



NEWCASTLE RADIO - SURVEY 1 2022

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	8.1	7.0	1.1	1.5	1.7	-0.2	4.0	*	*	0.6	0.4	0.2	4.5	4.3	0.2	8.6	6.5	2.1	17.4	17.1	0.3
102.9 TRIPLE M	17.1	17.4	-0.3	19.6	28.1	-8.5	8.1	19.5	-11.4	24.7	16.5	8.2	27.6	27.2	0.4	16.9	16.4	0.5	6.8	8.9	-2.1
105.3 NEWFM	7.1	7.8	-0.7	17.2	10.4	6.8	14.0	3.9	10.1	7.5	14.4	-6.9	9.8	11.6	-1.8	5.1	7.6	-2.5	1.9	2.2	-0.3
HIT 106.9	13.9	15.9	-2.0	40.2	28.3	11.9	29.0	36.0	-7.0	26.0	32.6	-6.6	12.8	19.1	-6.3	8.3	5.1	3.2	0.6	0.5	0.1
ABC NEWCST	9.2	8.0	1.2	5.7	3.6	2.1	1.3	0.2	1.1	5.4	1.3	4.1	7.6	4.8	2.8	8.9	10.3	-1.4	15.8	16.8	-1.0
2RN	3.4	2.1	1.3	0.7	1.4	-0.7	0.3	*	*	0.9	0.4	0.5	5.7	1.7	4.0	2.7	1.6	1.1	5.0	4.6	0.4
ABC NEWSRADIO	1.1	1.3	-0.2	1.6	0.4	1.2	0.5	0.8	-0.3	1.1	0.6	0.5	1.7	1.0	0.7	0.5	0.9	-0.4	1.1	2.6	-1.5
2JJJ	11.7	11.2	0.5	9.6	15.5	-5.9	39.6	39.1	0.5	26.2	18.0	8.2	10.9	12.9	-2.0	5.6	1.6	4.0	1.2	0.8	0.4
ABC CLASSIC	3.7	3.4	0.3	1.0	0.9	0.1	1.3	*	*	1.1	1.5	-0.4	1.5	1.4	0.1	2.8	1.3	1.5	8.7	9.2	-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	8.2	7.5	0.7	7.8	6.4	1.4	11.5	10.8	0.7	6.6	5.5	1.1	4.6	6.0	-1.4	12.7	11.0	1.7	7.6	5.4	2.2
102.9 TRIPLE M	18.5	18.1	0.4	19.5	20.2	-0.7	18.6	17.7	0.9	18.9	17.9	1.0	17.7	16.3	1.4	13.5	14.7	-1.2	12.7	14.9	-2.2
105.3 NEWFM	6.7	7.8	-1.1	5.7	6.3	-0.6	6.7	7.1	-0.4	7.8	9.5	-1.7	8.5	7.4	1.1	3.6	9.7	-6.1	8.4	7.9	0.5
HIT 106.9	14.1	16.5	-2.4	13.4	13.1	0.3	12.9	15.3	-2.4	15.6	20.7	-5.1	16.3	17.0	-0.7	11.4	13.7	-2.3	12.9	13.9	-1.0
ABC NEWCST	8.9	7.5	1.4	11.4	11.5	-0.1	6.8	4.8	2.0	7.3	5.4	1.9	7.9	5.6	2.3	14.5	15.8	-1.3	10.2	9.9	0.3
2RN	3.2	2.0	1.2	5.2	3.4	1.8	1.3	1.1	0.2	1.9	1.2	0.7	3.4	2.4	1.0	6.9	1.6	5.3	3.9	2.5	1.4
ABC NEWSRADIO	1.0	1.2	-0.2	1.6	1.9	-0.3	0.7	0.3	0.4	0.6	0.5	0.1	0.6	1.8	-1.2	2.2	3.2	-1.0	1.5	1.8	-0.3
2JJJ	11.9	11.9	0.0	9.4	11.4	-2.0	11.1	11.6	-0.5	13.6	11.5	2.1	15.3	15.6	-0.3	12.3	8.3	4.0	11.1	9.0	2.1
ABC CLASSIC	3.5	2.9	0.6	3.1	2.9	0.2	4.0	3.3	0.7	2.4	2.2	0.2	5.1	4.3	0.8	4.3	1.9	2.4	4.3	4.9	-0.6

