



NORTHLAND COMMERCIAL RADIO - SURVEY 1 2024

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

Survey Comparisons: 3/2023 - 1/2024

This Survey Period: Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 2024
Last 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

	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	1.5	0.7	0.8	13	*	*	*	*	*	*	0.1	0.1	0.0	1.1	0.6	0.5	2.0	1.5	0.5	1.4	1.2	0.2	1.5	0.5	1.0
Coast	15.4	10.7	4.7	1	2.5	1.3	1.2	1.7	2.4	-0.7	4.1	4.4	-0.3	7.9	6.0	1.9	21.0	14.0	7.0	26.7	18.3	8.4	12.8	9.1	3.7
Edge	6.6	8.7	-2.1	6	14.4	15.3	-0.9	14.2	9.8	4.4	11.9	15.5	-3.6	9.4	12.4	-3.0	4.4	5.8	-1.4	2.6	3.3	-0.7	6.7	9.0	-2.3
Flava	3.3	2.6	0.7	12	4.3	3.9	0.4	9.6	8.4	1.2	8.5	6.8	1.7	6.5	4.6	1.9	1.3	0.5	0.8	0.1	0.2	-0.1	6.9	5.2	1.7
Gold	8.9	10.6	-1.7	5	3.7	3.3	0.4	6.3	12.0	-5.7	7.2	11.8	-4.6	9.1	11.2	-2.1	13.7	12.5	1.2	12.5	14.4	-1.9	4.1	2.8	1.3
Gold Sport	0.2	0.1	0.1	19	*	*	*	*	*	*	*	*	*	*	*	*	0.2	0.3	-0.1	0.3	0.4	-0.1	*	*	*
Life FM	1.1	1.3	-0.2	15	3.3	3.2	0.1	1.0	1.2	-0.2	0.8	1.3	-0.5	1.0	1.4	-0.4	0.9	1.1	-0.2	0.5	0.5	0.0	1.2	1.5	-0.3
Mai FM	3.9	3.4	0.5	8	12.5	11.5	1.0	7.8	9.6	-1.8	7.8	6.3	1.5	5.6	4.4	1.2	0.6	0.5	0.1	*	*	*	8.7	4.9	3.8
More FM	13.6	18.2	-4.6	2	14.1	11.5	2.6	15.6	13.1	2.5	14.0	10.8	3.2	15.6	21.2	-5.6	14.0	27.5	-13.5	12.5	16.9	-4.4	16.0	27.3	-11.3
Newstalk ZB	11.2	10.4	0.8	3	*	*	*	0.3	0.2	0.1	0.3	0.2	0.1	1.7	2.4	-0.7	5.9	6.2	-0.3	12.8	14.7	-1.9	7.0	9.9	-2.9
Ngati Hine FM	1.4	1.4	0.0	14	4.3	3.3	1.0	3.1	2.1	1.0	2.0	1.5	0.5	1.5	1.7	-0.2	0.8	1.6	-0.8	0.7	0.7	0.0	1.2	0.9	0.3
Radio Hauraki	3.6	3.7	-0.1	9	2.8	3.6	-0.8	3.3	5.0	-1.7	7.9	7.0	0.9	6.0	5.5	0.5	2.0	2.1	-0.1	2.0	1.9	0.1	3.9	2.4	1.5
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	1.0	0.6	0.4	16	2.8	0.7	2.1	0.8	1.2	-0.4	0.7	1.2	-0.5	1.0	0.9	0.1	1.2	0.3	0.9	0.5	0.2	0.3	1.3	0.2	1.1
Rock	9.3	9.9	-0.6	4	12.2	14.0	-1.8	18.0	19.9	-1.9	17.5	21.4	-3.9	15.8	15.8	0.0	8.0	5.4	2.6	3.4	2.9	0.5	10.9	12.6	-1.7
SENZ Sport	0.2	0.1	0.1	19	*	*	*	*	*	*	*	*	*	0.2	0.1	0.1	0.6	0.3	0.3	0.4	0.1	0.3	*	*	*
Tautoko FM	1.0	0.7	0.3	16	2.1	0.9	1.2	1.1	0.6	0.5	1.0	0.4	0.6	0.7	0.7	0.0	1.3	1.2	0.1	1.1	0.6	0.5	1.4	1.0	0.4
Te Hiku o Te Ika	0.6	0.8	-0.2	18	1.1	1.2	-0.1	0.5	*	*	0.4	*	*	1.0	1.2	-0.2	0.9	1.8	-0.9	0.1	0.2	-0.1	0.7	*	*
The Hits	3.4	3.1	0.3	10	6.0	5.1	0.9	4.2	2.7	1.5	4.4	2.6	1.8	3.0	1.9	1.1	2.1	2.1	0.0	4.0	5.0	-1.0	3.4	3.7	-0.3
The Sound	5.4	4.8	0.6	7	0.9	2.7	-1.8	0.8	2.1	-1.3	0.5	1.0	-0.5	3.0	1.6	1.4	10.2	7.6	2.6	11.6	11.3	0.3	2.7	3.1	-0.4
ZM	3.4	3.6	-0.2	10	10.1	15.8	-5.7	6.2	4.4	1.8	5.1	3.4	1.7	3.4	2.4	1.0	2.2	2.3	-0.1	2.1	2.1	0.0	3.3	2.9	0.4
MediaWorks Combo	42.1	46.7	-4.6		55.3	56.3	-1.0	59.7	56.7	3.0	55.8	57.0	-1.2	53.1	57.2	-4.1	39.8	48.9	-9.1	33.1	36.7	-3.6	49.7	58.5	-8.8
NZME Combo	49.2	44.9	4.3		29.4	33.0	-3.6	31.5	35.2	-3.7	37.4	36.1	1.3	37.7	34.0	3.7	48.5	40.1	8.4	60.5	56.9	3.6	41.3	36.0	5.3
Potential (000)	125.4	124.1	1.3		25.9	25.6	0.3	36.4	35.8	0.6	33.2	32.5	0.7	50.0	49.6	0.4	36.4	36.6	-0.2	36.5	36.3	0.2	25.0	24.1	0.9
Sample	842	875	-33		161	173	-12	193	219	-26	171	193	-22	267	292	-25	233	244	-11	301	299	2	169	177	-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



