

AUCKLAND COMMERCIAL RADIO - SURVEY 2 2017

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

Survey Comparisons: 1/2017 - 2/2017

This Survey Period: Sun Jan 29 to Sat Jun 17 2017

Last Survey Period: Sun Jul 17 to Sat Oct 22 2016 & Sun Jan 29 to Sat Apr 8 2017

	All 10+				People 10-17				People 18-34				People 25-44				People 25-54				People 45-64				People 55-74				MGS with Kids			
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	
95bFM	1.2	n.a.	*	20	1.2	n.a.	*	0.8	n.a.	*	1.7	n.a.	*	1.9	n.a.	*	1.4	n.a.	*	0.5	n.a.	*	2.1	n.a.	*	*	*	*	*	*		
Ake	0.1	0.1	0.0	28	0.7	0.7	0.0	*	*	*	*	*	*	*	*	*	0.1	*	*	0.1	*	*	0.1	*	*	*	*	*	*	*		
BBC	1.1	0.7	0.4	21	0.5	0.6	-0.1	0.5	0.3	0.2	0.4	0.2	0.2	0.6	0.4	0.2	1.3	1.0	0.3	2.3	1.2	1.1	0.4	0.2	0.2	11.1	11.1	0.0				
Breeze	8.2	8.4	-0.2	4	10.2	9.0	1.2	6.7	4.9	1.8	7.3	7.1	0.2	8.1	9.2	-1.1	9.4	11.4	-2.0	8.5	9.6	-1.1	11.1	11.1	0.0	1.0	0.1	0.9				
Chinese Radio AM936	1.0	0.7	0.3	22	0.4	0.5	-0.1	2.0	1.4	0.6	1.7	1.2	0.5	1.2	0.9	0.3	1.0	0.7	0.3	1.3	0.6	0.7	1.0	0.1	0.9	1.0	0.1	0.9				
Coast	8.7	8.4	0.3	2	2.5	2.1	0.4	1.0	1.1	-0.1	2.3	2.2	0.1	4.7	5.2	-0.5	13.7	13.9	-0.2	18.6	18.0	0.6	4.0	4.8	-0.8	8.7	8.5	0.2				
Edge	6.0	6.1	-0.1	5	7.2	10.7	-3.5	9.4	9.2	0.2	8.7	7.4	1.3	7.1	6.7	0.4	4.6	4.5	0.1	3.3	2.2	1.1	8.7	8.5	0.2	3.1	3.5	-0.4				
Flava	3.6	3.7	-0.1	10	6.2	12.0	-5.8	8.0	6.9	1.1	4.6	2.9	1.7	3.6	2.6	1.0	1.0	1.3	-0.3	0.2	*	*	3.1	3.5	-0.4	0.2	0.5	-0.3				
FM99.4 Chinese Voice	0.2	0.3	-0.1	27	0.4	0.1	0.3	0.2	0.2	0.0	0.2	0.5	-0.3	0.2	0.5	-0.3	0.2	0.5	-0.3	0.1	0.2	-0.1	0.2	0.5	-0.3	1.0	0.1	0.9				
George FM	2.6	3.2	-0.6	14	2.0	1.7	0.3	4.3	5.3	-1.0	4.2	6.5	-2.3	3.3	4.9	-1.6	1.8	1.6	0.2	1.3	0.6	0.7	2.3	3.8	-1.5	2.3	3.8	-1.5				
Humm FM	2.2	2.1	0.1	16	1.7	1.6	0.1	4.7	5.2	-0.5	5.5	5.1	0.4	3.7	3.4	0.3	0.6	0.5	0.1	0.6	0.3	0.3	2.3	1.0	1.3	2.3	1.0	1.3				
Life FM	0.8	1.0	-0.2	23	1.3	0.9	0.4	1.2	1.0	0.2	1.5	1.4	0.1	1.1	1.1	0.0	0.6	1.3	-0.7	0.4	1.6	-1.2	1.3	1.3	0.0	1.3	1.3	0.0				
