

# RADIO 360: ADELAIDE - TOTAL RADIO - SURVEY 2 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        | 8.8        | 8.3  | 0.5  | 3.4          | 3.3  | 0.1  | 0.5          | 1.5  | -1.0 | 2.0          | 1.1  | 0.9  | 3.2          | 4.2  | -1.0 | 10.9         | 10.9 | 0.0  | 20.0       | 17.6 | 2.4  |
| CRUISE1323    | 6.9        | 7.2  | -0.3 | 4.1          | 2.3  | 1.8  | 4.6          | 2.9  | 1.7  | 1.7          | 2.0  | -0.3 | 2.0          | 3.4  | -1.4 | 8.7          | 7.5  | 1.2  | 14.2       | 15.8 | -1.6 |
| MIX102.3      | 14.0       | 12.4 | 1.6  | 17.6         | 16.2 | 1.4  | 10.4         | 8.4  | 2.0  | 10.3         | 11.3 | -1.0 | 16.4         | 12.2 | 4.2  | 20.3         | 18.1 | 2.2  | 10.9       | 9.7  | 1.2  |
| 5MMM          | 12.2       | 14.0 | -1.8 | 11.2         | 9.4  | 1.8  | 15.5         | 16.6 | -1.1 | 10.3         | 12.9 | -2.6 | 16.3         | 15.5 | 0.8  | 14.9         | 18.9 | -4.0 | 8.1        | 11.2 | -3.1 |
| NOVA91.9      | 12.5       | 12.0 | 0.5  | 22.3         | 22.1 | 0.2  | 27.0         | 30.3 | -3.3 | 19.9         | 22.1 | -2.2 | 11.0         | 9.9  | 1.1  | 8.2          | 8.6  | -0.4 | 4.1        | 1.3  | 2.8  |
| SAFM          | 8.2        | 7.8  | 0.4  | 13.6         | 16.4 | -2.8 | 9.3          | 9.9  | -0.6 | 12.0         | 10.7 | 1.3  | 12.1         | 11.7 | 0.4  | 5.7          | 5.1  | 0.6  | 2.3        | 1.8  | 0.5  |
| ABC ADE       | 7.8        | 8.2  | -0.4 | 0.7          | 1.0  | -0.3 | 1.2          | 1.2  | 0.0  | 3.3          | 3.8  | -0.5 | 4.4          | 5.7  | -1.3 | 4.5          | 4.9  | -0.4 | 19.5       | 18.9 | 0.6  |
| 5RN           | 1.7        | 1.4  | 0.3  | 1.4          | *    | *    | 1.0          | 0.3  | 0.7  | 0.6          | 0.2  | 0.4  | 0.5          | 0.5  | 0.0  | 1.5          | 0.8  | 0.7  | 3.6        | 4.1  | -0.5 |
| ABC NEWSRADIO | 1.8        | 2.4  | -0.6 | 0.9          | 1.5  | -0.6 | 0.1          | 0.4  | -0.3 | 2.7          | 2.5  | 0.2  | 0.4          | 2.0  | -1.6 | 2.6          | 3.3  | -0.7 | 2.6        | 2.8  | -0.2 |
| 5JJJ          | 4.2        | 4.3  | -0.1 | 4.3          | 5.6  | -1.3 | 5.7          | 5.8  | -0.1 | 7.1          | 5.9  | 1.2  | 6.7          | 7.8  | -1.1 | 3.6          | 3.8  | -0.2 | 0.3        | 0.3  | 0.0  |
| ABC CLASSIC   | 2.0        | 1.6  | 0.4  | 0.8          | 0.3  | 0.5  | 1.4          | 0.8  | 0.6  | 3.8          | 1.7  | 2.1  | 0.9          | 0.6  | 0.3  | 1.7          | 1.0  | 0.7  | 2.5        | 3.2  | -0.7 |

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        | 8.5                 | 8.1  | 0.4  | 10.8                  | 11.8 | -1.0 | 8.4                    | 7.1  | 1.3  | 4.3                    | 4.1  | 0.2  | 6.9                   | 6.9  | 0.0  | 18.4                   | 14.3 | 4.1  | 9.6                 | 8.8  | 0.8  |
| CRUISE1323    | 6.6                 | 7.2  | -0.6 | 6.6                   | 7.4  | -0.8 | 7.6                    | 8.3  | -0.7 | 6.7                    | 7.3  | -0.6 | 6.7                   | 6.7  | 0.0  | 3.2                    | 4.1  | -0.9 | 7.9                 | 7.1  | 0.8  |
| MIX102.3      | 14.0                | 12.5 | 1.5  | 12.0                  | 10.2 | 1.8  | 15.3                   | 12.4 | 2.9  | 16.6                   | 15.6 | 1.0  | 12.2                  | 11.9 | 0.3  | 11.1                   | 10.9 | 0.2  | 14.3                | 12.0 | 2.3  |
| 5MMM          | 13.0                | 14.7 | -1.7 | 13.2                  | 14.0 | -0.8 | 15.3                   | 17.4 | -2.1 | 14.3                   | 17.1 | -2.8 | 11.2                  | 12.5 | -1.3 | 5.0                    | 5.7  | -0.7 | 9.4                 | 11.9 | -2.5 |
| NOVA91.9      | 12.5                | 12.1 | 0.4  | 12.8                  | 11.6 | 1.2  | 11.5                   | 11.4 | 0.1  | 11.8                   | 12.2 | -0.4 | 14.8                  | 14.6 | 0.2  | 12.6                   | 11.4 | 1.2  | 12.6                | 11.9 | 0.7  |
| SAFM          | 8.7                 | 8.0  | 0.7  | 8.2                   | 6.8  | 1.4  | 9.1                    | 8.4  | 0.7  | 9.6                    | 9.3  | 0.3  | 9.2                   | 9.2  | 0.0  | 5.2                    | 4.9  | 0.3  | 6.5                 | 7.2  | -0.7 |
| ABC ADE       | 7.9                 | 8.3  | -0.4 | 11.7                  | 12.9 | -1.2 | 8.0                    | 8.6  | -0.6 | 5.4                    | 5.1  | 0.3  | 4.5                   | 4.9  | -0.4 | 9.7                    | 8.9  | 0.8  | 7.5                 | 7.8  | -0.3 |
| 5RN           | 1.6                 | 1.4  | 0.2  | 2.5                   | 1.6  | 0.9  | 0.6                    | 1.1  | -0.5 | 1.2                    | 1.3  | -0.1 | 1.9                   | 1.7  | 0.2  | 2.2                    | 1.1  | 1.1  | 2.0                 | 1.7  | 0.3  |
| ABC NEWSRADIO | 1.7                 | 2.3  | -0.6 | 2.7                   | 3.6  | -0.9 | 0.9                    | 1.1  | -0.2 | 0.9                    | 0.9  | 0.0  | 1.5                   | 1.7  | -0.2 | 3.4                    | 6.6  | -3.2 | 2.2                 | 2.7  | -0.5 |
| 5JJJ          | 4.2                 | 3.8  | 0.4  | 4.8                   | 4.7  | 0.1  | 2.8                    | 2.6  | 0.2  | 4.2                    | 3.3  | 0.9  | 5.8                   | 4.7  | 1.1  | 3.8                    | 3.9  | -0.1 | 4.1                 | 6.1  | -2.0 |
| ABC CLASSIC   | 1.9                 | 1.5  | 0.4  | 1.7                   | 1.4  | 0.3  | 1.8                    | 1.4  | 0.4  | 2.0                    | 1.0  | 1.0  | 2.0                   | 1.8  | 0.2  | 2.6                    | 3.2  | -0.6 | 2.4                 | 1.7  | 0.7  |

