



NORTHLAND COMMERCIAL RADIO - SURVEY 1 2018

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

Survey Comparisons: 4/2017 - 1/2018

This Survey Period: Sun Apr 9 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Apr 7 2018

Last Survey Period: Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 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	10.8	12.4	-1.6	3	6.6	5.8	0.8		0.4	0.1	0.3		0.3	0.4	-0.1		3.5	7.5	-4.0		9.7	16.8	-7.1		17.8	20.5	-2.7		3.8	4.9	-1.1	
Edge	11.8	11.1	0.7	2	21.5	24.5	-3.0		24.2	22.9	1.3		14.8	15.6	-0.8		15.0	13.3	1.7		10.0	7.7	2.3		3.1	3.4	-0.3		20.9	16.0	4.9	
Flava	3.0	2.3	0.7	11	4.3	5.6	-1.3		10.5	8.0	2.5		5.7	5.9	-0.2		4.5	3.4	1.1		1.7	0.6	1.1		0.3	0.5	-0.2		6.2	6.0	0.2	
Life FM	1.1	0.7	0.4	17	3.5	2.9	0.6		0.7	0.6	0.1		2.0	0.9	1.1		1.1	0.5	0.6		0.7	0.7	0.0		0.9	0.8	0.1		0.1	0.1	0.0	
Mai FM	4.5	3.9	0.6	8	12.5	12.2	0.3		10.3	8.7	1.6		8.0	8.0	0.0		5.4	4.9	0.5		1.6	1.0	0.6		1.1	1.2	-0.1		8.7	8.2	0.5	
Mix	7.8	6.2	1.6	5	2.2	1.7	0.5		0.8	0.1	0.7		14.7	13.5	1.2		14.5	11.4	3.1		10.0	6.3	3.7		3.1	2.8	0.3		11.2	6.5	4.7	
More FM	16.1	16.7	-0.6	1	15.1	14.6	0.5		14.7	16.8	-2.1		18.4	17.2	1.2		14.3	16.4	-2.1		17.4	18.1	-0.7		23.1	21.6	1.5		15.8	17.6	-1.8	
Newstalk ZB	9.1	9.7	-0.6	4	2.9	4.5	-1.6		0.1	0.1	0.0		1.1	1.0	0.1		2.2	2.7	-0.5		5.8	5.6	0.2		14.1	12.8	1.3		2.8	3.7	-0.9	
Ngati Hine FM	1.1	1.3	-0.2	17	*	0.3	*		0.4	0.8	-0.4		0.4	0.5	-0.1		2.2	1.7	0.5		2.9	2.6	0.3		0.5	1.1	-0.6		1.8	0.9	0.9	
Radio Hauraki	3.3	3.9	-0.6	10	*	0.6	*		9.4	10.4	-1.0		7.4	9.7	-2.3		5.0	6.0	-1.0		1.5	2.1	-0.6		3.0	1.9	1.1		1.7	1.1	0.6	
RadioLIVE	4.4	5.9	-1.5	9	0.8	0.7	0.1		0.6	0.2	0.4		1.1	1.2	-0.1		3.0	3.2	-0.2		6.1	7.2	-1.1		7.0	8.3	-1.3		2.9	7.7	-4.8	
Radio Sport	1.8	1.6	0.2	13	0.6	1.0	-0.4		1.3	1.1	0.2		1.6	1.2	0.4		2.8	2.8	0.0		2.4	2.8	-0.4		0.6	0.7	-0.1		2.1	0.1	2.0	
