



## NEWCASTLE RADIO - SURVEY 3 2021

### 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	7.0	6.1	0.9	1.7	1.2	0.5	*	*	*	0.4	1.4	-1.0	4.3	3.5	0.8	6.5	4.7	1.8	17.1	16.0	1.1
102.9 TRIPLE M	17.4	18.7	-1.3	28.1	25.9	2.2	19.5	18.5	1.0	16.5	12.0	4.5	27.2	31.7	-4.5	16.4	21.4	-5.0	8.9	10.1	-1.2
105.3 NEWFM	7.8	9.4	-1.6	10.4	10.7	-0.3	3.9	12.5	-8.6	14.4	15.2	-0.8	11.6	11.6	0.0	7.6	8.8	-1.2	2.2	2.6	-0.4
HIT 106.9	15.9	14.9	1.0	28.3	22.8	5.5	36.0	28.0	8.0	32.6	31.4	1.2	19.1	16.5	2.6	5.1	6.0	-0.9	0.5	1.1	-0.6
ABC NEWCST	8.0	9.5	-1.5	3.6	4.8	-1.2	0.2	0.3	-0.1	1.3	4.7	-3.4	4.8	3.9	0.9	10.3	11.3	-1.0	16.8	20.7	-3.9
2RN	2.1	2.2	-0.1	1.4	3.5	-2.1	*	*	*	0.4	0.5	-0.1	1.7	1.4	0.3	1.6	2.0	-0.4	4.6	4.8	-0.2
ABC NEWSRADIO	1.3	1.2	0.1	0.4	2.2	-1.8	0.8	0.5	0.3	0.6	0.5	0.1	1.0	1.4	-0.4	0.9	1.0	-0.1	2.6	1.7	0.9
2JJJ	11.2	14.3	-3.1	15.5	19.5	-4.0	39.1	37.9	1.2	18.0	24.5	-6.5	12.9	16.8	-3.9	1.6	5.6	-4.0	0.8	1.0	-0.2
ABC CLASSIC	3.4	2.9	0.5	0.9	1.9	-1.0	*	*	*	1.5	0.9	0.6	1.4	1.0	0.4	1.3	1.4	-0.1	9.2	7.9	1.3

### 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	7.5	6.6	0.9	6.4	6.1	0.3	10.8	9.7	1.1	5.5	5.4	0.1	6.0	3.7	2.3	11.0	8.3	2.7	5.4	4.4	1.0
102.9 TRIPLE M	18.1	19.6	-1.5	20.2	20.0	0.2	17.7	19.8	-2.1	17.9	20.6	-2.7	16.3	17.7	-1.4	14.7	16.9	-2.2	14.9	15.5	-0.6
105.3 NEWFM	7.8	9.8	-2.0	6.3	8.0	-1.7	7.1	9.3	-2.2	9.5	11.9	-2.4	7.4	10.1	-2.7	9.7	9.1	0.6	7.9	8.1	-0.2
HIT 106.9	16.5	15.0	1.5	13.1	13.5	-0.4	15.3	13.8	1.5	20.7	16.7	4.0	17.0	17.9	-0.9	13.7	12.1	1.6	13.9	14.5	-0.6
ABC NEWCST	7.5	8.8	-1.3	11.5	12.7	-1.2	4.8	7.1	-2.3	5.4	5.7	-0.3	5.6	6.8	-1.2	15.8	18.7	-2.9	9.9	12.0	-2.1
2RN	2.0	2.1	-0.1	3.4	3.2	0.2	1.1	1.3	-0.2	1.2	1.6	-0.4	2.4	2.7	-0.3	1.6	1.3	0.3	2.5	2.7	-0.2
ABC NEWSRADIO	1.2	1.0	0.2	1.9	1.8	0.1	0.3	0.4	-0.1	0.5	0.4	0.1	1.8	1.2	0.6	3.2	2.3	0.9	1.8	1.9	-0.1
2JJJ	11.9	15.0	-3.1	11.4	13.9	-2.5	11.6	13.7	-2.1	11.5	15.0	-3.5	15.6	20.2	-4.6	8.3	13.6	-5.3	9.0	11.5	-2.5
ABC CLASSIC	2.9	2.5	0.4	2.9	3.4	-0.5	3.3	2.8	0.5	2.2	1.9	0.3	4.3	2.0	2.3	1.9	1.4	0.5	4.9	4.2	0.7

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 3 2021

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	50	49	1	3	3	0	*	*	*	3	5	-2	9	8	1	7	6	1	27	26	1
102.9 TRIPLE M	144	151	-7	19	21	-2	12	12	0	32	27	5	37	40	-3	25	29	-4	19	22	-3
105.3 NEWFM	107	113	-6	15	17	-2	8	12	-4	35	30	5	29	30	-1	14	14	0	6	11	-5
HIT 106.9	158	159	-1	25	25	0	24	29	-5	61	54	7	38	38	0	7	10	-3	2	5	-3
ABC NEWCAST	76	83	-7	5	9	-4	1	1	0	4	6	-2	15	14	1	15	14	1	36	39	-3
2RN	20	23	-3	4	3	1	*	*	*	1	2	-1	3	5	-2	4	5	-1	7	7	0
ABC NEWSRADIO	30	32	-2	4	4	0	1	1	0	3	3	0	7	8	-1	3	4	-1	12	12	0
2JJJ	113	120	-7	16	18	-2	24	20	4	39	43	-4	25	28	-3	6	9	-3	3	4	-1
ABC CLASSIC	25	29	-4	4	4	0	*	*	*	2	4	-2	6	7	-1	3	3	0	10	12	-2
Total	494	494	0	52	53	-1	47	48	-1	111	110	1	104	104	0	73	72	1	107	106	1

Cumulative Audience (000's) by Session, P10+ [Potential: 523]

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	46	47	-1	26	23	3	33	34	-1	24	21	3	15	16	-1	9	11	-2	27	23	4						
102.9 TRIPLE M	133	139	-6	84	85	-1	63	76	-13	74	86	-12	65	69	-4	29	29	0	84	91	-7						
105.3 NEWFM	93	98	-5	46	52	-6	43	42	1	53	59	-6	34	48	-14	16	21	-5	56	61	-5						
HIT 106.9	143	148	-5	75	92	-17	72	76	-4	105	100	5	67	79	-12	20	31	-11	94	100	-6						
ABC NEWCAST	66	71	-5	44	43	1	27	33	-6	36	38	-2	25	30	-5	16	22	-6	56	64	-8						
2RN	16	22	-6	10	12	-2	9	10	-1	7	11	-4	8	11	-3	4	6	-2	14	14	0						
ABC NEWSRADIO	25	28	-3	11	14	-3	5	6	-1	8	6	2	8	7	1	6	6	0	18	19	-1						
2JJJ	103	110	-7	59	70	-11	49	55	-6	55	65	-10	63	72	-9	21	27	-6	68	73	-5						
ABC CLASSIC	22	26	-4	9	14	-5	7	10	-3	11	11	0	11	9	2	5	5	0	18	16	2						
Total	473	480	-7	334	361	-27	314	324	-10	349	362	-13	290	310	-20	121	148	-27	390	390	0						

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 3 2021

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	4	3	1	*	*	*	*	*	*	*	*	*	*	*	*	1	*	*	3	2	1
102.9 TRIPLE M	9	11	-2	1	1	0	1	1	0	2	1	1	3	3	0	2	2	0	1	2	-1
105.3 NEWFM	4	5	-1	*	*	*	*	1	*	1	2	-1	1	1	0	1	1	0	*	*	*
HIT 106.9	9	8	1	1	1	0	2	1	1	3	3	0	2	2	0	1	1	0	*	*	*
ABC NEWCST	4	5	-1	*	*	*	*	*	*	*	1	*	1	*	*	1	1	0	3	3	0
2RN	1	1	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0
ABC NEWSRADIO	1	1	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
2JJJ	6	8	-2	*	1	*	2	2	0	2	3	-1	1	2	-1	*	1	*	*	*	*
ABC CLASSIC	2	2	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0
Total	54	57	-3	3	4	-1	6	5	1	9	11	-2	11	11	0	11	10	1	15	15	0

Average Audience (000's) by Session, P10+ [Potential: 523]

Station	Mon-Fri			Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	Mon-Fri 5:30am-12mn	Mon-Fri 5:30am-12mn	+/-	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 12:00md-4:00pm	Mon-Fri 12:00md-4:00pm	+/-	Mon-Fri 4:00pm-7:00pm	Mon-Fri 4:00pm-7:00pm	+/-	Mon-Fri 7:00pm-12:00mn	Mon-Fri 7:00pm-12:00mn	+/-	Sat-Sun 5:30am-12mn	Sat-Sun 5:30am-12mn	+/-
2HD	4	4	0	5	5	0	10	9	1	5	4	1	3	2	1	1	1	0	2	2	0
102.9 TRIPLE M	11	12	-1	17	17	0	16	18	-2	15	17	-2	8	10	-2	2	2	0	6	7	-1
105.3 NEWFM	5	6	-1	5	7	-2	6	9	-3	8	10	-2	4	6	-2	1	1	0	3	4	-1
HIT 106.9	10	9	1	11	12	-1	14	13	1	17	14	3	8	10	-2	2	2	0	6	6	0
ABC NEWCST	4	5	-1	9	11	-2	4	7	-3	4	5	-1	3	4	-1	2	3	-1	4	5	-1
2RN	1	1	0	3	3	0	1	1	0	1	1	0	1	1	0	*	*	*	1	1	0
ABC NEWSRADIO	1	1	0	2	2	0	*	*	*	*	*	*	1	1	0	*	*	*	1	1	0
2JJJ	7	9	-2	9	12	-3	10	13	-3	9	12	-3	8	11	-3	1	2	-1	4	5	-1
ABC CLASSIC	2	2	0	2	3	-1	3	3	0	2	2	0	2	1	1	*	*	*	2	2	0
Total	59	62	-3	82	86	-4	90	93	-3	82	82	0	49	55	-6	12	14	-2	43	43	0

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.