



NORTHLAND COMMERCIAL RADIO - SURVEY 3 2018

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

Survey Comparisons: 2/2018 - 3/2018

This 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

Last Survey Period: Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 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	9.5	8.8	0.7	5	0.4	0.2	0.2	3.1	1.7	1.4	2.7	0.7	2.0	2.8	2.4	0.4	6.3	6.1	0.2	16.5	13.9	2.6	2.5	1.5	1.0	
Edge	10.9	12.3	-1.4	2	27.3	22.6	4.7	27.3	25.0	2.3	13.3	15.3	-2.0	13.1	15.6	-2.5	7.9	10.6	-2.7	2.7	4.7	-2.0	16.8	21.3	-4.5	
Flava	2.2	2.2	0.0	12	3.0	3.3	-0.3	7.6	7.7	-0.1	3.5	3.6	-0.1	2.9	3.1	-0.2	1.3	1.5	-0.2	0.7	0.4	0.3	3.3	4.0	-0.7	
Life FM	0.5	0.9	-0.4	20	1.0	3.6	-2.6	*	*	*	0.9	1.2	-0.3	0.5	0.7	-0.2	0.5	0.8	-0.3	0.6	1.0	-0.4	*	0.1	*	
Mai FM	4.2	4.8	-0.6	7	14.1	15.9	-1.8	14.4	14.5	-0.1	7.9	8.1	-0.2	5.2	5.3	-0.1	1.2	1.3	-0.1	0.5	0.7	-0.2	6.8	10.0	-3.2	
Mix	6.1	8.3	-2.2	6	3.3	2.6	0.7	1.5	0.7	0.8	8.8	14.2	-5.4	11.5	15.3	-3.8	8.8	11.2	-2.4	2.7	3.6	-0.9	10.1	11.5	-1.4	
More FM	18.5	14.4	4.1	1	19.7	15.3	4.4	12.1	9.9	2.2	30.0	20.0	10.0	21.7	14.5	7.2	17.1	14.4	2.7	19.9	20.1	-0.2	25.4	15.8	9.6	
Newstalk ZB	10.8	10.5	0.3	3	0.7	2.9	-2.2	0.1	0.3	-0.2	1.1	1.0	0.1	1.5	1.2	0.3	9.4	6.3	3.1	16.6	14.7	1.9	2.5	2.9	-0.4	
Ngati Hine FM	1.5	1.2	0.3	14	10.7	0.9	9.8	0.6	0.6	0.0	0.9	0.8	0.1	1.3	2.3	-1.0	1.2	2.3	-1.1	0.4	0.1	0.3	2.6	1.8	0.8	
Radio Hauraki	2.9	3.4	-0.5	10	*	*	*	1.9	10.3	-8.4	2.1	7.7	-5.6	1.9	5.2	-3.3	1.4	1.4	0.0	6.0	3.1	2.9	1.5	1.5	0.0	
RadioLIVE	3.2	3.8	-0.6	9	*	*	*	0.4	0.5	-0.1	0.9	0.9	0.0	3.1	3.0	0.1	5.4	5.7	-0.3	3.9	5.5	-1.6	1.5	1.5	0.0	
Radio Sport	1.5	1.5	0.0	14	0.2	0.8	-0.6	0.2	0.3	-0.1	0.4	0.9	-0.5	1.6	2.1	-0.5	2.1	2.2	-0.1	1.8	1.1	0.7	1.0	1.5	-0.5	
