

AUCKLAND COMMERCIAL RADIO - SURVEY 1 2022

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

Survey Comparisons: 4/2021 - 1/2022

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

Last Survey Period: Sun Jun 20 to Sat Nov 6 2021

	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	0.7	0.7	0.0	21	0.3	0.6	-0.3	0.1	0.3	-0.2	0.2	0.3	-0.1	0.2	0.3	-0.1	0.7	0.7	0.0	1.2	1.1	0.1	0.7	0.3	0.4	
Breeze	8.9	7.7	1.2	2	8.4	6.4	2.0	8.7	10.6	-1.9	9.6	10.5	-0.9	9.9	9.0	0.9	10.3	7.5	2.8	9.3	7.6	1.7	11.9	10.9	1.0	
Coast	5.0	4.9	0.1	7	3.4	1.4	2.0	2.4	1.3	1.1	1.8	1.9	-0.1	3.5	3.2	0.3	6.5	7.8	-1.3	7.4	9.8	-2.4	3.7	5.3	-1.6	
Edge	3.9	3.9	0.0	8	8.9	8.1	0.8	7.0	8.8	-1.8	6.2	7.0	-0.8	4.5	5.1	-0.6	1.3	1.4	-0.1	0.9	0.7	0.2	4.9	4.4	0.5	
Flava	3.9	3.1	0.8	8	7.7	8.9	-1.2	8.1	5.5	2.6	6.9	4.5	2.4	5.4	3.6	1.8	1.3	1.1	0.2	0.1	0.2	-0.1	4.5	3.3	1.2	
George FM	3.9	6.0	-2.1	8	5.0	5.4	-0.4	6.9	9.2	-2.3	7.4	9.4	-2.0	5.9	10.0	-4.1	1.8	6.2	-4.4	0.6	0.7	-0.1	2.8	4.0	-1.2	
Gold	1.6	1.9	-0.3	15	0.7	0.9	-0.2	0.7	0.6	0.1	0.8	0.8	0.0	1.4	1.5	-0.1	3.0	3.7	-0.7	2.8	3.7	-0.9	1.5	1.6	-0.1	
Gold AM	0.2	0.2	0.0	26	0.1	0.3	-0.2	*	*	*	*	*	*	0.1	0.1	0.0	0.4	0.5	-0.1	0.3	0.4	-0.1	0.1	0.1	0.0	
Humm FM	2.3	1.8	0.5	14	1.5	0.6	0.9	3.9	4.2	-0.3	4.3	4.3	0.0	3.1	3.2	-0.1	1.8	0.9	0.9	1.7	0.2	1.5	2.1	2.4	-0.3	
Life FM	1.1	1.4	-0.3	18	1.6	1.6	0.0	1.8	2.4	-0.6	1.8	2.6	-0.8	1.5	2.1	-0.6	0.8	0.9	-0.1	0.3	0.3	0.0	2.4	2.5	-0.1	
Magic*	6.5	4.3	2.2	4	0.7	0.8	-0.1	3.6	0.9	2.7	5.4	1.1	4.3	4.5	1.2	3.3	4.0	3.1	0.9	10.5	9.1	1.4	3.9	1.9	2.0	
Mai FM	7.6	7.4	0.2	3	14.6	13.1	1.5	16.7	15.3	1.4	14.0	12.8	1.2	10.3	9.6	0.7	2.0	3.6	-1.6	0.5	2.0	-1.5	5.8	5.7	0.1	
More FM	5.9	5.4	0.5	5	10.2	12.4	-2.2	4.0	4.5	-0.5	3.2	3.6	-0.4	5.4	4.3	1.1	8.4	5.8	2.6	5.7	5.2	0.5	7.6	6.8	0.8	
Newstalk ZB	21.5	24.3	-2.8	1	5.1	5.7	-0.6	6.4	9.0	-2.6	10.9	14.3	-3.4	15.8	18.5	-2.7	26.9	27.6	-0.7	33.8	36.6	-2.8	19.1	23.2	-4.1	
Niu FM	0.4	0.3	0.1	23	0.6	1.0	-0.4	0.8	0.5	0.3	0.6	0.4	0.2	0.5	0.3	0.2	0.2	0.1	0.1	0.1	*	*	0.3	0.3	0.0	
