

EMBARGOED UNTIL 9:30AM AEST



# NEWCASTLE RADIO - SURVEY 1 2017

## 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	8.7	9.6	-0.9	0.6	1.7	-1.1	1.9	0.4	1.5	3.7	4.1	-0.4	9.2	7.2	2.0	8.6	8.7	-0.1	15.4	21.7	-6.3
KOFM	14.3	15.7	-1.4	8.0	9.8	-1.8	8.2	19.5	-11.3	19.9	12.9	7.0	17.7	27.4	-9.7	18.0	19.0	-1.0	7.6	6.0	1.6
105.3 NEWFM	8.2	9.0	-0.8	8.7	16.8	-8.1	5.5	16.7	-11.2	13.0	8.7	4.3	14.2	15.1	-0.9	6.6	6.0	0.6	1.2	1.5	-0.3
Hit106.9	13.1	13.1	0.0	51.7	34.0	17.7	46.4	32.4	14.0	24.1	24.6	-0.5	9.6	8.9	0.7	0.8	4.3	-3.5	0.3	0.8	-0.5
ABC1233	11.6	12.7	-1.1	6.6	4.8	1.8	2.8	1.2	1.6	2.3	9.0	-6.7	12.3	8.9	3.4	10.1	21.9	-11.8	21.7	19.4	2.3
2RN	2.3	2.3	0.0	*	2.0	*	0.6	0.1	0.5	0.3	2.5	-2.2	2.5	1.7	0.8	2.3	3.3	-1.0	4.4	3.0	1.4
ABC NEWS	1.1	1.3	-0.2	1.5	2.0	-0.5	*	0.3	*	0.2	1.0	-0.8	0.8	2.1	-1.3	0.8	1.1	-0.3	2.5	1.4	1.1
2JJJ	11.4	10.1	1.3	10.4	17.6	-7.2	27.4	20.1	7.3	26.6	23.2	3.4	12.1	8.8	3.3	6.5	1.6	4.9	0.4	0.1	0.3
ABCFM	4.1	4.4	-0.3	1.9	1.4	0.5	2.4	3.4	-1.0	1.6	2.2	-0.6	0.9	3.4	-2.5	5.2	2.3	2.9	8.8	9.4	-0.6

## 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	9.4	10.3	-0.9	9.4	9.6	-0.2	14.6	14.4	0.2	6.0	7.1	-1.1	7.5	7.1	0.4	9.7	16.9	-7.2	6.4	7.3	-0.9						
KOFM	14.6	15.8	-1.2	16.2	16.8	-0.6	12.7	13.6	-0.9	15.3	16.5	-1.2	14.2	16.4	-2.2	13.0	15.1	-2.1	13.1	15.4	-2.3						
105.3 NEWFM	8.3	9.4	-1.1	7.1	7.9	-0.8	8.4	10.4	-2.0	10.3	12.4	-2.1	7.4	8.2	-0.8	8.3	4.4	3.9	7.8	7.7	0.1						
Hit106.9	13.4	13.8	-0.4	9.5	11.3	-1.8	11.7	12.9	-1.2	14.0	15.9	-1.9	19.7	17.0	2.7	18.7	12.8	5.9	12.2	10.6	1.6						
ABC1233	11.0	12.0	-1.0	14.7	16.1	-1.4	8.7	9.8	-1.1	9.1	9.3	-0.2	9.9	11.1	-1.2	12.7	14.8	-2.1	13.5	15.1	-1.6						
2RN	2.2	2.2	0.0	3.4	4.0	-0.6	1.5	1.2	0.3	1.2	1.3	-0.1	1.8	2.0	-0.2	4.1	2.4	1.7	2.4	2.7	-0.3						
ABC NEWS	0.9	1.2	-0.3	1.2	1.9	-0.7	0.7	0.7	0.0	0.8	0.4	0.4	0.4	1.1	-0.7	2.0	2.5	-0.5	1.8	1.9	-0.1						
2JJJ	11.9	10.4	1.5	9.8	9.7	0.1	11.4	8.1	3.3	13.4	10.5	2.9	14.0	14.4	-0.4	12.2	11.4	0.8	9.7	9.3	0.4						
ABCFM	3.8	4.2	-0.4	4.4	2.6	1.8	3.9	5.1	-1.2	3.4	4.9	-1.5	3.0	4.8	-1.8	5.0	4.1	0.9	4.8	5.1	-0.3						

Please note: Survey results include listening via streaming to ABC, KOFM, Hit106.9 for both survey periods and 2HD & 105.3 NEWFM for 0 weeks. The following name changes NXFM to Hit106.9 effective Feb 19 2017 and News Radio to ABC NEWS effective April 10 2017.



# NEWCASTLE RADIO - SURVEY 1 2017

Average 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	6	6	0	*	*	*	*	*	*	*	1	*	1	1	0	1	1	0	3	4	-1
KOFM	9	10	-1	*	*	*	*	1	*	2	2	0	3	4	-1	2	2	0	1	1	0
105.3 NEWFM	5	6	-1	*	1	*	*	1	*	1	1	0	2	2	0	1	1	0	*	*	*
Hit106.9	9	9	0	2	1	1	2	2	0	3	4	-1	2	1	1	*	*	*	*	*	*
ABC1233	8	8	0	*	*	*	*	*	*	*	1	*	2	1	1	1	2	-1	4	3	1
2RN	1	2	-1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0
ABC NEWS	1	1	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
2JJJ	7	7	0	*	1	*	1	1	0	3	3	0	2	1	1	1	*	*	*	*	*
ABCFM	3	3	0	*	*	*	*	*	*	*	*	*	*	1	*	1	*	*	2	2	0
<b>Total</b>	<b>65</b>	<b>66</b>	<b>-1</b>	<b>4</b>	<b>4</b>	<b>0</b>	<b>4</b>	<b>6</b>	<b>-2</b>	<b>12</b>	<b>14</b>	<b>-2</b>	<b>16</b>	<b>15</b>	<b>1</b>	<b>13</b>	<b>10</b>	<b>3</b>	<b>17</b>	<b>17</b>	<b>0</b>

## Average Audience (000's) by Session, P10+ [Potential: 508]

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	7	7	0	10	10	0	14	15	-1	5	6	-1	5	5	0	2	3	-1	4	4	0
KOFM	10	11	-1	17	18	-1	13	14	-1	12	14	-2	9	11	-2	2	3	-1	7	8	-1
105.3 NEWFM	6	7	-1	7	9	-2	8	11	-3	8	10	-2	5	5	0	1	1	0	4	4	0
Hit106.9	9	10	-1	10	12	-2	12	13	-1	11	14	-3	13	11	2	3	3	0	7	5	2
ABC1233	8	9	-1	15	17	-2	9	10	-1	7	8	-1	7	7	0	2	3	-1	7	8	-1
2RN	2	2	0	4	4	0	2	1	1	1	1	0	1	1	0	1	*	*	1	1	0
ABC NEWS	1	1	0	1	2	-1	1	1	0	1	*	*	*	1	*	*	*	*	1	1	0
2JJJ	8	7	1	10	10	0	11	8	3	11	9	2	9	10	-1	2	2	0	5	5	0
ABCFM	3	3	0	5	3	2	4	5	-1	3	4	-1	2	3	-1	1	1	0	3	3	0
<b>Total</b>	<b>69</b>	<b>72</b>	<b>-3</b>	<b>104</b>	<b>108</b>	<b>-4</b>	<b>99</b>	<b>103</b>	<b>-4</b>	<b>81</b>	<b>85</b>	<b>-4</b>	<b>66</b>	<b>67</b>	<b>-1</b>	<b>18</b>	<b>20</b>	<b>-2</b>	<b>55</b>	<b>52</b>	<b>3</b>

Please note: Survey results include listening via streaming to ABC, KOFM, Hit106.9 for both survey periods and 2HD & 105.3 NEWFM for 0 weeks. The following name changes NXFM to Hit106.9 effective Feb 19 2017 and News Radio to ABC NEWS effective April 10 2017.



# NEWCASTLE RADIO - SURVEY 1 2017

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	64	67	-3	2	2	0	2	1	1	6	9	-3	17	13	4	12	11	1	25	30	-5
KOFM	134	146	-12	11	13	-2	12	14	-2	32	29	3	41	49	-8	24	25	-1	14	15	-1
105.3 NEWFM	109	102	7	12	15	-3	12	15	-3	27	26	1	36	30	6	14	9	5	8	6	2
Hit106.9	149	142	7	33	31	2	32	26	6	45	45	0	31	26	5	5	8	-3	3	4	-1
ABC1233	92	105	-13	5	3	2	3	5	-2	11	13	-2	26	28	-2	16	21	-5	31	34	-3
2RN	23	27	-4	*	2	*	2	2	0	2	5	-3	6	6	0	5	4	1	8	7	1
ABC NEWS	20	30	-10	3	2	1	*	2	*	2	5	-3	6	8	-2	2	5	-3	7	8	-1
2JJJ	107	98	9	16	12	4	20	22	-2	42	36	6	20	21	-1	7	6	1	2	2	0
ABCFM	38	37	1	4	2	2	2	3	-1	7	6	1	4	8	-4	7	5	2	14	12	2
<b>Total</b>	<b>481</b>	<b>476</b>	<b>5</b>	<b>50</b>	<b>48</b>	<b>2</b>	<b>50</b>	<b>52</b>	<b>-2</b>	<b>104</b>	<b>105</b>	<b>-1</b>	<b>108</b>	<b>110</b>	<b>-2</b>	<b>71</b>	<b>68</b>	<b>3</b>	<b>98</b>	<b>94</b>	<b>4</b>

## Cumulative Audience (000's) by Session, P10+ [Potential: 508]

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	60	62	-2	37	43	-6	39	36	3	29	28	1	23	23	0	20	21	-1	31	42	-11
KOFM	124	133	-9	78	92	-14	63	61	2	74	78	-4	64	76	-12	35	33	2	83	93	-10
105.3 NEWFM	93	93	0	51	56	-5	46	47	-1	54	53	1	41	48	-7	18	24	-6	61	61	0
Hit106.9	141	130	11	81	82	-1	63	68	-5	87	78	9	90	88	2	40	40	0	89	82	7
ABC1233	80	91	-11	57	71	-14	39	43	-4	44	45	-1	41	48	-7	27	30	-3	66	75	-9
2RN	21	25	-4	13	17	-4	9	9	0	9	10	-1	8	12	-4	8	7	1	14	14	0
ABC NEWS	15	22	-7	8	11	-3	7	8	-1	6	6	0	4	8	-4	3	5	-2	14	20	-6
2JJJ	95	91	4	60	54	6	45	35	10	55	53	2	58	61	-3	34	30	4	69	60	9
ABCFM	34	35	-1	22	19	3	17	19	-2	14	22	-8	16	20	-4	12	11	1	25	23	2
<b>Total</b>	<b>472</b>	<b>464</b>	<b>8</b>	<b>382</b>	<b>393</b>	<b>-11</b>	<b>319</b>	<b>316</b>	<b>3</b>	<b>346</b>	<b>348</b>	<b>-2</b>	<b>332</b>	<b>343</b>	<b>-11</b>	<b>190</b>	<b>182</b>	<b>8</b>	<b>398</b>	<b>394</b>	<b>4</b>

Please note: Survey results include listening via streaming to ABC, KOFM, Hit106.9 for both survey periods and 2HD & 105.3 NEWFM for 0 weeks. The following name changes NXFM to Hit106.9 effective Feb 19 2017 and News Radio to ABC NEWS effective April 10 2017.