



# NORTHLAND COMMERCIAL RADIO - SURVEY 2 2017

Station Share (%) by Demographic, Mon-Sun 12mn-12mn

Survey Comparisons: 1/2017 - 2/2017

This Survey Period: Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 2017

Last Survey Period: Sun Apr 10 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Apr 8 2017

	All 10+				People 10-17			People 18-34			People 25-44			People 25-54			People 45-64			People 55-74			MGS with Kids			
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	
Coast	14.8	12.9	1.9	1	6.8	2.2	4.6	0.4	0.6	-0.2	5.0	5.9	-0.9	9.6	9.3	0.3	21.5	17.0	4.5	28.0	22.1	5.9	4.3	2.2	2.1	
Edge	10.9	12.6	-1.7	3	31.9	33.9	-2.0	24.4	29.2	-4.8	16.3	22.1	-5.8	13.4	16.1	-2.7	7.1	5.5	1.6	2.6	3.0	-0.4	15.4	21.4	-6.0	
Flava	3.5	3.1	0.4	9	13.6	15.9	-2.3	8.1	4.5	3.6	5.5	2.5	3.0	4.2	2.4	1.8	1.9	2.4	-0.5	0.8	1.5	-0.7	2.8	2.0	0.8	
Life FM	0.5	0.7	-0.2	18	0.1	0.1	0.0	1.0	*	*	0.8	0.1	0.7	1.0	0.7	0.3	0.9	1.1	-0.2	0.2	1.3	-1.1	0.8	0.8	0.0	
Mai FM	2.8	2.1	0.7	11	6.3	6.6	-0.3	4.8	4.6	0.2	5.1	3.6	1.5	3.5	2.3	1.2	1.3	0.8	0.5	2.1	1.5	0.6	3.9	2.4	1.5	
Mix	1.9	1.7	0.2	12	0.3	0.1	0.2	0.8	1.1	-0.3	1.0	1.2	-0.2	2.0	1.9	0.1	2.8	2.6	0.2	2.7	2.1	0.6	2.4	1.9	0.5	
More FM	13.5	11.6	1.9	2	12.1	11.3	0.8	18.0	13.1	4.9	14.1	11.8	2.3	13.4	11.5	1.9	15.6	11.9	3.7	16.9	14.5	2.4	18.9	18.9	0.0	
Newstalk ZB	10.1	10.6	-0.5	5	2.0	2.7	-0.7	*	0.3	*	*	0.2	*	1.4	0.6	0.8	5.9	7.3	-1.4	13.2	16.3	-3.1	0.2	0.1	0.1	
Ngati Hine FM	1.3	1.9	-0.6	15	3.7	4.2	-0.5	0.3	0.3	0.0	0.6	0.9	-0.3	1.2	1.5	-0.3	2.2	3.3	-1.1	1.3	2.4	-1.1	2.3	2.1	0.2	
Radio Hauraki	5.4	4.6	0.8	6	0.8	0.9	-0.1	5.0	5.3	-0.3	14.8	10.7	4.1	9.3	7.2	2.1	2.4	3.3	-0.9	2.1	2.6	-0.5	5.6	6.6	-1.0	
RadioLIVE	5.1	4.9	0.2	8	0.8	0.4	0.4	0.1	0.1	0.0	1.6	1.8	-0.2	1.6	2.2	-0.6	3.5	4.0	-0.5	6.5	5.6	0.9	7.4	4.7	2.7	
Radio Sport	0.7	1.3	-0.6	17	0.7	1.1	-0.4	0.5	1.9	-1.4	0.4	1.2	-0.8	1.0	1.5	-0.5	1.1	1.7	-0.6	0.3	1.5	-1.2	0.2	0.2	0.0	
Radio Waatea	0.2	0.1	0.1	21	*	0.1	*	*	*	*	*	*	*	0.4	0.3	0.1	0.5	0.4	0.1	*	*	*	*	*	*	
Rhema	1.3	1.4	-0.1	15	3.2	4.8	-1.6	0.9	0.8	0.1	0.3	0.1	0.2	1.4	1.3	0.1	2.4	2.3	0.1	1.0	0.9	0.1	1.5	1.1	0.4	
Rock	10.4	11.5	-1.1	4	5.4	4.6	0.8	19.2	20.1	-0.9	16.6	18.5	-1.9	14.7	18.6	-3.9	9.4	12.2	-2.8	4.6	4.1	0.5	17.2	17.9	-0.7	
Sunshine FM	0.5	0.5	0.0	18	*	*	*	*	0.7	*	0.1	0.5	-0.4	1.1	1.1	0.0	1.4	1.0	0.4	*	*	*	*	*	*	
Tai FM	*	*	*	*	*	*	*	*	0.1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Tautoko FM	1.5	1.7	-0.2	14	1.4	1.4	0.0	3.2	3.1	0.1	2.6	2.5	0.1	2.6	2.8	-0.2	1.4	2.2	-0.8	0.7	1.4	-0.7	0.5	0.8	-0.3	
Te Hiku o Te Ika	0.4	0.5	-0.1	20	0.4	0.6	-0.2	*	*	*	1.1	1.2	-0.1	0.7	0.7	0.0	*	0.1	*	0.2	0.3	-0.1	0.1	0.4	-0.3	
The Hits	5.2	5.6	-0.4	7	2.1	1.4	0.7	6.2	7.8	-1.6	7.9	9.6	-1.7	7.2	8.6	-1.4	5.3	5.2	0.1	5.0	4.5	0.5	8.1	9.9	-1.8	
The Sound	3.3	3.3	0.0	10	*	*	*	0.9	0.6	0.3	0.8	0.6	0.2	4.4	3.7	0.7	7.7	9.1	-1.4	4.5	5.4	-0.9	2.4	1.1	1.3	
ZM	1.6	1.6	0.0	13	2.1	2.3	-0.2	2.9	2.5	0.4	3.2	3.1	0.1	2.7	2.8	-0.1	1.2	1.4	-0.2	0.1	0.3	-0.2	2.4	2.5	-0.1	
Others	5.1	5.7	-0.6		6.4	5.3	1.1	3.0	3.0	0.0	2.2	1.9	0.3	3.2	3.2	0.0	4.5	5.3	-0.8	7.2	8.9	-1.7	3.6	3.0	0.6	
Mediaworks Combo	46.1	46.1	0.0		56.4	56.8	-0.4	67.5	67.8	-0.3	54.4	58.3	-3.9	51.0	54.4	-3.4	44.6	43.4	1.2	37.2	34.0	3.2	65.2	66.5	-1.3	
NZME Combo	43.0	41.5	1.5		28.5	26.6	1.9	24.0	24.0	0.0	37.8	34.4	3.4	37.4	34.2	3.2	42.0	41.0	1.0	52.2	50.9	1.3	25.9	25.4	0.5	
Potential (000)	120.3	120.3	0.0		16.2	15.9	0.3	24.3	24.6	-0.3	28.0	28.0	0.0	46.8	46.8	0.0	38.0	38.0	0.0	35.1	35.1	0.0	20.2	20.1	0.1	
Sample	814	837	-23		102	101	1	149	151	-2	185	190	-5	299	323	-24	257	274	-17	260	260	0	147	149	-2	

