

# AUCKLAND COMMERCIAL RADIO - SURVEY 4 2019

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

Survey Comparisons: 3/2019 - 4/2019

This Survey Period: Sun Jun 16 to Sat Nov 2 2019

Last Survey Period: Sun Mar 31 to Sat Jun 8 & Sun Jun 16 to Sat Aug 24 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	+/-	Rank	This	Last	+/-	Rank	This	Last	+/-	Rank	This	Last	+/-	Rank	This	Last	+/-	Rank	This	Last	+/-	Rank	This	Last	+/-	Rank
95bFM	1.8	1.7	0.1	17	1.1	0.9	0.2	23	2.3	2.2	0.1	11	2.9	2.8	0.1	7	2.6	2.6	0.0	10	1.7	1.9	-0.2	25	0.8	1.0	-0.2	31	3.6	2.8	0.8	1
Ake	0.1	*	*	28	0.1	*	*	28	*	*	*	28	*	*	*	28	0.2	*	*	28	0.4	0.1	0.3	27	*	0.1	*	28	*	*	*	28
BBC	0.6	0.8	-0.2	24	0.6	0.6	0.0	24	0.2	0.2	0.0	24	0.1	0.2	-0.1	24	0.2	0.3	-0.1	24	0.6	0.4	0.2	24	1.3	1.8	-0.5	24	0.5	0.3	0.2	24
Breeze	8.9	7.4	1.5	3	6.3	6.7	-0.4	3	6.6	4.9	1.7	3	8.4	6.0	2.4	3	8.6	6.4	2.2	3	9.4	9.8	-0.4	3	12.3	9.8	2.5	3	10.7	9.7	1.0	3
Chinese Radio AM936	1.7	1.3	0.4	18	0.9	0.5	0.4	18	0.4	0.7	-0.3	18	1.5	1.2	0.3	18	1.5	1.0	0.5	18	3.2	1.7	1.5	18	3.7	2.9	0.8	18	1.8	1.2	0.6	18
Coast	7.9	6.6	1.3	4	5.8	4.4	1.4	4	6.5	3.3	3.2	4	5.6	3.1	2.5	4	7.0	4.8	2.2	4	11.9	10.9	1.0	4	12.4	12.1	0.3	4	4.8	5.5	-0.7	4
Edge	4.5	5.4	-0.9	9	7.1	15.5	-8.4	9	8.5	9.6	-1.1	9	7.6	6.1	1.5	9	6.0	5.6	0.4	9	2.4	3.6	-1.2	9	1.4	1.8	-0.4	9	5.1	4.5	0.6	9
Flava	2.8	2.6	0.2	14	5.7	3.1	2.6	14	5.8	5.1	0.7	14	3.8	3.4	0.4	14	2.9	2.6	0.3	14	0.7	1.1	-0.4	14	*	0.9	*	14	3.7	4.6	-0.9	14
FM99.4 Chinese Voice	*	0.2	*	*	0.1	0.1	0.0	*	*	0.1	*	*	*	0.3	*	*	*	0.2	*	*	*	0.4	*	*	*	*	0.5	*	*	0.3	*	*
George FM	3.9	4.5	-0.6	10	4.4	2.0	2.4	10	6.6	7.3	-0.7	10	6.6	6.5	0.1	10	5.7	6.5	-0.8	10	2.5	4.8	-2.3	10	0.7	1.6	-0.9	10	3.5	5.2	-1.7	10
Humm FM	1.5	1.5	0.0	20	1.1	2.5	-1.4	20	2.1	2.1	0.0	20	2.7	2.6	0.1	20	2.2	2.1	0.1	20	0.9	0.6	0.3	20	0.4	0.4	0.0	20	3.2	3.2	0.0	20
Life FM	1.6	1.7	-0.1	19	7.8	6.6	1.2	19	1.2	1.9	-0.7	19	1.5	1.8	-0.3	19	1.7	1.7	0.0	19	1.3	1.0	0.3	19	0.6	0.6	0.0	19	2.3	2.6	-0.3	19
Magic Music & Talk*	5.5	6.0	-0.5	5	0.4	0.4	0.0	5	0.8	0.9	-0.1	5	0.9	0.9	0.0	5	1.0	2.2	-1.2	5	6.9	8.0	-1.1	5	15.6	11.4	4.2	5	2.0	1.7	0.3	5
Mai FM	9.1	7.7	1.4	2	13.2	13.1	0.1	2	20.8	14.9	5.9	2	12.7	11.5	1.2	2	9.4	9.3	0.1	2	2.5	3.1	-0.6	2	1.9	1.7	0.2	2	11.6	10.4	1.2	2
Mix	2.2	2.3	-0.1	15	1.0	1.0	0.0	15	1.6	1.7	-0.1	15	2.1	2.1	0.0	15	3.3	3.0	0.3	15	4.2	4.3	-0.1	15	1.3	2.2	-0.9	15	2.7	3.5	-0.8	15
More FM	4.9	5.3	-0.4	7	10.5	8.9	1.6	7	2.7	3.9	-1.2	7	4.1	5.4	-1.3	7	5.4	5.9	-0.5	7	7.2	6.5	0.7	7	3.7	4.1	-0.4	7	6.0	7.4	-1.4	7
More FM Rodney	1.0	1.1	-0.1	23	1.9	2.2	-0.3	23	1.8	2.0	-0.2	23	1.7	1.4	0.3	23	1.3	1.1	0.2	23	0.3	0.5	-0.2	23	0.2	0.7	-0.5	23	1.0	0.6	0.4	23
