

AUCKLAND COMMERCIAL RADIO - SURVEY 1 2020

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

Survey Comparisons: 4/2019 - 1/2020

This Survey Period: Sun Aug 25 to Sat Nov 2 2019 & Sun Feb 2 to Sat Mar 28 2020

Last Survey Period: Sun Jun 16 to Sat Nov 2 2019

	All 10+				People 10-17				People 18-34				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	+/-	
95bFM	1.1	1.8	-0.7	21	0.6	1.1	-0.5		1.0	2.3	-1.3		1.6	2.9	-1.3		1.7	2.6	-0.9		1.3	1.7	-0.4		0.6	0.8	-0.2		2.0	3.6	-1.6	
Ake	0.2	0.1	0.1	30	0.1	0.1	0.0		*	*	*		0.1	*	*		0.3	0.2	0.1		0.3	0.4	-0.1		*	*	*		0.2	*	*	
BBC	0.7	0.6	0.1	24	0.7	0.6	0.1		0.1	0.2	-0.1		0.2	0.1	0.1		0.4	0.2	0.2		0.9	0.6	0.3		1.1	1.3	-0.2		0.7	0.5	0.2	
Breeze	10.5	8.9	1.6	2	7.0	6.3	0.7		10.7	6.6	4.1		13.2	8.4	4.8		12.2	8.6	3.6		9.6	9.4	0.2		10.4	12.3	-1.9		11.7	10.7	1.0	
Chinese Radio AM936	1.2	1.7	-0.5	20	1.5	0.9	0.6		0.1	0.4	-0.3		1.3	1.5	-0.2		1.2	1.5	-0.3		1.9	3.2	-1.3		1.7	3.7	-2.0		1.7	1.8	-0.1	
Coast	6.6	7.9	-1.3	5	1.4	5.8	-4.4		7.2	6.5	0.7		6.2	5.6	0.6		5.9	7.0	-1.1		7.1	11.9	-4.8		9.6	12.4	-2.8		2.6	4.8	-2.2	
Edge	4.8	4.5	0.3	7	8.3	7.1	1.2		9.6	8.5	1.1		10.0	7.6	2.4		7.3	6.0	1.3		1.9	2.4	-0.5		0.6	1.4	-0.8		6.4	5.1	1.3	
Flava	2.2	2.8	-0.6	14	7.1	5.7	1.4		5.1	5.8	-0.7		3.3	3.8	-0.5		2.4	2.9	-0.5		0.4	0.7	-0.3		*	*	*		2.7	3.7	-1.0	
FM99.4 Chinese Voice	0.1	*	*	31	0.1	0.1	0.0		0.1	*	*		0.2	*	*		0.2	*	*		*	*	*		*	*	*		*	*	*	
George FM	3.6	3.9	-0.3	11	4.9	4.4	0.5		7.8	6.6	1.2		6.7	6.6	0.1		5.2	5.7	-0.5		1.7	2.5	-0.8		0.3	0.7	-0.4		4.0	3.5	0.5	
Humm FM	1.6	1.5	0.1	16	5.5	1.1	4.4		1.0	2.1	-1.1		3.0	2.7	0.3		2.3	2.2	0.1		0.6	0.9	-0.3		0.1	0.4	-0.3		1.9	3.2	-1.3	
Life FM	1.4	1.6	-0.2	19	4.4	7.8	-3.4		1.5	1.2	0.3		1.3	1.5	-0.2		2.0	1.7	0.3		1.9	1.3	0.6		0.3	0.6	-0.3		1.0	2.3	-1.3	
Magic	8.3	5.5	2.8	4	2.3	0.4	1.9		0.3	0.8	-0.5		0.7	0.9	-0.2		2.8	1.0	1.8		12.4	6.9	5.5		20.8	15.6	5.2		3.1	2.0	1.1	
Mai FM	8.4	9.1	-0.7	3	18.2	13.2	5.0		18.4	20.8	-2.4		11.1	12.7	-1.6		8.6	9.4	-0.8		3.1	2.5	0.6		1.0	1.9	-0.9		12.2	11.6	0.6	
Mix	1.6	2.2	-0.6	16	2.2	1.0	1.2		0.8	1.6	-0.8		1.0	2.1	-1.1		1.9	3.3	-1.4		3.0	4.2	-1.2		1.6	1.3	0.3		1.4	2.7	-1.3	
More FM	4.8	4.9	-0.1	7	6.1	10.5	-4.4		4.7	2.7	2.0		6.1	4.1	2.0		6.1	5.4	0.7		5.3	7.2	-1.9		2.8	3.7	-0.9		7.3	6.0	1.3	
More FM Rodney	0.4	1.0	-0.6	26	0.7	1.9	-1.2		0.3	1.8	-1.5		0.9	1.7	-0.8		0.6	1.3	-0.7		0.2	0.3	-0.1		0.2	0.2	0.0		0.7	1.0	-0.3	
Newstalk ZB	14.2	12.2	2.0	1	1.8	2.5	-0.7		1.7	1.4	0.3		2.7	2.9	-0.2		5.0	4.7	0.3		15.6	13.0	2.6		27.0	22.9	4.1		13.1	10.6	2.5	
Niu FM	0.4	0.6	-0.2	26	0.8	1.6	-0.8		0.3	0.3	0.0		0.3	0.3	0.0		0.6	0.5	0.1		0.7	0.9	-0.2		0.1	0.4	-0.3		0.3	0.4	-0.1	
Radio 531pi	0.8	0.5	0.3	23	0.5	0.5	0.0		*	*	*		*	0.1	*		1.5	0.8	0.7		2.2	1.3	0.9		*	0.4	*		1.5	0.8	0.7	
Radio Hauraki	2.5	3.3	-0.8	13	0.9	0.8	0.1		3.6	6.2	-2.6		3.6	4.1	-0.5		3.3	3.9	-0.6		2.3	2.7	-0.4		1.4	1.5	-0.1		1.8	2.1	-0.3	
Radio Samoa	0.5	n.a.	*	25	0.1	n.a.	*		0.7	n.a.	*		0.7	n.a.	*		0.5	n.a.	*		0.8	n.a.	*		0.9	n.a.	*		1.0	n.a.	*	
Radio Sport	2.1	1.9	0.2	15	0.5	1.4	-0.9		0.5	0.6	-0.1		1.1	1.4	-0.3		1.3	1.4	-0.1		2.5	2.3	0.2		4.5	4.3	0.2		0.7	0.4	0.3	
Radio Tainui	0.1	0.1	0.0	31	0.1	0.8	-0.7		*	*	*		0.1	*	*		*	*	*		*	*	*		0.1	0.1	0.0		*	*	*	
Tarana	1.5	1.4	0.1	18	1.0	2.2	-1.2		2.5	0.4	2.1		2.7	1.9	0.8		2.3	1.7	0.6		1.3	1.2	0.1		0.9	0.7	0.2		1.5	2.4	-0.9	
Radio Waatea	0.3	*	*	29	0.1	0.2	-0.1		0.1	*	*		*	*	*		0.5	*	*		0.7	*	*		0.1	*	*		0.1	*	*	
Rhema	1.1	1.2	-0.1	21	1.3	0.2	1.1		1.1	0.7	0.4		0.8	0.7	0.1		1.0	1.6	-0.6		1.0	2.1	-1.1		1.6	1.1	0.5		1.6	0.8	0.8	
Rock	4.3	4.8	-0.5	10	3.0	1.4	1.6		4.8	6.1	-1.3		5.4	7.5	-2.1		5.8	7.3	-1.5		4.0	4.5	-0.5		1.3	1.1	0.2		3.5	3.1	0.4	
Star	0.4	0.4	0.0	26	0.1	0.7	-0.6		0.1	0.1	0.0		0.1	0.1	0.0		0.1	0.1	0.0		0.1	0.1	0.0		0.6	0.6	0.0		*	*	*	
The Hits	3.6	3.7	-0.1	11	4.2	3.7	0.5		2.9	2.7	0.2		3.3	3.7	-0.4		4.5	4.5	0.0		5.4	5.1	0.3		2.8	3.5	-0.7		5.7	5.5	0.2	
The Sound	4.9	3.2	1.7	6	3.3	1.3	2.0		3.4	1.7	1.7		3.5	2.3	1.2		5.6	4.2	1.4		8.6	6.7	1.9		5.5	3.5	2.0		3.9	2.3	1.6	
ZM	4.4	5.2	-0.8	9	8.7	9.7	-1.0		8.1	8.4	-0.3		6.5	7.9	-1.4		5.5	6.5	-1.0		2.3	2.4	-0.1		0.3	0.7	-0.4		4.5	4.3	0.2	
MediaWorks Combo	50.0	45.7	4.3		53.9	46.4	7.5		59.8	55.6	4.2		57.5	51.8	5.7		54.3	48.8	5.5		46.7	42.4	4.3		43.0	40.2	2.8		52.8	45.3	7.5	
NZME Combo	37.8	39.7	-1.9		27.6	31.2	-3.6		30.0	33.4	-3.4		28.0	31.6	-3.6		30.0	34.4	-4.4		39.5	43.0	-3.5		48.4	48.0	0.4		33.2	34.6	-1.4	
NZME and Partners	41.8	44.7	-2.9		35.3	34.4	0.9		32.3	38.2	-5.9		34.2	38.8	-4.6		35.3	40.9	-5.6		43.3	48.6	-5.3		50.8	53.0	-2.2		38.8	43.3	-4.5	
Potential (000)	1498.0	1487.0	11.0		176.0	165.8	10.2		490.0	510.2	-20.2		537.0	544.0	-7.0		750.0	754.0	-4.0		395.0	388.0	7.0		302.0	296.0	6.0		293.7	289.9	3.8	
Sample	2,400	2,461	-61		309	333	-24		565	624	-59		765	896	-131		1,062	1,237	-175		624	648	-24		643	557	86		461	516	-55	

