



# NEWCASTLE RADIO - SURVEY 3 2014

## 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	9.8	10.3	-0.5	1.3	1.4	-0.1	2.7	2.3	0.4	5.1	4.8	0.3	7.2	7.6	-0.4	9.1	9.1	0.0	20.8	22.7	-1.9
KOFM	15.3	15.3	0.0	16.8	18.1	-1.3	10.4	5.0	5.4	13.3	17.4	-4.1	24.2	24.9	-0.7	18.0	13.7	4.3	8.3	8.8	-0.5
NEWFM	10.0	9.3	0.7	17.5	17.5	0.0	11.8	11.7	0.1	12.7	11.8	0.9	17.1	14.3	2.8	7.4	7.4	0.0	1.1	1.6	-0.5
NXFM	11.6	9.7	1.9	32.5	35.0	-2.5	29.9	20.4	9.5	20.9	18.9	2.0	10.0	7.8	2.2	3.7	3.1	0.6	0.5	0.4	0.1
ABC1233	11.9	11.1	0.8	3.0	3.4	-0.4	3.3	4.6	-1.3	7.4	6.5	0.9	11.9	12.2	-0.3	14.7	13.4	1.3	18.3	15.9	2.4
2RN	2.2	2.9	-0.7	0.3	0.5	-0.2	0.3	0.3	0.0	2.1	1.2	0.9	2.5	3.7	-1.2	3.2	6.0	-2.8	2.2	2.7	-0.5
NEWSR	0.6	0.5	0.1	0.1	0.6	-0.5	0.1	*	*	0.4	0.4	0.0	0.6	0.4	0.2	1.1	1.0	0.1	0.7	0.6	0.1
2J JJ	9.9	10.8	-0.9	19.9	10.6	9.3	30.3	43.4	-13.1	21.3	21.7	-0.4	5.0	6.9	-1.9	4.1	3.9	0.2	0.1	*	*
ABCFM	3.9	4.7	-0.8	*	3.3	*	0.1	0.8	-0.7	1.6	2.5	-0.9	1.6	3.3	-1.7	6.4	3.7	2.7	8.2	10.0	-1.8

## 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	10.5	11.1	-0.6	10.8	10.8	0.0	17.9	17.9	0.0	5.8	5.9	-0.1	4.8	6.5	-1.7	13.3	16.9	-3.6	7.4	7.8	-0.4						
KOFM	16.0	15.8	0.2	16.7	16.5	0.2	15.7	14.7	1.0	17.7	16.7	1.0	15.6	15.7	-0.1	9.9	13.2	-3.3	13.1	13.9	-0.8						
NEWFM	10.2	9.4	0.8	8.4	7.0	1.4	10.4	9.3	1.1	12.0	11.7	0.3	11.1	11.5	-0.4	8.1	6.7	1.4	9.5	9.1	0.4						
NXFM	11.7	9.9	1.8	11.5	9.5	2.0	8.8	7.6	1.2	12.6	10.2	2.4	14.9	13.4	1.5	11.6	10.6	1.0	11.5	9.2	2.3						
ABC1233	11.7	11.2	0.5	16.1	15.1	1.0	8.3	8.9	-0.6	9.4	9.5	-0.1	11.0	9.6	1.4	15.5	12.6	2.9	12.3	10.9	1.4						
2RN	2.3	2.9	-0.6	2.9	3.9	-1.0	1.4	2.2	-0.8	1.5	2.0	-0.5	3.0	3.7	-0.7	3.4	2.9	0.5	1.8	2.9	-1.1						
NEWSR	0.6	0.5	0.1	0.8	0.6	0.2	0.2	0.3	-0.1	0.4	0.4	0.0	0.5	0.2	0.3	1.3	1.4	-0.1	0.7	0.7	0.0						
2J JJ	10.2	11.1	-0.9	8.2	9.8	-1.6	8.9	10.0	-1.1	10.7	12.3	-1.6	13.4	12.9	0.5	13.6	11.7	1.9	8.8	9.7	-0.9						
ABCFM	3.6	4.6	-1.0	3.0	4.0	-1.0	3.3	4.0	-0.7	4.0	4.8	-0.8	4.6	5.9	-1.3	4.3	5.7	-1.4	4.7	4.9	-0.2						

**Please note:**

- Previous 2014 survey results included listening via streaming for all ABC Radio stations but no listening to local streaming for any Newcastle commercial radio stations
- Current Survey 3, 2014 results include listening via streaming to ABC Radio stations for the entire survey period (24 weeks), and listening via local streaming to NXFM and KOFM for almost half of the survey period (11 weeks), and listening via local streaming to 2HD and NEWFM for no weeks in the survey period as 2HD/NEWFM are not streaming.