

## AUCKLAND COMMERCIAL RADIO - SURVEY 2 2023

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

Survey Comparisons: 1/2023 - 2/2023

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

Last Survey Period: Sun Sep 4 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 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	0.8	0.7	0.1	20	1.0	0.9	0.1	0.3	0.2	0.1	0.1	0.1	0.0	0.5	0.3	0.2	0.7	0.6	0.1	1.6	1.3	0.3	0.2	0.3	-0.1	11.7	14.5	-2.8				
Breeze	10.5	10.2	0.3	2	7.4	8.8	-1.4	8.9	7.3	1.6	10.6	11.3	-0.7	10.8	11.4	-0.6	9.7	11.0	-1.3	9.8	9.3	0.5	11.7	14.5	-2.8							
Coast	6.4	5.5	0.9	4	0.7	0.9	-0.2	2.2	2.0	0.2	2.7	2.2	0.5	4.8	3.7	1.1	8.5	7.6	0.9	8.6	8.3	0.3	6.3	5.2	1.1							
Edge	5.1	5.6	-0.5	6	8.6	10.1	-1.5	9.7	9.4	0.3	8.8	9.2	-0.4	6.8	7.2	-0.4	3.0	3.0	0.0	1.9	1.8	0.1	5.1	4.4	0.7							
Flava	2.5	3.0	-0.5	13	4.5	6.6	-2.1	4.6	6.2	-1.6	4.0	4.6	-0.6	3.3	3.8	-0.5	1.6	1.7	-0.1	0.6	0.5	0.1	2.7	3.3	-0.6							
George FM	3.9	3.7	0.2	9	7.6	3.4	4.2	7.6	7.0	0.6	6.1	6.4	-0.3	5.5	6.1	-0.6	2.5	3.3	-0.8	0.2	0.4	-0.2	1.4	1.9	-0.5							
Gold	1.5	1.8	-0.3	17	0.5	0.9	-0.4	1.0	1.5	-0.5	1.0	1.3	-0.3	1.4	1.3	0.1	2.1	2.5	-0.4	2.0	3.4	-1.4	0.9	1.7	-0.8							
Gold Sport	0.4	0.2	0.2	21	0.2	0.1	0.1	0.3	0.4	-0.1	0.3	0.4	-0.1	0.3	0.3	0.0	0.5	0.2	0.3	0.7	0.3	0.4	*	*	*							
Humm FM	1.5	2.0	-0.5	17	1.4	1.1	0.3	2.1	2.9	-0.8	2.0	2.8	-0.8	2.2	3.1	-0.9	2.0	2.6	-0.6	0.8	0.7	0.1	0.3	1.1	-0.8							
Life FM	1.2	0.8	0.4	19	1.0	0.7	0.3	1.4	1.3	0.1	1.9	1.4	0.5	1.5	1.2	0.3	0.9	0.7	0.2	1.0	0.4	0.6	1.3	1.2	0.1							
Magic	3.2	4.2	-1.0	12	0.5	1.1	-0.6	1.0	1.4	-0.4	0.8	0.9	-0.1	0.9	1.4	-0.5	3.3	3.0	0.3	7.2	9.5	-2.3	3.7	2.6	1.1							
Mai FM	9.7	8.1	1.6	3	20.8	17.9	2.9	16.7	16.1	0.6	13.7	13.3	0.4	11.7	9.8	1.9	6.3	3.3	3.0	2.9	2.3	0.6	13.4	11.7	1.7							
More FM	6.1	5.7	0.4	5	6.2	7.1	-0.9	5.4	4.1	1.3	6.9	4.5	2.4	7.3	6.6	0.7	8.3	9.1	-0.8	5.7	4.9	0.8	9.7	7.3	2.4							
