

## NORTHLAND COMMERCIAL RADIO - SURVEY 2 2021

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

Survey Comparisons: 1/2021 - 2/2021

This Survey Period: Sun Jul 19 to Sat Nov 14 2020 & Sun Feb 14 to Sat Jun 19 2021

Last Survey Period: Sun Feb 2 to Sat Mar 28 2020 & Sun Jul 19 to Sat Nov 14 2020 & Sun Feb 14 to Sat Apr 10 2021

	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	8.9	10.3	-1.4	4	0.7	*	*	0.4	2.5	-2.1	1.2	3.2	-2.0	3.3	4.2	-0.9	14.3	11.2	3.1	17.7	20.5	-2.8	9.6	6.7	2.9	
Edge	11.8	9.6	2.2	2	34.9	33.8	1.1	27.0	21.7	5.3	17.4	13.3	4.1	12.7	10.0	2.7	5.4	3.6	1.8	2.6	0.8	1.8	21.7	17.4	4.3	
Gold*	3.2	5.0	-1.8	10	2.1	3.3	-1.2	1.2	4.4	-3.2	3.0	7.7	-4.7	3.6	6.1	-2.5	4.3	6.2	-1.9	3.4	5.4	-2.0	2.3	3.6	-1.3	
Gold AM	2.4	n.a.	*	12	*	n.a.	*	*	n.a.	*	*	n.a.	*	4.3	n.a.	*	6.1	n.a.	*	1.6	n.a.	*	0.7	n.a.	*	
Life FM	2.2	1.9	0.3	13	0.5	0.3	0.2	5.6	6.4	-0.8	5.9	5.4	0.5	3.3	3.1	0.2	0.7	0.3	0.4	2.2	1.3	0.9	0.6	0.8	-0.2	
Magic Talk	5.1	3.8	1.3	7	0.3	0.2	0.1	11.5	3.6	7.9	12.2	3.3	8.9	9.0	3.7	5.3	3.4	3.7	-0.3	1.5	3.2	-1.7	9.0	5.9	3.1	
Mai FM	2.1	2.7	-0.6	14	1.6	8.4	-6.8	3.5	4.4	-0.9	3.6	3.8	-0.2	3.0	3.0	0.0	2.7	1.5	1.2	1.8	0.5	1.3	1.2	2.6	-1.4	
More FM	18.0	19.1	-1.1	1	9.5	15.0	-5.5	13.6	13.5	0.1	18.6	15.1	3.5	20.7	20.0	0.7	20.5	26.1	-5.6	20.2	22.0	-1.8	19.3	19.1	0.2	
Newstalk ZB	10.6	12.3	-1.7	3	1.6	2.2	-0.6	2.8	2.4	0.4	5.1	6.7	-1.6	5.8	6.4	-0.6	7.0	9.2	-2.2	16.4	20.0	-3.6	5.3	4.5	0.8	
Ngati Hine FM	0.3	0.4	-0.1	17	*	*	*	0.3	1.3	-1.0	0.4	1.1	-0.7	0.4	0.8	-0.4	0.5	0.3	0.2	0.3	0.1	0.2	0.7	1.8	-1.1	
