



NEWCASTLE RADIO - SURVEY 2 2023

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	6.1	7.3	-1.2	1.8	1.7	0.1	2.6	1.6	1.0	1.1	1.0	0.1	0.7	4.7	-4.0	6.4	5.5	0.9	14.8	16.4	-1.6
102.9 TRIPLE M	22.4	22.0	0.4	18.6	19.8	-1.2	24.2	18.9	5.3	22.1	20.7	1.4	33.1	31.8	1.3	27.7	26.3	1.4	12.3	14.8	-2.5
105.3 NEWFM	10.0	8.9	1.1	17.4	22.5	-5.1	21.5	14.8	6.7	10.6	9.8	0.8	17.1	13.2	3.9	5.8	7.2	-1.4	1.9	1.9	0.0
HIT 106.9	13.9	15.8	-1.9	29.2	26.7	2.5	24.8	33.7	-8.9	32.3	35.5	-3.2	14.6	18.2	-3.6	3.8	6.0	-2.2	1.4	1.0	0.4
ABC NEWCAST	9.3	7.8	1.5	7.5	4.1	3.4	0.9	0.7	0.2	1.1	1.7	-0.6	6.3	1.6	4.7	6.5	8.2	-1.7	20.5	17.8	2.7
2RN	0.9	1.2	-0.3	0.3	0.7	-0.4	0.5	1.3	-0.8	0.1	0.4	-0.3	0.6	0.9	-0.3	2.0	2.1	-0.1	1.4	1.4	0.0
ABC NEWSRADIO	0.7	0.6	0.1	0.9	1.0	-0.1	1.6	1.6	0.0	0.3	0.1	0.2	0.6	0.2	0.4	1.2	0.5	0.7	0.5	1.1	-0.6
2JJJ	9.7	9.6	0.1	9.9	7.7	2.2	20.9	20.4	0.5	22.1	21.6	0.5	14.0	14.2	-0.2	2.2	4.0	-1.8	0.4	0.2	0.2
ABC CLASSIC	2.4	2.3	0.1	2.8	0.1	2.7	0.9	3.0	-2.1	1.2	0.9	0.3	0.5	0.6	-0.1	0.7	1.3	-0.6	5.7	5.2	0.5

Share Movement (%) 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	+/-
2HD	6.6	7.4	-0.8	6.6	7.0	-0.4	9.9	9.1	0.8	5.1	7.0	-1.9	3.2	3.1	0.1	9.4	17.2	-7.8	4.4	6.7	-2.3
102.9 TRIPLE M	23.0	22.4	0.6	24.4	20.9	3.5	20.0	20.3	-0.3	23.7	25.2	-1.5	24.2	23.0	1.2	23.3	23.1	0.2	20.5	20.5	0.0
105.3 NEWFM	10.1	9.3	0.8	7.8	7.6	0.2	9.3	7.9	1.4	12.9	11.6	1.3	11.5	11.6	-0.1	7.7	5.0	2.7	9.7	7.7	2.0
HIT 106.9	14.1	16.2	-2.1	13.2	17.5	-4.3	12.5	13.5	-1.0	15.8	17.0	-1.2	16.5	18.5	-2.0	11.4	10.6	0.8	13.2	14.5	-1.3
ABC NEWCAST	8.8	7.2	1.6	12.1	10.8	1.3	7.8	6.3	1.5	5.4	4.3	1.1	7.0	5.7	1.3	17.3	11.4	5.9	10.7	9.5	1.2
2RN	0.9	1.2	-0.3	1.4	1.4	0.0	0.4	0.7	-0.3	1.0	1.3	-0.3	0.8	1.4	-0.6	0.8	0.6	0.2	0.9	1.1	-0.2
ABC NEWSRADIO	0.7	0.5	0.2	0.9	0.8	0.1	0.4	0.3	0.1	0.4	0.3	0.1	0.4	0.4	0.0	2.1	1.1	1.0	0.8	1.1	-0.3
2JJJ	9.7	10.1	-0.4	9.7	10.8	-1.1	8.8	9.3	-0.5	9.4	9.7	-0.3	12.2	11.4	0.8	8.0	7.4	0.6	9.8	8.1	1.7
ABC CLASSIC	2.2	2.1	0.1	2.4	1.9	0.5	2.8	2.2	0.6	1.4	2.4	-1.0	1.6	2.0	-0.4	4.1	1.5	2.6	2.9	2.8	0.1

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 2 2023

Cumulative Audience (000's) by Demographic, Mon-Sun 5.30am-12midnight

Station	People 10+			People 10-17			People 18-24			People 25-39			People 40-54			People 55-64			People 65+		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
2HD	51	48	3	3	4	-1	4	2	2	6	5	1	5	8	-3	5	5	0	27	23	4
102.9 TRIPLE M	204	186	18	27	25	2	20	14	6	45	47	-2	49	48	1	35	31	4	29	21	8
105.3 NEWFM	139	120	19	18	22	-4	18	16	2	38	30	8	38	30	8	15	14	1	11	7	4
HIT 106.9	153	164	-11	25	27	-2	25	27	-2	56	63	-7	31	30	1	12	13	-1	4	4	0
ABC NEWCST	69	62	7	5	3	2	3	2	1	5	7	-2	12	7	5	11	14	-3	32	30	2
2RN	19	21	-2	2	1	1	2	2	0	2	4	-2	4	4	0	3	3	0	7	7	0
ABC NEWSRADIO	18	17	1	3	2	1	4	3	1	4	3	1	3	1	2	1	1	0	3	8	-5
2JJJ	111	110	1	10	12	-2	20	20	0	50	49	1	23	21	2	5	6	-1	3	2	1
ABC CLASSIC	28	29	-1	4	*	*	2	4	-2	7	6	1	4	5	-1	2	3	-1	10	12	-2
Total	514	515	-1	57	56	1	49	51	-2	116	117	-1	108	107	1	72	72	0	112	113	-1

Cumulative Audience (000's) by Session, P10+ [Potential: 543]

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	45	44	1	26	25	1	28	24	4	24	24	0	14	12	2	8	10	-2	25	27	-2							
102.9 TRIPLE M	182	165	17	116	108	8	92	76	16	99	96	3	93	81	12	39	37	2	128	121	7							
105.3 NEWFM	120	104	16	57	56	1	56	42	14	74	63	11	55	46	9	21	14	7	79	65	14							
HIT 106.9	144	155	-11	85	92	-7	63	58	5	89	92	-3	83	83	0	28	33	-5	104	108	-4							
ABC NEWCST	57	55	2	42	40	2	26	24	2	25	23	2	25	21	4	15	11	4	50	41	9							
2RN	15	18	-3	8	9	-1	5	7	-2	5	9	-4	5	8	-3	1	1	0	11	12	-1							
ABC NEWSRADIO	13	12	1	9	7	2	5	3	2	3	2	1	4	5	-1	2	3	-1	9	10	-1							
2JJJ	99	98	1	59	64	-5	37	38	-1	47	46	1	53	55	-2	20	18	2	75	69	6							
ABC CLASSIC	25	24	1	10	11	-1	13	13	0	10	12	-2	8	10	-2	6	4	2	17	19	-2							
Total	495	501	-6	385	398	-13	316	299	17	344	337	7	316	311	5	143	135	8	421	407	14							

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 2 2023

Average Audience (000's) by Demographic, Mon-Sun 5.30am-12midnight (Ave Qtr Hr Audience)

Station	People 10+			People 10-17			People 18-24			People 25-39			People 40-54			People 55-64			People 65+		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
2HD	3	4	-1	*	*	*	*	*	*	*	*	*	*	1	*	1	*	*	2	3	-1
102.9 TRIPLE M	13	12	1	1	1	0	1	1	0	2	2	0	4	4	0	3	2	1	2	2	0
105.3 NEWFM	6	5	1	1	1	0	1	1	0	1	1	0	2	1	1	1	1	0	*	*	*
HIT 106.9	8	8	0	1	1	0	1	1	0	3	4	-1	2	2	0	*	1	*	*	*	*
ABC NEWCST	5	4	1	*	*	*	*	*	*	*	*	*	1	*	*	1	1	0	3	3	0
2RN	1	1	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
ABC NEWSRADIO	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
2JJJ	5	5	0	*	*	*	1	1	0	2	2	0	2	2	0	*	*	*	*	*	*
ABC CLASSIC	1	1	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0
Total	56	53	3	4	4	0	4	3	1	10	10	0	12	11	1	9	9	0	16	16	0

Average Audience (000's) by Session, P10+ [Potential: 543]

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	4	4	0	6	6	0	9	7	2	4	5	-1	2	2	0	1	2	-1	2	3	-1						
102.9 TRIPLE M	14	13	1	21	18	3	17	16	1	18	19	-1	13	12	1	3	3	0	10	9	1						
105.3 NEWFM	6	5	1	7	7	0	8	6	2	10	9	1	6	6	0	1	1	0	5	3	2						
HIT 106.9	8	9	-1	11	15	-4	11	11	0	12	12	0	9	10	-1	1	1	0	6	6	0						
ABC NEWCST	5	4	1	10	9	1	7	5	2	4	3	1	4	3	1	2	1	1	5	4	1						
2RN	1	1	0	1	1	0	*	1	*	1	1	0	*	1	*	*	*	*	*	*	*						
ABC NEWSRADIO	*	*	*	1	1	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*						
2JJJ	6	6	0	8	9	-1	8	8	0	7	7	0	6	6	0	1	1	0	5	4	1						
ABC CLASSIC	1	1	0	2	2	0	2	2	0	1	2	-1	1	1	0	1	*	*	1	1	0						
Total	59	57	2	86	86	0	86	81	5	76	74	2	53	52	1	13	11	2	49	44	5						

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.