Newstalk ZB	16.0	17.2	-1.2	1	4.8	4.4	0.4	5.1	4.2	0.9	6.6	5.9	0.7	8.0	8.6	-0.6	13.6	16.8	-3.2	27.4	29.9	-2.5	12.3	15.3	-3.0							
Radio Hauraki	1.7	1.7	0.0	16	1.6	1.2	0.4	2.2	2.6	-0.4	2.6	2.7	-0.1	2.1	2.5	-0.4	0.9	1.4	-0.5	1.8	1.0	0.8	1.2	1.8	-0.6							
Radio Samoa	2.0	0.8	1.2	15	1.1	0.4	0.7	0.8	0.3	0.5	0.8	0.8	0.0	0.5	0.7	-0.2	1.6	0.5	1.1	3.0	0.8	2.2	2.3	1.2	1.1							
Radio Waatea	*	0.1	*	*	*	*	*	*	0.1	*	0.1	0.2	-0.1	*	0.2	*	*	0.2	*	*	0.1	*	*	*	0.2	*						
Rhema	0.3	0.1	0.2	22	0.2	*	*	0.3	*	*	0.3	*	*	0.3	0.1	0.2	0.3	0.3	0.0	0.5	0.2	0.3	0.2	0.2	0.0							
Rock	4.2	3.8	0.4	8	3.5	4.3	-0.8	5.6	5.1	0.5	6.0	5.2	0.8	6.6	5.8	0.8	5.3	4.4	0.9	1.7	1.0	0.7	2.6	2.6	0.0							
SENZ Sport	0.1	0.1	0.0	24	*	*	*	*	0.1	*	*	0.1	*	*	0.1	*	*	0.1	0.2	-0.1	0.1	0.2	-0.1	*	*	*						
Star	0.3	0.3	0.0	22	0.2	*	*	0.1	0.1	0.0	0.2	0.2	0.0	0.3	0.4	-0.1	0.4	0.4	0.0	0.1	0.2	-0.1	0.4	0.4	0.0							
Tainui Live	*	0.1	*	*	0.2	0.3	-0.1	*	0.2	*	*	0.1	*	*	*	0.1	*	*	*	*	*	*	*	*	*							
Tarana	2.3	2.3	0.0	14	1.3	0.9	0.4	2.6	2.4	0.2	2.5	2.5	0.0	3.3	1.8	1.5	3.5	1.3	2.2	1.7	3.2	-1.5	3.6	2.1	1.5							
The Hits	3.7	3.7	0.0	10	6.2	7.1	-0.9	4.2	4.5	-0.3	4.4	4.1	0.3	3.9	4.0	-0.1	3.5	3.9	-0.4	2.9	2.5	0.4	3.4	2.9	0.5							
The Sound	3.3	5.2	-1.9	11	2.6	2.4	0.2	1.4	3.5	-2.1	1.5	3.8	-2.3	3.0	5.9	-2.9	6.4	9.9	-3.5	5.5	6.9	-1.4	3.1	2.9	0.2							
ZM	4.6	5.2	-0.6	7	9.1	10.4	-1.3	7.5	8.7	-1.2	7.7	8.2	-0.5	5.9	6.4	-0.5	2.5	2.4	0.1	1.4	1.9	-0.5	7.2	6.8	0.4							
MediaWorks Combo	49.4	50.3	-0.9		59.6	57.5	2.1	58.9	57.8	1.1	56.7	57.9	-1.2	55.3	58.0	-2.7	51.5	53.7	-2.2	41.4	41.3	0.1	51.7	49.8	1.9							
NZME Combo	37.5	39.0	-1.5		28.5	32.7	-4.2	27.4	30.4	-3.0	29.5	29.5	0.0	30.1	30.9	-0.8	33.9	37.1	-3.2	47.0	49.0	-2.0	34.3	37.3	-3.0							
Potential (000)	1,480.0	1,480.0	0.0		332.0	332.0	0.0	556.8	554.0	2.8	524.0	524.0	0.0	739.0	739.0	0.0	402.0	402.0	0.0	315.0	315.0	0.0	275.8	272.8	3.0							
Sample	2,423	2,430	-7		634	569	65	919	882	37	876	870	6	1,201	1,192	9	600	611	-11	482	539	-57	478	483	-5							

