

AUCKLAND COMMERCIAL RADIO - SURVEY 3 2019

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

Survey Comparisons: 2/2019 - 3/2019

This Survey Period: Sun Mar 31 to Sat Jun 8 & Sun Jun 16 to Sat Aug 24 2019

Last Survey Period: Sun Feb 3 to Sat Jun 8 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	+/-
95bFM	1.7	0.7	1.0	17	0.9	0.8	0.1	2.2	0.4	1.8	2.8	0.7	2.1	2.6	0.8	1.8	1.9	1.1	0.8	1.0	0.6	0.4	2.8	0.8	2.0
Ake	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.1	*	*	0.1	*	*	*	*	*
BBC	0.8	0.9	-0.1	24	0.6	0.6	0.0	0.2	0.3	-0.1	0.2	0.4	-0.2	0.3	0.5	-0.2	0.4	1.0	-0.6	1.8	2.0	-0.2	0.3	0.4	-0.1
Breeze	7.4	7.6	-0.2	3	6.7	5.6	1.1	4.9	6.4	-1.5	6.0	7.3	-1.3	6.4	7.5	-1.1	9.8	8.8	1.0	9.8	9.4	0.4	9.7	9.8	-0.1
Chinese Radio AM936	1.3	1.5	-0.2	20	0.5	0.2	0.3	0.7	0.8	-0.1	1.2	0.7	0.5	1.0	0.8	0.2	1.7	2.9	-1.2	2.9	4.0	-1.1	1.2	1.0	0.2
Coast	6.6	6.6	0.0	4	4.4	0.9	3.5	3.3	2.7	0.6	3.1	2.8	0.3	4.8	4.8	0.0	10.9	12.5	-1.6	12.1	12.7	-0.6	5.5	3.2	2.3
Edge	5.4	5.4	0.0	7	15.5	14.1	1.4	9.6	10.2	-0.6	6.1	5.2	0.9	5.6	4.7	0.9	3.6	3.2	0.4	1.8	1.7	0.1	4.5	4.3	0.2
Flava	2.6	2.3	0.3	14	3.1	2.8	0.3	5.1	4.3	0.8	3.4	3.6	-0.2	2.6	2.6	0.0	1.1	1.4	-0.3	0.9	1.4	-0.5	4.6	4.5	0.1
FM99.4 Chinese Voice	0.2	0.4	-0.2	28	0.1	*	*	0.1	0.2	-0.1	0.3	0.5	-0.2	0.2	0.4	-0.2	0.4	0.4	0.0	0.5	0.5	0.0	0.3	0.4	-0.1
George FM	4.5	4.2	0.3	9	2.0	2.2	-0.2	7.3	7.8	-0.5	6.5	5.4	1.1	6.5	5.9	0.6	4.8	4.8	0.0	1.6	1.2	0.4	5.2	6.5	-1.3
Humm FM	1.5	3.0	-1.5	19	2.5	6.4	-3.9	2.1	5.9	-3.8	2.6	6.6	-4.0	2.1	4.8	-2.7	0.6	0.5	0.1	0.4	0.1	0.3	3.2	4.9	-1.7
Life FM	1.7	1.6	0.1	17	6.6	4.7	1.9	1.9	2.4	-0.5	1.8	2.2	-0.4	1.7	1.6	0.1	1.0	0.4	0.6	0.6	0.4	0.2	2.6	3.1	-0.5
Magic Music & Talk*	6.0	5.8	0.2	6	0.4	0.7	-0.3	0.9	1.2	-0.3	0.9	1.9	-1.0	2.2	3.3	-1.1	8.0	8.3	-0.3	11.4	10.6	0.8	1.7	3.3	-1.6
Mai FM	7.7	7.0	0.7	2	13.1	22.7	-9.6	14.9	11.9	3.0	11.5	10.1	1.4	9.3	8.1	1.2	3.1	2.5	0.6	1.7	0.5	1.2	10.4	9.6	0.8
Mix	2.3	2.6	-0.3	15	1.0	2.8	-1.8	1.7	2.9	-1.2	2.1	1.9	0.2	3.0	2.8	0.2	4.3	3.8	0.5	2.2	1.9	0.3	3.5	3.9	-0.4
More FM	5.3	5.1	0.2	8	8.9	3.4	5.5	3.9	4.0	-0.1	5.4	5.4	0.0	5.9	6.7	-0.8	6.5	7.6	-1.1	4.1	3.7	0.4	7.4	7.7	-0.3
More FM Rodney	1.1	0.5	0.6	22	2.2	1.6	0.6	2.0	0.3	1.7	1.4	0.6	0.8	1.1	0.5	0.6	0.5	0.4	0.1	0.7	0.5	0.2	0.6	0.3	0.3
Newstalk ZB	12.7	15.3	-2.6	1	2.8	1.8	1.0	2.4	2.7	-0.3	3.4	5.2	-1.8	5.7	8.7	-3.0	13.8	15.6	-1.8	25.8	27.9	-2.1	6.4	8.0	-1.6
Niu FM	0.7	0.8	-0.1	26	2.6	4.2	-1.6	0.2	0.2	0.0	0.7	1.3	-0.6	0.6	1.0	-0.4	0.6	0.3	0.3	0.4	0.1	0.3	0.7	0.5	0.2
Radio 531pi	0.3	0.2	0.1	27	0.5	1.4	-0.9	*	0.1	*	0.2	0.1	0.1	0.2	0.1	0.1	0.1	0.2	-0.1	0.6	0.2	0.4	0.4	0.5	-0.1
Radio Hauraki	3.2	2.5	0.7	13	1.1	1.2	-0.1	4.8	2.8	2.0	4.1	3.7	0.4	4.4	3.9	0.5	3.5	3.3	0.2	1.3	1.3	0.0	1.9	2.0	-0.1
Radio Sport	1.9	1.5	0.4	16	1.9	1.0	0.9	1.1	1.0	0.1	1.5	0.9	0.6	1.4	1.2	0.2	1.3	1.7	-0.4	2.6	2.0	0.6	0.3	1.1	-0.8
Radio Tainui	0.1	0.1	0.0	29	1.0	0.3	0.7	*	0.1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.1	*
Tarana	1.3	2.0	-0.7	20	2.0	2.3	-0.3	0.8	1.6	-0.8	1.8	2.5	-0.7	1.6	2.2	-0.6	0.7	0.8	-0.1	0.4	1.9	-1.5	2.1	1.9	0.2
Radio Waatea	*	0.1	*	*	*	0.1	*	*	0.3	*	*	0.2	*	*	0.2	*	0.1	*	*	*	*	*	*	*	*
Rhema	1.0	0.7	0.3	23	0.6	2.5	-1.9	0.5	0.4	0.1	0.6	0.6	0.0	1.4	0.5	0.9	2.0	0.4	1.6	0.6	0.6	0.0	0.8	0.7	0.1
Rock	4.0	3.4	0.6	11	1.9	3.5	-1.6	6.3	5.3	1.0	7.7	6.7	1.0	6.2	5.1	1.1	2.1	1.6	0.5	1.2	0.9	0.3	2.5	1.6	0.9
Star	0.8	0.6	0.2	24	0.8	0.4	0.4	0.3	0.2	0.1	0.3	0.4	-0.1	0.3	0.3	0.0	0.3	0.3	0.0	0.9	0.5	0.4	0.3	0.4	-0.1
The Hits	4.2	4.3	-0.1	10	3.1	3.6	-0.5	4.8	5.2	-0.4	5.4	6.3	-0.9	5.5	6.0	-0.5	4.9	4.5	0.4	3.1	2.5	0.6	6.7	6.5	0.2
The Sound	3.3	4.0	-0.7	12	0.3	0.2	0.1	1.5	3.5	-2.0	2.5	2.7	-0.2	4.0	4.3	-0.3	6.7	7.0	-0.3	4.4	4.5	-0.1	1.5	1.0	0.5
ZM	6.6	5.7	0.9	4	8.3	4.9	3.4	12.4	12.3	0.1	11.6	10.3	1.3	9.0	7.5	1.5	3.1	2.6	0.5	2.2	2.1	0.1	7.0	6.8	0.2
Others	3.8	3.7	0.1		4.8	3.2	1.6	4.2	2.7	1.5	4.7	3.9	0.8	4.0	3.4	0.6	2.0	2.0	0.0	2.9	4.3	-1.4	6.0	5.3	0.7
MediaWorks Combo	44.6	43.1	1.5		51.0	54.0	-3.0	51.2	50.7	0.5	48.0	45.2	2.8	47.4	45.9	1.5	45.0	44.1	0.9	36.6	33.1	3.5	43.4	44.2	-0.8
NZME Combo	40.9	41.7	-0.8		26.2	19.6	6.6	35.9	34.1	1.8	34.9	35.0	-0.1	36.7	38.0	-1.3	43.5	46.4	-2.9	52.0	53.7	-1.7	36.3	36.4	-0.1
NZME and Partners	45.6	47.2	-1.6		30.1	27.0	3.1	40.9	41.4	-0.5	41.8	43.5	-1.7	42.7	44.8	-2.1	48.1	51.3	-3.2	56.8	58.9	-2.1	43.8	43.4	0.4
Potential (000)	1487.0	1487.0	0.0		167.1	163.4	3.7	508.9	512.6	-3.7	544.0	544.0	0.0	754.0	754.0	0.0	388.0	388.0	0.0	296.0	296.0	0.0	285.5	282.9	2.6
Sample	2,519	2,543	-24		327	297	30	635	568	67	916	758	158	1,294	1,250	44	716	842	-126	591	641	-50	541	497	44

