



AUCKLAND COMMERCIAL RADIO - SURVEY 4 2018

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

Survey Comparisons: 3/2018 - 4/2018

This Survey Period: Sun Jun 24 to Sat Nov 10 2018

Last Survey Period: Sun Apr 8 to Sat Jun 16 & Sun Jun 24 to Sat Sep 1 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	1.0	0.8	0.2	23	0.6	0.6	0.0	0.9	0.9	0.0	1.4	0.7	0.7	1.2	0.7	0.5	1.3	1.3	0.0	1.2	1.3	-0.1	1.2	0.6	0.6	
Ake	*	0.1	*	*	0.2	*	*	*	*	*	*	0.2	*	*	0.1	*	*	*	*	*	*	*	*	*	0.3	*
BBC	0.8	0.9	-0.1	24	0.3	0.2	0.1	0.3	0.3	0.0	0.4	0.4	0.0	0.5	0.6	-0.1	0.7	0.8	-0.1	1.2	1.2	0.0	0.2	0.2	0.0	
Breeze	7.1	7.8	-0.7	4	5.3	5.2	0.1	4.8	4.7	0.1	5.1	4.6	0.5	6.9	6.4	0.5	10.1	10.5	-0.4	8.4	12.1	-3.7	11.0	7.8	3.2	
Chinese Radio AM936	1.1	0.9	0.2	22	0.7	0.1	0.6	0.9	1.4	-0.5	1.1	1.6	-0.5	1.0	1.4	-0.4	0.9	0.7	0.2	1.0	0.5	0.5	1.0	1.0	0.0	
Coast	9.0	8.2	0.8	3	1.2	0.9	0.3	3.3	3.4	-0.1	2.9	3.0	-0.1	6.5	5.5	1.0	13.1	13.6	-0.5	17.9	16.2	1.7	6.0	5.2	0.8	
Edge	5.0	4.4	0.6	5	10.5	9.1	1.4	7.9	7.9	0.0	6.2	5.9	0.3	5.2	5.1	0.1	3.0	2.7	0.3	1.5	1.1	0.4	4.9	4.6	0.3	
Flava	5.0	4.9	0.1	5	18.6	19.2	-0.6	6.5	8.0	-1.5	5.4	5.9	-0.5	4.7	4.7	0.0	2.7	1.5	1.2	0.8	0.4	0.4	4.0	4.1	-0.1	
FM99.4 Chinese Voice	0.1	0.5	-0.4	28	0.1	0.2	-0.1	0.3	0.2	0.1	0.3	0.2	0.1	0.2	0.2	0.0	*	0.7	*	*	1.5	*	0.2	*	*	
George FM	2.4	2.6	-0.2	15	1.7	3.5	-1.8	4.6	3.7	0.9	4.4	3.8	0.6	3.6	3.5	0.1	1.5	4.4	-0.5	0.4	0.6	-0.2	2.2	2.0	0.2	
Humm FM	1.9	1.9	0.0	18	1.7	1.4	0.3	2.8	2.5	0.3	3.6	3.3	0.3	2.8	3.0	-0.2	1.0	1.4	-0.4	0.6	0.4	0.2	2.9	3.0	-0.1	
Life FM	1.3	1.1	0.2	20	1.3	2.5	-1.2	1.2	1.2	0.0	1.5	1.1	0.4	1.8	1.4	0.4	1.5	1.2	0.3	0.2	0.1	0.1	1.2	1.2	0.0	
Magic	2.5	2.3	0.2	14	0.2	0.2	0.0	0.9	1.6	-0.7	0.7	0.8	-0.1	1.0	0.9	0.1	3.7	2.2	1.5	6.8	4.6	2.2	1.8	2.4	-0.6	
Mai FM	10.5	9.1	1.4	2	18.4	14.7	3.7	21.4	19.2	2.2	15.1	14.3	0.8	11.8	11.6	0.2	5.0	3.4	1.6	2.0	0.7	1.3	9.7	10.7	-1.0	
Mix	2.1	2.6	-0.5	16	0.8	0.5	0.3	1.5	1.8	-0.3	1.7	2.8	-1.1	2.6	3.7	-1.1	3.7	4.7	-1.0	2.5	2.4	0.1	2.5	3.9	-1.4	
More FM	5.0	6.1	-1.1	5	5.6	6.3	-0.7	3.4	4.9	-1.5	5.4	8.2	-2.8	5.9	8.0	-2.1	6.3	7.0	-0.7	4.5	4.3	0.2	7.9	8.7	-0.8	
More FM Rodney	0.4	0.7	-0.3	25	0.6	0.8	-0.2	0.7	1.7	-1.0	0.6	0.7	-0.1	0.6	0.7	-0.1	0.3	0.5	-0.2	0.1	0.2	-0.1	0.5	1.0	-0.5	
Newstalk ZB	11.9	12.8	-0.9	1	1.5	1.9	-0.4	3.8	2.7	1.1	5.1	4.7	0.4	6.5	5.8	0.7	12.7	13.5	-0.8	24.5	24.9	-0.4	7.3	8.0	-0.7	
Radio Hauraki	2.6	2.7	-0.1	12	0.8	0.4	0.4	3.3	5.1	-1.8	3.1	4.6	-1.5	3.8	4.1	-0.3	3.0	1.8	1.2	0.8	0.2	0.6	1.3	1.1	0.2	
RadioLIVE	2.6	1.9	0.7	12	0.5	0.9	-0.4	0.5	0.4	0.1	1.6	1.2	0.4	1.9	1.8	0.1	3.5	2.6	0.9	4.9	2.9	2.0	2.9	2.7	0.2	
Radio Sport	1.9	1.8	0.1	18	1.6	1.3	0.3	1.4	0.6	0.8	1.2	0.8	0.4	1.2	1.3	-0.1	2.2	2.1	0.1	3.8	3.7	0.1	0.7	1.1	-0.4	
Radio Tainui	0.1	0.1	0.0	28	0.2	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0	*	*	*	*	*	*	0.1	0.1	0.0	
Tarana	2.1	1.9	0.2	16	0.4	0.5	-0.1	2.7	2.1	0.6	2.8	2.8	0.0	2.3	2.6	-0.3	1.2	1.9	-0.7	0.8	1.2	-0.4	2.0	4.0	-2.0	
Radio Waatea	0.2	0.2	0.0	27	*	*	*	*	*	*	*	*	*	0.2	0.2	0.0	0.5	0.5	0.0	0.2	0.3	-0.1	0.2	0.4	-0.2	
Rhema	1.3	1.1	0.2	20	1.0	0.8	0.2	1.4	1.2	0.2	1.8	1.6	0.2	1.7	1.4	0.3	1.2	0.9	0.3	1.4	1.0	0.4	1.4	1.4	0.0	
Rock	3.9	2.7	1.2	9	3.3	1.6	1.7	4.8	3.0	1.8	7.0	5.0	2.0	6.1	4.4	1.7	3.3	2.1	1.2	1.4	0.5	0.9	4.2	4.2	0.0	
Star	0.3	0.4	-0.1	26	0.2	0.3	-0.1	0.2	0.2	0.0	0.2	0.3	-0.1	0.2	0.2	0.0	0.1	0.3	-0.2	0.2	0.8	-0.6	0.2	0.5	-0.3	
The Hits	3.8	3.5	0.3	10	3.6	4.0	-0.4	4.8	4.0	0.8	6.8	5.3	1.5	5.3	4.6	0.7	2.2	3.5	-1.3	1.9	3.0	-1.1	6.7	4.0	2.7	
The Sound	3.3	4.3	-1.0	11	1.2	3.8	-2.6	1.0	3.7	-2.7	1.8	2.3	-0.5	3.2	3.7	-0.5	6.8	7.0	-0.2	5.5	5.3	0.2	3.5	2.5	1.0	
ZM	4.7	4.6	0.1	8	6.9	9.2	-2.3	9.4	7.0	2.4	8.4	6.6	1.8	5.7	5.3	0.4	1.2	3.2	-2.0	1.0	2.3	-1.3	5.8	4.2	1.6	
Others	5.8	7.1	-1.3		10.9	9.8	1.1	5.3	6.7	-1.4	4.3	7.7	-3.4	5.4	7.0	-1.6	7.0	6.2	0.8	4.4	6.3	-1.9	6.4	9.2	-2.8	
MediaWorks Combo	42.8	42.0	0.8		47.3	46.0	1.3	50.0	50.8	-0.8	47.9	46.7	1.2	46.3	46.0	0.3	43.6	40.1	3.5	35.5	32.4	3.1	48.6	46.7	1.9	
NZME Combo	41.9	41.9	0.0		35.5	38.0	-2.5	34.3	32.9	1.4	35.0	34.0	1.0	36.7	35.7	1.0	41.6	44.7	-3.1	54.3	54.2	0.1	34.5	31.7	2.8	
NZME and Partners	46.2	46.1	0.1		38.6	40.4	-1.8	39.1	37.7	1.4	41.4	39.8	1.6	41.9	40.9	1.0	44.8	48.8	-4.0	57.2	57.9	-0.7	39.8	36.3	3.5	
Potential (000)	1,445.0	1,445.0	0.0		157.4	153.3	4.1	495.6	499.7	-4.1	516.0	516.0	0.0	727.0	727.0	0.0	382.0	382.0	0.0	286.0	286.0	0.0	273.8	287.6	-13.8	
Sample	2,553	2,492	61		297	273	24	798	792	6	919	896	23	1,341	1,255	86	682	633	49	517	557	-40	533	505	28	

