

NORTHLAND COMMERCIAL RADIO - SURVEY 1 2020

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

Survey Comparisons: 4/2019 - 1/2020

This Survey Period: Sun Mar 31 to Sat Jun 8 2019 & Sun Jun 16 to Sat Nov 2 2019 & Sun Feb 2 to Sat Mar 28 2020

Last Survey Period: Sun Feb 3 to Sat Jun 8 & Sun Jun 16 to Sat Nov 2 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	12.2	-0.6	2	3.1	3.0	0.1	3.0	1.4	1.6	4.9	3.6	1.3	4.8	3.7	1.1	8.9	9.9	-1.0	23.0	25.0	-2.0	9.6	7.2	2.4	
Edge	5.8	6.5	-0.7	5	18.1	23.6	-5.5	13.7	18.6	-4.9	7.9	9.8	-1.9	6.4	7.7	-1.3	3.3	3.3	0.0	1.0	0.6	0.4	10.5	8.1	2.4	
Life FM	0.8	0.8	0.0	15	0.4	0.5	-0.1	2.9	2.5	0.4	2.2	1.9	0.3	1.2	1.0	0.2	*	*	*	0.7	0.9	-0.2	0.5	0.4	0.1	
Magic	5.4	5.9	-0.5	10	3.7	4.4	-0.7	5.0	3.5	1.5	4.1	3.1	1.0	3.0	3.4	-0.4	2.8	4.6	-1.8	5.9	6.2	-0.3	1.3	1.4	-0.1	
Mai FM	4.5	4.7	-0.2	11	6.3	9.9	-3.6	13.2	13.9	-0.7	12.1	12.7	-0.6	7.3	7.8	-0.5	1.7	1.7	0.0	0.6	0.6	0.0	5.7	7.0	-1.3	
Mix	5.5	5.4	0.1	8	4.9	2.8	2.1	5.5	5.6	-0.1	9.4	9.5	-0.1	7.9	7.6	0.3	7.3	6.3	1.0	5.3	5.9	-0.6	6.0	4.9	1.1	
More FM	18.5	19.5	-1.0	1	16.8	14.4	2.4	14.9	12.3	2.6	14.9	17.4	-2.5	20.7	24.2	-3.5	25.5	24.9	0.6	19.1	18.3	0.8	21.9	18.8	3.1	
Newstalk ZB	10.5	11.3	-0.8	3	4.2	0.4	3.8	0.2	0.2	0.0	0.4	0.8	-0.4	2.7	4.0	-1.3	10.8	10.2	0.6	17.6	14.0	3.6	3.4	4.8	-1.4	
Ngati Hine FM	1.3	1.5	-0.2	13	0.2	0.2	0.0	2.8	2.8	0.0	1.9	2.7	-0.8	1.6	2.1	-0.5	1.2	1.4	-0.2	1.3	1.3	0.0	3.4	4.4	-1.0	
Radio Hauraki	5.5	2.9	2.6	8	1.2	2.7	-1.5	2.4	1.2	1.2	4.5	4.7	-0.2	10.9	5.2	5.7	9.6	3.1	6.5	1.9	1.8	0.1	8.3	8.2	0.1	