Radio Hauraki	2.8	4.1	-1.3	11	4.2	2.0	2.2	1.8	2.2	-0.4	2.5	2.0	0.5	3.6	6.7	-3.1	3.7	7.8	-4.1	1.7	1.9	-0.2	5.0	4.6	0.4	
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	1.5	1.3	0.2	16	0.8	*	*	1.3	1.4	-0.1	1.4	1.2	0.2	0.9	0.6	0.3	1.6	2.1	-0.5	2.4	3.3	-0.9	0.3	0.5	-0.2	
Rock	6.4	7.8	-1.4	5	11.9	9.6	2.3	7.7	12.5	-4.8	5.5	9.5	-4.0	9.0	11.4	-2.4	8.1	10.4	-2.3	2.2	3.5	-1.3	4.9	6.8	-1.9	
Sunshine FM	0.2	*	*	18	1.0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Tai FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Tautoko FM	2.1	0.1	2.0	14	0.2	0.3	-0.1	*	0.4	*	*	0.4	*	*	0.2	*	5.2	*	*	6.1	*	*	*	*	*	
Te Hiku o Te Ika	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
The Hits	3.3	3.7	-0.4	9	4.3	3.3	1.0	2.1	3.2	-1.1	2.7	3.3	-0.6	2.9	3.4	-0.5	4.2	4.3	-0.1	4.3	5.2	-0.9	6.2	4.6	1.6	
The Sound	6.2	5.4	0.8	6	2.3	3.3	-1.0	4.3	0.6	3.7	4.5	3.6	0.9	4.7	4.0	0.7	6.4	6.0	0.4	11.4	8.2	3.2	3.1	6.6	-3.5	
ZM	4.1	6.3	-2.2	8	5.8	8.8	-3.0	7.9	14.3	-6.4	9.2	14.9	-5.7	7.4	10.7	-3.3	2.6	3.0	-0.4	*	0.1	*	7.0	12.2	-5.2	
MediaWorks Combo	52.5	50.2	2.3		70.1	75.0	-4.9	72.4	57.4	15.0	63.5	49.9	13.6	60.8	53.6	7.2	48.0	52.4	-4.4	41.4	39.8	1.6	62.0	60.0	2.0	
NZME Combo	36.6	43.0	-6.4		22.2	24.3	-2.1	19.5	31.9	-12.4	27.1	40.3	-13.2	32.8	38.9	-6.1	42.1	41.7	0.4	45.1	53.1	-8.0	36.1	36.5	-0.4	
Potential (000)	121.7	121.7	0.0		25.2	25.2	0.0	32.7	34.6	-1.9	31.5	31.5	0.0	48.9	48.9	0.0	36.9	36.9	0.0	35.9	35.9	0.0	20.6	21.8	-1.2	
Sample	816	806	10		104	86	18	146	133	13	150	141	9	285	282	3	275	268	7	313	316	-3	139	131	8	

