



NORTHLAND COMMERCIAL RADIO - SURVEY 3 2022

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

Survey Comparisons: 2/2022 - 3/2022

This Survey Period: Sun Aug 29 to Sat Nov 6 2021 & Sun Feb 13 to Sat Jun 18 & Sun Jun 26 to Sat Sep 3 2022

Last Survey Period: Sun Jun 20 to Sat Nov 6 2021 & Sun Feb 13 to Sat Jun 18 2022

	All 10+				People 10-24			People 18-39			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	16.6	14.7	1.9	2	23.2	9.1	14.1	10.6	4.0	6.6	6.5	5.2	1.3	8.8	7.2	1.6	14.8	13.5	1.3	23.4	24.0	-0.6	12.3	13.3	-1.0
Edge	4.5	5.5	-1.0	7	5.5	6.1	-0.6	11.5	14.4	-2.9	12.3	15.4	-3.1	8.3	10.3	-2.0	1.7	2.7	-1.0	0.7	0.6	0.1	3.8	6.0	-2.2
Flava	1.4	1.4	0.0	15	3.9	2.2	1.7	3.6	4.7	-1.1	3.8	5.1	-1.3	2.3	2.7	-0.4	0.2	*	*	*	*	*	*	*	*
Gold	4.0	4.1	-0.1	8	1.3	5.4	-4.1	4.5	2.3	2.2	4.8	2.1	2.7	5.0	4.6	0.4	6.8	7.0	-0.2	5.2	4.4	0.8	5.5	2.3	3.2
Gold Sport**	0.3	1.5	-1.2	18	0.1	0.2	-0.1	*	*	*	0.3	*	*	0.3	2.8	-2.5	0.4	3.6	-3.2	0.5	0.6	-0.1	*	1.3	*
Life FM	1.5	2.1	-0.6	12	1.5	1.8	-0.3	1.4	4.7	-3.3	1.7	4.5	-2.8	1.3	2.6	-1.3	1.7	1.4	0.3	1.5	1.4	0.1	2.8	2.4	0.4
Mai FM	1.5	1.5	0.0	12	*	0.8	*	4.5	4.5	0.0	5.1	4.6	0.5	3.1	2.6	0.5	0.5	0.5	0.0	0.6	0.7	-0.1	1.5	2.0	-0.5
More FM	20.4	22.6	-2.2	1	15.2	18.7	-3.5	15.4	17.4	-2.0	16.9	23.1	-6.2	22.6	23.2	-0.6	26.7	24.2	2.5	20.4	22.1	-1.7	26.3	31.4	-5.1
Newstalk ZB	12.2	13.5	-1.3	3	2.0	1.6	0.4	1.5	1.9	-0.4	0.7	1.2	-0.5	5.1	6.3	-1.2	12.6	14.0	-1.4	18.2	20.5	-2.3	4.3	6.2	-1.9
Ngati Hine FM	1.4	0.4	1.0	15	7.2	*	*	2.5	0.3	2.2	1.8	0.3	1.5	1.0	0.2	0.8	0.8	0.7	0.1	0.9	0.9	0.0	1.0	0.2	0.8
Radio Hauraki	3.1	2.7	0.4	10	2.4	4.6	-2.2	2.1	2.3	-0.2	4.5	4.0	0.5	5.1	3.6	1.5	3.9	2.7	1.2	2.1	2.0	0.1	1.4	4.1	-2.7
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	0.9	1.0	-0.1	17	1.4	1.2	0.2	1.1	1.2	-0.1	1.0	1.0	0.0	0.7	0.7	0.0	0.4	0.5	-0.1	1.2	1.7	-0.5	1.0	1.2	-0.2
Rock	8.8	7.2	1.6	4	12.6	10.1	2.5	20.9	18.1	2.8	21.2	18.3	2.9	16.2	12.7	3.5	6.2	4.6	1.6	2.0	1.7	0.3	10.4	6.3	4.1
SENZ Sport	*	n.a.	*	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*
Tautoko FM	2.0	0.8	1.2	11	7.2	*	*	3.2	*	*	2.2	*	*	1.3	0.1	1.2	0.1	0.1	0.0	0.8	0.8	0.0	0.6	0.2	0.4
Te Hiku o Te Ika	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
The Hits	5.1	3.4	1.7	6	7.0	12.5	-5.5	5.2	6.9	-1.7	4.3	4.0	0.3	3.8	3.1	0.7	4.1	3.1	1.0	2.7	2.5	0.2	15.4	6.6	8.8
The Sound	5.5	4.3	1.2	5	0.7	1.4	-0.7	1.6	1.9	-0.3	2.4	2.2	0.2	4.5	5.1	-0.6	10.0	6.0	4.0	9.4	4.2	5.2	4.8	4.4	0.4
Today FM*	3.2	3.9	-0.7	9	0.2	0.5	-0.3	3.5	5.1	-1.6	4.1	4.3	-0.2	4.6	5.0	-0.4	3.8	4.1	-0.3	2.6	2.6	0.0	3.3	4.4	-1.1
ZM	1.5	1.3	0.2	12	3.0	5.0	-2.0	4.8	4.0	0.8	3.7	2.3	1.4	2.3	1.5	0.8	0.2	0.4	-0.2	*	*	*	1.8	2.5	-0.7
MediaWorks Combo	45.3	47.9	-2.6		36.7	51.8	-15.1	58.4	66.7	-8.3	62.8	68.7	-5.9	61.5	62.0	-0.5	51.0	45.2	5.8	36.7	33.0	3.7	51.3	57.1	-5.8
NZME Combo	44.2	42.7	1.5		43.4	41.3	2.1	32.3	26.0	6.3	28.6	23.9	4.7	32.6	31.8	0.8	43.0	44.2	-1.2	52.1	53.9	-1.8	42.6	38.2	4.4
Potential (000)	122.2	122.2	0.0		25.4	25.4	0.0	34.6	34.4	0.2	31.7	31.7	0.0	48.9	48.9	0.0	36.6	36.6	0.0	35.8	35.8	0.0	19.6	18.5	1.1
Sample	817	805	12		122	128	-6	144	150	-6	161	158	3	266	274	-8	250	248	2	294	284	10	117	120	-3

