



# NORTHLAND COMMERCIAL RADIO - SURVEY 1 2019

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

Survey Comparisons: 4/2018 - 1/2019

This Survey Period: Sun Apr 8 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018 & Sun Feb 3 to Sat Mar 30 2019

Last Survey Period: Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 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	12.5	11.4	1.1	2	0.6	0.5	0.1	3.7	3.5	0.2	5.3	5.2	0.1	4.3	3.6	0.7	10.1	10.5	-0.4	25.6	23.3	2.3	5.3	2.7	2.6	
Edge	9.4	9.9	-0.5	5	31.7	31.5	0.2	25.4	21.1	4.3	13.1	12.5	0.6	9.7	11.7	-2.0	3.1	6.5	-3.4	1.4	2.0	-0.6	10.7	15.9	-5.2	
Life FM	0.1	0.3	-0.2	16	0.1	0.1	0.0	0.2	0.2	0.0	0.2	1.1	-0.9	0.1	0.5	-0.4	0.2	0.1	0.1	0.2	0.1	0.1	0.4	0.3	0.1	
Magic Music & Talk*	3.3	2.7	0.6	9	*	*	*	0.5	0.8	-0.3	0.9	1.4	-0.5	2.4	2.5	-0.1	4.4	3.1	1.3	3.0	2.7	0.3	2.6	2.9	-0.3	
Mai FM	4.3	4.1	0.2	7	15.8	10.8	5.0	12.3	15.6	-3.3	7.9	8.8	-0.9	5.0	5.1	-0.1	1.0	1.2	-0.2	0.7	0.7	0.0	8.1	6.9	1.2	
Mix	6.5	6.3	0.2	6	1.8	2.8	-1.0	2.8	2.4	0.4	5.6	3.5	2.1	9.0	10.0	-1.0	10.6	10.4	0.2	6.5	4.1	2.4	8.9	11.2	-2.3	
More FM	18.3	16.6	1.7	1	9.6	11.5	-1.9	12.0	11.3	0.7	28.1	27.9	0.2	27.3	22.2	5.1	18.0	16.6	1.4	14.9	14.9	0.0	21.6	23.9	-2.3	
Newstalk ZB	9.6	10.5	-0.9	4	*	*	*	0.2	0.2	0.0	0.4	0.3	0.1	3.0	1.3	1.7	6.3	9.2	-2.9	9.9	14.8	-4.9	2.4	1.0	1.4	
Ngati Hine FM	1.8	1.9	-0.1	13	7.9	11.8	-3.9	1.0	0.7	0.3	2.0	1.4	0.6	1.6	1.7	-0.1	1.4	1.6	-0.2	1.1	0.7	0.4	3.1	3.3	-0.2	
Radio Hauraki	2.2	3.8	-1.6	11	1.6	*	*	2.4	2.9	-0.5	4.0	3.5	0.5	4.0	3.2	0.8	2.6	1.9	0.7	0.7	6.8	-6.1	3.4	2.3	1.1	
Radio Sport	2.0	1.4	0.6	12	*	*	*	0.1	0.3	-0.2	0.5	0.9	-0.4	0.7	1.2	-0.5	3.8	1.5	2.3	4.2	1.7	2.5	0.1	1.0	-0.9	
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	1.1	1.6	-0.5	15	*	*	*	0.9	0.6	0.3	1.1	0.7	0.4	1.0	1.1	-0.1	1.9	2.4	-0.5	1.7	2.4	-0.7	0.2	0.3	-0.1	
Rock	11.0	11.3	-0.3	3	10.8	14.4	-3.6	19.0	17.0	2.0	11.4	14.8	-3.4	11.6	13.8	-2.2	15.1	13.9	1.2	11.9	10.1	1.8	7.3	7.9	-0.6	
Sunshine FM	0.1	1.2	-1.1	16	0.6	*	*	*	*	*	0.1	*	*	0.1	3.0	-2.9	*	2.9	*	*	*	*	*	*	*	*
Tai FM	*	*	*	*	*	*	*	0.1	0.1	0.0	*	0.1	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Tautoko FM	*	0.7	*	*	*	*	*	*	*	*	*	*	*	*	1.6	*	0.1	1.5	-1.4	0.1	*	*	*	3.6	*	
Te Hiku o Te Ika	*	1.2	*	*	0.2	0.1	0.1	*	*	*	*	*	*	*	0.2	*	*	2.3	*	*	3.1	*	*	*	*	*
The Hits	3.8	3.1	0.7	8	0.7	0.9	-0.2	3.2	4.4	-1.2	5.8	5.0	0.8	6.4	4.0	2.4	4.7	1.7	3.0	2.6	2.6	0.0	7.4	4.3	3.1	
The Sound	3.2	2.9	0.3	10	1.6	0.9	0.7	3.4	1.6	1.8	2.7	1.8	0.9	4.1	2.9	1.2	6.1	5.2	0.9	4.0	4.4	-0.4	4.5	2.7	1.8	
ZM	1.7	1.8	-0.1	14	2.1	1.5	0.6	6.3	8.6	-2.3	3.9	5.6	-1.7	3.1	3.1	0.0	0.9	0.3	0.6	*	*	*	5.0	4.7	0.3	
Others	9.1	7.4	1.7		14.9	13.2	1.7	6.5	8.6	-2.1	6.9	5.6	1.3	6.5	7.2	-0.7	9.8	7.4	2.4	11.4	5.6	5.8	8.8	4.8	4.0	
MediaWorks Combo	51.8	48.4	3.4		71.0	71.3	-0.3	75.3	68.6	6.7	67.7	69.5	-1.8	62.4	59.5	2.9	51.7	47.3	4.4	39.9	35.6	4.3	56.7	61.2	-4.5	
NZME Combo	40.1	40.6	-0.5		19.4	15.8	3.6	21.2	28.0	-6.8	26.7	25.6	1.1	31.4	28.2	3.2	39.1	36.7	2.4	49.7	54.0	-4.3	33.8	28.7	5.1	
Potential (000)	113.2	110.5	2.7		14.2	12.6	1.6	24.3	24.8	-0.5	26.6	26.0	0.6	43.0	42.5	0.5	34.9	34.4	0.5	34.0	32.7	1.3	18.0	18.2	-0.2	
Sample	880	829	51		64	65	-1	163	165	-2	199	176	23	370	324	46	293	265	28	272	267	5	156	157	-1	

