

AUCKLAND COMMERCIAL RADIO - SURVEY 1 2023

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

Survey Comparisons: 4/2022 - 1/2023

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

Last Survey Period: Sun Jun 26 to Sat Nov 12 2022

	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	+/-	This	Last	+/-	This	Last	+/-	
BBC	0.7	0.8	-0.1	20	0.9	0.4	0.5	0.2	0.2	0.0	0.1	0.2	-0.1	0.3	0.3	0.0	0.6	0.8	-0.2	1.3	1.3	0.0	0.3	0.1	0.2	14.5	10.5	4.0				
Breeze	10.2	10.0	0.2	2	8.8	7.3	1.5	7.3	8.8	-1.5	11.3	11.9	-0.6	11.4	11.2	0.2	11.0	11.0	0.0	9.3	9.5	-0.2	5.2	7.0	2.5	5.2	7.0	-1.8				
Coast	5.5	5.1	0.4	6	0.9	2.4	-1.5	2.0	3.7	-1.7	2.2	3.4	-1.2	3.7	4.7	-1.0	7.6	6.9	0.7	8.3	5.8	2.5	4.4	4.4	0.0	4.4	4.4	0.0				
Edge	5.6	4.5	1.1	5	10.1	9.8	0.3	9.4	7.7	1.7	9.2	6.6	2.6	7.2	5.4	1.8	3.0	2.3	0.7	1.8	1.3	0.5	0.5	0.0	3.3	4.6	-1.3					
Flava	3.0	3.9	-0.9	13	6.6	8.5	-1.9	6.2	8.9	-2.7	4.6	6.7	-2.1	3.8	5.0	-1.2	1.7	1.1	0.6	0.5	0.5	0.0	3.3	4.6	-1.3							
George FM	3.7	3.4	0.3	11	3.4	5.1	-1.7	7.0	5.9	1.1	6.4	5.1	1.3	6.1	4.8	1.3	3.3	2.6	0.7	0.4	0.9	-0.5	1.9	2.3	-0.4							
Gold	1.8	2.3	-0.5	16	0.9	1.9	-1.0	1.5	1.5	0.0	1.3	1.2	0.1	1.3	1.9	-0.6	2.5	4.2	-1.7	3.4	3.7	-0.3	1.7	2.3	-0.6							
Gold Sport	0.2	0.2	0.0	22	0.1	*	*	0.4	0.2	0.2	0.4	0.2	0.2	0.3	0.2	0.1	0.2	0.3	-0.1	0.3	0.4	-0.1	*	*	*	*	*	*				
Humm FM	2.0	1.7	0.3	15	1.1	2.3	-1.2	2.9	2.6	0.3	2.8	2.6	0.2	3.1	2.7	0.4	2.6	1.5	1.1	0.7	0.2	0.5	1.1	1.3	-0.2							
Life FM	0.8	1.2	-0.4	18	0.7	2.2	-1.5	1.3	0.9	0.4	1.4	1.1	0.3	1.2	1.4	-0.2	0.7	1.4	-0.7	0.4	0.6	-0.2	1.2	1.0	0.2							
Magic	4.2	5.4	-1.2	9	1.1	0.7	0.4	1.4	0.7	0.7	0.9	0.5	0.4	1.4	1.2	0.2	3.0	4.7	-1.7	9.5	13.7	-4.2	2.6	1.8	0.8							
Mai FM	8.1	8.1	0.0	3	17.9	17.0	0.9	16.1	15.9	0.2	13.3	12.6	0.7	9.8	10.0	-0.2	3.3	3.6	-0.3	2.3	2.0	0.3	11.7	10.1	1.6							
More FM	5.7	5.9	-0.2	4	7.1	6.5	0.6	4.1	6.1	-2.0	4.5	6.4	-1.9	6.6	7.5	-0.9	9.1	7.6	1.5	4.9	4.2	0.7	7.3	7.6	-0.3							
Newstalk ZB	17.2	16.5	0.7	1	4.4	3.2	1.2	4.2	3.3	0.9	5.9	5.5	0.4	8.6	8.9	-0.3	16.8	18.5	-1.7	29.9	27.4	2.5	15.3	14.2	1.1							
