



# NEWCASTLE RADIO - SURVEY 2 2019

## 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	6.2	8.0	-1.8	3.7	4.3	-0.6	0.1	*	*	1.3	2.0	-0.7	6.8	4.2	2.6	5.1	7.1	-2.0	12.5	18.4	-5.9
102.9 Triple M	17.5	16.8	0.7	19.2	26.0	-6.8	12.3	11.2	1.1	14.9	15.1	-0.2	28.6	26.2	2.4	27.7	25.0	2.7	6.0	6.0	0.0
105.3 NEWFM	8.1	7.5	0.6	14.6	12.0	2.6	22.4	12.7	9.7	11.9	11.6	0.3	7.6	9.1	-1.5	5.6	7.1	-1.5	1.5	1.5	0.0
Hit106.9	12.7	12.5	0.2	30.0	26.2	3.8	22.2	28.4	-6.2	28.3	25.1	3.2	11.9	14.9	-3.0	3.2	1.9	1.3	0.5	0.7	-0.2
ABC NEWCST	9.8	9.6	0.2	4.4	2.9	1.5	1.9	1.5	0.4	1.8	1.7	0.1	10.2	10.2	0.0	9.7	9.4	0.3	18.9	18.2	0.7
2RN	2.8	3.3	-0.5	0.6	1.1	-0.5	0.1	*	*	1.0	1.1	-0.1	2.0	2.4	-0.4	3.4	3.2	0.2	5.8	6.7	-0.9
ABC NEWS	1.5	1.3	0.2	0.3	1.6	-1.3	*	0.7	*	0.6	0.3	0.3	1.1	1.5	-0.4	2.2	2.6	-0.4	2.8	1.2	1.6
2JJJ	12.5	11.5	1.0	19.1	17.7	1.4	32.8	36.6	-3.8	26.6	28.5	-1.9	7.2	6.1	1.1	9.5	4.2	5.3	0.6	0.4	0.2
ABC CLASSIC	4.8	3.8	1.0	1.2	1.8	-0.6	0.7	0.3	0.4	1.9	3.7	-1.8	5.0	3.9	1.1	1.3	0.7	0.6	10.8	6.7	4.1

## Share Movement (%) by Session, P10+

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	6.4	8.4	-2.0	5.4	8.4	-3.0	8.6	11.9	-3.3	4.6	5.3	-0.7	6.0	5.1	0.9	10.2	14.8	-4.6	5.8	6.9	-1.1						
102.9 Triple M	18.6	17.7	0.9	18.5	18.3	0.2	18.9	17.5	1.4	20.2	19.8	0.4	17.1	16.7	0.4	14.7	10.6	4.1	13.8	13.9	-0.1						
105.3 NEWFM	8.3	7.5	0.8	6.4	4.8	1.6	8.5	6.9	1.6	10.4	10.2	0.2	7.7	8.3	-0.6	8.5	9.1	-0.6	7.4	7.6	-0.2						
Hit106.9	12.7	12.5	0.2	11.5	10.8	0.7	11.0	10.8	0.2	13.7	14.4	-0.7	16.9	15.9	1.0	9.4	10.8	-1.4	13.0	12.4	0.6						
ABC NEWCST	9.5	9.3	0.2	13.8	14.4	-0.6	7.1	6.5	0.6	6.6	6.2	0.4	8.2	8.3	-0.1	13.2	11.1	2.1	10.9	10.6	0.3						
2RN	2.6	3.3	-0.7	3.6	5.3	-1.7	1.7	2.2	-0.5	1.9	2.0	-0.1	3.3	3.5	-0.2	2.5	3.4	-0.9	3.6	3.1	0.5						
ABC NEWS	1.5	1.3	0.2	1.8	1.3	0.5	1.3	1.1	0.2	1.0	1.0	0.0	1.3	1.3	0.0	3.4	2.5	0.9	1.4	1.4	0.0						
2JJJ	13.2	12.1	1.1	12.6	10.4	2.2	11.7	11.7	0.0	13.5	13.3	0.2	15.4	14.1	1.3	14.7	12.4	2.3	10.1	9.3	0.8						
ABC CLASSIC	4.5	3.6	0.9	4.6	3.2	1.4	5.2	3.9	1.3	4.5	3.7	0.8	4.0	4.1	-0.1	3.3	3.0	0.3	5.8	4.5	1.3						

Please note: Survey results include listening via streaming to ABC, 102.9 Triple M, Hit106.9 for both survey periods and 2HD & 105.3 NEWFM for 0 weeks.