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

MediaWorks Combo: Edge or Magic Music & Talk (from S1 2019) or Mai FM or More FM or RadioLive (until S4 2018) or Rock or The Sound or internet only listening to Breeze or George FM or Magic (until S4 2018)

NZME Combo: Coast or Flava (until S4 2018) or Mix or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or internet only listening to Hokonui or Flava (from S1 2019)

\*Magic Music & Talk includes a combination of Magic and RadioLIVE for S4 2018 and the following dates in S1 2019: Sunday April 8 – Saturday June 16 & Sunday June 24 – Saturday November 10 2018.



# NORTHLAND COMMERCIAL RADIO - SURVEY 1 2019

Station Share (%) by Daypart, People 10+  
Survey Comparisons: 4/2018 - 1/2019

This Survey Period: Sun Apr 8 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018 & Sun Feb 3 to Sat Mar 30 2019  
Last Survey Period: Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018

	This	Last	+/-
Potential (000)	113.2	110.5	2.7
Sample Size	880	829	51

	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	11.4	8.9	2.5	4	12.8	13.2	-0.4		12.5	12.6	-0.1		14.5	14.9	-0.4		10.0	8.5	1.5		7.4	4.5	2.9		13.8	11.8	2.0	
Edge	10.2	11.0	-0.8	5	8.9	7.8	1.1		11.1	9.6	1.5		8.8	8.6	0.2		4.2	4.6	-0.4		9.1	21.8	-12.7		9.1	10.8	-1.7	
Life FM	0.3	0.4	-0.1	16	*	0.2	*		0.2	0.3	-0.1		*	0.1	*		0.4	0.2	0.2		*	1.2	*		0.1	0.2	-0.1	
Magic Music & Talk*	4.0	3.3	0.7	8	2.8	1.8	1.0		3.1	1.9	1.2		3.3	2.5	0.8		4.1	2.8	1.3		2.7	2.1	0.6		3.1	3.8	-0.7	
Mai FM	5.5	4.7	0.8	6	3.5	3.6	-0.1		3.4	3.9	-0.5		5.3	3.8	1.5		3.6	3.5	0.1		5.5	6.1	-0.6		4.5	4.0	0.5	
Mix	5.2	6.1	-0.9	7	7.9	8.1	-0.2		7.9	8.1	-0.2		5.7	5.7	0.0		4.5	3.2	1.3		3.0	1.9	1.1		6.6	5.2	1.4	
More FM	19.5	19.4	0.1	1	17.3	16.5	0.8		17.5	15.7	1.8		18.2	16.1	2.1		10.8	10.7	0.1		16.3	12.1	4.2		20.8	17.9	2.9	
Newstalk ZB	13.4	13.0	0.4	3	7.9	9.6	-1.7		4.7	5.8	-1.1		5.3	5.5	-0.2		21.5	23.3	-1.8		22.6	18.2	4.4		9.1	10.5	-1.4	
Ngati Hine FM	1.9	1.2	0.7	11	1.5	1.1	0.4		1.6	2.8	-1.2		1.2	1.8	-0.6		0.5	0.2	0.3		5.1	5.6	-0.5		2.0	2.1	-0.1	
Radio Hauraki	2.2	2.9	-0.7	10	2.2	4.5	-2.3		2.5	4.3	-1.8		1.9	5.6	-3.7		0.9	3.0	-2.1		1.6	0.8	0.8		2.4	3.7	-1.3	
Radio Sport	1.0	1.1	-0.1	15	5.6	3.6	2.0		1.9	1.2	0.7		0.4	0.5	-0.1		0.6	0.8	-0.2		1.4	1.1	0.3		1.4	0.6	0.8	
Radio Waatea	*	*	*	*	*	*	*		*	*	*		*	*	*		*	*	*		*	0.1	*		*	*	*	
Rhema	1.5	1.9	-0.4	13	1.2	1.1	0.1		0.8	1.2	-0.4		1.2	0.9	0.3		0.3	4.7	-4.4		0.8	1.2	-0.4		1.3	1.5	-0.2	
Rock	13.5	14.7	-1.2	2	10.6	11.7	-1.1		11.0	11.5	-0.5		12.7	11.2	1.5		9.7	8.9	0.8		4.1	7.8	-3.7		9.9	8.9	1.0	
Sunshine FM	*	0.3	*	*	*	1.5	*		*	1.4	*		0.1	2.0	-1.9		0.3	0.3	0.0		0.8	0.1	0.7		0.1	1.9	-1.8	
Tai FM	*	*	*	*	0.1	*	*		*	*	*		*	*	*		*	*	*		*	*	*		*	*	*	
Tautoko FM	0.1	*	*	17	*	*	*		*	1.3	*		0.1	2.2	-2.1		*	*	*		*	*	*		*	0.8	*	
Te Hiku o Te Ika	*	1.3	*	*	*	1.3	*		*	1.1	*		*	0.4	*		*	4.1	*		*	0.1	*		0.1	0.9	-0.8	
The Hits	1.6	1.8	-0.2	12	5.0	4.0	1.0		5.3	3.7	1.6		6.1	4.1	2.0		2.2	1.8	0.4		0.7	0.3	0.4		3.1	3.6	-0.5	
The Sound	1.5	1.9	-0.4	13	4.1	3.7	0.4		6.1	5.0	1.1		3.8	3.9	-0.1		1.5	0.2	1.3		0.8	1.0	-0.2		1.9	1.5	0.4	
ZM	2.8	2.6	0.2	9	1.4	1.6	-0.2		2.0	1.6	0.4		1.6	2.3	-0.7		1.2	0.5	0.7		1.9	1.2	0.7		1.1	1.6	-0.5	
Others	4.7	3.4	1.3		7.2	5.2	2.0		8.4	7.1	1.3		9.7	7.7	2.0		23.7	18.6	5.1		16.3	12.7	3.6		9.7	8.6	1.1	
MediaWorks Combo	55.1	55.5	-0.4		49.4	46.0	3.4		55.4	49.7	5.7		55.2	47.0	8.2		35.6	31.2	4.4		40.1	51.9	-11.8		52.1	47.7	4.4	
NZME Combo	38.4	37.8	0.6		43.5	45.7	-2.2		38.3	39.1	-0.8		37.8	41.5	-3.7		47.3	46.1	1.2		45.2	34.0	11.2		38.9	40.1	-1.2	

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

MediaWorks Combo: Edge or Magic Music & Talk (from S1 2019) or Mai FM or More FM or RadioLive (until S4 2018) or Rock or The Sound or internet only listening to Breeze or George FM or Magic (until S4 2018)

NZME Combo: Coast or Flava (until S4 2018) or Mix or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or internet only listening to Hokonui or Flava (from S1 2019)

\*Magic Music & Talk includes a combination of Magic and RadioLIVE for S4 2018 and the following dates in S1 2019: Sunday April 8 – Saturday June 16 & Sunday June 24 – Saturday November 10 2018.



