

AUCKLAND COMMERCIAL RADIO - SURVEY 3 2024

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

Survey Comparisons: 2/2024 - 3/2024

This Survey Period: Sun May 12 to Sat Aug 3 & Sun Aug 11 to Sat Nov 2 2024

Last Survey Period: Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 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	0.9	0.6	0.3	21	0.4	0.5	-0.1	0.2	0.1	0.1	0.1	0.0	0.2	0.2	0.0	0.4	0.7	-0.3	1.6	1.2	0.4	0.3	0.6	-0.3	9.1	10.0	-0.9	14.2	8.5	5.7					
Breeze	8.8	8.9	-0.1	3	3.8	5.6	-1.8	4.9	5.0	-0.1	6.9	6.7	0.2	8.6	6.7	1.9	10.2	8.6	1.6	2.0	1.0	1.0	2.7	2.3	0.4	2.0	1.0	1.0	9.7	3.3	6.4				
Channel X	3.6	2.1	1.5	14	2.0	1.6	0.4	7.0	2.6	4.4	7.2	3.0	4.2	5.9	3.4	2.5	3.2	2.5	0.7	10.2	11.2	-1.0	10.2	11.2	-1.0	10.2	11.2	-1.0	9.7	3.3	6.4				
Coast	5.6	5.5	0.1	4	5.1	4.9	0.2	1.5	2.3	-0.8	1.2	1.9	-0.7	3.6	2.4	1.2	11.0	10.1	0.9	10.2	11.2	-1.0	10.2	11.2	-1.0	10.2	11.2	-1.0	9.7	3.3	6.4				
Edge	3.8	4.2	-0.4	11	7.4	9.6	-2.2	8.5	8.1	0.4	6.7	6.4	0.3	5.1	5.1	0.0	1.5	2.0	-0.5	0.7	1.2	-0.5	0.7	1.2	-0.5	3.3	4.3	-1.0	2.9	3.5	-0.6				
Flava	3.8	3.4	0.4	11	5.7	5.2	0.5	6.5	6.0	0.5	6.2	6.1	0.1	4.8	4.9	-0.1	2.8	2.0	0.8	2.3	1.1	1.2	2.9	3.5	-0.6	2.9	3.5	-0.6	2.9	3.5	-0.6				
George FM	4.3	3.3	1.0	9	4.2	3.4	0.8	6.7	5.3	1.4	6.9	5.0	1.9	6.7	5.4	1.3	4.3	3.6	0.7	1.7	0.9	0.8	4.0	2.3	1.7	2.7	2.3	0.4							
Gold	1.2	1.4	-0.2	19	0.1	0.4	-0.3	0.2	0.3	-0.1	0.2	0.3	-0.1	0.7	0.6	0.1	2.1	1.8	0.3	2.4	2.7	-0.3	0.6	0.7	-0.1	0.2	0.2	0.0	0.2	0.2	0.0				
Gold Sport	0.2	0.2	0.0	25	0.1	*	*	0.3	0.2	0.1	0.3	0.2	0.1	0.3	0.2	0.1	0.2	0.1	0.1	0.2	0.3	-0.1	0.2	0.2	0.0	0.2	0.2	0.0	0.2	0.2	0.0				
Humm FM	1.3	1.9	-0.6	18	1.3	1.1	0.2	1.5	2.6	-1.1	1.4	2.6	-1.2	1.2	2.4	-1.2	1.4	2.1	-0.7	1.8	2.2	-0.4	1.4	2.0	-0.6	1.4	2.0	-0.6	1.4	2.0	-0.6				
Life FM	1.4	1.2	0.2	17	1.5	1.5	0.0	1.7	2.2	-0.5	1.6	1.9	-0.3	1.9	1.8	0.1	1.9	0.9	1.0	1.0	0.2	0.8	2.4	2.6	-0.2	2.4	2.6	-0.2	2.4	2.6	-0.2				
