



AUCKLAND COMMERCIAL RADIO - SURVEY 3 2018

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

Survey Comparisons: 2/2018 - 3/2018

This Survey Period: Sun Apr 8 to Sat Jun 16 & Sun Jun 24 to Sat Sep 1 2018

Last Survey Period: Sun Jan 28 to Sat Jun 16 2018

	All 10+				People 10-17			People 18-34			People 25-44			People 25-54			People 45-64			People 55-74			MGS with Kids		
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
95bFM	0.8	1.1	-0.3	24	0.6	0.6	0.0	0.9	1.0	-0.1	0.7	1.3	-0.6	0.7	1.1	-0.4	1.3	1.2	0.1	1.3	1.2	0.1	0.6	1.1	-0.5
Ake	0.1	0.1	0.0	29	*	*	*	*	*	*	0.2	0.1	0.1	0.1	0.1	0.0	*	*	*	*	*	*	0.3	0.2	0.1
BBC	0.9	0.8	0.1	22	0.2	0.1	0.1	0.3	0.1	0.2	0.4	0.2	0.2	0.6	0.3	0.3	0.8	1.3	-0.5	1.2	1.9	-0.7	0.2	0.2	0.0
Breeze	7.8	8.3	-0.5	4	5.2	7.9	-2.7	4.7	5.6	-0.9	4.6	6.8	-2.2	6.4	7.5	-1.1	10.5	9.9	0.6	12.1	12.3	-0.2	7.8	8.8	-1.0
Chinese Radio AM936	0.9	0.8	0.1	22	0.1	0.8	-0.7	1.4	1.4	0.0	1.6	1.2	0.4	1.4	1.1	0.3	0.7	0.6	0.1	0.5	0.3	0.2	1.0	0.7	0.3
Coast	8.2	8.1	0.1	3	0.9	1.8	-0.9	3.4	1.4	2.0	3.0	3.0	0.0	5.5	4.6	0.9	13.6	11.0	2.6	16.2	15.5	0.7	5.2	4.9	0.3
Edge	4.4	4.4	0.0	8	9.1	10.7	-1.6	7.9	7.5	0.4	5.9	6.0	-0.1	5.1	5.1	0.0	2.7	2.6	0.1	1.1	1.2	-0.1	4.6	5.4	-0.8
Flava	4.9	3.8	1.1	6	19.2	8.9	10.3	8.0	9.5	-1.5	5.9	6.1	-0.2	4.7	4.4	0.3	1.5	0.4	1.1	0.4	0.1	0.3	4.1	3.5	0.6
FM99.4 Chinese Voice	0.5	0.7	-0.2	26	0.2	0.3	-0.1	0.2	0.2	0.0	0.2	0.3	-0.1	0.2	0.6	-0.4	0.7	1.4	-0.7	1.5	1.5	0.0	*	*	*
George FM	2.6	2.1	0.5	13	3.5	2.8	0.7	3.7	3.3	0.4	3.8	3.2	0.6	3.5	2.7	0.8	2.0	1.2	0.8	0.6	0.5	0.1	2.0	1.0	1.0
Humm FM	1.9	1.5	0.4	16	1.4	1.0	0.4	2.5	2.6	-0.1	3.3	2.3	1.0	3.0	2.0	1.0	1.4	1.1	0.3	0.4	0.5	-0.1	3.0	2.1	0.9
Life FM	1.1	1.3	-0.2	20	2.5	1.4	1.1	1.2	1.7	-0.5	1.1	1.6	-0.5	1.4	1.6	-0.2	1.2	1.4	-0.2	0.1	1.1	-1.0	1.2	1.7	-0.5
Magic	2.3	2.4	-0.1	15	0.2	0.2	0.0	1.6	1.6	0.0	0.8	0.8	0.0	0.9	0.8	0.1	2.2	1.1	1.1	4.6	3.4	1.2	2.4	1.5	0.9
Mai FM	9.1	10.6	-1.5	2	14.7	23.2	-8.5	19.2	21.4	-2.2	14.3	16.6	-2.3	11.6	13.0	-1.4	3.4	3.3	0.1	0.7	1.0	-0.3	10.7	11.4	-0.7
Mix	2.6	2.7	-0.1	13	0.5	1.2	-0.7	1.8	1.8	0.0	2.8	3.6	-0.8	3.7	3.6	0.1	4.7	4.2	0.5	2.4	3.4	-1.0	3.9	3.7	0.2
More FM	6.1	6.9	-0.8	5	6.3	7.0	-0.7	4.9	5.3	-0.4	8.2	8.0	0.2	8.0	10.0	-2.0	7.0	10.3	-3.3	4.3	3.9	0.4	8.7	10.9	-2.2
