

EMBARGOED UNTIL 9:30AM AEST



NEWCASTLE RADIO - SURVEY 2 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 | 10.1 | 11.2 | -1.1 | 4.6 | 3.3 | 1.3 | 0.1 | 5.9 | -5.8 | 3.1 | 6.2 | -3.1 | 9.9 | 11.9 | -2.0 | 8.6 | 10.5 | -1.9 | 23.7 | 20.3 | 3.4 |
| KOFM | 18.2 | 16.1 | 2.1 | 19.8 | 23.9 | -4.1 | 15.9 | 4.8 | 11.1 | 12.2 | 11.2 | 1.0 | 33.1 | 26.9 | 6.2 | 23.6 | 21.2 | 2.4 | 6.5 | 7.9 | -1.4 |
| 105.3 NEWFM | 10.4 | 8.7 | 1.7 | 20.7 | 18.8 | 1.9 | 12.4 | 7.1 | 5.3 | 11.3 | 10.0 | 1.3 | 16.9 | 14.7 | 2.2 | 5.6 | 3.7 | 1.9 | 2.4 | 2.1 | 0.3 |
| NXFM | 13.0 | 12.0 | 1.0 | 25.1 | 22.7 | 2.4 | 30.8 | 32.0 | -1.2 | 23.2 | 20.1 | 3.1 | 10.2 | 10.9 | -0.7 | 3.5 | 2.1 | 1.4 | 1.0 | 0.5 | 0.5 |
| ABC1233 | 10.6 | 11.7 | -1.1 | 3.8 | 1.8 | 2.0 | 3.3 | 10.5 | -7.2 | 8.8 | 10.9 | -2.1 | 7.4 | 8.9 | -1.5 | 17.8 | 13.8 | 4.0 | 16.1 | 17.5 | -1.4 |
| 2RN | 1.8 | 1.8 | 0.0 | 1.2 | * | * | 0.3 | 0.3 | 0.0 | 1.3 | 0.2 | 1.1 | 0.9 | 0.8 | 0.1 | 2.3 | 2.5 | -0.2 | 3.5 | 4.9 | -1.4 |
| NEWSR | 1.2 | 0.9 | 0.3 | 1.0 | 0.1 | 0.9 | 0.7 | 0.7 | 0.0 | 0.8 | 0.7 | 0.1 | 2.2 | 1.1 | 1.1 | 0.4 | 0.9 | -0.5 | 1.4 | 1.4 | 0.0 |
| 2JJJ | 10.1 | 11.4 | -1.3 | 12.4 | 15.1 | -2.7 | 27.4 | 29.8 | -2.4 | 23.9 | 20.6 | 3.3 | 3.6 | 8.0 | -4.4 | 2.0 | 6.9 | -4.9 | 0.5 | 0.6 | -0.1 |
| ABCFM | 3.9 | 3.2 | 0.7 | 1.1 | 0.8 | 0.3 | 3.9 | 3.5 | 0.4 | 2.1 | 2.2 | -0.1 | 1.1 | 1.4 | -0.3 | 3.7 | 3.1 | 0.6 | 9.2 | 6.6 | 2.6 |

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 | 10.4 | 11.6 | -1.2 | 10.1 | 12.0 | -1.9 | 15.6 | 17.6 | -2.0 | 6.9 | 7.0 | -0.1 | 6.0 | 5.9 | 0.1 | 17.4 | 19.7 | -2.3 | 8.9 | 9.7 | -0.8 | | | | | | |
| KOFM | 18.6 | 16.7 | 1.9 | 19.4 | 18.2 | 1.2 | 15.8 | 15.5 | 0.3 | 19.9 | 16.8 | 3.1 | 20.2 | 17.9 | 2.3 | 16.7 | 10.6 | 6.1 | 16.8 | 14.0 | 2.8 | | | | | | |
| 105.3 NEWFM | 10.7 | 8.5 | 2.2 | 9.3 | 7.5 | 1.8 | 11.7 | 8.3 | 3.4 | 13.3 | 9.8 | 3.5 | 9.5 | 9.4 | 0.1 | 6.2 | 7.7 | -1.5 | 9.1 | 9.4 | -0.3 | | | | | | |
| NXFM | 13.3 | 12.1 | 1.2 | 11.5 | 10.2 | 1.3 | 11.8 | 10.9 | 0.9 | 14.7 | 14.7 | 0.0 | 16.6 | 15.4 | 1.2 | 13.2 | 6.8 | 6.4 | 12.0 | 11.8 | 0.2 | | | | | | |
| ABC1233 | 10.2 | 11.7 | -1.5 | 14.2 | 16.1 | -1.9 | 8.5 | 7.6 | 0.9 | 7.8 | 9.0 | -1.2 | 8.3 | 10.3 | -2.0 | 13.9 | 19.7 | -5.8 | 12.1 | 11.9 | 0.2 | | | | | | |
| 2RN | 1.7 | 1.7 | 0.0 | 2.9 | 2.4 | 0.5 | 1.0 | 1.4 | -0.4 | 1.1 | 1.2 | -0.1 | 1.8 | 1.9 | -0.1 | 1.6 | 1.7 | -0.1 | 2.0 | 1.8 | 0.2 | | | | | | |
| NEWSR | 1.1 | 1.0 | 0.1 | 1.7 | 1.2 | 0.5 | 0.6 | 0.7 | -0.1 | 0.4 | 0.5 | -0.1 | 1.3 | 1.3 | 0.0 | 2.9 | 2.1 | 0.8 | 1.5 | 0.8 | 0.7 | | | | | | |
| 2JJJ | 10.5 | 12.1 | -1.6 | 9.2 | 9.7 | -0.5 | 9.2 | 11.4 | -2.2 | 10.7 | 13.9 | -3.2 | 13.9 | 15.3 | -1.4 | 11.6 | 10.7 | 0.9 | 8.7 | 9.3 | -0.6 | | | | | | |
| ABCFM | 3.8 | 3.0 | 0.8 | 2.8 | 3.1 | -0.3 | 4.3 | 2.4 | 1.9 | 4.4 | 2.8 | 1.6 | 4.3 | 3.5 | 0.8 | 2.2 | 5.1 | -2.9 | 4.4 | 3.6 | 0.8 | | | | | | |

