

## NORTHLAND COMMERCIAL RADIO - SURVEY 1 2022

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

Survey Comparisons: 4/2021 - 1/2022

This Survey Period: Sun Apr 11 to Sat Nov 6 2021 & Sun Feb 13 to Sat Apr 9 2022

Last Survey Period: Sun Feb 14 to Sat Nov 6 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	12.2	10.1	2.1	3	4.3	2.0	2.3	1.6	0.9	0.7	1.8	2.1	-0.3	4.7	2.9	1.8	16.6	13.3	3.3	23.9	20.3	3.6	10.7	8.8	1.9	
Edge	9.1	9.2	-0.1	4	22.5	21.5	1.0	21.1	23.1	-2.0	16.7	17.0	-0.3	12.0	12.1	-0.1	4.3	5.1	-0.8	1.3	1.8	-0.5	12.4	14.3	-1.9	
Flava	0.8	0.9	-0.1	17	1.6	2.0	-0.4	2.9	3.9	-1.0	2.5	3.0	-0.5	1.3	1.5	-0.2	*	*	*	*	*	*	0.7	1.1	-0.4	
Gold	3.2	3.4	-0.2	9	3.6	3.7	-0.1	0.6	0.6	0.0	0.9	2.7	-1.8	2.6	3.6	-1.0	4.8	3.9	0.9	3.7	3.0	0.7	1.6	1.0	0.6	
Gold AM	2.0	2.5	-0.5	11	*	*	*	*	*	*	*	*	*	3.7	5.0	-1.3	5.1	6.5	-1.4	1.3	1.2	0.1	1.1	1.1	0.0	
Life FM	2.0	2.1	-0.1	11	1.0	1.0	0.0	4.8	6.4	-1.6	5.2	6.8	-1.6	2.9	3.5	-0.6	1.0	0.8	0.2	1.6	1.2	0.4	0.6	0.6	0.0	
Mai FM	1.4	1.5	-0.1	15	0.7	0.8	-0.1	4.1	4.5	-0.4	3.9	4.1	-0.2	2.1	2.1	0.0	1.0	1.2	-0.2	1.1	1.4	-0.3	1.7	1.6	0.1	
More FM	19.0	19.5	-0.5	1	11.6	10.0	1.6	12.8	12.7	0.1	23.2	26.6	-3.4	22.3	23.6	-1.3	20.7	21.1	-0.4	19.2	18.7	0.5	27.9	28.0	-0.1	
Newstalk ZB	13.6	11.9	1.7	2	2.7	1.4	1.3	2.3	1.7	0.6	1.9	1.7	0.2	11.1	12.5	-1.4	16.1	15.7	0.4	18.3	15.0	3.3	8.3	8.6	-0.3	
Ngati Hine FM	0.4	0.4	0.0	18	*	*	*	0.7	0.7	0.0	0.7	0.7	0.0	0.3	0.4	-0.1	0.6	0.6	0.0	0.7	0.7	0.0	0.3	0.3	0.0	
Radio Hauraki	4.0	3.4	0.6	8	8.3	6.6	1.7	2.8	1.7	1.1	4.0	2.4	1.6	4.4	4.0	0.4	4.3	4.2	0.1	2.6	2.0	0.6	4.8	5.1	-0.3	
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	1.6	1.3	0.3	14	0.4	0.2	0.2	1.6	1.9	-0.3	1.6	1.9	-0.3	1.4	1.4	0.0	0.9	1.0	-0.1	2.5	1.5	1.0	0.9	0.8	0.1	
Rock	6.4	4.4	2.0	5	13.3	13.8	-0.5	18.3	11.9	6.4	15.7	7.1	8.6	9.2	4.4	4.8	1.3	1.6	-0.3	1.2	1.1	0.1	7.1	6.6	0.5	
Tautoko FM	1.7	1.8	-0.1	13	*	*	*	*	*	*	*	*	*	0.1	0.1	0.0	3.4	4.4	-1.0	4.1	5.1	-1.0	0.2	0.3	-0.1	
Te Hiku o Te Ika	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
The Hits	3.2	3.8	-0.6	9	7.5	7.2	0.3	3.9	4.6	-0.7	2.7	3.8	-1.1	2.1	2.4	-0.3	3.3	3.6	-0.3	3.3	4.4	-1.1	5.5	4.6	0.9	
The Sound	4.7	7.9	-3.2	6	2.7	2.7	0.0	4.4	5.0	-0.6	4.1	4.5	-0.4	5.1	5.8	-0.7	5.4	6.0	-0.6	5.1	14.2	-9.1	2.2	1.9	0.3	
Today FM/Magic Talk**	4.4	4.3	0.1	7	0.2	0.3	-0.1	10.9	11.8	-0.9	11.0	11.6	-0.6	8.0	7.9	0.1	2.8	2.6	0.2	1.2	0.8	0.4	6.2	7.6	-1.4	
ZM	1.2	2.0	-0.8	16	3.9	9.1	-5.2	2.6	2.9	-0.3	1.3	1.4	-0.1	1.4	1.4	0.0	0.7	0.7	0.0	*	*	*	2.3	2.6	-0.3	
MediaWorks Combo	48.8	50.5	-1.7		60.2	59.6	0.6	75.6	74.0	1.6	76.1	72.5	3.6	61.5	58.6	2.9	38.0	40.0	-2.0	32.5	40.8	-8.3	61.9	64.0	-2.1	
NZME Combo	40.4	38.3	2.1		32.8	32.9	-0.1	16.8	16.3	0.5	15.1	17.0	-1.9	31.2	33.2	-2.0	50.9	48.0	2.9	53.0	46.0	7.0	35.1	33.0	2.1	
Potential (000)	122.2	121.7	0.5		25.4	25.2	0.2	33.9	32.7	1.2	31.7	31.5	0.2	48.9	48.9	0.0	36.6	36.9	-0.3	35.8	35.9	-0.1	19.1	19.3	-0.2	
Sample	915	821	94		137	112	25	159	136	23	156	134	22	277	239	38	293	264	29	358	347	11	129	119	10	

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

MediaWorks Combo: Edge, Magic Talk (until 20th March 2022), Mai FM, More FM, Rock, The Sound, Today FM (from 21st March 2022) or internet only listening to Breeze, George FM

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

\*Listed as Magic Music in S4 2021

\*\*Today FM/Magic Talk includes Magic Talk for S4 2021 and Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period) for S1 2022

# NORTHLAND COMMERCIAL RADIO - SURVEY 1 2022

Station Share (%) by Daypart, People 10+

Survey Comparisons: 4/2021 - 1/2022

This Survey Period: Sun Apr 11 to Sat Nov 6 2021 & Sun Feb 13 to Sat Apr 9 2022

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

	This	Last	+/-
Potential (000)	122.2	121.7	0.5
Sample Size	915	821	94

	Breakfast				Morning			Afternoon			Drive			Night			Mid Dawn			Weekend		
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Coast	8.6	7.9	0.7	3	13.2	11.1	2.1	15.7	11.6	4.1	10.0	9.0	1.0	5.5	6.7	-1.2	1.1	1.0	0.1	14.2	11.5	2.7
Edge	7.8	7.8	0.0	5	7.5	7.4	0.1	10.5	10.8	-0.3	13.5	13.8	-0.3	4.4	3.7	0.7	5.2	5.7	-0.5	8.9	9.0	-0.1
Flava	0.7	0.9	-0.2	17	1.2	1.3	-0.1	0.8	1.0	-0.2	0.2	0.2	0.0	0.1	0.3	-0.2	0.1	0.1	0.0	1.0	1.2	-0.2
Gold	2.1	1.9	0.2	9	4.1	4.7	-0.6	2.9	3.4	-0.5	2.9	3.3	-0.4	4.6	5.6	-1.0	1.9	1.8	0.1	3.8	3.5	0.3
Gold AM	2.0	2.2	-0.2	11	2.5	3.1	-0.6	2.1	2.4	-0.3	1.1	2.0	-0.9	1.9	5.3	-3.4	2.9	3.2	-0.3	2.0	2.3	-0.3
Life FM	1.5	1.5	0.0	13	2.6	2.8	-0.2	3.7	4.1	-0.4	1.6	1.8	-0.2	0.3	0.4	-0.1	0.1	*	*	0.6	0.4	0.2
Mai FM	0.8	0.7	0.1	16	1.9	1.8	0.1	1.2	1.0	0.2	0.9	1.4	-0.5	4.5	7.8	-3.3	1.8	1.9	-0.1	1.4	1.5	-0.1
More FM	21.2	21.6	-0.4	2	20.8	21.1	-0.3	17.8	18.1	-0.3	13.9	14.5	-0.6	9.3	15.6	-6.3	14.0	15.7	-1.7	21.8	21.3	0.5
Newstalk ZB	22.7	20.8	1.9	1	8.4	6.6	1.8	7.7	6.6	1.1	17.2	15.6	1.6	14.4	15.2	-0.8	43.4	42.7	0.7	11.1	9.1	2.0
Ngati Hine FM	0.3	0.3	0.0	18	0.3	0.3	0.0	0.9	0.8	0.1	0.4	0.4	0.0	0.3	0.3	0.0	*	*	*	0.1	0.1	0.0
Radio Hauraki	4.8	4.0	0.8	6	4.9	4.6	0.3	5.0	4.7	0.3	2.3	1.7	0.6	5.0	0.8	4.2	3.0	1.9	1.1	2.5	2.0	0.5
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	1.5	1.4	0.1	13	1.4	1.4	0.0	1.3	1.0	0.3	1.2	0.9	0.3	6.3	3.6	2.7	5.1	4.1	1.0	1.4	0.9	0.5
Rock	8.3	6.9	1.4	4	6.3	3.7	2.6	3.6	2.8	0.8	11.0	9.3	1.7	20.7	3.8	16.9	0.4	1.2	-0.8	3.0	2.4	0.6
Tautoko FM	2.1	2.6	-0.5	9	2.0	2.2	-0.2	0.6	0.2	0.4	0.8	0.5	0.3	0.7	0.9	-0.2	1.2	1.4	-0.2	2.9	3.1	-0.2
Te Hiku o Te Ika	*	*	*	*	*	*	*	*	*	*	0.1	0.1	0.0	*	*	*	*	*	*	*	*	*
The Hits	3.3	4.1	-0.8	7	3.2	3.0	0.2	3.7	3.8	-0.1	5.2	6.2	-1.0	2.9	3.7	-0.8	0.6	0.9	-0.3	2.0	3.3	-1.3
The Sound	1.8	2.3	-0.5	12	5.2	11.5	-6.3	6.0	9.6	-3.6	3.2	3.7	-0.5	3.7	4.6	-0.9	3.2	3.2	0.0	6.7	10.9	-4.2
Today FM/Magic Talk**	2.6	2.6	0.0	8	6.1	5.2	0.9	6.4	6.3	0.1	3.3	3.5	-0.2	4.6	4.5	0.1	5.0	4.6	0.4	3.2	3.0	0.2
ZM	1.2	3.0	-1.8	15	0.6	0.6	0.0	0.8	2.4	-1.6	1.9	1.9	0.0	0.3	0.5	-0.2	2.1	2.4	-0.3	1.7	2.2	-0.5
MediaWorks Combo	44.0	43.8	0.2		52.2	54.8	-2.6	50.2	53.2	-3.0	49.1	49.9	-0.8	49.2	42.3	6.9	32.0	34.4	-2.4	50.1	52.7	-2.6
NZME Combo	45.4	44.7	0.7		38.2	35.0	3.2	38.8	35.9	2.9	40.9	39.9	1.0	34.7	38.2	-3.5	55.1	54.0	1.1	38.9	35.9	3.0

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

MediaWorks Combo: Edge, Magic Talk (until 20th March 2022), Mai FM, More FM, Rock, The Sound, Today FM (from 21st March 2022) or internet only listening to Breeze, George FM

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

\*Listed as Magic Music in S4 2021

\*\*Today FM/Magic Talk includes Magic Talk for S4 2021 and Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period) for S1 2022



## NORTHLAND COMMERCIAL RADIO - SURVEY 1 2022

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

Survey Comparisons: 4/2021 - 1/2022

This Survey Period: Sun Apr 11 to Sat Nov 6 2021 & Sun Feb 13 to Sat Apr 9 2022

Last Survey Period: Sun Feb 14 to Sat Nov 6 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	14.4	13.0	1.4	4	1.4	0.9	0.5	0.8	0.7	0.1	1.2	1.5	-0.3	4.4	4.0	0.4	6.9	6.2	0.7	7.1	6.5	0.6	2.4	2.4	0.0	
Edge	20.0	21.2	-1.2	2	6.8	7.1	-0.3	11.8	11.4	0.4	9.6	9.7	-0.1	11.3	11.0	0.3	3.0	3.7	-0.7	1.4	2.6	-1.2	4.0	4.3	-0.3	
Flava	1.6	1.7	-0.1	18	0.6	0.5	0.1	1.1	1.2	-0.1	1.0	1.2	-0.2	1.0	1.2	-0.2	*	*	*	*	*	*	0.1	0.1	0.0	
Gold	7.7	8.5	-0.8	9	1.6	1.7	-0.1	1.1	1.0	0.1	1.0	1.0	0.0	2.8	3.2	-0.4	4.3	3.5	0.8	3.1	3.5	-0.4	1.0	0.7	0.3	
Gold AM	2.1	2.2	-0.1	15	*	*	*	*	*	*	*	*	*	1.2	1.7	-0.5	2.0	2.1	-0.1	0.8	0.4	0.4	0.3	0.3	0.0	
Life FM	5.3	5.9	-0.6	12	2.1	2.5	-0.4	1.4	1.8	-0.4	1.8	2.3	-0.5	2.0	2.5	-0.5	0.7	0.5	0.2	0.9	0.6	0.3	0.4	0.4	0.0	
Mai FM	5.8	6.1	-0.3	11	0.6	0.8	-0.2	4.6	4.5	0.1	4.6	4.4	0.2	4.6	4.4	0.2	0.6	0.8	-0.2	0.5	0.9	-0.4	1.3	1.2	0.1	
More FM	27.2	28.8	-1.6	1	4.4	4.7	-0.3	5.6	5.8	-0.2	7.5	8.3	-0.8	12.0	13.3	-1.3	9.6	10.6	-1.0	9.2	9.1	0.1	6.0	6.9	-0.9	
Newstalk ZB	14.1	12.5	1.6	5	0.8	0.4	0.4	1.8	1.4	0.4	1.8	1.5	0.3	5.7	6.2	-0.5	6.0	6.0	0.0	5.9	4.5	1.4	2.8	2.9	-0.1	
Ngati Hine FM	1.7	1.9	-0.2	17	*	*	*	0.7	0.8	-0.1	0.7	0.8	-0.1	0.7	1.0	-0.3	0.9	1.1	-0.2	0.9	0.9	0.0	0.5	0.5	0.0	
Radio Hauraki	8.9	7.3	1.6	7	2.1	1.8	0.3	2.0	1.0	1.0	2.6	1.5	1.1	4.5	4.0	0.5	3.6	3.5	0.1	2.2	1.5	0.7	1.6	1.8	-0.2	
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	5.3	4.8	0.5	12	0.4	0.2	0.2	1.5	1.9	-0.4	1.5	1.9	-0.4	2.3	2.7	-0.4	1.5	1.6	-0.1	2.0	1.5	0.5	0.9	1.0	-0.1	
Rock	15.2	14.5	0.7	3	5.6	6.6	-1.0	6.9	6.0	0.9	6.1	4.7	1.4	7.8	6.8	1.0	3.0	3.0	0.0	1.8	1.2	0.6	2.6	2.7	-0.1	
Tautoko FM	2.0	2.2	-0.2	16	*	*	*	0.5	0.5	0.0	0.5	0.5	0.0	0.8	1.0	-0.2	1.3	1.5	-0.2	1.1	1.2	-0.1	0.8	1.0	-0.2	
Te Hiku o Te Ika	0.5	0.5	0.0	19	*	*	*	0.5	0.5	0.0	0.5	0.5	0.0	0.5	0.5	0.0	*	*	*	*	*	*	0.5	0.5	0.0	
The Hits	8.3	9.3	-1.0	8	3.2	3.1	0.1	2.9	2.7	0.2	2.7	2.5	0.2	3.6	3.4	0.2	1.7	2.6	-0.9	1.2	2.3	-1.1	2.2	2.3	-0.1	
The Sound	10.3	12.0	-1.7	6	2.2	2.4	-0.2	1.6	1.9	-0.3	1.1	1.1	0.0	4.5	4.8	-0.3	5.4	5.3	0.1	3.3	4.6	-1.3	0.6	0.6	0.0	
Today FM/Magic Talk**	7.2	7.1	0.1	10	0.3	0.4	-0.1	3.4	3.1	0.3	3.4	3.1	0.3	4.9	4.9	0.0	2.0	2.2	-0.2	1.1	1.0	0.1	1.8	2.1	-0.3	
ZM	5.1	7.6	-2.5	14	1.7	3.6	-1.9	2.8	3.2	-0.4	2.0	2.6	-0.6	3.4	4.0	-0.6	1.4	1.4	0.0	*	*	*	2.1	2.5	-0.4	
MediaWorks Combo	63.2	67.0	-3.8		14.7	16.2	-1.5	20.4	19.7	0.7	19.8	20.2	-0.4	31.0	32.4	-1.4	19.7	20.9	-1.2	14.9	15.8	-0.9	12.4	13.4	-1.0	
NZME Combo	45.3	47.6	-2.3		7.3	8.8	-1.5	8.9	8.4	0.5	8.7	8.7	0.0	19.3	19.9	-0.6	19.0	18.9	0.1	15.3	15.6	-0.3	8.8	9.3	-0.5	
All Commercial Radio	87.4	89.8	-2.4		16.5	17.5	-1.0	23.6	23.5	0.1	23.2	24.2	-1.0	37.9	39.9	-2.0	29.9	30.2	-0.3	26.9	26.1	0.8	15.1	16.0	-0.9	
Potential (000)	122.2	121.7	0.5		25.4	25.2	0.2	33.9	32.7	1.2	31.7	31.5	0.2	48.9	48.9	0.0	36.6	36.9	-0.3	35.8	35.9	-0.1	19.1	19.3	-0.2	
Sample	915	821	94		137	112	25	159	136	23	156	134	22	277	239	38	293	264	29	358	347	11	129	119	10	

MediaWorks Combo: Edge, Magic Talk (until 20th March 2022), Mai FM, More FM, Rock, The Sound, Today FM (from 21st March 2022) or internet only listening to Breeze, George FM

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

\*Listed as Magic Music in S4 2021

\*\*Today FM/Magic Talk includes Magic Talk for S4 2021 and Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period) for S1 2022



# NORTHLAND COMMERCIAL RADIO - SURVEY 1 2022

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

Survey Comparisons: 4/2021 - 1/2022

This Survey Period: Sun Apr 11 to Sat Nov 6 2021 & Sun Feb 13 to Sat Apr 9 2022

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

	This	Last	+/-
Potential (000)	122.2	121.7	0.5
Sample Size	915	821	94

	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	+/-	This	Last	+/-	This	Last	+/-	
Coast	7.5	7.2	0.3	5	6.2	5.5	0.7	9.2	7.5	1.7	6.8	6.5	0.3	1.5	1.2	0.3	0.4	0.5	-0.1	7.6	7.2	0.4							
Edge	9.5	10.1	-0.6	4	7.6	7.2	0.4	10.5	12.5	-2.0	11.2	10.3	0.9	2.7	1.8	0.9	0.9	0.9	0.0	13.2	14.4	-1.2							
Flava	1.0	1.3	-0.3	16	1.6	1.7	-0.1	1.1	1.3	-0.2	0.2	0.1	0.1	0.1	0.1	0.0	*	*	*	1.5	1.7	-0.2							
Gold	3.0	2.7	0.3	11	4.4	5.6	-1.2	4.4	5.5	-1.1	3.5	3.6	-0.1	1.2	1.3	-0.1	0.1	0.1	0.0	5.2	5.8	-0.6							
Gold AM	1.2	1.3	-0.1	15	1.0	1.5	-0.5	1.9	2.0	-0.1	0.4	0.9	-0.5	0.5	1.1	-0.6	0.5	0.6	-0.1	0.8	1.3	-0.5							
Life FM	3.1	3.4	-0.3	10	2.0	2.1	-0.1	2.2	2.5	-0.3	1.9	2.0	-0.1	0.2	0.2	0.0	0.1	0.1	0.0	1.3	1.2	0.1							
Mai FM	2.0	1.3	0.7	14	2.9	2.4	0.5	2.6	1.9	0.7	1.2	1.1	0.1	0.8	1.1	-0.3	0.5	0.6	-0.1	3.8	4.5	-0.7							
More FM	16.3	16.4	-0.1	1	13.8	13.9	-0.1	14.6	15.1	-0.5	11.9	11.7	0.2	3.5	4.2	-0.7	2.3	2.6	-0.3	19.5	20.3	-0.8							
Newstalk ZB	10.0	9.3	0.7	3	7.4	7.3	0.1	7.2	6.8	0.4	7.9	7.5	0.4	2.0	1.8	0.2	3.4	3.3	0.1	9.5	8.5	1.0							
Ngati Hine FM	0.4	0.4	0.0	18	1.0	1.0	0.0	1.5	1.5	0.0	0.8	0.9	-0.1	0.1	0.1	0.0	*	*	*	0.2	0.4	-0.2							
Radio Hauraki	4.1	3.3	0.8	7	5.2	4.3	0.9	4.6	4.3	0.3	2.6	2.4	0.2	1.0	0.4	0.6	0.4	0.3	0.1	4.1	3.8	0.3							
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*						
Rhema	2.5	2.6	-0.1	13	3.1	3.2	-0.1	3.2	2.7	0.5	2.0	1.9	0.1	1.1	0.5	0.6	1.4	1.5	-0.1	3.0	2.6	0.4							
Rock	10.3	9.5	0.8	2	5.5	4.3	1.2	4.9	4.5	0.4	7.5	6.0	1.5	2.5	1.9	0.6	0.4	0.7	-0.3	5.3	5.4	-0.1							
Tautoko FM	1.0	1.3	-0.3	16	0.5	0.6	-0.1	1.1	1.3	-0.2	0.3	0.3	0.0	0.2	0.2	0.0	0.2	0.3	-0.1	1.4	1.6	-0.2							
Te Hiku o Te Ika	*	*	*	*	*	*	*	*	*	*	0.5	0.5	0.0	*	*	*	*	*	*	*	*	*							
The Hits	4.7	5.5	-0.8	6	2.2	3.2	-1.0	3.2	4.0	-0.8	4.2	5.6	-1.4	2.6	2.9	-0.3	0.5	0.7	-0.2	4.5	5.2	-0.7							
The Sound	2.9	4.5	-1.6	12	4.9	6.7	-1.8	5.7	7.8	-2.1	4.2	5.3	-1.1	1.0	1.1	-0.1	0.1	0.2	-0.1	7.1	8.8	-1.7							
Today FM/Magic Talk**	3.9	4.0	-0.1	8	4.2	4.6	-0.4	3.6	3.9	-0.3	4.0	4.3	-0.3	1.4	1.5	-0.1	0.6	0.5	0.1	3.9	4.0	-0.1							
ZM	3.4	5.6	-2.2	9	0.4	0.8	-0.4	1.9	4.0	-2.1	2.1	2.2	-0.1	0.7	0.9	-0.2	0.8	1.0	-0.2	2.5	4.0	-1.5							
MediaWorks Combo	38.1	41.2	-3.1		34.3	35.4	-1.1	39.7	43.8	-4.1	36.3	36.2	0.1	12.5	12.3	0.2	4.9	5.8	-0.9	47.0	50.2	-3.2							
NZME Combo	31.4	32.9	-1.5		25.0	26.9	-1.9	26.4	29.7	-3.3	24.4	24.8	-0.4	9.4	9.4	0.0	5.8	6.2	-0.4	30.5	32.3	-1.8							
All Commercial Radio	65.0	66.8	-1.8		55.3	56.1	-0.8	61.6	64.3	-2.7	55.8	56.2	-0.4	20.7	20.1	0.6	12.0	13.5	-1.5	70.4	72.2	-1.8							

MediaWorks Combo: Edge, Magic Talk (until 20th March 2022), Mai FM, More FM, Rock, The Sound, Today FM (from 21st March 2022) or internet only listening to Breeze, George FM

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

\*Listed as Magic Music in S4 2021

\*\*Today FM/Magic Talk includes Magic Talk for S4 2021 and Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period) for S1 2022

## NORTHLAND COMMERCIAL RADIO - SURVEY 1 2022

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

Survey Comparisons: 4/2021 - 1/2022

This Survey Period: Sun Apr 11 to Sat Nov 6 2021 & Sun Feb 13 to Sat Apr 9 2022

Last Survey Period: Sun Feb 14 to Sat Nov 6 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	12:20	11:54	0:25	6:43	5:36	1:07	6:36	4:07	2:29	4:52	4:38	0:13	6:41	4:50	1:50	13:41	12:54	0:47	16:31	16:14	0:17	12:00	10:20	1:40
Edge	6:39	6:40	-0:01	7:24	7:11	0:12	5:58	6:37	-0:38	5:47	5:49	-0:02	6:39	7:16	-0:36	8:21	8:23	-0:01	4:17	3:36	0:41	8:06	9:13	-1:06
Flava	7:28	8:30	-1:02	6:33	8:42	-2:08	9:07	10:07	-1:00	7:57	8:25	-0:27	7:57	8:25	-0:27	*	*	*	*	*	*	31:45	31:45	0:00
Gold	6:09	6:11	-0:01	5:08	5:21	-0:12	1:53	2:02	-0:08	3:06	8:26	-5:19	5:48	7:13	-1:24	6:22	6:42	-0:20	5:43	4:25	1:18	4:20	4:14	0:06
Gold AM	14:13	17:52	-3:39	*	*	*	*	*	*	*	*	*	19:34	18:57	0:37	14:53	18:37	-3:44	7:45	15:57	-8:12	8:41	8:50	-0:08
Life FM	5:27	5:28	-0:00	1:04	0:54	0:10	11:06	11:34	-0:27	9:48	9:49	-0:01	9:00	9:10	-0:10	8:21	8:36	-0:14	8:25	10:28	-2:02	4:13	4:19	-0:06
Mai FM	3:31	3:47	-0:15	2:18	2:22	-0:04	3:00	3:15	-0:15	2:51	3:07	-0:16	2:53	3:10	-0:16	10:25	9:53	0:32	10:46	8:13	2:32	3:30	3:42	-0:12
More FM	10:13	10:25	-0:12	5:54	5:07	0:47	7:35	7:09	0:26	10:21	10:37	-0:16	11:43	11:43	0:00	12:17	11:51	0:26	10:10	10:43	-0:32	12:17	11:25	0:51
Newstalk ZB	14:07	14:39	-0:32	8:01	7:30	0:31	4:26	3:56	0:30	3:27	3:34	-0:06	12:11	13:22	-1:11	15:10	15:34	-0:24	15:08	17:22	-2:13	7:50	8:18	-0:28
Ngati Hine FM	3:31	3:05	0:25	*	*	*	3:00	3:04	-0:03	3:00	3:04	-0:03	3:00	2:20	0:39	4:07	3:13	0:54	3:55	3:58	-0:02	2:00	2:00	0:00
Radio Hauraki	6:39	7:14	-0:34	8:40	8:39	0:01	4:50	5:34	-0:44	5:03	5:24	-0:20	6:07	6:36	-0:28	6:47	7:08	-0:21	5:46	7:10	-1:23	8:14	7:59	0:15
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	4:30	4:02	0:28	2:28	2:05	0:23	3:26	3:19	0:06	3:26	3:19	0:06	3:41	3:28	0:12	3:34	3:35	-0:00	6:02	5:16	0:46	2:33	2:19	0:13
Rock	6:07	4:41	1:25	5:19	5:01	0:18	8:54	6:28	2:25	8:34	4:59	3:34	7:22	4:18	3:04	2:29	3:11	-0:41	3:08	5:05	-1:57	7:21	6:57	0:24
Tautoko FM	12:25	12:35	-0:10	*	*	*	0:15	0:15	0:00	0:15	0:15	0:00	0:47	0:54	-0:07	14:41	16:50	-2:08	18:07	22:27	-4:19	0:47	0:54	-0:07
Te Hiku o Te Ika	0:15	0:15	0:00	*	*	*	0:15	0:15	0:00	0:15	0:15	0:00	0:15	0:15	0:00	*	*	*	*	*	*	0:15	0:15	0:00
The Hits	5:42	6:15	-0:32	5:21	5:27	-0:05	4:31	5:37	-1:05	3:18	5:04	-1:45	3:36	4:38	-1:01	11:12	8:18	2:54	12:45	9:49	2:55	6:48	5:40	1:08
The Sound	6:37	10:07	-3:29	2:49	2:42	0:07	9:08	8:46	0:22	12:43	13:07	-0:24	7:09	8:00	-0:50	5:44	6:47	-1:02	7:30	15:50	-8:20	9:57	9:39	0:18
Today FM/Magic Talk**	9:03	9:13	-0:09	1:40	1:48	-0:08	10:51	12:24	-1:32	10:46	12:16	-1:30	10:21	10:42	-0:21	8:07	7:02	1:05	5:00	4:22	0:37	8:53	10:15	-1:21
ZM	3:22	4:00	-0:37	5:08	5:55	-0:47	3:07	2:57	0:09	2:08	1:50	0:17	2:29	2:15	0:14	3:01	3:00	0:00	*	*	*	2:57	3:00	-0:03
MediaWorks Combo	11:17	11:36	-0:18	9:11	8:47	0:23	12:27	12:12	0:14	12:51	11:54	0:57	12:27	11:56	0:30	11:01	11:25	-0:23	10:40	13:23	-2:42	13:15	13:19	-0:04
NZME Combo	13:02	12:22	0:40	10:02	8:53	1:08	6:21	6:18	0:03	5:46	6:28	-0:42	10:10	11:03	-0:53	15:18	15:07	0:10	16:54	15:15	1:39	10:35	9:55	0:39
All Commercial Radio	16:43	17:08	-0:25	13:38	13:40	-0:02	14:12	13:50	0:22	14:23	13:41	0:41	16:32	16:34	-0:01	19:03	19:43	-0:40	18:07	19:50	-1:42	17:30	17:30	0:00
Potential (000)	122.2	121.7	0.5	25.4	25.2	0.2	33.9	32.7	1.2	31.7	31.5	0.2	48.9	48.9	0.0	36.6	36.9	-0.3	35.8	35.9	-0.1	19.1	19.3	-0.2
Sample	915	821	94	137	112	25	159	136	23	156	134	22	277	239	38	293	264	29	358	347	11	129	119	10

MediaWorks Combo: Edge, Magic Talk (until 20th March 2022), Mai FM, More FM, Rock, The Sound, Today FM (from 21st March 2022) or internet only listening to Breeze, George FM  
 NZME Combo: Coast, Flava (from 1st August 2021), Gold, Gold AM, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui, Flava (until 31st July 2021)

\*Listed as Magic Music in S4 2021

\*\*Today FM/Magic Talk includes Magic Talk for S4 2021 and Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period) for S1 2022



# NORTHLAND COMMERCIAL RADIO - SURVEY 1 2022

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

Survey Comparisons: 4/2021 - 1/2022

This Survey Period: Sun Apr 11 to Sat Nov 6 2021 & Sun Feb 13 to Sat Apr 9 2022

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

	This	Last	+/-
Potential (000)	122.2	121.7	0.5
Sample Size	915	821	94

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

MediaWorks Combo: Edge, Magic Talk (until 20th March 2022), Mai FM, More FM, Rock, The Sound, Today FM (from 21st March 2022) or internet only listening to Breeze, George FM

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

\*Listed as Magic Music in S4 2021

\*\*Today FM/Magic Talk includes Magic Talk for S4 2021 and Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period) for S1 2022