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Cumulative Audience (000's) by Demographic, Mon-Sun 12mn-12mn  
 Survey Comparisons: 4/2018 - 1/2019

This Survey Period: Sun Apr 8 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018 & Sun Feb 3 to Sat Mar 30 2019

Last Survey Period: Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 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	14.5	12.2	2.3	4	0.4	0.3	0.1	0.9	0.7	0.2	2.1	1.2	0.9	2.8	2.0	0.8	4.3	4.6	-0.3	8.3	6.9	1.4	1.4	1.0	0.4
Edge	17.3	16.6	0.7	2	4.7	3.2	1.5	7.2	6.6	0.6	6.7	5.4	1.3	8.7	8.4	0.3	2.8	3.8	-1.0	0.9	1.0	-0.1	4.7	4.9	-0.2
Life FM	0.8	0.9	-0.1	16	0.1	0.2	-0.1	0.1	0.3	-0.2	0.2	0.4	-0.2	0.3	0.4	-0.1	0.4	0.1	0.3	0.3	0.3	0.0	0.2	0.4	-0.2
Magic Music & Talk*	6.6	6.2	0.4	9	*	*	*	0.4	0.6	-0.2	1.4	1.3	0.1	2.7	3.0	-0.3	3.0	3.2	-0.2	2.5	2.3	0.2	1.1	1.2	-0.1
Mai FM	7.6	8.0	-0.4	7	2.2	1.5	0.7	3.6	4.4	-0.8	3.5	3.1	0.4	3.7	3.9	-0.2	0.7	1.3	-0.6	0.5	0.5	0.0	1.1	1.6	-0.5
Mix	10.2	9.6	0.6	6	1.1	1.3	-0.2	1.7	1.4	0.3	3.4	2.4	1.0	5.7	6.0	-0.3	3.8	4.2	-0.4	2.6	1.5	1.1	1.9	2.7	-0.8
More FM	23.9	19.7	4.2	1	3.1	1.6	1.5	4.3	3.3	1.0	7.0	5.4	1.6	11.4	9.3	2.1	9.3	9.3	0.0	7.3	6.8	0.5	4.1	4.7	-0.6
Newstalk ZB	10.5	10.1	0.4	5	*	*	*	0.4	0.3	0.1	0.9	0.6	0.3	2.4	1.7	0.7	2.7	3.2	-0.5	4.0	5.0	-1.0	0.8	0.7	0.1
Ngati Hine FM	4.9	3.9	1.0	12	0.8	0.9	-0.1	0.8	0.4	0.4	1.8	1.2	0.6	2.3	1.9	0.4	1.8	1.6	0.2	1.3	0.8	0.5	1.3	1.6	-0.3
Radio Hauraki	5.1	5.5	-0.4	11	0.3	*	*	1.0	1.1	-0.1	2.0	1.8	0.2	3.3	3.4	-0.1	2.5	2.7	-0.2	1.2	1.8	-0.6	1.1	1.2	-0.1
Radio Sport	5.3	4.4	0.9	10	*	*	*	0.1	0.3	-0.2	0.4	0.5	-0.1	0.9	1.1	-0.2	2.9	1.5	1.4	3.2	1.7	1.5	0.1	0.4	-0.3
Radio Waatea	*	0.1	*	*	*	*	*	*	0.1	*	*	0.1	*	*	0.1	*	*	*	*	*	*	*	*	0.1	*