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

MediaWorks Combo: Edge, Magic Talk (until 20th March 2022), Mai FM, More FM, Rock, The Sound, Today FM (from 21st March 2022) or internet only listening to Breeze, George FM

NZME Combo: Coast, Flava, Gold, Gold AM (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui

*Today FM includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022

**Gold AM renamed to Gold Sport from Mon Jun 27 2022



NORTHLAND COMMERCIAL RADIO - SURVEY 3 2022

Station Share (%) by Daypart, People 10+

Survey Comparisons: 2/2022 - 3/2022

This Survey Period: Sun Aug 29 to Sat Nov 6 2021 & Sun Feb 13 to Sat Jun 18 & Sun Jun 26 to Sat Sep 3 2022

Last Survey Period: Sun Jun 20 to Sat Nov 6 2021 & Sun Feb 13 to Sat Jun 18 2022

	This	Last	+/-
Potential (000)	122.2	122.2	0.0
Sample Size	817	805	12

	Breakfast				Morning			Afternoon			Drive			Night			Mid Dawn			Weekend		
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Coast	13.1	11.3	1.8	3	21.0	16.1	4.9	20.7	18.8	1.9	9.9	10.6	-0.7	8.3	5.1	3.2	4.3	3.6	0.7	18.2	17.8	0.4
Edge	3.8	5.1	-1.3	7	5.3	5.0	0.3	4.2	5.0	-0.8	4.9	8.0	-3.1	3.7	3.8	-0.1	4.8	9.9	-5.1	4.6	5.0	-0.4
Flava	1.5	1.6	-0.1	15	1.2	1.5	-0.3	1.9	1.8	0.1	0.7	0.7	0.0	0.3	0.3	0.0	1.9	1.9	0.0	1.4	1.4	0.0
Gold	2.6	2.7	-0.1	9	3.5	4.1	-0.6	4.7	3.4	1.3	3.8	4.7	-0.9	4.6	7.6	-3.0	5.1	2.4	2.7	5.1	5.3	-0.2
Gold Sport**	0.3	1.5	-1.2	18	0.1	2.0	-1.9	0.4	0.6	-0.2	0.4	0.1	0.3	*	2.3	*	0.5	2.8	-2.3	0.4	2.4	-2.0
Life FM	2.2	2.1	0.1	12	1.3	2.5	-1.2	1.4	3.5	-2.1	0.8	1.5	-0.7	0.1	0.1	0.0	3.7	3.1	0.6	1.3	0.8	0.5
Mai FM	1.7	1.5	0.2	13	1.6	1.6	0.0	1.1	1.1	0.0	1.1	0.9	0.2	6.2	5.7	0.5	1.7	1.7	0.0	1.0	1.2	-0.2
More FM	23.2	24.9	-1.7	1	22.0	23.5	-1.5	20.2	23.5	-3.3	20.0	19.3	0.7	8.0	7.1	0.9	9.9	9.9	0.0	19.9	24.9	-5.0
Newstalk ZB	16.3	18.8	-2.5	2	8.0	8.6	-0.6	5.9	6.8	-0.9	13.8	16.2	-2.4	24.3	22.0	2.3	42.0	47.1	-5.1	12.3	12.4	-0.1
Ngati Hine FM	1.4	0.5	0.9	16	0.4	0.3	0.1	2.1	0.5	1.6	3.6	0.5	3.1	0.5	0.4	0.1	*	*	*	0.8	0.1	0.7
