



NORTHLAND COMMERCIAL RADIO - SURVEY 4 2017

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

Survey Comparisons: 3/2017 - 4/2017

This Survey Period: Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017

Last 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

	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	12.4	12.9	-0.5	2	5.8	6.9	-1.1	0.1	0.1	0.0	0.4	4.9	-4.5	7.5	8.9	-1.4	16.8	18.2	-1.4	20.5	23.9	-3.4	4.9	4.8	0.1	
Edge	11.1	11.5	-0.4	3	24.5	28.8	-4.3	22.9	24.7	-1.8	15.6	17.5	-1.9	13.3	14.0	-0.7	7.7	6.6	1.1	3.4	2.9	0.5	16.0	17.2	-1.2	
Flava	2.3	3.4	-1.1	12	5.6	14.5	-8.9	8.0	8.2	-0.2	5.9	5.0	0.9	3.4	3.2	0.2	0.6	0.9	-0.3	0.5	0.7	-0.2	6.0	3.0	3.0	
Life FM	0.7	0.5	0.2	19	2.9	1.9	1.0	0.6	0.8	-0.2	0.9	0.7	0.2	0.5	0.5	0.0	0.7	0.3	0.4	0.8	0.2	0.6	0.1	1.0	-0.9	
Mai FM	3.9	3.4	0.5	9	12.2	8.8	3.4	8.7	6.9	1.8	8.0	5.4	2.6	4.9	3.8	1.1	1.0	1.4	-0.4	1.2	1.8	-0.6	8.2	5.3	2.9	
Mix	6.2	2.8	3.4	6	1.7	0.7	1.0	0.1	1.2	-1.1	13.5	2.9	10.6	11.4	3.5	7.9	6.3	3.7	2.6	2.8	2.8	0.0	6.5	2.2	4.3	
More FM	16.7	13.0	3.7	1	14.6	7.3	7.3	16.8	14.1	2.7	17.2	14.1	3.1	16.4	13.1	3.3	18.1	15.0	3.1	21.6	17.1	4.5	17.6	20.4	-2.8	
Newstalk ZB	9.7	9.2	0.5	4	4.5	3.5	1.0	0.1	*	*	1.0	0.1	0.9	2.7	1.3	1.4	5.6	5.5	0.1	12.8	13.0	-0.2	3.7	0.2	3.5	
Ngati Hine FM	1.3	1.6	-0.3	14	0.3	2.8	-2.5	0.8	0.4	0.4	0.5	0.8	-0.3	1.7	1.9	-0.2	2.6	2.9	-0.3	1.1	1.0	0.1	0.9	2.4	-1.5	
Radio Hauraki	3.9	4.2	-0.3	9	0.6	0.4	0.2	10.4	8.3	2.1	9.7	11.0	-1.3	6.0	7.0	-1.0	2.1	2.3	-0.2	1.9	2.1	-0.2	1.1	4.2	-3.1	
RadioLIVE	5.9	5.7	0.2	8	0.7	0.7	0.0	0.2	0.2	0.0	1.2	1.9	-0.7	3.2	1.8	1.4	7.2	3.7	3.5	8.3	7.0	1.3	7.7	7.3	0.4	
Radio Sport	1.6	0.8	0.8	13	1.0	0.8	0.2	1.1	0.9	0.2	1.2	0.9	0.3	2.8	1.1	1.7	2.8	0.8	2.0	0.7	0.3	0.4	0.1	0.1	0.0	