NB: SUM OF INDIVIDUAL STATIONS MAY NOT ADD TO NETWORK COMBO TOTAL DUE TO ROUNDING

Mediaworks Combo: Edge or Mai FM or More FM or RadioLIVE or Rock or The Sound

NZME Combo: Coast or Flava or Mix or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM



# NORTHLAND COMMERCIAL RADIO - SURVEY 2 2017

Station Share (%) by Daypart, People 10+

Survey Comparisons: 1/2017 - 2/2017

This Survey Period: Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 2017

Last Survey Period: Sun Apr 10 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Apr 8 2017

	This	Last	+/-
Potential (000)	120.3	120.3	0.0
Sample Size	814	837	-23

	Mon-Fri 6am-9am				Mon-Fri 9am-12md			Mon-Fri 12md-4pm			Mon-Fri 4pm-7pm			Mon-Fri 7pm-12mn			Mon-Fri 12mn-6am			Sat-Sun 12mn-12mn			
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	
Coast	12.2	10.2	2.0	2	15.8	14.5	1.3	14.7	13.6	1.1	15.0	12.0	3.0	15.2	12.2	3.0	4.8	5.8	-1.0	17.7	15.4	2.3	
Edge	7.8	9.6	-1.8	6	8.4	10.3	-1.9	12.1	14.3	-2.2	13.4	14.7	-1.3	13.9	14.1	-0.2	11.5	15.3	-3.8	12.0	12.8	-0.8	
Flava	3.8	4.2	-0.4	9	3.0	2.7	0.3	3.7	2.5	1.2	3.3	2.1	1.2	3.5	3.3	0.2	4.6	4.7	-0.1	3.3	3.2	0.1	
Life FM	0.6	1.0	-0.4	17	0.5	1.2	-0.7	0.6	0.9	-0.3	0.7	0.4	0.3	0.6	0.5	0.1	*	0.1	*	0.4	0.4	0.0	
Mai FM	3.4	1.6	1.8	10	2.7	2.3	0.4	2.3	2.2	0.1	4.0	2.7	1.3	2.5	2.0	0.5	1.0	1.0	0.0	2.6	2.3	0.3	
Mix	2.2	1.7	0.5	13	1.7	1.7	0.0	1.5	1.4	0.1	1.8	1.6	0.2	0.7	0.7	0.0	2.3	2.0	0.3	2.4	2.4	0.0	
More FM	16.9	15.6	1.3	1	15.8	12.3	3.5	13.8	11.0	2.8	12.8	13.0	-0.2	5.5	5.5	0.0	7.0	10.1	-3.1	12.8	9.9	2.9	
Newstalk ZB	11.8	12.1	-0.3	3	8.9	8.4	0.5	6.8	7.5	-0.7	7.5	8.2	-0.7	15.6	16.3	-0.7	22.1	19.5	2.6	10.3	11.0	-0.7	
Ngati Hine FM	2.5	2.6	-0.1	12	0.9	0.7	0.2	0.3	0.7	-0.4	0.9	1.5	-0.6	0.4	0.2	0.2	1.8	2.6	-0.8	2.1	3.4	-1.3	
Radio Hauraki	4.2	3.1	1.1	8	9.3	8.2	1.1	8.1	7.3	0.8	4.5	5.0	-0.5	2.4	2.2	0.2	1.8	1.5	0.3	2.6	2.4	0.2	
RadioLIVE	8.9	8.5	0.4	5	4.1	4.9	-0.8	2.9	3.2	-0.3	2.0	2.9	-0.9	6.0	5.9	0.1	10.0	5.4	4.6	5.5	4.3	1.2	
Radio Sport	0.2	1.0	-0.8	20	0.5	1.5	-1.0	0.5	0.5	0.0	0.3	0.5	-0.2	0.2	2.2	-2.0	*	0.8	*	1.8	2.4	-0.6	
Radio Waatea	*	*	*	*	0.1	*	*	*	*	*	*	0.1	*	*	*	*	3.8	2.3	1.5	*	*	*	
Rhema	1.9	1.7	0.2	14	0.5	0.7	-0.2	0.5	0.6	-0.1	0.4	0.5	-0.1	3.0	2.6	0.4	1.3	1.1	0.2	2.3	2.2	0.1	
Rock	9.4	11.2	-1.8	4	9.7	11.6	-1.9	11.2	12.6	-1.4	15.5	16.5	-1.0	13.4	10.3	3.1	9.9	9.1	0.8	7.4	9.2	-1.8	
Sunshine FM	0.4	0.7	-0.3	18	0.7	0.8	-0.1	0.7	0.6	0.1	0.2	0.2	0.0	0.1	0.1	0.0	*	*	*	0.5	0.4	0.1	
Tai FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.3	*	*	*	*	*
Tautoko FM	1.1	1.3	-0.2	15	1.5	1.7	-0.2	2.0	2.3	-0.3	1.8	2.2	-0.4	2.0	1.5	0.5	2.8	3.3	-0.5	0.8	1.1	-0.3	
Te Hiku o Te Ika	0.3	0.4	-0.1	19	0.2	0.1	0.1	0.3	0.4	-0.1	0.3	0.4	-0.1	0.2	0.2	0.0	2.8	1.9	0.9	0.5	0.6	-0.1	
The Hits	3.2	4.5	-1.3	11	5.3	4.7	0.6	6.2	5.4	0.8	5.2	4.5	0.7	3.3	5.4	-2.1	6.1	7.3	-1.2	6.1	7.2	-1.1	
The Sound	4.5	3.5	1.0	7	4.1	4.3	-0.2	4.3	4.6	-0.3	2.6	2.6	0.0	0.2	4.0	-3.8	1.7	1.4	0.3	2.5	2.0	0.5	
ZM	1.0	1.2	-0.2	16	2.0	1.8	0.2	2.3	2.1	0.2	2.2	2.1	0.1	1.1	1.5	-0.4	1.2	1.7	-0.5	0.8	1.2	-0.4	
Others	3.6	4.3	-0.7		4.4	5.4	-1.0	5.1	6.1	-1.0	5.6	6.2	-0.6	10.2	9.2	1.0	3.2	2.9	0.3	5.6	6.1	-0.5	
Mediaworks Combo	51.0	50.1	0.9		44.9	45.7	-0.8	46.6	48.1	-1.5	50.3	52.5	-2.2	41.4	41.9	-0.5	41.3	42.3	-1.0	42.8	40.6	2.2	
NZME Combo	38.7	38.0	0.7		46.4	43.5	2.9	43.8	40.4	3.4	39.7	36.0	3.7	42.0	43.8	-1.8	42.9	43.3	-0.4	45.0	45.2	-0.2	

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Cumulative Audience (000's) by Demographic, Mon-Sun 12mn-12mn

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This Survey Period: Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 2017

