



NEWCASTLE RADIO - SURVEY 3 2018

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	8.8	8.7	0.1	1.1	1.0	0.1	2.6	0.7	1.9	2.6	2.2	0.4	8.0	5.0	3.0	9.0	8.6	0.4	18.1	19.9	-1.8
KOFM	13.1	14.0	-0.9	9.6	9.0	0.6	5.1	7.1	-2.0	14.5	17.0	-2.5	22.1	23.2	-1.1	15.1	18.5	-3.4	6.1	4.2	1.9
105.3 NEWFM	8.7	10.1	-1.4	17.4	15.8	1.6	6.2	7.0	-0.8	16.0	17.6	-1.6	11.2	15.9	-4.7	3.0	5.6	-2.6	2.7	2.5	0.2
Hit106.9	12.1	12.7	-0.6	37.4	43.4	-6.0	29.9	38.9	-9.0	21.9	21.1	0.8	9.0	12.5	-3.5	3.5	2.2	1.3	0.5	0.4	0.1
ABC1233	12.7	10.6	2.1	1.4	1.6	-0.2	3.9	6.2	-2.3	4.7	2.8	1.9	13.9	8.5	5.4	15.1	15.4	-0.3	21.9	17.6	4.3
2RN	3.0	2.0	1.0	0.9	0.2	0.7	*	0.2	*	3.6	0.4	3.2	2.8	2.1	0.7	3.6	3.0	0.6	3.7	3.2	0.5
ABC NEWS	0.9	0.7	0.2	1.2	1.7	-0.5	0.4	1.1	-0.7	0.9	0.4	0.5	0.7	0.4	0.3	0.9	0.9	0.0	1.0	0.8	0.2
2JJJ	9.2	10.9	-1.7	12.7	9.4	3.3	30.7	34.3	-3.6	19.8	22.4	-2.6	6.4	11.1	-4.7	3.2	7.2	-4.0	0.3	0.1	0.2
ABCFM	4.5	4.6	-0.1	0.6	0.9	-0.3	4.9	1.9	3.0	3.7	0.5	3.2	1.9	1.5	0.4	7.7	7.8	-0.1	6.5	9.3	-2.8

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	9.4	9.2	0.2	8.0	7.0	1.0	13.9	13.8	0.1	7.6	7.1	0.5	6.2	6.3	-0.1	14.5	17.1	-2.6	6.8	6.9	-0.1						
KOFM	13.4	14.4	-1.0	16.6	16.8	-0.2	12.7	14.2	-1.5	12.4	13.1	-0.7	11.9	13.4	-1.5	9.1	11.8	-2.7	12.1	12.7	-0.6						
105.3 NEWFM	8.7	10.2	-1.5	7.9	9.0	-1.1	7.2	9.6	-2.4	11.2	12.6	-1.4	8.9	10.0	-1.1	8.1	8.5	-0.4	8.6	9.7	-1.1						
Hit106.9	12.1	13.1	-1.0	10.4	11.5	-1.1	10.5	11.3	-0.8	12.6	14.7	-2.1	16.7	17.5	-0.8	13.1	10.6	2.5	12.2	11.5	0.7						
ABC1233	12.0	9.9	2.1	16.5	14.9	1.6	10.2	7.6	2.6	8.9	7.6	1.3	9.8	6.8	3.0	13.6	12.0	1.6	14.9	12.7	2.2						
2RN	2.8	1.9	0.9	3.1	2.6	0.5	1.9	0.9	1.0	1.7	1.5	0.2	4.3	2.5	1.8	5.6	2.5	3.1	3.3	2.2	1.1						
ABC NEWS	0.9	0.7	0.2	1.5	1.1	0.4	0.6	0.7	-0.1	0.4	0.3	0.1	0.7	0.7	0.0	1.1	0.5	0.6	0.9	0.7	0.2						
2JJJ	9.2	10.9	-1.7	7.9	10.6	-2.7	8.1	8.3	-0.2	9.2	10.3	-1.1	13.3	14.8	-1.5	9.4	15.1	-5.7	9.2	10.6	-1.4						
ABCFM	4.4	4.5	-0.1	3.4	4.2	-0.8	4.6	4.8	-0.2	5.4	4.6	0.8	4.6	4.4	0.2	4.4	5.4	-1.0	4.8	4.8	0.0						

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 3 2018

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	54	55	-1	3	2	1	2	1	1	6	5	1	12	12	0	10	11	-1	23	25	-2
KOFM	137	139	-2	13	13	0	10	10	0	32	32	0	44	47	-3	22	23	-1	15	14	1
105.3 NEWFM	105	110	-5	18	17	1	7	11	-4	33	32	1	32	35	-3	8	9	-1	8	6	2
Hit106.9	138	143	-5	31	31	0	27	30	-3	45	44	1	28	31	-3	5	4	1	2	2	0
ABC1233	91	85	6	4	3	1	2	2	0	9	8	1	25	20	5	17	17	0	35	35	0
2RN	26	22	4	2	1	1	*	1	*	4	1	3	8	6	2	5	5	0	7	8	-1
ABC NEWS	26	18	8	3	2	1	2	3	-1	4	2	2	7	3	4	3	3	0	6	5	1
2JJJ	97	106	-9	9	12	-3	23	21	2	36	42	-6	19	21	-2	8	8	0	3	2	1
ABCFM	31	31	0	1	2	-1	1	2	-1	6	4	2	7	5	2	6	6	0	10	13	-3
Total	482	482	0	51	51	0	50	49	1	104	105	-1	108	107	1	70	71	-1	98	99	-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	52	53	-1	29	26	3	34	33	1	25	25	0	22	23	-1	18	18	0	32	33	-1	32	33	-1	85	82	3
KOFM	128	133	-5	74	84	-10	62	64	-2	60	59	1	63	67	-4	26	26	0	85	82	3	26	26	0	85	82	3
105.3 NEWFM	91	100	-9	54	62	-8	39	46	-7	60	58	2	51	55	-4	21	21	0	68	72	-4	21	21	0	68	72	-4
Hit106.9	124	130	-6	76	80	-4	56	61	-5	73	79	-6	73	77	-4	32	34	-2	91	91	0	32	34	-2	91	91	0
ABC1233	78	70	8	59	52	7	40	33	7	42	34	8	42	31	11	26	22	4	72	67	5	26	22	4	72	67	5
2RN	23	19	4	16	14	2	10	6	4	11	10	1	11	10	1	7	6	1	16	12	4	7	6	1	16	12	4
ABC NEWS	19	14	5	12	9	3	7	4	3	5	4	1	6	4	2	4	3	1	12	8	4	4	3	1	12	8	4
2JJJ	89	101	-12	57	67	-10	42	46	-4	43	51	-8	60	63	-3	24	31	-7	60	66	-6	24	31	-7	60	66	-6
ABCFM	28	30	-2	16	19	-3	17	18	-1	15	18	-3	19	18	1	9	9	0	25	24	1	9	9	0	25	24	1
Total	468	472	-4	377	378	-1	307	313	-6	324	329	-5	315	321	-6	170	171	-1	399	402	-3	170	171	-1	399	402	-3

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 3 2018

Average Audience (000's) by Demographic, Mon-Sun 5.30am-12midnight (Ave Qtr Hr Audience)

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	5	5	0	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	3	3	0
KOFM	8	8	0	*	*	*	*	*	*	2	2	0	3	3	0	1	2	-1	1	1	0
105.3 NEWFM	5	6	-1	1	1	0	*	*	*	2	2	0	2	2	0	*	1	*	*	*	*
Hit106.9	7	7	0	2	2	0	1	1	0	2	2	0	1	2	-1	*	*	*	*	*	*
ABC1233	7	6	1	*	*	*	*	*	*	1	*	*	2	1	1	1	2	-1	3	3	0
2RN	2	1	1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0
ABC NEWS	1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
2JJJ	5	6	-1	1	*	*	1	1	0	2	2	0	1	1	0	*	1	*	*	*	*
ABCFM	3	3	0	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0
Total	58	58	0	4	4	0	4	4	0	11	11	0	13	13	0	10	11	-1	15	16	-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	6	6	0	8	7	1	12	12	0	5	5	0	4	4	0	2	3	-1	3	3	0
KOFM	8	9	-1	16	16	0	11	13	-2	9	9	0	7	8	-1	1	2	-1	6	6	0
105.3 NEWFM	5	6	-1	8	9	-1	6	9	-3	8	9	-1	5	6	-1	1	1	0	4	5	-1
Hit106.9	7	8	-1	10	11	-1	9	10	-1	9	10	-1	10	10	0	2	2	0	6	6	0
ABC1233	7	6	1	16	14	2	9	7	2	6	5	1	6	4	2	2	2	0	7	6	1
2RN	2	1	1	3	3	0	2	1	1	1	1	0	2	1	1	1	*	*	2	1	1
ABC NEWS	1	*	*	1	1	0	1	1	0	*	*	*	*	*	*	*	*	*	*	*	*
2JJJ	6	7	-1	8	10	-2	7	7	0	6	7	-1	8	9	-1	1	2	-1	5	5	0
ABCFM	3	3	0	3	4	-1	4	4	0	4	3	1	3	3	0	1	1	0	2	2	0
Total	62	62	0	98	97	1	88	89	-1	70	71	-1	58	58	0	16	16	0	50	49	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.