

## AUCKLAND COMMERCIAL RADIO - SURVEY 2 2022

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

Survey Comparisons: 1/2022 - 2/2022

This Survey Period: Sun Feb 13 to Sat Jun 18 2022

Last Survey Period: Sun Aug 29 to Sat Nov 6 2021 & Sun Feb 13 to Sat Apr 9 2022

	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	21	0.3	0.3	0.0	0.1	0.1	0.0	0.1	0.2	-0.1	0.2	0.2	0.0	0.7	0.7	0.0	1.6	1.2	0.4	0.5	0.7	-0.2	10.8	11.9	-1.1												
Breeze	12.2	8.9	3.3	2	12.1	8.4	3.7	9.8	8.7	1.1	12.6	9.6	3.0	14.2	9.9	4.3	15.4	10.3	5.1	11.8	9.3	2.5	3.1	3.7	-0.6	3.1	3.7	-0.6												
Coast	5.0	5.0	0.0	8	4.7	3.4	1.3	3.2	2.4	0.8	1.7	1.8	-0.1	3.2	3.5	-0.3	5.1	6.5	-1.4	6.2	7.4	-1.2	5.4	4.9	0.5	5.1	4.5	0.6	3.3	2.8	0.5									
Edge	3.8	3.9	-0.1	9	7.7	8.9	-1.2	5.9	7.0	-1.1	5.1	6.2	-1.1	4.9	4.5	0.4	3.0	1.3	1.7	1.1	0.9	0.2	5.1	5.1	0.0	3.1	3.7	-0.6	3.1	3.7	-0.6									
Flava	3.7	3.9	-0.2	10	7.0	7.7	-0.7	8.2	8.1	0.1	6.6	6.9	-0.3	5.5	5.4	0.1	1.9	1.3	0.6	0.2	0.1	0.1	5.1	5.1	0.0	3.3	2.8	0.5	3.3	2.8	0.5									
George FM	3.7	3.9	-0.2	10	1.9	5.0	-3.1	6.2	6.9	-0.7	7.7	7.4	0.3	6.5	5.9	0.6	2.9	1.8	1.1	1.1	0.6	0.5	3.3	2.8	0.5	3.3	2.8	0.5	3.3	2.8	0.5									
Gold	1.6	1.6	0.0	15	0.9	0.7	0.2	0.8	0.7	0.1	0.7	0.8	-0.1	2.0	1.4	0.6	3.1	3.0	0.1	1.7	2.8	-1.1	1.5	1.5	0.0	0.1	0.1	0.0	0.1	0.0										
Gold AM	0.1	0.2	-0.1	27	0.1	0.1	0.0	*	*	*	0.1	*	*	0.1	0.1	0.0	0.1	0.4	-0.3	0.2	0.3	-0.1	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.0	0.0									
Humm FM	1.6	2.3	-0.7	15	1.9	1.5	0.4	2.2	3.9	-1.7	2.2	4.3	-2.1	1.6	3.1	-1.5	1.5	1.8	-0.3	1.5	1.7	-0.2	1.3	2.1	-0.8	1.6	2.4	-0.8	1.6	2.4	-0.8									
Life FM	1.0	1.1	-0.1	19	1.7	1.6	0.1	1.4	1.8	-0.4	1.5	1.8	-0.3	1.2	1.5	-0.3	0.8	0.8	0.0	0.8	0.3	0.5	1.6	1.2	4.4	4.4	3.9	3.9	3.9	0.5										
Magic	7.0	6.5	0.5	4	0.2	0.7	-0.5	2.6	3.6	-1.0	3.8	5.4	-1.6	3.2	4.5	-1.3	5.5	4.0	1.5	11.7	10.5	1.2	4.4	3.9	0.5	8.6	5.8	2.8	8.6	5.8	2.8									
Mai FM	7.6	7.6	0.0	3	17.2	14.6	2.6	17.4	16.7	0.7	13.9	14.0	-0.1	10.2	10.3	-0.1	2.2	2.0	0.2	0.8	0.5	0.3	8.6	8.6	0.0	8.6	5.8	2.8	8.6	5.8	2.8									
More FM	6.7	5.9	0.8	5	9.9	10.2	-0.3	5.1	4.0	1.1	4.0	3.2	0.8	6.1	5.4	0.7	10.1	8.4	1.7	7.7	5.7	2.0	7.3	7.6	-0.3	7.3	7.6	-0.3	7.3	7.6	-0.3									
Newstalk ZB	16.8	21.5	-4.7	1	5.7	5.1	0.6	5.8	6.4	-0.6	7.4	10.9	-3.5	9.9	15.8	-5.9	18.5	26.9	-8.4	25.5	33.8	-8.3	9.6	19.1	-9.5	9.6	19.1	-9.5	9.6	19.1	-9.5									
Niu FM	0.4	0.4	0.0	24	0.7	0.6	0.1	0.8	0.8	0.0	0.7	0.6	0.1	0.5	0.5	0.0	0.1	0.2	-0.1	0.1	0.1	0.0	0.3	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0								
Radio 531pi	0.4	0.3	0.1	24	0.2	0.2	0.0	0.2	0.1	0.1	0.1	0.1	0.0	0.1	0.2	-0.1	0.5	0.6	-0.1	0.6	0.5	0.1	0.4	0.3	0.1	0.4	0.3	0.1	0.4	0.3	0.1	0.4	0.3	0.1						