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	All 10+				People 10-17			People 18-34			People 25-44			People 25-54			People 45-64			People 55-74			MGS with Kids		
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Coast	16.1	15.2	0.9	4	0.7	0.9	-0.2	0.4	0.4	0.0	0.9	1.2	-0.3	3.7	3.7	0.0	7.7	6.8	0.9	9.4	8.7	0.7	0.5	0.6	-0.1
Edge	20.7	21.5	-0.8	1	4.4	4.4	0.0	7.7	8.2	-0.5	7.1	8.0	-0.9	10.7	10.6	0.1	5.4	4.8	0.6	2.0	2.9	-0.9	5.7	5.8	-0.1
Flava	6.8	5.6	1.2	10	2.3	2.1	0.2	2.6	2.1	0.5	2.3	1.8	0.5	3.1	2.3	0.8	1.1	0.8	0.3	0.2	0.3	-0.1	1.9	1.3	0.6
Life FM	1.0	1.6	-0.6	19	0.3	0.6	-0.3	0.2	*	*	0.3	0.1	0.2	0.5	0.5	0.0	0.5	0.8	-0.3	0.2	0.6	-0.4	0.4	0.5	-0.1
Mai FM	7.4	6.2	1.2	8	1.5	1.3	0.2	3.0	2.8	0.2	3.5	2.8	0.7	4.2	3.3	0.9	1.1	0.9	0.2	1.0	0.9	0.1	1.8	1.6	0.2
Mix	4.4	3.2	1.2	11	0.3	0.3	0.0	0.2	0.2	0.0	0.3	0.3	0.0	1.6	1.5	0.1	2.1	1.8	0.3	2.2	1.1	1.1	1.2	0.9	0.3
More FM	20.6	20.1	0.5	2	1.9	2.5	-0.6	5.9	4.9	1.0	5.7	6.0	-0.3	8.7	9.1	-0.4	7.3	6.4	0.9	6.6	5.9	0.7	4.3	4.6	-0.3
Newstalk ZB	9.4	11.0	-1.6	5	0.4	0.4	0.0	*	0.3	*	0.1	0.3	-0.2	1.5	1.5	0.0	2.5	2.8	-0.3	4.1	5.8	-1.7	0.2	0.2	0.0
Ngati Hine FM	3.9	4.6	-0.7	14	1.1	1.5	-0.4	0.2	0.2	0.0	0.5	0.6	-0.1	1.5	1.7	-0.2	1.8	2.1	-0.3	1.0	1.2	-0.2	0.8	0.8	0.0
Radio Hauraki	6.9	6.5	0.4	9	0.2	0.4	-0.2	2.3	2.1	0.2	4.0	3.0	1.0	4.7	4.0	0.7	0.9	1.5	-0.6	0.6	0.6	0.0	2.3	2.0	0.3
RadioLIVE	8.2	8.5	-0.3	7	0.5	0.8	-0.3	0.2	0.3	-0.1	0.7	0.8	-0.1	1.8	2.0	-0.2	3.1	3.3	-0.2	3.8	3.9	-0.1	1.6	1.3	0.3
Radio Sport	3.3	3.7	-0.4	15	0.2	0.3	-0.1	0.3	0.6	-0.3	0.3	0.4	-0.1	1.2	1.4	-0.2	1.3	1.6	-0.3	1.0	1.3	-0.3	0.3	0.2	0.1
Radio Waatea	0.5	0.2	0.3	21	*	0.1	*	*	*	*	0.2	*	*	0.3	0.1	0.2	0.2	0.1	0.1	*	*	*	*	*	*
Rhema	2.8	2.5	0.3	16	0.4	0.5	-0.1	0.6	0.6	0.0	0.4	0.3	0.1	1.1	0.9	0.2	1.4	1.3	0.1	0.9	0.8	0.1	0.6	0.4	0.2