Magic	4.9	3.4	1.5	7	2.3	0.3	2.0	1.6	0.4	1.2	0.5	0.5	0.0	0.7	0.4	0.3	3.8	1.8	2.0	9.9	6.9	3.0	3.0	4.0	-1.0	3.0	4.0	-1.0	3.0	4.0	-1.0				
Mai FM	9.5	10.1	-0.6	2	20.9	17.6	3.3	15.6	18.7	-3.1	13.4	17.0	-3.6	11.6	13.5	-1.9	5.1	5.7	-0.6	1.9	3.5	-1.6	10.8	12.9	-2.1	10.8	12.9	-2.1	10.8	12.9	-2.1				
More FM	5.1	5.6	-0.5	5	8.8	11.2	-2.4	5.3	5.2	0.1	4.7	5.0	-0.3	4.7	5.8	-1.1	4.7	6.4	-1.7	3.7	3.7	0.0	3.8	4.4	-0.6	3.8	4.4	-0.6	3.8	4.4	-0.6				
Newstalk ZB	14.5	15.3	-0.8	1	6.0	4.6	1.4	4.5	3.8	0.7	5.9	6.0	-0.1	7.8	8.5	-0.7	15.9	16.9	-1.0	23.8	23.3	0.5	10.2	13.0	-2.8	10.2	13.0	-2.8	10.2	13.0	-2.8				
Radio Hauraki	1.9	3.0	-1.1	16	0.9	3.9	-3.0	3.0	3.4	-0.4	2.9	2.8	0.1	2.7	2.8	-0.1	2.1	2.7	-0.6	1.6	3.8	-2.2	2.2	1.4	0.8	2.2	1.4	0.8	2.2	1.4	0.8				
Radio Samoa	1.0	1.1	-0.1	20	0.8	0.5	0.3	0.6	1.1	-0.5	1.0	1.5	-0.5	1.3	1.6	-0.3	1.0	1.4	-0.4	0.7	1.2	-0.5	1.2	1.1	0.1	1.2	1.1	0.1	1.2	1.1	0.1				
Radio Waatea	0.1	0.1	0.0	26	0.2	0.2	0.0	*	*	*	0.1	*	*	0.1	*	*	0.1	*	*	0.1	*	*	0.1	0.1	0.0	*	*	*	0.1	0.1	0.0	*	*	*	
Rhema	0.5	0.5	0.0	22	0.1	*	*	0.3	0.5	-0.2	0.4	0.5	-0.1	0.5	0.4	0.1	0.8	0.5	0.3	0.9	1.1	-0.2	0.7	0.5	0.2	0.7	0.5	0.2	0.7	0.5	0.2	0.7	0.5	0.2	
Rock	4.7	4.1	0.6	8	5.8	5.2	0.6	8.8	5.8	3.0	8.0	6.2	1.8	7.2	5.9	1.3	3.6	3.7	-0.1	1.2	2.0	-0.8	3.5	2.5	1.0	3.5	2.5	1.0	3.5	2.5	1.0	3.5	2.5	1.0	
SENZ (Sport Nation)*	0.3	0.5	-0.2	24	0.2	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.4	-0.3	0.5	1.0	-0.5	1.0	0.7	0.3	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0	
Star	0.4	0.6	-0.2	23	0.3	0.2	0.1	0.1	*	*	0.1	0.1	0.0	0.2	0.1	0.1	0.2	0.1	0.1	0.4	1.2	-0.8	0.3	*	*	*	*	*	*	*	*	*	*	*	*
Tainui Live	0.1	0.1	0.0	26	0.1	*	*	*	0.1	*	0.2	0.2	0.0	0.1	0.1	0.0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Tarana	2.7	2.7	0.0	15	1.3	1.0	0.3	1.2	1.5	-0.3	2.0	2.2	-0.2	1.9	2.1	-0.2	2.8	3.8	-1.0	2.8	4.9	-2.1	2.2	3.1	-0.9	2.2	3.1	-0.9	2.2	3.1	-0.9	2.2	3.1	-0.9	
The Hits	5.0	4.4	0.6	6	5.6	5.8	-0.2	6.2	5.5	0.7	7.7	5.9	1.8	7.0	6.6	0.4	4.1	4.9	-0.8	3.1	1.5	1.6	5.7	5.											

AUCKLAND COMMERCIAL RADIO - SURVEY 3 2024

Station Share (%) by Daypart, People 10+

Survey Comparisons: 2/2024 - 3/2024

This Survey Period: Sun May 12 to Sat Aug 3 & Sun Aug 11 to Sat Nov 2 2024

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

	This	Last	+/-
Potential (000)	1,506.0	1,506.0	0.0
Sample Size	2,506	2,525	-19

	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	1.0	0.6	0.4	20	0.4	0.3	0.1		0.5	0.3	0.2		0.4	0.2	0.2		2.3	1.9	0.4		1.8	1.5	0.3		1.1	0.6	0.5	
Breeze	7.0	6.6	0.4	3	9.6	10.6	-1.0		9.3	11.9	-2.6		8.0	6.7	1.3		8.7	5.7	3.0		8.2	6.7	1.5		10.1	9.6	0.5	
Channel X	2.6	1.7	0.9	15	4.3	2.7	1.6		5.0	3.0	2.0		3.2	2.4	0.8		2.8	0.9	1.9		0.1	0.1	0.0		3.9	1.6	2.3	
Coast	4.8	4.3	0.5	5	6.9	6.7	0.2		6.9	7.1	-0.2		4.3	4.3	0.0		2.6	2.8	-0.2		5.4	6.1	-0.7		5.4	5.5	-0.1	
Edge	4.0	4.7	-0.7	8	3.9	4.1	-0.2		3.8	4.3	-0.5		3.9	4.3	-0.4		3.2	4.4	-1.2		3.2	2.2	1.0		3.7	4.1	-0.4	
Flava	3.0	3.4	-0.4	12	4.4	3.0	1.4		3.4	3.3	0.1		3.6	3.2	0.4		5.0	4.5	0.5		4.7	4.9	-0.2		4.1	3.4	0.7	
George FM	3.7	2.9	0.8	10	3.8	3.1	0.7		4.7	3.6	1.1		4.7	4.2	0.5		2.3	2.2	0.1		2.8	1.8	1.0		5.3	3.4	1.9	
Gold	0.7	1.0	-0.3	21	1.8	2.4	-0.6		1.6	1.8	-0.2		1.1	0.8	0.3		0.6	1.2	-0.6		*	0.6	*		1.0	1.2	-0.2	
Gold Sport	0.2	0.2	0.0	24	0.2	0.1	0.1		0.1	0.2	-0.1		0.2	0.2	0.0		0.5	0.2	0.3		0.5	0.3	0.2		0.3	0.1	0.2	
Humm FM	1.1	1.5	-0.4	19	0.9	1.9	-1.0		1.2	1.8	-0.6		1.2	1.8	-0.6		3.8	2.7	1.1		0.1	0.8	-0.7		1.7	2.3	-0.6	
Life FM	1.6	1.4	0.2	18	0.8	0.9	-0.1		1.1	0.7	0.4		1.6	1.2	0.4		2.1	1.2	0.9		0.9	1.0	-0.1		1.9	1.6	0.3	
Magic	3.6	2.6	1.0	11	6.7	4.8	1.9		5.9	4.7	1.2		3.1	2.1	1.0		4.6	1.6	3.0		3.3	1.6	1.7		5.1	3.7	1.4	
Mai FM	11.2	11.9	-0.7	2	6.5	7.9	-1.4		8.0	8.4	-0.4		10.9	11.7	-0.8		12.9	11.5	1.4		11.8	9.5	2.3		9.5	10.5	-1.0	
More FM	5.5	5.7	-0.2	4	5.7	6.0	-0.3		4.7	5.7	-1.0		6.2	5.6	0.6		4.3	4.3	0.0		4.8	6.1	-1.3		4.4	5.3	-0.9	
Newstalk ZB	20.5	20.9	-0.4	1	11.6	12.1	-0.5		9.9	9.3	0.6		16.7	18.2	-1.5		14.4	20.7	-6.3		23.1	26.3	-3.2		12.8	12.3	0.5	
Radio Hauraki	1.9	2.4	-0.5	16	2.1	4.1	-2.0		2.1	4.0	-1.9		1.8	2.0	-0.2		1.1	2.2	-1.1		1.7	2.0	-0.3		1.8	3.0	-1.2	
Radio Samoa	1.7	1.5	0.2	17	0.8	1.1	-0.3		0.8	1.0	-0.2		0.8	0.9	-0.1		1.4	1.8	-0.4		0.6	2.2	-1.6		0.5	0.7	-0.2	
Radio Waatea	0.1	0.1	0.0	26	0.1	*	*		0.1	*	*		0.1	0.1	0.0		*	*	*		0.4	0.3	0.1		*	*	*	
Rhema	0.2	0.3	-0.1	24	0.5	0.6	-0.1		0.3	0.5	-0.2		0.5	0.4	0.1		0.6	0.6	0.0		0.8	0.8	0.0		0.7	0.7	0.0	
Rock	3.8	3.7	0.1	9	5.6	4.4	1.2		6.2	4.2	2.0		5.0	4.5	0.5		1.4	2.3	-0.9		4.5	4.1	0.4		3.9	4.4	-0.5	
SENZ (Sport Nation)*	0.3	0.3	0.0	23	0.4	0.4	0.0		0.4	0.4	0.0		0.4	0.7	-0.3		0.2	0.4	-0.2		0.7	0.3	0.4		0.3	0.7	-0.4	
Star	0.6	0.8	-0.2	22	0.2	0.3	-0.1		0.3	0.4	-0.1		0.2	0.5	-0.3		0.6	1.3	-0.7		0.2	0.4	-0.2		0.6	0.8	-0.2	
Tainui Live	*	0.1	*	*	0.1	*	*		0.1	0.2	-0.1		*	*	*		0.2	0.1	0.1		0.1	0.2	-0.1		*	0.1	*	
Tarana	2.7	2.3	0.4	14	2.7	2.6	0.1		2.3	2.4	-0.1		2.2	2.7	-0.5		2.1	1.8	0.3		1.8	1.2	0.6		3.7	3.8	-0.1	
The Hits	4.5	3.7	0.8	6	5.3	4.9	0.4		5.7	4.8	0.9		6.0	4.2	1.8		5.5	4.2	1.3		4.1	3.7	0.4		4.2	4.6	-0.4	
The Sound	2.8	2.3	0.5	13	5.0	3.6	1.4		5.1	4.0	1.1		3.2	3.5	-0.3		4.3	3.4	0.9		3.9	3.6	0.3		3.2	3.3	-0.1	
ZM	4.1	5.0	-0.9	7	3.7	4.7	-1.0		4.3	5.9	-1.6		4.2	7.0	-2.8		1.8	3.7	-1.9		3.0	4.6	-1.6		3.1	5.0	-1.9	
MediaWorks Combo	45.3	44.0	1.3		52.6</																							

