



AUCKLAND COMMERCIAL RADIO - SURVEY 4 2017

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

Survey Comparisons: 3/2017 - 4/2017

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

Last Survey Period: Sun Apr 9 to Sat Jun 17 & Sun Jul 2 to Sat Sep 9 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	1.0	1.1	-0.1	20	0.5	1.2	-0.7	1.0	1.2	-0.2	0.9	1.1	-0.2	1.2	1.4	-0.2	1.2	1.4	-0.2	0.6	0.5	0.1	1.3	1.3	0.0
Ake	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.1	*	*	*	*	*	*	*
BBC	0.6	1.0	-0.4	24	0.7	0.4	0.3	0.1	0.3	-0.2	0.1	0.2	-0.1	0.3	0.3	0.0	0.6	0.9	-0.3	0.9	2.6	-1.7	0.4	0.3	0.1
Breeze	7.5	7.0	0.5	4	2.9	5.9	-3.0	6.4	6.5	-0.1	6.4	6.1	0.3	8.4	6.8	1.6	10.8	7.9	2.9	8.8	7.9	0.9	6.9	8.3	-1.4
Chinese Radio AM936	1.0	1.1	-0.1	20	1.1	0.8	0.3	1.2	0.9	0.3	1.6	1.2	0.4	1.6	1.1	0.5	1.0	1.5	-0.5	0.1	1.6	-1.5	2.2	2.0	0.2
Coast	7.9	9.3	-1.4	3	0.8	1.3	-0.5	1.4	1.4	0.0	2.4	3.2	-0.8	3.9	4.7	-0.8	11.1	12.6	-1.5	18.8	21.6	-2.8	6.4	6.1	0.3
Edge	5.3	6.2	-0.9	5	15.0	12.2	2.8	7.8	9.5	-1.7	6.4	8.4	-2.0	5.8	7.0	-1.2	3.3	4.5	-1.2	0.9	2.9	-2.0	4.7	7.1	-2.4
Flava	3.8	4.7	-0.9	11	9.7	10.8	-1.1	8.7	10.6	-1.9	6.0	7.7	-1.7	4.0	5.2	-1.2	0.5	0.4	0.1	0.1	0.1	0.0	4.5	4.1	0.4
FM99.4 Chinese Voice	0.2	0.3	-0.1	28	0.4	0.7	-0.3	0.2	0.3	-0.1	0.1	0.1	0.0	0.1	0.2	-0.1	0.2	0.5	-0.3	0.2	0.4	-0.2	0.1	0.3	-0.2
George FM	3.7	2.9	0.8	12	2.3	1.9	0.4	7.8	4.8	3.0	7.3	4.6	2.7	5.2	3.5	1.7	1.3	1.9	-0.6	0.7	1.6	-0.9	1.8	1.7	0.1
Humm FM	2.5	2.7	-0.2	14	2.2	2.0	0.2	4.6	5.0	-0.4	5.7	5.7	0.0	4.3	4.3	0.0	1.3	1.6	-0.3	0.5	1.0	-0.5	3.9	4.5	-0.6
Life FM	0.9	0.7	0.2	22	0.7	1.0	-0.3	1.2	0.9	0.3	0.6	0.7	-0.1	0.6	0.7	-0.1	0.7	0.8	-0.1	1.2	0.5	0.7	1.2	1.4	-0.2
Magic	1.2	1.4	-0.2	19	*	*	*	0.1	0.2	-0.1	0.1	0.1	0.0	0.4	0.4	0.0	2.3	2.0	0.3	4.2	4.4	-0.2	1.2	1.4	-0.2
Mai FM	9.2	8.7	0.5	2	21.5	22.1	-0.6	16.2	13.6	2.6	13.2	10.6	2.6	10.4	9.1	1.3	4.3	4.7	-0.4	1.9	1.4	0.5	10.6	10.4	0.2
Mix	2.0	1.9	0.1	17	0.7	1.1	-0.4	0.9	1.0	-0.1	2.3	2.1	0.2	2.8	2.8	0.0	2.9	3.1	-0.2	1.8	1.2	0.6	2.5	2.4	0.1
More FM	5.3	5.3	0.0	5	8.3	5.4	2.9	6.2	6.3	-0.1	5.1	6.4	-1.3	5.1	6.2	-1.1	6.1	6.4	-0.3	5.5	5.3	0.2	6.5	6.5	0.0
More FM Rodney	0.4	0.5	-0.1	26	0.8	0.8	0.0	0.4	0.5	-0.1	0.3	0.4	-0.1	0.3	0.4	-0.1	0.4	0.5	-0.1	0.3	0.5	-0.2	0.5	0.5	0.0
