



NORTHLAND COMMERCIAL RADIO - SURVEY 3 2020

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

Survey Comparisons: 1/2020 - 3/2020

This Survey Period: Sun Jun 16 to Sat Nov 2 2019 & Sun Feb 2 to Sat Mar 28 2020 & Sun July 19 to Sat Sep 12 2020

Last 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

	All 10+				People 10-17				People 18-34				People 25-44				People 25-54				People 45-64				People 55-74				MGS with Kids			
	This	Last	+/-	Rank	This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-	
Coast	10.8	11.6	-0.8	3	0.7	3.1	-2.4		3.4	3.0	0.4		3.7	4.9	-1.2		4.7	4.8	-0.1		8.9	8.9	0.0		22.5	23.0	-0.5		6.6	9.6	-3.0	
Edge	6.6	5.8	0.8	5	20.3	18.1	2.2		17.1	13.7	3.4		10.6	7.9	2.7		7.7	6.4	1.3		3.1	3.3	-0.2		0.9	1.0	-0.1		11.2	10.5	0.7	
Gold / Mix*	5.6	5.5	0.1	6	5.0	4.9	0.1		4.6	5.5	-0.9		6.9	9.4	-2.5		6.2	7.9	-1.7		8.4	7.3	1.1		7.7	5.3	2.4		5.1	6.0	-0.9	
Life FM	1.5	0.8	0.7	14	0.5	0.4	0.1		7.4	2.9	4.5		5.0	2.2	2.8		2.6	1.2	1.4		0.1	*	*		0.6	0.7	-0.1		0.9	0.5	0.4	
Magic	4.7	5.4	-0.7	9	4.6	3.7	0.9		1.4	5.0	-3.6		1.5	4.1	-2.6		2.2	3.0	-0.8		3.4	2.8	0.6		4.4	5.9	-1.5		2.5	1.3	1.2	
Mai FM	4.4	4.5	-0.1	10	5.1	6.3	-1.2		12.9	13.2	-0.3		10.6	12.1	-1.5		7.0	7.3	-0.3		2.2	1.7	0.5		0.6	0.6	0.0		4.6	5.7	-1.1	
More FM	17.6	18.5	-0.9	1	17.1	16.8	0.3		12.4	14.9	-2.5		19.1	14.9	4.2		23.1	20.7	2.4		24.2	25.5	-1.3		15.3	19.1	-3.8		27.3	21.9	5.4	
Newstalk ZB	13.5	10.5	3.0	2	5.0	4.2	0.8		0.2	0.2	0.0		1.0	0.4	0.6		2.8	2.7	0.1		11.3	10.8	0.5		23.4	17.6	5.8		2.6	3.4	-0.8	
Ngati Hine FM	0.9	1.3	-0.4	15	0.2	0.2	0.0		3.2	2.8	0.4		1.6	1.9	-0.3		1.4	1.6	-0.2		1.0	1.2	-0.2		0.3	1.3	-1.0		2.4	3.4	-1.0	
Radio Hauraki	4.2	5.5	-1.3	11	0.4	1.2	-0.8		2.7	2.4	0.3		4.8	4.5	0.3		8.2	10.9	-2.7		7.0	9.6	-2.6		1.2	1.9	-0.7		5.9	8.3	-2.4	
Radio Waatea	*	*	*	*	*	*	*		*	*	*		*	*	*		*	*	*		*	*	*		0.1	*	*	*	*	*	*	
Rhema	1.8	1.4	0.4	13	1.3	1.0	0.3		0.8	0.7	0.1		1.1	1.2	-0.1		0.6	0.6	0.0		3.2	2.2	1.0		4.6	3.4	1.2		1.2	1.5	-0.3	
Rock	7.7	8.4	-0.7	4	6.8	11.5	-4.7		9.1	10.1	-1.0		18.3	19.5	-1.2		14.5	13.9	0.6		7.1	7.6	-0.5		1.7	4.2	-2.5		9.1	7.3	1.8	
Sunshine FM	0.2	0.2	0.0	17	*	*	*		1.2	0.9	0.3		0.2	0.2	0.0		0.1	0.1	0.0		*	*	*		*	*	*		0.2	0.3	-0.1	
Tai FM	*	*	*	*	*	*	*		*	*	*		*	*	*		*	*	*		*	*	*		*	*	*		*	*	*	
Tautoko FM	0.7	0.7	0.0	16	0.2	*	*		1.9	1.5	0.4		1.3	1.3	0.0		1.0	1.2	-0.2		0.4	0.6	-0.2		0.7	0.6	0.1		1.0	1.1	-0.1	
Te Hiku o Te Ika	0.1	0.1	0.0	18	*	*	*		0.7	0.6	0.1		*	*	*		*	*	*		*	*	*		*	*	*		*	*	*	
The Hits	5.2	5.6	-0.4	8	15.5	13.6	1.9		3.6	7.3	-3.7		2.8	3.5	-0.7		4.5	4.1	0.4		6.1	4.9	1.2		4.6	4.3	0.3		5.0	5.5	-0.5	
The Sound	5.5	5.7	-0.2	7	1.1	0.7	0.4		1.2	0.5	0.7		2.9	4.0	-1.1		4.5	5.2	-0.7		7.9	7.6	0.3		7.5	7.2	0.3		6.3	7.1	-0.8	
ZM	2.3	1.2	1.1	12	7.5	6.3	1.2		5.0	3.0	2.0		5.4	2.6	2.8		3.8	1.5	2.3		1.1	0.3	0.8		0.2	0.2	0.0		5.8	3.9	1.9	
MediaWorks Combo	47.8	49.8	-2.0		59.8	62.3	-2.5		55.7	60.7	-5.0		64.2	64.8	-0.6		60.3	58.1	2.2		48.8	49.1	-0.3		31.6	38.9	-7.3		61.4	54.0	7.4	
NZME Combo	41.8	40.9	0.9		37.4	35.6	1.8		19.7	22.7	-3.0		24.7	26.5	-1.8		30.3	32.8	-2.5		42.9	42.2	0.7		59.5	53.1	6.4		31.1	37.0	-5.9	
Potential (000)	116.2	116.2	0.0		15.4	14.6	0.8		24.7	25.5	-0.8		28.6	28.6	0.0		45.3	45.3	0.0		35.6	35.6	0.0		34.7	34.7	0.0		18.3	17.4	0.9	
Sample	849	814	35		79	74	5		115	116	-1		168	167	1		326	290	36		296	257	39		296	301	-5		135	120	15	

