

GfK Radio 360 Ratings Summary Report – Survey 8, 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 8 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	9.2	8.7	0.5	4.0	4.7	-0.7	3.3	1.5	1.8	1.1	1.7	-0.6	5.2	4.2	1.0	14.2	13.5	0.7	17.8	16.3	1.5
CRUISE1323	8.8	8.6	0.2	2.3	2.6	-0.3	9.6	3.4	6.2	1.6	2.0	-0.4	4.4	5.2	-0.8	13.8	11.5	2.3	15.5	16.4	-0.9
MIX102.3	12.4	13.5	-1.1	18.4	15.5	2.9	8.5	12.0	-3.5	14.5	12.0	2.5	12.3	15.4	-3.1	15.3	19.9	-4.6	8.9	9.2	-0.3
5MMM	13.7	12.6	1.1	11.1	6.6	4.5	7.9	8.8	-0.9	9.7	10.0	-0.3	20.0	19.6	0.4	18.5	15.4	3.1	10.7	10.5	0.2
NOVA91.9	11.5	10.9	0.6	19.7	20.0	-0.3	21.5	19.3	2.2	21.2	21.0	0.2	12.0	10.4	1.6	9.6	10.1	-0.5	1.0	0.9	0.1
SAFM	8.0	8.6	-0.6	13.0	16.9	-3.9	15.6	20.8	-5.2	14.0	14.6	-0.6	10.8	9.9	0.9	4.0	3.9	0.1	0.9	1.2	-0.3
ABC ADE	6.7	6.9	-0.2	1.6	1.6	0.0	2.3	2.0	0.3	1.3	1.6	-0.3	1.9	3.0	-1.1	4.5	3.5	1.0	17.9	17.3	0.6
5RN	1.3	1.3	0.0	1.0	1.0	0.0	0.5	0.1	0.4	0.1	0.3	-0.2	0.5	0.7	-0.2	0.8	0.8	0.0	3.4	3.2	0.2
ABC NEWSRADIO	1.5	1.6	-0.1	1.2	0.7	0.5	1.2	0.6	0.6	1.4	2.2	-0.8	0.8	0.7	0.1	2.1	3.1	-1.0	1.8	1.7	0.1
5JJJ	3.7	4.2	-0.5	2.3	4.8	-2.5	7.8	8.1	-0.3	5.5	6.8	-1.3	6.5	7.2	-0.7	2.5	2.8	-0.3	0.3	0.3	0.0
ABC CLASSIC	2.3	2.4	-0.1	0.7	0.5	0.2	0.4	0.7	-0.3	0.4	0.5	-0.1	1.6	2.0	-0.4	1.3	1.5	-0.2	5.8	5.2	0.6

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	9.2	8.5	0.7	13.1	12.2	0.9	7.6	6.7	0.9	5.9	4.8	1.1	9.0	9.6	-0.6	14.7	15.1	-0.4	9.4	9.3	0.1						
CRUISE1323	8.6	8.3	0.3	7.0	6.9	0.1	10.9	10.2	0.7	10.1	9.7	0.4	6.8	6.0	0.8	4.5	5.2	-0.7	9.3	9.8	-0.5						
MIX102.3	12.3	13.5	-1.2	10.7	10.4	0.3	12.5	15.1	-2.6	13.8	15.4	-1.6	12.5	13.0	-0.5	10.6	11.7	-1.1	12.9	13.4	-0.5						
5MMM	14.1	13.3	0.8	16.1	14.8	1.3	15.3	14.1	1.2	14.5	14.0	0.5	12.2	11.8	0.4	5.7	5.6	0.1	12.3	10.3	2.0						
NOVA91.9	11.1	10.4	0.7	12.4	10.6	1.8	9.9	9.5	0.4	10.3	10.1	0.2	13.4	12.5	0.9	10.0	10.0	0.0	12.7	12.5	0.2						
SAFM	8.2	8.8	-0.6	6.9	7.8	-0.9	8.1	8.8	-0.7	9.6	10.4	-0.8	9.7	9.3	0.4	5.2	5.6	-0.4	7.3	7.9	-0.6						
ABC ADE	6.9	6.9	0.0	10.1	10.9	-0.8	7.0	7.1	-0.1	4.6	4.3	0.3	4.9	4.5	0.4	8.6	7.7	0.9	6.2	6.8	-0.6						
5RN	1.2	1.3	-0.1	2.1	2.0	0.1	0.7	0.8	-0.1	0.9	1.0	-0.1	1.0	1.3	-0.3	1.4	1.7	-0.3	1.7	1.6	0.1						
