

## GfK Radio 360 Ratings Summary Report – Survey 5, 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 5 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	9.2	9.0	0.2	3.3	4.8	-1.5	10.0	11.3	-1.3	1.7	2.0	-0.3	4.9	5.7	-0.8	11.5	11.8	-0.3	17.9	14.7	3.2
CRUISE1323	8.5	8.7	-0.2	2.8	2.8	0.0	1.1	1.8	-0.7	1.6	1.9	-0.3	3.3	4.4	-1.1	13.8	17.5	-3.7	18.1	14.4	3.7
MIX102.3	12.6	11.9	0.7	12.4	12.7	-0.3	12.1	14.8	-2.7	12.1	11.3	0.8	17.1	15.0	2.1	17.3	13.9	3.4	7.0	8.0	-1.0
5MMM	12.2	13.6	-1.4	10.7	13.8	-3.1	18.8	15.4	3.4	9.8	11.7	-1.9	19.4	19.2	0.2	11.0	15.5	-4.5	7.6	9.5	-1.9
NOVA91.9	10.8	10.5	0.3	21.0	18.4	2.6	22.0	22.4	-0.4	15.0	17.0	-2.0	11.2	12.4	-1.2	5.0	5.0	0.0	4.4	2.6	1.8
SAFM	10.1	9.3	0.8	21.2	20.5	0.7	13.1	9.8	3.3	14.5	15.2	-0.7	13.0	12.8	0.2	7.8	6.4	1.4	1.6	1.2	0.4
ABC ADE	7.9	8.5	-0.6	1.5	1.6	-0.1	1.7	1.5	0.2	2.7	1.4	1.3	2.2	2.2	0.0	6.2	6.9	-0.7	20.7	22.1	-1.4
5RN	1.8	2.3	-0.5	0.5	0.1	0.4	0.5	0.3	0.2	0.4	0.3	0.1	0.9	1.0	-0.1	1.4	2.4	-1.0	4.6	5.6	-1.0
ABC NEWSRADIO	1.5	2.1	-0.6	0.8	1.3	-0.5	0.6	0.7	-0.1	1.3	1.5	-0.2	1.7	1.7	0.0	2.1	1.8	0.3	1.8	3.6	-1.8
5JJJ	3.3	3.2	0.1	3.8	3.1	0.7	4.9	4.2	0.7	6.8	8.0	-1.2	3.2	4.0	-0.8	3.4	1.8	1.6	0.2	0.2	0.0
ABC CLASSIC	1.4	1.9	-0.5	0.8	0.6	0.2	0.3	1.1	-0.8	0.6	0.5	0.1	0.9	0.9	0.0	1.9	2.6	-0.7	2.4	3.6	-1.2

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	8.8	8.8	0.0	11.5	11.9	-0.4	8.1	9.1	-1.0	3.8	3.7	0.1	9.6	8.1	1.5	19.3	17.6	1.7	10.4	9.4	1.0						
CRUISE1323	8.1	8.4	-0.3	7.6	7.7	-0.1	10.3	10.3	0.0	9.0	9.6	-0.6	6.1	6.6	-0.5	4.5	4.5	0.0	9.7	9.6	0.1						
MIX102.3	12.8	11.6	1.2	11.2	9.1	2.1	13.7	12.2	1.5	14.4	13.7	0.7	11.4	11.8	-0.4	11.6	10.4	1.2	12.1	12.6	-0.5						
5MMM	13.1	14.6	-1.5	12.6	15.2	-2.6	15.3	16.5	-1.2	14.8	16.0	-1.2	11.0	12.9	-1.9	6.5	6.4	0.1	9.3	10.4	-1.1						
NOVA91.9	10.8	10.4	0.4	10.1	10.5	-0.4	8.8	8.3	0.5	11.5	11.5	0.0	14.1	13.2	0.9	9.3	7.9	1.4	10.9	10.7	0.2						
SAFM	10.2	9.6	0.6	10.5	9.1	1.4	9.4	8.1	1.3	10.4	10.3	0.1	11.9	11.9	0.0	8.2	8.4	-0.2	9.5	8.4	1.1						
