



# NORTHLAND COMMERCIAL RADIO - SURVEY 3 2023

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

Survey Comparisons: 2/2023 - 3/2023

This Survey Period: Sun Sep 4 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023

Last 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

	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	0.7	0.5	0.2	16	*	*	*	*	*	*	0.1	0.1	0.0	0.6	0.2	0.4	1.5	0.9	0.6	1.2	1.3	-0.1	0.5	0.4	0.1	
Coast	10.7	12.4	-1.7	2	1.3	7.5	-6.2	2.4	5.5	-3.1	4.4	4.3	0.1	6.0	5.5	0.5	14.0	12.8	1.2	18.3	19.1	-0.8	9.1	9.4	-0.3	
Edge	8.7	8.1	0.6	6	15.3	12.8	2.5	9.8	10.0	-0.2	15.5	15.7	-0.2	12.4	12.6	-0.2	5.8	3.8	2.0	3.3	1.4	1.9	9.0	8.2	0.8	
Flava	2.6	2.6	0.0	12	3.9	3.1	0.8	8.4	8.1	0.3	6.8	6.8	0.0	4.6	4.7	-0.1	0.5	0.6	-0.1	0.2	0.2	0.0	5.2	5.6	-0.4	
Gold	10.6	9.2	1.4	3	3.3	9.2	3.1	12.0	11.5	0.5	11.8	11.6	0.2	11.2	11.0	0.2	12.5	10.2	2.3	14.4	12.0	2.4	2.8	4.9	-2.1	
Gold Sport	0.1	0.2	-0.1	19	*	*	*	*	*	*	*	0.3	*	*	0.2	*	0.3	0.2	0.1	0.4	0.4	0.0	*	*	*	
Life FM	1.3	1.1	0.2	14	3.2	2.6	0.6	1.2	0.6	0.6	1.3	1.0	0.3	1.4	1.2	0.2	1.1	1.2	-0.1	0.5	0.5	0.0	1.5	1.1	0.4	
Mai FM	3.4	2.7	0.7	10	11.5	7.6	3.9	9.6	8.5	1.1	6.3	6.0	0.3	4.4	3.9	0.5	0.5	*	*	*	*	*	4.9	4.9	0.0	
More FM	18.2	16.9	1.3	1	11.5	9.2	2.3	13.1	11.4	1.7	10.8	11.1	-0.3	21.2	20.6	0.6	27.5	26.6	0.9	16.9	15.5	1.4	27.3	22.7	4.6	
Newstalk ZB	10.4	8.2	2.2	4	*	*	*	0.2	*	*	0.2	0.1	0.1	2.4	1.4	1.0	6.2	6.3	-0.1	14.7	15.6	-0.9	9.9	7.2	2.7	
Ngati Hine FM	1.4	2.6	-1.2	13	3.3	8.1	-4.8	2.1	3.3	-1.2	1.5	3.4	-1.9	1.7	3.0	-1.3	1.6	1.8	-0.2	0.7	0.7	0.0	0.9	2.5	-1.6	
Radio Hauraki	3.7	3.1	0.6	8	3.6	2.9	0.7	5.0	3.6	1.4	7.0	3.9	3.1	5.5	5.0	0.5	2.1	4.2	-2.1	1.9	1.1	0.8	2.4	1.9	0.5	
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	0.6	0.5	0.1	18	0.7	0.9	-0.2	1.2	1.0	0.2	1.2	1.1	0.1	0.9	0.7	0.2	0.3	*	*	0.2	*	*	0.2	*	*	
Rock	9.9	9.4	0.5	5	14.0	13.4	0.6	19.9	18.2	1.7	21.4	18.8	2.6	15.8	14.7	1.1	5.4	6.1	-0.7	2.9	3.0	-0.1	12.6	11.6	1.0	
SENZ Sport	0.1	0.1	0.0	19	*	*	*	*	*	*	*	*	*	0.1	*	*	0.3	0.2	0.1	0.1	0.2	-0.1	*	*	*	
Tautoko FM	0.7	1.8	-1.1	16	0.9	6.2	-5.3	0.6	2.4	-1.8	0.4	2.3	-1.9	0.7	2.0	-1.3	1.2	1.3	-0.1	0.6	0.6	0.0	1.0	2.1	-1.1	
Te Hiku o Te Ika	0.8	0.9	-0.1	15	1.2	1.4	-0.2	*	0.1	*	*	*	*	1.2	1.4	-0.2	1.8	2.1	-0.3	0.2	0.2	0.0	*	*	*	
The Hits	3.1	4.9	-1.8	11	5.1	5.2	-0.1	2.7	3.2	-0.5	2.6	2.3	0.3	1.9	2.3	-0.4	2.1	3.3	-1.2	5.0	5.7	-0.7	3.7	9.6	-5.9	
The Sound	4.8	5.3	-0.5	7	2.7	2.2	0.5	2.1	2.1	0.0	1.0	1.2	-0.2	1.6	1.9	-0.3	7.6	11.2	-3.6	11.3	13.4	-2.1	3.1	2.7	0.4	
ZM	3.6	2.8	0.8	9	15.8	14.0	1.8	4.4	4.0	0.4	3.4	3.4	0.0	2.4	2.4	0.0	2.3	0.5	1.8	2.1	0.1	2.0	2.9	2.3	0.6	
MediaWorks Combo	46.7	44.0	2.7		56.3	46.7	9.6	56.7	51.7	5.0	57.0	54.0	3.0	57.2	54.6	2.6	48.9	49.4	-0.5	36.7	35.6	1.1	58.5	51.7	6.8	
NZME Combo	44.9	43.4	1.5		33.0	32.9	0.1	35.2	35.9	-0.7	36.1	32.6	3.5	34.0	32.6	1.4	40.1	38.2	1.9	56.9	54.3	2.6	36.0	40.9	-4.9	
Potential (000)	124.1	124.1	0.0		25.6	25.6	0.0	35.8	35.7	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	24.1	25.9	-1.8	
Sample	875	811	64		173	162	11	219	202	17	193	177	16	292	273	19	244	232	12	299	270	29	177	169	8	

