

# AUCKLAND COMMERCIAL RADIO - SURVEY 2 2018

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

Survey Comparisons: 1/2018 - 2/2018

This Survey Period: Sun Jan 28 to Sat Jun 16 2018

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

	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	21	0.6	0.3	0.3		1.0	0.6	0.4		1.3	1.6	-0.3		1.1	1.7	-0.6		1.2	1.6	-0.4		1.2	0.8	0.4		1.1	2.2	-1.1	
Ake	0.1	*	*	28	*	*	*		*	*	*		0.1	*	*		0.1	*	*		*	*	*		*	*	*		0.2	*	*	
BBC	0.8	0.7	0.1	22	0.1	0.3	-0.2		0.1	0.1	0.0		0.2	0.1	0.1		0.3	0.2	0.1		1.3	1.4	-0.1		1.9	2.0	-0.1		0.2	0.4	-0.2	
Breeze	8.3	8.1	0.2	3	7.9	4.7	3.2		5.6	7.6	-2.0		6.8	8.2	-1.4		7.5	9.0	-1.5		9.9	9.9	0.0		12.3	8.5	3.8		8.8	8.5	0.3	
Chinese Radio AM936	0.8	0.6	0.2	22	0.8	1.0	-0.2		1.4	1.1	0.3		1.2	0.9	0.3		1.1	0.8	0.3		0.6	0.4	0.2		0.3	0.2	0.1		0.7	0.9	-0.2	
Coast	8.1	8.7	-0.6	4	1.8	1.1	0.7		1.4	1.2	0.2		3.0	2.6	0.4		4.6	4.3	0.3		11.0	10.8	0.2		15.5	15.9	-0.4		4.9	7.1	-2.2	
Edge	4.4	5.1	-0.7	7	10.7	16.9	-6.2		7.5	7.1	0.4		6.0	5.8	0.2		5.1	5.1	0.0		2.6	2.9	-0.3		1.2	1.1	0.1		5.4	6.7	-1.3	
Flava	3.8	3.4	0.4	10	8.9	7.3	1.6		9.5	8.1	1.4		6.1	5.5	0.6		4.4	3.9	0.5		0.4	0.6	-0.2		0.1	0.2	-0.1		3.5	3.2	0.3	
FM99.4 Chinese Voice	0.7	0.2	0.5	25	0.3	0.1	0.2		0.2	0.1	0.1		0.3	0.2	0.1		0.6	0.4	0.2		1.4	0.4	1.0		1.5	*	*		*	*	*	
George FM	2.1	3.4	-1.3	15	2.8	2.5	0.3		3.3	6.9	-3.6		3.2	6.1	-2.9		2.7	5.1	-2.4		1.2	1.7	-0.5		0.5	0.1	0.4		1.0	1.4	-0.4	
Humm FM	1.5	2.0	-0.5	19	1.0	1.7	-0.7		2.6	3.6	-1.0		2.3	3.8	-1.5		2.0	2.9	-0.9		1.1	0.9	0.2		0.5	0.4	0.1		2.1	2.5	-0.4	
Life FM	1.3	1.7	-0.4	20	1.4	0.9	0.5		1.7	2.2	-0.5		1.6	2.1	-0.5		1.6	1.8	-0.2		1.4	1.3	0.1		1.1	2.5	-1.4		1.7	1.3	0.4	
Magic	2.4	2.0	0.4	12	0.2	0.1	0.1		1.6	*	*		0.8	0.1	0.7		0.8	0.4	0.4		1.1	1.7	-0.6		3.4	4.1	-0.7		1.5	1.1	0.4	
Mai FM	10.6	10.2	0.4	2	23.2	22.1	1.1		21.4	21.8	-0.4		16.6	16.0	0.6		13.0	11.9	1.1		3.3	2.8	0.5		1.0	1.1	-0.1		11.4	10.1	1.3	
Mix	2.7	1.9	0.8	11	1.2	1.0	0.2		1.8	0.9	0.9		3.6	2.2	1.4		3.6	2.1	1.5		4.2	2.4	1.8		3.4	3.2	0.2		3.7	2.0	1.7	
More FM	6.9	6.2	0.7	5	7.0	8.5	-1.5		5.3	5.6	-0.3		8.0	5.9	2.1		10.0	7.6	2.4		10.3	8.9	1.4		3.9	4.5	-0.6		10.9	9.7	1.2	
More FM Rodney	0.8	0.3	0.5	22	0.7	0.3	0.4		1.6	0.3	1.3		0.8	0.5	0.3		0.8	0.4	0.4		0.4	0.3	0.1		0.2	0.3	-0.1		1.3	0.9	0.4	
Newstalk ZB	13.1	11.0	2.1	1	1.5	1.3	0.2		2.3	2.2	0.1		3.9	4.1	-0.2		5.2	5.4	-0.2		13.9	10.7	3.2		24.5	21.5	3.0		7.9	7.4	0.5	
Radio Hauraki	2.1	2.3	-0.2	15	0.7	0.7	0.0		3.7	2.0	1.7		3.8	2.4	1.4		3.3	2.5	0.8		1.4	3.4	-2.0		0.3	3.5	-3.2		1.3	2.1	-0.8	
RadioLIVE	1.9	2.3	-0.4	18	0.9	1.0	-0.1		0.8	0.5	0.3		1.5	1.5	0.0		1.8	2.0	-0.2		2.6	3.0	-0.4		3.1	3.8	-0.7		2.4	2.3	0.1	
Radio Sport	2.0	1.6	0.4	17	2.2	0.5	1.7		0.6	0.4	0.2		1.5	2.2	-0.7		1.6	1.9	-0.3		1.7	1.5	0.2		3.5	1.9	1.6		0.9	0.7	0.2	
Radio Tainui	*	0.1	*	*	0.1	*	*		0.1	*	*		*	0.2	*		*	0.2	*		*	*	*		*	0.1	*		*	*	*	
Tarana	2.4	3.1	-0.7	12	0.6	0.9	-0.3		3.1	2.7	0.4		3.3	4.1	-0.8		3.6	3.6	0.0		2.8	3.1	-0.3		1.0	3.5	-2.5		5.0	6.2	-1.2	
Radio Waatea	0.1	*	*	28	*	*	*		*	*	*		*	*	*		0.1	0.1	0.0		0.4	0.1	0.3		0.3	*	*		0.5	0.1	0.4	
Rhema	0.6	1.0	-0.4	27	0.4	0.3	0.1		0.2	0.9	-0.7		0.4	0.8	-0.4		0.6	0.9	-0.3		0.7	1.3	-0.6		0.5	1.0	-0.5		0.5	1.2	-0.7	
Rock	2.4	3.9	-1.5	12	2.8	5.2	-2.4		2.9	4.3	-1.4		4.0	3.2	0.8		3.2	4.4	-1.2		1.7	5.4	-3.7		1.2	2.5	-1.3		2.9	2.3	0.6	
Star	0.7	0.7	0.0	25	0.1	0.1	0.0		0.1	*	*		0.5	0.5	0.0		0.4	0.3	0.1		1.0	1.2	-0.2		1.8	2.4	-0.6		0.6	0.6	0.0	
The Hits	3.9	3.6	0.3	9	4.4	4.2	0.2		2.3	3.1	-0.8		4.4	5.1	-0.7		4.5	4.9	-0.4		5.2	3.8	1.4		4.2	2.2	2.0		3.9	4.5	-0.6	
The Sound	4.9	4.8	0.1	6	4.4	2.7	1.7		3.9	4.2	-0.3		1.8	3.4	-1.6		4.4	5.1	-0.7		9.3	9.2	0.1		5.9	7.2	-1.3		2.5	1.7	0.8	
ZM	4.2	4.6	-0.4	8	8.5	8.7	-0.2		6.3	6.3	0.0		4.9	5.5	-0.6		4.7	5.3	-0.6		4.0	3.8	0.2		2.4	1.8	0.6		4.9	6.0	-1.1	
Others	5.6	5.2	0.4		4.8	5.5	-0.7		7.5	5.9	1.6		8.0	5.3	2.7		7.2	6.0	1.2		3.8	5.4	-1.6		3.3	3.8	-0.5		8.0	7.0	1.0	
Mediaworks Combo	44.5	46.3	-1.8		60.6	64.2	-3.6		54.1	58.4	-4.3		49.5	50.8	-1.3		49.4	51.0	-1.6		42.4	45.8	-3.4		32.7	33.2	-0.5		48.2	44.7	3.5	
NZME Combo	40.6	37.9	2.7		29.4	25.1	4.3		28.0	24.3	3.7		31.3	29.7	1.6		32.2	30.4	1.8		43.1	38.4	4.7		55.7	52.1	3.6		31.2	33.2	-2.0	
NZME and Partners	44.8	41.9	2.9		32.1	28.2	3.9		33.2	29.8	3.4		36.4	36.2	0.2		37.0	36.2	0.8		47.5	41.8	5.7		59.2	53.5	5.7		35.2	38.9	-3.7	
Potential (000)	1,445.0	1,445.0	0.0		157.2	167.8	-10.6		495.8	485.2	10.6		516.0	516.0	0.0		727.0	727.0	0.0		382.0	382.0	0.0		286.0	286.0	0.0		285.2	287.8	-2.6	
Sample	2,499	2,571	-72		270	318	-48		752	827	-75		912	944	-32		1,238	1,316	-78		625	685	-60		590	528	62		483	534	-51	

