



NZ MAJOR MARKETS COMMERCIAL RADIO - SURVEY 3 2016

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

Survey Comparisons: 2/2016 - 3/2016

This Survey Period: Metro - Sun Apr 24 to Sat Jul 2 & Sun Jul 17 to Sat Oct 22 2016 / Regional - Sun 19 Jun to Sat Oct 22 2016

Last Survey Period: Metro - Sun Mar 6 to Sat Jul 2 / Regional - Sun 31 Jan to Sat Jun 4 2016

	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	8.1	7.5	0.6	3	5.3	3.5	1.8	4.0	4.0	0.0	5.7	6.0	-0.3	7.9	7.1	0.8	11.8	11.1	0.7	12.1	11.3	0.8	8.6	8.1	0.5
Network Coast	7.0	7.0	0.0	6	0.9	1.6	-0.7	1.5	1.2	0.3	2.4	1.9	0.5	3.9	3.3	0.6	9.2	8.5	0.7	15.9	14.5	1.4	4.1	3.8	0.3
Network Edge	8.4	8.3	0.1	2	20.9	21.7	-0.8	14.9	13.9	1.0	10.4	9.8	0.6	9.0	9.4	-0.4	4.8	5.6	-0.8	1.8	1.9	-0.1	12.4	11.2	1.2
Network Flava	2.8	2.4	0.4	12	7.7	5.8	1.9	6.4	5.6	0.8	3.2	3.7	-0.5	2.3	2.6	-0.3	0.6	0.6	0.0	0.3	0.3	0.0	2.2	2.4	-0.2
Network George	1.6	1.7	-0.1	16	1.7	1.8	-0.1	2.9	3.5	-0.6	3.1	3.2	-0.1	2.3	2.5	-0.2	0.5	0.6	-0.1	0.2	0.1	0.1	2.1	2.2	-0.1
Network Hauraki	2.8	2.9	-0.1	12	1.0	1.3	-0.3	4.6	4.5	0.1	4.7	4.9	-0.2	4.1	4.6	-0.5	2.6	2.8	-0.2	1.3	0.9	0.4	2.5	2.7	-0.2
Network Hits	5.2	5.8	-0.6	10	6.5	6.6	-0.1	5.2	6.4	-1.2	6.2	7.5	-1.3	6.1	7.4	-1.3	5.5	6.4	-0.9	3.9	4.1	-0.2	8.1	8.1	0.0
Network Hokonui	0.2	0.1	0.1	23	0.2	*	*	0.1	*	*	0.1	0.1	0.0	0.1	0.1	0.0	0.5	0.2	0.3	0.6	0.3	0.3	0.1	*	*
Network Life FM	0.9	0.9	0.0	20	2.1	2.1	0.0	1.0	0.9	0.1	1.1	1.5	-0.4	1.1	1.2	-0.1	0.9	0.6	0.3	0.5	0.3	0.2	1.2	1.4	-0.2
Network Magic	2.7	2.3	0.4	14	0.8	*	*	0.3	0.2	0.1	0.4	0.2	0.2	0.8	0.7	0.1	3.4	3.2	0.2	7.4	5.5	1.9	0.8	0.7	0.1
Network Maori Radio	0.8	0.7	0.1	21	1.1	0.8	0.3	0.6	0.5	0.1	1.0	1.0	0.0	0.9	0.8	0.1	0.8	0.7	0.1	0.7	0.8	-0.1	1.0	1.2	-0.2
Network Mai FM	5.5	5.2	0.3	8	11.3	12.8	-1.5	12.5	10.8	1.7	7.5	7.0	0.5	5.8	5.5	0.3	1.8	2.0	-0.2	0.5	0.7	-0.2	6.2	6.5	-0.3
Network Mix	1.0	0.9	0.1	19	0.9	1.1	-0.2	0.7	0.8	-0.1	1.2	1.1	0.1	1.2	1.2	0.0	1.1	1.2	-0.1	0.9	0.7	0.2	0.9	0.9	0.0
