

AUCKLAND COMMERCIAL RADIO - SURVEY 2 2024

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

Survey Comparisons: 1/2024 - 2/2024

This Survey Period: Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024

Last Survey Period: Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 2024

	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	0.6	0.6	0.0	21	0.5	0.7	-0.2	0.1	0.1	0.0	0.1	0.1	0.0	0.2	0.2	0.0	0.7	0.8	-0.1	1.2	1.1	0.1	0.6	0.6	0.0	8.5	6.6	1.9				
Breeze	8.9	9.9	-1.0	3	5.6	6.5	-0.9	5.0	8.1	-3.1	6.7	8.4	-1.7	6.7	8.0	-1.3	8.6	11.9	-3.3	10.0	13.3	-3.3	8.5	6.6	1.9	2.3	2.4	0.1	2.3	2.4	-0.1	
Channel X	2.1	2.0	0.1	16	1.6	0.6	1.0	2.6	2.9	-0.3	3.0	2.9	0.1	3.4	3.5	-0.1	2.5	2.6	-0.1	1.0	0.9	0.1	2.3	2.4	0.1	3.3	5.4	5.4	3.3	5.4	-2.1	
Coast	5.5	5.7	-0.2	5	4.9	5.6	-0.7	2.3	2.9	-0.6	1.9	2.4	-0.5	2.4	3.1	-0.7	10.1	9.1	1.0	11.2	10.4	0.8	4.3	4.7	-0.4	3.5	3.8	-0.3	3.5	3.8	-0.3	
Edge	4.2	3.9	0.3	8	9.6	7.4	2.2	8.1	7.0	1.1	6.4	6.3	0.1	5.1	5.0	0.1	2.0	1.8	0.2	1.2	1.2	0.0	4.3	4.7	-0.4	3.5	3.8	-0.3	3.5	3.8	-0.3	
Flava	3.4	3.1	0.3	10	5.2	6.2	-1.0	6.0	4.5	1.5	6.1	5.0	1.1	4.9	4.2	0.7	2.0	1.3	0.7	1.1	0.3	0.8	3.5	3.8	-0.3	2.3	3.5	-1.2	2.3	3.5	-1.2	
George FM	3.3	3.2	0.1	12	3.4	4.4	-1.0	5.3	5.0	0.3	5.0	5.1	-0.1	5.4	4.7	0.7	3.6	2.5	1.1	0.9	0.9	0.0	2.3	3.5	-1.2	2.3	3.5	-1.2	2.3	3.5	-1.2	
Gold	1.4	2.1	-0.7	18	0.4	0.4	0.0	0.3	0.5	-0.2	0.3	0.6	-0.3	0.6	1.1	-0.5	1.8	3.1	-1.3	2.7	4.8	-2.1	0.7	1.4	-0.7	0.2	*	*	*			
Gold Sport	0.2	0.1	0.1	25	*	0.1	*	0.2	*	*	0.2	*	*	0.2	*	*	0.1	*	*	0.3	0.2	0.1	0.2	*	*	*	0.2	*	*			
Humm FM	1.9	1.4	0.5	17	1.1	0.9	0.2	2.6	2.0	0.6	2.6	2.0	0.6	2.4	2.0	0.4	2.1	1.3	0.8	2.2	0.8	1.4	2.0	1.5	0.5	2.0	2.0	0.6	2.6	2.0	0.6	
Life FM	1.2	1.2	0.0	19	1.5	1.4	0.1	2.2	1.9	0.3	1.9	2.1	-0.2	1.8	1.8	0.0	0.9	0.6	0.3	0.2	0.2	0.0	2.6	2.0	0.6	2.6	2.0	0.6	2.6	2.0	0.6	
Magic	3.4	4.2	-0.8	10	0.3	0.3	0.0	0.4	0.7	-0.3	0.5	0.7	-0.2	0.4	0.8	-0.4	1.8	3.3	-1.5	6.9	7.5	-0.6	4.0	3.9	0.1	4.0	3.9	0.1	4.0	3.9	0.1	
