



# NORTHLAND COMMERCIAL RADIO - SURVEY 1 2017

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

Survey Comparisons: 1/2016 - 1/2017

This Survey Period: Sun Apr 10 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Apr 8 2017

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

	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	12.9	11.9	1.0	1	2.2	1.1	1.1	0.6	0.3	0.3	5.9	7.4	-1.5	9.3	8.4	0.9	17.0	13.9	3.1	22.1	20.6	1.5	2.2	1.9	0.3
Edge	12.6	12.3	0.3	2	33.9	19.2	14.7	29.2	27.9	1.3	22.1	21.3	0.8	16.1	16.7	-0.6	5.5	6.9	-1.4	3.0	3.7	-0.7	21.4	25.8	-4.4
Flava	3.1	3.0	0.1	10	15.9	14.0	1.9	4.5	7.2	-2.7	2.5	3.9	-1.4	2.4	3.0	-0.6	2.4	0.8	1.6	1.5	*	*	2.0	3.7	-1.7
Life FM	0.7	0.6	0.1	18	0.1	*	*	*	*	*	0.1	0.2	-0.1	0.7	0.4	0.3	1.1	0.9	0.2	1.3	1.3	0.0	0.8	1.0	-0.2
Mai FM	2.1	3.2	-1.1	11	6.6	7.6	-1.0	4.6	8.5	-3.9	3.6	6.8	-3.2	2.3	4.4	-2.1	0.8	1.2	-0.4	1.5	1.6	-0.1	2.4	6.0	-3.6
Mix	1.7	n.a.	*	13	0.1	n.a.	*	1.1	n.a.	*	1.2	n.a.	*	1.9	n.a.	*	2.6	n.a.	*	2.1	n.a.	*	1.9	n.a.	*
More FM	11.6	13.5	-1.9	3	11.3	29.2	-17.9	13.1	14.1	-1.0	11.8	11.7	0.1	11.5	10.7	0.8	11.9	12.3	-0.4	14.5	17.5	-3.0	18.9	18.9	0.0
Newstalk ZB	10.6	11.4	-0.8	5	2.7	0.1	2.6	0.3	0.4	-0.1	0.2	0.2	0.0	0.6	1.3	-0.7	7.3	7.4	-0.1	16.3	15.2	1.1	0.1	1.5	-1.4
Ngati Hine FM	1.9	1.4	0.5	12	4.2	3.3	0.9	0.3	*	*	0.9	1.1	-0.2	1.5	1.2	0.3	3.3	2.4	0.9	2.4	1.8	0.6	2.1	2.1	0.0
Radio Hauraki	4.6	3.7	0.9	8	0.9	0.6	0.3	5.3	3.4	1.9	10.7	7.2	3.5	7.2	5.8	1.4	3.3	4.0	-0.7	2.6	2.5	0.1	6.6	4.4	2.2
Radio Live	4.9	4.3	0.6	7	0.4	0.3	0.1	0.1	0.2	-0.1	1.8	2.4	-0.6	2.2	2.8	-0.6	4.0	3.7	0.3	5.6	5.6	0.0	4.7	1.9	2.8
Radio Sport	1.3	2.2	-0.9	17	1.1	*	*	1.9	2.2	-0.3	1.2	1.3	-0.1	1.5	2.3	-0.8	1.7	2.8	-1.1	1.5	3.0	-1.5	0.2	1.9	-1.7