ABC ADE	8.1	8.8	-0.7	10.7	11.9	-1.2	8.9	9.7	-0.8	6.7	6.8	-0.1	6.5	6.7	-0.2	7.0	7.9	-0.9	7.0	7.6	-0.6						
5RN	1.8	2.1	-0.3	2.6	2.5	0.1	1.4	1.9	-0.5	1.7	2.6	-0.9	1.4	1.6	-0.2	1.5	1.4	0.1	2.0	2.8	-0.8						
ABC NEWSRADIO	1.4	2.0	-0.6	2.5	2.9	-0.4	0.7	1.0	-0.3	0.8	1.2	-0.4	1.4	1.2	0.2	2.6	5.8	-3.2	1.9	2.6	-0.7						
5JJJ	3.3	3.3	0.0	4.3	4.2	0.1	2.8	2.7	0.1	2.6	2.5	0.1	3.9	4.0	-0.1	2.9	3.2	-0.3	3.3	2.9	0.4						
ABC CLASSIC	1.2	1.8	-0.6	1.9	1.8	0.1	1.3	2.1	-0.8	0.9	1.5	-0.6	0.8	1.8	-1.0	1.2	2.5	-1.3	1.8	2.1	-0.3						

# RADIO 360: ADELAIDE - TOTAL RADIO - SURVEY 5 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	177	166	11	18	20	-2	19	19	0	19	19	0	27	23	4	31	29	2	64	57	7
CRUISE1323	223	222	1	17	16	1	11	13	-2	16	13	3	25	26	-1	47	56	-9	107	97	10
MIX102.3	376	357	19	48	45	3	49	50	-1	73	70	3	80	73	7	66	58	8	60	60	0
5MMM	316	326	-10	39	39	0	44	34	10	67	83	-16	87	79	8	46	52	-6	33	39	-6
NOVA91.9	354	364	-10	64	65	-1	59	63	-4	110	118	-8	67	75	-8	33	32	1	21	12	9
SAFM	282	292	-10	55	55	0	29	36	-7	87	95	-8	72	63	9	29	32	-3	11	12	-1
ABC ADE	167	171	-4	11	11	0	11	9	2	21	17	4	14	18	-4	29	29	0	81	87	-6
5RN	49	48	1	3	2	1	6	4	2	6	5	1	7	6	1	7	9	-2	20	20	0
ABC NEWSRADIO	80	83	-3	7	7	0	9	9	0	14	13	1	18	17	1	12	14	-2	20	22	-2
5J JJ	144	138	6	15	13	2	21	19	2	59	63	-4	30	27	3	12	8	4	6	7	-1
ABC CLASSIC	64	73	-9	10	7	3	4	8	-4	10	8	2	10	9	1	11	11	0	21	29	-8
<b>Total</b>	<b>1,126</b>	<b>1,128</b>	<b>-2</b>	<b>120</b>	<b>118</b>	<b>2</b>	<b>116</b>	<b>114</b>	<b>2</b>	<b>261</b>	<b>261</b>	<b>0</b>	<b>238</b>	<b>240</b>	<b>-2</b>	<b>156</b>	<b>157</b>	<b>-1</b>	<b>236</b>	<b>238</b>	<b>-2</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	157	153	4	94	105	-11	73	73	0	58	54	4	72	62	10	51	45	6	114	109	5
CRUISE1323	201	202	-1	101	98	3	117	107	10	123	124	-1	87	83	4	39	34	5	145	139	6
MIX102.3	328	318	10	162	156	6	182	159	23	201	191	10	159	145	14	69	69	0	228	225	3
5MMM	273	280	-7	160	173	-13	128	127	1	143	142	1	134	140	-6	49	45	4	180	177	3
NOVA91.9	322	332	-10	186	196	-10	142	140	2	181	182	-1	162	159	3	73	73	0	210	228	-18
SAFM	262	267	-5	153	155	-2	125	115	10	156	154	2	135	137	-2	51	54	-3	166	167	-1
ABC ADE	149	157	-8	102	115	-13	81	92	-11	73	78	-5	61	62	-1	42	37	5	112	110	2
5RN	38	35	3	23	22	1	18	16	2	17	20	-3	12	13	-1	7	9	-2	26	32	-6
ABC NEWSRADIO	68	73	-5	43	43	0	18	17	1	17	21	-4	25	22	3	16	21	-5	44	52	-8
5J JJ	135	127	8	78	72	6	53	55	-2	54	50	4	70	67	3	26	27	-1	79	70	9
ABC CLASSIC	54	62	-8	29	32	-3	23	27	-4	20	28	-8	17	24	-7	11	19	-8	44	49	-5
<b>Total</b>	<b>1,100</b>	<b>1,111</b>	<b>-11</b>	<b>867</b>	<b>886</b>	<b>-19</b>	<b>763</b>	<b>748</b>	<b>15</b>	<b>813</b>	<b>829</b>	<b>-16</b>	<b>789</b>	<b>771</b>	<b>18</b>	<b>405</b>	<b>398</b>	<b>7</b>	<b>985</b>	<b>982</b>	<b>3</b>

# RADIO 360: ADELAIDE - TOTAL RADIO - SURVEY 5 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	1	0	*	1	*	2	2	0	3	3	0	7	7	0	
CRUISE1323	13	13	0	*	*	*	*	*	*	*	1	*	1	1	0	4	4	0	8	6	2	
MIX102.3	19	18	1	2	2	0	2	2	0	3	3	0	5	4	1	4	3	1	3	4	-1	
5MMM	19	21	-2	1	2	-1	2	2	0	3	3	0	6	6	0	3	4	-1	3	4	-1	
NOVA91.9	17	16	1	3	3	0	3	3	0	4	5	-1	3	4	-1	1	1	0	2	1	1	
SAFM	15	14	1	3	3	0	2	1	1	4	4	0	4	4	0	2	2	0	1	1	0	
ABC ADE	12	13	-1	*	*	*	*	*	*	1	*	*	1	1	0	2	2	0	9	10	-1	
5RN	3	3	0	*	*	*	*	*	*	*	*	*	*	*	*	*	1	*	*	2	2	0
ABC NEWSRADIO	2	3	-1	*	*	*	*	*	*	*	*	*	1	*	*	1	*	*	1	2	-1	
5J JJ	5	5	0	1	*	*	1	*	*	2	2	0	1	1	0	1	*	*	*	*	*	
ABC CLASSIC	2	3	-1	*	*	*	*	*	*	*	*	*	*	*	*	*	1	*	1	2	-1	
<b>Total</b>	<b>153</b>	<b>151</b>	<b>2</b>	<b>14</b>	<b>14</b>	<b>0</b>	<b>13</b>	<b>12</b>	<b>1</b>	<b>29</b>	<b>28</b>	<b>1</b>	<b>31</b>	<b>29</b>	<b>2</b>	<b>26</b>	<b>24</b>	<b>2</b>	<b>41</b>	<b>44</b>	<b>-3</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	14	14	0	23	25	-2	19	21	-2	8	8	0	16	12	4	10	9	1	14	12	2
CRUISE1323	13	13	0	15	16	-1	24	24	0	19	20	-1	10	10	0	2	2	0	13	12	1
MIX102.3	21	19	2	22	19	3	33	28	5	31	29	2	19	17	2	6	5	1	16	16	0
5MMM	21	23	-2	25	32	-7	36	38	-2	32	34	-2	18	19	-1	3	3	0	12	13	-1
NOVA91.9	18	17	1	20	22	-2	21	19	2	25	24	1	23	19	4	5	4	1	14	14	0
SAFM	17	15	2	21	19	2	22	19	3	22	22	0	19	18	1	4	4	0	12	11	1