Radio Hauraki	2.1	1.4	0.7	14	1.3	1.2	0.1	1.9	1.4	0.5	2.7	1.7	1.0	2.9	1.5	1.4	2.6	1.4	1.2	1.8	1.6	0.2	2.1	1.8	0.3	2.1	1.8	0.3	2.1	1.8	0.3	2.1	1.8	0.3						
Radio Samoa	1.3	1.0	0.3	17	0.2	0.5	-0.3	0.5	0.3	0.2	0.3	0.2	0.1	1.1	1.0	0.1	1.3	1.4	-0.1	0.7	0.2	0.5	1.1	0.3	0.8	1.1	0.3	0.8	1.1	0.3	0.8	1.1	0.3	0.8						
Radio Waatea	0.1	0.2	-0.1	27	*	*	*	*	*	*	*	*	*	0.3	0.3	0.0	0.4	0.5	0.0	*	*	*	*	0.1	*	*	0.7	0.8	-0.1	0.7	0.8	-0.1	0.7	0.8	-0.1					
Rhema	0.6	0.7	-0.1	22	0.7	0.5	0.2	0.2	0.3	-0.1	0.1	0.3	-0.2	0.2	0.3	-0.1	1.1	0.9	0.2	1.5	1.2	0.3	0.5	0.6	-0.1	0.5	0.6	-0.1	0.5	0.6	-0.1	0.5	0.6	-0.1						
Rock	2.7	3.6	-0.9	13	3.9	6.8	-2.9	4.2	4.2	0.0	4.3	4.4	-0.1	4.1	4.6	-0.5	2.2	3.0	-0.8	0.6	0.8	-0.2	3.5	3.4	0.1	3.5	3.4	0.1	3.5	3.4	0.1	3.5	3.4	0.1						
SENZ Sport	0.2	0.1	0.1	26	*	*	*	*	*	*	0.1	*	*	0.1	*	*	0.1	*	*	0.1	0.1	0.0	0.2	0.2	0.0	0.1	*	*	*	*	*	*								
Star	0.5	0.3	0.2	23	0.1	0.2	-0.1	0.8	0.2	0.6	1.1	0.2	0.9	0.8	0.1	0.7	0.2	0.3	-0.1	0.2	0.5	0.0	0.3	-0.3	1.3	0.2	1.1	1.3	0.2	1.1	1.3	0.2	1.1	1.3	0.2					
Tainui Live	0.1	0.1	0.0	27	0.2	0.3	-0.1	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.0	0.0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*						
Tarana	1.1	0.8	0.3	18	0.4	0.4	0.0	1.1	1.2	-0.1	1.1	1.3	-0.2	0.9	1.2	-0.3	0.9	0.5	0.4	1.5	0.1	1.4	1.3	0.4	0.9	0.4	0.9	1.3	0.4	0.9	1.3	0.4	0.9							
The Hits	3.3	2.9	0.4	12	5.8	5.3	0.5	3.8	3.7	0.1	3.3	2.6	0.7	3.6	3.2	0.4	3.6	3.6	0.0	2.3	1.7	0.6	4.9	3.7	1.2	4.9	3.7	1.2	4.9	3.7	1.2	4.9	3.7	1.2						
The Sound	5.2	3.7	1.5	7	1.5	1.8	-0.3	4.2	2.8	1.4	4.9	2.6	2.3	5.2	3.1	2.1	7.0	5.4	1.6	8.5	6.5	2.0	8.1	2.7	5.4	8.1	2.7	5.4	8.1	2.7	5.4	8.1	2.7	5.4						
Today FM/Magic Talk*	1.0	1.3	-0.3	19	0.2	0.6	-0.4	0.4	0.2	0.2	0.6	0.3	0.3	0.5	0.6	0.0	1.2	2.0	-0.8	1.9	2.3	-0.4	0.7	0.5	0.2	0.7	0.5	0.2	0.7	0.5	0.2	0.7	0.5	0.2						
ZM	5.6	5.8	-0.2	6	7.4	7.6	-0.2	9.4	8.9	0.5	8.6	8.0	0.6	7.0	6.6	0.4	4.7	5.2	-0.5	4.2	5.0	-0.8	8.4	8.5	-0.1	8.4	8.5	-0.1	8.4	8.5	-0.1	8.4	8.5	-0.1	8.4	8.5	-0.1			
MediaWorks Combo	51.9	48.0	3.9		58.2	59.9	-1.7	58.7	58.5	0.2	59.4	57.6	1.8	57.0	52.6	4.4	51.5	41.0	10.5	47.2	39.1	8.1	53.9	47.0	6.9	53.9	47.0	6.9	53.9	47.0	6.9	53.9	47.0	6.9						
NZME Combo	39.0	43.0	-4.0		33.1	31.5	1.6	33.3	31.9	1.4	31.2	32.8	-1.6	34.3	37.8	-3.5	40.3	49.0	53.9	43.7	53.9	-10.2	35.3	43.6	-8.3	35.3	43.6	-8.3	35.3	43.6	-8.3	35.3	43.6	-8.3	35.3	43.6	-8.3			
Potential (000)	1490.0	1490.0	0.0		336.0	336.0	0.0	570.3	570.3	0.0	536.0	536.0	0.0	752.0	752.0	0.0	402.0	402.0	0.0	312.0	312.0	0.0	288.4	268.6	19.8	288.4	268.6	19.8	288.4	268.6	19.8	288.4	268.6	19.8	288.4	268.6	19.8			
Sample	2,423	2,841	-418		461	533	-72	702	719	-17	706	699	7	1,043	1,116	-73	692	869	-177	704	908	-204	460	486	-26	460	486	-26	460	486	-26	460	486	-26	460	486	-26	460	486	-26