Radio Hauraki	1.7	2.7	-1.0	17	1.2	4.5	-3.3	2.6	3.4	-0.8	2.7	2.7	0.0	2.5	2.7	-0.2	1.4	3.2	-1.8	1.0	2.3	-1.3	1.8	4.9	-3.1							
Radio Samoa	0.8	0.8	0.0	18	0.4	0.5	-0.1	0.3	0.5	-0.2	0.8	0.8	0.0	0.7	0.7	0.0	0.5	1.3	-0.8	0.8	1.1	-0.3	1.2	0.2	1.0							
Radio Waatea	0.1	0.1	0.0	23	*	*	*	0.1	*	*	0.2	0.2	0.0	0.2	0.2	0.0	0.2	0.2	0.0	0.1	0.2	-0.1	0.2	0.2	0.0							
Rhema	0.1	0.2	-0.1	23	*	0.2	*	*	0.2	*	*	0.2	*	0.1	0.2	-0.1	0.3	0.2	0.1	0.2	0.1	0.1	0.1	0.1	0.1	0.1						
Rock	3.8	3.2	0.6	10	4.3	5.0	-0.7	5.1	3.4	1.7	5.2	3.6	1.6	5.8	4.6	1.2	4.4	3.8	0.6	1.0	0.6	0.4	2.6	3.0	-0.4							
SENZ Sport	0.1	0.2	-0.1	23	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.2	-0.1	0.2	0.3	-0.1	0.2	0.5	-0.3	*	*	*	*						
Star	0.3	0.2	0.1	21	*	*	*	0.1	0.1	0.0	0.2	0.1	0.1	0.4	0.3	0.1	0.4	0.3	0.1	0.2	0.1	0.1	0.4	0.2	0.2							
Tainui Live	0.1	0.2	-0.1	23	0.3	0.3	0.0	0.2	0.3	-0.1	0.1	0.2	-0.1	0.1	0.1	0.0	*	0.1	*	*	0.1	*	*	*	*	*						
Tarana	2.3	3.3	-1.0	14	0.9	0.3	0.6	2.4	3.0	-0.6	2.5	4.2	-1.7	1.8	3.0	-1.2	1.3	2.1	-0.8	3.2	4.9	-1.7	2.1	4.8	-2.7							
The Hits	3.7	3.9	-0.2	11	7.1	6.4	0.7	4.5	4.8	-0.3	4.1	4.7	-0.6	4.0	4.2	-0.2	3.9	3.6	0.3	2.5	3.2	-0.7	2.9	3.3	-0.4							
The Sound	5.2	4.7	0.5	7	2.4	1.0	1.4	3.5	3.4	0.1	3.8	4.0	-0.2	5.9	5.0	0.9	9.9	8.7	1.2	6.9	7.5	-0.6	2.9	2.3	0.6							
ZM	5.2	5.1	0.1	7	10.4	8.3	2.1	8.7	8.2	0.5	8.2	8.9	-0.7	6.4	7.1	-0.7	2.4	2.2	0.2	1.9	1.2	0.7	6.8	7.0	-0.2							
MediaWorks Combo	50.3	48.7	1.6		57.5	56.8	0.7	57.8	55.6	2.2	57.9	54.6	3.3	58.0	53.9	4.1	53.7	47.8	5.9	41.3	41.9	-0.6	49.8	45.4	4.4							
NZME Combo	39.0	40.5	-1.5		32.7	35.6	-2.9	30.4	34.3	-3.9	29.5	33.5	-4.0	30.9	35.1	-4.2	37.1	40.9	-3.8	49.0	45.9	3.1	37.3	43.3	-6.0							
Potential (000)	1,480.0	1,490.0	-10.0		332.0	336.0	-4.0	554.0	570.5	-16.5	524.0	536.0	-12.0	739.0	752.0	-13.0	402.0	402.0	0.0	315.0	312.0	3.0	272.8	288.6	-15.8							
Sample	2,430	2,421	9		569	494	75	882	841	41	870	849	21	1,192	1,173	19	611	639	-28	539	589	-50	483</td									