# RADIO 360: ADELAIDE - TOTAL RADIO - SURVEY 2 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        | 139        | 138   | 1   | 12           | 13   | -1  | 5            | 7    | -2  | 16           | 14   | 2   | 25           | 28   | -3  | 23           | 23   | 0   | 57         | 52   | 5   |
| CRUISE1323    | 178        | 179   | -1  | 11           | 12   | -1  | 10           | 8    | 2   | 23           | 22   | 1   | 19           | 19   | 0   | 34           | 34   | 0   | 81         | 84   | -3  |
| MIX102.3      | 366        | 360   | 6   | 50           | 45   | 5   | 46           | 39   | 7   | 89           | 101  | -12 | 73           | 63   | 10  | 53           | 52   | 1   | 56         | 60   | -4  |
| 5MMM          | 294        | 308   | -14 | 39           | 36   | 3   | 38           | 38   | 0   | 64           | 75   | -11 | 69           | 66   | 3   | 42           | 45   | -3  | 42         | 47   | -5  |
| NOVA91.9      | 361        | 355   | 6   | 63           | 60   | 3   | 64           | 68   | -4  | 117          | 125  | -8  | 68           | 63   | 5   | 31           | 28   | 3   | 17         | 11   | 6   |
| SAFM          | 294        | 299   | -5  | 48           | 48   | 0   | 35           | 38   | -3  | 89           | 97   | -8  | 72           | 69   | 3   | 26           | 27   | -1  | 24         | 21   | 3   |
| ABC ADE       | 165        | 165   | 0   | 8            | 8    | 0   | 8            | 10   | -2  | 17           | 15   | 2   | 30           | 31   | -1  | 23           | 26   | -3  | 79         | 77   | 2   |
| 5RN           | 41         | 38    | 3   | 2            | 1    | 1   | 2            | 2    | 0   | 4            | 3    | 1   | 10           | 7    | 3   | 6            | 5    | 1   | 17         | 19   | -2  |
| ABC NEWSRADIO | 79         | 74    | 5   | 6            | 6    | 0   | 3            | 5    | -2  | 22           | 17   | 5   | 10           | 10   | 0   | 13           | 12   | 1   | 25         | 24   | 1   |
| 5JJJ          | 138        | 152   | -14 | 16           | 21   | -5  | 17           | 20   | -3  | 55           | 59   | -4  | 34           | 38   | -4  | 10           | 8    | 2   | 6          | 7    | -1  |
| ABC CLASSIC   | 63         | 56    | 7   | 4            | 3    | 1   | 3            | 1    | 2   | 20           | 14   | 6   | 12           | 11   | 1   | 8            | 6    | 2   | 16         | 21   | -5  |
| Total         | 1,151      | 1,152 | -1  | 124          | 123  | 1   | 114          | 114  | 0   | 280          | 283  | -3  | 241          | 240  | 1   | 156          | 154  | 2   | 237        | 238  | -1  |

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        | 120     | 124   | -4  | 85        | 91   | -6  | 65      | 63   | 2   | 49        | 50   | -1  | 48    | 48   | 0   | 39      | 37   | 2   | 96      | 89   | 7   |
| CRUISE1323    | 159     | 157   | 2   | 90        | 88   | 2   | 92      | 93   | -1  | 93        | 95   | -2  | 81    | 81   | 0   | 29      | 32   | -3  | 112     | 110  | 2   |
| MIX102.3      | 322     | 318   | 4   | 179       | 176  | 3   | 165     | 160  | 5   | 185       | 188  | -3  | 142   | 141  | 1   | 69      | 76   | -7  | 197     | 198  | -1  |
| 5MMM          | 259     | 278   | -19 | 154       | 157  | -3  | 138     | 157  | -19 | 143       | 163  | -20 | 109   | 126  | -17 | 46      | 48   | -2  | 156     | 173  | -17 |
| NOVA91.9      | 330     | 323   | 7   | 220       | 201  | 19  | 156     | 157  | -1  | 172       | 171  | 1   | 154   | 148  | 6   | 87      | 80   | 7   | 221     | 213  | 8   |
| SAFM          | 267     | 266   | 1   | 157       | 131  | 26  | 116     | 118  | -2  | 152       | 145  | 7   | 108   | 110  | -2  | 51      | 57   | -6  | 153     | 157  | -4  |
| ABC ADE       | 146     | 146   | 0   | 109       | 107  | 2   | 76      | 85   | -9  | 74        | 78   | -4  | 50    | 51   | -1  | 35      | 36   | -1  | 111     | 113  | -2  |
| 5RN           | 32      | 31    | 1   | 19        | 17   | 2   | 12      | 15   | -3  | 12        | 14   | -2  | 14    | 17   | -3  | 11      | 7    | 4   | 23      | 21   | 2   |
| ABC NEWSRADIO | 63      | 68    | -5  | 42        | 45   | -3  | 25      | 17   | 8   | 20        | 20   | 0   | 19    | 17   | 2   | 16      | 22   | -6  | 49      | 45   | 4   |
| 5JJJ          | 126     | 128   | -2  | 72        | 70   | 2   | 51      | 39   | 12  | 61        | 60   | 1   | 61    | 62   | -1  | 35      | 35   | 0   | 72      | 87   | -15 |
| ABC CLASSIC   | 51      | 51    | 0   | 26        | 21   | 5   | 25      | 22   | 3   | 24        | 18   | 6   | 21    | 23   | -2  | 15      | 15   | 0   | 38      | 26   | 12  |
| Total         | 1,125   | 1,126 | -1  | 893       | 877  | 16  | 764     | 773  | -9  | 802       | 817  | -15 | 742   | 749  | -7  | 427     | 443  | -16 | 956     | 962  | -6  |

