



NEWCASTLE RADIO - SURVEY 1 2020

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	7.8	6.7	1.1	5.4	1.9	3.5	0.5	0.1	0.4	1.4	0.8	0.6	4.6	6.1	-1.5	3.5	5.1	-1.6	20.0	14.8	5.2
102.9 Triple M	17.7	18.5	-0.8	15.6	18.1	-2.5	23.3	7.3	16.0	18.1	10.3	7.8	26.8	35.0	-8.2	20.2	28.0	-7.8	7.3	8.0	-0.7
105.3 NEWFM	10.6	8.9	1.7	19.4	17.0	2.4	12.8	26.0	-13.2	11.9	12.9	-1.0	15.8	8.9	6.9	10.2	5.9	4.3	2.6	2.3	0.3
Hit106.9	12.5	11.8	0.7	24.9	34.2	-9.3	19.0	18.6	0.4	31.0	29.2	1.8	12.9	9.3	3.6	3.2	2.7	0.5	0.5	0.8	-0.3
ABC NEWCST	8.9	11.9	-3.0	4.0	5.0	-1.0	0.4	2.2	-1.8	2.2	5.8	-3.6	6.2	10.4	-4.2	11.4	8.2	3.2	17.4	23.2	-5.8
2RN	2.2	2.3	-0.1	0.3	1.1	-0.8	0.8	0.1	0.7	0.3	0.2	0.1	2.1	1.5	0.6	3.2	3.1	0.1	3.6	4.5	-0.9
ABC NEWS	0.9	1.5	-0.6	0.9	1.1	-0.2	0.2	0.4	-0.2	0.2	0.7	-0.5	1.4	0.7	0.7	0.6	0.7	-0.1	1.3	3.7	-2.4
2JJJ	11.4	11.8	-0.4	12.1	10.7	1.4	37.2	39.9	-2.7	22.3	28.0	-5.7	13.6	8.3	5.3	4.1	6.0	-1.9	0.6	0.5	0.1
ABC CLASSIC	2.7	4.1	-1.4	8.4	3.3	5.1	3.2	0.6	2.6	2.9	1.5	1.4	0.7	3.3	-2.6	1.4	2.4	-1.0	3.7	8.5	-4.8

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	6.8	1.6	8.1	6.2	1.9	12.2	8.6	3.6	5.0	5.4	-0.4	6.4	4.9	1.5	14.2	12.7	1.5	5.6	6.4	-0.8						
102.9 Triple M	17.9	19.6	-1.7	20.1	20.8	-0.7	16.4	19.7	-3.3	18.1	20.6	-2.5	16.2	18.1	-1.9	17.5	12.8	4.7	17.1	14.7	2.4						
105.3 NEWFM	10.8	9.3	1.5	7.9	6.9	1.0	11.5	10.0	1.5	12.5	11.7	0.8	11.3	9.1	2.2	12.7	7.8	4.9	9.7	7.7	2.0						
Hit106.9	12.8	11.6	1.2	10.5	9.9	0.6	12.1	10.7	1.4	14.7	11.9	2.8	15.7	15.8	-0.1	10.7	12.1	-1.4	11.5	12.3	-0.8						
ABC NEWCST	8.8	11.5	-2.7	12.6	15.5	-2.9	6.1	8.9	-2.8	6.4	7.4	-1.0	8.5	10.7	-2.2	13.5	22.2	-8.7	9.1	13.2	-4.1						
2RN	2.1	2.1	0.0	3.4	2.9	0.5	1.4	1.6	-0.2	1.4	1.5	-0.1	2.0	2.7	-0.7	2.3	1.1	1.2	2.4	3.0	-0.6						
ABC NEWS	0.8	1.5	-0.7	1.1	1.6	-0.5	0.7	1.2	-0.5	0.6	0.9	-0.3	0.7	1.5	-0.8	1.4	4.3	-2.9	1.1	1.8	-0.7						
2JJJ	11.4	12.5	-1.1	10.7	12.9	-2.2	10.5	10.5	0.0	12.5	13.6	-1.1	14.1	14.5	-0.4	6.9	9.0	-2.1	11.4	9.5	1.9						
ABC CLASSIC	2.4	3.8	-1.4	2.1	3.4	-1.3	2.2	4.5	-2.3	2.1	3.8	-1.7	3.1	3.8	-0.7	4.0	3.3	0.7	3.8	5.2	-1.4						

