

## NORTHLAND COMMERCIAL RADIO - SURVEY 4 2021

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

Survey Comparisons: 3/2021 - 4/2021

This Survey Period: Sun Feb 14 to Sat Nov 6 2021

Last Survey Period: Sun Sept 13 to Sat Nov 14 2020 & Sun Feb 14 to Sat Aug 28 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	10.1	8.1	2.0	3	2.0	0.9	1.1	0.9	0.3	0.6	2.1	1.0	1.1	2.9	1.5	1.4	13.3	12.4	0.9	20.3	17.4	2.9	8.8	8.3	0.5	
Edge	9.2	11.9	-2.7	4	21.5	31.3	-9.8	23.1	26.6	-3.5	17.0	19.0	-2.0	12.1	14.2	-2.1	5.1	6.5	-1.4	1.8	2.4	-0.6	14.3	20.7	-6.4	
Flava*	0.9	1.0	-0.1	17	2.0	1.0	1.0	3.9	4.1	-0.2	3.0	3.9	-0.9	1.5	2.0	-0.5	*	*	*	*	*	*	1.1	0.1	1.0	
Gold	3.4	3.2	0.2	9	3.7	3.6	0.1	0.6	1.0	-0.4	2.7	2.6	0.1	3.6	3.8	-0.2	3.9	3.8	0.1	3.0	2.2	0.8	1.0	1.7	-0.7	
Gold AM	2.5	2.5	0.0	11	*	*	*	*	*	*	*	*	*	5.0	4.4	0.6	6.5	6.5	0.0	1.2	1.9	-0.7	1.1	0.8	0.3	
Life FM	2.1	2.4	-0.3	12	1.0	0.5	0.5	6.4	6.4	0.0	6.8	6.3	0.5	3.5	3.4	0.1	0.8	0.6	0.2	1.2	2.4	-1.2	0.6	0.5	0.1	
Magic Talk	4.3	5.4	-1.1	7	0.3	0.3	0.0	11.8	13.4	-1.6	11.6	13.1	-1.5	7.9	9.6	-1.7	2.6	3.6	-1.0	0.8	1.2	-0.4	7.6	9.5	-1.9	
Mai FM	1.5	1.9	-0.4	15	0.8	1.4	-0.6	4.5	3.9	0.6	4.1	2.9	1.2	2.1	2.4	-0.3	1.2	2.6	-1.4	1.4	2.0	-0.6	1.6	2.0	-0.4	
More FM	19.5	20.5	-1.0	1	10.0	14.9	-4.9	12.7	13.6	-0.9	26.6	23.1	3.5	23.6	22.3	1.3	21.1	21.2	-0.1	18.7	22.3	-3.6	28.0	22.2	5.8	
Newstalk ZB	11.9	8.8	3.1	2	1.4	2.1	-0.7	1.7	2.7	-1.0	1.7	4.4	-2.7	12.5	7.1	5.4	15.7	8.0	7.7	15.0	12.9	2.1	8.6	5.4	3.2	
Ngati Hine FM	0.4	0.2	0.2	18	*	*	*	0.7	0.2	0.5	0.7	0.2	0.5	0.4	0.3	0.1	0.6	0.3	0.3	0.7	0.3	0.4	0.3	0.3	0.0	
Radio Hauraki	3.4	3.7	-0.3	9	6.6	9.6	-3.0	1.7	1.3	0.4	2.4	1.9	0.5	4.0	4.1	-0.1	4.2	4.4	-0.2	2.0	1.2	0.8	5.1	6.1	-1.0	
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	1.3	1.2	0.1	16	0.2	*	*	1.9	1.6	0.3	1.9	1.5	0.4	1.4	1.0	0.4	1.0	0.5	0.5	1.5	1.6	-0.1	0.8	*	*	
Rock	4.4	5.0	-0.6	6	13.8	11.2	2.6	11.9	8.0	3.9	7.1	5.5	1.6	4.4	5.9	-1.5	1.6	4.8	-3.2	1.1	2.2	-1.1	6.6	4.4	2.2	
Tai FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Tautoko FM	1.8	2.1	-0.3	14	*	*	*	*	*	*	*	*	*	0.1	*	*	4.4	5.4	-1.0	5.1	6.4	-1.3	0.3	*	*	
Te Hiku o Te Ika	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
The Hits	3.8	3.3	0.5	8	7.2	4.7	2.5	4.6	2.1	2.5	3.8	2.6	1.2	2.4	2.1	0.3	3.6	3.6	0.0	4.4	5.0	-0.6	4.6	5.4	-0.8	
The Sound	7.9	6.8	1.1	5	2.7	1.9	0.8	5.0	5.2	-0.2	4.5	4.8	-0.3	5.8	5.6	0.2	6.0	5.8	0.2	14.2	12.2	2.0	1.9	2.6	-0.7	
ZM	2.0	3.1	-1.1	13	9.1	7.0	2.1	2.9	5.8	-2.9	1.4	5.4	-4.0	1.4	4.7	-3.3	0.7	2.1	-1.4	*	*	*	2.6	6.8	-4.2	
MediaWorks Combo	50.5	54.6	-4.1		59.6	67.6	-8.0	74.0	73.9	0.1	72.5	69.6	2.9	58.6	62.7	-4.1	40.0	47.4	-7.4	40.8	45.0	-4.2	64.0	64.4	-0.4	
NZME Combo	38.3	33.8	4.5		32.9	28.9	4.0	16.3	17.2	-0.9	17.0	21.7	-4.7	33.2	29.7	3.5	48.0	40.8	7.2	46.0	40.7	5.3	33.0	34.6	-1.6	
Potential (000)	121.7	121.7	0.0		25.2	25.2	0.0	32.7	32.8	-0.1	31.5	31.5	0.0	48.9	48.9	0.0	36.9	36.9	0.0	35.9	35.9	0.0	19.3	20.1	-0.8	
Sample	821	809	12		112	115	-3	136	159	-23	134	153	-19	239	272	-33	264	249	15	347	310	37	119	134	-15	