Radio Sport	0.5	0.5	0.0	17	*	*	*	0.1	0.1	0.0	0.3	0.2	0.1	0.4	0.3	0.1	0.3	0.4	-0.1	1.0	0.4	0.6	0.3	0.3	0.0	
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	1.4	1.5	-0.1	12	1.0	1.0	0.0	0.7	0.7	0.0	1.2	1.6	-0.4	0.6	0.9	-0.3	2.2	2.7	-0.5	3.4	3.3	0.1	1.5	1.5	0.0	
Rock	8.4	8.3	0.1	4	11.5	11.0	0.5	10.1	12.4	-2.3	19.5	15.5	4.0	13.9	11.8	2.1	7.6	8.6	-1.0	4.2	5.4	-1.2	7.3	7.4	-0.1	
Sunshine FM	0.2	0.2	0.0	18	*	1.3	*	0.9	0.5	0.4	0.2	0.2	0.0	0.1	0.1	0.0	*	*	*	*	*	*	0.3	0.2	0.1	
Tai FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Tautoko FM	0.7	0.6	0.1	16	*	*	*	1.5	0.6	0.9	1.3	0.5	0.8	1.2	0.8	0.4	0.6	0.6	0.0	0.6	0.9	-0.3	1.1	0.7	0.4	
Te Hiku o Te Ika	0.1	0.1	0.0	19	*	*	*	0.6	0.8	-0.2	*	0.1	*	*	*	*	*	*	*	*	*	*	*	0.1	*	
The Hits	5.6	4.8	0.8	7	13.6	11.4	2.2	7.3	4.9	2.4	3.5	2.7	0.8	4.1	5.0	-0.9	4.9	5.4	-0.5	4.3	2.2	2.1	5.5	9.1	-3.6	
The Sound	5.7	4.1	1.6	6	0.7	0.7	0.0	0.5	2.4	-1.9	4.0	3.9	0.1	5.2	6.0	-0.8	7.6	8.5	-0.9	7.2	5.1	2.1	7.1	6.9	0.2	
ZM	1.2	0.9	0.3	14	6.3	6.5	-0.2	3.0	2.0	1.0	2.6	1.5	1.1	1.5	0.8	0.7	0.3	0.1	0.2	0.2	0.1	0.1	3.9	1.6	2.3	
MediaWorks Combo	49.8	51.6	-1.8		62.3	67.1	-4.8	60.7	68.1	-7.4	64.8	66.0	-1.2	58.1	63.1	-5.0	49.1	55.2	-6.1	38.9	40.0	-1.1	54.0	50.1	3.9	
NZME Combo	40.9	38.5	2.4		35.6	28.4	7.2	22.7	16.7	6.0	26.5	24.3	2.2	32.8	27.4	5.4	42.2	35.3	6.9	53.1	49.3	3.8	37.0	36.1	0.9	
Potential (000)	116.2	113.2	3.0		14.6	15.6	-1.0	25.5	22.9	2.6	28.6	26.6	2.0	45.3	43.0	2.3	35.6	34.9	0.7	34.7	34.0	0.7	17.4	15.8	1.6	
Sample	814	802	12		74	77	-3	116	127	-11	167	194	-27	290	352	-62	257	283	-26	301	249	52	120	128	-8	

