



# NORTHLAND COMMERCIAL RADIO - SURVEY 1 2016

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

Survey Comparisons: 2/2015 - 1/2016

This Survey Period: Sun Jan 31 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016

Last Survey Period: Sat Aug 8 to Sat Sep 19 2015

	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	11.9	8.7	3.2	3	1.1	0.1	1.0	0.3	1.9	-1.6	7.4	1.7	5.7	8.4	3.7	4.7	13.9	10.0	3.9	20.6	17.1	3.5	1.9	5.9	-4.0
Edge	12.3	12.9	-0.6	2	19.2	74.2	-55.0	27.9	15.0	12.9	21.3	16.4	4.9	16.7	13.0	3.7	6.9	5.6	1.3	3.7	2.1	1.6	25.8	27.0	-1.2
Flava	3.0	1.8	1.2	11	14.0	5.3	8.7	7.2	5.4	1.8	3.9	3.8	0.1	3.0	2.6	0.4	0.8	0.6	0.2	*	0.3	*	3.7	2.9	0.8
Hits	6.4	7.4	-1.0	6	1.9	0.5	1.4	7.5	2.4	5.1	8.2	3.8	4.4	9.2	7.5	1.7	8.4	11.3	-2.9	5.8	11.6	-5.8	9.0	3.8	5.2
Life FM	0.6	n.a.	*	18	*	n.a.	*	*	n.a.	*	0.2	n.a.	*	0.4	n.a.	*	0.9	n.a.	*	1.3	n.a.	*	1.0	n.a.	*
Mai FM	3.2	3.1	0.1	10	7.6	3.1	4.5	8.5	10.3	-1.8	6.8	6.8	0.0	4.4	4.8	-0.4	1.2	1.0	0.2	1.6	0.2	1.4	6.0	4.3	1.7
More FM	13.5	13.4	0.1	1	29.2	4.9	24.3	14.1	8.6	5.5	11.7	10.2	1.5	10.7	14.1	-3.4	12.3	21.5	-9.2	17.5	18.6	-1.1	18.9	15.2	3.7
Newstalk ZB	11.4	12.4	-1.0	4	0.1	1.4	-1.3	0.4	3.2	-2.8	0.2	2.1	-1.9	1.3	4.5	-3.2	7.4	9.2	-1.8	15.2	19.9	-4.7	1.5	6.5	-5.0
Ngati Hine FM	1.4	1.8	-0.4	14	3.3	0.5	2.8	*	0.5	*	1.1	4.2	-3.1	1.2	3.0	-1.8	2.4	1.5	0.9	1.8	1.3	0.5	2.1	2.0	0.1
Radio Hauraki	3.7	3.2	0.5	9	0.6	*	*	3.4	2.6	0.8	7.2	4.3	2.9	5.8	4.0	1.8	4.0	3.5	0.5	2.5	2.1	0.4	4.4	0.9	3.5
Radio Live	4.3	5.6	-1.3	8	0.3	0.1	0.2	0.2	1.9	-1.7	2.4	2.3	0.1	2.8	3.8	-1.0	3.7	6.4	-2.7	5.6	6.4	-0.8	1.9	2.8	-0.9
Radio Sport	2.2	1.4	0.8	13	*	*	*	2.2	0.1	2.1	1.3	2.2	-0.9	2.3	1.8	0.5	2.8	1.5	1.3	3.0	1.2	1.8	1.9	0.9	1.0