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

MediaWorks Combo: Breeze or Edge or George FM or Magic or Mai FM or More FM or More FM Rodney or Rock or The Sound

NZME Combo: BBC or Coast or Flava or Mix or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or internet only listening to Hokonui

NZME and Partners Combo: BBC or Coast or Flava or Mix or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or Chinese Radio AM936 or FM99.4 Chinese Voice or Humm FM or 95bFM or internet only listening to Hokonui

AUCKLAND COMMERCIAL RADIO - SURVEY 1 2020

Station Share (%) by Daypart, People 10+

Survey Comparisons: 4/2019 - 1/2020

This Survey Period: Sun Aug 25 to Sat Nov 2 2019 & Sun Feb 2 to Sat Mar 28 2020

Last Survey Period: Sun Jun 16 to Sat Nov 2 2019

	This	Last	+/-
Potential (000)	1,498.0	1,487.0	11.0
Sample Size	2,400	2,461	-61

	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	+/-	
95bFM	1.1	1.6	-0.5	21	1.0	1.7	-0.7		1.0	1.6	-0.6		1.1	2.0	-0.9		0.8	1.9	-1.1		0.7	1.1	-0.4		1.5	2.2	-0.7	
Ake	0.1	0.1	0.0	31	0.1	0.1	0.0		0.1	0.1	0.0		0.2	0.2	0.0		0.5	0.4	0.1		*	*	*		0.2	0.1	0.1	
BBC	0.6	0.5	0.1	23	0.5	0.3	0.2		0.5	0.2	0.3		0.4	0.3	0.1		1.9	1.7	0.2		1.8	1.2	0.6		0.6	0.8	-0.2	
Breeze	8.5	7.9	0.6	3	11.7	9.2	2.5		12.3	9.1	3.2		8.4	7.6	0.8		10.6	7.7	2.9		10.7	16.4	-5.7		11.2	9.1	2.1	
Chinese Radio AM936	1.4	2.3	-0.9	18	1.7	1.4	0.3		1.3	0.8	0.5		0.4	1.8	-1.4		1.4	2.3	-0.9		0.6	0.4	0.2		1.0	2.2	-1.2	
Coast	4.6	5.9	-1.3	7	9.4	11.1	-1.7		8.0	10.3	-2.3		4.4	5.2	-0.8		7.9	8.1	-0.2		1.8	6.7	-4.9		7.1	7.2	-0.1	
Edge	4.8	5.2	-0.4	6	4.2	4.4	-0.2		4.4	4.6	-0.2		8.1	5.4	2.7		3.4	3.5	-0.1		0.9	1.1	-0.2		4.4	4.1	0.3	
Flava	2.5	2.8	-0.3	14	2.3	2.8	-0.5		1.9	2.4	-0.5		3.0	3.6	-0.6		1.5	2.8	-1.3		0.5	2.6	-2.1		2.0	2.4	-0.4	
FM99.4 Chinese Voice	*	*	*	*	0.1	*	*		0.4	*	*		*	*	*		0.1	*	*		*	*	*		*	*	*	
George FM	3.0	3.4	-0.4	11	3.6	3.9	-0.3		3.9	4.4	-0.5		3.5	4.2	-0.7		4.9	4.7	0.2		1.4	2.1	-0.7		4.2	3.9	0.3	
Humm FM	1.4	1.1	0.3	18	0.9	1.0	-0.1		0.7	0.9	-0.2		2.5	2.1	0.4		0.9	3.2	-2.3		2.2	0.7	1.5		2.4	1.7	0.7	
Life FM	1.7	1.9	-0.2	16	1.1	1.1	0.0		1.7	1.6	0.1		1.2	2.2	-1.0		0.9	1.0	-0.1		1.5	0.8	0.7		1.3	1.7	-0.4	
Magic	5.4	4.0	1.4	5	10.1	7.3	2.8		10.7	6.2	4.5		7.5	3.8	3.7		4.8	4.2	0.6		10.9	3.9	7.0		8.4	7.0	1.4	
Mai FM	9.5	9.1	0.4	2	6.5	7.2	-0.7		7.7	9.2	-1.5		9.7	10.5	-0.8		8.3	12.6	-4.3		11.7	8.4	3.3		7.9	8.4	-0.5	
Mix	1.0	1.5	-0.5	22	1.4	2.5	-1.1		2.1	3.1	-1.0		2.4	2.8	-0.4		1.5	1.7	-0.2		0.8	1.0	-0.2		1.4	2.1	-0.7	
More FM	4.5	4.7	-0.2	8	4.9	4.2	0.7		4.6	4.7	-0.1		4.4	5.8	-1.4		4.6	5.8	-1.2		1.5	1.7	-0.2		6.1	5.6	0.5	
More FM Rodney	0.6	1.0	-0.4	23	0.1	0.2	-0.1		0.1	0.5	-0.4		0.1	0.7	-0.6		1.5	3.5	-2.0		0.2	0.3	-0.1		0.7	1.4	-0.7	
Newstalk ZB	22.4	17.2	5.2	1	11.4	9.5	1.9		9.5	7.1	2.4		10.8	9.5	1.3		13.7	12.0	1.7		31.1	28.7	2.4		11.9	12.3	-0.4	
Niu FM	0.5	0.3	0.2	26	0.3	0.4	-0.1		0.4	0.6	-0.2		0.5	0.7	-0.2		1.1	1.8	-0.7		0.2	0.1	0.1		0.2	0.5	-0.3	
Radio 531pi	0.6	0.3	0.3	23	1.1	0.7	0.4		0.5	0.4	0.1		0.8	0.4	0.4		4.5	2.1	2.4		*	0.5	*		0.2	0.3	-0.1	
Radio Hauraki	2.8	4.0	-1.2	12	3.1	4.3	-1.2		3.3	3.1	0.2		3.0	4.1	-1.1		1.5	1.1	0.4		0.9	1.6	-0.7		1.5	2.7	-1.2	
Radio Samoa	0.3	n.a.	*	27	0.6	n.a.	*		0.2	n.a.	*		0.3	n.a.	*		0.7	n.a.	*		0.9	n.a.	*		1.0	n.a.	*	
Radio Sport	1.5	1.5	0.0	17	2.2	1.8	0.4		1.9	1.6	0.3		2.0	1.8	0.2		1.2	1.3	-0.1		0.7	2.6	-1.9		3.2	2.7	0.5	
Radio Tainui	0.2	0.1	0.1	28	*	*	*		*	0.1	*		*	0.1	*		*	0.2	*		*	0.2	*		0.1	*	*	
Tarana	2.0	2.0	0.0	15	0.9	1.0	-0.1		0.6	0.9	-0.3		2.4	1.3	1.1		2.5	1.0	1.5		1.7	1.7	0.0		1.5	1.6	-0.1	
Radio Waatea	0.2	*	*	28	*	*	*		*	*	*		0.6	*	*		0.8	*	*		*	*	*		0.5	*	*	
Rhema	1.3	1.2	0.1	20	0.8	0.6	0.2		0.6	0.6	0.0		1.1	1.4	-0.3		2.7	1.9	0.8		1.3	2.7	-1.4		1.2	1.5	-0.3	
Rock	3.3	4.1	-0.8	10	4.5	5.8	-1.3		5.2	7.4	-2.2		5.0	5.5	-0.5		3.0	2.2	0.8		4.3	1.8	2.5		4.1	3.4	0.7	
Star	0.2	0.3	-0.1	28	0.2	0.6	-0.4		0.2	0.5	-0.3		0.1	0.2	-0.1		1.0	0.3	0.7		1.8	0.4	1.4		0.5	0.7	-0.2	
The Hits	2.7	3.0	-0.3	13	5.1	4.5	0.6		5.0	4.7	0.3		3.9	4.2	-0.3		3.1	2.1	1.0		0.8	0.8	0.0		2.7	3.5	-0.8	
The Sound	4.4	2.5	1.9	9	5.8	5.0	0.8		6.3	4.5	1.8		5.3	2.6	2.7		3.3	0.9	2.4		3.7	2.8	0.9		4.2	2.9	1.3	
ZM	5.6	6.3	-0.7	4	3.4	4.7	-1.3		3.6	5.6	-2.0		5.0	5.7	-0.7		4.5	4.6	-0.1		3.4	5.5	-2.1		4.2	3.7	0.5	
MediaWorks Combo	44.0	41.9	2.1		51.4	47.1	4.3		55.1	50.5	4.6		52.1	46.3	5.8		44.3	44.9	-0.6		45.4	38.5	6.9		51.3	45.6	5.7	
NZME Combo	43.8	42.9	0.9		38.8	41.5	-2.7		35.9	38.1	-2.2		34.9	37.3	-2.4		36.8	35.5	1.3		41.8	50.6	-8.8		34.6	37.5	-2.9	
NZME and Partners	47.7	48.0	-0.3		42.4	45.7	-3.3		39.2	41.4	-2.2		38.9	43.3	-4.4		39.9	42.9	-3.0		45.4	52.9	-7.5		39.6	43.7	-4.1	

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

MediaWorks Combo: Breeze or Edge or George FM or Magic or Mai FM or More FM or More FM Rodney or Rock or The Sound

NZME Combo: BBC or Coast or Flava or Mix or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or internet only listening to Hokonui

NZME and Partners Combo: BBC or Coast or Flava or Mix or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or Chinese Radio AM936 or FM99.4 Chinese Voice or Humm FM or 95bFM or internet only listening to Hokonui

