

RADIO 360: ADELAIDE - TOTAL RADIO - SURVEY 1 2025

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	8.3	9.2	-0.9	3.3	4.0	-0.7	1.5	3.3	-1.8	1.1	1.1	0.0	4.2	5.2	-1.0	10.9	14.2	-3.3	17.6	17.8	-0.2
CRUISE1323	7.2	8.8	-1.6	2.3	2.3	0.0	2.9	9.6	-6.7	2.0	1.6	0.4	3.4	4.4	-1.0	7.5	13.8	-6.3	15.8	15.5	0.3
MIX102.3	12.4	12.4	0.0	16.2	18.4	-2.2	8.4	8.5	-0.1	11.3	14.5	-3.2	12.2	12.3	-0.1	18.1	15.3	2.8	9.7	8.9	0.8
5MMM	14.0	13.7	0.3	9.4	11.1	-1.7	16.6	7.9	8.7	12.9	9.7	3.2	15.5	20.0	-4.5	18.9	18.5	0.4	11.2	10.7	0.5
NOVA91.9	12.0	11.5	0.5	22.1	19.7	2.4	30.3	21.5	8.8	22.1	21.2	0.9	9.9	12.0	-2.1	8.6	9.6	-1.0	1.3	1.0	0.3
SAFM	7.8	8.0	-0.2	16.4	13.0	3.4	9.9	15.6	-5.7	10.7	14.0	-3.3	11.7	10.8	0.9	5.1	4.0	1.1	1.8	0.9	0.9
ABC ADE	8.2	6.7	1.5	1.0	1.6	-0.6	1.2	2.3	-1.1	3.8	1.3	2.5	5.7	1.9	3.8	4.9	4.5	0.4	18.9	17.9	1.0
5RN	1.4	1.3	0.1	*	1.0	*	0.3	0.5	-0.2	0.2	0.1	0.1	0.5	0.5	0.0	0.8	0.8	0.0	4.1	3.4	0.7
ABC NEWSRADIO	2.4	1.5	0.9	1.5	1.2	0.3	0.4	1.2	-0.8	2.5	1.4	1.1	2.0	0.8	1.2	3.3	2.1	1.2	2.8	1.8	1.0
5JJJ	4.3	3.7	0.6	5.6	2.3	3.3	5.8	7.8	-2.0	5.9	5.5	0.4	7.8	6.5	1.3	3.8	2.5	1.3	0.3	0.3	0.0
ABC CLASSIC	1.6	2.3	-0.7	0.3	0.7	-0.4	0.8	0.4	0.4	1.7	0.4	1.3	0.6	1.6	-1.0	1.0	1.3	-0.3	3.2	5.8	-2.6

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	8.1	9.2	-1.1	11.8	13.1	-1.3	7.1	7.6	-0.5	4.1	5.9	-1.8	6.9	9.0	-2.1	14.3	14.7	-0.4	8.8	9.4	-0.6
CRUISE1323	7.2	8.6	-1.4	7.4	7.0	0.4	8.3	10.9	-2.6	7.3	10.1	-2.8	6.7	6.8	-0.1	4.1	4.5	-0.4	7.1	9.3	-2.2
MIX102.3	12.5	12.3	0.2	10.2	10.7	-0.5	12.4	12.5	-0.1	15.6	13.8	1.8	11.9	12.5	-0.6	10.9	10.6	0.3	12.0	12.9	-0.9
5MMM	14.7	14.1	0.6	14.0	16.1	-2.1	17.4	15.3	2.1	17.1	14.5	2.6	12.5	12.2	0.3	5.7	5.7	0.0	11.9	12.3	-0.4
NOVA91.9	12.1	11.1	1.0	11.6	12.4	-0.8	11.4	9.9	1.5	12.2	10.3	1.9	14.6	13.4	1.2	11.4	10.0	1.4	11.9	12.7	-0.8
SAFM	8.0	8.2	-0.2	6.8	6.9	-0.1	8.4	8.1	0.3	9.3	9.6	-0.3	9.2	9.7	-0.5	4.9	5.2	-0.3	7.2	7.3	-0.1
ABC ADE	8.3	6.9	1.4	12.9	10.1	2.8	8.6	7.0	1.6	5.1	4.6	0.5	4.9	4.9	0.0	8.9	8.6	0.3	7.8	6.2	1.6
5RN	1.4	1.2	0.2	1.6	2.1	-0.5	1.1	0.7	0.4	1.3	0.9	0.4	1.7	1.0	0.7	1.1	1.4	-0.3	1.7	1.7	0.0
ABC NEWSRADIO	2.3	1.4	0.9	3.6	2.1	1.5	1.1	1.1	0.0	0.9	0.9	0.0	1.7	0.8	0.9	6.6	2.6	4.0	2.7	1.8	0.9
5JJJ	3.8	3.9	-0.1	4.7	4.5	0.2	2.6	4.1	-1.5	3.3	3.6	-0.3	4.7	3.7	1.0	3.9	3.2	0.7	6.1	2.8	3.3
ABC CLASSIC	1.5	2.1	-0.6	1.4	1.8	-0.4	1.4	1.7	-0.3	1.0	2.4	-1.4	1.8	2.3	-0.5	3.2	2.9	0.3	1.7	3.2	-1.5