Magic	1.6	1.6	0.0	19	*	0.1	*	0.1	0.2	-0.1	0.3	0.5	-0.2	0.5	0.5	0.0	2.4	1.8	0.6	4.3	3.3	1.0	1.0	0.9	0.1	1.0	0.9	0.1				
Mai FM	8.7	9.1	-0.4	2	22.6	18.2	4.4	15.1	17.7	-2.6	10.4	10.6	-0.2	8.9	9.1	-0.2	3.5	3.8	-0.3	0.8	0.8	0.0	10.5	10.6	-0.1	1.1	1.7	-0.6				
Mix	1.8	2.1	-0.3	18	1.1	1.8	-0.7	0.9	0.8	0.1	2.1	2.1	0.0	2.8	3.1	-0.3	2.9	3.5	-0.6	0.9	1.4	-0.5	1.1	1.7	-0.6	6.5	6.0	0.5				
More FM	4.8	5.1	-0.3	7	4.8	5.9	-1.1	4.3	3.9	0.4	4.8	5.3	-0.5	5.7	6.1	-0.4	7.3	7.7	-0.4	5.1	5.0	0.1	6.5	6.0	0.5	0.4	0.5	-0.1				
More FM Rodney	0.3	0.3	0.0	26	0.2	0.2	0.0	0.3	0.4	-0.1	0.4	0.4	0.0	0.3	0.3	0.0	0.3	0.4	-0.1	0.4	0.4	0.0	0.4	0.5	-0.1	1.2	1.4	-0.2				
Newstalk ZB	11.0	9.6	1.4	1	2.6	1.9	0.7	2.0	2.4	-0.4	4.8	4.7	0.1	7.0	6.6	0.4	11.7	12.3	-0.6	19.9	19.6	0.3	9.7	7.8	1.9	2.3	2.6	-0.3				
Radio Hauraki	2.2	2.5	-0.3	16	1.0	1.4	-0.4	1.9	4.2	-2.3	3.1	3.9	-0.8	2.9	2.9	0.0	2.6	1.6	1.0	2.1	2.3	-0.2	1.2	1.4	-0.2	2.3	2.6	-0.3				
RadioLIVE	2.7	2.9	-0.2	13	1.2	0.6	0.6	0.7	1.5	-0.8	1.4	2.2	-0.8	2.6	2.4	0.2	4.1	3.8	0.3	4.2	5.7	-1.5	2.3	2.6	-0.3	1.0	1.0	0.2				
Radio Sport	2.6	2.0	0.6	14	0.9	0.7	0.2	1.9	0.9	1.0	2.3	1.5	0.8	3.0	2.0	1.0	3.4	3.0	0.4	3.0	3.2	-0.2	1.2	1.0	0.2	1.5	1.5	*				
Radio Tainui	0.1	0.2	-0.1	28	0.2	0.1	0.1	*	0.1	*	0.1	0.6	-0.5	0.1	0.4	-0.3	*	*	*	*	*	*	*	*	*	*	*	*	*			
Tarana	2.8	2.7	0.1	12	0.5	1.1	-0.6	6.2	5.1	1.1	2.6	2.1	0.5	2.4	1.7	0.7	1.5	1.4	0.1	1.5	3.2	-1.7	3.6	2.1	1.5	1.5	1.5	*				
Radio Waatea	0.1	0.3	-0.2	28	0.6	0.5	0.1	*	*	*	*	*	*	*	*	0.1	*	*	0.2	0.5	-0.3	0.2	0.5	-0.3	*	0.4	*	*				
Rhema	0.7	1.3	-0.6	24	0.8	1.0	-0.2	0.3	0.4	-0.1	0.6	0.9	-0.3	0.6	1.1	-0.5	0.6	1.8	-1.2	0.8	2.0	-1.2	1.0	2.5	-1.5	3.7	3.4	0.3				
Rock	3.9	4.3	-0.4	9	1.4	3.9	-2.5	4.7	4.9	-0.2	7.0	8.6	-1.6	5.8	6.5	-0.7	3.6	2.6	1.0	2.8	1.5	1.3	3.7	3.4	0.3	1.9	1.1	0.8				
Star	0.7	0.6	0.1	24	0.3	0.5	-0.2	0.1	0.4	-0.3	0.1	0.5	-0.4	0.1	0.4	-0.3	1.5	0.5	1.0	2.3	0.9	1.4	1.9	1.1	0.8	1.3	3.9	-2.6				
The Hits	4.7	4.4	0.3	8	6.7	6.4	0.3	5.0	4.6	0.4	5.3	4.8	0.5	5.3	4.9	0.4	5.2	4.4	0.8	3.5	2.5	1.0	4.5	5.7	-1.2	1.3	3.9	-2.6				

