

## NZ MAJOR MARKETS COMMERCIAL RADIO - SURVEY 2 2019

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

Survey Comparisons: 1/2019 - 2/2019

This Survey Period: Metro - Sun Jan 20\* to Sat Jun 8 2019 / Regional - Sun Jun 24 to Sat Nov 10 2018 & Sun Jan 20\* to Sat Jun 8 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 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)

	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	+/-			
Network Breeze	8.3	8.2	0.1	2	5.3	5.4	-0.1	6.6	5.8	0.8	7.7	7.7	0.0	8.5	8.6	-0.1	10.1	10.5	-0.4	10.5	10.2	0.3	9.9	10.5	-0.6						
Network Coast	6.6	7.2	-0.6	7	1.9	2.2	-0.3	2.3	1.5	0.8	2.4	1.9	0.5	4.1	4.6	-0.5	9.2	9.9	-0.7	11.9	13.6	-1.7	3.4	3.7	-0.3						
Network The Edge	6.5	6.4	0.1	8	17.2	14.8	2.4	12.8	11.9	0.9	8.1	9.4	-1.3	6.7	7.3	-0.6	3.5	3.1	0.4	1.7	1.5	0.2	7.5	7.5	0.0						
Network Flava	1.5	1.8	-0.3	16	3.4	6.0	-2.6	3.1	3.7	-0.6	2.3	2.5	-0.2	1.6	2.0	-0.4	0.6	0.7	-0.1	0.5	0.2	0.3	2.6	2.2	0.4						
Network George FM	2.0	1.2	0.8	13	1.6	1.3	0.3	3.9	2.9	1.0	3.0	2.3	0.7	2.9	1.6	1.3	1.9	0.2	1.7	0.5	0.1	0.4	3.0	0.8	2.2						
Network Hokonui	0.3	0.3	0.0	22	0.1	*	*	0.4	0.3	0.1	0.2	0.2	0.0	0.3	0.2	0.1	0.5	0.3	0.2	0.4	0.3	0.1	0.2	0.2	0.0						
Network Life FM	1.0	1.0	0.0	17	3.0	2.3	0.7	1.6	1.4	0.2	1.6	1.6	0.0	1.2	1.4	-0.2	0.4	0.6	-0.2	0.2	0.1	0.1	2.0	1.7	0.3						
Network Magic Music & Talk*	7.7	7.8	-0.1	3	1.2	1.1	0.1	1.6	2.2	-0.6	2.4	3.0	-0.6	4.1	4.4	-0.3	10.0	10.1	-0.1	14.8	15.6	-0.8	4.3	4.9	-0.6						
Network Mai FM	4.6	6.2	-1.6	11	13.0	14.9	-1.9	9.7	13.9	-4.2	7.7	10.5	-2.8	5.6	7.5	-1.9	1.4	2.0	-0.6	0.4	1.0	-0.6	6.3	7.5	-1.2						
Network Maori Radio	0.6	0.5	0.1	20	1.3	1.0	0.3	0.6	0.4	0.2	0.5	0.5	0.0	0.4	0.5	-0.1	0.6	0.6	0.0	0.7	0.5	0.2	0.7	0.7	0.0						
Network Mix	1.6	1.6	0.0	15	1.9	1.5	0.4	1.6	1.7	-0.1	1.4	1.3	0.1	1.8	1.7	0.1	2.1	2.0	0.1	1.2	1.3	-0.1	2.2	1.9	0.3						
Network More FM	7.6	7.1	0.5	4	9.2	9.8	-0.6	5.5	5.3	0.2	7.3	6.7	0.6	8.5	7.9	0.6	9.8	9.2	0.6	7.6	6.8	0.8	11.2	10.6	0.6						