RADIO 360: ADELAIDE - TOTAL RADIO - SURVEY 1 2025

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	138	140	-2	13	12	1	7	6	1	14	12	2	28	28	0	23	29	-6	52	52	0
CRUISE1323	179	206	-27	12	15	-3	8	19	-11	22	15	7	19	23	-4	34	46	-12	84	89	-5
MIX102.3	360	348	12	45	50	-5	39	27	12	101	91	10	63	73	-10	52	57	-5	60	49	11
5MMM	308	288	20	36	33	3	38	29	9	75	64	11	66	82	-16	45	44	1	47	37	10
NOVA91.9	355	364	-9	60	57	3	68	53	15	125	134	-9	63	76	-13	28	33	-5	11	11	0
SAFM	299	283	16	48	38	10	38	33	5	97	93	4	69	79	-10	27	29	-2	21	11	10
ABC ADE	165	154	11	8	9	-1	10	14	-4	15	15	0	31	15	16	26	24	2	77	77	0
5RN	38	41	-3	1	4	-3	2	4	-2	3	1	2	7	5	2	5	5	0	19	23	-4
ABC NEWSRADIO	74	68	6	6	8	-2	5	9	-4	17	12	5	10	10	0	12	12	0	24	17	7
5JJJ	152	130	22	21	10	11	20	24	-4	59	46	13	38	37	1	8	7	1	7	5	2
ABC CLASSIC	56	48	8	3	6	-3	1	2	-1	14	6	8	11	7	4	6	6	0	21	21	0
Total	1,152	1,130	22	123	115	8	114	112	2	283	267	16	240	238	2	154	154	0	238	244	-6

By Session, P10+ [Potential: 1221]

Station	Mon-Fri			Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
FIVEaa	124	132	-8	91	86	5	63	60	3	50	57	-7	48	66	-18	37	35	2	89	86	3
CRUISE1323	157	189	-32	88	104	-16	93	115	-22	95	119	-24	81	84	-3	32	28	4	110	124	-14
MIX102.3	318	312	6	176	178	-2	160	171	-11	188	198	-10	141	148	-7	76	74	2	198	213	-15
5MMM	278	262	16	157	164	-7	157	145	12	163	153	10	126	123	3	48	45	3	173	178	-5
NOVA91.9	323	322	1	201	189	12	157	148	9	171	175	-4	148	155	-7	80	87	-7	213	212	1
SAFM	266	258	8	131	145	-14	118	116	2	145	146	-1	110	130	-20	57	50	7	157	151	6
ABC ADE	146	143	3	107	99	8	85	73	12	78	74	4	51	52	-1	36	40	-4	113	91	22
5RN	31	35	-4	17	18	-1	15	13	2	14	15	-1	17	12	5	7	9	-2	21	25	-4
ABC NEWSRADIO	68	55	13	45	35	10	17	20	-3	20	17	3	17	15	2	22	11	11	45	42	3
5JJJ	128	114	14	70	64	6	39	47	-8	60	56	4	62	52	10	35	23	12	87	75	12
ABC CLASSIC	51	43	8	21	20	1	22	15	7	18	23	-5	23	19	4	15	10	5	26	25	1
Total	1,126	1,095	31	877	866	11	773	767	6	817	821	-4	749	734	15	443	395	48	962	946	16