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

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

NZME Combo: Coast or Gold (from S3 2020) or Mix (until S1 2020) or Newstalk ZB or Radio Hauraki or Radio Sport (until S1 2020) or The Hits or ZM or internet only listening to Hokonui or Flava

Please note: Due to COVID-19 survey 2 was cancelled, last survey in this report is Survey 1 2020.

*Gold / Mix includes a combination of Gold and Mix for Sun Jun 16 to Sat Nov 2 2019 & Sun Feb 2 to Sat Mar 28 2020.



NORTHLAND COMMERCIAL RADIO - SURVEY 3 2020

Station Share (%) by Daypart, People 10+
Survey Comparisons: 1/2020 - 3/2020

This Survey Period: Sun Jun 16 to Sat Nov 2 2019 & Sun Feb 2 to Sat Mar 28 2020 & Sun July 19 to Sat Sep 12 2020
Last 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

	This	Last	+/-
Potential (000)	116.2	116.2	0.0
Sample Size	849	814	35

	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	7.3	8.4	-1.1	3	11.1	12.4	-1.3		10.9	11.7	-0.8		10.9	11.9	-1.0		13.7	10.9	2.8		8.0	6.3	1.7		13.4	14.4	-1.0	
Edge	5.5	4.9	0.6	7	5.9	4.8	1.1		7.4	6.7	0.7		8.8	7.4	1.4		8.5	8.0	0.5		7.8	9.3	-1.5		5.9	5.0	0.9	
Gold / Mix*	5.3	6.4	-1.1	8	5.7	6.0	-0.3		6.3	6.3	0.0		5.8	5.0	0.8		5.0	5.3	-0.3		6.9	3.4	3.5		4.8	4.3	0.5	
Life FM	0.9	1.1	-0.2	15	1.8	0.6	1.2		3.0	1.0	2.0		1.3	0.4	0.9		0.6	0.6	0.0		*	*	*		1.0	0.9	0.1	
Magic	4.2	5.4	-1.2	10	6.2	6.9	-0.7		4.2	3.8	0.4		4.1	6.2	-2.1		5.8	5.9	-0.1		3.4	2.6	0.8		4.6	5.5	-0.9	
Mai FM	5.6	5.8	-0.2	5	2.8	2.8	0.0		3.1	3.1	0.0		7.0	6.6	0.4		1.4	2.5	-1.1		2.0	2.1	-0.1		5.5	5.7	-0.2	
More FM	23.8	24.7	-0.9	1	17.0	18.1	-1.1		17.3	19.3	-2.0		18.6	17.2	1.4		6.5	7.4	-0.9		8.1	8.9	-0.8		17.1	17.5	-0.4	
Newstalk ZB	18.5	14.4	4.1	2	8.1	6.1	2.0		8.6	6.6	2.0		9.8	9.6	0.2		21.0	17.7	3.3		35.7	32.1	3.6		12.9	10.2	2.7	
Ngati Hine FM	1.1	1.3	-0.2	14	0.9	1.2	-0.3		0.6	0.8	-0.2		0.8	1.7	-0.9		1.5	1.6	-0.1		2.2	2.8	-0.6		0.8	1.4	-0.6	
Radio Hauraki	2.0	2.3	-0.3	11	6.0	8.2	-2.2		7.5	9.7	-2.2		5.4	6.4	-1.0		2.3	2.7	-0.4		0.1	0.1	0.0		2.4	3.2	-0.8	
Radio Waatea	*	*	*	*	0.1	*	*		*	*	*		*	*	*		0.1	*	*		*	*	*		*	*	*	
Rhema	2.0	0.8	1.2	11	2.1	1.8	0.3		1.2	1.1	0.1		2.0	1.6	0.4		2.3	2.5	-0.2		0.2	*	*		1.9	1.8	0.1	
Rock	6.7	7.4	-0.7	4	8.5	9.0	-0.5		7.3	7.7	-0.4		8.8	9.5	-0.7		8.6	8.9	-0.3		6.6	7.5	-0.9		7.8	8.8	-1.0	
Sunshine FM	0.1	0.1	0.0	17	0.4	0.3	0.1		*	*	*		0.6	0.5	0.1		*	*	*		1.1	1.3	-0.2		*	*	*	
Tai FM	*	*	*	*	*	*	*		*	*	*		*	*	*		*	*	*		*	*	*		*	*	*	
Tautoko FM	0.2	0.2	0.0	16	0.2	0.2	0.0		0.3	0.4	-0.1		0.2	0.3	-0.1		4.7	4.6	0.1		*	*	*		1.2	1.3	-0.1	
Te Hiku o Te Ika	*	*	*	*	*	*	*		*	*	*		*	*	*		*	*	*		*	*	*		0.5	0.4	0.1	
The Hits	5.6	5.8	-0.2	5	4.8	5.6	-0.8		5.1	6.7	-1.6		5.0	5.2	-0.2		5.6	5.8	-0.2		0.9	1.2	-0.3		6.1	5.3	0.8	
The Sound	4.3	4.2	0.1	9	8.1	8.0	0.1		7.9	8.5	-0.6		2.7	2.8	-0.1		1.6	1.6	0.0		0.9	0.9	0.0		5.4	5.8	-0.4	
ZM	1.5	0.7	0.8	13	3.3	1.5	1.8		3.5	1.4	2.1		2.0	0.8	1.2		2.4	2.5	-0.1		4.0	4.3	-0.3		1.1	0.7	0.4	
MediaWorks Combo	51.6	54.5	-2.9		49.4	50.2	-0.8		48.3	50.3	-2.0		50.8	51.0	-0.2		34.8	35.8	-1.0		33.9	38.3	-4.4		47.4	49.4	-2.0	
NZME Combo	40.2	38.8	1.4		39.0	40.1	-1.1		42.3	42.7	-0.4		39.5	40.0	-0.5		50.0	45.4	4.6		55.9	47.4	8.5		41.2	40.1	1.1	

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

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

NZME Combo: Coast or Gold (from S3 2020) or Mix (until S1 2020) or Newstalk ZB or Radio Hauraki or Radio Sport (until S1 2020) or The Hits or ZM or internet only listening to Hokonui or Flava

