

NORTHLAND COMMERCIAL RADIO - SURVEY 3 2021

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

Survey Comparisons: 2/2021 - 3/2021

This Survey Period: Sun Sept 13 to Sat Nov 14 2020 & Sun Jan 31 to Sat Aug 28 2021

Last Survey Period: Sun Jul 19 to Sat Nov 14 2020 & Sun Feb 14 to Sat Jun 19 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	8.1	8.9	-0.8	4	0.9	0.7	0.2	0.3	0.4	-0.1	1.0	1.2	-0.2	1.5	3.3	-1.8	12.4	14.3	-1.9	17.4	17.7	-0.3	8.3	9.6	-1.3
Edge	11.9	11.8	0.1	2	31.3	34.9	-3.6	26.6	27.0	-0.4	19.0	17.4	1.6	14.2	12.7	1.5	6.5	5.4	1.1	2.4	2.6	-0.2	20.7	21.7	-1.0
Flava	1.0	n.a.	*	17	1.0	n.a.	*	4.1	n.a.	*	3.9	n.a.	*	2.0	n.a.	*	*	n.a.	*	*	n.a.	*	0.1	n.a.	*
Gold	3.2	3.2	0.0	10	3.6	2.1	1.5	1.0	1.2	-0.2	2.6	3.0	-0.4	3.8	3.6	0.2	3.8	4.3	-0.5	2.2	3.4	-1.2	1.7	2.3	-0.6
Gold AM	2.5	2.4	0.1	12	*	*	*	*	*	*	*	*	*	4.4	4.3	0.1	6.5	6.1	0.4	1.9	1.6	0.3	0.8	0.7	0.1
Life FM	2.4	2.2	0.2	13	0.5	0.5	0.0	6.4	5.6	0.8	6.3	5.9	0.4	3.4	3.3	0.1	0.6	0.7	-0.1	2.4	2.2	0.2	0.5	0.6	-0.1
Magic Talk	5.4	5.1	0.3	6	0.3	0.3	0.0	13.4	11.5	1.9	13.1	12.2	0.9	9.6	9.0	0.6	3.6	3.4	0.2	1.2	1.5	-0.3	9.5	9.0	0.5
Mai FM	1.9	2.1	-0.2	15	1.4	1.6	-0.2	3.9	3.5	0.4	2.9	3.6	-0.7	2.4	3.0	-0.6	2.6	2.7	-0.1	2.0	1.8	0.2	2.0	1.2	0.8
More FM	20.5	18.0	2.5	1	14.9	9.5	5.4	13.6	13.6	0.0	23.1	18.6	4.5	22.3	20.7	1.6	21.2	20.5	0.7	22.3	20.2	2.1	22.2	19.3	2.9
Newstalk ZB	8.8	10.6	-1.8	3	2.1	1.6	0.5	2.7	2.8	-0.1	4.4	5.1	-0.7	7.1	5.8	1.3	8.0	7.0	1.0	12.9	16.4	-3.5	5.4	5.3	0.1