RADIO 360: ADELAIDE - TOTAL RADIO - SURVEY 1 2025

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	14	-3	*	*	*	*	*	*	*	*	*	1	2	-1	3	3	0	7	7	0
CRUISE1323	10	13	-3	*	*	*	*	1	*	*	*	*	1	1	0	2	3	-1	6	6	0
MIX102.3	17	18	-1	2	2	0	1	1	0	3	4	-1	3	4	-1	4	4	0	4	4	0
5MMM	19	20	-1	1	1	0	2	1	1	3	3	0	4	7	-3	5	4	1	4	4	0
NOVA91.9	17	17	0	2	2	0	4	2	2	5	6	-1	3	4	-1	2	2	0	*	*	*
SAFM	11	12	-1	2	1	1	1	2	-1	2	4	-2	3	4	-1	1	1	0	1	*	*
ABC ADE	11	10	1	*	*	*	*	*	*	1	*	*	2	1	1	1	1	0	7	7	0
5RN	2	2	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	2	1	1
ABC NEWSRADIO	3	2	1	*	*	*	*	*	*	1	*	*	1	*	*	1	1	0	1	1	0
5JJJ	6	5	1	1	*	*	1	1	0	1	1	0	2	2	0	1	1	0	*	*	*
ABC CLASSIC	2	3	-1	*	*	*	*	*	*	*	*	*	*	1	*	*	*	*	1	2	-1
Total	137	147	-10	11	11	0	12	11	1	23	27	-4	28	33	-5	24	24	0	38	41	-3

By Session, P10+ [Potential: 1221]

Station	Mon-Fri			Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
FIVEaa	12	15	-3	24	27	-3	16	18	-2	8	13	-5	9	12	-3	7	7	0	10	11	-1
CRUISE1323	11	14	-3	15	15	0	18	27	-9	13	22	-9	8	9	-1	2	2	0	8	11	-3
MIX102.3	18	20	-2	20	22	-2	27	31	-4	29	30	-1	15	17	-2	5	5	0	14	15	-1
5MMM	22	22	0	28	34	-6	38	37	1	31	31	0	16	16	0	3	3	0	13	14	-1
NOVA91.9	18	18	0	23	26	-3	25	24	1	22	22	0	18	18	0	5	5	0	14	15	-1
SAFM	12	13	-1	14	14	0	19	20	-1	17	20	-3	12	13	-1	2	2	0	8	8	0
ABC ADE	12	11	1	26	21	5	19	17	2	9	10	-1	6	7	-1	4	4	0	9	7	2
5RN	2	2	0	3	4	-1	2	2	0	2	2	0	2	1	1	1	1	0	2	2	0
ABC NEWSRADIO	3	2	1	7	4	3	2	3	-1	2	2	0	2	1	1	3	1	2	3	2	1
5JJJ	6	6	0	9	9	0	6	10	-4	6	8	-2	6	5	1	2	2	0	7	3	4
ABC CLASSIC	2	3	-1	3	4	-1	3	4	-1	2	5	-3	2	3	-1	2	1	1	2	4	-2
Total	146	160	-14	199	209	-10	221	244	-23	184	214	-30	125	135	-10	48	48	0	114	115	-1

