



AUCKLAND COMMERCIAL RADIO - SURVEY 3 2020

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

Survey Comparisons: 1/2020 - 3/2020

This Survey Period: Sun Feb 2 to Sat Mar 28 2020 & Sun July 19 to Sat Sep 12 2020

Last Survey Period: Sun Aug 25 to Sat Nov 2 2019 & Sun Feb 2 to Sat Mar 28 2020

	All 10+				People 10-17				People 18-34				People 25-44				People 25-54				People 45-64				People 55-74				MGS with Kids				
	This	Last	+/-	Rank	This	Last	+/-	Rank	This	Last	+/-	Rank	This	Last	+/-	Rank	This	Last	+/-	Rank	This	Last	+/-	Rank	This	Last	+/-	Rank	This	Last	+/-	Rank	
95bFM	0.7	1.1	-0.4	22	0.5	0.6	-0.1	*	0.6	1.0	-0.4	*	1.3	1.6	-0.3	*	1.1	1.7	-0.6	*	0.8	1.3	-0.5	*	0.6	0.6	0.0	*	1.0	2.0	-1.0	*	
Ake	*	0.2	*	*	*	0.1	*	*	*	*	*	*	0.1	0.1	0.0	*	*	0.3	*	*	*	0.3	*	*	*	0.1	0.2	-0.1	*	0.1	0.2	-0.1	*
BBC	0.8	0.7	0.1	21	0.8	0.7	0.1	*	0.6	0.1	0.5	*	0.7	0.2	0.5	*	0.7	0.4	0.3	*	0.8	0.9	-0.1	*	0.9	1.1	-0.2	*	0.6	0.7	-0.1	*	
Breeze	8.6	10.5	-1.9	3	9.4	7.0	2.4	*	5.6	10.7	-5.1	*	7.5	13.2	-5.7	*	7.9	12.2	-4.3	*	9.9	9.6	0.3	*	11.6	10.4	1.2	*	12.4	11.7	0.7	*	
Chinese Radio AM936	0.5	1.2	-0.7	25	1.2	1.5	-0.3	*	0.5	0.1	0.4	*	1.0	1.3	-0.3	*	0.7	1.2	-0.5	*	0.4	1.9	-1.5	*	0.4	1.7	-1.3	*	1.0	1.7	-0.7	*	
Coast	5.2	6.6	-1.4	5	2.1	1.4	0.7	*	3.2	7.2	-4.0	*	3.6	6.2	-2.6	*	4.1	5.9	-1.8	*	6.6	7.1	-0.5	*	9.4	9.6	-0.2	*	3.6	2.6	1.0	*	
Edge	3.8	4.8	-1.0	10	7.6	8.3	-0.7	*	4.9	9.6	-4.7	*	6.8	10.0	-3.2	*	5.3	7.3	-2.0	*	2.0	1.9	0.1	*	0.7	0.6	0.1	*	5.0	6.4	-1.4	*	
Flava	3.5	2.2	1.3	12	6.5	7.1	-0.6	*	6.5	5.1	1.4	*	3.1	3.3	-0.2	*	3.6	2.4	1.2	*	2.4	0.4	2.0	*	*	*	*	*	4.2	2.7	1.5	*	
FM99.4 Chinese Voice	0.4	0.1	0.3	28	0.2	0.1	0.1	*	0.3	0.1	0.2	*	0.2	0.2	0.0	*	0.4	0.2	0.2	*	0.4	*	*	*	0.6	*	*	*	0.2	*	*	*	
George FM	2.8	3.6	-0.8	13	2.5	4.9	-2.4	*	5.4	7.8	-2.4	*	5.6	6.7	-1.1	*	4.3	5.2	-0.9	*	1.6	1.7	-0.1	*	0.5	0.3	0.2	*	3.4	4.0	-0.6	*	
Gold / Mix*	1.7	1.6	0.1	17	1.5	2.2	-0.7	*	1.2	0.8	0.4	*	1.0	1.0	0.0	*	1.5	1.9	-0.4	*	3.0	3.0	0.0	*	2.5	1.6	0.9	*	2.3	1.4	0.9	*	
Humm FM	3.8	1.6	2.2	10	8.0	5.5	2.5	*	9.0	1.0	8.0	*	8.5	3.0	5.5	*	5.7	2.3	3.4	*	0.5	0.6	-0.1	*	0.1	0.1	0.0	*	1.5	1.9	-0.4	*	
Life FM	1.2	1.4	-0.2	18	1.5	4.4	-2.9	*	1.5	1.5	0.0	*	1.4	1.3	0.1	*	1.6	2.0	-0.4	*	1.5	1.9	-0.4	*	0.8	0.3	0.5	*	0.7	1.0	-0.3	*	
Magic	8.4	8.3	0.1	4	2.0	2.3	-0.3	*	0.4	0.3	0.1	*	1.6	0.7	0.9	*	5.7	2.8	2.9	*	13.2	12.4	0.8	*	18.0	20.8	-2.8	*	3.1	3.1	0.0	*	
Mai FM	9.8	8.4	1.4	2	16.3	18.2	-1.9	*	22.4	18.4	4.0	*	12.2	11.1	1.1	*	9.9	8.6	1.3	*	4.3	3.1	1.2	*	1.3	1.0	0.3	*	10.1	12.2	-2.1	*	
More FM	5.0	4.8	0.2	6	4.6	6.1	-1.5	*	4.7	4.7	0.0	*	6.0	6.1	-0.1	*	6.9	6.1	0.8	*	5.9	5.3	0.6	*	2.0	2.8	-0.8	*	9.9	7.3	2.6	*	
