

AUCKLAND COMMERCIAL RADIO - SURVEY 1 2024

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

Survey Comparisons: 3/2023 - 1/2024

This Survey Period: Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 2024

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

	All 10+				People 10-24				People 18-39				People 25-44				People 25-54				People 45-64				People 55-74				MGS with Kids			
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	
BBC	0.6	0.6	0.0	21	0.7	0.5	0.2	0.1	0.2	-0.1	0.1	0.1	0.0	0.2	0.4	-0.2	0.8	0.6	0.2	1.1	1.1	0.0	0.6	0.2	0.4	6.6	7.6	-1.0				
Breeze	9.9	10.6	-0.7	2	6.5	8.0	-1.5	8.1	10.2	-2.1	8.4	9.8	-1.4	8.0	9.4	-1.4	11.9	11.3	0.6	13.3	12.2	1.1	2.4	1.3	1.1	2.4	1.3	1.1	5.4	10.2	-4.8	
Channel X	2.0	1.4	0.6	17	0.6	1.5	-0.9	2.9	2.7	0.2	2.9	2.3	0.6	3.5	2.5	1.0	2.6	1.6	1.0	0.9	*	*	2.4	*	*	2.4	1.3	1.1	5.4	10.2	-4.8	
Coast	5.7	6.9	-1.2	5	5.6	3.4	2.2	2.9	2.8	0.1	2.4	2.8	-0.4	3.1	5.1	-2.0	9.1	9.2	-0.1	10.4	8.3	2.1	1.2	1.1	0.1	4.7	4.4	0.3	3.8	3.2	0.6	
Edge	3.9	3.6	0.3	10	7.4	7.2	0.2	7.0	7.5	-0.5	6.3	5.8	0.5	5.0	4.6	0.4	1.8	1.9	-0.1	1.2	1.1	0.1	4.7	4.4	0.3	3.5	2.8	0.7				
Flava	3.1	2.8	0.3	12	6.2	6.0	0.2	4.5	4.8	-0.3	5.0	5.1	-0.1	4.2	3.8	0.4	1.3	0.8	0.5	0.3	0.3	0.0	3.8	3.2	0.6	3.5	2.8	0.7				
George FM	3.2	4.2	-1.0	11	4.4	8.1	-3.7	5.0	7.5	-2.5	5.1	7.0	-1.9	4.7	5.8	-1.1	2.5	2.2	0.3	0.9	0.6	0.3	3.5	2.8	0.7	3.5	2.8	0.7				
Gold	2.1	2.2	-0.1	16	0.4	0.5	-0.1	0.5	0.6	-0.1	0.6	0.8	-0.2	1.1	1.6	-0.5	3.1	3.6	-0.5	4.8	4.4	0.4	1.4	1.1	0.3	1.4	1.1	0.3				
Gold Sport	0.1	0.2	-0.1	26	0.1	0.1	0.0	*	0.1	*	*	0.1	*	*	*	0.1	*	*	0.2	0.4	-0.2	*	*	*	*	*	*	*	*	*		
Humm FM	1.4	1.0	0.4	18	0.9	1.0	-0.1	2.0	1.7	0.3	2.0	1.9	0.1	2.0	1.7	0.3	1.3	0.8	0.5	0.8	0.1	0.7	1.5	0.9	0.6	2.0	1.0	1.0				
Life FM	1.2	1.1	0.1	19	1.4	1.2	0.2	1.9	1.1	0.8	2.1	1.8	0.3	1.8	1.6	0.2	0.6	0.9	-0.3	0.2	0.6	-0.4	2.0	1.0	1.0	2.0	1.0	1.0				
Magic	4.2	4.2	0.0	8	0.3	0.4	-0.1	0.7	0.9	-0.2	0.7	0.8	-0.1	0.8	1.0	-0.2	3.3	4.3	-1.0	7.5	7.7	-0.2	3.9	4.8	-0.9	3.9	4.8	-0.9				