Mai FM	10.1	8.8	1.3	2	17.6	18.5	-0.9	18.7	14.5	4.2	17.0	12.2	4.8	13.5	10.5	3.0	5.7	5.7	0.0	3.5	3.1	0.4	12.9	10.2	2.7	12.9	10.2	2.7	12.9	10.2	2.7	
More FM	5.6	5.4	0.2	4	11.2	8.3	2.9	5.2	4.7	0.5	5.0	5.6	-0.6	5.8	6.1	-0.3	6.4	5.9	0.5	3.7	3.9	-0.2	4.4	5.9	-1.5	4.4	5.9	-1.5	4.4	5.9	-1.5	
Newstalk ZB	15.3	15.6	-0.3	1	4.6	4.0	0.6	3.8	5.1	-1.3	6.0	6.9	-0.9	8.5	8.9	-0.4	16.9	17.0	-0.1	23.3	25.4	-2.1	13.0	10.6	2.4	13.0	10.6	2.4	13.0	10.6	2.4	
Radio Hauraki	3.0	2.9	0.1	14	3.9	6.5	-2.6	3.4	3.6	-0.2	2.8	2.9	-0.1	2.8	2.6	0.2	2.7	1.3	1.4	3.8	2.2	1.6	1.4	2.5	-1.1	1.4	2.5	-1.1	1.4	2.5	-1.1	
Radio Samoa	1.1	1.2	-0.1	20	0.5	0.4	0.1	1.1	0.6	0.5	1.5	0.5	1.0	1.6	0.9	0.7	1.4	2.3	-0.9	1.2	1.6	-0.4	1.1	1.6	-0.5	1.1	1.6	-0.5	1.1	1.6	-0.5	
Radio Waatea	0.1	*	*	26	0.2	0.1	0.1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
Rhema	0.5	0.6	-0.1	23	*	0.1	*	0.5	0.4	0.1	0.5	0.4	0.1	0.4	0.3	0.1	0.5	0.9	-0.4	1.1	1.3	-0.2	0.5	0.3	0.2	0.5	0.3	0.2	0.5	0.3	0.2	
Rock	4.1	4.7	-0.6	9	5.2	3.3	1.9	5.8	7.6	-1.8	6.2	8.1	-1.9	5.9	7.1	-1.2	3.7	3.9	-0.2	2.0	2.7	-0.7	2.5	5.9	-3.4	2.5	5.9	-3.4	2.5	5.9	-3.4	
SENZ Sport	0.5	0.3	0.2	23	0.1	0.1	0.0	0.1	*	*	0.1	*	*	0.4	0.3	0.1	1.0	0.5	0.5	0.7	0.2	0.5	0.1	*	*	*	*	*	*	*	*	
Star	0.6	0.4	0.2	21	0.2	0.2	0.0	*	*	*	0.1	*	*	0.1	*	*	0.1	0.1	0.0	0.1	0.2	0.7	0.5	0.5	0.1	*	*	*	*	*	*	
Tainui Live	0.1	0.2	-0.1	26	*	0.2	*	0.1	0.3	-0.2	0.2	0.3	-0.1	0.1	0.2	-0.1	*	*	*	0.1	0.1	0.0	0.2	0.2	0.0	0.2	0.2	0.0	0.2	0.2	0.0	
Tarana	2.7	2.4	0.3	15	1.0	0.3	0.7	1.5	1.9	-0.4	2.2	3.1	-0.9	2.1	2.5	-0.4	3.8	2.3	1.5	4.9	3.4	1.5	3.1	2.7	0.4	3.1	2.7	0.4	3.1	2.7	0.4	
The Hits	4.4	4.0	0.4	7	5.8	5.1	0.7	5.5	4.9	0.6	5.9	4.6	1.3	6.6	5.4	1.2	4.9	4.7	0.2	1.5	2.0	-0.5	5.1	4.2	0.9	5.1	4.2	0.9	5.1	4.2	0.9	
The Sound	3.3	3.1	0.2	12	2.5	1.2	1.3	2.6	2.4	0.2	1.6	2.2	-0.6	2.8	3.4	-0.6	5.1	5.8	-0.7	5.6	4.5	1.1	2.1	3.2	-1.1	2.						