Rock	20.6	21.2	-0.6	2	1.3	1.2	0.1	6.8	6.7	0.1	9.0	8.9	0.1	13.3	14.1	-0.8	6.3	7.7	-1.4	2.6	3.2	-0.6	6.2	6.6	-0.4
Sunshine FM	0.9	1.1	-0.2	20	*	*	*	*	0.3	*	0.3	0.5	-0.2	0.7	0.7	0.0	0.6	0.5	0.1	0.3	0.3	0.0	*	0.1	*
Tai FM	*	0.4	*	*	*	0.1	*	*	0.2	*	*	*	*	*	*	*	*	*	*	*	0.1	*	*	*	*
Tautoko FM	1.7	2.0	-0.3	17	0.1	0.4	-0.3	0.4	0.4	0.0	0.8	0.9	-0.1	1.2	1.2	0.0	0.5	0.6	-0.1	0.3	0.4	-0.1	0.3	0.3	0.0
Te Hiku o Te Ika	1.7	1.8	-0.1	17	0.2	0.2	0.0	*	*	*	0.7	0.7	0.0	0.7	0.7	0.0	0.4	0.5	-0.1	0.7	0.8	-0.1	0.2	0.4	-0.2
The Hits	9.4	10.5	-1.1	5	1.0	1.1	-0.1	2.2	2.4	-0.2	2.2	2.9	-0.7	4.6	5.6	-1.0	4.1	4.4	-0.3	2.6	2.6	0.0	2.0	2.6	-0.6
The Sound	4.3	3.8	0.5	12	*	0.1	*	0.7	0.3	0.4	0.7	0.5	0.2	2.6	2.3	0.3	2.8	3.0	-0.2	1.6	1.4	0.2	0.6	0.6	0.0
ZM	4.3	4.2	0.1	12	0.5	0.5	0.0	2.4	1.7	0.7	2.1	2.2	-0.1	2.5	2.8	-0.3	0.6	0.9	-0.3	0.1	0.4	-0.3	1.2	1.2	0.0
Others	8.9	9.4	-0.5		0.8	0.9	-0.1	2.3	2.4	-0.1	2.4	2.5	-0.1	3.6	3.8	-0.2	2.8	3.0	-0.2	3.4	3.7	-0.3	1.7	1.7	0.0
Mediaworks Combo	61.2	60.2	1.0		7.6	7.6	0.0	16.7	15.9	0.8	19.5	19.0	0.5	30.2	29.9	0.3	19.6	19.7	-0.1	13.9	13.8	0.1	14.1	14.2	-0.1
NZME Combo	48.4	46.7	1.7		5.0	5.1	-0.1	8.1	7.7	0.4	10.0	9.3	0.7	17.3	16.8	0.5	15.4	15.6	-0.2	16.7	16.4	0.3	7.5	6.7	0.8
All Commercial Radio	88.4	86.8	1.6		10.2	10.2	0.0	19.4	18.3	1.1	22.5	22.3	0.2	37.2	36.8	0.4	29.4	29.5	-0.1	25.5	25.5	0.0	16.5	16.4	0.1
Potential (000)	120.3	120.3	0.0		16.2	15.9	0.3	24.3	24.6	-0.3	28.0	28.0	0.0	46.8	46.8	0.0	38.0	38.0	0.0	35.1	35.1	0.0	20.2	20.1	0.1
Sample	814	837	-23		102	101	1	149	151	-2	185	190	-5	299	323	-24	257	274	-17	260	260	0	147	149	-2

Mediaworks Combo: Edge or Mai FM or More FM or RadioLIVE or Rock or The Sound

NZME Combo: Coast or Flava or Mix or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM



# NORTHLAND COMMERCIAL RADIO - SURVEY 2 2017

Cumulative Audience (000's) by Daypart, People 10+

Survey Comparisons: 1/2017 - 2/2017

This Survey Period: Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 2017

Last Survey Period: Sun Apr 10 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Apr 8 2017

	This	Last	+/-
Potential (000)	120.3	120.3	0.0
Sample Size	814	837	-23

	Mon-Fri 6am-9am				Mon-Fri 9am-12md			Mon-Fri 12md-4pm			Mon-Fri 4pm-7pm			Mon-Fri 7pm-12mn			Mon-Fri 12mn-6am			Sat-Sun 12mn-12mn			
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	
Coast	7.9	7.3	0.6	4	9.7	9.0	0.7	9.3	8.6	0.7	8.7	7.4	1.3	4.4	4.7	-0.3	1.9	2.1	-0.2	11.5	10.8	0.7	
Edge	10.4	11.6	-1.2	3	8.2	8.5	-0.3	12.3	12.7	-0.4	11.7	12.3	-0.6	5.7	6.7	-1.0	2.9	3.6	-0.7	13.0	14.3	-1.3	
Flava	3.5	3.4	0.1	9	3.1	2.9	0.2	3.0	2.4	0.6	2.2	1.1	1.1	1.3	1.2	0.1	0.8	0.6	0.2	3.6	2.8	0.8	
Life FM	0.2	0.5	-0.3	20	0.4	0.5	-0.1	0.5	0.8	-0.3	0.3	0.3	0.0	0.1	0.1	0.0	*	0.2	*	0.4	0.6	-0.2	
Mai FM	4.1	3.3	0.8	8	2.4	2.0	0.4	3.9	3.6	0.3	3.5	2.2	1.3	1.9	1.8	0.1	0.9	1.0	-0.1	4.0	3.9	0.1	
Mix	2.2	1.6	0.6	14	1.7	1.2	0.5	2.6	1.8	0.8	1.8	1.5	0.3	0.8	0.8	0.0	1.0	1.1	-0.1	2.7	2.0	0.7	
More FM	13.1	13.1	0.0	1	10.1	9.3	0.8	10.9	10.9	0.0	9.7	9.9	-0.2	3.3	3.8	-0.5	2.1	2.7	-0.6	13.6	12.3	1.3	
Newstalk ZB	6.5	6.9	-0.4	5	4.5	4.5	0.0	4.4	5.1	-0.7	4.7	5.8	-1.1	3.2	3.9	-0.7	2.7	3.1	-0.4	7.0	8.4	-1.4	
Ngati Hine FM	2.4	2.3	0.1	13	1.4	1.3	0.1	0.8	1.0	-0.2	1.0	1.3	-0.3	0.3	0.3	0.0	0.7	1.3	-0.6	2.3	3.0	-0.7	
Radio Hauraki	3.3	3.1	0.2	10	3.7	3.5	0.2	4.2	4.3	-0.1	3.5	3.5	0.0	1.0	0.7	0.3	0.9	0.8	0.1	3.4	3.0	0.4	
RadioLIVE	5.2	5.6	-0.4	6	3.2	4.0	-0.8	3.2	3.0	0.2	2.6	2.7	-0.1	1.4	2.1	-0.7	2.0	2.0	0.0	4.8	4.2	0.6	
Radio Sport	0.5	0.7	-0.2	18	0.9	1.4	-0.5	1.3	0.8	0.5	0.5	0.6	-0.1	0.3	0.6	-0.3	*	0.2	*	2.2	2.9	-0.7	
Radio Waatea	*	*	*	*	0.1	*	*	*	0.1	*	*	0.1	*	0.2	0.2	0.0	0.2	0.1	0.1	0.3	*	*	
Rhema	1.8	1.7	0.1	15	0.5	0.6	-0.1	1.2	1.1	0.1	0.5	0.5	0.0	0.9	0.9	0.0	0.5	0.5	0.0	2.3	2.0	0.3	
Rock	11.1	11.7	-0.6	2	8.6	9.8	-1.2	10.9	10.6	0.3	10.7	10.8	-0.1	6.2	6.8	-0.6	2.5	4.0	-1.5	10.6	11.7	-1.1	
Sunshine FM	0.4	0.5	-0.1	19	0.2	0.4	-0.2	0.5	0.4	0.1	0.6	0.5	0.1	0.2	0.1	0.1	*	*	*	0.4	0.3	0.1	
Tai FM	*	*	*	*	*	*	*	*	*	*	*	0.1	*	*	*	*	*	0.3	*	*	*	0.1	*
Tautoko FM	1.0	1.4	-0.4	16	0.5	0.8	-0.3	0.8	0.9	-0.1	0.8	1.0	-0.2	0.7	0.7	0.0	0.3	0.6	-0.3	0.6	1.0	-0.4	
Te Hiku o Te Ika	1.0	1.1	-0.1	16	0.4	0.4	0.0	0.9	1.2	-0.3	0.6	0.7	-0.1	0.2	0.2	0.0	0.3	0.2	0.1	1.0	0.9	0.1	
The Hits	4.3	4.9	-0.6	7	4.6	3.9	0.7	5.2	4.5	0.7	3.9	3.5	0.4	1.8	2.4	-0.6	0.8	1.1	-0.3	6.2	7.3	-1.1	
The Sound	3.3	2.8	0.5	10	2.5	2.3	0.2	2.8	2.4	0.4	2.8	2.5	0.3	0.3	0.7	-0.4	0.6	0.5	0.1	1.9	1.7	0.2	
ZM	2.9	2.5	0.4	12	2.1	1.6	0.5	1.6	1.7	-0.1	2.2	1.9	0.3	1.0	1.5	-0.5	0.8	0.9	-0.1	1.4	2.0	-0.6	
Others	3.2	3.3	-0.1		3.7	3.9	-0.2	4.1	4.0	0.1	4.0	3.5	0.5	2.7	2.9	-0.2	1.9	2.4	-0.5	5.5	5.6	-0.1	
Mediaworks Combo	40.6	41.0	-0.4		31.1	31.0	0.1	37.6	36.9	0.7	35.3	34.8	0.5	15.6	18.3	-2.7	9.6	12.3	-2.7	42.3	42.0	0.3	
NZME Combo	28.1	27.4	0.7		28.2	25.8	2.4	28.3	25.6	2.7	24.9	22.2	2.7	12.5	14.3	-1.8	8.3	9.0	-0.7	33.1	33.2	-0.1	
All Commercial Radio	65.0	64.5	0.5		53.6	51.2	2.4	59.6	57.6	2.0	55.5	54.0	1.5	28.5	32.2	-3.7	17.9	21.0	-3.1	68.2	68.0	0.2	