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

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Station Share (%) by Daypart, People 10+
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	This	Last	+/-
Potential (000)	116.2	113.2	3.0
Sample Size	814	802	12

	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	8.4	9.4	-1.0	3	12.4	13.5	-1.1		11.7	12.1	-0.4		11.9	12.3	-0.4		10.9	7.9	3.0		6.3	4.5	1.8		14.4	15.3	-0.9	
Edge	4.9	5.2	-0.3	9	4.8	5.3	-0.5		6.7	7.5	-0.8		7.4	8.8	-1.4		8.0	9.6	-1.6		9.3	8.3	1.0		5.0	5.7	-0.7	
Life FM	1.1	1.4	-0.3	13	0.6	0.5	0.1		1.0	0.7	0.3		0.4	0.4	0.0		0.6	0.5	0.1		*	*	*		0.9	0.9	0.0	
Magic	5.4	5.5	-0.1	8	6.9	6.9	0.0		3.8	5.3	-1.5		6.2	5.8	0.4		5.9	6.1	-0.2		2.6	4.6	-2.0		5.5	6.2	-0.7	
Mai FM	5.8	7.8	-2.0	6	2.8	2.9	-0.1		3.1	2.9	0.2		6.6	7.0	-0.4		2.5	3.4	-0.9		2.1	1.7	0.4		5.7	4.9	0.8	
Mix	6.4	4.8	1.6	5	6.0	5.7	0.3		6.3	6.6	-0.3		5.0	5.1	-0.1		5.3	3.7	1.6		3.4	3.7	-0.3		4.3	5.6	-1.3	
More FM	24.7	23.3	1.4	1	18.1	21.4	-3.3		19.3	21.6	-2.3		17.2	15.8	1.4		7.4	10.8	-3.4		8.9	12.0	-3.1		17.5	18.2	-0.7	
Newstalk ZB	14.4	16.8	-2.4	2	6.1	6.1	0.0		6.6	6.6	0.0		9.6	10.2	-0.6		17.7	17.1	0.6		32.1	37.7	-5.6		10.2	10.4	-0.2	
Ngati Hine FM	1.3	1.9	-0.6	12	1.2	1.1	0.1		0.8	0.9	-0.1		1.7	2.0	-0.3		1.6	1.3	0.3		2.8	2.6	0.2		1.4	1.5	-0.1	
Radio Hauraki	2.3	1.5	0.8	11	8.2	3.8	4.4		9.7	4.2	5.5		6.4	2.8	3.6		2.7	2.3	0.4		0.1	0.4	-0.3		3.2	2.9	0.3	
Radio Sport	0.8	0.5	0.3	14	0.3	0.6	-0.3		0.1	0.2	-0.1		0.4	0.2	0.2		0.7	0.3	0.4		*	0.8	*		0.9	0.8	0.1	
Radio Waatea	*	*	*	*	*	*	*		*	*	*		*	*	*		*	*	*		*	*	*		*	*	*	
Rhema	0.8	0.6	0.2	14	1.8	2.1	-0.3		1.1	1.4	-0.3		1.6	1.6	0.0		2.5	1.9	0.6		*	*	*		1.8	1.9	-0.1	
Rock	7.4	7.1	0.3	4	9.0	9.7	-0.7		7.7	9.4	-1.7		9.5	8.4	1.1		8.9	6.5	2.4		7.5	3.8	3.7		8.8	8.2	0.6	
Sunshine FM	0.1	*	*	18	0.3	0.2	0.1		*	*	*		0.5	0.5	0.0		*	0.5	*		1.3	1.2	0.1		*	0.2	*	
Tai FM	*	*	*	*	*	*	*		*	*	*		*	*	*		*	*	*		*	*	*		*	*	*	
Tautoko FM	0.2	0.4	-0.2	17	0.2	0.3	-0.1		0.4	0.4	0.0		0.3	0.3	0.0		4.6	3.4	1.2		*	*	*		1.3	0.9	0.4	
Te Hiku o Te Ika	*	*	*	*	*	*	*		*	*	*		*	*	*		*	*	*		*	*	*		0.4	0.5	-0.1	
The Hits	5.8	4.7	1.1	6	5.6	5.6	0.0		6.7	6.4	0.3		5.2	4.7	0.5		5.8	3.1	2.7		1.2	0.7	0.5		5.3	3.9	1.4	
The Sound	4.2	2.4	1.8	10	8.0	5.1	2.9		8.5	6.5	2.0		2.8	3.8	-1.0		1.6	2.4	-0.8		0.9	0.9	0.0		5.8	3.8	2.0	
ZM	0.7	0.6	0.1	16	1.5	1.5	0.0		1.4	0.7	0.7		0.8	0.8	0.0		2.5	3.4	-0.9		4.3	2.3	2.0		0.7	0.4	0.3	
MediaWorks Combo	54.5	53.5	1.0		50.2	53.7	-3.5		50.3	55.7	-5.4		51.0	52.9	-1.9		35.8	40.8	-5.0		38.3	34.9	3.4		49.4	49.4	0.0	
NZME Combo	38.8	38.4	0.4		40.1	36.7	3.4		42.7	36.8	5.9		40.0	37.0	3.0		45.4	39.0	6.4		47.4	50.3	-2.9		40.1	40.1	0.0	