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 Flava (from 1st August 2021) or Gold or Gold AM or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Hokonui or Flava (until 31st July 2021)

# NORTHLAND COMMERCIAL RADIO - SURVEY 4 2021

Station Share (%) by Daypart, People 10+

Survey Comparisons: 3/2021 - 4/2021

This Survey Period: Sun Feb 14 to Sat Nov 6 2021

Last Survey Period: Sun Sept 13 to Sat Nov 14 2020 & Sun Feb 14 to Sat Aug 28 2021

	This	Last	+/-
Potential (000)	121.7	121.7	0.0
Sample Size	821	809	12

	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	7.9	5.5	2.4	3	11.1	8.4	2.7	11.6	9.5	2.1	9.0	8.5	0.5	6.7	5.9	0.8	1.0	1.2	-0.2	11.5	9.2	2.3
Edge	7.8	10.3	-2.5	4	7.4	10.6	-3.2	10.8	14.0	-3.2	13.8	17.8	-4.0	3.7	5.5	-1.8	5.7	6.8	-1.1	9.0	10.4	-1.4
Flava*	0.9	1.2	-0.3	16	1.3	1.6	-0.3	1.0	1.0	0.0	0.2	*	*	0.3	*	*	0.1	*	*	1.2	1.2	0.0
Gold	1.9	2.0	-0.1	13	4.7	4.4	0.3	3.4	3.5	-0.1	3.3	2.6	0.7	5.6	3.7	1.9	1.8	1.6	0.2	3.5	3.2	0.3
Gold AM	2.2	2.3	-0.1	12	3.1	3.0	0.1	2.4	2.1	0.3	2.0	2.0	0.0	5.3	5.1	0.2	3.2	2.6	0.6	2.3	2.6	-0.3
Life FM	1.5	0.5	1.0	14	2.8	3.2	-0.4	4.1	4.8	-0.7	1.8	2.1	-0.3	0.4	0.8	-0.4	*	*	*	0.4	1.3	-0.9
Magic Talk	2.6	6.8	-4.2	9	5.2	5.0	0.2	6.3	6.7	-0.4	3.5	4.4	-0.9	4.5	3.8	0.7	4.6	5.2	-0.6	3.0	4.2	-1.2
Mai FM	0.7	2.0	-1.3	17	1.8	1.9	-0.1	1.0	1.8	-0.8	1.4	3.2	-1.8	7.8	0.2	7.6	1.9	2.5	-0.6	1.5	1.6	-0.1
More FM	21.6	25.6	-4.0	1	21.1	22.5	-1.4	18.1	16.4	1.7	14.5	18.2	-3.7	15.6	16.5	-0.9	15.7	12.1	3.6	21.3	21.8	-0.5
Newstalk ZB	20.8	14.1	6.7	2	6.6	4.7	1.9	6.6	5.7	0.9	15.6	8.6	7.0	15.2	13.0	2.2	42.7	45.7	-3.0	9.1	6.8	2.3
Ngati Hine FM	0.3	*	*	18	0.3	0.1	0.2	0.8	0.5	0.3	0.4	0.2	0.2	0.3	*	*	*	0.4	*	0.1	0.2	-0.1
Radio Hauraki	4.0	4.2	-0.2	7	4.6	4.7	-0.1	4.7	4.6	0.1	1.7	2.9	-1.2	0.8	2.4	-1.6	1.9	0.8	1.1	2.0	2.4	-0.4
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	1.4	1.5	-0.1	15	1.4	0.9	0.5	1.0	0.7	0.3	0.9	1.1	-0.2	3.6	4.3	-0.7	4.1	3.8	0.3	0.9	1.1	-0.2
Rock	6.9	6.2	0.7	5	3.7	4.8	-1.1	2.8	4.2	-1.4	9.3	7.8	1.5	3.8	2.7	1.1	1.2	1.3	-0.1	2.4	4.5	-2.1
Tai FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Tautoko FM	2.6	2.9	-0.3	9	2.2	2.3	-0.1	0.2	0.3	-0.1	0.5	1.0	-0.5	0.9	1.9	-1.0	1.4	1.2	0.2	3.1	3.9	-0.8
Te Hiku o Te Ika	*	*	*	*	*	*	*	*	*	*	0.1	*	*	*	*	*	*	*	*	*	*	*
The Hits	4.1	3.8	0.3	6	3.0	2.9	0.1	3.8	3.1	0.7	6.2	4.1	2.1	3.7	2.4	1.3	0.9	0.8	0.1	3.3	3.4	-0.1
The Sound	2.3	2.5	-0.2	11	11.5	9.0	2.5	9.6	7.3	2.3	3.7	4.6	-0.9	4.6	6.5	-1.9	3.2	2.4	0.8	10.9	9.5	1.4
ZM	3.0	5.3	-2.3	8	0.6	2.9	-2.3	2.4	4.4	-2.0	1.9	1.6	0.3	0.5	0.1	0.4	2.4	3.9	-1.5	2.2	1.3	0.9
MediaWorks Combo	43.8	54.8	-11.0		54.8	57.4	-2.6	53.2	54.4	-1.2	49.9	58.5	-8.6	42.3	37.5	4.8	34.4	33.2	1.2	52.7	55.4	-2.7
NZME Combo	44.7	38.5	6.2		35.0	32.7	2.3	35.9	33.9	2.0	39.9	30.2	9.7	38.2	32.6	5.6	54.0	56.7	-2.7	35.9	30.2	5.7

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

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## NORTHLAND COMMERCIAL RADIO - SURVEY 4 2021

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

Survey Comparisons: 3/2021 - 4/2021

This Survey Period: Sun Feb 14 to Sat Nov 6 2021

Last Survey Period: Sun Sept 13 to Sat Nov 14 2020 & Sun Feb 14 to Sat Aug 28 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	13.0	10.1	2.9	4	0.9	0.7	0.2	0.7	0.2	0.5	1.5	0.6	0.9	4.0	2.2	1.8	6.2	4.8	1.4	6.5	5.3	1.2	2.4	1.7	0.7	
Edge	21.2	24.8	-3.6	2	7.1	9.6	-2.5	11.4	11.9	-0.5	9.7	9.8	-0.1	11.0	12.4	-1.4	3.7	4.8	-1.1	2.6	2.5	0.1	4.3	6.9	-2.6	
Flava*	1.7	3.0	-1.3	18	0.5	0.7	-0.2	1.2	2.2	-1.0	1.2	2.3	-1.1	1.2	2.3	-1.1	*	*	*	*	*	*	0.1	0.6	-0.5	
Gold	8.5	7.4	1.1	8	1.7	1.2	0.5	1.0	1.5	-0.5	1.0	1.9	-0.9	3.2	3.4	-0.2	3.5	2.7	0.8	3.5	2.6	0.9	0.7	0.8	-0.1	
Gold AM	2.2	1.7	0.5	15	*	*	*	*	*	*	*	*	*	1.7	1.2	0.5	2.1	1.5	0.6	0.4	0.4	0.0	0.3	0.3	0.0	
Life FM	5.9	4.1	1.8	13	2.5	0.9	1.6	1.8	1.3	0.5	2.3	1.7	0.6	2.5	1.9	0.6	0.5	0.4	0.1	0.6	1.1	-0.5	0.4	0.4	0.0	
Magic Talk	7.1	8.9	-1.8	11	0.4	0.5	-0.1	3.1	3.8	-0.7	3.1	4.1	-1.0	4.9	6.1	-1.2	2.2	2.5	-0.3	1.0	0.9	0.1	2.1	3.6	-1.5	
Mai FM	6.1	6.8	-0.7	12	0.8	0.7	0.1	4.5	5.0	-0.5	4.4	4.8	-0.4	4.4	5.0	-0.6	0.8	1.2	-0.4	0.9	1.2	-0.3	1.2	1.7	-0.5	
More FM	28.8	29.2	-0.4	1	4.7	6.5	-1.8	5.8	6.0	-0.2	8.3	7.8	0.5	13.3	12.4	0.9	10.6	10.3	0.3	9.1	9.1	0.0	6.9	6.3	0.6	
Newstalk ZB	12.5	10.5	2.0	5	0.4	0.7	-0.3	1.4	2.1	-0.7	1.5	2.3	-0.8	6.2	4.0	2.2	6.0	3.3	2.7	4.5	3.9	0.6	2.9	2.1	0.8	
Ngati Hine FM	1.9	2.7	-0.8	17	*	*	*	0.8	0.6	0.2	0.8	0.8	0.0	1.0	1.6	-0.6	1.1	1.6	-0.5	0.9	0.9	0.0	0.5	0.9	-0.4	