NORTHLAND COMMERCIAL RADIO - SURVEY 1 2024

Station Share (%) by Daypart, People 10+
Survey Comparisons: 3/2023 - 1/2024

This Survey Period: Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 2024
Last 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

	This	Last	+/-
Potential (000)	125.4	124.1	1.3
Sample Size	842	875	-33

	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	1.2	0.5	0.7	14	1.8	1.0	0.8	1.0	0.2	0.8	1.7	0.5	1.2	0.2	0.6	-0.4	0.6	0.2	0.4	2.6	1.6	1.0
Coast	9.6	7.7	1.9	4	15.8	12.4	3.4	18.5	11.7	6.8	16.3	11.4	4.9	9.0	5.9	3.1	12.3	10.4	1.9	18.6	11.8	6.8
Edge	5.8	7.6	-1.8	6	5.8	5.7	0.1	5.8	8.1	-2.3	7.7	10.7	-3.0	17.2	11.7	5.5	9.5	14.9	-5.4	5.9	10.2	-4.3
Flava	3.0	2.1	0.9	10	4.2	4.2	0.0	3.1	2.2	0.9	3.8	2.9	0.9	2.4	2.7	-0.3	0.3	0.3	0.0	3.3	2.6	0.7
Gold	6.4	8.4	-2.0	5	10.0	13.8	-3.8	9.4	14.1	-4.7	10.6	9.9	0.7	6.6	3.8	2.8	5.2	4.2	1.0	9.8	8.8	1.0
Gold Sport	*	*	*	*	0.2	0.1	0.1	0.6	0.4	0.2	*	*	*	0.3	0.2	0.1	*	*	*	0.1	0.1	0.0
Life FM	1.1	1.7	-0.6	15	0.4	0.5	-0.1	1.1	1.4	-0.3	0.3	0.6	-0.3	4.1	3.7	0.4	1.1	0.4	0.7	1.5	1.5	0.0
Mai FM	5.4	4.2	1.2	7	2.4	1.5	0.9	5.3	3.7	1.6	3.4	4.1	-0.7	1.2	3.9	-2.7	3.8	5.0	-1.2	3.1	3.1	0.0
More FM	17.5	21.8	-4.3	2	15.4	20.4	-5.0	11.8	18.1	-6.3	10.8	12.3	-1.5	9.4	13.6	-4.2	15.4	13.4	2.0	11.9	17.7	-5.8
Newstalk ZB	18.0	17.0	1.0	1	6.8	5.7	1.1	4.5	3.7	0.8	12.9	11.8	1.1	28.2	28.8	-0.6	19.4	18.9	0.5	10.6	9.6	1.0
Ngati Hine FM	2.3	1.6	0.7	12	1.3	1.1	0.2	1.1	1.2	-0.1	1.1	2.2	-1.1	0.8	1.2	-0.4	3.5	2.6	0.9	0.9	1.1	-0.2
Radio Hauraki	2.9	3.2	-0.3	11	3.3	4.0	-0.7	3.7	3.9	-0.2	2.2	1.4	0.8	1.5	1.0	0.5	9.8	8.4	1.4	4.3	4.1	0.2
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	0.7	0.6	0.1	18	0.7	0.5	0.2	1.0	0.1	0.9	1.2	0.5	0.7	1.1	0.9	0.2	3.6	4.2	-0.6	1.1	0.6	0.5
Rock	10.3	9.9	0.4	3	12.2	11.2	1.0	11.3	11.8	-0.5	8.2	13.6	-5.4	1.3	2.0	-0.7	4.8	3.1	1.7	6.1	7.8	-1.7
SENZ Sport	0.1	0.1	0.0	19	0.2	0.2	0.0	0.2	*	*	0.2	0.1	0.1	*	*	*	*	*	*	0.4	0.2	0.2
Tautoko FM	0.9	0.6	0.3	17	0.7	0.7	0.0	0.8	1.0	-0.2	0.6	0.2	0.4	1.1	*	*	*	*	*	1.9	0.8	1.1
Te Hiku o Te Ika	1.0	1.2	-0.2	16	0.1	0.3	-0.2	0.2	0.6	-0.4	0.3	0.2	0.1	0.6	1.3	-0.7	0.6	0.9	-0.3	1.1	1.1	0.0
The Hits	2.1	2.0	0.1	13	5.3	4.0	1.3	4.7	3.7	1.0	2.0	2.4	-0.4	0.5	3.8	-3.3	1.8	2.3	-0.5	2.7	3.2	-0.5
The Sound	4.2	3.0	1.2	8	7.1	6.5	0.6	6.5	6.3	0.2	4.6	3.6	1.0	4.6	2.4	2.2	1.2	2.3	-1.1	5.0	4.8	0.2
ZM	3.6	3.5	0.1	9	2.5	2.7	-0.2	3.6	3.4	0.2	4.9	5.3	-0.4	2.2	6.4	-4.2	1.1	2.1	-1.0	3.7	3.8	-0.1
MediaWorks Combo	45.6	47.8	-2.2		46.1	46.9	-0.8	44.1	49.4	-5.3	37.9	46.0	-8.1	34.3	34.4	-0.1	39.2	43.2	-4.0	36.5	46.0	-9.5
NZME Combo	45.6	43.9	1.7		48.2	47.0	1.2	48.1	42.9	5.2	52.7	45.0	7.7	50.6	52.5	-1.9	49.9	46.8	3.1	53.1	44.1	9.0

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



NORTHLAND COMMERCIAL RADIO - SURVEY 1 2024

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

Survey Comparisons: 3/2023 - 1/2024

This Survey Period: Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 2024
Last 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

