

GfK Radio 360 Ratings Summary Report – Survey 7, 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 7 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	8.7	7.8	0.9	4.7	4.6	0.1	1.5	1.4	0.1	1.7	1.4	0.3	4.2	3.1	1.1	13.5	12.9	0.6	16.3	14.8	1.5
CRUISE1323	8.6	7.8	0.8	2.6	2.3	0.3	3.4	2.9	0.5	2.0	2.4	-0.4	5.2	3.6	1.6	11.5	8.8	2.7	16.4	16.9	-0.5
MIX102.3	13.5	13.5	0.0	15.5	15.5	0.0	12.0	12.1	-0.1	12.0	10.8	1.2	15.4	14.7	0.7	19.9	19.5	0.4	9.2	10.3	-1.1
5MMM	12.6	12.7	-0.1	6.6	10.2	-3.6	8.8	9.6	-0.8	10.0	8.5	1.5	19.6	20.5	-0.9	15.4	13.3	2.1	10.5	11.5	-1.0
NOVA91.9	10.9	11.2	-0.3	20.0	20.5	-0.5	19.3	20.6	-1.3	21.0	21.2	-0.2	10.4	9.7	0.7	10.1	9.0	1.1	0.9	1.3	-0.4
SAFM	8.6	8.6	0.0	16.9	18.1	-1.2	20.8	17.6	3.2	14.6	13.2	1.4	9.9	9.8	0.1	3.9	4.8	-0.9	1.2	1.5	-0.3
ABC ADE	6.9	7.7	-0.8	1.6	0.9	0.7	2.0	5.9	-3.9	1.6	3.0	-1.4	3.0	3.0	0.0	3.5	5.4	-1.9	17.3	18.3	-1.0
5RN	1.3	1.6	-0.3	1.0	1.0	0.0	0.1	*	*	0.3	1.2	-0.9	0.7	0.7	0.0	0.8	1.1	-0.3	3.2	3.4	-0.2
ABC NEWSRADIO	1.6	2.0	-0.4	0.7	0.4	0.3	0.6	1.3	-0.7	2.2	3.2	-1.0	0.7	0.6	0.1	3.1	3.6	-0.5	1.7	2.0	-0.3
5JJJ	4.2	4.9	-0.7	4.8	4.9	-0.1	8.1	10.4	-2.3	6.8	8.6	-1.8	7.2	8.2	-1.0	2.8	2.1	0.7	0.3	0.3	0.0
ABC CLASSIC	2.4	2.4	0.0	0.5	0.9	-0.4	0.7	0.6	0.1	0.5	1.3	-0.8	2.0	2.5	-0.5	1.5	1.8	-0.3	5.2	4.5	0.7

By Session, P10+

Station	Mon-Fri			Breakfast			Morning			Afternoon			Drive			Evening			Weekend								
	Mon-Fri 5:30am-12mn	This	Last	+/-	Mon-Fri 5:30am-9:00am	This	Last	+/-	Mon-Fri 9:00am-12:00md	This	Last	+/-	Mon-Fri 12:00md-4:00pm	This	Last	+/-	Mon-Fri 4:00pm-7:00pm	This	Last	+/-	Mon-Fri 7:00pm-12:00mn	This	Last	+/-	Sat-Sun 5:30am-12mn	This	Last
FIVEaa	8.5	7.6	0.9	12.2	11.2	1.0	6.7	5.3	1.4	4.8	3.5	1.3	9.6	8.7	0.9	15.1	16.0	-0.9	9.3	8.4	0.9						
CRUISE1323	8.3	7.6	0.7	6.9	7.2	-0.3	10.2	9.2	1.0	9.7	8.6	1.1	6.0	5.2	0.8	5.2	5.3	-0.1	9.8	8.5	1.3						
MIX102.3	13.5	13.4	0.1	10.4	9.6	0.8	15.1	15.1	0.0	15.4	15.7	-0.3	13.0	12.9	0.1	11.7	13.5	-1.8	13.4	13.8	-0.4						
5MMM	13.3	13.4	-0.1	14.8	13.0	1.8	14.1	14.6	-0.5	14.0	15.5	-1.5	11.8	11.8	0.0	5.6	5.7	-0.1	10.3	10.6	-0.3						
NOVA91.9	10.4	10.9	-0.5	10.6	10.9	-0.3	9.5	10.5	-1.0	10.1	10.5	-0.4	12.5	12.6	-0.1	10.0	10.7	-0.7	12.5	12.1	0.4						
SAFM	8.8	8.6	0.2	7.8	9.0	-1.2	8.8	8.0	0.8	10.4	9.6	0.8	9.3	9.3	0.0	5.6	4.9	0.7	7.9	8.5	-0.6						