AUCKLAND COMMERCIAL RADIO - SURVEY 2 2024

Station Share (%) by Daypart, People 10+

Survey Comparisons: 1/2024 - 2/2024

This Survey Period: Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024

Last Survey Period: Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 2024

	This	Last	+/-
Potential (000)	1,506.0	1,506.0	0.0
Sample Size	2,525	2,620	-95

	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	0.6	0.5	0.1	22	0.3	0.2	0.1	0.3	0.5	-0.2	0.2	0.4	-0.2	1.9	1.3	0.6	1.5	1.6	-0.1	0.6	0.8	-0.2							
Breeze	6.6	7.6	-1.0	3	10.6	12.2	-1.6	11.9	11.4	0.5	6.7	8.3	-1.6	5.7	8.1	-2.4	6.7	8.4	-1.7	9.6	10.6	-1.0							
Channel X	1.7	1.9	-0.2	16	2.7	2.9	-0.2	3.0	2.9	0.1	2.4	1.7	0.7	0.9	0.6	0.3	0.1	0.1	0.0	1.6	1.5	0.1							
Coast	4.3	4.3	0.0	7	6.7	7.3	-0.6	7.1	8.1	-1.0	4.3	4.8	-0.5	2.8	3.2	-0.4	6.1	3.4	2.7	5.5	5.4	0.1							
Edge	4.7	4.3	0.4	6	4.1	3.3	0.8	4.3	3.9	0.4	4.3	4.5	-0.2	4.4	3.9	0.5	2.2	3.2	-1.0	4.1	3.6	0.5							
Flava	3.4	2.9	0.5	10	3.0	1.7	1.3	3.3	3.2	0.1	3.2	3.8	-0.6	4.5	3.3	1.2	4.9	4.6	0.3	3.4	3.3	0.1							
George FM	2.9	3.1	-0.2	11	3.1	2.8	0.3	3.6	3.1	0.5	4.2	4.3	-0.1	2.2	2.2	0.0	1.8	2.0	-0.2	3.4	3.4	0.0							
Gold	1.0	1.3	-0.3	20	2.4	3.1	-0.7	1.8	2.6	-0.8	0.8	2.0	-1.2	1.2	1.4	-0.2	0.6	0.7	-0.1	1.2	2.1	-0.9							
Gold Sport	0.2	0.1	0.1	25	0.1	*	*	0.2	0.1	0.1	0.2	*	*	0.2	0.1	0.1	0.3	*	*	0.1	0.2	-0.1							
Humm FM	1.5	1.2	0.3	17	1.9	1.8	0.1	1.8	0.9	0.9	1.8	1.2	0.6	2.7	1.8	0.9	0.8	0.9	-0.1	2.3	1.8	0.5							
Life FM	1.4	1.3	0.1	19	0.9	0.9	0.0	0.7	0.7	0.0	1.2	1.3	-0.1	1.2	1.6	-0.4	1.0	1.1	-0.1	1.6	1.4	0.2							
Magic	2.6	3.0	-0.4	12	4.8	5.5	-0.7	4.7	5.7	-1.0	2.1	3.4	-1.3	1.6	1.4	0.2	1.6	1.2	0.4	3.7	4.8	-1.1							
Mai FM	11.9	9.7	2.2	2	7.9	7.1	0.8	8.4	8.0	0.4	11.7	10.2	1.5	11.5	11.0	0.5	9.5	10.3	-0.8	10.5	8.5	2.0							
More FM	5.7	5.5	0.2	4	6.0	5.0	1.0	5.7	5.4	0.3	5.6	5.0	0.6	4.3	4.8	-0.5	6.1	5.8	0.3	5.3	5.7	-0.4							
Newstalk ZB	20.9	21.5	-0.6	1	12.1	13.3	-1.2	9.3	10.0	-0.7	18.2	18.2	0.0	20.7	18.6	2.1	26.3	26.6	-0.3	12.3	12.3	0.0							
Radio Hauraki	2.4	2.7	-0.3	13	4.1	2.9	1.2	4.0	3.4	0.6	2.0	2.6	-0.6	2.2	1.8	0.4	2.0	1.0	1.0	3.0	3.4	-0.4							
Radio Samoa	1.5	1.3	0.2	17	1.1	0.9	0.2	1.0	0.9	0.1	0.9	0.8	0.1	1.8	3.4	-1.6	2.2	1.6	0.6	0.7	1.2	-0.5							
Radio Waatea	0.1	*	*	26	*	*	*	*	*	*	0.1	*	*	*	*	*	0.3	*	*	*	*	*							
Rhema	0.3	0.6	-0.3	23	0.6	0.5	0.1	0.5	0.5	0.0	0.4	0.5	-0.1	0.6	0.4	0.2	0.8	0.7	0.1	0.7	0.7	0.0							
Rock	3.7	3.3	0.4	8	4.4	6.6	-2.2	4.2	6.6	-2.4	4.5	4.2	0.3	2.3	2.6	-0.3	4.1	3.4	0.7	4.4	3.8	0.6							
SENZ Sport	0.3	0.1	0.2	23	0.4	0.3	0.1	0.4	0.3	0.1	0.7	0.2	0.5	0.4	0.1	0.3	0.3	*	*	0.7	0.4	0.3							
Star	0.8	0.5	0.3	21	0.3	0.2	0.1	0.4	0.3	0.1	0.5	0.4	0.1	1.3	0.7	0.6	0.4	0.4	0.0	0.8	0.4	0.4							
Tainui Live	0.1	0.1	0.0	26	*	*	*	0.2	0.1	0.1	*	0.1	*	0.1	0.2	-0.1	0.2	1.0	-0.8	0.1	0.2	0.2	-0.1						
Tarana	2.3	2.3	0.0	14	2.6	2.1	0.5	2.4	2.2	0.2	2.7	2.6	0.1	1.8	1.9	-0.1	1.2	2.0	-0.8	3.8	2.8	1.0							
The Hits	3.7	3.3	0.4	8	4.9	4.1	0.8	4.8	4.4	0.4	4.2	3.6	0.6	4.2	3.2	1.0	3.7	2.9	0.8	4.6	4.7	-0.1							
The Sound	2.3	2.1	0.2	14	3.6	3.6	0.0	4.0	3.7	0.3	3.5	2.7	0.8	3.4	2.5	0.9	3.6	4.3	-0.7	3.3	3.5	-0.2							
ZM	5.0	7.2	-2.2	5	4.7	4.5	0.2	5.9	6.2	-0.3	7.0	7.2	-0.2	3.7	6.5	-2.8	4.6	5.0	-0.4	5.0	5.2	-0.2		</td					

AUCKLAND COMMERCIAL RADIO - SURVEY 2 2024

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

Survey Comparisons: 1/2024 - 2/2024

This Survey Period: Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024

Last Survey Period: Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 2024

	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	+/-	
BBC	25.2	23.6	1.6	20	5.2	6.6	-1.4		4.4	4.9	-0.5		4.2	4.2	0.0		6.8	6.8	0.0		5.9	7.8	-1.9		9.6	8.0	1.6		5.2	4.6	0.6	
Breeze	217.0	218.9	-1.9	3	38.6	41.9	-3.3		53.8	58.6	-4.8		58.6	61.7	-3.1		98.4	101.2	-2.8		77.6	76.2	1.4		61.1	59.0	2.1		47.2	39.6	7.6	
Channel X	41.8	33.0	8.8	15	8.7	4.2	4.5		17.0	14.5	2.5		18.9	15.9	3.0		27.7	24.7	3.0		13.6	12.2	1.4		5.4	4.1	1.3		8.2	7.4	0.8	
Coast	95.1	105.9	-10.8	9	10.8	11.7	-0.9		15.3	17.6	-2.3		16.3	22.1	-5.8		36.5	42.5	-6.0		48.0	46.7	1.3		40.0	42.7	-2.7		16.3	18.9	-2.6	
Edge	155.6	148.8	6.8	5	56.5	53.6	2.9		81.5	73.8	7.7		66.0	65.1	0.9		87.2	84.3	2.9		31.2	28.4	2.8		11.9	10.9	1.0		30.0	30.0	0.0	
Flava	102.6	108.3	-5.7	8	34.3	39.4	-5.1		54.1	53.7	0.4		53.8	54.1	-0.3		63.0	65.8	-2.8		13.7	13.4	0.3		4.4	3.1	1.3		21.7	24.4	-2.7	
George FM	90.9	93.1	-2.2	10	19.3	20.3	-1.0		49.2	45.5	3.7		44.1	46.3	-2.2		63.9	64.7	-0.8		27.1	24.9	2.2		7.7	8.1	-0.4		13.7	15.9	-2.2	
Gold	28.7	37.9	-9.2	19	2.6	4.6	-2.0		5.4	7.7	-2.3		5.9	8.6	-2.7		11.8	18.7	-6.9		14.9	17.5	-2.6		12.6	13.4	-0.8		7.4	9.4	-2.0	
Gold Sport	5.7	7.9	-2.2	25	1.2	2.5	-1.3		0.9	0.6	0.3		0.9	0.6	0.3		0.9	0.6	0.3		0.8	0.8	0.0		1.8	2.9	-1.1		1.8	1.7	0.1	
Humm FM	30.8	26.8	4.0	18	5.2	5.3	-0.1		13.9	11.3	2.6		14.0	11.9	2.1		17.4	16.7	0.7		7.6	6.3	1.3		7.5	3.8	3.7		7.3	5.9	1.4	
Life FM	37.1	42.0	-4.9	16	11.1	14.7	-3.6		18.0	17.2	0.8		14.8	15.0	-0.2		20.3	20.1	0.2		7.7	7.5	0.2		3.7	4.9	-1.2		9.0	7.9	1.1	
Magic	55.6	61.9	-6.3	14	3.2	3.3	-0.1		3.9	5.4	-1.5		5.4	6.1	-0.7		8.1	11.2	-3.1		12.8	16.8	-4.0		26.4	30.1	-3.7		11.1	10.8	0.3	
