



NORTHLAND COMMERCIAL RADIO - SURVEY 2 2019

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

Survey Comparisons: 1/2019 - 2/2019

This Survey Period: Sun Jun 24 to Sat Nov 10 2018 & Sun Feb 3 to Sat Jun 8 2019

Last Survey Period: Sun Apr 8 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018 & Sun Feb 3 to Sat Mar 30 2019

	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	12.5	0.6	2	1.4	0.6	0.8	1.9	3.7	-1.8	5.8	5.3	0.5	4.9	4.3	0.6	11.6	10.1	1.5	25.2	25.6	-0.4	7.4	5.3	2.1
Edge	9.2	9.4	-0.2	4	34.6	31.7	2.9	23.1	25.4	-2.3	11.6	13.1	-1.5	8.8	9.7	-0.9	2.9	3.1	-0.2	0.3	1.4	-1.1	9.2	10.7	-1.5
Life FM	0.1	0.1	0.0	16	*	0.1	*	0.2	0.2	0.0	0.3	0.2	0.1	0.2	0.1	0.1	0.2	0.2	0.0	0.2	0.2	0.0	0.4	0.4	0.0
Magic Talk	3.9	3.3	0.6	8	*	*	*	3.1	0.5	2.6	3.0	0.9	2.1	3.1	2.4	0.7	3.9	4.4	-0.5	4.8	3.0	1.8	1.2	2.6	-1.4
Mai FM	3.0	4.3	-1.3	11	9.8	15.8	-6.0	6.3	12.3	-6.0	6.7	7.9	-1.2	4.2	5.0	-0.8	1.1	1.0	0.1	0.6	0.7	-0.1	4.6	8.1	-3.5
Mix	6.9	6.5	0.4	6	3.2	1.8	1.4	3.6	2.8	0.8	7.1	5.6	1.5	9.6	9.0	0.6	10.0	10.6	-0.6	6.0	6.5	-0.5	10.3	8.9	1.4
More FM	19.0	18.3	0.7	1	7.8	9.6	-1.8	15.3	12.0	3.3	21.1	28.1	-7.0	23.9	27.3	-3.4	21.4	18.0	3.4	19.3	14.9	4.4	21.1	21.6	-0.5
Newstalk ZB	7.5	9.6	-2.1	5	*	*	*	0.1	0.2	-0.1	0.4	0.4	0.0	3.7	3.0	0.7	6.1	6.3	-0.2	8.3	9.9	-1.6	2.1	2.4	-0.3
Ngati Hine FM	2.2	1.8	0.4	12	8.1	7.9	0.2	0.5	1.0	-0.5	1.8	2.0	-0.2	1.5	1.6	-0.1	1.9	1.4	0.5	2.1	1.1	1.0	4.1	3.1	1.0
Radio Hauraki	3.1	2.2	0.9	10	1.8	1.6	0.2	3.2	2.4	0.8	4.6	4.0	0.6	5.2	4.0	1.2	3.4	2.6	0.8	1.6	0.7	0.9	5.8	3.4	2.4
Radio Sport	1.5	2.0	-0.5	13	*	*	*	0.1	0.1	0.0	0.9	0.5	0.4	0.8	0.7	0.1	2.0	3.8	-1.8	2.3	4.2	-1.9	0.2	0.1	0.1
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	1.0	1.1	-0.1	15	*	*	*	1.2	0.9	0.3	1.4	1.1	0.3	0.9	1.0	-0.1	1.3	1.9	-0.6	1.4	1.7	-0.3	0.8	0.2	0.6
Rock	11.1	11.0	0.1	3	13.5	10.8	2.7	18.3	19.0	-0.7	11.4	11.4	0.0	12.5	11.6	0.9	13.9	15.1	-1.2	9.5	11.9	-2.4	6.9	7.3	-0.4
Sunshine FM	0.1	0.1	0.0	16	0.6	0.6	0.0	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	*	*	*	*	*	*	0.1	*	*
Tai FM	*	*	*	*	*	*	*	0.1	0.1	0.0	0.1	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Tautoko FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Te Hiku o Te Ika	*	*	*	*	*	0.2	*	0.1	*	*	*	*	*	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	0.1	*	*
The Hits	4.3	3.8	0.5	7	2.2	0.7	1.5	5.3	3.2	2.1	6.3	5.8	0.5	7.2	6.4	0.8	5.4	4.7	0.7	1.9	2.6	-0.7	10.4	7.4	3.0
The Sound	3.6	3.2	0.4	9	0.7	1.6	-0.9	3.8	3.4	0.4	4.2	2.7	1.5	4.9	4.1	0.8	6.4	6.1	0.3	4.5	4.0	0.5	4.0	4.5	-0.5
ZM	1.3	1.7	-0.4	14	1.3	2.1	-0.8	5.2	6.3	-1.1	3.6	3.9	-0.3	2.2	3.1	-0.9	0.3	0.9	-0.6	0.1	*	*	3.7	5.0	-1.3
Others	9.0	9.1	-0.1		14.9	14.9	0.0	8.7	6.5	2.2	9.7	6.9	2.8	6.2	6.5	-0.3	8.0	9.8	-1.8	11.9	11.4	0.5	7.8	8.8	-1.0
MediaWorks Combo	52.9	51.8	1.1		68.6	71.0	-2.4	74.6	75.3	-0.7	63.4	67.7	-4.3	60.5	62.4	-1.9	54.3	51.7	2.6	43.6	39.9	3.7	49.3	56.7	-7.4
NZME Combo	39.7	40.1	-0.4		22.1	19.4	2.7	22.6	21.2	1.4	30.9	26.7	4.2	35.0	31.4	3.6	38.9	39.1	-0.2	45.3	49.7	-4.4	41.4	33.8	7.6
Potential (000)	113.2	113.2	0.0		15.0	14.2	0.8	23.5	24.3	-0.8	26.6	26.6	0.0	43.0	43.0	0.0	34.9	34.9	0.0	34.0	34.0	0.0	16.7	18.0	-1.3
Sample	808	880	-72		67	64	3	144	163	-19	201	199	2	362	370	-8	279	293	-14	249	272	-23	137	156	-19

