

## GfK Radio 360 Ratings Summary Report – Survey 8, 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 8 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	7.5	8.2	-0.7	2.1	3.0	-0.9	0.2	1.1	-0.9	1.0	1.0	0.0	5.1	3.7	1.4	12.5	12.8	-0.3	14.9	17.1	-2.2
CRUISE1323	8.3	8.7	-0.4	2.7	3.0	-0.3	2.9	2.6	0.3	0.9	2.8	-1.9	4.0	3.0	1.0	12.7	14.0	-1.3	17.6	17.0	0.6
MIX102.3	11.9	11.8	0.1	16.6	20.2	-3.6	12.7	9.6	3.1	13.8	11.9	1.9	14.2	14.4	-0.2	13.8	12.9	0.9	5.8	7.2	-1.4
5MMM	14.4	14.9	-0.5	10.0	13.2	-3.2	18.4	14.4	4.0	11.4	10.8	0.6	19.1	20.0	-0.9	16.2	18.3	-2.1	11.2	12.5	-1.3
NOVA91.9	10.1	9.3	0.8	21.4	18.3	3.1	19.7	23.5	-3.8	17.7	16.9	0.8	9.8	8.6	1.2	5.5	3.6	1.9	1.7	2.0	-0.3
SAFM	9.2	8.7	0.5	20.7	17.7	3.0	13.1	9.3	3.8	15.7	16.3	-0.6	9.9	12.5	-2.6	5.7	2.8	2.9	1.7	1.6	0.1
ABC ADE	8.3	7.4	0.9	2.2	3.2	-1.0	2.6	2.1	0.5	2.5	0.7	1.8	5.5	3.5	2.0	6.4	6.2	0.2	19.4	17.8	1.6
5RN	1.1	1.0	0.1	0.3	1.5	-1.2	0.6	0.2	0.4	0.4	0.5	-0.1	0.4	0.7	-0.3	0.5	0.8	-0.3	2.7	1.7	1.0
ABC NEWSRADIO	1.6	1.8	-0.2	2.1	2.5	-0.4	0.5	0.6	-0.1	1.8	1.3	0.5	1.4	2.0	-0.6	1.8	1.7	0.1	1.8	2.1	-0.3
5JJJ	4.3	5.0	-0.7	5.9	3.5	2.4	8.2	11.0	-2.8	9.1	11.6	-2.5	4.1	5.7	-1.6	3.2	2.9	0.3	0.4	0.2	0.2
ABC CLASSIC	2.4	2.2	0.2	1.5	1.1	0.4	0.9	0.6	0.3	1.1	1.3	-0.2	1.6	2.1	-0.5	2.8	3.2	-0.4	4.6	3.1	1.5

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	7.6	8.3	-0.7	11.4	10.9	0.5	6.3	7.6	-1.3	3.6	4.2	-0.6	7.9	8.7	-0.8	13.8	17.4	-3.6	7.3	8.0	-0.7
CRUISE1323	7.9	8.5	-0.6	6.9	7.9	-1.0	9.2	10.4	-1.2	9.3	9.8	-0.5	5.8	5.3	0.5	6.4	5.8	0.6	9.4	9.4	0.0
MIX102.3	12.0	11.5	0.5	10.1	9.7	0.4	13.1	12.3	0.8	13.8	13.6	0.2	11.1	10.8	0.3	9.3	8.2	1.1	11.6	12.5	-0.9
5MMM	15.1	15.5	-0.4	16.3	16.9	-0.6	17.4	16.8	0.6	15.8	16.2	-0.4	13.8	14.1	-0.3	5.8	6.6	-0.8	12.0	13.2	-1.2
NOVA91.9	9.8	8.8	1.0	9.1	9.2	-0.1	8.0	6.8	1.2	10.4	8.5	1.9	11.9	12.1	-0.2	11.2	8.7	2.5	10.8	10.8	0.0
SAFM	9.4	9.3	0.1	8.5	8.5	0.0	7.6	7.5	0.1	10.7	10.1	0.6	11.3	11.8	-0.5	9.4	8.9	0.5	8.3	6.9	1.4
ABC ADE	8.8	7.6	1.2	11.8	10.1	1.7	9.3	8.7	0.6	6.1	5.5	0.6	6.4	6.0	0.4	12.4	7.7	4.7	6.9	6.5	0.4
