

## AUCKLAND COMMERCIAL RADIO - SURVEY 1 2018

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

Survey Comparisons: 4/2017 - 1/2018

This Survey Period: Sun Sep 10 to Sat Nov 18 2017 & Sun Jan 28 to Sat Apr 7 2018

Last Survey Period: Sun Jul 2 to Sat Nov 18 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	+/-																
95bFM	<b>1.2</b>	1.0	0.2	21	<b>0.3</b>	0.5	-0.2	<b>0.6</b>	1.0	-0.4	<b>1.6</b>	0.9	0.7	<b>1.7</b>	1.2	0.5	<b>1.6</b>	1.2	0.4	<b>0.8</b>	0.6	0.2	<b>2.2</b>	1.3	0.9	
Ake	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
BBC	<b>0.7</b>	0.6	0.1	23	<b>0.3</b>	0.7	-0.4	<b>0.1</b>	0.1	0.0	<b>0.1</b>	0.1	0.0	<b>0.2</b>	0.3	-0.1	<b>1.4</b>	0.6	0.8	<b>2.0</b>	0.9	1.1	<b>0.4</b>	0.4	0.0	
Breeze	<b>8.1</b>	7.5	0.6	4	<b>4.7</b>	2.9	1.8	<b>7.6</b>	6.4	1.2	<b>8.2</b>	6.4	1.8	<b>9.0</b>	8.4	0.6	<b>9.9</b>	10.8	-0.9	<b>8.5</b>	8.8	-0.3	<b>8.5</b>	6.9	1.6	
Chinese Radio AM936	<b>0.6</b>	1.0	-0.4	25	<b>1.0</b>	1.1	-0.1	<b>1.1</b>	1.2	-0.1	<b>0.9</b>	1.6	-0.7	<b>0.8</b>	1.6	-0.8	<b>0.4</b>	1.0	-0.6	<b>0.2</b>	0.1	0.1	<b>0.9</b>	2.2	-1.3	
Coast	<b>8.7</b>	7.9	0.8	3	<b>1.1</b>	0.8	0.3	<b>1.2</b>	1.4	-0.2	<b>2.6</b>	2.4	0.2	<b>4.3</b>	3.9	0.4	<b>10.8</b>	11.1	-0.3	<b>15.9</b>	18.8	-2.9	<b>7.1</b>	6.4	0.7	
Edge	<b>5.1</b>	5.3	-0.2	6	<b>16.9</b>	15.0	1.9	<b>7.1</b>	7.8	-0.7	<b>5.8</b>	6.4	-0.6	<b>5.1</b>	5.8	-0.7	<b>2.9</b>	3.3	-0.4	<b>1.1</b>	0.9	0.2	<b>6.7</b>	4.7	2.0	
Flava	<b>3.4</b>	3.8	-0.4	11	<b>7.3</b>	9.7	-2.4	<b>8.1</b>	8.7	-0.6	<b>5.5</b>	6.0	-0.5	<b>3.9</b>	4.0	-0.1	<b>0.6</b>	0.5	0.1	<b>0.2</b>	0.1	0.1	<b>3.2</b>	4.5	-1.3	
FM99.4 Chinese Voice	<b>0.2</b>	0.2	0.0	27	<b>0.1</b>	0.4	-0.3	<b>0.1</b>	0.2	-0.1	<b>0.2</b>	0.1	0.1	<b>0.4</b>	0.1	0.3	<b>0.4</b>	0.2	0.2	*	0.2	*	*	0.1	*	*
George FM	<b>3.4</b>	3.7	-0.3	11	<b>2.5</b>	2.3	0.2	<b>6.9</b>	7.8	-0.9	<b>6.1</b>	7.3	-1.2	<b>5.1</b>	5.2	-0.1	<b>1.7</b>	1.3	0.4	<b>0.1</b>	0.7	-0.6	<b>1.4</b>	1.8	-0.4	
Humm FM	<b>2.0</b>	2.5	-0.5	16	<b>1.7</b>	2.2	-0.5	<b>3.6</b>	4.6	-1.0	<b>3.8</b>	5.7	-1.9	<b>2.9</b>	4.3	-1.4	<b>0.9</b>	1.3	-0.4	<b>0.4</b>	0.5	-0.1	<b>2.5</b>	3.9	-1.4	
Life FM	<b>1.7</b>	0.9	0.8	19	<b>0.9</b>	0.7	0.2	<b>2.2</b>	1.2	1.0	<b>2.1</b>	0.6	1.5	<b>1.8</b>	0.6	1.2	<b>1.3</b>	0.7	0.6	<b>2.5</b>	1.2	0.1				
Magic	<b>2.0</b>	1.2	0.8	16	<b>0.1</b>	*	*	*	0.1	*	<b>0.1</b>	0.1	0.0	<b>0.4</b>	0.4	0.0	<b>1.7</b>	2.3	-0.6	<b>4.1</b>	4.2	-0.1	<b>1.1</b>	1.2	-0.1	
Mal FM	<b>10.2</b>	9.2	1.0	2	<b>22.1</b>	21.5	0.6	<b>21.8</b>	16.2	5.6	<b>16.0</b>	13.2	2.8	<b>11.9</b>	10.4	1.5	<b>2.8</b>	4.3	-1.5	<b>1.1</b>	1.9	-0.8	<b>10.1</b>	10.6	-0.5	
Mix	<b>1.9</b>	2.0	-0.1	18	<b>1.0</b>	0.7	0.3	<b>0.9</b>	0.9	0.0	<b>2.2</b>	2.3	-0.1	<b>2.1</b>	2.8	-0.7	<b>2.4</b>	2.9	-0.5	<b>3.2</b>	1.8	1.4	<b>2.0</b>	2.5	-0.5	
More FM	<b>6.2</b>	5.3	0.9	5	<b>8.5</b>	8.3	0.2	<b>5.6</b>	6.2	-0.6	<b>5.9</b>	5.1	0.8	<b>7.6</b>	5.1	2.5	<b>8.9</b>	6.1	2.8	<b>4.5</b>	5.5	-1.0	<b>9.7</b>	6.5	3.2	
More FM Rodney	<b>0.3</b>	0.4	-0.1	26	<b>0.3</b>	0.8	-0.5	<b>0.3</b>	0.4	-0.1	<b>0.5</b>	0.3	0.2	<b>0.4</b>	0.3	0.1	<b>0.3</b>	0.4	-0.1	<b>0.3</b>	0.3	0.0	<b>0.9</b>	0.5	0.4	
