



NORTHLAND COMMERCIAL RADIO - SURVEY 1 2021

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

Survey Comparisons: 4/2020 - 1/2021

This Survey Period: Sun Feb 2 to Sat Mar 28 2020 & Sun Jul 19 to Sat Nov 14 2020 & Sun Feb 14 to Sat Apr 10 2021

Last Survey Period: Sun Aug 25 to Sat Nov 2 2019 & Sun Feb 2 to Sat Mar 28 2020 & Sun July 19 to Sat Nov 14 2020

	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	10.3	11.4	-1.1	3	*	0.4	*	2.5	2.5	0.0	3.2	2.8	0.4	4.2	4.0	0.2	11.2	10.1	1.1	20.5	23.5	-3.0	6.7	6.1	0.6
Edge	9.6	7.1	2.5	4	33.8	20.6	13.2	21.7	17.9	3.8	13.3	13.9	-0.6	10.0	9.6	0.4	3.6	2.9	0.7	0.8	0.8	0.0	17.4	16.0	1.4
Gold*	5.0	5.4	-0.4	8	3.3	3.0	0.3	4.4	6.0	-1.6	7.7	6.6	1.1	6.1	5.9	0.2	6.2	8.4	-2.2	5.4	7.2	-1.8	3.6	4.0	-0.4
Life FM	1.9	1.6	0.3	13	0.3	0.8	-0.5	6.4	5.1	1.3	5.4	4.4	1.0	3.1	2.5	0.6	0.3	0.4	-0.1	1.3	1.0	0.3	0.8	0.7	0.1
Magic Talk	3.8	5.4	-1.6	10	0.2	3.7	-3.5	3.6	4.0	-0.4	3.3	3.3	0.0	3.7	3.3	0.4	3.7	4.7	-1.0	3.2	5.6	-2.4	5.9	6.3	-0.4
Mai FM	2.7	2.4	0.3	12	8.4	7.4	1.0	4.4	5.5	-1.1	3.8	3.8	0.0	3.0	3.4	-0.4	1.5	1.7	-0.2	0.5	0.1	0.4	2.6	2.0	0.6
More FM	19.1	19.5	-0.4	1	15.0	22.7	-7.7	13.5	16.2	-2.7	15.1	18.4	-3.3	20.0	23.8	-3.8	26.1	25.7	0.4	22.0	17.3	4.7	19.1	22.3	-3.2
Newstalk ZB	12.3	12.5	-0.2	2	2.2	2.4	-0.2	2.4	1.8	0.6	6.7	5.0	1.7	6.4	4.3	2.1	9.2	7.3	1.9	20.0	19.7	0.3	4.5	4.7	-0.2
Ngati Hine FM	0.4	0.7	-0.3	15	*	0.3	*	1.3	1.8	-0.5	1.1	1.4	-0.3	0.8	1.2	-0.4	0.3	0.6	-0.3	0.1	0.1	0.0	1.8	2.0	-0.2
Radio Hauraki	4.1	3.7	0.4	9	2.0	0.1	1.9	2.2	2.7	-0.5	2.0	3.0	-1.0	6.7	6.8	-0.1	7.8	7.1	0.7	1.9	1.5	0.4	4.6	4.2	0.4
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.1	*	*	*	*
Rhema	1.3	1.2	0.1	14	*	0.5	*	1.4	0.8	0.6	1.2	1.0	0.2	0.6	0.5	0.1	2.1	1.8	0.3	3.3	2.8	0.5	0.5	1.1	-0.6
Rock	7.8	7.6	0.2	5	9.6	3.4	6.2	12.5	10.0	2.5	9.5	13.5	-4.0	11.4	13.8	-2.4	10.4	10.1	0.3	3.5	2.6	0.9	6.8	5.5	1.3
Sunshine FM	*	0.2	*	*	*	1.4	*	*	0.8	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Tai FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Tautoko FM	0.1	0.5	-0.4	16	0.3	0.2	0.1	0.4	1.0	-0.6	0.4	0.8	-0.4	0.2	0.8	-0.6	*	0.4	*	*	0.5	*	*	0.6	*
Te Hiku o Te Ika	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
The Hits	3.7	4.7	-1.0	11	3.3	10.9	-7.6	3.2	2.9	0.3	3.3	2.4	0.9	3.4	3.5	-0.1	4.3	5.5	-1.2	5.2	5.1	0.1	4.6	3.9	0.7
The Sound	5.4	5.8	-0.4	7	3.3	1.5	1.8	0.6	0.8	-0.2	3.6	3.2	0.4	4.0	4.4	-0.4	6.0	8.2	-2.2	8.2	8.7	-0.5	6.6	7.7	-1.1
ZM	6.3	4.2	2.1	6	8.8	5.4	3.4	14.3	10.7	3.6	14.9	11.2	3.7	10.7	7.7	3.0	3.0	1.9	1.1	0.1	0.1	0.0	12.2	11.2	1.0
MediaWorks Combo	50.2	49.0	1.2		75.0	63.0	12.0	57.4	55.5	1.9	49.9	57.2	-7.3	53.6	59.3	-5.7	52.4	54.1	-1.7	39.8	35.9	3.9	60.0	60.3	-0.3
NZME Combo	43.0	42.6	0.4		24.3	24.7	-0.4	31.9	29.1	2.8	40.3	33.1	7.2	38.9	33.3	5.6	41.7	40.3	1.4	53.1	57.1	-4.0	36.5	34.2	2.3
Potential (000)	121.7	116.2	5.5		25.2	24.7	0.5	34.6	31.3	3.3	31.5	28.6	2.9	48.9	45.3	3.6	36.9	35.6	1.3	35.9	34.7	1.2	21.8	19.6	2.2
NZME and Partners	806	844	-38		86	109	-23	133	157	-24	141	162	-21	282	321	-39	268	284	-16	316	294	22	131	144	-13