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

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

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## AUCKLAND COMMERCIAL RADIO - SURVEY 2 2023

Station Share (%) by Daypart, People 10+

Survey Comparisons: 1/2023 - 2/2023

This Survey Period: Sun Feb 12 to Sat May 6 &amp; Sun May 14 to Sat Aug 5 2023

Last Survey Period: Sun Sep 4 to Sat Nov 12 2022 &amp; Sun Feb 12 to Sat May 6 2023

	This	Last	+/-
Potential (000)	1,480.0	1,480.0	0.0
Sample Size	2,423	2,430	-7

	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	+/-	
BBC	0.8	0.7	0.1	20	0.6	0.4	0.2		0.8	0.5	0.3		0.3	0.5	-0.2		2.0	2.0	0.0		1.7	1.3	0.4		0.8	0.8	0.0	
Breeze	7.7	7.8	-0.1	3	12.4	12.7	-0.3		12.1	10.9	1.2		10.2	9.8	0.4		10.4	7.9	2.5		9.3	9.6	-0.3		10.7	10.7	0.0	
Coast	4.6	3.8	0.8	5	8.7	6.4	2.3		8.4	7.7	0.7		4.8	4.4	0.4		2.2	3.3	-1.1		3.0	3.3	-0.3		6.9	5.8	1.1	
Edge	4.3	4.3	0.0	8	5.4	5.4	0.0		6.0	6.5	-0.5		5.4	6.3	-0.9		3.0	4.7	-1.7		5.2	3.7	1.5		5.4	6.0	-0.6	
Flava	2.0	2.5	-0.5	16	2.6	3.3	-0.7		3.1	4.1	-1.0		2.5	3.2	-0.7		1.9	2.0	-0.1		1.9	1.7	0.2		2.4	2.6	-0.2	
George FM	3.1	3.7	-0.6	10	3.4	3.4	0.0		3.9	3.7	0.2		5.1	4.6	0.5		4.3	4.2	0.1		4.9	2.3	2.6		4.0	3.6	0.4	
Gold	1.1	1.4	-0.3	18	1.8	2.4	-0.6		1.6	2.0	-0.4		1.0	1.4	-0.4		0.5	0.9	-0.4		0.7	0.9	-0.2		2.0	2.0	0.0	
Gold Sport	0.3	0.4	-0.1	21	0.2	0.1	0.1		0.3	0.2	0.1		0.3	0.3	0.0		1.0	0.5	0.5		1.2	0.7	0.5		0.4	0.2	0.2	
Humm FM	1.6	1.6	0.0	17	1.4	2.1	-0.7		1.4	1.3	0.1		2.0	1.1	0.9		0.7	7.1	-6.4		1.1	4.6	-3.5		1.5	1.8	-0.3	
Life FM	1.0	0.6	0.4	19	1.1	0.6	0.5		0.8	0.7	0.1		1.5	1.2	0.3		1.8	0.7	1.1		1.3	1.3	0.0		1.4	1.1	0.3	
Magic	3.1	3.8	-0.7	10	3.0	4.9	-1.9		3.1	4.3	-1.2		2.5	2.9	-0.4		4.0	4.1	-0.1		2.0	1.9	0.1		4.1	5.3	-1.2	
Mai FM	9.6	9.0	0.6	2	6.6	6.6	0.0		8.1	7.5	0.6		9.6	9.0	0.6		19.8	9.5	10.3		14.7	8.3	6.4		10.0	8.1	1.9	
More FM	5.5	6.3	-0.8	4	5.7	5.8	-0.1		7.7	6.6	1.1		5.9	5.1	0.8		5.0	4.2	0.8		4.5	4.9	-0.4		6.0	5.2	0.8	
Newstalk ZB	24.2	26.6	-2.4	1	15.6	15.0	0.6		9.5	11.2	-1.7		17.7	17.1	0.6		14.6	18.1	-3.5		21.2	26.9	-5.7		13.0	13.8	-0.8	
Radio Hauraki	2.1	2.0	0.1	15	2.1	2.1	0.0		2.0	2.4	-0.4		1.2	1.4	-0.2		0.4	0.6	-0.2		1.0	0.4	0.6		1.6	1.2	0.4	
Radio Samoa	3.0	0.6	2.4	12	2.7	1.0	1.7		2.1	0.8	1.3		0.5	0.6	-0.1		2.1	1.4	0.7		1.0	0.8	0.2		1.4	1.0	0.4	
Radio Waatea	*	0.2	*	*	*	0.1	*	*	0.1	*	*		*	0.1	*	*	0.1	*	*	*	*	*	*	*	*	*	*	
Rhema	0.2	0.1	0.1	22	*	0.1	*		0.3	0.1	0.2		0.2	0.1	0.1		0.7	0.5	0.2		0.6	0.2	0.4		0.5	0.1	0.4	
Rock	4.1	3.6	0.5	9	3.7	3.1	0.6		4.6	3.5	1.1		5.1	4.7	0.4		3.9	5.4	-1.5		4.2	3.7	0.5		3.7	4.0	-0.3	
SENZ Sport	0.1	0.1	0.0	24	*	*	*		*	*	*		0.1	0.2	-0.1		*	0.2	*		*	*	*	*	*	0.2	0.2	0.0
Star	0.2	0.2	0.0	22	0.1	0.1	0.0		0.5	0.4	0.1		0.3	0.3	0.0		0.1	0.2	-0.1		0.2	0.3	-0.1		0.2	0.2	0.0	
Tainui Live	*	0.1	*	*	*	*	*		*	*	*		*	*	*		*	*	*		0.2	0.7	-0.5		0.1	0.1	0.0	
Tarana	2.2	1.5	0.7	14	1.9	2.0	-0.1		2.6	2.9	-0.3		2.8	2.5	0.3		2.2	1.4	0.8		2.5	2.0	0.5		2.1	2.8	-0.7	
The Hits	4.4	3.2	1.2	7	4.0	4.3	-0.3		4.6	4.7	-0.1		3.0	3.5	-0.5		2.6	3.2	-0.6		2.7	2.6	0.1		2.8	3.4	-0.6	
The Sound	2.6	3.7	-1.1	13	3.7	7.2	-3.5		3.7	6.9	-3.2		3.1	4.3	-1.2		2.5	2.5	0.0		2.7	4.6	-1.9		3.9	5.0	-1.1	
ZM	4.5	5.2	-0.7	6	4.3	4.2	0.1		5.0	5.1	-0.1		4.5	5.8	-1.3		5.5	6.5	-1.0		5.7	6.0	-0.3		4.5	5.4	-0.9	
MediaWorks Combo	42.7	45.0	-2.3		47.6	52.9	-5.3		52.1	52.4	-0.3		51.9	50.2	1.7		54.6	51.1	3.5		49.1	44.8	4.3		51.7	52.1	-0.4	
NZME Combo	43.9	45.9	-2.0		39.9	38.2	1.7		35.4	37.8	-2.4		35.4	37.6	-2.2		30.6	37.0	-6.4		39.2	43.8	-4.6		34.5	35.1	-0.6	

