



NORTHLAND COMMERCIAL RADIO - SURVEY 3 2024

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

Survey Comparisons: 2/2024 - 3/2024

This Survey Period: Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024 & Sun Aug 11 to Sat Nov 2 2024
 Last 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

	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	2.8	2.2	0.6	11	0.2	0.1	0.1	0.4	0.4	0.0	0.5	0.5	0.0	1.9	1.4	0.5	2.9	2.3	0.6	4.4	2.8	1.6	2.1	1.6	0.5	
Coast	15.2	15.4	-0.2	1	1.8	2.9	-1.1	3.9	2.1	1.8	8.5	5.0	3.5	10.2	9.1	1.1	18.1	20.1	-2.0	25.0	26.8	-1.8	11.3	10.0	1.3	
Edge	6.4	7.7	-1.3	7	17.2	16.0	1.2	15.5	17.4	-1.9	10.9	14.2	-3.3	8.2	11.2	-3.0	4.6	5.9	-1.3	3.1	3.2	-0.1	5.2	7.6	-2.4	
Flava	2.7	2.6	0.1	12	4.1	3.6	0.5	5.5	7.3	-1.8	4.2	6.2	-2.0	5.5	5.4	0.1	3.4	1.7	1.7	*	*	*	2.9	3.1	-0.2	
Gold	7.9	7.2	0.7	5	5.5	4.0	1.5	7.5	3.6	3.9	9.1	6.0	3.1	8.5	6.8	1.7	10.2	10.2	0.0	9.8	10.3	-0.5	9.3	5.9	3.4	
Gold Sport	0.1	0.1	0.0	20	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.1	*	*	*	*	*	
Life FM	1.1	1.6	-0.5	14	2.3	3.1	-0.8	1.7	1.2	0.5	1.5	1.1	0.4	1.9	2.5	-0.6	1.4	2.4	-1.0	0.4	0.5	-0.1	3.3	4.2	-0.9	
Mai FM	3.1	3.8	-0.7	10	10.6	11.1	-0.5	7.5	8.6	-1.1	6.9	8.4	-1.5	4.8	5.9	-1.1	0.6	0.7	-0.1	*	*	*	6.5	10.5	-4.0	
More FM	14.5	11.7	2.8	2	13.7	14.1	-0.4	17.8	15.0	2.8	16.2	11.5	4.7	16.0	11.4	4.6	12.4	11.1	1.3	12.9	12.4	0.5	16.5	9.9	6.6	
Newstalk ZB	11.5	11.0	0.5	3	*	*	*	0.2	0.2	0.0	0.3	0.2	0.1	2.6	1.3	1.3	6.9	5.1	1.8	9.7	9.4	0.3	4.5	5.7	-1.2	
Ngati Hine FM	0.8	1.4	-0.6	16	2.9	4.8	-1.9	2.2	3.5	-1.3	1.3	2.1	-0.8	0.8	1.3	-0.5	0.2	0.4	-0.2	0.3	0.6	-0.3	0.6	1.4	-0.8	
