



AUCKLAND COMMERCIAL RADIO - SURVEY 3 2017

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

Survey Comparisons: 2/2017 - 3/2017

This Survey Period: Sun Apr 9 to Sat Jun 17 & Sun Jul 2 to Sat Sep 9 2017

Last Survey Period: Sun Jan 29 to Sat Jun 17 2017

	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	1.2	-0.1	20	1.2	1.2	0.0	1.2	0.8	0.4	1.1	1.7	-0.6	1.4	1.9	-0.5	1.4	1.4	0.0	0.5	0.5	0.0	1.3	2.1	-0.8
Ake	*	0.1	*	*	*	0.7	*	*	*	*	*	*	*	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	*	*	*
BBC	1.0	1.1	-0.1	22	0.4	0.5	-0.1	0.3	0.5	-0.2	0.2	0.4	-0.2	0.3	0.6	-0.3	0.9	1.3	-0.4	2.6	2.3	0.3	0.3	0.4	-0.1
Breeze	7.0	8.2	-1.2	4	5.9	10.2	-4.3	6.5	6.7	-0.2	6.1	7.3	-1.2	6.8	8.1	-1.3	7.9	9.4	-1.5	7.9	8.5	-0.6	8.3	11.1	-2.8
Chinese Radio AM936	1.1	1.0	0.1	20	0.8	0.4	0.4	0.9	2.0	-1.1	1.2	1.7	-0.5	1.1	1.2	-0.1	1.5	1.0	0.5	1.6	1.3	0.3	2.0	1.0	1.0
Coast	9.3	8.7	0.6	2	1.3	2.5	-1.2	1.4	1.0	0.4	3.2	2.3	0.9	4.7	4.7	0.0	12.6	13.7	-1.1	21.6	18.6	3.0	6.1	4.0	2.1
Edge	6.2	6.0	0.2	5	12.2	7.2	5.0	9.5	9.4	0.1	8.4	8.7	-0.3	7.0	7.1	-0.1	4.5	4.6	-0.1	2.9	3.3	-0.4	7.1	8.7	-1.6
Flava	4.7	3.6	1.1	8	10.8	6.2	4.6	10.6	8.0	2.6	7.7	4.6	3.1	5.2	3.6	1.6	0.4	1.0	-0.6	0.1	0.2	-0.1	4.1	3.1	1.0
FM99.4 Chinese Voice	0.3	0.2	0.1	27	0.7	0.4	0.3	0.3	0.2	0.1	0.1	0.2	-0.1	0.2	0.2	0.0	0.5	0.2	0.3	0.4	0.1	0.3	0.3	0.2	0.1
George FM	2.9	2.6	0.3	11	1.9	2.0	-0.1	4.8	4.3	0.5	4.6	4.2	0.4	3.5	3.3	0.2	1.9	1.8	0.1	1.6	1.3	0.3	1.7	2.3	-0.6
Humm FM	2.7	2.2	0.5	13	2.0	1.7	0.3	5.0	4.7	0.3	5.7	5.5	0.2	4.3	3.7	0.6	1.6	0.6	1.0	1.0	0.6	0.4	4.5	2.3	2.2
Life FM	0.7	0.8	-0.1	24	1.0	1.3	-0.3	0.9	1.2	-0.3	0.7	1.5	-0.8	0.7	1.1	-0.4	0.8	0.6	0.2	0.5	0.4	0.1	1.4	1.3	0.1
Magic	1.4	1.6	-0.2	19	*	*	*	0.2	0.1	0.1	0.1	0.3	-0.2	0.4	0.5	-0.1	2.0	2.4	-0.4	4.4	4.3	0.1	1.4	1.0	0.4
Mai FM	8.7	8.7	0.0	3	22.1	22.6	-0.5	13.6	15.1	-1.5	10.6	10.4	0.2	9.1	8.9	0.2	4.7	3.5	1.2	1.4	0.8	0.6	10.4	10.5	-0.1
Mix	1.9	1.8	0.1	17	1.1	1.1	0.0	1.0	0.9	0.1	2.1	2.1	0.0	2.8	2.8	0.0	3.1	2.9	0.2	1.2	0.9	0.3	2.4	1.1	1.3
More FM	5.3	4.8	0.5	6	5.4	4.8	0.6	6.3	4.3	2.0	6.4	4.8	1.6	6.2	5.7	0.5	6.4	7.3	-0.9	5.3	5.1	0.2	6.5	6.5	0.0
More FM Rodney	0.5	0.3	0.2	26	0.8	0.2	0.6	0.5	0.3	0.2	0.4	0.4	0.0	0.4	0.3	0.1	0.5	0.3	0.2	0.5	0.4	0.1	0.5	0.4	0.1
