



NEWCASTLE RADIO - SURVEY 1 2015

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	10.4	9.8	0.6	0.5	1.3	-0.8	2.3	2.7	-0.4	3.6	5.1	-1.5	7.4	7.2	0.2	13.7	9.1	4.6	20.7	20.8	-0.1
KOFM	15.6	15.3	0.3	9.6	16.8	-7.2	5.3	10.4	-5.1	18.4	13.3	5.1	24.2	24.2	0.0	16.1	18.0	-1.9	8.6	8.3	0.3
NEWFM	8.5	10.0	-1.5	13.8	17.5	-3.7	15.1	11.8	3.3	10.4	12.7	-2.3	14.1	17.1	-3.0	4.9	7.4	-2.5	0.5	1.1	-0.6
NXFM	10.7	11.6	-0.9	51.5	32.5	19.0	31.7	29.9	1.8	15.8	20.9	-5.1	8.2	10.0	-1.8	2.7	3.7	-1.0	0.2	0.5	-0.3
ABC1233	13.6	11.9	1.7	0.9	3.0	-2.1	1.4	3.3	-1.9	11.3	7.4	3.9	7.7	11.9	-4.2	18.7	14.7	4.0	24.2	18.3	5.9
2RN	2.6	2.2	0.4	1.0	0.3	0.7	0.3	0.3	0.0	2.0	2.1	-0.1	2.0	2.5	-0.5	3.7	3.2	0.5	4.0	2.2	1.8
NEWSR	0.9	0.6	0.3	*	0.1	*	0.2	0.1	0.1	0.7	0.4	0.3	0.6	0.6	0.0	1.2	1.1	0.1	1.4	0.7	0.7
2JJJ	9.9	9.9	0.0	17.2	19.9	-2.7	28.2	30.3	-2.1	20.8	21.3	-0.5	10.1	5.0	5.1	1.8	4.1	-2.3	0.2	0.1	0.1
ABCFM	4.0	3.9	0.1	1.2	*	*	1.2	0.1	1.1	3.6	1.6	2.0	2.3	1.6	0.7	4.0	6.4	-2.4	7.6	8.2	-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	11.2	10.5	0.7	8.5	10.8	-2.3	17.1	17.9	-0.8	9.5	5.8	3.7	8.1	4.8	3.3	14.8	13.3	1.5	7.7	7.4	0.3						
KOFM	16.6	16.0	0.6	17.5	16.7	0.8	17.1	15.7	1.4	18.1	17.7	0.4	15.6	15.6	0.0	9.5	9.9	-0.4	12.2	13.1	-0.9						
NEWFM	8.3	10.2	-1.9	7.7	8.4	-0.7	7.4	10.4	-3.0	9.0	12.0	-3.0	10.4	11.1	-0.7	7.3	8.1	-0.8	8.9	9.5	-0.6						
NXFM	10.5	11.7	-1.2	8.3	11.5	-3.2	7.0	8.8	-1.8	10.8	12.6	-1.8	15.1	14.9	0.2	18.9	11.6	7.3	11.6	11.5	0.1						
ABC1233	13.3	11.7	1.6	18.3	16.1	2.2	11.2	8.3	2.9	10.0	9.4	0.6	10.5	11.0	-0.5	16.5	15.5	1.0	14.6	12.3	2.3						
2RN	2.6	2.3	0.3	3.9	2.9	1.0	1.9	1.4	0.5	1.6	1.5	0.1	2.6	3.0	-0.4	2.9	3.4	-0.5	2.8	1.8	1.0						
NEWSR	0.8	0.6	0.2	1.3	0.8	0.5	0.5	0.2	0.3	0.4	0.4	0.0	0.7	0.5	0.2	0.8	1.3	-0.5	1.2	0.7	0.5						
2JJJ	10.4	10.2	0.2	9.0	8.2	0.8	9.8	8.9	0.9	12.1	10.7	1.4	12.3	13.4	-1.1	8.4	13.6	-5.2	8.5	8.8	-0.3						
ABCFM	3.9	3.6	0.3	3.7	3.0	0.7	3.3	3.3	0.0	4.0	4.0	0.0	5.1	4.6	0.5	3.8	4.3	-0.5	4.5	4.7	-0.2						

Please note: current survey results include listening via streaming to ABC, KOFM and NXFM for the entire survey and 2HD and NEWFM for 0 weeks.



NEWCASTLE RADIO - SURVEY 1 2015

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	1	0	1	1	0	3	3	0
KOFM	10	10	0	*	1	*	*	1	*	2	2	0	4	4	0	2	2	0	1	1	0
NEWFM	5	7	-2	*	1	*	1	1	0	1	2	-1	2	3	-1	1	1	0	*	*	*
NXFM	7	8	-1	2	1	1	1	2	-1	2	3	-1	1	2	-1	*	*	*	*	*	*
ABC1233	9	8	1	*	*	*	*	*	*	1	1	0	1	2	-1	2	2	0	4	3	1
2RN	2	1	1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	*	*
NEWSR	1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
2JJJ	6	7	-1	1	1	0	1	2	-1	2	3	-1	2	1	1	*	*	*	*	*	*
ABCFM	3	3	0	*	*	*	*	*	*	*	*	*	*	*	*	*	1	*	1	1	0
Total	63	67	-4	3	3	0	5	6	-1	12	13	-1	16	16	0	11	12	-1	16	17	-1

Average Audience (000's) by Session, P10+ [Potential: 497]

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	9	11	-2	17	19	-2	7	5	2	5	3	2	3	3	0	4	4	0
KOFM	11	12	-1	18	18	0	17	17	0	14	15	-1	10	10	0	2	2	0	6	7	-1
NEWFM	6	7	-1	8	9	-1	7	11	-4	7	10	-3	6	7	-1	1	2	-1	5	5	0
NXFM	7	8	-1	9	12	-3	7	9	-2	8	11	-3	9	10	-1	4	2	2	6	6	0
ABC1233	9	8	1	19	17	2	11	9	2	8	8	0	6	7	-1	3	3	0	8	7	1
2RN	2	2	0	4	3	1	2	2	0	1	1	0	2	2	0	1	1	0	1	1	0
NEWSR	1	*	*	1	1	0	*	*	*	*	*	*	*	*	*	*	*	*	1	*	*
2JJJ	7	7	0	9	9	0	9	9	0	9	9	0	8	9	-1	2	3	-1	4	5	-1
ABCFM	3	3	0	4	3	1	3	4	-1	3	3	0	3	3	0	1	1	0	2	3	-1
Total	67	72	-5	103	106	-3	97	107	-10	76	84	-8	61	66	-5	19	20	-1	52	54	-2

Please note: current survey results include listening via streaming to ABC, KOFM and NXFM for the entire survey and 2HD and NEWFM for 0 weeks.



NEWCASTLE RADIO - SURVEY 1 2015

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	66	61	5	2	3	-1	2	2	0	8	10	-2	13	10	3	13	12	1	30	25	5
KOFM	140	149	-9	14	21	-7	8	10	-2	29	31	-2	50	50	0	25	22	3	15	15	0
NEWFM	101	114	-13	16	17	-1	13	21	-8	34	31	3	28	32	-4	8	10	-2	3	2	1
NXFM	130	132	-2	32	25	7	27	28	-1	37	41	-4	25	28	-3	6	8	-2	2	3	-1
ABC1233	105	100	5	3	4	-1	3	2	1	20	15	5	21	25	-4	25	21	4	35	32	3
2RN	34	24	10	1	1	0	2	1	1	5	4	1	7	7	0	9	5	4	10	4	6
NEWSR	19	15	4	*	1	*	1	1	0	4	2	2	4	3	1	6	4	2	5	4	1
2JJJ	90	91	-1	11	13	-2	24	21	3	31	35	-4	18	13	5	3	7	-4	2	1	1
ABCFM	33	27	6	2	*	*	2	2	0	8	4	4	6	5	1	5	6	-1	10	11	-1
Total	470	467	3	49	50	-1	50	52	-2	99	101	-2	108	106	2	72	69	3	92	88	4

Cumulative Audience (000's) by Session, P10+ [Potential: 497]

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	63	57	6	38	40	-2	42	42	0	30	27	3	23	19	4	19	18	1	43	37	6
KOFM	127	136	-9	85	85	0	63	70	-7	72	82	-10	69	73	-4	28	33	-5	81	92	-11
NEWFM	88	107	-19	54	60	-6	40	53	-13	47	59	-12	49	54	-5	26	26	0	65	65	0
NXFM	118	122	-4	67	75	-8	46	53	-7	71	71	0	74	73	1	46	39	7	84	91	-7
ABC1233	95	89	6	70	66	4	51	45	6	49	52	-3	48	44	4	34	27	7	81	73	8
2RN	27	21	6	18	13	5	13	9	4	11	8	3	11	13	-2	9	6	3	21	14	7
NEWSR	16	14	2	9	8	1	5	5	0	6	4	2	6	3	3	3	4	-1	12	8	4
2JJJ	82	83	-1	53	53	0	42	41	1	49	50	-1	56	52	4	31	30	1	58	64	-6
ABCFM	30	25	5	17	14	3	15	13	2	16	14	2	15	14	1	10	10	0	22	20	2
Total	461	461	0	375	380	-5	308	316	-8	327	347	-20	326	330	-4	188	188	0	391	400	-9

Please note: current survey results include listening via streaming to ABC, KOFM and NXFM for the entire survey and 2HD and NEWFM for 0 weeks.