



NZ MAJOR MARKETS COMMERCIAL RADIO - SURVEY 3 2019

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

Survey Comparisons: 2/2019 - 3/2019

This Survey Period: Metro - Sun Mar 31 to Sat Jun 8 & Sun Jun 16 to Sat Aug 24 2019 / Regional - Sun Sep 2 to Sat Nov 10 2018 & Sun Jan 20* to Sat Jun 8 & Sun Jun 16 to Sat Aug 24 2019 *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 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)

	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	8.8	8.3	0.5	2	6.1	5.3	0.8		5.9	6.6	-0.7	7.2	7.7	-0.5	8.1	8.5	-0.4	11.4	10.1	1.3	12.0	10.5	1.5	10.1	9.9	0.2						
Network Coast	6.5	6.6	-0.1	8	3.4	1.9	1.5		2.3	2.3	0.0	2.7	2.4	0.3	4.1	4.1	0.0	8.3	9.2	-0.9	11.6	11.9	-0.3	4.3	3.4	0.9						
Network The Edge	6.5	6.5	0.0	8	16.8	17.2	-0.4		12.8	12.8	0.0	8.7	8.1	0.6	7.1	6.7	0.4	3.5	3.5	0.0	1.8	1.7	0.1	8.0	7.5	0.5						
Network Flava	1.5	1.5	0.0	15	3.1	3.4	-0.3		3.5	3.1	0.4	2.3	2.3	0.0	1.6	1.6	0.0	0.5	0.6	-0.1	0.3	0.5	-0.2	2.5	2.6	-0.1						
Network George FM	2.1	2.0	0.1	13	1.4	1.6	-0.2		3.7	3.9	-0.2	3.3	3.0	0.3	3.1	2.9	0.2	1.9	1.9	0.0	0.7	0.5	0.2	2.4	3.0	-0.6						
Network Hokonui	0.3	0.3	0.0	22	0.1	0.1	0.0		0.1	0.4	-0.3	0.1	0.2	-0.1	0.2	0.3	-0.1	0.5	0.5	0.0	0.4	0.4	0.0	0.1	0.2	-0.1						
Network Life FM	1.1	1.0	0.1	17	4.0	3.0	1.0		1.3	1.6	-0.3	1.5	1.6	-0.1	1.4	1.2	0.2	0.6	0.4	0.2	0.3	0.2	0.1	1.7	2.0	-0.3						
Network Magic Music & Talk*	7.6	7.7	-0.1	4	1.1	1.2	-0.1		1.3	1.6	-0.3	1.8	2.4	-0.6	3.3	4.1	-0.8	8.6	10.0	-1.4	14.7	14.8	-0.1	3.1	4.3	-1.2						
Network Mai FM	4.7	4.6	0.1	11	8.5	13.0	-4.5		10.9	9.7	1.2	8.1	7.7	0.4	6.1	5.6	0.5	1.7	1.4	0.3	0.8	0.4	0.4	6.7	6.3	0.4						
Network Maori Radio	0.7	0.6	0.1	19	1.2	1.3	-0.1		0.5	0.6	-0.1	0.5	0.5	0.0	0.6	0.4	0.2	0.8	0.6	0.2	0.7	0.7	0.0	0.8	0.7	0.1						
Network Mix	1.5	1.6	-0.1	15	1.3	1.9	-0.6		1.3	1.6	-0.3	1.5	1.4	0.1	2.0	1.8	0.2	2.4	2.1	0.3	1.3	1.2	0.1	2.0	2.2	-0.2						
Network More FM	8.2	7.6	0.6	3	13.0	9.2	3.8		6.3	5.5	0.8	8.3	7.3	1.0	9.1	8.5	0.6	10.2	9.8	0.4	7.7	7.6	0.1	11.5	11.2	0.3						
