



NEWCASTLE RADIO - SURVEY 3 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	6.7	6.2	0.5	1.9	3.7	-1.8	0.1	0.1	0.0	0.8	1.3	-0.5	6.1	6.8	-0.7	5.1	5.1	0.0	14.8	12.5	2.3
102.9 Triple M	18.5	17.5	1.0	18.1	19.2	-1.1	7.3	12.3	-5.0	10.3	14.9	-4.6	35.0	28.6	6.4	28.0	27.7	0.3	8.0	6.0	2.0
105.3 NEWFM	8.9	8.1	0.8	17.0	14.6	2.4	26.0	22.4	3.6	12.9	11.9	1.0	8.9	7.6	1.3	5.9	5.6	0.3	2.3	1.5	0.8
Hit106.9	11.8	12.7	-0.9	34.2	30.0	4.2	18.6	22.2	-3.6	29.2	28.3	0.9	9.3	11.9	-2.6	2.7	3.2	-0.5	0.8	0.5	0.3
ABC NEWCST	11.9	9.8	2.1	5.0	4.4	0.6	2.2	1.9	0.3	5.8	1.8	4.0	10.4	10.2	0.2	8.2	9.7	-1.5	23.2	18.9	4.3
2RN	2.3	2.8	-0.5	1.1	0.6	0.5	0.1	0.1	0.0	0.2	1.0	-0.8	1.5	2.0	-0.5	3.1	3.4	-0.3	4.5	5.8	-1.3
ABC NEWS	1.5	1.5	0.0	1.1	0.3	0.8	0.4	*	*	0.7	0.6	0.1	0.7	1.1	-0.4	0.7	2.2	-1.5	3.7	2.8	0.9
2JJJ	11.8	12.5	-0.7	10.7	19.1	-8.4	39.9	32.8	7.1	28.0	26.6	1.4	8.3	7.2	1.1	6.0	9.5	-3.5	0.5	0.6	-0.1
ABC CLASSIC	4.1	4.8	-0.7	3.3	1.2	2.1	0.6	0.7	-0.1	1.5	1.9	-0.4	3.3	5.0	-1.7	2.4	1.3	1.1	8.5	10.8	-2.3

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	6.8	6.4	0.4	6.2	5.4	0.8	8.6	8.6	0.0	5.4	4.6	0.8	4.9	6.0	-1.1	12.7	10.2	2.5	6.4	5.8	0.6						
102.9 Triple M	19.6	18.6	1.0	20.8	18.5	2.3	19.7	18.9	0.8	20.6	20.2	0.4	18.1	17.1	1.0	12.8	14.7	-1.9	14.7	13.8	0.9						
105.3 NEWFM	9.3	8.3	1.0	6.9	6.4	0.5	10.0	8.5	1.5	11.7	10.4	1.3	9.1	7.7	1.4	7.8	8.5	-0.7	7.7	7.4	0.3						
Hit106.9	11.6	12.7	-1.1	9.9	11.5	-1.6	10.7	11.0	-0.3	11.9	13.7	-1.8	15.8	16.9	-1.1	12.1	9.4	2.7	12.3	13.0	-0.7						
ABC NEWCST	11.5	9.5	2.0	15.5	13.8	1.7	8.9	7.1	1.8	7.4	6.6	0.8	10.7	8.2	2.5	22.2	13.2	9.0	13.2	10.9	2.3						
2RN	2.1	2.6	-0.5	2.9	3.6	-0.7	1.6	1.7	-0.1	1.5	1.9	-0.4	2.7	3.3	-0.6	1.1	2.5	-1.4	3.0	3.6	-0.6						
ABC NEWS	1.5	1.5	0.0	1.6	1.8	-0.2	1.2	1.3	-0.1	0.9	1.0	-0.1	1.5	1.3	0.2	4.3	3.4	0.9	1.8	1.4	0.4						
2JJJ	12.5	13.2	-0.7	12.9	12.6	0.3	10.5	11.7	-1.2	13.6	13.5	0.1	14.5	15.4	-0.9	9.0	14.7	-5.7	9.5	10.1	-0.6						
ABC CLASSIC	3.8	4.5	-0.7	3.4	4.6	-1.2	4.5	5.2	-0.7	3.8	4.5	-0.7	3.8	4.0	-0.2	3.3	3.3	0.0	5.2	5.8	-0.6						

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.



NEWCASTLE RADIO - SURVEY 3 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	48	52	-4	3	6	-3	1	2	-1	4	5	-1	10	10	0	7	10	-3	23	20	3
102.9 Triple M	152	159	-7	19	17	2	11	14	-3	26	32	-6	46	46	0	33	35	-2	17	15	2
105.3 NEWFM	111	112	-1	17	17	0	16	15	1	31	33	-2	25	25	0	13	14	-1	7	8	-1
Hit106.9	136	138	-2	28	27	1	19	24	-5	49	52	-3	28	27	1	7	5	2	4	4	0
ABC NEWCAST	81	89	-8	4	4	0	3	3	0	9	10	-1	19	24	-5	13	15	-2	32	34	-2
2RN	26	28	-2	2	2	0	1	*	*	2	5	-3	5	5	0	5	5	0	11	12	-1
ABC NEWS	25	23	2	3	2	1	2	*	*	4	3	1	4	5	-1	4	3	1	8	11	-3
2JJJ	108	110	-2	9	9	0	23	24	-1	44	44	0	22	22	0	7	8	-1	3	3	0
ABC CLASSIC	32	35	-3	5	3	2	1	2	-1	6	7	-1	6	5	1	3	3	0	11	16	-5
Total	485	486	-1	51	50	1	48	49	-1	108	108	0	106	107	-1	71	71	0	102	101	1

Cumulative 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	45	47	-2	26	25	1	29	28	1	20	20	0	16	21	-5	16	14	2	29	28	1
102.9 Triple M	138	146	-8	92	94	-2	72	75	-3	77	85	-8	72	82	-10	22	32	-10	87	94	-7
105.3 NEWFM	99	94	5	48	48	0	48	38	10	58	56	2	46	45	1	21	23	-2	60	59	1
Hit106.9	125	124	1	77	79	-2	60	52	8	75	74	1	76	82	-6	36	32	4	87	88	-1
ABC NEWCAST	73	79	-6	52	55	-3	36	35	1	37	37	0	32	34	-2	26	20	6	58	62	-4
2RN	22	26	-4	14	15	-1	11	12	-1	10	12	-2	9	12	-3	5	7	-2	16	17	-1
ABC NEWS	23	22	1	12	11	1	11	9	2	9	9	0	8	8	0	5	5	0	13	12	1
2JJJ	101	101	0	71	74	-3	44	46	-2	59	64	-5	60	60	0	20	24	-4	73	71	2
ABC CLASSIC	30	33	-3	16	18	-2	17	19	-2	16	21	-5	15	17	-2	8	7	1	20	22	-2
Total	475	468	7	375	379	-4	315	307	8	335	347	-12	320	330	-10	154	162	-8	392	393	-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.



NEWCASTLE RADIO - SURVEY 3 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	4	4	0	*	*	*	*	*	*	*	*	*	1	1	0	1	*	*	2	2	0
102.9 Triple M	11	10	1	1	1	0	*	1	*	1	2	-1	5	4	1	3	3	0	1	1	0
105.3 NEWFM	5	5	0	1	1	0	1	1	0	1	1	0	1	1	0	1	1	0	*	*	*
Hit106.9	7	8	-1	1	1	0	1	1	0	3	3	0	1	2	-1	*	*	*	*	*	*
ABC NEWCST	7	6	1	*	*	*	*	*	*	1	*	*	1	1	0	1	1	0	4	3	1
2RN	1	2	-1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0
ABC NEWS	1	1	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	*	*
2JJJ	7	7	0	*	1	*	2	2	0	3	3	0	1	1	0	1	1	0	*	*	*
ABC CLASSIC	2	3	-1	*	*	*	*	*	*	*	*	*	*	1	*	*	*	*	1	2	-1
Total	58	59	-1	3	4	-1	4	5	-1	11	12	-1	13	13	0	10	9	1	16	16	0

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	4	4	0	6	5	1	8	8	0	4	4	0	3	4	-1	2	2	0	3	3	0
102.9 Triple M	12	12	0	20	18	2	18	18	0	16	16	0	11	10	1	2	2	0	7	6	1
105.3 NEWFM	6	5	1	7	6	1	9	8	1	9	8	1	5	5	0	1	1	0	3	3	0
Hit106.9	7	8	-1	10	11	-1	10	10	0	9	11	-2	9	10	-1	2	1	1	6	6	0
ABC NEWCST	7	6	1	15	14	1	8	7	1	6	5	1	6	5	1	3	2	1	6	5	1
2RN	1	2	-1	3	4	-1	2	2	0	1	2	-1	2	2	0	*	*	*	1	2	-1
ABC NEWS	1	1	0	2	2	0	1	1	0	1	1	0	1	1	0	1	1	0	1	1	0
2JJJ	8	8	0	13	12	1	10	11	-1	10	10	0	9	9	0	1	2	-1	4	5	-1
ABC CLASSIC	2	3	-1	3	5	-2	4	5	-1	3	3	0	2	2	0	*	1	*	2	3	-1
Total	63	64	-1	98	98	0	93	93	0	76	78	-2	59	60	-1	15	15	0	45	46	-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.