



NZ MAJOR MARKETS COMMERCIAL RADIO - SURVEY 1 2019

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

Survey Comparisons: 4/2018 - 1/2019

This Survey Period: Metro - Sun Sep 2 to Sat Nov 10 2018 & Sun Jan 20 to Sat Mar 30 2019 / Regional - Sun Apr 8 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018 & Sun Jan 20* to Sat Mar 30 2019 *Auckland and Northland Wave 1 field dates Feb 3 to Mar 30 (Waikato - Sun Aug 21 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Sep 9 2017)

Last Survey Period: Metro - Sun Jun 24 to Sat Nov 10 2018 / Regional - Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018 (Waikato - Sun Aug 21 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Sep 9 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	+/-
Network Breeze	8.2	7.8	0.4	2	5.4	5.6	-0.2	5.8	5.1	0.7	7.7	7.0	0.7	8.6	7.9	0.7	10.5	9.9	0.6	10.2	9.7	0.5	10.5	10.1	0.4
Network Coast	7.2	7.5	-0.3	6	2.2	2.3	-0.1	1.5	2.1	-0.6	1.9	2.4	-0.5	4.6	4.5	0.1	9.9	9.6	0.3	13.6	14.5	-0.9	3.7	4.3	-0.6
Network The Edge	6.4	6.5	-0.1	8	14.8	16.2	-1.4	11.9	12.0	-0.1	9.4	8.7	0.7	7.3	7.1	0.2	3.1	3.5	-0.4	1.5	1.7	-0.2	7.5	7.2	0.3
Network Flava	1.8	2.6	-0.8	13	6.0	10.1	-4.1	3.7	4.0	-0.3	2.5	3.0	-0.5	2.0	2.6	-0.6	0.7	1.2	-0.5	0.2	0.3	-0.1	2.2	2.5	-0.3
Network George FM	1.2	1.3	-0.1	16	1.3	1.5	-0.2	2.9	2.6	0.3	2.3	2.6	-0.3	1.6	2.0	-0.4	0.2	0.7	-0.5	0.1	0.2	-0.1	0.8	1.1	-0.3
Network Hokonui	0.3	0.2	0.1	22	*	0.2	*	0.3	0.2	0.1	0.2	0.1	0.1	0.2	0.1	0.1	0.3	0.1	0.2	0.3	0.2	0.1	0.2	0.1	0.1
Network Life FM	1.0	0.9	0.1	18	2.3	1.8	0.5	1.4	1.0	0.4	1.6	1.1	0.5	1.4	1.2	0.2	0.6	0.8	-0.2	0.1	0.2	-0.1	1.7	1.0	0.7
Network Magic Music & Talk	7.8	7.9	-0.1	3	1.1	1.5	-0.4	2.2	1.9	0.3	3.0	2.9	0.1	4.4	4.0	0.4	10.1	9.6	0.5	15.6	17.2	-1.6	4.9	4.8	0.1
Network Mai FM	6.2	5.9	0.3	9	14.9	10.6	4.3	13.9	13.2	0.7	10.5	9.7	0.8	7.5	7.3	0.2	2.0	2.4	-0.4	1.0	0.8	0.2	7.5	7.2	0.3
Network Maori Radio	0.5	0.9	-0.4	20	1.0	1.0	0.0	0.4	1.2	-0.8	0.5	0.5	0.0	0.5	0.7	-0.2	0.6	1.0	-0.4	0.5	0.6	-0.1	0.7	0.8	-0.1
Network Mix	1.6	1.4	0.2	15	1.5	1.1	0.4	1.7	1.2	0.5	1.3	1.3	0.0	1.7	1.8	-0.1	2.0	2.2	-0.2	1.3	1.3	0.0	1.9	1.9	0.0
Network More FM	7.1	8.0	-0.9	7	9.8	10.9	-1.1	5.3	5.5	-0.2	6.7	8.7	-2.0	7.9	9.4	-1.5	9.2	9.8	-0.6	6.8	7.1	-0.3	10.6	12.5	-1.9
Network Newstalk ZB	12.2	10.7	1.5	1	1.6	1.3	0.3	2.3	1.9	0.4	2.9	2.5	0.4	6.0	4.6	1.4	12.6	10.5	2.1	19.9	19.6	0.3	6.0	5.3	0.7
Network Radio Hauraki	2.9	2.7	0.2	12	2.2	1.0	1.2	3.6	3.8	-0.2	4.5	4.0	0.5	4.6	4.0	0.6	3.0	2.6	0.4	1.0	1.0	0.0	3.4	2.5	0.9
Network Radio Sport	1.8	1.9	-0.1	13	1.4	1.0	0.4	1.0	1.0	0.0	1.2	1.2	0.0	1.6	1.5	0.1	2.3	2.2	0.1	2.4	2.8	-0.4	1.2	1.1	0.1
Network Tarana	1.2	1.0	0.2	16	0.6	0.5	0.1	1.8	1.5	0.3	1.7	1.4	0.3	1.3	1.2	0.1	0.5	0.6	-0.1	0.8	0.3	0.5	1.0	1.1	-0.1
Network Rhema	0.9	1.1	-0.2	19	1.5	1.1	0.4	0.4	0.8	-0.4	0.6	1.0	-0.4	0.7	1.1	-0.4	1.1	1.3	-0.2	1.2	1.3	-0.1	1.4	1.4	0.0
Network The Rock	7.7	7.6	0.1	4	8.4	6.7	1.7	12.2	12.5	-0.3	13.7	13.5	0.2	11.3	11.2	0.1	5.4	5.8	-0.4	2.5	2.4	0.1	6.4	7.4	-1.0
Network Star	0.5	0.5	0.0	20	0.2	0.3	-0.1	0.2	0.2	0.0	0.1	0.1	0.0	0.2	0.3	-0.1	0.5	0.6	-0.1	0.7	0.7	0.0	0.5	0.5	0.0
Network The Hits	5.2	5.2	0.0	10	6.0	5.3	0.7	5.5	6.2	-0.7	6.3	6.4	-0.1	6.3	6.2	0.1	4.9	4.7	0.2	3.5	3.2	0.3	8.4	7.8	0.6
Network The Sound	7.4	6.5	0.9	5	3.3	3.2	0.1	5.2	4.2	1.0	5.7	5.1	0.6	7.9	7.4	0.5	13.2	11.8	1.4	10.1	8.3	1.8	6.0	5.3	0.7
Network ZM	5.0	5.8	-0.8	11	7.3	9.0	-1.7	11.1	11.9	-0.8	9.1	10.1	-1.0	6.6	7.4	-0.8	1.8	2.5	-0.7	0.9	1.3	-0.4	7.9	8.3	-0.4
MediaWorks Combo	52.0	51.5	0.5		59.0	56.2	2.8	59.4	57.1	2.3	58.9	58.2	0.7	56.4	56.3	0.1	53.7	53.5	0.2	47.9	47.4	0.5	54.3	55.6	-1.3
NZME Combo	38.3	38.1	0.2		28.2	31.4	-3.2	30.7	32.5	-1.8	30.2	31.2	-1.0	33.6	32.7	0.9	37.9	35.8	2.1	43.7	44.7	-1.0	35.1	33.7	1.4
NZME and Partners	40.2	39.8	0.4		30.4	32.9	-2.5	33.7	34.7	-1.0	33.5	33.9	-0.4	36.1	34.9	1.2	39.2	37.0	2.2	45.1	45.7	-0.6	37.2	35.7	1.5
Potential (000)	3598.7	3520.5	78.2		418.1	400.9	17.2	1085.5	1061.9	23.6	1156.9	1114.6	42.3	1681.8	1640.1	41.7	999.5	986.3	13.2	815.9	791.8	24.1	624.8	638.6	-13.8
Sample	14,435	14,774	-339		1,516	1,556	-40	3,241	3,649	-408	3,931	4,251	-320	6,465	6,607	-142	4,486	4,297	189	3,973	3,980	-7	2,635	2,797	-162

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

MediaWorks Combo: Breeze, Edge, George FM, Magic Music & Talk (from S1 2019 - includes Radio Dunedin), Magic (includes Radio Dunedin) (until S4 2018), Mai, More FM (includes More FM Rodney), RadioLive (until S4 2018), 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), Pulzar FM (Christchurch)

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

n.b. The S1 2019 release does not include an S1 release for the Waikato region. The weather effect that took down the Ruru transmission tower continues to impact coverage in the area and as a result no surveys will occur in Waikato until late 2019. All historic S3 2017 data for Waikato will be carried forward for S1, S2 and S3 2019 for both Total NZ and Waikato markets. The industry requests that all users ensure all data used for these markets is clearly identified within the source.

*Magic Music & Talk includes a combination of Magic and RadioLIVE for S4 2018 and the following dates in S1 2019 Metro: Sunday September 2 - Saturday November 10 2018; Regional: Sunday April 8 - Saturday June 16 & Sunday June 24 - Saturday November 10 2018.



NZ MAJOR MARKETS COMMERCIAL RADIO - SURVEY 1 2019

Station Share (%) by Daypart, People 10+
Survey Comparisons: 4/2018 - 1/2019

	This	Last	+/-
Potential (000)	3,598.7	3,520.5	78.2
Sample Size	14,435	14,774	-339

This Survey Period: Metro - Sun Sep 2 to Sat Nov 10 2018 & Sun Jan 20 to Sat Mar 30 2019 / Regional - Sun Apr 8 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018 & Sun Jan 20* to Sat Mar 30 2019 *Auckland and Northland Wave 1 field dates Feb 3 to Mar 30 (Waikato - Sun Aug 21 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Sep 9 2017)

Last Survey Period: Metro - Sun Jun 24 to Sat Nov 10 2018 / Regional - Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018 (Waikato - Sun Aug 21 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Sep 9 2017)