Radio Waatea	0.2	0.2	0.0	20	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	0.5	0.4	0.1	0.6	0.5	0.1	*	*	*	*	*	*	
Rhema	1.1	1.5	-0.4	16	3.7	4.8	-1.1	0.1	0.6	-0.5	0.2	0.2	0.0	1.2	1.4	-0.2	1.9	2.6	-0.7	0.8	0.9	-0.1	0.4	1.6	-1.2	
Rock	7.7	9.5	-1.8	5	6.4	6.5	-0.1	17.3	18.3	-1.0	10.4	15.7	-5.3	8.8	14.2	-5.4	6.6	9.5	-2.9	3.6	4.0	-0.4	10.3	13.0	-2.7	
Sunshine FM	0.1	0.6	-0.5	21	0.7	0.8	-0.1	0.1	0.1	0.0	0.2	0.2	0.0	0.1	1.1	-1.0	*	1.5	*	*	0.1	*	*	*	*	
Tai FM	*	*	*	*	0.5	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Tautoko FM	1.2	1.9	-0.7	15	2.6	4.2	-1.6	0.4	3.6	-3.2	0.3	2.7	-2.4	1.6	2.8	-1.2	2.0	1.8	0.2	1.0	0.8	0.2	*	*	*	
Te Hiku o Te Ika	0.8	0.6	0.2	18	*	0.4	*	0.4	0.3	0.1	1.1	1.0	0.1	1.5	1.1	0.4	1.2	0.7	0.5	0.2	0.2	0.0	0.2	0.2	0.0	
The Hits	6.0	7.8	-1.8	7	2.9	2.6	0.3	6.0	6.5	-0.5	7.1	9.9	-2.8	7.1	9.8	-2.7	8.1	9.7	-1.6	7.5	9.4	-1.9	7.6	9.8	-2.2	
The Sound	2.9	2.6	0.3	11	*	*	*	0.5	0.2	0.3	0.9	0.4	0.5	2.4	3.4	-1.0	6.2	6.4	-0.2	5.9	3.6	2.3	3.9	2.3	1.6	
ZM	1.1	1.5	-0.4	16	3.0	1.8	1.2	3.1	2.2	0.9	1.8	2.5	-0.7	1.1	2.5	-1.4	0.2	1.5	-1.3	*	0.1	*	2.3	2.7	-0.4	
Others	3.1	4.8	-1.7		5.8	1.7	4.1	2.2	2.2	0.0	2.7	2.0	0.7	1.7	3.0	-1.3	1.7	4.7	-3.0	5.4	8.1	-2.7	2.5	2.4	0.1	
Mediaworks Combo	48.2	45.8	2.4		58.4	52.1	6.3	66.5	64.4	2.1	53.3	55.1	-1.8	49.0	50.4	-1.4	46.9	42.5	4.4	44.0	36.3	7.7	63.8	65.5	-1.7	
NZME Combo	43.2	42.6	0.6		25.2	31.3	-6.1	28.9	27.6	1.3	40.6	37.3	3.3	42.1	37.4	4.7	42.5	42.5	0.0	46.7	52.4	-5.7	32.2	27.0	5.2	
Potential (000)	120.3	120.3	0.0		15.6	15.7	-0.1	24.9	24.8	0.1	28.0	28.0	0.0	46.8	46.8	0.0	38.0	38.0	0.0	35.1	35.1	0.0	19.8	19.6	0.2	
Sample	812	838	-26		100	103	-3	154	166	-12	184	185	-1	284	294	-10	256	268	-12	292	295	-3	140	144	-4	