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

MediaWorks Combo: Edge or Magic Talk or Mai FM or More FM or Rock or The Sound or internet only listening to Breeze or George FM

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



NORTHLAND COMMERCIAL RADIO - SURVEY 2 2019

Station Share (%) by Daypart, People 10+
Survey Comparisons: 1/2019 - 2/2019

This Survey Period: Sun Jun 24 to Sat Nov 10 2018 & Sun Feb 3 to Sat Jun 8 2019

Last Survey Period: Sun Apr 8 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018 & Sun Feb 3 to Sat Mar 30 2019

	This	Last	+/-
Potential (000)	113.2	113.2	0.0
Sample Size	808	880	-72

	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	11.3	11.4	-0.1	4	13.7	12.8	0.9		12.0	12.5	-0.5		15.4	14.5	0.9		12.8	10.0	2.8		10.6	7.4	3.2		14.5	13.8	0.7	
Edge	9.8	10.2	-0.4	5	9.7	8.9	0.8		11.4	11.1	0.3		8.1	8.8	-0.7		5.0	4.2	0.8		2.3	9.1	-6.8		8.5	9.1	-0.6	
Life FM	0.3	0.3	0.0	16	*	*	*		0.2	0.2	0.0		*	*	*		0.6	0.4	0.2		*	*	*		*	0.1	*	
Magic Talk	4.8	4.0	0.8	7	3.3	2.8	0.5		3.2	3.1	0.1		4.9	3.3	1.6		3.7	4.1	-0.4		2.7	2.7	0.0		4.2	3.1	1.1	
Mai FM	3.7	5.5	-1.8	8	1.9	3.5	-1.6		2.5	3.4	-0.9		3.0	5.3	-2.3		4.6	3.6	1.0		5.8	5.5	0.3		2.9	4.5	-1.6	
Mix	6.4	5.2	1.2	6	7.5	7.9	-0.4		7.8	7.9	-0.1		5.4	5.7	-0.3		6.3	4.5	1.8		3.7	3.0	0.7		7.3	6.6	0.7	
More FM	22.8	19.5	3.3	1	18.7	17.3	1.4		17.0	17.5	-0.5		17.2	18.2	-1.0		10.3	10.8	-0.5		14.7	16.3	-1.6		21.1	20.8	0.3	
Newstalk ZB	11.7	13.4	-1.7	3	5.1	7.9	-2.8		3.3	4.7	-1.4		5.0	5.3	-0.3		16.0	21.5	-5.5		27.4	22.6	4.8		6.6	9.1	-2.5	
Ngati Hine FM	1.6	1.9	-0.3	11	1.4	1.5	-0.1		2.1	1.6	0.5		2.0	1.2	0.8		0.6	0.5	0.1		8.1	5.1	3.0		2.9	2.0	0.9	
Radio Hauraki	2.3	2.2	0.1	9	3.5	2.2	1.3		4.1	2.5	1.6		3.3	1.9	1.4		1.6	0.9	0.7		1.8	1.6	0.2		2.7	2.4	0.3	
Radio Sport	0.9	1.0	-0.1	15	3.0	5.6	-2.6		1.8	1.9	-0.1		0.6	0.4	0.2		0.1	0.6	-0.5		0.7	1.4	-0.7		1.2	1.4	-0.2	
Radio Waatea	*	*	*	*	*	*	*		*	*	*		*	*	*		*	*	*		*	*	*		*	*	*	
Rhema	1.5	1.5	0.0	12	1.1	1.2	-0.1		0.7	0.8	-0.1		0.8	1.2	-0.4		0.3	0.3	0.0		*	0.8	*		1.3	1.3	0.0	
Rock	12.4	13.5	-1.1	2	11.2	10.6	0.6		11.6	11.0	0.6		11.9	12.7	-0.8		12.2	9.7	2.5		2.6	4.1	-1.5		10.1	9.9	0.2	
Sunshine FM	*	*	*	*	*	*	*		*	*	*		0.2	0.1	0.1		0.4	0.3	0.1		0.9	0.8	0.1		0.1	0.1	0.0	
Tai FM	*	*	*	*	0.1	0.1	0.0		*	*	*		*	*	*		*	*	*		*	*	*		*	*	*	
Tautoko FM	0.1	0.1	0.0	17	*	*	*		*	*	*		0.1	0.1	0.0		*	*	*		*	*	*		*	*	*	
Te Hiku o Te Ika	*	*	*	*	*	*	*		*	*	*		*	*	*		*	*	*		*	*	*		*	0.1	*	
The Hits	2.0	1.6	0.4	10	6.2	5.0	1.2		6.0	5.3	0.7		6.9	6.1	0.8		2.5	2.2	0.3		0.9	0.7	0.2		2.9	3.1	-0.2	
The Sound	1.5	1.5	0.0	12	4.4	4.1	0.3		6.7	6.1	0.6		4.5	3.8	0.7		2.2	1.5	0.7		0.2	0.8	-0.6		2.1	1.9	0.2	
ZM	1.3	2.8	-1.5	14	1.7	1.4	0.3		1.4	2.0	-0.6		1.6	1.6	0.0		1.6	1.2	0.4		0.6	1.9	-1.3		0.8	1.1	-0.3	
Others	5.7	4.7	1.0		7.6	7.2	0.4		8.2	8.4	-0.2		9.2	9.7	-0.5		19.0	23.7	-4.7		16.9	16.3	0.6		10.7	9.7	1.0	
MediaWorks Combo	56.7	55.1	1.6		51.9	49.4	2.5		56.2	55.4	0.8		53.9	55.2	-1.3		41.0	35.6	5.4		29.9	40.1	-10.2		52.5	52.1	0.4	
NZME Combo	36.9	38.4	-1.5		41.5	43.5	-2.0		38.0	38.3	-0.3		40.6	37.8	2.8		47.5	47.3	0.2		54.2	45.2	9.0		38.0	38.9	-0.9	