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 Gold (from S3 2020) or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Hokonui or Flava

*Gold includes a combination of Gold and Mix for Sun Aug 25 to Sat Nov 2 2019 & Sun Feb 2 to Sat Mar 28 2020.



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	This	Last	+/-
Potential (000)	121.7	116.2	5.5
Sample Size	806	844	-38

	Breakfast				Morning			Afternoon			Drive			Night			Mid Dawn			Weekend							
	Mon-Fri 6am-9am			Rank	This	Last	+/-	Mon-Fri 12md-4pm			+/-	Mon-Fri 4pm-7pm			+/-	Mon-Fri 7pm-12mn			+/-	Mon-Fri 12mn-6am			+/-	Sat-Sun 12mn-12mn			+/-
Coast	7.6	7.2	0.4	5	11.2	12.4	-1.2	10.3	11.0	-0.7	11.1	12.0	-0.9	21.8	16.8	5.0	6.4	7.9	-1.5	10.8	14.1	-3.3					
Edge	8.1	6.2	1.9	3	9.9	8.5	1.4	10.8	7.3	3.5	13.1	9.2	3.9	5.6	6.9	-1.3	6.2	5.6	0.6	9.2	6.0	3.2					
Gold*	4.2	4.9	-0.7	9	5.2	5.3	-0.1	4.9	5.3	-0.4	5.7	5.7	0.0	9.0	7.3	1.7	7.1	7.6	-0.5	4.0	4.8	-0.8					
Life FM	0.2	0.3	-0.1	14	2.9	2.2	0.7	4.2	3.6	0.6	2.0	1.9	0.1	0.6	0.5	0.1	*	*	*	0.8	0.8	0.0					
Magic Talk	5.4	5.5	-0.1	7	3.7	5.9	-2.2	3.3	5.0	-1.7	3.7	6.8	-3.1	3.5	7.2	-3.7	4.0	5.0	-1.0	2.7	4.7	-2.0					
Mai FM	2.7	2.3	0.4	11	0.7	1.2	-0.5	2.6	2.8	-0.2	3.6	2.7	0.9	0.1	0.1	0.0	0.7	1.4	-0.7	4.9	3.6	1.3					
More FM	24.3	26.4	-2.1	1	18.1	17.5	0.6	15.2	17.9	-2.7	20.8	21.5	-0.7	11.2	6.6	4.6	9.7	9.5	0.2	22.1	20.4	1.7					
Newstalk ZB	16.5	17.9	-1.4	2	6.3	6.4	-0.1	7.5	7.1	0.4	8.3	7.2	1.1	25.1	24.0	1.1	40.8	41.7	-0.9	11.7	11.3	0.4					
Ngati Hine FM	*	0.2	*	*	0.4	0.7	-0.3	0.2	0.5	-0.3	0.3	0.8	-0.5	0.5	1.4	-0.9	2.7	1.5	1.2	0.6	0.8	-0.2					
Radio Hauraki	2.4	1.8	0.6	12	6.0	5.1	0.9	6.8	5.8	1.0	5.7	5.9	-0.2	2.9	3.0	-0.1	0.1	0.1	0.0	1.4	2.2	-0.8					
Radio Waatea	*	*	*	*	*	0.1	*	*	*	*	*	*	*	0.1	0.2	-0.1	*	*	*	*	*	*					
Rhema	1.9	1.7	0.2	13	1.7	1.2	0.5	0.7	0.7	0.0	1.0	1.3	-0.3	1.3	1.2	0.1	0.4	0.3	0.1	1.5	1.3	0.2					
Rock	7.9	6.2	1.7	4	8.7	6.9	1.8	7.1	7.7	-0.6	10.8	9.1	1.7	6.9	8.8	-1.9	6.5	8.1	-1.6	6.7	8.3	-1.6					
Sunshine FM	*	0.1	*	*	*	0.3	*	*	*	*	*	0.4	*	*	*	*	*	1.1	*	*	*	*					
Tai FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*					
Tautoko FM	*	0.2	*	*	*	0.2	*	0.2	0.3	-0.1	*	0.2	*	0.6	3.9	-3.3	*	*	*	0.4	0.9	-0.5					
Te Hiku o Te Ika	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*					
The Hits	3.3	4.2	-0.9	10	3.6	4.6	-1.0	3.9	4.8	-0.9	3.6	4.9	-1.3	3.8	5.9	-2.1	0.4	0.7	-0.3	4.6	5.6	-1.0					
The Sound	4.6	4.7	-0.1	8	8.9	8.3	0.6	6.2	7.4	-1.2	2.3	3.3	-1.0	1.1	1.8	-0.7	0.7	1.0	-0.3	5.7	6.3	-0.6					
ZM	6.2	4.1	2.1	6	6.7	6.1	0.6	10.6	7.2	3.4	3.5	2.5	1.0	0.1	1.6	-1.5	7.6	4.0	3.6	3.4	1.5	1.9					
MediaWorks Combo	55.4	53.0	2.4		51.1	48.7	2.4	47.0	49.0	-2.0	55.2	53.2	2.0	30.2	33.8	-3.6	32.3	33.3	-1.0	53.0	50.2	2.8					
NZME Combo	41.1	40.7	0.4		40.1	40.7	-0.6	45.4	42.1	3.3	39.3	38.7	0.6	62.8	58.6	4.2	63.1	62.3	0.8	38.1	40.7	-2.6					

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NZME Combo: Coast or Gold (from S3 2020) or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Hokonui or Flava