	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	4.3	2.4	1.9	13	*	*	*	*	*	*	0.1	0.2	-0.1	1.6	1.0	0.6	2.6	1.6	1.0	1.7	1.1	0.6	1.2	0.7	0.5
Coast	16.6	15.6	1.0	2	0.9	0.7	0.2	1.0	2.0	-1.0	1.0	2.2	-1.2	3.6	4.8	-1.2	7.2	7.1	0.1	9.1	7.9	1.2	2.5	3.0	-0.5
Edge	13.0	13.8	-0.8	5	4.3	3.4	0.9	7.6	6.6	1.0	6.2	6.2	0.0	7.5	8.6	-1.1	2.1	3.4	-1.3	1.0	1.6	-0.6	3.4	4.4	-1.0
Flava	5.7	4.7	1.0	12	1.8	1.5	0.3	3.6	3.3	0.3	2.7	2.5	0.2	3.7	2.7	1.0	1.3	0.5	0.8	0.3	0.5	-0.2	1.6	1.2	0.4
Gold	13.2	12.0	1.2	4	0.8	0.6	0.2	2.2	3.1	-0.9	2.6	3.5	-0.9	5.6	5.4	0.2	6.9	5.1	1.8	6.1	5.3	0.8	2.2	1.6	0.6
Gold Sport	0.7	0.6	0.1	20	*	*	*	*	*	*	*	*	*	*	*	*	0.3	0.4	-0.1	0.5	0.5	0.0	*	*	*
Life FM	3.8	3.9	-0.1	15	1.2	1.1	0.1	1.4	1.5	-0.1	1.0	1.2	-0.2	1.6	1.8	-0.2	1.2	1.3	-0.1	0.8	0.9	-0.1	0.7	0.7	0.0
Mai FM	8.6	8.4	0.2	8	5.0	4.3	0.7	4.9	5.9	-1.0	3.1	3.4	-0.3	3.6	4.0	-0.4	0.5	0.6	-0.1	*	0.1	*	2.3	1.8	0.5
More FM	20.7	20.7	0.0	1	4.4	3.6	0.8	7.0	5.4	1.6	5.1	4.4	0.7	8.4	7.8	0.6	7.2	8.4	-1.2	6.3	7.8	-1.5	3.8	4.4	-0.6
Newstalk ZB	10.4	10.0	0.4	6	0.1	0.2	-0.1	0.3	0.3	0.0	0.3	0.3	0.0	1.0	1.4	-0.4	2.4	2.7	-0.3	5.1	5.1	0.0	1.0	1.6	-0.6
Ngati Hine FM	4.1	4.4	-0.3	14	1.6	1.1	0.5	1.8	1.4	0.4	1.1	1.0	0.1	1.5	2.0	-0.5	1.2	2.2	-1.0	1.0	1.2	-0.2	0.6	0.8	-0.2
Radio Hauraki	8.7	7.9	0.8	7	1.1	1.0	0.1	2.0	2.5	-0.5	4.0	3.8	0.2	5.3	4.9	0.4	2.6	2.2	0.4	2.1	1.8	0.3	1.9	1.5	0.4
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	2.4	2.0	0.4	16	1.0	0.8	0.2	0.5	0.8	-0.3	0.2	0.6	-0.4	0.5	0.7	-0.2	0.7	0.3	0.4	0.6	0.2	0.4	0.4	0.2	0.2
