

EMBARGOED UNTIL 9:30AM AEST



NEWCASTLE RADIO - SURVEY 1 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 | 11.2 | 9.2 | 2.0 | 3.3 | 0.9 | 2.4 | 5.9 | 3.7 | 2.2 | 6.2 | 5.3 | 0.9 | 11.9 | 6.1 | 5.8 | 10.5 | 7.2 | 3.3 | 20.3 | 20.1 | 0.2 |
| KOFM | 16.1 | 13.1 | 3.0 | 23.9 | 17.3 | 6.6 | 4.8 | 15.4 | -10.6 | 11.2 | 9.6 | 1.6 | 26.9 | 21.8 | 5.1 | 21.2 | 14.8 | 6.4 | 7.9 | 5.5 | 2.4 |
| 105.3 NEWFM | 8.7 | 9.4 | -0.7 | 18.8 | 23.5 | -4.7 | 7.1 | 7.9 | -0.8 | 10.0 | 10.4 | -0.4 | 14.7 | 16.6 | -1.9 | 3.7 | 7.9 | -4.2 | 2.1 | 0.6 | 1.5 |
| NXFM | 12.0 | 10.9 | 1.1 | 22.7 | 30.9 | -8.2 | 32.0 | 32.9 | -0.9 | 20.1 | 15.2 | 4.9 | 10.9 | 11.4 | -0.5 | 2.1 | 3.1 | -1.0 | 0.5 | 0.5 | 0.0 |
| ABC1233 | 11.7 | 15.7 | -4.0 | 1.8 | 6.3 | -4.5 | 10.5 | 3.3 | 7.2 | 10.9 | 14.1 | -3.2 | 8.9 | 11.4 | -2.5 | 13.8 | 19.0 | -5.2 | 17.5 | 24.6 | -7.1 |
| 2RN | 1.8 | 2.8 | -1.0 | * | 0.8 | * | 0.3 | 0.8 | -0.5 | 0.2 | 2.7 | -2.5 | 0.8 | 2.7 | -1.9 | 2.5 | 4.3 | -1.8 | 4.9 | 2.9 | 2.0 |
| NEWSR | 0.9 | 1.2 | -0.3 | 0.1 | 0.7 | -0.6 | 0.7 | 1.0 | -0.3 | 0.7 | 0.7 | 0.0 | 1.1 | 0.6 | 0.5 | 0.9 | 2.5 | -1.6 | 1.4 | 1.6 | -0.2 |
| 2JJJ | 11.4 | 10.1 | 1.3 | 15.1 | 9.7 | 5.4 | 29.8 | 26.1 | 3.7 | 20.6 | 23.3 | -2.7 | 8.0 | 7.4 | 0.6 | 6.9 | 4.5 | 2.4 | 0.6 | 0.1 | 0.5 |
| ABCFM | 3.2 | 3.5 | -0.3 | 0.8 | 0.6 | 0.2 | 3.5 | 1.1 | 2.4 | 2.2 | 1.3 | 0.9 | 1.4 | 3.5 | -2.1 | 3.1 | 4.8 | -1.7 | 6.6 | 5.9 | 0.7 |

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 | 11.6 | 10.2 | 1.4 | 12.0 | 9.5 | 2.5 | 17.6 | 15.2 | 2.4 | 7.0 | 7.8 | -0.8 | 5.9 | 5.7 | 0.2 | 19.7 | 14.2 | 5.5 | 9.7 | 5.9 | 3.8 | | | | | | |
| KOFM | 16.7 | 13.3 | 3.4 | 18.2 | 13.3 | 4.9 | 15.5 | 13.6 | 1.9 | 16.8 | 14.6 | 2.2 | 17.9 | 13.2 | 4.7 | 10.6 | 7.9 | 2.7 | 14.0 | 12.7 | 1.3 | | | | | | |
| 105.3 NEWFM | 8.5 | 9.7 | -1.2 | 7.5 | 7.6 | -0.1 | 8.3 | 9.2 | -0.9 | 9.8 | 12.2 | -2.4 | 9.4 | 10.2 | -0.8 | 7.7 | 9.2 | -1.5 | 9.4 | 8.4 | 1.0 | | | | | | |
| NXFM | 12.1 | 11.2 | 0.9 | 10.2 | 9.1 | 1.1 | 10.9 | 9.4 | 1.5 | 14.7 | 13.1 | 1.6 | 15.4 | 14.5 | 0.9 | 6.8 | 12.3 | -5.5 | 11.8 | 9.7 | 2.1 | | | | | | |
| ABC1233 | 11.7 | 14.9 | -3.2 | 16.1 | 19.8 | -3.7 | 7.6 | 11.0 | -3.4 | 9.0 | 11.4 | -2.4 | 10.3 | 12.1 | -1.8 | 19.7 | 24.1 | -4.4 | 11.9 | 18.3 | -6.4 | | | | | | |
| 2RN | 1.7 | 2.8 | -1.1 | 2.4 | 4.2 | -1.8 | 1.4 | 1.3 | 0.1 | 1.2 | 1.6 | -0.4 | 1.9 | 3.4 | -1.5 | 1.7 | 4.6 | -2.9 | 1.8 | 2.6 | -0.8 | | | | | | |
| NEWSR | 1.0 | 1.1 | -0.1 | 1.2 | 1.7 | -0.5 | 0.7 | 0.8 | -0.1 | 0.5 | 0.5 | 0.0 | 1.3 | 1.1 | 0.2 | 2.1 | 1.4 | 0.7 | 0.8 | 1.8 | -1.0 | | | | | | |
| 2JJJ | 12.1 | 10.3 | 1.8 | 9.7 | 9.2 | 0.5 | 11.4 | 9.8 | 1.6 | 13.9 | 10.6 | 3.3 | 15.3 | 14.4 | 0.9 | 10.7 | 6.7 | 4.0 | 9.3 | 9.7 | -0.4 | | | | | | |
| ABCFM | 3.0 | 3.3 | -0.3 | 3.1 | 3.1 | 0.0 | 2.4 | 3.9 | -1.5 | 2.8 | 2.3 | 0.5 | 3.5 | 3.9 | -0.4 | 5.1 | 4.3 | 0.8 | 3.6 | 4.3 | -0.7 | | | | | | |

Please note: current survey results include listening via streaming to ABC, KOFM and NXFM for the entire survey and 2HD and 105.3 NEWFM for 0 weeks.

EMBARGOED UNTIL 9:30AM AEST



NEWCASTLE RADIO - SURVEY 1 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 | 8 | 6 | 2 | * | * | * | * | * | * | 1 | 1 | 0 | 2 | 1 | 1 | 1 | 1 | 0 | 3 | 3 | 0 |
| KOFM | 11 | 9 | 2 | 1 | 1 | 0 | * | 1 | * | 2 | 1 | 1 | 4 | 3 | 1 | 2 | 2 | 0 | 1 | 1 | 0 |
| 105.3 NEWFM | 6 | 6 | 0 | 1 | 1 | 0 | * | * | * | 1 | 1 | 0 | 2 | 2 | 0 | * | 1 | * | * | * | * |
| NXFM | 8 | 7 | 1 | 1 | 1 | 0 | 2 | 2 | 0 | 3 | 2 | 1 | 2 | 2 | 0 | * | * | * | * | * | * |
| ABC1233 | 8 | 10 | -2 | * | * | * | 1 | * | * | 2 | 2 | 0 | 1 | 2 | -1 | 1 | 2 | -1 | 3 | 4 | -1 |
| 2RN | 1 | 2 | -1 | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | 1 | * | * |
| NEWSR | 1 | 1 | 0 | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * |
| 2JJJ | 8 | 7 | 1 | 1 | * | * | 2 | 1 | 1 | 3 | 3 | 0 | 1 | 1 | 0 | 1 | * | * | * | * | * |
| ABCFM | 2 | 2 | 0 | * | * | * | * | * | * | * | * | * | * | 1 | * | * | 1 | * | 1 | 1 | 0 |
| Total | 68 | 65 | 3 | 4 | 3 | 1 | 6 | 6 | 0 | 15 | 14 | 1 | 17 | 15 | 2 | 10 | 11 | -1 | 15 | 17 | -2 |