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

MediaWorks Combo: Breeze, Edge, George FM, Humm FM (from S1 2022), Magic, Magic Talk (until 20th March 2022), Mai FM, More FM, Rock, The Sound, Today FM (from 21st March 2022), or listening to More FM Rodney

NZME Combo: BBC, Coast, Flava, Gold, Gold AM, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui

\*Today FM/Magic Talk includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period for S1 2022 / 13 weeks of survey period for S2 2022)

AUCKLAND COMMERCIAL RADIO - SURVEY 2 2022

### Station Share (%) by Daypart, People 10+

Survey Comparisons: 1/2022 - 2/2022

This Survey Period: Sun Feb 13 to Sat Jun 18 2022

Last Survey Period: Sun Aug 29 to Sat Nov 6 2021 & Sun Feb 13 to Sat Apr 9 2022

	This	Last	+/-
<b>Potential (000)</b>	1,490.0	1,490.0	0.0
<b>Sample Size</b>	2,423	2,841	-418

	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	0.7	0.6	-0.1	22	0.4	0.5	-0.1	0.6	0.7	-0.1	0.4	0.4	0.0	2.2	1.6	0.6	1.4	1.6	-0.2	1.0	0.7	0.3	4.9	4.6	4.9	54.5	31.6	13.9	
Breeze	10.4	7.7	2.7	2	15.3	10.5	4.8	14.4	9.4	5.0	10.7	8.5	2.2	10.2	8.2	2.0	8.1	5.3	2.8	11.3	9.1	2.2	4.0	3.5	0.5	4.6	4.6	-0.6	
Coast	3.5	3.7	-0.2	9	6.2	5.1	1.1	6.4	5.9	0.5	4.3	5.1	-0.8	4.3	3.6	0.7	4.1	5.6	-1.5	4.8	5.1	-0.3	3.3	3.5	-0.2	4.0	4.6	-0.6	
Edge	3.6	2.8	0.8	8	3.5	3.5	0.0	4.5	4.5	0.0	3.6	3.9	-0.3	2.3	3.6	-1.3	3.3	3.5	-0.2	4.0	4.6	-0.6	3.1	3.5	-0.4	3.5	3.7	-0.2	
Flava	3.9	3.8	0.1	7	3.5	3.5	0.0	4.7	5.1	-0.4	3.0	3.4	-0.4	3.1	3.5	-0.4	3.1	3.5	-0.4	3.1	3.5	-0.4	3.5	3.7	-0.2	3.5	3.7	-0.2	
George FM	3.1	3.1	0.0	11	3.1	4.3	-1.2	3.9	4.7	-0.8	3.7	4.1	-0.4	2.9	1.6	1.3	3.6	1.8	1.8	4.7	4.1	0.6	3.6	1.8	1.8	4.7	4.1	0.6	
Gold	1.2	0.7	0.5	18	1.7	1.9	-0.2	1.9	1.9	0.0	1.8	1.0	0.8	1.7	2.4	-0.7	0.3	0.3	0.0	1.9	2.0	-0.1	1.5	1.7	-0.2	1.5	1.7	-0.2	
Gold AM	0.1	0.2	-0.1	27	*	0.2	*	0.1	0.2	-0.1	0.2	0.2	0.0	0.2	0.1	0.1	0.1	0.1	0.0	0.2	0.1	0.0	0.2	0.2	0.0	0.2	0.2	0.0	
Humm FM	1.8	2.0	-0.2	16	1.2	2.2	-1.0	1.9	2.4	-0.5	1.1	2.1	-1.0	2.9	4.3	-1.4	2.1	1.3	0.8	14	2.1	-0.7	1.5	1.7	-0.2	1.5	1.7	-0.2	
Life FM	1.0	1.5	-0.5	19	0.7	0.6	0.1	1.2	0.9	0.3	0.7	0.5	0.2	0.6	1.2	-0.6	0.4	0.5	-0.1	1.5	1.7	-0.2	1.5	1.7	-0.2	1.5	1.7	-0.2	
Magic	4.3	3.6	0.7	6	6.8	6.4	0.4	6.4	7.2	-0.8	8.7	8.6	0.1	7.0	5.2	1.8	3.3	0.7	2.6	9.5	8.1	1.4	7.0	5.2	1.8	9.5	8.1	1.4	
Mal FM	9.3	9.8	-0.5	3	6.4	6.1	0.3	6.5	6.1	0.4	6.8	5.7	1.1	11.1	12.3	-1.2	9.1	11.0	-1.9	7.4	7.8	-0.4	9.1	11.0	-1.9	7.4	7.8	-0.4	
More FM	7.5	6.5	1.0	4	6.5	6.4	0.1	6.7	6.8	-0.1	6.4	5.4	1.0	4.0	2.8	1.2	9.2	2.8	6.4	6.4	5.5	0.9	4.0	2.8	6.4	6.4	0.9		
Newstalk ZB	22.4	30.3	-7.9	1	13.8	19.5	-5.7	12.2	14.7	-2.5	17.5	22.1	-4.6	20.9	25.3	-4.4	29.9	38.3	-8.4	14.6	18.7	-4.1	14.6	18.7	-4.1	14.6	18.7	-4.1	
Niu FM	0.3	0.4	-0.1	24	0.1	0.2	-0.1	0.1	0.2	-0.1	0.7	0.7	0.0	0.7	0.3	0.4	1.0	1.0	0.0	0.5	0.4	0.1	1.0	1.0	0.0	0.5	0.4	0.1	
Radio 531pi	0.2	0.1	0.1	25	0.3	0.2	0.1	0.4	0.2	0.2	0.4	0.6	-0.2	1.0	0.7	0.3	0.2	0.2	0.0	0.5	0.3	0.2	1.5	1.5	0.0	1.5	1.5	0.0	
Radio Hauraki	2.1	0.8	1.3	15	2.9	2.0	0.9	2.9	1.6	1.3	2.1	1.4	0.7	0.8	1.1	-0.3	0.2	0.2	0.0	1.5	1.5	0.0	0.2	0.2	0.0	1.5	1.5	0.0	
Radio Samoa	2.2	1.3	0.9	13	2.0	1.7	0.3	1.1	0.8	0.3	0.6	0.4	0.2	1.0	0.6	0.4	0.1	0.1	2.2	-2.1	0.7	0.0	0.1	0.1	0.1	0.0	0.1	0.0	
Radio Waatea	0.2	0.2	0.0	25	*	*	*	*	*	*	*	*	*	0.3	0.4	-0.1	0.8	1.0	-0.2	0.2	0.3	-0.1	0.8	1.0	-0.2	0.2	0.3	-0.1	
Rhema	0.8	1.0	-0.2	20	0.4	0.4	0.0	0.5	0.6	-0.1	0.5	0.6	-0.1	0.9	0.7	0.2	0.7	0.4	0.3	0.8	0.7	0.1	0.8	0.7	0.1	0.8	0.7	0.1	
Rock	2.2	4.0	-1.8	13	2.2	3.4	-1.2	2.5	4.1	-1.6	3.5	4.5	-1.0	3.4	1.5	1.9	2.1	3.1	-1.0	3.1	2.8	0.3	2.1	3.1	-1.0	3.1	2.8	0.3	
SENZ Sport	0.1	*	*	27	0.2	0.2	0.0	0.1	0.1	0.0	*	*	*	0.4	*	*	0.1	*	*	0.1	*	*	0.3	*	*	0.3	0.2	0.1	
Star	0.4	0.5	-0.1	23	0.3	0.3	0.0	0.3	0.2	0.1	0.7	0.2	0.5	0.7	0.3	0.4	0.3	0.6	-0.3	0.6	0.4	0.2	0.6	0.4	0.2	0.6	0.4	0.2	
Tainui Live	*	0.1	*	*	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	0.2	0.1	0.1	0.6	0.6	0.0	*	*	*	*	*	*	*	*	*	*
Tarana	0.8	0.7	0.1	20	0.7	0.7	0.0	1.0	0.7	0.3	1.1	1.2	-0.1	1.3	0.5	0.8	0.8	0.9	-0.1	1.6	1.0	0.6	1.5	1.0	0.6	1.5	1.0	0.6	
The Hits	3.0	2.5	0.5	12	3.4	2.8	0.6	3.3	3.4	-0.1	3.8	2.6	1.2	3.4	2.7	0.7	4.5	5.3	-0.8	3.0	2.8	0.2	4.5	5.3	-0.8	3.0	2.8	0.2	
The Sound	3.5	2.1	1.4	9	6.8	5.2	1.6	6.4	4.8	1.6	5.6	3.6	2.0	3.6	2.1	1.5	3.1	0.9	2.2	5.1	3.4	1.7	3.1	0.9	2.2	5.1	3.4	1.7	
Today FM/Magic Talk*	1.5	1.5	0.0	17	1.0	1.2	-0.2	0.9	1.2	-0.3	0.5	1.2	-0.7	0.4	1.7	-1.3	1.1	1.0	0.1	0.9	1.2	-0.3	1.5	1.5	-0.3	1.5	1.5	-0.3	
ZM	6.0	5.2	0.8	5	6.5	6.7	-0.2	6.2	7.2	-1.0	6.1	7.1	-1.0	3.6	4.2	-0.6	3.0	1.8	1.2	4.8	4.7	0.1	3.0	1.8	1.2	4.8	4.7	0.1	
MediaWorks Combo	47.8	43.6	4.2		53.4	49.9	3.5	54.6	52.0	2.6	51.2	48.0	3.2	48.2	43.4	4.8	45.5	31.6	13.9	54.5	49.6	4.9	45.5	31.6	13.9	54.5	49.6	4.9	
NZME Combo	43.0	47.8	-4.8		38.3	42.1	-3.8	38.2	40.8	-2.6	39.2	43.3	-4.1	40.1	44.4	-4.3	46.6	56.7	-10.1	35.2	39.3	-4.1	35.2	39.3	-4.1	35.2	39.3	-4.1	

