35	35	0	31	31	0	16	16	0	3	4	-1	13	14	-1
NOVA91.9	17	14	3	23	21	2	25	19	6	21	17	4	18	14	4	5	4	1	15	12	3
SAFM	13	14	-1	19	20	-1	19	22	-3	19	19	0	13	14	-1	2	2	0	10	11	-1
ABC ADE	12	13	-1	24	24	0	20	19	1	11	13	-2	7	8	-1	3	3	0	9	9	0
5RN	2	3	-1	4	5	-1	4	4	0	3	3	0	2	2	0	1	1	0	2	2	0
ABC NEWSRADIO	3	2	1	7	6	1	3	2	1	2	1	1	2	2	0	1	1	0	3	3	0
5JJJ	8	7	1	13	10	3	11	10	1	9	9	0	6	7	-1	3	2	1	5	5	0
ABC CLASSIC	4	3	1	4	3	1	6	5	1	4	4	0	5	4	1	1	2	-1	4	4	0
Total	156	153	3	209	207	2	239	234	5	198	195	3	140	135	5	44	45	-1	123	120	3

RADIO 360: ADELAIDE - TOTAL RADIO - SURVEY 6 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	18	16	2	1	1	0	1	1	0	7	5	2	9	7	2	*	1	*	*	*	1	*
CADA	7	4	3	*	*	*	2	1	1	4	3	1	1	*	*	*	*	*	*	*	*	*
Chemist Warehouse Remix	5	7	-2	1	*	*	3	1	2	*	*	*	2	3	-1	*	2	*	*	*	*	*
Coles Radio	31	28	3	4	4	0	6	6	0	5	6	-1	10	9	1	1	*	*	*	4	3	1
DANCE HITS	24	25	-1	3	3	0	6	4	2	6	7	-1	5	8	-3	3	3	0	*	*	*	*
EASY HITS	12	16	-4	*	1	*	2	2	0	3	5	-2	3	3	0	2	2	0	2	3	-1	*
iHeartCountry	8	6	2	2	2	0	*	*	*	5	3	2	*	1	*	*	*	*	1	1	0	*
Mix 80s	21	18	3	2	2	0	1	1	0	3	3	0	4	7	-3	7	4	3	4	2	2	*
Mix 90s	21	22	-1	4	4	0	3	2	1	9	8	1	4	6	-2	1	2	-1	*	1	*	*
MMM 2000s	11	10	1	1	1	0	2	1	1	4	5	-1	4	3	1	*	*	*	*	*	*	*
MMM 80s	18	14	4	3	1	2	2	1	1	4	5	-1	5	6	-1	2	*	*	1	2	-1	*
MMM 90s	12	14	-2	2	4	-2	2	2	0	2	1	1	4	4	0	1	1	0	1	1	0	*
MMM CLASSIC ROCK	27	29	-2	5	5	0	2	1	1	3	2	1	7	5	2	2	2	0	8	14	-6	*
NOVA Throwbacks	33	25	8	7	3	4	4	6	-2	13	9	4	4	3	1	4	3	1	1	1	0	*
OLDSKOOL 80s HITS	10	10	0	1	1	0	1	*	*	1	1	0	2	3	-1	3	4	-1	1	*	*	*
OLDSKOOL 90s HITS	15	20	-5	1	3	-2	2	3	-1	7	6	1	4	6	-2	*	1	*	1	*	*	*
RnB FRIDAYS RADIO	25	27	-2	4	4	0	4	3	1	13	15	-2	3	2	1	2	2	0	*	*	*	*
smooth 80s	18	11	7	2	1	1	2	1	1	1	*	*	2	1	1	3	3	0	8	5	3	*
smooth fm Adelaide	44	36	8	6	3	3	2	2	0	5	8	-3	8	4	4	8	8	0	14	11	3	*
TikTok Trending	23	28	-5	8	11	-3	3	3	0	9	11	-2	3	3	0	1	*	*	*	*	*	*
triple j Unearthed	11	9	2	2	1	1	3	2	1	3	4	-1	1	1	0	2	1	1	*	*	*	*
ABC Country	9	8	1	1	2	-1	1	1	0	2	2	0	*	*	*	1	1	0	3	2	1	*
ABC Jazz	18	14	4	1	1	0	1	*	*	2	3	-1	4	3	1	3	3	0	6	5	1	*
ABC KIDS LISTEN	11	12	-1	3	3	0	1	*	*	5	4	1	2	6	-4	*	*	*	*	*	*	*
ABC Sport	14	14	0	2	2	0	*	2	*	4	3	1	2	1	1	*	1	*	6	4	2	*
Double J	14	12	2	1	*	*	*	*	*	7	5	2	5	7	-2	1	*	*	*	*	*	*
Total Digital/Internet Only	303	299	4	40	40	0	29	25	4	73	76	-3	73	77	-4	40	36	4	49	45	4	*