AUCKLAND COMMERCIAL RADIO - SURVEY 1 2020

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

Survey Comparisons: 4/2019 - 1/2020

This Survey Period: Sun Aug 25 to Sat Nov 2 2019 & Sun Feb 2 to Sat Mar 28 2020

Last Survey Period: Sun Jun 16 to Sat Nov 2 2019

	All 10+				People 10-17				People 18-34				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	+/-	
95bFM	33.0	37.6	-4.6	21	4.4	6.7	-2.3		11.1	12.6	-1.5		13.9	15.6	-1.7		21.0	22.6	-1.6		11.7	10.4	1.3		5.3	4.2	1.1		8.6	8.8	-0.2	
Ake	3.8	3.4	0.4	32	0.8	0.9	-0.1		0.9	0.7	0.2		1.8	0.3	1.5		2.6	1.0	1.6		1.1	1.9	-0.8		0.4	1.2	-0.8		0.8	*	*	
BBC	32.3	31.7	0.6	22	3.5	3.2	0.3		2.4	4.4	-2.0		5.9	4.8	1.1		9.4	8.5	0.9		13.0	12.6	0.4		14.7	15.1	-0.4		8.2	5.8	2.4	
Breeze	205.3	176.2	29.1	3	17.1	12.0	5.1		51.8	44.5	7.3		71.3	61.9	9.4		109.5	89.8	19.7		70.4	59.0	11.4		55.5	53.9	1.6		53.3	45.3	8.0	
Chinese Radio AM936	20.8	32.3	-11.5	24	2.7	3.4	-0.7		2.2	6.5	-4.3		12.5	17.1	-4.6		14.2	21.1	-6.9		5.4	10.4	-5.0		3.9	7.8	-3.9		5.6	6.2	-0.6	
Coast	118.2	120.4	-2.2	7	5.0	8.8	-3.8		15.5	17.6	-2.1		20.5	20.7	-0.2		43.5	44.7	-1.2		47.9	54.8	-6.9		54.2	52.4	1.8		12.2	14.5	-2.3	
Edge	153.0	137.6	15.4	5	28.3	24.5	3.8		73.9	66.1	7.8		79.6	68.0	11.6		95.8	83.4	12.4		21.3	23.6	-2.3		6.4	9.3	-2.9		35.2	30.4	4.8	
Flava	76.3	98.1	-21.8	13	12.9	19.2	-6.3		48.8	59.0	-10.2		32.8	41.5	-8.7		40.4	48.6	-8.2		8.1	8.3	-0.2		0.5	1.3	-0.8		22.9	24.9	-2.0	
FM99.4 Chinese Voice	7.1	4.7	2.4	30	1.6	2.0	-0.4		2.2	0.8	1.4		2.9	2.5	0.4		2.9	2.5	0.4		1.3	*	*		1.4	0.1	1.3		1.3	*	*	
George FM	96.5	92.0	4.5	11	10.9	8.5	2.4		55.7	49.5	6.2		57.0	54.5	2.5		69.7	68.3	1.4		15.2	15.6	-0.4		2.9	2.4	0.5		19.3	18.2	1.1	
Humm FM	63.1	41.6	21.5	15	9.5	3.1	6.4		15.9	16.8	-0.9		39.4	25.7	13.7		50.5	32.8	17.7		12.3	8.9	3.4		2.3	3.8	-1.5		15.1	10.6	4.5	
Life FM	40.3	41.6	-1.3	19	9.0	12.6	-3.6		16.7	15.7	1.0		18.2	20.4	-2.2		25.1	25.7	-0.6		11.4	7.4	4.0		5.4	3.1	2.3		11.9	12.9	-1.0	
Magic	110.9	84.9	26.0	8	5.5	4.7	0.8		10.7	4.5	6.2		13.0	8.9	4.1		30.7	16.8	13.9		52.5	36.9	15.6		57.7	47.3	10.4		12.5	11.4	1.1	
Mai FM	218.5	211.9	6.6	2	38.6	31.4	7.2		127.7	134.3	-6.6		104.7	108.8	-4.1		122.1	120.8	1.3		23.3	18.6	4.7		6.0	7.5	-1.5		63.3	55.9	7.4	
Mix	56.2	56.4	-0.2	17	5.8	2.2	3.6		7.5	9.4	-1.9		18.1	23.7	-5.6		35.2	44.2	-9.0		27.4	26.3	1.1		13.5	7.1	6.4		11.7	17.0	-5.3	
More FM	155.2	132.2	23.0	4	24.4	16.7	7.7		51.9	34.7	17.2		63.6	49.9	13.7		95.9	83.6	12.3		45.9	48.6	-2.7		16.0	17.0	-1.0		40.6	37.6	3.0	
More FM Rodney	26.6	36.6	-10.0	23	6.9	7.5	-0.6		7.0	13.5	-6.5		11.1	15.5	-4.4		14.0	21.8	-7.8		6.2	10.3	-4.1		3.6	5.3	-1.7		4.7	4.4	0.3	
Newstalk ZB	218.8	202.3	16.5	1	8.5	8.6	-0.1		24.9	22.9	2.0		39.9	41.1	-1.2		76.5	79.5	-3.0		89.7	80.7	9.0		92.1	75.7	16.4		37.4	35.6	1.8	
Niu FM	14.8	22.8	-8.0	27	3.8	4.4	-0.6		2.0	6.2	-4.2		3.3	8.3	-5.0		8.6	12.8	-4.2		7.8	8.1	-0.3		2.5	3.7	-1.2		3.9	3.6	0.3	
Radio 531pi	16.0	13.2	2.8	26	4.9	3.1	1.8		2.2	1.1	1.1		2.3	1.8	0.5		10.9	8.5	2.4		8.6	6.9	1.7		*	0.9	*		4.3	2.7	1.6	
Radio Hauraki	64.3	73.2	-8.9	14	5.5	5.6	-0.1		21.0	28.4	-7.4		33.0	37.8	-4.8		43.0	51.5	-8.5		18.9	18.8	0.1		10.6	7.9	2.7		13.1	16.4	-3.3	
Radio Samoa	19.6	n.a.	*	25	0.8	n.a.	*		12.6	n.a.	*		14.6	n.a.	*		15.4	n.a.	*		4.2	n.a.	*		3.4	n.a.	*		7.7	n.a.	*	
Radio Sport	61.7	49.3	12.4	16	4.1	5.2	-1.1		11.8	10.3	1.5		17.9	16.5	1.4		29.5	24.7	4.8		25.1	15.4	9.7		22.1	15.2	6.9		8.5	4.3	4.2	
Radio Tainui	6.3	6.1	0.2	31	2.3	3.8	-1.5		1.1	1.1	0.0		2.9	1.1	1.8		2.9	1.4	1.5		*	0.3	*		0.8	0.6	0.2		0.2	0.3	-0.1	
Tarana	42.8	33.0	9.8	18	5.2	3.6	1.6		16.7	8.5	8.2		22.9	16.1	6.8		28.5	20.5	8.0		8.7	8.9	-0.2		5.1	5.1	0.0		6.3	8.3	-2.0	
Radio Waatea	7.8	1.6	6.2	29	0.8	0.9	-0.1		0.8	0.7	0.1		1.1	0.3	0.8		3.5	0.3	3.2		3.9	*	*		2.6	*	*		0.4	*	*	
Rhema	36.0	31.2	4.8	20	3.4	3.8	-0.4		8.7	6.2	2.5		9.7	9.9	-0.2		19.8	14.0	5.8		14.3	7.7	6.6		9.2	8.5	0.7		10.2	6.0	4.2	
Rock	99.0	87.7	11.3	10	10.9	5.7	5.2		33.1	28.0	5.1		50.9	49.2	1.7		75.9	69.9	6.0		28.9	25.9	3.0		5.1	5.6	-0.5		22.6	22.3	0.3	
Star	10.1	15.5	-5.4	28	1.6	3.8	-2.2		2.1	2.8	-0.7		2.4	3.1	-0.7		3.1	3.3	-0.2		1.4	1.0	0.4		2.1	2.5	-0.4		0.4	1.2	-0.8	
The Hits	109.2	112.2	-3.0	9	11.8	14.3	-2.5		28.0	29.9	-1.9		38.5	46.4	-7.9		65.6	70.0	-4.4		42.4	37.5	4.9		19.0	18.5	0.5		27.0	30.7	-3.7	
The Sound	95.1	71.8	23.3	12	7.9	6.2	1.7		23.1	13.5	9.6		30.7	23.6	7.1		52.3	46.7	5.6		43.6	36.8	6.8		27.8	17.0	10.8		19.2	17.1	2.1	
ZM	149.0	148.7	0.3	6	26.1	21.3	4.8		71.6	71.4	0.2		71.8	75.5	-3.7		93.1	95.2	-2.1		24.8	24.7	0.1		3.8	5.5	-1.7		28.1	29.3	-1.2	
MediaWorks Combo	762.8	730.2	32.6		81.6	77.1	4.5		272.5	267.3	5.2		304.9	297.3	7.6		425.9	408.0	17.9		214.7	198.4	16.3		143.2	132.7	10.5		175.7	164.8	10.9	
NZME Combo	640.2	664.0	-23.8		53.5	59.9	-6.4		169.4	200.2	-30.8		206.7	234.3	-27.6		320.8	345.2	-24.4		205.9	197.0	8.9		159.4	145.4	14.0		128.2	135.4	-7.2	
NZME and Partners	714.6	728.6	-14.0		63.3	64.9	-1.6		188.8	220.4	-31.6		250.4	268.9	-18.5		376.0	389.7	-13.7		223.3	216.6	6.7		166.0	157.8	8.2		148.7	153.5	-4.8	
All Commercial Radio	1,116.5	1,105.8	10.7		109.5	108.8	0.7		344.2	357.2	-13.0		418.2	420.0	-1.8		602.7	594.2	8.5		326.3	313.4	12.9		234.6	226.6	8.0		243.4	242.2	1.2	
Potential (000)	1,498.0	1,487.0	11.0		176.0	165.8	10.2		490.0	510.2	-20.2		537.0	544.0	-7.0		750.0	754.0	-4.0		395.0	388.0	7.0		302.0	296.0	6.0		293.7	289.9	3.8	
Sample	2,400	2,461	-61		309	333	-24		565	624	-59		765	896	-131		1,062	1,237	-175		624	648	-24		643	557	86		461	516	-55	

MediaWorks Combo: Breeze or Edge or George FM or Magic or Mai FM or More FM or More FM Rodney or Rock or The Sound

NZME Combo: BBC or Coast or Flava or Mix or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or internet only listening to Hokonui

NZME and Partners Combo: BBC or Coast or Flava or Mix or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or Chinese Radio AM936 or FM99.4 Chinese Voice or Humm FM or 95bFM or internet only listening to Hokonui

AUCKLAND COMMERCIAL RADIO - SURVEY 1 2020

Cumulative Audience (000's) by Daypart, People 10+
Survey Comparisons: 4/2019 - 1/2020

This Survey Period: Sun Aug 25 to Sat Nov 2 2019 & Sun Feb 2 to Sat Mar 28 2020
Last Survey Period: Sun Jun 16 to Sat Nov 2 2019

	This	Last	+/-
Potential (000)	1,498.0	1,487.0	11.0
Sample Size	2,400	2,461	-61

	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	+/-
95bFM	15.9	18.3	-2.4	22	8.6	10.0	-1.4	11.3	16.8	-5.5	14.6	16.6	-2.0	6.2	8.4	-2.2	3.3	4.0	-0.7	21.5	24.2	-2.7
Ake	1.5	0.7	0.8	32	0.8	0.7	0.1	1.7	0.9	0.8	1.8	2.9	-1.1	1.2	0.7	0.5	0.3	0.2	0.1	2.5	1.2	1.3
BBC	16.7	15.1	1.6	21	14.1	9.3	4.8	9.5	6.0	3.5	11.7	9.6	2.1	10.0	9.1	0.9	7.0	4.2	2.8	16.2	18.2	-2.0
Breeze	106.5	94.0	12.5	3	78.1	73.7	4.4	98.8	80.8	18.0	95.5	80.2	15.3	48.0	40.6	7.4	21.1	21.4	-0.3	120.1	97.9	22.2
Chinese Radio AM936	15.5	21.2	-5.7	23	12.2	12.1	0.1	10.3	11.6	-1.3	6.0	13.6	-7.6	4.0	7.9	-3.9	2.8	1.8	1.0	11.8	22.2	-10.4
Coast	52.0	55.1	-3.1	9	62.1	58.4	3.7	69.0	74.0	-5.0	57.1	55.5	1.6	35.7	32.6	3.1	9.7	16.1	-6.4	71.2	68.1	3.1
Edge	79.5	76.3	3.2	5	53.0	50.7	2.3	68.0	58.5	9.5	95.5	79.6	15.9	32.9	29.4	3.5	6.9	5.6	1.3	77.7	73.1	4.6
Flava	40.5	53.1	-12.6	12	30.0	39.3	-9.3	38.7	45.1	-6.4	32.0	41.6	-9.6	14.7	22.3	-7.6	3.2	6.6	-3.4	42.1	55.3	-13.2
FM99.4 Chinese Voice	1.7	0.7	1.0	31	2.4	0.9	1.5	2.7	0.7	2.0	0.1	0.6	-0.5	1.4	0.3	1.1	0.7	*	*	3.1	2.2	0.9
George FM	48.6	41.2	7.4	10	37.2	31.2	6.0	41.5	35.6	5.9	49.2	48.1	1.1	31.9	32.8	-0.9	6.6	8.8	-2.2	59.1	51.5	7.6
Humm FM	30.8	22.3	8.5	15	17.0	11.1	5.9	10.2	13.7	-3.5	24.6	17.0	7.6	8.8	13.2	-4.4	13.3	5.6	7.7	44.4	27.1	17.3
Life FM	25.3	25.3	0.0	16	13.2	12.7	0.5	20.3	18.7	1.6	17.4	22.5	-5.1	7.4	9.5	-2.1	2.1	4.4	-2.3	27.7	27.1	0.6
Magic	59.2	38.9	20.3	7	48.9	43.0	5.9	54.3	48.2	6.1	57.7	40.0	17.7	25.3	20.1	5.2	10.1	10.3	-0.2	68.4	60.0	8.4
Mai FM	132.5	135.0	-2.5	2	70.8	75.7	-4.9	74.8	92.9	-18.1	114.2	111.4	2.8	45.2	52.5	-7.3	37.6	27.3	10.3	114.9	125.0	-10.1
Mix	17.2	19.6	-2.4	20	18.1	23.1	-5.0	26.4	28.7	-2.3	30.6	27.3	3.3	13.0	13.0	0.0	4.3	5.2	-0.9	26.7	29.2	-2.5
More FM	75.5	62.1	13.4	6	59.7	42.5	17.2	60.7	59.8	0.9	77.5	70.0	7.5	33.8	32.8	1.0	13.2	10.1	3.1	80.1	77.0	3.1
More FM Rodney	10.6	11.9	-1.3	26	2.9	3.3	-0.4	3.4	6.0	-2.6	3.4	11.5	-8.1	5.8	12.2	-6.4	2.7	3.1	-0.4	14.7	25.5	-10.8
Newstalk ZB	167.1	142.3	24.8	1	90.4	77.1	13.3	88.6	81.3	7.3	95.5	96.5	-1.0	63.4	59.6	3.8	62.0	59.8	2.2	127.3	114.7	12.6
Niu FM	11.9	10.3	1.6	25	7.7	8.4	-0.7	9.3	10.4	-1.1	9.5	12.4	-2.9	5.5	9.4	-3.9	2.1	1.5	0.6	3.2	10.7	-7.5
Radio 531pi	9.7	6.5	3.2	27	12.0	7.9	4.1	8.2	8.3	-0.1	9.4	4.4	5.0	8.2	4.6	3.6	*	1.4	*	2.9	4.1	-1.2
Radio Hauraki	31.4	40.2	-8.8	14	22.8	24.8	-2.0	29.6	32.8	-3.2	33.1	38.3	-5.2	19.4	14.6	4.8	7.5	9.0	-1.5	30.6	40.9	-10.3
Radio Samoa	15.4	n.a.	*	24	15.2	n.a.	*	4.1	n.a.	*	6.4	n.a.	*	10.6	n.a.	*	1.7	n.a.	*	16.2	n.a.	*
Radio Sport	25.3	19.4	5.9	16	22.4	17.0	5.4	25.9	17.9	8.0	29.8	22.8	7.0	8.3	10.0	-1.7	7.6	7.7	-0.1	42.6	35.9	6.7
Radio Tainui	3.5	2.4	1.1	29	0.7	*	*	0.4	2.2	-1.8	1.8	2.5	-0.7	0.1	0.9	-0.8	0.6	1.0	-0.4	2.6	2.3	0.3
Tarana	21.7	18.4	3.3	18	10.3	8.5	1.8	7.4	10.3	-2.9	26.2	14.9	11.3	14.7	9.8	4.9	8.1	6.7	1.4	31.9	24.2	7.7
Radio Waatea	2.8	*	*	30	0.5	*	*	0.1	0.6	-0.5	3.8	0.7	3.1	3.9	0.3	3.6	0.1	*	*	7.6	1.0	6.6
Rhema	17.8	10.0	7.8	19	11.2	8.6	2.6	14.1	10.6	3.5	10.1	9.3	0.8	13.1	6.2	6.9	3.5	5.8	-2.3	20.0	17.3	2.7
Rock	37.6	41.1	-3.5	13	32.6	32.1	0.5	42.2	48.3	-6.1	48.5	48.5	0.0	20.2	17.2	3.0	12.5	8.6	3.9	50.6	41.8	8.8
Star	4.7	5.7	-1.0	28	4.7	5.2	-0.5	4.5	6.3	-1.8	3.5	4.7	-1.2	3.7	3.6	0.1	3.0	2.0	1.0	5.8	9.8	-4.0
The Hits	46.0	49.7	-3.7	11	42.4	40.2	2.2	49.6	50.3	-0.7	55.9	53.4	2.5	21.6	20.9	0.7	5.8	4.9	0.9	52.6	61.4	-8.8
The Sound	53.8	38.7	15.1	8	41.9	32.4	9.5	46.7	40.0	6.7	48.4	28.4	20.0	18.6	10.3	8.3	10.1	6.6	3.5	46.1	40.7	5.4
ZM	84.9	84.6	0.3	4	44.9	37.8	7.1	48.1	57.0	-8.9	81.8	79.2	2.6	42.4	35.1	7.3	13.8	11.1	2.7	91.8	82.0	9.8
MediaWorks Combo	484.8	453.7	31.1		362.5	335.9	26.6	384.2	390.6	-6.4	472.4	437.0	35.4	232.8	221.1	11.7	97.2	86.8	10.4	500.5	484.1	16.4
NZME Combo	409.3	418.8	-9.5		305.7	286.7	19.0	331.0	346.5	-15.5	371.0	371.2	-0.2	209.5	198.8	10.7	107.8	111.2	-3.4	413.9	424.8	-10.9
NZME and Partners	457.4	468.4	-11.0		340.0	316.2	23.8	358.8	378.8	-20.0	407.6	411.0	-3.4	222.8	222.7	0.1	122.0	120.1	1.9	476.7	482.3	-5.6
All Commercial Radio	842.8	838.3	4.5		615.9	573.9	42.0	648.1	667.7	-19.6	785.0	749.4	35.6	453.7	426.1	27.6	208.1	206.7	1.4	858.1	860.1	-2.0

MediaWorks Combo: Breeze or Edge or George FM or Magic or Mai FM or More FM or More FM Rodney or Rock or The Sound

NZME Combo: BBC or Coast or Flava or Mix or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or internet only listening to Hokonui

NZME and Partners Combo: BBC or Coast or Flava or Mix or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or Chinese Radio AM936 or FM99.4 Chinese Voice or Humm FM or 95bFM or internet only listening to Hokonui

AUCKLAND COMMERCIAL RADIO - SURVEY 1 2020

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

Survey Comparisons: 4/2019 - 1/2020

This Survey Period: Sun Aug 25 to Sat Nov 2 2019 & Sun Feb 2 to Sat Mar 28 2020

Last Survey Period: Sun Jun 16 to Sat Nov 2 2019

	All 10+			People 10-17			People 18-34			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	+/-
95bFM	5:38	7:56	-2:18	1:20	1:51	-0:31	3:52	8:54	-5:02	6:17	11:38	-5:21	6:50	10:33	-3:43	6:36	8:04	-1:27	5:02	7:29	-2:27	7:45	14:01	-6:16
Ake	6:50	5:54	0:56	0:42	0:40	0:02	0:39	0:15	0:24	3:06	0:15	2:51	9:44	18:04	-8:20	17:36	10:33	7:03	1:00	1:30	-0:30	6:25	*	*
BBC	3:24	3:00	0:24	1:53	2:20	-0:26	1:35	2:12	-0:36	2:14	1:41	0:32	3:25	2:29	0:56	3:50	2:34	1:15	3:29	3:18	0:10	2:59	2:49	0:09
Breeze	8:33	8:18	0:14	4:00	6:12	-2:11	9:04	7:20	1:43	10:05	8:23	1:41	9:37	8:37	0:59	7:59	7:57	0:01	8:32	8:33	-0:01	7:27	8:04	-0:37
Chinese Radio AM936	9:22	8:55	0:27	5:19	3:12	2:06	2:43	3:03	-0:20	5:45	5:18	0:26	7:05	6:33	0:31	20:11	15:21	4:49	20:38	17:47	2:50	10:15	9:55	0:19
Coast	9:18	10:47	-1:28	2:48	7:49	-5:01	20:31	18:21	2:10	16:30	16:49	-0:19	11:41	14:09	-2:28	8:43	10:52	-2:08	8:04	8:56	-0:52	7:15	11:17	-4:01
Edge	5:14	5:22	-0:08	2:52	3:24	-0:31	5:41	6:19	-0:37	6:51	6:53	-0:02	6:33	6:29	0:03	5:09	5:07	0:02	4:37	5:28	-0:51	6:09	5:44	0:24
Flava	4:47	4:38	0:08	5:26	3:28	1:57	4:34	4:51	-0:17	5:32	5:38	-0:06	5:05	5:28	-0:23	3:06	4:03	-0:57	2:52	1:21	1:30	3:58	5:05	-1:06
FM99.4 Chinese Voice	2:33	0:42	1:50	0:26	0:27	-0:01	1:32	0:15	1:17	4:36	0:53	3:43	4:36	0:53	3:43	0:45	*	*	0:42	1:15	-0:32	0:45	*	*
George FM	6:18	7:00	-0:41	4:23	6:03	-1:39	6:09	6:34	-0:25	6:23	7:29	-1:06	6:28	7:29	-1:00	6:44	8:04	-1:20	5:30	10:21	-4:51	7:01	6:30	0:31
Humm FM	4:08	5:49	-1:41	5:41	4:08	1:32	2:51	6:08	-3:16	4:12	6:30	-2:17	3:58	6:08	-2:10	2:57	4:49	-1:51	1:48	4:18	-2:29	4:16	10:17	-6:01
Life FM	5:41	6:24	-0:43	4:45	7:20	-2:35	3:51	3:53	-0:01	3:44	4:37	-0:52	6:46	5:50	0:56	9:55	8:48	1:06	2:56	7:49	-4:53	2:50	6:02	-3:11
Magic	12:26	10:43	1:42	4:04	1:03	3:00	1:10	8:24	-7:13	2:45	6:20	-3:35	7:56	5:36	2:20	13:49	9:21	4:28	16:27	12:24	4:03	8:21	5:59	2:21
Mai FM	6:25	7:06	-0:40	4:37	4:57	-0:20	6:21	7:38	-1:16	5:47	7:13	-1:25	6:04	7:02	-0:58	7:45	6:46	0:58	7:38	9:18	-1:40	6:30	7:02	-0:32
Mix	4:42	6:33	-1:51	3:40	5:30	-1:49	4:29	8:28	-3:58	2:57	5:21	-2:24	4:38	6:39	-2:01	6:26	8:02	-1:36	5:23	7:01	-1:37	4:04	5:27	-1:22
More FM	5:08	6:09	-1:00	2:27	7:22	-4:54	3:59	3:48	0:11	5:11	5:02	0:08	5:28	5:50	-0:21	6:43	7:27	-0:44	8:04	8:13	-0:09	6:02	5:27	0:34
More FM Rodney	2:37	4:29	-1:51	1:00	2:57	-1:57	1:44	6:39	-4:55	4:15	6:35	-2:20	3:35	5:22	-1:46	1:33	1:41	-0:08	1:55	1:23	0:32	4:48	7:25	-2:36
Newstalk ZB	10:52	9:57	0:54	2:04	3:26	-1:21	2:58	3:00	-0:02	3:40	4:19	-0:38	5:34	5:22	0:12	10:11	8:06	2:05	13:24	11:21	2:02	11:47	10:07	1:40
Niu FM	4:25	4:04	0:20	2:04	4:10	-2:05	7:15	2:13	5:01	5:22	2:01	3:20	5:56	3:32	2:23	5:09	5:27	-0:17	2:45	4:13	-1:28	2:40	3:50	-1:10
Radio 531pi	8:32	6:46	1:46	0:55	1:41	-0:45	0:52	0:37	0:14	0:57	3:29	-2:31	12:06	8:13	3:53	15:02	9:21	5:41	*	14:17	*	11:52	9:25	2:26
Radio Hauraki	6:31	7:29	-0:58	1:35	1:36	-0:00	7:30	10:47	-3:16	6:00	6:41	-0:41	6:31	6:55	-0:23	7:08	7:18	-0:10	6:06	6:59	-0:52	4:43	4:15	0:27
Radio Samoa	4:30	n.a.	*	1:36	n.a.	*	2:30	n.a.	*	2:34	n.a.	*	3:00	n.a.	*	11:38	n.a.	*	11:47	n.a.	*	4:28	n.a.	*
Radio Sport	5:37	6:23	-0:45	1:09	3:10	-2:01	2:02	2:38	-0:36	3:17	5:04	-1:46	3:40	4:59	-1:19	5:47	7:26	-1:38	9:17	10:35	-1:17	2:46	3:20	-0:34
Radio Tainui	1:23	2:18	-0:54	0:30	2:21	-1:50	0:40	0:54	-0:13	1:14	0:50	0:23	1:14	0:56	0:18	*	1:15	*	4:53	5:15	-0:21	1:45	0:45	1:00
Tarana	6:00	6:57	-0:57	1:53	7:12	-5:19	6:31	2:19	4:11	6:21	7:18	-0:56	6:51	7:25	-0:34	8:50	6:30	2:19	7:37	5:01	2:35	7:53	9:39	-1:46
Radio Waatea	6:18	1:18	4:59	1:46	1:59	-0:12	2:58	0:22	2:36	2:20	0:15	2:05	11:17	0:15	11:02	10:26	*	*	2:08	*	*	6:00	*	*
Rhema	5:20	6:27	-1:06	3:52	0:40	3:11	5:46	5:13	0:32	4:41	4:26	0:14	4:18	10:07	-5:48	4:12	13:50	-9:37	7:49	4:48	3:01	5:21	4:18	1:03
Rock	7:11	8:58	-1:46	2:43	2:47	-0:04	6:20	10:46	-4:26	5:48	9:22	-3:33	6:33	9:22	-2:49	8:04	8:39	-0:35	11:23	7:15	4:08	5:17	4:41	0:35
Star	6:16	4:47	1:28	0:41	2:02	-1:21	2:06	1:41	0:24	1:52	1:42	0:10	1:35	1:36	-0:01	3:54	4:57	-1:02	12:11	8:18	3:52	1:45	0:45	0:59
The Hits	5:31	5:24	0:07	3:28	3:01	0:26	4:37	4:26	0:10	4:39	4:54	-0:14	5:52	5:46	0:06	7:23	6:52	0:31	6:39	7:09	-0:29	7:07	6:08	0:59
The Sound	8:41	7:24	1:16	4:07	2:23	1:43	6:25	6:09	0:16	6:12	5:56	0:16	9:16	8:03	1:12	11:30	9:08	2:21	9:03	7:43	1:19	6:53	4:37	2:16
ZM	4:53	5:44	-0:50	3:16	5:21	-2:05	5:00	5:47	-0:47	4:56	6:29	-1:33	5:07	6:08	-1:01	5:26	4:49	0:37	3:41	4:51	-1:10	5:21	5:00	0:20
MediaWorks Combo	10:57	10:21	0:35	6:28	7:05	-0:36	9:40	10:15	-0:34	10:16	10:44	-0:28	10:59	10:48	0:10	12:44	10:44	2:00	13:40	11:24	2:16	10:09	9:21	0:47
NZME Combo	9:52	9:53	-0:00	5:03	6:08	-1:04	7:48	8:13	-0:25	7:23	8:19	-0:56	8:04	9:00	-0:56	11:14	10:57	0:17	13:51	12:24	1:26	8:45	8:42	0:03
NZME and Partners	9:46	10:09	-0:22	5:27	6:14	-0:46	7:31	8:32	-1:01	7:27	8:54	-1:27	8:06	9:28	-1:22	11:21	11:16	0:04	13:58	12:37	1:20	8:49	9:36	-0:47
All Commercial Radio	14:58	14:57	0:00	8:57	10:49	-1:52	12:47	13:47	-0:59	13:01	14:42	-1:40	14:18	15:12	-0:53	17:56	16:01	1:54	19:26	16:36	2:50	13:52	14:03	-0:10
Potential (000)	1,498.0	1,487.0	11.0	176.0	165.8	10.2	490.0	510.2	-20.2	537.0	544.0	-7.0	750.0	754.0	-4.0	395.0	388.0	7.0	302.0	296.0	6.0	293.7	289.9	3.8
Sample	2,400	2,461	-61	309	333	-24	565	624	-59	765	896	-131	1,062	1,237	-175	624	648	-24	643	557	86	461	516	-55

MediaWorks Combo: Breeze or Edge or George FM or Magic or Mai FM or More FM or More FM Rodney or Rock or The Sound

NZME Combo: BBC or Coast or Flava or Mix or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or internet only listening to Hokonui

NZME and Partners Combo: BBC or Coast or Flava or Mix or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or Chinese Radio AM936 or FM99.4 Chinese Voice or Humm FM or 95bFM or internet only listening to Hokonui

AUCKLAND COMMERCIAL RADIO - SURVEY 1 2020

Average Time Spent Listening (hh:mm) by Daypart, People 10+
 Survey Comparisons: 4/2019 - 1/2020

This Survey Period: Sun Aug 25 to Sat Nov 2 2019 & Sun Feb 2 to Sat Mar 28 2020
 Last Survey Period: Sun Jun 16 to Sat Nov 2 2019

	This	Last	+/-
Potential (000)	1,498.0	1,487.0	11.0
Sample Size	2,400	2,461	-61

	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	+/-
95bFM	2:19	3:03	-0:44	3:06	4:18	-1:11	2:47	2:49	-0:01	1:43	2:45	-1:01	1:17	2:38	-1:20	1:26	1:44	-0:17	2:28	3:13	-0:44
Ake	2:25	3:30	-1:04	4:33	5:15	-0:41	2:20	2:42	-0:22	2:04	1:43	0:21	3:51	6:30	-2:38	0:23	0:30	-0:06	2:22	2:21	0:01
BBC	1:09	1:11	-0:01	0:55	0:49	0:05	1:34	1:11	0:23	0:48	0:48	0:00	1:52	2:13	-0:21	1:39	1:47	-0:08	1:25	1:29	-0:03
Breeze	2:44	2:55	-0:10	3:52	3:04	0:47	3:56	3:24	0:32	2:03	2:08	-0:04	2:10	2:12	-0:02	3:17	4:57	-1:39	3:19	3:16	0:03
Chinese Radio AM936	3:07	3:45	-0:37	3:31	2:55	0:36	3:52	2:06	1:46	1:44	2:54	-1:10	3:30	3:27	0:02	1:19	1:33	-0:13	3:01	3:33	-0:32
Coast	3:03	3:43	-0:40	3:55	4:39	-0:43	3:40	4:14	-0:33	1:48	2:06	-0:17	2:11	2:55	-0:44	1:12	2:41	-1:29	3:32	3:43	-0:10
Edge	2:02	2:21	-0:18	2:02	2:07	-0:04	2:03	2:24	-0:20	2:00	1:31	0:28	1:02	1:22	-0:20	0:53	1:19	-0:26	2:01	1:57	0:04
Flava	2:09	1:49	0:19	1:58	1:45	0:13	1:33	1:38	-0:04	2:12	1:55	0:17	1:00	1:29	-0:29	1:03	2:29	-1:26	1:39	1:33	0:06
FM99.4 Chinese Voice	0:46	0:21	0:25	0:37	1:15	-0:37	4:37	0:38	3:58	0:15	1:03	-0:48	0:30	0:30	0:00	0:15	*	*	0:33	0:18	0:14
George FM	2:07	2:50	-0:42	2:27	3:05	-0:37	2:58	3:43	-0:45	1:41	1:56	-0:15	1:31	1:40	-0:09	1:23	1:32	-0:08	2:32	2:39	-0:06
Humm FM	1:32	1:46	-0:13	1:20	2:10	-0:50	2:05	2:01	0:03	2:25	2:48	-0:23	0:57	2:48	-1:51	1:05	0:49	0:15	1:56	2:15	-0:18
Life FM	2:14	2:34	-0:19	2:13	2:06	0:06	2:35	2:36	-0:01	1:33	2:10	-0:36	1:11	1:14	-0:02	4:34	1:11	3:23	1:36	2:13	-0:36
Magic	3:07	3:33	-0:25	5:19	4:09	1:10	6:13	3:53	2:19	3:04	2:09	0:54	1:53	2:25	-0:32	7:00	2:25	4:35	4:22	4:05	0:17
Mai FM	2:27	2:20	0:06	2:23	2:19	0:04	3:14	3:01	0:13	2:00	2:07	-0:07	1:49	2:48	-0:59	2:01	1:58	0:03	2:26	2:22	0:04
Mix	1:56	2:42	-0:46	2:03	2:37	-0:34	2:34	3:15	-0:41	1:49	2:20	-0:30	1:08	1:29	-0:21	1:14	1:14	0:00	1:52	2:30	-0:38
More FM	2:02	2:36	-0:33	2:06	2:25	-0:19	2:22	2:22	0:00	1:19	1:52	-0:32	1:19	2:04	-0:44	0:44	1:05	-0:21	2:42	2:33	0:08
More FM Rodney	1:55	2:58	-1:02	1:04	1:34	-0:30	1:02	2:42	-1:39	0:42	1:26	-0:43	2:32	3:23	-0:50	0:21	0:37	-0:15	1:40	1:52	-0:12
Newstalk ZB	4:36	4:11	0:25	3:15	3:01	0:14	3:23	2:39	0:44	2:38	2:12	0:26	2:08	2:21	-0:12	3:15	3:05	0:10	3:19	3:47	-0:27
Niu FM	1:20	1:10	0:10	1:06	1:03	0:02	1:18	1:44	-0:25	1:09	1:12	-0:02	2:02	2:11	-0:08	0:29	0:30	-0:00	1:44	1:39	0:05
Radio 531pi	2:02	1:51	0:10	2:20	2:09	0:10	2:05	1:38	0:27	2:05	2:05	0:00	5:30	5:19	0:11	*	2:15	*	2:23	2:19	0:04
Radio Hauraki	3:02	3:28	-0:26	3:28	4:14	-0:46	3:28	2:51	0:36	2:06	2:24	-0:18	0:46	0:52	-0:05	0:44	1:08	-0:24	1:41	2:18	-0:36
Radio Samoa	0:43	n.a.	*	0:56	n.a.	*	1:44	n.a.	*	1:15	n.a.	*	0:42	n.a.	*	3:31	n.a.	*	2:06	n.a.	*
Radio Sport	2:05	2:43	-0:38	2:32	2:34	-0:01	2:21	2:42	-0:20	1:35	1:47	-0:12	1:26	1:33	-0:07	0:35	2:12	-1:36	2:39	2:41	-0:02
Radio Tainui	1:34	1:24	0:09	0:15	*	*	0:33	1:32	-0:58	0:20	0:40	-0:19	0:15	3:00	-2:45	0:26	1:00	-0:33	0:44	0:45	-0:00
Tarana	3:14	3:43	-0:29	2:13	2:46	-0:32	2:32	2:44	-0:12	2:09	2:00	0:09	1:40	1:10	0:29	1:21	1:35	-0:13	1:39	2:22	-0:42
Radio Waatea	2:26	*	*	0:49	*	*	0:15	0:15	0:00	4:00	0:15	3:45	1:55	0:15	1:40	0:30	*	*	2:34	1:37	0:57
Rhema	2:33	4:15	-1:41	1:51	1:39	0:11	1:25	1:43	-0:17	2:39	3:27	-0:47	2:04	3:38	-1:34	2:24	2:58	-0:33	2:09	3:08	-0:58
Rock	3:01	3:24	-0:23	3:31	4:27	-0:56	3:52	4:38	-0:46	2:24	2:33	-0:09	1:28	1:27	0:00	2:13	1:20	0:52	2:52	2:49	0:03
Star	1:39	1:35	0:03	1:09	2:42	-1:33	1:34	2:24	-0:49	0:53	0:58	-0:05	2:46	0:59	1:46	3:57	1:13	2:43	3:03	2:35	0:28
The Hits	2:01	2:06	-0:05	3:05	2:46	0:18	3:11	2:50	0:20	1:37	1:47	-0:09	1:24	1:09	0:14	0:50	1:04	-0:13	1:49	2:00	-0:11
The Sound	2:48	2:12	0:35	3:34	3:46	-0:11	4:14	3:24	0:50	2:32	2:03	0:29	1:44	0:59	0:44	2:22	2:45	-0:22	3:12	2:30	0:42
ZM	2:16	2:34	-0:17	1:56	3:04	-1:07	2:21	2:59	-0:38	1:25	1:36	-0:10	1:03	1:32	-0:29	1:36	3:11	-1:35	1:38	1:36	0:02
MediaWorks Combo	3:06	3:11	-0:04	3:39	3:27	0:12	4:32	3:56	0:36	2:35	2:22	0:12	1:53	2:22	-0:29	3:01	2:51	0:10	3:38	3:19	0:19
NZME Combo	3:40	3:32	0:07	3:16	3:33	-0:16	3:25	3:20	0:04	2:12	2:15	-0:03	1:44	2:05	-0:21	2:30	2:56	-0:25	2:58	3:06	-0:08
NZME and Partners	3:34	3:32	0:02	3:13	3:33	-0:19	3:27	3:19	0:07	2:14	2:21	-0:07	1:46	2:15	-0:28	2:24	2:50	-0:25	2:56	3:11	-0:14
All Commercial Radio	4:04	4:07	-0:03	4:11	4:17	-0:05	4:52	4:33	0:19	2:59	2:59	-0:00	2:10	2:44	-0:33	3:07	3:07	-0:00	4:08	4:05	0:02

MediaWorks Combo: Breeze or Edge or George FM or Magic or Mai FM or More FM or More FM Rodney or Rock or The Sound

NZME Combo: BBC or Coast or Flava or Mix or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or internet only listening to Hokonui

NZME and Partners Combo: BBC or Coast or Flava or Mix or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or Chinese Radio AM936 or FM99.4 Chinese Voice or Humm FM or 95bFM or internet only listening to Hokonui