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

MediaWorks Combo: Edge or Magic Talk or Mai FM or More FM or Rock or The Sound or internet only listening to Breeze or George FM

NZME Combo: Coast or Gold or Gold AM (from S2 2021) or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Hokonui or Flava

\*Gold includes a combination of Gold and Mix for Sun Feb 2 to Sat Mar 28 2020.

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Station Share (%) by Daypart, People 10+

Survey Comparisons: 1/2021 - 2/2021

This Survey Period: Sun Jul 19 to Sat Nov 14 2020 & Sun Feb 14 to Sat Jun 19 2021

Last Survey Period: Sun Feb 2 to Sat Mar 28 2020 & Sun Jul 19 to Sat Nov 14 2020 & Sun Feb 14 to Sat Apr 10 2021

	This	Last	+/-
Potential (000)	121.7	121.7	0.0
Sample Size	816	806	10

	Breakfast				Morning			Afternoon			Drive			Night			Mid Dawn			Weekend		
	This	Mon-Fri 6am-9am Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Coast	5.0	7.6	-2.6	7	9.0	11.2	-2.2	9.8	10.3	-0.5	9.8	11.1	-1.3	10.8	21.8	-11.0	5.5	6.4	-0.9	11.1	10.8	0.3
Edge	10.1	8.1	2.0	3	10.7	9.9	0.8	14.1	10.8	3.3	17.0	13.1	3.9	4.7	5.6	-0.9	5.7	6.2	-0.5	11.1	9.2	1.9
Gold*	2.8	4.2	-1.4	11	3.4	5.2	-1.8	3.2	4.9	-1.7	3.3	5.7	-2.4	3.6	9.0	-5.4	4.0	7.1	-3.1	3.1	4.0	-0.9
Gold AM	2.2	n.a.	*	14	2.9	n.a.	*	2.0	n.a.	*	2.1	n.a.	*	4.4	n.a.	*	1.7	n.a.	*	2.3	n.a.	*
Life FM	0.5	0.2	0.3	16	3.0	2.9	0.1	4.5	4.2	0.3	2.2	2.0	0.2	0.9	0.6	0.3	*	*	*	1.2	0.8	0.4
Magic Talk	6.1	5.4	0.7	5	4.3	3.7	0.6	6.3	3.3	3.0	4.3	3.7	0.6	2.2	3.5	-1.3	7.0	4.0	3.0	4.0	2.7	1.3
Mai FM	2.3	2.7	-0.4	13	2.2	0.7	1.5	2.2	2.6	-0.4	2.6	3.6	-1.0	*	0.1	*	2.3	0.7	1.6	2.0	4.9	-2.9
More FM	21.9	24.3	-2.4	1	20.9	18.1	2.8	14.2	15.2	-1.0	16.6	20.8	-4.2	12.0	11.2	0.8	10.6	9.7	0.9	19.4	22.1	-2.7
Newstalk ZB	17.2	16.5	0.7	2	5.3	6.3	-1.0	6.4	7.5	-1.1	6.2	8.3	-2.1	19.7	25.1	-5.4	45.0	40.8	4.2	9.1	11.7	-2.6
Ngati Hine FM	*	*	*	*	0.3	0.4	-0.1	0.5	0.2	0.3	0.2	0.3	-0.1	*	0.5	*	0.2	2.7	-2.5	0.3	0.6	-0.3
Radio Hauraki	3.3	2.4	0.9	8	3.3	6.0	-2.7	3.4	6.8	-3.4	2.6	5.7	-3.1	2.5	2.9	-0.4	0.6	0.1	0.5	1.6	1.4	0.2
Radio Waatea	*	*	*	*	0.1	*	*	*	*	*	*	*	*	0.1	0.1	0.0	*	*	*	*	*	*
Rhema	2.1	1.9	0.2	15	1.3	1.7	-0.4	0.9	0.7	0.2	2.3	1.0	1.3	2.8	1.3	1.5	1.8	0.4	1.4	1.2	1.5	-0.3
Rock	6.6	7.9	-1.3	4	7.3	8.7	-1.4	6.1	7.1	-1.0	9.0	10.8	-1.8	5.5	6.9	-1.4	5.5	6.5	-1.0	5.0	6.7	-1.7
Sunshine FM	*	*	*	*	*	*	*	0.2	*	*	0.6	*	*	*	*	*	*	*	*	0.2	*	*
Tai FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Tautoko FM	2.6	*	*	12	2.0	*	*	0.5	0.2	0.3	1.2	*	*	2.1	0.6	1.5	0.9	*	*	4.0	0.4	3.6
Te Hiku o Te Ika	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
The Hits	3.3	3.3	0.0	8	3.3	3.6	-0.3	3.4	3.9	-0.5	4.7	3.6	1.1	2.2	3.8	-1.6	0.2	0.4	-0.2	3.4	4.6	-1.2
The Sound	3.0	4.6	-1.6	10	8.6	8.9	-0.3	6.6	6.2	0.4	4.1	2.3	1.8	6.2	1.1	5.1	1.8	0.7	1.1	8.1	5.7	2.4
ZM	5.5	6.2	-0.7	6	4.7	6.7	-2.0	6.4	10.6	-4.2	2.7	3.5	-0.8	0.1	0.1	0.0	2.0	7.6	-5.6	1.5	3.4	-1.9
MediaWorks Combo	52.4	55.4	-3.0		57.2	51.1	6.1	53.4	47.0	6.4	55.3	55.2	0.1	33.3	30.2	3.1	34.6	32.3	2.3	52.2	53.0	-0.8
NZME Combo	40.7	41.1	-0.4		33.4	40.1	-6.7	36.1	45.4	-9.3	32.1	39.3	-7.2	43.4	62.8	-19.4	59.9	63.1	-3.2	33.6	38.1	-4.5