ABC ADE	6.9	7.8	-0.9	10.9	11.4	-0.5	7.1	8.4	-1.3	4.3	5.6	-1.3	4.5	5.1	-0.6	7.7	6.9	0.8	6.8	7.5	-0.7						
5RN	1.3	1.6	-0.3	2.0	1.9	0.1	0.8	1.5	-0.7	1.0	1.4	-0.4	1.3	1.6	-0.3	1.7	1.4	0.3	1.6	1.7	-0.1						
ABC NEWSRADIO	1.4	1.9	-0.5	2.8	3.5	-0.7	0.8	1.1	-0.3	0.6	0.8	-0.2	1.1	1.7	-0.6	2.8	3.3	-0.5	2.4	2.5	-0.1						
5JJJ	4.4	5.1	-0.7	5.6	6.2	-0.6	4.0	4.6	-0.6	3.8	4.7	-0.9	4.0	4.6	-0.6	5.2	6.1	-0.9	3.7	4.0	-0.3						
ABC CLASSIC	2.2	2.3	-0.1	2.0	1.9	0.1	2.2	2.5	-0.3	2.3	1.9	0.4	3.1	3.6	-0.5	1.1	1.9	-0.8	2.9	2.9	0.0						

RADIO 360: ADELAIDE - TOTAL RADIO - SURVEY 7 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	144	135	9	12	11	1	6	7	-1	15	17	-2	27	19	8	34	31	3	50	50	0
CRUISE1323	209	198	11	17	14	3	12	12	0	23	26	-3	22	14	8	44	39	5	92	94	-2
MIX102.3	371	375	-4	53	55	-2	38	38	0	84	89	-5	75	65	10	64	65	-1	56	63	-7
5MMM	292	300	-8	32	37	-5	32	30	2	67	70	-3	76	75	1	48	51	-3	38	37	1
NOVA91.9	365	361	4	63	62	1	62	59	3	128	128	0	70	64	6	32	31	1	11	17	-6
SAFM	286	300	-14	42	50	-8	36	32	4	89	92	-3	69	69	0	32	37	-5	18	21	-3
ABC ADE	157	162	-5	10	9	1	13	11	2	15	15	0	21	24	-3	19	27	-8	80	75	5
5RN	48	47	1	4	4	0	2	1	1	4	8	-4	8	6	2	5	8	-3	25	20	5
ABC NEWSRADIO	72	81	-9	6	2	4	5	9	-4	17	24	-7	10	9	1	15	18	-3	19	19	0
5JJI	133	138	-5	15	18	-3	22	24	-2	47	49	-2	34	35	-1	10	10	0	4	3	1
ABC CLASSIC	52	69	-17	4	4	0	3	2	1	8	16	-8	12	14	-2	5	7	-2	21	26	-5
Total	1,134	1,129	5	119	120	-1	114	107	7	262	263	-1	240	237	3	155	158	-3	245	243	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	135	123	12	84	84	0	56	53	3	52	46	6	59	58	1	35	39	-4	94	94	0
CRUISE1323	187	177	10	100	90	10	114	108	6	122	123	-1	81	72	9	28	29	-1	125	112	13
MIX102.3	328	328	0	180	173	7	184	177	7	204	191	13	161	156	5	68	75	-7	224	223	1
5MMM	265	271	-6	155	148	7	144	134	10	153	162	-9	120	124	-4	42	53	-11	162	161	1
NOVA91.9	327	317	10	198	195	3	156	158	-2	175	160	15	150	148	2	76	69	7	219	228	-9
SAFM	255	256	-1	142	152	-10	124	113	11	143	139	4	116	120	-4	43	43	0	148	162	-14
ABC ADE	145	149	-4	106	108	-2	77	88	-11	72	77	-5	44	54	-10	36	32	4	99	103	-4
5RN	45	43	2	24	26	-2	16	21	-5	20	25	-5	14	16	-2	11	10	1	26	24	2
ABC NEWSRADIO	55	71	-16	37	42	-5	18	25	-7	13	18	-5	18	23	-5	11	14	-3	45	47	-2