Network Newstalk ZB	12.6	12.2	0.4	1	1.7	1.6	0.1	2.6	2.3	0.3	3.5	2.9	0.6	6.2	6.0	0.2	11.4	12.6	-1.2	20.6	19.9	0.7	5.8	6.0	-0.2						
Network Radio Hauraki	2.9	2.9	0.0	12	2.2	2.2	0.0	3.6	3.6	0.0	4.9	4.5	0.4	4.6	4.6	0.0	2.8	3.0	-0.2	0.9	1.0	-0.1	3.2	3.4	-0.2						
Network Radio Sport	1.7	1.8	-0.1	14	1.0	1.4	-0.4	0.9	1.0	-0.1	1.2	1.2	0.0	1.6	1.6	0.0	2.1	2.3	-0.2	2.1	2.4	-0.3	1.1	1.2	-0.1						
Network Tarana	0.8	1.2	-0.4	18	0.9	0.6	0.3	0.9	1.8	-0.9	1.3	1.7	-0.4	1.0	1.3	-0.3	0.3	0.5	-0.2	0.7	0.8	-0.1	0.9	1.0	-0.1						
Network Rhema	0.7	0.9	-0.2	19	1.4	1.5	-0.1	0.3	0.4	-0.1	0.5	0.6	-0.1	0.6	0.7	-0.1	0.9	1.1	-0.2	0.9	1.2	-0.3	0.9	1.4	-0.5						
Network The Rock	7.1	7.7	-0.6	6	8.4	8.4	0.0	11.6	12.2	-0.6	12.5	13.7	-1.2	10.4	11.3	-0.9	5.0	5.4	-0.4	2.3	2.5	-0.2	5.9	6.4	-0.5						
Network Star	0.5	0.5	0.0	21	0.2	0.2	0.0	0.2	0.2	0.0	0.3	0.1	0.2	0.2	0.2	0.0	0.4	0.5	-0.1	0.7	0.7	0.0	0.2	0.5	-0.3						
Network The Hits	5.4	5.2	0.2	10	6.1	6.0	0.1	6.3	5.5	0.8	6.7	6.3	0.4	6.7	6.3	0.4	5.5	4.9	0.6	3.4	3.5	-0.1	8.2	8.4	-0.2						
Network The Sound	7.3	7.4	-0.1	5	2.8	3.3	-0.5	5.1	5.2	-0.1	5.8	5.7	0.1	8.0	7.9	0.1	13.1	13.2	-0.1	9.8	10.1	-0.3	4.7	6.0	-1.3						
Network ZM	6.0	5.0	1.0	9	8.5	7.3	1.2	13.2	11.1	2.1	11.0	9.1	1.9	8.1	6.6	1.5	2.7	1.8	0.9	1.6	0.9	0.7	8.7	7.9	0.8						
MediaWorks Combo	51.2	52.0	-0.8		58.6	59.0	-0.4	56.8	59.4	-2.6	54.5	58.9	-4.4	54.7	56.4	-1.7	54.9	53.7	1.2	47.6	47.9	-0.3	52.7	54.3	-1.6						
NZME Combo	38.9	38.3	0.6		26.9	28.2	-1.3	34.0	30.7	3.3	33.7	30.2	3.5	35.3	33.6	1.7	37.3	37.9	-0.6	43.4	43.7	-0.3	35.5	35.1	0.4						
NZME and Partners	41.1	40.2	0.9		29.8	30.4	-0.6	37.1	33.7	3.4	37.5	33.5	4.0	38.1	36.1	2.0	39.0	39.2	-0.2	45.2	45.1	0.1	38.4	37.2	1.2						
Potential (000)	3598.7	3598.7	0.0		422.7	418.1	4.6	1080.9	1085.5	-4.6	1156.9	1156.9	0.0	1681.8	1681.8	0.0	999.5	999.5	0.0	815.9	815.9	0.0	637.2	624.8	12.4						
Sample	14,193	14,435	-242		1,530	1,516	14	2,999	3,241	-242	3,862	3,931	-69	6,351	6,465	-114	4,419	4,486	-67	3,979	3,973	6	2,590	2,635	-45						