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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	+/-
Coast	10.9	13.0	-2.1	5	0.5	*	*		0.3	0.5	-0.2		0.7	1.0	-0.3		2.9	3.2	-0.3		5.2	5.8	-0.6		5.6	7.4	-1.8		1.8	2.2	-0.4
Edge	26.7	23.3	3.4	2	11.1	10.4	0.7		13.3	11.0	2.3		10.3	8.9	1.4		12.9	11.7	1.2		4.6	3.3	1.3		2.4	1.0	1.4		7.6	6.9	0.7
Gold*	6.9	6.7	0.2	12	0.8	0.9	-0.1		1.5	1.2	0.3		2.1	2.1	0.0		3.4	3.9	-0.5		2.6	3.3	-0.7		2.5	1.9	0.6		1.1	1.4	-0.3
Gold AM	1.5	n.a.	*	17	*	n.a.	*		*	n.a.	*		*	n.a.	*		1.1	n.a.	*		1.4	n.a.	*		0.3	n.a.	*		0.2	n.a.	*
Life FM	4.2	3.2	1.0	14	0.7	0.1	0.6		1.4	1.7	-0.3		1.8	2.1	-0.3		2.0	2.2	-0.2		0.6	0.4	0.2		1.1	0.8	0.3		0.5	0.6	-0.1
Magic Talk	9.3	7.8	1.5	7	0.6	0.2	0.4		4.1	2.2	1.9		4.3	2.4	1.9		6.3	4.3	2.0		2.5	3.0	-0.5		1.1	2.1	-1.0		3.4	2.4	1.0
Mai FM	8.0	10.6	-2.6	9	1.3	2.5	-1.2		5.0	6.4	-1.4		5.1	6.8	-1.7		5.6	7.3	-1.7		1.5	1.2	0.3		1.1	0.8	0.3		1.2	3.4	-2.2
More FM	30.5	31.8	-1.3	1	7.2	7.5	-0.3		6.7	6.5	0.2		7.8	7.5	0.3		13.4	14.5	-1.1		11.1	13.8	-2.7		8.8	8.8	0.0		6.4	7.4	-1.0
Newstalk ZB	12.5	12.3	0.2	4	0.5	0.1	0.4		2.4	2.1	0.3		2.6	2.6	0.0		4.4	4.5	-0.1		4.1	4.4	-0.3		5.3	5.6	-0.3		1.9	1.9	0.0
Ngati Hine FM	3.3	4.3	-1.0	15	*	*	*		0.9	2.8	-1.9		1.1	3.0	-1.9		1.8	3.6	-1.8		2.0	1.2	0.8		1.4	0.5	0.9		1.5	3.4	-1.9
Radio Hauraki	7.6	8.6	-1.0	10	1.4	0.6	0.8		0.9	2.1	-1.2		1.4	2.4	-1.0		4.1	5.6	-1.5		3.6	4.0	-0.4		2.1	2.3	-0.2		2.0	2.7	-0.7
Radio Waatea	0.2	0.2	0.0	19	*	*	*		*	*	*		*	*	*		*	*	*		*	*	*		0.2	0.2	0.0		*	*	*
Rhema	5.7	3.3	2.4	13	1.7	*	*		1.6	1.5	0.1		1.6	1.5	0.1		1.6	1.5	0.1		1.4	1.5	-0.1		1.9	1.9	0.0		0.1	0.2	-0.1
Rock	15.2	14.7	0.5	3	6.1	3.2	2.9		4.7	5.0	-0.3		4.0	4.6	-0.6		8.0	9.1	-1.1		4.9	6.4	-1.5		1.2	2.2	-1.0		3.1	3.5	-0.4
Sunshine FM	0.7	0.1	0.6	18	0.5	*	*		0.1	0.1	0.0		0.1	0.1	0.0		0.1	0.1	0.0		*	*	*		*	*	*		*	*	*
Tai FM	*	*	*	*	*	*	*		*	*	*		*	*	*		*	*	*		*	*	*		*	*	*		*	*	*
Tautoko FM	2.3	1.4	0.9	16	1.2	1.2	0.0		*	0.2	*		*	0.2	*		*	0.2	*		1.1	*	*		1.1	*	*		*	*	*
Te Hiku o Te Ika	*	0.4	*	*	*	*	*		*	0.4	*		*	0.4	*		*	0.4	*		*	*	*		*	*	*		*	0.4	*
The Hits	7.1	10.6	-3.5	11	1.8	2.5	-0.7		1.5	4.1	-2.6		1.8	4.5	-2.7		3.5	6.3	-2.8		2.7	2.6	0.1		1.7	1.7	0.0		1.9	3.4	-1.5
The Sound	10.2	7.7	2.5	6	1.5	1.4	0.1		1.6	0.6	1.0		1.4	1.1	0.3		4.7	3.5	1.2		5.1	4.0	1.1		3.9	2.7	1.2		1.3	1.6	-0.3
ZM	9.3	10.9	-1.6	7	4.2	4.1	0.1		3.3	3.9	-0.6		3.0	4.3	-1.3		5.0	6.6	-1.6		2.1	2.4	-0.3		0.1	0.2	-0.1		2.5	3.9	-1.4
MediaWorks Combo	70.7	66.9	3.8		19.1	16.9	2.2		23.6	20.9	2.7		21.7	20.7	1.0		33.8	33.2	0.6		21.6	22.7	-1.1		15.5	14.7	0.8		16.6	17.9	-1.3
NZME Combo	48.9	51.7	-2.8		9.6	8.3	1.3		10.1	11.4	-1.3		11.1	14.0	-2.9		20.5	23.9	-3.4		16.7	17.2	-0.5		14.8	15.1	-0.3		8.8	10.7	-1.9
All Commercial Radio	97.4	93.4	4.0		20.2	17.9	2.3		27.3	26.1	1.2		26.1	26.6	-0.5		41.9	42.4	-0.5		31.3	30.9	0.4		27.5	26.6	0.9		18.3	19.8	-1.5
Potential (000)	121.7	121.7	0.0		25.2	25.2	0.0		32.7	34.6	-1.9		31.5	31.5	0.0		48.9	48.9	0.0		36.9	36.9	0.0		35.9	35.9	0.0		20.6	21.8	-1.2
Sample	816	806	10		104	86	18		146	133	13		150	141	9		285	282	3		275	268	7		313	316	-3		139	131	8