Mediaworks Combo: Edge or Mai FM or More FM or RadioLIVE or Rock or The Sound

NZME Combo: Coast or Flava or Mix or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM



# NORTHLAND COMMERCIAL RADIO - SURVEY 2 2017

Average Time Spent Listening (hh:mm) by Demographic, Mon-Sun 12mn-12mn

Survey Comparisons: 1/2017 - 2/2017

This Survey Period: Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 2017

Last Survey Period: Sun Apr 10 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Apr 8 2017

	All 10+			People 10-17			People 18-34			People 25-44			People 25-54			People 45-64			People 55-74			MGS with Kids		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Coast	15:12	14:09	1:03	13:08	3:17	9:51	3:15	3:34	-0:19	23:26	22:04	1:21	18:47	18:26	0:20	15:19	14:16	1:02	14:55	13:07	1:47	20:18	9:10	11:08
Edge	8:47	9:45	-0:58	9:51	10:51	-1:00	9:48	9:44	0:04	9:58	12:12	-2:13	9:04	11:03	-1:59	7:13	6:29	0:43	6:29	5:22	1:07	7:01	9:35	-2:33
Flava	8:33	9:24	-0:50	8:03	10:42	-2:39	9:38	5:44	3:54	10:34	6:02	4:32	9:43	7:28	2:15	9:47	17:12	-7:25	18:49	23:42	-4:53	3:43	3:59	-0:16
Life FM	8:11	7:12	0:58	0:15	0:15	0:00	19:43	7:30	12:13	14:19	6:11	8:07	14:17	10:20	3:56	9:43	7:47	1:55	4:18	11:59	-7:41	4:45	4:27	0:18
Mai FM	6:14	5:42	0:32	5:36	7:07	-1:30	4:55	4:28	0:26	6:20	5:39	0:41	6:05	5:07	0:58	6:13	4:35	1:38	10:19	8:59	1:19	5:34	3:54	1:40
Mix	7:13	9:03	-1:50	1:13	0:41	0:31	16:13	16:08	0:04	15:46	16:38	-0:52	8:52	9:03	-0:11	7:06	8:05	-0:59	6:13	10:16	-4:02	5:22	5:06	0:15
More FM	10:56	9:35	1:20	8:38	6:32	2:05	9:29	7:22	2:07	10:48	8:41	2:07	11:09	9:11	1:58	11:40	10:28	1:11	12:48	12:49	-0:00	11:36	10:39	0:57
Newstalk ZB	17:53	16:07	1:46	7:17	9:05	-1:48	*	2:30	*	1:15	2:30	-1:15	7:04	2:50	4:13	13:03	14:55	-1:52	16:13	14:35	1:37	1:58	1:44	0:14
Ngati Hine FM	5:38	6:45	-1:07	4:28	4:07	0:21	5:30	5:30	0:00	5:17	7:08	-1:51	5:43	6:29	-0:46	6:23	8:38	-2:15	6:33	10:28	-3:55	7:16	6:33	0:42
Radio Hauraki	12:53	11:50	1:02	7:15	2:59	4:15	6:48	6:43	0:04	16:10	15:40	0:29	14:29	12:57	1:31	14:12	12:12	1:59	18:52	22:35	-3:43	6:26	8:25	-1:59
RadioLIVE	10:25	9:36	0:48	2:20	0:43	1:37	1:47	1:14	0:32	9:24	9:37	-0:13	6:43	8:02	-1:18	6:18	6:57	-0:38	8:35	7:20	1:15	11:49	9:44	2:04
Radio Sport	3:20	5:56	-2:35	5:34	5:28	0:06	6:06	9:14	-3:08	6:06	12:29	-6:23	6:04	7:42	-1:38	4:45	5:50	-1:05	1:20	5:52	-4:31	1:49	2:38	-0:49
Radio Waatea	7:03	10:50	-3:47	*	2:00	*	*	*	*	0:30	*	*	9:05	18:15	-9:09	18:15	18:15	0:00	*	*	*	*	*	*