5JJI	120	126	-6	65	75	-10	51	58	-7	63	70	-7	59	66	-7	27	33	-6	71	73	-2
ABC CLASSIC	45	61	-16	20	26	-6	19	35	-16	23	31	-8	20	31	-11	10	19	-9	30	45	-15
Total	1,107	1,106	1	860	867	-7	774	778	-4	831	816	15	738	763	-25	374	403	-29	939	949	-10

RADIO 360: ADELAIDE - TOTAL RADIO - SURVEY 7 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	13	11	2	1	1	0	*	*	*	*	*	*	1	1	0	3	3	0	7	6	1
CRUISE1323	13	11	2	*	*	*	*	*	*	*	1	*	2	1	1	3	2	1	7	7	0
MIX102.3	20	20	0	2	2	0	1	1	0	3	3	0	5	4	1	5	5	0	4	4	0
5MMM	19	19	0	1	1	0	1	1	0	3	2	1	6	6	0	4	3	1	5	5	0
NOVA91.9	16	16	0	3	3	0	2	2	0	5	6	-1	3	3	0	2	2	0	*	1	*
SAFM	13	13	0	2	2	0	2	2	0	4	3	1	3	3	0	1	1	0	1	1	0
ABC ADE	10	11	-1	*	*	*	*	1	*	*	1	*	1	1	0	1	1	0	8	7	1
5RN	2	2	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0
ABC NEWSRADIO	2	3	-1	*	*	*	*	*	*	1	1	0	*	*	*	1	1	0	1	1	0
5J JJ	6	7	-1	1	1	0	1	1	0	2	2	0	2	2	0	1	1	0	*	*	*
ABC CLASSIC	3	4	-1	*	*	*	*	*	*	*	*	*	1	1	0	*	*	*	2	2	0
Total	147	146	1	13	14	-1	12	12	0	25	26	-1	30	28	2	24	26	-2	43	41	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	14	12	2	25	23	2	17	13	4	10	7	3	13	12	1	7	7	0	11	10	1
CRUISE1323	13	12	1	14	15	-1	25	22	3	20	17	3	8	7	1	2	2	0	12	10	2
MIX102.3	21	21	0	21	20	1	37	36	1	32	31	1	18	18	0	5	6	-1	16	17	-1
5MMM	21	21	0	30	27	3	35	35	0	30	31	-1	16	16	0	2	3	-1	12	13	-1
NOVA91.9	16	17	-1	22	23	-1	23	25	-2	21	21	0	17	18	-1	4	5	-1	15	15	0
SAFM	14	13	1	16	19	-3	22	19	3	22	19	3	13	13	0	2	2	0	9	10	-1
ABC ADE	11	12	-1	22	24	-2	17	20	-3	9	11	-2	6	7	-1	3	3	0	8	9	-1
5RN	2	2	0	4	4	0	2	4	-2	2	3	-1	2	2	0	1	1	0	2	2	0
ABC NEWSRADIO	2	3	-1	6	7	-1	2	3	-1	1	2	-1	1	2	-1	1	1	0	3	3	0
5J JJ	7	8	-1	11	13	-2	10	11	-1	8	9	-1	5	6	-1	2	3	-1	4	5	-1
ABC CLASSIC	3	4	-1	4	4	0	5	6	-1	5	4	1	4	5	-1	*	1	*	3	4	-1
Total	158	156	2	204	209	-5	246	239	7	210	198	12	138	140	-2	44	44	0	120	123	-3

RADIO 360: ADELAIDE - TOTAL RADIO - SURVEY 7 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	18	-2	3	1	2	2	1	1	6	7	-1	5	9	-4	1	*	*	*	*	*	*
CADA	8	7	1	1	*	*	2	2	0	3	4	-1	2	1	1	*	*	*	*	*	*	*
Chemist Warehouse Remix	6	5	1	2	1	1	2	3	-1	*	*	*	2	2	0	1	*	*	*	*	*	*
Coles Radio	33	31	2	4	4	0	6	6	0	6	5	1	10	10	0	2	1	1	4	4	0	0
DANCE HITS	20	24	-4	6	3	3	5	6	-1	3	6	-3	3	5	-2	1	3	-2	*	*	*	*
EASY HITS	15	12	3	1	*	*	3	2	1	3	3	0	3	3	0	4	2	2	1	2	-1	-1