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	This	Last	+/-
Potential (000)	121.7	121.7	0.0
Sample Size	816	806	10

	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	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-			
Coast	4.5	6.8	-2.3	8	5.8	7.9	-2.1	6.8	7.0	-0.2	4.6	5.6	-1.0	1.3	2.3	-1.0	1.0	2.1	-1.1	6.1	7.0	-0.9						
Edge	13.7	13.5	0.2	2	9.7	8.4	1.3	15.8	13.6	2.2	11.9	9.4	2.5	2.8	3.1	-0.3	0.9	2.9	-2.0	17.2	14.5	2.7						
Gold*	3.3	4.6	-1.3	11	3.6	3.5	0.1	3.8	3.9	-0.1	2.6	3.6	-1.0	0.7	1.1	-0.4	0.6	0.8	-0.2	4.5	3.9	0.6						
Gold AM	1.0	n.a.	*	16	1.4	n.a.	*	1.4	n.a.	*	0.9	n.a.	*	0.9	n.a.	*	0.5	n.a.	*	1.2	n.a.	*						
Life FM	1.3	0.6	0.7	14	2.5	2.0	0.5	2.9	2.8	0.1	2.5	2.0	0.5	0.5	0.4	0.1	*	*	*	1.9	1.1	0.8						
Magic Talk	5.0	4.5	0.5	6	4.5	3.4	1.1	4.8	3.4	1.4	5.1	4.0	1.1	0.7	0.9	-0.2	1.4	1.1	0.3	5.3	4.2	1.1						
Mai FM	3.6	4.3	-0.7	10	3.1	1.6	1.5	3.6	4.2	-0.6	2.3	3.4	-1.1	*	0.1	*	0.6	0.3	0.3	4.6	7.5	-2.9						
More FM	19.0	21.0	-2.0	1	14.3	14.7	-0.4	12.7	14.7	-2.0	12.6	15.1	-2.5	3.3	3.7	-0.4	2.5	2.6	-0.1	18.8	20.8	-2.0						
Newstalk ZB	8.0	9.1	-1.1	4	6.6	5.6	1.0	6.1	5.5	0.6	5.6	5.4	0.2	3.2	4.5	-1.3	4.6	5.2	-0.6	8.8	9.1	-0.3						
Ngati Hine FM	*	0.1	*	*	1.3	1.0	0.3	1.1	0.5	0.6	0.6	0.6	0.0	*	0.5	*	0.2	1.7	-1.5	1.3	1.5	-0.2						
Radio Hauraki	3.7	3.6	0.1	9	3.4	3.5	-0.1	4.3	5.2	-0.9	3.8	4.8	-1.0	1.5	2.0	-0.5	0.1	0.1	0.0	3.0	3.0	0.0						
Radio Waatea	*	*	*	*	0.1	0.1	0.0	*	*	*	*	*	*	0.1	0.1	0.0	*	*	*	*	*	*						
Rhema	3.2	2.6	0.6	12	2.9	2.9	0.0	1.6	1.1	0.5	3.6	1.9	1.7	0.5	0.5	0.0	1.5	1.2	0.3	2.7	2.2	0.5						
Rock	10.2	9.9	0.3	3	7.0	6.5	0.5	7.5	7.6	-0.1	5.2	6.1	-0.9	1.5	2.2	-0.7	1.8	2.9	-1.1	8.8	9.0	-0.2						
Sunshine FM	*	*	*	*	*	*	*	0.5	*	*	0.5	*	*	*	*	*	*	*	*	0.7	0.1	0.6						
Tai FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*						
Tautoko FM	1.1	*	*	15	0.5	*	*	1.8	1.2	0.6	0.5	*	*	0.5	0.2	0.3	0.5	*	*	1.1	0.2	0.9						
Te Hiku o Te Ika	*	0.4	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*						
The Hits	3.2	4.0	-0.8	12	3.1	2.9	0.2	4.0	6.0	-2.0	4.4	3.7	0.7	1.0	1.0	0.0	0.2	0.2	0.0	4.5	5.4	-0.9						
The Sound	5.0	4.9	0.1	6	7.2	5.9	1.3	5.8	3.7	2.1	5.4	3.0	2.4	1.7	0.8	0.9	0.3	0.3	0.0	6.2	4.1	2.1						
ZM	6.6	6.8	-0.2	5	3.2	3.7	-0.5	7.1	9.5	-2.4	2.9	2.7	0.2	0.1	0.2	-0.1	1.1	1.9	-0.8	2.4	4.6	-2.2						
MediaWorks Combo	45.8	46.9	-1.1		37.6	33.9	3.7	42.9	39.9	3.0	36.4	35.0	1.4	9.6	9.8	-0.2	7.4	11.6	-4.2	51.9	52.1	-0.2						
NZME Combo	31.1	33.0	-1.9		26.8	26.0	0.8	30.0	33.7	-3.7	22.7	25.2	-2.5	8.4	10.4	-2.0	9.1	10.6	-1.5	28.2	31.4	-3.2						
All Commercial Radio	68.0	69.5	-1.5		60.6	55.6	5.0	67.3	65.0	2.3	56.4	52.5	3.9	19.0	20.5	-1.5	17.3	22.8	-5.5	75.5	73.4	2.1						

MediaWorks Combo: Edge or Magic Talk or Mai FM or More FM or Rock or The Sound or internet only listening to Breeze or George FM

NZME Combo: Coast or Gold or Gold AM (from S2 2021) or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Hokonui or Flava

\*Gold includes a combination of Gold and Mix for Sun Feb 2 to Sat Mar 28 2020.