Ngati Hine FM	0.2	0.3	-0.1	18	*	*	*	0.2	0.3	-0.1	0.2	0.4	-0.2	0.3	0.4	-0.1	0.3	0.5	-0.2	0.3	0.3	0.0	0.3	0.7	-0.4
Radio Hauraki	3.7	2.8	0.9	8	9.6	4.2	5.4	1.3	1.8	-0.5	1.9	2.5	-0.6	4.1	3.6	0.5	4.4	3.7	0.7	1.2	1.7	-0.5	6.1	5.0	1.1
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	1.2	1.5	-0.3	16	*	0.8	*	1.6	1.3	0.3	1.5	1.4	0.1	1.0	0.9	0.1	0.5	1.6	-1.1	1.6	2.4	-0.8	*	0.3	*
Rock	5.0	6.4	-1.4	7	11.2	11.9	-0.7	8.0	7.7	0.3	5.5	5.5	0.0	5.9	9.0	-3.1	4.8	8.1	-3.3	2.2	2.2	0.0	4.4	4.9	-0.5
Tai FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Tautoko FM	2.1	2.1	0.0	14	*	0.2	*	*	*	*	*	*	*	*	*	*	5.4	5.2	0.2	6.4	6.1	0.3	*	*	*
Te Hiku o Te Ika	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
The Hits	3.3	3.3	0.0	9	4.7	4.3	0.4	2.1	2.1	0.0	2.6	2.7	-0.1	2.1	2.9	-0.8	3.6	4.2	-0.6	5.0	4.3	0.7	5.4	6.2	-0.8
The Sound	6.8	6.2	0.6	5	1.9	2.3	-0.4	5.2	4.3	0.9	4.8	4.5	0.3	5.6	4.7	0.9	5.8	6.4	-0.6	12.2	11.4	0.8	2.6	3.1	-0.5
ZM	3.1	4.1	-1.0	11	7.0	5.8	1.2	5.8	7.9	-2.1	5.4	9.2	-3.8	4.7	7.4	-2.7	2.1	2.6	-0.5	*	*	*	6.8	7.0	-0.2
MediaWorks Combo	54.6	52.5	2.1		67.6	70.1	-2.5	73.9	72.4	1.5	69.6	63.5	6.1	62.7	60.8	1.9	47.4	48.0	-0.6	45.0	41.4	3.6	64.4	62.0	2.4
NZME Combo	33.8	36.6	-2.8		28.9	22.2	6.7	17.2	19.5	-2.3	21.7	27.1	-5.4	29.7	32.8	-3.1	40.8	42.1	-1.3	40.7	45.1	-4.4	34.6	36.1	-1.5
Potential (000)	121.7	121.7	0.0		25.2	25.2	0.0	32.8	32.7	0.1	31.5	31.5	0.0	48.9	48.9	0.0	36.9	36.9	0.0	35.9	35.9	0.0	20.1	20.6	-0.5
Sample	809	816	-7		115	104	11	159	146	13	153	150	3	272	285	-13	249	275	-26	310	313	-3	134	139	-5