5RN	0.9	1.0	-0.1	1.3	1.3	0.0	0.7	0.8	-0.1	0.7	0.7	0.0	1.1	1.2	-0.1	1.0	1.3	-0.3	1.4	1.0	0.4
ABC NEWSRADIO	1.5	1.6	-0.1	2.8	2.8	0.0	0.7	1.1	-0.4	0.7	0.9	-0.2	1.2	1.2	0.0	3.0	3.1	-0.1	2.1	2.2	-0.1
5JJJ	4.6	5.1	-0.5	4.7	5.4	-0.7	4.0	4.6	-0.6	4.8	5.3	-0.5	5.6	5.3	0.3	3.2	5.2	-2.0	3.6	4.5	-0.9
ABC CLASSIC	2.2	2.0	0.2	2.5	2.1	0.4	1.9	2.1	-0.2	1.7	1.5	0.2	2.9	2.6	0.3	2.9	2.6	0.3	3.0	2.8	0.2

# RADIO 360: ADELAIDE - TOTAL RADIO - SURVEY 8 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	137	149	-12	10	13	-3	6	12	-6	12	8	4	22	19	3	25	27	-2	62	70	-8
CRUISE1323	209	215	-6	11	9	2	9	9	0	26	20	6	23	21	2	41	45	-4	99	111	-12
MIX102.3	357	359	-2	46	54	-8	48	42	6	79	79	0	85	81	4	50	49	1	50	55	-5
5MMM	319	321	-2	30	41	-11	34	29	5	67	72	-5	92	85	7	51	48	3	46	45	1
NOVA91.9	345	338	7	60	54	6	71	67	4	117	119	-2	59	62	-3	25	21	4	13	16	-3
SAFM	315	300	15	50	50	0	45	40	5	101	97	4	72	76	-4	28	19	9	19	17	2
ABC ADE	175	164	11	9	9	0	14	11	3	18	13	5	25	24	1	27	23	4	82	83	-1
5RN	53	42	11	4	1	3	5	4	1	11	12	-1	9	7	2	7	6	1	17	12	5
ABC NEWSRADIO	90	74	16	6	8	-2	8	7	1	20	12	8	18	17	1	17	11	6	20	18	2
5JJJ	143	140	3	15	16	-1	21	26	-5	55	52	3	36	34	2	11	9	2	6	4	2
ABC CLASSIC	63	63	0	4	3	1	5	1	4	14	17	-3	11	11	0	9	9	0	20	21	-1
<b>Total</b>	<b>1,131</b>	<b>1,131</b>	<b>0</b>	<b>118</b>	<b>117</b>	<b>1</b>	<b>116</b>	<b>115</b>	<b>1</b>	<b>262</b>	<b>264</b>	<b>-2</b>	<b>237</b>	<b>238</b>	<b>-1</b>	<b>157</b>	<b>155</b>	<b>2</b>	<b>240</b>	<b>242</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	128	129	-1	83	76	7	61	72	-11	41	53	-12	56	58	-2	42	45	-3	80	90	-10
CRUISE1323	181	180	1	85	79	6	101	105	-4	115	111	4	85	78	7	43	28	15	136	145	-9
MIX102.3	318	311	7	151	155	-4	159	159	0	193	186	7	140	130	10	63	58	5	207	214	-7
5MMM	283	284	-1	170	161	9	157	145	12	160	154	6	143	126	17	50	49	1	187	183	4
NOVA91.9	308	296	12	171	161	10	133	129	4	177	168	9	153	140	13	71	60	11	218	225	-7
SAFM	285	275	10	161	155	6	125	125	0	159	153	6	142	128	14	61	47	14	173	149	24
ABC ADE	160	148	12	111	89	22	96	87	9	94	91	3	75	63	12	47	39	8	108	98	10