Rhema	7:49	8:58	-1:08	12:02	12:56	-0:54	5:09	3:46	1:23	2:44	2:00	0:44	9:18	10:38	-1:20	9:33	10:26	-0:52	5:16	6:10	-0:53	7:00	7:54	-0:54
Rock	8:21	9:04	-0:43	5:45	5:35	0:10	8:43	8:10	0:33	8:05	9:10	-1:04	8:05	9:36	-1:30	8:08	8:56	-0:47	8:53	6:34	2:18	7:19	7:03	0:16
Sunshine FM	8:53	7:03	1:49	*	*	*	*	6:07	*	2:15	5:05	-2:50	12:23	10:41	1:41	11:49	10:34	1:15	0:25	0:24	0:00	*	1:00	*
Tai FM	*	1:07	*	*	0:15	*	*	2:04	*	*	*	*	*	*	*	*	*	*	*	0:15	*	*	*	*
Tautoko FM	14:58	14:17	0:41	14:30	5:16	9:13	23:03	22:39	0:24	14:14	12:40	1:33	16:00	16:19	-0:19	14:15	20:11	-5:55	11:23	16:16	-4:53	4:25	6:01	-1:35
Te Hiku o Te Ika	4:08	4:23	-0:15	3:30	3:30	0:00	*	*	*	6:38	7:01	-0:22	6:38	7:01	-0:22	0:37	1:20	-0:43	1:51	2:10	-0:18	1:18	2:35	-1:17
The Hits	9:10	8:49	0:20	2:55	1:50	1:04	8:43	8:48	-0:05	15:32	14:45	0:47	11:32	11:04	0:27	7:04	6:40	0:24	9:35	8:52	0:43	10:25	9:52	0:33
The Sound	12:48	14:36	-1:48	*	0:15	*	4:22	4:37	-0:14	4:39	4:42	-0:02	12:27	11:49	0:38	15:04	17:28	-2:23	14:31	20:42	-6:10	10:49	4:42	6:07
ZM	6:01	6:25	-0:23	6:11	6:37	-0:26	3:46	4:08	-0:22	6:42	6:23	0:19	7:49	7:21	0:27	11:08	8:40	2:27	4:15	3:26	0:48	5:21	5:19	0:01
Others	9:36	10:10	-0:34	10:51	8:31	2:19	4:07	3:29	0:37	4:00	3:19	0:41	6:28	6:08	0:20	8:44	10:05	-1:21	10:37	12:23	-1:45	5:43	4:33	1:09
Mediaworks Combo	12:30	12:45	-0:15	10:08	10:34	-0:25	12:32	11:40	0:52	12:13	13:31	-1:18	12:17	13:16	-0:58	12:24	12:30	-0:05	13:26	12:45	0:41	12:09	12:13	-0:04
NZME Combo	14:45	14:48	-0:02	7:45	7:21	0:24	9:13	8:32	0:41	16:28	16:16	0:12	15:45	14:47	0:57	14:55	14:53	0:02	15:42	16:04	-0:22	9:02	9:54	-0:52
All Commercial Radio	18:47	19:13	-0:25	13:29	14:00	-0:30	16:00	14:51	1:09	19:26	19:47	-0:21	19:35	19:46	-0:11	18:34	19:15	-0:40	19:42	20:18	-0:36	15:50	15:55	-0:04
Potential (000)	120.3	120.3	0.0	16.2	15.9	0.3	24.3	24.6	-0.3	28.0	28.0	0.0	46.8	46.8	0.0	38.0	38.0	0.0	35.1	35.1	0.0	20.2	20.1	0.1
Sample	814	837	-23	102	101	1	149	151	-2	185	190	-5	299	323	-24	257	274	-17	260	260	0	147	149	-2

Mediaworks Combo: Edge or Mai FM or More FM or RadioLIVE or Rock or The Sound

NZME Combo: Coast or Flava or Mix or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM



# NORTHLAND COMMERCIAL RADIO - SURVEY 2 2017

Average Time Spent Listening (hh:mm) by Daypart, People 10+  
 Survey Comparisons: 1/2017 - 2/2017

This Survey Period: Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 2017  
 Last Survey Period: Sun Apr 10 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Apr 8 2017