Radio Hauraki	4.8	5.6	-0.8	8	3.7	2.8	0.9	4.7	6.9	-2.2	8.7	12.3	-3.6	8.7	11.2	-2.5	5.6	5.1	0.5	2.5	2.2	0.3	3.5	3.7	-0.2	
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	0.9	1.4	-0.5	15	1.8	1.9	-0.1	0.1	1.3	-1.2	*	1.3	*	0.4	1.4	-1.0	1.2	1.5	-0.3	1.4	1.4	0.0	1.0	1.4	-0.4	
Rock	8.9	9.5	-0.6	4	15.2	14.4	0.8	15.7	14.4	1.3	15.2	14.1	1.1	14.3	14.5	-0.2	9.1	11.2	-2.1	4.4	5.6	-1.2	16.0	19.0	-3.0	
SENZ (Sport Nation)*	0.2	0.2	0.0	19	*	*	*	*	*	*	0.2	*	*	0.3	0.2	0.1	0.5	0.6	-0.1	0.3	0.4	-0.1	*	*	*	
Tautoko FM	0.8	1.1	-0.3	16	2.6	2.3	0.3	0.6	1.1	-0.5	0.4	0.9	-0.5	0.3	0.7	-0.4	1.0	1.5	-0.5	1.2	1.4	-0.2	0.7	1.4	-0.7	
Te Hiku o Te Ika	0.3	0.3	0.0	18	0.6	1.1	-0.5	0.8	0.5	0.3	0.9	0.6	0.3	0.5	0.4	0.1	*	*	*	*	*	*	1.0	0.9	0.1	
The Hits	3.2	3.2	0.0	9	5.9	5.6	0.3	5.0	4.4	0.6	4.4	4.2	0.2	3.5	3.6	-0.1	3.7	3.5	0.2	3.1	3.1	0.0	3.5	3.0	0.5	
The Sound	6.6	6.4	0.2	6	1.2	1.6	-0.4	0.9	1.1	-0.2	0.9	1.1	-0.2	2.3	3.2	-0.9	10.6	9.8	0.8	15.2	14.1	1.1	1.7	1.4	0.3	
ZM	2.7	2.8	-0.1	12	7.2	7.7	-0.5	5.3	5.1	0.2	4.8	3.8	1.0	3.2	2.6	0.6	1.9	2.6	-0.7	1.7	2.3	-0.6	3.6	2.3	1.3	
MediaWorks Combo	45.3	43.7	1.6		60.6	58.7	1.9	62.1	61.2	0.9	55.3	54.7	0.6	52.7	52.1	0.6	43.0	42.9	0.1	41.5	39.4	2.1	54.7	56.2	-1.5	
NZME Combo	48.2	47.9	0.3		28.3	26.7	1.6	32.0	29.4	2.6	39.9	37.7	2.2	42.2	39.9	2.3	49.9	48.3	1.6	52.1	54.2	-2.1	38.7	33.7	5.0	
Potential (000)	125.4	125.4	0.0		25.9	25.9	0.0	36.1	36.4	-0.3	33.2	33.2	0.0	50.0	50.0	0.0	36.4	36.4	0.0	36.5	36.5	0.0	20.2	22.5	-2.3	
Sample	911	827	84		145	160	-15	184	190	-6	191	178	13	297	269	28	265	220	45	345	289	56	146	143	3	

