



NEWCASTLE RADIO - SURVEY 1 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	10.0	-1.3	1.2	1.7	-0.5	0.3	1.6	-1.3	3.1	3.3	-0.2	5.9	6.6	-0.7	7.2	12.7	-5.5	20.9	22.0	-1.1
KOFM	16.8	13.6	3.2	16.0	10.7	5.3	4.9	10.7	-5.8	19.6	13.9	5.7	27.4	19.0	8.4	20.6	21.0	-0.4	7.5	4.6	2.9
105.3 NEWFM	9.4	8.0	1.4	9.4	13.0	-3.6	6.4	10.3	-3.9	14.5	11.0	3.5	14.6	11.4	3.2	6.2	4.3	1.9	4.3	2.6	1.7
Hit106.9	16.1	12.7	3.4	38.6	43.2	-4.6	48.0	32.4	15.6	27.4	20.7	6.7	14.2	10.2	4.0	4.3	2.3	2.0	0.6	1.8	-1.2
ABC1233	8.6	13.1	-4.5	0.8	0.6	0.2	0.8	3.3	-2.5	1.9	8.3	-6.4	6.1	13.3	-7.2	15.0	16.7	-1.7	15.8	20.9	-5.1
2RN	2.1	2.3	-0.2	0.1	0.2	-0.1	0.2	0.1	0.1	0.3	1.8	-1.5	2.1	1.9	0.2	2.5	2.7	-0.2	4.3	4.3	0.0
ABC NEWS	0.9	0.7	0.2	1.2	0.9	0.3	1.0	*	*	0.3	1.5	-1.2	0.4	0.6	-0.2	2.4	0.7	1.7	0.6	0.4	0.2
2JJJ	12.2	9.3	2.9	18.5	10.3	8.2	35.2	24.0	11.2	23.1	20.6	2.5	10.2	9.1	1.1	5.6	1.6	4.0	0.6	0.4	0.2
ABCFM	3.3	3.6	-0.3	2.4	6.7	-4.3	1.8	1.0	0.8	0.6	2.5	-1.9	2.4	2.4	0.0	2.0	2.8	-0.8	7.7	6.2	1.5

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	9.2	10.8	-1.6	8.5	9.2	-0.7	14.5	15.1	-0.6	5.2	8.4	-3.2	5.0	7.3	-2.3	17.4	20.0	-2.6	7.3	7.4	-0.1						
KOFM	17.0	14.6	2.4	19.1	17.8	1.3	15.0	12.8	2.2	17.3	15.1	2.2	18.4	12.2	6.2	11.8	10.4	1.4	15.8	10.4	5.4						
105.3 NEWFM	9.8	8.2	1.6	9.0	8.3	0.7	10.5	8.2	2.3	10.9	8.6	2.3	10.2	8.2	2.0	7.0	6.4	0.6	7.8	7.3	0.5						
Hit106.9	16.3	13.0	3.3	14.6	9.7	4.9	13.0	11.4	1.6	19.1	15.2	3.9	21.0	18.6	2.4	13.7	11.6	2.1	15.4	12.0	3.4						
ABC1233	8.2	12.5	-4.3	12.9	15.8	-2.9	5.9	11.0	-5.1	5.5	9.3	-3.8	5.9	11.6	-5.7	11.5	17.6	-6.1	9.7	15.2	-5.5						
2RN	2.2	2.3	-0.1	2.3	3.7	-1.4	1.6	1.5	0.1	2.1	1.6	0.5	3.0	2.0	1.0	1.8	2.7	-0.9	2.1	2.4	-0.3						
ABC NEWS	0.8	0.6	0.2	0.7	0.9	-0.2	0.7	0.3	0.4	0.7	0.5	0.2	0.8	0.2	0.6	2.0	1.7	0.3	1.0	0.9	0.1						
2JJJ	12.7	9.5	3.2	11.5	8.8	2.7	10.9	7.8	3.1	14.0	10.2	3.8	14.9	12.5	2.4	14.3	8.9	5.4	10.3	8.7	1.6						
ABCFM	3.3	3.3	0.0	3.5	3.1	0.4	3.3	3.8	-0.5	2.7	3.5	-0.8	2.7	3.3	-0.6	5.7	1.5	4.2	3.5	4.5	-1.0						

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 1 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	59	60	-1	2	2	0	1	2	-1	6	6	0	13	11	2	11	12	-1	26	26	0
KOFM	158	148	10	18	18	0	9	16	-7	35	29	6	49	44	5	29	26	3	17	16	1
105.3 NEWFM	102	99	3	12	15	-3	11	14	-3	32	27	5	32	27	5	9	8	1	6	7	-1
Hit106.9	151	146	5	32	36	-4	31	27	4	49	45	4	30	28	2	6	7	-1	3	4	-1
ABC1233	81	107	-26	1	1	0	2	4	-2	8	16	-8	19	27	-8	19	24	-5	31	35	-4
2RN	23	21	2	*	1	*	2	1	1	2	3	-1	5	4	1	6	4	2	8	9	-1
ABC NEWS	17	18	-1	1	2	-1	3	1	2	2	4	-2	5	5	0	4	4	0	3	3	0
2JJJ	107	102	5	14	12	2	24	26	-2	38	41	-3	23	16	7	5	5	0	3	2	1
ABCFM	29	33	-4	3	3	0	3	1	2	5	7	-2	4	5	-1	3	6	-3	11	11	0
Total	482	483	-1	51	50	1	48	50	-2	105	106	-1	108	109	-1	71	71	0	99	96	3

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-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	57	56	1	33	36	-3	34	35	-1	25	28	-3	22	23	-1	19	19	0	38	43	-5
KOFM	147	134	13	102	89	13	66	61	5	79	79	0	81	63	18	28	29	-1	103	84	19
105.3 NEWFM	94	87	7	58	51	7	45	38	7	51	47	4	59	44	15	20	18	2	67	57	10
Hit106.9	143	135	8	95	76	19	66	62	4	90	84	6	92	89	3	39	38	1	94	91	3
ABC1233	70	91	-21	49	66	-17	31	49	-18	33	49	-16	29	49	-20	21	28	-7	60	80	-20
2RN	21	19	2	13	14	-1	8	9	-1	12	11	1	11	9	2	5	4	1	12	15	-3
ABC NEWS	14	15	-1	7	9	-2	4	3	1	7	7	0	5	4	1	4	3	1	8	10	-2
2JJJ	99	91	8	63	56	7	45	41	4	53	54	-1	66	56	10	34	24	10	67	63	4
ABCFM	28	27	1	16	16	0	17	15	2	17	14	3	14	13	1	12	4	8	18	22	-4
Total	475	473	2	390	391	-1	309	311	-2	339	351	-12	338	329	9	175	165	10	401	409	-8

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 1 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	7	-2	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	3	4	-1
KOFM	11	9	2	1	*	*	*	1	*	2	2	0	4	3	1	2	2	0	1	1	0
105.3 NEWFM	6	5	1	*	1	*	*	1	*	2	1	1	2	2	0	1	*	*	1	*	*
Hit106.9	10	8	2	1	2	-1	3	2	1	3	3	0	2	2	0	*	*	*	*	*	*
ABC1233	5	9	-4	*	*	*	*	*	*	*	1	*	1	2	-1	2	2	0	3	3	0
2RN	1	2	-1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0
ABC NEWS	1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
2JJJ	8	6	2	1	*	*	2	1	1	3	3	0	2	2	0	1	*	*	*	*	*
ABCFM	2	2	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0
Total	63	66	-3	3	4	-1	6	6	0	11	13	-2	15	17	-2	10	11	-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	8	-2	9	10	-1	14	15	-1	4	7	-3	3	5	-2	3	4	-1	4	4	0
KOFM	12	10	2	20	19	1	14	13	1	14	13	1	12	8	4	2	2	0	8	6	2
105.3 NEWFM	7	6	1	9	9	0	10	8	2	9	8	1	7	5	2	1	1	0	4	4	0
Hit106.9	11	9	2	15	10	5	12	11	1	15	13	2	14	12	2	3	2	1	8	7	1
ABC1233	6	9	-3	13	17	-4	6	11	-5	4	8	-4	4	7	-3	2	3	-1	5	8	-3
2RN	1	2	-1	2	4	-2	1	1	0	2	1	1	2	1	1	*	1	*	1	1	0
ABC NEWS	1	*	*	1	1	0	1	*	*	1	*	*	1	*	*	*	*	*	1	1	0
2JJJ	9	7	2	12	9	3	10	8	2	11	9	2	10	8	2	3	2	1	5	5	0
ABCFM	2	2	0	4	3	1	3	4	-1	2	3	-1	2	2	0	1	*	*	2	2	0
Total	68	70	-2	102	107	-5	95	99	-4	79	87	-8	67	62	5	19	18	1	50	54	-4

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.