Radio Tarana	0.1	n.a.	*	20	*	n.a.	*	*	n.a.	*	0.4	n.a.	*	0.3	n.a.	*	0.1	n.a.	*	*	n.a.	*	*	n.a.	*
Radio Waatea	*	n.a.	*	*	0.3	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*
Rhema	2.3	n.a.	*	12	6.2	n.a.	*	1.9	n.a.	*	0.1	n.a.	*	2.7	n.a.	*	4.3	n.a.	*	0.8	n.a.	*	2.9	n.a.	*
Rock	11.1	14.7	-3.6	5	5.5	5.0	0.5	17.1	35.3	-18.2	18.4	24.4	-6.0	18.6	20.6	-2.0	11.7	10.5	1.2	3.3	3.9	-0.6	13.1	16.2	-3.1
Sunshine FM	0.7	n.a.	*	17	*	n.a.	*	0.8	n.a.	*	0.9	n.a.	*	1.4	n.a.	*	1.2	n.a.	*	*	n.a.	*	1.0	n.a.	*
Tai FM	*	n.a.	*	*	*	n.a.	*	0.2	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*
Tautoko FM	1.2	n.a.	*	16	2.6	n.a.	*	3.0	n.a.	*	2.4	n.a.	*	1.6	n.a.	*	0.9	n.a.	*	1.0	n.a.	*	1.0	n.a.	*
Te Hiku o Te Ika	0.2	n.a.	*	19	0.4	n.a.	*	*	n.a.	*	0.6	n.a.	*	0.3	n.a.	*	0.1	n.a.	*	0.2	n.a.	*	0.5	n.a.	*
The Sound	4.4	2.6	1.8	7	*	*	*	2.2	1.7	0.5	1.5	2.2	-0.7	3.6	4.3	-0.7	11.4	5.5	5.9	9.3	2.1	7.2	0.1	2.1	-2.0
ZM	1.4	1.8	-0.4	14	2.1	0.2	1.9	1.9	3.7	-1.8	2.4	4.4	-2.0	2.3	3.8	-1.5	1.3	1.5	-0.2	0.3	0.1	0.2	3.0	4.6	-1.6
Other	4.6	9.2	-4.6		5.4	4.6	0.8	1.1	7.6	-6.5	1.7	11.2	-9.5	2.9	8.4	-5.5	4.1	10.3	-6.2	6.4	13.1	-6.7	0.5	4.9	-4.4
Mediaworks Combo	48.8	52.5	-3.7		61.8	87.3	-25.5	70.1	72.7	-2.6	62.1	62.3	-0.2	56.7	60.6	-3.9	47.3	50.5	-3.2	41.0	33.3	7.7	65.8	67.6	-1.8
NZME Combo	40.0	36.6	3.4		19.8	7.5	12.3	22.9	19.2	3.7	30.5	22.4	8.1	32.3	28.0	4.3	38.7	37.6	1.1	47.5	52.3	-4.8	25.3	25.5	-0.2
Potential (000)	117.7	116.5	1.2		15.0	15.2	-0.2	24.4	24.2	0.2	27.4	28.5	-1.1	46.0	47.3	-1.3	37.2	37.1	0.1	34.2	32.8	1.4	18.8	20.5	-1.7
Sample	834	938	-104		90	56	34	160	164	-4	186	222	-36	315	384	-69	260	319	-59	269	324	-55	137	168	-31

