



NEWCASTLE RADIO - SURVEY 3 2024

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	5.4	5.2	0.2	2.7	1.8	0.9	1.3	0.3	1.0	0.6	0.2	0.4	1.0	1.6	-0.6	3.2	3.7	-0.5	16.3	14.5	1.8
102.9 TRIPLE M	21.1	21.1	0.0	23.2	18.8	4.4	24.8	23.2	1.6	15.3	19.3	-4.0	35.1	30.2	4.9	22.7	30.3	-7.6	10.0	9.2	0.8
105.3 NEWFM	11.0	11.9	-0.9	12.6	14.5	-1.9	19.3	10.5	8.8	15.2	18.2	-3.0	11.2	16.2	-5.0	11.6	9.0	2.6	3.9	5.9	-2.0
HIT 106.9	18.5	15.2	3.3	36.4	46.0	-9.6	27.9	25.7	2.2	35.3	25.9	9.4	22.2	17.4	4.8	7.9	5.5	2.4	1.7	2.4	-0.7
ABC NEWCST	7.2	6.3	0.9	0.9	1.0	-0.1	1.1	0.9	0.2	2.1	2.3	-0.2	4.7	4.0	0.7	9.8	5.7	4.1	15.5	13.9	1.6
2RN	1.6	2.1	-0.5	1.2	1.6	-0.4	0.6	*	*	0.5	0.1	0.4	0.3	0.9	-0.6	1.2	1.1	0.1	4.3	5.8	-1.5
ABC NEWSRADIO	0.8	0.7	0.1	0.7	0.8	-0.1	*	0.1	*	0.2	0.3	-0.1	0.5	0.4	0.1	0.9	0.6	0.3	1.6	1.4	0.2
2JJJ	9.3	11.1	-1.8	8.4	7.2	1.2	18.2	25.4	-7.2	16.3	21.1	-4.8	13.2	18.3	-5.1	3.8	2.3	1.5	0.9	0.8	0.1
ABC CLASSIC	3.7	2.7	1.0	*	1.2	*	*	4.0	*	5.0	0.4	4.6	0.8	3.2	-2.4	1.4	0.9	0.5	8.9	4.9	4.0

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	5.6	5.2	0.4	6.8	5.8	1.0	7.7	6.3	1.4	3.4	3.6	-0.2	3.4	2.1	1.3	5.9	13.6	-7.7	4.9	5.0	-0.1
102.9 TRIPLE M	22.5	22.5	0.0	24.0	24.6	-0.6	21.4	21.4	0.0	22.2	23.0	-0.8	23.6	22.7	0.9	18.4	13.6	4.8	16.1	15.9	0.2
105.3 NEWFM	11.0	12.3	-1.3	7.6	8.7	-1.1	12.1	12.7	-0.6	13.4	15.7	-2.3	11.6	12.5	-0.9	10.4	11.5	-1.1	10.9	10.4	0.5
HIT 106.9	19.0	15.4	3.6	18.8	16.2	2.6	17.9	14.9	3.0	19.2	14.1	5.1	20.3	17.8	2.5	20.7	14.0	6.7	16.9	14.5	2.4
ABC NEWCST	6.5	5.7	0.8	8.0	6.5	1.5	5.3	5.2	0.1	5.2	4.1	1.1	6.1	6.2	-0.1	11.3	9.8	1.5	9.9	8.5	1.4
2RN	1.4	1.7	-0.3	1.5	2.3	-0.8	1.5	1.5	0.0	1.3	1.1	0.2	0.9	1.0	-0.1	2.0	3.7	-1.7	2.3	3.7	-1.4
ABC NEWSRADIO	0.7	0.7	0.0	1.3	1.2	0.1	0.6	0.5	0.1	0.3	0.2	0.1	0.5	0.4	0.1	1.5	1.7	-0.2	0.8	0.7	0.1
2JJJ	9.9	11.6	-1.7	8.4	10.3	-1.9	10.1	12.4	-2.3	11.2	11.8	-0.6	11.4	12.6	-1.2	7.1	10.1	-3.0	6.9	9.3	-2.4
ABC CLASSIC	3.4	2.7	0.7	3.6	2.3	1.3	2.9	2.2	0.7	3.6	2.3	1.3	3.0	3.0	0.0	4.2	7.4	-3.2	4.9	2.8	2.1