Mai FM	8.8	8.4	0.4	3	18.5	19.2	-0.7	14.5	13.4	1.1	12.2	10.1	2.1	10.5	9.8	0.7	5.7	6.4	-0.7	3.1	2.5	0.6	10.2	8.8	1.4	10.2	8.8	1.4				
More FM	5.4	5.9	-0.5	6	8.3	5.8	2.5	4.7	5.3	-0.6	5.6	7.3	-1.7	6.1	6.8	-0.7	5.9	6.8	-0.9	3.9	5.9	-2.0	5.9	8.8	-2.9	5.9	8.8	-2.9				
Newstalk ZB	15.6	15.7	-0.1	1	4.0	4.0	0.0	5.1	5.1	0.0	6.9	6.5	0.4	8.9	8.0	0.9	17.0	16.1	0.9	25.4	29.2	-3.8	10.6	9.4	1.2	2.5	2.4	0.1				
Radio Hauraki	2.9	2.1	0.8	14	6.5	3.1	3.4	3.6	2.1	1.5	2.9	2.4	0.5	2.6	2.1	0.5	1.3	0.9	0.4	2.2	2.3	-0.1	2.5	2.4	0.1	1.6	1.9	-0.3				
Radio Samoa	1.2	1.5	-0.3	19	0.4	0.7	-0.3	0.6	0.6	0.0	0.5	0.6	-0.1	0.9	0.5	0.4	2.3	2.4	-0.1	1.6	2.5	-0.9	1.6	1.9	-0.3	1.6	1.9	-0.3				
Radio Waatea	*	*	*	*	0.1	0.1	0.0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*			
Rhema	0.6	0.6	0.0	21	0.1	0.3	-0.2	0.4	0.2	0.2	0.4	0.4	0.0	0.3	0.3	0.0	0.9	1.0	-0.1	1.3	1.3	0.0	0.3	0.1	0.2	1.4	1.2	0.2				
Rock	4.7	3.9	0.8	7	3.3	3.6	-0.3	7.6	6.7	0.9	8.1	6.9	1.2	7.1	6.0	1.1	3.9	3.6	0.3	2.7	2.0	0.7	5.9	4.7	1.2	2.0	1.0	1.0				
SENZ Sport	0.3	0.1	0.2	24	0.1	0.1	0.0	*	*	*	*	*	*	0.3	*	*	0.5	*	*	0.2	0.1	0.1	*	*	0.1	*	*	*	*			
Star	0.4	0.1	0.3	23	0.2	0.2	0.0	*	0.1	*	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	0.7	*	*	*	*	0.1	*	*	*	*			
Tainui Live	0.2	0.1	0.1	25	0.2	0.3	-0.1	0.3	0.2	0.1	0.3	0.1	0.2	0.2	0.1	0.1	*	*	*	0.1	*	*	0.2	*	*	*	*	*				
Tarana	2.4	2.8	-0.4	15	0.3	0.9	-0.6	1.9	2.4	-0.5	3.1	3.9	-0.8	2.5	4.2	-1.7	2.3	3.4	-1.1	3.4	1.9	1.5	2.7	3.8	-1.1	2.7	3.8	-1.1				
The Hits	4.0	3.7	0.3	9	5.1	4.9	0.2	4.9	5.0	-0.1	4.6	5.0	-0.4	5.4	4.8	0.6	4.7	3.7	1.0	2.0	2.4	-0.4	4.2	5.5	-1.3	4.2	5.5	-1.3				
The Sound	3.1	3.1	0.0	12	1.2	1.2	0.0	2.4	2.2	0.2	2.2	2.5	-0.3	3.4	3.4	0.0	5.8	5.5	0.3	4.5	4.8	-0.3	3.2	3.3	-0.1	3.2	3.3	-0.1				
ZM	6.0	5.4	0.6	4	6.9	7.7	-0.8	9.7	7.7	2.0	9.0	7.9	1.1	9.4	7.9	1.5	6.0	5.5	0.5	1.6	1.7	-0.1	10.1	7.8	2.3	10.1	7.8	2.3				
MediaWorks Combo	47.0	47.4	-0.4		52.1	57.3	-5.2	55.2	58.9	-3.7	54.1	54.9	-0.8	51.5	51.5	0.0	45.3	45.1	0.2	39.2	38.6	0.6	48.9	48.7	0.2	48.9	48.7</td					

AUCKLAND COMMERCIAL RADIO - SURVEY 1 2024

Station Share (%) by Daypart, People 10+

Survey Comparisons: 3/2023 - 1/2024

This Survey Period: Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 2024

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

	This	Last	+/-
Potential (000)	1,506.0	1,480.0	26.0
Sample Size	2,620	2,609	11

	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	0.5	0.5	0.0	22	0.2	0.4	-0.2	0.5	0.6	-0.1	0.4	0.5	-0.1	1.3	1.2	0.1	1.6	1.5	0.1	0.8	0.8	0.0							
Breeze	7.6	9.1	-1.5	3	12.2	12.6	-0.4	11.4	11.2	0.2	8.3	9.4	-1.1	8.1	11.5	-3.4	8.4	9.6	-1.2	10.6	10.8	-0.2							
Channel X	1.9	1.6	0.3	16	2.9	2.1	0.8	2.9	1.9	1.0	1.7	1.0	0.7	0.6	0.5	0.1	0.1	0.1	0.0	1.5	1.2	0.3							
Coast	4.3	4.6	-0.3	6	7.3	9.4	-2.1	8.1	9.7	-1.6	4.8	5.3	-0.5	3.2	3.0	0.2	3.4	1.2	2.2	5.4	7.5	-2.1							
Edge	4.3	3.8	0.5	6	3.3	3.0	0.3	3.9	3.6	0.3	4.5	4.5	0.0	3.9	3.7	0.2	3.2	4.9	-1.7	3.6	3.3	0.3							
Flava	2.9	2.1	0.8	12	1.7	2.1	-0.4	3.2	3.3	-0.1	3.8	3.6	0.2	3.3	3.2	0.1	4.6	5.0	-0.4	3.3	2.7	0.6							
George FM	3.1	3.7	-0.6	10	2.8	3.6	-0.8	3.1	3.9	-0.8	4.3	5.8	-1.5	2.2	3.2	-1.0	2.0	3.9	-1.9	3.4	4.7	-1.3							
Gold	1.3	1.4	-0.1	17	3.1	3.3	-0.2	2.6	2.9	-0.3	2.0	2.0	0.0	1.4	0.8	0.6	0.7	0.4	0.3	2.1	2.2	-0.1							
Gold Sport	0.1	0.1	0.0	24	*	0.2	*	0.1	0.3	-0.2	*	0.2	*	0.1	0.5	-0.4	*	0.1	*	0.2	0.3	-0.1							
Humm FM	1.2	1.0	0.2	20	1.8	1.3	0.5	0.9	0.6	0.3	1.2	1.2	0.0	1.8	0.9	0.9	0.9	0.4	0.5	1.8	1.4	0.4							
Life FM	1.3	1.1	0.2	17	0.9	0.9	0.0	0.7	0.6	0.1	1.3	1.2	0.1	1.6	2.0	-0.4	1.1	1.6	-0.5	1.4	1.4	0.0							
Magic	3.0	3.3	-0.3	11	5.5	4.8	0.7	5.7	5.0	0.7	3.4	3.7	-0.3	1.4	2.6	-1.2	1.2	1.3	-0.1	4.8	5.3	-0.5							