Radio Waatea	*	*	*	*	*	*	*	*	0.1	*	*	0.1	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	1.2	1.5	-0.3	17	0.2	2.2	-2.0	0.8	0.3	0.5	0.6	0.2	0.4	1.1	0.8	0.3	2.2	2.6	-0.4	1.9	2.5	-0.6	0.4	0.3	0.1	
Rock	10.6	8.0	2.6	4	6.3	6.3	0.0	16.3	15.8	0.5	12.7	14.0	-1.3	12.4	10.8	1.6	13.6	7.6	6.0	9.8	5.2	4.6	7.5	8.3	-0.8	
Sunshine FM	1.8	1.0	0.8	13	*	0.5	*	*	0.1	*	*	0.1	*	4.1	2.2	1.9	4.5	2.6	1.9	*	*	*	*	*	*	
Tai FM	*	0.1	*	*	0.5	0.5	0.0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Tautoko FM	0.7	1.3	-0.6	19	*	4.0	*	*	0.4	*	*	0.2	*	1.6	1.7	-0.1	1.8	2.2	-0.4	*	0.6	*	3.2	2.1	1.1	
Te Hiku o Te Ika	1.2	1.2	0.0	17	0.1	0.1	0.0	*	0.4	*	*	0.1	*	0.4	1.0	-0.6	2.7	2.7	0.0	3.2	2.5	0.7	*	0.1	*	
The Hits	3.3	6.9	-3.6	8	1.4	5.9	-4.5	3.5	4.4	-0.9	5.3	5.7	-0.4	4.1	5.5	-1.4	2.1	8.2	-6.1	3.3	11.7	-8.4	3.2	4.5	-1.3	
The Sound	2.7	2.4	0.3	11	0.9	1.2	-0.3	1.2	0.5	0.7	1.3	0.7	0.6	2.4	2.5	-0.1	5.4	5.7	-0.3	4.7	3.9	0.8	2.9	4.7	-1.8	
ZM	1.5	1.1	0.4	14	2.5	2.8	-0.3	6.8	4.3	2.5	3.2	1.7	1.5	1.8	1.1	0.7	*	0.2	*	*	*	*	4.0	2.7	1.3	
Others	5.1	4.3	0.8		7.8	8.3	-0.5	2.0	2.0	0.0	4.4	2.9	1.5	5.0	3.7	1.3	5.1	4.5	0.6	4.7	4.5	0.2	4.5	3.7	0.8	
Mediaworks Combo	51.6	46.7	4.9		71.2	63.3	7.9	72.3	67.0	5.3	69.3	60.6	8.7	60.4	53.0	7.4	51.6	46.1	5.5	42.0	40.8	1.2	63.0	62.9	0.1	
NZME Combo	37.9	42.8	-4.9		11.6	18.8	-7.2	25.0	29.9	-4.9	27.2	35.5	-8.3	28.2	36.0	-7.8	31.5	37.0	-5.5	47.6	48.7	-1.1	28.3	30.4	-2.1	
Potential (000)	110.5	110.5	0.0		12.7	13.4	-0.7	24.7	24.0	0.7	26.0	26.0	0.0	42.5	42.5	0.0	34.4	34.4	0.0	32.7	32.7	0.0	20.4	19.2	1.2	
Sample	844	878	-34		76	87	-11	168	177	-9	187	183	4	305	307	-2	247	259	-12	287	307	-20	155	156	-1	

