

AUCKLAND COMMERCIAL RADIO - SURVEY 3 2023

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

Survey Comparisons: 2/2023 - 3/2023

This Survey Period: Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023

Last Survey Period: Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 2023

	All 10+				People 10-24				People 18-39				People 25-44				People 25-54				People 45-64				People 55-74				MGS with Kids			
	This	Last	+/-	Rank	This	Last	+/-		This	Last	+/-		This	Last	+/-																	
BBC	0.6	0.8	-0.2	21	0.5	1.0	-0.5		0.2	0.3	-0.1		0.1	0.1	0.0		0.4	0.5	-0.1		0.6	0.7	-0.1		1.1	1.6	-0.5		0.2	0.2	0.0	
Breeze	10.6	10.5	0.1	2	8.0	7.4	0.6		10.2	8.9	1.3		9.8	10.6	-0.8		9.4	10.8	-1.4		11.3	9.7	1.6		12.2	9.8	2.4		7.6	11.7	-4.1	
Channel X	1.4	n.a.	*	18	1.5	n.a.	*		2.7	n.a.	*		2.3	n.a.	*		2.5	n.a.	*		1.6	n.a.	*		*	n.a.	*			1.3	n.a.	*
Coast	6.9	6.4	0.5	4	3.4	0.7	2.7		2.8	2.2	0.6		2.8	2.7	0.1		5.1	4.8	0.3		9.2	8.5	0.7		8.3	8.6	-0.3		10.2	6.3	3.9	
Edge	3.6	5.1	-1.5	11	7.2	8.6	-1.4		7.5	9.7	-2.2		5.8	8.8	-3.0		4.6	6.8	-2.2		1.9	3.0	-1.1		1.1	1.9	-0.8		4.4	5.1	-0.7	
Flava	2.8	2.5	0.3	13	6.0	4.5	1.5		4.8	4.6	0.2		5.1	4.0	1.1		3.8	3.3	0.5		0.8	1.6	-0.8		0.3	0.6	-0.3		3.2	2.7	0.5	
George FM	4.2	3.9	0.3	7	8.1	7.6	0.5		7.5	7.6	-0.1		7.0	6.1	0.9		5.8	5.5	0.3		2.2	2.5	-0.3		0.6	0.2	0.4		2.8	1.4	1.4	
Gold	2.2	1.5	0.7	15	0.5	0.5	0.0		0.6	1.0	-0.4		0.8	1.0	-0.2		1.6	1.4	0.2		3.6	2.1	1.5		4.4	2.0	2.4		1.1	0.9	0.2	
Gold Sport	0.2	0.4	-0.2	23	0.1	0.2	-0.1		0.1	0.3	-0.2		0.1	0.3	-0.2		0.1	0.3	-0.2		0.3	0.5	-0.2		0.4	0.7	-0.3		*	*	*	
Humm FM	1.0	1.5	-0.5	20	1.0	1.4	-0.4		1.7	2.1	-0.4		1.9	2.0	-0.1		1.7	2.2	-0.5		0.8	2.0	-1.2		0.1	0.8	-0.7		0.9	0.3	0.6	
Life FM	1.1	1.2	-0.1	19	1.2	1.0	0.2		1.1	1.4	-0.3		1.8	1.9	-0.1		1.6	1.5	0.1		0.9	0.9	0.0		0.6	1.0	-0.4		1.0	1.3	-0.3	
Magic	4.2	3.2	1.0	7	0.4	0.5	-0.1		0.9	1.0	-0.1		0.8	0.8	0.0		1.0	0.9	0.1		4.3	3.3	1.0		7.7	7.2	0.5		4.8	3.7	1.1	
Mai FM	8.4	9.7	-1.3	3	19.2	20.8	-1.6		13.4	16.7	-3.3		10.1	13.7	-3.6		9.8	11.7	-1.9		6.4	6.3	0.1		2.5	2.9	-0.4		8.8	13.4	-4.6	
More FM	5.9	6.1	-0.2	5	5.8	6.2	-0.4		5.3	5.4	-0.1		7.3	6.9	0.4		6.8	7.3	-0.5		6.8	8.3	-1.5		5.9	5.7	0.2		8.8	9.7	-0.9	
Newstalk ZB	15.7	16.0	-0.3	1	4.0	4.8	-0.8		5.1	5.1	0.0		6.5	6.6	-0.1		8.0	8.0	0.0		16.1	13.6	2.5		29.2	27.4	1.8		9.4	12.3	-2.9	
Radio Hauraki	2.1	1.7	0.4	16	3.1	1.6	1.5		2.1	2.2	-0.1		2.4	2.6	-0.2		2.1	2.1	0.0		0.9	0.9	0.0		2.3	1.8	0.5		2.4	1.2	1.2	
Radio Samoa	1.5	2.0	-0.5	17	0.7	1.1	-0.4		0.6	0.8	-0.2		0.6	0.8	-0.2		0.5	0.5	0.0		2.4	1.6	0.8		2.5	3.0	-0.5		1.9	2.3	-0.4	
Radio Waatea	*	*	*	*	*	*	*		*	*	*		*	*	*		*	*	*		*	*	*		*	*	*		*	*	*	
Rhema	0.6	0.3	0.3	21	0.3	0.2	0.1		0.2	0.3	-0.1		0.4	0.3	0.1		0.3	0.3	0.0		1.0	0.3	0.7		1.3	0.5	0.8		0.1	0.2	-0.1	
Rock	3.9	4.2	-0.3	9	3.6	3.5	0.1		6.7	5.6	1.1		6.9	6.0	0.9		6.0	6.6	-0.6		3.6	5.3	-1.7		2.0	1.7	0.3		4.7	2.6	2.1	
SENZ Sport	0.1	0.1	0.0	24	0.1	*	*		*	*	*		*	*	*		*	*	*		*	0.1	*	*		0.1	0.1	0.0		0.1	*	*
Star	0.1	0.3	-0.2	24	0.2	0.2	0.0		0.1	0.1	0.0		*	0.2	*		0.1	0.3	-0.2		0.1	0.4	-0.3		*	*	*		0.1	0.4	-0.3	
Tainui Live	0.1	*	*	24	0.3	0.2	0.1		0.2	*	*		0.1	*	*		0.1	*	*		*	*	*		*	*	*		*	*	*	
Tarana	2.8	2.3	0.5	13	0.9	1.3	-0.4		2.4	2.6	-0.2		3.9	2.5	1.4		4.2	3.3	0.9		3.4	3.5	-0.1		1.9	1.7	0.2		3.8	3.6	0.2	
The Hits	3.7	3.7	0.0	10	4.9	6.2	-1.3		5.0	4.2	0.8		5.0	4.4	0.6		4.8	3.9	0.9		3.7	3.5	0.2		2.4	2.9	-0.5		5.5	3.4	2.1	
The Sound	3.1	3.3	-0.2	12	1.2	2.6	-1.4		2.2	1.4	0.8		2.5	1.5	1.0		3.4	3.0	0.4		5.5	6.4	-0.9		4.8	5.5	-0.7		3.3	3.1	0.2	
ZM	5.4	4.6	0.8	6	7.7	9.1	-1.4		7.7	7.5	0.2		7.9	7.7	0.2		7.9	5.9	2.0		5.5	2.5	3.0		1.7	1.4	0.3		7.8	7.2	0.6	
MediaWorks Combo	47.4	49.4	-2.0		57.3	59.6	-2.3		58.9	58.9	0.0		54.9	56.7	-1.8		51.5	55.3	-3.8		45.1	51.5	-6.4		38.6	41.4	-2.8		48.7	51.7	-3.0	
NZME Combo	39.8	37.5	2.3		30.4	28.5	1.9		28.4																							