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

**MediaWorks Combo:** *Breeze*, *Edge*, *George FM*, *Hummer FM* (from S1, 2022), *Magic*, *Magic Talk* (until 20th March 2022), *Mai FM*, *More FM*, *Rock*, *The Sound*, *Today FM* (from 21st March 2022) or listening to *More FM* Rodney.

NZMF Combo: BBC Coast Flava Gold Gold AM Newstalk ZB Radio Hauraki The Hits ZM or internet only listening to Hokonui

\*Today FM/Magic Talk includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period for S1 2022 / 13 weeks of survey period for S2 2022)

## AUCKLAND COMMERCIAL RADIO - SURVEY 2 2022

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

Survey Comparisons: 1/2022 - 2/2022

This Survey Period: Sun Feb 13 to Sat Jun 18 2022

Last Survey Period: Sun Aug 29 to Sat Nov 6 2021 & Sun Feb 13 to Sat Apr 9 2022

	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	32.1	36.5	-4.4	19	4.6	4.5	0.1	3.9	6.2	-2.3	5.3	7.0	-1.7	8.8	11.6	-2.8	8.4	9.4	-1.0	12.0	11.9	0.1	5.7	9.1	-3.4	5.7	9.1	-3.4			
Breeze	251.9	222.9	29.0	2	59.2	51.3	7.9	74.1	74.8	-0.7	79.5	74.1	5.4	118.8	107.9	10.9	88.0	74.2	13.8	68.2	58.4	9.8	57.3	49.5	7.8	23.9	23.3	0.6			
Coast	119.2	112.5	6.7	9	12.4	10.6	1.8	25.8	22.7	3.1	26.3	25.1	1.2	49.3	49.3	0.0	46.2	47.6	-1.4	42.7	43.1	-0.4	42.9	33.5	9.4	21.3	23.3	0.6			
Edge	200.0	182.5	17.5	4	68.3	70.1	-1.8	99.2	107.4	-8.2	92.9	88.4	4.5	116.1	102.2	13.9	37.4	23.3	14.1	15.7	10.2	5.5	31.4	28.1	3.3	20.9	12.2	8.7			
Flava	122.5	130.9	-8.4	8	39.5	42.9	-3.4	74.6	80.6	-6.0	63.9	66.5	-2.6	76.7	82.7	-6.0	17.1	19.5	-2.4	5.2	4.6	0.6	31.4	28.1	3.3	20.9	12.2	8.7			
George FM	105.0	95.9	9.1	12	21.5	27.3	-5.8	56.7	56.5	0.2	58.7	52.2	6.5	71.8	62.4	9.4	22.7	14.5	8.2	11.7	5.8	5.9	20.9	12.2	8.7	23.9	23.3	0.6			
Gold	51.0	35.3	15.7	15	10.0	4.5	5.5	13.1	9.2	3.9	13.1	9.9	3.2	24.7	14.0	10.7	21.5	13.7	7.8	15.0	15.8	-0.8	9.7	7.2	2.5	42.9	33.5	9.4			
Gold AM	10.8	11.4	-0.6	26	1.5	1.4	0.1	2.8	1.8	1.0	3.3	1.8	1.5	4.3	4.3	0.0	3.1	5.7	-2.6	2.9	4.1	-1.2	1.5	1.1	0.4	21.3	23.3	0.6			
Humm FM	39.5	50.7	-11.2	17	15.5	13.6	1.9	14.4	25.5	-11.1	16.7	27.8	-11.1	19.4	31.7	-12.3	6.4	8.5	-2.1	3.8	4.5	-0.7	7.9	10.5	-2.6	20.9	12.2	8.7			
Life FM	46.4	43.7	2.7	16	16.5	14.1	2.4	18.8	21.5	-2.7	20.3	21.7	-1.4	23.4	24.5	-1.1	8.8	6.5	2.3	5.9	4.1	1.8	12.4	12.4	0.0	8.8	11.1	-2.3			
Magic	80.6	91.3	-10.7	13	7.2	10.5	-3.3	9.3	13.2	-3.9	10.9	16.3	-5.4	17.0	24.3	-7.3	22.1	26.3	-4.2	42.3	43.7	-1.4	45.4	33.9	11.5	21.3	23.3	0.6			
Mai FM	229.5	226.1	3.4	3	81.8	73.0	8.8	140.7	145.8	-5.1	116.0	122.0	-6.0	136.4	143.2	-6.8	28.6	27.6	1.0	9.6	8.6	1.0	41.3	38.3	3.0	21.3	23.3	0.6			
More FM	180.4	171.6	8.8	5	58.9	60.8	-1.9	64.6	60.7	3.9	53.5	51.7	1.8	85.9	82.0	3.9	60.0	52.4	7.6	34.4	27.2	7.2	59.2	61.4	-2.2	20.9	12.2	8.7			
Newstalk ZB	307.5	319.0	-11.5	1	44.8	44.5	0.3	67.2	63.8	3.4	81.3	69.8	11.5	130.7	127.3	3.4	107.3	121.7	-14.4	96.3	110.9	-14.6	42.7	40.0	2.7	20.9	12.2	8.7			
Niu FM	23.2	30.1	-6.9	22	4.9	7.5	-2.6	14.5	18.7	-4.2	14.2	15.5	-1.3	15.1	19.2	-4.1	2.2	5.8	-3.6	1.6	2.3	-0.7	4.7	6.2	-1.5	20.9	12.2	8.7			