Radio Waatea	*	0.2	*	*	*	*	*		0.1	0.1	0.0		0.1	0.1	0.0		0.1	0.5	-0.4		*	0.6	*		*	*	*		0.1	*	*	
Rhema	1.2	1.1	0.1	15	2.3	3.7	-1.4		0.3	0.1	0.2		0.4	0.2	0.2		0.8	1.2	-0.4		1.4	1.9	-0.5		1.1	0.8	0.3		0.6	0.4	0.2	
Rock	7.0	7.7	-0.7	7	7.3	6.4	0.9		13.8	17.3	-3.5		12.1	10.4	1.7		9.5	8.8	0.7		5.4	6.6	-1.2		2.3	3.6	-1.3		6.6	10.3	-3.7	
Sunshine FM	1.1	0.1	1.0	17	0.5	0.7	-0.2		0.1	0.1	0.0		0.1	0.2	-0.1		2.4	0.1	2.3		3.0	*	*		*	*	*		*	*	*	
Tai FM	0.1	*	*	21	0.6	0.5	0.1		*	*	*		*	*	*		*	*	*		*	*	*		*	*	*		*	*	*	
Tautoko FM	1.2	1.2	0.0	15	3.8	2.6	1.2		0.3	0.4	-0.1		0.2	0.3	-0.1		1.6	1.6	0.0		2.2	2.0	0.2		0.5	1.0	-0.5		1.8	*	*	
Te Hiku o Te Ika	1.4	0.8	0.6	14	*	*	*		0.4	0.4	0.0		0.2	1.1	-0.9		1.1	1.5	-0.4		3.0	1.2	1.8		2.6	0.2	2.4		0.1	0.2	-0.1	
The Hits	7.2	6.0	1.2	6	6.0	2.9	3.1		4.4	6.0	-1.6		5.5	7.1	-1.6		6.0	7.1	-1.1		9.1	8.1	1.0		11.2	7.5	3.7		6.0	7.6	-1.6	
The Sound	2.1	2.9	-0.8	12	*	*	*		0.7	0.5	0.2		0.8	0.9	-0.1		1.8	2.4	-0.6		4.5	6.2	-1.7		4.2	5.9	-1.7		2.2	3.9	-1.7	
ZM	1.0	1.1	-0.1	20	1.9	3.0	-1.1		4.1	3.1	1.0		1.6	1.8	-0.2		1.0	1.1	-0.1		0.2	0.2	0.0		*	*	*		2.7	2.3	0.4	
Others	2.8	3.1	-0.3		7.9	5.8	2.1		2.5	2.2	0.3		3.4	2.7	0.7		2.2	1.7	0.5		1.4	1.7	-0.3		3.4	5.4	-2.0		2.0	2.5	-0.5	
Mediaworks Combo	46.9	48.2	-1.3		58.8	58.4	0.4		64.6	66.5	-1.9		57.2	53.3	3.9		50.4	49.0	1.4		45.5	46.9	-1.4		41.3	44.0	-2.7		58.3	63.8	-5.5	
NZME Combo	44.0	43.2	0.8		24.6	25.2	-0.6		31.3	28.9	2.4		38.3	40.6	-2.3		39.6	42.1	-2.5		40.4	42.5	-2.1		50.0	46.7	3.3		36.6	32.2	4.4	
Potential (000)	110.5	120.3	-9.8		13.5	15.6	-2.1		23.9	24.9	-1.0		26.0	28.0	-2.0		42.5	46.8	-4.3		34.4	38.0	-3.6		32.7	35.1	-2.4		18.9	19.8	-0.9	
Sample	803	812	-9		93	100	-7		167	154	13		176	184	-8		284	284	0		242	256	-14		282	292	-10		140	140	0	

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 or (from S1 2018) internet only listening to Breeze or George FM or Magic

NZME Combo: Coast or Flava or Mix or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or (from S1 2018) internet only listening to Hokonui



NORTHLAND COMMERCIAL RADIO - SURVEY 1 2018

Station Share (%) by Daypart, People 10+
Survey Comparisons: 4/2017 - 1/2018

This Survey Period: Sun Apr 9 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Apr 7 2018
Last Survey Period: Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017

	This	Last	+/-
Potential (000)	110.5	120.3	-9.8
Sample Size	803	812	-9

	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	8.0	9.1	-1.1	4	12.1	14.6	-2.5		12.7	13.5	-0.8		10.9	13.4	-2.5		10.4	13.8	-3.4		0.8	2.1	-1.3		12.2	14.0	-1.8	
Edge	13.0	12.1	0.9	2	11.6	10.9	0.7		12.3	12.4	-0.1		10.4	10.7	-0.3		10.5	11.5	-1.0		15.3	8.9	6.4		10.7	9.9	0.8	
Flava	2.1	1.4	0.7	12	3.0	2.7	0.3		3.5	2.9	0.6		4.2	2.9	1.3		2.9	2.5	0.4		3.2	2.9	0.3		2.8	1.7	1.1	
Life FM	0.8	0.4	0.4	19	0.8	0.5	0.3		1.0	0.8	0.2		1.3	1.2	0.1		1.7	1.4	0.3		3.1	0.7	2.4		1.0	0.7	0.3	
Mai FM	5.4	4.3	1.1	9	4.1	4.0	0.1		4.4	4.0	0.4		3.8	3.0	0.8		3.5	1.9	1.6		4.3	2.8	1.5		4.7	4.5	0.2	
Mix	5.9	4.7	1.2	6	10.0	8.5	1.5		12.5	10.1	2.4		8.7	6.7	2.0		2.7	1.7	1.0		2.8	1.8	1.0		4.6	3.5	1.1	
More FM	19.9	21.2	-1.3	1	17.2	17.8	-0.6		15.3	16.0	-0.7		14.7	15.3	-0.6		10.3	7.3	3.0		4.7	5.3	-0.6		16.6	17.3	-0.7	
Newstalk ZB	10.9	12.3	-1.4	3	8.9	9.4	-0.5		4.9	6.1	-1.2		6.8	7.5	-0.7		17.0	16.9	0.1		18.2	15.9	2.3		9.3	9.6	-0.3	
Ngati Hine FM	1.0	1.7	-0.7	18	1.1	1.0	0.1		1.5	0.9	0.6		1.7	1.0	0.7		0.4	0.5	-0.1		0.1	0.6	-0.5		1.1	2.0	-0.9	
Radio Hauraki	2.8	2.0	0.8	10	3.0	4.8	-1.8		3.5	5.0	-1.5		4.6	4.1	0.5		2.8	3.3	-0.5		0.6	1.4	-0.8		3.9	4.2	-0.3	
RadioLIVE	5.6	7.9	-2.3	7	2.3	4.3	-2.0		3.0	3.5	-0.5		3.7	4.3	-0.6		7.5	7.9	-0.4		14.0	16.8	-2.8		4.5	5.9	-1.4	
Radio Sport	1.9	2.0	-0.1	13	3.1	1.6	1.5		1.3	1.9	-0.6		1.2	0.9	0.3		0.2	0.1	0.1		0.4	0.4	0.0		1.8	1.9	-0.1	
Radio Waatea	*	*	*	*	0.1	0.1	0.0		*	*	*		*	*	*		0.2	0.1	*		0.4	4.6	-4.2		*	*	*	
Rhema	1.6	1.7	-0.1	14	0.7	0.6	0.1		0.8	0.5	0.3		0.2	0.2	0.0		6.2	3.7	2.5		1.1	1.2	-0.1		1.1	1.5	-0.4	
Rock	7.2	7.1	0.1	5	6.9	7.0	-0.1		7.1	7.8	-0.7		9.1	11.9	-2.8		4.7	9.5	-4.8		9.0	9.1	-0.1		5.8	5.8	0.0	
Sunshine FM	0.3	*	*	20	1.2	*	*		1.2	0.1	1.1		1.7	0.3	1.4		0.4	*	*		*	*	*		2.0	0.4	1.6	
Tai FM	*	*	*	*	*	*	*		*	*	*		*	*	*		0.8	0.6	0.2		*	*	*		0.1	*	*	
Tautoko FM	2.6	2.5	0.1	11	0.3	0.1	0.2		0.7	0.6	0.1		1.8	1.6	0.2		0.9	1.4	-0.5		*	2.0	*		1.2	1.2	0.0	
Te Hiku o Te Ika	1.3	0.5	0.8	16	1.2	0.2	1.0		1.3	0.4	0.9		1.5	1.4	0.1		4.3	1.3	3.0		2.9	6.0	-3.1		0.6	0.4	0.2	
The Hits	5.6	3.7	1.9	7	8.2	6.0	2.2		8.8	7.4	1.4		6.0	5.3	0.7		3.5	4.7	-1.2		11.7	10.5	1.2		7.0	6.2	0.8	
The Sound	1.6	2.4	-0.8	14	1.5	2.6	-1.1		1.7	2.5	-0.8		2.0	2.6	-0.6		3.4	2.2	1.2		1.6	1.8	-0.2		3.4	4.3	-0.9	
ZM	1.3	1.2	0.1	16	1.0	0.9	0.1		0.8	1.1	-0.3		2.1	1.9	0.2		*	1.0	*		0.6	0.8	-0.2		0.8	0.9	-0.1	
Others	1.2	1.7	-0.5		1.7	2.3	-0.6		1.9	2.5	-0.6		3.7	3.8	-0.1		5.8	6.5	-0.7		5.1	4.3	0.8		4.8	4.2	0.6	
Mediaworks Combo	53.1	55.1	-2.0		44.4	46.6	-2.2		44.1	46.3	-2.2		44.8	47.9	-3.1		40.9	40.4	0.5		49.5	44.7	4.8		47.9	47.6	0.3	
NZME Combo	38.5	36.3	2.2		49.3	48.5	0.8		48.0	47.9	0.1		44.5	42.7	1.8		39.6	44.2	-4.6		38.3	35.9	2.4		42.4	42.0	0.4	

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NORTHLAND COMMERCIAL RADIO - SURVEY 1 2018

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

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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	13.1	14.5	-1.4	4	0.1	0.7	-0.6	0.3	0.2	0.1	0.3	0.2	0.1	1.6	2.4	-0.8	5.0	6.2	-1.2	8.5	8.8	-0.3	0.6	0.8	-0.2
Edge	21.0	24.1	-3.1	2	4.0	4.6	-0.6	8.9	9.8	-0.9	6.4	7.3	-0.9	10.3	12.3	-2.0	4.8	6.0	-1.2	1.1	1.4	-0.3	5.5	5.9	-0.4
Flava	6.2	5.1	1.1	10	1.2	1.6	-0.4	3.2	2.5	0.7	2.1	2.6	-0.5	3.2	3.0	0.2	1.1	0.5	0.6	0.1	0.1	0.0	1.9	1.4	0.5
Life FM	1.2	1.0	0.2	19	0.3	0.3	0.0	0.3	0.1	0.2	0.7	0.4	0.3	0.7	0.4	0.3	0.1	0.2	-0.1	0.2	0.2	0.0	0.4	0.3	0.1
Mai FM	8.3	7.4	0.9	8	2.0	2.0	0.0	3.8	3.4	0.4	3.6	3.8	-0.2	4.6	4.3	0.3	1.2	0.8	0.4	0.6	0.7	-0.1	2.3	2.4	-0.1
Mix	8.9	8.7	0.2	7	1.4	1.4	0.0	0.3	0.1	0.2	2.1	2.1	0.0	5.4	5.0	0.4	4.5	3.8	0.7	1.9	1.9	0.0	2.2	1.9	0.3
More FM	21.3	24.9	-3.6	1	2.9	3.5	-0.6	4.3	5.7	-1.4	5.1	6.2	-1.1	9.0	10.8	-1.8	8.4	8.9	-0.5	6.9	7.4	-0.5	4.4	5.0	-0.6
Newstalk ZB	9.7	9.6	0.1	6	0.4	0.7	-0.3	0.3	0.2	0.1	0.9	0.7	0.2	1.7	1.7	0.0	1.9	1.9	0.0	4.2	4.0	0.2	0.5	0.8	-0.3
Ngati Hine FM	1.8	3.3	-1.5	17	*	0.2	*	0.3	0.6	-0.3	0.5	0.6	-0.1	1.5	1.8	-0.3	1.2	1.8	-0.6	0.3	0.9	-0.6	0.5	0.7	-0.2
Radio Hauraki	5.0	5.6	-0.6	11	*	0.1	*	1.3	2.2	-0.9	2.8	3.0	-0.2	3.7	3.3	0.4	1.3	0.8	0.5	0.8	0.9	-0.1	0.9	0.9	0.0
RadioLIVE	6.7	7.7	-1.0	9	0.1	0.2	-0.1	1.1	0.6	0.5	1.4	1.1	0.3	2.5	2.0	0.5	2.3	3.0	-0.7	2.8	3.7	-0.9	1.0	1.0	0.0
Radio Sport	4.0	3.6	0.4	13	0.3	0.4	-0.1	0.7	0.6	0.1	1.1	0.9	0.2	1.6	1.1	0.5	0.7	0.4	0.3	1.1	1.3	-0.2	0.6	0.2	0.4
Radio Waatea	0.5	0.5	0.0	21	*	*	*	0.3	0.1	0.2	0.3	0.2	0.1	0.3	0.4	-0.1	*	0.2	*	*	*	*	0.2	*	*
Rhema	2.6	2.4	0.2	16	0.4	0.4	0.0	0.3	0.1	0.2	0.5	0.3	0.2	1.0	1.1	-0.1	1.2	1.4	-0.2	1.1	0.9	0.2	0.5	0.3	0.2
Rock	13.2	16.3	-3.1	3	2.3	2.6	-0.3	4.2	6.6	-2.4	5.4	6.5	-1.1	7.6	8.4	-0.8	3.3	3.4	-0.1	1.4	1.7	-0.3	2.1	3.3	-1.2
Sunshine FM	1.0	1.1	-0.1	20	0.3	0.4	-0.1	0.3	0.1	0.2	0.3	0.4	-0.1	0.5	0.4	0.1	0.2	0.1	0.1	0.1	0.2	-0.1	0.2	*	*
Tai FM	0.3	0.1	0.2	22	0.1	0.1	0.0	0.2	*	*	0.2	*	*	0.2	*	*	*	*	*	*	*	*	0.2	*	*
Tautoko FM	3.3	3.1	0.2	15	0.8	0.6	0.2	0.7	0.7	0.0	0.7	0.7	0.0	2.1	2.1	0.0	1.6	1.5	0.1	0.4	0.4	0.0	0.4	*	*
Te Hiku o Te Ika	1.8	2.0	-0.2	17	*	*	*	0.6	0.6	0.0	0.6	0.9	-0.3	1.0	1.3	-0.3	0.8	0.4	0.4	0.5	0.3	0.2	0.2	0.2	0.0
The Hits	11.4	11.1	0.3	5	1.4	1.1	0.3	3.1	3.7	-0.6	3.2	3.5	-0.3	5.0	5.8	-0.8	3.7	4.2	-0.5	3.0	2.7	0.3	2.6	2.9	-0.3
The Sound	4.2	5.8	-1.6	12	*	*	*	0.8	0.5	0.3	1.2	1.4	-0.2	2.4	3.3	-0.9	2.4	3.7	-1.3	1.5	2.4	-0.9	0.6	0.8	-0.2
ZM	3.5	4.3	-0.8	14	0.4	0.6	-0.2	2.3	2.6	-0.3	1.9	2.1	-0.2	2.3	2.5	-0.2	0.5	0.4	0.1	*	0.1	*	1.5	1.4	0.1
Others	6.5	7.2	-0.7		1.4	1.1	0.3	1.9	1.8	0.1	2.2	2.1	0.1	2.5	2.4	0.1	1.3	1.6	-0.3	2.1	2.8	-0.7	1.0	0.8	0.2
Mediaworks Combo	57.8	64.0	-6.2		8.2	9.4	-1.2	16.2	18.3	-2.1	17.5	19.1	-1.6	27.3	29.7	-2.4	17.6	19.6	-2.0	12.8	14.3	-1.5	11.7	12.9	-1.2
NZME Combo	47.3	49.1	-1.8		4.6	5.8	-1.2	8.6	8.8	-0.2	10.4	11.7	-1.3	18.7	19.5	-0.8	14.7	15.0	-0.3	14.4	15.3	-0.9	8.2	8.4	-0.2
All Commercial Radio	83.6	90.4	-6.8		9.9	11.3	-1.4	18.1	19.8	-1.7	21.1	23.0	-1.9	35.2	37.9	-2.7	26.6	29.1	-2.5	23.3	25.3	-2.0	15.5	16.3	-0.8
Potential (000)	110.5	120.3	-9.8		13.5	15.6	-2.1	23.9	24.9	-1.0	26.0	28.0	-2.0	42.5	46.8	-4.3	34.4	38.0	-3.6	32.7	35.1	-2.4	18.9	19.8	-0.9
Sample	803	812	-9		93	100	-7	167	154	13	176	184	-8	284	284	0	242	256	-14	282	292	-10	140	140	0