Radio Hauraki	2.3	2.8	-0.5	11	3.1	3.1	0.0	3.9	3.0	0.9	4.0	2.6	1.4	4.1	4.4	-0.3	0.6	0.6	0.0	2.5	1.9	0.6
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	0.4	0.6	-0.2	17	0.5	0.5	0.0	1.6	1.5	0.1	1.1	1.3	-0.2	2.2	2.9	-0.7	*	1.8	*	0.6	0.8	-0.2
Rock	9.0	8.6	0.4	4	7.3	6.9	0.4	6.6	4.8	1.8	13.4	11.6	1.8	25.5	20.9	4.6	3.6	3.6	0.0	7.5	3.9	3.6
SENZ Sport	*	n.a.	*	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*
Tautoko FM	4.4	0.8	3.6	6	0.5	0.5	0.0	1.9	0.8	1.1	1.2	0.9	0.3	0.3	0.3	0.0	4.3	0.9	3.4	1.4	1.0	0.4
Te Hiku o Te Ika	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
The Hits	4.9	3.5	1.4	5	4.8	3.0	1.8	5.7	3.6	2.1	5.7	5.3	0.4	1.7	3.1	-1.4	4.1	0.8	3.3	5.2	2.9	2.3
The Sound	3.5	2.2	1.3	8	6.7	5.5	1.2	7.5	7.3	0.2	4.3	2.8	1.5	0.7	0.6	0.1	0.6	0.2	0.4	6.5	4.3	2.2
Today FM*	2.6	2.8	-0.2	9	5.1	6.3	-1.2	2.9	3.8	-0.9	2.5	2.9	-0.4	5.8	8.3	-2.5	3.4	4.4	-1.0	2.1	2.8	-0.7
ZM	1.6	1.4	0.2	14	0.8	0.7	0.1	0.6	0.6	0.0	3.7	2.4	1.3	2.7	2.3	0.4	3.6	1.7	1.9	1.2	1.8	-0.6
MediaWorks Combo	44.2	47.0	-2.8		49.8	52.7	-2.9	44.6	49.8	-5.2	47.5	47.7	-0.2	50.1	47.1	3.0	25.2	30.5	-5.3	43.6	45.0	-1.4
NZME Combo	42.6	43.6	-1.0		42.6	39.1	3.5	43.8	38.7	5.1	42.1	42.6	-0.5	45.9	47.1	-1.2	62.1	60.9	1.2	46.6	46.2	0.4

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

MediaWorks Combo: Edge, Magic Talk (until 20th March 2022), Mai FM, More FM, Rock, The Sound, Today FM (from 21st March 2022) or internet only listening to Breeze, George FM

NZME Combo: Coast, Flava, Gold, Gold AM (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui

*Today FM includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022

**Gold AM renamed to Gold Sport from Mon Jun 27 2022



NORTHLAND COMMERCIAL RADIO - SURVEY 3 2022

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

Survey Comparisons: 2/2022 - 3/2022

This Survey Period: Sun Aug 29 to Sat Nov 6 2021 & Sun Feb 13 to Sat Jun 18 & Sun Jun 26 to Sat Sep 3 2022
 Last Survey Period: Sun Jun 20 to Sat Nov 6 2021 & Sun Feb 13 to Sat Jun 18 2022

