



## NEWCASTLE RADIO - SURVEY 3 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	8.2	8.1	0.1	0.5	0.9	-0.4	1.5	1.4	0.1	0.7	0.6	0.1	2.6	4.1	-1.5	6.5	5.7	0.8	19.6	20.1	-0.5
102.9 TRIPLE M	17.0	17.2	-0.2	14.7	14.1	0.6	24.1	12.3	11.8	20.0	18.6	1.4	30.5	32.4	-1.9	19.6	19.6	0.0	5.2	5.6	-0.4
105.3 NEWFM	8.9	9.0	-0.1	22.4	24.1	-1.7	8.1	16.2	-8.1	8.3	9.2	-0.9	15.0	12.0	3.0	11.6	8.4	3.2	1.2	1.4	-0.2
HIT 106.9	13.0	12.8	0.2	31.8	38.7	-6.9	22.7	21.7	1.0	24.9	23.5	1.4	17.6	14.4	3.2	7.4	4.9	2.5	0.4	0.7	-0.3
ABC NEWCAST	8.0	9.2	-1.2	3.0	5.0	-2.0	2.9	2.5	0.4	2.2	4.4	-2.2	5.4	7.2	-1.8	8.3	10.5	-2.2	14.6	15.2	-0.6
2RN	1.8	2.2	-0.4	1.4	1.1	0.3	0.2	0.4	-0.2	0.6	0.9	-0.3	1.2	1.2	0.0	1.1	2.5	-1.4	3.6	4.3	-0.7
ABC NEWSRADIO	1.7	1.1	0.6	0.9	1.5	-0.6	0.1	*	*	0.1	0.8	-0.7	1.4	1.1	0.3	1.0	1.1	-0.1	3.6	1.4	2.2
2JJJ	12.9	12.8	0.1	15.7	8.7	7.0	30.7	41.2	-10.5	37.2	35.4	1.8	8.0	8.4	-0.4	9.1	8.1	1.0	0.5	0.5	0.0
ABC CLASSIC	2.3	2.5	-0.2	1.9	0.7	1.2	*	1.2	*	0.2	0.2	0.0	2.0	1.2	0.8	0.6	1.6	-1.0	5.2	6.3	-1.1

### 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	8.1	8.0	0.1	8.1	8.5	-0.4	10.7	11.1	-0.4	6.2	5.8	0.4	5.0	4.3	0.7	12.7	12.0	0.7	8.7	8.2	0.5
102.9 TRIPLE M	18.0	18.0	0.0	20.0	20.6	-0.6	16.9	17.1	-0.2	19.7	18.3	1.4	15.8	15.9	-0.1	11.2	13.4	-2.2	13.7	14.5	-0.8
105.3 NEWFM	8.7	8.7	0.0	7.5	7.0	0.5	8.3	8.8	-0.5	9.5	10.4	-0.9	10.9	10.2	0.7	7.0	5.3	1.7	9.4	9.9	-0.5
HIT 106.9	13.3	13.1	0.2	12.0	12.4	-0.4	11.5	11.0	0.5	14.6	13.9	0.7	17.8	16.9	0.9	9.6	12.3	-2.7	11.9	11.6	0.3
ABC NEWCAST	7.8	8.9	-1.1	10.5	11.1	-0.6	5.0	6.9	-1.9	4.9	7.0	-2.1	8.0	8.0	0.0	20.8	17.9	2.9	8.5	10.0	-1.5
2RN	1.8	2.2	-0.4	3.0	3.7	-0.7	1.0	1.0	0.0	1.4	1.4	0.0	1.0	1.6	-0.6	4.1	5.3	-1.2	1.8	2.1	-0.3
ABC NEWSRADIO	1.6	1.0	0.6	2.4	1.6	0.8	1.0	0.7	0.3	0.5	0.3	0.2	0.9	0.5	0.4	7.4	3.5	3.9	2.1	1.4	0.7
2JJJ	13.6	13.2	0.4	12.3	11.6	0.7	14.2	11.9	2.3	15.0	14.2	0.8	13.4	17.5	-4.1	10.6	11.7	-1.1	10.8	11.6	-0.8
ABC CLASSIC	2.0	2.3	-0.3	2.7	2.4	0.3	1.9	2.9	-1.0	1.4	1.5	-0.1	1.9	2.8	-0.9	2.1	2.8	-0.7	3.4	3.2	0.2

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.