Mai FM	239.9	225.2	14.7	2	71.6	74.3	-2.7		127.9	113.2	14.7		117.1	105.0	12.1		143.4	132.1	11.3		42.6	39.6	3.0		21.1	15.8	5.3		52.4	47.8	4.6	
More FM	162.5	174.7	-12.2	4	47.5	53.0	-5.5		57.7	53.0	4.7		54.5	55.3	-0.8		84.7	86.8	-2.1		53.6	55.4	-1.8		27.6	32.5	-4.9		27.3	36.3	-9.0	
Newstalk ZB	265.7	277.9	-12.2	1	39.5	37.1	2.4		44.9	60.2	-15.3		59.8	71.5	-11.7		104.0	116.3	-12.3		83.2	89.5	-6.3		81.9	88.6	-6.7		49.9	50.4	-0.5	
Radio Hauraki	56.0	67.4	-11.4	13	8.3	17.2	-8.9		18.3	25.5	-7.2		22.2	31.9	-9.7		32.8	41.9	-9.1		18.5	12.8	5.7		14.5	8.3	6.2		9.4	18.1	-8.7	
Radio Samoa	18.0	19.2	-1.2	21	4.2	4.6	-0.4		7.4	6.8	0.6		8.1	5.5	2.6		10.1	9.2	0.9		3.5	6.1	-2.6		3.8	2.9	0.9		4.5	5.2	-0.7	
Radio Waatea	3.0	4.0	-1.0	27	1.4	2.8	-1.4		0.9	0.8	0.1		0.6	*	*		1.1	*	*		0.5	*	*		0.6	1.2	-0.6		*	*	*	
Rhema	12.9	16.7	-3.8	23	1.0	2.7	-1.7		5.3	3.8	1.5		5.3	5.1	0.2		6.0	5.9	0.1		2.8	4.4	-1.6		5.2	7.4	-2.2		4.1	3.0	1.1	
Rock	90.4	99.6	-9.2	11	20.1	23.5	-3.4		36.9	41.9	-5.0		40.5	45.3	-4.8		58.0	60.0	-2.0		26.1	25.4	0.7		11.8	16.1	-4.3		17.3	23.7	-6.4	
SENZ Sport	14.5	8.0	6.5	22	1.5	1.2	0.3		2.8	0.6	2.2		1.9	0.6	1.3		6.2	3.9	2.3		8.6	4.3	4.3		6.4	2.4	4.0		2.3	0.4	1.9	
Star	10.6	8.4	2.2	24	1.9	2.5	-0.6		0.8	1.0	-0.2		1.5	1.6	-0.1		2.6	2.2	0.4		1.2	0.7	0.5		2.6	0.9	1.7		0.7	1.5	-0.8	
Tainui Live	3.1	8.9	-5.8	26	0.5	4.9	-4.4		1.1	2.6	-1.5		1.5	3.1	-1.6		1.9	3.5	-1.6		0.3	0.4	-0.1		0.7	0.5	0.2		1.5	1.4	0.1	
Tarana	32.7	28.8	3.9	17	3.1	1.8	1.3		6.5	11.4	-4.9		10.9	13.5	-2.6		15.0	18.3	-3.3		10.8	9.0	1.8		10.8	7.1	3.7		8.2	7.8	0.4	
The Hits	136.6	130.1	6.5	7	37.7	38.8	-1.1		53.4	50.2	3.2		50.3	47.8	2.5		79.1	74.6	4.5		40.5	37.3	3.2		19.8	16.1	3.7		30.5	28.8	1.7	
The Sound	79.4	90.2	-10.8	12	13.4	17.3	-3.9		22.7	29.1	-6.4		17.9	27.5	-9.6		35.6	46.4	-10.8		35.2	34.6	0.6		26.4	24.1	2.3		12.2	17.4	-5.2	
ZM	149																															

AUCKLAND COMMERCIAL RADIO - SURVEY 2 2024

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

Survey Comparisons: 1/2024 - 2/2024

This Survey Period: Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024

Last Survey Period: Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 2024

	This	Last	+/-
Potential (000)	1,506.0	1,506.0	0.0
Sample Size	2,525	2,620	-95

	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	11.5	10.0	1.5	21	6.6	4.3	2.3		5.6	5.7	-0.1		6.0	7.4	-1.4		7.8	7.3	0.5		5.1	4.8	0.3		13.7	17.1	-3.4	
Breeze	95.8	103.7	-7.9	3	93.0	94.6	-1.6		112.2	115.5	-3.3		90.7	101.3	-10.6		35.1	42.0	-6.9		24.6	27.3	-2.7		122.8	130.3	-7.5	
Channel X	22.2	22.5	-0.3	15	15.6	15.7	-0.1		21.7	20.2	1.5		24.4	21.4	3.0		8.8	6.0	2.8		2.2	2.0	0.2		21.6	18.4	3.2	
Coast	42.1	45.8	-3.7	11	48.6	44.3	4.3		48.1	57.6	-9.5		33.9	44.8	-10.9		16.2	16.3	-0.1		19.9	15.8	4.1		44.1	57.6	-13.5	
Edge	84.1	73.8	10.3	4	51.1	48.3	2.8		59.1	58.7	0.4		58.6	65.0	-6.4		30.3	27.0	3.3		13.4	15.9	-2.5		74.6	73.3	1.3	
Flava	52.2	49.3	2.9	8	35.2	33.1	2.1		48.1	47.0	1.1		38.9	41.5	-2.6		23.8	23.4	0.4		15.6	17.1	-1.5		61.7	60.5	1.2	
George FM	47.6	48.4	-0.8	9	31.2	31.4	-0.2		36.3	34.3	2.0		42.9	42.7	0.2		19.1	15.3	3.8		9.8	10.2	-0.4		46.0	52.2	-6.2	
Gold	11.7	20.2	-8.5	20	13.8	17.9	-4.1		14.1	18.9	-4.8		9.6	15.9	-6.3		5.5	7.6	-2.1		2.7	5.0	-2.3		16.5	20.9	-4.4	
Gold Sport	1.3	0.8	0.5	26	2.6	2.1	0.5		2.4	1.6	0.8		2.1	1.0	1.1		0.9	0.6	0.3		0.5	*	*		2.7	4.1	-1.4	
Humm FM	19.6	16.0	3.6	16	15.5	12.9	2.6		13.1	9.4	3.7		13.0	10.0	3.0		7.3	6.4	0.9		2.1	4.0	-1.9		19.6	17.0	2.6	
Life FM	17.5	18.3	-0.8	18	12.9	14.2	-1.3		14.8	14.8	0.0		14.0	17.6	-3.6		8.1	8.9	-0.8		7.7	6.2	1.5		27.7	28.6	-0.9	
Magic	24.4	30.5	-6.1	13	32.3	34.2	-1.9		33.4	36.3	-2.9		22.0	30.3	-8.3		9.8	7.1	2.7		5.0	4.6	0.4		41.4	50.0	-8.6	
Mai FM	141.5	126.7	14.8	2	97.5	82.3	15.2		107.8	105.9	1.9		110.1	115.4	-5.3		55.6	59.9	-4.3		30.4	33.7	-3.3		135.6	133.7	1.9	
More FM	78.6	77.0	1.6	5	56.3	58.4	-2.1		73.2	80.2	-7.0		54.7	66.1	-11.4		28.1	31.8	-3.7		27.9	31.4	-3.5		90.0	95.4	-5.4	
Newstalk ZB	178.0	190.5	-12.5	1	116.8	118.3	-1.5		108.5	113.8	-5.3		127.3	142.8	-15.5		69.4	68.0	1.4		57.2	64.8	-7.6		139.5	151.5	-12.0	
Radio Hauraki	24.0	31.9	-7.9	14	21.8	20.9	0.9		30.2	31.4	-1.2		24.6	29.0	-4.4		12.5	13.2	-0.7		4.8	5.5	-0.7		34.2	42.7	-8.5	
Radio Samoa	12.2	10.1	2.1	19	6.8	4.9	1.9		7.8	7.8	0.0		5.9	7.3	-1.4		4.7	7.5	-2.8		6.6	4.8	1.8		6.8	11.8	-5.0	
Radio Waatea	1.0	*	*	27	1.2	*	*		0.6	*	*		2.0	1.3	0.7		0.5	1.2	-0.7		0.4	*	*		0.4	1.4	-1.0	
Rhema	6.1	7.2	-1.1	23	5.1	6.0	-0.9		6.6	8.3	-1.7		4.9	7.2	-2.3		3.7	4.0	-0.3		4.3	4.3	0.0		8.8	12.5	-3.7	
Rock	42.6	45.1	-2.5	10	33.9	36.0	-2.1		32.9	44.0	-11.1		42.5	46.0	-3.5		13.1	15.3	-2.2		14.6	15.9	-1.3		55.7	54.8	0.9	
SENZ Sport	4.7	1.2	3.5	24	5.4	4.0	1.4		5.4	3.2	2.2		5.5	2.9	2.6		1.9	1.1	0.8		0.7	*	*		7.5	4.2	3.3	
Star	7.6	5.0	2.6	22	4.2	2.8	1.4		6.6	4.2	2.4		3.7	3.9	-0.2		3.2	2.1	1.1		1.5	1.4	0.1		6.8	5.6	1.2	
Tainui Live	1.4	2.0	-0.6	25	*	1.5	*		1.5	2.1	-0.6		0.5	1.1	-0.6		1.0	2.4	-1.4		1.0	3.4	-2.4		2.2	5.6	-3.4	
Tarana	19.2	20.0	-0.8	17	14.1	11.6	2.5		13.3	14.2	-0.9		19.2	17.6	1.6		7.3	7.0	0.3		4.8	6.8	-2.0		26.9	20.6	6.3	
The Hits	65.5	63.7	1.8	7	49.6	43.7	5.9		61.7	57.2	4.5		48.9	49.9	-1.0		28.0	21.3	6.7		24.3	21.1	3.2		86.8	82.4	4.4	
The Sound	30.3	35.9	-5.6	12	31.0	33.8	-2.8		40.7	39.1	1.6		32.7	34.7	-2.0		12.9	15.6	-2.7		15.0	15.8	-0.8		37.6	46.5	-8.9	
ZM	72.1	93.3	-21.2	6	54.6	55.3	-0.7		73.8	7																		

AUCKLAND COMMERCIAL RADIO - SURVEY 2 2024

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

Survey Comparisons: 1/2024 - 2/2024

This Survey Period: Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024

Last Survey Period: Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 2024

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

AUCKLAND COMMERCIAL RADIO - SURVEY 2 2024

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

Survey Comparisons: 1/2024 - 2/2024

This Survey Period: Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024

Last Survey Period: Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 2024

	This	Last	+/-
Potential (000)	1,506.0	1,506.0	0.0
Sample Size	2,525	2,620	-95

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