Please note: Survey 1 2016 supplied by GfK; Survey 2 2015 supplied by TNS. Please take into account if comparing Survey 2 2015 and Survey 1 2016 results

Mediaworks Combo : Edge or Mai FM or More FM or Radio Live or Rock or The Sound

NZME Combo : Coast or Flava or Hits or Newstalk ZB or Radio Hauraki or Radio Sport or ZM

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



# NORTHLAND COMMERCIAL RADIO - SURVEY 1 2016

## Station Share (%) by Daypart, People 10+

### Survey Comparisons: 2/2015 - 1/2016

This Survey Period: Sun Jan 31 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016

Last Survey Period: Sat Aug 8 to Sat Sep 19 2015

	This	Last	+/-
Potential (000)	117.7	116.5	1.2
Sample Size	834	938	-104

	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	9.0	6.5	2.5	5	12.2	8.7	3.5	12.8	9.2	3.6	10.5	6.7	3.8	12.6	10.4	2.2	6.8	4.7	2.1	14.5	11.2	3.3
Edge	9.9	11.7	-1.8	4	11.2	8.0	3.2	12.7	12.3	0.4	12.9	26.3	-13.4	14.3	8.5	5.8	13.3	8.1	5.2	13.6	13.7	-0.1
Flava	3.2	1.2	2.0	9	2.5	1.4	1.1	2.3	1.2	1.1	2.8	2.6	0.2	4.1	4.1	0.0	6.5	1.3	5.2	3.0	1.9	1.1
Hits	4.6	8.2	-3.6	8	8.1	8.2	-0.1	8.0	6.8	1.2	5.0	5.4	-0.4	4.2	5.1	-0.9	4.2	4.3	-0.1	6.8	8.5	-1.7
Life FM	0.7	n.a.	*	18	1.0	n.a.	*	0.8	n.a.	*	0.2	n.a.	*	0.3	n.a.	*	0.1	n.a.	*	0.4	n.a.	*
Mai FM	2.9	2.8	0.1	11	2.9	2.8	0.1	3.7	3.5	0.2	4.9	2.8	2.1	2.5	4.9	-2.4	1.8	3.2	-1.4	2.9	2.9	0.0
More FM	17.3	16.4	0.9	1	11.2	16.4	-5.2	13.7	15.3	-1.6	15.8	10.7	5.1	5.4	4.6	0.8	16.6	5.8	10.8	12.5	11.9	0.6
Newstalk ZB	13.6	13.3	0.3	2	9.8	12.3	-2.5	7.2	8.2	-1.0	7.5	6.1	1.4	19.5	23.1	-3.6	22.5	25.5	-3.0	11.8	13.7	-1.9
Ngati Hine FM	1.8	1.3	0.5	13	0.4	1.6	-1.2	0.7	2.0	-1.3	1.5	2.7	-1.2	0.1	2.0	-1.9	1.6	0.9	0.7	2.5	1.6	0.9
Radio Hauraki	2.5	2.9	-0.4	12	6.3	4.6	1.7	6.3	3.9	2.4	4.4	2.0	2.4	0.9	2.6	-1.7	0.2	3.2	-3.0	2.0	2.2	-0.2
Radio Live	6.5	7.6	-1.1	6	3.8	4.8	-1.0	2.3	3.1	-0.8	3.2	2.6	0.6	6.9	6.9	0.0	4.2	27.8	-23.6	4.1	5.1	-1.0
Radio Sport	1.4	2.0	-0.6	14	2.2	1.0	1.2	1.9	1.0	0.9	1.8	0.9	0.9	3.4	1.7	1.7	1.0	1.6	-0.6	3.1	1.9	1.2
Radio Tarana	0.2	n.a.	*	19	0.3	n.a.	*	*	n.a.	*	0.1	n.a.	*	*	n.a.	*	*	n.a.	*	0.1	n.a.	*
Radio Waatea	*	n.a.	*	*	*	n.a.	*	*	n.a.	*	0.1	n.a.	*	0.1	n.a.	*	*	n.a.	*	*	n.a.	*
Rhema	3.2	n.a.	*	9	0.7	n.a.	*	0.7	n.a.	*	2.7	n.a.	*	3.0	n.a.	*	0.3	n.a.	*	3.8	n.a.	*
Rock	11.0	14.5	-3.5	3	11.4	14.7	-3.3	12.0	17.4	-5.4	15.6	18.2	-2.6	8.2	17.9	-9.7	12.3	6.3	6.0	8.8	11.0	-2.2
Sunshine FM	0.9	n.a.	*	16	1.2	n.a.	*	0.9	n.a.	*	0.2	n.a.	*	0.1	n.a.	*	*	n.a.	*	0.4	n.a.	*
Tai FM	*	n.a.	*	*	*	n.a.	*	*	n.a.	*	0.1	n.a.	*	*	n.a.	*	0.6	n.a.	*	*	n.a.	*
Tautoko FM	0.8	n.a.	*	17	1.9	n.a.	*	1.7	n.a.	*	1.4	n.a.	*	1.6	n.a.	*	0.5	n.a.	*	0.7	n.a.	*
Te Hiku o Te Ika	0.2	n.a.	*	19	0.1	n.a.	*	0.4	n.a.	*	0.2	n.a.	*	*	n.a.	*	*	n.a.	*	0.4	n.a.	*
The Sound	5.2	1.9	3.3	7	6.1	3.2	2.9	5.8	4.2	1.6	2.7	4.4	-1.7	4.7	1.4	3.3	2.0	1.8	0.2	2.9	1.1	1.8
ZM	1.0	2.2	-1.2	15	1.6	2.8	-1.2	2.2	2.8	-0.6	1.4	1.6	-0.2	1.1	0.4	0.7	1.9	0.1	1.8	0.8	0.5	0.3
Other	4.2	7.6	-3.4		5.0	9.4	-4.4	3.9	9.1	-5.2	4.8	7.0	-2.2	7.1	6.5	0.6	3.4	5.6	-2.2	4.9	12.8	-7.9
Mediaworks Combo	52.8	54.9	-2.1		46.7	50.0	-3.3	50.2	55.8	-5.6	55.1	65.0	-9.9	41.9	44.1	-2.2	50.2	52.9	-2.7	44.8	45.6	-0.8
NZME Combo	35.3	36.2	-0.9		42.9	39.0	3.9	40.7	33.1	7.6	33.5	25.4	8.1	45.8	47.3	-1.5	43.2	40.7	2.5	42.0	40.0	2.0

Please note: Survey 1 2016 supplied by GfK; Survey 2 2015 supplied by TNS. Please take into account if comparing Survey 2 2015 and Survey 1 2016 results