Radio Waatea	0.1	*	*	21	0.1	0.3	-0.2	*	*	*	*	*	*	0.3	*	*	0.4	*	*	*	*	*	*	*	*
Rhema	1.4	2.3	-0.9	16	4.8	6.2	-1.4	0.8	1.9	-1.1	0.1	0.1	0.0	1.3	2.7	-1.4	2.3	4.3	-2.0	0.9	0.8	0.1	1.1	2.9	-1.8
Rock	11.5	11.1	0.4	4	4.6	5.5	-0.9	20.1	17.1	3.0	18.5	18.4	0.1	18.6	18.6	0.0	12.2	11.7	0.5	4.1	3.3	0.8	17.9	13.1	4.8
Sunshine FM	0.5	0.7	-0.2	19	*	*	*	0.7	0.8	-0.1	0.5	0.9	-0.4	1.1	1.4	-0.3	1.0	1.2	-0.2	*	*	*	*	1.0	*
Tai FM	*	*	*	*	*	*	*	0.1	0.2	-0.1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Tautoko FM	1.7	1.2	0.5	13	1.4	2.6	-1.2	3.1	3.0	0.1	2.5	2.4	0.1	2.8	1.6	1.2	2.2	0.9	1.3	1.4	1.0	0.4	0.8	1.0	-0.2
Te Hiku o Te Ika	0.5	0.2	0.3	19	0.6	0.4	0.2	*	*	*	1.2	0.6	0.6	0.7	0.3	0.4	0.1	0.1	0.0	0.3	0.2	0.1	0.4	0.5	-0.1
The Hits	5.6	6.4	-0.8	6	1.4	1.9	-0.5	7.8	7.5	0.3	9.6	8.2	1.4	8.6	9.2	-0.6	5.2	8.4	-3.2	4.5	5.8	-1.3	9.9	9.0	0.9
The Sound	3.3	4.4	-1.1	9	*	*	*	0.6	2.2	-1.6	0.6	1.5	-0.9	3.7	3.6	0.1	9.1	11.4	-2.3	5.4	9.3	-3.9	1.1	0.1	1.0
ZM	1.6	1.4	0.2	15	2.3	2.1	0.2	2.5	1.9	0.6	3.1	2.4	0.7	2.8	2.3	0.5	1.4	1.3	0.1	0.3	0.3	0.0	2.5	3.0	-0.5
Other	5.7	4.8	0.9		5.3	5.4	-0.1	3.0	1.1	1.9	1.9	2.1	-0.2	3.2	3.2	0.0	5.3	4.2	1.1	8.9	6.4	2.5	3.0	0.5	2.5
Mediaworks Combo	46.1	48.8	-2.7		56.8	61.8	-5.0	67.8	70.1	-2.3	58.3	62.1	-3.8	54.4	56.7	-2.3	43.4	47.3	-3.9	34.0	41.0	-7.0	66.5	65.8	0.7
NZME Combo	41.5	40.0	1.5		26.6	19.8	6.8	24.0	22.9	1.1	34.4	30.5	3.9	34.2	32.3	1.9	41.0	38.7	2.3	50.9	47.5	3.4	25.4	25.3	0.1
Potential (000)	120.3	117.7	2.6		15.9	15.0	0.9	24.6	24.4	0.2	28.0	27.4	0.6	46.8	46.0	0.8	38.0	37.2	0.8	35.1	34.2	0.9	20.1	18.8	1.3
Sample	837	834	3		101	90	11	151	160	-9	190	186	4	323	315	8	274	260	14	260	269	-9	149	137	12

