



# AUCKLAND COMMERCIAL RADIO - SURVEY 1 2018

Station Share (%) by Demographic, Mon-Sun 12mn-12mn  
 Survey Comparisons: 4/2017 - 1/2018

This Survey Period: Sun Sep 10 to Sat Nov 18 2017 & Sun Jan 28 to Sat Apr 7 2018  
 Last Survey Period: Sun Jul 2 to Sat Nov 18 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	1.2	1.0	0.2	21	0.3	0.5	-0.2	0.6	1.0	-0.4	1.6	0.9	0.7	1.7	1.2	0.5	1.6	1.2	0.4	0.8	0.6	0.2	2.2	1.3	0.9	
Ake	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
BBC	0.7	0.6	0.1	23	0.3	0.7	-0.4	0.1	0.1	0.0	0.1	0.1	0.0	0.2	0.3	-0.1	1.4	0.6	0.8	2.0	0.9	1.1	0.4	0.4	0.0	
Breeze	8.1	7.5	0.6	4	4.7	2.9	1.8	7.6	6.4	1.2	8.2	6.4	1.8	9.0	8.4	0.6	9.9	10.8	-0.9	8.5	8.8	-0.3	8.5	6.9	1.6	
Chinese Radio AM936	0.6	1.0	-0.4	25	1.0	1.1	-0.1	1.1	1.2	-0.1	0.9	1.6	-0.7	0.8	1.6	-0.8	0.4	1.0	-0.6	0.2	0.1	0.1	0.9	2.2	-1.3	
Coast	8.7	7.9	0.8	3	1.1	0.8	0.3	1.2	1.4	-0.2	2.6	2.4	0.2	4.3	3.9	0.4	10.8	11.1	-0.3	15.9	18.8	-2.9	7.1	6.4	0.7	
Edge	5.1	5.3	-0.2	6	16.9	15.0	1.9	7.1	7.8	-0.7	5.8	6.4	-0.6	5.1	5.8	-0.7	2.9	3.3	-0.4	1.1	0.9	0.2	6.7	4.7	2.0	
Flava	3.4	3.8	-0.4	11	7.3	9.7	-2.4	8.1	8.7	-0.6	5.5	6.0	-0.5	3.9	4.0	-0.1	0.6	0.5	0.1	0.2	0.1	0.1	3.2	4.5	-1.3	
FM99.4 Chinese Voice	0.2	0.2	0.0	27	0.1	0.4	-0.3	0.1	0.2	-0.1	0.2	0.1	0.1	0.4	0.1	0.3	0.4	0.2	0.2	*	0.2	*	*	0.1	*	
George FM	3.4	3.7	-0.3	11	2.5	2.3	0.2	6.9	7.8	-0.9	6.1	7.3	-1.2	5.1	5.2	-0.1	1.7	1.3	0.4	0.1	0.7	-0.6	1.4	1.8	-0.4	
Humm FM	2.0	2.5	-0.5	16	1.7	2.2	-0.5	3.6	4.6	-1.0	3.8	5.7	-1.9	2.9	4.3	-1.4	0.9	1.3	-0.4	0.4	0.5	-0.1	2.5	3.9	-1.4	
Life FM	1.7	0.9	0.8	19	0.9	0.7	0.2	2.2	1.2	1.0	2.1	0.6	1.5	1.8	0.6	1.2	1.3	0.7	0.6	2.5	1.2	1.3	1.3	1.2	0.1	
Magic	2.0	1.2	0.8	16	0.1	*	*	*	0.1	*	0.1	0.1	0.0	0.4	0.4	0.0	1.7	2.3	-0.6	4.1	4.2	-0.1	1.1	1.2	-0.1	
Mai FM	10.2	9.2	1.0	2	22.1	21.5	0.6	21.8	16.2	5.6	16.0	13.2	2.8	11.9	10.4	1.5	2.8	4.3	-1.5	1.1	1.9	-0.8	10.1	10.6	-0.5	
Mix	1.9	2.0	-0.1	18	1.0	0.7	0.3	0.9	0.9	0.0	2.2	2.3	-0.1	2.1	2.8	-0.7	2.4	2.9	-0.5	3.2	1.8	1.4	2.0	2.5	-0.5	
More FM	6.2	5.3	0.9	5	8.5	8.3	0.2	5.6	6.2	-0.6	5.9	5.1	0.8	7.6	5.1	2.5	8.9	6.1	2.8	4.5	5.5	-1.0	9.7	6.5	3.2	
More FM Rodney	0.3	0.4	-0.1	26	0.3	0.8	-0.5	0.3	0.4	-0.1	0.5	0.3	0.2	0.4	0.3	0.1	0.3	0.4	-0.1	0.3	0.3	0.0	0.9	0.5	0.4	