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 3 2018

Station Share (%) by Daypart, People 10+

Survey Comparisons: 2/2018 - 3/2018

This 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

Last Survey Period: Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 2018

	This	Last	+/-
Potential (000)	1105	1105	0.0
Sample Size	844	878	-34

	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	8.2	6.8	1.4	5	10.7	10.1	0.6		11.0	11.2	-0.2		9.5	7.8	1.7		8.1	5.6	2.5		1.9	0.9	1.0		10.4	10.3	0.1	
Edge	10.5	13.2	-2.7	4	9.4	12.2	-2.8		11.7	12.7	-1.0		10.3	11.9	-1.6		6.4	8.9	-2.5		24.1	17.4	6.7		10.4	11.1	-0.7	
Flava	1.3	1.5	-0.2	15	2.2	2.3	-0.1		2.8	2.5	0.3		3.0	2.7	0.3		2.7	2.6	0.1		1.5	2.1	-0.6		2.1	2.3	-0.2	
Life FM	0.5	0.7	-0.2	18	0.3	0.6	-0.3		0.3	0.7	-0.4		0.6	1.1	-0.5		0.7	1.4	-0.7		1.4	2.4	-1.0		0.5	1.0	-0.5	
Mai FM	4.2	5.0	-0.8	7	4.1	4.4	-0.3		5.1	5.3	-0.2		4.0	3.8	0.2		2.6	2.9	-0.3		6.4	6.1	0.3		3.7	5.2	-1.5	
Mix	5.2	6.2	-1.0	6	8.8	11.9	-3.1		9.7	13.7	-4.0		6.4	8.9	-2.5		1.6	2.3	-0.7		1.5	2.0	-0.5		3.8	4.5	-0.7	
More FM	24.3	17.7	6.6	1	17.0	14.2	2.8		16.6	12.7	3.9		18.7	14.8	3.9		9.6	10.1	-0.5		13.8	9.1	4.7		20.0	15.3	4.7	
Newstalk ZB	13.4	12.5	0.9	3	10.4	9.5	0.9		6.5	5.6	0.9		6.1	7.4	-1.3		22.2	23.4	-1.2		15.8	15.2	0.6		10.8	11.3	-0.5	
Ngati Hine FM	0.7	1.1	-0.4	17	0.7	1.1	-0.4		2.2	1.6	0.6		1.5	1.8	-0.3		0.2	0.1	0.1		4.6	0.3	4.3		1.8	1.0	0.8	
Radio Hauraki	2.3	2.6	-0.3	10	3.4	3.3	0.1		3.3	3.7	-0.4		4.3	5.1	-0.8		2.7	2.0	0.7		0.6	0.4	0.1		2.8	4.1	-1.3	
RadioLIVE	3.3	5.0	-1.7	8	2.6	2.4	0.2		3.1	2.9	0.2		3.7	3.8	-0.1		5.0	6.3	-1.3		7.1	8.5	-1.4		1.9	3.1	-1.2	
Radio Sport	1.4	1.7	-0.3	13	3.7	3.2	0.5		1.5	0.8	0.7		0.6	1.1	-0.5		0.8	0.8	0.0		1.1	1.2	-0.1		0.8	1.2	-0.4	
Radio Waatea	*	*	*	*	*	*	*		*	*	*		*	*	*		*	*	*		*	0.3	*		*	*	*	
Rhema	1.3	1.7	-0.4	15	0.7	1.0	-0.3		0.9	1.1	-0.2		0.7	0.9	-0.2		4.9	4.4	0.5		1.3	1.6	-0.3		1.0	1.6	-0.6	
Rock	13.6	9.8	3.8	2	12.0	8.1	3.9		10.5	7.8	2.7		12.0	9.3	2.7		7.9	4.2	3.7		6.9	8.5	-1.6		7.8	6.6	1.2	
Sunshine FM	0.4	0.2	0.2	19	2.2	1.1	1.1		2.0	1.1	0.9		2.7	1.6	1.1		0.5	0.3	0.2		0.1	*	*		2.7	1.8	0.9	
Tai FM	*	*	*	*	*	*	*		*	*	*		*	*	*		0.4	0.6	-0.2		*	*	*		0.1	0.1	0.0	
Tautoko FM	*	2.6	*	*	*	0.4	*		1.3	0.8	0.5		2.0	2.1	-0.1		*	0.7	*		*	*	*		0.9	1.3	-0.4	
Te Hiku o Te Ika	1.4	1.2	0.2	13	1.4	1.0	0.4		1.2	1.2	0.0		0.4	1.5	-1.1		3.7	3.2	0.5		*	2.3	*		0.9	0.6	0.3	
The Hits	1.9	5.3	-3.4	11	3.6	7.8	-4.2		3.0	8.5	-5.5		3.9	5.2	-1.3		2.0	2.9	-0.9		0.7	11.8	-11.1		5.1	7.0	-1.9	
The Sound	1.8	2.0	-0.2	12	2.5	2.0	0.5		3.1	2.4	0.7		2.3	2.1	0.2		3.3	2.6	0.7		1.6	2.1	-0.5		3.4	3.5	-0.1	
ZM	2.5	1.7	0.8	9	1.0	0.9	0.1		1.0	0.9	0.1		2.5	1.8	0.7		0.4	*	*		0.9	0.9	0.0		1.6	1.0	0.6	
Others	2.1	1.4	0.7		3.3	2.6	0.7		3.2	2.9	0.3		4.6	5.4	-0.8		14.5	14.8	-0.3		8.5	6.9	1.6		7.6	6.1	1.5	
Mediaworks Combo	58.2	53.2	5.0		48.5	44.0	4.5		51.1	44.2	6.9		52.6	46.5	6.1		36.2	36.3	-0.1		61.2	52.4	8.8		50.4	46.8	3.6	
NZME Combo	36.0	38.4	-2.4		43.7	49.0	-5.3		38.8	46.9	-8.1		36.3	40.0	-3.7		40.3	39.5	0.8		24.0	34.5	-10.5		37.5	41.9	-4.4	

