

NEWCASTLE RADIO - SURVEY 1 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	6.1	7.8	-1.7	2.1	5.4	-3.3	*	0.5	*	1.6	1.4	0.2	2.7	4.6	-1.9	5.0	3.5	1.5	16.4	20.0	-3.6
102.9 TRIPLE M	18.3	17.7	0.6	16.6	15.6	1.0	23.1	23.3	-0.2	9.5	18.1	-8.6	34.1	26.8	7.3	23.8	20.2	3.6	7.4	7.3	0.1
105.3 NEWFM	11.0	10.6	0.4	15.8	19.4	-3.6	18.3	12.8	5.5	13.9	11.9	2.0	16.0	15.8	0.2	7.7	10.2	-2.5	2.7	2.6	0.1
HIT 106.9	14.9	12.5	2.4	32.4	24.9	7.5	26.3	19.0	7.3	28.7	31.0	-2.3	15.9	12.9	3.0	4.2	3.2	1.0	1.1	0.5	0.6
ABC NEWCAST	9.4	8.9	0.5	4.4	4.0	0.4	2.4	0.4	2.0	5.8	2.2	3.6	3.9	6.2	-2.3	12.5	11.4	1.1	18.8	17.4	1.4
2RN	1.8	2.2	-0.4	2.8	0.3	2.5	*	0.8	*	0.9	0.3	0.6	1.3	2.1	-0.8	2.3	3.2	-0.9	3.0	3.6	-0.6
ABC NEWS	1.3	0.9	0.4	1.9	0.9	1.0	*	0.2	*	0.9	0.2	0.7	1.5	1.4	0.1	1.1	0.6	0.5	2.0	1.3	0.7
2JJJ	13.7	11.4	2.3	17.8	12.1	5.7	25.8	37.2	-11.4	29.9	22.3	7.6	13.7	13.6	0.1	6.1	4.1	2.0	0.8	0.6	0.2
ABC CLASSIC	3.1	2.7	0.4	1.6	8.4	-6.8	*	3.2	*	1.4	2.9	-1.5	0.7	0.7	0.0	1.0	1.4	-0.4	9.4	3.7	5.7

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	8.4	-1.8	6.3	8.1	-1.8	10.5	12.2	-1.7	4.4	5.0	-0.6	3.0	6.4	-3.4	11.5	14.2	-2.7	4.4	5.6	-1.2
102.9 TRIPLE M	19.2	17.9	1.3	20.3	20.1	0.2	18.7	16.4	2.3	20.6	18.1	2.5	17.4	16.2	1.2	14.3	17.5	-3.2	15.3	17.1	-1.8
105.3 NEWFM	11.4	10.8	0.6	9.2	7.9	1.3	11.0	11.5	-0.5	13.3	12.5	0.8	13.2	11.3	1.9	9.4	12.7	-3.3	9.6	9.7	-0.1
HIT 106.9	14.5	12.8	1.7	14.1	10.5	3.6	12.5	12.1	0.4	15.0	14.7	0.3	17.9	15.7	2.2	13.8	10.7	3.1	16.2	11.5	4.7
ABC NEWCAST	9.1	8.8	0.3	13.2	12.6	0.6	7.1	6.1	1.0	5.9	6.4	-0.5	7.8	8.5	-0.7	16.4	13.5	2.9	10.4	9.1	1.3
2RN	1.6	2.1	-0.5	2.0	3.4	-1.4	1.0	1.4	-0.4	1.3	1.4	-0.1	2.0	2.0	0.0	1.9	2.3	-0.4	2.8	2.4	0.4
ABC NEWS	1.2	0.8	0.4	1.8	1.1	0.7	0.9	0.7	0.2	0.5	0.6	-0.1	0.9	0.7	0.2	2.7	1.4	1.3	2.0	1.1	0.9
2JJJ	14.5	11.4	3.1	13.3	10.7	2.6	14.2	10.5	3.7	14.8	12.5	2.3	18.2	14.1	4.1	11.4	6.9	4.5	11.0	11.4	-0.4
ABC CLASSIC	3.0	2.4	0.6	3.7	2.1	1.6	3.0	2.2	0.8	2.9	2.1	0.8	2.3	3.1	-0.8	1.7	4.0	-2.3	3.7	3.8	-0.1