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 Sport, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui



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Station Share (%) by Daypart, People 10+

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	This	Last	+/-
Potential (000)	124.1	124.1	0.0
Sample Size	875	811	64

	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	0.5	0.3	0.2	18	1.0	0.5	0.5	0.2	*	*	0.5	0.1	0.4	0.6	0.6	0.0	0.2	0.2	0.0	1.6	1.6	0.0
Coast	7.7	8.8	-1.1	5	12.4	15.6	-3.2	11.7	14.3	-2.6	11.4	10.8	0.6	5.9	8.4	-2.5	10.4	8.9	1.5	11.8	13.0	-1.2
Edge	7.6	6.5	1.1	6	5.7	8.0	-2.3	8.1	8.1	0.0	10.7	7.8	2.9	11.7	8.7	3.0	14.9	13.8	1.1	10.2	8.6	1.6
Flava	2.1	2.1	0.0	11	4.2	3.6	0.6	2.2	2.3	-0.1	2.9	2.9	0.0	2.7	2.3	0.4	0.3	0.4	-0.1	2.6	2.9	-0.3
Gold	8.4	7.8	0.6	4	13.8	11.6	2.2	14.1	12.1	2.0	9.9	7.6	2.3	3.8	6.0	-2.2	4.2	6.4	-2.2	8.8	6.8	2.0
Gold Sport	*	0.3	*	*	0.1	0.1	0.0	0.4	0.3	0.1	*	0.4	*	0.2	*	*	*	*	*	0.1	0.1	0.0
Life FM	1.7	1.6	0.1	13	0.5	0.4	0.1	1.4	1.4	0.0	0.6	0.5	0.1	3.7	0.7	3.0	0.4	0.6	-0.2	1.5	1.4	0.1
Mai FM	4.2	3.1	1.1	7	1.5	0.8	0.7	3.7	2.7	1.0	4.1	3.3	0.8	3.9	4.9	-1.0	5.0	6.4	-1.4	3.1	2.6	0.5
More FM	21.8	20.7	1.1	1	20.4	18.9	1.5	18.1	15.4	2.7	12.3	13.2	-0.9	13.6	14.6	-1.0	13.4	12.7	0.7	17.7	16.3	1.4
Newstalk ZB	17.0	13.9	3.1	2	5.7	4.4	1.3	3.7	2.8	0.9	11.8	7.5	4.3	28.8	23.5	5.3	18.9	18.9	0.0	9.6	8.3	1.3
Ngati Hine FM	1.6	2.6	-1.0	14	1.1	1.5	-0.4	1.2	2.9	-1.7	2.2	5.8	-3.6	1.2	1.5	-0.3	2.6	2.8	-0.2	1.1	1.6	-0.5
Radio Hauraki	3.2	2.3	0.9	9	4.0	3.3	0.7	3.9	3.4	0.5	1.4	3.2	-1.8	1.0	0.7	0.3	8.4	4.2	4.2	4.1	3.4	0.7
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	0.6	0.3	0.3	16	0.5	0.4	0.1	0.1	0.4	-0.3	0.5	0.7	-0.2	0.9	*	*	4.2	2.2	2.0	0.6	0.4	0.2
Rock	9.9	9.2	0.7	3	11.2	9.5	1.7	11.8	10.0	1.8	13.6	13.7	-0.1	2.0	5.3	-3.3	3.1	3.6	-0.5	7.8	8.4	-0.6
SENZ Sport	0.1	*	*	19	0.2	*	*	*	*	*	0.1	0.1	0.0	*	*	*	*	*	*	0.2	0.2	0.0
Tautoko FM	0.6	4.8	-4.2	16	0.7	0.8	-0.1	1.0	1.8	-0.8	0.2	0.5	-0.3	*	*	*	*	1.6	*	0.8	1.0	-0.2
Te Hiku o Te Ika	1.2	1.4	-0.2	15	0.3	0.4	-0.1	0.6	0.6	0.0	0.2	0.2	0.0	1.3	1.6	-0.3	0.9	1.3	-0.4	1.1	1.2	-0.1
The Hits	2.0	3.9	-1.9	12	4.0	4.9	-0.9	3.7	5.5	-1.8	2.4	4.7	-2.3	3.8	4.6	-0.8	2.3	5.6	-3.3	3.2	5.3	-2.1
The Sound	3.0	3.3	-0.3	10	6.5	6.3	0.2	6.3	6.3	0.0	3.6	4.8	-1.2	2.4	2.8	-0.4	2.3	2.4	-0.1	4.8	6.6	-1.8
ZM	3.5	2.7	0.8	8	2.7	1.9	0.8	3.4	2.2	1.2	5.3	4.3	1.0	6.4	6.3	0.1	2.1	2.9	-0.8	3.8	2.8	1.0
MediaWorks Combo	47.8	43.4	4.4		46.9	45.0	1.9	49.4	43.9	5.5	46.0	44.4	1.6	34.4	37.8	-3.4	43.2	41.0	2.2	46.0	45.2	0.8
NZME Combo	43.9	41.7	2.2		47.0	45.4	1.6	42.9	42.9	0.0	45.0	41.5	3.5	52.5	51.7	0.8	46.8	47.2	-0.4	44.1	42.6	1.5