5RN	41	35	6	17	16	1	10	12	-2	15	13	2	19	17	2	13	8	5	26	22	4
ABC NEWSRADIO	74	63	11	41	36	5	22	25	-3	20	16	4	23	18	5	20	19	1	55	47	8
5JJJ	129	122	7	68	60	8	53	53	0	63	58	5	78	66	12	31	34	-3	80	79	1
ABC CLASSIC	59	59	0	28	23	5	23	29	-6	26	29	-3	28	26	2	19	14	5	38	37	1
<b>Total</b>	<b>1,108</b>	<b>1,095</b>	<b>13</b>	<b>846</b>	<b>824</b>	<b>22</b>	<b>762</b>	<b>745</b>	<b>17</b>	<b>834</b>	<b>819</b>	<b>15</b>	<b>790</b>	<b>733</b>	<b>57</b>	<b>410</b>	<b>368</b>	<b>42</b>	<b>993</b>	<b>974</b>	<b>19</b>

# RADIO 360: ADELAIDE - TOTAL RADIO - SURVEY 8 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	11	12	-1	*	*	*	*	*	*	*	*	*	2	1	1	3	3	0	6	7	-1
CRUISE1323	13	13	0	*	*	*	*	*	*	*	1	*	1	1	0	3	3	0	7	7	0
MIX102.3	18	17	1	2	2	0	2	1	1	4	3	1	5	4	1	3	3	0	2	3	-1
5MMM	22	22	0	1	2	-1	2	2	0	3	3	0	7	6	1	4	4	0	5	5	0
NOVA91.9	15	13	2	2	2	0	3	3	0	5	4	1	3	3	0	1	1	0	1	1	0
SAFM	14	13	1	2	2	0	2	1	1	4	4	0	3	4	-1	1	1	0	1	1	0
ABC ADE	13	11	2	*	*	*	*	*	*	1	*	*	2	1	1	2	1	1	8	7	1
5RN	2	1	1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0
ABC NEWSRADIO	2	3	-1	*	*	*	*	*	*	*	*	*	*	1	*	*	*	*	1	1	0
5JJJ	7	7	0	1	*	*	1	1	0	2	3	-1	1	2	-1	1	1	0	*	*	*
ABC CLASSIC	4	3	1	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	2	1	1
<b>Total</b>	<b>152</b>	<b>145</b>	<b>7</b>	<b>11</b>	<b>12</b>	<b>-1</b>	<b>13</b>	<b>11</b>	<b>2</b>	<b>27</b>	<b>27</b>	<b>0</b>	<b>35</b>	<b>31</b>	<b>4</b>	<b>24</b>	<b>24</b>	<b>0</b>	<b>41</b>	<b>41</b>	<b>0</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	12	13	-1	22	21	1	15	18	-3	8	9	-1	12	12	0	7	7	0	9	10	-1
CRUISE1323	13	13	0	14	15	-1	22	24	-2	20	20	0	9	7	2	3	2	1	12	11	1
MIX102.3	19	18	1	20	19	1	31	28	3	30	28	2	18	15	3	5	3	2	15	15	0
5MMM	25	24	1	32	33	-1	42	39	3	34	34	0	22	20	2	3	3	0	15	16	-1
NOVA91.9	16	14	2	18	18	0	19	16	3	22	18	4	19	17	2	6	4	2	14	13	1
SAFM	15	14	1	17	16	1	18	17	1	23	21	2	18	17	1	5	4	1	11	9	2
ABC ADE	14	12	2	23	20	3	22	20	2	13	11	2	10	9	1	6	3	3	9	8	1
5RN	2	2	0	2	2	0	2	2	0	2	2	0	2	2	0	*	1	*	2	1	1
ABC NEWSRADIO	2	2	0	5	5	0	2	2	0	1	2	-1	2	2	0	2	1	1	3	3	0