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	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	14.4	-1.4	4	*	0.2	*		0.5	1.1	-0.6		1.0	1.2	-0.2		3.2	3.1	0.1		5.8	5.9	-0.1		7.4	8.4	-1.0		2.2	2.1	0.1	
Edge	23.3	19.4	3.9	2	10.4	6.3	4.1		11.0	8.8	2.2		8.9	8.2	0.7		11.7	11.1	0.6		3.3	4.3	-1.0		1.0	1.7	-0.7		6.9	6.6	0.3	
Gold*	6.7	7.5	-0.8	12	0.9	1.0	-0.1		1.2	2.0	-0.8		2.1	2.5	-0.4		3.9	4.4	-0.5		3.3	3.5	-0.2		1.9	2.1	-0.2		1.4	1.1	0.3	
Life FM	3.2	3.2	0.0	15	0.1	0.7	-0.6		1.7	1.3	0.4		2.1	1.8	0.3		2.2	2.1	0.1		0.4	0.4	0.0		0.8	0.5	0.3		0.6	0.8	-0.2	
Magic Talk	7.8	9.4	-1.6	10	0.2	1.4	-1.2		2.2	2.6	-0.4		2.4	2.0	0.4		4.3	3.6	0.7		3.0	3.2	-0.2		2.1	2.8	-0.7		2.4	2.3	0.1	
Mai FM	10.6	8.4	2.2	7	2.5	1.9	0.6		6.4	5.6	0.8		6.8	5.1	1.7		7.3	5.7	1.6		1.2	1.4	-0.2		0.8	0.8	0.0		3.4	1.9	1.5	
More FM	31.8	29.8	2.0	1	7.5	6.9	0.6		6.5	5.4	1.1		7.5	7.3	0.2		14.5	14.6	-0.1		13.8	13.1	0.7		8.8	7.6	1.2		7.4	7.0	0.4	
Newstalk ZB	12.3	11.6	0.7	5	0.1	0.2	-0.1		2.1	1.4	0.7		2.6	1.7	0.9		4.5	3.4	1.1		4.4	3.9	0.5		5.6	5.3	0.3		1.9	1.3	0.6	
Ngati Hine FM	4.3	4.0	0.3	13	*	0.2	*		2.8	2.4	0.4		3.0	2.3	0.7		3.6	2.9	0.7		1.2	1.2	0.0		0.5	0.6	-0.1		3.4	2.6	0.8	
Radio Hauraki	8.6	8.0	0.6	9	0.6	0.3	0.3		2.1	2.1	0.0		2.4	3.5	-1.1		5.6	6.0	-0.4		4.0	3.1	0.9		2.3	1.6	0.7		2.7	2.8	-0.1	
Radio Waatea	0.2	0.3	-0.1	18	*	*	*		*	*	*		*	*	*		*	0.1	*		*	0.1	*		0.2	0.3	-0.1		*	*	*	
Rhema	3.3	2.6	0.7	14	*	0.1	*		1.5	0.8	0.7		1.5	0.9	0.6		1.5	0.9	0.6		1.5	1.2	0.3		1.9	1.5	0.4		0.2	0.3	-0.1	
Rock	14.7	10.6	4.1	3	3.2	1.3	1.9		5.0	3.7	1.3		4.6	4.2	0.4		9.1	7.5	1.6		6.4	4.6	1.8		2.2	1.7	0.5		3.5	2.3	1.2	
Sunshine FM	0.1	0.9	-0.8	19	*	0.7	*		0.1	0.9	-0.8		0.1	0.1	0.0		0.1	0.1	0.0		*	*	*		*	*	*		*	*	*	
Tai FM	*	*	*	*	*	*	*		*	*	*		*	*	*		*	*	*		*	*	*		*	*	*		*	*	*	
