



NEWCASTLE RADIO - SURVEY 3 2016

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	9.6	10.1	-0.5	1.7	4.6	-2.9	0.4	0.1	0.3	4.1	3.1	1.0	7.2	9.9	-2.7	8.7	8.6	0.1	21.7	23.7	-2.0
KOFM	15.7	18.2	-2.5	9.8	19.8	-10.0	19.5	15.9	3.6	12.9	12.2	0.7	27.4	33.1	-5.7	19.0	23.6	-4.6	6.0	6.5	-0.5
105.3 NEWFM	9.0	10.4	-1.4	16.8	20.7	-3.9	16.7	12.4	4.3	8.7	11.3	-2.6	15.1	16.9	-1.8	6.0	5.6	0.4	1.5	2.4	-0.9
NXFM	13.1	13.0	0.1	34.0	25.1	8.9	32.4	30.8	1.6	24.6	23.2	1.4	8.9	10.2	-1.3	4.3	3.5	0.8	0.8	1.0	-0.2
ABC1233	12.7	10.6	2.1	4.8	3.8	1.0	1.2	3.3	-2.1	9.0	8.8	0.2	8.9	7.4	1.5	21.9	17.8	4.1	19.4	16.1	3.3
2RN	2.3	1.8	0.5	2.0	1.2	0.8	0.1	0.3	-0.2	2.5	1.3	1.2	1.7	0.9	0.8	3.3	2.3	1.0	3.0	3.5	-0.5
NEWSR	1.3	1.2	0.1	2.0	1.0	1.0	0.3	0.7	-0.4	1.0	0.8	0.2	2.1	2.2	-0.1	1.1	0.4	0.7	1.4	1.4	0.0
2JJJ	10.1	10.1	0.0	17.6	12.4	5.2	20.1	27.4	-7.3	23.2	23.9	-0.7	8.8	3.6	5.2	1.6	2.0	-0.4	0.1	0.5	-0.4
ABCFM	4.4	3.9	0.5	1.4	1.1	0.3	3.4	3.9	-0.5	2.2	2.1	0.1	3.4	1.1	2.3	2.3	3.7	-1.4	9.4	9.2	0.2

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	10.3	10.4	-0.1	9.6	10.1	-0.5	14.4	15.6	-1.2	7.1	6.9	0.2	7.1	6.0	1.1	16.9	17.4	-0.5	7.3	8.9	-1.6						
KOFM	15.8	18.6	-2.8	16.8	19.4	-2.6	13.6	15.8	-2.2	16.5	19.9	-3.4	16.4	20.2	-3.8	15.1	16.7	-1.6	15.4	16.8	-1.4						
105.3 NEWFM	9.4	10.7	-1.3	7.9	9.3	-1.4	10.4	11.7	-1.3	12.4	13.3	-0.9	8.2	9.5	-1.3	4.4	6.2	-1.8	7.7	9.1	-1.4						
NXFM	13.8	13.3	0.5	11.3	11.5	-0.2	12.9	11.8	1.1	15.9	14.7	1.2	17.0	16.6	0.4	12.8	13.2	-0.4	10.6	12.0	-1.4						
ABC1233	12.0	10.2	1.8	16.1	14.2	1.9	9.8	8.5	1.3	9.3	7.8	1.5	11.1	8.3	2.8	14.8	13.9	0.9	15.1	12.1	3.0						
2RN	2.2	1.7	0.5	4.0	2.9	1.1	1.2	1.0	0.2	1.3	1.1	0.2	2.0	1.8	0.2	2.4	1.6	0.8	2.7	2.0	0.7						
NEWSR	1.2	1.1	0.1	1.9	1.7	0.2	0.7	0.6	0.1	0.4	0.4	0.0	1.1	1.3	-0.2	2.5	2.9	-0.4	1.9	1.5	0.4						
2JJJ	10.4	10.5	-0.1	9.7	9.2	0.5	8.1	9.2	-1.1	10.5	10.7	-0.2	14.4	13.9	0.5	11.4	11.6	-0.2	9.3	8.7	0.6						
ABCFM	4.2	3.8	0.4	2.6	2.8	-0.2	5.1	4.3	0.8	4.9	4.4	0.5	4.8	4.3	0.5	4.1	2.2	1.9	5.1	4.4	0.7						

Please note: Survey results include listening via streaming to ABC, KOFM and NXFM for both survey periods and 2HD & 105.3 NEWFM for 0 weeks.



