

AUCKLAND COMMERCIAL RADIO - SURVEY 3 2022

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

Survey Comparisons: 2/2022 - 3/2022

This Survey Period: Sun Apr 10 to Sat Jun 18 & Sun Jun 26 to Sat Sep 3 2022
Last Survey Period: Sun Feb 13 to Sat Jun 18 2022

Table with columns for station names and demographic groups (All 10+, People 10-24, People 18-39, People 25-44, People 25-54, People 45-64, People 55-74, MGS with Kids). Each demographic group has sub-columns for 'This', 'Last', '+/-', and 'Rank'. Rows list various radio stations like BBC, Breeze, Coast, Edge, Flava, George FM, Gold, Gold Sport**, Humm FM, Life FM, Magic, Mai FM, More FM, Newstalk ZB, Niu FM, Radio 531pi, Radio Hauraki, Radio Samoa, Radio Waatea, Rhema, Rock, SENZ Sport, Star, Tainui Live, Tarana, The Hits, The Sound, Today FM*, and ZM. Summary rows include MediaWorks Combo, NZME Combo, Potential (000), and Sample.

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, Today FM, or listening to More FM Rodney

NZME Combo: BBC, Coast, Flava, Gold, Gold AM (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui

*Today FM includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022

**Gold AM renamed to Gold Sport from Mon Jun 27 2022



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Station Share (%) by Daypart, People 10+

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This Survey Period: Sun Apr 10 to Sat Jun 18 & Sun Jun 26 to Sat Sep 3 2022