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

NZME Combo : Coast or Mix (from S1 2017) or Flava or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM

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



# NORTHLAND COMMERCIAL RADIO - SURVEY 1 2017

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

### Survey Comparisons: 1/2016 - 1/2017

This Survey Period: Sun Apr 10 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Apr 8 2017

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

	This	Last	+/-
Potential (000)	120.3	117.7	2.6
Sample Size	837	834	3

	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	10.2	9.0	1.2	4	14.5	12.2	2.3	13.6	12.8	0.8	12.0	10.5	1.5	12.2	12.6	-0.4	5.8	6.8	-1.0	15.4	14.5	0.9
Edge	9.6	9.9	-0.3	5	10.3	11.2	-0.9	14.3	12.7	1.6	14.7	12.9	1.8	14.1	14.3	-0.2	15.3	13.3	2.0	12.8	13.6	-0.8
Flava	4.2	3.2	1.0	8	2.7	2.5	0.2	2.5	2.3	0.2	2.1	2.8	-0.7	3.3	4.1	-0.8	4.7	6.5	-1.8	3.2	3.0	0.2
Life FM	1.0	0.7	0.3	17	1.2	1.0	0.2	0.9	0.8	0.1	0.4	0.2	0.2	0.5	0.3	0.2	0.1	0.1	0.0	0.4	0.4	0.0
Mai FM	1.6	2.9	-1.3	14	2.3	2.9	-0.6	2.2	3.7	-1.5	2.7	4.9	-2.2	2.0	2.5	-0.5	1.0	1.8	-0.8	2.3	2.9	-0.6
Mix	1.7	n.a.	*	12	1.7	n.a.	*	1.4	n.a.	*	1.6	n.a.	*	0.7	n.a.	*	2.0	n.a.	*	2.4	n.a.	*
More FM	15.6	17.3	-1.7	1	12.3	11.2	1.1	11.0	13.7	-2.7	13.0	15.8	-2.8	5.5	5.4	0.1	10.1	16.6	-6.5	9.9	12.5	-2.6
Newstalk ZB	12.1	13.6	-1.5	2	8.4	9.8	-1.4	7.5	7.2	0.3	8.2	7.5	0.7	16.3	19.5	-3.2	19.5	22.5	-3.0	11.0	11.8	-0.8
Ngati Hine FM	2.6	1.8	0.8	11	0.7	0.4	0.3	0.7	0.7	0.0	1.5	1.5	0.0	0.2	0.1	0.1	2.6	1.6	1.0	3.4	2.5	0.9
Radio Hauraki	3.1	2.5	0.6	10	8.2	6.3	1.9	7.3	6.3	1.0	5.0	4.4	0.6	2.2	0.9	1.3	1.5	0.2	1.3	2.4	2.0	0.4
Radio Live	8.5	6.5	2.0	6	4.9	3.8	1.1	3.2	2.3	0.9	2.9	3.2	-0.3	5.9	6.9	-1.0	5.4	4.2	1.2	4.3	4.1	0.2
Radio Sport	1.0	1.4	-0.4	17	1.5	2.2	-0.7	0.5	1.9	-1.4	0.5	1.8	-1.3	2.2	3.4	-1.2	0.8	1.0	-0.2	2.4	3.1	-0.7
Radio Waatea	*	*	*	*	*	*	*	*	*	*	0.1	0.1	0.0	*	0.1	*	2.3	*	*	*	*	*
Rhema	1.7	3.2	-1.5	12	0.7	0.7	0.0	0.6	0.7	-0.1	0.5	2.7	-2.2	2.6	3.0	-0.4	1.1	0.3	0.8	2.2	3.8	-1.6
Rock	11.2	11.0	0.2	3	11.6	11.4	0.2	12.6	12.0	0.6	16.5	15.6	0.9	10.3	8.2	2.1	9.1	12.3	-3.2	9.2	8.8	0.4
Sunshine FM	0.7	0.9	-0.2	19	0.8	1.2	-0.4	0.6	0.9	-0.3	0.2	0.2	0.0	0.1	0.1	0.0	*	*	*	0.4	0.4	0.0
Tai FM	*	*	*	*	*	*	*	*	*	*	*	0.1	*	*	*	*	0.3	0.6	-0.3	*	*	*
Tautoko FM	1.3	0.8	0.5	15	1.7	1.9	-0.2	2.3	1.7	0.6	2.2	1.4	0.8	1.5	1.6	-0.1	3.3	0.5	2.8	1.1	0.7	0.4
Te Hiku o Te Ika	0.4	0.2	0.2	20	0.1	0.1	0.0	0.4	0.4	0.0	0.4	0.2	0.2	0.2	*	*	1.9	*	*	0.6	0.4	0.2
The Hits	4.5	4.6	-0.1	7	4.7	8.1	-3.4	5.4	8.0	-2.6	4.5	5.0	-0.5	5.4	4.2	1.2	7.3	4.2	3.1	7.2	6.8	0.4
The Sound	3.5	5.2	-1.7	9	4.3	6.1	-1.8	4.6	5.8	-1.2	2.6	2.7	-0.1	4.0	4.7	-0.7	1.4	2.0	-0.6	2.0	2.9	-0.9
ZM	1.2	1.0	0.2	16	1.8	1.6	0.2	2.1	2.2	-0.1	2.1	1.4	0.7	1.5	1.1	0.4	1.7	1.9	-0.2	1.2	0.8	0.4
Other	4.3	4.3	0.0		5.4	5.3	0.1	6.1	3.9	2.2	6.2	5.0	1.2	9.2	7.1	2.1	2.9	3.4	-0.5	6.1	5.0	1.1
Mediaworks Combo	50.1	52.8	-2.7		45.7	46.7	-1.0	48.1	50.2	-2.1	52.5	55.1	-2.6	41.9	41.9	0.0	42.3	50.2	-7.9	40.6	44.8	-4.2
NZME Combo	38.0	35.3	2.7		43.5	42.9	0.6	40.4	40.7	-0.3	36.0	33.5	2.5	43.8	45.8	-2.0	43.3	43.2	0.1	45.2	42.0	3.2