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 4 2017

Station Share (%) by Daypart, People 10+

Survey Comparisons: 3/2017 - 4/2017

This Survey Period: Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017

Last 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

	This	Last	+/-
Potential (000)	120.3	120.3	0.0
Sample Size	812	838	-26

	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	9.1	9.8	-0.7	4	14.6	13.5	1.1	13.5	13.6	-0.1	13.4	14.5	-1.1	13.8	15.1	-1.3	2.1	2.9	-0.8	14.0	14.7	-0.7
Edge	12.1	10.9	1.2	3	10.9	10.4	0.5	12.4	13.2	-0.8	10.7	12.1	-1.4	11.5	16.9	-5.4	8.9	7.0	1.9	9.9	10.7	-0.8
Flava	1.4	4.0	-2.6	16	2.7	2.8	-0.1	2.9	2.7	0.2	2.9	4.2	-1.3	2.5	4.0	-1.5	2.9	5.9	-3.0	1.7	2.9	-1.2
Life FM	0.4	0.2	0.2	19	0.5	0.5	0.0	0.8	0.7	0.1	1.2	0.4	0.8	1.4	0.4	1.0	0.7	*	*	0.7	0.5	0.2
Mai FM	4.3	3.5	0.8	8	4.0	3.7	0.3	4.0	3.2	0.8	3.0	3.2	-0.2	1.9	2.4	-0.5	2.8	1.9	0.9	4.5	3.9	0.6
Mix	4.7	2.5	2.2	7	8.5	3.0	5.5	10.1	3.2	6.9	6.7	2.7	4.0	1.7	1.4	0.3	1.8	2.4	-0.6	3.5	3.0	0.5
More FM	21.2	16.3	4.9	1	17.8	15.6	2.2	16.0	13.5	2.5	15.3	12.0	3.3	7.3	4.4	2.9	5.3	6.0	-0.7	17.3	12.1	5.2
Newstalk ZB	12.3	10.5	1.8	2	9.4	8.9	0.5	6.1	5.9	0.2	7.5	5.7	1.8	16.9	16.0	0.9	15.9	22.8	-6.9	9.6	8.9	0.7
Ngati Hine FM	1.7	2.6	-0.9	14	1.0	0.8	0.2	0.9	0.6	0.3	1.0	1.6	-0.6	0.5	0.3	0.2	0.6	1.8	-1.2	2.0	2.3	-0.3
Radio Hauraki	2.0	3.1	-1.1	12	4.8	5.7	-0.9	5.0	5.3	-0.3	4.1	4.7	-0.6	3.3	2.2	1.1	1.4	1.1	0.3	4.2	3.8	0.4
RadioLIVE	7.9	9.7	-1.8	5	4.3	4.6	-0.3	3.5	3.3	0.2	4.3	2.1	2.2	7.9	6.5	1.4	16.8	9.9	6.9	5.9	6.3	-0.4
Radio Sport	2.0	0.6	1.4	12	1.6	0.6	1.0	1.9	0.6	1.3	0.9	0.5	0.4	0.1	0.1	0.0	0.4	0.1	0.3	1.9	1.6	0.3
Radio Waatea	*	*	*	*	0.1	0.1	0.0	*	*	*	*	*	*	0.1	*	*	4.6	3.8	0.8	*	*	*
Rhema	1.7	2.1	-0.4	14	0.6	0.7	-0.1	0.5	0.6	-0.1	0.2	0.4	-0.2	3.7	3.0	0.7	1.2	1.1	0.1	1.5	2.6	-1.1
Rock	7.1	8.8	-1.7	6	7.0	8.6	-1.6	7.8	9.7	-1.9	11.9	14.4	-2.5	9.5	10.9	-1.4	9.1	10.2	-1.1	5.8	7.7	-1.9
Sunshine FM	*	0.4	*	*	*	0.7	*	0.1	0.7	-0.6	0.3	0.2	0.1	*	0.1	*	*	*	*	0.4	1.0	-0.6
Tai FM	*	*	*	*	*	*	*	*	*	*	*	*	*	0.6	*	*	*	*	*	*	*	*
Tautoko FM	2.5	2.5	0.0	10	0.1	1.8	-1.7	0.6	2.1	-1.5	1.6	2.5	-0.9	1.4	1.6	-0.2	2.0	2.5	-0.5	1.2	1.0	0.2
Te Hiku o Te Ika	0.5	0.4	0.1	18	0.2	0.2	0.0	0.4	0.5	-0.1	1.4	1.0	0.4	1.3	0.6	0.7	6.0	3.5	2.5	0.4	0.5	-0.1
The Hits	3.7	5.3	-1.6	9	6.0	8.9	-2.9	7.4	10.1	-2.7	5.3	7.1	-1.8	4.7	4.5	0.2	10.5	11.8	-1.3	6.2	7.3	-1.1
The Sound	2.4	2.9	-0.5	11	2.6	2.9	-0.3	2.5	3.2	-0.7	2.6	2.2	0.4	2.2	0.2	2.0	1.8	2.3	-0.5	4.3	2.6	1.7
ZM	1.2	1.2	0.0	17	0.9	1.7	-0.8	1.1	2.0	-0.9	1.9	2.5	-0.6	1.0	0.9	0.1	0.8	1.2	-0.4	0.9	0.9	0.0
Others	1.7	2.7	-1.0		2.3	4.3	-2.0	2.5	5.2	-2.7	3.8	6.2	-2.4	6.5	8.5	-2.0	4.3	1.8	2.5	4.2	5.7	-1.5
Mediaworks Combo	55.1	52.1	3.0		46.6	45.7	0.9	46.3	46.2	0.1	47.9	45.9	2.0	40.4	41.2	-0.8	44.7	37.3	7.4	47.6	43.2	4.4
NZME Combo	36.3	36.9	-0.6		48.5	45.1	3.4	47.9	43.4	4.5	42.7	41.8	0.9	44.2	44.2	0.0	35.9	48.1	-12.2	42.0	43.1	-1.1

