



AUCKLAND COMMERCIAL RADIO - SURVEY 4 2020

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

Survey Comparisons: 3/2020 - 4/2020

This Survey Period: Sun July 19 to Sat Nov 14 2020

Last Survey Period: Sun Feb 2 to Sat Mar 28 2020 & Sun July 19 to Sat Sep 12 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	0.5	0.7	-0.2	27	0.5	0.5	0.0	*	0.3	0.6	-0.3	*	0.8	1.3	-0.5	*	0.9	1.1	-0.2	*	0.8	0.8	0.0	*	0.2	0.6	-0.4	*	0.8	1.0	-0.2	*
Ake	*	*	*	*	*	*	*	*	*	*	*	*	*	0.1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
BBC	1.0	0.8	0.2	24	0.7	0.8	-0.1	*	0.4	0.6	-0.2	*	0.5	0.7	-0.2	*	0.6	0.7	-0.1	*	1.4	0.8	0.6	*	2.1	0.9	1.2	*	0.4	0.6	-0.2	*
Breeze	8.1	8.6	-0.5	3	5.8	9.4	-3.6	*	4.4	5.6	-1.2	*	6.6	7.5	-0.9	*	7.3	7.9	-0.6	*	9.7	9.9	-0.2	*	13.8	11.6	2.2	*	10.6	12.4	-1.8	*
Chinese Radio AM936	0.6	0.5	0.1	26	1.0	1.2	-0.2	*	0.3	0.5	-0.2	*	1.0	1.0	0.0	*	0.9	0.7	0.2	*	0.5	0.4	0.1	*	0.6	0.4	0.2	*	1.3	1.0	0.3	*
Coast	6.3	5.2	1.1	5	2.4	2.1	0.3	*	4.8	3.2	1.6	*	4.3	3.6	0.7	*	5.1	4.1	1.0	*	9.7	6.6	3.1	*	10.1	9.4	0.7	*	4.4	3.6	0.8	*
Edge	4.7	3.8	0.9	8	11.1	7.6	3.5	*	7.1	4.9	2.2	*	7.6	6.8	0.8	*	6.1	5.3	0.8	*	2.5	2.0	0.5	*	1.2	0.7	0.5	*	6.1	5.0	1.1	*
Flava	4.1	3.5	0.6	9	7.7	6.5	1.2	*	8.7	6.5	2.2	*	5.1	3.1	2.0	*	4.4	3.6	0.8	*	2.1	2.4	-0.3	*	0.7	*	*	*	4.5	4.2	0.3	*
FM99.4 Chinese Voice	0.4	0.4	0.0	28	0.2	0.2	0.0	*	0.2	0.3	-0.1	*	0.1	0.2	-0.1	*	0.3	0.4	-0.1	*	0.6	0.4	0.2	*	0.6	0.6	0.0	*	0.2	0.2	0.0	*
George FM	3.6	2.8	0.8	12	3.7	2.5	1.2	*	7.7	5.4	2.3	*	7.5	5.6	1.9	*	6.1	4.3	1.8	*	1.8	1.6	0.2	*	0.2	0.5	-0.3	*	3.0	3.4	-0.4	*
Gold*	1.5	1.7	-0.2	17	0.7	1.5	-0.8	*	0.4	1.2	-0.8	*	0.7	1.0	-0.3	*	1.4	1.5	-0.1	*	3.0	3.0	0.0	*	2.9	2.5	0.4	*	2.3	2.3	0.0	*
Gold AM	0.3	n.a.	*	29	*	n.a.	*	*	0.1	n.a.	*	*	0.4	n.a.	*	*	0.2	n.a.	*	*	0.3	n.a.	*	*	0.5	n.a.	*	*	*	n.a.	*	*
Humm FM	3.0	3.8	-0.8	14	3.1	8.0	-4.9	*	7.0	9.0	-2.0	*	6.7	8.5	-1.8	*	4.8	5.7	-0.9	*	0.7	0.5	0.2	*	0.1	0.1	0.0	*	2.5	1.5	1.0	*
Life FM	1.5	1.2	0.3	17	2.8	1.5	1.3	*	1.9	1.5	0.4	*	0.8	1.4	-0.6	*	1.0	1.6	-0.6	*	1.3	1.5	-0.2	*	1.2	0.8	0.4	*	1.7	0.7	1.0	*
Magic	6.8	8.4	-1.6	4	0.4	2.0	-1.6	*	0.7	0.4	0.3	*	2.3	1.6	0.7	*	4.4	5.7	-1.3	*	8.4	13.2	-4.8	*	12.8	18.0	-5.2	*	5.6	3.1	2.5	*
Mai FM	9.2	9.8	-0.6	2	9.4	16.3	-6.9	*	20.3	22.4	-2.1	*	12.8	12.2	0.6	*	10.3	9.9	0.4	*	4.2	4.3	-0.1	*	2.0	1.3	0.7	*	9.9	10.1	-0.2	*
More FM	5.1	5.0	0.1	6	9.1	4.6	4.5	*	4.4	4.7	-0.3	*	5.5	6.0	-0.5	*	6.7	6.9	-0.2	*	6.2	5.9	0.3	*	2.2	2.0	0.2	*	8.3	9.9	-1.6	*
More FM Rodney	1.0	1.1	-0.1	24	1.3	1.5	-0.2	*	0.7	1.3	-0.6	*	0.8	1.2	-0.4	*	1.2	1.6	-0.4	*	1.2	1.4	-0.2	*	0.3	0.3	0.0	*	0.4	0.4	0.0	*