Mediaworks Combo : Edge or Mai FM or More FM or Radio Live or Rock or The Sound

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



# NORTHLAND COMMERCIAL RADIO - SURVEY 1 2016

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

Survey Comparisons: 2/2015 - 1/2016

This Survey Period: Sun Jan 31 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016

Last Survey Period: Sat Aug 8 to Sat Sep 19 2015

	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	13.2	9.8	3.4	4	0.3	0.2	0.1	0.4	0.7	-0.3	0.9	0.7	0.2	3.1	2.3	0.8	6.1	4.6	1.5	7.6	6.0	1.6	0.9	1.0	-0.1
Edge	20.7	22.1	-1.4	2	3.3	6.6	-3.3	8.8	5.1	3.7	8.5	7.4	1.1	10.3	11.3	-1.0	4.2	5.4	-1.2	3.1	1.6	1.5	5.7	6.8	-1.1
Flava	6.0	3.7	2.3	9	1.6	1.0	0.6	2.9	1.9	1.0	2.4	1.6	0.8	2.8	1.8	1.0	0.6	0.4	0.2	0.1	0.1	0.0	1.4	1.1	0.3
Hits	10.7	9.1	1.6	6	1.1	0.2	0.9	2.1	0.9	1.2	2.7	1.8	0.9	5.6	4.5	1.1	4.5	4.3	0.2	2.9	3.7	-0.8	2.5	1.5	1.0
Life FM	1.3	n.a.	*	17	0.1	n.a.	*	*	n.a.	*	0.1	n.a.	*	0.5	n.a.	*	0.7	n.a.	*	0.6	n.a.	*	0.6	n.a.	*
Mai FM	6.9	6.5	0.4	8	1.5	1.2	0.3	3.4	3.2	0.2	3.5	2.8	0.7	3.9	3.5	0.4	0.8	0.9	-0.1	0.6	0.5	0.1	1.5	1.9	-0.4
More FM	21.6	19.8	1.8	1	3.3	2.0	1.3	4.9	2.9	2.0	5.8	3.9	1.9	8.6	8.4	0.2	6.5	9.1	-2.6	6.8	7.2	-0.4	4.2	4.4	-0.2
Newstalk ZB	10.9	13.3	-2.4	5	0.1	0.2	-0.1	0.4	1.4	-1.0	0.4	1.4	-1.0	1.8	3.6	-1.8	3.0	4.7	-1.7	5.0	6.3	-1.3	0.6	1.4	-0.8
Ngati Hine FM	3.3	3.2	0.1	14	0.9	0.4	0.5	0.4	0.5	-0.1	0.8	1.4	-0.6	1.5	1.9	-0.4	1.3	1.0	0.3	0.5	0.7	-0.2	0.6	0.8	-0.2
Radio Hauraki	5.9	5.0	0.9	10	0.5	*	*	1.2	1.4	-0.2	2.0	2.5	-0.5	3.6	3.8	-0.2	2.3	2.3	0.0	1.0	1.1	-0.1	1.4	0.8	0.6
Radio Live	8.3	7.9	0.4	7	0.3	0.5	-0.2	0.4	1.8	-1.4	1.4	1.5	-0.1	3.0	2.9	0.1	3.6	2.9	0.7	3.5	2.4	1.1	1.4	1.4	0.0
Radio Sport	5.0	3.1	1.9	11	0.1	*	*	0.5	0.2	0.3	0.4	1.1	-0.7	1.8	1.4	0.4	2.0	1.1	0.9	2.1	1.3	0.8	0.3	0.5	-0.2