Newstalk ZB	12.7	12.5	0.2	1	3.0	3.7	-0.7	2.5	3.6	-1.1	5.3	5.4	-0.1	7.5	8.1	-0.6	12.5	12.4	0.1	19.3	18.8	0.5	8.7	8.7	0.0
Radio Hauraki	2.4	2.3	0.1	15	0.3	0.1	0.2	4.1	3.7	0.4	3.2	3.5	-0.3	2.5	2.9	-0.4	2.0	2.0	0.0	2.7	1.5	1.2	1.5	1.1	0.4
RadioLIVE	2.2	2.6	-0.4	16	0.8	1.1	-0.3	0.3	0.6	-0.3	1.2	1.3	-0.1	1.9	2.6	-0.7	2.5	3.7	-1.2	2.6	3.0	-0.4	2.0	2.6	-0.6
Radio Sport	1.6	2.7	-1.1	18	0.7	1.2	-0.5	0.3	1.4	-1.1	0.5	1.6	-1.1	1.5	3.1	-1.6	3.1	4.2	-1.1	2.5	2.9	-0.4	0.8	1.1	-0.3
Radio Tainui	0.3	0.2	0.1	27	0.2	0.4	-0.2	0.1	0.1	0.0	0.3	0.1	0.2	0.2	0.1	0.1	*	*	*	0.7	0.6	0.1	*	*	*
Tarana	3.3	1.8	1.5	13	1.3	0.8	0.5	2.0	2.1	-0.1	4.1	2.4	1.7	3.5	2.5	1.0	3.5	2.0	1.5	4.3	1.1	3.2	6.3	3.3	3.0
Radio Waatea	0.1	0.1	0.0	29	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.6	0.3	0.3	0.5	0.3	0.2
Rhema	0.9	0.7	0.2	22	0.4	0.8	-0.4	0.8	0.2	0.6	0.9	0.3	0.6	0.9	0.5	0.4	1.4	1.1	0.3	1.5	1.0	0.5	1.2	0.5	0.7
Rock	4.9	4.2	0.7	7	5.0	3.0	2.0	5.4	5.5	-0.1	5.4	6.8	-1.4	6.5	5.9	0.6	6.3	4.0	2.3	2.1	3.1	-1.0	5.2	4.6	0.6
Star	0.6	0.8	-0.2	24	*	0.1	*	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0	1.2	1.8	-0.6	2.3	2.9	-0.6	0.4	1.2	-0.8
The Hits	4.0	3.9	0.1	10	5.1	5.1	0.0	4.5	3.8	0.7	5.4	4.3	1.1	4.9	4.2	0.7	4.2	4.5	-0.3	3.3	3.9	-0.6	4.9	4.1	0.8
The Sound	4.2	2.9	1.3	9	2.9	2.7	0.2	3.8	1.0	2.8	2.9	1.2	1.7	4.3	3.0	1.3	7.0	5.6	1.4	6.2	4.4	1.8	1.4	1.3	0.1
ZM	4.7	5.3	-0.6	8	7.1	7.1	0.0	7.7	10.1	-2.4	7.1	7.9	-0.8	5.9	6.2	-0.3	2.6	2.4	0.2	0.8	0.8	0.0	5.6	5.6	0.0
Others	5.6	5.1	0.5		5.8	6.1	-0.3	4.2	4.7	-0.5	4.9	6.6	-1.7	6.0	7.0	-1.0	5.9	5.6	0.3	4.6	2.2	2.4	6.8	7.1	-0.3
Mediaworks Combo	43.9	41.6	2.3		59.5	55.1	4.4	54.5	48.5	6.0	48.4	45.8	2.6	48.3	44.7	3.6	44.2	41.1	3.1	33.1	34.4	-1.3	40.8	44.5	-3.7
NZME Combo	39.7	43.6	-3.9		28.0	30.9	-2.9	30.1	35.9	-5.8	32.3	36.0	-3.7	33.4	37.5	-4.1	39.4	42.5	-3.1	50.3	53.3	-3.0	35.3	33.5	1.8
NZME and Partners	44.3	48.8	-4.5		32.2	35.6	-3.4	37.1	43.3	-6.2	40.6	44.0	-3.4	40.4	44.5	-4.1	43.0	47.6	-4.6	51.8	56.9	-5.1	42.7	41.7	1.0
Potential (000)	1,332.5	1,332.5	0.0		155.0	151.5	3.5	438.4	441.9	-3.5	460.1	460.1	0.0	662.1	662.1	0.0	358.6	358.6	0.0	265.3	265.3	0.0	274.5	280.4	-5.9
Sample	2,463	2,435	28		321	286	35	824	736	88	869	818	51	1,236	1,160	76	672	652	20	495	560	-65	526	513	13