Tautoko FM	1.4	1.4	0.0	16	1.2	0.6	0.6		0.2	0.5	-0.3		0.2	0.5	-0.3		0.2	0.7	-0.5		*	0.1	*		*	0.2	*		*	0.4	*	
Te Hiku o Te Ika	0.4	0.2	0.2	17	*	*	*		0.4	0.2	0.2		0.4	0.2	0.2		0.4	0.2	0.2		*	*	*		*	*	*		0.4	0.2	0.2	
The Hits	10.6	11.0	-0.4	7	2.5	2.9	-0.4		4.1	3.1	1.0		4.5	3.4	1.1		6.3	5.8	0.5		2.6	3.4	-0.8		1.7	2.0	-0.3		3.4	2.6	0.8	
The Sound	7.7	6.1	1.6	11	1.4	0.5	0.9		0.6	0.8	-0.2		1.1	1.2	-0.1		3.5	3.3	0.2		4.0	3.5	0.5		2.7	2.2	0.5		1.6	1.6	0.0	
ZM	10.9	6.0	4.9	6	4.1	1.9	2.2		3.9	2.6	1.3		4.3	2.8	1.5		6.6	3.8	2.8		2.4	1.1	1.3		0.2	0.3	-0.1		3.9	2.3	1.6	
MediaWorks Combo	66.9	59.6	7.3		16.9	13.5	3.4		20.9	18.2	2.7		20.7	19.0	1.7		33.2	30.3	2.9		22.7	20.5	2.2		14.7	13.4	1.3		17.9	15.3	2.6	
NZME Combo	51.7	48.1	3.6		8.3	6.0	2.3		11.4	10.9	0.5		14.0	13.4	0.6		23.9	22.0	1.9		17.2	16.3	0.9		15.1	15.4	-0.3		10.7	9.3	1.4	
All Commercial Radio	93.4	85.5	7.9		17.9	14.8	3.1		26.1	23.6	2.5		26.6	24.9	1.7		42.4	38.9	3.5		30.9	28.7	2.2		26.6	25.3	1.3		19.8	17.6	2.2	
Potential (000)	121.7	116.2	5.5		25.2	24.7	0.5		34.6	31.3	3.3		31.5	28.6	2.9		48.9	45.3	3.6		36.9	35.6	1.3		35.9	34.7	1.2		21.8	19.6	2.2	
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	Breakfast				Morning			Afternoon			Drive			Night			Mid Dawn			Weekend			
	Mon-Fri 6am-9am		+/-	Rank	This	Last	+/-	Mon-Fri 12md-4pm		+/-	Mon-Fri 4pm-7pm		+/-	Mon-Fri 7pm-12mn		+/-	Mon-Fri 12mn-6am		+/-	Sat-Sun 12mn-12mn		+/-	
Coast	6.8	5.8	1.0	5	7.9	8.4	-0.5	7.0	7.4	-0.4	5.6	4.8	0.8	2.3	2.4	-0.1	2.1	1.6	0.5	7.0	9.4	-2.4	
Edge	13.5	10.7	2.8	2	8.4	8.6	-0.2	13.6	9.5	4.1	9.4	6.9	2.5	3.1	2.8	0.3	2.9	2.2	0.7	14.5	10.5	4.0	
Gold*	4.6	4.6	0.0	8	3.5	3.3	0.2	3.9	3.2	0.7	3.6	3.6	0.0	1.1	0.9	0.2	0.8	0.8	0.0	3.9	5.3	-1.4	
Life FM	0.6	0.5	0.1	14	2.0	1.3	0.7	2.8	2.1	0.7	2.0	1.7	0.3	0.4	0.3	0.1	*	*	*	1.1	1.4	-0.3	
