

# NEWCASTLE RADIO - SURVEY #2 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	9.3	8.6	0.7	0.5	1.1	-0.6	0.1	2.2	-2.1	2.4	2.7	-0.3	3.7	5.8	-2.1	14.6	11.3	3.3	21.9	19.1	2.8
KOFM	20.2	21.4	-1.2	22.0	20.2	1.8	21.2	26.8	-5.6	16.8	14.0	2.8	34.8	36.6	-1.8	21.7	23.8	-2.1	6.2	9.1	-2.9
NEWFM	7.8	8.2	-0.4	12.5	12.1	0.4	5.9	6.5	-0.6	10.3	14.7	-4.4	13.5	11.4	2.1	5.5	4.1	1.4	1.0	1.7	-0.7
NXFM	14.9	14.4	0.5	37.7	42.1	-4.4	34.6	39.8	-5.2	28.9	26.6	2.3	14.2	10.6	3.6	3.7	2.6	1.1	0.4	0.2	0.2
ABC1233	11.1	10.0	1.1	1.5	1.7	-0.2	1.6	2.1	-0.5	2.0	2.4	-0.4	10.5	11.1	-0.6	12.2	12.9	-0.7	24.0	18.3	5.7
2RN	1.5	1.1	0.4	0.2	0.3	-0.1	*	*	0.0	0.5	0.2	0.3	1.6	1.2	0.4	1.5	1.2	0.3	2.9	2.2	0.7
NEWSR	0.6	0.7	-0.1	0.1	*	0.1	*	*	0.0	0.1	0.2	-0.1	0.3	0.8	-0.5	1.1	1.2	-0.1	1.1	1.1	0.0
2JJI	11.1	11.4	-0.3	18.6	18.2	0.4	34.0	20.8	13.2	30.4	32.8	-2.4	3.0	5.1	-2.1	1.5	1.7	-0.2	0.3	0.3	0.0
ABCFM	3.7	2.7	1.0	3.4	0.2	3.2	1.0	0.5	0.5	1.0	0.7	0.3	2.4	1.1	1.3	2.6	1.9	0.7	9.4	7.9	1.5
O-AM	2.6	3.3	-0.7	0.8	0.6	0.2	*	*	0.0	2.0	1.7	0.3	2.1	1.5	0.6	2.9	4.6	-1.7	4.5	7.6	-3.1
O-FM	17.5	18.2	-0.7	2.6	3.5	-0.9	1.6	1.2	0.4	5.8	4.0	1.8	13.8	14.7	-0.9	32.7	34.7	-2.0	28.3	32.4	-4.1

## 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	9.8	8.9	0.9	9.1	8.8	0.3	15.4	13.2	2.2	6.3	6.0	0.3	6.4	5.2	1.2	14.3	13.0	1.3	7.5	7.6	-0.1
KOFM	20.8	22.4	-1.6	20.3	23.3	-3.0	21.7	22.8	-1.1	22.2	24.0	-1.8	19.5	20.7	-1.2	18.3	15.5	2.8	17.7	17.4	0.3
NEWFM	7.8	8.4	-0.6	7.0	8.1	-1.1	8.1	8.2	-0.1	9.0	9.5	-0.5	7.1	7.7	-0.6	7.9	8.1	-0.2	7.5	7.4	0.1
NXFM	15.0	14.5	0.5	14.8	12.2	2.6	12.7	13.4	-0.7	15.5	17.3	-1.8	18.8	17.3	1.5	13.5	11.3	2.2	14.4	14.0	0.4
ABC1233	10.6	9.6	1.0	13.8	13.1	0.7	7.9	7.5	0.4	8.7	6.5	2.2	8.3	7.8	0.5	18.3	17.6	0.7	12.9	11.6	1.3
2RN	1.5	1.1	0.4	2.3	1.4	0.9	0.8	1.1	-0.3	0.5	0.4	0.1	2.3	1.4	0.9	2.2	1.9	0.3	1.3	0.9	0.4
NEWSR	0.5	0.7	-0.2	0.6	0.8	-0.2	0.2	0.4	-0.2	0.4	0.5	-0.1	0.8	0.9	-0.1	1.0	1.9	-0.9	0.6	0.6	0.0
2JJI	11.3	11.4	-0.1	10.6	9.9	0.7	10.0	10.1	-0.1	11.5	11.4	0.1	14.8	15.4	-0.6	10.3	13.9	-3.6	10.1	11.2	-1.1
ABCFM	3.6	2.5	1.1	2.9	2.1	0.8	3.9	2.6	1.3	4.2	2.5	1.7	3.8	3.2	0.6	3.5	2.7	0.8	4.1	3.2	0.9
O-AM	2.5	3.3	-0.8	4.1	4.8	-0.7	2.2	3.3	-1.1	1.6	2.2	-0.6	2.0	2.6	-0.6	1.6	2.6	-1.0	2.7	3.5	-0.8
O-FM	16.4	17.1	-0.7	14.7	15.5	-0.8	17.0	17.4	-0.4	20.2	19.6	0.6	16.1	17.7	-1.6	9.1	11.5	-2.4	21.1	22.4	-1.3

Survey Period: Sun Mar 3-Sat Mar 23, Sun Apr 14-Sat Apr 20, Sun May 12-Sat Jun 15, Sun Jun 23-Sat Jul 6 and Sun Jul 21-Sat Jul 27, 2013  
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