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

*SENZ rebranded to Sport Nation from Nov 19th 2024



NORTHLAND COMMERCIAL RADIO - SURVEY 3 2024

Station Share (%) by Daypart, People 10+

Survey Comparisons: 2/2024 - 3/2024

This Survey Period: Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024 & Sun Aug 11 to Sat Nov 2 2024

Last 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

	This	Last	+/-
Potential (000)	125.4	125.4	0.0
Sample Size	911	827	84

	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	2.0	1.9	0.1	13	3.3	2.4	0.9	2.9	1.9	1.0	3.4	3.0	0.4	1.5	1.2	0.3	1.0	0.9	0.1	3.3	2.5	0.8
Coast	13.0	12.4	0.6	3	16.7	16.4	0.3	16.8	17.5	-0.7	12.6	14.3	-1.7	9.0	7.6	1.4	10.7	9.4	1.3	17.5	18.4	-0.9
Edge	5.4	6.7	-1.3	6	5.2	6.0	-0.8	5.6	6.7	-1.1	7.2	9.2	-2.0	17.4	20.0	-2.6	14.9	11.5	3.4	5.1	7.1	-2.0
Flava	2.2	2.8	-0.6	12	3.4	3.5	-0.1	2.1	2.7	-0.6	2.7	2.7	0.0	4.8	1.1	3.7	*	*	*	2.8	2.2	0.6
Gold	6.4	5.3	1.1	5	8.8	8.0	0.8	8.2	6.9	1.3	9.7	8.1	1.6	3.9	4.4	-0.5	1.1	1.0	0.1	9.3	9.9	-0.6
Gold Sport	*	*	*	*	0.1	0.1	0.0	0.2	0.2	0.0	*	*	*	0.2	0.2	0.0	*	*	*	0.1	0.1	0.0
Life FM	1.2	2.0	-0.8	14	0.9	1.4	-0.5	1.2	1.9	-0.7	0.7	0.3	0.4	4.7	3.8	0.9	1.4	1.0	0.4	0.7	1.8	-1.1
Mai FM	4.7	5.5	-0.8	8	1.9	2.3	-0.4	4.5	4.8	-0.3	4.5	4.0	0.5	1.6	1.3	0.3	*	4.3	*	1.5	2.9	-1.4
More FM	19.1	14.4	4.7	1	17.1	14.9	2.2	13.7	11.1	2.6	11.9	9.8	2.1	5.6	6.6	-1.0	10.5	12.3	-1.8	12.6	8.6	4.0
Newstalk ZB	16.9	16.0	0.9	2	7.3	7.3	0.0	6.7	5.9	0.8	13.1	12.4	0.7	24.0	24.9	-0.9	26.1	18.6	7.5	10.4	10.2	0.2
Ngati Hine FM	0.6	1.9	-1.3	15	0.9	1.2	-0.3	0.4	0.8	-0.4	0.4	0.9	-0.5	1.7	2.2	-0.5	1.9	3.9	-2.0	1.0	1.2	-0.2
Radio Hauraki	3.4	3.6	-0.2	9	3.8	5.3	-1.5	5.4	6.7	-1.3	5.9	6.1	-0.2	4.5	5.7	-1.2	11.8	14.2	-2.4	4.8	4.6	0.2
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	0.4	0.9	-0.5	16	1.1	1.6	-0.5	0.9	1.1	-0.2	0.9	1.0	-0.1	1.6	1.6	0.0	1.4	5.5	-4.1	1.0	1.2	-0.2
Rock	9.9	11.1	-1.2	4	9.6	10.4	-0.8	10.4	10.9	-0.5	8.3	9.1	-0.8	5.1	3.5	1.6	4.0	3.6	0.4	7.7	8.4	-0.7
SENZ (Sport Nation)*	0.2	0.1	0.1	19	0.3	0.2	0.1	0.2	0.2	0.0	0.3	0.2	0.1	*	*	*	*	*	*	0.2	0.4	-0.2
Tautoko FM	0.4	0.9	-0.5	16	0.6	0.8	-0.2	0.4	0.8	-0.4	0.9	0.6	0.3	1.8	1.1	0.7	*	*	*	1.8	2.3	-0.5
Te Hiku o Te Ika	0.3	0.2	0.1	18	0.4	0.2	0.2	0.1	0.2	-0.1	0.2	0.2	0.0	0.6	0.6	0.0	*	0.7	*	0.4	0.5	-0.1
The Hits	2.4	2.3	0.1	11	4.8	5.1	-0.3	4.3	4.6	-0.3	2.1	1.9	0.2	0.6	0.5	0.1	2.4	1.9	0.5	2.7	2.3	0.4
The Sound	5.0	4.8	0.2	7	8.1	8.1	0.0	6.9	7.3	-0.4	6.6	5.3	1.3	4.3	4.2	0.1	5.3	2.9	2.4	7.1	6.7	0.4
ZM	3.0	2.9	0.1	10	1.3	2.0	-0.7	2.8	3.2	-0.4	3.9	4.1	-0.2	2.2	1.9	0.3	1.4	1.2	0.2	3.2	3.1	0.1
MediaWorks Combo	48.3	46.4	1.9		47.7	45.7	2.0	47.7	45.8	1.9	43.8	42.7	1.1	36.2	37.5	-1.3	39.5	40.2	-0.7	41.1	39.4	1.7
NZME Combo	47.2	45.3	1.9		46.4	47.7	-1.3	46.7	47.6	-0.9	50.1	49.7	0.4	49.3	46.4	2.9	53.6	46.3	7.3	50.7	50.7	0.0

