

## GfK Radio 360 Ratings Summary Report – Survey 3, 2023

From Survey 3 2023 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 2023, Mon-Sun 5:30am-12mn, People 10+, By Radio

For more information contact the GfK team on 1800 097 713.

# RADIO 360: ADELAIDE - TOTAL RADIO - SURVEY 3 2023 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	9.4	9.7	-0.3	4.3	5.6	-1.3	3.4	0.9	2.5	1.2	0.5	0.7	4.4	5.4	-1.0	12.1	10.1	2.0	21.0	22.8	-1.8
CRUISE1323	8.9	8.6	0.3	2.2	1.4	0.8	3.2	2.4	0.8	1.6	1.5	0.1	4.1	2.3	1.8	18.3	16.2	2.1	16.1	17.8	-1.7
MIX102.3	12.1	11.9	0.2	14.9	11.3	3.6	14.9	11.8	3.1	11.6	10.4	1.2	13.4	13.1	0.3	11.2	18.4	-7.2	10.2	8.9	1.3
5MMM	12.4	12.0	0.4	13.5	11.0	2.5	6.2	13.1	-6.9	11.1	10.1	1.0	19.9	17.2	2.7	15.5	11.9	3.6	7.4	9.8	-2.4
NOVA91.9	10.7	11.3	-0.6	18.2	20.9	-2.7	21.9	22.8	-0.9	17.0	19.2	-2.2	14.7	13.1	1.6	3.9	5.2	-1.3	1.6	1.5	0.1
SAFM	8.7	9.6	-0.9	17.7	15.7	2.0	11.7	12.0	-0.3	15.4	18.2	-2.8	10.7	12.4	-1.7	5.0	6.7	-1.7	0.8	0.8	0.0
ABC ADE	7.7	7.2	0.5	2.0	0.9	1.1	1.1	0.8	0.3	0.6	1.1	-0.5	4.9	5.4	-0.5	8.0	7.8	0.2	18.5	16.3	2.2
5RN	1.1	1.5	-0.4	0.4	1.1	-0.7	0.1	0.1	0.0	0.1	0.1	0.0	0.4	0.3	0.1	2.4	2.0	0.4	1.8	3.4	-1.6
ABC NEWSRADIO	2.1	1.7	0.4	1.4	0.9	0.5	0.8	0.7	0.1	1.3	1.5	-0.2	1.1	1.6	-0.5	2.2	1.8	0.4	3.8	2.6	1.2
5JJJ	4.0	4.8	-0.8	3.3	5.2	-1.9	6.2	7.0	-0.8	9.4	10.7	-1.3	5.0	6.7	-1.7	1.8	1.3	0.5	0.2	0.4	-0.2
ABC CLASSIC	2.0	2.0	0.0	0.9	2.0	-1.1	1.1	0.3	0.8	0.7	0.6	0.1	1.0	0.7	0.3	3.2	2.8	0.4	3.8	3.8	0.0