Newstalk ZB	12.2	12.7	-0.5	1	2.5	2.8	-0.3	1	1.4	2.4	-1.0	1	2.9	3.4	-0.5	1	4.7	5.7	-1.0	1	13.0	13.8	-0.8	1	22.9	25.8	-2.9	1	10.6	6.4	4.2	1
Niu FM	0.6	0.7	-0.1	24	1.6	2.6	-1.0	24	0.3	0.2	0.1	24	0.3	0.7	-0.4	24	0.5	0.6	-0.1	24	0.9	0.6	0.3	24	0.4	0.4	0.0	24	0.4	0.7	-0.3	24
Radio 531pi	0.5	0.3	0.2	26	0.5	0.5	0.0	26	*	*	*	26	0.1	0.2	-0.1	26	0.8	0.2	0.6	26	1.3	0.1	1.2	26	0.4	0.6	-0.2	26	0.8	0.4	0.4	26
Radio Hauraki	3.3	3.2	0.1	12	0.8	1.1	-0.3	12	6.2	4.8	1.4	12	4.1	4.1	0.0	12	3.9	4.4	-0.5	12	2.7	3.5	-0.8	12	1.5	1.3	0.2	12	2.1	1.9	0.2	12
Radio Sport	1.9	1.9	0.0	16	1.4	1.9	-0.5	16	0.6	1.1	-0.5	16	1.4	1.5	-0.1	16	1.4	1.4	0.0	16	2.3	1.3	1.0	16	4.3	2.6	1.7	16	0.4	0.3	0.1	16
Radio Tainui	0.1	0.1	0.0	28	0.8	1.0	-0.2	28	*	*	*	28	*	*	*	28	*	*	*	28	*	*	*	28	0.1	*	*	28	*	*	*	28
Tarana	1.4	1.3	0.1	21	2.2	2.0	0.2	21	0.4	0.8	-0.4	21	1.9	1.8	0.1	21	1.7	1.6	0.1	21	1.2	0.7	0.5	21	0.7	0.4	0.3	21	2.4	2.1	0.3	21
Radio Waatea	*	*	*	*	0.2	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.1	*	*	*	*	*	*	*	*	*	*
Rhema	1.2	1.0	0.2	22	0.2	0.6	-0.4	22	0.7	0.5	0.2	22	0.7	0.6	0.1	22	1.6	1.4	0.2	22	2.1	2.0	0.1	22	1.1	0.6	0.5	22	0.8	0.8	0.0	22
Rock	4.8	4.0	0.8	8	1.4	1.9	-0.5	8	6.1	6.3	-0.2	8	7.5	7.7	-0.2	8	7.3	6.2	1.1	8	4.5	2.1	2.4	8	1.1	1.2	-0.1	8	3.1	2.5	0.6	8
Star	0.4	0.8	-0.4	27	0.7	0.8	-0.1	27	0.1	0.3	-0.2	27	0.1	0.3	-0.2	27	0.1	0.3	-0.2	27	0.1	0.3	-0.2	27	0.6	0.9	-0.3	27	*	0.3	*	27
The Hits	3.7	4.2	-0.5	11	3.7	3.1	0.6	11	2.7	4.8	-2.1	11	3.7	5.4	-1.7	11	4.5	5.5	-1.0	11	5.1	4.9	0.2	11	3.5	3.1	0.4	11	5.5	6.7	-1.2	11
The Sound	3.2	3.3	-0.1	13	1.3	0.3	1.0	13	1.7	1.5	0.2	13	2.3	2.5	-0.2	13	4.2	4.0	0.2	13	6.7	6.7	0.0	13	3.5	4.4	-0.9	13	2.3	1.5	0.8	13
ZM	5.2	6.6	-1.4	6	9.7	8.3	1.4	6	8.4	12.4	-4.0	6	7.9	11.6	-3.7	6	6.5	9.0	-2.5	6	2.4	3.1	-0.7	6	0.7	2.2	-1.5	6	4.3	7.0	-2.7	6
Others	3.6	3.8	-0.2		5.4	4.8	0.6		3.4	4.2	-0.8		4.9	4.7	0.2		3.9	4.0	-0.1		1.7	2.0	-0.3		2.9	2.9	0.0		4.9	6.0	-1.1	
MediaWorks Combo	45.7	44.6	1.1		46.4	51.0	-4.6		55.6	51.2	4.4		51.8	48.0	3.8		48.8	47.4	1.4		42.4	45.0	-2.6		40.2	36.6	3.6		45.3	43.4	1.9	
NZME Combo	39.7	40.9	-1.2		31.2	26.2	5.0		33.4	35.9	-2.5		31.6	34.9	-3.3		34.4	36.7	-2.3		43.0	43.5	-0.5		48.0	52.0	-4.0		34.6	36.3	-1.7	
NZME and Partners	44.7	45.6	-0.9		34.4	30.1	4.3		38.2	40.9	-2.7		38.8	41.8	-3.0		40.9	42.7	-1.8		48.6	48.1	0.5		53.0	56.8	-3.8		43.3	43.8	-0.5	
Potential (000)	1487.0	1487.0	0.0		165.8	167.1	-1.3		510.2	508.9	1.3		544.0	544.0	0.0		754.0	754.0	0.0		388.0	388.0	0.0		296.0	296.0	0.0		289.9	285.5	4.4	
Sample	2,461	2,519	-58		333	327	6		624	635	-11		896	916	-20		1,237	1,294	-57		648	716	-68		557	591	-34		516	541	-25	