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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	13.4	14.4	-1.0	3	0.7	0.7	0.0	1.1	0.8	0.3	1.8	1.8	0.0	3.8	3.3	0.5	5.4	5.2	0.2	6.8	8.0	-1.2	2.5	2.2	0.3
Edge	16.3	16.1	0.2	2	3.7	4.5	-0.8	5.8	5.7	0.1	5.7	5.7	0.0	8.6	8.1	0.5	4.5	3.7	0.8	1.9	1.5	0.4	4.4	3.6	0.8
Life FM	2.2	1.7	0.5	14	0.5	0.6	-0.1	1.1	0.7	0.4	1.2	0.6	0.6	1.3	0.7	0.6	0.1	0.1	0.0	0.3	0.4	-0.1	0.4	0.1	0.3
Magic	7.8	8.0	-0.2	10	0.7	0.7	0.0	1.8	1.2	0.6	1.5	1.5	0.0	2.5	2.2	0.3	2.7	2.6	0.1	2.9	2.9	0.0	0.7	0.5	0.2
Mai FM	9.0	8.3	0.7	6	0.7	0.7	0.0	5.2	4.6	0.6	5.0	4.5	0.5	5.5	4.9	0.6	1.7	1.3	0.4	1.2	0.9	0.3	2.2	1.4	0.8
Mix	8.8	9.2	-0.4	7	1.1	1.1	0.0	1.0	1.4	-0.4	2.2	2.8	-0.6	4.6	4.5	0.1	5.1	4.3	0.8	3.0	3.3	-0.3	1.4	1.1	0.3
More FM	25.5	23.8	1.7	1	3.8	3.8	0.0	3.9	3.5	0.4	5.4	4.9	0.5	12.5	10.6	1.9	12.5	10.5	2.0	7.4	7.2	0.2	4.8	3.2	1.6
Newstalk ZB	8.7	10.7	-2.0	8	0.2	0.2	0.0	0.2	0.3	-0.1	0.4	0.8	-0.4	1.8	2.4	-0.6	3.8	3.3	0.5	4.4	3.9	0.5	0.7	0.8	-0.1
Ngati Hine FM	5.4	5.9	-0.5	12	0.9	0.9	0.0	2.5	2.1	0.4	2.0	2.1	-0.1	2.4	2.6	-0.2	1.2	1.5	-0.3	1.4	1.5	-0.1	2.1	2.0	0.1
Radio Hauraki	8.5	6.8	1.7	9	0.8	0.9	-0.1	1.6	0.9	0.7	3.6	2.6	1.0	6.5	4.6	1.9	3.2	2.5	0.7	1.0	0.9	0.1	2.8	2.2	0.6
Radio Sport	1.7	1.9	-0.2	16	*	*	*	0.1	0.1	0.0	0.2	0.2	0.0	0.9	0.6	0.3	0.8	0.7	0.1	0.6	0.7	-0.1	0.3	0.2	0.1
Radio Waatea	0.1	*	*	20	*	*	*	*	*	*	*	*	*	0.1	*	*	0.1	*	*	*	*	*	*	*	*
Rhema	2.2	2.4	-0.2	14	0.2	0.2	0.0	0.7	0.6	0.1	0.8	0.8	0.0	0.8	0.9	-0.1	0.6	0.7	-0.1	1.1	1.2	-0.1	0.6	0.7	-0.1
Rock	13.1	11.7	1.4	4	1.6	1.6	0.0	3.4	3.4	0.0	5.5	4.7	0.8	8.6	6.9	1.7	5.6	4.3	1.3	2.8	2.5	0.3	1.5	1.7	-0.2
Sunshine FM	1.2	1.2	0.0	17	*	0.4	*	1.0	0.6	0.4	0.6	0.6	0.0	0.6	0.6	0.0	*	*	*	*	*	*	0.5	0.3	0.2
Tai FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Tautoko FM	1.2	0.9	0.3	17	*	*	*	0.8	0.3	0.5	0.8	0.3	0.5	1.0	0.5	0.5	0.2	0.3	-0.1	0.2	0.4	-0.2	0.5	0.3	0.2
Te Hiku o Te Ika	0.6	0.8	-0.2	19	*	*	*	0.6	0.8	-0.2	0.1	0.2	-0.1	0.1	0.2	-0.1	*	*	*	*	*	*	0.1	0.2	-0.1
The Hits	11.9	10.2	1.7	5	2.0	2.4	-0.4	3.2	2.2	1.0	3.4	2.1	1.3	5.6	3.9	1.7	3.4	3.0	0.4	2.2	2.0	0.2	2.2	1.8	0.4
The Sound	6.1	5.3	0.8	11	0.1	0.2	-0.1	0.7	0.7	0.0	1.4	1.2	0.2	3.3	3.0	0.3	3.7	3.3	0.4	2.4	2.1	0.3	1.1	1.1	0.0
ZM	2.7	1.9	0.8	13	0.5	0.4	0.1	1.0	0.8	0.2	1.2	0.8	0.4	1.5	1.0	0.5	0.6	0.3	0.3	0.3	0.2	0.1	1.0	0.4	0.6
MediaWorks Combo	56.6	55.1	1.5		7.7	8.2	-0.5	13.5	13.0	0.5	16.7	16.4	0.3	28.3	26.5	1.8	21.5	19.4	2.1	14.1	13.6	0.5	10.6	9.1	1.5
NZME Combo	43.4	43.2	0.2		3.7	4.2	-0.5	7.0	6.0	1.0	10.6	9.4	1.2	19.3	16.6	2.7	17.1	15.3	1.8	14.4	14.4	0.0	7.9	6.9	1.0
All Commercial Radio	79.7	80.8	-1.1		9.0	9.7	-0.7	16.6	15.6	1.0	22.0	21.0	1.0	35.7	33.6	2.1	28.9	27.1	1.8	24.6	25.0	-0.4	14.5	13.4	1.1
Potential (000)	116.2	113.2	3.0		14.6	15.6	-1.0	25.5	22.9	2.6	28.6	26.6	2.0	45.3	43.0	2.3	35.6	34.9	0.7	34.7	34.0	0.7	17.4	15.8	1.6
Sample	814	802	12		74	77	-3	116	127	-11	167	194	-27	290	352	-62	257	283	-26	301	249	52	120	128	-8

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Last Survey Period: Sun Feb 3 to Sat Jun 8 & Sun Jun 16 to Sat Nov 2 2019

	This	Last	+/-
Potential (000)	116.2	113.2	3.0
Sample Size	814	802	12

	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	5.1	6.3	-1.2	7	7.4	7.8	-0.4	7.7	7.9	-0.2	5.5	6.2	-0.7	2.5	3.2	-0.7	1.3	1.1	0.2	9.4	10.6	-1.2	
Edge	7.9	7.6	0.3	3	7.0	6.4	0.6	7.6	7.7	-0.1	5.8	6.4	-0.6	2.3	3.7	-1.4	2.9	1.8	1.1	8.1	9.5	-1.4	
Life FM	1.2	1.1	0.1	13	0.7	0.6	0.1	1.3	0.7	0.6	0.9	0.7	0.2	0.9	0.8	0.1	*	*	*	1.5	1.5	0.0	
Magic	4.8	4.9	-0.1	8	4.8	5.3	-0.5	2.5	3.4	-0.9	4.7	3.9	0.8	2.4	2.4	0.0	0.5	1.0	-0.5	5.2	5.8	-0.6	
Mai FM	4.2	4.7	-0.5	9	3.1	3.2	-0.1	4.7	3.7	1.0	4.6	3.8	0.8	1.9	2.2	-0.3	0.5	0.4	0.1	5.4	5.3	0.1	
Mix	5.2	4.6	0.6	6	4.5	5.1	-0.6	4.8	5.1	-0.3	3.7	3.6	0.1	1.0	1.2	-0.2	0.7	1.3	-0.6	5.6	5.4	0.2	
More FM	18.0	17.0	1.0	1	13.1	12.8	0.3	14.5	14.0	0.5	13.6	12.4	1.2	4.0	4.5	-0.5	1.6	3.3	-1.7	16.1	14.3	1.8	
Newstalk ZB	6.1	7.3	-1.2	4	3.6	5.3	-1.7	4.0	4.8	-0.8	4.1	4.7	-0.6	3.6	4.1	-0.5	3.1	3.0	0.1	6.5	8.4	-1.9	
Ngati Hine FM	2.1	3.0	-0.9	12	1.8	1.7	0.1	1.6	1.9	-0.3	2.0	2.2	-0.2	1.4	1.1	0.3	1.0	1.0	0.0	3.0	3.4	-0.4	
Radio Hauraki	2.8	2.0	0.8	11	5.4	4.1	1.3	4.6	3.4	1.2	4.2	3.0	1.2	1.2	1.1	0.1	0.1	0.1	0.0	4.1	3.9	0.2	
Radio Sport	1.2	0.6	0.6	13	0.6	0.4	0.2	0.6	0.5	0.1	0.6	0.4	0.2	0.5	0.2	0.3	*	0.1	*	0.8	1.1	-0.3	
Radio Waatea	*	*	*	*	*	*	*	*	*	*	0.1	*	*	*	*	*	*	*	*	*	*	*	
Rhema	1.0	1.0	0.0	15	1.2	1.3	-0.1	1.2	1.3	-0.1	1.1	1.1	0.0	0.8	0.8	0.0	*	*	*	1.7	1.8	-0.1	
Rock	8.3	7.0	1.3	2	7.2	7.1	0.1	6.9	7.6	-0.7	6.4	5.7	0.7	2.7	2.1	0.6	1.3	0.7	0.6	7.1	6.3	0.8	
Sunshine FM	0.6	0.3	0.3	17	0.9	0.5	0.4	*	*	*	1.1	1.0	0.1	*	0.4	*	0.6	0.4	0.2	0.1	0.5	-0.4	
Tai FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
Tautoko FM	0.2	0.4	-0.2	18	0.2	0.4	-0.2	0.2	0.2	0.0	0.2	0.3	-0.1	1.0	0.7	0.3	*	*	*	1.2	0.9	0.3	
Te Hiku o Te Ika	0.1	*	*	19	*	0.2	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.5	0.8	-0.3
The Hits	6.0	5.4	0.6	5	4.3	3.6	0.7	7.4	5.5	1.9	4.1	3.8	0.3	1.3	1.1	0.2	0.5	0.6	-0.1	7.0	6.0	1.0	
The Sound	3.2	2.6	0.6	10	3.0	2.6	0.4	4.2	3.3	0.9	2.2	2.4	-0.2	0.7	0.8	-0.1	0.4	0.4	0.0	3.3	2.8	0.5	
ZM	0.9	0.6	0.3	16	1.2	1.2	0.0	1.6	1.2	0.4	1.0	0.7	0.3	0.4	0.5	-0.1	0.5	0.3	0.2	1.0	0.6	0.4	
MediaWorks Combo	39.6	38.8	0.8		32.6	32.3	0.3	35.3	35.3	0.0	34.2	32.3	1.9	12.8	15.1	-2.3	8.1	7.5	0.6	38.8	38.2	0.6	
NZME Combo	24.9	24.6	0.3		23.8	24.1	-0.3	26.7	25.2	1.5	22.0	21.6	0.4	10.2	11.0	-0.8	5.8	6.2	-0.4	29.8	30.5	-0.7	
All Commercial Radio	59.5	59.8	-0.3		50.9	51.8	-0.9	54.7	54.6	0.1	52.0	52.6	-0.6	23.2	26.5	-3.3	14.6	13.1	1.5	62.7	64.8	-2.1	

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 1 2020

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

Survey Comparisons: 4/2019 - 1/2020

This Survey Period: Sun Mar 31 to Sat Jun 8 2019 & Sun Jun 16 to Sat Nov 2 2019 & Sun Feb 2 to Sat Mar 28 2020

Last Survey Period: Sun Feb 3 to Sat Jun 8 & Sun Jun 16 to Sat Nov 2 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	11:34	-0:00	4:42	4:22	0:19	6:45	4:08	2:36	8:00	5:52	2:08	7:25	6:15	1:09	8:33	9:38	-1:04	14:12	14:02	0:09	7:19	6:27	0:52
Edge	4:46	5:33	-0:47	4:44	5:28	-0:43	5:48	7:38	-1:50	4:12	5:04	-0:51	4:20	5:15	-0:54	3:48	4:28	-0:39	2:16	1:51	0:24	4:37	4:24	0:13
Life FM	4:50	6:12	-1:21	0:43	0:51	-0:07	6:36	8:40	-2:03	5:20	8:23	-3:03	5:12	7:47	-2:35	2:45	0:15	2:30	10:36	11:04	-0:27	2:42	7:40	-4:57
Magic	9:09	10:07	-0:57	5:16	6:13	-0:56	6:35	6:49	-0:14	8:05	6:08	1:57	7:00	8:40	-1:40	5:22	8:55	-3:33	8:31	9:31	-0:59	3:41	5:10	-1:28
Mai FM	6:41	7:49	-1:07	9:31	14:06	-4:35	6:11	7:03	-0:51	7:17	8:14	-0:57	7:38	8:46	-1:08	5:00	6:30	-1:30	2:15	2:50	-0:35	5:03	9:26	-4:22
Mix	8:18	8:05	0:12	4:19	2:34	1:45	13:19	9:39	3:39	12:40	9:50	2:49	9:50	9:22	0:28	7:27	7:23	0:03	7:22	8:00	-0:38	8:00	8:45	-0:45
More FM	9:40	11:14	-1:34	4:22	3:57	0:24	9:23	8:20	1:03	8:19	10:28	-2:09	9:37	12:38	-3:00	10:39	11:57	-1:17	10:53	11:18	-0:25	8:52	11:13	-2:21
Newstalk ZB	16:10	14:28	1:41	18:03	2:45	15:18	2:07	1:21	0:46	3:17	3:00	0:17	8:39	9:18	-0:38	14:36	15:50	-1:13	16:38	15:59	0:38	9:24	12:25	-3:01
Ngati Hine FM	3:12	3:26	-0:14	0:15	0:15	0:00	2:49	3:06	-0:17	2:52	3:49	-0:56	3:51	4:28	-0:36	5:17	4:42	0:35	3:58	3:47	0:11	3:09	4:16	-1:07
Radio Hauraki	8:31	5:53	2:38	1:31	3:03	-1:32	3:37	3:05	0:32	3:43	5:21	-1:37	9:39	6:12	3:27	15:27	6:07	9:19	8:00	8:39	-0:39	5:47	7:13	-1:25
Radio Sport	4:15	3:41	0:33	*	*	*	2:45	2:45	0:00	3:55	3:57	-0:01	2:45	3:09	-0:23	2:06	2:43	-0:37	7:24	2:23	5:01	1:45	3:01	-1:16
Radio Waatea	0:30	0:30	0:00	*	*	*	*	*	*	*	*	*	0:30	0:30	0:00	0:30	0:30	0:00	*	*	*	*	*	*
Rhema	8:37	8:41	-0:04	5:30	5:30	0:00	2:31	2:25	0:05	4:38	5:43	-1:04	4:38	5:14	-0:35	20:06	20:00	0:05	12:31	12:29	0:02	4:44	4:20	0:23
Rock	8:30	9:41	-1:11	7:09	7:24	-0:14	7:16	8:31	-1:14	10:42	9:43	0:59	9:21	9:30	-0:08	7:02	10:09	-3:06	6:24	9:50	-3:25	9:08	8:11	0:57
Sunshine FM	1:57	2:25	-0:28	*	4:00	*	2:07	1:55	0:11	1:00	1:12	-0:12	1:00	1:12	-0:12	*	*	*	*	*	*	1:00	1:00	0:00
Tai FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Tautoko FM	7:55	8:56	-1:01	*	*	*	5:02	4:00	1:02	5:02	4:00	1:02	7:09	8:06	-0:56	15:00	12:14	2:45	11:15	10:03	1:11	4:00	4:00	0:00
Te Hiku o Te Ika	2:28	2:23	0:04	*	*	*	2:28	2:23	0:04	0:15	0:45	-0:30	0:15	0:45	-0:30	*	*	*	*	*	*	0:15	0:45	-0:30
The Hits	6:15	6:22	-0:06	6:40	5:02	1:37	5:28	5:09	0:18	3:04	3:47	-0:43	4:16	7:05	-2:49	7:36	9:06	-1:29	8:17	4:51	3:25	4:45	10:03	-5:18
The Sound	12:27	10:40	1:47	5:00	4:00	1:00	1:46	7:45	-5:58	8:34	9:06	-0:31	9:05	11:01	-1:55	10:44	13:02	-2:17	12:34	10:46	1:48	12:34	11:42	0:52
ZM	6:00	6:41	-0:41	11:31	18:14	-6:43	7:34	5:37	1:56	6:33	5:07	1:26	5:42	4:33	1:08	2:29	1:30	0:58	2:36	2:00	0:36	7:21	6:55	0:26
MediaWorks Combo	11:43	12:49	-1:06	7:54	8:29	-0:35	11:00	12:17	-1:16	11:37	11:47	-0:10	11:54	13:10	-1:16	11:53	14:20	-2:26	11:32	13:09	-1:37	9:50	10:42	-0:52
NZME Combo	12:32	12:12	0:19	9:31	7:00	2:30	7:55	6:32	1:23	7:28	7:34	-0:05	9:53	9:07	0:45	12:50	11:36	1:13	15:28	15:23	0:05	9:00	10:04	-1:04
All Commercial Radio	16:41	16:57	-0:15	10:50	10:48	0:02	14:43	15:04	-0:21	13:38	13:57	-0:19	16:15	16:24	-0:09	18:00	18:38	-0:37	17:01	17:55	-0:53	13:20	14:23	-1:03
Potential (000)	116.2	113.2	3.0	14.6	15.6	-1.0	25.5	22.9	2.6	28.6	26.6	2.0	45.3	43.0	2.3	35.6	34.9	0.7	34.7	34.0	0.7	17.4	15.8	1.6
Sample	814	802	12	74	77	-3	116	127	-11	167	194	-27	290	352	-62	257	283	-26	301	249	52	120	128	-8

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 1 2020

Average Time Spent Listening (hh:mm) by Daypart, People 10+
Survey Comparisons: 4/2019 - 1/2020

This Survey Period: Sun Mar 31 to Sat Jun 8 2019 & Sun Jun 16 to Sat Nov 2 2019 & Sun Feb 2 to Sat Mar 28 2020
Last Survey Period: Sun Feb 3 to Sat Jun 8 & Sun Jun 16 to Sat Nov 2 2019

	This	Last	+/-
Potential (000)	116.2	113.2	3.0
Sample Size	814	802	12

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

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