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NORTHLAND COMMERCIAL RADIO - SURVEY 3 2020

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

Survey Comparisons: 1/2020 - 3/2020

This Survey Period: Sun Jun 16 to Sat Nov 2 2019 & Sun Feb 2 to Sat Mar 28 2020 & Sun July 19 to Sat Sep 12 2020

Last 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

	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	12.8	13.4	-0.6	3	0.2	0.7	-0.5		1.1	1.1	0.0		1.7	1.8	-0.1		3.8	3.8	0.0		5.1	5.4	-0.3		6.7	6.8	-0.1		2.0	2.5	-0.5	
Edge	18.3	16.3	2.0	2	3.6	3.7	-0.1		7.0	5.8	1.2		7.7	5.7	2.0		10.6	8.6	2.0		4.7	4.5	0.2		2.2	1.9	0.3		5.6	4.4	1.2	
Gold / Mix*	7.5	8.8	-1.3	10	1.0	1.1	-0.1		0.8	1.0	-0.2		1.8	2.2	-0.4		4.2	4.6	-0.4		4.3	5.1	-0.8		2.3	3.0	-0.7		1.2	1.4	-0.2	
Life FM	3.4	2.2	1.2	13	0.7	0.5	0.2		1.7	1.1	0.6		2.1	1.2	0.9		2.2	1.3	0.9		0.2	0.1	0.1		0.4	0.3	0.1		0.7	0.4	0.3	
Magic	7.7	7.8	-0.1	9	0.8	0.7	0.1		1.0	1.8	-0.8		0.9	1.5	-0.6		2.3	2.5	-0.2		2.9	2.7	0.2		2.6	2.9	-0.3		0.9	0.7	0.2	
Mai FM	8.6	9.0	-0.4	7	0.6	0.7	-0.1		4.6	5.2	-0.6		4.4	5.0	-0.6		5.0	5.5	-0.5		2.3	1.7	0.6		1.6	1.2	0.4		1.9	2.2	-0.3	
More FM	26.1	25.5	0.6	1	4.2	3.8	0.4		3.4	3.9	-0.5		6.6	5.4	1.2		14.1	12.5	1.6		12.8	12.5	0.3		6.8	7.4	-0.6		6.3	4.8	1.5	
Newstalk ZB	10.7	8.7	2.0	6	0.3	0.2	0.1		0.2	0.2	0.0		0.6	0.4	0.2		2.5	1.8	0.7		4.2	3.8	0.4		5.4	4.4	1.0		0.6	0.7	-0.1	
Ngati Hine FM	5.0	5.4	-0.4	12	0.7	0.9	-0.2		2.5	2.5	0.0		2.0	2.0	0.0		2.6	2.4	0.2		1.4	1.2	0.2		0.9	1.4	-0.5		2.2	2.1	0.1	
Radio Hauraki	8.5	8.5	0.0	8	0.4	0.8	-0.4		1.5	1.6	-0.1		3.9	3.6	0.3		6.4	6.5	-0.1		3.0	3.2	-0.2		1.4	1.0	0.4		2.9	2.8	0.1	
Radio Waatea	0.4	0.1	0.3	19	*	*	*		*	*	*		*	*	*		*	0.1	*		*	0.1	*		0.3	*	*		*	*	*	
Rhema	3.0	2.2	0.8	14	0.2	0.2	0.0		0.8	0.7	0.1		0.9	0.8	0.1		0.9	0.8	0.1		1.4	0.6	0.8		1.8	1.1	0.7		0.3	0.6	-0.3	
Rock	10.8	13.1	-2.3	5	1.2	1.6	-0.4		2.0	3.4	-1.4		4.2	5.5	-1.3		7.7	8.6	-0.9		5.0	5.6	-0.6		1.8	2.8	-1.0		2.1	1.5	0.6	
Sunshine FM	1.3	1.2	0.1	17	*	*	*		1.1	1.0	0.1		0.6	0.6	0.0		0.6	0.6	0.0		*	*	*		*	*	*		0.5	0.5	0.0	
Tai FM	*	*	*	*	*	*	*		*	*	*		*	*	*		*	*	*		*	*	*		*	*	*		*	*	*	
Tautoko FM	1.6	1.2	0.4	16	0.4	*	*		0.8	0.8	0.0		0.8	0.8	0.0		1.0	1.0	0.0		0.1	0.2	-0.1		0.2	0.2	0.0		0.6	0.5	0.1	
Te Hiku o Te Ika	0.6	0.6	0.0	18	*	*	*		0.6	0.6	0.0		0.1	0.1	0.0		0.1	0.1	0.0		*	*	*		*	*	*		0.1	0.1	0.0	
The Hits	12.2	11.9	0.3	4	2.4	2.0	0.4		2.7	3.2	-0.5		3.3	3.4	-0.1		6.1	5.6	0.5		4.1	3.4	0.7		2.2	2.2	0.0		2.6	2.2	0.4	
The Sound	5.5	6.1	-0.6	11	0.2	0.1	0.1		0.9	0.7	0.2		1.4	1.4	0.0		3.1	3.3	-0.2		3.2	3.7	-0.5		2.0	2.4	-0.4		1.2	1.1	0.1	
ZM	3.0	2.7	0.3	14	1.1	0.5	0.6		0.9	1.0	-0.1		1.0	1.2	-0.2		1.6	1.5	0.1		0.6	0.6	0.0		0.3	0.3	0.0		1.2	1.0	0.2	
MediaWorks Combo	54.9	56.6	-1.7		7.4	7.7	-0.3		12.7	13.5	-0.8		17.6	16.7	0.9		29.1	28.3	0.8		20.5	21.5	-1.0		12.7	14.1	-1.4		13.4	10.6	2.8	
NZME Combo	43.5	43.4	0.1		4.6	3.7	0.9		5.5	7.0	-1.5		10.2	10.6	-0.4		19.2	19.3	-0.1		16.5	17.1	-0.6		14.4	14.4	0.0		8.0	7.9	0.1	
All Commercial Radio	79.3	79.7	-0.4		8.9	9.0	-0.1		15.8	16.6	-0.8		22.7	22.0	0.7		36.4	35.7	0.7		28.3	28.9	-0.6		24.2	24.6	-0.4		16.1	14.5	1.6	
Potential (000)	116.2	116.2	0.0		15.4	14.6	0.8		24.7	25.5	-0.8		28.6	28.6	0.0		45.3	45.3	0.0		35.6	35.6	0.0		34.7	34.7	0.0		18.3	17.4	0.9	
Sample	849	814	35		79	74	5		115	116	-1		168	167	1		326	290	36		296	257	39		296	301	-5		135	120	15	

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

NZME Combo: Coast or Gold (from S3 2020) or Mix (until S1 2020) or Newstalk ZB or Radio Hauraki or Radio Sport (until S1 2020) or The Hits or ZM or internet only listening to Hokonui or Flava

Please note: Due to COVID-19 survey 2 was cancelled, last survey in this report is Survey 1 2020.

*Gold / Mix includes a combination of Gold and Mix for Sun Jun 16 to Sat Nov 2 2019 & Sun Feb 2 to Sat Mar 28 2020.



NORTHLAND COMMERCIAL RADIO - SURVEY 3 2020

Cumulative Audience (000's) by Daypart, People 10+
Survey Comparisons: 1/2020 - 3/2020

This Survey Period: Sun Jun 16 to Sat Nov 2 2019 & Sun Feb 2 to Sat Mar 28 2020 & Sun July 19 to Sat Sep 12 2020

Last 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

	This	Last	+/-
Potential (000)	116.2	116.2	0.0
Sample Size	849	814	35

	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	5.6	5.1	0.5	6	6.8	7.4	-0.6	6.8	7.7	-0.9	4.9	5.5	-0.6	2.4	2.5	-0.1	1.3	1.3	0.0	8.8	9.4	-0.6
Edge	8.1	7.9	0.2	2	7.6	7.0	0.6	9.3	7.6	1.7	5.7	5.8	-0.1	3.0	2.3	0.7	2.7	2.9	-0.2	9.8	8.1	1.7
Gold / Mix*	4.6	5.2	-0.6	7	3.7	4.5	-0.8	4.2	4.8	-0.6	3.8	3.7	0.1	1.1	1.0	0.1	0.8	0.7	0.1	5.1	5.6	-0.5
Life FM	1.3	1.2	0.1	14	1.3	0.7	0.6	2.3	1.3	1.0	1.6	0.9	0.7	0.9	0.9	0.0	*	*	*	1.9	1.5	0.4
Magic	3.9	4.8	-0.9	8	3.9	4.8	-0.9	3.0	2.5	0.5	3.4	4.7	-1.3	2.3	2.4	-0.1	1.0	0.5	0.5	4.3	5.2	-0.9
Mai FM	3.7	4.2	-0.5	9	3.8	3.1	0.7	5.2	4.7	0.5	3.6	4.6	-1.0	0.9	1.9	-1.0	0.6	0.5	0.1	5.2	5.4	-0.2
More FM	17.7	18.0	-0.3	1	12.9	13.1	-0.2	14.7	14.5	0.2	13.9	13.6	0.3	3.4	4.0	-0.6	1.6	1.6	0.0	17.6	16.1	1.5
Newstalk ZB	7.6	6.1	1.5	3	4.7	3.6	1.1	5.0	4.0	1.0	5.0	4.1	0.9	4.2	3.6	0.6	4.4	3.1	1.3	8.5	6.5	2.0
Ngati Hine FM	1.7	2.1	-0.4	13	1.3	1.8	-0.5	1.2	1.6	-0.4	1.5	2.0	-0.5	1.3	1.4	-0.1	1.2	1.0	0.2	1.9	3.0	-1.1
Radio Hauraki	2.9	2.8	0.1	10	4.2	5.4	-1.2	4.8	4.6	0.2	3.8	4.2	-0.4	1.6	1.2	0.4	0.1	0.1	0.0	4.4	4.1	0.3
Radio Waatea	*	*	*	*	0.1	*	*	*	*	*	*	0.1	*	0.2	*	*	0.1	*	*	*	*	*
Rhema	2.3	1.0	1.3	12	2.0	1.2	0.8	1.0	1.2	-0.2	1.7	1.1	0.6	0.8	0.8	0.0	0.5	*	*	2.0	1.7	0.3
Rock	6.7	8.3	-1.6	4	5.6	7.2	-1.6	6.1	6.9	-0.8	5.3	6.4	-1.1	2.6	2.7	-0.1	1.9	1.3	0.6	6.6	7.1	-0.5
Sunshine FM	0.7	0.6	0.1	16	1.0	0.9	0.1	*	*	*	1.2	1.1	0.1	*	*	*	0.7	0.6	0.1	0.1	0.1	0.0
Tai FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Tautoko FM	0.2	0.2	0.0	17	0.2	0.2	0.0	0.6	0.2	0.4	0.1	0.2	-0.1	1.0	1.0	0.0	*	*	*	1.2	1.2	0.0
Te Hiku o Te Ika	0.1	0.1	0.0	18	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.5	0.5	0.0
The Hits	5.7	6.0	-0.3	5	3.6	4.3	-0.7	6.7	7.4	-0.7	4.6	4.1	0.5	1.5	1.3	0.2	0.5	0.5	0.0	7.8	7.0	0.8
The Sound	2.8	3.2	-0.4	11	2.8	3.0	-0.2	3.8	4.2	-0.4	2.2	2.2	0.0	0.8	0.7	0.1	0.4	0.4	0.0	2.8	3.3	-0.5
ZM	1.2	0.9	0.3	15	1.4	1.2	0.2	2.3	1.6	0.7	1.2	1.0	0.2	0.4	0.4	0.0	0.8	0.5	0.3	1.1	1.0	0.1
MediaWorks Combo	36.4	39.6	-3.2		30.4	32.6	-2.2	34.3	35.3	-1.0	30.8	34.2	-3.4	11.7	12.8	-1.1	8.8	8.1	0.7	38.2	38.8	-0.6
NZME Combo	25.0	24.9	0.1		21.4	23.8	-2.4	25.8	26.7	-0.9	22.5	22.0	0.5	10.6	10.2	0.4	7.6	5.8	1.8	30.7	29.8	0.9
All Commercial Radio	57.7	59.5	-1.8		49.0	50.9	-1.9	54.0	54.7	-0.7	49.4	52.0	-2.6	22.5	23.2	-0.7	16.7	14.6	2.1	62.5	62.7	-0.2

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

NZME Combo: Coast or Gold (from S3 2020) or Mix (until S1 2020) or Newstalk ZB or Radio Hauraki or Radio Sport (until S1 2020) or The Hits or ZM or internet only listening to Hokonui or Flava

Please note: Due to COVID-19 survey 2 was cancelled, last survey in this report is Survey 1 2020.

*Gold / Mix includes a combination of Gold and Mix for Sun Jun 16 to Sat Nov 2 2019 & Sun Feb 2 to Sat Mar 28 2020.



NORTHLAND COMMERCIAL RADIO - SURVEY 3 2020

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

Survey Comparisons: 1/2020 - 3/2020

This Survey Period: Sun Jun 16 to Sat Nov 2 2019 & Sun Feb 2 to Sat Mar 28 2020 & Sun July 19 to Sat Sep 12 2020

Last 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

	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	11:15	11:34	-0:19	3:15	4:42	-1:27	6:37	6:45	-0:07	6:50	8:00	-1:10	7:28	7:25	0:03	8:55	8:33	0:22	13:30	14:12	-0:41	7:30	7:19	0:10
Edge	4:48	4:46	0:01	5:23	4:44	0:38	5:16	5:48	-0:32	4:21	4:12	0:08	4:23	4:20	0:02	3:24	3:48	-0:24	1:43	2:16	-0:33	4:32	4:37	-0:04
Gold / Mix*	9:48	8:18	1:30	4:59	4:19	0:40	13:00	13:19	-0:18	12:20	12:40	-0:20	8:50	9:50	-0:59	10:05	7:27	2:38	13:39	7:22	6:17	9:21	8:00	1:21
Life FM	5:49	4:50	0:58	0:45	0:43	0:01	9:11	6:36	2:35	7:21	5:20	2:01	7:08	5:12	1:56	1:39	2:45	-1:05	6:49	10:36	-3:47	2:56	2:42	0:13
Magic	8:01	9:09	-1:07	5:19	5:16	0:02	2:59	6:35	-3:35	5:32	8:05	-2:32	5:49	7:00	-1:11	6:00	5:22	0:38	6:59	8:31	-1:32	6:25	3:41	2:44
Mai FM	6:43	6:41	0:02	7:50	9:31	-1:40	6:01	6:11	-0:10	7:44	7:17	0:26	8:26	7:38	0:48	4:55	5:00	-0:04	1:35	2:15	-0:40	5:21	5:03	0:17
More FM	8:56	9:40	-0:43	3:56	4:22	-0:25	7:48	9:23	-1:34	9:10	8:19	0:51	9:55	9:37	0:17	9:40	10:39	-0:58	9:01	10:53	-1:52	9:45	8:52	0:52
Newstalk ZB	16:45	16:10	0:35	18:09	18:03	0:05	2:07	2:07	-0:00	5:15	3:17	1:57	6:51	8:39	-1:48	13:47	14:36	-0:49	17:19	16:38	0:41	10:17	9:24	0:52
Ngati Hine FM	2:31	3:12	-0:41	0:15	0:15	0:00	2:45	2:49	-0:04	2:30	2:52	-0:21	3:17	3:51	-0:34	3:22	5:17	-1:55	1:30	3:58	-2:28	2:26	3:09	-0:42
Radio Hauraki	6:31	8:31	-2:00	1:00	1:31	-0:31	3:46	3:37	0:08	3:53	3:43	0:10	7:42	9:39	-1:57	12:00	15:27	-3:27	3:14	8:00	-4:45	4:33	5:47	-1:14
Radio Waatea	0:48	0:30	0:18	*	*	*	*	*	*	*	*	*	0:30	0:30	0:00	0:30	0:30	0:00	0:51	*	*	*	*	*
Rhema	7:45	8:37	-0:51	5:30	5:30	0:00	2:13	2:31	-0:18	3:40	4:38	-0:58	3:40	4:38	-0:58	11:32	20:06	-8:34	10:08	12:31	-2:23	9:20	4:44	4:35
Rock	9:25	8:30	0:54	5:31	7:09	-1:37	10:02	7:16	2:45	13:43	10:42	3:01	11:23	9:21	2:01	7:21	7:02	0:18	3:50	6:24	-2:33	9:44	9:08	0:36
Sunshine FM	2:04	1:57	0:07	*	*	*	2:18	2:07	0:10	1:00	1:00	0:00	1:00	1:00	0:00	*	*	*	*	*	*	1:00	1:00	0:00
Tai FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Tautoko FM	5:39	7:55	-2:16	0:30	*	*	5:02	5:02	-0:00	5:02	5:02	-0:00	6:31	7:09	-0:37	15:00	15:00	0:00	11:15	11:15	0:00	4:00	4:00	0:00
Te Hiku o Te Ika	2:35	2:28	0:06	*	*	*	2:35	2:28	0:06	0:15	0:15	0:00	0:15	0:15	0:00	*	*	*	*	*	*	0:15	0:15	0:00
The Hits	5:38	6:15	-0:37	6:10	6:40	-0:29	2:55	5:28	-2:32	2:43	3:04	-0:20	4:27	4:16	0:10	7:42	7:36	0:05	8:23	8:17	0:06	4:18	4:45	-0:27
The Sound	13:07	12:27	0:40	4:52	5:00	-0:07	2:53	1:46	1:06	6:52	8:34	-1:42	8:40	9:05	-0:24	12:27	10:44	1:43	15:17	12:34	2:42	11:32	12:34	-1:01
ZM	10:07	6:00	4:06	6:35	11:31	-4:55	12:44	7:34	5:10	16:18	6:33	9:44	14:33	5:42	8:51	10:09	2:29	7:39	2:06	2:36	-0:29	10:50	7:21	3:28
MediaWorks Combo	11:33	11:43	-0:09	7:49	7:54	-0:05	9:28	11:00	-1:32	11:33	11:37	-0:04	12:30	11:54	0:36	12:14	11:53	0:20	10:01	11:32	-1:31	10:21	9:50	0:31
NZME Combo	12:46	12:32	0:13	7:47	9:31	-1:43	7:40	7:55	-0:15	7:42	7:28	0:13	9:32	9:53	-0:20	13:22	12:50	0:32	16:36	15:28	1:07	8:49	9:00	-0:10
All Commercial Radio	16:43	16:41	0:02	10:53	10:50	0:02	13:38	14:43	-1:04	14:00	13:38	0:21	16:35	16:15	0:20	18:10	18:00	0:09	16:38	17:01	-0:22	14:01	13:20	0:40
Potential (000)	116.2	116.2	0.0	15.4	14.6	0.8	24.7	25.5	-0.8	28.6	28.6	0.0	45.3	45.3	0.0	35.6	35.6	0.0	34.7	34.7	0.0	18.3	17.4	0.9
Sample	849	814	35	79	74	5	115	116	-1	168	167	1	326	290	36	296	257	39	296	301	-5	135	120	15