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	9.3	9.8	-0.5	12.5	13.6	-1.1	9.9	10.4	-0.5	4.6	5.1	-0.5	7.1	7.8	-0.7	18.1	16.3	1.8	9.8	9.3	0.5						
CRUISE1323	8.4	7.7	0.7	7.7	6.6	1.1	9.9	9.0	0.9	9.3	8.9	0.4	8.0	6.9	1.1	4.3	4.7	-0.4	10.5	11.3	-0.8						
MIX102.3	11.9	12.0	-0.1	8.9	9.7	-0.8	12.5	12.9	-0.4	14.8	14.5	0.3	12.4	10.4	2.0	9.1	11.1	-2.0	12.4	11.6	0.8						
5MMM	13.4	12.8	0.6	15.1	14.2	0.9	14.6	13.4	1.2	14.1	13.3	0.8	11.6	11.3	0.3	6.1	7.9	-1.8	9.4	9.7	-0.3						
NOVA91.9	10.4	11.3	-0.9	10.1	10.4	-0.3	8.3	9.9	-1.6	11.4	11.6	-0.2	13.0	14.6	-1.6	9.1	11.4	-2.3	11.6	11.4	0.2						
SAFM	8.8	10.0	-1.2	8.2	10.6	-2.4	8.0	9.5	-1.5	10.1	10.5	-0.4	10.5	10.9	-0.4	5.3	6.0	-0.7	8.3	8.6	-0.3						
ABC ADE	7.9	7.3	0.6	11.1	10.4	0.7	8.3	7.4	0.9	5.2	5.0	0.2	5.8	6.2	-0.4	10.2	8.3	1.9	7.1	6.7	0.4						
5RN	0.9	1.3	-0.4	1.6	2.2	-0.6	0.7	1.0	-0.3	0.6	1.0	-0.4	0.4	0.9	-0.5	0.9	1.1	-0.2	1.6	2.0	-0.4						
ABC NEWSRADIO	1.9	1.7	0.2	2.7	2.7	0.0	1.0	1.3	-0.3	1.1	1.0	0.1	1.1	1.1	0.0	6.2	3.2	3.0	2.5	1.9	0.6						
5JJJ	4.0	4.7	-0.7	4.2	4.4	-0.2	3.3	4.4	-1.1	3.8	4.9	-1.1	5.2	5.4	-0.2	3.3	4.6	-1.3	4.1	4.9	-0.8						
ABC CLASSIC	1.9	1.8	0.1	2.0	1.6	0.4	2.2	1.5	0.7	1.4	1.6	-0.2	2.2	2.7	-0.5	2.1	1.8	0.3	2.4	2.6	-0.2						

# RADIO 360: ADELAIDE - TOTAL RADIO - SURVEY 3 2023 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	158	156	2	16	14	2	13	9	4	15	11	4	21	23	-2	31	29	2	62	70	-8
CRUISE1323	227	223	4	12	11	1	17	11	6	16	17	-1	26	23	3	55	49	6	100	113	-13
MIX102.3	353	362	-9	47	39	8	46	44	2	81	85	-4	76	80	-4	45	56	-11	59	58	1
5MMM	320	304	16	35	32	3	33	38	-5	85	68	17	78	79	-1	52	45	7	37	43	-6
NOVA91.9	360	357	3	67	62	5	61	61	0	121	126	-5	68	63	5	29	29	0	15	16	-1
SAFM	311	325	-14	54	53	1	40	39	1	111	114	-3	66	71	-5	30	33	-3	11	17	-6
ABC ADE	164	162	2	12	7	5	10	7	3	11	12	-1	24	27	-3	31	29	2	76	78	-2
5RN	39	40	-1	3	5	-2	4	2	2	4	2	2	6	5	1	9	9	0	13	18	-5
ABC NEWSRADIO	78	79	-1	9	8	1	10	7	3	11	12	-1	18	21	-3	16	14	2	14	16	-2
5JJJ	155	167	-12	17	20	-3	26	28	-2	61	60	1	34	38	-4	11	11	0	7	10	-3
ABC CLASSIC	70	55	15	6	5	1	10	4	6	9	12	-3	10	8	2	11	10	1	23	16	7
<b>Total</b>	<b>1,127</b>	<b>1,131</b>	<b>-4</b>	<b>118</b>	<b>119</b>	<b>-1</b>	<b>111</b>	<b>114</b>	<b>-3</b>	<b>262</b>	<b>265</b>	<b>-3</b>	<b>243</b>	<b>240</b>	<b>3</b>	<b>157</b>	<b>156</b>	<b>1</b>	<b>237</b>	<b>237</b>	<b>0</b>

By Session, P10+ [Potential: 1192]