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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	+/-	
Breeze	2.4	1.8	0.6	16	*	*	*	*	*	*	0.2	0.1	0.1	1.0	0.4	0.6	1.6	1.2	0.4	1.1	1.2	-0.1	0.7	0.6	0.1	
Coast	15.6	16.2	-0.6	2	0.7	1.0	-0.3	2.0	2.7	-0.7	2.2	2.5	-0.3	4.8	5.0	-0.2	7.1	7.1	0.0	7.9	7.8	0.1	3.0	3.2	-0.2	
Edge	13.8	11.9	1.9	4	3.4	2.4	1.0	6.6	5.3	1.3	6.2	6.0	0.2	8.6	8.1	0.5	3.4	2.8	0.6	1.6	1.2	0.4	4.4	4.0	0.4	
Flava	4.7	3.8	0.9	12	1.5	1.3	0.2	3.3	2.3	1.0	2.5	1.5	1.0	2.7	1.8	0.9	0.5	0.7	-0.2	0.5	0.6	-0.1	1.2	1.0	0.2	
Gold	12.0	10.2	1.8	5	0.6	0.3	0.3	3.1	2.5	0.6	3.5	3.1	0.4	5.4	5.0	0.4	5.1	4.5	0.6	5.3	4.3	1.0	1.6	1.7	-0.1	
Gold Sport	0.6	0.7	-0.1	19	*	*	*	*	*	*	*	0.2	*	*	0.2	*	0.4	0.3	0.1	0.5	0.5	0.0	*	*	*	
Life FM	3.9	3.2	0.7	14	1.1	0.9	0.2	1.5	1.0	0.5	1.2	0.7	0.5	1.8	1.2	0.6	1.3	1.2	0.1	0.9	0.9	0.0	0.7	0.6	0.1	
Mai FM	8.4	6.3	2.1	7	4.3	2.8	1.5	5.9	5.1	0.8	3.4	3.2	0.2	4.0	3.4	0.6	0.6	0.1	0.5	0.1	0.0	1.8	1.7	0.1		
More FM	20.7	20.5	0.2	1	3.6	3.0	0.6	5.4	5.2	0.2	4.4	5.5	-1.1	7.8	8.9	-1.1	8.4	8.0	0.4	7.8	7.2	0.6	4.4	5.1	-0.7	
Newstalk ZB	10.0	8.8	1.2	6	0.2	*	*	0.3	0.1	0.2	0.3	0.3	0.0	1.4	1.0	0.4	2.7	2.6	0.1	5.1	5.6	-0.5	1.6	1.6	0.0	
Ngati Hine FM	4.4	5.3	-0.9	13	1.1	1.5	-0.4	1.4	1.8	-0.4	1.0	1.8	-0.8	2.0	2.6	-0.6	2.2	2.0	0.2	1.2	1.2	0.0	0.8	1.2	-0.4	
Radio Hauraki	7.9	6.3	1.6	8	1.0	0.8	0.2	2.5	2.0	0.5	3.8	2.9	0.9	4.9	4.1	0.8	2.2	2.2	0.0	1.8	1.3	0.5	1.5	1.4	0.1	
