



NEWCASTLE RADIO - SURVEY 2 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	8.1	0.0	0.9	1.5	-0.6	1.4	4.0	-2.6	0.6	0.6	0.0	4.1	4.5	-0.4	5.7	8.6	-2.9	20.1	17.4	2.7
102.9 TRIPLE M	17.2	17.1	0.1	14.1	19.6	-5.5	12.3	8.1	4.2	18.6	24.7	-6.1	32.4	27.6	4.8	19.6	16.9	2.7	5.6	6.8	-1.2
105.3 NEWFM	9.0	7.1	1.9	24.1	17.2	6.9	16.2	14.0	2.2	9.2	7.5	1.7	12.0	9.8	2.2	8.4	5.1	3.3	1.4	1.9	-0.5
HIT 106.9	12.8	13.9	-1.1	38.7	40.2	-1.5	21.7	29.0	-7.3	23.5	26.0	-2.5	14.4	12.8	1.6	4.9	8.3	-3.4	0.7	0.6	0.1
ABC NEWCST	9.2	9.2	0.0	5.0	5.7	-0.7	2.5	1.3	1.2	4.4	5.4	-1.0	7.2	7.6	-0.4	10.5	8.9	1.6	15.2	15.8	-0.6
2RN	2.2	3.4	-1.2	1.1	0.7	0.4	0.4	0.3	0.1	0.9	0.9	0.0	1.2	5.7	-4.5	2.5	2.7	-0.2	4.3	5.0	-0.7
ABC NEWSRADIO	1.1	1.1	0.0	1.5	1.6	-0.1	*	0.5	*	0.8	1.1	-0.3	1.1	1.7	-0.6	1.1	0.5	0.6	1.4	1.1	0.3
2JJJ	12.8	11.7	1.1	8.7	9.6	-0.9	41.2	39.6	1.6	35.4	26.2	9.2	8.4	10.9	-2.5	8.1	5.6	2.5	0.5	1.2	-0.7
ABC CLASSIC	2.5	3.7	-1.2	0.7	1.0	-0.3	1.2	1.3	-0.1	0.2	1.1	-0.9	1.2	1.5	-0.3	1.6	2.8	-1.2	6.3	8.7	-2.4

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	8.0	8.2	-0.2	8.5	7.8	0.7	11.1	11.5	-0.4	5.8	6.6	-0.8	4.3	4.6	-0.3	12.0	12.7	-0.7	8.2	7.6	0.6	8.2	7.6	0.6	8.2	7.6	0.6
102.9 TRIPLE M	18.0	18.5	-0.5	20.6	19.5	1.1	17.1	18.6	-1.5	18.3	18.9	-0.6	15.9	17.7	-1.8	13.4	13.5	-0.1	14.5	12.7	1.8	13.4	13.5	-0.1	14.5	12.7	1.8
105.3 NEWFM	8.7	6.7	2.0	7.0	5.7	1.3	8.8	6.7	2.1	10.4	7.8	2.6	10.2	8.5	1.7	5.3	3.6	1.7	9.9	8.4	1.5	5.3	3.6	1.7	9.9	8.4	1.5
HIT 106.9	13.1	14.1	-1.0	12.4	13.4	-1.0	11.0	12.9	-1.9	13.9	15.6	-1.7	16.9	16.3	0.6	12.3	11.4	0.9	11.6	12.9	-1.3	12.3	11.4	0.9	11.6	12.9	-1.3
ABC NEWCST	8.9	8.9	0.0	11.1	11.4	-0.3	6.9	6.8	0.1	7.0	7.3	-0.3	8.0	7.9	0.1	17.9	14.5	3.4	10.0	10.2	-0.2	17.9	14.5	3.4	10.0	10.2	-0.2
2RN	2.2	3.2	-1.0	3.7	5.2	-1.5	1.0	1.3	-0.3	1.4	1.9	-0.5	1.6	3.4	-1.8	5.3	6.9	-1.6	2.1	3.9	-1.8	5.3	6.9	-1.6	2.1	3.9	-1.8
ABC NEWSRADIO	1.0	1.0	0.0	1.6	1.6	0.0	0.7	0.7	0.0	0.3	0.6	-0.3	0.5	0.6	-0.1	3.5	2.2	1.3	1.4	1.5	-0.1	3.5	2.2	1.3	1.4	1.5	-0.1
2JJJ	13.2	11.9	1.3	11.6	9.4	2.2	11.9	11.1	0.8	14.2	13.6	0.6	17.5	15.3	2.2	11.7	12.3	-0.6	11.6	11.1	0.5	11.7	12.3	-0.6	11.6	11.1	0.5
ABC CLASSIC	2.3	3.5	-1.2	2.4	3.1	-0.7	2.9	4.0	-1.1	1.5	2.4	-0.9	2.8	5.1	-2.3	2.8	4.3	-1.5	3.2	4.3	-1.1	2.8	4.3	-1.5	3.2	4.3	-1.1