Newstalk ZB	13.4	15.2	-1.8	1	5.0	4.1	0.9	*	2.3	2.5	-0.2	*	5.9	4.8	1.1	*	7.7	7.7	0.0	*	13.6	17.3	-3.7	*	23.1	28.2	-5.1	*	10.3	12.0	-1.7	*
Niu FM	1.2	0.2	1.0	21	3.4	1.7	1.7	*	1.8	0.3	1.5	*	1.1	0.2	0.9	*	1.0	0.2	0.8	*	1.4	0.1	1.3	*	1.2	*	*	*	0.7	0.3	0.4	*
Radio 531pi	1.2	0.5	0.7	21	*	0.1	*	*	0.3	0.1	0.2	*	0.2	0.1	0.1	*	0.3	0.2	0.1	*	1.1	0.2	0.9	*	2.3	0.9	1.4	*	0.8	0.3	0.5	*
Radio Hauraki	2.6	2.3	0.3	15	0.6	0.5	0.1	*	2.7	1.7	1.0	*	3.2	2.8	0.4	*	3.5	3.3	0.2	*	4.2	3.7	0.5	*	2.6	1.8	0.8	*	1.6	1.6	0.0	*
Radio Samoa	1.4	0.7	0.7	19	0.2	0.5	-0.3	*	0.2	0.4	-0.2	*	0.2	0.5	-0.3	*	0.6	0.4	0.2	*	1.0	1.0	0.0	*	2.7	1.2	1.5	*	0.3	1.6	-1.3	*
Radio Tainui	*	*	*	*	0.4	0.3	0.1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Tarana	2.4	2.8	-0.4	16	2.6	1.1	1.5	*	4.3	6.2	-1.9	*	2.9	4.0	-1.1	*	2.1	2.5	-0.4	*	0.7	0.5	0.2	*	0.7	1.0	-0.3	*	3.0	3.3	-0.3	*
Radio Waatea	0.3	0.5	-0.2	29	*	*	*	*	0.4	0.7	-0.3	*	0.4	0.6	-0.2	*	0.3	0.7	-0.4	*	0.5	0.8	-0.3	*	0.5	0.5	0.0	*	0.7	1.0	-0.3	*
Rhema	1.1	1.0	0.1	23	0.4	1.6	-1.2	*	0.4	0.6	-0.2	*	0.3	0.5	-0.2	*	0.7	1.1	-0.4	*	2.4	1.2	1.2	*	2.3	1.2	1.1	*	1.8	2.2	-0.4	*
Rock	3.2	2.6	0.6	13	3.3	4.5	-1.2	*	5.1	3.3	1.8	*	4.8	3.7	1.1	*	4.3	3.1	1.2	*	2.5	1.8	0.7	*	1.0	1.2	-0.2	*	2.7	2.8	-0.1	*
Star	1.4	0.7	0.7	19	*	0.1	*	*	0.1	0.1	0.0	*	0.1	*	*	*	0.2	0.1	0.1	*	0.2	0.1	0.1	*	0.2	0.7	-0.5	*	0.2	*	*	
The Hits	3.9	4.2	-0.3	10	7.8	5.5	2.3	*	2.7	3.6	-0.9	*	6.0	5.6	0.4	*	5.7	5.5	0.2	*	4.3	5.1	-0.8	*	2.1	3.3	-1.2	*	4.6	5.3	-0.7	*
The Sound	3.7	4.6	-0.9	11	2.2	2.7	-0.5	*	1.2	1.9	-0.7	*	1.9	2.8	-0.9	*	3.5	4.5	-1.0	*	8.8	9.0	-0.2	*	7.0	7.1	-0.1	*	4.1	2.7	1.4	*
ZM	5.0	4.8	0.2	7	10.6	6.1	4.5	*	8.4	8.9	-0.5	*	8.6	10.3	-1.7	*	7.0	7.4	-0.4	*	2.9	1.9	1.0	*	1.0	0.7	0.3	*	6.4	6.3	0.1	*
MediaWorks Combo	45.4	46.7	-1.3		46.5	51.2	-4.7		51.5	49.9	1.6		49.7	47.4	2.3		49.9	49.3	0.6		45.5	49.1	-3.6		40.4	42.7	-2.3		50.8	49.8	1.0	
NZME Combo	38.2	37.7	0.5		35.6	27.3	8.3		30.5	28.2	2.3		34.7	31.9	2.8		35.7	33.8	1.9		41.5	40.8	0.7		45.1	46.9	-1.8		34.7	35.9	-1.2	
NZME and Partners	42.7	43.2	-0.5		40.4	37.2	3.2		38.3	38.7	-0.4		43.2	42.9	0.3		42.7	41.6	1.1		44.0	43.0	1.0		46.6	48.7	-2.1		39.4	39.6	-0.2	
Potential (000)	1,498.0	1,498.0	0.0		177.4	181.5	-4.1		488.6	484.5	4.1		537.0	537.0	0.0		750.0	750.0	0.0		395.0	395.0	0.0		302.0	302.0	0.0		293.0	289.0	4.0	
Sample	2,424	2,570	-146		285	318	-33		606	585	21		914	898	16		1,336	1,296	40		708	736	-28		522	638	-116		550	543	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 Gold AM (from S4 2020) or Newstalk ZB or Radio Hauraki 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 Gold AM (from S4 2020) or Newstalk ZB or Radio Hauraki 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