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 4 2017

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

Survey Comparisons: 3/2017 - 4/2017

This Survey Period: Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017

Last 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

	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	14.5	15.0	-0.5	4	0.7	0.8	-0.1	0.2	0.3	-0.1	0.2	0.9	-0.7	2.4	3.6	-1.2	6.2	6.8	-0.6	8.8	8.6	0.2	0.8	0.6	0.2
Edge	24.1	22.7	1.4	2	4.6	4.8	-0.2	9.8	8.7	1.1	7.3	7.9	-0.6	12.3	11.7	0.6	6.0	5.3	0.7	1.4	1.9	-0.5	5.9	5.7	0.2
Flava	5.1	6.8	-1.7	12	1.6	2.2	-0.6	2.5	2.8	-0.3	2.6	2.6	0.0	3.0	3.4	-0.4	0.5	1.0	-0.5	0.1	0.2	-0.1	1.4	1.7	-0.3
Life FM	1.0	1.1	-0.1	20	0.3	0.3	0.0	0.1	0.2	-0.1	0.4	0.3	0.1	0.4	0.5	-0.1	0.2	0.5	-0.3	0.2	0.3	-0.1	0.3	0.5	-0.2
Mai FM	7.4	8.6	-1.2	9	2.0	1.9	0.1	3.4	3.8	-0.4	3.8	4.2	-0.4	4.3	4.9	-0.6	0.8	1.0	-0.2	0.7	0.9	-0.2	2.4	1.9	0.5
Mix	8.7	5.5	3.2	7	1.4	0.5	0.9	0.1	0.3	-0.2	2.1	0.5	1.6	5.0	2.2	2.8	3.8	2.6	1.2	1.9	2.4	-0.5	1.9	1.3	0.6
More FM	24.9	21.0	3.9	1	3.5	2.0	1.5	5.7	5.3	0.4	6.2	6.0	0.2	10.8	9.0	1.8	8.9	7.5	1.4	7.4	7.0	0.4	5.0	4.7	0.3
Newstalk ZB	9.6	9.2	0.4	6	0.7	0.6	0.1	0.2	0.2	0.0	0.7	0.3	0.4	1.7	1.5	0.2	1.9	2.1	-0.2	4.0	4.0	0.0	0.8	0.3	0.5
Ngati Hine FM	3.3	3.8	-0.5	15	0.2	0.7	-0.5	0.6	0.3	0.3	0.6	0.7	-0.1	1.8	1.9	-0.1	1.8	1.8	0.0	0.9	0.8	0.1	0.7	0.9	-0.2
Radio Hauraki	5.6	5.7	-0.1	11	0.1	0.1	0.0	2.2	2.1	0.1	3.0	3.6	-0.6	3.3	4.0	-0.7	0.8	0.7	0.1	0.9	0.6	0.3	0.9	1.5	-0.6
RadioLIVE	7.7	9.3	-1.6	8	0.2	0.3	-0.1	0.6	0.4	0.2	1.1	1.2	-0.1	2.0	2.4	-0.4	3.0	3.3	-0.3	3.7	4.0	-0.3	1.0	1.4	-0.4
Radio Sport	3.6	3.7	-0.1	14	0.4	0.2	0.2	0.6	0.6	0.0	0.9	0.8	0.1	1.1	1.5	-0.4	0.4	0.9	-0.5	1.3	0.9	0.4	0.2	0.2	0.0
Radio Waatea	0.5	0.6	-0.1	21	*	*	*	0.1	0.1	0.0	0.2	0.2	0.0	0.4	0.4	0.0	0.2	0.2	0.0	*	*	*	*	*	*