AUCKLAND COMMERCIAL RADIO - SURVEY 2 2017

Station Share (%) by Daypart, People 10+

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	This	Last	+/-
Potential (000)	1,332.5	1,332.5	0.0
Sample Size	2,572	2,404	168

	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	1.0	n.a.	*	21	0.5	n.a.	*		0.8	n.a.	*		1.3	n.a.	*		1.7	n.a.	*		0.3	n.a.	*		2.1	n.a.	*	
Ake	*	*	*	*	*	*	*		*	*	*		0.1	*	*		0.4	0.1	0.3		*	*	*		0.2	0.2	0.0	
BBC	0.9	0.5	0.4	22	0.4	0.2	0.2		0.4	0.3	0.1		0.6	0.3	0.3		3.8	2.2	1.6		5.4	2.5	2.9		1.2	0.8	0.4	
Breeze	7.7	7.4	0.3	3	9.8	10.1	-0.3		10.1	10.2	-0.1		6.8	7.0	-0.2		4.8	6.8	-2.0		5.1	5.8	-0.7		8.3	8.3	0.0	
Chinese Radio AM936	1.3	0.8	0.5	20	1.6	1.0	0.6		1.1	0.5	0.6		1.3	1.1	0.2		0.4	0.4	0.0		0.1	0.1	0.0		0.6	0.5	0.1	
Coast	6.5	5.6	0.9	5	9.6	10.0	-0.4		9.8	11.0	-1.2		7.8	7.4	0.4		8.1	6.9	1.2		8.1	5.0	3.1		9.9	9.4	0.5	
Edge	6.0	6.1	-0.1	6	5.4	5.0	0.4		6.6	6.0	0.6		7.7	7.6	0.1		5.5	5.2	0.3		3.1	4.2	-1.1		5.7	6.7	-1.0	
Flava	2.4	3.4	-1.0	13	3.9	3.6	0.3		4.3	3.4	0.9		4.0	3.4	0.6		4.5	4.5	0.0		3.1	4.3	-1.2		3.7	4.2	-0.5	
FM99.4 Chinese Voice	0.1	0.3	-0.2	28	0.1	0.3	-0.2		0.1	0.2	-0.1		0.2	0.2	0.0		0.2	1.5	-1.3		*	0.2	*			0.3	0.2	0.1
George FM	2.1	2.7	-0.6	14	2.3	2.6	-0.3		2.4	2.7	-0.3		2.8	3.9	-1.1		2.3	2.7	-0.4		2.2	1.7	0.5		3.6	4.7	-1.1	
Humm FM	3.0	2.6	0.4	11	1.4	1.5	-0.1		1.4	1.0	0.4		3.2	2.6	0.6		1.7	2.2	-0.5		2.0	1.9	0.1		2.3	2.6	-0.3	
Life FM	0.9	0.8	0.1	22	0.3	0.8	-0.5		0.4	0.6	-0.2		0.9	0.9	0.0		1.5	1.7	-0.2		0.4	0.7	-0.3		1.2	1.5	-0.3	
Magic	1.7	1.1	0.6	18	1.7	2.4	-0.7		1.7	2.0	-0.3		1.0	1.2	-0.2		1.5	0.6	0.9		1.9	1.2	0.7		1.9	2.1	-0.2	
Mai FM	9.7	10.4	-0.7	2	7.4	7.4	0.0		7.7	8.0	-0.3		9.8	11.6	-1.8		9.7	8.7	1.0		9.4	9.4	0.0		8.4	8.4	0.0	