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 Humm FM or 95bFM or internet only listening to Hokonui

AUCKLAND COMMERCIAL RADIO - SURVEY 3 2019

Station Share (%) by Daypart, People 10+

Survey Comparisons: 2/2019 - 3/2019

This Survey Period: Sun Mar 31 to Sat Jun 8 & Sun Jun 16 to Sat Aug 24 2019

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

	This	Last	+/-
Potential (000)	1,487.0	1,487.0	0.0
Sample Size	2,519	2,543	-24

	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	1.6	0.5	1.1	18	2.0	0.8	1.2		1.3	0.5	0.8		2.0	0.6	1.4		1.4	0.3	1.1		0.7	0.7	0.0		2.0	1.1	0.9	
Ake	*	*	*	*	*	*	*		*	*	*		0.1	*	*		*	*	*		*	*	*		*	*	*	
BBC	0.6	0.8	-0.2	25	0.3	0.4	-0.1		0.5	0.8	-0.3		0.4	0.5	-0.1		1.1	1.8	-0.7		2.7	2.5	0.2		1.2	1.3	-0.1	
Breeze	5.6	5.9	-0.3	4	9.3	9.7	-0.4		8.7	9.7	-1.0		7.7	6.5	1.2		5.5	5.9	-0.4		8.2	4.2	4.0		6.8	7.6	-0.8	
Chinese Radio AM936	1.5	1.4	0.1	19	1.2	1.6	-0.4		1.2	1.9	-0.7		1.5	0.8	0.7		0.8	1.6	-0.8		*	*	*		1.6	1.7	-0.1	
Coast	4.4	4.0	0.4	8	8.3	8.7	-0.4		8.8	8.9	-0.1		5.4	6.4	-1.0		4.3	3.4	0.9		5.7	2.9	2.8		7.7	7.1	0.6	
Edge	4.9	4.6	0.3	7	5.2	4.7	0.5		5.7	4.7	1.0		5.8	6.6	-0.8		6.5	8.1	-1.6		6.5	5.5	1.0		4.9	5.5	-0.6	
Flava	2.4	2.1	0.3	13	2.2	2.4	-0.2		2.5	2.3	0.2		2.8	2.4	0.4		4.0	3.7	0.3		2.9	2.3	0.6		2.2	1.8	0.4	
FM99.4 Chinese Voice	0.6	0.8	-0.2	25	0.4	0.5	-0.1		0.2	0.2	0.0		0.1	0.1	0.0		0.4	0.3	0.1		*	*	*		*	0.2	*	
George FM	4.3	4.2	0.1	9	5.3	5.2	0.1		6.0	5.4	0.6		5.0	4.9	0.1		3.1	3.0	0.1		2.3	2.1	0.2		3.5	2.9	0.6	
Humm FM	1.2	3.1	-1.9	21	1.1	2.0	-0.9		1.3	2.3	-1.0		1.7	4.5	-2.8		2.3	1.7	0.6		1.3	4.9	-3.6		1.7	3.5	-1.8	
Life FM	2.1	1.7	0.4	15	1.3	1.3	0.0		1.2	1.6	-0.4		2.5	1.9	0.6		1.2	1.6	-0.4		1.0	0.5	0.5		1.8	1.8	0.0	
Magic Music & Talk*	5.3	6.1	-0.8	6	7.2	7.5	-0.3		6.0	5.7	0.3		4.3	4.2	0.1		5.5	3.9	1.6		5.8	5.3	0.5		7.2	6.3	0.9	
Mai FM	8.6	7.4	1.2	2	5.2	5.5	-0.3		5.6	6.9	-1.3		8.8	7.8	1.0		11.4	6.6	4.8		4.3	7.3	-3.0		8.9	7.5	1.4	
Mix	1.9	1.5	0.4	16	2.8	3.1	-0.3		2.7	3.3	-0.6		2.5	3.4	-0.9		1.3	1.5	-0.2		0.4	0.2	0.2		2.7	3.2	-0.5	
More FM	5.6	5.8	-0.2	4	5.6	5.5	0.1		6.0	6.4	-0.4		5.8	5.2	0.6		4.1	2.9	1.2		1.6	1.1	0.5		4.8	4.3	0.5	
More FM Rodney	0.9	0.5	0.4	24	0.3	0.3	0.0		1.0	0.7	0.3		0.9	0.8	0.1		3.5	0.5	3.0		0.5	0.3	0.2		1.1	0.4	0.7	
Newstalk ZB	17.5	22.4	-4.9	1	10.1	11.0	-0.9		7.7	8.4	-0.7		10.3	12.8	-2.5		13.9	19.6	-5.7		28.9	33.7	-4.8		12.3	14.7	-2.4	
Niu FM	0.3	0.4	-0.1	27	0.4	0.3	0.1		0.7	0.6	0.1		0.7	0.6	0.1		1.7	2.1	-0.4		2.5	5.8	-3.3		0.7	0.6	0.1	
Radio 531pi	0.2	0.2	0.0	28	0.3	0.1	0.2		0.2	*	*		0.1	0.1	0.0		1.1	0.4	0.7		0.5	0.1	0.4		0.3	0.4	-0.1	
Radio Hauraki	3.9	2.6	1.3	10	3.5	2.5	1.0		3.2	2.7	0.5		4.3	3.7	0.6		1.2	1.5	-0.3		1.0	0.5	0.5		2.7	2.1	0.6	
Radio Sport	1.4	1.0	0.4	20	0.9	0.7	0.2		1.4	1.0	0.4		1.6	1.3	0.3		1.4	1.2	0.2		4.5	1.8	2.7		3.4	3.1	0.3	
Radio Tainui	*	*	*	*	*	*	*		0.1	*	*		0.1	*	*		0.3	*	*		0.2	0.4	-0.2		0.1	0.1	0.0	
Tarana	1.8	1.9	-0.1	17	0.5	1.4	-0.9		0.7	1.2	-0.5		1.6	2.9	-1.3		0.9	2.3	-1.4		1.5	1.6	-0.1		1.6	2.5	-0.9	
Radio Waatea	0.1	0.1	0.0	29	*	0.2	*		*	*	*		*	*	*		*	0.6	*		*	*	*		*	*	*	
Rhema	1.0	0.4	0.6	22	0.5	0.5	0.0		0.5	0.8	-0.3		1.3	0.7	0.6		1.4	0.8	0.6		2.2	1.3	0.9		1.4	0.8	0.6	
Rock	3.9	3.7	0.2	10	4.2	4.3	-0.1		5.2	3.8	1.4		4.2	3.6	0.6		2.2	2.0	0.2		1.8	2.2	-0.4		4.0	2.8	1.2	
Star	1.0	0.8	0.2	22	1.1	0.8	0.3		1.1	0.7	0.4		0.3	0.2	0.1		0.5	0.5	0.0		1.1	1.3	-0.2		0.6	0.4	0.2	
The Hits	3.4	3.6	-0.2	12	5.9	5.2	0.7		5.2	4.9	0.3		4.6	4.4	0.2		4.2	4.9	-0.7		2.2	3.3	-1.1		3.1	3.6	-0.5	
The Sound	2.3	2.6	-0.3	14	5.5	5.1	0.4		4.8	5.6	-0.8		3.0	3.9	-0.9		1.3	3.1	-1.8		1.3	1.6	-0.3		3.0	3.9	-0.9	
ZM	7.6	7.3	0.3	3	6.5	4.5	2.0		7.2	5.5	1.7		6.1	5.4	0.7		8.9	8.6	0.3		5.0	2.4	2.6		5.1	5.1	0.0	
Others	4.3	2.8	1.5		3.0	4.4	-1.4		3.2	3.5	-0.3		4.6	3.7	0.9		4.5	5.6	-1.1		3.3	4.3	-1.0		3.5	3.5	0.0	
MediaWorks Combo	41.3	40.7	0.6		47.7	47.9	-0.2		48.9	48.9	0.0		45.6	43.5	2.1		43.3	36.1	7.2		32.3	29.5	2.8		44.3	41.3	3.0	
NZME Combo	43.0	45.2	-2.2		40.6	38.4	2.2		39.1	37.9	1.2		37.9	40.3	-2.4		40.3	46.1	-5.8		53.4	49.6	3.8		40.4	42.0	-1.6	
NZME and Partners	47.9	51.0	-3.1		45.2	43.2	2.0		43.2	42.8	0.4		43.2	46.3	-3.1		45.2	50.0	-4.8		55.4	55.2	0.2		45.7	48.5	-2.8	

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AUCKLAND COMMERCIAL RADIO - SURVEY 3 2019

