

EMBARGOED UNTIL 9:30AM AEST



# NEWCASTLE RADIO - SURVEY 2 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	9.8	10.4	-0.6	1.3	0.5	0.8	1.7	2.3	-0.6	3.6	3.6	0.0	6.6	7.4	-0.8	9.3	13.7	-4.4	22.5	20.7	1.8
KOFM	14.7	15.6	-0.9	9.6	9.6	0.0	13.2	5.3	7.9	14.1	18.4	-4.3	23.2	24.2	-1.0	16.8	16.1	0.7	6.4	8.6	-2.2
105.3 NEWFM	8.9	8.5	0.4	20.7	13.8	6.9	7.7	15.1	-7.4	12.5	10.4	2.1	13.5	14.1	-0.6	7.4	4.9	2.5	0.6	0.5	0.1
NXFM	10.9	10.7	0.2	48.1	51.5	-3.4	30.8	31.7	-0.9	15.8	15.8	0.0	10.0	8.2	1.8	2.3	2.7	-0.4	0.4	0.2	0.2
ABC1233	14.8	13.6	1.2	3.6	0.9	2.7	1.0	1.4	-0.4	13.2	11.3	1.9	9.9	7.7	2.2	20.4	18.7	1.7	24.0	24.2	-0.2
2RN	2.2	2.6	-0.4	1.7	1.0	0.7	0.2	0.3	-0.1	1.4	2.0	-0.6	2.2	2.0	0.2	3.7	3.7	0.0	2.5	4.0	-1.5
NEWSR	0.9	0.9	0.0	0.2	*	*	0.3	0.2	0.1	0.6	0.7	-0.1	0.4	0.6	-0.2	1.4	1.2	0.2	1.6	1.4	0.2
2JJJ	11.0	9.9	1.1	10.5	17.2	-6.7	32.0	28.2	3.8	25.6	20.8	4.8	8.5	10.1	-1.6	4.7	1.8	2.9	0.2	0.2	0.0
ABCFM	3.5	4.0	-0.5	0.2	1.2	-1.0	1.6	1.2	0.4	2.0	3.6	-1.6	2.4	2.3	0.1	5.0	4.0	1.0	5.9	7.6	-1.7

## 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	10.5	11.2	-0.7	9.2	8.5	0.7	15.7	17.1	-1.4	8.2	9.5	-1.3	7.1	8.1	-1.0	14.0	14.8	-0.8	7.3	7.7	-0.4						
KOFM	15.4	16.6	-1.2	15.9	17.5	-1.6	15.3	17.1	-1.8	16.7	18.1	-1.4	14.5	15.6	-1.1	11.2	9.5	1.7	12.7	12.2	0.5						
105.3 NEWFM	9.0	8.3	0.7	7.9	7.7	0.2	7.4	7.4	0.0	10.4	9.0	1.4	11.3	10.4	0.9	9.0	7.3	1.7	8.7	8.9	-0.2						
NXFM	10.8	10.5	0.3	9.6	8.3	1.3	7.7	7.0	0.7	11.1	10.8	0.3	14.3	15.1	-0.8	16.7	18.9	-2.2	11.2	11.6	-0.4						
ABC1233	14.5	13.3	1.2	20.0	18.3	1.7	11.7	11.2	0.5	10.0	10.0	0.0	11.9	10.5	1.4	21.6	16.5	5.1	16.1	14.6	1.5						
2RN	2.2	2.6	-0.4	2.9	3.9	-1.0	1.7	1.9	-0.2	1.6	1.6	0.0	2.4	2.6	-0.2	2.3	2.9	-0.6	2.4	2.8	-0.4						
NEWSR	0.8	0.8	0.0	1.2	1.3	-0.1	0.5	0.5	0.0	0.5	0.4	0.1	0.8	0.7	0.1	1.5	0.8	0.7	1.1	1.2	-0.1						
2JJJ	11.5	10.4	1.1	9.4	9.0	0.4	11.3	9.8	1.5	13.2	12.1	1.1	14.2	12.3	1.9	8.8	8.4	0.4	9.4	8.5	0.9						
ABCFM	3.3	3.9	-0.6	3.8	3.7	0.1	4.0	3.3	0.7	2.4	4.0	-1.6	3.2	5.1	-1.9	2.2	3.8	-1.6	4.1	4.5	-0.4						

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 2 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	6	0	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	4	3	1
KOFM	10	10	0	*	*	*	1	*	*	2	2	0	4	4	0	2	2	0	1	1	0
105.3 NEWFM	6	5	1	1	*	*	*	1	*	2	1	1	2	2	0	1	1	0	*	*	*
NXFM	7	7	0	2	2	0	2	1	1	2	2	0	2	1	1	*	*	*	*	*	*
ABC1233	10	9	1	*	*	*	*	*	*	2	1	1	2	1	1	2	2	0	4	4	0
2RN	1	2	-1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	*
NEWSR	1	1	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
2JJJ	7	6	1	*	1	*	2	1	1	3	2	1	1	2	-1	1	*	*	*	*	*
ABCFM	2	3	-1	*	*	*	*	*	*	*	*	*	*	*	*	1	*	*	1	1	0
<b>Total</b>	<b>65</b>	<b>63</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>0</b>	<b>5</b>	<b>5</b>	<b>0</b>	<b>12</b>	<b>12</b>	<b>0</b>	<b>17</b>	<b>16</b>	<b>1</b>	<b>12</b>	<b>11</b>	<b>1</b>	<b>16</b>	<b>16</b>	<b>0</b>