More FM Rodney	0.7	0.8	-0.1	25	0.8	0.7	0.1	1.7	1.6	0.1	0.7	0.8	-0.1	0.7	0.8	-0.1	0.5	0.4	0.1	0.2	0.2	0.0	1.0	1.3	-0.3
Newstalk ZB	12.8	13.1	-0.3	1	1.9	1.5	0.4	2.7	2.3	0.4	4.7	3.9	0.8	5.8	5.2	0.6	13.5	13.9	-0.4	24.9	24.5	0.4	8.0	7.9	0.1
Radio Hauraki	2.7	2.1	0.6	11	0.4	0.7	-0.3	5.1	3.7	1.4	4.6	3.8	0.8	4.1	3.3	0.8	1.8	1.4	0.4	0.2	0.3	-0.1	1.1	1.3	-0.2
RadioLIVE	1.9	1.9	0.0	16	0.9	0.9	0.0	0.4	0.8	-0.4	1.2	1.5	-0.3	1.8	1.8	0.0	2.6	2.6	0.0	2.9	3.1	-0.2	2.7	2.4	0.3
Radio Sport	1.8	2.0	-0.2	19	1.3	2.2	-0.9	0.6	0.6	0.0	0.8	1.5	-0.7	1.3	1.6	-0.3	2.1	1.7	0.4	3.7	3.5	0.2	1.1	0.9	0.2
Radio Tainui	0.1	*	*	29	0.1	0.1	0.0	0.1	0.1	0.0	0.1	*	*	0.1	*	*	*	*	*	*	*	*	0.1	*	*
Tarana	1.9	2.4	-0.5	16	0.5	0.6	-0.1	2.1	3.1	-1.0	2.8	3.3	-0.5	2.6	3.6	-1.0	1.9	2.8	-0.9	1.2	1.0	0.2	4.0	5.0	-1.0
Radio Waatea	0.2	0.1	0.1	28	*	*	*	*	*	*	*	*	*	0.2	0.1	0.1	0.5	0.4	0.1	0.3	0.3	0.0	0.4	0.5	-0.1
Rhema	1.1	0.6	0.5	20	0.8	0.4	0.4	1.2	0.2	1.0	1.6	0.4	1.2	1.4	0.6	0.8	0.9	0.7	0.2	1.0	0.5	0.5	1.4	0.5	0.9
Rock	2.7	2.4	0.3	11	1.6	2.8	-1.2	3.0	2.9	0.1	5.0	4.0	1.0	4.4	3.2	1.2	2.1	1.7	0.4	0.5	1.2	-0.7	4.2	2.9	1.3
Star	0.4	0.7	-0.3	27	0.3	0.1	0.2	0.2	0.1	0.1	0.3	0.5	-0.2	0.2	0.4	-0.2	0.3	1.0	-0.7	0.8	1.8	-1.0	0.5	0.6	-0.1
The Hits	3.5	3.9	-0.4	10	4.0	4.4	-0.4	4.0	2.3	1.7	5.3	4.4	0.9	4.6	4.5	0.1	3.5	5.2	-1.7	3.0	4.2	-1.2	4.0	3.9	0.1
The Sound	4.3	4.9	-0.6	9	3.8	4.4	-0.6	3.7	3.9	-0.2	2.3	1.8	0.5	3.7	4.4	-0.7	7.0	9.3	-2.3	5.3	5.9	-0.6	2.5	2.5	0.0
ZM	4.6	4.2	0.4	7	9.2	8.5	0.7	7.0	6.3	0.7	6.6	4.9	1.7	5.3	4.7	0.6	3.2	4.0	-0.8	2.3	2.4	-0.1	4.2	4.9	-0.7
Others	7.1	5.6	1.5		9.8	4.8	5.0	6.7	7.5	-0.8	7.7	8.0	-0.3	7.0	7.2	-0.2	6.2	3.8	2.4	6.3	3.3	3.0	9.2	8.0	1.2
Mediaworks Combo	42.0	44.5	-2.5		46.0	60.6	-14.6	50.8	54.1	-3.3	46.7	49.5	-2.8	46.0	49.4	-3.4	40.1	42.4	-2.3	32.4	32.7	-0.3	46.7	48.2	-1.5
NZME Combo	41.9	40.6	1.3		38.0	29.4	8.6	32.9	28.0	4.9	34.0	31.3	2.7	35.7	32.2	3.5	44.7	43.1	1.6	54.2	55.7	-1.5	31.7	31.2	0.5
NZME and Partners	46.1	44.8	1.3		40.4	32.1	8.3	37.7	33.2	4.5	39.8	36.4	3.4	40.9	37.0	3.9	48.8	47.5	1.3	57.9	59.2	-1.3	36.3	35.2	1.1
Potential (000)	1,445.0	1,445.0	0.0		153.3	157.2	-3.9	499.7	495.8	3.9	516.0	516.0	0.0	727.0	727.0	0.0	382.0	382.0	0.0	286.0	286.0	0.0	287.6	285.2	2.4
Sample	2,492	2,499	-7		273	270	3	792	752	40	896	912	-16	1,255	1,238	17	633	625	8	557	590	-33	505	483	22

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 Chinese Radio AM936 or FM99.4 Chinese Voice, Humm FM or 95bFM or internet only listening to Hokonui

AUCKLAND COMMERCIAL RADIO - SURVEY 3 2018

Station Share (%) by Daypart, People 10+

Survey Comparisons: 2/2018 - 3/2018

This Survey Period: Sun Apr 8 to Sat Jun 16 & Sun Jun 24 to Sat Sep 1 2018

Last Survey Period: Sun Jan 28 to Sat Jun 16 2018

	This	Last	+/-
Potential (000)	1,445.0	1,445.0	0.0
Sample Size	2,492	2,499	-7

	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	0.7	0.2	23	0.6	1.0	-0.4	0.5	0.8	-0.3	0.8	1.4	-0.6	0.8	0.9	-0.1	1.0	0.9	0.1	1.3	1.5	-0.2
Ake	0.1	0.1	0.0	28	*	*	*	*	*	*	*	*	*	*	*	*	0.8	0.7	0.1	*	*	*
BBC	0.7	0.5	0.2	25	0.7	0.4	0.3	0.5	0.4	0.1	0.5	0.3	0.2	1.2	1.3	-0.1	4.1	5.6	-1.5	1.0	0.8	0.2
Breeze	6.5	7.1	-0.6	5	9.6	10.6	-1.0	11.1	11.2	-0.1	7.2	6.5	0.7	2.6	3.1	-0.5	4.9	6.2	-1.3	7.5	8.5	-1.0
Chinese Radio AM936	1.8	1.6	0.2	16	0.8	0.5	0.3	0.4	0.3	0.1	0.9	1.2	-0.3	1.3	1.5	-0.2	0.3	0.1	0.2	0.8	0.6	0.2
Coast	6.8	5.5	1.3	4	11.0	9.5	1.5	11.1	10.7	0.4	5.6	6.3	-0.7	3.7	6.0	-2.3	7.0	7.2	-0.2	8.3	9.5	-1.2
Edge	5.0	4.9	0.1	6	3.5	4.4	-0.9	4.5	4.5	0.0	6.0	5.6	0.4	3.6	3.4	0.2	1.8	1.7	0.1	4.2	3.9	0.3
Flava	4.1	3.0	1.1	8	4.4	3.4	1.0	5.2	4.2	1.0	7.2	4.6	2.6	5.4	4.0	1.4	2.6	5.1	-2.5	4.4	3.7	0.7
FM99.4 Chinese Voice	0.5	0.6	-0.1	26	0.4	0.8	-0.4	0.1	0.4	-0.3	0.2	0.5	-0.3	2.4	2.2	0.2	*	0.1	*	0.7	0.8	-0.1
George FM	2.5	2.0	0.5	14	2.2	2.2	0.0	2.1	1.9	0.2	2.7	2.2	0.5	2.3	1.4	0.9	1.1	1.1	0.0	3.6	2.4	1.2
Humm FM	1.4	1.1	0.3	19	1.2	0.8	0.4	1.5	0.7	0.8	2.3	1.6	0.7	3.8	6.6	-2.8	1.4	0.9	0.5	2.1	1.5	0.6
Life FM	1.3	1.5	-0.2	20	1.3	1.5	-0.2	1.2	0.9	0.3	1.2	1.4	-0.2	0.7	1.4	-0.7	0.5	2.4	-1.9	1.0	1.2	-0.2
Magic	1.5	1.7	-0.2	18	2.5	2.9	-0.4	2.9	3.0	-0.1	1.8	1.7	0.1	3.3	2.8	0.5	1.3	1.1	0.2	2.6	2.6	0.0
Mai FM	10.1	12.7	-2.6	2	7.6	8.4	-0.8	7.7	8.6	-0.9	9.6	13.1	-3.5	11.0	10.7	0.3	9.8	10.7	-0.9	9.2	10.4	-1.2
Mix	2.1	1.8	0.3	15	3.5	3.7	-0.2	4.0	4.3	-0.3	2.1	2.4	-0.3	0.7	1.7	-1.0	0.3	0.7	-0.4	2.4	2.7	-0.3
More FM	6.9	8.0	-1.1	3	6.8	8.5	-1.7	7.0	8.9	-1.9	6.7	7.5	-0.8	4.3	3.3	1.0	1.7	2.2	-0.5	5.3	5.0	0.3
More FM Rodney	0.8	0.8	0.0	24	0.5	0.4	0.1	0.6	0.7	-0.1	0.9	1.0	-0.1	0.3	0.2	0.1	1.8	1.6	0.2	0.9	0.8	0.1
Newstalk ZB	16.1	16.7	-0.6	1	14.3	14.8	-0.5	8.2	9.2	-1.0	10.1	9.6	0.5	14.2	14.1	0.1	25.2	23.9	1.3	11.7	11.6	0.1
Radio Hauraki	3.3	2.6	0.7	9	3.6	2.1	1.5	2.7	1.6	1.1	3.7	3.1	0.6	3.8	2.8	1.0	1.8	1.5	0.3	0.9	1.1	-0.2
RadioLIVE	2.9	2.6	0.3	11	0.7	0.4	0.3	1.1	1.3	-0.2	1.3	1.5	-0.2	2.1	2.0	0.1	4.2	5.0	-0.8	2.3	2.3	0.0
Radio Sport	1.3	1.4	-0.1	20	1.7	2.4	-0.7	1.7	2.2	-0.5	1.6	1.8	-0.2	1.5	1.2	0.3	2.0	1.3	0.7	2.4	2.4	0.0
Radio Tainui	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.5	0.2	0.3	0.1	*	*
Tarana	1.7	2.9	-1.2	17	1.0	1.1	-0.1	1.4	1.0	0.4	1.7	2.6	-0.9	3.8	4.1	-0.3	1.8	0.8	1.0	2.6	3.4	-0.8
Radio Waatea	0.1	0.1	0.0	28	0.1	*	*	0.1	*	*	0.2	0.1	0.1	0.1	0.1	0.0	1.8	1.7	0.1	0.1	0.1	0.0
Rhema	1.2	0.4	0.8	22	1.2	0.5	0.7	0.8	0.6	0.2	0.7	0.1	0.6	1.1	1.7	-0.6	1.6	0.8	0.8	1.2	0.7	0.5
Rock	2.7	2.3	0.4	12	2.9	2.1	0.8	2.6	2.2	0.4	2.9	2.8	0.1	2.6	3.0	-0.4	2.1	1.8	0.3	2.9	2.3	0.6
Star	0.5	0.9	-0.4	26	0.2	0.7	-0.5	0.2	0.3	-0.1	0.1	0.2	-0.1	0.5	0.8	-0.3	0.7	0.9	-0.2	0.7	0.9	-0.2
The Hits	2.7	3.5	-0.8	12	4.1	4.1	0.0	4.6	4.5	0.1	4.3	4.1	0.2	1.6	3.5	-1.9	1.2	1.7	-0.5	3.5	3.8	-0.3
The Sound	3.2	3.5	-0.3	10	5.0	5.3	-0.3	5.5	5.6	-0.1	4.7	6.0	-1.3	3.0	4.1	-1.1	1.3	1.5	-0.2	4.6	5.3	-0.7
ZM	5.0	4.2	0.8	6	4.0	3.9	0.1	4.1	5.1	-1.0	5.9	5.3	0.6	4.7	3.9	0.8	2.6	2.3	0.3	4.7	3.7	1.0
Others	6.2	5.4	0.8		4.7	3.6	1.1	6.6	4.7	1.9	6.9	5.4	1.5	13.6	8.2	5.4	12.7	8.3	4.4	7.1	6.5	0.6
Mediaworks Combo	42.1	45.6	-3.5		41.3	45.3	-4.0	45.2	48.1	-2.9	43.8	48.0	-4.2	35.0	33.9	1.1	30.0	32.9	-2.9	43.1	43.5	-0.4
NZME Combo	42.1	39.2	2.9		47.3	44.2	3.1	42.1	42.2	-0.1	41.2	37.6	3.6	36.9	38.5	-1.6	46.8	49.4	-2.6	39.2	39.3	-0.1
NZME and Partners	46.7	43.2	3.5		50.3	47.2	3.1	44.5	44.4	0.1	45.4	42.2	3.2	45.2	49.7	-4.5	49.5	51.2	-1.7	44.1	43.6	0.5

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

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	This	Last	+/-	Rank	This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-	
95bFM	40.6	44.6	-4.0	20	4.1	3.3	0.8		17.7	15.9	1.8		17.5	19.1	-1.6		24.7	28.3	-3.6		10.6	13.8	-3.2		5.5	6.1	-0.6		6.1	8.6	-2.5	
Ake	2.7	3.2	-0.5	30	0.6	0.5	0.1	*	1.1	*	*		1.6	2.3	-0.7		2.1	2.8	-0.7		0.5	0.5	0.0		*	*	*		2.1	1.7	0.4	
BBC	32.7	23.2	9.5	22	2.0	1.4	0.6		3.8	3.2	0.6		5.8	3.9	1.9		13.4	7.6	5.8		11.7	8.2	3.5		10.4	8.9	1.5		2.8	2.3	0.5	
Breeze	178.8	201.5	-22.7	4	13.8	22.7	-8.9		43.5	52.8	-9.3		50.3	65.0	-14.7		84.3	99.9	-15.6		69.3	68.0	1.3		53.1	55.5	-2.4		42.2	44.5	-2.3	
Chinese Radio AM936	31.2	26.1	5.1	23	0.5	2.9	-2.4		13.7	10.6	3.1		19.9	11.9	8.0		25.0	17.0	8.0		6.2	7.0	-0.8		2.4	2.8	-0.4		7.5	5.8	1.7	
Coast	140.2	138.7	1.5	7	2.3	4.2	-1.9		21.7	12.2	9.5		20.6	22.7	-2.1		45.5	44.3	1.2		68.2	59.5	8.7		71.7	68.6	3.1		20.7	19.2	1.5	
Edge	182.1	175.5	6.6	3	29.3	29.5	-0.2		96.6	97.4	-0.8		73.9	74.2	-0.3		98.0	93.0	5.0		33.2	26.3	6.9		9.6	8.7	0.9		41.0	40.1	0.9	
Flava	127.4	119.0	8.4	8	27.2	21.6	5.6		70.3	77.8	-7.5		51.1	55.7	-4.6		63.3	60.0	3.3		13.0	4.8	8.2		1.2	0.5	0.7		29.7	23.2	6.5	
FM99.4 Chinese Voice	9.4	9.4	0.0	27	0.5	0.5	0.0		2.7	2.0	0.7		2.9	4.3	-1.4		4.3	5.6	-1.3		3.1	3.0	0.1		2.3	2.3	0.0		0.6	0.3	0.3	
George FM	82.3	77.9	4.4	12	7.2	5.8	1.4		43.2	41.0	2.2		46.8	40.4	6.4		57.2	54.6	2.6		15.5	16.7	-1.2		5.6	2.6	3.0		14.3	12.8	1.5	
Humm FM	45.6	40.5	5.1	17	3.8	3.4	0.4		18.9	22.7	-3.8		23.3	22.8	0.5		32.2	27.0	5.2		11.0	6.6	4.4		2.6	2.7	-0.1		14.2	10.4	3.8	
Life FM	37.9	43.6	-5.7	21	6.3	6.2	0.1		17.8	21.6	-3.8		11.7	20.1	-8.4		18.8	25.3	-6.5		9.0	7.8	1.2		1.8	2.8	-1.0		7.4	10.7	-3.3	
Magic	43.9	43.2	0.7	19	0.3	1.7	-1.4		3.4	5.2	-1.8		6.6	6.8	-0.2		10.5	10.3	0.2		14.1	7.9	6.2		22.3	16.6	5.7		8.2	5.5	2.7	
Mai FM	246.8	264.9	-18.1	1	38.7	42.3	-3.6		143.5	159.7	-16.2		111.2	124.7	-13.5		136.6	143.9	-7.3		29.6	24.4	5.2		5.2	6.1	-0.9		54.1	51.5	2.6	
Mix	61.8	50.8	11.0	13	3.2	4.0	-0.8		10.6	10.3	0.3		20.7	19.4	1.3		39.7	31.3	8.4		34.0	23.5	10.5		16.0	13.1	2.9		15.4	10.8	4.6	
More FM	143.9	146.0	-2.1	6	16.6	17.6	-1.0		42.7	38.3	4.4		57.4	50.8	6.6		90.2	90.6	-0.4		49.6	58.5	-8.9		21.2	22.4	-1.2		40.6	43.2	-2.6	
More FM Rodney	21.8	21.7	0.1	25	3.0	2.7	0.3		11.1	11.7	-0.6		8.9	10.9	-2.0		13.0	13.4	-0.4		4.5	2.5	2.0		1.3	1.9	-0.6		3.8	5.2	-1.4	
Newstalk ZB	222.4	216.2	6.2	2	11.2	8.0	3.2		33.4	29.5	3.9		57.2	54.0	3.2		97.3	91.7	5.6		83.1	80.6	2.5		81.4	78.3	3.1		46.2	37.0	9.2	
Radio Hauraki	60.7	62.1	-1.4	14	3.1	5.3	-2.2		24.3	23.3	1.0		30.5	29.8	0.7		42.3	44.7	-2.4		17.7	18.9	-1.2		6.3	4.3	2.0		12.3	11.6	0.7	
RadioLIVE	60.7	58.3	2.4	14	3.8	4.9	-1.1		6.4	8.0	-1.6		13.7	15.6	-1.9		28.3	27.0	1.3		26.9	20.9	6.0		21.8	19.0	2.8		14.5	10.2	4.3	
Radio Sport	58.3	62.6	-4.3	16	3.9	6.9	-3.0		11.7	11.9	-0.2		16.1	13.5	2.6		26.7	23.6	3.1		20.5	19.9	0.6		21.0	21.3	-0.3		5.8	5.3	0.5	
Radio Tainui	5.2	2.9	2.3	28	0.9	0.6	0.3		3.3	2.3	1.0		2.1	1.3	0.8		2.7	1.3	1.4		0.6	*	*		*	*	*		0.3	*	*	
Tarana	44.7	51.6	-6.9	18	2.5	3.0	-0.5		18.5	22.3	-3.8		21.0	25.8	-4.8		30.1	34.7	-4.6		12.2	12.9	-0.7		4.6	6.4	-1.8		17.9	17.1	0.8	
Radio Waatea	4.2	3.9	0.3	29	*	*	*		0.2	0.3	-0.1		*	*	*		2.8	2.7	0.1		3.4	3.2	0.2		1.1	1.0	0.1		0.6	2.0	-1.4	
Rhema	26.7	23.3	3.4	24	3.5	2.8	0.7		8.3	7.2	1.1		10.5	5.3	5.2		14.2	10.4	3.8		6.9	7.8	-0.9		6.1	4.8	1.3		6.8	4.2	2.6	
Rock	84.9	85.4	-0.5	11	9.9	10.1	-0.2		34.9	40.0	-5.1		47.2	43.2	4.0		58.2	50.9	7.3		16.1	15.9	0.2		5.7	8.9	-3.2		22.1	16.3	5.8	
Star	14.6	17.4	-2.8	26	1.0	1.5	-0.5		3.8	2.6	1.2		4.6	5.5	-0.9		5.6	5.9	-0.3		2.8	5.3	-2.5		3.2	7.0	-3.8		2.2	3.8	-1.6	
The Hits	97.7	106.8	-9.1	9	10.2	11.3	-1.1		30.7	32.7	-2.0		41.3	45.3	-4.0		59.5	65.4	-5.9		31.6	34.0	-2.4		16.7	17.2	-0.5		29.1	22.6	6.5	
The Sound	90.0	99.0	-9.0	10	4.1	8.3	-4.2		18.0	19.2	-1.2		24.6	22.9	1.7		44.2	48.5	-4.3		46.7	52.8	-6.1		33.6	34.9	-1.3		14.4	13.4	1.0	
ZM	172.9	153.9	19.0	5	26.7	23.8	2.9		81.0	78.0	3.0		79.0	68.5	10.5		99.9	90.5	9.4		35.5	31.0	4.5		15.1	10.2	4.9		35.4	34.5	0.9	
Others	133.7	130.4	3.3		18.7	14.2	4.5		46.0	59.7	-13.7		53.2	58.8	-5.6		73.0	73.8	-0.8		29.7	23.6	6.1		16.5	14.3	2.2		33.8	29.7	4.1	
Mediaworks Combo	782.5	808.0	-25.5		88.4	96.0	-7.6		289.1	301.4	-12.3		295.0	295.0	0.0		423.5	423.8	-0.3		216.6	216.2	0.4		132.5	137.5	-5.0		165.0	163.4	1.6	
NZME Combo	708.0	677.7	30.3		67.8	63.2	4.6		221.3	205.5	15.8		243.6	229.5	14.1		350.2	331.6	18.6		207.5	196.9	10.6		164.9	155.9	9.0		145.4	127.5	17.9	
NZME and Partners	785.3	753.3	32.0		73.9	70.0	3.9		250.2	236.8	13.4		279.7	264.9	14.8		402.1	382.2	19.9		229.1	217.6	11.5		173.8	163.6	10.2		162.1	143.6	18.5	
All Commercial Radio	1,168.0	1,169.2	-1.2		124.1	122.0	2.1		387.3	392.9	-5.6		424.0	428.1	-4.1		610.6	615.2	-4.6		325.9	324.2	1.7		227.9	225.2	2.7		249.7	239.0	10.7	
Potential (000)	1,445.0	1,445.0	0.0		153.3	157.2	-3.9		499.7	495.8	3.9		516.0	516.0	0.0		727.0	727.0	0.0		382.0	382.0	0.0		286.0	286.0	0.0		287.6	285.2	2.4	
Sample	2,492	2,499	-7		273	270	3		792	752	40		896	912	-16		1,255	1,238	17		633	625	8		557	590	-33		505	483	22	