	All 10+				People 10-24			People 18-39			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	17.8	17.1	0.7	2	3.0	2.0	1.0	2.2	1.3	0.9	2.2	2.2	0.0	4.8	4.5	0.3	6.6	6.6	0.0	8.1	8.6	-0.5	2.3	2.3	0.0	
Edge	12.2	14.2	-2.0	4	2.3	2.6	-0.3	6.4	8.1	-1.7	7.1	8.8	-1.7	8.6	10.4	-1.8	1.9	2.0	-0.1	0.9	0.9	0.0	2.7	3.6	-0.9	
Flava	2.8	2.2	0.6	15	0.8	0.1	0.7	1.6	1.3	0.3	1.5	1.8	-0.3	1.9	2.0	-0.1	0.4	0.2	0.2	*	*	*	0.8	0.6	0.2	
Gold	8.3	9.5	-1.2	7	1.2	2.3	-1.1	0.7	1.2	-0.5	1.0	1.1	-0.1	3.3	3.7	-0.4	5.3	5.4	-0.1	3.8	3.5	0.3	1.3	1.0	0.3	
Gold Sport**	1.3	1.9	-0.6	18	0.2	0.2	0.0	*	*	*	0.1	*	*	0.4	0.7	-0.3	0.7	1.4	-0.7	0.6	0.8	-0.2	*	0.3	*	
Life FM	3.9	3.8	0.1	12	1.0	1.1	-0.1	1.2	1.6	-0.4	1.4	1.8	-0.4	1.6	1.9	-0.3	1.3	0.6	0.7	1.2	0.6	0.6	1.0	0.4	0.6	
Mai FM	5.1	5.6	-0.5	11	0.1	0.3	-0.2	3.5	4.0	-0.5	4.1	4.4	-0.3	4.2	4.5	-0.3	0.3	0.3	0.0	0.8	0.8	0.0	1.1	1.1	0.0	
More FM	25.7	26.0	-0.3	1	2.9	3.1	-0.2	5.4	4.5	0.9	6.3	5.8	0.5	11.5	11.0	0.5	11.0	10.8	0.2	9.1	9.2	-0.1	6.1	5.5	0.6	
Newstalk ZB	10.9	12.0	-1.1	5	0.3	0.2	0.1	1.1	1.2	-0.1	1.2	1.3	-0.1	3.1	3.6	-0.5	4.4	5.1	-0.7	5.6	6.3	-0.7	1.5	1.8	-0.3	
Ngati Hine FM	2.4	1.0	1.4	17	0.9	*	*	1.1	0.3	0.8	0.9	0.3	0.6	0.9	0.3	0.6	0.3	0.4	-0.1	0.7	0.7	0.0	0.4	0.2	0.2	
Radio Hauraki	7.4	6.9	0.5	8	0.7	0.7	0.0	2.1	1.7	0.4	3.1	2.3	0.8	5.0	3.9	1.1	3.1	3.3	-0.2	1.5	2.1	-0.6	1.2	1.2	0.0	
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	3.5	4.0	-0.5	14	0.7	0.6	0.1	0.7	1.0	-0.3	0.7	1.0	-0.3	1.0	1.3	-0.3	0.9	1.0	-0.1	1.3	1.8	-0.5	0.8	0.8	0.0	
Rock	12.6	11.8	0.8	3	3.0	2.8	0.2	5.1	5.3	-0.2	5.6	5.5	0.1	8.2	7.4	0.8	3.7	3.2	0.5	1.4	1.6	-0.2	1.6	1.8	-0.2	
SENZ Sport	0.1	n.a.	*	20	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	
Tautoko FM	2.5	1.2	1.3	16	0.9	*	*	0.9	0.2	0.7	0.7	0.2	0.5	0.9	0.5	0.4	0.5	0.6	-0.1	0.6	0.6	0.0	0.6	0.5	0.1	
Te Hiku o Te Ika	0.3	0.2	0.1	19	*	*	*	0.3	0.2	0.1	0.3	0.2	0.1	0.3	0.2	0.1	*	*	*	*	*	*	0.3	0.2	0.1	
The Hits	9.9	9.1	0.8	6	2.1	2.4	-0.3	3.9	4.0	-0.1	4.3	4.0	0.3	5.9	5.2	0.7	2.9	2.1	0.8	1.4	1.2	0.2	2.8	2.4	0.4	
The Sound	7.1	7.6	-0.5	9	0.4	0.9	-0.5	0.8	0.9	-0.1	1.3	1.0	0.3	3.6	3.5	0.1	3.9	4.5	-0.6	2.7	3.0	-0.3	0.7	0.5	0.2	
Today FM*	5.5	6.4	-0.9	10	0.1	0.4	-0.3	1.7	2.0	-0.3	1.9	2.1	-0.2	2.9	3.4	-0.5	1.9	2.1	-0.2	2.1	2.0	0.1	0.9	1.0	-0.1	
ZM	3.8	3.6	0.2	13	0.9	0.9	0.0	2.6	2.4	0.2	2.4	2.1	0.3	2.7	2.6	0.1	0.3	0.6	-0.3	*	*	*	1.4	1.4	0.0	
MediaWorks Combo	52.5	55.0	-2.5		7.7	8.3	-0.6	15.6	16.6	-1.0	17.1	18.1	-1.0	26.5	28.1	-1.6	18.3	18.3	0.0	15.3	15.2	0.1	9.5	9.8	-0.3	
NZME Combo	46.3	46.3	0.0		6.1	6.0	0.1	10.1	9.5	0.6	11.5	10.5	1.0	19.5	19.5	0.0	17.7	18.3	-0.6	16.4	16.5	-0.1	8.2	7.5	0.7	
All Commercial Radio	80.7	81.5	-0.8		12.2	12.2	0.0	21.3	21.1	0.2	22.9	22.7	0.2	35.3	36.0	-0.7	27.6	28.4	-0.8	26.2	26.3	-0.1	13.4	13.2	0.2	
Potential (000)	122.2	122.2	0.0		25.4	25.4	0.0	34.6	34.4	0.2	31.7	31.7	0.0	48.9	48.9	0.0	36.6	36.6	0.0	35.8	35.8	0.0	19.6	18.5	1.1	
Sample	817	805	12		122	128	-6	144	150	-6	161	158	3	266	274	-8	250	248	2	294	284	10	117	120	-3	

