

## GfK Radio 360 Ratings Summary Report – Survey 2, 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

For more information contact the GfK team at [AUSradioratings@gfk.com](mailto:AUSradioratings@gfk.com).

# RADIO 360: ADELAIDE - TOTAL RADIO - SURVEY 2 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	7.9	8.2	-0.3	4.9	5.4	-0.5	2.9	2.5	0.4	0.9	0.4	0.5	4.5	2.4	2.1	10.2	11.1	-0.9	15.2	17.5	-2.3
CRUISE1323	8.7	8.6	0.1	2.0	2.9	-0.9	3.0	1.4	1.6	1.1	2.1	-1.0	2.5	2.7	-0.2	14.7	14.5	0.2	17.4	16.6	0.8
MIX102.3	14.3	13.3	1.0	14.3	17.0	-2.7	14.0	16.1	-2.1	13.9	11.8	2.1	14.0	11.0	3.0	19.7	21.0	-1.3	11.3	9.2	2.1
5MMM	12.4	11.6	0.8	13.8	11.1	2.7	12.2	17.8	-5.6	10.7	6.1	4.6	17.6	16.3	1.3	13.9	11.6	2.3	8.1	9.7	-1.6
NOVA91.9	10.0	11.3	-1.3	15.4	15.1	0.3	22.8	22.4	0.4	21.9	25.9	-4.0	8.4	9.3	-0.9	4.5	6.6	-2.1	2.6	2.4	0.2
SAFM	9.0	8.9	0.1	18.3	19.0	-0.7	11.6	14.9	-3.3	15.8	13.5	2.3	11.5	11.2	0.3	6.3	6.6	-0.3	1.4	1.2	0.2
ABC ADE	7.4	6.6	0.8	1.5	1.8	-0.3	2.3	1.2	1.1	0.9	2.0	-1.1	1.9	3.1	-1.2	8.8	3.5	5.3	17.6	16.5	1.1
5RN	1.2	1.4	-0.2	0.8	0.6	0.2	0.1	*	*	0.3	0.3	0.0	1.0	0.9	0.1	1.3	0.9	0.4	2.2	3.1	-0.9
ABC NEWSRADIO	1.7	1.5	0.2	1.7	1.1	0.6	1.7	1.3	0.4	1.7	1.3	0.4	1.6	1.1	0.5	1.8	1.4	0.4	1.9	2.2	-0.3
5JJJ	5.1	5.2	-0.1	6.2	5.0	1.2	4.1	5.9	-1.8	11.7	13.0	-1.3	6.2	6.2	0.0	4.3	3.2	1.1	0.8	0.9	-0.1
ABC CLASSIC	2.6	2.7	-0.1	0.4	0.3	0.1	0.7	0.9	-0.2	0.3	0.4	-0.1	0.6	1.5	-0.9	1.7	1.5	0.2	7.3	6.8	0.5

