

EMBARGOED UNTIL 9:30AM AEST



NEWCASTLE RADIO - SURVEY 2 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	10.3	8.8	1.5	1.4	1.2	0.2	2.3	4.0	-1.7	4.8	1.2	3.6	7.6	6.2	1.4	9.1	7.5	1.6	22.7	21.3	1.4
KOFM	15.3	16.1	-0.8	18.1	14.9	3.2	5.0	6.5	-1.5	17.4	21.9	-4.5	24.9	21.8	3.1	13.7	16.0	-2.3	8.8	9.0	-0.2
NEWFM	9.3	8.4	0.9	17.5	10.5	7.0	11.7	15.8	-4.1	11.8	12.3	-0.5	14.3	10.9	3.4	7.4	7.7	-0.3	1.6	0.6	1.0
NXFM	9.7	10.3	-0.6	35.0	49.7	-14.7	20.4	26.7	-6.3	18.9	17.3	1.6	7.8	6.7	1.1	3.1	3.4	-0.3	0.4	0.5	-0.1
ABC1233	11.1	12.0	-0.9	3.4	3.1	0.3	4.6	0.5	4.1	6.5	5.2	1.3	12.2	10.2	2.0	13.4	17.5	-4.1	15.9	20.4	-4.5
2RN	2.9	2.7	0.2	0.5	0.2	0.3	0.3	*	*	1.2	1.0	0.2	3.7	2.6	1.1	6.0	4.2	1.8	2.7	4.4	-1.7
NEWSR	0.5	0.8	-0.3	0.6	0.6	0.0	*	*	*	0.4	0.3	0.1	0.4	0.9	-0.5	1.0	1.5	-0.5	0.6	0.9	-0.3
2JJJ	10.8	11.2	-0.4	10.6	10.3	0.3	43.4	36.6	6.8	21.7	23.4	-1.7	6.9	11.6	-4.7	3.9	2.1	1.8	*	0.2	*
ABCFM	4.7	5.1	-0.4	3.3	3.2	0.1	0.8	1.0	-0.2	2.5	2.7	-0.2	3.3	4.1	-0.8	3.7	3.9	-0.2	10.0	10.6	-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	11.1	9.8	1.3	10.8	9.8	1.0	17.9	15.1	2.8	5.9	6.3	-0.4	6.5	6.2	0.3	16.9	12.2	4.7	7.8	5.7	2.1						
KOFM	15.8	16.4	-0.6	16.5	17.6	-1.1	14.7	14.8	-0.1	16.7	17.4	-0.7	15.7	16.0	-0.3	13.2	14.9	-1.7	13.9	14.9	-1.0						
NEWFM	9.4	8.5	0.9	7.0	6.5	0.5	9.3	8.4	0.9	11.7	10.3	1.4	11.5	10.7	0.8	6.7	6.8	-0.1	9.1	7.9	1.2						
NXFM	9.9	10.6	-0.7	9.5	9.8	-0.3	7.6	8.7	-1.1	10.2	10.7	-0.5	13.4	14.3	-0.9	10.6	11.0	-0.4	9.2	9.5	-0.3						
ABC1233	11.2	11.8	-0.6	15.1	16.6	-1.5	8.9	9.7	-0.8	9.5	8.0	1.5	9.6	8.6	1.0	12.6	17.9	-5.3	10.9	12.5	-1.6						
2RN	2.9	2.6	0.3	3.9	3.8	0.1	2.2	2.3	-0.1	2.0	1.3	0.7	3.7	2.6	1.1	2.9	3.5	-0.6	2.9	2.8	0.1						
NEWSR	0.5	0.7	-0.2	0.6	1.0	-0.4	0.3	0.5	-0.2	0.4	0.4	0.0	0.2	0.4	-0.2	1.4	2.1	-0.7	0.7	1.1	-0.4						
2JJJ	11.1	11.0	0.1	9.8	9.5	0.3	10.0	9.9	0.1	12.3	13.3	-1.0	12.9	12.6	0.3	11.7	9.9	1.8	9.7	11.9	-2.2						
ABCFM	4.6	5.0	-0.4	4.0	4.3	-0.3	4.0	4.7	-0.7	4.8	5.7	-0.9	5.9	5.9	0.0	5.7	5.3	0.4	4.9	5.4	-0.5						