## RADIO 360: ADELAIDE - TOTAL RADIO - SURVEY 2 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        | 12         | 11   | 1   | *            | *    | *   | *            | *    | *   | 1            | *    | *   | 1            | 1    | 0   | 3            | 3    | 0   | 8          | 7    | 1   |
| CRUISE1323    | 10         | 10   | 0   | 1            | *    | *   | 1            | *    | *   | *            | *    | *   | 1            | 1    | 0   | 2            | 2    | 0   | 6          | 6    | 0   |
| MIX102.3      | 20         | 17   | 3   | 2            | 2    | 0   | 1            | 1    | 0   | 3            | 3    | 0   | 5            | 3    | 2   | 5            | 4    | 1   | 4          | 4    | 0   |
| 5MMM          | 17         | 19   | -2  | 1            | 1    | 0   | 2            | 2    | 0   | 3            | 3    | 0   | 5            | 4    | 1   | 4            | 5    | -1  | 3          | 4    | -1  |
| NOVA91.9      | 18         | 17   | 1   | 3            | 2    | 1   | 3            | 4    | -1  | 5            | 5    | 0   | 3            | 3    | 0   | 2            | 2    | 0   | 2          | *    | *   |
| SAFM          | 12         | 11   | 1   | 2            | 2    | 0   | 1            | 1    | 0   | 3            | 2    | 1   | 3            | 3    | 0   | 1            | 1    | 0   | 1          | 1    | 0   |
| ABC ADE       | 11         | 11   | 0   | *            | *    | *   | *            | *    | *   | 1            | 1    | 0   | 1            | 2    | -1  | 1            | 1    | 0   | 8          | 7    | 1   |
| 5RN           | 2          | 2    | 0   | *            | *    | *   | *            | *    | *   | *            | *    | *   | *            | *    | *   | *            | *    | *   | 1          | 2    | -1  |
| ABC NEWSRADIO | 3          | 3    | 0   | *            | *    | *   | *            | *    | *   | 1            | 1    | 0   | *            | 1    | *   | 1            | 1    | 0   | 1          | 1    | 0   |
| 5JJJ          | 6          | 6    | 0   | 1            | 1    | 0   | 1            | 1    | 0   | 2            | 1    | 1   | 2            | 2    | 0   | 1            | 1    | 0   | *          | *    | *   |
| ABC CLASSIC   | 3          | 2    | 1   | *            | *    | *   | *            | *    | *   | 1            | *    | *   | *            | *    | *   | *            | *    | *   | 1          | 1    | 0   |
| Total         | 141        | 137  | 4   | 12           | 11   | 1   | 12           | 12   | 0   | 25           | 23   | 2   | 28           | 28   | 0   | 24           | 24   | 0   | 39         | 38   | 1   |

By Session, P10+ [Potential: 1221]

| Station       | Mon-Fri<br>Mon-Fri 5:30am-12mn |      |     | Breakfast<br>Mon-Fri 5:30am-9:00am |      |     | Morning<br>Mon-Fri 9:00am-12:00md |      |     | Afternoon<br>Mon-Fri 12:00md-4:00pm |      |     | Drive<br>Mon-Fri 4:00pm-7:00pm |      |     | Evening<br>Mon-Fri 7:00pm-12:00mn |      |     | Weekend<br>Sat-Sun 5:30am-12mn |      |     |
|---------------|--------------------------------|------|-----|------------------------------------|------|-----|-----------------------------------|------|-----|-------------------------------------|------|-----|--------------------------------|------|-----|-----------------------------------|------|-----|--------------------------------|------|-----|
|               | This                           | Last | +/- | This                               | Last | +/- | This                              | Last | +/- | This                                | Last | +/- | This                           | Last | +/- | This                              | Last | +/- | This                           | Last | +/- |
| FIVEaa        | 13                             | 12   | 1   | 22                                 | 24   | -2  | 19                                | 16   | 3   | 8                                   | 8    | 0   | 9                              | 9    | 0   | 9                                 | 7    | 2   | 11                             | 10   | 1   |
| CRUISE1323    | 10                             | 11   | -1  | 14                                 | 15   | -1  | 17                                | 18   | -1  | 13                                  | 13   | 0   | 9                              | 8    | 1   | 1                                 | 2    | -1  | 9                              | 8    | 1   |
| MIX102.3      | 21                             | 18   | 3   | 25                                 | 20   | 5   | 35                                | 27   | 8   | 31                                  | 29   | 2   | 16                             | 15   | 1   | 5                                 | 5    | 0   | 17                             | 14   | 3   |
| 5MMM          | 20                             | 22   | -2  | 27                                 | 28   | -1  | 35                                | 38   | -3  | 27                                  | 31   | -4  | 15                             | 16   | -1  | 2                                 | 3    | -1  | 11                             | 13   | -2  |
| NOVA91.9      | 19                             | 18   | 1   | 26                                 | 23   | 3   | 26                                | 25   | 1   | 22                                  | 22   | 0   | 19                             | 18   | 1   | 6                                 | 5    | 1   | 15                             | 14   | 1   |
| SAFM          | 13                             | 12   | 1   | 17                                 | 14   | 3   | 21                                | 19   | 2   | 18                                  | 17   | 1   | 12                             | 12   | 0   | 2                                 | 2    | 0   | 8                              | 8    | 0   |
| ABC ADE       | 12                             | 12   | 0   | 24                                 | 26   | -2  | 18                                | 19   | -1  | 10                                  | 9    | 1   | 6                              | 6    | 0   | 5                                 | 4    | 1   | 9                              | 9    | 0   |
| 5RN           | 2                              | 2    | 0   | 5                                  | 3    | 2   | 1                                 | 2    | -1  | 2                                   | 2    | 0   | 2                              | 2    | 0   | 1                                 | 1    | 0   | 2                              | 2    | 0   |
| ABC NEWSRADIO | 3                              | 3    | 0   | 6                                  | 7    | -1  | 2                                 | 2    | 0   | 2                                   | 2    | 0   | 2                              | 2    | 0   | 2                                 | 3    | -1  | 3                              | 3    | 0   |
| 5JJJ          | 6                              | 6    | 0   | 10                                 | 9    | 1   | 6                                 | 6    | 0   | 8                                   | 6    | 2   | 8                              | 6    | 2   | 2                                 | 2    | 0   | 5                              | 7    | -2  |
| ABC CLASSIC   | 3                              | 2    | 1   | 4                                  | 3    | 1   | 4                                 | 3    | 1   | 4                                   | 2    | 2   | 3                              | 2    | 1   | 1                                 | 2    | -1  | 3                              | 2    | 1   |
| Total         | 151                            | 146  | 5   | 206                                | 199  | 7   | 227                               | 221  | 6   | 190                                 | 184  | 6   | 130                            | 125  | 5   | 47                                | 48   | -1  | 116                            | 114  | 2   |