Rhema	2.4	3.2	-0.8	17	0.4	0.7	-0.3	0.1	0.4	-0.3	0.3	0.3	0.0	1.1	1.2	-0.1	1.4	1.7	-0.3	0.9	0.8	0.1	0.3	0.7	-0.4
Rock	16.3	20.0	-3.7	3	2.6	2.0	0.6	6.6	6.8	-0.2	6.5	9.0	-2.5	8.4	13.0	-4.6	3.4	5.9	-2.5	1.7	2.1	-0.4	3.3	5.1	-1.8
Sunshine FM	1.1	1.8	-0.7	19	0.4	0.7	-0.3	0.1	0.1	0.0	0.4	0.3	0.1	0.4	0.7	-0.3	0.1	0.7	-0.6	0.2	0.4	-0.2	*	*	*
Tai FM	0.1	*	*	22	0.1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Tautoko FM	3.1	3.5	-0.4	16	0.6	1.0	-0.4	0.7	1.1	-0.4	0.7	1.3	-0.6	2.1	2.1	0.0	1.5	1.0	0.5	0.4	0.5	-0.1	*	*	*
Te Hiku o Te Ika	2.0	2.1	-0.1	18	*	0.2	*	0.6	0.3	0.3	0.9	0.9	0.0	1.3	1.0	0.3	0.4	0.4	0.0	0.3	0.6	-0.3	0.2	0.3	-0.1
The Hits	11.1	11.9	-0.8	5	1.1	1.2	-0.1	3.7	2.9	0.8	3.5	3.6	-0.1	5.8	6.5	-0.7	4.2	5.0	-0.8	2.7	3.1	-0.4	2.9	2.4	0.5
The Sound	5.8	4.1	1.7	10	*	*	*	0.5	0.3	0.2	1.4	0.5	0.9	3.3	2.6	0.7	3.7	2.9	0.8	2.4	1.3	1.1	0.8	0.7	0.1
ZM	4.3	5.0	-0.7	13	0.6	0.5	0.1	2.6	2.6	0.0	2.1	2.3	-0.2	2.5	3.1	-0.6	0.4	1.0	-0.6	0.1	0.1	0.0	1.4	1.3	0.1
Others	7.2	8.4	-1.2		1.1	0.7	0.4	1.8	1.9	-0.1	2.1	2.2	-0.1	2.4	3.4	-1.0	1.6	2.8	-1.2	2.8	3.3	-0.5	0.8	1.0	-0.2
Mediaworks Combo	64.0	63.8	0.2		9.4	8.3	1.1	18.3	17.8	0.5	19.1	20.1	-1.0	29.7	31.4	-1.7	19.6	20.0	-0.4	14.3	13.9	0.4	12.9	13.6	-0.7
NZME Combo	49.1	48.8	0.3		5.8	5.6	0.2	8.8	8.6	0.2	11.7	11.1	0.6	19.5	18.7	0.8	15.0	15.2	-0.2	15.3	16.0	-0.7	8.4	7.0	1.4
All Commercial Radio	90.4	89.5	0.9		11.3	10.6	0.7	19.8	19.9	-0.1	23.0	23.0	0.0	37.9	38.3	-0.4	29.1	29.6	-0.5	25.3	25.1	0.2	16.3	16.2	0.1
Potential (000)	120.3	120.3	0.0		15.6	15.7	-0.1	24.9	24.8	0.1	28.0	28.0	0.0	46.8	46.8	0.0	38.0	38.0	0.0	35.1	35.1	0.0	19.8	19.6	0.2
Sample	812	838	-26		100	103	-3	154	166	-12	184	185	-1	284	294	-10	256	268	-12	292	295	-3	140	144	-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 4 2017