ABC ADE	13	14	-1	21	25	-4	21	22	-1	14	14	0	11	10	1	4	4	0	9	10	-1
5RN	3	3	0	5	5	0	3	4	-1	4	5	-1	2	2	0	1	1	0	3	4	-1
ABC NEWSRADIO	2	3	-1	5	6	-1	2	2	0	2	2	0	2	2	0	1	3	-2	2	3	-1
5J JJ	5	5	0	8	9	-1	7	6	1	6	5	1	6	6	0	1	2	-1	4	4	0
ABC CLASSIC	2	3	-1	4	4	0	3	5	-2	2	3	-1	1	3	-2	1	1	0	2	3	-1
<b>Total</b>	<b>163</b>	<b>160</b>	<b>3</b>	<b>198</b>	<b>208</b>	<b>-10</b>	<b>238</b>	<b>229</b>	<b>9</b>	<b>215</b>	<b>210</b>	<b>5</b>	<b>163</b>	<b>148</b>	<b>15</b>	<b>52</b>	<b>53</b>	<b>-1</b>	<b>130</b>	<b>129</b>	<b>1</b>

# RADIO 360: ADELAIDE - TOTAL RADIO - SURVEY 5 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	12	3	2	2	0	*	*	*	4	4	0	8	5	3	1	*	*	1	1	0
CADA	8	8	0	4	4	0	*	1	*	3	1	2	*	*	*	1	1	0	1	1	0
Chemist Warehouse Remix	11	14	-3	3	5	-2	1	1	0	2	5	-3	3	1	2	2	2	0	*	1	*
Coles Radio	34	31	3	5	3	2	6	5	1	7	9	-2	8	6	2	4	2	2	4	6	-2
DANCE HITS	22	20	2	3	2	1	3	1	2	9	11	-2	4	5	-1	3	1	2	*	*	*
EASY 80s HITS	24	19	5	3	2	1	1	*	*	6	6	0	3	1	2	5	6	-1	7	4	3
LiSTNR Radio	10	4	6	1	1	0	*	*	*	3	1	2	3	2	1	2	1	1	1	*	*
Mix 80s	27	28	-1	4	6	-2	3	1	2	5	5	0	7	9	-2	3	4	-1	4	2	2
Mix 90s	34	32	2	10	7	3	5	2	3	11	15	-4	5	5	0	3	3	0	1	*	*
MMM 2000s	11	14	-3	1	1	0	2	1	1	5	8	-3	3	3	0	1	2	-1	*	*	*
MMM 80s	14	15	-1	1	*	*	2	1	1	2	3	-1	5	4	1	3	4	-1	1	2	-1
MMM CLASSIC ROCK	32	26	6	1	1	0	2	2	0	4	5	-1	6	5	1	8	5	3	11	8	3
MMM TRADIE RADIO	15	11	4	2	2	0	1	1	0	2	2	0	5	3	2	3	2	1	2	1	1
NOVA Throwbacks	29	33	-4	11	8	3	6	10	-4	8	12	-4	2	1	1	1	2	-1	2	1	1
OLDSKOOL 90s HITS	34	30	4	5	4	1	6	4	2	13	14	-1	6	5	1	5	4	1	*	*	*
RnB Fridays Radio	30	27	3	11	8	3	4	4	0	12	12	0	2	2	0	1	1	0	*	1	*
smooth 80s	11	11	0	2	2	0	*	*	*	2	4	-2	4	3	1	3	*	*	1	1	0
smooth fm Adelaide	39	39	0	7	7	0	3	2	1	7	7	0	6	8	-2	10	11	-1	6	5	1
TikTok Trending	21	22	-1	8	5	3	5	8	-3	8	7	1	*	1	*	*	1	*	*	*	*
triple j Uearthed	14	14	0	3	3	0	2	5	-3	5	3	2	1	1	0	2	2	0	*	1	*
ABC Country	11	10	1	2	1	1	1	1	0	3	3	0	*	2	*	2	1	1	4	3	1
ABC Jazz	25	24	1	3	3	0	3	1	2	3	5	-2	3	4	-1	6	4	2	8	8	0
ABC KIDS LISTEN	15	13	2	6	6	0	1	*	*	7	4	3	1	2	-1	1	1	0	*	1	*
ABC Sport	20	15	5	2	1	1	3	1	2	3	2	1	*	1	*	2	1	1	9	8	1