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

*SENZ rebranded to Sport Nation from Nov 19th 2024



NORTHLAND COMMERCIAL RADIO - SURVEY 3 2024

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

Survey Comparisons: 2/2024 - 3/2024

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	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	6.2	5.4	0.8	12	0.3	0.1	0.2	0.5	0.4	0.1	0.7	0.5	0.2	2.5	2.1	0.4	2.7	2.6	0.1	2.7	2.2	0.5	1.3	1.3	0.0	
Coast	17.2	17.1	0.1	2	0.7	1.1	-0.4	1.2	1.1	0.1	2.4	1.8	0.6	4.4	4.1	0.3	6.9	7.2	-0.3	9.3	9.2	0.1	2.3	2.1	0.2	
Edge	13.4	14.8	-1.4	4	5.1	5.0	0.1	7.4	8.3	-0.9	5.2	6.5	-1.3	6.1	8.1	-2.0	2.4	2.9	-0.5	1.8	1.6	0.2	2.9	3.5	-0.6	
Flava	5.5	5.6	-0.1	13	1.1	1.4	-0.3	3.3	3.6	-0.3	3.0	2.9	0.1	4.4	4.1	0.3	1.4	1.4	0.0	*	0.1	*	1.3	1.3	0.0	
Gold	12.9	12.9	0.0	5	1.2	1.0	0.2	3.1	1.9	1.2	3.4	2.8	0.6	6.3	5.9	0.4	6.1	6.5	-0.4	4.8	5.0	-0.2	3.0	2.9	0.1	
Gold Sport	0.5	0.4	0.1	20	*	*	*	*	*	*	*	*	*	*	*	*	0.2	*	*	0.3	0.1	0.2	*	*	*	
Life FM	3.0	3.6	-0.6	15	0.7	1.0	-0.3	1.4	1.3	0.1	1.4	1.1	0.3	1.9	1.9	0.0	0.9	1.2	-0.3	0.5	0.6	-0.1	0.9	0.9	0.0	
Mai FM	8.0	9.3	-1.3	9	4.1	5.3	-1.2	4.6	5.5	-0.9	3.5	3.4	0.1	3.9	3.9	0.0	0.4	0.5	-0.1	*	*	*	2.2	2.6	-0.4	
More FM	20.4	19.0	1.4	1	4.8	4.7	0.1	6.5	6.1	0.4	5.0	4.0	1.0	8.1	7.2	0.9	6.6	6.9	-0.3	6.1	5.9	0.2	3.5	2.6	0.9	
Newstalk ZB	9.4	8.9	0.5	6	0.2	0.2	0.0	0.1	0.1	0.0	0.3	0.1	0.2	1.6	0.6	1.0	2.9	2.2	0.7	3.6	3.7	-0.1	0.5	0.4	0.1	
Ngati Hine FM	3.1	4.4	-1.3	14	1.5	2.1	-0.6	1.7	2.1	-0.4	0.9	1.1	-0.2	1.1	1.3	-0.2	0.3	0.9	-0.6	0.5	1.0	-0.5	0.5	0.7	-0.2	
Radio Hauraki	8.5	9.8	-1.3	7	1.2	1.0	0.2	1.5	2.1	-0.6	2.9	3.9	-1.0	5.6	6.5	-0.9	3.5	3.9	-0.4	1.6	2.1	-0.5	1.9	1.9	0.0	
