





# AUCKLAND COMMERCIAL RADIO - SURVEY 2 2017

Station Share (%) 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	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		6.4	5.9	0.5		10.3	11.3	-1.0		6.9	5.0	1.9		7.5	8.8	-1.3	
Mediaworks Combo	42.7	45.9	-3.2		42.3	43.6	-1.3		46.6	47.6	-1.0		43.2	48.2	-5.0		33.4	35.8	-2.4		36.0	41.0	-5.0		40.7	43.4	-2.7	
NZME Combo	41.1	38.4	2.7		45.1	43.2	1.9		41.1	40.1	1.0		39.2	36.1	3.1		44.8	40.8	4.0		47.3	41.5	5.8		40.0	37.0	3.0	
NZME and Partners	46.4	42.0	4.4		48.6	45.9	2.7		44.4	41.9	2.5		45.3	40.1	5.2		48.7	44.9	3.8		49.7	43.7	6.0		45.2	40.4	4.8	

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 or Mai FM or More FM or More FM Rodney or RadioLIVE 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

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, Humm FM or 95bFM (from S2 2017)