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 2 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 | 7 | 8 | -1 | * | * | * | * | * | * | * | 1 | * | 2 | 2 | 0 | 1 | 1 | 0 | 4 | 3 | 1 | |
| KOFM | 12 | 11 | 1 | 1 | 1 | 0 | 1 | * | * | 2 | 2 | 0 | 5 | 4 | 1 | 2 | 2 | 0 | 1 | 1 | 0 | |
| 105.3 NEWFM | 7 | 6 | 1 | 1 | 1 | 0 | 1 | * | * | 2 | 1 | 1 | 3 | 2 | 1 | 1 | * | * | * | * | * | * |
| NXFM | 9 | 8 | 1 | 1 | 1 | 0 | 2 | 2 | 0 | 3 | 3 | 0 | 2 | 2 | 0 | * | * | * | * | * | * | |
| ABC1233 | 7 | 8 | -1 | * | * | * | * | 1 | * | 1 | 2 | -1 | 1 | 1 | 0 | 2 | 1 | 1 | 3 | 3 | 0 | |
| 2RN | 1 | 1 | 0 | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | 1 | 1 | 0 | |
| NEWSR | 1 | 1 | 0 | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | |
| 2JJJ | 7 | 8 | -1 | 1 | 1 | 0 | 2 | 2 | 0 | 3 | 3 | 0 | 1 | 1 | 0 | * | 1 | * | * | * | * | |
| ABCFM | 3 | 2 | 1 | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | 1 | 1 | 0 | |
| Total | 67 | 68 | -1 | 5 | 4 | 1 | 7 | 6 | 1 | 15 | 15 | 0 | 15 | 17 | -2 | 10 | 10 | 0 | 16 | 15 | 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 | 8 | 8 | 0 | 11 | 14 | -3 | 17 | 19 | -2 | 6 | 6 | 0 | 4 | 4 | 0 | 3 | 3 | 0 | 5 | 5 | 0 |
| KOFM | 14 | 12 | 2 | 21 | 21 | 0 | 17 | 17 | 0 | 17 | 14 | 3 | 15 | 13 | 2 | 3 | 2 | 1 | 9 | 8 | 1 |
| 105.3 NEWFM | 8 | 6 | 2 | 10 | 9 | 1 | 13 | 9 | 4 | 11 | 8 | 3 | 7 | 7 | 0 | 1 | 1 | 0 | 5 | 5 | 0 |
| NXFM | 10 | 9 | 1 | 12 | 12 | 0 | 13 | 12 | 1 | 13 | 12 | 1 | 12 | 11 | 1 | 2 | 1 | 1 | 6 | 6 | 0 |
| ABC1233 | 7 | 8 | -1 | 15 | 19 | -4 | 9 | 8 | 1 | 7 | 7 | 0 | 6 | 7 | -1 | 2 | 3 | -1 | 6 | 6 | 0 |
| 2RN | 1 | 1 | 0 | 3 | 3 | 0 | 1 | 1 | 0 | 1 | 1 | 0 | 1 | 1 | 0 | * | * | * | 1 | 1 | 0 |
| NEWSR | 1 | 1 | 0 | 2 | 1 | 1 | 1 | 1 | 0 | * | * | * | 1 | 1 | 0 | 1 | * | * | 1 | * | * |
| 2JJJ | 8 | 9 | -1 | 10 | 11 | -1 | 10 | 12 | -2 | 9 | 11 | -2 | 10 | 11 | -1 | 2 | 2 | 0 | 5 | 5 | 0 |
| ABCFM | 3 | 2 | 1 | 3 | 4 | -1 | 5 | 3 | 2 | 4 | 2 | 2 | 3 | 2 | 1 | * | 1 | * | 2 | 2 | 0 |
| Total | 73 | 73 | 0 | 107 | 117 | -10 | 108 | 107 | 1 | 86 | 81 | 5 | 73 | 71 | 2 | 18 | 16 | 2 | 52 | 55 | -3 |