Network More FM	7.9	8.2	-0.3	4	11.4	12.3	-0.9	6.5	8.1	-1.6	8.9	9.3	-0.4	9.5	9.2	0.3	10.1	9.2	0.9	6.5	7.2	-0.7	10.4	9.7	0.7
Network Newstalk ZB	10.1	11.7	-1.6	1	2.0	2.6	-0.6	2.0	2.2	-0.2	3.4	3.4	0.0	4.8	5.1	-0.3	9.7	10.8	-1.1	17.4	20.6	-3.2	4.8	7.1	-2.3
Network Radio Live	3.7	3.7	0.0	11	1.2	1.2	0.0	1.3	1.3	0.0	2.6	2.6	0.0	3.2	3.4	-0.2	4.2	4.9	-0.7	5.2	5.3	-0.1	3.1	3.6	-0.5
Network Radio Sport	2.1	2.0	0.1	15	0.8	1.1	-0.3	0.8	0.8	0.0	1.7	2.0	-0.3	2.4	2.0	0.4	3.0	2.2	0.8	2.3	2.9	-0.6	1.4	1.2	0.2
Network Radio Tarana	1.3	1.0	0.3	17	0.6	0.5	0.1	1.9	1.4	0.5	1.5	1.1	0.4	1.3	1.0	0.3	1.1	0.9	0.2	1.6	1.0	0.6	1.2	1.4	-0.2
Network Rhema	1.2	1.1	0.1	18	0.7	1.0	-0.3	0.6	0.4	0.2	0.7	0.6	0.1	1.0	0.9	0.1	1.7	1.4	0.3	1.5	1.3	0.2	1.4	1.0	0.4
Network Rock	7.8	6.7	1.1	5	4.1	6.5	-2.4	12.5	11.6	0.9	14.3	11.1	3.2	11.6	9.5	2.1	5.0	4.7	0.3	2.1	2.0	0.1	8.1	6.8	1.3
Network The Sound	6.4	7.6	-1.2	7	2.8	1.7	1.1	3.7	5.7	-2.0	5.3	7.3	-2.0	7.7	9.1	-1.4	12.6	13.2	-0.6	8.5	9.6	-1.1	6.1	6.9	-0.8
Network Star	0.6	0.6	0.0	22	0.2	0.2	0.0	0.2	0.1	0.1	0.2	0.1	0.1	0.2	0.1	0.1	0.3	0.6	-0.3	1.5	1.3	0.2	0.4	0.2	0.2
Network ZM	5.5	5.0	0.5	8	7.3	6.9	0.4	9.9	9.5	0.4	8.4	8.0	0.4	7.2	6.5	0.7	3.4	2.8	0.6	1.0	1.1	-0.1	7.7	6.6	1.1
Mediaworks Combo	52.2	51.6	0.6		59.5	61.5	-2.0	58.5	59.2	-0.7	58.3	56.4	1.9	57.7	56.3	1.4	54.2	54.9	-0.7	44.2	44.2	0.0	57.8	55.8	2.0
NZME Combo	37.0	38.3	-1.3		27.5	27.3	0.2	31.4	31.3	0.1	31.4	32.9	-1.5	32.2	33.1	-0.9	35.8	35.7	0.1	43.7	45.7	-2.0	32.0	33.1	-1.1
NZME and Partners	37.6	38.8	-1.2		27.9	27.8	0.1	32.7	32.1	0.6	32.6	33.7	-1.1	33.2	33.8	-0.6	36.3	35.9	0.4	44.0	46.3	-2.3	32.6	34.1	-1.5
Potential (000)	3,162.1	3,162.1	0.0		380.8	377.3	3.5	900.2	903.7	-3.5	967.8	967.8	0.0	1,462.1	1,462.1	0.0	904.8	904.8	0.0	709.2	709.2	0.0	568.2	579.4	-11.2
Sample	9143	10321	-1178		1023	1077	-54	2452	2431	21	3006	2976	30	4435	4609	-174	2614	3071	-457	2152	2862	-710	1822	1924	-102

