



# AUCKLAND COMMERCIAL RADIO - SURVEY 2 2017

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

Survey Comparisons: 1/2017 - 2/2017

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

Last Survey Period: Sun Jul 17 to Sat Oct 22 2016 & Sun Jan 29 to Sat Apr 8 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	n.a.	*	20	1.2	n.a.	*	0.8	n.a.	*	1.7	n.a.	*	1.9	n.a.	*	1.4	n.a.	*	0.5	n.a.	*	2.1	n.a.	*
Ake	0.1	0.1	0.0	28	0.7	0.7	0.0	*	*	*	*	*	*	*	*	*	0.1	*	*	0.1	*	*	*	*	*
BBC	1.1	0.7	0.4	21	0.5	0.6	-0.1	0.5	0.3	0.2	0.4	0.2	0.2	0.6	0.4	0.2	1.3	1.0	0.3	2.3	1.2	1.1	0.4	0.2	0.2
Breeze	8.2	8.4	-0.2	4	10.2	9.0	1.2	6.7	4.9	1.8	7.3	7.1	0.2	8.1	9.2	-1.1	9.4	11.4	-2.0	8.5	9.6	-1.1	11.1	11.1	0.0
Chinese Radio AM936	1.0	0.7	0.3	22	0.4	0.5	-0.1	2.0	1.4	0.6	1.7	1.2	0.5	1.2	0.9	0.3	1.0	0.7	0.3	1.3	0.6	0.7	1.0	0.1	0.9
Coast	8.7	8.4	0.3	2	2.5	2.1	0.4	1.0	1.1	-0.1	2.3	2.2	0.1	4.7	5.2	-0.5	13.7	13.9	-0.2	18.6	18.0	0.6	4.0	4.8	-0.8
Edge	6.0	6.1	-0.1	5	7.2	10.7	-3.5	9.4	9.2	0.2	8.7	7.4	1.3	7.1	6.7	0.4	4.6	4.5	0.1	3.3	2.2	1.1	8.7	8.5	0.2
Flava	3.6	3.7	-0.1	10	6.2	12.0	-5.8	8.0	6.9	1.1	4.6	2.9	1.7	3.6	2.6	1.0	1.0	1.3	-0.3	0.2	*	*	3.1	3.5	-0.4
FM99.4 Chinese Voice	0.2	0.3	-0.1	27	0.4	0.1	0.3	0.2	0.2	0.0	0.2	0.5	-0.3	0.2	0.5	-0.3	0.2	0.5	-0.3	0.1	0.2	-0.1	0.2	0.5	-0.3
George FM	2.6	3.2	-0.6	14	2.0	1.7	0.3	4.3	5.3	-1.0	4.2	6.5	-2.3	3.3	4.9	-1.6	1.8	1.6	0.2	1.3	0.6	0.7	2.3	3.8	-1.5
Humm FM	2.2	2.1	0.1	16	1.7	1.6	0.1	4.7	5.2	-0.5	5.5	5.1	0.4	3.7	3.4	0.3	0.6	0.5	0.1	0.6	0.3	0.3	2.3	1.0	1.3
Life FM	0.8	1.0	-0.2	23	1.3	0.9	0.4	1.2	1.0	0.2	1.5	1.4	0.1	1.1	1.1	0.0	0.6	1.3	-0.7	0.4	1.6	-1.2	1.3	1.3	0.0
Magic	1.6	1.6	0.0	19	*	0.1	*	0.1	0.2	-0.1	0.3	0.5	-0.2	0.5	0.5	0.0	2.4	1.8	0.6	4.3	3.3	1.0	1.0	0.9	0.1
Mai FM	8.7	9.1	-0.4	2	22.6	18.2	4.4	15.1	17.7	-2.6	10.4	10.6	-0.2	8.9	9.1	-0.2	3.5	3.8	-0.3	0.8	0.8	0.0	10.5	10.6	-0.1
Mix	1.8	2.1	-0.3	18	1.1	1.8	-0.7	0.9	0.8	0.1	2.1	2.1	0.0	2.8	3.1	-0.3	2.9	3.5	-0.6	0.9	1.4	-0.5	1.1	1.7	-0.6
More FM	4.8	5.1	-0.3	7	4.8	5.9	-1.1	4.3	3.9	0.4	4.8	5.3	-0.5	5.7	6.1	-0.4	7.3	7.7	-0.4	5.1	5.0	0.1	6.5	6.0	0.5
More FM Rodney	0.3	0.3	0.0	26	0.2	0.2	0.0	0.3	0.4	-0.1	0.4	0.4	0.0	0.3	0.3	0.0	0.3	0.4	-0.1	0.4	0.4	0.0	0.4	0.5	-0.1
