



NEWCASTLE RADIO - GFK SURVEY 2 2026

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	4.2	4.0	0.2	1.3	2.0	-0.7	1.1	1.1	0.0	0.2	*	*	3.5	1.9	1.6	3.7	2.2	1.5	8.9	9.7	-0.8
102.9 TRIPLE M	25.6	24.2	1.4	25.2	28.3	-3.1	42.6	37.0	5.6	22.5	27.9	-5.4	27.1	28.0	-0.9	33.6	32.3	1.3	16.1	10.7	5.4
105.3 NEWFM	9.6	10.0	-0.4	5.1	10.8	-5.7	11.8	21.7	-9.9	14.6	12.6	2.0	14.6	13.5	1.1	8.3	6.5	1.8	4.0	4.9	-0.9
HIT 106.9	16.2	15.7	0.5	39.6	44.9	-5.3	20.7	18.6	2.1	38.7	29.9	8.8	14.6	20.3	-5.7	8.4	7.4	1.0	1.7	2.1	-0.4
ABC NEWCST	5.5	6.4	-0.9	1.0	1.4	-0.4	0.8	1.2	-0.4	2.2	1.5	0.7	3.6	3.2	0.4	3.4	9.3	-5.9	12.4	12.3	0.1
2RN	1.3	1.9	-0.6	0.5	0.9	-0.4	0.3	0.3	0.0	1.0	0.3	0.7	2.8	3.0	-0.2	1.9	2.3	-0.4	0.6	2.5	-1.9
ABC NEWSRADIO	1.0	0.5	0.5	1.2	0.5	0.7	1.6	1.0	0.6	0.7	0.2	0.5	1.9	0.4	1.5	0.7	0.5	0.2	0.5	0.6	-0.1
2JJJ	9.9	10.9	-1.0	7.9	4.2	3.7	18.0	15.4	2.6	15.2	21.1	-5.9	17.3	23.5	-6.2	7.0	5.8	1.2	0.9	0.4	0.5
ABC CLASSIC	1.7	2.2	-0.5	2.3	1.8	0.5	1.7	2.4	-0.7	1.9	3.1	-1.2	0.6	0.5	0.1	2.1	0.2	1.9	1.9	3.9	-2.0

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	4.2	3.9	0.3	3.9	4.1	-0.2	6.9	5.4	1.5	2.2	2.7	-0.5	2.6	2.0	0.6	7.9	6.8	1.1	3.9	4.2	-0.3
102.9 TRIPLE M	26.5	25.7	0.8	29.9	25.4	4.5	28.4	27.0	1.4	26.1	27.8	-1.7	20.9	21.6	-0.7	15.5	22.6	-7.1	22.6	19.1	3.5
105.3 NEWFM	9.4	10.0	-0.6	8.4	9.3	-0.9	8.2	10.0	-1.8	10.7	12.0	-1.3	12.3	10.0	2.3	6.6	4.7	1.9	10.3	10.2	0.1
HIT 106.9	16.3	16.1	0.2	14.9	15.7	-0.8	14.8	12.7	2.1	17.9	16.8	1.1	19.7	20.1	-0.4	14.3	18.1	-3.8	15.6	14.2	1.4
ABC NEWCST	5.0	6.0	-1.0	5.5	8.3	-2.8	4.7	4.7	0.0	3.5	3.9	-0.4	3.8	4.1	-0.3	13.3	13.4	-0.1	7.0	8.1	-1.1
2RN	1.3	1.8	-0.5	2.1	2.7	-0.6	0.5	0.7	-0.2	0.7	1.6	-0.9	1.6	2.0	-0.4	1.5	2.3	-0.8	1.5	2.0	-0.5
ABC NEWSRADIO	0.8	0.5	0.3	0.7	0.6	0.1	0.7	0.6	0.1	0.4	0.3	0.1	0.6	0.3	0.3	4.4	0.4	4.0	1.5	0.7	0.8
2JJJ	10.5	11.2	-0.7	9.8	10.7	-0.9	9.0	10.1	-1.1	10.8	10.0	0.8	13.9	15.9	-2.0	11.3	11.3	0.0	7.8	9.9	-2.1
ABC CLASSIC	1.6	2.1	-0.5	1.6	2.0	-0.4	1.5	2.0	-0.5	1.1	1.7	-0.6	2.2	2.5	-0.3	2.1	4.0	-1.9	2.0	2.5	-0.5

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 8 weeks.



NEWCASTLE RADIO - GFK SURVEY 2 2026

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	31	30	1	2	4	-2	3	2	1	2	*	*	5	4	1	5	4	1	15	16	-1
102.9 TRIPLE M	191	180	11	19	25	-6	22	24	-2	41	35	6	47	42	5	31	31	0	31	22	9
105.3 NEWFM	127	132	-5	14	18	-4	14	18	-4	33	33	0	37	31	6	14	15	-1	16	16	0
HIT 106.9	185	180	5	30	36	-6	32	29	3	66	61	5	36	34	2	14	13	1	6	6	0
ABC NEWCST	57	56	1	2	3	-1	3	3	0	9	8	1	12	9	3	9	9	0	21	25	-4
2RN	20	25	-5	2	4	-2	2	2	0	4	2	2	5	4	1	3	4	-1	4	10	-6
ABC NEWSRADIO	25	19	6	3	3	0	5	4	1	5	2	3	6	3	3	3	2	1	3	5	-2
2JJJ	104	106	-2	12	9	3	20	20	0	35	40	-5	25	28	-3	10	8	2	3	2	1
ABC CLASSIC	28	32	-4	4	4	0	4	4	0	7	10	-3	4	2	2	4	3	1	5	8	-3
Total	543	543	0	60	60	0	54	54	0	127	127	0	113	114	-1	72	72	0	117	117	0

Cumulative Audience (000's) by Session, P10+ [Potential: 575]

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	27	27	0	16	18	-2	20	20	0	16	14	2	10	8	2	5	6	-1	19	18	1
102.9 TRIPLE M	174	168	6	123	111	12	93	97	-4	101	95	6	78	75	3	29	29	0	123	112	11
105.3 NEWFM	105	112	-7	58	63	-5	44	53	-9	65	67	-2	58	50	8	15	14	1	74	71	3
HIT 106.9	169	164	5	106	105	1	82	79	3	98	92	6	87	91	-4	25	33	-8	105	105	0
ABC NEWCST	48	48	0	30	37	-7	22	23	-1	22	17	5	17	16	1	13	15	-2	36	36	0
2RN	18	23	-5	12	13	-1	5	7	-2	7	14	-7	7	11	-4	2	5	-3	10	14	-4
ABC NEWSRADIO	21	15	6	11	8	3	6	5	1	7	5	2	6	3	3	5	2	3	14	10	4
2JJJ	91	97	-6	51	63	-12	35	34	1	46	47	-1	50	60	-10	21	27	-6	58	62	-4
ABC CLASSIC	23	28	-5	16	14	2	9	12	-3	9	9	0	9	11	-2	5	8	-3	16	15	1
Total	516	520	-4	397	398	-1	313	318	-5	356	344	12	312	320	-8	127	139	-12	420	414	6

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 8 weeks.



NEWCASTLE RADIO - GFK SURVEY 2 2026

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	2	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	2	-1
102.9 TRIPLE M	13	12	1	1	1	0	2	2	0	2	3	-1	3	3	0	3	3	0	2	2	0
105.3 NEWFM	5	5	0	*	*	*	1	1	0	1	1	0	2	1	1	1	1	0	1	1	0
HIT 106.9	8	8	0	1	2	-1	1	1	0	3	3	0	2	2	0	1	1	0	*	*	*
ABC NEWCST	3	3	0	*	*	*	*	*	*	*	*	*	*	*	*	*	1	*	2	2	0
2RN	1	1	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
ABC NEWSRADIO	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
2JJJ	5	6	-1	*	*	*	1	1	0	1	2	-1	2	2	0	1	1	0	*	*	*
ABC CLASSIC	1	1	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	*
Total	50	52	-2	3	3	0	5	5	0	9	9	0	10	9	1	9	9	0	15	16	-1

Average Audience (000's) by Session, P10+ [Potential: 575]

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	2	2	0	3	4	-1	6	5	1	1	2	-1	1	1	0	1	1	0	2	2	0
102.9 TRIPLE M	14	14	0	25	22	3	23	23	0	17	19	-2	10	11	-1	2	3	-1	9	8	1
105.3 NEWFM	5	6	-1	7	8	-1	7	8	-1	7	8	-1	6	5	1	1	1	0	4	4	0
HIT 106.9	9	9	0	13	13	0	12	11	1	12	11	1	9	10	-1	2	2	0	6	6	0
ABC NEWCST	3	3	0	5	7	-2	4	4	0	2	3	-1	2	2	0	1	2	-1	3	3	0
2RN	1	1	0	2	2	0	*	1	*	*	1	*	1	1	0	*	*	*	1	1	0
ABC NEWSRADIO	*	*	*	1	*	*	1	1	0	*	*	*	*	*	*	*	*	*	1	*	*
2JJJ	6	6	0	8	9	-1	7	9	-2	7	7	0	7	8	-1	1	1	0	3	4	-1
ABC CLASSIC	1	1	0	1	2	-1	1	2	-1	1	1	0	1	1	0	*	1	*	1	1	0
Total	54	56	-2	84	86	-2	81	85	-4	66	68	-2	47	50	-3	11	13	-2	41	40	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 8 weeks.