Mix	1.6	1.6	0.0	19	2.1	3.0	-0.9		2.6	3.4	-0.8		1.3	1.5	-0.2		1.0	1.4	-0.4		0.4	0.1	0.3		1.8	1.9	-0.1	
More FM	5.2	5.4	-0.2	7	5.5	5.4	0.1		6.3	6.1	0.2		5.6	6.4	-0.8		1.6	2.9	-1.3		3.0	3.5	-0.5		3.5	3.9	-0.4	
More FM Rodney	0.3	0.3	0.0	26	0.4	0.2	0.2		0.2	0.1	0.1		0.2	0.2	0.0		0.4	0.4	0.0		*	1.5	*			0.3	0.3	0.0
Newstalk ZB	14.9	12.9	2.0	1	11.7	9.7	2.0		6.9	5.2	1.7		8.9	8.8	0.1		14.7	14.1	0.6		21.7	20.1	1.6		9.1	7.9	1.2	
Radio Hauraki	1.9	2.1	-0.2	17	2.4	3.4	-1.0		2.2	2.9	-0.7		2.6	2.3	0.3		1.3	0.9	0.4		0.9	1.1	-0.2		2.7	2.8	-0.1	
RadioLIVE	4.3	5.2	-0.9	8	1.6	0.8	0.8		1.5	1.5	0.0		2.9	2.4	0.5		3.3	4.2	-0.9		5.3	6.1	-0.8		2.5	2.7	-0.2	
Radio Sport	2.1	1.8	0.3	14	2.9	2.3	0.6		2.3	2.3	0.0		2.7	1.7	1.0		2.5	1.8	0.7		1.9	1.6	0.3		3.0	1.9	1.1	
Radio Tainui	*	*	*	*	*	*	*		0.1	*	*		*	0.1	*		0.1	0.4	-0.3		0.2	3.4	-3.2		0.1	0.3	-0.2	
Tarana	3.0	3.2	-0.2	11	2.6	2.3	0.3		2.0	1.6	0.4		2.8	3.0	-0.2		3.8	3.2	0.6		4.6	2.8	1.8		3.1	2.9	0.2	
Radio Waatea	0.2	0.2	0.0	27	0.1	0.1	0.0		*	0.4	*		0.2	0.3	-0.1		0.1	0.1	0.0		*	0.3	*		0.1	0.4	-0.3	
Rhema	0.5	1.3	-0.8	24	0.6	0.9	-0.3		0.7	1.2	-0.5		0.5	1.1	-0.6		0.7	2.0	-1.3		1.7	2.1	-0.4		0.9	1.3	-0.4	
Rock	3.4	3.9	-0.5	10	4.8	5.2	-0.4		5.4	5.7	-0.3		3.6	4.7	-1.1		3.0	2.5	0.5		5.0	5.6	-0.6		2.9	3.1	-0.2	
Star	0.5	0.5	0.0	24	0.6	0.7	-0.1		0.7	0.6	0.1		0.5	0.5	0.0		1.0	0.5	0.5		0.5	0.8	-0.3		1.0	0.8	0.2	
The Hits	4.2	3.8	0.4	9	6.5	5.7	0.8		6.3	5.5	0.8		4.8	4.7	0.1		3.3	3.8	-0.5		2.4	2.1	0.3		3.4	3.4	0.0	
The Sound	2.1	3.3	-1.2	14	3.3	4.5	-1.2		4.9	5.4	-0.5		2.7	3.3	-0.6		1.4	1.7	-0.3		1.0	2.1	-1.1		3.6	3.4	0.2	
ZM	6.7	6.5	0.2	4	5.6	5.3	0.3		6.2	6.3	-0.1		6.6	6.0	0.6		5.5	5.3	0.2		3.4	4.7	-1.3		5.2	4.8	0.4	
Others	5.7	6.1	-0.4		4.9	5.6	-0.7		5.1	6.1	-1.0	</																