## NORTHLAND COMMERCIAL RADIO - SURVEY 2 2021

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

Survey Comparisons: 1/2021 - 2/2021

This Survey Period: Sun Jul 19 to Sat Nov 14 2020 & Sun Feb 14 to Sat Jun 19 2021

Last Survey Period: Sun Feb 2 to Sat Mar 28 2020 & Sun Jul 19 to Sat Nov 14 2020 & Sun Feb 14 to Sat Apr 10 2021

	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	13:02	12:00	1:02	3:00	*	*	4:29	16:59	-12:29	6:28	12:44	-6:16	7:54	9:22	-1:28	17:00	11:01	5:58	16:36	12:36	3:59	15:08	8:37	6:30
Edge	7:01	6:13	0:47	7:51	6:38	1:12	7:37	6:29	1:08	6:16	5:57	0:19	6:40	6:08	0:32	7:11	6:07	1:04	5:37	3:38	1:59	8:07	7:12	0:55
Gold*	7:27	11:11	-3:44	6:37	7:30	-0:53	2:53	12:25	-9:31	5:22	14:25	-9:03	7:15	11:12	-3:57	10:16	10:40	-0:24	7:00	12:54	-5:53	6:10	7:16	-1:05
Gold AM	25:46	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	26:32	n.a.	*	27:38	n.a.	*	26:26	n.a.	*	8:31	n.a.	*
Life FM	8:35	9:02	-0:26	1:33	6:30	-4:56	15:29	12:26	3:03	12:18	10:14	2:03	11:05	9:43	1:22	6:51	4:31	2:19	10:09	7:43	2:26	3:15	3:41	-0:26
Magic Talk	8:40	7:14	1:25	1:19	1:45	-0:25	10:40	5:18	5:22	10:27	5:23	5:03	9:45	6:11	3:33	8:27	7:07	1:20	7:11	6:56	0:15	7:29	6:56	0:33
Mai FM	4:13	3:50	0:22	3:03	6:57	-3:54	2:37	2:16	0:21	2:37	2:14	0:22	3:39	2:56	0:43	11:11	6:58	4:13	8:37	2:30	6:06	2:46	2:11	0:35
More FM	9:25	9:02	0:22	3:19	4:04	-0:45	7:35	6:47	0:47	8:48	8:01	0:47	10:33	9:51	0:41	11:23	10:47	0:35	12:09	11:19	0:49	8:34	7:20	1:14
Newstalk ZB	13:25	15:04	-1:38	7:30	38:00	-30:30	4:25	3:38	0:47	7:16	10:12	-2:55	9:02	10:16	-1:13	10:38	12:01	-1:22	16:14	16:09	0:05	8:06	6:47	1:19
Ngati Hine FM	1:17	1:25	-0:07	*	*	*	1:12	1:28	-0:15	1:13	1:27	-0:14	1:26	1:30	-0:03	1:23	1:19	0:04	1:11	0:50	0:20	1:27	1:30	-0:02
Radio Hauraki	5:49	7:07	-1:17	7:40	6:44	0:56	7:44	3:25	4:18	6:31	3:17	3:14	6:05	8:34	-2:29	6:18	11:14	-4:55	4:07	3:42	0:24	7:17	4:49	2:27
Radio Waatea	1:02	0:54	0:08	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1:02	0:54	0:08	*	*	*
Rhema	4:09	5:55	-1:46	1:15	*	*	3:12	3:11	0:01	3:12	3:11	0:01	3:59	3:11	0:48	7:05	8:11	-1:05	6:43	8:04	-1:20	7:24	7:55	-0:31
Rock	6:44	7:59	-1:15	4:55	6:08	-1:13	6:15	8:07	-1:52	5:08	8:06	-2:57	7:40	8:53	-1:13	10:06	9:14	0:52	9:42	7:14	2:28	4:34	5:25	-0:50
Sunshine FM	3:44	0:30	3:14	4:30	*	*	0:30	0:30	0:00	0:30	0:30	0:00	0:30	0:30	0:00	*	*	*	*	*	*	*	*	*
Tai FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Tautoko FM	14:21	1:29	12:52	0:30	0:30	0:00	*	7:30	*	*	7:30	*	*	7:30	*	30:15	*	*	30:15	*	*	*	*	*
Te Hiku o Te Ika	*	0:15	*	*	*	*	*	0:15	*	*	0:15	*	*	0:15	*	*	*	*	*	*	*	*	*	*
The Hits	7:32	5:13	2:19	6:06	2:45	3:21	5:13	2:32	2:41	5:42	2:56	2:45	5:38	3:52	1:45	9:39	9:32	0:06	13:18	13:31	-0:13	9:10	3:49	5:21
The Sound	9:41	10:33	-0:51	3:57	4:52	-0:54	10:18	3:43	6:34	11:32	12:37	-1:05	6:45	8:10	-1:24	7:41	8:34	-0:52	15:30	13:57	1:33	6:48	11:48	-4:59
ZM	6:59	8:42	-1:43	3:29	4:28	-0:58	8:57	12:03	-3:05	11:37	13:45	-2:07	10:06	11:29	-1:22	7:46	7:12	0:34	1:11	2:06	-0:54	7:56	8:50	-0:54
MediaWorks Combo	11:50	11:17	0:32	9:12	9:06	0:06	11:35	8:58	2:37	10:51	9:35	1:15	12:16	11:30	0:46	13:42	13:11	0:30	14:08	12:19	1:48	10:41	9:30	1:10
NZME Combo	11:54	12:31	-0:36	5:46	5:58	-0:11	7:16	9:10	-1:54	9:03	11:24	-2:21	10:54	11:38	-0:43	15:35	13:51	1:44	16:01	15:58	0:03	11:47	9:40	2:06
All Commercial Radio	16:21	16:07	0:14	12:23	11:25	0:57	13:49	12:33	1:15	14:14	14:54	-0:39	16:15	16:51	-0:35	19:43	18:29	1:13	19:09	17:04	2:04	15:39	14:24	1:14
Potential (000)	121.7	121.7	0.0	25.2	25.2	0.0	32.7	34.6	-1.9	31.5	31.5	0.0	48.9	48.9	0.0	36.9	36.9	0.0	35.9	35.9	0.0	20.6	21.8	-1.2
Sample	816	806	10	104	86	18	146	133	13	150	141	9	285	282	3	275	268	7	313	316	-3	139	131	8

MediaWorks Combo: Edge or Magic Talk or Mai FM or More FM or Rock or The Sound or internet only listening to Breeze or George FM

NZME Combo: Coast or Gold or Gold AM (from S2 2021) or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Hokonui or Flava

\*Gold includes a combination of Gold and Mix for Sun Feb 2 to Sat Mar 28 2020.

## NORTHLAND COMMERCIAL RADIO - SURVEY 2 2021

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

Survey Comparisons: 1/2021 - 2/2021

This Survey Period: Sun Jul 19 to Sat Nov 14 2020 & Sun Feb 14 to Sat Jun 19 2021

Last Survey Period: Sun Feb 2 to Sat Mar 28 2020 & Sun Jul 19 to Sat Nov 14 2020 & Sun Feb 14 to Sat Apr 10 2021

	This	Last	+/-
Potential (000)	121.7	121.7	0.0
Sample Size	816	806	10

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

MediaWorks Combo: Edge or Magic Talk or Mai FM or More FM or Rock or The Sound or internet only listening to Breeze or George FM

NZME Combo: Coast or Gold or Gold AM (from S2 2021) or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Hokonui or Flava

\*Gold includes a combination of Gold and Mix for Sun Feb 2 to Sat Mar 28 2020.