MediaWorks Combo: Edge, Magic Talk (until 20th March 2022), Mai FM, More FM, Rock, The Sound, Today FM (from 21st March 2022) or internet only listening to Breeze, George FM

NZME Combo: Coast, Flava, Gold, Gold AM (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui

*Today FM includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022

**Gold AM renamed to Gold Sport from Mon Jun 27 2022



NORTHLAND COMMERCIAL RADIO - SURVEY 3 2022

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

Survey Comparisons: 2/2022 - 3/2022

This Survey Period: Sun Aug 29 to Sat Nov 6 2021 & Sun Feb 13 to Sat Jun 18 & Sun Jun 26 to Sat Sep 3 2022

Last Survey Period: Sun Jun 20 to Sat Nov 6 2021 & Sun Feb 13 to Sat Jun 18 2022

	This	Last	+/-
Potential (000)	122.2	122.2	0.0
Sample Size	817	805	12

	Breakfast				Morning				Afternoon				Drive				Night				Mid Dawn				Weekend				
	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	+/-	This	Last	+/-	This	Last	+/-	
Coast	10.5	9.5	1.0	2	10.1	8.9	1.2	11.9	10.2	1.7	7.4	8.0	-0.6	1.9	1.6	0.3	0.8	1.0	-0.2	9.5	9.2	0.3							
Edge	6.3	7.6	-1.3	5	4.8	5.1	-0.3	6.4	6.5	-0.1	4.9	6.3	-1.4	1.3	1.5	-0.2	1.6	1.9	-0.3	6.1	7.4	-1.3							
Flava	1.8	2.0	-0.2	13	1.4	1.6	-0.2	1.8	1.7	0.1	0.6	0.6	0.0	0.2	0.3	-0.1	0.4	0.4	0.0	1.2	1.2	0.0							
Gold	4.6	4.7	-0.1	7	3.9	4.9	-1.0	4.2	4.6	-0.4	3.9	4.3	-0.4	1.3	1.8	-0.5	0.6	0.1	0.5	4.6	5.6	-1.0							
Gold Sport**	0.5	1.1	-0.6	18	0.2	0.8	-0.6	0.7	1.3	-0.6	0.2	0.1	0.1	*	0.5	*	0.2	0.4	-0.2	0.3	0.9	-0.6							
Life FM	1.8	1.8	0.0	13	1.1	1.4	-0.3	1.1	1.5	-0.4	0.8	1.3	-0.5	0.1	0.1	0.0	0.5	0.5	0.0	1.5	0.8	0.7							
Mai FM	2.5	2.3	0.2	11	2.4	2.3	0.1	2.6	2.3	0.3	1.4	1.2	0.2	1.4	1.7	-0.3	0.7	0.9	-0.2	1.7	2.4	-0.7							
More FM	17.3	16.6	0.7	1	13.4	14.5	-1.1	15.5	15.5	0.0	12.6	12.5	0.1	2.9	3.0	-0.1	1.6	2.2	-0.6	15.9	18.4	-2.5							
Newstalk ZB	7.5	8.9	-1.4	4	5.6	6.2	-0.6	5.0	5.5	-0.5	5.5	6.1	-0.6	2.8	3.1	-0.3	3.1	3.2	-0.1	7.8	8.6	-0.8							
Ngati Hine FM	1.0	0.7	0.3	16	0.7	0.6	0.1	1.7	0.7	1.0	1.5	0.5	1.0	0.2	0.2	0.0	*	*	*	0.9	0.2	0.7							
Radio Hauraki	2.9	2.7	0.2	10	2.9	3.1	-0.2	3.3	2.8	0.5	2.8	2.5	0.3	1.0	0.9	0.1	0.3	0.4	-0.1	3.3	3.0	0.3							
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*						
Rhema	0.7	1.2	-0.5	17	1.1	1.6	-0.5	2.9	2.7	0.2	1.2	1.7	-0.5	0.5	0.8	-0.3	*	0.6	*	1.8	2.5	-0.7							
Rock	8.3	8.1	0.2	3	3.5	4.1	-0.6	4.5	3.9	0.6	7.4	6.5	0.9	3.0	2.4	0.6	0.5	0.6	-0.1	6.7	4.8	1.9							
SENZ Sport	*	n.a.	*	*	0.1	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*							
Tautoko FM	1.7	0.4	1.3	15	0.3	0.2	0.1	1.1	0.8	0.3	0.6	0.2	0.4	0.1	0.1	0.0	0.4	0.1	0.3	1.4	0.9	0.5							
Te Hiku o Te Ika	*	*	*	*	*	*	*	*	*	*	0.3	0.2	0.1	*	*	*	*	*	*	*	*	*							
The Hits	4.7	4.6	0.1	6	3.0	1.9	1.1	3.9	2.9	1.0	4.0	3.7	0.3	1.7	2.0	-0.3	0.9	0.5	0.4	4.7	4.6	0.1							
The Sound	3.3	2.6	0.7	8	3.5	3.7	-0.2	4.3	4.5	-0.2	2.5	2.9	-0.4	0.6	0.6	0.0	0.2	0.1	0.1	4.3	4.5	-0.2							
Today FM*	3.2	3.0	0.2	9	3.2	3.4	-0.2	2.9	3.0	-0.1	2.5	2.8	-0.3	1.3	1.7	-0.4	0.6	0.7	-0.1	2.9	3.4	-0.5							
ZM	2.4	2.4	0.0	12	0.7	0.7	0.0	1.0	1.1	-0.1	2.2	2.0	0.2	0.6	0.6	0.0	0.5	0.5	0.0	1.9	2.2	-0.3							
MediaWorks Combo	35.6	34.7	0.9		26.5	29.0	-2.5	32.4	32.7	-0.3	28.9	30.1	-1.2	10.5	11.0	-0.5	5.5	6.4	-0.9	33.7	36.6	-2.9							
NZME Combo	31.6	32.3	-0.7		24.6	25.1	-0.5	27.3	26.1	1.2	23.9	23.6	0.3	9.5	10.9	-1.4	6.7	6.3	0.4	28.8	30.9	-2.1							
All Commercial Radio	63.6	62.1	1.5		46.8	48.5	-1.7	55.9	53.1	2.8	50.3	49.0	1.3	19.0	20.7	-1.7	11.4	12.6	-1.2	58.3	61.6	-3.3							

