

## AUCKLAND COMMERCIAL RADIO - SURVEY 3 2022

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

Survey Comparisons: 2/2022 - 3/2022

This Survey Period: Sun Apr 10 to Sat Jun 18 & Sun Jun 26 to Sat Sep 3 2022

Last Survey Period: Sun Feb 13 to Sat Jun 18 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              | 0.9     | 0.8     | 0.1  | 20   | 0.3          | 0.3   | 0.0  | 0.2   | 0.1          | 0.1  | 0.2   | 0.1   | 0.1          | 0.3   | 0.2   | 0.1  | 1.0          | 0.7   | 0.3  | 1.8   | 1.6          | 0.2  | 0.2   | 0.5   | -0.3         | 0.2   | 0.5   | -0.3 | 0.2           | 0.5   | -0.3 |      |     |      |
| Breeze           | 11.7    | 12.2    | -0.5 | 2    | 8.0          | 12.1  | -4.1 | 12.6  | 9.8          | 2.8  | 15.5  | 12.6  | 2.9          | 14.6  | 14.2  | 0.4  | 12.9         | 15.4  | -2.5 | 10.8  | 11.8         | -1.0 | 8.8   | 10.8  | -2.0         | 4.7   | 3.1   | 1.6  | 5.6           | 5.4   | 0.2  |      |     |      |
| Coast            | 4.6     | 5.0     | -0.4 | 6    | 3.6          | 4.7   | -1.1 | 4.8   | 3.2          | 1.6  | 3.4   | 1.7   | 1.7          | 4.5   | 3.2   | 1.3  | 5.6          | 5.1   | 0.5  | 5.3   | 6.2          | -0.9 | 4.7   | 3.1   | 1.6          | 5.6   | 5.4   | 0.2  | 4.6           | 5.1   | -0.5 |      |     |      |
| Edge             | 3.9     | 3.8     | 0.1  | 9    | 6.2          | 7.7   | -1.5 | 6.1   | 5.9          | 0.2  | 5.6   | 5.1   | 0.5          | 5.7   | 4.9   | 0.8  | 3.6          | 3.0   | 0.6  | 1.2   | 1.1          | 0.1  | 5.6   | 5.4   | 0.2          | 3.3   | 3.3   | 0.1  | 3.4           | 3.3   | 0.1  |      |     |      |
| Flava            | 3.8     | 3.7     | 0.1  | 10   | 8.4          | 7.0   | 1.4  | 8.5   | 8.2          | 0.3  | 6.2   | 6.6   | -0.4         | 5.1   | 5.5   | -0.4 | 2.0          | 1.9   | 0.1  | 0.5   | 0.2          | 0.3  | 4.6   | 5.1   | -0.5         | *     | 0.1   | *    | *             | 0.1   | *    | *    |     |      |
| George FM        | 3.1     | 3.7     | -0.6 | 14   | 5.5          | 1.9   | 3.6  | 4.0   | 6.2          | -2.2 | 4.4   | 7.7   | -3.3         | 4.0   | 6.5   | -2.5 | 2.7          | 2.9   | -0.2 | 1.5   | 1.1          | 0.4  | 3.4   | 3.3   | 0.1          | 3.4   | 3.3   | 0.1  | 3.4           | 3.3   | 0.1  |      |     |      |
| Gold             | 2.1     | 1.6     | 0.5  | 16   | 1.9          | 0.9   | 1.0  | 0.8   | 0.8          | 0.0  | 0.5   | 0.7   | -0.2         | 2.4   | 2.0   | 0.4  | 4.3          | 3.1   | 1.2  | 2.1   | 1.7          | 0.4  | 2.3   | 1.5   | 0.8          | 2.3   | 1.5   | 0.8  | 2.3           | 1.5   | 0.8  |      |     |      |
| Gold Sport**     | 0.2     | 0.1     | 0.1  | 26   | 0.1          | 0.1   | 0.0  | *     | *            | *    | *     | 0.1   | *            | *     | 0.1   | 0.1  | 0.0          | 0.3   | 0.1  | 0.2   | 0.5          | 0.2  | 0.3   | *     | 0.1          | *     | *     | 0.1  | *             | *     |      |      |     |      |
| Humm FM          | 0.9     | 1.6     | -0.7 | 20   | 3.0          | 1.9   | 1.1  | 0.8   | 2.2          | -1.4 | 0.7   | 2.2   | -1.5         | 0.7   | 1.6   | -0.9 | 0.3          | 1.5   | -1.2 | 0.1   | 1.5          | -1.4 | 0.3   | 1.3   | -1.0         | *     | 0.1   | *    | *             | 0.1   | *    | *    |     |      |
| Life FM          | 1.4     | 1.0     | 0.4  | 17   | 2.8          | 1.7   | 1.1  | 1.6   | 1.4          | 0.2  | 1.6   | 1.5   | 0.1          | 1.5   | 1.2   | 0.3  | 1.4          | 0.8   | 0.6  | 0.9   | 0.8          | 0.1  | 1.4   | 1.6   | -0.2         | 2.5   | 4.4   | -1.9 | 2.5           | 4.4   | -1.9 | 2.5  | 4.4 | -1.9 |
| Magic            | 7.1     | 7.0     | 0.1  | 4    | 0.2          | 0.2   | 0.0  | 0.4   | 2.6          | -2.2 | 0.5   | 3.8   | -3.3         | 0.7   | 3.2   | -2.5 | 7.1          | 5.5   | 1.6  | 15.4  | 11.7         | 3.7  | 2.5   | 4.4   | -1.9         | 10.3  | 8.6   | 1.7  | 10.3          | 8.6   | 1.7  | 10.3 | 8.6 | 1.7  |
| Mai FM           | 8.0     | 7.6     | 0.4  | 3    | 18.6         | 17.2  | 1.4  | 15.4  | 17.4         | -2.0 | 12.0  | 13.9  | -1.9         | 9.9   | 10.2  | -0.3 | 4.1          | 2.2   | 1.9  | 1.9   | 0.8          | 1.1  | 10.3  | 8.6   | 1.7          | 10.3  | 8.6   | 1.7  | 10.3          | 8.6   | 1.7  | 10.3 | 8.6 | 1.7  |
| More FM          | 5.9     | 6.7     | -0.8 | 5    | 7.2          | 9.9   | -2.7 | 6.3   | 5.1          | 1.2  | 6.1   | 4.0   | 2.1          | 6.8   | 6.1   | 0.7  | 8.0          | 10.1  | -2.1 | 5.6   | 7.7          | -2.1 | 7.3   | 7.3   | 0.0          | 7.3   | 7.3   | 0.0  | 7.3           | 7.3   | 0.0  | 7.3  | 7.3 | 0.0  |
| Newstalk ZB      | 15.3    | 16.8    | -1.5 | 1    | 4.3          | 5.7   | -1.4 | 5.6   | 5.8          | -0.2 | 7.0   | 7.4   | -0.4         | 9.1   | 9.9   | -0.8 | 15.2         | 18.5  | -3.3 | 22.0  | 25.5         | -3.5 | 9.2   | 9.6   | -0.4         | 9.2   | 9.6   | -0.4 | 9.2           | 9.6   | -0.4 | 9.2  | 9.6 | -0.4 |
| Niu FM           | 0.7     | 0.4     | 0.3  | 22   | 0.5          | 0.7   | -0.2 | 0.8   | 0.8          | 0.0  | 0.8   | 0.7   | 0.1          | 1.1   | 0.5   | 0.6  | 1.0          | 0.1   | 0.9  | 0.2   | 0.1          | 0.1  | 0.9   | 0.3   | 0.6          | *     | 0.1   | *    | *             | 0.1   | *    | *    |     |      |
| Radio 531pi      | 0.4     | 0.4     | 0.0  | 24   | *            | 0.2   | *    | 0.1   | 0.2          | -0.1 | 0.1   | 0.1   | 0.0          | 0.1   | 0.1   | 0.0  | 0.2          | 0.5   | -0.3 | 0.2   | 0.6          | -0.4 | 0.1   | 0.4   | -0.3         | *     | 0.1   | *    | *             | 0.1   | *    | *    |     |      |