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



AUCKLAND COMMERCIAL RADIO - SURVEY 4 2020

Station Share (%) by Daypart, People 10+
Survey Comparisons: 3/2020 - 4/2020

This Survey Period: Sun July 19 to Sat Nov 14 2020

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

	This	Last	+/-
Potential (000)	1,498.0	1,498.0	0.0
Sample Size	2,424	2,570	-146

	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	0.5	0.7	-0.2	28	0.4	0.6	-0.2	0.4	0.6	-0.2	0.7	1.0	-0.3	0.5	0.3	0.2	0.3	0.3	0.0	0.7	1.1	-0.4
Ake	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
BBC	0.8	0.7	0.1	22	0.5	0.5	0.0	0.5	0.5	0.0	0.6	0.3	0.3	2.3	2.0	0.3	3.1	3.0	0.1	1.4	1.0	0.4
Breeze	7.4	6.7	0.7	3	8.8	9.8	-1.0	8.0	9.8	-1.8	7.7	8.6	-0.9	6.2	6.6	-0.4	3.2	3.3	-0.1	9.9	9.8	0.1
Chinese Radio AM936	0.7	0.7	0.0	24	0.7	0.8	-0.1	0.3	0.7	-0.4	1.0	0.3	0.7	0.4	0.2	0.2	*	0.1	*	0.6	0.3	0.3
Coast	4.6	3.1	1.5	6	8.5	6.4	2.1	8.2	6.3	1.9	5.8	4.0	1.8	3.7	3.7	0.0	2.8	0.9	1.9	6.0	6.8	-0.8
Edge	4.6	3.1	1.5	6	6.1	5.2	0.9	6.6	4.9	1.7	4.4	4.7	-0.3	2.4	2.1	0.3	2.6	0.9	1.7	3.5	2.9	0.6
Flava	3.2	2.8	0.4	10	2.7	2.0	0.7	4.6	3.1	1.5	4.6	2.8	1.8	5.7	7.0	-1.3	5.5	1.9	3.6	4.7	5.3	-0.6
FM99.4 Chinese Voice	0.7	0.8	-0.1	24	0.4	0.3	0.1	*	0.2	*	0.3	0.3	0.0	0.5	0.4	0.1	*	*	*	0.6	0.6	0.0
George FM	3.8	2.6	1.2	9	4.4	3.3	1.1	3.9	3.1	0.8	3.5	3.3	0.2	1.8	1.4	0.4	2.6	0.9	1.7	3.2	2.8	0.4
Gold*	0.8	1.2	-0.4	22	2.7	2.2	0.5	2.1	2.1	0.0	0.7	1.1	-0.4	1.5	1.2	0.3	0.8	0.1	0.7	1.5	2.0	-0.5
Gold AM	0.4	n.a.	*	29	0.3	n.a.	*	0.4	n.a.	*	*	n.a.	*	0.2	n.a.	*	0.1	n.a.	*	0.1	n.a.	*
Humm FM	3.0	3.5	-0.5	11	3.2	3.9	-0.7	2.6	3.2	-0.6	4.3	4.1	0.2	2.9	2.2	0.7	6.2	12.7	-6.5	1.8	3.1	-1.3
Life FM	2.2	1.4	0.8	15	0.6	1.0	-0.4	0.6	1.2	-0.6	0.9	1.1	-0.2	1.4	1.4	0.0	0.5	1.2	-0.7	2.8	1.2	1.6
Magic	5.7	6.5	-0.8	5	7.9	9.9	-2.0	7.8	9.8	-2.0	4.4	7.0	-2.6	8.0	7.8	0.2	7.1	10.9	-3.8	7.3	8.2	-0.9
Mai FM	10.3	12.3	-2.0	2	6.7	6.0	0.7	6.4	6.8	-0.4	10.4	11.0	-0.6	14.5	16.5	-2.0	11.4	7.5	3.9	10.0	11.3	-1.3
More FM	4.4	3.9	0.5	8	5.2	5.9	-0.7	5.8	6.0	-0.2	5.6	4.8	0.8	5.3	4.7	0.6	1.9	1.7	0.2	5.2	5.1	0.1
More FM Rodney	0.7	0.9	-0.2	24	0.9	1.1	-0.2	0.8	1.0	-0.2	1.1	1.3	-0.2	1.4	1.7	-0.3	0.9	0.7	0.2	1.2	1.4	-0.2
Newstalk ZB	19.9	23.9	-4.0	1	11.7	13.5	-1.8	10.4	11.0	-0.6	13.4	12.1	1.3	14.0	14.5	-0.5	18.4	31.5	-13.1	11.0	11.8	-0.8
Niu FM	0.9	0.1	0.8	21	0.8	*	*	0.6	0.2	0.4	2.0	0.2	1.8	1.6	0.2	1.4	1.4	*	*	1.6	0.4	1.2
Radio 531pi	0.4	0.2	0.2	29	0.8	0.1	0.7	0.9	0.5	0.4	0.9	0.9	0.0	2.1	0.1	2.0	4.7	*	*	1.8	0.9	0.9
Radio Hauraki	1.8	2.5	-0.7	17	2.4	2.1	0.3	3.3	2.9	0.4	3.2	3.3	-0.1	0.8	1.4	-0.6	5.8	1.1	4.7	2.4	1.5	0.9
Radio Samoa	1.6	0.4	1.2	19	0.8	0.3	0.5	1.0	0.5	0.5	0.7	0.8	-0.1	4.7	1.3	3.4	1.6	1.7	-0.1	1.8	1.1	0.7
Radio Tainui	*	0.1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.2	0.2	0.0	*	*	*
Tarana	2.2	2.5	-0.3	15	1.9	2.1	-0.2	1.7	2.0	-0.3	3.2	3.9	-0.7	5.0	6.2	-1.2	2.7	3.2	-0.5	2.5	2.8	-0.3
Radio Waatea	0.6	0.7	-0.1	27	*	*	*	0.1	*	*	0.5	1.2	-0.7	*	0.6	*	0.2	0.2	0.0	0.4	0.7	-0.3
Rhema	1.3	1.1	0.2	20	1.1	0.8	0.3	0.9	0.5	0.4	1.2	1.5	-0.3	0.3	2.5	-2.2	4.5	1.1	3.4	0.6	1.0	-0.4
Rock	2.9	2.4	0.5	13	4.1	2.6	1.5	4.3	2.7	1.6	3.5	3.1	0.4	1.5	2.1	-0.6	2.4	3.0	-0.6	2.2	2.3	-0.1
Star	1.7	0.7	1.0	18	2.0	0.8	1.2	1.9	0.9	1.0	0.9	0.3	0.6	0.9	1.1	-0.2	1.8	2.0	-0.2	0.9	0.6	0.3
The Hits	3.0	3.2	-0.2	11	4.9	6.4	-1.5	5.2	6.4	-1.2	3.6	3.6	0.0	1.9	2.1	-0.2	3.4	3.3	0.1	3.7	2.6	1.1
The Sound	2.6	3.9	-1.3	14	3.9	5.7	-1.8	4.2	5.6	-1.4	3.1	5.2	-2.1	2.4	2.5	-0.1	2.4	2.8	-0.4	4.9	3.8	1.1
ZM	6.7	5.9	0.8	4	4.7	4.6	0.1	4.8	4.7	0.1	6.4	5.8	0.6	4.3	4.4	-0.1	1.0	2.2	-1.2	4.0	4.1	-0.1
MediaWorks Combo	42.4	42.3	0.1		47.8	49.5	-1.7	47.7	49.8	-2.1	43.7	48.8	-5.1	43.5	45.4	-1.9	34.5	31.7	2.8	47.5	47.5	0.0
NZME Combo	41.2	43.2	-2.0		38.3	37.7	0.6	39.5	37.1	2.4	38.4	33.1	5.3	34.4	36.3	-1.9	40.8	44.0	-3.2	34.8	35.2	-0.4
NZME and Partners	46.1	48.9	-2.8		43.0	43.4	-0.4	42.9	41.8	1.1	44.8	38.8	6.0	38.7	39.4	-0.7	47.3	57.0	-9.7	38.5	40.3	-1.8