# RADIO 360: ADELAIDE - TOTAL RADIO - SURVEY 2 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         | 16   | 0   | 2            | 2    | 0   | 2            | 2    | 0   | 6            | 6    | 0   | 6            | 6    | 0   | 1            | *    | *   | *          | *    | *   |
| CADA                        | 3          | 5    | -2  | 1            | 1    | 0   | 1            | 1    | 0   | 1            | 2    | -1  | *            | *    | *   | *            | *    | *   | *          | *    | *   |
| Chemist Warehouse Remix     | 6          | 5    | 1   | 2            | *    | *   | 1            | *    | *   | 1            | 1    | 0   | 1            | 3    | -2  | *            | *    | *   | *          | 1    | *   |
| Coles Radio                 | 36         | 33   | 3   | 3            | 3    | 0   | 7            | 6    | 1   | 11           | 9    | 2   | 9            | 7    | 2   | 4            | 5    | -1  | 3          | 3    | 0   |
| DANCE HITS                  | 25         | 25   | 0   | 4            | 4    | 0   | 3            | 3    | 0   | 9            | 7    | 2   | 7            | 8    | -1  | 2            | 1    | 1   | *          | 1    | *   |
| EASY HITS                   | 17         | 18   | -1  | 2            | 2    | 0   | 1            | 3    | -2  | 4            | 3    | 1   | 3            | 3    | 0   | 4            | 5    | -1  | 3          | 2    | 1   |
| iHeartCountry               | 7          | 10   | -3  | 2            | 1    | 1   | 1            | 1    | 0   | 2            | 4    | -2  | 1            | *    | *   | 2            | 2    | 0   | *          | 2    | *   |
| Mix 80s                     | 33         | 29   | 4   | 5            | 4    | 1   | 2            | 3    | -1  | 5            | 3    | 2   | 8            | 5    | 3   | 7            | 9    | -2  | 5          | 5    | 0   |
| Mix 90s                     | 24         | 22   | 2   | 4            | 4    | 0   | 4            | 4    | 0   | 8            | 7    | 1   | 7            | 5    | 2   | 1            | 2    | -1  | *          | *    | *   |
| MMM 2000s                   | 12         | 14   | -2  | 1            | *    | *   | *            | 2    | *   | 10           | 9    | 1   | 1            | 2    | -1  | *            | *    | *   | 1          | 1    | 0   |
| MMM 80s                     | 18         | 18   | 0   | *            | *    | *   | *            | 2    | *   | 3            | 3    | 0   | 9            | 5    | 4   | 3            | 6    | -3  | 2          | 1    | 1   |
| MMM 90s                     | 18         | 14   | 4   | 1            | 2    | -1  | *            | 1    | *   | 6            | 6    | 0   | 8            | 4    | 4   | 1            | 1    | 0   | 2          | 1    | 1   |
| MMM CLASSIC ROCK            | 22         | 22   | 0   | *            | 1    | *   | 2            | 1    | 1   | 5            | 3    | 2   | 5            | 4    | 1   | 3            | 3    | 0   | 8          | 10   | -2  |
| NOVA Throwbacks             | 24         | 32   | -8  | 5            | 6    | -1  | 4            | 4    | 0   | 9            | 14   | -5  | 1            | 4    | -3  | 1            | 1    | 0   | 3          | 4    | -1  |
| OLDSKOOL 80s HITS           | 17         | 20   | -3  | 4            | 4    | 0   | 1            | 3    | -2  | 1            | 2    | -1  | 9            | 9    | 0   | 1            | 2    | -1  | 1          | 1    | 0   |
| OLDSKOOL 90s HITS           | 17         | 13   | 4   | 1            | 1    | 0   | 1            | 1    | 0   | 7            | 8    | -1  | 6            | 1    | 5   | 1            | 1    | 0   | *          | *    | *   |
| RnB FRIDAYS RADIO           | 22         | 19   | 3   | 2            | 4    | -2  | 4            | 3    | 1   | 12           | 8    | 4   | 4            | 2    | 2   | 1            | 1    | 0   | *          | 1    | *   |
| smooth 80s                  | 12         | 14   | -2  | 1            | 1    | 0   | *            | 1    | *   | 1            | 1    | 0   | 3            | 5    | -2  | 4            | 3    | 1   | 3          | 2    | 1   |
| smooth fm Adelaide          | 46         | 38   | 8   | 6            | 3    | 3   | 4            | 5    | -1  | 5            | 4    | 1   | 8            | 7    | 1   | 8            | 7    | 1   | 14         | 12   | 2   |
| TikTok Trending             | 22         | 21   | 1   | 9            | 7    | 2   | 4            | 5    | -1  | 8            | 9    | -1  | 1            | 1    | 0   | *            | *    | *   | *          | *    | *   |
| triple j Unearthed          | 13         | 13   | 0   | 3            | 4    | -1  | 3            | 3    | 0   | 5            | 4    | 1   | 1            | 1    | 0   | *            | *    | *   | 1          | 1    | 0   |
| ABC Country                 | 13         | 12   | 1   | 1            | 1    | 0   | *            | *    | *   | 5            | 3    | 2   | 3            | 1    | 2   | *            | 1    | *   | 4          | 6    | -2  |
| ABC Jazz                    | 20         | 20   | 0   | 2            | 1    | 1   | 1            | 1    | 0   | 5            | 6    | -1  | 4            | 6    | -2  | 4            | 2    | 2   | 4          | 5    | -1  |
| ABC KIDS LISTEN             | 11         | 6    | 5   | 2            | 1    | 1   | 2            | *    | *   | 3            | 4    | -1  | 2            | 1    | 1   | *            | *    | *   | 1          | *    | *   |
| ABC Sport                   | 15         | 13   | 2   | 4            | 2    | 2   | 1            | 3    | -2  | 5            | 1    | 4   | 2            | 2    | 0   | 1            | 1    | 0   | 2          | 4    | -2  |
| Double J                    | 17         | 21   | -4  | 3            | 3    | 0   | *            | *    | *   | 3            | 3    | 0   | 7            | 12   | -5  | 2            | 2    | 0   | 2          | 1    | 1   |
| Total Digital/Internet Only | 320        | 323  | -3  | 40           | 40   | 0   | 31           | 36   | -5  | 77           | 76   | 1   | 87           | 79   | 8   | 36           | 35   | 1   | 51         | 57   | -6  |

# RADIO 360: ADELAIDE - TOTAL RADIO - SURVEY 2 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               | 14                  | 15   | -1  | 4                     | 6    | -2  | 6                      | 7    | -1  | 9                      | 9    | 0   | 8                     | 6    | 2   | 3                      | 3    | 0   | 13                  | 9    | 4   |
| CADA                        | 3                   | 4    | -1  | 2                     | 2    | 0   | 1                      | 1    | 0   | 2                      | 2    | 0   | *                     | 1    | *   | 1                      | 1    | 0   | 3                   | 4    | -1  |
| Chemist Warehouse Remix     | 4                   | 3    | 1   | 1                     | 1    | 0   | 1                      | 2    | -1  | 2                      | 2    | 0   | 1                     | 2    | -1  | 2                      | 2    | 0   | 4                   | 5    | -1  |
| Coles Radio                 | 27                  | 25   | 2   | 9                     | 9    | 0   | 7                      | 9    | -2  | 14                     | 10   | 4   | 15                    | 10   | 5   | 6                      | 7    | -1  | 19                  | 16   | 3   |
| DANCE HITS                  | 20                  | 21   | -1  | 9                     | 8    | 1   | 9                      | 9    | 0   | 9                      | 9    | 0   | 11                    | 11   | 0   | 4                      | 5    | -1  | 16                  | 14   | 2   |
| EASY HITS                   | 13                  | 15   | -2  | 2                     | 4    | -2  | 5                      | 7    | -2  | 8                      | 10   | -2  | 5                     | 8    | -3  | 1                      | 1    | 0   | 8                   | 9    | -1  |
| iHeartCountry               | 6                   | 10   | -4  | 3                     | 5    | -2  | 3                      | 5    | -2  | 4                      | 6    | -2  | 2                     | 3    | -1  | 2                      | 3    | -1  | 5                   | 6    | -1  |
| Mix 80s                     | 24                  | 23   | 1   | 9                     | 9    | 0   | 8                      | 11   | -3  | 10                     | 10   | 0   | 10                    | 10   | 0   | 3                      | 6    | -3  | 15                  | 13   | 2   |
| Mix 90s                     | 20                  | 19   | 1   | 7                     | 5    | 2   | 10                     | 6    | 4   | 9                      | 7    | 2   | 9                     | 5    | 4   | 7                      | 4    | 3   | 11                  | 8    | 3   |
| MMM 2000s                   | 12                  | 12   | 0   | 1                     | 2    | -1  | 5                      | 4    | 1   | 4                      | 3    | 1   | 6                     | 6    | 0   | 2                      | 1    | 1   | 3                   | 6    | -3  |
| MMM 80s                     | 15                  | 15   | 0   | 5                     | 5    | 0   | 7                      | 7    | 0   | 8                      | 7    | 1   | 3                     | 4    | -1  | 2                      | 1    | 1   | 6                   | 4    | 2   |
| MMM 90s                     | 10                  | 9    | 1   | 3                     | 4    | -1  | 4                      | 6    | -2  | 4                      | 4    | 0   | 6                     | 4    | 2   | *                      | 1    | *   | 11                  | 9    | 2   |
| MMM CLASSIC ROCK            | 21                  | 19   | 2   | 6                     | 8    | -2  | 7                      | 6    | 1   | 13                     | 12   | 1   | 9                     | 8    | 1   | 3                      | 4    | -1  | 7                   | 9    | -2  |
| NOVA Throwbacks             | 20                  | 29   | -9  | 9                     | 13   | -4  | 6                      | 10   | -4  | 9                      | 15   | -6  | 4                     | 10   | -6  | 4                      | 4    | 0   | 11                  | 11   | 0   |
| OLDSKOOL 80s HITS           | 13                  | 16   | -3  | 8                     | 9    | -1  | 6                      | 5    | 1   | 9                      | 9    | 0   | 8                     | 9    | -1  | 3                      | 3    | 0   | 8                   | 11   | -3  |
| OLDSKOOL 90s HITS           | 12                  | 11   | 1   | 2                     | 2    | 0   | 6                      | 6    | 0   | 7                      | 7    | 0   | 5                     | 4    | 1   | 2                      | 1    | 1   | 8                   | 4    | 4   |
| RnB FRIDAYS RADIO           | 22                  | 19   | 3   | 9                     | 9    | 0   | 8                      | 8    | 0   | 10                     | 9    | 1   | 7                     | 6    | 1   | 3                      | 3    | 0   | 6                   | 4    | 2   |
| smooth 80s                  | 10                  | 11   | -1  | 2                     | 3    | -1  | 5                      | 5    | 0   | 4                      | 4    | 0   | 5                     | 5    | 0   | 3                      | 3    | 0   | 6                   | 8    | -2  |
| smooth fm Adelaide          | 34                  | 30   | 4   | 14                    | 10   | 4   | 19                     | 17   | 2   | 21                     | 20   | 1   | 19                    | 12   | 7   | 9                      | 7    | 2   | 31                  | 23   | 8   |
| TikTok Trending             | 21                  | 19   | 2   | 5                     | 4    | 1   | 5                      | 5    | 0   | 9                      | 8    | 1   | 7                     | 8    | -1  | 5                      | 7    | -2  | 11                  | 12   | -1  |
| triple j Unearthed          | 11                  | 10   | 1   | 7                     | 4    | 3   | 3                      | 4    | -1  | 1                      | 2    | -1  | 5                     | 3    | 2   | 1                      | 2    | -1  | 4                   | 5    | -1  |
| ABC Country                 | 12                  | 10   | 2   | 5                     | 2    | 3   | 8                      | 3    | 5   | 6                      | 5    | 1   | 2                     | 2    | 0   | 3                      | 2    | 1   | 5                   | 5    | 0   |
| ABC Jazz                    | 17                  | 17   | 0   | 5                     | 8    | -3  | 2                      | 3    | -1  | 5                      | 7    | -2  | 11                    | 7    | 4   | 8                      | 5    | 3   | 10                  | 14   | -4  |
| ABC KIDS LISTEN             | 8                   | 4    | 4   | 4                     | 4    | 0   | 2                      | 1    | 1   | 1                      | 1    | 0   | 2                     | 2    | 0   | 3                      | 1    | 2   | 7                   | 3    | 4   |
| ABC Sport                   | 7                   | 6    | 1   | 2                     | 1    | 1   | 3                      | 1    | 2   | 3                      | 4    | -1  | 3                     | 4    | -1  | 5                      | 3    | 2   | 11                  | 10   | 1   |
| Double J                    | 16                  | 19   | -3  | 3                     | 7    | -4  | 8                      | 10   | -2  | 9                      | 12   | -3  | 6                     | 7    | -1  | 4                      | 3    | 1   | 3                   | 6    | -3  |
| Total Digital/Internet Only | 276                 | 282  | -6  | 124                   | 126  | -2  | 132                    | 139  | -7  | 160                    | 166  | -6  | 146                   | 142  | 4   | 82                     | 76   | 6   | 207                 | 203  | 4   |

# RADIO 360: ADELAIDE - BY RADIO TYPE - SURVEY 2 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               | 8.8         | 9.3        | 12.7      | 3.4          | 3.7        | 2.7       | 0.5          | 0.6        | 0.4       | 2.0          | 1.7        | 8.9       | 3.2          | 3.8        | 2.1       | 10.9         | 11.0       | 24.1      | 20.0        | 20.6       | 28.1      |
| CRUISE1323           | 6.9         | 7.4        | 9.8       | 4.1          | 4.3        | 4.7       | 4.6          | 4.0        | 10.5      | 1.7          | 1.4        | 8.0       | 2.0          | 2.4        | 1.6       | 8.7          | 8.8        | 18.5      | 14.2        | 15.0       | 14.1      |
| MIX102.3             | 14.0        | 15.8       | 9.9       | 17.6         | 18.8       | 15.1      | 10.4         | 11.0       | 7.9       | 10.3         | 12.3       | 9.5       | 16.4         | 20.0       | 3.0       | 20.3         | 21.9       | 22.8      | 10.9        | 11.8       | 5.7       |
| 5MMM                 | 12.2        | 13.5       | 11.3      | 11.2         | 11.3       | 16.1      | 15.5         | 14.8       | 25.2      | 10.3         | 12.4       | 8.2       | 16.3         | 18.8       | 17.1      | 14.9         | 16.8       | 5.7       | 8.1         | 8.9        | 3.5       |
| NOVA91.9             | 12.5        | 14.2       | 6.9       | 22.3         | 24.7       | 11.3      | 27.0         | 29.9       | 9.8       | 19.9         | 24.2       | 13.0      | 11.0         | 13.2       | 5.5       | 8.2          | 9.2        | 3.7       | 4.1         | 4.5        | 1.2       |
| SAFM                 | 8.2         | 9.1        | 6.8       | 13.6         | 14.9       | 7.9       | 9.3          | 10.3       | 3.2       | 12.0         | 14.6       | 8.6       | 12.1         | 13.9       | 14.0      | 5.7          | 6.3        | 3.5       | 2.3         | 2.4        | 3.4       |
| ABC ADE              | 7.8         | 8.2        | 13.0      | 0.7          | 0.7        | 1.0       | 1.2          | 1.2        | 2.1       | 3.3          | 3.3        | 8.5       | 4.4          | 4.3        | 14.1      | 4.5          | 4.5        | 10.0      | 19.5        | 19.9       | 29.5      |
| 5RN                  | 1.7         | 1.8        | 1.5       | 1.4          | 1.5        | 1.0       | 1.0          | 1.2        | *         | 0.6          | 0.8        | 0.2       | 0.5          | 0.4        | 1.7       | 1.5          | 1.6        | 2.6       | 3.6         | 3.8        | 3.0       |
| ABC NEWSRADIO        | 1.8         | 1.9        | 2.9       | 0.9          | 0.7        | 3.2       | 0.1          | 0.2        | 0.2       | 2.7          | 2.7        | 7.8       | 0.4          | 0.3        | 2.5       | 2.6          | 2.9        | 0.7       | 2.6         | 2.8        | 1.7       |
| 5JXX                 | 4.2         | 4.6        | 3.8       | 4.3          | 4.3        | 7.2       | 5.7          | 5.6        | 8.6       | 7.1          | 8.7        | 4.4       | 6.7          | 8.0        | 3.6       | 3.6          | 4.0        | 2.1       | 0.3         | 0.3        | 0.2       |
| ABC CLASSIC          | 2.0         | 2.3        | 1.7       | 0.8          | 0.8        | 1.6       | 1.4          | 1.3        | 2.3       | 3.8          | 4.6        | 3.2       | 0.9          | 1.1        | 0.8       | 1.7          | 1.9        | 0.3       | 2.5         | 2.7        | 1.6       |
| Commercial DAB+ Stns | 9.6         | 10.1       | 15.1      | 12.2         | 12.1       | 19.9      | 19.2         | 19.3       | 23.8      | 8.9          | 10.0       | 13.9      | 11.4         | 11.9       | 28.9      | 9.0          | 10.2       | 2.8       | 5.6         | 5.8        | 6.8       |
| ABC DAB+ Stns        | 1.8         | 1.7        | 4.5       | 2.7          | 2.3        | 8.1       | 1.1          | 0.6        | 6.0       | 2.9          | 3.1        | 5.8       | 1.9          | 1.9        | 5.1       | 1.0          | 1.0        | 3.0       | 1.4         | 1.5        | 1.2       |
| Total DAB+ Stns      | 12.8        | 11.9       | 19.6      | 15.1         | 14.3       | 28.0      | 20.7         | 19.8       | 29.8      | 12.8         | 13.2       | 19.7      | 16.7         | 13.8       | 34.0      | 11.7         | 11.1       | 5.8       | 7.6         | 7.3        | 8.0       |