Newstalk ZB	11.0	9.6	1.4	1	2.6	1.9	0.7	2.0	2.4	-0.4	4.8	4.7	0.1	7.0	6.6	0.4	11.7	12.3	-0.6	19.9	19.6	0.3	9.7	7.8	1.9
Radio Hauraki	2.2	2.5	-0.3	16	1.0	1.4	-0.4	1.9	4.2	-2.3	3.1	3.9	-0.8	2.9	2.9	0.0	2.6	1.6	1.0	2.1	2.3	-0.2	1.2	1.4	-0.2
RadioLIVE	2.7	2.9	-0.2	13	1.2	0.6	0.6	0.7	1.5	-0.8	1.4	2.2	-0.8	2.6	2.4	0.2	4.1	3.8	0.3	4.2	5.7	-1.5	2.3	2.6	-0.3
Radio Sport	2.6	2.0	0.6	14	0.9	0.7	0.2	1.9	0.9	1.0	2.3	1.5	0.8	3.0	2.0	1.0	3.4	3.0	0.4	3.0	3.2	-0.2	1.2	1.0	0.2
Radio Tainui	0.1	0.2	-0.1	28	0.2	0.1	0.1	*	0.1	*	0.1	0.6	-0.5	0.1	0.4	-0.3	*	*	*	*	*	*	*	*	*
Tarana	2.8	2.7	0.1	12	0.5	1.1	-0.6	6.2	5.1	1.1	2.6	2.1	0.5	2.4	1.7	0.7	1.5	1.4	0.1	1.5	3.2	-1.7	3.6	2.1	1.5
Radio Waatea	0.1	0.3	-0.2	28	0.6	0.5	0.1	*	*	*	*	*	*	*	0.1	*	*	0.2	*	0.2	0.5	-0.3	*	0.4	*
Rhema	0.7	1.3	-0.6	24	0.8	1.0	-0.2	0.3	0.4	-0.1	0.6	0.9	-0.3	0.6	1.1	-0.5	0.6	1.8	-1.2	0.8	2.0	-1.2	1.0	2.5	-1.5
Rock	3.9	4.3	-0.4	9	1.4	3.9	-2.5	4.7	4.9	-0.2	7.0	8.6	-1.6	5.8	6.5	-0.7	3.6	2.6	1.0	2.8	1.5	1.3	3.7	3.4	0.3
Star	0.7	0.6	0.1	24	0.3	0.5	-0.2	0.1	0.4	-0.3	0.1	0.5	-0.4	0.1	0.4	-0.3	1.5	0.5	1.0	2.3	0.9	1.4	1.9	1.1	0.8
The Hits	4.7	4.4	0.3	8	6.7	6.4	0.3	5.0	4.6	0.4	5.3	4.8	0.5	5.3	4.9	0.4	5.2	4.4	0.8	3.5	2.5	1.0	4.5	5.7	-1.2
The Sound	3.2	3.7	-0.5	11	3.0	0.7	2.3	1.7	1.9	-0.2	1.9	2.5	-0.6	2.9	4.5	-1.6	5.6	7.0	-1.4	5.2	4.7	0.5	1.3	3.9	-2.6
ZM	5.9	5.7	0.2	6	6.7	4.7	2.0	11.7	10.6	1.1	8.0	8.0	0.0	6.4	6.4	0.0	3.1	3.2	-0.1	1.5	1.9	-0.4	5.4	6.2	-0.8
Others	6.3	6.9	-0.6		11.1	10.5	0.6	4.0	4.3	-0.3	6.8	6.2	0.6	7.2	6.0	1.2	5.1	4.4	0.7	3.9	6.6	-2.7	8.1	7.2	0.9
Mediaworks Combo	42.1	44.8	-2.7		52.7	50.9	1.8	47.4	49.9	-2.5	46.5	51.1	-4.6	45.1	50.2	-5.1	42.5	44.5	-2.0	36.0	33.8	2.2	47.8	51.3	-3.5
NZME Combo	41.7	39.1	2.6		28.1	31.6	-3.5	33.0	31.8	1.2	32.8	30.3	2.5	36.4	34.1	2.3	44.8	44.2	0.6	52.1	50.2	1.9	30.7	32.3	-1.6
NZME and Partners	46.2	42.2	4.0		31.8	33.8	-2.0	40.7	38.7	2.0	41.9	37.2	4.7	43.4	39.0	4.4	48.0	45.8	2.2	54.7	51.4	3.3	36.2	34.0	2.2
Potential (000)	1,332.5	1,332.5	0.0		150.1	145.0	5.1	443.3	448.4	-5.1	460.1	460.1	0.0	662.1	662.1	0.0	358.6	358.6	0.0	265.3	265.3	0.0	268.0	241.4	26.6
Sample	2,572	2,404	168		279	235	44	768	802	-34	877	927	-50	1,236	1,288	-52	668	637	31	610	491	119	516	476	40

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 2 2017

Station Share (%) by Daypart, People 10+

Survey Comparisons: 1/2017 - 2/2017

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

Last Survey Period: Sun Jul 17 to Sat Oct 22 2016 & Sun Jan 29 to Sat Apr 8 2017

	This	Last	+/-
Potential (000)	1,332.5	1,332.5	0.0
Sample Size	2,572	2,404	168

	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	1.0	n.a.	*	21	0.5	n.a.	*		0.8	n.a.	*		1.3	n.a.	*		1.7	n.a.	*		0.3	n.a.	*		2.1	n.a.	*	
Ake	*	*	*	*	*	*	*		*	*	*		0.1	*	*		0.4	0.1	0.3		*	*	*		0.2	0.2	0.0	
BBC	0.9	0.5	0.4	22	0.4	0.2	0.2		0.4	0.3	0.1		0.6	0.3	0.3		3.8	2.2	1.6		5.4	2.5	2.9		1.2	0.8	0.4	
Breeze	7.7	7.4	0.3	3	9.8	10.1	-0.3		10.1	10.2	-0.1		6.8	7.0	-0.2		4.8	6.8	-2.0		5.1	5.8	-0.7		8.3	8.3	0.0	
Chinese Radio AM936	1.3	0.8	0.5	20	1.6	1.0	0.6		1.1	0.5	0.6		1.3	1.1	0.2		0.4	0.4	0.0		0.1	0.1	0.0		0.6	0.5	0.1	
Coast	6.5	5.6	0.9	5	9.6	10.0	-0.4		9.8	11.0	-1.2		7.8	7.4	0.4		8.1	6.9	1.2		8.1	5.0	3.1		9.9	9.4	0.5	
Edge	6.0	6.1	-0.1	6	5.4	5.0	0.4		6.6	6.0	0.6		7.7	7.6	0.1		5.5	5.2	0.3		3.1	4.2	-1.1		5.7	6.7	-1.0	
Flava	2.4	3.4	-1.0	13	3.9	3.6	0.3		4.3	3.4	0.9		4.0	3.4	0.6		4.5	4.5	0.0		3.1	4.3	-1.2		3.7	4.2	-0.5	
FM99.4 Chinese Voice	0.1	0.3	-0.2	28	0.1	0.3	-0.2		0.1	0.2	-0.1		0.2	0.2	0.0		0.2	1.5	-1.3		*	0.2	*		0.3	0.2	0.1	
George FM	2.1	2.7	-0.6	14	2.3	2.6	-0.3		2.4	2.7	-0.3		2.8	3.9	-1.1		2.3	2.7	-0.4		2.2	1.7	0.5		3.6	4.7	-1.1	
Humm FM	3.0	2.6	0.4	11	1.4	1.5	-0.1		1.4	1.0	0.4		3.2	2.6	0.6		1.7	2.2	-0.5		2.0	1.9	0.1		2.3	2.6	-0.3	
Life FM	0.9	0.8	0.1	22	0.3	0.8	-0.5		0.4	0.6	-0.2		0.9	0.9	0.0		1.5	1.7	-0.2		0.4	0.7	-0.3		1.2	1.5	-0.3	
Magic	1.7	1.1	0.6	18	1.7	2.4	-0.7		1.7	2.0	-0.3		1.0	1.2	-0.2		1.5	0.6	0.9		1.9	1.2	0.7		1.9	2.1	-0.2	
Mai FM	9.7	10.4	-0.7	2	7.4	7.4	0.0		7.7	8.0	-0.3		9.8	11.6	-1.8		9.7	8.7	1.0		9.4	9.4	0.0		8.4	8.4	0.0	
Mix	1.6	1.6	0.0	19	2.1	3.0	-0.9		2.6	3.4	-0.8		1.3	1.5	-0.2		1.0	1.4	-0.4		0.4	0.1	0.3		1.8	1.9	-0.1	