Network Newstalk ZB	11.1	12.6	-1.5	1	2.0	1.7	0.3		1.5	2.6	-1.1	2.2	3.5	-1.3	4.3	6.2	-1.9	10.2	11.4	-1.2	19.4	20.6	-1.2	5.2	5.8	-0.6						
Network Radio Hauraki	3.0	2.9	0.1	12	1.7	2.2	-0.5		4.5	3.6	0.9	4.7	4.9	-0.2	4.6	4.6	0.0	3.0	2.8	0.2	1.1	0.9	0.2	2.9	3.2	-0.3						
Network Radio Sport	1.9	1.7	0.2	14	1.3	1.0	0.3		0.8	0.9	-0.1	1.3	1.2	0.1	1.6	1.6	0.0	2.2	2.1	0.1	2.7	2.1	0.6	0.8	1.1	-0.3						
Network Tarana	0.5	0.8	-0.3	21	0.8	0.9	-0.1		0.4	0.9	-0.5	0.9	1.3	-0.4	0.7	1.0	-0.3	0.3	0.3	0.0	0.2	0.7	-0.5	0.9	0.9	0.0						
Network Rhema	0.9	0.7	0.2	18	0.7	1.4	-0.7		0.4	0.3	0.1	0.5	0.5	0.0	0.9	0.6	0.3	1.5	0.9	0.6	1.2	0.9	0.3	0.7	0.9	-0.2						
Network The Rock	7.2	7.1	0.1	5	7.2	8.4	-1.2		12.2	11.6	0.6	12.6	12.5	0.1	10.6	10.4	0.2	5.1	5.0	0.1	2.2	2.3	-0.1	6.3	5.9	0.4						
Network Star	0.7	0.5	0.2	19	0.3	0.2	0.1		0.2	0.2	0.0	0.2	0.3	-0.1	0.2	0.2	0.0	0.5	0.4	0.1	1.0	0.7	0.3	0.2	0.2	0.0						
Network The Hits	5.5	5.4	0.1	10	6.3	6.1	0.2		6.2	6.3	-0.1	6.2	6.7	-0.5	6.6	6.7	-0.1	5.9	5.5	0.4	3.8	3.4	0.4	8.5	8.2	0.3						
Network The Sound	7.0	7.3	-0.3	6	2.2	2.8	-0.6		4.1	5.1	-1.0	5.6	5.8	-0.2	8.3	8.0	0.3	12.8	13.1	-0.3	8.7	9.8	-1.1	4.5	4.7	-0.2						
Network ZM	6.8	6.0	0.8	7	11.5	8.5	3.0		14.3	13.2	1.1	12.2	11.0	1.2	9.1	8.1	1.0	3.0	2.7	0.3	1.6	1.6	0.0	9.0	8.7	0.3						
MediaWorks Combo	52.0	51.2	0.8		56.1	58.6	-2.5		57.2	56.8	0.4	55.7	54.5	1.2	55.7	54.7	1.0	55.3	54.9	0.4	48.6	47.6	1.0	52.6	52.7	-0.1						
NZME Combo	38.4	38.9	-0.5		30.7	26.9	3.8		34.7	34.0	0.7	33.4	33.7	-0.3	34.1	35.3	-1.2	36.1	37.3	-1.2	43.0	43.4	-0.4	35.6	35.5	0.1						
NZME and Partners	40.2	41.1	-0.9		32.4	29.8	2.6		37.0	37.1	-0.1	36.6	37.5	-0.9	36.7	38.1	-1.4	37.7	39.0	-1.3	44.6	45.2	-0.6	38.7	38.4	0.3						
Potential (000)	3598.7	3598.7	0.0		432.5	422.7	9.8		1071.1	1080.9	-9.8	1156.9	1156.9	0.0	1681.8	1681.8	0.0	999.5	999.5	0.0	815.9	815.9	0.0	647.9	637.2	10.7						
Sample	14,312	14,193	119		1,639	1,530	109		3,070	2,999	71	4,122	3,862	260	6,380	6,351	29	4,275	4,419	-144	4,039	3,979	60	2,682	2,590	92						