RADIO 360: ADELAIDE - TOTAL RADIO - SURVEY 1 2025

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	16	19	-3	2	3	-1	2	1	1	6	8	-2	6	6	0	*	1	*	*	*	*
CADA	5	8	-3	1	2	-1	1	2	-1	2	4	-2	*	*	*	*	*	*	*	*	*
Chemist Warehouse Remix	5	5	0	*	1	*	*	*	*	1	*	*	3	3	0	*	1	*	1	*	*
Coles Radio	33	27	6	3	3	0	6	4	2	9	5	4	7	7	0	5	4	1	3	4	-1
DANCE HITS	25	18	7	4	7	-3	3	1	2	7	4	3	8	6	2	1	1	0	1	*	*
EASY HITS	18	18	0	2	2	0	3	3	0	3	3	0	3	2	1	5	6	-1	2	2	0
iHeartCountry	10	8	2	1	2	-1	1	*	*	4	3	1	*	*	*	2	2	0	2	1	1
Mix 80s	29	17	12	4	4	0	3	1	2	3	2	1	5	3	2	9	5	4	5	3	2
Mix 90s	22	16	6	4	4	0	4	2	2	7	5	2	5	3	2	2	3	-1	*	*	*
MMM 2000s	14	10	4	*	1	*	2	2	0	9	6	3	2	2	0	*	*	*	1	*	*
MMM 80s	18	8	10	*	1	*	2	1	1	3	3	0	5	1	4	6	3	3	1	*	*
MMM 90s	14	14	0	2	1	1	1	3	-2	6	2	4	4	7	-3	1	1	0	1	1	0
MMM CLASSIC ROCK	22	24	-2	1	1	0	1	4	-3	3	4	-1	4	5	-1	3	1	2	10	9	1
NOVA Throwbacks	32	23	9	6	5	1	4	2	2	14	9	5	4	4	0	1	2	-1	4	1	3
OLDSKOOL 80s HITS	20	16	4	4	5	-1	3	2	1	2	1	1	9	6	3	2	2	0	1	1	0
OLDSKOOL 90s HITS	13	20	-7	1	2	-1	1	2	-1	8	6	2	1	8	-7	1	2	-1	*	*	*
RnB FRIDAYS RADIO	19	18	1	4	2	2	3	3	0	8	10	-2	2	2	0	1	*	*	1	*	*
smooth 80s	14	20	-6	1	3	-2	1	2	-1	1	3	-2	5	5	0	3	3	0	2	4	-2
smooth fm Adelaide	38	39	-1	3	5	-2	5	3	2	4	3	1	7	6	1	7	9	-2	12	13	-1
TikTok Trending	21	22	-1	7	6	1	5	7	-2	9	9	0	1	*	*	*	*	*	*	*	*
triple j Unearthed	13	9	4	4	3	1	3	2	1	4	2	2	1	1	0	*	2	*	1	*	*
ABC Country	12	8	4	1	2	-1	*	1	*	3	2	1	1	1	0	1	1	0	6	2	4
ABC Jazz	20	18	2	1	1	0	1	1	0	6	2	4	6	4	2	2	3	-1	5	7	-2
ABC KIDS LISTEN	6	9	-3	1	4	-3	*	1	*	4	1	3	1	2	-1	*	1	*	*	*	*
ABC Sport	13	10	3	2	1	1	3	2	1	1	3	-2	2	*	*	1	3	-2	4	1	3
Double J	21	12	9	3	*	*	*	*	*	3	3	0	12	5	7	2	1	1	1	2	-1
Total Digital/Internet Only	323	288	35	40	42	-2	36	33	3	76	70	6	79	60	19	35	38	-3	57	44	13

RADIO 360: ADELAIDE - TOTAL RADIO - SURVEY 1 2025

DAB+ STATIONS ONLY - CUMULATIVE AUDIENCE (000'S)

By Session, P10+ [Potential: 1221]