iHeartCountry	6	8	-2	1	2	-1	*	*	*	3	5	-2	*	*	*	1	*	*	1	1	0	0
Mix 80s	18	21	-3	2	2	0	1	1	0	*	3	*	3	4	-1	7	7	0	5	4	1	1
Mix 90s	18	21	-3	5	4	1	3	3	0	4	9	-5	2	4	-2	3	1	2	*	*	*	*
MMM 2000s	11	11	0	1	1	0	2	2	0	6	4	2	2	4	-2	*	*	*	*	*	*	*
MMM 80s	15	18	-3	3	3	0	3	2	1	4	4	0	2	5	-3	3	2	1	1	1	0	0
MMM 90s	17	12	5	2	2	0	3	2	1	3	2	1	8	4	4	1	1	0	1	1	0	0
MMM CLASSIC ROCK	26	27	-1	4	5	-1	4	2	2	4	3	1	6	7	-1	1	2	-1	7	8	-1	-1
NOVA Throwbacks	28	33	-5	7	7	0	2	4	-2	11	13	-2	4	4	0	2	4	-2	1	1	0	0
OLDSKOOL 80s HITS	12	10	2	3	1	2	1	1	0	1	1	0	4	2	2	2	3	-1	1	1	0	0
OLDSKOOL 90s HITS	17	15	2	2	1	1	*	2	*	8	7	1	6	4	2	1	*	*	1	1	0	0
RnB FRIDAYS RADIO	20	25	-5	4	4	0	2	4	-2	13	13	0	1	3	-2	1	2	-1	*	*	*	*
smooth 80s	23	18	5	2	2	0	2	2	0	3	1	2	6	2	4	2	3	-1	8	8	0	0
smooth fm Adelaide	45	44	1	6	6	0	3	2	1	2	5	-3	10	8	2	8	8	0	17	14	3	3
TikTok Trending	25	23	2	8	8	0	5	3	2	9	9	0	1	3	-2	1	1	0	*	*	*	*
triple j Unearthed	7	11	-4	1	2	-1	2	3	-1	1	3	-2	2	1	1	1	2	-1	*	*	*	*
ABC Country	6	9	-3	1	1	0	*	1	*	2	2	0	*	*	*	1	1	0	2	3	-1	-1
ABC Jazz	18	18	0	1	1	0	2	1	1	1	2	-1	5	4	1	3	3	0	6	6	0	0
ABC KIDS LISTEN	11	11	0	3	3	0	1	1	0	4	5	-1	1	2	-1	1	*	*	*	*	*	*
ABC Sport	13	14	-1	2	2	0	1	*	*	4	4	0	1	2	-1	2	*	*	2	6	-4	-4
Double J	10	14	-4	1	1	0	*	*	*	5	7	-2	3	5	-2	1	1	0	1	*	*	*
Total Digital/Internet Only	291	303	-12	41	40	1	31	29	2	76	73	3	58	73	-15	36	40	-4	48	49	-1	-1

RADIO 360: ADELAIDE - TOTAL RADIO - SURVEY 7 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	14	16	-2	8	8	0	6	7	-1	9	9	0	4	4	0	*	2	*	7	8	-1
CADA	8	7	1	3	1	2	*	1	*	2	2	0	6	3	3	2	4	-2	5	3	2
Chemist Warehouse Remix	4	5	-1	3	4	-1	3	3	0	4	4	0	1	2	-1	1	1	0	3	1	2
Coles Radio	29	26	3	12	12	0	14	14	0	12	10	2	12	9	3	7	6	1	14	13	1
DANCE HITS	16	22	-6	5	7	-2	9	11	-2	5	10	-5	8	9	-1	3	5	-2	11	13	-2
EASY HITS	13	12	1	4	2	2	8	4	4	7	6	1	6	6	0	4	3	1	8	3	5
iHeartCountry	6	8	-2	1	2	-1	2	2	0	3	4	-1	1	3	-2	1	3	-2	3	3	0
Mix 80s	15	18	-3	5	5	0	8	6	2	8	10	-2	5	7	-2	3	4	-1	8	8	0
Mix 90s	16	17	-1	7	7	0	5	6	-1	5	4	1	4	4	0	1	2	-1	8	10	-2
MMM 2000s	9	8	1	3	4	-1	4	3	1	5	5	0	4	3	1	1	2	-1	5	4	1
MMM 80s	10	12	-2	1	3	-2	8	8	0	7	6	1	4	4	0	*	1	*	6	10	-4
MMM 90s	16	10	6	2	1	1	8	3	5	11	7	4	11	6	5	*	2	*	7	7	0
MMM CLASSIC ROCK	21	21	0	8	9	-1	6	11	-5	10	11	-1	9	10	-1	5	3	2	13	19	-6