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	7.8	8.3	-0.5	11.8	12.6	-0.8	7.0	7.9	-0.9	3.5	3.2	0.3	6.8	5.7	1.1	14.6	19.1	-4.5	8.1	8.1	0.0
CRUISE1323	8.4	8.3	0.1	7.6	7.7	-0.1	10.0	10.0	0.0	9.1	8.9	0.2	7.3	6.8	0.5	5.8	6.0	-0.2	9.6	9.4	0.2
MIX102.3	14.3	13.4	0.9	12.8	11.8	1.0	15.3	13.8	1.5	15.2	14.0	1.2	13.6	13.7	-0.1	14.0	13.6	0.4	14.3	13.1	1.2
5MMM	13.1	12.3	0.8	14.9	14.6	0.3	15.5	14.6	0.9	13.9	12.5	1.4	9.6	9.1	0.5	5.5	3.9	1.6	9.9	9.2	0.7
NOVA91.9	9.8	11.4	-1.6	9.9	11.4	-1.5	7.9	8.9	-1.0	10.5	12.5	-2.0	12.4	13.7	-1.3	7.7	10.9	-3.2	10.7	11.0	-0.3
SAFM	9.4	9.3	0.1	8.2	7.9	0.3	8.5	8.0	0.5	11.0	10.7	0.3	11.0	11.6	-0.6	6.9	8.1	-1.2	8.0	7.6	0.4
ABC ADE	7.8	6.8	1.0	10.9	9.5	1.4	8.5	7.5	1.0	6.0	5.4	0.6	5.2	4.9	0.3	7.2	5.8	1.4	6.3	5.9	0.4
5RN	1.1	1.3	-0.2	1.7	1.8	-0.1	0.9	1.1	-0.2	1.1	1.3	-0.2	1.1	1.2	-0.1	0.9	0.7	0.2	1.3	1.4	-0.1
ABC NEWSRADIO	1.6	1.4	0.2	2.6	2.0	0.6	0.9	0.9	0.0	1.1	0.9	0.2	1.4	1.1	0.3	2.7	3.1	-0.4	2.1	2.0	0.1
5JJJ	4.9	4.7	0.2	5.2	4.1	1.1	4.5	4.3	0.2	5.0	5.0	0.0	5.7	5.8	-0.1	4.0	4.3	-0.3	5.4	6.7	-1.3
ABC CLASSIC	2.5	2.5	0.0	2.5	2.0	0.5	2.7	2.6	0.1	1.8	1.8	0.0	2.4	2.3	0.1	4.7	6.4	-1.7	2.9	3.4	-0.5

# RADIO 360: ADELAIDE - TOTAL RADIO - SURVEY 2 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	139	131	8	10	10	0	13	12	1	10	8	2	19	14	5	28	28	0	59	60	-1
CRUISE1323	197	207	-10	9	10	-1	12	8	4	14	19	-5	19	21	-2	54	50	4	89	98	-9
MIX102.3	378	359	19	50	50	0	49	51	-2	82	72	10	77	72	5	51	51	0	69	63	6
5MMM	289	282	7	46	43	3	34	38	-4	56	52	4	76	75	1	38	34	4	39	40	-1
NOVA91.9	369	359	10	58	55	3	67	60	7	126	131	-5	69	65	4	26	28	-2	22	20	2
SAFM	294	275	19	50	47	3	36	42	-6	94	81	13	68	64	4	31	26	5	15	16	-1
ABC ADE	151	150	1	5	5	0	15	14	1	9	9	0	17	21	-4	29	23	6	76	78	-2
5RN	53	52	1	6	6	0	1	2	-1	5	7	-2	14	12	2	6	4	2	21	23	-2
ABC NEWSRADIO	69	60	9	7	6	1	7	7	0	11	14	-3	15	13	2	11	7	4	19	13	6
5JJJ	164	163	1	22	21	1	25	23	2	60	62	-2	36	41	-5	16	9	7	6	7	-1
ABC CLASSIC	63	67	-4	2	4	-2	8	10	-2	6	7	-1	7	12	-5	9	9	0	30	25	5
<b>Total</b>	<b>1,141</b>	<b>1,145</b>	<b>-4</b>	<b>120</b>	<b>120</b>	<b>0</b>	<b>114</b>	<b>119</b>	<b>-5</b>	<b>267</b>	<b>268</b>	<b>-1</b>	<b>241</b>	<b>240</b>	<b>1</b>	<b>156</b>	<b>156</b>	<b>0</b>	<b>244</b>	<b>243</b>	<b>1</b>

