

AUCKLAND COMMERCIAL RADIO - SURVEY 3 2016

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

Survey Comparisons: 2/2016 - 3/2016

This Survey Period: Sun Apr 24 to Sat Jul 2 & Sun Jul 17 to Sat Oct 22 2016

Last Survey Period: Sun Mar 6 to Sat Jul 2

	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	+/-
Ake	0.1	0.1	0.0	28	0.3	0.1	0.2	*	*	*	0.2	0.2	0.0	0.2	0.1	0.1	*	0.1	*	*	0.2	0.2	*	0.2	0.2	0.0	0.2	0.2	0.0		
BBC	0.6	0.8	-0.2	23	0.3	0.4	-0.1	0.3	0.6	-0.3	0.5	0.7	-0.2	0.4	0.7	-0.3	0.6	0.9	-0.3	0.9	1.0	-0.1	0.5	0.9	-0.4	0.5	0.9	-0.4			
Breeze	8.1	7.7	0.4	3	6.3	3.5	2.8	4.3	4.3	0.0	6.4	6.7	-0.3	8.6	8.3	0.3	12.1	11.9	0.2	12.0	11.0	1.0	9.6	8.1	1.5	9.6	8.1	1.5			
Chinese Radio AM936	0.4	0.6	-0.2	25	0.1	1.0	-0.9	0.3	0.7	-0.4	0.5	0.7	-0.2	0.4	0.8	-0.4	0.7	0.5	0.2	0.8	0.3	0.5	0.4	0.9	-0.5	0.4	0.9	-0.5			
Coast	7.4	7.4	0.0	4	1.2	1.1	0.1	1.5	1.2	0.3	2.9	2.0	0.9	5.4	4.1	1.3	12.1	10.9	1.2	16.6	15.6	1.0	5.3	5.1	0.2	5.3	5.1	0.2			
Edge	7.1	6.7	0.4	5	16.2	17.0	-0.8	10.2	10.4	-0.2	6.9	6.4	0.5	6.8	6.8	0.0	4.8	5.0	-0.2	2.1	1.2	0.9	9.3	8.7	0.6	9.3	8.7	0.6			
Flava	4.7	4.4	0.3	8	11.6	10.0	1.6	10.1	9.6	0.5	5.3	6.0	-0.7	3.8	4.3	-0.5	1.1	0.9	0.2	0.9	0.7	0.2	3.6	4.3	-0.7	3.6	4.3	-0.7			
FM99.4 Chinese Voice	0.4	0.5	-0.1	25	0.2	0.3	-0.1	0.1	0.2	-0.1	0.5	0.3	0.2	0.6	0.2	0.4	0.6	0.1	0.5	0.2	1.5	-1.3	0.8	1.5	-0.7	0.8	1.5	-0.7			
George FM	3.4	3.5	-0.1	12	1.9	1.6	0.3	5.2	6.3	-1.1	6.0	5.9	0.1	4.6	4.7	-0.1	1.3	1.4	-0.1	0.5	0.4	0.1	4.7	3.9	0.8	4.7	3.9	0.8			
Hits	3.5	4.6	-1.1	11	4.8	6.8	-2.0	3.2	4.3	-1.1	4.2	6.5	-2.3	4.2	6.4	-2.2	3.6	4.8	-1.2	2.0	1.9	0.1	5.4	7.3	-1.9	5.4	7.3	-1.9			
Humm FM	1.1	0.5	0.6	21	0.8	0.1	0.7	2.7	1.0	1.7	2.3	1.1	1.2	1.7	0.8	0.9	0.3	0.1	0.2	*	0.1	*	0.3	0.3	0.0	0.3	0.3	0.0			
Life FM	1.2	1.4	-0.2	20	0.5	0.1	0.4	1.7	2.0	-0.3	1.9	2.9	-1.0	1.6	2.3	-0.7	1.2	0.5	0.7	0.9	0.1	0.8	1.8	2.6	-0.8	1.8	2.6	-0.8			
Magic	1.3	1.6	-0.3	19	0.1	*	*	0.1	0.1	0.0	0.2	0.1	0.1	0.6	0.5	0.1	2.5	2.8	-0.3	3.1	3.5	-0.4	0.2	0.3	-0.1	0.2	0.3	-0.1			
Mai FM	9.1	8.3	0.8	2	18.2	20.0	-1.8	17.5	15.5	2.0	11.0	10.6	0.4	8.6	8.4	0.2	2.8	3.1	-0.3	1.1	1.4	-0.3	9.6	9.1	0.5	9.6	9.1	0.5			
Mix	2.3	2.5	-0.2	16	2.0	2.8	-0.8	1.4	1.8	-0.4	2.7	2.5	0.2	2.8	3.0	-0.2	2.7	3.4	-0.7	2.4	2.1	0.3	1.9	2.1	-0.2	1.9	2.1	-0.2			
More FM	5.9	5.4	0.5	6	6.9	6.3	0.6	4.9	5.4	-0.5	7.5	7.6	-0.1	7.9	7.2	0.7	7.6	5.8	1.8	4.0	3.4	0.6	7.0	6.1	0.9	7.0	6.1	0.9			
More FM Rodney	0.7	0.7	0.0	22	1.9	1.8	0.1	0.9	0.7	0.2	0.6	0.5	0.1	0.6	0.4	0.2	0.5	0.7	-0.2	0.5	0.8	-0.3	0.8	1.0	-0.2	0.8	1.0	-0.2			