NOVA Throwbacks	27	31	-4	10	10	0	9	11	-2	13	18	-5	15	18	-3	6	8	-2	13	13	0
OLDSKOOL 80s HITS	9	8	1	2	3	-1	5	3	2	3	1	2	7	5	2	3	3	0	4	4	0
OLDSKOOL 90s HITS	15	13	2	7	6	1	7	4	3	7	7	0	5	6	-1	5	4	1	8	7	1
RnB FRIDAYS RADIO	19	25	-6	11	11	0	9	12	-3	13	15	-2	7	12	-5	1	3	-2	5	5	0
smooth 80s	21	16	5	5	6	-1	14	10	4	13	9	4	7	6	1	2	2	0	9	8	1
smooth fm Adelaide	36	35	1	20	17	3	24	23	1	25	23	2	12	15	-3	3	5	-2	29	24	5
TikTok Trending	22	20	2	8	4	4	10	6	4	12	13	-1	11	9	2	7	8	-1	11	11	0
triple j Unearthed	7	9	-2	4	6	-2	3	3	0	2	3	-1	3	4	-1	2	1	1	3	6	-3
ABC Country	5	7	-2	2	1	1	1	2	-1	3	5	-2	2	2	0	1	1	0	3	5	-2
ABC Jazz	17	15	2	7	3	4	3	2	1	8	7	1	9	8	1	10	8	2	17	13	4
ABC KIDS LISTEN	10	9	1	4	3	1	5	4	1	6	4	2	3	2	1	1	1	0	4	5	-1
ABC Sport	5	7	-2	2	2	0	1	1	0	1	2	-1	1	2	-1	2	3	-1	8	9	-1
Double J	8	12	-4	4	6	-2	5	7	-2	4	5	-1	3	6	-3	3	5	-2	5	6	-1
Total Digital/Internet Only	259	264	-5	127	122	5	138	134	4	163	166	-3	135	143	-8	64	71	-7	182	189	-7

RADIO 360: ADELAIDE - BY RADIO TYPE - SURVEY 7 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	8.7	9.5	11.3	4.7	4.6	9.0	1.5	1.6	1.1	1.7	1.8	3.7	4.2	4.3	10.8	13.5	13.4	21.4	16.3	18.7	14.6
CRUISE1323	8.6	9.4	11.5	2.6	2.6	5.0	3.4	3.7	1.9	2.0	2.0	4.2	5.2	4.8	19.7	11.5	11.8	14.3	16.4	18.8	16.0
MIX102.3	13.5	15.3	9.6	15.5	17.9	9.0	12.0	12.3	14.7	12.0	13.5	13.0	15.4	18.3	7.1	19.9	21.4	14.2	9.2	10.9	2.4
5MMM	12.6	14.0	12.8	6.6	7.2	6.9	8.8	8.3	19.4	10.0	11.7	7.5	19.6	21.9	26.3	15.4	16.2	14.2	10.5	12.4	3.9
NOVA91.9	10.9	12.4	8.1	20.0	23.6	8.0	19.3	20.4	16.4	21.0	24.4	15.4	10.4	12.2	7.4	10.1	11.0	5.7	0.9	1.0	0.8
SAFM	8.6	9.9	5.4	16.9	19.6	9.9	20.8	22.9	6.4	14.6	17.2	9.0	9.9	11.6	6.4	3.9	4.2	1.9	1.2	1.5	0.8
ABC ADE	6.9	7.2	12.7	1.6	1.3	4.4	2.0	1.9	4.6	1.6	1.2	7.8	3.0	3.3	4.3	3.5	3.7	3.2	17.3	18.3	45.7
5RN	1.3	1.5	1.2	1.0	1.2	*	0.1	*	1.0	0.3	0.3	0.7	0.7	0.8	1.0	0.8	0.8	0.4	3.2	3.6	4.0
ABC NEWSRADIO	1.6	1.7	3.2	0.7	0.6	2.3	0.6	0.4	3.4	2.2	2.3	5.0	0.7	0.8	0.5	3.1	3.1	4.4	1.7	1.9	3.3
5JJI	4.2	4.8	3.2	4.8	5.0	6.7	8.1	8.7	6.1	6.8	7.8	7.1	7.2	8.7	1.2	2.8	3.1	0.9	0.3	0.4	*
ABC CLASSIC	2.4	2.7	1.1	0.5	0.6	*	0.7	0.5	2.8	0.5	0.5	1.5	2.0	2.3	2.2	1.5	1.7	*	5.2	6.2	0.8
Commercial DAB+ Stns	9.6	10.1	16.6	15.7	14.7	33.8	17.6	18.3	19.3	13.7	14.9	22.1	9.0	10.2	11.3	7.9	7.6	15.3	4.7	5.4	4.5