RADIO 360: ADELAIDE - TOTAL RADIO - SURVEY 6 2024 DAB+ STATIONS ONLY - CUMULATIVE AUDIENCE (000'S)

By Session, P10+ [Potential: 1206]

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		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
BLENDER BEATS	16	14	2	8	5	3	7	6	1	9	9	0	4	5	-1	2	3	-1	8	7	1
CADA	7	4	3	1	*	*	1	1	0	2	1	1	3	1	2	4	2	2	3	1	2
Chemist Warehouse Remix	5	7	-2	4	5	-1	3	3	0	4	4	0	2	1	1	1	2	-1	1	2	-1
Coles Radio	26	23	3	12	7	5	14	12	2	10	9	1	9	9	0	6	6	0	13	11	2
DANCE HITS	22	22	0	7	8	-1	11	9	2	10	12	-2	9	9	0	5	5	0	13	11	2
EASY HITS	12	14	-2	2	1	1	4	6	-2	6	8	-2	6	7	-1	3	5	-2	3	8	-5
iHeartCountry	8	6	2	2	1	1	2	3	-1	4	3	1	3	4	-1	3	2	1	3	1	2
Mix 80s	18	17	1	5	3	2	6	5	1	10	11	-1	7	7	0	4	4	0	8	6	2
Mix 90s	17	16	1	7	4	3	6	6	0	4	9	-5	4	7	-3	2	1	1	10	8	2
MMM 2000s	8	10	-2	4	6	-2	3	5	-2	5	4	1	3	5	-2	2	2	0	4	3	1
MMM 80s	12	10	2	3	2	1	8	5	3	6	5	1	4	4	0	1	2	-1	10	9	1
MMM 90s	10	12	-2	1	3	-2	3	4	-1	7	9	-2	6	7	-1	2	4	-2	7	9	-2
MMM CLASSIC ROCK	21	24	-3	9	6	3	11	13	-2	11	15	-4	10	16	-6	3	8	-5	19	19	0
NOVA Throwbacks	31	22	9	10	9	1	11	9	2	18	12	6	18	12	6	8	5	3	13	11	2
OLDSKOOL 80s HITS	8	9	-1	3	5	-2	3	4	-1	1	2	-1	5	4	1	3	4	-1	4	5	-1
OLDSKOOL 90s HITS	13	17	-4	6	8	-2	4	7	-3	7	8	-1	6	7	-1	4	2	2	7	9	-2
RnB FRIDAYS RADIO	25	26	-1	11	10	1	12	11	1	15	13	2	12	14	-2	3	5	-2	5	5	0
smooth 80s	16	7	9	6	1	5	10	3	7	9	3	6	6	2	4	2	2	0	8	5	3
smooth fm Adelaide	35	29	6	17	11	6	23	18	5	23	18	5	15	16	-1	5	10	-5	24	16	8
TikTok Trending	20	26	-6	4	6	-2	6	5	1	13	14	-1	9	13	-4	8	9	-1	11	10	1
triple j Unearthed	9	7	2	6	2	4	3	1	2	3	2	1	4	3	1	1	1	0	6	4	2
ABC Country	7	6	1	1	*	*	2	2	0	5	4	1	2	3	-1	1	1	0	5	4	1
ABC Jazz	15	10	5	3	1	2	2	*	*	7	3	4	8	4	4	8	4	4	13	9	4
ABC KIDS LISTEN	9	9	0	3	2	1	4	5	-1	4	3	1	2	4	-2	1	3	-2	5	7	-2
ABC Sport	7	9	-2	2	5	-3	1	3	-2	2	4	-2	2	3	-1	3	2	1	9	9	0
Double J	12	10	2	6	5	1	7	5	2	5	3	2	6	5	1	5	4	1	6	6	0
Total Digital/Internet Only	264	255	9	122	106	16	134	125	9	166	161	5	143	151	-8	71	77	-6	189	173	16

RADIO 360: ADELAIDE - BY RADIO TYPE - SURVEY 6 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	7.8	8.1	14.0	4.6	4.3	11.9	1.4	1.5	0.7	1.4	1.5	2.8	3.1	2.8	13.2	12.9	12.9	24.1	14.8	15.9	23.5
CRUISE1323	7.8	8.5	9.6	2.3	2.3	4.4	2.9	2.4	8.5	2.4	2.6	4.2	3.6	3.6	10.3	8.8	8.9	15.2	16.9	19.1	12.4
MIX102.3	13.5	15.3	8.7	15.5	17.3	14.6	12.1	12.4	11.3	10.8	12.4	8.6	14.7	17.4	5.0	19.5	21.5	11.4	10.3	11.8	5.3
5MMM	12.7	14.1	12.0	10.2	11.1	12.3	9.6	9.7	9.9	8.5	9.1	12.3	20.5	23.3	19.6	13.3	14.6	8.7	11.5	12.9	10.0
NOVA91.9	11.2	12.7	6.9	20.5	23.7	11.0	20.6	21.8	11.3	21.2	25.0	10.1	9.7	11.2	7.8	9.0	10.0	4.5	1.3	1.5	1.2
SAFM	8.6	9.7	6.4	18.1	20.9	10.0	17.6	18.9	6.4	13.2	15.1	10.6	9.8	11.0	11.0	4.8	5.3	2.9	1.5	1.8	0.2
ABC ADE	7.7	8.1	12.9	0.9	0.9	1.9	5.9	5.0	16.3	3.0	3.1	6.4	3.0	3.1	6.5	5.4	5.9	3.8	18.3	19.2	34.9
5RN	1.6	1.8	1.3	1.0	1.2	*	*	*	0.1	1.2	1.2	3.0	0.7	0.9	*	1.1	1.2	1.7	3.4	4.0	1.2
ABC NEWSRADIO	2.0	2.2	3.0	0.4	0.4	0.8	1.3	1.0	4.1	3.2	3.3	6.8	0.6	0.7	0.5	3.6	3.9	2.3	2.0	2.2	2.2
5J JJ	4.9	5.5	3.3	4.9	5.3	6.6	10.4	11.1	4.2	8.6	10.0	6.0	8.2	9.6	3.9	2.1	2.3	1.4	0.3	0.4	*
ABC CLASSIC	2.4	2.7	2.4	0.9	1.0	*	0.6	0.5	1.9	1.3	1.3	3.5	2.5	2.8	4.0	1.8	2.0	1.0	4.5	5.2	2.6
Commercial DAB+ Stns	9.5	10.0	15.3	10.6	10.6	23.0	15.4	15.0	21.9	12.9	13.6	21.6	10.9	12.1	14.5	9.6	9.7	15.8	4.4	5.0	3.0
ABC DAB+ Stns	1.5	1.4	4.3	1.1	0.9	3.4	1.0	0.8	3.4	1.9	1.9	3.9	1.5	1.5	3.6	2.1	1.8	7.1	1.3	1.3	3.4
Total DAB+ Stns	11.9	11.5	19.6	12.2	11.5	26.4	16.4	15.7	25.3	15.9	15.5	25.6	13.3	13.7	18.2	12.7	11.5	22.9	6.5	6.2	6.4

By Session, P10+

Station	Mon-Fri			Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	Total Radio	AM/FM/DAB+	Streaming	Total Radio	AM/FM/DAB+	Streaming	Total Radio	AM/FM/DAB+	Streaming	Total Radio	AM/FM/DAB+	Streaming	Total Radio	AM/FM/DAB+	Streaming	Total Radio	AM/FM/DAB+	Streaming	Total Radio	AM/FM/DAB+	Streaming
FIVEaa	7.6	7.9	13.6	11.2	11.4	20.4	5.3	5.4	9.6	3.5	3.8	4.6	8.7	9.1	18.3	16.0	17.0	22.8	8.4	8.6	15.5
CRUISE1323	7.6	8.3	9.7	7.2	7.9	5.5	9.2	9.9	11.3	8.6	9.3	12.2	5.2	5.4	11.0	5.3	5.6	7.8	8.5	9.2	9.2
MIX102.3	13.4	15.2	9.1	9.6	10.7	5.7	15.1	16.9	10.5	15.7	17.7	13.5	12.9	15.0	8.0	13.5	16.1	4.3	13.8	15.6	7.5
5MMM	13.4	14.8	13.1	13.0	13.9	15.4	14.6	16.3	11.2	15.5	17.4	14.9	11.8	13.3	12.4	5.7	6.0	9.0	10.6	11.8	8.8
NOVA91.9	10.9	12.4	7.2	10.9	12.2	5.9	10.5	11.7	8.7	10.5	11.9	7.9	12.6	14.7	6.8	10.7	12.5	5.2	12.1	13.7	5.8
SAFM	8.6	9.7	6.9	9.0	9.9	6.2	8.0	8.9	6.4	9.6	10.8	9.2	9.3	10.7	7.4	4.9	5.6	3.9	8.5	9.6	4.6
ABC ADE	7.8	8.2	13.3	11.4	11.8	19.6	8.4	8.5	15.8	5.6	6.0	9.5	5.1	5.8	5.8	6.9	7.1	11.2	7.5	7.8	11.8
5RN	1.6	1.8	1.2	1.9	2.0	1.9	1.5	1.7	1.2	1.4	1.6	1.1	1.6	1.9	*	1.4	1.5	1.4	1.7	1.9	1.5
ABC NEWSRADIO	1.9	2.0	2.8	3.5	3.7	4.5	1.1	1.1	2.1	0.8	0.9	1.3	1.7	1.8	3.2	3.3	3.6	3.9	2.5	2.7	3.4
5J JJ	5.1	5.8	3.4	6.2	7.0	2.5	4.6	5.2	3.3	4.7	5.2	4.0	4.6	5.2	4.0	6.1	7.0	3.9	4.0	4.4	3.0
ABC CLASSIC	2.3	2.5	2.4	1.9	2.1	1.6	2.5	2.7	2.8	1.9	2.1	2.7	3.6	4.1	2.7	1.9	2.0	2.6	2.9	3.3	2.1
Commercial DAB+ Stns	9.7	10.4	13.8	6.3	6.6	9.6	10.3	10.9	14.9	11.0	12.0	15.2	10.9	11.9	16.9	11.8	12.9	13.5	9.1	9.1	20.1
ABC DAB+ Stns	1.2	1.2	3.4	0.8	0.8	1.2	1.0	0.9	2.2	1.2	1.2	3.9	1.2	1.1	3.5	3.5	3.1	10.6	2.5	2.4	6.9
Total DAB+ Stns	11.8	11.5	17.3	7.8	7.4	10.8	11.9	11.8	17.1	13.2	13.2	19.1	13.2	13.0	20.4	16.6	15.9	24.0	12.4	11.4	26.9