Newstalk ZB	11.2	14.0	-2.8	1	2.5	4.3	-1.8	3.7	4.0	-0.3	5.5	6.0	-0.5	7.2	7.7	-0.5	13.1	15.6	-2.5	22.4	28.0	-5.6	7.0	8.7	-1.7	7.0	8.7	-1.7			
Radio Hauraki	2.6	2.7	-0.1	14	1.5	1.8	-0.3	4.1	3.8	0.3	3.6	3.4	0.2	3.1	3.5	-0.4	2.6	2.6	0.0	2.1	0.9	1.2	1.2	2.0	-0.8	1.2	2.0	-0.8			
Radio Live	3.1	3.1	0.0	13	1.3	1.8	-0.5	1.2	1.3	-0.1	2.8	2.7	0.1	3.2	3.6	-0.4	4.1	3.6	0.5	4.0	2.8	1.2	3.2	3.7	-0.5	3.2	3.7	-0.5			
Radio Sport	1.9	2.0	-0.1	17	0.8	0.4	0.4	0.7	0.8	-0.1	1.9	2.3	-0.4	2.2	2.0	0.2	2.5	2.2	0.3	2.3	2.8	-0.5	1.4	1.2	0.2	1.4	1.2	0.2			
Radio Tainui	0.2	0.1	0.1	27	0.1	0.1	0.0	0.1	0.1	0.0	0.4	*	*	0.3	0.1	0.2	*	0.2	*	*	0.1	*	*	0.2	*	*	0.2	*	*		
Radio Tarana	2.6	1.8	0.8	14	1.5	0.9	0.6	2.6	2.0	0.6	2.3	1.9	0.4	2.2	1.7	0.5	2.7	2.2	0.5	5.1	3.2	1.9	1.9	2.1	-0.2	1.9	2.1	-0.2			
Radio Waatea	0.1	*	*	28	*	*	*	*	*	*	*	*	*	0.1	*	*	0.2	*	*	0.2	0.1	0.1	0.4	*	*	*	0.4	*	*		
Rhema	1.7	1.2	0.5	18	1.0	0.7	0.3	0.4	0.5	-0.1	0.7	0.7	0.0	1.0	0.9	0.1	2.3	1.2	1.1	1.9	1.4	0.5	2.4	0.9	1.5	2.4	0.9	1.5			
Rock	4.7	3.3	1.4	8	4.0	3.4	0.6	6.0	6.1	-0.1	8.6	6.4	2.2	6.9	5.0	1.9	3.1	1.4	1.7	1.7	0.5	1.2	5.3	4.2	1.1	5.3	4.2	1.1			
Star	0.5	0.4	0.1	24	0.3	0.2	0.1	0.3	0.1	0.2	0.5	0.1	0.4	0.3	0.1	0.2	0.1	0.4	-0.3	0.8	1.1	-0.3	0.8	0.1	0.7	0.8	0.1	0.7	0.8	0.1	
The Sound	3.6	4.6	-1.0	10	0.6	1.2	-0.6	1.8	3.1	-1.3	3.0	3.8	-0.8	4.7	4.8	-0.1	7.4	9.2	-1.8	4.1	7.4	-3.3	4.2	3.9	0.3	4.2	3.9	0.3			
ZM	4.9	4.0	0.9	7	4.2	2.9	1.3	8.6	7.1	1.5	6.3	5.5	0.8	5.4	4.8	0.6	2.8	2.6	0.2	1.2	1.1	0.1	5.7	4.3	1.4	5.7	4.3	1.4			
Other	5.4	6.2	-0.8		9.1	9.3	-0.2	5.7	7.1	-1.4	4.8	6.5	-1.7	4.6	6.6	-2.0	4.6	5.9	-1.3	6.1	5.5	0.6	5.3	6.4	-1.1	5.3	6.4	-1.1			
Mediaworks Combo	47.0	44.8	2.2		57.4	56.7	0.7	52.2	53.1	-0.9	53.1	50.7	2.4	52.4	49.7	2.7	46.3	44.9	1.4	33.1	32.4	0.7	53.9	49.0	4.9	53.9	49.0	4.9			
NZME Combo	39.3	42.3	-3.0		28.8	30.5	-1.7	33.7	33.1	0.6	32.9	34.9	-2.0	34.7	36.6	-1.9	41.1	43.9	-2.8	50.8	54.1	-3.3	32.0	35.8	-3.8	32.0	35.8	-3.8			
NZME and Partners	41.2	43.9	-2.7		29.9	31.9	-2.0	36.8	35.0	1.8	36.1	37.0	-0.9	37.3	38.4	-1.1	42.7	44.6	-1.9	51.9	56.1	-4.2	33.6	38.5	-4.9	33.6	38.5	-4.9			
Potential (000)	1269.0	1269.0	0.0		143.9	148.5	-4.6	410.4	405.8	4.6	428.5	428.5	0.0	624.9	624.9	0.0	348.8	348.8	0.0	254.8	254.8	0.0	224.1	242.8	-18.7	224.1	242.8	-18.7			
Sample	2,432	2,970	-538		260	320	-60	774	835	-61	949	1,002	-53	1,302	1,430	-128	634	814	-180	480	735	-255	486	580	-94	486	580	-94			