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 Gold AM (from S4 2020) or Newstalk ZB or Radio Hauraki 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 Gold AM (from S4 2020) or Newstalk ZB or Radio Hauraki 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

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



AUCKLAND COMMERCIAL RADIO - SURVEY 4 2020

Cumulative Audience (000's) by Demographic, Mon-Sun 12mn-12mn
 Survey Comparisons: 3/2020 - 4/2020

This Survey Period: Sun July 19 to Sat Nov 14 2020

Last Survey Period: Sun Feb 2 to Sat Mar 28 2020 & Sun July 19 to Sat Sep 12 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	27.0	35.2	-8.2	23	3.5	4.7	-1.2		6.7	8.7	-2.0		12.9	16.4	-3.5		20.0	24.5	-4.5		9.1	13.1	-4.0		2.3	5.6	-3.3		8.3	12.4	-4.1	
Ake	1.4	2.2	-0.8	32	0.6	0.2	0.4		*	0.4	*		*	1.0	*		*	1.0	*		*	0.3	*		0.8	1.1	-0.3		*	0.5	*	
BBC	32.1	30.7	1.4	21	1.6	2.7	-1.1		4.9	5.3	-0.4		8.0	9.2	-1.2		11.6	12.7	-1.1		7.7	7.7	0.0		12.7	10.3	2.4		6.2	6.2	0.0	
Breeze	225.2	226.4	-1.2	3	24.3	26.7	-2.4		50.3	46.7	3.6		72.8	64.0	8.8		108.7	107.1	1.6		70.0	84.2	-14.2		65.4	66.6	-1.2		51.7	58.0	-6.3	
Chinese Radio AM936	23.4	20.1	3.3	26	4.4	2.9	1.5		4.0	5.0	-1.0		12.4	12.5	-0.1		13.8	12.8	1.0		3.9	3.9	0.0		5.3	4.3	1.0		8.0	5.3	2.7	
Coast	120.2	137.0	-16.8	8	6.9	5.9	1.0		17.0	17.8	-0.8		29.6	29.5	0.1		54.8	59.7	-4.9		56.1	57.3	-1.2		45.0	55.7	-10.7		27.2	25.9	1.3	
Edge	175.2	150.0	25.2	4	38.1	30.6	7.5		71.2	57.2	14.0		70.4	68.9	1.5		93.7	88.5	5.2		31.4	25.6	5.8		10.9	10.5	0.4		41.8	38.5	3.3	
Flava	145.2	92.3	52.9	7	13.7	14.3	-0.6		91.1	54.0	37.1		62.9	42.0	20.9		76.0	54.4	21.6		25.0	13.6	11.4		14.1	1.4	12.7		31.1	29.2	1.9	
FM99.4 Chinese Voice	15.2	15.8	-0.6	28	1.5	1.6	-0.1		1.6	2.4	-0.8		2.1	3.0	-0.9		7.0	7.0	0.0		7.7	7.6	0.1		5.1	4.8	0.3		1.7	2.8	-1.1	
George FM	103.0	89.3	13.7	11	9.0	11.4	-2.4		60.6	44.1	16.5		56.8	49.6	7.2		73.2	64.7	8.5		18.7	18.5	0.2		2.7	4.2	-1.5		19.5	17.8	1.7	
Gold*	36.8	45.0	-8.2	18	1.1	4.9	-3.8		3.7	9.1	-5.4		6.7	12.4	-5.7		15.7	20.0	-4.3		17.8	18.5	-0.7		16.9	16.2	0.7		10.0	8.1	1.9	
Gold AM	6.4	n.a.	*	30	0.2	n.a.	*		0.8	n.a.	*		1.5	n.a.	*		1.8	n.a.	*		1.6	n.a.	*		2.8	n.a.	*		0.2	n.a.	*	
Humm FM	56.1	59.2	-3.1	15	5.3	9.1	-3.8		29.8	30.5	-0.7		38.1	41.9	-3.8		43.5	44.3	-0.8		5.3	2.4	2.9		2.2	2.3	-0.1		12.0	9.5	2.5	
Life FM	46.0	46.1	-0.1	17	9.4	7.5	1.9		15.4	19.4	-4.0		15.8	20.5	-4.7		21.8	24.4	-2.6		10.0	11.6	-1.6		8.0	10.2	-2.2		9.1	9.9	-0.8	
Magic	103.9	126.2	-22.3	10	2.4	3.7	-1.3		8.5	14.4	-5.9		18.6	22.6	-4.0		36.4	51.7	-15.3		42.6	59.4	-16.8		48.9	56.8	-7.9		15.9	14.7	1.2	
Mai FM	241.4	241.6	-0.2	2	20.2	38.4	-18.2		143.9	142.2	1.7		108.2	116.6	-8.4		141.3	140.9	0.4		46.2	32.8	13.4		17.1	10.0	7.1		51.2	62.6	-11.4	
More FM	157.7	143.2	14.5	6	28.7	23.5	5.2		44.5	41.9	2.6		61.4	58.4	3.0		91.4	90.1	1.3		43.4	42.6	0.8		17.0	14.7	2.3		36.9	36.5	0.4	