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

MediaWorks Combo: Edge or Magic Talk or Mai FM or More FM or Rock or The Sound or internet only listening to Breeze or George FM

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



NORTHLAND COMMERCIAL RADIO - SURVEY 2 2019

Cumulative Audience (000's) by Demographic, Mon-Sun 12mn-12mn
 Survey Comparisons: 1/2019 - 2/2019

This Survey Period: Sun Jun 24 to Sat Nov 10 2018 & Sun Feb 3 to Sat Jun 8 2019

Last Survey Period: Sun Apr 8 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018 & Sun Feb 3 to Sat Mar 30 2019

	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	14.7	14.5	0.2	4	0.5	0.4	0.1	0.7	0.9	-0.2	1.9	2.1	-0.2	2.7	2.8	-0.1	4.5	4.3	0.2	8.9	8.3	0.6	1.9	1.4	0.5	
Edge	17.8	17.3	0.5	2	5.7	4.7	1.0	6.5	7.2	-0.7	6.1	6.7	-0.6	8.3	8.7	-0.4	3.1	2.8	0.3	0.9	0.9	0.0	4.5	4.7	-0.2	
Life FM	0.6	0.8	-0.2	16	*	0.1	*	0.2	0.1	0.1	0.2	0.2	0.0	0.3	0.3	0.0	0.4	0.4	0.0	0.3	0.3	0.0	0.2	0.2	0.0	
Magic Talk	7.5	6.6	0.9	8	*	*	*	1.1	0.4	0.7	2.3	1.4	0.9	3.1	2.7	0.4	2.8	3.0	-0.2	2.9	2.5	0.4	0.6	1.1	-0.5	
Mai FM	7.5	7.6	-0.1	8	2.4	2.2	0.2	3.0	3.6	-0.6	4.0	3.5	0.5	4.3	3.7	0.6	0.7	0.7	0.0	0.4	0.5	-0.1	0.9	1.1	-0.2	
Mix	11.2	10.2	1.0	5	1.6	1.1	0.5	2.0	1.7	0.3	3.4	3.4	0.0	5.7	5.7	0.0	4.4	3.8	0.6	2.8	2.6	0.2	2.0	1.9	0.1	
More FM	25.5	23.9	1.6	1	3.4	3.1	0.3	4.7	4.3	0.4	6.1	7.0	-0.9	11.4	11.4	0.0	10.2	9.3	0.9	8.1	7.3	0.8	4.3	4.1	0.2	
Newstalk ZB	8.8	10.5	-1.7	6	*	*	*	0.2	0.4	-0.2	0.6	0.9	-0.3	2.3	2.4	-0.1	2.8	2.7	0.1	3.4	4.0	-0.6	0.4	0.8	-0.4	
Ngati Hine FM	5.6	4.9	0.7	10	0.8	0.8	0.0	0.4	0.8	-0.4	1.8	1.8	0.0	2.3	2.3	0.0	2.1	1.8	0.3	2.3	1.3	1.0	1.8	1.3	0.5	
Radio Hauraki	5.0	5.1	-0.1	11	0.7	0.3	0.4	1.0	1.0	0.0	2.0	2.0	0.0	3.3	3.3	0.0	1.9	2.5	-0.6	0.8	1.2	-0.4	1.0	1.1	-0.1	
Radio Sport	4.0	5.3	-1.3	13	*	*	*	0.1	0.1	0.0	0.6	0.4	0.2	1.0	0.9	0.1	1.5	2.9	-1.4	1.7	3.2	-1.5	0.1	0.1	0.0	
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	2.5	2.1	0.4	15	*	0.1	*	0.4	0.2	0.2	1.0	0.7	0.3	1.5	1.2	0.3	0.9	0.9	0.0	0.7	0.5	0.2	0.9	0.5	0.4	
Rock	14.9	14.6	0.3	3	2.3	2.4	-0.1	4.3	4.0	0.3	4.8	4.7	0.1	7.6	7.0	0.6	5.6	5.3	0.3	3.8	3.9	-0.1	2.4	2.8	-0.4	
Sunshine FM	0.5	0.5	0.0	17	0.2	0.2	0.0	0.1	0.1	0.0	0.3	0.3	0.0	0.3	0.3	0.0	*	*	*	*	*	*	0.1	0.1	0.0	
Tai FM	0.2	0.1	0.1	18	*	*	*	0.2	0.1	0.1	0.2	0.1	0.1	0.2	0.1	0.1	*	*	*	*	*	*	*	*	*	
Tautoko FM	0.1	0.1	0.0	20	*	*	*	*	*	*	*	*	*	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	*	*	*	
Te Hiku o Te Ika	0.2	0.8	-0.6	18	*	0.6	*	0.2	0.1	0.1	0.2	0.1	0.1	0.2	0.1	0.1	*	*	*	*	*	*	0.2	0.1	0.1	
The Hits	8.0	6.8	1.2	7	1.8	1.1	0.7	1.3	1.4	-0.1	2.4	2.2	0.2	3.9	3.6	0.3	2.5	2.4	0.1	1.6	1.5	0.1	2.0	1.7	0.3	
The Sound	4.7	3.7	1.0	12	0.3	0.3	0.0	0.7	0.6	0.1	1.0	0.8	0.2	2.4	2.0	0.4	2.7	2.0	0.7	1.9	1.3	0.6	1.0	1.0	0.0	
ZM	3.1	4.1	-1.0	14	0.4	0.4	0.0	1.5	2.2	-0.7	1.7	1.8	-0.1	1.9	2.8	-0.9	0.5	1.0	-0.5	0.2	*	*	1.0	1.8	-0.8	
Others	12.7	13.3	-0.6		2.3	2.1	0.2	3.8	3.4	0.4	4.3	4.0	0.3	4.6	4.6	0.0	2.3	3.1	-0.8	3.4	3.8	-0.4	1.8	2.0	-0.2	
MediaWorks Combo	58.7	56.4	2.3		9.6	8.5	1.1	14.7	15.0	-0.3	18.0	18.2	-0.2	27.8	27.3	0.5	19.5	18.7	0.8	14.2	13.2	1.0	10.7	12.0	-1.3	
NZME Combo	46.9	48.4	-1.5		4.6	3.6	1.0	7.8	8.4	-0.6	11.2	11.2	0.0	18.0	18.4	-0.4	14.5	15.8	-1.3	14.8	16.0	-1.2	7.3	7.6	-0.3	
All Commercial Radio	84.4	83.2	1.2		10.2	9.1	1.1	17.5	18.0	-0.5	22.2	21.9	0.3	34.9	34.4	0.5	27.1	27.2	-0.1	25.2	24.3	0.9	14.2	14.8	-0.6	
Potential (000)	113.2	113.2	0.0		15.0	14.2	0.8	23.5	24.3	-0.8	26.6	26.6	0.0	43.0	43.0	0.0	34.9	34.9	0.0	34.0	34.0	0.0	16.7	18.0	-1.3	
Sample	808	880	-72		67	64	3	144	163	-19	201	199	2	362	370	-8	279	293	-14	249	272	-23	137	156	-19	