AUCKLAND COMMERCIAL RADIO - SURVEY 3 2016

Station Share (%) by Daypart, People 10+

Survey Comparisons: 2/2016 - 3/2016

This Survey Period: Sun Apr 24 to Sat Jul 2 & Sun Jul 17 to Sat Oct 22 2016

Last Survey Period: Sun Mar 6 to Sat Jul 2

	This	Last	+/-
Potential (000)	1,269.0	1,269.0	0.0
Sample Size	2,432	2,970	-538

	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	+/-	This	Last	+/-	This	Last	+/-	
Ake	*	*	*	*	*	*	*	0.1	0.2	-0.1	0.4	0.4	0.0	0.2	0.1	0.1	*	0.2	*	*	*	0.1	*	*	*	0.1	*	*	
BBC	0.5	0.7	-0.2	24	0.2	0.5	-0.3	0.4	0.7	-0.3	0.5	0.5	0.0	1.1	1.7	-0.6	1.7	1.9	-0.2	0.9	1.0	-0.1							
Breeze	6.7	6.0	0.7	4	9.5	8.3	1.2	9.6	9.0	0.6	7.0	7.5	-0.5	7.2	6.7	0.5	9.0	7.9	1.1	8.4	8.2	0.2							
Chinese Radio AM936	0.7	1.0	-0.3	22	0.5	0.4	0.1	0.1	0.3	-0.2	0.5	0.7	-0.2	0.5	0.5	0.0	*	0.1	*	0.4	0.6	-0.2							
Coast	4.3	5.0	-0.7	10	8.8	8.4	0.4	10.9	8.7	2.2	6.0	6.0	0.0	6.0	6.6	-0.6	8.5	7.5	1.0	7.8	8.9	-1.1							
Edge	6.9	6.2	0.7	3	5.8	6.7	-0.9	7.2	7.4	-0.2	8.2	7.6	0.6	6.3	7.2	-0.9	3.7	4.7	-1.0	8.0	6.2	1.8							
Flava	4.8	4.1	0.7	8	5.6	5.5	0.1	5.7	6.0	-0.3	3.8	3.7	0.1	4.3	3.7	0.6	2.9	2.3	0.6	4.3	3.8	0.5							
FM99.4 Chinese Voice	0.4	0.5	-0.1	25	0.3	0.8	-0.5	0.2	0.2	0.0	0.2	0.5	-0.3	1.6	0.5	1.1	0.2	*	*	0.3	0.6	-0.3							
George FM	2.7	2.6	0.1	14	3.1	3.8	-0.7	3.2	4.0	-0.8	4.8	4.6	0.2	3.3	3.7	-0.4	1.7	2.2	-0.5	3.8	3.3	0.5							
Hits	3.2	3.9	-0.7	12	3.3	5.1	-1.8	3.9	6.1	-2.2	3.6	4.6	-1.0	3.0	2.5	0.5	3.3	3.1	0.2	3.6	4.4	-0.8							
Humm FM	1.1	0.6	0.5	20	0.7	0.3	0.4	0.4	0.4	0.0	1.4	0.4	1.0	1.3	0.2	1.1	1.4	0.6	0.8	1.6	0.7	0.9							
Life FM	1.4	1.5	-0.1	18	1.0	1.2	-0.2	0.6	1.1	-0.5	0.8	1.2	-0.4	1.7	1.6	0.1	1.0	0.7	0.3	1.7	1.8	-0.1							
Magic	0.7	0.8	-0.1	22	1.5	1.6	-0.1	1.0	1.8	-0.8	1.0	1.5	-0.5	1.6	2.5	-0.9	0.9	1.1	-0.2	2.0	1.9	0.1							
Mai FM	11.0	9.8	1.2	2	6.7	5.5	1.2	8.2	7.2	1.0	11.1	9.3	1.8	10.9	11.2	-0.3	5.0	5.4	-0.4	8.4	8.8	-0.4							
Mix	1.4	1.6	-0.2	18	3.7	3.3	0.4	3.8	3.5	0.3	1.9	2.1	-0.2	1.4	1.9	-0.5	0.2	0.8	-0.6	2.2	2.6	-0.4							
More FM	5.7	5.1	0.6	6	7.0	6.2	0.8	7.3	6.9	0.4	6.5	6.0	0.5	3.8	3.3	0.5	4.0	2.7	1.3	4.9	4.6	0.3							
More FM Rodney	0.9	0.9	0.0	21	0.4	0.6	-0.2	0.5	0.7	-0.2	0.5	0.6	-0.1	0.6	0.3	0.3	1.6	0.6	1.0	0.8	0.7	0.1							
Newstalk ZB	14.2	17.9	-3.7	1	12.8	14.6	-1.8	6.7	8.2	-1.5	9.8	10.7	-0.9	12.0	15.3	-3.3	20.8	29.2	-8.4	10.3	13.6	-3.3							
Radio Hauraki	2.2	2.2	0.0	15	3.3	3.1	0.2	3.2	3.1	0.1	3.1	3.5	-0.4	1.7	2.4	-0.7	2.4	2.7	-0.3	2.2	2.0	0.2							
Radio Live	6.0	5.6	0.4	5	1.0	1.5	-0.5	1.6	2.1	-0.5	3.3	3.1	0.2	3.6	3.3	0.3	3.0	3.5	-0.5	2.6	2.3	0.3							
Radio Sport	1.5	1.5	0.0	17	2.0	2.0	0.0	1.6	1.9	-0.3	1.3	1.6	-0.3	1.7	1.8	-0.1	2.9	1.9	1.0	2.9	2.8	0.1							
Radio Tainui	*	0.1	*	*	*	0.1	*	0.1	0.1	0.0	0.1	*	*	0.3	0.3	0.0	2.6	0.1	2.5	0.2	*	*							
Radio Tarana	3.1	2.4	0.7	13	1.1	1.2	-0.1	1.0	0.9	0.1	3.2	2.2	1.0	3.8	1.5	2.3	3.7	2.6	1.1	3.3	2.2	1.1							
Radio Waatea	0.1	*	*	27	*	*	*	0.3	*	*	0.1	*	*	*	0.1	*	0.3	0.1	0.2	0.2	0.1	0.1							
Rhema	1.8	1.4	0.4	16	1.5	1.0	0.5	1.2	0.8	0.4	1.4	1.0	0.4	3.1	1.3	1.8	1.4	1.0	0.4	1.8	1.6	0.2							
Rock	4.4	3.7	0.7	9	4.9	2.3	2.6	5.3	3.1	2.2	5.8	4.4	1.4	4.0	3.4	0.6	2.9	0.9	2.0	4.3	3.6	0.7							
Star	0.4	0.5	-0.1	25	0.8	0.4	0.4	0.6	0.3	0.3	0.4	0.4	0.0	0.4	0.2	0.2	0.1	0.2	-0.1	0.5	0.5	0.0							
The Sound	3.4	4.0	-0.6	11	4.1	5.3	-1.2	4.9	6.8	-1.9	3.6	4.8	-1.2	1.9	2.7	-0.8	2.6	2.0	0.6	3.3	4.0	-0.7							
ZM	5.6	4.5	1.1	7	4.8	3.8	1.0	5.4	3.4	2.0	5.5	5.5	0.0	3.8	3.4	0.4	4.2	4.3	-0.1	4.1	3.3	0.8							
Other	5.1	5.9	-0.8		5.4	6.3	-0.9	5.1	5.3	-0.2	4.4	5.5	-1.1	9.1	10.4	-1.3	8.0	9.7	-1.7	5.2	5.8	-0.6							
Mediaworks Combo	48.4	44.7	3.7		44.0	41.8	2.2	48.5	48.9	-0.4	51.8	49.3	2.5	43.0	44.2	-1.2	34.4	31.0	3.4	46.6	43.6	3.0							
NZME Combo	37.7	41.5	-3.8		44.6	46.4	-1.8	41.7	41.6	0.1	35.4	38.4	-3.0	35.0	39.1	-4.1	46.8	53.7	-6.9	38.1	42.4	-4.3							
NZME and Partners	39.8	43.5	-3.7		46.1	48.0	-1.9	42.4	42.4	0.0	37.5	40.0	-2.5	38.4	40.4	-2.0	48.4	54.5	-6.1	40.4	44.3	-3.9							

Mediaworks Combo : Breeze or Edge or George FM or Magic or Mai FM or More FM or More FM Rodney or Radio Live or Rock or The Sound

NZME Combo: BBC or Coast or Flava or Hits or Mix or Newstalk ZB or Radio Hauraki or Radio Sport or ZM

NZME and Partners: BBC or Coast or Flava or Hits or Mix or Newstalk ZB or Radio Hauraki or Radio Sport or ZM or Chinese Radio AM936 or FM99.4 Chinese Voice or Humm FM

NB: SUM OF INDIVIDUAL STATIONS MAY NOT ADD TO NETWORK COMBO TOTAL DUE TO ROUNDING

AUCKLAND COMMERCIAL RADIO - SURVEY 3 2016

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

Survey Comparisons: 2/2016 - 3/2016

This Survey Period: Sun Apr 24 to Sat Jul 2 & Sun Jul 17 to Sat Oct 22 2011

Last Survey Period: Sun Mar 6 to Sat Jul 2

	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	+/-
Ake	4.9	6.6	-1.7	29	1.5	1.4	0.1	1.4	2.7	-1.3	2.4	2.6	-0.2	2.7	3.5	-0.8	0.3	1.2	-0.9	*	0.7	*	1.3	1.4	-0.1	3.1	6.7	-3.6			
BBC	24.3	31.0	-6.7	21	1.4	2.2	-0.8	5.8	10.5	-4.7	6.0	11.2	-5.2	8.9	14.6	-5.7	8.6	8.6	0.0	8.3	8.4	-0.1	34.6	33.5	1.1	2.7	6.4	-3.7			
Breeze	158.5	153.2	5.3	4	14.1	12.8	1.3	34.8	39.9	-5.1	45.6	50.3	-4.7	82.0	79.7	2.3	60.7	58.7	2.0	40.5	41.8	-1.3	22.3	22.0	0.3	39.4	34.4	5.0			
Chinese Radio AM936	14.9	20.8	-5.9	25	1.5	3.2	-1.7	4.8	7.2	-2.4	5.9	8.9	-3.0	8.0	14.5	-6.5	4.7	5.9	-1.2	4.0	1.8	2.2	14.8	18.0	-3.2	2.1	4.0	-1.9			
Coast	109.5	123.7	-14.2	7	4.2	4.8	-0.6	10.9	13.2	-2.3	19.2	19.2	0.0	42.6	40.8	1.8	47.7	54.8	-7.1	49.7	60.1	-10.4	16.6	16.4	0.2	22.2	22.9	-0.7			
Edge	189.1	171.7	17.4	1	40.5	40.4	0.1	87.1	80.8	6.3	61.3	53.9	7.4	88.6	74.7	13.9	34.5	28.5	6.0	10.4	8.9	1.5	2.4	3.3	-0.9	8.2	9.2	-1.0			
Flava	107.5	97.4	10.1	8	28.2	26.9	1.3	62.7	53.4	9.3	32.0	34.9	-2.9	37.1	40.1	-3.0	7.1	6.3	0.8	3.2	1.7	1.5	2.1	4.0	-1.9	2.1	4.0	-1.9			
FM99.4 Chinese Voice	8.1	7.7	0.4	26	1.2	1.8	-0.6	1.2	2.1	-0.9	3.8	3.1	0.7	5.0	4.2	0.8	3.1	1.1	2.0	1.9	1.2	0.7	34.3	37.6	-3.3	2.1	4.0	-1.9			
George FM	91.0	84.9	6.1	10	7.8	8.3	-0.5	47.6	44.8	2.8	51.2	43.0	8.2	59.8	50.7	9.1	12.1	10.6	1.5	4.0	3.5	0.5	2.4	3.3	-0.9	2.1	4.0	-1.9			
Hits	96.8	105.2	-8.4	9	14.5	16.2	-1.7	33.1	36.9	-3.8	38.5	48.0	-9.5	52.8	63.6	-10.8	23.6	23.7	-0.1	14.3	10.7	3.6	2.4	3.3	-0.9	2.1	4.0	-1.9			
Humm FM	25.1	16.7	8.4	20	1.9	1.7	0.2	18.8	10.4	8.4	16.9	10.3	6.6	18.3	10.6	7.7	1.3	1.2	0.1	*	1.8	*	3.4	1.7	1.7	8.2	9.2	-1.0			
Life FM	34.8	32.3	2.5	19	3.2	2.0	1.2	13.9	14.1	-0.2	13.6	17.8	-4.2	21.0	22.2	-1.2	10.1	5.6	4.5	3.4	1.7	1.7	2.1	1.4	0.7	2.1	4.0	-1.9			
Magic	21.3	20.8	0.5	23	1.4	1.2	0.2	2.9	2.9	0.0	4.2	2.5	1.7	6.8	5.8	1.0	7.3	8.7	-1.4	8.3	9.9	-1.6	34.3	37.6	-3.3	2.1	4.0	-1.9			
Mai FM	179.3	172.2	7.1	2	35.6	33.9	1.7	100.1	92.0	8.1	76.0	75.7	0.3	90.9	91.3	-0.4	18.6	22.1	-3.5	5.6	7.6	-2.0	2.4	3.3	-0.9	2.1	4.0	-1.9			
Mix	44.9	51.3	-6.4	16	7.5	8.1	-0.6	12.8	13.9	-1.1	18.3	18.4	-0.1	28.1	32.4	-4.3	12.9	18.1	-5.2	4.3	5.1	-0.8	7.3	8.8	-1.5	2.1	4.0	-1.9			
More FM	118.0	108.0	10.0	6	16.3	17.0	-0.7	31.6	30.4	1.2	46.4	47.2	-0.8	70.3	64.7	5.6	36.8	29.7	7.1	18.4	14.9	3.5	27.7	26.5	1.2	3.6	4.5	-0.9			
More FM Rodney	22.4	23.5	-1.1	22	3.7	4.2	-0.5	9.8	9.7	0.1	8.3	9.4	-1.1	11.3	11.6	-0.3	5.8	4.6	1.2	3.7	3.2	0.5	2.1	4.0	-1.9	2.1	4.0	-1.9			
Newstalk ZB	174.1	193.2	-19.1	3	6.7	6.4	0.3	25.9	30.3	-4.4	41.8	47.7	-5.9	74.2	79.4	-5.2	65.0	72.8	-7.8	61.9	76.0	-14.1	28.7	34.6	-5.9	2.1	4.0	-1.9			
Radio Hauraki	61.6	56.1	5.5	14	5.2	6.9	-1.7	26.2	19.1	7.1	31.5	26.2	5.3	37.1	35.9	1.2	12.7	13.9	-1.2	8.6	4.9	3.7	8.8	8.7	0.1	2.1	4.0	-1.9			
Radio Live	68.2	71.1	-2.9	13	6.1	6.6	-0.5	11.4	12.7	-1.3	22.3	26.7	-4.4	37.4	41.6	-4.2	26.4	23.2	3.2	16.5	15.2	1.3	13.0	15.1	-2.1	2.1	4.0	-1.9			
Radio Sport	51.8	48.1	3.7	15	4.2	2.9	1.3	11.3	10.7	0.6	18.9	19.4	-0.5	31.5	28.5	3.0	18.0	14.2	3.8	11.1	10.7	0.4	7.6	7.0	0.6	2.1	4.0	-1.9			
Radio Tainui	5.7	6.5	-0.8	28	1.4	1.4	0.0	3.6	2.9	0.7	2.2	1.2	1.0	2.2	1.8	0.4	*	2.0	*	0.3	1.6	-1.3	0.8	1.6	-0.8	2.1	4.0	-1.9			
Radio Tarana	44.6	35.3	9.3	17	4.1	3.7	0.4	17.3	14.0	3.3	19.0	15.7	3.3	25.9	20.5	5.4	10.9	7.7	3.2	10.4	6.9	3.5	6.9	5.1	1.8	2.1	4.0	-1.9			
Radio Waatea	5.9	4.0	1.9	27	1.1	1.0	0.1	1.2	1.4	-0.2	0.7	0.8	-0.1	1.5	0.8	0.7	2.0	0.4	1.6	1.7	1.6	0.1	1.5	*	*	*	10.3	7.6	2.7		
Rhema	41.2	41.3	-0.1	18	5.5	6.1	-0.6	8.8	9.4	-0.6	9.8	12.2	-2.4	17.3	21.1	-3.8	15.2	14.8	0.4	10.5	9.3	1.2	10.3	7.6	2.7	2.1	4.0	-1.9			
Rock	88.4	77.8	10.6	11	6.5	7.7	-1.2	38.5	40.0	-1.5	46.4	45.3	1.1	61.3	53.3	8.0	19.1	11.3	7.8	5.9	4.1	1.8	15.3	15.4	-0.1	2.1	4.0	-1.9			
Star	16.3	14.2	2.1	24	2.1	2.6	-0.5	4.8	3.5	1.3	5.8	2.8	3.0	6.1	4.2	1.9	1.5	3.0	-1.5	4.3	4.5	-0.2	3.8	1.5	2.3	2.1	4.0	-1.9			
The Sound	73.0	81.6	-8.6	12	6.2	6.0	0.2	15.0	20.6	-5.6	20.3	22.8	-2.5	41.9	41.9	0.0	36.1	40.7	-4.6	16.9	25.7	-8.8	14.1	16.3	-2.2	2.1	4.0	-1.9			
ZM	128.9	119.3	9.6	5	19.0	16.3	2.7	64.2	59.1	5.1	52.1	50.0	2.1	67.9	63.3	4.6	21.2	20.1	1.1	7.2	8.3	-1.1	26.5	23.1	3.4	2.1	4.0	-1.9			
Other	143.7	153.9	-10.2		22.1	22.3	-0.2	60.6	58.9	1.7	55.0	60.9	-5.9	71.2	86.0	-14.8	32.4	40.1	-7.7	22.1	21.0	1.1	27.4	36.4	-9.0	2.1	4.0	-1.9			
Mediaworks Combo	655.3	624.8	30.5		90.7	91.3	-0.6	234.4	221.4	13.0	244.6	236.2	8.4	354.2	329.7	24.5	177.0	166.9	10.1	97.8	100.8	-3.0	131.4	131.7	-0.3	2.1	4.0	-1.9			
NZME Combo	581.0	585.9	-4.9		65.9	64.8	1.1	179.0	168.6	10.4	183.6	189.2	-5.6	276.6	278.8	-2.2	162.0	169.3	-7.3	124.3	136.4	-12.1	102.5	111.3	-8.8	2.1	4.0	-1.9			
NZME and Partners	609.4	614.2	-4.8		67.7	68.0	-0.3	194.6	180.0	14.6	200.9	203.4	-2.5	296.4	297.8	-1.4	166.5	174.8	-8.3	126.9	140.4	-13.5	107.0	119.9	-12.9	2.1	4.0	-1.9			
All Commercial Radio	986.2	971.1	15.1		110.7	107.8	2.9	316.0	297.1	18.9	342.9	342.7	0.2	511.1	502.8	8.3	278.9	279.3	-0.4	190.2	200.0	-9.8	186.0	199.4	-13.4	2.1	4.0	-1.9			
Potential (000)	1,269.0	1,269.0	0.0		143.9	148.5	-4.6	410.4	405.8	4.6	428.5	428.5	0.0	624.9	624.9	0.0	348.8	348.8	0.0	254.8	254.8	0.0	224.1	242.8	-18.7	2.1	4.0	-1.9			
Sample	2,432	2,970	-538		260	320	-60	774	835	-61	949	1,002	-53	1,302	1,430	-128	634	814	-180	480	735	-255	486	580	-94	2.1	4.0	-1.9			

Mediaworks Combo : Breeze or Edge or George FM or Magic or Mai FM or More FM or More FM Rodney or Radio Live or Rock or The Sound

NZME Combo: BBC or Coast or Flava or Hits or Mix or Newstalk ZB or Radio Hauraki or Radio Sport or ZM

NZME and Partners: BBC or Coast or Flava or Hits or Mix or Newstalk ZB or Radio Hauraki or Radio Sport or ZM or Chinese Radio AM936 or FM99.4 Chinese Voice or Humm FM

AUCKLAND COMMERCIAL RADIO - SURVEY 3 2016

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

Survey Comparisons: 2/2016 - 3/2016

This Survey Period: Sun Apr 24 to Sat Jul 2 & Sun Jul 17 to Sat Oct 22 2016

Last Survey Period: Sun Mar 6 to Sat Jul 2

	This	Last	+/-
Potential (000)	1,269.0	1,269.0	0.0
Sample Size	2,432	2,970	-538

	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	+/-	
Ake	0.7	1.0	-0.3	28	0.2	1.0	-0.8		2.4	2.4	0.0		1.7	2.1	-0.4		0.8	1.4	-0.6		0.2	0.8	-0.6		2.0	3.2	-1.2	
BBC	8.9	10.7	-1.8	22	4.5	8.1	-3.6		7.4	10.2	-2.8		9.1	9.0	0.1		7.6	6.5	1.1		4.5	6.1	-1.6		15.2	18.6	-3.4	
Breeze	75.5	71.0	4.5	5	61.0	59.2	1.8		63.9	61.7	2.2		72.2	70.5	1.7		34.9	32.9	2.0		17.8	13.3	4.5		104.1	92.0	12.1	
Chinese Radio AM936	8.2	15.8	-7.6	24	7.5	5.2	2.3		2.9	5.8	-2.9		6.7	10.4	-3.7		3.3	3.4	-0.1		0.5	1.4	-0.9		8.5	11.1	-2.6	
Coast	51.7	54.8	-3.1	8	48.6	54.7	-6.1		58.7	64.6	-5.9		53.2	55.3	-2.1		26.3	26.3	0.0		18.8	21.2	-2.4		67.7	84.9	-17.2	
Edge	90.8	82.1	8.7	3	60.9	58.3	2.6		85.6	77.2	8.4		100.1	85.9	14.2		52.3	48.9	3.4		18.3	13.3	5.0		121.8	103.8	18.0	
Flava	54.8	44.0	10.8	7	40.9	40.9	0.0		48.1	48.9	-0.8		46.8	41.9	4.9		28.2	27.4	0.8		12.2	11.5	0.7		66.8	59.0	7.8	
FM99.4 Chinese Voice	4.3	4.6	-0.3	26	4.2	1.6	2.6		4.0	2.2	1.8		1.8	3.9	-2.1		4.8	2.4	2.4		0.8	*	*		5.4	6.1	-0.7	
George FM	37.0	39.7	-2.7	12	31.6	34.3	-2.7		35.0	35.6	-0.6		44.1	44.0	0.1		20.2	23.4	-3.2		9.1	9.2	-0.1		54.3	41.8	12.5	
Hits	45.9	52.1	-6.2	11	31.9	42.0	-10.1		39.9	44.7	-4.8		45.9	51.5	-5.6		22.1	22.7	-0.6		9.8	8.5	1.3		55.8	60.0	-4.2	
Humm FM	14.4	8.9	5.5	20	9.7	4.3	5.4		7.0	5.1	1.9		13.9	6.2	7.7		8.7	3.5	5.2		5.1	2.5	2.6		17.6	9.2	8.4	
Life FM	16.3	16.7	-0.4	19	11.7	11.2	0.5		11.4	12.6	-1.2		11.3	13.8	-2.5		7.8	8.5	-0.7		5.1	4.9	0.2		24.0	23.6	0.4	
Magic	8.4	7.8	0.6	23	7.8	7.8	0.0		7.6	10.1	-2.5		10.3	10.5	-0.2		6.2	6.8	-0.6		3.7	2.8	0.9		14.2	13.4	0.8	
Mai FM	118.9	104.3	14.6	1	60.3	63.5	-3.2		82.6	79.2	3.4		100.1	93.8	6.3		58.2	67.6	-9.4		18.1	17.8	0.3		113.0	116.6	-3.6	
Mix	21.4	21.0	0.4	16	20.2	21.5	-1.3		23.0	24.7	-1.7		21.6	21.6	0.0		6.0	10.8	-4.8		2.1	5.1	-3.0		28.1	32.2	-4.1	
More FM	64.2	56.8	7.4	6	41.8	44.2	-2.4		47.9	48.0	-0.1		54.5	55.0	-0.5		27.2	23.9	3.3		16.3	12.8	3.5		59.9	59.4	0.5	
More FM Rodney	11.3	10.8	0.5	21	6.5	7.6	-1.1		6.5	8.1	-1.6		9.3	10.5	-1.2		5.5	3.4	2.1		2.5	2.1	0.4		13.6	15.0	-1.4	
Newstalk ZB	118.6	132.9	-14.3	2	75.8	85.4	-9.6		66.4	71.5	-5.1		90.7	89.1	1.6		53.5	63.5	-10.0		34.2	49.4	-15.2		95.8	120.6	-24.8	
Radio Hauraki	27.3	26.9	0.4	15	21.5	22.4	-0.9		21.2	23.0	-1.8		30.5	30.7	-0.2		14.2	15.7	-1.5		7.2	5.9	1.3		35.0	31.4	3.6	
Radio Live	46.9	46.0	0.9	9	13.9	19.2	-5.3		18.1	22.8	-4.7		34.5	36.3	-1.8		12.7	14.5	-1.8		8.1	9.0	-0.9		33.5	30.6	2.9	
Radio Sport	18.8	19.7	-0.9	17	13.8	15.2	-1.4		14.3	14.1	0.2		12.9	15.7	-2.8		11.0	12.0	-1.0		6.9	7.0	-0.1		34.6	29.7	4.9	
Radio Tainui	0.2	1.0	-0.8	29	0.2	0.6	-0.4		1.4	2.1	-0.7		1.4	0.7	0.7		1.8	1.0	0.8		2.9	1.4	1.5		3.2	3.3	-0.1	
Radio Tarana	31.2	21.8	9.4	14	10.2	8.0	2.2		9.4	9.7	-0.3		21.6	15.1	6.5		8.9	7.3	1.6		8.0	6.1	1.9		37.8	28.2	9.6	
Radio Waatea	1.1	0.8	0.3	27	1.0	0.3	0.7		2.9	1.7	1.2		1.2	0.7	0.5		0.8	0.6	0.2		1.2	0.5	0.7		3.8	2.2	1.6	
Rhema	17.8	16.3	1.5	18	10.7	7.7	3.0		13.3	12.9	0.4		12.0	13.0	-1.0		12.6	8.5	4.1		3.4	3.1	0.3		23.7	21.6	2.1	
Rock	46.5	41.9	4.6	10	30.8	21.4	9.4		39.7	31.3	8.4		50.3	40.6	9.7		22.2	19.6	2.6		10.6	6.1	4.5		53.0	42.9	10.1	
Star	6.4	7.3	-0.9	25	6.8	6.0	0.8		9.5	5.4	4.1		4.9	4.2	0.7		3.4	2.7	0.7		1.9	2.0	-0.1		8.4	8.5	-0.1	
The Sound	33.7	41.9	-8.2	13	26.6	32.0	-5.4		35.4	43.2	-7.8		38.7	45.5	-6.8		16.2	20.5	-4.3		9.3	8.8	0.5		46.3	46.5	-0.2	
ZM	79.6	63.7	15.9	4	45.9	46.2	-0.3		58.3	49.2	9.1		65.6	62.2	3.4		34.3	30.4	3.9		18.8	15.9	2.9		75.3	67.3	8.0	
Other	64.5	69.4	-4.9		45.2	53.0	-7.8		56.0	64.5	-8.5		57.0	62.6	-5.6		43.8	55.0	-11.2		21.3	27.6	-6.3		85.5	91.3	-5.8	
Mediaworks Combo	437.1	408.1	29.0		283.3	286.0	-2.7		348.5	336.0	12.5		413.2	393.2	20.0		212.8	212.1	0.7		101.0	84.9	16.1		462.3	426.4	35.9	
NZME Combo	373.3	367.3	6.0		256.5	278.8	-22.3		287.5	299.0	-11.5		330.6	323.3	7.3		182.1	186.0	-3.9		101.7	114.9	-13.2		384.3	402.1	-17.8	
NZME and Partners	395.9	390.6	5.3		272.2	288.3	-16.1		297.7	308.7	-11.0		350.7	341.5	9.2		195.0	192.7	2.3		106.7	116.6	-9.9		410.3	422.2	-11.9	
All Commercial Radio	760.6	732.8	27.8		521.8	528.9	-7.1		587.7	582.1	5.6		687.1	662.4	24.7		393.9	393.0	0.9		212.1	205.8	6.3		773.1	755.2	17.9	

