



## NEWCASTLE RADIO - SURVEY 1 2023

### 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	7.3	8.2	-0.9	1.7	0.5	1.2	1.6	1.5	0.1	1.0	0.7	0.3	4.7	2.6	2.1	5.5	6.5	-1.0	16.4	19.6	-3.2
102.9 TRIPLE M	22.0	17.0	5.0	19.8	14.7	5.1	18.9	24.1	-5.2	20.7	20.0	0.7	31.8	30.5	1.3	26.3	19.6	6.7	14.8	5.2	9.6
105.3 NEWFM	8.9	8.9	0.0	22.5	22.4	0.1	14.8	8.1	6.7	9.8	8.3	1.5	13.2	15.0	-1.8	7.2	11.6	-4.4	1.9	1.2	0.7
HIT 106.9	15.8	13.0	2.8	26.7	31.8	-5.1	33.7	22.7	11.0	35.5	24.9	10.6	18.2	17.6	0.6	6.0	7.4	-1.4	1.0	0.4	0.6
ABC NEWCST	7.8	8.0	-0.2	4.1	3.0	1.1	0.7	2.9	-2.2	1.7	2.2	-0.5	1.6	5.4	-3.8	8.2	8.3	-0.1	17.8	14.6	3.2
2RN	1.2	1.8	-0.6	0.7	1.4	-0.7	1.3	0.2	1.1	0.4	0.6	-0.2	0.9	1.2	-0.3	2.1	1.1	1.0	1.4	3.6	-2.2
ABC NEWSRADIO	0.6	1.7	-1.1	1.0	0.9	0.1	1.6	0.1	1.5	0.1	0.1	0.0	0.2	1.4	-1.2	0.5	1.0	-0.5	1.1	3.6	-2.5
2JJJ	9.6	12.9	-3.3	7.7	15.7	-8.0	20.4	30.7	-10.3	21.6	37.2	-15.6	14.2	8.0	6.2	4.0	9.1	-5.1	0.2	0.5	-0.3
ABC CLASSIC	2.3	2.3	0.0	0.1	1.9	-1.8	3.0	*	*	0.9	0.2	0.7	0.6	2.0	-1.4	1.3	0.6	0.7	5.2	5.2	0.0

### 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	7.4	8.1	-0.7	7.0	8.1	-1.1	9.1	10.7	-1.6	7.0	6.2	0.8	3.1	5.0	-1.9	17.2	12.7	4.5	6.7	8.7	-2.0
102.9 TRIPLE M	22.4	18.0	4.4	20.9	20.0	0.9	20.3	16.9	3.4	25.2	19.7	5.5	23.0	15.8	7.2	23.1	11.2	11.9	20.5	13.7	6.8
105.3 NEWFM	9.3	8.7	0.6	7.6	7.5	0.1	7.9	8.3	-0.4	11.6	9.5	2.1	11.6	10.9	0.7	5.0	7.0	-2.0	7.7	9.4	-1.7
HIT 106.9	16.2	13.3	2.9	17.5	12.0	5.5	13.5	11.5	2.0	17.0	14.6	2.4	18.5	17.8	0.7	10.6	9.6	1.0	14.5	11.9	2.6
ABC NEWCST	7.2	7.8	-0.6	10.8	10.5	0.3	6.3	5.0	1.3	4.3	4.9	-0.6	5.7	8.0	-2.3	11.4	20.8	-9.4	9.5	8.5	1.0
2RN	1.2	1.8	-0.6	1.4	3.0	-1.6	0.7	1.0	-0.3	1.3	1.4	-0.1	1.4	1.0	0.4	0.6	4.1	-3.5	1.1	1.8	-0.7
ABC NEWSRADIO	0.5	1.6	-1.1	0.8	2.4	-1.6	0.3	1.0	-0.7	0.3	0.5	-0.2	0.4	0.9	-0.5	1.1	7.4	-6.3	1.1	2.1	-1.0
2JJJ	10.1	13.6	-3.5	10.8	12.3	-1.5	9.3	14.2	-4.9	9.7	15.0	-5.3	11.4	13.4	-2.0	7.4	10.6	-3.2	8.1	10.8	-2.7
ABC CLASSIC	2.1	2.0	0.1	1.9	2.7	-0.8	2.2	1.9	0.3	2.4	1.4	1.0	2.0	1.9	0.1	1.5	2.1	-0.6	2.8	3.4	-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 2023