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 Flava (from 1st August 2021) or Gold or Gold AM (from S2 2021) or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Hokonui or Flava (until 31st July 2021)

*Please Note: Flava changed from internet only to FM from Sunday August 1st 2021

NORTHLAND COMMERCIAL RADIO - SURVEY 3 2021

Station Share (%) by Daypart, People 10+

Survey Comparisons: 2/2021 - 3/2021

This Survey Period: Sun Sept 13 to Sat Nov 14 2020 & Sun Jan 31 to Sat Aug 28 2021

Last Survey Period: Sun Jul 19 to Sat Nov 14 2020 & Sun Feb 14 to Sat Jun 19 2021

	This	Last	+/-
Potential (000)	121.7	121.7	0.0
Sample Size	809	816	-7

	Breakfast				Morning			Afternoon			Drive			Night			Mid Dawn			Weekend		
	This	Mon-Fri 6am-9am Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Coast	5.5	5.0	0.5	6	8.4	9.0	-0.6	9.5	9.8	-0.3	8.5	9.8	-1.3	5.9	10.8	-4.9	1.2	5.5	-4.3	9.2	11.1	-1.9
Edge	10.3	10.1	0.2	3	10.6	10.7	-0.1	14.0	14.1	-0.1	17.8	17.0	0.8	5.5	4.7	0.8	6.8	5.7	1.1	10.4	11.1	-0.7
Flava	1.2	n.a.	*	16	1.6	n.a.	*	1.0	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	1.2	n.a.	*
Gold	2.0	2.8	-0.8	13	4.4	3.4	1.0	3.5	3.2	0.3	2.6	3.3	-0.7	3.7	3.6	0.1	1.6	4.0	-2.4	3.2	3.1	0.1
Gold AM	2.3	2.2	0.1	12	3.0	2.9	0.1	2.1	2.0	0.1	2.0	2.1	-0.1	5.1	4.4	0.7	2.6	1.7	0.9	2.6	2.3	0.3
Life FM	0.5	0.5	0.0	17	3.2	3.0	0.2	4.8	4.5	0.3	2.1	2.2	-0.1	0.8	0.9	-0.1	*	*	*	1.3	1.2	0.1
Magic Talk	6.8	6.1	0.7	4	5.0	4.3	0.7	6.7	6.3	0.4	4.4	4.3	0.1	3.8	2.2	1.6	5.2	7.0	-1.8	4.2	4.0	0.2
Mai FM	2.0	2.3	-0.3	13	1.9	2.2	-0.3	1.8	2.2	-0.4	3.2	2.6	0.6	0.2	*	*	2.5	2.3	0.2	1.6	2.0	-0.4
More FM	25.6	21.9	3.7	1	22.5	20.9	1.6	16.4	14.2	2.2	18.2	16.6	1.6	16.5	12.0	4.5	12.1	10.6	1.5	21.8	19.4	2.4
Newstalk ZB	14.1	17.2	-3.1	2	4.7	5.3	-0.6	5.7	6.4	-0.7	8.6	6.2	2.4	13.0	19.7	-6.7	45.7	45.0	0.7	6.8	9.1	-2.3
Ngati Hine FM	*	*	*	*	0.1	0.3	-0.2	0.5	0.5	0.0	0.2	0.2	0.0	*	*	*	0.4	0.2	0.2	0.2	0.3	-0.1
Radio Hauraki	4.2	3.3	0.9	8	4.7	3.3	1.4	4.6	3.4	1.2	2.9	2.6	0.3	2.4	2.5	-0.1	0.8	0.6	0.2	2.4	1.6	0.8
Radio Waatea	*	*	*	*	*	0.1	*	*	*	*	*	*	*	*	0.1	*	*	*	*	*	*	*
Rhema	1.5	2.1	-0.6	15	0.9	1.3	-0.4	0.7	0.9	-0.2	1.1	2.3	-1.2	4.3	2.8	1.5	3.8	1.8	2.0	1.1	1.2	-0.1
Rock	6.2	6.6	-0.4	5	4.8	7.3	-2.5	4.2	6.1	-1.9	7.8	9.0	-1.2	2.7	5.5	-2.8	1.3	5.5	-4.2	4.5	5.0	-0.5
Tai FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Tautoko FM	2.9	2.6	0.3	10	2.3	2.0	0.3	0.3	0.5	-0.2	1.0	1.2	-0.2	1.9	2.1	-0.2	1.2	0.9	0.3	3.9	4.0	-0.1
Te Hiku o Te Ika	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
The Hits	3.8	3.3	0.5	9	2.9	3.3	-0.4	3.1	3.4	-0.3	4.1	4.7	-0.6	2.4	2.2	0.2	0.8	0.2	0.6	3.4	3.4	0.0
The Sound	2.5	3.0	-0.5	11	9.0	8.6	0.4	7.3	6.6	0.7	4.6	4.1	0.5	6.5	6.2	0.3	2.4	1.8	0.6	9.5	8.1	1.4
ZM	5.3	5.5	-0.2	7	2.9	4.7	-1.8	4.4	6.4	-2.0	1.6	2.7	-1.1	0.1	0.1	0.0	3.9	2.0	1.9	1.3	1.5	-0.2
MediaWorks Combo	54.8	52.4	2.4		57.4	57.2	0.2	54.4	53.4	1.0	58.5	55.3	3.2	37.5	33.3	4.2	33.2	34.6	-1.4	55.4	52.2	3.2
NZME Combo	38.5	40.7	-2.2		32.7	33.4	-0.7	33.9	36.1	-2.2	30.2	32.1	-1.9	32.6	43.4	-10.8	56.7	59.9	-3.2	30.2	33.6	-3.4