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 4 2019

Station Share (%) by Daypart, People 10+

Survey Comparisons: 3/2019 - 4/2019

This Survey Period: Sun Jun 16 to Sat Nov 2 2019

Last Survey Period: Sun Mar 31 to Sat Jun 8 &amp; Sun Jun 16 to Sat Aug 24 2019

	This	Last	+/-
Potential (000)	1,487.0	1,487.0	0.0
Sample Size	2,461	2,519	-58

	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	1.6	0.0	18	1.7	2.0	-0.3		1.6	1.3	0.3		2.0	2.0	0.0		1.9	1.4	0.5		1.1	0.7	0.4		2.2	2.0	0.2	
Ake	0.1	*	*	28	0.1	*	*		0.1	*	*		0.2	0.1	0.1		0.4	*	*		*	*	*		0.1	*	*	
BBC	0.5	0.6	-0.1	24	0.3	0.3	0.0		0.2	0.5	-0.3		0.3	0.4	-0.1		1.7	1.1	0.6		1.2	2.7	-1.5		0.8	1.2	-0.4	
Breeze	7.9	5.6	2.3	3	9.2	9.3	-0.1		9.1	8.7	0.4		7.6	7.7	-0.1		7.7	5.5	2.2		16.4	8.2	8.2		9.1	6.8	2.3	
Chinese Radio AM936	2.3	1.5	0.8	15	1.4	1.2	0.2		0.8	1.2	-0.4		1.8	1.5	0.3		2.3	0.8	1.5		0.4	*	*		2.2	1.6	0.6	
Coast	5.9	4.4	1.5	5	11.1	8.3	2.8		10.3	8.8	1.5		5.2	5.4	-0.2		8.1	4.3	3.8		6.7	5.7	1.0		7.2	7.7	-0.5	
Edge	5.2	4.9	0.3	6	4.4	5.2	-0.8		4.6	5.7	-1.1		5.4	5.8	-0.4		3.5	6.5	-3.0		1.1	6.5	-5.4		4.1	4.9	-0.8	
Flava	2.8	2.4	0.4	13	2.8	2.2	0.6		2.4	2.5	-0.1		3.6	2.8	0.8		2.8	4.0	-1.2		2.6	2.9	-0.3		2.4	2.2	0.2	
FM99.4 Chinese Voice	*	0.6	*	*	*	0.4	*		*	0.2	*		*	0.1	*		*	0.4	*		*	*	*		*	*	*	
George FM	3.4	4.3	-0.9	11	3.9	5.3	-1.4		4.4	6.0	-1.6		4.2	5.0	-0.8		4.7	3.1	1.6		2.1	2.3	-0.2		3.9	3.5	0.4	
Humm FM	1.1	1.2	-0.1	22	1.0	1.1	-0.1		0.9	1.3	-0.4		2.1	1.7	0.4		3.2	2.3	0.9		0.7	1.3	-0.6		1.7	1.7	0.0	
Life FM	1.9	2.1	-0.2	17	1.1	1.3	-0.2		1.6	1.2	0.4		2.2	2.5	-0.3		1.0	1.2	-0.2		0.8	1.0	-0.2		1.7	1.8	-0.1	
Magic Music & Talk*	4.0	5.3	-1.3	9	7.3	7.2	0.1		6.2	6.0	0.2		3.8	4.3	-0.5		4.2	5.5	-1.3		3.9	5.8	-1.9		7.0	7.2	-0.2	
Mai FM	9.1	8.6	0.5	2	7.2	5.2	2.0		9.2	5.6	3.6		10.5	8.8	1.7		12.6	11.4	1.2		8.4	4.3	4.1		8.4	8.9	-0.5	
Mix	1.5	1.9	-0.4	19	2.5	2.8	-0.3		3.1	2.7	0.4		2.8	2.5	0.3		1.7	1.3	0.4		1.0	0.4	0.6		2.1	2.7	-0.6	
More FM	4.7	5.6	-0.9	7	4.2	5.6	-1.4		4.7	6.0	-1.3		5.8	5.8	0.0		5.8	4.1	1.7		1.7	1.6	0.1		5.6	4.8	0.8	
More FM Rodney	1.0	0.9	0.1	23	0.2	0.3	-0.1		0.5	1.0	-0.5		0.7	0.9	-0.2		3.5	3.5	0.0		0.3	0.5	-0.2		1.4	1.1	0.3	
Newstalk ZB	17.2	17.5	-0.3	1	9.5	10.1	-0.6		7.1	7.7	-0.6		9.5	10.3	-0.8		12.0	13.9	-1.9		28.7	28.9	-0.2		12.3	12.3	0.0	
Niu FM	0.3	0.3	0.0	25	0.4	0.4	0.0		0.6	0.7	-0.1		0.7	0.7	0.0		1.8	1.7	0.1		0.1	2.5	-2.4		0.5	0.7	-0.2	
Radio 531pi	0.3	0.2	0.1	25	0.7	0.3	0.4		0.4	0.2	0.2		0.4	0.1	0.3		2.1	1.1	1.0		0.5	0.5	0.0		0.3	0.3	0.0	
Radio Hauraki	4.0	3.9	0.1	9	4.3	3.5	0.8		3.1	3.2	-0.1		4.1	4.3	-0.2		1.1	1.2	-0.1		1.6	1.0	0.6		2.7	2.7	0.0	
Radio Sport	1.5	1.4	0.1	19	1.8	0.9	0.9		1.6	1.4	0.2		1.8	1.6	0.2		1.3	1.4	-0.1		2.6	4.5	-1.9		2.7	3.4	-0.7	
Radio Tainui	0.1	*	*	28	*	*	*		0.1	0.1	0.0		0.1	0.1	0.0		0.2	0.3	-0.1		0.2	0.2	0.0		*	0.1	*	
Tarana	2.0	1.8	0.2	16	1.0	0.5	0.5		0.9	0.7	0.2		1.3	1.6	-0.3		1.0	0.9	0.1		1.7	1.5	0.2		1.6	1.6	0.0	
Radio Waatea	*	0.1	*	*	*	*	*		*	*	*		*	*	*		*	*	*		*	*	*		*	*	*	
Rhema	1.2	1.0	0.2	21	0.6	0.5	0.1		0.6	0.5	0.1		1.4	1.3	0.1		1.9	1.4	0.5		2.7	2.2	0.5		1.5	1.4	0.1	
Rock	4.1	3.9	0.2	8	5.8	4.2	1.6		7.4	5.2	2.2		5.5	4.2	1.3		2.2	2.2	0.0		1.8	1.8	0.0		3.4	4.0	-0.6	
Star	0.3	1.0	-0.7	25	0.6	1.1	-0.5		0.5	1.1	-0.6		0.2	0.3	-0.1		0.3	0.5	-0.2		0.4	1.1	-0.7		0.7	0.6	0.1	
The Hits	3.0	3.4	-0.4	12	4.5	5.9	-1.4		4.7	5.2	-0.5		4.2	4.6	-0.4		2.1	4.2	-2.1		0.8	2.2	-1.4		3.5	3.1	0.4	
The Sound	2.5	2.3	0.2	14	5.0	5.5	-0.5		4.5	4.8	-0.3		2.6	3.0	-0.4		0.9	1.3	-0.4		2.8	1.3	1.5		2.9	3.0	-0.1	
ZM	6.3	7.6	-1.3	4	4.7	6.5	-1.8		5.6	7.2	-1.6		5.7	6.1	-0.4		4.6	8.9	-4.3		5.5	5.0	0.5		3.7	5.1	-1.4	
Others	3.9	4.3	-0.4		2.8	3.0	-0.2		3.3	3.2	0.1		4.0	4.6	-0.6		3.5	4.5	-1.0		2.3	3.3	-1.0		4.2	3.5	0.7	
MediaWorks Combo	41.9	41.3	0.6		47.1	47.7	-0.6		50.5	48.9	1.6		46.3	45.6	0.7		44.9	43.3	1.6		38.5	32.3	6.2		45.6	44.3	1.3	
NZME Combo	42.9	43.0	-0.1		41.5	40.6	0.9		38.1	39.1	-1.0		37.3	37.9	-0.6		35.5	40.3	-4.8		50.6	53.4	-2.8		37.5	40.4	-2.9	
NZME and Partners	48.0	47.9	0.1		45.7	45.2	0.5		41.4	43.2	-1.8		43.3	43.2	0.1		42.9	45.2	-2.3		52.9	55.4	-2.5		43.7	45.7	-2.0	

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 &amp; 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 4 2019

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

Survey Comparisons: 3/2019 - 4/2019

This Survey Period: Sun Jun 16 to Sat Nov 2 2019

Last Survey Period: Sun Mar 31 to Sat Jun 8 & Sun Jun 16 to Sat Aug 24 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	37.6	46.7	-9.1	19	6.7	6.8	-0.1		12.6	12.2	0.4		15.6	19.0	-3.4		22.6	31.5	-8.9		10.4	16.6	-6.2		4.2	4.6	-0.4		8.8	12.3	-3.5	
Ake	3.4	2.3	1.1	30	0.9	*	*		0.7	0.3	0.4		0.3	*	*		1.0	*	*		1.9	2.0	-0.1		1.2	2.0	-0.8		*	*	*	
BBC	31.7	27.4	4.3	23	3.2	2.2	1.0		4.4	3.7	0.7		4.8	4.4	0.4		8.5	6.7	1.8		12.6	7.1	5.5		15.1	13.6	1.5		5.8	2.2	3.6	
Breeze	176.2	174.3	1.9	3	12.0	12.8	-0.8		44.5	42.6	1.9		61.9	52.6	9.3		89.8	85.0	4.8		59.0	70.7	-11.7		53.9	52.0	1.9		45.3	40.0	5.3	
Chinese Radio AM936	32.3	28.8	3.5	22	3.4	2.8	0.6		6.5	7.5	-1.0		17.1	15.3	1.8		21.1	16.9	4.2		10.4	8.8	1.6		7.8	9.1	-1.3		6.2	5.6	0.6	
Coast	120.4	133.5	-13.1	7	8.8	7.7	1.1		17.6	21.5	-3.9		20.7	21.1	-0.4		44.7	46.7	-2.0		54.8	57.6	-2.8		52.4	57.3	-4.9		14.5	19.2	-4.7	
Edge	137.6	152.9	-15.3	5	24.5	26.6	-2.1		66.1	71.7	-5.6		68.0	60.7	7.3		83.4	85.9	-2.5		23.6	37.6	-14.0		9.3	14.0	-4.7		30.4	34.5	-4.1	
Flava	98.1	106.4	-8.3	9	19.2	16.6	2.6		59.0	65.1	-6.1		41.5	54.9	-13.4		48.6	58.5	-9.9		8.3	6.8	1.5		1.3	3.3	-2.0		24.9	23.7	1.2	
FM99.4 Chinese Voice	4.7	8.8	-4.1	29	2.0	1.3	0.7		0.8	1.5	-0.7		2.5	5.0	-2.5		2.5	5.6	-3.1		*	2.0	*		0.1	1.9	-1.8		*	2.7	*	
George FM	92.0	92.7	-0.7	10	8.5	7.3	1.2		49.5	43.3	6.2		54.5	51.2	3.3		68.3	65.6	2.7		15.6	20.9	-5.3		2.4	7.0	-4.6		18.2	20.9	-2.7	
Humm FM	41.6	35.2	6.4	17	3.1	5.2	-2.1		16.8	15.9	0.9		25.7	20.8	4.9		32.8	24.0	8.8		8.9	4.0	4.9		3.8	3.5	0.3		10.6	10.2	0.4	
Life FM	41.6	41.6	0.0	17	12.6	10.4	2.2		15.7	19.0	-3.3		20.4	17.4	3.0		25.7	20.3	5.4		7.4	5.8	1.6		3.1	3.6	-0.5		12.9	8.8	4.1	
Magic Music & Talk*	84.9	87.3	-2.4	12	4.7	2.5	2.2		4.5	5.1	-0.6		8.9	9.8	-0.9		16.8	21.7	-4.9		36.9	36.3	0.6		47.3	44.3	3.0		11.4	9.3	2.1	
Mai FM	211.9	226.1	-14.2	1	31.4	30.0	1.4		134.3	132.3	2.0		108.8	111.4	-2.6		120.8	127.5	-6.7		18.6	27.1	-8.5		7.5	14.0	-6.5		55.9	53.2	2.7	
Mix	56.4	62.2	-5.8	15	2.2	5.1	-2.9		9.4	9.2	0.2		23.7	25.1	-1.4		44.2	41.4	2.8		26.3	27.1	-0.8		7.1	13.7	-6.6		17.0	19.0	-2.0	
More FM	132.2	130.1	2.1	6	16.7	16.1	0.6		34.7	33.3	1.4		49.9	49.7	0.2		83.6	77.0	6.6		48.6	44.8	3.8		17.0	21.0	-4.0		37.6	39.0	-1.4	
More FM Rodney	36.6	31.8	4.8	20	7.5	7.1	0.4		13.5	16.4	-2.9		15.5	15.8	-0.3		21.8	17.5	4.3		10.3	2.7	7.6		5.3	2.8	2.5		4.4	4.2	0.2	
Newstalk ZB	202.3	215.5	-13.2	2	8.6	7.9	0.7		22.9	30.1	-7.2		41.1	47.0	-5.9		79.5	87.2	-7.7		80.7	79.4	1.3		75.7	81.9	-6.2		35.6	41.7	-6.1	
Niu FM	22.8	30.2	-7.4	25	4.4	5.0	-0.6		6.2	7.3	-1.1		8.3	14.5	-6.2		12.8	16.9	-4.1		8.1	7.9	0.2		3.7	5.6	-1.9		3.6	5.5	-1.9	