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	48	46	2	4	1	3	2	3	-1	5	5	0	8	4	4	5	8	-3	23	25	-2
102.9 TRIPLE M	186	161	25	25	17	8	14	15	-1	47	42	5	48	43	5	31	31	0	21	14	7
105.3 NEWFM	120	129	-9	22	23	-1	16	15	1	30	28	2	30	36	-6	14	19	-5	7	8	-1
HIT 106.9	164	162	2	27	33	-6	27	21	6	63	53	10	30	38	-8	13	13	0	4	3	1
ABC NEWCST	62	77	-15	3	6	-3	2	5	-3	7	10	-3	7	16	-9	14	11	3	30	30	0
2RN	21	19	2	1	3	-2	2	1	1	4	2	2	4	3	1	3	3	0	7	6	1
ABC NEWSRADIO	17	20	-3	2	2	0	3	1	2	3	1	2	1	5	-4	1	2	-1	8	9	-1
2JJJ	110	114	-4	12	13	-1	20	21	-1	49	50	-1	21	17	4	6	12	-6	2	2	0
ABC CLASSIC	29	23	6	*	3	*	4	*	*	6	1	5	5	4	1	3	3	0	12	12	0
Total	515	505	10	56	56	0	51	49	2	117	111	6	107	106	1	72	73	-1	113	109	4

Cumulative Audience (000's) by Session, P10+ [Potential: 543]

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	41	3	25	23	2	24	25	-1	24	19	5	12	14	-2	10	10	0	27	29	-2						
102.9 TRIPLE M	165	147	18	108	95	13	76	70	6	96	87	9	81	69	12	37	25	12	121	92	29						
105.3 NEWFM	104	108	-4	56	56	0	42	50	-8	63	64	-1	46	49	-3	14	23	-9	65	74	-9						
HIT 106.9	155	152	3	92	95	-3	58	74	-16	92	88	4	83	81	2	33	29	4	108	99	9						
ABC NEWCST	55	67	-12	40	47	-7	24	27	-3	23	30	-7	21	31	-10	11	18	-7	41	51	-10						
2RN	18	16	2	9	11	-2	7	8	-1	9	7	2	8	5	3	1	4	-3	12	11	1						
ABC NEWSRADIO	12	17	-5	7	10	-3	3	7	-4	2	4	-2	5	6	-1	3	6	-3	10	13	-3						
2JJJ	98	102	-4	64	64	0	38	53	-15	46	61	-15	55	49	6	18	19	-1	69	68	1						
ABC CLASSIC	24	19	5	11	10	1	13	9	4	12	9	3	10	10	0	4	6	-2	19	16	3						
Total	501	489	12	398	382	16	299	325	-26	337	346	-9	311	306	5	135	133	2	407	396	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 1 2023

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	4	0	*	*	*	*	*	*	*	*	*	1	*	*	*	1	*	3	3	0
102.9 TRIPLE M	12	9	3	1	1	0	1	1	0	2	2	0	4	3	1	2	2	0	2	1	1
105.3 NEWFM	5	5	0	1	1	0	1	*	*	1	1	0	1	2	-1	1	1	0	*	*	*
HIT 106.9	8	7	1	1	1	0	1	1	0	4	2	2	2	2	0	1	1	0	*	*	*
ABC NEWCST	4	4	0	*	*	*	*	*	*	*	*	*	*	1	*	1	1	0	3	3	0
2RN	1	1	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	*
ABC NEWSRADIO	*	1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	*
2JJJ	5	7	-2	*	1	*	1	1	0	2	3	-1	2	1	1	*	1	*	*	*	*
ABC CLASSIC	1	1	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0
Total	53	55	-2	4	4	0	3	4	-1	10	9	1	11	10	1	9	9	0	16	18	-2

Average Audience (000's) by Session, P10+ [Potential: 543]

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	5	-1	6	7	-1	7	10	-3	5	5	0	2	3	-1	2	2	0	3	4	-1
102.9 TRIPLE M	13	11	2	18	17	1	16	15	1	19	15	4	12	8	4	3	1	2	9	6	3
105.3 NEWFM	5	5	0	7	6	1	6	7	-1	9	7	2	6	6	0	1	1	0	3	4	-1
HIT 106.9	9	8	1	15	10	5	11	10	1	12	11	1	10	9	1	1	1	0	6	5	1
ABC NEWCST	4	5	-1	9	9	0	5	5	0	3	4	-1	3	4	-1	1	3	-2	4	4	0
2RN	1	1	0	1	3	-2	1	1	0	1	1	0	1	1	0	*	1	*	*	1	*
ABC NEWSRADIO	*	1	*	1	2	-1	*	1	*	*	*	*	*	*	*	*	1	*	*	1	*
2JJJ	6	8	-2	9	10	-1	8	13	-5	7	11	-4	6	7	-1	1	1	0	4	5	-1
ABC CLASSIC	1	1	0	2	2	0	2	2	0	2	1	1	1	1	0	*	*	*	1	2	-1
Total	57	59	-2	86	85	1	81	90	-9	74	75	-1	52	52	0	11	13	-2	44	44	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.