



NEWCASTLE RADIO - SURVEY 1 2024

Share Movement (%) 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	+/-
2HD	6.3	5.3	1.0	0.9	2.8	-1.9	3.3	5.4	-2.1	0.9	1.0	-0.1	2.3	0.5	1.8	7.7	4.5	3.2	13.5	12.7	0.8
102.9 TRIPLE M	23.3	20.3	3.0	18.5	17.8	0.7	12.8	18.3	-5.5	25.7	19.5	6.2	35.0	32.2	2.8	38.2	27.7	10.5	8.4	8.3	0.1
105.3 NEWFM	11.0	11.4	-0.4	16.0	12.1	3.9	14.6	24.0	-9.4	14.3	11.9	2.4	17.7	19.3	-1.6	7.6	7.6	0.0	4.1	3.3	0.8
HIT 106.9	13.3	15.4	-2.1	42.7	46.1	-3.4	29.0	27.1	1.9	24.5	32.6	-8.1	13.5	12.2	1.3	3.8	5.2	-1.4	2.2	1.8	0.4
ABC NEWCST	7.3	7.6	-0.3	3.5	5.4	-1.9	1.4	1.3	0.1	1.9	0.8	1.1	2.4	6.7	-4.3	5.5	4.4	1.1	17.0	16.5	0.5
2RN	1.7	1.5	0.2	1.3	0.3	1.0	0.3	0.2	0.1	0.4	0.2	0.2	0.9	1.1	-0.2	1.6	2.4	-0.8	3.4	2.7	0.7
ABC NEWSRADIO	0.6	1.0	-0.4	0.4	0.9	-0.5	0.6	1.3	-0.7	0.6	0.4	0.2	1.0	0.7	0.3	0.4	1.8	-1.4	0.4	0.9	-0.5
2JJJ	10.0	9.1	0.9	7.3	7.4	-0.1	27.7	14.4	13.3	21.4	21.2	0.2	14.4	13.4	1.0	3.6	2.2	1.4	0.5	1.5	-1.0
ABC CLASSIC	1.8	3.2	-1.4	2.1	3.0	-0.9	5.9	4.4	1.5	0.7	2.5	-1.8	1.5	2.2	-0.7	0.9	0.7	0.2	2.1	5.7	-3.6

Share Movement (%) by Session, P10+

Station	Mon-Fri			Breakfast			Morning			Afternoon			Drive			Evening			Weekend								
	Mon-Fri 5:30am-12mn	This	Last	+/-	Mon-Fri 5:30am-9:00am	This	Last	+/-	Mon-Fri 9:00am-12:00md	This	Last	+/-	Mon-Fri 12:00md-4:00pm	This	Last	+/-	Mon-Fri 4:00pm-7:00pm	This	Last	+/-	Mon-Fri 7:00pm-12:00mn	This	Last	+/-	Sat-Sun 5:30am-12mn	This	Last
2HD	6.6	6.0	0.6	6.4	5.4	1.0	10.0	10.0	0.0	4.5	4.6	-0.1	2.1	3.2	-1.1	14.7	5.5	9.2	5.5	3.0	2.5						
102.9 TRIPLE M	24.4	20.9	3.5	24.5	22.2	2.3	24.6	19.1	5.5	26.1	20.5	5.6	23.7	22.4	1.3	17.2	19.9	-2.7	19.8	18.4	1.4						
105.3 NEWFM	11.2	11.3	-0.1	7.8	8.5	-0.7	10.4	10.8	-0.4	13.8	14.1	-0.3	13.8	12.8	1.0	11.8	9.4	2.4	10.2	11.6	-1.4						
HIT 106.9	13.4	15.3	-1.9	14.7	15.9	-1.2	11.4	13.4	-2.0	12.0	16.0	-4.0	17.3	16.2	1.1	10.3	14.3	-4.0	12.9	15.7	-2.8						
ABC NEWCST	7.2	7.3	-0.1	10.0	9.3	0.7	6.2	7.0	-0.8	4.8	5.7	-0.9	4.9	5.0	-0.1	13.0	13.2	-0.2	7.7	8.4	-0.7						
2RN	1.5	1.5	0.0	2.3	2.3	0.0	0.7	0.9	-0.2	1.1	1.3	-0.2	1.4	1.1	0.3	2.6	2.3	0.3	2.2	1.4	0.8						
ABC NEWSRADIO	0.5	0.9	-0.4	0.7	1.7	-1.0	0.3	0.4	-0.1	0.6	0.4	0.2	0.3	0.5	-0.2	0.7	2.5	-1.8	0.8	1.3	-0.5						
2JJJ	10.4	9.1	1.3	10.0	9.2	0.8	9.6	7.8	1.8	10.7	8.8	1.9	12.5	11.7	0.8	9.4	9.2	0.2	8.6	9.3	-0.7						
ABC CLASSIC	1.7	3.2	-1.5	1.2	2.9	-1.7	1.2	3.3	-2.1	1.5	2.4	-0.9	2.1	3.1	-1.0	5.2	8.6	-3.4	2.0	3.4	-1.4						

Please note: Survey results include listening via streaming to ABC, 102.9 Triple M, Hit 106.9 for both survey periods and 2HD & 105.3 NEWFM for 0 weeks.



NEWCASTLE RADIO - SURVEY 1 2024

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	+/-
2HD	43	50	-7	4	4	0	3	5	-2	2	5	-3	5	3	2	8	6	2	21	26	-5
102.9 TRIPLE M	195	185	10	19	24	-5	14	19	-5	42	31	11	57	51	6	35	35	0	27	24	3
105.3 NEWFM	131	135	-4	20	17	3	15	19	-4	30	32	-2	35	37	-2	17	15	2	14	16	-2
HIT 106.9	175	161	14	32	33	-1	28	28	0	62	51	11	34	32	2	9	12	-3	10	5	5
ABC NEWCAST	61	61	0	4	6	-2	4	4	0	9	3	6	7	14	-7	8	9	-1	29	25	4
2RN	19	18	1	4	1	3	1	1	0	4	2	2	2	4	-2	2	3	-1	6	7	-1
ABC NEWSRADIO	15	23	-8	1	3	-2	3	4	-1	2	4	-2	2	4	-2	2	3	-1	4	5	-1
2JJJ	109	107	2	10	8	2	20	18	2	42	46	-4	27	28	-1	7	5	2	3	3	0
ABC CLASSIC	18	29	-11	2	4	-2	4	5	-1	2	8	-6	4	4	0	1	2	-1	5	7	-2
Total	522	515	7	58	56	2	49	49	0	117	116	1	108	108	0	73	72	1	117	113	4

Cumulative Audience (000's) by Session, P10+ [Potential: 553]

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	+/-
2HD	37	47	-10	19	27	-8	22	25	-3	15	20	-5	12	14	-2	9	6	3	25	21	4
102.9 TRIPLE M	171	167	4	117	112	5	81	92	-11	97	94	3	92	93	-1	35	32	3	118	115	3
105.3 NEWFM	113	119	-6	60	59	1	47	60	-13	68	80	-12	57	60	-3	22	24	-2	78	83	-5
HIT 106.9	152	152	0	103	94	9	63	72	-9	83	92	-9	82	83	-1	28	26	2	104	103	1
ABC NEWCAST	53	49	4	41	35	6	25	24	1	22	25	-3	22	23	-1	16	11	5	40	41	-1
2RN	14	15	-1	9	10	-1	5	7	-2	6	7	-1	6	6	0	2	4	-2	13	11	2
ABC NEWSRADIO	12	18	-6	6	11	-5	3	5	-2	5	6	-1	3	6	-3	4	2	2	9	14	-5
2JJJ	96	97	-1	63	57	6	36	37	-1	48	51	-3	56	52	4	23	21	2	64	63	1
ABC CLASSIC	17	25	-8	7	14	-7	6	13	-7	7	11	-4	10	13	-3	8	10	-2	12	19	-7
Total	494	495	-1	383	387	-4	283	325	-42	325	353	-28	322	326	-4	142	142	0	404	413	-9

Please note: Survey results include listening via streaming to ABC, 102.9 Triple M, Hit 106.9 for both survey periods and 2HD & 105.3 NEWFM for 0 weeks.



NEWCASTLE RADIO - SURVEY 1 2024

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	+/-
2HD	3	3	0	*	*	*	*	*	*	*	*	*	*	*	*	1	*	*	2	2	0
102.9 TRIPLE M	12	11	1	1	1	0	*	1	*	2	2	0	4	4	0	3	3	0	1	1	0
105.3 NEWFM	5	6	-1	*	1	*	*	1	*	1	1	0	2	2	0	1	1	0	1	1	0
HIT 106.9	7	9	-2	1	2	-1	1	1	0	2	3	-1	1	2	-1	*	*	*	*	*	*
ABC NEWCST	4	4	0	*	*	*	*	*	*	*	*	*	*	1	*	*	*	*	3	3	0
2RN	1	1	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	*	*
ABC NEWSRADIO	*	1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
2JJJ	5	5	0	*	*	*	1	1	0	2	2	0	2	2	0	*	*	*	*	*	*
ABC CLASSIC	1	2	-1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	*
Total	50	55	-5	3	4	-1	3	4	-1	9	10	-1	11	12	-1	8	9	-1	15	16	-1

Average Audience (000's) by Session, P10+ [Potential: 553]

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
2HD	4	4	0	5	5	0	7	9	-2	3	4	-1	1	2	-1	2	1	1	2	1	1
102.9 TRIPLE M	13	12	1	20	19	1	18	17	1	17	16	1	12	11	1	2	2	0	8	9	-1
105.3 NEWFM	6	7	-1	6	7	-1	8	10	-2	9	11	-2	7	7	0	2	1	1	4	5	-1
HIT 106.9	7	9	-2	12	14	-2	8	12	-4	8	12	-4	9	8	1	1	2	-1	5	7	-2
ABC NEWCST	4	4	0	8	8	0	5	6	-1	3	4	-1	3	3	0	2	2	0	3	4	-1
2RN	1	1	0	2	2	0	1	1	0	1	1	0	1	1	0	*	*	*	1	1	0
ABC NEWSRADIO	*	1	*	1	1	0	*	*	*	*	*	*	*	*	*	*	*	*	*	1	*
2JJJ	6	5	1	8	8	0	7	7	0	7	7	0	6	6	0	1	1	0	3	4	-1
ABC CLASSIC	1	2	-1	1	3	-2	1	3	-2	1	2	-1	1	2	-1	1	1	0	1	2	-1
Total	54	59	-5	82	85	-3	74	88	-14	66	78	-12	52	51	1	13	12	1	39	47	-8

Please note: Survey results include listening via streaming to ABC, 102.9 Triple M, Hit 106.9 for both survey periods and 2HD & 105.3 NEWFM for 0 weeks.