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 S3 2019 release does not include an S3 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 2020. All historic S3 2017 data for Waikato will be carried forward for 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 the following Regional dates in S2 2019: Jun 24 - Nov 10 2018 and in S3 2019: Sep 2 - Nov 10 2018.



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Station Share (%) by Daypart, People 10+

Survey Comparisons: 2/2019 - 3/2019

	This	Last	+/-
Potential (000)	3,598.7	3,598.7	0.0
Sample Size	14,312	14,193	119

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	This	Last	+/-	Rank	This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-	
Network Breeze	7.5	7.2	0.3	3	10.1	9.3	0.8		10.1	9.6	0.5		8.6	8.0	0.6		7.3	7.4	-0.1		9.5	5.2	4.3		8.3	8.5	-0.2	
Network Coast	4.8	5.0	-0.2	11	7.6	7.9	-0.3		7.5	7.5	0.0		5.5	6.1	-0.6		4.4	4.2	0.2		5.2	4.7	0.5		7.6	7.3	0.3	
Network The Edge	6.1	6.3	-0.2	7	5.7	5.7	0.0		6.6	6.6	0.0		7.3	7.6	-0.3		7.2	7.4	-0.2		6.5	5.6	0.9		6.6	6.7	-0.1	
Network Flava	1.3	1.3	0.0	16	1.1	1.3	-0.2		1.4	1.4	0.0		1.8	1.7	0.1		2.6	2.6	0.0		2.0	1.9	0.1		1.5	1.3	0.2	
Network George FM	2.0	1.9	0.1	13	2.1	2.2	-0.1		2.4	2.3	0.1		2.6	2.7	-0.1		1.9	2.0	-0.1		1.2	1.4	-0.2		1.7	1.6	0.1	
Network Hokonui	0.3	0.4	-0.1	22	0.4	0.4	0.0		0.5	0.5	0.0		0.2	0.2	0.0		0.1	0.1	0.0		*	0.2	*		0.2	0.2	0.0	
Network Life FM	1.4	1.2	0.2	15	0.9	0.7	0.2		0.8	0.9	-0.1		1.5	1.3	0.2		0.9	1.2	-0.3		0.7	0.5	0.2		1.2	1.2	0.0	
Network Magic Music & Talk*	7.2	7.4	-0.2	5	8.4	8.8	-0.4		7.0	7.2	-0.2		5.7	6.1	-0.4		8.1	7.6	0.5		9.3	10.0	-0.7		8.5	8.2	0.3	
Network Mai FM	5.2	4.6	0.6	10	3.4	3.6	-0.2		3.7	4.4	-0.7		5.9	5.7	0.2		7.2	5.2	2.0		3.0	4.5	-1.5		5.3	4.9	0.4	
Network Maori Radio	0.6	0.6	0.0	21	0.6	0.6	0.0		0.6	0.5	0.1		0.6	0.5	0.1		0.5	0.6	-0.1		0.6	0.8	-0.2		0.9	0.7	0.2	
Network Mix	1.2	1.0	0.2	17	1.7	1.8	-0.1		1.7	1.9	-0.2		1.7	2.0	-0.3		1.1	1.1	0.0		0.4	0.3	0.1		1.8	2.0	-0.2	
Network More FM	9.5	9.5	0.0	2	8.4	7.6	0.8		8.8	7.9	0.9		8.1	7.4	0.7		5.9	3.9	2.0		4.7	5.3	-0.6		7.6	7.0	0.6	
Network Newstalk ZB	15.2	17.4	-2.2	1	8.2	9.3	-1.1		6.1	6.5	-0.4		8.4	9.8	-1.4		16.4	20.0	-3.6		26.6	30.5	-3.9		11.2	12.5	-1.3	
Network Radio Hauraki	3.4	3.0	0.4	12	3.2	3.1	0.1		3.1	3.2	-0.1		3.9	3.8	0.1		1.8	1.9	-0.1		1.3	0.9	0.4		2.6	2.4	0.2	
Network Radio Sport	1.6	1.3	0.3	14	1.3	1.3	0.0		1.4	1.4	0.0		1.7	1.6	0.1		2.4	2.0	0.4		3.3	1.2	2.1		2.9	2.7	0.2	
Network Tarana	0.7	0.8	-0.1	19	0.2	0.6	-0.4		0.3	0.5	-0.2		0.7	1.3	-0.6		0.5	1.2	-0.7		0.7	0.8	-0.1		0.7	1.1	-0.4	
Network Rhema	0.9	0.7	0.2	18	0.6	0.6	0.0		0.7	0.8	-0.1		1.0	0.8	0.2		1.3	0.9	0.4		1.4	0.9	0.5		1.1	0.8	0.3	
Network The Rock	6.9	6.9	0.0	6	8.4	8.7	-0.3		8.9	8.8	0.1		7.7	7.1	0.6		4.4	4.6	-0.2		4.0	3.7	0.3		6.0	5.8	0.2	
Network Star	0.7	0.5	0.2	19	0.7	0.5	0.2		0.7	0.6	0.1		0.4	0.3	0.1		0.8	0.7	0.1		0.9	1.0	-0.1		0.7	0.5	0.2	
Network The Hits	5.4	5.0	0.4	8	6.2	5.8	0.4		6.3	6.2	0.1		5.9	5.6	0.3		4.3	4.6	-0.3		3.2	3.8	-0.6		4.9	4.9	0.0	
Network The Sound	5.4	5.7	-0.3	8	9.2	9.2	0.0		9.2	9.5	-0.3		6.4	7.0	-0.6		4.1	5.1	-1.0		4.1	4.2	-0.1		6.4	6.7	-0.3	
Network ZM	7.4	7.0	0.4	4	6.6	5.5	1.1		7.0	6.3	0.7		7.6	6.6	1.0		7.9	6.6	1.3		4.8	3.7	1.1		5.8	5.4	0.4	
MediaWorks Combo	49.7	49.6	0.1		55.7	55.0	0.7		56.7	56.3	0.4		52.2	51.6	0.6		46.0	43.1	2.9		42.5	39.8	2.7		50.3	49.4	0.9	
NZME Combo	40.7	41.7	-1.0		36.5	36.6	-0.1		35.3	35.3	0.0		36.9	37.7	-0.8		41.6	43.8	-2.2		47.9	47.9	0.0		38.8	39.1	-0.3	
NZME and Partners	42.7	44.0	-1.3		38.1	38.4	-0.3		36.7	37.1	-0.4		39.2	40.4	-1.2		44.0	45.7	-1.7		48.7	50.1	-1.4		40.9	41.7	-0.8	