**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: 1/2018 - 2/2018

This Survey Period: Sun Jan 28 to Sat Jun 16 2018

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

	This	Last	+/-
Potential (000)	1,445.0	1,445.0	0.0
Sample Size	2,499	2,571	-72

	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	0.7	0.9	-0.2	24	1.0	1.7	-0.7		0.8	1.3	-0.5		1.4	1.2	0.2		0.9	1.2	-0.3		0.9	0.6	0.3		1.5	1.1	0.4	
Ake	0.1	*	*	28	*	*	*		*	*	*		*	*	*		*	*	*		0.7	0.1	0.6		*	*	*	
BBC	0.5	0.5	0.0	26	0.4	0.3	0.1		0.4	0.2	0.2		0.3	0.3	0.0		1.3	1.3	0.0		5.6	4.8	0.8		0.8	1.0	-0.2	
Breeze	7.1	6.8	0.3	4	10.6	11.0	-0.4		11.2	9.8	1.4		6.5	5.6	0.9		3.1	4.7	-1.6		6.2	5.9	0.3		8.5	8.8	-0.3	
Chinese Radio AM936	1.6	0.6	1.0	18	0.5	0.8	-0.3		0.3	0.4	-0.1		1.2	1.2	0.0		1.5	1.1	0.4		0.1	0.1	0.0		0.6	0.4	0.2	
Coast	5.5	6.4	-0.9	5	9.5	8.3	1.2		10.7	9.1	1.6		6.3	7.9	-1.6		6.0	11.4	-5.4		7.2	7.9	-0.7		9.5	10.5	-1.0	
Edge	4.9	4.2	0.7	6	4.4	5.0	-0.6		4.5	4.6	-0.1		5.6	7.0	-1.4		3.4	4.3	-0.9		1.7	4.3	-2.6		3.9	5.7	-1.8	
Flava	3.0	2.9	0.1	10	3.4	3.3	0.1		4.2	4.0	0.2		4.6	2.6	2.0		4.0	3.4	0.6		5.1	3.9	1.2		3.7	3.8	-0.1	
FM99.4 Chinese Voice	0.6	0.1	0.5	25	0.8	0.3	0.5		0.4	0.2	0.2		0.5	0.3	0.2		2.2	0.2	2.0		0.1	0.1	0.0		0.8	0.3	0.5	
George FM	2.0	3.0	-1.0	15	2.2	3.8	-1.6		1.9	4.0	-2.1		2.2	3.1	-0.9		1.4	1.8	-0.4		1.1	4.6	-3.5		2.4	3.2	-0.8	
Humm FM	1.1	1.6	-0.5	21	0.8	1.6	-0.8		0.7	1.1	-0.4		1.6	1.7	-0.1		6.6	5.8	0.8		0.9	2.5	-1.6		1.5	2.3	-0.8	
Life FM	1.5	2.1	-0.6	19	1.5	1.7	-0.2		0.9	1.5	-0.6		1.4	1.8	-0.4		1.4	1.9	-0.5		2.4	3.1	-0.7		1.2	1.4	-0.2	
Magic	1.7	1.4	0.3	17	2.9	2.3	0.6		3.0	2.6	0.4		1.7	1.9	-0.2		2.8	1.7	1.1		1.1	1.9	-0.8		2.6	2.0	0.6	
Mai FM	12.7	12.6	0.1	2	8.4	7.7	0.7		8.6	9.2	-0.6		13.1	12.7	0.4		10.7	8.4	2.3		10.7	10.1	0.6		10.4	9.7	0.7	
Mix	1.8	1.3	0.5	16	3.7	2.1	1.6		4.3	2.5	1.8		2.4	1.6	0.8		1.7	2.2	-0.5		0.7	1.1	-0.4		2.7	2.3	0.4	
More FM	8.0	6.9	1.1	3	8.5	7.9	0.6		8.9	8.0	0.9		7.5	6.5	1.0		3.3	3.1	0.2		2.2	1.6	0.6		5.0	4.2	0.8	
More FM Rodney	0.8	0.3	0.5	23	0.4	0.2	0.2		0.7	0.5	0.2		1.0	0.4	0.6		0.2	0.2	0.0		1.6	0.2	1.4		0.8	0.3	0.5	
Newstalk ZB	16.7	15.4	1.3	1	14.8	11.7	3.1		9.2	6.5	2.7		9.6	10.1	-0.5		14.1	12.0	2.1		23.9	21.7	2.2		11.6	9.1	2.5	
Radio Hauraki	2.6	2.8	-0.2	12	2.1	2.0	0.1		1.6	2.2	-0.6		3.1	2.4	0.7		2.8	0.7	2.1		1.5	2.7	-1.2		1.1	2.4	-1.3	
RadioLIVE	2.6	2.8	-0.2	12	0.4	1.2	-0.8		1.3	2.1	-0.8		1.5	2.3	-0.8		2.0	2.2	-0.2		5.0	6.2	-1.2		2.3	2.3	0.0	
Radio Sport	1.4	1.1	0.3	20	2.4	1.9	0.5		2.2	1.6	0.6		1.8	1.7	0.1		1.2	1.0	0.2		1.3	0.4	0.9		2.4	2.2	0.2	
Radio Tainui	*	0.1	*	*	*	0.1	*		*	0.1	*		*	0.1	*		*	*	*		0.2	0.1	0.1		*	0.1	*	
Tarana	2.9	3.1	-0.2	11	1.1	2.1	-1.0		1.0	2.4	-1.4		2.6	3.7	-1.1		4.1	4.6	-0.5		0.8	1.1	-0.3		3.4	3.8	-0.4	
Radio Waatea	0.1	*	*	28	*	*	*		*	*	*		0.1	*	*		0.1	*	*		1.7	*	*		0.1	0.1	0.0	
Rhema	0.4	1.0	-0.6	27	0.5	0.6	-0.1		0.6	0.6	0.0		0.1	0.4	-0.3		1.7	2.4	-0.7		0.8	1.5	-0.7		0.7	1.2	-0.5	
Rock	2.3	3.8	-1.5	14	2.1	3.5	-1.4		2.2	4.6	-2.4		2.8	4.2	-1.4		3.0	3.6	-0.6		1.8	1.9	-0.1		2.3	3.7	-1.4	
Star	0.9	0.8	0.1	22	0.7	0.6	0.1		0.3	0.3	0.0		0.2	0.2	0.0		0.8	1.3	-0.5		0.9	1.2	-0.3		0.9	1.1	-0.2	
The Hits	3.5	3.4	0.1	8	4.1	3.8	0.3		4.5	4.2	0.3		4.1	3.8	0.3		3.5	4.0	-0.5		1.7	2.2	-0.5		3.8	3.3	0.5	
The Sound	3.5	3.3	0.2	8	5.3	6.8	-1.5		5.6	6.8	-1.2		6.0	5.0	1.0		4.1	2.9	1.2		1.5	1.3	0.2		5.3	4.0	1.3	
ZM	4.2	4.9	-0.7	7	3.9	3.6	0.3		5.1	5.4	-0.3		5.3	5.6	-0.3		3.9	3.7	0.2		2.3	2.6	-0.3		3.7	4.3	-0.6	
Others	5.4	5.8	-0.4		3.6	3.8	-0.2		4.7	4.0	0.7		5.4	4.7	0.7		8.2	8.8	-0.6		8.3	4.4	3.9		6.5	5.9	0.6	
Mediaworks Combo	45.6	45.1	0.5		45.3	49.5	-4.2		48.1	52.2	-4.1		48.0	48.8	-0.8		33.9	33.0	0.9		32.9	38.0	-5.1		43.5	43.8	-0.3	
NZME Combo	39.2	38.8	0.4		44.2	37.0	7.2		42.2	35.7	6.5		37.6	35.9	1.7		38.5	39.8	-1.3		49.4	47.4	2.0		39.3	38.7	0.6	
NZME and Partners	43.2	42.0	1.2		47.2	41.5	5.7		44.4	38.7	5.7		42.2	40.2	2.0		49.7	48.0	1.7		51.2	50.6	0.6		43.6	42.7	0.9	

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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 or (from S1 2018) internet only listening to Hokonui

## AUCKLAND COMMERCIAL RADIO - SURVEY 2 2018

Cumulative Audience (000's) by Demographic, Mon-Sun 12mn-12mn  
Survey Comparisons: 1/2018 - 2/2018

This Survey Period: Sun Jan 28 to Sat Jun 16 2018  
Last Survey Period: Sun Sep 10 to Sat Nov 18 2017 & Sun Jan 28 to Sat Apr 7 2018

	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	44.6	34.8	9.8	18	3.3	2.3	1.0	15.9	11.6	4.3	19.1	17.5	1.6	28.3	24.8	3.5	13.8	9.5	4.3	6.1	2.8	3.3	8.6	8.5	0.1
Ake	3.2	1.5	1.7	29	0.5	*	*	1.1	1.5	-0.4	2.3	1.5	0.8	2.8	1.5	1.3	0.5	*	*	*	*	*	1.7	*	*
BBC	23.2	26.4	-3.2	24	1.4	4.1	-2.7	3.2	2.8	0.4	3.9	4.0	-0.1	7.6	7.6	0.0	8.2	10.5	-2.3	8.9	11.3	-2.4	2.3	4.3	-2.0
Breeze	201.5	215.2	-13.7	3	22.7	21.5	1.2	52.8	61.4	-8.6	65.0	69.1	-4.1	99.9	110.2	-10.3	68.0	74.7	-6.7	55.5	53.8	1.7	44.5	50.0	-5.5
Chinese Radio AM936	26.1	27.0	-0.9	22	2.9	4.0	-1.1	10.6	9.4	1.2	11.9	11.4	0.5	17.0	18.0	-1.0	7.0	7.9	-0.9	2.8	2.0	0.8	5.8	6.8	-1.0
Coast	138.7	145.7	-7.0	7	4.2	6.2	-2.0	12.2	17.9	-5.7	22.7	27.2	-4.5	44.3	43.5	0.8	59.5	53.3	6.2	68.6	69.0	-0.4	19.2	22.4	-3.2
Edge	175.5	177.0	-1.5	4	29.5	33.7	-4.2	97.4	90.3	7.1	74.2	75.6	-1.4	93.0	95.2	-2.2	26.3	27.6	-1.3	8.7	9.4	-0.7	40.1	41.6	-1.5
Flava	119.0	101.2	17.8	8	21.6	20.6	1.0	77.8	64.2	13.6	55.7	45.4	10.3	60.0	50.0	10.0	4.8	5.3	-0.5	0.5	0.7	-0.2	23.2	20.4	2.8
FM99.4 Chinese Voice	9.4	5.1	4.3	27	0.5	0.8	-0.3	2.0	1.8	0.2	4.3	3.7	0.6	5.6	4.1	1.5	3.0	0.3	2.7	2.3	*	*	0.3	0.1	0.2
George FM	77.9	84.9	-7.0	12	5.8	7.2	-1.4	41.0	43.0	-2.0	40.4	42.5	-2.1	54.6	58.6	-4.0	16.7	18.0	-1.3	2.6	2.0	0.6	12.8	15.9	-3.1
Humm FM	40.5	41.0	-0.5	21	3.4	4.7	-1.3	22.7	19.0	3.7	22.8	24.4	-1.6	27.0	29.4	-2.4	6.6	6.5	0.1	2.7	1.8	0.9	10.4	10.3	0.1
Life FM	43.6	41.7	1.9	19	6.2	4.9	1.3	21.6	21.0	0.6	20.1	21.8	-1.7	25.3	25.2	0.1	7.8	6.6	1.2	2.8	5.1	-2.3	10.7	9.7	1.0
Magic	43.2	35.1	8.1	20	1.7	2.4	-0.7	5.2	1.9	3.3	6.8	2.5	4.3	10.3	6.7	3.6	7.9	9.8	-1.9	16.6	16.5	0.1	5.5	2.9	2.6
Mai FM	264.9	246.5	18.4	1	42.3	38.5	3.8	159.7	150.8	8.9	124.7	119.5	5.2	143.9	137.0	6.9	24.4	26.2	-1.8	6.1	10.7	-4.6	51.5	42.6	8.9
Mix	50.8	49.1	1.7	17	4.0	4.4	-0.4	10.3	11.7	-1.4	19.4	19.2	0.2	31.3	28.1	3.2	23.5	16.6	6.9	13.1	11.9	1.2	10.8	10.7	0.1
More FM	146.0	125.6	20.4	6	17.6	17.8	-0.2	38.3	33.7	4.6	50.8	45.8	5.0	90.6	75.0	15.6	58.5	46.8	11.7	22.4	21.0	1.4	43.2	39.0	4.2
More FM Rodney	21.7	16.0	5.7	25	2.7	2.0	0.7	11.7	5.3	6.4	10.9	7.5	3.4	13.4	8.9	4.5	2.5	2.0	0.5	1.9	3.5	-1.6	5.2	4.3	0.9
Newstalk ZB	216.2	197.2	19.0	2	8.0	7.2	0.8	29.5	28.0	1.5	54.0	53.2	0.8	91.7	86.1	5.6	80.6	68.0	12.6	78.3	68.3	10.0	37.0	30.5	6.5
Radio Hauraki	62.1	68.6	-6.5	14	5.3	4.8	0.5	23.3	22.7	0.6	29.8	29.7	0.1	44.7	48.4	-3.7	18.9	25.1	-6.2	4.3	8.6	-4.3	11.6	12.1	-0.5
RadioLIVE	58.3	45.6	12.7	15	4.9	3.4	1.5	8.0	4.6	3.4	15.6	10.9	4.7	27.0	20.2	6.8	20.9	17.6	3.3	19.0	14.5	4.5	10.2	9.3	0.9
Radio Sport	62.6	47.2	15.4	13	6.9	3.3	3.6	11.9	10.0	1.9	13.5	11.8	1.7	23.6	18.6	5.0	19.9	16.0	3.9	21.3	17.1	4.2	5.3	5.0	0.3
Radio Tainui	2.9	2.8	0.1	30	0.6	*	*	2.3	1.5	0.8	1.3	1.7	-0.4	1.3	1.7	-0.4	*	0.7	*	*	0.7	*	*	0.4	*
Tarana	51.6	44.4	7.2	16	3.0	2.9	0.1	22.3	14.4	7.9	25.8	24.1	1.7	34.7	31.8	2.9	12.9	11.0	1.9	6.4	5.3	1.1	17.1	13.7	3.4
Radio Waatea	3.9	2.5	1.4	28	*	*	*	0.3	*	*	*	0.2	*	2.7	1.5	1.2	3.2	2.3	0.9	1.0	1.0	0.0	2.0	1.3	0.7
Rhema	23.3	31.9	-8.6	23	2.8	3.2	-0.4	7.2	10.6	-3.4	5.3	8.9	-3.6	10.4	14.7	-4.3	7.8	12.6	-4.8	4.8	8.5	-3.7	4.2	7.5	-3.3
Rock	85.4	92.6	-7.2	11	10.1	9.9	0.2	40.0	43.4	-3.4	43.2	44.0	-0.8	50.9	57.1	-6.2	15.9	22.1	-6.2	8.9	10.0	-1.1	16.3	13.6	2.7
Star	17.4	15.0	2.4	26	1.5	1.2	0.3	2.6	2.2	0.4	5.5	5.0	0.5	5.9	5.0	0.9	5.3	5.7	-0.4	7.0	7.7	-0.7	3.8	3.7	0.1
The Hits	106.8	108.7	-1.9	9	11.3	14.9	-3.6	32.7	28.6	4.1	45.3	46.6	-1.3	65.4	68.6	-3.2	34.0	31.5	2.5	17.2	12.5	4.7	22.6	23.0	-0.4
The Sound	99.0	85.8	13.2	10	8.3	7.1	1.2	19.2	20.5	-1.3	22.9	18.3	4.6	48.5	39.9	8.6	52.8	44.7	8.1	34.9	30.9	4.0	13.4	10.5	2.9
ZM	153.9	156.2	-2.3	5	23.8	23.5	0.3	78.0	77.7	0.3	68.5	73.4	-4.9	90.5	93.8	-3.3	31.0	27.2	3.8	10.2	7.8	2.4	34.5	34.0	0.5
Others	130.4	131.0	-0.6		14.2	18.2	-4.0	59.7	52.5	7.2	58.8	49.2	9.6	73.8	65.3	8.5	23.6	30.1	-6.5	14.3	23.5	-9.2	29.7	31.4	-1.7
Mediaworks Combo	808.0	784.1	23.9		96.0	95.8	0.2	301.4	291.7	9.7	295.0	288.3	6.7	423.8	415.6	8.2	216.2	216.7	-0.5	137.5	135.6	1.9	163.4	162.0	1.4
NZME Combo	677.7	663.3	14.4		63.2	61.4	1.8	205.5	198.4	7.1	229.5	226.7	2.8	331.6	325.6	6.0	196.9	192.2	4.7	155.9	152.5	3.4	127.5	123.6	3.9
NZME and Partners	753.3	725.1	28.2		70.0	65.9	4.1	236.8	223.4	13.4	264.9	260.0	4.9	382.2	372.8	9.4	217.6	207.9	9.7	163.6	155.4	8.2	143.6	139.7	3.9
All Commercial Radio	1,169.2	1,153.0	16.2		122.0	119.2	2.8	392.9	384.4	8.5	428.1	423.2	4.9	615.2	612.9	2.3	324.2	328.0	-3.8	225.2	223.3	1.9	239.0	244.5	-5.5
Potential (000)	1,445.0	1,445.0	0.0		157.2	167.8	-10.6	495.8	485.2	10.6	516.0	516.0	0.0	727.0	727.0	0.0	382.0	382.0	0.0	286.0	286.0	0.0	285.2	287.8	-2.6
Sample	2,499	2,571	-72		270	318	-48	752	827	-75	912	944	-32	1,238	1,316	-78	625	685	-60	590	528	62	483	534	-51

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 2 2018

Cumulative Audience (000's) by Daypart, People 10+  
Survey Comparisons: 1/2018 - 2/2018

This Survey Period: Sun Jan 28 to Sat Jun 16 2018

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

	This	Last	+/-
Potential (000)	1,445.0	1,445.0	0.0
Sample Size	2,499	2,571	-72

	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	16.8	13.3	3.5	22	11.9	12.1	-0.2	14.3	13.5	0.8	19.7	14.7	5.0	10.2	8.3	1.9	5.0	4.1	0.9	27.7	20.2	7.5
Ake	1.2	*	*	29	0.3	0.3	0.0	0.5	0.4	0.1	0.5	0.4	0.1	0.5	0.4	0.1	2.0	0.8	1.2	0.9	*	*
BBC	12.0	13.3	-1.3	23	5.7	7.5	-1.8	8.5	5.4	3.1	6.8	5.3	1.5	8.0	6.4	1.6	8.7	7.5	1.2	12.9	16.1	-3.2
Breeze	96.7	109.5	-12.8	4	90.5	94.5	-4.0	96.5	93.3	3.2	90.6	84.7	5.9	37.8	35.4	2.4	22.6	24.3	-1.7	117.7	117.9	-0.2
Chinese Radio AM936	16.9	11.6	5.3	21	7.6	9.8	-2.2	5.1	9.3	-4.2	15.0	17.8	-2.8	12.2	9.2	3.0	1.1	0.6	0.5	16.7	15.1	1.6
Coast	61.4	67.0	-5.6	7	67.3	71.6	-4.3	72.6	78.9	-6.3	70.9	78.2	-7.3	36.7	42.5	-5.8	16.7	21.9	-5.2	97.4	98.3	-0.9
Edge	95.3	82.5	12.8	5	61.5	61.4	0.1	76.5	81.1	-4.6	90.2	99.8	-9.6	42.6	40.8	1.8	13.8	16.3	-2.5	85.3	93.8	-8.5
Flava	47.5	43.9	3.6	9	37.7	37.6	0.1	57.0	52.3	4.7	65.9	42.9	23.0	32.3	22.4	9.9	19.6	12.2	7.4	69.5	63.4	6.1
FM99.4 Chinese Voice	2.8	1.3	1.5	27	6.5	2.2	4.3	2.6	1.0	1.6	4.3	1.6	2.7	4.4	2.3	2.1	0.6	0.5	0.1	6.8	3.8	3.0
George FM	32.5	43.0	-10.5	14	28.0	29.5	-1.5	28.1	33.8	-5.7	41.5	46.1	-4.6	20.1	17.6	2.5	6.9	10.5	-3.6	50.9	49.6	1.3
Humm FM	18.5	21.1	-2.6	20	13.5	14.6	-1.1	13.1	16.6	-3.5	20.1	19.0	1.1	19.0	18.1	0.9	6.6	8.8	-2.2	24.9	29.5	-4.6
Life FM	23.3	29.3	-6.0	17	22.5	17.6	4.9	18.0	20.4	-2.4	23.8	22.7	1.1	15.9	17.9	-2.0	6.9	6.2	0.7	29.3	30.3	-1.0
Magic	19.7	16.1	3.6	18	22.2	13.6	8.6	25.1	21.2	3.9	18.3	15.3	3.0	9.7	7.3	2.4	5.0	4.1	0.9	31.0	26.0	5.0
Mai FM	157.1	154.2	2.9	1	79.9	76.2	3.7	111.4	115.8	-4.4	140.2	131.7	8.5	90.1	60.3	29.8	41.5	33.5	8.0	171.6	155.3	16.3
Mix	23.5	19.8	3.7	16	21.6	20.0	1.6	29.2	20.4	8.8	29.0	19.1	9.9	13.3	13.9	-0.6	2.9	4.5	-1.6	28.3	29.9	-1.6
More FM	101.5	84.4	17.1	3	60.1	52.8	7.3	69.6	61.4	8.2	70.8	62.3	8.5	33.7	31.0	2.7	11.0	10.7	0.3	78.9	70.3	8.6
More FM Rodney	11.3	7.0	4.3	24	7.8	5.9	1.9	8.8	6.7	2.1	8.1	6.7	1.4	5.9	4.8	1.1	4.9	0.4	4.5	13.0	6.6	6.4
Newstalk ZB	153.5	140.7	12.8	2	104.3	87.4	16.9	98.9	83.2	15.7	101.1	101.5	-0.4	66.6	55.3	11.3	45.3	45.9	-0.6	133.2	118.3	14.9
Radio Hauraki	29.2	37.8	-8.6	15	18.2	19.7	-1.5	22.5	33.4	-10.9	32.9	39.4	-6.5	13.4	9.2	4.2	8.5	12.1	-3.6	31.5	37.5	-6.0
RadioLIVE	35.7	30.3	5.4	12	11.7	9.5	2.2	19.1	15.1	4.0	21.6	20.8	0.8	12.4	10.4	2.0	9.2	10.8	-1.6	30.6	25.4	5.2
Radio Sport	19.0	15.4	3.6	19	18.0	12.8	5.2	23.5	17.6	5.9	27.9	17.6	10.3	10.2	6.8	3.4	6.5	2.6	3.9	37.5	26.3	11.2
Radio Tainui	1.0	1.7	-0.7	30	0.6	0.7	-0.1	1.3	0.7	0.6	*	1.1	*	*	*	*	0.8	1.0	-0.2	0.3	1.7	-1.4
Tarana	34.1	29.0	5.1	13	15.1	15.9	-0.8	18.9	19.9	-1.0	26.1	24.0	2.1	19.0	15.3	3.7	4.9	4.6	0.3	37.7	29.8	7.9
Radio Waatea	2.7	1.3	1.4	28	1.2	*	*	1.5	1.3	0.2	1.5	0.8	0.7	0.5	0.2	0.3	0.5	*	*	1.5	1.4	0.1
Rhema	7.0	13.5	-6.5	25	7.1	11.2	-4.1	9.9	11.4	-1.5	4.1	7.6	-3.5	9.1	12.6	-3.5	5.0	3.7	1.3	10.6	19.5	-8.9
Rock	40.4	49.9	-9.5	11	23.4	31.3	-7.9	36.8	45.8	-9.0	49.0	47.2	1.8	24.4	28.2	-3.8	9.3	8.1	1.2	44.0	51.7	-7.7
Star	7.0	6.6	0.4	25	7.1	6.2	0.9	4.1	4.5	-0.4	2.5	3.9	-1.4	4.9	5.7	-0.8	4.3	3.6	0.7	13.5	12.3	1.2
The Hits	56.1	59.2	-3.1	8	41.5	43.0	-1.5	47.2	49.7	-2.5	52.6	52.1	0.5	24.1	28.2	-4.1	6.6	9.3	-2.7	67.2	63.3	3.9
The Sound	46.4	41.7	4.7	10	42.4	34.1	8.3	43.9	45.8	-1.9	55.7	47.8	7.9	28.8	19.7	9.1	5.6	5.2	0.4	59.5	52.3	7.2
ZM	81.1	79.8	1.3	6	49.6	52.7	-3.1	77.2	79.1	-1.9	85.8	82.0	3.8	40.9	37.3	3.6	12.3	13.7	-1.4	91.5	89.4	2.1
Others	57.0	58.9	-1.9		40.8	36.5	4.3	51.1	52.3	-1.2	57.9	56.0	1.9	48.1	41.4	6.7	23.0	17.8	5.2	83.5	78.2	5.3
Mediaworks Combo	526.9	511.5	15.4		369.2	343.8	25.4	435.0	429.8	5.2	479.4	472.3	7.1	263.1	225.1	38.0	111.6	108.8	2.8	570.3	548.5	21.8
NZME Combo	422.0	415.5	6.5		318.2	303.2	15.0	371.4	362.9	8.5	404.3	381.5	22.8	216.0	191.5	24.5	120.5	118.2	2.3	466.1	447.5	18.6
NZME and Partners	471.0	453.7	17.3		350.5	333.7	16.8	398.8	394.9	3.9	456.3	428.3	28.0	252.2	221.1	31.1	129.5	127.9	1.6	521.9	496.4	25.5
All Commercial Radio	886.2	869.8	16.4		644.6	625.5	19.1	714.7	729.2	-14.5	829.2	816.0	13.2	497.5	452.4	45.1	242.3	227.4	14.9	916.7	900.2	16.5

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 2 2018

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

Survey Comparisons: 1/2018 - 2/2018

This Survey Period: Sun Jan 28 to Sat Jun 16 2018

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

	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	4:34	6:09	-1:34	2:14	1:25	0:49	3:29	3:01	0:28	4:36	5:43	-1:06	3:57	6:27	-2:30	5:05	9:39	-4:34	9:02	11:40	-2:37	4:52	9:55	-5:03
Ake	3:23	1:09	2:13	0:30	*	*	1:07	1:09	-0:02	4:12	1:09	3:03	3:52	1:09	2:43	2:15	*	*	*	*	*	5:40	*	*
BBC	6:23	4:56	1:27	0:29	0:51	-0:21	2:25	2:43	-0:17	2:41	1:53	0:48	3:18	2:42	0:36	9:23	7:41	1:42	9:42	7:24	2:18	2:43	3:23	-0:39
Breeze	7:57	6:53	1:04	4:15	2:48	1:27	6:09	6:48	-0:39	7:04	7:26	-0:22	7:30	7:48	-0:18	8:37	7:48	0:49	10:17	6:43	3:33	7:32	6:22	1:09
Chinese Radio AM936	6:13	4:24	1:49	3:31	3:11	0:20	7:36	6:33	1:02	6:45	5:13	1:31	6:21	4:17	2:04	5:27	3:02	2:24	4:39	4:06	0:33	4:53	5:03	-0:10
Coast	11:21	10:51	0:30	5:19	2:20	2:58	6:46	3:41	3:04	8:56	6:06	2:49	10:19	9:26	0:53	10:58	11:56	-0:57	10:26	9:44	0:41	9:46	11:48	-2:01
Edge	4:52	5:16	-0:23	4:25	6:26	-2:00	4:29	4:20	0:09	5:28	4:50	0:38	5:26	5:08	0:18	5:50	6:03	-0:13	6:21	4:50	1:30	5:05	6:01	-0:56
Flava	6:13	6:10	0:03	5:00	4:33	0:26	7:05	6:58	0:06	7:26	7:37	-0:11	7:13	7:26	-0:12	4:53	6:11	-1:18	8:00	10:11	-2:11	5:46	5:48	-0:02
FM99.4 Chinese Voice	15:08	8:12	6:56	6:30	2:11	4:18	5:43	3:44	1:58	4:46	3:43	1:02	11:26	9:54	1:32	27:37	76:30	-48:52	30:35	*	*	4:00	1:15	2:45
George FM	5:08	7:13	-2:05	6:00	4:26	1:34	4:41	8:52	-4:11	5:27	9:06	-3:38	4:58	8:13	-3:14	4:21	5:32	-1:10	8:25	2:32	5:52	3:00	3:17	-0:16
Humm FM	7:22	8:47	-1:25	3:36	4:42	-1:05	6:42	10:17	-3:35	6:47	9:44	-2:56	7:22	9:20	-1:58	10:18	8:11	2:06	9:05	9:32	-0:27	7:38	8:58	-1:20
Life FM	5:57	7:38	-1:40	2:45	2:17	0:27	4:34	5:53	-1:19	5:32	6:09	-0:37	6:08	6:45	-0:36	10:49	11:27	-0:37	18:12	20:45	-2:33	5:55	5:03	0:52
Magic	10:38	10:25	0:13	1:17	0:43	0:34	17:36	1:25	16:11	7:38	1:37	6:01	7:47	5:39	2:07	8:02	10:13	-2:10	9:27	10:31	-1:03	10:25	14:00	-3:34
Mai FM	7:47	7:34	0:12	6:41	7:22	-0:41	7:46	7:57	-0:10	9:03	8:27	0:36	8:59	8:17	0:41	8:00	6:14	1:46	7:24	4:18	3:05	8:26	8:52	-0:26
Mix	10:30	7:14	3:16	3:49	3:05	0:44	9:59	4:04	5:54	12:29	7:14	5:14	11:25	7:08	4:17	10:36	8:33	2:03	11:53	11:12	0:40	13:01	7:06	5:55
More FM	9:10	9:00	0:10	4:49	6:06	-1:17	8:05	9:11	-1:06	10:42	8:06	2:36	11:01	9:41	1:19	10:28	11:08	-0:39	8:04	9:04	-0:59	9:36	9:17	0:19
More FM Rodney	6:42	3:59	2:43	2:59	2:08	0:51	7:45	2:39	5:05	5:06	3:58	1:08	6:00	4:47	1:13	9:53	7:42	2:11	5:32	3:10	2:21	9:36	7:43	1:53
Newstalk ZB	11:43	10:14	1:28	2:21	2:17	0:03	4:36	4:18	0:17	4:51	4:47	0:04	5:39	5:56	-0:16	10:13	9:15	0:58	14:29	13:21	1:08	8:07	9:02	-0:55
Radio Hauraki	6:27	6:07	0:20	1:33	1:46	-0:13	9:13	4:43	4:30	8:36	4:59	3:37	7:19	4:56	2:22	4:23	8:01	-3:37	2:57	17:05	-14:07	4:16	6:20	-2:03
RadioLIVE	6:16	9:19	-3:03	2:16	3:34	-1:17	6:02	6:00	0:02	6:41	8:40	-1:58	6:47	9:15	-2:28	7:18	10:01	-2:42	7:39	11:02	-3:23	9:07	9:19	-0:11
Radio Sport	6:04	6:13	-0:08	3:46	1:49	1:57	2:46	2:13	0:32	7:42	11:48	-4:06	6:50	9:34	-2:44	4:58	5:31	-0:33	7:34	4:36	2:57	6:34	5:01	1:32
Radio Tainui	1:43	6:13	-4:29	1:31	*	*	1:47	1:13	0:33	1:48	8:38	-6:50	1:48	8:38	-6:50	*	4:00	*	*	4:00	*	*	2:00	*
Tarana	8:55	12:41	-3:46	2:36	4:02	-1:25	8:04	10:21	-2:17	8:49	10:37	-1:48	10:21	10:48	-0:26	12:48	16:26	-3:38	7:23	28:13	-20:50	11:14	16:51	-5:37
Radio Waatea	6:10	2:26	3:44	*	*	*	2:00	*	*	*	0:15	*	3:25	3:26	-0:00	6:58	2:39	4:19	14:44	0:53	13:50	9:33	4:00	5:33
Rhema	4:59	5:27	-0:27	1:49	1:01	0:48	1:49	4:49	-2:59	5:11	5:53	-0:41	5:57	6:04	-0:07	5:37	6:06	-0:28	5:02	5:09	-0:06	4:56	6:11	-1:15
Rock	5:21	7:38	-2:17	3:25	6:46	-3:21	4:16	5:25	-1:09	6:15	4:36	1:39	6:11	7:17	-1:05	6:17	14:28	-8:11	6:16	10:38	-4:21	6:40	6:12	0:27
Star	7:23	8:43	-1:19	1:08	0:52	0:15	2:51	0:46	2:05	6:31	5:39	0:51	6:06	5:39	0:26	10:57	12:38	-1:40	12:04	13:10	-1:06	6:24	5:55	0:28
The Hits	7:00	6:07	0:52	4:45	3:35	1:10	4:06	6:00	-1:53	6:38	6:52	-0:14	6:54	6:48	0:05	9:06	7:09	1:56	11:21	7:26	3:54	6:30	7:16	-0:45
The Sound	9:31	10:09	-0:37	6:28	4:50	1:38	11:56	11:22	0:34	5:19	11:50	-6:31	8:57	12:09	-3:12	10:25	12:07	-1:42	7:51	9:48	-1:56	7:11	6:13	0:57
ZM	5:21	5:23	-0:01	4:19	4:44	-0:24	4:40	4:29	0:10	4:51	4:44	0:06	5:11	5:21	-0:09	7:42	8:08	-0:25	11:00	9:52	1:08	5:23	6:38	-1:15
Others	8:18	7:12	1:06	4:05	3:52	0:12	7:15	6:08	1:06	9:16	6:45	2:31	9:45	8:41	1:04	9:37	10:31	-0:53	10:41	6:55	3:45	10:12	8:18	1:53
Mediaworks Combo	10:41	10:47	-0:06	7:41	8:34	-0:53	10:24	11:01	-0:36	11:24	11:05	0:19	11:35	11:42	-0:06	11:37	12:24	-0:47	11:01	10:21	0:40	11:12	10:19	0:53
NZME Combo	11:38	10:27	1:11	5:40	5:13	0:26	7:55	6:45	1:09	9:15	8:15	1:00	9:39	8:54	0:44	12:59	11:44	1:14	16:32	14:27	2:04	9:18	10:04	-0:45
NZME and Partners	11:32	10:34	0:58	5:35	5:29	0:06	8:08	7:20	0:47	9:19	8:46	0:33	9:38	9:15	0:22	12:56	11:47	1:09	16:45	14:34	2:11	9:19	10:25	-1:06
All Commercial Radio	16:36	15:51	0:44	9:59	10:44	-0:44	14:46	14:19	0:26	15:52	14:52	0:59	16:11	15:33	0:37	18:17	17:53	0:23	20:33	18:57	1:35	15:54	15:18	0:36
Potential (000)	1,445.0	1,445.0	0.0	157.2	167.8	-10.6	495.8	485.2	10.6	516.0	516.0	0.0	727.0	727.0	0.0	382.0	382.0	0.0	286.0	286.0	0.0	285.2	287.8	-2.6
Sample	2,499	2,571	-72	270	318	-48	752	827	-75	912	944	-32	1,238	1,316	-78	625	685	-60	590	528	62	483	534	-51

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 2 2018

Average Time Spent Listening (hh:mm) by Daypart, People 10+  
 Survey Comparisons: 1/2018 - 2/2018

This Survey Period: Sun Jan 28 to Sat Jun 16 2018

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

	This	Last	+/-
Potential (000)	1,445.0	1,445.0	0.0
Sample Size	2,499	2,571	-72

	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	1:35	2:25	-0:50	2:20	3:49	-1:29	2:01	3:22	-1:20	1:52	1:56	-0:04	1:17	1:39	-0:22	1:21	0:55	0:26	2:18	2:09	0:08
Ake	3:00	*	*	1:30	1:30	0:00	0:45	0:15	0:30	0:45	0:15	0:30	0:30	0:15	0:15	2:46	1:12	1:33	0:22	*	*
BBC	1:41	1:28	0:12	1:48	1:11	0:37	1:33	1:21	0:12	1:20	1:20	-0:00	2:21	2:23	-0:02	5:00	4:22	0:37	2:34	2:27	0:07
Breeze	2:47	2:17	0:30	3:20	3:13	0:07	4:05	3:41	0:23	1:55	1:38	0:17	1:12	1:33	-0:21	2:07	1:39	0:28	3:07	2:57	0:10
Chinese Radio AM936	3:30	1:59	1:30	1:41	2:24	-0:43	1:56	1:27	0:28	2:06	1:40	0:25	1:50	1:24	0:25	0:35	0:39	-0:03	1:33	0:59	0:33
Coast	3:26	3:32	-0:06	3:59	3:12	0:47	5:10	4:01	1:08	2:23	2:28	-0:05	2:25	3:09	-0:44	3:22	2:27	0:55	4:10	4:13	-0:03
Edge	1:57	1:52	0:05	2:02	2:15	-0:13	2:05	1:59	0:05	1:40	1:43	-0:02	1:10	1:14	-0:03	0:57	1:47	-0:49	1:58	2:23	-0:25
Flava	2:24	2:29	-0:04	2:31	2:27	0:03	2:36	2:40	-0:03	1:52	1:29	0:22	1:49	1:47	0:02	2:00	2:12	-0:12	2:18	2:24	-0:05
FM99.4 Chinese Voice	8:18	4:01	4:17	3:29	4:21	-0:52	5:37	8:19	-2:41	2:57	4:03	-1:06	7:27	0:47	6:40	0:45	1:19	-0:34	5:14	2:36	2:38
George FM	2:21	2:34	-0:13	2:13	3:34	-1:21	2:25	4:08	-1:42	1:26	1:40	-0:14	1:01	1:12	-0:10	1:13	2:59	-1:45	2:03	2:34	-0:31
Humm FM	2:14	2:44	-0:29	1:37	3:06	-1:29	1:56	2:22	-0:26	2:05	2:13	-0:07	5:11	3:45	1:25	1:02	1:56	-0:53	2:30	3:04	-0:34
Life FM	2:24	2:35	-0:10	1:50	2:42	-0:52	1:50	2:36	-0:45	1:37	1:58	-0:20	1:16	1:13	0:03	2:43	3:25	-0:41	1:45	1:47	-0:02
Magic	3:18	3:15	0:03	3:44	4:41	-0:56	4:07	4:16	-0:09	2:32	3:06	-0:33	4:15	2:41	1:34	1:40	3:11	-1:30	3:34	2:59	0:34
Mai FM	3:05	3:01	0:03	2:58	2:49	0:09	2:42	2:46	-0:04	2:30	2:22	0:07	1:45	1:38	0:06	2:00	2:03	-0:03	2:36	2:28	0:07
Mix	2:55	2:21	0:33	4:49	2:56	1:52	5:08	4:16	0:51	2:15	2:01	0:13	1:51	1:52	-0:00	1:58	1:38	0:19	4:01	3:00	1:01
More FM	3:00	3:02	-0:02	4:01	4:10	-0:09	4:28	4:34	-0:05	2:51	2:33	0:18	1:27	1:10	0:16	1:35	1:01	0:33	2:42	2:22	0:19
More FM Rodney	2:50	1:51	0:58	1:24	0:57	0:27	2:57	2:49	0:08	3:15	1:32	1:42	0:36	0:30	0:06	2:33	2:45	-0:11	2:37	1:55	0:42
Newstalk ZB	4:09	4:03	0:06	4:02	3:42	0:20	3:15	2:44	0:31	2:33	2:26	0:07	3:08	2:33	0:35	4:06	3:13	0:52	3:44	3:02	0:41
Radio Hauraki	3:26	2:47	0:38	3:18	2:47	0:31	2:28	2:19	0:09	2:31	1:31	0:59	3:05	0:55	2:10	1:21	1:30	-0:09	1:32	2:30	-0:58
RadioLIVE	2:48	3:28	-0:39	1:02	3:29	-2:26	2:28	4:49	-2:20	1:48	2:42	-0:54	2:26	2:30	-0:04	4:16	3:54	0:21	3:11	3:31	-0:20
Radio Sport	2:43	2:45	-0:01	3:50	4:07	-0:16	3:18	3:12	0:06	1:46	2:21	-0:35	1:48	1:47	0:01	1:31	1:02	0:29	2:45	3:15	-0:29
Radio Tainui	1:30	2:24	-0:54	2:00	6:00	-4:00	0:24	5:00	-4:36	*	1:52	*	*	*	*	2:10	0:43	1:26	0:45	2:03	-1:18
Tarana	3:14	3:57	-0:43	2:07	3:45	-1:37	1:52	4:12	-2:19	2:40	3:50	-1:10	3:13	3:30	-0:17	1:11	1:39	-0:28	3:51	5:05	-1:13
Radio Waatea	0:53	1:00	-0:06	0:30	*	*	1:00	1:00	0:00	1:35	1:00	0:35	3:00	0:15	2:45	25:00	*	*	2:00	1:49	0:10
Rhema	2:17	2:46	-0:28	1:53	1:26	0:26	2:03	1:59	0:04	0:41	1:16	-0:35	2:50	2:17	0:32	1:15	2:45	-1:30	2:59	2:32	0:27
Rock	2:10	2:51	-0:41	2:31	3:08	-0:37	2:06	3:30	-1:24	1:33	2:12	-0:39	1:48	1:30	0:17	1:27	1:37	-0:10	2:15	2:48	-0:33
Star	4:39	4:41	-0:01	2:51	2:41	0:10	2:47	2:43	0:04	1:47	1:29	0:17	2:26	2:46	-0:19	1:42	2:12	-0:30	2:58	3:24	-0:26
The Hits	2:24	2:09	0:15	2:48	2:27	0:21	3:19	2:56	0:22	2:05	1:47	0:17	2:10	1:40	0:30	1:57	1:34	0:23	2:26	2:03	0:23
The Sound	2:51	2:55	-0:03	3:34	5:31	-1:56	4:28	5:10	-0:42	2:52	2:33	0:18	2:05	1:45	0:20	2:08	1:41	0:26	3:51	3:01	0:49
ZM	1:57	2:18	-0:20	2:14	1:53	0:20	2:17	2:24	-0:06	1:39	1:40	-0:00	1:25	1:09	0:15	1:28	1:19	0:09	1:43	1:53	-0:09
Others	3:37	3:39	-0:01	2:32	2:52	-0:20	3:11	2:42	0:29	2:30	2:03	0:27	2:31	2:30	0:01	2:49	1:49	1:09	3:20	2:58	0:21
Mediaworks Combo	3:18	3:16	0:01	3:29	3:59	-0:30	3:52	4:15	-0:22	2:41	2:32	0:08	1:54	1:43	0:11	2:17	2:22	-0:05	3:16	3:10	0:06
NZME Combo	3:33	3:28	0:04	3:57	3:23	0:33	3:58	3:26	0:32	2:29	2:18	0:11	2:38	2:26	0:12	3:11	2:44	0:27	3:37	3:26	0:11
NZME and Partners	3:30	3:26	0:03	3:49	3:27	0:22	3:54	3:26	0:28	2:29	2:18	0:10	2:55	2:33	0:22	3:04	2:42	0:22	3:35	3:25	0:10
All Commercial Radio	4:18	4:16	0:02	4:24	4:26	-0:01	4:54	4:48	0:06	3:14	3:01	0:13	2:59	2:36	0:22	3:12	3:00	0:12	4:41	4:24	0:16

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