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 internet only listening to Hokonui



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Station Share (%) by Daypart, People 10+
 Survey Comparisons: 3/2018 - 4/2018

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	This	Last	+/-
Potential (000)	1,445.0	1,445.0	0.0
Sample Size	2,553	2,492	61

	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	1.3	0.9	0.4	22	1.0	0.6	0.4	0.9	0.5	0.4	0.9	0.8	0.1	1.5	0.8	0.7	0.5	1.0	-0.5	1.0	1.3	-0.3	
Ake	*	0.1	*	*	*	*	*	*	*	*	0.1	*	*	0.1	*	*	*	0.8	*	*	*	*	
BBC	0.7	0.7	0.0	24	0.6	0.7	-0.1	0.4	0.5	-0.1	0.5	0.5	0.0	1.3	1.2	0.1	3.0	4.1	-1.1	1.0	1.0	0.0	
Breeze	5.9	6.5	-0.6	4	7.9	9.6	-1.7	9.4	11.1	-1.7	7.8	7.2	0.6	3.9	2.6	1.3	2.7	4.9	-2.2	6.6	7.5	-0.9	
Chinese Radio AM936	1.5	1.8	-0.3	17	1.9	0.8	1.1	0.8	0.4	0.4	0.8	0.9	-0.1	0.8	1.3	-0.5	0.2	0.3	-0.1	1.1	0.8	0.3	
Coast	7.6	6.8	0.8	3	11.3	11.0	0.3	10.6	11.1	-0.5	6.8	5.6	1.2	5.9	3.7	2.2	6.3	7.0	-0.7	9.9	8.3	1.6	
Edge	4.5	5.0	-0.5	8	3.7	3.5	0.2	5.1	4.5	0.6	6.8	6.0	0.8	5.2	3.6	1.6	2.5	1.8	0.7	5.4	4.2	1.2	
Flava	4.8	4.1	0.7	7	5.6	4.4	1.2	5.9	5.2	0.7	6.2	7.2	-1.0	4.7	5.4	-0.7	1.4	2.6	-1.2	4.0	4.4	-0.4	
FM99.4 Chinese Voice	0.1	0.5	-0.4	28	0.1	0.4	-0.3	0.1	0.1	0.0	0.1	0.2	-0.1	0.2	2.4	-2.2	0.2	*	*	0.2	0.7	-0.5	
George FM	2.1	2.5	-0.4	14	2.2	2.2	0.0	2.1	2.1	0.0	2.2	2.7	-0.5	2.7	2.3	0.4	1.5	1.1	0.4	3.4	3.6	-0.2	
Humm FM	1.3	1.4	-0.1	22	1.8	1.2	0.6	1.9	1.5	0.4	2.2	2.3	-0.1	2.2	3.8	-1.6	1.2	1.4	-0.2	2.5	2.1	0.4	
Life FM	1.5	1.3	0.2	17	1.5	1.3	0.2	1.3	1.2	0.1	1.4	1.2	0.2	0.6	0.7	-0.1	0.3	0.5	-0.2	1.2	1.0	0.2	
Magic	1.5	1.5	0.0	17	2.3	2.5	-0.2	2.6	2.9	-0.3	2.4	1.8	0.6	2.9	3.3	-0.4	4.0	1.3	2.7	3.3	2.6	0.7	
Mai FM	11.1	10.1	1.0	2	8.3	7.6	0.7	10.0	7.7	2.3	11.3	9.6	1.7	11.7	11.0	0.7	17.9	9.8	8.1	9.8	9.2	0.6	
Mix	1.6	2.1	-0.5	15	3.2	3.5	-0.3	2.8	4.0	-1.2	1.6	2.1	-0.5	1.5	0.7	0.8	0.3	0.3	0.0	1.9	2.4	-0.5	
More FM	5.2	6.9	-1.7	6	5.6	6.8	-1.2	5.3	7.0	-1.7	5.2	6.7	-1.5	4.4	4.3	0.1	0.7	1.7	-1.0	4.8	5.3	-0.5	
More FM Rodney	0.4	0.8	-0.4	25	0.3	0.5	-0.2	0.3	0.6	-0.3	0.3	0.9	-0.6	0.6	0.3	0.3	1.0	1.8	-0.8	0.5	0.9	-0.4	
Newstalk ZB	18.0	16.1	1.9	1	11.6	14.3	-2.7	6.1	8.2	-2.1	11.2	10.1	1.1	14.5	14.2	0.3	22.1	25.2	-3.1	10.1	11.7	-1.6	
Radio Hauraki	2.6	3.3	-0.7	13	3.5	3.6	-0.1	3.4	2.7	0.7	3.2	3.7	-0.5	1.6	3.8	-2.2	1.7	1.8	-0.1	1.4	0.9	0.5	
RadioLIVE	3.6	2.9	0.7	9	1.7	0.7	1.0	2.0	1.1	0.9	2.3	1.3	1.0	3.0	2.1	0.9	4.3	4.2	0.1	2.9	2.3	0.6	
Radio Sport	1.4	1.3	0.1	21	1.4	1.7	-0.3	1.7	1.7	0.0	1.5	1.6	-0.1	1.2	1.5	-0.3	4.7	2.0	2.7	2.8	2.4	0.4	
Radio Tainui	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1.2	0.5	0.7	0.2	0.1	0.1
Tarana	1.5	1.7	-0.2	17	1.5	1.0	0.5	1.9	1.4	0.5	1.8	1.7	0.1	4.0	3.8	0.2	2.2	1.8	0.4	2.7	2.6	0.1	
Radio Waatea	0.3	0.1	0.2	26	0.2	0.1	0.1	0.1	0.1	0.0	0.3	0.2	0.1	0.4	0.1	0.3	*	1.8	*	0.1	0.1	0.0	
Rhema	1.6	1.2	0.4	15	1.3	1.2	0.1	0.9	0.8	0.1	1.2	0.7	0.5	1.2	1.1	0.1	1.8	1.6	0.2	1.6	1.2	0.4	
Rock	3.4	2.7	0.7	10	4.5	2.9	1.6	4.7	2.6	2.1	4.1	2.9	1.2	3.1	2.6	0.5	2.0	2.1	-0.1	3.8	2.9	0.9	
Star	0.3	0.5	-0.2	26	0.1	0.2	-0.1	0.2	0.2	0.0	0.1	0.1	0.0	0.5	0.5	0.0	0.4	0.7	-0.3	0.4	0.7	-0.3	
The Hits	2.9	2.7	0.2	11	5.3	4.1	1.2	5.1	4.6	0.5	3.8	4.3	-0.5	1.9	1.6	0.3	1.8	1.2	0.6	3.4	3.5	-0.1	
The Sound	2.7	3.2	-0.5	12	4.4	5.0	-0.6	4.4	5.5	-1.1	2.6	4.7	-2.1	1.8	3.0	-1.2	1.8	1.3	0.5	3.2	4.6	-1.4	
ZM	5.6	5.0	0.6	5	4.1	4.0	0.1	4.5	4.1	0.4	5.4	5.9	-0.5	4.5	4.7	-0.2	2.5	2.6	-0.1	4.5	4.7	-0.2	
Others	5.0	6.2	-1.2		3.2	4.7	-1.5	5.5	6.6	-1.1	6.1	6.9	-0.8	11.9	13.6	-1.7	9.9	12.7	-2.8	6.1	7.1	-1.0	
MediaWorks Combo	40.4	42.1	-1.7		41.0	41.3	-0.3	45.9	45.2	0.7	44.9	43.8	1.1	39.3	35.0	4.3	38.2	30.0	8.2	43.6	43.1	0.5	
NZME Combo	45.3	42.1	3.2		46.5	47.3	-0.8	40.5	42.1	-1.6	40.2	41.2	-1.0	37.3	36.9	0.4	43.8	46.8	-3.0	39.0	39.2	-0.2	
NZME and Partners	49.4	46.7	2.7		51.3	50.3	1.0	44.3	44.5	-0.2	44.2	45.4	-1.2	42.1	45.2	-3.1	45.9	49.5	-3.6	43.9	44.1	-0.2	

