

NZ MAJOR MARKETS COMMERCIAL RADIO - SURVEY 1 2020

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

Survey Comparisons: 4/2019 - 1/2020

This Survey Period: Metro - Sun Aug 25 to Sat Nov 2 2019 & Sun Jan 19* to Sat Mar 28 2020/ Regional - Sun Mar 31 to Sat Jun 8 2019 & Sun Jun 16 to Sat Nov 2 2019 & Sun Jan 19* to Sat Mar 28 2020 *Auckland, Northland, Tauranga & Waikato Wave 1 field dates Feb 2 to Mar 28

Last Survey Period: Metro - Sun Jun 16 to Sat Nov 2 2019 / Regional - Sun Jan 20* to Sat Jun 8 & Sun Jun 16 to Sat Nov 2 2019 *Northland Wave 1 field dates Feb 3 to Mar 30 (n.b. Waikato S3 2017 - 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 | 9.9 | 9.3 | 0.6 | 2 | 5.8 | 5.3 | 0.5 | 8.5 | 6.6 | 1.9 | 10.0 | 8.3 | 1.7 | 10.2 | 9.0 | 1.2 | 10.7 | 11.3 | -0.6 | 11.6 | 12.8 | -1.2 | 10.7 | 10.4 | 0.3 |
| Network Coast | 6.4 | 7.0 | -0.6 | 7 | 3.0 | 4.3 | -1.3 | 4.2 | 3.9 | 0.3 | 3.9 | 3.9 | 0.0 | 4.3 | 5.1 | -0.8 | 7.4 | 9.0 | -1.6 | 10.5 | 11.9 | -1.4 | 3.6 | 4.1 | -0.5 |
| Network The Edge | 6.1 | 6.1 | 0.0 | 8 | 12.7 | 13.4 | -0.7 | 12.6 | 12.1 | 0.5 | 10.2 | 9.1 | 1.1 | 8.1 | 7.3 | 0.8 | 3.3 | 3.3 | 0.0 | 1.4 | 1.5 | -0.1 | 8.8 | 8.6 | 0.2 |
| Network Flava | 1.2 | 1.5 | -0.3 | 15 | 3.3 | 3.5 | -0.2 | 3.1 | 3.6 | -0.5 | 2.0 | 2.4 | -0.4 | 1.5 | 1.8 | -0.3 | 0.4 | 0.4 | 0.0 | 0.1 | 0.1 | 0.0 | 1.5 | 2.1 | -0.6 |
| Network George FM | 1.8 | 1.8 | 0.0 | 14 | 2.2 | 2.4 | -0.2 | 4.2 | 3.5 | 0.7 | 3.5 | 3.3 | 0.2 | 2.7 | 2.7 | 0.0 | 0.9 | 1.1 | -0.2 | 0.3 | 0.4 | -0.1 | 1.8 | 1.5 | 0.3 |
| Network Hokonui | 0.2 | 0.2 | 0.0 | 22 | 0.1 | * | * | 0.1 | 0.1 | 0.0 | 0.1 | 0.1 | 0.0 | 0.1 | 0.2 | -0.1 | 0.2 | 0.2 | 0.0 | 0.3 | 0.3 | 0.0 | * | 0.1 | * |
| Network Life FM | 1.1 | 1.1 | 0.0 | 17 | 2.6 | 4.7 | -2.1 | 1.1 | 0.9 | 0.2 | 1.4 | 1.4 | 0.0 | 1.6 | 1.2 | 0.4 | 1.2 | 0.7 | 0.5 | 0.3 | 0.4 | -0.1 | 1.0 | 1.5 | -0.5 |
| Network Magic | 8.7 | 7.3 | 1.4 | 3 | 2.1 | 1.2 | 0.9 | 1.2 | 1.4 | -0.2 | 1.6 | 1.9 | -0.3 | 3.3 | 2.7 | 0.6 | 9.7 | 7.6 | 2.1 | 18.2 | 15.6 | 2.6 | 4.0 | 3.2 | 0.8 |
| Network Mai FM | 5.0 | 5.3 | -0.3 | 11 | 13.5 | 9.0 | 4.5 | 11.3 | 13.2 | -1.9 | 7.2 | 8.5 | -1.3 | 5.5 | 6.1 | -0.6 | 1.8 | 1.8 | 0.0 | 0.6 | 1.0 | -0.4 | 7.0 | 7.4 | -0.4 |