More FM Rodney	35.2	39.2	-4.0	19	7.2	9.0	-1.8		6.3	11.7	-5.4		8.7	13.1	-4.4		17.8	22.7	-4.9		11.3	11.3	0.0		6.6	4.0	2.6		3.5	4.0	-0.5	
Newstalk ZB	249.9	268.3	-18.4	1	22.0	17.7	4.3		33.4	33.5	-0.1		64.3	60.9	3.4		106.3	108.6	-2.3		90.5	109.1	-18.6		88.3	106.2	-17.9		45.7	46.8	-1.1	
Niu FM	53.2	16.0	37.2	16	7.8	6.4	1.4		28.2	7.1	21.1		16.7	5.0	11.7		22.9	7.1	15.8		15.0	2.1	12.9		9.0	*	*		8.7	5.3	3.4	
Radio 531pi	27.9	12.8	15.1	22	0.2	1.0	-0.8		9.4	4.1	5.3		6.8	4.3	2.5		9.5	7.1	2.4		7.6	2.9	4.7		9.2	3.0	6.2		5.8	5.2	0.6	
Radio Hauraki	75.3	70.1	5.2	14	3.9	3.7	0.2		19.0	18.2	0.8		34.6	32.7	1.9		49.4	49.3	0.1		29.2	28.0	1.2		16.3	13.2	3.1		18.4	13.2	5.2	
Radio Samoa	23.9	23.8	0.1	25	2.0	3.3	-1.3		5.5	9.8	-4.3		8.1	13.4	-5.3		10.9	14.0	-3.1		4.7	5.5	-0.8		6.8	4.8	2.0		3.6	9.5	-5.9	
Radio Tainui	2.1	4.2	-2.1	31	0.8	1.1	-0.3		0.4	0.5	-0.1		0.4	2.0	-1.6		1.0	2.6	-1.6		0.6	0.6	0.0		0.4	0.3	0.1		*	0.2	*	
Tarana	34.2	39.0	-4.8	20	5.1	3.8	1.3		11.7	18.5	-6.8		17.0	24.5	-7.5		20.4	24.5	-4.1		5.3	2.1	3.2		3.9	5.9	-2.0		5.4	5.7	-0.3	
Radio Waatea	7.7	11.4	-3.7	29	1.0	0.1	0.9		2.0	3.4	-1.4		2.0	3.7	-1.7		2.5	5.3	-2.8		1.8	4.8	-3.0		1.9	4.9	-3.0		2.2	3.5	-1.3	
Rhema	24.3	28.5	-4.2	24	2.2	3.3	-1.1		8.3	8.3	0.0		6.7	7.5	-0.8		11.1	15.4	-4.3		8.9	10.1	-1.2		7.2	6.7	0.5		7.1	10.3	-3.2	
Rock	102.9	94.7	8.2	12	15.5	17.9	-2.4		36.3	33.0	3.3		43.3	40.5	2.8		61.6	59.9	1.7		24.0	25.6	-1.6		7.9	8.2	-0.3		16.2	15.6	0.6	
Star	21.6	11.1	10.5	27	*	1.0	*		2.8	1.2	1.6		4.7	1.5	3.2		7.5	2.6	4.9		4.1	2.3	1.8		2.2	2.8	-0.6		1.8	0.5	1.3	
The Hits	113.5	112.6	0.9	9	17.6	16.1	1.5		28.4	27.8	0.6		46.7	44.7	2.0		66.6	66.1	0.5		36.3	36.4	-0.1		19.4	18.6	0.8		26.2	29.9	-3.7	
The Sound	98.7	103.3	-4.6	13	7.6	7.2	0.4		17.7	21.0	-3.3		22.1	26.8	-4.7		47.0	51.9	-4.9		56.4	58.3	-1.9		37.3	38.2	-0.9		17.9	16.9	1.0	
ZM	170.0	158.5	11.5	5	28.7	21.8	6.9		74.6	70.2	4.4		84.5	90.5	-6.0		108.9	110.9	-2.0		31.7	26.4	5.3		9.0	6.7	2.3		40.5	45.8	-5.3	
MediaWorks Combo	809.1	803.4	5.7		81.1	93.1	-12.0		282.4	269.9	12.5		305.6	312.9	-7.3		438.1	447.2	-9.1		231.2	235.8	-4.6		155.7	155.0	0.7		169.1	174.9	-5.8	
NZME Combo	695.4	664.1	31.3		67.0	56.2	10.8		211.2	174.2	37.0		250.8	234.7	16.1		360.8	351.5	9.3		208.2	213.5	-5.3		158.9	165.1	-6.2		152.9	147.0	5.9	
NZME and Partners	770.3	744.4	25.9		72.8	65.9	6.9		246.7	214.6	32.1		295.5	286.0	9.5		414.7	407.5	7.2		222.0	224.1	-2.1		166.4	173.9	-7.5		171.4	163.7	7.7	
All Commercial Radio	1,141.1	1,152.5	-11.4		115.6	116.0	-0.4		365.7	360.4	5.3		425.2	439.4	-14.2		601.5	620.8	-19.3		322.8	332.4	-9.6		241.9	245.2	-3.3		237.0	247.1	-10.1	
Potential (000)	1,498.0	1,498.0	0.0		177.4	181.5	-4.1		488.6	484.5	4.1		537.0	537.0	0.0		750.0	750.0	0.0		395.0	395.0	0.0		302.0	302.0	0.0		293.0	289.0	4.0	
Sample	2,424	2,570	-146		285	318	-33		606	585	21		914	898	16		1,336	1,296	40		708	736	-28		522	638	-116		550	543	7	

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 Gold AM (from S4 2020) or Newstalk ZB or Radio Hauraki 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 Gold AM (from S4 2020) or Newstalk ZB or Radio Hauraki 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

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



AUCKLAND COMMERCIAL RADIO - SURVEY 4 2020

Cumulative Audience (000's) by Daypart, People 10+
Survey Comparisons: 3/2020 - 4/2020

This Survey Period: Sun July 19 to Sat Nov 14 2020

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

	This	Last	+/-
Potential (000)	1,498.0	1,498.0	0.0
Sample Size	2,424	2,570	-146

	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	10.5	12.4	-1.9	25	9.3	9.9	-0.6	8.6	9.2	-0.6	13.6	16.2	-2.6	4.3	4.9	-0.6	1.7	2.8	-1.1	15.6	22.5	-6.9
Ake	*	0.5	*	*	0.4	0.5	-0.1	0.8	1.3	-0.5	*	0.4	*	*	0.4	*	*	0.1	*	0.6	0.8	-0.2
BBC	12.5	12.8	-0.3	22	9.7	11.1	-1.4	9.1	11.6	-2.5	7.3	8.3	-1.0	11.0	12.3	-1.3	8.7	9.6	-0.9	23.9	22.9	1.0
Breeze	93.3	100.7	-7.4	4	102.8	93.7	9.1	95.2	108.9	-13.7	102.3	108.1	-5.8	43.2	39.0	4.2	19.1	16.7	2.4	135.3	142.1	-6.8
Chinese Radio AM936	9.3	10.7	-1.4	26	12.4	10.3	2.1	7.6	8.3	-0.7	10.5	6.4	4.1	5.0	1.0	4.0	*	0.8	*	15.2	10.1	5.1
Coast	58.2	56.6	1.6	8	59.3	65.7	-6.4	68.9	75.8	-6.9	59.5	63.9	-4.4	20.9	23.6	-2.7	9.5	4.8	4.7	72.3	76.5	-4.2
Edge	83.2	71.7	11.5	5	68.3	56.2	12.1	84.5	63.6	20.9	79.1	75.8	3.3	28.1	27.1	1.0	21.8	8.4	13.4	82.3	71.2	11.1
Flava	62.8	34.7	28.1	7	42.9	30.7	12.2	74.8	39.0	35.8	75.0	38.3	36.7	42.5	26.0	16.5	28.7	9.2	19.5	83.7	61.8	21.9
FM99.4 Chinese Voice	7.2	8.3	-1.1	27	3.0	4.3	-1.3	1.5	2.0	-0.5	2.4	2.5	-0.1	3.3	3.0	0.3	*	0.4	*	11.7	9.4	2.3
George FM	49.5	48.9	0.6	10	35.6	33.7	1.9	46.2	43.0	3.2	47.0	46.6	0.4	22.5	17.9	4.6	14.7	4.9	9.8	57.4	49.3	8.1
Gold*	14.5	18.0	-3.5	20	22.2	19.8	2.4	21.9	19.6	2.3	13.6	18.2	-4.6	7.3	6.4	0.9	2.4	0.8	1.6	18.4	26.2	-7.8
Gold AM	3.5	n.a.	*	28	4.6	n.a.	*	5.1	n.a.	*	1.1	n.a.	*	1.7	n.a.	*	0.7	n.a.	*	3.4	n.a.	*
Humm FM	31.0	33.3	-2.3	15	21.5	28.2	-6.7	27.9	28.9	-1.0	33.4	37.2	-3.8	13.1	9.0	4.1	8.6	12.2	-3.6	30.8	43.7	-12.9
Life FM	24.7	22.7	2.0	17	10.0	15.6	-5.6	14.0	20.6	-6.6	21.2	17.3	3.9	11.8	12.0	-0.2	2.7	2.7	0.0	35.5	33.4	2.1
Magic	50.9	69.2	-18.3	9	52.6	61.9	-9.3	59.6	68.1	-8.5	43.5	60.2	-16.7	23.9	33.4	-9.5	18.7	21.0	-2.3	64.9	67.1	-2.2
Mai FM	144.5	153.2	-8.7	2	102.4	78.6	23.8	109.2	83.7	25.5	115.0	121.9	-6.9	60.8	57.5	3.3	55.1	25.7	29.4	166.2	165.3	0.9
More FM	75.8	67.2	8.6	6	57.5	60.9	-3.4	78.3	58.9	19.4	75.4	67.4	8.0	30.7	29.9	0.8	9.7	13.4	-3.7	84.7	77.1	7.6
More FM Rodney	13.3	16.6	-3.3	21	6.7	8.0	-1.3	12.2	13.0	-0.8	13.8	17.7	-3.9	7.9	8.2	-0.3	3.9	4.2	-0.3	20.4	20.5	-0.1
Newstalk ZB	166.3	198.4	-32.1	1	100.6	112.5	-11.9	107.7	104.1	3.6	124.4	116.8	7.6	62.3	68.4	-6.1	51.4	65.0	-13.6	151.5	160.0	-8.5
Niu FM	21.4	5.3	16.1	18	19.2	0.1	19.1	17.3	6.4	10.9	26.3	5.1	21.2	18.4	3.4	15.0	8.9	0.1	8.8	34.1	10.6	23.5
Radio 531pi	3.2	2.3	0.9	30	11.1	2.3	8.8	13.0	4.6	8.4	9.0	6.9	2.1	9.1	0.9	8.2	9.3	*	*	17.6	5.7	11.9
Radio Hauraki	33.7	38.3	-4.6	14	31.7	29.6	2.1	38.1	35.3	2.8	44.0	43.7	0.3	14.4	18.4	-4.0	6.8	5.8	1.0	32.7	25.4	7.3
Radio Samoa	10.7	9.0	1.7	24	11.2	7.4	3.8	10.8	10.0	0.8	8.4	13.1	-4.7	12.7	14.7	-2.0	3.8	2.8	1.0	16.4	14.1	2.3
Radio Tainui	*	1.4	*	*	*	0.4	*	0.4	0.3	0.1	0.4	0.8	-0.4	0.6	0.8	-0.2	0.5	0.7	-0.2	0.8	0.7	0.1
Tarana	24.9	24.5	0.4	16	15.3	14.4	0.9	14.8	14.3	0.5	24.5	26.7	-2.2	16.0	14.4	1.6	4.8	5.4	-0.6	25.7	28.9	-3.2
Radio Waatea	3.5	6.1	-2.6	28	0.2	0.6	-0.4	0.5	*	*	2.0	5.5	-3.5	*	3.8	*	1.3	1.1	0.2	7.0	11.1	-4.1
Rhema	11.6	13.3	-1.7	23	10.5	10.8	-0.3	6.7	11.3	-4.6	10.3	13.1	-2.8	3.0	12.1	-9.1	7.2	3.0	4.2	13.3	17.5	-4.2
Rock	39.9	34.2	5.7	12	36.2	24.8	11.4	47.3	30.3	17.0	48.4	41.7	6.7	20.5	15.4	5.1	17.8	9.9	7.9	51.5	46.0	5.5
Star	16.0	7.5	8.5	19	12.7	5.3	7.4	12.6	5.8	6.8	10.3	4.7	5.6	3.5	3.2	0.3	3.2	2.3	0.9	12.2	7.5	4.7
The Hits	46.6	49.6	-3.0	11	49.5	56.2	-6.7	60.2	58.1	2.1	48.0	53.5	-5.5	18.6	18.8	-0.2	12.4	11.6	0.8	66.8	58.5	8.3
The Sound	37.2	46.1	-8.9	13	43.3	48.8	-5.5	46.5	49.3	-2.8	48.7	53.4	-4.7	19.0	15.8	3.2	9.4	12.5	-3.1	63.9	47.0	16.9
ZM	100.2	91.6	8.6	3	60.6	60.2	0.4	78.7	68.1	10.6	94.0	83.5	10.5	37.0	39.9	-2.9	4.9	11.9	-7.0	90.5	94.0	-3.5
MediaWorks Combo	469.4	492.6	-23.2		406.3	384.4	21.9	456.0	412.7	43.3	450.9	470.0	-19.1	201.1	212.4	-11.3	134.3	94.5	39.8	576.7	557.0	19.7
NZME Combo	431.9	430.6	1.3		316.6	329.1	-12.5	385.9	351.5	34.4	398.3	362.0	36.3	187.9	195.3	-7.4	115.8	110.4	5.4	458.7	436.2	22.5
NZME and Partners	478.7	479.6	-0.9		354.2	375.4	-21.2	421.2	391.7	29.5	447.1	411.6	35.5	208.7	208.8	-0.1	124.5	121.8	2.7	512.8	505.7	7.1
All Commercial Radio	845.8	876.1	-30.3		656.2	670.9	-14.7	747.4	720.2	27.2	792.1	803.7	-11.6	387.5	415.3	-27.8	244.7	213.9	30.8	916.4	914.1	2.3

