



NEWCASTLE RADIO - SURVEY 1 2014

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	8.8	9.9	-1.1	1.2	0.8	0.4	4.0	1.0	3.0	1.2	2.5	-1.3	6.2	4.5	1.7	7.5	10.4	-2.9	21.3	26.7	-5.4
KOFM	16.1	18.7	-2.6	14.9	21.7	-6.8	6.5	17.2	-10.7	21.9	18.5	3.4	21.8	30.8	-9.0	16.0	21.3	-5.3	9.0	5.5	3.5
NEWFM	8.4	9.9	-1.5	10.5	7.7	2.8	15.8	9.6	6.2	12.3	14.2	-1.9	10.9	16.0	-5.1	7.7	9.7	-2.0	0.6	1.2	-0.6
NXFM	10.3	16.7	-6.4	49.7	43.3	6.4	26.7	41.1	-14.4	17.3	24.9	-7.6	6.7	18.8	-12.1	3.4	4.1	-0.7	0.5	0.5	0.0
ABC1233	12.0	10.2	1.8	3.1	2.8	0.3	0.5	0.6	-0.1	5.2	3.5	1.7	10.2	7.8	2.4	17.5	11.6	5.9	20.4	22.7	-2.3
2RN	2.7	1.4	1.3	0.2	*	*	*	0.1	*	1.0	0.3	0.7	2.6	2.1	0.5	4.2	2.4	1.8	4.4	1.8	2.6
NEWSR	0.8	0.3	0.5	0.6	0.1	0.5	*	*	*	0.3	*	*	0.9	0.2	0.7	1.5	0.9	0.6	0.9	0.5	0.4
2JJJ	11.2	10.7	0.5	10.3	17.2	-6.9	36.6	28.5	8.1	23.4	26.8	-3.4	11.6	3.5	8.1	2.1	2.5	-0.4	0.2	0.3	-0.1
ABCFM	5.1	3.0	2.1	3.2	3.4	-0.2	1.0	0.7	0.3	2.7	1.1	1.6	4.1	2.2	1.9	3.9	1.7	2.2	10.6	7.2	3.4

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	9.8	10.3	-0.5	9.8	10.0	-0.2	15.1	16.3	-1.2	6.3	5.8	0.5	6.2	7.1	-0.9	12.2	15.8	-3.6	5.7	8.4	-2.7						
KOFM	16.4	19.3	-2.9	17.6	18.4	-0.8	14.8	19.2	-4.4	17.4	21.8	-4.4	16.0	18.1	-2.1	14.9	17.2	-2.3	14.9	16.4	-1.5						
NEWFM	8.5	9.9	-1.4	6.5	8.4	-1.9	8.4	10.5	-2.1	10.3	11.7	-1.4	10.7	8.9	1.8	6.8	9.9	-3.1	7.9	10.1	-2.2						
NXFM	10.6	16.8	-6.2	9.8	16.7	-6.9	8.7	15.4	-6.7	10.7	16.5	-5.8	14.3	20.4	-6.1	11.0	14.7	-3.7	9.5	16.4	-6.9						
ABC1233	11.8	9.7	2.1	16.6	14.5	2.1	9.7	7.3	2.4	8.0	7.2	0.8	8.6	7.0	1.6	17.9	12.3	5.6	12.5	11.9	0.6						
2RN	2.6	1.3	1.3	3.8	2.2	1.6	2.3	0.5	1.8	1.3	0.4	0.9	2.6	2.0	0.6	3.5	2.3	1.2	2.8	1.5	1.3						
NEWSR	0.7	0.3	0.4	1.0	0.5	0.5	0.5	0.1	0.4	0.4	0.2	0.2	0.4	0.2	0.2	2.1	0.3	1.8	1.1	0.6	0.5						
2JJJ	11.0	11.1	-0.1	9.5	9.5	0.0	9.9	9.4	0.5	13.3	12.8	0.5	12.6	14.3	-1.7	9.9	10.3	-0.4	11.9	9.3	2.6						
ABCFM	5.0	3.0	2.0	4.3	2.7	1.6	4.7	2.9	1.8	5.7	3.0	2.7	5.9	3.8	2.1	5.3	2.8	2.5	5.4	3.0	2.4						

Please note: Survey 1 2014 supplied by GfK; Survey 3 2013 supplied by Nielsen. Please take into account if comparing Survey 3 2013 and Survey 1 2014 results