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

Survey Comparisons: 2/2019 - 3/2019

This Survey Period: Sun Mar 31 to Sat Jun 8 & Sun Jun 16 to Sat Aug 24 2019

Last Survey Period: Sun Feb 3 to Sat Jun 8 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	+/-	
95bFM	46.7	38.0	8.7	17	6.8	3.3	3.5		12.2	10.0	2.2		19.0	15.1	3.9		31.5	23.9	7.6		16.6	13.9	2.7		4.6	5.9	-1.3		12.3	7.4	4.9	
Ake	2.3	0.7	1.6	30	*	*	*		0.3	*	*		*	0.3	*		*	0.3	*		2.0	0.5	1.5		2.0	0.5	1.5		*	*	*	
BBC	27.4	33.6	-6.2	25	2.2	1.9	0.3		3.7	3.3	0.4		4.4	6.0	-1.6		6.7	10.1	-3.4		7.1	12.3	-5.2		13.6	17.3	-3.7		2.2	3.7	-1.5	
Breeze	174.3	189.2	-14.9	3	12.8	14.2	-1.4		42.6	56.6	-14.0		52.6	58.4	-5.8		85.0	91.3	-6.3		70.7	64.2	6.5		52.0	48.4	3.6		40.0	41.5	-1.5	
Chinese Radio AM936	28.8	28.8	0.0	23	2.8	1.1	1.7		7.5	7.3	0.2		15.3	10.5	4.8		16.9	12.7	4.2		8.8	13.1	-4.3		9.1	13.5	-4.4		5.6	4.0	1.6	
Coast	133.5	142.9	-9.4	6	7.7	3.3	4.4		21.5	20.0	1.5		21.1	22.7	-1.6		46.7	51.5	-4.8		57.6	63.1	-5.5		57.3	64.7	-7.4		19.2	20.8	-1.6	
Edge	152.9	177.1	-24.2	4	26.6	26.4	0.2		71.7	91.2	-19.5		60.7	62.9	-2.2		85.9	87.0	-1.1		37.6	38.0	-0.4		14.0	15.2	-1.2		34.5	38.3	-3.8	
Flava	106.4	92.1	14.3	9	16.6	8.4	8.2		65.1	59.9	5.2		54.9	55.3	-0.4		58.5	58.9	-0.4		6.8	6.5	0.3		3.3	2.9	0.4		23.7	18.9	4.8	
FM99.4 Chinese Voice	8.8	15.3	-6.5	28	1.3	0.4	0.9		1.5	6.2	-4.7		5.0	8.2	-3.2		5.6	9.9	-4.3		2.0	3.7	-1.7		1.9	2.8	-0.9		2.7	2.9	-0.2	
George FM	92.7	93.5	-0.8	11	7.3	8.5	-1.2		43.3	48.8	-5.5		51.2	51.3	-0.1		65.6	63.6	2.0		20.9	19.3	1.6		7.0	7.0	0.0		20.9	18.5	2.4	
Humm FM	35.2	46.2	-11.0	19	5.2	7.1	-1.9		15.9	23.3	-7.4		20.8	31.1	-10.3		24.0	35.8	-11.8		4.0	4.6	-0.6		3.5	1.7	1.8		10.2	12.6	-2.4	
Life FM	41.6	46.4	-4.8	18	10.4	9.6	0.8		19.0	23.2	-4.2		17.4	19.4	-2.0		20.3	20.5	-0.2		5.8	5.0	0.8		3.6	4.4	-0.8		8.8	10.8	-2.0	
Magic Music & Talk*	87.3	91.7	-4.4	12	2.5	3.0	-0.5		5.1	6.0	-0.9		9.8	14.0	-4.2		21.7	32.0	-10.3		36.3	38.0	-1.7		44.3	41.5	2.8		9.3	11.6	-2.3	
Mai FM	226.1	213.7	12.4	1	30.0	40.9	-10.9		132.3	101.3	31.0		111.4	93.9	17.5		127.5	112.7	14.8		27.1	28.4	-1.3		14.0	12.6	1.4		53.2	47.3	5.9	
Mix	62.2	64.5	-2.3	16	5.1	6.6	-1.5		9.2	17.5	-8.3		25.1	19.0	6.1		41.4	32.3	9.1		27.1	27.0	0.1		13.7	16.7	-3.0		19.0	15.8	3.2	
More FM	130.1	127.9	2.2	7	16.1	15.0	1.1		33.3	36.6	-3.3		49.7	43.5	6.2		77.0	73.4	3.6		44.8	47.6	-2.8		21.0	21.2	-0.2		39.0	38.2	0.8	
More FM Rodney	31.8	29.0	2.8	21	7.1	9.1	-2.0		16.4	8.5	7.9		15.8	9.8	6.0		17.5	12.4	5.1		2.7	4.7	-2.0		2.8	2.4	0.4		4.2	3.7	0.5	
Newstalk ZB	215.5	241.5	-26.0	2	7.9	5.0	2.9		30.1	30.8	-0.7		47.0	57.1	-10.1		87.2	107.9	-20.7		79.4	90.2	-10.8		81.9	86.9	-5.0		41.7	46.3	-4.6	
Niu FM	30.2	26.0	4.2	22	5.0	8.2	-3.2		7.3	2.8	4.5		14.5	11.9	2.6		16.9	13.3	3.6		7.9	4.8	3.1		5.6	3.4	2.2		5.5	5.0	0.5	
Radio 531pi	9.2	15.7	-6.5	27	1.6	9.3	-7.7		0.6	1.3	-0.7		2.8	2.0	0.8		5.3	2.7	2.6		3.0	3.7	-0.7		1.9	3.1	-1.2		2.7	3.8	-1.1	
Radio Hauraki	76.8	69.9	6.9	13	3.8	3.9	-0.1		31.2	28.8	2.4		42.5	37.7	4.8		55.1	49.5	5.6		20.5	21.4	-0.9		10.3	12.6	-2.3		14.0	13.0	1.0	
Radio Sport	64.5	66.4	-1.9	15	3.9	3.9	0.0		23.0	23.1	-0.1		12.8	14.5	-1.7		20.1	24.5	-4.4		14.2	17.4	-3.2		16.3	17.0	-0.7		3.6	5.6	-2.0	
Radio Tainui	7.7	7.0	0.7	29	3.9	1.9	2.0		2.0	2.6	-0.6		0.7	0.3	0.4		2.1	2.0	0.1		1.6	2.0	-0.4		0.2	0.6	-0.4		1.5	1.4	0.1	
Tarana	33.0	35.9	-2.9	20	4.9	6.9	-2.0		8.9	11.3	-2.4		16.8	17.0	-0.2		19.4	20.6	-1.2		4.6	4.1	0.5		5.0	4.1	0.9		8.2	6.6	1.6	
Radio Waatea	1.6	3.1	-1.5	31	0.4	1.1	-0.7		0.3	0.8	-0.5		*	0.8	*		0.6	1.5	-0.9		0.6	0.9	-0.3		0.3	0.5	-0.2		*	*	*	
Rhema	27.8	25.9	1.9	24	3.9	2.4	1.5		6.5	6.8	-0.3		8.8	5.8	3.0		12.4	8.9	3.5		7.7	8.8	-1.1		6.7	7.5	-0.8		6.8	6.7	0.1	
Rock	96.7	94.8	1.9	10	6.8	8.3	-1.5		36.3	42.2	-5.9		59.5	56.2	3.3		73.9	67.8	6.1		22.0	17.7	4.3		10.5	8.2	2.3		26.5	18.7	7.8	
Star	18.5	15.3	3.2	26	2.8	1.5	1.3		4.1	2.8	1.3		5.9	5.6	0.3		6.9	6.2	0.7		2.3	3.0	-0.7		3.1	3.2	-0.1		3.3	3.4	-0.1	
The Hits	110.1	107.5	2.6	8	14.7	11.8	2.9		35.7	40.6	-4.9		51.8	51.8	0.0		67.9	67.3	0.6		29.7	25.7	4.0		16.9	15.4	1.5		33.3	29.6	3.7	
The Sound	73.9	76.1	-2.2	14	3.4	2.3	1.1		14.1	19.9	-5.8		21.9	16.3	5.6		45.3	38.9	6.4		38.5	39.1	-0.6		21.5	22.8	-1.3		12.2	6.9	5.3	
ZM	146.3	134.4	11.9	5	19.1	17.2	1.9		74.0	73.0	1.0		82.0	70.7	11.3		97.0	82.1	14.9		20.7	16.8	3.9		7.0	6.9	0.1		32.5	31.4	1.1	
Others	81.5	80.2	1.3		12.2	8.6	3.6		26.4	18.1	8.3		30.6	35.0	-4.4		40.2	43.4	-3.2		16.1	15.1	1.0		14.1	15.1	-1.0		20.4	20.8	-0.4	
MediaWorks Combo	748.6	763.5	-14.9		79.0	85.0	-6.0		272.1	280.7	-8.6		294.3	278.0	16.3		406.9	392.0	14.9		207.6	209.8	-2.2		137.2	143.0	-5.8		156.3	151.6	4.7	
NZME Combo	681.5	680.7	0.8		54.9	42.7	12.2		224.6	217.2	7.4		252.1	243.4	8.7		348.4	348.8	-0.4		188.0	201.1	-13.1		158.1	167.3	-9.2		137.6	138.3	-0.7	
NZME and Partners	751.5	762.4	-10.9		61.9	50.1	11.8		244.1	245.9	-1.8		285.1	284.4	0.7		393.8	401.8	-8.0		211.2	225.3	-14.1		173.0	183.1	-10.1		156.3	154.4	1.9	
All Commercial Radio	1,127.9	1,139.7	-11.8		104.3	105.4	-1.1		375.8	377.8	-2.0		428.5	419.4	9.1		596.1	594.5	1.6		314.1	322.3	-8.2		231.9	238.7	-6.8		238.2	229.9	8.3	
Potential (000)	1,487.0	1,487.0	0.0		167.1	163.4	3.7		508.9	512.6	-3.7		544.0	544.0	0.0		754.0	754.0	0.0		388.0	388.0	0.0		296.0	296.0	0.0		285.5	282.9	2.6	
Sample	2,519	2,543	-24		327	297	30		635	568	67		916	758	158		1,294	1,250	44		716	842	-126		591	641	-50		541	497	44	

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

AUCKLAND COMMERCIAL RADIO - SURVEY 3 2019

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

Survey Comparisons: 2/2019 - 3/2019

This Survey Period: Sun Mar 31 to Sat Jun 8 & Sun Jun 16 to Sat Aug 24 2019

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

	This	Last	+/-
Potential (000)	1,487.0	1,487.0	0.0
Sample Size	2,519	2,543	-24

	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	20.8	12.7	8.1	18	16.3	15.1	1.2		14.2	7.1	7.1		17.9	11.1	6.8		8.5	6.0	2.5		3.5	2.8	0.7		30.6	22.9	7.7	
Ake	*	0.3	*	*	*	*	*		0.5	0.5	0.0		2.3	0.5	1.8		*	*	*		*	*	*		0.5	0.5	0.0	
BBC	14.1	15.6	-1.5	22	6.9	10.8	-3.9		6.2	11.9	-5.7		6.3	7.4	-1.1		9.7	12.6	-2.9		8.6	9.1	-0.5		19.5	23.6	-4.1	
Breeze	87.9	89.4	-1.5	3	78.7	84.7	-6.0		83.6	84.1	-0.5		88.4	83.6	4.8		33.9	44.2	-10.3		17.5	16.5	1.0		89.8	101.3	-11.5	
Chinese Radio AM936	16.1	16.2	-0.1	21	11.0	15.8	-4.8		10.8	14.3	-3.5		12.6	10.0	2.6		3.8	5.5	-1.7		*	*	*		18.4	19.0	-0.6	
Coast	54.7	50.4	4.3	8	66.4	72.7	-6.3		76.6	81.7	-5.1		52.2	62.5	-10.3		24.8	23.0	1.8		15.5	12.3	3.2		74.9	80.4	-5.5	
Edge	81.3	85.6	-4.3	5	59.4	66.2	-6.8		62.4	69.8	-7.4		87.2	93.4	-6.2		36.7	48.5	-11.8		11.2	17.8	-6.6		83.7	92.7	-9.0	
Flava	54.9	50.3	4.6	7	39.1	39.5	-0.4		45.8	45.1	0.7		40.3	46.2	-5.9		19.2	18.0	1.2		8.5	8.1	0.4		49.5	32.9	16.6	
FM99.4 Chinese Voice	3.7	6.3	-2.6	28	4.8	8.4	-3.6		2.3	2.7	-0.4		2.6	3.6	-1.0		1.5	1.7	-0.2		*	*	*		2.3	7.2	-4.9	
George FM	44.6	44.3	0.3	12	36.0	41.0	-5.0		46.3	47.9	-1.6		48.5	47.9	0.6		23.7	23.6	0.1		9.6	7.4	2.2		51.6	49.8	1.8	
Humm FM	20.0	30.4	-10.4	19	10.0	13.1	-3.1		16.8	20.2	-3.4		16.7	26.7	-10.0		11.7	12.5	-0.8		4.9	12.0	-7.1		23.0	31.9	-8.9	
Life FM	30.9	29.7	1.2	15	19.3	19.9	-0.6		16.2	20.8	-4.6		27.4	27.2	0.2		13.6	14.6	-1.0		6.0	2.3	3.7		24.0	28.4	-4.4	
Magic Music & Talk*	48.6	53.6	-5.0	10	46.3	49.4	-3.1		48.7	51.2	-2.5		41.1	45.0	-3.9		27.1	22.9	4.2		11.4	10.9	0.5		52.6	55.5	-2.9	
Mai FM	145.4	126.6	18.8	2	81.5	73.9	7.6		89.3	90.8	-1.5		104.5	102.0	2.5		62.1	59.5	2.6		26.7	37.7	-11.0		145.0	124.5	20.5	
Mix	27.7	28.6	-0.9	16	26.0	27.8	-1.8		28.5	26.7	1.8		29.5	37.0	-7.5		8.0	14.4	-6.4		3.6	2.4	1.2		42.6	42.3	0.3	
More FM	67.3	71.2	-3.9	6	44.8	49.8	-5.0		51.8	54.8	-3.0		65.9	63.7	2.2		29.6	32.3	-2.7		10.5	7.0	3.5		79.1	72.3	6.8	
More FM Rodney	11.4	14.9	-3.5	25	4.1	6.0	-1.9		10.2	10.3	-0.1		14.3	14.3	0.0		13.0	9.0	4.0		2.5	1.3	1.2		18.4	9.6	8.8	
Newstalk ZB	159.4	185.8	-26.4	1	83.7	103.1	-19.4		83.7	104.0	-20.3		112.4	129.4	-17.0		67.0	85.4	-18.4		66.1	79.8	-13.7		131.8	158.0	-26.2	
Niu FM	9.2	10.9	-1.7	26	5.5	4.3	1.2		10.7	10.8	-0.1		14.0	12.2	1.8		11.1	10.2	0.9		2.9	5.4	-2.5		15.6	12.8	2.8	
Radio 531pi	4.2	7.7	-3.5	27	3.8	1.3	2.5		5.3	0.3	5.0		2.0	3.4	-1.4		2.9	5.9	-3.0		1.6	0.6	1.0		4.1	7.0	-2.9	
Radio Hauraki	43.4	33.6	9.8	13	33.1	25.9	7.2		38.1	30.0	8.1		41.5	37.3	4.2		13.3	14.8	-1.5		7.1	5.6	1.5		42.2	37.5	4.7	
Radio Sport	23.8	20.2	3.6	17	16.0	15.1	0.9		17.2	16.9	0.3		31.0	25.4	5.6		9.6	8.8	0.8		13.4	8.7	4.7		39.3	41.6	-2.3	
Radio Tainui	1.1	1.2	-0.1	29	1.2	2.2	-1.0		2.8	0.3	2.5		2.4	*	*		1.2	0.3	0.9		1.7	2.6	-0.9		3.5	3.9	-0.4	
Tarana	18.3	18.4	-0.1	20	5.7	10.3	-4.6		11.7	14.0	-2.3		14.8	20.1	-5.3		7.2	10.6	-3.4		6.0	7.3	-1.3		25.2	29.9	-4.7	
Radio Waatea	0.6	1.2	-0.6	30	0.2	1.1	-0.9		0.3	*	*		*	0.6	*		0.3	0.8	-0.5		*	*	*		0.5	1.0	-0.5	
Rhema	12.3	10.1	2.2	23	6.9	5.4	1.5		8.6	11.5	-2.9		10.1	10.4	-0.3		5.5	6.8	-1.3		6.9	5.8	1.1		16.2	15.5	0.7	
Rock	52.4	47.5	4.9	9	35.5	35.9	-0.4		49.5	38.8	10.7		53.4	49.1	4.3		16.7	17.6	-0.9		9.8	11.4	-1.6		51.4	48.0	3.4	
Star	11.9	10.5	1.4	24	8.4	9.6	-1.2		7.8	7.1	0.7		8.2	7.5	0.7		2.5	2.9	-0.4		4.4	4.9	-0.5		12.4	8.6	3.8	
The Hits	48.2	46.6	1.6	11	43.8	43.3	0.5		48.3	46.9	1.4		54.7	49.2	5.5		22.0	20.5	1.5		7.6	9.2	-1.6		57.8	60.3	-2.5	
The Sound	35.7	36.6	-0.9	14	36.1	36.8	-0.7		45.1	43.2	1.9		36.8	47.2	-10.4		10.9	20.6	-9.7		5.5	6.8	-1.3		44.6	43.0	1.6	
ZM	85.0	84.2	0.8	4	55.8	57.3	-1.5		70.6	62.7	7.9		77.9	73.1	4.8		40.3	38.1	2.2		16.5	19.1	-2.6		85.8	86.2	-0.4	
Others	39.2	32.4	6.8		27.9	33.5	-5.6		31.7	36.1	-4.4		35.7	34.0	1.7		21.4	27.2	-5.8		15.9	16.9	-1.0		58.7	55.3	3.4	
MediaWorks Combo	476.5	475.8	0.7		361.5	372.8	-11.3		396.6	405.6	-9.0		451.1	455.0	-3.9		227.1	250.8	-23.7		92.8	101.6	-8.8		510.2	497.5	12.7	
NZME Combo	434.3	437.0	-2.7		312.1	329.8	-17.7		349.3	351.6	-2.3		370.8	390.7	-19.9		199.0	217.5	-18.5		132.9	140.6	-7.7		442.5	451.3	-8.8	
NZME and Partners	480.7	489.6	-8.9		346.5	371.0	-24.5		382.5	385.1	-2.6		411.6	435.1	-23.5		221.0	239.8	-18.8		140.2	154.8	-14.6		498.8	513.1	-14.3	
All Commercial Radio	867.3	860.9	6.4		631.5	674.3	-42.8		676.1	692.8	-16.7		757.8	789.2	-31.4		421.9	478.1	-56.2		241.5	250.3	-8.8		884.1	893.6	-9.5	

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

AUCKLAND COMMERCIAL RADIO - SURVEY 3 2019

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

Survey Comparisons: 2/2019 - 3/2019

This Survey Period: Sun Mar 31 to Sat Jun 8 & Sun Jun 16 to Sat Aug 24 2019

Last Survey Period: Sun Feb 3 to Sat Jun 8 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	6:15	3:11	3:04	1:32	2:49	-1:16	9:02	1:48	7:13	9:28	2:46	6:42	7:26	3:07	4:18	5:48	4:14	1:33	9:16	4:53	4:22	7:49	3:33	4:16
Ake	1:37	2:04	-0:26	*	*	*	0:15	*	*	*	0:30	*	*	0:30	*	1:51	3:00	-1:08	1:51	3:00	-1:08	*	*	*
BBC	4:47	4:58	-0:11	3:23	3:19	0:03	3:17	4:05	-0:47	3:33	4:19	-0:45	3:39	4:24	-0:44	2:42	4:20	-1:37	5:30	5:06	0:24	5:09	3:49	1:19
Breeze	7:15	7:11	0:03	6:23	4:26	1:56	5:53	5:43	0:09	7:22	7:58	-0:36	6:52	7:40	-0:48	7:00	7:31	-0:31	8:00	8:41	-0:41	8:09	8:14	-0:05
Chinese Radio AM936	7:46	9:05	-1:18	2:20	1:53	0:26	4:38	5:14	-0:35	5:03	4:18	0:44	5:31	5:56	-0:24	9:52	12:02	-2:09	13:39	13:14	0:24	6:59	8:59	-1:59
Coast	8:33	8:14	0:19	6:55	2:59	3:56	7:42	6:44	0:57	9:38	7:51	1:46	9:27	8:44	0:43	9:37	10:49	-1:11	8:56	8:48	0:07	9:43	5:21	4:21
Edge	6:04	5:28	0:35	7:06	6:02	1:03	6:46	5:38	1:08	6:27	5:11	1:15	5:58	5:01	0:56	4:53	4:32	0:21	5:18	5:04	0:14	4:23	3:56	0:27
Flava	4:07	4:26	-0:18	2:16	3:48	-1:32	3:58	3:36	0:22	4:00	4:07	-0:06	4:05	4:07	-0:01	8:05	12:02	-3:56	11:03	21:56	-10:52	6:34	8:17	-1:43
FM99.4 Chinese Voice	4:51	4:07	0:43	0:34	0:15	0:19	1:45	1:54	-0:09	3:52	4:10	-0:18	3:46	3:47	-0:00	11:19	5:49	5:29	11:11	7:46	3:24	4:02	4:50	-0:48
George FM	8:24	8:06	0:17	3:21	2:57	0:23	8:36	8:01	0:35	8:08	6:38	1:29	9:05	8:38	0:26	11:42	13:31	-1:48	9:34	7:27	2:06	8:27	12:12	-3:45
Humm FM	7:07	11:44	-4:36	5:46	10:09	-4:23	6:47	12:47	-6:00	8:02	13:27	-5:24	7:59	12:31	-4:32	7:41	6:19	1:21	4:40	2:45	1:55	10:40	13:28	-2:48
Life FM	6:56	6:13	0:42	7:42	5:32	2:09	5:12	5:18	-0:05	6:33	7:03	-0:30	7:50	7:22	0:28	8:59	4:55	4:04	7:41	3:53	3:47	9:50	9:58	-0:07
Magic Music & Talk*	11:49	11:24	0:25	1:55	2:46	-0:51	8:31	10:05	-1:33	6:04	8:32	-2:28	9:26	9:36	-0:09	11:14	11:58	-0:44	10:50	11:27	-0:36	6:12	10:01	-3:49
Mai FM	5:49	5:54	-0:04	5:17	6:17	-1:00	5:42	5:55	-0:13	6:39	6:50	-0:11	6:38	6:43	-0:05	5:44	4:48	0:56	5:00	1:55	3:05	6:36	7:02	-0:25
Mix	6:23	7:21	-0:58	2:17	4:50	-2:33	9:24	8:23	1:00	5:18	6:19	-1:01	6:40	8:05	-1:24	8:01	7:40	0:21	6:49	5:02	1:47	6:08	8:35	-2:27
More FM	6:58	7:06	-0:08	6:40	2:33	4:06	5:53	5:33	0:20	7:01	7:55	-0:54	7:01	8:36	-1:34	7:21	8:44	-1:22	8:17	7:55	0:22	6:23	7:02	-0:38
More FM Rodney	5:44	3:12	2:31	3:51	2:01	1:49	6:04	1:53	4:10	5:46	3:34	2:12	5:35	3:25	2:10	8:27	5:03	3:24	10:19	8:56	1:23	4:28	2:29	1:59
Newstalk ZB	10:09	11:22	-1:12	4:17	3:59	0:17	4:01	4:28	-0:27	4:36	5:48	-1:11	5:55	7:33	-1:38	8:49	9:28	-0:38	13:20	14:26	-1:06	5:12	6:01	-0:49
Niu FM	4:03	5:39	-1:36	6:20	5:44	0:35	1:08	4:12	-3:04	3:07	6:51	-3:44	3:29	6:52	-3:22	3:50	3:09	0:41	2:57	1:34	1:22	4:01	3:12	0:49
Radio 531pi	5:46	2:14	3:31	3:47	1:39	2:08	1:14	2:00	-0:45	5:30	4:01	1:28	4:09	3:10	0:59	2:30	2:47	-0:16	12:55	3:14	9:40	5:24	4:29	0:54
Radio Hauraki	7:06	6:24	0:41	3:29	3:26	0:03	7:50	4:52	2:57	6:14	6:09	0:05	7:16	7:23	-0:06	8:45	8:23	0:21	5:09	4:36	0:33	4:37	5:17	-0:40
Radio Sport	5:01	4:01	0:59	5:49	2:52	2:56	2:23	2:10	0:12	7:29	4:03	3:25	6:20	4:42	1:37	4:44	5:17	-0:33	6:49	5:20	1:29	3:17	6:38	-3:21
Radio Tainui	2:05	1:17	0:47	3:05	1:37	1:28	1:01	1:16	-0:15	0:50	1:45	-0:54	1:07	1:17	-0:10	1:08	1:02	0:05	0:15	0:15	0:00	1:07	1:18	-0:11
Tarana	6:36	9:49	-3:12	5:03	3:49	1:14	4:31	7:06	-2:35	6:53	9:24	-2:30	7:22	9:48	-2:25	7:54	10:43	-2:48	3:44	20:22	-16:37	8:35	9:43	-1:07
Radio Waatea	2:28	5:18	-2:49	0:37	0:31	0:05	0:30	15:30	-15:00	*	15:30	*	5:15	10:06	-4:51	5:15	2:39	2:35	2:00	1:10	0:49	*	*	*
Rhema	6:26	4:44	1:41	1:42	11:36	-9:54	3:59	2:43	1:15	4:34	6:46	-2:11	10:24	5:32	4:51	12:53	2:47	10:06	4:02	3:32	0:29	3:47	3:53	-0:06
Rock	7:09	6:30	0:38	3:23	4:43	-1:19	8:50	6:16	2:33	8:20	7:35	0:45	7:41	7:02	0:39	4:43	4:49	-0:05	4:47	5:12	-0:24	3:12	3:01	0:10
Star	7:32	7:06	0:25	3:33	2:46	0:47	3:09	4:15	-1:06	3:35	4:51	-1:15	3:19	4:30	-1:11	6:46	6:15	0:31	11:50	6:31	5:19	2:55	4:33	-1:38
The Hits	6:35	7:09	-0:33	2:31	3:29	-0:58	6:52	6:26	0:26	6:47	7:41	-0:54	7:21	8:22	-1:01	8:21	9:39	-1:17	7:51	7:08	0:42	6:47	7:35	-0:48
The Sound	7:46	9:29	-1:42	1:07	0:56	0:11	5:17	8:57	-3:39	7:24	10:28	-3:04	8:03	10:16	-2:12	8:45	9:47	-1:01	8:44	8:56	-0:12	4:08	5:14	-1:06
ZM	7:48	7:36	0:12	5:15	3:15	2:00	8:30	8:29	0:01	9:08	9:12	-0:04	8:27	8:35	-0:07	7:41	8:28	-0:46	13:09	13:32	-0:23	7:14	7:35	-0:21
Others	7:55	8:18	-0:22	4:45	4:14	0:30	8:01	7:27	0:33	9:59	7:02	2:56	9:10	7:14	1:55	6:13	7:12	-0:59	8:46	12:49	-4:03	9:51	8:48	1:03
MediaWorks Combo	10:15	10:08	0:07	7:50	7:11	0:38	9:33	9:05	0:27	10:31	10:19	0:11	10:36	10:58	-0:22	10:59	11:30	-0:31	11:17	10:23	0:54	9:23	10:09	-0:46
NZME Combo	10:19	10:59	-0:39	5:47	5:12	0:35	8:06	7:55	0:11	8:56	9:08	-0:12	9:36	10:13	-0:36	11:43	12:37	-0:54	13:54	14:25	-0:30	8:54	9:10	-0:15
NZME and Partners	10:26	11:06	-0:39	5:54	6:06	-0:11	8:30	8:29	0:01	9:27	9:43	-0:15	9:52	10:27	-0:35	11:32	12:27	-0:54	13:53	14:27	-0:34	9:28	9:48	-0:19
All Commercial Radio	15:14	15:45	-0:30	11:38	10:44	0:54	13:30	13:20	0:10	15:03	15:08	-0:05	15:17	15:45	-0:28	16:08	16:58	-0:50	18:14	18:49	-0:34	14:11	15:09	-0:57
Potential (000)	1,487.0	1,487.0	0.0	167.1	163.4	3.7	508.9	512.6	-3.7	544.0	544.0	0.0	754.0	754.0	0.0	388.0	388.0	0.0	296.0	296.0	0.0	285.5	282.9	2.6
Sample	2,519	2,543	-24	327	297	30	635	568	67	916	758	158	1,294	1,250	44	716	842	-126	591	641	-50	541	497	44