MediaWorks Combo: Edge or Magic Talk or Mai FM or More FM or Rock or The Sound or internet only listening to Breeze or George FM
 NZME Combo: Coast or Mix or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or internet only listening to Hokonui or Flava



NORTHLAND COMMERCIAL RADIO - SURVEY 2 2019

Cumulative Audience (000's) by Daypart, People 10+
Survey Comparisons: 1/2019 - 2/2019

This Survey Period: Sun Jun 24 to Sat Nov 10 2018 & Sun Feb 3 to Sat Jun 8 2019

Last Survey Period: Sun Apr 8 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018 & Sun Feb 3 to Sat Mar 30 2019

	This	Last	+/-
Potential (000)	113.2	113.2	0.0
Sample Size	808	880	-72

	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	7.8	8.4	-0.6	4	8.7	8.7	0.0	8.3	7.9	0.4	7.0	6.9	0.1	3.2	3.0	0.2	2.1	1.7	0.4	10.6	10.0	0.6	
Edge	11.0	10.7	0.3	2	6.8	6.7	0.1	9.4	9.8	-0.4	7.5	8.3	-0.8	2.6	2.8	-0.2	1.0	1.2	-0.2	12.5	12.5	0.0	
Life FM	0.5	0.5	0.0	16	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.2	-0.1	0.3	0.3	0.0	*	*	*	0.1	0.3	-0.2	
Magic Talk	3.9	3.6	0.3	8	3.5	3.4	0.1	2.5	3.0	-0.5	3.6	2.2	1.4	1.1	1.0	0.1	0.7	0.8	-0.1	4.8	3.6	1.2	
Mai FM	3.7	4.2	-0.5	9	2.2	2.7	-0.5	3.7	3.4	0.3	2.8	2.7	0.1	2.3	2.4	-0.1	1.1	1.0	0.1	4.6	5.2	-0.6	
Mix	6.1	5.5	0.6	6	5.8	6.0	-0.2	6.5	6.2	0.3	5.5	5.8	-0.3	2.2	2.4	-0.2	1.2	1.0	0.2	6.8	6.5	0.3	
More FM	17.6	15.0	2.6	1	13.7	11.6	2.1	15.0	14.9	0.1	12.8	12.0	0.8	4.1	4.3	-0.2	4.1	4.3	-0.2	15.1	15.2	-0.1	
Newstalk ZB	6.4	7.2	-0.8	5	5.1	5.8	-0.7	3.4	3.7	-0.3	2.5	2.8	-0.3	3.1	4.1	-1.0	2.1	3.0	-0.9	6.1	8.1	-2.0	
Ngati Hine FM	2.9	2.8	0.1	10	2.1	1.6	0.5	2.7	1.9	0.8	2.0	1.6	0.4	0.4	0.4	0.0	1.0	0.8	0.2	3.2	2.3	0.9	
Radio Hauraki	1.8	1.8	0.0	12	2.6	1.9	0.7	2.9	2.5	0.4	3.2	2.4	0.8	0.8	0.6	0.2	0.6	0.6	0.0	2.9	3.6	-0.7	
Radio Sport	1.8	3.0	-1.2	12	2.1	3.2	-1.1	3.0	3.3	-0.3	0.8	0.7	0.1	0.2	0.4	-0.2	0.1	0.5	-0.4	2.8	3.7	-0.9	
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
Rhema	1.1	1.1	0.0	15	1.4	1.1	0.3	1.4	1.0	0.4	0.7	0.6	0.1	0.2	0.3	-0.1	*	0.2	*	1.3	1.1	0.2	
Rock	9.2	9.3	-0.1	3	7.9	6.8	1.1	8.8	8.4	0.4	7.7	8.3	-0.6	3.2	3.0	0.2	1.1	1.6	-0.5	8.8	9.4	-0.6	
Sunshine FM	*	*	*	*	*	*	*	*	*	*	0.2	0.2	0.0	0.2	0.2	0.0	0.3	0.3	0.0	0.2	0.2	0.0	
Tai FM	*	*	*	*	0.2	0.1	0.1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
Tautoko FM	0.1	0.1	0.0	17	0.1	0.1	0.0	*	*	*	0.1	0.1	0.0	*	*	*	*	*	*	*	*	*	
Te Hiku o Te Ika	*	*	*	*	0.2	0.1	0.1	*	*	*	*	*	*	*	*	*	*	*	*	*	0.2	0.8	-0.6
The Hits	4.4	3.7	0.7	7	4.1	3.5	0.6	4.5	3.6	0.9	3.9	2.9	1.0	1.0	1.1	-0.1	0.6	0.4	0.2	3.8	3.5	0.3	
The Sound	2.1	1.5	0.6	11	2.8	2.3	0.5	3.0	2.5	0.5	2.3	1.8	0.5	0.5	0.5	0.0	0.1	0.2	-0.1	2.4	2.0	0.4	
ZM	1.5	2.7	-1.2	14	1.5	1.8	-0.3	1.8	3.0	-1.2	1.5	1.7	-0.2	0.5	0.5	0.0	0.2	0.4	-0.2	1.2	1.2	0.0	
Others	5.8	4.8	1.0		5.4	5.1	0.3	7.5	7.2	0.3	6.5	5.7	0.8	3.1	3.9	-0.8	1.7	1.7	0.0	7.4	7.3	0.1	
MediaWorks Combo	41.2	38.7	2.5		31.8	29.6	2.2	39.0	38.1	0.9	33.2	30.8	2.4	13.7	14.0	-0.3	8.3	9.2	-0.9	44.1	42.9	1.2	
NZME Combo	28.5	30.4	-1.9		27.0	28.5	-1.5	28.9	29.0	-0.1	23.9	22.8	1.1	10.8	12.5	-1.7	6.8	7.4	-0.6	31.8	33.8	-2.0	
All Commercial Radio	63.3	62.3	1.0		54.2	52.9	1.3	60.2	59.2	1.0	52.4	49.0	3.4	25.2	27.5	-2.3	15.1	16.1	-1.0	69.3	69.4	-0.1	