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	2.2	2.8	-0.6	16	0.8	0.8	0.0	0.2	0.6	-0.4	*	0.4	*	0.2	0.6	-0.4	0.7	0.8	-0.1	1.0	1.1	-0.1	0.3	0.4	-0.1	
Rock	17.0	17.7	-0.7	3	4.8	4.7	0.1	5.5	5.8	-0.3	5.8	5.7	0.1	9.3	9.5	-0.2	5.4	6.2	-0.8	2.8	3.4	-0.6	2.9	3.8	-0.9	
SENZ (Sport Nation)*	0.8	0.7	0.1	19	*	*	*	*	*	*	0.2	*	*	0.5	0.4	0.1	0.6	0.7	-0.1	0.3	0.3	0.0	0.2	0.3	-0.1	
Tautoko FM	1.9	2.4	-0.5	17	0.9	1.1	-0.2	0.5	0.9	-0.4	0.4	0.6	-0.2	0.4	0.8	-0.4	0.3	0.6	-0.3	0.6	0.6	0.0	0.4	0.5	-0.1	
Te Hiku o Te Ika	1.0	0.9	0.1	18	0.4	0.5	-0.1	0.4	0.2	0.2	0.5	0.2	0.3	0.5	0.2	0.3	0.2	0.2	0.0	0.2	0.2	0.0	0.3	0.2	0.1	
The Hits	8.1	7.9	0.2	8	2.5	2.8	-0.3	4.0	4.0	0.0	2.6	2.4	0.2	3.3	2.8	0.5	1.9	1.7	0.2	1.8	1.9	-0.1	1.8	1.3	0.5	
The Sound	7.7	7.9	-0.2	10	0.6	0.9	-0.3	1.1	1.4	-0.3	1.2	1.4	-0.2	2.4	2.9	-0.5	4.0	4.1	-0.1	4.4	4.0	0.4	1.0	1.1	-0.1	
ZM	6.9	7.5	-0.6	11	2.6	2.8	-0.2	3.6	4.1	-0.5	3.4	3.4	0.0	3.7	3.9	-0.2	1.0	1.2	-0.2	0.6	0.8	-0.2	1.9	2.0	-0.1	
MediaWorks Combo	56.3	56.4	-0.1		12.7	12.8	-0.1	19.7	21.0	-1.3	17.9	18.4	-0.5	26.3	27.0	-0.7	16.6	17.1	-0.5	14.7	14.3	0.4	11.2	12.0	-0.8	
NZME Combo	51.6	51.7	-0.1		6.2	7.0	-0.8	13.2	13.3	-0.1	14.0	13.4	0.6	22.1	20.8	1.3	17.2	16.8	0.4	16.2	16.7	-0.5	8.9	8.7	0.2	
All Commercial Radio	86.1	86.5	-0.4		14.9	15.7	-0.8	24.5	25.6	-1.1	23.8	24.1	-0.3	36.7	36.7	0.0	27.5	27.0	0.5	25.9	25.7	0.2	15.9	16.5	-0.6	
Potential (000)	125.4	125.4	0.0		25.9	25.9	0.0	36.1	36.4	-0.3	33.2	33.2	0.0	50.0	50.0	0.0	36.4	36.4	0.0	36.5	36.5	0.0	20.2	22.5	-2.3	
Sample	911	827	84		145	160	-15	184	190	-6	191	178	13	297	269	28	265	220	45	345	289	56	146	143	3	