Mediaworks Combo : Breeze or Edge or George FM or Magic or Mai FM or More FM or More FM Rodney or Radio Live or Rock or The Sound

NZME Combo: BBC or Coast or Flava or Hits or Mix or Newstalk ZB or Radio Hauraki or Radio Sport or ZM

NZME and Partners: BBC or Coast or Flava or Hits or Mix or Newstalk ZB or Radio Hauraki or Radio Sport or ZM or Chinese Radio AM936 or FM99.4 Chinese Voice or Humm FM

AUCKLAND COMMERCIAL RADIO - SURVEY 3 2016

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

Survey Comparisons: 2/2016 - 3/2016

This Survey Period: Sun Apr 24 to Sat Jul 2 & Sun Jul 17 to Sat Oct 22 2016

Last Survey Period: Sun Mar 6 to Sat Jul 2

	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	+/-	This	Last	+/-
Ake	3:29	2:50	0:38	2:08	0:25	1:42	0:52	0:37	0:14	5:16	3:51	1:24	4:42	3:16	1:26	0:15	2:24	-2:09	*	8:29	*	4:10	4:01	0:08			
BBC	3:43	4:02	-0:18	2:26	1:48	0:38	2:47	2:34	0:12	4:10	3:24	0:46	4:00	3:39	0:20	3:24	4:45	-1:20	3:17	4:04	-0:46	4:16	4:03	0:12			
Breeze	7:44	7:28	0:15	5:06	3:04	2:01	5:45	4:36	1:09	7:27	6:53	0:33	8:25	8:01	0:24	9:06	9:08	-0:01	9:14	9:14	0:00	7:56	7:24	0:32			
Chinese Radio AM936	4:28	4:08	0:19	0:45	3:33	-2:47	3:16	4:04	-0:47	4:11	4:02	0:09	4:09	4:00	0:08	6:46	3:51	2:55	6:40	6:12	0:27	4:13	4:23	-0:10			
Coast	10:10	8:54	1:15	3:18	2:37	0:41	6:24	3:56	2:27	8:05	5:20	2:44	10:12	7:45	2:27	11:37	8:57	2:40	10:27	9:08	1:18	6:46	7:05	-0:19			
Edge	5:37	5:48	-0:11	4:34	4:42	-0:08	5:27	5:31	-0:03	5:57	6:12	-0:14	6:10	7:00	-0:49	6:26	7:49	-1:23	6:25	4:36	1:48	6:43	7:48	-1:04			
Flava	6:39	6:46	-0:07	4:42	4:09	0:32	7:31	7:42	-0:11	8:44	8:58	-0:13	8:15	8:15	-0:00	7:20	6:28	0:52	8:42	13:54	-5:11	6:55	7:15	-0:20			
FM99.4 Chinese Voice	6:44	9:49	-3:05	1:48	1:40	0:07	4:39	4:21	0:18	6:52	5:01	1:51	8:55	4:14	4:41	8:24	2:06	6:17	4:00	44:20	-40:19	10:39	11:20	-0:40			
George FM	5:36	6:10	-0:33	2:50	2:11	0:38	5:09	6:01	-0:52	6:14	7:08	-0:53	6:13	7:05	-0:52	5:04	5:48	-0:44	4:00	3:55	0:04	8:02	7:14	0:47			
Hits	5:25	6:28	-1:03	3:45	4:43	-0:58	4:30	5:01	-0:31	5:49	7:00	-1:11	6:26	7:45	-1:18	6:59	9:08	-2:08	4:27	6:17	-1:50	6:57	9:48	-2:50			
Humm FM	6:34	4:12	2:22	4:40	0:33	4:06	6:46	3:56	2:49	7:14	5:28	1:46	7:24	5:43	1:40	9:23	4:48	4:34	*	2:44	*	4:05	2:57	1:08			
Life FM	5:12	6:22	-1:10	1:41	0:40	1:01	5:35	6:05	-0:29	7:25	8:29	-1:04	6:15	7:54	-1:38	5:20	4:25	0:54	7:52	1:24	6:28	6:15	8:50	-2:35			
Magic	9:08	11:15	-2:06	0:48	0:24	0:23	1:42	1:27	0:15	2:55	2:03	0:51	6:33	7:12	-0:39	15:23	14:39	0:43	11:34	12:40	-1:06	2:12	6:13	-4:00			
Mai FM	7:38	7:12	0:25	5:50	6:36	-0:45	8:11	7:13	0:57	7:42	7:17	0:25	7:35	7:04	0:30	6:54	6:24	0:30	5:57	6:37	-0:40	8:00	7:27	0:33			
Mix	7:50	7:10	0:40	2:59	3:53	-0:54	5:13	5:33	-0:19	7:56	7:07	0:49	7:59	6:59	1:00	9:25	8:29	0:55	17:10	14:20	2:49	7:31	7:11	0:20			
More FM	7:32	7:27	0:05	4:50	4:08	0:41	7:15	7:39	-0:23	8:38	8:26	0:12	9:03	8:29	0:33	9:30	8:51	0:38	6:47	8:00	-1:13	7:13	7:05	0:07			
More FM Rodney	4:28	4:20	0:08	5:57	4:50	1:06	4:21	3:13	1:08	4:10	2:51	1:18	3:57	2:48	1:09	4:12	6:35	-2:22	4:30	8:23	-3:52	6:29	6:42	-0:12			
Newstalk ZB	9:44	10:49	-1:05	4:10	7:33	-3:23	6:43	5:37	1:06	6:59	6:36	0:22	7:47	7:25	0:22	9:14	9:40	-0:25	11:20	13:00	-1:39	6:56	7:46	-0:50			
Radio Hauraki	6:26	7:07	-0:41	3:21	2:52	0:28	7:22	8:33	-1:11	6:08	6:51	-0:43	6:44	7:28	-0:44	9:15	8:33	0:41	7:37	6:44	0:52	4:02	7:05	-3:03			
Radio Live	6:49	6:27	0:21	2:30	2:58	-0:28	4:54	4:14	0:40	6:35	5:21	1:13	6:48	6:32	0:16	7:07	7:04	0:03	7:32	6:27	1:04	7:07	7:40	-0:32			
Radio Sport	5:36	6:08	-0:32	2:03	1:38	0:24	2:54	3:05	-0:11	5:15	6:03	-0:48	5:43	5:29	0:14	6:21	6:57	-0:35	6:37	9:13	-2:36	5:26	5:13	0:12			
Radio Tainui	4:51	1:48	3:03	0:33	0:33	0:00	1:34	1:16	0:18	10:01	0:24	9:36	10:01	3:04	6:56	*	3:36	*	0:15	1:23	-1:08	0:30	4:11	-3:41			
Radio Tarana	8:41	7:43	0:58	4:16	2:52	1:23	7:09	6:14	0:54	6:18	6:14	0:04	6:57	6:30	0:27	11:15	12:53	-1:38	15:23	16:20	-0:57	7:44	12:36	-4:52			
Radio Waatea	3:48	1:43	2:04	0:23	0:21	0:01	1:05	1:15	-0:09	0:30	0:46	-0:16	3:14	0:46	2:27	5:00	0:15	4:45	3:50	3:03	0:46	6:34	*	*			
Rhema	6:06	4:19	1:46	1:57	1:16	0:41	2:20	2:15	0:04	3:38	3:01	0:36	4:43	3:11	1:32	6:51	3:35	3:16	5:43	5:24	0:19	6:33	3:40	2:52			
Rock	8:03	6:21	1:42	6:57	4:57	2:00	7:18	6:33	0:45	9:53	7:19	2:33	9:01	7:08	1:53	7:32	5:37	1:54	9:13	4:27	4:45	9:48	8:28	1:19			
Star	4:43	4:13	0:30	1:36	0:51	0:44	3:16	1:21	1:55	4:27	1:03	3:23	4:15	2:16	1:59	3:29	5:43	-2:13	5:56	8:10	-2:13	5:41	2:01	3:39			
The Sound	7:28	8:27	-0:59	1:05	2:08	-1:03	5:43	6:32	-0:49	7:52	8:47	-0:55	9:03	8:49	0:14	9:19	10:09	-0:49	7:39	10:10	-2:31	8:35	7:28	1:06			
ZM	5:44	4:59	0:45	2:31	1:58	0:33	6:15	5:10	1:05	6:23	5:43	0:40	6:23	5:51	0:32	6:00	5:53	0:07	5:27	4:43	0:44	6:10	5:44	0:26			
Other	5:41	6:02	-0:21	4:41	4:39	0:02	4:25	5:11	-0:46	4:38	5:33	-0:55	5:08	5:54	-0:45	6:26	6:40	-0:13	8:34	9:09	-0:34	5:29	5:24	0:05			
Mediaworks Combo	10:48	10:42	0:05	7:14	6:56	0:17	10:24	10:18	0:05	11:32	11:12	0:20	11:53	11:34	0:19	11:58	12:08	-0:09	10:35	11:19	-0:43	11:43	11:28	0:14			
NZME Combo	10:11	10:46	-0:35	5:00	5:16	-0:16	8:47	8:27	0:20	9:31	9:37	-0:06	10:04	10:03	0:00	11:37	11:42	-0:05	12:49	13:59	-1:10	8:56	9:54	-0:58			
NZME and Partners	10:10	10:39	-0:28	5:02	5:15	-0:12	8:51	8:21	0:29	9:34	9:29	0:04	10:07	9:52	0:14	11:44	11:31	0:13	12:49	14:05	-1:15	8:58	9:53	-0:55			
All Commercial Radio	15:16	15:22	-0:05	10:19	10:22	-0:02	14:48	14:28	0:19	15:30	15:12	0:17	15:43	15:15	0:28	16:24	16:09	0:15	16:28	17:38	-1:09	15:22	15:27	-0:05			
Potential (000)	1,269.0	1,269.0	0.0	143.9	148.5	-4.6	410.4	405.8	4.6	428.5	428.5	0.0	624.9	624.9	0.0	348.8	348.8	0.0	254.8	254.8	0.0	224.1	242.8	-18.7			
Sample	2,432	2,970	-538	260	320	-60	774	835	-61	949	1,002	-53	1,302	1,430	-128	634	814	-180	480	735	-255	486	580	-94			

Mediaworks Combo : Breeze or Edge or George FM or Magic or Mai FM or More FM or More FM Rodney or Radio Live or Rock or The Sound

NZME Combo: BBC or Coast or Flava or Hits or Mix or Newstalk ZB or Radio Hauraki or Radio Sport or ZM

NZME and Partners: BBC or Coast or Flava or Hits or Mix or Newstalk ZB or Radio Hauraki or Radio Sport or ZM or Chinese Radio AM936 or FM99.4 Chinese Voice or Humm FM

AUCKLAND COMMERCIAL RADIO - SURVEY 3 2016

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

Survey Comparisons: 2/2016 - 3/2016

This Survey Period: Sun Apr 24 to Sat Jul 2 & Sun Jul 17 to Sat Oct 22 2016

Last Survey Period: Sun Mar 6 to Sat Jul 2

	This	Last	+/-
Potential (000)	1,269.0	1,269.0	0.0
Sample Size	2,432	2,970	-538

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

Mediaworks Combo : Breeze or Edge or George FM or Magic or Mai FM or More FM or More FM Rodney or Radio Live or Rock or The Sound

NZME Combo: BBC or Coast or Flava or Hits or Mix or Newstalk ZB or Radio Hauraki or Radio Sport or ZM

NZME and Partners: BBC or Coast or Flava or Hits or Mix or Newstalk ZB or Radio Hauraki or Radio Sport or ZM or Chinese Radio AM936 or FM99.4 Chinese Voice or Humm FM