



NORTHLAND COMMERCIAL RADIO - SURVEY 4 2019

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

Survey Comparisons: 3/2019 - 4/2019

This Survey Period: Sun Feb 3 to Sat Jun 8 & Sun Jun 16 to Sat Nov 2 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 | 12.2 | 11.6 | 0.6 | 2 | 3.0 | 2.3 | 0.7 | 1.4 | 0.2 | 1.2 | 3.6 | 2.4 | 1.2 | 3.7 | 3.0 | 0.7 | 9.9 | 10.6 | -0.7 | 25.0 | 24.0 | 1.0 | 7.2 | 5.6 | 1.6 | |
| Edge | 6.5 | 7.1 | -0.6 | 5 | 23.6 | 26.0 | -2.4 | 18.6 | 18.1 | 0.5 | 9.8 | 10.7 | -0.9 | 7.7 | 8.1 | -0.4 | 3.3 | 2.9 | 0.4 | 0.6 | 0.5 | 0.1 | 8.1 | 9.2 | -1.1 | |
| Life FM | 0.8 | 0.8 | 0.0 | 15 | 0.5 | 0.3 | 0.2 | 2.5 | 2.7 | -0.2 | 1.9 | 2.0 | -0.1 | 1.0 | 1.1 | -0.1 | * | * | * | 0.9 | 0.8 | 0.1 | 0.4 | 1.0 | -0.6 | |
| Magic Talk | 5.9 | 4.4 | 1.5 | 6 | 4.4 | 0.1 | 4.3 | 3.5 | 4.2 | -0.7 | 3.1 | 3.5 | -0.4 | 3.4 | 3.3 | 0.1 | 4.6 | 3.7 | 0.9 | 6.2 | 5.1 | 1.1 | 1.4 | 0.9 | 0.5 | |
| Mai FM | 4.7 | 4.7 | 0.0 | 9 | 9.9 | 6.4 | 3.5 | 13.9 | 15.4 | -1.5 | 12.7 | 15.1 | -2.4 | 7.8 | 8.4 | -0.6 | 1.7 | 1.5 | 0.2 | 0.6 | 1.2 | -0.6 | 7.0 | 7.3 | -0.3 | |
| Mix | 5.4 | 7.1 | -1.7 | 7 | 2.8 | 3.4 | -0.6 | 5.6 | 4.4 | 1.2 | 9.5 | 7.4 | 2.1 | 7.6 | 9.0 | -1.4 | 6.3 | 9.8 | -3.5 | 5.9 | 7.3 | -1.4 | 4.9 | 10.2 | -5.3 | |
| More FM | 19.5 | 19.4 | 0.1 | 1 | 14.4 | 11.0 | 3.4 | 12.3 | 14.3 | -2.0 | 17.4 | 17.8 | -0.4 | 24.2 | 23.7 | 0.5 | 24.9 | 23.6 | 1.3 | 18.3 | 19.0 | -0.7 | 18.8 | 16.8 | 2.0 | |
| Newstalk ZB | 11.3 | 10.7 | 0.6 | 3 | 0.4 | * | * | 0.2 | 0.1 | 0.1 | 0.8 | 0.7 | 0.1 | 4.0 | 3.8 | 0.2 | 10.2 | 9.7 | 0.5 | 14.0 | 13.4 | 0.6 | 4.8 | 4.4 | 0.4 | |
| Ngati Hine FM | 1.5 | 1.4 | 0.1 | 12 | 0.2 | 0.2 | 0.0 | 2.8 | 1.3 | 1.5 | 2.7 | 2.1 | 0.6 | 2.1 | 1.6 | 0.5 | 1.4 | 1.5 | -0.1 | 1.3 | 1.8 | -0.5 | 4.4 | 3.9 | 0.5 | |
| Radio Hauraki | 2.9 | 2.7 | 0.2 | 11 | 2.7 | 2.5 | 0.2 | 1.2 | 0.9 | 0.3 | 4.7 | 3.8 | 0.9 | 5.2 | 5.1 | 0.1 | 3.1 | 3.3 | -0.2 | 1.8 | 1.1 | 0.7 | 8.2 | 6.1 | 2.1 | |
| Radio Sport | 0.5 | 0.4 | 0.1 | 17 | * | * | * | 0.1 | 0.1 | 0.0 | 0.2 | 0.2 | 0.0 | 0.3 | 0.4 | -0.1 | 0.4 | 0.4 | 0.0 | 0.4 | 0.2 | 0.2 | 0.3 | 0.2 | 0.1 | |
| Radio Waatea | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * |
| Rhema | 1.5 | 1.7 | -0.2 | 12 | 1.0 | * | * | 0.7 | 0.6 | 0.1 | 1.6 | 1.4 | 0.2 | 0.9 | 0.9 | 0.0 | 2.7 | 2.8 | -0.1 | 3.3 | 3.4 | -0.1 | 1.5 | 1.0 | 0.5 | |
| Rock | 8.3 | 10.5 | -2.2 | 4 | 11.0 | 22.1 | -11.1 | 12.4 | 16.7 | -4.3 | 15.5 | 15.3 | 0.2 | 11.8 | 12.3 | -0.5 | 8.6 | 10.0 | -1.4 | 5.4 | 6.6 | -1.2 | 7.4 | 8.7 | -1.3 | |
| Sunshine FM | 0.2 | 0.2 | 0.0 | 18 | 1.3 | 1.1 | 0.2 | 0.5 | 0.2 | 0.3 | 0.2 | 0.3 | -0.1 | 0.1 | 0.2 | -0.1 | * | * | * | * | * | * | 0.2 | 0.2 | 0.0 | |
| Tai FM | * | * | * | * | * | * | * | * | 0.1 | * | * | 0.1 | * | * | 0.1 | * | * | * | * | * | * | * | * | * | * | * |
| Tautoko FM | 0.6 | * | * | 16 | * | * | * | 0.6 | * | * | 0.5 | * | * | 0.8 | * | * | 0.6 | 0.1 | 0.5 | 0.9 | 0.1 | 0.8 | 0.7 | * | * | |
| Te Hiku o Te Ika | 0.1 | 0.1 | 0.0 | 19 | * | * | * | 0.8 | 0.7 | 0.1 | 0.1 | * | * | * | * | * | * | * | * | * | * | * | 0.1 | 0.1 | 0.0 | |
| The Hits | 4.8 | 4.2 | 0.6 | 8 | 11.4 | 4.0 | 7.4 | 4.9 | 5.7 | -0.8 | 2.7 | 3.7 | -1.0 | 5.0 | 5.7 | -0.7 | 5.4 | 5.2 | 0.2 | 2.2 | 2.2 | 0.0 | 9.1 | 11.7 | -2.6 | |
| The Sound | 4.1 | 3.1 | 1.0 | 10 | 0.7 | 0.7 | 0.0 | 2.4 | 2.0 | 0.4 | 3.9 | 3.4 | 0.5 | 6.0 | 4.7 | 1.3 | 8.5 | 5.6 | 2.9 | 5.1 | 3.2 | 1.9 | 6.9 | 4.5 | 2.4 | |
| ZM | 0.9 | 1.2 | -0.3 | 14 | 6.5 | 7.3 | -0.8 | 2.0 | 2.1 | -0.1 | 1.5 | 1.3 | 0.2 | 0.8 | 0.9 | -0.1 | 0.1 | 0.3 | -0.2 | 0.1 | 0.1 | 0.0 | 1.6 | 1.3 | 0.3 | |
| Others | 8.1 | 8.7 | -0.6 | | 6.1 | 12.6 | -6.5 | 13.8 | 10.2 | 3.6 | 7.9 | 8.6 | -0.7 | 7.5 | 7.6 | -0.1 | 8.4 | 8.7 | -0.3 | 8.2 | 9.9 | -1.7 | 7.0 | 6.9 | 0.1 | |
| MediaWorks Combo | 51.6 | 52.0 | -0.4 | | 67.1 | 68.2 | -1.1 | 68.1 | 75.9 | -7.8 | 66.0 | 70.0 | -4.0 | 63.1 | 63.0 | 0.1 | 55.2 | 51.6 | 3.6 | 40.0 | 40.2 | -0.2 | 50.1 | 48.4 | 1.7 | |
| NZME Combo | 38.5 | 39.2 | -0.7 | | 28.4 | 29.3 | -0.9 | 16.7 | 15.6 | 1.1 | 24.3 | 21.2 | 3.1 | 27.4 | 28.9 | -1.5 | 35.3 | 39.6 | -4.3 | 49.3 | 48.4 | 0.9 | 36.1 | 39.6 | -3.5 | |
| Potential (000) | 113.2 | 113.2 | 0.0 | | 15.6 | 15.1 | 0.5 | 22.9 | 23.4 | -0.5 | 26.6 | 26.6 | 0.0 | 43.0 | 43.0 | 0.0 | 34.9 | 34.9 | 0.0 | 34.0 | 34.0 | 0.0 | 15.8 | 15.1 | 0.7 | |
| Sample | 802 | 841 | -39 | | 77 | 76 | 1 | 127 | 129 | -2 | 194 | 198 | -4 | 352 | 380 | -28 | 283 | 306 | -23 | 249 | 254 | -5 | 128 | 132 | -4 | |

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 4 2019

Station Share (%) by Daypart, People 10+
Survey Comparisons: 3/2019 - 4/2019

This Survey Period: Sun Feb 3 to Sat Jun 8 & Sun Jun 16 to Sat Nov 2 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 | 802 | 841 | -39 |

| | 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 | 9.4 | 9.6 | -0.2 | 3 | 13.5 | 13.0 | 0.5 | 12.1 | 11.0 | 1.1 | 12.3 | 12.4 | -0.1 | 7.9 | 9.1 | -1.2 | 4.5 | 7.0 | -2.5 | 15.3 | 13.4 | 1.9 |
| Edge | 5.2 | 6.1 | -0.9 | 7 | 5.3 | 4.9 | 0.4 | 7.5 | 8.3 | -0.8 | 8.8 | 8.9 | -0.1 | 9.6 | 8.5 | 1.1 | 8.3 | 9.0 | -0.7 | 5.7 | 7.1 | -1.4 |
| Life FM | 1.4 | 1.3 | 0.1 | 13 | 0.5 | 0.5 | 0.0 | 0.7 | 0.9 | -0.2 | 0.4 | 0.4 | 0.0 | 0.5 | 0.6 | -0.1 | * | * | * | 0.9 | 0.9 | 0.0 |
| Magic Talk | 5.5 | 5.3 | 0.2 | 6 | 6.9 | 4.3 | 2.6 | 5.3 | 3.2 | 2.1 | 5.8 | 4.5 | 1.3 | 6.1 | 4.5 | 1.6 | 4.6 | 2.4 | 2.2 | 6.2 | 4.9 | 1.3 |
| Mai FM | 7.8 | 7.3 | 0.5 | 4 | 2.9 | 2.6 | 0.3 | 2.9 | 3.0 | -0.1 | 7.0 | 6.3 | 0.7 | 3.4 | 5.0 | -1.6 | 1.7 | 3.0 | -1.3 | 4.9 | 5.3 | -0.4 |
| Mix | 4.8 | 6.7 | -1.9 | 8 | 5.7 | 8.1 | -2.4 | 6.6 | 9.0 | -2.4 | 5.1 | 5.8 | -0.7 | 3.7 | 4.6 | -0.9 | 3.7 | 3.0 | 0.7 | 5.6 | 6.8 | -1.2 |
| More FM | 23.3 | 21.7 | 1.6 | 1 | 21.4 | 21.6 | -0.2 | 21.6 | 19.1 | 2.5 | 15.8 | 16.7 | -0.9 | 10.8 | 13.3 | -2.5 | 12.0 | 11.1 | 0.9 | 18.2 | 20.0 | -1.8 |
| Newstalk ZB | 16.8 | 15.0 | 1.8 | 2 | 6.1 | 6.4 | -0.3 | 6.6 | 6.0 | 0.6 | 10.2 | 9.4 | 0.8 | 17.1 | 17.9 | -0.8 | 37.7 | 32.3 | 5.4 | 10.4 | 10.3 | 0.1 |
| Ngati Hine FM | 1.9 | 2.2 | -0.3 | 11 | 1.1 | 1.1 | 0.0 | 0.9 | 0.9 | 0.0 | 2.0 | 1.7 | 0.3 | 1.3 | 0.3 | 1.0 | 2.6 | 2.3 | 0.3 | 1.5 | 1.5 | 0.0 |
| Radio Hauraki | 1.5 | 2.1 | -0.6 | 12 | 3.8 | 3.0 | 0.8 | 4.2 | 3.7 | 0.5 | 2.8 | 2.5 | 0.3 | 2.3 | 1.6 | 0.7 | 0.4 | 1.9 | -1.5 | 2.9 | 2.5 | 0.4 |
| Radio Sport | 0.5 | 0.4 | 0.1 | 16 | 0.6 | 0.4 | 0.2 | 0.2 | 0.2 | 0.0 | 0.2 | 0.2 | 0.0 | 0.3 | 0.3 | 0.0 | 0.8 | 0.7 | 0.1 | 0.8 | 0.8 | 0.0 |
| Radio Waatea | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * |
| Rhema | 0.6 | 1.3 | -0.7 | 14 | 2.1 | 2.1 | 0.0 | 1.4 | 1.4 | 0.0 | 1.6 | 1.4 | 0.2 | 1.9 | 1.7 | 0.2 | * | * | * | 1.9 | 2.3 | -0.4 |
| Rock | 7.1 | 10.7 | -3.6 | 5 | 9.7 | 13.0 | -3.3 | 9.4 | 13.0 | -3.6 | 8.4 | 9.7 | -1.3 | 6.5 | 6.0 | 0.5 | 3.8 | 2.5 | 1.3 | 8.2 | 8.9 | -0.7 |
| Sunshine FM | * | * | * | * | 0.2 | * | * | * | * | * | 0.5 | 0.4 | 0.1 | 0.5 | 0.5 | 0.0 | 1.2 | 0.6 | 0.6 | 0.2 | 0.3 | -0.1 |
| Tai FM | * | * | * | * | * | 0.1 | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * |
| Tautoko FM | 0.4 | 0.1 | 0.3 | 17 | 0.3 | * | * | 0.4 | * | * | 0.3 | 0.1 | 0.2 | 3.4 | * | * | * | * | * | 0.9 | * | * |
| Te Hiku o Te Ika | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | 0.5 | 0.5 | 0.0 |
| The Hits | 4.7 | 3.2 | 1.5 | 9 | 5.6 | 5.8 | -0.2 | 6.4 | 6.2 | 0.2 | 4.7 | 4.6 | 0.1 | 3.1 | 2.0 | 1.1 | 0.7 | 0.7 | 0.0 | 3.9 | 2.8 | 1.1 |
| The Sound | 2.4 | 1.3 | 1.1 | 10 | 5.1 | 4.1 | 1.0 | 6.5 | 5.8 | 0.7 | 3.8 | 4.1 | -0.3 | 2.4 | 1.8 | 0.6 | 0.9 | 0.2 | 0.7 | 3.8 | 1.5 | 2.3 |
| ZM | 0.6 | 0.9 | -0.3 | 14 | 1.5 | 1.6 | -0.1 | 0.7 | 1.2 | -0.5 | 0.8 | 1.1 | -0.3 | 3.4 | 2.6 | 0.8 | 2.3 | 2.9 | -0.6 | 0.4 | 0.6 | -0.2 |
| Others | 6.2 | 4.7 | 1.5 | | 7.8 | 7.4 | 0.4 | 6.7 | 7.0 | -0.3 | 9.4 | 10.0 | -0.6 | 15.8 | 19.9 | -4.1 | 15.1 | 20.5 | -5.4 | 7.8 | 9.5 | -1.7 |
| MediaWorks Combo | 53.5 | 54.4 | -0.9 | | 53.7 | 53.3 | 0.4 | 55.7 | 55.7 | 0.0 | 52.9 | 53.7 | -0.8 | 40.8 | 40.9 | -0.1 | 34.9 | 31.3 | 3.6 | 49.4 | 50.4 | -1.0 |
| NZME Combo | 38.4 | 38.4 | 0.0 | | 36.7 | 38.3 | -1.6 | 36.8 | 37.9 | -1.1 | 37.0 | 38.0 | -1.0 | 39.0 | 42.9 | -3.9 | 50.3 | 55.3 | -5.0 | 40.1 | 38.8 | 1.3 |

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 4 2019

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

Survey Comparisons: 3/2019 - 4/2019

This Survey Period: Sun Feb 3 to Sat Jun 8 & Sun Jun 16 to Sat Nov 2 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 | 14.4 | 11.4 | 3.0 | 3 | 0.7 | 0.6 | 0.1 | 0.8 | 0.2 | 0.6 | 1.8 | 1.3 | 0.5 | 3.3 | 2.3 | 1.0 | 5.2 | 3.7 | 1.5 | 8.0 | 6.9 | 1.1 | 2.2 | 1.6 | 0.6 | |
| Edge | 16.1 | 16.2 | -0.1 | 2 | 4.5 | 5.1 | -0.6 | 5.7 | 5.5 | 0.2 | 5.7 | 5.6 | 0.1 | 8.1 | 7.8 | 0.3 | 3.7 | 3.1 | 0.6 | 1.5 | 1.0 | 0.5 | 3.6 | 3.8 | -0.2 | |
| Life FM | 1.7 | 1.4 | 0.3 | 16 | 0.6 | 0.2 | 0.4 | 0.7 | 0.7 | 0.0 | 0.6 | 0.7 | -0.1 | 0.7 | 0.7 | 0.0 | 0.1 | * | * | 0.4 | 0.3 | 0.1 | 0.1 | 0.2 | -0.1 | |
| Magic Talk | 8.0 | 6.6 | 1.4 | 9 | 0.7 | 0.3 | 0.4 | 1.2 | 1.2 | 0.0 | 1.5 | 1.7 | -0.2 | 2.2 | 2.2 | 0.0 | 2.6 | 2.2 | 0.4 | 2.9 | 2.8 | 0.1 | 0.5 | 0.3 | 0.2 | |
| Mai FM | 8.3 | 7.9 | 0.4 | 8 | 0.7 | 0.8 | -0.1 | 4.6 | 4.2 | 0.4 | 4.5 | 4.8 | -0.3 | 4.9 | 5.0 | -0.1 | 1.3 | 1.2 | 0.1 | 0.9 | 0.9 | 0.0 | 1.4 | 1.3 | 0.1 | |
| Mix | 9.2 | 9.9 | -0.7 | 7 | 1.1 | 1.1 | 0.0 | 1.4 | 1.4 | 0.0 | 2.8 | 2.4 | 0.4 | 4.5 | 4.4 | 0.1 | 4.3 | 4.7 | -0.4 | 3.3 | 3.4 | -0.1 | 1.1 | 1.4 | -0.3 | |
| More FM | 23.8 | 23.7 | 0.1 | 1 | 3.8 | 3.6 | 0.2 | 3.5 | 3.5 | 0.0 | 4.9 | 4.5 | 0.4 | 10.6 | 9.8 | 0.8 | 10.5 | 10.7 | -0.2 | 7.2 | 8.1 | -0.9 | 3.2 | 2.9 | 0.3 | |
| Newstalk ZB | 10.7 | 9.4 | 1.3 | 5 | 0.2 | * | * | 0.3 | 0.2 | 0.1 | 0.8 | 0.8 | 0.0 | 2.4 | 2.3 | 0.1 | 3.3 | 3.1 | 0.2 | 3.9 | 3.8 | 0.1 | 0.8 | 0.6 | 0.2 | |
| Ngati Hine FM | 5.9 | 5.7 | 0.2 | 11 | 0.9 | 0.8 | 0.1 | 2.1 | 1.0 | 1.1 | 2.1 | 1.9 | 0.2 | 2.6 | 2.4 | 0.2 | 1.5 | 1.8 | -0.3 | 1.5 | 1.9 | -0.4 | 2.0 | 1.7 | 0.3 | |
| Radio Hauraki | 6.8 | 4.9 | 1.9 | 10 | 0.9 | 1.0 | -0.1 | 0.9 | 0.8 | 0.1 | 2.6 | 1.6 | 1.0 | 4.6 | 3.1 | 1.5 | 2.5 | 1.9 | 0.6 | 0.9 | 0.6 | 0.3 | 2.2 | 1.0 | 1.2 | |
| Radio Sport | 1.9 | 1.5 | 0.4 | 14 | * | * | * | 0.1 | 0.1 | 0.0 | 0.2 | 0.1 | 0.1 | 0.6 | 0.5 | 0.1 | 0.7 | 0.7 | 0.0 | 0.7 | 0.5 | 0.2 | 0.2 | 0.1 | 0.1 | |
| Radio Waatea | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * |
| Rhema | 2.4 | 3.3 | -0.9 | 13 | 0.2 | * | * | 0.6 | 0.6 | 0.0 | 0.8 | 1.2 | -0.4 | 0.9 | 1.6 | -0.7 | 0.7 | 1.1 | -0.4 | 1.2 | 1.3 | -0.1 | 0.7 | 1.0 | -0.3 | |
| Rock | 11.7 | 13.3 | -1.6 | 4 | 1.6 | 2.3 | -0.7 | 3.4 | 3.7 | -0.3 | 4.7 | 4.7 | 0.0 | 6.9 | 7.1 | -0.2 | 4.3 | 4.8 | -0.5 | 2.5 | 2.7 | -0.2 | 1.7 | 2.1 | -0.4 | |
| Sunshine FM | 1.2 | 1.0 | 0.2 | 17 | 0.4 | 0.3 | 0.1 | 0.6 | 0.4 | 0.2 | 0.6 | 0.7 | -0.1 | 0.6 | 0.7 | -0.1 | * | * | * | * | * | * | 0.3 | 0.3 | 0.0 | |
| Tai FM | * | 0.3 | * | * | * | * | * | * | 0.3 | * | * | 0.3 | * | * | 0.3 | * | * | * | * | * | * | * | * | * | * | * |
| Tautoko FM | 0.9 | 0.1 | 0.8 | 18 | * | * | * | 0.3 | * | * | 0.3 | * | * | 0.5 | * | * | 0.3 | 0.1 | 0.2 | 0.4 | 0.1 | 0.3 | 0.3 | * | * | |
| Te Hiku o Te Ika | 0.8 | 0.7 | 0.1 | 19 | * | * | * | 0.8 | 0.7 | 0.1 | 0.2 | 0.1 | 0.1 | 0.2 | 0.1 | 0.1 | * | * | * | * | * | * | 0.2 | 0.1 | 0.1 | |
| The Hits | 10.2 | 8.9 | 1.3 | 6 | 2.4 | 2.1 | 0.3 | 2.2 | 1.8 | 0.4 | 2.1 | 2.2 | -0.1 | 3.9 | 3.6 | 0.3 | 3.0 | 2.5 | 0.5 | 2.0 | 2.0 | 0.0 | 1.8 | 1.9 | -0.1 | |
| The Sound | 5.3 | 4.0 | 1.3 | 12 | 0.2 | 0.2 | 0.0 | 0.7 | 0.4 | 0.3 | 1.2 | 0.7 | 0.5 | 3.0 | 2.1 | 0.9 | 3.3 | 2.5 | 0.8 | 2.1 | 1.6 | 0.5 | 1.1 | 0.7 | 0.4 | |
| ZM | 1.9 | 2.3 | -0.4 | 14 | 0.4 | 0.6 | -0.2 | 0.8 | 0.8 | 0.0 | 0.8 | 0.8 | 0.0 | 1.0 | 1.0 | 0.0 | 0.3 | 0.4 | -0.1 | 0.2 | 0.2 | 0.0 | 0.4 | 0.6 | -0.2 | |
| Others | 9.7 | 10.5 | -0.8 | | 1.3 | 1.5 | -0.2 | 2.5 | 2.7 | -0.2 | 2.7 | 2.9 | -0.2 | 3.9 | 4.0 | -0.1 | 2.6 | 2.8 | -0.2 | 2.7 | 3.2 | -0.5 | 1.3 | 1.2 | 0.1 | |
| MediaWorks Combo | 55.1 | 54.5 | 0.6 | | 8.2 | 8.7 | -0.5 | 13.0 | 12.6 | 0.4 | 16.4 | 16.2 | 0.2 | 26.5 | 25.9 | 0.6 | 19.4 | 19.3 | 0.1 | 13.6 | 13.8 | -0.2 | 9.1 | 8.9 | 0.2 | |
| NZME Combo | 43.2 | 39.7 | 3.5 | | 4.2 | 4.5 | -0.3 | 6.0 | 5.7 | 0.3 | 9.4 | 8.1 | 1.3 | 16.6 | 14.5 | 2.1 | 15.3 | 13.6 | 1.7 | 14.4 | 13.3 | 1.1 | 6.9 | 5.9 | 1.0 | |
| All Commercial Radio | 80.8 | 78.0 | 2.8 | | 9.7 | 10.2 | -0.5 | 15.6 | 14.6 | 1.0 | 21.0 | 19.9 | 1.1 | 33.6 | 32.5 | 1.1 | 27.1 | 26.0 | 1.1 | 25.0 | 23.7 | 1.3 | 13.4 | 12.3 | 1.1 | |
| Potential (000) | 113.2 | 113.2 | 0.0 | | 15.6 | 15.1 | 0.5 | 22.9 | 23.4 | -0.5 | 26.6 | 26.6 | 0.0 | 43.0 | 43.0 | 0.0 | 34.9 | 34.9 | 0.0 | 34.0 | 34.0 | 0.0 | 15.8 | 15.1 | 0.7 | |
| Sample | 802 | 841 | -39 | | 77 | 76 | 1 | 127 | 129 | -2 | 194 | 198 | -4 | 352 | 380 | -28 | 283 | 306 | -23 | 249 | 254 | -5 | 128 | 132 | -4 | |

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 4 2019

Cumulative Audience (000's) by Daypart, People 10+
Survey Comparisons: 3/2019 - 4/2019

This Survey Period: Sun Feb 3 to Sat Jun 8 & Sun Jun 16 to Sat Nov 2 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 | 802 | 841 | -39 |

| | 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 | 6.3 | 5.9 | 0.4 | 5 | 7.8 | 6.5 | 1.3 | 7.9 | 6.6 | 1.3 | 6.2 | 5.8 | 0.4 | 3.2 | 3.0 | 0.2 | 1.1 | 1.1 | 0.0 | 10.6 | 8.5 | 2.1 | |
| Edge | 7.6 | 8.8 | -1.2 | 2 | 6.4 | 5.3 | 1.1 | 7.7 | 8.6 | -0.9 | 6.4 | 6.8 | -0.4 | 3.7 | 3.4 | 0.3 | 1.8 | 1.7 | 0.1 | 9.5 | 10.2 | -0.7 | |
| Life FM | 1.1 | 1.1 | 0.0 | 13 | 0.6 | 0.7 | -0.1 | 0.7 | 0.9 | -0.2 | 0.7 | 0.7 | 0.0 | 0.8 | 0.8 | 0.0 | * | * | * | 1.5 | 1.1 | 0.4 | |
| Magic Talk | 4.9 | 3.9 | 1.0 | 7 | 5.3 | 3.4 | 1.9 | 3.4 | 2.5 | 0.9 | 3.9 | 3.0 | 0.9 | 2.4 | 1.5 | 0.9 | 1.0 | 0.6 | 0.4 | 5.8 | 5.2 | 0.6 | |
| Mai FM | 4.7 | 4.6 | 0.1 | 8 | 3.2 | 3.0 | 0.2 | 3.7 | 3.6 | 0.1 | 3.8 | 3.4 | 0.4 | 2.2 | 2.5 | -0.3 | 0.4 | 0.7 | -0.3 | 5.3 | 5.1 | 0.2 | |
| Mix | 4.6 | 5.3 | -0.7 | 9 | 5.1 | 5.4 | -0.3 | 5.1 | 6.3 | -1.2 | 3.6 | 4.6 | -1.0 | 1.2 | 2.0 | -0.8 | 1.3 | 1.2 | 0.1 | 5.4 | 5.6 | -0.2 | |
| More FM | 17.0 | 16.5 | 0.5 | 1 | 12.8 | 13.6 | -0.8 | 14.0 | 13.6 | 0.4 | 12.4 | 11.9 | 0.5 | 4.5 | 5.4 | -0.9 | 3.3 | 3.4 | -0.1 | 14.3 | 13.9 | 0.4 | |
| Newstalk ZB | 7.3 | 6.6 | 0.7 | 3 | 5.3 | 5.1 | 0.2 | 4.8 | 4.3 | 0.5 | 4.7 | 4.2 | 0.5 | 4.1 | 4.0 | 0.1 | 3.0 | 2.7 | 0.3 | 8.4 | 7.2 | 1.2 | |
| Ngati Hine FM | 3.0 | 3.4 | -0.4 | 10 | 1.7 | 1.9 | -0.2 | 1.9 | 1.9 | 0.0 | 2.2 | 1.5 | 0.7 | 1.1 | 0.2 | 0.9 | 1.0 | 0.9 | 0.1 | 3.4 | 2.8 | 0.6 | |
| Radio Hauraki | 2.0 | 1.9 | 0.1 | 12 | 4.1 | 3.1 | 1.0 | 3.4 | 3.1 | 0.3 | 3.0 | 2.4 | 0.6 | 1.1 | 0.9 | 0.2 | 0.1 | 0.5 | -0.4 | 3.9 | 2.5 | 1.4 | |
| Radio Sport | 0.6 | 0.3 | 0.3 | 15 | 0.4 | 0.2 | 0.2 | 0.5 | 0.5 | 0.0 | 0.4 | 0.4 | 0.0 | 0.2 | 0.2 | 0.0 | 0.1 | 0.1 | 0.0 | 1.1 | 1.1 | 0.0 | |
| Radio Waatea | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | |
| Rhema | 1.0 | 1.3 | -0.3 | 14 | 1.3 | 1.6 | -0.3 | 1.3 | 1.7 | -0.4 | 1.1 | 0.9 | 0.2 | 0.8 | 0.7 | 0.1 | * | * | * | 1.8 | 1.9 | -0.1 | |
| Rock | 7.0 | 8.3 | -1.3 | 4 | 7.1 | 8.4 | -1.3 | 7.6 | 8.4 | -0.8 | 5.7 | 6.5 | -0.8 | 2.1 | 1.9 | 0.2 | 0.7 | 1.1 | -0.4 | 6.3 | 6.7 | -0.4 | |
| Sunshine FM | 0.3 | * | * | 18 | 0.5 | 0.2 | 0.3 | * | * | * | 1.0 | 0.7 | 0.3 | 0.4 | 0.3 | 0.1 | 0.4 | 0.1 | 0.3 | 0.5 | 0.5 | 0.0 | |
| Tai FM | * | * | * | * | * | 0.3 | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | |
| Tautoko FM | 0.4 | 0.1 | 0.3 | 17 | 0.4 | 0.1 | 0.3 | 0.2 | * | * | 0.3 | 0.1 | 0.2 | 0.7 | * | * | * | * | * | 0.9 | * | * | |
| Te Hiku o Te Ika | * | * | * | * | 0.2 | 0.1 | 0.1 | * | * | * | * | * | * | * | * | * | * | * | * | * | 0.8 | 0.7 | 0.1 |
| The Hits | 5.4 | 4.5 | 0.9 | 6 | 3.6 | 3.6 | 0.0 | 5.5 | 4.4 | 1.1 | 3.8 | 3.1 | 0.7 | 1.1 | 0.9 | 0.2 | 0.6 | 0.6 | 0.0 | 6.0 | 4.7 | 1.3 | |
| The Sound | 2.6 | 1.8 | 0.8 | 11 | 2.6 | 2.5 | 0.1 | 3.3 | 2.8 | 0.5 | 2.4 | 1.9 | 0.5 | 0.8 | 0.4 | 0.4 | 0.4 | 0.1 | 0.3 | 2.8 | 1.7 | 1.1 | |
| ZM | 0.6 | 1.0 | -0.4 | 15 | 1.2 | 1.2 | 0.0 | 1.2 | 1.4 | -0.2 | 0.7 | 1.0 | -0.3 | 0.5 | 0.4 | 0.1 | 0.3 | 0.4 | -0.1 | 0.6 | 0.8 | -0.2 | |
| Others | 5.1 | 4.8 | 0.3 | | 4.5 | 5.0 | -0.5 | 5.3 | 6.1 | -0.8 | 4.4 | 5.0 | -0.6 | 2.6 | 2.6 | 0.0 | 1.7 | 1.7 | 0.0 | 6.6 | 6.0 | 0.6 | |
| MediaWorks Combo | 38.8 | 38.5 | 0.3 | | 32.3 | 31.6 | 0.7 | 35.3 | 35.2 | 0.1 | 32.3 | 30.9 | 1.4 | 15.1 | 14.6 | 0.5 | 7.5 | 7.6 | -0.1 | 38.2 | 38.6 | -0.4 | |
| NZME Combo | 24.6 | 23.6 | 1.0 | | 24.1 | 21.9 | 2.2 | 25.2 | 24.4 | 0.8 | 21.6 | 21.2 | 0.4 | 11.0 | 11.2 | -0.2 | 6.2 | 6.6 | -0.4 | 30.5 | 26.7 | 3.8 | |
| All Commercial Radio | 59.8 | 59.6 | 0.2 | | 51.8 | 50.3 | 1.5 | 54.6 | 53.6 | 1.0 | 52.6 | 50.4 | 2.2 | 26.5 | 25.9 | 0.6 | 13.1 | 13.4 | -0.3 | 64.8 | 62.2 | 2.6 | |

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 4 2019

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

Survey Comparisons: 3/2019 - 4/2019

This Survey Period: Sun Feb 3 to Sat Jun 8 & Sun Jun 16 to Sat Nov 2 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 | 11:34 | 13:42 | -2:07 | 4:22 | 4:18 | 0:04 | 4:08 | 1:50 | 2:17 | 5:52 | 5:19 | 0:32 | 6:15 | 7:06 | -0:50 | 9:38 | 14:58 | -5:19 | 14:02 | 15:51 | -1:48 | 6:27 | 6:14 | 0:12 |
| Edge | 5:33 | 5:56 | -0:22 | 5:28 | 5:51 | -0:23 | 7:38 | 7:31 | 0:07 | 5:04 | 5:30 | -0:25 | 5:15 | 5:38 | -0:23 | 4:28 | 5:01 | -0:33 | 1:51 | 2:07 | -0:15 | 4:24 | 4:21 | 0:02 |
| Life FM | 6:12 | 7:46 | -1:34 | 0:51 | 1:31 | -0:39 | 8:40 | 8:35 | 0:05 | 8:23 | 8:29 | -0:05 | 7:47 | 8:08 | -0:20 | 0:15 | 0:15 | 0:00 | 11:04 | 11:41 | -0:36 | 7:40 | 8:18 | -0:38 |
| Magic Talk | 10:07 | 8:57 | 1:09 | 6:13 | 0:30 | 5:43 | 6:49 | 7:44 | -0:54 | 6:08 | 5:53 | 0:14 | 8:40 | 8:20 | 0:19 | 8:55 | 9:06 | -0:10 | 9:31 | 8:25 | 1:05 | 5:10 | 5:29 | -0:19 |
| Mai FM | 7:49 | 8:08 | -0:19 | 14:06 | 9:28 | 4:37 | 7:03 | 8:15 | -1:11 | 8:14 | 9:06 | -0:51 | 8:46 | 9:08 | -0:21 | 6:30 | 6:43 | -0:12 | 2:50 | 5:56 | -3:06 | 9:26 | 10:10 | -0:44 |
| Mix | 8:05 | 9:41 | -1:35 | 2:34 | 3:29 | -0:54 | 9:39 | 7:12 | 2:27 | 9:50 | 8:46 | 1:04 | 9:22 | 11:10 | -1:47 | 7:23 | 10:54 | -3:31 | 8:00 | 9:42 | -1:41 | 8:45 | 13:25 | -4:40 |
| More FM | 11:14 | 11:03 | 0:11 | 3:57 | 3:34 | 0:23 | 8:20 | 9:15 | -0:55 | 10:28 | 11:21 | -0:53 | 12:38 | 13:12 | -0:34 | 11:57 | 11:34 | 0:23 | 11:18 | 10:47 | 0:31 | 11:13 | 10:17 | 0:55 |
| Newstalk ZB | 14:28 | 15:20 | -0:51 | 2:45 | * | * | 1:21 | 1:19 | 0:02 | 3:00 | 2:40 | 0:20 | 9:18 | 9:04 | 0:14 | 15:50 | 16:37 | -0:46 | 15:59 | 15:56 | 0:03 | 12:25 | 13:53 | -1:27 |
| Ngati Hine FM | 3:26 | 3:23 | 0:03 | 0:15 | 0:15 | 0:00 | 3:06 | 2:52 | 0:14 | 3:49 | 3:12 | 0:36 | 4:28 | 3:47 | 0:40 | 4:42 | 4:29 | 0:13 | 3:47 | 4:15 | -0:27 | 4:16 | 4:04 | 0:12 |
| Radio Hauraki | 5:53 | 7:24 | -1:31 | 3:03 | 2:48 | 0:15 | 3:05 | 2:24 | 0:40 | 5:21 | 6:41 | -1:20 | 6:12 | 9:03 | -2:51 | 6:07 | 9:25 | -3:17 | 8:39 | 8:32 | 0:07 | 7:13 | 10:52 | -3:38 |
| Radio Sport | 3:41 | 4:03 | -0:21 | * | * | * | 2:45 | 2:45 | 0:00 | 3:57 | 4:10 | -0:13 | 3:09 | 4:05 | -0:56 | 2:43 | 3:25 | -0:42 | 2:23 | 2:09 | 0:13 | 3:01 | 5:00 | -1:58 |
| Radio Waatea | 0:30 | * | * | * | * | * | * | * | * | * | * | * | 0:30 | * | * | 0:30 | * | * | * | * | * | * | * | * |
| Rhema | 8:41 | 7:02 | 1:39 | 5:30 | * | * | 2:25 | 2:28 | -0:02 | 5:43 | 3:16 | 2:26 | 5:14 | 2:58 | 2:15 | 20:00 | 13:12 | 6:48 | 12:29 | 11:50 | 0:38 | 4:20 | 1:51 | 2:29 |
| Rock | 9:41 | 10:45 | -1:03 | 7:24 | 10:56 | -3:32 | 8:31 | 10:20 | -1:49 | 9:43 | 9:23 | 0:20 | 9:30 | 9:30 | -0:00 | 10:09 | 10:53 | -0:44 | 9:50 | 10:57 | -1:07 | 8:11 | 7:32 | 0:38 |
| Sunshine FM | 2:25 | 2:05 | 0:20 | 4:00 | 4:00 | 0:00 | 1:55 | 1:00 | 0:55 | 1:12 | 1:12 | 0:00 | 1:12 | 1:12 | 0:00 | * | * | * | * | * | * | 1:00 | 1:00 | 0:00 |
| Tai FM | * | 1:00 | * | * | * | * | * | 1:00 | * | * | 1:00 | * | * | 1:00 | * | * | * | * | * | * | * | * | * | * |
| Tautoko FM | 8:56 | 4:15 | 4:41 | * | * | * | 4:00 | * | * | 4:00 | * | * | 8:06 | * | * | 12:14 | 4:15 | 7:59 | 10:03 | 4:15 | 5:48 | 4:00 | * | * |
| Te Hiku o Te Ika | 2:23 | 2:29 | -0:06 | * | * | * | 2:23 | 2:29 | -0:06 | 0:45 | 0:45 | 0:00 | 0:45 | 0:45 | 0:00 | * | * | * | * | * | * | 0:45 | 0:45 | 0:00 |
| The Hits | 6:22 | 6:21 | 0:01 | 5:02 | 2:15 | 2:46 | 5:09 | 7:02 | -1:53 | 3:47 | 4:52 | -1:04 | 7:05 | 8:39 | -1:33 | 9:06 | 10:59 | -1:53 | 4:51 | 5:03 | -0:12 | 10:03 | 10:58 | -0:55 |
| The Sound | 10:40 | 10:22 | 0:18 | 4:00 | 4:00 | 0:00 | 7:45 | 12:05 | -4:19 | 9:06 | 13:24 | -4:17 | 11:01 | 12:36 | -1:35 | 13:02 | 11:49 | 1:12 | 10:46 | 9:04 | 1:41 | 11:42 | 10:58 | 0:43 |
| ZM | 6:41 | 7:05 | -0:23 | 18:14 | 13:29 | 4:45 | 5:37 | 6:05 | -0:27 | 5:07 | 4:56 | 0:10 | 4:33 | 4:55 | -0:21 | 1:30 | 3:46 | -2:15 | 2:00 | 2:00 | 0:00 | 6:55 | 4:13 | 2:41 |
| Others | 11:25 | 11:10 | 0:15 | 4:49 | 9:58 | -5:08 | 12:46 | 8:38 | 4:08 | 8:35 | 8:19 | 0:15 | 10:45 | 10:23 | 0:22 | 16:07 | 16:06 | 0:01 | 13:42 | 14:07 | -0:25 | 10:04 | 10:07 | -0:02 |
| MediaWorks Combo | 12:49 | 12:53 | -0:03 | 8:29 | 9:00 | -0:30 | 12:17 | 13:39 | -1:22 | 11:47 | 12:23 | -0:35 | 13:10 | 13:16 | -0:06 | 14:20 | 14:01 | 0:18 | 13:09 | 13:16 | -0:07 | 10:42 | 9:46 | 0:55 |
| NZME Combo | 12:12 | 13:22 | -1:09 | 7:00 | 7:27 | -0:26 | 6:32 | 6:15 | 0:17 | 7:34 | 7:30 | 0:03 | 9:07 | 10:52 | -1:44 | 11:36 | 15:18 | -3:41 | 15:23 | 16:32 | -1:09 | 10:04 | 12:08 | -2:03 |
| All Commercial Radio | 16:57 | 17:21 | -0:23 | 10:48 | 11:20 | -0:32 | 15:04 | 15:32 | -0:28 | 13:57 | 14:24 | -0:27 | 16:24 | 16:48 | -0:23 | 18:38 | 20:10 | -1:32 | 17:55 | 19:15 | -1:20 | 14:23 | 14:39 | -0:15 |
| Potential (000) | 113.2 | 113.2 | 0.0 | 15.6 | 15.1 | 0.5 | 22.9 | 23.4 | -0.5 | 26.6 | 26.6 | 0.0 | 43.0 | 43.0 | 0.0 | 34.9 | 34.9 | 0.0 | 34.0 | 34.0 | 0.0 | 15.8 | 15.1 | 0.7 |
| Sample | 802 | 841 | -39 | 77 | 76 | 1 | 127 | 129 | -2 | 194 | 198 | -4 | 352 | 380 | -28 | 283 | 306 | -23 | 249 | 254 | -5 | 128 | 132 | -4 |

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 4 2019

Average Time Spent Listening (hh:mm) by Daypart, People 10+
Survey Comparisons: 3/2019 - 4/2019

This Survey Period: Sun Feb 3 to Sat Jun 8 & Sun Jun 16 to Sat Nov 2 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 | 802 | 841 | -39 |

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

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