

## NEWCASTLE RADIO - SURVEY 1 2025

### 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            | 5.6        | 5.4  | 0.2  | 0.7          | 2.7  | -2.0 | 1.2          | 1.3  | -0.1 | 0.6          | 0.6  | 0.0  | 1.6          | 1.0  | 0.6  | 5.9          | 3.2  | 2.7  | 13.7       | 16.3 | -2.6 |
| 102.9 TRIPLE M | 22.8       | 21.1 | 1.7  | 29.8         | 23.2 | 6.6  | 19.0         | 24.8 | -5.8 | 12.4         | 15.3 | -2.9 | 36.9         | 35.1 | 1.8  | 34.2         | 22.7 | 11.5 | 10.6       | 10.0 | 0.6  |
| 105.3 NEWFM    | 10.4       | 11.0 | -0.6 | 14.3         | 12.6 | 1.7  | 15.9         | 19.3 | -3.4 | 14.7         | 15.2 | -0.5 | 14.3         | 11.2 | 3.1  | 10.9         | 11.6 | -0.7 | 1.9        | 3.9  | -2.0 |
| HIT 106.9      | 15.2       | 18.5 | -3.3 | 39.8         | 36.4 | 3.4  | 28.5         | 27.9 | 0.6  | 25.5         | 35.3 | -9.8 | 15.3         | 22.2 | -6.9 | 11.1         | 7.9  | 3.2  | 1.1        | 1.7  | -0.6 |
| ABC NEWCST     | 5.6        | 7.2  | -1.6 | 3.8          | 0.9  | 2.9  | 0.7          | 1.1  | -0.4 | 3.3          | 2.1  | 1.2  | 2.0          | 4.7  | -2.7 | 2.8          | 9.8  | -7.0 | 13.2       | 15.5 | -2.3 |
| 2RN            | 1.5        | 1.6  | -0.1 | 0.1          | 1.2  | -1.1 | 0.2          | 0.6  | -0.4 | 1.3          | 0.5  | 0.8  | 0.7          | 0.3  | 0.4  | 0.7          | 1.2  | -0.5 | 3.4        | 4.3  | -0.9 |
| ABC NEWSRADIO  | 0.8        | 0.8  | 0.0  | 0.2          | 0.7  | -0.5 | 0.6          | *    | *    | 0.6          | 0.2  | 0.4  | 0.5          | 0.5  | 0.0  | 0.5          | 0.9  | -0.4 | 1.7        | 1.6  | 0.1  |
| 2JJJ           | 11.2       | 9.3  | 1.9  | 5.6          | 8.4  | -2.8 | 26.8         | 18.2 | 8.6  | 27.1         | 16.3 | 10.8 | 12.3         | 13.2 | -0.9 | 5.9          | 3.8  | 2.1  | 1.5        | 0.9  | 0.6  |
| ABC CLASSIC    | 2.6        | 3.7  | -1.1 | 2.2          | *    | *    | 3.6          | *    | *    | 2.3          | 5.0  | -2.7 | 0.8          | 0.8  | 0.0  | 0.6          | 1.4  | -0.8 | 5.4        | 8.9  | -3.5 |