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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 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	38.6	40.6	-2.0	19	4.9	4.1	0.8		14.1	17.7	-3.6		16.7	17.5	-0.8		23.2	24.7	-1.5		10.2	10.6	-0.4		5.6	5.5	0.1		9.6	6.1	3.5	
Ake	2.5	2.7	-0.2	30	0.8	0.6	0.2		*	*	*		0.5	1.6	-1.1		1.7	2.1	-0.4		1.2	0.5	0.7		*	*	*		1.2	2.1	-0.9	
BBC	33.8	32.7	1.1	22	2.4	2.0	0.4		3.2	3.8	-0.6		6.4	5.8	0.6		13.1	13.4	-0.3		11.2	11.7	-0.5		10.9	10.4	0.5		3.7	2.8	0.9	
Breeze	173.0	178.8	-5.8	3	11.6	13.8	-2.2		38.9	43.5	-4.6		51.4	50.3	1.1		84.5	84.3	0.2		70.1	69.3	0.8		52.9	53.1	-0.2		45.1	42.2	2.9	
Chinese Radio AM936	34.5	31.2	3.3	21	2.5	0.5	2.0		12.8	13.7	-0.9		17.3	19.9	-2.6		22.2	25.0	-2.8		6.2	6.2	0.0		3.4	2.4	1.0		6.9	7.5	-0.6	
Coast	141.5	140.2	1.3	6	5.7	2.3	3.4		23.2	21.7	1.5		20.5	20.6	-0.1		44.1	45.5	-1.4		62.9	68.2	-5.3		70.0	71.7	-1.7		22.5	20.7	1.8	
Edge	171.3	182.1	-10.8	4	24.5	29.3	-4.8		89.5	96.6	-7.1		71.1	73.9	-2.8		92.3	98.0	-5.7		31.9	33.2	-1.3		12.7	9.6	3.1		30.0	41.0	-11.0	
Flava	116.1	127.4	-11.3	8	27.2	27.2	0.0		55.6	70.3	-14.7		42.6	51.1	-8.5		55.6	63.3	-5.5		19.0	13.0	6.0		4.4	1.2	3.2		25.8	29.7	-3.9	
FM99.4 Chinese Voice	6.3	9.4	-3.1	28	0.4	0.5	-0.1		4.8	2.7	2.1		3.4	2.9	0.5		3.9	4.3	-0.4		0.5	3.1	-2.6		*	2.3	*		0.6	0.6	0.0	
George FM	74.4	82.3	-7.9	11	4.8	7.2	-2.4		41.2	43.2	-2.0		46.4	46.8	-0.4		55.6	57.2	-1.6		12.7	15.5	-2.8		5.0	5.6	-0.6		13.3	14.3	-1.0	
Humm FM	43.2	45.6	-2.4	17	3.1	3.8	-0.7		20.2	18.9	1.3		23.8	23.3	0.5		31.3	32.2	-0.9		8.7	11.0	-2.3		2.6	2.6	0.0		13.2	14.2	-1.0	
Life FM	34.8	37.9	-3.1	20	4.7	6.3	-1.6		13.8	17.8	-4.0		15.1	11.7	3.4		21.6	18.8	2.8		8.4	9.0	-0.6		2.2	1.8	0.4		7.9	7.4	0.5	
Magic	40.0	43.9	-3.9	18	0.9	0.3	0.6		2.3	3.4	-1.1		4.0	6.6	-2.6		10.7	10.5	0.2		18.0	14.1	3.9		24.7	22.3	2.4		6.1	8.2	-2.1	
Mai FM	242.6	246.8	-4.2	1	41.0	38.7	2.3		137.8	143.5	-5.7		105.6	111.2	-5.6		128.0	136.6	-8.6		33.7	29.6	4.1		12.3	5.2	7.1		48.1	54.1	-6.0	
Mix	57.4	61.8	-4.4	15	4.4	3.2	1.2		13.4	10.6	2.8		18.9	20.7	-1.8		34.4	39.7	-5.3		24.6	34.0	-9.4		13.7	16.0	-2.3		15.3	15.4	-0.1	
More FM	128.0	143.9	-15.9	7	17.8	16.6	1.2		35.4	42.7	-7.3		51.5	57.4	-5.9		79.3	90.2	-10.9		41.2	49.6	-8.4		20.3	21.2	-0.9		35.9	40.6	-4.7	
More FM Rodney	16.9	21.8	-4.9	25	2.3	3.0	-0.7		8.5	11.1	-2.6		7.9	8.9	-1.0		10.9	13.0	-2.1		3.6	4.5	-0.9		1.1	1.3	-0.2		2.4	3.8	-1.4	
Newstalk ZB	218.0	222.4	-4.4	2	7.6	11.2	-3.6		35.3	33.4	1.9		49.3	57.2	-7.9		87.8	97.3	-9.5		86.1	83.1	3.0		87.7	81.4	6.3		36.9	46.2	-9.3	