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 1 2022

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	50	0	4	3	1	4	*	*	3	3	0	7	9	-2	9	7	2	24	27	-3
102.9 TRIPLE M	155	144	11	16	19	-3	15	12	3	34	32	2	44	37	7	28	25	3	18	19	-1
105.3 NEWFM	116	107	9	25	15	10	16	8	8	22	35	-13	28	29	-1	14	14	0	10	6	4
HIT 106.9	165	158	7	31	25	6	30	24	6	53	61	-8	32	38	-6	15	7	8	5	2	3
ABC NEWCST	90	76	14	8	5	3	5	1	4	14	4	10	15	15	0	17	15	2	30	36	-6
2RN	33	20	13	3	4	-1	2	*	*	4	1	3	8	3	5	7	4	3	9	7	2
ABC NEWSRADIO	26	30	-4	3	4	-1	3	1	2	5	3	2	6	7	-1	3	3	0	6	12	-6
2JJJ	133	113	20	15	16	-1	31	24	7	50	39	11	27	25	2	7	6	1	3	3	0
ABC CLASSIC	30	25	5	2	4	-2	1	*	*	4	2	2	5	6	-1	4	3	1	13	10	3
Total	505	494	11	54	52	2	49	47	2	113	111	2	107	104	3	73	73	0	109	107	2

Cumulative Audience (000's) by Session, P10+ [Potential: 532]

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	44	46	-2	25	26	-1	28	33	-5	24	24	0	14	15	-1	10	9	1	32	27	5						
102.9 TRIPLE M	141	133	8	98	84	14	71	63	8	75	74	1	66	65	1	29	29	0	87	84	3						
105.3 NEWFM	95	93	2	52	46	6	42	43	-1	46	53	-7	40	34	6	15	16	-1	66	56	10						
HIT 106.9	152	143	9	96	75	21	70	72	-2	93	105	-12	82	67	15	28	20	8	104	94	10						
ABC NEWCST	77	66	11	54	44	10	35	27	8	39	36	3	29	25	4	20	16	4	54	56	-2						
2RN	27	16	11	16	10	6	12	9	3	13	7	6	11	8	3	8	4	4	21	14	7						
ABC NEWSRADIO	21	25	-4	12	11	1	6	5	1	6	8	-2	6	8	-2	4	6	-2	16	18	-2						
2JJJ	118	103	15	69	59	10	53	49	4	66	55	11	67	63	4	30	21	9	87	68	19						
ABC CLASSIC	27	22	5	16	9	7	15	7	8	15	11	4	12	11	1	6	5	1	19	18	1						
Total	483	473	10	383	334	49	320	314	6	343	349	-6	300	290	10	145	121	24	411	390	21						

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 1 2022

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	5	4	1	*	*	*	*	*	*	*	*	*	1	*	*	1	1	0	3	3	0
102.9 TRIPLE M	10	9	1	1	1	0	*	1	*	2	2	0	3	3	0	2	2	0	1	1	0
105.3 NEWFM	4	4	0	1	*	*	1	*	*	1	1	0	1	1	0	1	1	0	*	*	*
HIT 106.9	8	9	-1	2	1	1	1	2	-1	2	3	-1	2	2	0	1	1	0	*	*	*
ABC NEWCST	5	4	1	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	3	3	0
2RN	2	1	1	*	*	*	*	*	*	*	*	*	1	*	*	*	*	*	1	1	0
ABC NEWSRADIO	1	1	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
2JJJ	7	6	1	*	*	*	2	2	0	2	2	0	1	1	0	1	*	*	*	*	*
ABC CLASSIC	2	2	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0
Total	56	54	2	4	3	1	4	6	-2	9	9	0	12	11	1	10	11	-1	16	15	1

Average Audience (000's) by Session, P10+ [Potential: 532]

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	4	1	7	5	2	10	10	0	5	5	0	2	3	-1	2	1	1	4	2	2
102.9 TRIPLE M	11	11	0	18	17	1	16	16	0	14	15	-1	9	8	1	2	2	0	6	6	0
105.3 NEWFM	4	5	-1	5	5	0	6	6	0	6	8	-2	4	4	0	1	1	0	4	3	1
HIT 106.9	8	10	-2	12	11	1	11	14	-3	12	17	-5	9	8	1	2	2	0	6	6	0
ABC NEWCST	5	4	1	10	9	1	6	4	2	5	4	1	4	3	1	2	2	0	5	4	1
2RN	2	1	1	5	3	2	1	1	0	1	1	0	2	1	1	1	*	*	2	1	1
ABC NEWSRADIO	1	1	0	1	2	-1	1	*	*	*	*	*	*	1	*	*	*	*	1	1	0
2JJJ	7	7	0	9	9	0	10	10	0	10	9	1	8	8	0	2	1	1	5	4	1
ABC CLASSIC	2	2	0	3	2	1	4	3	1	2	2	0	3	2	1	1	*	*	2	2	0
Total	60	59	1	92	82	10	88	90	-2	74	82	-8	53	49	4	14	12	2	46	43	3

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.