Newstalk ZB	<b>11.0</b>	12.7	-1.7	1	<b>1.3</b>	3.0	-1.7	<b>2.2</b>	2.5	-0.3	<b>4.1</b>	5.3	-1.2	<b>5.4</b>	7.5	-2.1	<b>10.7</b>	12.5	-1.8	<b>21.5</b>	19.3	2.2	<b>7.4</b>	8.7	-1.3	
Radio Hauraki	<b>2.3</b>	2.4	-0.1	14	<b>0.7</b>	0.3	0.4	<b>2.0</b>	4.1	-2.1	<b>2.4</b>	3.2	-0.8	<b>2.5</b>	2.5	0.0	<b>3.4</b>	2.0	1.4	<b>3.5</b>	2.7	0.8	<b>2.1</b>	1.5	0.6	
RadioLIVE	<b>2.3</b>	2.2	0.1	14	<b>1.0</b>	0.8	0.2	<b>0.5</b>	0.3	0.2	<b>1.5</b>	1.2	0.3	<b>2.0</b>	1.9	0.1	<b>3.0</b>	2.5	0.5	<b>3.8</b>	2.6	1.2	<b>2.3</b>	2.0	0.3	
Radio Sport	<b>1.6</b>	1.6	0.0	20	<b>0.5</b>	0.7	-0.2	<b>0.4</b>	0.3	0.1	<b>2.2</b>	0.5	1.7	<b>1.9</b>	1.5	0.4	<b>1.5</b>	3.1	-1.6	<b>1.9</b>	2.5	-0.6	<b>0.7</b>	0.8	-0.1	
Radio Tainui	<b>0.1</b>	0.3	-0.2	28	*	0.2	*	*	0.1	*	<b>0.2</b>	0.3	-0.1	<b>0.2</b>	0.2	0.0	*	*	*	<b>0.1</b>	0.7	-0.6	*	*	*	
Tarana	<b>3.1</b>	3.3	-0.2	13	<b>0.9</b>	1.3	-0.4	<b>2.7</b>	2.0	0.7	<b>4.1</b>	4.1	0.0	<b>3.6</b>	3.5	0.1	<b>3.1</b>	3.5	-0.4	<b>3.5</b>	4.3	-0.8	<b>6.2</b>	6.3	-0.1	
Radio Waatea	*	0.1	*	*	*	*	*	*	*	*	*	0.1	*	*	0.1	*	*	*	0.6	*	*	0.1	0.5	-0.4		
Rhema	<b>1.0</b>	0.9	0.1	22	<b>0.3</b>	0.4	-0.1	<b>0.9</b>	0.8	0.1	<b>0.8</b>	0.9	-0.1	<b>0.9</b>	0.9	0.0	<b>1.3</b>	1.4	-0.1	<b>1.0</b>	1.5	-0.5	<b>1.2</b>	1.2	0.0	
Rock	<b>3.9</b>	4.9	-1.0	9	<b>5.2</b>	5.0	0.2	<b>4.3</b>	5.4	-1.1	<b>3.2</b>	5.4	-2.2	<b>4.4</b>	6.5	-2.1	<b>5.4</b>	6.3	-0.9	<b>2.5</b>	2.1	0.4	<b>2.3</b>	5.2	-2.9	
Star	<b>0.7</b>	0.6	0.1	23	<b>0.1</b>	*	*	*	0.1	*	<b>0.5</b>	0.1	0.4	<b>0.3</b>	0.1	0.2	<b>1.2</b>	1.2	0.0	<b>2.4</b>	2.3	0.1	<b>0.6</b>	0.4	0.2	
The Hits	<b>3.6</b>	4.0	-0.4	10	<b>4.2</b>	5.1	-0.9	<b>3.1</b>	4.5	-1.4	<b>5.1</b>	5.4	-0.3	<b>4.9</b>	4.9	0.0	<b>3.8</b>	4.2	-0.4	<b>2.2</b>	3.3	-1.1	<b>4.5</b>	4.9	-0.4	
The Sound	<b>4.8</b>	4.2	0.6	7	<b>2.7</b>	2.9	-0.2	<b>4.2</b>	3.8	0.4	<b>3.4</b>	2.9	0.5	<b>5.1</b>	4.3	0.8	<b>9.2</b>	7.0	2.2	<b>7.2</b>	6.2	1.0	<b>1.7</b>	1.4	0.3	
ZM	<b>4.6</b>	4.7	-0.1	8	<b>8.7</b>	7.1	1.6	<b>6.3</b>	7.7	-1.4	<b>5.5</b>	7.1	-1.6	<b>5.3</b>	5.9	-0.6	<b>3.8</b>	2.6	1.2	<b>1.8</b>	0.8	1.0	<b>6.0</b>	5.6	0.4	
Others	<b>5.2</b>	5.6	-0.4		<b>5.5</b>	5.8	-0.3	<b>5.9</b>	4.2	1.7	<b>5.3</b>	4.9	0.4	<b>6.0</b>	6.0	0.0	<b>5.4</b>	5.9	-0.5	<b>3.8</b>	4.6	-0.8	<b>7.0</b>	6.8	0.2	
Mediaworks Combo	<b>46.3</b>	43.9	2.4		<b>64.2</b>	59.5	4.7	<b>58.4</b>	54.5	3.9	<b>50.8</b>	48.4	2.4	<b>51.0</b>	48.3	2.7	<b>45.8</b>	44.2	1.6	<b>33.2</b>	33.1	0.1	<b>44.7</b>	40.8	3.9	
NZME Combo	<b>37.9</b>	39.7	-1.8		<b>25.1</b>	28.0	-2.9	<b>24.3</b>	30.1	-5.8	<b>29.7</b>	32.3	-2.6	<b>30.4</b>	33.4	-3.0	<b>38.4</b>	39.4	-1.0	<b>52.1</b>	50.3	1.8	<b>33.2</b>	35.3	-2.1	
NZME and Partners	<b>41.9</b>	44.3	-2.4		<b>28.2</b>	32.2	-4.0	<b>29.8</b>	37.1	-7.3	<b>36.2</b>	40.6	-4.4	<b>36.2</b>	40.4	-4.2	<b>41.8</b>	43.0	-1.2	<b>53.5</b>	51.8	1.7	<b>38.9</b>	42.7	-3.8	
Potential (000)	<b>1,445.0</b>	1,332.5	112.5		<b>167.8</b>	155.0	12.8	<b>485.2</b>	438.4	46.8	<b>516.0</b>	460.1	55.9	<b>727.0</b>	662.1	64.9	<b>382.0</b>	358.6	23.4	<b>286.0</b>	265.3	20.7	<b>287.8</b>	274.5	13.3	
Sample	<b>2,571</b>	2,463	108		<b>318</b>	321	-3	<b>827</b>	824	3	<b>944</b>	869	75	<b>1,316</b>	1,236	80	<b>685</b>	672	13	<b>528</b>	495	33	<b>534</b>	526	8	