ABC DAB+ Stns	1.5	1.5	3.3	1.5	1.2	5.0	1.1	1.0	2.8	2.2	2.4	3.1	1.0	1.1	1.7	2.2	2.1	4.1	1.0	1.1	3.1
Total DAB+ Stns	11.9	11.6	19.9	17.5	15.9	38.7	18.9	19.3	22.1	17.7	17.3	25.1	10.8	11.2	13.1	10.5	9.7	19.4	6.5	6.4	7.7

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	8.5	9.4	10.4	12.2	13.0	16.3	6.7	7.3	8.6	4.8	5.5	4.2	9.6	10.7	13.7	15.1	17.5	14.0	9.3	9.7	13.8
CRUISE1323	8.3	9.1	11.0	6.9	7.5	8.2	10.2	11.1	12.9	9.7	10.7	13.0	6.0	6.4	12.4	5.2	6.1	4.8	9.8	10.4	13.0
MIX102.3	13.5	15.4	10.1	10.4	11.7	5.6	15.1	17.3	10.5	15.4	17.6	13.9	13.0	15.2	9.8	11.7	13.6	9.8	13.4	15.1	8.2
5MMM	13.3	14.8	14.2	14.8	16.0	16.3	14.1	15.6	14.8	14.0	15.9	14.5	11.8	13.4	14.6	5.6	6.3	6.5	10.3	11.4	8.7
NOVA91.9	10.4	11.8	8.7	10.6	11.9	4.8	9.5	10.3	12.0	10.1	11.3	11.5	12.5	14.9	6.4	10.0	12.1	4.7	12.5	14.2	6.3
SAFM	8.8	10.2	5.6	7.8	8.7	3.7	8.8	10.2	4.6	10.4	11.9	8.2	9.3	11.0	6.4	5.6	6.5	4.4	7.9	8.9	4.8
ABC ADE	6.9	7.2	13.4	10.9	11.1	21.6	7.1	7.3	13.9	4.3	4.7	6.7	4.5	5.1	5.2	7.7	7.0	22.5	6.8	7.1	10.5
5RN	1.3	1.4	1.1	2.0	2.2	1.8	0.8	0.9	0.1	1.0	1.2	0.8	1.3	1.5	1.1	1.7	1.7	3.3	1.6	1.8	1.5
ABC NEWSRADIO	1.4	1.5	2.9	2.8	2.7	6.4	0.8	0.9	1.2	0.6	0.6	1.6	1.1	1.1	3.0	2.8	3.1	3.2	2.4	2.5	3.8
5JJI	4.4	5.0	3.2	5.6	6.3	1.7	4.0	4.5	3.7	3.8	4.3	3.5	4.0	4.6	4.3	5.2	6.3	2.9	3.7	4.1	3.2
ABC CLASSIC	2.2	2.6	1.2	2.0	2.2	1.6	2.2	2.5	1.0	2.3	2.7	1.0	3.1	3.6	1.6	1.1	1.3	0.7	2.9	3.3	0.8
Commercial DAB+ Stns	9.7	10.4	15.2	5.3	5.5	9.9	10.3	11.1	14.6	11.7	12.8	17.7	10.6	11.5	19.0	12.7	14.1	16.6	9.4	9.2	21.0
ABC DAB+ Stns	1.2	1.2	3.0	1.2	1.2	2.2	1.0	1.0	2.1	0.9	0.8	3.3	1.1	1.1	2.5	4.1	4.4	6.6	2.2	2.2	4.2
Total DAB+ Stns	11.8	11.7	18.2	7.2	6.7	12.1	12.1	12.1	16.7	13.5	13.6	21.0	12.2	12.6	21.6	18.0	18.5	23.1	12.3	11.4	25.2

Interpreting RADIO 360: For People 10+, Mon-Sun 5:30am-12mn, FIVEaa has a 8.7% share of all listening, 9.5% share of AM/FM/DAB+ listening and 11.3% 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 7 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	144	142	26	12	11	3	6	6	1	15	14	3	27	27	7	34	34	7	50	50	5
CRUISE1323	209	200	34	17	14	4	12	10	2	23	21	5	22	21	4	44	43	7	92	92	12
MIX102.3	371	357	61	53	50	10	38	37	10	84	77	17	75	74	9	64	63	11	56	56	4
5MMM	292	284	43	32	29	4	32	30	9	67	65	8	76	75	12	48	47	9	38	38	1