Double J	19	14	5	3	3	0	1	1	0	5	6	-1	6	4	2	2	1	1	1	*	*
Total Digital/Internet Only	318	293	25	52	43	9	31	32	-1	79	78	1	61	58	3	42	41	1	53	42	11

# RADIO 360: ADELAIDE - TOTAL RADIO - SURVEY 5 2023 DAB+ STATIONS ONLY - CUMULATIVE AUDIENCE (000'S)

By Session, P10+ [Potential: 1192]

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	8	6	8	6	2	9	6	3	7	4	3	11	7	4	3	3	0	11	8	3
CADA	7	6	1	2	2	0	1	1	0	3	4	-1	3	3	0	1	*	*	3	4	-1
Chemist Warehouse Remix	8	9	-1	3	3	0	3	4	-1	4	3	1	3	3	0	1	3	-2	6	8	-2
Coles Radio	30	29	1	9	10	-1	9	9	0	13	16	-3	14	14	0	7	8	-1	19	17	2
DANCE HITS	16	16	0	4	7	-3	5	5	0	8	7	1	6	4	2	3	3	0	13	9	4
EASY 80s HITS	19	18	1	6	6	0	6	3	3	14	6	8	8	8	0	3	5	-2	10	6	4
LiSTNR Radio	8	3	5	3	*	*	3	2	1	2	2	0	1	1	0	4	1	3	6	4	2
Mix 80s	19	21	-2	6	7	-1	6	7	-1	7	7	0	4	9	-5	2	5	-3	13	11	2
Mix 90s	24	25	-1	9	10	-1	9	10	-1	9	10	-1	11	13	-2	7	2	5	18	13	5
MMM 2000s	7	10	-3	2	3	-1	2	4	-2	5	7	-2	3	3	0	1	*	*	6	7	-1
MMM 80s	12	12	0	1	2	-1	3	4	-1	5	5	0	3	4	-1	3	2	1	6	7	-1
MMM CLASSIC ROCK	25	21	4	9	9	0	11	8	3	18	14	4	15	8	7	5	3	2	22	18	4
MMM TRADIE RADIO	13	9	4	8	6	2	8	5	3	10	8	2	7	4	3	1	1	0	9	7	2
NOVA Throwbacks	26	30	-4	11	10	1	7	9	-2	11	13	-2	10	13	-3	6	9	-3	13	11	2
OLDSKOOL 90s HITS	30	25	5	10	6	4	10	10	0	15	14	1	8	10	-2	4	3	1	12	11	1
RnB Fridays Radio	27	24	3	9	9	0	14	12	2	20	18	2	15	15	0	4	5	-1	11	10	1
smooth 80s	8	9	-1	2	2	0	3	3	0	5	3	2	4	4	0	1	3	-2	5	3	2
smooth fm Adelaide	31	32	-1	13	13	0	14	16	-2	14	15	-1	14	16	-2	10	6	4	26	24	2
TikTok Trending	15	18	-3	3	6	-3	5	5	0	6	6	0	4	3	1	5	7	-2	12	12	0
triple j Unearthed	12	13	-1	6	5	1	5	3	2	5	3	2	4	3	1	3	3	0	6	5	1
ABC Country	9	9	0	4	2	2	3	2	1	4	3	1	4	1	3	3	5	-2	7	6	1
ABC Jazz	21	20	1	6	3	3	7	4	3	5	5	0	10	10	0	7	7	0	17	16	1
ABC KIDS LISTEN	13	12	1	3	5	-2	5	6	-1	3	3	0	3	5	-2	3	4	-1	6	5	1
ABC Sport	11	7	4	3	2	1	2	2	0	1	3	-2	2	5	-3	6	3	3	13	12	1
Double J	16	11	5	6	3	3	7	4	3	7	6	1	9	4	5	3	2	1	6	6	0
Total Digital/Internet Only	270	255	15	112	109	3	135	120	15	164	148	16	143	134	9	81	77	4	213	189	24