MediaWorks Combo: Edge, Magic Talk (until 20th March 2022), Mai FM, More FM, Rock, The Sound, Today FM (from 21st March 2022) or internet only listening to Breeze, George FM

NZME Combo: Coast, Flava, Gold, Gold AM (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui

*Today FM includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022

**Gold AM renamed to Gold Sport from Mon Jun 27 2022



NORTHLAND COMMERCIAL RADIO - SURVEY 3 2022

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

Survey Comparisons: 2/2022 - 3/2022

This Survey Period: Sun Aug 29 to Sat Nov 6 2021 & Sun Feb 13 to Sat Jun 18 & Sun Jun 26 to Sat Sep 3 2022

Last Survey Period: Sun Jun 20 to Sat Nov 6 2021 & Sun Feb 13 to Sat Jun 18 2022

	All 10+			People 10-24			People 18-39			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	11:51	10:39	1:11	9:38	4:54	4:44	12:55	7:27	5:28	8:54	7:04	1:50	9:51	9:01	0:50	10:14	9:58	0:16	12:25	11:54	0:31	13:27	11:48	1:38
Edge	4:39	4:47	-0:08	3:02	2:29	0:32	4:48	4:24	0:24	5:18	5:13	0:05	5:09	5:36	-0:27	4:07	6:34	-2:27	3:12	2:39	0:33	3:29	3:25	0:03
Flava	6:10	8:09	-1:58	5:55	31:45	-25:49	6:14	8:43	-2:28	7:43	8:25	-0:42	6:31	7:38	-1:06	2:09	1:00	1:09	*	*	*	6:22	6:32	-0:09
Gold	6:07	5:18	0:49	1:22	2:33	-1:11	18:27	4:53	13:34	14:51	5:54	8:57	8:06	6:57	1:09	5:48	6:16	-0:27	5:54	5:17	0:36	10:14	4:45	5:29
Gold Sport**	3:05	9:50	-6:44	0:45	0:45	0:00	*	*	*	5:30	*	*	4:16	21:24	-17:07	2:31	12:17	-9:46	3:39	3:27	0:11	*	9:45	*
Life FM	4:46	6:49	-2:02	1:52	1:42	0:09	3:04	7:24	-4:20	3:45	7:27	-3:41	4:34	7:40	-3:05	6:15	11:05	-4:49	5:18	9:31	-4:13	7:03	11:57	-4:54
Mai FM	3:43	3:15	0:28	0:30	3:11	-2:41	3:24	2:46	0:38	3:49	3:07	0:42	3:54	3:12	0:41	7:56	8:01	-0:04	3:09	3:32	-0:22	3:23	3:38	-0:15
More FM	10:05	10:49	-0:44	6:44	6:31	0:12	7:40	9:32	-1:51	8:07	11:48	-3:41	10:33	11:53	-1:20	11:05	10:56	0:08	9:39	10:10	-0:30	10:34	11:45	-1:10
Newstalk ZB	14:17	14:01	0:15	9:00	9:00	0:00	3:41	4:05	-0:23	1:46	2:54	-1:08	8:50	10:01	-1:11	13:16	13:24	-0:07	13:59	13:50	0:09	7:03	7:06	-0:02