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

*SENZ rebranded to Sport Nation from Nov 19th 2024



NORTHLAND COMMERCIAL RADIO - SURVEY 3 2024

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

Survey Comparisons: 2/2024 - 3/2024

This Survey Period: Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024 & Sun Aug 11 to Sat Nov 2 2024

Last 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

	This	Last	+/-
Potential (000)	125.4	125.4	0.0
Sample Size	911	827	84

	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	2.7	2.7	0.0	12	3.9	3.4	0.5	3.3	2.8	0.5	2.2	1.9	0.3	0.6	0.6	0.0	0.4	0.4	0.0	3.5	2.9	0.6
Coast	9.0	8.4	0.6	3	11.6	10.9	0.7	10.4	10.1	0.3	7.6	8.8	-1.2	2.9	3.4	-0.5	1.9	1.5	0.4	9.6	9.9	-0.3
Edge	7.5	8.2	-0.7	4	5.2	5.7	-0.5	6.5	7.7	-1.2	4.4	5.6	-1.2	2.3	2.6	-0.3	2.2	2.2	0.0	5.5	6.4	-0.9
Flava	2.7	2.7	0.0	12	3.6	3.7	-0.1	3.0	3.4	-0.4	2.1	2.1	0.0	1.0	0.6	0.4	*	*	*	2.7	2.4	0.3
Gold	7.0	6.8	0.2	5	6.7	7.1	-0.4	6.2	6.5	-0.3	6.6	6.1	0.5	2.8	2.8	0.0	0.8	0.9	-0.1	7.7	7.8	-0.1
Gold Sport	*	*	*	*	0.2	0.2	0.0	0.3	0.1	0.2	*	*	*	0.1	0.1	0.0	*	*	*	0.1	0.1	0.0
Life FM	1.7	1.8	-0.1	14	0.7	1.3	-0.6	1.7	1.8	-0.1	0.8	0.6	0.2	1.4	1.2	0.2	0.4	0.3	0.1	1.4	2.4	-1.0
Mai FM	3.8	4.8	-1.0	8	2.2	2.5	-0.3	3.9	4.1	-0.2	4.0	3.8	0.2	1.0	0.7	0.3	*	0.6	*	2.9	3.5	-0.6
More FM	13.0	11.5	1.5	1	10.7	9.9	0.8	11.0	9.5	1.5	8.1	6.6	1.5	2.2	2.1	0.1	2.5	3.5	-1.0	10.0	8.6	1.4
Newstalk ZB	6.8	6.5	0.3	6	5.1	5.0	0.1	4.6	4.3	0.3	4.6	3.9	0.7	3.0	2.4	0.6	3.1	2.7	0.4	5.7	5.8	-0.1
Ngati Hine FM	1.2	2.1	-0.9	16	0.8	1.0	-0.2	0.3	0.7	-0.4	0.8	1.1	-0.3	0.6	0.8	-0.2	1.1	1.1	0.0	1.2	1.4	-0.2
Radio Hauraki	3.1	4.4	-1.3	10	3.2	4.6	-1.4	3.6	4.8	-1.2	3.8	4.2	-0.4	1.4	1.9	-0.5	2.0	2.6	-0.6	5.0	4.6	0.4
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	1.4	2.0	-0.6	15	0.9	1.4	-0.5	0.7	0.9	-0.2	0.8	0.8	0.0	0.4	0.4	0.0	0.2	0.6	-0.4	1.6	1.8	-0.2
Rock	10.2	10.8	-0.6	2	7.2	7.2	0.0	7.8	7.8	0.0	7.0	7.1	-0.1	1.9	1.4	0.5	1.0	1.1	-0.1	8.5	9.8	-1.3
SENZ (Sport Nation)*	0.4	0.2	0.2	18	0.3	0.2	0.1	0.4	0.4	0.0	0.3	0.3	0.0	*	*	*	*	*	*	0.2	0.3	-0.1
Tautoko FM	0.7	1.1	-0.4	17	0.5	0.6	-0.1	0.5	1.0	-0.5	1.0	0.7	0.3	0.7	0.4	0.3	*	*	*	1.3	1.5	-0.2
Te Hiku o Te Ika	0.2	0.2	0.0	19	0.5	0.4	0.1	0.2	0.3	-0.1	0.2	0.2	0.0	0.2	0.2	0.0	*	0.2	*	0.7	0.7	0.0
The Hits	3.1	2.6	0.5	10	4.2	3.6	0.6	3.9	3.7	0.2	2.7	2.6	0.1	0.5	0.6	-0.1	0.5	0.5	0.0	4.2	3.7	0.5
The Sound	4.6	4.0	0.6	7	4.5	4.3	0.2	4.4	4.2	0.2	3.5	3.3	0.2	2.1	1.7	0.4	0.8	0.7	0.1	4.3	4.5	-0.2
ZM	3.8	3.8	0.0	8	2.4	2.5	-0.1	3.9	4.0	-0.1	3.4	3.3	0.1	1.3	1.2	0.1	0.6	0.6	0.0	2.9	2.8	0.1
MediaWorks Combo	37.5	37.8	-0.3		31.3	29.8	1.5	33.3	32.5	0.8	26.8	26.0	0.8	9.4	8.6	0.8	6.7	8.2	-1.5	32.3	33.3	-1.0
NZME Combo	30.7	30.5	0.2		31.3	31.9	-0.6	31.0	31.0	0.0	26.9	27.2	-0.3	12.1	12.3	-0.2	8.5	8.2	0.3	32.3	31.4	0.9
All Commercial Radio	61.2	61.1	0.1		56.4	56.8	-0.4	56.4	56.6	-0.2	49.7	50.5	-0.8	22.0	22.1	-0.1	14.6	15.9	-1.3	57.2	57.6	-0.4

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

*SENZ rebranded to Sport Nation from Nov 19th 2024



NORTHLAND COMMERCIAL RADIO - SURVEY 3 2024

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

Survey Comparisons: 2/2024 - 3/2024

This Survey Period: Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024 & Sun Aug 11 to Sat Nov 2 2024
 Last 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

	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	5:32	4:54	0:38	1:03	1:24	-0:21	2:47	3:58	-1:11	2:31	2:48	-0:16	3:45	3:17	0:28	4:13	3:35	0:38	6:43	5:21	1:22	3:09	2:22	0:47
Coast	10:48	10:54	-0:06	3:31	4:17	-0:46	10:11	5:54	4:17	10:42	8:37	2:04	11:13	10:46	0:26	10:36	11:21	-0:44	11:19	12:04	-0:44	10:01	9:20	0:40
Edge	5:48	6:19	-0:31	4:41	5:05	-0:24	6:18	6:39	-0:20	6:17	6:36	-0:19	6:26	6:42	-0:16	7:47	8:14	-0:27	7:02	8:26	-1:23	3:40	4:14	-0:33
Flava	5:54	5:40	0:14	5:22	4:14	1:07	4:54	6:26	-1:32	4:15	6:33	-2:18	6:02	6:17	-0:15	9:44	5:10	4:34	*	1:15	*	4:30	4:45	-0:14
Gold	7:30	6:47	0:42	6:40	6:03	0:36	7:19	5:57	1:22	8:00	6:29	1:30	6:31	5:29	1:02	6:47	6:23	0:24	8:41	8:30	0:11	6:14	4:00	2:13
Gold Sport	2:30	3:25	-0:55	*	*	*	*	*	*	*	*	*	*	*	*	1:00	*	*	0:55	0:45	0:10	*	*	*
Life FM	4:32	5:35	-1:03	4:27	5:13	-0:45	3:39	3:09	0:30	3:18	2:56	0:22	4:51	6:09	-1:17	6:24	7:56	-1:32	3:18	3:21	-0:03	7:17	9:28	-2:11
Mai FM	4:45	4:58	-0:13	3:38	3:20	0:17	4:51	4:56	-0:04	5:57	7:28	-1:30	5:54	7:09	-1:15	5:28	5:07	0:20	*	*	*	5:57	7:48	-1:51
More FM	8:41	7:29	1:12	3:59	4:43	-0:43	8:10	7:48	0:22	9:49	8:50	0:59	9:36	7:39	1:57	7:38	6:29	1:08	8:59	8:45	0:14	9:35	7:20	2:15
Newstalk ZB	14:58	15:03	-0:04	0:15	0:15	0:00	4:15	4:15	0:00	2:50	4:15	-1:24	7:48	9:45	-1:56	9:41	9:28	0:13	11:28	10:32	0:56	19:13	25:31	-6:18
Ngati Hine FM	3:05	3:48	-0:42	2:45	3:40	-0:55	3:56	5:20	-1:24	4:17	5:55	-1:37	3:43	4:54	-1:10	1:56	2:01	-0:05	2:44	2:37	0:06	2:30	3:46	-1:15
Radio Hauraki	6:53	6:57	-0:03	4:30	4:23	0:07	9:25	10:23	-0:58	9:06	9:37	-0:31	7:36	8:16	-0:39	6:28	5:20	1:08	6:55	4:24	2:30	3:47	3:44	0:03
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	5:10	5:57	-0:46	3:21	3:35	-0:14	1:14	7:24	-6:09	*	10:45	*	10:30	10:44	-0:14	7:18	7:16	0:01	5:48	5:32	0:15	6:40	6:48	-0:07
Rock	6:25	6:33	-0:07	4:25	4:54	-0:28	8:32	7:52	0:39	7:57	7:30	0:27	7:26	7:20	0:06	6:51	7:16	-0:24	6:38	6:46	-0:08	11:12	9:44	1:28
SENZ (Sport Nation)*	3:15	3:27	-0:11	*	*	*	*	*	*	3:30	*	*	2:26	2:03	0:22	3:29	3:27	0:01	5:01	5:33	-0:32	0:15	0:15	0:00
Tautoko FM	5:15	5:16	-0:00	4:08	3:30	0:37	3:34	4:02	-0:27	3:04	4:37	-1:33	3:04	4:31	-1:26	12:08	10:23	1:44	8:30	9:11	-0:41	3:04	5:14	-2:09
Te Hiku o Te Ika	3:16	4:06	-0:49	2:08	3:25	-1:17	6:16	10:30	-4:13	4:59	10:30	-5:30	4:59	10:30	-5:30	0:30	0:30	0:00	0:30	0:30	0:00	6:28	10:30	-4:01
The Hits	4:54	5:01	-0:06	3:17	3:12	0:05	3:44	3:30	0:14	5:04	5:18	-0:14	5:07	6:01	-0:53	7:47	8:20	-0:33	7:21	6:34	0:47	3:59	4:36	-0:37
The Sound	10:27	9:45	0:42	2:59	2:49	0:09	2:31	2:31	-0:00	2:10	2:15	-0:04	4:38	5:19	-0:41	10:48	9:42	1:05	14:34	14:41	-0:06	3:12	2:30	0:42
ZM	4:40	4:35	0:04	3:52	4:20	-0:27	4:25	3:53	0:32	4:19	3:22	0:57	4:07	3:12	0:55	8:02	8:37	-0:35	11:00	12:36	-1:35	3:46	2:16	1:30
MediaWorks Combo	9:48	9:25	0:23	6:38	7:18	-0:40	9:26	9:16	0:10	9:20	9:01	0:18	9:42	9:17	0:24	10:32	10:10	0:21	11:55	11:28	0:26	9:56	9:10	0:45
NZME Combo	11:24	11:17	0:07	6:24	6:04	0:20	7:16	7:01	0:14	8:37	8:33	0:04	9:14	9:16	-0:01	11:51	11:38	0:13	13:37	13:26	0:10	8:50	7:37	1:13
All Commercial Radio	14:10	14:03	0:06	9:21	10:07	-0:46	12:14	12:26	-0:11	12:42	12:37	0:05	13:11	13:09	0:02	14:49	14:59	-0:09	16:17	16:10	0:07	12:47	11:50	0:56
Potential (000)	125.4	125.4	0.0	25.9	25.9	0.0	36.1	36.4	-0.3	33.2	33.2	0.0	50.0	50.0	0.0	36.4	36.4	0.0	36.5	36.5	0.0	20.2	22.5	-2.3
Sample	911	827	84	145	160	-15	184	190	-6	191	178	13	297	269	28	265	220	45	345	289	56	146	143	3

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

*SENZ rebranded to Sport Nation from Nov 19th 2024



NORTHLAND COMMERCIAL RADIO - SURVEY 3 2024

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

Survey Comparisons: 2/2024 - 3/2024

This Survey Period: Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024 & Sun Aug 11 to Sat Nov 2 2024

Last 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

	This	Last	+/-
Potential (000)	125.4	125.4	0.0
Sample Size	911	827	84

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

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

*SENZ rebranded to Sport Nation from Nov 19th 2024