



# NORTHLAND COMMERCIAL RADIO - SURVEY 3 2017

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

Survey Comparisons: 2/2017 - 3/2017

This Survey Period: Sun Aug 21 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Sep 9 2017

Last Survey Period: Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 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	12.9	14.8	-1.9	2	6.9	6.8	0.1	0.1	0.4	-0.3	4.9	5.0	-0.1	8.9	9.6	-0.7	18.2	21.5	-3.3	23.9	28.0	-4.1	4.8	4.3	0.5
Edge	11.5	10.9	0.6	3	28.8	31.9	-3.1	24.7	24.4	0.3	17.5	16.3	1.2	14.0	13.4	0.6	6.6	7.1	-0.5	2.9	2.6	0.3	17.2	15.4	1.8
Flava	3.4	3.5	-0.1	9	14.5	13.6	0.9	8.2	8.1	0.1	5.0	5.5	-0.5	3.2	4.2	-1.0	0.9	1.9	-1.0	0.7	0.8	-0.1	3.0	2.8	0.2
Life FM	0.5	0.5	0.0	20	1.9	0.1	1.8	0.8	1.0	-0.2	0.7	0.8	-0.1	0.5	1.0	-0.5	0.3	0.9	-0.6	0.2	0.2	0.0	1.0	0.8	0.2
Mai FM	3.4	2.8	0.6	9	8.8	6.3	2.5	6.9	4.8	2.1	5.4	5.1	0.3	3.8	3.5	0.3	1.4	1.3	0.1	1.8	2.1	-0.3	5.3	3.9	1.4
Mix	2.8	1.9	0.9	11	0.7	0.3	0.4	1.2	0.8	0.4	2.9	1.0	1.9	3.5	2.0	1.5	3.7	2.8	0.9	2.8	2.7	0.1	2.2	2.4	-0.2
More FM	13.0	13.5	-0.5	1	7.3	12.1	-4.8	14.1	18.0	-3.9	14.1	14.1	0.0	13.1	13.4	-0.3	15.0	15.6	-0.6	17.1	16.9	0.2	20.4	18.9	1.5
Newstalk ZB	9.2	10.1	-0.9	5	3.5	2.0	1.5	*	*	*	0.1	*	*	1.3	1.4	-0.1	5.5	5.9	-0.4	13.0	13.2	-0.2	0.2	0.2	0.0
Ngati Hine FM	1.6	1.3	0.3	14	2.8	3.7	-0.9	0.4	0.3	0.1	0.8	0.6	0.2	1.9	1.2	0.7	2.9	2.2	0.7	1.0	1.3	-0.3	2.4	2.3	0.1
Radio Hauraki	4.2	5.4	-1.2	8	0.4	0.8	-0.4	8.3	5.0	3.3	11.0	14.8	-3.8	7.0	9.3	-2.3	2.3	2.4	-0.1	2.1	2.1	0.0	4.2	5.6	-1.4
RadioLIVE	5.7	5.1	0.6	7	0.7	0.8	-0.1	0.2	0.1	0.1	1.9	1.6	0.3	1.8	1.6	0.2	3.7	3.5	0.2	7.0	6.5	0.5	7.3	7.4	-0.1
Radio Sport	0.8	0.7	0.1	17	0.8	0.7	0.1	0.9	0.5	0.4	0.9	0.4	0.5	1.1	1.0	0.1	0.8	1.1	-0.3	0.3	0.3	0.0	0.1	0.2	-0.1
Radio Waatea	0.2	0.2	0.0	21	*	*	*	0.1	*	*	0.1	*	*	0.4	0.4	0.0	0.5	0.5	0.0	*	*	*	*	*	*
Rhema	1.5	1.3	0.2	15	4.8	3.2	1.6	0.6	0.9	-0.3	0.2	0.3	-0.1	1.4	1.4	0.0	2.6	2.4	0.2	0.9	1.0	-0.1	1.6	1.5	0.1
Rock	9.5	10.4	-0.9	4	6.5	5.4	1.1	18.3	19.2	-0.9	15.7	16.6	-0.9	14.2	14.7	-0.5	9.5	9.4	0.1	4.0	4.6	-0.6	13.0	17.2	-4.2
Sunshine FM	0.6	0.5	0.1	18	0.8	*	*	0.1	*	*	0.2	0.1	0.1	1.1	1.1	0.0	1.5	1.4	0.1	0.1	*	*	*	*	*
Tai FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Tautoko FM	1.9	1.5	0.4	13	4.2	1.4	2.8	3.6	3.2	0.4	2.7	2.6	0.1	2.8	2.6	0.2	1.8	1.4	0.4	0.8	0.7	0.1	*	0.5	*
Te Hiku o Te Ika	0.6	0.4	0.2	18	0.4	0.4	0.0	0.3	*	*	1.0	1.1	-0.1	1.1	0.7	0.4	0.7	*	*	0.2	0.2	0.0	0.2	0.1	0.1
The Hits	7.8	5.2	2.6	6	2.6	2.1	0.5	6.5	6.2	0.3	9.9	7.9	2.0	9.8	7.2	2.6	9.7	5.3	4.4	9.4	5.0	4.4	9.8	8.1	1.7
The Sound	2.6	3.3	-0.7	12	*	*	*	0.2	0.9	-0.7	0.4	0.8	-0.4	3.4	4.4	-1.0	6.4	7.7	-1.3	3.6	4.5	-0.9	2.3	2.4	-0.1
ZM	1.5	1.6	-0.1	15	1.8	2.1	-0.3	2.2	2.9	-0.7	2.5	3.2	-0.7	2.5	2.7	-0.2	1.5	1.2	0.3	0.1	0.1	0.0	2.7	2.4	0.3
Others	4.8	5.1	-0.3		1.7	6.4	-4.7	2.2	3.0	-0.8	2.0	2.2	-0.2	3.0	3.2	-0.2	4.7	4.5	0.2	8.1	7.2	0.9	2.4	3.6	-1.2
Mediaworks Combo	45.8	46.1	-0.3		52.1	56.4	-4.3	64.4	67.5	-3.1	55.1	54.4	0.7	50.4	51.0	-0.6	42.5	44.6	-2.1	36.3	37.2	-0.9	65.5	65.2	0.3
NZME Combo	42.6	43.0	-0.4		31.3	28.5	2.8	27.6	24.0	3.6	37.3	37.8	-0.5	37.4	37.4	0.0	42.5	42.0	0.5	52.4	52.2	0.2	27.0	25.9	1.1
Potential (000)	120.3	120.3	0.0		15.7	16.2	-0.5	24.8	24.3	0.5	28.0	28.0	0.0	46.8	46.8	0.0	38.0	38.0	0.0	35.1	35.1	0.0	19.6	20.2	-0.6
Sample	838	814	24		103	102	1	166	149	17	185	185	0	294	299	-5	268	257	11	295	260	35	144	147	-3

