



NEWCASTLE RADIO - SURVEY 3 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	5.3	6.1	-0.8	2.8	1.8	1.0	5.4	2.6	2.8	1.0	1.1	-0.1	0.5	0.7	-0.2	4.5	6.4	-1.9	12.7	14.8	-2.1
102.9 TRIPLE M	20.3	22.4	-2.1	17.8	18.6	-0.8	18.3	24.2	-5.9	19.5	22.1	-2.6	32.2	33.1	-0.9	27.7	27.7	0.0	8.3	12.3	-4.0
105.3 NEWFM	11.4	10.0	1.4	12.1	17.4	-5.3	24.0	21.5	2.5	11.9	10.6	1.3	19.3	17.1	2.2	7.6	5.8	1.8	3.3	1.9	1.4
HIT 106.9	15.4	13.9	1.5	46.1	29.2	16.9	27.1	24.8	2.3	32.6	32.3	0.3	12.2	14.6	-2.4	5.2	3.8	1.4	1.8	1.4	0.4
ABC NEWCAST	7.6	9.3	-1.7	5.4	7.5	-2.1	1.3	0.9	0.4	0.8	1.1	-0.3	6.7	6.3	0.4	4.4	6.5	-2.1	16.5	20.5	-4.0
2RN	1.5	0.9	0.6	0.3	0.3	0.0	0.2	0.5	-0.3	0.2	0.1	0.1	1.1	0.6	0.5	2.4	2.0	0.4	2.7	1.4	1.3
ABC NEWSRADIO	1.0	0.7	0.3	0.9	0.9	0.0	1.3	1.6	-0.3	0.4	0.3	0.1	0.7	0.6	0.1	1.8	1.2	0.6	0.9	0.5	0.4
2JJJ	9.1	9.7	-0.6	7.4	9.9	-2.5	14.4	20.9	-6.5	21.2	22.1	-0.9	13.4	14.0	-0.6	2.2	2.2	0.0	1.5	0.4	1.1
ABC CLASSIC	3.2	2.4	0.8	3.0	2.8	0.2	4.4	0.9	3.5	2.5	1.2	1.3	2.2	0.5	1.7	0.7	0.7	0.0	5.7	5.7	0.0

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	6.0	6.6	-0.6	5.4	6.6	-1.2	10.0	9.9	0.1	4.6	5.1	-0.5	3.2	3.2	0.0	5.5	9.4	-3.9	3.0	4.4	-1.4
102.9 TRIPLE M	20.9	23.0	-2.1	22.2	24.4	-2.2	19.1	20.0	-0.9	20.5	23.7	-3.2	22.4	24.2	-1.8	19.9	23.3	-3.4	18.4	20.5	-2.1
105.3 NEWFM	11.3	10.1	1.2	8.5	7.8	0.7	10.8	9.3	1.5	14.1	12.9	1.2	12.8	11.5	1.3	9.4	7.7	1.7	11.6	9.7	1.9
HIT 106.9	15.3	14.1	1.2	15.9	13.2	2.7	13.4	12.5	0.9	16.0	15.8	0.2	16.2	16.5	-0.3	14.3	11.4	2.9	15.7	13.2	2.5
ABC NEWCAST	7.3	8.8	-1.5	9.3	12.1	-2.8	7.0	7.8	-0.8	5.7	5.4	0.3	5.0	7.0	-2.0	13.2	17.3	-4.1	8.4	10.7	-2.3
2RN	1.5	0.9	0.6	2.3	1.4	0.9	0.9	0.4	0.5	1.3	1.0	0.3	1.1	0.8	0.3	2.3	0.8	1.5	1.4	0.9	0.5
ABC NEWSRADIO	0.9	0.7	0.2	1.7	0.9	0.8	0.4	0.4	0.0	0.4	0.4	0.0	0.5	0.4	0.1	2.5	2.1	0.4	1.3	0.8	0.5
2JJJ	9.1	9.7	-0.6	9.2	9.7	-0.5	7.8	8.8	-1.0	8.8	9.4	-0.6	11.7	12.2	-0.5	9.2	8.0	1.2	9.3	9.8	-0.5
ABC CLASSIC	3.2	2.2	1.0	2.9	2.4	0.5	3.3	2.8	0.5	2.4	1.4	1.0	3.1	1.6	1.5	8.6	4.1	4.5	3.4	2.9	0.5

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.



NEWCASTLE RADIO - SURVEY 3 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	50	51	-1	4	3	1	5	4	1	5	6	-1	3	5	-2	6	5	1	26	27	-1
102.9 TRIPLE M	185	204	-19	24	27	-3	19	20	-1	31	45	-14	51	49	2	35	35	0	24	29	-5
105.3 NEWFM	135	139	-4	17	18	-1	19	18	1	32	38	-6	37	38	-1	15	15	0	16	11	5
HIT 106.9	161	153	8	33	25	8	28	25	3	51	56	-5	32	31	1	12	12	0	5	4	1
ABC NEWCST	61	69	-8	6	5	1	4	3	1	3	5	-2	14	12	2	9	11	-2	25	32	-7
2RN	18	19	-1	1	2	-1	1	2	-1	2	2	0	4	4	0	3	3	0	7	7	0
ABC NEWSRADIO	23	18	5	3	3	0	4	4	0	4	4	0	4	3	1	3	1	2	5	3	2
2JJJ	107	111	-4	8	10	-2	18	20	-2	46	50	-4	28	23	5	5	5	0	3	3	0
ABC CLASSIC	29	28	1	4	4	0	5	2	3	8	7	1	4	4	0	2	2	0	7	10	-3
Total	515	514	1	56	57	-1	49	49	0	116	116	0	108	108	0	72	72	0	113	112	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	47	45	2	27	26	1	25	28	-3	20	24	-4	14	14	0	6	8	-2	21	25	-4				21	25	-4
102.9 TRIPLE M	167	182	-15	112	116	-4	92	92	0	94	99	-5	93	93	0	32	39	-7	115	128	-13				115	128	-13
105.3 NEWFM	119	120	-1	59	57	2	60	56	4	80	74	6	60	55	5	24	21	3	83	79	4				83	79	4
HIT 106.9	152	144	8	94	85	9	72	63	9	92	89	3	83	83	0	26	28	-2	103	104	-1				103	104	-1
ABC NEWCST	49	57	-8	35	42	-7	24	26	-2	25	25	0	23	25	-2	11	15	-4	41	50	-9				41	50	-9
2RN	15	15	0	10	8	2	7	5	2	7	5	2	6	5	1	4	1	3	11	11	0				11	11	0
ABC NEWSRADIO	18	13	5	11	9	2	5	5	0	6	3	3	6	4	2	2	2	0	14	9	5				14	9	5
2JJJ	97	99	-2	57	59	-2	37	37	0	51	47	4	52	53	-1	21	20	1	63	75	-12				63	75	-12
ABC CLASSIC	25	25	0	14	10	4	13	13	0	11	10	1	13	8	5	10	6	4	19	17	2				19	17	2
Total	495	495	0	387	385	2	325	316	9	353	344	9	326	316	10	142	143	-1	413	421	-8				413	421	-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.



NEWCASTLE RADIO - SURVEY 3 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	3	0	*	*	*	*	*	*	*	*	*	*	*	*	*	1	*	2	2	0
102.9 TRIPLE M	11	13	-2	1	1	0	1	1	0	2	2	0	4	4	0	3	3	0	1	2	-1
105.3 NEWFM	6	6	0	1	1	0	1	1	0	1	1	0	2	2	0	1	1	0	1	*	*
HIT 106.9	9	8	1	2	1	1	1	1	0	3	3	0	2	2	0	*	*	*	*	*	*
ABC NEWCST	4	5	-1	*	*	*	*	*	*	*	*	*	1	1	0	*	1	*	3	3	0
2RN	1	1	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
ABC NEWSRADIO	1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
2JJJ	5	5	0	*	*	*	1	1	0	2	2	0	2	2	0	*	*	*	*	*	*
ABC CLASSIC	2	1	1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0
Total	55	56	-1	4	4	0	4	4	0	10	10	0	12	12	0	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	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	6	-1	9	9	0	4	4	0	2	2	0	1	1	0	1	2	-1
102.9 TRIPLE M	12	14	-2	19	21	-2	17	17	0	16	18	-2	11	13	-2	2	3	-1	9	10	-1
105.3 NEWFM	7	6	1	7	7	0	10	8	2	11	10	1	7	6	1	1	1	0	5	5	0
HIT 106.9	9	8	1	14	11	3	12	11	1	12	12	0	8	9	-1	2	1	1	7	6	1
ABC NEWCST	4	5	-1	8	10	-2	6	7	-1	4	4	0	3	4	-1	2	2	0	4	5	-1
2RN	1	1	0	2	1	1	1	*	*	1	1	0	1	*	*	*	*	*	1	*	*
ABC NEWSRADIO	1	*	*	1	1	0	*	*	*	*	*	*	*	*	*	*	*	*	1	*	*
2JJJ	5	6	-1	8	8	0	7	8	-1	7	7	0	6	6	0	1	1	0	4	5	-1
ABC CLASSIC	2	1	1	3	2	1	3	2	1	2	1	1	2	1	1	1	1	0	2	1	1
Total	59	59	0	85	86	-1	88	86	2	78	76	2	51	53	-2	12	13	-1	47	49	-2

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.