Please note: Due to COVID-19 surveys 2 & 3 were cancelled, last survey in this report is Survey 1, 2020. 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 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	52	-2	4	2	2	*	1	*	7	4	3	7	9	-2	6	6	0	26	29	-3
102.9 TRIPLE M	156	153	3	18	13	5	16	17	-1	25	30	-5	47	44	3	30	30	0	20	17	3
105.3 NEWFM	128	118	10	20	16	4	17	12	5	31	34	-3	33	34	-1	13	14	-1	14	7	7
HIT 106.9	166	144	22	29	27	2	27	24	3	58	53	5	36	29	7	11	6	5	5	4	1
ABC NEWCAST	88	92	-4	9	8	1	5	3	2	10	5	5	14	21	-7	15	21	-6	35	33	2
2RN	25	29	-4	3	1	2	*	3	*	4	1	3	6	7	-1	3	6	-3	8	12	-4
ABC NEWS	29	24	5	4	3	1	*	1	*	5	2	3	9	11	-2	4	2	2	8	7	1
2JJJ	122	114	8	15	13	2	20	27	-7	51	39	12	26	26	0	8	6	2	3	3	0
ABC CLASSIC	32	28	4	3	6	-3	*	3	*	9	4	5	5	5	0	2	2	0	13	8	5
Total	496	491	5	54	50	4	47	49	-2	110	109	1	107	106	1	73	72	1	107	104	3

Cumulative 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-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	46	49	-3	23	27	-4	32	34	-2	22	21	1	16	20	-4	14	12	2	29	29	0
102.9 TRIPLE M	145	140	5	88	89	-1	78	75	3	87	86	1	77	66	11	30	31	-1	96	97	-1
105.3 NEWFM	113	110	3	62	56	6	52	59	-7	71	65	6	58	54	4	27	21	6	75	61	14
HIT 106.9	152	135	17	97	72	25	73	66	7	97	79	18	87	75	12	38	29	9	109	93	16
ABC NEWCAST	77	82	-5	52	58	-6	37	36	1	38	39	-1	33	38	-5	27	22	5	61	56	5
2RN	21	26	-5	11	16	-5	10	10	0	12	11	1	13	11	2	6	4	2	19	18	1
ABC NEWS	25	22	3	17	13	4	12	9	3	5	8	-3	9	7	2	6	6	0	17	16	1
2JJJ	114	103	11	68	62	6	55	53	2	65	61	4	73	62	11	29	24	5	75	76	-1
ABC CLASSIC	28	24	4	19	14	5	14	13	1	14	11	3	13	14	-1	6	8	-2	21	22	-1
Total	484	481	3	373	361	12	330	331	-1	355	349	6	331	324	7	158	157	1	404	402	2

Please note: Due to COVID-19 surveys 2 & 3 were cancelled, last survey in this report is Survey 1, 2020. 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 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	5	-1	*	*	*	*	*	*	*	*	*	*	1	*	*	*	*	2	3	-1
102.9 TRIPLE M	11	11	0	1	1	0	1	1	0	1	2	-1	4	4	0	2	2	0	1	1	0
105.3 NEWFM	6	6	0	1	1	0	1	*	*	2	1	1	2	2	0	1	1	0	*	*	*
HIT 106.9	9	7	2	1	1	0	1	1	0	3	4	-1	2	2	0	*	*	*	*	*	*
ABC NEWCAST	5	5	0	*	*	*	*	*	*	1	*	*	*	1	*	1	1	0	3	3	0
2RN	1	1	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	*
ABC NEWS	1	1	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
2JJJ	8	7	1	1	*	*	1	1	0	4	3	1	2	2	0	1	*	*	*	*	*
ABC CLASSIC	2	2	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0
Total	58	60	-2	5	4	1	5	4	1	12	12	0	12	14	-2	10	10	0	15	16	-1

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-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	4	5	-1	6	8	-2	10	12	-2	3	4	-1	2	4	-2	2	2	0	2	3	-1
102.9 TRIPLE M	12	12	0	18	19	-1	17	16	1	16	14	2	10	10	0	2	3	-1	7	8	-1
105.3 NEWFM	7	7	0	8	7	1	10	11	-1	10	10	0	8	7	1	1	2	-1	4	5	-1
HIT 106.9	9	8	1	13	10	3	11	12	-1	12	12	0	11	9	2	2	2	0	8	6	2
ABC NEWCAST	6	6	0	12	12	0	6	6	0	5	5	0	5	5	0	3	2	1	5	4	1
2RN	1	1	0	2	3	-1	1	1	0	1	1	0	1	1	0	*	*	*	1	1	0
ABC NEWS	1	1	0	2	1	1	1	1	0	*	1	*	1	*	*	*	*	*	1	1	0
2JJJ	9	7	2	12	10	2	13	10	3	12	10	2	11	8	3	2	1	1	5	6	-1
ABC CLASSIC	2	2	0	3	2	1	3	2	1	2	2	0	1	2	-1	*	1	*	2	2	0
Total	62	65	-3	89	94	-5	90	98	-8	78	79	-1	59	60	-1	16	15	1	46	48	-2

Please note: Due to COVID-19 surveys 2 & 3 were cancelled, last survey in this report is Survey 1, 2020. 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.