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	124	119	5	79	82	-3	61	61	0	52	43	9	54	53	1	39	40	-1	94	88	6
CRUISE1323	177	179	-2	97	93	4	96	105	-9	110	108	2	82	76	6	46	44	2	134	127	7
MIX102.3	341	327	14	176	171	5	168	177	-9	205	196	9	156	164	-8	81	78	3	217	209	8
5MMM	258	251	7	153	158	-5	125	130	-5	158	142	16	117	108	9	56	44	12	152	148	4
NOVA91.9	330	323	7	188	187	1	144	143	1	168	172	-4	165	160	5	75	72	3	224	205	19
SAFM	263	243	20	148	142	6	110	108	2	158	149	9	127	131	-4	52	51	1	164	157	7
ABC ADE	141	139	2	97	91	6	89	75	14	79	74	5	54	53	1	30	28	2	95	91	4
5RN	43	45	-2	26	25	1	13	17	-4	19	18	1	17	14	3	9	7	2	26	25	1
ABC NEWSRADIO	57	47	10	33	24	9	16	17	-1	16	14	2	21	16	5	14	14	0	47	42	5
5JJJ	142	137	5	72	68	4	50	52	-2	66	64	2	80	77	3	35	31	4	92	93	-1
ABC CLASSIC	57	61	-4	30	28	2	27	31	-4	29	29	0	27	29	-2	16	16	0	33	37	-4
<b>Total</b>	<b>1,118</b>	<b>1,114</b>	<b>4</b>	<b>862</b>	<b>857</b>	<b>5</b>	<b>744</b>	<b>761</b>	<b>-17</b>	<b>829</b>	<b>824</b>	<b>5</b>	<b>768</b>	<b>761</b>	<b>7</b>	<b>404</b>	<b>384</b>	<b>20</b>	<b>970</b>	<b>973</b>	<b>-3</b>

# RADIO 360: ADELAIDE - TOTAL RADIO - SURVEY 2 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	0	*	*	*	*	*	*	1	1	0	3	3	0	6	8	-2
CRUISE1323	13	13	0	*	*	*	*	*	*	*	1	*	1	1	0	4	4	0	7	7	0
MIX102.3	21	20	1	2	2	0	2	2	0	3	3	0	4	3	1	5	5	0	5	4	1
5MMM	18	17	1	2	1	1	1	2	-1	2	2	0	5	5	0	4	3	1	3	4	-1
NOVA91.9	15	17	-2	2	2	0	3	3	0	5	6	-1	3	3	0	1	2	-1	1	1	0
SAFM	13	13	0	2	2	0	1	2	-1	4	3	1	3	3	0	2	2	0	1	1	0
ABC ADE	11	10	1	*	*	*	*	*	*	*	1	*	1	1	0	2	1	1	7	7	0
5RN	2	2	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0
ABC NEWSRADIO	3	2	1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0
5JJJ	7	8	-1	1	1	0	*	1	*	3	3	0	2	2	0	1	1	0	*	*	*
ABC CLASSIC	4	4	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	3	3	0
<b>Total</b>	<b>146</b>	<b>147</b>	<b>-1</b>	<b>14</b>	<b>13</b>	<b>1</b>	<b>12</b>	<b>14</b>	<b>-2</b>	<b>23</b>	<b>25</b>	<b>-2</b>	<b>30</b>	<b>28</b>	<b>2</b>	<b>26</b>	<b>25</b>	<b>1</b>	<b>41</b>	<b>43</b>	<b>-2</b>

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	12	13	-1	24	25	-1	15	18	-3	7	7	0	10	8	2	7	10	-3	10	10	0
CRUISE1323	13	13	0	15	15	0	22	23	-1	19	19	0	10	10	0	3	3	0	12	11	1
MIX102.3	22	21	1	26	23	3	33	32	1	32	30	2	19	19	0	7	7	0	18	16	2
5MMM	20	19	1	30	29	1	34	34	0	29	27	2	14	13	1	3	2	1	12	11	1
NOVA91.9	15	18	-3	20	23	-3	17	21	-4	22	27	-5	18	19	-1	4	5	-1	13	13	0
SAFM	15	15	0	16	16	0	19	19	0	23	23	0	16	16	0	4	4	0	10	9	1
ABC ADE	12	11	1	22	19	3	19	17	2	13	11	2	7	7	0	4	3	1	8	7	1
5RN	2	2	0	3	4	-1	2	3	-1	2	3	-1	1	2	-1	*	*	*	2	2	0
ABC NEWSRADIO	2	2	0	5	4	1	2	2	0	2	2	0	2	2	0	1	2	-1	3	2	1
5JJJ	8	7	1	10	8	2	10	10	0	11	11	0	8	8	0	2	2	0	7	8	-1
ABC CLASSIC	4	4	0	5	4	1	6	6	0	4	4	0	3	3	0	2	3	-1	4	4	0
<b>Total</b>	<b>156</b>	<b>157</b>	<b>-1</b>	<b>200</b>	<b>198</b>	<b>2</b>	<b>219</b>	<b>232</b>	<b>-13</b>	<b>211</b>	<b>213</b>	<b>-2</b>	<b>142</b>	<b>141</b>	<b>1</b>	<b>51</b>	<b>50</b>	<b>1</b>	<b>122</b>	<b>122</b>	<b>0</b>