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	15	17	-2	6	11	-5	7	9	-2	9	11	-2	6	6	0	3	3	0	9	9	0
CADA	4	7	-3	2	3	-1	1	*	*	2	4	-2	1	3	-2	1	3	-2	4	5	-1
Chemist Warehouse Remix	3	3	0	1	1	0	2	3	-1	2	3	-1	2	1	1	2	*	*	5	2	3
Coles Radio	25	21	4	9	7	2	9	13	-4	10	11	-1	10	11	-1	7	5	2	16	12	4
DANCE HITS	21	13	8	8	5	3	9	8	1	9	6	3	11	6	5	5	7	-2	14	11	3
EASY HITS	15	16	-1	4	4	0	7	8	-1	10	10	0	8	8	0	1	6	-5	9	11	-2
iHeartCountry	10	7	3	5	4	1	5	5	0	6	3	3	3	3	0	3	1	2	6	4	2
Mix 80s	23	14	9	9	2	7	11	5	6	10	5	5	10	6	4	6	4	2	13	8	5
Mix 90s	19	11	8	5	2	3	6	4	2	7	4	3	5	5	0	4	5	-1	8	7	1
MMM 2000s	12	9	3	2	5	-3	4	3	1	3	4	-1	6	5	1	1	2	-1	6	4	2
MMM 80s	15	7	8	5	3	2	7	3	4	7	4	3	4	2	2	1	*	*	4	2	2
MMM 90s	9	14	-5	4	4	0	6	7	-1	4	8	-4	4	8	-4	1	*	*	9	5	4
MMM CLASSIC ROCK	19	22	-3	8	7	1	6	8	-2	12	12	0	8	12	-4	4	8	-4	9	9	0
NOVA Throwbacks	29	23	6	13	12	1	10	11	-1	15	12	3	10	8	2	4	5	-1	11	6	5
OLDSKOOL 80s HITS	16	12	4	9	3	6	5	5	0	9	5	4	9	7	2	3	4	-1	11	9	2
OLDSKOOL 90s HITS	11	16	-5	2	7	-5	6	6	0	7	6	1	4	6	-2	1	3	-2	4	7	-3
RnB FRIDAYS RADIO	19	14	5	9	8	1	8	8	0	9	10	-1	6	7	-1	3	2	1	4	5	-1
smooth 80s	11	13	-2	3	2	1	5	8	-3	4	7	-3	5	5	0	3	5	-2	8	10	-2
smooth fm Adelaide	30	33	-3	10	20	-10	17	17	0	20	19	1	12	13	-1	7	4	3	23	24	-1
TikTok Trending	19	18	1	4	6	-2	5	7	-2	8	6	2	8	10	-2	7	7	0	12	10	2
triple j Unearthed	10	7	3	4	2	2	4	2	2	2	3	-1	3	3	0	2	1	1	5	5	0
ABC Country	10	8	2	2	5	-3	3	4	-1	5	4	1	2	4	-2	2	2	0	5	3	2
ABC Jazz	17	14	3	8	6	2	3	2	1	7	4	3	7	9	-2	5	8	-3	14	15	-1
ABC KIDS LISTEN	4	8	-4	4	3	1	1	3	-2	1	2	-1	2	4	-2	1	1	0	3	6	-3
ABC Sport	6	3	3	1	2	-1	1	1	0	4	2	2	4	1	3	3	1	2	10	7	3
Double J	19	7	12	7	4	3	10	2	8	12	3	9	7	4	3	3	1	2	6	8	-2
Total Digital/Internet Only	282	251	31	126	122	4	139	129	10	166	144	22	142	136	6	76	80	-4	203	175	28

RADIO 360: ADELAIDE - BY RADIO TYPE - SURVEY 1 2025

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	8.3	8.8	13.4	3.3	3.7	2.7	1.5	0.8	7.9	1.1	1.4	*	4.2	3.3	17.9	10.9	11.5	18.4	17.6	18.3	25.1
CRUISE1323	7.2	7.7	10.5	2.3	2.0	6.2	2.9	2.2	9.7	2.0	2.0	5.2	3.4	3.4	7.8	7.5	7.7	15.3	15.8	16.7	18.4
MIX102.3	12.4	14.1	8.8	16.2	17.6	15.6	8.4	9.0	6.5	11.3	13.7	9.5	12.2	15.4	2.6	18.1	19.6	20.4	9.7	10.5	7.0
5MMM	14.0	15.9	10.6	9.4	9.5	14.6	16.6	18.0	11.3	12.9	15.1	15.8	15.5	18.7	10.0	18.9	21.4	6.1	11.2	12.2	7.3
NOVA91.9	12.0	13.8	6.7	22.1	25.0	12.7	30.3	33.5	14.2	22.1	27.5	11.6	9.9	12.3	2.8	8.6	9.6	4.3	1.3	1.4	1.1
SAFM	7.8	8.9	6.1	16.4	18.7	8.0	9.9	11.2	2.9	10.7	12.7	11.5	11.7	14.2	7.6	5.1	5.6	3.8	1.8	1.9	2.2
ABC ADE	8.2	8.7	12.2	1.0	1.1	0.8	1.2	1.0	3.6	3.8	4.2	7.2	5.7	5.6	14.7	4.9	5.0	10.7	18.9	19.8	25.5
5RN	1.4	1.6	1.5	*	*	*	0.3	0.3	*	0.2	0.3	0.4	0.5	0.5	1.1	0.8	0.7	4.2	4.1	4.4	2.9
ABC NEWSRADIO	2.4	2.5	3.6	1.5	1.2	5.0	0.4	0.4	0.8	2.5	2.8	4.4	2.0	1.9	5.0	3.3	3.6	3.5	2.8	3.0	2.2
5JJJ	4.3	4.7	5.3	5.6	5.6	9.4	5.8	5.7	8.1	5.9	7.2	4.9	7.8	9.1	8.0	3.8	4.2	2.9	0.3	0.3	*
ABC CLASSIC	1.6	1.7	1.6	0.3	0.2	1.0	0.8	0.6	2.1	1.7	1.9	2.8	0.6	0.5	1.4	1.0	1.1	0.7	3.2	3.5	1.6
Commercial DAB+ Stns	9.3	9.7	15.3	12.9	13.2	18.9	16.9	16.0	29.5	9.7	10.4	22.5	10.5	12.0	13.0	8.6	9.5	7.3	5.0	5.3	6.5
ABC DAB+ Stns	1.9	1.9	4.2	2.3	2.2	5.1	1.5	1.3	3.5	1.0	0.9	4.5	3.2	3.1	8.1	0.6	0.5	2.3	2.3	2.6	0.2
Total DAB+ Stns	12.7	11.7	19.5	15.9	15.3	24.0	19.1	17.3	33.0	12.4	11.3	26.9	16.6	15.1	21.2	10.9	10.0	9.6	8.2	7.9	6.8