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

	This	Last	+/-
Potential (000)	1,490.0	1,490.0	0.0
Sample Size	2,453	2,423	30

	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		+/-
BBC	0.6	0.7	-0.1	21	0.4	0.4	0.0	0.7	0.6	0.1	0.5	0.4	0.1	2.7	2.2	0.5	2.5	1.4	1.1	1.2	1.0	0.2
Breeze	9.3	10.4	-1.1	3	15.6	15.3	0.3	15.3	14.4	0.9	9.7	10.7	-1.0	11.4	10.2	1.2	6.6	8.1	-1.5	9.6	11.3	-1.7
Coast	3.1	3.5	-0.4	11	6.0	6.2	-0.2	5.7	6.4	-0.7	3.5	4.3	-0.8	4.3	4.3	0.0	2.9	4.1	-1.2	5.1	4.8	0.3
Edge	4.0	3.6	0.4	7	3.6	3.5	0.1	4.3	4.5	-0.2	3.9	3.6	0.3	3.4	2.3	1.1	2.4	3.3	-0.9	4.3	4.0	0.3
Flava	3.6	3.9	-0.3	9	3.1	3.5	-0.4	4.6	4.7	-0.1	4.9	3.0	1.9	2.9	3.1	-0.2	5.1	3.1	2.0	3.1	3.5	-0.4
George FM	2.1	3.1	-1.0	15	2.8	3.1	-0.3	3.6	3.9	-0.3	3.2	3.7	-0.5	3.3	2.9	0.4	2.6	3.6	-1.0	3.9	4.7	-0.8
Gold	1.7	1.2	0.5	17	2.4	1.7	0.7	2.3	1.9	0.4	2.3	1.8	0.5	1.3	1.7	-0.4	0.7	0.3	0.4	2.3	1.9	0.4
Gold Sport**	*	0.1	*	*	0.2	*	*	0.2	0.1	0.1	0.2	0.2	0.0	0.4	0.2	0.2	0.2	0.1	0.1	0.5	0.2	0.3
Humm FM	1.0	1.8	-0.8	20	0.6	1.2	-0.6	0.5	1.9	-1.4	0.8	1.1	-0.3	0.8	2.9	-2.1	1.6	2.1	-0.5	1.5	1.4	0.1
Life FM	1.2	1.0	0.2	19	0.8	0.7	0.1	1.8	1.2	0.6	1.4	0.7	0.7	1.0	0.6	0.4	1.0	0.4	0.6	1.7	1.5	0.2
Magic	5.6	4.3	1.3	5	7.7	6.8	0.9	7.0	6.4	0.6	5.5	8.7	-3.2	6.3	7.0	-0.7	3.4	3.3	0.1	9.9	9.5	0.4
Mai FM	9.7	9.3	0.4	2	5.9	6.4	-0.5	7.3	6.5	0.8	8.9	6.8	2.1	10.7	11.1	-0.4	8.1	9.1	-1.0	7.6	7.4	0.2
More FM	6.6	7.5	-0.9	4	5.5	6.5	-1.0	4.9	6.7	-1.8	6.2	6.4	-0.2	4.7	4.0	0.7	9.3	9.2	0.1	6.1	6.4	-0.3
Newstalk ZB	21.0	22.4	-1.4	1	12.6	13.8	-1.2	10.5	12.2	-1.7	16.8	17.5	-0.7	18.7	20.9	-2.2	27.8	29.9	-2.1	12.8	14.6	-1.8
Niu FM	0.3	0.3	0.0	24	0.4	0.1	0.3	0.9	0.1	0.8	0.5	0.7	-0.2	1.3	0.7	0.6	0.4	1.0	-0.6	1.0	0.5	0.5
Radio 531pi	0.3	0.2	0.1	24	0.5	0.3	0.2	0.5	0.4	0.1	0.1	0.4	-0.3	1.6	1.0	0.6	0.2	0.2	0.0	0.4	0.5	-0.1
Radio Hauraki	3.3	2.1	1.2	10	4.9	2.9	2.0	4.7	2.9	1.8	3.7	2.1	1.6	2.9	0.8	2.1	0.7	0.2	0.5	1.8	1.5	0.3
Radio Samoa	2.5	2.2	0.3	13	1.6	2.0	-0.4	1.1	1.1	0.0	0.8	0.6	0.2	0.7	1.0	-0.3	0.8	0.1	0.7	1.1	0.7	0.4
Radio Waatea	*	0.2	*	*	*	*	*	*	*	*	*	*	*	*	0.3	*	*	0.8	*	*	0.2	*
Rhema	0.4	0.8	-0.4	22	0.3	0.4	-0.1	0.3	0.5	-0.2	0.3	0.5	-0.2	1.1	0.9	0.2	0.7	0.7	0.0	0.7	0.8	-0.1
Rock	2.4	2.2	0.2	14	3.9	2.2	1.7	4.1	2.5	1.6	3.6	3.5	0.1	3.2	3.4	-0.2	4.2	2.1	2.1	3.2	3.1	0.1
SENZ Sport	0.2	0.1	0.1	26	0.5	0.2	0.3	0.1	0.1	0.0	0.2	*	*	0.6	0.4	0.2	0.1	0.1	0.0	0.2	0.3	-0.1
Star	0.4	0.4	0.0	22	0.3	0.3	0.0	0.3	0.3	0.0	0.6	0.7	-0.1	0.8	0.7	0.1	0.2	0.3	-0.1	0.6	0.6	0.0
Tainui Live	0.1	*	*	27	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.2	-0.1	0.1	0.6	-0.5	0.3	*	*
Tarana	2.1	0.8	1.3	15	3.1	0.7	2.4	2.9	1.0	1.9	2.3	1.1	1.2	3.0	1.3	1.7	3.9	0.8	3.1	3.4	1.6	1.8
The Hits	3.7	3.0	0.7	8	3.1	3.4	-0.3	3.1	3.3	-0.2	4.1	3.8	0.3	2.2	3.4	-1.2	3.6	4.5	-0.9	3.9	3.0	0.9
The Sound	2.9	3.5	-0.6	12	5.2	6.8	-1.6	5.2	6.4	-1.2	4.7	5.6	-0.9	2.5	3.6	-1.1	4.0	3.1	0.9	4.3	5.1	-0.8
Today FM*	1.4	1.5	-0.1	18	1.4	1.0	0.4	0.9	0.9	0.0	0.8	0.5	0.3	0.5	0.4	0.1	0.7	1.1	-0.4	0.6	0.9	-0.3
ZM	5.4	6.0	-0.6	6	3.8	6.5	-2.7	4.4	6.2	-1.8	4.9	6.1	-1.2	2.7	3.6	-0.9	3.3	3.0	0.3	4.4	4.8	-0.4
MediaWorks Combo	45.7	47.8	-2.1		52.3	53.4	-1.1	53.4	54.6	-1.2	47.7	51.2	-3.5	47.6	48.2	-0.6	43.6	45.5	-1.9	51.9	54.5	-2.6
NZME Combo	42.4	43.0	-0.6		36.4	38.3	-1.9	36.1	38.2	-2.1	40.8	39.2	1.6	38.2	40.1	-1.9	46.7	46.6	0.1	35.1	35.2	-0.1

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

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

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