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

MediaWorks Combo: Breeze, Edge, George FM, Magic Music & Talk (includes Radio Dunedin), Mai, More FM (includes More FM Rodney), 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 S2 2019 release does not include an S2 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 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 2 2019

Station Share (%) by Daypart, People 10+

Survey Comparisons: 1/2019 - 2/2019

This Survey Period: Metro - Sun Jan 20\* to Sat Jun 8 2019 / Regional - Sun Jun 24 to Sat Nov 10 2018 & Sun Jan 20\* to Sat Jun 8 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 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)

	This	Last	+/-
Potential (000)	3,598.7	3,598.7	0.0
Sample Size	14,193	14,435	-242

	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	7.2	7.3	-0.1	4	9.3	9.1	0.2		9.6	9.4	0.2		8.0	8.2	-0.2		7.4	6.6	0.8		5.2	5.0	0.2		8.5	8.1	0.4	
Network Coast	5.0	5.4	-0.4	9	7.9	8.4	-0.5		7.5	7.8	-0.3		6.1	6.5	-0.4		4.2	6.0	-1.8		4.7	5.2	-0.5		7.3	8.2	-0.9	
Network The Edge	6.3	5.9	0.4	7	5.7	5.7	0.0		6.6	6.7	-0.1		7.6	7.3	0.3		7.4	6.6	0.8		5.6	4.2	1.4		6.7	6.8	-0.1	
Network Flava	1.3	1.5	-0.2	14	1.3	1.7	-0.4		1.4	2.1	-0.7		1.7	2.1	-0.4		2.6	2.2	0.4		1.9	1.6	0.3		1.3	1.7	-0.4	
Network George FM	1.9	1.0	0.9	13	2.2	1.1	1.1		2.3	1.1	1.2		2.7	1.5	1.2		2.0	1.4	0.6		1.4	1.0	0.4		1.6	1.3	0.3	
Network Hokonui	0.4	0.4	0.0	22	0.4	0.4	0.0		0.5	0.4	0.1		0.2	0.1	0.1		0.1	0.1	0.0		0.2	0.2	0.0		0.2	0.2	0.0	
Network Life FM	1.2	1.1	0.1	16	0.7	0.8	-0.1		0.9	1.0	-0.1		1.3	1.2	0.1		1.2	1.0	0.2		0.5	0.4	0.1		1.2	1.2	0.0	
Network Magic Music & Talk*	7.4	7.8	-0.4	3	8.8	8.1	0.7		7.2	6.7	0.5		6.1	6.0	0.1		7.6	9.1	-1.5		10.0	12.0	-2.0		8.2	8.5	-0.3	
Network Mai FM	4.6	6.4	-1.8	11	3.6	4.6	-1.0		4.4	5.8	-1.4		5.7	7.4	-1.7		5.2	6.7	-1.5		4.5	9.8	-5.3		4.9	6.1	-1.2	
Network Maori Radio	0.6	0.5	0.1	20	0.6	0.4	0.2		0.5	0.3	0.2		0.5	0.5	0.0		0.6	0.9	-0.3		0.8	1.1	-0.3		0.7	0.5	0.2	
Network Mix	1.0	0.9	0.1	17	1.8	1.9	-0.1		1.9	1.9	0.0		2.0	1.6	0.4		1.1	1.1	0.0		0.3	0.3	0.0		2.0	1.8	0.2	
Network More FM	9.5	8.9	0.6	2	7.6	6.7	0.9		7.9	7.1	0.8		7.4	7.3	0.1		3.9	4.4	-0.5		5.3	5.6	-0.3		7.0	6.8	0.2	
Network Newstalk ZB	17.4	17.3	0.1	1	9.3	9.8	-0.5		6.5	6.1	0.4		9.8	9.4	0.4		20.0	20.5	-0.5		30.5	27.8	2.7		12.5	11.7	0.8	
Network Radio Hauraki	3.0	2.9	0.1	12	3.1	3.3	-0.2		3.2	3.5	-0.3		3.8	3.9	-0.1		1.9	1.7	0.2		0.9	0.9	0.0		2.4	2.3	0.1	
Network Radio Sport	1.3	1.4	-0.1	14	1.3	1.6	-0.3		1.4	1.6	-0.2		1.6	1.5	0.1		2.0	1.8	0.2		1.2	2.2	-1.0		2.7	2.6	0.1	
Network Tarana	0.8	1.0	-0.2	18	0.6	0.9	-0.3		0.5	0.9	-0.4		1.3	1.4	-0.1		1.2	2.2	-1.0		0.8	0.7	0.1		1.1	1.5	-0.4	
Network Rhema	0.7	0.8	-0.1	19	0.6	0.6	0.0		0.8	0.8	0.0		0.8	1.2	-0.4		0.9	1.4	-0.5		0.9	0.4	0.5		0.8	1.0	-0.2	
Network The Rock	6.9	7.2	-0.3	6	8.7	9.3	-0.6		8.8	9.9	-1.1		7.1	8.0	-0.9		4.6	5.7	-1.1		3.7	4.5	-0.8		5.8	6.0	-0.2	
Network Star	0.5	0.4	0.1	21	0.5	0.4	0.1		0.6	0.5	0.1		0.3	0.3	0.0		0.7	0.7	0.0		1.0	0.5	0.5		0.5	0.6	-0.1	
Network The Hits	5.0	4.9	0.1	9	5.8	5.6	0.2		6.2	6.3	-0.1		5.6	5.1	0.5		4.6	3.7	0.9		3.8	3.6	0.2		4.9	5.0	-0.1	
Network The Sound	5.7	5.9	-0.2	8	9.2	9.4	-0.2		9.5	9.2	0.3		7.0	7.0	0.0		5.1	4.8	0.3		4.2	4.4	-0.2		6.7	7.1	-0.4	
Network ZM	7.0	6.0	1.0	5	5.5	4.9	0.6		6.3	5.6	0.7		6.6	6.0	0.6		6.6	3.4	3.2		3.7	2.6	1.1		5.4	4.2	1.2	
MediaWorks Combo	49.6	50.4	-0.8		55.0	54.0	1.0		56.3	56.0	0.3		51.6	52.7	-1.1		43.1	45.4	-2.3		39.8	46.5	-6.7		49.4	50.6	-1.2	
NZME Combo	41.7	40.9	0.8		36.6	37.7	-1.1		35.3	35.4	-0.1		37.7	36.6	1.1		43.8	41.0	2.8		47.9	45.2	2.7		39.1	37.9	1.2	
NZME and Partners	44.0	43.0	1.0		38.4	39.4	-1.0		37.1	37.0	0.1		40.4	39.1	1.3		45.7	43.1	2.6		50.1	46.6	3.5		41.7	40.1	1.6	

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

MediaWorks Combo: Breeze, Edge, George FM, Magic Music & Talk (includes Radio Dunedin), Mai, More FM (includes More FM Rodney), 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 S2 2019 release does not include an S2 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 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 2 2019

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

Survey Comparisons: 1/2019 - 2/2019

This Survey Period: Metro - Sun Jan 20\* to Sat Jun 8 2019 / Regional - Sun Jun 24 to Sat Nov 10 2018 & Sun Jan 20\* to Sat Jun 8 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 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)