## AUCKLAND COMMERCIAL RADIO - SURVEY 1 2018

Station Share (%) by Daypart, People 10+

Survey Comparisons: 4/2017 - 1/2018

This Survey Period: Sun Sep 10 to Sat Nov 18 2017 & Sun Jan 28 to Sat Apr 7 2018

Last Survey Period: Sun Jul 2 to Sat Nov 18 2017

	This	Last	+/-
Potential (000)	1,445.0	1,332.5	112.5
Sample Size	2,571	2,463	108

	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	0.9	0.8	0.1	22	1.7	1.1	0.6		1.3	1.0	0.3		1.2	0.9	0.3		1.2	0.9	0.3		0.6	1.5	-0.9		1.1	0.9	0.2	
Ake	*	*	*	*	*	*	*		*	*	*		*	*	*		*	*	*		0.1	*	*	*	*	*	*	*
BBC	0.5	0.4	0.1	25	0.3	0.3	0.0		0.2	0.3	-0.1		0.3	0.4	-0.1		1.3	0.7	0.6		4.8	2.9	1.9		1.0	0.9	0.1	
Breeze	6.8	6.0	0.8	4	11.0	9.3	1.7		9.8	8.6	1.2		5.6	6.0	-0.4		4.7	6.5	-1.8		5.9	5.9	0.0		8.8	8.2	0.6	
Chinese Radio AM936	0.6	1.1	-0.5	24	0.8	1.5	-0.7		0.4	0.8	-0.4		1.2	1.0	0.2		1.1	0.6	0.5		0.1	0.1	0.0		0.4	0.7	-0.3	
Coast	6.4	6.0	0.4	5	8.3	8.5	-0.2		9.1	9.5	-0.4		7.9	6.8	1.1		11.4	9.3	2.1		7.9	6.2	1.7		10.5	8.4	2.1	
Edge	4.2	5.0	-0.8	7	5.0	4.6	0.4		4.6	4.6	0.0		7.0	7.1	-0.1		4.3	5.8	-1.5		4.3	4.2	0.1		5.7	5.7	0.0	
Flava	2.9	3.6	-0.7	13	3.3	3.3	0.0		4.0	3.9	0.1		2.6	3.9	-1.3		3.4	4.6	-1.2		3.9	3.0	0.9		3.8	4.4	-0.6	
FM99.4 Chinese Voice	0.1	0.1	0.0	27	0.3	0.1	0.2		0.2	0.1	0.1		0.3	0.2	0.1		0.2	0.2	0.0		0.1	0.3	-0.2		0.3	0.3	0.0	
George FM	3.0	3.0	0.0	12	3.8	3.8	0.0		4.0	4.6	-0.6		3.1	3.6	-0.5		1.8	3.6	-1.8		4.6	6.1	-1.5		3.2	3.1	0.1	
Humm FM	1.6	2.2	-0.6	17	1.6	3.1	-1.5		1.1	2.6	-1.5		1.7	1.9	-0.2		5.8	2.5	3.3		2.5	3.5	-1.0		2.3	2.5	-0.2	
Life FM	2.1	1.1	1.0	16	1.7	0.8	0.9		1.5	0.8	0.7		1.8	0.8	1.0		1.9	1.6	0.3		3.1	1.0	2.1		1.4	0.7	0.7	
Magic	1.4	0.9	0.5	18	2.3	1.7	0.6		2.6	1.9	0.7		1.9	1.0	0.9		1.7	1.0	0.7		1.9	1.0	0.9		2.0	1.0	1.0	
Mai FM	12.6	11.2	1.4	2	7.7	6.1	1.6		9.2	8.0	1.2		12.7	9.9	2.8		8.4	8.3	0.1		10.1	10.9	-0.8		9.7	10.1	-0.4	
Mix	1.3	1.5	-0.2	19	2.1	1.7	0.4		2.5	2.3	0.2		1.6	2.4	-0.8		2.2	1.1	1.1		1.1	0.9	0.2		2.3	2.5	-0.2	
More FM	6.9	5.4	1.5	3	7.9	5.3	2.6		8.0	6.6	1.4		6.5	5.5	1.0		3.1	3.5	-0.4		1.6	1.9	-0.3		4.2	4.9	-0.7	
More FM Rodney	0.3	0.2	0.1	26	0.2	0.3	-0.1		0.5	0.3	0.2		0.4	0.2	0.2		0.2	0.3	-0.1		0.2	0.5	-0.3		0.3	0.8	-0.5	
Newstalk ZB	15.4	16.3	-0.9	1	11.7	13.7	-2.0		6.5	7.9	-1.4		10.1	12.4	-2.3		12.0	13.8	-1.8		21.7	23.6	-1.9		9.1	11.0	-1.9	
Radio Hauraki	2.8	3.1	-0.3	14	2.0	2.7	-0.7		2.2	2.9	-0.7		2.4	2.1	0.3		0.7	0.7	0.0		2.7	1.6	1.1		2.4	2.0	0.4	
RadioLIVE	2.8	2.6	0.2	14	1.2	1.6	-0.4		2.1	2.1	0.0		2.3	2.3	0.0		2.2	2.1	0.1		6.2	5.8	0.4		2.3	1.7	0.6	
Radio Sport	1.1	1.4	-0.3	20	1.9	2.2	-0.3		1.6	1.3	0.3		1.7	1.6	0.1		1.0	0.8	0.2		0.4	1.0	-0.6		2.2	1.8	0.4	
Radio Tainui	0.1	0.3	-0.2	27	0.1	0.5	-0.4		0.1	0.1	0.0		0.1	0.1	0.0		*	*	*		0.1	0.3	-0.2		0.1	0.3	-0.2	
Tarana	3.1	2.9	0.2	11	2.1	2.3	-0.2		2.4	2.7	-0.3		3.7	4.2	-0.5		4.6	5.0	-0.4		1.1	1.5	-0.4		3.8	4.3	-0.5	
Radio Waatea	*	*	*	*	*	0.2	*	*	0.2	*	*		*	0.2	*	*	*	0.1	*	*		*	*	*		0.1	0.2	-0.1
Rhema	1.0	1.0	0.0	21	0.6	0.5	0.1		0.6	0.6	0.0		0.4	0.7	-0.3		2.4	1.8	0.6		1.5	1.5	0.0		1.2	1.2	0.0	
Rock	3.8	5.2	-1.4	8	3.5	4.8	-1.3		4.6	6.5	-1.9		4.2	5.0	-0.8		3.6	3.4	0.2		1.9	2.9	-1.0		3.7	3.7	0.0	
Star	0.8	0.6	0.2	23	0.6	0.2	0.4		0.3	0.3	0.0		0.2	0.4	-0.2		1.3	1.6	-0.3		1.2	1.4	-0.2		1.1	0.9	0.2	
The Hits	3.4	4.0	-0.6	9	3.8	4.7	-0.9		4.2	4.9	-0.7		3.8	4.4	-0.6		4.0	2.5	1.5		2.2	1.7	0.5		3.3	3.1	0.2	
The Sound	3.3	3.2	0.1	10	6.8	6.3	0.5		6.8	6.2	0.6		5.0	3.6	1.4		2.9	1.5	1.4		1.3	1.5	-0.2		4.0	3.3	0.7	
ZM	4.9	5.4	-0.5	6	3.6	3.5	0.1		5.4	4.6	0.8		5.6	6.4	-0.8		3.7	4.2	-0.5		2.6	1.9	0.7		4.3	4.5	-0.2	
Others	5.8	5.3	0.5		3.8	5.3	-1.5		4.0	3.7	0.3		4.7	4.8	-0.1		8.8	11.8	-3.0		4.4	5.4	-1.0		5.9	6.9	-1.0	
Mediaworks Combo	45.1	42.7	2.4		49.5	43.8	5.7		52.2	49.5	2.7		48.8	44.3	4.5		33.0	36.0	-3.0		38.0	40.7	-2.7		43.8	42.6	1.2	
NZME Combo	38.8	41.7	-2.9		37.0	40.7	-3.7		35.7	37.5	-1.8		35.9	40.4	-4.5		39.8	37.7	2.1		47.4	42.7	4.7		38.7	38.6	0.1	
NZME and Partners	42.0	46.0	-4.0		41.5	46.4	-4.9		38.7	42.1	-3.4		40.2	44.5	-4.3		48.0	42.0	6.0		50.6	48.0	2.6		42.7	43.0	-0.3	

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 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 NZME Combo or (from S1 2018) internet only listening to Hokonui

## AUCKLAND COMMERCIAL RADIO - SURVEY 1 2018

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

Survey Comparisons: 4/2017 - 1/2018

This Survey Period: Sun Sep 10 to Sat Nov 18 2017 & Sun Jan 28 to Sat Apr 7 2018

Last Survey Period: Sun Jul 2 to Sat Nov 18 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	<b>34.8</b>	32.3	2.5	21	<b>2.3</b>	1.9	0.4	<b>11.6</b>	10.3	1.3	<b>17.5</b>	14.1	3.4	<b>24.8</b>	19.6	5.2	<b>9.5</b>	9.7	-0.2	<b>2.8</b>	5.3	-2.5	<b>8.5</b>	7.6	0.9	<b>4.3</b>	5.7	-1.4	<b>8.5</b>	7.6	0.9	
Ake	<b>1.5</b>	0.5	1.0	30	*	*	*	<b>1.5</b>	0.5	1.0	<b>1.5</b>	0.5	1.0	<b>1.5</b>	0.5	1.0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
BBC	<b>26.4</b>	26.8	-0.4	24	<b>4.1</b>	4.3	-0.2	<b>2.8</b>	3.2	-0.4	<b>4.0</b>	2.7	1.3	<b>7.6</b>	6.1	1.5	<b>10.5</b>	9.6	0.9	<b>11.3</b>	12.4	-1.1	<b>4.3</b>	5.7	-1.4	<b>50.0</b>	41.8	8.2	<b>50.0</b>	41.8	8.2	
Breeze	<b>215.2</b>	179.2	36.0	2	<b>21.5</b>	14.4	7.1	<b>61.4</b>	52.9	8.5	<b>69.1</b>	55.7	13.4	<b>110.2</b>	99.5	10.7	<b>74.7</b>	70.2	4.5	<b>53.8</b>	42.0	11.8	<b>22.4</b>	19.5	2.9	<b>22.4</b>	19.5	2.9	<b>50.0</b>	41.8	8.2	
Chinese Radio AM936	<b>27.0</b>	30.0	-3.0	23	<b>4.0</b>	5.0	-1.0	<b>9.4</b>	11.3	-1.9	<b>11.4</b>	15.0	-3.6	<b>18.0</b>	21.9	-3.9	<b>7.9</b>	7.8	0.1	<b>2.0</b>	0.9	1.1	<b>6.8</b>	9.1	-2.3	<b>6.8</b>	9.1	-2.3	<b>50.0</b>	41.8	8.2	
Coast	<b>145.7</b>	133.1	12.6	6	<b>6.2</b>	7.1	-0.9	<b>17.9</b>	15.4	2.5	<b>27.2</b>	21.7	5.5	<b>43.5</b>	39.7	3.8	<b>53.3</b>	51.4	1.9	<b>69.0</b>	67.3	1.7	<b>22.4</b>	19.5	2.9	<b>22.4</b>	19.5	2.9	<b>50.0</b>	41.8	8.2	
Edge	<b>177.0</b>	161.9	15.1	4	<b>33.7</b>	31.6	2.1	<b>90.3</b>	79.5	10.8	<b>75.6</b>	66.5	9.1	<b>95.2</b>	85.5	9.7	<b>27.6</b>	26.7	0.9	<b>9.4</b>	8.4	1.0	<b>41.6</b>	32.2	9.4	<b>41.6</b>	32.2	9.4	<b>50.0</b>	41.8	8.2	
Flava	<b>101.2</b>	102.8	-1.6	9	<b>20.6</b>	24.6	-4.0	<b>64.2</b>	60.9	3.3	<b>45.4</b>	40.7	4.7	<b>50.0</b>	45.6	4.4	<b>5.3</b>	5.1	0.2	<b>0.7</b>	0.2	0.5	<b>20.4</b>	24.4	-4.0	<b>20.4</b>	24.4	-4.0	<b>50.0</b>	41.8	8.2	
FM99.4 Chinese Voice	<b>5.1</b>	7.6	-2.5	27	<b>0.8</b>	1.5	-0.7	<b>1.8</b>	3.7	-1.9	<b>3.7</b>	2.4	1.3	<b>4.1</b>	2.5	1.6	<b>0.3</b>	1.4	-1.1	*	1.2	*	<b>0.1</b>	0.4	-0.3	<b>0.1</b>	0.4	-0.3	<b>50.0</b>	41.8	8.2	
George FM	<b>84.9</b>	83.8	1.1	12	<b>7.2</b>	6.4	0.8	<b>43.0</b>	46.0	-3.0	<b>42.5</b>	41.0	1.5	<b>58.6</b>	50.4	8.2	<b>18.0</b>	12.3	5.7	<b>2.0</b>	4.3	-2.3	<b>15.9</b>	16.6	-0.7	<b>15.9</b>	16.6	-0.7	<b>50.0</b>	41.8	8.2	
Humm FM	<b>41.0</b>	40.6	0.4	19	<b>4.7</b>	5.5	-0.8	<b>19.0</b>	16.5	2.5	<b>24.4</b>	25.9	-1.5	<b>29.4</b>	31.2	-1.8	<b>6.5</b>	6.2	0.3	<b>1.8</b>	1.2	0.6	<b>10.3</b>	12.2	-1.9	<b>10.3</b>	12.2	-1.9	<b>50.0</b>	41.8	8.2	
Life FM	<b>41.7</b>	29.9	11.8	18	<b>4.9</b>	5.1	-0.2	<b>21.0</b>	12.7	8.3	<b>21.8</b>	9.7	12.1	<b>25.2</b>	13.6	11.6	<b>6.6</b>	6.0	0.6	<b>5.1</b>	3.0	2.1	<b>9.7</b>	6.6	3.1	<b>9.7</b>	6.6	3.1	<b>50.0</b>	41.8	8.2	
Magic	<b>35.1</b>	26.1	9.0	20	<b>2.4</b>	0.3	2.1	<b>1.9</b>	1.8	0.1	<b>2.5</b>	2.3	0.2	<b>6.7</b>	5.5	1.2	<b>9.8</b>	11.9	-2.1	<b>16.5</b>	18.2	-1.7	<b>2.9</b>	4.1	-1.2	<b>2.9</b>	4.1	-1.2	<b>50.0</b>	41.8	8.2	
Mal FM	<b>246.5</b>	228.8	17.7	1	<b>38.5</b>	39.1	-0.6	<b>150.8</b>	120.0	30.8	<b>119.5</b>	97.2	22.3	<b>137.0</b>	121.8	15.2	<b>26.2</b>	34.1	-7.9	<b>10.7</b>	13.0	-2.3	<b>42.6</b>	44.4	-1.8	<b>42.6</b>	44.4	-1.8	<b>50.0</b>	41.8	8.2	
Mix	<b>49.1</b>	52.5	-3.4	14	<b>4.4</b>	2.9	1.5	<b>11.7</b>	10.0	1.7	<b>19.2</b>	22.5	-3.3	<b>28.1</b>	36.9	-8.8	<b>16.6</b>	20.7	-4.1	<b>11.9</b>	9.5	2.4	<b>10.7</b>	16.6	-5.9	<b>10.7</b>	16.6	-5.9	<b>50.0</b>	41.8	8.2	