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NZME Combo : Coast or Mix (from S1 2017) or Flava or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM

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# NORTHLAND COMMERCIAL RADIO - SURVEY 1 2017

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

Survey Comparisons: 1/2016 - 1/2017

This Survey Period: Sun Apr 10 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Apr 8 2017

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

	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	15.2	13.2	2.0	4	0.9	0.3	0.6	0.4	0.4	0.0	1.2	0.9	0.3	3.7	3.1	0.6	6.8	6.1	0.7	8.7	7.6	1.1	0.6	0.9	-0.3
Edge	21.5	20.7	0.8	1	4.4	3.3	1.1	8.2	8.8	-0.6	8.0	8.5	-0.5	10.6	10.3	0.3	4.8	4.2	0.6	2.9	3.1	-0.2	5.8	5.7	0.1
Flava	5.6	6.0	-0.4	10	2.1	1.6	0.5	2.1	2.9	-0.8	1.8	2.4	-0.6	2.3	2.8	-0.5	0.8	0.6	0.2	0.3	0.1	0.2	1.3	1.4	-0.1
Life FM	1.6	1.3	0.3	19	0.6	0.1	0.5	*	*	*	0.1	0.1	0.0	0.5	0.5	0.0	0.8	0.7	0.1	0.6	0.6	0.0	0.5	0.6	-0.1
Mai FM	6.2	6.9	-0.7	9	1.3	1.5	-0.2	2.8	3.4	-0.6	2.8	3.5	-0.7	3.3	3.9	-0.6	0.9	0.8	0.1	0.9	0.6	0.3	1.6	1.5	0.1
Mix	3.2	n.a.	*	15	0.3	n.a.	*	0.2	n.a.	*	0.3	n.a.	*	1.5	n.a.	*	1.8	n.a.	*	1.1	n.a.	*	0.9	n.a.	*
More FM	20.1	21.6	-1.5	3	2.5	3.3	-0.8	4.9	4.9	0.0	6.0	5.8	0.2	9.1	8.6	0.5	6.4	6.5	-0.1	5.9	6.8	-0.9	4.6	4.2	0.4
Newstalk ZB	11.0	10.9	0.1	5	0.4	0.1	0.3	0.3	0.4	-0.1	0.3	0.4	-0.1	1.5	1.8	-0.3	2.8	3.0	-0.2	5.8	5.0	0.8	0.2	0.6	-0.4
Ngati Hine FM	4.6	3.3	1.3	11	1.5	0.9	0.6	0.2	0.4	-0.2	0.6	0.8	-0.2	1.7	1.5	0.2	2.1	1.3	0.8	1.2	0.5	0.7	0.8	0.6	0.2
Radio Hauraki	6.5	5.9	0.6	8	0.4	0.5	-0.1	2.1	1.2	0.9	3.0	2.0	1.0	4.0	3.6	0.4	1.5	2.3	-0.8	0.6	1.0	-0.4	2.0	1.4	0.6
Radio Live	8.5	8.3	0.2	7	0.8	0.3	0.5	0.3	0.4	-0.1	0.8	1.4	-0.6	2.0	3.0	-1.0	3.3	3.6	-0.3	3.9	3.5	0.4	1.3	1.4	-0.1