### 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            | 5.7                 | 5.6  | 0.1  | 6.7                   | 6.8  | -0.1 | 7.1                    | 7.7  | -0.6 | 3.5                    | 3.4  | 0.1  | 4.6                   | 3.4  | 1.2  | 6.5                    | 5.9  | 0.6   | 5.2                 | 4.9  | 0.3  |
| 102.9 TRIPLE M | 23.5                | 22.5 | 1.0  | 24.6                  | 24.0 | 0.6  | 24.8                   | 21.4 | 3.4  | 25.2                   | 22.2 | 3.0  | 21.4                  | 23.6 | -2.2 | 10.5                   | 18.4 | -7.9  | 20.1                | 16.1 | 4.0  |
| 105.3 NEWFM    | 10.4                | 11.0 | -0.6 | 9.9                   | 7.6  | 2.3  | 9.1                    | 12.1 | -3.0 | 9.8                    | 13.4 | -3.6 | 13.7                  | 11.6 | 2.1  | 13.2                   | 10.4 | 2.8   | 10.1                | 10.9 | -0.8 |
| HIT 106.9      | 15.4                | 19.0 | -3.6 | 15.8                  | 18.8 | -3.0 | 13.5                   | 17.9 | -4.4 | 17.5                   | 19.2 | -1.7 | 16.3                  | 20.3 | -4.0 | 9.5                    | 20.7 | -11.2 | 14.4                | 16.9 | -2.5 |
| ABC NEWCST     | 5.2                 | 6.5  | -1.3 | 5.8                   | 8.0  | -2.2 | 4.7                    | 5.3  | -0.6 | 2.9                    | 5.2  | -2.3 | 4.1                   | 6.1  | -2.0 | 17.4                   | 11.3 | 6.1   | 7.2                 | 9.9  | -2.7 |
| 2RN            | 1.5                 | 1.4  | 0.1  | 2.4                   | 1.5  | 0.9  | 0.4                    | 1.5  | -1.1 | 0.9                    | 1.3  | -0.4 | 2.1                   | 0.9  | 1.2  | 3.0                    | 2.0  | 1.0   | 1.5                 | 2.3  | -0.8 |
| ABC NEWSRADIO  | 0.8                 | 0.7  | 0.1  | 1.4                   | 1.3  | 0.1  | 0.2                    | 0.6  | -0.4 | 0.3                    | 0.3  | 0.0  | 0.9                   | 0.5  | 0.4  | 2.7                    | 1.5  | 1.2   | 1.0                 | 0.8  | 0.2  |
| 2JJJ           | 11.1                | 9.9  | 1.2  | 11.2                  | 8.4  | 2.8  | 10.4                   | 10.1 | 0.3  | 11.9                   | 11.2 | 0.7  | 12.0                  | 11.4 | 0.6  | 7.5                    | 7.1  | 0.4   | 11.5                | 6.9  | 4.6  |
| ABC CLASSIC    | 2.5                 | 3.4  | -0.9 | 2.4                   | 3.6  | -1.2 | 2.0                    | 2.9  | -0.9 | 2.2                    | 3.6  | -1.4 | 2.7                   | 3.0  | -0.3 | 5.1                    | 4.2  | 0.9   | 3.2                 | 4.9  | -1.7 |

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 1 2025

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            | 34         | 45   | -11 | 2            | 4    | -2  | 3            | 2    | 1   | 3            | 3    | 0   | 4            | 5    | -1  | 5            | 4    | 1   | 18         | 27   | -9  |
| 102.9 TRIPLE M | 184        | 187  | -3  | 22           | 21   | 1   | 13           | 17   | -4  | 34           | 35   | -1  | 54           | 57   | -3  | 32           | 32   | 0   | 29         | 25   | 4   |
| 105.3 NEWFM    | 136        | 124  | 12  | 20           | 15   | 5   | 17           | 15   | 2   | 34           | 33   | 1   | 39           | 30   | 9   | 16           | 17   | -1  | 9          | 13   | -4  |
| HIT 106.9      | 176        | 182  | -6  | 34           | 35   | -1  | 27           | 29   | -2  | 60           | 61   | -1  | 37           | 37   | 0   | 14           | 13   | 1   | 4          | 7    | -3  |
| ABC NEWCST     | 54         | 70   | -16 | 8            | 3    | 5   | 3            | 2    | 1   | 8            | 7    | 1   | 7            | 13   | -6  | 7            | 15   | -8  | 22         | 32   | -10 |
| 2RN            | 18         | 17   | 1   | 1            | 1    | 0   | 1            | 1    | 0   | 4            | 1    | 3   | 2            | 2    | 0   | 1            | 3    | -2  | 9          | 9    | 0   |
| ABC NEWSRADIO  | 21         | 17   | 4   | 2            | 2    | 0   | 2            | *    | *   | 4            | 2    | 2   | 2            | 4    | -2  | 3            | 2    | 1   | 8          | 7    | 1   |
| 2JJJ           | 122        | 102  | 20  | 9            | 9    | 0   | 22           | 21   | 1   | 47           | 36   | 11  | 28           | 23   | 5   | 9            | 8    | 1   | 7          | 5    | 2   |
| ABC CLASSIC    | 26         | 21   | 5   | 2            | *    | *   | 2            | *    | *   | 7            | 4    | 3   | 4            | 4    | 0   | 2            | 1    | 1   | 8          | 12   | -4  |
| Total          | 528        | 520  | 8   | 60           | 58   | 2   | 47           | 50   | -3  | 124          | 114  | 10  | 109          | 109  | 0   | 73           | 73   | 0   | 116        | 117  | -1  |

