



# NORTHLAND COMMERCIAL RADIO - SURVEY 2 2024

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

Survey Comparisons: 1/2024 - 2/2024

This Survey Period: Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024

Last Survey Period: Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 2024

	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	2.2	1.5	0.7	13	0.1	*	*	0.4	*	*	0.5	0.1	0.4	1.4	1.1	0.3	2.3	2.0	0.3	2.8	1.4	1.4	1.6	1.5	0.1
Coast	15.4	15.4	0.0	1	2.9	2.5	0.4	2.1	1.7	0.4	5.0	4.1	0.9	9.1	7.9	1.2	20.1	21.0	-0.9	26.8	26.7	0.1	10.0	12.8	-2.8
Edge	7.7	6.6	1.1	5	16.0	14.4	1.6	17.4	14.2	3.2	14.2	11.9	2.3	11.2	9.4	1.8	5.9	4.4	1.5	3.2	2.6	0.6	7.6	6.7	0.9
Flava	2.6	3.3	-0.7	12	3.6	4.3	-0.7	7.3	9.6	-2.3	6.2	8.5	-2.3	5.4	6.5	-1.1	1.7	1.3	0.4	*	0.1	*	3.1	6.9	-3.8
Gold	7.2	8.9	-1.7	6	4.0	3.7	0.3	3.6	6.3	-2.7	6.0	7.2	-1.2	6.8	9.1	-2.3	10.2	13.7	-3.5	10.3	12.5	-2.2	5.9	4.1	1.8
Gold Sport	0.1	0.2	-0.1	20	*	*	*	*	*	*	*	*	*	*	*	*	*	0.2	*	*	0.3	*	*	*	*
Life FM	1.6	1.1	0.5	14	3.1	3.3	-0.2	1.2	1.0	0.2	1.1	0.8	0.3	2.5	1.0	1.5	2.4	0.9	1.5	0.5	0.5	0.0	4.2	1.2	3.0
Mai FM	3.8	3.9	-0.1	9	11.1	12.5	-1.4	8.6	7.8	0.8	8.4	7.8	0.6	5.9	5.6	0.3	0.7	0.6	0.1	*	*	*	10.5	8.7	1.8
More FM	11.7	13.6	-1.9	2	14.1	14.1	0.0	15.0	15.6	-0.6	11.5	14.0	-2.5	11.4	15.6	-4.2	11.1	14.0	-2.9	12.4	12.5	-0.1	9.9	16.0	-6.1
Newstalk ZB	11.0	11.2	-0.2	3	*	*	*	0.2	0.3	-0.1	0.2	0.3	-0.1	1.3	1.7	-0.4	5.1	5.9	-0.8	9.4	12.8	-3.4	5.7	7.0	-1.3
Ngati Hine FM	1.4	1.4	0.0	15	4.8	4.3	0.5	3.5	3.1	0.4	2.1	2.0	0.1	1.3	1.5	-0.2	0.4	0.8	-0.4	0.6	0.7	-0.1	1.4	1.2	0.2