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 Gold AM (from S4 2020) or Newstalk ZB or Radio Hauraki 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 Gold AM (from S4 2020) or Newstalk ZB or Radio Hauraki 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

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



AUCKLAND COMMERCIAL RADIO - SURVEY 4 2020

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

Survey Comparisons: 3/2020 - 4/2020

This Survey Period: Sun July 19 to Sat Nov 14 2020

Last Survey Period: Sun Feb 2 to Sat Mar 28 2020 & Sun July 19 to Sat Sep 12 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	3:34	3:55	-0:21	1:26	1:08	0:18	2:33	3:46	-1:12	3:30	4:35	-1:04	4:02	4:10	-0:07	4:54	4:10	0:43	3:54	5:21	-1:27	3:15	3:06	0:09
Ake	1:11	2:13	-1:02	0:31	0:50	-0:19	*	1:00	*	*	3:22	*	*	3:22	*	1:41	1:28	0:12	*	6:07	*	*	*	*
BBC	5:31	4:51	0:39	4:49	3:04	1:44	4:53	6:02	-1:09	3:42	4:28	-0:46	4:46	5:33	-0:46	10:29	6:24	4:05	7:25	4:20	3:05	2:33	3:23	-0:50
Breeze	6:36	7:03	-0:26	2:32	3:30	-0:58	4:53	6:27	-1:33	5:23	6:51	-1:28	6:03	6:58	-0:54	7:58	7:34	0:23	9:41	8:29	1:11	7:20	7:54	-0:33
Chinese Radio AM936	4:49	4:50	-0:01	2:27	4:09	-1:42	4:24	5:11	-0:46	4:48	4:42	0:05	5:34	5:06	0:28	6:53	6:37	0:15	4:47	4:31	0:16	5:40	7:05	-1:24
Coast	9:37	6:59	2:37	3:40	3:28	0:12	15:41	9:39	6:02	8:45	7:13	1:31	8:26	6:26	2:00	9:52	7:23	2:29	10:16	8:15	2:00	5:49	5:04	0:44
Edge	4:58	4:44	0:13	3:05	2:28	0:36	5:30	4:35	0:55	6:25	5:49	0:36	5:54	5:40	0:13	4:38	4:57	-0:18	4:52	3:24	1:28	5:16	4:45	0:30
Flava	5:14	6:58	-1:44	5:59	4:32	1:26	5:18	6:23	-1:05	4:50	4:20	0:30	5:13	6:11	-0:58	4:52	11:29	-6:37	2:24	1:15	1:09	5:09	5:22	-0:12
FM99.4 Chinese Voice	4:57	5:06	-0:09	1:14	0:56	0:18	8:00	6:10	1:49	1:41	3:59	-2:18	4:29	4:47	-0:17	4:19	3:37	0:41	5:45	6:25	-0:39	3:19	1:57	1:21
George FM	6:24	5:50	0:34	4:23	2:10	2:12	7:02	6:30	0:32	7:54	6:34	1:19	7:28	6:18	1:09	5:39	5:36	0:02	2:59	5:46	-2:46	5:32	7:01	-1:29
Gold*	7:41	6:50	0:51	6:31	3:03	3:28	5:57	6:53	-0:55	6:17	4:41	1:35	8:08	7:11	0:57	9:38	10:26	-0:48	7:55	7:34	0:20	8:18	10:38	-2:20
Gold AM	7:21	n.a.	*	0:15	n.a.	*	4:30	n.a.	*	13:45	n.a.	*	12:16	n.a.	*	9:39	n.a.	*	7:19	n.a.	*	2:22	n.a.	*
Humm FM	9:43	11:51	-2:08	6:12	8:45	-2:33	12:59	15:47	-2:47	10:28	11:54	-1:26	10:03	12:01	-1:58	7:05	13:54	-6:48	2:06	1:47	0:18	7:38	5:52	1:46
Life FM	5:48	4:54	0:54	3:12	1:59	1:12	6:59	4:14	2:44	3:12	4:06	-0:53	4:02	6:11	-2:09	7:39	8:10	-0:31	7:07	3:41	3:27	6:43	2:29	4:13
Magic	12:05	12:20	-0:14	1:52	5:31	-3:38	4:27	1:31	2:56	7:23	4:06	3:17	10:50	10:20	0:29	11:14	14:17	-3:03	11:57	15:27	-3:30	12:37	7:50	4:46
Mai FM	6:58	7:33	-0:34	4:57	4:14	0:43	7:50	8:24	-0:34	7:03	6:09	0:54	6:34	6:38	-0:03	5:15	8:26	-3:11	5:16	6:20	-1:03	6:55	5:57	0:57
More FM	5:56	6:27	-0:31	3:22	1:57	1:24	5:28	5:56	-0:28	5:20	6:02	-0:41	6:38	7:13	-0:35	8:09	8:55	-0:45	5:53	6:39	-0:46	8:03	10:01	-1:58
More FM Rodney	5:03	5:23	-0:20	1:55	1:41	0:13	6:06	5:52	0:13	5:24	5:17	0:06	5:59	6:31	-0:31	6:08	7:55	-1:47	2:00	3:10	-1:10	4:02	3:48	0:13
Newstalk ZB	9:52	10:33	-0:40	2:25	2:17	0:08	3:50	3:56	-0:05	5:28	4:35	0:53	6:32	6:39	-0:06	8:35	10:13	-1:37	11:58	12:59	-1:01	8:06	9:26	-1:20
Niu FM	4:07	2:24	1:43	4:42	2:36	2:05	3:34	2:03	1:31	4:03	1:50	2:13	4:06	2:09	1:57	5:13	2:54	2:18	6:01	*	*	2:42	2:23	0:19
Radio 531pi	7:54	6:57	0:57	1:00	1:15	-0:15	1:30	0:41	0:48	1:36	0:43	0:53	2:59	2:13	0:46	8:04	4:28	3:35	11:38	15:00	-3:22	4:41	1:57	2:44