Magic Talk	4.5	5.0	-0.5	9	3.4	4.9	-1.5	3.4	4.0	-0.6	4.0	5.3	-1.3	0.9	2.5	-1.6	1.1	1.4	-0.3	4.2	5.1	-0.9	
Mai FM	4.3	3.1	1.2	10	1.6	2.0	-0.4	4.2	4.3	-0.1	3.4	2.7	0.7	0.1	0.2	-0.1	0.3	0.5	-0.2	7.5	5.6	1.9	
More FM	21.0	19.6	1.4	1	14.7	12.8	1.9	14.7	15.4	-0.7	15.1	15.3	-0.2	3.7	3.2	0.5	2.6	2.0	0.6	20.8	20.4	0.4	
Newstalk ZB	9.1	8.5	0.6	4	5.6	4.6	1.0	5.5	4.5	1.0	5.4	4.3	1.1	4.5	4.2	0.3	5.2	4.7	0.5	9.1	8.8	0.3	
Ngati Hine FM	0.1	0.4	-0.3	16	1.0	1.2	-0.2	0.5	1.0	-0.5	0.6	1.4	-0.8	0.5	1.1	-0.6	1.7	0.9	0.8	1.5	1.5	0.0	
Radio Hauraki	3.6	2.8	0.8	12	3.5	3.3	0.2	5.2	3.7	1.5	4.8	4.3	0.5	2.0	1.6	0.4	0.1	0.1	0.0	3.0	3.9	-0.9	
Radio Waatea	*	*	*	*	0.1	0.1	0.0	*	*	*	*	0.1	*	0.1	0.2	-0.1	*	0.1	*	*	*	*	
Rhema	2.6	2.2	0.4	13	2.9	2.0	0.9	1.1	0.8	0.3	1.9	1.7	0.2	0.5	0.5	0.0	1.2	0.8	0.4	2.2	1.9	0.3	
Rock	9.9	7.2	2.7	3	6.5	4.7	1.8	7.6	6.1	1.5	6.1	4.9	1.2	2.2	2.6	-0.4	2.9	2.4	0.5	9.0	7.1	1.9	
Sunshine FM	*	0.7	*	*	*	0.7	*	*	*	*	*	0.7	*	*	*	*	*	0.7	*	*	0.1	0.1	0.0
Tai FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Tautoko FM	*	0.2	*	*	*	0.2	*	1.2	0.7	0.5	*	0.1	*	0.2	0.8	-0.6	*	*	*	0.2	0.9	-0.7	
Te Hiku o Te Ika	0.4	0.2	0.2	15	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
The Hits	4.0	4.8	-0.8	11	2.9	3.4	-0.5	6.0	6.5	-0.5	3.7	4.6	-0.9	1.0	1.5	-0.5	0.2	0.3	-0.1	5.4	6.5	-1.1	
The Sound	4.9	3.8	1.1	7	5.9	3.8	2.1	3.7	3.2	0.5	3.0	2.7	0.3	0.8	1.1	-0.3	0.3	0.5	-0.2	4.1	3.6	0.5	
ZM	6.8	3.8	3.0	5	3.7	2.6	1.1	9.5	4.9	4.6	2.7	2.2	0.5	0.2	0.2	0.0	1.9	1.1	0.8	4.6	2.1	2.5	
MediaWorks Combo	46.9	40.5	6.4		33.9	29.7	4.2	39.9	34.7	5.2	35.0	32.7	2.3	9.8	11.5	-1.7	11.6	9.2	2.4	52.1	44.5	7.6	
NZME Combo	33.0	28.6	4.4		26.0	23.9	2.1	33.7	27.3	6.4	25.2	22.9	2.3	10.4	10.2	0.2	10.6	8.3	2.3	31.4	32.0	-0.6	
All Commercial Radio	69.5	61.7	7.8		55.6	50.7	4.9	65.0	56.9	8.1	52.5	49.7	2.8	20.5	21.5	-1.0	22.8	18.1	4.7	73.4	67.4	6.0	