MediaWorks Combo: Edge or Magic Talk or Mai FM or More FM or Rock or The Sound or internet only listening to Breeze or George FM

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



NORTHLAND COMMERCIAL RADIO - SURVEY 2 2019

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

Survey Comparisons: 1/2019 - 2/2019

This Survey Period: Sun Jun 24 to Sat Nov 10 2018 & Sun Feb 3 to Sat Jun 8 2019

Last Survey Period: Sun Apr 8 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018 & Sun Feb 3 to Sat Mar 30 2019

	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	13:27	13:08	0:18	4:08	1:51	2:17	7:06	10:48	-3:41	10:15	9:19	0:55	10:51	9:34	1:16	14:18	12:55	1:23	14:50	16:08	-1:17	8:24	8:50	-0:26
Edge	7:46	8:14	-0:28	9:28	9:32	-0:04	8:44	8:54	-0:10	6:19	7:12	-0:52	6:23	6:56	-0:32	5:09	6:15	-1:05	1:48	7:52	-6:04	4:21	5:20	-0:59
Life FM	3:06	2:46	0:19	*	1:00	*	2:23	2:35	-0:12	3:41	3:52	-0:10	3:13	3:27	-0:14	2:42	2:47	-0:04	3:00	3:00	0:00	3:41	3:52	-0:10
Magic Talk	7:56	7:29	0:27	*	*	*	6:47	3:03	3:43	4:18	2:18	2:00	6:02	5:36	0:26	7:48	8:01	-0:13	8:42	6:25	2:16	4:05	5:18	-1:12
Mai FM	6:00	8:42	-2:41	6:30	10:09	-3:39	5:05	8:40	-3:34	5:30	8:21	-2:50	5:48	8:25	-2:37	9:10	7:44	1:26	8:52	6:57	1:54	10:27	16:48	-6:21
Mix	9:17	9:39	-0:22	3:02	2:17	0:45	4:20	4:06	0:13	6:53	6:04	0:48	10:08	9:46	0:22	12:44	15:17	-2:33	11:19	13:11	-1:52	11:14	11:01	0:12
More FM	11:12	11:37	-0:24	3:37	4:25	-0:47	7:57	6:57	0:59	11:27	14:54	-3:26	12:37	14:48	-2:10	11:38	10:31	1:07	12:35	10:32	2:03	10:36	12:12	-1:36
Newstalk ZB	12:46	13:59	-1:12	*	*	*	1:00	1:18	-0:18	2:03	1:49	0:13	9:37	7:43	1:54	11:55	12:29	-0:34	12:53	13:00	-0:07	11:19	7:10	4:09
Ngati Hine FM	5:55	5:35	0:20	16:00	13:09	2:50	2:54	3:08	-0:14	3:19	4:05	-0:45	3:49	4:14	-0:25	5:01	4:18	0:43	4:53	4:06	0:46	5:00	5:45	-0:44
Radio Hauraki	9:07	6:30	2:37	4:20	7:00	-2:39	7:43	6:03	1:39	7:45	7:24	0:20	9:39	7:32	2:06	10:10	5:38	4:31	11:01	3:15	7:45	11:54	7:23	4:30
Radio Sport	5:33	5:47	-0:13	*	*	*	3:00	3:00	0:00	5:25	5:28	-0:02	5:02	4:53	0:08	7:24	7:10	0:13	6:55	6:59	-0:04	3:00	2:04	0:55
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	6:09	8:12	-2:02	*	0:15	*	6:35	11:30	-4:54	4:43	5:32	-0:49	3:48	4:52	-1:03	7:38	11:52	-4:13	10:12	18:09	-7:56	1:43	1:02	0:40
Rock	11:13	11:25	-0:12	9:07	6:23	2:43	10:34	12:00	-1:26	7:55	9:05	-1:09	9:54	10:13	-0:19	13:49	15:38	-1:48	13:24	16:07	-2:43	6:11	6:09	0:01
Sunshine FM	2:44	2:40	0:03	4:00	4:00	0:00	1:00	1:00	0:00	1:37	1:42	-0:04	1:37	1:42	-0:04	*	*	*	*	*	*	1:00	1:00	0:00
Tai FM	1:00	1:00	0:00	*	*	*	1:00	1:00	0:00	1:00	1:00	0:00	1:00	1:00	0:00	*	*	*	*	*	*	*	*	*
Tautoko FM	4:15	4:15	0:00	*	*	*	*	*	*	*	*	*	*	*	*	4:15	4:15	0:00	4:15	4:15	0:00	*	*	*
Te Hiku o Te Ika	0:45	0:32	0:12	*	0:30	*	0:45	0:45	0:00	0:45	0:45	0:00	0:45	0:45	0:00	*	*	*	*	*	*	0:45	0:45	0:00
The Hits	8:08	8:25	-0:16	1:54	0:54	1:00	9:40	5:55	3:44	8:44	9:29	-0:45	10:57	11:09	-0:11	12:03	10:51	1:11	6:11	8:48	-2:36	10:59	10:24	0:34
The Sound	11:28	12:55	-1:27	4:00	6:41	-2:41	13:42	13:59	-0:17	13:23	12:11	1:12	12:10	12:37	-0:27	13:24	16:24	-3:00	12:31	16:13	-3:41	8:13	10:37	-2:23
ZM	6:19	6:28	-0:08	4:58	8:27	-3:28	8:14	7:17	0:57	7:14	7:59	-0:45	6:56	6:51	0:05	3:57	4:47	-0:49	2:00	*	*	7:29	6:19	1:10
Others	10:41	10:24	0:16	10:12	9:51	0:20	5:42	4:45	0:57	7:25	6:20	1:05	8:01	8:43	-0:41	19:37	16:58	2:38	18:44	15:38	3:06	9:28	10:04	-0:35
MediaWorks Combo	13:33	13:57	-0:23	11:13	11:43	-0:29	12:29	12:39	-0:09	11:40	13:43	-2:03	13:06	14:09	-1:02	15:28	15:08	0:19	16:09	15:45	0:23	9:49	11:02	-1:12
NZME Combo	12:44	12:35	0:08	7:34	7:30	0:03	7:05	6:22	0:42	9:07	8:48	0:19	11:41	10:32	1:08	14:57	13:29	1:27	16:05	16:12	-0:06	12:08	10:18	1:49
All Commercial Radio	17:50	18:16	-0:25	15:26	15:27	-0:01	14:01	13:57	0:03	14:57	16:54	-1:57	17:14	17:59	-0:44	20:30	20:07	0:22	20:57	21:23	-0:26	15:02	15:43	-0:40
Potential (000)	113.2	113.2	0.0	15.0	14.2	0.8	23.5	24.3	-0.8	26.6	26.6	0.0	43.0	43.0	0.0	34.9	34.9	0.0	34.0	34.0	0.0	16.7	18.0	-1.3
Sample	808	880	-72	67	64	3	144	163	-19	201	199	2	362	370	-8	279	293	-14	249	272	-23	137	156	-19

MediaWorks Combo: Edge or Magic Talk or Mai FM or More FM or Rock or The Sound or internet only listening to Breeze or George FM

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NORTHLAND COMMERCIAL RADIO - SURVEY 2 2019

Average Time Spent Listening (hh:mm) by Daypart, People 10+
 Survey Comparisons: 1/2019 - 2/2019

This Survey Period: Sun Jun 24 to Sat Nov 10 2018 & Sun Feb 3 to Sat Jun 8 2019

Last Survey Period: Sun Apr 8 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018 & Sun Feb 3 to Sat Mar 30 2019

	This	Last	+/-
Potential (000)	113.2	113.2	0.0
Sample Size	808	880	-72

	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	4:07	3:52	0.14	4:20	3:56	0.24	4:41	4:52	-0.11	3:31	3:15	0.16	2:29	2:42	-0.13	2:33	2:46	-0.12	4:47	4:58	-0.10
Edge	2:32	2:43	-0.11	3:56	3:34	0.22	3:54	3:26	0.27	1:42	1:38	0.04	1:13	1:12	0.01	1:09	4:43	-3.33	2:21	2:38	-0.16
Life FM	1:52	1:51	0.01	0:30	0:30	0.00	3:38	3:38	0.00	0:15	0:15	0.00	1:00	1:00	0.00	*	*	*	0:58	0:51	0.07
Magic Music & Talk*	3:25	3:10	0.14	2:36	2:13	0.22	4:03	3:05	0.58	2:09	2:18	-0.08	2:10	3:27	-1.17	1:51	2:06	-0.14	3:02	3:04	-0.01
Mai FM	2:53	3:42	-0.48	2:25	3:27	-1.01	2:11	3:06	-0.54	1:44	3:00	-1.16	1:16	1:13	0.03	2:43	3:20	-0.37	2:10	3:05	-0.54
Mix	2:56	2:42	0.13	3:32	3:30	0.02	3:52	3:52	0.00	1:33	1:30	0.02	1:48	1:31	0.17	1:36	1:50	-0.14	3:45	3:38	0.07
More FM	3:40	3:43	-0.03	3:47	4:00	-0.13	3:39	3:35	0.04	2:07	2:19	-0.12	1:33	2:02	-0.28	1:49	2:22	-0.33	4:54	4:56	-0.01
Newstalk ZB	5:08	5:20	-0.11	2:44	3:38	-0.54	3:05	3:52	-0.46	3:10	2:54	0.16	3:14	4:18	-1.03	6:44	4:42	2.02	3:49	4:02	-0.12
Ngati Hine FM	1:34	1:56	-0.22	1:46	2:33	-0.46	2:30	2:40	-0.09	1:35	1:11	0.24	1:00	1:00	0.00	4:15	3:48	0.26	3:14	3:07	0.07
Radio Hauraki	3:36	3:33	0.02	3:46	3:03	0.43	4:39	3:07	1.32	1:37	1:15	0.22	1:19	1:12	0.06	1:40	1:47	-0.06	3:10	2:23	0.47
Radio Sport	1:26	0:55	0.31	4:00	4:46	-0.46	1:58	1:43	0.15	1:12	0:55	0.16	0:30	1:19	-0.49	2:47	1:53	0.53	1:29	1:20	0.08
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	3:58	4:02	-0.04	2:09	2:53	-0.44	1:36	2:25	-0.48	1:51	2:53	-1.02	0:48	0:48	0.00	*	3:05	*	3:35	4:18	-0.42
Rock	3:49	4:09	-0.20	3:55	4:12	-0.16	4:17	4:01	0.15	2:27	2:21	0.05	2:24	2:39	-0.14	1:10	1:34	-0.23	4:01	3:49	0.11
Sunshine FM	*	*	*	*	*	*	*	*	*	1:00	1:00	0.00	1:00	1:00	0.00	1:37	1:42	-0.04	2:00	2:00	0.00
Tai FM	*	*	*	1:00	1:00	0.00	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Tautoko FM	2:00	2:00	0.00	1:00	1:00	0.00	*	*	*	1:15	1:15	0.00	*	*	*	*	*	*	*	*	*
Te Hiku o Te Ika	*	*	*	0:15	0:15	0.00	*	*	*	*	*	*	*	*	*	*	*	*	0:30	0:30	0.00
The Hits	1:18	1:12	0.05	4:14	3:49	0.25	4:18	4:29	-0.11	2:46	3:13	-0.26	1:32	1:44	-0.12	0:46	0:56	-0.09	2:40	3:12	-0.31
The Sound	2:00	2:57	-0.57	4:18	4:51	-0.33	7:21	7:28	-0.06	3:08	3:17	-0.08	2:46	2:46	-0.00	1:00	2:05	-1.05	3:05	3:32	-0.27
ZM	2:21	2:55	-0.33	3:11	1:59	1.12	2:26	2:03	0.22	1:38	1:29	0.09	2:00	1:49	0.11	1:10	2:46	-1.36	2:27	3:27	-0.59
Others	2:49	2:46	0.02	3:52	3:45	0.07	3:31	3:35	-0.03	2:15	2:35	-0.20	3:45	4:58	-1.13	4:58	5:50	-0.52	5:02	4:48	0.13
MediaWorks Combo	3:54	4:04	-0.10	4:30	4:28	0.01	4:40	4:27	0.12	2:34	2:45	-0.10	1:52	2:04	-0.12	1:50	2:41	-0.51	4:10	4:23	-0.13
NZME Combo	3:40	3:36	0.03	4:15	4:05	0.09	4:15	4:02	0.12	2:42	2:33	0.08	2:44	3:05	-0.20	4:02	3:47	0.15	4:11	4:10	0.01
All Commercial Radio	4:28	4:36	-0.07	5:06	5:04	0.01	5:22	5:09	0.12	3:01	3:08	-0.06	2:28	2:58	-0.29	3:22	3:51	-0.29	5:03	5:12	-0.09

MediaWorks Combo: Edge or Magic Talk or Mai FM or More FM or Rock or The Sound or internet only listening to Breeze or George FM

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