Newstalk ZB	12.5	11.0	1.5	1	3.7	2.6	1.1	3.6	2.0	1.6	5.4	4.8	0.6	8.1	7.0	1.1	12.4	11.7	0.7	18.8	19.9	-1.1	8.7	9.7	-1.0
Radio Hauraki	2.3	2.2	0.1	16	0.1	1.0	-0.9	3.7	1.9	1.8	3.5	3.1	0.4	2.9	2.9	0.0	2.0	2.6	-0.6	1.5	2.1	-0.6	1.1	1.2	-0.1
RadioLIVE	2.6	2.7	-0.1	15	1.1	1.2	-0.1	0.6	0.7	-0.1	1.3	1.4	-0.1	2.6	2.6	0.0	3.7	4.1	-0.4	3.0	4.2	-1.2	2.6	2.3	0.3
Radio Sport	2.7	2.6	0.1	13	1.2	0.9	0.3	1.4	1.9	-0.5	1.6	2.3	-0.7	3.1	3.0	0.1	4.2	3.4	0.8	2.9	3.0	-0.1	1.1	1.2	-0.1
Radio Tainui	0.2	0.1	0.1	28	0.4	0.2	0.2	0.1	*	*	0.1	0.1	0.0	0.1	0.1	0.0	*	*	*	0.6	*	*	*	*	*
Tarana	1.8	2.8	-1.0	18	0.8	0.5	0.3	2.1	6.2	-4.1	2.4	2.6	-0.2	2.5	2.4	0.1	2.0	1.5	0.5	1.1	1.5	-0.4	3.3	3.6	-0.3
Radio Waatea	0.1	0.1	0.0	29	*	0.6	*	*	*	*	*	*	*	*	*	*	*	*	*	0.3	0.2	0.1	0.3	*	*
Rhema	0.7	0.7	0.0	24	0.8	0.8	0.0	0.2	0.3	-0.1	0.3	0.6	-0.3	0.5	0.6	-0.1	1.1	0.6	0.5	1.0	0.8	0.2	0.5	1.0	-0.5
Rock	4.2	3.9	0.3	9	3.0	1.4	1.6	5.5	4.7	0.8	6.8	7.0	-0.2	5.9	5.8	0.1	4.0	3.6	0.4	3.1	2.8	0.3	4.6	3.7	0.9
Star	0.8	0.7	0.1	23	0.1	0.3	-0.2	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0	1.8	1.5	0.3	2.9	2.3	0.6	1.2	1.9	-0.7
The Hits	3.9	4.7	-0.8	10	5.1	6.7	-1.6	3.8	5.0	-1.2	4.3	5.3	-1.0	4.2	5.3	-1.1	4.5	5.2	-0.7	3.9	3.5	0.4	4.1	4.5	-0.4
The Sound	2.9	3.2	-0.3	11	2.7	3.0	-0.3	1.0	1.7	-0.7	1.2	1.9	-0.7	3.0	2.9	0.1	5.6	5.6	0.0	4.4	5.2	-0.8	1.3	1.3	0.0
ZM	5.3	5.9	-0.6	6	7.1	6.7	0.4	10.1	11.7	-1.6	7.9	8.0	-0.1	6.2	6.4	-0.2	2.4	3.1	-0.7	0.8	1.5	-0.7	5.6	5.4	0.2
Others	5.1	6.3	-1.2		6.1	11.1	-5.0	4.7	4.0	0.7	6.6	6.8	-0.2	7.0	7.2	-0.2	5.6	5.1	0.5	2.2	3.9	-1.7	7.1	8.1	-1.0
Mediaworks Combo	41.6	42.1	-0.5		55.1	52.7	2.4	48.5	47.4	1.1	45.8	46.5	-0.7	44.7	45.1	-0.4	41.1	42.5	-1.4	34.4	36.0	-1.6	44.5	47.8	-3.3
NZME Combo	43.6	41.7	1.9		30.9	28.1	2.8	35.9	33.0	2.9	36.0	32.8	3.2	37.5	36.4	1.1	42.5	44.8	-2.3	53.3	52.1	1.2	33.5	30.7	2.8
NZME and Partners	48.8	46.2	2.6		35.6	31.8	3.8	43.3	40.7	2.6	44.0	41.9	2.1	44.5	43.4	1.1	47.6	48.0	-0.4	56.9	54.7	2.2	41.7	36.2	5.5
Potential (000)	1,332.5	1,332.5	0.0		151.5	150.1	1.4	441.9	443.3	-1.4	460.1	460.1	0.0	662.1	662.1	0.0	358.6	358.6	0.0	265.3	265.3	0.0	280.4	268.0	12.4
Sample	2,435	2,572	-137		286	279	7	736	768	-32	818	877	-59	1,160	1,236	-76	652	668	-16	560	610	-50	513	516	-3

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 RadioLIVE 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

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, Humm FM or 95bFM (from S2 2017)



AUCKLAND COMMERCIAL RADIO - SURVEY 3 2017

Station Share (%) by Daypart, People 10+

Survey Comparisons: 2/2017 - 3/2017

This Survey Period: Sun Apr 9 to Sat Jun 17 & Sun Jul 2 to Sat Sep 9 2017

Last Survey Period: Sun Jan 29 to Sat Jun 17 2017

	This	Last	+/-
Potential (000)	1,332.5	1,332.5	0.0
Sample Size	2,435	2,572	-137

	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	1.0	0.1	21	0.5	0.5	0.0	0.9	0.8	0.1	1.4	1.3	0.1	1.2	1.7	-0.5	1.2	0.3	0.9	1.6	2.1	-0.5
Ake	*	*	*	*	*	*	*	*	*	*	*	0.1	*	0.4	0.4	0.0	*	*	*	*	0.2	*
BBC	0.6	0.9	-0.3	23	0.4	0.4	0.0	0.4	0.4	0.0	0.6	0.6	0.0	3.3	3.8	-0.5	6.2	5.4	0.8	1.3	1.2	0.1
Breeze	6.1	7.7	-1.6	5	8.1	9.8	-1.7	8.2	10.1	-1.9	5.9	6.8	-0.9	5.8	4.8	1.0	4.5	5.1	-0.6	7.5	8.3	-0.8
Chinese Radio AM936	1.5	1.3	0.2	17	1.7	1.6	0.1	1.0	1.1	-0.1	0.8	1.3	-0.5	0.2	0.4	-0.2	*	0.1	*	0.8	0.6	0.2
Coast	6.8	6.5	0.3	4	10.8	9.6	1.2	11.8	9.8	2.0	7.5	7.8	-0.3	7.2	8.1	-0.9	9.7	8.1	1.6	9.9	9.9	0.0
Edge	6.9	6.0	0.9	3	5.0	5.4	-0.4	5.9	6.6	-0.7	8.2	7.7	0.5	6.8	5.5	1.3	3.1	3.1	0.0	5.8	5.7	0.1
Flava	4.2	2.4	1.8	8	4.4	3.9	0.5	5.4	4.3	1.1	5.5	4.0	1.5	4.6	4.5	0.1	3.0	3.1	-0.1	4.6	3.7	0.9
FM99.4 Chinese Voice	0.2	0.1	0.1	26	0.2	0.1	0.1	0.3	0.1	0.2	0.3	0.2	0.1	0.2	0.2	0.0	0.1	*	*	0.6	0.3	0.3
George FM	2.1	2.1	0.0	16	2.9	2.3	0.6	3.3	2.4	0.9	3.3	2.8	0.5	3.6	2.3	1.3	3.7	2.2	1.5	2.7	3.6	-0.9
Humm FM	2.6	3.0	-0.4	12	3.2	1.4	1.8	3.2	1.4	1.8	2.9	3.2	-0.3	1.1	1.7	-0.6	2.5	2.0	0.5	2.1	2.3	-0.2
Life FM	1.0	0.9	0.1	22	0.4	0.3	0.1	0.5	0.4	0.1	0.9	0.9	0.0	1.6	1.5	0.1	0.7	0.4	0.3	0.7	1.2	-0.5
Magic	1.2	1.7	-0.5	20	1.7	1.7	0.0	1.5	1.7	-0.2	0.9	1.0	-0.1	2.1	1.5	0.6	1.4	1.9	-0.5	1.3	1.9	-0.6
Mai FM	10.9	9.7	1.2	2	6.4	7.4	-1.0	7.3	7.7	-0.4	8.6	9.8	-1.2	9.0	9.7	-0.7	10.0	9.4	0.6	9.5	8.4	1.1
Mix	1.5	1.6	-0.1	17	1.6	2.1	-0.5	2.2	2.6	-0.4	2.3	1.3	1.0	0.8	1.0	-0.2	0.9	0.4	0.5	2.4	1.8	0.6
More FM	5.3	5.2	0.1	7	6.0	5.5	0.5	7.4	6.3	1.1	5.0	5.6	-0.6	2.9	1.6	1.3	2.5	3.0	-0.5	4.4	3.5	0.9
More FM Rodney	0.2	0.3	-0.1	26	0.5	0.4	0.1	0.4	0.2	0.2	0.2	0.2	0.0	0.6	0.4	0.2	0.4	*	*	0.8	0.3	0.5
Newstalk ZB	16.4	14.9	1.5	1	13.6	11.7	1.9	8.2	6.9	1.3	10.9	8.9	2.0	14.2	14.7	-0.5	21.2	21.7	-0.5	10.8	9.1	1.7
Radio Hauraki	2.2	1.9	0.3	13	2.3	2.4	-0.1	3.0	2.2	0.8	2.6	2.6	0.0	1.8	1.3	0.5	0.9	0.9	0.0	2.1	2.7	-0.6
RadioLIVE	3.8	4.3	-0.5	11	1.6	1.6	0.0	1.6	1.5	0.1	3.4	2.9	0.5	3.0	3.3	-0.3	5.0	5.3	-0.3	2.2	2.5	-0.3
Radio Sport	2.2	2.1	0.1	13	3.4	2.9	0.5	2.2	2.3	-0.1	2.7	2.7	0.0	2.3	2.5	-0.2	2.9	1.9	1.0	3.0	3.0	0.0
Radio Tainui	0.2	*	*	26	0.4	*	*	0.1	0.1	0.0	*	*	*	0.1	0.1	0.0	0.6	0.2	0.4	0.3	0.1	0.2
Tarana	1.5	3.0	-1.5	17	1.1	2.6	-1.5	0.7	2.0	-1.3	1.7	2.8	-1.1	3.3	3.8	-0.5	2.4	4.6	-2.2	3.3	3.1	0.2
Radio Waatea	0.1	0.2	-0.1	29	0.1	0.1	0.0	0.1	*	*	0.1	0.2	-0.1	0.1	0.1	0.0	*	*	*	0.1	0.1	0.0
Rhema	0.5	0.5	0.0	24	0.3	0.6	-0.3	0.4	0.7	-0.3	0.6	0.5	0.1	1.8	0.7	1.1	1.3	1.7	-0.4	1.1	0.9	0.2
Rock	4.2	3.4	0.8	8	5.0	4.8	0.2	5.7	5.4	0.3	3.9	3.6	0.3	4.0	3.0	1.0	3.1	5.0	-1.9	2.7	2.9	-0.2
Star	0.5	0.5	0.0	24	0.6	0.6	0.0	0.6	0.7	-0.1	0.7	0.5	0.2	1.4	1.0	0.4	0.7	0.5	0.2	1.2	1.0	0.2
The Hits	3.9	4.2	-0.3	10	4.9	6.5	-1.6	4.9	6.3	-1.4	3.9	4.8	-0.9	2.3	3.3	-1.0	1.8	2.4	-0.6	3.1	3.4	-0.3
The Sound	2.2	2.1	0.1	13	3.2	3.3	-0.1	4.0	4.9	-0.9	2.5	2.7	-0.2	1.7	1.4	0.3	1.4	1.0	0.4	3.0	3.6	-0.6
ZM	6.1	6.7	-0.6	5	4.5	5.6	-1.1	5.5	6.2	-0.7	6.7	6.6	0.1	5.4	5.5	-0.1	2.1	3.4	-1.3	4.7	5.2	-0.5
Others	3.9	5.7	-1.8		5.0	4.9	0.1	3.2	5.1	-1.9	5.9	6.4	-0.5	7.3	10.3	-3.0	6.6	6.9	-0.3	6.7	7.5	-0.8
Mediaworks Combo	42.8	42.7	0.1		40.4	42.3	-1.9	45.3	46.6	-1.3	41.9	43.2	-1.3	39.5	33.4	6.1	35.3	36.0	-0.7	39.8	40.7	-0.9
NZME Combo	44.0	41.1	2.9		45.9	45.1	0.8	43.6	41.1	2.5	42.6	39.2	3.4	41.9	44.8	-2.9	48.7	47.3	1.4	41.9	40.0	1.9
NZME and Partners	49.6	46.4	3.2		51.6	48.6	3.0	49.0	44.4	4.6	48.0	45.3	2.7	44.5	48.7	-4.2	52.5	49.7	2.8	46.9	45.2	1.7

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

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	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
95bFM	44.6	42.6	2.0	19	5.3	7.6	-2.3	12.1	11.4	0.7	17.0	17.4	-0.4	27.7	27.2	0.5	15.9	12.0	3.9	6.1	3.4	2.7	13.5	12.1	1.4
Ake	1.4	3.5	-2.1	30	*	1.3	*	0.4	0.7	-0.3	0.4	1.0	-0.6	0.4	1.0	-0.6	1.0	1.3	-0.3	1.0	1.3	-0.3	*	*	*
BBC	32.9	38.1	-5.2	20	1.9	3.5	-1.6	7.0	9.6	-2.6	5.6	8.5	-2.9	9.2	13.5	-4.3	10.0	9.7	0.3	12.7	11.1	1.6	5.4	5.3	0.1
Breeze	161.4	174.3	-12.9	4	12.0	17.9	-5.9	51.6	48.0	3.6	58.9	59.8	-0.9	92.4	93.9	-1.5	55.1	59.8	-4.7	34.3	39.9	-5.6	42.4	43.7	-1.3
Chinese Radio AM936	25.9	21.4	4.5	24	4.3	2.4	1.9	10.9	13.0	-2.1	11.2	10.0	1.2	14.2	12.1	2.1	5.3	3.7	1.6	4.2	2.7	1.5	7.6	4.0	3.6
Coast	135.3	141.4	-6.1	6	5.0	8.3	-3.3	14.1	11.3	2.8	18.8	12.9	5.9	43.1	39.7	3.4	55.5	64.3	-8.8	60.2	63.9	-3.7	17.9	15.7	2.2
Edge	172.7	177.8	-5.1	3	32.7	29.1	3.6	81.4	81.7	-0.3	75.6	74.8	0.8	95.9	98.5	-2.6	30.2	33.5	-3.3	11.6	11.3	0.3	38.3	45.7	-7.4
Flava	111.0	96.9	14.1	8	24.8	17.3	7.5	62.8	54.8	8.0	45.8	35.4	10.4	50.4	43.8	6.6	5.4	10.0	-4.6	0.8	1.6	-0.8	25.7	16.4	9.3
FM99.4 Chinese Voice	12.8	10.1	2.7	26	2.1	1.1	1.0	6.1	5.1	1.0	3.1	4.5	-1.4	4.7	6.6	-1.9	3.8	2.6	1.2	3.2	1.1	2.1	2.3	1.5	0.8
George FM	71.7	71.6	0.1	11	3.9	7.1	-3.2	37.5	37.0	0.5	34.0	36.7	-2.7	44.0	46.9	-2.9	15.5	13.6	1.9	6.5	3.6	2.9	14.1	11.6	2.5
Humm FM	49.2	56.8	-7.6	17	5.1	5.2	-0.1	23.1	32.5	-9.4	34.0	37.0	-3.0	37.1	38.9	-1.8	8.1	7.7	0.4	5.0	5.8	-0.8	16.0	13.5	2.5
Life FM	30.3	32.1	-1.8	21	4.5	5.1	-0.6	10.9	13.4	-2.5	12.7	15.7	-3.0	18.1	20.7	-2.6	6.3	7.3	-1.0	1.7	3.0	-1.3	8.4	8.8	-0.4
Magic	29.7	32.6	-2.9	22	*	0.2	*	4.5	3.6	0.9	3.2	4.4	-1.2	6.1	9.0	-2.9	9.7	14.7	-5.0	17.4	16.9	0.5	5.4	5.1	0.3
Mai FM	230.3	194.0	36.3	1	41.1	38.7	2.4	114.2	99.4	14.8	97.9	83.5	14.4	119.7	99.8	19.9	30.1	21.5	8.6	10.1	7.4	2.7	46.9	35.2	11.7
Mix	52.9	48.5	4.4	16	3.6	4.4	-0.8	9.5	12.3	-2.8	24.9	20.0	4.9	41.2	35.6	5.6	21.3	19.3	2.0	6.5	4.2	2.3	17.6	10.9	6.7
More FM	120.6	109.9	10.7	7	18.8	15.1	3.7	41.5	32.1	9.4	48.9	42.2	6.7	70.6	65.1	5.5	34.0	35.5	-1.5	16.4	15.7	0.7	30.6	31.0	-0.4
More FM Rodney	18.9	15.5	3.4	25	2.7	1.9	0.8	7.2	6.8	0.4	6.5	7.4	-0.9	8.7	8.4	0.3	4.8	3.2	1.6	3.8	2.9	0.9	3.9	3.8	0.1
Newstalk ZB	199.6	187.8	11.8	2	15.7	9.8	5.9	29.9	25.5	4.4	41.8	41.7	0.1	79.9	77.0	2.9	71.1	70.5	0.6	65.3	67.5	-2.2	31.6	30.8	0.8
Radio Hauraki	60.5	60.0	0.5	14	1.7	2.9	-1.2	29.6	22.5	7.1	33.8	34.5	-0.7	42.0	44.1	-2.1	13.1	15.1	-2.0	6.0	7.1	-1.1	11.6	10.7	0.9
RadioLIVE	64.7	61.1	3.6	13	3.7	3.0	0.7	8.1	8.3	-0.2	13.5	13.7	-0.2	35.0	30.8	4.2	30.3	27.8	2.5	17.5	20.0	-2.5	14.9	12.4	2.5
Radio Sport	70.0	69.6	0.4	12	7.0	6.1	0.9	11.3	12.9	-1.6	16.2	20.2	-4.0	34.5	35.3	-0.8	25.4	23.3	2.1	16.0	17.1	-1.1	8.5	9.4	-0.9
Radio Tainui	6.5	6.0	0.5	28	1.7	1.2	0.5	1.9	2.4	-0.5	1.7	2.5	-0.8	1.7	2.8	-1.1	*	1.0	*	1.8	0.7	1.1	0.2	0.4	-0.2
Tarana	46.3	46.4	-0.1	18	2.5	3.8	-1.3	22.9	27.0	-4.1	23.0	23.4	-0.4	31.2	28.6	2.6	12.0	8.2	3.8	6.1	5.2	0.9	15.2	13.6	1.6
Radio Waatea	5.9	6.0	-0.1	29	*	1.3	*	2.1	1.7	0.4	0.7	0.3	0.4	2.0	1.4	0.6	1.5	1.8	-0.3	2.1	1.6	0.5	1.3	0.6	0.7
Rhema	27.1	26.6	0.5	23	2.0	3.6	-1.6	6.6	7.3	-0.7	8.0	8.8	-0.8	13.6	12.3	1.3	10.8	7.6	3.2	7.2	6.7	0.5	8.0	4.9	3.1
Rock	82.8	77.6	5.2	10	9.2	5.7	3.5	32.2	30.6	1.6	46.8	46.1	0.7	60.8	58.6	2.2	17.7	17.5	0.2	5.6	6.2	-0.6	17.3	14.9	2.4
Star	11.6	15.2	-3.6	27	1.0	2.3	-1.3	1.5	1.8	-0.3	1.3	3.1	-1.8	1.7	3.4	-1.7	4.5	3.3	1.2	5.6	6.7	-1.1	1.1	2.9	-1.8
The Hits	110.5	104.4	6.1	9	16.4	17.1	-0.7	37.3	28.0	9.3	47.1	32.9	14.2	63.5	52.9	10.6	28.2	32.5	-4.3	16.1	18.2	-2.1	27.9	26.4	1.5
The Sound	60.1	57.9	2.2	15	4.6	3.2	1.4	10.4	13.3	-2.9	10.2	14.4	-4.2	31.7	34.3	-2.6	33.4	31.0	2.4	19.4	15.2	4.2	10.0	6.0	4.0
ZM	150.7	138.7	12.0	5	21.3	21.7	-0.4	72.5	73.2	-0.7	70.6	62.4	8.2	90.4	77.5	12.9	27.6	19.3	8.3	8.3	4.3	4.0	36.6	29.3	7.3
Others	121.4	124.9	-3.5		13.7	18.6	-4.9	47.1	38.7	8.4	52.8	47.5	5.3	72.0	72.3	-0.3	29.8	30.9	-1.1	15.7	16.0	-0.3	31.1	37.5	-6.4
Mediaworks Combo	691.9	658.2	33.7		85.9	81.3	4.6	251.4	225.8	25.6	264.6	244.6	20.0	375.2	353.3	21.9	181.5	181.8	-0.3	108.8	108.2	0.6	162.2	143.8	18.4
NZME Combo	668.0	636.3	31.7		71.0	59.4	11.6	200.0	180.0	20.0	216.3	189.7	26.6	326.9	304.0	22.9	192.1	198.1	-6.0	141.1	143.7	-2.6	134.1	121.1	13.0
NZME and Partners	732.2	706.8	25.4		77.2	63.5	13.7	224.3	216.0	8.3	248.2	231.1	17.1	367.4	352.3	15.1	208.9	212.1	-3.2	150.9	152.4	-1.5	154.7	138.8	15.9
All Commercial Radio	1,080.2	1,067.6	12.6		112.9	112.9	0.0	352.9	342.0	10.9	385.1	375.6	9.5	561.9	549.1	12.8	307.0	302.7	4.3	213.1	214.7	-1.6	237.8	224.0	13.8
Potential (000)	1,332.5	1,332.5	0.0		151.5	150.1	1.4	441.9	443.3	-1.4	460.1	460.1	0.0	662.1	662.1	0.0	358.6	358.6	0.0	265.3	265.3	0.0	280.4	268.0	12.4
Sample	2,435	2,572	-137		286	279	7	736	768	-32	818	877	-59	1,160	1,236	-76	652	668	-16	560	610	-50	513	516	-3

Mediaworks Combo: Breeze or Edge or George FM or Magic or Mai FM or More FM or More FM Rodney or RadioLIVE 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

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, Humm FM or 95bFM (from S2 2017)



AUCKLAND COMMERCIAL RADIO - SURVEY 3 2017

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

Survey Comparisons: 2/2017 - 3/2017

This Survey Period: Sun Apr 9 to Sat Jun 17 & Sun Jul 2 to Sat Sep 9 2017

Last Survey Period: Sun Jan 29 to Sat Jun 17 2017

	This	Last	+/-
Potential (000)	1,332.5	1,332.5	0.0
Sample Size	2,435	2,572	-137

	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	17.9	15.9	2.0	19	8.8	9.4	-0.6	15.5	15.2	0.3	21.1	20.1	1.0	5.2	9.3	-4.1	3.8	1.5	2.3	26.9	27.0	-0.1
Ake	*	*	*	*	*	*	*	*	0.3	*	1.0	1.3	-0.3	1.0	1.3	-0.3	*	*	*	0.4	2.0	-1.6
BBC	11.1	12.6	-1.5	23	7.9	7.7	0.2	7.8	9.7	-1.9	10.7	11.4	-0.7	12.9	16.2	-3.3	8.5	11.5	-3.0	19.7	25.1	-5.4
Breeze	82.0	87.2	-5.2	5	65.6	75.5	-9.9	71.0	80.7	-9.7	74.2	81.0	-6.8	34.8	26.6	8.2	16.0	16.5	-0.5	94.6	108.5	-13.9
Chinese Radio AM936	16.0	12.9	3.1	21	11.9	10.0	1.9	8.5	6.0	2.5	9.8	12.0	-2.2	2.9	2.9	0.0	*	0.8	*	12.8	10.0	2.8
Coast	64.5	68.7	-4.2	6	67.5	66.9	0.6	76.2	85.4	-9.2	70.0	74.2	-4.2	27.7	32.0	-4.3	23.9	21.0	2.9	91.4	91.8	-0.4
Edge	88.8	85.0	3.8	3	56.2	63.1	-6.9	70.0	79.4	-9.4	94.2	94.2	0.0	48.4	44.7	3.7	14.2	13.5	0.7	101.7	104.3	-2.6
Flava	56.2	45.4	10.8	8	30.9	34.6	-3.7	52.2	42.9	9.3	55.5	55.2	0.3	21.4	23.2	-1.8	12.2	12.2	0.0	67.0	57.0	10.0
FM99.4 Chinese Voice	6.5	4.3	2.2	25	5.0	3.3	1.7	4.6	3.2	1.4	4.2	2.1	2.1	1.3	1.1	0.2	0.3	0.6	-0.3	9.8	6.7	3.1
George FM	28.1	29.2	-1.1	14	25.0	22.2	2.8	29.7	22.6	7.1	39.9	35.3	4.6	16.2	12.3	3.9	13.2	8.8	4.4	48.7	49.2	-0.5
Humm FM	26.8	31.5	-4.7	15	11.6	13.6	-2.0	18.0	11.2	6.8	21.7	21.5	0.2	6.1	7.3	-1.2	5.7	4.5	1.2	34.6	39.8	-5.2
Life FM	17.6	16.0	1.6	20	7.2	6.1	1.1	10.6	8.5	2.1	18.4	13.8	4.6	7.1	9.1	-2.0	3.1	5.1	-2.0	14.2	23.8	-9.6
Magic	14.7	17.0	-2.3	22	10.5	10.6	-0.1	14.2	12.2	2.0	10.3	12.6	-2.3	6.5	6.7	-0.2	2.2	5.7	-3.5	16.9	24.6	-7.7
Mai FM	143.3	115.1	28.2	1	61.6	62.1	-0.5	86.0	68.5	17.5	106.4	100.3	6.1	61.8	51.8	10.0	34.2	24.3	9.9	146.1	119.4	26.7
Mix	22.3	18.9	3.4	17	16.2	17.6	-1.4	18.7	22.7	-4.0	24.0	20.2	3.8	6.6	7.1	-0.5	4.2	2.5	1.7	36.8	31.1	5.7
More FM	63.5	57.5	6.0	7	42.4	39.5	2.9	65.9	50.0	15.9	55.3	54.0	1.3	21.5	17.5	4.0	12.4	13.5	-1.1	72.6	58.0	14.6
More FM Rodney	4.5	6.0	-1.5	26	6.8	5.6	1.2	8.5	5.8	2.7	6.6	5.5	1.1	4.5	2.8	1.7	0.8	0.3	0.5	12.2	8.4	3.8
Newstalk ZB	138.5	130.1	8.4	2	91.1	80.2	10.9	85.7	75.0	10.7	94.7	83.8	10.9	58.7	52.6	6.1	47.5	46.0	1.5	126.9	107.9	19.0
Radio Hauraki	30.4	28.2	2.2	12	19.7	22.3	-2.6	27.9	28.0	-0.1	30.0	30.9	-0.9	11.9	12.3	-0.4	6.7	6.4	0.3	29.5	29.6	-0.1
RadioLIVE	38.0	37.1	0.9	11	19.6	18.1	1.5	19.1	16.6	2.5	31.7	29.1	2.6	11.3	12.7	-1.4	10.8	12.8	-2.0	26.0	30.9	-4.9
Radio Sport	28.9	25.4	3.5	13	21.7	20.4	1.3	25.3	23.6	1.7	29.0	26.0	3.0	12.7	15.5	-2.8	10.3	8.2	2.1	46.9	45.9	1.0
Radio Tainui	0.9	0.6	0.3	29	1.3	0.6	0.7	2.6	1.9	0.7	1.1	1.1	0.0	0.4	0.6	-0.2	2.0	1.1	0.9	3.0	2.1	0.9
Tarana	21.8	27.1	-5.3	18	12.3	13.5	-1.2	13.2	10.6	2.6	24.2	22.9	1.3	17.8	18.8	-1.0	7.5	8.0	-0.5	32.6	33.1	-0.5
Radio Waatea	2.5	4.2	-1.7	28	0.7	2.6	-1.9	1.7	0.9	0.8	2.0	3.5	-1.5	1.1	0.7	0.4	*	0.3	*	3.9	2.5	1.4
Rhema	10.1	11.8	-1.7	24	4.7	6.3	-1.6	9.1	10.1	-1.0	8.5	8.5	0.0	6.6	4.9	1.7	3.9	4.7	-0.8	15.1	14.7	0.4
Rock	46.3	38.7	7.6	10	26.5	28.9	-2.4	33.6	34.2	-0.6	36.3	38.9	-2.6	17.8	16.8	1.0	8.0	11.3	-3.3	42.8	42.9	-0.1
Star	4.5	4.1	0.4	26	2.7	3.0	-0.3	5.0	7.2	-2.2	4.4	4.3	0.1	5.8	5.6	0.2	1.7	1.0	0.7	9.2	10.3	-1.1
The Hits	51.8	49.1	2.7	9	41.5	40.4	1.1	47.5	50.5	-3.0	49.8	48.5	1.3	18.2	22.5	-4.3	6.6	12.1	-5.5	59.7	56.9	2.8
The Sound	24.0	24.8	-0.8	16	21.7	23.3	-1.6	29.8	31.4	-1.6	26.9	28.9	-2.0	11.9	9.3	2.6	7.5	6.4	1.1	39.3	37.7	1.6
ZM	82.9	80.0	2.9	4	50.4	48.5	1.9	66.6	65.4	1.2	84.0	74.5	9.5	36.2	38.2	-2.0	8.5	15.2	-6.7	86.1	81.8	4.3
Others	52.3	57.7	-5.4		41.4	35.6	5.8	44.7	41.0	3.7	57.8	51.5	6.3	25.8	32.5	-6.7	19.6	24.2	-4.6	85.3	75.1	10.2
Mediaworks Combo	447.1	415.7	31.4		289.2	298.7	-9.5	363.2	350.0	13.2	400.9	396.6	4.3	202.7	180.6	22.1	107.8	97.3	10.5	483.1	461.7	21.4
NZME Combo	429.3	396.8	32.5		298.5	296.7	1.8	346.6	341.5	5.1	384.7	362.9	21.8	189.7	195.2	-5.5	119.1	120.7	-1.6	466.2	433.2	33.0
NZME and Partners	477.9	446.8	31.1		326.6	324.8	1.8	377.5	368.8	8.7	428.8	406.2	22.6	202.6	211.4	-8.8	127.2	125.9	1.3	522.1	491.6	30.5
All Commercial Radio	814.5	783.9	30.6		565.6	576.4	-10.8	644.6	625.1	19.5	741.6	718.1	23.5	398.5	389.6	8.9	234.6	224.6	10.0	862.2	842.3	19.9

Mediaworks Combo: Breeze or Edge or George FM or Magic or Mai FM or More FM or More FM Rodney or RadioLIVE 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

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, Humm FM or 95bFM (from S2 2017)



AUCKLAND COMMERCIAL RADIO - SURVEY 3 2017

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

Survey Comparisons: 2/2017 - 3/2017

This Survey Period: Sun Apr 9 to Sat Jun 17 & Sun Jul 2 to Sat Sep 9 2017

Last Survey Period: Sun Jan 29 to Sat Jun 17 2017

	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	4:18	4:33	-0:14	2:31	1:53	0:37	4:56	3:18	1:37	3:30	5:06	-1:35	4:28	5:29	-1:00	4:55	5:56	-1:00	3:30	5:57	-2:27	3:37	5:24	-1:47
Ake	3:22	3:55	-0:32	*	6:00	*	0:30	0:23	0:06	0:30	0:25	0:04	0:30	0:25	0:04	4:30	4:30	0:00	4:30	4:30	0:00	*	*	*
BBC	5:19	4:47	0:32	2:36	1:46	0:49	1:54	2:33	-0:38	1:52	2:17	-0:25	2:28	3:17	-0:49	4:39	6:47	-2:08	8:03	8:21	-0:18	1:42	2:24	-0:42
Breeze	7:17	7:43	-0:26	5:37	6:40	-1:02	6:22	6:51	-0:29	5:45	6:30	-0:44	6:22	6:58	-0:35	7:43	7:57	-0:13	9:09	8:30	0:39	7:10	8:05	-0:54
Chinese Radio AM936	6:52	7:57	-1:04	2:02	2:00	0:01	4:19	7:43	-3:23	5:48	9:04	-3:15	6:59	8:07	-1:07	15:05	13:35	1:29	15:05	19:31	-4:26	9:48	7:53	1:55
Coast	11:28	10:06	1:22	2:55	3:35	-0:40	5:12	4:33	0:38	9:31	9:19	0:11	9:33	9:36	-0:03	12:21	10:45	1:35	14:09	11:35	2:33	12:35	8:06	4:28
Edge	6:01	5:33	0:27	4:13	2:53	1:20	5:57	5:38	0:18	6:12	6:07	0:04	6:24	5:47	0:37	8:01	6:53	1:07	9:52	11:44	-1:52	6:46	6:00	0:45
Flava	7:09	6:11	0:58	4:57	4:09	0:48	8:33	7:12	1:21	9:24	6:56	2:27	8:56	6:33	2:22	4:26	4:49	-0:23	5:15	4:06	1:08	5:49	5:57	-0:08
FM99.4 Chinese Voice	4:05	2:48	1:17	3:54	4:22	-0:27	2:42	1:57	0:45	2:05	1:57	0:08	3:48	2:54	0:54	6:48	4:22	2:26	5:18	2:09	3:08	4:51	4:02	0:48
George FM	6:46	6:04	0:42	5:40	3:13	2:27	6:32	5:45	0:47	7:35	6:00	1:35	6:53	5:36	1:17	6:39	6:45	-0:06	9:37	14:19	-4:42	4:30	6:17	-1:46
Humm FM	9:04	6:18	2:45	4:24	3:47	0:36	10:54	7:08	3:46	9:28	7:51	1:37	10:01	7:37	2:24	10:57	4:07	6:49	7:44	4:27	3:16	10:22	5:19	5:03
Life FM	4:05	4:07	-0:01	2:32	2:59	-0:26	4:22	4:30	-0:07	2:53	4:58	-2:04	3:18	4:25	-1:07	6:31	3:53	2:38	12:03	5:46	6:16	6:04	4:43	1:20
Magic	7:44	8:11	-0:26	*	0:45	*	2:32	2:02	0:29	2:23	4:04	-1:40	5:19	4:09	1:10	11:04	8:18	2:46	9:54	10:04	-0:09	9:50	5:53	3:57
Mai FM	6:22	7:21	-0:58	6:06	6:48	-0:41	6:04	7:27	-1:23	6:02	6:36	-0:33	6:37	7:09	-0:32	8:26	8:17	0:08	5:38	4:08	1:30	8:07	9:26	-1:19
Mix	5:56	6:02	-0:05	3:30	2:50	0:39	5:12	3:42	1:30	4:45	5:34	-0:49	6:01	6:20	-0:18	7:58	7:41	0:17	7:18	8:34	-1:15	5:03	3:19	1:44
More FM	7:23	7:12	0:11	3:16	3:45	-0:29	7:44	6:34	1:11	7:17	6:04	1:13	7:37	7:00	0:36	10:12	10:24	-0:11	12:46	12:51	-0:05	7:50	6:41	1:08
More FM Rodney	4:02	3:02	1:00	3:17	1:31	1:46	3:16	2:18	0:57	3:15	2:46	0:29	3:48	2:46	1:01	5:19	4:32	0:46	5:11	5:29	-0:18	5:04	3:34	1:29
Newstalk ZB	10:30	9:37	0:53	2:39	3:03	-0:24	6:06	3:45	2:20	7:14	6:07	1:07	8:48	7:21	1:26	9:29	8:23	1:05	11:22	11:42	-0:20	10:03	9:59	0:04
Radio Hauraki	6:26	6:07	0:18	0:27	3:50	-3:23	6:19	4:11	2:07	5:51	4:41	1:10	5:57	5:18	0:38	8:17	8:37	-0:20	10:03	11:57	-1:54	3:33	3:34	-0:01
RadioLIVE	6:46	7:22	-0:35	3:15	4:38	-1:23	3:39	4:19	-0:40	5:36	5:19	0:17	6:23	6:47	-0:24	6:35	7:25	-0:49	6:47	8:26	-1:39	6:16	5:56	0:19
Radio Sport	6:22	6:02	0:20	2:01	1:42	0:18	6:17	7:03	-0:45	5:23	6:03	-0:39	7:51	6:54	0:56	8:57	7:24	1:33	7:08	6:59	0:09	4:47	4:02	0:45
Radio Tainui	5:43	1:31	4:11	2:34	1:51	0:42	2:41	0:57	1:43	3:18	1:44	1:34	3:18	1:47	1:31	*	0:58	*	12:48	0:23	12:24	5:15	0:15	5:00
Tarana	6:41	10:03	-3:21	3:47	1:37	2:09	4:43	11:16	-6:32	5:44	5:51	-0:07	6:55	6:43	0:11	9:09	9:19	-0:10	7:06	11:20	-4:13	7:51	8:21	-0:30
Radio Waatea	2:49	2:59	-0:10	*	5:00	*	0:39	0:50	-0:10	1:14	1:30	-0:16	1:11	1:27	-0:15	1:03	1:03	0:00	6:01	4:40	1:21	8:42	2:15	6:27
Rhema	4:18	4:24	-0:06	4:49	2:29	2:19	1:29	2:12	-0:42	2:04	3:28	-1:23	3:06	3:52	-0:45	5:27	4:04	1:22	5:20	4:54	0:26	2:24	6:44	-4:20
Rock	8:30	8:20	0:09	3:40	2:52	0:48	8:37	7:29	1:08	8:08	8:04	0:04	8:24	7:56	0:28	12:22	10:20	2:02	21:49	18:07	3:41	9:40	7:49	1:51
Star	11:05	7:40	3:24	1:17	1:44	-0:27	2:14	1:29	0:45	2:34	1:11	1:23	2:40	3:05	-0:25	21:10	22:32	-1:22	20:12	13:52	6:20	38:17	21:01	17:16
The Hits	5:56	7:24	-1:28	3:31	4:34	-1:02	5:14	8:48	-3:34	5:10	8:26	-3:15	5:49	8:05	-2:16	8:34	8:01	0:32	9:31	7:43	1:47	5:20	5:28	-0:08
The Sound	7:58	8:58	-0:59	6:41	10:43	-4:01	4:43	6:23	-1:40	6:42	6:54	-0:11	8:10	6:52	1:17	9:02	9:07	-0:04	8:52	13:38	-4:45	4:52	7:06	-2:13
ZM	5:57	6:58	-1:01	3:47	3:34	0:13	7:06	7:51	-0:45	6:18	6:45	-0:26	6:00	6:41	-0:41	4:37	8:10	-3:33	3:51	14:02	-10:10	5:38	5:53	-0:14
Others	7:07	8:17	-1:09	5:04	6:58	-1:54	5:01	5:03	-0:01	7:03	7:37	-0:34	8:27	8:02	0:24	10:10	8:23	1:46	5:31	9:47	-4:15	8:22	6:52	1:30
Mediaworks Combo	10:06	10:30	-0:24	7:16	7:33	-0:16	9:48	10:18	-0:30	9:42	10:03	-0:20	10:23	10:16	0:06	12:16	11:50	0:25	12:30	13:12	-0:42	10:02	10:33	-0:30
NZME Combo	10:57	10:45	0:12	4:56	5:30	-0:34	9:07	9:00	0:07	9:19	9:09	0:10	9:59	9:38	0:21	12:00	11:26	0:33	14:56	14:24	0:31	9:09	8:03	1:06
NZME and Partners	11:11	10:44	0:26	5:13	5:50	-0:37	9:48	9:15	0:33	9:57	9:34	0:22	10:33	9:55	0:38	12:20	11:27	0:52	14:54	14:15	0:38	9:52	8:17	1:35
All Commercial Radio	15:32	15:22	0:09	10:03	10:19	-0:16	14:23	14:21	0:02	14:33	14:05	0:28	15:31	14:40	0:50	17:39	16:44	0:55	18:32	18:30	0:02	15:24	14:10	1:14
Potential (000)	1,332.5	1,332.5	0.0	151.5	150.1	1.4	441.9	443.3	-1.4	460.1	460.1	0.0	662.1	662.1	0.0	358.6	358.6	0.0	265.3	265.3	0.0	280.4	268.0	12.4
Sample	2,435	2,572	-137	286	279	7	736	768	-32	818	877	-59	1,160	1,236	-76	652	668	-16	560	610	-50	513	516	-3

Mediaworks Combo: Breeze or Edge or George FM or Magic or Mai FM or More FM or More FM Rodney or RadioLIVE 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

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, Humm FM or 95bFM (from S2 2017)



AUCKLAND COMMERCIAL RADIO - SURVEY 3 2017

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

Survey Comparisons: 2/2017 - 3/2017

This Survey Period: Sun Apr 9 to Sat Jun 17 & Sun Jul 2 to Sat Sep 9 2017

Last Survey Period: Sun Jan 29 to Sat Jun 17 2017

	This	Last	+/-
Potential (000)	1,332.5	1,332.5	0.0
Sample Size	2,435	2,572	-137

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

Mediaworks Combo: Breeze or Edge or George FM or Magic or Mai FM or More FM or More FM Rodney or RadioLIVE 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

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, Humm FM or 95bFM (from S2 2017)