Radio Tarana	0.7	n.a.	*	20	*	n.a.	*	*	n.a.	*	0.3	n.a.	*	0.7	n.a.	*	0.4	n.a.	*	*	n.a.	*	*	n.a.	*
Radio Waatea	0.2	n.a.	*	22	0.2	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*
Rhema	2.9	n.a.	*	15	0.8	n.a.	*	0.6	n.a.	*	0.2	n.a.	*	1.0	n.a.	*	1.4	n.a.	*	0.7	n.a.	*	0.5	n.a.	*
Rock	20.7	17.2	3.5	2	1.4	1.6	-0.2	6.4	5.3	1.1	8.2	7.0	1.2	13.6	10.7	2.9	7.7	5.5	2.2	3.1	2.0	1.1	5.1	4.4	0.7
Sunshine FM	1.3	n.a.	*	17	*	n.a.	*	0.3	n.a.	*	0.5	n.a.	*	0.9	n.a.	*	0.5	n.a.	*	0.3	n.a.	*	0.4	n.a.	*
Tai FM	0.5	n.a.	*	21	0.1	n.a.	*	0.3	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	0.1	n.a.	*	*	n.a.	*
Tautoko FM	1.9	n.a.	*	16	0.5	n.a.	*	0.3	n.a.	*	0.8	n.a.	*	0.9	n.a.	*	0.4	n.a.	*	0.5	n.a.	*	0.4	n.a.	*
Te Hiku o Te Ika	1.1	n.a.	*	19	0.1	n.a.	*	*	n.a.	*	0.5	n.a.	*	0.5	n.a.	*	0.5	n.a.	*	0.5	n.a.	*	0.4	n.a.	*
The Sound	4.4	3.5	0.9	13	0.1	*	*	0.7	0.7	0.0	0.6	1.2	-0.6	2.1	2.3	-0.2	3.2	2.1	1.1	1.8	1.1	0.7	0.5	0.6	-0.1
ZM	4.6	4.8	-0.2	12	0.5	0.6	-0.1	2.5	1.3	1.2	1.9	1.4	0.5	2.6	2.9	-0.3	1.0	1.9	-0.9	0.4	0.6	-0.2	1.1	1.8	-0.7
Other	8.9	14.5	-5.6		0.8	1.0	-0.2	2.0	2.2	-0.2	2.5	4.1	-1.6	3.7	6.4	-2.7	2.4	5.5	-3.1	3.3	4.9	-1.6	1.5	2.4	-0.9
Mediaworks Combo	60.1	57.2	2.9		7.0	9.7	-2.7	16.0	13.5	2.5	19.1	16.4	2.7	29.2	27.4	1.8	19.3	19.3	0.0	14.8	12.0	2.8	13.6	13.0	0.6
NZME Combo	43.8	39.7	4.1		3.6	2.1	1.5	8.3	6.1	2.2	8.7	8.4	0.3	16.6	16.0	0.6	14.9	14.9	0.0	14.2	15.4	-1.2	6.2	6.3	-0.1
All Commercial Radio	84.5	82.6	1.9		8.9	10.2	-1.3	18.6	16.7	1.9	22.4	20.4	2.0	36.5	35.0	1.5	28.1	28.0	0.1	24.1	23.6	0.5	15.2	15.4	-0.2
Potential (000)	117.7	116.5	1.2		15.0	15.2	-0.2	24.4	24.2	0.2	27.4	28.5	-1.1	46.0	47.3	-1.3	37.2	37.1	0.1	34.2	32.8	1.4	18.8	20.5	-1.7
Sample	834	938	-104		90	56	34	160	164	-4	186	222	-36	315	384	-69	260	319	-59	269	324	-55	137	168	-31