Station	Mon-Fri			Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
FIVEaa	145	142	3	98	93	5	75	74	1	65	67	-2	56	53	3	49	42	7	116	103	13
CRUISE1323	199	196	3	99	92	7	97	100	-3	122	119	3	87	79	8	31	36	-5	144	152	-8
MIX102.3	322	325	-3	172	176	-4	157	168	-11	199	192	7	141	134	7	62	64	-2	223	222	1
5MMM	273	274	-1	156	142	14	131	129	2	152	154	-2	139	133	6	47	52	-5	171	169	2
NOVA91.9	326	322	4	194	185	9	144	148	-4	185	179	6	159	171	-12	70	82	-12	226	215	11
SAFM	279	294	-15	160	168	-8	120	135	-15	154	156	-2	122	130	-8	51	52	-1	166	169	-3
ABC ADE	150	144	6	105	97	8	89	81	8	71	77	-6	58	66	-8	38	44	-6	110	109	1
5RN	28	33	-5	16	22	-6	14	19	-5	11	16	-5	7	9	-2	8	7	1	27	31	-4
ABC NEWSRADIO	71	64	7	38	38	0	15	19	-4	17	16	1	19	19	0	24	20	4	49	47	2
5JJJ	134	143	-9	75	83	-8	57	59	-2	65	73	-8	73	77	-4	29	31	-2	95	107	-12
ABC CLASSIC	62	50	12	32	20	12	27	20	7	28	24	4	29	25	4	19	22	-3	43	35	8
<b>Total</b>	<b>1,109</b>	<b>1,108</b>	<b>1</b>	<b>879</b>	<b>861</b>	<b>18</b>	<b>755</b>	<b>752</b>	<b>3</b>	<b>836</b>	<b>830</b>	<b>6</b>	<b>763</b>	<b>769</b>	<b>-6</b>	<b>402</b>	<b>410</b>	<b>-8</b>	<b>988</b>	<b>986</b>	<b>2</b>

# RADIO 360: ADELAIDE - TOTAL RADIO - SURVEY 3 2023 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	14	0	1	1	0	*	*	*	*	*	*	1	2	-1	3	2	1	9	10	-1
CRUISE1323	13	13	0	*	*	*	*	*	*	*	*	*	1	1	0	5	4	1	7	7	0
MIX102.3	18	18	0	2	1	1	2	2	0	3	3	0	4	4	0	3	4	-1	4	4	0
5MMM	19	18	1	2	1	1	1	2	-1	3	3	0	6	5	1	4	3	1	3	4	-1
NOVA91.9	16	17	-1	2	3	-1	3	3	0	5	6	-1	5	4	1	1	1	0	1	1	0
SAFM	13	14	-1	2	2	0	1	2	-1	5	5	0	3	4	-1	1	2	-1	*	*	*
ABC ADE	12	11	1	*	*	*	*	*	*	*	*	*	2	2	0	2	2	0	8	7	1
5RN	2	2	0	*	*	*	*	*	*	*	*	*	*	*	*	1	*	*	1	1	0
ABC NEWSRADIO	3	3	0	*	*	*	*	*	*	*	*	*	*	*	*	1	*	*	2	1	1
5J JJ	6	7	-1	*	1	*	1	1	0	3	3	0	2	2	0	*	*	*	*	*	*
ABC CLASSIC	3	3	0	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0	2	2	0
<b>Total</b>	<b>150</b>	<b>150</b>	<b>0</b>	<b>13</b>	<b>13</b>	<b>0</b>	<b>12</b>	<b>14</b>	<b>-2</b>	<b>29</b>	<b>29</b>	<b>0</b>	<b>31</b>	<b>29</b>	<b>2</b>	<b>25</b>	<b>23</b>	<b>2</b>	<b>41</b>	<b>42</b>	<b>-1</b>

By Session, P10+ [Potential: 1192]

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	15	0	26	28	-2	23	24	-1	10	11	-1	10	12	-2	9	8	1	13	12	1
CRUISE1323	13	12	1	16	13	3	23	20	3	20	19	1	11	10	1	2	2	0	13	14	-1
MIX102.3	19	19	0	18	20	-2	29	30	-1	31	30	1	18	15	3	5	6	-1	16	15	1
5MMM	21	20	1	31	29	2	34	31	3	30	28	2	17	17	0	3	4	-1	12	12	0
NOVA91.9	17	18	-1	21	21	0	19	23	-4	24	24	0	19	21	-2	5	6	-1	15	15	0
SAFM	14	16	-2	17	21	-4	19	22	-3	21	22	-1	15	16	-1	3	3	0	11	11	0
ABC ADE	13	12	1	23	21	2	19	17	2	11	11	0	8	9	-1	5	4	1	9	9	0
5RN	1	2	-1	3	4	-1	2	2	0	1	2	-1	1	1	0	*	1	*	2	3	-1
ABC NEWSRADIO	3	3	0	6	5	1	2	3	-1	2	2	0	2	2	0	3	2	1	3	2	1
5J JJ	6	7	-1	9	9	0	8	10	-2	8	10	-2	7	8	-1	2	2	0	5	6	-1
ABC CLASSIC	3	3	0	4	3	1	5	3	2	3	3	0	3	4	-1	1	1	0	3	3	0
<b>Total</b>	<b>159</b>	<b>158</b>	<b>1</b>	<b>206</b>	<b>203</b>	<b>3</b>	<b>233</b>	<b>228</b>	<b>5</b>	<b>210</b>	<b>211</b>	<b>-1</b>	<b>144</b>	<b>147</b>	<b>-3</b>	<b>51</b>	<b>50</b>	<b>1</b>	<b>128</b>	<b>128</b>	<b>0</b>

# RADIO 360: ADELAIDE - TOTAL RADIO - SURVEY 3 2023 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	3	1	2	5	8	-3	4	2	2	3	2	1	*	1	*	*	*	*
CADA	13	15	-2	5	5	0	5	5	0	2	2	0	*	1	*	*	2	*	2	*	*
Chemist Warehouse Remix	13	9	4	5	3	2	1	2	-1	5	1	4	*	*	*	*	*	*	1	2	-1
Coles Radio	32	32	0	4	5	-1	7	9	-2	11	7	4	6	8	-2	1	1	0	2	4	-2
DANCE HITS	24	21	3	4	4	0	4	3	1	12	10	2	4	3	1	*	1	*	*	*	*
EASY 80s HITS	24	27	-3	4	4	0	4	6	-2	5	4	1	3	7	-4	4	3	1	3	3	0
LiSTNR Radio	7	6	1	2	2	0	2	2	0	*	*	*	1	2	-1	*	*	*	1	1	0
Mix 80s	36	38	-2	5	5	0	7	10	-3	5	5	0	8	8	0	5	3	2	6	6	0
Mix 90s	37	41	-4	5	8	-3	7	8	-1	16	12	4	5	5	0	2	5	-3	1	3	-2
MMM 2000s	14	10	4	2	1	1	3	3	0	6	5	1	1	*	*	*	1	*	*	*	*
MMM 80s	15	18	-3	2	2	0	2	5	-3	1	1	0	4	5	-1	3	3	0	3	2	1
MMM CLASSIC ROCK	28	28	0	5	5	0	3	2	1	4	2	2	5	5	0	5	6	-1	8	9	-1
MMM TRADIE RADIO	11	21	-10	3	4	-1	2	4	-2	1	2	-1	3	6	-3	*	4	*	1	1	0
NOVA Throwbacks	30	32	-2	4	6	-2	10	9	1	10	7	3	*	5	*	4	3	1	1	1	0
OLDSKOOL 90s HITS	29	30	-1	3	5	-2	5	6	-1	15	11	4	5	6	-1	1	2	-1	*	*	*
RnB Fridays Radio	25	29	-4	5	5	0	5	8	-3	11	12	-1	2	3	-1	1	1	0	1	*	*
smooth 80s	17	18	-1	4	3	1	3	4	-1	4	3	1	3	4	-1	1	2	-1	2	3	-1
smooth fm Adelaide	45	45	0	5	6	-1	4	4	0	6	2	4	11	12	-1	12	10	2	6	11	-5
TikTok Trending	28	22	6	6	8	-2	13	9	4	8	4	4	1	*	*	1	*	*	*	*	*
triple j Unearthed	19	18	1	2	2	0	10	6	4	3	6	-3	1	1	0	3	3	0	*	1	*
ABC Country	13	8	5	2	2	0	1	1	0	4	1	3	1	2	-1	*	*	*	5	3	2
ABC Jazz	22	22	0	3	3	0	4	3	1	3	2	1	3	4	-1	3	4	-1	6	6	0
ABC KIDS LISTEN	11	7	4	5	4	1	3	2	1	2	*	*	1	*	*	*	1	*	1	*	*
ABC Sport	18	20	-2	2	3	-1	4	2	2	3	3	0	1	3	-2	1	3	-2	7	6	1
Double J	23	29	-6	4	5	-1	5	6	-1	7	7	0	5	8	-3	1	3	-2	1	1	0
Total Digital/Internet Only	290	303	-13	35	36	-1	36	41	-5	81	73	8	54	58	-4	35	40	-5	49	54	-5

Please note: MMM 90s rebranded as MMM TRADIE RADIO effective Feb 26.

# RADIO 360: ADELAIDE - TOTAL RADIO - SURVEY 3 2023 DAB+ STATIONS ONLY - CUMULATIVE AUDIENCE (000'S)

By Session, P10+ [Potential: 1192]

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	11	11	0	4	4	0	6	7	-1	10	8	2	8	6	2	4	3	1	7	6	1
CADA	10	12	-2	5	7	-2	1	4	-3	5	4	1	4	5	-1	4	5	-1	7	11	-4
Chemist Warehouse Remix	10	7	3	4	3	1	5	4	1	2	1	1	3	2	1	2	1	1	7	6	1
Coles Radio	26	26	0	9	6	3	11	10	1	8	7	1	12	12	0	8	7	1	18	16	2
DANCE HITS	20	17	3	9	8	1	6	5	1	10	8	2	8	7	1	6	4	2	9	8	1
EASY 80s HITS	22	23	-1	8	9	-1	9	7	2	8	13	-5	9	9	0	7	4	3	9	13	-4
LiSTNR Radio	6	4	2	1	1	0	2	1	1	4	2	2	2	*	*	1	1	0	5	5	0
Mix 80s	31	28	3	9	10	-1	10	8	2	13	10	3	15	13	2	8	8	0	18	25	-7
Mix 90s	26	30	-4	11	9	2	10	11	-1	11	14	-3	10	12	-2	2	4	-2	18	18	0
MMM 2000s	11	9	2	6	4	2	6	4	2	6	3	3	5	5	0	3	3	0	8	6	2
MMM 80s	12	16	-4	5	7	-2	4	8	-4	4	4	0	*	4	*	4	3	1	8	6	2
MMM CLASSIC ROCK	25	23	2	7	4	3	8	8	0	14	14	0	9	11	-2	9	9	0	16	17	-1
MMM TRADIE RADIO	7	14	-7	4	7	-3	3	5	-2	5	6	-1	1	7	-6	3	4	-1	8	11	-3
NOVA Throwbacks	28	28	0	12	16	-4	14	12	2	15	17	-2	13	15	-2	9	9	0	12	18	-6
OLDSKOOL 90s HITS	24	23	1	8	8	0	10	5	5	11	11	0	13	12	1	4	5	-1	14	14	0
RnB Fridays Radio	21	26	-5	10	14	-4	10	13	-3	12	15	-3	12	10	2	4	5	-1	7	6	1
smooth 80s	14	13	1	6	6	0	5	4	1	4	7	-3	5	5	0	5	4	1	5	8	-3
smooth fm Adelaide	37	35	2	12	10	2	22	19	3	20	22	-2	20	22	-2	7	9	-2	26	28	-2
TikTok Trending	25	18	7	13	10	3	5	5	0	6	6	0	7	8	-1	11	7	4	15	14	1
triple j Unearthed	16	16	0	4	4	0	7	7	0	8	9	-1	6	5	1	3	3	0	9	10	-1
ABC Country	10	6	4	2	1	1	2	*	*	3	3	0	2	1	1	4	*	*	8	5	3
ABC Jazz	17	19	-2	1	2	-1	4	4	0	6	5	1	9	9	0	5	10	-5	15	16	-1
ABC KIDS LISTEN	9	6	3	4	1	3	4	1	3	2	1	1	3	2	1	4	3	1	7	4	3
ABC Sport	11	12	-1	2	1	1	3	2	1	5	3	2	7	8	-1	3	2	1	12	11	1
Double J	21	27	-6	7	11	-4	8	11	-3	9	12	-3	9	13	-4	4	7	-3	6	10	-4
Total Digital/Internet Only	257	266	-9	121	119	2	129	129	0	149	162	-13	141	149	-8	75	79	-4	179	192	-13

Please note: MMM 90s rebranded as MMM TRADIE RADIO effective Feb 26.

# RADIO 360: ADELAIDE - BY RADIO TYPE - SURVEY 3 2023

## 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	9.4	10.2	12.1	4.3	4.1	8.1	3.4	3.7	1.6	1.2	1.4	0.7	4.4	4.2	13.7	12.1	12.0	21.6	21.0	23.1	22.4
CRUISE1323	8.9	9.5	13.0	2.2	2.0	4.9	3.2	3.3	3.6	1.6	1.0	9.3	4.1	4.3	7.4	18.3	18.6	30.0	16.1	17.8	14.6
MIX102.3	12.1	13.6	8.1	14.9	16.8	7.9	14.9	16.4	7.6	11.6	13.6	6.2	13.4	15.1	12.1	11.2	12.6	6.7	10.2	11.3	8.5
5MMM	12.4	13.8	10.5	13.5	15.1	7.8	6.2	6.0	11.4	11.1	12.0	16.1	19.9	22.7	15.0	15.5	17.4	10.3	7.4	8.5	*
NOVA91.9	10.7	12.0	8.3	18.2	20.0	13.4	21.9	23.9	14.0	17.0	19.6	12.8	14.7	17.0	8.1	3.9	4.4	2.4	1.6	1.7	2.7
SAFM	8.7	9.7	6.9	17.7	19.5	12.7	11.7	12.0	14.6	15.4	18.0	8.5	10.7	12.1	9.4	5.0	5.8	0.9	0.8	1.0	0.3
ABC ADE	7.7	8.2	10.8	2.0	1.4	7.9	1.1	1.3	0.5	0.6	0.7	0.7	4.9	5.0	10.3	8.0	8.8	7.3	18.5	19.5	37.7
5RN	1.1	1.1	1.7	0.4	0.1	2.9	0.1	*	1.1	0.1	0.1	0.3	0.4	0.5	0.3	2.4	2.4	4.5	1.8	2.1	0.7
ABC NEWSRADIO	2.1	2.3	2.1	1.4	1.4	2.1	0.8	0.7	1.3	1.3	1.4	2.3	1.1	1.0	3.9	2.2	2.4	1.6	3.8	4.4	0.5
5JJJ	4.0	4.4	4.2	3.3	3.2	5.8	6.2	6.4	8.1	9.4	10.5	10.4	5.0	5.9	1.2	1.8	2.0	0.9	0.2	0.3	*
ABC CLASSIC	2.0	2.3	1.3	0.9	0.8	2.1	1.1	1.1	0.9	0.7	0.8	0.9	1.0	1.0	2.5	3.2	3.8	*	3.8	4.2	1.6
Commercial DAB+ Stns	10.6	11.0	16.2	12.6	11.9	16.9	22.0	22.5	27.4	17.9	19.3	27.1	9.5	10.2	11.8	7.5	8.0	9.1	3.9	4.0	8.7
ABC DAB+ Stns	2.0	1.9	4.9	4.0	3.9	7.3	3.0	2.7	7.9	1.7	1.7	4.6	1.0	0.9	4.5	2.0	1.8	4.8	1.9	2.1	2.2
Total DAB+ Stns	13.9	12.9	21.1	17.7	15.7	24.2	25.4	25.2	35.3	22.9	21.0	31.7	12.3	11.0	16.2	10.3	9.8	13.9	6.2	6.1	10.9

By Session, P10+

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		
	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	9.3	10.0	12.4	12.5	13.2	18.2	9.9	10.6	11.2	4.6	5.0	6.2	7.1	7.3	15.1	18.1	20.4	17.7	9.8	10.7	11.2
CRUISE1323	8.4	8.9	13.1	7.7	8.2	11.3	9.9	10.4	13.8	9.3	9.8	15.2	8.0	8.6	12.8	4.3	4.3	9.4	10.5	11.3	12.9
MIX102.3	11.9	13.4	8.8	8.9	9.9	5.8	12.5	13.7	11.4	14.8	16.7	10.3	12.4	14.2	7.3	9.1	10.6	6.4	12.4	14.2	6.2
5MMM	13.4	15.0	10.9	15.1	16.6	13.9	14.6	16.3	10.2	14.1	15.8	11.3	11.6	13.0	11.0	6.1	6.9	6.1	9.4	10.3	9.4
NOVA91.9	10.4	11.6	8.6	10.1	11.4	5.7	8.3	9.0	8.9	11.4	12.6	11.3	13.0	14.9	7.7	9.1	10.6	6.9	11.6	13.1	7.5
SAFM	8.8	9.8	7.2	8.2	9.2	5.7	8.0	8.7	8.8	10.1	11.4	8.1	10.5	11.9	8.0	5.3	6.1	3.6	8.3	9.4	5.9
ABC ADE	7.9	8.5	11.2	11.1	11.5	20.1	8.3	8.8	11.9	5.2	5.4	8.6	5.8	6.5	6.2	10.2	12.0	6.4	7.1	7.5	9.6
5RN	0.9	0.9	1.3	1.6	1.8	1.5	0.7	0.8	0.5	0.6	0.7	1.0	0.4	0.4	1.5	0.9	0.8	3.0	1.6	1.6	2.8
ABC NEWSRADIO	1.9	2.1	1.8	2.7	2.9	3.6	1.0	1.0	1.6	1.1	1.2	1.0	1.1	1.3	0.9	6.2	7.5	1.7	2.5	2.8	2.9
5JJJ	4.0	4.3	4.6	4.2	4.7	3.0	3.3	3.5	4.9	3.8	4.2	4.8	5.2	5.7	7.2	3.3	3.7	3.4	4.1	4.6	2.9
ABC CLASSIC	1.9	2.2	1.4	2.0	2.2	1.1	2.2	2.4	1.8	1.4	1.6	1.5	2.2	2.6	0.8	2.1	2.5	1.0	2.4	2.8	1.1
Commercial DAB+ Stns	10.8	11.5	14.2	6.6	7.1	8.2	11.7	12.8	10.3	12.8	13.6	15.7	11.4	12.2	16.6	12.3	12.4	26.7	9.8	9.4	21.7
ABC DAB+ Stns	1.9	1.8	4.6	1.3	1.4	1.8	2.1	2.0	4.8	2.1	2.1	5.0	1.6	1.5	4.9	2.5	2.3	7.6	2.3	2.2	5.9
Total DAB+ Stns	14.2	13.3	18.7	9.6	8.5	10.1	15.6	14.8	15.1	16.4	15.7	20.7	13.6	13.7	21.5	17.7	14.6	34.3	12.9	11.6	27.6

Interpreting RADIO 360: For People 10+, Mon-Sun 5:30am-12mn, FIVEaa has a 9.4% share of all listening, 10.2% share of AM/FM/DAB+ listening and 12.1% 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 3 2023 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	158	155	30	16	16	4	13	11	3	15	15	2	21	21	5	31	30	5	62	62	10
CRUISE1323	227	214	41	12	10	5	17	14	6	16	15	5	26	24	6	55	54	9	100	97	10
MIX102.3	353	342	59	47	43	12	46	45	11	81	77	13	76	73	12	45	45	5	59	59	5
5MMM	320	300	51	35	33	7	33	27	9	85	77	20	78	77	8	52	49	8	37	37	*
NOVA91.9	360	346	66	67	62	14	61	59	15	121	115	21	68	68	12	29	28	3	15	14	2
SAFM	311	297	56	54	52	13	40	35	9	111	107	17	66	63	10	30	29	4	11	11	2
ABC ADE	164	153	31	12	9	7	10	9	3	11	10	1	24	22	4	31	30	5	76	73	11
5RN	39	35	10	3	2	2	4	1	3	4	4	*	6	6	1	9	9	2	13	13	2
ABC NEWSRADIO	78	72	20	9	9	3	10	9	4	11	11	4	18	15	6	16	15	3	14	14	1
5JJJ	155	145	27	17	15	5	26	23	6	61	55	12	34	33	2	11	11	2	7	7	*
ABC CLASSIC	70	67	15	6	5	4	10	9	3	9	9	3	10	10	4	11	11	*	23	23	2
Commercial DAB+ Stns	226	212	67	31	28	13	31	29	16	65	59	21	41	40	7	27	26	6	31	30	5
ABC DAB+ Stns	81	78	30	10	10	6	14	13	6	19	19	5	11	11	4	9	8	5	19	18	3
Total DAB+ Stns	290	264	88	35	32	15	36	34	19	81	72	25	54	48	9	35	32	11	49	46	8
<b>Total</b>	<b>1,127</b>	<b>1,096</b>	<b>292</b>	<b>118</b>	<b>113</b>	<b>42</b>	<b>111</b>	<b>111</b>	<b>44</b>	<b>262</b>	<b>257</b>	<b>72</b>	<b>243</b>	<b>231</b>	<b>59</b>	<b>157</b>	<b>153</b>	<b>37</b>	<b>237</b>	<b>232</b>	<b>38</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+	Streaming	Total Radio	AM/FM/DAB+	Streaming	Total Radio	AM/FM/DAB+	Streaming
FIVEaa	145	139	28	98	90	15	75	69	11	65	62	10	56	53	10	49	46	5	116	113	15
CRUISE1323	199	184	36	99	89	13	97	88	16	122	113	19	87	77	15	31	24	8	144	136	23
MIX102.3	322	310	49	172	167	9	157	147	21	199	192	27	141	137	10	62	55	10	223	214	28
5MMM	273	252	40	156	149	14	131	116	17	152	138	18	139	132	13	47	42	6	171	160	18
NOVA91.9	326	315	52	194	183	16	144	133	18	185	174	29	159	151	17	70	65	7	226	213	34
SAFM	279	265	49	160	150	15	120	108	17	154	144	21	122	114	16	51	45	6	166	159	21
ABC ADE	150	139	28	105	95	17	89	80	13	71	66	8	58	56	6	38	35	4	110	103	14
5RN	28	24	7	16	16	1	14	10	3	11	9	4	7	6	2	8	5	4	27	23	8
ABC NEWSRADIO	71	65	18	38	33	6	15	12	4	17	15	6	19	18	4	24	22	4	49	42	13
5JJJ	134	124	24	75	69	10	57	48	11	65	59	10	73	67	7	29	25	5	95	88	15
ABC CLASSIC	62	59	14	32	30	5	27	27	4	28	27	6	29	27	3	19	16	3	43	43	3
Commercial DAB+ Stns	201	192	51	98	93	17	103	100	17	123	116	25	116	109	16	55	50	18	139	121	45
ABC DAB+ Stns	69	64	24	18	17	5	26	22	8	31	28	9	28	23	7	21	19	8	45	41	17
Total DAB+ Stns	257	233	67	121	107	21	129	117	24	149	134	32	141	126	23	75	62	24	179	151	59
<b>Total</b>	<b>1,109</b>	<b>1,067</b>	<b>256</b>	<b>879</b>	<b>821</b>	<b>114</b>	<b>755</b>	<b>682</b>	<b>123</b>	<b>836</b>	<b>772</b>	<b>135</b>	<b>763</b>	<b>694</b>	<b>108</b>	<b>402</b>	<b>340</b>	<b>71</b>	<b>988</b>	<b>931</b>	<b>195</b>

Interpreting RADIO 360: For People 10+, Mon-Sun 5:30am-12mn, FIVEaa has 158,000 total listeners, 155,000 AM/FM/DAB+ listeners and 30,000 Streaming listeners. Please note that there can be overlap between radio types.