Radio Sport	3.7	5.0	-1.3	14	0.3	0.1	0.2	0.6	0.5	0.1	0.4	0.4	0.0	1.4	1.8	-0.4	1.6	2.0	-0.4	1.3	2.1	-0.8	0.2	0.3	-0.1
Radio Waatea	0.2	0.2	0.0	22	0.1	0.2	-0.1	*	*	*	*	*	*	0.1	*	*	0.1	*	*	*	*	*	*	*	*
Rhema	2.5	2.9	-0.4	16	0.5	0.8	-0.3	0.6	0.6	0.0	0.3	0.2	0.1	0.9	1.0	-0.1	1.3	1.4	-0.1	0.8	0.7	0.1	0.4	0.5	-0.1
Rock	21.2	20.7	0.5	2	1.2	1.4	-0.2	6.7	6.4	0.3	8.9	8.2	0.7	14.1	13.6	0.5	7.7	7.7	0.0	3.2	3.1	0.1	6.6	5.1	1.5
Sunshine FM	1.1	1.3	-0.2	20	*	*	*	0.3	0.3	0.0	0.5	0.5	0.0	0.7	0.9	-0.2	0.5	0.5	0.0	0.3	0.3	0.0	0.1	0.4	-0.3
Tai FM	0.4	0.5	-0.1	21	0.1	0.1	0.0	0.2	0.3	-0.1	*	*	*	*	*	*	*	*	*	0.1	0.1	0.0	*	*	*
Tautoko FM	2.0	1.9	0.1	17	0.4	0.5	-0.1	0.4	0.3	0.1	0.9	0.8	0.1	1.2	0.9	0.3	0.6	0.4	0.2	0.4	0.5	-0.1	0.3	0.4	-0.1
Te Hiku o Te Ika	1.8	1.1	0.7	18	0.2	0.1	0.1	*	*	*	0.7	0.5	0.2	0.7	0.5	0.2	0.5	0.5	0.0	0.8	0.5	0.3	0.4	0.4	0.0
The Hits	10.5	10.7	-0.2	6	1.1	1.1	0.0	2.4	2.1	0.3	2.9	2.7	0.2	5.6	5.6	0.0	4.4	4.5	-0.1	2.6	2.9	-0.3	2.6	2.5	0.1
The Sound	3.8	4.4	-0.6	13	0.1	0.1	0.0	0.3	0.7	-0.4	0.5	0.6	-0.1	2.3	2.1	0.2	3.0	3.2	-0.2	1.4	1.8	-0.4	0.6	0.5	0.1
ZM	4.2	4.6	-0.4	12	0.5	0.5	0.0	1.7	2.5	-0.8	2.2	1.9	0.3	2.8	2.6	0.2	0.9	1.0	-0.1	0.4	0.4	0.0	1.2	1.1	0.1
Other	9.4	9.6	-0.2		0.9	0.8	0.1	2.4	2.0	0.4	2.5	2.7	-0.2	3.8	4.4	-0.6	3.0	2.9	0.1	3.7	3.3	0.4	1.7	1.5	0.2
Mediaworks Combo	60.2	60.1	0.1		7.6	7.0	0.6	15.9	16.0	-0.1	19.0	19.1	-0.1	29.9	29.2	0.7	19.7	19.3	0.4	13.8	14.8	-1.0	14.2	13.6	0.6
NZME Combo	46.7	43.8	2.9		5.1	3.6	1.5	7.7	8.3	-0.6	9.3	8.7	0.6	16.8	16.6	0.2	15.6	14.9	0.7	16.4	14.2	2.2	6.7	6.2	0.5
All Commercial Radio	86.8	84.5	2.3		10.2	8.9	1.3	18.3	18.6	-0.3	22.3	22.4	-0.1	36.8	36.5	0.3	29.5	28.1	1.4	25.5	24.1	1.4	16.4	15.2	1.2
Potential (000)	120.3	117.7	2.6		15.9	15.0	0.9	24.6	24.4	0.2	28.0	27.4	0.6	46.8	46.0	0.8	38.0	37.2	0.8	35.1	34.2	0.9	20.1	18.8	1.3
Sample	837	834	3		101	90	11	151	160	-9	190	186	4	323	315	8	274	260	14	260	269	-9	149	137	12

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

NZME Combo : Coast or Mix (from S1 2017) or Flava or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM



# NORTHLAND COMMERCIAL RADIO - SURVEY 1 2017

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

### Survey Comparisons: 1/2016 - 1/2017

This Survey Period: Sun Apr 10 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Apr 8 2017

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

	This	Last	+/-
Potential (000)	120.3	117.7	2.6
Sample Size	837	834	3

	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	6.6	0.7	4	9.0	7.2	1.8	8.6	7.3	1.3	7.4	6.6	0.8	4.7	3.2	1.5	2.1	1.4	0.7	10.8	8.7	2.1	
Edge	11.6	11.5	0.1	3	8.5	8.7	-0.2	12.7	11.6	1.1	12.3	10.5	1.8	6.7	6.1	0.6	3.6	3.1	0.5	14.3	13.5	0.8	
Flava	3.4	3.7	-0.3	8	2.9	3.5	-0.6	2.4	2.4	0.0	1.1	2.0	-0.9	1.2	1.9	-0.7	0.6	1.1	-0.5	2.8	3.6	-0.8	
Life FM	0.5	0.4	0.1	19	0.5	0.4	0.1	0.8	0.3	0.5	0.3	0.1	0.2	0.1	0.1	0.0	0.2	0.3	-0.1	0.6	0.8	-0.2	
Mai FM	3.3	4.1	-0.8	9	2.0	2.9	-0.9	3.6	4.0	-0.4	2.2	3.3	-1.1	1.8	1.9	-0.1	1.0	1.2	-0.2	3.9	4.1	-0.2	
Mix	1.6	n.a.	*	15	1.2	n.a.	*	1.8	n.a.	*	1.5	n.a.	*	0.8	n.a.	*	1.1	n.a.	*	2.0	n.a.	*	
More FM	13.1	13.0	0.1	1	9.3	9.9	-0.6	10.9	12.6	-1.7	9.9	9.9	0.0	3.8	3.5	0.3	2.7	3.0	-0.3	12.3	12.2	0.1	
Newstalk ZB	6.9	7.8	-0.9	5	4.5	4.9	-0.4	5.1	4.2	0.9	5.8	4.5	1.3	3.9	4.0	-0.1	3.1	3.2	-0.1	8.4	8.4	0.0	
Ngati Hine FM	2.3	1.3	1.0	13	1.3	0.6	0.7	1.0	0.6	0.4	1.3	1.0	0.3	0.3	0.1	0.2	1.3	0.6	0.7	3.0	2.8	0.2	
Radio Hauraki	3.1	2.8	0.3	10	3.5	3.2	0.3	4.3	3.5	0.8	3.5	3.4	0.1	0.7	0.6	0.1	0.8	0.2	0.6	3.0	2.5	0.5	
Radio Live	5.6	5.4	0.2	6	4.0	3.9	0.1	3.0	2.5	0.5	2.7	2.5	0.2	2.1	1.8	0.3	2.0	1.0	1.0	4.2	3.8	0.4	
Radio Sport	0.7	1.3	-0.6	18	1.4	2.0	-0.6	0.8	2.2	-1.4	0.6	1.7	-1.1	0.6	1.0	-0.4	0.2	0.2	0.0	2.9	3.0	-0.1	
Radio Waatea	*	*	*	*	*	*	*	0.1	0.2	-0.1	0.1	0.2	-0.1	0.2	0.2	0.0	0.1	*	*	*	*	*	*
Rhema	1.7	2.4	-0.7	14	0.6	0.5	0.1	1.1	1.3	-0.2	0.5	1.3	-0.8	0.9	1.2	-0.3	0.5	0.4	0.1	2.0	2.6	-0.6	
Rock	11.7	11.7	0.0	2	9.8	9.8	0.0	10.6	9.6	1.0	10.8	10.8	0.0	6.8	6.0	0.8	4.0	4.4	-0.4	11.7	11.0	0.7	
Sunshine FM	0.5	0.8	-0.3	19	0.4	0.8	-0.4	0.4	0.4	0.0	0.5	0.5	0.0	0.1	0.1	0.0	*	*	*	0.3	0.4	-0.1	
Tai FM	*	*	*	*	*	*	*	*	*	*	0.1	0.1	0.0	*	*	*	0.3	0.4	-0.1	0.1	0.1	0.0	
Tautoko FM	1.4	1.1	0.3	16	0.8	0.8	0.0	0.9	0.6	0.3	1.0	0.7	0.3	0.7	0.6	0.1	0.6	0.4	0.2	1.0	0.8	0.2	
Te Hiku o Te Ika	1.1	0.4	0.7	17	0.4	0.2	0.2	1.2	0.8	0.4	0.7	0.1	0.6	0.2	*	*	0.2	*	*	0.9	0.6	0.3	
The Hits	4.9	5.6	-0.7	7	3.9	4.8	-0.9	4.5	4.3	0.2	3.5	4.0	-0.5	2.4	1.7	0.7	1.1	0.8	0.3	7.3	6.6	0.7	
The Sound	2.8	2.8	0.0	11	2.3	2.7	-0.4	2.4	2.1	0.3	2.5	2.8	-0.3	0.7	0.6	0.1	0.5	0.9	-0.4	1.7	2.5	-0.8	
ZM	2.5	2.3	0.2	12	1.6	1.4	0.2	1.7	2.4	-0.7	1.9	1.2	0.7	1.5	1.2	0.3	0.9	0.8	0.1	2.0	2.0	0.0	
Other	3.3	3.4	-0.1		3.9	4.4	-0.5	4.0	2.7	1.3	3.5	2.9	0.6	2.9	2.0	0.9	2.4	2.4	0.0	5.6	4.9	0.7	
Mediaworks Combo	41.0	40.7	0.3		31.0	31.3	-0.3	36.9	36.0	0.9	34.8	34.3	0.5	18.3	17.6	0.7	12.3	12.4	-0.1	42.0	41.5	0.5	
NZME Combo	27.4	27.5	-0.1		25.8	24.5	1.3	25.6	23.6	2.0	22.2	20.9	1.3	14.3	12.8	1.5	9.0	7.8	1.2	33.2	29.8	3.4	
All Commercial Radio	64.5	63.3	1.2		51.2	49.9	1.3	57.6	53.7	3.9	54.0	52.5	1.5	32.2	30.7	1.5	21.0	20.6	0.4	68.0	64.6	3.4	