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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 3 2018

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

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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	12.8	11.0	1.8	4	0.2	0.1	0.1	0.6	0.4	0.2	0.9	0.5	0.4	1.6	1.3	0.3	3.8	3.4	0.4	7.5	6.2	1.3	1.3	0.8	0.5	
Edge	18.7	21.5	-2.8	2	3.8	4.4	-0.6	8.0	9.0	-1.0	6.1	6.4	-0.3	9.7	10.6	-0.9	4.6	5.0	-0.4	1.1	1.3	-0.2	5.8	5.7	0.1	
Flava	6.3	4.7	1.6	9	0.8	0.8	0.0	3.8	2.6	1.2	1.5	1.3	0.2	2.3	2.0	0.3	1.4	1.1	0.3	0.8	0.4	0.4	0.9	0.9	0.0	
Life FM	0.8	1.1	-0.3	19	0.2	0.4	-0.2	0.2	0.2	0.0	0.4	0.5	-0.1	0.4	0.5	-0.1	0.2	0.1	0.1	0.3	0.2	0.1	0.2	0.3	-0.1	
Mai FM	7.8	7.8	0.0	7	1.6	1.6	0.0	4.5	4.0	0.5	3.0	3.2	-0.2	3.8	4.1	-0.3	1.3	1.3	0.0	0.5	0.6	-0.1	2.1	2.2	-0.1	
Mix	9.8	9.7	0.1	6	1.7	1.6	0.1	0.9	0.3	0.6	2.7	2.4	0.3	6.7	6.4	0.3	4.5	4.9	-0.4	1.2	1.5	-0.3	3.4	2.9	0.5	
More FM	22.8	20.2	2.6	1	3.0	3.0	0.0	4.0	3.3	0.7	7.2	5.5	1.7	11.3	9.2	2.1	8.8	8.3	0.5	6.2	6.7	-0.5	5.4	4.3	1.1	
Newstalk ZB	10.8	10.6	0.2	5	0.2	0.4	-0.2	0.2	0.5	-0.3	0.5	1.0	-0.5	1.2	1.5	-0.3	2.9	2.0	0.9	5.5	4.6	0.9	0.8	0.9	-0.1	
Ngati Hine FM	2.7	2.1	0.6	15	0.8	0.1	0.7	0.5	0.4	0.1	0.5	0.6	-0.1	1.2	1.7	-0.5	1.1	1.2	-0.1	0.5	0.2	0.3	0.9	0.6	0.3	
Radio Hauraki	5.4	5.0	0.4	10	*	*	*	0.7	1.2	-0.5	2.0	2.6	-0.6	3.6	3.7	-0.1	2.6	1.7	0.9	1.6	1.0	0.6	1.1	0.9	0.2	
RadioLIVE	5.2	5.5	-0.3	11	*	*	*	0.5	0.9	-0.4	1.0	1.1	-0.1	2.3	2.0	0.3	3.0	2.2	0.8	2.3	2.5	-0.2	0.8	0.5	0.3	
Radio Sport	4.8	3.6	1.2	13	0.3	0.3	0.0	0.3	0.3	0.0	0.3	0.7	-0.4	1.0	1.4	-0.4	1.4	1.1	0.3	2.0	1.3	0.7	0.4	0.4	0.0	
Radio Waatea	0.1	0.2	-0.1	22	*	*	*	0.1	0.2	-0.1	0.1	0.2	-0.1	0.1	0.2	-0.1	*	*	*	*	*	*	*	0.1	0.2	-0.1