5JJJ	7	8	-1	9	10	-1	10	11	-1	10	11	-1	9	7	2	2	2	0	5	5	0
ABC CLASSIC	4	3	1	5	4	1	5	5	0	4	3	1	5	4	1	1	1	0	4	3	1
<b>Total</b>	<b>162</b>	<b>153</b>	<b>9</b>	<b>198</b>	<b>193</b>	<b>5</b>	<b>240</b>	<b>232</b>	<b>8</b>	<b>215</b>	<b>207</b>	<b>8</b>	<b>158</b>	<b>141</b>	<b>17</b>	<b>51</b>	<b>43</b>	<b>8</b>	<b>126</b>	<b>123</b>	<b>3</b>

# RADIO 360: ADELAIDE - TOTAL RADIO - SURVEY 8 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	17	12	5	1	*	*	1	1	0	4	2	2	9	7	2	1	1	0	1	1	0
CADA	7	5	2	1	1	0	*	1	*	1	*	*	2	*	*	1	1	0	2	3	-1
Chemist Warehouse Remix	12	9	3	1	*	*	1	2	-1	5	6	-1	2	1	1	1	1	0	1	*	*
Coles Radio	39	40	-1	3	4	-1	8	9	-1	13	12	1	8	7	1	2	2	0	4	6	-2
DANCE HITS	30	28	2	2	1	1	6	6	0	11	12	-1	9	7	2	2	1	1	*	*	*
LiSTNR Radio	13	11	2	1	*	*	1	1	0	1	1	0	7	6	1	2	2	0	1	1	0
Mix 80s	35	30	5	4	3	1	2	4	-2	5	2	3	10	5	5	9	8	1	5	7	-2
Mix 90s	29	37	-8	6	6	0	5	8	-3	8	12	-4	6	7	-1	4	3	1	*	2	*
MMM 2000s	10	13	-3	1	3	-2	5	4	1	1	2	-1	2	2	0	2	2	0	*	*	*
MMM 80s	14	14	0	2	2	0	3	2	1	1	3	-2	4	*	*	4	5	-1	1	2	-1
MMM CLASSIC ROCK	35	27	8	3	2	1	5	3	2	1	2	-1	9	2	7	5	8	-3	12	10	2
MMM TRADIE RADIO	14	13	1	1	2	-1	2	1	1	2	4	-2	6	5	1	1	*	*	1	1	0
NOVA Throwbacks	25	26	-1	6	5	1	5	3	2	10	10	0	1	3	-2	1	2	-1	1	2	-1
OLDSKOOL 80s HITS	16	24	-8	2	3	-1	2	3	-1	3	4	-1	5	6	-1	5	5	0	*	3	*
OLDSKOOL 90s HITS	26	21	5	2	2	0	4	6	-2	10	6	4	7	5	2	3	1	2	*	1	*
RnB Fridays Radio	36	29	7	7	6	1	7	7	0	14	11	3	7	4	3	*	*	*	*	*	*
smooth 80s	26	25	1	1	2	-1	2	2	0	7	5	2	7	8	-1	4	4	0	5	3	2
smooth fm Adelaide	50	45	5	4	4	0	8	4	4	6	8	-2	11	9	2	11	11	0	10	9	1
TikTok Trending	31	25	6	5	5	0	10	9	1	15	9	6	1	1	0	*	1	*	*	*	*
triple j Uearthed	18	19	-1	2	1	1	5	5	0	7	11	-4	1	*	*	4	1	3	*	1	*
ABC Country	10	11	-1	2	1	1	2	3	-1	1	3	-2	1	1	0	1	*	*	5	4	1
ABC Jazz	23	24	-1	2	2	0	5	6	-1	3	4	-1	3	3	0	3	2	1	7	8	-1
ABC KIDS LISTEN	12	10	2	3	3	0	2	1	1	4	4	0	2	1	1	1	*	*	*	*	*
ABC Sport	13	8	5	1	1	0	2	3	-1	4	1	3	1	1	0	2	*	*	4	3	1
Double J	27	26	1	2	3	-1	2	3	-1	8	5	3	11	11	0	2	2	0	2	2	0
Total Digital/Internet Only	342	314	28	38	35	3	43	43	0	84	78	6	73	58	15	47	42	5	57	58	-1

# RADIO 360: ADELAIDE - TOTAL RADIO - SURVEY 8 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 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	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	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	+/-	This	Last	+/-
BLENDER BEATS	13	10	3	4	3	1	8	6	2	9	8	1	12	10	2	4	1	3	10	6	4			
CADA	5	4	1	2	1	1	2	2	0	2	*	*	2	2	0	2	2	0	4	2	2			
Chemist Warehouse Remix	8	8	0	6	5	1	3	4	-1	3	1	2	2	2	0	3	3	0	5	2	3			
Coles Radio	32	35	-3	8	11	-3	17	16	1	9	14	-5	16	17	-1	5	6	-1	19	16	3			
DANCE HITS	27	24	3	11	8	3	9	8	1	12	9	3	8	4	4	3	3	0	14	16	-2			
LiSTNR Radio	11	10	1	5	5	0	3	3	0	4	4	0	1	1	0	2	2	0	7	4	3			
Mix 80s	22	21	1	4	4	0	4	6	-2	13	12	1	11	6	5	5	8	-3	20	14	6			
Mix 90s	19	29	-10	7	10	-3	2	9	-7	7	12	-5	7	8	-1	4	2	2	16	16	0			
MMM 2000s	7	11	-4	2	4	-2	1	1	0	3	5	-2	4	3	1	3	2	1	4	4	0			
MMM 80s	11	10	1	4	5	-1	4	4	0	6	3	3	3	4	-1	2	1	1	9	6	3			
MMM CLASSIC ROCK	28	22	6	12	8	4	13	12	1	14	10	4	12	9	3	5	5	0	23	21	2			
MMM TRADIE RADIO	10	12	-2	5	5	0	5	6	-1	6	5	1	5	5	0	3	2	1	7	4	3			
NOVA Throwbacks	24	24	0	9	7	2	10	11	-1	7	11	-4	11	8	3	8	8	0	7	7	0			
OLDSKOOL 80s HITS	12	15	-3	3	5	-2	5	5	0	6	10	-4	4	6	-2	6	2	4	9	14	-5			
OLDSKOOL 90s HITS	23	19	4	9	5	4	11	9	2	10	10	0	9	7	2	7	*	*	10	4	6			
RnB Fridays Radio	30	27	3	15	11	4	15	13	2	18	20	-2	12	10	2	2	1	1	13	7	6			
smooth 80s	19	23	-4	3	9	-6	9	10	-1	10	7	3	4	7	-3	1	5	-4	9	5	4			
smooth fm Adelaide	41	34	7	14	10	4	21	20	1	22	20	2	20	14	6	6	4	2	27	23	4			
TikTok Trending	27	23	4	9	7	2	9	8	1	7	10	-3	10	12	-2	8	8	0	11	11	0			
triple j Unearthed	11	12	-1	4	5	-1	6	7	-1	4	5	-1	3	1	2	1	*	*	10	11	-1			
ABC Country	6	7	-1	4	4	0	4	4	0	3	3	0	1	2	-1	1	1	0	7	6	1			
ABC Jazz	20	22	-2	5	5	0	4	4	0	7	7	0	8	9	-1	9	8	1	16	15	1			
ABC KIDS LISTEN	8	10	-2	3	3	0	2	3	-1	5	5	0	2	2	0	*	2	*	4	4	0			
ABC Sport	5	2	3	3	2	1	2	1	1	2	1	1	2	1	1	1	*	*	11	7	4			
Double J	19	18	1	6	8	-2	8	7	1	12	11	1	9	7	2	1	1	0	15	15	0			
Total Digital/Internet Only	290	263	27	134	112	22	149	138	11	165	165	0	145	126	19	78	67	11	223	203	20			

# RADIO 360: ADELAIDE - BY RADIO TYPE - SURVEY 8 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	7.5	8.0	12.3	2.1	2.3	1.3	0.2	0.1	1.4	1.0	1.1	0.7	5.1	5.2	14.3	12.5	13.1	17.5	14.9	16.2	28.5
CRUISE1323	8.3	9.0	11.1	2.7	2.1	9.8	2.9	2.2	12.0	0.9	0.9	1.8	4.0	4.8	1.1	12.7	12.8	24.1	17.6	20.0	20.7
MIX102.3	11.9	13.4	9.8	16.6	17.5	14.0	12.7	13.4	9.1	13.8	14.9	19.5	14.2	16.9	7.5	13.8	15.3	9.6	5.8	7.0	1.1
5MMM	14.4	16.2	11.6	10.0	10.0	13.0	18.4	20.0	6.6	11.4	12.9	9.4	19.1	21.6	22.7	16.2	17.8	13.1	11.2	13.5	2.7
NOVA91.9	10.1	11.5	6.3	21.4	23.2	11.6	19.7	21.1	11.1	17.7	20.3	11.6	9.8	11.8	3.3	5.5	5.9	4.8	1.7	2.0	0.5
SAFM	9.2	10.4	6.9	20.7	22.3	12.8	13.1	14.0	7.4	15.7	18.1	9.6	9.9	11.6	7.3	5.7	6.1	7.0	1.7	2.1	0.5
ABC ADE	8.3	9.0	12.0	2.2	2.0	4.5	2.6	2.4	6.3	2.5	2.4	5.6	5.5	6.1	7.5	6.4	7.0	4.7	19.4	21.4	34.9
5RN	1.1	1.2	0.4	0.3	0.3	0.2	0.6	0.6	0.7	0.4	0.4	*	0.4	0.4	1.4	0.5	0.6	*	2.7	3.3	*
ABC NEWSRADIO	1.6	1.7	2.2	2.1	1.7	6.5	0.5	0.5	0.5	1.8	1.8	4.5	1.4	1.6	1.4	1.8	2.0	0.8	1.8	2.2	0.1
5J JJ	4.3	4.9	3.9	5.9	5.9	7.4	8.2	8.8	3.6	9.1	10.3	7.5	4.1	4.7	4.4	3.2	3.6	1.7	0.4	0.5	0.1
ABC CLASSIC	2.4	2.7	1.9	1.5	1.4	2.4	0.9	0.6	4.0	1.1	1.2	1.4	1.6	1.7	2.2	2.8	3.0	3.2	4.6	5.6	*
Commercial DAB+ Stns	10.1	10.3	17.1	10.1	10.3	9.6	15.5	14.9	27.4	12.8	13.4	22.9	12.6	12.5	24.0	10.5	11.5	9.0	4.0	4.1	9.3
ABC DAB+ Stns	1.7	1.6	4.6	1.4	0.9	7.0	1.9	1.3	9.9	2.3	2.3	5.6	1.0	1.0	2.9	1.5	1.4	4.5	1.9	2.2	1.6
Total DAB+ Stns	13.1	11.9	21.7	12.0	11.2	16.6	18.2	16.2	37.3	18.0	15.6	28.5	15.0	13.5	26.9	12.8	12.9	13.5	7.2	6.3	10.9

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	7.6	8.0	13.1	11.4	11.2	26.0	6.3	6.9	7.3	3.6	3.8	7.2	7.9	8.7	9.7	13.8	15.0	18.0	7.3	7.9	9.7
CRUISE1323	7.9	8.6	10.1	6.9	7.6	6.5	9.2	10.1	10.9	9.3	10.1	12.8	5.8	6.2	11.5	6.4	7.0	6.5	9.4	10.2	14.2
MIX102.3	12.0	13.4	10.2	10.1	11.0	9.5	13.1	14.9	10.5	13.8	15.5	12.4	11.1	12.5	9.1	9.3	10.6	5.7	11.6	13.3	8.6
5MMM	15.1	17.0	12.9	16.3	18.1	12.3	17.4	19.7	14.7	15.8	17.8	13.4	13.8	15.6	10.8	5.8	5.9	11.4	12.0	13.9	7.3
NOVA91.9	9.8	11.2	6.6	9.1	10.4	3.4	8.0	9.0	7.4	10.4	11.8	7.7	11.9	13.5	7.8	11.2	12.8	7.7	10.8	12.6	5.4
SAFM	9.4	10.6	7.5	8.5	9.3	7.8	7.6	8.5	8.4	10.7	12.1	8.6	11.3	13.0	5.5	9.4	10.9	3.5	8.3	9.6	5.1
ABC ADE	8.8	9.5	12.5	11.8	12.3	19.0	9.3	10.1	13.5	6.1	6.7	7.8	6.4	7.3	5.3	12.4	13.3	18.0	6.9	7.5	10.3
5RN	0.9	1.1	0.3	1.3	1.5	*	0.7	0.9	0.3	0.7	0.9	0.2	1.1	1.3	1.4	1.0	1.1	0.2	1.4	1.7	0.5
ABC NEWSRADIO	1.5	1.6	1.9	2.8	3.0	3.0	0.7	0.7	1.5	0.7	0.7	1.9	1.2	1.3	1.1	3.0	3.4	1.8	2.1	2.3	2.8
5J JJ	4.6	5.1	4.1	4.7	5.3	2.3	4.0	4.4	4.6	4.8	5.3	4.4	5.6	6.1	6.5	3.2	3.6	3.4	3.6	4.1	3.4
ABC CLASSIC	2.2	2.5	1.5	2.5	2.7	2.6	1.9	2.2	1.1	1.7	2.0	0.9	2.9	3.3	1.6	2.9	3.4	1.1	3.0	3.3	3.4
Commercial DAB+ Stns	9.7	10.0	15.2	6.1	6.1	5.6	10.4	11.0	15.2	11.2	11.9	17.2	10.3	10.5	25.0	10.9	10.8	20.2	11.4	11.3	22.8
ABC DAB+ Stns	1.4	1.4	3.9	1.3	1.3	1.7	1.4	1.4	4.5	1.6	1.5	5.5	0.9	0.8	4.7	2.1	2.3	2.3	2.5	2.4	6.5
Total DAB+ Stns	12.5	11.4	19.2	8.6	7.5	7.4	13.5	12.4	19.7	14.2	13.4	22.7	12.0	11.2	29.8	15.3	13.1	22.5	15.2	13.8	29.4

Interpreting RADIO 360: For People 10+, Mon-Sun 5:30am-12mn, FIVEaa has a 7.5% share of all listening, 8% share of AM/FM/DAB+ listening and 12.3% 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 8 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	137	131	26	10	10	2	6	4	2	12	11	3	22	22	3	25	23	7	62	61	9
CRUISE1323	209	199	27	11	9	2	9	6	4	26	24	4	23	23	2	41	41	5	99	97	11
MIX102.3	357	342	55	46	46	7	48	44	6	79	75	18	85	81	12	50	49	8	50	48	3
5MMM	319	304	53	30	28	6	34	32	6	67	61	11	92	87	18	51	49	10	46	46	3
NOVA91.9	345	333	55	60	59	10	71	67	12	117	113	19	59	58	8	25	24	5	13	12	1
SAFM	315	309	50	50	50	11	45	44	8	101	100	13	72	69	12	28	28	7	19	19	1
ABC ADE	175	166	33	9	7	4	14	11	4	18	18	6	25	25	3	27	25	3	82	80	13
5RN	53	50	4	4	4	1	5	4	1	11	11	*	9	7	2	7	7	*	17	17	*
ABC NEWSRADIO	90	85	14	6	6	3	8	5	2	20	20	4	18	17	3	17	16	1	20	20	*
5J JJ	143	137	30	15	13	6	21	21	2	55	54	10	36	33	8	11	11	3	6	5	1
ABC CLASSIC	63	60	11	4	3	2	5	4	2	14	12	4	11	11	2	9	9	1	20	20	*
Commercial DAB+ Stns	273	252	84	33	31	10	35	32	16	68	63	31	64	58	14	37	33	7	36	36	6
ABC DAB+ Stns	84	79	28	6	6	3	14	12	6	21	20	7	15	15	5	9	9	3	18	18	3
Total DAB+ Stns	342	300	105	38	34	12	43	39	21	84	74	36	73	65	17	47	39	10	57	50	9
<b>Total</b>	<b>1,131</b>	<b>1,086</b>	<b>294</b>	<b>118</b>	<b>114</b>	<b>34</b>	<b>116</b>	<b>114</b>	<b>40</b>	<b>262</b>	<b>251</b>	<b>85</b>	<b>237</b>	<b>226</b>	<b>58</b>	<b>157</b>	<b>151</b>	<b>40</b>	<b>240</b>	<b>230</b>	<b>37</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	128	120	24	83	75	12	61	56	8	41	39	7	56	52	8	42	37	6	80	78	11
CRUISE1323	181	173	23	85	81	8	101	94	11	115	106	13	85	81	9	43	40	5	136	129	15
MIX102.3	318	303	48	151	139	15	159	146	23	193	181	23	140	132	11	63	55	9	207	201	24
5MMM	283	268	43	170	162	19	157	143	21	160	152	19	143	135	13	50	44	8	187	178	21
NOVA91.9	308	295	46	171	163	11	133	124	16	177	162	22	153	146	14	71	67	8	218	210	23
SAFM	285	277	40	161	153	16	125	116	14	159	153	16	142	140	9	61	56	6	173	167	23
ABC ADE	160	147	33	111	97	22	96	92	13	94	87	13	75	72	5	47	41	8	108	105	13
5RN	41	39	3	17	17	*	10	10	*	15	15	*	19	17	2	13	12	1	26	25	2
ABC NEWSRADIO	74	71	12	41	37	5	22	19	5	20	18	4	23	22	2	20	19	2	55	52	9
5J JJ	129	120	25	68	64	6	53	46	11	63	58	12	78	72	9	31	27	5	80	78	11
ABC CLASSIC	59	56	8	28	25	4	23	21	3	26	25	2	28	27	3	19	17	2	38	35	6
Commercial DAB+ Stns	235	219	63	105	93	17	120	110	23	134	122	25	123	113	27	62	50	18	171	151	44
ABC DAB+ Stns	63	57	20	23	21	4	24	20	9	28	27	10	21	18	8	13	13	2	53	47	17
Total DAB+ Stns	290	255	79	134	111	21	149	126	30	165	143	33	145	126	36	78	60	20	223	183	58
<b>Total</b>	<b>1,108</b>	<b>1,055</b>	<b>256</b>	<b>846</b>	<b>773</b>	<b>114</b>	<b>762</b>	<b>689</b>	<b>126</b>	<b>834</b>	<b>770</b>	<b>131</b>	<b>790</b>	<b>725</b>	<b>109</b>	<b>410</b>	<b>351</b>	<b>61</b>	<b>993</b>	<b>923</b>	<b>175</b>

Interpreting RADIO 360: For People 10+, Mon-Sun 5:30am-12mn, FIVEaa has 137,000 total listeners, 131,000 AM/FM/DAB+ listeners and 26,000 Streaming listeners. Please note that there can be overlap between radio types.