More FM Rodney	1.1	0.4	0.7	19	1.5	0.7	0.8	*	1.3	0.3	1.0	*	1.2	0.9	0.3	*	1.6	0.6	1.0	*	1.4	0.2	1.2	*	0.3	0.2	0.1	*	0.4	0.7	-0.3	*	
Newstalk ZB	15.2	14.2	1.0	1	4.1	1.8	2.3	*	2.5	1.7	0.8	*	4.8	2.7	2.1	*	7.7	5.0	2.7	*	17.3	15.6	1.7	*	28.2	27.0	1.2	*	12.0	13.1	-1.1	*	
Niu FM	0.2	0.4	-0.2	29	1.7	0.8	0.9	*	0.3	0.3	0.0	*	0.2	0.3	-0.1	*	0.2	0.6	-0.4	*	0.1	0.7	-0.6	*	*	0.1	*	*	0.3	0.3	0.0	*	
Radio 531pi	0.5	0.8	-0.3	25	0.1	0.5	-0.4	*	0.1	*	*	*	0.1	*	*	*	0.2	1.5	-1.3	*	0.2	2.2	-2.0	*	0.9	*	*	*	0.3	1.5	-1.2	*	
Radio Hauraki	2.3	2.5	-0.2	16	0.5	0.9	-0.4	*	1.7	3.6	-1.9	*	2.8	3.6	-0.8	*	3.3	3.3	0.0	*	3.7	2.3	1.4	*	1.8	1.4	0.4	*	1.6	1.8	-0.2	*	
Radio Samoa	0.7	0.5	0.2	22	0.5	0.1	0.4	*	0.4	0.7	-0.3	*	0.5	0.7	-0.2	*	0.4	0.5	-0.1	*	1.0	0.8	0.2	*	1.2	0.9	0.3	*	1.6	1.0	0.6	*	
Radio Tainui	*	0.1	*	*	0.3	0.1	0.2	*	*	*	*	*	*	0.1	*	*	*	*	*	*	*	*	*	*	*	*	0.1	*	*	*	*	*	*
Tarana	2.8	1.5	1.3	13	1.1	1.0	0.1	*	6.2	2.5	3.7	*	4.0	2.7	1.3	*	2.5	2.3	0.2	*	0.5	1.3	-0.8	*	1.0	0.9	0.1	*	3.3	1.5	1.8	*	
Radio Waatea	0.5	0.3	0.2	25	*	0.1	*	*	0.7	0.1	0.6	*	0.6	*	*	*	0.7	0.5	0.2	*	0.8	0.7	0.1	*	0.5	0.1	0.4	*	1.0	0.1	0.9	*	
Rhema	1.0	1.1	-0.1	20	1.6	1.3	0.3	*	0.6	1.1	-0.5	*	0.5	0.8	-0.3	*	1.1	1.0	0.1	*	1.2	1.0	0.2	*	1.2	1.6	-0.4	*	2.2	1.6	0.6	*	
Rock	2.6	4.3	-1.7	15	4.5	3.0	1.5	*	3.3	4.8	-1.5	*	3.7	5.4	-1.7	*	3.1	5.8	-2.7	*	1.8	4.0	-2.2	*	1.2	1.3	-0.1	*	2.8	3.5	-0.7	*	
Star	0.7	0.4	0.3	22	0.1	0.1	0.0	*	0.1	0.1	0.0	*	*	0.1	*	*	0.1	0.1	0.0	*	0.1	0.1	0.0	*	0.7	0.6	0.1	*	*	*	*	*	
The Hits	4.2	3.6	0.6	9	5.5	4.2	1.3	*	3.6	2.9	0.7	*	5.6	3.3	2.3	*	5.5	4.5	1.0	*	5.1	5.4	-0.3	*	3.3	2.8	0.5	*	5.3	5.7	-0.4	*	
The Sound	4.6	4.9	-0.3	8	2.7	3.3	-0.6	*	1.9	3.4	-1.5	*	2.8	3.5	-0.7	*	4.5	5.6	-1.1	*	9.0	8.6	0.4	*	7.1	5.5	1.6	*	2.7	3.9	-1.2	*	
ZM	4.8	4.4	0.4	7	6.1	8.7	-2.6	*	8.9	8.1	0.8	*	10.3	6.5	3.8	*	7.4	5.5	1.9	*	1.9	2.3	-0.4	*	0.7	0.3	0.4	*	6.3	4.5	1.8	*	
MediaWorks Combo	46.7	50.0	-3.3		51.2	53.9	-2.7		49.9	59.8	-9.9		47.4	57.5	-10.1		49.3	54.3	-5.0		49.1	46.7	2.4		42.7	43.0	-0.3		49.8	52.8	-3.0		
NZME Combo	37.7	37.8	-0.1		27.3	27.6	-0.3		28.2	30.0	-1.8		31.9	28.0	3.9		33.8	30.0	3.8		40.8	39.5	1.3		46.9	48.4	-1.5		35.9	33.2	2.7		
NZME and Partners	43.2	41.8	1.4		37.2	35.3	1.9		38.7	32.3	6.4		42.9	34.2	8.7		41.6	35.3	6.3		43.0	43.3	-0.3		48.7	50.8	-2.1		39.6	38.8	0.8		
Potential (000)	1,498.0	1,498.0	0.0		181.5	176.0	5.5		484.5	490.0	-5.5		537.0	537.0	0.0		750.0	750.0	0.0		395.0	395.0	0.0		302.0	302.0	0.0		289.0	293.7	-4.7		
Sample	2,570	2,400	170		318	309	9		585	565	20		898	765	133		1,296	1,062	234		736	624	112		638	643	-5		543	461	82		

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

MediaWorks Combo: Breeze or Edge or George FM or Magic or Mai FM or More FM or More FM Rodney or Rock or The Sound

NZME Combo: BBC or Coast or Flava or Gold (from S3 2020) or Mix (until S1 2020) or Newstalk ZB or Radio Hauraki or Radio Sport (until S1 2020) or The Hits or ZM or internet only listening to Hokonui

NZME and Partners Combo: BBC or Coast or Flava or Gold (from S3 2020) or Mix (until S1 2020) or Newstalk ZB or Radio Hauraki or Radio Sport (until S1 2020) or The Hits or ZM or Chinese Radio AM936 or FM99.4 Chinese Voice or Humm FM or 95bFM or internet only listening to Hokonui

Please note: Due to COVID-19 survey 2 was cancelled, last survey in this report is Survey 1 2020.

*Gold / Mix includes a combination of Gold and Mix for Sun Feb 2 to Sat Mar 28 2020.



AUCKLAND COMMERCIAL RADIO - SURVEY 3 2020

Station Share (%) by Daypart, People 10+
 Survey Comparisons: 1/2020 - 3/2020

This Survey Period: Sun Feb 2 to Sat Mar 28 2020 & Sun July 19 to Sat Sep 12 2020

Last Survey Period: Sun Aug 25 to Sat Nov 2 2019 & Sun Feb 2 to Sat Mar 28 2020

	This	Last	+/-
Potential (000)	1,498.0	1,498.0	0.0
Sample Size	2,570	2,400	170

	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	+/-
95bFM	0.7	1.1	-0.4	22	0.6	1.0	-0.4	0.6	1.0	-0.4	1.0	1.1	-0.1	0.3	0.8	-0.5	0.3	0.7	-0.4	1.1	1.5	-0.4
Ake	*	0.1	*	*	*	0.1	*	*	0.1	*	*	0.2	*	*	0.5	*	*	*	*	*	0.2	*
BBC	0.7	0.6	0.1	22	0.5	0.5	0.0	0.5	0.5	0.0	0.3	0.4	-0.1	2.0	1.9	0.1	3.0	1.8	1.2	1.0	0.6	0.4
Breeze	6.7	8.5	-1.8	3	9.8	11.7	-1.9	9.8	12.3	-2.5	8.6	8.4	0.2	6.6	10.6	-4.0	3.3	10.7	-7.4	9.8	11.2	-1.4
Chinese Radio AM936	0.7	1.4	-0.7	22	0.8	1.7	-0.9	0.7	1.3	-0.6	0.3	0.4	-0.1	0.2	1.4	-1.2	0.1	0.6	-0.5	0.3	1.0	-0.7
Coast	3.1	4.6	-1.5	10	6.4	9.4	-3.0	6.3	8.0	-1.7	4.0	4.4	-0.4	3.7	7.9	-4.2	0.9	1.8	-0.9	6.8	7.1	-0.3
Edge	3.1	4.8	-1.7	10	5.2	4.2	1.0	4.9	4.4	0.5	4.7	8.1	-3.4	2.1	3.4	-1.3	0.9	0.9	0.0	2.9	4.4	-1.5
Flava	2.8	2.5	0.3	12	2.0	2.3	-0.3	3.1	1.9	1.2	2.8	3.0	-0.2	7.0	1.5	5.5	1.9	0.5	1.4	5.3	2.0	3.3
FM99.4 Chinese Voice	0.8	*	*	21	0.3	0.1	0.2	0.2	0.4	-0.2	0.3	*	*	0.4	0.1	0.3	*	*	*	0.6	*	*
George FM	2.6	3.0	-0.4	13	3.3	3.6	-0.3	3.1	3.9	-0.8	3.3	3.5	-0.2	1.4	4.9	-3.5	0.9	1.4	-0.5	2.8	4.2	-1.4
Gold / Mix*	1.2	1.0	0.2	18	2.2	1.4	0.8	2.1	2.1	0.0	1.1	2.4	-1.3	1.2	1.5	-0.3	0.1	0.8	-0.7	2.0	1.4	0.6
Humm FM	3.5	1.4	2.1	8	3.9	0.9	3.0	3.2	0.7	2.5	4.1	2.5	1.6	2.2	0.9	1.3	12.7	2.2	10.5	3.1	2.4	0.7
Life FM	1.4	1.7	-0.3	17	1.0	1.1	-0.1	1.2	1.7	-0.5	1.1	1.2	-0.1	1.4	0.9	0.5	1.2	1.5	-0.3	1.2	1.3	-0.1
Magic	6.5	5.4	1.1	4	9.9	10.1	-0.2	9.8	10.7	-0.9	7.0	7.5	-0.5	7.8	4.8	3.0	10.9	10.9	0.0	8.2	8.4	-0.2
Mai FM	12.3	9.5	2.8	2	6.0	6.5	-0.5	6.8	7.7	-0.9	11.0	9.7	1.3	16.5	8.3	8.2	7.5	11.7	-4.2	11.3	7.9	3.4
More FM	3.9	4.5	-0.6	6	5.9	4.9	1.0	6.0	4.6	1.4	4.8	4.4	0.4	4.7	4.6	0.1	1.7	1.5	0.2	5.1	6.1	-1.0
More FM Rodney	0.9	0.6	0.3	20	1.1	0.1	1.0	1.0	0.1	0.9	1.3	0.1	1.2	1.7	1.5	0.2	0.7	0.2	0.5	1.4	0.7	0.7
Newstalk ZB	23.9	22.4	1.5	1	13.5	11.4	2.1	11.0	9.5	1.5	12.1	10.8	1.3	14.5	13.7	0.8	31.5	31.1	0.4	11.8	11.9	-0.1
Niu FM	0.1	0.5	-0.4	29	*	0.3	*	0.2	0.4	-0.2	0.2	0.5	-0.3	0.2	1.1	-0.9	*	0.2	*	0.4	0.2	0.2
Radio 531pi	0.2	0.6	-0.4	28	0.1	1.1	-1.0	0.5	0.5	0.0	0.9	0.8	0.1	0.1	4.5	-4.4	*	*	*	0.9	0.2	0.7
Radio Hauraki	2.5	2.8	-0.3	14	2.1	3.1	-1.0	2.9	3.3	-0.4	3.3	3.0	0.3	1.4	1.5	-0.1	1.1	0.9	0.2	1.5	1.5	0.0
Radio Samoa	0.4	0.3	0.1	27	0.3	0.6	-0.3	0.5	0.2	0.3	0.8	0.3	0.5	1.3	0.7	0.6	1.7	0.9	0.8	1.1	1.0	0.1
Radio Tainui	0.1	0.2	-0.1	29	*	*	*	*	*	*	*	*	*	*	*	*	0.2	*	*	*	0.1	*
Tarana	2.5	2.0	0.5	14	2.1	0.9	1.2	2.0	0.6	1.4	3.9	2.4	1.5	6.2	2.5	3.7	3.2	1.7	1.5	2.8	1.5	1.3
Radio Waatea	0.7	0.2	0.5	22	*	*	*	*	*	*	1.2	0.6	0.6	0.6	0.8	-0.2	0.2	*	*	0.7	0.5	0.2
Rhema	1.1	1.3	-0.2	19	0.8	0.8	0.0	0.5	0.6	-0.1	1.5	1.1	0.4	2.5	2.7	-0.2	1.1	1.3	-0.2	1.0	1.2	-0.2
Rock	2.4	3.3	-0.9	16	2.6	4.5	-1.9	2.7	5.2	-2.5	3.1	5.0	-1.9	2.1	3.0	-0.9	3.0	4.3	-1.3	2.3	4.1	-1.8
Star	0.7	0.2	0.5	22	0.8	0.2	0.6	0.9	0.2	0.7	0.3	0.1	0.2	1.1	1.0	0.1	2.0	1.8	0.2	0.6	0.5	0.1
The Hits	3.2	2.7	0.5	9	6.4	5.1	1.3	6.4	5.0	1.4	3.6	3.9	-0.3	2.1	3.1	-1.0	3.3	0.8	2.5	2.6	2.7	-0.1
The Sound	3.9	4.4	-0.5	6	5.7	5.8	-0.1	5.6	6.3	-0.7	5.2	5.3	-0.1	2.5	3.3	-0.8	2.8	3.7	-0.9	3.8	4.2	-0.4
ZM	5.9	5.6	0.3	5	4.6	3.4	1.2	4.7	3.6	1.1	5.8	5.0	0.8	4.4	4.5	-0.1	2.2	3.4	-1.2	4.1	4.2	-0.1
MediaWorks Combo	42.3	44.0	-1.7		49.5	51.4	-1.9	49.8	55.1	-5.3	48.8	52.1	-3.3	45.4	44.3	1.1	31.7	45.4	-13.7	47.5	51.3	-3.8
NZME Combo	43.2	43.8	-0.6		37.7	38.8	-1.1	37.1	35.9	1.2	33.1	34.9	-1.8	36.3	36.8	-0.5	44.0	41.8	2.2	35.2	34.6	0.6
NZME and Partners	48.9	47.7	1.2		43.4	42.4	1.0	41.8	39.2	2.6	38.8	38.9	-0.1	39.4	39.9	-0.5	57.0	45.4	11.6	40.3	39.6	0.7

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

MediaWorks Combo: Breeze or Edge or George FM or Magic or Mai FM or More FM or More FM Rodney or Rock or The Sound

NZME Combo: BBC or Coast or Flava or Gold (from S3 2020) or Mix (until S1 2020) or Newstalk ZB or Radio Hauraki or Radio Sport (until S1 2020) or The Hits or ZM or internet only listening to Hokonui

NZME and Partners Combo: BBC or Coast or Flava or Gold (from S3 2020) or Mix (until S1 2020) or Newstalk ZB or Radio Hauraki or Radio Sport (until S1 2020) or The Hits or ZM or Chinese Radio AM936 or FM99.4 Chinese Voice or Humm FM or 95bFM or internet only listening to Hokonui

Please note: Due to COVID-19 survey 2 was cancelled, last survey in this report is Survey 1 2020.

*Gold / Mix includes a combination of Gold and Mix for Sun Feb 2 to Sat Mar 28 2020.



AUCKLAND COMMERCIAL RADIO - SURVEY 3 2020

Cumulative Audience (000's) by Demographic, Mon-Sun 12mn-12mn
 Survey Comparisons: 1/2020 - 3/2020

This Survey Period: Sun Feb 2 to Sat Mar 28 2020 & Sun July 19 to Sat Sep 12 2020
 Last Survey Period: Sun Aug 25 to Sat Nov 2 2019 & Sun Feb 2 to Sat Mar 28 2020

	All 10+				People 10-17			People 18-34			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	+/-
95bFM	35.2	33.0	2.2	20	4.7	4.4	0.3	8.7	11.1	-2.4	16.4	13.9	2.5	24.5	21.0	3.5	13.1	11.7	1.4	5.6	5.3	0.3	12.4	8.6	3.8
Ake	2.2	3.8	-1.6	31	0.2	0.8	-0.6	0.4	0.9	-0.5	1.0	1.8	-0.8	1.0	2.6	-1.6	0.3	1.1	-0.8	1.1	0.4	0.7	0.5	0.8	-0.3
BBC	30.7	32.3	-1.6	21	2.7	3.5	-0.8	5.3	2.4	2.9	9.2	5.9	3.3	12.7	9.4	3.3	7.7	13.0	-5.3	10.3	14.7	-4.4	6.2	8.2	-2.0
Breeze	226.4	205.3	21.1	3	26.7	17.1	9.6	46.7	51.8	-5.1	64.0	71.3	-7.3	107.1	109.5	-2.4	84.2	70.4	13.8	66.6	55.5	11.1	58.0	53.3	4.7
Chinese Radio AM936	20.1	20.8	-0.7	24	2.9	2.7	0.2	5.0	2.2	2.8	12.5	12.5	0.0	12.8	14.2	-1.4	3.9	5.4	-1.5	4.3	3.9	0.4	5.3	5.6	-0.3
Coast	137.0	118.2	18.8	7	5.9	5.0	0.9	17.8	15.5	2.3	29.5	20.5	9.0	59.7	43.5	16.2	57.3	47.9	9.4	55.7	54.2	1.5	25.9	12.2	13.7
Edge	150.0	153.0	-3.0	5	30.6	28.3	2.3	57.2	73.9	-16.7	68.9	79.6	-10.7	88.5	95.8	-7.3	25.6	21.3	4.3	10.5	6.4	4.1	38.5	35.2	3.3
Flava	92.3	76.3	16.0	12	14.3	12.9	1.4	54.0	48.8	5.2	42.0	32.8	9.2	54.4	40.4	14.0	13.6	8.1	5.5	1.4	0.5	0.9	29.2	22.9	6.3
FM99.4 Chinese Voice	15.8	7.1	8.7	26	1.6	1.6	0.0	2.4	2.2	0.2	3.0	2.9	0.1	7.0	2.9	4.1	7.6	1.3	6.3	4.8	1.4	3.4	2.8	1.3	1.5
George FM	89.3	96.5	-7.2	13	11.4	10.9	0.5	44.1	55.7	-11.6	49.6	57.0	-7.4	64.7	69.7	-5.0	18.5	15.2	3.3	4.2	2.9	1.3	17.8	19.3	-1.5
Gold / Mix*	45.0	56.2	-11.2	17	4.9	5.8	-0.9	9.1	7.5	1.6	12.4	18.1	-5.7	20.0	35.2	-15.2	18.5	27.4	-8.9	16.2	13.5	2.7	8.1	11.7	-3.6
Humm FM	59.2	63.1	-3.9	15	9.1	9.5	-0.4	30.5	15.9	14.6	41.9	39.4	2.5	44.3	50.5	-6.2	2.4	12.3	-9.9	2.3	2.3	0.0	9.5	15.1	-5.6
Life FM	46.1	40.3	5.8	16	7.5	9.0	-1.5	19.4	16.7	2.7	20.5	18.2	2.3	24.4	25.1	-0.7	11.6	11.4	0.2	10.2	5.4	4.8	9.9	11.9	-2.0
Magic	126.2	110.9	15.3	8	3.7	5.5	-1.8	14.4	10.7	3.7	22.6	13.0	9.6	51.7	30.7	21.0	59.4	52.5	6.9	56.8	57.7	-0.9	14.7	12.5	2.2
Mai FM	241.6	218.5	23.1	2	38.4	38.6	-0.2	142.2	127.7	14.5	116.6	104.7	11.9	140.9	122.1	18.8	32.8	23.3	9.5	10.0	6.0	4.0	62.6	63.3	-0.7
More FM	143.2	155.2	-12.0	6	23.5	24.4	-0.9	41.9	51.9	-10.0	58.4	63.6	-5.2	90.1	95.9	-5.8	42.6	45.9	-3.3	14.7	16.0	-1.3	36.5	40.6	-4.1
More FM Rodney	39.2	26.6	12.6	18	9.0	6.9	2.1	11.7	7.0	4.7	13.1	11.1	2.0	22.7	14.0	8.7	11.3	6.2	5.1	4.0	3.6	0.4	4.0	4.7	-0.7
Newstalk ZB	268.3	218.8	49.5	1	17.7	8.5	9.2	33.5	24.9	8.6	60.9	39.9	21.0	108.6	76.5	32.1	109.1	89.7	19.4	106.2	92.1	14.1	46.8	37.4	9.4
Niu FM	16.0	14.8	1.2	25	6.4	3.8	2.6	7.1	2.0	5.1	5.0	3.3	1.7	7.1	8.6	-1.5	2.1	7.8	-5.7	*	2.5	*	5.3	3.9	1.4
Radio 531pi	12.8	16.0	-3.2	27	1.0	4.9	-3.9	4.1	2.2	1.9	4.3	2.3	2.0	7.1	10.9	-3.8	2.9	8.6	-5.7	3.0	*	*	5.2	4.3	0.9
Radio Hauraki	70.1	64.3	5.8	14	3.7	5.5	-1.8	18.2	21.0	-2.8	32.7	33.0	-0.3	49.3	43.0	6.3	28.0	18.9	9.1	13.2	10.6	2.6	13.2	13.1	0.1
Radio Samoa	23.8	19.6	4.2	23	3.3	0.8	2.5	9.8	12.6	-2.8	13.4	14.6	-1.2	14.0	15.4	-1.4	5.5	4.2	1.3	4.8	3.4	1.4	9.5	7.7	1.8
Radio Tainui	4.2	6.3	-2.1	30	1.1	2.3	-1.2	0.5	1.1	-0.6	2.0	2.9	-0.9	2.6	2.9	-0.3	0.6	*	*	0.3	0.8	-0.5	0.2	0.2	0.0
Tarana	39.0	42.8	-3.8	19	3.8	5.2	-1.4	18.5	16.7	1.8	24.5	22.9	1.6	24.5	28.5	-4.0	2.1	8.7	-6.6	5.9	5.1	0.8	5.7	6.3	-0.6
Radio Waatea	11.4	7.8	3.6	28	0.1	0.8	-0.7	3.4	0.8	2.6	3.7	1.1	2.6	5.3	3.5	1.8	4.8	3.9	0.9	4.9	2.6	2.3	3.5	0.4	3.1
Rhema	28.5	36.0	-7.5	22	3.3	3.4	-0.1	8.3	8.7	-0.4	7.5	9.7	-2.2	15.4	19.8	-4.4	10.1	14.3	-4.2	6.7	9.2	-2.5	10.3	10.2	0.1
Rock	94.7	99.0	-4.3	11	17.9	10.9	7.0	33.0	33.1	-0.1	40.5	50.9	-10.4	59.9	75.9	-16.0	25.6	28.9	-3.3	8.2	5.1	3.1	15.6	22.6	-7.0
Star	11.1	10.1	1.0	29	1.0	1.6	-0.6	1.2	2.1	-0.9	1.5	2.4	-0.9	2.6	3.1	-0.5	2.3	1.4	0.9	2.8	2.1	0.7	0.5	0.4	0.1
The Hits	112.6	109.2	3.4	9	16.1	11.8	4.3	27.8	28.0	-0.2	44.7	38.5	6.2	66.1	65.6	0.5	36.4	42.4	-6.0	18.6	19.0	-0.4	29.9	27.0	2.9
The Sound	103.3	95.1	8.2	10	7.2	7.9	-0.7	21.0	23.1	-2.1	26.8	30.7	-3.9	51.9	52.3	-0.4	58.3	43.6	14.7	38.2	27.8	10.4	16.9	19.2	-2.3
ZM	158.5	149.0	9.5	4	21.8	26.1	-4.3	70.2	71.6	-1.4	90.5	71.8	18.7	110.9	93.1	17.8	26.4	24.8	1.6	6.7	3.8	2.9	45.8	28.1	17.7
MediaWorks Combo	803.4	762.8	40.6		93.1	81.6	11.5	269.9	272.5	-2.6	312.9	304.9	8.0	447.2	425.9	21.3	235.8	214.7	21.1	155.0	143.2	11.8	174.9	175.7	-0.8
NZME Combo	664.1	640.2	23.9		56.2	53.5	2.7	174.2	169.4	4.8	234.7	206.7	28.0	351.5	320.8	30.7	213.5	205.9	7.6	165.1	159.4	5.7	147.0	128.2	18.8
NZME and Partners	744.4	714.6	29.8		65.9	63.3	2.6	214.6	188.8	25.8	286.0	250.4	35.6	407.5	376.0	31.5	224.1	223.3	0.8	173.9	166.0	7.9	163.7	148.7	15.0
All Commercial Radio	1,152.5	1,116.5	36.0		116.0	109.5	6.5	360.4	344.2	16.2	439.4	418.2	21.2	620.8	602.7	18.1	332.4	326.3	6.1	245.2	234.6	10.6	247.1	243.4	3.7
Potential (000)	1,498.0	1,498.0	0.0		181.5	176.0	5.5	484.5	490.0	-5.5	537.0	537.0	0.0	750.0	750.0	0.0	395.0	395.0	0.0	302.0	302.0	0.0	289.0	293.7	-4.7
Sample	2,570	2,400	170		318	309	9	585	565	20	898	765	133	1,296	1,062	234	736	624	112	638	643	-5	543	461	82

MediaWorks Combo: Breeze or Edge or George FM or Magic or Mai FM or More FM or More FM Rodney or Rock or The Sound

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Please note: Due to COVID-19 survey 2 was cancelled, last survey in this report is Survey 1 2020.

*Gold / Mix includes a combination of Gold and Mix for Sun Feb 2 to Sat Mar 28 2020.



AUCKLAND COMMERCIAL RADIO - SURVEY 3 2020

Cumulative Audience (000's) by Daypart, People 10+
Survey Comparisons: 1/2020 - 3/2020

This Survey Period: Sun Feb 2 to Sat Mar 28 2020 & Sun July 19 to Sat Sep 12 2020

Last Survey Period: Sun Aug 25 to Sat Nov 2 2019 & Sun Feb 2 to Sat Mar 28 2020

	This	Last	+/-
Potential (000)	1,498.0	1,498.0	0.0
Sample Size	2,570	2,400	170

	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	+/-
95bFM	12.4	15.9	-3.5	22	9.9	8.6	1.3	9.2	11.3	-2.1	16.2	14.6	1.6	4.9	6.2	-1.3	2.8	3.3	-0.5	22.5	21.5	1.0
Ake	0.5	1.5	-1.0	31	0.5	0.8	-0.3	1.3	1.7	-0.4	0.4	1.8	-1.4	0.4	1.2	-0.8	0.1	0.3	-0.2	0.8	2.5	-1.7
BBC	12.8	16.7	-3.9	21	11.1	14.1	-3.0	11.6	9.5	2.1	8.3	11.7	-3.4	12.3	10.0	2.3	9.6	7.0	2.6	22.9	16.2	6.7
Breeze	100.7	106.5	-5.8	3	93.7	78.1	15.6	108.9	98.8	10.1	108.1	95.5	12.6	39.0	48.0	-9.0	16.7	21.1	-4.4	142.1	120.1	22.0
Chinese Radio AM936	10.7	15.5	-4.8	23	10.3	12.2	-1.9	8.3	10.3	-2.0	6.4	6.0	0.4	1.0	4.0	-3.0	0.8	2.8	-2.0	10.1	11.8	-1.7
Coast	56.6	52.0	4.6	8	65.7	62.1	3.6	75.8	69.0	6.8	63.9	57.1	6.8	23.6	35.7	-12.1	4.8	9.7	-4.9	76.5	71.2	5.3
Edge	71.7	79.5	-7.8	5	56.2	53.0	3.2	63.6	68.0	-4.4	75.8	95.5	-19.7	27.1	32.9	-5.8	8.4	6.9	1.5	71.2	77.7	-6.5
Flava	34.7	40.5	-5.8	13	30.7	30.0	0.7	39.0	38.7	0.3	38.3	32.0	6.3	26.0	14.7	11.3	9.2	3.2	6.0	61.8	42.1	19.7
FM99.4 Chinese Voice	8.3	1.7	6.6	25	4.3	2.4	1.9	2.0	2.7	-0.7	2.5	0.1	2.4	3.0	1.4	1.6	0.4	0.7	-0.3	9.4	3.1	6.3
George FM	48.9	48.6	0.3	10	33.7	37.2	-3.5	43.0	41.5	1.5	46.6	49.2	-2.6	17.9	31.9	-14.0	4.9	6.6	-1.7	49.3	59.1	-9.8
Gold / Mix*	18.0	17.2	0.8	18	19.8	18.1	1.7	19.6	26.4	-6.8	18.2	30.6	-12.4	6.4	13.0	-6.6	0.8	4.3	-3.5	26.2	26.7	-0.5
Humm FM	33.3	30.8	2.5	15	28.2	17.0	11.2	28.9	10.2	18.7	37.2	24.6	12.6	9.0	8.8	0.2	12.2	13.3	-1.1	43.7	44.4	-0.7
Life FM	22.7	25.3	-2.6	17	15.6	13.2	2.4	20.6	20.3	0.3	17.3	17.4	-0.1	12.0	7.4	4.6	2.7	2.1	0.6	33.4	27.7	5.7
Magic	69.2	59.2	10.0	6	61.9	48.9	13.0	68.1	54.3	13.8	60.2	57.7	2.5	33.4	25.3	8.1	21.0	10.1	10.9	67.1	68.4	-1.3
Mai FM	153.2	132.5	20.7	2	78.6	70.8	7.8	83.7	74.8	8.9	121.9	114.2	7.7	57.5	45.2	12.3	25.7	37.6	-11.9	165.3	114.9	50.4
More FM	67.2	75.5	-8.3	7	60.9	59.7	1.2	58.9	60.7	-1.8	67.4	77.5	-10.1	29.9	33.8	-3.9	13.4	13.2	0.2	77.1	80.1	-3.0
More FM Rodney	16.6	10.6	6.0	19	8.0	2.9	5.1	13.0	3.4	9.6	17.7	3.4	14.3	8.2	5.8	2.4	4.2	2.7	1.5	20.5	14.7	5.8
Newstalk ZB	198.4	167.1	31.3	1	112.5	90.4	22.1	104.1	88.6	15.5	116.8	95.5	21.3	68.4	63.4	5.0	65.0	62.0	3.0	160.0	127.3	32.7
Niu FM	5.3	11.9	-6.6	28	0.1	7.7	-7.6	6.4	9.3	-2.9	5.1	9.5	-4.4	3.4	5.5	-2.1	0.1	2.1	-2.0	10.6	3.2	7.4
Radio 531pi	2.3	9.7	-7.4	29	2.3	12.0	-9.7	4.6	8.2	-3.6	6.9	9.4	-2.5	0.9	8.2	-7.3	*	*	*	5.7	2.9	2.8
Radio Hauraki	38.3	31.4	6.9	12	29.6	22.8	6.8	35.3	29.6	5.7	43.7	33.1	10.6	18.4	19.4	-1.0	5.8	7.5	-1.7	25.4	30.6	-5.2
Radio Samoa	9.0	15.4	-6.4	24	7.4	15.2	-7.8	10.0	4.1	5.9	13.1	6.4	6.7	14.7	10.6	4.1	2.8	1.7	1.1	14.1	16.2	-2.1
Radio Tainui	1.4	3.5	-2.1	30	0.4	0.7	-0.3	0.3	0.4	-0.1	0.8	1.8	-1.0	0.8	0.1	0.7	0.7	0.6	0.1	0.7	2.6	-1.9
Tarana	24.5	21.7	2.8	16	14.4	10.3	4.1	14.3	7.4	6.9	26.7	26.2	0.5	14.4	14.7	-0.3	5.4	8.1	-2.7	28.9	31.9	-3.0
Radio Waatea	6.1	2.8	3.3	27	0.6	0.5	0.1	*	0.1	*	5.5	3.8	1.7	3.8	3.9	-0.1	1.1	0.1	1.0	11.1	7.6	3.5
Rhema	13.3	17.8	-4.5	20	10.8	11.2	-0.4	11.3	14.1	-2.8	13.1	10.1	3.0	12.1	13.1	-1.0	3.0	3.5	-0.5	17.5	20.0	-2.5
Rock	34.2	37.6	-3.4	14	24.8	32.6	-7.8	30.3	42.2	-11.9	41.7	48.5	-6.8	15.4	20.2	-4.8	9.9	12.5	-2.6	46.0	50.6	-4.6
Star	7.5	4.7	2.8	26	5.3	4.7	0.6	5.8	4.5	1.3	4.7	3.5	1.2	3.2	3.7	-0.5	2.3	3.0	-0.7	7.5	5.8	1.7
The Hits	49.6	46.0	3.6	9	56.2	42.4	13.8	58.1	49.6	8.5	53.5	55.9	-2.4	18.8	21.6	-2.8	11.6	5.8	5.8	58.5	52.6	5.9
The Sound	46.1	53.8	-7.7	11	48.8	41.9	6.9	49.3	46.7	2.6	53.4	48.4	5.0	15.8	18.6	-2.8	12.5	10.1	2.4	47.0	46.1	0.9
ZM	91.6	84.9	6.7	4	60.2	44.9	15.3	68.1	48.1	20.0	83.5	81.8	1.7	39.9	42.4	-2.5	11.9	13.8	-1.9	94.0	91.8	2.2
MediaWorks Combo	492.6	484.8	7.8		384.4	362.5	21.9	412.7	384.2	28.5	470.0	472.4	-2.4	212.4	232.8	-20.4	94.5	97.2	-2.7	557.0	500.5	56.5
NZME Combo	430.6	409.3	21.3		329.1	305.7	23.4	351.5	331.0	20.5	362.0	371.0	-9.0	195.3	209.5	-14.2	110.4	107.8	2.6	436.2	413.9	22.3
NZME and Partners	479.6	457.4	22.2		375.4	340.0	35.4	391.7	358.8	32.9	411.6	407.6	4.0	208.8	222.8	-14.0	121.8	122.0	-0.2	505.7	476.7	29.0
All Commercial Radio	876.1	842.8	33.3		670.9	615.9	55.0	720.2	648.1	72.1	803.7	785.0	18.7	415.3	453.7	-38.4	213.9	208.1	5.8	914.1	858.1	56.0

MediaWorks Combo: Breeze or Edge or George FM or Magic or Mai FM or More FM or More FM Rodney or Rock or The Sound

NZME Combo: BBC or Coast or Flava or Gold (from S3 2020) or Mix (until S1 2020) or Newstalk ZB or Radio Hauraki or Radio Sport (until S1 2020) or The Hits or ZM or internet only listening to Hokonui

NZME and Partners Combo: BBC or Coast or Flava or Gold (from S3 2020) or Mix (until S1 2020) or Newstalk ZB or Radio Hauraki or Radio Sport (until S1 2020) or The Hits or ZM or Chinese Radio AM936 or FM99.4 Chinese Voice or Humm FM or 95bFM or internet only listening to Hokonui

Please note: Due to COVID-19 survey 2 was cancelled, last survey in this report is Survey 1 2020.

*Gold / Mix includes a combination of Gold and Mix for Sun Feb 2 to Sat Mar 28 2020.



AUCKLAND COMMERCIAL RADIO - SURVEY 3 2020

Average Time Spent Listening (hh:mm) by Demographic, Mon-Sun 12mn-12mn
 Survey Comparisons: 1/2020 - 3/2020

This Survey Period: Sun Feb 2 to Sat Mar 28 2020 & Sun July 19 to Sat Sep 12 2020
 Last Survey Period: Sun Aug 25 to Sat Nov 2 2019 & Sun Feb 2 to Sat Mar 28 2020

	All 10+			People 10-17			People 18-34			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	+/-
95bFM	3:55	5:38	-1:43	1:08	1:20	-0:12	3:46	3:52	-0:05	4:35	6:17	-1:42	4:10	6:50	-2:40	4:10	6:36	-2:25	5:21	5:02	0:19	3:06	7:45	-4:39
Ake	2:13	6:50	-4:36	0:50	0:42	0:08	1:00	0:39	0:20	3:22	3:06	0:16	3:22	9:44	-6:21	1:00	17:36	-16:36	1:28	1:00	0:28	6:07	6:25	-0:18
BBC	4:51	3:24	1:26	3:04	1:53	1:10	6:02	1:35	4:27	4:28	2:14	2:14	5:33	3:25	2:07	6:24	3:50	2:33	4:20	3:29	0:51	3:23	2:59	0:24
Breeze	7:03	8:33	-1:30	3:30	4:00	-0:29	6:27	9:04	-2:36	6:51	10:05	-3:13	6:58	9:37	-2:38	7:34	7:59	-0:24	8:29	8:32	-0:02	7:54	7:27	0:27
Chinese Radio AM936	4:50	9:22	-4:32	4:09	5:19	-1:09	5:11	2:43	2:28	4:42	5:45	-1:03	5:06	7:05	-1:59	6:37	20:11	-13:33	4:31	20:38	-16:06	7:05	10:15	-3:09
Coast	6:59	9:18	-2:19	3:28	2:48	0:39	9:39	20:31	-10:52	7:13	16:30	-9:17	6:26	11:41	-5:14	7:23	8:43	-1:20	8:15	8:04	0:11	5:04	7:15	-2:10
Edge	4:44	5:14	-0:29	2:28	2:52	-0:23	4:35	5:41	-1:06	5:49	6:51	-1:02	5:20	6:33	-0:53	4:57	5:09	-0:12	3:24	4:37	-1:12	4:45	6:09	-1:23
Flava	6:58	4:47	2:11	4:32	5:26	-0:54	6:23	4:34	1:49	4:20	5:32	-1:12	6:11	5:05	1:06	11:29	3:06	8:22	1:15	2:52	-1:36	5:22	3:58	1:23
FM99.4 Chinese Voice	5:06	2:33	2:33	0:56	0:26	0:30	6:10	1:32	4:38	3:59	4:36	-0:37	4:47	4:36	0:10	3:37	0:45	2:52	6:25	0:42	5:42	1:57	0:45	1:12
George FM	5:50	6:18	-0:28	2:10	4:23	-2:13	6:30	6:09	0:21	6:34	6:23	0:11	6:18	6:28	-0:10	5:36	6:44	-1:07	5:46	5:30	0:16	7:01	7:01	0:00
Gold / Mix*	6:50	4:42	2:07	3:03	3:40	-0:37	6:53	4:29	2:23	4:41	2:57	1:43	7:11	4:38	2:32	10:26	6:26	4:00	7:34	5:23	2:10	10:38	4:04	6:33
Humm FM	11:51	4:08	7:43	8:45	5:41	3:03	15:47	2:51	12:56	11:54	4:12	7:42	12:01	3:58	8:02	13:54	2:57	10:56	1:47	1:48	-0:00	5:52	4:16	1:36
Life FM	4:54	5:41	-0:46	1:59	4:45	-2:45	4:14	3:51	0:23	4:06	3:44	0:21	6:11	6:46	-0:35	8:10	9:55	-1:44	3:41	2:56	0:45	2:29	2:50	-0:20
Magic	12:20	12:26	-0:05	5:31	4:04	1:27	1:31	1:10	0:20	4:06	2:45	1:20	10:20	7:56	2:23	14:17	13:49	0:28	15:27	16:27	-0:59	7:50	8:21	-0:30
Mai FM	7:33	6:25	1:07	4:14	4:37	-0:22	8:24	6:21	2:03	6:09	5:47	0:21	6:38	6:04	0:33	8:26	7:45	0:41	6:20	7:38	-1:17	5:57	6:30	-0:32
More FM	6:27	5:08	1:19	1:57	2:27	-0:30	5:56	3:59	1:56	6:02	5:11	0:51	7:13	5:28	1:45	8:55	6:43	2:11	6:39	8:04	-1:24	10:01	6:02	3:59
More FM Rodney	5:23	2:37	2:45	1:41	1:00	0:41	5:52	1:44	4:08	5:17	4:15	1:02	6:31	3:35	2:56	7:55	1:33	6:22	3:10	1:55	1:15	3:48	4:48	-1:00
Newstalk ZB	10:33	10:52	-0:19	2:17	2:04	0:12	3:56	2:58	0:58	4:35	3:40	0:54	6:39	5:34	1:04	10:13	10:11	0:01	12:59	13:24	-0:24	9:26	11:47	-2:20
Niu FM	2:24	4:25	-2:01	2:36	2:04	0:32	2:03	7:15	-5:11	1:50	5:22	-3:32	2:09	5:56	-3:46	2:54	5:09	-2:14	*	2:45	*	2:23	2:40	-0:17
Radio 531pi	6:57	8:32	-1:35	1:15	0:55	0:19	0:41	0:52	-0:10	0:43	0:57	-0:14	2:13	12:06	-9:53	4:28	15:02	-10:34	15:00	*	*	1:57	11:52	-9:54
Radio Hauraki	6:02	6:31	-0:29	1:25	1:35	-0:09	5:05	7:30	-2:25	4:59	6:00	-1:01	6:24	6:31	-0:07	8:28	7:08	1:20	6:38	6:06	0:31	4:29	4:43	-0:14
Radio Samoa	5:32	4:30	1:01	1:32	1:36	-0:04	2:14	2:30	-0:15	2:19	2:34	-0:14	2:44	3:00	-0:16	12:02	11:38	0:23	12:11	11:47	0:23	6:03	4:28	1:34
Radio Tainui	1:16	1:23	-0:07	2:23	0:30	1:53	0:15	0:40	-0:25	1:13	1:14	-0:01	0:59	1:14	-0:14	0:15	*	*	0:18	4:53	-4:34	1:45	1:45	0:00
Tarana	13:27	6:00	7:26	2:50	1:53	0:57	17:47	6:31	11:15	9:32	6:21	3:10	9:32	6:51	2:41	13:47	8:50	4:57	8:30	7:37	0:53	21:19	7:53	13:25
Radio Waatea	8:07	6:18	1:49	0:45	1:46	-1:01	11:06	2:58	8:08	10:19	2:20	7:59	11:52	11:17	0:34	10:16	10:26	-0:09	5:18	2:08	3:10	10:46	6:00	4:46
Rhema	6:43	5:20	1:23	4:56	3:52	1:04	3:59	5:46	-1:46	4:16	4:41	-0:24	6:28	4:18	2:09	7:52	4:12	3:40	8:28	7:49	0:39	7:58	5:21	2:36
Rock	5:03	7:11	-2:08	2:28	2:43	-0:14	5:17	6:20	-1:02	5:20	5:48	-0:28	4:55	6:33	-1:37	4:29	8:04	-3:34	7:26	11:23	-3:57	6:41	5:17	1:24
Star	12:26	6:16	6:10	1:25	0:41	0:44	2:15	2:06	0:08	1:55	1:52	0:02	3:36	1:35	2:00	3:42	3:54	-0:12	12:11	12:11	0:00	0:45	1:45	-1:00
The Hits	6:59	5:31	1:27	3:25	3:28	-0:02	6:57	4:37	2:19	7:19	4:39	2:40	7:49	5:52	1:56	9:04	7:23	1:41	8:44	6:39	2:05	6:34	7:07	-0:33
The Sound	8:11	8:41	-0:30	3:43	4:07	-0:24	4:55	6:25	-1:30	6:11	6:12	-0:00	8:12	9:16	-1:03	9:55	11:30	-1:34	9:01	9:03	-0:01	5:58	6:53	-0:55
ZM	5:40	4:53	0:46	2:47	3:16	-0:28	6:48	5:00	1:47	6:41	4:56	1:44	6:15	5:07	1:08	4:36	5:26	-0:50	5:00	3:41	1:18	5:07	5:21	-0:14
MediaWorks Combo	10:47	10:57	-0:09	5:28	6:28	-0:59	9:52	9:40	0:11	8:53	10:16	-1:23	10:23	10:59	-0:35	13:23	12:44	0:39	13:26	13:40	-0:14	10:31	10:09	0:22
NZME Combo	10:32	9:52	0:39	4:50	5:03	-0:13	8:39	7:48	0:50	7:58	7:23	0:34	9:03	8:04	0:59	12:18	11:14	1:04	13:52	13:51	0:01	9:02	8:45	0:16
NZME and Partners	10:46	9:46	1:00	5:37	5:27	0:09	9:36	7:31	2:05	8:47	7:27	1:20	9:36	8:06	1:30	12:21	11:21	0:59	13:39	13:58	-0:18	8:56	8:49	0:07
All Commercial Radio	16:06	14:58	1:08	8:35	8:57	-0:22	14:48	12:47	2:00	13:21	13:01	0:19	15:10	14:18	0:52	19:22	17:56	1:25	19:55	19:26	0:28	14:57	13:52	1:04
Potential (000)	1,498.0	1,498.0	0.0	181.5	176.0	5.5	484.5	490.0	-5.5	537.0	537.0	0.0	750.0	750.0	0.0	395.0	395.0	0.0	302.0	302.0	0.0	289.0	293.7	-4.7
Sample	2,570	2,400	170	318	309	9	585	565	20	898	765	133	1,296	1,062	234	736	624	112	638	643	-5	543	461	82

MediaWorks Combo: Breeze or Edge or George FM or Magic or Mai FM or More FM or More FM Rodney or Rock or The Sound

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NZME and Partners Combo: BBC or Coast or Flava or Gold (from S3 2020) or Mix (until S1 2020) or Newstalk ZB or Radio Hauraki or Radio Sport (until S1 2020) or The Hits or ZM or Chinese Radio AM936 or FM99.4 Chinese Voice or Humm FM or 95bFM or internet only listening to Hokonui

Please note: Due to COVID-19 survey 2 was cancelled, last survey in this report is Survey 1 2020.

*Gold / Mix includes a combination of Gold and Mix for Sun Feb 2 to Sat Mar 28 2020.



AUCKLAND COMMERCIAL RADIO - SURVEY 3 2020

Average Time Spent Listening (hh:mm) by Daypart, People 10+
 Survey Comparisons: 1/2020 - 3/2020

This Survey Period: Sun Feb 2 to Sat Mar 28 2020 & Sun July 19 to Sat Sep 12 2020
 Last Survey Period: Sun Aug 25 to Sat Nov 2 2019 & Sun Feb 2 to Sat Mar 28 2020

	This	Last	+/-
Potential (000)	1,498.0	1,498.0	0.0
Sample Size	2,570	2,400	170

	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	+/-
95bFM	2:10	2:19	-0:08	1:43	3:06	-1:23	2:14	2:47	-0:32	1:28	1:43	-0:15	0:37	1:17	-0:40	0:50	1:26	-0:36	1:57	2:28	-0:31
Ake	1:23	2:25	-1:01	1:34	4:33	-2:59	1:07	2:20	-1:13	0:43	2:04	-1:21	0:15	3:51	-3:36	0:15	0:23	-0:08	2:07	2:22	-0:14
BBC	1:59	1:09	0:49	1:21	0:55	0:26	1:42	1:34	0:08	0:59	0:48	0:11	1:40	1:52	-0:12	2:12	1:39	0:33	1:42	1:25	0:17
Breeze	2:25	2:44	-0:18	3:09	3:52	-0:42	3:20	3:56	-0:36	1:56	2:03	-0:07	1:45	2:10	-0:25	1:23	3:17	-1:54	2:44	3:19	-0:34
Chinese Radio AM936	2:17	3:07	-0:50	2:22	3:31	-1:08	3:06	3:52	-0:46	1:06	1:44	-0:38	2:23	3:30	-1:06	0:35	1:19	-0:44	1:15	3:01	-1:45
Coast	2:02	3:03	-1:00	2:57	3:55	-0:58	3:04	3:40	-0:36	1:32	1:48	-0:15	1:37	2:11	-0:33	1:18	1:12	0:06	3:32	3:32	0:00
Edge	1:36	2:02	-0:26	2:47	2:02	0:44	2:51	2:03	0:48	1:30	2:00	-0:29	0:48	1:02	-0:13	0:45	0:53	-0:07	1:37	2:01	-0:24
Flava	2:59	2:09	0:49	1:57	1:58	-0:00	2:55	1:33	1:22	1:47	2:12	-0:25	2:48	1:00	1:48	1:26	1:03	0:22	3:25	1:39	1:45
FM99.4 Chinese Voice	3:23	0:46	2:37	2:24	0:37	1:47	3:50	4:37	-0:47	3:09	0:15	2:54	1:22	0:30	0:52	0:15	0:15	0:00	2:24	0:33	1:50
George FM	1:56	2:07	-0:11	2:57	2:27	0:30	2:39	2:58	-0:18	1:43	1:41	0:02	0:49	1:31	-0:42	1:14	1:23	-0:09	2:14	2:32	-0:18
Gold / Mix*	2:22	1:56	0:26	3:21	2:03	1:17	3:57	2:34	1:22	1:32	1:49	-0:17	1:59	1:08	0:50	1:09	1:14	-0:05	3:01	1:52	1:09
Humm FM	3:52	1:32	2:19	4:12	1:20	2:52	4:05	2:05	2:00	2:43	2:25	0:17	2:32	0:57	1:34	7:19	1:05	6:14	2:48	1:56	0:51
Life FM	2:19	2:14	0:04	1:58	2:13	-0:15	2:09	2:35	-0:26	1:35	1:33	0:01	1:11	1:11	0:00	3:06	4:34	-1:28	1:27	1:36	-0:09
Magic	3:27	3:07	0:19	4:50	5:19	-0:28	5:19	6:13	-0:54	2:49	3:04	-0:14	2:25	1:53	0:31	3:39	7:00	-3:21	4:53	4:22	0:30
Mai FM	2:56	2:27	0:29	2:17	2:23	-0:05	3:01	3:14	-0:13	2:12	2:00	0:12	2:57	1:49	1:08	2:03	2:01	0:01	2:42	2:26	0:16
More FM	2:08	2:02	0:06	2:56	2:06	0:50	3:46	2:22	1:24	1:44	1:19	0:24	1:37	1:19	0:17	0:53	0:44	0:09	2:37	2:42	-0:04
More FM Rodney	1:56	1:55	0:00	4:07	1:04	3:03	2:44	1:02	1:41	1:47	0:42	1:04	2:07	2:32	-0:25	1:14	0:21	0:52	2:45	1:40	1:04
Newstalk ZB	4:24	4:36	-0:11	3:37	3:15	0:21	3:55	3:23	0:31	2:32	2:38	-0:06	2:11	2:08	0:03	3:24	3:15	0:08	2:57	3:19	-0:22
Niu FM	0:59	1:20	-0:20	2:00	1:06	0:53	1:23	1:18	0:04	1:11	1:09	0:01	0:35	2:02	-1:27	0:15	0:29	-0:14	1:31	1:44	-0:13
Radio 531pi	3:24	2:02	1:22	1:53	2:20	-0:26	4:13	2:05	2:07	3:06	2:05	1:01	0:55	5:30	-4:35	*	*	*	6:10	2:23	3:47
Radio Hauraki	2:20	3:02	-0:41	2:10	3:28	-1:18	2:59	3:28	-0:28	1:50	2:06	-0:16	0:46	0:46	0:00	1:18	0:44	0:34	2:24	1:41	0:42
Radio Samoa	1:30	0:43	0:46	1:17	0:56	0:21	2:01	1:44	0:16	1:31	1:15	0:16	0:54	0:42	0:12	4:14	3:31	0:43	3:04	2:06	0:57
Radio Tainui	1:26	1:34	-0:07	0:15	0:15	0:00	1:36	0:33	1:03	0:25	0:20	0:04	0:15	0:15	0:00	1:38	0:26	1:11	1:30	0:44	0:45
Tarana	3:47	3:14	0:32	4:25	2:13	2:11	5:06	2:32	2:33	3:35	2:09	1:26	4:28	1:40	2:48	4:09	1:21	2:48	3:53	1:39	2:14
Radio Waatea	4:23	2:26	1:56	0:42	0:49	-0:06	*	0:15	*	5:21	4:00	1:21	1:39	1:55	-0:15	1:09	0:30	0:39	2:32	2:34	-0:02
Rhema	2:54	2:33	0:20	2:11	1:51	0:20	1:41	1:25	0:16	2:43	2:39	0:03	2:07	2:04	0:03	2:28	2:24	0:04	2:22	2:09	0:12
Rock	2:34	3:01	-0:27	3:10	3:31	-0:21	3:19	3:52	-0:33	1:49	2:24	-0:34	1:24	1:28	-0:03	2:06	2:13	-0:07	2:01	2:52	-0:51
Star	3:21	1:39	1:42	4:45	1:09	3:36	5:25	1:34	3:51	1:37	0:53	0:44	3:29	2:46	0:42	6:02	3:57	2:04	3:06	3:03	0:02
The Hits	2:21	2:01	0:20	3:27	3:05	0:22	4:05	3:11	0:54	1:38	1:37	0:00	1:09	1:24	-0:15	2:00	0:50	1:09	1:48	1:49	-0:00
The Sound	3:05	2:48	0:17	3:30	3:34	-0:03	4:13	4:14	-0:01	2:21	2:32	-0:11	1:38	1:44	-0:05	1:34	2:22	-0:48	3:12	3:12	0:00
ZM	2:21	2:16	0:04	2:19	1:56	0:23	2:34	2:21	0:13	1:41	1:25	0:15	1:08	1:03	0:04	1:16	1:36	-0:19	1:45	1:38	0:06
MediaWorks Combo	3:09	3:06	0:02	3:53	3:39	0:13	4:27	4:32	-0:04	2:32	2:35	-0:02	2:12	1:53	0:19	2:21	3:01	-0:40	3:24	3:38	-0:14
NZME Combo	3:41	3:40	0:00	3:28	3:16	0:11	3:54	3:25	0:28	2:14	2:12	0:01	1:55	1:44	0:11	2:47	2:30	0:16	3:13	2:58	0:15
NZME and Partners	3:44	3:34	0:09	3:29	3:13	0:16	3:56	3:27	0:29	2:18	2:14	0:03	1:57	1:46	0:10	3:17	2:24	0:52	3:10	2:56	0:13
All Commercial Radio	4:11	4:04	0:07	4:30	4:11	0:18	5:08	4:52	0:15	3:02	2:59	0:03	2:29	2:10	0:18	3:17	3:07	0:10	4:21	4:08	0:13

MediaWorks Combo: Breeze or Edge or George FM or Magic or Mai FM or More FM or More FM Rodney or Rock or The Sound

NZME Combo: BBC or Coast or Flava or Gold (from S3 2020) or Mix (until S1 2020) or Newstalk ZB or Radio Hauraki or Radio Sport (until S1 2020) or The Hits or ZM or internet only listening to Hokonui

NZME and Partners Combo: BBC or Coast or Flava or Gold (from S3 2020) or Mix (until S1 2020) or Newstalk ZB or Radio Hauraki or Radio Sport (until S1 2020) or The Hits or ZM or Chinese Radio AM936 or FM99.4 Chinese Voice or Humm FM or 95bFM or internet only listening to Hokonui

Please note: Due to COVID-19 survey 2 was cancelled, last survey in this report is Survey 1 2020.

*Gold / Mix includes a combination of Gold and Mix for Sun Feb 2 to Sat Mar 28 2020.