



NEWCASTLE RADIO - SURVEY 2 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	8.7	8.7	0.0	1.0	1.2	-0.2	0.7	0.3	0.4	2.2	3.1	-0.9	5.0	5.9	-0.9	8.6	7.2	1.4	19.9	20.9	-1.0
KOFM	14.0	16.8	-2.8	9.0	16.0	-7.0	7.1	4.9	2.2	17.0	19.6	-2.6	23.2	27.4	-4.2	18.5	20.6	-2.1	4.2	7.5	-3.3
105.3 NEWFM	10.1	9.4	0.7	15.8	9.4	6.4	7.0	6.4	0.6	17.6	14.5	3.1	15.9	14.6	1.3	5.6	6.2	-0.6	2.5	4.3	-1.8
Hit106.9	12.7	16.1	-3.4	43.4	38.6	4.8	38.9	48.0	-9.1	21.1	27.4	-6.3	12.5	14.2	-1.7	2.2	4.3	-2.1	0.4	0.6	-0.2
ABC1233	10.6	8.6	2.0	1.6	0.8	0.8	6.2	0.8	5.4	2.8	1.9	0.9	8.5	6.1	2.4	15.4	15.0	0.4	17.6	15.8	1.8
2RN	2.0	2.1	-0.1	0.2	0.1	0.1	0.2	0.2	0.0	0.4	0.3	0.1	2.1	2.1	0.0	3.0	2.5	0.5	3.2	4.3	-1.1
ABC NEWS	0.7	0.9	-0.2	1.7	1.2	0.5	1.1	1.0	0.1	0.4	0.3	0.1	0.4	0.4	0.0	0.9	2.4	-1.5	0.8	0.6	0.2
2JJJ	10.9	12.2	-1.3	9.4	18.5	-9.1	34.3	35.2	-0.9	22.4	23.1	-0.7	11.1	10.2	0.9	7.2	5.6	1.6	0.1	0.6	-0.5
ABCFM	4.6	3.3	1.3	0.9	2.4	-1.5	1.9	1.8	0.1	0.5	0.6	-0.1	1.5	2.4	-0.9	7.8	2.0	5.8	9.3	7.7	1.6

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	9.2	0.0	7.0	8.5	-1.5	13.8	14.5	-0.7	7.1	5.2	1.9	6.3	5.0	1.3	17.1	17.4	-0.3	6.9	7.3	-0.4						
KOFM	14.4	17.0	-2.6	16.8	19.1	-2.3	14.2	15.0	-0.8	13.1	17.3	-4.2	13.4	18.4	-5.0	11.8	11.8	0.0	12.7	15.8	-3.1						
105.3 NEWFM	10.2	9.8	0.4	9.0	9.0	0.0	9.6	10.5	-0.9	12.6	10.9	1.7	10.0	10.2	-0.2	8.5	7.0	1.5	9.7	7.8	1.9						
Hit106.9	13.1	16.3	-3.2	11.5	14.6	-3.1	11.3	13.0	-1.7	14.7	19.1	-4.4	17.5	21.0	-3.5	10.6	13.7	-3.1	11.5	15.4	-3.9						
ABC1233	9.9	8.2	1.7	14.9	12.9	2.0	7.6	5.9	1.7	7.6	5.5	2.1	6.8	5.9	0.9	12.0	11.5	0.5	12.7	9.7	3.0						
2RN	1.9	2.2	-0.3	2.6	2.3	0.3	0.9	1.6	-0.7	1.5	2.1	-0.6	2.5	3.0	-0.5	2.5	1.8	0.7	2.2	2.1	0.1						
ABC NEWS	0.7	0.8	-0.1	1.1	0.7	0.4	0.7	0.7	0.0	0.3	0.7	-0.4	0.7	0.8	-0.1	0.5	2.0	-1.5	0.7	1.0	-0.3						
2JJJ	10.9	12.7	-1.8	10.6	11.5	-0.9	8.3	10.9	-2.6	10.3	14.0	-3.7	14.8	14.9	-0.1	15.1	14.3	0.8	10.6	10.3	0.3						
ABCFM	4.5	3.3	1.2	4.2	3.5	0.7	4.8	3.3	1.5	4.6	2.7	1.9	4.4	2.7	1.7	5.4	5.7	-0.3	4.8	3.5	1.3						