Radio Hauraki	59.1	60.7	-1.6	13	3.3	3.1	0.2		23.5	24.3	-0.8		28.6	30.5	-1.9		43.2	42.3	0.9		18.9	17.7	1.2		5.5	6.3	-0.8		10.4	12.3	-1.9	
RadioLIVE	58.7	60.7	-2.0	14	1.6	3.8	-2.2		8.9	6.4	2.5		14.3	13.7	0.6		25.7	28.3	-2.6		29.0	26.9	2.1		25.4	21.8	3.6		16.2	14.5	1.7	
Radio Sport	51.2	58.3	-7.1	16	4.2	3.9	0.3		14.1	11.7	2.4		14.2	16.1	-1.9		22.3	26.7	-4.4		16.8	20.5	-3.7		16.9	21.0	-4.1		6.4	5.8	0.6	
Radio Tainui	6.4	5.2	1.2	27	2.1	0.9	1.2		2.4	3.3	-0.9		1.6	2.1	-0.5		2.6	2.7	-0.1		1.0	0.6	0.4		*	*	*		0.5	0.3	0.2	
Tarana	31.3	44.7	-13.4	24	1.8	2.5	-0.7		12.0	18.5	-6.5		13.8	21.0	-7.2		18.9	30.1	-11.2		8.9	12.2	-3.3		4.9	4.6	0.3		11.2	17.9	-6.7	
Radio Waatea	5.8	4.2	1.6	29	0.2	*	*		*	0.2	*		*	*	*		3.2	2.8	0.4		4.8	3.4	1.4		2.4	1.1	1.3		2.3	0.6	1.7	
Rhema	33.7	26.7	7.0	23	4.5	3.5	1.0		7.8	8.3	-0.5		12.0	10.5	1.5		19.2	14.2	5.0		12.0	6.9	5.1		8.1	6.1	2.0		7.7	6.8	0.9	
Rock	86.5	84.9	1.6	10	7.6	9.9	-2.3		32.7	34.9	-2.2		46.3	47.2	-0.9		59.8	58.2	1.6		21.2	16.1	5.1		11.7	5.7	6.0		21.0	22.1	-1.1	
Star	12.9	14.6	-1.7	26	0.8	1.0	-0.2		4.3	3.8	0.5		4.4	4.6	-0.2		6.0	5.6	0.4		2.2	2.8	-0.6		1.8	3.2	-1.4		1.9	2.2	-0.3	
The Hits	95.3	97.7	-2.4	9	11.4	10.2	1.2		30.5	30.7	-0.2		39.9	41.3	-1.4		56.0	59.5	-3.5		26.1	31.6	-5.5		15.2	16.7	-1.5		29.2	29.1	0.1	
The Sound	65.0	90.0	-25.0	12	2.9	4.1	-1.2		11.4	18.0	-6.6		16.6	24.6	-8.0		31.6	44.2	-12.6		36.4	46.7	-10.3		24.6	33.6	-9.0		10.3	14.4	-4.1	
ZM	157.6	172.9	-15.3	5	23.5	26.7	-3.2		82.6	81.0	1.6		77.3	79.0	-1.7		87.5	99.9	-12.4		20.7	35.5	-14.8		13.0	15.1	-2.1		29.7	35.4	-5.7	
Others	125.3	133.7	-8.4		18.7	18.7	0.0		50.1	46.0	4.1		47.8	53.2	-5.4		66.7	73.0	-6.3		29.0	29.7	-0.7		13.8	16.5	-2.7		29.6	33.8	-4.2	
MediaWorks Combo	737.6	782.5	-44.9		83.7	88.4	-4.7		272.7	289.1	-16.4		284.9	295.0	-10.1		399.4	423.5	-24.1		207.5	216.6	-9.1		137.5	132.5	5.0		156.0	165.0	-9.0	
NZME Combo	669.6	708.0	-38.4		67.6	67.8	-0.2		207.9	221.3	-13.4		215.2	243.6	-28.4		315.5	350.2	-34.7		197.3	207.5	-10.2		166.6	164.9	1.7		130.1	145.4	-15.3	
NZME and Partners	748.3	785.3	-37.0		72.8	73.9	-1.1		239.3	250.2	-10.9		255.1	279.7	-24.6		367.6	402.1	-34.5		214.5	229.1	-14.6		176.0	173.8	2.2		149.6	162.1	-12.5	
All Commercial Radio	1,105.1	1,168.0	-62.9		112.8	124.1	-11.3		363.4	387.3	-23.9		398.6	424.0	-25.4		572.6	610.6	-38.0		311.7	325.9	-14.2		229.7	227.9	1.8		227.1	249.7	-22.6	
Potential (000)	1,445.0	1,445.0	0.0		157.4	153.3	4.1		495.6	499.7	-4.1		516.0	516.0	0.0		727.0	727.0	0.0		382.0	382.0	0.0		286.0	286.0	0.0		273.8	287.6	-13.8	
Sample	2,553	2,492	61		297	273	24		798	792	6		919	896	23		1,341	1,255	86		682	633	49		517	557	-40		533	505	28	