Radio Hauraki	5.6	3.6	2.0	8	2.8	2.8	0.0	6.9	3.3	3.6	12.3	7.9	4.4	11.2	6.0	5.2	5.1	2.0	3.1	2.2	2.0	0.2	3.7	3.9	-0.2
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	1.4	1.0	0.4	15	1.9	2.8	-0.9	1.3	0.8	0.5	1.3	0.7	0.6	1.4	1.0	0.4	1.5	1.2	0.3	1.4	0.5	0.9	1.4	1.3	0.1
Rock	9.5	9.3	0.2	4	14.4	12.2	2.2	14.4	18.0	-3.6	14.1	17.5	-3.4	14.5	15.8	-1.3	11.2	8.0	3.2	5.6	3.4	2.2	19.0	10.9	8.1
SENZ Sport	0.2	0.2	0.0	19	*	*	*	*	*	*	*	*	*	0.2	0.2	0.0	0.6	0.6	0.0	0.4	0.4	0.0	*	*	*
Tautoko FM	1.1	1.0	0.1	17	2.3	2.1	0.2	1.1	1.1	0.0	0.9	1.0	-0.1	0.7	0.7	0.0	1.5	1.3	0.2	1.4	1.1	0.3	1.4	1.4	0.0
Te Hiku o Te Ika	0.3	0.6	-0.3	18	1.1	1.1	0.0	0.5	0.5	0.0	0.6	0.4	0.2	0.4	1.0	-0.6	*	0.9	*	*	0.1	*	0.9	0.7	0.2
The Hits	3.2	3.4	-0.2	10	5.6	6.0	-0.4	4.4	4.2	0.2	4.2	4.4	-0.2	3.6	3.0	0.6	3.5	2.1	1.4	3.1	4.0	-0.9	3.0	3.4	-0.4
The Sound	6.4	5.4	1.0	7	1.6	0.9	0.7	1.1	0.8	0.3	1.1	0.5	0.6	3.2	3.0	0.2	9.8	10.2	-0.4	14.1	11.6	2.5	1.4	2.7	-1.3
ZM	2.8	3.4	-0.6	11	7.7	10.1	-2.4	5.1	6.2	-1.1	3.8	5.1	-1.3	2.6	3.4	-0.8	2.6	2.2	0.4	2.3	2.1	0.2	2.3	3.3	-1.0
MediaWorks Combo	43.7	42.1	1.6		58.7	55.3	3.4	61.2	59.7	1.5	54.7	55.8	-1.1	52.1	53.1	-1.0	42.9	39.8	3.1	39.4	33.1	6.3	56.2	49.7	6.5
NZME Combo	47.9	49.2	-1.3		26.7	29.4	-2.7	29.4	31.5	-2.1	37.7	37.4	0.3	39.9	37.7	2.2	48.3	48.5	-0.2	54.2	60.5	-6.3	33.7	41.3	-7.6
Potential (000)	125.4	125.4	0.0		25.9	25.9	0.0	36.4	36.4	0.0	33.2	33.2	0.0	50.0	50.0	0.0	36.4	36.4	0.0	36.5	36.5	0.0	22.5	25.0	-2.5
Sample	827	842	-15		160	161	-1	190	193	-3	178	171	7	269	267	2	220	233	-13	289	301	-12	143	169	-26

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

MediaWorks Combo: Breeze, Edge, Mai FM, More FM, Rock, The Sound, or internet only listening to George FM, Humm FM, Magic, Channel X (from S2 2024)

NZME Combo: Coast, Flava, Gold, Gold Sport, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui



# NORTHLAND COMMERCIAL RADIO - SURVEY 2 2024

Station Share (%) by Daypart, People 10+

Survey Comparisons: 1/2024 - 2/2024

This Survey Period: Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024

Last Survey Period: Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 2024

	This	Last	+/-
Potential (000)	125.4	125.4	0.0
Sample Size	827	842	-15

	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	+/-
Breeze	1.9	1.2	0.7	14	2.4	1.8	0.6	1.9	1.0	0.9	3.0	1.7	1.3	1.2	0.2	1.0	0.9	0.6	0.3	2.5	2.6	-0.1
Coast	12.4	9.6	2.8	3	16.4	15.8	0.6	17.5	18.5	-1.0	14.3	16.3	-2.0	7.6	9.0	-1.4	9.4	12.3	-2.9	18.4	18.6	-0.2
Edge	6.7	5.8	0.9	5	6.0	5.8	0.2	6.7	5.8	0.9	9.2	7.7	1.5	20.0	17.2	2.8	11.5	9.5	2.0	7.1	5.9	1.2
Flava	2.8	3.0	-0.2	11	3.5	4.2	-0.7	2.7	3.1	-0.4	2.7	3.8	-1.1	1.1	2.4	-1.3	*	0.3	*	2.2	3.3	-1.1
Gold	5.3	6.4	-1.1	7	8.0	10.0	-2.0	6.9	9.4	-2.5	8.1	10.6	-2.5	4.4	6.6	-2.2	1.0	5.2	-4.2	9.9	9.8	0.1
Gold Sport	*	*	*	*	0.1	0.2	-0.1	0.2	0.6	-0.4	*	*	*	0.2	0.3	-0.1	*	*	*	0.1	0.1	0.0
Life FM	2.0	1.1	0.9	13	1.4	0.4	1.0	1.9	1.1	0.8	0.3	0.3	0.0	3.8	4.1	-0.3	1.0	1.1	-0.1	1.8	1.5	0.3
Mai FM	5.5	5.4	0.1	6	2.3	2.4	-0.1	4.8	5.3	-0.5	4.0	3.4	0.6	1.3	1.2	0.1	4.3	3.8	0.5	2.9	3.1	-0.2
More FM	14.4	17.5	-3.1	2	14.9	15.4	-0.5	11.1	11.8	-0.7	9.8	10.8	-1.0	6.6	9.4	-2.8	12.3	15.4	-3.1	8.6	11.9	-3.3
Newstalk ZB	16.0	18.0	-2.0	1	7.3	6.8	0.5	5.9	4.5	1.4	12.4	12.9	-0.5	24.9	28.2	-3.3	18.6	19.4	-0.8	10.2	10.6	-0.4
Ngati Hine FM	1.9	2.3	-0.4	14	1.2	1.3	-0.1	0.8	1.1	-0.3	0.9	1.1	-0.2	2.2	0.8	1.4	3.9	3.5	0.4	1.2	0.9	0.3
Radio Hauraki	3.6	2.9	0.7	9	5.3	3.3	2.0	6.7	3.7	3.0	6.1	2.2	3.9	5.7	1.5	4.2	14.2	9.8	4.4	4.6	4.3	0.3
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	0.9	0.7	0.2	16	1.6	0.7	0.9	1.1	1.0	0.1	1.0	1.2	-0.2	1.6	1.1	0.5	5.5	3.6	1.9	1.2	1.1	0.1
Rock	11.1	10.3	0.8	4	10.4	12.2	-1.8	10.9	11.3	-0.4	9.1	8.2	0.9	3.5	1.3	2.2	3.6	4.8	-1.2	8.4	6.1	2.3
SENZ Sport	0.1	0.1	0.0	19	0.2	0.2	0.0	0.2	0.2	0.0	0.2	0.2	0.0	*	*	*	*	*	*	0.4	0.4	0.0
Tautoko FM	0.9	0.9	0.0	16	0.8	0.7	0.1	0.8	0.8	0.0	0.6	0.6	0.0	1.1	1.1	0.0	*	*	*	2.3	1.9	0.4
Te Hiku o Te Ika	0.2	1.0	-0.8	18	0.2	0.1	0.1	0.2	0.2	0.0	0.2	0.3	-0.1	0.6	0.6	0.0	0.7	0.6	0.1	0.5	1.1	-0.6
The Hits	2.3	2.1	0.2	12	5.1	5.3	-0.2	4.6	4.7	-0.1	1.9	2.0	-0.1	0.5	0.5	0.0	1.9	1.8	0.1	2.3	2.7	-0.4
The Sound	4.8	4.2	0.6	8	8.1	7.1	1.0	7.3	6.5	0.8	5.3	4.6	0.7	4.2	4.6	-0.4	2.9	1.2	1.7	6.7	5.0	1.7
ZM	2.9	3.6	-0.7	10	2.0	2.5	-0.5	3.2	3.6	-0.4	4.1	4.9	-0.8	1.9	2.2	-0.3	1.2	1.1	0.1	3.1	3.7	-0.6
MediaWorks Combo	46.4	45.6	0.8		45.7	46.1	-0.4	45.8	44.1	1.7	42.7	37.9	4.8	37.5	34.3	3.2	40.2	39.2	1.0	39.4	36.5	2.9
NZME Combo	45.3	45.6	-0.3		47.7	48.2	-0.5	47.6	48.1	-0.5	49.7	52.7	-3.0	46.4	50.6	-4.2	46.3	49.9	-3.6	50.7	53.1	-2.4

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

MediaWorks Combo: Breeze, Edge, Mai FM, More FM, Rock, The Sound, or internet only listening to George FM, Humm FM, Magic, Channel X (from S2 2024)

NZME Combo: Coast, Flava, Gold, Gold Sport, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui



# NORTHLAND COMMERCIAL RADIO - SURVEY 2 2024

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

Survey Comparisons: 1/2024 - 2/2024

This Survey Period: Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024

Last Survey Period: Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 2024

	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	5.4	4.3	1.1	13	0.1	*	*	0.4	*	*	0.5	0.1	0.4	2.1	1.6	0.5	2.6	2.6	0.0	2.2	1.7	0.5	1.3	1.2	0.1	
Coast	17.1	16.6	0.5	3	1.1	0.9	0.2	1.1	1.0	0.1	1.8	1.0	0.8	4.1	3.6	0.5	7.2	7.2	0.0	9.2	9.1	0.1	2.1	2.5	-0.4	
Edge	14.8	13.0	1.8	4	5.0	4.3	0.7	8.3	7.6	0.7	6.5	6.2	0.3	8.1	7.5	0.6	2.9	2.1	0.8	1.6	1.0	0.6	3.5	3.4	0.1	
Flava	5.6	5.7	-0.1	12	1.4	1.8	-0.4	3.6	3.6	0.0	2.9	2.7	0.2	4.1	3.7	0.4	1.4	1.3	0.1	0.1	0.3	-0.2	1.3	1.6	-0.3	
Gold	12.9	13.2	-0.3	5	1.0	0.8	0.2	1.9	2.2	-0.3	2.8	2.6	0.2	5.9	5.6	0.3	6.5	6.9	-0.4	5.0	6.1	-1.1	2.9	2.2	0.7	
Gold Sport	0.4	0.7	-0.3	20	*	*	*	*	*	*	*	*	*	*	*	*	*	0.3	*	0.1	0.5	-0.4	*	*	*	
Life FM	3.6	3.8	-0.2	15	1.0	1.2	-0.2	1.3	1.4	-0.1	1.1	1.0	0.1	1.9	1.6	0.3	1.2	1.2	0.0	0.6	0.8	-0.2	0.9	0.7	0.2	
Mai FM	9.3	8.6	0.7	7	5.3	5.0	0.3	5.5	4.9	0.6	3.4	3.1	0.3	3.9	3.6	0.3	0.5	0.5	0.0	*	*	*	2.6	2.3	0.3	
More FM	19.0	20.7	-1.7	1	4.7	4.4	0.3	6.1	7.0	-0.9	4.0	5.1	-1.1	7.2	8.4	-1.2	6.9	7.2	-0.3	5.9	6.3	-0.4	2.6	3.8	-1.2	
Newstalk ZB	8.9	10.4	-1.5	8	0.2	0.1	0.1	0.1	0.3	-0.2	0.1	0.3	-0.2	0.6	1.0	-0.4	2.2	2.4	-0.2	3.7	5.1	-1.4	0.4	1.0	-0.6	
Ngati Hine FM	4.4	4.1	0.3	14	2.1	1.6	0.5	2.1	1.8	0.3	1.1	1.1	0.0	1.3	1.5	-0.2	0.9	1.2	-0.3	1.0	1.0	0.0	0.7	0.6	0.1	
Radio Hauraki	9.8	8.7	1.1	6	1.0	1.1	-0.1	2.1	2.0	0.1	3.9	4.0	-0.1	6.5	5.3	1.2	3.9	2.6	1.3	2.1	2.1	0.0	1.9	1.9	0.0	
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	2.8	2.4	0.4	16	0.8	1.0	-0.2	0.6	0.5	0.1	0.4	0.2	0.2	0.6	0.5	0.1	0.8	0.7	0.1	1.1	0.6	0.5	0.4	0.4	0.0	
Rock	17.7	14.5	3.2	2	4.7	3.5	1.2	5.8	5.5	0.3	5.7	5.4	0.3	9.5	8.1	1.4	6.2	4.5	1.7	3.4	2.6	0.8	3.8	3.4	0.4	
SENZ Sport	0.7	0.8	-0.1	19	*	*	*	*	*	*	*	*	*	0.4	0.5	-0.1	0.7	0.8	-0.1	0.3	0.3	0.0	0.3	0.3	0.0	
Tautoko FM	2.4	2.4	0.0	17	1.1	1.0	0.1	0.9	0.9	0.0	0.6	0.7	-0.1	0.8	0.9	-0.1	0.6	0.6	0.0	0.6	0.6	0.0	0.5	0.6	-0.1	
Te Hiku o Te Ika	0.9	1.2	-0.3	18	0.5	0.5	0.0	0.2	0.2	0.0	0.2	0.2	0.0	0.2	0.3	-0.1	0.2	0.5	-0.3	0.2	0.3	-0.1	0.2	0.2	0.0	
The Hits	7.9	7.1	0.8	9	2.8	2.5	0.3	4.0	3.1	0.9	2.4	1.9	0.5	2.8	2.3	0.5	1.7	1.4	0.3	1.9	2.1	-0.2	1.3	1.1	0.2	
The Sound	7.9	7.0	0.9	9	0.9	0.4	0.5	1.4	1.2	0.2	1.4	1.1	0.3	2.9	2.7	0.2	4.1	4.4	-0.3	4.0	3.7	0.3	1.1	1.3	-0.2	
ZM	7.5	7.8	-0.3	11	2.8	2.9	-0.1	4.1	5.0	-0.9	3.4	4.0	-0.6	3.9	4.1	-0.2	1.2	0.8	0.4	0.8	0.7	0.1	2.0	2.2	-0.2	
MediaWorks Combo	56.4	52.8	3.6		12.8	11.5	1.3	21.0	20.8	0.2	18.4	18.3	0.1	27.0	25.7	1.3	17.1	15.5	1.6	14.3	12.9	1.4	12.0	12.1	-0.1	
NZME Combo	51.7	51.7	0.0		7.0	7.0	0.0	13.3	12.9	0.4	13.4	12.6	0.8	20.8	19.2	1.6	16.8	16.3	0.5	16.7	18.6	-1.9	8.7	9.3	-0.6	
All Commercial Radio	86.5	84.5	2.0		15.7	14.5	1.2	25.6	24.9	0.7	24.1	23.6	0.5	36.7	35.6	1.1	27.0	26.0	1.0	25.7	26.1	-0.4	16.5	17.6	-1.1	
Potential (000)	125.4	125.4	0.0		25.9	25.9	0.0	36.4	36.4	0.0	33.2	33.2	0.0	50.0	50.0	0.0	36.4	36.4	0.0	36.5	36.5	0.0	22.5	25.0	-2.5	
Sample	827	842	-15		160	161	-1	190	193	-3	178	171	7	269	267	2	220	233	-13	289	301	-12	143	169	-26	

