

AUCKLAND COMMERCIAL RADIO - SURVEY 2 2019

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

Survey Comparisons: 1/2019 - 2/2019

This Survey Period: Sun Feb 3 to Sat Jun 8 2019

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

	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	0.7	0.8	-0.1	23	0.8	1.1	-0.3	0.4	0.8	-0.4	0.7	1.2	-0.5	0.8	0.9	-0.1	1.1	0.8	0.3	0.6	0.7	-0.1	0.8	1.3	-0.5	*	*	*			
Ake	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
BBC	0.9	0.7	0.2	21	0.6	0.2	0.4	0.3	0.2	0.1	0.4	0.3	0.1	0.5	0.4	0.1	1.0	1.0	0.0	2.0	1.4	0.6	0.4	0.3	0.1	*	*	*			
Breeze	7.6	7.8	-0.2	2	5.6	6.8	-1.2	6.4	5.2	1.2	7.3	7.0	0.3	7.5	8.2	-0.7	8.8	10.4	-1.6	9.4	9.5	-0.1	9.8	13.3	-3.5	*	*	*			
Chinese Radio AM936	1.5	1.5	0.0	19	0.2	0.8	-0.6	0.8	0.5	0.3	0.7	0.5	0.2	0.8	0.9	-0.1	2.9	2.6	0.3	4.0	2.7	1.3	1.0	0.8	0.2	*	*	*			
Coast	6.6	7.9	-1.3	4	0.9	1.5	-0.6	2.7	0.8	1.9	2.8	1.4	1.4	4.8	5.9	-1.1	12.5	14.2	-1.7	12.7	16.1	-3.4	3.2	4.2	-1.0	*	*	*			
Edge	5.4	5.2	0.2	7	14.1	8.3	5.8	10.2	9.6	0.6	5.2	7.5	-2.3	4.7	5.8	-1.1	3.2	2.5	0.7	1.7	1.7	0.0	4.3	4.6	-0.3	*	*	*			
Flava	2.3	3.1	-0.8	16	2.8	7.4	-4.6	4.3	5.8	-1.5	3.6	4.3	-0.7	2.6	3.6	-1.0	1.4	1.6	-0.2	1.4	0.4	1.0	4.5	3.1	1.4	*	*	*			
FM99.4 Chinese Voice	0.4	0.2	0.2	27	*	0.1	*	0.2	0.3	-0.1	0.5	0.3	0.2	0.4	0.2	0.2	0.4	0.1	0.3	0.5	0.1	0.4	0.4	0.2	0.2	*	*	*			
George FM	4.2	2.2	2.0	10	2.2	1.3	0.9	7.8	5.8	2.0	5.4	4.1	1.3	5.9	2.9	3.0	4.8	0.3	4.5	1.2	0.2	1.0	6.5	1.3	5.2	*	*	*			
Humm FM	3.0	2.6	0.4	13	6.4	2.8	3.6	5.9	5.3	0.6	6.6	5.8	0.8	4.8	4.0	0.8	0.5	0.3	0.2	0.1	0.4	-0.3	4.9	3.3	1.6	*	*	*			
Life FM	1.6	1.5	0.1	18	4.7	2.3	2.4	2.4	2.0	0.4	2.2	2.3	-0.1	1.6	2.0	-0.4	0.4	1.0	-0.6	0.4	0.1	0.3	3.1	2.5	0.6	*	*	*			
Magic Music & Talk*	5.8	5.6	0.2	5	0.7	0.4	0.3	1.2	2.1	-0.9	1.9	3.1	-1.2	3.3	3.7	-0.4	8.3	7.5	0.8	10.6	10.6	0.0	3.3	5.0	-1.7	*	*	*			
Mai FM	7.0	11.1	-4.1	3	22.7	27.5	-4.8	11.9	21.8	-9.9	10.1	16.8	-6.7	8.1	12.5	-4.4	2.5	4.3	-1.8	0.5	2.3	-1.8	9.6	13.2	-3.6	*	*	*			
Mix	2.6	2.6	0.0	14	2.8	2.5	0.3	2.9	2.7	0.2	1.9	1.9	0.0	2.8	2.5	0.3	3.8	3.5	0.3	1.9	2.5	-0.6	3.9	3.5	0.4	*	*	*			
More FM	5.1	4.1	1.0	8	3.4	4.4	-1.0	4.0	2.4	1.6	5.4	3.5	1.9	6.7	5.3	1.4	7.6	7.0	0.6	3.7	3.4	0.3	7.7	5.6	2.1	*	*	*			
More FM Rodney	0.5	0.5	0.0	26	1.6	1.2	0.4	0.3	0.5	-0.2	0.6	0.7	-0.1	0.5	0.6	-0.1	0.4	0.2	0.2	0.5	0.2	0.3	0.3	0.3	0.0	*	*	*			
Newstalk ZB	15.3	14.6	0.7	1	1.8	1.9	-0.1	2.7	2.6	0.1	5.2	5.0	0.2	8.7	8.6	0.1	15.6	17.8	-2.2	27.9	25.8	2.1	8.0	7.8	0.2	*	*	*			
Niu FM	0.8	0.8	0.0	22	4.2	3.3	0.9	0.2	1.2	-1.0	1.3	1.0	0.3	1.0	1.1	-0.1	0.3	0.7	-0.4	0.1	*	*	0.5	0.7	-0.2	*	*	*			
Radio 531pi	0.2	0.2	0.0	28	1.4	0.9	0.5	0.1	*	*	0.1	*	*	0.1	0.1	0.0	0.2	0.4	-0.2	0.2	0.3	-0.1	0.5	0.5	0.0	*	*	*			
Radio Hauraki	2.5	2.3	0.2	15	1.2	1.1	0.1	2.8	2.1	0.7	3.7	2.7	1.0	3.9	3.6	0.3	3.3	3.3	0.0	1.3	1.3	0.0	2.0	2.4	-0.4	*	*	*			
Radio Sport	1.5	1.9	-0.4	19	1.0	2.6	-1.6	1.0	1.3	-0.3	0.9	1.1	-0.2	1.2	1.4	-0.2	1.7	2.5	-0.8	2.0	3.4	-1.4	1.1	1.3	-0.2	*	*	*			
Radio Tainui	0.1	0.1	0.0	29	0.3	0.2	0.1	0.1	0.1	0.0	*	0.1	*	*	0.1	*	*	0.1	*	*	*	*	*	*	*	0.1	*	*			
Tarana	2.0	2.6	-0.6	17	2.3	0.9	1.4	1.6	3.2	-1.6	2.5	3.1	-0.6	2.2	2.4	-0.2	0.8	1.1	-0.3	1.9	2.2	-0.3	1.9	2.0	-0.1	*	*	*			
Radio Waatea	0.1	0.2	-0.1	29	0.1	*	*	0.3	0.2	0.1	0.2	0.2	0.0	0.2	0.3	-0.1	*	0.4	*	0.3	*	0.3	*	*	0.3	*	*	*			
Rhema	0.7	0.8	-0.1	23	2.5	1.6	0.9	0.4	0.3	0.1	0.6	0.6	0.0	0.5	0.7	-0.2	0.4	0.6	-0.2	0.6	1.2	-0.6	0.7	0.6	0.1	*	*	*			
Rock	3.4	4.2	-0.8	12	3.5	4.7	-1.2	5.3	5.6	-0.3	6.7	8.3	-1.6	5.1	6.3	-1.2	1.6	2.2	-0.6	0.9	1.3	-0.4	1.6	2.8	-1.2	*	*	*			
Star	0.6	0.2	0.4	25	0.4	0.1	0.3	0.2	0.1	0.1	0.4	0.1	0.3	0.3	0.1	0.2	0.3	0.1	0.2	0.5	0.2	0.3	0.4	0.2	0.2	*	*	*			
The Hits	4.3	4.0	0.3	9	3.6	4.1	-0.5	5.2	4.0	1.2	6.3	5.7	0.6	6.0	4.8	1.2	4.5	3.1	1.4	2.5	3.1	-0.6	6.5	8.1	-1.6	*	*	*			
The Sound	4.0	3.9	0.1	11	0.2	0.9	-0.7	3.5	3.0	0.5	2.7	2.5	0.2	4.3	3.8	0.5	7.0	7.0	0.0	4.5	5.3	-0.8	1.0	2.8	-1.8	*	*	*			
ZM	5.7	3.8	1.9	6	4.9	4.0	0.9	12.3	8.8	3.5	10.3	6.6	3.7	7.5	4.7	2.8	2.6	0.9	1.7	2.1	0.4	1.7	6.8	5.7	1.1	*	*	*			
Others	3.7	3.2	0.5		3.2	4.9	-1.7	2.7	1.7	1.0	3.9	2.3	1.6	3.4	2.8	0.6	2.0	2.8	-0.8	4.3	3.0	1.3	5.3	2.3	3.0	*	*	*			
MediaWorks Combo	43.1	44.6	-1.5		54.0	55.6	-1.6	50.7	56.0	-5.3	45.2	53.4	-8.2	45.9	49.0	-3.1	44.1	41.3	2.8	33.1	34.4	-1.3	44.2	48.8	-4.6	*	*	*			
NZME Combo	41.7	40.8	0.9		19.6	25.2	-5.6	34.1	28.4	5.7	35.0	28.9	6.1	38.0	35.5	2.5	46.4	48.0	-1.6	53.7	54.4	-0.7	36.4	36.4	0.0	*	*	*			
NZME and Partners	47.2	45.8	1.4		27.0	30.0	-3.0	41.4	35.3	6.1	43.5	36.8	6.7	44.8	41.5	3.3	51.3	51.7	-0.4	58.9	58.3	0.6	43.4	42.1	1.3	*	*	*			
Potential (000)	1487.0	1487.0	0.0		163.4	166.7	-3.3	512.6	509.3	3.3	544.0	544.0	0.0	754.0	754.0	0.0	388.0	388.0	0.0	296.0	296.0	0.0	282.9	261.4	21.5	*	*	*			
Sample	2,543	2,633	-90		297	310	-13	568	657	-89	758	816	-58	1,250	1,333	-83	842	822	20	641	592	49	497	502	-5	*	*	*			

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Station Share (%) by Daypart, People 10+

Survey Comparisons: 1/2019 - 2/2019

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	This	Last	+/-
Potential (000)	1,487.0	1,487.0	0.0
Sample Size	2,543	2,633	-90

	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	0.5	0.7	-0.2	24	0.8	0.7	0.1		0.5	0.8	-0.3		0.6	0.9	-0.3		0.3	0.7	-0.4		0.7	0.8	-0.1		1.1	1.0	0.1	
Ake	*	*	*	*	*	*	*		*	*	*		*	0.1	*		*	0.1	*	*		*	*	*	*	*	*	*
BBC	0.8	0.7	0.1	21	0.4	0.3	0.1		0.8	0.6	0.2		0.5	0.4	0.1		1.8	1.4	0.4		2.5	2.3	0.2		1.3	0.8	0.5	
Breeze	5.9	7.2	-1.3	5	9.7	9.4	0.3		9.7	9.5	0.2		6.5	7.6	-1.1		5.9	5.0	0.9		4.2	4.8	-0.6		7.6	7.2	0.4	
Chinese Radio AM936	1.4	1.8	-0.4	19	1.6	1.8	-0.2		1.9	1.3	0.6		0.8	0.8	0.0		1.6	2.1	-0.5		*	*	*		1.7	1.5	0.2	
Coast	4.0	4.9	-0.9	9	8.7	9.4	-0.7		8.9	9.3	-0.4		6.4	7.0	-0.6		3.4	7.2	-3.8		2.9	4.8	-1.9		7.1	9.3	-2.2	
Edge	4.6	4.5	0.1	7	4.7	5.0	-0.3		4.7	5.4	-0.7		6.6	5.6	1.0		8.1	6.1	2.0		5.5	3.2	2.3		5.5	5.8	-0.3	
Flava	2.1	2.6	-0.5	15	2.4	3.6	-1.2		2.3	4.1	-1.8		2.4	3.3	-0.9		3.7	2.3	1.4		2.3	0.9	1.4		1.8	2.6	-0.8	
FM99.4 Chinese Voice	0.8	0.1	0.7	21	0.5	0.2	0.3		0.2	0.2	0.0		0.1	0.1	0.0		0.3	0.2	0.1		*	0.2	*		0.2	0.3	-0.1	
George FM	4.2	2.2	2.0	8	5.2	2.5	2.7		5.4	2.1	3.3		4.9	2.4	2.5		3.0	2.0	1.0		2.1	1.6	0.5		2.9	2.2	0.7	
Humm FM	3.1	2.4	0.7	12	2.0	2.0	0.0		2.3	1.8	0.5		4.5	3.9	0.6		1.7	2.1	-0.4		4.9	3.3	1.6		3.5	3.1	0.4	
Life FM	1.7	1.6	0.1	17	1.3	1.4	-0.1		1.6	1.6	0.0		1.9	1.6	0.3		1.6	1.2	0.4		0.5	0.2	0.3		1.8	1.8	0.0	
Magic Music & Talk*	6.1	5.4	0.7	4	7.5	6.3	1.2		5.7	5.3	0.4		4.2	4.4	-0.2		3.9	5.0	-1.1		5.3	8.1	-2.8		6.3	6.2	0.1	
Mai FM	7.4	11.9	-4.5	2	5.5	8.6	-3.1		6.9	10.6	-3.7		7.8	12.5	-4.7		6.6	11.2	-4.6		7.3	20.1	-12.8		7.5	10.3	-2.8	
Mix	1.5	1.4	0.1	18	3.1	3.7	-0.6		3.3	3.3	0.0		3.4	2.6	0.8		1.5	1.7	-0.2		0.2	0.3	-0.1		3.2	2.6	0.6	
More FM	5.8	4.4	1.4	6	5.5	4.1	1.4		6.4	4.8	1.6		5.2	4.4	0.8		2.9	3.1	-0.2		1.1	0.8	0.3		4.3	3.8	0.5	
More FM Rodney	0.5	0.4	0.1	24	0.3	0.2	0.1		0.7	0.5	0.2		0.8	0.7	0.1		0.5	0.9	-0.4		0.3	1.0	-0.7		0.4	0.4	0.0	
Newstalk ZB	22.4	22.6	-0.2	1	11.0	11.6	-0.6		8.4	7.9	0.5		12.8	13.1	-0.3		19.6	20.1	-0.5		33.7	26.6	7.1		14.7	13.1	1.6	
Niu FM	0.4	0.4	0.0	26	0.3	0.6	-0.3		0.6	1.1	-0.5		0.6	0.9	-0.3		2.1	1.3	0.8		5.8	0.8	5.0		0.6	0.7	-0.1	
Radio 531pi	0.2	0.1	0.1	28	0.1	*	*		*	*	*		0.1	0.1	0.0		0.4	0.7	-0.3		0.1	*	*		0.4	0.4	0.0	
Radio Hauraki	2.6	2.3	0.3	13	2.5	2.4	0.1		2.7	2.6	0.1		3.7	3.2	0.5		1.5	1.5	0.0		0.5	0.5	0.0		2.1	2.0	0.1	
Radio Sport	1.0	1.4	-0.4	20	0.7	1.3	-0.6		1.0	1.6	-0.6		1.3	1.4	-0.1		1.2	1.1	0.1		1.8	5.2	-3.4		3.1	3.2	-0.1	
Radio Tainui	*	*	*	*	*	*	*		*	*	*		*	*	*		*	*	*		0.4	1.5	-1.1		0.1	0.1	0.0	
Tarana	1.9	2.1	-0.2	16	1.4	2.1	-0.7		1.2	1.9	-0.7		2.9	2.9	0.0		2.3	4.8	-2.5		1.6	1.1	0.5		2.5	3.3	-0.8	
Radio Waatea	0.1	0.2	-0.1	29	0.2	0.2	0.0		*	*	*		*	0.2	*		0.6	1.1	-0.5		*	*	*		0.1	*		
Rhema	0.4	0.8	-0.4	26	0.5	0.6	-0.1		0.8	0.9	-0.1		0.7	0.7	0.0		0.8	1.0	-0.2		1.3	0.3	1.0		0.8	0.8	0.0	
Rock	3.7	3.8	-0.1	10	4.3	5.1	-0.8		3.8	5.3	-1.5		3.6	4.6	-1.0		2.0	3.3	-1.3		2.2	2.7	-0.5		2.8	3.0	-0.2	
Star	0.8	0.1	0.7	21	0.8	0.2	0.6		0.7	0.2	0.5		0.2	0.1	0.1		0.5	0.5	0.0		1.3	0.5	0.8		0.4	0.2	0.2	
The Hits	3.6	3.5	0.1	11	5.2	5.1	0.1		4.9	5.3	-0.4		4.4	3.3	1.1		4.9	2.4	2.5		3.3	1.8	1.5		3.6	3.7	-0.1	
The Sound	2.6	2.9	-0.3	13	5.1	5.3	-0.2		5.6	4.9	0.7		3.9	3.3	0.6		3.1	3.0	0.1		1.6	2.0	-0.4		3.9	3.9	0.0	
ZM	7.3	4.9	2.4	3	4.5	2.9	1.6		5.5	4.2	1.3		5.4	4.9	0.5		8.6	2.5	6.1		2.4	1.4	1.0		5.1	3.0	2.1	
Others	2.8	2.5	0.3		4.4	3.5	0.9		3.5	2.9	0.6		3.7	2.9	0.8		5.6	4.3	1.3		4.3	2.9	1.4		3.5	3.7	-0.2	
MediaWorks Combo	40.7	42.6	-1.9		47.9	46.4	1.5		48.9	48.3	0.6		43.5	45.6	-2.1		36.1	39.8	-3.7		29.5	44.4	-14.9		41.3	42.8	-1.5	
NZME Combo	45.2	44.4	0.8		38.4	40.2	-1.8		37.9	38.9	-1.0		40.3	39.2	1.1		46.1	40.3	5.8		49.6	43.9	5.7		42.0	40.3	1.7	
NZME and Partners	51.0	49.4	1.6		43.2	44.9	-1.7		42.8	43.0	-0.2		46.3	44.9	1.4		50.0	45.3	4.7		55.2	48.3	6.9		48.5	46.1	2.4	

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 Music & Talk or Mai FM or More FM or More FM Rodney 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 or 95bFM or internet only listening to Hokonui

*Magic Music & Talk includes a combination of Magic and RadioLIVE for Sunday September 2 – Saturday November 10 2018.

AUCKLAND COMMERCIAL RADIO - SURVEY 2 2019

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

Survey Comparisons: 1/2019 - 2/2019

This Survey Period: Sun Feb 3 to Sat Jun 8 2019

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

	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	+/-																				
95bFM	38.0	35.7	2.3	19	3.3	4.7	-1.4		10.0	10.6	-0.6		15.1	13.1	2.0		23.9	18.5	5.4		13.9	11.8	2.1		5.9	8.0	-2.1		7.4	9.7	-2.3				
Ake	0.7	2.8	-2.1	31	*	0.7	*	*	*	*	*	*	0.3	1.0	-0.7		0.3	2.1	-1.8		0.5	1.0	-0.5		0.5	*	*	*	*	1.3	1.3	*			
BBC	33.6	31.2	2.4	21	1.9	1.3	0.6	3.3	2.8	0.5	6.0	6.1	-0.1	10.1	10.8	-0.7	12.3	11.3	1.0	17.3	14.6	2.7	3.7	4.6	4.6	-0.9									
Breeze	189.2	179.2	10.0	3	14.2	11.9	2.3	56.6	49.2	7.4	58.4	62.6	-4.2	91.3	93.3	-2.0	64.2	61.8	2.4	48.4	50.4	-2.0	41.5	43.1	-1.6										
Chinese Radio AM936	28.8	32.0	-3.2	23	1.1	2.6	-1.5	7.3	9.7	-2.4	10.5	10.8	-0.3	12.7	15.5	-2.8	13.1	10.5	2.6	13.5	8.6	4.9	4.0	3.3	0.7										
Coast	142.9	143.9	-1.0	5	3.3	4.8	-1.5	20.0	12.4	7.6	22.7	18.0	4.7	51.5	44.7	6.8	63.1	66.0	-2.9	64.7	74.9	-10.2	20.8	20.1	0.7										
Edge	177.1	171.1	6.0	4	26.4	21.8	4.6	91.2	93.6	-2.4	62.9	72.9	-10.0	87.0	88.5	-1.5	38.0	27.3	10.7	15.2	14.0	1.2	38.3	28.1	10.2										
Flava	92.1	105.0	-12.9	11	8.4	20.7	-12.3	59.9	61.9	-2.0	55.3	45.6	9.7	58.9	55.1	3.8	6.5	13.0	-6.5	2.9	3.5	-0.6	18.9	17.1	1.8										
FM99.4 Chinese Voice	15.3	10.7	4.6	27	0.4	0.5	-0.1	6.2	6.9	-0.7	8.2	5.4	2.8	9.9	6.5	3.4	3.7	1.7	2.0	2.8	0.9	1.9	2.9	0.3	2.6										
George FM	93.5	77.1	16.4	10	8.5	5.5	3.0	48.8	51.1	-2.3	51.3	50.7	0.6	63.6	57.5	6.1	19.3	7.2	12.1	7.0	1.2	5.8	18.5	9.3	9.2										
Humm FM	46.2	41.1	5.1	18	7.1	1.7	5.4	23.3	28.9	-5.6	31.1	29.6	1.5	35.8	33.0	2.8	4.6	3.4	1.2	1.7	1.2	0.5	12.6	8.7	3.9										
Life FM	46.4	41.4	5.0	17	9.6	9.1	0.5	23.2	17.0	6.2	19.4	20.3	-0.9	20.5	23.4	-2.9	5.0	5.3	-0.3	4.4	2.6	1.8	10.8	8.6	2.2										
Magic Music & Talk*	91.7	100.5	-8.8	12	3.0	3.1	-0.1	6.0	12.2	-6.2	14.0	21.9	-7.9	32.0	41.4	-9.4	38.0	44.6	-6.6	41.5	45.0	-3.5	11.6	16.9	-5.3										
Mai FM	213.7	240.5	-26.8	2	40.9	52.7	-11.8	101.3	126.5	-25.2	93.9	109.7	-15.8	112.7	124.0	-11.3	28.4	27.0	1.4	12.6	14.6	-2.0	47.3	46.1	1.2										
Mix	64.5	58.4	6.1	16	6.6	5.8	0.8	17.5	18.9	-1.4	19.0	17.2	1.8	32.3	29.7	2.6	27.0	21.1	5.9	16.7	13.2	3.5	15.8	13.7	2.1										
More FM	127.9	113.3	14.6	7	15.0	17.3	-2.3	36.6	29.4	7.2	43.5	38.2	5.3	73.4	67.2	6.2	47.6	41.8	5.8	21.2	17.8	3.4	38.2	30.5	7.7										
More FM Rodney	29.0	27.4	1.6	22	9.1	7.0	2.1	8.5	10.1	-1.6	9.8	11.3	-1.5	12.4	13.9	-1.5	4.7	3.8	0.9	2.4	1.8	0.6	3.7	2.6	1.1										
Newstalk ZB	241.5	239.8	1.7	1	5.0	5.9	-0.9	30.8	24.4	6.4	57.1	46.4	10.7	107.9	95.9	12.0	90.2	104.5	-14.3	86.9	99.7	-12.8	46.3	34.6	11.7										
Niu FM	26.0	28.4	-2.4	24	8.2	8.0	0.2	2.8	15.5	-12.7	11.9	13.4	-1.5	13.3	17.0	-3.7	4.8	4.2	0.6	3.4	0.6	2.8	5.0	3.2	1.8										
Radio 531pi	15.7	14.7	1.0	26	9.3	7.0	2.3	1.3	1.8	-0.5	2.0	1.4	0.6	2.7	3.7	-1.0	3.7	6.0	-2.3	3.1	3.6	-0.5	3.8	4.0	-0.2										
Radio Hauraki	69.9	67.4	2.5	14	3.9	4.1	-0.2	28.8	27.7	1.1	37.7	34.2	3.5	49.5	50.1	-0.6	21.4	21.4	0.0	12.6	8.4	4.2	13.0	12.0	1.0										
Radio Sport	66.4	55.5	10.9	15	3.9	6.7	-2.8	23.1	13.2	9.9	14.5	13.6	0.9	24.5	24.2	0.3	17.4	18.2	-0.8	17.0	17.4	-0.4	5.6	7.2	-1.6										
Radio Tainui	7.0	6.9	0.1	29	1.9	2.4	-0.5	2.6	2.1	0.5	0.3	1.4	-1.1	2.0	2.4	-0.4	2.0	1.2	0.8	0.6	0.3	0.3	1.4	0.3	1.1										
Tarana	35.9	30.8	5.1	20	6.9	3.3	3.6	11.3	12.6	-1.3	17.0	13.9	3.1	20.6	14.6	6.0	4.1	5.1	-10	4.1	6.9	-2.8	6.6	6.6	0.0										
Radio Waatea	3.1	7.3	-4.2	30	1.1	0.9	0.2	0.8	0.7	0.1	0.8	0.7	0.1	1.5	3.1	-1.6	0.9	4.7	-3.8	0.5	3.4	3.4	-2.9	*	2.6	*									
Rhema	25.9	26.1	-0.2	25	2.4	3.0	-0.6	6.8	5.0	1.8	5.8	7.6	-1.8	8.9	12.7	-3.8	8.8	9.1	-0.3	7.5	7.6	-0.1	6.7	4.9	1.8										
Rock	94.8	92.0	2.8	9	8.3	8.2	0.1	42.2	38.6	3.6	56.2	48.3	7.9	67.8	59.1	8.7	17.7	19.4	-1.7	8.2	13.1	-4.9	18.7	16.7	2.0										
Star	15.3	10.1	5.2	27	1.5	1.1	0.4	2.8	2.5	0.3	5.6	2.7	2.9	6.2	3.6	2.6	3.0	1.9	1.1	3.2	2.3	0.9	3.4	2.1	1.3										
The Hits	107.5	100.1	7.4	8	11.8	12.3	-0.5	40.6	37.5	3.1	51.8	42.7	9.1	67.3	56.6	10.7	25.7	22.4	3.3	15.4	15.4	0.0	29.6	25.9	3.7										
The Sound	76.1	76.0	0.1	13	2.3	3.3	-1.0	19.9	16.8	3.1	16.3	17.4	-1.1	38.9	36.1	2.8	39.1	41.3	-2.2	22.8	28.0	-5.2	6.9	8.1	-1.2										
ZM	134.4	136.0	-1.6	6	17.2	18.9	-1.7	73.0	80.1	-7.1	70.7	69.5	1.2	82.1	78.7	3.4	16.8	12.4	4.4	6.9	6.1	0.8	31.4	29.0	2.4										
Others	80.2	80.8	-0.6		8.6	9.9	-1.3	18.1	27.0	-8.9	35.0	28.8	6.2	43.4	35.3	8.1	15.1	16.8	-1.7	15.1	16.5	-1.4	20.8	14.2	6.6										
MediaWorks Combo	763.5	753.2	10.3		85.0	92.5	-7.5	280.7	284.8	-4.1	278.0	291.2	-13.2	392.0	394.5	-2.5	209.8	194.6	15.2	143.0	140.7	2.3	151.6	144.6	7.0										
NZME Combo	680.7	666.2	14.5		42.7	58.6	-15.9	217.2	197.2	20.0	243.4	203.0	40.4	348.8	311.5	37.3	201.1	210.5	-9.4	167.3	177.1	-9.8	138.3	122.9	15.4										
NZME and Partners	762.4	745.9	16.5		50.1	62.2	-12.1	245.9	235.4	10.5	284.4	245.2	39.2	401.8	361.3	40.5	225.3	227.3	-2.0	183.1	191.0	-7.9	154.4	138.1	16.3										
All Commercial Radio	1,139.7	1,108.2	31.5		105.4	111.6	-6.2	377.8	360.4	17.4	419.4	397.7	21.7	594.5	566.5	28.0	322.3	314.9	7.4	238.7	244.3	-5.6	229.9	203.7	26.2										
Potential (000)	1,487.0	1,487.0	0.0		163.4	166.7	-3.3	512.6	509.3	3.3	544.0	544.0	0.0	754.0	754.0	0.0	388.0	388.0	0.0	296.0	296.0	0.0	282.9	261.4	21.5										
Sample	2,543	2,633	-90		297	310	-13	568	657	-89	758	816	-58	1,250	1,333	-83	842	822	20	641	592	49	497	502	-5										

AUCKLAND COMMERCIAL RADIO - SURVEY 2 2019

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

Survey Comparisons: 1/2019 - 2/2019

This Survey Period: Sun Feb 3 to Sat Jun 8 2019

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

	This	Last	+/-
Potential (000)	1,487.0	1,487.0	0.0
Sample Size	2,543	2,633	-90

	Mon-Fri 6am-9am			Mon-Fri 9am-12md			Mon-Fri 12md-4pm			Mon-Fri 4pm-7pm			Mon-Fri 7pm-12mn			Mon-Fri 12mn-6am			Sat-Sun 12mn-12mn			
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
95bFM	12.7	15.0	-2.3	23	15.1	11.4	3.7	7.1	11.6	-4.5	11.1	11.2	-0.1	6.0	7.4	-1.4	2.8	3.0	-0.2	22.9	16.1	6.8
Ake	0.3	1.4	-1.1	31	*	0.1	*	0.5	0.1	0.4	0.5	1.4	-0.9	*	0.5	*	*	*	*	0.5	0.4	0.1
BBC	15.6	12.0	3.6	21	10.8	8.5	2.3	11.9	12.9	-1.0	7.4	7.8	-0.4	12.6	8.7	3.9	9.1	6.6	2.5	23.6	19.4	4.2
Breeze	89.4	87.1	2.3	3	84.7	74.7	10.0	84.1	80.5	3.6	83.6	79.6	4.0	44.2	37.8	6.4	16.5	13.8	2.7	101.3	101.0	0.3
Chinese Radio AM936	16.2	20.4	-4.2	20	15.8	15.1	0.7	14.3	13.9	0.4	10.0	12.7	-2.7	5.5	8.2	-2.7	*	0.5	*	19.0	19.1	-0.1
Coast	50.4	55.3	-4.9	8	72.7	65.5	7.2	81.7	83.2	-1.5	62.5	60.9	1.6	23.0	28.7	-5.7	12.3	17.4	-5.1	80.4	88.0	-7.6
Edge	85.6	76.3	9.3	4	66.2	58.9	7.3	69.8	84.3	-14.5	93.4	80.6	12.8	48.5	34.7	13.8	17.8	15.8	2.0	92.7	93.2	-0.5
Flava	50.3	50.7	-0.4	9	39.5	40.5	-1.0	45.1	57.6	-12.5	46.2	59.7	-13.5	18.0	22.7	-4.7	8.1	6.7	1.4	32.9	58.8	-25.9
FM99.4 Chinese Voice	6.3	2.4	3.9	28	8.4	6.6	1.8	2.7	4.4	-1.7	3.6	2.1	1.5	1.7	2.3	-0.6	*	0.3	*	7.2	5.3	1.9
George FM	44.3	35.4	8.9	12	41.0	30.8	10.2	47.9	33.2	14.7	47.9	31.8	16.1	23.6	18.6	5.0	7.4	6.3	1.1	49.8	36.7	13.1
Humm FM	30.4	20.7	9.7	15	13.1	14.5	-1.4	20.2	17.5	2.7	26.7	21.9	4.8	12.5	15.4	-2.9	12.0	7.5	4.5	31.9	33.0	-1.1
Life FM	29.7	22.1	7.6	16	19.9	15.2	4.7	20.8	19.0	1.8	27.2	23.2	4.0	14.6	9.7	4.9	2.3	1.2	1.1	28.4	27.3	1.1
Magic Music & Talk*	53.6	55.2	-1.6	7	49.4	41.9	7.5	51.2	47.1	4.1	45.0	47.9	-2.9	22.9	23.5	-0.6	10.9	13.7	-2.8	55.5	61.2	-5.7
Mai FM	126.6	127.3	-0.7	2	73.9	77.0	-3.1	90.8	127.0	-36.2	102.0	122.8	-20.8	59.5	66.0	-6.5	37.7	45.2	-7.5	124.5	162.2	-37.7
Mix	28.6	25.2	3.4	17	27.8	26.6	1.2	26.7	24.2	2.5	37.0	26.4	10.6	14.4	16.0	-1.6	2.4	3.3	-0.9	42.3	35.7	6.6
More FM	71.2	59.4	11.8	6	49.8	41.2	8.6	54.8	56.0	-1.2	63.7	55.0	8.7	32.3	30.1	2.2	7.0	5.9	1.1	72.3	62.8	9.5
More FM Rodney	14.9	12.8	2.1	22	6.0	5.2	0.8	10.3	9.1	1.2	14.3	12.7	1.6	9.0	10.2	-1.2	1.3	3.3	-2.0	9.6	10.8	-1.2
Newstalk ZB	185.8	176.0	9.8	1	103.1	108.2	-5.1	104.0	101.8	2.2	129.4	113.7	15.7	85.4	72.0	13.4	79.8	66.7	13.1	158.0	156.2	1.8
Niu FM	10.9	11.1	-0.2	24	4.3	6.7	-2.4	10.8	11.9	-1.1	12.2	17.9	-5.7	10.2	8.9	1.3	5.4	2.3	3.1	12.8	19.8	-7.0
Radio 531pi	7.7	6.2	1.5	27	1.3	0.8	0.5	0.3	*	*	3.4	4.0	-0.6	5.9	4.7	1.2	0.6	0.3	0.3	7.0	7.0	0.0
Radio Hauraki	33.6	32.4	1.2	14	25.9	20.7	5.2	30.0	27.4	2.6	37.3	36.3	1.0	14.8	13.9	0.9	5.6	3.5	2.1	37.5	33.4	4.1
Radio Sport	20.2	16.1	4.1	18	15.1	12.5	2.6	16.9	19.5	-2.6	25.4	15.2	10.2	8.8	8.7	0.1	8.7	10.7	-2.0	41.6	38.8	2.8
Radio Tainui	1.2	0.5	0.7	29	2.2	*	*	0.3	0.3	0.0	*	*	*	0.3	0.3	0.0	2.6	4.4	-1.8	3.9	2.6	1.3
Tarana	18.4	17.5	0.9	19	10.3	12.9	-2.6	14.0	12.6	1.4	20.1	15.6	4.5	10.6	13.3	-2.7	7.3	5.7	1.6	29.9	24.6	5.3
Radio Waatea	1.2	3.8	-2.6	29	1.1	2.2	-1.1	*	*	*	0.6	2.9	-2.3	0.8	1.8	-1.0	*	*	*	1.0	3.1	-2.1
Rhema	10.1	10.4	-0.3	26	5.4	9.1	-3.7	11.5	14.7	-3.2	10.4	13.4	-3.0	6.8	6.3	0.5	5.8	1.5	4.3	15.5	13.0	2.5
Rock	47.5	43.1	4.4	10	35.9	36.8	-0.9	38.8	44.0	-5.2	49.1	45.9	3.2	17.6	20.7	-3.1	11.4	9.2	2.2	48.0	42.2	5.8
Star	10.5	3.1	7.4	25	9.6	3.7	5.9	7.1	3.3	3.8	7.5	3.7	3.8	2.9	4.7	-1.8	4.9	2.4	2.5	8.6	5.9	2.7
The Hits	46.6	46.7	-0.1	11	43.3	40.4	2.9	46.9	47.7	-0.8	49.2	39.6	9.6	20.5	20.6	-0.1	9.2	7.3	1.9	60.3	62.4	-2.1
The Sound	36.6	35.8	0.8	13	36.8	36.3	0.5	43.2	38.2	5.0	47.2	43.7	3.5	20.6	16.6	4.0	6.8	6.1	0.7	43.0	40.0	3.0
ZM	84.2	73.0	11.2	5	57.3	47.5	9.8	62.7	59.3	3.4	73.1	68.8	4.3	38.1	29.0	9.1	19.1	11.0	8.1	86.2	76.5	9.7
Others	32.4	29.3	3.1		33.5	26.4	7.1	36.1	27.1	9.0	34.0	30.3	3.7	27.2	23.2	4.0	16.9	10.9	6.0	55.3	49.9	5.4
MediaWorks Combo	475.8	444.0	31.8		372.8	333.7	39.1	405.6	414.2	-8.6	455.0	436.5	18.5	250.8	224.2	26.6	101.6	108.0	-6.4	497.5	505.4	-7.9
NZME Combo	437.0	423.3	13.7		329.8	304.7	25.1	351.6	360.5	-8.9	390.7	376.2	14.5	217.5	200.1	17.4	140.6	120.1	20.5	451.3	458.6	-7.3
NZME and Partners	489.6	474.5	15.1		371.0	345.2	25.8	385.1	399.1	-14.0	435.1	418.2	16.9	239.8	231.4	8.4	154.8	130.4	24.4	513.1	517.4	-4.3
All Commercial Radio	860.9	803.8	57.1		674.3	610.5	63.8	692.8	697.9	-5.1	789.2	737.1	52.1	478.1	438.0	40.1	250.3	218.7	31.6	893.6	878.3	15.3

MediaWorks Combo: Breeze or Edge or George FM or Magic Music & Talk or Mai FM or More FM or More FM Rodney 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 or 95bFM or internet only listening to Hokonui

*Magic Music & Talk includes a combination of Magic and RadioLIVE for Sunday September 2 - Saturday November 10 2018.

AUCKLAND COMMERCIAL RADIO - SURVEY 2 2019

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

Survey Comparisons: 1/2019 - 2/2019

This Survey Period: Sun Feb 3 to Sat Jun 8 2019

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

	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	3:11	3:57	-0.46	2:49	2:41	0.07	1:48	3:55	-2.06	2:46	5:11	-2.24	3:07	4:32	-1.25	4:14	3:49	0.25	4:53	4:06	0.47	3:33	3:58	-0.25
Ake	2:04	1:42	0.22	*	1:41	*	*	*	*	0:30	1:02	-0.32	0:30	1:42	-1.12	3:00	2:23	0.36	3:00	*	*	1:08	*	*
BBC	4:58	3:54	1:04	3:19	1:39	1:39	4:05	2:56	1:08	4:19	2:45	1:33	4:24	3:31	0.53	4:20	5:00	-0.39	5:06	4:20	0:45	3:49	1:48	2:01
Breeze	7:11	7:38	-0.26	4:26	6:40	-2.13	5:43	5:36	0.06	7:58	6:37	1:21	7:40	7:55	-0.14	7:31	9:24	-1.53	8:41	8:19	0.22	8:14	9:13	-0.59
Chinese Radio AM936	9:05	8:03	1:01	1:53	3:24	-1:30	5:14	2:57	2:16	4:18	2:54	1:23	5:56	5:00	0.55	12:02	13:50	-1.47	13:14	13:44	-0.29	8:59	7:07	1:51
Coast	8:14	9:34	-1:20	2:59	3:34	-0.34	6:44	3:24	3:20	7:51	4:43	3:07	8:44	11:58	-3.14	10:49	12:05	-1.16	8:48	9:30	-0.41	5:21	6:13	-0.51
Edge	5:28	5:22	0.06	6:02	4:24	1:38	5:38	5:23	0.14	5:11	6:03	-0.51	5:01	5:52	-0.50	4:32	5:05	-0.32	5:04	5:23	-0.19	3:56	4:50	-0.54
Flava	4:26	5:07	-0.41	3:48	4:09	-0.20	3:36	4:58	-1.21	4:07	5:34	-1.26	4:07	5:56	-1.48	12:02	7:03	4:59	21:56	5:17	16:38	8:17	5:20	2:57
FM99.4 Chinese Voice	4:07	3:04	1:03	0:15	3:30	-3.15	1:54	2:10	-0.15	4:10	3:40	3:03	3:47	3:20	0.27	5:49	2:20	3:29	7:46	5:21	2:24	4:50	23:45	-18:54
George FM	8:06	5:06	3:00	2:57	2:46	0:11	8:01	5:55	2:05	6:38	4:48	1:50	8:38	4:31	4:07	13:31	2:25	11:06	7:27	5:43	1:43	12:12	4:04	8:08
Humm FM	11:44	10:59	0:45	10:09	19:16	-9:06	12:47	9:38	3:09	13:27	11:39	1:48	12:31	10:55	1:35	6:19	4:37	1:41	2:45	14:40	-11:55	13:28	11:30	1:58
Life FM	6:13	6:30	-0.16	5:32	2:56	2:36	5:18	6:13	-0.55	7:03	6:33	0:29	7:22	7:43	-0.21	4:55	10:03	-5:08	3:53	2:22	1:31	9:58	8:34	1:23
Magic Music & Talk*	11:24	9:46	1:37	2:46	1:30	1:16	10:05	8:56	1:08	8:32	8:16	0:16	9:36	8:04	1:32	11:58	9:22	2:35	11:27	10:22	1:04	10:01	8:49	1:11
Mai FM	5:54	8:05	-2:11	6:17	6:04	0:12	5:55	9:04	-3:08	6:50	9:01	-2:11	6:43	9:07	-2.24	4:48	8:58	-4:09	1:55	6:59	-5:04	7:02	8:32	-1:29
Mix	7:21	7:40	-0.18	4:50	4:56	-0.05	8:23	7:38	0:44	6:19	6:25	-0.06	8:05	7:37	0:27	7:40	9:14	-1:34	5:02	8:14	-3:12	8:35	7:40	0:55
More FM	7:06	6:18	0:48	2:33	2:59	-0.25	5:33	4:15	1:17	7:55	5:25	2:30	8:36	7:08	1:28	8:44	9:20	-0.36	7:55	8:26	-0.31	7:02	5:26	1:35
More FM Rodney	3:12	3:02	0:10	2:01	2:02	-0.01	1:53	2:48	-0.54	3:34	3:47	-0.13	3:25	3:40	-0.14	5:03	3:06	1:57	8:56	5:32	3:23	2:29	3:20	-0.51
Newstalk ZB	11:22	10:38	0:43	3:59	3:45	0:14	4:28	5:33	-1:04	5:48	6:19	-0.31	7:33	8:06	-0.32	9:28	9:32	-0:04	14:26	11:25	3:00	6:01	6:44	-0:42
Niu FM	5:39	4:54	0:45	5:44	4:50	0:53	4:12	3:59	0:13	6:51	4:35	2:15	6:52	5:51	1:00	3:09	9:12	-6:03	1:34	0:30	1:04	3:12	6:05	-2:52
Radio 531pi	2:14	2:10	0:04	1:39	1:29	0:10	2:00	1:05	0:55	4:01	0:52	3:08	3:10	2:21	0:49	2:47	3:18	-0:31	3:14	3:21	-0:06	4:29	3:28	1:00
Radio Hauraki	6:24	6:03	0:20	3:26	3:05	0:20	4:52	3:59	0:52	6:09	4:41	1:27	7:23	6:27	0:56	8:23	8:41	-0:17	4:36	6:42	-2:06	5:17	5:57	-0:40
Radio Sport	4:01	6:07	-2:06	2:52	4:35	-1:42	2:10	5:19	-3:08	4:03	4:56	-0:53	4:42	5:06	-0:23	5:17	7:41	-2:24	5:20	8:35	-3:15	6:38	5:22	1:16
Radio Tainui	1:17	1:56	-0:38	1:37	0:55	0:41	1:16	2:37	-1:21	1:45	2:42	-0:57	1:17	2:23	-1:05	1:02	1:40	-0:37	0:15	0:15	0:00	1:18	1:30	-0:11
Tarana	9:49	14:40	-4:51	3:49	3:10	0:38	7:06	13:22	-6:16	9:24	13:14	-3:49	9:48	14:45	-4:57	10:43	11:41	-0:58	20:22	13:52	6:30	9:43	9:09	0:34
Radio Waatea	5:18	4:45	0:32	0:31	0:15	0:16	15:30	15:30	0:00	15:30	15:30	0:00	10:06	7:30	2:35	2:39	4:38	-1:58	1:10	3:22	-2:12	*	3:41	*
Rhema	4:44	5:10	-0:25	11:36	6:29	5:07	2:43	2:38	0:05	6:46	5:00	1:45	5:32	4:43	0:48	2:47	3:27	-0:40	3:32	6:58	-3:26	3:53	3:25	0:28
Rock	6:30	7:55	-1:24	4:43	6:37	-1:54	6:16	7:36	-2:20	7:35	10:05	-2:30	7:02	9:35	-2:33	4:49	6:15	-1:26	5:12	4:16	0:55	3:01	4:58	-1:56
Star	7:06	3:41	3:25	2:46	1:11	1:35	4:15	2:20	1:55	4:51	2:30	2:20	4:30	2:31	1:59	6:15	2:28	3:47	6:31	4:14	2:16	4:33	2:43	1:50
The Hits	7:09	6:57	0:11	3:29	3:51	-0:21	6:26	5:40	0:45	7:41	7:49	-0:07	8:22	7:39	0:43	9:39	7:48	1:50	7:08	8:46	-1:37	7:35	9:21	-1:45
The Sound	9:29	9:00	0:29	0:56	3:05	-2:09	8:57	9:23	-0:26	10:28	8:22	2:06	10:16	9:29	0:47	9:47	9:34	0:12	8:56	8:20	0:35	5:14	10:10	-4:56
ZM	7:36	4:51	2:44	3:15	2:26	0:48	8:29	5:45	2:43	9:12	5:35	3:37	8:35	5:22	3:12	8:28	3:51	4:37	13:32	3:07	10:25	7:35	5:50	1:45
Others	8:18	6:54	1:24	4:14	5:43	-1:29	7:27	3:14	4:13	7:02	4:44	2:17	7:14	7:03	0:11	7:12	9:24	-2:11	12:49	8:02	4:47	8:48	4:51	3:56
MediaWorks Combo	10:08	10:23	-0:14	7:11	6:59	0:12	9:05	10:20	-1:14	10:19	10:50	-0:30	10:58	11:13	-0:14	11:30	11:54	-0:23	10:23	10:48	-0:25	10:09	10:03	0:05
NZME Combo	10:59	10:43	0:16	5:12	4:59	0:12	7:55	7:34	0:21	9:08	8:25	0:43	10:13	10:18	-0:05	12:37	12:46	-0:09	14:25	13:33	0:51	9:10	8:50	0:20
NZME and Partners	11:06	10:45	0:20	6:06	5:36	0:29	8:29	7:53	0:35	9:43	8:52	0:51	10:27	10:23	0:03	12:27	12:45	-0:18	14:27	13:29	0:57	9:48	9:05	0:43
All Commercial Radio	15:45	15:48	-0:03	10:44	10:25	0:18	13:20	14:36	-1:15	15:08	14:51	0:17	15:45	15:56	-0:11	16:58	17:48	-0:49	18:49	18:05	0:44	15:09	14:37	0:31
Potential (000)	1,487.0	1,487.0	0.0	163.4	166.7	-3.3	512.6	509.3	3.3	544.0	544.0	0.0	754.0	754.0	0.0	388.0	388.0	0.0	296.0	296.0	0.0	282.9	261.4	21.5
Sample	2,543	2,633	-90	297	310	-13	568	657	-89	758	816	-58	1,250	1,333	-83	842	822	20	641	592	49	497	502	-5

MediaWorks Combo: Breeze or Edge or George FM or Magic Music & Talk or Mai FM or More FM or More FM Rodney 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 or Humm FM or 95bFM or internet only listening to Hokonui

*Magic Music & Talk includes a combination of Magic and RadioLIVE for Sunday September 2 – Saturday November 10 2018.

AUCKLAND COMMERCIAL RADIO - SURVEY 2 2019

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

Survey Comparisons: 1/2019 - 2/2019

This Survey Period: Sun Feb 3 to Sat Jun 8 2019

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

	This	Last	+/-
Potential (000)	1,487.0	1,487.0	0.0
Sample Size	2,543	2,633	-90

	Mon-Fri 6am-9am			Mon-Fri 9am-12pm			Mon-Fri 12pm-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	1:23	1:32	-0.08	1:27	1:45	-0.17	2:08	2:20	-0.12	1:20	1:50	-0.30	0:43	1:03	-0.19	1:40	1:42	-0.01	1:51	2:20	-0.28	
Ake	0:30	1:08	-0.38	*	2:00	*	1:30	1:15	0.15	0:30	1:00	-0.30	*	2:30	*	*	*	*	*	1:00	0:56	0:03
BBC	1:45	2:04	-0.19	1:04	1:04	0.00	2:06	1:28	0.37	1:40	1:16	0.24	1:48	1:42	0.05	1:56	2:05	-0.09	2:07	1:32	0:34	
Breeze	2:18	2:47	-0.28	3:14	3:24	-0.10	3:51	4:03	-0.11	1:54	2:15	-0.20	1:44	1:25	0.19	1:47	2:06	-0.18	2:52	2:48	0:04	
Chinese Radio AM936	2:56	3:01	-0.04	2:48	3:10	-0.21	4:30	3:20	1.09	2:03	1:30	0.33	3:44	2:43	1.00	*	3:30	*	3:20	3:09	0:10	
Coast	2:45	2:58	-0.13	3:23	3:53	-0.29	3:39	3:51	-0.12	2:29	2:42	-0.12	1:54	2:40	-0.45	1:41	1:40	0.01	3:24	4:10	-0.46	
Edge	1:53	1:58	-0.04	2:00	2:17	-0.17	2:15	2:11	0.04	1:44	1:38	0.05	2:09	1:52	0.16	2:11	1:14	0.57	2:16	2:28	-0.12	
Flava	1:29	1:44	-0.15	1:41	2:24	-0.42	1:44	2:26	-0.41	1:15	1:19	-0.03	2:37	1:05	1.32	2:01	0:50	1:11	2:02	1:44	0:17	
FM99.4 Chinese Voice	4:12	1:24	2:47	1:37	0:56	0:40	2:26	1:35	0:51	0:46	1:00	-0.13	2:23	0:55	1:27	*	4:30	*	1:19	1:58	-0.38	
George FM	3:19	2:06	1:12	3:36	2:13	1:22	3:44	2:12	1:31	2:31	1:48	0:43	1:39	1:10	0.29	1:59	1:34	0:25	2:11	2:24	-0.12	
Humm FM	3:35	3:53	-0.18	4:14	3:40	0:34	3:50	3:30	0:20	4:08	4:13	-0.05	1:43	1:25	0.18	2:55	2:41	0:13	4:08	3:40	0:28	
Life FM	2:00	2:27	0:26	1:51	2:28	-0.37	2:33	2:52	-0.19	1:40	1:40	0:00	1:25	1:17	0:07	1:38	1:14	0:24	2:24	2:33	-0.08	
Magic Music & Talk*	3:57	3:17	0:39	4:17	4:02	0:15	3:41	3:50	-0.08	2:18	2:10	0:07	2:11	2:15	-0.03	3:28	3:35	-0.07	4:19	3:58	0:20	
Mai FM	2:02	3:09	-1.06	2:06	3:01	-0.54	2:31	2:52	-0.20	1:52	2:25	-0.32	1:25	1:48	-0.22	1:23	2:43	-1.20	2:18	2:30	-0.11	
Mix	1:47	1:55	-0.07	3:09	3:45	-0:35	4:08	4:39	-0:30	2:13	2:22	-0:08	1:20	1:06	0:13	0:28	0:31	-0:03	2:52	2:55	-0:02	
More FM	2:51	2:29	0:22	3:08	2:41	0:27	3:55	2:56	0:59	1:59	1:54	0:05	1:09	1:06	0:03	1:05	0:52	0:12	2:15	2:21	-0:06	
More FM Rodney	1:05	1:05	0:00	1:14	0:57	0:16	2:17	1:45	0:32	1:24	1:20	0:03	0:45	0:58	-0:13	1:43	1:51	-0:08	1:45	1:23	0:21	
Newstalk ZB	4:13	4:19	-0:06	3:00	2:53	0:07	2:42	2:40	0:01	2:25	2:43	-0:18	2:57	2:59	-0:01	3:00	2:26	0:33	3:34	3:18	0:15	
Niu FM	1:15	1:21	-0:06	1:42	2:24	-0:42	1:45	3:19	-1:34	1:17	1:11	0:05	2:38	1:30	1:08	7:32	2:04	5:28	1:50	1:27	0:22	
Radio 531pi	0:56	0:48	0:08	1:20	0:54	0:25	4:00	*	*	1:01	0:42	0:19	0:58	1:28	-0:30	1:02	0:15	0:47	2:13	2:18	-0:05	
Radio Hauraki	2:45	2:26	0:19	2:43	3:09	-0:25	2:57	3:19	-0:22	2:27	2:05	0:22	1:16	1:09	0:07	0:37	0:52	-0:14	2:10	2:18	-0:08	
Radio Sport	1:44	2:54	-1:10	1:13	2:47	-1:34	1:58	2:49	-0:51	1:16	2:06	-0:49	1:45	1:23	0:21	1:27	2:58	-1:31	2:53	3:16	-0:23	
Radio Tainui	1:10	0:15	0:55	0:19	*	*	0:30	1:30	-1:00	0:30	*	*	0:15	0:15	0:00	1:01	2:09	-1:08	1:03	1:15	-0:12	
Tarana	3:31	4:07	-0:35	3:57	4:20	-0:23	2:45	5:18	-2:32	3:32	4:20	-0:48	2:50	3:50	-1:00	1:35	1:11	0:24	3:11	5:19	-0:28	
Radio Waatea	2:13	1:57	0:16	4:03	2:36	1:27	*	*	*	1:12	1:48	-0:36	9:00	6:52	2:07	*	*	*	0:55	1:22	-0:26	
Rhema	1:32	2:33	-1:01	2:30	1:52	0:38	2:15	2:03	0:11	1:37	1:14	0:22	1:27	1:40	-0:13	1:38	1:06	0:32	2:01	2:27	-0:26	
Rock	2:43	2:58	-0:15	3:24	3:47	-0:22	3:15	4:09	-0:53	1:47	2:22	-0:34	1:29	1:43	-0:13	1:22	1:48	-0:26	2:15	2:47	-0:31	
Star	2:36	1:24	1:12	2:14	1:40	0:34	3:28	2:07	1:20	0:34	0:43	-0:09	2:15	1:06	1:09	1:51	1:12	0:39	1:48	1:29	0:18	
The Hits	2:42	2:30	0:12	3:23	3:23	-0:00	3:30	3:49	-0:18	2:11	1:58	0:13	3:06	1:15	1:51	2:31	1:32	0:59	2:15	2:19	-0:04	
The Sound	2:29	2:41	-0:12	3:56	3:58	-0:01	4:20	4:24	-0:03	2:01	1:48	0:13	1:57	1:57	0:00	1:39	2:01	-0:22	3:30	3:48	-0:18	
ZM	3:01	2:17	0:44	2:13	1:39	0:34	2:56	2:26	0:29	1:49	1:42	0:07	2:56	0:55	2:00	0:54	0:48	0:06	2:14	1:32	0:42	
Others	3:02	2:55	0:07	3:42	3:38	0:03	3:11	3:40	-0:28	2:38	2:15	0:22	2:39	1:59	0:40	1:49	1:37	0:12	2:26	2:53	-0:26	
MediaWorks Combo	2:59	3:14	-0:14	3:38	3:46	-0:08	4:01	4:00	0:00	2:20	2:28	-0:07	1:51	1:53	-0:01	2:03	2:30	-0:26	3:10	3:20	-0:09	
NZME Combo	3:37	3:32	0:05	3:17	3:34	-0:16	3:35	3:42	-0:07	2:31	2:28	0:03	2:44	2:08	0:35	2:30	2:13	0:16	3:33	3:27	0:05	
NZME and Partners	3:38	3:30	0:08	3:17	3:31	-0:13	3:42	3:42	-0:00	2:36	2:32	0:03	2:42	2:05	0:36	2:32	2:15	0:16	3:37	3:30	0:06	
All Commercial Radio	4:04	4:12	-0:07	4:11	4:26	-0:14	4:49	4:55	-0:06	3:06	3:12	-0:06	2:42	2:26	0:16	2:50	2:47	0:02	4:16	4:29	-0:12	

MediaWorks Combo: Breeze or Edge or George FM or Magic Music & Talk or Mai FM or More FM or More FM Rodney 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 or 95bFM or internet only listening to Hokonui

*Magic Music & Talk includes a combination of Magic and RadioLIVE for Sunday September 2 - Saturday November 10 2018.