	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	7.3	6.9	0.4	4	9.1	8.9	0.2		9.4	9.0	0.4		8.2	8.1	0.1		6.6	5.8	0.8		5.0	4.2	0.8		8.1	7.8	0.3	
Network Coast	5.4	6.0	-0.6	10	8.4	9.1	-0.7		7.8	8.5	-0.7		6.5	6.2	0.3		6.0	5.1	0.9		5.2	4.9	0.3		8.2	8.3	-0.1	
Network The Edge	5.9	6.1	-0.2	8	5.7	5.4	0.3		6.7	6.6	0.1		7.3	8.1	-0.8		6.6	6.4	0.2		4.2	4.7	-0.5		6.8	6.8	0.0	
Network Flava	1.5	2.4	-0.9	13	1.7	2.5	-0.8		2.1	2.7	-0.6		2.1	3.4	-1.3		2.2	3.0	-0.8		1.6	1.7	-0.1		1.7	2.2	-0.5	
Network George FM	1.0	1.0	0.0	16	1.1	1.2	-0.1		1.1	1.2	-0.1		1.5	1.4	0.1		1.4	1.6	-0.2		1.0	0.8	0.2		1.3	1.7	-0.4	
Network Hokonui	0.4	0.2	0.2	21	0.4	0.2	0.2		0.4	0.3	0.1		0.1	0.1	0.0		0.1	0.1	0.0		0.2	0.1	0.1		0.2	0.1	0.1	
Network Life FM	1.1	1.0	0.1	15	0.8	0.8	0.0		1.0	0.9	0.1		1.2	0.9	0.3		1.0	0.6	0.4		0.4	0.5	-0.1		1.2	1.0	0.2	
Network Magic Music & Talk	7.8	7.9	-0.1	3	8.1	7.4	0.7		6.7	6.7	0.0		6.0	6.1	-0.1		9.1	9.8	-0.7		12.0	12.4	-0.4		8.5	9.0	-0.5	
Network Mai FM	6.4	6.2	0.2	6	4.6	4.7	-0.1		5.8	5.7	0.1		7.4	6.7	0.7		6.7	6.3	0.4		9.8	9.1	0.7		6.1	5.8	0.3	
Network Maori Radio	0.5	0.8	-0.3	20	0.4	0.8	-0.4		0.3	0.9	-0.6		0.5	1.0	-0.5		0.9	0.9	0.0		1.1	1.2	-0.1		0.5	0.8	-0.3	
Network Mix	0.9	1.1	-0.2	18	1.9	1.8	0.1		1.9	1.8	0.1		1.6	1.2	0.4		1.1	1.1	0.0		0.3	0.4	-0.1		1.8	1.6	0.2	
Network More FM	8.9	9.4	-0.5	2	6.7	7.6	-0.9		7.1	7.9	-0.8		7.3	8.5	-1.2		4.4	5.4	-1.0		5.6	5.9	-0.3		6.8	7.9	-1.1	
Network Newstalk ZB	17.3	15.1	2.2	1	9.8	9.1	0.7		6.1	5.1	1.0		9.4	8.1	1.3		20.5	17.9	2.6		27.8	24.6	3.2		11.7	10.0	1.7	
Network Radio Hauraki	2.9	2.7	0.2	12	3.3	3.2	0.1		3.5	3.2	0.3		3.9	3.5	0.4		1.7	1.7	0.0		0.9	1.2	-0.3		2.3	1.9	0.4	
Network Radio Sport	1.4	1.6	-0.2	14	1.6	1.7	-0.1		1.6	1.6	0.0		1.5	1.6	-0.1		1.8	1.9	-0.1		2.2	2.0	0.2		2.6	2.5	0.1	
Network Tarana	1.0	0.8	0.2	16	0.9	0.6	0.3		0.9	0.8	0.1		1.4	1.0	0.4		2.2	2.1	0.1		0.7	1.0	-0.3		1.5	1.2	0.3	
Network Rhema	0.8	1.1	-0.3	19	0.6	0.8	-0.2		0.8	0.8	0.0		1.2	1.4	-0.2		1.4	1.7	-0.3		0.4	1.1	-0.7		1.0	1.3	-0.3	
Network The Rock	7.2	7.1	0.1	5	9.3	9.0	0.3		9.9	9.5	0.4		8.0	7.8	0.2		5.7	5.7	0.0		4.5	5.5	-1.0		6.0	6.0	0.0	
Network Star	0.4	0.5	-0.1	21	0.4	0.4	0.0		0.5	0.4	0.1		0.3	0.3	0.0		0.7	0.8	-0.1		0.5	0.5	0.0		0.6	0.7	-0.1	
Network The Hits	4.9	4.7	0.2	11	5.6	6.0	-0.4		6.3	6.1	0.2		5.1	5.0	0.1		3.7	3.6	0.1		3.6	3.7	-0.1		5.0	5.0	0.0	
Network The Sound	5.9	5.3	0.6	8	9.4	8.1	1.3		9.2	8.2	1.0		7.0	6.1	0.9		4.8	4.2	0.6		4.4	3.5	0.9		7.1	6.2	0.9	
Network ZM	6.0	6.5	-0.5	7	4.9	5.6	-0.7		5.6	6.3	-0.7		6.0	6.7	-0.7		3.4	4.5	-1.1		2.6	3.8	-1.2		4.2	5.1	-0.9	
MediaWorks Combo	50.4	50.0	0.4		54.0	52.2	1.8		56.0	54.9	1.1		52.7	52.8	-0.1		45.4	45.1	0.3		46.5	46.1	0.4		50.6	51.2	-0.6	
NZME Combo	40.9	40.6	0.3		37.7	39.4	-1.7		35.4	35.8	-0.4		36.6	36.0	0.6		41.0	39.4	1.6		45.2	43.5	1.7		37.9	37.1	0.8	
NZME and Partners	43.0	42.3	0.7		39.4	41.1	-1.7		37.0	37.3	-0.3		39.1	37.8	1.3		43.1	41.4	1.7		46.6	44.2	2.4		40.1	38.9	1.2	

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

MediaWorks Combo: Breeze, Edge, George FM, Magic Music & Talk (from S1 2019 - includes Radio Dunedin), Magic (includes Radio Dunedin) (until S4 2018), Mai, More FM (includes More FM Rodney), RadioLive (until S4 2018), 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), Pulzar FM (Christchurch)

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

n.b. The S1 2019 release does not include an S1 release for the Waikato region. The weather effect that took down the Ruru transmission tower continues to impact coverage in the area and as a result no surveys will occur in Waikato until late 2019. All historic S3 2017 data for Waikato will be carried forward for S1, S2 and S3 2019 for both Total NZ and Waikato markets. The industry requests that all users ensure all data used for these markets is clearly identified within the source.

*Magic Music & Talk includes a combination of Magic and RadioLIVE for S4 2018 and the following dates in S1 2019 Metro: Sunday September 2 - Saturday November 10 2018; Regional: Sunday April 8 - Saturday June 16 & Sunday June 24 - Saturday November 10 2018.



NZ MAJOR MARKETS COMMERCIAL RADIO - SURVEY 1 2019

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

Survey Comparisons: 4/2018 - 1/2019

This Survey Period: Metro - Sun Sep 2 to Sat Nov 10 2018 & Sun Jan 20 to Sat Mar 30 2019 / Regional - Sun Apr 8 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018 & Sun Jan 20* to Sat Mar 30 2019 *Auckland and Northland Wave 1 field dates Feb 3 to Mar 30 (Waikato - Sun Aug 21 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Sep 9 2017)

Last Survey Period: Metro - Sun Jun 24 to Sat Nov 10 2018 / Regional - Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018 (Waikato - Sun Aug 21 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Sep 9 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	+/-
Network Breeze	445.4	438.7	6.7	3	32.8	34.5	-1.7	107.7	94.8	12.9	143.5	131.3	12.2	224.1	212.2	11.9	161.0	167.1	-6.1	136.0	136.8	-0.8	103.5	104.0	-0.5
Network Coast	325.2	320.1	5.1	9	11.9	13.8	-1.9	28.8	38.1	-9.3	46.1	47.3	-1.2	101.1	96.1	5.0	135.3	130.5	4.8	164.9	160.6	4.3	46.2	46.3	-0.1
Network The Edge	502.9	506.6	-3.7	1	86.8	84.4	2.4	256.1	263.5	-7.4	208.5	203.0	5.5	259.2	260.4	-1.2	80.7	85.6	-4.9	37.0	35.5	1.5	106.5	106.5	0.0
Network Flava	150.6	164.6	-14.0	13	31.6	37.2	-5.6	86.7	82.4	4.3	64.1	61.5	2.6	76.3	80.4	-4.1	17.1	23.8	-6.7	5.0	5.9	-0.9	25.4	35.0	-9.6
Network George FM	108.2	101.6	6.6	15	10.5	9.0	1.5	63.4	52.2	11.2	68.3	62.3	6.0	78.0	74.4	3.6	11.4	16.5	-5.1	2.9	6.4	-3.5	16.3	18.7	-2.4
Network Hokonui	12.3	9.6	2.7	22	0.6	1.0	-0.4	3.6	2.5	1.1	2.7	2.6	0.1	5.0	3.9	1.1	4.6	3.1	1.5	4.2	2.9	1.3	2.1	1.3	0.8
Network Life FM	77.7	71.2	6.5	17	17.6	13.8	3.8	28.3	26.0	2.3	34.8	29.0	5.8	43.9	40.2	3.7	14.1	15.7	-1.6	6.1	5.4	0.7	19.6	17.6	2.0
Network Magic Music & Talk	335.0	332.8	2.2	8	11.1	11.5	-0.4	34.2	34.6	-0.4	59.7	58.3	1.4	120.6	115.5	5.1	144.2	143.4	0.8	156.8	161.8	-5.0	48.5	50.7	-2.2
Network Mai FM	355.9	356.2	-0.3	7	71.2	57.5	13.7	194.9	206.1	-11.2	172.0	164.2	7.8	193.3	193.5	-0.2	37.3	43.9	-6.6	18.2	15.8	2.4	72.8	77.2	-4.4
Network Maori Radio	54.0	53.2	0.8	19	9.6	8.0	1.6	12.2	14.5	-2.3	19.1	17.6	1.5	26.7	27.9	-1.2	17.8	19.2	-1.4	13.4	11.1	2.3	14.6	14.7	-0.1
Network Mix	97.2	97.9	-0.7	16	10.0	9.0	1.0	30.4	24.9	5.5	32.1	33.4	-1.3	53.4	58.4	-5.0	34.9	38.7	-3.8	20.3	20.2	0.1	22.1	25.1	-3.0
Network More FM	439.9	449.4	-9.5	4	68.6	66.4	2.2	118.2	118.4	-0.2	145.9	162.4	-16.5	228.9	252.2	-23.3	147.2	149.2	-2.0	87.7	83.6	4.1	105.3	114.9	-9.6
Network Newstalk ZB	465.7	428.5	37.2	2	14.3	14.2	0.1	44.2	47.9	-3.7	68.4	67.0	1.4	159.1	141.8	17.3	185.8	164.0	21.8	191.7	182.4	9.3	59.3	58.7	0.6
Network Radio Hauraki	189.8	172.0	17.8	12	14.8	11.1	3.7	75.3	68.6	6.7	96.8	88.4	8.4	133.9	124.2	9.7	52.6	48.3	4.3	21.7	16.6	5.1	37.3	33.9	3.4
Network Radio Sport	144.0	140.7	3.3	14	12.2	9.1	3.1	24.7	25.9	-1.2	34.1	32.3	1.8	61.6	57.2	4.4	55.0	51.6	3.4	48.6	49.5	-0.9	18.9	18.2	0.7
Network Tarana	41.5	40.4	1.1	20	5.0	3.4	1.6	16.9	16.7	0.2	19.1	17.7	1.4	21.0	24.3	-3.3	7.1	11.0	-3.9	8.2	5.6	2.6	8.7	13.0	-4.3
Network Rhema	62.2	72.2	-10.0	18	8.0	8.4	-0.4	12.5	14.8	-2.3	16.4	20.3	-3.9	28.1	35.5	-7.4	23.6	28.3	-4.7	17.8	19.8	-2.0	12.7	16.2	-3.5
Network The Rock	367.0	358.8	8.2	6	41.5	33.8	7.7	150.5	152.7	-2.2	180.1	181.6	-1.5	233.1	236.3	-3.2	84.5	86.5	-2.0	42.8	40.5	2.3	67.5	74.4	-6.9
Network Star	31.5	34.6	-3.1	21	3.3	3.4	-0.1	7.2	8.0	-0.8	6.3	7.0	-0.7	9.7	12.1	-2.4	8.1	9.1	-1.0	9.5	9.0	0.5	3.8	3.7	0.1
Network The Hits	318.4	313.6	4.8	10	42.0	39.5	2.5	107.3	102.1	5.2	120.7	116.9	3.8	173.9	173.5	0.4	88.5	91.7	-3.2	54.2	52.0	2.2	79.3	83.2	-3.9
Network The Sound	307.6	288.8	18.8	11	23.2	21.3	1.9	65.9	59.1	6.8	84.3	80.1	4.2	157.8	152.8	5.0	156.2	146.6	9.6	101.9	90.3	11.6	48.8	48.8	0.0
Network ZM	386.4	417.5	-31.1	5	53.2	59.2	-6.0	215.3	220.6	-5.3	189.8	200.0	-10.2	223.9	238.9	-15.0	49.3	61.8	-12.5	20.9	27.7	-6.8	92.6	96.2	-3.6
MediaWorks Combo	1,956.5	1,938.8	17.7		232.3	218.7	13.6	635.1	632.6	2.5	693.1	682.5	10.6	992.8	996.0	-3.2	575.6	586.7	-11.1	429.0	419.9	9.1	386.5	397.6	-11.1
NZME Combo	1,587.3	1,577.7	9.6		142.9	149.7	-6.8	458.0	464.0	-6.0	486.3	495.5	-9.2	736.5	733.5	3.0	477.1	457.2	19.9	410.1	396.8	13.3	296.6	301.7	-5.1
NZME and Partners	1,673.4	1,661.5	11.9		147.0	155.6	-8.6	501.0	499.0	2.0	530.9	538.0	-7.1	788.9	788.4	0.5	494.2	474.7	19.5	424.2	406.4	17.8	311.8	321.2	-9.4
All Commercial Radio	2,758.4	2,740.6	17.8		289.0	284.3	4.7	813.1	814.9	-1.8	915.8	907.6	8.2	1,345.3	1,345.3	0.0	820.2	812.5	7.7	655.2	631.4	23.8	517.6	539.9	-22.3
Potential (000)	3,598.7	3,520.5	78.2		418.1	400.9	17.2	1,085.5	1,061.9	23.6	1,156.9	1,114.6	42.3	1,681.8	1,640.1	41.7	999.5	986.3	13.2	815.9	791.8	24.1	624.8	638.6	-13.8
Sample	14,435	14,774	-339		1,516	1,556	-40	3,241	3,649	-408	3,931	4,251	-320	6,465	6,607	-142	4,486	4,297	189	3,973	3,980	-7	2,635	2,797	-162

MediaWorks Combo: Breeze, Edge, George FM, Magic Music & Talk (from S1 2019 - includes Radio Dunedin), Magic (includes Radio Dunedin) (until S4 2018), Mai, More FM (includes More FM Rodney), RadioLive (until S4 2018), 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), Pulzar FM (Christchurch)

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

n.b. The S1 2019 release does not include an S1 release for the Waikato region. The weather effect that took down the Ruru transmission tower continues to impact coverage in the area and as a result no surveys will occur in Waikato until late 2019. All historic S3 2017 data for Waikato will be carried forward for S1, S2 and S3 2019 for both Total NZ and Waikato markets. The industry requests that all users ensure all data used for these markets is clearly identified within the source.

*Magic Music & Talk includes a combination of Magic and RadioLIVE for S4 2018 and the following dates in S1 2019 Metro: Sunday September 2 - Saturday November 10 2018; Regional: Sunday April 8 - Saturday June 16 & Sunday June 24 - Saturday November 10 2018.



NZ MAJOR MARKETS COMMERCIAL RADIO - SURVEY 1 2019

Cumulative Audience (000's) by Daypart, People 10+
Survey Comparisons: 4/2018 - 1/2019

	This	Last	+/-
Potential (000)	3,598.7	3,520.5	78.2
Sample Size	14,435	14,774	-339

This Survey Period: Metro - Sun Sep 2 to Sat Nov 10 2018 & Sun Jan 20 to Sat Mar 30 2019 / Regional - Sun Apr 8 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018 & Sun Jan 20* to Sat Mar 30 2019 *Auckland and Northland Wave 1 field dates Feb 3 to Mar 30 (Waikato - Sun Aug 21 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Sep 9 2017)

Last Survey Period: Metro - Sun Jun 24 to Sat Nov 10 2018 / Regional - Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018 (Waikato - Sun Aug 21 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Sep 9 2017)

	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	224.4	214.7	9.7	5	202.4	189.9	12.5	225.4	221.9	3.5	210.8	217.2	-6.4	98.3	81.5	16.8	40.8	35.5	5.3	265.0	257.7	7.3
Network Coast	146.3	157.7	-11.4	11	166.0	161.0	5.0	187.7	190.4	-2.7	148.7	144.8	3.9	69.3	63.1	6.2	37.0	37.6	-0.6	204.5	201.1	3.4
Network The Edge	253.5	258.0	-4.5	3	184.7	174.6	10.1	253.6	255.8	-2.2	237.8	257.8	-20.0	113.2	113.1	0.1	48.0	47.2	0.8	297.7	304.9	-7.2
Network Flava	72.6	86.6	-14.0	13	56.5	64.7	-8.2	77.4	86.5	-9.1	79.6	84.4	-4.8	33.9	36.2	-2.3	13.0	16.4	-3.4	84.7	96.7	-12.0
Network George FM	46.5	45.9	0.6	15	37.3	37.7	-0.4	45.0	44.6	0.4	45.2	40.9	4.3	27.0	25.8	1.2	10.1	10.7	-0.6	53.4	61.2	-7.8
Network Hokonui	5.7	4.6	1.1	22	5.3	3.4	1.9	7.5	5.4	2.1	3.1	2.4	0.7	1.4	1.4	0.0	1.4	1.1	0.3	7.1	4.7	2.4
Network Life FM	39.6	38.3	1.3	17	27.1	24.1	3.0	33.7	32.2	1.5	37.4	34.4	3.0	18.3	16.5	1.8	7.4	7.1	0.3	46.8	43.6	3.2
Network Magic Music & Talk	193.6	194.8	-1.2	7	162.7	155.0	7.7	161.6	153.9	7.7	152.3	147.7	4.6	86.7	87.6	-0.9	56.8	58.9	-2.1	207.5	208.0	-0.5
Network Mai FM	189.9	188.2	1.7	8	120.9	124.2	-3.3	183.4	177.4	6.0	182.7	163.8	18.9	99.5	95.1	4.4	64.0	64.6	-0.6	236.2	234.6	1.6
Network Maori Radio	23.4	23.3	0.1	19	15.0	17.1	-2.1	14.8	19.1	-4.3	16.2	18.7	-2.5	9.5	8.5	1.0	9.6	8.6	1.0	24.7	26.9	-2.2
Network Mix	41.5	44.1	-2.6	16	43.4	40.3	3.1	43.6	39.6	4.0	44.4	40.1	4.3	24.6	20.7	3.9	6.5	7.2	-0.7	58.0	58.7	-0.7
Network More FM	261.1	262.5	-1.4	2	163.2	176.6	-13.4	215.4	225.3	-9.9	212.5	226.9	-14.4	96.9	98.3	-1.4	47.4	46.5	0.9	255.6	274.3	-18.7
Network Newstalk ZB	343.0	305.6	37.4	1	213.2	195.4	17.8	191.9	168.9	23.0	205.6	182.6	23.0	157.5	134.2	23.3	142.1	121.5	20.6	316.3	281.2	35.1
Network Radio Hauraki	100.1	92.3	7.8	12	72.3	60.2	12.1	88.8	77.9	10.9	100.4	94.9	5.5	35.3	34.5	0.8	13.3	12.7	0.6	101.5	89.0	12.5
Network Radio Sport	52.9	54.8	-1.9	14	43.2	45.8	-2.6	58.9	58.7	0.2	48.1	48.9	-0.8	25.2	27.3	-2.1	17.1	18.8	-1.7	100.1	95.8	4.3
Network Tarana	22.7	18.2	4.5	20	16.5	16.1	0.4	15.7	16.6	-0.9	20.5	20.4	0.1	17.0	18.2	-1.2	8.1	8.7	-0.6	32.4	28.7	3.7
Network Rhema	28.2	34.2	-6.0	18	19.4	23.4	-4.0	30.4	33.0	-2.6	27.9	30.9	-3.0	16.1	19.4	-3.3	5.5	8.0	-2.5	37.0	42.4	-5.4
Network The Rock	202.7	196.2	6.5	6	163.1	155.2	7.9	196.3	190.5	5.8	193.2	190.4	2.8	75.0	75.0	0.0	41.9	44.6	-2.7	200.6	205.1	-4.5
Network Star	12.1	14.8	-2.7	21	9.9	9.4	0.5	12.5	12.8	-0.3	9.5	9.4	0.1	9.3	8.6	0.7	5.8	6.2	-0.4	20.0	23.2	-3.2
Network The Hits	156.8	149.4	7.4	10	130.0	131.0	-1.0	163.8	155.1	8.7	145.1	141.1	4.0	63.3	61.9	1.4	28.0	27.5	0.5	184.5	182.5	2.0
Network The Sound	165.4	147.2	18.2	9	155.4	134.1	21.3	172.0	162.5	9.5	166.4	153.1	13.3	60.3	60.2	0.1	34.0	27.3	6.7	181.1	171.8	9.3
Network ZM	226.1	243.7	-17.6	4	153.6	166.0	-12.4	187.8	205.3	-17.5	200.4	221.8	-21.4	78.7	89.4	-10.7	34.9	41.3	-6.4	216.3	239.8	-23.5
MediaWorks Combo	1,253.9	1,237.7	16.2		981.5	952.7	28.8	1,162.5	1,138.2	24.3	1,167.7	1,161.4	6.3	575.1	570.9	4.2	299.4	299.0	0.4	1,386.2	1,393.3	-7.1
NZME Combo	1,019.9	1,009.8	10.1		774.1	766.6	7.5	875.8	858.2	17.6	877.3	860.6	16.7	459.3	441.4	17.9	276.7	268.2	8.5	1,088.2	1,080.0	8.2
NZME and Partners	1,074.1	1,061.8	12.3		817.3	809.7	7.6	919.3	898.2	21.1	922.7	902.1	20.6	492.7	476.9	15.8	288.4	279.9	8.5	1,148.6	1,140.5	8.1
All Commercial Radio	2,051.1	2,034.6	16.5		1,614.1	1,580.2	33.9	1,817.9	1,798.7	19.2	1,844.6	1,847.0	-2.4	1,035.8	1,026.0	9.8	553.8	548.2	5.6	2,205.7	2,201.5	4.2

MediaWorks Combo: Breeze, Edge, George FM, Magic Music & Talk (from S1 2019 - Includes Radio Dunedin), Magic (includes Radio Dunedin) (until S4 2018), Mai, More FM (includes More FM Rodney), RadioLive (until S4 2018), 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), Pulzar FM (Christchurch)

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

n.b. The S1 2019 release does not include an S1 release for the Waikato region. The weather effect that took down the Ruru transmission tower continues to impact coverage in the area and as a result no surveys will occur in Waikato until late 2019. All historic S3 2017 data for Waikato will be carried forward for S1, S2 and S3 2019 for both Total NZ and Waikato markets. The industry requests that all users ensure all data used for these markets is clearly identified within the source.

*Magic Music & Talk includes a combination of Magic and RadioLIVE for S4 2018 and the following dates in S1 2019 Metro: Sunday September 2 - Saturday November 10 2018; Regional: Sunday April 8 - Saturday June 16 & Sunday June 24 - Saturday November 10 2018.



NZ MAJOR MARKETS COMMERCIAL RADIO - SURVEY 1 2019

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

Survey Comparisons: 4/2018 - 1/2019

This Survey Period: Metro - Sun Sep 2 to Sat Nov 10 2018 & Sun Jan 20 to Sat Mar 30 2019 / Regional - Sun Apr 8 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018 & Sun Jan 20* to Sat Mar 30 2019 *Auckland and Northland Wave 1 field dates Feb 3 to Mar 30 (Waikato - Sun Aug 21 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Sep 9 2017)

Last Survey Period: Metro - Sun Jun 24 to Sat Nov 10 2018 / Regional - Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018 (Waikato - Sun Aug 21 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Sep 9 2017)

	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	+/-
Network Breeze	8:40	8:19	0:21	5:08	5:06	0:01	6:52	6:41	0:11	7:57	7:46	0:11	9:00	8:44	0:16	10:31	9:34	0:56	9:43	8:55	0:48	8:22	8:26	-0:03
Network Coast	10:24	10:53	-0:29	5:42	5:12	0:30	6:31	6:56	-0:25	6:08	7:26	-1:18	10:31	10:51	-0:19	11:49	11:49	-0:00	10:41	11:24	-0:43	6:36	8:00	-1:24
Network The Edge	5:58	5:58	0:00	5:19	6:00	-0:41	5:55	5:36	0:18	6:37	6:11	0:25	6:35	6:21	0:13	6:05	6:35	-0:29	5:25	5:52	-0:27	5:48	5:52	-0:04
Network Flava	5:39	7:18	-1:39	5:54	8:30	-2:35	5:23	6:00	-0:36	5:52	7:11	-1:18	6:03	7:26	-1:23	6:18	8:05	-1:46	4:35	6:52	-2:17	6:58	6:10	0:47
Network George FM	5:08	5:57	-0:49	3:52	5:17	-1:24	5:51	6:13	-0:22	4:53	6:09	-1:15	4:44	6:25	-1:40	3:23	6:39	-3:16	3:26	3:33	-0:07	3:53	4:59	-1:05
Network Hokonui	10:49	7:47	3:02	2:26	5:20	-2:54	12:13	10:57	1:16	9:55	8:16	1:39	11:06	6:48	4:17	11:19	5:54	5:25	9:16	6:56	2:20	8:09	5:03	3:05
Network Life FM	6:14	5:49	0:25	4:01	4:02	-0:01	6:21	4:41	1:39	6:51	5:41	1:09	7:29	6:49	0:39	7:24	8:18	-0:53	2:36	4:10	-1:33	7:03	4:49	2:14
Network Magic Music & Talk	11:02	11:08	-0:06	3:05	4:13	-1:08	8:04	6:46	1:18	7:24	7:17	0:06	8:28	8:01	0:27	11:15	10:44	0:30	12:52	13:24	-0:31	8:21	8:14	0:06
Network Mai FM	8:13	7:47	0:26	6:32	5:45	0:46	9:05	7:54	1:11	9:00	8:34	0:26	9:01	8:45	0:15	8:28	8:50	-0:21	6:51	6:39	0:11	8:27	8:07	0:19
Network Maori Radio	4:32	7:37	-3:05	3:16	4:06	-0:50	4:07	9:49	-5:42	3:55	4:15	-0:19	4:11	5:58	-1:46	5:08	8:22	-3:13	4:49	6:54	-2:04	3:52	4:46	-0:53
Network Mix	7:34	6:49	0:44	4:47	3:57	0:49	6:56	5:51	1:05	6:12	5:39	0:33	7:30	7:10	0:19	9:07	9:00	0:07	8:25	8:13	0:12	7:06	6:25	0:40
Network More FM	7:39	8:17	-0:38	4:29	5:09	-0:40	5:41	5:40	0:01	6:47	7:45	-0:58	8:06	8:43	-0:37	10:04	10:33	-0:29	10:03	10:44	-0:40	8:16	9:27	-1:11
Network Newstalk ZB	12:22	11:40	0:41	3:28	2:47	0:40	6:35	4:53	1:42	6:19	5:21	0:58	8:48	7:31	1:16	10:54	10:20	0:34	13:27	13:31	-0:04	8:21	7:48	0:32
Network Radio Hauraki	7:16	7:18	-0:01	4:40	2:52	1:48	6:01	6:53	-0:52	6:53	6:33	0:20	7:57	7:33	0:24	9:09	8:45	0:24	5:59	7:45	-1:46	7:31	6:18	1:12
Network Radio Sport	5:56	6:09	-0:12	3:31	3:17	0:13	5:21	4:43	0:38	5:11	5:17	-0:06	5:53	6:02	-0:09	6:43	6:49	-0:05	6:27	7:12	-0:44	5:24	5:11	0:13
Network Tarana	13:24	11:09	2:14	3:26	4:23	-0:57	13:15	11:08	2:06	13:04	11:48	1:15	14:04	11:33	2:31	11:07	8:56	2:11	12:32	6:47	5:44	9:11	7:15	1:55
Network Rhema	6:43	7:02	-0:19	5:56	4:00	1:55	4:09	6:58	-2:48	5:37	7:19	-1:41	6:08	7:20	-1:12	7:45	7:39	0:06	9:03	8:27	0:36	8:44	7:18	1:26
Network The Rock	9:55	9:55	0:00	6:21	6:11	0:09	10:17	10:04	0:12	11:16	10:47	0:29	11:17	11:05	0:12	10:13	10:41	-0:27	7:42	7:26	0:15	7:48	8:39	-0:51
Network Star	6:56	6:49	0:07	2:16	2:39	-0:22	2:57	2:22	0:34	2:31	2:28	0:02	5:12	6:33	-1:21	10:16	11:02	-0:46	10:01	9:27	0:33	11:43	12:13	-0:29
Network The Hits	7:44	7:45	-0:00	4:26	4:13	0:13	6:28	7:30	-1:01	7:44	8:00	-0:15	8:25	8:23	0:02	8:58	8:10	0:47	8:27	7:49	0:37	8:40	8:08	0:31
Network The Sound	11:23	10:31	0:51	4:29	4:38	-0:09	10:02	8:47	1:15	9:58	9:18	0:39	11:41	11:15	0:26	13:38	12:57	0:40	12:50	11:35	1:15	10:05	9:22	0:42
Network ZM	6:09	6:29	-0:20	4:17	4:47	-0:29	6:32	6:38	-0:05	7:06	7:20	-0:13	6:54	7:11	-0:17	5:59	6:26	-0:27	5:50	6:06	-0:15	7:02	7:29	-0:26
MediaWorks Combo	12:33	12:25	0:07	7:56	8:03	-0:06	11:54	11:06	0:47	12:34	12:23	0:10	13:17	13:12	0:05	15:00	14:39	0:20	14:27	14:13	0:13	11:32	12:08	-0:36
NZME Combo	11:23	11:18	0:04	6:10	6:35	-0:24	8:30	8:38	-0:07	9:10	9:09	0:01	10:40	10:26	0:14	12:47	12:36	0:10	13:48	14:12	-0:23	9:43	9:41	0:01
NZME and Partners	11:21	11:12	0:09	6:28	6:37	-0:09	8:33	8:33	-0:00	9:19	9:09	0:09	10:41	10:21	0:19	12:46	12:33	0:13	13:45	14:09	-0:24	9:47	9:40	0:07
All Commercial Radio	17:07	17:03	0:03	10:49	11:01	-0:12	15:38	15:07	0:31	16:08	16:00	0:08	17:22	17:22	0:00	19:38	19:48	-0:09	19:45	19:57	-0:12	15:51	16:06	-0:14
Potential (000)	3,598.7	3,520.5	78.2	418.1	400.9	17.2	1,085.5	1,061.9	23.6	1,156.9	1,114.6	42.3	1,681.8	1,640.1	41.7	999.5	986.3	13.2	815.9	791.8	24.1	624.8	638.6	-13.8
Sample	14,435	14,774	-339	1,516	1,556	-40	3,241	3,649	-408	3,931	4,251	-320	6,465	6,607	-142	4,486	4,297	189	3,973	3,980	-7	2,635	2,797	-162

MediaWorks Combo: Breeze, Edge, George FM, Magic Music & Talk (from S1 2019 - includes Radio Dunedin), Magic (includes Radio Dunedin) (until S4 2018), Mai, More FM (includes More FM Rodney), RadioLive (until S4 2018), 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), Pulzar FM (Christchurch)

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

n.b. The S1 2019 release does not include an S1 release for the Waikato region. The weather effect that took down the Ruru transmission tower continues to impact coverage in the area and as a result no surveys will occur in Waikato until late 2019. All historic S3 2017 data for Waikato will be carried forward for S1, S2 and S3 2019 for both Total NZ and Waikato markets. The industry requests that all users ensure all data used for these markets is clearly identified within the source.

*Magic Music & Talk includes a combination of Magic and RadioLIVE for S4 2018 and the following dates in S1 2019 Metro: Sunday September 2 - Saturday November 10 2018; Regional: Sunday April 8 - Saturday June 16 & Sunday June 24 - Saturday November 10 2018.



NZ MAJOR MARKETS COMMERCIAL RADIO - SURVEY 1 2019

Average Time Spent Listening (hh:mm) by Daypart, People 10+
Survey Comparisons: 4/2018 - 1/2019

	This	Last	+/-
Potential (000)	3,598.7	3,520.5	78.2
Sample Size	14,435	14,774	-339

This Survey Period: Metro - Sun Sep 2 to Sat Nov 10 2018 & Sun Jan 20 to Sat Mar 30 2019 / Regional - Sun Apr 8 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018 & Sun Jan 20* to Sat Mar 30 2019 *Auckland and Northland Wave 1 field dates Feb 3 to Mar 30 (Waikato - Sun Aug 21 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Sep 9 2017)

Last Survey Period: Metro - Sun Jun 24 to Sat Nov 10 2018 / Regional - Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018 (Waikato - Sun Aug 21 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Sep 9 2017)

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

MediaWorks Combo: Breeze, Edge, George FM, Magic Music & Talk (from S1 2019 - includes Radio Dunedin), Magic (includes Radio Dunedin) (until S4 2018), Mai, More FM (includes More FM Rodney), RadioLive (until S4 2018), 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), Pulzar FM (Christchurch)

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

n.b. The S1 2019 release does not include an S1 release for the Waikato region. The weather effect that took down the Ruru transmission tower continues to impact coverage in the area and as a result no surveys will occur in Waikato until late 2019. All historic S3 2017 data for Waikato will be carried forward for S1, S2 and S3 2019 for both Total NZ and Waikato markets. The industry requests that all users ensure all data used for these markets is clearly identified within the source.

*Magic Music & Talk includes a combination of Magic and RadioLIVE for S4 2018 and the following dates in S1 2019 Metro: Sunday September 2 - Saturday November 10 2018; Regional: Sunday April 8 - Saturday June 16 & Sunday June 24 - Saturday November 10 2018.