Rhema	2.4	2.7	-0.3	16	0.2	0.5	-0.3	0.5	0.3	0.2	0.5	0.3	0.2	1.0	0.9	0.1	1.3	1.4	-0.1	1.2	1.2	0.0	0.4	0.4	0.0	
Rock	14.0	13.4	0.6	3	1.8	2.1	-0.3	3.1	4.0	-0.9	4.6	5.6	-1.0	8.0	8.1	-0.1	6.0	4.0	2.0	2.9	1.8	1.1	2.9	2.9	0.0	
Sunshine FM	0.6	0.9	-0.3	20	*	0.3	*	0.2	0.2	0.0	0.2	0.2	0.0	0.6	0.5	0.1	0.4	0.2	0.2	*	0.1	*	0.2	0.2	0.0	
Tai FM	0.2	0.3	-0.1	21	0.1	0.1	0.0	0.1	0.2	-0.1	0.1	0.2	-0.1	0.1	0.2	-0.1	*	*	*	*	*	*	0.1	0.2	-0.1	
Tautoko FM	0.9	3.4	-2.5	18	*	0.9	*	0.1	0.7	-0.6	0.1	0.7	-0.6	0.9	2.0	-1.1	0.8	1.6	-0.8	*	0.5	*	0.6	0.4	0.2	
Te Hiku o Te Ika	1.6	1.7	-0.1	17	0.2	0.1	0.1	0.2	0.6	-0.4	0.2	0.5	-0.3	0.5	0.8	-0.3	1.1	0.8	0.3	0.9	0.5	0.4	0.1	0.2	-0.1	
The Hits	7.4	10.8	-3.4	8	0.6	1.4	-0.8	2.3	3.0	-0.7	2.3	3.3	-1.0	3.9	5.1	-1.2	2.7	3.5	-0.8	1.6	2.8	-1.2	2.1	2.4	-0.3	
The Sound	4.9	3.8	1.1	12	0.1	0.1	0.0	0.4	0.6	-0.2	1.1	1.1	0.0	2.2	2.1	0.1	3.2	2.3	0.9	2.5	1.5	1.0	0.7	0.6	0.1	
ZM	3.0	3.2	-0.2	14	0.3	0.3	0.0	2.2	1.9	0.3	1.7	1.6	0.1	1.7	2.0	-0.3	*	0.5	*	*	0.1	*	1.4	1.5	-0.1	
Others	9.8	8.0	1.8		1.4	1.5	-0.1	1.7	1.4	0.3	2.8	2.1	0.7	3.7	2.9	0.8	2.8	2.4	0.4	3.4	2.7	0.7	2.0	1.5	0.5	
Mediaworks Combo	56.3	56.1	0.2		7.0	7.9	-0.9	14.8	15.5	-0.7	17.3	17.2	0.1	28.0	27.0	1.0	20.8	18.5	2.3	12.8	12.8	0.0	13.8	12.4	1.4	
NZME Combo	47.0	44.9	2.1		3.3	4.3	-1.0	9.5	7.9	1.6	10.4	9.8	0.6	18.0	17.9	0.1	14.5	14.4	0.1	14.4	13.1	1.3	9.0	8.2	0.8	
All Commercial Radio	82.7	82.3	0.4		8.0	9.7	-1.7	18.4	17.7	0.7	21.1	20.8	0.3	35.6	34.9	0.7	28.5	27.2	1.3	23.5	22.7	0.8	18.0	16.1	1.9	
Potential (000)	110.5	110.5	0.0		12.7	13.4	-0.7	24.7	24.0	0.7	26.0	26.0	0.0	42.5	42.5	0.0	34.4	34.4	0.0	32.7	32.7	0.0	20.4	19.2	1.2	
Sample	844	878	-34		76	87	-11	168	177	-9	187	183	4	305	307	-2	247	259	-12	287	307	-20	155	156	-1	