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

NZME Combo : Coast or Mix (from S1 2017) or Flava or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM



# NORTHLAND COMMERCIAL RADIO - SURVEY 1 2017

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

Survey Comparisons: 1/2016 - 1/2017

This Survey Period: Sun Apr 10 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Apr 8 2017

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

	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	14:09	13:54	0:14	3:17	4:16	-0:59	3:34	1:47	1:47	22:04	35:47	-13:42	18:26	18:57	-0:30	14:16	11:56	2:19	13:07	12:29	0:38	9:10	4:51	4:18
Edge	9:45	9:10	0:34	10:51	6:47	4:04	9:44	7:53	1:50	12:12	10:55	1:16	11:03	11:22	-0:18	6:29	8:29	-2:00	5:22	5:32	-0:09	9:35	10:46	-1:10
Flava	9:24	7:42	1:41	10:42	10:16	0:26	5:44	6:14	-0:29	6:02	7:13	-1:11	7:28	7:19	0:08	17:12	6:42	10:29	23:42	1:30	22:12	3:59	6:14	-2:14
Life FM	7:12	7:05	0:07	0:15	0:15	0:00	7:30	7:30	0:00	6:11	6:00	0:11	10:20	6:29	3:51	7:47	6:18	1:29	11:59	9:05	2:53	4:27	4:02	0:24
Mai FM	5:42	7:11	-1:29	7:07	5:44	1:22	4:28	6:18	-1:49	5:39	8:26	-2:47	5:07	7:53	-2:45	4:35	8:05	-3:29	8:59	13:03	-4:04	3:54	9:35	-5:40
Mix	9:03	n.a.	*	0:41	n.a.	*	16:08	n.a.	*	16:38	n.a.	*	9:03	n.a.	*	8:05	n.a.	*	10:16	n.a.	*	5:06	n.a.	*
More FM	9:35	9:37	-0:01	6:32	10:09	-3:36	7:22	7:16	0:05	8:41	8:47	-0:06	9:11	8:38	0:33	10:28	9:55	0:33	12:49	12:01	0:47	10:39	10:48	-0:09
Newstalk ZB	16:07	16:10	-0:03	9:05	1:00	8:05	2:30	2:30	0:00	2:30	2:30	0:00	2:50	5:23	-2:32	14:55	13:03	1:52	14:35	14:03	0:32	1:44	5:34	-3:50
Ngati Hine FM	6:45	6:21	0:24	4:07	4:29	-0:21	5:30	0:15	5:15	7:08	6:19	0:49	6:29	5:48	0:40	8:38	9:45	-1:06	10:28	15:57	-5:29	6:33	7:42	-1:08
Radio Hauraki	11:50	9:42	2:08	2:59	1:29	1:29	6:43	7:12	-0:28	15:40	15:40	0:00	12:57	11:24	1:33	12:12	8:55	3:17	22:35	11:15	11:20	8:25	7:16	1:08
Radio Live	9:36	7:54	1:42	0:43	0:58	-0:14	1:14	1:14	0:00	9:37	7:43	1:53	8:02	6:37	1:24	6:57	5:19	1:37	7:20	7:24	-0:04	9:44	3:15	6:29
Radio Sport	5:56	6:44	-0:48	5:28	0:15	5:13	9:14	10:01	-0:47	12:29	12:43	-0:13	7:42	8:59	-1:17	5:50	7:10	-1:19	5:52	6:42	-0:50	2:38	14:50	-12:11
Radio Waatea	10:50	2:00	8:50	2:00	2:00	0:00	*	*	*	*	*	*	18:15	*	*	18:15	*	*	*	*	*	*	*	*
Rhema	8:58	11:53	-2:54	12:56	9:24	3:32	3:46	7:29	-3:42	2:00	2:00	0:00	10:38	19:50	-9:11	10:26	16:25	-5:59	6:10	5:29	0:40	7:54	14:01	-6:06
Rock	9:04	8:15	0:48	5:35	4:35	0:59	8:10	6:42	1:27	9:10	9:37	-0:27	9:36	9:35	0:00	8:56	7:54	1:01	6:34	4:54	1:40	7:03	6:01	1:01