Rhema	2.1	3.5	-1.4	15	0.1	0.2	-0.1	0.2	0.2	0.0	0.7	1.0	-0.3	1.2	1.7	-0.5	0.9	1.7	-0.8	0.5	1.3	-0.8	0.5	0.9	-0.4
Rock	14.6	13.9	0.7	3	2.4	1.9	0.5	4.0	3.0	1.0	4.7	4.4	0.3	7.0	8.0	-1.0	5.3	6.3	-1.0	3.9	3.1	0.8	2.8	2.9	-0.1
Sunshine FM	0.5	0.5	0.0	18	0.2	*	*	0.1	0.2	-0.1	0.3	0.2	0.1	0.3	0.5	-0.2	*	0.3	*	*	*	*	0.1	0.2	-0.1
Tai FM	0.1	0.3	-0.2	19	*	*	*	0.1	0.3	-0.2	0.1	0.3	-0.2	0.1	0.3	-0.2	*	*	*	*	*	*	*	0.1	*
Tautoko FM	0.1	0.6	-0.5	19	*	*	*	*	0.1	*	*	0.1	*	*	0.6	*	0.1	0.5	-0.4	0.1	*	*	*	0.6	*
Te Hiku o Te Ika	0.8	1.4	-0.6	16	0.6	0.2	0.4	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.3	-0.2	*	0.9	*	*	0.9	*	0.1	0.1	0.0
The Hits	6.8	6.1	0.7	8	1.1	0.2	0.9	1.4	1.9	-0.5	2.2	2.3	-0.1	3.6	3.6	0.0	2.4	1.7	0.7	1.5	1.1	0.4	1.7	2.0	-0.3
The Sound	3.7	3.9	-0.2	14	0.3	0.1	0.2	0.6	0.6	0.0	0.8	0.8	0.0	2.0	2.0	0.0	2.0	2.3	-0.3	1.3	1.5	-0.2	1.0	1.0	0.0
ZM	4.1	3.7	0.4	13	0.4	0.2	0.2	2.2	2.6	-0.4	1.8	2.2	-0.4	2.8	2.5	0.3	1.0	0.3	0.7	*	*	*	1.8	1.7	0.1
Others	13.3	13.6	-0.3		2.1	1.3	0.8	3.4	4.9	-1.5	4.0	3.5	0.5	4.6	5.0	-0.4	3.1	4.2	-1.1	3.8	3.8	0.0	2.0	1.9	0.1
MediaWorks Combo	56.4	51.2	5.2		8.5	5.6	2.9	15.0	13.9	1.1	18.2	15.3	2.9	27.3	25.6	1.7	18.7	19.4	-0.7	13.2	12.0	1.2	12.0	12.4	-0.4
NZME Combo	48.4	45.2	3.2		3.6	2.2	1.4	8.4	9.9	-1.5	11.2	10.2	1.0	18.4	17.6	0.8	15.8	14.6	1.2	16.0	14.1	1.9	7.6	7.8	-0.2
All Commercial Radio	83.2	76.1	7.1		9.1	6.3	2.8	18.0	17.5	0.5	21.9	19.0	2.9	34.4	32.8	1.6	27.2	26.8	0.4	24.3	21.7	2.6	14.8	15.3	-0.5
Potential (000)	113.2	110.5	2.7		14.2	12.6	1.6	24.3	24.8	-0.5	26.6	26.0	0.6	43.0	42.5	0.5	34.9	34.4	0.5	34.0	32.7	1.3	18.0	18.2	-0.2
Sample	880	829	51		64	65	-1	163	165	-2	199	176	23	370	324	46	293	265	28	272	267	5	156	157	-1

