

NZ MAJOR MARKETS COMMERCIAL RADIO - SURVEY 2 2017

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

Survey Comparisons: 1/2017 - 2/2017

This Survey Period: Metro - Sun Jan 29 to Sat Jun 17 2017 / Regional - Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 2017

Last Survey Period: Metro - Sun Jul 17 to Sat Oct 22 2016 & Sun Jan 29 to Sat Apr 8 2017 / Regional - Sun Apr 10 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Apr 8 2017 (Well - Sat Apr 22 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	+/-	
Network Breeze	8.4	8.0	0.4	2	7.1	6.0	1.1	6.3	4.9	1.4	7.2	6.5	0.7	8.5	8.4	0.1	10.7	10.7	0.0	10.0	9.8	0.2	9.3	8.0	1.3							
Network Coast	7.7	7.4	0.3	3	2.2	1.6	0.6	1.1	1.2	-0.1	2.1	2.2	-0.1	4.1	3.9	0.2	10.6	9.9	0.7	16.1	15.7	0.4	3.5	4.0	-0.5							
Network The Edge	7.7	8.1	-0.4	3	16.4	19.0	-2.6	13.0	13.6	-0.6	10.6	10.8	-0.2	8.9	9.3	-0.4	5.1	5.3	-0.2	2.7	2.5	0.2	11.5	11.9	-0.4							
Network Flava	2.4	2.3	0.1	14	4.7	7.5	-2.8	5.2	4.3	0.9	3.3	2.4	0.9	2.4	2.0	0.4	0.6	0.8	-0.2	0.1	0.1	0.0	2.4	2.3	0.1							
Network George FM	1.4	1.5	-0.1	16	1.7	1.1	0.6	2.5	2.4	0.1	2.1	2.9	-0.8	1.7	2.2	-0.5	0.8	0.7	0.1	0.5	0.2	0.3	1.2	1.7	-0.5							
Network Hokonui	0.3	0.2	0.1	23	0.2	0.1	0.1	0.1	*	*	0.1	0.1	0.0	0.1	0.1	0.0	0.5	0.4	0.1	0.5	0.5	0.0	0.2	0.2	0.0							
Network Life FM	0.8	0.9	-0.1	19	2.3	2.1	0.2	1.0	0.8	0.2	1.2	1.1	0.1	1.1	0.9	0.2	0.7	0.9	-0.2	0.4	0.8	-0.4	1.3	1.3	0.0							
Network Magic	3.0	2.8	0.2	12	0.5	0.6	-0.1	0.2	0.4	-0.2	0.5	0.5	0.0	0.8	0.8	0.0	3.8	3.4	0.4	7.6	6.7	0.9	1.2	1.2	0.0							
Network Mai FM	5.8	5.9	-0.1	9	14.8	13.4	1.4	12.0	12.8	-0.8	7.9	8.0	-0.1	6.1	6.3	-0.2	1.9	2.0	-0.1	0.6	0.6	0.0	6.6	7.2	-0.6							
Network Maori Radio	0.7	0.8	-0.1	21	1.3	1.2	0.1	0.4	0.5	-0.1	0.8	0.9	-0.1	0.8	0.9	-0.1	0.8	1.0	-0.2	0.6	0.9	-0.3	0.8	0.9	-0.1							
Network Mix	1.0	1.0	0.0	18	0.7	0.8	-0.1	0.7	0.6	0.1	1.2	1.0	0.2	1.4	1.4	0.0	1.4	1.4	0.0	0.6	0.6	0.0	0.8	0.8	0.0							
Network More FM	6.9	7.3	-0.4	6	8.0	8.8	-0.8	5.7	6.0	-0.3	7.2	8.1	-0.9	8.1	8.7	-0.6	9.8	9.8	0.0	7.0	6.9	0.1	10.1	10.3	-0.2							
Network Newstalk ZB	10.4	10.2	0.2	1	1.8	1.8	0.0	1.3	1.6	-0.3	2.9	3.1	-0.2	4.6	4.5	0.1	9.8	10.2	-0.4	19.6	19.6	0.0	6.2	5.9	0.3							
Network Radio Hauraki	2.9	3.0	-0.1	13	1.5	1.1	0.4	3.7	5.2	-1.5	4.7	4.9	-0.2	4.1	4.0	0.1	2.5	2.3	0.2	1.3	1.6	-0.3	2.5	2.7	-0.2							
Network RadioLIVE	3.3	3.5	-0.2	11	1.0	0.7	0.3	1.2	1.4	-0.2	2.0	2.3	-0.3	2.7	2.7	0.0	4.2	4.3	-0.1	5.3	5.7	-0.4	2.5	2.4	0.1							
Network Radio Sport	2.3	2.1	0.2	15	1.0	0.7	0.3	1.3	1.0	0.3	1.7	1.5	0.2	2.4	2.1	0.3	3.1	2.9	0.2	2.7	2.7	0.0	1.5	1.4	0.1							
Network Tarana	1.3	1.1	0.2	17	0.3	0.5	-0.2	2.8	2.1	0.7	1.4	1.0	0.4	1.3	0.8	0.5	0.7	0.5	0.2	0.6	1.1	-0.5	1.7	0.9	0.8							
Network Rhema	0.8	1.1	-0.3	19	0.9	0.9	0.0	0.5	0.5	0.0	0.6	0.7	-0.1	0.7	1.0	-0.3	0.9	1.7	-0.8	0.9	1.5	-0.6	0.8	1.2	-0.4							
Network The Rock	7.5	7.7	-0.2	5	4.1	5.5	-1.4	12.4	11.9	0.5	13.1	13.3	-0.2	10.8	11.3	-0.5	5.2	5.4	-0.2	2.5	2.3	0.2	7.5	7.9	-0.4							
Network Star	0.6	0.5	0.1	22	0.2	0.3	-0.1	0.1	0.2	-0.1	0.2	0.4	-0.2	0.3	0.4	-0.1	0.9	0.5	0.4	1.2	0.7	0.5	0.8	0.5	0.3							
Network The Hits	5.3	5.3	0.0	10	7.6	7.4	0.2	5.5	5.6	-0.1	5.8	5.8	0.0	6.2	6.1	0.1	5.9	5.6	0.3	3.7	3.5	0.2	7.6	7.9	-0.3							
Network The Sound	6.2	6.2	0.0	8	3.2	2.2	1.0	3.7	3.9	-0.2	5.1	4.8	0.3	6.9	7.0	-0.1	11.1	11.5	-0.4	8.9	8.6	0.3	4.8	5.4	-0.6							
Network ZM	6.6	6.1	0.5	7	9.9	7.9	2.0	13.2	11.8	1.4	9.9	9.6	0.3	8.2	7.8	0.4	3.4	3.4	0.0	1.0	1.4	-0.4	8.2	8.3	-0.1							
Mediaworks Combo	50.2	51.0	-0.8		56.9	57.4	-0.5	56.9	57.2	-0.3	55.7	57.2	-1.5	54.5	56.7	-2.2	52.7	53.0	-0.3	45.1	43.3	1.8	54.7	56.0	-1.3							
NZME Combo	39.2	37.8	1.4		29.9	29.1	0.8	32.2	31.4	0.8	31.7	30.7	1.0	33.8	32.1	1.7	38.2	37.4	0.8	46.4	46.0	0.4	33.0	33.6	-0.6							
NZME and Partners	40.9	38.9	2.0		31.3	29.9	1.4	35.3	34.2	1.1	35.2	33.2	2.0	36.4	33.9	2.5	39.3	38.0	1.3	47.3	46.4	0.9	35.1	34.2	0.9							
Potential (000)	3,285.5	3,285.5	0.0		390.0	377.8	12.2	959.1	971.3	-12.2	1,019.6	1,019.6	0.0	1,524.9	1,524.9	0.0	930.9	930.9	0.0	734.6	734.6	0.0	621.1	588.7	32.4							