Rock	14.5	14.8	-0.3	3	3.5	3.4	0.1	5.5	7.0	-1.5	5.4	7.3	-1.9	8.1	9.0	-0.9	4.5	3.6	0.9	2.6	2.3	0.3	3.4	3.8	-0.4
SENZ Sport	0.8	0.3	0.5	19	*	*	*	*	*	*	*	*	*	0.5	0.2	0.3	0.8	0.3	0.5	0.3	0.1	0.2	0.3	*	*
Tautoko FM	2.4	2.5	-0.1	16	1.0	0.8	0.2	0.9	0.5	0.4	0.7	0.5	0.2	0.9	1.1	-0.2	0.6	1.3	-0.7	0.6	0.7	-0.1	0.6	0.6	0.0
Te Hiku o Te Ika	1.2	1.6	-0.4	18	0.5	0.5	0.0	0.2	0.1	0.1	0.2	*	*	0.3	0.5	-0.2	0.5	1.1	-0.6	0.3	0.6	-0.3	0.2	*	*
The Hits	7.1	7.7	-0.6	10	2.5	2.4	0.1	3.1	2.7	0.4	1.9	1.8	0.1	2.3	3.1	-0.8	1.4	2.2	-0.8	2.1	2.0	0.1	1.1	1.3	-0.2
The Sound	7.0	7.4	-0.4	11	0.4	0.6	-0.2	1.2	1.8	-0.6	1.1	1.5	-0.4	2.7	2.2	0.5	4.4	3.9	0.5	3.7	4.6	-0.9	1.3	1.1	0.2
ZM	7.8	7.3	0.5	9	2.9	2.7	0.2	5.0	4.3	0.7	4.0	3.7	0.3	4.1	4.0	0.1	0.8	0.9	-0.1	0.7	0.6	0.1	2.2	2.2	0.0
MediaWorks Combo	52.8	50.3	2.5		11.5	9.2	2.3	20.8	19.7	1.1	18.3	18.7	-0.4	25.7	24.8	0.9	15.5	15.5	0.0	12.9	14.4	-1.5	12.1	11.8	0.3
NZME Combo	51.7	48.6	3.1		7.0	6.1	0.9	12.9	13.7	-0.8	12.6	13.7	-1.1	19.2	19.6	-0.4	16.3	14.5	1.8	18.6	17.4	1.2	9.3	9.0	0.3
All Commercial Radio	84.5	78.7	5.8		14.5	11.4	3.1	24.9	22.6	2.3	23.6	23.0	0.6	35.6	33.4	2.2	26.0	25.1	0.9	26.1	26.6	-0.5	17.6	16.7	0.9
Potential (000)	125.4	124.1	1.3		25.9	25.6	0.3	36.4	35.8	0.6	33.2	32.5	0.7	50.0	49.6	0.4	36.4	36.6	-0.2	36.5	36.3	0.2	25.0	24.1	0.9
Sample	842	875	-33		161	173	-12	193	219	-26	171	193	-22	267	292	-25	233	244	-11	301	299	2	169	177	-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 1 2024