AUCKLAND COMMERCIAL RADIO - SURVEY 1 2023

Station Share (%) by Daypart, People 10+

Survey Comparisons: 4/2022 - 1/2023

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

Last Survey Period: Sun Jun 26 to Sat Nov 12 2022

	This	Last	+/-
Potential (000)	1,480.0	1,490.0	-10.0
Sample Size	2,430	2,421	9

	Breakfast				Morning				Afternoon				Drive				Night				Mid Dawn				Weekend					
	Mon-Fri 6am-9am	This	Last	+/-	Rank	Mon-Fri 9am-12md	This	Last	+/-	Mon-Fri 12md-4pm	This	Last	+/-	Mon-Fri 4pm-7pm	This	Last	+/-	Mon-Fri 7pm-12mn	This	Last	+/-	Mon-Fri 12mn-6am	This	Last	+/-	Sat-Sun 12mn-12mn	This	Last	+/-	
BBC	0.7	0.6	0.1	18	0.4	0.5	-0.1		0.5	0.6	-0.1		0.5	0.7	-0.2		2.0	1.5	0.5	1.3	2.0	-0.7		0.8	1.0	-0.2				
Breeze	7.8	8.5	-0.7	3	12.7	12.4	0.3		10.9	11.5	-0.6		9.8	8.5	1.3		7.9	9.1	-1.2	9.6	7.4	2.2		10.7	9.7	1.0				
Coast	3.8	4.0	-0.2	7	6.4	5.9	0.5		7.7	6.8	0.9		4.4	4.0	0.4		3.3	3.7	-0.4	3.3	2.9	0.4		5.8	5.2	0.6				
Edge	4.3	3.9	0.4	6	5.4	4.0	1.4		6.5	4.5	2.0		6.3	5.5	0.8		4.7	5.8	-1.1	3.7	3.4	0.3		6.0	5.1	0.9				
Flava	2.5	3.8	-1.3	13	3.3	3.8	-0.5		4.1	4.9	-0.8		3.2	4.4	-1.2		2.0	3.1	-1.1	1.7	3.7	-2.0		2.6	2.9	-0.3				
George FM	3.7	3.2	0.5	9	3.4	3.4	0.0		3.7	3.6	0.1		4.6	4.1	0.5		4.2	3.0	1.2	2.3	0.7	1.6		3.6	3.4	0.2				
Gold	1.4	1.9	-0.5	17	2.4	3.2	-0.8		2.0	2.5	-0.5		1.4	2.2	-0.8		0.9	1.6	-0.7	0.9	0.9	0.0		2.0	2.0	0.0				
Gold Sport	0.4	0.2	0.2	21	0.1	0.2	-0.1		0.2	0.2	0.0		0.3	0.3	0.0		0.5	0.1	0.4	0.7	0.1	0.6		0.2	0.4	-0.2				
Humm FM	1.6	1.4	0.2	15	2.1	1.6	0.5		1.3	0.6	0.7		1.1	1.1	0.0		7.1	6.4	0.7	4.6	3.6	1.0		1.8	2.1	-0.3				
Life FM	0.6	1.0	-0.4	19	0.6	0.6	0.0		0.7	1.3	-0.6		1.2	1.2	0.0		0.7	1.0	-0.3	1.3	2.1	-0.8		1.1	1.7	-0.6				
Magic	3.8	4.2	-0.4	7	4.9	6.3	-1.4		4.3	6.2	-1.9		2.9	3.6	-0.7		4.1	4.5	-0.4	1.9	0.8	1.1		5.3	6.9	-1.6				
Mai FM	9.0	10.0	-1.0	2	6.6	6.7	-0.1		7.5	7.3	0.2		9.0	8.8	0.2		9.5	7.4	2.1	8.3	7.7	0.6		8.1	7.8	0.3				
More FM	6.3	6.9	-0.6	4	5.8	5.7	0.1		6.6	5.1	1.5		5.1	5.7	-0.6		4.2	4.7	-0.5	4.9	7.4	-2.5		5.2	5.9	-0.7				
Newstalk ZB	26.6	23.3	3.3	1	15.0	14.0	1.0		11.2	11.4	-0.2		17.1	17.6	-0.5		18.1	21.3	-3.2	26.9	27.4	-0.5		13.8	13.3	0.5				
Radio Hauraki	2.0	2.2	-0.2	14	2.1	3.6	-1.5		2.4	3.5	-1.1		1.4	3.4	-2.0		0.6	2.4	-1.8	0.4	0.7	-0.3		1.2	1.5	-0.3				
Radio Samoa	0.6	0.8	-0.2	19	1.0	0.4	0.6		0.8	1.1	-0.3		0.6	0.8	-0.2		1.4	0.2	1.2	0.8	1.1	-0.3		1.0	0.8	0.2				
Radio Waatea	0.2	0.2	0.0	22	0.1	0.2	-0.1		0.1	0.1	0.0		0.1	0.1	0.0		*	*	*	*	*	*		0.2	0.2	0.0				
Rhema	0.1	0.1	0.0	24	0.1	0.2	-0.1		0.1	0.3	-0.2		0.1	0.1	0.0		0.5	0.7	-0.2	0.2	0.3	-0.1		0.1	0.4	-0.3				
Rock	3.6	2.6	1.0	11	3.1	3.3	-0.2		3.5	3.6	-0.1		4.7	3.4	1.3		5.4	2.3	3.1	3.7	3.7	0.0		4.0	3.2	0.8				
SENZ Sport	0.1	0.2	-0.1	24	*	0.3	*		*	0.1	*		0.2	0.4	-0.2		0.2	0.2	0.0	*	*	*		0.2	0.2	0.0				
Star	0.2	0.1	0.1	22	0.1	0.1	0.0		0.4	0.2	0.2		0.3	0.2	0.1		0.2	0.4	-0.2	0.3	0.1	0.2		0.2	0.2	0.0				
Tainui Live	0.1	0.1	0.0	24	*	*	*		*	0.1	*		*	*	*		*	*	*	0.7	0.9	-0.2		0.1	0.4	-0.3				
Tarana	1.5	2.4	-0.9	16	2.0	3.7	-1.7		2.9	3.8	-0.9		2.5	2.7	-0.2		1.4	2.1	-0.7	2.0	3.9	-1.9		2.8	3.8	-1.0				
The Hits	3.2	3.6	-0.4	12	4.3	3.3	1.0		4.7	3.7	1.0		3.5	4.5	-1.0		3.2	2.9	0.3	2.6	3.3	-0.7		3.4	4.8	-1.4				
The Sound	3.7	3.0	0.7	9	7.2	6.6	0.6		6.9	6.1	0.8		4.3	3.8	0.5		2.5	3.0	-0.5	4.6	4.1	0.5		5.0	4.3	0.7				
ZM	5.2	5.6	-0.4	5	4.2	3.9	0.3		5.1	5.0	0.1		5.8	6.7	-0.9		6.5	3.4	3.1	6.0	3.9	2.1		5.4	5.4	0.0				
MediaWorks Combo	45.0	46.0	-1.0		52.9	52.0	0.9		52.4	50.5	1.9		50.2	46.2	4.0		51.1	47.6	3.5	44.8	41.7	3.1		52.1	50.1	2.0				
NZME Combo	45.9	45.1	0.8		38.2	38.5	-0.3		37.8	38.7	-0.9		37.6	43.7	-6.1		37.0	40.1	-3.1	43.8										

AUCKLAND COMMERCIAL RADIO - SURVEY 1 2023

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

Survey Comparisons: 4/2022 - 1/2023

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

Last Survey Period: Sun Jun 26 to Sat Nov 12 2022

	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	+/-	This	Last	+/-	This	Last	+/-	
BBC	28.7	30.8	-2.1	19	8.8	2.9	5.9	6.7	7.0	-0.3	4.2	7.0	-2.8	7.4	8.6	-1.2	5.8	4.4	1.4	7.8	10.3	-2.5	3.4	2.4	1.0	55.1	45.1	10.0				
Breeze	235.4	208.4	27.0	2	36.5	31.3	5.2	70.2	70.0	0.2	86.9	84.6	2.3	133.4	118.7	14.7	78.8	63.3	15.5	56.1	49.9	6.2	55.1	45.1	10.0	17.5	21.2	-3.7				
Coast	92.5	99.1	-6.6	11	8.0	14.3	-6.3	12.6	16.5	-3.9	15.8	17.0	-1.2	32.5	40.9	-8.4	37.2	41.2	-4.0	37.9	33.2	4.7	34.3	36.9	-2.6	13.2	10.9	2.3	19.6	23.9	-4.3	
Edge	172.7	178.9	-6.2	6	62.4	67.4	-5.0	89.2	103.4	-14.2	76.0	84.8	-8.8	97.2	99.8	-2.6	30.4	22.0	8.4	13.2	10.9	2.3	34.3	36.9	-2.6	14.7	14.4	0.3	5.6	7.3	-1.7	
Flava	96.4	112.5	-16.1	10	36.1	44.4	-8.3	58.0	77.0	-19.0	50.6	59.8	-9.2	57.9	65.5	-7.6	9.4	8.3	1.1	2.4	2.6	-0.2	19.6	23.9	-4.3	10.4	11.1	-0.7	5.9	6.6	-0.7	
George FM	81.0	83.7	-2.7	12	16.5	19.0	-2.5	49.2	46.0	3.2	47.1	42.0	5.1	57.6	50.8	6.8	16.6	17.7	-1.1	6.9	13.8	-6.9	14.7	14.4	0.3	1.1	1.1	0.0	1.1	1.1	0.0	
Gold	37.6	46.4	-8.8	15	5.9	8.5	-2.6	9.6	8.8	0.8	8.0	8.4	-0.4	13.3	16.9	-3.6	13.5	20.4	-6.9	15.8	19.3	-3.5	5.6	7.3	-1.7	1.1	1.1	0.0	0.5	*	*	
Gold Sport	10.4	9.3	1.1	21	1.9	2.1	-0.2	3.7	1.6	2.1	3.2	1.0	2.2	3.2	2.0	1.2	2.6	2.5	0.1	4.1	3.5	0.6	0.5	*	*	0.0	0.0	0.0	0.0	0.0	0.0	
Humm FM	36.0	33.2	2.8	16	4.5	9.4	-4.9	22.3	19.3	3.0	23.1	19.3	3.8	28.4	22.2	6.2	7.7	3.8	3.9	3.1	1.6	1.5	6.3	6.6	-0.3	1.1	1.1	0.0	1.1	1.1	0.0	
Life FM	32.8	46.3	-13.5	18	6.2	9.0	-2.8	16.7	18.3	-1.6	19.4	22.7	-3.3	23.5	31.7	-8.2	5.4	11.3	-5.9	3.1	5.7	-2.6	9.8	13.2	-3.4	1.1	1.1	0.0	1.1	1.1	0.0	
Magic	70.3	71.8	-1.5	13	5.3	5.2	0.1	15.8	8.1	7.7	12.2	7.8	4.4	17.4	13.7	3.7	15.8	18.3	-2.5	34.5	39.7	-5.2	8.3	8.3	0.0	1.1	1.1	0.0	1.1	1.1	0.0	
Mai FM	227.6	238.3	-10.7	3	81.4	91.2	-9.8	133.3	148.3	-15.0	115.2	112.9	2.3	130.9	131.9	-1.0	26.6	29.0	-2.4	14.5	14.7	-0.2	54.3	51.6	2.7	1.1	1.1	0.0	1.1	1.1	0.0	
More FM	173.2	172.1	1.1	5	43.5	46.1	-2.6	59.4	72.1	-12.7	62.6	67.9	-5.3	101.1	98.4	2.7	56.3	46.5	9.8	27.0	26.8	0.2	37.6	33.1	4.5	1.1	1.1	0.0	1.1	1.1	0.0	
Newstalk ZB	284.4	269.9	14.5	1	35.0	34.0	1.0	58.4	49.4	9.0	75.2	69.2	6.0	123.0	114.9	8.1	89.4	90.0	-0.6	93.2	84.9	8.3	51.3	48.8	2.5	1.1	1.1	0.0	1.1	1.1	0.0	
Radio Hauraki	56.0	57.3	-1.3	14	7.6	7.1	0.5	19.1	19.6	-0.5	25.4	24.9	0.5	40.1	37.8	2.3	18.5	22.3	-3.8	8.4	12.5	-4.1	9.8	11.0	-1.2	1.1	1.1	0.0	1.1	1.1	0.0	
Radio Samoa	13.1	17.1	-4.0	20	4.0	3.3	0.7	4.9	6.0	-1.1	4.8	6.8	-2.0	5.8	8.4	-2.6	1.9	5.5	-3.6	1.6	3.8	-2.2	1.8	1.4	0.4	1.1	1.1	0.0	1.1	1.1	0.0	
Radio Waatea	6.2	6.6	-0.4	26	0.3	0.9	-0.6	2.5	1.8	0.7	3.7	3.4	0.3	4.3	4.2	0.1	1.4	1.7	-0.3	1.5	1.5	0.0	1.9	1.6	0.3	1.1	1.1	0.0	1.1	1.1	0.0	
Rhema	8.2	12.3	-4.1	25	0.9	2.3	-1.4	1.0	3.0	-2.0	1.0	2.4	-1.4	2.5	5.2	-2.7	3.6	4.5	-0.9	3.8	3.9	-0.1	2.6	2.4	0.2	1.1	1.1	0.0	1.1	1.1	0.0	
Rock	101.6	104.3	-2.7	9	23.2	30.7	-7.5	51.8	52.3	-0.5	55.4	50.0	5.4	70.4	64.2	6.2	21.0	20.4	0.6	8.0	9.4	-1.4	15.9	16.2	-0.3	1.1	1.1	0.0	1.1	1.1	0.0	
SENZ Sport	8.3	9.6	-1.3	24	*	0.9	*	1.6	1.2	0.4	1.6	2.0	-0.4	4.6	5.6	-1.0	4.2	5.4	-1.2	3.3	3.1	0.2	0.4	1.0	-0.6	1.1	1.1	0.0	1.1	1.1	0.0	
Star	10.0	7.3	2.7	22	0.3	*	*	1.7	1.6	0.1	2.8	2.1	0.7	5.7	5.0	0.7	4.5	3.0	1.5	2.7	1.4	1.3	2.0	1.1	0.9	1.3	1.1	0.0	1.1	1.1	0.0	
Tainui Live	8.6	10.8	-2.2	23	3.7	4.0	-0.3	5.8	6.6	-0.8	3.2	4.6	-1.4	3.2	5.1	-1.9	0.9	1.5	-0.6	0.9	1.0	-0.1	2.2	0.9	1.3	1.1	1.1	0.0	1.1	1.1	0.0	
Tarana	34.7	38.8	-4.1	17	3.1	4.4	-1.3	15.1	17.7	-2.6	18.0	21.3	-3.3	21.8	24.6	-2.8	10.4	9.6	0.8	8.4	8.4	0.0	10.8	13.9	-3.1	1.1	1.1	0.0	1.1	1.1	0.0	
The Hits	127.5	130.0	-2.5	7	38.6	42.3	-3.7	52.7	58.6	-5.9	50.3	53.6	-3.3	73.4	72.8	0.6	34.2	28.7	5.5	14.6	14.9	-0.3	21.6	22.7	-1.1	1.1	1.1					

AUCKLAND COMMERCIAL RADIO - SURVEY 1 2023

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

Survey Comparisons: 4/2022 - 1/2023

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

Last Survey Period: Sun Jun 26 to Sat Nov 12 2022

	This	Last	+/-
Potential (000)	1,480.0	1,490.0	-10.0
Sample Size	2,430	2,421	9

	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	+/-	This	Last	+/-	This	Last	+/-
BBC	15.6	10.8	4.8	17	9.4	10.4	-1.0	10.1	12.5	-2.4	10.0	11.1	-1.1	5.6	6.4	-0.8	6.2	4.5	1.7	18.9	20.9	-2.0						
Breeze	105.6	107.2	-1.6	3	99.5	86.8	12.7	100.4	97.1	3.3	106.4	86.1	20.3	45.7	38.4	7.3	23.8	20.2	3.6	130.2	108.5	21.7						
Coast	43.8	41.8	2.0	11	43.7	41.7	2.0	54.8	53.8	1.0	44.5	42.0	2.5	12.5	17.4	-4.9	9.7	12.3	-2.6	55.8	56.7	-0.9						
Edge	66.8	67.1	-0.3	6	69.8	68.3	1.5	87.4	79.9	7.5	69.2	64.8	4.4	32.6	33.6	-1.0	13.3	18.4	-5.1	94.0	100.4	-6.4						
Flava	45.4	58.9	-13.5	10	39.4	42.8	-3.4	46.1	63.8	-17.7	46.2	51.1	-4.9	16.0	16.9	-0.9	9.5	13.5	-4.0	41.2	54.4	-13.2						
George FM	34.9	28.1	6.8	12	30.6	27.8	2.8	34.1	35.1	-1.0	41.8	39.9	1.9	22.9	17.1	5.8	8.7	4.7	4.0	45.8	51.0	-5.2						
Gold	12.8	21.5	-8.7	18	18.0	20.7	-2.7	21.2	23.6	-2.4	16.5	22.0	-5.5	7.2	7.1	0.1	3.2	4.4	-1.2	19.7	25.5	-5.8						
Gold Sport	4.7	1.5	3.2	21	3.0	4.3	-1.3	2.8	2.9	-0.1	4.4	2.0	2.4	2.7	1.1	1.6	1.3	0.5	0.8	5.4	5.2	0.2						
Humm FM	16.3	15.5	0.8	15	15.7	11.3	4.4	16.7	9.7	7.0	18.8	16.8	2.0	7.1	6.5	0.6	8.9	4.7	4.2	20.4	17.8	2.6						
Life FM	9.9	16.2	-6.3	19	10.1	9.2	0.9	10.8	18.9	-8.1	10.8	13.1	-2.3	6.2	6.0	0.2	2.9	5.1	-2.2	24.9	33.8	-8.9						
Magic	30.4	30.3	0.1	13	36.9	41.2	-4.3	43.2	47.0	-3.8	25.8	30.4	-4.6	12.8	14.4	-1.6	8.3	6.0	2.3	45.4	47.1	-1.7						
Mai FM	114.4	132.9	-18.5	2	75.6	75.4	0.2	95.0	99.2	-4.2	104.8	95.8	9.0	46.4	38.0	8.4	33.0	31.8	1.2	133.8	139.2	-5.4						
More FM	79.9	88.0	-8.1	5	61.3	55.8	5.5	72.7	64.5	8.2	70.3	73.8	-3.5	26.9	25.3	1.6	18.8	20.6	-1.8	96.9	107.4	-10.5						
Newstalk ZB	197.3	174.4	22.9	1	102.9	96.1	6.8	119.2	115.8	3.4	135.9	136.1	-0.2	61.7	61.1	0.6	55.9	59.2	-3.3	166.9	153.0	13.9						
Radio Hauraki	29.1	26.2	2.9	14	22.1	23.0	-0.9	26.9	27.9	-1.0	20.3	33.7	-13.4	6.7	9.4	-2.7	3.2	2.9	0.3	24.4	31.6	-7.2						
Radio Samoa	8.1	10.2	-2.1	20	4.0	2.8	1.2	7.7	9.3	-1.6	4.8	6.5	-1.7	3.4	1.3	2.1	4.1	3.9	0.2	9.1	9.3	-0.2						
Radio Waatea	3.2	3.6	-0.4	24	2.5	2.9	-0.4	1.3	1.6	-0.3	1.4	2.6	-1.2	0.3	*	*	*	*	*	4.7	4.4	0.3						
Rhema	3.4	3.7	-0.3	23	2.1	3.0	-0.9	2.9	4.8	-1.9	2.3	3.2	-0.9	1.7	2.3	-0.6	1.2	1.2	0.0	4.8	7.9	-3.1						
Rock	46.3	40.9	5.4	9	31.8	35.0	-3.2	43.3	40.7	2.6	44.9	39.8	5.1	27.0	17.9	9.1	14.5	12.8	1.7	56.1	55.4	0.7						
SENZ Sport	2.6	3.0	-0.4	26	0.6	1.6	-1.0	2.3	3.0	-0.7	3.8	5.0	-1.2	0.8	1.1	-0.3	*	*	*	3.7	3.8	-0.1						
Star	4.1	1.1	3.0	22	2.7	1.3	1.4	5.2	2.8	2.4	5.0	2.3	2.7	1.4	2.6	-1.2	1.8	0.6	1.2	4.9	5.5	-0.6						
Tainui Live	2.8	3.7	-0.9	25	2.2	0.9	1.3	1.3	2.7	-1.4	*	0.5	*	0.5	*	*	2.1	1.9	0.2	3.5	5.3	-1.8						
Tarana	16.2	19.2	-3.0	16	14.0	13.8	0.2	17.5	19.7	-2.2	21.8	16.6	5.2	7.6	11.3	-3.7	5.2	8.9	-3.7	18.4	22.4	-4.0						
The Hits	55.1	55.9	-0.8	7	45.4	42.4	3.0	60.1	55.4	4.7	59.2	58.0	1.2	24.6	24.4	0.2	8.0	12.5	-4.5	63.4	74.8	-11.4						
The Sound	47.7	40.9	6.8	8	45.5	43.9	1.6	56.5	45.7	10.8	52.7	41.1	11.6	16.2	15.0	1.2	13.5	12.6	0.9	59.1	40.5	18.6						
ZM	90.2	88.1	2.1	4	47.6	53.8	-6.2	71.5	73.3	-1.8	76.7	81.3	-4.6	29.2	18.9	10.3	20.7	18.9	1.8	97.2	94.7	2.5						

AUCKLAND COMMERCIAL RADIO - SURVEY 1 2023

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

Survey Comparisons: 4/2022 - 1/2023

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

Last Survey Period: Sun Jun 26 to Sat Nov 12 2022

	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	+/-
BBC	3:58	3:50	0:08	2:20	2:47	-0:26	1:45	1:25	0:19	1:18	1:28	-0:10	3:06	3:01	0:05	5:12	8:44	-3:32	6:49	5:21	1:28	2:25	0:36	1:48
Breeze	6:57	7:18	-0:20	5:20	5:30	-0:10	5:23	6:18	-0:55	7:12	7:09	0:03	7:05	7:04	0:00	7:08	7:55	-0:47	7:05	7:51	-0:45	7:56	6:40	1:16
Coast	9:29	7:49	1:40	2:34	3:59	-1:24	8:21	11:21	-2:59	7:42	10:11	-2:29	9:20	8:34	0:46	10:25	7:37	2:48	9:16	7:08	2:07	9:01	9:22	-0:21
Edge	5:11	3:51	1:19	3:35	3:25	0:09	5:27	3:44	1:43	6:40	3:57	2:43	6:06	4:02	2:04	5:01	4:45	0:16	5:55	4:59	0:56	3:49	3:22	0:26
Flava	5:03	5:15	-0:12	4:04	4:28	-0:23	5:32	5:48	-0:15	5:00	5:43	-0:43	5:29	5:41	-0:11	9:12	6:11	3:00	8:53	7:58	0:54	5:01	5:27	-0:26
George FM	7:24	6:09	1:15	4:31	6:15	-1:44	7:21	6:27	0:53	7:32	6:13	1:19	8:49	7:01	1:47	10:05	6:49	3:15	2:28	2:46	-0:17	3:49	4:30	-0:40
Gold	7:32	7:24	0:08	3:35	5:18	-1:43	7:59	8:31	-0:31	8:57	7:24	1:33	8:05	8:15	-0:10	9:27	9:26	0:01	9:01	7:56	1:04	8:59	8:56	0:03
Gold Sport	3:50	3:57	-0:07	1:01	0:26	0:35	6:05	7:37	-1:32	7:02	11:30	-4:27	7:02	8:09	-1:06	3:24	5:42	-2:18	3:28	5:07	-1:38	0:30	*	*
Humm FM	8:44	7:47	0:57	5:36	5:41	-0:05	6:42	6:41	0:00	6:39	6:50	-0:11	9:10	8:57	0:12	17:09	18:41	-1:32	9:20	3:52	5:27	5:28	5:32	-0:03
Life FM	4:08	3:57	0:11	2:21	5:49	-3:27	3:56	2:32	1:23	3:58	2:22	1:36	4:23	3:17	1:05	6:27	5:39	0:48	5:53	4:37	1:15	3:44	2:11	1:33
Magic	9:40	11:20	-1:39	4:31	3:20	1:11	4:26	4:23	0:03	3:58	3:05	0:52	6:28	6:36	-0:08	9:31	11:45	-2:13	11:43	14:13	-2:30	9:16	6:03	3:12
Mai FM	5:45	5:08	0:36	4:52	4:22	0:29	6:14	5:23	0:50	6:22	5:40	0:42	6:13	5:38	0:34	6:14	5:37	0:36	6:43	5:37	1:06	6:31	5:36	0:54
More FM	5:19	5:11	0:07	3:36	3:19	0:16	3:34	4:13	-0:39	4:00	4:47	-0:47	5:26	5:43	-0:17	8:14	7:30	0:43	7:41	6:25	1:15	5:52	6:32	-0:40
Newstalk ZB	9:42	9:17	0:25	2:48	2:12	0:35	3:41	3:23	0:17	4:18	4:00	0:17	5:48	5:47	0:00	9:33	9:24	0:08	13:38	13:17	0:20	8:59	8:20	0:38
Radio Hauraki	4:57	7:03	-2:05	3:31	14:56	-11:25	6:59	8:51	-1:51	5:58	5:34	0:24	5:11	5:23	-0:12	3:51	6:31	-2:40	5:09	7:37	-2:28	5:29	12:38	-7:08
Radio Samoa	10:25	7:04	3:21	2:26	3:48	-1:22	2:58	3:58	-1:00	9:10	5:50	3:19	9:48	6:24	3:24	12:24	10:53	1:31	21:13	11:51	9:21	19:49	5:04	14:44
Radio Waatea	3:13	3:11	0:01	0:15	0:15	0:00	1:25	1:20	0:05	2:59	3:08	-0:08	3:06	3:15	-0:08	5:32	5:35	-0:02	4:11	4:49	-0:38	3:33	3:29	0:04
Rhema	2:20	2:50	-0:29	0:45	2:21	-1:35	0:36	2:47	-2:11	0:36	3:14	-2:38	2:53	3:03	-0:10	3:42	2:24	1:17	2:43	1:31	1:12	2:47	1:11	1:36
Rock	6:05	4:37	1:27	4:03	3:51	0:12	5:06	3:18	1:48	5:13	3:41	1:32	6:48	5:19	1:28	10:43	8:37	2:06	5:36	2:25	3:10	4:58	5:14	-0:16
SENZ Sport	2:18	3:27	-1:09	*	0:45	*	1:45	2:46	-1:01	1:45	1:57	-0:12	2:26	2:29	-0:02	2:37	2:13	0:23	2:02	5:59	-3:57	0:30	0:48	-0:18
Star	4:06	3:55	0:10	0:15	*	*	2:17	2:27	-0:10	4:23	3:18	1:05	5:30	4:08	1:22	5:01	4:42	0:18	2:38	2:14	0:23	5:53	4:27	1:26
Tainui Live	1:31	2:21	-0:49	1:33	2:00	-0:26	1:38	2:22	-0:43	1:28	2:00	-0:31	1:28	2:00	-0:31	0:15	4:02	-3:47	0:15	5:00	-4:45	0:33	0:30	0:03
Tarana	10:34	12:52	-2:17	6:06	1:48	4:18	8:02	8:27	-0:25	7:44	10:09	-2:25	6:54	9:10	-2:15	6:18	10:03	-3:45	16:13	23:59	-7:46	5:59	9:55	-3:56
The Hits	4:43	4:34	0:08	4:05	3:32	0:33	4:26	4:05	0:21	4:32	4:25	0:06	4:31	4:17	0:13	5:49	5:41	0:07	7:22	8:52	-1:30	4:05	4:12	-0:07
The Sound	7:47	7:40	0:07	3:48	1:27	2:20	4:54	5:24	-0:30	5:50	7:01	-1:10	7:59	7:53	0:05	10:53	10:35	0:17	9:02	10:38	-1:35	4:36	4:12	0:23
ZM	4:45	4:23	0:21	4:18	4:07	0:11	4:35	4:13	0:21	4:57	4:28	0:28	4:50	4:26	0:23	4:24	4:04	0:20	5:54	5:04	0:49	5:56	5:06	0:49
MediaWorks Combo	10:06	9:12	0:54	7:09	7:09	0:00	9:13	8:11	1:02	10:04	8:39	1:25	10:42	9:16	1:25	12:17	10:44	1:33	11:33	10:46	0:47	9:14	7:57	1:17
NZME Combo	9:22	9:13	0:09	5:25	5:56	-0:30	6:40	7:01	-0:20	6:50	6:59	-0:09	7:37	7:48	-0:10	10:40	11:04	-0:24	13:35	13:35	-0:00	9:04	9:27	-0:23
All Commercial Radio	14:14	13:26	0:47	9:59	10:09	-0:10	12:34	11:45	0:48	13:20</														

AUCKLAND COMMERCIAL RADIO - SURVEY 1 2023

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

Survey Comparisons: 4/2022 - 1/2023

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

Last Survey Period: Sun Jun 26 to Sat Nov 12 2022

	This	Last	+/-
Potential (000)	1,480.0	1,490.0	-10.0
Sample Size	2,430	2,421	9

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

MediaWorks Combo: Breeze, Edge, George FM, Humm FM, Magic, Mai FM, More FM, Rock, The Sound, Today FM (until S4 202