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

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

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

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



NZ MAJOR MARKETS COMMERCIAL RADIO - SURVEY 3 2016

Station Share (%) by Daypart, People 10+

Survey Comparisons: 2/2016 - 3/2016

This Survey Period: Metro - Sun Apr 24 to Sat Jul 2 & Sun Jul 17 to Sat Oct 22 2016 / Regional - Sun 19 Jun to Sat Oct 22 2016

Last Survey Period: Metro - Sun Mar 6 to Sat Jul 2 / Regional - Sun 31 Jan to Sat Jun 4 2016

	This	Last	+/-
Potential (000)	3,162.1	3,162.1	0.0
Sample Size	9,143	10,321	-1178

	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	7.0	6.9	0.1	4	9.2	7.9	1.3	9.5	7.9	1.6	7.4	7.1	0.3	7.3	7.0	0.3	6.9	6.9	0.0	7.8	7.7	0.1
Network Coast	5.1	5.1	0.0	11	7.9	8.0	-0.1	8.2	8.0	0.2	6.2	6.1	0.1	5.8	5.7	0.1	5.4	5.6	-0.2	7.9	8.1	-0.2
Network Edge	7.9	8.0	-0.1	3	7.0	8.1	-1.1	8.6	8.5	0.1	9.4	8.7	0.7	8.0	8.5	-0.5	6.8	8.4	-1.6	9.4	8.3	1.1
Network Flava	2.8	2.4	0.4	12	2.9	2.5	0.4	3.2	2.9	0.3	2.7	2.3	0.4	3.1	2.5	0.6	2.0	1.6	0.4	2.6	2.1	0.5
Network George	1.3	1.3	0.0	17	1.4	1.7	-0.3	1.6	1.9	-0.3	2.5	2.3	0.2	1.8	1.8	0.0	1.0	1.4	-0.4	1.7	1.7	0.0
Network Hauraki	2.6	2.5	0.1	13	3.4	3.4	0.0	3.3	3.7	-0.4	3.5	3.5	0.0	1.3	2.4	-1.1	1.4	1.5	-0.1	2.3	2.4	-0.1
Network Hits	5.5	5.9	-0.4	10	5.4	6.4	-1.0	5.9	6.6	-0.7	5.0	6.1	-1.1	3.5	4.3	-0.8	4.2	3.7	0.5	5.1	5.4	-0.3
Network Hokonui	0.3	0.1	0.2	23	0.3	0.2	0.1	0.2	0.2	0.0	0.2	0.1	0.1	0.1	0.1	0.0	0.2	*	*	0.3	0.1	0.2
Network Life FM	0.9	0.9	0.0	19	0.8	0.8	0.0	0.7	0.7	0.0	0.8	0.8	0.0	1.3	1.1	0.2	1.5	0.6	0.9	1.1	1.3	-0.2
Network Magic	2.2	1.4	0.8	14	3.3	2.7	0.6	2.7	2.6	0.1	2.0	2.1	-0.1	2.4	2.4	0.0	2.4	1.4	1.0	3.3	2.8	0.5
Network Maori Radio	0.6	0.8	-0.2	21	0.6	0.6	0.0	0.8	0.7	0.1	0.8	0.8	0.0	0.9	0.8	0.1	1.4	0.6	0.8	0.8	0.7	0.1
Network Mai FM	6.5	5.7	0.8	6	4.4	3.8	0.6	4.9	4.3	0.6	6.8	6.1	0.7	6.5	7.4	-0.9	3.8	3.9	-0.1	5.4	5.4	0.0
Network Mix	0.7	0.6	0.1	20	1.4	1.2	0.2	1.4	1.2	0.2	0.9	0.9	0.0	0.7	0.8	-0.1	0.2	0.3	-0.1	0.9	1.0	-0.1
Network More FM	8.6	9.2	-0.6	2	8.5	8.9	-0.4	8.8	9.3	-0.5	8.2	8.5	-0.3	4.8	4.5	0.3	6.3	5.3	1.0	7.1	7.4	-0.3
Network Newstalk ZB	12.8	15.0	-2.2	1	9.6	10.4	-0.8	5.3	6.4	-1.1	7.3	8.2	-0.9	15.1	17.1	-2.0	22.6	26.4	-3.8	10.4	11.9	-1.5
Network Radio Live	6.2	6.0	0.2	7	2.0	2.1	-0.1	2.2	2.5	-0.3	3.3	3.4	-0.1	5.2	4.9	0.3	7.5	7.7	-0.2	3.3	3.1	0.2
Network Radio Sport	1.9	1.6	0.3	15	2.2	1.8	0.4	1.6	1.8	-0.2	1.5	1.8	-0.3	2.4	2.3	0.1	1.8	1.4	0.4	2.9	2.9	0.0
Network Radio Tarana	1.4	1.0	0.4	16	0.7	0.7	0.0	0.5	0.4	0.1	1.9	1.3	0.6	2.6	1.6	1.0	1.3	1.2	0.1	1.7	1.2	0.5
Network Rhema	1.3	1.2	0.1	17	1.0	0.9	0.1	1.0	0.8	0.2	1.1	1.1	0.0	2.4	1.6	0.8	1.1	0.9	0.2	1.3	1.4	-0.1
Network Rock	6.9	6.3	0.6	5	9.1	7.5	1.6	9.5	8.5	1.0	8.9	7.6	1.3	5.5	4.9	0.6	6.7	3.8	2.9	6.2	5.5	0.7
Network The Sound	5.8	6.3	-0.5	9	7.5	9.0	-1.5	8.1	9.9	-1.8	6.8	7.8	-1.0	4.4	4.7	-0.3	4.1	5.0	-0.9	5.5	6.9	-1.4
Network Star	0.6	0.6	0.0	21	0.6	0.6	0.0	0.5	0.5	0.0	0.6	0.5	0.1	0.6	0.6	0.0	0.9	0.4	0.5	0.8	0.6	0.2
Network ZM	6.0	5.3	0.7	8	5.3	4.5	0.8	6.1	4.9	1.2	6.7	6.9	-0.2	4.3	4.4	-0.1	3.2	3.5	-0.3	4.7	4.5	0.2
Mediaworks Combo	52.5	51.4	1.1		52.5	52.2	0.3	56.0	55.8	0.2	55.2	53.8	1.4	46.0	46.5	-0.5	45.5	44.5	1.0	49.7	49.3	0.4
NZME Combo	37.8	38.9	-1.1		38.3	38.6	-0.3	35.4	36.0	-0.6	34.1	36.1	-2.0	36.8	40.2	-3.4	41.5	44.7	-3.2	37.5	39.0	-1.5
NZME and Partners	38.6	39.7	-1.1		38.8	39.2	-0.4	35.6	36.2	-0.6	35.0	36.8	-1.8	38.1	40.6	-2.5	42.0	45.0	-3.0	38.3	39.6	-1.3