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 4 2017

Station Share (%) by Daypart, People 10+
Survey Comparisons: 3/2017 - 4/2017

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

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

	This	Last	+/-
Potential (000)	1,332.5	1,332.5	0.0
Sample Size	2,463	2,435	28

	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	0.8	1.1	-0.3	23	1.1	0.5	0.6	1.0	0.9	0.1	0.9	1.4	-0.5	0.9	1.2	-0.3	1.5	1.2	0.3	0.9	1.6	-0.7
Ake	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.4	*	*	*	*	*	*	*
BBC	0.4	0.6	-0.2	25	0.3	0.4	-0.1	0.3	0.4	-0.1	0.4	0.6	-0.2	0.7	3.3	-2.6	2.9	6.2	-3.3	0.9	1.3	-0.4
Breeze	6.0	6.1	-0.1	3	9.3	8.1	1.2	8.6	8.2	0.4	6.0	5.9	0.1	6.5	5.8	0.7	5.9	4.5	1.4	8.2	7.5	0.7
Chinese Radio AM936	1.1	1.5	-0.4	19	1.5	1.7	-0.2	0.8	1.0	-0.2	1.0	0.8	0.2	0.6	0.2	0.4	0.1	*	*	0.7	0.8	-0.1
Coast	6.0	6.8	-0.8	3	8.5	10.8	-2.3	9.5	11.8	-2.3	6.8	7.5	-0.7	9.3	7.2	2.1	6.2	9.7	-3.5	8.4	9.9	-1.5
Edge	5.0	6.9	-1.9	8	4.6	5.0	-0.4	4.6	5.9	-1.3	7.1	8.2	-1.1	5.8	6.8	-1.0	4.2	3.1	1.1	5.7	5.8	-0.1
Flava	3.6	4.2	-0.6	10	3.3	4.4	-1.1	3.9	5.4	-1.5	3.9	5.5	-1.6	4.6	4.6	0.0	3.0	3.0	0.0	4.4	4.6	-0.2
FM99.4 Chinese Voice	0.1	0.2	-0.1	28	0.1	0.2	-0.1	0.1	0.3	-0.2	0.2	0.3	-0.1	0.2	0.2	0.0	0.3	0.1	0.2	0.3	0.6	-0.3
George FM	3.0	2.1	0.9	13	3.8	2.9	0.9	4.6	3.3	1.3	3.6	3.3	0.3	3.6	3.6	0.0	6.1	3.7	2.4	3.1	2.7	0.4
Humm FM	2.2	2.6	-0.4	16	3.1	3.2	-0.1	2.6	3.2	-0.6	1.9	2.9	-1.0	2.5	1.1	1.4	3.5	2.5	1.0	2.5	2.1	0.4
Life FM	1.1	1.0	0.1	19	0.8	0.4	0.4	0.8	0.5	0.3	0.8	0.9	-0.1	1.6	1.6	0.0	1.0	0.7	0.3	0.7	0.7	0.0
Magic	0.9	1.2	-0.3	22	1.7	1.7	0.0	1.9	1.5	0.4	1.0	0.9	0.1	1.0	2.1	-1.1	1.0	1.4	-0.4	1.0	1.3	-0.3
Mai FM	11.2	10.9	0.3	2	6.1	6.4	-0.3	8.0	7.3	0.7	9.9	8.6	1.3	8.3	9.0	-0.7	10.9	10.0	0.9	10.1	9.5	0.6
Mix	1.5	1.5	0.0	17	1.7	1.6	0.1	2.3	2.2	0.1	2.4	2.3	0.1	1.1	0.8	0.3	0.9	0.9	0.0	2.5	2.4	0.1
More FM	5.4	5.3	0.1	5	5.3	6.0	-0.7	6.6	7.4	-0.8	5.5	5.0	0.5	3.5	2.9	0.6	1.9	2.5	-0.6	4.9	4.4	0.5
More FM Rodney	0.2	0.2	0.0	27	0.3	0.5	-0.2	0.3	0.4	-0.1	0.2	0.2	0.0	0.3	0.6	-0.3	0.5	0.4	0.1	0.8	0.8	0.0
Newstalk ZB	16.3	16.4	-0.1	1	13.7	13.6	0.1	7.9	8.2	-0.3	12.4	10.9	1.5	13.8	14.2	-0.4	23.6	21.2	2.4	11.0	10.8	0.2
Radio Hauraki	3.1	2.2	0.9	12	2.7	2.3	0.4	2.9	3.0	-0.1	2.1	2.6	-0.5	0.7	1.8	-1.1	1.6	0.9	0.7	2.0	2.1	-0.1
RadioLIVE	2.6	3.8	-1.2	15	1.6	1.6	0.0	2.1	1.6	0.5	2.3	3.4	-1.1	2.1	3.0	-0.9	5.8	5.0	0.8	1.7	2.2	-0.5
Radio Sport	1.4	2.2	-0.8	18	2.2	3.4	-1.2	1.3	2.2	-0.9	1.6	2.7	-1.1	0.8	2.3	-1.5	1.0	2.9	-1.9	1.8	3.0	-1.2
Radio Tainui	0.3	0.2	0.1	26	0.5	0.4	0.1	0.1	0.1	0.0	0.1	*	*	*	0.1	*	0.3	0.6	-0.3	0.3	0.3	0.0
Tarana	2.9	1.5	1.4	14	2.3	1.1	1.2	2.7	0.7	2.0	4.2	1.7	2.5	5.0	3.3	1.7	1.5	2.4	-0.9	4.3	3.3	1.0
Radio Waatea	*	0.1	*	*	0.2	0.1	0.1	0.2	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.0	*	*	*	0.2	0.1	0.1
Rhema	1.0	0.5	0.5	21	0.5	0.3	0.2	0.6	0.4	0.2	0.7	0.6	0.1	1.8	1.8	0.0	1.5	1.3	0.2	1.2	1.1	0.1
Rock	5.2	4.2	1.0	7	4.8	5.0	-0.2	6.5	5.7	0.8	5.0	3.9	1.1	3.4	4.0	-0.6	2.9	3.1	-0.2	3.7	2.7	1.0
Star	0.6	0.5	0.1	24	0.2	0.6	-0.4	0.3	0.6	-0.3	0.4	0.7	-0.3	1.6	1.4	0.2	1.4	0.7	0.7	0.9	1.2	-0.3
The Hits	4.0	3.9	0.1	9	4.7	4.9	-0.2	4.9	4.9	0.0	4.4	3.9	0.5	2.5	2.3	0.2	1.7	1.8	-0.1	3.1	3.1	0.0
The Sound	3.2	2.2	1.0	11	6.3	3.2	3.1	6.2	4.0	2.2	3.6	2.5	1.1	1.5	1.7	-0.2	1.5	1.4	0.1	3.3	3.0	0.3
ZM	5.4	6.1	-0.7	5	3.5	4.5	-1.0	4.6	5.5	-0.9	6.4	6.7	-0.3	4.2	5.4	-1.2	1.9	2.1	-0.2	4.5	4.7	-0.2
Others	5.3	3.9	1.4		5.3	5.0	0.3	3.7	3.2	0.5	4.8	5.9	-1.1	11.8	7.3	4.5	5.4	6.6	-1.2	6.9	6.7	0.2
Mediaworks Combo	42.7	42.8	-0.1		43.8	40.4	3.4	49.5	45.3	4.2	44.3	41.9	2.4	36.0	39.5	-3.5	40.7	35.3	5.4	42.6	39.8	2.8
NZME Combo	41.7	44.0	-2.3		40.7	45.9	-5.2	37.5	43.6	-6.1	40.4	42.6	-2.2	37.7	41.9	-4.2	42.7	48.7	-6.0	38.6	41.9	-3.3
NZME and Partners	46.0	49.6	-3.6		46.4	51.6	-5.2	42.1	49.0	-6.9	44.5	48.0	-3.5	42.0	44.5	-2.5	48.0	52.5	-4.5	43.0	46.9	-3.9

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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)



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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	32.3	44.6	-12.3	19	1.9	5.3	-3.4	10.3	12.1	-1.8	14.1	17.0	-2.9	19.6	27.7	-8.1	9.7	15.9	-6.2	5.3	6.1	-0.8	7.6	13.5	-5.9
Ake	0.5	1.4	-0.9	30	*	*	*	0.5	0.4	0.1	0.5	0.4	0.1	0.5	0.4	0.1	*	1.0	*	*	1.0	*	*	*	*
BBC	26.8	32.9	-6.1	23	4.3	1.9	2.4	3.2	7.0	-3.8	2.7	5.6	-2.9	6.1	9.2	-3.1	9.6	10.0	-0.4	12.4	12.7	-0.3	5.7	5.4	0.3
Breeze	179.2	161.4	17.8	3	14.4	12.0	2.4	52.9	51.6	1.3	55.7	58.9	-3.2	99.5	92.4	7.1	70.2	55.1	15.1	42.0	34.3	7.7	41.8	42.4	-0.6
Chinese Radio AM936	30.0	25.9	4.1	21	5.0	4.3	0.7	11.3	10.9	0.4	15.0	11.2	3.8	21.9	14.2	7.7	7.8	5.3	2.5	0.9	4.2	-3.3	9.1	7.6	1.5
Coast	133.1	135.3	-2.2	6	7.1	5.0	2.1	15.4	14.1	1.3	21.7	18.8	2.9	39.7	43.1	-3.4	51.4	55.5	-4.1	67.3	60.2	7.1	19.5	17.9	1.6
Edge	161.9	172.7	-10.8	4	31.6	32.7	-1.1	79.5	81.4	-1.9	66.5	75.6	-9.1	85.5	95.9	-10.4	26.7	30.2	-3.5	8.4	11.6	-3.2	32.2	38.3	-6.1
Flava	102.8	111.0	-8.2	9	24.6	24.8	-0.2	60.9	62.8	-1.9	40.7	45.8	-5.1	45.6	50.4	-4.8	5.1	5.4	-0.3	0.2	0.8	-0.6	24.4	25.7	-1.3
FM99.4 Chinese Voice	7.6	12.8	-5.2	27	1.5	2.1	-0.6	3.7	6.1	-2.4	2.4	3.1	-0.7	2.5	4.7	-2.2	1.4	3.8	-2.4	1.2	3.2	-2.0	0.4	2.3	-1.9
George FM	83.8	71.7	12.1	11	6.4	3.9	2.5	46.0	37.5	8.5	41.0	34.0	7.0	50.4	44.0	6.4	12.3	15.5	-3.2	4.3	6.5	-2.2	16.6	14.1	2.5
Humm FM	40.6	49.2	-8.6	18	5.5	5.1	0.4	16.5	23.1	-6.6	25.9	34.0	-8.1	31.2	37.1	-5.9	6.2	8.1	-1.9	1.2	5.0	-3.8	12.2	16.0	-3.8
Life FM	29.9	30.3	-0.4	22	5.1	4.5	0.6	12.7	10.9	1.8	9.7	12.7	-3.0	13.6	18.1	-4.5	6.0	6.3	-0.3	3.0	1.7	1.3	6.6	8.4	-1.8
Magic	26.1	29.7	-3.6	24	0.3	*	*	1.8	4.5	-2.7	2.3	3.2	-0.9	5.5	6.1	-0.6	11.9	9.7	2.2	18.2	17.4	0.8	4.1	5.4	-1.3
Mai FM	228.8	230.3	-1.5	1	39.1	41.1	-2.0	120.0	114.2	5.8	97.2	97.9	-0.7	121.8	119.7	2.1	34.1	30.1	4.0	13.0	10.1	2.9	44.4	46.9	-2.5
Mix	52.5	52.9	-0.4	14	2.9	3.6	-0.7	10.0	9.5	0.5	22.5	24.9	-2.4	36.9	41.2	-4.3	20.7	21.3	-0.6	9.5	6.5	3.0	16.6	17.6	-1.0
More FM	119.3	120.6	-1.3	7	20.0	18.8	1.2	38.6	41.5	-2.9	44.0	48.9	-4.9	64.5	70.6	-6.1	35.6	34.0	1.6	18.5	16.4	2.1	31.1	30.6	0.5
More FM Rodney	16.5	18.9	-2.4	25	2.8	2.7	0.1	4.8	7.2	-2.4	5.9	6.5	-0.6	7.2	8.7	-1.5	3.1	4.8	-1.7	3.2	3.8	-0.6	3.2	3.9	-0.7
Newstalk ZB	195.5	199.6	-4.1	2	12.8	15.7	-2.9	26.9	29.9	-3.0	44.2	41.8	2.4	83.5	79.9	3.6	70.2	71.1	-0.9	63.8	65.3	-1.5	34.9	31.6	3.3
Radio Hauraki	63.2	60.5	2.7	13	2.6	1.7	0.9	30.2	29.6	0.6	32.4	33.8	-1.4	39.8	42.0	-2.2	13.7	13.1	0.6	8.3	6.0	2.3	12.0	11.6	0.4
RadioLIVE	47.2	64.7	-17.5	15	3.3	3.7	-0.4	4.9	8.1	-3.2	9.9	13.5	-3.6	24.3	35.0	-10.7	21.6	30.3	-8.7	13.4	17.5	-4.1	12.1	14.9	-2.8
Radio Sport	44.6	70.0	-25.4	16	2.6	7.0	-4.4	6.9	11.3	-4.4	10.3	16.2	-5.9	20.1	34.5	-14.4	18.9	25.4	-6.5	14.8	16.0	-1.2	5.5	8.5	-3.0
Radio Tainui	6.3	6.5	-0.2	28	1.0	1.7	-0.7	2.0	1.9	0.1	1.8	1.7	0.1	1.8	1.7	0.1	0.5	*	*	2.7	1.8	0.9	0.6	0.2	0.4
Tarana	42.5	46.3	-3.8	17	3.0	2.5	0.5	12.1	22.9	-10.8	22.7	23.0	-0.3	29.3	31.2	-1.9	10.2	12.0	-1.8	5.2	6.1	-0.9	11.9	15.2	-3.3
Radio Waatea	6.3	5.9	0.4	28	*	*	*	1.2	2.1	-0.9	1.0	0.7	0.3	1.4	2.0	-0.6	1.5	1.5	0.0	4.1	2.1	2.0	1.3	1.3	0.0
Rhema	32.3	27.1	5.2	19	2.7	2.0	0.7	9.2	6.6	2.6	10.2	8.0	2.2	16.3	13.6	2.7	13.5	10.8	2.7	9.7	7.2	2.5	10.1	8.0	2.1
Rock	87.6	82.8	4.8	10	12.3	9.2	3.1	34.9	32.2	2.7	42.6	46.8	-4.2	59.4	60.8	-1.4	20.6	17.7	2.9	4.4	5.6	-1.2	16.7	17.3	-0.6
Star	9.4	11.6	-2.2	26	0.2	1.0	-0.8	1.9	1.5	0.4	2.2	1.3	0.9	2.6	1.7	0.9	4.6	4.5	0.1	5.4	5.6	-0.2	1.7	1.1	0.6
The Hits	107.6	110.5	-2.9	8	16.4	16.4	0.0	34.2	37.3	-3.1	47.3	47.1	0.2	66.8	63.5	3.3	30.1	28.2	1.9	13.9	16.1	-2.2	27.7	27.9	-0.2
The Sound	72.1	60.1	12.0	12	6.0	4.6	1.4	17.3	10.4	6.9	13.7	10.2	3.5	31.0	31.7	-0.7	33.6	33.4	0.2	28.2	19.4	8.8	11.4	10.0	1.4
ZM	155.5	150.7	4.8	5	22.4	21.3	1.1	73.7	72.5	1.2	73.4	70.6	2.8	93.3	90.4	2.9	28.6	27.6	1.0	9.4	8.3	1.1	34.6	36.6	-2.0
Others	124.2	121.4	2.8		17.5	13.7	3.8	45.0	47.1	-2.1	42.0	52.8	-10.8	58.2	72.0	-13.8	28.5	29.8	-1.3	24.7	15.7	9.0	29.4	31.1	-1.7
Mediaworks Combo	706.7	691.9	14.8		91.6	85.9	5.7	263.9	251.4	12.5	262.4	264.6	-2.2	378.1	375.2	2.9	191.7	181.5	10.2	116.2	108.8	7.4	155.6	162.2	-6.6
NZME Combo	649.5	668.0	-18.5		69.4	71.0	-1.6	198.1	200.0	-1.9	214.8	216.3	-1.5	312.6	326.9	-14.3	186.3	192.1	-5.8	151.1	141.1	10.0	131.7	134.1	-2.4
NZME and Partners	709.5	732.2	-22.7		75.2	77.2	-2.0	221.1	224.3	-3.2	246.2	248.2	-2.0	356.0	367.4	-11.4	201.6	208.9	-7.3	154.9	150.9	4.0	148.0	154.7	-6.7
All Commercial Radio	1,071.9	1,080.2	-8.3		117.2	112.9	4.3	353.3	352.9	0.4	378.6	385.1	-6.5	553.8	561.9	-8.1	305.5	307.0	-1.5	213.8	213.1	0.7	236.7	237.8	-1.1
Potential (000)	1,332.5	1,332.5	0.0		155.0	151.5	3.5	438.4	441.9	-3.5	460.1	460.1	0.0	662.1	662.1	0.0	358.6	358.6	0.0	265.3	265.3	0.0	274.5	280.4	-5.9
Sample	2,463	2,435	28		321	286	35	824	736	88	869	818	51	1,236	1,160	76	672	652	20	495	560	-65	526	513	13

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 4 2017

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

Survey Comparisons: 3/2017 - 4/2017

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

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

	This	Last	+/-
Potential (000)	1,332.5	1,332.5	0.0
Sample Size	2,463	2,435	28

	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	12.7	17.9	-5.2	22	8.0	8.8	-0.8	13.3	15.5	-2.2	12.4	21.1	-8.7	4.2	5.2	-1.0	5.1	3.8	1.3	16.7	26.9	-10.2
Ake	*	*	*	*	*	*	*	0.3	*	*	0.3	1.0	-0.7	0.3	1.0	-0.7	0.1	*	*	*	0.4	*
BBC	11.1	11.1	0.0	23	8.7	7.9	0.8	6.0	7.8	-1.8	7.0	10.7	-3.7	6.4	12.9	-6.5	6.3	8.5	-2.2	15.1	19.7	-4.6
Breeze	94.2	82.0	12.2	3	75.1	65.6	9.5	78.8	71.0	7.8	72.3	74.2	-1.9	37.0	34.8	2.2	18.3	16.0	2.3	100.5	94.6	5.9
Chinese Radio AM936	15.4	16.0	-0.6	20	11.2	11.9	-0.7	10.9	8.5	2.4	16.6	9.8	6.8	4.8	2.9	1.9	0.7	*	*	19.5	12.8	6.7
Coast	60.9	64.5	-3.6	7	66.9	67.5	-0.6	73.0	76.2	-3.2	65.2	70.0	-4.8	37.0	27.7	9.3	20.3	23.9	-3.6	85.5	91.4	-5.9
Edge	77.8	88.8	-11.0	5	53.4	56.2	-2.8	63.6	70.0	-6.4	88.5	94.2	-5.7	40.5	48.4	-7.9	15.4	14.2	1.2	91.8	101.7	-9.9
Flava	52.3	56.2	-3.9	10	30.7	30.9	-0.2	50.4	52.2	-1.8	46.5	55.5	-9.0	23.0	21.4	1.6	10.7	12.2	-1.5	64.3	67.0	-2.7
FM99.4 Chinese Voice	4.2	6.5	-2.3	27	1.3	5.0	-3.7	1.6	4.6	-3.0	2.9	4.2	-1.3	1.7	1.3	0.4	0.6	0.3	0.3	4.7	9.8	-5.1
George FM	41.4	28.1	13.3	11	27.3	25.0	2.3	32.9	29.7	3.2	42.3	39.9	2.4	18.9	16.2	2.7	14.8	13.2	1.6	52.2	48.7	3.5
Humm FM	21.8	26.8	-5.0	17	12.4	11.6	0.8	16.6	18.0	-1.4	15.4	21.7	-6.3	11.1	6.1	5.0	7.9	5.7	2.2	30.1	34.6	-4.5
Life FM	19.3	17.6	1.7	18	9.8	7.2	2.6	12.1	10.6	1.5	15.0	18.4	-3.4	7.6	7.1	0.5	1.9	3.1	-1.2	15.2	14.2	1.0
Magic	9.6	14.7	-5.1	24	8.8	10.5	-1.7	16.2	14.2	2.0	10.5	10.3	0.2	3.5	6.5	-3.0	1.7	2.2	-0.5	15.3	16.9	-1.6
Mai FM	140.4	143.3	-2.9	1	67.2	61.6	5.6	102.6	86.0	16.6	109.8	106.4	3.4	54.6	61.8	-7.2	33.1	34.2	-1.1	143.8	146.1	-2.3
Mix	26.8	22.3	4.5	15	18.0	16.2	1.8	20.0	18.7	1.3	21.8	24.0	-2.2	9.0	6.6	2.4	4.4	4.2	0.2	30.5	36.8	-6.3
More FM	68.1	63.5	4.6	6	43.4	42.4	1.0	60.2	65.9	-5.7	56.2	55.3	0.9	25.8	21.5	4.3	10.8	12.4	-1.6	75.1	72.6	2.5
More FM Rodney	4.5	4.5	0.0	26	5.6	6.8	-1.2	6.3	8.5	-2.2	7.5	6.6	0.9	4.5	4.5	0.0	0.9	0.8	0.1	9.0	12.2	-3.2
Newstalk ZB	136.3	138.5	-2.2	2	84.2	91.1	-6.9	83.4	85.7	-2.3	102.3	94.7	7.6	54.8	58.7	-3.9	45.1	47.5	-2.4	126.1	126.9	-0.8
Radio Hauraki	33.7	30.4	3.3	13	23.4	19.7	3.7	27.5	27.9	-0.4	32.4	30.0	2.4	8.3	11.9	-3.6	6.6	6.7	-0.1	32.1	29.5	2.6
RadioLIVE	27.1	38.0	-10.9	14	12.5	19.6	-7.1	18.3	19.1	-0.8	21.7	31.7	-10.0	8.6	11.3	-2.7	8.6	10.8	-2.2	20.9	26.0	-5.1
Radio Sport	19.0	28.9	-9.9	19	14.8	21.7	-6.9	17.8	25.3	-7.5	15.3	29.0	-13.7	6.4	12.7	-6.3	3.0	10.3	-7.3	26.8	46.9	-20.1
Radio Tainui	2.4	0.9	1.5	28	2.1	1.3	0.8	1.8	2.6	-0.8	1.8	1.1	0.7	*	0.4	*	1.6	2.0	-0.4	3.8	3.0	0.8
Tarana	26.4	21.8	4.6	16	15.9	12.3	3.6	19.8	13.2	6.6	27.0	24.2	2.8	14.0	17.8	-3.8	4.8	7.5	-2.7	27.8	32.6	-4.8
Radio Waatea	1.2	2.5	-1.3	29	1.3	0.7	0.6	1.7	1.7	0.0	2.9	2.0	0.9	1.6	1.1	0.5	*	*	*	4.6	3.9	0.7
Rhema	14.1	10.1	4.0	21	8.6	4.7	3.9	9.3	9.1	0.2	9.4	8.5	0.9	8.7	6.6	2.1	2.3	3.9	-1.6	21.2	15.1	6.1
Rock	55.9	46.3	9.6	9	28.6	26.5	2.1	40.4	33.6	6.8	44.0	36.3	7.7	21.5	17.8	3.7	8.0	8.0	0.0	49.2	42.8	6.4
Star	5.2	4.5	0.7	25	2.6	2.7	-0.1	3.2	5.0	-1.8	3.7	4.4	-0.7	4.3	5.8	-1.5	2.8	1.7	1.1	7.5	9.2	-1.7
The Hits	57.9	51.8	6.1	8	43.2	41.5	1.7	50.5	47.5	3.0	55.7	49.8	5.9	24.6	18.2	6.4	6.9	6.6	0.3	55.4	59.7	-4.3
The Sound	34.3	24.0	10.3	12	30.7	21.7	9.0	39.1	29.8	9.3	35.7	26.9	8.8	14.7	11.9	2.8	5.7	7.5	-1.8	45.4	39.3	6.1
ZM	79.0	82.9	-3.9	4	53.8	50.4	3.4	68.1	66.6	1.5	81.6	84.0	-2.4	32.6	36.2	-3.6	8.3	8.5	-0.2	88.8	86.1	2.7
Others	57.0	52.3	4.7		41.0	41.4	-0.4	51.1	44.7	6.4	56.7	57.8	-1.1	37.6	25.8	11.8	18.7	19.6	-0.9	84.1	85.3	-1.2
Mediaworks Combo	455.4	447.1	8.3		295.8	289.2	6.6	379.5	363.2	16.3	409.8	400.9	8.9	199.6	202.7	-3.1	104.9	107.8	-2.9	495.7	483.1	12.6
NZME Combo	417.3	429.3	-12.0		295.6	298.5	-2.9	336.6	346.6	-10.0	369.0	384.7	-15.7	180.4	189.7	-9.3	101.4	119.1	-17.7	437.8	466.2	-28.4
NZME and Partners	456.3	477.9	-21.6		323.6	326.6	-3.0	366.8	377.5	-10.7	407.6	428.8	-21.2	198.0	202.6	-4.6	112.2	127.2	-15.0	487.4	522.1	-34.7
All Commercial Radio	811.0	814.5	-3.5		575.7	565.6	10.1	661.6	644.6	17.0	742.0	741.6	0.4	402.0	398.5	3.5	207.6	234.6	-27.0	838.0	862.2	-24.2

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 4 2017

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

Survey Comparisons: 3/2017 - 4/2017

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

Last Survey Period: Sun Apr 9 to Sat Jun 17 & Sun Jul 2 to Sat Sep 9 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	5:05	4:18	0:47	2:54	2:31	0:23	4:50	4:56	-0:06	3:31	3:30	0:00	5:08	4:28	0:39	6:46	4:55	1:51	4:20	3:30	0:50	6:35	3:37	2:58
Ake	1:06	3:22	-2:15	*	*	*	1:06	0:30	0:36	1:06	0:30	0:36	1:06	0:30	0:36	*	4:30	*	*	4:30	*	*	*	*
BBC	3:37	5:19	-1:41	2:03	2:36	-0:32	2:15	1:54	0:21	2:21	1:52	0:29	3:42	2:28	1:14	3:23	4:39	-1:16	3:00	8:03	-5:02	2:53	1:42	1:11
Breeze	7:08	7:17	-0:08	2:25	5:37	-3:11	6:12	6:22	-0:09	6:23	5:45	0:38	7:25	6:22	1:02	8:36	7:43	0:53	8:22	9:09	-0:47	6:12	7:10	-0:58
Chinese Radio AM936	5:24	6:52	-1:28	2:41	2:02	0:39	5:25	4:19	1:05	5:52	5:48	0:03	6:16	6:59	-0:43	7:07	15:05	-7:57	6:48	15:05	-8:17	9:03	9:48	-0:44
Coast	10:06	11:28	-1:21	1:19	2:55	-1:36	4:34	5:12	-0:37	6:06	9:31	-3:24	8:43	9:33	-0:49	12:06	12:21	-0:15	11:10	14:09	-2:58	12:17	12:35	-0:18
Edge	5:36	6:01	-0:25	5:45	4:13	1:32	5:02	5:57	-0:54	5:22	6:12	-0:49	5:54	6:24	-0:30	6:51	8:01	-1:09	4:15	9:52	-5:36	5:31	6:46	-1:14
Flava	6:22	7:09	-0:47	4:44	4:57	-0:12	7:17	8:33	-1:16	8:10	9:24	-1:13	7:46	8:56	-1:10	4:57	4:26	0:31	18:15	5:15	13:00	7:01	5:49	1:11
FM99.4 Chinese Voice	3:52	4:05	-0:12	3:25	3:54	-0:28	2:52	2:42	0:09	3:02	2:05	0:56	3:14	3:48	-0:34	7:34	6:48	0:45	7:52	5:18	2:33	5:34	4:51	0:43
George FM	7:28	6:46	0:42	4:17	5:40	-1:23	8:42	6:32	2:09	9:54	7:35	2:18	8:59	6:53	2:05	5:44	6:39	-0:55	6:46	9:37	-2:50	4:06	4:30	-0:24
Humm FM	10:31	9:04	1:27	4:47	4:24	0:23	14:21	10:54	3:26	12:17	9:28	2:48	11:57	10:01	1:55	11:44	10:57	0:47	16:24	7:44	8:40	11:58	10:22	1:36
Life FM	5:13	4:05	1:07	1:38	2:32	-0:53	4:58	4:22	0:35	3:19	2:53	0:25	3:53	3:18	0:34	6:47	6:31	0:15	16:18	12:03	4:15	7:05	6:04	1:00
Magic	8:02	7:44	0:17	0:15	*	*	3:18	2:32	0:46	3:09	2:23	0:46	6:31	5:19	1:12	10:53	11:04	-0:11	9:15	9:54	-0:39	10:43	9:50	0:53
Mai FM	6:50	6:22	0:27	6:39	6:06	0:32	6:56	6:04	0:51	7:35	6:02	1:32	7:29	6:37	0:52	7:00	8:26	-1:25	5:49	5:38	0:11	8:57	8:07	0:50
Mix	6:23	5:56	0:26	2:49	3:30	-0:40	4:43	5:12	-0:29	5:39	4:45	0:54	6:41	6:01	0:39	7:50	7:58	-0:08	7:41	7:18	0:22	5:37	5:03	0:33
More FM	7:33	7:23	0:10	4:58	3:16	1:42	8:13	7:44	0:28	6:29	7:17	-0:48	6:53	7:37	-0:44	9:36	10:12	-0:35	11:45	12:46	-1:00	7:52	7:50	0:01
More FM Rodney	3:59	4:02	-0:03	3:30	3:17	0:12	3:58	3:16	0:42	2:58	3:15	-0:17	4:01	3:48	0:13	6:27	5:19	1:08	3:17	5:11	-1:53	5:58	5:04	0:54
Newstalk ZB	11:03	10:30	0:32	2:51	2:39	0:12	4:42	6:06	-1:23	6:39	7:14	-0:35	7:53	8:48	-0:54	9:59	9:29	0:30	12:05	11:22	0:43	9:23	10:03	-0:40
Radio Hauraki	6:32	6:26	0:05	1:13	0:27	0:46	6:55	6:19	0:36	5:34	5:51	-0:17	5:25	5:57	-0:31	8:18	8:17	0:01	12:52	10:03	2:48	4:34	3:33	1:00
RadioLIVE	7:54	6:46	1:08	2:53	3:15	-0:21	3:27	3:39	-0:11	6:53	5:36	1:16	6:45	6:23	0:22	6:34	6:35	-0:01	7:37	6:47	0:50	6:18	6:16	0:02
Radio Sport	6:03	6:22	-0:19	3:11	2:01	1:10	2:11	6:17	-4:05	2:46	5:23	-2:37	6:34	7:51	-1:16	9:03	8:57	0:05	6:48	7:08	-0:19	5:33	4:47	0:46
Radio Tainui	7:16	5:43	1:32	1:51	2:34	-0:42	2:10	2:41	-0:30	8:08	3:18	4:49	8:08	3:18	4:49	4:00	*	*	10:04	12:48	-2:43	2:36	5:15	-2:38
Tarana	13:14	6:41	6:33	5:05	3:47	1:17	8:25	4:43	3:42	10:10	5:44	4:25	10:35	6:55	3:39	19:12	9:09	10:03	32:55	7:06	25:48	20:01	7:51	12:09
Radio Waatea	3:54	2:49	1:05	*	*	*	0:35	0:39	-0:03	1:01	1:14	-0:12	0:49	1:11	-0:22	0:36	1:03	-0:26	5:34	6:01	-0:27	13:45	8:42	5:02
Rhema	4:49	4:18	0:30	1:51	4:49	-2:57	4:34	1:29	3:05	4:49	2:04	2:44	4:35	3:06	1:28	5:52	5:27	0:25	6:06	5:20	0:45	4:22	2:24	1:58
Rock	9:26	8:30	0:56	4:52	3:40	1:11	7:57	8:37	-0:40	7:01	8:08	-1:07	9:36	8:24	1:11	17:17	12:22	4:54	19:13	21:49	-2:35	11:41	9:40	2:00
Star	10:45	11:05	-0:19	0:15	1:17	-1:02	1:30	2:14	-0:44	2:34	2:34	0:00	2:38	2:40	-0:01	14:25	21:10	-6:45	16:39	20:12	-3:33	8:11	38:17	-30:05
The Hits	6:17	5:56	0:20	3:44	3:31	0:12	6:41	5:14	1:27	6:18	5:10	1:08	6:27	5:49	0:38	7:50	8:34	-0:43	9:31	9:31	0:00	6:39	5:20	1:19
The Sound	9:53	7:58	1:54	5:52	6:41	-0:48	11:25	4:43	6:41	11:47	6:42	5:05	12:08	8:10	3:57	11:39	9:02	2:36	8:42	8:52	-0:09	4:46	4:52	-0:06
ZM	5:09	5:57	-0:47	3:47	3:47	-0:00	5:20	7:06	-1:45	5:24	6:18	-0:54	5:30	6:00	-0:29	5:06	4:37	0:29	3:18	3:51	-0:32	6:05	5:38	0:26
Others	7:43	7:07	0:36	4:01	5:04	-1:02	4:49	5:01	-0:12	6:31	7:03	-0:31	9:02	8:27	0:35	11:38	10:10	1:28	7:27	5:31	1:56	8:44	8:22	0:21
Mediaworks Combo	10:34	10:06	0:28	7:50	7:16	0:34	10:35	9:48	0:47	10:16	9:42	0:33	11:11	10:23	0:47	12:55	12:16	0:39	11:22	12:30	-1:07	9:52	10:02	-0:09
NZME Combo	10:24	10:57	-0:33	4:52	4:56	-0:04	7:47	9:07	-1:20	8:22	9:19	-0:57	9:20	9:59	-0:39	11:51	12:00	-0:08	13:17	14:56	-1:38	10:05	9:09	0:55
NZME and Partners	10:37	11:11	-0:33	5:10	5:13	-0:03	8:36	9:48	-1:12	9:11	9:57	-0:45	9:56	10:33	-0:37	11:58	12:20	-0:22	13:21	14:54	-1:32	10:52	9:52	0:59
All Commercial Radio	15:52	15:32	0:20	10:18	10:03	0:15	14:31	14:23	0:07	14:41	14:33	0:08	15:48	15:31	0:17	18:21	17:39	0:41	18:41	18:32	0:08	15:54	15:24	0:29
Potential (000)	1,332.5	1,332.5	0.0	155.0	151.5	3.5	438.4	441.9	-3.5	460.1	460.1	0.0	662.1	662.1	0.0	358.6	358.6	0.0	265.3	265.3	0.0	274.5	280.4	-5.9
Sample	2,463	2,435	28	321	286	35	824	736	88	869	818	51	1,236	1,160	76	672	652	20	495	560	-65	526	513	13

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 4 2017

Average Time Spent Listening (hh:mm) by Daypart, People 10+
 Survey Comparisons: 3/2017 - 4/2017

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

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

	This	Last	+/-
Potential (000)	1,332.5	1,332.5	0.0
Sample Size	2,463	2,435	28

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

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)