| Radio Hauraki    | 3.4     | 2.1     | 1.3  | 12   | 4.9          | 1.3   | 3.6  | 4.6   | 1.9          | 2.7  | 4.2   | 2.7   | 1.5          | 4.0   | 2.9   | 1.1  | 3.9          | 2.6   | 1.3  | 2.7   | 1.8          | 0.9  | 4.8   | 2.1   | 2.7          | *     | 0.1   | *    | *             | 0.1   | *    | *    |     |      |
| Radio Samoa      | 1.4     | 1.3     | 0.1  | 17   | 0.6          | 0.2   | 0.4  | 0.6   | 0.5          | 0.1  | 0.3   | 0.3   | 0.0          | 1.0   | 1.1   | -0.1 | 2.3          | 1.3   | 1.0  | 1.9   | 0.7          | 1.2  | 1.0   | 1.1   | -0.1         | *     | *     | *    | 0.1           | *     | *    |      |     |      |
| Radio Waatea     | *       | 0.1     | *    | *    | *            | *     | *    | *     | *            | *    | *     | *     | *            | *     | *     | *    | 0.3          | *     | *    | 0.4   | *            | *    | *     | *     | *            | *     | *     | *    | *             | *     | *    | *    | *   |      |
| Rhema            | 0.5     | 0.6     | -0.1 | 23   | 0.5          | 0.7   | -0.2 | 0.2   | 0.2          | 0.0  | 0.2   | 0.1   | 0.1          | 0.2   | 0.2   | 0.0  | 0.4          | 1.1   | -0.7 | 0.9   | 1.5          | -0.6 | 0.2   | 0.5   | -0.3         | *     | 0.1   | *    | *             | 0.1   | *    | *    |     |      |
| Rock             | 3.4     | 2.7     | 0.7  | 12   | 5.4          | 3.9   | 1.5  | 4.6   | 4.2          | 0.4  | 4.1   | 4.3   | -0.2         | 5.3   | 4.1   | 1.2  | 4.1          | 2.2   | 1.9  | 0.6   | 0.0          | 3.6  | 3.5   | 0.1   | 3.6          | 3.5   | 0.1   | 3.6  | 3.5           | 0.1   | 3.6  | 3.5  | 0.1 |      |
| SENZ Sport       | 0.2     | 0.2     | 0.0  | 26   | *            | *     | *    | 0.1   | *            | *    | 0.1   | 0.1   | 0.0          | 0.2   | 0.1   | 0.1  | 0.1          | 0.1   | 0.0  | 0.3   | 0.2          | 0.1  | 0.1   | 0.1   | 0.0          | *     | 0.1   | *    | *             | 0.1   | *    | *    |     |      |
| Star             | 0.4     | 0.5     | -0.1 | 24   | *            | 0.1   | *    | 0.6   | 0.8          | -0.2 | 0.9   | 1.1   | -0.2         | 0.7   | 0.8   | -0.1 | 0.3          | 0.2   | 0.1  | 0.2   | 0.2          | 0.0  | 1.0   | 1.3   | -0.3         | *     | 0.1   | *    | *             | 0.1   | *    | *    |     |      |
| Tainui Live      | 0.1     | 0.1     | 0.0  | 28   | 0.3          | 0.2   | 0.1  | 0.1   | 0.1          | 0.0  | 0.1   | 0.1   | 0.0          | 0.1   | 0.1   | 0.0  | 0.1          | *     | *    | 0.1   | *            | *    | *     | *     | *            | *     | *     | *    | *             | *     | *    |      |     |      |
| Tarana           | 2.9     | 1.1     | 1.8  | 15   | 0.4          | 0.4   | 0.0  | 2.3   | 1.1          | 1.2  | 3.6   | 1.1   | 2.5          | 2.5   | 0.9   | 1.6  | 2.2          | 0.9   | 1.3  | 4.5   | 1.5          | 3.0  | 4.2   | 1.3   | 2.9          | *     | 0.1   | *    | *             | 0.1   | *    | *    |     |      |
| The Hits         | 3.5     | 3.3     | 0.2  | 11   | 4.9          | 5.8   | -0.9 | 4.5   | 3.8          | 0.7  | 4.7   | 3.3   | 1.4          | 3.9   | 3.6   | 0.3  | 3.1          | 3.6   | -0.5 | 3.1   | 2.3          | 0.8  | 3.1   | 2.3   | 0.8          | 3.1   | 2.3   | 0.8  | 3.1           | 2.3   | 0.8  |      |     |      |
| The Sound        | 4.3     | 5.2     | -0.9 | 8    | 2.0          | 1.5   | 0.5  | 2.8   | 4.2          | -1.4 | 3.7   | 4.9   | -1.2         | 3.9   | 5.2   | -1.3 | 6.2          | 7.0   | -0.8 | 7.5   | 8.5          | -1.0 | 7.9   | 8.1   | -0.2         | 7.9   | 8.1   | -0.2 | 7.9           | 8.1   | -0.2 |      |     |      |
| Today FM*        | 1.0     | 1.0     | 0.0  | 19   | *            | 0.2   | *    | 0.4   | 0.4          | 0.0  | 0.7   | 0.6   | 0.1          | 0.7   | 0.5   | 0.2  | 1.0          | 1.2   | -0.2 | 1.4   | 1.9          | -0.5 | 1.0   | 0.7   | 0.3          | 1.0   | 0.7   | 0.3  | 1.0           | 0.7   | 0.3  |      |     |      |
| ZM               | 4.4     | 5.6     | -1.2 | 7    | 6.5          | 7.4   | -0.9 | 7.9   | 9.4          | -1.5 | 8.9   | 8.6   | 0.3          | 6.8   | 7.0   | -0.2 | 1.9          | 4.7   | -2.8 | 0.9   | 4.2          | -3.3 | 6.4   | 8.4   | -2.0         | 6.4   | 8.4   | -2.0 | 6.4           | 8.4   | -2.0 |      |     |      |
| MediaWorks Combo | 50.0    | 51.9    | -1.9 |      | 57.1         | 58.2  | -1.1 | 54.0  | 58.7         | -4.7 | 53.9  | 59.4  | -5.5         | 52.6  | 57.0  | -4.4 | 50.2         | 51.5  | -1.3 | 46.5  | 47.2         | -0.7 | 51.2  | 53.9  | -2.7         | 51.2  | 53.9  | -2.7 | 51.2          | 53.9  | -2.7 |      |     |      |
| NZME Combo       | 38.3    | 39.0    | -0.7 |      | 34.8         | 33.1  | 1.7  | 36.8  | 33.3         | 3.5  | 35.0  | 31.2  | 3.8          | 36.4  | 34.3  | 2.1  | 37.5         | 40.3  | -2.8 | 39.0  | 43.7         | -4.7 | 35.3  | 35.3  | 0.0          | 35.3  | 35.3  | 0.0  | 35.3          | 35.3  | 0.0  |      |     |      |
| Potential (000)  | 1,490.0 | 1,490.0 | 0.0  |      | 336.0        | 336.0 | 0.0  | 567.5 | 570.3        | -2.8 | 536.0 | 536.0 | 0.0          | 752.0 | 752.0 | 0.0  | 402.0        | 402.0 | 0.0  | 312.0 | 312.0        | 0.0  | 301.1 | 288.4 | 12.7         | 301.1 | 288.4 | 12.7 | 301.1         | 288.4 | 12.7 |      |     |      |
| Sample           | 2,453   | 2,423   | 30   |      | 480          | 461   | 19   | 755   | 702          | 53   | 782   | 706   | 76           | 1,108 | 1,043 | 65   | 684          | 692   | -8   | 670   | 704          | -34  | 487   | 460   | 27           | 487   | 460   | 27   | 487           | 460   | 27   |      |     |      |

NB: SUM OF INDIVIDUAL STATIONS MAY NOT ADD TO NETWORK COMBO TOTAL DUE TO ROUNDING

MediaWorks Combo: Breeze, Edge, George FM, Humm FM, Magic, Mai FM, More FM, Rock, The Sound, Today FM, or listening to More FM Rodney

NZME Combo: BBC, Coast, Flava, Gold, Gold AM (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui

\*Today FM includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022

\*\*Gold AM renamed to Gold Sport from Mon Jun 27 2022

## AUCKLAND COMMERCIAL RADIO - SURVEY 3 2022

Station Share (%) by Daypart, People 10+

Survey Comparisons: 2/2022 - 3/2022

This Survey Period: Sun Apr 10 to Sat Jun 18 & Sun Jun 26 to Sat Sep 3 2022

Last Survey Period: Sun Feb 13 to Sat Jun 18 2022

|                 | This    | Last    | +/- |
|-----------------|---------|---------|-----|
| Potential (000) | 1,490.0 | 1,490.0 | 0.0 |
| Sample Size     | 2,453   | 2,423   | 30  |

|                  | Breakfast |         |      |      | Morning |          |      |      | Afternoon |          |      |      | Drive   |         |      |      | Night   |          |      |      | Mid Dawn |          |      |      | Weekend |           |      |      |     |
|------------------|-----------|---------|------|------|---------|----------|------|------|-----------|----------|------|------|---------|---------|------|------|---------|----------|------|------|----------|----------|------|------|---------|-----------|------|------|-----|
|                  | Mon-Fri   | 6am-9am | This | Last | 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              | 0.6       | 0.7     | -0.1 | 21   | 0.4     | 0.4      | 0.0  | 0.7  | 0.6       | 0.1      | 0.5  | 0.4  | 0.1     | 2.7     | 2.2  | 0.5  | 2.5     | 1.4      | 1.1  | 1.2  | 1.0      | 0.2      | 2.5  | 1.4  | 1.1     | 1.2       | 1.0  | 0.2  |     |
| Breeze           | 9.3       | 10.4    | -1.1 | 3    | 15.6    | 15.3     | 0.3  | 15.3 | 14.4      | 0.9      | 9.7  | 10.7 | -1.0    | 11.4    | 10.2 | 1.2  | 6.6     | 8.1      | -1.5 | 9.6  | 11.3     | -1.7     | 9.6  | 11.3 | -1.7    | 9.6       | 11.3 | -1.7 |     |
| Coast            | 3.1       | 3.5     | -0.4 | 11   | 6.0     | 6.2      | -0.2 | 5.7  | 6.4       | -0.7     | 3.5  | 4.3  | -0.8    | 4.3     | 4.3  | 0.0  | 2.9     | 4.1      | -1.2 | 5.1  | 4.8      | 0.3      | 5.1  | 4.8  | 0.3     | 5.1       | 4.8  | 0.3  |     |
| Edge             | 4.0       | 3.6     | 0.4  | 7    | 3.6     | 3.5      | 0.1  | 4.3  | 4.5       | -0.2     | 3.9  | 3.6  | 0.3     | 3.4     | 2.3  | 1.1  | 2.4     | 3.3      | -0.9 | 4.3  | 4.0      | 0.3      | 4.3  | 4.0  | 0.3     | 4.3       | 4.0  | 0.3  |     |
| Flava            | 3.6       | 3.9     | -0.3 | 9    | 3.1     | 3.5      | -0.4 | 4.6  | 4.7       | -0.1     | 4.9  | 3.0  | 1.9     | 2.9     | 3.1  | -0.2 | 5.1     | 3.1      | 2.0  | 3.1  | 3.5      | -0.4     | 5.1  | 3.1  | 2.0     | 3.1       | 3.5  | -0.4 |     |
| George FM        | 2.1       | 3.1     | -1.0 | 15   | 2.8     | 3.1      | -0.3 | 3.6  | 3.9       | -0.3     | 3.2  | 3.7  | -0.5    | 3.3     | 2.9  | 0.4  | 2.6     | 3.6      | -1.0 | 3.9  | 4.7      | -0.8     | 3.9  | 4.7  | -0.8    | 3.9       | 4.7  | -0.8 |     |
| Gold             | 1.7       | 1.2     | 0.5  | 17   | 2.4     | 1.7      | 0.7  | 2.3  | 1.9       | 0.4      | 2.3  | 1.8  | 0.5     | 1.3     | 1.7  | -0.4 | 0.7     | 0.3      | 0.4  | 2.3  | 1.9      | 0.4      | 2.3  | 1.9  | 0.4     | 2.3       | 1.9  | 0.4  |     |
| Gold Sport**     | *         | 0.1     | *    | *    | 0.2     | *        | *    | 0.2  | 0.1       | 0.1      | 0.2  | 0.2  | 0.0     | 0.4     | 0.2  | 0.2  | 0.2     | 0.1      | 0.1  | 0.5  | 0.2      | 0.3      | 0.5  | 0.2  | 0.3     | 0.5       | 0.2  | 0.3  | 0.5 |
| Humm FM          | 1.0       | 1.8     | -0.8 | 20   | 0.6     | 1.2      | -0.6 | 0.5  | 1.9       | -1.4     | 0.8  | 1.1  | -0.3    | 0.8     | 2.9  | -2.1 | 1.6     | 2.1      | -0.5 | 1.5  | 1.4      | 0.1      | 1.5  | 1.4  | 0.1     | 1.5       | 1.4  | 0.1  |     |
| Life FM          | 1.2       | 1.0     | 0.2  | 19   | 0.8     | 0.7      | 0.1  | 1.8  | 1.2       | 0.6      | 1.4  | 0.7  | 0.7     | 1.0     | 0.6  | 0.4  | 1.0     | 0.4      | 0.6  | 1.7  | 1.5      | 0.2      | 1.7  | 1.5  | 0.2     | 1.7       | 1.5  | 0.2  |     |
| Magic            | 5.6       | 4.3     | 1.3  | 5    | 7.7     | 6.8      | 0.9  | 7.0  | 6.4       | 0.6      | 5.5  | 8.7  | -3.2    | 6.3     | 7.0  | -0.7 | 3.4     | 3.3      | 0.1  | 9.9  | 9.5      | 0.4      | 9.9  | 9.5  | 0.4     | 9.9       | 9.5  | 0.4  |     |
| Mai FM           | 9.7       | 9.3     | 0.4  | 2    | 5.9     | 6.4      | -0.5 | 7.3  | 6.5       | 0.8      | 8.9  | 6.8  | 2.1     | 10.7    | 11.1 | -0.4 | 8.1     | 9.1      | -1.0 | 7.6  | 7.4      | 0.2      | 7.6  | 7.4  | 0.2     | 7.6       | 7.4  | 0.2  |     |
| More FM          | 6.6       | 7.5     | -0.9 | 4    | 5.5     | 6.5      | -1.0 | 4.9  | 6.7       | -1.8     | 6.2  | 6.4  | -0.2    | 4.7     | 4.0  | 0.7  | 9.3     | 9.2      | 0.1  | 6.1  | 6.4      | -0.3     | 6.1  | 6.4  | -0.3    | 6.1       | 6.4  | -0.3 |     |
| Newstalk ZB      | 21.0      | 22.4    | -1.4 | 1    | 12.6    | 13.8     | -1.2 | 10.5 | 12.2      | -1.7     | 16.8 | 17.5 | -0.7    | 18.7    | 20.9 | -2.2 | 27.8    | 29.9     | -2.1 | 12.8 | 14.6     | -1.8     | 12.8 | 14.6 | -1.8    | 12.8      | 14.6 | -1.8 |     |
| Niu FM           | 0.3       | 0.3     | 0.0  | 24   | 0.4     | 0.1      | 0.3  | 0.9  | 0.1       | 0.8      | 0.5  | 0.7  | -0.2    | 1.3     | 0.7  | 0.6  | 0.4     | 1.0      | 0.6  | -0.6 | 1.0      | 0.5      | 0.5  | 1.0  | 0.5     | 0.5       | 1.0  | 0.5  | 0.5 |
| Radio 531pi      | 0.3       | 0.2     | 0.1  | 24   | 0.5     | 0.3      | 0.2  | 0.5  | 0.4       | 0.1      | 0.1  | 0.4  | -0.3    | 1.6     | 1.0  | 0.6  | 0.2     | 0.2      | 0.0  | 0.4  | 0.5      | -0.1     | 0.4  | 0.5  | -0.1    | 0.4       | 0.5  | -0.1 |     |
| Radio Hauraki    | 3.3       | 2.1     | 1.2  | 10   | 4.9     | 2.9      | 2.0  | 4.7  | 2.9       | 1.8      | 3.7  | 2.1  | 1.6     | 2.9     | 0.8  | 2.1  | 0.7     | 0.2      | 0.5  | 1.8  | 1.5      | 0.3      | 1.8  | 1.5  | 0.3     | 1.8       | 1.5  | 0.3  |     |
| Radio Samoa      | 2.5       | 2.2     | 0.3  | 13   | 1.6     | 2.0      | -0.4 | 1.1  | 1.1       | 0.0      | 0.8  | 0.6  | 0.2     | 0.7     | 1.0  | -0.3 | 0.8     | 0.1      | 0.7  | 1.1  | 0.7      | 0.4      | 1.1  | 0.7  | 0.4     | 1.1       | 0.7  | 0.4  |     |
| Radio Waatea     | *         | 0.2     | *    | *    | *       | *        | *    | *    | *         | *        | *    | *    | *       | *       | *    | *    | *       | 0.3      | *    | *    | *        | *        | *    | *    | *       | *         | *    | *    | *   |
| Rhema            | 0.4       | 0.8     | -0.4 | 22   | 0.3     | 0.4      | -0.1 | 0.3  | 0.5       | -0.2     | 0.3  | 0.5  | -0.2    | 1.1     | 0.9  | 0.2  | 0.7     | 0.7      | 0.0  | 0.7  | 0.8      | -0.1     | 0.7  | 0.8  | -0.1    | 0.7       | 0.8  | -0.1 |     |
| Rock             | 2.4       | 2.2     | 0.2  | 14   | 3.9     | 2.2      | 1.7  | 4.1  | 2.5       | 1.6      | 3.6  | 3.5  | 0.1     | 3.2     | 3.4  | -0.2 | 4.2     | 2.1      | 2.1  | 3.2  | 3.1      | 0.1      | 3.2  | 3.1  | 0.1     | 3.2       | 3.1  | 0.1  |     |
| SENZ Sport       | 0.2       | 0.1     | 0.1  | 26   | 0.5     | 0.2      | 0.3  | 0.1  | 0.1       | 0.0      | 0.2  | *    | *       | 0.6     | 0.4  | 0.2  | 0.1     | 0.1      | 0.0  | 0.2  | 0.3      | -0.1     | 0.2  | 0.3  | -0.1    | 0.2       | 0.3  | -0.1 |     |
| Star             | 0.4       | 0.4     | 0.0  | 22   | 0.3     | 0.3      | 0.0  | 0.3  | 0.3       | 0.0      | 0.6  | 0.7  | -0.1    | 0.8     | 0.7  | 0.1  | 0.2     | 0.3      | -0.1 | 0.6  | 0.6      | 0.0      | 0.6  | 0.6  | 0.0     | 0.6       | 0.6  | 0.0  |     |
| Tainui Live      | 0.1       | *       | *    | 27   | *       | *        | *    | 0.1  | 0.1       | 0.0      | 0.1  | 0.1  | 0.0     | 0.1     | 0.2  | 0.0  | 0.1     | 0.2      | -0.1 | 0.1  | 0.6      | -0.5     | 0.3  | *    | *       | *         | *    | *    | *   |
| Tarana           | 2.1       | 0.8     | 1.3  | 15   | 3.1     | 0.7      | 2.4  | 2.9  | 1.0       | 1.9      | 2.3  | 1.1  | 1.2     | 3.0     | 1.3  | 1.7  | 3.9     | 0.8      | 3.1  | 3.4  | 1.6      | 1.8      | 3.4  | 1.6  | 1.8     | 3.4       | 1.6  | 1.8  |     |
| The Hits         | 3.7       | 3.0     | 0.7  | 8    | 3.1     | 3.4      | -0.3 | 3.1  | 3.3       | -0.2     | 4.1  | 3.8  | 0.3     | 2.2     | 3.4  | -1.2 | 3.6     | 4.5      | -0.9 | 3.9  | 3.0      | 0.9      | 3.9  | 3.0  | 0.9     | 3.9       | 3.0  | 0.9  |     |
| The Sound        | 2.9       | 3.5     | -0.6 | 12   | 5.2     | 6.8      | -1.6 | 5.2  | 6.4       | -1.2     | 4.7  | 5.6  | -0.9    | 2.5     | 3.6  | -1.1 | 4.0     | 3.1      | 0.9  | 4.3  | 5.1      | -0.8     | 4.3  | 5.1  | -0.8    | 4.3       | 5.1  | -0.8 |     |
| Today FM*        | 1.4       | 1.5     | -0.1 | 18   | 1.4     | 1.0      | 0.4  | 0.9  | 0.9       | 0.0      | 0.8  | 0.5  | 0.3     | 0.5     | 0.4  | 0.1  | 0.7     | 1.1      | -0.4 | 0.6  | 0.9      | -0.3     | 0.6  | 0.9  | -0.3    | 0.6       | 0.9  | -0.3 |     |
| ZM               | 5.4       | 6.0     | -0.6 | 6    | 3.8     | 6.5      | -2.7 | 4.4  | 6.2       | -1.8     | 4.9  | 6.1  | -1.2    | 2.7     | 3.6  | -0.9 | 3.3     | 3.0      | 0.3  | 4.4  | 4.8      | -0.4     | 51.9 | 54.5 | -2.6    | 51.9      | 54.5 | -2.6 |     |
| MediaWorks Combo | 45.7      | 47.8    | -2.1 |      | 52.3    | 53.4     | -1.1 | 53.4 | 54.6      | -1.2     | 47.7 | 51.2 | -3.5    | 47.6    | 48.2 | -0.6 | 43.6    | 45.5     | -1.9 | 51.9 | 54.5     | -2.6     | 51.9 | 54.5 | -2.6    | 51.9      | 54.5 | -2.6 |     |
| NZME Combo       | 42.4      | 43.0    | -0.6 |      | 36.4    | 38.3     | -1.9 | 36.1 | 38.2      | -2.1     | 40.8 | 39.2 | 1.6     | 38.2    | 40.1 | -1.9 | 46.7    | 46.6     | 0.1  | 35.1 | 35.2     | -0.1     | 35.1 | 35.2 | -0.1    | 35.1      | 35.2 | -0.1 |     |

\*Today FM includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022

\*\*Gold AM renamed to Gold Sport from Mon Jun 27 2022

## AUCKLAND COMMERCIAL RADIO - SURVEY 3 2022

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

Survey Comparisons: 2/2022 - 3/2022

This Survey Period: Sun Apr 10 to Sat Jun 18 & Sun Jun 26 to Sat Sep 3 2022

Last Survey Period: Sun Feb 13 to Sat Jun 18 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 | +/- |               |  |
| BBC                  | 31.9    | 32.1    | -0.2  | 18   | 4.1          | 4.6   | -0.5  | 5.5   | 3.9          | 1.6   | 5.8   | 5.3   | 0.5          | 8.2   | 8.8   | -0.6  | 6.8          | 8.4   | -1.6  | 11.9  | 12.0         | -0.1  | 2.9   | 5.7   | -2.8         |      |      |     |               |  |
| Breeze               | 211.3   | 251.9   | -40.6 | 3    | 40.8         | 59.2  | -18.4 | 68.5  | 74.1         | -5.6  | 78.4  | 79.5  | -1.1         | 108.6 | 118.8 | -10.2 | 66.4         | 88.0  | -21.6 | 56.3  | 68.2         | -11.9 | 40.2  | 57.3  | -17.1        |      |      |     |               |  |
| Coast                | 109.2   | 119.2   | -10.0 | 9    | 18.1         | 12.4  | 5.7   | 25.1  | 25.8         | -0.7  | 22.4  | 26.3  | -3.9         | 43.7  | 49.3  | -5.6  | 40.6         | 46.2  | -5.6  | 36.7  | 42.7         | -6.0  | 22.7  | 23.9  | -1.2         |      |      |     |               |  |
| Edge                 | 191.2   | 200.0   | -8.8  | 4    | 58.6         | 68.3  | -9.7  | 99.6  | 99.2         | 0.4   | 98.3  | 92.9  | 5.4          | 118.5 | 116.1 | 2.4   | 30.8         | 37.4  | -6.6  | 13.1  | 15.7         | -2.6  | 43.1  | 42.9  | 0.2          |      |      |     |               |  |
| Flava                | 117.8   | 122.5   | -4.7  | 8    | 45.3         | 39.5  | 5.8   | 74.8  | 74.6         | 0.2   | 58.8  | 63.9  | -5.1         | 66.7  | 76.7  | -10.0 | 13.8         | 17.1  | -3.3  | 5.8   | 5.2          | 0.6   | 26.7  | 31.4  | -4.7         |      |      |     |               |  |
| George FM            | 95.4    | 105.0   | -9.6  | 11   | 20.5         | 21.5  | -1.0  | 45.3  | 56.7         | -11.4 | 46.5  | 58.7  | -12.2        | 58.6  | 71.8  | -13.2 | 23.8         | 22.7  | 1.1   | 16.4  | 11.7         | 4.7   | 19.0  | 20.9  | -1.9         |      |      |     |               |  |
| Gold                 | 52.8    | 51.0    | 1.8   | 15   | 10.4         | 10.0  | 0.4   | 9.0   | 13.1         | -4.1  | 9.9   | 13.1  | -3.2         | 24.6  | 24.7  | -0.1  | 25.7         | 21.5  | 4.2   | 16.4  | 15.0         | 1.4   | 10.7  | 9.7   | 1.0          |      |      |     |               |  |
| Gold Sport**         | 10.8    | 10.8    | 0.0   | 26   | 2.0          | 1.5   | 0.5   | 0.6   | 2.8          | -2.2  | 1.2   | 3.3   | -2.1         | 2.3   | 4.3   | -2.0  | 2.9          | 3.1   | -0.2  | 3.9   | 2.9          | 1.0   | 1.0   | 1.5   | -0.5         |      |      |     |               |  |
| Humm FM              | 28.1    | 39.5    | -11.4 | 20   | 14.2         | 15.5  | -1.3  | 10.4  | 14.4         | -4.0  | 9.4   | 16.7  | -7.3         | 10.9  | 19.4  | -8.5  | 3.0          | 6.4   | -3.4  | 2.1   | 3.8          | -1.7  | 5.2   | 7.9   | -2.7         |      |      |     |               |  |
| Life FM              | 48.4    | 46.4    | 2.0   | 16   | 13.4         | 16.5  | -3.1  | 20.5  | 18.8         | 1.7   | 20.3  | 20.3  | 0.0          | 27.8  | 23.4  | 4.4   | 13.1         | 8.8   | 4.3   | 7.3   | 5.9          | 1.4   | 13.5  | 12.4  | 1.1          |      |      |     |               |  |
| Magic                | 78.1    | 80.6    | -2.5  | 13   | 4.8          | 7.2   | -2.4  | 6.3   | 9.3          | -3.0  | 8.5   | 10.9  | -2.4         | 12.6  | 17.0  | -4.4  | 21.0         | 22.1  | -1.1  | 45.2  | 42.3         | 2.9   | 7.2   | 8.8   | -1.6         |      |      |     |               |  |
| Mai FM               | 248.2   | 229.5   | 18.7  | 2    | 95.4         | 81.8  | 13.6  | 137.9 | 140.7        | -2.8  | 108.5 | 116.0 | -7.5         | 135.9 | 136.4 | -0.5  | 39.5         | 28.6  | 10.9  | 15.4  | 9.6          | 5.8   | 57.0  | 45.4  | 11.6         |      |      |     |               |  |
| More FM              | 174.6   | 180.4   | -5.8  | 5    | 51.8         | 58.9  | -7.1  | 65.5  | 64.6         | 0.9   | 61.4  | 53.5  | 7.9          | 90.7  | 85.9  | 4.8   | 52.2         | 60.0  | -7.8  | 31.6  | 34.4         | -2.8  | 38.3  | 41.3  | -3.0         |      |      |     |               |  |
| Newstalk ZB          | 285.6   | 307.5   | -21.9 | 1    | 39.0         | 44.8  | -5.8  | 68.1  | 67.2         | 0.9   | 83.0  | 81.3  | 1.7          | 126.9 | 130.7 | -3.8  | 89.2         | 107.3 | -18.1 | 83.0  | 96.3         | -13.3 | 52.0  | 59.2  | -7.2         |      |      |     |               |  |
| Niu FM               | 17.2    | 23.2    | -6.0  | 22   | 4.1          | 4.9   | -0.8  | 4.8   | 14.5         | -9.7  | 6.4   | 14.2  | -7.8         | 9.9   | 15.1  | -5.2  | 5.9          | 2.2   | 3.7   | 2.8   | 1.6          | 1.2   | 3.7   | 4.7   | -1.0         |      |      |     |               |  |
| Radio 531pi          | 11.6    | 16.7    | -5.1  | 25   | 1.1          | 4.8   | -3.7  | 1.5   | 4.4          | -2.9  | 1.5   | 1.7   | -0.2         | 2.8   | 2.7   | 0.1   | 5.7          | 6.8   | -1.1  | 5.1   | 5.8          | -0.7  | 2.3   | 5.1   | -2.8         |      |      |     |               |  |
| Radio Hauraki        | 69.2    | 61.7    | 7.5   | 14   | 10.0         | 7.7   | 2.3   | 23.9  | 19.7         | 4.2   | 29.7  | 23.8  | 5.9          | 42.7  | 38.7  | 4.0   | 26.2         | 26.5  | -0.3  | 16.4  | 14.9         | 1.5   | 17.5  | 15.2  | 2.3          |      |      |     |               |  |
| Radio Samoa          | 24.4    | 25.4    | -1.0  | 21   | 3.4          | 5.5   | -2.1  | 7.5   | 9.4          | -1.9  | 6.2   | 5.8   | 0.4          | 11.6  | 14.0  | -2.4  | 11.0         | 10.0  | 1.0   | 6.9   | 3.3          | 3.6   | 4.2   | 4.6   | -0.4         |      |      |     |               |  |
| Radio Waatea         | 1.6     | 2.6     | -1.0  | 29   | 1.0          | 0.6   | 0.4   | *     | *            | *     | *     | *     | *            | *     | 1.5   | *     | 0.6          | 2.0   | -1.4  | 0.6   | 0.5          | 0.1   | *     | 1.5   | *            |      |      |     |               |  |
| Rhema                | 15.1    | 15.4    | -0.3  | 23   | 3.7          | 4.2   | -0.5  | 2.4   | 2.2          | 0.2   | 1.8   | 1.7   | 0.1          | 4.4   | 4.0   | 0.4   | 6.8          | 7.6   | -0.8  | 6.6   | 7.2          | -0.6  | 2.6   | 3.2   | -0.6         |      |      |     |               |  |
| Rock                 | 98.9    | 105.2   | -6.3  | 10   | 32.7         | 28.5  | 4.2   | 44.8  | 45.8         | -1.0  | 40.0  | 47.9  | -7.9         | 55.9  | 66.1  | -10.2 | 24.5         | 27.9  | -3.4  | 9.9   | 10.5         | -0.6  | 21.5  | 23.3  | -1.8         |      |      |     |               |  |
| SENZ Sport           | 8.8     | 6.6     | 2.2   | 28   | 1.0          | 1.3   | -0.3  | 1.6   | 1.3          | 0.3   | 3.3   | 2.3   | 1.0          | 5.3   | 2.9   | 2.4   | 2.8          | 1.5   | 1.3   | 1.5   | 1.4          | 0.1   | 1.6   | 1.2   | 0.4          |      |      |     |               |  |
| Star                 | 15.0    | 18.2    | -3.2  | 24   | 1.1          | 2.0   | -0.9  | 4.6   | 5.9          | -1.3  | 5.7   | 7.7   | -2.0         | 9.7   | 11.1  | -1.4  | 5.7          | 6.4   | -0.7  | 3.5   | 4.8          | -1.3  | 5.5   | 7.2   | -1.7         |      |      |     |               |  |
| Tainui Live          | 10.2    | 9.4     | 0.8   | 27   | 5.2          | 4.5   | 0.7   | 2.9   | 2.4          | 0.5   | 2.5   | 2.4   | 0.1          | 3.0   | 2.4   | 0.6   | 2.2          | 1.3   | 0.9   | 1.7   | 1.8          | -0.1  | *     | 0.4   | *            |      |      |     |               |  |
| Tarana               | 40.2    | 31.7    | 8.5   | 17   | 5.7          | 7.5   | -1.8  | 15.0  | 11.3         | 3.7   | 15.5  | 10.6  | 4.9          | 19.9  | 15.3  | 4.6   | 11.2         | 7.8   | 3.4   | 11.4  | 6.2          | 5.2   | 11.8  | 5.9   | 5.9          |      |      |     |               |  |
| The Hits             | 118.2   | 125.0   | -6.8  | 7    | 36.2         | 39.5  | -3.3  | 48.8  | 53.3         | -4.5  | 48.1  | 46.2  | 1.9          | 62.4  | 65.7  | -3.3  | 27.1         | 34.1  | -7.0  | 18.2  | 18.6         | -0.4  | 20.4  | 29.2  | -8.8         |      |      |     |               |  |
| The Sound            | 95.3    | 106.2   | -10.9 | 12   | 20.6         | 18.7  | 1.9   | 28.6  | 29.2         | -0.6  | 27.3  | 31.2  | -3.9         | 45.6  | 51.0  | -5.4  | 36.7         | 42.7  | -6.0  | 28.8  | 35.5         | -6.7  | 23.0  | 27.8  | -4.8         |      |      |     |               |  |
| Today FM*            | 28.6    | 36.5    | -7.9  | 19   | 0.6          | 2.5   | -1.9  | 7.4   | 9.7          | -2.3  | 9.8   | 11.1  | -1.3         | 14.7  | 14.4  | 0.3   | 9.1          | 11.8  | -2.7  | 9.9   | 16.2         | -6.3  | 6.1   | 6.2   | -0.1         |      |      |     |               |  |
| ZM                   | 168.5   | 174.4   | -5.9  | 6    | 48.3         | 55.5  | -7.2  | 86.9  | 93.8         | -6.9  | 96.4  | 91.1  | 5.3          | 110.5 | 104.4 | 6.1   | 20.4         | 24.0  | -3.6  | 8.6   | 14.0         | -5.4  | 40.9  | 42.7  | -1.8         |      |      |     |               |  |
| MediaWorks Combo     | 807.9   | 833.5   | -25.6 |      | 187.6        | 188.2 | -0.6  | 315.2 | 326.6        | -11.4 | 307.4 | 320.8 | -13.4        | 421.4 | 442.1 | -20.7 | 217.9        | 236.6 | -18.7 | 173.3 | 179.1        | -5.8  | 169.2 | 171.5 | -2.3         |      |      |     |               |  |
| NZME Combo           | 689.8   | 733.1   | -43.3 |      | 146.8        | 152.6 | -5.8  | 249.1 | 256.0        | -6.9  | 253.9 | 256.6 | -2.7         | 347.8 | 367.2 | -19.4 | 181.1        | 210.1 | -29.0 | 147.0 | 164.4        | -17.4 | 139.8 | 160.3 | -20.5        |      |      |     |               |  |
| All Commercial Radio | 1,150.4 | 1,167.2 | -16.8 |      | 234.9        | 230.6 | 4.3   | 422.6 | 429.6        | -7.0  | 424.7 | 431.3 | -6.6         | 594.5 | 611.2 | -16.7 | 322.9        | 339.8 | -16.9 | 257.0 | 262.6        | -5.6  | 241.1 | 240.9 | 0.2          |      |      |     |               |  |
| Potential (000)      | 1,490.0 | 1,490.0 | 0.0   |      | 336.0        | 336.0 | 0.0   | 567.5 | 570.3        | -2.8  | 536.0 | 536.0 | 0.0          | 752.0 | 752.0 | 0.0   | 402.0        | 402.0 | 0.0   | 312.0 | 312.0        | 0.0   | 301.1 | 288.4 | 12.7         |      |      |     |               |  |
| Sample               | 2,453   | 2,423   | 30    |      | 480          | 461   | 19    | 755   | 702          | 53    | 782   | 706   | 76           | 1,108 | 1,043 | 65    | 684          | 692   | -8    | 670   | 704          | -34   | 487   | 460   | 27           |      |      |     |               |  |

MediaWorks Combo: Breeze, Edge, George FM, Humm FM, Magic, Mai FM, More FM, Rock, The Sound, Today FM, or listening to More FM Rodney

NZME Combo: BBC, Coast, Flava, Gold, Gold AM (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui

\*Today FM includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022

\*\*Gold AM renamed to Gold Sport from Mon Jun 27 2022

## AUCKLAND COMMERCIAL RADIO - SURVEY 3 2022

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

Survey Comparisons: 2/2022 - 3/2022

This Survey Period: Sun Apr 10 to Sat Jun 18 & Sun Jun 26 to Sat Sep 3 2022

Last Survey Period: Sun Feb 13 to Sat Jun 18 2022

|                 | This    | Last    | +/- |
|-----------------|---------|---------|-----|
| Potential (000) | 1,490.0 | 1,490.0 | 0.0 |
| Sample Size     | 2,453   | 2,423   | 30  |

|                      | Breakfast |         |       |      | Morning |          |       |       | Afternoon |          |       |       | Drive   |         |       |       | Night   |          |       |       | Mid Dawn |          |      |      | Weekend |           |      |      |     |  |  |  |
|----------------------|-----------|---------|-------|------|---------|----------|-------|-------|-----------|----------|-------|-------|---------|---------|-------|-------|---------|----------|-------|-------|----------|----------|------|------|---------|-----------|------|------|-----|--|--|--|
|                      | Mon-Fri   | 6am-9am | This  | Last | 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                  | 13.5      | 12.4    | 1.1   | 20   | 8.7     | 7.9      | 0.8   | 11.2  | 10.4      | 0.8      | 11.1  | 10.0  | 1.1     | 7.2     | 9.5   | -2.3  | 6.7     | 5.4      | 1.3   | 22.1  | 19.8     | 2.3      |      |      |         |           |      |      |     |  |  |  |
| Breeze               | 101.5     | 111.1   | -9.6  | 3    | 97.7    | 120.7    | -23.0 | 106.5 | 127.6     | -21.1    | 88.1  | 116.1 | -28.0   | 37.3    | 55.6  | -18.3 | 20.5    | 24.0     | -3.5  | 115.6 | 153.1    | -37.5    |      |      |         |           |      |      |     |  |  |  |
| Coast                | 42.9      | 46.8    | -3.9  | 9    | 49.7    | 50.9     | -1.2  | 53.9  | 54.6      | -0.7     | 44.5  | 49.0  | -4.5    | 21.1    | 21.4  | -0.3  | 12.7    | 14.4     | -1.7  | 65.5  | 71.6     | -6.1     |      |      |         |           |      |      |     |  |  |  |
| Edge                 | 78.0      | 89.5    | -11.5 | 6    | 57.8    | 56.2     | 1.6   | 73.4  | 83.8      | -10.4    | 60.1  | 67.2  | -7.1    | 25.8    | 27.3  | -1.5  | 11.7    | 15.3     | -3.6  | 104.9 | 108.8    | -3.9     |      |      |         |           |      |      |     |  |  |  |
| Flava                | 57.0      | 58.2    | -1.2  | 8    | 41.7    | 48.4     | -6.7  | 65.4  | 61.7      | 3.7      | 52.2  | 47.9  | 4.3     | 17.8    | 19.6  | -1.8  | 14.7    | 16.9     | -2.2  | 62.5  | 67.8     | -5.3     |      |      |         |           |      |      |     |  |  |  |
| George FM            | 31.0      | 42.9    | -11.9 | 14   | 30.4    | 33.3     | -2.9  | 40.1  | 47.1      | -7.0     | 37.7  | 41.4  | -3.7    | 17.6    | 18.6  | -1.0  | 8.3     | 10.7     | -2.4  | 65.2  | 68.4     | -3.2     |      |      |         |           |      |      |     |  |  |  |
| Gold                 | 23.9      | 18.6    | 5.3   | 15   | 16.7    | 14.1     | 2.6   | 21.1  | 18.0      | 3.1      | 23.3  | 22.3  | 1.0     | 6.2     | 10.4  | -4.2  | 4.1     | 2.6      | 1.5   | 34.5  | 26.9     | 7.6      |      |      |         |           |      |      |     |  |  |  |
| Gold Sport**         | 2.0       | 3.3     | -1.3  | 28   | 2.7     | 0.5      | 2.2   | 2.7   | 1.8       | 0.9      | 1.7   | 2.4   | -0.7    | 3.4     | 1.6   | 1.8   | 1.3     | 1.0      | 0.3   | 8.1   | 8.2      | -0.1     |      |      |         |           |      |      |     |  |  |  |
| Humm FM              | 12.6      | 17.6    | -5.0  | 21   | 6.3     | 9.2      | -2.9  | 6.3   | 14.0      | -7.7     | 10.0  | 13.9  | -3.9    | 4.8     | 10.1  | -5.3  | 4.9     | 6.5      | -1.6  | 17.0  | 29.6     | -12.6    |      |      |         |           |      |      |     |  |  |  |
| Life FM              | 23.6      | 20.4    | 3.2   | 16   | 15.3    | 16.2     | -0.9  | 21.5  | 15.0      | 6.5      | 17.8  | 15.8  | 2.0     | 7.8     | 6.7   | 1.1   | 4.1     | 3.9      | 0.2   | 32.1  | 31.9     | 0.2      |      |      |         |           |      |      |     |  |  |  |
| Magic                | 38.5      | 33.6    | 4.9   | 11   | 43.6    | 48.0     | -4.4  | 49.1  | 50.0      | -0.9     | 36.8  | 39.1  | -2.3    | 20.5    | 20.4  | 0.1   | 11.1    | 10.9     | 0.2   | 58.0  | 58.6     | -0.6     |      |      |         |           |      |      |     |  |  |  |
| Mai FM               | 141.3     | 127.3   | 14.0  | 2    | 77.0    | 84.8     | -7.8  | 104.2 | 101.1     | 3.1      | 106.1 | 108.5 | -2.4    | 47.0    | 59.2  | -12.2 | 31.4    | 37.7     | -6.3  | 140.1 | 138.9    | 1.2      |      |      |         |           |      |      |     |  |  |  |
| More FM              | 94.4      | 92.5    | 1.9   | 4    | 59.3    | 55.8     | 3.5   | 65.7  | 78.3      | -12.6    | 76.0  | 81.2  | -5.2    | 24.5    | 32.3  | -7.8  | 19.1    | 22.2     | -3.1  | 109.9 | 102.4    | 7.5      |      |      |         |           |      |      |     |  |  |  |
| Newstalk ZB          | 186.1     | 210.4   | -24.3 | 1    | 114.3   | 136.8    | -22.5 | 119.8 | 142.9     | -23.1    | 153.1 | 173.3 | -20.2   | 64.9    | 76.3  | -11.4 | 60.6    | 67.2     | -6.6  | 171.1 | 195.9    | -24.8    |      |      |         |           |      |      |     |  |  |  |
| Niu FM               | 5.6       | 7.2     | -1.6  | 23   | 5.3     | 4.8      | 0.5   | 8.6   | 6.5       | 2.1      | 7.8   | 13.2  | -5.4    | 8.3     | 5.6   | 2.7   | 2.0     | 3.7      | -1.7  | 12.3  | 11.5     | 0.8      |      |      |         |           |      |      |     |  |  |  |
| Radio 531pi          | 2.6       | 2.8     | -0.2  | 26   | 5.6     | 4.6      | 1.0   | 5.3   | 9.2       | -3.9     | 1.6   | 6.8   | -5.2    | 4.6     | 5.0   | -0.4  | 0.6     | 1.2      | -0.6  | 6.1   | 9.2      | -3.1     |      |      |         |           |      |      |     |  |  |  |
| Radio Hauraki        | 32.0      | 27.3    | 4.7   | 13   | 25.7    | 23.0     | 2.7   | 31.3  | 28.8      | 2.5      | 38.7  | 29.6  | 9.1     | 13.0    | 10.2  | 2.8   | 3.3     | 2.5      | 0.8   | 38.8  | 31.6     | 7.2      |      |      |         |           |      |      |     |  |  |  |
| Radio Samoa          | 16.5      | 15.4    | 1.1   | 19   | 7.7     | 9.1      | -1.4  | 10.1  | 9.4       | 0.7      | 7.4   | 9.1   | -1.7    | 3.8     | 6.3   | -2.5  | 1.6     | 0.8      | 0.8   | 11.7  | 12.4     | -0.7     |      |      |         |           |      |      |     |  |  |  |
| Radio Waatea         | *         | 1.5     | *     | *    | *       | *        | *     | *     | *         | *        | 0.5   | *     | *       | *       | *     | *     | 1.5     | *        | *     | 1.1   | 2.6      | -1.5     |      |      |         |           |      |      |     |  |  |  |
| Rhema                | 5.7       | 8.4     | -2.7  | 22   | 4.2     | 5.0      | -0.8  | 5.5   | 7.5       | -2.0     | 5.6   | 7.5   | -1.9    | 4.8     | 5.1   | -0.3  | 2.1     | 2.9      | -0.8  | 10.2  | 9.3      | 0.9      |      |      |         |           |      |      |     |  |  |  |
| Rock                 | 37.6      | 36.7    | 0.9   | 12   | 38.3    | 31.6     | 6.7   | 42.4  | 42.5      | -0.1     | 45.2  | 49.2  | -4.0    | 19.6    | 24.9  | -5.3  | 11.7    | 12.5     | -0.8  | 56.0  | 64.4     | -8.4     |      |      |         |           |      |      |     |  |  |  |
| SENZ Sport           | 2.5       | 1.8     | 0.7   | 27   | 4.3     | 3.4      | 0.9   | 2.2   | 1.7       | 0.5      | 2.7   | 0.7   | 2.0     | 1.2     | 1.1   | 0.1   | 0.4     | 0.4      | 0.0   | 4.9   | 4.6      | 0.3      |      |      |         |           |      |      |     |  |  |  |
| Star                 | 5.3       | 6.2     | -0.9  | 24   | 2.3     | 3.4      | -1.1  | 6.2   | 6.8       | -0.6     | 6.1   | 7.8   | -1.7    | 4.9     | 5.2   | -0.3  | 2.2     | 2.8      | -0.6  | 11.4  | 13.1     | -1.7     |      |      |         |           |      |      |     |  |  |  |
| Tainui Live          | 3.5       | 2.3     | 1.2   | 25   | 1.4     | 2.2      | -0.8  | 3.4   | 3.8       | -0.4     | 2.6   | 3.2   | -0.6    | 1.2     | 2.3   | -1.1  | 1.6     | 3.4      | -1.8  | 6.1   | 4.2      | 1.9      |      |      |         |           |      |      |     |  |  |  |
| Tarana               | 18.0      | 10.5    | 7.5   | 17   | 14.2    | 8.3      | 5.9   | 18.9  | 17.1      | 1.8      | 15.9  | 14.5  | 1.4     | 12.9    | 5.0   | 7.9   | 9.9     | 6.2      | 3.7   | 31.2  | 28.1     | 3.1      |      |      |         |           |      |      |     |  |  |  |
| The Hits             | 57.6      | 55.3    | 2.3   | 7    | 33.8    | 35.1     | -1.3  | 53.2  | 51.5      | 1.7      | 52.4  | 61.7  | -9.3    | 18.0    | 27.1  | -9.1  | 12.6    | 13.7     | -1.1  | 69.6  | 74.0     | -4.4     |      |      |         |           |      |      |     |  |  |  |
| The Sound            | 39.3      | 42.6    | -3.3  | 10   | 42.1    | 49.5     | -7.4  | 45.2  | 53.5      | -8.3     | 43.8  | 47.1  | -3.3    | 18.3    | 23.4  | -5.1  | 10.4    | 8.4      | 2.0   | 47.7  | 63.2     | -15.5    |      |      |         |           |      |      |     |  |  |  |
| Today FM*            | 16.8      | 19.5    | -2.7  | 18   | 12.2    | 14.5     | -2.3  | 10.6  | 13.8      | -3.2     | 9.6   | 7.2   | 2.4     | 3.9     | 3.4   | 0.5   | 3.7     | 6.2      | -2.5  | 11.4  | 16.5     | -5.1     |      |      |         |           |      |      |     |  |  |  |
| ZM                   | 84.6      | 90.0    | -5.4  | 5    | 62.9    | 66.5     | -3.6  | 73.4  | 79.8      | -6.4     | 73.3  | 84.5  | -11.2   | 20.5    | 27.2  | -6.7  | 21.4    | 19.9     | 1.5   | 97.9  | 111.0    | -13.1    |      |      |         |           |      |      |     |  |  |  |
| MediaWorks Combo     | 490.9     | 509.4   | -18.5 |      | 381.9   | 420.1    | -38.2 | 445.0 | 486.1     | -41.1    | 418.1 | 465.0 | -46.9   | 187.9   | 233.3 | -45.4 | 106.6   | 119.7    | -13.1 | 572.1 | 613.1    | -41.0    |      |      |         |           |      |      |     |  |  |  |
| NZME Combo           | 430.0     | 454.1   | -24.1 |      | 312.7   | 336.5    | -23.8 | 362.1 | 384.7     | -22.6    | 394.2 | 412.3 | -18.1   | 154.4   | 179.7 | -25.3 | 125.0   | 126.5    | -1.5  | 463.6 | 507.3    | -43.7    |      |      |         |           |      |      |     |  |  |  |
| All Commercial Radio | 848.1     | 865.9   | -17.8 |      | 640.2   | 669.8    | -29.6 | 730.3 | 763.9     | -33.6    | 744.7 | 787.9 | -43.2   | 334.1   | 393.7 | -59.6 | 209.5   | 217.0    | -7.5  | 915.1 | 948.8    | -33.7    |      |      |         |           |      |      |     |  |  |  |

MediaWorks Combo: Breeze, Edge, George FM, Humm FM, Magic, Mai FM, More FM, Rock, The Sound, Today FM, or listening to More FM Rodney

NZME Combo: BBC, Coast, Flava, Gold, Gold AM (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui

\*Today FM includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022

\*\*Gold AM renamed to Gold Sport from Mon Jun 27 2022

## AUCKLAND COMMERCIAL RADIO - SURVEY 3 2022

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

Survey Comparisons: 2/2022 - 3/2022

This Survey Period: Sun Apr 10 to Sat Jun 18 & Sun Jun 26 to Sat Sep 3 2022

Last Survey Period: Sun Feb 13 to Sat Jun 18 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                  | 4:20    | 4:14    | 0:05  | 1:45         | 1:50  | -0:05 | 1:45         | 1:36  | 0:08   | 1:38         | 1:21  | 0:17   | 3:03         | 1:53  | 1:10   | 7:17         | 5:09  | 2:07   | 7:19         | 7:05  | 0:14   | 1:56          | 3:01  | -1:05 |
| Breeze               | 8:44    | 8:37    | 0:07  | 4:50         | 5:11  | -0:20 | 8:19         | 7:01  | 1:17   | 9:28         | 8:52  | 0:35   | 9:42         | 10:16 | -0:33  | 9:55         | 10:56 | -1:01  | 9:03         | 8:59  | 0:03   | 7:25          | 6:56  | 0:29  |
| Coast                | 6:41    | 7:28    | -0:47 | 4:53         | 9:36  | -4:42 | 8:42         | 6:34  | 2:08   | 7:15         | 3:40  | 3:35   | 7:29         | 5:31  | 1:58   | 7:05         | 6:56  | 0:08   | 6:51         | 7:34  | -0:42  | 7:02          | 4:49  | 2:12  |
| Edge                 | 3:15    | 3:23    | -0:07 | 2:36         | 2:52  | -0:15 | 2:46         | 3:09  | -0:23  | 2:44         | 3:05  | -0:20  | 3:27         | 3:37  | -0:09  | 5:56         | 5:02  | 0:53   | 4:21         | 3:48  | 0:33   | 4:22          | 4:37  | -0:15 |
| Flava                | 5:07    | 5:25    | -0:17 | 4:33         | 4:28  | 0:04  | 5:08         | 5:50  | -0:42  | 5:01         | 5:44  | -0:42  | 5:34         | 6:11  | -0:36  | 7:22         | 6:49  | 0:33   | 4:18         | 1:59  | 2:18   | 5:51          | 5:56  | -0:05 |
| George FM            | 5:11    | 6:19    | -1:08 | 6:36         | 2:11  | 4:24  | 4:02         | 5:48  | -1:46  | 4:34         | 7:19  | -2:44  | 4:57         | 7:48  | -2:50  | 5:43         | 7:55  | -2:12  | 4:15         | 4:51  | -0:35  | 5:59          | 5:48  | 0:10  |
| Gold                 | 6:17    | 5:41    | 0:35  | 4:24         | 2:13  | 2:10  | 3:51         | 3:06  | 0:45   | 2:17         | 2:50  | -0:32  | 7:04         | 6:54  | 0:10   | 8:37         | 8:56  | -0:19  | 6:07         | 5:53  | 0:14   | 7:15          | 5:36  | 1:39  |
| Gold Sport**         | 3:18    | 2:13    | 1:05  | 0:49         | 1:09  | -0:20 | 0:45         | 0:55  | -0:10  | 1:37         | 1:11  | 0:26   | 3:21         | 2:06  | 1:15   | 6:12         | 2:15  | 3:57   | 6:08         | 2:50  | 3:18   | 1:25          | 1:42  | -0:17 |
| Humm FM              | 5:14    | 7:15    | -2:01 | 5:10         | 3:09  | 2:00  | 3:41         | 7:56  | -4:14  | 3:34         | 7:18  | -3:43  | 4:23         | 7:16  | -2:52  | 5:45         | 14:51 | -9:05  | 2:27         | 20:26 | -17:59 | 1:58          | 6:02  | -4:03 |
| Life FM              | 4:32    | 3:57    | 0:35  | 5:05         | 2:39  | 2:25  | 3:30         | 3:54  | -0:24  | 3:39         | 4:14  | -0:35  | 3:52         | 4:16  | -0:23  | 5:19         | 5:51  | -0:31  | 6:04         | 6:41  | -0:37  | 3:35          | 4:45  | -1:09 |
| Magic                | 14:23   | 15:30   | -1:07 | 0:47         | 0:49  | -0:01 | 3:12         | 15:02 | -11:49 | 2:48         | 19:19 | -16:31 | 3:53         | 16:05 | -12:12 | 17:18        | 15:41 | 1:37   | 16:03        | 14:23 | 1:40   | 12:02         | 18:23 | -6:21 |
| Mai FM               | 5:06    | 5:54    | -0:47 | 4:48         | 5:18  | -0:30 | 5:04         | 6:32  | -1:28  | 5:18         | 6:41  | -1:22  | 5:17         | 6:25  | -1:08  | 5:19         | 4:49  | 0:30   | 5:45         | 4:13  | 1:32   | 6:07          | 6:59  | -0:51 |
| More FM              | 5:22    | 6:36    | -1:13 | 3:25         | 4:14  | -0:48 | 4:22         | 4:11  | 0:11   | 4:45         | 4:10  | 0:34   | 5:26         | 6:09  | -0:43  | 7:48         | 10:34 | -2:46  | 8:19         | 11:39 | -3:20  | 6:26          | 6:29  | -0:03 |
| Newstalk ZB          | 8:27    | 9:43    | -1:16 | 2:43         | 3:12  | -0:29 | 3:42         | 4:36  | -0:54  | 4:02         | 5:06  | -1:03  | 5:10         | 6:30  | -1:19  | 8:43         | 10:48 | -2:04  | 12:30        | 13:44 | -1:14  | 5:59          | 5:56  | 0:03  |
| Niu FM               | 6:04    | 2:59    | 3:04  | 3:06         | 3:43  | -0:37 | 7:25         | 2:47  | 4:37   | 5:53         | 2:35  | 3:18   | 7:52         | 2:43  | 5:08   | 8:30         | 3:12  | 5:17   | 4:00         | 1:49  | 2:10   | 8:37          | 2:02  | 6:34  |
| Radio 531pi          | 5:41    | 4:13    | 1:28  | 0:21         | 1:00  | -0:39 | 1:45         | 2:23  | -0:38  | 1:45         | 4:40  | -2:55  | 2:05         | 3:39  | -1:33  | 1:31         | 4:55  | -3:23  | 2:07         | 5:26  | -3:18  | 1:56          | 2:56  | -1:00 |
| Radio Hauraki        | 7:50    | 6:09    | 1:41  | 12:07        | 4:14  | 7:52  | 8:42         | 5:13  | 3:28   | 6:42         | 6:16  | 0:25   | 6:50         | 6:27  | 0:23   | 7:37         | 6:11  | 1:25   | 7:47         | 6:15  | 1:32   | 9:24          | 5:09  | 4:14  |
| Radio Samoa          | 9:03    | 8:51    | 0:11  | 4:03         | 1:08  | 2:54  | 3:27         | 2:32  | 0:54   | 2:33         | 3:06  | -0:32  | 6:09         | 6:33  | -0:23  | 10:40        | 8:23  | 2:16   | 13:04        | 11:34 | 1:29   | 7:51          | 8:35  | -0:44 |
| Radio Waatea         | 0:19    | 9:23    | -9:04 | 0:21         | 0:30  | -0:08 | *            | *     | *      | *            | *     | *      | *            | 15:30 | *      | 0:15         | 11:49 | -11:34 | 0:15         | 0:15  | 0:00   | *             | 15:30 | *     |
| Rhema                | 4:54    | 7:15    | -2:21 | 3:35         | 4:07  | -0:32 | 3:19         | 4:44  | -1:25  | 4:07         | 2:20  | 1:46   | 3:17         | 3:58  | -0:41  | 3:20         | 9:00  | -5:39  | 6:08         | 10:56 | -4:48  | 2:48          | 5:43  | -2:54 |
| Rock                 | 5:29    | 4:32    | 0:56  | 4:02         | 3:27  | 0:35  | 4:37         | 4:52  | -0:15  | 4:57         | 5:03  | -0:05  | 6:49         | 5:17  | 1:32   | 8:38         | 4:53  | 3:45   | 2:54         | 2:52  | 0:01   | 5:43          | 5:33  | 0:09  |
| SENZ Sport           | 4:16    | 4:09    | 0:07  | 0:31         | 0:15  | 0:16  | 2:00         | 2:00  | 0:00   | 1:57         | 2:25  | -0:27  | 2:21         | 2:46  | -0:24  | 2:38         | 5:08  | -2:29  | 11:04        | 8:13  | 2:51   | 1:57          | 2:21  | -0:24 |
| Star                 | 4:37    | 4:27    | 0:09  | 0:21         | 0:41  | -0:20 | 6:00         | 7:02  | -1:02  | 7:31         | 7:37  | -0:06  | 5:32         | 6:05  | -0:32  | 2:21         | 1:50  | 0:30   | 3:14         | 2:34  | 0:40   | 6:22          | 6:32  | -0:09 |
| Tainui Live          | 1:49    | 1:39    | 0:09  | 1:20         | 1:21  | -0:01 | 1:52         | 3:13  | -1:20  | 1:48         | 3:13  | -1:24  | 1:50         | 3:13  | -1:22  | 3:06         | 1:03  | 2:02   | 3:24         | 0:55  | 2:28   | *             | 0:30  | *     |
| Tarana               | 11:17   | 6:02    | 5:15  | 1:52         | 1:18  | 0:34  | 7:06         | 5:09  | 1:57   | 11:02        | 5:44  | 5:18   | 8:55         | 5:05  | 3:50   | 10:11        | 7:22  | 2:48   | 18:32        | 12:54 | 5:38   | 12:10         | 7:58  | 4:11  |
| The Hits             | 4:42    | 4:42    | 0:00  | 3:19         | 3:42  | -0:23 | 4:10         | 3:45  | 0:25   | 4:38         | 4:02  | 0:36   | 4:30         | 4:45  | -0:14  | 5:47         | 6:31  | -0:44  | 7:55         | 6:21  | 1:33   | 5:05          | 6:12  | -1:07 |
| The Sound            | 7:09    | 8:46    | -1:37 | 2:21         | 2:01  | 0:20  | 4:25         | 7:36  | -3:10  | 6:31         | 8:43  | -2:11  | 6:06         | 8:48  | -2:42  | 8:41         | 10:19 | -1:37  | 12:19        | 12:30 | -0:10  | 11:39         | 10:40 | 0:59  |
| Today FM*            | 5:24    | 4:40    | 0:43  | 0:15         | 1:50  | -1:35 | 2:29         | 2:27  | 0:01   | 3:23         | 2:51  | 0:32   | 3:31         | 3:08  | 0:22   | 5:38         | 6:11  | -0:33  | 6:28         | 6:11  | 0:16   | 5:28          | 4:01  | 1:26  |
| ZM                   | 4:09    | 5:46    | -1:37 | 3:19         | 3:22  | -0:03 | 4:06         | 5:17  | -1:11  | 4:24         | 5:16  | -0:51  | 4:28         | 5:45  | -1:17  | 4:52         | 12:18 | -7:25  | 4:42         | 15:37 | -10:54 | 5:20          | 7:15  | -1:54 |
| MediaWorks Combo     | 9:47    | 11:07   | -1:20 | 7:31         | 7:49  | -0:18 | 7:46         | 9:32  | -1:46  | 8:24         | 10:20 | -1:55  | 9:01         | 11:06 | -2:04  | 11:45        | 13:37 | -1:51  | 12:38        | 13:40 | -1:01  | 10:16         | 11:32 | -1:16 |
| NZME Combo           | 8:46    | 9:30    | -0:43 | 5:51         | 5:30  | 0:20  | 6:42         | 6:53  | -0:11  | 6:35         | 6:47  | -0:11  | 7:34         | 8:03  | -0:28  | 10:34        | 12:00 | -1:26  | 12:30        | 13:47 | -1:17  | 8:34          | 8:05  | 0:29  |
| All Commercial Radio | 13:44   | 15:18   | -1:33 | 10:30        | 10:59 | -0:28 | 10:43        | 12:20 | -1:37  | 11:17        | 12:56 | -1:39  | 12:09        | 14:06 | -1:56  | 15:48        | 18:25 | -2:36  | 18:20        | 19:46 | -1:25  | 14:04         | 15:15 | -1:10 |
| Potential (000)      | 1,490.0 | 1,490.0 | 0.0   | 336.0        | 336.0 | 0.0   | 567.5        | 570.3 | -2.8   | 536.0        | 536.0 | 0.0    | 752.0        | 752.0 | 0.0    | 402.0        | 402.0 | 0.0    | 312.0        | 312.0 | 0.0    | 301.1         | 288.4 | 12.7  |
| Sample               | 2,453   | 2,423   | 30    | 480          | 461   | 19    | 755          | 702   | 53     | 782          | 706   | 76     | 1,108        | 1,043 | 65     | 684          | 692   | -8     | 670          | 704   | -34    | 487           | 460   | 27    |

MediaWorks Combo: Breeze, Edge, George FM, Humm FM, Magic, Mai FM, More FM, Rock, The Sound, Today FM, or listening to More FM Rodney

NZME Combo: BBC, Coast, Flava, Gold, Gold AM (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui

\*Today FM includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022

\*\*Gold AM renamed to Gold Sport from Mon Jun 27 2022

## AUCKLAND COMMERCIAL RADIO - SURVEY 3 2022

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

Survey Comparisons: 2/2022 - 3/2022

This Survey Period: Sun Apr 10 to Sat Jun 18 & Sun Jun 26 to Sat Sep 3 2022

Last Survey Period: Sun Feb 13 to Sat Jun 18 2022

|                 | This    | Last    | +/- |
|-----------------|---------|---------|-----|
| Potential (000) | 1,490.0 | 1,490.0 | 0.0 |
| Sample Size     | 2,453   | 2,423   | 30  |

|                      | 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                  | 1:28            | 2:01 | -0:33 | 1:03             | 1:30 | -0:26 | 1:57             | 2:03 | -0:05 | 0:59            | 0:57 | 0:01  | 2:43             | 2:10 | 0:33  | 2:10             | 1:39 | 0:30  | 1:54              | 1:56 | -0:02 |
| Breeze               | 2:52            | 3:15 | -0:23 | 4:05             | 3:37 | 0:28  | 4:38             | 4:09 | 0:29  | 2:19            | 2:09 | 0:10  | 2:13             | 1:42 | 0:31  | 1:52             | 2:10 | -0:17 | 2:53              | 2:54 | -0:00 |
| Coast                | 2:14            | 2:36 | -0:22 | 3:05             | 3:26 | -0:21 | 3:23             | 4:16 | -0:53 | 1:38            | 2:04 | -0:25 | 1:29             | 1:53 | -0:23 | 1:18             | 1:50 | -0:32 | 2:41              | 2:39 | 0:02  |
| Edge                 | 1:35            | 1:24 | 0:11  | 1:36             | 1:46 | -0:10 | 1:53             | 1:59 | -0:06 | 1:22            | 1:16 | 0:05  | 0:57             | 0:47 | 0:09  | 1:10             | 1:22 | -0:11 | 1:24              | 1:26 | -0:02 |
| Flava                | 1:59            | 2:20 | -0:21 | 1:55             | 2:02 | -0:06 | 2:17             | 2:48 | -0:30 | 1:58            | 1:27 | 0:31  | 1:11             | 1:28 | -0:16 | 1:59             | 1:11 | 0:48  | 1:41              | 2:01 | -0:19 |
| George FM            | 2:09            | 2:29 | -0:20 | 2:22             | 2:39 | -0:17 | 2:52             | 3:04 | -0:11 | 1:46            | 2:07 | -0:20 | 1:22             | 1:26 | -0:04 | 1:46             | 2:11 | -0:24 | 2:04              | 2:43 | -0:39 |
| Gold                 | 2:15            | 2:08 | 0:06  | 3:41             | 3:21 | 0:20  | 3:29             | 3:48 | -0:18 | 2:04            | 1:56 | 0:08  | 1:27             | 1:29 | -0:01 | 0:55             | 0:40 | 0:14  | 2:21              | 2:45 | -0:24 |
| Gold Sport**         | 0:30            | 0:51 | -0:21 | 1:42             | 2:03 | -0:20 | 2:36             | 2:34 | 0:01  | 2:11            | 1:55 | 0:15  | 0:52             | 1:00 | -0:08 | 0:46             | 0:36 | 0:09  | 1:56              | 1:02 | 0:54  |
| Humm FM              | 2:32            | 3:27 | -0:54 | 2:28             | 3:38 | -1:09 | 2:21             | 5:05 | -2:43 | 1:36            | 1:48 | -0:11 | 1:14             | 2:41 | -1:27 | 1:51             | 2:06 | -0:15 | 3:09              | 1:50 | 1:18  |
| Life FM              | 1:38            | 1:45 | -0:06 | 1:24             | 1:12 | 0:11  | 2:43             | 2:51 | -0:07 | 1:38            | 1:03 | 0:35  | 0:57             | 0:49 | 0:08  | 1:21             | 0:41 | 0:40  | 1:49              | 1:54 | -0:04 |
| Magic                | 4:34            | 4:29 | 0:05  | 4:31             | 4:03 | 0:28  | 4:36             | 4:44 | -0:08 | 3:09            | 5:14 | -2:05 | 2:13             | 3:12 | -0:58 | 1:46             | 1:57 | -0:10 | 5:54              | 6:24 | -0:30 |
| Mai FM               | 2:08            | 2:31 | -0:22 | 1:58             | 2:09 | -0:11 | 2:16             | 2:21 | -0:04 | 1:45            | 1:28 | 0:17  | 1:38             | 1:45 | -0:06 | 1:30             | 1:32 | -0:02 | 1:53              | 2:05 | -0:12 |
| More FM              | 2:11            | 2:48 | -0:36 | 2:22             | 3:18 | -0:56 | 2:23             | 3:09 | -0:46 | 1:43            | 1:51 | -0:08 | 1:23             | 1:08 | 0:14  | 2:49             | 2:39 | 0:10  | 1:56              | 2:27 | -0:31 |
| Newstalk ZB          | 3:31            | 3:41 | -0:09 | 2:50             | 2:52 | -0:01 | 2:49             | 3:08 | -0:19 | 2:18            | 2:22 | -0:03 | 2:05             | 2:33 | -0:27 | 2:40             | 2:51 | -0:11 | 2:36              | 2:57 | -0:20 |
| Niu FM               | 1:29            | 1:41 | -0:11 | 1:46             | 0:47 | 0:58  | 3:20             | 0:36 | 2:44  | 1:16            | 1:16 | -0:00 | 1:07             | 1:05 | 0:01  | 1:11             | 1:42 | -0:31 | 2:56              | 1:44 | 1:11  |
| Radio 531pi          | 3:03            | 2:59 | 0:03  | 2:27             | 1:48 | 0:39  | 2:47             | 1:45 | 1:02  | 1:50            | 1:19 | 0:31  | 2:32             | 1:48 | 0:43  | 2:00             | 1:19 | 0:40  | 2:16              | 1:57 | 0:19  |
| Radio Hauraki        | 3:10            | 2:41 | 0:29  | 4:53             | 3:36 | 1:16  | 4:49             | 3:42 | 1:07  | 1:59            | 1:39 | 0:20  | 1:36             | 0:46 | 0:50  | 1:17             | 0:35 | 0:42  | 1:33              | 1:49 | -0:15 |
| Radio Samoa          | 4:43            | 4:56 | -0:13 | 5:24             | 6:24 | -0:59 | 3:25             | 4:14 | -0:48 | 2:16            | 1:27 | 0:49  | 1:18             | 1:24 | -0:06 | 2:54             | 1:00 | 1:54  | 3:23              | 2:16 | 1:07  |
| Radio Waatea         | *               | 5:00 | *     | *                | *    | *     | *                | *    | *     | 0:15            | *    | *     | *                | 2:00 | *     | *                | 3:30 | *     | 0:21              | 3:08 | -2:46 |
| Rhema                | 2:25            | 3:17 | -0:52 | 2:00             | 2:18 | -0:17 | 1:47             | 2:16 | -0:28 | 1:17            | 1:42 | -0:25 | 1:39             | 1:42 | -0:03 | 2:01             | 1:31 | 0:30  | 2:14              | 3:13 | -0:58 |
| Rock                 | 2:01            | 2:03 | -0:02 | 2:35             | 1:59 | 0:36  | 3:06             | 2:07 | 0:58  | 1:40            | 1:41 | -0:01 | 1:11             | 1:16 | -0:04 | 2:06             | 1:06 | 1:00  | 2:00              | 1:52 | 0:07  |
| SENZ Sport           | 2:15            | 1:23 | 0:52  | 2:43             | 1:50 | 0:53  | 1:26             | 1:47 | -0:20 | 1:36            | 1:01 | 0:35  | 3:25             | 3:20 | 0:05  | 1:30             | 1:30 | 0:00  | 1:35              | 2:17 | -0:41 |
| Star                 | 2:05            | 2:22 | -0:17 | 2:51             | 2:25 | 0:26  | 1:26             | 1:28 | -0:01 | 2:12            | 2:05 | 0:07  | 1:13             | 1:11 | 0:01  | 0:35             | 0:35 | 0:00  | 1:57              | 1:51 | 0:05  |
| Tainui Live          | 0:44            | 0:34 | 0:09  | 0:21             | 0:20 | 0:00  | 0:58             | 1:16 | -0:18 | 0:42            | 0:25 | 0:16  | 0:22             | 0:48 | -0:26 | 0:15             | 1:07 | -0:52 | 1:33              | 0:23 | 1:09  |
| Tarana               | 3:44            | 2:39 | 1:05  | 5:38             | 2:23 | 3:14  | 4:58             | 2:11 | 2:46  | 3:05            | 1:47 | 1:18  | 1:41             | 2:28 | -0:47 | 2:19             | 0:52 | 1:26  | 3:47              | 2:13 | 1:34  |
| The Hits             | 2:02            | 1:53 | 0:08  | 2:22             | 2:45 | -0:23 | 1:52             | 2:19 | -0:27 | 1:38            | 1:26 | 0:12  | 0:54             | 1:09 | -0:15 | 1:39             | 2:05 | -0:26 | 1:57              | 1:34 | 0:23  |
| The Sound            | 2:16            | 2:48 | -0:32 | 3:09             | 3:53 | -0:43 | 3:43             | 4:23 | -0:39 | 2:15            | 2:48 | -0:32 | 1:00             | 1:26 | -0:26 | 2:16             | 2:23 | -0:07 | 3:09              | 3:09 | 0:00  |
| Today FM*            | 2:32            | 2:42 | -0:09 | 2:58             | 2:00 | 0:57  | 2:52             | 2:16 | 0:35  | 1:40            | 1:39 | 0:00  | 0:52             | 1:03 | -0:10 | 1:07             | 1:09 | -0:01 | 1:53              | 2:05 | -0:12 |
| ZM                   | 1:58            | 2:19 | -0:20 | 1:33             | 2:47 | -1:14 | 1:55             | 2:51 | -0:56 | 1:23            | 1:41 | -0:17 | 0:58             | 1:13 | -0:14 | 0:53             | 0:57 | -0:03 | 1:33              | 1:41 | -0:08 |
| MediaWorks Combo     | 2:54            | 3:15 | -0:20 | 3:31             | 3:37 | -0:06 | 3:52             | 4:07 | -0:14 | 2:24            | 2:35 | -0:10 | 1:50             | 1:55 | -0:05 | 2:22             | 2:26 | -0:03 | 3:08              | 3:30 | -0:21 |
| NZME Combo           | 3:05            | 3:16 | -0:11 | 2:59             | 3:14 | -0:15 | 3:13             | 3:39 | -0:26 | 2:10            | 2:13 | -0:03 | 1:48             | 2:04 | -0:16 | 2:10             | 2:22 | -0:11 | 2:37              | 2:44 | -0:06 |
| All Commercial Radio | 3:41            | 4:00 | -0:19 | 4:01             | 4:15 | -0:14 | 4:25             | 4:48 | -0:23 | 2:49            | 2:58 | -0:09 | 2:10             | 2:22 | -0:11 | 2:46             | 2:57 | -0:11 | 3:47              | 4:09 | -0:22 |

MediaWorks Combo: Breeze, Edge, George FM, Humm FM, Magic, Mai FM, More FM, Rock, The Sound, Today FM, or listening to More FM Rodney

NZME Combo: BBC, Coast, Flava, Gold, Gold AM (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui

\*Today FM includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022

\*\*Gold AM renamed to Gold Sport from Mon Jun 27 2022