Radio Hauraki	7.3	8.0	-0.7	10	1.8	2.5	-0.7	1.0	0.4	0.6	1.5	0.8	0.7	4.0	4.5	-0.5	3.5	4.5	-1.0	1.5	1.1	0.4	1.8	2.1	-0.3	
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	4.8	3.7	1.1	14	0.2	*	*	1.9	1.6	0.3	1.9	1.6	0.3	2.7	1.7	1.0	1.6	0.6	1.0	1.5	1.3	0.2	1.0	*	*	
Rock	14.5	13.5	1.0	3	6.6	4.8	1.8	6.0	5.1	0.9	4.7	3.9	0.8	6.8	7.4	-0.6	3.0	4.5	-1.5	1.2	1.2	0.0	2.7	2.8	-0.1	
Tai FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Tautoko FM	2.2	1.0	1.2	15	*	*	*	0.5	*	*	0.5	*	*	1.0	*	*	1.5	1.0	0.5	1.2	1.0	0.2	1.0	*	*	
Te Hiku o Te Ika	0.5	*	*	19	*	*	*	0.5	*	*	0.5	*	*	0.5	*	*	*	*	*	*	*	*	0.5	*	*	
The Hits	9.3	6.7	2.6	7	3.1	2.3	0.8	2.7	1.4	1.3	2.5	1.4	1.1	3.4	2.0	1.4	2.6	2.1	0.5	2.3	2.4	-0.1	2.3	1.9	0.4	
The Sound	12.0	12.5	-0.5	6	2.4	2.1	0.3	1.9	1.8	0.1	1.1	1.4	-0.3	4.8	5.7	-0.9	5.3	6.2	-0.9	4.6	4.6	0.0	0.6	1.3	-0.7	
ZM	7.6	8.0	-0.4	9	3.6	3.0	0.6	3.2	3.2	0.0	2.6	2.6	0.0	4.0	5.0	-1.0	1.4	2.4	*	*	*	*	2.5	2.7	-0.2	
MediaWorks Combo	67.0	69.2	-2.2		16.2	17.4	-1.2	19.7	21.6	-1.9	20.2	20.7	-0.5	32.4	32.9	-0.5	20.9	22.1	-1.2	15.8	16.5	-0.7	13.4	15.6	-2.2	
NZME Combo	47.6	43.9	3.7		8.8	7.0	1.8	8.4	9.2	-0.8	8.7	9.8	-1.1	19.9	19.4	0.5	18.9	17.2	1.7	15.6	13.7	1.9	9.3	8.9	0.4	
All Commercial Radio	89.8	92.4	-2.6		17.5	18.4	-0.9	23.5	24.8	-1.3	24.2	24.2	0.0	39.9	40.3	-0.4	30.2	31.4	-1.2	26.1	26.7	-0.6	16.0	17.2	-1.2	
Potential (000)	121.7	121.7	0.0		25.2	25.2	0.0	32.7	32.8	-0.1	31.5	31.5	0.0	48.9	48.9	0.0	36.9	36.9	0.0	35.9	35.9	0.0	19.3	20.1	-0.8	
Sample	821	809	12		112	115	-3	136	159	-23	134	153	-19	239	272	-33	264	249	15	347	310	37	119	134	-15	

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Last Survey Period: Sun Sept 13 to Sat Nov 14 2020 & Sun Feb 14 to Sat Aug 28 2021

	This	Last	+/-
Potential (000)	121.7	121.7	0.0
Sample Size	821	809	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	7.2	4.6	2.6	5	5.5	5.6	-0.1	7.5	6.2	1.3	6.5	5.0	1.5	1.2	0.9	0.3	0.5	0.6	-0.1	7.2	5.2	2.0
Edge	10.1	12.4	-2.3	2	7.2	9.5	-2.3	12.5	14.8	-2.3	10.3	12.7	-2.4	1.8	3.0	-1.2	0.9	0.7	0.2	14.4	16.4	-2.0
Flava*	1.3	1.7	-0.4	14	1.7	2.4	-0.7	1.3	1.6	-0.3	0.1	*	*	0.1	*	*	*	*	*	1.7	2.9	-1.2
Gold	2.7	2.1	0.6	12	5.6	4.4	1.2	5.5	4.3	1.2	3.6	2.9	0.7	1.3	0.8	0.5	0.1	0.3	-0.2	5.8	5.6	0.2
Gold AM	1.3	1.1	0.2	14	1.5	1.6	-0.1	2.0	1.6	0.4	0.9	1.0	-0.1	1.1	1.0	0.1	0.6	0.6	0.0	1.3	1.4	-0.1
Life FM	3.4	1.4	2.0	10	2.1	2.6	-0.5	2.5	2.9	-0.4	2.0	2.4	-0.4	0.2	0.4	-0.2	0.1	*	*	1.2	1.8	-0.6
Magic Talk	4.0	4.6	-0.6	9	4.6	4.4	0.2	3.9	4.8	-0.9	4.3	5.5	-1.2	1.5	0.9	0.6	0.5	0.7	-0.2	4.0	5.4	-1.4
Mai FM	1.3	2.6	-1.3	14	2.4	2.3	0.1	1.9	2.8	-0.9	1.1	2.5	-1.4	1.1	0.3	0.8	0.6	0.7	-0.1	4.5	4.2	0.3
More FM	16.4	18.2	-1.8	1	13.9	14.0	-0.1	15.1	14.0	1.1	11.7	14.0	-2.3	4.2	4.9	-0.7	2.6	2.5	0.1	20.3	20.0	0.3
Newstalk ZB	9.3	6.8	2.5	4	7.3	5.8	1.5	6.8	5.4	1.4	7.5	5.1	2.4	1.8	2.4	-0.6	3.3	3.8	-0.5	8.5	7.8	0.7
Ngati Hine FM	0.4	*	*	18	1.0	0.9	0.1	1.5	0.8	0.7	0.9	0.6	0.3	0.1	*	*	*	0.2	*	0.4	1.5	-1.1
Radio Hauraki	3.3	4.0	-0.7	11	4.3	5.3	-1.0	4.3	5.2	-0.9	2.4	4.3	-1.9	0.4	0.5	-0.1	0.3	0.1	0.2	3.8	4.2	-0.4
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	2.6	2.9	-0.3	13	3.2	2.2	1.0	2.7	1.7	1.0	1.9	2.1	-0.2	0.5	0.7	-0.2	1.5	1.7	-0.2	2.6	2.9	-0.3
Rock	9.5	8.0	1.5	3	4.3	5.4	-1.1	4.5	6.1	-1.6	6.0	5.1	0.9	1.9	1.2	0.7	0.7	0.8	-0.1	5.4	8.6	-3.2
Tai FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Tautoko FM	1.3	1.0	0.3	14	0.6	0.6	0.0	1.3	0.5	0.8	0.3	0.5	-0.2	0.2	0.5	-0.3	0.3	0.5	-0.2	1.6	1.0	0.6
Te Hiku o Te Ika	*	*	*	*	*	*	*	*	*	*	0.5	*	*	*	*	*	*	*	*	*	*	*
The Hits	5.5	3.3	2.2	7	3.2	2.9	0.3	4.0	3.9	0.1	5.6	3.5	2.1	2.9	0.7	2.2	0.7	0.9	-0.2	5.2	4.5	0.7
The Sound	4.5	5.0	-0.5	8	6.7	7.9	-1.2	7.8	7.1	0.7	5.3	6.6	-1.3	1.1	1.6	-0.5	0.2	0.3	-0.1	8.8	8.0	0.8
ZM	5.6	6.8	-1.2	6	0.8	2.5	-1.7	4.0	5.1	-1.1	2.2	2.7	-0.5	0.9	0.1	0.8	1.0	1.6	-0.6	4.0	2.7	1.3
MediaWorks Combo	41.2	43.1	-1.9		35.4	37.2	-1.8	43.8	41.6	2.2	36.2	40.0	-3.8	12.3	11.7	0.6	5.8	6.1	-0.3	50.2	50.9	-0.7
NZME Combo	32.9	27.6	5.3		26.9	27.3	-0.4	29.7	27.9	1.8	24.8	20.8	4.0	9.4	6.1	3.3	6.2	7.5	-1.3	32.3	28.3	4.0
All Commercial Radio	66.8	64.5	2.3		56.1	59.5	-3.4	64.3	64.0	0.3	56.2	56.6	-0.4	20.1	19.2	0.9	13.5	15.1	-1.6	72.2	72.9	-0.7

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 Flava (from 1st August 2021) or Gold or Gold AM or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Hokonui or Flava (until 31st July 2021)



## NORTHLAND COMMERCIAL RADIO - SURVEY 4 2021

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

Survey Comparisons: 3/2021 - 4/2021

This Survey Period: Sun Feb 14 to Sat Nov 6 2021

Last Survey Period: Sun Sept 13 to Sat Nov 14 2020 & Sun Feb 14 to Sat Aug 28 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	11:54	12:12	-0:17	5:36	3:00	2:36	4:07	4:21	-0:14	4:38	6:10	-1:31	4:50	4:27	0:23	12:54	15:29	-2:35	16:14	16:26	-0:12	10:20	13:18	-2:58
Edge	6:40	7:20	-0:39	7:11	7:44	-0:32	6:37	7:27	-0:49	5:49	6:50	-1:00	7:16	7:42	-0:26	8:23	8:10	0:13	3:36	4:50	-1:14	9:13	8:24	0:48
Flava*	8:30	5:25	3:04	8:42	3:30	5:12	10:07	6:09	3:58	8:25	5:59	2:25	8:25	5:59	2:25	*	*	*	*	*	*	31:45	0:15	31:30
Gold	6:11	6:38	-0:27	5:21	6:47	-1:26	2:02	2:17	-0:15	8:26	4:42	3:43	7:13	7:31	-0:18	6:42	8:36	-1:53	4:25	4:10	0:14	4:14	5:40	-1:26
Gold AM	17:52	23:29	-5:36	*	*	*	*	*	*	*	*	*	18:57	24:41	-5:44	18:37	25:09	-6:31	15:57	22:56	-6:58	8:50	8:35	0:14
Life FM	5:28	8:51	-3:23	0:54	1:18	-0:23	11:34	16:02	-4:27	9:49	13:07	-3:18	9:10	12:04	-2:53	8:36	9:00	-0:24	10:28	11:11	-0:43	4:19	2:56	1:23
Magic Talk	9:13	9:25	-0:11	1:48	1:18	0:30	12:24	11:51	0:33	12:16	11:24	0:52	10:42	10:33	0:09	7:02	8:40	-1:37	4:22	6:37	-2:14	10:15	7:27	2:48
Mai FM	3:47	4:17	-0:30	2:22	4:47	-2:24	3:15	2:33	0:42	3:07	2:11	0:55	3:10	3:16	-0:06	9:53	13:25	-3:32	8:13	8:15	-0:01	3:42	3:22	0:19
More FM	10:25	10:46	-0:20	5:07	5:26	-0:19	7:09	7:36	-0:27	10:37	10:30	0:07	11:43	12:06	-0:23	11:51	12:17	-0:25	10:43	12:15	-1:32	11:25	9:47	1:38
Newstalk ZB	14:39	12:52	1:46	7:30	7:30	0:00	3:56	4:09	-0:13	3:34	6:43	-3:08	13:22	12:01	1:21	15:34	14:25	1:09	17:22	16:26	0:55	8:18	7:18	1:00
Ngati Hine FM	3:05	1:10	1:55	*	*	*	3:04	1:00	2:04	3:04	1:04	1:59	2:20	1:04	1:15	3:13	1:17	1:55	3:58	1:28	2:29	2:00	1:02	0:57
Radio Hauraki	7:14	7:02	0:11	8:39	9:10	-0:31	5:34	9:28	-3:53	5:24	7:48	-2:23	6:36	6:15	0:21	7:08	5:46	1:22	7:10	5:30	1:39	7:59	8:09	-0:10