	This	Last	+/-
Potential (000)	120.3	120.3	0.0
Sample Size	814	837	-23

	Mon-Fri 6am-9am			Mon-Fri 9am-12md			Mon-Fri 12md-4pm			Mon-Fri 4pm-7pm			Mon-Fri 7pm-12mn			Mon-Fri 12mn-6am			Sat-Sun 12mn-12mn		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Coast	4:20	4:05	0:15	4:38	4:10	0:27	5:25	5:10	0:14	3:28	3:04	0:23	3:12	2:52	0:19	1:51	2:28	-0:37	5:55	5:39	0:16
Edge	2:07	2:24	-0:17	2:53	3:08	-0:15	3:22	3:41	-0:19	2:17	2:16	0:00	2:14	2:20	-0:06	2:56	3:44	-0:47	3:33	3:34	-0:00
Flava	3:02	3:36	-0:34	2:42	2:22	0:19	4:13	3:29	0:43	3:02	3:35	-0:32	2:33	2:56	-0:23	4:02	6:32	-2:30	3:31	4:33	-1:02
Life FM	8:05	5:55	2:10	3:52	6:36	-2:44	4:01	3:39	0:21	4:32	2:53	1:39	4:00	4:00	0:00	*	0:15	*	3:37	2:31	1:05
Mai FM	2:20	1:26	0:53	3:11	3:00	0:11	2:00	2:00	-0:00	2:17	2:25	-0:07	1:14	1:17	-0:03	0:49	0:55	-0:05	2:30	2:20	0:10
Mix	2:55	2:57	-0:02	2:50	3:41	-0:50	2:02	2:31	-0:29	2:06	2:01	0:04	0:50	0:56	-0:05	1:41	1:38	0:02	3:31	4:53	-1:21
More FM	3:36	3:29	0:07	4:26	3:25	1:00	4:18	3:19	0:59	2:38	2:31	0:07	1:31	1:36	-0:04	2:32	3:20	-0:47	3:37	3:12	0:25
Newstalk ZB	5:08	5:06	0:01	5:39	4:50	0:48	5:17	4:48	0:29	3:12	2:43	0:29	4:25	4:39	-0:14	6:10	5:36	0:33	5:41	5:11	0:30
Ngati Hine FM	2:56	3:15	-0:19	1:44	1:31	0:13	1:14	2:25	-1:11	1:51	2:18	-0:27	1:30	0:41	0:49	1:55	1:47	0:08	3:33	4:27	-0:54
Radio Hauraki	3:33	2:53	0:39	7:10	6:02	1:08	6:38	5:34	1:04	2:34	2:44	-0:10	2:12	3:36	-1:23	1:27	1:38	-0:11	3:00	3:11	-0:10
RadioLIVE	4:51	4:23	0:27	3:37	3:11	0:26	3:05	3:32	-0:27	1:32	2:02	-0:30	3:50	3:07	0:42	3:44	2:26	1:17	4:22	4:06	0:15
Radio Sport	1:12	4:07	-2:54	1:37	2:50	-1:12	1:12	1:58	-0:45	1:04	1:31	-0:26	0:30	4:22	-3:52	*	3:16	*	3:09	3:20	-0:10
Radio Waatea	*	*	*	1:30	*	*	*	0:30	*	*	1:15	*	0:15	0:15	0:00	18:00	18:00	0:00	0:23	*	*
Rhema	2:52	3:03	-0:10	3:10	3:17	-0:07	1:26	1:46	-0:19	1:25	1:41	-0:16	3:04	3:17	-0:12	1:53	2:01	-0:08	3:51	4:27	-0:35
Rock	2:23	2:48	-0:24	3:12	3:03	0:08	3:32	3:54	-0:21	2:54	2:54	0:00	1:58	1:41	0:17	2:56	1:58	0:58	2:41	3:09	-0:27
Sunshine FM	3:05	4:00	-0:55	10:45	4:56	5:48	5:21	5:00	0:20	0:53	0:51	0:01	0:30	0:30	0:00	*	*	*	5:28	4:33	0:55
Tai FM	*	*	*	*	*	*	*	*	*	*	0:45	*	*	*	*	*	0:59	*	*	0:45	*
Tautoko FM	2:53	2:44	0:09	8:12	5:47	2:25	8:16	8:09	0:07	4:22	4:07	0:14	2:44	2:22	0:22	7:57	5:10	2:47	4:42	4:30	0:12
Te Hiku o Te Ika	0:45	0:59	-0:14	1:04	0:47	0:17	0:59	1:09	-0:10	1:02	1:14	-0:12	1:00	1:00	0:00	7:15	7:15	0:00	1:54	2:34	-0:40
The Hits	2:03	2:40	-0:36	3:13	3:08	0:05	4:02	3:58	0:04	2:39	2:26	0:12	1:38	2:32	-0:53	5:43	6:00	-0:17	3:47	3:56	-0:09
The Sound	3:49	3:44	0:04	4:37	4:47	-0:09	5:11	6:20	-1:09	1:54	1:59	-0:05	0:37	6:46	-6:08	2:00	2:11	-0:11	5:01	4:35	0:25
ZM	1:00	1:21	-0:21	2:40	2:54	-0:14	4:55	4:12	0:43	2:00	2:02	-0:02	0:58	1:08	-0:10	1:09	1:36	-0:26	2:18	2:22	-0:03
Others	3:11	3:45	-0:34	3:22	3:35	-0:13	4:15	4:59	-0:43	2:48	3:20	-0:32	3:32	3:30	0:01	1:14	1:03	0:11	3:55	4:21	-0:26
Mediaworks Combo	3:32	3:34	-0:02	4:05	3:49	0:16	4:15	4:16	-0:01	2:51	2:52	-0:01	2:26	2:32	-0:05	3:11	3:01	0:09	3:54	3:51	0:03
NZME Combo	3:52	4:03	-0:10	4:40	4:23	0:17	5:17	5:10	0:07	3:11	3:06	0:05	3:05	3:23	-0:18	3:51	4:13	-0:21	5:15	5:25	-0:10
All Commercial Radio	4:19	4:31	-0:11	5:18	5:04	0:13	5:45	5:42	0:03	3:36	3:32	0:04	3:14	3:26	-0:12	4:09	4:11	-0:02	5:39	5:50	-0:11

Mediaworks Combo: Edge or Mai FM or More FM or RadioLIVE or Rock or The Sound  
 NZME Combo: Coast or Flava or Mix or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM