

## AUCKLAND COMMERCIAL RADIO - SURVEY 1 2019

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

Survey Comparisons: 4/2018 - 1/2019

This Survey Period: Sun Sep 2 to Sat Nov 10 2018 & Sun Feb 3 to Sat Mar 30 2019

Last Survey Period: Sun Jun 24 to Sat Nov 10 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	+/-	This	Last	+/-	This	Last	+/-	
95bFM	0.8	1.0	-0.2	21	1.1	0.6	0.5	0.8	0.9	-0.1	1.2	1.4	-0.2	0.9	1.2	-0.3	0.8	1.3	-0.5	0.7	1.2	-0.5	1.3	1.2	0.1	1.3	1.2	0.1	1.3	1.2	0.1	
Ake	*	*	*	*	0.1	0.2	-0.1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
BBC	0.7	0.8	-0.1	23	0.2	0.3	-0.1	0.2	0.3	-0.1	0.3	0.4	-0.1	0.4	0.5	-0.1	1.0	0.7	0.3	1.4	1.2	0.2	0.3	0.2	0.1	0.3	0.2	0.1	0.3	0.2	0.1	
Breeze	7.8	7.1	0.7	4	6.8	5.3	1.5	5.2	4.8	0.4	7.0	5.1	1.9	8.2	6.9	1.3	10.4	10.1	0.3	9.5	8.4	1.1	13.3	11.0	2.3	13.3	11.0	2.3	13.3	11.0	2.3	
Chinese Radio AM936	1.5	1.1	0.4	19	0.8	0.7	0.1	0.5	0.9	-0.4	0.5	1.1	-0.6	0.9	1.0	-0.1	2.6	0.9	1.7	2.7	1.0	1.7	0.8	1.0	-0.2	0.8	1.0	-0.2	0.8	1.0	-0.2	
Coast	7.9	9.0	-1.1	3	1.5	1.2	0.3	0.8	3.3	-2.5	1.4	2.9	-1.5	5.9	6.5	-0.6	14.2	13.1	1.1	16.1	17.9	-1.8	4.2	6.0	-1.8	4.2	6.0	-1.8	4.2	6.0	-1.8	
Edge	5.2	5.0	0.2	6	8.3	10.5	-2.2	9.6	7.9	1.7	7.5	6.2	1.3	5.8	5.2	0.6	2.5	3.0	-0.5	1.7	1.5	0.2	4.6	4.9	-0.3	4.6	4.9	-0.3	4.6	4.9	-0.3	
Flava	3.1	5.0	-1.9	12	7.4	18.6	-11.2	5.8	6.5	-0.7	4.3	5.4	-1.1	3.6	4.7	-1.1	1.6	2.7	-1.1	0.4	0.8	-0.4	3.1	4.0	-0.9	3.1	4.0	-0.9	3.1	4.0	-0.9	
FM99.4 Chinese Voice	0.2	0.1	0.1	25	0.1	0.1	0.0	0.3	0.3	0.0	0.3	0.3	0.0	0.2	0.2	0.0	0.1	*	*	*	*	*	*	*	*	0.2	0.2	0.0	0.2	0.2	0.0	
George FM	2.2	2.4	-0.2	17	1.3	1.7	-0.4	5.8	4.6	1.2	4.1	4.4	-0.3	2.9	3.6	-0.7	0.3	1.5	-1.2	0.2	0.4	-0.2	1.3	2.2	-0.9	1.3	2.2	-0.9	1.3	2.2	-0.9	
Humm FM	2.6	1.9	0.7	13	2.8	1.7	1.1	5.3	2.8	2.5	5.8	3.6	2.2	4.0	2.8	1.2	0.3	1.0	-0.7	0.4	0.6	-0.2	3.3	2.9	0.4	3.3	2.9	0.4	3.3	2.9	0.4	
Life FM	1.5	1.3	0.2	19	2.3	1.3	1.0	2.0	1.2	0.8	2.3	1.5	0.8	2.0	1.8	0.2	1.0	1.5	-0.5	0.1	0.2	-0.1	2.5	1.2	1.3	2.5	1.2	1.3	2.5	1.2	1.3	
Magic Music & Talk*	5.6	5.2	0.4	5	0.4	0.7	-0.3	2.1	1.4	0.7	3.1	2.3	0.8	3.7	3.0	0.7	7.5	7.2	0.3	10.6	11.7	-1.1	5.0	4.8	0.2	5.0	4.8	0.2	5.0	4.8	0.2	
Mai FM	11.1	10.5	0.6	2	27.5	18.4	9.1	21.8	21.4	0.4	16.8	15.1	1.7	12.5	11.8	0.7	4.3	5.0	-0.7	2.3	2.0	0.3	13.2	9.7	3.5	13.2	9.7	3.5	13.2	9.7	3.5	
Mix	2.6	2.1	0.5	13	2.5	0.8	1.7	2.7	1.5	1.2	1.9	1.7	0.2	2.5	2.6	-0.1	3.5	3.7	-0.2	2.5	2.5	0.0	3.5	3.5	0.0	3.5	3.5	0.0	3.5	3.5	0.0	
More FM	4.1	5.0	-0.9	8	4.4	5.6	-1.2	2.4	3.4	-1.0	3.5	5.4	-1.9	5.3	5.9	-0.6	7.0	6.3	0.7	3.4	4.5	-1.1	5.6	7.9	-2.3	5.6	7.9	-2.3	5.6	7.9	-2.3	
More FM Rodney	0.5	0.4	0.1	24	1.2	0.6	0.6	0.5	0.7	-0.2	0.7	0.6	0.1	0.6	0.6	0.0	0.2	0.3	-0.1	0.2	0.1	0.1	0.3	0.5	-0.2	0.3	0.5	-0.2	0.3	0.5	-0.2	
Newstalk ZB	14.6	11.9	2.7	1	1.9	1.5	0.4	2.6	3.8	-1.2	5.0	5.1	-0.1	8.6	6.5	2.1	17.8	12.7	5.1	25.8	24.5	1.3	7.8	7.3	0.5	7.8	7.3	0.5	7.8	7.3	0.5	
Radio Hauraki	2.3	2.6	-0.3	16	1.1	0.8	0.3	2.1	3.3	-1.2	2.7	3.1	-0.4	3.6	3.8	-0.2	3.3	3.0	0.3	1.3	0.8	0.5	2.4	1.3	1.1	2.4	1.3	1.1	2.4	1.3	1.1	
Radio Sport	1.9	1.9	0.0	18	2.6	1.6	1.0	1.3	1.4	-0.1	1.1	1.2	-0.1	1.4	1.2	0.2	2.5	2.2	0.3	3.4	3.8	-0.4	1.3	0.7	0.6	1.3	0.7	0.6	1.3	0.7	0.6	
Radio Tainui	0.1	0.1	0.0	28	0.2	0.2	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
Tarana	2.6	2.1	0.5	13	0.9	0.4	0.5	3.2	2.7	0.5	3.1	2.8	0.3	2.4	2.3	0.1	1.1	1.2	-0.1	2.2	0.8	1.4	2.0	2.0	0.0	2.0	2.0	0.0	2.0	2.0	0.0	
Radio Waatea	0.2	0.2	0.0	25	*	*	*	0.2	*	*	0.2	*	*	0.3	0.2	0.1	0.4	0.5	-0.1	0.3	0.2	0.1	0.3	0.2	0.1	0.3	0.2	0.1	0.3	0.2	0.1	
Rhema	0.8	1.3	-0.5	21	1.6	1.0	0.6	0.3	1.4	-1.1	0.6	1.8	-1.2	0.7	1.7	-1.0	0.6	1.2	-0.6	1.2	1.4	-0.2	0.6	1.4	-0.8	0.6	1.4	-0.8	0.6	1.4	-0.8	
Rock	4.2	3.9	0.3	7	4.7	3.3	1.4	5.6	4.8	0.8	8.3	7.0	1.3	6.3	6.1	0.2	2.2	3.3	-1.1	1.3	1.4	-0.1	2.8	4.2	-1.4	2.8	4.2	-1.4	2.8	4.2	-1.4	
Star	0.2	0.3	-0.1	25	0.1	0.2	-0.1	0.1	0.2	-0.1	0.1	0.2	-0.1	0.1	0.2	-0.1	0.1	0.1	0.0	0.2	0.2	0.0	0.2	0.2	0.0	0.2	0.2	0.0	0.2	0.2	0.0	
The Hits	4.0	3.8	0.2	9	4.1	3.6	0.5	4.0	4.8	-0.8	5.7	6.8	-1.1	4.8	5.3	-0.5	3.1	2.2	0.9	3.1	1.9	1.2	8.1	6.7	1.4	8.1	6.7	1.4	8.1	6.7	1.4	
The Sound	3.9	3.3	0.6	10	0.9	1.2	-0.3	3.0	1.0	2.0	2.5	1.8	0.7	3.8	3.2	0.6	7.0	6.8	0.2	5.3	5.5	-0.2	2.8	3.5	-0.7	2.8	3.5	-0.7	2.8	3.5	-0.7	
ZM	3.8	4.7	-0.9	11	4.0	6.9	-2.9	8.8	9.4	-0.6	6.6	8.4	-1.8	4.7	5.7	-1.0	0.9	1.2	-0.3	0.4	1.0	-0.6	5.7	5.8	-0.1	5.7	5.8	-0.1	5.7	5.8	-0.1	
Others	4.2	5.8	-1.6		9.1	10.9	-1.8	2.9	5.3	-2.4	3.4	4.3	-0.9	4.0	5.4	-1.4	3.9	7.0	-3.1	3.3	4.4	-1.1	3.4	6.4	-3.0	3.4	6.4	-3.0	3.4	6.4	-3.0	
MediaWorks Combo	44.6	42.8	1.8		55.6	47.3	8.3	56.0	50.0	6.0	53.4	47.9	5.5	49.0	46.3	2.7	41.3	43.6	-2.3	34.4	35.5	-1.1	48.8	48.6	0.2	48.8	48.6	0.2	48.8	48.6	0.2	
NZME Combo	40.8	41.9	-1.1		25.2	35.5	-10.3	28.4	34.3	-5.9	28.9	35.0	-6.1	35.5	36.7	-1.2	48.0	41.6	6.4	54.4	54.3	0.1	36.4	34.5	1.9	36.4	34.5	1.9	36.4	34.5	1.9	
NZME and Partners	45.8	46.2	-0.4		30.0	38.6	-8.6	35.3	39.1	-3.8	36.8	41.4	-4.6	41.5	41.9	-0.4	51.7	44.8	6.9	58.3	57.2	1.1	42.1	39.8	2.3	42.1	39.8	2.3	42.1	39.8	2.3	
Potential (000)	1487.0	1445.0	42.0		166.7	157.4	9.3	509.3	495.6	13.7	544.0	516.0	28.0	764.0	727.0	27.0	388.0	382.0	6.0	296.0	286.0	10.0	261.4	273.8	-12.4	261.4	273.8	-12.4	261.4	273.8	-12.4	
Sample	2,633	2,553	80		310	297	13	657	798	-141	816	919	-103	1,333	1,341	-8	822	682	140	592	517	75	502	533	-31	502	533	-31	502	533	-31	

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 (until S4 2018) or Magic Music & Talk (from S1 2019) or Mai FM or More FM or More FM Rodney or RadioLive (until S4 2018) 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 1 2019

Station Share (%) by Daypart, People 10+

Survey Comparisons: 4/2018 - 1/2019

This Survey Period: Sun Sep 2 to Sat Nov 10 2018 & Sun Feb 3 to Sat Mar 30 2019

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

	This	Last	+/-
Potential (000)	1,487.0	1,445.0	42.0
Sample Size	2,633	2,553	80

	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	1.3	-0.6	22	0.7	1.0	-0.3	*	0.8	0.9	-0.1	*	0.9	0.9	0.0	*	0.7	1.5	-0.8	*	0.8	0.5	0.3	*	1.0	1.0	0.0				
Ake	*	*	*	*	*	*	*	*	*	*	*	*	0.1	0.1	0.0	*	0.1	0.1	0.0	*	*	*	*	*	*	*	*	*	*		
BBC	0.7	0.7	0.0	22	0.3	0.6	-0.3	0.6	0.4	0.2	0.4	0.5	-0.1	1.4	1.3	0.1	2.3	3.0	-0.7	0.8	1.0	-0.2	7.2	6.6	0.6	1.5	1.1	0.4			
Breeze	7.2	5.9	1.3	3	9.4	7.9	1.5	9.5	9.4	0.1	7.6	7.8	-0.2	5.0	3.9	1.1	4.8	2.7	2.1	*	0.2	*	*	1.5	1.1	0.4	9.3	9.9	-0.6		
Chinese Radio AM936	1.8	1.5	0.3	17	1.8	1.9	-0.1	1.3	0.8	0.5	0.8	0.8	0.0	2.1	0.8	1.3	*	0.2	*	*	0.2	0.0	0.0	0.3	0.2	0.1	2.6	4.0	-1.4		
Coast	4.9	7.6	-2.7	5	9.4	11.3	-1.9	9.3	10.6	-1.3	7.0	6.8	0.2	7.2	5.9	1.3	4.8	6.3	-1.5	9.3	9.9	-0.6	5.8	5.4	0.4	2.6	4.0	-1.4			
Edge	4.5	4.5	0.0	7	5.0	3.7	1.3	5.4	5.1	0.3	5.6	6.8	-1.2	6.1	5.2	0.9	3.2	2.5	0.7	5.8	5.4	0.4	3.1	2.5	0.6	1.8	1.2	0.6			
Flava	2.6	4.8	-2.2	12	3.6	5.6	-2.0	4.1	5.9	-1.8	3.3	6.2	-2.9	2.3	4.7	-2.4	0.9	1.4	-0.5	2.6	4.0	-1.4	5.4	5.0	0.4	2.6	4.0	-1.4			
FM99.4 Chinese Voice	0.1	0.1	0.0	26	0.2	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.0	0.2	0.2	0.0	0.2	0.2	0.0	0.3	0.2	0.0	0.1	2.2	3.4	-1.2	2.2	3.4	-1.2		
George FM	2.2	2.1	0.1	15	2.5	2.2	0.3	2.1	2.1	0.0	2.4	2.2	0.2	2.0	2.7	-0.7	1.6	1.5	0.1	2.2	3.4	-1.2	3.1	2.5	0.6	3.1	2.5	0.6			
Humm FM	2.4	1.3	1.1	13	2.0	1.8	0.2	1.8	1.9	-0.1	3.9	2.2	1.7	2.1	2.2	-0.1	3.3	1.2	2.1	3.1	2.5	0.6	3.1	2.5	0.6	1.8	1.2	0.6			
Life FM	1.6	1.5	0.1	18	1.4	1.5	-0.1	1.6	1.3	0.3	1.6	1.4	0.2	1.2	0.6	0.6	0.2	0.3	-0.1	1.8	1.2	0.6	6.2	6.2	0.0	6.2	6.2	0.0			
Magic Music & Talk*	5.4	5.1	0.3	4	6.3	4.0	2.3	5.3	4.6	0.7	4.4	4.7	-0.3	5.0	5.9	-0.9	8.1	8.3	-0.2	6.2	6.2	0.0	1.0	1.0	0.0	1.0	1.0	0.0			
Mai FM	11.9	11.1	0.8	2	8.6	8.3	0.3	10.6	10.0	0.6	12.5	11.3	1.2	11.2	11.7	-0.5	20.1	17.9	2.2	10.3	9.8	0.5	2.6	1.9	0.7	2.6	1.9	0.7			
Mix	1.4	1.6	-0.2	19	3.7	3.2	0.5	3.3	2.8	0.5	2.6	1.6	1.0	1.7	1.5	0.2	0.3	0.3	0.0	2.6	1.9	0.7	3.8	4.8	-1.0	3.8	4.8	-1.0			
More FM	4.4	5.2	-0.8	8	4.1	5.6	-1.5	4.8	5.3	-0.5	4.4	5.2	-0.8	3.1	4.4	-1.3	0.8	0.7	0.1	0.4	0.5	-0.1	0.4	0.5	-0.1	1.0	1.0	0.0			
More FM Rodney	0.4	0.4	0.0	24	0.2	0.3	-0.1	0.5	0.3	0.2	0.7	0.3	0.4	0.9	0.6	0.3	1.0	1.0	0.0	0.4	0.5	-0.1	0.4	0.5	-0.1	0.4	0.5	-0.1			
Newstalk ZB	22.6	18.0	4.6	1	11.6	11.6	0.0	7.9	6.1	1.8	13.1	11.2	1.9	20.1	14.5	5.6	26.6	22.1	4.5	13.1	10.1	3.0	2.0	1.4	0.6	2.0	1.4	0.6			
Radio Hauraki	2.3	2.6	-0.3	14	2.4	3.5	-1.1	2.6	3.4	-0.8	3.2	3.2	0.0	1.5	1.6	-0.1	0.5	0.5	-1.2	2.0	1.4	0.6	3.2	2.8	0.4	3.2	2.8	0.4			
Radio Sport	1.4	1.4	0.0	19	1.3	1.4	-0.1	1.6	1.7	-0.1	1.4	1.5	-0.1	1.1	1.2	-0.1	5.2	4.7	0.5	0.2	0.4	-0.2	0.2	0.4	-0.2	0.2	0.4	-0.2			
Radio Tainui	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1.5	1.2	0.3	0.1	0.2	-0.1
Tarana	2.1	1.5	0.6	16	2.1	1.5	0.6	1.9	1.9	0.0	2.9	1.8	1.1	4.8	4.0	0.8	1.1	2.2	-1.1	3.3	2.7	0.6	1.0	1.0	0.0	1.0	1.0	0.0			
Radio Waatea	0.2	0.3	-0.1	25	0.2	0.2	0.0	*	0.1	*	0.2	0.3	-0.1	1.1	0.4	0.7	*	*	*	*	0.1	0.1	0.0	*	*	*	*	*	*		
Rhema	0.8	1.6	-0.8	21	0.6	1.3	-0.7	0.9	0.9	0.0	0.7	1.2	-0.5	1.0	1.2	-0.2	0.3	1.8	-1.5	0.8	1.6	-0.8	0.8	1.6	-0.8	0.8	1.6	-0.8			
Rock	3.8	3.4	0.4	9	5.1	4.5	0.6	5.3	4.7	0.6	4.6	4.1	0.5	3.3	3.1	0.2	2.7	2.0	0.7	3.0	3.8	-0.8	3.0	3.2	0.7	3.0	3.2	0.7			
Star	0.1	0.3	-0.2	26	0.2	0.1	0.1	0.2	0.2	0.0	0.1	0.1	0.0	0.5	0.5	0.0	0.5	0.4	0.1	0.2	0.4	-0.2	0.2	0.4	-0.2	0.2	0.4	-0.2			
The Hits	3.5	2.9	0.6	10	5.1	5.3	-0.2	5.3	5.1	0.2	3.3	3.8	-0.5	2.4	1.9	0.5	1.8	1.8	0.0	3.7	3.4	0.3	3.7	3.4	0.3	3.7	3.4	0.3			
The Sound	2.9	2.7	0.2	11	5.3	4.4	0.9	4.9	4.4	0.5	3.3	2.6	0.7	3.0	3.0	1.2	2.0	1.8	0.2	3.9	3.2	0.7	3.9	3.2	0.7	3.9	3.2	0.7			
ZM	4.9	5.6	-0.7	5	2.9	4.1	-1.2	4.2	4.5	-0.3	4.9	5.4	-0.5	2.5	4.5	-2.0	1.4	2.5	-1.1	3.0	4.5	-1.5	4.6	4.3	1.3	4.6	4.3	1.3			
Others	3.1	5.0	-1.9		4.2	3.2	1.0	4.0	5.5	-1.5	3.9	6.1	-2.2	6.2	11.9	-5.7	3.7	9.9	-6.2	4.8	6.1	-1.3	4.8	6.1	-1.3	4.8	6.1	-1.3			
MediaWorks Combo	42.6	40.4	2.2		46.4	41.0	5.4	48.3	45.9	2.4	45.6	44.9	0.7	39.8	39.3	0.5	44.4	38.2	6.2	42.8	43.6	-0.8	40.3	39.0	1.3	46.1	43.9	2.2			
NZME Combo	44.4	45.3	-0.9		40.2	46.5	-6.3	38.9	40.5	-1.6	39.2	40.2	-1.0	40.3	37.3	3.0	43.9	43.8	0.1	40.3	39.0	1.3	46.1	43.9	2.2	46.1	43.9	2.2			
NZME and Partners	49.4	49.4	0.0		44.9	51.3	-6.4	43.0	44.3	-1.3	44.9	44.2	0.7	45.3	42.1	3.2	48.3	45.9	2.4	46.1	43.9	2.2	46.1	43.9	2.2	46.1	43.9	2.2			

**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 (until S4 2018) or Magic Music & Talk (from S1 2019) or Mai FM or More FM or More FM Rodney or RadioLive (until S4 2018) 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

\*Magic Music & Talk includes a combination of Magic and RadioLIVE for S4 2018 and the following dates in S1 2019: Sunday September 2 – Saturday November 10 2018.

## AUCKLAND COMMERCIAL RADIO - SURVEY 1 2019

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

Survey Comparisons: 4/2018 - 1/2019

This Survey Period: Sun Sep 2 to Sat Nov 10 2018 &amp; Sun Feb 3 to Sat Mar 30 2019

Last Survey Period: Sun Jun 24 to Sat Nov 10 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	+/-	This	Last	+/-		
95bFM	35.7	38.6	-2.9	19	4.7	4.9	-0.2	10.6	14.1	-3.5	13.1	16.7	-3.6	18.5	23.2	-4.7	11.8	10.2	1.6	8.0	5.6	2.4	9.7	9.6	0.1					
Ake	2.8	2.5	0.3	29	0.7	0.8	-0.1	*	*	*	1.0	0.5	0.5	2.1	1.7	0.4	1.0	1.2	-0.2	*	*	*	1.3	1.2	0.1					
BBC	31.2	33.8	-2.6	21	1.3	2.4	-1.1	2.8	3.2	-0.4	6.1	6.4	-0.3	10.8	13.1	-2.3	11.3	11.2	0.1	14.6	10.9	3.7	4.6	3.7	0.9					
Breeze	179.2	173.0	6.2	3	11.9	11.6	0.3	49.2	38.9	10.3	62.6	51.4	11.2	93.3	84.5	8.8	61.8	70.1	-8.3	50.4	52.9	-2.5	43.1	45.1	-2.0					
Chinese Radio AM936	32.0	34.5	-2.5	20	2.6	2.5	0.1	9.7	12.8	-3.1	10.8	17.3	-6.5	15.5	22.2	-6.7	10.5	6.2	4.3	8.6	3.4	5.2	3.3	6.9	-3.6					
Coast	143.9	141.5	2.4	5	4.8	5.7	-0.9	12.4	23.2	-10.8	18.0	20.5	-2.5	44.7	44.1	0.6	66.0	62.9	3.1	74.9	70.0	4.9	20.1	22.5	-2.4					
Edge	171.1	171.3	-0.2	4	21.8	24.5	-2.7	93.6	89.5	4.1	72.9	71.1	1.8	88.5	92.3	-3.8	27.3	31.9	-4.6	14.0	12.7	1.3	28.1	30.0	-1.9					
Flava	105.0	116.1	-11.1	8	20.7	27.2	-6.5	61.9	55.6	6.3	45.6	42.6	3.0	55.1	57.8	-2.7	13.0	19.0	-6.0	3.5	4.4	-0.9	17.1	25.8	-8.7					
FM99.4 Chinese Voice	10.7	6.3	4.4	25	0.5	0.4	0.1	6.9	4.8	2.1	5.4	3.4	2.0	6.5	3.9	2.6	1.7	0.5	1.2	0.9	*	*	0.3	0.6	-0.3					
George FM	77.1	74.4	2.7	12	5.5	4.8	0.7	51.1	41.2	9.9	50.7	46.4	4.3	57.5	55.6	1.9	7.2	12.7	-5.5	1.2	5.0	-3.8	9.3	13.3	-4.0					
Humm FM	41.1	43.2	-2.1	18	1.7	3.1	-1.4	28.9	20.2	8.7	29.6	23.8	5.8	33.0	31.3	1.7	3.4	8.7	-5.3	1.2	2.6	-1.4	8.7	13.2	-4.5					
Life FM	41.4	34.8	6.6	17	9.1	4.7	4.4	17.0	13.8	3.2	20.3	15.1	5.2	23.4	21.6	1.8	5.3	8.4	-3.1	2.6	2.2	0.4	8.6	7.9	0.7					
Magic Music & Talk*	100.5	94.4	6.1	9	3.1	2.2	0.9	12.2	10.9	1.3	21.9	18.0	3.9	41.4	34.9	6.5	44.6	43.8	0.8	45.0	47.6	-2.6	16.9	20.1	-3.2					
Mai FM	240.5	242.6	-2.1	1	52.7	41.0	11.7	126.5	137.8	-11.3	109.7	105.6	4.1	124.0	128.0	-4.0	27.0	33.7	-6.7	14.6	12.3	2.3	46.1	48.1	-2.0					
Mix	58.4	57.4	1.0	15	5.8	4.4	1.4	18.9	13.4	5.5	17.2	18.9	-1.7	29.7	34.4	-4.7	21.1	24.6	-3.5	13.2	13.7	-0.5	13.7	15.3	-1.6					
More FM	113.3	128.0	-14.7	7	17.3	17.8	-0.5	29.4	35.4	-6.0	38.2	51.5	-13.3	67.2	79.3	-12.1	41.8	41.2	0.6	17.8	20.3	-2.5	30.5	35.9	-5.4					
More FM Rodney	27.4	16.9	10.5	23	7.0	2.3	4.7	10.1	8.5	1.6	11.3	7.9	3.4	13.9	10.9	3.0	3.8	3.6	0.2	1.8	1.1	0.7	2.6	2.4	0.2					