AUCKLAND COMMERCIAL RADIO - SURVEY 3 2023

Station Share (%) by Daypart, People 10+

Survey Comparisons: 2/2023 - 3/2023

This Survey Period: Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023

Last Survey Period: Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 2023

	This	Last	+/-
Potential (000)	1,480.0	1,480.0	0.0
Sample Size	2,609	2,423	186

	Breakfast				Morning				Afternoon				Drive				Night				Mid Dawn				Weekend			
	Mon-Fri 6am-9am			Rank	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	0.5	0.8	-0.3	22	0.4	0.6	-0.2		0.6	0.8	-0.2		0.5	0.3	0.2		1.2	2.0	-0.8		1.5	1.7	-0.2		0.8	0.8	0.0	
Breeze	9.1	7.7	1.4	2	12.6	12.4	0.2		11.2	12.1	-0.9		9.4	10.2	-0.8		11.5	10.4	1.1		9.6	9.3	0.3		10.8	10.7	0.1	
Channel X	1.6	n.a.	*	17	2.1	n.a.	*		1.9	n.a.	*		1.0	n.a.	*		0.5	n.a.	*		0.1	n.a.	*		1.2	n.a.	*	
Coast	4.6	4.6	0.0	6	9.4	8.7	0.7		9.7	8.4	1.3		5.3	4.8	0.5		3.0	2.2	0.8		1.2	3.0	-1.8		7.5	6.9	0.6	
Edge	3.8	4.3	-0.5	8	3.0	5.4	-2.4		3.6	6.0	-2.4		4.5	5.4	-0.9		3.7	3.0	0.7		4.9	5.2	-0.3		3.3	5.4	-2.1	
Flava	2.1	2.0	0.1	15	2.1	2.6	-0.5		3.3	3.1	0.2		3.6	2.5	1.1		3.2	1.9	1.3		5.0	1.9	3.1		2.7	2.4	0.3	
George FM	3.7	3.1	0.6	9	3.6	3.4	0.2		3.9	3.9	0.0		5.8	5.1	0.7		3.2	4.3	-1.1		3.9	4.9	-1.0		4.7	4.0	0.7	
Gold	1.4	1.1	0.3	18	3.3	1.8	1.5		2.9	1.6	1.3		2.0	1.0	1.0		0.8	0.5	0.3		0.4	0.7	-0.3		2.2	2.0	0.2	
Gold Sport	0.1	0.3	-0.2	23	0.2	0.2	0.0		0.3	0.3	0.0		0.2	0.3	-0.1		0.5	1.0	-0.5		0.1	1.2	-1.1		0.3	0.4	-0.1	
Humm FM	1.0	1.6	-0.6	20	1.3	1.4	-0.1		0.6	1.4	-0.8		1.2	2.0	-0.8		0.9	0.7	0.2		0.4	1.1	-0.7		1.4	1.5	-0.1	
Life FM	1.1	1.0	0.1	19	0.9	1.1	-0.2		0.6	0.8	-0.2		1.2	1.5	-0.3		2.0	1.8	0.2		1.6	1.3	0.3		1.4	1.4	0.0	
Magic	3.3	3.1	0.2	10	4.8	3.0	1.8		5.0	3.1	1.9		3.7	2.5	1.2		2.6	4.0	-1.4		1.3	2.0	-0.7		5.3	4.1	1.2	
Mai FM	8.5	9.6	-1.1	3	5.9	6.6	-0.7		7.7	8.1	-0.4		8.1	9.6	-1.5		15.4	19.8	-4.4		14.1	14.7	-0.6		8.2	10.0	-1.8	
More FM	5.9	5.5	0.4	5	5.3	5.7	-0.4		6.1	7.7	-1.6		6.1	5.9	0.2		5.9	5.0	0.9		3.9	4.5	-0.6		6.1	6.0	0.1	
Newstalk ZB	22.6	24.2	-1.6	1	15.0	15.6	-0.6		10.2	9.5	0.7		18.5	17.7	0.8		13.5	14.6	-1.1		22.5	21.2	1.3		12.5	13.0	-0.5	
Radio Hauraki	2.0	2.1	-0.1	16	2.0	2.1	-0.1		2.1	2.0	0.1		2.2	1.2	1.0		0.6	0.4	0.2		1.3	1.0	0.3		2.7	1.6	1.1	
Radio Samoa	2.3	3.0	-0.7	13	1.3	2.7	-1.4		1.5	2.1	-0.6		0.6	0.5	0.1		2.8	2.1	0.7		1.1	1.0	0.1		1.1	1.4	-0.3	
Radio Waatea	*	*	*	*	*	*	*		*	*	*		*	*	*		*	*	*		*	*	*		*	*	*	
Rhema	0.6	0.2	0.4	21	0.2	*	*		0.5	0.3	0.2		0.5	0.2	0.3		1.0	0.7	0.3		0.9	0.6	0.3		0.8	0.5	0.3	
Rock	3.0	4.1	-1.1	12	5.3	3.7	1.6		6.1	4.6	1.5		3.8	5.1	-1.3		1.7	3.9	-2.2		2.9	4.2	-1.3		2.7	3.7	-1.0	
SENZ Sport	*	0.1	*	*	0.1	*	*		*	*	*		*	*	*		0.1	*	*		*	*	*		0.1	0.2	-0.1	
Star	0.1	0.2	-0.1	23	0.1	0.1	0.0		0.2	0.5	-0.3		0.2	0.3	-0.1		0.2	0.1	0.1		*	0.2	*		0.1	0.2	-0.1	
Tainui Live	*	*	*	*	*	*	*		*	*	*		*	*	*		0.1	*	*		1.1	0.2	0.9		0.1	0.1	0.0	
Tarana	3.1	2.2	0.9	11	2.2	1.9	0.3		2.9	2.6	0.3		3.3	2.8	0.5		2.3	2.2	0.1		3.4	2.5	0.9		2.7	2.1	0.6	
The Hits	3.9	4.4	-0.5	7	3.5	4.0	-0.5		4.1	4.6	-0.5		3.7	3.0	0.7		3.1	2.6	0.5		2.1	2.7	-0.6		3.9	2.8	1.1	
The Sound	2.3	2.6	-0.3	13	3.7	3.7	0.0		3.4	3.7	-0.3		2.5	3.1	-0.6		2.7	2.5	0.2		2.7	2.7	0.0		3.9	3.9	0.0	
ZM	6.3	4.5	1.8	4	4.7	4.3	0.4		5.6	5.0	0.6		5.8	4.5	1.3		7.5	5.5	2.0		6.2	5.7	0.5		4.1	4.5	-0.4	
MediaWorks Combo	42.4	42.7	-0.3		48.9	47.6	1.3		50.6	52.1	-1.5		46.8	51.9	-5.1		48.0	54.6	-6.6		44.7	49.1	-4.4		48.7	51.7	-3.0	
NZME Combo	43.6	43.9	-0.3		40.7	39.9	0.8		38.6	35.4	3.2		41.8	35.4	6.4		33.7	30.6	3.1		40.2							

AUCKLAND COMMERCIAL RADIO - SURVEY 3 2023

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

Survey Comparisons: 2/2023 - 3/2023

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	All 10+				People 10-24				People 18-39				People 25-44				People 25-54				People 45-64				People 55-74				MGS with Kids			
	This	Last	+/-	Rank	This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-	
BBC	28.4	33.6	-5.2	19	6.3	10.4	-4.1		6.9	9.5	-2.6		4.9	5.4	-0.5		8.1	9.9	-1.8		5.8	6.8	-1.0		11.0	10.7	0.3		1.3	2.5	-1.2	
Breeze	214.1	229.1	-15.0	3	47.0	40.2	6.8		64.8	67.4	-2.6		63.6	71.6	-8.0		95.1	114.5	-19.4		67.4	81.9	-14.5		56.5	62.1	-5.6		35.0	48.4	-13.4	
Channel X	26.0	n.a.	*	20	4.4	n.a.	*		13.4	n.a.	*		12.9	n.a.	*		21.1	n.a.	*		8.8	n.a.	*		0.5	n.a.	*		4.3	n.a.	*	
Coast	113.5	105.9	7.6	9	12.8	9.9	2.9		19.1	15.3	3.8		22.1	17.7	4.4		42.7	37.9	4.8		48.3	48.2	0.1		45.6	44.4	1.2		21.3	19.8	1.5	
Edge	152.8	178.2	-25.4	6	58.2	60.1	-1.9		80.1	84.0	-3.9		63.2	72.0	-8.8		79.8	97.8	-18.0		27.8	41.9	-14.1		14.8	20.3	-5.5		28.7	37.2	-8.5	
Flava	107.1	97.4	9.7	10	40.3	32.2	8.1		57.2	51.6	5.6		52.7	49.3	3.4		61.2	58.7	2.5		12.6	15.7	-3.1		5.7	6.6	-0.9		22.5	23.4	-0.9	
George FM	114.4	108.4	6.0	8	28.6	24.5	4.1		63.4	64.0	-0.6		63.1	63.0	0.1		79.8	79.2	0.6		21.8	20.3	1.5		6.0	4.7	1.3		14.6	17.2	-2.6	
Gold	46.9	43.1	3.8	16	7.7	7.4	0.3		10.8	13.0	-2.2		11.2	11.4	-0.2		24.8	20.4	4.4		22.6	17.6	5.0		13.4	11.7	1.7		8.6	6.3	2.3	
Gold Sport	13.6	16.6	-3.0	23	4.4	3.9	0.5		2.6	4.3	-1.7		2.2	4.1	-1.9		3.5	5.2	-1.7		2.8	4.3	-1.5		4.2	6.2	-2.0		1.7	1.3	0.4	
Humm FM	30.1	42.1	-12.0	18	6.7	7.8	-1.1		14.0	23.0	-9.0		14.4	22.0	-7.6		20.1	29.5	-9.4		7.2	10.7	-3.5		2.2	4.8	-2.6		6.0	5.2	0.8	
Life FM	42.3	39.1	3.2	17	13.4	9.0	4.4		14.8	15.7	-0.9		16.0	17.6	-1.6		23.2	24.3	-1.1		11.5	11.5	0.0		5.6	5.9	-0.3		8.1	10.2	-2.1	
Magic	70.0	70.1	-0.1	14	5.0	5.4	-0.4		11.5	14.6	-3.1		10.3	12.3	-2.0		15.8	17.3	-1.5		21.4	21.1	0.3		35.6	35.9	-0.3		14.7	13.1	1.6	
Mai FM	232.0	252.6	-20.6	2	85.6	89.7	-4.1		123.2	133.9	-10.7		105.4	119.7	-14.3		130.0	144.5	-14.5		35.0	36.6	-1.6		14.1	16.9	-2.8		46.2	60.9	-14.7	
More FM	180.2	180.8	-0.6	4	53.4	46.5	6.9		60.4	62.8	-2.4		59.1	65.8	-6.7		88.5	103.0	-14.5		55.9	60.4	-4.5		36.9	30.0	6.9		38.6	43.8	-5.2	
Newstalk ZB	284.3	290.6	-6.3	1	36.8	37.4	-0.6		65.2	64.4	0.8		69.3	71.5	-2.2		118.8	118.4	0.4		100.8	92.7	8.1		96.8	99.3	-2.5		48.6	54.2	-5.6	
Radio Hauraki	70.2	60.6	9.6	13	16.3	11.8	4.5		25.8	18.6	7.2		30.0	24.9	5.1		42.8	39.4	3.4		17.2	18.6	-1.4		10.2	8.7	1.5		19.4	11.7	7.7	
Radio Samoa	21.6	19.7	1.9	21	6.4	6.6	-0.2		6.9	7.1	-0.2		3.9	4.2	-0.3		7.1	4.2	2.9		7.4	3.8	3.6		4.2	5.2	-1.0		3.8	2.4	1.4	
Radio Waatea	6.4	3.6	2.8	26	3.7	2.0	1.7		1.1	1.4	-0.3		0.7	1.0	-0.3		1.2	1.6	-0.4		0.5	0.7	-0.2		1.4	*	*		0.5	0.9	-0.4	
Rhema	18.2	13.3	4.9	22	4.6	2.7	1.9		2.6	2.9	-0.3		4.3	3.2	1.1		5.5	4.1	1.4		4.2	2.6	1.6		8.1	6.0	2.1		1.1	2.2	-1.1	
Rock	106.9	106.0	0.9	11	29.2	25.7	3.5		49.4	49.4	0.0		49.6	52.7	-3.1		63.4	69.0	-5.6		24.6	25.8	-1.2		14.3	11.2	3.1		20.4	17.5	2.9	
SENZ Sport	4.5	4.7	-0.2	27	1.8	0.9	0.9		1.2	1.6	-0.4		0.4	0.9	-0.5		1.6	1.5	0.1		1.6	0.9	0.7		1.1	1.7	-0.6		0.4	0.3	0.1	
Star	7.8	13.4	-5.6	25	3.6	2.9	0.7		2.9	3.9	-1.0		2.0	3.1	-1.1		3.0	6.9	-3.9		1.5	5.7	-4.2		0.5	1.9	-1.4		1.2	2.0	-0.8	
Tainui Live	9.0	6.4	2.6	24	7.1	4.3	2.8		2.7	2.6	0.1		1.4	0.6	0.8		1.9	1.3	0.6		0.5	1.5	-1.0		*	0.8	*		0.5	1.3	-0.8	
Tarana	53.1	51.5	1.6	15	9.5	10.8	-1.3		20.3	19.8	0.5		18.7	15.8	2.9		29.9	25.5	4.4		15.1	17.4	-2.3		11.0	13.9	-2.9		10.0	10.1	-0.1	
The Hits	122.6	120.5	2.1	7	40.4	40.4	0.0		55.5	48.2	7.3		48.3	43.6	4.7		66.4	62.3	4.1		29.4	31.5	-2.1		15.1	16.8	-1.7		30.7	22.9	7.8	
The Sound	96.4	90.4	6.0	12	17.0	15.9	1.1		28.4	26.4	2.0		28.6	23.4	5.2		52.0	47.4	4.6		38.1	40.1	-2.0		26.3	26.6	-0.3		18.0	16.4	1.6	
ZM	168.1	16																														

AUCKLAND COMMERCIAL RADIO - SURVEY 3 2023

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

Survey Comparisons: 2/2023 - 3/2023

This Survey Period: Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023

Last Survey Period: Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 2023

	This	Last	+/-
Potential (000)	1,480.0	1,480.0	0.0
Sample Size	2,609	2,423	186

	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		Mon-Fri 12mn-6am		Sat-Sun 12mn-12mn		Mon-Fri 12mn-6am		Sat-Sun 12mn-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	8.3	14.7	-6.4	21	6.4	11.6	-5.2	12.3	15.6	-3.3	6.7	7.0	-0.3	6.5	6.2	0.3	5.5	7.5	-2.0	14.7	17.5	-2.8	130.2	135.4	-5.2						
Breeze	108.2	106.1	2.1	3	96.6	98.3	-1.7	109.2	107.1	2.1	106.2	111.5	-5.3	45.9	45.0	0.9	27.6	28.7	-1.1	13.2	135.4	-5.2	17.2	n.a.	*	17.2	n.a.	*			
Channel X	17.6	n.a.	*	17	14.7	n.a.	*	18.3	n.a.	*	14.6	n.a.	*	3.6	n.a.	*	1.8	n.a.	*	10.9	65.7	5.2	28.6	99.2	-20.6	78.6	44.7	13.7			
Coast	56.5	59.8	-3.3	8	50.8	49.1	1.7	58.9	52.7	6.2	50.2	45.9	4.3	18.7	15.2	3.5	7.8	9.0	-1.2	20.6	17.3	3.3	69.4	64.8	4.6	26.6	25.9	0.7			
Edge	70.8	77.3	-6.5	6	44.4	58.9	-14.5	62.3	79.6	-17.3	61.5	64.8	-3.3	28.2	30.4	-2.2	22.8	16.2	6.6	13.1	7.9	5.2	14.7	17.5	-2.8	13.2	135.4	-5.2			
Flava	39.0	38.4	0.6	11	36.4	38.0	-1.6	50.5	47.7	2.8	45.7	41.7	4.0	22.8	28.0	-5.2	15.7	16.1	-0.4	20.6	17.3	3.3	17.2	n.a.	*	17.2	n.a.	*			
George FM	56.3	47.7	8.6	9	41.7	35.5	6.2	46.7	46.5	0.2	56.3	53.0	3.3	20.8	16.1	4.7	9.0	6.3	2.7	3.1	2.4	0.7	14.7	17.5	-2.8	13.2	135.4	-5.2			
Gold	18.9	9.9	9.0	16	16.3	12.3	4.0	20.9	16.5	4.4	4.1	7.9	-3.8	3.4	6.7	-3.3	0.8	2.7	-1.9	7.3	10.5	-3.2	27.6	28.7	-1.1	26.6	25.9	0.7			
Gold Sport	2.1	6.9	-4.8	23	3.4	3.1	0.3	3.7	4.4	-0.7	6.3	7.9	-1.6	4.8	5.6	-0.8	3.0	8.5	-5.5	15.5	21.7	-6.2	12.7	9.9	2.8	39.7	41.7	-2.0			
Humm FM	14.9	19.8	-4.9	19	12.8	14.8	-2.0	12.0	22.9	-10.9	15.0	24.6	-9.6	11.0	13.6	-2.6	6.3	5.4	0.9	5.4	4.6	0.8	2.6	2.8	0.0	49.2	43.5	5.7			
Life FM	17.6	17.1	0.5	17	14.0	12.6	1.4	13.1	10.3	2.8	19.3	18.6	0.7	9.7	8.1	1.6	4.5	3.2	1.3	27.6	24.8	2.8	32.5	34.6	-2.1	32.5	34.6	-2.1			
Magic	27.5	28.1	-0.6	14	28.2	25.8	2.4	32.8	32.6	0.2	30.1	23.9	6.2	12.8	17.8	-5.0	6.7	8.4	-1.7	148.3	161.4	-13.1	11.0	67.8	-6.8	39.7	41.7	-2.0			
Mai FM	122.0	128.1	-6.1	2	79.0	87.6	-8.6	111.3	114.1	-2.8	102.5	113.2	-10.7	82.9	76.1	6.8	39.8	35.7	4.1	21.6	19.4	2.2	99.4	108.0	-8.6	19.0	70.9	5.2	14.7	17.5	-2.8
More FM	80.0	77.7	2.3	5	58.8	56.3	2.5	88.5	90.9	-2.4	127.8	122.2	5.6	153.2	143.6	9.6	59.1	59.7	-0.6	60.9	47.8	13.1	17.2	181.3	-10.1	17.2	n.a.	*	17.2	n.a.	*
Newstalk ZB	197.5	202.8	-5.3	1	119.3	115.9	3.4	127.8	122.2	5.6	27.2	23.2	4.0	26.6	21.1	5.5	7.3	6.7	0.6	6.5	4.6	1.9	43.3	30.0	13.3	20.6	17.3	3.3	17.2	n.a.	*</

AUCKLAND COMMERCIAL RADIO - SURVEY 3 2023

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

Survey Comparisons: 2/2023 - 3/2023

This Survey Period: Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023

Last Survey Period: Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 2023

	All 10+			People 10-24			People 18-39			People 25-44			People 25-54			People 45-64			People 55-74			MGS with Kids		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
BBC	3:52	4:05	-0:13	2:24	2:26	-0:02	1:16	1:36	-0:20	1:21	1:23	-0:01	3:57	3:46	0:10	5:41	5:19	0:21	4:48	6:36	-1:47	3:50	2:42	1:07
Breeze	8:37	7:45	0:52	4:42	4:54	-0:11	8:29	6:46	1:43	8:26	7:47	0:38	8:04	7:41	0:22	9:09	6:22	2:47	10:32	7:10	3:22	6:54	7:55	-1:01
Channel X	9:39	n.a.	*	9:40	n.a.	*	11:01	n.a.	*	9:37	n.a.	*	9:49	n.a.	*	9:42	n.a.	*	3:00	n.a.	*	9:22	n.a.	*
Coast	10:33	10:09	0:23	7:24	1:55	5:29	7:54	7:30	0:24	6:57	7:59	-1:01	9:51	10:19	-0:28	10:23	9:32	0:51	8:51	8:48	0:03	15:05	10:18	4:46
Edge	4:08	4:53	-0:44	3:27	3:49	-0:22	5:03	5:55	-0:52	5:00	6:27	-1:26	4:42	5:39	-0:56	3:40	3:53	-0:12	3:46	4:18	-0:32	4:50	4:30	0:19
Flava	4:37	4:16	0:20	4:09	3:42	0:26	4:30	4:33	-0:03	5:19	4:13	1:05	5:04	4:37	0:27	3:16	5:37	-2:20	2:59	3:58	-0:58	4:26	3:50	0:35
George FM	6:23	6:06	0:17	7:52	8:12	-0:20	6:20	6:07	0:13	6:06	5:07	0:58	5:58	5:43	0:15	5:33	6:43	-1:10	5:03	1:34	3:29	6:05	2:34	3:31
Gold	8:04	5:43	2:21	1:42	1:49	-0:06	3:11	4:00	-0:48	3:53	4:31	-0:38	5:20	5:23	-0:03	8:39	6:27	2:11	16:04	7:35	8:29	4:13	4:47	-0:34
Gold Sport	2:49	3:44	-0:54	0:53	1:05	-0:12	1:40	4:06	-2:26	1:59	4:21	-2:21	3:22	4:42	-1:20	6:18	6:04	0:13	4:36	4:54	-0:18	0:43	0:41	0:01
Humm FM	6:02	6:01	0:00	3:56	4:40	-0:44	6:40	4:45	1:54	7:10	4:48	2:22	7:07	6:08	0:59	5:56	9:54	-3:58	2:07	7:34	-5:27	4:52	1:45	3:07
Life FM	4:36	5:02	-0:25	2:27	3:03	-0:35	3:55	4:44	-0:48	6:13	5:35	0:38	5:41	5:03	0:37	4:19	4:02	0:16	5:20	7:56	-2:35	3:50	4:04	-0:14
Magic	10:32	7:48	2:43	2:27	2:21	0:05	4:09	3:35	0:34	4:17	3:37	0:40	4:56	4:25	0:30	10:57	8:22	2:35	10:37	9:03	1:33	10:19	9:07	1:11
Mai FM	6:17	6:29	-0:11	6:13	6:10	0:03	5:49	6:24	-0:34	5:15	6:03	-0:47	6:11	6:35	-0:24	9:59	9:17	0:42	8:38	7:52	0:45	6:02	7:10	-1:08
More FM	5:39	5:40	-0:01	3:01	3:34	-0:32	4:44	4:25	0:19	6:45	5:30	1:14	6:20	5:46	0:33	6:36	7:27	-0:50	7:47	8:39	-0:51	7:10	7:15	-0:05
Newstalk ZB	9:36	9:18	0:18	3:00	3:26	-0:26	4:14	4:05	0:08	5:09	4:54	0:14	5:32	5:31	0:00	8:43	7:55	0:48	14:42	12:33	2:08	6:05	7:26	-1:21
Radio Hauraki	5:13	4:50	0:22	5:14	3:32	1:42	4:20	6:02	-1:41	4:26	5:24	-0:57	3:58	4:15	-0:16	2:44	2:33	0:10	10:55	9:36	1:18	3:58	3:13	0:44
Radio Samoa	11:55	16:50	-4:54	3:09	4:27	-1:18	4:34	5:57	-1:23	7:48	10:20	-2:31	6:01	10:20	-4:18	17:50	23:08	-5:17	28:35	25:45	2:50	15:48	30:21	-14:33
Radio Waatea	0:39	1:01	-0:21	0:30	0:18	0:11	0:59	1:25	-0:25	2:35	2:53	-0:17	1:39	1:54	-0:15	0:30	0:30	0:00	0:15	*	*	0:30	1:22	-0:52
Rhema	5:28	4:02	1:25	1:40	2:09	-0:28	4:50	5:23	-0:32	5:01	5:38	-0:37	5:11	5:42	-0:31	13:19	6:41	6:37	7:48	4:04	3:43	2:29	3:11	-0:42
Rock	6:25	6:39	-0:14	3:25	3:36	-0:11	7:15	5:53	1:21	7:34	6:01	1:33	7:44	7:47	-0:02	7:53	11:07	-3:13	6:39	6:43	-0:03	7:15	4:55	2:20
SENZ Sport	1:56	2:32	-0:36	0:55	0:26	0:29	2:10	1:22	0:48	5:45	2:03	3:41	2:24	2:17	0:06	1:30	3:23	-1:53	2:52	3:46	-0:54	5:45	5:45	0:00
Star	3:00	3:11	-0:11	1:44	1:47	-0:03	0:56	0:52	0:04	1:00	3:33	-2:33	2:06	4:07	-2:01	3:43	3:54	-0:11	2:30	2:32	-0:02	1:18	6:00	-4:42
Tainui Live	1:43	0:53	0:50	1:05	1:10	-0:04	3:22	0:46	2:35	5:36	0:30	5:06	4:07	0:22	3:45	0:15	0:00	*	0:15	*	2:30	1:14	1:15	
Tarana	9:16	7:36	1:40	2:28	3:10	-0:41	6:24	6:53	-0:28	11:26	8:23	3:02	11:35	10:35	0:59	12:21	10:49	1:32	8:16	5:39	2:36	11:58	11:33	0:25
The Hits	5:18	5:08	0:09	3:23	4:04	-0:40	4:50	4:27	0:22	5:42	5:22	0:19	5:53	5:06	0:47	6:51	5:58	0:53	7:49	7:56	-0:07	5:42	4:50	0:51
The Sound	5:41	6:15	-0:34	1:53	4:20	-2:27	4:12	2:44	1:28	4:45	3:24	1:21	5:22	5:11	0:11	7:50	8:36	-0:45	8:54	9:23	-0:28	5:47	6:16	-0:29
ZM	5:38	4:41	0:56	4:14	4:12	0:02	4:46	4:37	0:08	5:05	5:00	0:05	6:03	5:02	1:01	9:54	5:07	4:46	8:28	4:29	3:59	5:53	5:53	-0:00
MediaWorks Combo	10:19	10:05	0:13	8:40	8:22	0:18	10:03	9:18	0:45	10:02	9:24	0:38	9:59	9:52	0:06	11:08	11:50	-0:41	11:41	11:52	-0:10	9:48	10:04	-0:15
NZME Combo	10:15	9:24	0:51	5:51	5:23	0:27	6:38	6:24	0:13	7:20	6:49	0:30	8:19	7:30	0:49	11:40								

AUCKLAND COMMERCIAL RADIO - SURVEY 3 2023

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

Survey Comparisons: 2/2023 - 3/2023

This Survey Period: Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023

Last Survey Period: Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 2023

	This	Last	+/-
Potential (000)	1,480.0	1,480.0	0.0
Sample Size	2,609	2,423	186

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