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*Please Note: Flava changed from internet only to FM from Sunday August 1st 2021



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

Survey Comparisons: 2/2021 - 3/2021

This Survey Period: Sun Sept 13 to Sat Nov 14 2020 & Sun Jan 31 to Sat Aug 28 2021

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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	10.1	10.9	-0.8	6	0.7	0.5	0.2	0.2	0.3	-0.1	0.6	0.7	-0.1	2.2	2.9	-0.7	4.8	5.2	-0.4	5.3	5.6	-0.3	1.7	1.8	-0.1	
Edge	24.8	26.7	-1.9	2	9.6	11.1	-1.5	11.9	13.3	-1.4	9.8	10.3	-0.5	12.4	12.9	-0.5	4.8	4.6	0.2	2.5	2.4	0.1	6.9	7.6	-0.7	
Flava	3.0	n.a.	*	15	0.7	n.a.	*	2.2	n.a.	*	2.3	n.a.	*	2.3	n.a.	*	*	n.a.	*	*	n.a.	*	0.6	n.a.	*	
Gold	7.4	6.9	0.5	10	1.2	0.8	0.4	1.5	1.5	0.0	1.9	2.1	-0.2	3.4	3.4	0.0	2.7	2.6	0.1	2.6	2.5	0.1	0.8	1.1	-0.3	
Gold AM	1.7	1.5	0.2	17	*	*	*	*	*	*	*	*	*	1.2	1.1	0.1	1.5	1.4	0.1	0.4	0.3	0.1	0.3	0.2	0.1	
Life FM	4.1	4.2	-0.1	13	0.9	0.7	0.2	1.3	1.4	-0.1	1.7	1.8	-0.1	1.9	2.0	-0.1	0.4	0.6	-0.2	1.1	1.1	0.0	0.4	0.5	-0.1	
Magic Talk	8.9	9.3	-0.4	7	0.5	0.6	-0.1	3.8	4.1	-0.3	4.1	4.3	-0.2	6.1	6.3	-0.2	2.5	2.5	0.0	0.9	1.1	-0.2	3.6	3.4	0.2	
Mai FM	6.8	8.0	-1.2	11	0.7	1.3	-0.6	5.0	5.0	0.0	4.8	5.1	-0.3	5.0	5.6	-0.6	1.2	1.5	-0.3	1.2	1.1	0.1	1.7	1.2	0.5	
More FM	29.2	30.5	-1.3	1	6.5	7.2	-0.7	6.0	6.7	-0.7	7.8	7.8	0.0	12.4	13.4	-1.0	10.3	11.1	-0.8	9.1	8.8	0.3	6.3	6.4	-0.1	
Newstalk ZB	10.5	12.5	-2.0	5	0.7	0.5	0.2	2.1	2.4	-0.3	2.3	2.6	-0.3	4.0	4.4	-0.4	3.3	4.1	-0.8	3.9	5.3	-1.4	2.1	1.9	0.2	
Ngati Hine FM	2.7	3.3	-0.6	16	*	*	*	0.6	0.9	-0.3	0.8	1.1	-0.3	1.6	1.8	-0.2	1.6	2.0	-0.4	0.9	1.4	-0.5	0.9	1.5	-0.6	
Radio Hauraki	8.0	7.6	0.4	8	2.5	1.4	1.1	0.4	0.9	-0.5	0.8	1.4	-0.6	4.5	4.1	0.4	4.5	3.6	0.9	1.1	2.1	-1.0	2.1	2.0	0.1	
Radio Waatea	*	0.2	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.2	*	*	*	*	*
Rhema	3.7	5.7	-2.0	14	*	1.7	*	1.6	1.6	0.0	1.6	1.6	0.0	1.7	1.6	0.1	0.6	1.4	-0.8	1.3	1.9	-0.6	*	0.1	*	
Rock	13.5	15.2	-1.7	3	4.8	6.1	-1.3	5.1	4.7	0.4	3.9	4.0	-0.1	7.4	8.0	-0.6	4.5	4.9	-0.4	1.2	1.2	0.0	2.8	3.1	-0.3	
Tai FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Tautoko FM	1.0	2.3	-1.3	18	*	1.2	*	*	*	*	*	*	*	*	*	*	1.0	1.1	-0.1	1.0	1.1	-0.1	*	*	*	
Te Hiku o Te Ika	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
The Hits	6.7	7.1	-0.4	12	2.3	1.8	0.5	1.4	1.5	-0.1	1.4	1.8	-0.4	2.0	3.5	-1.5	2.1	2.7	-0.6	2.4	1.7	0.7	1.9	1.9	0.0	
The Sound	12.5	10.2	2.3	4	2.1	1.5	0.6	1.8	1.6	0.2	1.4	1.4	0.0	5.7	4.7	1.0	6.2	5.1	1.1	4.6	3.9	0.7	1.3	1.3	0.0	
ZM	8.0	9.3	-1.3	8	3.0	4.2	-1.2	3.2	3.3	-0.1	2.6	3.0	-0.4	5.0	5.0	0.0	2.4	2.1	0.3	*	0.1	*	2.7	2.5	0.2	
MediaWorks Combo	69.2	70.7	-1.5		17.4	19.1	-1.7	21.6	23.6	-2.0	20.7	21.7	-1.0	32.9	33.8	-0.9	22.1	21.6	0.5	16.5	15.5	1.0	15.6	16.6	-1.0	
NZME Combo	43.9	48.9	-5.0		7.0	9.6	-2.6	9.2	10.1	-0.9	9.8	11.1	-1.3	19.4	20.5	-1.1	17.2	16.7	0.5	13.7	14.8	-1.1	8.9	8.8	0.1	
All Commercial Radio	92.4	97.4	-5.0		18.4	20.2	-1.8	24.8	27.3	-2.5	24.2	26.1	-1.9	40.3	41.9	-1.6	31.4	31.3	0.1	26.7	27.5	-0.8	17.2	18.3	-1.1	
Potential (000)	121.7	121.7	0.0		25.2	25.2	0.0	32.8	32.7	0.1	31.5	31.5	0.0	48.9	48.9	0.0	36.9	36.9	0.0	35.9	35.9	0.0	20.1	20.6	-0.5	
Sample	809	816	-7		115	104	11	159	146	13	153	150	3	272	285	-13	249	275	-26	310	313	-3	134	139	-5	

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	This	Last	+/-
Potential (000)	121.7	121.7	0.0
Sample Size	809	816	-7

	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	4.6	4.5	0.1	7	5.6	5.8	-0.2	6.2	6.8	-0.6	5.0	4.6	0.4	0.9	1.3	-0.4	0.6	1.0	-0.4	5.2	6.1	-0.9						
Edge	12.4	13.7	-1.3	2	9.5	9.7	-0.2	14.8	15.8	-1.0	12.7	11.9	0.8	3.0	2.8	0.2	0.7	0.9	-0.2	16.4	17.2	-0.8						
Flava	1.7	n.a.	*	14	2.4	n.a.	*	1.6	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	2.9	n.a.	*						
Gold	2.1	3.3	-1.2	13	4.4	3.6	0.8	4.3	3.8	0.5	2.9	2.6	0.3	0.8	0.7	0.1	0.3	0.6	-0.3	5.6	4.5	1.1						
Gold AM	1.1	1.0	0.1	16	1.6	1.4	0.2	1.6	1.4	0.2	1.0	0.9	0.1	1.0	0.9	0.1	0.6	0.5	0.1	1.4	1.2	0.2						
Life FM	1.4	1.3	0.1	15	2.6	2.5	0.1	2.9	2.9	0.0	2.4	2.5	-0.1	0.4	0.5	-0.1	*	*	*	1.8	1.9	-0.1						
Magic Talk	4.6	5.0	-0.4	7	4.4	4.5	-0.1	4.8	4.8	0.0	5.5	5.1	0.4	0.9	0.7	0.2	0.7	1.4	-0.7	5.4	5.3	0.1						
Mai FM	2.6	3.6	-1.0	12	2.3	3.1	-0.8	2.8	3.6	-0.8	2.5	2.3	0.2	0.3	*	*	0.7	0.6	0.1	4.2	4.6	-0.4						
More FM	18.2	19.0	-0.8	1	14.0	14.3	-0.3	14.0	12.7	1.3	14.0	12.6	1.4	4.9	3.3	1.6	2.5	2.5	0.0	20.0	18.8	1.2						
Newstalk ZB	6.8	8.0	-1.2	4	5.8	6.6	-0.8	5.4	6.1	-0.7	5.1	5.6	-0.5	2.4	3.2	-0.8	3.8	4.6	-0.8	7.8	8.8	-1.0						
Ngati Hine FM	*	*	*	*	0.9	1.3	-0.4	0.8	1.1	-0.3	0.6	0.6	0.0	*	*	*	0.2	0.2	0.0	1.5	1.3	0.2						
Radio Hauraki	4.0	3.7	0.3	9	5.3	3.4	1.9	5.2	4.3	0.9	4.3	3.8	0.5	0.5	1.5	-1.0	0.1	0.1	0.0	4.2	3.0	1.2						
Radio Waatea	*	*	*	*	*	0.1	*	*	*	*	*	*	*	*	0.1	*	*	*	*	*	*	*	*	*	*			
Rhema	2.9	3.2	-0.3	11	2.2	2.9	-0.7	1.7	1.6	0.1	2.1	3.6	-1.5	0.7	0.5	0.2	1.7	1.5	0.2	2.9	2.7	0.2						
Rock	8.0	10.2	-2.2	3	5.4	7.0	-1.6	6.1	7.5	-1.4	5.1	5.2	-0.1	1.2	1.5	-0.3	0.8	1.8	-1.0	8.6	8.8	-0.2						
Tai FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*			
Tautoko FM	1.0	1.1	-0.1	17	0.6	0.5	0.1	0.5	1.8	-1.3	0.5	0.5	0.0	0.5	0.5	0.0	0.5	0.5	0.0	1.0	1.1	-0.1						
Te Hiku o Te Ika	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*			
The Hits	3.3	3.2	0.1	10	2.9	3.1	-0.2	3.9	4.0	-0.1	3.5	4.4	-0.9	0.7	1.0	-0.3	0.9	0.2	0.7	4.5	4.5	0.0						
The Sound	5.0	5.0	0.0	6	7.9	7.2	0.7	7.1	5.8	1.3	6.6	5.4	1.2	1.6	1.7	-0.1	0.3	0.3	0.0	8.0	6.2	1.8						
ZM	6.8	6.6	0.2	4	2.5	3.2	-0.7	5.1	7.1	-2.0	2.7	2.9	-0.2	0.1	0.1	0.0	1.6	1.1	0.5	2.7	2.4	0.3						
MediaWorks Combo	43.1	45.8	-2.7		37.2	37.6	-0.4	41.6	42.9	-1.3	40.0	36.4	3.6	11.7	9.6	2.1	6.1	7.4	-1.3	50.9	51.9	-1.0						
NZME Combo	27.6	31.1	-3.5		27.3	26.8	0.5	27.9	30.0	-2.1	20.8	22.7	-1.9	6.1	8.4	-2.3	7.5	9.1	-1.6	28.3	28.2	0.1						
All Commercial Radio	64.5	68.0	-3.5		59.5	60.6	-1.1	64.0	67.3	-3.3	56.6	56.4	0.2	19.2	19.0	0.2	15.1	17.3	-2.2	72.9	75.5	-2.6						