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

AUCKLAND COMMERCIAL RADIO - SURVEY 3 2019

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

Survey Comparisons: 2/2019 - 3/2019

This Survey Period: Sun Mar 31 to Sat Jun 8 & Sun Jun 16 to Sat Aug 24 2019

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

	This	Last	+/-
Potential (000)	1,487.0	1,487.0	0.0
Sample Size	2,519	2,543	-24

	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	2:44	1:23	1:20	3:07	1:27	1:40	2:54	2:08	0:46	2:35	1:20	1:14	2:08	0:43	1:24	1:33	1:40	-0:07	2:23	1:51	0:31
Ake	*	0:30	*	*	*	*	1:30	1:30	0:00	1:07	0:30	0:37	*	*	*	*	*	*	1:00	1:00	0:00
BBC	1:23	1:45	-0:21	1:12	1:04	0:08	2:33	2:06	0:27	1:37	1:40	-0:02	1:29	1:48	-0:19	2:17	1:56	0:20	2:11	2:07	0:04
Breeze	2:13	2:18	-0:05	3:02	3:14	-0:11	3:16	3:51	-0:34	2:02	1:54	0:08	2:05	1:44	0:20	3:26	1:47	1:38	2:43	2:52	-0:09
Chinese Radio AM936	3:12	2:56	0:15	2:49	2:48	0:00	3:36	4:30	-0:53	2:45	2:03	0:41	2:48	3:44	-0:55	*	*	*	3:05	3:20	-0:14
Coast	2:47	2:45	0:01	3:13	3:23	-0:10	3:37	3:39	-0:01	2:24	2:29	-0:05	2:12	1:54	0:17	2:44	1:41	1:02	3:41	3:24	0:17
Edge	2:06	1:53	0:12	2:16	2:00	0:16	2:52	2:15	0:36	1:33	1:44	-0:10	2:16	2:09	0:07	4:15	2:11	2:03	2:06	2:16	-0:10
Flava	1:32	1:29	0:03	1:26	1:41	-0:14	1:42	1:44	-0:01	1:39	1:15	0:23	2:40	2:37	0:02	2:31	2:01	0:29	1:37	2:02	-0:24
FM99.4 Chinese Voice	5:12	4:12	1:00	2:01	1:37	0:23	2:35	2:26	0:08	0:38	0:46	-0:07	3:13	2:23	0:50	*	*	*	0:38	1:19	-0:41
George FM	3:23	3:19	0:04	3:48	3:36	0:11	4:07	3:44	0:23	2:23	2:31	-0:07	1:40	1:39	0:00	1:45	1:59	-0:14	2:27	2:11	0:15
Humm FM	2:05	3:35	-1:30	2:47	4:14	-1:27	2:30	3:50	-1:20	2:24	4:08	-1:43	2:31	1:43	0:47	1:57	2:55	-0:57	2:35	4:08	-1:33
Life FM	2:20	2:00	0:19	1:45	1:51	-0:05	2:24	2:33	-0:08	2:07	1:40	0:26	1:06	1:25	-0:19	1:16	1:38	-0:22	2:36	2:24	0:12
Magic Music & Talk*	3:47	3:57	-0:09	4:00	4:17	-0:17	3:54	3:41	0:12	2:26	2:18	0:08	2:36	2:11	0:24	3:42	3:28	0:14	4:55	4:19	0:35
Mai FM	2:03	2:02	0:00	1:38	2:06	-0:28	1:59	2:31	-0:32	1:58	1:52	0:06	2:21	1:25	0:55	1:11	1:23	-0:11	2:12	2:18	-0:06
Mix	2:22	1:47	0:34	2:47	3:09	-0:22	3:03	4:08	-1:05	1:57	2:13	-0:16	2:04	1:20	0:43	0:44	0:28	0:16	2:14	2:52	-0:37
More FM	2:55	2:51	0:04	3:13	3:08	0:05	3:41	3:55	-0:14	2:04	1:59	0:05	1:46	1:09	0:36	1:09	1:05	0:04	2:10	2:15	-0:04
More FM Rodney	2:40	1:05	1:34	2:08	1:14	0:53	3:13	2:17	0:56	1:28	1:24	0:04	3:28	0:45	2:43	1:27	1:43	-0:16	2:12	1:45	0:27
Newstalk ZB	3:49	4:13	-0:23	3:07	3:00	0:06	2:55	2:42	0:12	2:08	2:25	-0:16	2:39	2:57	-0:18	3:13	3:00	0:12	3:20	3:34	-0:13
Niu FM	1:03	1:15	-0:11	1:43	1:42	0:00	2:06	1:45	0:21	1:12	1:17	-0:04	1:57	2:38	-0:40	6:24	7:32	-1:07	1:30	1:50	-0:20
Radio 531pi	1:47	0:56	0:51	1:59	1:20	0:39	1:29	4:00	-2:30	1:09	1:01	0:08	4:40	0:58	3:42	2:11	1:02	1:08	2:38	2:13	0:25
Radio Hauraki	3:08	2:45	0:22	2:44	2:43	0:00	2:37	2:57	-0:19	2:24	2:27	-0:03	1:08	1:16	-0:08	1:04	0:37	0:27	2:16	2:10	0:05
Radio Sport	2:02	1:44	0:18	1:24	1:13	0:11	2:32	1:58	0:33	1:11	1:16	-0:04	1:54	1:45	0:08	2:29	1:27	1:01	3:03	2:53	0:10
Radio Tainui	1:13	1:10	0:03	0:19	0:19	-0:00	1:33	0:30	1:03	0:50	0:30	0:20	3:00	0:15	2:45	0:49	1:01	-0:11	0:54	1:03	-0:09
Tarana	3:26	3:31	-0:05	2:24	3:57	-1:32	1:56	2:45	-0:48	2:35	3:32	-0:56	1:33	2:50	-1:16	1:46	1:35	0:10	2:19	3:11	-0:51
Radio Waatea	5:15	2:13	3:01	0:15	4:03	-3:48	0:15	*	*	*	1:12	*	0:15	9:00	-8:45	*	*	*	1:35	0:55	0:39
Rhema	2:58	1:32	1:26	1:48	2:30	-0:41	1:54	2:15	-0:20	2:57	1:37	1:19	3:18	1:27	1:50	2:18	1:38	0:39	3:02	2:01	1:01
Rock	2:35	2:43	-0:07	3:02	3:24	-0:22	3:18	3:15	0:03	1:51	1:47	0:04	1:42	1:29	0:12	1:22	1:22	0:00	2:46	2:15	0:30
Star	2:50	2:36	0:13	3:28	2:14	1:14	4:20	3:28	0:51	0:44	0:34	0:10	2:29	2:15	0:14	1:51	1:51	-0:00	1:51	1:48	0:02
The Hits	2:29	2:42	-0:12	3:30	3:23	0:07	3:23	3:30	-0:07	1:57	2:11	-0:14	2:26	3:06	-0:40	2:10	2:31	-0:21	1:54	2:15	-0:20
The Sound	2:15	2:29	-0:13	3:54	3:56	-0:01	3:20	4:20	-1:00	1:53	2:01	-0:07	1:33	1:57	-0:23	1:43	1:39	0:04	2:22	3:30	-1:07
ZM	3:08	3:01	0:07	3:02	2:13	0:48	3:15	2:56	0:18	1:50	1:49	0:00	2:49	2:56	-0:06	2:14	0:54	1:19	2:08	2:14	-0:06
Others	3:52	3:02	0:49	2:44	3:42	-0:57	3:13	3:11	0:01	2:59	2:38	0:20	2:40	2:39	0:00	1:32	1:49	-0:17	2:09	2:26	-0:16
MediaWorks Combo	3:02	2:59	0:02	3:24	3:38	-0:13	3:54	4:01	-0:06	2:22	2:20	0:01	2:26	1:51	0:34	2:33	2:03	0:29	3:06	3:10	-0:03
NZME Combo	3:27	3:37	-0:09	3:21	3:17	0:03	3:33	3:35	-0:02	2:23	2:31	-0:07	2:35	2:44	-0:09	2:57	2:30	0:27	3:16	3:33	-0:17
NZME and Partners	3:29	3:38	-0:09	3:22	3:17	0:04	3:34	3:42	-0:07	2:27	2:36	-0:09	2:37	2:42	-0:04	2:54	2:32	0:22	3:17	3:37	-0:19
All Commercial Radio	4:02	4:04	-0:02	4:05	4:11	-0:06	4:41	4:49	-0:08	3:05	3:06	-0:00	3:02	2:42	0:19	3:03	2:50	0:12	4:03	4:16	-0:13

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