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 2 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 | 68 | 70 | -2 | 3 | 2 | 1 | 1 | 3 | -2 | 7 | 11 | -4 | 14 | 15 | -1 | 11 | 11 | 0 | 32 | 29 | 3 |
| KOFM | 147 | 148 | -1 | 15 | 14 | 1 | 11 | 11 | 0 | 27 | 33 | -6 | 52 | 48 | 4 | 27 | 26 | 1 | 14 | 16 | -2 |
| 105.3 NEWFM | 114 | 109 | 5 | 20 | 17 | 3 | 16 | 16 | 0 | 28 | 27 | 1 | 36 | 36 | 0 | 8 | 7 | 1 | 7 | 6 | 1 |
| NXFM | 135 | 126 | 9 | 29 | 27 | 2 | 24 | 25 | -1 | 42 | 37 | 5 | 27 | 28 | -1 | 8 | 7 | 1 | 3 | 2 | 1 |
| ABC1233 | 99 | 103 | -4 | 4 | 4 | 0 | 7 | 6 | 1 | 13 | 15 | -2 | 29 | 26 | 3 | 18 | 18 | 0 | 28 | 33 | -5 |
| 2RN | 24 | 19 | 5 | 2 | 1 | 1 | 2 | 1 | 1 | 3 | 1 | 2 | 6 | 4 | 2 | 4 | 5 | -1 | 7 | 6 | 1 |
| NEWSR | 28 | 24 | 4 | 2 | 1 | 1 | 2 | 2 | 0 | 5 | 5 | 0 | 10 | 7 | 3 | 4 | 3 | 1 | 6 | 5 | 1 |
| 2JJJ | 98 | 95 | 3 | 11 | 13 | -2 | 27 | 24 | 3 | 38 | 32 | 6 | 15 | 15 | 0 | 7 | 8 | -1 | 2 | 2 | 0 |
| ABCFM | 36 | 34 | 2 | 2 | 3 | -1 | 4 | 4 | 0 | 5 | 5 | 0 | 5 | 6 | -1 | 6 | 6 | 0 | 13 | 11 | 2 |
| Total | 476 | 477 | -1 | 49 | 49 | 0 | 52 | 52 | 0 | 104 | 104 | 0 | 109 | 108 | 1 | 68 | 68 | 0 | 94 | 95 | -1 |

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 | 64 | 66 | -2 | 44 | 45 | -1 | 40 | 46 | -6 | 29 | 30 | -1 | 27 | 26 | 1 | 20 | 20 | 0 | 43 | 46 | -3 |
| KOFM | 138 | 136 | 2 | 101 | 102 | -1 | 67 | 69 | -2 | 81 | 70 | 11 | 80 | 73 | 7 | 33 | 26 | 7 | 92 | 88 | 4 |
| 105.3 NEWFM | 105 | 99 | 6 | 63 | 56 | 7 | 50 | 39 | 11 | 66 | 54 | 12 | 57 | 51 | 6 | 25 | 21 | 4 | 67 | 61 | 6 |
| NXFM | 124 | 115 | 9 | 68 | 68 | 0 | 62 | 56 | 6 | 74 | 66 | 8 | 89 | 76 | 13 | 36 | 27 | 9 | 79 | 78 | 1 |
| ABC1233 | 85 | 91 | -6 | 65 | 71 | -6 | 39 | 38 | 1 | 38 | 44 | -6 | 46 | 51 | -5 | 27 | 31 | -4 | 70 | 73 | -3 |
| 2RN | 22 | 18 | 4 | 15 | 13 | 2 | 8 | 8 | 0 | 9 | 8 | 1 | 12 | 7 | 5 | 6 | 5 | 1 | 13 | 11 | 2 |
| NEWSR | 23 | 21 | 2 | 13 | 9 | 4 | 5 | 7 | -2 | 6 | 6 | 0 | 11 | 9 | 2 | 7 | 5 | 2 | 15 | 11 | 4 |
| 2JJJ | 93 | 90 | 3 | 61 | 63 | -2 | 44 | 46 | -2 | 53 | 52 | 1 | 63 | 63 | 0 | 28 | 23 | 5 | 62 | 58 | 4 |
| ABCFM | 34 | 31 | 3 | 20 | 17 | 3 | 22 | 19 | 3 | 21 | 18 | 3 | 19 | 16 | 3 | 9 | 12 | -3 | 26 | 25 | 1 |
| Total | 468 | 469 | -1 | 388 | 394 | -6 | 321 | 313 | 8 | 349 | 327 | 22 | 352 | 331 | 21 | 173 | 163 | 10 | 393 | 399 | -6 |

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.