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

Survey Comparisons: 3/2017 - 4/2017

This Survey Period: Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017

Last 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

	This	Last	+/-
Potential (000)	120.3	120.3	0.0
Sample Size	812	838	-26

	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	6.6	7.1	-0.5	5	7.3	8.4	-1.1	8.4	8.9	-0.5	6.9	7.9	-1.0	3.6	4.1	-0.5	1.2	1.6	-0.4	10.1	10.8	-0.7
Edge	13.1	12.5	0.6	2	8.7	8.5	0.2	13.4	13.0	0.4	10.2	11.2	-1.0	5.1	6.3	-1.2	2.7	2.3	0.4	13.7	13.5	0.2
Flava	2.5	3.7	-1.2	11	2.3	3.7	-1.4	2.4	3.3	-0.9	2.7	3.0	-0.3	1.1	1.6	-0.5	0.9	1.2	-0.3	2.1	2.9	-0.8
Life FM	0.5	0.3	0.2	19	0.5	0.4	0.1	0.7	0.7	0.0	0.9	0.5	0.4	0.3	0.2	0.1	*	*		0.3	0.6	-0.3
Mai FM	5.1	5.0	0.1	8	3.8	3.5	0.3	4.4	4.7	-0.3	4.1	3.8	0.3	1.1	1.5	-0.4	0.7	1.1	-0.4	3.7	4.7	-1.0
Mix	6.5	3.0	3.5	6	3.9	2.5	1.4	6.0	3.8	2.2	5.1	2.2	2.9	1.5	1.0	0.5	0.7	1.1	-0.4	5.4	3.3	2.1
More FM	16.5	13.4	3.1	1	12.1	11.2	0.9	12.7	12.1	0.6	11.1	10.2	0.9	3.7	2.7	1.0	1.6	1.5	0.1	16.6	13.4	3.2
Newstalk ZB	7.5	6.3	1.2	4	5.4	5.0	0.4	4.6	4.6	0.0	4.3	4.3	0.0	3.6	3.4	0.2	2.9	3.3	-0.4	6.6	6.5	0.1
Ngati Hine FM	2.0	2.4	-0.4	14	1.0	1.1	-0.1	0.8	0.8	0.0	0.8	1.3	-0.5	0.3	0.2	0.1	0.2	0.7	-0.5	2.4	2.6	-0.2
Radio Hauraki	1.9	2.5	-0.6	15	2.0	2.4	-0.4	2.9	2.9	0.0	2.1	2.5	-0.4	1.0	0.9	0.1	0.8	0.5	0.3	3.8	3.6	0.2
RadioLIVE	4.8	5.8	-1.0	9	3.2	3.4	-0.2	3.5	3.6	-0.1	3.3	3.0	0.3	1.2	1.4	-0.2	1.6	1.8	-0.2	5.2	5.6	-0.4
Radio Sport	1.5	0.9	0.6	16	1.0	1.2	-0.2	2.1	1.8	0.3	1.3	0.8	0.5	0.1	0.2	-0.1	0.3	0.1	0.2	2.0	2.3	-0.3
Radio Waatea	*	*	*	*	0.2	0.2	0.0	*	*	*	*	*	*	0.2	0.2	0.0	0.2	0.2	0.0	0.3	0.3	0.0
Rhema	1.4	2.4	-1.0	17	0.6	0.7	-0.1	1.1	1.4	-0.3	0.5	0.5	0.0	1.0	0.9	0.1	0.3	0.5	-0.2	1.8	2.6	-0.8
Rock	9.3	11.2	-1.9	3	7.4	8.4	-1.0	9.1	10.8	-1.7	8.6	10.0	-1.4	3.3	5.6	-2.3	1.6	2.2	-0.6	8.0	11.2	-3.2
Sunshine FM	*	0.4	*	*	*	0.2	*	0.3	0.4	-0.1	0.4	0.5	-0.1	*	0.2	*	*	*	*	0.7	1.3	-0.6
Tai FM	*	*	*	*	*	*	*	*	*	*	*	*	*	0.1	*	*	*	*	*	0.1	*	*
Tautoko FM	2.4	2.7	-0.3	12	0.1	0.7	-0.6	0.7	0.9	-0.2	1.0	1.5	-0.5	0.6	0.7	-0.1	0.1	0.1	0.0	1.9	2.0	-0.1
Te Hiku o Te Ika	1.2	1.1	0.1	18	0.6	0.5	0.1	1.0	1.3	-0.3	1.0	0.9	0.1	0.5	0.2	0.3	0.5	0.3	0.2	1.1	1.1	0.0
The Hits	5.4	6.4	-1.0	7	5.6	6.7	-1.1	6.8	7.5	-0.7	5.0	5.5	-0.5	1.7	2.0	-0.3	1.3	1.3	0.0	6.3	7.7	-1.4
The Sound	2.3	2.5	-0.2	13	2.5	2.0	0.5	2.5	2.7	-0.2	3.1	2.4	0.7	0.8	0.3	0.5	0.8	0.7	0.1	2.9	2.2	0.7
ZM	2.7	3.2	-0.5	10	2.1	2.4	-0.3	2.0	2.0	0.0	2.1	2.5	-0.4	0.6	0.9	-0.3	0.4	0.9	-0.5	1.9	1.9	0.0
Others	1.9	2.7	-0.8		2.9	3.6	-0.7	3.0	4.3	-1.3	3.5	3.8	-0.3	2.0	2.4	-0.4	0.8	1.0	-0.2	4.5	5.4	-0.9
Mediaworks Combo	43.8	43.5	0.3		33.0	32.6	0.4	38.5	39.9	-1.4	34.7	35.2	-0.5	12.7	15.4	-2.7	8.3	8.6	-0.3	42.9	43.6	-0.7
NZME Combo	30.4	29.7	0.7		27.2	29.8	-2.6	30.9	30.8	0.1	26.8	25.9	0.9	11.8	12.8	-1.0	8.0	9.0	-1.0	33.3	34.0	-0.7
All Commercial Radio	67.8	67.7	0.1		53.5	54.9	-1.4	63.4	64.0	-0.6	56.1	56.2	-0.1	24.0	28.2	-4.2	15.5	16.7	-1.2	71.1	71.6	-0.5

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 4 2017

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

Survey Comparisons: 3/2017 - 4/2017

This Survey Period: Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017

Last 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

	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	13:51	14:56	-1:05	11:55	13:52	-1:56	2:08	1:35	0:33	6:10	26:38	-20:28	22:30	19:45	2:44	15:20	14:52	0:28	11:05	14:11	-3:06	16:19	20:03	-3:44
Edge	7:27	8:47	-1:20	7:09	9:42	-2:32	7:18	9:21	-2:03	8:46	10:36	-1:50	7:53	9:26	-1:33	7:20	6:56	0:23	11:28	7:44	3:43	7:08	8:13	-1:05
Flava	7:09	8:39	-1:30	4:51	10:46	-5:55	9:50	9:28	0:22	9:15	9:11	0:03	8:14	7:33	0:41	7:04	5:13	1:50	42:45	16:14	26:30	10:54	4:47	6:06
Life FM	11:26	7:12	4:13	11:37	9:25	2:12	16:09	13:51	2:17	8:24	11:01	-2:36	8:24	8:13	0:11	16:59	3:19	13:40	16:59	3:13	13:46	0:37	4:57	-4:19
Mai FM	8:29	6:53	1:36	8:18	7:30	0:47	8:05	6:00	2:05	8:38	6:09	2:28	8:25	6:07	2:17	7:27	7:30	-0:02	8:18	10:37	-2:19	8:45	7:23	1:21
Mix	11:34	8:45	2:48	1:36	2:04	-0:27	4:45	13:24	-8:39	25:50	26:30	-0:39	16:40	12:44	3:56	9:30	7:50	1:40	7:08	5:56	1:11	9:01	4:53	4:08
More FM	10:47	10:44	0:02	5:37	5:46	-0:08	9:09	8:40	0:28	11:18	11:18	0:00	11:06	11:35	-0:29	11:29	11:07	0:22	13:50	12:23	1:26	9:17	11:51	-2:34
Newstalk ZB	16:22	17:14	-0:52	8:14	9:26	-1:11	1:00	1:00	0:00	6:16	0:58	5:17	11:35	6:42	4:52	16:31	15:00	1:31	15:04	16:47	-1:43	12:02	1:36	10:25
Ngati Hine FM	6:14	7:10	-0:56	1:58	6:19	-4:21	4:11	4:28	-0:16	3:23	5:12	-1:48	6:48	7:59	-1:11	8:10	9:02	-0:51	5:39	6:11	-0:31	3:42	7:41	-3:59
Radio Hauraki	11:10	12:48	-1:38	7:15	7:15	0:00	14:35	13:12	1:23	13:11	14:44	-1:33	13:12	13:51	-0:38	15:53	18:52	-2:59	10:00	16:46	-6:45	3:04	7:38	-4:33
RadioLIVE	12:16	10:34	1:42	3:35	3:33	0:02	1:05	1:28	-0:22	4:18	7:27	-3:08	11:27	5:55	5:32	13:54	6:14	7:40	10:47	8:56	1:51	19:32	14:44	4:48
Radio Sport	7:18	3:35	3:42	4:02	8:20	-4:17	5:56	4:51	1:04	5:52	5:05	0:46	18:19	5:30	12:49	40:12	4:45	35:26	2:22	1:50	0:31	1:32	1:34	-0:01
Radio Waatea	7:22	6:07	1:15	*	*	*	2:30	2:30	0:00	1:13	1:13	-0:00	9:46	7:50	1:55	18:15	18:15	0:00	*	*	*	*	*	*
Rhema	7:30	8:02	-0:32	11:59	11:09	0:49	3:45	5:14	-1:29	3:47	3:02	0:44	8:12	9:03	-0:50	7:34	8:40	-1:06	4:27	5:33	-1:05	3:22	5:44	-2:22
Rock	7:37	8:14	-0:36	3:22	5:09	-1:46	8:11	8:54	-0:43	6:31	8:21	-1:50	7:36	8:35	-0:59	10:57	8:59	1:58	9:53	9:41	0:11	8:03	6:55	1:07
Sunshine FM	1:52	5:49	-3:56	2:00	2:00	0:00	3:00	3:00	0:00	2:22	2:27	-0:05	2:22	12:39	-10:17	0:15	12:28	-12:13	0:47	0:37	0:09	*	*	*
Tai FM	6:45	*	*	6:45	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Tautoko FM	6:23	9:18	-2:55	5:49	7:00	-1:10	1:53	10:51	-8:58	1:53	9:42	-7:48	5:40	10:47	-5:07	7:36	10:09	-2:33	10:35	7:40	2:54	*	*	*
Te Hiku o Te Ika	6:39	5:17	1:21	*	3:30	*	1:57	2:55	-0:58	4:58	5:32	-0:34	8:47	8:24	0:23	16:27	8:26	8:01	2:48	1:47	1:01	1:53	1:32	0:20
The Hits	8:40	11:24	-2:44	3:33	3:41	-0:08	5:06	7:25	-2:18	8:14	13:16	-5:02	9:00	12:00	-3:00	10:55	10:46	0:08	13:11	15:25	-2:14	6:51	10:58	-4:06
The Sound	7:59	11:14	-3:15	*	*	*	3:36	2:35	1:01	2:44	3:39	-0:55	5:23	10:20	-4:56	9:38	12:12	-2:33	11:45	13:39	-1:53	13:19	8:36	4:43
ZM	4:05	5:12	-1:07	6:42	5:46	0:55	3:45	2:48	0:57	3:26	5:15	-1:49	3:15	6:20	-3:04	2:08	8:28	-6:20	1:30	3:13	-1:43	4:17	5:24	-1:07
Others	6:57	10:02	-3:04	7:00	3:52	3:07	3:54	3:54	0:00	5:26	4:16	1:10	5:11	6:54	-1:42	5:51	9:33	-3:42	9:06	12:24	-3:17	7:48	6:31	1:16
Mediaworks Combo	12:09	12:27	-0:18	8:21	10:12	-1:50	11:24	11:55	-0:31	11:26	13:05	-1:39	12:01	12:40	-0:39	13:33	11:54	1:39	14:40	13:20	1:19	12:57	13:11	-0:14
NZME Combo	14:12	15:07	-0:55	5:51	8:56	-3:05	10:19	10:32	-0:12	14:13	16:02	-1:48	15:45	15:48	-0:03	16:06	15:41	0:24	14:32	16:40	-2:07	10:02	10:30	-0:27
All Commercial Radio	17:51	19:23	-1:32	11:55	15:11	-3:15	15:51	16:36	-0:45	17:51	20:46	-2:54	19:16	20:37	-1:21	19:27	18:52	0:34	18:45	20:16	-1:31	16:01	16:48	-0:46
Potential (000)	120.3	120.3	0.0	15.6	15.7	-0.1	24.9	24.8	0.1	28.0	28.0	0.0	46.8	46.8	0.0	38.0	38.0	0.0	35.1	35.1	0.0	19.8	19.6	0.2
Sample	812	838	-26	100	103	-3	154	166	-12	184	185	-1	284	294	-10	256	268	-12	292	295	-3	140	144	-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 4 2017

Average Time Spent Listening (hh:mm) by Daypart, People 10+
 Survey Comparisons: 3/2017 - 4/2017

This Survey Period: Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017

Last 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

	This	Last	+/-
Potential (000)	120.3	120.3	0.0
Sample Size	812	838	-26

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

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