



NEWCASTLE RADIO - SURVEY 1 2019

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	8.0	8.8	-0.8	4.3	1.1	3.2	*	2.6	*	2.0	2.6	-0.6	4.2	8.0	-3.8	7.1	9.0	-1.9	18.4	18.1	0.3
102.9 Triple M	16.8	13.1	3.7	26.0	9.6	16.4	11.2	5.1	6.1	15.1	14.5	0.6	26.2	22.1	4.1	25.0	15.1	9.9	6.0	6.1	-0.1
105.3 NEWFM	7.5	8.7	-1.2	12.0	17.4	-5.4	12.7	6.2	6.5	11.6	16.0	-4.4	9.1	11.2	-2.1	7.1	3.0	4.1	1.5	2.7	-1.2
Hit106.9	12.5	12.1	0.4	26.2	37.4	-11.2	28.4	29.9	-1.5	25.1	21.9	3.2	14.9	9.0	5.9	1.9	3.5	-1.6	0.7	0.5	0.2
ABC NEWCST	9.6	12.7	-3.1	2.9	1.4	1.5	1.5	3.9	-2.4	1.7	4.7	-3.0	10.2	13.9	-3.7	9.4	15.1	-5.7	18.2	21.9	-3.7
2RN	3.3	3.0	0.3	1.1	0.9	0.2	*	*	*	1.1	3.6	-2.5	2.4	2.8	-0.4	3.2	3.6	-0.4	6.7	3.7	3.0
ABC NEWS	1.3	0.9	0.4	1.6	1.2	0.4	0.7	0.4	0.3	0.3	0.9	-0.6	1.5	0.7	0.8	2.6	0.9	1.7	1.2	1.0	0.2
2JJJ	11.5	9.2	2.3	17.7	12.7	5.0	36.6	30.7	5.9	28.5	19.8	8.7	6.1	6.4	-0.3	4.2	3.2	1.0	0.4	0.3	0.1
ABC CLASSIC	3.8	4.5	-0.7	1.8	0.6	1.2	0.3	4.9	-4.6	3.7	3.7	0.0	3.9	1.9	2.0	0.7	7.7	-7.0	6.7	6.5	0.2

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	8.4	9.4	-1.0	8.4	8.0	0.4	11.9	13.9	-2.0	5.3	7.6	-2.3	5.1	6.2	-1.1	14.8	14.5	0.3	6.9	6.8	0.1						
102.9 Triple M	17.7	13.4	4.3	18.3	16.6	1.7	17.5	12.7	4.8	19.8	12.4	7.4	16.7	11.9	4.8	10.6	9.1	1.5	13.9	12.1	1.8						
105.3 NEWFM	7.5	8.7	-1.2	4.8	7.9	-3.1	6.9	7.2	-0.3	10.2	11.2	-1.0	8.3	8.9	-0.6	9.1	8.1	1.0	7.6	8.6	-1.0						
Hit106.9	12.5	12.1	0.4	10.8	10.4	0.4	10.8	10.5	0.3	14.4	12.6	1.8	15.9	16.7	-0.8	10.8	13.1	-2.3	12.4	12.2	0.2						
ABC NEWCST	9.3	12.0	-2.7	14.4	16.5	-2.1	6.5	10.2	-3.7	6.2	8.9	-2.7	8.3	9.8	-1.5	11.1	13.6	-2.5	10.6	14.9	-4.3						
2RN	3.3	2.8	0.5	5.3	3.1	2.2	2.2	1.9	0.3	2.0	1.7	0.3	3.5	4.3	-0.8	3.4	5.6	-2.2	3.1	3.3	-0.2						
ABC NEWS	1.3	0.9	0.4	1.3	1.5	-0.2	1.1	0.6	0.5	1.0	0.4	0.6	1.3	0.7	0.6	2.5	1.1	1.4	1.4	0.9	0.5						
2JJJ	12.1	9.2	2.9	10.4	7.9	2.5	11.7	8.1	3.6	13.3	9.2	4.1	14.1	13.3	0.8	12.4	9.4	3.0	9.3	9.2	0.1						
ABC CLASSIC	3.6	4.4	-0.8	3.2	3.4	-0.2	3.9	4.6	-0.7	3.7	5.4	-1.7	4.1	4.6	-0.5	3.0	4.4	-1.4	4.5	4.8	-0.3						

Please note: Survey results include listening via streaming to ABC, 102.9 Triple M, Hit106.9 for both survey periods and 2HD & 105.3 NEWFM for 0 weeks. The following name changes KOFM to 102.9 Triple M, ABC1233 to ABC NEWCST & ABCFM to ABC CLASSIC effective Feb 3.