MediaWorks Combo: Breeze, Edge, Mai FM, More FM, Rock, The Sound, or internet only listening to George FM, Humm FM, Magic, Channel X (from S2 2024)

NZME Combo: Coast, Flava, Gold, Gold Sport, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui



# NORTHLAND COMMERCIAL RADIO - SURVEY 2 2024

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

Survey Comparisons: 1/2024 - 2/2024

This Survey Period: Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024

Last Survey Period: Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 2024

	This	Last	+/-
Potential (000)	125.4	125.4	0.0
Sample Size	827	842	-15

	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	2.7	2.3	0.4	11	3.4	2.7	0.7	2.8	2.0	0.8	1.9	1.1	0.8	0.6	0.1	0.5	0.4	0.2	0.2	2.9	2.8	0.1
Coast	8.4	8.0	0.4	3	10.9	10.3	0.6	10.1	10.6	-0.5	8.8	9.3	-0.5	3.4	3.6	-0.2	1.5	2.0	-0.5	9.9	10.4	-0.5
Edge	8.2	7.8	0.4	4	5.7	5.6	0.1	7.7	6.8	0.9	5.6	4.9	0.7	2.6	1.6	1.0	2.2	2.0	0.2	6.4	5.5	0.9
Flava	2.7	2.9	-0.2	11	3.7	3.4	0.3	3.4	3.6	-0.2	2.1	2.0	0.1	0.6	0.8	-0.2	*	0.1	*	2.4	2.9	-0.5
Gold	6.8	6.9	-0.1	5	7.1	8.0	-0.9	6.5	6.9	-0.4	6.1	7.0	-0.9	2.8	2.8	0.0	0.9	1.4	-0.5	7.8	7.2	0.6
Gold Sport	*	*	*	*	0.2	0.3	-0.1	0.1	0.5	-0.4	*	*	*	0.1	0.1	0.0	*	*	*	0.1	0.2	-0.1
Life FM	1.8	1.5	0.3	16	1.3	1.1	0.2	1.8	1.6	0.2	0.6	0.6	0.0	1.2	1.2	0.0	0.3	0.4	-0.1	2.4	2.4	0.0
Mai FM	4.8	5.2	-0.4	7	2.5	2.8	-0.3	4.1	4.6	-0.5	3.8	3.3	0.5	0.7	0.3	0.4	0.6	0.6	0.0	3.5	3.9	-0.4
More FM	11.5	13.3	-1.8	1	9.9	11.6	-1.7	9.5	10.2	-0.7	6.6	7.2	-0.6	2.1	3.3	-1.2	3.5	4.2	-0.7	8.6	9.9	-1.3
Newstalk ZB	6.5	8.0	-1.5	6	5.0	5.2	-0.2	4.3	4.1	0.2	3.9	4.6	-0.7	2.4	2.5	-0.1	2.7	3.2	-0.5	5.8	6.6	-0.8
Ngati Hine FM	2.1	2.8	-0.7	14	1.0	1.1	-0.1	0.7	1.2	-0.5	1.1	1.0	0.1	0.8	0.3	0.5	1.1	0.8	0.3	1.4	1.3	0.1
Radio Hauraki	4.4	4.0	0.4	8	4.6	4.2	0.4	4.8	4.5	0.3	4.2	3.3	0.9	1.9	1.1	0.8	2.6	2.3	0.3	4.6	4.2	0.4
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	2.0	1.7	0.3	15	1.4	1.0	0.4	0.9	1.0	-0.1	0.8	0.9	-0.1	0.4	0.2	0.2	0.6	0.6	0.0	1.8	1.6	0.2
Rock	10.8	9.6	1.2	2	7.2	6.5	0.7	7.8	6.8	1.0	7.1	6.2	0.9	1.4	0.8	0.6	1.1	0.9	0.2	9.8	7.7	2.1
SENZ Sport	0.2	0.2	0.0	18	0.2	0.2	0.0	0.4	0.4	0.0	0.3	0.3	0.0	*	*	*	*	*	*	0.3	0.3	0.0
Tautoko FM	1.1	1.1	0.0	17	0.6	0.6	0.0	1.0	1.2	-0.2	0.7	0.6	0.1	0.4	0.4	0.0	*	*	*	1.5	1.3	0.2
Te Hiku o Te Ika	0.2	0.5	-0.3	18	0.4	0.3	0.1	0.3	0.4	-0.1	0.2	0.3	-0.1	0.2	0.2	0.0	0.2	0.2	0.0	0.7	1.0	-0.3
The Hits	2.6	2.4	0.2	13	3.6	3.5	0.1	3.7	3.6	0.1	2.6	2.2	0.4	0.6	0.5	0.1	0.5	0.5	0.0	3.7	3.2	0.5
The Sound	4.0	3.5	0.5	9	4.3	4.1	0.2	4.2	3.8	0.4	3.3	2.8	0.5	1.7	1.1	0.6	0.7	0.4	0.3	4.5	4.2	0.3
ZM	3.8	4.4	-0.6	10	2.5	3.1	-0.6	4.0	4.0	0.0	3.3	4.3	-1.0	1.2	1.2	0.0	0.6	0.6	0.0	2.8	3.3	-0.5
MediaWorks Combo	37.8	37.9	-0.1		29.8	29.6	0.2	32.5	31.5	1.0	26.0	23.9	2.1	8.6	6.7	1.9	8.2	8.0	0.2	33.3	31.9	1.4
NZME Combo	30.5	32.0	-1.5		31.9	31.9	0.0	31.0	32.1	-1.1	27.2	28.8	-1.6	12.3	11.8	0.5	8.2	9.8	-1.6	31.4	32.4	-1.0
All Commercial Radio	61.1	63.3	-2.2		56.8	56.0	0.8	56.6	57.3	-0.7	50.5	50.5	0.0	22.1	19.5	2.6	15.9	17.0	-1.1	57.6	58.4	-0.8

MediaWorks Combo: Breeze, Edge, Mai FM, More FM, Rock, The Sound, or internet only listening to George FM, Humm FM, Magic, Channel X (from S2 2024)

NZME Combo: Coast, Flava, Gold, Gold Sport, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui



# NORTHLAND COMMERCIAL RADIO - SURVEY 2 2024

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

Survey Comparisons: 1/2024 - 2/2024

This Survey Period: Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024

Last Survey Period: Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 2024

	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	4:54	4:40	0:13	1:24	*	*	3:58	*	*	2:48	3:30	-0:41	3:17	3:41	-0:24	3:35	3:19	0:15	5:21	3:42	1:39	2:22	3:00	-0:38
Coast	10:54	11:59	-1:04	4:17	4:10	0:06	5:54	6:15	-0:21	8:37	14:14	-5:36	10:46	12:05	-1:18	11:21	12:29	-1:08	12:04	13:07	-1:03	9:20	12:02	-2:41
Edge	6:19	6:35	-0:15	5:05	5:16	-0:10	6:39	6:46	-0:07	6:36	6:51	-0:14	6:42	6:45	-0:02	8:14	8:57	-0:43	8:26	11:10	-2:44	4:14	4:44	-0:30
Flava	5:40	7:26	-1:45	4:14	3:52	0:22	6:26	9:48	-3:21	6:33	11:11	-4:37	6:17	9:36	-3:18	5:10	4:22	0:48	1:15	1:10	0:04	4:45	10:07	-5:22
Gold	6:47	8:42	-1:55	6:03	7:48	-1:44	5:57	10:28	-4:31	6:29	9:54	-3:24	5:29	8:43	-3:14	6:23	8:30	-2:07	8:30	9:10	-0:40	4:00	4:29	-0:28
Gold Sport	3:25	3:34	-0:09	*	*	*	*	*	*	*	*	*	*	*	*	*	3:30	*	0:45	2:56	-2:11	*	*	*
Life FM	5:35	3:39	1:56	5:13	4:12	1:00	3:09	2:40	0:28	2:56	2:47	0:08	6:09	3:24	2:45	7:56	3:19	4:37	3:21	2:25	0:56	9:28	3:55	5:33
Mai FM	4:58	5:49	-0:51	3:20	3:57	-0:36	4:56	5:49	-0:53	7:28	9:01	-1:33	7:09	8:27	-1:17	5:07	4:57	0:10	*	*	*	7:48	9:03	-1:14
More FM	7:29	8:32	-1:02	4:43	5:02	-0:19	7:48	8:08	-0:20	8:50	9:47	-0:56	7:39	10:03	-2:23	6:29	8:23	-1:54	8:45	8:54	-0:09	7:20	9:56	-2:36
Newstalk ZB	15:03	14:01	1:01	0:15	0:15	0:00	4:15	3:02	1:12	4:15	3:02	1:12	9:45	9:26	0:18	9:28	10:33	-1:05	10:32	11:15	-0:43	25:31	17:35	7:55
Ngati Hine FM	3:48	4:29	-0:40	3:40	4:19	-0:38	5:20	6:15	-0:54	5:55	6:44	-0:49	4:54	5:29	-0:35	2:01	2:48	-0:46	2:37	3:12	-0:34	3:46	4:42	-0:56
Radio Hauraki	6:57	5:19	1:37	4:23	4:04	0:18	10:23	5:52	4:31	9:37	7:05	2:32	8:16	6:10	2:06	5:20	3:16	2:03	4:24	4:14	0:09	3:44	4:48	-1:04
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	5:57	5:32	0:25	3:35	4:19	-0:44	7:24	5:20	2:03	10:45	10:45	0:00	10:44	11:05	-0:20	7:16	7:11	0:04	5:32	3:40	1:52	6:48	7:34	-0:46
Rock	6:33	8:19	-1:45	4:54	5:33	-0:38	7:52	11:52	-3:59	7:30	11:29	-3:59	7:20	10:30	-3:09	7:16	7:38	-0:21	6:46	5:46	1:00	9:44	7:42	2:01
SENZ Sport	3:27	3:18	0:09	*	*	*	*	*	*	*	*	*	2:03	1:57	0:05	3:27	3:18	0:09	5:33	5:17	0:15	0:15	0:15	0:00
Tautoko FM	5:16	5:08	0:08	3:30	3:31	-0:01	4:02	4:17	-0:15	4:37	4:45	-0:07	4:31	4:37	-0:06	10:23	9:53	0:30	9:11	8:32	0:38	5:14	5:20	-0:06
Te Hiku o Te Ika	4:06	6:18	-2:11	3:25	3:16	0:09	10:30	7:06	3:23	10:30	10:30	0:00	10:30	15:52	-5:22	0:30	8:19	-7:49	0:30	0:58	-0:28	10:30	10:30	0:00
The Hits	5:01	6:08	-1:06	3:12	3:43	-0:31	3:30	4:56	-1:26	5:18	8:11	-2:52	6:01	6:56	-0:55	8:20	6:35	1:45	6:34	8:24	-1:50	4:36	7:34	-2:57
The Sound	9:45	10:00	-0:15	2:49	3:10	-0:21	2:31	2:23	0:08	2:15	1:37	0:37	5:19	6:01	-0:42	9:42	9:54	-0:12	14:41	13:57	0:44	2:30	4:49	-2:19
ZM	4:35	5:36	-1:00	4:20	5:28	-1:08	3:53	4:31	-0:38	3:22	4:31	-1:09	3:12	4:29	-1:17	8:37	12:05	-3:27	12:36	12:18	0:17	2:16	3:38	-1:22
MediaWorks Combo	9:25	10:20	-0:54	7:18	7:41	-0:22	9:16	10:27	-1:10	9:01	10:50	-1:49	9:17	11:10	-1:53	10:10	11:05	-0:55	11:28	11:25	0:03	9:10	9:46	-0:36
NZME Combo	11:17	12:21	-1:04	6:04	6:41	-0:37	7:01	8:53	-1:51	8:33	10:33	-1:59	9:16	10:40	-1:24	11:38	12:49	-1:10	13:26	14:27	-1:00	7:37	10:34	-2:57
All Commercial Radio	14:03	15:21	-1:17	10:07	10:58	-0:51	12:26	14:34	-2:08	12:37	15:04	-2:27	13:09	15:14	-2:05	14:59	16:34	-1:34	16:10	17:04	-0:54	11:50	13:33	-1:42
Potential (000)	125.4	125.4	0.0	25.9	25.9	0.0	36.4	36.4	0.0	33.2	33.2	0.0	50.0	50.0	0.0	36.4	36.4	0.0	36.5	36.5	0.0	22.5	25.0	-2.5
Sample	827	842	-15	160	161	-1	190	193	-3	178	171	7	269	267	2	220	233	-13	289	301	-12	143	169	-26

MediaWorks Combo: Breeze, Edge, Mai FM, More FM, Rock, The Sound, or internet only listening to George FM, Humm FM, Magic, Channel X (from S2 2024)

NZME Combo: Coast, Flava, Gold, Gold Sport, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui



# NORTHLAND COMMERCIAL RADIO - SURVEY 2 2024

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

Survey Comparisons: 1/2024 - 2/2024

This Survey Period: Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024

Last Survey Period: Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 2024

	This	Last	+/-
Potential (000)	125.4	125.4	0.0
Sample Size	827	842	-15

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

MediaWorks Combo: Breeze, Edge, Mai FM, More FM, Rock, The Sound, or internet only listening to George FM, Humm FM, Magic, Channel X (from S2 2024)

NZME Combo: Coast, Flava, Gold, Gold Sport, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui