



NEWCASTLE RADIO - SURVEY 2 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	6.2	8.0	-1.8	3.7	4.3	-0.6	0.1	*	*	1.3	2.0	-0.7	6.8	4.2	2.6	5.1	7.1	-2.0	12.5	18.4	-5.9
102.9 Triple M	17.5	16.8	0.7	19.2	26.0	-6.8	12.3	11.2	1.1	14.9	15.1	-0.2	28.6	26.2	2.4	27.7	25.0	2.7	6.0	6.0	0.0
105.3 NEWFM	8.1	7.5	0.6	14.6	12.0	2.6	22.4	12.7	9.7	11.9	11.6	0.3	7.6	9.1	-1.5	5.6	7.1	-1.5	1.5	1.5	0.0
Hit106.9	12.7	12.5	0.2	30.0	26.2	3.8	22.2	28.4	-6.2	28.3	25.1	3.2	11.9	14.9	-3.0	3.2	1.9	1.3	0.5	0.7	-0.2
ABC NEWCST	9.8	9.6	0.2	4.4	2.9	1.5	1.9	1.5	0.4	1.8	1.7	0.1	10.2	10.2	0.0	9.7	9.4	0.3	18.9	18.2	0.7
2RN	2.8	3.3	-0.5	0.6	1.1	-0.5	0.1	*	*	1.0	1.1	-0.1	2.0	2.4	-0.4	3.4	3.2	0.2	5.8	6.7	-0.9
ABC NEWS	1.5	1.3	0.2	0.3	1.6	-1.3	*	0.7	*	0.6	0.3	0.3	1.1	1.5	-0.4	2.2	2.6	-0.4	2.8	1.2	1.6
2JJJ	12.5	11.5	1.0	19.1	17.7	1.4	32.8	36.6	-3.8	26.6	28.5	-1.9	7.2	6.1	1.1	9.5	4.2	5.3	0.6	0.4	0.2
ABC CLASSIC	4.8	3.8	1.0	1.2	1.8	-0.6	0.7	0.3	0.4	1.9	3.7	-1.8	5.0	3.9	1.1	1.3	0.7	0.6	10.8	6.7	4.1

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	6.4	8.4	-2.0	5.4	8.4	-3.0	8.6	11.9	-3.3	4.6	5.3	-0.7	6.0	5.1	0.9	10.2	14.8	-4.6	5.8	6.9	-1.1
102.9 Triple M	18.6	17.7	0.9	18.5	18.3	0.2	18.9	17.5	1.4	20.2	19.8	0.4	17.1	16.7	0.4	14.7	10.6	4.1	13.8	13.9	-0.1
105.3 NEWFM	8.3	7.5	0.8	6.4	4.8	1.6	8.5	6.9	1.6	10.4	10.2	0.2	7.7	8.3	-0.6	8.5	9.1	-0.6	7.4	7.6	-0.2
Hit106.9	12.7	12.5	0.2	11.5	10.8	0.7	11.0	10.8	0.2	13.7	14.4	-0.7	16.9	15.9	1.0	9.4	10.8	-1.4	13.0	12.4	0.6
ABC NEWCST	9.5	9.3	0.2	13.8	14.4	-0.6	7.1	6.5	0.6	6.6	6.2	0.4	8.2	8.3	-0.1	13.2	11.1	2.1	10.9	10.6	0.3
2RN	2.6	3.3	-0.7	3.6	5.3	-1.7	1.7	2.2	-0.5	1.9	2.0	-0.1	3.3	3.5	-0.2	2.5	3.4	-0.9	3.6	3.1	0.5
ABC NEWS	1.5	1.3	0.2	1.8	1.3	0.5	1.3	1.1	0.2	1.0	1.0	0.0	1.3	1.3	0.0	3.4	2.5	0.9	1.4	1.4	0.0
2JJJ	13.2	12.1	1.1	12.6	10.4	2.2	11.7	11.7	0.0	13.5	13.3	0.2	15.4	14.1	1.3	14.7	12.4	2.3	10.1	9.3	0.8
ABC CLASSIC	4.5	3.6	0.9	4.6	3.2	1.4	5.2	3.9	1.3	4.5	3.7	0.8	4.0	4.1	-0.1	3.3	3.0	0.3	5.8	4.5	1.3

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.