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 3 2024

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	45	39	6	4	4	0	2	1	1	3	3	0	5	3	2	4	4	0	27	24	3
102.9 TRIPLE M	187	179	8	21	13	8	17	16	1	35	39	-4	57	54	3	32	32	0	25	25	0
105.3 NEWFM	124	134	-10	15	19	-4	15	13	2	33	31	2	30	37	-7	17	17	0	13	16	-3
HIT 106.9	182	187	-5	35	38	-3	29	28	1	61	70	-9	37	34	3	13	10	3	7	7	0
ABC NEWCST	70	66	4	3	3	0	2	2	0	7	9	-2	13	13	0	15	9	6	32	31	1
2RN	17	19	-2	1	3	-2	1	*	*	1	2	-1	2	3	-1	3	2	1	9	9	0
ABC NEWSRADIO	17	16	1	2	2	0	*	*	*	2	3	-1	4	2	2	2	1	1	7	8	-1
2JJJ	102	109	-7	9	8	1	21	24	-3	36	40	-4	23	26	-3	8	5	3	5	6	-1
ABC CLASSIC	21	19	2	*	1	*	*	1	*	4	1	3	4	6	-2	1	1	0	12	9	3
Total	520	524	-4	58	58	0	50	51	-1	114	117	-3	109	108	1	73	73	0	117	117	0

Cumulative Audience (000's) by Session, P10+ [Potential: 553]

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	41	34	7	26	18	8	25	22	3	19	17	2	12	7	5	7	11	-4	26	26	0						
102.9 TRIPLE M	170	161	9	113	110	3	88	80	8	100	90	10	85	86	-1	29	26	3	106	97	9						
105.3 NEWFM	107	119	-12	63	67	-4	55	59	-4	65	72	-7	50	54	-4	19	21	-2	70	74	-4						
HIT 106.9	165	167	-2	109	112	-3	85	81	4	105	93	12	87	86	1	37	30	7	110	111	-1						
ABC NEWCST	61	59	2	40	38	2	29	30	-1	30	28	2	27	27	0	17	14	3	48	45	3						
2RN	15	15	0	9	11	-2	10	9	1	7	7	0	6	5	1	5	4	1	10	14	-4						
ABC NEWSRADIO	15	14	1	9	9	0	5	4	1	4	5	-1	3	4	-1	4	5	-1	9	8	1						
2JJJ	89	96	-7	54	58	-4	43	47	-4	59	56	3	50	53	-3	19	22	-3	54	59	-5						
ABC CLASSIC	20	19	1	11	9	2	9	10	-1	13	9	4	10	10	0	5	8	-3	15	13	2						
Total	494	500	-6	384	390	-6	317	309	8	347	340	7	302	314	-12	140	140	0	389	393	-4						

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 3 2024

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	3	3	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	2	2	0
102.9 TRIPLE M	12	11	1	1	1	0	1	1	0	2	2	0	5	3	2	2	3	-1	1	1	0
105.3 NEWFM	6	6	0	*	*	*	1	*	*	2	2	0	1	2	-1	1	1	0	1	1	0
HIT 106.9	10	8	2	1	1	0	2	1	1	4	3	1	3	2	1	1	1	0	*	*	*
ABC NEWCST	4	3	1	*	*	*	*	*	*	*	*	*	1	*	*	1	1	0	2	2	0
2RN	1	1	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0
ABC NEWSRADIO	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
2JJJ	5	6	-1	*	*	*	1	1	0	2	2	0	2	2	0	*	*	*	*	*	*
ABC CLASSIC	2	1	1	*	*	*	*	*	*	1	*	*	*	*	*	*	*	*	1	1	0
Total	55	53	2	4	3	1	5	4	1	10	10	0	13	11	2	8	9	-1	15	15	0

Average Audience (000's) by Session, P10+ [Potential: 553]

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	3	3	0	6	5	1	7	5	2	3	3	0	2	1	1	1	2	-1	2	2	0						
102.9 TRIPLE M	14	13	1	22	21	1	20	19	1	17	17	0	12	12	0	2	2	0	7	6	1						
105.3 NEWFM	7	7	0	7	7	0	11	11	0	10	12	-2	6	7	-1	1	1	0	4	4	0						
HIT 106.9	12	9	3	17	14	3	17	13	4	15	11	4	10	9	1	3	2	1	7	6	1						
ABC NEWCST	4	3	1	7	6	1	5	5	0	4	3	1	3	3	0	2	1	1	4	3	1						
2RN	1	1	0	1	2	-1	1	1	0	1	1	0	*	1	*	*	*	*	1	1	0						
ABC NEWSRADIO	*	*	*	1	1	0	1	*	*	*	*	*	*	*	*	*	*	*	*	*	*						
2JJJ	6	7	-1	8	9	-1	9	11	-2	9	9	0	6	7	-1	1	1	0	3	4	-1						
ABC CLASSIC	2	2	0	3	2	1	3	2	1	3	2	1	2	2	0	1	1	0	2	1	1						
Total	61	58	3	90	85	5	93	88	5	77	75	2	50	52	-2	13	12	1	41	39	2						

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.