AUCKLAND COMMERCIAL RADIO - SURVEY 3 2024

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

Survey Comparisons: 2/2024 - 3/2024

This Survey Period: Sun May 12 to Sat Aug 3 & Sun Aug 11 to Sat Nov 2 2024

Last Survey Period: Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 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	30.5	25.2	5.3	18	3.5	5.2	-1.7		4.8	4.4	0.4		4.4	4.2	0.2		7.2	6.8	0.4		6.4	5.9	0.5		12.6	9.6	3.0		4.2	5.2	-1.0	
Breeze	194.5	217.0	-22.5	3	32.1	38.6	-6.5		50.9	53.8	-2.9		57.4	58.6	-1.2		90.8	98.4	-7.6		71.6	77.6	-6.0		57.6	61.1	-3.5		48.7	47.2	1.5	
Channel X	58.3	41.8	16.5	14	8.1	8.7	-0.6		33.0	17.0	16.0		33.6	18.9	14.7		44.0	27.7	16.3		15.9	13.6	2.3		6.3	5.4	0.9		14.5	8.2	6.3	
Coast	85.3	95.1	-9.8	11	9.9	10.8	-0.9		10.1	15.3	-5.2		11.7	16.3	-4.6		29.8	36.5	-6.7		47.3	48.0	-0.7		41.0	40.0	1.0		19.6	16.3	3.3	
Edge	135.5	155.6	-20.1	5	47.4	56.5	-9.1		82.5	81.5	1.0		66.1	66.0	0.1		80.7	87.2	-6.5		20.5	31.2	-10.7		7.4	11.9	-4.5		28.5	30.0	-1.5	
Flava	105.3	102.6	2.7	8	34.1	34.3	-0.2		61.6	54.1	7.5		53.8	53.8	0.0		63.0	63.0	0.0		16.3	13.7	2.6		7.1	4.4	2.7		20.8	21.7	-0.9	
George FM	101.4	90.9	10.5	9	22.6	19.3	3.3		59.8	49.2	10.6		53.9	44.1	9.8		68.6	63.9	4.7		24.4	27.1	-2.7		10.3	7.7	2.6		22.4	13.7	8.7	
Gold	26.7	28.7	-2.0	19	1.2	2.6	-1.4		5.3	5.4	-0.1		5.3	5.9	-0.6		10.0	11.8	-1.8		16.6	14.9	1.7		14.9	12.6	2.3		6.8	7.4	-0.6	
Gold Sport	10.1	5.7	4.4	24	1.1	1.2	-0.1		2.6	0.9	1.7		2.0	0.9	1.1		3.6	0.9	2.7		3.3	0.8	2.5		3.7	1.8	1.9		1.9	1.8	0.1	
Humm FM	26.6	30.8	-4.2	20	5.2	5.2	0.0		9.7	13.9	-4.2		10.7	14.0	-3.3		13.9	17.4	-3.5		7.3	7.6	-0.3		6.3	7.5	-1.2		5.1	7.3	-2.2	
Life FM	32.6	37.1	-4.5	17	8.3	11.1	-2.8		17.1	18.0	-0.9		15.2	14.8	0.4		22.5	20.3	2.2		8.5	7.7	0.8		1.8	3.7	-1.9		9.4	9.0	0.4	
Magic	63.2	55.6	7.6	13	4.5	3.2	1.3		8.2	3.9	4.3		6.8	5.4	1.4		9.6	8.1	1.5		19.2	12.8	6.4		33.8	26.4	7.4		11.2	11.1	0.1	
Mai FM	246.4	239.9	6.5	2	81.6	71.6	10.0		140.4	127.9	12.5		119.9	117.1	2.8		144.9	143.4	1.5		38.3	42.6	-4.3		16.0	21.1	-5.1		54.3	52.4	1.9	
More FM	145.1	162.5	-17.4	4	44.0	47.5	-3.5		59.4	57.7	1.7		50.3	54.5	-4.2		72.4	84.7	-12.3		43.2	53.6	-10.4		25.3	27.6	-2.3		27.8	27.3	0.5	
Newstalk ZB	261.0	265.7	-4.7	1	34.3	39.5	-5.2		54.7	44.9	9.8		64.2	59.8	4.4		99.0	104.0	-5.0		84.7	83.2	1.5		89.0	81.9	7.1		44.7	49.9	-5.2	
Radio Hauraki	53.7	56.0	-2.3	15	5.1	8.3	-3.2		26.1	18.3	7.8		26.4	22.2	4.2		38.8	32.8	6.0		19.0	18.5	0.5		9.4	14.5	-5.1		12.2	9.4	2.8	
Radio Samoa	16.4	18.0	-1.6	21	3.3	4.2	-0.9		3.5	7.4	-3.9		3.6	8.1	-4.5		8.0	10.1	-2.1		6.8	3.5	3.3		4.0	3.8	0.2		4.0	4.5	-0.5	
Radio Waatea	2.8	3.0	-0.2	27	0.5	1.4	-0.9	*	0.9	*	1.4		0.6	0.8			1.8	1.1	0.7		0.4	0.5	-0.1		0.5	0.6	-0.1	*	*	*	*	
Rhema	12.5	12.9	-0.4	22	2.4	1.0	1.4		2.2	5.3	-3.1		3.5	5.3	-1.8		6.8	6.0	0.8		5.0	2.8	2.2		3.3	5.2	-1.9		3.8	4.1	-0.3	
Rock	100.4	90.4	10.0	10	23.0	20.1	2.9		46.9	36.9	10.0		44.7	40.5	4.2		67.2	58.0	9.2		28.8	26.1	2.7		7.3	11.8	-4.5		19.2	17.3	1.9	
SENZ (Sport Nation)*	11.3	14.5	-3.2	23	2.4	1.5	0.9		2.1	2.8	-0.7		1.3	1.9	-0.6		2.4	6.2	-3.8		5.8	8.6	-2.8		6.5	6.4	0.1		1.8	2.3	-0.5	
Star	9.7	10.6	-0.9	25	2.3	1.9	0.4		1.1	0.8	0.3		1.2	1.5	-0.3		2.9	2.6	0.3		2.3	1.2	1.1		2.8	2.6	0.2		1.1	0.7	0.4	
Tainui Live	3.2	3.1	0.1	26	1.4	0.5	0.9		1.6	1.1	0.5		1.7	1.5	0.2		1.7	1.9	-0.2	*	*	0.3	*	*	0.7	*	0.8	1.5	-0.7			
Tarana	38.0	32.7	5.3	16	4.6	3.1	1.5		6.8	6.5	0.3		13.7	10.9	2.8		18.6	15.0	3.6		10.8	10.8	0.0		8.5	10.8	-2.3		7.4	8.2	-0.8	
The Hits	120.2	136.6	-16.4	7	31.7	37.7	-6.0		51.7	53.4	-1.7		51.1	50.3	0.8		69.9	79.1	-9.2		32.0	40.5	-8.5		18.6	19.8	-1.2		30.7	30.5	0.2	
The Sound	78.1	79.4	-1.3	12	9.2	13.4	-4.2		19.0	22.7	-3.7		18.9	17.9	1.0		32.6	35.6	-3.0		34.2	35.2	-1.0		32.8	26.4	6.4		13.4	12.2	1.2	
ZM	120.4	14																														

AUCKLAND COMMERCIAL RADIO - SURVEY 3 2024

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

Survey Comparisons: 2/2024 - 3/2024

This Survey Period: Sun May 12 to Sat Aug 3 & Sun Aug 11 to Sat Nov 2 2024

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

	This	Last	+/-
Potential (000)	1,506.0	1,506.0	0.0
Sample Size	2,506	2,525	-19

	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	15.1	11.5	3.6	19	10.7	6.6	4.1		9.0	5.6	3.4		6.3	6.0	0.3		9.5	7.8	1.7		6.0	5.1	0.9		15.7	13.7	2.0	
Breeze	89.0	95.8	-6.8	3	81.4	93.0	-11.6		89.7	112.2	-22.5		79.8	90.7	-10.9		33.3	35.1	-1.8		24.2	24.6	-0.4		115.3	122.8	-7.5	
Channel X	32.6	22.2	10.4	13	29.7	15.6	14.1		33.6	21.7	11.9		34.3	24.4	9.9		12.8	8.8	4.0		2.4	2.2	0.2		32.3	21.6	10.7	
Coast	41.4	42.1	-0.7	11	43.0	48.6	-5.6		40.0	48.1	-8.1		36.6	33.9	2.7		13.0	16.2	-3.2		12.5	19.9	-7.4		44.0	44.1	-0.1	
Edge	72.0	84.1	-12.1	4	46.8	51.1	-4.3		59.7	59.1	0.6		50.2	58.6	-8.4		21.7	30.3	-8.6		11.1	13.4	-2.3		64.6	74.6	-10.0	
Flava	46.3	52.2	-5.9	10	43.5	35.2	8.3		48.4	48.1	0.3		45.6	38.9	6.7		22.6	23.8	-1.2		12.1	15.6	-3.5		57.3	61.7	-4.4	
George FM	52.8	47.6	5.2	8	37.3	31.2	6.1		44.7	36.3	8.4		49.7	42.9	6.8		19.5	19.1	0.4		13.1	9.8	3.3		54.5	46.0	8.5	
Gold	8.1	11.7	-3.6	21	11.9	13.8	-1.9		10.1	14.1	-4.0		9.6	9.6	0.0		6.5	5.5	1.0		*	2.7	*		13.7	16.5	-2.8	
Gold Sport	3.0	1.3	1.7	25	4.9	2.6	2.3		1.7	2.4	-0.7		1.6	2.1	-0.5		2.4	0.9	1.5		1.6	0.5	1.1		4.9	2.7	2.2	
Humm FM	16.1	19.6	-3.5	18	13.3	15.5	-2.2		10.7	13.1	-2.4		12.1	13.0	-0.9		7.4	7.3	0.1		1.2	2.1	-0.9		16.4	19.6	-3.2	
Life FM	16.9	17.5	-0.6	17	11.8	12.9	-1.1		14.1	14.8	-0.7		13.2	14.0	-0.8		13.1	8.1	5.0		4.6	7.7	-3.1		23.7	27.7	-4.0	
Magic	29.1	24.4	4.7	14	36.8	32.3	4.5		36.2	33.4	2.8		28.3	22.0	6.3		14.0	9.8	4.2		9.9	5.0	4.9		44.2	41.4	2.8	
Mai FM	140.1	141.5	-1.4	2	95.4	97.5	-2.1		108.2	107.8	0.4		99.9	110.1	-10.2		51.0	55.6	-4.6		33.5	30.4	3.1		131.8	135.6	-3.8	
More FM	71.9	78.6	-6.7	5	52.3	56.3	-4.0		56.8	73.2	-16.4		53.1	54.7	-1.6		25.6	28.1	-2.5		18.1	27.9	-9.8		73.0	90.0	-17.0	
Newstalk ZB	171.4	178.0	-6.6	1	118.0	116.8	1.2		118.5	108.5	10.0		123.1	127.3	-4.2		53.2	69.4	-16.2		54.5	57.2	-2.7		153.4	139.5	13.9	
Radio Hauraki	25.0	24.0	1.0	15	18.8	21.8	-3.0		24.8	30.2	-5.4		19.0	24.6	-5.6		4.3	12.5	-8.2		4.0	4.8	-0.8		30.4	34.2	-3.8	
Radio Samoa	14.0	12.2	1.8	20	7.8	6.8	1.0		7.4	7.8	-0.4		5.3	5.9	-0.6		4.5	4.7	-0.2		2.1	6.6	-4.5		6.3	6.8	-0.5	
Radio Waatea	0.9	1.0	-0.1	26	1.9	1.2	0.7		1.4	0.6	0.8		0.9	2.0	-1.1		0.4	0.5	-0.1		0.5	0.4	0.1		0.5	0.4	0.1	
Rhema	4.0	6.1	-2.1	24	4.0	5.1	-1.1		5.7	6.6	-0.9		6.0	4.9	1.1		3.9	3.7	0.2		3.0	4.3	-1.3		7.5	8.8	-1.3	
Rock	46.7	42.6	4.1	9	42.9	33.9	9.0		46.1	32.9	13.2		43.3	42.5	0.8		13.1	13.1	0.0		14.6	14.6	0.0		57.5	55.7	1.8	
SENZ (Sport Nation)*	4.8	4.7	0.1	23	4.7	5.4	-0.7		4.8	5.4	-0.6		3.8	5.5	-1.7		1.7	1.9	-0.2		1.7	0.7	1.0		4.5	7.5	-3.0	
Star	6.0	7.6	-1.6	22	3.6	4.2	-0.6		5.7	6.6	-0.9		2.3	3.7	-1.4		2.2	3.2	-1.0		1.0	1.5	-0.5		7.3	6.8	0.5	
Tainui Live	*	1.4	*	*	0.9	*	*		2.5	1.5	1.0		0.7	0.5	0.2		0.9	1.0	-0.1		0.7	1.0	-0.3		0.7	2.2	-1.5	
Tarana	21.5	19.2	2.3	16	15.5	14.1	1.4		15.9	13.3	2.6		17.8	19.2	-1.4		7.6	7.3	0.3		5.5	4.8	0.7		28.0	26.9	1.1	
The Hits	57.6	65.5	-7.9	7	53.4	49.6	3.8		58.9	61.7	-2.8		56.1	48.9	7.2		26.9	28.0	-1.1		13.5	24.3	-10.8		63.3	86.8	-23.5	
The Sound	34.3	30.3	4.0	12	37.6	31.0	6.6		39.4	40.7	-1.3		30.7	32.7	-2.0		15.1	12.9	2.2		11.1	15.0	-3.9		40.9	37.6	3.3	
ZM	61.4	72.1	-10.7	6	42.8																							

AUCKLAND COMMERCIAL RADIO - SURVEY 3 2024

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

Survey Comparisons: 2/2024 - 3/2024

This Survey Period: Sun May 12 to Sat Aug 3 & Sun Aug 11 to Sat Nov 2 2024

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

AUCKLAND COMMERCIAL RADIO - SURVEY 3 2024

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

Survey Comparisons: 2/2024 - 3/2024

This Survey Period: Sun May 12 to Sat Aug 3 & Sun Aug 11 to Sat Nov 2 2024

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

	This	Last	+/-
Potential (000)	1,506.0	1,506.0	0.0
Sample Size	2,506	2,525	-19

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