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 1 2020

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	48	4	2	3	-1	1	1	0	4	4	0	9	10	-1	6	7	-1	29	23	6
102.9 Triple M	153	152	1	13	19	-6	17	11	6	30	26	4	44	46	-2	30	33	-3	17	17	0
105.3 NEWFM	118	111	7	16	17	-1	12	16	-4	34	31	3	34	25	9	14	13	1	7	7	0
Hit106.9	144	136	8	27	28	-1	24	19	5	53	49	4	29	28	1	6	7	-1	4	4	0
ABC NEWCAST	92	81	11	8	4	4	3	3	0	5	9	-4	21	19	2	21	13	8	33	32	1
2RN	29	26	3	1	2	-1	3	1	2	1	2	-1	7	5	2	6	5	1	12	11	1
ABC NEWS	24	25	-1	3	3	0	1	2	-1	2	4	-2	11	4	7	2	4	-2	7	8	-1
2JJJ	114	108	6	13	9	4	27	23	4	39	44	-5	26	22	4	6	7	-1	3	3	0
ABC CLASSIC	28	32	-4	6	5	1	3	1	2	4	6	-2	5	6	-1	2	3	-1	8	11	-3
Total	491	485	6	50	51	-1	49	48	1	109	108	1	106	106	0	72	71	1	104	102	2

Cumulative Audience (000's) by Session, P10+ [Potential: 518]

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	49	45	4	27	26	1	34	29	5	21	20	1	20	16	4	12	16	-4	29	29	0
102.9 Triple M	140	138	2	89	92	-3	75	72	3	86	77	9	66	72	-6	31	22	9	97	87	10
105.3 NEWFM	110	99	11	56	48	8	59	48	11	65	58	7	54	46	8	21	21	0	61	60	1
Hit106.9	135	125	10	72	77	-5	66	60	6	79	75	4	75	76	-1	29	36	-7	93	87	6
ABC NEWCAST	82	73	9	58	52	6	36	36	0	39	37	2	38	32	6	22	26	-4	56	58	-2
2RN	26	22	4	16	14	2	10	11	-1	11	10	1	11	9	2	4	5	-1	18	16	2
ABC NEWS	22	23	-1	13	12	1	9	11	-2	8	9	-1	7	8	-1	6	5	1	16	13	3
2JJJ	103	101	2	62	71	-9	53	44	9	61	59	2	62	60	2	24	20	4	76	73	3
ABC CLASSIC	24	30	-6	14	16	-2	13	17	-4	11	16	-5	14	15	-1	8	8	0	22	20	2
Total	481	475	6	361	375	-14	331	315	16	349	335	14	324	320	4	157	154	3	402	392	10

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 1 2020

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	4	1	*	*	*	*	*	*	*	*	*	1	1	0	*	1	*	3	2	1
102.9 Triple M	11	11	0	1	1	0	1	*	*	2	1	1	4	5	-1	2	3	-1	1	1	0
105.3 NEWFM	6	5	1	1	1	0	*	1	*	1	1	0	2	1	1	1	1	0	*	*	*
Hit106.9	7	7	0	1	1	0	1	1	0	4	3	1	2	1	1	*	*	*	*	*	*
ABC NEWCST	5	7	-2	*	*	*	*	*	*	*	1	*	1	1	0	1	1	0	3	4	-1
2RN	1	1	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0
ABC NEWS	1	1	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	*
2JJJ	7	7	0	*	*	*	1	2	-1	3	3	0	2	1	1	*	1	*	*	*	*
ABC CLASSIC	2	2	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0
Total	60	58	2	4	3	1	4	4	0	12	11	1	14	13	1	10	10	0	16	16	0

Average Audience (000's) by Session, P10+ [Potential: 518]

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	4	1	8	6	2	12	8	4	4	4	0	4	3	1	2	2	0	3	3	0
102.9 Triple M	12	12	0	19	20	-1	16	18	-2	14	16	-2	10	11	-1	3	2	1	8	7	1
105.3 NEWFM	7	6	1	7	7	0	11	9	2	10	9	1	7	5	2	2	1	1	5	3	2
Hit106.9	8	7	1	10	10	0	12	10	2	12	9	3	9	9	0	2	2	0	6	6	0
ABC NEWCST	6	7	-1	12	15	-3	6	8	-2	5	6	-1	5	6	-1	2	3	-1	4	6	-2
2RN	1	1	0	3	3	0	1	2	-1	1	1	0	1	2	-1	*	*	*	1	1	0
ABC NEWS	1	1	0	1	2	-1	1	1	0	1	1	0	*	1	*	*	1	*	1	1	0
2JJJ	7	8	-1	10	13	-3	10	10	0	10	10	0	8	9	-1	1	1	0	6	4	2
ABC CLASSIC	2	2	0	2	3	-1	2	4	-2	2	3	-1	2	2	0	1	*	*	2	2	0
Total	65	63	2	94	98	-4	98	93	5	79	76	3	60	59	1	15	15	0	48	45	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.