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	This	Last	+/-	Rank	This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-	
Network Breeze	239.3	241.0	-1.7	5	219.7	220.5	-0.8		238.3	234.2	4.1		218.2	214.5	3.7		88.8	103.1	-14.3		48.5	46.6	1.9		256.3	267.8	-11.5	
Network Coast	137.2	139.9	-2.7	11	156.1	170.1	-14.0		173.0	184.0	-11.0		131.3	145.7	-14.4		57.4	59.3	-1.9		34.6	33.0	1.6		180.9	191.2	-10.3	
Network The Edge	257.7	274.9	-17.2	3	189.9	198.3	-8.4		237.0	248.2	-11.2		250.4	255.4	-5.0		113.9	122.4	-8.5		45.4	52.4	-7.0		294.0	304.4	-10.4	
Network Flava	72.9	71.8	1.1	13	51.0	53.6	-2.6		66.9	65.9	1.0		61.0	65.8	-4.8		29.4	29.0	0.4		13.9	14.8	-0.9		75.0	58.9	16.1	
Network George FM	58.1	58.1	0.0	15	46.2	50.3	-4.1		58.1	60.0	-1.9		62.3	63.0	-0.7		29.5	33.1	-3.6		12.0	11.0	1.0		69.0	67.4	1.6	
Network Hokonui	5.9	6.7	-0.8	22	4.6	5.2	-0.6		7.8	8.4	-0.6		4.6	3.8	0.8		2.2	1.7	0.5		0.5	1.5	-1.0		5.4	7.8	-2.4	
Network Life FM	50.1	47.3	2.8	16	34.1	32.7	1.4		33.0	33.9	-0.9		44.0	41.9	2.1		22.7	23.4	-0.7		11.5	9.1	2.4		47.0	48.7	-1.7	
Network Magic Music & Talk*	169.9	182.6	-12.7	8	155.8	172.6	-16.8		155.9	166.9	-11.0		134.6	151.5	-16.9		77.1	80.8	-3.7		48.3	52.4	-4.1		188.9	202.7	-13.8	
Network Mai FM	204.5	192.1	12.4	6	127.7	120.9	6.8		144.4	150.1	-5.7		162.2	164.5	-2.3		90.6	93.3	-2.7		40.2	52.3	-12.1		212.4	200.3	12.1	
Network Maori Radio	23.3	24.9	-1.6	19	15.8	18.5	-2.7		21.9	20.9	1.0		20.8	16.7	4.1		8.5	8.5	0.0		7.4	8.8	-1.4		26.4	29.6	-3.2	
Network Mix	45.1	46.0	-0.9	17	41.3	43.7	-2.4		49.5	46.6	2.9		47.8	54.2	-6.4		15.8	22.7	-6.9		6.7	4.9	1.8		65.3	64.5	0.8	
Network More FM	263.3	277.5	-14.2	2	182.0	180.1	1.9		224.1	215.2	8.9		233.9	221.6	12.3		98.2	96.3	1.9		42.9	45.3	-2.4		288.3	275.0	13.3	
Network Newstalk ZB	320.1	355.9	-35.8	1	184.2	210.3	-26.1		168.1	192.8	-24.7		201.8	226.6	-24.8		143.8	171.1	-27.3		126.6	149.8	-23.2		286.2	319.8	-33.6	