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 2 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	50	-4	3	4	-1	2	4	-2	4	3	1	5	7	-2	8	9	-1	25	24	1
102.9 TRIPLE M	162	155	7	17	16	1	16	15	1	34	34	0	46	44	2	32	28	4	17	18	-1
105.3 NEWFM	124	116	8	26	25	1	15	16	-1	28	22	6	29	28	1	17	14	3	10	10	0
HIT 106.9	154	165	-11	34	31	3	25	30	-5	51	53	-2	31	32	-1	9	15	-6	4	5	-1
ABC NEWCST	81	90	-9	6	8	-2	3	5	-2	13	14	-1	17	15	2	13	17	-4	28	30	-2
2RN	25	33	-8	3	3	0	1	2	-1	3	4	-1	4	8	-4	5	7	-2	8	9	-1
ABC NEWSRADIO	17	26	-9	3	3	0	*	3	*	2	5	-3	4	6	-2	2	3	-1	6	6	0
2JJJ	131	133	-2	14	15	-1	27	31	-4	53	50	3	22	27	-5	13	7	6	2	3	-1
ABC CLASSIC	25	30	-5	2	2	0	1	1	0	2	4	-2	4	5	-1	3	4	-1	12	13	-1
Total	505	505	0	56	54	2	49	49	0	113	113	0	106	107	-1	74	73	1	108	109	-1

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	38	44	-6	23	25	-2	24	28	-4	19	24	-5	12	14	-2	9	10	-1	31	32	-1							
102.9 TRIPLE M	146	141	5	101	98	3	71	71	0	81	75	6	66	66	0	26	29	-3	96	87	9							
105.3 NEWFM	104	95	9	59	52	7	50	42	8	59	46	13	43	40	3	17	15	2	76	66	10							
HIT 106.9	145	152	-7	95	96	-1	69	70	-1	87	93	-6	81	82	-1	23	28	-5	93	104	-11							
ABC NEWCST	67	77	-10	47	54	-7	33	35	-2	32	39	-7	29	29	0	17	20	-3	57	54	3							
2RN	21	27	-6	12	16	-4	10	12	-2	8	13	-5	7	11	-4	5	8	-3	13	21	-8							
ABC NEWSRADIO	13	21	-8	7	12	-5	6	6	0	3	6	-3	4	6	-2	4	4	0	12	16	-4							
2JJJ	115	118	-3	77	69	8	54	53	1	64	66	-2	65	67	-2	29	30	-1	86	87	-1							
ABC CLASSIC	22	27	-5	13	16	-3	11	15	-4	10	15	-5	9	12	-3	6	6	0	16	19	-3							
Total	484	483	1	391	383	8	324	320	4	344	343	1	308	300	8	135	145	-10	411	411	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.



NEWCASTLE RADIO - SURVEY 2 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	5	0	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	3	3	0
102.9 TRIPLE M	10	10	0	1	1	0	*	*	*	2	2	0	4	3	1	2	2	0	1	1	0
105.3 NEWFM	5	4	1	1	1	0	1	1	0	1	1	0	1	1	0	1	1	0	*	*	*
HIT 106.9	7	8	-1	2	2	0	1	1	0	2	2	0	2	2	0	*	1	*	*	*	*
ABC NEWCST	5	5	0	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	3	3	0
2RN	1	2	-1	*	*	*	*	*	*	*	*	*	*	1	*	*	*	*	1	1	0
ABC NEWSRADIO	1	1	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
2JJJ	7	7	0	*	*	*	1	2	-1	4	2	2	1	1	0	1	1	0	*	*	*
ABC CLASSIC	1	2	-1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0
Total	56	56	0	4	4	0	3	4	-1	10	9	1	12	12	0	9	10	-1	17	16	1

Average 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	5	5	0	8	7	1	10	10	0	4	5	-1	2	2	0	2	2	0	4	4	0	4	4	0	4	4	0
102.9 TRIPLE M	11	11	0	19	18	1	15	16	-1	14	14	0	8	9	-1	2	2	0	7	6	1	7	6	1	7	6	1
105.3 NEWFM	5	4	1	6	5	1	8	6	2	8	6	2	5	4	1	1	1	0	5	4	1	5	4	1	5	4	1
HIT 106.9	8	8	0	11	12	-1	10	11	-1	11	12	-1	9	9	0	2	2	0	5	6	-1	5	6	-1	5	6	-1
ABC NEWCST	5	5	0	10	10	0	6	6	0	5	5	0	4	4	0	2	2	0	5	5	0	5	5	0	5	5	0
2RN	1	2	-1	3	5	-2	1	1	0	1	1	0	1	2	-1	1	1	0	1	2	-1	1	2	-1	1	2	-1
ABC NEWSRADIO	1	1	0	1	1	0	1	1	0	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	1	1	0
2JJJ	8	7	1	11	9	2	11	10	1	11	10	1	9	8	1	2	2	0	5	5	0	5	5	0	5	5	0
ABC CLASSIC	1	2	-1	2	3	-1	3	4	-1	1	2	-1	1	3	-2	*	1	*	1	2	-1	1	2	-1	1	2	-1
Total	60	60	0	91	92	-1	90	88	2	76	74	2	52	53	-1	13	14	-1	47	46	1	47	46	1	47	46	1

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.