# RADIO 360: ADELAIDE - BY RADIO TYPE - SURVEY 5 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	9.2	9.8	13.2	3.3	3.7	0.8	10.0	7.0	31.1	1.7	1.7	4.3	4.9	5.3	9.7	11.5	12.3	11.8	17.9	19.2	23.0
CRUISE1323	8.5	9.4	9.2	2.8	2.6	4.4	1.1	0.6	4.6	1.6	1.4	5.9	3.3	3.3	9.2	13.8	15.3	7.0	18.1	19.5	22.2
MIX102.3	12.6	14.2	10.4	12.4	12.7	12.8	12.1	12.8	9.1	12.1	14.5	10.2	17.1	20.5	10.8	17.3	18.7	14.4	7.0	7.7	6.1
5MMM	12.2	13.6	10.0	10.7	11.3	8.6	18.8	20.3	10.6	9.8	11.7	9.5	19.4	22.8	17.4	11.0	11.7	11.5	7.6	8.6	1.9
NOVA91.9	10.8	12.2	7.8	21.0	22.8	11.9	22.0	24.0	10.8	15.0	18.5	8.9	11.2	13.4	7.7	5.0	5.1	8.2	4.4	5.0	0.6
SAFM	10.1	11.3	8.1	21.2	22.2	18.0	13.1	15.0	2.4	14.5	17.6	11.2	13.0	15.3	12.0	7.8	8.5	6.0	1.6	1.8	*
ABC ADE	7.9	8.4	11.5	1.5	1.2	4.2	1.7	1.2	5.1	2.7	2.9	5.7	2.2	2.0	9.5	6.2	6.6	6.2	20.7	21.7	35.3
5RN	1.8	2.1	1.3	0.5	0.6	0.3	0.5	0.4	1.6	0.4	0.5	0.8	0.9	1.0	1.9	1.4	1.4	2.2	4.6	5.2	1.2
ABC NEWSRADIO	1.5	1.6	2.9	0.8	0.7	1.4	0.6	0.4	1.6	1.3	1.1	6.2	1.7	2.0	1.1	2.1	2.0	5.1	1.8	2.0	1.3
5J JJ	3.3	3.5	4.8	3.8	3.9	4.1	4.9	4.4	8.8	6.8	8.1	6.1	3.2	3.5	5.7	3.4	3.6	3.6	0.2	0.2	0.5
ABC CLASSIC	1.4	1.5	1.8	0.8	0.5	2.8	0.3	0.4	*	0.6	0.7	0.4	0.9	0.7	4.0	1.9	2.0	2.3	2.4	2.7	1.3
Commercial DAB+ Stns	9.9	10.2	15.5	16.4	15.0	26.6	12.8	13.0	13.2	15.7	17.0	28.1	8.5	9.0	6.3	10.6	10.8	16.7	3.6	3.9	3.2
ABC DAB+ Stns	2.2	2.3	3.5	2.7	2.7	4.0	0.6	0.5	1.0	3.5	4.3	2.7	1.2	1.1	4.6	2.1	2.0	5.0	2.4	2.5	3.4
Total DAB+ Stns	13.4	12.5	19.0	19.4	17.7	30.6	13.6	13.5	14.2	23.3	21.3	30.7	10.7	10.1	10.9	13.1	12.8	21.7	6.6	6.4	6.6

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	8.8	9.4	13.3	11.5	11.7	21.5	8.1	8.6	12.0	3.8	4.0	6.6	9.6	10.3	13.0	19.3	21.9	19.1	10.4	11.2	12.9
CRUISE1323	8.1	9.0	8.3	7.6	8.4	5.3	10.3	11.4	10.2	9.0	10.0	11.0	6.1	6.7	7.3	4.5	5.1	4.3	9.7	10.5	11.9
MIX102.3	12.8	14.4	10.9	11.2	12.5	7.0	13.7	15.3	12.8	14.4	16.4	13.6	11.4	12.9	8.1	11.6	13.3	10.1	12.1	13.5	9.1
5MMM	13.1	14.7	11.3	12.6	13.7	12.4	15.3	17.2	12.4	14.8	17.0	11.4	11.0	12.3	9.8	6.5	7.1	8.4	9.3	10.4	5.6
