



NORTHLAND COMMERCIAL RADIO - SURVEY 4 2018

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

Survey Comparisons: 3/2018 - 4/2018

This Survey Period: Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018

Last Survey Period: Sun Sep 10 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Sep 1 2018

	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	9.5	1.9	2	0.5	0.4	0.1	3.5	3.1	0.4	5.2	2.7	2.5	3.6	2.8	0.8	10.5	6.3	4.2	23.3	16.5	6.8	2.7	2.5	0.2	
Edge	9.9	10.9	-1.0	5	31.5	27.3	4.2	21.1	27.3	-6.2	12.5	13.3	-0.8	11.7	13.1	-1.4	6.5	7.9	-1.4	2.0	2.7	-0.7	15.9	16.8	-0.9	
Flava	2.3	2.2	0.1	11	10.1	3.0	7.1	5.5	7.6	-2.1	1.5	3.5	-2.0	1.7	2.9	-1.2	1.3	1.3	0.0	0.7	0.7	0.0	1.3	3.3	-2.0	
Life FM	0.3	0.5	-0.2	20	0.1	1.0	-0.9	0.2	*	*	1.1	0.9	0.2	0.5	0.5	0.0	0.1	0.5	-0.4	0.1	0.6	-0.5	0.3	*	*	
Mai FM	4.1	4.2	-0.1	7	10.8	14.1	-3.3	15.6	14.4	1.2	8.8	7.9	0.9	5.1	5.2	-0.1	1.2	1.2	0.0	0.7	0.5	0.2	6.9	6.8	0.1	
Mix	6.3	6.1	0.2	6	2.8	3.3	-0.5	2.4	1.5	0.9	3.5	8.8	-5.3	10.0	11.5	-1.5	10.4	8.8	1.6	4.1	2.7	1.4	11.2	10.1	1.1	
More FM	16.6	18.5	-1.9	1	11.5	19.7	-8.2	11.3	12.1	-0.8	27.9	30.0	-2.1	22.2	21.7	0.5	16.6	17.1	-0.5	14.9	19.9	-5.0	23.9	25.4	-1.5	
Newstalk ZB	10.5	10.8	-0.3	4	*	0.7	*	0.2	0.1	0.1	0.3	1.1	-0.8	1.3	1.5	-0.2	9.2	9.4	-0.2	14.8	16.6	-1.8	1.0	2.5	-1.5	
Ngati Hine FM	1.9	1.5	0.4	13	11.8	10.7	1.1	0.7	0.6	0.1	1.4	0.9	0.5	1.7	1.3	0.4	1.6	1.2	0.4	0.7	0.4	0.3	3.3	2.6	0.7	
Radio Hauraki	3.8	2.9	0.9	8	*	*	*	2.9	1.9	1.0	3.5	2.1	1.4	3.2	1.9	1.3	1.9	1.4	0.5	6.8	6.0	0.8	2.3	1.5	0.8	
RadioLIVE	2.2	3.2	-1.0	12	*	*	*	0.7	0.4	0.3	1.3	0.9	0.4	1.8	3.1	-1.3	2.2	5.4	-3.2	2.4	3.9	-1.5	1.3	1.5	-0.2	
Radio Sport	1.4	1.5	-0.1	16	*	0.2	*	0.3	0.2	0.1	0.9	0.4	0.5	1.2	1.6	-0.4	1.5	2.1	-0.6	1.7	1.8	-0.1	1.0	1.0	0.0	
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	1.6	1.2	0.4	15	*	0.2	*	0.6	0.8	-0.2	0.7	0.6	0.1	1.1	1.1	0.0	2.4	2.2	0.2	2.4	1.9	0.5	0.3	0.4	-0.1	
Rock	11.3	10.6	0.7	3	14.4	6.3	8.1	17.0	16.3	0.7	14.8	12.7	2.1	13.8	12.4	1.4	13.9	13.6	0.3	10.1	9.8	0.3	7.9	7.5	0.4	
Sunshine FM	1.2	1.8	-0.6	17	*	*	*	*	*	*	*	*	*	3.0	4.1	-1.1	2.9	4.5	-1.6	*	*	*	*	*	*	*
Tai FM	*	*	*	*	*	0.5	*	0.1	*	*	0.1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Tautoko FM	0.7	0.7	0.0	19	*	*	*	*	*	*	*	*	*	1.6	1.6	0.0	1.5	1.8	-0.3	*	*	*	3.6	3.2	0.4	
Te Hiku o Te Ika	1.2	1.2	0.0	17	0.1	0.1	0.0	*	*	*	*	*	*	0.2	0.4	-0.2	2.3	2.7	-0.4	3.1	3.2	-0.1	*	*	*	
The Hits	3.1	3.3	-0.2	9	0.9	1.4	-0.5	4.4	3.5	0.9	5.0	5.3	-0.3	4.0	4.1	-0.1	1.7	2.1	-0.4	2.6	3.3	-0.7	4.3	3.2	1.1	
The Sound	2.9	2.7	0.2	10	0.9	0.9	0.0	1.6	1.2	0.4	1.8	1.3	0.5	2.9	2.4	0.5	5.2	5.4	-0.2	4.4	4.7	-0.3	2.7	2.9	-0.2	
ZM	1.8	1.5	0.3	14	1.5	2.5	-1.0	8.6	6.8	1.8	5.6	3.2	2.4	3.1	1.8	1.3	0.3	*	*	*	*	*	4.7	4.0	0.7	
Others	5.6	5.1	0.5		3.1	7.8	-4.7	3.1	2.0	1.1	4.1	4.4	-0.3	6.3	5.0	1.3	7.1	5.1	2.0	5.2	4.7	0.5	5.2	4.5	0.7	
MediaWorks Combo	48.4	51.6	-3.2		71.3	71.2	0.1	68.6	72.3	-3.7	69.5	69.3	0.2	59.5	60.4	-0.9	47.3	51.6	-4.3	35.6	42.0	-6.4	61.2	63.0	-1.8	
NZME Combo	40.6	37.9	2.7		15.8	11.6	4.2	28.0	25.0	3.0	25.6	27.2	-1.6	28.2	28.2	0.0	36.7	31.5	5.2	54.0	47.6	6.4	28.7	28.3	0.4	
Potential (000)	110.5	110.5	0.0		12.6	12.7	-0.1	24.8	24.7	0.1	26.0	26.0	0.0	42.5	42.5	0.0	34.4	34.4	0.0	32.7	32.7	0.0	18.2	20.4	-2.2	
Sample	829	844	-15		65	76	-11	165	168	-3	176	187	-11	324	305	19	265	247	18	267	287	-20	157	155	2	

