



NORTHLAND COMMERCIAL RADIO - SURVEY 2 2023

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

Survey Comparisons: 1/2023 - 2/2023

This Survey Period: Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 2023

Last Survey Period: Sun Apr 10 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 2023

	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	+/-
Breeze	0.5	0.9	-0.4	17	*	*	*	*	*	*	0.1	0.4	-0.3	0.2	1.5	-1.3	0.9	2.4	-1.5	1.3	0.7	0.6	0.4	0.6	-0.2
Coast	12.4	13.5	-1.1	2	7.5	7.8	-0.3	5.5	7.3	-1.8	4.3	6.1	-1.8	5.5	5.8	-0.3	12.8	12.7	0.1	19.1	21.9	-2.8	9.4	9.8	-0.4
Edge	8.1	7.1	1.0	6	12.8	11.4	1.4	10.0	11.3	-1.3	15.7	14.6	1.1	12.6	11.5	1.1	3.8	3.4	0.4	1.4	1.3	0.1	8.2	7.3	0.9
Flava	2.6	2.8	-0.2	12	3.1	3.3	-0.2	8.1	7.8	0.3	6.8	7.4	-0.6	4.7	5.1	-0.4	0.6	0.7	-0.1	0.2	0.1	0.1	5.6	6.8	-1.2
Gold	9.2	8.1	1.1	4	0.2	0.5	-0.3	11.5	10.3	1.2	11.6	9.5	2.1	11.0	9.4	1.6	10.2	9.9	0.3	12.0	11.2	0.8	4.9	5.1	-0.2
Gold Sport	0.2	0.4	-0.2	19	*	0.1	*	*	*	*	0.3	0.2	0.1	0.2	0.1	0.1	0.2	0.4	-0.2	0.4	0.9	-0.5	*	*	*
Life FM	1.1	0.9	0.2	15	2.6	1.6	1.0	0.6	0.6	0.0	1.0	0.7	0.3	1.2	0.7	0.5	1.2	0.8	0.4	0.5	0.5	0.0	1.1	2.0	-0.9
Mai FM	2.7	2.4	0.3	11	7.6	7.9	-0.3	8.5	7.3	1.2	6.0	5.2	0.8	3.9	3.3	0.6	*	*	*	*	0.1	*	4.9	3.2	1.7
More FM	16.9	18.8	-1.9	1	9.2	9.0	0.2	11.4	13.3	-1.9	11.1	12.9	-1.8	20.6	22.2	-1.6	26.6	26.6	0.0	15.5	16.1	-0.6	22.7	24.4	-1.7
Newstalk ZB	8.2	8.0	0.2	5	*	*	*	*	*	*	0.1	0.1	0.0	1.4	1.2	0.2	6.3	6.9	-0.6	15.6	15.1	0.5	7.2	5.5	1.7
Ngati Hine FM	2.6	1.4	1.2	12	8.1	5.6	2.5	3.3	1.3	2.0	3.4	1.5	1.9	3.0	1.5	1.5	1.8	1.2	0.6	0.7	0.5	0.2	2.5	1.1	1.4
Radio Hauraki	3.1	2.8	0.3	9	2.9	4.0	-1.1	3.6	2.5	1.1	3.9	3.9	0.0	5.0	4.4	0.6	4.2	3.2	1.0	1.1	1.0	0.1	1.9	1.9	0.0
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	0.5	0.3	0.2	17	0.9	0.6	0.3	1.0	0.4	0.6	1.1	0.5	0.6	0.7	0.3	0.4	*	0.1	*	*	0.2	*	*	0.1	*
Rock	9.4	10.9	-1.5	3	13.4	15.7	-2.3	18.2	19.8	-1.6	18.8	22.0	-3.2	14.7	17.5	-2.8	6.1	7.3	-1.2	3.0	3.1	-0.1	11.6	10.7	0.9
SENZ Sport	0.1	*	*	20	*	*	*	*	*	*	*	*	*	*	*	*	0.2	*	*	0.2	*	*	*	*	*
Tautoko FM	1.8	1.4	0.4	14	6.2	5.9	0.3	2.4	1.8	0.6	2.3	1.5	0.8	2.0	1.2	0.8	1.3	0.9	0.4	0.6	0.8	-0.2	2.1	1.1	1.0
Te Hiku o Te Ika	0.9	0.5	0.4	16	1.4	0.3	1.1	0.1	0.1	0.0	*	*	*	1.4	1.0	0.4	2.1	1.5	0.6	0.2	0.1	0.1	*	*	*
The Hits	4.9	4.4	0.5	8	5.2	5.3	-0.1	3.2	3.6	-0.4	2.3	3.0	-0.7	2.3	2.9	-0.6	3.3	3.2	0.1	5.7	4.4	1.3	9.6	8.6	1.0
The Sound	5.3	6.6	-1.3	7	2.2	3.4	-1.2	2.1	2.7	-0.6	1.2	2.2	-1.0	1.9	3.9	-2.0	11.2	13.1	-1.9	13.4	14.1	-0.7	2.7	6.1	-3.4
ZM	2.8	3.1	-0.3	10	14.0	16.5	-2.5	4.0	4.8	-0.8	3.4	3.5	-0.1	2.4	2.6	-0.2	0.5	0.6	-0.1	0.1	0.1	0.0	2.3	3.0	-0.7
MediaWorks Combo	44.0	47.4	-3.4		46.7	47.8	-1.1	51.7	55.0	-3.3	54.0	57.8	-3.8	54.6	60.3	-5.7	49.4	53.6	-4.2	35.6	36.4	-0.8	51.7	53.5	-1.8
NZME Combo	43.4	43.1	0.3		32.9	37.4	-4.5	35.9	36.4	-0.5	32.6	33.6	-1.0	32.6	31.6	1.0	38.2	37.6	0.6	54.3	54.7	-0.4	40.9	40.8	0.1
Potential (000)	124.1	124.1	0.0		25.6	25.6	0.0	35.7	35.8	-0.1	32.5	32.5	0.0	49.6	49.6	0.0	36.6	36.6	0.0	36.3	36.3	0.0	25.9	23.5	2.4
Sample	811	885	-74		162	153	9	202	193	9	177	189	-12	273	294	-21	232	247	-15	270	308	-38	169	164	5

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

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

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



NORTHLAND COMMERCIAL RADIO - SURVEY 2 2023

Station Share (%) by Daypart, People 10+

Survey Comparisons: 1/2023 - 2/2023

This Survey Period: Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 2023

Last Survey Period: Sun Apr 10 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 2023

	This	Last	+/-
Potential (000)	124.1	124.1	0.0
Sample Size	811	885	-74

	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	+/-
Breeze	0.3	0.6	-0.3	17	0.5	1.1	-0.6	*	1.0	*	0.1	0.8	-0.7	0.6	0.5	0.1	0.2	0.2	0.0	1.6	1.2	0.4
Coast	8.8	9.8	-1.0	4	15.6	16.4	-0.8	14.3	15.1	-0.8	10.8	10.5	0.3	8.4	6.5	1.9	8.9	9.0	-0.1	13.0	16.1	-3.1
Edge	6.5	5.9	0.6	6	8.0	7.6	0.4	8.1	7.2	0.9	7.8	6.8	1.0	8.7	6.1	2.6	13.8	12.8	1.0	8.6	7.1	1.5
Flava	2.1	2.3	-0.2	14	3.6	3.5	0.1	2.3	2.4	-0.1	2.9	2.6	0.3	2.3	2.7	-0.4	0.4	1.7	-1.3	2.9	3.4	-0.5
Gold	7.8	7.0	0.8	5	11.6	9.5	2.1	12.1	10.6	1.5	7.6	6.7	0.9	6.0	4.6	1.4	6.4	5.9	0.5	6.8	6.7	0.1
Gold Sport	0.3	0.3	0.0	17	0.1	0.2	-0.1	0.3	0.4	-0.1	0.4	0.5	-0.1	*	*	*	*	*	*	0.1	0.6	-0.5
Life FM	1.6	1.5	0.1	15	0.4	0.6	-0.2	1.4	0.6	0.8	0.5	0.5	0.0	0.7	0.4	0.3	0.6	1.5	-0.9	1.4	1.0	0.4
Mai FM	3.1	2.9	0.2	10	0.8	1.2	-0.4	2.7	2.6	0.1	3.3	3.4	-0.1	4.9	4.8	0.1	6.4	3.8	2.6	2.6	1.6	1.0
More FM	20.7	24.0	-3.3	1	18.9	21.0	-2.1	15.4	18.2	-2.8	13.2	16.1	-2.9	14.6	13.3	1.3	12.7	11.2	1.5	16.3	16.4	-0.1
Newstalk ZB	13.9	12.2	1.7	2	4.4	3.9	0.5	2.8	2.4	0.4	7.5	6.8	0.7	23.5	26.5	-3.0	18.9	26.6	-7.7	8.3	8.4	-0.1
Ngati Hine FM	2.6	1.1	1.5	12	1.5	0.6	0.9	2.9	1.7	1.2	5.8	4.2	1.6	1.5	0.5	1.0	2.8	0.5	2.3	1.6	1.1	0.5
Radio Hauraki	2.3	1.8	0.5	13	3.3	2.6	0.7	3.4	3.3	0.1	3.2	3.2	0.0	0.7	0.4	0.3	4.2	3.4	0.8	3.4	3.4	0.0
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	0.3	0.1	0.2	17	0.4	0.2	0.2	0.4	0.3	0.1	0.7	0.7	0.0	*	0.1	*	2.2	0.3	1.9	0.4	0.3	0.1
Rock	9.2	11.2	-2.0	3	9.5	10.7	-1.2	10.0	10.4	-0.4	13.7	16.1	-2.4	5.3	9.5	-4.2	3.6	6.2	-2.6	8.4	9.7	-1.3
SENZ Sport	*	*	*	*	*	*	*	*	*	*	0.1	*	*	*	*	*	*	*	*	*	0.2	*
Tautoko FM	4.8	4.0	0.8	7	0.8	0.5	0.3	1.8	1.3	0.5	0.5	0.5	0.0	*	*	*	1.6	1.5	0.1	1.0	0.7	0.3
Te Hiku o Te Ika	1.4	1.1	0.3	16	0.4	0.2	0.2	0.6	0.4	0.2	0.2	0.1	0.1	1.6	1.1	0.5	1.3	0.1	1.2	1.2	0.7	0.5
The Hits	3.9	3.6	0.3	8	4.9	3.7	1.2	5.5	4.4	1.1	4.7	4.6	0.1	4.6	5.6	-1.0	5.6	4.8	0.8	5.3	5.2	0.1
The Sound	3.3	4.4	-1.1	9	6.3	7.9	-1.6	6.3	8.3	-2.0	4.8	5.9	-1.1	2.8	3.6	-0.8	2.4	2.0	0.4	6.6	6.9	-0.3
ZM	2.7	3.2	-0.5	11	1.9	1.7	0.2	2.2	2.5	-0.3	4.3	5.0	-0.7	6.3	7.8	-1.5	2.9	4.3	-1.4	2.8	2.9	-0.1
MediaWorks Combo	43.4	49.1	-5.7		45.0	50.5	-5.5	43.9	48.6	-4.7	44.4	49.9	-5.5	37.8	38.4	-0.6	41.0	37.1	3.9	45.2	43.6	1.6
NZME Combo	41.7	40.1	1.6		45.4	41.6	3.8	42.9	41.1	1.8	41.5	39.8	1.7	51.7	54.1	-2.4	47.2	55.6	-8.4	42.6	46.8	-4.2

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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



NORTHLAND COMMERCIAL RADIO - SURVEY 2 2023

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

Survey Comparisons: 1/2023 - 2/2023

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Last Survey Period: Sun Apr 10 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 2023

	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	+/-	
Breeze	1.8	2.3	-0.5	16	*	*	*	*	0.3	*	0.1	0.5	-0.4	0.4	1.3	-0.9	1.2	1.7	-0.5	1.2	0.9	0.3	0.6	0.6	0.0	
Coast	16.2	17.3	-1.1	2	1.0	1.1	-0.1	2.7	2.8	-0.1	2.5	3.1	-0.6	5.0	5.3	-0.3	7.1	6.8	0.3	7.8	8.4	-0.6	3.2	3.0	0.2	
Edge	11.9	11.8	0.1	4	2.4	1.9	0.5	5.3	5.2	0.1	6.0	5.9	0.1	8.1	8.3	-0.2	2.8	3.0	-0.2	1.2	1.3	-0.1	4.0	3.7	0.3	
Flava	3.8	4.7	-0.9	13	1.3	1.1	0.2	2.3	2.4	-0.1	1.5	2.3	-0.8	1.8	3.0	-1.2	0.7	0.9	-0.2	0.6	0.4	0.2	1.0	1.7	-0.7	
Gold	10.2	10.4	-0.2	5	0.3	0.8	-0.5	2.5	2.3	0.2	3.1	2.8	0.3	5.0	4.7	0.3	4.5	4.9	-0.4	4.3	4.6	-0.3	1.7	1.7	0.0	
Gold Sport	0.7	1.3	-0.6	19	*	0.2	*	*	*	*	0.2	0.2	0.0	0.2	0.2	0.0	0.3	0.5	-0.2	0.5	0.7	-0.2	*	*	*	
Life FM	3.2	2.8	0.4	15	0.9	0.7	0.2	1.0	1.1	-0.1	0.7	0.6	0.1	1.2	0.8	0.4	1.2	1.1	0.1	0.9	1.2	-0.3	0.6	0.7	-0.1	
Mai FM	6.3	5.7	0.6	9	2.8	1.8	1.0	5.1	4.2	0.9	3.2	3.4	-0.2	3.4	3.5	-0.1	0.1	0.1	0.0	0.1	0.4	-0.3	1.7	1.3	0.4	
More FM	20.5	23.1	-2.6	1	3.0	2.5	0.5	5.2	5.4	-0.2	5.5	6.0	-0.5	8.9	10.8	-1.9	8.0	9.4	-1.4	7.2	7.5	-0.3	5.1	6.0	-0.9	
Newstalk ZB	8.8	8.0	0.8	6	*	*	*	0.1	0.1	0.0	0.3	0.3	0.0	1.0	0.9	0.1	2.6	2.8	-0.2	5.6	5.2	0.4	1.6	1.3	0.3	
Ngati Hine FM	5.3	3.1	2.2	12	1.5	0.7	0.8	1.8	0.7	1.1	1.8	0.8	1.0	2.6	1.5	1.1	2.0	1.4	0.6	1.2	0.9	0.3	1.2	0.5	0.7	
Radio Hauraki	6.3	5.8	0.5	9	0.8	1.1	-0.3	2.0	1.8	0.2	2.9	2.1	0.8	4.1	3.5	0.6	2.2	2.0	0.2	1.3	1.0	0.3	1.4	1.3	0.1	
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	1.5	1.5	0.0	17	0.5	0.4	0.1	0.7	0.6	0.1	0.7	0.4	0.3	0.7	0.4	0.3	*	0.1	*	*	0.3	*	*	0.1	*	
Rock	12.6	13.8	-1.2	3	2.2	2.2	0.0	6.3	5.9	0.4	6.2	6.8	-0.6	8.2	9.3	-1.1	3.6	4.1	-0.5	2.0	2.1	-0.1	3.2	2.9	0.3	
SENZ Sport	0.2	*	*	20	*	*	*	*	*	*	*	*	*	*	*	*	0.2	*	*	0.2	*	*	*	*	*	*
Tautoko FM	3.8	2.5	1.3	13	1.3	0.8	0.5	1.0	0.5	0.5	1.1	0.6	0.5	1.8	1.0	0.8	1.3	0.9	0.4	0.6	0.6	0.0	1.0	0.6	0.4	
Te Hiku o Te Ika	1.4	0.9	0.5	18	0.4	0.2	0.2	0.1	0.2	-0.1	*	*	*	0.5	0.4	0.1	1.0	0.8	0.2	0.4	0.4	0.0	*	*	*	
The Hits	8.2	9.1	-0.9	7	1.8	1.7	0.1	2.6	3.1	-0.5	2.2	3.0	-0.8	3.8	5.1	-1.3	2.9	3.2	-0.3	2.1	1.8	0.3	1.9	2.1	-0.2	
The Sound	7.6	9.0	-1.4	8	0.3	0.3	0.0	1.6	1.7	-0.1	1.5	2.1	-0.6	2.3	3.4	-1.1	4.2	5.0	-0.8	5.1	5.2	-0.1	0.8	1.3	-0.5	
ZM	6.0	5.9	0.1	11	1.7	1.7	0.0	3.8	3.6	0.2	3.7	3.1	0.6	4.0	3.7	0.3	0.5	0.7	-0.2	0.2	0.2	0.0	2.0	2.0	0.0	
MediaWorks Combo	46.7	48.8	-2.1		6.9	5.9	1.0	17.5	16.9	0.6	17.6	18.1	-0.5	23.7	25.7	-2.0	15.4	16.9	-1.5	14.0	14.5	-0.5	11.9	11.2	0.7	
NZME Combo	45.7	47.1	-1.4		4.9	5.1	-0.2	12.1	12.2	-0.1	12.7	13.2	-0.5	18.8	19.9	-1.1	15.1	15.8	-0.7	17.2	17.0	0.2	9.7	9.5	0.2	
All Commercial Radio	76.4	77.3	-0.9		9.7	8.7	1.0	21.9	21.4	0.5	23.6	23.5	0.1	34.0	34.7	-0.7	24.8	25.9	-1.1	25.9	26.1	-0.2	17.4	15.9	1.5	
Potential (000)	124.1	124.1	0.0		25.6	25.6	0.0	35.7	35.8	-0.1	32.5	32.5	0.0	49.6	49.6	0.0	36.6	36.6	0.0	36.3	36.3	0.0	25.9	23.5	2.4	
Sample	811	885	-74		162	153	9	202	193	9	177	189	-12	273	294	-21	232	247	-15	270	308	-38	169	164	5	

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

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



NORTHLAND COMMERCIAL RADIO - SURVEY 2 2023

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

Survey Comparisons: 1/2023 - 2/2023

This Survey Period: Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 2023

Last Survey Period: Sun Apr 10 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 2023

	This	Last	+/-
Potential (000)	124.1	124.1	0.0
Sample Size	811	885	-74

	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	+/-
Breeze	0.9	1.0	-0.1	16	0.7	0.8	-0.1	0.1	0.4	-0.3	0.1	0.6	-0.5	0.1	0.1	0.0	0.2	0.2	0.0	1.0	1.2	-0.2
Coast	8.8	10.0	-1.2	2	9.3	10.4	-1.1	10.2	11.0	-0.8	7.5	7.4	0.1	3.2	2.3	0.9	1.6	1.7	-0.1	9.8	10.4	-0.6
Edge	5.7	6.1	-0.4	6	5.0	5.3	-0.3	7.0	6.4	0.6	4.3	3.8	0.5	1.9	1.8	0.1	1.8	2.0	-0.2	6.1	6.2	-0.1
Flava	1.5	2.5	-1.0	14	1.9	2.5	-0.6	1.8	2.3	-0.5	1.1	1.0	0.1	0.4	0.7	-0.3	0.2	0.7	-0.5	1.9	2.3	-0.4
Gold	6.0	6.5	-0.5	5	5.7	5.6	0.1	6.4	6.0	0.4	4.9	4.7	0.2	1.4	1.2	0.2	1.4	1.3	0.1	5.0	5.5	-0.5
Gold Sport	0.2	0.4	-0.2	19	0.1	0.3	-0.2	0.3	0.6	-0.3	0.2	0.3	-0.1	*	*	*	*	*	*	0.2	0.5	-0.3
Life FM	1.1	0.7	0.4	15	1.1	0.9	0.2	1.8	1.1	0.7	0.9	0.7	0.2	0.4	0.3	0.1	0.3	0.6	-0.3	2.2	1.5	0.7
Mai FM	3.8	3.0	0.8	7	1.3	1.6	-0.3	3.1	3.0	0.1	2.4	2.4	0.0	0.6	1.0	-0.4	1.1	1.3	-0.2	2.6	2.4	0.2
More FM	13.3	15.3	-2.0	1	10.8	13.1	-2.3	10.4	12.4	-2.0	8.6	10.5	-1.9	3.7	3.5	0.2	3.7	3.0	0.7	11.3	12.5	-1.2
Newstalk ZB	6.5	5.9	0.6	4	4.3	4.2	0.1	4.0	3.0	1.0	3.8	3.3	0.5	2.4	2.9	-0.5	2.8	3.1	-0.3	5.3	5.8	-0.5
Ngati Hine FM	2.6	1.3	1.3	12	1.3	0.8	0.5	3.0	1.8	1.2	2.9	2.0	0.9	0.7	0.3	0.4	0.4	0.2	0.2	1.7	1.2	0.5
Radio Hauraki	3.4	2.5	0.9	10	2.1	1.7	0.4	3.3	2.7	0.6	2.6	2.3	0.3	0.6	0.4	0.2	1.0	1.1	-0.1	2.5	3.0	-0.5
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	0.4	0.2	0.2	18	0.8	0.6	0.2	0.7	0.8	-0.1	0.7	0.7	0.0	*	0.1	*	0.4	0.3	0.1	0.4	0.6	-0.2
Rock	8.3	9.1	-0.8	3	4.8	5.3	-0.5	7.0	7.1	-0.1	7.6	8.5	-0.9	1.3	2.2	-0.9	1.5	1.7	-0.2	8.0	9.2	-1.2
SENZ Sport	*	*	*	*	*	*	*	*	*	*	0.2	*	*	*	*	*	*	*	*	0.2	*	*
Tautoko FM	2.1	1.6	0.5	13	1.0	0.8	0.2	2.0	1.3	0.7	0.8	0.7	0.1	*	*	*	0.3	0.3	0.0	0.9	0.7	0.2
Te Hiku o Te Ika	0.8	0.6	0.2	17	0.3	0.2	0.1	0.7	0.4	0.3	0.2	0.2	0.0	0.5	0.4	0.1	0.6	0.2	0.4	0.9	0.6	0.3
The Hits	3.4	3.3	0.1	10	2.6	2.4	0.2	4.3	3.8	0.5	3.2	3.4	-0.2	1.3	1.6	-0.3	1.4	1.2	0.2	3.1	4.5	-1.4
The Sound	3.5	4.6	-1.1	9	4.1	5.4	-1.3	4.6	5.9	-1.3	3.9	4.2	-0.3	0.7	1.2	-0.5	0.4	0.4	0.0	5.0	5.2	-0.2
ZM	3.6	3.9	-0.3	8	1.8	1.7	0.1	2.6	2.6	0.0	3.9	4.2	-0.3	0.7	0.7	0.0	0.7	1.0	-0.3	3.4	3.1	0.3
MediaWorks Combo	32.9	34.7	-1.8		23.9	26.9	-3.0	29.2	30.4	-1.2	24.4	27.1	-2.7	8.3	9.7	-1.4	8.0	7.9	0.1	30.3	31.4	-1.1
NZME Combo	29.5	30.8	-1.3		24.5	25.2	-0.7	27.4	27.4	0.0	24.4	24.1	0.3	9.4	9.2	0.2	8.7	9.7	-1.0	27.0	30.0	-3.0
All Commercial Radio	58.9	60.7	-1.8		46.7	48.5	-1.8	56.3	55.6	0.7	48.9	49.2	-0.3	18.5	19.0	-0.5	15.3	15.6	-0.3	53.0	56.0	-3.0

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

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



NORTHLAND COMMERCIAL RADIO - SURVEY 2 2023

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

Survey Comparisons: 1/2023 - 2/2023

This Survey Period: Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 2023

Last Survey Period: Sun Apr 10 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 2023

	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	+/-
Breeze	3:39	5:30	-1:51	*	*	*	*	0:28	*	3:30	3:03	0:26	2:37	7:09	-4:31	3:19	6:21	-3:02	4:13	3:12	1:01	2:03	2:54	-0:50
Coast	9:52	10:28	-0:35	10:55	8:55	1:59	7:23	9:11	-1:48	6:48	7:57	-1:09	6:37	7:06	-0:28	7:50	8:33	-0:43	9:55	10:45	-0:50	9:05	9:27	-0:21
Edge	8:42	8:05	0:36	7:42	7:32	0:10	6:53	7:27	-0:33	10:17	9:57	0:20	9:28	8:50	0:38	5:59	5:12	0:46	4:58	3:59	0:58	6:23	5:51	0:31
Flava	8:58	8:03	0:55	3:18	3:41	-0:22	12:40	11:10	1:30	18:03	12:57	5:06	15:39	10:50	4:48	3:31	3:30	0:00	1:16	1:15	0:00	16:44	11:44	4:59
Gold	11:38	10:28	1:09	1:00	0:49	0:11	16:39	15:08	1:31	14:47	13:37	1:10	13:19	12:41	0:38	9:44	9:18	0:26	11:18	10:08	1:09	8:53	8:31	0:21
Gold Sport	4:02	3:45	0:16	*	0:45	*	*	*	*	5:30	5:30	0:00	5:30	5:30	0:00	3:04	3:36	-0:31	3:18	4:50	-1:31	*	*	*
Life FM	4:24	4:11	0:12	4:04	2:57	1:07	2:14	2:00	0:14	5:08	4:36	0:31	5:51	5:24	0:27	4:16	3:06	1:09	2:03	1:48	0:15	5:26	8:14	-2:48
Mai FM	5:31	5:35	-0:03	3:56	5:31	-1:34	6:08	5:57	0:11	7:16	6:17	0:59	7:02	6:05	0:56	1:00	1:00	0:00	0:30	1:19	-0:49	8:44	7:18	1:26
More FM	10:35	10:53	-0:17	4:23	4:35	-0:12	7:57	8:35	-0:37	7:57	8:39	-0:41	14:03	13:07	0:55	14:18	12:53	1:24	8:42	8:50	-0:08	13:48	12:04	1:44
Newstalk ZB	12:00	13:20	-1:20	*	*	*	1:00	1:00	0:00	0:49	0:51	-0:01	8:29	8:38	-0:09	10:20	11:23	-1:03	11:11	12:07	-0:56	14:06	12:12	1:53
Ngati Hine FM	6:13	6:03	0:10	7:59	10:41	-2:42	6:46	6:11	0:35	7:30	7:07	0:22	7:00	6:25	0:35	3:57	3:59	-0:02	2:29	2:15	0:13	6:19	6:20	-0:00
Radio Hauraki	6:16	6:29	-0:13	5:12	4:42	0:30	6:18	4:50	1:28	5:20	7:22	-2:02	7:23	8:00	-0:36	8:23	7:20	1:02	3:38	4:06	-0:28	4:11	4:20	-0:08
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	3:57	2:25	1:32	2:35	1:46	0:48	4:56	2:31	2:25	6:30	4:42	1:48	6:30	4:42	1:48	*	3:00	*	*	2:22	*	*	2:30	*
Rock	9:37	10:34	-0:56	8:33	9:00	-0:27	10:32	11:35	-1:03	11:48	13:10	-1:22	10:54	12:05	-1:10	7:21	8:05	-0:44	6:01	6:01	0:00	10:58	11:00	-0:02
SENZ Sport	4:30	*	*	*	*	*	*	*	*	*	*	*	*	*	*	4:30	*	*	4:30	*	*	*	*	*
Tautoko FM	6:16	7:33	-1:17	6:54	9:17	-2:22	8:25	12:41	-4:15	8:12	10:03	-1:50	6:46	7:56	-1:09	4:19	4:16	0:03	3:57	5:25	-1:28	6:03	5:14	0:49
Te Hiku o Te Ika	7:59	7:36	0:23	4:51	1:45	3:06	1:45	1:45	0:00	*	*	*	15:18	15:45	-0:27	9:16	9:02	0:13	1:36	1:38	-0:01	*	*	*
The Hits	7:44	6:26	1:18	4:06	4:02	0:03	4:30	4:07	0:22	4:09	4:04	0:05	3:42	3:37	0:04	5:01	4:31	0:30	10:44	10:07	0:37	16:00	12:09	3:50
The Sound	8:57	9:42	-0:44	11:34	15:14	-3:39	4:43	5:39	-0:55	3:12	4:03	-0:51	4:51	7:18	-2:27	11:31	12:05	-0:34	10:42	11:05	-0:23	10:17	14:17	-3:59
ZM	5:55	6:59	-1:04	11:55	12:07	-0:12	3:46	4:40	-0:54	3:37	4:27	-0:49	3:41	4:24	-0:42	4:31	4:10	0:20	2:44	2:30	0:14	3:34	4:30	-0:55
MediaWorks Combo	12:07	12:59	-0:51	9:44	10:21	-0:36	10:44	11:16	-0:32	12:03	12:56	-0:53	13:59	15:01	-1:01	13:54	14:32	-0:37	10:14	10:21	-0:07	13:23	14:02	-0:39
NZME Combo	12:13	12:14	-0:01	9:35	9:25	0:10	10:48	10:21	0:27	10:06	10:18	-0:11	10:32	10:08	0:23	10:58	10:53	0:05	12:45	13:20	-0:34	13:01	12:37	0:24
All Commercial Radio	16:49	17:19	-0:29	14:47	14:44	0:02	16:34	16:09	0:24	16:37	17:10	-0:33	17:50	18:26	-0:35	17:27	17:43	-0:16	15:35	15:51	-0:16	17:42	18:29	-0:47
Potential (000)	124.1	124.1	0.0	25.6	25.6	0.0	35.7	35.8	-0.1	32.5	32.5	0.0	49.6	49.6	0.0	36.6	36.6	0.0	36.3	36.3	0.0	25.9	23.5	2.4
Sample	811	885	-74	162	153	9	202	193	9	177	189	-12	273	294	-21	232	247	-15	270	308	-38	169	164	5

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

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



NORTHLAND COMMERCIAL RADIO - SURVEY 2 2023

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

Survey Comparisons: 1/2023 - 2/2023

This Survey Period: Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 2023

Last Survey Period: Sun Apr 10 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 2023

	This	Last	+/-
Potential (000)	124.1	124.1	0.0
Sample Size	811	885	-74

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

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

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