Radio 531pi	16.7	15.7	1.0	24	4.8	5.8	-1.0	4.4	4.8	-0.4	1.7	0.6	1.1	2.7	3.4	-0.7	6.8	7.0	-0.2	5.8	4.2	1.6	5.1	3.3	1.8	20.9	12.2	8.7			
Radio Hauraki	61.7	48.3	13.4	14	7.7	10.1	-2.4	19.7	20.2	-0.5	23.8	19.0	4.8	38.7	26.8	11.9	26.5	17.1	9.4	14.9	11.1	3.8	15.2	10.1	5.1	20.9	12.2	8.7			
Radio Samoa	25.4	20.2	5.2	21	5.5	7.2	-1.7	9.4	9.7	-0.3	5.8	6.3	-0.5	14.0	9.9	4.1	10.0	4.3	5.7	3.3	0.9	2.4	4.6	2.3	2.3	20.9	12.2	8.7			
Radio Waatea	2.6	5.1	-2.5	29	0.6	1.0	-0.4	*	1.7	*	*	0.7	*	*	1.5	2.8	-1.3	2.0	3.3	-1.3	0.5	1.3	-0.8	1.5	1.7	-0.2	20.9	12.2	8.7		
Rhema	15.4	20.5	-5.1	25	4.2	3.9	0.3	2.2	6.4	-4.2	1.7	6.7	-5.0	4.0	8.2	-4.2	7.6	5.4	2.2	7.2	5.6	1.6	3.2	4.0	-0.8	20.9	12.2	8.7			
Rock	105.2	99.2	6.0	11	28.5	27.3	1.2	45.8	43.4	2.4	47.9	44.9	3.0	66.1	63.4	2.7	27.9	24.7	3.2	10.5	8.5	2.0	23.3	18.5	4.8	20.9	12.2	8.7			
SENZ Sport	6.6	4.3	2.3	28	1.3	1.0	0.3	1.3	*	*	2.3	*	*	2.9	0.2	2.7	1.5	1.5	0.0	1.4	1.7	-0.3	1.2	*	*	20.9	12.2	8.7			
Star	18.2	14.5	3.7	23	2.0	2.5	-0.5	5.9	3.1	2.8	7.7	3.2	4.5	11.1	4.7	6.4	6.4	4.2	2.2	4.8	3.9	0.9	7.2	2.7	4.5	20.9	12.2	8.7			
Tainui Live	9.4	7.8	1.6	27	4.5	5.0	-0.5	2.4	2.5	-0.1	2.4	0.9	1.5	2.4	0.9	1.5	1.3	1.0	0.3	1.8	1.7	0.1	0.4	0.7	-0.3	20.9	12.2	8.7			
Tarana	31.7	30.2	1.5	20	7.5	6.7	0.8	11.3	14.4	-3.1	10.6	14.5	-3.9	15.3	19.2	-3.9	7.8	6.3	1.5	6.2	2.2	4.0	5.9	5.5	0.4	20.9	12.2	8.7			
The Hits	125.0	120.2	4.8	7	39.5	44.1	-4.6	53.3	56.4	-3.1	46.2	40.7	5.5	65.7	60.1	5.6	34.1	33.5	0.6	18.6	16.0	2.6	29.2	26.6	2.6	20.9	12.2	8.7			
The Sound	106.2	86.2	20.0	10	18.7	19.3	-0.6	29.2	23.1	6.1	31.2	19.6	11.6	51.0	34.9	16.1	42.7	34.2	8.5	35.5	29.9	5.6	27.8	18.6	9.2	20.9	12.2	8.7			
Today FM/Magic Talk*	36.5	38.5	-2.0	18	2.5	5.6	-3.1	9.7	6.1	3.6	11.1	7.5	3.6	14.4	13.2	1.2	11.8	14.6	-2.8	16.2	14.5	1.7	6.2	5.6	0.6	20.9	12.2	8.7			
ZM	174.4	174.2	0.2	6	55.5	60.7	-5.2	93.8	96.9	-3.1	91.1	82.4	8.7	104.4	99.6	4.8	24.0	27.4	-3.4	14.0	13.2	0.8	42.7	40.0	2.7	20.9	12.2	8.7			
MediaWorks Combo	833.5	811.7	21.8		188.2	194.8	-6.6	326.6	341.6	-15.0	320.8	321.3	-0.5	442.1	435.5	6.6	236.6	211.9	24.7	179.1	155.4	23.7	171.5	155.2	16.3	20.9	12.2	8.7			
NZME Combo	733.1	728.7	4.4		152.6	157.5	-4.9	256.0	259.1	-3.1	256.6	238.6	18.0	367.2	351.4	15.8	210.1	217.2	-7.1	164.4	173.2	-8.8	160.3	153.3	7.0	20.9	12.2	8.7			
All Commercial Radio	1,167.2	1,159.5	7.7		230.6	243.2	-12.6	429.6	441.6	-12.0	431.3	420.3	11.0	611.2	600.6	10.6	339.8	337.3	2.5	262.6	253.3	9.3	240.9	224.0	16.9	20.9	12.2	8.7			
Potential (000)	1,490.0	1,490.0	0.0		336.0	336.0	0.0	570.3	570.3	0.0	536.0	536.0	0.0	752.0	752.0	0.0	402.0	402.0	0.0	312.0	312.0	0.0	288.4	268.6	19.8	20.9	12.2	8.7			
Sample	2,423	2,841	-418		461	533	-72	702	719	-17	706	699	7	1,043	1,116	-73	692	869	-177	704	908	-204	460	486	-26	20.9	12.2	8.7			

MediaWorks Combo: Breeze, Edge, George FM, Humm FM (from S1 2022), Magic, Magic Talk (until 20th March 2022), Mai FM, More FM, Rock, The Sound, Today FM (from 21st March 2022), or listening to More FM Rodney

NZME Combo: BBC, Coast, Flava, Gold, Gold AM, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui

\*Today FM/Magic Talk includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period for S1 2022 / 13 weeks of survey period for S2 2022)

## AUCKLAND COMMERCIAL RADIO - SURVEY 2 2022

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

Survey Comparisons: 1/2022 - 2/2022

This Survey Period: Sun Feb 13 to Sat Jun 18 2022

Last Survey Period: Sun Aug 29 to Sat Nov 6 2021 & Sun Feb 13 to Sat Apr 9 2022

	This	Last	+/-
Potential (000)	1,490.0	1,490.0	0.0
Sample Size	2,423	2,841	-418

	Breakfast				Morning				Afternoon				Drive				Night				Mid Dawn				Weekend			
	Mon-Fri 6am-9am			Rank	Mon-Fri 9am-12md				Mon-Fri 12md-4pm				Mon-Fri 4pm-7pm				Mon-Fri 7pm-12mn				Mon-Fri 12mn-6am				Sat-Sun 12mn-12mn			
	This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-	
BBC	12.4	11.8	0.6	20	7.9	10.2	-2.3		10.4	16.1	-5.7		10.0	9.0	1.0		9.5	9.2	0.3		5.4	5.8	-0.4		19.8	18.5	1.3	
Breeze	111.1	91.7	19.4	3	120.7	97.9	22.8		127.6	105.3	22.3		116.1	99.0	17.1		55.6	52.2	3.4		24.0	20.2	3.8		153.1	141.8	11.3	
Coast	46.8	45.7	1.1	9	50.9	47.8	3.1		54.6	54.9	-0.3		49.0	50.1	-1.1		21.4	19.0	2.4		14.4	12.4	2.0		71.6	69.6	2.0	
Edge	89.5	74.4	15.1	6	56.2	61.3	-5.1		83.8	79.7	4.1		67.2	72.9	-5.7		27.3	36.6	-9.3		15.3	15.8	-0.5		108.8	108.1	0.7	
Flava	58.2	50.2	8.0	7	48.4	55.8	-7.4		61.7	71.7	-10.0		47.9	57.8	-9.9		19.6	23.1	-3.5		16.9	15.9	1.0		67.8	63.8	4.0	
George FM	42.9	40.0	2.9	10	33.3	38.1	-4.8		47.1	48.6	-1.5		41.4	46.0	-4.6		18.6	15.2	3.4		10.7	7.8	2.9		68.4	54.9	13.5	
Gold	18.6	9.1	9.5	17	14.1	14.2	-0.1		18.0	16.4	1.6		22.3	15.2	7.1		10.4	8.8	1.6		2.6	1.3	1.3		26.9	18.6	8.3	
Gold AM	3.3	4.1	-0.8	25	0.5	2.4	-1.9		1.8	3.8	-2.0		2.4	2.1	0.3		1.6	1.0	0.6		1.0	0.6	0.4		8.2	7.3	0.9	
Humm FM	17.6	22.7	-5.1	18	9.2	17.5	-8.3		14.0	21.3	-7.3		13.9	21.6	-7.7		10.1	16.6	-6.5		6.5	4.3	2.2		29.6	40.5	-10.9	
Life FM	20.4	16.2	4.2	15	16.2	12.3	3.9		15.0	13.6	1.4		15.8	11.0	4.8		6.7	10.0	-3.3		3.9	4.8	-0.9		31.9	26.0	5.9	
Magic	33.6	33.2	0.4	13	48.0	43.2	4.8		50.0	54.7	-4.7		39.1	36.8	2.3		20.4	17.3	3.1		10.9	2.9	8.0		58.6	60.7	-2.1	
Mai FM	127.3	121.5	5.8	2	84.8	95.3	-10.5		101.1	102.5	-1.4		108.5	96.4	12.1		59.2	63.5	-4.3		37.7	43.4	-5.7		138.9	142.6	-3.7	
More FM	92.5	72.8	19.7	4	55.8	55.0	0.8		78.3	79.3	-1.0		81.2	69.3	11.9		32.3	27.2	5.1		22.2	15.4	6.8		102.4	99.7	2.7	
Newstalk ZB	210.4	217.8	-7.4	1	136.8	156.6	-19.8		142.9	160.0	-17.1		173.3	172.5	0.8		76.3	79.0	-2.7		67.2	71.2	-4.0		195.9	220.9	-25.0	
Niu FM	7.2	10.1	-2.9	23	4.8	7.8	-3.0		6.5	9.6	-3.1		13.2	13.8	-0.6		5.6	3.4	2.2		3.7	3.1	0.6		11.5	15.5	-4.0	
Radio 531pi	2.8	2.7	0.1	26	4.6	2.4	2.2		9.2	6.3	2.9		6.8	7.6	-0.8		5.0	5.7	-0.7		1.2	1.6	-0.4		9.2	6.5	2.7	
Radio Hauraki	27.3	16.3	11.0	14	23.0	20.3	2.7		28.8	23.8	5.0		29.6	22.8	6.8		10.2	10.6	-0.4		2.5	2.1	0.4		31.6	25.4	6.2	
Radio Samoa	15.4	10.9	4.5	19	9.1	7.0	2.1		9.4	6.3	3.1		9.1	7.4	1.7		6.3	4.7	1.6		0.8	3.3	-2.5		12.4	11.4	1.0	
Radio Waatea	1.5	1.9	-0.4	29	*	0.7	*		0.5	*	*		1.5	*	*		1.5	2.6	-1.1		1.5	1.6	-0.1		2.6	3.4	-0.8	
Rhema	8.4	13.3	-4.9	22	5.0	4.4	0.6		7.5	7.6	-0.1		7.5	8.8	-1.3		5.1	5.2	-0.1		2.9	2.0	0.9		9.3	12.0	-2.7	
Rock	36.7	44.1	-7.4	12	31.6	36.1	-4.5		42.5	44.5	-2.0		49.2	49.3	-0.1		24.9	13.9	11.0		12.5	10.9	1.6		64.4	57.8	6.6	
SENZ Sport	1.8	0.6	1.2	28	3.4	1.6	1.8		1.7	1.2	0.5		0.7	0.4	0.3		1.1	0.2	0.9		0.4	*	*		4.6	3.0	1.6	
Star	6.2	5.3	0.9	24	3.4	6.1	-2.7		6.8	3.1	3.7		7.8	3.6	4.2		5.2	2.5	2.7		2.8	2.3	0.5		13.1	10.0	3.1	
Tainui Live	2.3	2.2	0.1	27	2.2	1.1	1.1		3.8	2.3	1.5		3.2	2.4	0.8		2.3	1.0	1.3		3.4	3.3	0.1		4.2	2.0	2.2	
Tarana	10.5	10.7	-0.2	21	8.3	9.1	-0.8		17.1	16.6	0.5		14.5	12.6	1.9		5.0	6.0	-1.0		6.2	3.6	2.6		28.1	23.7	4.4	
The Hits	55.3	43.2	12.1	8	35.1	36.4	-1.3		51.5	48.1	3.4		61.7	57.0	4.7		27.1	22.2	4.9		13.7	12.6	1.1		74.0	73.8	0.2	
The Sound	42.6	29.8	12.8	11	49.5	39.7	9.8		53.5	40.9	12.6		47.1	33.8	13.3		23.4	10.9	12.5		8.4	3.5	4.9		63.2	48.4	14.8	
Today FM/Magic Talk*	19.5	15.4	4.1	16	14.5	13.4	1.1		13.8	14.3	-0.5		7.2	10.2	-3.0		3.4	9.9	-6.5		6.2	5.4	0.8		16.5	17.6	-1.1	
ZM	90.0	79.0	11.0	5	66.5	69.6	-3.1		79.8	81.1	-1.3		84.5	94.4	-9.9		27.2	29.5	-2.3		19.9	8.1	11.8		111.0	104.6	6.4	
MediaWorks Combo	509.4	448.0	61.4		420.1	424.6	-4.5		486.1	480.2	5.9		465.0	443.9	21.1		233.3	226.3	7.0		119.7	102.6	17.1		613.1	597.0	16.1	
NZME Combo	454.1	425.5	28.6		336.5	361.2	-24.7		384.7	404.9	-20.2		412.3	409.1	3.2		179.7	185.6	-5.9		126.5	112.0	14.5		507.3	503.0	4.3	
All Commercial Radio	865.9	791.0	74.9		669.8	696.3	-26.5		763.9	788.4	-24.5		787.9	754.8	33.1		393.7	400.8	-7.1		217.0	197.5	19.5		948.8	935.2	13.6	

MediaWorks Combo: Breeze, Edge, George FM, Humm FM (from S1 2022), Magic, Magic Talk (until 20th March 2022), Mai FM, More FM, Rock, The Sound, Today FM (from 21st March 2022), or listening to More FM Rodney

NZME Combo: BBC, Coast, Flava, Gold AM, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui

## AUCKLAND COMMERCIAL RADIO - SURVEY 2 2022

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

Survey Comparisons: 1/2022 - 2/2022

This Survey Period: Sun Feb 13 to Sat Jun 18 2022

Last Survey Period: Sun Aug 29 to Sat Nov 6 2021 & Sun Feb 13 to Sat Apr 9 2022

	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	4:14	3:28	0:46	1:50	2:09	-0:18	1:36	1:29	0:07	1:21	1:22	-0:00	1:53	1:52	0:00	5:09	4:18	0:51	7:05	4:58	2:06	3:01	2:42	0:18
Breeze	8:37	7:23	1:13	5:11	4:50	0:20	7:01	7:17	-0:15	8:52	7:48	1:03	10:16	8:26	1:49	10:56	8:30	2:25	7:34	8:29	-0:55	6:56	8:02	-1:06
Coast	7:28	8:10	-0:41	9:36	9:30	0:05	6:34	6:41	-0:07	3:40	4:18	-0:38	5:31	6:32	-1:01	6:56	8:24	-1:27	8:59	8:57	1:02	4:49	5:14	-0:24
Edge	3:23	3:56	-0:33	2:52	3:44	-0:51	3:09	4:06	-0:57	3:05	4:13	-1:08	3:37	4:03	-0:25	5:02	3:29	1:33	3:48	4:09	-0:20	4:37	4:53	-0:15
Flava	5:25	5:32	-0:07	4:28	5:15	-0:46	5:50	6:18	-0:27	5:44	6:14	-0:30	6:11	5:57	0:14	6:49	4:11	2:38	1:59	1:23	0:36	5:56	5:18	0:38
George FM	6:19	7:31	-1:11	2:11	5:25	-3:14	5:48	7:38	-1:49	7:19	8:37	-1:18	7:48	8:39	-0:51	7:55	7:40	0:14	4:51	5:18	-0:27	5:48	7:34	-1:46
Gold	5:41	8:14	-2:32	2:13	4:30	-2:17	3:06	4:48	-1:42	2:50	4:43	-1:53	6:54	9:04	-2:09	8:56	13:32	-4:35	5:53	8:56	-3:03	5:36	7:07	-1:31
Gold AM	2:13	3:08	-0:54	1:09	2:54	-1:44	0:55	1:00	-0:04	1:11	1:00	0:11	2:06	2:38	-0:32	2:15	4:07	-1:51	2:50	3:59	-1:08	1:42	1:40	0:02
Humm FM	7:15	8:16	-1:00	3:09	3:11	-0:01	7:56	9:40	-1:44	7:18	9:25	-2:06	7:16	9:03	-1:47	14:51	12:45	2:05	20:26	18:14	2:12	6:02	6:41	-0:38
Life FM	3:57	4:38	-0:41	2:39	3:15	-0:35	3:54	5:15	-1:21	4:14	5:00	-0:46	4:16	5:42	-1:26	5:51	7:15	-1:24	6:41	3:58	2:43	4:45	6:20	-1:34
Magic	15:30	13:09	2:20	0:49	1:53	-1:04	15:02	16:56	-1:53	19:19	20:06	-0:46	16:05	17:07	-1:01	15:41	9:19	6:22	14:23	11:59	2:23	18:23	11:36	6:46
Mai FM	5:54	6:14	-0:20	5:18	5:53	-0:34	6:32	7:09	-0:36	6:41	6:56	-0:15	6:25	6:36	-0:10	4:49	4:22	0:26	4:13	3:05	1:08	6:59	5:39	1:19
More FM	6:36	6:19	0:16	4:14	4:56	-0:41	4:11	4:06	0:04	4:10	3:41	0:28	6:09	6:00	0:09	10:34	9:51	0:42	11:39	10:23	1:15	6:29	6:39	-0:09
Newstalk ZB	9:43	12:29	-2:45	3:12	3:20	-0:07	4:36	6:19	-1:42	5:06	9:26	-4:20	6:30	11:26	-4:56	10:48	13:34	-2:46	13:44	15:08	-1:24	5:56	10:21	-4:25
Niu FM	2:59	2:23	0:36	3:43	2:29	1:13	2:47	2:30	0:17	2:35	2:29	0:05	2:43	2:21	0:22	3:12	1:37	1:35	1:49	1:18	0:31	2:02	1:37	0:24
Radio 531pi	4:13	3:15	0:58	1:00	0:57	0:03	2:23	1:27	0:55	4:40	5:49	-1:08	3:39	4:14	-0:34	4:55	5:16	-0:21	5:26	6:11	-0:45	2:56	3:19	-0:23
Radio Hauraki	6:09	5:23	0:45	4:14	3:35	0:39	5:13	4:14	0:59	6:16	5:28	0:47	6:27	5:17	1:09	6:11	5:04	1:07	6:15	7:10	-0:54	5:09	6:05	-0:55
Radio Samoa	8:51	8:59	-0:07	1:08	2:09	-1:00	2:32	2:11	0:20	3:06	1:35	1:30	6:33	8:50	-2:17	8:23	19:30	-11:06	11:34	8:27	3:07	8:35	4:02	4:32
Radio Waatea	9:23	6:41	2:42	0:30	0:30	0:00	*	*	*	1:15	*	*	15:30	10:40	4:49	11:49	9:58	1:50	0:15	2:51	-2:36	15:30	14:39	0:50
Rhema	7:15	5:56	1:19	4:07	3:38	-0:29	4:44	3:10	1:34	2:20	2:27	-0:07	3:58	3:15	0:43	9:00	10:37	-1:37	10:56	10:20	0:36	5:43	5:25	0:17