ABC NEWSRADIO	1.4	1.4	0.0	2.1	2.8	-0.7	1.1	0.8	0.3	0.9	0.6	0.3	0.8	1.1	-0.3	2.6	2.8	-0.2	1.8	2.4	-0.6						
5JJJ	3.9	4.4	-0.5	4.5	5.6	-1.1	4.1	4.0	0.1	3.6	3.8	-0.2	3.7	4.0	-0.3	3.2	5.2	-2.0	2.8	3.7	-0.9						
ABC CLASSIC	2.1	2.2	-0.1	1.8	2.0	-0.2	1.7	2.2	-0.5	2.4	2.3	0.1	2.3	3.1	-0.8	2.9	1.1	1.8	3.2	2.9	0.3						

RADIO 360: ADELAIDE - TOTAL RADIO - SURVEY 8 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	140	144	-4	12	12	0	6	6	0	12	15	-3	28	27	1	29	34	-5	52	50	2
CRUISE1323	206	209	-3	15	17	-2	19	12	7	15	23	-8	23	22	1	46	44	2	89	92	-3
MIX102.3	348	371	-23	50	53	-3	27	38	-11	91	84	7	73	75	-2	57	64	-7	49	56	-7
5MMM	288	292	-4	33	32	1	29	32	-3	64	67	-3	82	76	6	44	48	-4	37	38	-1
NOVA91.9	364	365	-1	57	63	-6	53	62	-9	134	128	6	76	70	6	33	32	1	11	11	0
SAFM	283	286	-3	38	42	-4	33	36	-3	93	89	4	79	69	10	29	32	-3	11	18	-7
ABC ADE	154	157	-3	9	10	-1	14	13	1	15	15	0	15	21	-6	24	19	5	77	80	-3
5RN	41	48	-7	4	4	0	4	2	2	1	4	-3	5	8	-3	5	5	0	23	25	-2
ABC NEWSRADIO	68	72	-4	8	6	2	9	5	4	12	17	-5	10	10	0	12	15	-3	17	19	-2
5JJJ	130	133	-3	10	15	-5	24	22	2	46	47	-1	37	34	3	7	10	-3	5	4	1
ABC CLASSIC	48	52	-4	6	4	2	2	3	-1	6	8	-2	7	12	-5	6	5	1	21	21	0
Total	1,130	1,134	-4	115	119	-4	112	114	-2	267	262	5	238	240	-2	154	155	-1	244	245	-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	132	135	-3	86	84	2	60	56	4	57	52	5	66	59	7	35	35	0	86	94	-8
CRUISE1323	189	187	2	104	100	4	115	114	1	119	122	-3	84	81	3	28	28	0	124	125	-1
MIX102.3	312	328	-16	178	180	-2	171	184	-13	198	204	-6	148	161	-13	74	68	6	213	224	-11
5MMM	262	265	-3	164	155	9	145	144	1	153	153	0	123	120	3	45	42	3	178	162	16
NOVA91.9	322	327	-5	189	198	-9	148	156	-8	175	175	0	155	150	5	87	76	11	212	219	-7
SAFM	258	255	3	145	142	3	116	124	-8	146	143	3	130	116	14	50	43	7	151	148	3
ABC ADE	143	145	-2	99	106	-7	73	77	-4	74	72	2	52	44	8	40	36	4	91	99	-8
5RN	35	45	-10	18	24	-6	13	16	-3	15	20	-5	12	14	-2	9	11	-2	25	26	-1
ABC NEWSRADIO	55	55	0	35	37	-2	20	18	2	17	13	4	15	18	-3	11	11	0	42	45	-3
5JJJ	114	120	-6	64	65	-1	47	51	-4	56	63	-7	52	59	-7	23	27	-4	75	71	4
ABC CLASSIC	43	45	-2	20	20	0	15	19	-4	23	23	0	19	20	-1	10	10	0	25	30	-5
Total	1,095	1,107	-12	866	860	6	767	774	-7	821	831	-10	734	738	-4	395	374	21	946	939	7