NEWCASTLE RADIO - SURVEY 1 2019

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	57	54	3	6	3	3	1	2	-1	6	6	0	9	12	-3	12	10	2	24	23	1
102.9 Triple M	158	137	21	16	13	3	16	10	6	32	32	0	48	44	4	32	22	10	15	15	0
105.3 NEWFM	104	105	-1	14	18	-4	14	7	7	29	33	-4	27	32	-5	12	8	4	7	8	-1
Hit106.9	142	138	4	27	31	-4	27	27	0	49	45	4	30	28	2	5	5	0	4	2	2
ABC NEWCAST	87	91	-4	3	4	-1	2	2	0	6	9	-3	25	25	0	16	17	-1	35	35	0
2RN	32	26	6	2	2	0	1	*	*	5	4	1	8	8	0	5	5	0	12	7	5
ABC NEWS	27	26	1	4	3	1	1	2	-1	3	4	-1	7	7	0	5	3	2	8	6	2
2JJJ	112	97	15	13	9	4	24	23	1	48	36	12	19	19	0	6	8	-2	3	3	0
ABC CLASSIC	28	31	-3	3	1	2	1	1	0	5	6	-1	5	7	-2	2	6	-4	11	10	1
Total	485	482	3	51	51	0	49	50	-1	106	104	2	108	108	0	71	70	1	101	98	3

Cumulative Audience (000's) by Session, P10+ [Potential: 512]

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	52	52	0	35	29	6	29	34	-5	24	25	-1	23	22	1	18	18	0	31	32	-1						
102.9 Triple M	145	128	17	96	74	22	71	62	9	86	60	26	85	63	22	38	26	12	97	85	12						
105.3 NEWFM	90	91	-1	43	54	-11	34	39	-5	56	60	-4	50	51	-1	24	21	3	60	68	-8						
Hit106.9	129	124	5	79	76	3	56	56	0	83	73	10	81	73	8	36	32	4	95	91	4						
ABC NEWCAST	76	78	-2	54	59	-5	31	40	-9	34	42	-8	37	42	-5	20	26	-6	62	72	-10						
2RN	30	23	7	20	16	4	12	10	2	12	11	1	15	11	4	10	7	3	18	16	2						
ABC NEWS	25	19	6	12	12	0	7	7	0	9	5	4	10	6	4	6	4	2	16	12	4						
2JJJ	103	89	14	69	57	12	50	42	8	66	43	23	60	60	0	25	24	1	71	60	11						
ABC CLASSIC	26	28	-2	17	16	1	13	17	-4	17	15	2	14	19	-5	6	9	-3	18	25	-7						
Total	470	468	2	382	377	5	301	307	-6	348	324	24	329	315	14	170	170	0	400	399	1						

Please note: Survey results include listening via streaming to ABC, 102.9 Triple M, Hit106.9 for both survey periods and 2HD & 105.3 NEWFM for 0 weeks. The following name changes KOFM to 102.9 Triple M, ABC1233 to ABC NEWCAST & ABCFM to ABC CLASSIC effective Feb 3.



NEWCASTLE RADIO - SURVEY 1 2019

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	5	0	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	3	3	0
102.9 Triple M	10	8	2	1	*	*	*	*	*	2	2	0	3	3	0	2	1	1	1	1	0
105.3 NEWFM	4	5	-1	*	1	*	1	*	*	1	2	-1	1	2	-1	1	*	*	*	*	*
Hit106.9	7	7	0	1	2	-1	1	1	0	3	2	1	2	1	1	*	*	*	*	*	*
ABC NEWCAST	6	7	-1	*	*	*	*	*	*	*	1	*	1	2	-1	1	1	0	3	3	0
2RN	2	2	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0
ABC NEWS	1	1	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
2JJJ	7	5	2	1	1	0	2	1	1	3	2	1	1	1	0	*	*	*	*	*	*
ABC CLASSIC	2	3	-1	*	*	*	*	*	*	*	*	*	1	*	*	*	1	*	1	1	0
Total	59	58	1	4	4	0	4	4	0	11	11	0	13	13	0	9	10	-1	17	15	2

Average Audience (000's) by Session, P10+ [Potential: 512]

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	6	-1	8	8	0	11	12	-1	4	5	-1	3	4	-1	3	2	1	3	3	0
102.9 Triple M	11	8	3	18	16	2	16	11	5	15	9	6	10	7	3	2	1	1	7	6	1
105.3 NEWFM	5	5	0	5	8	-3	6	6	0	8	8	0	5	5	0	2	1	1	4	4	0
Hit106.9	8	7	1	11	10	1	10	9	1	11	9	2	10	10	0	2	2	0	6	6	0
ABC NEWCAST	6	7	-1	14	16	-2	6	9	-3	5	6	-1	5	6	-1	2	2	0	5	7	-2
2RN	2	2	0	5	3	2	2	2	0	1	1	0	2	2	0	1	1	0	1	2	-1
ABC NEWS	1	1	0	1	1	0	1	1	0	1	*	*	1	*	*	*	*	*	1	*	*
2JJJ	8	6	2	10	8	2	10	7	3	10	6	4	8	8	0	2	1	1	4	5	-1
ABC CLASSIC	2	3	-1	3	3	0	3	4	-1	3	4	-1	2	3	-1	1	1	0	2	2	0
Total	63	62	1	98	98	0	89	88	1	74	70	4	60	58	2	17	16	1	48	50	-2

Please note: Survey results include listening via streaming to ABC, 102.9 Triple M, Hit106.9 for both survey periods and 2HD & 105.3 NEWFM for 0 weeks. The following name changes KOFM to 102.9 Triple M, ABC1233 to ABC NEWCAST & ABCFM to ABC CLASSIC effective Feb 3.