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

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

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	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	370.2	360.0	10.2	3	30.4	28.1	2.3	68.6	79.6	-11.0	93.2	104.0	-10.8	177.6	175.6	2.0	154.0	145.4	8.6	113.0	110.5	2.5	80.3	75.7	4.6
Network Coast	287.1	284.1	3.0	9	7.9	10.8	-2.9	23.3	21.7	1.6	41.9	33.3	8.6	92.4	76.6	15.8	118.2	117.0	1.2	147.0	150.7	-3.7	47.7	39.5	8.2
Network Edge	521.7	518.4	3.3	1	106.2	106.6	-0.4	240.9	240.7	0.2	191.1	181.0	10.1	259.9	245.3	14.6	92.2	91.4	0.8	31.3	34.2	-2.9	124.2	115.5	8.7
Network Flava	159.9	151.4	8.5	13	40.4	38.1	2.3	90.5	80.3	10.2	50.6	57.0	-6.4	59.8	66.2	-6.4	11.9	12.5	-0.6	4.1	4.3	-0.2	26.8	27.5	-0.7
Network George	130.0	118.2	11.8	15	11.6	13.3	-1.7	70.7	62.0	8.7	68.9	57.4	11.5	79.5	68.4	11.1	16.0	14.4	1.6	6.3	4.5	1.8	23.0	20.8	2.2
Network Hauraki	161.4	151.1	10.3	12	9.3	11.6	-2.3	68.1	59.1	9.0	85.9	73.0	12.9	111.2	100.0	11.2	39.0	39.1	-0.1	17.5	15.7	1.8	32.1	25.6	6.5
Network Hits	302.6	320.2	-17.6	7	46.0	40.9	5.1	95.5	102.3	-6.8	115.8	131.2	-15.4	166.9	184.2	-17.3	83.9	89.4	-5.5	48.3	49.3	-1.0	75.4	77.7	-2.3
Network Hokonui	5.3	8.8	-3.5	23	0.5	0.2	0.3	0.9	1.6	-0.7	1.6	2.1	-0.5	2.1	3.4	-1.3	2.5	3.4	-0.9	2.0	4.4	-2.4	0.7	0.7	0.0
Network Life FM	62.0	64.4	-2.4	18	6.8	9.0	-2.2	19.5	20.6	-1.1	21.7	25.7	-4.0	36.7	37.0	-0.3	22.0	16.8	5.2	9.0	7.9	1.1	14.9	14.9	0.0
Network Magic	103.2	77.4	25.8	16	5.1	1.8	3.3	10.2	8.0	2.2	13.3	7.5	5.8	24.1	18.5	5.6	35.3	29.1	6.2	53.6	40.9	12.7	9.7	5.9	3.8
Network Maori Radio	55.8	60.4	-4.6	21	7.4	11.3	-3.9	13.1	14.7	-1.6	18.9	20.1	-1.2	28.6	29.3	-0.7	16.0	15.7	0.3	11.4	11.7	-0.3	15.6	16.3	-0.7
Network Mai FM	298.5	280.9	17.6	8	57.8	53.6	4.2	168.0	151.9	16.1	131.9	126.7	5.2	155.4	150.3	5.1	29.7	32.9	-3.2	8.6	10.9	-2.3	60.6	60.9	-0.3
Network Mix	58.4	55.9	2.5	19	9.4	8.9	0.5	16.9	16.1	0.8	22.4	20.7	1.7	35.3	35.7	-0.4	17.6	19.3	-1.7	6.7	5.3	1.4	10.3	9.6	0.7
Network More FM	392.6	391.0	1.6	2	58.5	63.3	-4.8	99.6	102.1	-2.5	137.1	143.1	-6.0	218.3	217.2	1.1	132.6	123.5	9.1	70.2	65.2	5.0	94.4	91.3	3.1
Network Newstalk ZB	366.5	398.6	-32.1	4	14.3	15.3	-1.0	39.2	44.2	-5.0	63.0	69.2	-6.2	126.7	133.7	-7.0	135.8	147.9	-12.1	142.6	165.8	-23.2	49.7	63.9	-14.2
Network Radio Live	190.3	197.9	-7.6	11	11.8	13.9	-2.1	27.3	32.5	-5.2	55.7	64.4	-8.7	97.2	108.1	-10.9	72.0	73.3	-1.3	54.7	53.1	1.6	36.0	38.7	-2.7
Network Radio Sport	143.9	138.7	5.2	14	10.7	8.2	2.5	21.6	21.8	-0.2	38.0	43.6	-5.6	77.0	69.4	7.6	59.9	46.5	13.4	39.5	43.4	-3.9	19.0	18.6	0.4
Network Radio Tarana	57.9	47.3	10.6	20	4.3	5.9	-1.6	24.4	18.0	6.4	26.5	19.6	6.9	35.6	27.0	8.6	13.9	10.5	3.4	12.4	7.4	5.0	8.8	7.4	1.4
Network Rhema	81.2	77.1	4.1	17	8.4	9.6	-1.2	16.0	15.5	0.5	17.2	22.8	-5.6	33.1	38.7	-5.6	31.5	28.6	2.9	25.4	19.5	5.9	18.1	15.9	2.2
Network Rock	331.0	309.3	21.7	6	26.3	27.9	-1.6	145.8	144.3	1.5	176.1	158.5	17.6	228.5	203.2	25.3	71.0	66.7	4.3	23.6	26.9	-3.3	71.0	60.2	10.8
Network The Sound	267.5	289.7	-22.2	10	20.0	19.9	0.1	52.4	68.8	-16.4	78.0	84.1	-6.1	152.4	158.3	-5.9	136.3	141.3	-5.0	74.9	83.6	-8.7	51.2	56.8	-5.6
Network Star	35.7	32.1	3.6	22	2.8	4.1	-1.3	7.3	5.8	1.5	7.9	5.7	2.2	10.3	8.7	1.6	6.5	9.0	-2.5	13.7	12.7	1.0	6.1	3.2	2.9
Network ZM	359.2	347.9	11.3	5	55.8	54.0	1.8	171.0	170.1	0.9	150.4	149.7	0.7	199.8	191.1	8.7	63.6	57.4	6.2	17.6	20.2	-2.6	86.3	76.7	9.6
Mediaworks Combo	1,737.7	1,695.0	42.7		221.6	216.2	5.4	555.6	543.5	12.1	609.6	583.0	26.6	910.3	868.0	42.3	505.5	504.8	0.7	318.8	324.9	-6.1	359.9	351.8	8.1
NZME Combo	1,417.8	1,427.6	-9.8		152.9	148.1	4.8	395.3	389.7	5.6	431.1	436.8	-5.7	662.8	656.2	6.6	411.1	414.5	-3.4	331.4	353.5	-22.1	264.8	262.7	2.1
NZME and Partners	1,446.2	1,455.9	-9.7		154.7	151.4	3.3	410.8	401.1	9.7	448.4	450.9	-2.5	682.6	675.1	7.5	415.6	420.0	-4.4	334.0	357.5	-23.5	269.2	271.2	-2.0
All Commercial Radio	2,499.5	2,472.2	27.3		286.1	275.6	10.5	713.7	697.0	16.7	810.6	796.4	14.2	1,231.7	1,206.3	25.4	732.3	734.4	-2.1	542.5	553.7	-11.2	482.4	488.8	-6.4
Potential (000)	3,162.1	3,162.1	0.0		380.8	377.3	3.5	900.2	903.7	-3.5	967.8	967.8	0.0	1,462.1	1,462.1	0.0	904.8	904.8	0.0	709.2	709.2	0.0	568.2	579.4	-11.2
Sample	9,143	10,321	-1,178		1,023	1,077	-54	2,452	2,431	21	3,006	2,976	30	4,435	4,609	-174	2,614	3,071	-457	2,152	2,862	-710	1,822	1,924	-102

