



NEWCASTLE RADIO - SURVEY 3 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	4.0	4.8	-0.8	1.2	2.3	-1.1	2.1	1.0	1.1	2.8	1.2	1.6	2.4	2.2	0.2	1.0	3.1	-2.1	8.6	11.3	-2.7
102.9 TRIPLE M	21.0	21.1	-0.1	20.1	21.8	-1.7	30.7	25.0	5.7	14.7	14.0	0.7	32.8	27.3	5.5	31.5	35.9	-4.4	7.9	10.4	-2.5
105.3 NEWFM	10.9	11.2	-0.3	21.0	23.4	-2.4	10.1	9.2	0.9	14.2	16.0	-1.8	11.3	15.9	-4.6	14.6	11.8	2.8	4.8	2.9	1.9
HIT 106.9	15.4	15.2	0.2	33.9	29.1	4.8	33.9	27.5	6.4	31.0	28.8	2.2	18.1	18.0	0.1	7.6	11.0	-3.4	1.4	1.6	-0.2
ABC NEWCST	7.3	5.7	1.6	1.9	5.1	-3.2	1.3	0.8	0.5	3.1	3.8	-0.7	3.3	3.4	-0.1	8.9	4.5	4.4	13.9	10.8	3.1
2RN	3.7	2.8	0.9	*	0.1	*	0.1	0.2	-0.1	0.5	0.7	-0.2	3.1	2.2	0.9	2.8	2.3	0.5	8.2	5.8	2.4
ABC NEWSRADIO	0.9	0.8	0.1	*	0.2	*	1.4	1.0	0.4	0.4	0.9	-0.5	1.3	0.9	0.4	1.2	1.1	0.1	0.8	0.5	0.3
2JJJ	8.4	10.3	-1.9	12.3	8.2	4.1	16.8	30.6	-13.8	19.7	23.9	-4.2	9.1	10.1	-1.0	4.0	4.7	-0.7	1.3	0.9	0.4
ABC CLASSIC	3.1	2.7	0.4	1.1	4.6	-3.5	1.2	1.6	-0.4	1.6	1.9	-0.3	3.2	2.8	0.4	0.9	0.5	0.4	5.9	4.5	1.4

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	4.1	4.8	-0.7	4.9	5.9	-1.0	5.7	5.9	-0.2	3.2	3.7	-0.5	1.6	2.5	-0.9	3.8	4.9	-1.1	3.6	4.8	-1.2
102.9 TRIPLE M	21.5	21.9	-0.4	22.1	23.2	-1.1	21.7	22.6	-0.9	22.7	23.2	-0.5	19.0	18.4	0.6	18.6	14.2	4.4	19.2	18.7	0.5
105.3 NEWFM	10.7	10.8	-0.1	9.0	9.2	-0.2	10.2	9.9	0.3	12.8	11.5	1.3	11.9	14.0	-2.1	9.2	11.3	-2.1	11.5	12.6	-1.1
HIT 106.9	16.0	15.7	0.3	14.9	16.1	-1.2	15.0	13.4	1.6	16.7	16.5	0.2	17.3	17.2	0.1	19.0	16.1	2.9	13.7	13.4	0.3
ABC NEWCST	6.8	5.4	1.4	8.1	6.5	1.6	6.7	5.5	1.2	5.1	3.8	1.3	5.1	4.1	1.0	12.4	9.4	3.0	9.0	7.0	2.0
2RN	3.7	2.6	1.1	5.3	3.9	1.4	1.9	1.2	0.7	2.2	1.7	0.5	5.4	3.3	2.1	5.1	3.9	1.2	3.9	3.2	0.7
ABC NEWSRADIO	0.9	0.8	0.1	1.5	1.3	0.2	0.4	0.4	0.0	0.5	0.4	0.1	1.2	1.0	0.2	0.8	1.0	-0.2	0.9	0.8	0.1
2JJJ	8.7	10.6	-1.9	9.3	10.6	-1.3	6.9	9.6	-2.7	7.0	9.8	-2.8	14.0	13.4	0.6	7.8	11.4	-3.6	7.1	9.3	-2.2
ABC CLASSIC	2.9	2.5	0.4	2.6	2.5	0.1	3.7	2.4	1.3	3.2	3.0	0.2	1.9	1.8	0.1	2.1	2.7	-0.6	3.6	3.3	0.3

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.



NEWCASTLE RADIO - SURVEY 3 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	33	34	-1	3	4	-1	4	2	2	3	3	0	3	4	-1	4	3	1	17	18	-1
102.9 TRIPLE M	178	183	-5	19	24	-5	18	14	4	36	36	0	49	47	2	34	36	-2	21	26	-5
105.3 NEWFM	138	146	-8	24	25	-1	13	13	0	42	39	3	25	39	-14	20	19	1	14	12	2
HIT 106.9	170	177	-7	36	35	1	32	27	5	56	60	-4	30	38	-8	12	13	-1	4	3	1
ABC NEWCST	73	64	9	2	6	-4	3	2	1	13	11	2	15	12	3	11	9	2	30	24	6
2RN	27	21	6	*	1	*	1	1	0	2	3	-1	6	4	2	5	3	2	14	9	5
ABC NEWSRADIO	21	22	-1	*	1	*	3	4	-1	2	5	-3	6	4	2	3	3	0	7	4	3
2JJJ	110	120	-10	12	12	0	16	25	-9	45	46	-1	24	23	1	9	10	-1	3	4	-1
ABC CLASSIC	24	24	0	1	3	-2	1	2	-1	5	8	-3	5	5	0	3	2	1	9	6	3
Total	526	527	-1	60	60	0	48	48	0	120	121	-1	110	109	1	73	74	-1	115	115	0

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	27	30	-3	21	20	1	13	15	-2	11	12	-1	7	8	-1	4	4	0	20	21	-1
102.9 TRIPLE M	152	157	-5	103	105	-2	83	91	-8	88	92	-4	80	86	-6	24	23	1	113	114	-1
105.3 NEWFM	119	124	-5	70	70	0	53	53	0	63	70	-7	57	65	-8	21	27	-6	80	92	-12
HIT 106.9	147	154	-7	102	105	-3	69	70	-1	83	91	-8	78	82	-4	32	32	0	104	111	-7
ABC NEWCST	60	56	4	42	37	5	35	29	6	29	25	4	23	21	2	13	12	1	45	39	6
2RN	24	18	6	15	13	2	11	8	3	13	11	2	13	8	5	8	5	3	18	12	6
ABC NEWSRADIO	18	20	-2	9	8	1	5	4	1	5	5	0	7	8	-1	3	4	-1	8	9	-1
2JJJ	99	107	-8	66	71	-5	40	43	-3	44	56	-12	57	56	1	19	25	-6	60	68	-8
ABC CLASSIC	21	22	-1	12	13	-1	14	11	3	14	11	3	9	8	1	4	5	-1	17	15	2
Total	497	502	-5	393	393	0	315	315	0	340	343	-3	321	325	-4	127	130	-3	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 3 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	2	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	2	-1
102.9 TRIPLE M	11	11	0	1	1	0	1	1	0	1	1	0	3	3	0	3	4	-1	1	2	-1
105.3 NEWFM	6	6	0	1	1	0	*	*	*	1	1	0	1	2	-1	1	1	0	1	*	*
HIT 106.9	8	8	0	1	1	0	1	1	0	3	3	0	2	2	0	1	1	0	*	*	*
ABC NEWCST	4	3	1	*	*	*	*	*	*	*	*	*	*	*	*	1	*	*	2	2	0
2RN	2	1	1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0
ABC NEWSRADIO	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
2JJJ	4	5	-1	*	*	*	1	1	0	2	2	0	1	1	0	*	*	*	*	*	*
ABC CLASSIC	2	1	1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0
Total	51	52	-1	3	3	0	4	4	0	9	9	0	10	10	0	9	10	-1	16	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	2	3	-1	4	5	-1	5	5	0	2	2	0	1	1	0	*	1	*	2	2	0
102.9 TRIPLE M	12	12	0	19	20	-1	18	19	-1	15	15	0	9	9	0	2	2	0	8	8	0
105.3 NEWFM	6	6	0	8	8	0	8	8	0	8	8	0	6	7	-1	1	1	0	5	5	0
HIT 106.9	9	9	0	13	14	-1	12	11	1	11	11	0	9	9	0	2	2	0	6	6	0
ABC NEWCST	4	3	1	7	6	1	5	5	0	3	2	1	3	2	1	1	1	0	4	3	1
2RN	2	1	1	5	3	2	2	1	1	1	1	0	3	2	1	1	*	*	2	1	1
ABC NEWSRADIO	*	*	*	1	1	0	*	*	*	*	*	*	1	1	0	*	*	*	*	*	*
2JJJ	5	6	-1	8	9	-1	6	8	-2	5	6	-1	7	7	0	1	1	0	3	4	-1
ABC CLASSIC	2	1	1	2	2	0	3	2	1	2	2	0	1	1	0	*	*	*	2	1	1
Total	55	56	-1	87	87	0	81	83	-2	66	66	0	49	51	-2	11	12	-1	42	42	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.