

NEWCASTLE RADIO - SURVEY #1 2013



Share Movement (%) by Demographic, Mon-Sun 5.30am-12.00 Midnight

Station	P10+			P10-17			P18-24			P25-39			P40-54			P55-64			P65+		
	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-
2HD	8.6	11.6	-3.0	1.1	6.7	-5.6	2.2	1.2	1.0	2.7	4.3	-1.6	5.8	8.5	-2.7	11.3	8.3	3.0	19.1	29.3	-10.2
KOFM	21.4	15.6	5.8	20.2	11.4	8.8	26.8	14.9	11.9	14.0	12.9	1.1	36.6	25.3	11.3	23.8	20.8	3.0	9.1	6.4	2.7
NEWFM	8.2	8.0	0.2	12.1	11.4	0.7	6.5	12.0	-5.5	14.7	14.4	0.3	11.4	10.0	1.4	4.1	3.1	1.0	1.7	0.3	1.4
NXFM	14.4	17.1	-2.7	42.1	46.5	-4.4	39.8	35.8	4.0	26.6	28.6	-2.0	10.6	15.8	-5.2	2.6	6.6	-4.0	0.2	1.5	-1.3
ABC1233	10.0	10.8	-0.8	1.7	7.3	-5.6	2.1	1.1	1.0	2.4	3.5	-1.1	11.1	10.4	0.7	12.9	11.2	1.7	18.3	22.6	-4.3
2RN	1.1	1.3	-0.2	0.3	*	0.3	*	0.2	-0.2	0.2	0.8	-0.6	1.2	1.7	-0.5	1.2	3.2	-2.0	2.2	1.0	1.2
NEWSR	0.7	0.5	0.2	*	*	0.0	*	0.3	-0.3	0.2	0.4	-0.2	0.8	0.5	0.3	1.2	1.1	0.1	1.1	0.4	0.7
2JJB	11.4	12.0	-0.6	18.2	7.5	10.7	20.8	33.5	-12.7	32.8	23.8	9.0	5.1	9.6	-4.5	1.7	3.6	-1.9	0.3	0.1	0.2
ABCFM	2.7	2.6	0.1	0.2	0.7	-0.5	0.5	0.3	0.2	0.7	0.1	0.6	1.1	0.9	0.2	1.9	3.1	-1.2	7.9	7.5	0.4

Share Movement (%) by Session, P10+

Station	Mon-Fri 5.30am-12.00Mdnt			Breakfast 5.30am-9.00am			Morning 9.00am-12.00Noon			Afternoon 12.00Noon-4.00pm			Drive 4.00pm-7.00pm			Evening 7.00pm-12.00Mdnt			Saturday & Sunday 5.30am-12.00Mdnt		
	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-
2HD	8.9	12.2	-3.3	8.8	11.4	-2.6	13.2	17.2	-4.0	6.0	8.9	-2.9	5.2	9.2	-4.0	13.0	17.2	-4.2	7.6	9.5	-1.9
KOFM	22.4	15.8	6.6	23.3	16.4	6.9	22.8	16.2	6.6	24.0	16.8	7.2	20.7	12.6	8.1	15.5	15.7	-0.2	17.4	14.9	2.5
NEWFM	8.4	8.1	0.3	8.1	6.9	1.2	8.2	7.8	0.4	9.5	9.0	0.5	7.7	9.3	-1.6	8.1	8.0	0.1	7.4	7.4	0.0
NXFM	14.5	18.0	-3.5	12.2	17.4	-5.2	13.4	14.9	-1.5	17.3	19.9	-2.6	17.3	20.7	-3.4	11.3	18.4	-7.1	14.0	14.0	0.0
ABC1233	9.6	9.5	0.1	13.1	12.6	0.5	7.5	6.8	0.7	6.5	6.8	-0.3	7.8	10.4	-2.6	17.6	15.4	2.2	11.6	15.4	-3.8
2RN	1.1	1.3	-0.2	1.4	1.7	-0.3	1.1	1.4	-0.3	0.4	0.4	0.0	1.4	1.9	-0.5	1.9	2.1	-0.2	0.9	1.4	-0.5
NEWSR	0.7	0.5	0.2	0.8	0.6	0.2	0.4	0.2	0.2	0.5	0.3	0.2	0.9	0.5	0.4	1.9	1.8	0.1	0.6	0.7	-0.1
2JJB	11.4	12.6	-1.2	9.9	11.3	-1.4	10.1	12.0	-1.9	11.4	14.5	-3.1	15.4	14.1	1.3	13.9	9.1	4.8	11.2	9.8	1.4
ABCFM	2.5	2.4	0.1	2.1	1.8	0.3	2.6	2.2	0.4	2.5	2.6	-0.1	3.2	3.7	-0.5	2.7	1.7	1.0	3.2	3.3	-0.1

Survey Period: Sun Jan 27 - Sat Feb 2, Sun Feb 10 - Sat Mar 23 and Sun Apr 14 - Sat Apr 20, 2013

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