

EMBARGOED UNTIL 9:30AM AEST



NEWCASTLE RADIO - SURVEY 2 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	8.7	8.7	0.0	1.9	0.6	1.3	0.4	1.9	-1.5	3.1	3.7	-0.6	9.2	9.2	0.0	8.7	8.6	0.1	16.6	15.4	1.2
KOFM	14.3	14.3	0.0	5.9	8.0	-2.1	9.8	8.2	1.6	17.4	19.9	-2.5	17.1	17.7	-0.6	21.6	18.0	3.6	7.2	7.6	-0.4
105.3 NEWFM	7.3	8.2	-0.9	10.3	8.7	1.6	4.8	5.5	-0.7	11.0	13.0	-2.0	10.9	14.2	-3.3	4.6	6.6	-2.0	2.3	1.2	1.1
Hit106.9	13.0	13.1	-0.1	49.2	51.7	-2.5	37.2	46.4	-9.2	20.5	24.1	-3.6	11.1	9.6	1.5	0.7	0.8	-0.1	1.3	0.3	1.0
ABC1233	13.0	11.6	1.4	4.5	6.6	-2.1	3.3	2.8	0.5	7.7	2.3	5.4	12.0	12.3	-0.3	14.4	10.1	4.3	22.0	21.7	0.3
2RN	2.4	2.3	0.1	*	*	*	*	0.6	*	2.8	0.3	2.5	1.8	2.5	-0.7	1.5	2.3	-0.8	4.7	4.4	0.3
ABC NEWS	1.3	1.1	0.2	1.5	1.5	0.0	*	*	*	2.3	0.2	2.1	0.2	0.8	-0.6	1.1	0.8	0.3	2.2	2.5	-0.3
2JJJ	10.7	11.4	-0.7	9.7	10.4	-0.7	36.1	27.4	8.7	21.5	26.6	-5.1	10.8	12.1	-1.3	4.7	6.5	-1.8	0.7	0.4	0.3
ABCFM	4.7	4.1	0.6	7.6	1.9	5.7	2.7	2.4	0.3	2.9	1.6	1.3	2.6	0.9	1.7	4.0	5.2	-1.2	8.7	8.8	-0.1

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	9.2	9.4	-0.2	8.0	9.4	-1.4	13.0	14.6	-1.6	6.5	6.0	0.5	6.2	7.5	-1.3	17.5	9.7	7.8	7.1	6.4	0.7						
KOFM	15.0	14.6	0.4	17.8	16.2	1.6	14.5	12.7	1.8	15.5	15.3	0.2	12.4	14.2	-1.8	9.9	13.0	-3.1	12.0	13.1	-1.1						
105.3 NEWFM	7.3	8.3	-1.0	6.0	7.1	-1.1	8.2	8.4	-0.2	8.9	10.3	-1.4	6.3	7.4	-1.1	6.6	8.3	-1.7	7.1	7.8	-0.7						
Hit106.9	13.5	13.4	0.1	9.6	9.5	0.1	12.3	11.7	0.6	15.3	14.0	1.3	19.2	19.7	-0.5	14.5	18.7	-4.2	11.1	12.2	-1.1						
ABC1233	12.6	11.0	1.6	15.8	14.7	1.1	10.7	8.7	2.0	10.5	9.1	1.4	12.1	9.9	2.2	14.8	12.7	2.1	14.2	13.5	0.7						
2RN	2.3	2.2	0.1	3.6	3.4	0.2	1.6	1.5	0.1	1.5	1.2	0.3	2.0	1.8	0.2	3.4	4.1	-0.7	2.7	2.4	0.3						
ABC NEWS	1.1	0.9	0.2	1.8	1.2	0.6	0.7	0.7	0.0	0.6	0.8	-0.2	0.5	0.4	0.1	3.0	2.0	1.0	2.0	1.8	0.2						
2JJJ	10.9	11.9	-1.0	9.9	9.8	0.1	8.9	11.4	-2.5	11.2	13.4	-2.2	14.6	14.0	0.6	11.5	12.2	-0.7	10.1	9.7	0.4						
ABCFM	4.4	3.8	0.6	4.0	4.4	-0.4	4.7	3.9	0.8	4.7	3.4	1.3	3.9	3.0	0.9	4.2	5.0	-0.8	6.0	4.8	1.2						

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

EMBARGOED UNTIL 9:30AM AEST



NEWCASTLE RADIO - SURVEY 2 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	6	6	0	*	*	*	*	*	*	*	*	*	2	1	1	1	1	0	3	3	0
KOFM	10	9	1	*	*	*	*	*	*	2	2	0	3	3	0	3	2	1	1	1	0
105.3 NEWFM	5	5	0	1	*	*	*	*	*	1	1	0	2	2	0	1	1	0	*	*	*
Hit106.9	9	9	0	2	2	0	1	2	-1	3	3	0	2	2	0	*	*	*	*	*	*
ABC1233	9	8	1	*	*	*	*	*	*	1	*	*	2	2	0	2	1	1	4	4	0
2RN	2	1	1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0
ABC NEWS	1	1	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
2JJJ	7	7	0	*	*	*	1	1	0	3	3	0	2	2	0	1	1	0	*	*	*
ABCFM	3	3	0	*	*	*	*	*	*	*	*	*	*	*	*	*	1	*	1	2	-1
Total	67	65	2	5	4	1	4	4	0	13	12	1	17	16	1	12	13	-1	16	17	-1

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 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	8	10	-2	13	14	-1	6	5	1	4	5	-1	3	2	1	4	4	0
KOFM	11	10	1	19	17	2	15	13	2	13	12	1	8	9	-1	2	2	0	7	7	0
105.3 NEWFM	5	6	-1	6	7	-1	8	8	0	8	8	0	4	5	-1	1	1	0	4	4	0
Hit106.9	10	9	1	10	10	0	12	12	0	13	11	2	13	13	0	3	3	0	6	7	-1
ABC1233	9	8	1	16	15	1	11	9	2	9	7	2	8	7	1	3	2	1	8	7	1
2RN	2	2	0	4	4	0	2	2	0	1	1	0	1	1	0	1	1	0	1	1	0
ABC NEWS	1	1	0	2	1	1	1	1	0	1	1	0	*	*	*	1	*	*	1	1	0
2JJJ	8	8	0	10	10	0	9	11	-2	10	11	-1	10	9	1	2	2	0	6	5	1
ABCFM	3	3	0	4	5	-1	5	4	1	4	3	1	3	2	1	1	1	0	3	3	0
Total	71	69	2	104	104	0	101	99	2	87	81	6	68	66	2	20	18	2	56	55	1

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



NEWCASTLE RADIO - SURVEY 2 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	64	-4	4	2	2	*	2	*	5	6	-1	16	17	-1	12	12	0	23	25	-2
KOFM	136	134	2	11	11	0	13	12	1	31	32	-1	40	41	-1	26	24	2	15	14	1
105.3 NEWFM	102	109	-7	14	12	2	13	12	1	26	27	-1	30	36	-6	11	14	-3	7	8	-1
Hit106.9	145	149	-4	36	33	3	29	32	-3	43	45	-2	30	31	-1	4	5	-1	3	3	0
ABC1233	100	92	8	4	5	-1	3	3	0	14	11	3	25	26	-1	21	16	5	33	31	2
2RN	20	23	-3	*	*	*	*	2	*	3	2	1	3	6	-3	4	5	-1	10	8	2
ABC NEWS	20	20	0	3	3	0	1	*	*	4	2	2	2	6	-4	4	2	2	6	7	-1
2JJJ	108	107	1	14	16	-2	26	20	6	40	42	-2	18	20	-2	7	7	0	2	2	0
ABCFM	39	38	1	4	4	0	2	2	0	9	7	2	5	4	1	7	7	0	13	14	-1
Total	482	481	1	49	50	-1	50	50	0	105	104	1	109	108	1	72	71	1	97	98	-1

Cumulative 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 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	56	60	-4	30	37	-7	35	39	-4	27	29	-2	22	23	-1	20	20	0	36	31	5
KOFM	123	124	-1	82	78	4	65	63	2	71	74	-3	62	64	-2	33	35	-2	83	83	0
105.3 NEWFM	86	93	-7	43	51	-8	43	46	-3	49	54	-5	41	41	0	18	18	0	58	61	-3
Hit106.9	139	141	-2	76	81	-5	64	63	1	86	87	-1	92	90	2	37	40	-3	87	89	-2
ABC1233	85	80	5	62	57	5	47	39	8	51	44	7	50	41	9	28	27	1	73	66	7
2RN	19	21	-2	14	13	1	9	9	0	8	9	-1	8	8	0	5	8	-3	13	14	-1
ABC NEWS	14	15	-1	10	8	2	6	7	-1	6	6	0	4	4	0	4	3	1	14	14	0
2JJJ	100	95	5	63	60	3	45	45	0	59	55	4	65	58	7	29	34	-5	72	69	3
ABCFM	35	34	1	19	22	-3	19	17	2	18	14	4	19	16	3	10	12	-2	27	25	2
Total	475	472	3	382	382	0	323	319	4	353	346	7	341	332	9	179	190	-11	410	398	12

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