More FM	<b>125.6</b>	119.3	6.3	7	<b>17.8</b>	20.0	-2.2	<b>33.7</b>	38.6	-4.9	<b>45.8</b>	44.0	1.8	<b>75.0</b>	64.5	10.5	<b>46.8</b>	35.6	11.2	<b>21.0</b>	18.5	2.5	<b>39.0</b>	31.1	7.9	<b>39.0</b>	31.1	7.9	<b>50.0</b>	41.8	8.2	
More FM Rodney	<b>16.0</b>	16.5	-0.5	25	<b>2.0</b>	2.8	-0.8	<b>5.3</b>	4.8	0.5	<b>7.5</b>	5.9	1.6	<b>8.9</b>	7.2	1.7	<b>2.0</b>	3.1	-1.1	<b>3.5</b>	3.2	0.3	<b>4.3</b>	3.2	1.1	<b>4.3</b>	3.2	1.1	<b>50.0</b>	41.8	8.2	
Newstalk ZB	<b>197.2</b>	195.5	1.7	3	<b>7.2</b>	12.8	-5.6	<b>28.0</b>	26.9	1.1	<b>53.2</b>	44.2	9.0	<b>86.1</b>	83.5	2.6	<b>68.0</b>	70.2	-2.2	<b>68.3</b>	63.8	4.5	<b>30.5</b>	34.9	-4.4	<b>30.5</b>	34.9	-4.4	<b>50.0</b>	41.8	8.2	
Radio Hauraki	<b>68.6</b>	63.2	5.4	13	<b>4.8</b>	2.6	2.2	<b>22.7</b>	30.2	-7.5	<b>29.7</b>	32.4	-2.7	<b>48.4</b>	39.8	8.6	<b>25.1</b>	13.7	11.4	<b>8.6</b>	8.3	0.3	<b>12.1</b>	12.0	0.1	<b>12.1</b>	12.0	0.1	<b>50.0</b>	41.8	8.2	
RadioLIVE	<b>45.6</b>	47.2	-1.6	16	<b>3.4</b>	3.3	0.1	<b>4.6</b>	4.9	-0.3	<b>10.9</b>	9.9	1.0	<b>20.2</b>	24.3	-4.1	<b>17.6</b>	21.6	-4.0	<b>14.5</b>	13.4	1.1	<b>9.3</b>	12.1	-2.8	<b>9.3</b>	12.1	-2.8	<b>50.0</b>	41.8	8.2	
Radio Sport	<b>47.2</b>	44.6	2.6	15	<b>3.3</b>	2.6	0.7	<b>10.0</b>	6.9	3.1	<b>11.8</b>	10.3	1.5	<b>18.6</b>	20.1	-1.5	<b>16.0</b>	18.9	-2.9	<b>17.1</b>	14.8	2.3	<b>5.0</b>	5.5	-0.5	<b>5.0</b>	5.5	-0.5	<b>50.0</b>	41.8	8.2	
Radio Tainui	<b>2.8</b>	6.3	-3.5	28	*	1.0	*	<b>1.5</b>	2.0	-0.5	<b>1.7</b>	1.8	-0.1	<b>1.7</b>	1.8	-0.1	<b>0.7</b>	0.5	0.2	<b>0.7</b>	2.7	-2.0	<b>0.4</b>	0.6	-0.2	<b>0.4</b>	0.6	-0.2	<b>50.0</b>	41.8	8.2	
Tarana	<b>44.4</b>	42.5	1.9	17	<b>2.9</b>	3.0	-0.1	<b>14.4</b>	12.1	2.3	<b>24.1</b>	22.7	1.4	<b>31.8</b>	29.3	2.5	<b>11.0</b>	10.2	0.8	<b>5.3</b>	5.2	0.1	<b>13.7</b>	11.9	1.8	<b>13.7</b>	11.9	1.8	<b>50.0</b>	41.8	8.2	
Radio Waatea	<b>2.5</b>	6.3	-3.8	29	*	*	*	<b>1.2</b>	*	*	<b>0.2</b>	1.0	-0.8	<b>1.5</b>	1.4	0.1	<b>2.3</b>	1.5	0.8	<b>1.0</b>	4.1	-3.1	<b>1.3</b>	1.3	0.0	<b>1.3</b>	1.3	0.0	<b>50.0</b>	41.8	8.2	
Rhema	<b>31.9</b>	32.3	-0.4	22	<b>3.2</b>	2.7	0.5	<b>10.6</b>	9.2	1.4	<b>8.9</b>	10.2	-1.3	<b>14.7</b>	16.3	-1.6	<b>12.6</b>	13.5	-0.9	<b>8.5</b>	9.7	-1.2	<b>7.5</b>	10.1	-2.6	<b>7.5</b>	10.1	-2.6	<b>50.0</b>	41.8	8.2	
Rock	<b>92.6</b>	87.6	5.0	10	<b>9.9</b>	12.3	-2.4	<b>43.4</b>	34.9	8.5	<b>44.0</b>	42.6	1.4	<b>57.1</b>	59.4	-2.3	<b>22.1</b>	20.6	1.5	<b>10.0</b>	4.4	5.6	<b>13.6</b>	16.7	-3.1	<b>13.6</b>	16.7	-3.1	<b>50.0</b>	41.8	8.2	
Star	<b>150.0</b>	94.4	5.6	26	<b>1.2</b>	0.2	1.0	<b>2.2</b>	1.9	0.3	<b>5.0</b>	2.2	2.8	<b>5.0</b>	2.6	2.4	<b>5.7</b>	4.6	1.1	<b>7.7</b>	5.4	2.3	<b>3.7</b>	1.7	2.0	<b>3.7</b>	1.7	2.0	<b>50.0</b>	41.8	8.2	
The Hits	<b>108.7</b>	107.6	1.1	8	<b>14.9</b>	16.4	-1.5	<b>28.6</b>	34.2	-5.6	<b>46.6</b>	47.3	-0.7	<b>68.6</b>	66.8	1.8	<b>31.5</b>	30.1	1.4	<b>12.5</b>	13.9	-1.4	<b>23.0</b>	27.7	-4.7	<b>23.0</b>	27.7	-4.7	<b>50.0</b>	41.8	8.2	
The Sound	<b>85.8</b>	72.1	13.7	11	<b>7.1</b>	6.0	1.1	<b>20.5</b>	17.3	3.2	<b>18.3</b>	13.7	4.6	<b>39.9</b>	31.0	8.9	<b>44.7</b>	33.6	11.1	<b>30.9</b>	28.2	2.7	<b>10.6</b>	11.4	-0.9	<b>10.6</b>	11.4	-0.9	<b>50.0</b>	41.8	8.2	
ZM	<b>156.2</b>	155.5	0.7	5	<b>23.5</b>	22.4	1.1	<b>77.7</b>	73.7	4.0	<b>73.4</b>	73.4	0.0	<b>93.8</b>	93.3	0.5	<b>27.2</b>	28.6	-1.4	<b>7.8</b>	9.4	-1.6	<b>34.0</b>	34.6	-0.6	<b>34.0</b>	34.6	-0.6	<b>50.0</b>	41.8	8.2	
Others	<b>131.0</b>	124.2	6.8		<b>18.2</b>	17.5	0.7	<b>52.5</b>	45.0	7.5	<b>49.2</b>	42.0	7.2	<b>65.3</b>	58.2	7.1	<b>30.1</b>	28.5	1.6	<b>23.5</b>	24.7	-1.2	<b>31.4</b>	29.4	2.0	<b>31.4</b>	29.4	2.0	<b>50.0</b>	41.8	8.2	
Mediaworks Combo	<b>784.1</b>	706.7	77.4		<b>95.8</b>	91.6	4.2	<b>291.7</b>	263.9	27.8	<b>288.3</b>	262.4	25.9	<b>415.6</b>	378.1	37.5	<b>216.7</b>	191.7	25.0	<b>135.6</b>	116.2	19.4	<b>162.0</b>	155.6	6.4	<b>162.0</b>	155.6	6.4	<b>50.0</b>	41.8	8.2	
NZME Combo	<b>663.3</b>	649.5	13.8		<b>61.4</b>	69.4	-8.																									

## AUCKLAND COMMERCIAL RADIO - SURVEY 1 2018

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

Survey Comparisons: 4/2017 - 1/2018

This Survey Period: Sun Sep 10 to Sat Nov 18 2017 & Sun Jan 28 to Sat Apr 7 2018

Last Survey Period: Sun Jul 2 to Sat Nov 18 2017

	This	Last	+/-
Potential (000)	1,445.0	1,332.5	112.5
Sample Size	2,571	2,463	108

	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	13.3	12.7	0.6	22	12.1	8.0	4.1		13.5	13.3	0.2		14.7	12.4	2.3		8.3	4.2	4.1		4.1	5.1	-1.0		20.2	16.7	3.5	
Ake	*	*	*	*	0.3	*	*		0.4	0.3	0.1		0.4	0.3	0.1		0.4	0.3	0.1		0.8	0.1	0.7		*	*	*	
BBC	13.3	11.1	2.2	22	7.5	8.7	-1.2		5.4	6.0	-0.6		5.3	7.0	-1.7		6.4	6.4	0.0		7.5	6.3	1.2		16.1	15.1	1.0	
Breeze	109.5	94.2	15.3	3	94.5	75.1	19.4		93.3	78.8	14.5		84.7	72.3	12.4		35.4	37.0	-1.6		24.3	18.3	6.0		117.9	100.5	17.4	
Chinese Radio AM936	11.6	15.4	-3.8	24	9.8	11.2	-1.4		9.3	10.9	-1.6		17.8	16.6	1.2		9.2	4.8	4.4		0.6	0.7	-0.1		15.1	19.5	-4.4	
Coast	67.0	60.9	6.1	7	71.6	66.9	4.7		78.9	73.0	5.9		78.2	65.2	13.0		42.5	37.0	5.5		21.9	20.3	1.6		98.3	85.5	12.8	
Edge	82.5	77.8	4.7	5	61.4	53.4	8.0		81.1	63.6	17.5		99.8	88.5	11.3		40.8	40.5	0.3		16.3	15.4	0.9		93.8	91.8	2.0	
Flava	43.9	52.3	-8.4	10	37.6	30.7	6.9		52.3	50.4	1.9		42.9	46.5	-3.6		22.4	23.0	-0.6		12.2	10.7	1.5		63.4	64.3	-0.9	
FM99.4 Chinese Voice	1.3	4.2	-2.9	28	2.2	1.3	0.9		1.0	1.6	-0.6		1.6	2.9	-1.3		2.3	1.7	0.6		0.5	0.6	-0.1		3.8	4.7	-0.9	
George FM	43.0	41.4	1.6	11	29.5	27.3	2.2		33.8	32.9	0.9		46.1	42.3	3.8		17.6	18.9	-1.3		10.5	14.8	-4.3		49.6	52.2	-2.6	
Humm FM	21.1	21.8	-0.7	17	14.6	12.4	2.2		16.6	16.6	0.0		19.0	15.4	3.6		18.1	11.1	7.0		8.8	7.9	0.9		29.5	30.1	-0.6	
Life FM	29.3	19.3	10.0	15	17.6	9.8	7.8		20.4	12.1	8.3		22.7	15.0	7.7		17.9	7.6	10.3		6.2	1.9	4.3		30.3	15.2	15.1	
Magic	16.1	9.6	6.5	19	13.6	8.8	4.8		21.2	16.2	5.0		15.3	10.5	4.8		7.3	3.5	3.8		4.1	1.7	2.4		26.0	15.3	10.7	
Mai FM	154.2	140.4	13.8	1	76.2	67.2	9.0		115.8	102.6	13.2		131.7	109.8	21.9		60.3	54.6	5.7		33.5	33.1	0.4		155.3	143.8	11.5	
Mix	19.8	26.8	-7.0	18	20.0	18.0	2.0		20.4	20.0	0.4		19.1	21.8	-2.7		13.9	9.0	4.9		4.5	4.4	0.1		29.9	30.5	-0.6	
More FM	84.4	68.1	16.3	4	52.8	43.4	9.4		61.4	60.2	1.2		62.3	56.2	6.1		31.0	25.8	5.2		10.7	10.8	-0.1		70.3	75.1	-4.8	
More FM Rodney	7.0	4.5	2.5	25	5.9	5.6	0.3		6.7	6.3	0.4		6.7	7.5	-0.8		4.8	4.5	0.3		0.4	0.9	-0.5		6.6	9.0	-2.4	
Newstalk ZB	140.7	136.3	4.4	2	87.4	84.2	3.2		83.2	83.4	-0.2		101.5	102.3	-0.8		55.3	54.8	0.5		45.9	45.1	0.8		118.3	126.1	-7.8	
Radio Hauraki	37.8	33.7	4.1	13	19.7	23.4	-3.7		33.4	27.5	5.9		39.4	32.4	7.0		9.2	8.3	0.9		12.1	6.6	5.5		37.5	32.1	5.4	
RadioLIVE	30.3	27.1	3.2	14	9.5	12.5	-3.0		15.1	18.3	-3.2		20.8	21.7	-0.9		10.4	8.6	1.8		10.8	8.6	2.2		25.4	20.9	4.5	
Radio Sport	15.4	19.0	-3.6	20	12.8	14.8	-2.0		17.6	17.8	-0.2		17.6	15.3	2.3		6.8	6.4	0.4		2.6	3.0	-0.4		26.3	26.8	-0.5	
Radio Tainui	1.7	2.4	-0.7	27	0.7	2.1	-1.4		0.7	1.8	-1.1		1.1	1.8	-0.7		*	*	*		1.0	1.6	-0.6		1.7	3.8	-2.1	
Tarana	29.0	26.4	2.6	16	15.9	15.9	0.0		19.9	19.8	0.1		24.0	27.0	-3.0		15.3	14.0	1.3		4.6	4.8	-0.2		29.8	27.8	2.0	
Radio Waatea	1.3	1.2	0.1	28	*	1.3	*		1.3	1.7	-0.4		0.8	2.9	-2.1		0.2	1.6	-1.4		*	*	*		1.4	4.6	-3.2	
Rhema	13.5	14.1	-0.6	21	11.2	8.6	2.6		11.4	9.3	2.1		7.6	9.4	-1.8		12.6	8.7	3.9		3.7	2.3	1.4		19.5	21.2	-1.7	
Rock	49.9	55.9	-6.0	9	31.3	28.6	2.7		45.8	40.4	5.4		47.2	44.0	3.2		28.2	21.5	6.7		8.1	8.0	0.1		51.7	49.2	2.5	
Star	6.6	5.2	1.4	26	6.2	2.6	3.6		4.5	3.2	1.3		3.9	3.7	0.2		5.7	4.3	1.4		3.6	2.8	0.8		12.3	7.5	4.8	
The Hits	59.2	57.9	1.3	8	43.0	43.2	-0.2		49.7	50.5	-0.8		52.1	55.7	-3.6		28.2	24.6	3.6		9.3	6.9	2.4		63.3	55.4	7.9	
The Sound	41.7	34.3	7.4	12	34.1	30.7	3.4		45.8	39.1	6.7		47.8	35.7	12.1		19.7	14.7	5.0		5.2	5.7	-0.5		52.3	45.4	6.9	
ZM	79.8	79.0	0.8	6	52.7	53.8	-1.1		79.1	68.1	11.0		82.0	81.6	0.4		37.3	32.6	4.7		13.7	8.3	5.4		89.4	88.8	0.6	
Others	58.9	57.0	1.9		36.5	41.0	-4.5		52.3	51.1	1.2		56.0	56.7	-0.7		41.4	37.6	3.8		17.8	18.7	-0.9		78.2	84.1	-5.9	
Mediaworks Combo	511.5	455.4	56.1		343.8	295.8	48.0		429.8	379.5	50.3		472.3	409.8	62.5		225.1	199.6	25.5		108.8	104.9	3.9		548.5	495.7	52.8	
NZME Combo	415.5	417.3	-1.8		303.2	295.6	7.6		362.9	336.6	26.3		381.5	369.0	12.5		191.5	180.4	11.1		118.2	101.4	16.8		447.5	437.8	9.7	
NZME and Partners	453.7	456.3	-2.6		333.7	323.6	10.1		394.9	366.8	28.1		428.3	407.6	20.7		221.1	198.0	23.1		127.9	112.2	15.7		496.4	487.4	9.0	
All Commercial Radio	869.8	811.0	58.8		625.5	575.7	49.8		729.2	661.6	67.6		816.0	742.0	74.0		452.4	402.0	50.4		227.4	207.6	19.8		900.2	838.0	62.2	

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 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, Humm FM or 95bFM or (from S1 2018) internet only listening to Hokonui

## AUCKLAND COMMERCIAL RADIO - SURVEY 1 2018

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

Survey Comparisons: 4/2017 - 1/2018

This Survey Period: Sun Sep 10 to Sat Nov 18 2017 & Sun Jan 28 to Sat Apr 7 2018

Last Survey Period: Sun Jul 2 to Sat Nov 18 2017

	All 10+			People 10-17			People 18-34			People 25-44			People 25-54			People 45-64			People 55-74			MGS wth Kids			
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	
95bFM	6:09	5:05	1:03	1:25	2:54	-1:28	3:01	4:50	-1:49	5:43	3:31	2:11	6:27	5:08	1:19	9:39	6:46	2:52	11:40	4:20	7:19	9:55	6:35	3:20	
Ake	1:09	1:06	0:02	*	*	*	1:09	1:06	0:02	1:09	1:06	0:02	1:09	1:06	0:02	*	*	*	*	*	*	*	*	*	*
BBC	4:56	3:37	1:19	0:51	2:03	-1:12	2:43	2:15	0:28	1:53	2:21	-0:28	2:42	3:42	-1:00	7:41	3:23	4:17	7:24	3:00	4:23	3:23	2:53	0:29	
Breeze	6:53	7:08	-0:15	2:48	2:25	0:23	6:48	6:12	0:36	7:26	6:23	1:03	7:48	7:25	0:23	7:48	8:36	-0:48	6:43	8:22	-1:38	6:22	6:12	0:10	
Chinese Radio AM936	4:24	5:24	-0:59	3:11	2:41	0:29	6:33	5:25	1:08	5:13	5:52	-0:38	4:17	6:16	-1:59	3:02	7:07	-4:04	4:06	6:48	-2:41	5:03	9:03	-3:59	
Coast	10:51	10:06	0:44	2:20	1:19	1:01	3:41	4:34	-0:52	6:06	6:06	-0:00	9:26	8:43	0:43	11:56	12:06	-0:09	9:44	11:10	-1:25	11:48	12:17	-0:29	
Edge	5:16	5:36	-0:20	6:26	5:45	0:40	4:20	5:02	-0:42	4:50	5:22	-0:32	5:08	5:54	-0:46	6:03	6:51	-0:48	4:50	4:15	0:35	6:01	5:31	0:30	
Flava	6:10	6:22	-0:11	4:33	4:44	-0:11	6:58	7:17	-0:19	7:37	8:10	-0:32	7:26	7:46	-0:19	6:11	4:57	1:14	10:11	18:15	-8:03	5:48	7:01	-1:12	
FM99.4 Chinese Voice	8:12	3:52	4:19	2:11	3:25	-1:13	3:44	2:52	0:52	3:43	3:02	0:41	9:54	3:14	6:40	7:30	7:34	6:855	*	7:52	*	1:15	5:34	-4:19	
George FM	7:13	7:28	-0:15	4:26	4:17	0:09	8:52	8:42	0:10	9:06	9:54	-0:48	8:13	8:59	-0:45	5:32	5:44	-0:12	2:32	6:46	-4:13	3:17	4:06	-0:48	
Humm FM	8:47	10:31	-1:43	4:42	4:47	-0:05	10:17	14:21	-4:03	9:44	12:17	-2:32	9:20	11:57	-2:36	8:11	11:44	-3:33	9:32	16:24	-6:52	8:58	11:58	-3:00	
Life FM	7:38	5:13	2:24	2:17	1:38	0:38	5:53	4:58	0:55	6:09	3:19	2:50	6:45	3:53	2:52	11:27	6:47	4:40	20:45	16:18	4:27	5:03	7:05	-2:02	
Magic	10:25	8:02	2:23	0:43	0:15	0:28	1:25	3:18	-1:52	1:37	3:09	-1:32	5:39	6:31	-0:52	10:13	10:53	-0:40	10:31	9:15	1:15	14:00	10:43	3:16	
Mai FM	7:34	6:50	0:44	7:22	6:39	0:42	7:57	6:56	1:01	8:27	7:35	0:51	8:17	7:29	0:47	6:14	7:00	-0:45	4:18	5:49	-1:31	8:52	8:57	-0:05	
Mix	7:14	6:23	0:50	3:05	2:49	0:15	4:04	4:43	-0:38	7:14	5:39	1:34	7:08	6:41	0:26	8:33	7:50	0:42	11:12	7:41	3:31	7:06	5:37	1:28	
More FM	9:00	7:33	1:27	6:06	4:58	1:08	9:11	8:13	0:57	8:06	6:29	1:37	9:41	6:53	2:48	11:08	9:36	1:31	9:04	11:45	-2:41	9:17	7:52	1:24	
More FM Rodney	3:59	3:59	0:00	2:08	3:30	-1:22	2:39	3:58	-1:18	3:58	2:58	0:59	4:47	4:01	0:45	7:42	6:27	1:14	3:10	3:17	-0:07	7:43	5:58	1:44	
Newstalk ZB	10:14	11:03	-0:48	2:17	2:51	-0:34	4:18	4:42	-0:23	4:47	6:39	-1:51	5:56	7:53	-1:57	9:15	9:59	-0:44	13:21	12:05	1:15	9:02	9:23	-0:21	
Radio Hauraki	6:07	6:32	-0:25	1:46	1:13	0:32	4:43	6:55	-2:11	4:59	5:34	-0:35	4:56	5:25	-0:28	8:01	8:18	-0:17	17:05	12:52	4:12	6:20	4:34	1:46	
RadioLIVE	9:19	7:54	1:25	3:34	2:53	0:40	6:00	3:27	2:32	8:40	6:53	1:46	9:15	6:45	2:30	10:01	6:34	3:26	11:02	7:37	3:25	9:19	6:18	3:00	
Radio Sport	6:13	6:03	0:09	1:49	3:11	-1:22	2:13	2:11	0:01	11:48	2:46	9:02	9:34	6:34	3:00	5:31	9:03	-3:31	4:36	6:48	-2:11	5:01	5:33	-0:31	
Radio Tainui	6:13	7:16	-1:03	*	1:51	*	1:13	2:10	-0:57	8:38	8:08	0:30	8:38	8:08	0:30	4:00	4:00	0:00	4:00	10:04	-6:04	2:00	2:36	-0:36	
Tarana	12:41	13:14	-0:33	4:02	5:05	-1:03	10:21	8:25	1:55	10:37	10:10	0:26	10:48	10:35	0:12	16:26	19:12	-2:46	28:13	32:55	-4:41	16:51	20:01	-3:09	
Radio Waatea	2:26	3:54	-1:28	*	*	*	*	0:35	*	0:15	1:01	-0:46	3:26	0:49	2:37	2:39	0:36	2:02	0:53	5:34	-4:41	4:00	13:45	-9:45	
Rhema	5:27	4:49	0:38	1:01	1:51	-0:50	4:49	4:34	0:14	5:53	4:49	1:04	6:04	4:35	1:29	6:06	5:52	0:13	5:09	6:06	-0:56	6:11	4:22	1:48	
Rock	7:38	9:26	-1:47	6:46	4:52	1:54	5:25	7:57	-2:31	4:36	7:01	-2:25	7:17	9:36	-2:18	14:28	17:17	-2:48	10:38	19:13	-8:35	6:12	11:41	-5:28	
Star	8:43	10:45	-2:02	0:52	0:15	0:37	0:46	1:30	-0:43	5:39	2:34	3:05	5:39	2:38	3:00	12:38	14:25	-1:46	13:10	16:39	-3:28	5:55	8:11	-2:15	
The Hits	6:07	6:17	-0:09	3:35	3:44	-0:09	6:00	6:41	-0:41	6:52	6:18	0:33	6:48	6:27	0:20	7:09	7:50	-0:41	7:26	9:31	-2:04	7:16	6:39	0:36	
The Sound	10:09	9:53	0:16	4:50	5:52	-1:02	11:22	11:25	-0:02	11:50	11:47	0:02	12:09	12:08	0:01	12:07	11:39	0:28	9:48	8:42	1:05	6:13	4:46	1:26	
ZM	5:23	5:09	0:13	4:44	3:47	0:56	4:29	5:20	-0:50	4:44	5:24	-0:39	5:21	5:30	-0:09	8:08	5:06	3:01	9:52	3:18	6:33	6:38	6:05	0:33	
Others	7:12	7:43	-0:31	3:52	4:01	-0:08	6:08	4:49	1:19	6:45	6:31	0:13	8:41	9:02	-0:20	10:31	11:38	-1:07	6:55	7:27	-0:32	8:18	8:44	-0:25	
Mediaworks Combo	10:47	10:34	0:13	8:34	7:50	0:44	11:01	10:35	0:25	11:05	10:16	0:48	11:42	11:11	0:30	12:24	12:55	-0:31	10:21	11:22	-1:01	10:19	9:52	0:26	
NZME Combo	10:27	10:24	0:02	5:13	4:52	0:21	6:45	7:47	-1:02	8:15	8:22	-0:07	8:54	9:20	-0:25	11:44	11:51	-0:07	14:27	13:17	1:09	10:04	10:05	-0:01	
NZME and Partners	10:34	10:37	-0:03	5:29	5:10	0:18	7:20	8:36	-1:15	8:46	9:11	-0:24	9:15	9:56	-0:40	11:47	11:58	-0:10	14:34	13:21	1:12	10:25	10:52	-0:27	
All Commercial Radio	15:51	15:52	-0:00	10:44	10:18	0:25	14:19	14:31	-0:12	14:52	14:41	0:10	15:33	15:48	-0:14	17:53	18:21	-0:27	18:57	18:41	0:16	15:18	15:54	-0:35	
Potential (000)	1,445.0	1,332.5	112.5	167.8	155.0	12.8	485.2	438.4	46.8	516.0	460.1	55.9	727.0	662.1	64.9	382.0	358.6	23.4	286.0	265.3	20.7	287.8	274.5	13.3	
Sample	2,571	2,463	108	318	321	-3	827	824	3	944	869	75	1,316	1,236	80	685	672	13	528	495	33	534	526	8	

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 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, Humm FM or 95bFM or (from S1 2018) internet only listening to Hokonui

## AUCKLAND COMMERCIAL RADIO - SURVEY 1 2018

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

Survey Comparisons: 4/2017 - 1/2018

This Survey Period: Sun Sep 10 to Sat Nov 18 2017 & Sun Jan 28 to Sat Apr 7 2018

Last Survey Period: Sun Jul 2 to Sat Nov 18 2017

	This	Last	+/-
Potential (000)	1,445.0	1,332.5	112.5
Sample Size	2,571	2,463	108

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

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 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, Humm FM or 95bFM or (from S1 2018) internet only listening to Hokonui