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

NZME Combo: Coast or Gold (from S3 2020) or Mix (until S1 2020) or Newstalk ZB or Radio Hauraki or Radio Sport (until S1 2020) or The Hits or ZM or internet only listening to Hokonui or Flava

Please note: Due to COVID-19 survey 2 was cancelled, last survey in this report is Survey 1 2020.

*Gold / Mix includes a combination of Gold and Mix for Sun Jun 16 to Sat Nov 2 2019 & Sun Feb 2 to Sat Mar 28 2020.



NORTHLAND COMMERCIAL RADIO - SURVEY 3 2020

Average Time Spent Listening (hh:mm) by Daypart, People 10+
Survey Comparisons: 1/2020 - 3/2020

This Survey Period: Sun Jun 16 to Sat Nov 2 2019 & Sun Feb 2 to Sat Mar 28 2020 & Sun July 19 to Sat Sep 12 2020

Last 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

	This	Last	+/-
Potential (000)	116.2	116.2	0.0
Sample Size	849	814	35

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

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

NZME Combo: Coast or Gold (from S3 2020) or Mix (until S1 2020) or Newstalk ZB or Radio Hauraki or Radio Sport (until S1 2020) or The Hits or ZM or internet only listening to Hokonui or Flava

Please note: Due to COVID-19 survey 2 was cancelled, last survey in this report is Survey 1 2020.

*Gold / Mix includes a combination of Gold and Mix for Sun Jun 16 to Sat Nov 2 2019 & Sun Feb 2 to Sat Mar 28 2020.