RADIO 360: ADELAIDE - TOTAL RADIO - SURVEY 8 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	14	13	1	*	1	*	*	*	*	*	*	*	2	1	1	3	3	0	7	7	0
CRUISE1323	13	13	0	*	*	*	1	*	*	*	*	*	1	2	-1	3	3	0	6	7	-1
MIX102.3	18	20	-2	2	2	0	1	1	0	4	3	1	4	5	-1	4	5	-1	4	4	0
5MMM	20	19	1	1	1	0	1	1	0	3	3	0	7	6	1	4	4	0	4	5	-1
NOVA91.9	17	16	1	2	3	-1	2	2	0	6	5	1	4	3	1	2	2	0	*	*	*
SAFM	12	13	-1	1	2	-1	2	2	0	4	4	0	4	3	1	1	1	0	*	1	*
ABC ADE	10	10	0	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	7	8	-1
5RN	2	2	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0
ABC NEWSRADIO	2	2	0	*	*	*	*	*	*	*	1	*	*	*	*	1	1	0	1	1	0
5JJJ	5	6	-1	*	1	*	1	1	0	1	2	-1	2	2	0	1	1	0	*	*	*
ABC CLASSIC	3	3	0	*	*	*	*	*	*	*	*	*	1	1	0	*	*	*	2	2	0
Total	147	147	0	11	13	-2	11	12	-1	27	25	2	33	30	3	24	24	0	41	43	-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	15	14	1	27	25	2	18	17	1	13	10	3	12	13	-1	7	7	0	11	11	0
CRUISE1323	14	13	1	15	14	1	27	25	2	22	20	2	9	8	1	2	2	0	11	12	-1
MIX102.3	20	21	-1	22	21	1	31	37	-6	30	32	-2	17	18	-1	5	5	0	15	16	-1
5MMM	22	21	1	34	30	4	37	35	2	31	30	1	16	16	0	3	2	1	14	12	2
NOVA91.9	18	16	2	26	22	4	24	23	1	22	21	1	18	17	1	5	4	1	15	15	0
SAFM	13	14	-1	14	16	-2	20	22	-2	20	22	-2	13	13	0	2	2	0	8	9	-1
ABC ADE	11	11	0	21	22	-1	17	17	0	10	9	1	7	6	1	4	3	1	7	8	-1
5RN	2	2	0	4	4	0	2	2	0	2	2	0	1	2	-1	1	1	0	2	2	0
ABC NEWSRADIO	2	2	0	4	6	-2	3	2	1	2	1	1	1	1	0	1	1	0	2	3	-1
5JJJ	6	7	-1	9	11	-2	10	10	0	8	8	0	5	5	0	2	2	0	3	4	-1
ABC CLASSIC	3	3	0	4	4	0	4	5	-1	5	5	0	3	4	-1	1	*	*	4	3	1
Total	160	158	2	209	204	5	244	246	-2	214	210	4	135	138	-3	48	44	4	115	120	-5

RADIO 360: ADELAIDE - TOTAL RADIO - SURVEY 8 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	19	16	3	3	3	0	1	2	-1	8	6	2	6	5	1	1	1	0	*	*	*
CADA	8	8	0	2	1	1	2	2	0	4	3	1	*	2	*	*	*	*	*	*	*
Chemist Warehouse Remix	5	6	-1	1	2	-1	*	2	*	*	*	*	3	2	1	1	1	0	*	*	*
Coles Radio	27	33	-6	3	4	-1	4	6	-2	5	6	-1	7	10	-3	4	2	2	4	4	0
DANCE HITS	18	20	-2	7	6	1	1	5	-4	4	3	1	6	3	3	1	1	0	*	*	*
EASY HITS	18	15	3	2	1	1	3	3	0	3	3	0	2	3	-1	6	4	2	2	1	1
iHeartCountry	8	6	2	2	1	1	*	*	*	3	3	0	*	*	*	2	1	1	1	1	0
Mix 80s	17	18	-1	4	2	2	1	1	0	2	*	*	3	3	0	5	7	-2	3	5	-2