Interpreting RADIO 360: For People 10+, Mon-Sun 5:30am-12mn, FIVEaa has a 7.8% share of all listening, 8.1% share of AM/FM/DAB+ listening and 14% 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 6 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	135	132	30	11	9	4	7	6	*	17	17	3	19	19	5	31	31	10	50	50	9
CRUISE1323	198	186	32	14	11	3	12	9	4	26	24	4	14	12	3	39	38	5	94	91	12
MIX102.3	375	359	60	55	52	10	38	35	11	89	82	15	65	63	6	65	64	12	63	63	6
5MMM	300	284	49	37	35	6	30	27	7	70	63	18	75	75	8	51	50	6	37	35	4
NOVA91.9	361	353	63	62	60	10	59	58	11	128	126	22	64	63	13	31	30	4	17	16	3
SAFM	300	288	46	50	48	7	32	30	6	92	88	18	69	65	11	37	36	4	21	21	1
ABC ADE	162	151	40	9	8	1	11	8	5	15	13	7	24	23	5	27	26	5	75	72	18
5RN	47	45	8	4	4	*	1	1	1	8	7	3	6	6	*	8	8	1	20	20	3
ABC NEWSRADIO	81	76	20	2	2	1	9	8	4	24	21	8	9	9	1	18	17	3	19	19	3
5J JJ	138	129	29	18	16	5	24	22	4	49	47	12	35	32	6	10	9	2	3	3	*
ABC CLASSIC	69	64	15	4	4	*	2	1	1	16	14	5	14	14	4	7	7	1	26	25	3
Commercial DAB+ Stns	237	227	70	32	29	14	25	23	13	59	56	19	55	55	11	31	30	8	35	33	4
ABC DAB+ Stns	66	60	25	8	6	5	5	4	2	18	16	7	15	13	4	7	7	4	14	14	3
Total DAB+ Stns	303	270	91	40	33	18	29	26	15	73	63	25	73	66	15	40	36	11	49	44	7
Total	1,129	1,082	300	120	117	39	107	104	42	263	250	74	237	224	56	158	151	41	243	235	48

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	123	120	28	84	78	18	53	49	10	46	44	6	58	54	13	39	36	6	94	91	19
CRUISE1323	177	165	26	90	86	9	108	96	15	123	113	13	72	64	11	29	26	3	112	103	18
MIX102.3	328	309	54	173	163	16	177	161	24	191	182	22	156	146	14	75	73	6	223	217	23
5MMM	271	255	43	148	137	17	134	122	16	162	154	17	124	117	11	53	44	10	161	151	21
NOVA91.9	317	306	51	195	183	20	158	140	23	160	151	19	148	143	11	69	63	8	228	222	24
SAFM	256	243	39	152	147	11	113	106	13	139	130	17	120	113	13	43	39	5	162	158	16
ABC ADE	149	138	36	108	100	17	88	79	20	77	69	18	54	51	6	32	27	6	103	96	18
5RN	43	43	6	26	25	3	21	20	4	25	25	2	16	16	*	10	9	*	24	21	5
ABC NEWSRADIO	71	63	17	42	40	6	25	21	5	18	15	4	23	21	4	14	11	4	47	44	7
5J JJ	126	118	25	75	71	7	58	51	10	70	65	11	66	63	10	33	31	2	73	70	12
ABC CLASSIC	61	57	13	26	25	4	35	30	7	31	29	5	31	29	5	19	15	3	45	43	5
Commercial DAB+ Stns	210	201	59	97	89	18	110	104	27	132	123	28	112	104	19	53	44	14	144	132	34
ABC DAB+ Stns	52	45	21	20	18	6	18	15	6	23	21	6	23	16	8	17	12	6	42	37	13
Total DAB+ Stns	264	232	76	122	104	23	134	116	33	166	140	33	143	118	28	71	55	19	189	163	47
Total	1,106	1,045	271	867	805	118	778	689	147	816	738	137	763	681	105	403	340	62	949	884	176

Interpreting RADIO 360: For People 10+, Mon-Sun 5:30am-12mn, FIVEaa has 135,000 total listeners, 132,000 AM/FM/DAB+ listeners and 30,000 Streaming listeners. Please note that there can be overlap between radio types.