Network Radio Hauraki	108.2	103.3	4.9	12	82.0	79.9	2.1		100.2	95.5	4.7		102.6	99.1	3.5		41.1	38.9	2.2		16.8	15.8	1.0		110.1	105.0	5.1	
Network Radio Sport	60.1	56.1	4.0	14	40.0	42.1	-2.1		50.0	55.7	-5.7		63.5	60.3	3.2		30.7	26.6	4.1		21.8	15.5	6.3		97.3	102.9	-5.6	
Network Tarana	20.5	22.6	-2.1	21	8.6	13.8	-5.2		13.5	16.4	-2.9		17.0	22.9	-5.9		8.7	13.4	-4.7		7.2	8.8	-1.6		29.3	36.6	-7.3	
Network Rhema	29.6	27.0	2.6	18	20.0	18.0	2.0		23.2	25.3	-2.1		20.9	20.1	0.8		13.2	13.4	-0.2		11.2	9.0	2.2		37.8	34.4	3.4	
Network The Rock	204.0	202.7	1.3	7	157.9	163.9	-6.0		192.9	186.3	6.6		192.9	185.1	7.8		65.0	66.6	-1.6		40.4	42.5	-2.1		190.4	196.4	-6.0	
Network Star	21.8	19.1	2.7	20	16.5	16.5	0.0		16.2	15.6	0.6		15.8	15.6	0.2		7.5	7.5	0.0		7.8	7.7	0.1		27.6	22.2	5.4	
Network The Hits	166.9	161.2	5.7	9	141.8	143.5	-1.7		169.9	168.2	1.7		160.9	155.5	5.4		66.3	65.4	0.9		26.8	27.8	-1.0		190.5	192.8	-2.3	
Network The Sound	160.0	166.4	-6.4	10	156.0	160.3	-4.3		172.9	174.6	-1.7		150.9	167.4	-16.5		55.3	66.4	-11.1		31.1	35.4	-4.3		178.6	182.8	-4.2	
Network ZM	245.3	243.8	1.5	4	175.5	171.4	4.1		216.3	201.6	14.7		230.1	214.9	15.2		103.6	90.8	12.8		41.3	45.4	-4.1		247.3	237.4	9.9	
MediaWorks Combo	1,281.4	1,289.6	-8.2		1,019.8	1,037.7	-17.9		1,144.5	1,160.9	-16.4		1,173.2	1,184.6	-11.4		552.6	589.7	-37.1		268.7	289.5	-20.8		1,375.4	1,381.2	-5.8	
NZME Combo	1,027.0	1,043.9	-16.9		766.2	806.2	-40.0		869.3	879.0	-9.7		877.0	895.8	-18.8		463.1	479.5	-16.4		273.7	291.5	-17.8		1,079.7	1,092.2	-12.5	
NZME and Partners	1,075.6	1,097.6	-22.0		802.0	848.8	-46.8		903.9	914.2	-10.3		919.6	942.1	-22.5		486.7	503.4	-16.7		281.3	306.9	-25.6		1,139.3	1,155.8	-16.5	
All Commercial Radio	2,105.9	2,115.3	-9.4		1,631.7	1,696.3	-64.6		1,796.3	1,823.3	-27.0		1,866.2	1,897.2	-31.0		998.7	1,061.8	-63.1		545.0	577.0	-32.0		2,212.3	2,230.1	-17.8	

