



NORTHLAND COMMERCIAL RADIO - SURVEY 4 2022

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

Survey Comparisons: 3/2022 - 4/2022

This Survey Period: Sun Feb 13 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022

Last Survey Period: Sun Aug 29 to Sat Nov 6 2021 & Sun Feb 13 to Sat Jun 18 & Sun Jun 26 to Sat Sep 3 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	13.2	16.6	-3.4	2	10.9	23.2	-12.3	10.3	10.6	-0.3	7.8	6.5	1.3	7.5	8.8	-1.3	10.3	14.8	-4.5	19.4	23.4	-4.0	10.5	12.3	-1.8	
Edge	7.2	4.5	2.7	5	9.1	5.5	3.6	13.9	11.5	2.4	16.0	12.3	3.7	12.6	8.3	4.3	4.3	1.7	2.6	1.1	0.7	0.4	7.3	3.8	3.5	
Flava	1.4	1.4	0.0	14	1.4	3.9	-2.5	3.3	3.6	-0.3	4.1	3.8	0.3	2.6	2.3	0.3	0.3	0.2	0.1	0.1	*	*	2.3	1.9	0.4	
Gold	6.3	4.0	2.3	7	0.6	1.3	-0.7	9.5	4.5	5.0	8.6	4.8	3.8	7.4	5.0	2.4	6.8	6.8	0.0	9.3	5.2	4.1	5.9	5.5	0.4	
Gold Sport**	0.3	0.3	0.0	18	0.1	0.1	0.0	*	*	*	0.2	0.3	-0.1	0.1	0.3	-0.2	0.2	0.4	-0.2	0.7	0.5	0.2	*	*	*	
Life FM	1.2	1.5	-0.3	16	1.5	1.5	0.0	0.6	1.4	-0.8	1.0	1.7	-0.7	1.2	1.3	-0.1	1.2	1.7	-0.5	0.8	1.5	-0.7	2.5	2.8	-0.3	
Mai FM	2.0	1.5	0.5	11	3.0	*	*	7.6	4.5	3.1	6.1	5.1	1.0	3.6	3.1	0.5	*	0.5	*	0.2	0.6	-0.4	3.4	1.5	1.9	
More FM	19.5	20.4	-0.9	1	10.5	15.2	-4.7	11.3	15.4	-4.1	10.1	16.9	-6.8	21.8	22.6	-0.8	30.7	26.7	4.0	18.8	20.4	-1.6	24.8	26.3	-1.5	
Newstalk ZB	8.7	12.2	-3.5	4	2.0	2.0	0.0	1.0	1.5	-0.5	0.3	0.7	-0.4	1.4	5.1	-3.7	6.4	12.6	-6.2	14.0	18.2	-4.2	4.6	4.3	0.3	
Ngati Hine FM	1.4	1.4	0.0	14	5.6	7.2	-1.6	1.9	2.5	-0.6	1.9	1.8	0.1	1.5	1.0	0.5	0.8	0.8	0.0	0.4	0.9	-0.5	1.2	1.0	0.2	
Radio Hauraki	3.4	3.1	0.3	9	4.7	2.4	2.3	2.9	2.1	0.8	5.1	4.5	0.6	5.6	5.1	0.5	4.2	3.9	0.3	1.2	2.1	-0.9	1.9	1.4	0.5	
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	0.7	0.9	-0.2	17	0.8	1.4	-0.6	0.6	1.1	-0.5	0.7	1.0	-0.3	0.4	0.7	-0.3	0.1	0.4	-0.3	1.4	1.2	0.2	0.4	1.0	-0.6	
Rock	12.1	8.8	3.3	3	20.3	12.6	7.7	20.9	20.9	0.0	24.2	21.2	3.0	19.1	16.2	2.9	8.7	6.2	2.5	3.7	2.0	1.7	12.4	10.4	2.0	
SENZ Sport	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Tautoko FM	2.0	2.0	0.0	11	5.6	7.2	-1.6	2.3	3.2	-0.9	1.7	2.2	-0.5	1.4	1.3	0.1	0.9	0.1	0.8	0.9	0.8	0.1	1.2	0.6	0.6	
Te Hiku o Te Ika	0.2	*	*	19	*	*	*	*	*	*	*	*	*	0.4	*	*	0.6	*	*	0.1	*	*	*	*	*	*
The Hits	5.0	5.1	-0.1	8	6.4	7.0	-0.6	2.7	5.2	-2.5	2.8	4.3	-1.5	2.9	3.8	-0.9	5.7	4.1	1.6	6.1	2.7	3.4	12.0	15.4	-3.4	
The Sound	6.5	5.5	1.0	6	3.8	0.7	3.1	3.6	1.6	2.0	2.5	2.4	0.1	3.9	4.5	-0.6	11.4	10.0	1.4	13.6	9.4	4.2	5.1	4.8	0.3	
Today FM*	1.6	3.2	-1.6	13	*	0.2	*	0.1	3.5	-3.4	1.1	4.1	-3.0	0.7	4.6	-3.9	1.8	3.8	-2.0	2.5	2.6	-0.1	*	3.3	*	
ZM	2.6	1.5	1.1	10	13.3	3.0	10.3	3.8	4.8	-1.0	2.5	3.7	-1.2	1.8	2.3	-0.5	0.6	0.2	0.4	0.1	*	*	2.2	1.8	0.4	
MediaWorks Combo	50.5	45.3	5.2		47.3	36.7	10.6	57.8	58.4	-0.6	60.4	62.8	-2.4	63.9	61.5	2.4	60.0	51.0	9.0	40.7	36.7	4.0	53.7	51.3	2.4	
NZME Combo	40.9	44.2	-3.3		39.3	43.4	-4.1	33.5	32.3	1.2	31.4	28.6	2.8	29.4	32.6	-3.2	34.5	43.0	-8.5	50.9	52.1	-1.2	39.5	42.6	-3.1	
Potential (000)	122.2	122.2	0.0		25.4	25.4	0.0	35.0	34.6	0.4	31.7	31.7	0.0	48.9	48.9	0.0	36.6	36.6	0.0	35.8	35.8	0.0	21.0	19.6	1.4	
Sample	817	817	0		149	122	27	173	144	29	167	161	6	261	266	-5	233	250	-17	282	294	-12	124	117	7	

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, Humm FM (from S4 2022), Magic (from S4 2022)

NZME Combo: Coast, Flava, Gold, Gold AM (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui

*Today FM includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022

**Gold AM renamed to Gold Sport from Mon Jun 27 2022



NORTHLAND COMMERCIAL RADIO - SURVEY 4 2022

Station Share (%) by Daypart, People 10+

Survey Comparisons: 3/2022 - 4/2022

This Survey Period: Sun Feb 13 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022

Last Survey Period: Sun Aug 29 to Sat Nov 6 2021 & Sun Feb 13 to Sat Jun 18 & Sun Jun 26 to Sat Sep 3 2022

	This	Last	+/-
Potential (000)	122.2	122.2	0.0
Sample Size	817	817	0

	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	+/-	
Coast	10.7	13.1	-2.4	4	16.6	21.0	-4.4	15.2	20.7	-5.5	8.7	9.9	-1.2	5.2	8.3	-3.1	7.9	4.3	3.6	14.6	18.2	-3.6	
Edge	6.4	3.8	2.6	5	7.1	5.3	1.8	6.8	4.2	2.6	7.3	4.9	2.4	7.0	3.7	3.3	17.1	4.8	12.3	7.3	4.6	2.7	
Flava	1.5	1.5	0.0	14	2.1	1.2	0.9	1.5	1.9	-0.4	0.3	0.7	-0.4	0.1	0.3	-0.2	1.5	1.9	-0.4	1.2	1.4	-0.2	
Gold	5.3	2.6	2.7	6	7.3	3.5	3.8	8.4	4.7	3.7	4.9	3.8	1.1	3.1	4.6	-1.5	2.6	5.1	-2.5	5.5	5.1	0.4	
Gold Sport**	0.2	0.3	-0.1	18	0.1	0.1	0.0	0.2	0.4	-0.2	0.5	0.4	0.1	*	*	*	*	0.5	*	0.6	0.4	0.2	
Life FM	2.0	2.2	-0.2	13	0.9	1.3	-0.4	0.8	1.4	-0.6	0.9	0.8	0.1	0.4	0.1	0.3	2.2	3.7	-1.5	1.4	1.3	0.1	
Mai FM	2.7	1.7	1.0	10	1.1	1.6	-0.5	2.1	1.1	1.0	3.6	1.1	2.5	3.2	6.2	-3.0	3.2	1.7	1.5	1.0	1.0	0.0	
More FM	24.4	23.2	1.2	1	22.2	22.0	0.2	19.6	20.2	-0.6	18.8	20.0	-1.2	9.4	8.0	1.4	7.3	9.9	-2.6	16.3	19.9	-3.6	
Newstalk ZB	11.5	16.3	-4.8	3	6.2	8.0	-1.8	3.8	5.9	-2.1	5.7	13.8	-8.1	23.1	24.3	-1.2	31.6	42.0	-10.4	9.6	12.3	-2.7	
Ngati Hine FM	0.8	1.4	-0.6	16	0.8	0.4	0.4	1.7	2.1	-0.4	4.1	3.6	0.5	0.4	0.5	-0.1	0.6	*	*	1.1	0.8	0.3	
Radio Hauraki	2.5	2.3	0.2	11	3.1	3.1	0.0	4.1	3.9	0.2	4.3	4.0	0.3	3.2	4.1	-0.9	1.6	0.6	1.0	3.8	2.5	1.3	
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	0.4	0.4	0.0	17	0.3	0.5	-0.2	0.6	1.6	-1.0	1.5	1.1	0.4	3.0	2.2	0.8	*	*	*	0.8	0.6	0.2	
Rock	11.9	9.0	2.9	2	10.1	7.3	2.8	10.0	6.6	3.4	17.9	13.4	4.5	22.6	25.5	-2.9	4.7	3.6	1.1	12.5	7.5	5.0	
SENZ Sport	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Tautoko FM	4.5	4.4	0.1	7	0.8	0.5	0.3	1.9	1.9	0.0	1.3	1.2	0.1	0.3	0.3	0.0	2.2	4.3	-2.1	1.5	1.4	0.1	
Te Hiku o Te Ika	0.2	*	*	18	0.2	*	*	0.2	*	*	*	*	*	0.9	*	*	0.1	*	*	0.1	*	*	
The Hits	4.5	4.9	-0.4	7	4.8	4.8	0.0	5.2	5.7	-0.5	4.9	5.7	-0.8	5.5	1.7	3.8	5.9	4.1	1.8	5.3	5.2	0.1	
The Sound	4.4	3.5	0.9	9	8.0	6.7	1.3	8.6	7.5	1.1	5.3	4.3	1.0	1.1	0.7	0.4	2.1	0.6	1.5	7.0	6.5	0.5	
Today FM*	1.2	2.6	-1.4	15	2.0	5.1	-3.1	1.6	2.9	-1.3	0.9	2.5	-1.6	2.7	5.8	-3.1	1.0	3.4	-2.4	1.7	2.1	-0.4	
ZM	2.3	1.6	0.7	12	1.2	0.8	0.4	2.0	0.6	1.4	4.2	3.7	0.5	6.5	2.7	3.8	5.9	3.6	2.3	2.9	1.2	1.7	
MediaWorks Combo	51.7	44.2	7.5		51.9	49.8	2.1	51.0	44.6	6.4	55.6	47.5	8.1	47.1	50.1	-3.0	36.9	25.2	11.7	47.4	43.6	3.8	
NZME Combo	38.6	42.6	-4.0		41.4	42.6	-1.2	40.4	43.8	-3.4	33.5	42.1	-8.6	46.8	45.9	0.9	57.0	62.1	-5.1	43.5	46.6	-3.1	

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NZME Combo: Coast, Flava, Gold, Gold AM (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui

*Today FM includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022

**Gold AM renamed to Gold Sport from Mon Jun 27 2022



NORTHLAND COMMERCIAL RADIO - SURVEY 4 2022

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

Survey Comparisons: 3/2022 - 4/2022

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Last Survey Period: Sun Aug 29 to Sat Nov 6 2021 & Sun Feb 13 to Sat Jun 18 & Sun Jun 26 to Sat Sep 3 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	16.7	17.8	-1.1	2	1.7	3.0	-1.3	3.2	2.2	1.0	3.2	2.2	1.0	5.4	4.8	0.6	6.5	6.6	-0.1	7.7	8.1	-0.4	2.5	2.3	0.2	
Edge	13.4	12.2	1.2	4	2.3	2.3	0.0	6.0	6.4	-0.4	6.5	7.1	-0.6	9.6	8.6	1.0	3.7	1.9	1.8	1.3	0.9	0.4	3.9	2.7	1.2	
Flava	3.7	2.8	0.9	12	0.6	0.8	-0.2	1.9	1.6	0.3	2.2	1.5	0.7	2.7	1.9	0.8	0.7	0.4	0.3	0.3	*	*	1.6	0.8	0.8	
Gold	8.6	8.3	0.3	7	0.9	1.2	-0.3	1.8	0.7	1.1	2.2	1.0	1.2	3.6	3.3	0.3	4.2	5.3	-1.1	3.9	3.8	0.1	1.6	1.3	0.3	
Gold Sport**	1.0	1.3	-0.3	18	0.1	0.2	-0.1	*	*	*	0.2	0.1	0.1	0.2	0.4	-0.2	0.4	0.7	-0.3	0.5	0.6	-0.1	*	*	*	
Life FM	2.6	3.9	-1.3	15	0.2	1.0	-0.8	0.6	1.2	-0.6	0.8	1.4	-0.6	1.1	1.6	-0.5	1.1	1.3	-0.2	1.2	1.2	0.0	0.8	1.0	-0.2	
Mai FM	4.8	5.1	-0.3	10	0.6	0.1	0.5	3.8	3.5	0.3	3.8	4.1	-0.3	3.8	4.2	-0.4	*	0.3	*	0.4	0.8	-0.4	1.4	1.1	0.3	
More FM	23.0	25.7	-2.7	1	2.2	2.9	-0.7	4.7	5.4	-0.7	5.5	6.3	-0.8	10.3	11.5	-1.2	9.8	11.0	-1.2	8.2	9.1	-0.9	5.0	6.1	-1.1	
Newstalk ZB	7.9	10.9	-3.0	8	0.3	0.3	0.0	0.3	1.1	-0.8	0.4	1.2	-0.8	1.0	3.1	-2.1	2.6	4.4	-1.8	4.7	5.6	-0.9	1.1	1.5	-0.4	
Ngati Hine FM	2.7	2.4	0.3	14	0.7	0.9	-0.2	0.9	1.1	-0.2	1.0	0.9	0.1	1.3	0.9	0.4	0.8	0.3	0.5	0.7	0.7	0.0	0.5	0.4	0.1	
Radio Hauraki	6.4	7.4	-1.0	9	0.8	0.7	0.1	1.6	2.1	-0.5	2.4	3.1	-0.7	4.4	5.0	-0.6	2.8	3.1	-0.3	1.1	1.5	-0.4	1.1	1.2	-0.1	
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	2.3	3.5	-1.2	17	0.3	0.7	-0.4	0.4	0.7	-0.3	0.5	0.7	-0.2	0.5	1.0	-0.5	0.2	0.9	-0.7	1.1	1.3	-0.2	0.2	0.8	-0.6	
Rock	15.7	12.6	3.1	3	2.9	3.0	-0.1	6.3	5.1	1.2	7.5	5.6	1.9	10.4	8.2	2.2	4.6	3.7	0.9	2.4	1.4	1.0	2.7	1.6	1.1	
SENZ Sport	*	0.1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Tautoko FM	2.6	2.5	0.1	15	0.7	0.9	-0.2	0.5	0.9	-0.4	0.6	0.7	-0.1	1.0	0.9	0.1	1.0	0.5	0.5	0.7	0.6	0.1	0.6	0.6	0.0	
Te Hiku o Te Ika	0.3	0.3	0.0	19	*	*	*	*	0.3	*	*	0.3	*	0.2	0.3	-0.1	0.3	*	*	0.2	*	*	*	0.3	*	
The Hits	9.3	9.9	-0.6	5	1.6	2.1	-0.5	2.8	3.9	-1.1	3.3	4.3	-1.0	5.4	5.9	-0.5	3.4	2.9	0.5	1.7	1.4	0.3	2.5	2.8	-0.3	
The Sound	8.8	7.1	1.7	6	0.4	0.4	0.0	1.3	0.8	0.5	1.7	1.3	0.4	3.1	3.6	-0.5	4.6	3.9	0.7	5.0	2.7	2.3	0.8	0.7	0.1	
Today FM*	3.3	5.5	-2.2	13	0.1	0.1	0.0	0.5	1.7	-1.2	0.6	1.9	-1.3	0.8	2.9	-2.1	1.2	1.9	-0.7	1.9	2.1	-0.2	*	0.9	*	
ZM	4.3	3.8	0.5	11	1.2	0.9	0.3	2.6	2.6	0.0	2.3	2.4	-0.1	2.8	2.7	0.1	0.6	0.3	0.3	0.1	*	*	1.6	1.4	0.2	
MediaWorks Combo	52.1	52.5	-0.4		6.3	7.7	-1.4	16.3	15.6	0.7	17.7	17.1	0.6	26.3	26.5	-0.2	18.3	18.3	0.0	16.4	15.3	1.1	9.7	9.5	0.2	
NZME Combo	43.4	46.3	-2.9		4.7	6.1	-1.4	11.0	10.1	0.9	12.5	11.5	1.0	18.9	19.5	-0.6	15.2	17.7	-2.5	15.3	16.4	-1.1	8.3	8.2	0.1	
All Commercial Radio	77.4	80.7	-3.3		9.4	12.2	-2.8	20.7	21.3	-0.6	22.7	22.9	-0.2	34.2	35.3	-1.1	26.5	27.6	-1.1	26.4	26.2	0.2	13.9	13.4	0.5	
Potential (000)	122.2	122.2	0.0		25.4	25.4	0.0	35.0	34.6	0.4	31.7	31.7	0.0	48.9	48.9	0.0	36.6	36.6	0.0	35.8	35.8	0.0	21.0	19.6	1.4	
Sample	817	817	0		149	122	27	173	144	29	167	161	6	261	266	-5	233	250	-17	282	294	-12	124	117	7	

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, Humm FM (from S4 2022), Magic (from S4 2022)

NZME Combo: Coast, Flava, Gold, Gold AM (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui

*Today FM includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022

**Gold AM renamed to Gold Sport from Mon Jun 27 2022



NORTHLAND COMMERCIAL RADIO - SURVEY 4 2022

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

Survey Comparisons: 3/2022 - 4/2022

This Survey Period: Sun Feb 13 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022

Last Survey Period: Sun Aug 29 to Sat Nov 6 2021 & Sun Feb 13 to Sat Jun 18 & Sun Jun 26 to Sat Sep 3 2022

	This	Last	+/-
Potential (000)	122.2	122.2	0.0
Sample Size	817	817	0

	Breakfast Mon-Fri 6am-9am				Morning Mon-Fri 9am-12md			Afternoon Mon-Fri 12md-4pm			Drive Mon-Fri 4pm-7pm			Night Mon-Fri 7pm-12mn			Mid Dawn Mon-Fri 12mn-6am			Weekend Sat-Sun 12mn-12mn			
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	
Coast	9.6	10.5	-0.9	3	9.9	10.1	-0.2	10.4	11.9	-1.5	6.3	7.4	-1.1	2.0	1.9	0.1	1.2	0.8	0.4	8.8	9.5	-0.7	
Edge	7.3	6.3	1.0	4	4.9	4.8	0.1	7.0	6.4	0.6	4.6	4.9	-0.3	1.9	1.3	0.6	1.9	1.6	0.3	6.0	6.1	-0.1	
Flava	2.1	1.8	0.3	12	1.8	1.4	0.4	1.6	1.8	-0.2	0.4	0.6	-0.2	0.2	0.2	0.0	0.4	0.4	0.0	1.3	1.2	0.1	
Gold	5.3	4.6	0.7	6	4.2	3.9	0.3	4.8	4.2	0.6	3.8	3.9	-0.1	1.0	1.3	-0.3	0.5	0.6	-0.1	4.5	4.6	-0.1	
Gold Sport**	0.3	0.5	-0.2	18	0.2	0.2	0.0	0.4	0.7	-0.3	0.3	0.2	0.1	*	*	*	*	0.2	*	0.4	0.3	0.1	
Life FM	1.0	1.8	-0.8	15	1.2	1.1	0.1	1.1	1.1	0.0	1.0	0.8	0.2	0.4	0.1	0.3	0.4	0.5	-0.1	1.7	1.5	0.2	
Mai FM	2.8	2.5	0.3	11	1.5	2.4	-0.9	2.4	2.6	-0.2	2.2	1.4	0.8	0.6	1.4	-0.8	0.9	0.7	0.2	1.2	1.7	-0.5	
More FM	15.0	17.3	-2.3	1	12.2	13.4	-1.2	13.1	15.5	-2.4	11.4	12.6	-1.2	2.9	2.9	0.0	1.9	1.6	0.3	12.9	15.9	-3.0	
Newstalk ZB	5.5	7.5	-2.0	5	4.6	5.6	-1.0	3.7	5.0	-1.3	2.7	5.5	-2.8	2.6	2.8	-0.2	2.8	3.1	-0.3	5.7	7.8	-2.1	
Ngati Hine FM	0.8	1.0	-0.2	16	0.6	0.7	-0.1	1.4	1.7	-0.3	1.7	1.5	0.2	0.3	0.2	0.1	0.2	*	*	1.0	0.9	0.1	
Radio Hauraki	2.9	2.9	0.0	10	2.1	2.9	-0.8	3.4	3.3	0.1	2.8	2.8	0.0	0.7	1.0	-0.3	0.6	0.3	0.3	3.3	3.3	0.0	
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	0.6	0.7	-0.1	17	0.9	1.1	-0.2	1.5	2.9	-1.4	1.4	1.2	0.2	0.7	0.5	0.2	*	*	*	1.4	1.8	-0.4	
Rock	10.4	8.3	2.1	2	6.0	3.5	2.5	7.8	4.5	3.3	9.6	7.4	2.2	2.7	3.0	-0.3	1.4	0.5	0.9	10.1	6.7	3.4	
SENZ Sport	*	*	*	*	*	0.1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Tautoko FM	1.7	1.7	0.0	14	0.8	0.3	0.5	1.2	1.1	0.1	0.7	0.6	0.1	0.1	0.1	0.0	0.3	0.4	-0.1	1.0	1.4	-0.4	
Te Hiku o Te Ika	0.2	*	*	19	0.2	*	*	0.2	*	*	*	0.3	*	0.3	*	*	0.2	*	*	0.2	*	*	
The Hits	3.7	4.7	-1.0	8	2.6	3.0	-0.4	3.4	3.9	-0.5	3.9	4.0	-0.1	1.8	1.7	0.1	1.1	0.9	0.2	4.7	4.7	0.0	
The Sound	4.7	3.3	1.4	7	5.1	3.5	1.6	5.6	4.3	1.3	3.7	2.5	1.2	0.9	0.6	0.3	0.3	0.2	0.1	5.0	4.3	0.7	
Today FM*	2.1	3.2	-1.1	12	1.8	3.2	-1.4	2.0	2.9	-0.9	1.0	2.5	-1.5	0.4	1.3	-0.9	0.3	0.6	-0.3	1.8	2.9	-1.1	
ZM	3.2	2.4	0.8	9	0.8	0.7	0.1	1.8	1.0	0.8	2.8	2.2	0.6	0.4	0.6	-0.2	0.6	0.5	0.1	2.5	1.9	0.6	
MediaWorks Combo	36.8	35.6	1.2		27.3	26.5	0.8	32.7	32.4	0.3	29.3	28.9	0.4	9.8	10.5	-0.7	6.4	5.5	0.9	32.8	33.7	-0.9	
NZME Combo	28.6	31.6	-3.0		23.2	24.6	-1.4	24.7	27.3	-2.6	21.3	23.9	-2.6	8.3	9.5	-1.2	6.9	6.7	0.2	26.7	28.8	-2.1	
All Commercial Radio	59.4	63.6	-4.2		47.6	46.8	0.8	54.6	55.9	-1.3	48.4	50.3	-1.9	18.5	19.0	-0.5	11.9	11.4	0.5	55.4	58.3	-2.9	

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, Humm FM (from S4 2022), Magic (from S4 2022)

NZME Combo: Coast, Flava, Gold, Gold AM (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui

*Today FM includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022

**Gold AM renamed to Gold Sport from Mon Jun 27 2022



NORTHLAND COMMERCIAL RADIO - SURVEY 4 2022

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

Survey Comparisons: 3/2022 - 4/2022

This Survey Period: Sun Feb 13 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022

Last Survey Period: Sun Aug 29 to Sat Nov 6 2021 & Sun Feb 13 to Sat Jun 18 & Sun Jun 26 to Sat Sep 3 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	9:46	11:51	-2:04	8:47	9:38	-0:51	9:04	12:55	-3:51	8:18	8:54	-0:36	7:51	9:51	-1:59	6:37	10:14	-3:36	9:14	12:25	-3:11	10:44	13:27	-2:42
Edge	6:38	4:39	1:59	5:16	3:02	2:14	6:24	4:48	1:35	8:17	5:18	2:59	7:23	5:09	2:13	4:54	4:07	0:47	3:11	3:12	-0:01	4:54	3:29	1:25
Flava	4:36	6:10	-1:34	3:01	5:55	-2:54	4:42	6:14	-1:32	6:20	7:43	-1:23	5:29	6:31	-1:02	2:00	2:09	-0:09	1:19	*	*	3:43	6:22	-2:39
Gold	8:58	6:07	2:50	0:49	1:22	-0:33	14:50	18:27	-3:37	13:04	14:51	-1:46	11:24	8:06	3:17	6:45	5:48	0:56	8:48	5:54	2:54	9:25	10:14	-0:48
Gold Sport**	3:28	3:05	0:22	0:45	0:45	0:00	*	*	*	5:30	5:30	0:00	5:30	4:16	1:13	2:23	2:31	-0:07	4:30	3:39	0:51	*	*	*
Life FM	5:40	4:46	0:54	9:54	1:52	8:01	2:48	3:04	-0:15	4:28	3:45	0:42	5:56	4:34	1:21	4:43	6:15	-1:31	2:33	5:18	-2:44	8:12	7:03	1:08
Mai FM	5:15	3:43	1:31	7:01	0:30	6:31	5:30	3:24	2:05	5:25	3:49	1:35	5:25	3:54	1:31	*	7:56	*	1:24	3:09	-1:45	6:15	3:23	2:51
More FM	10:28	10:05	0:23	6:20	6:44	-0:24	6:46	7:40	-0:54	6:13	8:07	-1:54	11:56	10:33	1:23	12:57	11:05	1:52	8:24	9:39	-1:15	12:44	10:34	2:09
Newstalk ZB	13:29	14:17	-0:47	9:00	9:00	0:00	9:00	3:41	5:18	2:32	1:46	0:45	8:16	8:50	-0:33	10:09	13:16	-3:07	10:59	13:59	-3:00	10:50	7:03	3:46
Ngati Hine FM	6:25	7:31	-1:06	10:42	10:41	0:01	5:52	5:57	-0:04	6:30	5:56	0:33	6:31	5:56	0:35	4:03	10:16	-6:13	2:02	5:41	-3:38	6:38	6:26	0:12
Radio Hauraki	6:34	5:18	1:15	8:08	4:15	3:52	4:58	2:42	2:15	7:08	4:30	2:37	7:12	5:27	1:44	6:06	5:50	0:16	3:50	5:47	-1:57	4:43	2:48	1:54
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	3:46	3:04	0:41	3:26	2:33	0:53	4:21	4:17	0:03	4:41	4:17	0:24	4:41	3:33	1:08	2:15	2:17	-0:01	4:42	3:52	0:50	3:43	3:03	0:40
Rock	9:30	8:48	0:41	9:33	5:24	4:09	9:10	10:59	-1:48	10:49	11:30	-0:41	10:22	10:31	-0:09	7:56	7:38	0:18	5:39	6:01	-0:22	11:55	16:10	-4:14
SENZ Sport	*	1:00	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Tautoko FM	9:30	9:52	-0:22	10:42	10:41	0:01	12:34	9:20	3:13	10:09	9:10	0:58	7:49	7:31	0:18	3:47	0:58	2:49	4:51	5:40	-0:49	5:20	2:41	2:39
Te Hiku o Te Ika	6:58	0:15	6:43	*	*	*	*	0:15	*	*	0:15	*	11:30	0:15	11:15	6:58	*	*	2:00	*	*	*	0:15	*
The Hits	6:40	6:32	0:07	5:27	4:16	1:10	2:43	3:35	-0:51	2:49	3:04	-0:15	3:03	3:27	-0:23	6:52	6:26	0:26	13:01	8:30	4:31	12:42	13:47	-1:04
The Sound	9:10	9:55	-0:44	14:25	2:01	12:23	7:33	5:25	2:07	4:43	5:32	-0:49	6:59	6:38	0:20	10:24	11:35	-1:10	9:59	15:00	-5:00	17:10	16:36	0:33
Today FM*	5:55	7:20	-1:25	0:30	2:45	-2:15	0:51	5:29	-4:38	5:56	6:32	-0:35	5:27	8:28	-3:00	6:14	9:05	-2:50	4:56	5:27	-0:31	*	9:15	*
ZM	7:22	4:56	2:25	15:11	4:18	10:52	4:06	4:53	-0:46	3:34	4:37	-1:02	3:39	4:23	-0:44	4:07	2:28	1:39	4:30	*	*	3:27	3:07	0:19
MediaWorks Combo	11:56	10:58	0:57	10:09	5:59	4:10	9:53	10:01	-0:08	11:30	11:11	0:18	13:40	12:24	1:16	13:37	12:42	0:54	9:05	10:18	-1:12	14:19	13:19	1:00
NZME Combo	11:36	12:08	-0:32	11:15	8:59	2:16	8:27	8:31	-0:04	8:28	7:35	0:53	8:46	8:56	-0:10	9:27	11:06	-1:38	12:14	13:39	-1:25	12:17	12:47	-0:30
All Commercial Radio	15:56	15:45	0:11	14:29	10:24	4:05	13:27	12:33	0:54	14:48	13:21	1:26	16:28	15:09	1:19	15:42	16:32	-0:50	13:53	16:25	-2:31	18:36	18:23	0:12
Potential (000)	122.2	122.2	0.0	25.4	25.4	0.0	35.0	34.6	0.4	31.7	31.7	0.0	48.9	48.9	0.0	36.6	36.6	0.0	35.8	35.8	0.0	21.0	19.6	1.4
Sample	817	817	0	149	122	27	173	144	29	167	161	6	261	266	-5	233	250	-17	282	294	-12	124	117	7

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, Humm FM (from S4 2022), Magic (from S4 2022)

NZME Combo: Coast, Flava, Gold, Gold AM (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui

*Today FM includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022

**Gold AM renamed to Gold Sport from Mon Jun 27 2022



NORTHLAND COMMERCIAL RADIO - SURVEY 4 2022

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

Survey Comparisons: 3/2022 - 4/2022

This Survey Period: Sun Feb 13 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022

Last Survey Period: Sun Aug 29 to Sat Nov 6 2021 & Sun Feb 13 to Sat Jun 18 & Sun Jun 26 to Sat Sep 3 2022

	This	Last	+/-
Potential (000)	122.2	122.2	0.0
Sample Size	817	817	0

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

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, Humm FM (from S4 2022), Magic (from S4 2022)

NZME Combo: Coast, Flava, Gold, Gold AM (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui

*Today FM includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022

**Gold AM renamed to Gold Sport from Mon Jun 27 2022