Newstalk ZB	239.8	218.0	21.8	2	5.9	7.6	-1.7	24.4	35.3	-10.9	46.4	49.3	-2.9	95.9	87.8	8.1	104.5	86.1	18.4	99.7	87.7	12.0	34.6	36.9	-2.3					
Radio Hauraki	67.4	59.1	8.3	14	4.1	3.3	0.8	27.7	23.5	4.2	34.2	28.6	5.6	50.1	43.2	6.9	21.4	18.9	2.5	8.4	5.5	2.9	12.0	10.4	1.6					
Radio Sport	55.5	51.2	4.3	16	6.7	4.2	2.5	13.2	14.1	-0.9	13.6	14.2	-0.6	24.2	22.3	1.9	18.2	16.8	1.4	17.4	16.9	0.5	7.2	6.4	0.8					
Radio Tainui	6.9	6.4	0.5	28	2.4	2.1	0.3	2.1	2.4	-0.3	1.4	1.6	-0.2	2.4	2.6	-0.2	1.2	1.0	0.2	0.3	*	*	0.3	0.5	-0.2					
Tarana	30.8	31.3	-0.5	22	3.3	1.8	1.5	12.6	12.0	0.6	13.9	13.8	0.1	14.6	18.9	-4.3	5.1	8.9	-3.8	6.9	4.9	2.0	6.6	11.2	-4.6					
Radio Waatea	7.3	5.8	1.5	27	0.9	0.2	0.7	0.7	*	*	0.7	*	*	3.1	3.2	-0.1	4.7	4.8	-0.1	3.4	2.4	1.0	2.6	2.3	0.3					
Rhema	26.1	33.7	-7.6	24	3.0	4.5	-1.5	5.0	7.8	-2.8	7.6	12.0	-4.4	12.7	19.2	-6.5	9.1	12.0	-2.9	7.6	8.1	-0.5	4.9	7.7	-2.8					
Rock	92.0	86.5	5.5	11	8.2	7.6	0.6	38.6	32.7	5.9	48.3	46.3	2.0	59.1	59.8	-0.7	19.4	21.2	-1.8	13.1	11.7	1.4	16.7	21.0	-4.3					
Star	10.1	12.9	-2.8	26	1.1	0.8	0.3	2.5	4.3	-1.8	2.7	4.4	-1.7	3.6	6.0	-2.4	1.9	2.2	-0.3	2.3	1.8	0.5	2.1	1.9	0.2					
The Hits	100.1	95.3	4.8	10	12.3	11.4	0.9	37.5	30.5	7.0	42.7	39.9	2.8	56.6	56.0	0.6	22.4	26.1	-3.7	15.4	15.2	0.2	25.9	29.2	-3.3					
The Sound	76.0	65.0	11.0	13	3.3	2.9	0.4	16.8	11.4	5.4	17.4	16.6	0.8	36.1	31.6	4.5	41.3	36.4	4.9	28.0	24.6	3.4	8.1	10.3	-2.2					
ZM	136.0	157.6	-21.6	6	18.9	23.5	-4.6	80.1	82.6	-2.5	69.5	77.3	-7.8	78.7	87.5	-8.8	12.4	20.7	-8.3	6.1	13.0	-6.9	29.0	29.7	-0.7					
Others	115.8	125.3	-9.5	21.3	18.7	2.6	43.6	50.1	-6.5	43.0	47.8	-4.8	55.3	66.7	-11.4	23.0	29.0	-6.0	16.8	13.8	3.0	19.1	29.6	-10.5						
MediaWorks Combo	753.2	737.6	15.6	92.5	83.7	8.8	284.8	272.7	12.1	291.2	284.9	6.3	394.5	399.4	-4.9	194.6	207.5	-12.9	140.7	137.5	3.2	144.6	156.0	-11.4						
NZME Combo	666.2	669.6	-3.4	58.6	67.6	-9.0	197.2	207.9	-10.7	203.0	215.2	315.5	-4.0	311.5	315.5	-4.0	210.5	197.3	13.2	177.1	166.6	10.5	122.9	130.1	-7.2					
NZME and Partners	745.9	748.3	-2.4	62.2	72.8	-10.6	235.4	239.3	-3.9	245.2	255.1	-9.9	361.3	367.6	-6.3	227.3	214.5	12.8	191.0	176.0	15.0	138.1	149.6	-11.5						
All Commercial Radio	1,108.2	1,105.1	3.1	111.6	112.8	-1.2	360.4	363.4	-3.0	397.7	398.6	-0.9	566.5	572.6	-6.1	314.9	311.7	3.2	244.3	229.7	14.6	203.7	227.1	-23.4						
Potential (000)	1,487.0	1,445.0	42.0	166.7	157.4	9.3	509.3	495.6	13.7	544.0	516.0	28.0	754.0	727.0	27.0	388.0	382.0	6.0	296.0	286.0	10.0	261.4	273.8	-12.4						
Sample	2,633	2,553	80	310	297	13	657	798	-141	816	919	-103	1,333	1,341	-8	822	682	140	592	517	75	502	533	-31						

MediaWorks Combo: Breeze or Edge or George FM or Magic (until S4 2018) or Magic Music &amp; Talk (from S1 2019) or Mai FM or More FM or More FM Rodney or RadioLive (until S4 2018) 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

\*Magic Music &amp; Talk includes a combination of Magic and RadioLIVE for S4 2018 and the following dates in S1 2019: Sunday September 2 - Saturday November 10 2018.

## AUCKLAND COMMERCIAL RADIO - SURVEY 1 2019

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

Survey Comparisons: 4/2018 - 1/2019

This Survey Period: Sun Sep 2 to Sat Nov 10 2018 & Sun Feb 3 to Sat Mar 30 2019

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

	This	Last	+/-
Potential (000)	1,487.0	1,445.0	42.0
Sample Size	2,633	2,553	80

	Mon-Fri 6am-9am				Mon-Fri 9am-12md				Mon-Fri 12md-4pm				Mon-Fri 4pm-7pm				Mon-Fri 7pm-12mn				Mon-Fri 12mn-6am				Sat-Sun 12mn-12mn			
	This	Last	+/-	Rank	This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-	
95bFM	15.0	16.0	-1.0	21	11.4	12.0	-0.6		11.6	14.0	-2.4		11.2	10.9	0.3		7.4	10.0	-2.6		3.0	3.6	-0.6		16.1	16.4	-0.3	
Ake	1.4	0.9	0.5	28	0.1	0.2	-0.1		0.1	0.2	-0.1		1.4	1.4	0.0		0.5	0.5	0.0		*	*	*		0.4	0.4	0.0	
BBC	12.0	12.2	-0.2	23	8.5	10.2	-1.7		12.9	9.7	3.2		7.8	8.1	-0.3		8.7	9.9	-1.2		6.6	7.9	-1.3		19.4	24.0	-4.6	
Breeze	87.1	78.3	8.8	3	74.7	62.1	12.6		80.5	86.2	-5.7		79.6	87.5	-7.9		37.8	26.9	10.9		13.8	8.9	4.9		101.0	95.7	5.3	
Chinese Radio AM936	20.4	18.8	1.6	18	15.1	14.9	0.2		13.9	8.8	5.1		12.7	12.0	0.7		8.2	8.9	-0.7		0.5	2.0	-1.5		19.1	18.7	0.4	
Coast	55.3	69.0	-13.7	7	65.5	60.9	4.6		83.2	83.2	0.0		60.9	60.1	0.8		28.7	24.8	3.9		17.4	20.3	-2.9		88.0	86.4	1.6	
Edge	76.3	84.6	-8.3	4	58.9	52.8	6.1		84.3	86.3	-2.0		80.6	93.3	-12.7		34.7	36.8	-2.1		15.8	13.9	1.9		93.2	97.2	-4.0	
Flava	50.7	62.5	-11.8	9	40.5	47.1	-6.6		57.6	65.0	-7.4		59.7	61.4	-1.7		22.7	24.2	-1.5		6.7	10.0	-3.3		58.8	68.7	-9.9	
FM99.4 Chinese Voice	2.4	1.0	1.4	27	6.6	3.4	3.2		4.4	3.4	1.0		2.1	2.1	0.0		2.3	2.2	0.1		0.3	0.3	0.0		5.3	3.1	2.2	
George FM	35.4	37.1	-1.7	13	30.8	29.4	1.4		33.2	32.6	0.6		31.8	29.0	2.8		18.6	19.7	-1.1		6.3	8.3	-2.0		36.7	45.0	-8.3	
Humm FM	20.7	21.9	-1.2	17	14.5	16.7	-2.2		17.5	17.9	-0.4		21.9	21.1	0.8		15.4	14.7	0.7		7.5	7.8	-0.3		33.0	34.0	-1.0	
Life FM	22.1	20.8	1.3	16	15.2	13.9	1.3		19.0	16.3	2.7		23.2	21.8	1.4		9.7	9.8	-0.1		1.2	1.6	-0.4		27.3	25.0	2.3	
Magic Music & Talk*	55.2	52.1	3.1	8	41.9	37.3	4.6		47.1	38.8	8.3		47.9	44.4	3.5		23.5	24.7	-1.2		13.7	15.7	-2.0		61.2	59.2	2.0	
Mai FM	127.3	127.6	-0.3	2	77.0	80.0	-3.0		127.0	121.7	5.3		122.8	107.1	15.7		66.0	65.1	0.9		45.2	44.8	0.4		162.2	161.9	0.3	
Mix	25.2	26.2	-1.0	15	26.6	23.7	2.9		24.2	22.0	2.2		26.4	20.2	6.2		16.0	12.8	3.2		3.3	4.1	-0.8		35.7	34.8	0.9	
More FM	59.4	69.7	-10.3	6	41.2	55.1	-13.9		56.0	62.7	-6.7		55.0	60.7	-5.7		30.1	33.3	-3.2		5.9	4.3	1.6		62.8	81.7	-18.9	
More FM Rodney	12.8	7.4	5.4	22	5.2	3.6	1.6		9.1	6.5	2.6		12.7	7.0	5.7		10.2	4.0	6.2		3.3	2.7	0.6		10.8	10.2	0.6	
Newstalk ZB	176.0	148.3	27.7	1	108.2	98.3	9.9		101.8	86.0	15.8		113.7	101.1	12.6		72.0	54.5	17.5		66.7	52.0	14.7		156.2	132.9	23.3	
Radio Hauraki	32.4	31.9	0.5	14	20.7	20.1	0.6		27.4	26.1	1.3		36.3	36.2	0.1		13.9	14.3	-0.4		3.5	4.3	-0.8		33.4	24.6	8.8	
Radio Sport	16.1	17.3	-1.2	20	12.5	13.2	-0.7		19.5	21.1	-1.6		15.2	17.5	-2.3		8.7	8.6	0.1		10.7	11.3	-0.6		38.8	33.9	4.9	
Radio Tainui	0.5	*	*	29	*	0.3	*		0.3	0.7	-0.4		*	0.2	*		0.3	*	*		4.4	3.3	1.1		2.6	2.5	0.1	
Tarana	17.5	13.2	4.3	19	12.9	13.6	-0.7		12.6	13.6	-1.0		15.6	15.7	-0.1		13.3	13.5	-0.2		5.7	7.0	-1.3		24.6	21.4	3.2	
Radio Waatea	3.8	4.1	-0.3	25	2.2	2.6	-0.4		*	1.3	*		2.9	3.1	-0.2		1.8	0.7	1.1		*	*	*		3.1	3.3	-0.2	
Rhema	10.4	17.0	-6.6	24	9.1	13.1	-4.0		14.7	17.1	-2.4		13.4	17.3	-3.9		6.3	7.0	-0.7		1.5	3.3	-1.8		13.0	18.1	-5.1	
Rock	43.1	41.1	2.0	11	36.8	33.8	3.0		44.0	42.1	1.9		45.9	39.6	6.3		20.7	18.9	1.8		9.2	6.9	2.3		42.2	48.0	-5.8	
Star	3.1	5.2	-2.1	26	3.7	2.0	1.7		3.3	2.8	0.5		3.7	2.9	0.8		4.7	3.7	1.0		2.4	1.8	0.6		5.9	9.8	-3.9	
The Hits	46.7	42.2	4.5	10	40.4	38.9	1.5		47.7	43.4	4.3		39.6	42.5	-2.9		20.6	17.7	2.9		7.3	8.5	-1.2		62.4	58.0	4.4	
The Sound	35.8	28.9	6.9	12	36.3	26.0	10.3		38.2	33.9	4.3		43.7	35.8	7.9		16.6	14.6	2.0		6.1	5.1	1.0		40.0	39.7	0.3	
ZM	73.0	83.9	-10.9	5	47.5	50.4	-2.9		59.3	66.3	-7.0		68.8	83.3	-14.5		29.0	38.3	-9.3		11.0	13.4	-2.4		76.5	93.6	-17.1	
Others	45.3	58.3	-13.0		34.0	34.1	-0.1		38.9	47.0	-8.1		49.6	64.8	-15.2		35.9	42.9	-7.0		13.2	21.4	-8.2		72.8	75.7	-2.9	
MediaWorks Combo	444.0	436.1	7.9		333.7	317.8	15.9		414.2	397.6	16.6		436.5	425.1	11.4		224.2	220.7	3.5		108.0	101.9	6.1		505.4	524.7	-19.3	
NZME Combo	423.3	424.4	-1.1		304.7	303.3	1.4		360.5	350.0	10.5		376.2	372.6	3.6		200.1	186.2	13.9		120.1	117.7	2.4		458.6	457.0	1.6	
NZME and Partners	474.5	472.4	2.1		345.2	343.2	2.0		399.1	386.2	12.9		418.2	410.2	8.0		231.4	218.6	12.8		130.4	129.2	1.2		517.4	514.8	2.6	
All Commercial Radio	803.8	799.8	4.0		610.5	595.9	14.6		697.9	689.6	8.3		737.1	738.4	-1.3		438.0	428.7	9.3		218.7	215.8	2.9		878.3	890.8	-12.5	

MediaWorks Combo: Breeze or Edge or George FM or Magic (until S4 2018) or Magic Music & Talk (from S1 2019) or Mai FM or More FM or More FM Rodney or RadioLive (until S4 2018) 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

\*Magic Music & Talk includes a combination of Magic and RadioLIVE for S4 2018 and the following dates in S1 2019: Sunday September 2 – Saturday November 10 2018.

## AUCKLAND COMMERCIAL RADIO - SURVEY 1 2019

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

Survey Comparisons: 4/2018 - 1/2019

This Survey Period: Sun Sep 2 to Sat Nov 10 2018 & Sun Feb 3 to Sat Mar 30 2019

Last Survey Period: Sun Jun 24 to Sat Nov 10 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	3:57	4:39	-0:41	2:41	1:38	1:03	3:55	3:12	0:42	5:11	4:47	0:23	4:32	4:41	-0:08	3:49	7:21	-3:31	4:06	9:07	-5:00	3:58	4:15	-0:17
Ake	1:42	2:07	-0:25	1:41	2:27	-0:45	*	*	*	1:02	1:15	-0:12	1:42	1:58	-0:16	2:23	2:19	0:04	*	*	*	1:08	1:06	0:01
BBC	3:54	3:56	-0:01	1:39	1:34	0:05	2:56	3:56	-0:59	2:45	3:09	-0:23	3:31	3:25	0:05	5:00	3:53	1:06	4:20	4:29	-0:08	1:48	1:45	0:02
Breeze	7:38	6:59	0:38	6:40	5:39	1:00	5:36	6:05	-0:28	6:37	5:39	0:57	7:55	7:23	0:31	9:24	8:23	1:00	8:19	6:38	1:40	9:13	8:10	1:02
Chinese Radio AM936	8:03	5:39	2:23	3:24	3:18	0:06	2:57	3:26	-0:28	2:54	3:29	-0:34	5:00	3:54	1:06	13:50	8:41	5:09	13:44	12:07	1:36	7:07	5:00	2:07
Coast	9:34	10:52	-1:17	3:34	2:39	0:54	3:24	7:01	-3:36	4:43	8:04	-3:21	11:58	13:15	-1:16	12:05	12:08	-0:03	9:30	10:38	-1:07	6:13	8:59	-2:46
Edge	5:22	4:57	0:24	4:24	5:18	-0:53	5:23	4:23	1:00	6:03	4:55	1:07	5:52	5:07	0:44	5:05	5:35	-0:30	5:23	4:56	0:26	4:50	5:28	-0:37
Flava	5:07	7:23	-2:15	4:09	8:29	-4:19	4:58	5:47	-0:49	5:34	7:10	-1:36	5:56	7:25	-1:28	7:03	8:12	-1:09	5:17	7:44	-2:26	5:20	5:11	0:09
FM99.4 Chinese Voice	3:04	3:44	-0:40	3:30	3:30	0:00	2:10	2:52	-0:41	3:40	5:22	-1:41	3:20	5:03	-1:43	2:20	3:00	-0:39	5:21	*	*	23:45	11:49	11:55
George FM	5:06	5:33	-0:27	2:46	4:30	-1:43	5:55	5:29	0:26	4:48	5:20	-0:32	4:31	5:51	-1:20	2:25	7:00	-4:35	5:43	3:31	2:12	4:04	5:30	-1:25
Humm FM	10:59	7:42	3:16	19:16	6:52	12:23	9:38	6:45	2:53	11:39	8:30	3:08	10:55	8:08	2:47	4:37	6:48	-2:10	14:40	10:33	4:06	11:30	7:22	4:07
Life FM	6:30	6:22	0:07	2:56	3:30	-0:33	6:13	4:27	1:46	6:33	5:47	0:46	7:43	7:35	0:07	10:03	10:17	-0:13	2:22	4:19	-1:57	8:34	5:06	3:28
Magic Music & Talk*	9:46	9:23	0:23	1:30	3:46	-2:16	8:56	6:21	2:34	8:16	7:17	0:58	8:04	7:41	0:22	9:22	9:36	-0:13	10:22	10:17	0:04	8:49	8:00	0:49
Mai FM	8:05	7:24	0:40	6:04	5:33	0:31	9:04	7:40	1:23	9:01	8:04	0:57	9:07	8:20	0:46	8:58	8:43	0:14	6:59	6:48	0:11	8:32	6:45	1:46
Mix	7:40	6:18	1:22	4:56	2:13	2:43	7:38	5:33	2:05	6:25	5:12	1:13	7:37	6:48	0:49	9:14	8:42	0:32	8:14	7:39	0:35	7:40	5:32	2:07
More FM	6:18	6:38	-0:20	2:59	3:55	-0:55	4:15	4:41	-0:26	5:25	5:54	-0:29	7:08	6:43	0:24	9:20	9:00	0:19	8:26	9:14	-0:47	5:26	7:27	-2:01
More FM Rodney	3:02	4:10	-1:08	2:02	3:20	-1:17	2:48	3:56	-1:07	3:47	4:00	-0:12	3:40	4:41	-1:01	3:06	5:39	-2:33	5:32	4:18	1:14	3:20	6:17	-2:56
Newstalk ZB	10:38	9:22	1:16	3:45	2:24	1:21	5:33	5:15	0:17	6:19	5:52	0:26	8:06	6:40	1:25	9:32	8:38	0:54	11:25	11:37	-0:11	6:44	6:39	0:05
Radio Hauraki	6:03	7:35	-1:31	3:05	3:00	0:04	3:59	6:59	-2:59	4:41	6:10	-1:28	6:27	7:53	-1:26	8:41	9:20	-0:38	6:42	6:03	0:39	5:57	4:11	1:45
Radio Sport	6:07	6:24	-0:16	4:35	4:40	-0:05	5:19	4:45	0:33	4:56	4:41	0:15	5:06	4:58	0:07	7:41	7:48	-0:07	8:35	9:21	-0:46	5:22	3:38	1:43
Radio Tainui	1:56	2:25	-0:28	0:55	1:10	-0:14	2:37	2:23	0:14	2:42	3:55	-1:12	2:23	3:07	-0:43	1:40	1:51	-0:10	0:15	*	*	1:30	6:56	-5:26
Tarana	14:40	11:13	3:26	3:10	2:58	0:12	13:22	11:02	2:19	13:14	11:20	1:53	14:45	10:55	3:49	11:41	8:10	3:30	13:52	7:04	6:48	9:09	6:06	3:03
Radio Waatea	4:45	5:21	-0:35	0:15	0:15	0:00	15:30	*	*	15:30	*	*	7:30	6:56	0:33	4:38	6:07	-1:29	3:22	3:41	-0:18	3:41	3:24	0:16
Rhema	5:10	6:49	-1:39	6:29	2:50	3:39	2:38	9:09	-6:31	5:00	8:30	-3:29	4:43	7:48	-3:04	3:27	5:44	-2:17	6:58	7:20	-0:21	3:25	6:14	-2:48
Rock	7:55	7:48	0:07	6:37	5:18	1:19	7:36	7:13	0:23	10:05	8:37	1:28	9:35	9:09	0:25	6:15	9:01	-2:45	4:16	4:47	-0:31	4:58	6:43	-1:44
Star	3:41	3:24	0:16	1:11	2:52	-1:41	2:20	2:00	0:20	2:30	2:45	-0:14	2:31	2:53	-0:22	2:28	3:27	-0:59	4:14	4:35	-0:20	2:43	3:36	-0:52
The Hits	6:57	6:53	0:04	3:51	3:53	-0:02	5:40	7:49	0:40	7:49	9:40	-1:51	7:39	8:29	-0:49	7:48	4:53	2:55	8:46	5:17	3:28	9:21	7:42	1:39
The Sound	9:00	8:42	0:18	3:05	5:04	-1:58	9:23	4:21	5:02	8:22	6:06	2:15	9:29	9:16	0:13	9:34	10:56	-1:21	8:20	9:18	-0:57	10:10	11:28	-1:18
ZM	4:51	5:05	-0:14	2:26	3:39	-1:12	5:45	5:37	0:08	5:35	6:08	-0:33	5:22	5:51	-0:29	3:51	3:31	0:19	3:07	3:04	0:02	5:50	6:33	-0:43
Others	6:17	7:56	-1:38	4:57	7:14	-2:16	3:28	5:10	-1:42	4:39	5:09	-0:30	6:27	7:19	-0:51	9:23	14:01	-4:37	8:38	13:20	-4:41	5:22	7:17	-1:55
MediaWorks Combo	10:23	9:55	0:27	6:59	7:00	-0:01	10:20	9:02	1:17	10:50	9:31	1:19	11:13	10:29	0:44	11:54	12:17	-0:23	10:48	10:46	0:02	10:03	10:28	-0:25
NZME Combo	10:43	10:42	0:00	4:59	6:30	-1:30	7:34	8:08	-0:34	8:25	9:13	-0:47	10:18	10:31	-0:12	12:46	12:19	0:27	13:33	13:35	-0:01	8:50	8:55	-0:05
NZME and Partners	10:45	10:33	0:11	5:36	6:34	-0:57	7:53	8:04	-0:11	8:52	9:11	-0:19	10:23	10:18	0:04	12:45	12:13	0:32	13:29	13:32	-0:03	9:05	8:57	0:07
All Commercial Radio	15:48	15:29	0:19	10:25	10:58	-0:33	14:36	13:35	1:00	14:51	14:13	0:37	15:56	15:46	0:09	17:48	18:45	-0:57	18:05	18:09	-0:04	14:37	14:49	-0:11
Potential (000)	1,487.0	1,445.0	42.0	166.7	157.4	9.3	509.3	495.6	13.7	544.0	516.0	28.0	754.0	727.0	27.0	388.0	382.0	6.0	296.0	286.0	10.0	261.4	273.8	-12.4
Sample	2,633	2,553	80	310	297	13	657	798	-141	816	919	-103	1,333	1,341	-8	822	682	140	592	517	75	502	533	-31

MediaWorks Combo: Breeze or Edge or George FM or Magic (until S4 2018) or Magic Music & Talk (from S1 2019) or Mai FM or More FM or More FM Rodney or RadioLive (until S4 2018) 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

\*Magic Music & Talk includes a combination of Magic and RadioLIVE for S4 2018 and the following dates in S1 2019: Sunday September 2 - Saturday November 10 2018.

## AUCKLAND COMMERCIAL RADIO - SURVEY 1 2019

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

Survey Comparisons: 4/2018 - 1/2019

This Survey Period: Sun Sep 2 to Sat Nov 10 2018 &amp; Sun Feb 3 to Sat Mar 30 2019

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

	This	Last	+/-
Potential (000)	1,487.0	1,445.0	42.0
Sample Size	2,633	2,553	80

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

MediaWorks Combo: Breeze or Edge or George FM or Magic (until S4 2018) or Magic Music &amp; Talk (from S1 2019) or Mai FM or More FM or More FM Rodney or RadioLive (until S4 2018) 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

\*Magic Music &amp; Talk includes a combination of Magic and RadioLIVE for S4 2018 and the following dates in S1 2019: Sunday September 2 – Saturday November 10 2018.