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	2.0	1.5	0.5	17	0.8	0.5	0.3	0.8	0.7	0.1	0.6	0.7	-0.1	0.7	0.7	0.0	0.3	*	*	0.2	*	*	0.2	*	*	
Rock	14.8	12.6	2.2	3	3.4	2.2	1.2	7.0	6.3	0.7	7.3	6.2	1.1	9.0	8.2	0.8	3.6	3.6	0.0	2.3	2.0	0.3	3.8	3.2	0.6	
SENZ Sport	0.3	0.2	0.1	20	*	*	*	*	*	*	*	*	*	0.2	*	*	0.3	0.2	0.1	0.1	0.2	-0.1	*	*	*	
Tautoko FM	2.5	3.8	-1.3	15	0.8	1.3	-0.5	0.5	1.0	-0.5	0.5	1.1	-0.6	1.1	1.8	-0.7	1.3	1.3	0.0	0.7	0.6	0.1	0.6	1.0	-0.4	
Te Hiku o Te Ika	1.6	1.4	0.2	18	0.5	0.4	0.1	0.1	0.1	0.0	*	*	*	0.5	0.5	0.0	1.1	1.0	0.1	0.6	0.4	0.2	*	*	*	
The Hits	7.7	8.2	-0.5	9	2.4	1.8	0.6	2.7	2.6	0.1	1.8	2.2	-0.4	3.1	3.8	-0.7	2.2	2.9	-0.7	2.0	2.1	-0.1	1.3	1.9	-0.6	
The Sound	7.4	7.6	-0.2	10	0.6	0.3	0.3	1.8	1.6	0.2	1.5	1.5	0.0	2.2	2.3	-0.1	3.9	4.2	-0.3	4.6	5.1	-0.5	1.1	0.8	0.3	
ZM	7.3	6.0	1.3	11	2.7	1.7	1.0	4.3	3.8	0.5	3.7	3.7	0.0	4.0	4.0	0.0	0.9	0.5	0.4	0.6	0.2	0.4	2.2	2.0	0.2	
MediaWorks Combo	50.3	46.7	3.6		9.2	6.9	2.3	19.7	17.5	2.2	18.7	17.6	1.1	24.8	23.7	1.1	15.5	15.4	0.1	14.4	14.0	0.4	11.8	11.9	-0.1	
NZME Combo	48.6	45.7	2.9		6.1	4.9	1.2	13.7	12.1	1.6	13.7	12.7	1.0	19.6	18.8	0.8	14.5	15.1	-0.6	17.4	17.2	0.2	9.0	9.7	-0.7	
All Commercial Radio	78.7	76.4	2.3		11.4	9.7	1.7	22.6	21.9	0.7	23.0	23.6	-0.6	33.4	34.0	-0.6	25.1	24.8	0.3	26.6	25.9	0.7	16.7	17.4	-0.7	
Potential (000)	124.1	124.1	0.0		25.6	25.6	0.0	35.8	35.7	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	24.1	25.9	-1.8	
Sample	875	811	64		173	162	11	219	202	17	193	177	16	292	273	19	244	232	12	299	270	29	177	169	8	