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 3 2018

Cumulative Audience (000's) by Daypart, People 10+
Survey Comparisons: 2/2018 - 3/2018

This 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
Last Survey Period: Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 2018

	This	Last	+/-
Potential (000)	110.5	110.5	0.0
Sample Size	844	878	-34

	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	4.8	1.0	6	7.0	5.7	1.3	7.9	6.5	1.4	6.4	4.7	1.7	2.6	2.0	0.6	0.9	0.4	0.5	8.0	7.1	0.9
Edge	10.9	12.4	-1.5	2	6.6	6.9	-0.3	10.4	11.2	-0.8	7.5	7.7	-0.2	3.3	4.3	-1.0	2.5	2.7	-0.2	11.6	12.8	-1.2
Flava	1.9	1.6	0.3	12	1.6	1.6	0.0	2.8	2.4	0.4	3.0	2.5	0.5	1.7	1.4	0.3	0.8	0.8	0.0	3.3	2.3	1.0
Life FM	0.4	0.6	-0.2	18	0.2	0.5	-0.3	0.2	0.5	-0.3	0.4	0.8	-0.4	0.3	0.4	-0.1	0.1	0.1	0.0	0.6	0.9	-0.3
Mai FM	4.3	5.6	-1.3	7	3.1	3.3	-0.2	4.6	4.2	0.4	3.4	3.2	0.2	2.1	2.0	0.1	1.1	1.1	0.0	4.6	4.2	0.4
Mix	6.9	7.2	-0.3	5	4.9	4.8	0.1	5.5	5.6	-0.1	6.5	6.1	0.4	1.7	2.0	-0.3	0.2	0.3	-0.1	5.9	5.5	0.4
More FM	14.7	12.8	1.9	1	9.9	9.2	0.7	12.8	10.0	2.8	12.6	9.1	3.5	3.7	3.1	0.6	3.3	1.8	1.5	16.0	12.4	3.6
Newstalk ZB	7.7	7.2	0.5	4	4.6	5.0	-0.4	4.2	4.1	0.1	3.5	3.8	-0.3	4.2	4.0	0.2	3.6	3.4	0.2	7.9	7.9	0.0
Ngati Hine FM	0.8	1.0	-0.2	16	0.6	0.7	-0.1	1.6	1.0	0.6	0.9	0.7	0.2	0.2	0.1	0.1	0.8	0.1	0.7	1.4	1.2	0.2
Radio Hauraki	2.3	2.2	0.1	10	1.4	1.1	0.3	1.9	1.5	0.4	1.7	1.5	0.2	0.8	0.5	0.3	0.5	0.4	0.1	3.2	3.4	-0.2
RadioLIVE	3.1	3.3	-0.2	9	2.5	2.0	0.5	2.5	2.4	0.1	2.4	2.2	0.2	0.7	0.8	-0.1	0.6	0.8	-0.2	3.2	3.4	-0.2
Radio Sport	2.1	2.0	0.1	11	2.1	1.2	0.9	1.9	0.9	1.0	1.1	1.2	-0.1	0.7	0.5	0.2	0.5	0.6	-0.1	2.0	2.1	-0.1
Radio Waatea	0.1	0.2	-0.1	20	*	*	*	*	*	*	0.1	0.2	-0.1	*	*	*	0.1	0.2	-0.1	*	*	*
Rhema	1.1	1.5	-0.4	15	0.6	0.7	-0.1	1.1	1.3	-0.2	0.7	0.6	0.1	1.4	1.3	0.1	0.5	0.5	0.0	1.9	2.2	-0.3
Rock	9.0	8.8	0.2	3	7.0	5.8	1.2	7.5	6.5	1.0	7.2	6.4	0.8	2.2	1.3	0.9	1.6	1.6	0.0	9.1	7.5	1.6
Sunshine FM	0.4	0.2	0.2	18	0.4	0.2	0.2	0.4	0.2	0.2	0.4	0.2	0.2	0.4	0.2	0.2	*	*	*	0.5	0.9	-0.4
Tai FM	*	*	*	*	*	*	*	*	*	*	*	*	*	0.1	0.1	0.0	*	*	*	0.2	0.3	-0.1
Tautoko FM	*	2.5	*	*	*	0.3	*	0.6	0.7	-0.1	0.5	0.8	-0.3	*	0.4	*	*	*	*	0.8	1.7	-0.9
Te Hiku o Te Ika	0.6	0.6	0.0	17	0.6	0.6	0.0	0.4	0.8	-0.4	0.4	0.7	-0.3	0.9	0.7	0.2	0.1	0.3	-0.2	1.2	0.9	0.3
The Hits	3.8	5.4	-1.6	8	3.2	4.9	-1.7	3.2	5.3	-2.1	2.4	4.2	-1.8	1.5	1.4	0.1	0.4	1.2	-0.8	4.5	6.3	-1.8
The Sound	1.3	1.2	0.1	14	1.9	1.4	0.5	1.7	1.6	0.1	2.1	1.6	0.5	1.2	0.8	0.4	0.7	0.7	0.0	2.2	2.0	0.2
ZM	1.9	1.6	0.3	12	1.4	1.5	-0.1	1.6	1.5	0.1	1.5	1.3	0.2	0.3	0.1	0.2	0.3	0.2	0.1	1.8	1.4	0.4
Others	2.8	2.2	0.6		3.0	3.0	0.0	3.7	3.2	0.5	2.4	2.1	0.3	2.7	2.3	0.4	1.2	0.8	0.4	6.8	5.1	1.7
Mediaworks Combo	37.7	38.9	-1.2		26.9	25.7	1.2	34.8	32.1	2.7	30.9	26.6	4.3	13.3	12.2	1.1	9.5	8.3	1.2	41.3	37.5	3.8
NZME Combo	29.3	28.7	0.6		23.8	23.7	0.1	25.8	24.9	0.9	23.8	22.6	1.2	12.5	11.2	1.3	6.6	6.8	-0.2	32.5	31.2	1.3
All Commercial Radio	60.3	61.6	-1.3		46.2	45.9	0.3	55.9	54.7	1.2	49.4	46.8	2.6	26.7	24.5	2.2	16.9	14.8	2.1	66.6	64.6	2.0