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 | 8 | 7 | 1 | 14 | 10 | 4 | 19 | 15 | 4 | 6 | 6 | 0 | 4 | 4 | 0 | 3 | 3 | 0 | 5 | 3 | 2 |
| KOFM | 12 | 9 | 3 | 21 | 14 | 7 | 17 | 13 | 4 | 14 | 12 | 2 | 13 | 8 | 5 | 2 | 2 | 0 | 8 | 7 | 1 |
| 105.3 NEWFM | 6 | 7 | -1 | 9 | 8 | 1 | 9 | 9 | 0 | 8 | 10 | -2 | 7 | 7 | 0 | 1 | 2 | -1 | 5 | 5 | 0 |
| NXFM | 9 | 8 | 1 | 12 | 10 | 2 | 12 | 9 | 3 | 12 | 11 | 1 | 11 | 9 | 2 | 1 | 3 | -2 | 6 | 5 | 1 |
| ABC1233 | 8 | 10 | -2 | 19 | 21 | -2 | 8 | 11 | -3 | 7 | 9 | -2 | 7 | 8 | -1 | 3 | 5 | -2 | 6 | 10 | -4 |
| 2RN | 1 | 2 | -1 | 3 | 5 | -2 | 1 | 1 | 0 | 1 | 1 | 0 | 1 | 2 | -1 | * | 1 | * | 1 | 1 | 0 |
| NEWSR | 1 | 1 | 0 | 1 | 2 | -1 | 1 | 1 | 0 | * | * | * | 1 | 1 | 0 | * | * | * | * | 1 | * |
| 2JJJ | 9 | 7 | 2 | 11 | 10 | 1 | 12 | 10 | 2 | 11 | 9 | 2 | 11 | 9 | 2 | 2 | 1 | 1 | 5 | 5 | 0 |
| ABCFM | 2 | 2 | 0 | 4 | 3 | 1 | 3 | 4 | -1 | 2 | 2 | 0 | 2 | 2 | 0 | 1 | 1 | 0 | 2 | 2 | 0 |
| Total | 73 | 70 | 3 | 117 | 108 | 9 | 107 | 99 | 8 | 81 | 82 | -1 | 71 | 64 | 7 | 16 | 20 | -4 | 55 | 54 | 1 |

Please note: current survey results include listening via streaming to ABC, KOFM and NXFM for the entire survey and 2HD and 105.3 NEWFM for 0 weeks.