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

Survey Comparisons: 2/2023 - 3/2023

This Survey Period: Sun Sep 4 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023

Last 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

	This	Last	+/-
Potential (000)	124.1	124.1	0.0
Sample Size	875	811	64

	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	1.1	0.9	0.2	15	1.6	0.7	0.9	0.4	0.1	0.3	0.5	0.1	0.4	0.1	0.1	0.0	0.1	0.2	-0.1	1.2	1.0	0.2
Coast	8.0	8.8	-0.8	3	8.8	9.3	-0.5	8.9	10.2	-1.3	7.7	7.5	0.2	2.9	3.2	-0.3	2.1	1.6	0.5	9.2	9.8	-0.6
Edge	7.2	5.7	1.5	6	4.7	5.0	-0.3	8.1	7.0	1.1	5.2	4.3	0.9	2.6	1.9	0.7	2.5	1.8	0.7	6.5	6.1	0.4
Flava	1.6	1.5	0.1	13	2.8	1.9	0.9	2.0	1.8	0.2	1.6	1.1	0.5	0.6	0.4	0.2	0.2	0.2	0.0	2.2	1.9	0.3
Gold	7.3	6.0	1.3	5	7.5	5.7	1.8	7.5	6.4	1.1	6.0	4.9	1.1	1.5	1.4	0.1	1.2	1.4	-0.2	6.2	5.0	1.2
Gold Sport	*	0.2	*	*	0.1	0.1	0.0	0.4	0.3	0.1	*	0.2	*	0.1	*	*	*	*	*	0.2	0.2	0.0
Life FM	1.6	1.1	0.5	13	1.2	1.1	0.1	2.0	1.8	0.2	1.1	0.9	0.2	1.3	0.4	0.9	0.3	0.3	0.0	2.5	2.2	0.3
Mai FM	4.3	3.8	0.5	9	2.1	1.3	0.8	4.1	3.1	1.0	3.1	2.4	0.7	0.6	0.6	0.0	1.1	1.1	0.0	4.1	2.6	1.5
More FM	13.4	13.3	0.1	1	11.6	10.8	0.8	10.2	10.4	-0.2	8.2	8.6	-0.4	3.7	3.7	0.0	4.5	3.7	0.8	11.2	11.3	-0.1
Newstalk ZB	7.6	6.5	1.1	4	4.9	4.3	0.6	4.3	4.0	0.3	4.6	3.8	0.8	2.8	2.4	0.4	3.3	2.8	0.5	6.6	5.3	1.3
Ngati Hine FM	2.3	2.6	-0.3	12	1.2	1.3	-0.1	1.8	3.0	-1.2	1.8	2.9	-1.1	0.6	0.7	-0.1	0.9	0.4	0.5	1.5	1.7	-0.2
Radio Hauraki	4.5	3.4	1.1	7	3.6	2.1	1.5	4.2	3.3	0.9	2.3	2.6	-0.3	0.9	0.6	0.3	2.1	1.0	1.1	3.4	2.5	0.9
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	1.1	0.4	0.7	15	0.7	0.8	-0.1	0.3	0.7	-0.4	0.7	0.7	0.0	0.2	*	*	0.6	0.4	0.2	0.9	0.4	0.5
Rock	9.4	8.3	1.1	2	6.1	4.8	1.3	8.1	7.0	1.1	8.8	7.6	1.2	1.1	1.3	-0.2	1.5	1.5	0.0	9.1	8.0	1.1
SENZ Sport	0.2	*	*	19	0.2	*	*	*	*	*	0.1	0.2	-0.1	*	*	*	*	*	*	0.1	0.2	-0.1
Tautoko FM	0.8	2.1	-1.3	17	0.9	1.0	-0.1	1.5	2.0	-0.5	0.4	0.8	-0.4	*	*	*	*	0.3	*	0.6	0.9	-0.3
Te Hiku o Te Ika	0.7	0.8	-0.1	18	0.4	0.3	0.1	0.6	0.7	-0.1	0.2	0.2	0.0	0.5	0.5	0.0	0.5	0.6	-0.1	1.1	0.9	0.2
The Hits	2.4	3.4	-1.0	11	2.4	2.6	-0.2	3.3	4.3	-1.0	2.6	3.2	-0.6	1.4	1.3	0.1	0.8	1.4	-0.6	3.4	3.1	0.3
The Sound	3.4	3.5	-0.1	10	4.2	4.1	0.1	4.7	4.6	0.1	3.3	3.9	-0.6	0.8	0.7	0.1	0.4	0.4	0.0	4.6	5.0	-0.4
ZM	4.5	3.6	0.9	7	2.6	1.8	0.8	3.7	2.6	1.1	4.4	3.9	0.5	1.6	0.7	0.9	0.7	0.7	0.0	3.9	3.4	0.5
MediaWorks Combo	35.8	32.9	2.9		26.6	23.9	2.7	31.0	29.2	1.8	25.9	24.4	1.5	8.5	8.3	0.2	9.3	8.0	1.3	32.5	30.3	2.2
NZME Combo	31.3	29.5	1.8		27.6	24.5	3.1	27.9	27.4	0.5	26.5	24.4	2.1	10.8	9.4	1.4	10.1	8.7	1.4	29.9	27.0	2.9
All Commercial Radio	59.9	58.9	1.0		49.8	46.7	3.1	55.1	56.3	-1.2	49.8	48.9	0.9	20.5	18.5	2.0	17.9	15.3	2.6	56.1	53.0	3.1