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

Survey Comparisons: 1/2017 - 2/2017

This Survey Period: Sun Jan 29 to Sat Jun 17 2017

Last Survey Period: Sun Jul 17 to Sat Oct 22 2016 & Sun Jan 29 to Sat Apr 8 2017

	All 10+				People 10-17				People 18-34				People 25-44				People 25-54				People 45-64				People 55-74				MGS with Kids			
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	
95bFM	42.6	n.a.	*	19	7.6	n.a.	*	11.4	n.a.	*	17.4	n.a.	*	27.2	n.a.	*	12.0	n.a.	*	3.4	n.a.	*	12.1	n.a.	*	12.1	n.a.	*	12.1	n.a.	*	
Ake	3.5	2.6	0.9	30	1.3	1.8	-0.5	0.7	0.3	0.4	1.0	0.8	0.2	1.0	0.8	0.2	1.3	*	*	1.3	*	*	1.3	*	*	1.3	*	*	1.3	*	*	
BBC	38.1	28.9	9.2	20	3.5	3.5	0.0	9.6	5.9	3.7	8.5	5.0	3.5	13.5	9.0	4.5	9.7	8.5	1.2	11.1	9.8	1.3	5.3	1.9	3.4	5.3	1.9	3.4	5.3	1.9	3.4	
Breeze	174.3	173.9	0.4	4	17.9	16.9	1.0	48.0	36.2	11.8	59.8	50.5	9.3	93.9	89.5	4.4	59.8	65.5	-5.7	39.9	44.8	-4.9	43.7	40.3	3.4	43.7	40.3	3.4	43.7	40.3	3.4	
Chinese Radio AM936	21.4	17.4	4.0	24	2.4	1.4	1.0	13.0	9.1	3.9	10.0	8.0	2.0	12.1	10.7	1.4	3.7	5.0	-1.3	2.7	3.0	-0.3	4.0	1.6	2.4	4.0	1.6	2.4	4.0	1.6	2.4	
Coast	141.4	135.1	6.3	5	8.3	7.0	1.3	11.3	10.5	0.8	12.9	15.4	-2.5	39.7	41.2	-1.5	64.3	58.5	5.8	63.9	61.6	2.3	15.7	17.3	-1.6	15.7	17.3	-1.6	15.7	17.3	-1.6	
Edge	177.8	181.4	-3.6	3	29.1	28.5	0.6	81.7	84.7	-3.0	74.8	68.4	6.4	98.5	96.9	1.6	33.5	37.2	-3.7	11.3	10.6	0.7	45.7	45.1	0.6	45.7	45.1	0.6	45.7	45.1	0.6	
Flava	96.9	105.5	-8.6	9	17.3	25.1	-7.8	54.8	59.3	-4.5	35.4	28.7	6.7	43.8	36.7	7.1	10.0	9.8	0.2	1.6	1.7	-0.1	16.4	14.5	1.9	16.4	14.5	1.9	16.4	14.5	1.9	
FM99.4 Chinese Voice	10.1	9.5	0.6	27	1.1	0.7	0.4	5.1	3.4	1.7	4.5	4.9	-0.4	6.6	6.1	0.5	2.6	3.2	-0.6	1.1	1.9	-0.8	1.5	1.1	0.4	1.5	1.1	0.4	1.5	1.1	0.4	
George FM	71.6	94.9	-23.3	11	7.1	7.6	-0.5	37.0	48.0	-11.0	36.7	54.9	-18.2	46.9	64.9	-18.0	13.6	13.1	0.5	3.6	3.3	0.3	11.6	17.5	-5.9	11.6	17.5	-5.9	11.6	17.5	-5.9	
Humm FM	56.8	47.9	8.9	16	5.2	4.1	1.1	32.5	33.1	-0.6	37.0	31.6	5.4	38.9	33.5	5.4	7.7	3.9	3.8	5.8	2.1	3.7	13.5	5.6	7.9	13.5	5.6	7.9	13.5	5.6	7.9	
Life FM	32.1	34.2	-2.1	22	5.1	4.6	0.5	13.4	13.0	0.4	15.7	14.0	1.7	20.7	19.5	1.2	7.3	10.4	-3.1	3.0	5.9	-2.9	8.8	7.9	0.9	8.8	7.9	0.9	8.8	7.9	0.9	
Magic	32.6	29.8	2.8	21	0.2	1.0	-0.8	3.6	3.2	0.4	4.4	6.1	-1.7	9.0	9.3	-0.3	14.7	11.7	3.0	16.9	13.1	3.8	5.1	4.7	0.4	5.1	4.7	0.4	5.1	4.7	0.4	
Mai FM	194.0	189.2	4.8	1	38.7	36.1	2.6	99.4	104.2	-4.8	83.5	79.6	3.9	99.8	99.4	0.4	21.5	22.0	-0.5	7.4	6.0	1.4	35.2	36.5	-1.3	35.2	36.5	-1.3	35.2	36.5	-1.3	
Mix	48.5	46.6	1.9	17	4.4	6.0	-1.6	12.3	10.9	1.4	20.0	17.3	2.7	35.6	30.6	5.0	19.3	18.2	1.1	4.2	6.3	-2.1	10.9	8.9	2.0	10.9	8.9	2.0	10.9	8.9	2.0	
More FM	109.9	113.7	-3.8	7	15.1	11.0	4.1	32.1	31.2	0.9	42.2	42.8	-0.6	65.1	67.9	-2.8	35.5	40.2	-4.7	15.7	18.8	-3.1	31.0	27.9	3.1	31.0	27.9	3.1	31.0	27.9	3.1	
More FM Rodney	15.5	16.1	-0.6	25	1.9	1.0	0.9	6.8	7.3	-0.5	7.4	8.2	-0.8	8.4	10.5	-2.1	3.2	5.4	-2.2	2.9	3.0	-0.1	3.8	3.7	0.1	3.8	3.7	0.1	3.8	3.7	0.1	
Newstalk ZB	187.8	175.3	12.5	2	9.8	5.0	4.8	25.5	24.5	1.0	41.7	39.8	1.9	77.0	75.0	2.0	70.5	71.0	-0.5	67.5	63.0	4.5	30.8	30.1	0.7	30.8	30.1	0.7	30.8	30.1	0.7	
Radio Hauraki	60.0	65.1	-5.1	14	2.9	4.3	-1.4	22.5	29.5	-7.0	34.5	39.1	-4.6	44.1	43.8	0.3	15.1	10.9	4.2	7.1	8.1	-1.0	10.7	11.4	-0.7	10.7	11.4	-0.7	10.7	11.4	-0.7	
RadioLIVE	61.1	57.7	3.4	13	3.0	3.0	0.0	8.3	11.3	-3.0	13.7	17.8	-4.1	30.8	28.5	2.3	27.8	25.4	2.4	20.0	20.8	-0.8	12.4	10.9	1.5	12.4	10.9	1.5	12.4	10.9	1.5	
Radio Sport	69.6	54.4	15.2	12	6.1	3.9	2.2	12.9	12.6	0.3	20.2	19.1	1.1	35.3	30.2	5.1	23.3	19.5	3.8	17.1	14.3	2.8	9.4	8.0	1.4	9.4	8.0	1.4	9.4	8.0	1.4	
Radio Tainui	6.0	6.8	-0.8	28	1.2	1.4	-0.2	2.4	2.8	-0.4	2.5	2.5	0.0	2.8	2.9	-0.1	1.0	1.3	-0.3	0.7	0.9	-0.2	0.4	0.7	-0.3	0.4	0.7	-0.3	0.4	0.7	-0.3	
Tarana	46.4	37.5	8.9	18	3.8	3.0	0.8	27.0	18.2	8.8	23.4	17.4	6.0	28.6	21.7	6.9	8.2	8.3	-0.1	5.2	7.2	-2.0	13.6	8.0	5.6	13.6	8.0	5.6	13.6	8.0	5.6	
Radio Waatea	6.0	8.4	-2.4	28	1.3	1.6	-0.3	1.7	1.0	0.7	0.3	0.6	-0.3	1.4	1.4	0.0	1.8	2.3	-0.5	1.6	3.2	-1.6	0.6	1.7	-1.1	0.6	1.7					