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 internet only listening to Hokonui



AUCKLAND COMMERCIAL RADIO - SURVEY 4 2018

Cumulative Audience (000's) by Daypart, People 10+
Survey Comparisons: 3/2018 - 4/2018

This Survey Period: Sun Jun 24 to Sat Nov 10 2018

Last Survey Period: Sun Apr 8 to Sat Jun 16 & Sun Jun 24 to Sat Sep 1 2018

	This	Last	+/-
Potential (000)	1,445.0	1,445.0	0.0
Sample Size	2,553	2,492	61

	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	16.0	14.5	1.5	22	12.0	9.2	2.8	14.0	11.4	2.6	10.9	12.1	-1.2	10.0	7.9	2.1	3.6	5.6	-2.0	16.4	22.4	-6.0
Ake	0.9	1.6	-0.7	29	0.2	*	*	0.2	0.5	-0.3	1.4	0.5	0.9	0.5	0.5	0.0	*	1.6	*	0.4	1.1	-0.7
BBC	12.2	14.0	-1.8	24	10.2	10.3	-0.1	9.7	9.8	-0.1	8.1	8.7	-0.6	9.9	12.1	-2.2	7.9	10.7	-2.8	24.0	23.7	0.3
Breeze	78.3	84.6	-6.3	5	62.1	75.6	-13.5	86.2	93.3	-7.1	87.5	89.1	-1.6	26.9	30.6	-3.7	8.9	14.2	-5.3	95.7	99.2	-3.5
Chinese Radio AM936	18.8	19.3	-0.5	18	14.9	12.8	2.1	8.8	3.9	4.9	12.0	11.2	0.8	8.9	11.2	-2.3	2.0	3.2	-1.2	18.7	20.9	-2.2
Coast	69.0	64.7	4.3	7	60.9	65.2	-4.3	83.2	78.5	4.7	60.1	68.1	-8.0	24.8	28.4	-3.6	20.3	16.2	4.1	86.4	87.8	-1.4
Edge	84.6	100.4	-15.8	3	52.8	54.3	-1.5	86.3	77.7	8.6	93.3	92.6	0.7	36.8	42.3	-5.5	13.9	14.0	-0.1	97.2	99.7	-2.5
Flava	62.5	65.2	-2.7	8	47.1	45.1	2.0	65.0	64.3	0.7	61.4	79.3	-17.9	24.2	33.8	-9.6	10.0	19.9	-9.9	68.7	74.7	-6.0
FM99.4 Chinese Voice	1.0	2.7	-1.7	28	3.4	4.7	-1.3	3.4	1.5	1.9	2.1	4.5	-2.4	2.2	3.2	-1.0	0.3	*	*	3.1	5.9	-2.8
George FM	37.1	41.6	-4.5	11	29.4	32.1	-2.7	32.6	34.8	-2.2	29.0	42.1	-13.1	19.7	24.0	-4.3	8.3	8.9	-0.6	45.0	59.0	-14.0
Humm FM	21.9	23.6	-1.7	16	16.7	13.9	2.8	17.9	13.4	4.5	21.1	24.4	-3.3	14.7	15.9	-1.2	7.8	9.2	-1.4	34.0	33.4	0.6
Life FM	20.8	21.8	-1.0	17	13.9	17.1	-3.2	16.3	16.6	-0.3	21.8	20.3	1.5	9.8	12.5	-2.7	1.6	3.2	-1.6	25.0	25.7	-0.7
Magic	18.3	20.0	-1.7	19	22.5	24.9	-2.4	20.5	24.2	-3.7	17.4	19.2	-1.8	10.4	10.4	0.0	4.2	4.6	-0.4	25.4	29.9	-4.5
Mai FM	127.6	137.6	-10.0	2	80.0	82.4	-2.4	121.7	101.1	20.6	107.1	111.3	-4.2	65.1	83.6	-18.5	44.8	43.8	1.0	161.9	158.5	3.4
Mix	26.2	30.2	-4.0	15	23.7	23.9	-0.2	22.0	29.3	-7.3	20.2	26.5	-6.3	12.8	11.6	1.2	4.1	2.3	1.8	34.8	33.2	1.6
More FM	69.7	89.6	-19.9	6	55.1	63.4	-8.3	62.7	68.8	-6.1	60.7	68.9	-8.2	33.3	34.1	-0.8	4.3	8.5	-4.2	81.7	84.4	-2.7
More FM Rodney	7.4	11.0	-3.6	25	3.6	5.8	-2.2	6.5	8.6	-2.1	7.0	9.6	-2.6	4.0	3.8	0.2	2.7	5.3	-2.6	10.2	13.2	-3.0
Newstalk ZB	148.3	154.1	-5.8	1	98.3	107.1	-8.8	86.0	100.3	-14.3	101.1	106.8	-5.7	54.5	65.3	-10.8	52.0	46.2	5.8	132.9	143.3	-10.4
Radio Hauraki	31.9	32.9	-1.0	13	20.1	22.1	-2.0	26.1	21.4	4.7	36.2	34.5	1.7	14.3	18.1	-3.8	4.3	7.4	-3.1	24.6	26.6	-2.0
RadioLIVE	34.2	33.0	1.2	12	15.7	14.7	1.0	19.7	21.1	-1.4	28.2	24.4	3.8	15.2	13.7	1.5	11.6	12.4	-0.8	34.7	33.5	1.2
Radio Sport	17.3	20.7	-3.4	20	13.2	15.7	-2.5	21.1	24.7	-3.6	17.5	24.8	-7.3	8.6	10.8	-2.2	11.3	8.2	3.1	33.9	37.7	-3.8
Radio Tainui	*	0.9	*	*	0.3	0.9	-0.6	0.7	1.5	-0.8	0.2	0.2	0.0	*	*	*	3.3	1.8	1.5	2.5	1.1	1.4
Tarana	13.2	21.9	-8.7	23	13.6	17.1	-3.5	13.6	16.5	-2.9	15.7	22.9	-7.2	13.5	19.4	-5.9	7.0	5.5	1.5	21.4	31.1	-9.7
Radio Waatea	4.1	2.8	1.3	27	2.6	2.8	-0.2	1.3	1.7	-0.4	3.1	3.1	0.0	0.7	0.5	0.2	*	0.6	*	3.3	1.7	1.6
Rhema	17.0	14.1	2.9	21	13.1	11.0	2.1	17.1	13.9	3.2	17.3	10.5	6.8	7.0	5.7	1.3	3.3	3.5	-0.2	18.1	15.4	2.7
Rock	41.1	41.1	0.0	10	33.8	27.5	6.3	42.1	34.6	7.5	39.6	48.8	-9.2	18.9	18.2	0.7	6.9	9.7	-2.8	48.0	48.3	-0.3
Star	5.2	6.6	-1.4	26	2.0	3.5	-1.5	2.8	3.2	-0.4	2.9	1.8	1.1	3.7	2.6	1.1	1.8	2.4	-0.6	9.8	11.4	-1.6
The Hits	42.2	44.1	-1.9	9	38.9	38.7	0.2	43.4	43.9	-0.5	42.5	48.4	-5.9	17.7	17.7	0.0	8.5	7.1	1.4	58.0	60.6	-2.6
The Sound	28.9	42.7	-13.8	14	26.0	43.2	-17.2	33.9	41.2	-7.3	35.8	50.5	-14.7	14.6	26.5	-11.9	5.1	4.9	0.2	39.7	52.4	-12.7
ZM	83.9	95.6	-11.7	4	50.4	54.0	-3.6	66.3	75.1	-8.8	83.3	102.7	-19.4	38.3	45.5	-7.2	13.4	15.7	-2.3	93.6	107.3	-13.7
Others	58.3	69.9	-11.6		34.1	47.1	-13.0	47.0	59.4	-12.4	64.8	70.2	-5.4	42.9	58.0	-15.1	21.4	25.7	-4.3	75.7	85.0	-9.3
MediaWorks Combo	436.1	492.5	-56.4		317.8	359.6	-41.8	397.6	416.3	-18.7	425.1	456.6	-31.5	220.7	256.9	-36.2	101.9	109.6	-7.7	524.7	559.9	-35.2
NZME Combo	424.4	451.1	-26.7		303.3	331.7	-28.4	350.0	367.1	-17.1	372.6	421.4	-48.8	186.2	216.5	-30.3	117.7	121.4	-3.7	457.0	492.7	-35.7
NZME and Partners	472.4	498.6	-26.2		343.2	365.5	-22.3	386.2	390.9	-4.7	410.2	463.7	-53.5	218.6	246.6	-28.0	129.2	135.0	-5.8	514.8	554.2	-39.4
All Commercial Radio	799.8	878.5	-78.7		595.9	649.3	-53.4	689.6	709.2	-19.6	738.4	818.1	-79.7	428.7	489.4	-60.7	215.8	231.7	-15.9	890.8	943.7	-52.9

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 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 internet only listening to Hokonui



AUCKLAND COMMERCIAL RADIO - SURVEY 4 2018

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

Survey Comparisons: 3/2018 - 4/2018

This Survey Period: Sun Jun 24 to Sat Nov 10 2018

Last Survey Period: Sun Apr 8 to Sat Jun 16 & Sun Jun 24 to Sat Sep 1 2018

	All 10+			People 10-17			People 18-34			People 25-44			People 25-54			People 45-64			People 55-74			MGS with Klds		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
95bFM	4:39	4:06	0:32	1:38	1:57	-0:19	3:12	2:42	0:29	4:47	2:37	2:09	4:41	2:58	1:43	7:21	7:25	-0:03	9:07	11:20	-2:13	4:15	3:36	0:38
Ake	2:07	4:34	-2:26	2:27	0:30	1:57	*	*	*	1:15	7:00	-5:45	1:58	5:50	-3:51	2:19	2:15	0:04	*	*	*	1:06	5:50	-4:43
BBC	3:56	5:10	-1:14	1:34	1:18	0:15	3:56	3:41	0:15	3:09	4:20	-1:11	3:25	4:19	-0:53	3:53	4:15	-0:22	4:29	5:36	-1:07	1:45	2:31	-0:46
Breeze	6:59	8:34	-1:34	5:39	4:49	0:50	6:05	6:05	-0:00	5:39	6:21	-0:41	7:23	7:48	-0:24	8:23	9:28	-1:05	6:38	10:55	-4:16	8:10	7:21	0:49
Chinese Radio AM936	5:39	5:56	-0:16	3:18	2:56	0:21	3:26	5:36	-2:09	3:29	5:39	-2:10	3:54	5:41	-1:47	8:41	6:59	1:41	12:07	10:18	1:49	5:00	5:17	-0:16
Coast	10:52	11:29	-0:36	2:39	4:47	-2:08	7:01	8:55	-1:54	8:04	9:59	-1:54	13:15	12:32	0:42	12:08	12:25	-0:16	10:38	10:47	-0:08	8:59	9:56	-0:57
Edge	4:57	4:45	0:12	5:18	4:01	1:16	4:23	4:36	-0:13	4:55	5:30	-0:34	5:07	5:22	-0:15	5:35	5:10	0:25	4:56	5:23	-0:26	5:28	4:30	0:57
Flava	7:23	7:31	-0:07	8:29	9:05	-0:36	5:47	6:23	-0:36	7:10	7:58	-0:48	7:25	7:42	-0:17	8:12	7:27	0:44	7:44	13:50	-6:06	5:11	5:30	-0:19
FM99.4 Chinese Voice	3:44	10:39	-6:55	3:30	6:30	-3:00	2:52	4:03	-1:11	5:22	5:17	0:05	5:03	4:24	0:39	3:00	13:45	-10:45	*	30:47	*	11:49	2:13	9:35
George FM	5:33	6:09	-0:36	4:30	6:11	-1:41	5:29	4:51	0:37	5:20	5:36	-0:16	5:51	6:17	-0:25	7:00	8:13	-1:13	3:31	5:24	-1:53	5:30	5:33	-0:03
Humm FM	7:42	8:00	-0:18	6:52	4:49	2:02	6:45	7:17	-0:31	8:30	9:47	-1:16	8:08	9:35	-1:26	6:48	8:13	-1:24	10:33	6:52	3:41	7:22	8:20	-0:57
Life FM	6:22	5:46	0:36	3:30	5:03	-1:32	4:27	3:39	0:47	5:47	6:14	-0:27	7:35	7:30	0:04	10:17	8:24	1:52	4:19	3:45	0:34	5:06	6:33	-1:27
Magic	10:50	10:31	0:19	2:31	5:51	-3:19	18:48	25:33	-6:45	9:47	7:55	1:52	8:45	8:23	0:22	12:00	9:49	2:11	11:32	9:58	1:34	10:10	11:30	-1:20
Mai FM	7:24	7:13	0:11	5:33	4:53	0:39	7:40	7:30	0:10	8:04	8:55	-0:50	8:20	8:43	-0:22	8:43	7:14	1:28	6:48	6:34	0:13	6:45	7:54	-1:08
Mix	6:18	8:07	-1:49	2:13	2:14	-0:01	5:33	9:37	-4:03	5:12	9:13	-4:01	6:48	9:30	-2:41	8:42	8:42	-0:00	7:39	7:05	0:33	5:32	9:58	-4:26
More FM	6:38	8:21	-1:43	3:55	4:51	-0:56	4:41	6:30	-1:48	5:54	9:50	-3:56	6:43	9:06	-2:23	9:00	8:45	0:15	9:14	9:46	-0:32	7:27	8:32	-1:04
More FM Rodney	4:10	6:46	-2:35	3:20	3:16	0:03	3:56	8:25	-4:29	4:00	5:06	-1:06	4:41	5:55	-1:13	5:39	7:04	-1:25	4:18	5:46	-1:27	6:17	10:15	-3:57