Cumulative Audience (000's) by Session, P10+ [Potential: 561]

| 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            | 30                  | 41   | -11 | 20                    | 26   | -6  | 17                     | 25   | -8  | 13                     | 19   | -6  | 10                    | 12   | -2  | 4                      | 7    | -3  | 19                  | 26   | -7  |
| 102.9 TRIPLE M | 165                 | 170  | -5  | 109                   | 113  | -4  | 85                     | 88   | -3  | 98                     | 100  | -2  | 89                    | 85   | 4   | 21                     | 29   | -8  | 114                 | 106  | 8   |
| 105.3 NEWFM    | 113                 | 107  | 6   | 64                    | 63   | 1   | 46                     | 55   | -9  | 60                     | 65   | -5  | 61                    | 50   | 11  | 26                     | 19   | 7   | 76                  | 70   | 6   |
| HIT 106.9      | 155                 | 165  | -10 | 106                   | 109  | -3  | 72                     | 85   | -13 | 96                     | 105  | -9  | 85                    | 87   | -2  | 29                     | 37   | -8  | 109                 | 110  | -1  |
| ABC NEWCST     | 47                  | 61   | -14 | 30                    | 40   | -10 | 20                     | 29   | -9  | 18                     | 30   | -12 | 18                    | 27   | -9  | 13                     | 17   | -4  | 36                  | 48   | -12 |
| 2RN            | 17                  | 15   | 2   | 12                    | 9    | 3   | 5                      | 10   | -5  | 8                      | 7    | 1   | 6                     | 6    | 0   | 3                      | 5    | -2  | 8                   | 10   | -2  |
| ABC NEWSRADIO  | 19                  | 15   | 4   | 10                    | 9    | 1   | 3                      | 5    | -2  | 4                      | 4    | 0   | 6                     | 3    | 3   | 6                      | 4    | 2   | 10                  | 9    | 1   |
| 2JJJ           | 105                 | 89   | 16  | 69                    | 54   | 15  | 50                     | 43   | 7   | 58                     | 59   | -1  | 58                    | 50   | 8   | 18                     | 19   | -1  | 68                  | 54   | 14  |
| ABC CLASSIC    | 23                  | 20   | 3   | 13                    | 11   | 2   | 10                     | 9    | 1   | 8                      | 13   | -5  | 10                    | 10   | 0   | 6                      | 5    | 1   | 14                  | 15   | -1  |
| Total          | 504                 | 494  | 10  | 402                   | 384  | 18  | 309                    | 317  | -8  | 338                    | 347  | -9  | 323                   | 302  | 21  | 131                    | 140  | -9  | 406                 | 389  | 17  |