AUCKLAND COMMERCIAL RADIO - SURVEY 2 2017

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

Survey Comparisons: 1/2017 - 2/2017

This Survey Period: Sun Jan 29 to Sat Jun 17 2017

Last Survey Period: Sun Jul 17 to Sat Oct 22 2016 & Sun Jan 29 to Sat Apr 8 2017

	This	Last	+/-
Potential (000)	1,332.5	1,332.5	0.0
Sample Size	2,572	2,404	168

	Mon-Fri 6am-9am				Mon-Fri 9am-12md				Mon-Fri 12md-4pm				Mon-Fri 4pm-7pm				Mon-Fri 7pm-12mn				Mon-Fri 12mn-6am				Sat-Sun 12mn-12mn			
	This	Last	+/-	Rank	This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-	
95bFM	15.9	n.a.	*	21	9.4	n.a.	*		15.2	n.a.	*		20.1	n.a.	*	*	9.3	n.a.	*		1.5	n.a.	*		27.0	n.a.	*	
Ake	*	0.3	*	*	*	*	*	*	0.3	0.5	-0.2		1.3	*	*	*	1.3	0.4	0.9		*	*	*		2.0	1.7	0.3	
BBC	12.6	9.5	3.1	23	7.7	5.3	2.4		9.7	9.3	0.4		11.4	7.0	4.4		16.2	12.6	3.6		11.5	8.4	3.1		25.1	19.2	5.9	
Breeze	87.2	84.4	2.8	3	75.5	76.8	-1.3		80.7	76.0	4.7		81.0	79.4	1.6		26.6	35.7	-9.1		16.5	18.7	-2.2		108.5	112.9	-4.4	
Chinese Radio AM936	12.9	7.9	5.0	22	10.0	8.6	1.4		6.0	4.4	1.6		12.0	10.6	1.4		2.9	3.0	-0.1		0.8	0.8	0.0		10.0	10.0	0.0	
Coast	68.7	65.9	2.8	6	66.9	64.4	2.5		85.4	79.2	6.2		74.2	68.4	5.8		32.0	34.9	-2.9		21.0	16.9	4.1		91.8	79.9	11.9	
Edge	85.0	86.9	-1.9	4	63.1	62.4	0.7		79.4	74.5	4.9		94.2	96.0	-1.8		44.7	45.9	-1.2		13.5	17.0	-3.5		104.3	107.7	-3.4	
Flava	45.4	55.1	-9.7	9	34.6	39.0	-4.4		42.9	40.9	2.0		55.2	52.1	3.1		23.2	24.9	-1.7		12.2	11.3	0.9		57.0	58.1	-1.1	
FM99.4 Chinese Voice	4.3	5.1	-0.8	26	3.3	4.0	-0.7		3.2	4.3	-1.1		2.1	1.8	0.3		1.1	4.0	-2.9		0.6	1.6	-1.0		6.7	5.5	1.2	
George FM	29.2	39.3	-10.1	13	22.2	28.8	-6.6		22.6	31.6	-9.0		35.3	42.7	-7.4		12.3	19.4	-7.1		8.8	8.3	0.5		49.2	65.5	-16.3	
Humm FM	31.5	27.9	3.6	12	13.6	15.7	-2.1		11.2	9.2	2.0		21.5	18.6	2.9		7.3	10.8	-3.5		4.5	6.1	-1.6		39.8	34.0	5.8	
Life FM	16.0	14.6	1.4	20	6.1	11.4	-5.3		8.5	11.7	-3.2		13.8	11.4	2.4		9.1	9.7	-0.6		5.1	4.6	0.5		23.8	24.5	-0.7	
Magic	17.0	13.7	3.3	19	10.6	12.2	-1.6		12.2	12.5	-0.3		12.6	15.4	-2.8		6.7	6.4	0.3		5.7	4.9	0.8		24.6	24.9	-0.3	
Mai FM	115.1	123.1	-8.0	2	62.1	65.3	-3.2		68.5	77.8	-9.3		100.3	104.5	-4.2		51.8	42.9	8.9		24.3	24.2	0.1		119.4	103.2	16.2	
Mix	18.9	21.0	-2.1	18	17.6	20.6	-3.0		22.7	26.1	-3.4		20.2	22.4	-2.2		7.1	7.8	-0.7		2.5	1.5	1.0		31.1	26.5	4.6	