Newstalk ZB	9:22	11:18	-1:56	2:24	2:11	0:12	5:15	4:29	0:46	5:52	5:42	0:09	6:40	6:09	0:31	8:38	10:07	-1:28	11:37	14:38	-3:00	6:39	6:54	-0:14
Radio Hauraki	7:35	8:50	-1:15	3:00	1:36	1:24	6:59	11:46	-4:47	6:10	10:29	-4:18	7:53	9:57	-2:03	9:20	6:18	3:01	6:03	1:45	4:17	4:11	3:36	0:34
RadioLIVE	7:43	6:03	1:39	3:57	3:05	0:51	2:55	3:37	-0:42	6:26	6:12	0:14	6:45	6:22	0:23	7:03	6:02	1:01	8:05	6:19	1:45	6:07	7:22	-1:14
Radio Sport	6:24	5:54	0:29	4:40	4:24	0:16	4:45	2:56	1:49	4:41	3:36	1:04	4:58	5:00	-0:02	7:48	6:18	1:30	9:21	8:21	1:00	3:38	7:25	-3:47
Radio Tainui	2:25	2:32	-0:07	1:10	1:43	-0:33	2:23	1:55	0:28	3:55	3:34	0:20	3:07	3:03	0:04	1:51	1:17	0:33	*	*	*	6:56	12:45	-5:48
Tarana	11:13	8:20	2:53	2:58	2:35	0:23	11:02	6:25	4:37	11:20	9:04	2:15	10:55	9:02	1:53	8:10	9:41	-1:30	7:04	11:58	-4:54	6:06	8:46	-2:40
Radio Waatea	5:21	8:38	-3:17	0:15	*	*	*	2:00	*	*	*	*	6:56	6:54	0:02	6:07	9:56	-3:49	3:41	14:34	-10:53	3:24	25:00	-21:35
Rhema	6:49	7:55	-1:06	2:50	2:55	-0:05	9:09	7:52	1:16	8:30	10:13	-1:43	7:48	10:07	-2:19	5:44	8:06	-2:21	7:20	7:29	-0:09	6:14	8:12	-1:58
Rock	7:48	6:20	1:27	5:18	2:05	3:12	7:13	4:47	2:25	8:37	7:19	1:17	9:09	7:51	1:17	9:01	8:15	0:46	4:47	4:11	0:36	6:43	7:35	-0:52
Star	3:24	5:22	-1:58	2:52	3:14	-0:21	2:00	2:48	-0:48	2:45	3:49	-1:04	2:53	3:45	-0:52	3:27	6:47	-3:20	4:35	12:34	-7:58	3:36	8:57	-5:20
The Hits	6:53	7:07	-0:14	3:53	5:03	-1:10	7:49	7:18	0:30	9:40	8:51	0:49	8:29	7:59	0:29	4:53	6:54	-2:01	5:17	8:30	-3:12	7:42	5:26	2:15
The Sound	8:42	9:29	-0:46	5:04	11:47	-6:43	4:21	11:33	-7:12	6:06	6:22	-0:16	9:16	8:33	0:42	10:56	9:21	1:35	9:18	7:33	1:45	11:28	6:47	4:41
ZM	5:05	5:15	-0:09	3:39	4:26	-0:47	5:37	4:50	0:46	6:08	5:45	0:22	5:51	5:30	0:21	3:31	5:42	-2:11	3:04	7:27	-4:23	6:33	4:44	1:49
Others	7:56	10:27	-2:31	7:14	6:45	0:28	5:10	8:13	-3:02	5:09	10:00	-4:50	7:19	9:56	-2:37	14:01	13:04	0:56	13:20	18:20	-4:59	7:17	10:46	-3:29
MediaWorks Combo	9:55	10:33	-0:37	7:00	6:41	0:18	9:02	9:52	-0:49	9:31	10:57	-1:26	10:29	11:11	-0:42	12:17	11:34	0:43	10:46	11:41	-0:54	10:28	11:14	-0:46
NZME Combo	10:42	11:38	-0:55	6:30	7:12	-0:42	8:08	8:20	-0:12	9:13	9:40	-0:27	10:31	10:29	0:01	12:19	13:27	-1:08	13:35	15:44	-2:08	8:55	8:40	0:14
NZME and Partners	10:33	11:32	-0:58	6:34	7:02	-0:28	8:04	8:28	-0:24	9:11	9:51	-0:40	10:18	10:29	-0:11	12:13	13:18	-1:05	13:32	15:57	-2:24	8:57	8:54	0:03
All Commercial Radio	15:29	16:50	-1:20	10:58	10:22	0:36	13:35	14:30	-0:55	14:13	16:20	-2:07	15:46	16:52	-1:05	18:45	19:10	-0:25	18:09	21:00	-2:51	14:49	15:55	-1:05
Potential (000)	1,445.0	1,445.0	0.0	157.4	153.3	4.1	495.6	499.7	-4.1	516.0	516.0	0.0	727.0	727.0	0.0	382.0	382.0	0.0	286.0	286.0	0.0	273.8	287.6	-13.8
Sample	2,553	2,492	61	297	273	24	798	792	6	919	896	23	1,341	1,255	86	682	633	49	517	557	-40	533	505	28

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 internet only listening to Hokonui



AUCKLAND COMMERCIAL RADIO - SURVEY 4 2018

Average Time Spent Listening (hh:mm) by Daypart, People 10+
 Survey Comparisons: 3/2018 - 4/2018