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 3 2017

Station Share (%) by Daypart, People 10+

Survey Comparisons: 2/2017 - 3/2017

This Survey Period: Sun Aug 21 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Sep 9 2017

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

	This	Last	+/-
Potential (000)	120.3	120.3	0.0
Sample Size	838	814	24

	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	9.8	12.2	-2.4	4	13.5	15.8	-2.3	13.6	14.7	-1.1	14.5	15.0	-0.5	15.1	15.2	-0.1	2.9	4.8	-1.9	14.7	17.7	-3.0	
Edge	10.9	7.8	3.1	2	10.4	8.4	2.0	13.2	12.1	1.1	12.1	13.4	-1.3	16.9	13.9	3.0	7.0	11.5	-4.5	10.7	12.0	-1.3	
Flava	4.0	3.8	0.2	8	2.8	3.0	-0.2	2.7	3.7	-1.0	4.2	3.3	0.9	4.0	3.5	0.5	5.9	4.6	1.3	2.9	3.3	-0.4	
Life FM	0.2	0.6	-0.4	20	0.5	0.5	0.0	0.7	0.6	0.1	0.4	0.7	-0.3	0.4	0.6	-0.2	*	*	*	0.5	0.4	0.1	
Mai FM	3.5	3.4	0.1	9	3.7	2.7	1.0	3.2	2.3	0.9	3.2	4.0	-0.8	2.4	2.5	-0.1	1.9	1.0	0.9	3.9	2.6	1.3	
Mix	2.5	2.2	0.3	13	3.0	1.7	1.3	3.2	1.5	1.7	2.7	1.8	0.9	1.4	0.7	0.7	2.4	2.3	0.1	3.0	2.4	0.6	
More FM	16.3	16.9	-0.6	1	15.6	15.8	-0.2	13.5	13.8	-0.3	12.0	12.8	-0.8	4.4	5.5	-1.1	6.0	7.0	-1.0	12.1	12.8	-0.7	
Newstalk ZB	10.5	11.8	-1.3	3	8.9	8.9	0.0	5.9	6.8	-0.9	5.7	7.5	-1.8	16.0	15.6	0.4	22.8	22.1	0.7	8.9	10.3	-1.4	
Ngati Hine FM	2.6	2.5	0.1	12	0.8	0.9	-0.1	0.6	0.3	0.3	1.6	0.9	0.7	0.3	0.4	-0.1	1.8	1.8	0.0	2.3	2.1	0.2	
Radio Hauraki	3.1	4.2	-1.1	10	5.7	9.3	-3.6	5.3	8.1	-2.8	4.7	4.5	0.2	2.2	2.4	-0.2	1.1	1.8	-0.7	3.8	2.6	1.2	
RadioLIVE	9.7	8.9	0.8	5	4.6	4.1	0.5	3.3	2.9	0.4	2.1	2.0	0.1	6.5	6.0	0.5	9.9	10.0	-0.1	6.3	5.5	0.8	
Radio Sport	0.6	0.2	0.4	17	0.6	0.5	0.1	0.6	0.5	0.1	0.5	0.3	0.2	0.1	0.2	-0.1	0.1	*	*	1.6	1.8	-0.2	
Radio Waatea	*	*	*	*	0.1	0.1	0.0	*	*	*	*	*	*	*	*	*	3.8	3.8	0.0	*	*	*	
Rhema	2.1	1.9	0.2	15	0.7	0.5	0.2	0.6	0.5	0.1	0.4	0.4	0.0	3.0	3.0	0.0	1.1	1.3	-0.2	2.6	2.3	0.3	
Rock	8.8	9.4	-0.6	6	8.6	9.7	-1.1	9.7	11.2	-1.5	14.4	15.5	-1.1	10.9	13.4	-2.5	10.2	9.9	0.3	7.7	7.4	0.3	
Sunshine FM	0.4	0.4	0.0	18	0.7	0.7	0.0	0.7	0.7	0.0	0.2	0.2	0.0	0.1	0.1	0.0	*	*	*	1.0	0.5	0.5	
Tai FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Tautoko FM	2.5	1.1	1.4	13	1.8	1.5	0.3	2.1	2.0	0.1	2.5	1.8	0.7	1.6	2.0	-0.4	2.5	2.8	-0.3	1.0	0.8	0.2	
Te Hiku o Te Ika	0.4	0.3	0.1	18	0.2	0.2	0.0	0.5	0.3	0.2	1.0	0.3	0.7	0.6	0.2	0.4	3.5	2.8	0.7	0.5	0.5	0.0	
The Hits	5.3	3.2	2.1	7	8.9	5.3	3.6	10.1	6.2	3.9	7.1	5.2	1.9	4.5	3.3	1.2	11.8	6.1	5.7	7.3	6.1	1.2	
The Sound	2.9	4.5	-1.6	11	2.9	4.1	-1.2	3.2	4.3	-1.1	2.2	2.6	-0.4	0.2	0.2	0.0	2.3	1.7	0.6	2.6	2.5	0.1	
ZM	1.2	1.0	0.2	16	1.7	2.0	-0.3	2.0	2.3	-0.3	2.5	2.2	0.3	0.9	1.1	-0.2	1.2	1.2	0.0	0.9	0.8	0.1	
Others	2.7	3.6	-0.9		4.3	4.4	-0.1	5.2	5.1	0.1	6.2	5.6	0.6	8.5	10.2	-1.7	1.8	3.2	-1.4	5.7	5.6	0.1	
Mediaworks Combo	52.1	51.0	1.1		45.7	44.9	0.8	46.2	46.6	-0.4	45.9	50.3	-4.4	41.2	41.4	-0.2	37.3	41.3	-4.0	43.2	42.8	0.4	
NZME Combo	36.9	38.7	-1.8		45.1	46.4	-1.3	43.4	43.8	-0.4	41.8	39.7	2.1	44.2	42.0	2.2	48.1	42.9	5.2	43.1	45.0	-1.9	

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

Survey Comparisons: 2/2017 - 3/2017

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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	15.0	16.1	-1.1	4	0.8	0.7	0.1	0.3	0.4	-0.1	0.9	0.9	0.0	3.6	3.7	-0.1	6.8	7.7	-0.9	8.6	9.4	-0.8	0.6	0.5	0.1
Edge	22.7	20.7	2.0	1	4.8	4.4	0.4	8.7	7.7	1.0	7.9	7.1	0.8	11.7	10.7	1.0	5.3	5.4	-0.1	1.9	2.0	-0.1	5.7	5.7	0.0
Flava	6.8	6.8	0.0	9	2.2	2.3	-0.1	2.8	2.6	0.2	2.6	2.3	0.3	3.4	3.1	0.3	1.0	1.1	-0.1	0.2	0.2	0.0	1.7	1.9	-0.2
Life FM	1.1	1.0	0.1	20	0.3	0.3	0.0	0.2	0.2	0.0	0.3	0.3	0.0	0.5	0.5	0.0	0.5	0.5	0.0	0.3	0.2	0.1	0.5	0.4	0.1
Mai FM	8.6	7.4	1.2	8	1.9	1.5	0.4	3.8	3.0	0.8	4.2	3.5	0.7	4.9	4.2	0.7	1.0	1.1	-0.1	0.9	1.0	-0.1	1.9	1.8	0.1
Mix	5.5	4.4	1.1	11	0.5	0.3	0.2	0.3	0.2	0.1	0.5	0.3	0.2	2.2	1.6	0.6	2.6	2.1	0.5	2.4	2.2	0.2	1.3	1.2	0.1
More FM	21.0	20.6	0.4	2	2.0	1.9	0.1	5.3	5.9	-0.6	6.0	5.7	0.3	9.0	8.7	0.3	7.5	7.3	0.2	7.0	6.6	0.4	4.7	4.3	0.4
Newstalk ZB	9.2	9.4	-0.2	7	0.6	0.4	0.2	0.2	*	*	0.3	0.1	0.2	1.5	1.5	0.0	2.1	2.5	-0.4	4.0	4.1	-0.1	0.3	0.2	0.1
Ngati Hine FM	3.8	3.9	-0.1	14	0.7	1.1	-0.4	0.3	0.2	0.1	0.7	0.5	0.2	1.9	1.5	0.4	1.8	1.8	0.0	0.8	1.0	-0.2	0.9	0.8	0.1
Radio Hauraki	5.7	6.9	-1.2	10	0.1	0.2	-0.1	2.1	2.3	-0.2	3.6	4.0	-0.4	4.0	4.7	-0.7	0.7	0.9	-0.2	0.6	0.6	0.0	1.5	2.3	-0.8
RadioLIVE	9.3	8.2	1.1	6	0.3	0.5	-0.2	0.4	0.2	0.2	1.2	0.7	0.5	2.4	1.8	0.6	3.3	3.1	0.2	4.0	3.8	0.2	1.4	1.6	-0.2
Radio Sport	3.7	3.3	0.4	15	0.2	0.2	0.0	0.6	0.3	0.3	0.8	0.3	0.5	1.5	1.2	0.3	0.9	1.3	-0.4	0.9	1.0	-0.1	0.2	0.3	-0.1
Radio Waatea	0.6	0.5	0.1	21	*	*	*	0.1	*	*	0.2	0.2	0.0	0.4	0.3	0.1	0.2	0.2	0.0	*	*	*	*	*	*
Rhema	3.2	2.8	0.4	17	0.7	0.4	0.3	0.4	0.6	-0.2	0.3	0.4	-0.1	1.2	1.1	0.1	1.7	1.4	0.3	0.8	0.9	-0.1	0.7	0.6	0.1
Rock	20.0	20.6	-0.6	3	2.0	1.3	0.7	6.8	6.8	0.0	9.0	9.0	0.0	13.0	13.3	-0.3	5.9	6.3	-0.4	2.1	2.6	-0.5	5.1	6.2	-1.1
Sunshine FM	1.8	0.9	0.9	19	0.7	*	*	0.1	*	*	0.3	0.3	0.0	0.7	0.7	0.0	0.7	0.6	0.1	0.4	0.3	0.1	*	*	*
Tai FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Tautoko FM	3.5	1.7	1.8	16	1.0	0.1	0.9	1.1	0.4	0.7	1.3	0.8	0.5	2.1	1.2	0.9	1.0	0.5	0.5	0.5	0.3	0.2	*	0.3	*
Te Hiku o Te Ika	2.1	1.7	0.4	18	0.2	0.2	0.0	0.3	*	*	0.9	0.7	0.2	1.0	0.7	0.3	0.4	0.4	0.0	0.6	0.7	-0.1	0.3	0.2	0.1
The Hits	11.9	9.4	2.5	5	1.2	1.0	0.2	2.9	2.2	0.7	3.6	2.2	1.4	6.5	4.6	1.9	5.0	4.1	0.9	3.1	2.6	0.5	2.4	2.0	0.4
The Sound	4.1	4.3	-0.2	13	*	*	*	0.3	0.7	-0.4	0.5	0.7	-0.2	2.6	2.6	0.0	2.9	2.8	0.1	1.3	1.6	-0.3	0.7	0.6	0.1
ZM	5.0	4.3	0.7	12	0.5	0.5	0.0	2.6	2.4	0.2	2.3	2.1	0.2	3.1	2.5	0.6	1.0	0.6	0.4	0.1	0.1	0.0	1.3	1.2	0.1
Others	8.4	8.9	-0.5		0.7	0.8	-0.1	1.9	2.3	-0.4	2.2	2.4	-0.2	3.4	3.6	-0.2	2.8	2.8	0.0	3.3	3.4	-0.1	1.0	1.7	-0.7
Mediaworks Combo	63.8	61.2	2.6		8.3	7.6	0.7	17.8	16.7	1.1	20.1	19.5	0.6	31.4	30.2	1.2	20.0	19.6	0.4	13.9	13.9	0.0	13.6	14.1	-0.5
NZME Combo	48.8	48.4	0.4		5.6	5.0	0.6	8.6	8.1	0.5	11.1	10.0	1.1	18.7	17.3	1.4	15.2	15.4	-0.2	16.0	16.7	-0.7	7.0	7.5	-0.5
All Commercial Radio	89.5	88.4	1.1		10.6	10.2	0.4	19.9	19.4	0.5	23.0	22.5	0.5	38.3	37.2	1.1	29.6	29.4	0.2	25.1	25.5	-0.4	16.2	16.5	-0.3
Potential (000)	120.3	120.3	0.0		15.7	16.2	-0.5	24.8	24.3	0.5	28.0	28.0	0.0	46.8	46.8	0.0	38.0	38.0	0.0	35.1	35.1	0.0	19.6	20.2	-0.6
Sample	838	814	24		103	102	1	166	149	17	185	185	0	294	299	-5	268	257	11	295	260	35	144	147	-3