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	4:02	4:53	-0:51	2:05	*	*	3:19	3:12	0:07	3:19	3:12	0:07	3:28	4:03	-0:34	3:35	5:18	-1:42	5:16	6:05	-0:49	2:19	1:45	0:34
Rock	4:41	5:43	-1:01	5:01	5:32	-0:31	6:28	5:16	1:11	4:59	5:02	-0:03	4:18	5:18	-1:00	3:11	6:23	-3:12	5:05	8:50	-3:44	6:57	4:19	2:37
Tai FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Tautoko FM	12:35	30:54	-18:18	*	*	*	0:15	*	*	0:15	*	*	0:54	*	*	16:50	30:54	-14:04	22:27	30:54	-8:27	0:54	*	*
Te Hiku o Te Ika	0:15	*	*	*	*	*	0:15	*	*	0:15	*	*	0:15	*	*	*	*	*	*	*	*	0:15	*	*
The Hits	6:15	7:30	-1:15	5:27	4:53	0:34	5:37	5:08	0:28	5:04	6:43	-1:38	4:38	7:08	-2:30	8:18	10:24	-2:06	9:49	10:38	-0:48	5:40	7:53	-2:13
The Sound	10:07	8:23	1:43	2:42	2:11	0:30	8:46	9:42	-0:55	13:07	12:06	1:01	8:00	6:40	1:19	6:47	5:30	1:16	15:50	13:15	2:35	9:39	5:26	4:13
ZM	4:00	6:01	-2:01	5:55	5:37	0:18	2:57	5:55	-2:57	1:50	7:16	-5:25	2:15	6:16	-4:01	3:00	5:10	-2:10	*	*	*	3:00	6:53	-3:52
MediaWorks Combo	11:36	12:07	-0:31	8:47	9:11	-0:23	12:12	11:24	0:47	11:54	11:55	-0:00	11:56	12:51	-0:54	11:25	12:50	-1:25	13:23	13:35	-0:12	13:19	11:32	1:47
NZME Combo	12:22	11:49	0:33	8:53	9:43	-0:49	6:18	6:14	0:03	6:28	7:52	-1:23	11:03	10:18	0:45	15:07	14:10	0:57	15:15	14:48	0:26	9:55	10:47	-0:52
All Commercial Radio	17:08	16:37	0:30	13:40	12:51	0:49	13:50	13:29	0:20	13:41	14:39	-0:57	16:34	16:42	-0:07	19:43	19:01	0:41	19:50	18:44	1:05	17:30	16:10	1:20
Potential (000)	121.7	121.7	0.0	25.2	25.2	0.0	32.7	32.8	-0.1	31.5	31.5	0.0	48.9	48.9	0.0	36.9	36.9	0.0	35.9	35.9	0.0	19.3	20.1	-0.8
Sample	821	809	12	112	115	-3	136	159	-23	134	153	-19	239	272	-33	264	249	15	347	310	37	119	134	-15

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 Flava (from 1st August 2021) or Gold or Gold AM or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Hokonui or Flava (until 31st July 2021)

# NORTHLAND COMMERCIAL RADIO - SURVEY 4 2021

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

Survey Comparisons: 3/2021 - 4/2021

This Survey Period: Sun Feb 14 to Sat Nov 6 2021

Last Survey Period: Sun Sept 13 to Sat Nov 14 2020 & Sun Feb 14 to Sat Aug 28 2021

	This	Last	+/-
Potential (000)	121.7	121.7	0.0
Sample Size	821	809	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	3:12	3:09	0:02	6:01	4:34	1:26	5:28	5:31	-0:02	2:31	2:53	-0:22	2:39	3:20	-0:40	0:41	0:46	-0:04	5:20	5:57	-0:37
Edge	2:15	2:14	0:00	3:07	3:23	-0:15	3:03	3:26	-0:23	2:26	2:24	0:01	0:59	0:56	0:02	2:01	3:53	-1:52	2:04	2:08	-0:04
Flava*	2:03	1:57	0:06	2:16	2:05	0:11	2:42	2:15	0:27	3:45	*	*	1:15	*	*	1:15	*	*	2:22	1:24	0:57
Gold	2:02	2:32	-0:29	2:31	3:00	-0:28	2:11	2:54	-0:43	1:39	1:35	0:04	2:05	2:17	-0:12	5:15	1:56	3:19	2:02	1:56	0:05
Gold AM	5:04	5:40	-0:35	6:17	5:53	0:23	4:23	4:53	-0:30	4:09	3:36	0:32	2:22	2:31	-0:09	1:51	1:52	-0:01	5:46	6:11	-0:24
Life FM	1:14	0:57	0:17	4:05	3:41	0:23	5:54	5:57	-0:02	1:34	1:28	0:05	0:40	0:52	-0:12	0:15	*	*	1:10	2:21	-1:10
Magic Talk	1:53	3:58	-2:04	3:22	3:25	-0:02	5:40	5:03	0:36	1:28	1:22	0:05	1:21	2:15	-0:54	2:50	2:59	-0:09	2:30	2:39	-0:09
Mai FM	1:38	2:03	-0:24	2:13	2:32	-0:18	1:52	2:18	-0:26	2:22	2:12	0:10	3:12	0:15	2:57	1:03	1:28	-0:24	1:05	1:15	-0:10
More FM	3:50	3:46	0:03	4:34	4:51	-0:16	4:13	4:14	-0:01	2:15	2:14	0:00	1:44	1:42	0:02	1:59	1:56	0:03	3:28	3:40	-0:12
Newstalk ZB	6:33	5:31	1:01	2:43	2:26	0:17	3:24	3:53	-0:28	3:45	2:53	0:51	3:52	2:47	1:05	4:16	4:56	-0:39	3:33	2:58	0:35
Ngati Hine FM	2:04	*	*	0:57	0:20	0:36	1:59	2:08	-0:09	0:52	0:30	0:22	1:15	*	*	*	0:45	*	0:51	0:22	0:29
Radio Hauraki	3:29	2:50	0:38	3:10	2:41	0:29	3:50	3:11	0:39	1:16	1:09	0:06	1:01	2:34	-1:33	2:17	4:15	-1:57	1:46	1:55	-0:08
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	1:37	1:21	0:15	1:15	1:10	0:05	1:20	1:26	-0:06	0:50	0:53	-0:03	3:23	3:05	0:18	0:53	0:53	-0:00	1:11	1:15	-0:04
Rock	2:07	2:05	0:02	2:36	2:40	-0:04	2:11	2:28	-0:16	2:49	2:39	0:09	0:57	1:10	-0:13	0:34	0:40	-0:05	1:27	1:47	-0:19
Tai FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Tautoko FM	5:45	7:35	-1:49	12:00	12:00	0:00	0:39	2:00	-1:20	3:07	3:45	-0:37	2:00	2:00	0:00	1:39	1:00	0:39	6:18	12:47	-6:28
Te Hiku o Te Ika	*	*	*	*	*	*	*	*	*	0:15	*	*	*	*	*	*	*	*	*	*	*
The Hits	2:10	3:04	-0:53	2:49	3:03	-0:14	3:18	2:51	0:27	2:01	2:00	0:01	0:35	1:43	-1:07	0:26	0:22	0:03	2:04	2:35	-0:31
The Sound	1:30	1:20	0:09	5:11	3:27	1:43	4:20	3:42	0:37	1:16	1:12	0:03	1:58	2:07	-0:08	6:16	3:45	2:31	4:08	4:01	0:06
ZM	1:32	2:05	-0:32	1:59	3:27	-1:27	2:07	3:09	-1:02	1:35	1:00	0:35	0:17	0:30	-0:12	0:46	0:59	-0:13	1:48	1:40	0:07
MediaWorks Combo	3:06	3:24	-0:18	4:39	4:40	-0:01	4:17	4:44	-0:27	2:29	2:31	-0:01	1:36	1:37	-0:01	1:59	2:13	-0:13	3:28	3:40	-0:12
NZME Combo	3:57	3:44	0:13	3:54	3:37	0:16	4:16	4:24	-0:08	2:55	2:30	0:24	1:53	2:42	-0:48	2:55	3:03	-0:08	3:40	3:36	0:03
All Commercial Radio	4:22	4:09	0:13	5:21	5:05	0:16	5:29	5:40	-0:10	3:13	3:02	0:11	2:19	2:38	-0:18	2:28	2:41	-0:13	4:34	4:38	-0:03

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 Flava (from 1st August 2021) or Gold or Gold AM or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Hokonui or Flava (until 31st July 2021)