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               | 8.5                 | 9.0                 | 13.3                | 10.8                  | 11.1                  | 18.7                  | 8.4                    | 8.8                    | 12.6                   | 4.3                    | 4.5                    | 7.5                    | 6.9                   | 7.0                   | 15.3                  | 18.4                   | 20.8                   | 14.4                   | 9.6                 | 10.4                | 10.9                |
| CRUISE1323           | 6.6                 | 7.1                 | 9.1                 | 6.6                   | 7.2                   | 6.5                   | 7.6                    | 8.1                    | 10.9                   | 6.7                    | 7.0                    | 11.7                   | 6.7                   | 7.4                   | 6.7                   | 3.2                    | 3.3                    | 6.5                    | 7.9                 | 8.3                 | 12.4                |
| MIX102.3             | 14.0                | 15.7                | 10.5                | 12.0                  | 13.3                  | 7.6                   | 15.3                   | 16.9                   | 12.8                   | 16.6                   | 18.7                   | 12.8                   | 12.2                  | 13.8                  | 9.5                   | 11.1                   | 12.7                   | 6.7                    | 14.3                | 16.2                | 7.8                 |
| 5MMM                 | 13.0                | 14.4                | 12.1                | 13.2                  | 14.3                  | 13.6                  | 15.3                   | 16.9                   | 13.0                   | 14.3                   | 16.1                   | 11.4                   | 11.2                  | 12.3                  | 14.1                  | 5.0                    | 5.5                    | 5.5                    | 9.4                 | 10.4                | 8.5                 |
| NOVA91.9             | 12.5                | 14.2                | 7.3                 | 12.8                  | 14.6                  | 4.0                   | 11.5                   | 12.8                   | 8.8                    | 11.8                   | 13.3                   | 10.3                   | 14.8                  | 17.1                  | 7.1                   | 12.6                   | 14.8                   | 3.8                    | 12.6                | 14.4                | 5.7                 |
| SAFM                 | 8.7                 | 9.7                 | 7.2                 | 8.2                   | 9.1                   | 6.5                   | 9.1                    | 10.2                   | 5.8                    | 9.6                    | 10.7                   | 9.1                    | 9.2                   | 10.6                  | 5.6                   | 5.2                    | 5.4                    | 9.0                    | 6.5                 | 7.2                 | 5.6                 |
| ABC ADE              | 7.9                 | 8.3                 | 13.7                | 11.7                  | 11.6                  | 24.8                  | 8.0                    | 8.5                    | 11.0                   | 5.4                    | 5.8                    | 7.7                    | 4.5                   | 4.9                   | 6.1                   | 9.7                    | 10.0                   | 18.1                   | 7.5                 | 8.0                 | 10.8                |
| 5RN                  | 1.6                 | 1.8                 | 1.2                 | 2.5                   | 2.7                   | 1.8                   | 0.6                    | 0.7                    | 0.7                    | 1.2                    | 1.3                    | 1.3                    | 1.9                   | 2.2                   | 0.7                   | 2.2                    | 2.5                    | 0.7                    | 2.0                 | 2.1                 | 2.8                 |
| ABC NEWSRADIO        | 1.7                 | 1.8                 | 2.5                 | 2.7                   | 2.9                   | 4.2                   | 0.9                    | 0.9                    | 2.0                    | 0.9                    | 1.0                    | 0.9                    | 1.5                   | 1.6                   | 2.4                   | 3.4                    | 3.7                    | 3.7                    | 2.2                 | 2.3                 | 4.4                 |
| 5JXX                 | 4.2                 | 4.7                 | 3.7                 | 4.8                   | 5.4                   | 2.3                   | 2.8                    | 3.1                    | 3.2                    | 4.2                    | 4.5                    | 5.3                    | 5.8                   | 6.5                   | 5.3                   | 3.8                    | 4.4                    | 1.6                    | 4.1                 | 4.5                 | 4.1                 |
| ABC CLASSIC          | 1.9                 | 2.2                 | 1.4                 | 1.7                   | 1.9                   | 1.3                   | 1.8                    | 2.0                    | 1.6                    | 2.0                    | 2.3                    | 1.1                    | 2.0                   | 2.2                   | 1.8                   | 2.6                    | 2.9                    | 2.1                    | 2.4                 | 2.6                 | 2.4                 |
| Commercial DAB+ Stns | 9.2                 | 9.7                 | 13.6                | 4.5                   | 4.8                   | 6.9                   | 9.1                    | 9.6                    | 12.8                   | 11.7                   | 12.7                   | 15.3                   | 11.8                  | 12.4                  | 21.7                  | 10.9                   | 11.5                   | 17.8                   | 11.1                | 11.5                | 20.2                |
| ABC DAB+ Stns        | 1.7                 | 1.6                 | 4.5                 | 1.1                   | 1.1                   | 2.0                   | 1.6                    | 1.4                    | 4.6                    | 2.0                    | 1.9                    | 5.4                    | 1.8                   | 1.8                   | 3.7                   | 2.8                    | 2.5                    | 10.0                   | 2.1                 | 2.1                 | 4.2                 |
| Total DAB+ Stns      | 12.2                | 11.3                | 18.1                | 6.6                   | 5.8                   | 8.9                   | 12.0                   | 11.1                   | 17.4                   | 15.2                   | 14.6                   | 20.7                   | 14.6                  | 14.3                  | 25.4                  | 15.8                   | 13.9                   | 27.9                   | 14.9                | 13.6                | 24.5                |

Interpreting RADIO 360: For People 10+, Mon-Sun 5:30am-12mn, FIVEaa has a 8.8% share of all listening, 9.3% share of AM/FM/DAB+ listening and 12.7% 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 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               | 139         | 130        | 26        | 12           | 11         | 2         | 5            | 5          | 1         | 16           | 11         | 7         | 25           | 25         | 1         | 23           | 22         | 5         | 57          | 56         | 11        |
| CRUISE1323           | 178         | 166        | 27        | 11           | 9          | 3         | 10           | 9          | 2         | 23           | 19         | 5         | 19           | 16         | 2         | 34           | 33         | 6         | 81          | 79         | 8         |
| MIX102.3             | 366         | 351        | 53        | 50           | 46         | 12        | 46           | 44         | 7         | 89           | 84         | 13        | 73           | 73         | 7         | 53           | 51         | 10        | 56          | 54         | 5         |
| 5MMM                 | 294         | 277        | 43        | 39           | 35         | 8         | 38           | 35         | 7         | 64           | 60         | 10        | 69           | 66         | 10        | 42           | 40         | 5         | 42          | 40         | 3         |
| NOVA91.9             | 361         | 354        | 53        | 63           | 63         | 10        | 64           | 64         | 11        | 117          | 114        | 18        | 68           | 65         | 8         | 31           | 31         | 4         | 17          | 17         | 1         |
| SAFM                 | 294         | 286        | 42        | 48           | 47         | 7         | 35           | 33         | 4         | 89           | 87         | 13        | 72           | 69         | 13        | 26           | 26         | 3         | 24          | 24         | 2         |
| ABC ADE              | 165         | 158        | 28        | 8            | 8          | 1         | 8            | 6          | 2         | 17           | 15         | 4         | 30           | 29         | 6         | 23           | 22         | 5         | 79          | 79         | 11        |
| 5RN                  | 41          | 35         | 11        | 2            | 1          | 1         | 2            | 2          | *         | 4            | 3          | 1         | 10           | 7          | 3         | 6            | 6          | 1         | 17          | 15         | 5         |
| ABC NEWSRADIO        | 79          | 71         | 20        | 6            | 5          | 3         | 3            | 2          | 1         | 22           | 21         | 8         | 10           | 8          | 5         | 13           | 12         | 1         | 25          | 24         | 3         |
| 5JJJ                 | 138         | 132        | 23        | 16           | 15         | 5         | 17           | 17         | 4         | 55           | 52         | 6         | 34           | 34         | 4         | 10           | 10         | 3         | 6           | 6          | *         |
| ABC CLASSIC          | 63          | 58         | 12        | 4            | 3          | 2         | 3            | 3          | 1         | 20           | 17         | 5         | 12           | 11         | 2         | 8            | 7          | 1         | 16          | 16         | 2         |
| Commercial DAB+ Stns | 242         | 232        | 65        | 34           | 31         | 14        | 29           | 27         | 11        | 58           | 55         | 16        | 58           | 57         | 14        | 28           | 27         | 4         | 35          | 35         | 6         |
| ABC DAB+ Stns        | 83          | 77         | 29        | 13           | 12         | 5         | 6            | 5          | 4         | 25           | 23         | 8         | 18           | 16         | 7         | 7            | 7          | 2         | 14          | 13         | 3         |
| Total DAB+ Stns      | 320         | 281        | 87        | 40           | 36         | 17        | 31           | 29         | 13        | 77           | 69         | 22        | 87           | 70         | 20        | 36           | 31         | 6         | 51          | 45         | 9         |
| Total                | 1,151       | 1,095      | 293       | 124          | 122        | 40        | 114          | 112        | 36        | 280          | 260        | 76        | 241          | 224        | 64        | 156          | 148        | 37        | 237         | 229        | 40        |

By Session, P10+

| Station              | Mon-Fri<br>Mon-Fri 5:30am-12mn |            |           | Breakfast<br>Mon-Fri 5:30am-9:00am |            |           | Morning<br>Mon-Fri 9:00am-12:00md |            |           | Afternoon<br>Mon-Fri 12:00md-4:00pm |            |           | Drive<br>Mon-Fri 4:00pm-7:00pm |            |           | Evening<br>Mon-Fri 7:00pm-12:00mn |            |           | Weekend<br>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               | 120                            | 113        | 22        | 85                                 | 76         | 12        | 65                                | 61         | 10        | 49                                  | 47         | 9         | 48                             | 46         | 7         | 39                                | 38         | 2         | 96                             | 93         | 14        |
| CRUISE1323           | 159                            | 148        | 24        | 90                                 | 83         | 12        | 92                                | 86         | 14        | 93                                  | 83         | 13        | 81                             | 76         | 8         | 29                                | 25         | 5         | 112                            | 104        | 14        |
| MIX102.3             | 322                            | 306        | 47        | 179                                | 170        | 15        | 165                               | 153        | 22        | 185                                 | 174        | 21        | 142                            | 134        | 13        | 69                                | 65         | 4         | 197                            | 188        | 20        |
| 5MMM                 | 259                            | 242        | 37        | 154                                | 146        | 13        | 138                               | 130        | 17        | 143                                 | 137        | 15        | 109                            | 96         | 17        | 46                                | 42         | 5         | 156                            | 149        | 15        |
| NOVA91.9             | 330                            | 320        | 43        | 220                                | 210        | 13        | 156                               | 142        | 22        | 172                                 | 166        | 16        | 154                            | 148        | 12        | 87                                | 82         | 7         | 221                            | 214        | 27        |
| SAFM                 | 267                            | 258        | 36        | 157                                | 149        | 13        | 116                               | 111        | 13        | 152                                 | 142        | 18        | 108                            | 104        | 9         | 51                                | 47         | 5         | 153                            | 147        | 16        |
| ABC ADE              | 146                            | 141        | 25        | 109                                | 104        | 15        | 76                                | 73         | 8         | 74                                  | 72         | 10        | 50                             | 45         | 7         | 35                                | 29         | 6         | 111                            | 104        | 14        |
| 5RN                  | 32                             | 27         | 9         | 19                                 | 17         | 4         | 12                                | 10         | 4         | 12                                  | 12         | 2         | 14                             | 12         | 2         | 11                                | 10         | 1         | 23                             | 20         | 5         |
| ABC NEWSRADIO        | 63                             | 57         | 14        | 42                                 | 37         | 7         | 25                                | 21         | 7         | 20                                  | 19         | 4         | 19                             | 16         | 4         | 16                                | 11         | 5         | 49                             | 44         | 12        |
| 5JJJ                 | 126                            | 119        | 19        | 72                                 | 68         | 6         | 51                                | 50         | 7         | 61                                  | 57         | 7         | 61                             | 58         | 6         | 35                                | 33         | 2         | 72                             | 69         | 12        |
| ABC CLASSIC          | 51                             | 48         | 9         | 26                                 | 24         | 4         | 25                                | 22         | 3         | 24                                  | 24         | 2         | 21                             | 21         | 2         | 15                                | 14         | 2         | 38                             | 35         | 6         |
| Commercial DAB+ Stns | 205                            | 195        | 49        | 87                                 | 79         | 16        | 99                                | 94         | 17        | 125                                 | 120        | 19        | 112                            | 98         | 22        | 55                                | 47         | 11        | 158                            | 145        | 32        |
| ABC DAB+ Stns        | 67                             | 61         | 21        | 25                                 | 21         | 4         | 24                                | 22         | 7         | 25                                  | 23         | 10        | 29                             | 29         | 3         | 23                                | 20         | 7         | 38                             | 31         | 9         |
| Total DAB+ Stns      | 276                            | 239        | 65        | 124                                | 97         | 20        | 132                               | 112        | 23        | 160                                 | 140        | 29        | 146                            | 122        | 25        | 82                                | 63         | 17        | 207                            | 169        | 41        |
| Total                | 1,125                          | 1,064      | 253       | 893                                | 811        | 115       | 764                               | 684        | 127       | 802                                 | 725        | 127       | 742                            | 657        | 93        | 427                               | 368        | 49        | 956                            | 877        | 167       |

Interpreting RADIO 360: For People 10+, Mon-Sun 5:30am-12mn, FIVEaa has 139,000 total listeners, 130,000 AM/FM/DAB+ listeners and 26,000 Streaming listeners. Please note that there can be overlap between radio types.