Mediaworks Combo: Edge or Mai FM or More FM or RadioLIVE or Rock or The Sound or (from S1 2018) internet only listening to Breeze or George FM or Magic
 NZME Combo: Coast or Flava or Mix or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or (from S1 2018) internet only listening to Hokonui



NORTHLAND COMMERCIAL RADIO - SURVEY 1 2018

Cumulative Audience (000's) by Daypart, People 10+
 Survey Comparisons: 4/2017 - 1/2018

This Survey Period: Sun Apr 9 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Apr 7 2018
 Last Survey Period: Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017

	This	Last	+/-
Potential (000)	110.5	120.3	-9.8
Sample Size	803	812	-9

	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	5.9	6.6	-0.7	6	6.2	7.3	-1.1		7.2	8.4	-1.2		5.4	6.9	-1.5		2.3	3.6	-1.3		0.5	1.2	-0.7		8.8	10.1	-1.3	
Edge	12.2	13.1	-0.9	2	6.7	8.7	-2.0		10.7	13.4	-2.7		7.5	10.2	-2.7		3.7	5.1	-1.4		2.5	2.7	-0.2		11.8	13.7	-1.9	
Flava	2.6	2.5	0.1	10	2.2	2.3	-0.1		3.1	2.4	0.7		3.7	2.7	1.0		1.4	1.1	0.3		1.2	0.9	0.3		3.0	2.1	0.9	
Life FM	0.7	0.5	0.2	19	0.5	0.5	0.0		0.6	0.7	-0.1		0.8	0.9	-0.1		0.4	0.3	0.1		0.1	0.1	0.0		0.8	0.3	0.5	
Mai FM	5.9	5.1	0.8	6	3.7	3.8	-0.1		4.3	4.4	-0.1		4.7	4.1	0.6		1.8	1.1	0.7		0.8	0.7	0.1		3.6	3.7	-0.1	
Mix	6.4	6.5	-0.1	5	3.8	3.9	-0.1		5.0	6.0	-1.0		5.2	5.1	0.1		1.8	1.5	0.3		0.3	0.7	-0.4		5.4	5.4	0.0	
More FM	14.0	16.5	-2.5	1	10.6	12.1	-1.5		10.7	12.7	-2.0		9.2	11.1	-1.9		2.9	3.7	-0.8		1.1	1.6	-0.5		12.9	16.6	-3.7	
Newstalk ZB	7.0	7.5	-0.5	4	4.6	5.4	-0.8		3.9	4.6	-0.7		3.5	4.3	-0.8		3.3	3.6	-0.3		2.9	2.9	0.0		6.5	6.6	-0.1	
Ngati Hine FM	1.0	2.0	-1.0	17	0.6	1.0	-0.4		0.9	0.8	0.1		0.6	0.8	-0.2		0.1	0.3	-0.2		0.1	0.2	-0.1		1.2	2.4	-1.2	
Radio Hauraki	2.2	1.9	0.3	12	1.0	2.0	-1.0		1.5	2.9	-1.4		1.5	2.1	-0.6		0.7	1.0	-0.3		0.5	0.8	-0.3		3.3	3.8	-0.5	
RadioLIVE	3.6	4.8	-1.2	9	2.0	3.2	-1.2		2.8	3.5	-0.7		2.6	3.3	-0.7		0.9	1.2	-0.3		1.1	1.6	-0.5		4.2	5.2	-1.0	
Radio Sport	1.8	1.5	0.3	14	1.1	1.0	0.1		1.9	2.1	-0.2		1.5	1.3	0.2		0.3	0.1	0.2		0.2	0.3	-0.1		2.1	2.0	0.1	
Radio Waatea	0.2	*	*	20	0.2	0.2	0.0		*	*	*		0.2	*	*		*	0.2	*		0.3	0.2	0.1		0.2	0.3	-0.1	
Rhema	1.3	1.4	-0.1	16	0.7	0.6	0.1		1.4	1.1	0.3		0.6	0.5	0.1		1.2	1.0	0.2		0.4	0.3	0.1		1.9	1.8	0.1	
Rock	7.7	9.3	-1.6	3	5.1	7.4	-2.3		6.5	9.1	-2.6		6.3	8.6	-2.3		1.3	3.3	-2.0		1.2	1.6	-0.4		6.7	8.0	-1.3	
Sunshine FM	0.2	*	*	20	0.2	*	*		0.2	0.3	-0.1		0.2	0.4	-0.2		0.2	*	*		*	*	*		1.0	0.7	0.3	
Tai FM	*	*	*	*	*	*	*		*	*	*		*	*	*		0.1	0.1	0.0		*	*	*		0.3	0.1	0.2	
Tautoko FM	2.4	2.4	0.0	11	0.3	0.1	0.2		0.7	0.7	0.0		0.8	1.0	-0.2		0.4	0.6	-0.2		*	0.1	*		1.7	1.9	-0.2	
Te Hiku o Te Ika	0.8	1.2	-0.4	18	0.7	0.6	0.1		0.8	1.0	-0.2		0.7	1.0	-0.3		0.7	0.5	0.2		0.4	0.5	-0.1		1.0	1.1	-0.1	
The Hits	5.8	5.4	0.4	8	5.3	5.6	-0.3		5.7	6.8	-1.1		4.9	5.0	-0.1		1.3	1.7	-0.4		1.2	1.3	-0.1		6.7	6.3	0.4	
The Sound	1.4	2.3	-0.9	15	1.2	2.5	-1.3		1.6	2.5	-0.9		1.8	3.1	-1.3		0.9	0.8	0.1		0.5	0.8	-0.3		2.1	2.9	-0.8	
ZM	1.9	2.7	-0.8	13	1.9	2.1	-0.2		1.3	2.0	-0.7		1.6	2.1	-0.5		0.1	0.6	-0.5		0.4	0.4	0.0		1.4	1.9	-0.5	
Others	1.7	1.9	-0.2		2.3	2.9	-0.6		2.1	3.0	-0.9		2.8	3.5	-0.7		2.0	2.0	0.0		0.7	0.8	-0.1		4.4	4.5	-0.1	
Mediaworks Combo	39.8	43.8	-4.0		26.6	33.0	-6.4		32.6	38.5	-5.9		28.6	34.7	-6.1		11.2	12.7	-1.5		6.6	8.3	-1.7		37.0	42.9	-5.9	
NZME Combo	29.4	30.4	-1.0		24.2	27.2	-3.0		26.4	30.9	-4.5		24.8	26.8	-2.0		10.4	11.8	-1.4		6.9	8.0	-1.1		32.4	33.3	-0.9	
All Commercial Radio	62.3	67.8	-5.5		46.4	53.5	-7.1		54.8	63.4	-8.6		49.5	56.1	-6.6		22.5	24.0	-1.5		13.1	15.5	-2.4		63.6	71.1	-7.5	

Mediaworks Combo: Edge or Mai FM or More FM or RadioLIVE or Rock or The Sound or (from S1 2018) internet only listening to Breeze or George FM or Magic
 NZME Combo: Coast or Flava or Mix or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or (from S1 2018) internet only listening to Hokonui



NORTHLAND COMMERCIAL RADIO - SURVEY 1 2018

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

Survey Comparisons: 4/2017 - 1/2018

This Survey Period: Sun Apr 9 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Apr 7 2018

Last Survey Period: Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 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	11:37	13:51	-2:14	89:45	11:55	7:49	3:54	2:08	1:45	4:15	6:10	-1:54	14:19	22:30	-8:10	9:51	15:20	-5:28	9:00	11:05	-2:04	15:57	16:19	-0:21
Edge	7:59	7:27	0:32	6:42	7:09	-0:27	6:48	7:18	-0:29	8:22	8:46	-0:24	9:26	7:53	1:32	10:37	7:20	3:16	11:54	11:28	0:26	9:01	7:08	1:53
Flava	6:48	7:09	-0:20	4:24	4:51	-0:27	8:18	9:50	-1:32	10:00	9:15	0:44	9:06	8:14	0:52	7:30	7:04	0:25	11:00	42:45	-31:45	7:38	10:54	-3:15
Life FM	12:24	11:26	0:58	15:49	11:37	4:12	4:45	16:09	-11:23	9:33	8:24	1:08	9:33	8:24	1:08	29:28	16:59	12:28	17:56	16:59	0:56	0:24	0:37	-0:13
Mai FM	7:40	8:29	-0:49	7:52	8:18	-0:25	6:54	8:05	-1:10	8:02	8:38	-0:35	7:40	8:25	-0:45	6:46	7:27	-0:41	7:53	8:18	-0:24	8:53	8:45	0:08
Mix	12:26	11:34	0:52	1:58	1:36	0:22	6:22	4:45	1:37	24:55	25:50	-0:55	17:19	16:40	0:38	11:23	9:30	1:53	7:06	7:08	-0:02	11:47	9:01	2:46
More FM	10:44	10:47	-0:03	6:37	5:37	0:59	8:35	9:09	-0:34	12:59	11:18	1:40	10:23	11:06	-0:43	10:29	11:29	-1:00	14:21	13:50	0:31	8:27	9:17	-0:50
Newstalk ZB	13:16	16:22	-3:05	9:02	8:14	0:48	1:00	1:00	0:00	4:47	6:16	-1:29	8:28	11:35	-3:06	15:30	16:31	-1:01	14:17	15:04	-0:46	13:25	12:02	1:22
Ngati Hine FM	8:52	6:14	2:38	*	1:58	*	3:05	4:11	-1:06	2:49	3:23	-0:34	9:10	6:48	2:22	12:20	8:10	4:09	7:18	5:39	1:38	8:52	3:42	5:09
Radio Hauraki	9:25	11:10	-1:44	*	7:15	*	18:27	14:35	3:52	9:40	13:11	-3:30	8:43	13:12	-4:29	5:53	15:53	-9:59	16:07	10:00	6:06	4:26	3:04	1:22
RadioLIVE	9:24	12:16	-2:52	10:30	3:35	6:54	1:17	1:05	0:12	2:44	4:18	-1:33	7:56	11:27	-3:31	13:17	13:54	-0:37	10:46	10:47	-0:01	7:09	19:32	-12:22
Radio Sport	6:17	7:18	-1:01	2:55	4:02	-1:06	4:47	5:56	-1:09	5:35	5:52	-0:17	10:59	18:19	-7:20	17:48	40:12	-22:24	2:20	2:22	-0:02	8:40	1:32	7:08
Radio Waatea	1:15	7:22	-6:07	*	*	*	1:11	2:30	-1:18	1:00	1:13	-0:12	1:00	9:46	-8:45	*	18:15	*	*	*	*	0:45	*	*
Rhema	6:27	7:30	-1:02	7:50	11:59	-4:08	2:11	3:45	-1:33	2:51	3:47	-0:56	5:27	8:12	-2:44	5:52	7:34	-1:41	4:18	4:27	-0:08	2:42	3:22	-0:39
Rock	7:33	7:37	-0:04	3:59	3:22	0:36	8:11	8:11	0:00	8:02	6:31	1:31	8:09	7:36	0:32	8:16	10:57	-2:41	7:14	9:53	-2:38	7:23	8:03	-0:40
Sunshine FM	17:02	1:52	15:10	2:00	2:00	0:00	0:57	3:00	-2:02	0:57	2:22	-1:25	31:21	2:22	28:58	62:30	0:15	62:15	1:00	0:47	0:12	0:15	*	*
Tai FM	2:45	6:45	-3:59	6:45	6:45	0:00	0:30	*	*	0:30	*	*	0:30	*	*	*	*	*	*	*	*	0:30	*	*
Tautoko FM	5:11	6:23	-1:12	5:36	5:49	-0:12	1:12	1:53	-0:41	1:12	1:53	-0:41	5:02	5:40	-0:38	6:56	7:36	-0:39	5:02	10:35	-5:32	10:30	*	*
Te Hiku o Te Ika	10:39	6:39	4:00	*	*	*	1:31	1:57	-0:26	1:02	4:58	-3:55	7:20	8:47	-1:26	18:54	16:27	2:27	22:31	2:48	19:43	1:05	1:53	-0:48
The Hits	9:01	8:40	0:21	5:22	3:33	1:48	3:32	5:06	-1:33	6:10	8:14	-2:03	7:49	9:00	-1:10	12:33	10:55	1:38	15:51	13:11	2:40	5:21	6:51	-1:30
The Sound	7:15	7:59	-0:44	*	*	*	2:15	3:36	-1:21	2:16	2:44	-0:27	4:46	5:23	-0:37	9:40	9:38	0:02	11:53	11:45	0:07	9:03	13:19	-4:16
ZM	4:06	4:05	0:00	6:25	6:42	-0:16	4:35	3:45	0:50	3:06	3:26	-0:19	2:55	3:15	-0:20	2:03	2:08	-0:04	1:30	1:30	0:00	4:19	4:17	0:01
Others	6:09	6:57	-0:48	7:06	7:00	0:06	3:17	3:54	-0:37	5:32	5:26	0:05	5:41	5:11	0:30	5:15	5:51	-0:35	7:01	9:06	-2:05	4:39	7:48	-3:09
Mediaworks Combo	11:31	12:09	-0:38	8:59	8:21	0:37	10:03	11:24	-1:21	11:47	11:26	0:21	12:01	12:01	0:00	13:05	13:33	-0:28	13:51	14:40	-0:48	11:42	12:57	-1:14
NZME Combo	13:11	14:12	-1:01	6:42	5:51	0:50	9:10	10:19	-1:09	13:12	14:13	-1:01	13:46	15:45	-1:58	13:55	16:06	-2:10	14:55	14:32	0:23	10:28	10:02	0:26
All Commercial Radio	16:58	17:51	-0:53	12:40	11:55	0:44	13:55	15:51	-1:55	17:02	17:51	-0:49	18:30	19:16	-0:45	19:04	19:27	-0:23	18:26	18:45	-0:19	15:13	16:01	-0:48
Potential (000)	110.5	120.3	-9.8	13.5	15.6	-2.1	23.9	24.9	-1.0	26.0	28.0	-2.0	42.5	46.8	-4.3	34.4	38.0	-3.6	32.7	35.1	-2.4	18.9	19.8	-0.9
Sample	803	812	-9	93	100	-7	167	154	13	176	184	-8	284	284	0	242	256	-14	282	292	-10	140	140	0

Mediaworks Combo: Edge or Mai FM or More FM or RadioLIVE or Rock or The Sound or (from S1 2018) internet only listening to Breeze or George FM or Magic
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NORTHLAND COMMERCIAL RADIO - SURVEY 1 2018

Average Time Spent Listening (hh:mm) by Daypart, People 10+
Survey Comparisons: 4/2017 - 1/2018

This Survey Period: Sun Apr 9 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Apr 7 2018
Last Survey Period: Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017

	This	Last	+/-
Potential (000)	110.5	120.3	-9.8
Sample Size	803	812	-9

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

Mediaworks Combo: Edge or Mai FM or More FM or RadioLIVE or Rock or The Sound or (from S1 2018) internet only listening to Breeze or George FM or Magic
NZME Combo: Coast or Flava or Mix or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or (from S1 2018) internet only listening to Hokonui