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 3 2018

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

Survey Comparisons: 2/2018 - 3/2018

This 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

Last Survey Period: Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 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	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Coast	11:26	11:37	-0:10	1:47	2:00	-0:12	12:47	10:24	2:23	10:51	5:34	5:16	11:41	12:06	-0:25	9:57	9:46	0:11	11:09	9:52	1:16	6:11	4:33	1:37
Edge	9:00	8:20	0:39	8:16	6:27	1:49	9:13	6:55	2:17	8:11	8:58	-0:47	8:55	9:45	-0:50	10:28	11:27	-0:58	12:16	15:49	-3:33	9:04	9:27	-0:22
Flava	5:23	7:01	-1:37	4:21	5:09	-0:48	5:23	7:23	-1:59	8:43	10:23	-1:40	8:17	10:11	-1:54	5:34	7:27	-1:53	4:39	4:21	0:17	11:09	10:41	0:28
Life FM	9:07	11:53	-2:45	6:37	11:18	-4:41	0:31	0:15	0:16	8:30	8:57	-0:27	8:30	8:57	-0:27	18:54	32:34	-13:40	11:31	19:40	-8:08	0:35	0:28	0:07
Mai FM	8:19	8:59	-0:39	9:58	12:42	-2:44	8:38	9:10	-0:31	9:56	9:30	0:26	8:57	8:37	0:20	5:31	5:28	0:02	5:47	4:54	0:52	10:04	11:23	-1:19
Mix	9:34	12:29	-2:55	2:12	2:05	0:06	4:36	6:27	-1:50	11:59	22:12	-10:13	11:24	15:52	-4:28	11:47	12:24	-0:37	11:47	10:34	1:12	9:13	10:09	-0:55
More FM	12:32	10:26	2:06	7:34	6:17	1:17	8:06	7:35	0:31	15:34	13:33	2:00	12:41	10:27	2:14	11:43	9:25	2:17	16:12	13:02	3:09	14:37	9:10	5:26
Newstalk ZB	15:28	14:32	0:56	4:36	9:05	-4:29	1:30	1:14	0:15	7:47	3:48	3:59	8:41	5:36	3:04	19:46	17:16	2:30	15:12	14:03	1:08	9:25	7:57	1:28
Ngati Hine FM	8:34	8:04	0:30	14:42	8:15	6:27	3:17	3:29	-0:12	6:16	5:22	0:54	6:58	9:12	-2:14	6:13	10:33	-4:20	4:21	1:04	3:16	9:09	7:55	1:14
Radio Hauraki	8:29	9:49	-1:19	*	*	*	7:25	21:39	-14:14	3:57	10:57	-6:59	3:33	9:13	-5:39	3:11	4:19	-1:07	19:36	13:26	6:09	4:14	3:59	0:14
RadioLIVE	9:18	10:08	-0:49	*	*	*	1:54	1:27	0:27	3:17	3:01	0:16	8:52	9:52	-0:59	10:41	13:45	-3:04	8:38	9:41	-1:02	5:42	7:12	-1:29
Radio Sport	4:56	6:12	-1:15	1:00	3:11	-2:11	2:14	2:07	0:07	4:27	4:41	-0:14	10:46	9:36	1:09	9:20	11:05	-1:44	4:27	3:54	0:32	7:37	9:00	-1:23
Radio Waatea	0:45	1:18	-0:33	*	*	*	0:45	1:18	-0:33	0:45	1:18	-0:33	0:45	1:18	-0:33	*	*	*	*	*	*	0:45	0:45	0:00
Rhema	7:46	8:11	-0:24	0:59	5:40	-4:41	4:26	2:22	2:04	4:26	2:22	2:04	7:11	6:24	0:47	9:56	9:56	0:00	8:16	9:01	-0:44	3:01	2:17	0:44