Radio Hauraki	6:24	6:02	0:22	1:38	1:25	0:12	7:56	5:05	2:51	5:29	4:59	0:30	6:25	6:24	0:01	8:19	8:28	-0:08	7:25	6:38	0:47	3:11	4:29	-1:18
Radio Samoa	11:08	5:32	5:36	1:03	1:32	-0:29	2:09	2:14	-0:05	1:36	2:19	-0:42	5:03	2:44	2:18	12:25	12:02	0:22	17:51	12:11	5:39	3:10	6:03	-2:52
Radio Tainui	1:56	1:16	0:40	4:54	2:23	2:30	0:15	0:15	0:00	0:15	1:13	-0:58	0:15	0:59	-0:44	0:15	0:15	0:00	0:15	0:18	-0:03	*	1:45	*
Tarana	13:03	13:27	-0:24	5:26	2:50	2:36	20:10	17:47	2:23	10:11	9:32	0:39	9:15	9:32	-0:17	7:08	13:47	-6:38	8:44	8:30	0:13	19:59	21:19	-1:20
Radio Waatea	7:04	8:07	-1:03	0:30	0:45	-0:15	11:45	11:06	0:38	11:45	10:19	1:25	10:22	11:52	-1:30	14:18	10:16	4:01	12:11	5:18	6:52	10:45	10:46	-0:01
Rhema	8:11	6:43	1:28	1:53	4:56	-3:03	2:58	3:59	-1:01	2:38	4:16	-1:38	5:34	6:28	-0:54	15:28	7:52	7:35	14:40	8:28	6:11	8:57	7:58	0:59
Rock	5:42	5:03	0:39	2:17	2:28	-0:11	7:53	5:17	2:35	6:41	5:20	1:21	6:19	4:55	1:23	6:02	4:29	1:33	5:58	7:26	-1:28	5:58	6:41	-0:42
Star	12:14	12:26	-0:11	*	1:25	*	2:54	2:15	0:39	1:50	1:55	-0:04	2:23	3:36	-1:12	2:47	3:42	-0:54	4:29	12:11	-7:41	4:36	0:45	3:51
The Hits	6:23	6:59	-0:35	4:42	3:25	1:16	5:15	6:57	-1:41	7:42	7:19	0:22	7:44	7:49	-0:05	6:44	9:04	-2:20	4:53	8:44	-3:51	6:19	6:34	-0:14
The Sound	6:50	8:11	-1:20	3:07	3:43	-0:36	3:42	4:55	-1:13	5:08	6:11	-1:03	6:42	8:12	-1:29	8:56	9:55	-0:58	8:32	9:01	-0:28	8:19	5:58	2:20
ZM	5:23	5:40	-0:16	3:54	2:47	1:06	6:14	6:48	-0:34	6:06	6:41	-0:34	5:50	6:15	-0:25	5:12	4:36	0:35	5:10	5:00	0:10	5:41	5:07	0:34
MediaWorks Combo	10:18	10:47	-0:29	6:04	5:28	0:36	10:08	9:52	0:16	9:44	8:53	0:50	10:16	10:23	-0:07	11:16	13:23	-2:07	11:52	13:26	-1:33	10:46	10:31	0:14
NZME Combo	10:05	10:32	-0:26	5:37	4:50	0:47	8:01	8:39	-0:37	8:16	7:58	0:18	8:56	9:03	-0:07	11:24	12:18	-0:53	12:59	13:52	-0:53	8:08	9:02	-0:54
NZME and Partners	10:11	10:46	-0:34	5:52	5:37	0:14	8:37	9:36	-0:59	8:44	8:47	-0:03	9:17	9:36	-0:19	11:20	12:21	-1:00	12:48	13:39	-0:50	8:14	8:56	-0:42
All Commercial Radio	16:06	16:06	-0:00	9:10	8:35	0:35	15:12	14:48	0:24	14:04	13:21	0:43	15:00	15:10	-0:09	17:44	19:22	-1:38	18:55	19:55	-0:59	15:08	14:57	0:10
Potential (000)	1,498.0	1,498.0	0.0	177.4	181.5	-4.1	488.6	484.5	4.1	537.0	537.0	0.0	750.0	750.0	0.0	395.0	395.0	0.0	302.0	302.0	0.0	293.0	289.0	4.0
Sample	2,424	2,570	-146	285	318	-33	606	585	21	914	898	16	1,336	1,296	40	708	736	-28	522	638	-116	550	543	7

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 Gold AM (from S4 2020) or Newstalk ZB or Radio Hauraki 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 Gold AM (from S4 2020) or Newstalk ZB or Radio Hauraki 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

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



AUCKLAND COMMERCIAL RADIO - SURVEY 4 2020

Average Time Spent Listening (hh:mm) by Daypart, People 10+
 Survey Comparisons: 3/2020 - 4/2020

This Survey Period: Sun July 19 to Sat Nov 14 2020

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

	This	Last	+/-
Potential (000)	1,498.0	1,498.0	0.0
Sample Size	2,424	2,570	-146

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

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 Gold AM (from S4 2020) or Newstalk ZB or Radio Hauraki 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 Gold AM (from S4 2020) or Newstalk ZB or Radio Hauraki 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

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