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 Flava (from 1st August 2021) or Gold or Gold AM (from S2 2021) or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Hokonui or Flava (until 31st July 2021)

*Please Note: Flava changed from internet only to FM from Sunday August 1st 2021



NORTHLAND COMMERCIAL RADIO - SURVEY 3 2021

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

Survey Comparisons: 2/2021 - 3/2021

This Survey Period: Sun Sept 13 to Sat Nov 14 2020 & Sun Jan 31 to Sat Aug 28 2021

Last Survey Period: Sun Jul 19 to Sat Nov 14 2020 & Sun Feb 14 to Sat Jun 19 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	12:12	13:02	-0:50	3:00	3:00	0:00	4:21	4:29	-0:08	6:10	6:28	-0:18	4:27	7:54	-3:26	15:29	17:00	-1:31	16:26	16:36	-0:09	13:18	15:08	-1:49
Edge	7:20	7:01	0:19	7:44	7:51	-0:07	7:27	7:37	-0:10	6:50	6:16	0:33	7:42	6:40	1:01	8:10	7:11	0:58	4:50	5:37	-0:47	8:24	8:07	0:17
Flava	5:25	n.a.	*	3:30	n.a.	*	6:09	n.a.	*	5:59	n.a.	*	5:59	n.a.	*	*	n.a.	*	*	n.a.	*	0:15	n.a.	*
Gold	6:38	7:27	-0:48	6:47	6:37	0:09	2:17	2:53	-0:35	4:42	5:22	-0:39	7:31	7:15	0:16	8:36	10:16	-1:40	4:10	7:00	-2:49	5:40	6:10	-0:30
Gold AM	23:29	25:46	-2:16	*	*	*	*	*	*	*	*	*	24:41	26:32	-1:51	25:09	27:38	-2:29	22:56	26:26	-3:30	8:35	8:31	0:04
Life FM	8:51	8:35	0:16	1:18	1:33	-0:14	16:02	15:29	0:32	13:07	12:18	0:49	12:04	11:05	0:58	9:00	6:51	2:08	11:11	10:09	1:02	2:56	3:15	-0:18
Magic Talk	9:25	8:40	0:44	1:18	1:19	-0:00	11:51	10:40	1:10	11:24	10:27	0:57	10:33	9:45	0:47	8:40	8:27	0:13	6:37	7:11	-0:34	7:27	7:29	-0:02
Mai FM	4:17	4:13	0:03	4:47	3:03	1:44	2:33	2:37	-0:04	2:11	2:37	-0:25	3:16	3:39	-0:23	13:25	11:11	2:13	8:15	8:37	-0:21	3:22	2:46	0:35
More FM	10:46	9:25	1:20	5:26	3:19	2:07	7:36	7:35	0:01	10:30	8:48	1:41	12:06	10:33	1:33	12:17	11:23	0:53	12:15	12:09	0:05	9:47	8:34	1:12
Newstalk ZB	12:52	13:25	-0:32	7:30	7:30	0:00	4:09	4:25	-0:16	6:43	7:16	-0:33	12:01	9:02	2:59	14:25	10:38	3:46	16:26	16:14	0:11	7:18	8:06	-0:47
Ngati Hine FM	1:10	1:17	-0:07	*	*	*	1:00	1:12	-0:12	1:04	1:13	-0:08	1:04	1:26	-0:21	1:17	1:23	-0:05	1:28	1:11	0:17	1:02	1:27	-0:25
Radio Hauraki	7:02	5:49	1:13	9:10	7:40	1:29	9:28	7:44	1:44	7:48	6:31	1:16	6:15	6:05	0:10	5:46	6:18	-0:32	5:30	4:07	1:23	8:09	7:17	0:52
Radio Waatea	*	1:02	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1:02	*	*	*	*
Rhema	4:53	4:09	0:44	*	1:15	*	3:12	3:12	-0:00	3:12	3:12	-0:00	4:03	3:59	0:03	5:18	7:05	-1:47	6:05	6:43	-0:38	1:45	7:24	-5:39