Rock	4:32	6:38	-2:05	3:27	7:19	-3:51	4:52	6:02	-1:09	5:03	5:58	-0:55	5:17	6:38	-1:20	4:53	7:28	-2:35	5:33	6:05	-0:31	*	*	*
SENZ Sport	4:09	5:02	-0:52	0:15	0:15	0:00	2:00	*	*	2:25	*	*	2:46	3:30	-0:43	5:08	3:51	1:17	8:13	4:56	3:16	2:21	*	*
Star	4:27	4:13	0:14	0:41	1:54	-1:12	7:02	3:14	3:48	7:37	3:37	3:59	6:05	2:35	3:30	1:50	3:43	-1:52	2:34	6:58	-4:24	6:32	2:44	3:48
Tainui Live	1:39	1:50	-0:11	1:21	1:30	-0:09	3:13	3:04	0:09	3:13	5:15	-2:01	3:13	5:15	-2:01	1:03	2:00	-0:56	0:55	1:18	-0:23	0:30	1:16	-0:46
Tarana	6:02	4:59	1:02	1:18	1:48	-0:30	5:09	5:14	-0:05	5:44	5:35	0:08	5:05	5:34	-0:29	7:22	4:32	2:49	12:54	1:32	11:22	7:58	2:21	5:37
The Hits	4:42	4:30	0:11	3:42	3:33	0:09	3:45	4:09	-0:24	4:02	3:48	0:14	4:45	4:58	-0:12	6:31	6:31	0:00	6:21	5:25	0:56	6:12	4:36	1:35
The Sound	8:46	7:51	0:55	2:01	2:44	-0:42	7:36	7:33	0:02	8:43	8:04	0:38	8:48	8:12	0:35	10:19	9:36	0:42	12:30	10:49	1:41	10:40	4:54	5:45
Today FM/Magic Talk*	4:40	6:01	-1:21	1:50	3:13	-1:22	2:27	2:12	0:15	2:51	2:30	0:21	3:08	4:20	-1:11	6:11	8:20	-2:08	6:11	7:55	-1:43	4:01	2:59	1:02
ZM	5:46	6:12	-0:25	3:22	3:39	-0:16	5:17	5:45	-0:28	5:16	5:53	-0:37	5:45	6:06	-0:21	12:18	11:39	0:38	15:37	18:55	-3:17	7:15	7:06	0:08
MediaWorks Combo	11:07	10:57	0:10	7:49	9:02	-1:12	9:32	10:43	-1:11	10:20	10:50	-0:30	11:06	11:06	0:00	13:37	11:52	1:44	13:40	12:30	1:09	11:32	10:05	1:27
NZME Combo	9:30	10:55	-1:25	5:30	5:52	-0:22	6:53	7:42	-0:49	6:47	8:19	-1:31	8:03	9:54	-1:51	12:00	13:50	-1:50	13:47	15:30	-1:42	8:05	9:29	-1:23
All Commercial Radio	15:18	15:58	-0:40	10:59	12:05	-1:05	12:20	14:10	-1:49	12:56	14:23	-1:27	14:06	15:18	-1:12	18:25	18:11	0:14	19:46	19:38	0:08	15:15	14:53	0:21
Potential (000)	1,490.0	1,490.0	0.0	336.0	336.0	0.0	570.3	570.3	0.0	536.0	536.0	0.0	752.0	752.0	0.0	402.0	402.0	0.0	312.0	312.0	0.0	288.4	268.6	19.8
Sample	2,423	2,841	-418	461	533	-72	702	719	-17	706	699	7	1,043	1,116	-73	692	869	-177	704	908	-204	460	486	-26

MediaWorks Combo: Breeze, Edge, George FM, Humm FM (from S1 2022), Magic, Magic Talk (until 20th March 2022), Mai FM, More FM, Rock, The Sound, Today FM (from 21st March 2022), or listening to More FM Rodney

NZME Combo: BBC, Coast, Flava, Gold, Gold AM, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui

\*Today FM/Magic Talk includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period for S1 2022 / 13 weeks of survey period for S2 2022)

## AUCKLAND COMMERCIAL RADIO - SURVEY 2 2022

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

Survey Comparisons: 1/2022 - 2/2022

This Survey Period: Sun Feb 13 to Sat Jun 18 2022

Last Survey Period: Sun Aug 29 to Sat Nov 6 2021 & Sun Feb 13 to Sat Apr 9 2022

	This	Last	+/-
Potential (000)	1,490.0	1,490.0	0.0
Sample Size	2,423	2,841	-418

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

MediaWorks Combo: Breeze, Edge, George FM, Humm FM (from S1 2022), Magic, Magic Talk (until 20th March 2022), Mai FM, More FM, Rock, The Sound, Today FM (from 21st March 2022), or listening to More FM Rodney

NZME Combo: BBC, Coast, Flava, Gold AM, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui

\*Today FM/Magic Talk includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period for S1 2022 / 13 weeks of survey period for S2 2022)