This Survey Period: Sun Jun 24 to Sat Nov 10 2018

Last Survey Period: Sun Apr 8 to Sat Jun 16 & Sun Jun 24 to Sat Sep 1 2018

	This	Last	+/-
Potential (000)	1,445.0	1,445.0	0.0
Sample Size	2,553	2,492	61

	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	2:42	2:24	0:18	2:12	1:51	0:21	2:13	1:31	0:42	1:56	1:52	0:03	1:35	1:25	0:09	0:56	1:22	-0:26	2:19	2:29	-0:09
Ake	1:21	3:00	-1:38	2:00	*	*	1:15	0:45	0:30	1:04	0:45	0:19	2:30	0:30	2:00	*	4:00	*	1:45	0:23	1:22
BBC	1:50	1:53	-0:03	1:29	1:55	-0:25	1:23	1:48	-0:25	1:27	1:26	0:01	1:22	1:26	-0:03	2:29	2:57	-0:27	1:31	1:49	-0:17
Breeze	2:29	2:53	-0:24	3:17	3:49	-0:31	3:42	4:21	-0:39	2:08	2:12	-0:03	1:29	1:11	0:18	1:58	2:38	-0:39	2:34	3:14	-0:39
Chinese Radio AM936	2:36	3:27	-0:50	3:14	1:58	1:15	3:02	3:22	-0:19	1:35	2:10	-0:35	0:58	1:40	-0:42	0:43	0:44	-0:00	2:15	1:39	0:36
Coast	3:39	3:58	-0:18	4:48	5:06	-0:17	4:17	5:12	-0:55	2:42	2:15	0:26	2:27	1:50	0:36	2:02	3:20	-1:18	4:17	4:01	0:16
Edge	1:45	1:52	-0:07	1:49	1:56	-0:07	1:59	2:07	-0:08	1:44	1:45	-0:01	1:26	1:12	0:14	1:09	0:58	0:11	2:04	1:47	0:16
Flava	2:32	2:22	0:10	3:03	2:55	0:07	3:05	2:57	0:07	2:24	2:29	-0:04	1:59	2:16	-0:16	0:56	0:59	-0:03	2:09	2:29	-0:19
FM99.4 Chinese Voice	1:42	7:16	-5:34	0:50	2:16	-1:26	1:28	1:38	-0:09	1:06	1:15	-0:08	1:09	10:38	-9:28	4:30	*	*	2:33	4:46	-2:13
George FM	1:51	2:15	-0:24	1:55	2:03	-0:08	2:08	2:15	-0:06	1:48	1:45	0:02	1:25	1:19	0:06	1:12	0:59	0:13	2:49	2:35	0:14
Humm FM	1:59	2:14	-0:14	2:47	2:39	0:07	3:38	4:15	-0:36	2:26	2:37	-0:10	1:32	3:21	-1:49	1:00	1:11	-0:11	2:48	2:42	0:06
Life FM	2:27	2:10	0:16	2:43	2:12	0:30	2:45	2:37	0:08	1:30	1:37	-0:07	0:40	0:49	-0:09	1:22	1:18	0:03	1:52	1:38	0:13
Magic	2:38	2:54	-0:16	2:36	3:05	-0:28	4:18	4:27	-0:09	3:18	2:36	0:42	2:51	4:27	-1:35	6:15	2:05	4:10	4:53	3:45	1:07
Mai FM	2:53	2:46	0:06	2:41	2:47	-0:05	2:47	2:48	-0:01	2:30	2:22	0:08	1:51	1:51	-0:00	2:38	1:43	0:54	2:16	2:28	-0:12
Mix	2:03	2:35	-0:32	3:29	4:26	-0:56	4:20	4:59	-0:38	1:55	2:11	-0:15	1:14	0:52	0:21	0:29	0:53	-0:24	2:05	3:02	-0:56
More FM	2:27	2:53	-0:26	2:39	3:13	-0:34	2:51	3:43	-0:52	2:02	2:40	-0:37	1:22	1:46	-0:24	1:00	1:33	-0:33	2:11	2:39	-0:27
More FM Rodney	1:39	2:44	-1:04	2:19	2:28	-0:09	1:44	2:25	-0:41	0:51	2:29	-1:37	1:35	0:57	0:37	2:22	2:41	-0:19	1:57	3:01	-1:03
Newstalk ZB	4:00	3:57	0:02	3:02	4:01	-0:59	2:24	3:00	-0:35	2:38	2:35	0:02	2:45	3:04	-0:19	2:47	4:13	-1:25	2:51	3:28	-0:36
Radio Hauraki	2:43	3:44	-1:01	4:26	4:53	-0:26	4:23	4:37	-0:13	2:04	2:55	-0:50	1:10	2:57	-1:47	2:34	1:53	0:40	2:11	1:26	0:44
RadioLIVE	3:28	3:21	0:07	2:52	1:30	1:21	3:21	1:51	1:30	1:55	1:27	0:28	2:03	2:07	-0:03	2:27	2:36	-0:09	3:08	2:57	0:11
Radio Sport	2:41	2:21	0:19	2:49	3:16	-0:27	2:44	2:28	0:16	2:05	1:46	0:19	1:23	1:53	-0:30	2:43	1:50	0:52	3:08	2:44	0:24
Radio Tainui	*	1:30	*	1:15	1:42	-0:27	1:30	0:44	0:45	0:15	0:15	0:00	*	*	*	2:26	2:17	0:09	2:23	4:35	-2:12
Tarana	3:47	2:57	0:50	2:49	1:42	1:06	4:38	3:09	1:29	2:41	1:59	0:41	3:03	2:47	0:15	2:04	2:30	-0:26	4:43	3:37	1:06
Radio Waatea	2:14	1:47	0:27	1:40	1:23	0:16	1:45	1:45	0:00	2:00	1:48	0:11	5:30	3:00	2:30	*	25:00	*	1:32	1:30	0:02
Rhema	3:02	3:19	-0:17	2:31	3:09	-0:38	1:48	2:06	-0:18	1:38	1:55	-0:16	1:43	2:38	-0:54	3:33	3:28	0:05	3:25	3:25	-0:00
Rock	2:45	2:28	0:16	3:27	3:08	0:19	3:45	2:45	1:00	2:27	1:36	0:50	1:41	2:02	-0:20	1:56	1:42	0:14	3:00	2:32	0:27
Star	1:42	3:02	-1:19	1:02	1:53	-0:51	1:54	2:43	-0:49	0:53	1:00	-0:07	1:26	2:49	-1:23	1:34	2:09	-0:34	1:42	2:31	-0:48
The Hits	2:14	2:20	-0:05	3:31	3:13	0:18	4:00	3:48	0:12	2:07	2:27	-0:20	1:07	1:17	-0:09	1:23	1:20	0:03	2:12	2:28	-0:15
The Sound	3:05	2:52	0:13	4:20	3:31	0:49	4:25	4:54	-0:28	1:44	2:31	-0:46	1:17	1:36	-0:19	2:15	2:06	0:09	3:00	3:45	-0:44
ZM	2:13	1:59	0:13	2:04	2:13	-0:09	2:16	2:00	0:16	1:32	1:34	-0:01	1:13	1:26	-0:13	1:15	1:17	-0:02	1:47	1:51	-0:03
Others	2:48	3:22	-0:33	2:24	2:59	-0:34	3:56	4:05	-0:09	2:15	2:40	-0:25	2:52	3:18	-0:26	3:02	3:48	-0:46	3:02	3:32	-0:30
MediaWorks Combo	3:03	3:14	-0:10	3:20	3:27	-0:07	3:54	3:59	-0:04	2:31	2:37	-0:05	1:50	1:55	-0:05	2:28	2:06	0:21	3:07	3:17	-0:09
NZME Combo	3:31	3:31	-0:00	3:58	4:18	-0:20	3:55	4:12	-0:16	2:34	2:40	-0:05	2:04	2:24	-0:20	2:26	2:58	-0:31	3:12	3:23	-0:11
NZME and Partners	3:27	3:32	-0:05	3:52	4:09	-0:17	3:53	4:10	-0:17	2:34	2:40	-0:06	1:59	2:35	-0:36	2:20	2:50	-0:29	3:12	3:23	-0:11
All Commercial Radio	4:07	4:18	-0:10	4:20	4:38	-0:18	4:54	5:10	-0:15	3:13	3:20	-0:06	2:24	2:53	-0:28	3:03	3:20	-0:16	4:13	4:31	-0:18

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 Internet only listening to Hokonui