



NEWCASTLE RADIO - SURVEY 2 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	6.1	0.0	1.2	2.1	-0.9	*	*	*	1.4	1.6	-0.2	3.5	2.7	0.8	4.7	5.0	-0.3	16.0	16.4	-0.4
102.9 TRIPLE M	18.7	18.3	0.4	25.9	16.6	9.3	18.5	23.1	-4.6	12.0	9.5	2.5	31.7	34.1	-2.4	21.4	23.8	-2.4	10.1	7.4	2.7
105.3 NEWFM	9.4	11.0	-1.6	10.7	15.8	-5.1	12.5	18.3	-5.8	15.2	13.9	1.3	11.6	16.0	-4.4	8.8	7.7	1.1	2.6	2.7	-0.1
HIT 106.9	14.9	14.9	0.0	22.8	32.4	-9.6	28.0	26.3	1.7	31.4	28.7	2.7	16.5	15.9	0.6	6.0	4.2	1.8	1.1	1.1	0.0
ABC NEWCST	9.5	9.4	0.1	4.8	4.4	0.4	0.3	2.4	-2.1	4.7	5.8	-1.1	3.9	3.9	0.0	11.3	12.5	-1.2	20.7	18.8	1.9
2RN	2.2	1.8	0.4	3.5	2.8	0.7	*	*	*	0.5	0.9	-0.4	1.4	1.3	0.1	2.0	2.3	-0.3	4.8	3.0	1.8
ABC NEWSRADIO	1.2	1.3	-0.1	2.2	1.9	0.3	0.5	*	*	0.5	0.9	-0.4	1.4	1.5	-0.1	1.0	1.1	-0.1	1.7	2.0	-0.3
2JJJ	14.3	13.7	0.6	19.5	17.8	1.7	37.9	25.8	12.1	24.5	29.9	-5.4	16.8	13.7	3.1	5.6	6.1	-0.5	1.0	0.8	0.2
ABC CLASSIC	2.9	3.1	-0.2	1.9	1.6	0.3	*	*	*	0.9	1.4	-0.5	1.0	0.7	0.3	1.4	1.0	0.4	7.9	9.4	-1.5

Share Movement (%) by Session, P10+

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	6.6	6.6	0.0	6.1	6.3	-0.2	9.7	10.5	-0.8	5.4	4.4	1.0	3.7	3.0	0.7	8.3	11.5	-3.2	4.4	4.4	0.0						
102.9 TRIPLE M	19.6	19.2	0.4	20.0	20.3	-0.3	19.8	18.7	1.1	20.6	20.6	0.0	17.7	17.4	0.3	16.9	14.3	2.6	15.5	15.3	0.2						
105.3 NEWFM	9.8	11.4	-1.6	8.0	9.2	-1.2	9.3	11.0	-1.7	11.9	13.3	-1.4	10.1	13.2	-3.1	9.1	9.4	-0.3	8.1	9.6	-1.5						
HIT 106.9	15.0	14.5	0.5	13.5	14.1	-0.6	13.8	12.5	1.3	16.7	15.0	1.7	17.9	17.9	0.0	12.1	13.8	-1.7	14.5	16.2	-1.7						
ABC NEWCST	8.8	9.1	-0.3	12.7	13.2	-0.5	7.1	7.1	0.0	5.7	5.9	-0.2	6.8	7.8	-1.0	18.7	16.4	2.3	12.0	10.4	1.6						
2RN	2.1	1.6	0.5	3.2	2.0	1.2	1.3	1.0	0.3	1.6	1.3	0.3	2.7	2.0	0.7	1.3	1.9	-0.6	2.7	2.8	-0.1						
ABC NEWSRADIO	1.0	1.2	-0.2	1.8	1.8	0.0	0.4	0.9	-0.5	0.4	0.5	-0.1	1.2	0.9	0.3	2.3	2.7	-0.4	1.9	2.0	-0.1						
2JJJ	15.0	14.5	0.5	13.9	13.3	0.6	13.7	14.2	-0.5	15.0	14.8	0.2	20.2	18.2	2.0	13.6	11.4	2.2	11.5	11.0	0.5						
ABC CLASSIC	2.5	3.0	-0.5	3.4	3.7	-0.3	2.8	3.0	-0.2	1.9	2.9	-1.0	2.0	2.3	-0.3	1.4	1.7	-0.3	4.2	3.7	0.5						

Please note: ABC NEWS changed to ABC NEWSRADIO effective May 9. 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 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	49	50	-1	3	4	-1	*	*	*	5	7	-2	8	7	1	6	6	0	26	26	0
102.9 TRIPLE M	151	156	-5	21	18	3	12	16	-4	27	25	2	40	47	-7	29	30	-1	22	20	2
105.3 NEWFM	113	128	-15	17	20	-3	12	17	-5	30	31	-1	30	33	-3	14	13	1	11	14	-3
HIT 106.9	159	166	-7	25	29	-4	29	27	2	54	58	-4	38	36	2	10	11	-1	5	5	0
ABC NEWCST	83	88	-5	9	9	0	1	5	-4	6	10	-4	14	14	0	14	15	-1	39	35	4
2RN	23	25	-2	3	3	0	*	*	*	2	4	-2	5	6	-1	5	3	2	7	8	-1
ABC NEWSRADIO	32	29	3	4	4	0	1	*	*	3	5	-2	8	9	-1	4	4	0	12	8	4
2JJJ	120	122	-2	18	15	3	20	20	0	43	51	-8	28	26	2	9	8	1	4	3	1
ABC CLASSIC	29	32	-3	4	3	1	*	*	*	4	9	-5	7	5	2	3	2	1	12	13	-1
Total	494	496	-2	53	54	-1	48	47	1	110	110	0	104	107	-3	72	73	-1	106	107	-1

Cumulative Audience (000's) by Session, P10+ [Potential: 523]

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	46	1	23	23	0	34	32	2	21	22	-1	16	16	0	11	14	-3	23	29	-6	23	29	-6	23	29	-6
102.9 TRIPLE M	139	145	-6	85	88	-3	76	78	-2	86	87	-1	69	77	-8	29	30	-1	91	96	-5	91	96	-5	91	96	-5
105.3 NEWFM	98	113	-15	52	62	-10	42	52	-10	59	71	-12	48	58	-10	21	27	-6	61	75	-14	61	75	-14	61	75	-14
HIT 106.9	148	152	-4	92	97	-5	76	73	3	100	97	3	79	87	-8	31	38	-7	100	109	-9	100	109	-9	100	109	-9
ABC NEWCST	71	77	-6	43	52	-9	33	37	-4	38	38	0	30	33	-3	22	27	-5	64	61	3	64	61	3	64	61	3
2RN	22	21	1	12	11	1	10	10	0	11	12	-1	11	13	-2	6	6	0	14	19	-5	14	19	-5	14	19	-5
ABC NEWSRADIO	28	25	3	14	17	-3	6	12	-6	6	5	1	7	9	-2	6	6	0	19	17	2	19	17	2	19	17	2
2JJJ	110	114	-4	70	68	2	55	55	0	65	65	0	72	73	-1	27	29	-2	73	75	-2	73	75	-2	73	75	-2
ABC CLASSIC	26	28	-2	14	19	-5	10	14	-4	11	14	-3	9	13	-4	5	6	-1	16	21	-5	16	21	-5	16	21	-5
Total	480	484	-4	361	373	-12	324	330	-6	362	355	7	310	331	-21	148	158	-10	390	404	-14	390	404	-14	390	404	-14

Please note: ABC NEWS changed to ABC NEWSRADIO effective May 9. 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 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	3	4	-1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	2	2	0
102.9 TRIPLE M	11	11	0	1	1	0	1	1	0	1	1	0	3	4	-1	2	2	0	2	1	1
105.3 NEWFM	5	6	-1	*	1	*	1	1	0	2	2	0	1	2	-1	1	1	0	*	*	*
HIT 106.9	8	9	-1	1	1	0	1	1	0	3	3	0	2	2	0	1	*	*	*	*	*
ABC NEWCST	5	5	0	*	*	*	*	*	*	1	1	0	*	*	*	1	1	0	3	3	0
2RN	1	1	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	*	*
ABC NEWSRADIO	1	1	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
2JJJ	8	8	0	1	1	0	2	1	1	3	4	-1	2	2	0	1	1	0	*	*	*
ABC CLASSIC	2	2	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0
Total	57	58	-1	4	5	-1	5	5	0	11	12	-1	11	12	-1	10	10	0	15	15	0

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-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	10	-1	4	3	1	2	2	0	1	2	-1	2	2	0
102.9 TRIPLE M	12	12	0	17	18	-1	18	17	1	17	16	1	10	10	0	2	2	0	7	7	0
105.3 NEWFM	6	7	-1	7	8	-1	9	10	-1	10	10	0	6	8	-2	1	1	0	4	4	0
HIT 106.9	9	9	0	12	13	-1	13	11	2	14	12	2	10	11	-1	2	2	0	6	8	-2
ABC NEWCST	5	6	-1	11	12	-1	7	6	1	5	5	0	4	5	-1	3	3	0	5	5	0
2RN	1	1	0	3	2	1	1	1	0	1	1	0	1	1	0	*	*	*	1	1	0
ABC NEWSRADIO	1	1	0	2	2	0	*	1	*	*	*	*	1	1	0	*	*	*	1	1	0
2JJJ	9	9	0	12	12	0	13	13	0	12	12	0	11	11	0	2	2	0	5	5	0
ABC CLASSIC	2	2	0	3	3	0	3	3	0	2	2	0	1	1	0	*	*	*	2	2	0
Total	62	62	0	86	89	-3	93	90	3	82	78	4	55	59	-4	14	16	-2	43	46	-3

Please note: ABC NEWS changed to ABC NEWSRADIO effective May 9. 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.