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 Sport, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui



# NORTHLAND COMMERCIAL RADIO - SURVEY 3 2023

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

Survey Comparisons: 2/2023 - 3/2023

This Survey Period: Sun Sep 4 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023

Last 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

	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	4:04	3:39	0:24	*	*	*	*	*	*	3:30	3:30	0:00	3:46	2:37	1:09	4:14	3:19	0:54	5:03	4:13	0:49	1:59	2:03	-0:04
Coast	9:04	9:52	-0:48	2:50	10:55	-8:04	4:24	7:23	-2:58	7:32	6:48	0:44	7:37	6:37	0:59	9:00	7:50	1:10	10:06	9:55	0:10	8:30	9:05	-0:35
Edge	8:15	8:42	-0:26	6:47	7:42	-0:55	5:22	6:53	-1:31	9:33	10:17	-0:44	8:48	9:28	-0:40	7:55	5:59	1:56	9:01	4:58	4:02	5:45	6:23	-0:37
Flava	7:19	8:58	-1:39	3:48	3:18	0:30	9:05	12:40	-3:34	10:23	18:03	-7:39	10:31	15:39	-5:07	5:02	3:31	1:30	1:18	1:16	0:01	12:35	16:44	-4:08
Gold	11:38	11:38	-0:00	8:17	1:00	7:17	14:00	16:39	-2:38	12:56	14:47	-1:50	12:46	13:19	-0:33	11:08	9:44	1:23	11:47	11:18	0:29	4:53	8:53	-4:00
Gold Sport	2:56	4:02	-1:05	*	*	*	*	*	*	*	5:30	*	*	5:30	*	3:10	3:04	0:06	3:20	3:18	0:01	*	*	*
Life FM	4:14	4:24	-0:09	4:23	4:04	0:19	2:54	2:14	0:39	4:15	5:08	-0:52	4:44	5:51	-1:07	4:08	4:16	-0:07	2:22	2:03	0:19	5:36	5:26	0:10
Mai FM	5:14	5:31	-0:17	4:02	3:56	0:06	5:46	6:08	-0:21	7:06	7:16	-0:10	6:36	7:02	-0:25	3:49	1:00	2:49	0:30	0:30	0:00	7:39	8:44	-1:05
More FM	11:34	10:35	0:58	4:47	4:23	0:24	8:38	7:57	0:40	9:29	7:57	1:31	16:43	14:03	2:39	15:00	14:18	0:42	9:23	8:42	0:41	17:10	13:48	3:21
Newstalk ZB	13:40	12:00	1:39	0:15	*	*	2:38	1:00	1:38	2:38	0:49	1:48	10:43	8:29	2:13	10:33	10:20	0:12	12:24	11:11	1:13	16:46	14:06	2:40
Ngati Hine FM	4:12	6:13	-2:01	4:39	7:59	-3:19	5:19	6:46	-1:27	5:33	7:30	-1:56	5:01	7:00	-1:58	3:27	3:57	-0:29	2:31	2:29	0:02	2:55	6:19	-3:23
Radio Hauraki	6:05	6:16	-0:10	5:26	5:12	0:13	7:20	6:18	1:01	7:06	5:20	1:46	6:54	7:23	-0:28	4:28	8:23	-3:55	4:44	3:38	1:05	4:25	4:11	0:14
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	4:10	3:57	0:13	1:19	2:35	-1:15	5:23	4:56	0:27	8:20	6:30	1:50	7:53	6:30	1:23	4:29	*	*	3:59	*	*	2:56	*	*
