



NORTHLAND COMMERCIAL RADIO - SURVEY 2 2022

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

Survey Comparisons: 1/2022 - 2/2022

This Survey Period: Sun Jun 20 to Sat Nov 6 2021 & Sun Feb 13 to Sat Jun 18 2022

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

	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	14.7	12.2	2.5	2	9.1	4.3	4.8	4.0	1.6	2.4	5.2	1.8	3.4	7.2	4.7	2.5	13.5	16.6	-3.1	24.0	23.9	0.1	13.3	10.7	2.6	
Edge	5.5	9.1	-3.6	5	6.1	22.5	-16.4	14.4	21.1	-6.7	15.4	16.7	-1.3	10.3	12.0	-1.7	2.7	4.3	-1.6	0.6	1.3	-0.7	6.0	12.4	-6.4	
Flava	1.4	0.8	0.6	14	2.2	1.6	0.6	4.7	2.9	1.8	5.1	2.5	2.6	2.7	1.3	1.4	*	*	*	*	*	*	1.8	0.7	1.1	
Gold	4.1	3.2	0.9	7	5.4	3.6	1.8	2.3	0.6	1.7	2.1	0.9	1.2	4.6	2.6	2.0	7.0	4.8	2.2	4.4	3.7	0.7	2.3	1.6	0.7	
Gold AM	1.5	2.0	-0.5	12	0.2	*	*	*	*	*	*	*	*	2.8	3.7	-0.9	3.6	5.1	-1.5	0.6	1.3	-0.7	1.3	1.1	0.2	
Life FM	2.1	2.0	0.1	11	1.8	1.0	0.8	4.7	4.8	-0.1	4.5	5.2	-0.7	2.6	2.9	-0.3	1.4	1.0	0.4	1.4	1.6	-0.2	2.4	0.6	1.8	
Mai FM	1.5	1.4	0.1	12	0.8	0.7	0.1	4.5	4.1	0.4	4.6	3.9	0.7	2.6	2.1	0.5	0.5	1.0	-0.5	0.7	1.1	-0.4	2.0	1.7	0.3	
More FM	22.6	19.0	3.6	1	18.7	11.6	7.1	17.4	12.8	4.6	23.1	23.2	-0.1	23.2	22.3	0.9	24.2	20.7	3.5	22.1	19.2	2.9	31.4	27.9	3.5	
Newstalk ZB	13.5	13.6	-0.1	3	1.6	2.7	-1.1	1.9	2.3	-0.4	1.2	1.9	-0.7	6.3	11.1	-4.8	14.0	16.1	-2.1	20.5	18.3	2.2	6.2	8.3	-2.1	
Ngati Hine FM	0.4	0.4	0.0	18	*	*	*	0.3	0.7	-0.4	0.3	0.7	-0.4	0.2	0.3	-0.1	0.7	0.6	0.1	0.9	0.7	0.2	0.2	0.3	-0.1	
Radio Hauraki	2.7	4.0	-1.3	10	4.6	8.3	-3.7	2.3	2.8	-0.5	4.0	4.0	0.0	3.6	4.4	-0.8	2.7	4.3	-1.6	2.0	2.6	-0.6	4.1	4.8	-0.7	
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	1.0	1.6	-0.6	16	1.2	0.4	0.8	1.2	1.6	-0.4	1.0	1.6	-0.6	0.7	1.4	-0.7	0.5	0.9	-0.4	1.7	2.5	-0.8	1.2	0.9	0.3	
Rock	7.2	6.4	0.8	4	10.1	13.3	-3.2	18.1	18.3	-0.2	18.3	15.7	2.6	12.7	9.2	3.5	4.6	1.3	3.3	1.7	1.2	0.5	6.3	7.1	-0.8	
Tautoko FM	0.8	1.7	-0.9	17	*	*	*	*	*	*	*	*	*	0.1	0.1	0.0	0.1	3.4	-3.3	0.8	4.1	-3.3	0.2	0.2	0.0	
Te Hiku o Te Ika	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
The Hits	3.4	3.2	0.2	9	12.5	7.5	5.0	6.9	3.9	3.0	4.0	2.7	1.3	3.1	2.1	1.0	3.1	3.3	-0.2	2.5	3.3	-0.8	6.6	5.5	1.1	
The Sound	4.3	4.7	-0.4	6	1.4	2.7	-1.3	1.9	4.4	-2.5	2.2	4.1	-1.9	5.1	5.1	0.0	6.0	5.4	0.6	4.2	5.1	-0.9	4.4	2.2	2.2	
Today FM/Magic Talk*	3.9	4.4	-0.5	8	0.5	0.2	0.3	5.1	10.9	-5.8	4.3	11.0	-6.7	5.0	8.0	-3.0	4.1	2.8	1.3	2.6	1.2	1.4	4.4	6.2	-1.8	
ZM	1.3	1.2	0.1	15	5.0	3.9	1.1	4.0	2.6	1.4	2.3	1.3	1.0	1.5	1.4	0.1	0.4	0.7	-0.3	*	*	*	2.5	2.3	0.2	
MediaWorks Combo	47.9	48.8	-0.9		51.8	60.2	-8.4	66.7	75.6	-8.9	68.7	76.1	-7.4	62.0	61.5	0.5	45.2	38.0	7.2	33.0	32.5	0.5	57.1	61.9	-4.8	
NZME Combo	42.7	40.4	2.3		41.3	32.8	8.5	26.0	16.8	9.2	23.9	15.1	8.8	31.8	31.2	0.6	44.2	50.9	-6.7	53.9	53.0	0.9	38.2	35.1	3.1	
Potential (000)	122.2	122.2	0.0		25.4	25.4	0.0	34.4	33.9	0.5	31.7	31.7	0.0	48.9	48.9	0.0	36.6	36.6	0.0	35.8	35.8	0.0	18.5	19.1	-0.6	
Sample	805	915	-110		128	137	-9	150	159	-9	158	156	2	274	277	-3	248	293	-45	284	358	-74	120	129	-9	

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)

*Today FM/Magic Talk includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period for S1 2022 / 13 weeks of survey period for S2 2022)



NORTHLAND COMMERCIAL RADIO - SURVEY 2 2022

Station Share (%) by Daypart, People 10+

Survey Comparisons: 1/2022 - 2/2022

This Survey Period: Sun Jun 20 to Sat Nov 6 2021 & Sun Feb 13 to Sat Jun 18 2022

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

	This	Last	+/-
Potential (000)	122.2	122.2	0.0
Sample Size	805	915	-110

	Breakfast				Morning			Afternoon			Drive				Night			Mid Dawn			Weekend		
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	
Coast	11.3	8.6	2.7	3	16.1	13.2	2.9	18.8	15.7	3.1	10.6	10.0	0.6	5.1	5.5	-0.4	3.6	1.1	2.5	17.8	14.2	3.6	
Edge	5.1	7.8	-2.7	5	5.0	7.5	-2.5	5.0	10.5	-5.5	8.0	13.5	-5.5	3.8	4.4	-0.6	9.9	5.2	4.7	5.0	8.9	-3.9	
Flava	1.6	0.7	0.9	12	1.5	1.2	0.3	1.8	0.8	1.0	0.7	0.2	0.5	0.3	0.1	0.2	1.9	0.1	1.8	1.4	1.0	0.4	
Gold	2.7	2.1	0.6	9	4.1	4.1	0.0	3.4	2.9	0.5	4.7	2.9	1.8	7.6	4.6	3.0	2.4	1.9	0.5	5.3	3.8	1.5	
Gold AM	1.5	2.0	-0.5	13	2.0	2.5	-0.5	0.6	2.1	-1.5	0.1	1.1	-1.0	2.3	1.9	0.4	2.8	2.9	-0.1	2.4	2.0	0.4	
Life FM	2.1	1.5	0.6	11	2.5	2.6	-0.1	3.5	3.7	-0.2	1.5	1.6	-0.1	0.1	0.3	-0.2	3.1	0.1	3.0	0.8	0.6	0.2	
Mai FM	1.5	0.8	0.7	13	1.6	1.9	-0.3	1.1	1.2	-0.1	0.9	0.9	0.0	5.7	4.5	1.2	1.7	1.8	-0.1	1.2	1.4	-0.2	
More FM	24.9	21.2	3.7	1	23.5	20.8	2.7	23.5	17.8	5.7	19.3	13.9	5.4	7.1	9.3	-2.2	9.9	14.0	-4.1	24.9	21.8	3.1	
Newstalk ZB	18.8	22.7	-3.9	2	8.6	8.4	0.2	6.8	7.7	-0.9	16.2	17.2	-1.0	22.0	14.4	7.6	47.1	43.4	3.7	12.4	11.1	1.3	
Ngati Hine FM	0.5	0.3	0.2	18	0.3	0.3	0.0	0.5	0.9	-0.4	0.5	0.4	0.1	0.4	0.3	0.1	*	*	*	0.1	0.1	0.0	
Radio Hauraki	2.8	4.8	-2.0	7	3.1	4.9	-1.8	3.0	5.0	-2.0	2.6	2.3	0.3	4.4	5.0	-0.6	0.6	3.0	-2.4	1.9	2.5	-0.6	
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	0.6	1.5	-0.9	17	0.5	1.4	-0.9	1.5	1.3	0.2	1.3	1.2	0.1	2.9	6.3	-3.4	1.8	5.1	-3.3	0.8	1.4	-0.6	
Rock	8.6	8.3	0.3	4	6.9	6.3	0.6	4.8	3.6	1.2	11.6	11.0	0.6	20.9	20.7	0.2	3.6	0.4	3.2	3.9	3.0	0.9	
Tautoko FM	0.8	2.1	-1.3	16	0.5	2.0	-1.5	0.8	0.6	0.2	0.9	0.8	0.1	0.3	0.7	-0.4	0.9	1.2	-0.3	1.0	2.9	-1.9	
Te Hiku o Te Ika	*	*	*	*	*	*	*	*	*	*	*	0.1	*	*	*	*	*	*	*	*	*	*	*
The Hits	3.5	3.3	0.2	6	3.0	3.2	-0.2	3.6	3.7	-0.1	5.3	5.2	0.1	3.1	2.9	0.2	0.8	0.6	0.2	2.9	2.0	0.9	
The Sound	2.2	1.8	0.4	10	5.5	5.2	0.3	7.3	6.0	1.3	2.8	3.2	-0.4	0.6	3.7	-3.1	0.2	3.2	-3.0	4.3	6.7	-2.4	
Today FM/Magic Talk*	2.8	2.6	0.2	7	6.3	6.1	0.2	3.8	6.4	-2.6	2.9	3.3	-0.4	8.3	4.6	3.7	4.4	5.0	-0.6	2.8	3.2	-0.4	
ZM	1.4	1.2	0.2	15	0.7	0.6	0.1	0.6	0.8	-0.2	2.4	1.9	0.5	2.3	0.3	2.0	1.7	2.1	-0.4	1.8	1.7	0.1	
MediaWorks Combo	47.0	44.0	3.0		52.7	52.2	0.5	49.8	50.2	-0.4	47.7	49.1	-1.4	47.1	49.2	-2.1	30.5	32.0	-1.5	45.0	50.1	-5.1	
NZME Combo	43.6	45.4	-1.8		39.1	38.2	0.9	38.7	38.8	-0.1	42.6	40.9	1.7	47.1	34.7	12.4	60.9	55.1	5.8	46.2	38.9	7.3	

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)

*Today FM/Magic Talk includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period for S1 2022 / 13 weeks of survey period for S2 2022)



NORTHLAND COMMERCIAL RADIO - SURVEY 2 2022

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

Survey Comparisons: 1/2022 - 2/2022

This Survey Period: Sun Jun 20 to Sat Nov 6 2021 & Sun Feb 13 to Sat Jun 18 2022

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

	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	17.1	14.4	2.7	2	2.0	1.4	0.6		1.3	0.8	0.5		2.2	1.2	1.0		4.5	4.4	0.1		6.6	6.9	-0.3		8.6	7.1	1.5		2.3	2.4	-0.1	
Edge	14.2	20.0	-5.8	3	2.6	6.8	-4.2		8.1	11.8	-3.7		8.8	9.6	-0.8		10.4	11.3	-0.9		2.0	3.0	-1.0		0.9	1.4	-0.5		3.6	4.0	-0.4	
Flava	2.2	1.6	0.6	15	0.1	0.6	-0.5		1.3	1.1	0.2		1.8	1.0	0.8		2.0	1.0	1.0		0.2	*	*		*	*	*		0.6	0.1	0.5	
Gold	9.5	7.7	1.8	6	2.3	1.6	0.7		1.2	1.1	0.1		1.1	1.0	0.1		3.7	2.8	0.9		5.4	4.3	1.1		3.5	3.1	0.4		1.0	1.0	0.0	
Gold AM	1.9	2.1	-0.2	16	0.2	*	*		*	*	*		*	*	*		0.7	1.2	-0.5		1.4	2.0	-0.6		0.8	0.8	0.0		0.3	0.3	0.0	
Life FM	3.8	5.3	-1.5	13	1.1	2.1	-1.0		1.6	1.4	0.2		1.8	1.8	0.0		1.9	2.0	-0.1		0.6	0.7	-0.1		0.6	0.9	-0.3		0.4	0.4	0.0	
Mai FM	5.6	5.8	-0.2	11	0.3	0.6	-0.3		4.0	4.6	-0.6		4.4	4.6	-0.2		4.5	4.6	-0.1		0.3	0.6	-0.3		0.8	0.5	0.3		1.1	1.3	-0.2	
More FM	26.0	27.2	-1.2	1	3.1	4.4	-1.3		4.5	5.6	-1.1		5.8	7.5	-1.7		11.0	12.0	-1.0		10.8	9.6	1.2		9.2	9.2	0.0		5.5	6.0	-0.5	
Newstalk ZB	12.0	14.1	-2.1	4	0.2	0.8	-0.6		1.2	1.8	-0.6		1.3	1.8	-0.5		3.6	5.7	-2.1		5.1	6.0	-0.9		6.3	5.9	0.4		1.8	2.8	-1.0	
Ngati Hine FM	1.0	1.7	-0.7	18	*	*	*		0.3	0.7	-0.4		0.3	0.7	-0.4		0.3	0.7	-0.4		0.4	0.9	-0.5		0.7	0.9	-0.2		0.2	0.5	-0.3	
Radio Hauraki	6.9	8.9	-2.0	9	0.7	2.1	-1.4		1.7	2.0	-0.3		2.3	2.6	-0.3		3.9	4.5	-0.6		3.3	3.6	-0.3		2.1	2.2	-0.1		1.2	1.6	-0.4	
Radio Waatea	*	*	*	*	*	*	*		*	*	*		*	*	*		*	*	*		*	*	*		*	*	*		*	*	*	
Rhema	4.0	5.3	-1.3	12	0.6	0.4	0.2		1.0	1.5	-0.5		1.0	1.5	-0.5		1.3	2.3	-1.0		1.0	1.5	-0.5		1.8	2.0	-0.2		0.8	0.9	-0.1	
Rock	11.8	15.2	-3.4	5	2.8	5.6	-2.8		5.3	6.9	-1.6		5.5	6.1	-0.6		7.4	7.8	-0.4		3.2	3.0	0.2		1.6	1.8	-0.2		1.8	2.6	-0.8	
Tautoko FM	1.2	2.0	-0.8	17	*	*	*		0.2	0.5	-0.3		0.2	0.5	-0.3		0.5	0.8	-0.3		0.6	1.3	-0.7		0.6	1.1	-0.5		0.5	0.8	-0.3	
Te Hiku o Te Ika	0.2	0.5	-0.3	19	*	*	*		0.2	0.5	-0.3		0.2	0.5	-0.3		0.2	0.5	-0.3		*	*	*		*	*	*		0.2	0.5	-0.3	
The Hits	9.1	8.3	0.8	7	2.4	3.2	-0.8		4.0	2.9	1.1		4.0	2.7	1.3		5.2	3.6	1.6		2.1	1.7	0.4		1.2	1.2	0.0		2.4	2.2	0.2	
The Sound	7.6	10.3	-2.7	8	0.9	2.2	-1.3		0.9	1.6	-0.7		1.0	1.1	-0.1		3.5	4.5	-1.0		4.5	5.4	-0.9		3.0	3.3	-0.3		0.5	0.6	-0.1	
Today FM/Magic Talk*	6.4	7.2	-0.8	10	0.4	0.3	0.1		2.0	3.4	-1.4		2.1	3.4	-1.3		3.4	4.9	-1.5		2.1	2.0	0.1		2.0	1.1	0.9		1.0	1.8	-0.8	
ZM	3.6	5.1	-1.5	14	0.9	1.7	-0.8		2.4	2.8	-0.4		2.1	2.0	0.1		2.6	3.4	-0.8		0.6	1.4	-0.8		*	*	*		1.4	2.1	-0.7	
MediaWorks Combo	55.0	63.2	-8.2		8.3	14.7	-6.4		16.6	20.4	-3.8		18.1	19.8	-1.7		28.1	31.0	-2.9		18.3	19.7	-1.4		15.2	14.9	0.3		9.8	12.4	-2.6	
NZME Combo	46.3	45.3	1.0		6.0	7.3	-1.3		9.5	8.9	0.6		10.5	8.7	1.8		19.5	19.3	0.2		18.3	19.0	-0.7		16.5	15.3	1.2		7.5	8.8	-1.3	
All Commercial Radio	81.5	87.4	-5.9		12.2	16.5	-4.3		21.1	23.6	-2.5		22.7	23.2	-0.5		36.0	37.9	-1.9		28.4	29.9	-1.5		26.3	26.9	-0.6		13.2	15.1	-1.9	
Potential (000)	122.2	122.2	0.0		25.4	25.4	0.0		34.4	33.9	0.5		31.7	31.7	0.0		48.9	48.9	0.0		36.6	36.6	0.0		35.8	35.8	0.0		18.5	19.1	-0.6	
Sample	805	915	-110		128	137	-9		150	159	-9		158	156	2		274	277	-3		248	293	-45		284	358	-74		120	129	-9	

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)

*Today FM/Magic Talk includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period for S1 2022 / 13 weeks of survey period for S2 2022)



NORTHLAND COMMERCIAL RADIO - SURVEY 2 2022

Cumulative Audience (000's) by Daypart, People 10+
 Survey Comparisons: 1/2022 - 2/2022

This Survey Period: Sun Jun 20 to Sat Nov 6 2021 & Sun Feb 13 to Sat Jun 18 2022
 Last Survey Period: Sun Apr 11 to Sat Nov 6 2021 & Sun Feb 13 to Sat Apr 9 2022

	This	Last	+/-
Potential (000)	122.2	122.2	0.0
Sample Size	805	915	-110

	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	9.5	7.5	2.0	2	8.9	6.2	2.7	10.2	9.2	1.0	8.0	6.8	1.2	1.6	1.5	0.1	1.0	0.4	0.6	9.2	7.6	1.6						
Edge	7.6	9.5	-1.9	5	5.1	7.6	-2.5	6.5	10.5	-4.0	6.3	11.2	-4.9	1.5	2.7	-1.2	1.9	0.9	1.0	7.4	13.2	-5.8						
Flava	2.0	1.0	1.0	13	1.6	1.6	0.0	1.7	1.1	0.6	0.6	0.2	0.4	0.3	0.1	0.2	0.4	*	*	1.2	1.5	-0.3						
Gold	4.7	3.0	1.7	6	4.9	4.4	0.5	4.6	4.4	0.2	4.3	3.5	0.8	1.8	1.2	0.6	0.1	0.1	0.0	5.6	5.2	0.4						
Gold AM	1.1	1.2	-0.1	16	0.8	1.0	-0.2	1.3	1.9	-0.6	0.1	0.4	-0.3	0.5	0.5	0.0	0.4	0.5	-0.1	0.9	0.8	0.1						
Life FM	1.8	3.1	-1.3	14	1.4	2.0	-0.6	1.5	2.2	-0.7	1.3	1.9	-0.6	0.1	0.2	-0.1	0.5	0.1	0.4	0.8	1.3	-0.5						
Mai FM	2.3	2.0	0.3	12	2.3	2.9	-0.6	2.3	2.6	-0.3	1.2	1.2	0.0	1.7	0.8	0.9	0.9	0.5	0.4	2.4	3.8	-1.4						
More FM	16.6	16.3	0.3	1	14.5	13.8	0.7	15.5	14.6	0.9	12.5	11.9	0.6	3.0	3.5	-0.5	2.2	2.3	-0.1	18.4	19.5	-1.1						
Newstalk ZB	8.9	10.0	-1.1	3	6.2	7.4	-1.2	5.5	7.2	-1.7	6.1	7.9	-1.8	3.1	2.0	1.1	3.2	3.4	-0.2	8.6	9.5	-0.9						
Ngati Hine FM	0.7	0.4	0.3	17	0.6	1.0	-0.4	0.7	1.5	-0.8	0.5	0.8	-0.3	0.2	0.1	0.1	*	*	*	0.2	0.2	0.0						
Radio Hauraki	2.7	4.1	-1.4	9	3.1	5.2	-2.1	2.8	4.6	-1.8	2.5	2.6	-0.1	0.9	1.0	-0.1	0.4	0.4	0.0	3.0	4.1	-1.1						
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*			
Rhema	1.2	2.5	-1.3	15	1.6	3.1	-1.5	2.7	3.2	-0.5	1.7	2.0	-0.3	0.8	1.1	-0.3	0.6	1.4	-0.8	2.5	3.0	-0.5						
Rock	8.1	10.3	-2.2	4	4.1	5.5	-1.4	3.9	4.9	-1.0	6.5	7.5	-1.0	2.4	2.5	-0.1	0.6	0.4	0.2	4.8	5.3	-0.5						
Tautoko FM	0.4	1.0	-0.6	18	0.2	0.5	-0.3	0.8	1.1	-0.3	0.2	0.3	-0.1	0.1	0.2	-0.1	0.1	0.2	-0.1	0.9	1.4	-0.5						
Te Hiku o Te Ika	*	*	*	*	*	*	*	*	*	*	0.2	0.5	-0.3	*	*	*	*	*	*	*	*	*	*	*	*			
The Hits	4.6	4.7	-0.1	7	1.9	2.2	-0.3	2.9	3.2	-0.3	3.7	4.2	-0.5	2.0	2.6	-0.6	0.5	0.5	0.0	4.6	4.5	0.1						
The Sound	2.6	2.9	-0.3	10	3.7	4.9	-1.2	4.5	5.7	-1.2	2.9	4.2	-1.3	0.6	1.0	-0.4	0.1	0.1	0.0	4.5	7.1	-2.6						
Today FM/Magic Talk*	3.0	3.9	-0.9	8	3.4	4.2	-0.8	3.0	3.6	-0.6	2.8	4.0	-1.2	1.7	1.4	0.3	0.7	0.6	0.1	3.4	3.9	-0.5						
ZM	2.4	3.4	-1.0	11	0.7	0.4	0.3	1.1	1.9	-0.8	2.0	2.1	-0.1	0.6	0.7	-0.1	0.5	0.8	-0.3	2.2	2.5	-0.3						
MediaWorks Combo	34.7	38.1	-3.4		29.0	34.3	-5.3	32.7	39.7	-7.0	30.1	36.3	-6.2	11.0	12.5	-1.5	6.4	4.9	1.5	36.6	47.0	-10.4						
NZME Combo	32.3	31.4	0.9		25.1	25.0	0.1	26.1	26.4	-0.3	23.6	24.4	-0.8	10.9	9.4	1.5	6.3	5.8	0.5	30.9	30.5	0.4						
All Commercial Radio	62.1	65.0	-2.9		48.5	55.3	-6.8	53.1	61.6	-8.5	49.0	55.8	-6.8	20.7	20.7	0.0	12.6	12.0	0.6	61.6	70.4	-8.8						

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)

*Today FM/Magic Talk includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period for S1 2022 / 13 weeks of survey period for S2 2022)



NORTHLAND COMMERCIAL RADIO - SURVEY 2 2022

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

Survey Comparisons: 1/2022 - 2/2022

This Survey Period: Sun Jun 20 to Sat Nov 6 2021 & Sun Feb 13 to Sat Jun 18 2022

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

	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	10:39	12:20	-1:40	4:54	6:43	-1:48	7:27	6:36	0:50	7:04	4:52	2:11	9:01	6:41	2:19	9:58	13:41	-3:43	11:54	16:31	-4:37	11:48	12:00	-0:11
Edge	4:47	6:39	-1:51	2:29	7:24	-4:54	4:24	5:58	-1:34	5:13	5:47	-0:34	5:36	6:39	-1:03	6:34	8:21	-1:47	2:39	4:17	-1:38	3:25	8:06	-4:41
Flava	8:09	7:28	0:40	3:45	6:33	25:11	8:43	9:07	-0:24	8:25	7:57	0:27	7:38	7:57	-0:19	1:00	*	*	*	*	*	6:32	31:45	-25:12
Gold	5:18	6:09	-0:51	2:33	5:08	-2:34	4:53	1:53	2:59	5:54	3:06	2:48	6:57	5:48	1:08	6:16	6:22	-0:06	5:17	5:43	-0:25	4:45	4:20	0:24
Gold AM	9:50	14:13	-4:23	0:45	*	*	*	*	*	*	*	*	21:24	19:34	1:49	12:17	14:53	-2:35	3:27	7:45	-4:17	9:45	8:41	1:03
Life FM	6:49	5:27	1:21	1:42	1:04	0:38	7:24	11:06	-3:41	7:27	9:48	-2:20	7:40	9:00	-1:19	11:05	8:21	2:43	9:31	8:25	1:05	11:57	4:13	7:43
Mai FM	3:15	3:31	-0:16	3:11	2:18	0:53	2:46	3:00	-0:14	3:07	2:51	0:16	3:12	2:53	0:18	8:01	10:25	-2:24	3:32	10:46	-7:13	3:38	3:30	0:08
More FM	10:49	10:13	0:35	6:31	5:54	0:37	9:32	7:35	1:56	11:48	10:21	1:27	11:53	11:43	0:10	10:56	12:17	-1:21	10:10	10:10	-0:00	11:45	12:17	-0:31
Newstalk ZB	14:01	14:07	-0:05	9:00	8:01	0:58	4:05	4:26	-0:21	2:54	3:27	-0:32	10:01	12:11	-2:09	13:24	15:10	-1:45	13:50	15:08	-1:18	7:06	7:50	-0:43
Ngati Hine FM	4:36	3:31	1:04	*	*	*	2:38	3:00	-0:22	2:38	3:00	-0:22	2:38	3:00	-0:22	9:31	4:07	5:23	5:31	3:55	1:36	2:00	2:00	0:00
Radio Hauraki	4:51	6:39	-1:48	6:59	8:40	-1:41	3:16	4:50	-1:33	5:06	5:03	0:02	5:05	6:07	-1:01	3:59	6:47	-2:47	4:05	5:46	-1:40	7:04	8:14	-1:10
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	3:12	4:30	-1:18	2:17	2:28	-0:11	3:10	3:26	-0:15	3:10	3:26	-0:15	2:50	3:41	-0:51	2:21	3:34	-1:12	4:07	6:02	-1:55	2:59	2:33	0:25
Rock	7:34	6:07	1:27	3:55	5:19	-1:24	8:23	8:54	-0:30	9:58	8:34	1:24	9:41	7:22	2:18	7:01	2:29	4:32	4:16	3:08	1:08	7:09	7:21	-0:11
Tautoko FM	8:08	12:25	-4:16	*	*	*	0:15	0:15	0:00	0:15	0:15	0:00	0:51	0:47	0:03	0:57	14:41	-13:44	5:37	18:07	-12:30	0:51	0:47	0:03
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	4:41	5:42	-1:01	5:38	5:21	0:16	4:18	4:31	-0:12	2:56	3:18	-0:22	3:19	3:36	-0:17	7:17	11:12	-3:55	8:55	12:45	-3:49	5:45	6:48	-1:03
The Sound	7:00	6:37	0:22	1:45	2:49	-1:03	5:29	9:08	-3:39	6:55	12:43	-5:48	8:21	7:09	1:11	6:31	5:44	0:46	6:06	7:30	-1:24	18:16	9:57	8:18
Today FM/Magic Talk*	7:35	9:03	-1:27	1:33	1:40	-0:06	6:16	10:51	-4:35	6:07	10:46	-4:39	8:26	10:21	-1:54	9:26	8:07	1:18	5:28	5:00	0:27	9:04	8:53	0:11
ZM	4:34	3:22	1:11	5:39	5:08	0:31	4:05	3:07	0:58	3:16	2:08	1:08	3:15	2:29	0:45	3:10	3:01	0:08	*	*	*	3:48	2:57	0:51
MediaWorks Combo	10:52	11:17	-0:25	6:41	9:11	-2:29	9:57	12:27	-2:29	11:15	12:51	-1:35	12:27	12:27	0:00	12:02	11:01	1:01	9:13	10:40	-1:26	11:59	13:15	-1:16
NZME Combo	11:29	13:02	-1:32	7:22	10:02	-2:40	6:46	6:21	0:25	6:44	5:46	0:57	9:12	10:10	-0:57	11:45	15:18	-3:32	13:50	16:54	-3:04	10:27	10:35	-0:07
All Commercial Radio	15:18	16:43	-1:25	8:48	13:38	-4:49	11:44	14:12	-2:27	13:05	14:23	-1:17	15:39	16:32	-0:53	17:09	19:03	-1:53	16:06	18:07	-2:00	15:38	17:30	-1:52
Potential (000)	122.2	122.2	0.0	25.4	25.4	0.0	34.4	33.9	0.5	31.7	31.7	0.0	48.9	48.9	0.0	36.6	36.6	0.0	35.8	35.8	0.0	18.5	19.1	-0.6
Sample	805	915	-110	128	137	-9	150	159	-9	158	156	2	274	277	-3	248	293	-45	284	358	-74	120	129	-9

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)

*Today FM/Magic Talk includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period for S1 2022 / 13 weeks of survey period for S2 2022)



NORTHLAND COMMERCIAL RADIO - SURVEY 2 2022

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

Survey Comparisons: 1/2022 - 2/2022

This Survey Period: Sun Jun 20 to Sat Nov 6 2021 & Sun Feb 13 to Sat Jun 18 2022

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

	This	Last	+/-
Potential (000)	122.2	122.2	0.0
Sample Size	805	915	-110

	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	3:05	3:15	-0:09	4:18	6:06	-1:47	4:53	5:30	-0:36	1:55	2:36	-0:41	1:29	1:58	-0:28	1:08	0:53	0:14	5:02	5:41	-0:38	
Edge	1:44	2:21	-0:36	2:19	2:50	-0:30	2:03	3:13	-1:09	1:48	2:08	-0:19	1:13	0:52	0:21	1:37	1:56	-0:19	1:45	2:03	-0:18	
Flava	1:59	2:02	-0:02	2:10	2:12	-0:01	2:44	2:29	0:15	1:44	2:05	-0:21	0:30	1:15	-0:44	1:27	1:15	0:12	3:03	2:07	0:56	
Gold	1:29	1:58	-0:29	1:59	2:41	-0:42	1:57	2:08	-0:11	1:35	1:28	0:06	2:01	2:04	-0:03	7:45	5:13	2:31	2:27	2:15	0:12	
Gold AM	3:48	4:42	-0:54	5:50	7:14	-1:24	1:15	3:37	-2:21	2:00	5:31	-3:31	2:04	1:59	0:05	2:03	1:47	0:15	6:44	7:33	-0:49	
Life FM	3:01	1:23	1:38	4:24	3:46	0:37	6:08	5:25	0:42	1:39	1:32	0:07	0:30	0:48	-0:18	2:09	0:15	1:54	2:35	1:24	1:10	
Mai FM	1:40	1:08	0:32	1:42	1:52	-0:09	1:17	1:29	-0:11	1:03	1:20	-0:16	1:35	2:50	-1:14	0:37	1:08	-0:31	1:15	1:08	0:06	
More FM	3:53	3:41	0:12	3:52	4:20	-0:27	4:00	3:56	0:04	2:13	2:04	0:09	1:08	1:25	-0:16	1:25	1:55	-0:30	3:30	3:24	0:06	
Newstalk ZB	5:29	6:26	-0:56	3:19	3:17	0:01	3:16	3:26	-0:10	3:51	3:51	0:00	3:27	3:52	-0:24	4:36	4:03	0:32	3:43	3:32	0:11	
Ngati Hine FM	1:59	1:53	0:05	1:00	0:56	0:04	2:05	1:58	0:06	1:19	0:51	0:27	1:15	1:15	0:00	*	*	*	2:00	1:44	0:15	
Radio Hauraki	2:40	3:17	-0:36	2:22	2:43	-0:21	2:49	3:32	-0:42	1:29	1:35	-0:05	2:17	2:41	-0:23	0:33	2:39	-2:06	1:37	1:51	-0:13	
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	1:21	1:44	-0:23	0:48	1:17	-0:28	1:25	1:19	0:05	1:05	1:01	0:03	1:48	3:03	-1:14	0:54	1:11	-0:16	0:49	1:26	-0:36	
Rock	2:45	2:17	0:27	4:00	3:19	0:41	3:17	2:21	0:55	2:35	2:35	-0:00	4:17	4:21	-0:04	1:55	0:18	1:37	2:06	1:43	0:23	
Tautoko FM	4:31	6:10	-1:39	5:05	11:44	-6:38	2:45	1:43	1:02	8:41	5:29	3:11	1:30	1:50	-0:20	4:00	1:57	2:02	3:01	6:01	-2:59	
Te Hiku o Te Ika	*	*	*	*	*	*	*	*	*	0:15	0:15	0:00	*	*	*	*	*	*	*	*	*	*
The Hits	1:58	1:56	0:01	3:42	4:05	-0:22	3:15	3:42	-0:26	2:04	2:12	-0:08	0:44	0:35	0:09	0:28	0:24	0:04	1:37	1:19	0:17	
The Sound	2:09	1:45	0:24	3:34	3:03	0:30	4:19	3:23	0:55	1:23	1:20	0:02	0:26	1:59	-1:32	0:45	7:24	-6:39	2:29	2:51	-0:21	
Today FM/Magic Talk*	2:24	1:52	0:32	4:23	4:10	0:13	3:16	5:41	-2:25	1:30	1:28	0:02	2:26	1:45	0:41	1:52	2:47	-0:55	2:06	2:28	-0:21	
ZM	1:32	1:01	0:31	2:22	4:06	-1:43	1:27	1:23	0:03	1:45	1:34	0:10	1:47	0:15	1:32	1:08	0:46	0:21	2:08	2:05	0:03	
MediaWorks Combo	3:31	3:16	0:14	4:19	4:22	-0:02	4:01	4:05	-0:03	2:17	2:24	-0:06	2:04	2:05	-0:01	1:30	2:03	-0:32	3:11	3:15	-0:03	
NZME Combo	3:30	4:05	-0:35	3:42	4:24	-0:41	3:55	4:44	-0:49	2:36	2:58	-0:22	2:05	1:57	0:08	3:02	3:00	0:01	3:52	3:53	-0:00	
All Commercial Radio	4:10	4:22	-0:11	4:55	5:11	-0:16	4:58	5:15	-0:16	2:56	3:10	-0:14	2:20	2:34	-0:13	2:30	2:38	-0:08	4:12	4:19	-0:07	

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)

*Today FM/Magic Talk includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period for S1 2022 / 13 weeks of survey period for S2 2022)