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 Gold (from S3 2020) or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Hokonui or Flava

*Gold includes a combination of Gold and Mix for Sun Aug 25 to Sat Nov 2 2019 & Sun Feb 2 to Sat Mar 28 2020.



NORTHLAND COMMERCIAL RADIO - SURVEY 1 2021

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

Survey Comparisons: 4/2020 - 1/2021

This Survey Period: Sun Feb 2 to Sat Mar 28 2020 & Sun Jul 19 to Sat Nov 14 2020 & Sun Feb 14 to Sat Apr 10 2021

Last Survey Period: Sun Aug 25 to Sat Nov 2 2019 & Sun Feb 2 to Sat Mar 28 2020 & Sun July 19 to Sat Nov 14 2020

	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	12:00	10:58	1:01	*	2:30	*	16:59	6:44	10:15	12:44	8:16	4:28	9:22	8:15	1:06	11:01	8:41	2:20	12:36	12:13	0:22	8:37	7:19	1:18
Edge	6:13	5:02	1:11	6:38	5:12	1:26	6:29	5:58	0:31	5:57	5:55	0:02	6:08	5:30	0:37	6:07	3:31	2:36	3:38	1:53	1:44	7:12	6:05	1:07
Gold*	11:11	9:52	1:19	7:30	4:42	2:47	12:25	8:54	3:30	14:25	9:13	5:12	11:12	8:38	2:34	10:40	12:04	-1:23	12:54	14:57	-2:03	7:16	9:02	-1:46
Life FM	9:02	6:43	2:18	6:30	1:53	4:36	12:26	11:18	1:07	10:14	8:21	1:53	9:43	7:49	1:53	4:31	4:30	0:00	7:43	8:32	-0:49	3:41	2:24	1:16
Magic Talk	7:14	7:58	-0:44	1:45	4:11	-2:26	5:18	4:25	0:52	5:23	5:43	-0:19	6:11	5:49	0:22	7:07	7:28	-0:21	6:56	8:32	-1:35	6:56	7:02	-0:06
Mai FM	3:50	4:00	-0:09	6:57	6:19	0:37	2:16	2:51	-0:35	2:14	2:37	-0:22	2:56	3:46	-0:49	6:58	5:54	1:03	2:30	0:21	2:09	2:11	2:39	-0:28
More FM	9:02	9:03	-0:00	4:04	5:12	-1:07	6:47	8:43	-1:56	8:01	8:46	-0:45	9:51	10:22	-0:30	10:47	9:57	0:49	11:19	9:57	1:22	7:20	8:03	-0:42
Newstalk ZB	15:04	14:53	0:10	38:00	15:51	22:08	3:38	3:53	-0:15	10:12	10:23	-0:11	10:16	8:05	2:10	12:01	9:38	2:22	16:09	16:07	0:01	6:47	9:09	-2:22
Ngati Hine FM	1:25	2:15	-0:49	*	2:15	*	1:28	2:08	-0:40	1:27	2:06	-0:39	1:30	2:36	-1:06	1:19	2:48	-1:29	0:50	0:48	0:01	1:30	1:56	-0:26
Radio Hauraki	7:07	6:20	0:47	6:44	0:28	6:16	3:25	3:39	-0:14	3:17	3:04	0:13	8:34	7:14	1:19	11:14	11:41	-0:26	3:42	4:07	-0:24	4:49	3:47	1:02
Radio Waatea	0:54	0:45	0:08	*	*	*	*	*	*	*	*	*	*	0:30	*	*	0:30	*	0:54	0:48	0:06	*	*	*
Rhema	5:55	6:14	-0:19	*	5:30	*	3:11	2:45	0:26	3:11	3:41	-0:30	3:11	3:41	-0:30	8:11	8:00	0:10	8:04	7:48	0:15	7:55	8:51	-0:55
Rock	7:59	9:54	-1:54	6:08	4:09	1:58	8:07	7:51	0:16	8:06	11:12	-3:05	8:53	11:43	-2:50	9:14	11:11	-1:56	7:14	6:33	0:41	5:25	6:04	-0:39