NEWCASTLE RADIO - SURVEY 2 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	52	57	-5	6	6	0	2	1	1	5	6	-1	10	9	1	10	12	-2	20	24	-4
102.9 Triple M	159	158	1	17	16	1	14	16	-2	32	32	0	46	48	-2	35	32	3	15	15	0
105.3 NEWFM	112	104	8	17	14	3	15	14	1	33	29	4	25	27	-2	14	12	2	8	7	1
Hit106.9	138	142	-4	27	27	0	24	27	-3	52	49	3	27	30	-3	5	5	0	4	4	0
ABC NEWCAST	89	87	2	4	3	1	3	2	1	10	6	4	24	25	-1	15	16	-1	34	35	-1
2RN	28	32	-4	2	2	0	*	1	*	5	5	0	5	8	-3	5	5	0	12	12	0
ABC NEWS	23	27	-4	2	4	-2	*	1	*	3	3	0	5	7	-2	3	5	-2	11	8	3
2JJJ	110	112	-2	9	13	-4	24	24	0	44	48	-4	22	19	3	8	6	2	3	3	0
ABC CLASSIC	35	28	7	3	3	0	2	1	1	7	5	2	5	5	0	3	2	1	16	11	5
Total	486	485	1	50	51	-1	49	49	0	108	106	2	107	108	-1	71	71	0	101	101	0

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	47	52	-5	25	35	-10	28	29	-1	20	24	-4	21	23	-2	14	18	-4	28	31	-3
102.9 Triple M	146	145	1	94	96	-2	75	71	4	85	86	-1	82	85	-3	32	38	-6	94	97	-3
105.3 NEWFM	94	90	4	48	43	5	38	34	4	56	56	0	45	50	-5	23	24	-1	59	60	-1
Hit106.9	124	129	-5	79	79	0	52	56	-4	74	83	-9	82	81	1	32	36	-4	88	95	-7
ABC NEWCAST	79	76	3	55	54	1	35	31	4	37	34	3	34	37	-3	20	20	0	62	62	0
2RN	26	30	-4	15	20	-5	12	12	0	12	12	0	12	15	-3	7	10	-3	17	18	-1
ABC NEWS	22	25	-3	11	12	-1	9	7	2	9	9	0	8	10	-2	5	6	-1	12	16	-4
2JJJ	101	103	-2	74	69	5	46	50	-4	64	66	-2	60	60	0	24	25	-1	71	71	0
ABC CLASSIC	33	26	7	18	17	1	19	13	6	21	17	4	17	14	3	7	6	1	22	18	4
Total	468	470	-2	379	382	-3	307	301	6	347	348	-1	330	329	1	162	170	-8	393	400	-7

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 2 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	5	-1	*	*	*	*	*	*	*	*	*	1	1	0	*	1	*	2	3	-1
102.9 Triple M	10	10	0	1	1	0	1	*	*	2	2	0	4	3	1	3	2	1	1	1	0
105.3 NEWFM	5	4	1	1	*	*	1	1	0	1	1	0	1	1	0	1	1	0	*	*	*
Hit106.9	8	7	1	1	1	0	1	1	0	3	3	0	2	2	0	*	*	*	*	*	*
ABC NEWCST	6	6	0	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	3	3	0
2RN	2	2	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0
ABC NEWS	1	1	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
2JJJ	7	7	0	1	1	0	2	2	0	3	3	0	1	1	0	1	*	*	*	*	*
ABC CLASSIC	3	2	1	*	*	*	*	*	*	*	*	*	1	1	0	*	*	*	2	1	1
Total	59	59	0	4	4	0	5	4	1	12	11	1	13	13	0	9	9	0	16	17	-1

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	5	-1	5	8	-3	8	11	-3	4	4	0	4	3	1	2	3	-1	3	3	0
102.9 Triple M	12	11	1	18	18	0	18	16	2	16	15	1	10	10	0	2	2	0	6	7	-1
105.3 NEWFM	5	5	0	6	5	1	8	6	2	8	8	0	5	5	0	1	2	-1	3	4	-1
Hit106.9	8	8	0	11	11	0	10	10	0	11	11	0	10	10	0	1	2	-1	6	6	0
ABC NEWCST	6	6	0	14	14	0	7	6	1	5	5	0	5	5	0	2	2	0	5	5	0
2RN	2	2	0	4	5	-1	2	2	0	2	1	1	2	2	0	*	1	*	2	1	1
ABC NEWS	1	1	0	2	1	1	1	1	0	1	1	0	1	1	0	1	*	*	1	1	0
2JJJ	8	8	0	12	10	2	11	10	1	10	10	0	9	8	1	2	2	0	5	4	1
ABC CLASSIC	3	2	1	5	3	2	5	3	2	3	3	0	2	2	0	1	1	0	3	2	1
Total	64	63	1	98	98	0	93	89	4	78	74	4	60	60	0	15	17	-2	46	48	-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.