Mai FM	9.7	8.5	1.2	2	7.1	5.9	1.2	8.0	7.7	0.3	10.2	8.1	2.1	11.0	15.4	-4.4	10.3	14.1	-3.8	8.5	8.2	0.3							
More FM	5.5	5.9	-0.4	5	5.0	5.3	-0.3	5.4	6.1	-0.7	5.0	6.1	-1.1	4.8	5.9	-1.1	5.8	3.9	1.9	5.7	6.1	-0.4							
Newstalk ZB	21.5	22.6	-1.1	1	13.3	15.0	-1.7	10.0	10.2	-0.2	18.2	18.5	-0.3	18.6	13.5	5.1	26.6	22.5	4.1	12.3	12.5	-0.2							
Radio Hauraki	2.7	2.0	0.7	13	2.9	2.0	0.9	3.4	2.1	1.3	2.6	2.2	0.4	1.8	0.6	1.2	1.0	1.3	-0.3	3.4	2.7	0.7							
Radio Samoa	1.3	2.3	-1.0	17	0.9	1.3	-0.4	0.9	1.5	-0.6	0.8	0.6	0.2	3.4	2.8	0.6	1.6	1.1	0.5	1.2	1.1	0.1							
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
Rhema	0.6	0.6	0.0	21	0.5	0.2	0.3	0.5	0.5	0.0	0.5	0.5	0.0	0.4	1.0	-0.6	0.7	0.9	-0.2	0.7	0.8	-0.1							
Rock	3.3	3.0	0.3	8	6.6	5.3	1.3	6.6	6.1	0.5	4.2	3.8	0.4	2.6	1.7	0.9	3.4	2.9	0.5	3.8	2.7	1.1							
SENZ Sport	0.1	*	*	24	0.3	0.1	0.2	0.3	*	*	0.2	*	*	0.1	*	*	*	*	*	*	*	*	0.4	0.1	0.3				
Star	0.5	0.1	0.4	22	0.2	0.1	0.1	0.3	0.2	0.1	0.4	0.2	0.2	0.7	0.2	0.5	0.4	*	*	0.4	0.1	0.3							
Tainui Live	0.1	*	*	24	*	*	*	0.1	*	*	0.1	*	*	0.2	0.1	0.1	1.0	1.1	-0.1	0.2	0.1	0.1							
Tarana	2.3	3.1	-0.8	14	2.1	2.2	-0.1	2.2	2.9	-0.7	2.6	3.3	-0.7	1.9	2.3	-0.4	2.0	3.4	-1.4	2.8	2.7	0.1							
The Hits	3.3	3.9	-0.6	8	4.1	3.5	0.6	4.4	4.1	0.3	3.6	3.7	-0.1	3.2	3.1	0.1	2.9	2.1	0.8	4.7	3.9	0.8							
The Sound	2.1	2.3	-0.2	15	3.6	3.7	-0.1	3.7	3.4	0.3	2.7	2.5	0.2	2.5	2.7	-0.2	4.3	2.7	1.6	3.5	3.9	-0.4							
ZM	7.2	6.3	0.9	4	4.5	4.7	-0.2	6.2	5.6	0.6	7.2	5.8	1.4	6.5	7.5	-1.0	5.0	6.2	-1.2	5.2	4.1	1.1							
MediaWorks Combo	42.0	42.4	-0.4		51.8	48.9	2.9	51.9	50.6	1.3	46.1	46.8	-0.7	39.1	48.0	-8.9	40.3	44.7	-4.4										

AUCKLAND COMMERCIAL RADIO - SURVEY 1 2024

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

Survey Comparisons: 3/2023 - 1/2024

This Survey Period: Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 2024

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

	All 10+				People 10-24				People 18-39				People 25-44				People 25-54				People 45-64				People 55-74				MGS with Kids			
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	
BBC	23.6	28.4	-4.8	20	6.6	6.3	0.3	4.9	6.9	-2.0	4.2	4.9	-0.7	6.8	8.1	-1.3	7.8	5.8	2.0	8.0	11.0	-3.0	4.6	1.3	3.3	39.6	35.0	4.6				
Breeze	218.9	214.1	4.8	3	41.9	47.0	-5.1	58.6	64.8	-6.2	61.7	63.6	-1.9	101.2	95.1	6.1	76.2	67.4	8.8	59.0	56.5	2.5	7.4	4.3	3.1	39.6	35.0	4.6				
Channel X	33.0	26.0	7.0	17	4.2	4.4	-0.2	14.5	13.4	1.1	15.9	12.9	3.0	24.7	21.1	3.6	12.2	8.8	3.4	4.1	0.5	3.6	7.4	4.3	3.1	7.4	4.3	3.1				
Coast	105.9	113.5	-7.6	9	11.7	12.8	-1.1	17.6	19.1	-1.5	22.1	22.1	0.0	42.5	42.7	-0.2	46.7	48.3	-1.6	42.7	45.6	-2.9	18.9	21.3	-2.4	18.9	21.3	-2.4				
Edge	148.8	152.8	-4.0	6	53.6	58.2	-4.6	73.8	80.1	-6.3	65.1	63.2	1.9	84.3	79.8	4.5	28.4	27.8	0.6	10.9	14.8	-3.9	30.0	28.7	1.3	30.0	28.7	1.3				
Flava	108.3	107.1	1.2	8	39.4	40.3	-0.9	53.7	57.2	-3.5	54.1	52.7	1.4	65.8	61.2	4.6	13.4	12.6	0.8	3.1	5.7	-2.6	24.4	22.5	1.9	24.4	22.5	1.9				
George FM	93.1	114.4	-21.3	11	20.3	28.6	-8.3	45.5	63.4	-17.9	46.3	63.1	-16.8	64.7	79.8	-15.1	24.9	21.8	3.1	8.1	6.0	2.1	15.9	14.6	1.3	15.9	14.6	1.3				
Gold	37.9	46.9	-9.0	16	4.6	7.7	-3.1	7.7	10.8	-3.1	8.6	11.2	-2.6	18.7	24.8	-6.1	17.5	22.6	-5.1	13.4	13.4	0.0	9.4	8.6	0.8	9.4	8.6	0.8				
Gold Sport	7.9	13.6	-5.7	26	2.5	4.4	-1.9	0.6	2.6	-2.0	0.6	2.2	-1.6	0.6	3.5	-2.9	0.8	2.8	-2.0	2.9	4.2	-1.3	1.7	1.7	0.0	1.7	1.7	0.0				
Humm FM	26.8	30.1	-3.3	19	5.3	6.7	-1.4	11.3	14.0	-2.7	11.9	14.4	-2.5	16.7	20.1	-3.4	6.3	7.2	-0.9	3.8	2.2	1.6	5.9	6.0	-0.1	5.9	6.0	-0.1				
Life FM	42.0	42.3	-0.3	15	14.7	13.4	1.3	17.2	14.8	2.4	15.0	16.0	-1.0	20.1	23.2	-3.1	7.5	11.5	-4.0	4.9	5.6	-0.7	7.9	8.1	-0.2	7.9	8.1	-0.2				
Magic	61.9	70.0	-8.1	14	3.3	5.0	-1.7	5.4	11.5	-6.1	6.1	10.3	-4.2	11.2	15.8	-4.6	16.8	21.4	-4.6	30.1	35.6	-5.5	10.8	14.7	-3.9	10.8	14.7	-3.9				
Mai FM	225.2	232.0	-6.8	2	74.3	85.6	-11.3	113.2	123.2	-10.0	105.0	105.4	-0.4	132.1	130.0	2.1	39.6	35.0	4.6	15.8	14.1	1.7	47.8	46.2	1.6	47.8	46.2	1.6				
More FM	174.7	180.2	-5.5	4	53.0	53.4	-0.4	53.0	60.4	-7.4	55.3	59.1	-3.8	86.8	88.5	-1.7	55.4	55.9	-0.5	32.5	36.9	-4.4	36.3	38.6	-2.3	36.3	38.6	-2.3				
Newstalk ZB	277.9	284.3	-6.4	1	37.1	36.8	0.3	60.2	65.2	-5.0	71.5	69.3	2.2	116.3	118.8	-2.5	89.5	100.8	-11.3	88.6	96.8	-8.2	50.4	48.6	1.8	50.4	48.6	1.8				
Radio Hauraki	67.4	70.2	-2.8	13	17.2	16.3	0.9	25.5	25.8	-0.3	31.9	30.0	1.9	41.9	42.8	-0.9	12.8	17.2	-4.4	8.3	10.2	-1.9	18.1	19.4	-1.3	18.1	19.4	-1.3				
Radio Samoa	19.2	21.6	-2.4	21	4.6	6.4	-1.8	6.8	6.9	-0.1	5.5	3.9	1.6	9.2	7.1	2.1	6.1	7.4	-1.3	2.9	4.2	-1.3	5.2	3.8	1.4	5.2	3.8	1.4				
Radio Waatea	4.0	6.4	-2.4	27	2.8	3.7	-0.9	0.8	1.1	-0.3	*	0.7	*	*	1.2	*	*	0.5	*	*	1.2	1.4	-0.2	*	0.5	*	*	0.5	*			
Rhema	16.7	18.2	-1.5	22	2.7	4.6	-1.9	3.8	2.6	1.2	5.1	4.3	0.8	5.9	5.5	0.4	4.4	4.2	0.2	7.4	8.1	-0.7	3.0	1.1	1.9	3.0	1.1	1.9				
Rock	99.6	106.9	-7.3	10	23.5	29.2	-5.7	41.9	49.4	-7.5	45.3	49.6	-4.3	60.0	63.4	-3.4	25.4	24.6	0.8	16.1	14.3	1.8	23.7	20.4	3.3	23.7	20.4	3.3				
SENZ Sport	8.0	4.5	3.5	25	1.2	1.8	-0.6	0.6	1.2	-0.6	0.6	0.4	0.2	3.9	1.6	2.3	4.3	1.6	2.7	2.4	1.1	1.3	0.4	0.4	0.0	0.4	0.4	0.0				
Star	8.4	7.8	0.6	24	2.5	3.6	-1.1	1.0	2.9	-1.9	1.6	2.0	-0.4	2.2	3.0	-0.8	0.7	1.5	-0.8	0.9	0.5	0.4	1.5	1.2	0.3	1.5	1.2	0.3				
Tainui Live	8.9	9.0	-0.1	23	4.9	7.1	-2.2	2.6	2.7	-0.1	3.1	1.4	1.7	3.5	1.9	1.6	0.4	0.5	-0.1	0.5	*	*	1.4	0.5	0.9	1.4	0.5	0.9				
Tarana	28.8	53.1	-24.3	18	1.8	9.5	-7.7	11.4	20.3	-8.9	13.5	18.7	-5.2	18.3	29.9	-11.6	9.0	15.1	-6.1	7.1	11.0	-3.9	7.8	10.0	-2.2	7.8	10.0	-2.2				
The Hits	130.1	122.6	7.5	7	38.8	40.4	-1.6	50.2	55.5	-5.3	47.8	48.3	-0.5	74.6	66.4	8.2	37.3	29.4	7.9	16.1	15.1	1.0	28.8	30.7	-1.9	28.8	30.7	-1.9				
The Sound	90.2	96.4	-6.2	12	17.3	17.0	0.3	29.1	28.4	0.7	27.5	28.6	-1.1	46.4	52.0	-5.6	34.6	38.1	-3.5	24.1	26.3	-2.2	17.4	18.0	-0.6							

AUCKLAND COMMERCIAL RADIO - SURVEY 1 2024

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

Survey Comparisons: 3/2023 - 1/2024

This Survey Period: Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 2024

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

	This	Last	+/-
Potential (000)	1,506.0	1,480.0	26.0
Sample Size	2,620	2,609	11

	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	10.0	8.3	1.7	21	4.3	6.4	-2.1	5.7	12.3	-6.6	7.4	6.7	0.7	7.3	6.5	0.8	4.8	5.5	-0.7	17.1	14.7	2.4												
Breeze	103.7	108.2	-4.5	3	94.6	96.6	-2.0	115.5	109.2	6.3	101.3	106.2	-4.9	42.0	45.9	-3.9	27.3	27.6	-0.3	130.3	130.2	0.1												
Channel X	22.5	17.6	4.9	15	15.7	14.7	1.0	20.2	18.3	1.9	21.4	14.6	6.8	6.0	3.6	2.4	2.0	1.8	0.2	18.4	17.2	1.2												
Coast	45.8	56.5	-10.7	10	44.3	50.8	-6.5	57.6	58.9	-1.3	44.8	50.2	-5.4	16.3	18.7	-2.4	15.8	7.8	8.0	57.6	70.9	-13.3												
Edge	73.8	70.8	3.0	6	48.3	44.4	3.9	58.7	62.3	-3.6	65.0	61.5	3.5	27.0	28.2	-1.2	15.9	20.6	-4.7	73.3	78.6	-5.3												
Flava	49.3	39.0	10.3	8	33.1	36.4	-3.3	47.0	50.5	-3.5	41.5	45.7	-4.2	23.4	22.8	0.6	17.1	13.1	4.0	60.5	58.4	2.1												
George FM	48.4	56.3	-7.9	9	31.4	41.7	-10.3	34.3	46.7	-12.4	42.7	56.3	-13.6	15.3	22.8	-7.5	10.2	15.7	-5.5	52.2	69.4	-17.2												
Gold	20.2	18.9	1.3	16	17.9	16.3	1.6	18.9	20.9	-2.0	15.9	20.8	-4.9	7.6	9.0	-1.4	5.0	3.1	1.9	20.9	26.6	-5.7												
Gold Sport	0.8	2.1	-1.3	26	2.1	3.4	-1.3	1.6	3.7	-2.1	1.0	4.1	-3.1	0.6	3.4	-2.8	*	0.8	*	4.1	7.3	-3.2												
Humm FM	16.0	14.9	1.1	19	12.9	12.8	0.1	9.4	12.0	-2.6	10.0	15.0	-5.0	6.4	4.8	1.6	4.0	3.0	1.0	17.0	15.5	1.5												
Life FM	18.3	17.6	0.7	18	14.2	14.0	0.2	14.8	13.1	1.7	17.6	19.3	-1.7	8.9	9.7	-0.8	6.2	4.5	1.7	28.6	27.6	1.0												
Magic	30.5	27.5	3.0	14	34.2	28.2	6.0	36.3	32.8	3.5	30.3	30.1	0.2	7.1	12.8	-5.7	4.6	6.7	-2.1	50.0	49.2	0.8												
Mai FM	126.7	122.0	4.7	2	82.3	79.0	3.3	105.9	111.3	-5.4	115.4	102.5	12.9	59.9	61.0	-1.1	33.7	39.7	-6.0	133.7	148.3	-14.6												
More FM	77.0	80.0	-3.0	5	58.4	58.8	-0.4	80.2	88.5	-8.3	66.1	82.9	-16.8	31.8	39.8	-8.0	31.4	21.6	9.8	95.4	99.4	-4.0												
Newstalk ZB	190.5	197.5	-7.0	1	118.3	119.3	-1.0	113.8	127.8	-14.0	142.8	153.2	-10.4	68.0	59.1	8.9	64.8	60.9	3.9	151.5	171.2	-19.7												
Radio Hauraki	31.9	32.5	-0.6	13	20.9	15.2	5.7	31.4	27.2	4.2	29.0	26.6	2.4	13.2	7.3	5.9	5.5	6.5	-1.0	42.7	43.3	-0.6												
Radio Samoa	10.1	10.8	-0.7	20	4.9	6.0	-1.1	7.8	11.0	-3.2	7.3	6.3	1.0	7.5	5.4	2.1	4.8	2.6	2.2	11.8	12.7	-0.9												
Radio Waatea	*	0.3	*	*	*	0.9	*	*	1.7	*	1.3	0.8	0.5	1.2	1.8	-0.6	*	0.2	*	1.4	2.9	-1.5												
Rhema	7.2	7.5	-0.3	22	6.0	4.7	1.3	8.3	8.2	0.1	7.2	8.2	-1.0	4.0	5.0	-1.0	4.3	4.7	-0.4	12.5	14.1	-1.6												
Rock	45.1	46.3	-1.2	11	36.0	34.5	1.5	44.0	47.9	-3.9	46.0	43.6	2.4	15.3	18.7	-3.4	15.9	16.1	-0.2	54.8	55.7	-0.9												
SENZ Sport	1.2	0.4	0.8	25	4.0	1.8	2.2	3.2	1.8	1.4	2.9	1.1	1.8	1.1	*	*	*	*	*	4.2	2.6	1.6												
Star	5.0	1.6	3.4	23	2.8	1.6	1.2	4.2	3.9	0.3	3.9	3.4	0.5	2.1	1.4	0.7	1.4	0.2	1.2	5.6	5.0	0.6												
Tainui Live	2.0	0.7	1.3	24	1.5	1.6	-0.1	2.1	1.0	1.1	1.1	0.6	0.5	2.4	1.1	1.3	3.4	4.1	-0.7	5.6	5.6	0.0												
Tarana	20.0	27.0	-7.0	17	11.6	18.1	-6.5	14.2	25.2	-11.0	17.6	30.4	-12.8	7.0	15.2	-8.2	6.8	10.9	-4.1	20.6	32.5	-11.9												
The Hits	63.7	61.9	1.8	7	43.7	45.6	-1.9	57.2	54.1																									

AUCKLAND COMMERCIAL RADIO - SURVEY 1 2024

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

Survey Comparisons: 3/2023 - 1/2024

This Survey Period: Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 2024

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

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

AUCKLAND COMMERCIAL RADIO - SURVEY 1 2024

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

Survey Comparisons: 3/2023 - 1/2024

This Survey Period: Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 2024

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

	This	Last	+/-
Potential (000)	1,506.0	1,480.0	26.0
Sample Size	2,620	2,609	11

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