Sunshine FM	0:30	2:37	-2:07	*	3:00	*	0:30	2:37	-2:07	0:30	0:30	0:00	0:30	0:30	0:00	*	*	*	*	*	*	*	*	*
Tai FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Tautoko FM	1:29	5:08	-3:38	0:30	0:30	0:00	7:30	5:06	2:23	7:30	5:06	2:23	7:30	7:05	0:24	*	15:00	*	*	11:15	*	*	4:00	*
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	5:13	5:53	-0:39	2:45	5:57	-3:11	2:32	2:44	-0:11	2:56	2:27	0:29	3:52	3:49	0:02	9:32	8:06	1:26	13:31	11:13	2:17	3:49	3:46	0:03
The Sound	10:33	13:02	-2:28	4:52	4:52	0:00	3:43	2:56	0:47	12:37	9:08	3:29	8:10	8:32	-0:22	8:34	11:58	-3:23	13:57	17:16	-3:19	11:48	12:16	-0:28
ZM	8:42	9:40	-0:57	4:28	4:27	0:00	12:03	12:05	-0:02	13:45	14:07	-0:22	11:29	12:49	-1:19	7:12	8:58	-1:45	2:06	2:05	0:01	8:50	12:07	-3:16
MediaWorks Combo	11:17	11:21	-0:04	9:06	7:21	1:45	8:58	8:53	0:05	9:35	10:32	-0:57	11:30	12:26	-0:56	13:11	13:24	-0:13	12:19	11:37	0:42	9:30	10:00	-0:29
NZME Combo	12:31	12:13	0:17	5:58	6:33	-0:35	9:10	7:44	1:26	11:24	8:37	2:46	11:38	9:38	2:00	13:51	12:31	1:19	15:58	16:10	-0:12	9:40	9:21	0:19
All Commercial Radio	16:07	16:08	-0:00	11:25	10:38	0:46	12:33	12:21	0:12	14:54	14:04	0:49	16:51	16:21	0:29	18:29	17:42	0:47	17:04	17:11	-0:06	14:24	14:22	0:01
Potential (000)	121.7	116.2	5.5	25.2	24.7	0.5	34.6	31.3	3.3	31.5	28.6	2.9	48.9	45.3	3.6	36.9	35.6	1.3	35.9	34.7	1.2	21.8	19.6	2.2
Sample	806	844	-38	86	109	-23	133	157	-24	141	162	-21	282	321	-39	268	284	-16	316	294	22	131	144	-13

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 Gold (from S3 2020) or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Hokonui or Flava

*Gold includes a combination of Gold and Mix for Sun Aug 25 to Sat Nov 2 2019 & Sun Feb 2 to Sat Mar 28 2020.



NORTHLAND COMMERCIAL RADIO - SURVEY 1 2021

Average Time Spent Listening (hh:mm) by Daypart, People 10+
Survey Comparisons: 4/2020 - 1/2021

This Survey Period: Sun Feb 2 to Sat Mar 28 2020 & Sun Jul 19 to Sat Nov 14 2020 & Sun Feb 14 to Sat Apr 10 2021
Last Survey Period: Sun Aug 25 to Sat Nov 2 2019 & Sun Feb 2 to Sat Mar 28 2020 & Sun July 19 to Sat Nov 14 2020

	This	Last	+/-
Potential (000)	121.7	116.2	5.5
Sample Size	806	844	-38

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

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 Gold (from S3 2020) or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Hokonui or Flava

*Gold includes a combination of Gold and Mix for Sun Aug 25 to Sat Nov 2 2019 & Sun Feb 2 to Sat Mar 28 2020.