Rock	8:49	9:37	-0:48	6:17	8:33	-2:15	10:17	10:32	-0:15	11:21	11:48	-0:27	10:40	10:54	-0:14	6:50	7:21	-0:30	5:29	6:01	-0:31	9:16	10:58	-1:42
SENZ Sport	4:30	4:30	0:00	*	*	*	*	*	*	*	*	*	4:30	*	*	4:30	4:30	0:00	4:30	4:30	0:00	*	*	*
Tautoko FM	3:26	6:16	-2:49	1:49	6:54	-5:05	4:04	8:25	-4:20	3:21	8:12	-4:51	4:05	6:46	-2:41	4:26	4:19	0:07	4:15	3:57	0:17	4:24	6:03	-1:38
Te Hiku o Te Ika	6:18	7:59	-1:41	3:32	4:51	-1:18	1:45	1:45	0:00	*	*	*	15:13	15:18	-0:04	7:35	9:16	-1:40	1:26	1:36	-0:10	*	*	*
The Hits	5:21	7:44	-2:22	3:11	4:06	-0:54	3:38	4:30	-0:52	5:24	4:09	1:15	3:44	3:42	0:01	4:20	5:01	-0:41	10:40	10:44	-0:04	7:40	16:00	-8:19
The Sound	8:27	8:57	-0:30	6:30	11:34	-5:04	4:18	4:43	-0:25	2:33	3:12	-0:39	4:29	4:51	-0:21	8:49	11:31	-2:42	10:35	10:42	-0:07	8:18	10:17	-1:58
ZM	6:29	5:55	0:34	8:54	11:55	-3:01	3:35	3:46	-0:10	3:33	3:37	-0:04	3:35	3:41	-0:06	11:52	4:31	7:21	14:44	2:44	11:59	3:46	3:34	0:11
MediaWorks Combo	12:13	12:07	0:05	9:16	9:44	-0:28	10:20	10:44	-0:23	11:44	12:03	-0:18	14:05	13:59	0:05	14:26	13:54	0:31	11:05	10:14	0:51	13:52	13:23	0:28
NZME Combo	12:07	12:13	-0:05	8:11	9:35	-1:24	9:13	10:48	-1:35	10:06	10:06	0:00	10:37	10:32	0:05	12:38	10:58	1:39	14:13	12:45	1:27	11:11	13:01	-1:49
All Commercial Radio	16:42	16:49	-0:07	13:21	14:47	-1:25	15:51	16:34	-0:43	16:43	16:37	0:06	18:16	17:50	0:25	18:14	17:27	0:47	16:20	15:35	0:45	16:45	17:42	-0:57
Potential (000)	124.1	124.1	0.0	25.6	25.6	0.0	35.8	35.7	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	24.1	25.9	-1.8
Sample	875	811	64	173	162	11	219	202	17	193	177	16	292	273	19	244	232	12	299	270	29	177	169	8

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 Sport, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui



# NORTHLAND COMMERCIAL RADIO - SURVEY 3 2023

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

Survey Comparisons: 2/2023 - 3/2023

This Survey Period: Sun Sep 4 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023

Last 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

	This	Last	+/-
Potential (000)	124.1	124.1	0.0
Sample Size	875	811	64

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

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 Sport, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui