



NORTHLAND COMMERCIAL RADIO - SURVEY 3 2019

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

Survey Comparisons: 2/2019 - 3/2019

This Survey Period: Sun Sep 2 to Sat Nov 10 2018 & Sun Feb 3 to Sat Jun 8 & Sun Jun 16 to Sat Aug 24 2019

Last Survey Period: Sun Jun 24 to Sat Nov 10 2018 & Sun Feb 3 to Sat Jun 8 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	11.6	13.1	-1.5	2	2.3	1.4	0.9	0.2	1.9	-1.7	2.4	5.8	-3.4	3.0	4.9	-1.9	10.6	11.6	-1.0	24.0	25.2	-1.2	5.6	7.4	-1.8
Edge	7.1	9.2	-2.1	5	26.0	34.6	-8.6	18.1	23.1	-5.0	10.7	11.6	-0.9	8.1	8.8	-0.7	2.9	2.9	0.0	0.5	0.3	0.2	9.2	9.2	0.0
Life FM	0.8	0.1	0.7	15	0.3	*	*	2.7	0.2	2.5	2.0	0.3	1.7	1.1	0.2	0.9	*	0.2	*	0.8	0.2	0.6	1.0	0.4	0.6
Magic Talk	4.4	3.9	0.5	8	0.1	*	*	4.2	3.1	1.1	3.5	3.0	0.5	3.3	3.1	0.2	3.7	3.9	-0.2	5.1	4.8	0.3	0.9	1.2	-0.3
Mai FM	4.7	3.0	1.7	7	6.4	9.8	-3.4	15.4	6.3	9.1	15.1	6.7	8.4	8.4	4.2	4.2	1.5	1.1	0.4	1.2	0.6	0.6	7.3	4.6	2.7
Mix	7.1	6.9	0.2	5	3.4	3.2	0.2	4.4	3.6	0.8	7.4	7.1	0.3	9.0	9.6	-0.6	9.8	10.0	-0.2	7.3	6.0	1.3	10.2	10.3	-0.1
More FM	19.4	19.0	0.4	1	11.0	7.8	3.2	14.3	15.3	-1.0	17.8	21.1	-3.3	23.7	23.9	-0.2	23.6	21.4	2.2	19.0	19.3	-0.3	16.8	21.1	-4.3
Newstalk ZB	10.7	7.5	3.2	3	*	*	*	0.1	0.1	0.0	0.7	0.4	0.3	3.8	3.7	0.1	9.7	6.1	3.6	13.4	8.3	5.1	4.4	2.1	2.3
Ngati Hine FM	1.4	2.2	-0.8	13	0.2	8.1	-7.9	1.3	0.5	0.8	2.1	1.8	0.3	1.6	1.5	0.1	1.5	1.9	-0.4	1.8	2.1	-0.3	3.9	4.1	-0.2
Radio Hauraki	2.7	3.1	-0.4	11	2.5	1.8	0.7	0.9	3.2	-2.3	3.8	4.6	-0.8	5.1	5.2	-0.1	3.3	3.4	-0.1	1.1	1.6	-0.5	6.1	5.8	0.3
Radio Sport	0.4	1.5	-1.1	16	*	*	*	0.1	0.1	0.0	0.2	0.9	-0.7	0.4	0.8	-0.4	0.4	2.0	-1.6	0.2	2.3	-2.1	0.2	0.2	0.0
