



# NEWCASTLE RADIO - SURVEY 3 2017

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	10.0	8.7	1.3	1.7	1.9	-0.2	1.6	0.4	1.2	3.3	3.1	0.2	6.6	9.2	-2.6	12.7	8.7	4.0	22.0	16.6	5.4
KOFM	13.6	14.3	-0.7	10.7	5.9	4.8	10.7	9.8	0.9	13.9	17.4	-3.5	19.0	17.1	1.9	21.0	21.6	-0.6	4.6	7.2	-2.6
105.3 NEWFM	8.0	7.3	0.7	13.0	10.3	2.7	10.3	4.8	5.5	11.0	11.0	0.0	11.4	10.9	0.5	4.3	4.6	-0.3	2.6	2.3	0.3
Hit106.9	12.7	13.0	-0.3	43.2	49.2	-6.0	32.4	37.2	-4.8	20.7	20.5	0.2	10.2	11.1	-0.9	2.3	0.7	1.6	1.8	1.3	0.5
ABC1233	13.1	13.0	0.1	0.6	4.5	-3.9	3.3	3.3	0.0	8.3	7.7	0.6	13.3	12.0	1.3	16.7	14.4	2.3	20.9	22.0	-1.1
2RN	2.3	2.4	-0.1	0.2	*	*	0.1	*	*	1.8	2.8	-1.0	1.9	1.8	0.1	2.7	1.5	1.2	4.3	4.7	-0.4
ABC NEWS	0.7	1.3	-0.6	0.9	1.5	-0.6	*	*	*	1.5	2.3	-0.8	0.6	0.2	0.4	0.7	1.1	-0.4	0.4	2.2	-1.8
2JJJ	9.3	10.7	-1.4	10.3	9.7	0.6	24.0	36.1	-12.1	20.6	21.5	-0.9	9.1	10.8	-1.7	1.6	4.7	-3.1	0.4	0.7	-0.3
ABCFM	3.6	4.7	-1.1	6.7	7.6	-0.9	1.0	2.7	-1.7	2.5	2.9	-0.4	2.4	2.6	-0.2	2.8	4.0	-1.2	6.2	8.7	-2.5

## 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	10.8	9.2	1.6	9.2	8.0	1.2	15.1	13.0	2.1	8.4	6.5	1.9	7.3	6.2	1.1	20.0	17.5	2.5	7.4	7.1	0.3						
KOFM	14.6	15.0	-0.4	17.8	17.8	0.0	12.8	14.5	-1.7	15.1	15.5	-0.4	12.2	12.4	-0.2	10.4	9.9	0.5	10.4	12.0	-1.6						
105.3 NEWFM	8.2	7.3	0.9	8.3	6.0	2.3	8.2	8.2	0.0	8.6	8.9	-0.3	8.2	6.3	1.9	6.4	6.6	-0.2	7.3	7.1	0.2						
Hit106.9	13.0	13.5	-0.5	9.7	9.6	0.1	11.4	12.3	-0.9	15.2	15.3	-0.1	18.6	19.2	-0.6	11.6	14.5	-2.9	12.0	11.1	0.9						
ABC1233	12.5	12.6	-0.1	15.8	15.8	0.0	11.0	10.7	0.3	9.3	10.5	-1.2	11.6	12.1	-0.5	17.6	14.8	2.8	15.2	14.2	1.0						
2RN	2.3	2.3	0.0	3.7	3.6	0.1	1.5	1.6	-0.1	1.6	1.5	0.1	2.0	2.0	0.0	2.7	3.4	-0.7	2.4	2.7	-0.3						
ABC NEWS	0.6	1.1	-0.5	0.9	1.8	-0.9	0.3	0.7	-0.4	0.5	0.6	-0.1	0.2	0.5	-0.3	1.7	3.0	-1.3	0.9	2.0	-1.1						
2JJJ	9.5	10.9	-1.4	8.8	9.9	-1.1	7.8	8.9	-1.1	10.2	11.2	-1.0	12.5	14.6	-2.1	8.9	11.5	-2.6	8.7	10.1	-1.4						
ABCFM	3.3	4.4	-1.1	3.1	4.0	-0.9	3.8	4.7	-0.9	3.5	4.7	-1.2	3.3	3.9	-0.6	1.5	4.2	-2.7	4.5	6.0	-1.5						

Please note: Survey results include listening via streaming to ABC, KOFM, Hit106.9, 105.3 NEWFM for both survey periods and 2HD for 0 weeks.



# NEWCASTLE RADIO - SURVEY 3 2017

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	6	1	*	*	*	*	*	*	*	*	*	1	2	-1	1	1	0	4	3	1
KOFM	9	10	-1	*	*	*	1	*	*	2	2	0	3	3	0	2	3	-1	1	1	0
105.3 NEWFM	5	5	0	1	1	0	1	*	*	1	1	0	2	2	0	*	1	*	*	*	*
Hit106.9	8	9	-1	2	2	0	2	1	1	3	3	0	2	2	0	*	*	*	*	*	*
ABC1233	9	9	0	*	*	*	*	*	*	1	1	0	2	2	0	2	2	0	3	4	-1
2RN	2	2	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0
ABC NEWS	*	1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
2JJJ	6	7	-1	*	*	*	1	1	0	3	3	0	2	2	0	*	1	*	*	*	*
ABCFM	2	3	-1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0
<b>Total</b>	<b>66</b>	<b>67</b>	<b>-1</b>	<b>4</b>	<b>5</b>	<b>-1</b>	<b>6</b>	<b>4</b>	<b>2</b>	<b>13</b>	<b>13</b>	<b>0</b>	<b>17</b>	<b>17</b>	<b>0</b>	<b>11</b>	<b>12</b>	<b>-1</b>	<b>16</b>	<b>16</b>	<b>0</b>

## Average Audience (000's) by Session, P10+ [Potential: 508]

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 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	+/-
2HD	8	7	1	10	8	2	15	13	2	7	6	1	5	4	1	4	3	1	4	4	0
KOFM	10	11	-1	19	19	0	13	15	-2	13	13	0	8	8	0	2	2	0	6	7	-1
105.3 NEWFM	6	5	1	9	6	3	8	8	0	8	8	0	5	4	1	1	1	0	4	4	0
Hit106.9	9	10	-1	10	10	0	11	12	-1	13	13	0	12	13	-1	2	3	-1	7	6	1
ABC1233	9	9	0	17	16	1	11	11	0	8	9	-1	7	8	-1	3	3	0	8	8	0
2RN	2	2	0	4	4	0	1	2	-1	1	1	0	1	1	0	1	1	0	1	1	0
ABC NEWS	*	1	*	1	2	-1	*	1	*	*	1	*	*	*	*	*	1	*	1	1	0
2JJJ	7	8	-1	9	10	-1	8	9	-1	9	10	-1	8	10	-2	2	2	0	5	6	-1
ABCFM	2	3	-1	3	4	-1	4	5	-1	3	4	-1	2	3	-1	*	1	*	2	3	-1
<b>Total</b>	<b>70</b>	<b>71</b>	<b>-1</b>	<b>107</b>	<b>104</b>	<b>3</b>	<b>99</b>	<b>101</b>	<b>-2</b>	<b>87</b>	<b>87</b>	<b>0</b>	<b>62</b>	<b>68</b>	<b>-6</b>	<b>18</b>	<b>20</b>	<b>-2</b>	<b>54</b>	<b>56</b>	<b>-2</b>

Please note: Survey results include listening via streaming to ABC, KOFM, Hit106.9, 105.3 NEWFM for both survey periods and 2HD for 0 weeks.



# NEWCASTLE RADIO - SURVEY 3 2017

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	60	60	0	2	4	-2	2	*	*	6	5	1	11	16	-5	12	12	0	26	23	3
KOFM	148	136	12	18	11	7	16	13	3	29	31	-2	44	40	4	26	26	0	16	15	1
105.3 NEWFM	99	102	-3	15	14	1	14	13	1	27	26	1	27	30	-3	8	11	-3	7	7	0
Hit106.9	146	145	1	36	36	0	27	29	-2	45	43	2	28	30	-2	7	4	3	4	3	1
ABC1233	107	100	7	1	4	-3	4	3	1	16	14	2	27	25	2	24	21	3	35	33	2
2RN	21	20	1	1	*	*	1	*	*	3	3	0	4	3	1	4	4	0	9	10	-1
ABC NEWS	18	20	-2	2	3	-1	1	1	0	4	4	0	5	2	3	4	4	0	3	6	-3
2JJJ	102	108	-6	12	14	-2	26	26	0	41	40	1	16	18	-2	5	7	-2	2	2	0
ABCFM	33	39	-6	3	4	-1	1	2	-1	7	9	-2	5	5	0	6	7	-1	11	13	-2
Total	483	482	1	50	49	1	50	50	0	106	105	1	109	109	0	71	72	-1	96	97	-1

## Cumulative Audience (000's) by Session, P10+ [Potential: 508]

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	56	56	0	36	30	6	35	35	0	28	27	1	23	22	1	19	20	-1	43	36	7						
KOFM	134	123	11	89	82	7	61	65	-4	79	71	8	63	62	1	29	33	-4	84	83	1						
105.3 NEWFM	87	86	1	51	43	8	38	43	-5	47	49	-2	44	41	3	18	18	0	57	58	-1						
Hit106.9	135	139	-4	76	76	0	62	64	-2	84	86	-2	89	92	-3	38	37	1	91	87	4						
ABC1233	91	85	6	66	62	4	49	47	2	49	51	-2	49	50	-1	28	28	0	80	73	7						
2RN	19	19	0	14	14	0	9	9	0	11	8	3	9	8	1	4	5	-1	15	13	2						
ABC NEWS	15	14	1	9	10	-1	3	6	-3	7	6	1	4	4	0	3	4	-1	10	14	-4						
2JJJ	91	100	-9	56	63	-7	41	45	-4	54	59	-5	56	65	-9	24	29	-5	63	72	-9						
ABCFM	27	35	-8	16	19	-3	15	19	-4	14	18	-4	13	19	-6	4	10	-6	22	27	-5						
Total	473	475	-2	391	382	9	311	323	-12	351	353	-2	329	341	-12	165	179	-14	409	410	-1						

Please note: Survey results include listening via streaming to ABC, KOFM, Hit106.9, 105.3 NEWFM for both survey periods and 2HD for 0 weeks.