Mix 90s	16	18	-2	4	5	-1	2	3	-1	5	4	1	3	2	1	3	3	0	*	*	*
MMM 2000s	10	11	-1	1	1	0	2	2	0	6	6	0	2	2	0	*	*	*	*	*	*
MMM 80s	8	15	-7	1	3	-2	1	3	-2	3	4	-1	1	2	-1	3	3	0	*	1	*
MMM 90s	14	17	-3	1	2	-1	3	3	0	2	3	-1	7	8	-1	1	1	0	1	1	0
MMM CLASSIC ROCK	24	26	-2	1	4	-3	4	4	0	4	4	0	5	6	-1	1	1	0	9	7	2
NOVA Throwbacks	23	28	-5	5	7	-2	2	2	0	9	11	-2	4	4	0	2	2	0	1	1	0
OLDSKOOL 80s HITS	16	12	4	5	3	2	2	1	1	1	1	0	6	4	2	2	2	0	1	1	0
OLDSKOOL 90s HITS	20	17	3	2	2	0	2	*	*	6	8	-2	8	6	2	2	1	1	*	1	*
RnB FRIDAYS RADIO	18	20	-2	2	4	-2	3	2	1	10	13	-3	2	1	1	*	1	*	*	*	*
smooth 80s	20	23	-3	3	2	1	2	2	0	3	3	0	5	6	-1	3	2	1	4	8	-4
smooth fm Adelaide	39	45	-6	5	6	-1	3	3	0	3	2	1	6	10	-4	9	8	1	13	17	-4
TikTok Trending	22	25	-3	6	8	-2	7	5	2	9	9	0	*	1	*	*	1	*	*	*	*
triple j Unearthed	9	7	2	3	1	2	2	2	0	2	1	1	1	2	-1	2	1	1	*	*	*
ABC Country	8	6	2	2	1	1	1	*	*	2	2	0	1	*	*	1	1	0	2	2	0
ABC Jazz	18	18	0	1	1	0	1	2	-1	2	1	1	4	5	-1	3	3	0	7	6	1
ABC KIDS LISTEN	9	11	-2	4	3	1	1	1	0	1	4	-3	2	1	1	1	1	0	*	*	*
ABC Sport	10	13	-3	1	2	-1	2	1	1	3	4	-1	*	1	*	3	2	1	1	2	-1
Double J	12	10	2	*	1	*	*	*	*	3	5	-2	5	3	2	1	1	0	2	1	1
Total Digital/Internet Only	288	291	-3	42	41	1	33	31	2	70	76	-6	60	58	2	38	36	2	44	48	-4

RADIO 360: ADELAIDE - TOTAL RADIO - SURVEY 8 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	17	14	3	11	8	3	9	6	3	11	9	2	6	4	2	3	*	*	9	7	2
CADA	7	8	-1	3	3	0	*	*	*	4	2	2	3	6	-3	3	2	1	5	5	0
Chemist Warehouse Remix	3	4	-1	1	3	-2	3	3	0	3	4	-1	1	1	0	*	1	*	2	3	-1
Coles Radio	21	29	-8	7	12	-5	13	14	-1	11	12	-1	11	12	-1	5	7	-2	12	14	-2
DANCE HITS	13	16	-3	5	5	0	8	9	-1	6	5	1	6	8	-2	7	3	4	11	11	0
EASY HITS	16	13	3	4	4	0	8	8	0	10	7	3	8	6	2	6	4	2	11	8	3
iHeartCountry	7	6	1	4	1	3	5	2	3	3	3	0	3	1	2	1	1	0	4	3	1
Mix 80s	14	15	-1	2	5	-3	5	8	-3	5	8	-3	6	5	1	4	3	1	8	8	0
Mix 90s	11	16	-5	2	7	-5	4	5	-1	4	5	-1	5	4	1	5	1	4	7	8	-1
MMM 2000s	9	9	0	5	3	2	3	4	-1	4	5	-1	5	4	1	2	1	1	4	5	-1
MMM 80s	7	10	-3	3	1	2	3	8	-5	4	7	-3	2	4	-2	*	*	*	2	6	-4
MMM 90s	14	16	-2	4	2	2	7	8	-1	8	11	-3	8	11	-3	*	*	*	5	7	-2
MMM CLASSIC ROCK	22	21	1	7	8	-1	8	6	2	12	10	2	12	9	3	8	5	3	9	13	-4
NOVA Throwbacks	23	27	-4	12	10	2	11	9	2	12	13	-1	8	15	-7	5	6	-1	6	13	-7
OLDSKOOL 80s HITS	12	9	3	3	2	1	5	5	0	5	3	2	7	7	0	4	3	1	9	4	5
OLDSKOOL 90s HITS	16	15	1	7	7	0	6	7	-1	6	7	-1	6	5	1	3	5	-2	7	8	-1
RnB FRIDAYS RADIO	14	19	-5	8	11	-3	8	9	-1	10	13	-3	7	7	0	2	1	1	5	5	0
smooth 80s	13	21	-8	2	5	-3	8	14	-6	7	13	-6	5	7	-2	5	2	3	10	9	1
smooth fm Adelaide	33	36	-3	20	20	0	17	24	-7	19	25	-6	13	12	1	4	3	1	24	29	-5
TikTok Trending	18	22	-4	6	8	-2	7	10	-3	6	12	-6	10	11	-1	7	7	0	10	11	-1
triple j Unearthed	7	7	0	2	4	-2	2	3	-1	3	2	1	3	3	0	1	2	-1	5	3	2
ABC Country	8	5	3	5	2	3	4	1	3	4	3	1	4	2	2	2	1	1	3	3	0
ABC Jazz	14	17	-3	6	7	-1	2	3	-1	4	8	-4	9	9	0	8	10	-2	15	17	-2
ABC KIDS LISTEN	8	10	-2	3	4	-1	3	5	-2	2	6	-4	4	3	1	1	1	0	6	4	2
ABC Sport	3	5	-2	2	2	0	1	1	0	2	1	1	1	1	0	1	2	-1	7	8	-1
Double J	7	8	-1	4	4	0	2	5	-3	3	4	-1	4	3	1	1	3	-2	8	5	3
Total Digital/Internet Only	251	259	-8	122	127	-5	129	138	-9	144	163	-19	136	135	1	80	64	16	175	182	-7

RADIO 360: ADELAIDE - BY RADIO TYPE - SURVEY 8 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	9.2	10.2	10.6	4.0	2.5	16.3	3.3	3.7	1.5	1.1	0.9	6.2	5.2	5.6	9.0	14.2	14.8	15.3	17.8	20.3	12.3
CRUISE1323	8.8	9.5	11.6	2.3	2.1	5.0	9.6	10.4	8.7	1.6	1.7	2.7	4.4	4.6	9.9	13.8	14.0	20.6	15.5	17.1	18.4
MIX102.3	12.4	14.0	9.9	18.4	21.4	11.4	8.5	9.3	7.2	14.5	16.4	15.2	12.3	15.0	4.5	15.3	15.8	18.7	8.9	10.1	6.1
5MMM	13.7	15.2	13.0	11.1	13.4	3.2	7.9	7.6	16.3	9.7	11.2	6.5	20.0	22.3	28.4	18.5	19.6	16.2	10.7	12.5	2.6
NOVA91.9	11.5	13.1	7.3	19.7	23.6	7.5	21.5	24.2	9.9	21.2	24.3	17.9	12.0	14.6	4.7	9.6	10.3	5.7	1.0	1.0	2.5
SAFM	8.0	9.0	6.7	13.0	14.6	11.7	15.6	16.7	15.7	14.0	15.6	16.9	10.8	13.2	3.7	4.0	4.5	*	0.9	1.0	1.1
ABC ADE	6.7	7.0	12.0	1.6	1.3	4.7	2.3	2.5	1.7	1.3	1.2	4.2	1.9	1.9	4.2	4.5	4.6	5.7	17.9	18.6	38.9
5RN	1.3	1.4	1.8	1.0	1.3	0.2	0.5	0.5	1.8	0.1	0.2	*	0.5	0.5	1.0	0.8	0.9	0.6	3.4	3.6	5.6
ABC NEWSRADIO	1.5	1.5	2.5	1.2	1.1	2.6	1.2	0.9	5.1	1.4	1.7	0.8	0.8	0.8	2.1	2.1	2.2	3.0	1.8	1.9	2.9
5J JJ	3.7	4.1	3.4	2.3	2.3	3.9	7.8	8.1	10.6	5.5	6.2	5.4	6.5	7.8	3.6	2.5	2.7	1.2	0.3	0.3	*
ABC CLASSIC	2.3	2.8	0.5	0.7	0.9	*	0.4	0.4	*	0.4	0.4	0.3	1.6	2.0	0.1	1.3	1.4	*	5.8	6.7	2.1
Commercial DAB+ Stns	10.0	10.5	17.3	14.2	13.2	29.9	14.1	14.7	16.9	17.0	19.0	20.5	10.0	10.0	24.5	7.4	7.7	9.2	4.9	5.4	5.7
ABC DAB+ Stns	1.5	1.5	3.4	2.4	2.4	3.7	1.4	1.2	4.5	1.3	1.3	3.4	1.7	1.7	4.2	1.7	1.6	3.8	1.2	1.3	1.7
Total DAB+ Stns	12.4	12.0	20.7	17.0	15.6	33.6	15.5	15.9	21.3	20.1	20.3	23.9	12.7	11.7	28.8	9.7	9.3	12.9	6.6	6.7	7.4

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	9.2	10.1	11.0	13.1	13.5	21.4	7.6	8.4	8.2	5.9	6.6	5.9	9.0	10.3	8.5	14.7	17.3	13.2	9.4	10.3	8.8
CRUISE1323	8.6	9.4	11.6	7.0	7.3	9.6	10.9	12.0	12.3	10.1	11.1	13.6	6.8	7.4	11.7	4.5	4.8	8.4	9.3	10.0	11.6
MIX102.3	12.3	14.0	9.8	10.7	11.8	6.3	12.5	14.2	11.0	13.8	15.8	12.1	12.5	14.5	10.1	10.6	12.7	7.2	12.9	14.3	10.3
5MMM	14.1	15.7	13.9	16.1	17.6	13.1	15.3	17.0	15.7	14.5	16.4	13.7	12.2	13.6	15.7	5.7	6.2	9.2	12.3	13.6	9.7
NOVA91.9	11.1	12.7	7.6	12.4	13.9	5.7	9.9	11.0	10.2	10.3	11.8	8.5	13.4	16.0	5.5	10.0	12.2	5.1	12.7	14.4	6.1
SAFM	8.2	9.2	7.4	6.9	7.5	5.4	8.1	9.0	8.7	9.6	10.8	9.6	9.7	11.3	7.1	5.2	6.3	3.0	7.3	8.2	4.1
ABC ADE	6.9	7.2	12.9	10.1	10.1	19.4	7.0	7.1	14.3	4.6	5.2	4.9	4.9	5.2	8.4	8.6	8.2	23.7	6.2	6.5	8.6
5RN	1.2	1.3	1.6	2.1	2.1	4.0	0.7	0.8	0.1	0.9	1.0	1.2	1.0	1.1	1.6	1.4	1.6	1.6	1.7	1.9	2.4
ABC NEWSRADIO	1.4	1.4	2.6	2.1	2.1	4.3	1.1	1.1	1.7	0.9	0.9	1.4	0.8	0.8	2.7	2.6	2.8	4.4	1.8	2.0	2.4
5J JJ	3.9	4.5	3.2	4.5	5.1	1.4	4.1	4.7	3.4	3.6	4.1	3.2	3.7	4.1	5.2	3.2	3.7	3.8	2.8	3.0	4.0
ABC CLASSIC	2.1	2.5	0.5	1.8	2.0	*	1.7	2.0	*	2.4	2.9	0.8	2.3	2.7	1.4	2.9	3.6	1.2	3.2	3.7	0.5
Commercial DAB+ Stns	10.0	10.6	15.2	5.4	5.6	7.7	10.5	11.6	12.3	11.9	12.4	22.9	10.5	11.4	17.4	14.4	16.7	15.3	10.4	10.1	24.9
ABC DAB+ Stns	1.3	1.3	2.6	1.2	1.2	1.8	0.9	0.9	2.0	1.0	1.0	2.3	1.6	1.5	4.7	3.6	4.1	3.8	2.1	2.0	6.5
Total DAB+ Stns	12.1	12.0	17.8	7.5	6.8	9.5	12.2	12.5	14.3	13.6	13.5	25.1	12.6	12.9	22.1	20.2	20.8	19.1	13.3	12.1	31.4

Interpreting RADIO 360: For People 10+, Mon-Sun 5:30am-12mn, FIVEaa has a 9.2% share of all listening, 10.2% share of AM/FM/DAB+ listening and 10.6% 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 8 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	140	139	22	12	11	2	6	6	2	12	12	2	28	28	7	29	29	6	52	52	4
CRUISE1323	206	193	38	15	12	5	19	14	5	15	15	3	23	22	3	46	42	10	89	89	13
MIX102.3	348	332	60	50	46	11	27	25	5	91	85	20	73	70	9	57	56	10	49	49	5
5MMM	288	283	43	33	31	3	29	28	8	64	62	8	82	81	15	44	43	8	37	37	1
NOVA91.9	364	352	72	57	54	11	53	53	11	134	131	28	76	72	15	33	33	4	11	10	3
SAFM	283	271	41	38	34	9	33	31	7	93	91	14	79	76	10	29	29	*	11	11	1
ABC ADE	154	145	30	9	7	2	14	12	2	15	14	3	15	15	4	24	23	5	77	73	14
5RN	41	37	10	4	4	*	4	3	2	1	1	*	5	3	3	5	5	1	23	21	4
ABC NEWSRADIO	68	64	19	8	7	2	9	9	4	12	10	2	10	10	3	12	11	3	17	17	4
5J JJ	130	122	22	10	10	3	24	23	6	46	42	7	37	35	5	7	6	2	5	5	*
ABC CLASSIC	48	47	5	6	6	*	2	2	*	6	6	1	7	7	1	6	6	*	21	21	4
Commercial DAB+ Stns	228	216	62	34	31	11	27	26	8	59	56	16	44	42	14	32	32	7	32	30	6
ABC DAB+ Stns	59	54	23	9	8	3	6	6	3	11	9	4	13	12	6	9	8	4	11	11	3
Total DAB+ Stns	288	257	84	42	36	14	33	31	11	70	62	20	60	52	19	38	37	11	44	39	9
Total	1,130	1,074	293	115	110	36	112	103	39	267	254	71	238	226	61	154	151	41	244	230	45

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	132	131	20	86	82	10	60	58	8	57	57	7	66	64	8	35	32	4	86	83	12
CRUISE1323	189	175	30	104	92	19	115	108	15	119	113	16	84	78	9	28	26	4	124	116	21
MIX102.3	312	293	52	178	171	14	171	156	25	198	184	27	148	139	18	74	70	5	213	205	26
5MMM	262	251	36	164	157	17	145	139	16	153	146	18	123	117	12	45	37	9	178	173	18
NOVA91.9	322	310	61	189	182	18	148	137	31	175	165	23	155	150	9	87	79	10	212	209	25
SAFM	258	245	36	145	135	12	116	102	16	146	137	19	130	123	13	50	45	4	151	145	12
ABC ADE	143	134	28	99	91	21	73	66	13	74	69	8	52	47	7	40	36	7	91	85	15
5RN	35	33	6	18	16	2	13	12	1	15	14	4	12	9	2	9	7	1	25	20	6
ABC NEWSRADIO	55	51	14	35	31	8	20	18	4	17	17	3	15	11	4	11	9	4	42	37	10
5J JJ	114	108	19	64	64	3	47	43	8	56	54	7	52	46	8	23	21	4	75	70	9
ABC CLASSIC	43	43	4	20	20	*	15	15	*	23	22	1	19	19	3	10	9	1	25	24	2
Commercial DAB+ Stns	200	191	50	97	91	16	112	108	19	119	110	29	110	98	21	59	55	11	132	116	35
ABC DAB+ Stns	44	39	17	19	17	5	13	11	4	17	14	6	22	18	8	14	13	4	40	34	11
Total DAB+ Stns	251	224	67	122	107	21	129	118	23	144	123	34	136	112	29	80	66	14	175	147	46
Total	1,095	1,031	257	866	807	121	767	691	136	821	736	143	734	654	105	395	342	55	946	878	166

Interpreting RADIO 360: For People 10+, Mon-Sun 5:30am-12mn, FIVEaa has 140,000 total listeners, 139,000 AM/FM/DAB+ listeners and 22,000 Streaming listeners. Please note that there can be overlap between radio types.