NOVA91.9	10.8	12.2	8.5	10.1	11.3	5.8	8.8	9.7	9.4	11.5	13.0	10.6	14.1	16.1	7.6	9.3	10.8	7.1	10.9	12.4	5.5
SAFM	10.2	11.5	9.2	10.5	11.8	6.4	9.4	10.6	7.9	10.4	11.3	14.3	11.9	13.3	9.8	8.2	9.9	3.6	9.5	10.8	4.7
ABC ADE	8.1	8.6	12.4	10.7	10.7	22.5	8.9	9.2	15.6	6.7	7.5	7.2	6.5	7.4	4.7	7.0	7.8	8.9	7.0	7.5	8.7
5RN	1.8	2.0	1.0	2.6	3.0	1.6	1.4	1.6	0.6	1.7	2.0	1.0	1.4	1.6	0.4	1.5	1.7	1.5	2.0	2.2	2.4
ABC NEWSRADIO	1.4	1.4	2.9	2.5	2.7	1.9	0.7	0.8	0.5	0.8	0.7	3.0	1.4	1.3	4.3	2.6	2.3	8.2	1.9	2.0	3.2
5J JJ	3.3	3.5	4.8	4.3	4.7	3.7	2.8	2.7	6.2	2.6	2.8	4.2	3.9	4.1	6.1	2.9	3.2	3.3	3.3	3.5	4.6
ABC CLASSIC	1.2	1.3	1.5	1.9	2.0	1.4	1.3	1.5	0.7	0.9	0.9	2.4	0.8	0.8	2.0	1.2	1.4	0.5	1.8	1.9	2.7
Commercial DAB+ Stns	9.5	10.0	12.5	6.0	6.1	9.0	9.3	9.9	9.6	11.3	12.3	11.0	10.7	10.9	21.6	11.7	11.9	17.7	11.2	10.7	25.1
ABC DAB+ Stns	1.9	2.0	3.4	1.3	1.3	1.4	1.5	1.7	2.0	2.0	2.1	3.7	2.2	2.2	5.3	3.5	3.5	7.2	3.2	3.4	3.7
Total DAB+ Stns	12.8	12.0	15.9	8.1	7.4	10.4	12.3	11.5	11.6	15.0	14.4	14.8	13.7	13.1	26.9	17.7	15.4	24.9	15.2	14.1	28.7

Interpreting RADIO 360: For People 10+, Mon-Sun 5:30am-12mn, FIVEaa has a 9.2% share of all listening, 9.8% share of AM/FM/DAB+ listening and 13.2% 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 5 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	177	172	37	18	18	2	19	17	8	19	17	7	27	26	6	31	31	5	64	62	10
CRUISE1323	223	206	46	17	15	7	11	5	5	16	13	8	25	21	8	47	47	5	107	104	13
MIX102.3	376	355	63	48	45	11	49	48	11	73	66	13	80	72	13	66	65	9	60	58	7
5MMM	316	298	45	39	35	7	44	42	9	67	63	10	87	82	9	46	44	7	33	32	3
NOVA91.9	354	343	66	64	61	14	59	58	13	110	108	17	67	63	11	33	32	9	21	20	2
SAFM	282	271	47	55	52	14	29	26	5	87	85	13	72	68	13	29	29	3	11	11	*
ABC ADE	167	162	30	11	11	3	11	9	4	21	19	4	14	14	2	29	29	5	81	80	12
5RN	49	41	13	3	1	1	6	5	3	6	4	3	7	4	4	7	7	2	20	20	1
ABC NEWSRADIO	80	74	18	7	5	2	9	7	4	14	13	5	18	18	3	12	11	2	20	20	1
5JJI	144	137	29	15	13	5	21	20	7	59	58	9	30	30	4	12	11	4	6	5	1
ABC CLASSIC	64	59	13	10	6	5	4	4	*	10	9	1	10	9	4	11	11	1	21	20	2
Commercial DAB+ Stns	249	235	74	46	44	19	28	26	10	60	59	24	47	44	8	35	32	9	33	31	4
ABC DAB+ Stns	87	78	28	14	13	6	7	6	3	23	18	6	10	9	3	10	10	4	22	21	6
Total DAB+ Stns	318	286	94	52	51	22	31	28	12	79	72	28	61	50	11	42	37	11	53	47	9
<b>Total</b>	<b>1,126</b>	<b>1,081</b>	<b>290</b>	<b>120</b>	<b>118</b>	<b>47</b>	<b>116</b>	<b>111</b>	<b>39</b>	<b>261</b>	<b>248</b>	<b>68</b>	<b>238</b>	<b>223</b>	<b>58</b>	<b>156</b>	<b>152</b>	<b>37</b>	<b>236</b>	<b>230</b>	<b>41</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	157	151	32	94	86	20	73	69	11	58	57	9	72	72	7	51	46	8	114	111	18
CRUISE1323	201	185	39	101	89	13	117	105	17	123	112	18	87	82	10	39	35	6	145	131	25
MIX102.3	328	304	57	162	147	19	182	160	30	201	185	31	159	150	14	69	61	9	228	218	25
5MMM	273	257	39	160	151	15	128	120	11	143	130	20	134	129	13	49	43	7	180	170	16
NOVA91.9	322	306	54	186	173	19	142	128	21	181	166	30	162	154	15	73	67	9	210	204	28
SAFM	262	250	44	153	145	14	125	114	16	156	140	28	135	127	13	51	48	5	166	162	15
ABC ADE	149	143	26	102	89	17	81	78	11	73	71	8	61	58	5	42	39	4	112	107	15
5RN	38	33	8	23	20	4	18	15	2	17	15	4	12	11	1	7	7	1	26	23	6
ABC NEWSRADIO	68	63	10	43	40	5	18	15	3	17	15	3	25	22	4	16	14	3	44	38	10
5JJI	135	124	27	78	72	7	53	44	13	54	50	9	70	61	11	26	23	3	79	71	15
ABC CLASSIC	54	48	8	29	27	3	23	21	2	20	18	4	17	15	3	11	9	1	44	38	7
Commercial DAB+ Stns	216	203	58	89	82	15	102	93	17	136	125	25	111	107	20	56	50	11	160	145	38
ABC DAB+ Stns	67	60	23	23	20	4	28	26	5	22	20	8	30	26	10	23	18	7	51	45	11
Total DAB+ Stns	270	243	75	112	98	19	135	114	21	164	143	32	143	127	30	81	67	18	213	183	47
<b>Total</b>	<b>1,100</b>	<b>1,044</b>	<b>257</b>	<b>867</b>	<b>786</b>	<b>125</b>	<b>763</b>	<b>673</b>	<b>125</b>	<b>813</b>	<b>736</b>	<b>143</b>	<b>789</b>	<b>718</b>	<b>106</b>	<b>405</b>	<b>349</b>	<b>60</b>	<b>985</b>	<b>914</b>	<b>175</b>

Interpreting RADIO 360: For People 10+, Mon-Sun 5:30am-12mn, FIVEaa has 177,000 total listeners, 172,000 AM/FM/DAB+ listeners and 37,000 Streaming listeners. Please note that there can be overlap between radio types.