

NEWCASTLE RADIO - SURVEY #3 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	9.9	9.3	0.6	0.8	0.5	0.3	1.0	0.1	0.9	2.5	2.4	0.1	4.5	3.7	0.8	10.4	14.6	-4.2	26.7	21.9	4.8
KOFM	18.7	20.2	-1.5	21.7	22.0	-0.3	17.2	21.2	-4.0	18.5	16.8	1.7	30.8	34.8	-4.0	21.3	21.7	-0.4	5.5	6.2	-0.7
NEWFM	9.9	7.8	2.1	7.7	12.5	-4.8	9.6	5.9	3.7	14.2	10.3	3.9	16.0	13.5	2.5	9.7	5.5	4.2	1.2	1.0	0.2
NXFM	16.7	14.9	1.8	43.3	37.7	5.6	41.1	34.6	6.5	24.9	28.9	-4.0	18.8	14.2	4.6	4.1	3.7	0.4	0.5	0.4	0.1
ABC1233	10.2	11.1	-0.9	2.8	1.5	1.3	0.6	1.6	-1.0	3.5	2.0	1.5	7.8	10.5	-2.7	11.6	12.2	-0.6	22.7	24.0	-1.3
2RN	1.4	1.5	-0.1	*	0.2	-0.2	0.1	*	0.1	0.3	0.5	-0.2	2.1	1.6	0.5	2.4	1.5	0.9	1.8	2.9	-1.1
NEWSR	0.3	0.6	-0.3	0.1	0.1	0.0	*	*	0.0	*	0.1	-0.1	0.2	0.3	-0.1	0.9	1.1	-0.2	0.5	1.1	-0.6
2JJJ	10.7	11.1	-0.4	17.2	18.6	-1.4	28.5	34.0	-5.5	26.8	30.4	-3.6	3.5	3.0	0.5	2.5	1.5	1.0	0.3	0.3	0.0
ABCFM	3.0	3.7	-0.7	3.4	3.4	0.0	0.7	1.0	-0.3	1.1	1.0	0.1	2.2	2.4	-0.2	1.7	2.6	-0.9	7.2	9.4	-2.2

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	10.3	9.8	0.5	10.0	9.1	0.9	16.3	15.4	0.9	5.8	6.3	-0.5	7.1	6.4	0.7	15.8	14.3	1.5	8.4	7.5	0.9
KOFM	19.3	20.8	-1.5	18.4	20.3	-1.9	19.2	21.7	-2.5	21.8	22.2	-0.4	18.1	19.5	-1.4	17.2	18.3	-1.1	16.4	17.7	-1.3
NEWFM	9.9	7.8	2.1	8.4	7.0	1.4	10.5	8.1	2.4	11.7	9.0	2.7	8.9	7.1	1.8	9.9	7.9	2.0	10.1	7.5	2.6
NXFM	16.8	15.0	1.8	16.7	14.8	1.9	15.4	12.7	2.7	16.5	15.5	1.0	20.4	18.8	1.6	14.7	13.5	1.2	16.4	14.4	2.0
ABC1233	9.7	10.6	-0.9	14.5	13.8	0.7	7.3	7.9	-0.6	7.2	8.7	-1.5	7.0	8.3	-1.3	12.3	18.3	-6.0	11.9	12.9	-1.0
2RN	1.3	1.5	-0.2	2.2	2.3	-0.1	0.5	0.8	-0.3	0.4	0.5	-0.1	2.0	2.3	-0.3	2.3	2.2	0.1	1.5	1.3	0.2
NEWSR	0.3	0.5	-0.2	0.5	0.6	-0.1	0.1	0.2	-0.1	0.2	0.4	-0.2	0.2	0.8	-0.6	0.3	1.0	-0.7	0.6	0.6	0.0
2JJJ	11.1	11.3	-0.2	9.5	10.6	-1.1	9.4	10.0	-0.6	12.8	11.5	1.3	14.3	14.8	-0.5	10.3	10.3	0.0	9.3	10.1	-0.8
ABCFM	3.0	3.6	-0.6	2.7	2.9	-0.2	2.9	3.9	-1.0	3.0	4.2	-1.2	3.8	3.8	0.0	2.8	3.5	-0.7	3.0	4.1	-1.1

Survey Period: Sun May 12-Sat Jun 15, Sun Jun 23-Sat Jul 6, Sun Jul 21-Sat Jul 27, Sun Aug 11-Sat Aug 24, Sun Sep 1-Sat Sep 14 and Sun Oct 6-Sat Nov 2, 2013

Copyright © 2013 Nielsen. All rights reserved.