NEWCASTLE RADIO - SURVEY 1 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 | 70 | 65 | 5 | 2 | 2 | 0 | 3 | 2 | 1 | 11 | 8 | 3 | 15 | 13 | 2 | 11 | 12 | -1 | 29 | 27 | 2 |
| KOFM | 148 | 146 | 2 | 14 | 21 | -7 | 11 | 13 | -2 | 33 | 28 | 5 | 48 | 48 | 0 | 26 | 23 | 3 | 16 | 13 | 3 |
| 105.3 NEWFM | 109 | 112 | -3 | 17 | 20 | -3 | 16 | 14 | 2 | 27 | 27 | 0 | 36 | 36 | 0 | 7 | 11 | -4 | 6 | 4 | 2 |
| NXFM | 126 | 133 | -7 | 27 | 28 | -1 | 25 | 30 | -5 | 37 | 34 | 3 | 28 | 32 | -4 | 7 | 7 | 0 | 2 | 3 | -1 |
| ABC1233 | 103 | 123 | -20 | 4 | 8 | -4 | 6 | 5 | 1 | 15 | 22 | -7 | 26 | 27 | -1 | 18 | 23 | -5 | 33 | 37 | -4 |
| 2RN | 19 | 31 | -12 | 1 | 2 | -1 | 1 | 2 | -1 | 1 | 6 | -5 | 4 | 7 | -3 | 5 | 7 | -2 | 6 | 7 | -1 |
| NEWSR | 24 | 32 | -8 | 1 | 4 | -3 | 2 | 4 | -2 | 5 | 4 | 1 | 7 | 5 | 2 | 3 | 7 | -4 | 5 | 8 | -3 |
| 2JJJ | 95 | 96 | -1 | 13 | 9 | 4 | 24 | 25 | -1 | 32 | 36 | -4 | 15 | 18 | -3 | 8 | 7 | 1 | 2 | * | * |
| ABCFM | 34 | 32 | 2 | 3 | 2 | 1 | 4 | 3 | 1 | 5 | 5 | 0 | 6 | 7 | -1 | 6 | 6 | 0 | 11 | 9 | 2 |
| Total | 477 | 471 | 6 | 49 | 50 | -1 | 52 | 52 | 0 | 104 | 100 | 4 | 108 | 108 | 0 | 68 | 72 | -4 | 95 | 90 | 5 |

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 | 66 | 61 | 5 | 45 | 37 | 8 | 46 | 41 | 5 | 30 | 29 | 1 | 26 | 24 | 2 | 20 | 20 | 0 | 46 | 40 | 6 |
| KOFM | 136 | 136 | 0 | 102 | 89 | 13 | 69 | 71 | -2 | 70 | 77 | -7 | 73 | 67 | 6 | 26 | 28 | -2 | 88 | 91 | -3 |
| 105.3 NEWFM | 99 | 99 | 0 | 56 | 59 | -3 | 39 | 49 | -10 | 54 | 58 | -4 | 51 | 50 | 1 | 21 | 26 | -5 | 61 | 70 | -9 |
| NXFM | 115 | 126 | -11 | 68 | 78 | -10 | 56 | 62 | -6 | 66 | 81 | -15 | 76 | 78 | -2 | 27 | 45 | -18 | 78 | 80 | -2 |
| ABC1233 | 91 | 108 | -17 | 71 | 77 | -6 | 38 | 54 | -16 | 44 | 57 | -13 | 51 | 52 | -1 | 31 | 37 | -6 | 73 | 88 | -15 |
| 2RN | 18 | 27 | -9 | 13 | 19 | -6 | 8 | 12 | -4 | 8 | 12 | -4 | 7 | 14 | -7 | 5 | 9 | -4 | 11 | 20 | -9 |
| NEWSR | 21 | 24 | -3 | 9 | 15 | -6 | 7 | 8 | -1 | 6 | 8 | -2 | 9 | 8 | 1 | 5 | 4 | 1 | 11 | 19 | -8 |
| 2JJJ | 90 | 90 | 0 | 63 | 55 | 8 | 46 | 47 | -1 | 52 | 48 | 4 | 63 | 59 | 4 | 23 | 26 | -3 | 58 | 67 | -9 |
| ABCFM | 31 | 28 | 3 | 17 | 17 | 0 | 19 | 14 | 5 | 18 | 13 | 5 | 16 | 15 | 1 | 12 | 10 | 2 | 25 | 23 | 2 |
| Total | 469 | 464 | 5 | 394 | 384 | 10 | 313 | 328 | -15 | 327 | 337 | -10 | 331 | 325 | 6 | 163 | 185 | -22 | 399 | 401 | -2 |

Please note: current survey results include listening via streaming to ABC, KOFM and NXFM for the entire survey and 2HD and 105.3 NEWFM for 0 weeks.