Newstalk ZB	11.0	12.7	-1.7	1	1.3	3.0	-1.7	2.2	2.5	-0.3	4.1	5.3	-1.2	5.4	7.5	-2.1	10.7	12.5	-1.8	21.5	19.3	2.2	7.4	8.7	-1.3	
Radio Hauraki	2.3	2.4	-0.1	14	0.7	0.3	0.4	2.0	4.1	-2.1	2.4	3.2	-0.8	2.5	2.5	0.0	3.4	2.0	1.4	3.5	2.7	0.8	2.1	1.5	0.6	
RadioLIVE	2.3	2.2	0.1	14	1.0	0.8	0.2	0.5	0.3	0.2	1.5	1.2	0.3	2.0	1.9	0.1	3.0	2.5	0.5	3.8	2.6	1.2	2.3	2.0	0.3	
Radio Sport	1.6	1.6	0.0	20	0.5	0.7	-0.2	0.4	0.3	0.1	2.2	0.5	1.7	1.9	1.5	0.4	1.5	3.1	-1.6	1.9	2.5	-0.6	0.7	0.8	-0.1	
Radio Tainui	0.1	0.3	-0.2	28	*	0.2	*	*	0.1	*	0.2	0.3	-0.1	0.2	0.2	0.0	*	*	*	0.1	0.7	-0.6	*	*	*	
Tarana	3.1	3.3	-0.2	13	0.9	1.3	-0.4	2.7	2.0	0.7	4.1	4.1	0.0	3.6	3.5	0.1	3.1	3.5	-0.4	3.5	4.3	-0.8	6.2	6.3	-0.1	
Radio Waatea	*	0.1	*	*	*	*	*	*	*	*	*	*	*	0.1	*	*	0.1	*	*	*	0.6	*	0.1	0.5	-0.4	
Rhema	1.0	0.9	0.1	22	0.3	0.4	-0.1	0.9	0.8	0.1	0.8	0.9	-0.1	0.9	0.9	0.0	1.3	1.4	-0.1	1.0	1.5	-0.5	1.2	1.2	0.0	
Rock	3.9	4.9	-1.0	9	5.2	5.0	0.2	4.3	5.4	-1.1	3.2	5.4	-2.2	4.4	6.5	-2.1	5.4	6.3	-0.9	2.5	2.1	0.4	2.3	5.2	-2.9	
Star	0.7	0.6	0.1	23	0.1	*	*	*	0.1	*	0.5	0.1	0.4	0.3	0.1	0.2	1.2	1.2	0.0	2.4	2.3	0.1	0.6	0.4	0.2	
The Hits	3.6	4.0	-0.4	10	4.2	5.1	-0.9	3.1	4.5	-1.4	5.1	5.4	-0.3	4.9	4.9	0.0	3.8	4.2	-0.4	2.2	3.3	-1.1	4.5	4.9	-0.4	
The Sound	4.8	4.2	0.6	7	2.7	2.9	-0.2	4.2	3.8	0.4	3.4	2.9	0.5	5.1	4.3	0.8	9.2	7.0	2.2	7.2	6.2	1.0	1.7	1.4	0.3	
ZM	4.6	4.7	-0.1	8	8.7	7.1	1.6	6.3	7.7	-1.4	5.5	7.1	-1.6	5.3	5.9	-0.6	3.8	2.6	1.2	1.8	0.8	1.0	6.0	5.6	0.4	
Others	5.2	5.6	-0.4		5.5	5.8	-0.3	5.9	4.2	1.7	5.3	4.9	0.4	6.0	6.0	0.0	5.4	5.9	-0.5	3.8	4.6	-0.8	7.0	6.8	0.2	
Mediaworks Combo	46.3	43.9	2.4		64.2	59.5	4.7	58.4	54.5	3.9	50.8	48.4	2.4	51.0	48.3	2.7	45.8	44.2	1.6	33.2	33.1	0.1	44.7	40.8	3.9	
NZME Combo	37.9	39.7	-1.8		25.1	28.0	-2.9	24.3	30.1	-5.8	29.7	32.3	-2.6	30.4	33.4	-3.0	38.4	39.4	-1.0	52.1	50.3	1.8	33.2	35.3	-2.1	
NZME and Partners	41.9	44.3	-2.4		28.2	32.2	-4.0	29.6	37.1	-7.3	36.2	40.6	-4.4	36.2	40.4	-4.2	41.8	43.0	-1.2	53.5	51.8	1.7	38.9	42.7	-3.8	
Potential (000)	1,445.0	1,332.5	112.5		167.8	155.0	12.8	485.2	438.4	46.8	516.0	460.1	55.9	727.0	662.1	64.9	382.0	358.6	23.4	286.0	265.3	20.7	287.8	274.5	13.3	
Sample	2,571	2,463	108		318	321	-3	827	824	3	944	869	75	1,316	1,236	80	685	672	13	528	495	33	534	526	8	

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 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, Humm FM or 95bFM or (from S1 2018) internet only listening to Hokonui



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Station Share (%) by Daypart, People 10+  
Survey Comparisons: 4/2017 - 1/2018

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Last Survey Period: Sun Jul 2 to Sat Nov 18 2017

	This	Last	+/-
Potential (000)	1,445.0	1,332.5	112.5
Sample Size	2,571	2,463	108

	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	0.9	0.8	0.1	22	1.7	1.1	0.6	1.3	1.0	0.3	1.2	0.9	0.3	1.2	0.9	0.3	0.6	1.5	-0.9	1.1	0.9	0.2	
Ake	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.1	*	*	*	*	*	
BBC	0.5	0.4	0.1	25	0.3	0.3	0.0	0.2	0.3	-0.1	0.3	0.4	-0.1	1.3	0.7	0.6	4.8	2.9	1.9	1.0	0.9	0.1	
Breeze	6.8	6.0	0.8	4	11.0	9.3	1.7	9.8	8.6	1.2	5.6	6.0	-0.4	4.7	6.5	-1.8	5.9	5.9	0.0	8.8	8.2	0.6	
Chinese Radio AM936	0.6	1.1	-0.5	24	0.8	1.5	-0.7	0.4	0.8	-0.4	1.2	1.0	0.2	1.1	0.6	0.5	0.1	0.1	0.0	0.4	0.7	-0.3	
Coast	6.4	6.0	0.4	5	8.3	8.5	-0.2	9.1	9.5	-0.4	7.9	6.8	1.1	11.4	9.3	2.1	7.9	6.2	1.7	10.5	8.4	2.1	
Edge	4.2	5.0	-0.8	7	5.0	4.6	0.4	4.6	4.6	0.0	7.0	7.1	-0.1	4.3	5.8	-1.5	4.3	4.2	0.1	5.7	5.7	0.0	
Flava	2.9	3.6	-0.7	13	3.3	3.3	0.0	4.0	3.9	0.1	2.6	3.9	-1.3	3.4	4.6	-1.2	3.9	3.0	0.9	3.8	4.4	-0.6	
FM99.4 Chinese Voice	0.1	0.1	0.0	27	0.3	0.1	0.2	0.2	0.1	0.1	0.3	0.2	0.1	0.2	0.2	0.0	0.1	0.3	-0.2	0.3	0.3	0.0	
George FM	3.0	3.0	0.0	12	3.8	3.8	0.0	4.0	4.6	-0.6	3.1	3.6	-0.5	1.8	3.6	-1.8	4.6	6.1	-1.5	3.2	3.1	0.1	
Humm FM	1.6	2.2	-0.6	17	1.6	3.1	-1.5	1.1	2.6	-1.5	1.7	1.9	-0.2	5.8	2.5	3.3	2.5	3.5	-1.0	2.3	2.5	-0.2	
Life FM	2.1	1.1	1.0	16	1.7	0.8	0.9	1.5	0.8	0.7	1.8	0.8	1.0	1.9	1.6	0.3	3.1	1.0	2.1	1.4	0.7	0.7	
Magic	1.4	0.9	0.5	18	2.3	1.7	0.6	2.6	1.9	0.7	1.9	1.0	0.9	1.7	1.0	0.7	1.9	1.0	0.9	2.0	1.0	1.0	
Mai FM	12.6	11.2	1.4	2	7.7	6.1	1.6	9.2	8.0	1.2	12.7	9.9	2.8	8.4	8.3	0.1	10.1	10.9	-0.8	9.7	10.1	-0.4	
Mix	1.3	1.5	-0.2	19	2.1	1.7	0.4	2.5	2.3	0.2	1.6	2.4	-0.8	2.2	1.1	1.1	1.1	0.9	0.2	2.3	2.5	-0.2	
More FM	6.9	5.4	1.5	3	7.9	5.3	2.6	8.0	6.6	1.4	6.5	5.5	1.0	3.1	3.5	-0.4	1.6	1.9	-0.3	4.2	4.9	-0.7	
More FM Rodney	0.3	0.2	0.1	26	0.2	0.3	-0.1	0.5	0.3	0.2	0.4	0.2	0.2	0.2	0.3	-0.1	0.2	0.5	-0.3	0.3	0.8	-0.5	
Newstalk ZB	15.4	16.3	-0.9	1	11.7	13.7	-2.0	6.5	7.9	-1.4	10.1	12.4	-2.3	12.0	13.8	-1.8	21.7	23.6	-1.9	9.1	11.0	-1.9	
Radio Hauraki	2.8	3.1	-0.3	14	2.0	2.7	-0.7	2.2	2.9	-0.7	2.4	2.1	0.3	0.7	0.7	0.0	2.7	1.6	1.1	2.4	2.0	0.4	
RadioLIVE	2.8	2.6	0.2	14	1.2	1.6	-0.4	2.1	2.1	0.0	2.3	2.3	0.0	2.2	2.1	0.1	6.2	5.8	0.4	2.3	1.7	0.6	
Radio Sport	1.1	1.4	-0.3	20	1.9	2.2	-0.3	1.6	1.3	0.3	1.7	1.6	0.1	1.0	0.8	0.2	0.4	1.0	-0.6	2.2	1.8	0.4	
Radio Tainui	0.1	0.3	-0.2	27	0.1	0.5	-0.4	0.1	0.1	0.0	0.1	0.1	0.0	*	*	*	0.1	0.3	-0.2	0.1	0.3	-0.2	
Tarana	3.1	2.9	0.2	11	2.1	2.3	-0.2	2.4	2.7	-0.3	3.7	4.2	-0.5	4.6	5.0	-0.4	1.1	1.5	-0.4	3.8	4.3	-0.5	
Radio Waatea	*	*	*	*	*	0.2	*	*	0.2	*	*	0.2	*	*	0.1	*	*	*	*	*	0.1	0.2	-0.1
Rhema	1.0	1.0	0.0	21	0.6	0.5	0.1	0.6	0.6	0.0	0.4	0.7	-0.3	2.4	1.8	0.6	1.5	1.5	0.0	1.2	1.2	0.0	
Rock	3.8	5.2	-1.4	8	3.5	4.8	-1.3	4.6	6.5	-1.9	4.2	5.0	-0.8	3.6	3.4	0.2	1.9	2.9	-1.0	3.7	3.7	0.0	
Star	0.8	0.6	0.2	23	0.6	0.2	0.4	0.3	0.3	0.0	0.2	0.4	-0.2	1.3	1.6	-0.3	1.2	1.4	-0.2	1.1	0.9	0.2	
The Hits	3.4	4.0	-0.6	9	3.8	4.7	-0.9	4.2	4.9	-0.7	3.8	4.4	-0.6	4.0	2.5	1.5	2.2	1.7	0.5	3.3	3.1	0.2	
The Sound	3.3	3.2	0.1	10	6.8	6.3	0.5	6.8	6.2	0.6	5.0	3.6	1.4	2.9	1.5	1.4	1.3	1.5	-0.2	4.0	3.3	0.7	
ZM	4.9	5.4	-0.5	6	3.6	3.5	0.1	5.4	4.6	0.8	5.6	6.4	-0.8	3.7	4.2	-0.5	2.6	1.9	0.7	4.3	4.5	-0.2	
Others	5.8	5.3	0.5		3.8	5.3	-1.5	4.0	3.7	0.3	4.7	4.8	-0.1	8.8	11.8	-3.0	4.4	5.4	-1.0	5.9	6.9	-1.0	
Mediaworks Combo	45.1	42.7	2.4		49.5	43.8	5.7	52.2	49.5	2.7	48.8	44.3	4.5	33.0	36.0	-3.0	38.0	40.7	-2.7	43.8	42.6	1.2	
NZME Combo	38.8	41.7	-2.9		37.0	40.7	-3.7	35.7	37.5	-1.8	35.9	40.4	-4.5	39.8	37.7	2.1	47.4	42.7	4.7	38.7	38.6	0.1	
NZME and Partners	42.0	46.0	-4.0		41.5	46.4	-4.9	38.7	42.1	-3.4	40.2	44.5	-4.3	48.0	42.0	6.0	50.6	48.0	2.6	42.7	43.0	-0.3	

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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, Humm FM or 95bFM or (from S1 2018) internet only listening to Hokonui



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

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	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	34.8	32.3	2.5	21	2.3	1.9	0.4	11.6	10.3	1.3	17.5	14.1	3.4	24.8	19.6	5.2	9.5	9.7	-0.2	2.8	5.3	-2.5	8.5	7.6	0.9
Ake	1.5	0.5	1.0	30	*	*	*	1.5	0.5	1.0	1.5	0.5	1.0	1.5	0.5	1.0	*	*	*	*	*	*	*	*	*
BBC	26.4	26.8	-0.4	24	4.1	4.3	-0.2	2.8	3.2	-0.4	4.0	2.7	1.3	7.6	6.1	1.5	10.5	9.6	0.9	11.3	12.4	-1.1	4.3	5.7	-1.4
Breeze	215.2	179.2	36.0	2	21.5	14.4	7.1	61.4	52.9	8.5	69.1	55.7	13.4	110.2	99.5	10.7	74.7	70.2	4.5	53.8	42.0	11.8	50.0	41.8	8.2
Chinese Radio AM936	27.0	30.0	-3.0	23	4.0	5.0	-1.0	9.4	11.3	-1.9	11.4	15.0	-3.6	18.0	21.9	-3.9	7.9	7.8	0.1	2.0	0.9	1.1	6.8	9.1	-2.3
Coast	145.7	133.1	12.6	6	6.2	7.1	-0.9	17.9	15.4	2.5	27.2	21.7	5.5	43.5	39.7	3.8	53.3	51.4	1.9	69.0	67.3	1.7	22.4	19.5	2.9
Edge	177.0	161.9	15.1	4	33.7	31.6	2.1	90.3	79.5	10.8	75.6	66.5	9.1	95.2	85.5	9.7	27.6	26.7	0.9	9.4	8.4	1.0	41.6	32.2	9.4
Flava	101.2	102.8	-1.6	9	20.6	24.6	-4.0	64.2	60.9	3.3	45.4	40.7	4.7	50.0	45.6	4.4	5.3	5.1	0.2	0.7	0.2	0.5	20.4	24.4	-4.0
FM99.4 Chinese Voice	5.1	7.6	-2.5	27	0.8	1.5	-0.7	1.8	3.7	-1.9	3.7	2.4	1.3	4.1	2.5	1.6	0.3	1.4	-1.1	*	1.2	*	0.1	0.4	-0.3
George FM	84.9	83.8	1.1	12	7.2	6.4	0.8	43.0	46.0	-3.0	42.5	41.0	1.5	58.6	50.4	8.2	18.0	12.3	5.7	2.0	4.3	-2.3	15.9	16.6	-0.7
Humm FM	41.0	40.6	0.4	19	4.7	5.5	-0.8	19.0	16.5	2.5	24.4	25.9	-1.5	29.4	31.2	-1.8	6.5	6.2	0.3	1.8	1.2	0.6	10.3	12.2	-1.9
Life FM	41.7	29.9	11.8	18	4.9	5.1	-0.2	21.0	12.7	8.3	21.8	9.7	12.1	25.2	13.6	11.6	6.6	6.0	0.6	5.1	3.0	2.1	9.7	6.6	3.1
Magic	35.1	26.1	9.0	20	2.4	0.3	2.1	1.9	1.8	0.1	2.5	2.3	0.2	6.7	5.5	1.2	9.8	11.9	-2.1	16.5	18.2	-1.7	2.9	4.1	-1.2
Mai FM	246.5	228.8	17.7	1	38.5	39.1	-0.6	150.8	120.0	30.8	119.5	97.2	22.3	137.0	121.8	15.2	26.2	34.1	-7.9	10.7	13.0	-2.3	42.6	44.4	-1.8
Mix	49.1	52.5	-3.4	14	4.4	2.9	1.5	11.7	10.0	1.7	19.2	22.5	-3.3	28.1	36.9	-8.8	16.6	20.7	-4.1	11.9	9.5	2.4	10.7	16.6	-5.9
More FM	125.6	119.3	6.3	7	17.8	20.0	-2.2	33.7	38.6	-4.9	45.8	44.0	1.8	75.0	64.5	10.5	46.8	35.6	11.2	21.0	18.5	2.5	39.0	31.1	7.9
More FM Rodney	16.0	16.5	-0.5	25	2.0	2.8	-0.8	5.3	4.8	0.5	7.5	5.9	1.6	8.9	7.2	1.7	2.0	3.1	-1.1	3.5	3.2	0.3	4.3	3.2	1.1
Newstalk ZB	197.2	195.5	1.7	3	7.2	12.8	-5.6	28.0	26.9	1.1	53.2	44.2	9.0	86.1	83.5	2.6	68.0	70.2	-2.2	68.3	63.8	4.5	30.5	34.9	-4.4
Radio Hauraki	68.6	63.2	5.4	13	4.8	2.6	2.2	22.7	30.2	-7.5	29.7	32.4	-2.7	48.4	39.8	8.6	25.1	13.7	11.4	8.6	8.3	0.3	12.1	12.0	0.1
RadioLIVE	45.6	47.2	-1.6	16	3.4	3.3	0.1	4.6	4.9	-0.3	10.9	9.9	1.0	20.2	24.3	-4.1	17.6	21.6	-4.0	14.5	13.4	1.1	9.3	12.1	-2.8
Radio Sport	47.2	44.6	2.6	15	3.3	2.6	0.7	10.0	6.9	3.1	11.8	10.3	1.5	18.6	20.1	-1.5	16.0	18.9	-2.9	17.1	14.8	2.3	5.0	5.5	-0.5
Radio Tainui	2.8	6.3	-3.5	28	*	1.0	*	1.5	2.0	-0.5	1.7	1.8	-0.1	1.7	1.8	-0.1	0.7	0.5	0.2	0.7	2.7	-2.0	0.4	0.6	-0.2
Tarana	44.4	42.5	1.9	17	2.9	3.0	-0.1	14.4	12.1	2.3	24.1	22.7	1.4	31.8	29.3	2.5	11.0	10.2	0.8	5.3	5.2	0.1	13.7	11.9	1.8
Radio Waatea	2.5	6.3	-3.8	29	*	*	*	*	1.2	*	0.2	1.0	-0.8	1.5	1.4	0.1	2.3	1.5	0.8	1.0	4.1	-3.1	1.3	1.3	0.0
Rhema	31.9	32.3	-0.4	22	3.2	2.7	0.5	10.6	9.2	1.4	8.9	10.2	-1.3	14.7	16.3	-1.6	12.6	13.5	-0.9	8.5	9.7	-1.2	7.5	10.1	-2.6
Rock	92.6	87.6	5.0	10	9.9	12.3	-2.4	43.4	34.9	8.5	44.0	42.6	1.4	57.1	59.4	-2.3	22.1	20.6	1.5	10.0	4.4	5.6	13.6	16.7	-3.1
Star	15.0	9.4	5.6	26	1.2	0.2	1.0	2.2	1.9	0.3	5.0	2.2	2.8	5.0	2.6	2.4	5.7	4.6	1.1	7.7	5.4	2.3	3.7	1.7	2.0
The Hits	108.7	107.6	1.1	8	14.9	16.4	-1.5	28.6	34.2	-5.6	46.6	47.3	-0.7	68.6	66.8	1.8	31.5	30.1	1.4	12.5	13.9	-1.4	23.0	27.7	-4.7
The Sound	85.8	72.1	13.7	11	7.1	6.0	1.1	20.5	17.3	3.2	18.3	13.7	4.6	39.9	31.0	8.9	44.7	33.6	11.1	30.9	28.2	2.7	10.5	11.4	-0.9
ZM	156.2	155.5	0.7	5	23.5	22.4	1.1	77.7	73.7	4.0	73.4	73.4	0.0	93.8	93.3	0.5	27.2	28.6	-1.4	7.8	9.4	-1.6	34.0	34.6	-0.6
Others	131.0	124.2	6.8		18.2	17.5	0.7	52.5	45.0	7.5	49.2	42.0	7.2	65.3	58.2	7.1	30.1	28.5	1.6	23.5	24.7	-1.2	31.4	29.4	2.0
Mediaworks Combo	784.1	706.7	77.4		95.8	91.6	4.2	291.7	263.9	27.8	288.3	262.4	25.9	415.6	378.1	37.5	216.7	191.7	25.0	135.6	116.2	19.4	162.0	155.6	6.4
NZME Combo	663.3	649.5	13.8		61.4	69.4	-8.0	198.4	198.1	0.3	226.7	214.8	11.9	325.6	312.6	13.0	192.2	186.3	5.9	152.5	151.1	1.4	123.6	131.7	-8.1
NZME and Partners	725.1	709.5	15.6		65.9	75.2	-9.3	223.4	221.1	2.3	260.0	246.2	13.8	372.8	356.0	16.8	207.9	201.6	6.3	155.4	154.9	0.5	139.7	148.0	-8.3
All Commercial Radio	1,153.0	1,071.9	81.1		119.2	117.2	2.0	384.4	353.3	31.1	423.2	378.6	44.6	612.9	553.8	59.1	328.0	305.5	22.5	223.3	213.8	9.5	244.5	236.7	7.8
Potential (000)	1,445.0	1,332.5	112.5		167.8	155.0	12.8	485.2	438.4	46.8	516.0	460.1	55.9	727.0	662.1	64.9	382.0	358.6	23.4	286.0	265.3	20.7	287.8	274.5	13.3
Sample	2,571	2,463	108		318	321	-3	827	824	3	944	869	75	1,316	1,236	80	685	672	13	528	495	33	534	526	8

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 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, Humm FM or 95bFM or (from S1 2018) internet only listening to Hokonui



# AUCKLAND COMMERCIAL RADIO - SURVEY 1 2018

Cumulative Audience (000's) by Daypart, People 10+  
Survey Comparisons: 4/2017 - 1/2018

This Survey Period: Sun Sep 10 to Sat Nov 18 2017 & Sun Jan 28 to Sat Apr 7 2018

Last Survey Period: Sun Jul 2 to Sat Nov 18 2017

	This	Last	+/-
Potential (000)	1,445.0	1,332.5	112.5
Sample Size	2,571	2,463	108

	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	13.3	12.7	0.6	22	12.1	8.0	4.1		13.5	13.3	0.2		14.7	12.4	2.3		8.3	4.2	4.1		4.1	5.1	-1.0		20.2	16.7	3.5	
Ake	*	*	*	*	0.3	*	*		0.4	0.3	0.1		0.4	0.3	0.1		0.4	0.3	0.1		0.8	0.1	0.7		*	*	*	
BBC	13.3	11.1	2.2	22	7.5	8.7	-1.2		5.4	6.0	-0.6		5.3	7.0	-1.7		6.4	6.4	0.0		7.5	6.3	1.2		16.1	15.1	1.0	
Breeze	109.5	94.2	15.3	3	94.5	75.1	19.4		93.3	78.8	14.5		84.7	72.3	12.4		35.4	37.0	-1.6		24.3	18.3	6.0		117.9	100.5	17.4	
Chinese Radio AM936	11.6	15.4	-3.8	24	9.8	11.2	-1.4		9.3	10.9	-1.6		17.8	16.6	1.2		9.2	4.8	4.4		0.6	0.7	-0.1		15.1	19.5	-4.4	
Coast	67.0	60.9	6.1	7	71.6	66.9	4.7		78.9	73.0	5.9		78.2	65.2	13.0		42.5	37.0	5.5		21.9	20.3	1.6		98.3	85.5	12.8	
Edge	82.5	77.8	4.7	5	61.4	53.4	8.0		81.1	63.6	17.5		99.8	88.5	11.3		40.8	40.5	0.3		16.3	15.4	0.9		93.8	91.8	2.0	
Flava	43.9	52.3	-8.4	10	37.6	30.7	6.9		52.3	50.4	1.9		42.9	46.5	-3.6		22.4	23.0	-0.6		12.2	10.7	1.5		63.4	64.3	-0.9	
FM99.4 Chinese Voice	1.3	4.2	-2.9	28	2.2	1.3	0.9		1.0	1.6	-0.6		1.6	2.9	-1.3		2.3	1.7	0.6		0.5	0.6	-0.1		3.8	4.7	-0.9	
George FM	43.0	41.4	1.6	11	29.5	27.3	2.2		33.8	32.9	0.9		46.1	42.3	3.8		17.6	18.9	-1.3		10.5	14.8	-4.3		49.6	52.2	-2.6	
Humm FM	21.1	21.8	-0.7	17	14.6	12.4	2.2		16.6	16.6	0.0		19.0	15.4	3.6		18.1	11.1	7.0		8.8	7.9	0.9		29.5	30.1	-0.6	
Life FM	29.3	19.3	10.0	15	17.6	9.8	7.8		20.4	12.1	8.3		22.7	15.0	7.7		17.9	7.6	10.3		6.2	1.9	4.3		30.3	15.2	15.1	
Magic	16.1	9.6	6.5	19	13.6	8.8	4.8		21.2	16.2	5.0		15.3	10.5	4.8		7.3	3.5	3.8		4.1	1.7	2.4		26.0	15.3	10.7	
Mai FM	154.2	140.4	13.8	1	76.2	67.2	9.0		115.8	102.6	13.2		131.7	109.8	21.9		60.3	54.6	5.7		33.5	33.1	0.4		155.3	143.8	11.5	
Mix	19.8	26.8	-7.0	18	20.0	18.0	2.0		20.4	20.0	0.4		19.1	21.8	-2.7		13.9	9.0	4.9		4.5	4.4	0.1		29.9	30.5	-0.6	
More FM	84.4	68.1	16.3	4	52.8	43.4	9.4		61.4	60.2	1.2		62.3	56.2	6.1		31.0	25.8	5.2		10.7	10.8	-0.1		70.3	75.1	-4.8	
More FM Rodney	7.0	4.5	2.5	25	5.9	5.6	0.3		6.7	6.3	0.4		6.7	7.5	-0.8		4.8	4.5	0.3		0.4	0.9	-0.5		6.6	9.0	-2.4	
Newstalk ZB	140.7	136.3	4.4	2	87.4	84.2	3.2		83.2	83.4	-0.2		101.5	102.3	-0.8		55.3	54.8	0.5		45.9	45.1	0.8		118.3	126.1	-7.8	
Radio Hauraki	37.8	33.7	4.1	13	19.7	23.4	-3.7		33.4	27.5	5.9		39.4	32.4	7.0		9.2	8.3	0.9		12.1	6.6	5.5		37.5	32.1	5.4	
RadioLIVE	30.3	27.1	3.2	14	9.5	12.5	-3.0		15.1	18.3	-3.2		20.8	21.7	-0.9		10.4	8.6	1.8		10.8	8.6	2.2		25.4	20.9	4.5	
Radio Sport	15.4	19.0	-3.6	20	12.8	14.8	-2.0		17.6	17.8	-0.2		17.6	15.3	2.3		6.8	6.4	0.4		2.6	3.0	-0.4		26.3	26.8	-0.5	
Radio Tainui	1.7	2.4	-0.7	27	0.7	2.1	-1.4		0.7	1.8	-1.1		1.1	1.8	-0.7		*	*	*		1.0	1.6	-0.6		1.7	3.8	-2.1	
Tarana	29.0	26.4	2.6	16	15.9	15.9	0.0		19.9	19.8	0.1		24.0	27.0	-3.0		15.3	14.0	1.3		4.6	4.8	-0.2		29.8	27.8	2.0	
Radio Waatea	1.3	1.2	0.1	28	*	1.3	*		1.3	1.7	-0.4		0.8	2.9	-2.1		0.2	1.6	-1.4		*	*	*		1.4	4.6	-3.2	
Rhema	13.5	14.1	-0.6	21	11.2	8.6	2.6		11.4	9.3	2.1		7.6	9.4	-1.8		12.6	8.7	3.9		3.7	2.3	1.4		19.5	21.2	-1.7	
Rock	49.9	55.9	-6.0	9	31.3	28.6	2.7		45.8	40.4	5.4		47.2	44.0	3.2		28.2	21.5	6.7		8.1	8.0	0.1		51.7	49.2	2.5	
Star	6.6	5.2	1.4	26	6.2	2.6	3.6		4.5	3.2	1.3		3.9	3.7	0.2		5.7	4.3	1.4		3.6	2.8	0.8		12.3	7.5	4.8	
The Hits	59.2	57.9	1.3	8	43.0	43.2	-0.2		49.7	50.5	-0.8		52.1	55.7	-3.6		28.2	24.6	3.6		9.3	6.9	2.4		63.3	55.4	7.9	
The Sound	41.7	34.3	7.4	12	34.1	30.7	3.4		45.8	39.1	6.7		47.8	35.7	12.1		19.7	14.7	5.0		5.2	5.7	-0.5		52.3	45.4	6.9	
ZM	79.8	79.0	0.8	6	52.7	53.8	-1.1		79.1	68.1	11.0		82.0	81.6	0.4		37.3	32.6	4.7		13.7	8.3	5.4		89.4	88.8	0.6	
Others	58.9	57.0	1.9		36.5	41.0	-4.5		52.3	51.1	1.2		56.0	56.7	-0.7		41.4	37.6	3.8		17.8	18.7	-0.9		78.2	84.1	-5.9	
Mediaworks Combo	511.5	455.4	56.1		343.8	295.8	48.0		429.8	379.5	50.3		472.3	409.8	62.5		225.1	199.6	25.5		108.8	104.9	3.9		548.5	495.7	52.8	
NZME Combo	415.5	417.3	-1.8		303.2	295.6	7.6		362.9	336.6	26.3		381.5	369.0	12.5		191.5	180.4	11.1		118.2	101.4	16.8		447.5	437.8	9.7	
NZME and Partners	453.7	456.3	-2.6		333.7	323.6	10.1		394.9	366.8	28.1		428.3	407.6	20.7		221.1	198.0	23.1		127.9	112.2	15.7		496.4	487.4	9.0	
All Commercial Radio	869.8	811.0	58.8		625.5	575.7	49.8		729.2	661.6	67.6		816.0	742.0	74.0		452.4	402.0	50.4		227.4	207.6	19.8		900.2	838.0	62.2	

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# AUCKLAND COMMERCIAL RADIO - SURVEY 1 2018

Average Time Spent Listening (hh:mm) by Daypart, People 10+  
Survey Comparisons: 4/2017 - 1/2018

This Survey Period: Sun Sep 10 to Sat Nov 18 2017 & Sun Jan 28 to Sat Apr 7 2018

Last Survey Period: Sun Jul 2 to Sat Nov 18 2017

	This	Last	+/-
Potential (000)	1,445.0	1,332.5	112.5
Sample Size	2,571	2,463	108

	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	2:25	2:20	0:05	3:49	3:42	0:07	3:22	2:30	0:51	1:56	1:43	0:13	1:39	2:10	-0:31	0:55	1:38	-0:43	2:09	2:00	0:09
Ake	*	*	*	1:30	*	*	0:15	0:15	0:00	0:15	0:15	0:00	0:15	0:15	0:00	1:12	2:00	-0:47	*	*	*
BBC	1:28	1:25	0:03	1:11	0:52	0:18	1:21	1:35	-0:13	1:20	1:20	-0:00	2:23	1:01	1:22	4:22	2:35	1:47	2:27	2:07	0:20
Breeze	2:17	2:14	0:03	3:13	3:21	-0:08	3:41	3:31	0:10	1:38	1:53	-0:15	1:33	1:41	-0:07	1:39	1:51	-0:12	2:57	3:02	-0:04
Chinese Radio AM936	1:59	2:31	-0:31	2:24	3:42	-1:18	1:27	2:22	-0:54	1:40	1:26	0:14	1:24	1:10	0:14	0:39	0:30	0:09	0:59	1:20	-0:20
Coast	3:32	3:29	0:03	3:12	3:27	-0:15	4:01	4:12	-0:11	2:28	2:22	0:05	3:09	2:25	0:44	2:27	1:45	0:41	4:13	3:40	0:32
Edge	1:52	2:16	-0:24	2:15	2:20	-0:05	1:59	2:19	-0:19	1:43	1:50	-0:06	1:14	1:22	-0:07	1:47	1:33	0:13	2:23	2:20	0:03
Flava	2:29	2:23	0:05	2:27	2:55	-0:27	2:40	2:28	0:11	1:29	1:56	-0:26	1:47	1:54	-0:06	2:12	1:36	0:36	2:24	2:32	-0:08
FM99.4 Chinese Voice	4:01	1:14	2:46	4:21	1:38	2:42	8:19	2:28	5:50	4:03	1:19	2:44	0:47	1:14	-0:26	1:19	2:30	-1:10	2:36	2:19	0:17
George FM	2:34	2:34	-0:00	3:34	3:47	-0:12	4:08	4:33	-0:25	1:40	1:55	-0:14	1:12	1:50	-0:38	2:59	2:22	0:37	2:34	2:12	0:22
Humm FM	2:44	3:33	-0:49	3:06	6:45	-3:38	2:22	5:05	-2:42	2:13	2:48	-0:35	3:45	2:11	1:34	1:56	2:33	-0:37	3:04	3:07	-0:02
Life FM	2:35	2:01	0:34	2:42	2:15	0:27	2:36	2:14	0:21	1:58	1:16	0:41	1:13	2:03	-0:50	3:25	3:09	0:15	1:47	1:48	-0:01
Magic	3:15	3:11	0:03	4:41	5:11	-0:29	4:16	3:43	0:33	3:06	2:07	0:58	2:41	2:36	0:05	3:11	3:34	-0:23	2:59	2:21	0:38
Mai FM	3:01	2:49	0:12	2:49	2:27	0:21	2:46	2:31	0:14	2:22	2:03	0:19	1:38	1:27	0:11	2:03	1:53	0:09	2:28	2:37	-0:08
Mix	2:21	2:00	0:20	2:56	2:36	0:19	4:16	3:40	0:36	2:01	2:28	-0:26	1:52	1:10	0:42	1:38	1:09	0:28	3:00	3:00	-0:00
More FM	3:02	2:47	0:15	4:10	3:19	0:50	4:34	3:31	1:02	2:33	2:14	0:18	1:10	1:18	-0:07	1:01	1:00	0:00	2:22	2:27	-0:04
More FM Rodney	1:51	1:45	0:06	0:57	1:20	-0:22	2:49	1:33	1:15	1:32	0:44	0:48	0:30	0:40	-0:09	2:45	3:13	-0:28	1:55	3:13	-1:18
Newstalk ZB	4:03	4:12	-0:08	3:42	4:25	-0:43	2:44	3:02	-0:18	2:26	2:45	-0:19	2:33	2:24	0:08	3:13	3:00	0:13	3:02	3:15	-0:12
Radio Hauraki	2:47	3:12	-0:24	2:47	3:09	-0:21	2:19	3:24	-1:04	1:31	1:28	0:03	0:55	0:50	0:04	1:30	1:23	0:07	2:30	2:16	0:13
RadioLIVE	3:28	3:20	0:07	3:29	3:23	0:06	4:49	3:45	1:04	2:42	2:27	0:15	2:30	2:22	0:08	3:54	3:51	0:02	3:31	3:06	0:25
Radio Sport	2:45	2:36	0:08	4:07	4:02	0:04	3:12	2:23	0:49	2:21	2:26	-0:05	1:47	1:11	0:35	1:02	1:54	-0:51	3:15	2:30	0:44
Radio Tainui	2:24	4:06	-1:41	6:00	6:59	-0:59	5:00	2:38	2:21	1:52	1:30	0:22	*	*	*	0:43	1:11	-0:27	2:03	3:06	-1:03
Tarana	3:57	3:53	0:04	3:45	3:52	-0:07	4:12	4:23	-0:11	3:50	3:33	0:16	3:30	3:24	0:06	1:39	1:51	-0:12	5:05	5:43	-0:37
Radio Waatea	1:00	1:26	-0:26	*	4:15	*	1:00	3:08	-2:08	1:00	1:20	-0:20	0:15	0:52	-0:37	*	*	*	1:49	1:27	0:21
Rhema	2:46	2:34	0:12	1:26	1:35	-0:09	1:59	1:56	0:02	1:16	1:35	-0:18	2:17	2:01	0:16	2:45	3:51	-1:05	2:32	2:10	0:21
Rock	2:51	3:16	-0:25	3:08	4:33	-1:24	3:30	5:11	-1:40	2:12	2:35	-0:23	1:30	1:30	0:00	1:37	2:05	-0:28	2:48	2:49	-0:01
Star	4:41	4:04	0:37	2:41	2:04	0:36	2:43	2:46	-0:03	1:29	2:24	-0:55	2:46	3:28	-0:42	2:12	2:53	-0:41	3:24	4:23	-0:58
The Hits	2:09	2:26	-0:17	2:27	2:57	-0:29	2:56	3:07	-0:10	1:47	1:48	-0:00	1:40	0:58	0:41	1:34	1:24	0:10	2:03	2:05	-0:01
The Sound	2:55	3:18	-0:22	5:31	5:33	-0:02	5:10	5:07	0:03	2:33	2:19	0:14	1:45	0:58	0:47	1:41	1:30	0:11	3:01	2:42	0:19
ZM	2:18	2:25	-0:07	1:53	1:45	0:08	2:24	2:12	0:11	1:40	1:47	-0:07	1:09	1:15	-0:05	1:19	1:20	-0:01	1:53	1:54	-0:00
Others	3:39	3:16	0:22	2:52	3:29	-0:36	2:42	2:20	0:21	2:03	1:56	0:06	2:30	3:00	-0:30	1:40	1:39	0:00	2:58	3:02	-0:04
Mediaworks Combo	3:16	3:18	-0:02	3:59	4:01	-0:01	4:15	4:12	0:02	2:32	2:28	0:04	1:43	1:43	-0:00	2:22	2:13	0:09	3:10	3:12	-0:02
NZME Combo	3:28	3:31	-0:03	3:23	3:44	-0:20	3:26	3:36	-0:09	2:18	2:30	-0:11	2:26	2:00	0:26	2:44	2:25	0:18	3:26	3:17	0:08
NZME and Partners	3:26	3:33	-0:06	3:27	3:53	-0:26	3:26	3:42	-0:16	2:18	2:29	-0:10	2:33	2:02	0:31	2:42	2:27	0:14	3:25	3:17	0:07
All Commercial Radio	4:16	4:20	-0:04	4:26	4:42	-0:16	4:48	4:52	-0:04	3:01	3:04	-0:03	2:36	2:23	0:12	3:00	2:46	0:14	4:24	4:27	-0:02

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 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, Humm FM or 95bFM or (from S1 2018) internet only listening to Hokonui