

NEWCASTLE RADIO - SURVEY 2 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	4.8	5.6	-0.8	2.3	0.7	1.6	1.0	1.2	-0.2	1.2	0.6	0.6	2.2	1.6	0.6	3.1	5.9	-2.8	11.3	13.7	-2.4
102.9 TRIPLE M	21.1	22.8	-1.7	21.8	29.8	-8.0	25.0	19.0	6.0	14.0	12.4	1.6	27.3	36.9	-9.6	35.9	34.2	1.7	10.4	10.6	-0.2
105.3 NEWFM	11.2	10.4	0.8	23.4	14.3	9.1	9.2	15.9	-6.7	16.0	14.7	1.3	15.9	14.3	1.6	11.8	10.9	0.9	2.9	1.9	1.0
HIT 106.9	15.2	15.2	0.0	29.1	39.8	-10.7	27.5	28.5	-1.0	28.8	25.5	3.3	18.0	15.3	2.7	11.0	11.1	-0.1	1.6	1.1	0.5
ABC NEWCST	5.7	5.6	0.1	5.1	3.8	1.3	0.8	0.7	0.1	3.8	3.3	0.5	3.4	2.0	1.4	4.5	2.8	1.7	10.8	13.2	-2.4
2RN	2.8	1.5	1.3	0.1	0.1	0.0	0.2	0.2	0.0	0.7	1.3	-0.6	2.2	0.7	1.5	2.3	0.7	1.6	5.8	3.4	2.4
ABC NEWSRADIO	0.8	0.8	0.0	0.2	0.2	0.0	1.0	0.6	0.4	0.9	0.6	0.3	0.9	0.5	0.4	1.1	0.5	0.6	0.5	1.7	-1.2
2JJJ	10.3	11.2	-0.9	8.2	5.6	2.6	30.6	26.8	3.8	23.9	27.1	-3.2	10.1	12.3	-2.2	4.7	5.9	-1.2	0.9	1.5	-0.6
ABC CLASSIC	2.7	2.6	0.1	4.6	2.2	2.4	1.6	3.6	-2.0	1.9	2.3	-0.4	2.8	0.8	2.0	0.5	0.6	-0.1	4.5	5.4	-0.9

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	4.8	5.7	-0.9	5.9	6.7	-0.8	5.9	7.1	-1.2	3.7	3.5	0.2	2.5	4.6	-2.1	4.9	6.5	-1.6	4.8	5.2	-0.4
102.9 TRIPLE M	21.9	23.5	-1.6	23.2	24.6	-1.4	22.6	24.8	-2.2	23.2	25.2	-2.0	18.4	21.4	-3.0	14.2	10.5	3.7	18.7	20.1	-1.4
105.3 NEWFM	10.8	10.4	0.4	9.2	9.9	-0.7	9.9	9.1	0.8	11.5	9.8	1.7	14.0	13.7	0.3	11.3	13.2	-1.9	12.6	10.1	2.5
HIT 106.9	15.7	15.4	0.3	16.1	15.8	0.3	13.4	13.5	-0.1	16.5	17.5	-1.0	17.2	16.3	0.9	16.1	9.5	6.6	13.4	14.4	-1.0
ABC NEWCST	5.4	5.2	0.2	6.5	5.8	0.7	5.5	4.7	0.8	3.8	2.9	0.9	4.1	4.1	0.0	9.4	17.4	-8.0	7.0	7.2	-0.2
2RN	2.6	1.5	1.1	3.9	2.4	1.5	1.2	0.4	0.8	1.7	0.9	0.8	3.3	2.1	1.2	3.9	3.0	0.9	3.2	1.5	1.7
ABC NEWSRADIO	0.8	0.8	0.0	1.3	1.4	-0.1	0.4	0.2	0.2	0.4	0.3	0.1	1.0	0.9	0.1	1.0	2.7	-1.7	0.8	1.0	-0.2
2JJJ	10.6	11.1	-0.5	10.6	11.2	-0.6	9.6	10.4	-0.8	9.8	11.9	-2.1	13.4	12.0	1.4	11.4	7.5	3.9	9.3	11.5	-2.2
ABC CLASSIC	2.5	2.5	0.0	2.5	2.4	0.1	2.4	2.0	0.4	3.0	2.2	0.8	1.8	2.7	-0.9	2.7	5.1	-2.4	3.3	3.2	0.1

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 2 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	34	0	4	2	2	2	3	-1	3	3	0	4	4	0	3	5	-2	18	18	0
102.9 TRIPLE M	183	184	-1	24	22	2	14	13	1	36	34	2	47	54	-7	36	32	4	26	29	-3
105.3 NEWFM	146	136	10	25	20	5	13	17	-4	39	34	5	39	39	0	19	16	3	12	9	3
HIT 106.9	177	176	1	35	34	1	27	27	0	60	60	0	38	37	1	13	14	-1	3	4	-1
ABC NEWCAST	64	54	10	6	8	-2	2	3	-1	11	8	3	12	7	5	9	7	2	24	22	2
2RN	21	18	3	1	1	0	1	1	0	3	4	-1	4	2	2	3	1	2	9	9	0
ABC NEWSRADIO	22	21	1	1	2	-1	4	2	2	5	4	1	4	2	2	3	3	0	4	8	-4
2JJJ	120	122	-2	12	9	3	25	22	3	46	47	-1	23	28	-5	10	9	1	4	7	-3
ABC CLASSIC	24	26	-2	3	2	1	2	2	0	8	7	1	5	4	1	2	2	0	6	8	-2
Total	527	528	-1	60	60	0	48	47	1	121	124	-3	109	109	0	74	73	1	115	116	-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	30	0	20	20	0	15	17	-2	12	13	-1	8	10	-2	4	4	0	21	19	2
102.9 TRIPLE M	157	165	-8	105	109	-4	91	85	6	92	98	-6	86	89	-3	23	21	2	114	114	0
105.3 NEWFM	124	113	11	70	64	6	53	46	7	70	60	10	65	61	4	27	26	1	92	76	16
HIT 106.9	154	155	-1	105	106	-1	70	72	-2	91	96	-5	82	85	-3	32	29	3	111	109	2
ABC NEWCAST	56	47	9	37	30	7	29	20	9	25	18	7	21	18	3	12	13	-1	39	36	3
2RN	18	17	1	13	12	1	8	5	3	11	8	3	8	6	2	5	3	2	12	8	4
ABC NEWSRADIO	20	19	1	8	10	-2	4	3	1	5	4	1	8	6	2	4	6	-2	9	10	-1
2JJJ	107	105	2	71	69	2	43	50	-7	56	58	-2	56	58	-2	25	18	7	68	68	0
ABC CLASSIC	22	23	-1	13	13	0	11	10	1	11	8	3	8	10	-2	5	6	-1	15	14	1
Total	502	504	-2	393	402	-9	315	309	6	343	338	5	325	323	2	130	131	-1	406	406	0

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 2 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	2	3	-1	*	*	*	*	*	*	*	*	*	*	*	*	*	1	*	2	2	0
102.9 TRIPLE M	11	12	-1	1	1	0	1	1	0	1	1	0	3	4	-1	4	3	1	2	2	0
105.3 NEWFM	6	5	1	1	1	0	*	1	*	1	1	0	2	1	1	1	1	0	*	*	*
HIT 106.9	8	8	0	1	2	-1	1	1	0	3	2	1	2	2	0	1	1	0	*	*	*
ABC NEWCST	3	3	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	2	2	0
2RN	1	1	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	*	*
ABC NEWSRADIO	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
2JJJ	5	6	-1	*	*	*	1	1	0	2	2	0	1	1	0	*	1	*	*	*	*
ABC CLASSIC	1	1	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0
Total	52	51	1	3	4	-1	4	3	1	9	9	0	10	10	0	10	9	1	15	14	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	5	6	-1	5	6	-1	2	2	0	1	2	-1	1	1	0	2	2	0
102.9 TRIPLE M	12	13	-1	20	21	-1	19	21	-2	15	17	-2	9	11	-2	2	1	1	8	8	0
105.3 NEWFM	6	6	0	8	8	0	8	8	0	8	6	2	7	7	0	1	2	-1	5	4	1
HIT 106.9	9	9	0	14	14	0	11	11	0	11	12	-1	9	8	1	2	1	1	6	6	0
ABC NEWCST	3	3	0	6	5	1	5	4	1	2	2	0	2	2	0	1	2	-1	3	3	0
2RN	1	1	0	3	2	1	1	*	*	1	1	0	2	1	1	*	*	*	1	1	0
ABC NEWSRADIO	*	*	*	1	1	0	*	*	*	*	*	*	1	*	*	*	*	*	*	*	*
2JJJ	6	6	0	9	10	-1	8	9	-1	6	8	-2	7	6	1	1	1	0	4	4	0
ABC CLASSIC	1	1	0	2	2	0	2	2	0	2	1	1	1	1	0	*	1	*	1	1	0
Total	56	55	1	87	85	2	83	84	-1	66	66	0	51	51	0	12	11	1	42	39	3

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.