Cumulative Audience (000's) by Daypart, People 10+
Survey Comparisons: 3/2023 - 1/2024

This Survey Period: Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 2024
Last 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

	This	Last	+/-
Potential (000)	125.4	124.1	1.3
Sample Size	842	875	-33

	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	2.3	1.1	1.2	14	2.7	1.6	1.1	2.0	0.4	1.6	1.1	0.5	0.6	0.1	0.1	0.0	0.2	0.1	0.1	2.8	1.2	1.6
Coast	8.0	8.0	0.0	3	10.3	8.8	1.5	10.6	8.9	1.7	9.3	7.7	1.6	3.6	2.9	0.7	2.0	2.1	-0.1	10.4	9.2	1.2
Edge	7.8	7.2	0.6	5	5.6	4.7	0.9	6.8	8.1	-1.3	4.9	5.2	-0.3	1.6	2.6	-1.0	2.0	2.5	-0.5	5.5	6.5	-1.0
Flava	2.9	1.6	1.3	11	3.4	2.8	0.6	3.6	2.0	1.6	2.0	1.6	0.4	0.8	0.6	0.2	0.1	0.2	-0.1	2.9	2.2	0.7
Gold	6.9	7.3	-0.4	6	8.0	7.5	0.5	6.9	7.5	-0.6	7.0	6.0	1.0	2.8	1.5	1.3	1.4	1.2	0.2	7.2	6.2	1.0
Gold Sport	*	*	*	*	0.3	0.1	0.2	0.5	0.4	0.1	*	*	*	0.1	0.1	0.0	*	*	*	0.2	0.2	0.0
Life FM	1.5	1.6	-0.1	16	1.1	1.2	-0.1	1.6	2.0	-0.4	0.6	1.1	-0.5	1.2	1.3	-0.1	0.4	0.3	0.1	2.4	2.5	-0.1
Mai FM	5.2	4.3	0.9	7	2.8	2.1	0.7	4.6	4.1	0.5	3.3	3.1	0.2	0.3	0.6	-0.3	0.6	1.1	-0.5	3.9	4.1	-0.2
More FM	13.3	13.4	-0.1	1	11.6	11.6	0.0	10.2	10.2	0.0	7.2	8.2	-1.0	3.3	3.7	-0.4	4.2	4.5	-0.3	9.9	11.2	-1.3
Newstalk ZB	8.0	7.6	0.4	3	5.2	4.9	0.3	4.1	4.3	-0.2	4.6	4.6	0.0	2.5	2.8	-0.3	3.2	3.3	-0.1	6.6	6.6	0.0
Ngati Hine FM	2.8	2.3	0.5	12	1.1	1.2	-0.1	1.2	1.8	-0.6	1.0	1.8	-0.8	0.3	0.6	-0.3	0.8	0.9	-0.1	1.3	1.5	-0.2
Radio Hauraki	4.0	4.5	-0.5	9	4.2	3.6	0.6	4.5	4.2	0.3	3.3	2.3	1.0	1.1	0.9	0.2	2.3	2.1	0.2	4.2	3.4	0.8
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	1.7	1.1	0.6	15	1.0	0.7	0.3	1.0	0.3	0.7	0.9	0.7	0.2	0.2	0.2	0.0	0.6	0.6	0.0	1.6	0.9	0.7
Rock	9.6	9.4	0.2	2	6.5	6.1	0.4	6.8	8.1	-1.3	6.2	8.8	-2.6	0.8	1.1	-0.3	0.9	1.5	-0.6	7.7	9.1	-1.4
SENZ Sport	0.2	0.2	0.0	19	0.2	0.2	0.0	0.4	*	*	0.3	0.1	0.2	*	*	*	*	*	*	0.3	0.1	0.2
Tautoko FM	1.1	0.8	0.3	17	0.6	0.9	-0.3	1.2	1.5	-0.3	0.6	0.4	0.2	0.4	*	*	*	*	*	1.3	0.6	0.7
Te Hiku o Te Ika	0.5	0.7	-0.2	18	0.3	0.4	-0.1	0.4	0.6	-0.2	0.3	0.2	0.1	0.2	0.5	-0.3	0.2	0.5	-0.3	1.0	1.1	-0.1
The Hits	2.4	2.4	0.0	13	3.5	2.4	1.1	3.6	3.3	0.3	2.2	2.6	-0.4	0.5	1.4	-0.9	0.5	0.8	-0.3	3.2	3.4	-0.2
The Sound	3.5	3.4	0.1	10	4.1	4.2	-0.1	3.8	4.7	-0.9	2.8	3.3	-0.5	1.1	0.8	0.3	0.4	0.4	0.0	4.2	4.6	-0.4
ZM	4.4	4.5	-0.1	8	3.1	2.6	0.5	4.0	3.7	0.3	4.3	4.4	-0.1	1.2	1.6	-0.4	0.6	0.7	-0.1	3.3	3.9	-0.6
MediaWorks Combo	37.9	35.8	2.1		29.6	26.6	3.0	31.5	31.0	0.5	23.9	25.9	-2.0	6.7	8.5	-1.8	8.0	9.3	-1.3	31.9	32.5	-0.6
NZME Combo	32.0	31.3	0.7		31.9	27.6	4.3	32.1	27.9	4.2	28.8	26.5	2.3	11.8	10.8	1.0	9.8	10.1	-0.3	32.4	29.9	2.5
All Commercial Radio	63.3	59.9	3.4		56.0	49.8	6.2	57.3	55.1	2.2	50.5	49.8	0.7	19.5	20.5	-1.0	17.0	17.9	-0.9	58.4	56.1	2.3

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 1 2024

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

Survey Comparisons: 3/2023 - 1/2024

This Survey Period: Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 2024
Last 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

	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	4:40	4:04	0:36	*	*	*	*	*	*	3:30	3:30	0:00	3:41	3:46	-0:05	3:19	4:14	-0:54	3:42	5:03	-1:21	3:00	1:59	1:01
Coast	11:59	9:04	2:55	4:10	2:50	1:20	6:15	4:24	1:51	14:14	7:32	6:41	12:05	7:37	4:28	12:29	9:00	3:29	13:07	10:06	3:01	12:02	8:30	3:32
Edge	6:35	8:15	-1:40	5:16	6:47	-1:30	6:46	5:22	1:23	6:51	9:33	-2:41	6:45	8:48	-2:02	8:57	7:55	1:01	11:10	9:01	2:09	4:44	5:45	-1:01
Flava	7:26	7:19	0:06	3:52	3:48	0:03	9:48	9:05	0:42	11:11	10:23	0:48	9:36	10:31	-0:55	4:22	5:02	-0:39	1:10	1:18	-0:07	10:07	12:35	-2:28
Gold	8:42	11:38	-2:55	7:48	8:17	-0:29	10:28	14:00	-3:32	9:54	12:56	-3:02	8:43	12:46	-4:02	8:30	11:08	-2:38	9:10	11:47	-2:37	4:29	4:53	-0:23
Gold Sport	3:34	2:56	0:38	*	*	*	*	*	*	*	*	*	*	*	*	3:30	3:10	0:19	2:56	3:20	-0:24	*	*	*
Life FM	3:39	4:14	-0:34	4:12	4:23	-0:11	2:40	2:54	-0:13	2:47	4:15	-1:28	3:24	4:44	-1:19	3:19	4:08	-0:49	2:25	2:22	0:02	3:55	5:36	-1:41
Mai FM	5:49	5:14	0:35	3:57	4:02	-0:05	5:49	5:46	0:02	9:01	7:06	1:55	8:27	6:36	1:50	4:57	3:49	1:08	*	0:30	*	9:03	7:39	1:23
More FM	8:32	11:34	-3:01	5:02	4:47	0:14	8:08	8:38	-0:29	9:47	9:29	0:17	10:03	16:43	-6:39	8:23	15:00	-6:36	8:54	9:23	-0:28	9:56	17:10	-7:13
Newstalk ZB	14:01	13:40	0:21	0:15	0:15	0:00	3:02	2:38	0:24	3:02	2:38	0:24	9:26	10:43	-1:16	10:33	10:33	0:00	11:15	12:24	-1:09	17:35	16:46	0:48
Ngati Hine FM	4:29	4:12	0:16	4:19	4:39	-0:20	6:15	5:19	0:56	6:44	5:33	1:11	5:29	5:01	0:27	2:48	3:27	-0:39	3:12	2:31	0:40	4:42	2:55	1:46
Radio Hauraki	5:19	6:05	-0:45	4:04	5:26	-1:21	5:52	7:20	-1:28	7:05	7:06	-0:01	6:10	6:54	-0:44	3:16	4:28	-1:11	4:14	4:44	-0:29	4:48	4:25	0:22
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	5:32	4:10	1:21	4:19	1:19	2:59	5:20	5:23	-0:03	10:45	8:20	2:24	11:05	7:53	3:11	7:11	4:29	2:42	3:40	3:59	-0:19	7:34	2:56	4:38
Rock	8:19	8:49	-0:29	5:33	6:17	-0:44	11:52	10:17	1:34	11:29	11:21	0:08	10:30	10:40	-0:10	7:38	6:50	0:47	5:46	5:29	0:17	7:42	9:16	-1:34
SENZ Sport	3:18	4:30	-1:11	*	*	*	*	*	*	*	*	*	1:57	4:30	-2:32	3:18	4:30	-1:11	5:17	4:30	0:47	0:15	*	*
Tautoko FM	5:08	3:26	1:41	3:31	1:49	1:42	4:17	4:04	0:13	4:45	3:21	1:24	4:37	4:05	0:31	9:53	4:26	5:26	8:32	4:15	4:17	5:20	4:24	0:56
Te Hiku o Te Ika	6:18	6:18	0:00	3:16	3:32	-0:15	7:06	1:45	5:21	10:30	*	*	15:52	15:13	0:38	8:19	7:35	0:43	0:58	1:26	-0:28	10:30	*	*
The Hits	6:08	5:21	0:46	3:43	3:11	0:32	4:56	3:38	1:18	8:11	5:24	2:46	6:56	3:44	3:12	6:35	4:20	2:14	8:24	10:40	-2:16	7:34	7:40	-0:06
The Sound	10:00	8:27	1:33	3:10	6:30	-3:19	2:23	4:18	-1:55	1:37	2:33	-0:55	6:01	4:29	1:32	9:54	8:49	1:05	13:57	10:35	3:22	4:49	8:18	-3:29
ZM	5:36	6:29	-0:52	5:28	8:54	-3:25	4:31	3:35	0:56	4:31	3:33	0:58	4:29	3:35	0:54	12:05	11:52	0:12	12:18	14:44	-2:25	3:38	3:46	-0:08
MediaWorks Combo	10:20	12:13	-1:52	7:41	9:16	-1:34	10:27	10:20	0:06	10:50	11:44	-0:53	11:10	14:05	-2:54	11:05	14:26	-3:20	11:25	11:05	0:19	9:46	13:52	-4:05
NZME Combo	12:21	12:07	0:14	6:41	8:11	-1:30	8:53	9:13	-0:20	10:33	10:06	0:26	10:40	10:37	0:02	12:49	12:38	0:10	14:27	14:13	0:13	10:34	11:11	-0:37
All Commercial Radio	15:21	16:42	-1:21	10:58	13:21	-2:22	14:34	15:51	-1:16	15:04	16:43	-1:39	15:14	18:16	-3:02	16:34	18:14	-1:40	17:04	16:20	0:43	13:33	16:45	-3:11
Potential (000)	125.4	124.1	1.3	25.9	25.6	0.3	36.4	35.8	0.6	33.2	32.5	0.7	50.0	49.6	0.4	36.4	36.6	-0.2	36.5	36.3	0.2	25.0	24.1	0.9
Sample	842	875	-33	161	173	-12	193	219	-26	171	193	-22	267	292	-25	233	244	-11	301	299	2	169	177	-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 1 2024

Average Time Spent Listening (hh:mm) by Daypart, People 10+
Survey Comparisons: 3/2023 - 1/2024

This Survey Period: Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 2024
Last 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

	This	Last	+/-
Potential (000)	125.4	124.1	1.3
Sample Size	842	875	-33

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

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