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

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

NZME Combo: Coast or Flava or Mix or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or internet only listening to Hokonui



NORTHLAND COMMERCIAL RADIO - SURVEY 4 2018

Station Share (%) by Daypart, People 10+
 Survey Comparisons: 3/2018 - 4/2018

This Survey Period: Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018

Last Survey Period: Sun Sep 10 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Sep 1 2018

	This	Last	+/-
Potential (000)	1105	1105	0.0
Sample Size	829	844	-15

	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	8.9	8.2	0.7	5	13.2	10.7	2.5					12.6	11.0	1.6	14.9	9.5	5.4	8.5	8.1	0.4	4.5	1.9	2.6	11.8	10.4	1.4				
Edge	11.0	10.5	0.5	4	7.8	9.4	-1.6					9.6	11.7	-2.1	8.6	10.3	-1.7	4.6	6.4	-1.8	21.8	24.1	-2.3	10.8	10.4	0.4				
Flava	1.4	1.3	0.1	14	1.2	2.2	-1.0					1.8	2.8	-1.0	2.7	3.0	-0.3	5.0	2.7	2.3	5.9	1.5	4.4	2.9	2.1	0.8				
Life FM	0.4	0.5	-0.1	18	0.2	0.3	-0.1					0.3	0.3	0.0	0.1	0.6	-0.5	0.2	0.7	-0.5	1.2	1.4	-0.2	0.2	0.5	-0.3				
Mai FM	4.7	4.2	0.5	7	3.6	4.1	-0.5					3.9	5.1	-1.2	3.8	4.0	-0.2	3.5	2.6	0.9	6.1	6.4	-0.3	4.0	3.7	0.3				
Mix	6.1	5.2	0.9	6	8.1	8.8	-0.7					8.1	9.7	-1.6	5.7	6.4	-0.7	3.2	1.6	1.6	1.9	1.5	0.4	5.2	3.8	1.4				
More FM	19.4	24.3	-4.9	1	16.5	17.0	-0.5					15.7	16.6	-0.9	16.1	18.7	-2.6	10.7	9.6	1.1	12.1	13.8	-1.7	17.9	20.0	-2.1				
Newstalk ZB	13.0	13.4	-0.4	3	9.6	10.4	-0.8					5.8	6.5	-0.7	5.5	6.1	-0.6	23.3	22.2	1.1	18.2	15.8	2.4	10.5	10.8	-0.3				
Ngati Hine FM	1.2	0.7	0.5	16	1.1	0.7	0.4					2.8	2.2	0.6	1.8	1.5	0.3	0.2	0.2	0.0	5.6	4.6	1.0	2.1	1.8	0.3				
Radio Hauraki	2.9	2.3	0.6	9	4.5	3.4	1.1					4.3	3.3	1.0	5.6	4.3	1.3	3.0	2.7	0.3	0.8	0.5	0.3	3.7	2.8	0.9				
RadioLIVE	3.2	3.3	-0.1	8	1.7	2.6	-0.9					1.8	3.1	-1.3	2.4	3.7	-1.3	2.2	5.0	-2.8	1.9	7.1	-5.2	2.1	1.9	0.2				
Radio Sport	1.1	1.4	-0.3	17	3.6	3.7	-0.1					1.2	1.5	-0.3	0.5	0.6	-0.1	0.8	0.8	0.0	1.1	1.1	0.0	0.6	0.8	-0.2				
Radio Waatea	*	*	*	*	*	*	*					*	*	*	*	*	*	*	*	*	0.1	*	*	*	*	*				
Rhema	1.9	1.3	0.6	11	1.1	0.7	0.4					1.2	0.9	0.3	0.9	0.7	0.2	4.7	4.9	-0.2	1.2	1.3	-0.1	1.5	1.0	0.5				
Rock	14.7	13.6	1.1	2	11.7	12.0	-0.3					11.5	10.5	1.0	11.2	12.0	-0.8	8.9	7.9	1.0	7.8	6.9	0.9	8.9	7.8	1.1				
Sunshine FM	0.3	0.4	-0.1	19	1.5	2.2	-0.7					1.4	2.0	-0.6	2.0	2.7	-0.7	0.3	0.5	-0.2	0.1	0.1	0.0	1.9	2.7	-0.8				
Tai FM	*	*	*	*	*	*	*					*	*	*	*	*	*	*	0.4	*	*	*	*	*	0.1	*				
Tautoko FM	*	*	*	*	*	*	*					1.3	1.3	0.0	2.2	2.0	0.2	*	*	*	*	*	*	0.8	0.9	-0.1				
Te Hiku o Te Ika	1.3	1.4	-0.1	15	1.3	1.4	-0.1					1.1	1.2	-0.1	0.4	0.4	0.0	4.1	3.7	0.4	0.1	*	*	0.9	0.9	0.0				
The Hits	1.8	1.9	-0.1	13	4.0	3.6	0.4					3.7	3.0	0.7	4.1	3.9	0.2	1.8	2.0	-0.2	0.3	0.7	-0.4	3.6	5.1	-1.5				
The Sound	1.9	1.8	0.1	11	3.7	2.5	1.2					5.0	3.1	1.9	3.9	2.3	1.6	0.2	3.3	-3.1	1.0	1.6	-0.6	1.5	3.4	-1.9				
ZM	2.6	2.5	0.1	10	1.6	1.0	0.6					1.6	1.0	0.6	2.3	2.5	-0.2	0.5	0.4	0.1	1.2	0.9	0.3	1.6	1.6	0.0				
Others	2.2	2.1	0.1		4.0	3.3	0.7					5.3	3.2	2.1	5.1	4.6	0.5	14.2	14.5	-0.3	7.0	8.5	-1.5	7.4	7.6	-0.2				
MediaWorks Combo	55.5	58.2	-2.7		46.0	48.5	-2.5					49.7	51.1	-1.4	47.0	52.6	-5.6	31.2	36.2	-5.0	51.9	61.2	-9.3	47.7	50.4	-2.7				
NZME Combo	37.8	36.0	1.8		45.7	43.7	2.0					39.1	38.8	0.3	41.5	36.3	5.2	46.1	40.3	5.8	34.0	24.0	10.0	40.1	37.5	2.6				

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NORTHLAND COMMERCIAL RADIO - SURVEY 4 2018

Cumulative Audience (000's) by Demographic, Mon-Sun 12mn-12mn
 Survey Comparisons: 3/2018 - 4/2018

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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	12.2	12.8	-0.6	4	0.3	0.2	0.1	0.7	0.6	0.1	1.2	0.9	0.3	2.0	1.6	0.4	4.6	3.8	0.8	6.9	7.5	-0.6	1.0	1.3	-0.3
Edge	16.6	18.7	-2.1	2	3.2	3.8	-0.6	6.6	8.0	-1.4	5.4	6.1	-0.7	8.4	9.7	-1.3	3.8	4.6	-0.8	1.0	1.1	-0.1	4.9	5.8	-0.9
Flava	5.5	6.3	-0.8	9	0.6	0.8	-0.2	3.3	3.8	-0.5	1.0	1.5	-0.5	1.7	2.3	-0.6	1.3	1.4	-0.1	0.8	0.8	0.0	0.7	0.9	-0.2
Life FM	0.9	0.8	0.1	18	0.2	0.2	0.0	0.3	0.2	0.1	0.4	0.4	0.0	0.4	0.4	0.0	0.1	0.2	-0.1	0.3	0.3	0.0	0.4	0.2	0.2
Mai FM	8.0	7.8	0.2	7	1.5	1.6	-0.1	4.4	4.5	-0.1	3.1	3.0	0.1	3.9	3.8	0.1	1.3	1.3	0.0	0.5	0.5	0.0	1.6	2.1	-0.5
Mix	9.6	9.8	-0.2	6	1.3	1.7	-0.4	1.4	0.9	0.5	2.4	2.7	-0.3	6.0	6.7	-0.7	4.2	4.5	-0.3	1.5	1.2	0.3	2.7	3.4	-0.7
More FM	19.7	22.8	-3.1	1	1.6	3.0	-1.4	3.3	4.0	-0.7	5.4	7.2	-1.8	9.3	11.3	-2.0	9.3	8.8	0.5	6.8	6.2	0.6	4.7	5.4	-0.7
Newstalk ZB	10.1	10.8	-0.7	5	*	0.2	*	0.3	0.2	0.1	0.6	0.5	0.1	1.7	1.2	0.5	3.2	2.9	0.3	5.0	5.5	-0.5	0.7	0.8	-0.1
Ngati Hine FM	3.9	2.7	1.2	13	0.9	0.8	0.1	0.4	0.5	-0.1	1.2	0.5	0.7	1.9	1.2	0.7	1.6	1.1	0.5	0.8	0.5	0.3	1.6	0.9	0.7
Radio Hauraki	5.5	5.4	0.1	9	*	*	*	1.1	0.7	0.4	1.8	2.0	-0.2	3.4	3.6	-0.2	2.7	2.6	0.1	1.8	1.6	0.2	1.2	1.1	0.1
RadioLIVE	5.3	5.2	0.1	11	*	*	*	0.6	0.5	0.1	1.3	1.0	0.3	2.5	2.3	0.2	2.6	3.0	-0.4	2.1	2.3	-0.2	0.7	0.8	-0.1
Radio Sport	4.4	4.8	-0.4	12	*	0.3	*	0.3	0.3	0.0	0.5	0.3	0.2	1.1	1.0	0.1	1.5	1.4	0.1	1.7	2.0	-0.3	0.4	0.4	0.0
Radio Waatea	0.1	0.1	0.0	22	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0	*	*	*	*	*	*	0.1	0.1	0.0
Rhema	3.5	2.4	1.1	16	0.2	0.2	0.0	0.2	0.5	-0.3	1.0	0.5	0.5	1.7	1.0	0.7	1.7	1.3	0.4	1.3	1.2	0.1	0.9	0.4	0.5
Rock	13.9	14.0	-0.1	3	1.9	1.8	0.1	3.0	3.1	-0.1	4.4	4.6	-0.2	8.0	8.0	0.0	6.3	6.0	0.3	3.1	2.9	0.2	2.9	2.9	0.0
Sunshine FM	0.5	0.6	-0.1	20	*	*	*	0.2	0.2	0.0	0.2	0.2	0.0	0.5	0.6	-0.1	0.3	0.4	-0.1	*	*	*	0.2	0.2	0.0
Tai FM	0.3	0.2	0.1	21	*	0.1	*	0.3	0.1	0.2	0.3	0.1	0.2	0.3	0.1	0.2	*	*	*	*	*	*	0.1	0.1	0.0
Tautoko FM	0.6	0.9	-0.3	19	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	0.6	0.9	-0.3	0.5	0.8	-0.3	*	*	*	0.6	0.6	0.0
Te Hiku o Te Ika	1.4	1.6	-0.2	17	0.2	0.2	0.0	0.1	0.2	-0.1	0.1	0.2	-0.1	0.3	0.5	-0.2	0.9	1.1	-0.2	0.9	0.9	0.0	0.1	0.1	0.0
The Hits	6.1	7.4	-1.3	8	0.2	0.6	-0.4	1.9	2.3	-0.4	2.3	2.3	0.0	3.6	3.9	-0.3	1.7	2.7	-1.0	1.1	1.6	-0.5	2.0	2.1	-0.1
The Sound	3.9	4.9	-1.0	13	0.1	0.1	0.0	0.6	0.4	0.2	0.8	1.1	-0.3	2.0	2.2	-0.2	2.3	3.2	-0.9	1.5	2.5	-1.0	1.0	0.7	0.3
ZM	3.7	3.0	0.7	15	0.2	0.3	-0.1	2.6	2.2	0.4	2.2	1.7	0.5	2.5	1.7	0.8	0.3	*	*	*	*	*	1.7	1.4	0.3
Others	9.3	9.8	-0.5		0.7	1.4	-0.7	2.0	1.7	0.3	2.8	2.8	0.0	4.1	3.7	0.4	3.5	2.8	0.7	3.2	3.4	-0.2	1.9	2.0	-0.1
MediaWorks Combo	51.2	56.3	-5.1		5.6	7.0	-1.4	13.9	14.8	-0.9	15.3	17.3	-2.0	25.6	28.0	-2.4	19.4	20.8	-1.4	12.0	12.8	-0.8	12.4	13.8	-1.4
NZME Combo	45.2	47.0	-1.8		2.2	3.3	-1.1	9.9	9.5	0.4	10.2	10.4	-0.2	17.6	18.0	-0.4	14.6	14.5	0.1	14.1	14.4	-0.3	7.8	9.0	-1.2
All Commercial Radio	76.1	82.7	-6.6		6.3	8.0	-1.7	17.5	18.4	-0.9	19.0	21.1	-2.1	32.8	35.6	-2.8	26.8	28.5	-1.7	21.7	23.5	-1.8	15.3	18.0	-2.7
Potential (000)	110.5	110.5	0.0		12.6	12.7	-0.1	24.8	24.7	0.1	26.0	26.0	0.0	42.5	42.5	0.0	34.4	34.4	0.0	32.7	32.7	0.0	18.2	20.4	-2.2
Sample	829	844	-15		65	76	-11	165	168	-3	176	187	-11	324	305	19	265	247	18	267	287	-20	157	155	2

MediaWorks Combo: Edge or Mai FM or More FM or RadioLIVE or Rock or The Sound or internet only listening to Breeze or George FM or Magic
 NZME Combo: Coast or Flava or Mix or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or internet only listening to Hokonui



NORTHLAND COMMERCIAL RADIO - SURVEY 4 2018

Cumulative Audience (000's) by Daypart, People 10+
Survey Comparisons: 3/2018 - 4/2018

This Survey Period: Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018

Last Survey Period: Sun Sep 10 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Sep 1 2018

	This	Last	+/-
Potential (000)	110.5	110.5	0.0
Sample Size	829	844	-15

	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	6.4	5.8	0.6	5	7.8	7.0	0.8	7.5	7.9	-0.4	6.4	6.4	0.0	2.7	2.6	0.1	1.3	0.9	0.4	8.1	8.0	0.1	
Edge	10.8	10.9	-0.1	2	5.8	6.6	-0.8	8.3	10.4	-2.1	7.4	7.5	-0.1	2.3	3.3	-1.0	1.6	2.5	-0.9	11.7	11.6	0.1	
Flava	1.8	1.9	-0.1	13	1.4	1.6	-0.2	2.5	2.8	-0.3	2.7	3.0	-0.3	1.5	1.7	-0.2	0.6	0.8	-0.2	2.8	3.3	-0.5	
Life FM	0.4	0.4	0.0	18	0.1	0.2	-0.1	0.2	0.2	0.0	0.3	0.4	-0.1	0.2	0.3	-0.1	*	0.1	*	0.6	0.6	0.0	
Mai FM	4.4	4.3	0.1	7	2.9	3.1	-0.2	4.1	4.6	-0.5	2.9	3.4	-0.5	2.9	2.1	0.8	1.3	1.1	0.2	4.8	4.6	0.2	
Mix	6.2	6.9	-0.7	6	4.6	4.9	-0.3	5.2	5.5	-0.3	6.3	6.5	-0.2	2.3	1.7	0.6	0.3	0.2	0.1	5.9	5.9	0.0	
More FM	11.5	14.7	-3.2	1	9.3	9.9	-0.6	13.3	12.8	0.5	11.2	12.6	-1.4	3.3	3.7	-0.4	3.2	3.3	-0.1	12.1	16.0	-3.9	
Newstalk ZB	6.9	7.7	-0.8	4	4.5	4.6	-0.1	3.6	4.2	-0.6	2.9	3.5	-0.6	3.5	4.2	-0.7	3.2	3.6	-0.4	7.2	7.9	-0.7	
Ngati Hine FM	1.3	0.8	0.5	14	1.1	0.6	0.5	2.5	1.6	0.9	1.2	0.9	0.3	0.2	0.2	0.0	0.9	0.8	0.1	1.5	1.4	0.1	
Radio Hauraki	2.5	2.3	0.2	10	1.9	1.4	0.5	2.6	1.9	0.7	2.0	1.7	0.3	0.9	0.8	0.1	0.4	0.5	-0.1	3.4	3.2	0.2	
RadioLIVE	3.0	3.1	-0.1	8	2.0	2.5	-0.5	2.1	2.5	-0.4	2.1	2.4	-0.3	0.6	0.7	-0.1	0.5	0.6	-0.1	3.0	3.2	-0.2	
Radio Sport	2.0	2.1	-0.1	12	2.4	2.1	0.3	1.6	1.9	-0.3	0.7	1.1	-0.4	0.6	0.7	-0.1	0.5	0.5	0.0	1.9	2.0	-0.1	
Radio Waatea	0.1	0.1	0.0	20	*	*	*	*	*	*	0.1	0.1	0.0	*	*	*	0.1	0.1	0.0	*	*	*	
Rhema	1.1	1.1	0.0	16	1.3	0.6	0.7	1.7	1.1	0.6	0.7	0.7	0.0	1.1	1.4	-0.3	0.3	0.5	-0.2	2.0	1.9	0.1	
Rock	8.9	9.0	-0.1	3	6.3	7.0	-0.7	7.9	7.5	0.4	7.1	7.2	-0.1	2.7	2.2	0.5	2.0	1.6	0.4	9.3	9.1	0.2	
Sunshine FM	0.3	0.4	-0.1	19	0.3	0.4	-0.1	0.3	0.4	-0.1	0.3	0.4	-0.1	0.3	0.4	-0.1	0.1	*	*	0.4	0.5	-0.1	
Tai FM	*	*	*	*	0.1	*	*	*	*	*	*	*	*	*	0.1	*	*	*	*	*	0.1	0.2	-0.1
Tautoko FM	*	*	*	*	*	*	*	0.6	0.6	0.0	0.5	0.5	0.0	*	*	*	*	*	*	0.5	0.8	-0.3	
Te Hiku o Te Ika	0.5	0.6	-0.1	17	0.5	0.6	-0.1	0.4	0.4	0.0	0.4	0.4	0.0	0.8	0.9	-0.1	0.1	0.1	0.0	1.0	1.2	-0.2	
The Hits	2.8	3.8	-1.0	9	3.2	3.2	0.0	3.2	3.2	0.0	2.2	2.4	-0.2	1.3	1.5	-0.2	0.2	0.4	-0.2	3.7	4.5	-0.8	
The Sound	1.2	1.3	-0.1	15	1.9	1.9	0.0	2.6	1.7	0.9	2.0	2.1	-0.1	0.1	1.2	-1.1	0.3	0.7	-0.4	1.4	2.2	-0.8	
ZM	2.2	1.9	0.3	11	1.6	1.4	0.2	2.0	1.6	0.4	1.7	1.5	0.2	0.4	0.3	0.1	0.5	0.3	0.2	1.6	1.8	-0.2	
Others	2.7	2.8	-0.1		3.2	3.0	0.2	4.5	3.7	0.8	2.4	2.4	0.0	2.5	2.7	-0.2	1.1	1.2	-0.1	6.0	6.8	-0.8	
MediaWorks Combo	34.3	37.7	-3.4		24.9	26.9	-2.0	34.1	34.8	-0.7	27.8	30.9	-3.1	11.8	13.3	-1.5	8.9	9.5	-0.6	37.4	41.3	-3.9	
NZME Combo	28.1	29.3	-1.2		24.8	23.8	1.0	25.1	25.8	-0.7	22.3	23.8	-1.5	12.4	12.5	-0.1	6.5	6.6	-0.1	31.3	32.5	-1.2	
All Commercial Radio	56.4	60.3	-3.9		45.7	46.2	-0.5	53.4	55.9	-2.5	44.8	49.4	-4.6	25.2	26.7	-1.5	15.9	16.9	-1.0	61.7	66.6	-4.9	

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

NZME Combo: Coast or Flava or Mix or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or internet only listening to Hokonui



NORTHLAND COMMERCIAL RADIO - SURVEY 4 2018

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

Survey Comparisons: 3/2018 - 4/2018

This Survey Period: Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018

Last Survey Period: Sun Sep 10 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Sep 1 2018

	All 10+			People 10-17			People 18-34			People 25-44			People 25-54			People 45-64			People 55-74			MGS with Klds		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Coast	13:58	11:26	2:31	1:49	1:47	0:01	11:58	12:47	-0:49	13:47	10:51	2:56	11:23	11:41	-0:17	14:37	9:57	4:39	17:27	11:09	6:17	7:53	6:11	1:41
Edge	8:54	9:00	-0:05	11:05	8:16	2:48	7:18	9:13	-1:54	7:07	8:11	-1:03	8:43	8:55	-0:11	11:05	10:28	0:36	10:05	12:16	-2:10	9:08	9:04	0:04
Flava	6:16	5:23	0:52	20:18	4:21	15:57	3:47	5:23	-1:36	4:36	8:43	-4:06	6:29	8:17	-1:47	6:12	5:34	0:38	4:41	4:39	0:02	5:13	11:09	-5:56
Life FM	4:31	9:07	-4:35	1:00	6:37	-5:37	1:28	0:31	0:57	7:34	8:30	-0:55	7:34	8:30	-0:55	3:00	18:54	-15:54	1:45	11:31	-9:46	2:39	0:35	2:03
Mai FM	7:35	8:19	-0:44	8:18	9:58	-1:39	8:13	8:38	-0:25	8:52	9:56	-1:03	8:04	8:57	-0:53	5:37	5:31	0:06	6:34	5:47	0:47	12:18	10:04	2:13
Mix	9:43	9:34	0:08	2:23	2:12	0:11	4:07	4:36	-0:28	4:29	11:59	-7:30	10:28	11:24	-0:55	15:55	11:47	4:08	14:35	11:47	2:48	11:38	9:13	2:25
More FM	12:29	12:32	-0:02	8:14	7:34	0:39	7:48	8:06	-0:18	16:11	15:34	0:36	14:55	12:41	2:14	11:28	11:43	-0:14	11:16	16:12	-4:55	14:14	14:37	-0:22
Newstalk ZB	15:24	15:28	-0:04	*	4:36	*	1:30	1:30	0:00	1:23	7:47	-6:24	4:44	8:41	-3:56	18:36	19:46	-1:10	15:28	15:12	0:16	4:17	9:25	-5:08
Ngati Hine FM	7:18	8:34	-1:16	14:28	14:42	-0:14	3:34	3:17	0:17	3:41	6:16	-2:35	5:33	6:58	-1:24	6:30	6:13	0:16	4:38	4:21	0:16	5:59	9:09	-3:10
Radio Hauraki	10:22	8:29	1:52	*	*	*	5:50	7:25	-1:34	5:59	3:57	2:02	5:56	3:33	2:23	4:31	3:11	1:20	19:11	19:36	-0:25	5:23	4:14	1:08
RadioLIVE	6:12	9:18	-3:06	*	*	*	2:37	1:54	0:42	3:15	3:17	-0:01	4:24	8:52	-4:28	5:27	10:41	-5:13	5:46	8:38	-2:52	5:03	5:42	-0:38
Radio Sport	4:36	4:56	-0:20	*	1:00	*	2:19	2:14	0:04	5:03	4:27	0:36	6:28	10:46	-4:17	6:06	9:20	-3:14	5:06	4:27	0:39	7:56	7:37	0:19
Radio Waatea	0:45	0:45	0:00	*	*	*	0:45	0:45	0:00	0:45	0:45	0:00	0:45	0:45	0:00	*	*	*	*	*	*	0:45	0:45	0:00
Rhema	6:40	7:46	-1:05	0:15	0:59	-0:44	5:23	4:26	0:56	2:06	4:26	-2:20	3:51	7:11	-3:20	9:04	9:56	-0:52	9:31	8:16	1:14	1:02	3:01	-1:59
Rock	12:02	11:41	0:21	8:31	3:59	4:31	13:04	14:20	-1:16	10:35	10:26	0:08	10:43	10:13	0:29	14:04	13:38	0:25	16:46	17:07	-0:20	7:40	7:53	-0:13
Sunshine FM	36:52	45:59	-9:06	*	*	*	0:28	0:27	0:01	0:28	0:27	0:01	36:52	45:59	-9:06	62:30	62:30	0:00	*	*	*	0:28	0:27	0:01
Tai FM	0:42	3:08	-2:25	*	6:45	*	0:42	0:30	0:12	0:42	0:30	0:12	0:42	0:30	0:12	*	*	*	*	*	*	0:30	0:30	0:00
Tautoko FM	15:23	12:11	3:11	*	*	*	0:15	0:15	0:00	0:15	0:15	0:00	15:23	12:11	3:11	19:45	14:00	5:44	*	*	*	15:23	16:10	-0:47
Te Hiku o Te Ika	12:47	11:56	0:50	0:30	0:30	0:00	0:45	0:30	0:15	0:45	0:30	0:15	5:03	4:30	0:33	15:35	14:47	0:47	17:49	18:33	-0:43	0:45	0:45	0:00
The Hits	7:40	6:51	0:48	4:27	2:42	1:44	5:15	4:09	1:06	6:47	8:47	-1:59	6:59	6:53	0:06	6:22	4:46	1:36	12:08	10:17	1:51	6:04	4:49	1:15
The Sound	10:52	8:21	2:31	15:15	15:15	0:00	6:13	7:18	-1:04	6:38	4:32	2:06	9:03	7:12	1:51	14:26	10:17	4:08	14:46	9:38	5:07	7:30	13:35	-6:05
ZM	7:07	7:52	-0:45	10:34	9:35	0:59	7:28	8:19	-0:51	7:55	7:16	0:38	7:46	7:15	0:30	6:34	4:49	1:44	*	*	*	7:34	9:17	-1:42
Others	8:51	8:01	0:49	4:54	6:28	-1:33	3:35	3:11	0:23	4:34	5:57	-1:22	9:31	8:55	0:35	13:00	11:10	1:50	8:31	7:03	1:28	7:42	7:04	0:37
MediaWorks Combo	14:02	14:09	-0:07	14:25	11:33	2:52	11:18	13:10	-1:51	14:07	15:03	-0:55	14:30	14:16	0:14	15:37	14:56	0:41	15:23	16:35	-1:11	13:50	14:14	-0:23
NZME Combo	13:22	12:25	0:56	8:07	4:03	4:03	6:30	7:05	-0:35	7:47	9:46	-1:59	10:01	10:23	-0:22	16:08	13:05	3:02	19:53	16:43	3:10	10:18	9:49	0:29
All Commercial Radio	19:31	18:39	0:51	18:04	14:14	3:49	13:06	14:35	-1:29	16:24	17:45	-1:20	19:01	18:36	0:25	23:56	21:11	2:45	23:51	21:34	2:16	18:17	17:23	0:53
Potential (000)	110.5	110.5	0.0	12.6	12.7	-0.1	24.8	24.7	0.1	26.0	26.0	0.0	42.5	42.5	0.0	34.4	34.4	0.0	32.7	32.7	0.0	18.2	20.4	-2.2
Sample	829	844	-15	65	76	-11	165	168	-3	176	187	-11	324	305	19	265	247	18	267	287	-20	157	155	2

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

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NORTHLAND COMMERCIAL RADIO - SURVEY 4 2018

Average Time Spent Listening (hh:mm) by Daypart, People 10+
 Survey Comparisons: 3/2018 - 4/2018

This Survey Period: Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018

Last Survey Period: Sun Sep 10 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Sep 1 2018

	This	Last	+/-
Potential (000)	110.5	110.5	0.0
Sample Size	829	844	-15

	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	3:55	4:11	-0:15	4:18	3:51	0:26	5:12	4:24	0:48	3:38	2:30	1:07	2:54	2:58	-0:03	2:19	1:39	0:40	4:37	4:25	0:11
Edge	2:54	2:50	0:04	3:24	3:38	-0:13	3:36	3:32	0:04	1:49	2:18	-0:29	1:54	1:53	0:01	9:30	7:20	2:09	2:54	3:02	-0:07
Flava	2:15	1:57	0:18	2:13	3:32	-1:19	2:15	3:06	-0:50	1:36	1:41	-0:05	3:02	1:32	1:30	6:51	1:31	5:20	3:10	2:09	1:01
Life FM	2:45	3:30	-0:44	3:44	3:43	0:00	4:18	4:44	-0:25	0:43	2:27	-1:44	0:56	2:22	-1:26	17:45	13:27	4:17	0:53	3:07	-2:13
Mai FM	3:03	2:51	0:12	3:08	3:23	-0:14	2:57	3:25	-0:28	2:01	1:58	0:03	1:08	1:11	-0:03	3:06	4:20	-1:14	2:37	2:43	-0:05
Mix	2:50	2:13	0:37	4:31	4:32	-0:00	4:52	5:32	-0:40	1:25	1:38	-0:13	1:19	0:54	0:25	4:17	5:07	-0:50	2:49	2:12	0:36
More FM	4:47	4:52	-0:04	4:31	4:21	0:10	3:41	4:03	-0:21	2:15	2:29	-0:13	3:00	2:30	0:29	2:37	3:08	-0:31	4:39	4:16	0:22
Newstalk ZB	5:21	5:09	0:12	5:26	5:44	-0:18	4:58	4:48	0:10	2:55	2:52	0:03	6:08	5:06	1:01	3:55	3:18	0:36	4:35	4:39	-0:03
Ngati Hine FM	2:42	2:42	0:00	2:35	2:50	-0:15	3:27	4:22	-0:55	2:25	2:40	-0:15	1:00	1:00	0:00	4:22	4:26	-0:03	4:26	4:21	0:04
Radio Hauraki	3:18	2:58	0:20	6:02	5:59	0:02	5:14	5:32	-0:17	4:28	4:14	0:13	3:03	3:22	-0:18	1:14	0:48	0:25	3:26	2:57	0:28
RadioLIVE	3:03	3:10	-0:06	2:11	2:34	-0:22	2:37	3:54	-1:17	1:49	2:34	-0:45	3:29	7:26	-3:57	2:34	8:33	-5:58	2:12	2:00	0:12
Radio Sport	1:37	2:00	-0:23	3:47	4:29	-0:42	2:12	2:28	-0:16	1:10	0:59	0:11	1:07	1:07	-0:00	1:40	1:34	0:05	1:00	1:22	-0:21
Radio Waatea	0:15	0:15	0:00	*	*	*	*	*	*	0:15	0:15	0:00	*	*	*	0:15	0:15	0:00	*	*	*
Rhema	4:52	3:41	1:10	2:12	2:59	-0:46	2:03	2:30	-0:26	2:09	1:53	0:15	4:00	3:21	0:38	2:36	2:09	0:27	2:24	1:50	0:34
Rock	4:42	4:25	0:16	4:45	4:20	0:25	4:32	4:24	0:07	2:26	2:49	-0:22	3:03	3:29	-0:25	2:37	3:19	-0:41	3:01	2:55	0:06
Sunshine FM	3:00	3:00	0:00	12:45	12:45	0:00	14:30	14:30	0:00	10:30	10:30	0:00	1:00	1:00	0:00	1:00	1:00	0:00	13:59	16:28	-2:29
Tai FM	*	*	*	1:00	*	*	*	*	*	*	*	*	*	5:00	*	*	*	*	0:30	1:01	-0:31
Tautoko FM	*	*	*	*	*	*	6:15	6:34	-0:18	6:45	6:45	0:00	*	*	*	*	*	*	5:00	4:01	0:58
Te Hiku o Te Ika	7:44	7:05	0:38	6:49	6:15	0:33	9:41	10:53	-1:12	1:53	2:06	-0:12	4:37	3:48	0:48	0:15	0:15	0:00	2:40	2:26	0:13
The Hits	1:49	1:26	0:23	3:09	2:50	0:19	3:30	2:57	0:33	2:59	2:44	0:14	1:16	1:17	-0:00	0:44	1:22	-0:38	3:07	3:51	-0:44
The Sound	4:27	4:08	0:18	5:01	3:24	1:37	6:04	5:41	0:22	3:08	1:51	1:16	1:36	2:36	-1:00	2:17	1:50	0:26	3:18	5:07	-1:48
ZM	3:18	3:44	-0:26	2:26	1:48	0:38	2:29	1:50	0:39	2:04	2:45	-0:40	1:07	1:02	0:04	1:42	1:57	-0:14	3:08	3:02	0:05
Others	2:22	2:10	0:11	3:15	2:45	0:30	3:43	2:42	1:01	3:17	3:11	0:06	5:23	5:12	0:11	4:08	5:20	-1:11	3:51	3:51	0:00
MediaWorks Combo	4:36	4:33	0:02	4:42	4:33	0:09	4:32	4:36	-0:03	2:39	2:51	-0:12	2:28	2:38	-0:09	3:58	4:53	-0:55	4:01	4:09	-0:07
NZME Combo	3:49	3:37	0:11	4:41	4:37	0:03	4:50	4:43	0:07	2:54	2:34	0:20	3:28	3:07	0:20	3:34	2:44	0:50	4:02	3:55	0:06
All Commercial Radio	5:03	4:53	0:09	5:34	5:28	0:06	5:49	5:37	0:12	3:29	3:23	0:05	3:41	3:37	0:04	4:16	4:29	-0:12	5:07	5:07	-0:00

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

NZME Combo: Coast or Flava or Mix or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or internet only listening to Hokonui