	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	470.1	445.4	24.7	2	36.0	32.8	3.2		119.8	107.7	12.1		143.8	143.5	0.3		231.0	224.1	6.9		168.0	161.0	7.0		135.6	136.0	-0.4		101.3	103.5	-2.2	
Network Coast	319.6	325.2	-5.6	10	10.1	11.9	-1.8		35.3	28.8	6.5		48.2	46.1	2.1		105.0	101.1	3.9		131.3	135.3	-4.0		151.2	164.9	-13.7		45.9	46.2	-0.3	
Network The Edge	525.1	502.9	22.2	1	93.0	86.8	6.2		261.1	256.1	5.0		203.3	208.5	-5.2		264.0	259.2	4.8		95.0	80.7	14.3		39.5	37.0	2.5		124.5	106.5	18.0	
Network Flava	136.7	150.6	-13.9	14	17.3	31.6	-14.3		86.9	86.7	0.2		74.2	64.1	10.1		80.5	76.3	4.2		10.6	17.1	-6.5		4.4	5.0	-0.6		25.9	25.4	0.5	
Network George FM	127.2	108.2	19.0	15	13.5	10.5	3.0		63.5	63.4	0.1		69.4	68.3	1.1		84.8	78.0	6.8		5.0	4.6	0.4		3.9	4.2	-0.3		2.5	16.3	8.6	
Network Hokonui	14.0	12.3	1.7	22	1.3	0.6	0.7		4.3	3.6	0.7		3.1	2.7	0.4		5.8	5.0	0.8		5.0	4.6	0.4		8.6	6.1	2.5		21.3	19.6	1.7	
Network Life FM	82.5	77.7	4.8	17	18.5	17.6	0.9		33.9	28.3	5.6		32.6	34.8	-2.2		39.8	43.9	-4.1		14.4	14.1	0.3		151.8	156.8	-5.0		40.9	48.5	-7.6	
Network Magic Music & Talk*	321.4	335.0	-13.6	9	10.9	11.1	-0.2		24.8	34.2	-9.4		47.7	59.7	-12.0		105.8	120.6	-14.8		131.9	144.2	-12.3		151.8	156.8	-5.0		101.3	103.5	-2.2	
Network Mai FM	336.8	355.9	-19.1	7	61.8	71.2	-9.4		173.2	194.9	-21.7		154.0	172.0	-18.0		180.5	193.3	-12.8		41.2	37.3	3.9		18.1	18.2	-0.1		74.6	72.8	1.8	
Network Maori Radio	54.0	54.0	0.0	19	9.5	9.6	-0.1		15.1	12.2	2.9		16.7	19.1	-2.4		22.7	26.7	-4.0		17.2	17.8	-0.6		14.5	13.4	1.1		12.2	14.6	-2.4	
Network Mix	102.1	97.2	4.9	16	11.3	10.0	1.3		26.6	30.4	-3.8		31.5	32.1	-0.6		53.5	53.4	0.1		42.1	34.9	7.2		25.0	20.3	4.7		22.3	22.1	0.2	
Network More FM	466.4	439.9	26.5	4	72.5	68.6	3.9		122.2	118.2	4.0		148.7	145.9	2.8		235.2	228.9	6.3		157.6	147.2	10.4		95.4	87.7	7.7		112.5	105.3	7.2	
Network Newstalk ZB	467.7	465.7	2.0	3	13.2	14.3	-1.1		54.9	44.2	10.7		83.8	68.4	15.4		173.2	159.1	14.1		171.1	185.8	-14.7		179.9	191.7	-11.8		69.6	59.3	10.3	
Network Radio Hauraki	194.2	189.8	4.4	12	15.0	14.8	0.2		76.7	75.3	1.4		106.1	96.8	9.3		137.6	133.9	3.7		49.8	52.6	-2.8		24.9	21.7	3.2		39.2	37.3	1.9	
Network Radio Sport	152.9	144.0	8.9	13	10.0	12.2	-2.2		34.1	24.7	9.4		35.3	34.1	1.2		63.2	61.6	1.6		52.3	55.0	-2.7		44.8	48.6	-3.8		17.2	18.9	-1.7	
Network Tarana	44.4	41.5	2.9	20	8.1	5.0	3.1		13.7	16.9	-3.2		21.3	19.1	2.2		26.1	21.0	5.1		5.8	7.1	-1.3		5.0	8.2	-3.2		9.1	8.7	0.4	
Network Rhema	56.2	62.2	-6.0	18	5.0	80	-3.0		11.6	12.5	-0.9		13.8	16.4	-2.6		21.9	28.1	-6.2		21.4	23.6	-2.2		17.9	17.8	0.1		13.3	12.7	0.6	
Network The Rock	359.8	367.0	-7.2	6	41.1	41.5	-0.4		148.0	150.5	-2.5		183.0	180.1	2.9		234.1	233.1	1.0		79.4	84.5	-5.1		36.7	42.8	-6.1		70.5	67.5	3.0	
Network Star	35.6	31.5	4.1	21	2.8	3.3	-0.5		7.1	7.2	-0.1		9.8	6.3	3.5		11.6	9.7	1.9		7.4	8.1	-0.7		9.9	9.5	0.4		4.2	3.8	0.4	
Network The Hits	336.7	318.4	18.3	8	41.7	42.0	-0.3		118.8	107.3	11.5		135.9	120.7	15.2		188.3	173.9	14.4		89.9	88.5	1.4		55.9	54.2	1.7		85.3	79.3	6.0	
Network The Sound	305.0	307.6	-2.6	11	19.7	23.2	-3.5		66.7	65.9	0.8		81.1	84.3	-3.2		160.0	157.8	2.2		156.9	156.2	0.7		98.8	101.9	-3.1		45.7	48.8	-3.1	
Network ZM	396.0	386.4	9.6	5	55.3	53.2	2.1		209.5	215.3	-5.8		198.7	189.8	8.9		236.3	223.9	12.4		58.0	49.3	8.7		25.0	20.9	4.1		96.5	92.6	3.9	
MediaWorks Combo	1,972.2	1,956.5	15.7		228.1	232.3	-4.2		628.3	635.1	-6.8		673.7	693.1	-19.4		986.6	992.8	-6.2		588.7	575.6	13.1		430.0	429.0	1.0		390.4	386.5	3.9	
NZME Combo	1,609.5	1,587.3	22.2		130.7	142.9	-12.2		483.8	458.0	25.8		534.7	486.3	48.4		779.7	736.5	43.2		466.3	477.1	-10.8		398.5	410.1	-11.6		310.4	296.6	13.8	
NZME and Partners	1,695.3	1,673.4	21.9		138.1	147.0	-8.9		514.7	501.0	13.7		578.0	530.9	47.1		835.6	788.9	46.7		491.1	494.2	-3.1		414.3	424.2	-9.9		327.0	311.8	15.2	
All Commercial Radio	2,794.5	2,758.4	36.1		286.4	289.0	-2.6		822.8	813.1	9.7		934.0	915.8	18.2		1,370.0	1,345.3	24.7		828.6	820.2	8.4		652.8	655.2	-2.4		539.0	517.6	21.4	
Potential (000)	3,598.7	3,598.7	0.0		422.7	418.1	4.6		1,080.9	1,085.5	-4.6		1,156.9	1,156.9	0.0		1,681.8	1,681.8	0.0		999.5	999.5	0.0		815.9	815.9	0.0		637.2	624.8	12.4	
Sample	14,193	14,435	-242		1,530	1,516	14		2,999	3,241	-242		3,862	3,931	-69		6,351	6,465	-114		4,419	4,486	-67		3,979	3,973	6		2,590	2,635	-45	