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 internet only listening to Hokonui



AUCKLAND COMMERCIAL RADIO - SURVEY 3 2018

Cumulative Audience (000's) by Daypart, People 10+
Survey Comparisons: 2/2018 - 3/2018

This Survey Period: Sun Apr 8 to Sat Jun 16 & Sun Jun 24 to Sat Sep 1 2018

Last Survey Period: Sun Jan 28 to Sat Jun 16 2018

	This	Last	+/-
Potential (000)	1,445.0	1,445.0	0.0
Sample Size	2,492	2,499	-7

	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	14.5	16.8	-2.3	22	9.2	11.9	-2.7	11.4	14.3	-2.9	12.1	19.7	-7.6	7.9	10.2	-2.3	5.6	5.0	0.6	22.4	27.7	-5.3
Ake	1.6	1.2	0.4	29	*	0.3	*	0.5	0.5	0.0	0.5	0.5	0.0	0.5	0.5	0.0	1.6	2.0	-0.4	1.1	0.9	0.2
BBC	14.0	12.0	2.0	24	10.3	5.7	4.6	9.8	8.5	1.3	8.7	6.8	1.9	12.1	8.0	4.1	10.7	8.7	2.0	23.7	12.9	10.8
Breeze	84.6	96.7	-12.1	6	75.6	90.5	-14.9	93.3	96.5	-3.2	89.1	90.6	-1.5	30.6	37.8	-7.2	14.2	22.6	-8.4	99.2	117.7	-18.5
Chinese Radio AM936	19.3	16.9	2.4	21	12.8	7.6	5.2	3.9	5.1	-1.2	11.2	15.0	-3.8	11.2	12.2	-1.0	3.2	1.1	2.1	20.9	16.7	4.2
Coast	64.7	61.4	3.3	8	65.2	67.3	-2.1	78.5	72.6	5.9	68.1	70.9	-2.8	28.4	36.7	-8.3	16.2	16.7	-0.5	87.8	97.4	-9.6
Edge	100.4	95.3	5.1	3	54.3	61.5	-7.2	77.7	76.5	1.2	92.6	90.2	2.4	42.3	42.6	-0.3	14.0	13.8	0.2	99.7	85.3	14.4
Flava	65.2	47.5	17.7	7	45.1	37.7	7.4	64.3	57.0	7.3	79.3	65.9	13.4	33.8	32.3	1.5	19.9	19.6	0.3	74.7	69.5	5.2
FM99.4 Chinese Voice	2.7	2.8	-0.1	28	4.7	6.5	-1.8	1.5	2.6	-1.1	4.5	4.3	0.2	3.2	4.4	-1.2	*	0.6	*	5.9	6.8	-0.9
George FM	41.6	32.5	9.1	11	32.1	28.0	4.1	34.8	28.1	6.7	42.1	41.5	0.6	24.0	20.1	3.9	8.9	6.9	2.0	59.0	50.9	8.1
Humm FM	23.6	18.5	5.1	16	13.9	13.5	0.4	13.4	13.1	0.3	24.4	20.1	4.3	15.9	19.0	-3.1	9.2	6.6	2.6	33.4	24.9	8.5
Life FM	21.8	23.3	-1.5	18	17.1	22.5	-5.4	16.6	18.0	-1.4	20.3	23.8	-3.5	12.5	15.9	-3.4	3.2	6.9	-3.7	25.7	29.3	-3.6
Magic	20.0	19.7	0.3	20	24.9	22.2	2.7	24.2	25.1	-0.9	19.2	18.3	0.9	10.4	9.7	0.7	4.6	5.0	-0.4	29.9	31.0	-1.1
Mai FM	137.6	157.1	-19.5	2	82.4	79.9	2.5	101.1	111.4	-10.3	111.3	140.2	-28.9	83.6	90.1	-6.5	43.8	41.5	2.3	158.5	171.6	-13.1
Mix	30.2	23.5	6.7	15	23.9	21.6	2.3	29.3	29.2	0.1	26.5	29.0	-2.5	11.6	13.3	-1.7	2.3	2.9	-0.6	33.2	28.3	4.9
More FM	89.6	101.5	-11.9	5	63.4	60.1	3.3	68.8	69.6	-0.8	68.9	70.8	-1.9	34.1	33.7	0.4	8.5	11.0	-2.5	84.4	78.9	5.5
More FM Rodney	11.0	11.3	-0.3	25	5.8	7.8	-2.0	8.6	8.8	-0.2	9.6	8.1	1.5	3.8	5.9	-2.1	5.3	4.9	0.4	13.2	13.0	0.2
Newstalk ZB	154.1	153.5	0.6	1	107.1	104.3	2.8	100.3	98.9	1.4	106.8	101.1	5.7	65.3	66.6	-1.3	46.2	45.3	0.9	143.3	133.2	10.1
Radio Hauraki	32.9	29.2	3.7	14	22.1	18.2	3.9	21.4	22.5	-1.1	34.5	32.9	1.6	18.1	13.4	4.7	7.4	8.5	-1.1	26.6	31.5	-4.9
RadioLIVE	33.0	35.7	-2.7	13	14.7	11.7	3.0	21.1	19.1	2.0	24.4	21.6	2.8	13.7	12.4	1.3	12.4	9.2	3.2	33.5	30.6	2.9
Radio Sport	20.7	19.0	1.7	19	15.7	18.0	-2.3	24.7	23.5	1.2	24.8	27.9	-3.1	10.8	10.2	0.6	8.2	6.5	1.7	37.7	37.5	0.2
Radio Tainui	0.9	1.0	-0.1	30	0.9	0.6	0.3	1.5	1.3	0.2	0.2	*	*	*	*	*	1.8	0.8	1.0	1.1	0.3	0.8
Tarana	21.9	34.1	-12.2	17	17.1	15.1	2.0	16.5	18.9	-2.4	22.9	26.1	-3.2	19.4	19.0	0.4	5.5	4.9	0.6	31.1	37.7	-6.6
Radio Waatea	2.8	2.7	0.1	27	2.8	1.2	1.6	1.7	1.5	0.2	3.1	1.5	1.6	0.5	0.5	0.0	0.6	0.5	0.1	1.7	1.5	0.2
Rhema	14.1	7.0	7.1	23	11.0	7.1	3.9	13.9	9.9	4.0	10.5	4.1	6.4	5.7	9.1	-3.4	3.5	5.0	-1.5	15.4	10.6	4.8
Rock	41.1	40.4	0.7	12	27.5	23.4	4.1	34.6	36.8	-2.2	48.8	49.0	-0.2	18.2	24.4	-6.2	9.7	9.3	0.4	48.3	44.0	4.3
Star	6.6	7.0	-0.4	26	3.5	7.1	-3.6	3.2	4.1	-0.9	1.8	2.5	-0.7	2.6	4.9	-2.3	2.4	4.3	-1.9	11.4	13.5	-2.1
The Hits	44.1	56.1	-12.0	9	38.7	41.5	-2.8	43.9	47.2	-3.3	48.4	52.6	-4.2	17.7	24.1	-6.4	7.1	6.6	0.5	60.6	67.2	-6.6
The Sound	42.7	46.4	-3.7	10	43.2	42.4	0.8	41.2	43.9	-2.7	50.5	55.7	-5.2	26.5	28.8	-2.3	4.9	5.6	-0.7	52.4	59.5	-7.1
ZM	95.6	81.1	14.5	4	54.0	49.6	4.4	75.1	77.2	-2.1	102.7	85.8	16.9	45.5	40.9	4.6	15.7	12.3	3.4	107.3	91.5	15.8
Others	69.9	57.0	12.9		47.1	40.8	6.3	59.4	51.1	8.3	70.2	57.9	12.3	58.0	48.1	9.9	25.7	23.0	2.7	85.0	83.5	1.5
Mediaworks Combo	492.5	526.9	-34.4		359.6	369.2	-9.6	416.3	435.0	-18.7	456.6	479.4	-22.8	256.9	263.1	-6.2	109.6	111.6	-2.0	559.9	570.3	-10.4
NZME Combo	451.1	422.0	29.1		331.7	318.2	13.5	367.1	371.4	-4.3	421.4	404.3	17.1	216.5	216.0	0.5	121.4	120.5	0.9	492.7	466.1	26.6
NZME and Partners	498.6	471.0	27.6		365.5	350.5	15.0	390.9	398.8	-7.9	463.7	456.3	7.4	246.6	252.2	-5.6	135.0	129.5	5.5	554.2	521.9	32.3
All Commercial Radio	878.5	886.2	-7.7		649.3	644.6	4.7	709.2	714.7	-5.5	818.1	829.2	-11.1	489.4	497.5	-8.1	231.7	242.3	-10.6	943.7	916.7	27.0

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 internet only listening to Hokonui



AUCKLAND COMMERCIAL RADIO - SURVEY 3 2018

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

Survey Comparisons: 2/2018 - 3/2018

This Survey Period: Sun Apr 8 to Sat Jun 16 & Sun Jun 24 to Sat Sep 1 2018

Last Survey Period: Sun Jan 28 to Sat Jun 16 2018

	All 10+			People 10-17			People 18-34			People 25-44			People 25-54			People 45-64			People 55-74			MGS with Klds		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
95bFM	4:06	4:34	-0:28	1:57	2:14	-0:17	2:42	3:29	-0:47	2:37	4:36	-1:59	2:58	3:57	-0:59	7:25	5:05	2:19	11:20	9:02	2:17	3:36	4:52	-1:15
Ake	4:34	3:23	1:11	0:30	0:30	0:00	*	1:07	*	7:00	4:12	2:47	5:50	3:52	1:57	2:15	2:15	0:00	*	*	*	5:50	5:40	0:09
BBC	5:10	6:23	-1:13	1:18	0:29	0:48	3:41	2:25	1:15	4:20	2:41	1:38	4:19	3:18	1:00	4:15	9:23	-5:07	5:36	9:42	-4:05	2:31	2:43	-0:11
Breeze	8:34	7:57	0:36	4:49	4:15	0:33	6:05	6:09	-0:03	6:21	7:04	-0:42	7:48	7:30	0:17	9:28	8:37	0:51	10:55	10:17	0:38	7:21	7:32	-0:10
Chinese Radio AM936	5:56	6:13	-0:17	2:56	3:31	-0:35	5:36	7:36	-2:00	5:39	6:45	-1:05	5:41	6:21	-0:39	6:59	5:27	1:32	10:18	4:39	5:38	5:17	4:53	0:23
Coast	11:29	11:21	0:07	4:47	5:19	-0:31	8:55	6:46	2:09	9:59	8:56	1:03	12:32	10:19	2:13	12:25	10:58	1:26	10:47	10:26	0:20	9:56	9:46	0:09
Edge	4:45	4:52	-0:07	4:01	4:25	-0:24	4:36	4:29	0:07	5:30	5:28	0:01	5:22	5:26	-0:04	5:10	5:50	-0:39	5:23	6:21	-0:57	4:30	5:05	-0:34
Flava	7:31	6:13	1:17	9:05	5:00	4:05	6:23	7:05	-0:41	7:58	7:26	0:32	7:42	7:13	0:28	7:27	4:53	2:34	13:50	8:00	5:50	5:30	5:46	-0:15
FM99.4 Chinese Voice	10:39	15:08	-4:28	6:30	6:30	0:00	4:03	5:43	-1:39	5:17	4:46	0:31	4:24	11:26	-7:02	13:45	27:37	-13:52	30:47	30:35	0:11	2:13	4:00	-1:46
George FM	6:09	5:08	1:00	6:11	6:00	0:11	4:51	4:41	0:10	5:36	5:27	0:09	6:17	4:58	1:18	8:13	4:21	3:51	5:24	8:25	-3:00	5:33	3:00	2:32
Humm FM	8:00	7:22	0:38	4:49	3:36	1:13	7:17	6:42	0:34	9:47	6:47	2:59	9:35	7:22	2:13	8:13	10:18	-2:05	6:52	9:05	-2:12	8:20	7:38	0:42
Life FM	5:46	5:57	-0:11	5:03	2:45	2:17	3:39	4:34	-0:54	6:14	5:32	0:42	7:30	6:08	1:21	8:24	10:49	-2:24	3:45	18:12	-14:26	6:33	5:55	0:37
Magic	10:31	10:38	-0:07	5:51	1:17	4:33	25:33	17:36	7:57	7:55	7:38	0:17	8:23	7:47	0:36	9:49	8:02	1:46	9:58	9:27	0:31	11:30	10:25	1:04
Mai FM	7:13	7:47	-0:34	4:53	6:41	-1:47	7:30	7:46	-0:16	8:55	9:03	-0:08	8:43	8:59	-0:15	7:14	8:00	-0:46	6:34	7:24	-0:49	7:54	8:26	-0:31
Mix	8:07	10:30	-2:22	2:14	3:49	-1:34	9:37	9:59	-0:21	9:13	12:29	-3:15	9:30	11:25	-1:55	8:42	10:36	-1:53	7:05	11:53	-4:47	9:58	13:01	-3:02
More FM	8:21	9:10	-0:49	4:51	4:49	0:02	6:30	8:05	-1:34	9:50	10:42	-0:51	9:06	11:01	-1:54	8:45	10:28	-1:42	9:46	8:04	1:42	8:32	9:36	-1:04
More FM Rodney	6:46	6:42	0:03	3:16	2:59	0:17	8:25	7:45	0:40	5:06	5:06	0:00	5:55	6:00	-0:05	7:04	9:53	-2:48	5:46	5:32	0:14	10:15	9:36	0:38
Newstalk ZB	11:18	11:43	-0:24	2:11	2:21	-0:09	4:29	4:36	-0:06	5:42	4:51	0:50	6:09	5:39	0:29	10:07	10:13	-0:05	14:38	14:29	0:08	6:54	8:07	-1:13
Radio Hauraki	8:50	6:27	2:23	1:36	1:33	0:02	11:46	9:13	2:33	10:29	8:36	1:52	9:57	7:19	2:37	6:18	4:23	1:55	1:45	2:57	-1:12	3:36	4:16	-0:40
RadioLIVE	6:03	6:16	-0:12	3:05	2:16	0:49	3:37	6:02	-2:24	6:12	6:41	-0:28	6:22	6:47	-0:25	6:02	7:18	-1:16	6:19	7:39	-1:19	7:22	9:07	-1:45
Radio Sport	5:54	6:04	-0:09	4:24	3:46	0:37	2:56	2:46	0:10	3:36	7:42	-4:06	5:00	6:50	-1:49	6:18	4:58	1:20	8:21	7:34	0:46	7:25	6:34	0:50
Radio Tainui	2:32	1:43	0:48	1:43	1:31	0:12	1:55	1:47	0:07	3:34	1:48	1:45	3:03	1:48	1:14	1:17	*	*	*	*	*	12:45	*	*
Tarana	8:20	8:55	-0:35	2:35	2:36	-0:01	6:25	8:04	-1:38	9:04	8:49	0:15	9:02	10:21	-1:19	9:41	12:48	-3:06	11:58	7:23	4:35	8:46	11:14	-2:27
Radio Waatea	8:38	6:10	2:27	*	*	*	2:00	2:00	0:00	*	*	*	6:54	3:25	3:28	9:56	6:58	2:57	14:34	14:44	-0:09	25:00	9:33	15:26
Rhema	7:55	4:59	2:56	2:55	1:49	1:05	7:52	1:49	6:03	10:13	5:11	5:02	10:07	5:57	4:10	8:06	5:37	2:28	7:29	5:02	2:26	8:12	4:56	3:15
Rock	6:20	5:21	0:59	2:05	3:25	-1:19	4:47	4:16	0:31	7:19	6:15	1:03	7:51	6:11	1:39	8:15	6:17	1:58	4:11	6:16	-2:05	7:35	6:40	0:54
Star	5:22	7:23	-2:00	3:14	1:08	2:05	2:48	2:51	-0:03	3:49	6:31	-2:41	3:45	6:06	-2:20	6:47	10:57	-4:09	12:34	12:04	0:29	8:57	6:24	2:33
The Hits	7:07	7:00	0:07	5:03	4:45	0:18	7:18	4:06	3:11	8:51	6:38	2:12	7:59	6:54	1:04	6:54	9:06	-2:11	8:30	11:21	-2:50	5:26	6:30	-1:03
The Sound	9:29	9:31	-0:02	11:47	6:28	5:19	11:33	11:56	-0:23	6:22	5:19	1:03	8:33	8:57	-0:23	9:21	10:25	-1:04	7:33	7:51	-0:18	6:47	7:11	-0:23
ZM	5:15	5:21	-0:05	4:26	4:19	0:06	4:50	4:40	0:10	5:45	4:51	0:54	5:30	5:11	0:19	5:42	7:42	-1:59	7:27	11:00	-3:32	4:44	5:23	-0:39
Others	10:27	8:18	2:09	6:45	4:05	2:40	8:13	7:15	0:57	10:00	9:16	0:43	9:56	9:45	0:10	13:04	9:37	3:27	18:20	10:41	7:39	10:46	10:12	0:34
Mediaworks Combo	10:33	10:41	-0:07	6:41	7:41	-1:00	9:52	10:24	-0:31	10:57	11:24	-0:27	11:11	11:35	-0:24	11:34	11:37	-0:03	11:41	11:01	0:40	11:14	11:12	0:02
NZME Combo	11:38	11:38	0:00	7:12	5:40	1:32	8:20	7:55	0:25	9:40	9:15	0:24	10:29	9:39	0:49	13:27	12:59	0:28	15:44	16:32	-0:47	8:40	9:18	-0:38
NZME and Partners	11:32	11:32	-0:00	7:02	5:35	1:26	8:28	8:08	0:20	9:51	9:19	0:31	10:29	9:38	0:50	13:18	12:56	0:21	15:57	16:45	-0:48	8:54	9:19	-0:24
All Commercial Radio	16:50	16:36	0:13	10:22	9:59	0:22	14:30	14:46	-0:15	16:20	15:52	0:28	16:52	16:11	0:41	19:10	18:17	0:53	21:00	20:33	0:27	15:55	15:54	0:00
Potential (000)	1,445.0	1,445.0	0.0	153.3	157.2	-3.9	499.7	495.8	3.9	516.0	516.0	0.0	727.0	727.0	0.0	382.0	382.0	0.0	286.0	286.0	0.0	287.6	285.2	2.4
Sample	2,492	2,499	-7	273	270	3	792	752	40	896	912	-16	1,255	1,238	17	633	625	8	557	590	-33	505	483	22

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 internet only listening to Hokonui



AUCKLAND COMMERCIAL RADIO - SURVEY 3 2018

Average Time Spent Listening (hh:mm) by Daypart, People 10+
 Survey Comparisons: 2/2018 - 3/2018

This Survey Period: Sun Apr 8 to Sat Jun 16 & Sun Jun 24 to Sat Sep 1 2018
 Last Survey Period: Sun Jan 28 to Sat Jun 16 2018

	This	Last	+/-
Potential (000)	1,445.0	1,445.0	0.0
Sample Size	2,492	2,499	-7

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

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 internet only listening to Hokonui