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

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

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



NZ MAJOR MARKETS COMMERCIAL RADIO - SURVEY 3 2016

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

Survey Comparisons: 2/2016 - 3/2016

This Survey Period: Metro - Sun Apr 24 to Sat Jul 2 & Sun Jul 17 to Sat Oct 22 2016 / Regional - Sun 19 Jun to Sat Oct 22 2016

Last Survey Period: Metro - Sun Mar 6 to Sat Jul 2 / Regional - Sun 31 Jan to Sat Jun 4 2016

	This	Last	+/-
Potential (000)	3,162.1	3,162.1	0.0
Sample Size	9,143	10,321	-1178

	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	195.8	187.2	8.6	5	159.7	150.1	9.6	178.3	165.3	13.0	170.2	164.2	6.0	73.9	79.4	-5.5	44.7	37.0	7.7	232.4	214.4	18.0
Network Coast	140.9	138.6	2.3	10	144.3	144.0	0.3	153.7	160.4	-6.7	140.9	138.0	2.9	69.0	62.3	6.7	38.2	38.9	-0.7	183.2	192.6	-9.4
Network Edge	272.5	267.8	4.7	1	187.6	189.3	-1.7	259.3	244.1	15.2	265.6	244.8	20.8	133.9	139.9	-6.0	52.4	55.0	-2.6	333.3	324.4	8.9
Network Flava	86.0	73.2	12.8	12	64.8	58.6	6.2	76.6	75.1	1.5	71.9	65.5	6.4	42.1	42.0	0.1	21.5	18.4	3.1	100.5	91.6	8.9
Network George	50.4	52.0	-1.6	16	43.7	43.9	-0.2	49.3	50.7	-1.4	62.7	58.5	4.2	27.5	32.8	-5.3	11.7	13.4	-1.7	73.0	62.9	10.1
Network Hauraki	80.1	77.3	2.8	13	68.4	63.0	5.4	69.3	72.2	-2.9	85.2	80.3	4.9	29.9	39.0	-9.1	14.2	12.2	2.0	90.4	86.3	4.1
Network Hits	156.0	170.8	-14.8	8	112.4	127.2	-14.8	141.1	144.3	-3.2	140.3	152.0	-11.7	59.3	69.5	-10.2	29.0	28.7	0.3	175.7	180.1	-4.4
Network Hokonui	3.6	3.3	0.3	23	2.4	4.1	-1.7	2.8	4.5	-1.7	2.8	2.0	0.8	1.3	1.0	0.3	1.0	0.8	0.2	3.8	4.8	-1.0
Network Life FM	31.0	27.9	3.1	19	22.7	22.1	0.6	24.2	23.9	0.3	24.3	22.5	1.8	16.0	16.9	-0.9	10.2	7.4	2.8	42.2	43.4	-1.2
Network Magic	54.6	35.0	19.6	15	55.3	41.8	13.5	54.6	43.2	11.4	47.0	35.7	11.3	23.3	19.3	4.0	15.0	8.1	6.9	67.8	50.3	17.5
Network Maori Radio	21.9	25.2	-3.3	21	15.5	16.3	-0.8	18.5	21.2	-2.7	19.0	17.4	1.6	13.7	12.3	1.4	7.6	6.4	1.2	29.1	31.1	-2.0
Network Mai FM	181.7	162.5	19.2	7	106.9	106.5	0.4	144.3	129.3	15.0	159.9	146.7	13.2	91.4	101.7	-10.3	35.1	33.8	1.3	188.0	183.5	4.5
Network Mix	26.9	23.4	3.5	20	25.7	23.5	2.2	29.7	27.3	2.4	26.4	22.8	3.6	9.9	13.3	-3.4	4.1	5.3	-1.2	33.9	34.2	-0.3
Network More FM	227.5	234.8	-7.3	3	157.1	166.6	-9.5	179.1	192.2	-13.1	190.1	199.2	-9.1	85.3	83.7	1.6	47.6	44.0	3.6	217.9	224.9	-7.0
Network Newstalk ZB	253.0	281.5	-28.5	2	170.8	178.7	-7.9	144.3	149.3	-5.0	162.9	169.5	-6.6	131.0	138.7	-7.7	94.2	107.8	-13.6	237.2	263.9	-26.7
Network Radio Live	126.2	125.6	0.6	11	52.6	59.8	-7.2	60.5	64.4	-3.9	84.1	86.4	-2.3	43.7	45.6	-1.9	33.6	31.0	2.6	95.3	92.4	2.9
Network Radio Sport	61.2	55.3	5.9	14	42.9	44.8	-1.9	49.4	47.4	2.0	45.6	51.3	-5.7	37.1	37.4	-0.3	15.9	14.6	1.3	100.2	87.8	12.4
Network Radio Tarana	35.7	25.4	10.3	18	18.2	13.3	4.9	14.6	12.7	1.9	31.2	19.4	11.8	15.7	13.6	2.1	9.1	8.0	1.1	49.1	38.5	10.6
Network Rhema	36.9	34.5	2.4	17	23.1	21.3	1.8	30.4	28.5	1.9	25.7	28.5	-2.8	25.9	20.1	5.8	9.7	9.1	0.6	50.5	42.1	8.4
Network Rock	184.0	168.4	15.6	6	141.2	127.0	14.2	166.3	153.0	13.3	181.7	170.5	11.2	78.1	73.7	4.4	48.4	35.9	12.5	188.2	174.4	13.8
Network The Sound	152.0	154.6	-2.6	9	114.8	136.7	-21.9	139.6	157.3	-17.7	148.4	161.6	-13.2	62.0	66.1	-4.1	30.2	32.7	-2.5	161.4	172.6	-11.2
Network Star	17.0	16.5	0.5	22	14.3	14.3	0.0	19.0	13.0	6.0	12.9	12.3	0.6	8.8	8.2	0.6	6.4	5.7	0.7	21.5	17.4	4.1
Network ZM	216.6	184.5	32.1	4	132.4	130.8	1.6	170.8	160.5	10.3	189.5	180.8	8.7	86.8	90.1	-3.3	36.6	36.4	0.2	210.1	198.9	11.2
Mediaworks Combo	1,177.9	1,141.1	36.8		855.6	851.2	4.4	1,001.7	979.2	22.5	1,069.8	1,033.0	36.8	532.0	548.9	-16.9	272.8	248.0	24.8	1,231.2	1,190.9	40.3
NZME Combo	917.8	905.3	12.5		671.6	681.6	-10.0	740.7	751.7	-11.0	775.6	777.4	-1.8	427.7	450.9	-23.2	232.1	247.3	-15.2	964.1	972.6	-8.5
NZME and Partners	940.3	928.5	11.8		687.4	691.2	-3.8	750.9	761.5	-10.6	795.8	795.5	0.3	440.7	457.5	-16.8	237.2	249.0	-11.8	990.1	992.7	-2.6
All Commercial Radio	1,919.1	1,876.3	42.8		1,437.1	1,420.9	16.2	1,592.6	1,577.6	15.0	1,695.9	1,660.2	35.7	965.0	979.7	-14.7	500.3	493.5	6.8	1,988.8	1,956.8	32.0