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	1.7	1.0	0.7	12	*	*	*	0.6	1.2	-0.6	1.4	1.4	0.0	0.9	0.9	0.0	2.8	1.3	1.5	3.4	1.4	2.0	1.0	0.8	0.2
Rock	10.5	11.1	-0.6	4	22.1	13.5	8.6	16.7	18.3	-1.6	15.3	11.4	3.9	12.3	12.5	-0.2	10.0	13.9	-3.9	6.6	9.5	-2.9	8.7	6.9	1.8
Sunshine FM	0.2	0.1	0.1	17	1.1	0.6	0.5	0.2	*	*	0.3	0.1	0.2	0.2	0.1	0.1	*	*	*	0.2	*	*	0.2	0.1	0.1
Tai FM	*	*	*	*	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	0.1	*	*	*	*	*	*	*	*	*	*	*
Tautoko FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Te Hiku o Te Ika	0.1	*	*	18	*	*	*	0.7	0.1	0.6	*	*	*	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0
The Hits	4.2	4.3	-0.1	9	4.0	2.2	1.8	5.7	5.3	0.4	3.7	6.3	-2.6	5.7	7.2	-1.5	5.2	5.4	-0.2	2.2	1.9	0.3	11.7	10.4	1.3
The Sound	3.1	3.6	-0.5	10	0.7	0.7	0.0	2.0	3.8	-1.8	3.4	4.2	-0.8	4.7	4.9	-0.2	5.6	6.4	-0.8	3.2	4.5	-1.3	4.5	4.0	0.5
ZM	1.2	1.3	-0.1	14	7.3	1.3	6.0	2.1	5.2	-3.1	1.3	3.6	-2.3	0.9	2.2	-1.3	0.3	0.3	0.0	0.1	0.1	0.0	1.3	3.7	-2.4
Others	8.7	9.0	-0.3		12.6	14.9	-2.3	10.2	8.7	1.5	8.6	9.7	-1.1	7.6	6.2	1.4	8.7	8.0	0.7	9.9	11.9	-2.0	6.9	7.8	-0.9
MediaWorks Combo	52.0	52.9	-0.9		68.2	68.6	-0.4	75.9	74.6	1.3	70.0	63.4	6.6	63.0	60.5	2.5	51.6	54.3	-2.7	40.2	43.6	-3.4	48.4	49.3	-0.9
NZME Combo	39.2	39.7	-0.5		29.3	22.1	7.2	15.6	22.6	-7.0	21.2	30.9	-9.7	28.9	35.0	-6.1	39.6	38.9	0.7	48.4	45.3	3.1	39.6	41.4	-1.8
Potential (000)	113.2	113.2	0.0		15.1	15.0	0.1	23.4	23.5	-0.1	26.6	26.6	0.0	43.0	43.0	0.0	34.9	34.9	0.0	34.0	34.0	0.0	15.1	16.7	-1.6
Sample	841	808	33		76	67	9	129	144	-15	198	201	-3	380	362	18	306	279	27	254	249	5	132	137	-5