MediaWorks Combo: Breeze, Edge, George FM, Magic Music & Talk (includes Radio Dunedin), Mai, More FM (Includes More FM Rodney), 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 S2 2019 release does not include an S2 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 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 2 2019

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

Survey Comparisons: 1/2019 - 2/2019

This Survey Period: Metro - Sun Jan 20\* to Sat Jun 8 2019 / Regional - Sun Jun 24 to Sat Nov 10 2018 & Sun Jan 20\* to Sat Jun 8 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 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)

	This	Last	+/-
Potential (000)	3,598.7	3,598.7	0.0
Sample Size	14,193	14,435	-242

	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	241.0	224.4	16.6	5	220.5	202.4	18.1	234.2	225.4	8.8	214.5	210.8	3.7	103.1	98.3	4.8	46.6	40.8	5.8	267.8	265.0	2.8						
Network Coast	139.9	146.3	-6.4	11	170.1	166.0	4.1	184.0	187.7	-3.7	145.7	148.7	-3.0	59.3	69.3	-10.0	33.0	37.0	-4.0	191.2	204.5	-13.3						
Network The Edge	274.9	253.5	21.4	3	198.3	184.7	13.6	248.2	253.6	-5.4	255.4	237.8	17.6	122.4	113.2	9.2	52.4	48.0	4.4	304.4	297.7	6.7						
Network Flava	71.8	72.6	-0.8	13	53.6	56.5	-2.9	65.9	77.4	-11.5	65.8	79.6	-13.8	29.0	33.9	-4.9	14.8	13.0	1.8	58.9	84.7	-25.8						
Network George FM	58.1	46.5	11.6	14	50.3	37.3	13.0	60.0	45.0	15.0	63.0	45.2	17.8	33.1	27.0	6.1	11.0	10.1	0.9	67.4	53.4	14.0						
Network Hokonui	6.7	5.7	1.0	22	5.2	5.3	-0.1	8.4	7.5	0.9	3.8	3.1	0.7	1.7	1.4	0.3	1.5	1.4	0.1	7.8	7.1	0.7						
Network Life FM	47.3	39.6	7.7	16	32.7	27.1	5.6	33.9	33.7	0.2	41.9	37.4	4.5	23.4	18.3	5.1	9.1	7.4	1.7	48.7	46.8	1.9						
Network Magic Music & Talk*	182.6	193.6	-11.0	8	172.6	162.7	9.9	166.9	161.6	5.3	151.5	152.3	-0.8	80.8	86.7	-5.9	52.4	56.8	-4.4	202.7	207.5	-4.8						
Network Mai FM	192.1	189.9	2.2	7	120.9	120.9	0.0	150.1	183.4	-33.3	164.5	182.7	-18.2	93.3	99.5	-6.2	52.3	64.0	-11.7	200.3	236.2	-35.9						
Network Maori Radio	24.9	23.4	1.5	19	18.5	15.0	3.5	20.9	14.8	6.1	16.7	16.2	0.5	8.5	9.5	-1.0	8.8	9.6	-0.8	29.6	24.7	4.9						
Network Mix	46.0	41.5	4.5	17	43.7	43.4	0.3	46.6	43.6	3.0	54.2	44.4	9.8	22.7	24.6	-1.9	4.9	6.5	-1.6	64.5	58.0	6.5						
Network More FM	277.5	261.1	16.4	2	180.1	163.2	16.9	215.2	215.4	-0.2	221.6	212.5	9.1	96.3	96.9	-0.6	45.3	47.4	-2.1	275.0	255.6	19.4						
Network Newstalk ZB	355.9	343.0	12.9	1	210.3	213.2	-2.9	192.8	191.9	0.9	226.6	205.6	21.0	171.1	157.5	13.6	149.8	142.1	7.7	319.8	316.3	3.5						
Network Radio Hauraki	103.3	100.1	3.2	12	79.9	72.3	7.6	95.5	88.8	6.7	99.1	100.4	-1.3	38.9	35.3	3.6	15.8	13.3	2.5	105.0	101.5	3.5						
Network Radio Sport	56.1	52.9	3.2	15	42.1	43.2	-1.1	55.7	58.9	-3.2	60.3	48.1	12.2	26.6	25.2	1.4	15.5	17.1	-1.6	102.9	100.1	2.8						
Network Tarana	22.6	22.7	-0.1	20	13.8	16.5	-2.7	16.4	15.7	0.7	22.9	20.5	2.4	13.4	17.0	-3.6	8.8	8.1	0.7	36.6	32.4	4.2						
Network Rhema	27.0	28.2	-1.2	18	18.0	19.4	-1.4	25.3	30.4	-5.1	20.1	27.9	-7.8	13.4	16.1	-2.7	9.0	5.5	3.5	34.4	37.0	-2.6						
Network The Rock	202.7	202.7	0.0	6	163.9	163.1	0.8	186.3	196.3	-10.0	185.1	193.2	-8.1	66.6	75.0	-8.4	42.5	41.9	0.6	196.4	200.6	-4.2						
Network Star	19.1	12.1	7.0	21	16.5	9.9	6.6	15.6	12.5	3.1	15.6	9.5	6.1	7.5	9.3	-1.8	7.7	5.8	1.9	22.2	20.0	2.2						
Network The Hits	161.2	156.8	4.4	10	143.5	130.0	13.5	168.2	163.8	4.4	155.5	145.1	10.4	65.4	63.3	2.1	27.8	28.0	-0.2	192.8	184.5	8.3						
Network The Sound	166.4	165.4	1.0	9	160.3	155.4	4.9	174.6	172.0	2.6	167.4	166.4	1.0	66.4	60.3	6.1	35.4	34.0	1.4	182.8	181.1	1.7						
Network ZM	243.8	226.1	17.7	4	171.4	153.6	17.8	201.6	187.8	13.8	214.9	200.4	14.5	90.8	78.7	12.1	45.4	34.9	10.5	237.4	216.3	21.1						
MediaWorks Combo	1,289.6	1,253.9	35.7		1,037.7	981.5	56.2	1,160.9	1,162.5	-1.6	1,184.6	1,167.7	16.9	589.7	575.1	14.6	289.5	299.4	-9.9	1,381.2	1,386.2	-5.0						
NZME Combo	1,043.9	1,019.9	24.0		806.2	774.1	32.1	879.0	875.8	3.2	895.8	877.3	18.5	479.5	459.3	20.2	291.5	276.7	14.8	1,092.2	1,088.2	4.0						
NZME and Partners	1,097.6	1,074.1	23.5		848.8	817.3	31.5	914.2	919.3	-5.1	942.1	922.7	19.4	503.4	492.7	10.7	306.9	288.4	18.5	1,155.8	1,148.6	7.2						
All Commercial Radio	2,115.3	2,051.1	64.2		1,696.3	1,614.1	82.2	1,823.3	1,817.9	5.4	1,897.2	1,844.6	52.6	1,061.8	1,035.8	26.0	577.0	553.8	23.2	2,230.1	2,205.7	24.4						

MediaWorks Combo: Breeze, Edge, George FM, Magic Music & Talk (includes Radio Dunedin), Mai, More FM (includes More FM Rodney), 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 S2 2019 release does not include an S2 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 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 2 2019

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

Survey Comparisons: 1/2019 - 2/2019

This Survey Period: Metro - Sun Jan 20\* to Sat Jun 8 2019 / Regional - Sun Jun 24 to Sat Nov 10 2018 & Sun Jan 20\* to Sat Jun 8 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 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)

	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	8:20	8:40	-0:20	4:36	5:08	-0:31	6:37	6:52	-0:15	7:58	7:57	0:00	8:32	9:00	-0:27	9:28	10:31	-1:02	9:56	9:43	0:12	8:25	8:22	0:03
Network Coast	9:38	10:24	-0:45	5:46	5:42	0:03	7:54	6:31	1:23	7:28	6:08	1:19	9:08	10:31	-1:23	11:03	11:49	-0:45	10:10	10:41	-0:30	6:23	6:36	-0:12
Network The Edge	5:52	5:58	-0:06	5:46	5:19	0:27	5:53	5:55	-0:01	5:52	6:37	-0:45	5:52	6:35	-0:43	5:44	6:05	-0:20	5:29	5:25	0:04	5:11	5:48	-0:36
Network Flava	5:03	5:39	-0:36	6:05	5:54	0:10	4:20	5:23	-1:03	4:33	5:52	-1:19	4:33	6:03	-1:29	9:07	6:18	2:49	15:23	4:35	10:48	8:50	6:58	1:51
Network George FM	7:31	5:08	2:23	3:39	3:52	-0:13	7:26	5:51	1:35	6:23	4:53	1:29	7:58	4:44	3:13	12:24	3:23	9:01	7:46	3:26	4:20	10:31	3:53	6:37
Network Hokonui	11:00	10:49	0:10	1:31	2:26	-0:55	10:03	12:13	-2:10	9:18	9:55	-0:37	12:10	11:06	1:04	15:12	11:19	3:53	11:57	9:16	2:40	7:55	8:09	-0:14
Network Life FM	5:57	6:14	-0:16	5:04	4:01	1:03	5:39	6:21	-0:41	7:24	6:51	0:33	7:16	7:29	-0:12	4:39	7:24	-2:44	3:08	2:36	0:32	8:01	7:03	0:58
Network Magic Music & Talk*	11:18	11:02	0:16	3:24	3:05	0:18	7:56	8:04	-0:08	7:18	7:24	-0:05	8:52	8:28	0:23	11:55	11:15	0:40	12:34	12:52	-0:18	9:04	8:21	0:43
Network Mai FM	6:26	8:13	-1:46	6:32	6:32	0:00	6:43	9:05	-2:22	7:23	9:00	-1:37	7:12	9:01	-1:48	5:10	8:28	-3:18	2:56	6:51	-3:54	7:17	8:27	-1:10
Network Maori Radio	5:17	4:32	0:44	4:25	3:16	1:08	4:30	4:07	0:22	4:30	3:55	0:34	4:21	4:11	0:09	5:20	5:08	0:11	6:16	4:49	1:27	5:05	3:52	1:13
Network Mix	7:27	7:34	-0:07	5:21	4:47	0:34	7:24	6:56	0:27	6:23	6:12	0:11	8:00	7:30	0:30	7:58	9:07	-1:09	6:02	8:25	-2:23	8:29	7:06	1:23
Network More FM	7:37	7:39	-0:01	3:57	4:29	-0:31	5:27	5:41	-0:13	7:18	6:47	0:30	8:19	8:06	0:12	9:47	10:04	-0:16	10:18	10:03	0:15	8:38	8:16	0:22
Network Newstalk ZB	12:39	12:22	0:16	3:59	3:28	0:31	5:44	6:35	-0:51	6:08	6:19	-0:11	8:16	8:48	-0:31	10:25	10:54	-0:28	14:47	13:27	1:19	7:09	8:21	-1:11
Network Radio Hauraki	6:56	7:16	-0:19	4:36	4:40	-0:04	5:36	6:01	-0:24	6:49	6:53	-0:03	7:46	7:57	-0:10	8:42	9:09	-0:26	4:51	5:59	-1:07	7:02	7:31	-0:29
Network Radio Sport	5:15	5:56	-0:41	2:58	3:31	-0:33	3:03	5:21	-2:18	4:58	5:11	-0:12	5:48	5:53	-0:04	6:18	6:43	-0:25	6:02	6:27	-0:24	5:26	5:24	0:02
Network Tarana	9:00	13:24	-4:24	3:28	3:26	0:02	7:50	13:15	-5:25	8:57	13:04	-4:06	9:03	14:04	-5:01	8:24	11:07	-2:42	17:21	12:32	4:49	8:09	9:11	-1:01
Network Rhema	6:13	6:43	-0:29	8:58	5:56	3:02	3:38	4:09	-0:31	5:53	5:37	0:15	6:29	6:08	0:21	6:52	7:45	-0:52	6:31	9:03	-2:31	5:48	8:44	-2:56
Network The Rock	9:16	9:55	-0:39	6:23	6:21	0:02	9:27	10:17	-0:49	10:09	11:16	-1:07	10:17	11:17	-1:00	9:54	10:13	-0:19	8:04	7:42	0:22	7:11	7:48	-0:37
Network Star	7:13	6:56	0:17	1:49	2:16	-0:26	3:19	2:57	0:22	3:56	2:31	1:25	4:35	5:12	-0:36	8:13	10:16	-2:02	8:58	10:01	-1:03	4:49	11:43	-6:54
Network The Hits	7:30	7:44	-0:13	4:32	4:26	0:05	6:22	6:28	-0:06	7:14	7:44	-0:29	8:15	8:25	-0:10	9:37	8:58	0:38	7:53	8:27	-0:33	8:18	8:40	-0:21
Network The Sound	11:15	11:23	-0:07	4:29	4:29	-0:00	9:13	10:02	-0:48	10:33	9:58	0:35	11:37	11:41	-0:04	13:09	13:38	-0:29	12:43	12:50	-0:07	8:48	10:05	-1:16
Network ZM	7:11	6:09	1:01	4:49	4:17	0:32	7:34	6:32	1:02	8:14	7:06	1:07	7:56	6:54	1:02	7:21	5:59	1:22	8:15	5:50	2:24	7:45	7:02	0:43
MediaWorks Combo	12:13	12:33	-0:20	8:02	7:56	0:05	10:54	11:54	-0:59	11:58	12:34	-0:35	12:50	13:17	-0:27	14:37	15:00	-0:23	14:15	14:27	-0:11	11:40	11:32	0:08
NZME Combo	11:22	11:23	-0:00	6:26	6:10	0:15	8:28	8:30	-0:01	9:20	9:10	0:09	10:28	10:40	-0:11	12:33	12:47	-0:14	14:01	13:48	0:13	9:53	9:43	0:10
NZME and Partners	11:24	11:21	0:02	6:45	6:28	0:16	8:42	8:33	0:08	9:36	9:19	0:17	10:34	10:41	-0:06	12:28	12:46	-0:18	14:03	13:45	0:18	10:09	9:47	0:22
All Commercial Radio	16:50	17:07	-0:17	10:54	10:49	0:05	14:39	15:38	-0:58	15:51	16:08	-0:17	16:54	17:22	-0:28	18:56	19:38	-0:41	19:45	19:45	-0:00	16:02	15:51	0:10
Potential (000)	3,598.7	3,598.7	0.0	422.7	418.1	4.6	1,080.9	1,085.5	-4.6	1,156.9	1,156.9	0.0	1,681.8	1,681.8	0.0	999.5	999.5	0.0	815.9	815.9	0.0	637.2	624.8	12.4
Sample	14,193	14,435	-242	1,530	1,516	14	2,999	3,241	-242	3,862	3,931	-69	6,351	6,465	-114	4,419	4,486	-67	3,979	3,973	6	2,590	2,635	-45

MediaWorks Combo: Breeze, Edge, George FM, Magic Music & Talk (includes Radio Dunedin), Mai, More FM (includes More FM Rodney), 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 S2 2019 release does not include an S2 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 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 2 2019

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

Survey Comparisons: 1/2019 - 2/2019

This Survey Period: Metro - Sun Jan 20\* to Sat Jun 8 2019 / Regional - Sun Jun 24 to Sat Nov 10 2018 & Sun Jan 20\* to Sat Jun 8 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 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)

	This	Last	+/-
Potential (000)	3,598.7	3,598.7	0.0
Sample Size	14,193	14,435	-242

	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	2:43	2:54	-0:11	3:20	3:31	-0:10	3:47	3:58	-0:10	2:08	2:13	-0:05	2:03	1:49	0:13	2:05	2:18	-0:12	3:16	3:15	0:00
Network Coast	3:12	3:17	-0:05	3:40	3:56	-0:16	3:47	3:56	-0:09	2:23	2:29	-0:06	2:02	2:20	-0:18	2:39	2:38	0:01	3:56	4:16	-0:20
Network The Edge	2:04	2:04	0:00	2:16	2:24	-0:07	2:28	2:30	-0:02	1:42	1:44	-0:02	1:43	1:35	0:08	2:00	1:39	0:20	2:16	2:26	-0:09
Network Flava	1:36	1:50	-0:14	1:53	2:22	-0:29	2:01	2:31	-0:29	1:30	1:31	-0:00	2:31	1:45	0:46	2:22	2:16	0:06	2:15	2:06	0:08
Network George FM	2:55	1:58	0:57	3:23	2:17	1:05	3:33	2:17	1:16	2:26	1:50	0:36	1:45	1:26	0:18	2:18	1:47	0:31	2:28	2:30	-0:02
Network Hokonui	5:16	5:34	-0:18	6:16	5:14	1:02	5:01	4:44	0:17	2:48	2:28	0:20	2:09	2:21	-0:11	2:20	2:33	-0:12	3:14	3:14	0:00
Network Life FM	2:15	2:33	-0:18	1:48	2:21	-0:32	2:23	2:46	-0:22	1:47	1:47	0:00	1:28	1:25	0:02	1:06	1:07	-0:01	2:35	2:41	-0:06
Network Magic Music & Talk*	3:40	3:37	0:02	4:01	3:52	0:08	3:58	3:57	0:00	2:19	2:15	0:04	2:42	2:52	-0:09	3:33	3:58	-0:24	4:11	4:22	-0:10
Network Mai FM	2:09	3:02	-0:52	2:20	2:59	-0:39	2:43	3:01	-0:17	1:58	2:18	-0:20	1:35	1:49	-0:14	1:36	2:51	-1:15	2:30	2:44	-0:13
Network Maori Radio	2:11	2:03	0:07	2:34	2:16	0:17	2:25	2:13	0:11	1:37	1:38	-0:01	2:02	2:41	-0:39	1:36	2:11	-0:34	2:31	2:18	0:13
Network Mix	1:58	2:00	-0:01	3:10	3:29	-0:18	3:46	4:11	-0:25	2:04	2:06	-0:01	1:24	1:13	0:11	1:10	0:53	0:17	3:09	3:15	-0:05
Network More FM	3:06	3:03	0:03	3:19	3:13	0:06	3:25	3:07	0:17	1:54	1:57	-0:03	1:08	1:14	-0:05	2:12	2:13	-0:01	2:37	2:50	-0:12
Network Newstalk ZB	4:25	4:31	-0:05	3:29	3:35	-0:06	3:08	3:00	0:07	2:29	2:37	-0:08	3:20	3:32	-0:12	3:48	3:40	0:07	4:03	3:56	0:06
Network Radio Hauraki	2:37	2:36	0:00	3:06	3:34	-0:28	3:06	3:41	-0:34	2:12	2:14	-0:01	1:23	1:20	0:03	1:01	1:14	-0:13	2:19	2:25	-0:05
Network Radio Sport	2:06	2:25	-0:18	2:32	2:54	-0:22	2:20	2:31	-0:10	1:31	1:43	-0:12	2:08	1:57	0:11	1:24	2:23	-0:58	2:41	2:47	-0:05
Network Tarana	3:12	3:59	-0:46	3:31	4:12	-0:40	2:38	5:10	-2:31	3:14	3:49	-0:34	2:32	3:30	-0:57	1:40	1:43	-0:02	3:02	5:00	-1:57
Network Rhema	2:18	2:40	-0:22	2:26	2:23	0:02	2:46	2:26	0:20	2:08	2:31	-0:22	1:59	2:21	-0:21	1:48	1:29	0:18	2:33	2:51	-0:17
Network The Rock	3:05	3:09	-0:04	4:10	4:27	-0:16	4:21	4:46	-0:24	2:12	2:21	-0:09	1:58	2:03	-0:05	1:37	1:59	-0:22	3:03	3:12	-0:09
Network Star	2:30	2:51	-0:20	2:31	3:23	-0:52	3:27	3:27	0:00	1:12	1:31	-0:19	2:36	2:09	0:26	2:23	1:44	0:38	2:33	3:08	-0:34
Network The Hits	2:49	2:48	0:01	3:12	3:23	-0:11	3:26	3:37	-0:11	2:04	2:01	0:03	2:00	1:34	0:25	2:33	2:26	0:06	2:38	2:51	-0:13
Network The Sound	3:07	3:12	-0:04	4:31	4:44	-0:13	5:01	5:03	-0:02	2:23	2:23	-0:00	2:10	2:09	0:00	2:14	2:25	-0:11	3:46	4:09	-0:23
Network ZM	2:36	2:22	0:13	2:33	2:29	0:04	2:52	2:49	0:02	1:46	1:42	0:03	2:04	1:10	0:53	1:30	1:25	0:05	2:19	2:03	0:15
MediaWorks Combo	3:29	3:36	-0:07	4:11	4:18	-0:06	4:29	4:33	-0:04	2:29	2:34	-0:04	2:05	2:08	-0:03	2:34	2:54	-0:20	3:41	3:53	-0:11
NZME Combo	3:37	3:36	0:01	3:35	3:48	-0:13	3:43	3:49	-0:06	2:24	2:22	0:01	2:36	2:25	0:11	3:04	3:04	0:00	3:42	3:42	-0:00
NZME and Partners	3:37	3:35	0:02	3:34	3:46	-0:11	3:45	3:49	-0:03	2:27	2:25	0:02	2:36	2:22	0:13	3:03	3:02	0:01	3:43	3:43	0:00
All Commercial Radio	4:17	4:22	-0:05	4:39	4:50	-0:11	5:04	5:12	-0:07	3:01	3:05	-0:04	2:41	2:37	0:04	3:15	3:23	-0:08	4:37	4:49	-0:12

MediaWorks Combo: Breeze, Edge, George FM, Magic Music & Talk (includes Radio Dunedin), Mai, More FM (includes More FM Rodney), 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 S2 2019 release does not include an S2 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 Metro: Sunday September 2 – Saturday November 10 2018; Regional: Sunday April 8 – Saturday June 16 & Sunday June 24 – Saturday November 10 2018.