NB: SUM OF INDIVID

## AUCKLAND COMMERCIAL RADIO - SURVEY 2 2023

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

Survey Comparisons: 1/2023 - 2/2023

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

Last Survey Period: Sun Sep 4 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 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	33.6	28.7	4.9	19	10.4	8.8	1.6	9.5	6.7	2.8	5.4	4.2	1.2	9.9	7.4	2.5	6.8	5.8	1.0	10.7	7.8	2.9	2.5	3.4	-0.9	48.4	55.1	-6.7				
Breeze	229.1	235.4	-6.3	3	40.2	36.5	3.7	67.4	70.2	-2.8	71.6	86.9	-15.3	114.5	133.4	-18.9	81.9	78.8	3.1	62.1	56.1	6.0	19.8	17.5	2.3	48.4	55.1	-6.7				
Coast	105.9	92.5	13.4	10	9.9	8.0	1.9	15.3	12.6	2.7	17.7	15.8	1.9	37.9	32.5	5.4	48.2	37.2	11.0	44.4	37.9	6.5	19.8	17.5	2.3	37.2	34.3	2.9				
Edge	178.2	172.7	5.5	5	60.1	62.4	-2.3	84.0	89.2	-5.2	72.0	76.0	-4.0	97.8	97.2	0.6	41.9	30.4	11.5	20.3	13.2	7.1	37.2	34.3	2.9	23.4	19.6	3.8				
Flava	97.4	96.4	1.0	11	32.2	36.1	-3.9	51.6	58.0	-6.4	49.3	50.6	-1.3	58.7	57.9	0.8	15.7	9.4	6.3	6.6	2.4	4.2	17.2	14.7	2.5	6.3	5.6	0.7				
George FM	108.4	81.0	27.4	8	24.5	16.5	8.0	64.0	49.2	14.8	63.0	47.1	15.9	79.2	57.6	21.6	20.3	16.6	3.7	4.7	6.9	-2.2	17.2	14.7	2.5	10.2	9.8	0.4				
Gold	43.1	37.6	5.5	16	7.4	5.9	1.5	13.0	9.6	3.4	11.4	8.0	3.4	20.4	13.3	7.1	17.6	13.5	4.1	11.7	15.8	-4.1	6.3	5.6	0.7	1.3	0.5	0.8				
Gold Sport	16.6	10.4	6.2	21	3.9	1.9	2.0	4.3	3.7	0.6	4.1	3.2	0.9	5.2	3.2	2.0	4.3	2.6	1.7	6.2	4.1	2.1	1.3	1.3	0.5	0.8	5.2	6.3	-1.1			
Humm FM	42.1	36.0	6.1	17	7.8	4.5	3.3	23.0	22.3	0.7	22.0	23.1	-1.1	29.5	28.4	1.1	10.7	7.7	3.0	4.8	3.1	1.7	10.2	9.8	0.4	10.2	9.8	0.4				
Life FM	39.1	32.8	6.3	18	9.0	6.2	2.8	15.7	16.7	-1.0	17.6	19.4	-1.8	24.3	23.5	0.8	11.5	5.4	6.1	5.9	3.1	2.8	11.7	9.8	1.9	11.7	9.8	1.9				
Magic	70.1	70.3	-0.2	13	5.4	5.3	0.1	14.6	15.8	-1.2	12.3	12.2	0.1	17.3	17.4	-0.1	21.1	15.8	5.3	35.9	34.5	1.4	13.1	8.3	4.8	6.0	54.3	6.6				
Mai FM	252.6	227.6	25.0	2	89.7	81.4	8.3	133.9	133.3	0.6	119.7	115.2	4.5	144.5	130.9	13.6	36.6	26.6	10.0	16.9	14.5	2.4	43.8	37.6	6.2	30.0	27.0	3.0				
More FM	180.8	173.2	7.6	4	46.5	43.5	3.0	62.8	59.4	3.4	65.8	62.6	3.2	103.0	101.1	1.9	60.4	56.3	4.1	30.0	27.0	3.0	10.1	9.8	0.4	11.7	9.8	1.9				