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 2 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	55	59	-4	2	2	0	1	1	0	5	6	-1	12	13	-1	11	11	0	25	26	-1
KOFM	139	158	-19	13	18	-5	10	9	1	32	35	-3	47	49	-2	23	29	-6	14	17	-3
105.3 NEWFM	110	102	8	17	12	5	11	11	0	32	32	0	35	32	3	9	9	0	6	6	0
Hit106.9	143	151	-8	31	32	-1	30	31	-1	44	49	-5	31	30	1	4	6	-2	2	3	-1
ABC1233	85	81	4	3	1	2	2	2	0	8	8	0	20	19	1	17	19	-2	35	31	4
2RN	22	23	-1	1	*	*	1	2	-1	1	2	-1	6	5	1	5	6	-1	8	8	0
ABC NEWS	18	17	1	2	1	1	3	3	0	2	2	0	3	5	-2	3	4	-1	5	3	2
2JJJ	106	107	-1	12	14	-2	21	24	-3	42	38	4	21	23	-2	8	5	3	2	3	-1
ABCFM	31	29	2	2	3	-1	2	3	-1	4	5	-1	5	4	1	6	3	3	13	11	2
Total	482	482	0	51	51	0	49	48	1	105	105	0	107	108	-1	71	71	0	99	99	0

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	53	57	-4	26	33	-7	33	34	-1	25	25	0	23	22	1	18	19	-1	33	38	-5							
KOFM	133	147	-14	84	102	-18	64	66	-2	59	79	-20	67	81	-14	26	28	-2	82	103	-21							
105.3 NEWFM	100	94	6	62	58	4	46	45	1	58	51	7	55	59	-4	21	20	1	72	67	5							
Hit106.9	130	143	-13	80	95	-15	61	66	-5	79	90	-11	77	92	-15	34	39	-5	91	94	-3							
ABC1233	70	70	0	52	49	3	33	31	2	34	33	1	31	29	2	22	21	1	67	60	7							
2RN	19	21	-2	14	13	1	6	8	-2	10	12	-2	10	11	-1	6	5	1	12	12	0							
ABC NEWS	14	14	0	9	7	2	4	4	0	4	7	-3	4	5	-1	3	4	-1	8	8	0							
2JJJ	101	99	2	67	63	4	46	45	1	51	53	-2	63	66	-3	31	34	-3	66	67	-1							
ABCFM	30	28	2	19	16	3	18	17	1	18	17	1	18	14	4	9	12	-3	24	18	6							
Total	472	475	-3	378	390	-12	313	309	4	329	339	-10	321	338	-17	171	175	-4	402	401	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 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	11	-3	*	1	*	*	*	*	2	2	0	3	4	-1	2	2	0	1	1	0
105.3 NEWFM	6	6	0	1	*	*	*	*	*	2	2	0	2	2	0	1	1	0	*	1	*
Hit106.9	7	10	-3	2	1	1	1	3	-2	2	3	-1	2	2	0	*	*	*	*	*	*
ABC1233	6	5	1	*	*	*	*	*	*	*	*	*	1	1	0	2	2	0	3	3	0
2RN	1	1	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0
ABC NEWS	*	1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
2JJJ	6	8	-2	*	1	*	1	2	-1	2	3	-1	1	2	-1	1	1	0	*	*	*
ABCFM	3	2	1	*	*	*	*	*	*	*	*	*	*	*	*	1	*	*	1	1	0
Total	58	63	-5	4	3	1	4	6	-2	11	11	0	13	15	-2	11	10	1	16	16	0

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-12mn	+/-	Mon-Fri 5:30am-9:00am	Mon-Fri 5:30am-9:00am	+/-	Mon-Fri 9:00am-12:00md	Mon-Fri 9:00am-12:00md	+/-	Mon-Fri 12:00md-4:00pm	Mon-Fri 12:00md-4:00pm	+/-	Mon-Fri 4:00pm-7:00pm	Mon-Fri 4:00pm-7:00pm	+/-	Mon-Fri 7:00pm-12:00mn	Mon-Fri 7:00pm-12:00mn	+/-	Sat-Sun 5:30am-12mn	Sat-Sun 5:30am-12mn	+/-
2HD	6	6	0	7	9	-2	12	14	-2	5	4	1	4	3	1	3	3	0	3	4	-1
KOFM	9	12	-3	16	20	-4	13	14	-1	9	14	-5	8	12	-4	2	2	0	6	8	-2
105.3 NEWFM	6	7	-1	9	9	0	9	10	-1	9	9	0	6	7	-1	1	1	0	5	4	1
Hit106.9	8	11	-3	11	15	-4	10	12	-2	10	15	-5	10	14	-4	2	3	-1	6	8	-2
ABC1233	6	6	0	14	13	1	7	6	1	5	4	1	4	4	0	2	2	0	6	5	1
2RN	1	1	0	3	2	1	1	1	0	1	2	-1	1	2	-1	*	*	*	1	1	0
ABC NEWS	*	1	*	1	1	0	1	1	0	*	1	*	*	1	*	*	*	*	*	1	*
2JJJ	7	9	-2	10	12	-2	7	10	-3	7	11	-4	9	10	-1	2	3	-1	5	5	0
ABCFM	3	2	1	4	4	0	4	3	1	3	2	1	3	2	1	1	1	0	2	2	0
Total	62	68	-6	97	102	-5	89	95	-6	71	79	-8	58	67	-9	16	19	-3	49	50	-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.