Sunshine FM	7:03	8:11	-1:08	*	*	*	6:07	5:31	0:36	5:05	7:51	-2:45	10:41	11:22	-0:40	10:34	11:44	-1:10	0:24	0:30	-0:05	1:00	5:42	-4:42
Tai FM	1:07	1:11	-0:03	0:15	0:15	0:00	2:04	2:04	-0:00	*	*	*	*	*	*	*	*	*	0:15	0:15	0:00	*	*	*
Tautoko FM	14:17	9:40	4:36	5:16	5:36	-0:19	22:39	27:42	-5:03	12:40	12:58	-0:17	16:19	12:11	4:08	20:11	11:00	9:11	16:16	9:35	6:41	6:01	5:56	0:05
Te Hiku o Te Ika	4:23	3:16	1:07	3:30	3:30	0:00	*	*	*	7:01	5:14	1:47	7:01	5:14	1:47	1:20	1:25	-0:05	2:10	1:25	0:44	2:35	3:01	-0:26
The Hits	8:49	9:10	-0:21	1:50	1:58	-0:07	8:48	8:42	0:06	14:45	12:54	1:50	11:04	11:40	-0:35	6:40	9:37	-2:56	8:52	9:10	-0:18	9:52	8:31	1:20
The Sound	14:36	15:30	-0:54	0:15	0:15	0:00	4:37	8:08	-3:31	4:42	11:40	-6:58	11:49	12:02	-0:12	17:28	18:43	-1:15	20:42	23:34	-2:51	4:42	0:23	4:18
ZM	6:25	4:39	1:46	6:37	5:19	1:17	4:08	1:53	2:15	6:23	5:15	1:07	7:21	6:04	1:17	8:40	7:06	1:34	3:26	3:37	-0:11	5:19	6:32	-1:12
Other	10:10	7:41	2:29	8:31	8:22	0:09	3:29	1:24	2:05	3:19	3:16	0:02	6:08	5:05	1:02	10:05	7:36	2:28	12:23	9:04	3:18	4:33	0:50	3:43
Mediaworks Combo	12:45	12:31	0:14	10:34	10:16	0:17	11:40	10:58	0:41	13:31	14:04	-0:33	13:16	13:37	-0:20	12:30	12:42	-0:11	12:45	12:50	-0:05	12:13	11:31	0:42
NZME Combo	14:48	14:03	0:44	7:21	6:22	0:58	8:32	6:53	1:39	16:16	15:06	1:10	14:47	13:39	1:08	14:53	13:33	1:20	16:04	15:32	0:32	9:54	9:44	0:10
All Commercial Radio	19:13	18:14	0:59	14:00	13:04	0:55	14:51	13:26	1:25	19:47	19:19	0:28	19:46	19:13	0:33	19:15	18:28	0:47	20:18	19:15	1:03	15:55	15:35	0:19
Potential (000)	120.3	117.7	2.6	15.9	15.0	0.9	24.6	24.4	0.2	28.0	27.4	0.6	46.8	46.0	0.8	38.0	37.2	0.8	35.1	34.2	0.9	20.1	18.8	1.3
Sample	837	834	3	101	90	11	151	160	-9	190	186	4	323	315	8	274	260	14	260	269	-9	149	137	12

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

NZME Combo : Coast or Mix (from S1 2017) or Flava or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM



# NORTHLAND COMMERCIAL RADIO - SURVEY 1 2017

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

Survey Comparisons: 1/2016 - 1/2017

This Survey Period: Sun Apr 10 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Apr 8 2017

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

	This	Last	+/-
Potential (000)	120.3	117.7	2.6
Sample Size	837	834	3

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

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

NZME Combo : Coast or Mix (from S1 2017) or Flava or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM