



NEWCASTLE RADIO - SURVEY 2 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	5.2	6.3	-1.1	1.8	0.9	0.9	0.3	3.3	-3.0	0.2	0.9	-0.7	1.6	2.3	-0.7	3.7	7.7	-4.0	14.5	13.5	1.0
102.9 TRIPLE M	21.1	23.3	-2.2	18.8	18.5	0.3	23.2	12.8	10.4	19.3	25.7	-6.4	30.2	35.0	-4.8	30.3	38.2	-7.9	9.2	8.4	0.8
105.3 NEWFM	11.9	11.0	0.9	14.5	16.0	-1.5	10.5	14.6	-4.1	18.2	14.3	3.9	16.2	17.7	-1.5	9.0	7.6	1.4	5.9	4.1	1.8
HIT 106.9	15.2	13.3	1.9	46.0	42.7	3.3	25.7	29.0	-3.3	25.9	24.5	1.4	17.4	13.5	3.9	5.5	3.8	1.7	2.4	2.2	0.2
ABC NEWCST	6.3	7.3	-1.0	1.0	3.5	-2.5	0.9	1.4	-0.5	2.3	1.9	0.4	4.0	2.4	1.6	5.7	5.5	0.2	13.9	17.0	-3.1
2RN	2.1	1.7	0.4	1.6	1.3	0.3	*	0.3	*	0.1	0.4	-0.3	0.9	0.9	0.0	1.1	1.6	-0.5	5.8	3.4	2.4
ABC NEWSRADIO	0.7	0.6	0.1	0.8	0.4	0.4	0.1	0.6	-0.5	0.3	0.6	-0.3	0.4	1.0	-0.6	0.6	0.4	0.2	1.4	0.4	1.0
2JJJ	11.1	10.0	1.1	7.2	7.3	-0.1	25.4	27.7	-2.3	21.1	21.4	-0.3	18.3	14.4	3.9	2.3	3.6	-1.3	0.8	0.5	0.3
ABC CLASSIC	2.7	1.8	0.9	1.2	2.1	-0.9	4.0	5.9	-1.9	0.4	0.7	-0.3	3.2	1.5	1.7	0.9	0.9	0.0	4.9	2.1	2.8

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	5.2	6.6	-1.4	5.8	6.4	-0.6	6.3	10.0	-3.7	3.6	4.5	-0.9	2.1	2.1	0.0	13.6	14.7	-1.1	5.0	5.5	-0.5
102.9 TRIPLE M	22.5	24.4	-1.9	24.6	24.5	0.1	21.4	24.6	-3.2	23.0	26.1	-3.1	22.7	23.7	-1.0	13.6	17.2	-3.6	15.9	19.8	-3.9
105.3 NEWFM	12.3	11.2	1.1	8.7	7.8	0.9	12.7	10.4	2.3	15.7	13.8	1.9	12.5	13.8	-1.3	11.5	11.8	-0.3	10.4	10.2	0.2
HIT 106.9	15.4	13.4	2.0	16.2	14.7	1.5	14.9	11.4	3.5	14.1	12.0	2.1	17.8	17.3	0.5	14.0	10.3	3.7	14.5	12.9	1.6
ABC NEWCST	5.7	7.2	-1.5	6.5	10.0	-3.5	5.2	6.2	-1.0	4.1	4.8	-0.7	6.2	4.9	1.3	9.8	13.0	-3.2	8.5	7.7	0.8
2RN	1.7	1.5	0.2	2.3	2.3	0.0	1.5	0.7	0.8	1.1	1.1	0.0	1.0	1.4	-0.4	3.7	2.6	1.1	3.7	2.2	1.5
ABC NEWSRADIO	0.7	0.5	0.2	1.2	0.7	0.5	0.5	0.3	0.2	0.2	0.6	-0.4	0.4	0.3	0.1	1.7	0.7	1.0	0.7	0.8	-0.1
2JJJ	11.6	10.4	1.2	10.3	10.0	0.3	12.4	9.6	2.8	11.8	10.7	1.1	12.6	12.5	0.1	10.1	9.4	0.7	9.3	8.6	0.7
ABC CLASSIC	2.7	1.7	1.0	2.3	1.2	1.1	2.2	1.2	1.0	2.3	1.5	0.8	3.0	2.1	0.9	7.4	5.2	2.2	2.8	2.0	0.8

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 2 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	39	43	-4	4	4	0	1	3	-2	3	2	1	3	5	-2	4	8	-4	24	21	3
102.9 TRIPLE M	179	195	-16	13	19	-6	16	14	2	39	42	-3	54	57	-3	32	35	-3	25	27	-2
105.3 NEWFM	134	131	3	19	20	-1	13	15	-2	31	30	1	37	35	2	17	17	0	16	14	2
HIT 106.9	187	175	12	38	32	6	28	28	0	70	62	8	34	34	0	10	9	1	7	10	-3
ABC NEWCAST	66	61	5	3	4	-1	2	4	-2	9	9	0	13	7	6	9	8	1	31	29	2
2RN	19	19	0	3	4	-1	*	1	*	2	4	-2	3	2	1	2	2	0	9	6	3
ABC NEWSRADIO	16	15	1	2	1	1	*	3	*	3	2	1	2	2	0	1	2	-1	8	4	4
2JJJ	109	109	0	8	10	-2	24	20	4	40	42	-2	26	27	-1	5	7	-2	6	3	3
ABC CLASSIC	19	18	1	1	2	-1	1	4	-3	1	2	-1	6	4	2	1	1	0	9	5	4
Total	524	522	2	58	58	0	51	49	2	117	117	0	108	108	0	73	73	0	117	117	0

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	34	37	-3	18	19	-1	22	22	0	17	15	2	7	12	-5	11	9	2	26	25	1
102.9 TRIPLE M	161	171	-10	110	117	-7	80	81	-1	90	97	-7	86	92	-6	26	35	-9	97	118	-21
105.3 NEWFM	119	113	6	67	60	7	59	47	12	72	68	4	54	57	-3	21	22	-1	74	78	-4
HIT 106.9	167	152	15	112	103	9	81	63	18	93	83	10	86	82	4	30	28	2	111	104	7
ABC NEWCAST	59	53	6	38	41	-3	30	25	5	28	22	6	27	22	5	14	16	-2	45	40	5
2RN	15	14	1	11	9	2	9	5	4	7	6	1	5	6	-1	4	2	2	14	13	1
ABC NEWSRADIO	14	12	2	9	6	3	4	3	1	5	5	0	4	3	1	5	4	1	8	9	-1
2JJJ	96	96	0	58	63	-5	47	36	11	56	48	8	53	56	-3	22	23	-1	59	64	-5
ABC CLASSIC	19	17	2	9	7	2	10	6	4	9	7	2	10	10	0	8	8	0	13	12	1
Total	500	494	6	390	383	7	309	283	26	340	325	15	314	322	-8	140	142	-2	393	404	-11

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 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	11	12	-1	1	1	0	1	*	*	2	2	0	3	4	-1	3	3	0	1	1	0
105.3 NEWFM	6	5	1	*	*	*	*	*	*	2	1	1	2	2	0	1	1	0	1	1	0
HIT 106.9	8	7	1	1	1	0	1	1	0	3	2	1	2	1	1	1	*	*	*	*	*
ABC NEWCST	3	4	-1	*	*	*	*	*	*	*	*	*	*	*	*	1	*	*	2	3	-1
2RN	1	1	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0
ABC NEWSRADIO	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
2JJJ	6	5	1	*	*	*	1	1	0	2	2	0	2	2	0	*	*	*	*	*	*
ABC CLASSIC	1	1	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	*	*
Total	53	50	3	3	3	0	4	3	1	10	9	1	11	11	0	9	8	1	15	15	0

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	+/-	This	Last	+/-	This	Last	+/-
2HD	3	4	-1	5	5	0	5	7	-2	3	3	0	1	1	0	2	2	0	2	2	0
102.9 TRIPLE M	13	13	0	21	20	1	19	18	1	17	17	0	12	12	0	2	2	0	6	8	-2
105.3 NEWFM	7	6	1	7	6	1	11	8	3	12	9	3	7	7	0	1	2	-1	4	4	0
HIT 106.9	9	7	2	14	12	2	13	8	5	11	8	3	9	9	0	2	1	1	6	5	1
ABC NEWCST	3	4	-1	6	8	-2	5	5	0	3	3	0	3	3	0	1	2	-1	3	3	0
2RN	1	1	0	2	2	0	1	1	0	1	1	0	1	1	0	*	*	*	1	1	0
ABC NEWSRADIO	*	*	*	1	1	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
2JJJ	7	6	1	9	8	1	11	7	4	9	7	2	7	6	1	1	1	0	4	3	1
ABC CLASSIC	2	1	1	2	1	1	2	1	1	2	1	1	2	1	1	1	1	0	1	1	0
Total	58	54	4	85	82	3	88	74	14	75	66	9	52	52	0	12	13	-1	39	39	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.