NOVA91.9	365	355	68	63	60	12	62	60	11	128	126	23	70	67	15	32	32	6	11	11	2
SAFM	286	271	43	42	39	8	36	34	6	89	87	13	69	63	12	32	31	2	18	18	1
ABC ADE	157	151	33	10	9	2	13	13	3	15	12	7	21	20	5	19	19	4	80	78	13
5RN	48	45	9	4	4	*	2	1	2	4	4	1	8	6	2	5	5	1	25	25	4
ABC NEWSRADIO	72	63	17	6	5	1	5	3	3	17	14	5	10	10	1	15	14	4	19	17	2
5JJJ	133	128	23	15	15	5	22	21	5	47	45	10	34	33	2	10	10	1	4	4	*
ABC CLASSIC	52	50	8	4	4	*	3	1	2	8	7	2	12	12	3	5	5	*	21	21	2
Commercial DAB+ Stns	236	222	69	35	32	13	26	25	9	63	57	22	46	43	13	30	29	8	36	36	3
ABC DAB+ Stns	59	52	21	8	6	3	6	5	3	16	14	5	12	11	3	8	7	3	9	8	4
Total DAB+ Stns	291	259	86	41	35	15	31	29	11	76	67	27	58	52	16	36	34	10	48	43	6
Total	1,134	1,086	302	119	115	40	114	110	39	262	250	76	240	228	62	155	148	44	245	236	40

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	135	133	21	84	83	10	56	55	6	52	52	5	59	57	9	35	34	5	94	91	16
CRUISE1323	187	179	27	100	92	13	114	109	12	122	116	16	81	75	9	28	28	2	125	116	22
MIX102.3	328	312	54	180	173	12	184	170	24	204	194	23	161	149	17	68	62	9	224	217	25
5MMM	265	251	37	155	147	15	144	135	19	153	146	16	120	114	13	42	36	6	162	157	17
NOVA91.9	327	313	59	198	188	20	156	140	29	175	162	24	150	146	9	76	67	9	219	213	25
SAFM	255	239	37	142	136	8	124	114	13	143	138	17	116	111	9	43	37	6	148	143	15
ABC ADE	145	138	28	106	99	18	77	70	12	72	69	9	44	42	6	36	29	7	99	90	16
5RN	45	43	6	24	23	2	16	16	*	20	18	3	14	14	1	11	9	2	26	21	5
ABC NEWSRADIO	55	47	14	37	32	9	18	17	3	13	10	3	18	14	6	11	9	2	45	43	5
5JJJ	120	114	18	65	64	3	51	44	9	63	58	10	59	56	8	27	25	3	71	69	12
ABC CLASSIC	45	44	6	20	19	3	19	17	3	23	23	3	20	20	3	10	10	1	30	27	3
Commercial DAB+ Stns	211	197	57	101	95	13	117	108	24	133	119	27	110	99	19	45	40	10	146	131	35
ABC DAB+ Stns	47	41	17	20	17	6	17	14	5	22	18	8	20	16	5	17	15	6	37	32	8
Total DAB+ Stns	259	231	71	127	109	20	138	121	29	163	135	34	135	115	23	64	54	15	182	159	42
Total	1,107	1,049	269	860	809	109	774	694	134	831	746	141	738	655	101	374	314	57	939	884	168

Interpreting RADIO 360: For People 10+, Mon-Sun 5:30am-12mn, FIVEaa has 144,000 total listeners, 142,000 AM/FM/DAB+ listeners and 26,000 Streaming listeners. Please note that there can be overlap between radio types.