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

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

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



NZ MAJOR MARKETS COMMERCIAL RADIO - SURVEY 3 2016

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

Survey Comparisons: 2/2016 - 3/2016

This Survey Period: Metro - Sun Apr 24 to Sat Jul 2 & Sun Jul 17 to Sat Oct 22 2016 / Regional - Sun 19 Jun to Sat Oct 22 2016

Last Survey Period: Metro - Sun Mar 6 to Sat Jul 2 / Regional - Sun 31 Jan to Sat Jun 4 2016

	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	9:23	8:30	0:52	5:05	3:34	1:30	6:42	5:17	1:25	8:34	7:27	1:06	9:41	8:04	1:36	10:40	10:07	0:33	11:28	11:19	0:09	8:35	8:24	0:10
Network Coast	10:25	10:06	0:19	3:21	4:10	-0:48	7:37	5:56	1:41	8:05	7:29	0:36	9:07	8:38	0:28	10:51	9:35	1:15	11:34	10:36	0:57	6:57	7:32	-0:35
Network Edge	6:53	6:35	0:18	5:43	5:50	-0:06	7:11	6:03	1:07	7:37	7:01	0:36	7:36	7:34	0:02	7:17	8:11	-0:54	6:16	6:13	0:02	7:57	7:34	0:23
Network Flava	7:31	6:31	0:59	5:30	4:24	1:06	8:15	7:17	0:57	8:50	8:21	0:29	8:26	7:49	0:37	7:08	6:01	1:07	7:29	8:20	-0:51	6:28	6:40	-0:11
Network George	5:25	6:03	-0:38	4:11	3:54	0:17	4:43	5:54	-1:10	6:21	7:19	-0:57	6:13	7:07	-0:53	4:21	5:23	-1:01	3:11	3:24	-0:13	7:27	8:21	-0:54
Network Hauraki	7:26	7:58	-0:32	3:04	3:12	-0:08	7:49	8:00	-0:11	7:42	8:45	-1:03	8:01	9:08	-1:06	9:05	9:23	-0:17	7:43	6:24	1:19	6:10	8:22	-2:12
Network Hits	7:26	7:29	-0:02	4:06	4:39	-0:32	6:19	6:31	-0:12	7:32	7:25	0:06	8:03	7:59	0:04	9:03	9:31	-0:28	8:34	9:04	-0:29	8:38	8:07	0:30
Network Hokonui	19:08	6:16	12:52	12:33	3:30	9:03	9:48	2:55	6:53	9:32	3:16	6:15	9:11	4:39	4:31	28:04	8:16	19:47	32:30	8:35	23:54	15:14	2:54	12:20
Network Life FM	6:26	5:53	0:33	9:03	6:48	2:15	5:46	4:46	1:00	7:21	7:32	-0:10	6:34	6:34	-0:00	5:58	4:25	1:33	6:34	4:24	2:10	6:40	7:34	-0:53
Network Magic	11:23	12:12	-0:49	4:26	0:39	3:47	3:17	3:08	0:08	4:21	3:28	0:52	7:07	6:57	0:09	13:21	14:41	-1:20	14:43	14:49	-0:06	6:55	9:03	-2:08
Network Maori Radio	5:57	4:59	0:57	4:13	1:57	2:16	5:05	3:26	1:38	7:09	6:22	0:47	6:42	5:40	1:02	7:08	5:36	1:32	6:18	7:07	-0:48	5:01	5:42	-0:40
Network Mai FM	7:59	7:31	0:27	5:41	6:50	-1:09	8:39	7:28	1:10	8:00	7:08	0:51	8:06	7:17	0:49	8:16	7:56	0:19	6:24	7:18	-0:53	8:07	8:20	-0:12
Network Mix	7:21	6:49	0:32	2:51	3:42	-0:51	5:08	5:09	-0:00	7:26	6:38	0:48	7:31	6:39	0:51	8:51	8:12	0:38	13:52	13:50	0:02	6:42	7:00	-0:18
Network More FM	8:41	8:37	0:03	5:38	5:34	0:03	7:36	8:18	-0:41	9:09	8:23	0:45	9:30	8:22	1:08	10:33	9:54	0:38	9:52	12:08	-2:15	8:46	8:20	0:26
Network Newstalk ZB	11:52	12:00	-0:08	4:07	4:51	-0:43	6:00	5:12	0:48	7:29	6:27	1:02	8:19	7:31	0:48	9:58	9:39	0:19	13:05	13:42	-0:37	7:40	8:39	-0:59
