



# NORTHLAND COMMERCIAL RADIO - SURVEY 1 2023

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

Survey Comparisons: 4/2022 - 1/2023

This Survey Period: Sun Apr 10 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 2023

Last Survey Period: Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 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	+/-	
Breeze**	0.9	n.a.	*	15	*	n.a.	*	*	n.a.	*	0.4	n.a.	*	1.5	n.a.	*	2.4	n.a.	*	0.7	n.a.	*	0.6	n.a.	*	
Coast	13.5	13.2	0.3	2	7.8	10.9	-3.1	7.3	10.3	-3.0	6.1	7.8	-1.7	5.8	7.5	-1.7	12.7	10.3	2.4	21.9	19.4	2.5	9.8	10.5	-0.7	
Edge	7.1	7.2	-0.1	6	11.4	9.1	2.3	11.3	13.9	-2.6	14.6	16.0	-1.4	11.5	12.6	-1.1	3.4	4.3	-0.9	1.3	1.1	0.2	7.3	7.3	0.0	
Flava	2.8	1.4	1.4	10	3.3	1.4	1.9	7.8	3.3	4.5	7.4	4.1	3.3	5.1	2.6	2.5	0.7	0.3	0.4	0.1	0.1	0.0	6.8	2.3	4.5	
Gold	8.1	6.3	1.8	4	0.5	0.6	-0.1	10.3	9.5	0.8	9.5	8.6	0.9	9.4	7.4	2.0	9.9	6.8	3.1	11.2	9.3	1.9	5.1	5.9	-0.8	
Gold Sport*	0.4	0.3	0.1	18	0.1	0.1	0.0	*	*	*	0.2	0.2	0.0	0.1	0.1	0.0	0.4	0.2	0.2	0.9	0.7	0.2	*	*	*	
Life FM	0.9	1.2	-0.3	15	1.6	1.5	0.1	0.6	0.6	0.0	0.7	1.0	-0.3	0.7	1.2	-0.5	0.8	1.2	-0.4	0.5	0.8	-0.3	2.0	2.5	-0.5	
Mai FM	2.4	2.0	0.4	12	7.9	3.0	4.9	7.3	7.6	-0.3	5.2	6.1	-0.9	3.3	3.6	-0.3	*	*	*	0.1	0.2	-0.1	3.2	3.4	-0.2	
More FM	18.8	19.5	-0.7	1	9.0	10.5	-1.5	13.3	11.3	2.0	12.9	10.1	2.8	22.2	21.8	0.4	26.6	30.7	-4.1	16.1	18.8	-2.7	24.4	24.8	-0.4	
Newstalk ZB	8.0	8.7	-0.7	5	*	2.0	*	*	1.0	*	0.1	0.3	-0.2	1.2	1.4	-0.2	6.9	6.4	0.5	15.1	14.0	1.1	5.5	4.6	0.9	
Ngati Hine FM	1.4	1.4	0.0	13	5.6	5.6	0.0	1.3	1.9	-0.6	1.5	1.9	-0.4	1.5	1.5	0.0	1.2	0.8	0.4	0.5	0.4	0.1	1.1	1.2	-0.1	
Radio Hauraki	2.8	3.4	-0.6	10	4.0	4.7	-0.7	2.5	2.9	-0.4	3.9	5.1	-1.2	4.4	5.6	-1.2	3.2	4.2	-1.0	1.0	1.2	-0.2	1.9	1.9	0.0	
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	0.3	0.7	-0.4	19	0.6	0.8	-0.2	0.4	0.6	-0.2	0.5	0.7	-0.2	0.3	0.4	-0.1	0.1	0.1	0.0	0.2	1.4	-1.2	0.1	0.4	-0.3	
Rock	10.9	12.1	-1.2	3	15.7	20.3	-4.6	19.8	20.9	-1.1	22.0	24.2	-2.2	17.5	19.1	-1.6	7.3	8.7	-1.4	3.1	3.7	-0.6	10.7	12.4	-1.7	
SENZ Sport	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Tautoko FM	1.4	2.0	-0.6	13	5.9	5.6	0.3	1.8	2.3	-0.5	1.5	1.7	-0.2	1.2	1.4	-0.2	0.9	0.9	0.0	0.8	0.9	-0.1	1.1	1.2	-0.1	
Te Hiku o Te Ika	0.5	0.2	0.3	17	0.3	*	*	0.1	*	*	*	*	*	1.0	0.4	0.6	1.5	0.6	0.9	0.1	0.1	0.0	*	*	*	
The Hits	4.4	5.0	-0.6	8	5.3	6.4	-1.1	3.6	2.7	0.9	3.0	2.8	0.2	2.9	2.9	0.0	3.2	5.7	-2.5	4.4	6.1	-1.7	8.6	12.0	-3.4	
The Sound	6.6	6.5	0.1	7	3.4	3.8	-0.4	2.7	3.6	-0.9	2.2	2.5	-0.3	3.9	3.9	0.0	13.1	11.4	1.7	14.1	13.6	0.5	6.1	5.1	1.0	
ZM	3.1	2.6	0.5	9	16.5	13.3	3.2	4.8	3.8	1.0	3.5	2.5	1.0	2.6	1.8	0.8	0.6	0.6	0.0	0.1	0.1	0.0	3.0	2.2	0.8	
MediaWorks Combo	47.4	50.5	-3.1		47.8	47.3	0.5	55.0	57.8	-2.8	57.8	60.4	-2.6	60.3	63.9	-3.6	53.6	60.0	-6.4	36.4	40.7	-4.3	53.5	53.7	-0.2	
NZME Combo	43.1	40.9	2.2		37.4	39.3	-1.9	36.4	33.5	2.9	33.6	31.4	2.2	31.6	29.4	2.2	37.6	34.5	3.1	54.7	50.9	3.8	40.8	39.5	1.3	
Potential (000)	124.1	122.2	1.9		25.6	25.4	0.2	35.8	35.0	0.8	32.5	31.7	0.8	49.6	48.9	0.7	36.6	36.6	0.0	36.3	35.8	0.5	23.5	21.0	2.5	
Sample	885	817	68		153	149	4	193	173	20	189	167	22	294	261	33	247	233	14	308	282	26	164	124	40	

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

MediaWorks Combo: Breeze (from S1 2023), Edge, Mai FM, More FM, Rock, The Sound, Today FM (until S4 2022) or internet only listening to Breeze (until S4 2022), George FM, Humm FM, Magic

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

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

\*\*Please Note: Breeze changed from internet only to FM in S1 2023



# NORTHLAND COMMERCIAL RADIO - SURVEY 1 2023

Station Share (%) by Daypart, People 10+

Survey Comparisons: 4/2022 - 1/2023

This Survey Period: Sun Apr 10 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 2023

Last Survey Period: Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022

	This	Last	+/-
Potential (000)	124.1	122.2	1.9
Sample Size	885	817	68

	Breakfast Mon-Fri 6am-9am				Morning Mon-Fri 9am-12md			Afternoon Mon-Fri 12md-4pm			Drive Mon-Fri 4pm-7pm			Night Mon-Fri 7pm-12mn			Mid Dawn Mon-Fri 12mn-6am			Weekend Sat-Sun 12mn-12mn		
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze**	0.6	n.a.	*	17	1.1	n.a.	*	1.0	n.a.	*	0.8	n.a.	*	0.5	n.a.	*	0.2	n.a.	*	1.2	n.a.	*
Coast	9.8	10.7	-0.9	4	16.4	16.6	-0.2	15.1	15.2	-0.1	10.5	8.7	1.8	6.5	5.2	1.3	9.0	7.9	1.1	16.1	14.6	1.5
Edge	5.9	6.4	-0.5	6	7.6	7.1	0.5	7.2	6.8	0.4	6.8	7.3	-0.5	6.1	7.0	-0.9	12.8	17.1	-4.3	7.1	7.3	-0.2
Flava	2.3	1.5	0.8	12	3.5	2.1	1.4	2.4	1.5	0.9	2.6	0.3	2.3	2.7	0.1	2.6	1.7	1.5	0.2	3.4	1.2	2.2
Gold	7.0	5.3	1.7	5	9.5	7.3	2.2	10.6	8.4	2.2	6.7	4.9	1.8	4.6	3.1	1.5	5.9	2.6	3.3	6.7	5.5	1.2
Gold Sport*	0.3	0.2	0.1	18	0.2	0.1	0.1	0.4	0.2	0.2	0.5	0.5	0.0	*	*	*	*	*	*	0.6	0.6	0.0
Life FM	1.5	2.0	-0.5	14	0.6	0.9	-0.3	0.6	0.8	-0.2	0.5	0.9	-0.4	0.4	0.4	0.0	1.5	2.2	-0.7	1.0	1.4	-0.4
Mai FM	2.9	2.7	0.2	11	1.2	1.1	0.1	2.6	2.1	0.5	3.4	3.6	-0.2	4.8	3.2	1.6	3.8	3.2	0.6	1.6	1.0	0.6
More FM	24.0	24.4	-0.4	1	21.0	22.2	-1.2	18.2	19.6	-1.4	16.1	18.8	-2.7	13.3	9.4	3.9	11.2	7.3	3.9	16.4	16.3	0.1
Newstalk ZB	12.2	11.5	0.7	2	3.9	6.2	-2.3	2.4	3.8	-1.4	6.8	5.7	1.1	26.5	23.1	3.4	26.6	31.6	-5.0	8.4	9.6	-1.2
Ngati Hine FM	1.1	0.8	0.3	15	0.6	0.8	-0.2	1.7	1.7	0.0	4.2	4.1	0.1	0.5	0.4	0.1	0.5	0.6	-0.1	1.1	1.1	0.0
Radio Hauraki	1.8	2.5	-0.7	13	2.6	3.1	-0.5	3.3	4.1	-0.8	3.2	4.3	-1.1	0.4	3.2	-2.8	3.4	1.6	1.8	3.4	3.8	-0.4
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	0.1	0.4	-0.3	19	0.2	0.3	-0.1	0.3	0.6	-0.3	0.7	1.5	-0.8	0.1	3.0	-2.9	0.3	*	*	0.3	0.8	-0.5
Rock	11.2	11.9	-0.7	3	10.7	10.1	0.6	10.4	10.0	0.4	16.1	17.9	-1.8	9.5	22.6	-13.1	6.2	4.7	1.5	9.7	12.5	-2.8
SENZ Sport	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Tautoko FM	4.0	4.5	-0.5	8	0.5	0.8	-0.3	1.3	1.9	-0.6	0.5	1.3	-0.8	*	0.3	*	1.5	2.2	-0.7	0.7	1.5	-0.8
Te Hiku o Te Ika	1.1	0.2	0.9	15	0.2	0.2	0.0	0.4	0.2	0.2	0.1	*	*	1.1	0.9	0.2	0.1	0.1	0.0	0.7	0.1	0.6
The Hits	3.6	4.5	-0.9	9	3.7	4.8	-1.1	4.4	5.2	-0.8	4.6	4.9	-0.3	5.6	5.5	0.1	4.8	5.9	-1.1	5.2	5.3	-0.1
The Sound	4.4	4.4	0.0	7	7.9	8.0	-0.1	8.3	8.6	-0.3	5.9	5.3	0.6	3.6	1.1	2.5	2.0	2.1	-0.1	6.9	7.0	-0.1
ZM	3.2	2.3	0.9	10	1.7	1.2	0.5	2.5	2.0	0.5	5.0	4.2	0.8	7.8	6.5	1.3	4.3	5.9	-1.6	2.9	2.9	0.0
MediaWorks Combo	49.1	51.7	-2.6		50.5	51.9	-1.4	48.6	51.0	-2.4	49.9	55.6	-5.7	38.4	47.1	-8.7	37.1	36.9	0.2	43.6	47.4	-3.8
NZME Combo	40.1	38.6	1.5		41.6	41.4	0.2	41.1	40.4	0.7	39.8	33.5	6.3	54.1	46.8	7.3	55.6	57.0	-1.4	46.8	43.5	3.3

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

MediaWorks Combo: Breeze (from S1 2023), Edge, Mai FM, More FM, Rock, The Sound, Today FM (until S4 2022) or internet only listening to Breeze (until S4 2022), George FM, Humm FM, Magic

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

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

\*\*Please Note: Breeze changed from internet only to FM in S1 2023



# NORTHLAND COMMERCIAL RADIO - SURVEY 1 2023

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

Survey Comparisons: 4/2022 - 1/2023

This Survey Period: Sun Apr 10 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 2023

Last Survey Period: Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 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	+/-
Breeze**	2.3	n.a.	*	16	*	n.a.	*	0.3	n.a.	*	0.5	n.a.	*	1.3	n.a.	*	1.7	n.a.	*	0.9	n.a.	*	0.6	n.a.	*
Coast	17.3	16.7	0.6	2	1.1	1.7	-0.6	2.8	3.2	-0.4	3.1	3.2	-0.1	5.3	5.4	-0.1	6.8	6.5	0.3	8.4	7.7	0.7	3.0	2.5	0.5
Edge	11.8	13.4	-1.6	4	1.9	2.3	-0.4	5.2	6.0	-0.8	5.9	6.5	-0.6	8.3	9.6	-1.3	3.0	3.7	-0.7	1.3	1.3	0.0	3.7	3.9	-0.2
Flava	4.7	3.7	1.0	12	1.1	0.6	0.5	2.4	1.9	0.5	2.3	2.2	0.1	3.0	2.7	0.3	0.9	0.7	0.2	0.4	0.3	0.1	1.7	1.6	0.1
Gold	10.4	8.6	1.8	5	0.8	0.9	-0.1	2.3	1.8	0.5	2.8	2.2	0.6	4.7	3.6	1.1	4.9	4.2	0.7	4.6	3.9	0.7	1.7	1.6	0.1
Gold Sport*	1.3	1.0	0.3	18	0.2	0.1	0.1	*	*	*	0.2	0.2	0.0	0.2	0.2	0.0	0.5	0.4	0.1	0.7	0.5	0.2	*	*	*
Life FM	2.8	2.6	0.2	14	0.7	0.2	0.5	1.1	0.6	0.5	0.6	0.8	-0.2	0.8	1.1	-0.3	1.1	1.1	0.0	1.2	1.2	0.0	0.7	0.8	-0.1
Mai FM	5.7	4.8	0.9	11	1.8	0.6	1.2	4.2	3.8	0.4	3.4	3.8	-0.4	3.5	3.8	-0.3	0.1	*	*	0.4	0.4	0.0	1.3	1.4	-0.1
More FM	23.1	23.0	0.1	1	2.5	2.2	0.3	5.4	4.7	0.7	6.0	5.5	0.5	10.8	10.3	0.5	9.4	9.8	-0.4	7.5	8.2	-0.7	6.0	5.0	1.0
Newstalk ZB	8.0	7.9	0.1	8	*	0.3	*	0.1	0.3	-0.2	0.3	0.4	-0.1	0.9	1.0	-0.1	2.8	2.6	0.2	5.2	4.7	0.5	1.3	1.1	0.2
Ngati Hine FM	3.1	2.7	0.4	13	0.7	0.7	0.0	0.7	0.9	-0.2	0.8	1.0	-0.2	1.5	1.3	0.2	1.4	0.8	0.6	0.9	0.7	0.2	0.5	0.5	0.0
Radio Hauraki	5.8	6.4	-0.6	10	1.1	0.8	0.3	1.8	1.6	0.2	2.1	2.4	-0.3	3.5	4.4	-0.9	2.0	2.8	-0.8	1.0	1.1	-0.1	1.3	1.1	0.2
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	1.5	2.3	-0.8	17	0.4	0.3	0.1	0.6	0.4	0.2	0.4	0.5	-0.1	0.4	0.5	-0.1	0.1	0.2	-0.1	0.3	1.1	-0.8	0.1	0.2	-0.1
Rock	13.8	15.7	-1.9	3	2.2	2.9	-0.7	5.9	6.3	-0.4	6.8	7.5	-0.7	9.3	10.4	-1.1	4.1	4.6	-0.5	2.1	2.4	-0.3	2.9	2.7	0.2
SENZ Sport	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Tautoko FM	2.5	2.6	-0.1	15	0.8	0.7	0.1	0.5	0.5	0.0	0.6	0.6	0.0	1.0	1.0	0.0	0.9	1.0	-0.1	0.6	0.7	-0.1	0.6	0.6	0.0
Te Hiku o Te Ika	0.9	0.3	0.6	19	0.2	*	*	0.2	*	*	*	*	*	0.4	0.2	0.2	0.8	0.3	0.5	0.4	0.2	0.2	*	*	*
The Hits	9.1	9.3	-0.2	6	1.7	1.6	0.1	3.1	2.8	0.3	3.0	3.3	-0.3	5.1	5.4	-0.3	3.2	3.4	-0.2	1.8	1.7	0.1	2.1	2.5	-0.4
The Sound	9.0	8.8	0.2	7	0.3	0.4	-0.1	1.7	1.3	0.4	2.1	1.7	0.4	3.4	3.1	0.3	5.0	4.6	0.4	5.2	5.0	0.2	1.3	0.8	0.5
ZM	5.9	4.3	1.6	9	1.7	1.2	0.5	3.6	2.6	1.0	3.1	2.3	0.8	3.7	2.8	0.9	0.7	0.6	0.1	0.2	0.1	0.1	2.0	1.6	0.4
MediaWorks Combo	48.8	52.1	-3.3		5.9	6.3	-0.4	16.9	16.3	0.6	18.1	17.7	0.4	25.7	26.3	-0.6	16.9	18.3	-1.4	14.5	16.4	-1.9	11.2	9.7	1.5
NZME Combo	47.1	43.4	3.7		5.1	4.7	0.4	12.2	11.0	1.2	13.2	12.5	0.7	19.9	18.9	1.0	15.8	15.2	0.6	17.0	15.3	1.7	9.5	8.3	1.2
All Commercial Radio	77.3	77.4	-0.1		8.7	9.4	-0.7	21.4	20.7	0.7	23.5	22.7	0.8	34.7	34.2	0.5	25.9	26.5	-0.6	26.1	26.4	-0.3	15.9	13.9	2.0
Potential (000)	124.1	122.2	1.9		25.6	25.4	0.2	35.8	35.0	0.8	32.5	31.7	0.8	49.6	48.9	0.7	36.6	36.6	0.0	36.3	35.8	0.5	23.5	21.0	2.5
Sample	885	817	68		153	149	4	193	173	20	189	167	22	294	261	33	247	233	14	308	282	26	164	124	40

MediaWorks Combo: Breeze (from S1 2023), Edge, Mai FM, More FM, Rock, The Sound, Today FM (until S4 2022) or internet only listening to Breeze (until S4 2022), George FM, Humm FM, Magic

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

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

\*\*Please Note: Breeze changed from internet only to FM in S1 2023



# NORTHLAND COMMERCIAL RADIO - SURVEY 1 2023

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

Survey Comparisons: 4/2022 - 1/2023

This Survey Period: Sun Apr 10 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 2023

Last Survey Period: Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022

	This	Last	+/-
Potential (000)	124.1	122.2	1.9
Sample Size	885	817	68

	Breakfast Mon-Fri 6am-9am				Morning Mon-Fri 9am-12md			Afternoon Mon-Fri 12md-4pm			Drive Mon-Fri 4pm-7pm			Night Mon-Fri 7pm-12mn			Mid Dawn Mon-Fri 12mn-6am			Weekend Sat-Sun 12mn-12mn			
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	
Breeze**	1.0	n.a.	*	15	0.8	n.a.	*	0.4	n.a.	*	0.6	n.a.	*	0.1	n.a.	*	0.2	n.a.	*	1.2	n.a.	*	
Coast	10.0	9.6	0.4	2	10.4	9.9	0.5	11.0	10.4	0.6	7.4	6.3	1.1	2.3	2.0	0.3	1.7	1.2	0.5	10.4	8.8	1.6	
Edge	6.1	7.3	-1.2	5	5.3	4.9	0.4	6.4	7.0	-0.6	3.8	4.6	-0.8	1.8	1.9	-0.1	2.0	1.9	0.1	6.2	6.0	0.2	
Flava	2.5	2.1	0.4	11	2.5	1.8	0.7	2.3	1.6	0.7	1.0	0.4	0.6	0.7	0.2	0.5	0.7	0.4	0.3	2.3	1.3	1.0	
Gold	6.5	5.3	1.2	4	5.6	4.2	1.4	6.0	4.8	1.2	4.7	3.8	0.9	1.2	1.0	0.2	1.3	0.5	0.8	5.5	4.5	1.0	
Gold Sport*	0.4	0.3	0.1	18	0.3	0.2	0.1	0.6	0.4	0.2	0.3	0.3	0.0	*	*	*	*	*	*	0.5	0.4	0.1	
Life FM	0.7	1.0	-0.3	16	0.9	1.2	-0.3	1.1	1.1	0.0	0.7	1.0	-0.3	0.3	0.4	-0.1	0.6	0.4	0.2	1.5	1.7	-0.2	
Mai FM	3.0	2.8	0.2	10	1.6	1.5	0.1	3.0	2.4	0.6	2.4	2.2	0.2	1.0	0.6	0.4	1.3	0.9	0.4	2.4	1.2	1.2	
More FM	15.3	15.0	0.3	1	13.1	12.2	0.9	12.4	13.1	-0.7	10.5	11.4	-0.9	3.5	2.9	0.6	3.0	1.9	1.1	12.5	12.9	-0.4	
Newstalk ZB	5.9	5.5	0.4	6	4.2	4.6	-0.4	3.0	3.7	-0.7	3.3	2.7	0.6	2.9	2.6	0.3	3.1	2.8	0.3	5.8	5.7	0.1	
Ngati Hine FM	1.3	0.8	0.5	14	0.8	0.6	0.2	1.8	1.4	0.4	2.0	1.7	0.3	0.3	0.3	0.0	0.2	0.2	0.0	1.2	1.0	0.2	
Radio Hauraki	2.5	2.9	-0.4	11	1.7	2.1	-0.4	2.7	3.4	-0.7	2.3	2.8	-0.5	0.4	0.7	-0.3	1.1	0.6	0.5	3.0	3.3	-0.3	
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	0.2	0.6	-0.4	19	0.6	0.9	-0.3	0.8	1.5	-0.7	0.7	1.4	-0.7	0.1	0.7	-0.6	0.3	*	*	0.6	1.4	-0.8	
Rock	9.1	10.4	-1.3	3	5.3	6.0	-0.7	7.1	7.8	-0.7	8.5	9.6	-1.1	2.2	2.7	-0.5	1.7	1.4	0.3	9.2	10.1	-0.9	
SENZ Sport	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Tautoko FM	1.6	1.7	-0.1	13	0.8	0.8	0.0	1.3	1.2	0.1	0.7	0.7	0.0	*	0.1	*	0.3	0.3	0.0	0.7	1.0	-0.3	
Te Hiku o Te Ika	0.6	0.2	0.4	17	0.2	0.2	0.0	0.4	0.2	0.2	0.2	*	*	0.4	0.3	0.1	0.2	0.2	0.0	0.6	0.2	0.4	
The Hits	3.3	3.7	-0.4	9	2.4	2.6	-0.2	3.8	3.4	0.4	3.4	3.9	-0.5	1.6	1.8	-0.2	1.2	1.1	0.1	4.5	4.7	-0.2	
The Sound	4.6	4.7	-0.1	7	5.4	5.1	0.3	5.9	5.6	0.3	4.2	3.7	0.5	1.2	0.9	0.3	0.4	0.3	0.1	5.2	5.0	0.2	
ZM	3.9	3.2	0.7	8	1.7	0.8	0.9	2.6	1.8	0.8	4.2	2.8	1.4	0.7	0.4	0.3	1.0	0.6	0.4	3.1	2.5	0.6	
MediaWorks Combo	34.7	36.8	-2.1		26.9	27.3	-0.4	30.4	32.7	-2.3	27.1	29.3	-2.2	9.7	9.8	-0.1	7.9	6.4	1.5	31.4	32.8	-1.4	
NZME Combo	30.8	28.6	2.2		25.2	23.2	2.0	27.4	24.7	2.7	24.1	21.3	2.8	9.2	8.3	0.9	9.7	6.9	2.8	30.0	26.7	3.3	
All Commercial Radio	60.7	59.4	1.3		48.5	47.6	0.9	55.6	54.6	1.0	49.2	48.4	0.8	19.0	18.5	0.5	15.6	11.9	3.7	56.0	55.4	0.6	

MediaWorks Combo: Breeze (from S1 2023), Edge, Mai FM, More FM, Rock, The Sound, Today FM (until S4 2022) or internet only listening to Breeze (until S4 2022), George FM, Humm FM, Magic

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

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

\*\*Please Note: Breeze changed from internet only to FM in S1 2023



# NORTHLAND COMMERCIAL RADIO - SURVEY 1 2023

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

Survey Comparisons: 4/2022 - 1/2023

This Survey Period: Sun Apr 10 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 2023

Last Survey Period: Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 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	+/-
Breeze**	5:30	n.a.	*	*	n.a.	*	0:28	n.a.	*	3:03	n.a.	*	7:09	n.a.	*	6:21	n.a.	*	3:12	n.a.	*	2:54	n.a.	*
Coast	10:28	9:46	0:41	8:55	8:47	0:07	9:11	9:04	0:07	7:57	8:18	-0:20	7:06	7:51	-0:45	8:33	6:37	1:55	10:45	9:14	1:31	9:27	10:44	-1:17
Edge	8:05	6:38	1:27	7:32	5:16	2:15	7:27	6:24	1:02	9:57	8:17	1:39	8:50	7:23	1:26	5:12	4:54	0:18	3:59	3:11	0:48	5:51	4:54	0:57
Flava	8:03	4:36	3:26	3:41	3:01	0:39	11:10	4:42	6:27	12:57	6:20	6:37	10:50	5:29	5:21	3:30	2:00	1:30	1:15	1:19	-0:03	11:44	3:43	8:00
Gold	10:28	8:58	1:30	0:49	0:49	-0:00	15:08	14:50	0:17	13:37	13:04	0:32	12:41	11:24	1:17	9:18	6:45	2:32	10:08	8:48	1:20	8:31	9:25	-0:54
Gold Sport*	3:45	3:28	0:17	0:45	0:45	0:00	*	*	*	5:30	5:30	0:00	5:30	5:30	0:00	3:36	2:23	1:12	4:50	4:30	0:19	*	*	*
Life FM	4:11	5:40	-1:29	2:57	9:54	-6:57	2:00	2:48	-0:48	4:36	4:28	0:08	5:24	5:56	-0:32	3:06	4:43	-1:37	1:48	2:33	-0:45	8:14	8:12	0:02
Mai FM	5:35	5:15	0:19	5:31	7:01	-1:30	5:57	5:30	0:26	6:17	5:25	0:51	6:05	5:25	0:40	1:00	*	*	1:19	1:24	-0:05	7:18	6:15	1:02
More FM	10:53	10:28	0:24	4:35	6:20	-1:44	8:35	6:46	1:48	8:39	6:13	2:26	13:07	11:56	1:11	12:53	12:57	-0:03	8:50	8:24	0:25	12:04	12:44	-0:40
Newstalk ZB	13:20	13:29	-0:08	*	9:00	*	1:00	9:00	-8:00	0:51	2:32	-1:40	8:38	8:16	0:22	11:23	10:09	1:14	12:07	10:59	1:08	12:12	10:50	1:22
Ngati Hine FM	6:03	6:25	-0:21	10:41	10:42	-0:01	6:11	5:52	0:19	7:07	6:30	0:37	6:25	6:31	-0:06	3:59	4:03	-0:03	2:15	2:02	0:13	6:20	6:38	-0:18
Radio Hauraki	6:29	6:34	-0:04	4:42	8:08	-3:25	4:50	4:58	-0:07	7:22	7:08	0:14	8:00	7:12	0:47	7:20	6:06	1:13	4:06	3:50	0:16	4:20	4:43	-0:23
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	2:25	3:46	-1:20	1:46	3:26	-1:40	2:31	4:21	-1:50	4:42	4:41	0:00	4:42	4:41	0:00	3:00	2:15	0:44	2:22	4:42	-2:19	2:30	3:43	-1:13
Rock	10:34	9:30	1:04	9:00	9:33	-0:32	11:35	9:10	2:25	13:10	10:49	2:21	12:05	10:22	1:42	8:05	7:56	0:08	6:01	5:39	0:21	11:00	11:55	-0:54
SENZ Sport	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Tautoko FM	7:33	9:30	-1:57	9:17	10:42	-1:25	12:41	12:34	0:07	10:03	10:09	-0:06	7:56	7:49	0:06	4:16	3:47	0:29	5:25	4:51	0:34	5:14	5:20	-0:06
Te Hiku o Te Ika	7:36	6:58	0:37	1:45	*	*	1:45	*	*	*	*	*	15:45	11:30	4:15	9:02	6:58	2:03	1:38	2:00	-0:21	*	*	*
The Hits	6:26	6:40	-0:14	4:02	5:27	-1:24	4:07	2:43	1:24	4:04	2:49	1:14	3:37	3:03	0:33	4:31	6:52	-2:21	10:07	13:01	-2:54	12:09	12:42	-0:33
The Sound	9:42	9:10	0:31	15:14	14:25	0:49	5:39	7:33	-1:54	4:03	4:43	-0:39	7:18	6:59	0:19	12:05	10:24	1:40	11:05	9:59	1:05	14:17	17:10	-2:52
ZM	6:59	7:22	-0:22	12:07	15:11	-3:03	4:40	4:06	0:33	4:27	3:34	0:52	4:24	3:39	0:44	4:10	4:07	0:02	2:30	4:30	-1:59	4:30	3:27	1:03
MediaWorks Combo	12:59	11:56	1:03	10:21	10:09	0:11	11:16	9:53	1:23	12:56	11:30	1:26	15:01	13:40	1:20	14:32	13:37	0:54	10:21	9:05	1:15	14:02	14:19	-0:17
NZME Combo	12:14	11:36	0:38	9:25	11:15	-1:49	10:21	8:27	1:54	10:18	8:28	1:49	10:08	8:46	1:22	10:53	9:27	1:25	13:20	12:14	1:05	12:37	12:17	0:20
All Commercial Radio	17:19	15:56	1:23	14:44	14:29	0:15	16:09	13:27	2:42	17:10	14:48	2:22	18:26	16:28	1:57	17:43	15:42	2:00	15:51	13:53	1:57	18:29	18:36	-0:07
Potential (000)	124.1	122.2	1.9	25.6	25.4	0.2	35.8	35.0	0.8	32.5	31.7	0.8	49.6	48.9	0.7	36.6	36.6	0.0	36.3	35.8	0.5	23.5	21.0	2.5
Sample	885	817	68	153	149	4	193	173	20	189	167	22	294	261	33	247	233	14	308	282	26	164	124	40

MediaWorks Combo: Breeze (from S1 2023), Edge, Mai FM, More FM, Rock, The Sound, Today FM (until S4 2022) or internet only listening to Breeze (until S4 2022), George FM, Humm FM, Magic

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

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

\*\*Please Note: Breeze changed from internet only to FM in S1 2023



# NORTHLAND COMMERCIAL RADIO - SURVEY 1 2023

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

Survey Comparisons: 4/2022 - 1/2023

This Survey Period: Sun Apr 10 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 2023

Last Survey Period: Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022

	This	Last	+/-
Potential (000)	124.1	122.2	1.9
Sample Size	885	817	68

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

MediaWorks Combo: Breeze (from S1 2023), Edge, Mai FM, More FM, Rock, The Sound, Today FM (until S4 2022) or internet only listening to Breeze (until S4 2022), George FM, Humm FM, Magic

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

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

\*\*Please Note: Breeze changed from internet only to FM in S1 2023