More FM	5.2	5.4	-0.2	7	5.5	5.4	0.1		6.3	6.1	0.2		5.6	6.4	-0.8		1.6	2.9	-1.3		3.0	3.5	-0.5		3.5	3.9	-0.4	
More FM Rodney	0.3	0.3	0.0	26	0.4	0.2	0.2		0.2	0.1	0.1		0.2	0.2	0.0		0.4	0.4	0.0		*	1.5	*		0.3	0.3	0.0	
Newstalk ZB	14.9	12.9	2.0	1	11.7	9.7	2.0		6.9	5.2	1.7		8.9	8.8	0.1		14.7	14.1	0.6		21.7	20.1	1.6		9.1	7.9	1.2	
Radio Hauraki	1.9	2.1	-0.2	17	2.4	3.4	-1.0		2.2	2.9	-0.7		2.6	2.3	0.3		1.3	0.9	0.4		0.9	1.1	-0.2		2.7	2.8	-0.1	
RadioLIVE	4.3	5.2	-0.9	8	1.6	0.8	0.8		1.5	1.5	0.0		2.9	2.4	0.5		3.3	4.2	-0.9		5.3	6.1	-0.8		2.5	2.7	-0.2	
Radio Sport	2.1	1.8	0.3	14	2.9	2.3	0.6		2.3	2.3	0.0		2.7	1.7	1.0		2.5	1.8	0.7		1.9	1.6	0.3		3.0	1.9	1.1	
Radio Tainui	*	*	*	*	*	*	*		0.1	*	*		*	0.1	*		0.1	0.4	-0.3		0.2	3.4	-3.2		0.1	0.3	-0.2	
Tarana	3.0	3.2	-0.2	11	2.6	2.3	0.3		2.0	1.6	0.4		2.8	3.0	-0.2		3.8	3.2	0.6		4.6	2.8	1.8		3.1	2.9	0.2	
Radio Waatea	0.2	0.2	0.0	27	0.1	0.1	0.0		*	0.4	*		0.2	0.3	-0.1		0.1	0.1	0.0		*	0.3	*		0.1	0.4	-0.3	
Rhema	0.5	1.3	-0.8	24	0.6	0.9	-0.3		0.7	1.2	-0.5		0.5	1.1	-0.6		0.7	2.0	-1.3		1.7	2.1	-0.4		0.9	1.3	-0.4	
Rock	3.4	3.9	-0.5	10	4.8	5.2	-0.4		5.4	5.7	-0.3		3.6	4.7	-1.1		3.0	2.5	0.5		5.0	5.6	-0.6		2.9	3.1	-0.2	
Star	0.5	0.5	0.0	24	0.6	0.7	-0.1		0.7	0.6	0.1		0.5	0.5	0.0		1.0	0.5	0.5		0.5	0.8	-0.3		1.0	0.8	0.2	
The Hits	4.2	3.8	0.4	9	6.5	5.7	0.8		6.3	5.5	0.8		4.8	4.7	0.1		3.3	3.8	-0.5		2.4	2.1	0.3		3.4	3.4	0.0	
The Sound	2.1	3.3	-1.2	14	3.3	4.5	-1.2		4.9	5.4	-0.5		2.7	3.3	-0.6		1.4	1.7	-0.3		1.0	2.1	-1.1		3.6	3.4	0.2	
ZM	6.7	6.5	0.2	4	5.6	5.3	0.3		6.2	6.3	-0.1		6.6	6.0	0.6		5.5	5.3	0.2		3.4	4.7	-1.3		5.2	4.8	0.4	
Others	5.7	6.1	-0.4		4.9	5.6	-0.7		5.1	6.1	-1.0		6.4	5.9	0.5		10.3	11.3	-1.0		6.9	5.0	1.9		7.5	8.8	-1.3	
Mediaworks Combo	42.7	45.9	-3.2		42.3	43.6	-1.3		46.6	47.6	-1.0		43.2	48.2	-5.0		33.4	35.8	-2.4		36.0	41.0	-5.0		40.7	43.4	-2.7	
NZME Combo	41.1	38.4	2.7		45.1	43.2	1.9		41.1	40.1	1.0		39.2	36.1	3.1		44.8	40.8	4.0		47.3	41.5	5.8		40.0	37.0	3.0	
NZME and Partners	46.4	42.0	4.4		48.6	45.9	2.7		44.4	41.9	2.5		45.3	40.1	5.2		48.7	44.9	3.8		49.7	43.7	6.0		45.2	40.4	4.8	

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

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 2 2017

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

Survey Comparisons: 1/2017 - 2/2017

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

Last Survey Period: Sun Jul 17 to Sat Oct 22 2016 & Sun Jan 29 to Sat Apr 8 2017

	This	Last	+/-
Potential (000)	1,332.5	1,332.5	0.0
Sample Size	2,572	2,404	168

	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	n.a.	*	21	9.4	n.a.	*	15.2	n.a.	*	20.1	n.a.	*	9.3	n.a.	*	1.5	n.a.	*	27.0	n.a.	*
Ake	*	0.3	*	*	*	*	*	0.3	0.5	-0.2	1.3	*	*	1.3	0.4	0.9	*	*	*	2.0	1.7	0.3
BBC	12.6	9.5	3.1	23	7.7	5.3	2.4	9.7	9.3	0.4	11.4	7.0	4.4	16.2	12.6	3.6	11.5	8.4	3.1	25.1	19.2	5.9
Breeze	87.2	84.4	2.8	3	75.5	76.8	-1.3	80.7	76.0	4.7	81.0	79.4	1.6	26.6	35.7	-9.1	16.5	18.7	-2.2	108.5	112.9	-4.4
Chinese Radio AM936	12.9	7.9	5.0	22	10.0	8.6	1.4	6.0	4.4	1.6	12.0	10.6	1.4	2.9	3.0	-0.1	0.8	0.8	0.0	10.0	10.0	0.0
Coast	68.7	65.9	2.8	6	66.9	64.4	2.5	85.4	79.2	6.2	74.2	68.4	5.8	32.0	34.9	-2.9	21.0	16.9	4.1	91.8	79.9	11.9
Edge	85.0	86.9	-1.9	4	63.1	62.4	0.7	79.4	74.5	4.9	94.2	96.0	-1.8	44.7	45.9	-1.2	13.5	17.0	-3.5	104.3	107.7	-3.4
Flava	45.4	55.1	-9.7	9	34.6	39.0	-4.4	42.9	40.9	2.0	55.2	52.1	3.1	23.2	24.9	-1.7	12.2	11.3	0.9	57.0	58.1	-1.1
FM99.4 Chinese Voice	4.3	5.1	-0.8	26	3.3	4.0	-0.7	3.2	4.3	-1.1	2.1	1.8	0.3	1.1	4.0	-2.9	0.6	1.6	-1.0	6.7	5.5	1.2
George FM	29.2	39.3	-10.1	13	22.2	28.8	-6.6	22.6	31.6	-9.0	35.3	42.7	-7.4	12.3	19.4	-7.1	8.8	8.3	0.5	49.2	65.5	-16.3
Humm FM	31.5	27.9	3.6	12	13.6	15.7	-2.1	11.2	9.2	2.0	21.5	18.6	2.9	7.3	10.8	-3.5	4.5	6.1	-1.6	39.8	34.0	5.8
Life FM	16.0	14.6	1.4	20	6.1	11.4	-5.3	8.5	11.7	-3.2	13.8	11.4	2.4	9.1	9.7	-0.6	5.1	4.6	0.5	23.8	24.5	-0.7
Magic	17.0	13.7	3.3	19	10.6	12.2	-1.6	12.2	12.5	-0.3	12.6	15.4	-2.8	6.7	6.4	0.3	5.7	4.9	0.8	24.6	24.9	-0.3
Mai FM	115.1	123.1	-8.0	2	62.1	65.3	-3.2	68.5	77.8	-9.3	100.3	104.5	-4.2	51.8	42.9	8.9	24.3	24.2	0.1	119.4	103.2	16.2
Mix	18.9	21.0	-2.1	18	17.6	20.6	-3.0	22.7	26.1	-3.4	20.2	22.4	-2.2	7.1	7.8	-0.7	2.5	1.5	1.0	31.1	26.5	4.6
More FM	57.5	59.4	-1.9	7	39.5	38.5	1.0	50.0	43.2	6.8	54.0	52.9	1.1	17.5	26.6	-9.1	13.5	14.1	-0.6	58.0	54.9	3.1
More FM Rodney	6.0	8.3	-2.3	25	5.6	4.2	1.4	5.8	2.8	3.0	5.5	4.2	1.3	2.8	4.4	-1.6	0.3	2.3	-2.0	8.4	8.6	-0.2
Newstalk ZB	130.1	122.9	7.2	1	80.2	67.5	12.7	75.0	65.6	9.4	83.8	85.2	-1.4	52.6	47.7	4.9	46.0	30.4	15.6	107.9	86.5	21.4
Radio Hauraki	28.2	28.3	-0.1	14	22.3	25.8	-3.5	28.0	27.5	0.5	30.9	30.8	0.1	12.3	11.3	1.0	6.4	4.9	1.5	29.6	34.8	-5.2
RadioLIVE	37.1	40.0	-2.9	11	18.1	11.3	6.8	16.6	15.3	1.3	29.1	26.4	2.7	12.7	10.5	2.2	12.8	10.4	2.4	30.9	31.2	-0.3
Radio Sport	25.4	16.8	8.6	16	20.4	16.7	3.7	23.6	21.2	2.4	26.0	16.3	9.7	15.5	13.0	2.5	8.2	4.9	3.3	45.9	33.1	12.8
Radio Tainui	0.6	0.7	-0.1	29	0.6	0.7	-0.1	1.9	0.6	1.3	1.1	1.4	-0.3	0.6	2.0	-1.4	1.1	2.8	-1.7	2.1	2.9	-0.8
Tarana	27.1	29.3	-2.2	15	13.5	13.2	0.3	10.6	8.7	1.9	22.9	20.7	2.2	18.8	9.5	9.3	8.0	5.0	3.0	33.1	27.6	5.5
Radio Waatea	4.2	3.5	0.7	27	2.6	3.4	-0.8	0.9	2.6	-1.7	3.5	4.7	-1.2	0.7	1.0	-0.3	0.3	1.2	-0.9	2.5	4.8	-2.3
Rhema	11.8	19.6	-7.8	24	6.3	10.8	-4.5	10.1	12.0	-1.9	8.5	12.2	-3.7	4.9	10.3	-5.4	4.7	5.0	-0.3	14.7	21.5	-6.8
Rock	38.7	40.8	-2.1	10	28.9	30.8	-1.9	34.2	37.1	-2.9	38.9	45.9	-7.0	16.8	15.5	1.3	11.3	12.1	-0.8	42.9	45.3	-2.4
Star	4.1	5.6	-1.5	28	3.0	5.2	-2.2	7.2	10.4	-3.2	4.3	6.3	-2.0	5.6	4.7	0.9	1.0	2.5	-1.5	10.3	11.2	-0.9
The Hits	49.1	46.2	2.9	8	40.4	37.3	3.1	50.5	46.9	3.6	48.5	52.0	-3.5	22.5	25.2	-2.7	12.1	11.8	0.3	56.9	51.1	5.8
The Sound	24.8	33.9	-9.1	17	23.3	28.6	-5.3	31.4	36.5	-5.1	28.9	35.8	-6.9	9.3	13.9	-4.6	6.4	8.1	-1.7	37.7	42.0	-4.3
ZM	80.0	82.0	-2.0	5	48.5	45.3	3.2	65.4	68.8	-3.4	74.5	69.7	4.8	38.2	39.7	-1.5	15.2	19.9	-4.7	81.8	80.1	1.7
Others	57.7	67.3	-9.6		35.6	42.2	-6.6	41.0	53.6	-12.6	51.5	54.6	-3.1	32.5	42.9	-10.4	24.2	20.1	4.1	75.1	85.9	-10.8
Mediaworks Combo	415.7	442.7	-27.0		298.7	302.8	-4.1	350.0	350.9	-0.9	396.6	417.4	-20.8	180.6	195.2	-14.6	97.3	104.6	-7.3	461.7	464.1	-2.4
NZME Combo	396.8	384.9	11.9		296.7	282.8	13.9	341.5	324.3	17.2	362.9	349.2	13.7	195.2	193.9	1.3	120.7	98.2	22.5	433.2	387.0	46.2
NZME and Partners	446.8	418.1	28.7		324.8	306.3	18.5	368.8	338.5	30.3	406.2	375.5	30.7	211.4	208.5	2.9	125.9	105.6	20.3	491.6	427.6	64.0
All Commercial Radio	783.9	782.2	1.7		576.4	571.1	5.3	625.1	615.1	10.0	718.1	707.2	10.9	389.6	392.5	-2.9	224.6	210.6	14.0	842.3	800.4	41.9

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 2 2017

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

Survey Comparisons: 1/2017 - 2/2017

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

Last Survey Period: Sun Jul 17 to Sat Oct 22 2016 & Sun Jan 29 to Sat Apr 8 2017

	This	Last	+/-
Potential (000)	1,332.5	1,332.5	0.0
Sample Size	2,572	2,404	168

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

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)