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 1 2025

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   | *            | *    | *   | *            | *    | *   | *            | *    | *   | *            | *    | *   | 1            | *    | *   | 2          | 2    | 0   |
| 102.9 TRIPLE M | 12         | 12   | 0   | 1            | 1    | 0   | 1            | 1    | 0   | 1            | 2    | -1  | 4            | 5    | -1  | 3            | 2    | 1   | 2          | 1    | 1   |
| 105.3 NEWFM    | 5          | 6    | -1  | 1            | *    | *   | 1            | 1    | 0   | 1            | 2    | -1  | 1            | 1    | 0   | 1            | 1    | 0   | *          | 1    | *   |
| HIT 106.9      | 8          | 10   | -2  | 2            | 1    | 1   | 1            | 2    | -1  | 2            | 4    | -2  | 2            | 3    | -1  | 1            | 1    | 0   | *          | *    | *   |
| ABC NEWCST     | 3          | 4    | -1  | *            | *    | *   | *            | *    | *   | *            | *    | *   | *            | 1    | *   | *            | 1    | *   | 2          | 2    | 0   |
| 2RN            | 1          | 1    | 0   | *            | *    | *   | *            | *    | *   | *            | *    | *   | *            | *    | *   | *            | *    | *   | *          | 1    | *   |
| ABC NEWSRADIO  | *          | *    | *   | *            | *    | *   | *            | *    | *   | *            | *    | *   | *            | *    | *   | *            | *    | *   | *          | *    | *   |
| 2JJJ           | 6          | 5    | 1   | *            | *    | *   | 1            | 1    | 0   | 2            | 2    | 0   | 1            | 2    | -1  | 1            | *    | *   | *          | *    | *   |
| ABC CLASSIC    | 1          | 2    | -1  | *            | *    | *   | *            | *    | *   | *            | 1    | *   | *            | *    | *   | *            | *    | *   | 1          | 1    | 0   |
| Total          | 51         | 55   | -4  | 4            | 4    | 0   | 3            | 5    | -2  | 9            | 10   | -1  | 10           | 13   | -3  | 9            | 8    | 1   | 14         | 15   | -1  |

Average Audience (000's) by Session, P10+ [Potential: 561]

| 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            | 3                   | 3    | 0   | 6                     | 6    | 0   | 6                      | 7    | -1  | 2                      | 3    | -1  | 2                     | 2    | 0   | 1                      | 1    | 0   | 2                   | 2    | 0   |
| 102.9 TRIPLE M | 13                  | 14   | -1  | 21                    | 22   | -1  | 21                     | 20   | 1   | 17                     | 17   | 0   | 11                    | 12   | -1  | 1                      | 2    | -1  | 8                   | 7    | 1   |
| 105.3 NEWFM    | 6                   | 7    | -1  | 8                     | 7    | 1   | 8                      | 11   | -3  | 6                      | 10   | -4  | 7                     | 6    | 1   | 2                      | 1    | 1   | 4                   | 4    | 0   |
| HIT 106.9      | 9                   | 12   | -3  | 14                    | 17   | -3  | 11                     | 17   | -6  | 12                     | 15   | -3  | 8                     | 10   | -2  | 1                      | 3    | -2  | 6                   | 7    | -1  |
| ABC NEWCST     | 3                   | 4    | -1  | 5                     | 7    | -2  | 4                      | 5    | -1  | 2                      | 4    | -2  | 2                     | 3    | -1  | 2                      | 2    | 0   | 3                   | 4    | -1  |
| 2RN            | 1                   | 1    | 0   | 2                     | 1    | 1   | *                      | 1    | *   | 1                      | 1    | 0   | 1                     | *    | *   | *                      | *    | *   | 1                   | 1    | 0   |
| ABC NEWSRADIO  | *                   | *    | *   | 1                     | 1    | 0   | *                      | 1    | *   | *                      | *    | *   | *                     | *    | *   | *                      | *    | *   | *                   | *    | *   |
| 2JJJ           | 6                   | 6    | 0   | 10                    | 8    | 2   | 9                      | 9    | 0   | 8                      | 9    | -1  | 6                     | 6    | 0   | 1                      | 1    | 0   | 4                   | 3    | 1   |
| ABC CLASSIC    | 1                   | 2    | -1  | 2                     | 3    | -1  | 2                      | 3    | -1  | 1                      | 3    | -2  | 1                     | 2    | -1  | 1                      | 1    | 0   | 1                   | 2    | -1  |
| Total          | 55                  | 61   | -6  | 85                    | 90   | -5  | 84                     | 93   | -9  | 66                     | 77   | -11 | 51                    | 50   | 1   | 11                     | 13   | -2  | 39                  | 41   | -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.