Radio 531pi	0.3	0.2	0.1	24	0.2	*	*	0.1	0.1	0.0	0.1	0.1	0.0	0.2	0.3	-0.1	0.6	0.4	0.2	0.5	*	*	0.3	0.3	0.0	
Radio Hauraki	1.4	1.6	-0.2	16	1.2	1.3	-0.1	1.4	1.2	0.2	1.7	1.9	-0.2	1.5	2.0	-0.5	1.4	1.8	-0.4	1.6	1.6	0.0	1.8	1.9	-0.1	
Radio Samoa	1.0	1.5	-0.5	19	0.5	1.9	-1.4	0.3	0.9	-0.6	0.2	0.1	0.1	1.0	1.5	-0.5	1.4	2.7	-1.3	0.2	0.7	-0.5	0.3	2.3	-2.0	
Radio Waatea	0.2	0.1	0.1	26	*	*	*	*	*	*	*	*	*	0.3	0.1	0.2	0.5	0.1	0.4	0.1	0.1	0.0	0.8	*	*	
Rhema	0.7	0.6	0.1	21	0.5	0.4	0.1	0.3	0.1	0.2	0.3	0.4	-0.1	0.3	0.4	-0.1	0.9	0.5	0.4	1.2	0.6	0.6	0.6	0.4	0.2	
Rock	3.6	3.9	-0.3	12	6.8	7.7	-0.9	4.2	3.1	1.1	4.4	4.8	-0.4	4.6	5.2	-0.6	3.0	3.6	-0.6	0.8	0.8	0.0	3.4	3.0	0.4	
SENZ Sport	0.1	n.a.	*	28	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	0.1	n.a.	*	0.2	n.a.	*	*	n.a.	*	*
Star	0.3	0.5	-0.2	24	0.2	0.2	0.0	0.2	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.0	0.3	0.7	-0.4	0.5	1.1	-0.6	0.2	0.2	0.0	
Tainui Live	0.1	*	*	28	0.3	0.2	0.1	0.1	*	*	0.1	*	*	0.1	*	*	*	*	*	*	*	*	*	*	*	*
Tarana	0.8	0.7	0.1	20	0.4	0.7	-0.3	1.2	0.9	0.3	1.3	0.8	0.5	1.2	0.7	0.5	0.5	0.3	0.2	0.1	0.3	-0.2	0.4	0.4	0.0	
The Hits	2.9	2.7	0.2	13	5.3	4.9	0.4	3.7	3.4	0.3	2.6	2.6	0.0	3.2	2.9	0.3	3.6	2.7	0.9	1.7	1.4	0.3	3.7	3.0	0.7	
The Sound	3.7	3.0	0.7	11	1.8	1.7	0.1	2.8	1.7	1.1	2.6	1.4	1.2	3.1	2.4	0.7	5.4	4.7	0.7	6.5	5.0	1.5	2.7	2.5	0.2	
Today FM/Magic Talk**	1.3	1.9	-0.6	17	0.6	1.2	-0.6	0.2	0.5	-0.3	0.3	0.7	-0.4	0.6	1.2	-0.6	2.0	2.7	-0.7	2.3	3.3	-1.0	0.5	1.1	-0.6	
ZM	5.8	4.7	1.1	6	7.6	7.4	0.2	8.9	8.9	0.0	8.0	8.2	-0.2	6.6	6.3	0.3	5.2	2.3	2.9	5.0	1.7	3.3	8.5	6.2	2.3	
MediaWorks Combo	48.0	44.0	4.0		59.9	57.8	2.1	58.5	55.1	3.4	57.6	51.5	6.1	52.6	48.1	4.5	41.0	39.2	1.8	39.1	35.1	4.0	47.0	40.5	6.5	
NZME Combo	43.0	44.2	-1.2		31.5	31.2	0.3	31.9	30.2	1.7	32.8	34.5	-1.7	37.8	38.4	-0.6	49.0	48.3	0.7	53.9	56.3	-2.4	43.6	44.8	-1.2	
Potential (000)	1490.0	1501.0	-11.0		336.0	345.0	-9.0	570.3	581.8	-11.5	536.0	540.0	-4.0	752.0	757.0	-5.0	402.0	403.0	-1.0	312.0	309.0	3.0	268.6	272.6	-4.0	
Sample	2,841	2,694	147		533	535	-2	719	709	10	699	683	16	1,116	1,088	28	869	824	45	908	811	97	486	471	15	

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

*Listed as Magic Music in S4 2021

**Today FM/Magic Talk includes Magic Talk for S4 2021 and Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period) for S1 2022

AUCKLAND COMMERCIAL RADIO - SURVEY 1 2022

Station Share (%) by Daypart, People 10+

Survey Comparisons: 4/2021 - 1/2022

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

Last Survey Period: Sun Jun 20 to Sat Nov 6 2021

	This	Last	+/-
Potential (000)	1,490.0	1,501.0	-11.0
Sample Size	2,841	2,694	147

	Breakfast				Morning			Afternoon			Drive			Night			Mid Dawn			Weekend			
	This	Mon-Fri 6am-9am Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	
BBC	0.6	0.5	0.1	22	0.5	0.6	-0.1	0.7	0.5	0.2	0.4	0.5	-0.1	1.6	2.2	-0.6	1.6	2.3	-0.7	0.7	0.7	0.0	
Breeze	7.7	5.7	2.0	3	10.5	11.2	-0.7	9.4	10.0	-0.6	8.5	6.4	2.1	8.2	6.8	1.4	5.3	3.3	2.0	9.1	6.6	2.5	
Coast	3.7	3.8	-0.1	8	5.1	5.0	0.1	5.9	5.5	0.4	5.1	4.5	0.6	3.6	4.2	-0.6	5.6	7.0	-1.4	5.1	5.2	-0.1	
Edge	2.8	3.0	-0.2	11	3.5	3.8	-0.3	4.5	5.2	-0.7	3.9	4.1	-0.2	3.6	3.8	-0.2	3.5	1.4	2.1	4.6	3.9	0.7	
Flava	3.8	3.1	0.7	7	3.5	2.8	0.7	5.1	3.9	1.2	3.4	3.5	-0.1	3.5	3.2	0.3	3.5	1.3	2.2	3.7	2.7	1.0	
George FM	3.1	4.5	-1.4	10	4.3	6.0	-1.7	4.7	7.3	-2.6	4.1	8.2	-4.1	1.6	2.0	-0.4	1.8	0.9	0.9	4.1	6.7	-2.6	
Gold	0.7	0.8	-0.1	20	1.9	2.1	-0.2	1.9	2.1	-0.2	1.0	1.0	0.0	2.4	4.6	-2.2	0.3	4.1	-3.8	2.0	2.2	-0.2	
Gold AM	0.2	0.2	0.0	25	0.2	0.3	-0.1	0.2	0.4	-0.2	0.2	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.0	0.2	0.2	0.0	
Humm FM	2.0	1.6	0.4	14	2.2	2.1	0.1	2.4	2.1	0.3	2.1	1.8	0.3	4.3	2.3	2.0	1.3	0.2	1.1	2.1	1.9	0.2	
Life FM	1.5	1.6	-0.1	15	0.6	0.5	0.1	0.9	0.8	0.1	0.5	0.7	-0.2	1.2	2.1	-0.9	0.5	0.5	0.0	1.7	2.6	-0.9	
Magic*	3.6	2.9	0.7	9	6.4	5.0	1.4	7.2	5.3	1.9	8.6	2.4	6.2	5.2	2.3	2.9	0.7	1.7	-1.0	8.1	5.8	2.3	
Mai FM	9.8	8.2	1.6	2	6.1	6.1	0.0	6.1	6.5	-0.4	5.7	7.6	-1.9	12.3	10.2	2.1	11.0	6.4	4.6	7.8	7.7	0.1	
More FM	6.5	4.6	1.9	4	6.4	6.0	0.4	6.8	6.4	0.4	5.4	5.2	0.2	2.8	2.2	0.6	2.8	3.1	-0.3	5.5	5.9	-0.4	
Newstalk ZB	30.3	34.9	-4.6	1	19.5	20.1	-0.6	14.7	15.7	-1.0	22.1	26.6	-4.5	25.3	29.1	-3.8	38.3	40.1	-1.8	18.7	21.0	-2.3	
Niu FM	0.4	0.4	0.0	24	0.2	0.2	0.0	0.2	0.4	-0.2	0.7	0.2	0.5	0.3	0.1	0.2	1.0	0.4	0.6	0.4	0.2	0.2	
Radio 531pi	0.1	0.1	0.0	27	0.2	*	*	0.2	0.3	-0.1	0.6	0.4	0.2	0.7	0.2	0.5	0.2	0.2	0.0	0.3	0.1	0.2	
Radio Hauraki	0.8	1.1	-0.3	19	2.0	2.0	0.0	1.6	1.9	-0.3	1.4	2.0	-0.6	1.1	1.5	-0.4	0.2	0.6	-0.4	1.5	1.6	-0.1	
Radio Samoa	1.3	2.7	-1.4	17	1.7	2.4	-0.7	0.8	0.5	0.3	0.4	0.1	0.3	0.6	0.3	0.3	2.2	5.2	-3.0	0.7	1.1	-0.4	
Radio Waatea	0.2	*	*	25	*	0.1	*	*	0.1	*	0.1	0.1	0.0	0.4	*	*	1.0	*	*	0.3	0.1	0.2	
Rhema	1.0	1.1	-0.1	18	0.4	0.4	0.0	0.6	0.3	0.3	0.6	0.5	0.1	0.7	0.7	0.0	0.4	0.5	-0.1	0.7	0.6	0.1	
Rock	4.0	3.8	0.2	6	3.4	3.4	0.0	4.1	5.6	-1.5	4.5	5.4	-0.9	1.5	1.9	-0.4	3.1	3.5	-0.4	2.8	2.7	0.1	
SENZ Sport	*	n.a.	*	*	0.2	n.a.	*	0.1	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	0.2	n.a.	*	*
Star	0.5	0.9	-0.4	23	0.3	0.3	0.0	0.2	0.3	-0.1	0.2	0.2	0.0	0.3	0.6	-0.3	0.6	2.2	-1.6	0.4	0.4	0.0	
Tainui Live	0.1	0.1	0.0	27	*	*	*	0.1	*	*	0.1	*	*	0.1	*	*	0.6	0.1	0.5	*	*	*	
Tarana	0.7	0.4	0.3	20	0.7	1.0	-0.3	0.7	0.6	0.1	1.2	0.9	0.3	0.5	0.8	-0.3	0.9	0.2	0.7	1.0	0.9	0.1	
The Hits	2.5	2.4	0.1	12	2.8	2.7	0.1	3.4	3.3	0.1	2.6	2.5	0.1	2.7	1.7	1.0	5.3	2.0	3.3	2.8	2.6	0.2	
The Sound	2.1	1.7	0.4	13	5.2	3.7	1.5	4.8	3.6	1.2	3.6	2.9	0.7	2.1	1.3	0.8	0.9	1.4	-0.5	3.4	3.6	-0.2	
Today FM/Magic Talk**	1.5	1.3	0.2	15	1.2	3.2	-2.0	1.2	1.7	-0.5	1.2	1.2	0.0	1.7	3.7	-2.0	1.0	3.3	-2.3	1.2	1.6	-0.4	
ZM	5.2	5.2	0.0	5	6.7	4.3	2.4	7.2	5.2	2.0	7.1	5.7	1.4	4.2	3.8	0.4	1.8	3.8	-2.0	4.7	4.0	0.7	
MediaWorks Combo	43.6	36.0	7.6		49.9	48.8	1.1	52.0	52.1	-0.1	48.0	43.7	4.3	43.4	34.5	8.9	31.6	25.5	6.1	49.6	45.4	4.2	
NZME Combo	47.8	52.0	-4.2		42.1	39.9	2.2	40.8	38.7	2.1	43.3	46.4	-3.1	44.4	50.3	-5.9	56.7	61.4	-4.7	39.3	40.2	-0.9	

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

*Listed as Magic Music in S4 2021
 **Today FM/Magic Talk includes Magic Talk for S4 2021 and Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period) for S1 2022

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

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Last Survey Period: Sun Jun 20 to Sat Nov 6 2021

	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	36.5	32.5	4.0	18	4.5	4.0	0.5	6.2	6.8	-0.6	7.0	6.8	0.2	11.6	11.2	0.4	9.4	10.2	-0.8	11.9	10.6	1.3	9.1	6.5	2.6
Breeze	222.9	184.1	38.8	3	51.3	39.6	11.7	74.8	62.8	12.0	74.1	66.3	7.8	107.9	93.0	14.9	74.2	57.9	16.3	58.4	46.3	12.1	49.5	39.2	10.3
Coast	112.5	98.4	14.1	9	10.6	7.9	2.7	22.7	16.3	6.4	25.1	19.7	5.4	49.3	43.2	6.1	47.6	45.2	2.4	43.1	41.2	1.9	23.3	24.2	-0.9
Edge	182.5	167.7	14.8	4	70.1	58.0	12.1	107.4	104.4	3.0	88.4	87.3	1.1	102.2	103.5	-1.3	23.3	21.6	1.7	10.2	6.1	4.1	33.5	30.6	2.9
Flava	130.9	104.0	26.9	7	42.9	35.5	7.4	80.6	60.8	19.8	66.5	56.1	10.4	82.7	63.4	19.3	19.5	11.3	8.2	4.6	5.1	-0.5	28.1	16.5	11.6
George FM	95.9	101.6	-5.7	11	27.3	22.6	4.7	56.5	56.1	0.4	52.2	57.2	-5.0	62.4	73.6	-11.2	14.5	20.0	-5.5	5.8	5.2	0.6	12.2	13.8	-1.6
Gold	35.3	33.4	1.9	19	4.5	4.0	0.5	9.2	6.5	2.7	9.9	7.6	2.3	14.0	13.1	0.9	13.7	13.2	0.5	15.8	15.2	0.6	7.2	5.8	1.4
Gold AM	11.4	10.4	1.0	26	1.4	1.5	-0.1	1.8	*	*	1.8	*	*	4.3	3.3	1.0	5.7	5.7	0.0	4.1	3.9	0.2	1.1	1.3	-0.2
Humm FM	50.7	31.8	18.9	14	13.6	6.3	7.3	25.5	18.0	7.5	27.8	19.1	8.7	31.7	22.8	8.9	8.5	5.4	3.1	4.5	1.7	2.8	10.5	8.4	2.1
Life FM	43.7	42.9	0.8	16	14.1	12.0	2.1	21.5	18.7	2.8	21.7	20.6	1.1	24.5	26.1	-1.6	6.5	8.9	-2.4	4.1	4.2	-0.1	12.4	13.1	-0.7
Magic*	91.3	79.6	11.7	12	10.5	7.2	3.3	13.2	7.9	5.3	16.3	11.0	5.3	24.3	17.0	7.3	26.3	24.7	1.6	43.7	41.2	2.5	11.1	7.3	3.8
Mai FM	226.1	220.6	5.5	2	73.0	77.6	-4.6	145.8	125.9	19.9	122.0	107.8	14.2	143.2	130.2	13.0	27.6	30.6	-3.0	8.6	11.7	-3.1	33.9	36.8	-2.9
More FM	171.6	170.9	0.7	6	60.8	58.6	2.2	60.7	55.6	5.1	51.7	53.6	-1.9	82.0	80.9	1.1	52.4	50.5	1.9	27.2	29.2	-2.0	38.3	39.3	-1.0
Newstalk ZB	319.0	320.5	-1.5	1	44.5	34.6	9.9	63.8	67.4	-3.6	69.8	78.4	-8.6	127.3	134.7	-7.4	121.7	116.5	5.2	110.9	114.9	-4.0	61.4	62.5	-1.1
Niu FM	30.1	18.9	11.2	21	7.5	7.4	0.1	18.7	9.8	8.9	15.5	7.2	8.3	19.2	9.6	9.6	5.8	4.3	1.5	2.3	1.9	0.4	6.2	5.6	0.6
Radio 531pi	15.7	7.5	8.2	24	5.8	1.8	4.0	4.8	1.5	3.3	0.6	0.7	-0.1	3.4	4.2	-0.8	7.0	4.3	2.7	4.2	0.9	3.3	3.3	2.1	1.2
Radio Hauraki	48.3	49.4	-1.1	15	10.1	9.4	0.7	20.2	18.1	2.1	19.0	20.1	-1.1	26.8	31.8	-5.0	17.1	18.0	-0.9	11.1	8.2	2.9	10.1	10.0	0.1
Radio Samoa	20.2	19.8	0.4	23	7.2	7.6	-0.4	9.7	8.5	1.2	6.3	5.9	0.4	9.9	9.0	0.9	4.3	4.7	-0.4	0.9	1.6	-0.7	2.3	5.4	-3.1
Radio Waatea	5.1	4.8	0.3	28	1.0	1.0	0.0	1.7	2.7	-1.0	0.7	1.9	-1.2	2.8	2.5	0.3	3.3	1.7	1.6	1.3	1.3	0.0	1.7	0.1	1.6
Rhema	20.5	25.3	-4.8	22	3.9	3.2	0.7	6.4	3.5	2.9	6.7	7.2	-0.5	8.2	10.6	-2.4	5.4	10.1	-4.7	5.6	8.7	-3.1	4.0	4.3	-0.3
Rock	99.2	89.9	9.3	10	27.3	24.3	3.0	43.4	32.9	10.5	44.9	38.2	6.7	63.4	57.4	6.0	24.7	23.8	0.9	8.5	8.2	0.3	18.5	18.0	0.5
SENZ Sport	4.3	n.a.	*	29	1.0	n.a.	*	*	n.a.	*	4.9	n.a.	*	0.2	n.a.	*	1.5	n.a.	*	1.7	n.a.	*	*	n.a.	*
Star	14.5	13.3	1.2	25	2.5	2.1	0.4	3.1	2.0	1.1	3.2	1.2	2.0	4.7	2.2	2.5	4.2	5.5	-1.3	3.9	5.5	-1.6	2.7	1.6	1.1
Tainui Live	7.8	4.5	3.3	27	5.0	3.2	1.8	2.5	1.2	1.3	0.9	*	2.0	0.9	*	2.5	1.0	0.5	0.5	1.7	1.3	0.4	0.7	0.5	0.2
Tarana	30.2	25.3	4.9	20	6.7	3.7	3.0	14.4	13.5	0.9	14.5	13.7	0.8	19.2	16.9	2.3	6.3	4.2	2.1	2.2	2.5	-0.3	5.5	6.0	-0.5
The Hits	120.2	101.7	18.5	8	44.1	33.0	11.1	56.4	43.2	13.2	40.7	37.3	3.4	60.1	51.0	9.1	33.5	26.1	7.4	16.0	16.6	-0.6	26.6	20.9	5.7
The Sound	86.2	75.1	11.1	13	19.3	14.7	4.6	23.1	19.0	4.1	19.6	15.9	3.7	34.9	34.0	0.9	34.2	34.4	-0.2	29.9	24.7	5.2	18.6	12.5	6.1
Today FM/Magic Talk**	38.5	39.0	-0.5	17	5.6	4.3	1.3	6.1	6.3	-0.2	7.5	7.8	-0.3	13.2	14.1	-0.9	14.6	13.5	1.1	14.5	15.0	-0.5	5.6	4.7	0.9
ZM	174.2	180.8	-6.6	5	60.7	53.9	6.8	96.9	102.6	-5.7	82.4	94.5	-12.1	99.6	113.4	-13.8	27.4	28.5	-1.1	13.2	12.9	0.3	40.0	38.6	1.4
MediaWorks Combo	811.7	759.1	52.6		194.8	185.7	9.1	341.6	300.7	40.9	321.3	290.7	30.6	435.5	404.7	30.8	211.9	201.4	10.5	155.4	143.6	11.8	155.2	144.2	11.0
NZME Combo	728.7	690.3	38.4		157.5	132.4	25.1	259.1	237.7	21.4	238.6	240.0	-1.4	351.4	343.0	8.4	217.2	204.4	12.8	173.2	172.9	0.3	153.3	131.2	22.1
All Commercial Radio	1,159.5	1,137.5	22.0		243.2	229.0	14.2	441.6	420.9	20.7	420.3	420.8	-0.5	600.6	598.7	1.9	337.3	337.0	0.3	253.3	252.1	1.2	224.0	225.3	-1.3
Potential (000)	1,490.0	1,501.0	-11.0		336.0	345.0	-9.0	570.3	581.8	-11.5	536.0	540.0	-4.0	752.0	757.0	-5.0	402.0	403.0	-1.0	312.0	309.0	3.0	268.6	272.6	-4.0
Sample	2,841	2,694	147		533	535	-2	719	709	10	699	683	16	1,116	1,088	28	869	824	45	908	811	97	486	471	15

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

*Listed as Magic Music in S4 2021

**Today FM/Magic Talk includes Magic Talk for S4 2021 and Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period) for S1 2022



AUCKLAND COMMERCIAL RADIO - SURVEY 1 2022

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

Survey Comparisons: 4/2021 - 1/2022

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

Last Survey Period: Sun Jun 20 to Sat Nov 6 2021

	This	Last	+/-
Potential (000)	1,490.0	1,501.0	-11.0
Sample Size	2,841	2,694	147

	Breakfast				Morning			Afternoon			Drive			Night			Mid Dawn			Weekend		
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
BBC	11.8	11.2	0.6	19	10.2	11.0	-0.8	16.1	13.4	2.7	9.0	9.4	-0.4	9.2	9.4	-0.2	5.8	7.2	-1.4	18.5	18.9	-0.4
Breeze	91.7	73.3	18.4	3	97.9	87.2	10.7	105.3	90.8	14.5	99.0	71.2	27.8	52.2	29.0	23.2	20.2	13.1	7.1	141.8	113.7	28.1
Coast	45.7	36.7	9.0	8	47.8	47.2	0.6	54.9	45.1	9.8	50.1	41.1	9.0	19.0	14.2	4.8	12.4	12.0	0.4	69.6	61.1	8.5
Edge	74.4	67.3	7.1	5	61.3	58.6	2.7	79.7	77.9	1.8	72.9	67.3	5.6	36.6	28.1	8.5	15.8	7.1	8.7	108.1	96.3	11.8
Flava	50.2	45.1	5.1	7	55.8	36.8	19.0	71.7	50.3	21.4	57.8	48.6	9.2	23.1	23.7	-0.6	15.9	8.0	7.9	63.8	46.1	17.7
George FM	40.0	41.2	-1.2	11	38.1	45.5	-7.4	48.6	52.1	-3.5	46.0	54.7	-8.7	15.2	15.1	0.1	7.8	7.0	0.8	54.9	62.4	-7.5
Gold	9.1	10.8	-1.7	23	14.2	14.0	0.2	16.4	18.8	-2.4	15.2	11.4	3.8	8.8	7.4	1.4	1.3	2.8	-1.5	18.6	21.3	-2.7
Gold AM	4.1	2.2	1.9	25	2.4	2.7	-0.3	3.8	5.8	-2.0	2.1	1.6	0.5	1.0	1.9	-0.9	0.6	0.9	-0.3	7.3	4.5	2.8
Humm FM	22.7	16.6	6.1	14	17.5	15.2	2.3	21.3	15.4	5.9	21.6	13.8	7.8	16.6	9.8	6.8	4.3	1.2	3.1	40.5	25.4	15.1
Life FM	16.2	18.7	-2.5	16	12.3	14.7	-2.4	13.6	11.8	1.8	11.0	12.1	-1.1	10.0	9.1	0.9	4.8	4.1	0.7	26.0	26.5	-0.5
Magic*	33.2	26.5	6.7	12	43.2	33.5	9.7	54.7	47.6	7.1	36.8	24.6	12.2	17.3	12.2	5.1	2.9	5.0	-2.1	60.7	54.4	6.3
Mai FM	121.5	110.7	10.8	2	95.3	90.0	5.3	102.5	89.4	13.1	96.4	97.9	-1.5	63.5	56.8	6.7	43.4	33.8	9.6	142.6	135.6	7.0
More FM	72.8	64.3	8.5	6	55.0	62.4	-7.4	79.3	82.8	-3.5	69.3	66.9	2.4	27.2	18.4	8.8	15.4	10.5	4.9	99.7	101.8	-2.1
Newstalk ZB	217.8	223.6	-5.8	1	156.6	151.4	5.2	160.0	149.3	10.7	172.5	162.0	10.5	79.0	80.3	-1.3	71.2	72.0	-0.8	220.9	213.3	7.6
Niu FM	10.1	6.0	4.1	22	7.8	6.9	0.9	9.6	8.7	0.9	13.8	5.4	8.4	3.4	1.5	1.9	3.1	0.9	2.2	15.5	7.2	8.3
Radio 531pi	2.7	1.3	1.4	26	2.4	0.7	1.7	6.3	3.0	3.3	7.6	2.7	4.9	5.7	1.8	3.9	1.6	1.2	0.4	6.5	4.0	2.5
Radio Hauraki	16.3	24.3	-8.0	15	20.3	20.3	0.0	23.8	22.9	0.9	22.8	24.2	-1.4	10.6	9.1	1.5	2.1	3.6	-1.5	25.4	23.1	2.3
Radio Samoa	10.9	12.5	-1.6	20	7.0	7.5	-0.5	6.3	4.7	1.6	7.4	2.9	4.5	4.7	3.0	1.7	3.3	4.4	-1.1	11.4	12.5	-1.1
Radio Waatea	1.9	0.3	1.6	28	0.7	0.9	-0.2	0.5	0.6	-0.1	1.5	1.4	0.1	2.6	0.8	1.8	1.6	*	*	3.4	3.1	0.3
Rhema	13.3	15.0	-1.7	18	4.4	5.9	-1.5	7.6	4.0	3.6	8.8	6.9	1.9	5.2	4.6	0.6	2.0	3.0	-1.0	12.0	16.0	-4.0
Rock	44.1	41.9	2.2	9	36.1	34.0	2.1	44.5	39.6	4.9	49.3	45.2	4.1	13.9	10.2	3.7	10.9	11.6	-0.7	57.8	47.6	10.2
SENZ Sport	0.6	n.a.	*	29	1.6	n.a.	*	1.2	n.a.	*	0.4	n.a.	*	0.2	n.a.	*	*	n.a.	*	3.0	n.a.	*
Star	5.3	8.3	-3.0	24	6.1	5.1	1.0	3.1	2.9	0.2	3.6	4.6	-1.0	2.5	4.1	-1.6	2.3	4.9	-2.6	10.0	9.4	0.6
Tainui Live	2.2	1.4	0.8	27	1.1	0.6	0.5	2.3	0.7	1.6	2.4	1.1	1.3	1.0	0.8	0.2	3.3	1.0	2.3	2.0	0.7	1.3
Tarana	10.7	9.5	1.2	21	9.1	11.2	-2.1	16.6	11.5	5.1	12.6	8.5	4.1	6.0	7.1	-1.1	3.6	1.4	2.2	23.7	16.4	7.3
The Hits	43.2	32.7	10.5	10	36.4	33.9	2.5	48.1	44.5	3.6	57.0	41.5	15.5	22.2	15.7	6.5	12.6	5.3	7.3	73.8	57.0	16.8
The Sound	29.8	26.3	3.5	13	39.7	32.3	7.4	40.9	34.7	6.2	33.8	29.2	4.6	10.9	9.0	1.9	3.5	5.3	-1.8	48.4	41.1	7.3
Today FM/Magic Talk**	15.4	14.1	1.3	17	13.4	17.4	-4.0	14.3	13.8	0.5	10.2	9.1	1.1	9.9	10.8	-0.9	5.4	5.2	0.2	17.6	20.2	-2.6
ZM	79.0	87.2	-8.2	4	69.6	67.5	2.1	81.1	74.1	7.0	94.4	85.0	9.4	29.5	30.4	-0.9	8.1	13.1	-5.0	104.6	97.2	7.4
MediaWorks Combo	448.0	400.3	47.7		424.6	400.5	24.1	480.2	443.0	37.2	443.9	403.9	40.0	226.3	177.2	49.1	102.6	82.8	19.8	597.0	548.0	49.0
NZME Combo	425.5	432.8	-7.3		361.2	336.3	24.9	404.9	367.6	37.3	409.1	380.2	28.9	185.6	183.2	2.4	112.0	111.3	0.7	503.0	467.2	35.8
All Commercial Radio	791.0	787.6	3.4		696.3	675.2	21.1	788.4	751.3	37.1	754.8	728.8	26.0	400.8	364.1	36.7	197.5	185.2	12.3	935.2	910.4	24.8

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

*Listed as Magic Music in S4 2021

**Today FM/Magic Talk includes Magic Talk for S4 2021 and Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period) for S1 2022

AUCKLAND COMMERCIAL RADIO - SURVEY 1 2022

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

Survey Comparisons: 4/2021 - 1/2022

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

Last Survey Period: Sun Jun 20 to Sat Nov 6 2021

	This	Last	+/-
Potential (000)	1,490.0	1,501.0	-11.0
Sample Size	2,841	2,694	147

	Breakfast			Morning			Afternoon			Drive			Night			Mid Dawn			Weekend		
	Mon-Fri 6am-9am	Last	+/-	Mon-Fri 9am-12md	Last	+/-	Mon-Fri 12md-4pm	Last	+/-	Mon-Fri 4pm-7pm	Last	+/-	Mon-Fri 7pm-12mn	Last	+/-	Mon-Fri 12mn-6am	Last	+/-	Sat-Sun 12mn-12mn	Last	+/-
BBC	1:52	1:32	0:19	1:28	1:28	0:00	1:35	1:21	0:13	0:58	1:02	-0:03	1:39	1:55	-0:15	1:34	1:56	-0:21	1:39	1:33	0:06
Breeze	2:53	2:33	0:20	3:16	3:43	-0:26	3:27	3:41	-0:14	2:00	1:53	0:07	1:31	1:59	-0:27	1:29	1:32	-0:03	2:44	2:17	0:26
Coast	2:48	3:26	-0:37	3:16	3:05	0:10	4:12	4:08	0:03	2:22	2:16	0:06	1:50	2:29	-0:38	2:33	3:36	-1:02	3:07	3:21	-0:14
Edge	1:16	1:29	-0:12	1:44	1:51	-0:07	2:11	2:16	-0:05	1:15	1:17	-0:02	0:57	1:07	-0:10	1:15	1:10	0:04	1:49	1:36	0:13
Flava	2:36	2:15	0:20	1:54	2:11	-0:16	2:45	2:36	0:09	1:23	1:30	-0:07	1:27	1:07	0:20	1:14	0:58	0:15	2:26	2:17	0:08
George FM	2:40	3:34	-0:53	3:29	3:50	-0:20	3:45	4:45	-0:59	2:07	3:07	-1:00	1:01	1:07	-0:06	1:18	0:48	0:30	3:11	4:12	-1:00
Gold	2:28	2:32	-0:03	4:09	4:22	-0:12	4:34	3:43	0:51	1:36	1:48	-0:11	2:39	5:14	-2:34	1:20	8:46	-7:25	4:33	4:04	0:28
Gold AM	1:53	3:13	-1:19	2:23	2:53	-0:29	2:13	2:34	-0:20	2:10	1:40	0:29	0:30	0:33	-0:03	0:35	0:51	-0:16	1:09	1:20	-0:10
Humm FM	3:01	3:11	-0:10	3:54	4:02	-0:08	4:24	4:31	-0:07	2:17	2:41	-0:23	2:29	1:57	0:32	1:41	0:46	0:54	2:14	2:52	-0:38
Life FM	3:05	2:47	0:17	1:28	0:54	0:33	2:39	2:18	0:21	0:58	1:14	-0:15	1:10	1:56	-0:46	0:37	0:48	-0:11	2:48	3:51	-1:02
Magic*	3:42	3:39	0:02	4:33	4:18	0:15	5:06	3:46	1:20	5:30	2:00	3:29	2:53	1:34	1:19	1:21	2:04	-0:43	5:41	4:12	1:29
Mai FM	2:46	2:26	0:19	1:58	1:56	0:01	2:19	2:27	-0:07	1:23	1:37	-0:14	1:52	1:30	0:21	1:25	1:09	0:16	2:19	2:14	0:05
More FM	3:03	2:21	0:41	3:32	2:45	0:46	3:18	2:35	0:42	1:49	1:38	0:11	0:59	1:01	-0:01	1:02	1:46	-0:44	2:21	2:17	0:04
Newstalk ZB	4:46	5:08	-0:22	3:48	3:50	-0:02	3:34	3:33	0:00	3:00	3:26	-0:26	3:06	3:02	0:03	3:01	3:24	-0:22	3:36	3:51	-0:15
Niu FM	1:20	1:58	-0:37	0:54	0:54	0:00	0:50	1:34	-0:44	1:10	0:52	0:18	0:51	0:34	0:17	1:51	2:30	-0:38	1:10	1:10	0:00
Radio 531pi	1:31	1:41	-0:10	2:30	1:13	1:17	1:14	3:11	-1:57	1:49	2:57	-1:07	1:12	0:54	0:17	0:45	0:48	-0:02	1:42	1:05	0:36
Radio Hauraki	1:45	1:25	0:19	2:57	2:50	0:07	2:39	2:50	-0:11	1:29	1:41	-0:11	0:59	1:23	-0:23	0:25	1:05	-0:40	2:29	2:42	-0:13
Radio Samoa	4:08	7:03	-2:54	7:24	9:09	-1:44	4:41	3:21	1:20	1:09	0:52	0:17	1:12	0:47	0:25	3:44	7:10	-3:26	2:28	3:31	-1:03
Radio Waatea	4:21	0:15	4:06	2:01	2:01	0:00	4:00	4:00	0:00	1:11	1:29	-0:18	1:19	0:15	1:04	3:30	*	*	3:30	1:27	2:02
Rhema	2:39	2:28	0:11	2:30	1:59	0:30	2:50	2:49	0:01	1:42	1:26	0:16	1:16	1:12	0:04	1:07	1:04	0:02	2:28	1:27	1:00
Rock	3:06	3:01	0:04	2:54	2:52	0:02	3:34	4:44	-1:09	2:10	2:30	-0:20	1:03	1:31	-0:28	1:35	1:49	-0:14	2:02	2:14	-0:11
SENZ Sport	1:07	n.a.	*	4:05	n.a.	*	3:21	n.a.	*	1:30	n.a.	*	1:30	n.a.	*	*	n.a.	*	3:09	n.a.	*
Star	3:07	3:45	-0:37	1:19	1:39	-0:19	2:39	3:12	-0:33	1:11	1:01	0:09	1:10	1:14	-0:04	1:32	2:44	-1:11	1:43	1:39	0:04
Tainui Live	1:07	1:11	-0:03	0:49	1:12	-0:22	1:39	1:32	0:07	0:34	0:49	-0:14	1:20	0:15	1:05	0:59	0:35	0:23	0:37	1:14	-0:37
Tarana	2:15	1:14	1:00	2:11	2:32	-0:21	1:43	1:41	0:02	2:12	2:07	0:04	0:46	0:57	-0:11	1:20	0:42	0:37	1:42	2:11	-0:28
The Hits	1:57	2:25	-0:27	2:22	2:18	0:04	2:46	2:32	0:13	1:04	1:16	-0:11	1:10	0:53	0:17	2:21	2:18	0:03	1:37	1:49	-0:12
The Sound	2:28	2:05	0:22	4:01	3:19	0:42	4:36	3:28	1:07	2:30	2:03	0:26	1:49	1:10	0:38	1:25	1:36	-0:10	2:59	3:27	-0:27
Today FM/Magic Talk**	3:15	2:59	0:16	2:39	5:24	-2:44	3:09	4:02	-0:53	2:44	2:40	0:04	1:41	2:51	-1:10	1:01	3:56	-2:54	2:53	3:11	-0:18
ZM	2:15	1:58	0:17	2:57	1:51	1:06	3:26	2:21	1:05	1:46	1:24	0:21	1:22	1:03	0:18	1:15	1:47	-0:31	1:53	1:37	0:16
MediaWorks Combo	3:20	2:58	0:22	3:36	3:31	0:04	4:12	3:58	0:14	2:32	2:15	0:16	1:51	1:38	0:13	1:44	1:53	-0:09	3:32	3:15	0:16
NZME Combo	3:51	3:57	-0:05	3:34	3:26	0:08	3:54	3:33	0:21	2:29	2:33	-0:03	2:19	2:18	0:00	2:51	3:22	-0:31	3:20	3:23	-0:03
All Commercial Radio	4:20	4:11	0:09	4:24	4:17	0:06	4:55	4:29	0:26	3:06	2:52	0:14	2:25	2:18	0:06	2:51	3:18	-0:27	4:33	4:19	0:14

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

*Listed as Magic Music in S4 2021

**Today FM/Magic Talk includes Magic Talk for S4 2021 and Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period) for S1 2022