Newstalk ZB	290.6	284.4	6.2	1	37.4	35.0	2.4	64.4	58.4	6.0	71.5	75.2	-3.7	118.4	123.0	-4.6	92.7	89.4	3.3	99.3	93.2	6.1	54.2	51.3	2.9	22.9	21.6	1.3				
Radio Hauraki	60.6	56.0	4.6	14	11.8	7.6	4.2	18.6	19.1	-0.5	24.9	25.4	-0.5	39.4	40.1	-0.7	18.6	18.5	0.1	8.7	8.4	0.3	2.4	1.8	0.6	2.4	1.8	0.6				
Radio Samoa	19.7	13.1	6.6	20	6.6	4.0	2.6	7.1	4.9	2.2	4.2	4.8	-0.6	4.2	5.8	-1.6	3.8	1.9	1.9	5.2	1.6	3.6	1.3	2.2	0.9	1.9	-1.0	0.9	-1.0			
Radio Waatea	3.6	6.2	-2.6	26	2.0	0.3	1.7	1.4	2.5	-1.1	1.0	3.7	-2.7	1.6	4.3	-2.7	0.7	1.4	-0.7	*	1.5	*	1.3	2.2	0.9	1.9	-1.0	0.9	-1.0			
Rhema	13.3	8.2	5.1	23	2.7	0.9	1.8	2.9	1.0	1.9	3.2	1.0	2.2	4.1	2.5	1.6	2.6	3.6	-1.0	6.0	3.8	2.2	2.2	2.6	-0.4	10.1	10.8	-0.7				
Rock	106.0	101.6	4.4	9	25.7	23.2	2.5	49.4	51.8	-2.4	52.7	55.4	-2.7	69.0	70.4	-1.4	25.8	21.0	4.8	11.2	8.0	3.2	17.5	15.9	1.6	10.1	9.8	0.4				
SENZ Sport	4.7	8.3	-3.6	25	0.9	*	*	1.6	1.6	0.0	0.9	1.6	-0.7	1.5	4.6	-3.1	0.9	4.2	-3.3	1.7	3.3	-1.6	0.3	0.4	-0.1	1.3	2.2	0.9				
Star	13.4	10.0	3.4	22	2.9	0.3	2.6	3.9	1.7	2.2	3.1	2.8	0.3	6.9	5.7	1.2	5.7	4.5	1.2	1.9	2.7	-0.8	2.0	2.0	0.0	1.3	2.2	-0.9				
Tainui Live	6.4	8.6	-2.2	24	4.3	3.7	0.6	2.6	5.8	-3.2	0.6	3.2	-2.6	1.3	3.2	-1.9	1.5	0.9	0.6	0.8	0.9	-0.1	1.3	2.2	-0.9	10.1	10.8	-0.7				
Tarana	51.5	34.7	16.8	15	10.8	3.1	7.7	19.8	15.1	4.7	15.8	18.0	-2.2	25.5	21.8	3.7	17.4	10.4	7.0	13.9	8.4	5.5	10.1	10.8	-0.7	22.9	21.6	1.3				
The Hits	120.5	127.5	-7.0	7	40.4	38.6	1.8	48.2	52.7	-4.5	43.6	50.3	-6.7	62.3	73.4	-11.1	31.5	34.2	-2.7	16.8	14.6	2.2	22.9	21.6	1.3	16.4	18.7	-2.3				
The Sound	90.4	108.4	-18.0	12	15.9	13.8	2.1	26.4	37.0	-10.6	23.4	35.6	-12.2	47.4	60.8	-13.4	40.1	46.2	-6.1	26.6	32.6	-6.0	16.4	18.7	-2.3	40.2	34.7	5.5				
ZM	167.5	176.9	-9.4	6	57.8	53.8	4.0	83.4	97.4	-14.0	81.4	91.8	-10.4	95.4	108.8	-13.4																

## AUCKLAND COMMERCIAL RADIO - SURVEY 2 2023

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

Survey Comparisons: 1/2023 - 2/2023

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

Last Survey Period: Sun Sep 4 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 2023

	This	Last	+/-
Potential (000)	1,480.0	1,480.0	0.0
Sample Size	2,423	2,430	-7

	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	+/-	
BBC	14.7	15.6	-0.9	18	11.6	9.4	2.2		15.6	10.1	5.5		7.0	10.0	-3.0		6.2	5.6	0.6		7.5	6.2	1.3		17.5	18.9	-1.4	
Breeze	106.1	105.6	0.5	3	98.3	99.5	-1.2		107.1	100.4	6.7		111.5	106.4	5.1		45.0	45.7	-0.7		28.7	23.8	4.9		135.4	130.2	5.2	
Coast	59.8	43.8	16.0	8	49.1	43.7	5.4		52.7	54.8	-2.1		45.9	44.5	1.4		15.2	12.5	2.7		9.0	9.7	-0.7		65.7	55.8	9.9	
Edge	77.3	66.8	10.5	6	58.9	69.8	-10.9		79.6	87.4	-7.8		64.8	69.2	-4.4		30.4	32.6	-2.2		17.3	13.3	4.0		99.2	94.0	5.2	
Flava	38.4	45.4	-7.0	11	38.0	39.4	-1.4		47.7	46.1	1.6		41.7	46.2	-4.5		16.2	16.0	0.2		7.9	9.5	-1.6		44.7	41.2	3.5	
George FM	47.7	34.9	12.8	10	35.5	30.6	4.9		46.5	34.1	12.4		53.0	41.8	11.2		28.0	22.9	5.1		16.1	8.7	7.4		64.8	45.8	19.0	
Gold	9.9	12.8	-2.9	20	12.3	18.0	-5.7		16.5	21.2	-4.7		16.1	16.5	-0.4		6.3	7.2	-0.9		2.4	3.2	-0.8		25.9	19.7	6.2	
Gold Sport	6.9	4.7	2.2	21	3.1	3.0	0.1		4.4	2.8	1.6		7.9	4.4	3.5		6.7	2.7	4.0		2.7	1.3	1.4		10.5	5.4	5.1	
Humm FM	19.8	16.3	3.5	16	14.8	15.7	-0.9		22.9	16.7	6.2		24.6	18.8	5.8		5.6	7.1	-1.5		8.5	8.9	-0.4		21.7	20.4	1.3	
Life FM	17.1	9.9	7.2	17	12.6	10.1	2.5		10.3	10.8	-0.5		18.6	10.8	7.8		8.1	6.2	1.9		3.2	2.9	0.3		24.8	24.9	-0.1	
Magic	28.1	30.4	-2.3	14	25.8	36.9	-11.1		32.6	43.2	-10.6		23.9	25.8	-1.9		17.8	12.8	5.0		8.4	8.3	0.1		43.5	45.4	-1.9	
Mai FM	128.1	114.4	13.7	2	87.6	75.6	12.0		114.1	95.0	19.1		113.2	104.8	8.4		67.8	46.4	21.4		41.7	33.0	8.7		161.4	133.8	27.6	
More FM	77.7	79.9	-2.2	5	56.3	61.3	-5.0		90.9	72.7	18.2		76.1	70.3	5.8		35.7	26.9	8.8		19.4	18.8	0.6		108.0	96.9	11.1	
Newstalk ZB	202.8	197.3	5.5	1	115.9	102.9	13.0		122.2	119.2	3.0		143.6	135.9	7.7		59.7	61.7	-2.0		47.8	55.9	-8.1		181.3	166.9	14.4	
Radio Hauraki	32.0	29.1	2.9	12	17.4	22.1	-4.7		23.2	26.9	-3.7		21.1	20.3	0.8		6.7	6.7	0.0		4.6	3.2	1.4		30.0	24.4	5.6	
Radio Samoa	13.8	8.1	5.7	19	9.4	4.0	5.4		13.6	7.7	5.9		5.4	4.8	0.6		4.6	3.4	1.2		2.8	4.1	-1.3		9.9	9.1	0.8	
Radio Waatea	0.3	3.2	-2.9	26	1.0	2.5	-1.5		1.8	1.3	0.5		0.4	1.4	-1.0		0.6	0.3	0.3		0.2	*	*		1.8	4.7	-2.9	
Rhema	6.2	3.4	2.8	22	1.9	2.1	-0.2		3.7	2.9	0.8		4.3	2.3	2.0		3.8	1.7	2.1		3.1	1.2	1.9		9.2	4.8	4.4	
Rock	51.9	46.3	5.6	9	31.2	31.8	-0.6		45.5	43.3	2.2		48.0	44.9	3.1		25.5	27.0	-1.5		16.0	14.5	1.5		58.9	56.1	2.8	
SENZ Sport	0.6	2.6	-2.0	25	0.3	0.6	-0.3		0.6	2.3	-1.7		1.2	3.8	-2.6		*	0.8	*		*	*	*	*		3.8	3.7	0.1
Star	4.8	4.1	0.7	23	3.3	2.7	0.6		8.3	5.2	3.1		7.3	5.0	2.3		0.9	1.4	-0.5		1.1	1.8	-0.7		5.7	4.9	0.8	
Tainui Live	1.2	2.8	-1.6	24	1.6	2.2	-0.6		0.2	1.3	-1.1		*	*	*		0.6	0.5	0.1		2.3	2.1	0.2		3.8	3.5	0.3	
Tarana	20.1	16.2	3.9	15	20.1	14.0	6.1		25.3	17.5	7.8		30.0	21.8	8.2		16.7	7.6	9.1		7.7	5.2	2.5		34.6	18.4	16.2	
The Hits	62.4	55.1	7.3	7	44.0	45.4	-1.4		60.9	60.1	0.8		54.9	59.2	-4.3		20.3	24.6	-4.3		11.8	8.0	3.8		57.8	63.4	-5.6	
The Sound	31.7	47.7	-16.0	13	31.1	45.5	-14.4		42.3	56.5	-14.2		40.9	52.7	-11.8		17.3	16.2	1.1		11.1	13.5	-2.4		58.7	59.1	-0.4	
ZM	83.1	90.2	-7.1	4	52.5	47.6	4.9		78.4	71.5	6.9		72.9	76.7	-3.8		30.4	29.2	1.2		18.1	20.7	-2.6		93.1	97.2	-4.1	
MediaWorks Combo	489.2	459.9	29.3		381.																							

## AUCKLAND COMMERCIAL RADIO - SURVEY 2 2023

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

Survey Comparisons: 1/2023 - 2/2023

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

Last Survey Period: Sun Sep 4 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 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	4:05	3:58	0:07	2:26	2:20	0:06	1:36	1:45	-0:08	1:23	1:18	0:05	3:46	3:06	0:39	5:19	5:12	0:06	6:36	6:49	-0:12	2:42	2:25	0:17
Breeze	7:45	6:57	0:48	4:54	5:20	-0:26	6:46	5:23	1:22	7:47	7:12	0:34	7:41	7:05	0:36	6:22	7:08	-0:46	7:10	7:05	0:04	7:55	7:56	-0:00
Coast	10:09	9:29	0:39	1:55	2:34	-0:39	7:30	8:21	-0:51	7:59	7:42	0:17	10:19	9:20	0:59	9:32	10:25	-0:53	8:48	9:16	-0:28	10:18	9:01	1:17
Edge	4:53	5:11	-0:17	3:49	3:35	0:14	5:55	5:27	0:28	6:27	6:40	-0:12	5:39	6:06	-0:27	3:53	5:01	-1:08	4:18	5:55	-1:37	4:30	3:49	0:41
Flava	4:16	5:03	-0:46	3:42	4:04	-0:21	4:33	5:32	-0:58	4:13	5:00	-0:46	4:37	5:29	-0:52	5:37	9:12	-3:35	3:58	8:53	-4:55	3:50	5:01	-1:10
George FM	6:06	7:24	-1:18	8:12	4:31	3:41	6:07	7:21	-1:13	5:07	7:32	-2:25	5:43	8:49	-3:06	6:43	10:05	-3:21	1:34	2:28	-0:54	2:34	3:49	-1:15
Gold	5:43	7:32	-1:49	1:49	3:35	-1:45	4:00	7:59	-3:59	4:31	8:57	-4:26	5:23	8:05	-2:41	6:27	9:27	-2:59	7:35	9:01	-1:25	4:47	8:59	-4:12
Gold Sport	3:44	3:50	-0:05	1:05	1:01	0:03	4:06	6:05	-1:58	4:21	7:02	-2:41	4:42	7:02	-2:20	6:04	3:24	2:40	4:54	3:28	1:26	0:41	0:30	0:11
Humm FM	6:01	8:44	-2:42	4:40	5:36	-0:56	4:45	6:42	-1:56	4:48	6:39	-1:50	6:08	9:10	-3:02	9:54	17:09	-7:15	7:34	9:20	-1:45	1:45	5:28	-3:43
Life FM	5:02	4:08	0:53	3:03	2:21	0:41	4:44	3:56	0:47	5:35	3:58	1:36	5:03	4:23	0:40	4:02	6:27	-2:25	7:56	5:53	2:03	4:04	3:44	0:19
Magic	7:48	9:40	-1:51	2:21	4:31	-2:10	3:35	4:26	-0:51	3:37	3:58	-0:21	4:25	6:28	-2:02	8:22	9:31	-1:09	9:03	11:43	-2:39	9:07	9:16	-0:09
Mai FM	6:29	5:45	0:44	6:10	4:52	1:18	6:24	6:14	0:10	6:03	6:22	-0:19	6:35	6:13	0:22	9:17	6:14	3:02	7:52	6:43	1:08	7:10	6:31	0:39
More FM	5:40	5:19	0:21	3:34	3:36	-0:02	4:25	3:34	0:51	5:30	4:00	1:29	5:46	5:26	0:20	7:27	8:14	-0:47	8:39	7:41	0:58	7:15	5:52	1:23
Newstalk ZB	9:18	9:42	-0:24	3:26	2:48	0:37	4:05	3:41	0:24	4:54	4:18	0:36	5:31	5:48	-0:16	7:55	9:33	-1:38	12:33	13:38	-1:04	7:26	8:59	-1:32
Radio Hauraki	4:50	4:57	-0:07	3:32	3:31	0:00	6:02	6:59	-0:57	5:24	5:58	-0:34	4:15	5:11	-0:56	2:33	3:51	-1:17	9:36	5:09	4:26	3:13	5:29	-2:16
Radio Samoa	16:50	10:25	6:24	4:27	2:26	2:01	5:57	2:58	2:59	10:20	9:10	1:09	10:20	9:48	0:31	23:08	12:24	10:43	25:45	21:13	4:31	30:21	19:49	10:32
Radio Waatea	1:01	3:13	-2:12	0:18	0:15	0:03	1:25	1:25	-0:00	2:53	2:59	-0:06	1:54	3:06	-1:12	0:30	5:32	-5:02	*	4:11	*	1:22	3:33	-2:11
Rhema	4:02	2:20	1:42	2:09	0:45	1:23	5:23	0:36	4:47	5:38	0:36	5:01	5:42	2:53	2:48	6:41	3:42	2:59	4:04	2:43	1:21	3:11	2:47	0:23
Rock	6:39	6:05	0:34	3:36	4:03	-0:26	5:53	5:06	0:47	6:01	5:13	0:47	7:47	6:48	0:59	11:07	10:43	0:23	6:43	5:36	1:06	4:55	4:58	-0:03
SENZ Sport	2:32	2:18	0:14	0:26	*	*	1:22	1:45	-0:22	2:03	1:45	0:17	2:17	2:26	-0:08	3:23	2:37	0:46	3:46	2:02	1:44	5:45	0:30	5:15
Star	3:11	4:06	-0:55	1:47	0:15	1:32	0:52	2:17	-1:25	3:33	4:23	-0:49	4:07	5:30	-1:23	3:54	5:01	-1:07	2:32	2:38	-0:05	6:00	5:53	0:07
Tainui Live	0:53	1:31	-0:38	1:10	1:33	-0:23	0:46	1:38	-0:51	0:30	1:28	-0:58	0:22	1:28	-1:06	0:15	0:15	0:00	0:15	0:15	0:00	1:14	0:33	0:40
Tarana	7:36	10:34	-2:58	3:10	6:06	-2:56	6:53	8:02	-1:08	8:23	7:44	0:39	10:35	6:54	3:41	10:49	6:18	4:30	5:39	16:13	-10:33	11:33	5:59	5:33
The Hits	5:08	4:43	0:25	4:04	4:05	-0:01	4:27	4:26	0:01	5:22	4:32	0:50	5:06	4:31	0:34	5:58	5:49	0:09	7:56	7:22	0:34	4:50	4:05	0:45
The Sound	6:15	7:47	-1:32	4:20	3:48	0:32	2:44	4:54	-2:09	3:24	5:50	-2:26	5:11	7:59	-2:47	8:36	10:53	-2:17	9:23	9:02	0:20	6:16	4:36	1:39
ZM	4:41	4:45	-0:03	4:12	4:18	-0:06	4:37	4:35	0:02	5:00	4:57	0:03	5:02	4:50	0:12	5:07	4:24	0:43	4:29	5:54	-1:25	5:53	5:56	-0:03
MediaWorks Combo	10:05	10:06	-0:00	8:22	7:09	1:12	9:18	9:13	0:04	9:24	10:04	-0:40	9:52	10:42	-0:49	11:50	12:17	-0:27	11:52	11:33	0:18	10:04	9:14	0:49
NZME Combo	9:24	9:22	0:01	5:23	5:25	-0:01	6:24	6:40	-0:16	6:49	6:50	-0:00	7:30	7:37	-0:07	9:39	10:40	-1:00	13:32	13:35	-0:02	8:20	9:04	-0:44
All Commercial Radio	14:28	14:14	0:14	11:06	9:59	1:07	12:15	12:34																

## AUCKLAND COMMERCIAL RADIO - SURVEY 2 2023

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

Survey Comparisons: 1/2023 - 2/2023

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

Last Survey Period: Sun Sep 4 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 2023

	This	Last	+/-
Potential (000)	1,480.0	1,480.0	0.0
Sample Size	2,423	2,430	-7

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

MediaWorks Combo: Breeze, Edge, George FM, Humm FM, Magic, Mai