Rock	5:43	6:44	-1:00	5:32	4:55	0:37	5:16	6:15	-0:58	5:02	5:08	-0:05	5:18	7:40	-2:21	6:23	10:06	-3:43	8:50	9:42	-0:52	4:19	4:34	-0:15
Tai FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Tautoko FM	30:54	14:21	16:32	*	0:30	*	*	*	*	*	*	*	*	*	*	30:54	30:15	0:39	30:54	30:15	0:39	*	*	*
Te Hiku o Te Ika	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
The Hits	7:30	7:32	-0:01	4:53	6:06	-1:13	5:08	5:13	-0:04	6:43	5:42	1:00	7:08	5:38	1:30	10:24	9:39	0:45	10:38	13:18	-2:40	7:53	9:10	-1:17
The Sound	8:23	9:41	-1:18	2:11	3:57	-1:45	9:42	10:18	-0:36	12:06	11:32	0:33	6:40	6:45	-0:04	5:30	7:41	-2:10	13:15	15:30	-2:14	5:26	6:48	-1:22
ZM	6:01	6:59	-0:57	5:37	3:29	2:07	5:55	8:57	-3:02	7:16	11:37	-4:21	6:16	10:06	-3:50	5:10	7:46	-2:36	*	1:11	*	6:53	7:56	-1:03
MediaWorks Combo	12:07	11:50	0:17	9:11	9:12	-0:01	11:24	11:35	-0:11	11:55	10:51	1:04	12:51	12:16	0:34	12:50	13:42	-0:51	13:35	14:08	-0:33	11:32	10:41	0:51
NZME Combo	11:49	11:54	-0:05	9:43	5:46	3:56	6:14	7:16	-1:01	7:52	9:03	-1:10	10:18	10:54	-0:35	14:10	15:35	-1:24	14:48	16:01	-1:13	10:47	11:47	-0:59
All Commercial Radio	16:37	16:21	0:15	12:51	12:23	0:27	13:29	13:49	-0:20	14:39	14:14	0:24	16:42	16:15	0:27	19:01	19:43	-0:41	18:44	19:09	-0:24	16:10	15:39	0:31
Potential (000)	121.7	121.7	0.0	25.2	25.2	0.0	32.8	32.7	0.1	31.5	31.5	0.0	48.9	48.9	0.0	36.9	36.9	0.0	35.9	35.9	0.0	20.1	20.6	-0.5
Sample	809	816	-7	115	104	11	159	146	13	153	150	3	272	285	-13	249	275	-26	310	313	-3	134	139	-5

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 or Flava (from 1st August 2021) or Gold or Gold AM (from S2 2021) or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Hokonui or Flava (until 31st July 2021)

*Please Note: Flava changed from internet only to FM from Sunday August 1st 2021



NORTHLAND COMMERCIAL RADIO - SURVEY 3 2021

Average Time Spent Listening (hh:mm) by Daypart, People 10+
 Survey Comparisons: 2/2021 - 3/2021

This Survey Period: Sun Sept 13 to Sat Nov 14 2020 & Sun Jan 31 to Sat Aug 28 2021
 Last Survey Period: Sun Jul 19 to Sat Nov 14 2020 & Sun Feb 14 to Sat Jun 19 2021

	This	Last	+/-
Potential (000)	121.7	121.7	0.0
Sample Size	809	816	-7

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

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 Flava (from 1st August 2021) or Gold or Gold AM (from S2 2021) or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Hokonui or Flava (until 31st July 2021)

*Please Note: Flava changed from internet only to FM from Sunday August 1st 2021