Ngati Hine FM	7:31	4:36	2:55	10:41	*	*	5:57	2:38	3:18	5:56	2:38	3:18	5:56	2:38	3:18	10:16	9:31	0:45	5:41	5:31	0:09	6:26	2:00	4:26
Radio Hauraki	5:18	4:51	0:27	4:15	6:59	-2:44	2:42	3:16	-0:33	4:30	5:06	-0:35	5:27	5:05	0:21	5:50	3:59	1:50	5:47	4:05	1:41	2:48	7:04	-4:15
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	3:04	3:12	-0:07	2:33	2:17	0:15	4:17	3:10	1:07	4:17	3:10	1:07	3:33	2:50	0:43	2:17	2:21	-0:04	3:52	4:07	-0:14	3:03	2:59	0:03
Rock	8:48	7:34	1:13	5:24	3:55	1:28	10:59	8:23	2:35	11:30	9:58	1:31	10:31	9:41	0:50	7:38	7:01	0:36	6:01	4:16	1:45	16:10	7:09	9:00
SENZ Sport	1:00	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*
Tautoko FM	9:52	8:08	1:44	10:41	*	*	9:20	0:15	9:05	9:10	0:15	8:55	7:31	0:51	6:40	0:58	0:57	0:01	5:40	5:37	0:02	2:41	0:51	1:50
Te Hiku o Te Ika	0:15	0:15	0:00	*	*	*	0:15	0:15	0:00	0:15	0:15	0:00	0:15	0:15	0:00	*	*	*	*	*	*	0:15	0:15	0:00
The Hits	6:32	4:41	1:51	4:16	5:38	-1:21	3:35	4:18	-0:43	3:04	2:56	0:08	3:27	3:19	0:08	6:26	7:17	-0:51	8:30	8:55	-0:24	13:47	5:45	8:02
The Sound	9:55	7:00	2:54	2:01	1:45	0:15	5:25	5:29	-0:03	5:32	6:55	-1:22	6:38	8:21	-1:42	11:35	6:31	5:03	15:00	6:06	8:53	16:36	18:16	-1:40
Today FM*	7:20	7:35	-0:15	2:45	1:33	1:11	5:29	6:16	-0:46	6:32	6:07	0:24	8:28	8:26	0:01	9:05	9:26	-0:21	5:27	5:28	-0:00	9:15	9:04	0:10
ZM	4:56	4:34	0:21	4:18	5:39	-1:20	4:53	4:05	0:47	4:37	3:16	1:21	4:23	3:15	1:08	2:28	3:10	-0:41	*	*	*	3:07	3:48	-0:41
MediaWorks Combo	10:58	10:52	0:06	5:59	6:41	-0:42	10:01	9:57	0:04	11:11	11:15	-0:04	12:24	12:27	-0:03	12:42	12:02	0:40	10:18	9:13	1:04	13:19	11:59	1:20
NZME Combo	12:08	11:29	0:38	8:59	7:22	1:37	8:31	6:46	1:45	7:35	6:44	0:51	8:56	9:12	-0:15	11:06	11:45	-0:39	13:39	13:50	-0:11	12:47	10:27	2:19
All Commercial Radio	15:45	15:18	0:26	10:24	8:48	1:35	12:33	11:44	0:48	13:21	13:05	0:15	15:09	15:39	-0:30	16:32	17:09	-0:37	16:25	16:06	0:18	18:23	15:38	2:44
Potential (000)	122.2	122.2	0.0	25.4	25.4	0.0	34.6	34.4	0.2	31.7	31.7	0.0	48.9	48.9	0.0	36.6	36.6	0.0	35.8	35.8	0.0	19.6	18.5	1.1
Sample	817	805	12	122	128	-6	144	150	-6	161	158	3	266	274	-8	250	248	2	294	284	10	117	120	-3

MediaWorks Combo: Edge, Magic Talk (until 20th March 2022), Mai FM, More FM, Rock, The Sound, Today FM (from 21st March 2022) or internet only listening to Breeze, George FM

NZME Combo: Coast, Flava, Gold, Gold AM (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui

*Today FM includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022

**Gold AM renamed to Gold Sport from Mon Jun 27 2022



NORTHLAND COMMERCIAL RADIO - SURVEY 3 2022

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

Survey Comparisons: 2/2022 - 3/2022

This Survey Period: Sun Aug 29 to Sat Nov 6 2021 & Sun Feb 13 to Sat Jun 18 & Sun Jun 26 to Sat Sep 3 2022

Last Survey Period: Sun Jun 20 to Sat Nov 6 2021 & Sun Feb 13 to Sat Jun 18 2022

	This	Last	+/-
Potential (000)	122.2	122.2	0.0
Sample Size	817	805	12

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

MediaWorks Combo: Edge, Magic Talk (until 20th March 2022), Mai FM, More FM, Rock, The Sound, Today FM (from 21st March 2022) or internet only listening to Breeze, George FM

NZME Combo: Coast, Flava, Gold, Gold AM (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui

*Today FM includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022

**Gold AM renamed to Gold Sport from Mon Jun 27 2022