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	8.1	8.6	13.6	11.8	12.0	23.1	7.1	7.5	11.0	4.1	4.2	8.0	6.9	7.4	13.9	14.3	16.5	12.0	8.8	9.4	12.8
CRUISE1323	7.2	7.8	9.9	7.4	8.2	6.2	8.3	9.0	10.1	7.3	7.7	12.9	6.7	7.3	10.8	4.1	4.2	9.7	7.1	7.4	12.6
MIX102.3	12.5	14.2	9.3	10.2	11.5	6.5	12.4	13.9	10.6	15.6	17.7	11.2	11.9	13.8	8.4	10.9	12.7	8.2	12.0	13.6	7.4
5MMM	14.7	16.7	11.8	14.0	15.3	14.1	17.4	19.9	11.4	17.1	19.5	10.9	12.5	14.2	13.8	5.7	6.6	5.3	11.9	13.5	6.9
NOVA91.9	12.1	13.9	7.2	11.6	13.3	4.3	11.4	13.0	7.3	12.2	13.7	10.2	14.6	17.1	6.8	11.4	13.4	6.7	11.9	13.7	5.0
SAFM	8.0	9.1	6.8	6.8	7.7	3.8	8.4	9.5	7.1	9.3	10.4	9.3	9.2	10.7	6.2	4.9	5.4	6.9	7.2	8.2	4.1
ABC ADE	8.3	8.7	13.8	12.9	13.1	24.6	8.6	9.0	13.5	5.1	5.4	8.7	4.9	5.6	5.6	8.9	10.1	10.0	7.8	8.6	7.1
5RN	1.4	1.6	1.0	1.6	1.8	1.4	1.1	1.3	0.4	1.3	1.4	1.5	1.7	2.0	0.5	1.1	1.3	0.3	1.7	1.7	3.1
ABC NEWSRADIO	2.3	2.4	3.2	3.6	3.9	4.6	1.1	1.0	2.3	0.9	1.0	1.2	1.7	1.8	2.6	6.6	7.3	10.2	2.7	2.8	4.9
5JJJ	3.8	4.2	4.1	4.7	5.4	2.2	2.6	2.8	3.8	3.3	3.5	5.4	4.7	5.3	5.8	3.9	4.5	3.5	6.1	6.4	9.4
ABC CLASSIC	1.5	1.7	1.6	1.4	1.5	1.3	1.4	1.5	1.5	1.0	1.1	2.0	1.8	2.1	1.1	3.2	3.7	2.7	1.7	1.9	1.6
Commercial DAB+ Stns	8.9	9.5	13.7	5.0	5.3	6.9	9.5	9.7	17.5	11.1	12.1	14.4	9.6	10.5	15.3	10.7	11.7	17.5	10.4	10.6	20.5
ABC DAB+ Stns	1.8	1.8	4.1	1.0	1.1	1.0	1.7	1.7	3.5	2.1	2.1	4.5	2.4	2.2	9.1	2.7	2.7	7.0	2.2	2.3	4.6
Total DAB+ Stns	12.1	11.3	17.8	7.0	6.3	8.0	12.9	11.4	21.1	14.8	14.2	18.9	13.1	12.7	24.3	15.3	14.4	24.5	14.4	12.9	25.0

Interpreting RADIO 360: For People 10+, Mon-Sun 5:30am-12mn, FIVEaa has a 8.3% share of all listening, 8.8% share of AM/FM/DAB+ listening and 13.4% 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 1 2025

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	138	132	25	13	11	4	7	7	2	14	14	*	28	27	4	23	23	6	52	50	9
CRUISE1323	179	163	32	12	8	5	8	8	2	22	20	3	19	15	5	34	31	5	84	82	12
MIX102.3	360	347	49	45	41	9	39	37	6	101	97	14	63	63	5	52	51	10	60	59	5
5MMM	308	297	43	36	32	9	38	37	8	75	72	11	66	65	9	45	45	2	47	46	4
NOVA91.9	355	347	56	60	59	13	68	68	13	125	120	20	63	62	6	28	28	2	11	11	1
SAFM	299	289	38	48	45	7	38	36	4	97	93	13	69	69	9	27	27	2	21	20	3
ABC ADE	165	160	30	8	6	2	10	8	3	15	15	1	31	29	8	26	25	4	77	76	11
5RN	38	38	8	1	1	*	2	2	*	3	3	1	7	7	2	5	5	1	19	19	3
ABC NEWSRADIO	74	68	18	6	6	3	5	4	2	17	14	6	10	10	3	12	11	2	24	23	3
5JJJ	152	143	28	21	18	7	20	18	6	59	56	7	38	35	5	8	8	3	7	7	*
ABC CLASSIC	56	52	12	3	1	2	1	1	1	14	14	3	11	10	3	6	4	1	21	21	3
Commercial DAB+ Stns	245	233	65	33	31	13	32	28	11	61	59	18	51	51	13	27	26	4	40	38	7
ABC DAB+ Stns	79	74	20	11	9	5	6	6	3	21	18	5	21	20	6	6	6	1	15	15	1
Total DAB+ Stns	323	289	79	40	37	15	36	33	13	76	70	20	79	67	17	35	30	5	57	51	8
Total	1,152	1,101	274	123	119	39	114	114	37	283	266	72	240	224	56	154	147	33	238	230	38

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	124	116	23	91	83	14	63	57	13	50	43	10	48	45	8	37	34	3	89	86	14
CRUISE1323	157	140	30	88	79	13	93	82	17	95	84	18	81	72	12	32	25	7	110	101	18
MIX102.3	318	302	45	176	163	17	160	148	20	188	176	22	141	134	12	76	73	4	198	188	20
5MMM	278	264	39	157	152	16	157	148	18	163	153	18	126	117	15	48	44	5	173	169	14
NOVA91.9	323	310	47	201	189	16	157	146	21	171	163	18	148	143	11	80	76	6	213	209	21
SAFM	266	256	34	131	126	10	118	114	15	145	134	16	110	104	10	57	55	3	157	152	13
ABC ADE	146	142	27	107	104	16	85	79	15	78	71	13	51	49	7	36	32	5	113	107	13
5RN	31	31	6	17	17	2	15	14	1	14	11	5	17	17	1	7	7	*	21	19	5
ABC NEWSRADIO	68	61	14	45	41	7	17	13	6	20	19	4	17	16	2	22	16	7	45	41	11
5JJJ	128	118	21	70	66	7	39	36	5	60	53	10	62	56	6	35	31	5	87	79	19
ABC CLASSIC	51	47	10	21	19	3	22	19	4	18	18	2	23	21	3	15	15	3	26	24	5
Commercial DAB+ Stns	216	201	54	92	84	15	105	94	23	129	120	25	111	103	17	56	49	10	148	133	27
ABC DAB+ Stns	63	60	16	26	23	3	22	19	5	28	27	7	24	24	5	17	16	5	41	35	10
Total DAB+ Stns	282	252	65	126	103	17	139	113	28	166	145	31	142	125	22	76	62	14	203	166	36
Total	1,126	1,063	242	877	801	112	773	691	130	817	730	132	749	663	93	443	389	51	962	890	155

Interpreting RADIO 360: For People 10+, Mon-Sun 5:30am-12mn, FIVEaa has 138,000 total listeners, 132,000 AM/FM/DAB+ listeners and 25,000 Streaming listeners. Please note that there can be overlap between radio types.