Please note: Survey 1 2016 supplied by GfK; Survey 2 2015 supplied by TNS. Please take into account if comparing Survey 2 2015 and Survey 1 2016 results

Mediaworks Combo : Edge or Mai FM or More FM or Radio Live or Rock or The Sound

NZME Combo : Coast or Flava or Hits or Newstalk ZB or Radio Hauraki or Radio Sport or ZM



# NORTHLAND COMMERCIAL RADIO - SURVEY 1 2016

Cumulative Audience (000's) by Daypart, People 10+

Survey Comparisons: 2/2015 - 1/2016

This Survey Period: Sun Jan 31 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016

Last Survey Period: Sat Aug 8 to Sat Sep 19 2015

	This	Last	+/-
Potential (000)	117.7	116.5	1.2
Sample Size	834	938	-104

	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	6.6	5.2	1.4	5	7.2	6.0	1.2	7.3	6.3	1.0	6.6	4.7	1.9	3.2	1.9	1.3	1.4	1.1	0.3	8.7	6.3	2.4
Edge	11.5	12.8	-1.3	3	8.7	7.5	1.2	11.6	12.5	-0.9	10.5	11.8	-1.3	6.1	3.7	2.4	3.1	1.5	1.6	13.5	11.9	1.6
Flava	3.7	1.3	2.4	9	3.5	1.3	2.2	2.4	1.3	1.1	2.0	2.0	0.0	1.9	2.3	-0.4	1.1	0.2	0.9	3.6	1.8	1.8
Hits	5.6	5.8	-0.2	6	4.8	5.1	-0.3	4.3	4.0	0.3	4.0	4.2	-0.2	1.7	1.9	-0.2	0.8	0.8	0.0	6.6	5.8	0.8
Life FM	0.4	n.a.	*	18	0.4	n.a.	*	0.3	n.a.	*	0.1	n.a.	*	0.1	n.a.	*	0.3	n.a.	*	0.8	n.a.	*
Mai FM	4.1	4.0	0.1	8	2.9	3.0	-0.1	4.0	3.1	0.9	3.3	2.8	0.5	1.9	2.4	-0.5	1.2	0.9	0.3	4.1	2.8	1.3
More FM	13.0	12.4	0.6	1	9.9	9.3	0.6	12.6	8.5	4.1	9.9	7.9	2.0	3.5	2.8	0.7	3.0	1.9	1.1	12.2	11.8	0.4
Newstalk ZB	7.8	8.0	-0.2	4	4.9	6.8	-1.9	4.2	6.0	-1.8	4.5	4.3	0.2	4.0	3.8	0.2	3.2	3.0	0.2	8.4	9.1	-0.7
Ngati Hine FM	1.3	1.4	-0.1	14	0.6	1.3	-0.7	0.6	1.1	-0.5	1.0	1.3	-0.3	0.1	0.6	-0.5	0.6	0.3	0.3	2.8	1.2	1.6
Radio Hauraki	2.8	2.1	0.7	10	3.2	2.6	0.6	3.5	2.4	1.1	3.4	1.4	2.0	0.6	0.9	-0.3	0.2	0.5	-0.3	2.5	2.1	0.4
Radio Live	5.4	3.7	1.7	7	3.9	3.2	0.7	2.5	2.9	-0.4	2.5	2.1	0.4	1.8	1.5	0.3	1.0	1.4	-0.4	3.8	4.0	-0.2
Radio Sport	1.3	1.6	-0.3	14	2.0	0.7	1.3	2.2	0.8	1.4	1.7	1.0	0.7	1.0	0.7	0.3	0.2	0.5	-0.3	3.0	2.3	0.7
Radio Tarana	0.3	n.a.	*	20	0.7	n.a.	*	*	n.a.	*	0.3	n.a.	*	*	n.a.	*	*	n.a.	*	0.3	n.a.	*
Radio Waatea	*	n.a.	*	*	*	n.a.	*	0.2	n.a.	*	0.2	n.a.	*	0.2	n.a.	*	*	n.a.	*	*	n.a.	*
Rhema	2.4	n.a.	*	12	0.5	n.a.	*	1.3	n.a.	*	1.3	n.a.	*	1.2	n.a.	*	0.4	n.a.	*	2.6	n.a.	*
Rock	11.7	12.9	-1.2	2	9.8	7.4	2.4	9.6	9.7	-0.1	10.8	9.7	1.1	6.0	3.4	2.6	4.4	1.6	2.8	11.0	8.9	2.1
Sunshine FM	0.8	n.a.	*	17	0.8	n.a.	*	0.4	n.a.	*	0.5	n.a.	*	0.1	n.a.	*	*	n.a.	*	0.4	n.a.	*
Tai FM	*	n.a.	*	*	*	n.a.	*	*	n.a.	*	0.1	n.a.	*	*	n.a.	*	0.4	n.a.	*	0.1	n.a.	*
Tautoko FM	1.1	n.a.	*	16	0.8	n.a.	*	0.6	n.a.	*	0.7	n.a.	*	0.6	n.a.	*	0.4	n.a.	*	0.8	n.a.	*
Te Hiku o Te Ika	0.4	n.a.	*	18	0.2	n.a.	*	0.8	n.a.	*	0.1	n.a.	*	*	n.a.	*	*	n.a.	*	0.6	n.a.	*
The Sound	2.8	1.8	1.0	10	2.7	1.6	1.1	2.1	2.1	0.0	2.8	2.0	0.8	0.6	1.1	-0.5	0.9	0.5	0.4	2.5	1.6	0.9
ZM	2.3	2.9	-0.6	13	1.4	2.1	-0.7	2.4	1.9	0.5	1.2	1.5	-0.3	1.2	0.2	1.0	0.8	0.2	0.6	2.0	1.3	0.7
Other	3.2	7.3	-4.1		3.7	5.5	-1.8	2.7	5.7	-3.0	2.7	5.2	-2.5	2.0	3.0	-1.0	2.4	1.6	0.8	4.7	9.6	-4.9
Mediaworks Combo	40.7	41.6	-0.9		31.3	26.8	4.5	36.0	32.5	3.5	34.3	31.4	2.9	17.6	13.9	3.7	12.4	7.4	5.0	41.5	36.8	4.7
NZME Combo	27.5	24.7	2.8		24.5	22.1	2.4	23.6	20.4	3.2	20.9	17.3	3.6	12.8	11.5	1.3	7.8	5.8	2.0	29.8	25.5	4.3
All Commercial Radio	63.3	63.4	-0.1		49.9	46.5	3.4	53.7	50.4	3.3	52.5	48.4	4.1	30.7	25.8	4.9	20.6	14.4	6.2	64.6	61.5	3.1

