



NORTHLAND COMMERCIAL RADIO - SURVEY 4 2020

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

Survey Comparisons: 3/2020 - 4/2020

This Survey Period: Sun Aug 25 to Sat Nov 2 2019 & Sun Feb 2 to Sat Mar 28 2020 & Sun July 19 to Sat Nov 14 2020

Last 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

	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	10.8	0.6	3	*	0.7	*	2.9	3.4	-0.5		2.8	3.7	-0.9		4.0	4.7	-0.7		10.1	8.9	1.2		23.5	22.5	1.0		6.1	6.6	-0.5		
Edge	7.1	6.6	0.5	5	12.3	20.3	-8.0		20.0	17.1	2.9		13.9	10.6	3.3		9.6	7.7	1.9		2.9	3.1	-0.2		0.8	0.9	-0.1		16.0	11.2	4.8	
Gold*	5.4	5.6	-0.2	7	4.4	5.0	-0.6		4.8	4.6	0.2		6.6	6.9	-0.3		5.9	6.2	-0.3		8.4	8.4	0.0		7.2	7.7	-0.5		4.0	5.1	-1.1	
Life FM	1.6	1.5	0.1	13	1.2	0.5	0.7		6.2	7.4	-1.2		4.4	5.0	-0.6		2.5	2.6	-0.1		0.4	0.1	0.3		1.0	0.6	0.4		0.7	0.9	-0.2	
Magic	5.4	4.7	0.7	7	4.1	4.6	-0.5		3.8	1.4	2.4		3.3	1.5	1.8		3.3	2.2	1.1		4.7	3.4	1.3		5.6	4.4	1.2		6.3	2.5	3.8	
Mai FM	2.4	4.4	-2.0	12	6.1	5.1	1.0		6.6	12.9	-6.3		3.8	10.6	-6.8		3.4	7.0	-3.6		1.7	2.2	-0.5		0.1	0.6	-0.5		2.0	4.6	-2.6	
More FM	19.5	17.6	1.9	1	29.7	17.1	12.6		10.6	12.4	-1.8		18.4	19.1	-0.7		23.8	23.1	0.7		25.7	24.2	1.5		17.3	15.3	2.0		22.3	27.3	-5.0	
Newstalk ZB	12.5	13.5	-1.0	2	3.5	5.0	-1.5		0.7	0.2	0.5		5.0	1.0	4.0		4.3	2.8	1.5		7.3	11.3	-4.0		19.7	23.4	-3.7		4.7	2.6	2.1	
Ngati Hine FM	0.7	0.9	-0.2	15	*	0.2	*		2.1	3.2	-1.1		1.4	1.6	-0.2		1.2	1.4	-0.2		0.6	1.0	-0.4		0.1	0.3	-0.2		2.0	2.4	-0.4	
Radio Hauraki	3.7	4.2	-0.5	11	*	0.4	*		1.6	2.7	-1.1		3.0	4.8	-1.8		6.8	8.2	-1.4		7.1	7.0	0.1		1.5	1.2	0.3		4.2	5.9	-1.7	
Radio Waatea	*	*	*	*	*	*	*		*	*	*		*	*	*		*	*	*		*	*	*		0.1	0.1	0.0		*	*	*	
Rhema	1.2	1.8	-0.6	14	0.7	1.3	-0.6		1.0	0.8	0.2		1.0	1.1	-0.1		0.5	0.6	-0.1		1.8	3.2	-1.4		2.8	4.6	-1.8		1.1	1.2	-0.1	
Rock	7.6	7.7	-0.1	4	3.5	6.8	-3.3		10.6	9.1	1.5		13.5	18.3	-4.8		13.8	14.5	-0.7		10.1	7.1	3.0		2.6	1.7	0.9		5.5	9.1	-3.6	
Sunshine FM	0.2	0.2	0.0	17	*	*	*		1.0	1.2	-0.2		*	0.2	*		*	0.1	*		*	*	*		*	*	*		*	0.2	*	
Tai FM	*	*	*	*	*	*	*		*	*	*		*	*	*		*	*	*		*	*	*		*	*	*		*	*	*	
Tautoko FM	0.5	0.7	-0.2	16	0.3	0.2	0.1		1.2	1.9	-0.7		0.8	1.3	-0.5		0.8	1.0	-0.2		0.4	0.4	0.0		0.5	0.7	-0.2		0.6	1.0	-0.4	
Te Hiku o Te Ika	*	0.1	*	*	*	*	*		*	0.7	*		*	*	*		*	*	*		*	*	*		*	*	*		*	*	*	
The Hits	4.7	5.2	-0.5	9	14.4	15.5	-1.1		2.5	3.6	-1.1		2.4	2.8	-0.4		3.5	4.5	-1.0		5.5	6.1	-0.6		5.1	4.6	0.5		3.9	5.0	-1.1	
The Sound	5.8	5.5	0.3	6	2.2	1.1	1.1		0.8	1.2	-0.4		3.2	2.9	0.3		4.4	4.5	-0.1		8.2	7.9	0.3		8.7	7.5	1.2		7.7	6.3	1.4	
ZM	4.2	2.3	1.9	10	7.9	7.5	0.4		12.9	5.0	7.9		11.2	5.4	5.8		7.7	3.8	3.9		1.9	1.1	0.8		0.1	0.2	-0.1		11.2	5.8	5.4	
MediaWorks Combo	49.0	47.8	1.2		63.3	59.8	3.5		52.7	55.7	-3.0		57.2	64.2	-7.0		59.3	60.3	-1.0		54.1	48.8	5.3		35.9	31.6	4.3		60.3	61.4	-1.1	
NZME Combo	42.6	41.8	0.8		34.1	37.4	-3.3		28.5	19.7	8.8		33.1	24.7	8.4		33.3	30.3	3.0		40.3	42.9	-2.6		57.1	59.5	-2.4		34.2	31.1	3.1	
Potential (000)	116.2	116.2	0.0		15.3	15.4	-0.1		24.8	24.7	0.1		28.6	28.6	0.0		45.3	45.3	0.0		35.6	35.6	0.0		34.7	34.7	0.0		19.6	18.3	1.3	
Sample	844	849	-5		72	79	-7		122	115	7		162	168	-6		321	326	-5		284	296	-12		294	296	-2		144	135	9	

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 Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Hokonui or Flava

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



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Station Share (%) by Daypart, People 10+
Survey Comparisons: 3/2020 - 4/2020

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	This	Last	+/-
Potential (000)	116.2	116.2	0.0
Sample Size	844	849	-5

	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	7.2	7.3	-0.1	3	12.4	11.1	1.3	11.0	10.9	0.1	12.0	10.9	1.1	16.8	13.7	3.1	7.9	8.0	-0.1	14.1	13.4	0.7
Edge	6.2	5.5	0.7	4	8.5	5.9	2.6	7.3	7.4	-0.1	9.2	8.8	0.4	6.9	8.5	-1.6	5.6	7.8	-2.2	6.0	5.9	0.1
Gold*	4.9	5.3	-0.4	7	5.3	5.7	-0.4	5.3	6.3	-1.0	5.7	5.8	-0.1	7.3	5.0	2.3	7.6	6.9	0.7	4.8	4.8	0.0
Life FM	0.3	0.9	-0.6	14	2.2	1.8	0.4	3.6	3.0	0.6	1.9	1.3	0.6	0.5	0.6	-0.1	*	*	*	0.8	1.0	-0.2
Magic	5.5	4.2	1.3	6	5.9	6.2	-0.3	5.0	4.2	0.8	6.8	4.1	2.7	7.2	5.8	1.4	5.0	3.4	1.6	4.7	4.6	0.1
Mai FM	2.3	5.6	-3.3	11	1.2	2.8	-1.6	2.8	3.1	-0.3	2.7	7.0	-4.3	0.1	1.4	-1.3	1.4	2.0	-0.6	3.6	5.5	-1.9
More FM	26.4	23.8	2.6	1	17.5	17.0	0.5	17.9	17.3	0.6	21.5	18.6	2.9	6.6	6.5	0.1	9.5	8.1	1.4	20.4	17.1	3.3
Newstalk ZB	17.9	18.5	-0.6	2	6.4	8.1	-1.7	7.1	8.6	-1.5	7.2	9.8	-2.6	24.0	21.0	3.0	41.7	35.7	6.0	11.3	12.9	-1.6
Ngati Hine FM	0.2	1.1	-0.9	15	0.7	0.9	-0.2	0.5	0.6	-0.1	0.8	0.8	0.0	1.4	1.5	-0.1	1.5	2.2	-0.7	0.8	0.8	0.0
Radio Hauraki	1.8	2.0	-0.2	12	5.1	6.0	-0.9	5.8	7.5	-1.7	5.9	5.4	0.5	3.0	2.3	0.7	0.1	0.1	0.0	2.2	2.4	-0.2
Radio Waatea	*	*	*	*	0.1	0.1	0.0	*	*	*	*	*	*	0.2	0.1	0.1	*	*	*	*	*	*
Rhema	1.7	2.0	-0.3	13	1.2	2.1	-0.9	0.7	1.2	-0.5	1.3	2.0	-0.7	1.2	2.3	-1.1	0.3	0.2	0.1	1.3	1.9	-0.6
Rock	6.2	6.7	-0.5	4	6.9	8.5	-1.6	7.7	7.3	0.4	9.1	8.8	0.3	8.8	8.6	0.2	8.1	6.6	1.5	8.3	7.8	0.5
Sunshine FM	0.1	0.1	0.0	17	0.3	0.4	-0.1	*	*	*	0.4	0.6	-0.2	*	*	*	1.1	1.1	0.0	*	*	*
Tai FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Tautoko FM	0.2	0.2	0.0	15	0.2	0.2	0.0	0.3	0.3	0.0	0.2	0.2	0.0	3.9	4.7	-0.8	*	*	*	0.9	1.2	-0.3
Te Hiku o Te Ika	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.5	*
The Hits	4.2	5.6	-1.4	9	4.6	4.8	-0.2	4.8	5.1	-0.3	4.9	5.0	-0.1	5.9	5.6	0.3	0.7	0.9	-0.2	5.6	6.1	-0.5
The Sound	4.7	4.3	0.4	8	8.3	8.1	0.2	7.4	7.9	-0.5	3.3	2.7	0.6	1.8	1.6	0.2	1.0	0.9	0.1	6.3	5.4	0.9
ZM	4.1	1.5	2.6	10	6.1	3.3	2.8	7.2	3.5	3.7	2.5	2.0	0.5	1.6	2.4	-0.8	4.0	4.0	0.0	1.5	1.1	0.4
MediaWorks Combo	53.0	51.6	1.4		48.7	49.4	-0.7	49.0	48.3	0.7	53.2	50.8	2.4	33.8	34.8	-1.0	33.3	33.9	-0.6	50.2	47.4	2.8
NZME Combo	40.7	40.2	0.5		40.7	39.0	1.7	42.1	42.3	-0.2	38.7	39.5	-0.8	58.6	50.0	8.6	62.3	55.9	6.4	40.7	41.2	-0.5

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

Survey Comparisons: 3/2020 - 4/2020

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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	14.4	12.8	1.6	3	*	0.2	*		1.0	1.1	-0.1		1.2	1.7	-0.5		3.1	3.8	-0.7		5.9	5.1	0.8		8.4	6.7	1.7		2.1	2.0	0.1	
Edge	19.4	18.3	1.1	2	4.2	3.6	0.6		7.4	7.0	0.4		8.2	7.7	0.5		11.1	10.6	0.5		4.3	4.7	-0.4		1.7	2.2	-0.5		6.6	5.6	1.0	
Gold*	7.5	7.5	0.0	10	1.0	1.0	0.0		1.1	0.8	0.3		2.5	1.8	0.7		4.4	4.2	0.2		3.5	4.3	-0.8		2.1	2.3	-0.2		1.1	1.2	-0.1	
Life FM	3.2	3.4	-0.2	14	0.7	0.7	0.0		1.2	1.7	-0.5		1.8	2.1	-0.3		2.1	2.2	-0.1		0.4	0.2	0.2		0.5	0.4	0.1		0.8	0.7	0.1	
Magic	9.4	7.7	1.7	7	0.7	0.8	-0.1		1.9	1.0	0.9		2.0	0.9	1.1		3.6	2.3	1.3		3.2	2.9	0.3		2.8	2.6	0.2		2.3	0.9	1.4	
Mai FM	8.4	8.6	-0.2	8	0.8	0.6	0.2		5.2	4.6	0.6		5.1	4.4	0.7		5.7	5.0	0.7		1.4	2.3	-0.9		0.8	1.6	-0.8		1.9	1.9	0.0	
More FM	29.8	26.1	3.7	1	6.3	4.2	2.1		3.9	3.4	0.5		7.3	6.6	0.7		14.6	14.1	0.5		13.1	12.8	0.3		7.6	6.8	0.8		7.0	6.3	0.7	
Newstalk ZB	11.6	10.7	0.9	4	0.2	0.3	-0.1		0.7	0.2	0.5		1.7	0.6	1.1		3.4	2.5	0.9		3.9	4.2	-0.3		5.3	5.4	-0.1		1.3	0.6	0.7	
Ngati Hine FM	4.0	5.0	-1.0	13	*	0.7	*		2.2	2.5	-0.3		2.3	2.0	0.3		2.9	2.6	0.3		1.2	1.4	-0.2		0.6	0.9	-0.3		2.6	2.2	0.4	
Radio Hauraki	8.0	8.5	-0.5	9	0.2	0.4	-0.2		1.2	1.5	-0.3		3.5	3.9	-0.4		6.0	6.4	-0.4		3.1	3.0	0.1		1.6	1.4	0.2		2.8	2.9	-0.1	
Radio Waatea	0.3	0.4	-0.1	18	*	*	*		*	*	*		*	*	*		0.1	*	*		0.1	*	*		0.3	0.3	0.0		*	*	*	
Rhema	2.6	3.0	-0.4	15	0.1	0.2	-0.1		0.8	0.8	0.0		0.9	0.9	0.0		0.9	0.9	0.0		1.2	1.4	-0.2		1.5	1.8	-0.3		0.3	0.3	0.0	
Rock	10.6	10.8	-0.2	6	0.7	1.2	-0.5		3.0	2.0	1.0		4.2	4.2	0.0		7.5	7.7	-0.2		4.6	5.0	-0.4		1.7	1.8	-0.1		2.3	2.1	0.2	
Sunshine FM	0.9	1.3	-0.4	17	*	*	*		0.9	1.1	-0.2		0.1	0.6	-0.5		0.1	0.6	-0.5		*	*	*		*	*	*		*	0.5	*	
Tai FM	*	*	*	*	*	*	*		*	*	*		*	*	*		*	*	*		*	*	*		*	*	*		*	*	*	
Tautoko FM	1.4	1.6	-0.2	16	0.6	0.4	0.2		0.5	0.8	-0.3		0.5	0.8	-0.3		0.7	1.0	-0.3		0.1	0.1	0.0		0.2	0.2	0.0		0.4	0.6	-0.2	
Te Hiku o Te Ika	0.2	0.6	-0.4	19	*	*	*		0.2	0.6	-0.4		0.2	0.1	0.1		0.2	0.1	0.1		*	*	*		*	*	*		0.2	0.1	0.1	
The Hits	11.0	12.2	-1.2	5	2.5	2.4	0.1		2.2	2.7	-0.5		3.4	3.3	0.1		5.8	6.1	-0.3		3.4	4.1	-0.7		2.0	2.2	-0.2		2.6	2.6	0.0	
The Sound	6.1	5.5	0.6	11	0.5	0.2	0.3		0.7	0.9	-0.2		1.2	1.4	-0.2		3.3	3.1	0.2		3.5	3.2	0.3		2.2	2.0	0.2		1.6	1.2	0.4	
ZM	6.0	3.0	3.0	12	1.9	1.1	0.8		2.3	0.9	1.4		2.8	1.0	1.8		3.8	1.6	2.2		1.1	0.6	0.5		0.3	0.3	0.0		2.3	1.2	1.1	
MediaWorks Combo	59.6	54.9	4.7		9.9	7.4	2.5		14.2	12.7	1.5		19.0	17.6	1.4		30.3	29.1	1.2		20.5	20.5	0.0		13.4	12.7	0.7		15.3	13.4	1.9	
NZME Combo	48.1	43.5	4.6		5.3	4.6	0.7		7.3	5.5	1.8		13.4	10.2	3.2		22.0	19.2	2.8		16.3	16.5	-0.2		15.4	14.4	1.0		9.3	8.0	1.3	
All Commercial Radio	85.5	79.3	6.2		10.7	8.9	1.8		18.0	15.8	2.2		24.9	22.7	2.2		38.9	36.4	2.5		28.7	28.3	0.4		25.3	24.2	1.1		17.6	16.1	1.5	
Potential (000)	116.2	116.2	0.0		15.3	15.4	-0.1		24.8	24.7	0.1		28.6	28.6	0.0		45.3	45.3	0.0		35.6	35.6	0.0		34.7	34.7	0.0		19.6	18.3	1.3	
Sample	844	849	-5		72	79	-7		122	115	7		162	168	-6		321	326	-5		284	296	-12		294	296	-2		144	135	9	

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NORTHLAND COMMERCIAL RADIO - SURVEY 4 2020

Cumulative Audience (000's) by Daypart, People 10+
Survey Comparisons: 3/2020 - 4/2020

This Survey Period: Sun Aug 25 to Sat Nov 2 2019 & Sun Feb 2 to Sat Mar 28 2020 & Sun July 19 to Sat Nov 14 2020

Last 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

	This	Last	+/-
Potential (000)	116.2	116.2	0.0
Sample Size	844	849	-5

	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	5.8	5.6	0.2	5	8.4	6.8	1.6		7.4	6.8	0.6		4.8	4.9	-0.1		2.4	2.4	0.0		1.6	1.3	0.3		9.4	8.8	0.6			
Edge	10.7	8.1	2.6	2	8.6	7.6	1.0		9.5	9.3	0.2		6.9	5.7	1.2		2.8	3.0	-0.2		2.2	2.7	-0.5		10.5	9.8	0.7			
Gold*	4.6	4.6	0.0	8	3.3	3.7	-0.4		3.2	4.2	-1.0		3.6	3.8	-0.2		0.9	1.1	-0.2		0.8	0.8	0.0		5.3	5.1	0.2			
Life FM	0.5	1.3	-0.8	15	1.3	1.3	0.0		2.1	2.3	-0.2		1.7	1.6	0.1		0.3	0.9	-0.6		*	*	*		1.4	1.9	-0.5			
Magic	5.0	3.9	1.1	6	4.9	3.9	1.0		4.0	3.0	1.0		5.3	3.4	1.9		2.5	2.3	0.2		1.4	1.0	0.4		5.1	4.3	0.8			
Mai FM	3.1	3.7	-0.6	11	2.0	3.8	-1.8		4.3	5.2	-0.9		2.7	3.6	-0.9		0.2	0.9	-0.7		0.5	0.6	-0.1		5.6	5.2	0.4			
More FM	19.6	17.7	1.9	1	12.8	12.9	-0.1		15.4	14.7	0.7		15.3	13.9	1.4		3.2	3.4	-0.2		2.0	1.6	0.4		20.4	17.6	2.8			
Newstalk ZB	8.5	7.6	0.9	3	4.6	4.7	-0.1		4.5	5.0	-0.5		4.3	5.0	-0.7		4.2	4.2	0.0		4.7	4.4	0.3		8.8	8.5	0.3			
Ngati Hine FM	0.4	1.7	-1.3	16	1.2	1.3	-0.1		1.0	1.2	-0.2		1.4	1.5	-0.1		1.1	1.3	-0.2		0.9	1.2	-0.3		1.5	1.9	-0.4			
Radio Hauraki	2.8	2.9	-0.1	12	3.3	4.2	-0.9		3.7	4.8	-1.1		4.3	3.8	0.5		1.6	1.6	0.0		0.1	0.1	0.0		3.9	4.4	-0.5			
Radio Waatea	*	*	*	*	0.1	0.1	0.0		*	*	*		0.1	*	*		0.2	0.2	0.0		0.1	0.1	0.0		*	*	*			
Rhema	2.2	2.3	-0.1	13	2.0	2.0	0.0		0.8	1.0	-0.2		1.7	1.7	0.0		0.5	0.8	-0.3		0.8	0.5	0.3		1.9	2.0	-0.1			
Rock	7.2	6.7	0.5	4	4.7	5.6	-0.9		6.1	6.1	0.0		4.9	5.3	-0.4		2.6	2.6	0.0		2.4	1.9	0.5		7.1	6.6	0.5			
Sunshine FM	0.7	0.7	0.0	14	0.7	1.0	-0.3		*	*	*		0.7	1.2	-0.5		*	*	*		0.7	0.7	0.0		0.1	0.1	0.0			
Tai FM	*	*	*	*	*	*	*		*	*	*		*	*	*		*	*	*		*	*	*		*	*	*			
Tautoko FM	0.2	0.2	0.0	17	0.2	0.2	0.0		0.7	0.6	0.1		0.1	0.1	0.0		0.8	1.0	-0.2		*	*	*		0.9	1.2	-0.3			
Te Hiku o Te Ika	0.2	0.1	0.1	17	*	*	*		*	*	*		*	*	*		*	*	*		*	*	*		*	0.5	*			
The Hits	4.8	5.7	-0.9	7	3.4	3.6	-0.2		6.5	6.7	-0.2		4.6	4.6	0.0		1.5	1.5	0.0		0.3	0.5	-0.2		6.5	7.8	-1.3			
The Sound	3.8	2.8	1.0	9	3.8	2.8	1.0		3.2	3.8	-0.6		2.7	2.2	0.5		1.1	0.8	0.3		0.5	0.4	0.1		3.6	2.8	0.8			
ZM	3.8	1.2	2.6	9	2.6	1.4	1.2		4.9	2.3	2.6		2.2	1.2	1.0		0.2	0.4	-0.2		1.1	0.8	0.3		2.1	1.1	1.0			
MediaWorks Combo	40.5	36.4	4.1		29.7	30.4	-0.7		34.7	34.3	0.4		32.7	30.8	1.9		11.5	11.7	-0.2		9.2	8.8	0.4		44.5	38.2	6.3			
NZME Combo	28.6	25.0	3.6		23.9	21.4	2.5		27.3	25.8	1.5		22.9	22.5	0.4		10.2	10.6	-0.4		8.3	7.6	0.7		32.0	30.7	1.3			
All Commercial Radio	61.7	57.7	4.0		50.7	49.0	1.7		56.9	54.0	2.9		49.7	49.4	0.3		21.5	22.5	-1.0		18.1	16.7	1.4		67.4	62.5	4.9			

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 Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Hokonui or Flava

*Gold 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 4 2020

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

Survey Comparisons: 3/2020 - 4/2020

This Survey Period: Sun Aug 25 to Sat Nov 2 2019 & Sun Feb 2 to Sat Mar 28 2020 & Sun July 19 to Sat Nov 14 2020

Last 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

	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	10:58	11:15	-0:16	*	3:15	*	6:49	6:37	0:11	8:16	6:50	1:25	8:15	7:28	0:46	8:41	8:55	-0:13	12:13	13:30	-1:16	7:19	7:30	-0:11
Edge	5:02	4:48	0:13	3:10	5:23	-2:13	6:22	5:16	1:05	5:55	4:21	1:33	5:30	4:23	1:07	3:31	3:24	0:07	1:53	1:43	0:10	6:05	4:32	1:32
Gold*	9:52	9:48	0:04	4:42	4:59	-0:17	10:04	13:00	-2:56	9:13	12:20	-3:06	8:38	8:50	-0:12	12:04	10:05	1:58	14:57	13:39	1:18	9:02	9:21	-0:18
Life FM	6:43	5:49	0:53	1:53	0:45	1:08	11:51	9:11	2:39	8:21	7:21	0:59	7:49	7:08	0:41	4:30	1:39	2:51	8:32	6:49	1:43	2:24	2:56	-0:31
Magic	7:58	8:01	-0:02	6:38	5:19	1:19	4:47	2:59	1:48	5:43	5:32	0:10	5:49	5:49	0:00	7:28	6:00	1:27	8:32	6:59	1:33	7:02	6:25	0:37
Mai FM	4:00	6:43	-2:43	8:12	7:50	0:22	2:59	6:01	-3:02	2:37	7:44	-5:06	3:46	8:26	-4:39	5:54	4:55	0:59	0:21	1:35	-1:13	2:39	5:21	-2:41
More FM	9:03	8:56	0:06	5:02	3:56	1:06	6:23	7:48	-1:25	8:46	9:10	-0:23	10:22	9:55	0:27	9:57	9:40	0:17	9:57	9:01	0:56	8:03	9:45	-1:42
Newstalk ZB	14:53	16:45	-1:51	15:51	18:09	-2:17	2:22	2:07	0:14	10:23	5:15	5:08	8:05	6:51	1:14	9:38	13:47	-4:08	16:07	17:19	-1:11	9:09	10:17	-1:07
Ngati Hine FM	2:15	2:31	-0:15	*	0:15	*	2:13	2:45	-0:31	2:06	2:30	-0:23	2:36	3:17	-0:40	2:48	3:22	-0:34	0:48	1:30	-0:41	1:56	2:26	-0:29
Radio Hauraki	6:20	6:31	-0:11	0:15	1:00	-0:45	3:12	3:46	-0:33	3:04	3:53	-0:49	7:14	7:42	-0:28	11:41	12:00	-0:18	4:07	3:14	0:53	3:47	4:33	-0:46
Radio Waatea	0:45	0:48	-0:03	*	*	*	*	*	*	*	*	*	0:30	0:30	0:00	0:30	0:30	0:00	0:48	0:51	-0:03	*	*	*
Rhema	6:14	7:45	-1:31	5:30	5:30	0:00	2:45	2:13	0:31	3:41	3:40	0:01	3:41	3:40	0:01	8:00	11:32	-3:31	7:48	10:08	-2:19	8:51	9:20	-0:29
Rock	9:54	9:25	0:29	5:12	5:31	-0:18	8:14	10:02	-1:47	11:12	13:43	-2:31	11:43	11:23	0:20	11:11	7:21	3:50	6:33	3:50	2:42	6:04	9:44	-3:40
Sunshine FM	2:37	2:04	0:32	*	*	*	2:37	2:18	0:19	0:30	1:00	-0:30	0:30	1:00	-0:30	*	*	*	*	*	*	*	1:00	*
Tai FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Tautoko FM	5:08	5:39	-0:30	0:30	0:30	0:00	5:06	5:02	0:03	5:06	5:02	0:03	7:05	6:31	0:33	15:00	15:00	0:00	11:15	11:15	0:00	4:00	4:00	0:00
Te Hiku o Te Ika	0:15	2:35	-2:20	*	*	*	0:15	2:35	-2:20	0:15	0:15	0:00	0:15	0:15	0:00	*	*	*	*	*	*	0:15	0:15	0:00
The Hits	5:53	5:38	0:14	6:12	6:10	0:01	2:43	2:55	-0:12	2:27	2:43	-0:16	3:49	4:27	-0:37	8:06	7:42	0:24	11:13	8:23	2:50	3:46	4:18	-0:31
The Sound	13:02	13:07	-0:05	4:52	4:52	0:00	2:52	2:53	-0:01	9:08	6:52	2:15	8:32	8:40	-0:08	11:58	12:27	-0:28	17:16	15:17	1:59	12:16	11:32	0:44
ZM	9:40	10:07	-0:27	4:27	6:35	-2:07	13:20	12:44	0:35	14:07	16:18	-2:10	12:49	14:33	-1:44	8:58	10:09	-1:10	2:05	2:06	-0:01	12:07	10:50	1:16
MediaWorks Combo	11:21	11:33	-0:12	6:54	7:49	-0:54	8:44	9:28	-0:44	10:32	11:33	-1:00	12:26	12:30	-0:04	13:24	12:14	1:10	11:37	10:01	1:36	10:00	10:21	-0:21
NZME Combo	12:13	12:46	-0:32	6:52	7:47	-0:55	9:05	7:40	1:25	8:37	7:42	0:55	9:38	9:32	0:05	12:31	13:22	-0:51	16:10	16:36	-0:25	9:21	8:49	0:32
All Commercial Radio	16:08	16:43	-0:35	10:00	10:53	-0:52	13:04	13:38	-0:34	14:04	14:00	0:04	16:21	16:35	-0:14	17:42	18:10	-0:27	17:11	16:38	0:32	14:22	14:01	0:21
Potential (000)	116.2	116.2	0.0	15.3	15.4	-0.1	24.8	24.7	0.1	28.6	28.6	0.0	45.3	45.3	0.0	35.6	35.6	0.0	34.7	34.7	0.0	19.6	18.3	1.3
Sample	844	849	-5	72	79	-7	122	115	7	162	168	-6	321	326	-5	284	296	-12	294	296	-2	144	135	9

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 Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Hokonui or Flava

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



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	This	Last	+/-
Potential (000)	116.2	116.2	0.0
Sample Size	844	849	-5

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

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 Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Hokonui or Flava

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