Radio 531pi	13.2	9.2	4.0	27	3.1	1.6	1.5		1.1	0.6	0.5		1.8	2.8	-1.0		8.5	5.3	3.2		6.9	3.0	3.9		0.9	1.9	-1.0		2.7	2.7	0.0	
Radio Hauraki	73.2	76.8	-3.6	13	5.6	3.8	1.8		28.4	31.2	-2.8		37.8	42.5	-4.7		51.5	55.1	-3.6		18.8	20.5	-1.7		7.9	10.3	-2.4		16.4	14.0	2.4	
Radio Sport	49.3	64.5	-15.2	16	5.2	3.9	1.3		10.3	23.0	-12.7		16.5	12.8	3.7		24.7	20.1	4.6		15.4	14.2	1.2		15.2	16.3	-1.1		4.3	3.6	0.7	
Radio Tainui	6.1	7.7	-1.6	28	3.8	3.9	-0.1		1.1	2.0	-0.9		1.1	0.7	0.4		1.4	2.1	-0.7		0.3	1.6	-1.3		0.6	0.2	0.4		0.3	1.5	-1.2	
Tarana	33.0	33.0	0.0	21	3.6	4.9	-1.3		8.5	8.9	-0.4		16.1	16.8	-0.7		20.5	19.4	1.1		8.9	4.6	4.3		5.1	5.0	0.1		8.3	8.2	0.1	
Radio Waatea	1.6	1.6	0.0	31	0.9	0.4	0.5		0.7	0.3	0.4		0.3	*	*		0.3	0.6	-0.3		*	0.6	*		*	0.3	*		*	*	*	
Rhema	31.2	27.8	3.4	24	3.8	3.9	-0.1		6.2	6.5	-0.3		9.9	8.8	1.1		14.0	12.4	1.6		7.7	7.7	0.0		8.5	6.7	1.8		6.0	6.8	-0.8	
Rock	87.7	96.7	-9.0	11	5.7	6.8	-1.1		28.0	36.3	-8.3		49.2	59.5	-10.3		69.9	73.9	-4.0		25.9	22.0	3.9		5.6	10.5	-4.9		22.3	26.5	-4.2	
Star	15.5	18.5	-3.0	26	3.8	2.8	1.0		2.8	4.1	-1.3		3.1	5.9	-2.8		3.3	6.9	-3.6		1.0	2.3	-1.3		2.5	3.1	-0.6		1.2	3.3	-2.1	
The Hits	112.2	110.1	2.1	8	14.3	14.7	-0.4		29.9	35.7	-5.8		46.4	51.8	-5.4		70.0	67.9	2.1		37.5	29.7	7.8		18.5	16.9	1.6		30.7	33.3	-2.6	
The Sound	71.8	73.9	-2.1	14	6.2	3.4	2.8		13.5	14.1	-0.6		23.6	21.9	1.7		46.7	45.3	1.4		36.8	38.5	-1.7		17.0	21.5	-4.5		17.1	12.2	4.9	
ZM	148.7	146.3	2.4	4	21.3	19.1	2.2		71.4	74.0	-2.6		75.5	82.0	-6.5		95.2	97.0	-1.8		24.7	20.7	4.0		5.5	7.0	-1.5		29.3	32.5	-3.2	
Others	90.6	81.5	9.1		15.1	12.2	2.9		33.3	26.4	6.9		38.3	30.6	7.7		49.4	40.2	9.2		20.2	16.1	4.1		13.6	14.1	-0.5		21.0	20.4	0.6	
MediaWorks Combo	730.2	748.6	-18.4		77.1	79.0	-1.9		267.3	272.1	-4.8		297.3	294.3	3.0		408.0	406.9	1.1		198.4	207.6	-9.2		132.7	137.2	-4.5		164.8	156.3	8.5	
NZME Combo	664.0	681.5	-17.5		59.9	54.9	5.0		200.2	224.6	-24.4		234.3	252.1	-17.8		345.2	348.4	-3.2		197.0	188.0	9.0		145.4	158.1	-12.7		135.4	137.6	-2.2	
NZME and Partners	728.6	751.5	-22.9		64.9	61.9	3.0		220.4	244.1	-23.7		268.9	285.1	-16.2		389.7	393.8	-4.1		216.6	211.2	5.4		157.8	173.0	-15.2		153.5	156.3	-2.8	
All Commercial Radio	1,105.8	1,127.9	-22.1		108.8	104.3	4.5		357.2	375.8	-18.6		420.0	428.5	-8.5		594.2	596.1	-1.9		313.4	314.1	-0.7		226.6	231.9	-5.3		242.2	238.2	4.0	
Potential (000)	1,487.0	1,487.0	0.0		165.8	167.1	-1.3		510.2	508.9	1.3		544.0	544.0	0.0		754.0	754.0	0.0		388.0	388.0	0.0		296.0	296.0	0.0		289.9	285.5	4.4	
Sample	2,461	2,519	-58		333	327	6		624	635	-11		896	916	-20		1,237	1,294	-57		648	716	-68		557	591	-34		516	541	-25	

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 4 2019

Cumulative Audience (000's) by Daypart, People 10+  
Survey Comparisons: 3/2019 - 4/2019

This Survey Period: Sun Jun 16 to Sat Nov 2 2019

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

	This	Last	+/-
Potential (000)	1,487.0	1,487.0	0.0
Sample Size	2,461	2,519	-58

	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	18.3	20.8	-2.5	21	10.0	16.3	-6.3		16.8	14.2	2.6		16.6	17.9	-1.3		8.4	8.5	-0.1		4.0	3.5	0.5		24.2	30.6	-6.4	
Ake	0.7	*	*	29	0.7	*	*		0.9	0.5	0.4		2.9	2.3	0.6		0.7	*	*		0.2	*	*		1.2	0.5	0.7	
BBC	15.1	14.1	1.0	22	9.3	6.9	2.4		6.0	6.2	-0.2		9.6	6.3	3.3		9.1	9.7	-0.6		4.2	8.6	-4.4		18.2	19.5	-1.3	
Breeze	94.0	87.9	6.1	3	73.7	78.7	-5.0		80.8	83.6	-2.8		80.2	88.4	-8.2		40.6	33.9	6.7		21.4	17.5	3.9		97.9	89.8	8.1	
Chinese Radio AM936	21.2	16.1	5.1	17	12.1	11.0	1.1		11.6	10.8	0.8		13.6	12.6	1.0		7.9	3.8	4.1		1.8	*	*		22.2	18.4	3.8	
Coast	55.1	54.7	0.4	7	58.4	66.4	-8.0		74.0	76.6	-2.6		55.5	52.2	3.3		32.6	24.8	7.8		16.1	15.5	0.6		68.1	74.9	-6.8	
Edge	76.3	81.3	-5.0	5	50.7	59.4	-8.7		58.5	62.4	-3.9		79.6	87.2	-7.6		29.4	36.7	-7.3		5.6	11.2	-5.6		73.1	83.7	-10.6	
Flava	53.1	54.9	-1.8	8	39.3	39.1	0.2		45.1	45.8	-0.7		41.6	40.3	1.3		22.3	19.2	3.1		6.6	8.5	-1.9		55.3	49.5	5.8	
FM99.4 Chinese Voice	0.7	3.7	-3.0	29	0.9	4.8	-3.9		0.7	2.3	-1.6		0.6	2.6	-2.0		0.3	1.5	-1.2		*	*	*		2.2	2.3	-0.1	
George FM	41.2	44.6	-3.4	10	31.2	36.0	-4.8		35.6	46.3	-10.7		48.1	48.5	-0.4		32.8	23.7	9.1		8.8	9.6	-0.8		51.5	51.6	-0.1	
Humm FM	22.3	20.0	2.3	16	11.1	10.0	1.1		13.7	16.8	-3.1		17.0	16.7	0.3		13.2	11.7	1.5		5.6	4.9	0.7		27.1	23.0	4.1	
Life FM	25.3	30.9	-5.6	15	12.7	19.3	-6.6		18.7	16.2	2.5		22.5	27.4	-4.9		9.5	13.6	-4.1		4.4	6.0	-1.6		27.1	24.0	3.1	
Magic Music & Talk*	38.9	48.6	-9.7	13	43.0	46.3	-3.3		48.2	48.7	-0.5		40.0	41.1	-1.1		20.1	27.1	-7.0		10.3	11.4	-1.1		60.0	52.6	7.4	
Mai FM	135.0	145.4	-10.4	2	75.7	81.5	-5.8		92.9	89.3	3.6		111.4	104.5	6.9		52.5	62.1	-9.6		27.3	26.7	0.6		125.0	145.0	-20.0	
Mix	19.6	27.7	-8.1	18	23.1	26.0	-2.9		28.7	28.5	0.2		27.3	29.5	-2.2		13.0	8.0	5.0		5.2	3.6	1.6		29.2	42.6	-13.4	
More FM	62.1	67.3	-5.2	6	42.5	44.8	-2.3		59.8	58.8	0.0		70.0	65.9	4.1		32.8	29.6	3.2		10.1	10.5	-0.4		77.0	79.1	-2.1	
More FM Rodney	11.9	11.4	0.5	23	3.3	4.1	-0.8		6.0	10.2	-4.2		11.5	14.3	-2.8		12.2	13.0	-0.8		3.1	2.5	0.6		25.5	18.4	7.1	
Newstalk ZB	142.3	159.4	-17.1	1	77.1	83.7	-6.6		81.3	83.7	-2.4		96.5	112.4	-15.9		59.6	67.0	-7.4		59.8	66.1	-6.3		114.7	131.8	-17.1	
Niu FM	10.3	9.2	1.1	24	8.4	5.5	2.9		10.4	10.7	-0.3		12.4	14.0	-1.6		9.4	11.1	-1.7		1.5	2.9	-1.4		10.7	15.6	-4.9	
Radio 531pi	6.5	4.2	2.3	26	7.9	3.8	4.1		8.3	5.3	3.0		4.4	2.0	2.4		4.6	2.9	1.7		1.4	1.6	-0.2		4.1	4.1	0.0	
Radio Hauraki	40.2	43.4	-3.2	12	24.8	33.1	-8.3		32.8	38.1	-5.3		38.3	41.5	-3.2		14.6	13.3	1.3		9.0	7.1	1.9		40.9	42.2	-1.3	
Radio Sport	19.4	23.8	-4.4	19	17.0	16.0	1.0		17.9	17.2	0.7		22.8	31.0	-8.2		10.0	9.6	0.4		7.7	13.4	-5.7		35.9	39.3	-3.4	
Radio Tainui	2.4	1.1	1.3	28	*	1.2	*		2.2	2.8	-0.6		2.5	2.4	0.1		0.9	1.2	-0.3		1.0	1.7	-0.7		2.3	3.5	-1.2	
Tarana	18.4	18.3	0.1	20	8.5	5.7	2.8		10.3	11.7	-1.4		14.9	14.8	0.1		9.8	7.2	2.6		6.7	6.0	0.7		24.2	25.2	-1.0	
Radio Waatea	*	0.6	*	*	*	0.2	*		0.6	0.3	0.3		0.7	*	*		0.3	0.3	0.0		*	*	*		1.0	0.5	0.5	
Rhema	10.0	12.3	-2.3	25	8.6	6.9	1.7		10.6	8.6	2.0		9.3	10.1	-0.8		6.2	5.5	0.7		5.8	6.9	-1.1		17.3	16.2	1.1	
Rock	41.1	52.4	-11.3	11	32.1	35.5	-3.4		48.3	49.5	-1.2		48.5	53.4	-4.9		17.2	16.7	0.5		8.6	9.8	-1.2		41.8	51.4	-9.6	
Star	5.7	11.9	-6.2	27	5.2	8.4	-3.2		6.3	7.8	-1.5		4.7	8.2	-3.5		3.6	2.5	1.1		2.0	4.4	-2.4		9.8	12.4	-2.6	
The Hits	49.7	48.2	1.5	9	40.2	43.8	-3.6		50.3	48.3	2.0		53.4	54.7	-1.3		20.9	22.0	-1.1		4.9	7.6	-2.7		61.4	57.8	3.6	
The Sound	38.7	35.7	3.0	14	32.4	36.1	-3.7		40.0	45.1	-5.1		28.4	36.8	-8.4		10.3	10.9	-0.6		6.6	5.5	1.1		40.7	44.6	-3.9	
ZM	84.6	85.0	-0.4	4	37.8	55.8	-18.0		57.0	70.6	-13.6		79.2	77.9	1.3		35.1	40.3	-5.2		11.1	16.5	-5.4		82.0	85.8	-3.8	
Others	41.3	39.2	2.1		29.4	27.9	1.5		28.4	31.7	-3.3		31.8	35.7	-3.9		18.3	21.4	-3.1		12.0	15.9	-3.9		62.3	58.7	3.6	
MediaWorks Combo	453.7	476.5	-22.8		335.9	361.5	-25.6		390.6	396.6	-6.0		437.0	451.1	-14.1		221.1	227.1	-6.0		86.8	92.8	-6.0		484.1	510.2	-26.1	
NZME Combo	418.8	434.3	-15.5		286.7	312.1	-25.4		346.5	349.3	-2.8		371.2	370.8	0.4		198.8	199.0	-0.2		111.2	132.9	-21.7		424.8	442.5	-17.7	
NZME and Partners	468.4	480.7	-12.3		316.2	346.5	-30.3		378.8	382.5	-3.7		411.0	411.6	-0.6		222.7	221.0	1.7		120.1	140.2	-20.1		482.3	498.8	-16.5	
All Commercial Radio	838.3	867.3	-29.0		573.9	631.5	-57.6		667.7	676.1	-8.4		749.4	757.8	-8.4		426.1	421.9	4.2		206.7	241.5	-34.8		860.1	884.1	-24.0	

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 4 2019

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

Survey Comparisons: 3/2019 - 4/2019

This Survey Period: Sun Jun 16 to Sat Nov 2 2019

Last Survey Period: Sun Mar 31 to Sat Jun 8 & Sun Jun 16 to Sat Aug 24 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	7:56	6:15	1:41	1:51	1:32	0:18	8:54	9:02	-0:07	11:38	9:28	2:10	10:33	7:26	3:07	8:04	5:48	2:16	7:29	9:16	-1:46	14:01	7:49	6:12
Ake	5:54	1:37	4:16	0:40	*	*	0:15	0:15	0:00	0:15	*	*	18:04	*	*	10:33	1:51	8:41	1:30	1:51	-0:21	*	*	*
BBC	3:00	4:47	-1:46	2:20	3:23	-1:03	2:12	3:17	-1:05	1:41	3:33	-1:52	2:29	3:39	-1:10	2:34	2:42	-0:07	3:18	5:30	-2:11	2:49	5:09	-2:19
Breeze	8:18	7:15	1:03	6:12	6:23	-0:10	7:20	5:53	1:27	8:23	7:22	1:00	8:37	6:52	1:45	7:57	7:00	0:57	8:33	8:00	0:33	8:04	8:09	-0:05
Chinese Radio AM936	8:55	7:46	1:08	3:12	2:20	0:52	3:03	4:38	-1:34	5:18	5:03	0:15	6:33	5:31	1:01	15:21	9:52	5:28	17:47	13:39	4:08	9:55	6:59	2:55
Coast	10:47	8:33	2:13	7:49	6:55	0:53	18:21	7:42	10:39	16:49	9:38	7:11	14:09	9:27	4:42	10:52	9:37	1:14	8:56	8:56	0:00	11:17	9:43	1:33
Edge	5:22	6:04	-0:41	3:24	7:06	-3:42	6:19	6:46	-0:26	6:53	6:27	0:25	6:29	5:58	0:30	5:07	4:53	0:13	5:28	5:18	0:09	5:44	4:23	1:20
Flava	4:38	4:07	0:31	3:28	2:16	1:12	4:51	3:58	0:52	5:38	4:00	1:37	5:28	4:05	1:23	4:03	8:05	-4:02	1:21	11:03	-9:42	5:05	6:34	-1:29
FM99.4 Chinese Voice	0:42	4:51	-4:08	0:27	0:34	-0:06	0:15	1:45	-1:30	0:53	3:52	-2:59	0:53	3:46	-2:53	*	11:19	*	1:15	11:11	-9:56	*	4:02	*
George FM	7:00	8:24	-1:24	6:03	3:21	2:41	6:34	8:36	-2:01	7:29	8:08	-0:38	7:29	9:05	-1:36	8:04	11:42	-3:38	10:21	9:34	0:47	6:30	8:27	-1:56
Humm FM	5:49	7:07	-1:18	4:08	5:46	-1:37	6:08	6:47	-0:39	6:30	8:02	-1:32	6:08	7:59	-1:50	4:49	7:41	-2:51	4:18	4:40	-0:22	10:17	10:40	-0:22
Life FM	6:24	6:56	-0:31	7:20	7:42	-0:21	3:53	5:12	-1:19	4:37	6:33	-1:56	5:50	7:50	-2:00	8:48	8:59	-0:10	7:49	7:41	0:08	6:02	9:50	-3:48
Magic Music & Talk*	10:43	11:49	-1:06	1:03	1:55	-0:51	8:24	8:31	-0:07	6:20	6:04	0:16	5:36	9:26	-3:50	9:21	11:14	-1:52	12:24	10:50	1:34	5:59	6:12	-0:12
Mai FM	7:06	5:49	1:17	4:57	5:17	-0:19	7:38	5:42	1:55	7:13	6:39	0:34	7:02	6:38	0:24	6:46	5:44	1:02	9:18	5:00	4:18	7:02	6:36	0:26
Mix	6:33	6:23	0:10	5:30	2:17	3:12	8:28	9:24	-0:56	5:21	5:18	0:03	6:39	6:40	-0:01	8:02	8:01	0:00	7:01	6:49	0:12	5:27	6:08	-0:40
More FM	6:09	6:58	-0:49	7:22	6:40	0:41	3:48	5:53	-2:05	5:02	7:01	-1:58	5:50	7:01	-1:11	7:27	7:21	0:06	8:13	8:17	-0:03	5:27	6:23	-0:56
More FM Rodney	4:29	5:44	-1:15	2:57	3:51	-0:53	6:39	6:04	0:35	6:35	5:46	0:48	5:22	5:35	-0:13	1:41	8:27	-6:45	1:23	10:19	-8:56	7:25	4:28	2:56
Newstalk ZB	9:57	10:09	-0:11	3:26	4:17	-0:50	3:00	4:01	-1:01	4:19	4:36	-0:17	5:22	5:55	-0:33	8:06	8:49	-0:43	11:21	13:20	-1:58	10:07	5:12	4:55
Niu FM	4:04	4:03	0:01	4:10	6:20	-2:10	2:13	1:08	1:04	2:01	3:07	-1:05	3:32	3:29	0:03	5:27	3:50	1:36	4:13	2:57	1:16	3:50	4:01	-0:10
Radio 531pi	6:46	5:46	0:59	1:41	3:47	-2:06	0:37	1:14	-0:36	3:29	5:30	-2:01	8:13	4:09	4:03	9:21	2:30	6:50	14:17	12:55	1:22	9:25	5:24	4:01
Radio Hauraki	7:29	7:06	0:23	1:36	3:29	-1:53	10:47	7:50	2:57	6:41	6:14	0:27	6:55	7:16	-0:21	7:18	8:45	-1:26	6:59	5:09	1:49	4:15	4:37	-0:21
Radio Sport	6:23	5:01	1:22	3:10	5:49	-2:38	2:38	2:23	0:15	5:04	7:29	-2:24	4:59	6:20	-1:20	7:26	4:44	2:42	10:35	6:49	3:45	3:20	3:17	0:03
Radio Tainui	2:18	2:05	0:13	2:21	3:05	-0:44	0:54	1:01	-0:07	0:50	0:50	0:00	0:56	1:07	-0:11	1:15	1:08	0:06	5:15	0:15	5:00	0:45	1:07	-0:22
Tarana	6:57	6:36	0:21	7:12	5:03	2:08	2:19	4:31	-2:11	7:18	6:53	0:24	7:25	7:22	0:03	6:30	7:54	-1:24	5:01	3:44	1:16	9:39	8:35	1:04
Radio Waatea	1:18	2:28	-1:09	1:59	0:37	1:22	0:22	0:30	-0:07	0:15	*	*	0:15	5:15	-5:00	*	5:15	*	*	2:00	*	*	*	*
Rhema	6:27	6:26	0:00	0:40	1:42	-1:01	5:13	3:59	1:14	4:26	4:34	-0:07	10:07	10:24	-0:16	13:50	12:53	0:56	4:48	4:02	0:46	4:18	3:47	0:31
Rock	8:58	7:09	1:48	2:47	3:23	-0:36	10:46	8:50	1:56	9:22	8:20	1:01	9:22	7:41	1:41	8:39	4:43	3:56	7:15	4:47	2:27	4:41	3:12	1:29
Star	4:47	7:32	-2:45	2:02	3:33	-1:31	1:41	3:09	-1:28	1:42	3:35	-1:52	1:36	3:19	-1:43	4:57	6:46	-1:48	8:18	11:50	-3:31	0:45	2:55	-2:09
The Hits	5:24	6:35	-1:10	3:01	2:31	0:30	4:26	6:52	-2:25	4:54	6:47	-1:53	5:46	7:21	-1:34	6:52	8:21	-1:29	7:09	7:51	-0:41	6:08	6:47	-0:38
The Sound	7:24	7:46	-0:22	2:23	1:07	1:16	6:09	5:17	0:52	5:56	7:24	-1:27	8:03	8:03	-0:00	9:08	8:45	0:23	7:43	8:44	-1:00	4:37	4:08	0:29
ZM	5:44	7:48	-2:04	5:21	5:15	0:05	5:47	8:30	-2:43	6:29	9:08	-2:38	6:08	8:27	-2:18	4:49	7:41	-2:52	4:51	13:09	-8:17	5:00	7:14	-2:13
Others	6:35	7:55	-1:20	4:09	4:45	-0:35	5:05	8:01	-2:55	7:51	9:59	-2:07	7:05	9:10	-2:04	4:20	6:13	-1:52	8:08	8:46	-0:38	7:51	9:51	-2:00
MediaWorks Combo	10:21	10:15	0:06	7:05	7:50	-0:45	10:15	9:33	0:42	10:44	10:31	0:13	10:48	10:36	0:11	10:44	10:59	-0:14	11:24	11:17	0:06	9:21	9:23	-0:01
NZME Combo	9:53	10:19	-0:26	6:08	5:47	0:20	8:13	8:06	0:07	8:19	8:56	-0:36	9:00	9:36	-0:35	10:57	11:43	-0:45	12:24	13:54	-1:29	8:42	8:54	-0:12
NZME and Partners	10:09	10:26	-0:17	6:14	5:54	0:19	8:32	8:30	0:02	8:54	9:27	-0:33	9:28	9:52	-0:23	11:16	11:32	-0:16	12:37	13:53	-1:15	9:36	9:28	0:07
All Commercial Radio	14:57	15:14	-0:17	10:49	11:38	-0:49	13:47	13:30	0:17	14:42	15:03	-0:21	15:12	15:17	-0:04	16:01	16:08	-0:06	16:36	18:14	-1:38	14:03	14:11	-0:07
Potential (000)	1,487.0	1,487.0	0.0	165.8	167.1	-1.3	510.2	508.9	1.3	544.0	544.0	0.0	754.0	754.0	0.0	388.0	388.0	0.0	296.0	296.0	0.0	289.9	285.5	4.4
Sample	2,461	2,519	-58	333	327	6	624	635	-11	896	916	-20	1,237	1,294	-57	648	716	-68	557	591	-34	516	541	-25

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 4 2019

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

Survey Comparisons: 3/2019 - 4/2019

This Survey Period: Sun Jun 16 to Sat Nov 2 2019

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

	This	Last	+/-
Potential (000)	1,487.0	1,487.0	0.0
Sample Size	2,461	2,519	-58

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

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