NZ MAJOR MARKETS COMMERCIAL RADIO - SURVEY 2 2017

Station Share (%) by Daypart, People 10+

Survey Comparisons: 1/2017 - 2/2017

This Survey Period: Metro - Sun Jan 29 to Sat Jun 17 2017 / Regional - Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 2017

Last Survey Period: Metro - Sun Jul 17 to Sat Oct 22 2016 & Sun Jan 29 to Sat Apr 8 2017 / Regional - Sun Apr 10 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Apr 8 2017 (Well - Sat Apr 22 2017)

	This	Last	+/-
Potential (000)	3,285.5	3,285.5	0.0
Sample Size	14,371	14,179	192

	Mon-Fri 6am-9am				Mon-Fri 9am-12md				Mon-Fri 12md-4pm				Mon-Fri 4pm-7pm				Mon-Fri 7pm-12mn				Mon-Fri 12mn-6am				Sat-Sun 12mn-12mn			
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Network Breeze	7.8	7.5	0.3	3	9.1	9.0	0.1	9.5	9.2	0.3	7.9	7.5	0.4	6.6	6.6	0.0	6.2	5.5	0.7	8.6	7.7	0.9						
Network Coast	6.0	5.7	0.3	8	8.7	8.5	0.2	8.1	8.3	-0.2	7.0	6.9	0.1	6.3	5.8	0.5	6.1	4.6	1.5	9.1	8.6	0.5						
Network The Edge	7.4	7.5	-0.1	4	6.9	7.1	-0.2	8.4	8.5	-0.1	9.2	9.1	0.1	7.6	8.1	-0.5	5.9	8.4	-2.5	7.6	8.6	-1.0						
Network Flava	1.8	2.2	-0.4	14	2.4	2.3	0.1	2.7	2.2	0.5	2.6	2.2	0.4	3.0	2.8	0.2	2.1	2.3	-0.2	2.4	2.5	-0.1						
Network George FM	1.1	1.2	-0.1	17	1.1	1.1	0.0	1.2	1.3	-0.1	1.7	1.9	-0.2	1.5	1.3	0.2	1.5	1.2	0.3	1.8	1.9	-0.1						
Network Hokonui	0.3	0.2	0.1	23	0.3	0.3	0.0	0.3	0.2	0.1	0.2	0.2	0.0	0.2	0.1	0.1	0.3	0.2	0.1	0.3	0.2	0.1	0.3	0.2	0.1			
Network Life FM	0.8	0.8	0.0	18	0.6	0.8	-0.2	0.7	0.7	0.0	0.9	0.8	0.1	1.3	1.2	0.1	0.7	0.8	-0.1	1.1	1.2	-0.1						
Network Magic	2.7	2.2	0.5	12	3.5	3.4	0.1	3.1	3.0	0.1	2.3	2.2	0.1	2.5	2.0	0.5	2.6	2.2	0.4	3.6	3.4	0.2						
Network Mai FM	6.2	6.6	-0.4	7	4.7	4.7	0.0	5.2	5.2	0.0	6.5	7.1	-0.6	6.7	6.2	0.5	5.1	4.8	0.3	6.2	6.1	0.1						
Network Maori Radio	0.8	0.8	0.0	18	0.6	0.6	0.0	0.5	0.6	-0.1	0.7	0.7	0.0	0.9	0.8	0.1	1.0	2.2	-1.2	0.8	1.1	-0.3						
Network Mix	0.8	0.7	0.1	18	1.1	1.2	-0.1	1.3	1.4	-0.1	0.9	0.8	0.1	0.8	0.9	-0.1	0.4	0.2	0.2	1.0	0.9	0.1						
Network More FM	8.3	8.2	0.1	2	7.4	7.8	-0.4	7.7	8.0	-0.3	7.0	7.7	-0.7	3.9	4.5	-0.6	4.7	5.6	-0.9	5.9	6.3	-0.4						
Network Newstalk ZB	13.5	13.0	0.5	1	9.7	9.0	0.7	5.9	5.5	0.4	7.4	7.6	-0.2	16.9	17.5	-0.6	22.5	22.7	-0.2	10.1	9.9	0.2						
Network Radio Hauraki	2.7	2.9	-0.2	12	3.6	3.8	-0.2	3.4	3.6	-0.2	3.5	3.6	-0.1	1.7	1.5	0.2	1.1	1.2	-0.1	2.6	2.4	0.2						
Network RadioLIVE	4.8	5.4	-0.6	11	2.2	2.1	0.1	2.1	2.2	-0.1	2.7	2.5	0.2	4.9	4.9	0.0	7.7	8.1	-0.4	3.1	3.3	-0.2						
Network Radio Sport	1.8	1.7	0.1	14	2.4	2.2	0.2	2.1	2.1	0.0	2.3	1.8	0.5	2.7	2.0	0.7	1.2	1.1	0.1	2.8	2.5	0.3						
Network Tarana	1.3	1.3	0.0	16	1.1	0.9	0.2	0.8	0.6	0.2	1.5	1.3	0.2	1.8	1.3	0.5	1.6	0.9	0.7	1.5	1.2	0.3						
Network Rhema	0.8	1.0	-0.2	18	0.5	0.8	-0.3	0.7	1.0	-0.3	0.6	1.1	-0.5	1.2	1.8	-0.6	1.5	1.3	0.2	1.0	1.2	-0.2						
Network The Rock	6.9	7.2	-0.3	6	9.0	9.4	-0.4	9.3	9.7	-0.4	7.7	8.2	-0.5	5.5	5.2	0.3	7.9	7.9	0.0	5.5	5.8	-0.3						
Network Star	0.4	0.5	-0.1	22	0.5	0.5	0.0	0.6	0.5	0.1	0.5	0.4	0.1	0.7	0.5	0.2	0.6	0.9	-0.3	0.7	0.6	0.1						
Network The Hits	5.3	5.3	0.0	9	6.1	5.6	0.5	6.2	5.9	0.3	5.3	5.4	-0.1	3.9	4.5	-0.6	3.5	4.0	-0.5	4.8	5.0	-0.2						
Network The Sound	5.3	5.2	0.1	9	7.0	7.3	-0.3	7.9	8.1	-0.2	6.2	6.4	-0.2	3.9	3.9	0.0	3.6	3.3	0.3	5.9	5.7	0.2						
Network ZM	7.3	6.7	0.6	5	6.4	5.8	0.6	7.0	6.5	0.5	7.7	7.2	0.5	5.5	5.1	0.4	4.2	4.5	-0.3	5.7	5.4	0.3						
Mediaworks Combo	50.4	51.1	-0.7		50.9	51.9	-1.0	54.3	55.1	-0.8	51.1	52.7	-1.6	43.0	42.6	0.4	45.2	46.9	-1.7	48.2	48.8	-0.6						
NZME Combo	39.7	38.6	1.1		40.8	38.7	2.1	37.2	35.8	1.4	37.3	35.9	1.4	42.4	41.1	1.3	43.3	41.6	1.7	39.1	37.6	1.5						
NZME and Partners	41.7	39.9	1.8		42.0	39.6	2.4	38.3	36.5	1.8	39.8	37.5	2.3	43.9	42.7	1.2	44.1	42.3	1.8	41.0	38.9	2.1						

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

Mediaworks Combo: Breeze, Edge, George FM, Magic (includes Radio Dunedin), Mai, More FM (includes More FM Rodney), RadioLIVE, Rock, The Sound

NZME Combo: Coast, Flava, Hokonui, Mix, Newstalk ZB, Radio Hauraki, Radio Sport, The Hits, ZM, BBC (Auckland)

NZME and Partners Combo: Coast, Flava, Hokonui, Mix, Newstalk ZB, Radio Hauraki, Radio Sport, The Hits, ZM, BBC (Auckland), Chinese Radio AM936 (Auckland), FM99.4 Chinese Voice (Auckland), Humm FM (Auckland), 95bFM(Auckland) - from S2 2017)

NZ Major Markets includes Auckland, Wellington, Christchurch, Northland, Waikato, Tauranga, Rotorua, Hawke's Bay, Taranaki, Manawatu, Nelson, Dunedin and Southland

NZ MAJOR MARKETS COMMERCIAL RADIO - SURVEY 2 2017

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

Survey Comparisons: 1/2017 - 2/2017

This Survey Period: Metro - Sun Jan 29 to Sat Jun 17 2017 / Regional - Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 2017

Last Survey Period: Metro - Sun Jul 17 to Sat Oct 22 2016 & Sun Jan 29 to Sat Apr 8 2017 / Regional - Sun Apr 10 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Apr 8 2017 (Well - Sat Apr 22 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	+/-
Network Breeze	419.2	405.1	14.1	2	36.7	31.2	5.5	97.8	84.9	12.9	131.0	116.9	14.1	216.1	205.1	11.0	155.0	157.3	-2.3	112.7	113.4	-0.7	94.2	85.6	8.6						
Network Coast	329.0	322.6	6.4	8	14.9	12.4	2.5	25.2	24.0	1.2	37.9	42.8	-4.9	91.3	96.3	-5.0	138.5	135.6	2.9	162.9	160.8	2.1	39.6	42.9	-3.3						
Network The Edge	518.8	524.6	-5.8	1	97.2	93.7	3.5	238.3	246.2	-7.9	202.2	196.7	5.5	268.8	266.7	2.1	94.3	98.1	-3.8	33.5	35.5	-2.0	130.4	128.6	1.8						
Network Flava	160.3	158.6	1.7	14	31.4	36.5	-5.1	86.6	87.4	-0.8	60.4	47.9	12.5	73.8	60.0	13.8	16.5	15.4	1.1	3.4	3.7	-0.3	32.3	26.4	5.9						
Network George FM	106.7	115.6	-8.9	16	11.1	9.3	1.8	55.6	57.8	-2.2	51.5	63.5	-12.0	66.3	76.1	-9.8	19.4	16.4	3.0	5.1	4.1	1.0	18.0	21.4	-3.4						
Network Hokonui	11.0	6.7	4.3	23	1.3	0.2	1.1	2.6	0.9	1.7	3.0	1.5	1.5	4.6	2.4	2.2	3.8	3.1	0.7	3.1	3.1	0.0	1.8	1.0	0.8						
Network Life FM	66.3	67.3	-1.0	18	14.3	12.8	1.5	22.2	20.6	1.6	26.7	22.2	4.5	37.4	34.5	2.9	17.1	21.1	-4.0	7.7	11.4	-3.7	17.4	14.8	2.6						
Network Magic	127.5	115.2	12.3	15	3.3	4.7	-1.4	10.0	10.1	-0.1	12.4	14.7	-2.3	27.6	28.1	-0.5	52.7	46.6	6.1	72.4	60.6	11.8	14.8	14.3	0.5						
Network Mai FM	334.9	322.9	12.0	6	67.1	62.0	5.1	178.7	178.7	0.0	144.7	139.4	5.3	168.4	168.1	0.3	33.9	34.0	-0.1	13.3	10.1	3.2	63.0	66.0	-3.0						
Network Maori Radio	56.7	58.8	-2.1	20	9.5	9.3	0.2	11.9	11.8	0.1	17.5	17.5	0.0	26.1	26.9	-0.8	18.9	19.8	-0.9	13.8	15.0	-1.2	11.3	13.4	-2.1						
Network Mix	68.5	59.9	8.6	17	7.0	7.6	-0.6	18.0	15.9	2.1	26.5	20.9	5.6	45.7	36.7	9.0	25.6	22.3	3.3	8.5	8.3	0.2	15.9	11.9	4.0						
Network More FM	394.3	401.0	-6.7	4	56.3	50.3	6.0	104.5	105.4	-0.9	139.6	145.5	-5.9	217.9	226.8	-8.9	135.0	139.4	-4.4	72.9	74.8	-1.9	105.4	102.6	2.8						
Network Newstalk ZB	401.5	394.1	7.4	3	16.0	12.8	3.2	39.5	41.5	-2.0	69.0	68.1	0.9	134.6	133.8	0.8	148.3	152.2	-3.9	167.7	163.8	3.9	53.9	56.6	-2.7						
Network Radio Hauraki	176.9	175.2	1.7	11	12.0	10.3	1.7	68.3	74.4	-6.1	89.3	93.2	-3.9	119.9	117.8	2.1	46.3	42.9	3.4	20.3	22.2	-1.9	35.6	34.4	1.2						
Network RadioLIVE	176.4	180.2	-3.8	12	7.3	7.0	0.3	24.1	28.8	-4.7	44.2	49.6	-5.4	84.5	86.3	-1.8	74.1	76.2	-2.1	61.1	62.9	-1.8	30.7	31.0	-0.3						
Network Radio Sport	161.9	148.8	13.1	13	12.2	8.6	3.6	25.3	26.5	-1.2	40.2	41.6	-1.4	75.5	75.1	0.4	60.7	58.8	1.9	48.2	43.9	4.3	19.5	18.4	1.1						
Network Tarana	56.4	41.3	15.1	21	4.4	3.4	1.0	30.1	20.0	10.1	28.3	20.3	8.0	35.4	24.6	10.8	11.1	8.3	2.8	7.2	7.4	-0.2	15.8	8.9	6.9						
Network Rhema	58.9	73.0	-14.1	19	7.4	8.0	-0.6	12.5	15.1	-2.6	15.7	18.8	-3.1	25.3	32.4	-7.1	20.8	27.5	-6.7	17.1	21.3	-4.2	10.7	14.3	-3.6						
Network The Rock	333.0	332.3	0.7	7	29.1	28.6	0.5	143.1	140.9	2.2	175.0	169.9	5.1	226.2	224.2	2.0	73.1	75.0	-1.9	27.0	26.8	0.2	71.0	67.6	3.4						
Network Star	32.4	38.9	-6.5	22	3.7	3.0	0.7	5.0	8.5	-3.5	6.7	11.4	-4.7	8.8	14.7	-5.9	7.3	7.5	-0.2	12.1	12.0	0.1	4.5	7.8	-3.3						
Network The Hits	315.1	316.6	-1.5	9	47.6	48.4	-0.8	93.5	96.3	-2.8	108.4	107.7	0.7	167.2	165.7	1.5	94.8	95.2	-0.4	52.0	53.7	-1.7	83.2	83.0	0.2						
Network The Sound	263.7	265.3	-1.6	10	17.3	16.0	1.3	57.3	59.0	-1.7	76.9	80.1	-3.2	149.9	152.8	-2.9	132.3	131.3	1.0	75.2	72.0	3.2	45.0	49.3	-4.3						
Network ZM	391.7	383.8	7.9	5	62.3	54.3	8.0	198.4	196.7	1.7	172.4	171.1	1.3	220.7	220.1	0.6	58.8	61.7	-2.9	13.8	15.9	-2.1	90.1	89.9	0.2						
Mediaworks Combo	1,794.4	1,785.0	9.4		218.9	205.1	13.8	567.4	581.6	-14.2	618.8	624.8	-6.0	923.6	932.1	-8.5	535.2	531.0	4.2	349.8	337.9	11.9	379.8	369.7	10.1						
NZME Combo	1,535.8	1,513.6	22.2		153.3	149.0	4.3	421.2	424.3	-3.1	455.4	450.4	5.0	706.3	695.1	11.2	453.7	447.7	6.0	369.9	368.0	1.9	293.7	285.3	8.4						
NZME and Partners	1,606.3	1,561.9	44.4		157.3	151.3	6.0</td																								

NZ MAJOR MARKETS COMMERCIAL RADIO - SURVEY 2 2017

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

Survey Comparisons: 1/2017 - 2/2017

This Survey Period: Metro - Sun Jan 29 to Sat Jun 17 2017 / Regional - Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 2017

Last Survey Period: Metro - Sun Jul 17 to Sat Oct 22 2016 & Sun Jan 29 to Sat Apr 8 2017 / Regional - Sun Apr 10 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Apr 8 2017 (Well - Sat Apr 22 2017)

	This	Last	+/-
Potential (000)	3,285.5	3,285.5	0.0
Sample Size	14,371	14,179	192

	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	+/-	
Network Breeze	218.9	209.2	9.7	5	187.6	182.3	5.3		202.4	195.9	6.5		193.2	185.3	7.9		78.3	81.7	-3.4		44.5	44.9	-0.4		260.7	255.6	5.1	
Network Coast	160.3	159.8	0.5	8	169.0	163.7	5.3		188.8	180.4	8.4		166.3	166.0	0.3		72.8	78.7	-5.9		41.0	38.0	3.0		217.4	207.8	9.6	
Network The Edge	261.1	265.2	-4.1	2	189.8	196.2	-6.4		249.4	248.7	0.7		259.0	260.5	-1.5		124.7	128.5	-3.8		51.8	59.6	-7.8		305.8	319.7	-13.9	
Network Flava	76.3	83.3	-7.0	13	60.0	61.9	-1.9		75.5	68.6	6.9		82.4	73.8	8.6		40.0	36.8	3.2		22.2	19.9	2.3		94.6	92.0	2.6	
Network George FM	42.6	47.5	-4.9	16	33.2	33.7	-0.5		36.7	40.3	-3.6		52.1	52.8	-0.7		19.4	23.1	-3.7		15.0	10.7	4.3		68.9	76.7	-7.8	
Network Hokonui	5.2	3.5	1.7	23	4.0	3.2	0.8		4.9	3.9	1.0		4.0	2.9	1.1		2.4	1.2	1.2		2.7	0.9	1.8		7.7	4.0	3.7	
Network Life FM	33.4	30.6	2.8	17	18.6	22.9	-4.3		23.6	26.0	-2.4		28.6	24.4	4.2		19.6	20.3	-0.7		10.6	9.7	0.9		44.9	45.6	-0.7	
Network Magic	69.2	60.8	8.4	14	64.2	58.4	5.8		69.0	60.6	8.4		58.2	56.6	1.6		26.8	26.2	0.6		17.8	16.6	1.2		89.4	84.6	4.8	
Network Mai FM	191.7	199.5	-7.8	6	116.8	120.3	-3.5		140.1	143.8	-3.7		168.0	166.3	1.7		91.8	80.4	11.4		39.6	40.4	-0.8		211.5	189.9	21.6	
Network Maori Radio	28.1	27.5	0.6	20	18.0	17.1	0.9		20.4	20.0	0.4		21.8	20.8	1.0		12.1	12.3	-0.2		8.1	9.6	-1.5		29.2	32.6	-3.4	
Network Mix	25.7	25.5	0.2	21	25.1	24.9	0.2		33.1	33.2	-0.1		29.2	27.2	2.0		12.1	11.7	0.4		5.4	4.1	1.3		41.9	32.9	9.0	
Network More FM	226.9	233.0	-6.1	4	156.6	158.4	-1.8		194.1	185.7	8.4		187.0	191.8	-4.8		76.5	88.5	-12.0		44.6	46.6	-2.0		218.3	221.7	-3.4	
Network Newstalk ZB	283.7	278.2	5.5	1	177.5	163.9	13.6		163.8	157.2	6.6		169.1	175.3	-6.2		133.4	134.2	-0.8		105.5	94.7	10.8		257.9	241.6	16.3	
Network Radio Hauraki	92.3	89.0	3.3	12	71.9	75.0	-3.1		83.2	81.5	1.7		94.2	90.4	3.8		34.4	30.3	4.1		16.6	16.0	0.6		90.4	89.7	0.7	
Network RadioLIVE	108.3	116.5	-8.2	11	60.6	54.4	6.2		58.5	55.7	2.8		72.9	69.2	3.7		42.6	38.9	3.7		35.7	34.4	1.3		92.7	94.0	-1.3	
Network Radio Sport	63.8	57.6	6.2	15	51.6	46.1	5.5		63.3	58.9	4.4		61.0	52.1	8.9		36.4	32.8	3.6		15.8	10.8	5.0		110.0	98.8	11.2	
Network Tarana	32.4	31.9	0.5	18	17.6	15.4	2.2		15.0	10.1	4.9		28.9	23.2	5.7		23.1	10.3	12.8		8.3	5.1	3.2		41.7	30.9	10.8	
Network Rhema	29.1	36.3	-7.2	19	16.4	23.6	-7.2		24.2	27.2	-3.0		19.8	26.4	-6.6		14.0	20.6	-6.6		9.4	9.8	-0.4		39.1	44.1	-5.0	
Network The Rock	190.6	190.5	0.1	7	145.3	150.0	-4.7		169.3	170.5	-1.2		173.0	181.7	-8.7		71.4	70.5	0.9		50.3	48.9	1.4		180.3	178.6	1.7	
Network Star	10.8	13.0	-2.2	22	8.5	12.2	-3.7		15.9	19.8	-3.9		9.8	13.0	-3.2		10.0	9.4	0.6		3.8	6.1	-2.3		21.6	22.9	-1.3	
Network The Hits	154.5	158.1	-3.6	9	124.7	118.7	6.0		153.8	151.4	2.4		141.8	145.2	-3.4		63.0	67.5	-4.5		33.4	33.7	-0.3		178.3	178.1	0.2	
Network The Sound	147.9	145.5	2.4	10	119.6	121.7	-2.1		147.3	148.4	-1.1		142.9	144.5	-1.6		52.8	54.3	-1.5		27.3	30.2	-2.9		161.2	155.4	5.8	
Network ZM	230.2	221.0	9.2	3	144.9	139.9	5.0		192.1	190.6	1.5		213.3	206.0	7.3		94.8	102.6	-7.8		44.9	49.7	-4.8		230.7	223.5	7.2	
Mediaworks Combo	1,194.4	1,200.2	-5.8		897.3	891.2	6.1		1,039.3	1,027.0	12.3		1,080.1	1,085.0	-4.9		513.5	521.7	-8.2		277.3	282.8	-5.5		1,273.2	1,262.0	11.2	
NZME Combo	972.5	955.2	17.3		744.2	716.2	28.0		839.5	811.3	28.2		855.2	836.1	19.1		457.4	462.3	-4.9		268.2	249.5	18.7		1,057.5	1,005.5	52.0	
NZME and Partners	1,022.4	988.3	34.1		772.2	739.7	32.5		866.8	825.5	41.3		898.5	862.4	36.1		473.5	476.9	-3.4		273.4	256.9	16.5		1,116.0	1,046.0	70.0</	

NZ MAJOR MARKETS 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: Metro - Sun Jan 29 to Sat Jun 17 2017 / Regional - Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 2017

Last Survey Period: Metro - Sun Jul 17 to Sat Oct 22 2016 & Sun Jan 29 to Sat Apr 8 2017 / Regional - Sun Apr 10 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Apr 8 2017 (Well - Sat Apr 22 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	+/-
Network Breeze	8:55	8:42	0:13	5:56	5:34	0:22	7:47	6:50	0:57	7:37	7:50	-0:12	8:29	8:55	-0:26	9:48	9:41	0:07	10:20	9:57	0:23	8:06	7:32	0:34
Network Coast	10:27	10:08	0:18	4:37	3:39	0:58	5:08	5:51	-0:43	7:45	7:14	0:30	9:35	8:56	0:39	10:50	10:27	0:23	11:31	11:12	0:19	7:20	7:29	-0:08
Network The Edge	6:38	6:51	-0:12	5:10	5:50	-0:39	6:36	6:36	0:00	7:19	7:44	-0:24	7:09	7:37	-0:28	7:41	7:42	-0:00	9:19	8:01	1:18	7:13	7:27	-0:13
Network Flava	6:35	6:27	0:07	4:37	5:55	-1:17	7:16	5:52	1:23	7:31	7:01	0:29	7:06	7:13	-0:06	5:12	7:09	-1:56	4:40	3:48	0:52	6:09	7:05	-0:56
Network George FM	5:48	5:35	0:13	4:37	3:22	1:14	5:21	4:58	0:23	5:45	6:25	-0:39	5:27	6:20	-0:53	6:12	6:03	0:09	11:33	6:31	5:01	5:24	6:19	-0:55
Network Hokonui	11:16	13:38	-2:22	4:32	11:13	-6:41	3:26	6:09	-2:42	3:46	6:17	-2:30	4:59	10:22	-5:23	17:23	20:30	-3:06	19:45	18:04	1:41	8:04	14:19	-6:15
Network Life FM	5:39	5:48	-0:09	4:52	4:48	0:04	5:18	4:35	0:42	6:25	6:38	-0:13	6:10	5:59	0:10	5:37	6:17	-0:40	5:35	7:52	-2:17	6:19	6:55	-0:36
Network Magic	10:37	10:44	-0:06	4:13	3:48	0:25	2:59	4:13	-1:14	5:35	5:00	0:34	6:28	6:21	0:06	10:11	10:17	-0:05	12:17	12:41	-0:24	6:51	6:53	-0:02
Network Mai FM	7:39	8:02	-0:22	6:47	6:13	0:33	8:08	8:32	-0:23	7:36	8:02	-0:25	7:50	8:11	-0:20	8:00	8:29	-0:29	5:37	6:31	-0:53	8:40	8:43	-0:03
Network Maori Radio	5:33	6:17	-0:44	4:17	3:47	0:29	4:28	4:42	-0:14	6:10	7:34	-1:23	6:40	7:20	-0:39	6:08	7:04	-0:55	5:03	6:39	-1:36	5:50	5:19	0:31
Network Mix	6:19	7:04	-0:44	2:55	2:55	-0:00	4:53	4:12	0:40	6:05	6:27	-0:22	6:43	8:04	-1:21	7:51	9:00	-1:09	7:35	7:49	-0:14	4:00	5:20	-1:20
Network More FM	7:49	8:00	-0:10	4:21	5:00	-0:39	6:35	6:49	-0:14	7:12	7:48	-0:36	8:01	8:21	-0:20	10:17	10:01	0:16	11:08	10:32	0:35	7:54	8:05	-0:11
Network Newstalk ZB	11:34	11:22	0:11	3:23	4:08	-0:45	3:53	4:43	-0:50	5:55	6:20	-0:24	7:24	7:19	0:04	9:22	9:37	-0:14	13:35	13:43	-0:07	9:28	8:26	1:01
Network Radio Hauraki	7:22	7:34	-0:12	3:51	3:07	0:44	6:29	8:19	-1:49	7:18	7:23	-0:05	7:24	7:26	-0:01	7:33	7:45	-0:12	7:43	8:19	-0:36	5:39	6:15	-0:35
Network RadioLIVE	8:25	8:31	-0:05	4:17	2:46	1:30	6:03	5:43	0:19	6:15	6:27	-0:11	6:54	6:56	-0:02	8:05	8:00	0:04	10:03	10:27	-0:23	6:37	6:11	0:26
Network Radio Sport	6:16	6:05	0:11	2:37	2:14	0:22	6:12	4:30	1:41	5:47	5:04	0:42	6:59	6:07	0:51	7:17	7:07	0:10	6:25	7:09	-0:43	6:25	6:17	0:08
Network Tarana	10:09	11:13	-1:03	2:01	4:22	-2:21	11:19	12:38	-1:18	7:00	6:54	0:06	7:53	6:46	1:06	9:28	8:37	0:51	10:18	16:19	-6:01	8:48	8:13	0:34
Network Rhema	6:03	6:26	-0:22	3:42	3:23	0:19	4:30	3:46	0:44	5:40	5:22	0:18	6:07	6:43	-0:36	6:03	8:34	-2:30	5:57	7:57	-2:00	6:09	7:00	-0:51
Network The Rock	9:59	10:17	-0:17	4:20	5:33	-1:13	10:32	10:04	0:27	10:25	11:01	-0:35	10:21	10:59	-0:37	10:11	10:19	-0:08	10:45	9:43	1:02	8:40	9:24	-0:44
Network Star	7:44	6:06	1:37	2:00	2:30	-0:30	2:31	3:19	-0:47	4:24	4:40	-0:16	7:18	6:05	1:13	16:55	9:49	7:05	11:10	6:14	4:56	15:01	5:40	9:20
Network The Hits	7:33	7:23	0:09	4:53	4:23	0:30	7:11	6:58	0:12	7:30	7:37	-0:06	8:03	8:03	-0:00	8:47	8:28	0:18	8:15	7:24	0:50	7:29	7:41	-0:12
Network The Sound	10:27	10:19	0:07	5:44	3:56	1:48	7:48	7:51	-0:03	9:18	8:20	0:57	9:57	10:01	-0:04	11:57	12:32	-0:34	13:44	13:43	0:00	8:44	8:51	-0:07
Network ZM	7:28	7:01	0:27	4:52	4:10	0:42	8:03	7:08	0:55	7:59	7:53	0:05	8:00	7:44	0:16	8:19	7:52	0:26	8:49	9:50	-1:00	7:27	7:26	0:00
Mediaworks Combo	12:28	12:36	-0:07	7:57	8:02	-0:04	12:11	11:44	0:26	12:33	12:51	-0:18	12:45	13:17	-0:32	13:59	14:16	-0:16	15:00	14:42	0:17	11:50	12:11	-0:21
NZME Combo	11:23	11:00	0:23	5:58	5:36	0:21	9:16	8:50	0:25	9:43	9:33	0:09	10:20	10:04	0:15	11:57	11:57	0:00	14:37	14:21	0:15	9:14	9:29	-0:15
NZME and Partners	11:21	10:59	0:22	6:06	5:41	0:24	9:22	8:57	0:25	9:52	9:40	0:12	10:25	10:07	0:17	11:57	11:55	0:01	14:33	14:18	0:14	9:16	9:27	-0:11
All Commercial Radio	16:50	16:53	-0:03	10:27	10:12	0:15	15:44	15:34	0:09	16:07	16:22	-0:14	16:41	17:00	-0:19	18:21	18:42	-0:21	19:52	19:52	0:00	15:30	15:52	-0:21
Potential (000)	3,285.5	3,285.5	0.0	390.0	377.8	12.2	959.1	971.3	-1															

NZ MAJOR MARKETS COMMERCIAL RADIO - SURVEY 2 2017

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

Survey Comparisons: 1/2017 - 2/2017

This Survey Period: Metro - Sun Jan 29 to Sat Jun 17 2017 / Regional - Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 2017

Last Survey Period: Metro - Sun Jul 17 to Sat Oct 22 2016 & Sun Jan 29 to Sat Apr 8 2017 / Regional - Sun Apr 10 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Apr 8 2017 (Well - Sat Apr 22 2017)

	This	Last	+/-
Potential (000)	3,285.5	3,285.5	0.0
Sample Size	14,371	14,179	192

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

Mediaworks Combo: Breeze, Edge, George FM, Magic (includes Radio Dunedin), Mai, More FM (includes More FM Rodney), RadioLIVE, Rock, The Sound

NZME Combo: Coast, Flava, Hokonui, Mix, Newstalk ZB, Radio Hauraki, Radio Sport, The Hits, ZM, BBC (Auckland)

NZME and Partners Combo: Coast, Flava, Hokonui, Mix, Newstalk ZB, Radio Hauraki, Radio Sport, The Hits, ZM, BBC (Auckland), Chinese Radio AM936 (Auckland), FM99.4 Chinese Voice (Auckland), Humm FM (Auckland), 95bFM(Auckland) - from S2 2017)

NZ Major Markets includes Auckland, Wellington, Christchurch, Northland, Waikato, Tauranga, Rotorua, Hawke's Bay, Taranaki, Manawatu, Nelson, Dunedin and Southland

n.b. From S2 2017 the results for Network Breeze, Network Flava, Network George FM, Network Hokonui, Network Life FM, Network Magic, Network Mai, Network Mix and Network Tarana also includes markets with internet only listening.

n.b. From S2 2017 the results for Network George also includes Christchurch, Waikato and Tauranga and markets with internet only listening. The S1 2017 Network George results only includes listening from Auckland, Wellington, Dunedin, Manawatu and Nelson.