## NEWCASTLE RADIO - SURVEY 3 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	46	46	0	1	3	-2	3	2	1	5	4	1	4	5	-1	8	8	0	25	25	0
102.9 TRIPLE M	161	162	-1	17	17	0	15	16	-1	42	34	8	43	46	-3	31	32	-1	14	17	-3
105.3 NEWFM	129	124	5	23	26	-3	15	15	0	28	28	0	36	29	7	19	17	2	8	10	-2
HIT 106.9	162	154	8	33	34	-1	21	25	-4	53	51	2	38	31	7	13	9	4	3	4	-1
ABC NEWCST	77	81	-4	6	6	0	5	3	2	10	13	-3	16	17	-1	11	13	-2	30	28	2
2RN	19	25	-6	3	3	0	1	1	0	2	3	-1	3	4	-1	3	5	-2	6	8	-2
ABC NEWSRADIO	20	17	3	2	3	-1	1	*	*	1	2	-1	5	4	1	2	2	0	9	6	3
2JJJ	114	131	-17	13	14	-1	21	27	-6	50	53	-3	17	22	-5	12	13	-1	2	2	0
ABC CLASSIC	23	25	-2	3	2	1	*	1	*	1	2	-1	4	4	0	3	3	0	12	12	0
Total	505	505	0	56	56	0	49	49	0	111	113	-2	106	106	0	73	74	-1	109	108	1

Cumulative 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	41	38	3	23	23	0	25	24	1	19	19	0	14	12	2	10	9	1	29	31	-2
102.9 TRIPLE M	147	146	1	95	101	-6	70	71	-1	87	81	6	69	66	3	25	26	-1	92	96	-4
105.3 NEWFM	108	104	4	56	59	-3	50	50	0	64	59	5	49	43	6	23	17	6	74	76	-2
HIT 106.9	152	145	7	95	95	0	74	69	5	88	87	1	81	81	0	29	23	6	99	93	6
ABC NEWCST	67	67	0	47	47	0	27	33	-6	30	32	-2	31	29	2	18	17	1	51	57	-6
2RN	16	21	-5	11	12	-1	8	10	-2	7	8	-1	5	7	-2	4	5	-1	11	13	-2
ABC NEWSRADIO	17	13	4	10	7	3	7	6	1	4	3	1	6	4	2	6	4	2	13	12	1
2JJJ	102	115	-13	64	77	-13	53	54	-1	61	64	-3	49	65	-16	19	29	-10	68	86	-18
ABC CLASSIC	19	22	-3	10	13	-3	9	11	-2	9	10	-1	10	9	1	6	6	0	16	16	0
Total	489	484	5	382	391	-9	325	324	1	346	344	2	306	308	-2	133	135	-2	396	411	-15

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 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	4	5	-1	*	*	*	*	*	*	*	*	*	*	1	*	1	1	0	3	3	0
102.9 TRIPLE M	9	10	-1	1	1	0	1	*	*	2	2	0	3	4	-1	2	2	0	1	1	0
105.3 NEWFM	5	5	0	1	1	0	*	1	*	1	1	0	2	1	1	1	1	0	*	*	*
HIT 106.9	7	7	0	1	2	-1	1	1	0	2	2	0	2	2	0	1	*	*	*	*	*
ABC NEWCST	4	5	-1	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	3	3	0
2RN	1	1	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0
ABC NEWSRADIO	1	1	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	*	*
2JJJ	7	7	0	1	*	*	1	1	0	3	4	-1	1	1	0	1	1	0	*	*	*
ABC CLASSIC	1	1	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0
Total	55	56	-1	4	4	0	4	3	1	9	10	-1	10	12	-2	9	9	0	18	17	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	5	0	7	8	-1	10	10	0	5	4	1	3	2	1	2	2	0	4	4	0
102.9 TRIPLE M	11	11	0	17	19	-2	15	15	0	15	14	1	8	8	0	1	2	-1	6	7	-1
105.3 NEWFM	5	5	0	6	6	0	7	8	-1	7	8	-1	6	5	1	1	1	0	4	5	-1
HIT 106.9	8	8	0	10	11	-1	10	10	0	11	11	0	9	9	0	1	2	-1	5	5	0
ABC NEWCST	5	5	0	9	10	-1	5	6	-1	4	5	-1	4	4	0	3	2	1	4	5	-1
2RN	1	1	0	3	3	0	1	1	0	1	1	0	1	1	0	1	1	0	1	1	0
ABC NEWSRADIO	1	1	0	2	1	1	1	1	0	*	*	*	*	*	*	1	*	*	1	1	0
2JJJ	8	8	0	10	11	-1	13	11	2	11	11	0	7	9	-2	1	2	-1	5	5	0
ABC CLASSIC	1	1	0	2	2	0	2	3	-1	1	1	0	1	1	0	*	*	*	2	1	1
Total	59	60	-1	85	91	-6	90	90	0	75	76	-1	52	52	0	13	13	0	44	47	-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.