Please note: Survey 1 2016 supplied by GfK; Survey 2 2015 supplied by TNS. Please take into account if comparing Survey 2 2015 and Survey 1 2016 results

Mediaworks Combo : Edge or Mai FM or More FM or Radio Live or Rock or The Sound

NZME Combo : Coast or Flava or Hits or Newstalk ZB or Radio Hauraki or Radio Sport or ZM



# NORTHLAND COMMERCIAL RADIO - SURVEY 1 2016

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

Survey Comparisons: 2/2015 - 1/2016

This Survey Period: Sun Jan 31 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016

Last Survey Period: Sat Aug 8 to Sat Sep 19 2015

	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	13:54	14:00	-0:05	4:16	0:30	3:46	1:47	8:33	-6:45	35:47	9:23	26:24	18:57	10:27	8:30	11:56	12:12	-0:15	12:29	14:44	-2:14	4:51	15:49	-10:57
Edge	9:10	9:15	-0:04	6:47	12:28	-5:40	7:53	9:24	-1:30	10:55	8:47	2:08	11:22	7:33	3:49	8:29	5:42	2:47	5:32	6:40	-1:07	10:46	11:14	-0:27
Flava	7:42	7:26	0:16	10:16	5:58	4:18	6:14	9:05	-2:50	7:13	9:44	-2:30	7:19	9:24	-2:04	6:42	9:15	-2:32	1:30	13:30	-12:00	6:14	7:16	-1:01
Hits	9:10	12:46	-3:35	1:58	3:30	-1:31	8:42	8:35	0:07	12:54	8:29	4:25	11:40	10:57	0:43	9:37	14:41	-5:03	9:10	16:15	-7:04	8:31	7:24	1:07
Life FM	7:05	n.a.	*	0:15	n.a.	*	7:30	n.a.	*	6:00	n.a.	*	6:29	n.a.	*	6:18	n.a.	*	9:05	n.a.	*	4:02	n.a.	*
Mai FM	7:11	7:27	-0:15	5:44	2:49	2:55	6:18	10:21	-4:02	8:26	9:37	-1:10	7:53	8:59	-1:05	8:05	5:56	2:09	13:03	2:33	10:30	9:35	6:25	3:10
More FM	9:37	10:43	-1:05	10:09	2:46	7:23	7:16	9:33	-2:16	8:47	10:11	-1:23	8:38	10:59	-2:20	9:55	13:05	-3:09	12:01	13:29	-1:27	10:48	9:40	1:08
Newstalk ZB	16:10	14:43	1:27	1:00	6:45	-5:45	2:30	7:18	-4:48	2:30	5:48	-3:18	5:23	8:19	-2:56	13:03	10:47	2:16	14:03	16:23	-2:19	5:34	13:36	-8:01
Ngati Hine FM	6:21	8:48	-2:26	4:29	1:26	3:03	0:15	3:33	-3:18	6:19	11:29	-5:09	5:48	10:21	-4:32	9:45	8:37	1:08	15:57	9:30	6:27	7:42	7:12	0:30
Radio Hauraki	9:42	9:54	-0:11	1:29	*	*	7:12	5:55	1:17	15:40	6:52	8:48	11:24	6:59	4:25	8:55	8:30	0:25	11:15	9:37	1:38	7:16	3:13	4:03
Radio Live	7:54	11:18	-3:23	0:58	0:15	0:43	1:14	3:17	-2:02	7:43	6:09	1:34	6:37	8:47	-2:09	5:19	12:23	-7:03	7:24	14:08	-6:43	3:15	5:51	-2:35
Radio Sport	6:44	7:13	-0:28	0:15	*	*	10:01	1:01	9:00	12:43	7:44	4:59	8:59	8:35	0:24	7:10	7:28	-0:17	6:42	4:52	1:50	14:50	4:33	10:17
Radio Tarana	3:03	n.a.	*	*	n.a.	*	*	n.a.	*	7:00	n.a.	*	3:03	n.a.	*	0:45	n.a.	*	*	n.a.	*	*	n.a.	*
Radio Waatea	2:00	n.a.	*	2:00	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*
Rhema	11:53	n.a.	*	9:24	n.a.	*	7:29	n.a.	*	2:00	n.a.	*	19:50	n.a.	*	16:25	n.a.	*	5:29	n.a.	*	14:01	n.a.	*
Rock	8:15	13:31	-5:15	4:35	3:30	1:05	6:42	21:11	-14:28	9:37	13:50	-4:12	9:35	12:38	-3:02	7:54	10:41	-2:46	4:54	10:03	-5:09	6:01	10:29	-4:27
Sunshine FM	8:11	n.a.	*	*	n.a.	*	5:31	n.a.	*	7:51	n.a.	*	11:22	n.a.	*	11:44	n.a.	*	0:30	n.a.	*	5:42	n.a.	*
Tai FM	1:11	n.a.	*	0:15	n.a.	*	2:04	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	0:15	n.a.	*	*	n.a.	*
Tautoko FM	9:40	n.a.	*	5:36	n.a.	*	27:42	n.a.	*	12:58	n.a.	*	12:11	n.a.	*	11:00	n.a.	*	9:35	n.a.	*	5:56	n.a.	*
Te Hiku o Te Ika	3:16	n.a.	*	3:30	n.a.	*	*	n.a.	*	5:14	n.a.	*	5:14	n.a.	*	1:25	n.a.	*	1:25	n.a.	*	3:01	n.a.	*
The Sound	15:30	12:05	3:25	0:15	*	*	8:08	7:08	1:00	11:40	7:12	4:28	12:02	12:29	-0:26	18:43	14:17	4:26	23:34	10:06	13:28	0:23	10:45	-10:21
ZM	4:39	5:48	-1:08	5:19	0:19	5:00	1:53	9:15	-7:21	5:15	12:33	-7:17	6:04	8:41	-2:36	7:06	4:21	2:45	3:37	0:58	2:39	6:32	7:11	-0:38
Other	8:02	10:00	-1:57	8:22	5:11	3:11	1:24	11:01	-9:36	2:53	10:51	-7:57	5:28	8:40	-3:11	8:50	10:17	-1:26	9:04	13:55	-4:50	0:50	5:51	-5:00
Mediaworks Combo	12:31	14:29	-1:57	10:16	10:00	0:16	10:58	17:07	-6:08	14:04	15:00	-0:55	13:37	14:31	-0:53	12:42	14:30	-1:47	12:50	14:25	-1:34	11:31	14:42	-3:10
NZME Combo	14:03	14:33	-0:29	6:22	4:00	2:22	6:53	10:04	-3:10	15:06	10:28	4:38	13:39	11:28	2:11	13:33	14:01	-0:27	15:32	17:42	-2:09	9:44	11:20	-1:35
All Commercial Radio	18:14	19:06	-0:51	13:04	10:51	2:13	13:26	19:08	-5:41	19:19	19:20	-0:00	19:13	18:45	0:28	18:28	19:45	-1:17	19:15	22:06	-2:50	15:35	18:19	-2:43
Potential (000)	117.7	116.5	1.2	15.0	15.2	-0.2	24.4	24.2	0.2	27.4	28.5	-1.1	46.0	47.3	-1.3	37.2	37.1	0.1	34.2	32.8	1.4	18.8	20.5	-1.7
Sample	834	938	-104	90	56	34	160	164	-4	186	222	-36	315	384	-69	260	319	-59	269	324	-55	137	168	-31

Please note: Survey 1 2016 supplied by GfK; Survey 2 2015 supplied by TNS. Please take into account if comparing Survey 2 2015 and Survey 1 2016 results

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# NORTHLAND COMMERCIAL RADIO - SURVEY 1 2016

Average Time Spent Listening (hh:mm) by Daypart, People 10+

Survey Comparisons: 2/2015 - 1/2016

This Survey Period: Sun Jan 31 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016

Last Survey Period: Sat Aug 8 to Sat Sep 19 2015

	This	Last	+/-
Potential (000)	117.7	116.5	1.2
Sample Size	834	938	-104

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

Please note: Survey 1 2016 supplied by GfK; Survey 2 2015 supplied by TNS. Please take into account if comparing Survey 2 2015 and Survey 1 2016 results

Mediaworks Combo : Edge or Mai FM or More FM or Radio Live or Rock or The Sound

NZME Combo : Coast or Flava or Hits or Newstalk ZB or Radio Hauraki or Radio Sport or ZM