Rock	11:41	8:42	2:59	3:59	3:40	0:19	14:20	9:57	4:23	10:26	9:25	1:01	10:13	8:52	1:21	13:38	10:11	3:27	17:07	12:49	4:18	7:53	7:12	0:41
Sunshine FM	45:59	17:10	28:48	*	2:00	*	0:27	1:07	-0:40	0:27	1:07	-0:40	45:59	31:25	14:33	62:30	62:30	0:00	*	1:00	*	0:27	0:15	0:12
Tai FM	3:08	2:54	0:14	6:45	6:45	0:00	0:30	0:30	0:00	0:30	0:30	0:00	0:30	0:30	0:00	*	*	*	*	*	*	0:30	0:30	0:00
Tautoko FM	12:11	5:27	6:44	*	5:34	*	0:15	1:18	-1:03	0:15	1:18	-1:03	12:11	5:29	6:42	14:00	7:27	6:33	*	5:05	*	16:10	12:26	3:44
Te Hiku o Te Ika	11:56	10:54	1:02	0:30	0:30	0:00	0:30	1:42	-1:12	0:30	1:10	-0:40	4:30	8:00	-3:29	14:47	18:19	-3:32	18:33	21:20	-2:47	0:45	1:09	-0:24
The Hits	6:51	9:22	-2:31	2:42	5:08	-2:26	4:09	3:38	0:30	8:47	6:34	2:12	6:53	7:17	-0:24	4:46	12:51	-8:04	10:17	18:33	-8:16	4:49	4:46	0:03
The Sound	8:21	9:23	-1:02	15:15	15:15	0:00	7:18	2:06	5:11	4:32	2:21	2:11	7:12	8:07	-0:54	10:17	13:12	-2:54	9:38	11:35	-1:57	13:35	18:23	-4:48
ZM	7:52	5:10	2:42	9:35	10:22	-0:46	8:19	5:41	2:38	7:16	3:56	3:19	7:15	3:34	3:40	4:49	2:09	2:39	*	1:30	*	9:17	4:34	4:43
Others	8:01	7:51	0:10	6:28	6:50	-0:22	3:11	3:28	-0:16	5:57	5:04	0:53	8:55	8:31	0:24	11:10	10:16	0:54	7:03	7:12	-0:09	7:04	6:28	0:36
Mediaworks Combo	14:09	12:11	1:57	11:33	9:55	1:37	13:10	10:49	2:20	15:03	13:16	1:46	14:16	13:03	1:12	14:56	13:33	1:23	16:35	13:55	2:39	14:14	12:44	1:29
NZME Combo	12:25	13:56	-1:30	4:03	5:28	-1:25	7:05	9:26	-2:20	9:46	13:39	-3:52	10:23	13:19	-2:56	13:05	13:59	-0:53	16:43	16:12	0:30	9:49	9:17	0:31
All Commercial Radio	18:39	17:46	0:53	14:14	12:53	1:20	14:35	14:08	0:27	17:45	18:08	-0:23	18:36	19:03	-0:27	21:11	19:56	1:14	21:34	19:12	2:22	17:23	15:37	1:46
Potential (000)	110.5	110.5	0.0	12.7	13.4	-0.7	24.7	24.0	0.7	26.0	26.0	0.0	42.5	42.5	0.0	34.4	34.4	0.0	32.7	32.7	0.0	20.4	19.2	1.2
Sample	844	878	-34	76	87	-11	168	177	-9	187	183	4	305	307	-2	247	259	-12	287	307	-20	155	156	-1

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 3 2018

Average Time Spent Listening (hh:mm) by Daypart, People 10+
 Survey Comparisons: 2/2018 - 3/2018

This 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
 Last Survey Period: Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 2018

	This	Last	+/-
Potential (000)	110.5	110.5	0.0
Sample Size	844	878	-34

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

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