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 3 2019

Station Share (%) by Daypart, People 10+

Survey Comparisons: 2/2019 - 3/2019

This Survey Period: Sun Sep 2 to Sat Nov 10 2018 & Sun Feb 3 to Sat Jun 8 & Sun Jun 16 to Sat Aug 24 2019

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

	This	Last	+/-
Potential (000)	113.2	113.2	0.0
Sample Size	841	808	33

	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	9.6	11.3	-1.7	4	13.0	13.7	-0.7		11.0	12.0	-1.0		12.4	15.4	-3.0		9.1	12.8	-3.7		7.0	10.6	-3.6		13.4	14.5	-1.1	
Edge	6.1	9.8	-3.7	7	4.9	9.7	-4.8		8.3	11.4	-3.1		8.9	8.1	0.8		8.5	5.0	3.5		9.0	2.3	6.7		7.1	8.5	-1.4	
Life FM	1.3	0.3	1.0	12	0.5	*	*		0.9	0.2	0.7		0.4	*	*		0.6	0.6	0.0		*	*	*		0.9	*	*	
Magic Talk	5.3	4.8	0.5	8	4.3	3.3	1.0		3.2	3.2	0.0		4.5	4.9	-0.4		4.5	3.7	0.8		2.4	2.7	-0.3		4.9	4.2	0.7	
Mai FM	7.3	3.7	3.6	5	2.6	1.9	0.7		3.0	2.5	0.5		6.3	3.0	3.3		5.0	4.6	0.4		3.0	5.8	-2.8		5.3	2.9	2.4	
Mix	6.7	6.4	0.3	6	8.1	7.5	0.6		9.0	7.8	1.2		5.8	5.4	0.4		4.6	6.3	-1.7		3.0	3.7	-0.7		6.8	7.3	-0.5	
More FM	21.7	22.8	-1.1	1	21.6	18.7	2.9		19.1	17.0	2.1		16.7	17.2	-0.5		13.3	10.3	3.0		11.1	14.7	-3.6		20.0	21.1	-1.1	
Newstalk ZB	15.0	11.7	3.3	2	6.4	5.1	1.3		6.0	3.3	2.7		9.4	5.0	4.4		17.9	16.0	1.9		32.3	27.4	4.9		10.3	6.6	3.7	
Ngati Hine FM	2.2	1.6	0.6	10	1.1	1.4	-0.3		0.9	2.1	-1.2		1.7	2.0	-0.3		0.3	0.6	-0.3		2.3	8.1	-5.8		1.5	2.9	-1.4	
Radio Hauraki	2.1	2.3	-0.2	11	3.0	3.5	-0.5		3.7	4.1	-0.4		2.5	3.3	-0.8		1.6	1.6	0.0		1.9	1.8	0.1		2.5	2.7	-0.2	
Radio Sport	0.4	0.9	-0.5	16	0.4	3.0	-2.6		0.2	1.8	-1.6		0.2	0.6	-0.4		0.3	0.1	0.2		0.7	0.7	0.0		0.8	1.2	-0.4	
Radio Waatea	*	*	*	*	*	*	*		*	*	*		*	*	*		*	*	*		*	*	*		*	*	*	
Rhema	1.3	1.5	-0.2	12	2.1	1.1	1.0		1.4	0.7	0.7		1.4	0.8	0.6		1.7	0.3	1.4		*	*	*		2.3	1.3	1.0	
Rock	10.7	12.4	-1.7	3	13.0	11.2	1.8		13.0	11.6	1.4		9.7	11.9	-2.2		6.0	12.2	-6.2		2.5	2.6	-0.1		8.9	10.1	-1.2	
Sunshine FM	*	*	*	*	*	*	*		*	*	*		0.4	0.2	0.2		0.5	0.4	0.1		0.6	0.9	-0.3		0.3	0.1	0.2	
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	*	*	*	*	*	*	*		*	*	*		*	*	*		*	*	*		*	*	*		*	*	*	
The Hits	3.2	2.0	1.2	9	5.8	6.2	-0.4		6.2	6.0	0.2		4.6	6.9	-2.3		2.0	2.5	-0.5		0.7	0.9	-0.2		2.8	2.9	-0.1	
The Sound	1.3	1.5	-0.2	12	4.1	4.4	-0.3		5.8	6.7	-0.9		4.1	4.5	-0.4		1.8	2.2	-0.4		0.2	0.2	0.0		1.5	2.1	-0.6	
ZM	0.9	1.3	-0.4	15	1.6	1.7	-0.1		1.2	1.4	-0.2		1.1	1.6	-0.5		2.6	1.6	1.0		2.9	0.6	2.3		0.6	0.8	-0.2	
Others	4.7	5.7	-1.0		7.4	7.6	-0.2		7.0	8.2	-1.2		10.0	9.2	0.8		19.9	19.0	0.9		20.5	16.9	3.6		9.5	10.7	-1.2	
MediaWorks Combo	54.4	56.7	-2.3		53.3	51.9	1.4		55.7	56.2	-0.5		53.7	53.9	-0.2		40.9	41.0	-0.1		31.3	29.9	1.4		50.4	52.5	-2.1	
NZME Combo	38.4	36.9	1.5		38.3	41.5	-3.2		37.9	38.0	-0.1		38.0	40.6	-2.6		42.9	47.5	-4.6		55.3	54.2	1.1		38.8	38.0	0.8	

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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 3 2019

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

Survey Comparisons: 2/2019 - 3/2019

This Survey Period: Sun Sep 2 to Sat Nov 10 2018 & Sun Feb 3 to Sat Jun 8 & Sun Jun 16 to Sat Aug 24 2019

Last Survey Period: Sun Jun 24 to Sat Nov 10 2018 & Sun Feb 3 to Sat Jun 8 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	11.4	14.7	-3.3	4	0.6	0.5	0.1	0.2	0.7	-0.5	1.3	1.9	-0.6	2.3	2.7	-0.4	3.7	4.5	-0.8	6.9	8.9	-2.0	1.6	1.9	-0.3
Edge	16.2	17.8	-1.6	2	5.1	5.7	-0.6	5.5	6.5	-1.0	5.6	6.1	-0.5	7.8	8.3	-0.5	3.1	3.1	0.0	1.0	0.9	0.1	3.8	4.5	-0.7
Life FM	1.4	0.6	0.8	16	0.2	*	*	0.7	0.2	0.5	0.7	0.2	0.5	0.7	0.3	0.4	*	0.4	*	0.3	0.3	0.0	0.2	0.2	0.0
Magic Talk	6.6	7.5	-0.9	9	0.3	*	*	1.2	1.1	0.1	1.7	2.3	-0.6	2.2	3.1	-0.9	2.2	2.8	-0.6	2.8	2.9	-0.1	0.3	0.6	-0.3
Mai FM	7.9	7.5	0.4	8	0.8	2.4	-1.6	4.2	3.0	1.2	4.8	4.0	0.8	5.0	4.3	0.7	1.2	0.7	0.5	0.9	0.4	0.5	1.3	0.9	0.4
Mix	9.9	11.2	-1.3	5	1.1	1.6	-0.5	1.4	2.0	-0.6	2.4	3.4	-1.0	4.4	5.7	-1.3	4.7	4.4	0.3	3.4	2.8	0.6	1.4	2.0	-0.6
More FM	23.7	25.5	-1.8	1	3.6	3.4	0.2	3.5	4.7	-1.2	4.5	6.1	-1.6	9.8	11.4	-1.6	10.7	10.2	0.5	8.1	8.1	0.0	2.9	4.3	-1.4
Newstalk ZB	9.4	8.8	0.6	6	*	*	*	0.2	0.2	0.0	0.8	0.6	0.2	2.3	2.3	0.0	3.1	2.8	0.3	3.8	3.4	0.4	0.6	0.4	0.2
Ngati Hine FM	5.7	5.6	0.1	10	0.8	0.8	0.0	1.0	0.4	0.6	1.9	1.8	0.1	2.4	2.3	0.1	1.8	2.1	-0.3	1.9	2.3	-0.4	1.7	1.8	-0.1
Radio Hauraki	4.9	5.0	-0.1	11	1.0	0.7	0.3	0.8	1.0	-0.2	1.6	2.0	-0.4	3.1	3.3	-0.2	1.9	1.9	0.0	0.6	0.8	-0.2	1.0	1.0	0.0
Radio Sport	1.5	4.0	-2.5	15	*	*	*	0.1	0.1	0.0	0.1	0.6	-0.5	0.5	1.0	-0.5	0.7	1.5	-0.8	0.5	1.7	-1.2	0.1	0.1	0.0
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	3.3	2.5	0.8	13	*	*	*	0.6	0.4	0.2	1.2	1.0	0.2	1.6	1.5	0.1	1.1	0.9	0.2	1.3	0.7	0.6	1.0	0.9	0.1
Rock	13.3	14.9	-1.6	3	2.3	2.3	0.0	3.7	4.3	-0.6	4.7	4.8	-0.1	7.1	7.6	-0.5	4.8	5.6	-0.8	2.7	3.8	-1.1	2.1	2.4	-0.3
Sunshine FM	1.0	0.5	0.5	17	0.3	0.2	0.1	0.4	0.1	0.3	0.7	0.3	0.4	0.7	0.3	0.4	*	*	*	*	*	*	0.3	0.1	0.2
Tai FM	0.3	0.2	0.1	19	*	*	*	0.3	0.2	0.1	0.3	0.2	0.1	0.3	0.2	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	0.7	0.2	0.5	18	*	*	*	0.7	0.2	0.5	0.1	0.2	-0.1	0.1	0.2	-0.1	*	*	*	*	*	*	0.1	0.2	-0.1
The Hits	8.9	8.0	0.9	7	2.1	1.8	0.3	1.8	1.3	0.5	2.2	2.4	-0.2	3.6	3.9	-0.3	2.5	2.5	0.0	2.0	1.6	0.4	1.9	2.0	-0.1
The Sound	4.0	4.7	-0.7	12	0.2	0.3	-0.1	0.4	0.7	-0.3	0.7	1.0	-0.3	2.1	2.4	-0.3	2.5	2.7	-0.2	1.6	1.9	-0.3	0.7	1.0	-0.3
ZM	2.3	3.1	-0.8	14	0.6	0.4	0.2	0.8	1.5	-0.7	0.8	1.7	-0.9	1.0	1.9	-0.9	0.4	0.5	-0.1	0.2	0.2	0.0	0.6	1.0	-0.4
Others	10.5	12.7	-2.2		1.5	2.3	-0.8	2.7	3.8	-1.1	2.9	4.3	-1.4	4.0	4.6	-0.6	2.8	2.3	0.5	3.2	3.4	-0.2	1.2	1.8	-0.6
MediaWorks Combo	54.5	58.7	-4.2		8.7	9.6	-0.9	12.6	14.7	-2.1	16.2	18.0	-1.8	25.9	27.8	-1.9	19.3	19.5	-0.2	13.8	14.2	-0.4	8.9	10.7	-1.8
NZME Combo	39.7	46.9	-7.2		4.5	4.6	-0.1	5.7	7.8	-2.1	8.1	11.2	-3.1	14.5	18.0	-3.5	13.6	14.5	-0.9	13.3	14.8	-1.5	5.9	7.3	-1.4
All Commercial Radio	78.0	84.4	-6.4		10.2	10.2	0.0	14.6	17.5	-2.9	19.9	22.2	-2.3	32.5	34.9	-2.4	26.0	27.1	-1.1	23.7	25.2	-1.5	12.3	14.2	-1.9
Potential (000)	113.2	113.2	0.0		15.1	15.0	0.1	23.4	23.5	-0.1	26.6	26.6	0.0	43.0	43.0	0.0	34.9	34.9	0.0	34.0	34.0	0.0	15.1	16.7	-1.6
Sample	841	808	33		76	67	9	129	144	-15	198	201	-3	380	362	18	306	279	27	254	249	5	132	137	-5

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 3 2019

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

Survey Comparisons: 2/2019 - 3/2019

This Survey Period: Sun Sep 2 to Sat Nov 10 2018 & Sun Feb 3 to Sat Jun 8 & Sun Jun 16 to Sat Aug 24 2019

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

	This	Last	+/-
Potential (000)	113.2	113.2	0.0
Sample Size	841	808	33

	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	7.8	-1.9	5	6.5	8.7	-2.2		6.6	8.3	-1.7		5.8	7.0	-1.2		3.0	3.2	-0.2		1.1	2.1	-1.0		8.5	10.6	-2.1	
Edge	8.8	11.0	-2.2	2	5.3	6.8	-1.5		8.6	9.4	-0.8		6.8	7.5	-0.7		3.4	2.6	0.8		1.7	1.0	0.7		10.2	12.5	-2.3	
Life FM	1.1	0.5	0.6	14	0.7	0.1	0.6		0.9	0.1	0.8		0.7	0.1	0.6		0.8	0.3	0.5		*	*	*		1.1	0.1	1.0	
Magic Talk	3.9	3.9	0.0	9	3.4	3.5	-0.1		2.5	2.5	0.0		3.0	3.6	-0.6		1.5	1.1	0.4		0.6	0.7	-0.1		5.2	4.8	0.4	
Mai FM	4.6	3.7	0.9	7	3.0	2.2	0.8		3.6	3.7	-0.1		3.4	2.8	0.6		2.5	2.3	0.2		0.7	1.1	-0.4		5.1	4.6	0.5	
Mix	5.3	6.1	-0.8	6	5.4	5.8	-0.4		6.3	6.5	-0.2		4.6	5.5	-0.9		2.0	2.2	-0.2		1.2	1.2	0.0		5.6	6.8	-1.2	
More FM	16.5	17.6	-1.1	1	13.6	13.7	-0.1		13.6	15.0	-1.4		11.9	12.8	-0.9		5.4	4.1	1.3		3.4	4.1	-0.7		13.9	15.1	-1.2	
Newstalk ZB	6.6	6.4	0.2	4	5.1	5.1	0.0		4.3	3.4	0.9		4.2	2.5	1.7		4.0	3.1	0.9		2.7	2.1	0.6		7.2	6.1	1.1	
Ngati Hine FM	3.4	2.9	0.5	10	1.9	2.1	-0.2		1.9	2.7	-0.8		1.5	2.0	-0.5		0.2	0.4	-0.2		0.9	1.0	-0.1		2.8	3.2	-0.4	
Radio Hauraki	1.9	1.8	0.1	11	3.1	2.6	0.5		3.1	2.9	0.2		2.4	3.2	-0.8		0.9	0.8	0.1		0.5	0.6	-0.1		2.5	2.9	-0.4	
Radio Sport	0.3	1.8	-1.5	16	0.2	2.1	-1.9		0.5	3.0	-2.5		0.4	0.8	-0.4		0.2	0.2	0.0		0.1	0.1	0.0		1.1	2.8	-1.7	
Radio Waatea	*	*	*	*	*	*	*		*	*	*		*	*	*		*	*	*		*	*	*		*	*	*	
Rhema	1.3	1.1	0.2	13	1.6	1.4	0.2		1.7	1.4	0.3		0.9	0.7	0.2		0.7	0.2	0.5		*	*	*		1.9	1.3	0.6	
Rock	8.3	9.2	-0.9	3	8.4	7.9	0.5		8.4	8.8	-0.4		6.5	7.7	-1.2		1.9	3.2	-1.3		1.1	1.1	0.0		6.7	8.8	-2.1	
Sunshine FM	*	*	*	*	0.2	*	*		*	*	*		0.7	0.2	0.5		0.3	0.2	0.1		0.1	0.3	-0.2		0.5	0.2	0.3	
Tai FM	*	*	*	*	0.3	0.2	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	*	*	*	*	0.1	0.2	-0.1		*	*	*		*	*	*		*	*	*		*	*	*		*	*	*	
The Hits	4.5	4.4	0.1	8	3.6	4.1	-0.5		4.4	4.5	-0.1		3.1	3.9	-0.8		0.9	1.0	-0.1		0.6	0.6	0.0		4.7	3.8	0.9	
The Sound	1.8	2.1	-0.3	12	2.5	2.8	-0.3		2.8	3.0	-0.2		1.9	2.3	-0.4		0.4	0.5	-0.1		0.1	0.1	0.0		1.7	2.4	-0.7	
ZM	1.0	1.5	-0.5	15	1.2	1.5	-0.3		1.4	1.8	-0.4		1.0	1.5	-0.5		0.4	0.5	-0.1		0.4	0.2	0.2		0.8	1.2	-0.4	
Others	4.8	5.8	-1.0		5.0	5.4	-0.4		6.1	7.5	-1.4		5.0	6.5	-1.5		2.6	3.1	-0.5		1.7	1.7	0.0		6.0	7.4	-1.4	
MediaWorks Combo	38.5	41.2	-2.7		31.6	31.8	-0.2		35.2	39.0	-3.8		30.9	33.2	-2.3		14.6	13.7	0.9		7.6	8.3	-0.7		38.6	44.1	-5.5	
NZME Combo	23.6	28.5	-4.9		21.9	27.0	-5.1		24.4	28.9	-4.5		21.2	23.9	-2.7		11.2	10.8	0.4		6.6	6.8	-0.2		26.7	31.8	-5.1	
All Commercial Radio	59.6	63.3	-3.7		50.3	54.2	-3.9		53.6	60.2	-6.6		50.4	52.4	-2.0		25.9	25.2	0.7		13.4	15.1	-1.7		62.2	69.3	-7.1	

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 3 2019

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

Survey Comparisons: 2/2019 - 3/2019

This Survey Period: Sun Sep 2 to Sat Nov 10 2018 & Sun Feb 3 to Sat Jun 8 & Sun Jun 16 to Sat Aug 24 2019

Last Survey Period: Sun Jun 24 to Sat Nov 10 2018 & Sun Feb 3 to Sat Jun 8 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	13:42	13:27	0:14	4:18	4:08	0:09	1:50	7:06	-5:16	5:19	10:15	-4:56	7:06	10:51	-3:45	14:58	14:18	0:39	15:51	14:50	1:00	6:14	8:24	-2:09
Edge	5:56	7:46	-1:49	5:51	9:28	-3:36	7:31	8:44	-1:12	5:30	6:19	-0:49	5:38	6:23	-0:45	5:01	5:09	-0:07	2:07	1:48	0:18	4:21	4:21	-0:00
Life FM	7:46	3:06	4:40	1:31	*	*	8:35	2:23	6:11	8:29	3:41	4:47	8:08	3:13	4:55	0:15	2:42	-2:27	11:41	3:00	8:41	8:18	3:41	4:36
Magic Talk	8:57	7:56	1:01	0:30	*	*	7:44	6:47	0:56	5:53	4:18	1:34	8:20	6:02	2:17	9:06	7:48	1:18	8:25	8:42	-0:17	5:29	4:05	1:23
Mai FM	8:08	6:00	2:08	9:28	6:30	2:58	8:15	5:05	3:09	9:06	5:30	3:35	9:08	5:48	3:19	6:43	9:10	-2:27	5:56	8:52	-2:55	10:10	10:27	-0:16
Mix	9:41	9:17	0:23	3:29	3:02	0:26	7:12	4:20	2:52	8:46	6:53	1:53	11:10	10:08	1:01	10:54	12:44	-1:49	9:42	11:19	-1:37	13:25	11:14	2:11
More FM	11:03	11:12	-0:09	3:34	3:37	-0:03	9:15	7:57	1:18	11:21	11:27	-0:06	13:12	12:37	0:35	11:34	11:38	-0:04	10:47	12:35	-1:48	10:17	10:36	-0:18
Newstalk ZB	15:20	12:46	2:33	*	*	*	1:19	1:00	0:19	2:40	2:03	0:36	9:04	9:37	-0:32	16:37	11:55	4:41	15:56	12:53	3:02	13:53	11:19	2:33
Ngati Hine FM	3:23	5:55	-2:32	0:15	16:00	-15:45	2:52	2:54	-0:02	3:12	3:19	-0:07	3:47	3:49	-0:01	4:29	5:01	-0:32	4:15	4:53	-0:38	4:04	5:00	-0:56
Radio Hauraki	7:24	9:07	-1:43	2:48	4:20	-1:32	2:24	7:43	-5:18	6:41	7:45	-1:03	9:03	9:39	-0:35	9:25	10:10	-0:45	8:32	11:01	-2:29	10:52	11:54	-1:01
Radio Sport	4:03	5:33	-1:30	*	*	*	2:45	3:00	-0:15	4:10	5:25	-1:15	4:05	5:02	-0:56	3:25	7:24	-3:58	2:09	6:55	-4:45	5:00	3:00	2:00
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	7:02	6:09	0:52	*	*	*	2:28	6:35	-4:07	3:16	4:43	-1:26	2:58	3:48	-0:49	13:12	7:38	5:33	11:50	10:12	1:37	1:51	1:43	0:08
Rock	10:45	11:13	-0:28	10:56	9:07	1:48	10:20	10:34	-0:14	9:23	7:55	1:27	9:30	9:54	-0:24	10:53	13:49	-2:55	10:57	13:24	-2:26	7:32	6:11	1:20
Sunshine FM	2:05	2:44	-0:39	4:00	4:00	0:00	1:00	1:00	0:00	1:12	1:37	-0:24	1:12	1:37	-0:24	*	*	*	*	*	*	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	2:29	0:45	1:44	*	*	*	2:29	0:45	1:44	0:45	0:45	0:00	0:45	0:45	0:00	*	*	*	*	*	*	0:45	0:45	0:00
The Hits	6:21	8:08	-1:47	2:15	1:54	0:21	7:02	9:40	-2:37	4:52	8:44	-3:52	8:39	10:57	-2:18	10:59	12:03	-1:03	5:03	6:11	-1:08	10:58	10:59	-0:00
The Sound	10:22	11:28	-1:06	4:00	4:00	0:00	12:05	13:42	-1:36	13:24	13:23	0:00	12:36	12:10	0:26	11:49	13:24	-1:34	9:04	12:31	-3:27	10:58	8:13	2:45
ZM	7:05	6:19	0:45	13:29	4:58	8:30	6:05	8:14	-2:09	4:56	7:14	-2:18	4:55	6:56	-2:01	3:46	3:57	-0:11	2:00	2:00	0:00	4:13	7:29	-3:15
Others	11:10	10:41	0:28	9:58	10:12	-0:13	8:38	5:42	2:55	8:19	7:25	0:53	10:23	8:01	2:21	16:06	19:37	-3:31	14:07	18:44	-4:36	10:07	9:28	0:38
MediaWorks Combo	12:53	13:33	-0:40	9:00	11:13	-2:13	13:39	12:29	1:10	12:23	11:40	0:43	13:16	13:06	0:09	14:01	15:28	-1:26	13:16	16:09	-2:52	9:46	9:49	-0:02
NZME Combo	13:22	12:44	0:38	7:27	7:34	-0:07	6:15	7:05	-0:50	7:30	9:07	-1:36	10:52	11:41	-0:48	15:18	14:57	0:21	16:32	16:05	0:27	12:08	12:08	0:00
All Commercial Radio	17:21	17:50	-0:29	11:20	15:26	-4:05	15:32	14:01	1:31	14:24	14:57	-0:32	16:48	17:14	-0:25	20:10	20:30	-0:19	19:15	20:57	-1:41	14:39	15:02	-0:23
Potential (000)	113.2	113.2	0.0	15.1	15.0	0.1	23.4	23.5	-0.1	26.6	26.6	0.0	43.0	43.0	0.0	34.9	34.9	0.0	34.0	34.0	0.0	15.1	16.7	-1.6
Sample	841	808	33	76	67	9	129	144	-15	198	201	-3	380	362	18	306	279	27	254	249	5	132	137	-5

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 3 2019

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

Survey Comparisons: 2/2019 - 3/2019

This Survey Period: Sun Sep 2 to Sat Nov 10 2018 & Sun Feb 3 to Sat Jun 8 & Sun Jun 16 to Sat Aug 24 2019

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

	This	Last	+/-
Potential (000)	113.2	113.2	0.0
Sample Size	841	808	33

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

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