More FM	57.5	59.4	-1.9	7	39.5	38.5	1.0		50.0	43.2	6.8		54.0	52.9	1.1		17.5	26.6	-9.1		13.5	14.1	-0.6		58.0	54.9	3.1	
More FM Rodney	6.0	8.3	-2.3	25	5.6	4.2	1.4		5.8	2.8	3.0		5.5	4.2	1.3		2.8	4.4	-1.6		0.3	2.3	-2.0		8.4	8.6	-0.2	
Newstalk ZB	130.1	122.9	7.2	1	80.2	67.5	12.7		75.0	65.6	9.4		83.8	85.2	-1.4		52.6	47.7	4.9		46.0	30.4	15.6		107.9	86.5	21.4	
Radio Hauraki	28.2	28.3	-0.1	14	22.3	25.8	-3.5		28.0	27.5	0.5		30.9	30.8	0.1		12.3	11.3	1.0		6.4	4.9	1.5		29.6	34.8	-5.2	
RadioLIVE	37.1	40.0	-2.9	11	18.1	11.3	6.8		16.6	15.3	1.3		29.1	26.4	2.7		12.7	10.5	2.2		12.8	10.4	2.4		30.9	31.2	-0.3	
Radio Sport	25.4	16.8	8.6	16	20.4	16.7	3.7		23.6	21.2	2.4		26.0	16.3	9.7		15.5	13.0	2.5		8.2	4.9	3.3		45.9	33.1	12.8	
Radio Tainui	0.6	0.7	-0.1	29	0.6	0.7	-0.1		1.9	0.6	1.3		1.1	1.4	-0.3		0.6	2.0	-1.4		1.1	2.8	-1.7		2.1	2.9	-0.8	
Tarana	27.1	29.3	-2.2	15	13.5	13.2	0.3		10.6	8.7	1.9		22.9	20.7	2.2		18.8	9.5	9.3		8.0	5.0	3.0		33.1	27.6	5.5	
Radio Waatea	4.2	3.5	0.7	27	2.6	3.4	-0.8		0.9	2.6	-1.7		3.5	4.7	-1.2		0.7	1.0	-0.3		0.3	1.2	-0.9		2.5	4.8	-2.3	
Rhema	11.8	19.6	-7.8	24	6.3	10.8	-4.5		10.1	12.0	-1.9		8.5	12.2	-3.7		4.9	10.3	-5.4		4.7	5.0	-0.3		14.7	21.5	-6.8	
Rock	38.7	40.8	-2.1	10	28.9	30.8	-1.9		34.2	37.1	-2.9		38.9	45.9	-7.0		16.8	15.5	1.3		11.3	12.1	-0.8		42.9	45.3	-2.4	
Star	4.1	5.6	-1.5	28	3.0	5.2	-2.2		7.2	10.4	-3.2		4.3	6.3	-2.0		5.6	4.7	0.9		1.0	2.5	-1.5		10.3	11.2	-0.9	
The Hits	49.1	46.2	2.9	8	40.4	37.3	3.1		50.5	46.9	3.6		48.5	52.0	-3.5		22.5	25.2	-2.7		12							

AUCKLAND COMMERCIAL RADIO - SURVEY 2 2017

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

Survey Comparisons: 1/2017 - 2/2017

This Survey Period: Sun Jan 29 to Sat Jun 17 2017

Last Survey Period: Sun Jul 17 to Sat Oct 22 2016 & Sun Jan 29 to Sat Apr 8 2017

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

AUCKLAND COMMERCIAL RADIO - SURVEY 2 2017

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

Survey Comparisons: 1/2017 - 2/2017

This Survey Period: Sun Jan 29 to Sat Jun 17 2017

Last Survey Period: Sun Jul 17 to Sat Oct 22 2016 & Sun Jan 29 to Sat Apr 8 2017

	This	Last	+/-
Potential (000)	1,332.5	1,332.5	0.0
Sample Size	2,572	2,404	168

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