MediaWorks Combo: Edge or Magic Music & Talk (from S1 2019) or Mai FM or More FM or RadioLive (until S4 2018) or Rock or The Sound or internet only listening to Breeze or George FM or Magic (until S4 2018)

NZME Combo: Coast or Flava (until S4 2018) or Mix or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or internet only listening to Hokonui or Flava (from S1 2019)

\*Magic Music & Talk includes a combination of Magic and RadioLIVE for S4 2018 and the following dates in S1 2019: Sunday April 8 – Saturday June 16 & Sunday June 24 – Saturday November 10 2018.



# NORTHLAND COMMERCIAL RADIO - SURVEY 1 2019

Cumulative Audience (000's) by Daypart, People 10+  
Survey Comparisons: 4/2018 - 1/2019

This Survey Period: Sun Apr 8 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018 & Sun Feb 3 to Sat Mar 30 2019  
Last Survey Period: Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018

	This	Last	+/-
Potential (000)	113.2	110.5	2.7
Sample Size	880	829	51

	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	8.4	6.4	2.0	4	8.7	7.8	0.9	7.9	7.5	0.4	6.9	6.4	0.5	3.0	2.7	0.3	1.7	1.3	0.4	10.0	8.1	1.9	
Edge	10.7	10.8	-0.1	2	6.7	5.8	0.9	9.8	8.3	1.5	8.3	7.4	0.9	2.8	2.3	0.5	1.2	1.6	-0.4	12.5	11.7	0.8	
Life FM	0.5	0.4	0.1	16	0.1	0.1	0.0	0.1	0.2	-0.1	0.2	0.3	-0.1	0.3	0.2	0.1	*	*	*	0.3	0.6	-0.3	
Magic Music & Talk*	3.6	3.1	0.5	9	3.4	2.1	1.3	3.0	2.3	0.7	2.2	2.3	-0.1	1.0	0.8	0.2	0.8	0.6	0.2	3.6	3.8	-0.2	
Mai FM	4.2	4.4	-0.2	7	2.7	2.9	-0.2	3.4	4.1	-0.7	2.7	2.9	-0.2	2.4	2.9	-0.5	1.0	1.3	-0.3	5.2	4.8	0.4	
Mix	5.5	6.2	-0.7	6	6.0	4.6	1.4	6.2	5.2	1.0	5.8	6.3	-0.5	2.4	2.3	0.1	1.0	0.3	0.7	6.5	5.9	0.6	
More FM	15.0	11.5	3.5	1	11.6	9.3	2.3	14.9	13.3	1.6	12.0	11.2	0.8	4.3	3.3	1.0	4.3	3.2	1.1	15.2	12.1	3.1	
Newstalk ZB	7.2	6.9	0.3	5	5.8	4.5	1.3	3.7	3.6	0.1	2.8	2.9	-0.1	4.1	3.5	0.6	3.0	3.2	-0.2	8.1	7.2	0.9	
Ngati Hine FM	2.8	1.3	1.5	11	1.6	1.1	0.5	1.9	2.5	-0.6	1.6	1.2	0.4	0.4	0.2	0.2	0.8	0.9	-0.1	2.3	1.5	0.8	
Radio Hauraki	1.8	2.5	-0.7	13	1.9	1.9	0.0	2.5	2.6	-0.1	2.4	2.0	0.4	0.6	0.9	-0.3	0.6	0.4	0.2	3.6	3.4	0.2	
Radio Sport	3.0	2.0	1.0	10	3.2	2.4	0.8	3.3	1.6	1.7	0.7	0.7	0.0	0.4	0.6	-0.2	0.5	0.5	0.0	3.7	1.9	1.8	
Radio Waatea	*	0.1	*	*	*	*	*	*	*	*	*	0.1	*	*	*	*	*	0.1	*	*	*	*	*
Rhema	1.1	1.1	0.0	15	1.1	1.3	-0.2	1.0	1.7	-0.7	0.6	0.7	-0.1	0.3	1.1	-0.8	0.2	0.3	-0.1	1.1	2.0	-0.9	
Rock	9.3	8.9	0.4	3	6.8	6.3	0.5	8.4	7.9	0.5	8.3	7.1	1.2	3.0	2.7	0.3	1.6	2.0	-0.4	9.4	9.3	0.1	
Sunshine FM	*	0.3	*	*	*	0.3	*	*	0.3	*	0.2	0.3	-0.1	0.2	0.3	-0.1	0.3	0.1	0.2	0.2	0.4	-0.2	
Tai FM	*	*	*	*	0.1	0.1	0.0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.1	*
Tautoko FM	0.1	*	*	17	0.1	*	*	*	0.6	*	0.1	0.5	-0.4	*	*	*	*	*	*	*	*	0.5	*
Te Hiku o Te Ika	*	0.5	*	*	0.1	0.5	-0.4	*	0.4	*	*	0.4	*	*	0.8	*	*	0.1	*	0.8	1.0	-0.2	
The Hits	3.7	2.8	0.9	8	3.5	3.2	0.3	3.6	3.2	0.4	2.9	2.2	0.7	1.1	1.3	-0.2	0.4	0.2	0.2	3.5	3.7	-0.2	
The Sound	1.5	1.2	0.3	14	2.3	1.9	0.4	2.5	2.6	-0.1	1.8	2.0	-0.2	0.5	0.1	0.4	0.2	0.3	-0.1	2.0	1.4	0.6	
ZM	2.7	2.2	0.5	12	1.8	1.6	0.2	3.0	2.0	1.0	1.7	1.7	0.0	0.5	0.4	0.1	0.4	0.5	-0.1	1.2	1.6	-0.4	
Others	4.8	4.3	0.5		5.1	4.5	0.6	7.2	6.7	0.5	5.7	4.9	0.8	3.9	3.9	0.0	1.7	1.5	0.2	7.3	8.1	-0.8	
MediaWorks Combo	38.7	34.3	4.4		29.6	24.9	4.7	38.1	34.1	4.0	30.8	27.8	3.0	14.0	11.8	2.2	9.2	8.9	0.3	42.9	37.4	5.5	
NZME Combo	30.4	28.1	2.3		28.5	24.8	3.7	29.0	25.1	3.9	22.8	22.3	0.5	12.5	12.4	0.1	7.4	6.5	0.9	33.8	31.3	2.5	
All Commercial Radio	62.3	56.4	5.9		52.9	45.7	7.2	59.2	53.4	5.8	49.0	44.8	4.2	27.5	25.2	2.3	16.1	15.9	0.2	69.4	61.7	7.7	

MediaWorks Combo: Edge or Magic Music & Talk (from S1 2019) or Mai FM or More FM or RadioLive (until S4 2018) or Rock or The Sound or internet only listening to Breeze or George FM or Magic (until S4 2018)

NZME Combo: Coast or Flava (until S4 2018) or Mix or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or internet only listening to Hokonui or Flava (from S1 2019)

\*Magic Music & Talk includes a combination of Magic and RadioLIVE for S4 2018 and the following dates in S1 2019: Sunday April 8 - Saturday June 16 & Sunday June 24 - Saturday November 10 2018.



# NORTHLAND COMMERCIAL RADIO - SURVEY 1 2019

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

Survey Comparisons: 4/2018 - 1/2019

This Survey Period: Sun Apr 8 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018 & Sun Feb 3 to Sat Mar 30 2019

Last Survey Period: Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 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	13:08	13:58	-0:49	1:51	1:49	0:02	10:48	11:58	-1:09	9:19	13:47	-4:27	9:34	11:23	-1:48	12:55	14:37	-1:41	16:08	17:27	-1:19	8:50	7:53	0:57
Edge	8:14	8:54	-0:39	9:32	11:05	-1:32	8:54	7:18	1:36	7:12	7:07	0:04	6:56	8:43	-1:47	6:15	11:05	-4:50	7:52	10:05	-2:12	5:20	9:08	-3:47
Life FM	2:46	4:31	-1:45	1:00	1:00	0:00	2:35	1:28	1:07	3:52	7:34	-3:42	3:27	7:34	-4:06	2:47	3:00	-0:12	3:00	1:45	1:14	3:52	2:39	1:13
Magic Music & Talk*	7:29	6:25	1:03	*	*	*	3:03	2:47	0:15	2:18	3:20	-1:02	5:36	5:12	0:23	8:01	6:17	1:44	6:25	6:02	0:22	5:18	6:47	-1:28
Mai FM	8:42	7:35	1:06	10:09	8:18	1:50	8:40	8:13	0:26	8:21	8:52	-0:31	8:25	8:04	0:21	7:44	5:37	2:06	6:57	6:34	0:22	16:48	12:18	4:30
Mix	9:39	9:43	-0:03	2:17	2:23	-0:06	4:06	4:07	-0:00	6:04	4:29	1:35	9:46	10:28	-0:42	15:17	15:55	-0:38	13:11	14:35	-1:23	11:01	11:38	-0:37
More FM	11:37	12:29	-0:51	4:25	8:14	-3:48	6:57	7:48	-0:51	14:54	16:11	-1:17	14:48	14:55	-0:07	10:31	11:28	-0:56	10:32	11:16	-0:44	12:12	14:14	-2:01
Newstalk ZB	13:59	15:24	-1:25	*	*	*	1:18	1:30	-0:11	1:49	1:23	0:26	7:43	4:44	2:58	12:29	18:36	-6:06	13:00	15:28	-2:28	7:10	4:17	2:52
Ngati Hine FM	5:35	7:18	-1:42	13:09	14:28	-1:18	3:08	3:34	-0:25	4:05	3:41	0:24	4:14	5:33	-1:18	4:18	6:30	-2:11	4:06	4:38	-0:31	5:45	5:59	-0:13
Radio Hauraki	6:30	10:22	-3:51	7:00	*	*	6:03	5:50	0:13	7:24	5:59	1:24	7:32	5:56	1:35	5:38	4:31	1:06	3:15	19:11	-15:55	7:23	5:23	2:00
Radio Sport	5:47	4:36	1:10	*	*	*	3:00	2:19	0:40	5:28	5:03	0:24	4:53	6:28	-1:34	7:10	6:06	1:04	6:59	5:06	1:52	2:04	7:56	-5:52
Radio Waatea	*	0:45	*	*	*	*	*	0:45	*	*	0:45	*	*	0:45	*	*	*	*	*	*	*	*	0:45	*
Rhema	8:12	6:40	1:31	0:15	0:15	0:00	11:30	5:23	6:06	5:32	2:06	3:26	4:52	3:51	1:01	11:52	9:04	2:47	18:09	9:31	8:38	1:02	1:02	0:00
Rock	11:25	12:02	-0:36	6:23	8:31	-2:07	12:00	13:04	-1:03	9:05	10:35	-1:29	10:13	10:43	-0:29	15:38	14:04	1:34	16:07	16:46	-0:39	6:09	7:40	-1:30
Sunshine FM	2:40	36:52	-34:12	4:00	*	*	1:00	0:28	0:31	1:42	0:28	1:13	1:42	36:52	-35:10	*	62:30	*	*	*	*	1:00	0:28	0:31
Tai FM	1:00	0:42	0:17	*	*	*	1:00	0:42	0:17	1:00	0:42	0:17	1:00	0:42	0:17	*	*	*	*	*	*	*	0:30	*
Tautoko FM	4:15	15:23	-11:08	*	*	*	*	0:15	*	*	0:15	*	*	15:23	*	4:15	19:45	-15:30	4:15	*	*	*	15:23	*
Te Hiku o Te Ika	0:32	12:47	-12:14	0:30	0:30	0:00	0:45	0:45	0:00	0:45	0:45	0:00	0:45	5:03	-4:18	*	15:35	*	*	17:49	*	0:45	0:45	0:00
The Hits	8:25	7:40	0:44	0:54	4:27	-3:33	5:55	5:15	0:39	9:29	6:47	2:42	11:09	6:59	4:09	10:51	6:22	4:28	8:48	12:08	-3:19	10:24	6:04	4:19
The Sound	12:55	10:52	2:03	6:41	15:15	-8:33	13:59	6:13	7:46	12:11	6:38	5:32	12:37	9:03	3:33	16:24	14:26	1:58	16:13	14:46	1:26	10:37	7:30	3:07
ZM	6:28	7:07	-0:39	8:27	10:34	-2:07	7:17	7:28	-0:11	7:59	7:55	0:04	6:51	7:46	-0:55	4:47	6:34	-1:46	*	*	*	6:19	7:34	-1:15
Others	10:24	8:07	2:17	9:51	11:39	-1:48	4:45	4:01	0:43	6:20	4:53	1:26	8:43	9:01	-0:18	16:58	11:22	5:36	15:38	7:40	7:57	10:04	7:00	3:03
MediaWorks Combo	13:57	14:02	-0:05	11:43	14:25	-2:41	12:39	11:18	1:20	13:43	14:07	-0:23	14:09	14:30	-0:20	15:08	15:37	-0:29	15:45	15:23	0:22	11:02	13:50	-2:47
NZME Combo	12:35	13:22	-0:46	7:30	8:07	-0:37	6:22	6:30	-0:07	8:48	7:47	1:01	10:32	10:01	0:31	13:29	16:08	-2:38	16:12	19:53	-3:41	10:18	10:18	0:00
All Commercial Radio	18:16	19:31	-1:15	15:27	18:04	-2:36	13:57	13:06	0:51	16:54	16:24	0:29	17:59	19:01	-1:01	20:07	23:56	-3:48	21:23	23:51	-2:27	15:43	18:17	-2:33
Potential (000)	113.2	110.5	2.7	14.2	12.6	1.6	24.3	24.8	-0.5	26.6	26.0	0.6	43.0	42.5	0.5	34.9	34.4	0.5	34.0	32.7	1.3	18.0	18.2	-0.2
Sample	880	829	51	64	65	-1	163	165	-2	199	176	23	370	324	46	293	265	28	272	267	5	156	157	-1

MediaWorks Combo: Edge or Magic Music & Talk (from S1 2019) or Mai FM or More FM or RadioLive (until S4 2018) or Rock or The Sound or Internet only listening to Breeze or George FM or Magic (until S4 2018)

NZME Combo: Coast or Flava (until S4 2018) or Mix or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or internet only listening to Hokonui or Flava (from S1 2019)

\*Magic Music & Talk includes a combination of Magic and RadioLIVE for S4 2018 and the following dates in S1 2019: Sunday April 8 – Saturday June 16 & Sunday June 24 – Saturday November 10 2018.



# NORTHLAND COMMERCIAL RADIO - SURVEY 1 2019

Average Time Spent Listening (hh:mm) by Daypart, People 10+  
Survey Comparisons: 4/2018 - 1/2019

This Survey Period: Sun Apr 8 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018 & Sun Feb 3 to Sat Mar 30 2019  
Last Survey Period: Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018

	This	Last	+/-
Potential (000)	113.2	110.5	2.7
Sample Size	880	829	51

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

MediaWorks Combo: Edge or Magic Music & Talk (from S1 2019) or Mai FM or More FM or RadioLive (until S4 2018) or Rock or The Sound or internet only listening to Breeze or George FM or Magic (until S4 2018)

NZME Combo: Coast or Flava (until S4 2018) or Mix or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or internet only listening to Hokonui or Flava (from S1 2019)

\*Magic Music & Talk includes a combination of Magic and RadioLIVE for S4 2018 and the following dates in S1 2019: Sunday April 8 – Saturday June 16 & Sunday June 24 – Saturday November 10 2018.