# RADIO 360: ADELAIDE - TOTAL RADIO - SURVEY 2 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	15	14	1	1	1	0	*	1	*	6	5	1	7	5	2	*	1	*	*	*	*
CADA	8	5	3	2	2	0	1	1	0	2	2	0	1	*	*	*	*	*	1	*	*
Chemist Warehouse Remix	6	6	0	3	1	2	2	2	0	*	1	*	2	2	0	*	*	*	*	*	*
Coles Radio	25	22	3	4	4	0	8	4	4	2	3	-1	8	7	1	*	2	*	3	1	2
DANCE HITS	33	32	1	8	6	2	3	2	1	9	7	2	10	13	-3	2	3	-1	1	*	*
EASY HITS	12	9	3	2	2	0	*	*	*	2	1	1	5	3	2	2	1	1	1	1	2
iHeartCountry	5	8	-3	1	1	0	*	1	*	1	1	0	2	2	0	1	2	-1	*	*	*
Mix 80s	25	26	-1	4	4	0	2	3	-1	1	2	-1	9	7	2	4	5	-1	4	5	-1
Mix 90s	22	19	3	4	3	1	2	2	0	5	6	-1	8	5	3	3	1	2	1	2	-1
MMM 2000s	11	11	0	3	2	1	2	2	0	2	3	-1	3	3	0	1	1	0	1	*	*
MMM 80s	16	13	3	2	2	0	2	3	-1	2	1	1	6	4	2	1	*	*	4	3	1
MMM 90s	20	22	-2	2	3	-1	3	3	0	3	6	-3	9	9	0	2	*	*	2	1	1
MMM CLASSIC ROCK	32	25	7	7	4	3	1	3	-2	3	2	1	8	8	0	4	1	3	10	6	4
NOVA Throwbacks	28	29	-1	6	8	-2	3	4	-1	10	13	-3	7	4	3	*	*	*	2	1	1
OLDSKOOL 80s HITS	21	19	2	4	2	2	3	4	-1	3	3	0	6	8	-2	2	1	1	3	1	2
OLDSKOOL 90s HITS	24	26	-2	6	5	1	3	4	-1	7	6	1	6	9	-3	3	2	1	*	*	*
RnB FRIDAYS RADIO	24	20	4	5	7	-2	4	2	2	10	8	2	3	3	0	2	*	*	*	*	*
smooth 80s	18	16	2	3	3	0	3	3	0	4	3	1	4	4	0	*	*	*	3	3	0
smooth fm Adelaide	34	37	-3	4	4	0	4	6	-2	2	1	1	7	10	-3	10	9	1	7	7	0
TikTok Trending	38	36	2	7	6	1	16	16	0	8	10	-2	4	2	2	1	*	*	1	2	-1
triple j Unearthed	13	15	-2	2	1	1	6	4	2	4	7	-3	1	*	*	1	2	-1	*	*	*
ABC Country	11	8	3	1	2	-1	1	1	0	2	1	1	2	1	1	*	*	*	6	5	1
ABC Jazz	21	17	4	3	2	1	2	2	0	1	2	-1	4	4	0	4	1	3	6	6	0
ABC KIDS LISTEN	10	10	0	6	7	-1	*	*	*	2	2	0	3	1	2	*	*	*	*	*	*
ABC Sport	11	14	-3	3	3	0	2	4	-2	*	*	*	1	3	-2	1	1	0	3	3	0
Double J	18	19	-1	2	2	0	*	*	*	3	4	-1	8	9	-1	4	3	1	1	1	0
Total Digital/Internet Only	302	309	-7	46	42	4	43	41	2	55	62	-7	76	83	-7	33	35	-2	50	46	4

# RADIO 360: ADELAIDE - TOTAL RADIO - SURVEY 2 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	9	11	-2	6	7	-1	7	10	-3	8	5	3	6	7	-1	2	4	-2	13	11	2
CADA	5	5	0	3	1	2	1	1	0	1	2	-1	1	3	-2	1	1	0	4	*	*
Chemist Warehouse Remix	4	5	-1	2	3	-1	2	5	-3	2	3	-1	*	*	*	1	*	*	3	2	1
Coles Radio	22	20	2	8	6	2	8	6	2	6	9	-3	10	6	4	9	6	3	8	5	3
DANCE HITS	26	25	1	6	5	1	10	10	0	9	8	1	12	12	0	4	4	0	17	17	0
EASY HITS	11	7	4	4	3	1	3	3	0	4	4	0	5	3	2	2	1	1	3	3	0
iHeartCountry	4	8	-4	*	2	*	2	4	-2	2	3	-1	1	2	-1	1	1	0	2	2	0
Mix 80s	19	18	1	7	9	-2	7	8	-1	6	10	-4	7	9	-2	6	4	2	11	15	-4
Mix 90s	15	14	1	3	3	0	5	3	2	6	4	2	6	6	0	1	2	-1	9	7	2
MMM 2000s	7	7	0	1	2	-1	2	2	0	3	3	0	3	1	2	*	*	*	4	5	-1
MMM 80s	14	12	2	3	2	1	4	2	2	6	9	-3	7	7	0	3	3	0	6	7	-1
MMM 90s	15	19	-4	7	9	-2	6	6	0	9	11	-2	5	9	-4	4	5	-1	11	8	3
MMM CLASSIC ROCK	28	22	6	10	8	2	9	10	-1	13	12	1	14	10	4	6	5	1	19	15	4
NOVA Throwbacks	25	27	-2	14	12	2	7	7	0	15	17	-2	14	15	-1	5	3	2	15	12	3
OLDSKOOL 80s HITS	15	16	-1	5	5	0	7	4	3	6	7	-1	4	4	0	3	3	0	12	8	4
OLDSKOOL 90s HITS	21	23	-2	8	7	1	8	6	2	13	14	-1	8	8	0	5	4	1	11	13	-2
RnB FRIDAYS RADIO	20	16	4	8	6	2	9	8	1	9	7	2	8	6	2	4	3	1	11	7	4
smooth 80s	13	11	2	5	5	0	6	4	2	4	2	2	5	4	1	2	1	1	6	6	0
smooth fm Adelaide	29	31	-2	8	10	-2	11	17	-6	17	20	-3	14	15	-1	7	6	1	16	21	-5
TikTok Trending	29	28	1	9	7	2	6	5	1	7	8	-1	14	12	2	12	11	1	24	23	1
triple j Unearthed	10	10	0	1	3	-2	2	2	0	5	1	4	5	4	1	2	3	-1	5	9	-4
ABC Country	10	6	4	3	2	1	5	2	3	6	3	3	2	2	0	2	1	1	7	5	2
ABC Jazz	19	16	3	4	4	0	2	2	0	6	6	0	8	6	2	10	6	4	15	9	6
ABC KIDS LISTEN	9	10	-1	4	4	0	1	1	0	4	3	1	3	4	-1	2	1	1	4	3	1
ABC Sport	6	8	-2	*	2	*	2	4	-2	*	1	*	*	1	*	4	4	0	7	8	-1
Double J	17	17	0	5	8	-3	8	10	-2	9	9	0	8	8	0	3	4	-1	9	12	-3
Total Digital/Internet Only	264	268	-4	116	121	-5	121	135	-14	143	153	-10	141	140	1	91	79	12	205	198	7

# RADIO 360: ADELAIDE - BY RADIO TYPE - SURVEY 2 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	7.9	8.4	10.5	4.9	5.5	1.2	2.9	1.6	14.6	0.9	1.0	0.9	4.5	5.0	9.2	10.2	10.9	9.5	15.2	16.0	23.1
CRUISE1323	8.7	9.3	11.5	2.0	2.1	1.9	3.0	2.7	6.4	1.1	1.3	1.3	2.5	2.4	9.1	14.7	14.6	31.7	17.4	18.9	16.7
MIX102.3	14.3	16.1	9.6	14.3	15.3	10.1	14.0	14.8	14.1	13.9	15.9	9.4	14.0	17.1	11.2	19.7	21.7	8.8	11.3	12.6	5.4
5MMM	12.4	13.8	10.3	13.8	14.3	13.5	12.2	13.0	10.9	10.7	11.9	11.6	17.6	21.3	16.0	13.9	15.0	10.2	8.1	9.2	0.9
NOVA91.9	10.0	11.2	8.6	15.4	16.9	6.3	22.8	25.6	9.9	21.9	24.4	23.5	8.4	10.2	7.6	4.5	4.6	6.5	2.6	2.9	1.2
SAFM	9.0	10.1	7.6	18.3	19.8	10.4	11.6	12.9	6.5	15.8	17.9	13.8	11.5	13.9	10.6	6.3	6.9	4.2	1.4	1.5	1.5
ABC ADE	7.4	7.7	13.3	1.5	1.6	1.6	2.3	1.9	7.4	0.9	1.0	2.1	1.9	1.9	7.4	8.8	9.2	11.0	17.6	17.8	41.3
5RN	1.2	1.3	1.7	0.8	0.8	0.5	0.1	0.1	*	0.3	0.3	0.6	1.0	0.9	4.2	1.3	1.4	1.6	2.2	2.5	1.6
ABC NEWSRADIO	1.7	1.8	3.6	1.7	1.6	3.0	1.7	1.0	7.3	1.7	1.6	4.6	1.6	1.6	4.9	1.8	2.0	0.2	1.9	2.0	1.9
5JJJ	5.1	5.6	4.1	6.2	6.7	4.1	4.1	4.2	5.1	11.7	13.3	9.2	6.2	7.6	4.1	4.3	4.6	3.8	0.8	1.0	0.1
ABC CLASSIC	2.6	3.0	1.5	0.4	0.4	0.6	0.7	0.4	4.0	0.3	0.3	0.5	0.6	0.7	0.6	1.7	1.9	1.1	7.3	8.1	2.6
Commercial DAB+ Stns	9.1	9.7	14.0	12.7	10.8	34.3	18.8	20.6	13.0	9.9	10.4	21.0	11.5	13.9	10.4	5.9	6.0	9.4	4.9	5.4	2.6
ABC DAB+ Stns	2.0	2.1	3.7	4.9	4.3	12.5	1.2	1.3	0.9	0.6	0.6	1.6	3.0	3.5	4.7	1.2	1.3	1.9	1.9	2.1	1.2
Total DAB+ Stns	12.4	11.8	17.7	18.4	15.0	46.8	20.8	21.9	13.9	11.9	11.0	22.5	15.9	17.4	15.1	9.3	7.3	11.4	7.7	7.6	3.8

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	7.8	8.3	10.9	11.8	12.1	18.7	7.0	7.4	9.3	3.5	3.7	6.0	6.8	7.5	8.8	14.6	16.4	12.4	8.1	8.8	9.0
CRUISE1323	8.4	9.0	11.4	7.6	8.0	7.7	10.0	10.5	16.4	9.1	9.9	12.3	7.3	8.1	8.6	5.8	6.2	9.5	9.6	10.3	12.0
MIX102.3	14.3	16.1	9.6	12.8	14.1	6.8	15.3	17.2	10.2	15.2	17.1	13.8	13.6	15.9	6.8	14.0	16.1	6.3	14.3	16.1	9.7
5MMM	13.1	14.6	11.5	14.9	16.0	13.3	15.5	17.4	9.9	13.9	15.7	12.0	9.6	10.9	9.4	5.5	5.6	12.4	9.9	11.1	6.6
NOVA91.9	9.8	10.9	8.9	9.9	10.9	6.3	7.9	8.5	10.5	10.5	11.8	10.1	12.4	14.2	10.2	7.7	8.7	6.5	10.7	12.0	7.6
SAFM	9.4	10.4	8.1	8.2	8.7	7.9	8.5	9.3	8.4	11.0	12.5	8.5	11.0	12.7	7.2	6.9	7.6	7.6	8.0	8.9	6.4
ABC ADE	7.8	8.0	14.6	10.9	10.8	21.9	8.5	8.9	13.9	6.0	6.4	11.0	5.2	5.4	11.7	7.2	7.7	12.0	6.3	6.6	9.3
5RN	1.1	1.2	1.8	1.7	1.7	3.0	0.9	0.9	1.0	1.1	1.2	1.3	1.1	1.1	1.9	0.9	0.9	1.6	1.3	1.5	1.4
ABC NEWSRADIO	1.6	1.7	2.7	2.6	2.6	5.0	0.9	1.0	0.9	1.1	1.1	2.3	1.4	1.5	2.9	2.7	3.1	2.0	2.1	2.0	6.2
5JJJ	4.9	5.5	4.4	5.2	5.7	3.5	4.5	4.9	4.8	5.0	5.6	4.8	5.7	6.4	5.9	4.0	4.5	2.8	5.4	6.1	3.2
ABC CLASSIC	2.5	2.9	1.8	2.5	2.8	1.0	2.7	3.2	0.8	1.8	2.0	2.1	2.4	2.7	3.2	4.7	5.3	3.4	2.9	3.4	0.8
Commercial DAB+ Stns	8.6	9.3	11.1	5.2	5.7	3.5	8.1	8.6	11.2	9.6	10.6	11.9	10.9	11.9	18.1	12.3	13.2	18.9	10.6	10.7	22.6
ABC DAB+ Stns	1.9	2.0	3.2	0.9	0.9	1.3	2.0	2.1	2.7	2.2	2.4	4.0	1.6	1.6	5.3	4.2	4.7	4.6	2.4	2.4	5.1
Total DAB+ Stns	11.7	11.4	14.3	6.9	6.7	4.8	10.7	10.7	13.9	13.3	12.9	15.9	14.0	13.5	23.5	18.3	17.9	23.5	14.6	13.1	27.7

Interpreting RADIO 360: For People 10+, Mon-Sun 5:30am-12mn, FIVEaa has a 7.9% share of all listening, 8.4% share of AM/FM/DAB+ listening and 10.5% 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 2 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	139	133	23	10	9	2	13	11	3	10	9	2	19	18	3	28	27	5	59	59	8
CRUISE1323	197	189	28	9	8	1	12	12	4	14	13	1	19	17	7	54	52	8	89	88	6
MIX102.3	378	365	54	50	48	9	49	46	8	82	79	11	77	75	12	51	50	7	69	67	6
5MMM	289	277	36	46	41	7	34	31	8	56	55	4	76	73	12	38	37	4	39	39	2
NOVA91.9	369	356	68	58	57	7	67	66	12	126	123	24	69	67	16	26	23	6	22	21	2
SAFM	294	287	37	50	49	6	36	35	4	94	93	12	68	66	10	31	30	4	15	15	1
ABC ADE	151	144	29	5	5	1	15	11	5	9	7	2	17	16	5	29	29	2	76	75	13
5RN	53	47	12	6	6	1	1	1	*	5	4	1	14	11	5	6	6	2	21	20	3
ABC NEWSRADIO	69	67	12	7	7	2	7	6	3	11	11	3	15	15	3	11	11	*	19	18	2
5JJJ	164	155	29	22	22	5	25	22	6	60	54	10	36	34	5	16	16	3	6	6	1
ABC CLASSIC	63	57	16	2	2	*	8	6	3	6	6	1	7	6	3	9	9	3	30	29	5
Commercial DAB+ Stns	234	228	58	39	38	15	37	36	7	44	43	14	57	56	15	20	20	4	36	35	2
ABC DAB+ Stns	75	70	24	12	12	4	9	8	2	12	10	4	18	17	6	9	9	5	14	14	3
Total DAB+ Stns	302	271	80	46	43	20	43	39	10	55	50	17	76	67	19	33	28	9	50	44	5
<b>Total</b>	<b>1,141</b>	<b>1,094</b>	<b>273</b>	<b>120</b>	<b>118</b>	<b>35</b>	<b>114</b>	<b>113</b>	<b>37</b>	<b>267</b>	<b>253</b>	<b>61</b>	<b>241</b>	<b>228</b>	<b>63</b>	<b>156</b>	<b>146</b>	<b>38</b>	<b>244</b>	<b>236</b>	<b>39</b>

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+
FIVEaa	124	121	17	79	74	10	61	60	6	52	49	6	54	54	4	39	39	3	94	88	12
CRUISE1323	177	170	26	97	89	11	96	90	11	110	104	14	82	77	9	46	43	5	134	126	17
MIX102.3	341	328	47	176	165	15	168	161	17	205	195	26	156	152	13	81	78	6	217	212	23
5MMM	258	245	30	153	145	13	125	119	9	158	150	14	117	111	8	56	50	6	152	145	15
NOVA91.9	330	315	56	188	175	16	144	129	20	168	158	24	165	160	18	75	69	9	224	218	28
SAFM	263	257	32	148	139	16	110	103	13	158	151	15	127	124	10	52	48	5	164	161	15
ABC ADE	141	134	27	97	89	16	89	82	13	79	74	14	54	52	5	30	28	3	95	91	10
5RN	43	38	10	26	24	4	13	12	2	19	19	2	17	15	2	9	7	2	26	23	4
ABC NEWSRADIO	57	54	10	33	29	6	16	15	2	16	15	3	21	20	3	14	13	1	47	45	7
5JJJ	142	136	23	72	68	8	50	45	7	66	60	13	80	75	9	35	32	3	92	87	10
ABC CLASSIC	57	52	12	30	28	2	27	26	1	29	25	7	27	24	4	16	14	3	33	31	4
Commercial DAB+ Stns	198	194	43	95	91	12	94	88	17	106	102	19	112	105	16	65	60	9	155	146	32
ABC DAB+ Stns	66	61	20	16	16	5	21	18	5	29	26	6	26	23	8	21	19	4	41	37	9
Total DAB+ Stns	264	238	62	116	104	16	121	103	22	143	125	25	141	124	24	91	78	13	205	175	41
<b>Total</b>	<b>1,118</b>	<b>1,067</b>	<b>236</b>	<b>862</b>	<b>796</b>	<b>114</b>	<b>744</b>	<b>673</b>	<b>103</b>	<b>829</b>	<b>757</b>	<b>123</b>	<b>768</b>	<b>693</b>	<b>90</b>	<b>404</b>	<b>359</b>	<b>53</b>	<b>970</b>	<b>904</b>	<b>152</b>

Interpreting RADIO 360: For People 10+, Mon-Sun 5:30am-12mn, FIVEaa has 139,000 total listeners, 133,000 AM/FM/DAB+ listeners and 23,000 Streaming listeners. Please note that there can be overlap between radio types.