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 3 2017

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

Survey Comparisons: 2/2017 - 3/2017

This Survey Period: Sun Aug 21 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Sep 9 2017

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

	This	Last	+/-
Potential (000)	120.3	120.3	0.0
Sample Size	838	814	24

	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	7.1	7.9	-0.8	4	8.4	9.7	-1.3	8.9	9.3	-0.4	7.9	8.7	-0.8	4.1	4.4	-0.3	1.6	1.9	-0.3	10.8	11.5	-0.7	
Edge	12.5	10.4	2.1	2	8.5	8.2	0.3	13.0	12.3	0.7	11.2	11.7	-0.5	6.3	5.7	0.6	2.3	2.9	-0.6	13.5	13.0	0.5	
Flava	3.7	3.5	0.2	9	3.7	3.1	0.6	3.3	3.0	0.3	3.0	2.2	0.8	1.6	1.3	0.3	1.2	0.8	0.4	2.9	3.6	-0.7	
Life FM	0.3	0.2	0.1	20	0.4	0.4	0.0	0.7	0.5	0.2	0.5	0.3	0.2	0.2	0.1	0.1	*	*	*	0.6	0.4	0.2	
Mai FM	5.0	4.1	0.9	8	3.5	2.4	1.1	4.7	3.9	0.8	3.8	3.5	0.3	1.5	1.9	-0.4	1.1	0.9	0.2	4.7	4.0	0.7	
Mix	3.0	2.2	0.8	11	2.5	1.7	0.8	3.8	2.6	1.2	2.2	1.8	0.4	1.0	0.8	0.2	1.1	1.0	0.1	3.3	2.7	0.6	
More FM	13.4	13.1	0.3	1	11.2	10.1	1.1	12.1	10.9	1.2	10.2	9.7	0.5	2.7	3.3	-0.6	1.5	2.1	-0.6	13.4	13.6	-0.2	
Newstalk ZB	6.3	6.5	-0.2	6	5.0	4.5	0.5	4.6	4.4	0.2	4.3	4.7	-0.4	3.4	3.2	0.2	3.3	2.7	0.6	6.5	7.0	-0.5	
Ngati Hine FM	2.4	2.4	0.0	15	1.1	1.4	-0.3	0.8	0.8	0.0	1.3	1.0	0.3	0.2	0.3	-0.1	0.7	0.7	0.0	2.6	2.3	0.3	
Radio Hauraki	2.5	3.3	-0.8	13	2.4	3.7	-1.3	2.9	4.2	-1.3	2.5	3.5	-1.0	0.9	1.0	-0.1	0.5	0.9	-0.4	3.6	3.4	0.2	
RadioLIVE	5.8	5.2	0.6	7	3.4	3.2	0.2	3.6	3.2	0.4	3.0	2.6	0.4	1.4	1.4	0.0	1.8	2.0	-0.2	5.6	4.8	0.8	
Radio Sport	0.9	0.5	0.4	18	1.2	0.9	0.3	1.8	1.3	0.5	0.8	0.5	0.3	0.2	0.3	-0.1	0.1	*	*	2.3	2.2	0.1	
Radio Waatea	*	*	*	*	0.2	0.1	0.1	*	*	*	*	*	*	0.2	0.2	0.0	0.2	0.2	0.0	0.3	0.3	0.0	
Rhema	2.4	1.8	0.6	15	0.7	0.5	0.2	1.4	1.2	0.2	0.5	0.5	0.0	0.9	0.9	0.0	0.5	0.5	0.0	2.6	2.3	0.3	
Rock	11.2	11.1	0.1	3	8.4	8.6	-0.2	10.8	10.9	-0.1	10.0	10.7	-0.7	5.6	6.2	-0.6	2.2	2.5	-0.3	11.2	10.6	0.6	
Sunshine FM	0.4	0.4	0.0	19	0.2	0.2	0.0	0.4	0.5	-0.1	0.5	0.6	-0.1	0.2	0.2	0.0	*	*	*	1.3	0.4	0.9	
Tai FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Tautoko FM	2.7	1.0	1.7	12	0.7	0.5	0.2	0.9	0.8	0.1	1.5	0.8	0.7	0.7	0.7	0.0	0.1	0.3	-0.2	2.0	0.6	1.4	
Te Hiku o Te Ika	1.1	1.0	0.1	17	0.5	0.4	0.1	1.3	0.9	0.4	0.9	0.6	0.3	0.2	0.2	0.0	0.3	0.3	0.0	1.1	1.0	0.1	
The Hits	6.4	4.3	2.1	5	6.7	4.6	2.1	7.5	5.2	2.3	5.5	3.9	1.6	2.0	1.8	0.2	1.3	0.8	0.5	7.7	6.2	1.5	
The Sound	2.5	3.3	-0.8	13	2.0	2.5	-0.5	2.7	2.8	-0.1	2.4	2.8	-0.4	0.3	0.3	0.0	0.7	0.6	0.1	2.2	1.9	0.3	
ZM	3.2	2.9	0.3	10	2.4	2.1	0.3	2.0	1.6	0.4	2.5	2.2	0.3	0.9	1.0	-0.1	0.9	0.8	0.1	1.9	1.4	0.5	
Others	2.7	3.2	-0.5		3.6	3.7	-0.1	4.3	4.1	0.2	3.8	4.0	-0.2	2.4	2.7	-0.3	1.0	1.9	-0.9	5.4	5.5	-0.1	
Mediaworks Combo	43.5	40.6	2.9		32.6	31.1	1.5	39.9	37.6	2.3	35.2	35.3	-0.1	15.4	15.6	-0.2	8.6	9.6	-1.0	43.6	42.3	1.3	
NZME Combo	29.7	28.1	1.6		29.8	28.2	1.6	30.8	28.3	2.5	25.9	24.9	1.0	12.8	12.5	0.3	9.0	8.3	0.7	34.0	33.1	0.9	
All Commercial Radio	67.7	65.0	2.7		54.9	53.6	1.3	64.0	59.6	4.4	56.2	55.5	0.7	28.2	28.5	-0.3	16.7	17.9	-1.2	71.6	68.2	3.4	

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 3 2017

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

Survey Comparisons: 2/2017 - 3/2017

This Survey Period: Sun Aug 21 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Sep 9 2017

Last Survey Period: Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 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	14:56	15:12	-0:16	13:52	13:08	0:44	1:35	3:15	-1:39	26:38	23:26	3:12	19:45	18:47	0:57	14:52	15:19	-0:27	14:11	14:55	-0:43	20:03	20:18	-0:14
Edge	8:47	8:47	0:00	9:42	9:51	-0:08	9:21	9:48	-0:26	10:36	9:58	0:37	9:26	9:04	0:22	6:56	7:13	-0:16	7:44	6:29	1:15	8:13	7:01	1:11
Flava	8:39	8:33	0:05	10:46	8:03	2:42	9:28	9:38	-0:10	9:11	10:34	-1:22	7:33	9:43	-2:10	5:13	9:47	-4:33	16:14	18:49	-2:34	4:47	3:43	1:04
Life FM	7:12	8:11	-0:58	9:25	0:15	9:10	13:51	19:43	-5:51	11:01	14:19	-3:18	8:13	14:17	-6:04	3:19	9:43	-6:23	3:13	4:18	-1:04	4:57	4:45	0:11
Mai FM	6:53	6:14	0:38	7:30	5:36	1:54	6:00	4:55	1:05	6:09	6:20	-0:11	6:07	6:05	0:01	7:30	6:13	1:16	10:37	10:19	0:18	7:23	5:34	1:48
Mix	8:45	7:13	1:32	2:04	1:13	0:51	13:24	16:13	-2:48	26:30	15:46	10:44	12:44	8:52	3:51	7:50	7:06	0:44	5:56	6:13	-0:17	4:53	5:22	-0:28
More FM	10:44	10:56	-0:11	5:46	8:38	-2:52	8:40	9:29	-0:48	11:18	10:48	0:30	11:35	11:09	0:25	11:07	11:40	-0:32	12:23	12:48	-0:24	11:51	11:36	0:15
Newstalk ZB	17:14	17:53	-0:38	9:26	7:17	2:08	1:00	*	*	0:58	1:15	-0:16	6:42	7:04	-0:21	15:00	13:03	1:57	16:47	16:13	0:34	1:36	1:58	-0:21
Ngati Hine FM	7:10	5:38	1:31	6:19	4:28	1:51	4:28	5:30	-1:01	5:12	5:17	-0:05	7:59	5:43	2:16	9:02	6:23	2:38	6:11	6:33	-0:22	7:41	7:16	0:25
Radio Hauraki	12:48	12:53	-0:05	7:15	7:15	0:00	13:12	6:48	6:24	14:44	16:10	-1:25	13:51	14:29	-0:37	18:52	14:12	4:39	16:46	18:52	-2:06	7:38	6:26	1:11
RadioLIVE	10:34	10:25	0:08	3:33	2:20	1:13	1:28	1:47	-0:18	7:27	9:24	-1:56	5:55	6:43	-0:47	6:14	6:18	-0:04	8:56	8:35	0:20	14:44	11:49	2:55
Radio Sport	3:35	3:20	0:15	8:20	5:34	2:45	4:51	6:06	-1:14	5:05	6:06	-1:00	5:30	6:04	-0:34	4:45	4:45	0:00	1:50	1:20	0:30	1:34	1:49	-0:15
Radio Waatea	6:07	7:03	-0:55	*	*	*	2:30	*	*	1:13	0:30	0:43	7:50	9:05	-1:14	18:15	18:15	0:00	*	*	*	*	*	*
Rhema	8:02	7:49	0:12	11:09	12:02	-0:52	5:14	5:09	0:04	3:02	2:44	0:18	9:03	9:18	-0:14	8:40	9:33	-0:53	5:33	5:16	0:16	5:44	7:00	-1:16
Rock	8:14	8:21	-0:06	5:09	5:45	-0:36	8:54	8:43	0:11	8:21	8:05	0:15	8:35	8:05	0:30	8:59	8:08	0:51	9:41	8:53	0:48	6:55	7:19	-0:23
Sunshine FM	5:49	8:53	-3:03	2:00	*	*	3:00	*	*	2:27	2:15	0:12	12:39	12:23	0:16	12:28	11:49	0:39	0:37	0:25	0:12	*	*	*
Tai FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Tautoko FM	9:18	14:58	-5:39	7:00	14:30	-7:29	10:51	23:03	-12:11	9:42	14:14	-4:32	10:47	16:00	-5:12	10:09	14:15	-4:05	7:40	11:23	-3:42	*	4:25	*
Te Hiku o Te Ika	5:17	4:08	1:09	3:30	3:30	0:00	2:55	*	*	5:32	6:38	-1:06	8:24	6:38	1:45	8:26	0:37	7:48	1:47	1:51	-0:04	1:32	1:18	0:14
The Hits	11:24	9:10	2:14	3:41	2:55	0:45	7:25	8:43	-1:18	13:16	15:32	-2:15	12:00	11:32	0:28	10:46	7:04	3:42	15:25	9:35	5:50	10:58	10:25	0:33
The Sound	11:14	12:48	-1:33	*	*	*	2:35	4:22	-1:46	3:39	4:39	-0:59	10:20	12:27	-2:07	12:12	15:04	-2:52	13:39	14:31	-0:51	8:36	10:49	-2:13
ZM	5:12	6:01	-0:48	5:46	6:11	-0:25	2:48	3:46	-0:57	5:15	6:42	-1:27	6:20	7:49	-1:29	8:28	11:08	-2:39	3:13	4:15	-1:01	5:24	5:21	0:03
Others	10:02	9:36	0:25	3:52	10:51	-6:58	3:54	4:07	-0:13	4:16	4:00	0:16	6:54	6:28	0:25	9:33	8:44	0:49	12:24	10:37	1:46	6:31	5:43	0:48
Mediaworks Combo	12:27	12:30	-0:03	10:12	10:08	0:03	11:55	12:32	-0:36	13:05	12:13	0:52	12:40	12:17	0:22	11:54	12:24	-0:30	13:20	13:26	-0:05	13:11	12:09	1:02
NZME Combo	15:07	14:45	0:22	8:56	7:45	1:10	10:32	9:13	1:18	16:02	16:28	-0:26	15:48	15:45	0:03	15:41	14:55	0:45	16:40	15:42	0:57	10:30	9:02	1:28
All Commercial Radio	19:23	18:47	0:35	15:11	13:29	1:42	16:36	16:00	0:35	20:46	19:26	1:19	20:37	19:35	1:02	18:52	18:34	0:18	20:16	19:42	0:34	16:48	15:50	0:58
Potential (000)	120.3	120.3	0.0	15.7	16.2	-0.5	24.8	24.3	0.5	28.0	28.0	0.0	46.8	46.8	0.0	38.0	38.0	0.0	35.1	35.1	0.0	19.6	20.2	-0.6
Sample	838	814	24	103	102	1	166	149	17	185	185	0	294	299	-5	268	257	11	295	260	35	144	147	-3

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 3 2017

Average Time Spent Listening (hh:mm) by Daypart, People 10+

Survey Comparisons: 2/2017 - 3/2017

This Survey Period: Sun Aug 21 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Sep 9 2017

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

	This	Last	+/-
Potential (000)	120.3	120.3	0.0
Sample Size	838	814	24

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

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