NEWCASTLE RADIO - SURVEY 3 2016

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	7	-1	*	*	*	*	*	*	1	*	*	1	2	-1	1	1	0	4	4	0
KOFM	10	12	-2	*	1	*	1	1	0	2	2	0	4	5	-1	2	2	0	1	1	0
105.3 NEWFM	6	7	-1	1	1	0	1	1	0	1	2	-1	2	3	-1	1	1	0	*	*	*
NXFM	9	9	0	1	1	0	2	2	0	4	3	1	1	2	-1	*	*	*	*	*	*
ABC1233	8	7	1	*	*	*	*	*	*	1	1	0	1	1	0	2	2	0	3	3	0
2RN	2	1	1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0
NEWSR	1	1	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
2JJJ	7	7	0	1	1	0	1	2	-1	3	3	0	1	1	0	*	*	*	*	*	*
ABCFM	3	3	0	*	*	*	*	*	*	*	*	*	1	*	*	*	*	*	2	1	1
Total	66	67	-1	4	5	-1	6	7	-1	14	15	-1	15	15	0	10	10	0	17	16	1

Average Audience (000's) by Session, P10+ [Potential: 502]

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	8	-1	10	11	-1	15	17	-2	6	6	0	5	4	1	3	3	0	4	5	-1
KOFM	11	14	-3	18	21	-3	14	17	-3	14	17	-3	11	15	-4	3	3	0	8	9	-1
105.3 NEWFM	7	8	-1	9	10	-1	11	13	-2	10	11	-1	5	7	-2	1	1	0	4	5	-1
NXFM	10	10	0	12	12	0	13	13	0	14	13	1	11	12	-1	3	2	1	5	6	-1
ABC1233	9	7	2	17	15	2	10	9	1	8	7	1	7	6	1	3	2	1	8	6	2
2RN	2	1	1	4	3	1	1	1	0	1	1	0	1	1	0	*	*	*	1	1	0
NEWSR	1	1	0	2	2	0	1	1	0	*	*	*	1	1	0	*	1	*	1	1	0
2JJJ	7	8	-1	10	10	0	8	10	-2	9	9	0	10	10	0	2	2	0	5	5	0
ABCFM	3	3	0	3	3	0	5	5	0	4	4	0	3	3	0	1	*	*	3	2	1
Total	72	73	-1	108	107	1	103	108	-5	85	86	-1	67	73	-6	20	18	2	52	52	0

Please note: Survey results include listening via streaming to ABC, KOFM and NXFM for both survey periods and 2HD & 105.3 NEWFM for 0 weeks.

EMBARGOED UNTIL 9:30AM (AEDT)



NEWCASTLE RADIO - SURVEY 3 2016

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	67	68	-1	2	3	-1	1	1	0	9	7	2	13	14	-1	11	11	0	30	32	-2
KOFM	146	147	-1	13	15	-2	14	11	3	29	27	2	49	52	-3	25	27	-2	15	14	1
105.3 NEWFM	102	114	-12	15	20	-5	15	16	-1	26	28	-2	30	36	-6	9	8	1	6	7	-1
NXFM	142	135	7	31	29	2	26	24	2	45	42	3	26	27	-1	8	8	0	4	3	1
ABC1233	105	99	6	3	4	-1	5	7	-2	13	13	0	28	29	-1	21	18	3	34	28	6
2RN	27	24	3	2	2	0	2	2	0	5	3	2	6	6	0	4	4	0	7	7	0
NEWSR	30	28	2	2	2	0	2	2	0	5	5	0	8	10	-2	5	4	1	8	6	2
2J JJ	98	98	0	12	11	1	22	27	-5	36	38	-2	21	15	6	6	7	-1	2	2	0
ABCFM	37	36	1	2	2	0	3	4	-1	6	5	1	8	5	3	5	6	-1	12	13	-1
Total	476	476	0	48	49	-1	52	52	0	105	104	1	110	109	1	68	68	0	94	94	0

Cumulative Audience (000's) by Session, P10+ [Potential: 502]

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	62	64	-2	43	44	-1	36	40	-4	28	29	-1	23	27	-4	21	20	1	42	43	-1
KOFM	133	138	-5	92	101	-9	61	67	-6	78	81	-3	76	80	-4	33	33	0	93	92	1
105.3 NEWFM	93	105	-12	56	63	-7	47	50	-3	53	66	-13	48	57	-9	24	25	-1	61	67	-6
NXFM	130	124	6	82	68	14	68	62	6	78	74	4	88	89	-1	40	36	4	82	79	3
ABC1233	91	85	6	71	65	6	43	39	4	45	38	7	48	46	2	30	27	3	75	70	5
2RN	25	22	3	17	15	2	9	8	1	10	9	1	12	12	0	7	6	1	14	13	1
NEWSR	22	23	-1	11	13	-2	8	5	3	6	6	0	8	11	-3	5	7	-2	20	15	5
2J JJ	91	93	-2	54	61	-7	35	44	-9	53	53	0	61	63	-2	30	28	2	60	62	-2
ABCFM	35	34	1	19	20	-1	19	22	-3	22	21	1	20	19	1	11	9	2	23	26	-3
Total	464	468	-4	393	388	5	316	321	-5	348	349	-1	343	352	-9	182	173	9	394	393	1

Please note: Survey results include listening via streaming to ABC, KOFM and NXFM for both survey periods and 2HD & 105.3 NEWFM for 0 weeks.