## 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	7	0	10	9	1	16	17	-1	6	7	-1	5	5	0	3	3	0	4	4	0
KOFM	11	11	0	17	18	-1	15	17	-2	13	14	-1	9	10	-1	2	2	0	7	6	1
105.3 NEWFM	6	6	0	8	8	0	7	7	0	8	7	1	7	6	1	2	1	1	5	5	0
NXFM	7	7	0	10	9	1	8	7	1	9	8	1	9	9	0	3	4	-1	6	6	0
ABC1233	10	9	1	21	19	2	12	11	1	8	8	0	8	6	2	4	3	1	9	8	1
2RN	1	2	-1	3	4	-1	2	2	0	1	1	0	2	2	0	*	1	*	1	1	0
NEWSR	1	1	0	1	1	0	1	*	*	*	*	*	1	*	*	*	*	*	1	1	0
2JJJ	8	7	1	10	9	1	11	9	2	10	9	1	9	8	1	2	2	0	5	4	1
ABCFM	2	3	-1	4	4	0	4	3	1	2	3	-1	2	3	-1	*	1	*	2	2	0
<b>Total</b>	<b>69</b>	<b>67</b>	<b>2</b>	<b>104</b>	<b>103</b>	<b>1</b>	<b>100</b>	<b>97</b>	<b>3</b>	<b>79</b>	<b>76</b>	<b>3</b>	<b>65</b>	<b>61</b>	<b>4</b>	<b>20</b>	<b>19</b>	<b>1</b>	<b>55</b>	<b>52</b>	<b>3</b>

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 2 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	63	66	-3	2	2	0	1	2	-1	6	8	-2	13	13	0	12	13	-1	29	30	-1
KOFM	145	140	5	14	14	0	11	8	3	30	29	1	52	50	2	24	25	-1	14	15	-1
105.3 NEWFM	108	101	7	19	16	3	14	13	1	28	34	-6	34	28	6	11	8	3	3	3	0
NXFM	133	130	3	32	32	0	27	27	0	33	37	-4	30	25	5	7	6	1	2	2	0
ABC1233	110	105	5	6	3	3	2	3	-1	20	20	0	22	21	1	26	25	1	35	35	0
2RN	33	34	-1	2	1	1	1	2	-1	6	5	1	7	7	0	8	9	-1	8	10	-2
NEWSR	24	19	5	2	*	*	2	1	1	5	4	1	4	4	0	5	6	-1	5	5	0
2JJJ	99	90	9	9	11	-2	26	24	2	37	31	6	18	18	0	7	3	4	2	2	0
ABCFM	33	33	0	1	2	-1	4	2	2	8	8	0	5	6	-1	5	5	0	9	10	-1
<b>Total</b>	<b>471</b>	<b>470</b>	<b>1</b>	<b>50</b>	<b>49</b>	<b>1</b>	<b>50</b>	<b>50</b>	<b>0</b>	<b>99</b>	<b>99</b>	<b>0</b>	<b>109</b>	<b>108</b>	<b>1</b>	<b>72</b>	<b>72</b>	<b>0</b>	<b>91</b>	<b>92</b>	<b>-1</b>

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	59	63	-4	36	38	-2	40	42	-2	28	30	-2	23	23	0	19	19	0	43	43	0
KOFM	134	127	7	91	85	6	68	63	5	75	72	3	71	69	2	32	28	4	88	81	7
105.3 NEWFM	95	88	7	55	54	1	41	40	1	53	47	6	48	49	-1	25	26	-1	69	65	4
NXFM	122	118	4	76	67	9	55	46	9	72	71	1	71	74	-3	44	46	-2	82	84	-2
ABC1233	99	95	4	74	70	4	52	51	1	52	49	3	51	48	3	35	34	1	82	81	1
2RN	27	27	0	16	18	-2	11	13	-2	13	11	2	14	11	3	8	9	-1	20	21	-1
NEWSR	20	16	4	9	9	0	7	5	2	7	6	1	7	6	1	4	3	1	14	12	2
2JJJ	92	82	10	56	53	3	51	42	9	54	49	5	62	56	6	34	31	3	66	58	8
ABCFM	28	30	-2	17	17	0	15	15	0	13	16	-3	12	15	-3	7	10	-3	23	22	1
<b>Total</b>	<b>461</b>	<b>461</b>	<b>0</b>	<b>378</b>	<b>375</b>	<b>3</b>	<b>327</b>	<b>308</b>	<b>19</b>	<b>326</b>	<b>327</b>	<b>-1</b>	<b>321</b>	<b>326</b>	<b>-5</b>	<b>189</b>	<b>188</b>	<b>1</b>	<b>395</b>	<b>391</b>	<b>4</b>

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.