Network Radio Live	8:24	7:41	0:42	2:56	2:22	0:33	5:38	4:16	1:22	6:40	5:14	1:25	7:08	6:17	0:51	8:10	8:53	-0:43	10:10	10:59	-0:48	6:47	7:11	-0:24
Network Radio Sport	6:14	6:01	0:12	2:16	3:51	-1:34	4:33	3:49	0:43	6:11	5:59	0:11	6:53	5:41	1:12	6:57	6:19	0:38	6:16	7:20	-1:04	5:56	5:00	0:56
Network Radio Tarana	9:38	8:20	1:18	4:09	2:39	1:29	8:53	8:07	0:46	7:45	7:35	0:10	8:12	7:26	0:45	10:49	11:05	-0:15	14:17	15:12	-0:55	10:35	14:15	-3:40
Network Rhema	6:35	5:55	0:40	2:19	2:58	-0:39	4:19	2:58	1:20	5:45	3:14	2:30	6:51	4:38	2:13	7:34	6:43	0:51	6:17	7:37	-1:20	6:06	4:49	1:17
Network Rock	10:04	8:53	1:10	4:35	6:40	-2:05	10:01	8:22	1:38	11:28	9:02	2:25	11:09	9:14	1:54	9:44	9:24	0:20	9:20	8:17	1:02	9:10	8:51	0:18
Network The Sound	10:20	10:44	-0:23	4:03	2:25	1:37	8:08	8:39	-0:31	9:39	11:16	-1:36	11:05	11:23	-0:17	12:48	12:21	0:26	12:11	12:37	-0:26	9:29	9:30	-0:01
Network Star	7:34	7:03	0:31	1:43	1:21	0:21	3:50	1:37	2:13	4:16	2:12	2:04	5:14	2:40	2:33	7:12	8:25	-1:12	11:43	11:23	0:19	5:19	3:38	1:41
Network ZM	6:35	5:53	0:42	3:48	3:40	0:08	6:45	5:50	0:55	7:52	6:53	0:59	7:50	6:45	1:04	7:20	6:21	0:59	6:09	6:13	-0:03	7:09	6:44	0:25
Mediaworks Combo	12:55	12:29	0:25	7:48	8:09	-0:21	12:15	11:24	0:51	13:28	12:33	0:54	13:52	12:52	1:00	14:53	14:24	0:29	14:52	15:01	-0:09	12:49	12:24	0:25
NZME Combo	11:12	10:59	0:12	5:13	5:17	-0:03	9:16	8:24	0:51	10:15	9:45	0:29	10:38	10:00	0:38	12:06	11:24	0:41	14:08	14:16	-0:07	9:40	9:50	-0:10
NZME and Partners	11:11	10:56	0:14	5:14	5:16	-0:01	9:16	8:22	0:54	10:14	9:41	0:33	10:39	9:55	0:43	12:08	11:20	0:48	14:08	14:18	-0:10	9:40	9:50	-0:10
All Commercial Radio	17:12	16:35	0:36	10:09	10:24	-0:15	16:19	15:01	1:18	17:22	16:16	1:05	17:45	16:27	1:18	18:59	18:03	0:56	19:45	19:56	-0:10	16:34	16:00	0:34
Potential (000)	3,162.1	3,162.1	0.0	380.8	377.3	3.5	900.2	903.7	-3.5	967.8	967.8	0.0	1,462.1	1,462.1	0.0	904.8	904.8	0.0	709.2	709.2	0.0	568.2	579.4	-11.2
Sample	9,143	10,321	-1,178	1,023	1,077	-54	2,452	2,431	21	3,006	2,976	30	4,435	4,609	-174	2,614	3,071	-457	2,152	2,862	-710	1,822	1,924	-102

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

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

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



NZ MAJOR MARKETS COMMERCIAL RADIO - SURVEY 3 2016

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

Survey Comparisons: 2/2016 - 3/2016

This Survey Period: Metro - Sun Apr 24 to Sat Jul 2 & Sun Jul 17 to Sat Oct 22 2016 / Regional - Sun 19 Jun to Sat Oct 22 2016

Last Survey Period: Metro - Sun Mar 6 to Sat Jul 2 / Regional - Sun 31 Jan to Sat Jun 4 2016

	This	Last	+/-
Potential (000)	3,162.1	3,162.1	0.0
Sample Size	9,143	10,321	-1178

	Mon-Fri 6am-9am			Mon-Fri 9am-12md			Mon-Fri 12md-4pm			Mon-Fri 4pm-7pm			Mon-Fri 7pm-12mn			Mon-Fri 12mn-6am			Sat-Sun 12mn-12mn		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Network Breeze	3:02	2:57	0:04	3:58	3:29	0:28	4:29	3:47	0:41	2:17	2:09	0:08	2:43	2:28	0:14	2:32	2:53	-0:21	3:11	3:16	-0:04
Network Coast	3:03	2:58	0:05	3:46	3:42	0:03	4:28	3:57	0:31	2:19	2:12	0:07	2:17	2:35	-0:17	2:18	2:13	0:04	4:06	3:49	0:17
Network Edge	2:27	2:24	0:03	2:34	2:50	-0:16	2:47	2:47	0:00	1:51	1:46	0:05	1:38	1:41	-0:03	2:07	2:21	-0:14	2:41	2:18	0:22
Network Flava	2:42	2:35	0:06	3:04	2:52	0:11	3:30	3:04	0:25	1:59	1:45	0:13	2:00	1:38	0:22	1:30	1:20	0:09	2:26	2:04	0:21
Network George	2:12	2:01	0:10	2:13	2:36	-0:23	2:43	3:01	-0:18	2:08	1:57	0:11	1:45	1:34	0:11	1:20	1:37	-0:17	2:15	2:28	-0:12
Network Hauraki	2:45	2:34	0:11	3:25	3:37	-0:12	4:01	4:03	-0:02	2:10	2:10	0:00	1:11	1:44	-0:33	1:34	1:53	-0:18	2:27	2:32	-0:04
Network Hits	2:58	2:46	0:12	3:19	3:19	0:00	3:30	3:39	-0:08	1:52	1:59	-0:07	1:38	1:44	-0:05	2:22	1:58	0:24	2:46	2:44	0:02
Network Hokonui	5:58	3:20	2:37	7:48	3:32	4:15	5:45	3:08	2:37	3:57	1:51	2:06	3:07	1:29	1:38	2:50	0:34	2:15	6:50	2:05	4:45
Network Life FM	2:31	2:33	-0:02	2:19	2:27	-0:08	2:30	2:22	0:08	1:39	1:51	-0:12	2:19	1:46	0:32	2:23	1:17	1:06	2:31	2:38	-0:07
Network Magic	3:24	3:12	0:12	4:10	4:15	-0:05	4:12	4:48	-0:35	2:17	2:59	-0:41	2:53	3:30	-0:36	2:39	2:33	0:05	4:37	5:00	-0:23
Network Maori Radio	2:29	2:33	-0:03	2:50	2:31	0:19	3:24	2:43	0:41	2:19	2:12	0:07	1:48	1:54	-0:05	2:59	1:25	1:33	2:41	2:09	0:32
Network Mai FM	3:00	2:49	0:11	2:50	2:20	0:29	2:52	2:40	0:12	2:14	2:05	0:09	1:58	2:02	-0:04	1:47	1:47	-0:00	2:44	2:38	0:05
Network Mix	2:02	2:12	-0:09	3:46	3:16	0:30	4:01	3:30	0:30	1:51	1:54	-0:02	1:52	1:38	0:13	0:50	0:57	-0:07	2:33	2:31	0:02
Network More FM	3:12	3:08	0:03	3:45	3:34	0:11	4:07	3:51	0:16	2:16	2:07	0:09	1:33	1:30	0:02	2:10	1:52	0:18	3:07	2:58	0:09
Network Newstalk ZB	4:16	4:16	-0:00	3:52	3:52	0:00	3:04	3:25	-0:20	2:21	2:25	-0:03	3:09	3:27	-0:17	3:55	3:46	0:09	4:11	4:06	0:05
Network Radio Live	4:08	3:48	0:20	2:40	2:23	0:16	3:02	3:02	0:00	2:05	1:57	0:08	3:17	3:01	0:15	3:40	3:50	-0:09	3:15	3:02	0:13
Network Radio Sport	2:36	2:21	0:14	3:30	2:42	0:47	2:46	2:58	-0:11	1:41	1:46	-0:04	1:47	1:43	0:04	1:52	1:30	0:22	2:46	3:01	-0:15
Network Radio Tarana	3:12	3:15	-0:02	2:35	3:28	-0:53	2:53	2:39	0:14	3:09	3:14	-0:05	4:29	3:14	1:14	2:18	2:13	0:04	3:20	2:46	0:33
Network Rhema	2:54	2:48	0:06	2:59	2:41	0:18	2:51	2:13	0:38	2:15	1:59	0:16	2:34	2:10	0:23	1:55	1:27	0:28	2:32	2:58	-0:25
Network Rock	3:09	2:58	0:10	4:29	3:56	0:32	4:49	4:23	0:25	2:34	2:14	0:20	1:56	1:51	0:04	2:16	1:38	0:37	3:07	2:51	0:15
Network The Sound	3:13	3:15	-0:01	4:32	4:22	0:10	4:52	4:59	-0:07	2:25	2:24	0:00	1:56	1:59	-0:03	2:13	2:21	-0:08	3:16	3:38	-0:21
Network Star	2:52	2:55	-0:02	2:41	2:43	-0:01	2:22	2:47	-0:24	2:15	1:56	0:18	1:57	2:01	-0:03	2:18	1:11	1:06	3:35	3:13	0:21
Network ZM	2:20	2:18	0:02	2:47	2:17	0:30	3:00	2:26	0:33	1:52	1:54	-0:02	1:22	1:22	0:00	1:27	1:28	-0:00	2:09	2:03	0:05
Mediaworks Combo	3:45	3:36	0:09	4:14	4:04	0:10	4:41	4:31	0:10	2:43	2:35	0:08	2:22	2:22	-0:00	2:44	2:45	-0:01	3:51	3:44	0:06
NZME Combo	3:28	3:26	0:01	3:57	3:46	0:10	4:00	3:48	0:12	2:19	2:19	0:00	2:21	2:30	-0:08	2:56	2:47	0:08	3:42	3:37	0:04
NZME and Partners	3:27	3:25	0:02	3:54	3:46	0:08	3:59	3:47	0:12	2:19	2:18	0:01	2:22	2:29	-0:07	2:54	2:47	0:07	3:41	3:36	0:04
All Commercial Radio	4:23	4:16	0:07	4:49	4:41	0:08	5:16	5:02	0:14	3:07	3:00	0:06	2:51	2:52	-0:01	3:16	3:07	0:09	4:48	4:37	0:10

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

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