

EMBARGOED UNTIL 9:30AM (AEDT)



NEWCASTLE RADIO - SURVEY 3 2015

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	9.2	9.8	-0.6	0.9	1.3	-0.4	3.7	1.7	2.0	5.3	3.6	1.7	6.1	6.6	-0.5	7.2	9.3	-2.1	20.1	22.5	-2.4
KOFM	13.1	14.7	-1.6	17.3	9.6	7.7	15.4	13.2	2.2	9.6	14.1	-4.5	21.8	23.2	-1.4	14.8	16.8	-2.0	5.5	6.4	-0.9
105.3 NEWFM	9.4	8.9	0.5	23.5	20.7	2.8	7.9	7.7	0.2	10.4	12.5	-2.1	16.6	13.5	3.1	7.9	7.4	0.5	0.6	0.6	0.0
NXFM	10.9	10.9	0.0	30.9	48.1	-17.2	32.9	30.8	2.1	15.2	15.8	-0.6	11.4	10.0	1.4	3.1	2.3	0.8	0.5	0.4	0.1
ABC1233	15.7	14.8	0.9	6.3	3.6	2.7	3.3	1.0	2.3	14.1	13.2	0.9	11.4	9.9	1.5	19.0	20.4	-1.4	24.6	24.0	0.6
2RN	2.8	2.2	0.6	0.8	1.7	-0.9	0.8	0.2	0.6	2.7	1.4	1.3	2.7	2.2	0.5	4.3	3.7	0.6	2.9	2.5	0.4
NEWSR	1.2	0.9	0.3	0.7	0.2	0.5	1.0	0.3	0.7	0.7	0.6	0.1	0.6	0.4	0.2	2.5	1.4	1.1	1.6	1.6	0.0
2JJJ	10.1	11.0	-0.9	9.7	10.5	-0.8	26.1	32.0	-5.9	23.3	25.6	-2.3	7.4	8.5	-1.1	4.5	4.7	-0.2	0.1	0.2	-0.1
ABCFM	3.5	3.5	0.0	0.6	0.2	0.4	1.1	1.6	-0.5	1.3	2.0	-0.7	3.5	2.4	1.1	4.8	5.0	-0.2	5.9	5.9	0.0

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	10.2	10.5	-0.3	9.5	9.2	0.3	15.2	15.7	-0.5	7.8	8.2	-0.4	5.7	7.1	-1.4	14.2	14.0	0.2	5.9	7.3	-1.4						
KOFM	13.3	15.4	-2.1	13.3	15.9	-2.6	13.6	15.3	-1.7	14.6	16.7	-2.1	13.2	14.5	-1.3	7.9	11.2	-3.3	12.7	12.7	0.0						
105.3 NEWFM	9.7	9.0	0.7	7.6	7.9	-0.3	9.2	7.4	1.8	12.2	10.4	1.8	10.2	11.3	-1.1	9.2	9.0	0.2	8.4	8.7	-0.3						
NXFM	11.2	10.8	0.4	9.1	9.6	-0.5	9.4	7.7	1.7	13.1	11.1	2.0	14.5	14.3	0.2	12.3	16.7	-4.4	9.7	11.2	-1.5						
ABC1233	14.9	14.5	0.4	19.8	20.0	-0.2	11.0	11.7	-0.7	11.4	10.0	1.4	12.1	11.9	0.2	24.1	21.6	2.5	18.3	16.1	2.2						
2RN	2.8	2.2	0.6	4.2	2.9	1.3	1.3	1.7	-0.4	1.6	1.6	0.0	3.4	2.4	1.0	4.6	2.3	2.3	2.6	2.4	0.2						
NEWSR	1.1	0.8	0.3	1.7	1.2	0.5	0.8	0.5	0.3	0.5	0.5	0.0	1.1	0.8	0.3	1.4	1.5	-0.1	1.8	1.1	0.7						
2JJJ	10.3	11.5	-1.2	9.2	9.4	-0.2	9.8	11.3	-1.5	10.6	13.2	-2.6	14.4	14.2	0.2	6.7	8.8	-2.1	9.7	9.4	0.3						
ABCFM	3.3	3.3	0.0	3.1	3.8	-0.7	3.9	4.0	-0.1	2.3	2.4	-0.1	3.9	3.2	0.7	4.3	2.2	2.1	4.3	4.1	0.2						

Please note: current survey results include listening via streaming to ABC, KOFM and NXFM for the entire survey and 2HD and 105.3 NEWFM for 0 weeks.

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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	*	*	*	*	*	*	1	*	*	1	1	0	1	1	0	3	4	-1
KOFM	9	10	-1	1	*	*	1	1	0	1	2	-1	3	4	-1	2	2	0	1	1	0
105.3 NEWFM	6	6	0	1	1	0	*	*	*	1	2	-1	2	2	0	1	1	0	*	*	*
NXFM	7	7	0	1	2	-1	2	2	0	2	2	0	2	2	0	*	*	*	*	*	*
ABC1233	10	10	0	*	*	*	*	*	*	2	2	0	2	2	0	2	2	0	4	4	0
2RN	2	1	1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
NEWSR	1	1	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
2JJJ	7	7	0	*	*	*	1	2	-1	3	3	0	1	1	0	*	1	*	*	*	*
ABCFM	2	2	0	*	*	*	*	*	*	*	*	*	1	*	*	1	1	0	1	1	0
Total	65	65	0	3	3	0	6	5	1	14	12	2	15	17	-2	11	12	-1	17	16	1

Average Audience (000's) by Session, P10+ [Potential: 497]

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	10	10	0	15	16	-1	6	6	0	4	5	-1	3	3	0	3	4	-1
KOFM	9	11	-2	14	17	-3	13	15	-2	12	13	-1	8	9	-1	2	2	0	7	7	0
105.3 NEWFM	7	6	1	8	8	0	9	7	2	10	8	2	7	7	0	2	2	0	5	5	0
NXFM	8	7	1	10	10	0	9	8	1	11	9	2	9	9	0	3	3	0	5	6	-1
ABC1233	10	10	0	21	21	0	11	12	-1	9	8	1	8	8	0	5	4	1	10	9	1
2RN	2	1	1	5	3	2	1	2	-1	1	1	0	2	2	0	1	*	*	1	1	0
NEWSR	1	1	0	2	1	1	1	1	0	*	*	*	1	1	0	*	*	*	1	1	0
2JJJ	7	8	-1	10	10	0	10	11	-1	9	10	-1	9	9	0	1	2	-1	5	5	0
ABCFM	2	2	0	3	4	-1	4	4	0	2	2	0	2	2	0	1	*	*	2	2	0
Total	70	69	1	108	104	4	99	100	-1	82	79	3	64	65	-1	20	20	0	54	55	-1

Please note: current survey results include listening via streaming to ABC, KOFM and NXFM for the entire survey and 2HD and 105.3 NEWFM for 0 weeks.

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NEWCASTLE RADIO - SURVEY 3 2015

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	65	63	2	2	2	0	2	1	1	8	6	2	13	13	0	12	12	0	27	29	-2
KOFM	146	145	1	21	14	7	13	11	2	28	30	-2	48	52	-4	23	24	-1	13	14	-1
105.3 NEWFM	112	108	4	20	19	1	14	14	0	27	28	-1	36	34	2	11	11	0	4	3	1
NXFM	133	133	0	28	32	-4	30	27	3	34	33	1	32	30	2	7	7	0	3	2	1
ABC1233	123	110	13	8	6	2	5	2	3	22	20	2	27	22	5	23	26	-3	37	35	2
2RN	31	33	-2	2	2	0	2	1	1	6	6	0	7	7	0	7	8	-1	7	8	-1
NEWSR	32	24	8	4	2	2	4	2	2	4	5	-1	5	4	1	7	5	2	8	5	3
2J JJ	96	99	-3	9	9	0	25	26	-1	36	37	-1	18	18	0	7	7	0	*	2	*
ABCFM	32	33	-1	2	1	1	3	4	-1	5	8	-3	7	5	2	6	5	1	9	9	0
Total	471	471	0	50	50	0	52	50	2	100	99	1	108	109	-1	72	72	0	90	91	-1

Cumulative Audience (000's) by Session, P10+ [Potential: 497]

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	61	59	2	37	36	1	41	40	1	29	28	1	24	23	1	20	19	1	40	43	-3
KOFM	136	134	2	89	91	-2	71	68	3	77	75	2	67	71	-4	28	32	-4	91	88	3
105.3 NEWFM	99	95	4	59	55	4	49	41	8	58	53	5	50	48	2	26	25	1	70	69	1
NXFM	126	122	4	78	76	2	62	55	7	81	72	9	78	71	7	45	44	1	80	82	-2
ABC1233	108	99	9	77	74	3	54	52	2	57	52	5	52	51	1	37	35	2	88	82	6
2RN	27	27	0	19	16	3	12	11	1	12	13	-1	14	14	0	9	8	1	20	20	0
NEWSR	24	20	4	15	9	6	8	7	1	8	7	1	8	7	1	4	4	0	19	14	5
2J JJ	90	92	-2	55	56	-1	47	51	-4	48	54	-6	59	62	-3	26	34	-8	67	66	1
ABCFM	28	28	0	17	17	0	14	15	-1	13	13	0	15	12	3	10	7	3	23	23	0
Total	464	461	3	384	378	6	328	327	1	337	326	11	325	321	4	185	189	-4	401	395	6

Please note: current survey results include listening via streaming to ABC, KOFM and NXFM for the entire survey and 2HD and 105.3 NEWFM for 0 weeks.