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 S3 2019 release does not include an S3 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 2020. All historic S3 2017 data for Waikato will be carried forward for 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 the following Regional dates in S2 2019: Jun 24 - Nov 10 2018 and in S3 2019: Sep 2 - Nov 10 2018.



NZ MAJOR MARKETS COMMERCIAL RADIO - SURVEY 3 2019

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

Survey Comparisons: 2/2019 - 3/2019

This Survey Period: Metro - Sun Mar 31 to Sat Jun 8 & Sun Jun 16 to Sat Aug 24 2019 / Regional - Sun Sep 2 to Sat Nov 10 2018 & Sun Jan 20* to Sat Jun 8 & Sun Jun 16 to Sat Aug 24 2019 *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 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)

	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	8:49	8:20	0:28	5:22	4:36	0:45	6:53	6:37	0:16	7:59	7:58	0:01	8:28	8:32	-0:04	9:26	9:28	-0:01	10:18	9:56	0:21	8:47	8:25	0:21
Network Coast	9:45	9:38	0:06	6:40	5:46	0:53	7:20	7:54	-0:34	8:13	7:28	0:44	9:22	9:08	0:13	10:15	11:03	-0:47	10:24	10:10	0:14	8:37	6:23	2:13
Network The Edge	5:59	5:52	0:07	5:51	5:46	0:04	6:17	5:53	0:23	6:27	5:52	0:35	6:12	5:52	0:20	5:35	5:44	-0:09	5:42	5:29	0:12	5:35	5:11	0:23
Network Flava	4:38	5:03	-0:24	3:41	6:05	-2:23	4:33	4:20	0:13	4:31	4:33	-0:01	4:35	4:33	0:02	7:00	9:07	-2:06	8:38	15:23	-6:44	7:04	8:50	-1:45
Network George FM	7:36	7:31	0:04	3:40	3:39	0:01	7:38	7:26	0:12	7:34	6:23	1:10	8:19	7:58	0:21	10:27	12:24	-1:57	9:10	7:46	1:24	7:56	10:31	-2:34
Network Hokonui	10:16	11:00	-0:43	1:47	1:31	0:15	4:54	10:03	-5:08	6:52	9:18	-2:25	10:10	12:10	-2:00	14:46	15:12	-0:26	13:02	11:57	1:05	6:01	7:55	-1:53
Network Life FM	6:16	5:57	0:18	5:52	5:04	0:47	5:07	5:39	-0:32	6:57	7:24	-0:27	7:23	7:16	0:06	6:21	4:39	1:41	5:07	3:08	1:59	7:10	8:01	-0:51
Network Magic Music & Talk*	11:37	11:18	0:18	2:52	3:24	-0:32	7:04	7:56	-0:52	6:33	7:18	-0:44	8:52	8:52	0:00	11:20	11:55	-0:34	12:19	12:34	-0:15	7:16	9:04	-1:47
Network Mai FM	6:23	6:26	-0:02	5:25	6:32	-1:07	6:30	6:43	-0:13	7:17	7:23	-0:05	7:16	7:12	0:04	6:15	5:10	1:05	5:06	2:56	2:09	7:04	7:17	-0:12
Network Maori Radio	5:56	5:17	0:38	3:26	4:25	-0:58	4:14	4:30	-0:16	5:44	4:30	1:13	6:57	4:21	2:35	6:50	5:20	1:29	5:52	6:16	-0:24	6:50	5:05	1:44
Network Mix	7:03	7:27	-0:23	3:37	5:21	-1:43	9:11	7:24	1:46	5:57	6:23	-0:26	7:14	8:00	-0:45	8:20	7:58	0:22	7:34	6:02	1:31	6:56	8:29	-1:32
Network More FM	7:58	7:37	0:20	5:26	3:57	1:28	6:03	5:27	0:35	7:45	7:18	0:26	8:17	8:19	-0:02	9:49	9:47	0:01	10:52	10:18	0:33	8:13	8:38	-0:24
Network Newstalk ZB	11:47	12:39	-0:51	4:14	3:59	0:15	3:55	5:44	-1:48	4:47	6:08	-1:20	6:41	8:16	-1:34	9:38	10:25	-0:47	13:45	14:47	-1:01	6:42	7:09	-0:27
Network Radio Hauraki	7:03	6:56	0:06	3:59	4:36	-0:37	6:34	5:36	0:58	6:22	6:49	-0:27	7:24	7:46	-0:22	9:08	8:42	0:25	6:03	4:51	1:11	6:12	7:02	-0:50
Network Radio Sport	6:02	5:15	0:46	4:15	2:58	1:16	3:02	3:03	-0:00	6:24	4:58	1:25	6:21	5:48	0:33	6:37	6:18	0:19	7:37	6:02	1:34	5:06	5:26	-0:19
Network Tarana	6:14	9:00	-2:45	4:46	3:28	1:17	5:01	7:50	-2:48	6:33	8:57	-2:23	6:50	9:03	-2:12	6:47	8:24	-1:37	3:40	17:21	-13:40	7:54	8:09	-0:15
Network Rhema	6:37	6:13	0:23	2:53	8:58	-6:05	4:01	3:38	0:23	4:25	5:53	-1:27	7:44	6:29	1:15	10:08	6:52	3:15	7:47	6:31	1:16	4:19	5:48	-1:28
Network The Rock	9:15	9:16	-0:01	6:02	6:23	-0:21	10:12	9:27	0:44	10:07	10:09	-0:02	10:05	10:17	-0:11	9:08	9:54	-0:46	7:17	8:04	-0:47	6:37	7:11	-0:33
Network Star	8:04	7:13	0:50	2:35	1:49	0:45	3:14	3:19	-0:04	3:24	3:56	-0:32	3:44	4:35	-0:51	9:11	8:13	0:57	10:40	8:58	1:41	3:27	4:49	-1:21
Network The Hits	7:26	7:30	-0:04	4:06	4:32	-0:26	6:57	6:22	0:35	6:56	7:14	-0:18	7:49	8:15	-0:25	9:00	9:37	-0:37	8:14	7:53	0:20	7:45	8:18	-0:33
Network The Sound	10:44	11:15	-0:31	4:23	4:29	-0:05	8:08	9:13	-1:05	9:44	10:33	-0:49	10:52	11:37	-0:44	12:21	13:09	-0:47	11:59	12:43	-0:43	7:13	8:48	-1:35
Network ZM	7:28	7:11	0:17	5:42	4:49	0:52	8:08	7:34	0:33	8:34	8:14	0:20	8:02	7:56	0:06	6:41	7:21	-0:39	8:03	8:15	-0:11	7:33	7:45	-0:12
MediaWorks Combo	12:11	12:13	-0:01	7:52	8:02	-0:09	10:55	10:54	0:01	12:03	11:58	0:05	12:37	12:50	-0:12	14:04	14:37	-0:32	14:24	14:15	0:08	11:09	11:40	-0:30
NZME Combo	11:00	11:22	-0:21	6:19	6:26	-0:06	8:40	8:28	0:11	9:12	9:20	-0:07	9:59	10:28	-0:28	11:50	12:33	-0:42	13:48	14:01	-0:13	9:39	9:53	-0:14
NZME and Partners	11:01	11:24	-0:22	6:21	6:45	-0:23	8:50	8:42	0:08	9:26	9:36	-0:09	10:05	10:34	-0:29	11:44	12:28	-0:43	13:47	14:03	-0:15	9:52	10:09	-0:17
All Commercial Radio	16:28	16:50	-0:21	10:34	10:54	-0:20	14:35	14:39	-0:04	15:49	15:51	-0:02	16:33	16:54	-0:21	18:15	18:56	-0:41	19:29	19:45	-0:15	15:15	16:02	-0:46
Potential (000)	3,598.7	3,598.7	0.0	432.5	422.7	9.8	1,071.1	1,080.9	-9.8	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	647.9	637.2	10.7
Sample	14,312	14,193	119	1,639	1,530	109	3,070	2,999	71	4,122	3,862	260	6,380	6,351	29	4,275	4,419	-144	4,039	3,979	60	2,682	2,590	92

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 S3 2019 release does not include an S3 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 2020. All historic S3 2017 data for Waikato will be carried forward for 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 the following Regional dates in S2 2019: Jun 24 - Nov 10 2018 and in S3 2019: Sep 2 - Nov 10 2018.



NZ MAJOR MARKETS COMMERCIAL RADIO - SURVEY 3 2019

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

Survey Comparisons: 2/2019 - 3/2019

	This	Last	+/-
Potential (000)	3,598.7	3,598.7	0.0
Sample Size	14,312	14,193	119

This Survey Period: Metro - Sun Mar 31 to Sat Jun 8 & Sun Jun 16 to Sat Aug 24 2019 / Regional - Sun Sep 2 to Sat Nov 10 2018 & Sun Jan 20* to Sat Jun 8 & Sun Jun 16 to Sat Aug 24 2019 *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 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)

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

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 S3 2019 release does not include an S3 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 2020. All historic S3 2017 data for Waikato will be carried forward for 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 the following Regional dates in S2 2019: Jun 24 - Nov 10 2018 and in S3 2019: Sep 2 - Nov 10 2018.