| Network Maori Radio | 0.6 | 0.7 | -0.1 | 20 | 0.4 | 0.9 | -0.5 | 0.6 | 0.5 | 0.1 | 0.6 | 0.6 | 0.0 | 0.8 | 0.7 | 0.1 | 0.9 | 0.9 | 0.0 | 0.6 | 0.8 | -0.2 | 0.6 | 0.7 | -0.1 |
| Network Mix | 1.2 | 1.4 | -0.2 | 15 | 1.5 | 1.3 | 0.2 | 0.8 | 1.3 | -0.5 | 1.0 | 1.5 | -0.5 | 1.5 | 2.0 | -0.5 | 1.9 | 2.2 | -0.3 | 1.0 | 0.8 | 0.2 | 1.2 | 1.6 | -0.4 |
| Network More FM | 7.2 | 8.0 | -0.8 | 6 | 11.0 | 14.8 | -3.8 | 6.0 | 5.9 | 0.1 | 7.9 | 7.5 | 0.4 | 8.7 | 8.8 | -0.1 | 8.9 | 10.4 | -1.5 | 5.8 | 7.2 | -1.4 | 9.8 | 10.3 | -0.5 |
| Network Newstalk ZB | 12.7 | 11.1 | 1.6 | 1 | 1.9 | 1.6 | 0.3 | 1.9 | 1.3 | 0.6 | 2.8 | 2.2 | 0.6 | 4.6 | 4.2 | 0.4 | 12.0 | 10.3 | 1.7 | 21.3 | 18.9 | 2.4 | 9.1 | 7.5 | 1.6 |
| Network Radio Hauraki | 2.9 | 3.2 | -0.3 | 12 | 2.1 | 1.5 | 0.6 | 3.9 | 5.3 | -1.4 | 4.7 | 5.0 | -0.3 | 4.1 | 4.6 | -0.5 | 2.6 | 2.9 | -0.3 | 1.4 | 1.3 | 0.1 | 2.6 | 3.1 | -0.5 |
| Network Radio Sport | 2.1 | 2.0 | 0.1 | 13 | 0.5 | 1.0 | -0.5 | 0.8 | 0.7 | 0.1 | 1.4 | 1.4 | 0.0 | 1.8 | 1.7 | 0.1 | 2.7 | 2.6 | 0.1 | 3.2 | 3.2 | 0.0 | 1.1 | 0.9 | 0.2 |
| Network Tarana | 0.8 | 0.6 | 0.2 | 19 | 0.6 | 0.9 | -0.3 | 1.3 | 0.4 | 0.9 | 1.3 | 1.0 | 0.3 | 1.2 | 0.8 | 0.4 | 0.7 | 0.6 | 0.1 | 0.5 | 0.3 | 0.2 | 0.8 | 1.1 | -0.3 |
| Network Rhema | 1.1 | 1.1 | 0.0 | 17 | 1.8 | 1.2 | 0.6 | 0.7 | 0.6 | 0.1 | 0.6 | 0.6 | 0.0 | 0.8 | 1.0 | -0.2 | 1.2 | 1.6 | -0.4 | 1.5 | 1.4 | 0.1 | 1.4 | 1.1 | 0.3 |
| Network The Rock | 7.7 | 7.7 | 0.0 | 4 | 8.8 | 7.1 | 1.7 | 11.6 | 12.1 | -0.5 | 12.7 | 13.2 | -0.5 | 10.8 | 11.3 | -0.5 | 5.8 | 5.8 | 0.0 | 2.5 | 2.5 | 0.0 | 8.5 | 7.2 | 1.3 |
| Network Star | 0.4 | 0.5 | -0.1 | 21 | 0.1 | 0.3 | -0.2 | 0.2 | 0.1 | 0.1 | 0.1 | 0.1 | 0.0 | 0.1 | 0.1 | 0.0 | 0.2 | 0.4 | -0.2 | 0.7 | 0.9 | -0.2 | 0.2 | 0.1 | 0.1 |
| Network The Hits | 5.1 | 5.1 | 0.0 | 10 | 7.6 | 6.4 | 1.2 | 5.7 | 5.3 | 0.4 | 5.8 | 5.3 | 0.5 | 5.8 | 5.9 | -0.1 | 5.7 | 5.8 | -0.1 | 4.2 | 3.8 | 0.4 | 6.6 | 7.1 | -0.5 |
| Network The Sound | 7.3 | 6.8 | 0.5 | 5 | 4.0 | 2.8 | 1.2 | 4.4 | 4.0 | 0.4 | 5.2 | 5.0 | 0.2 | 8.3 | 7.7 | 0.6 | 13.1 | 12.6 | 0.5 | 9.0 | 8.8 | 0.2 | 6.3 | 5.0 | 1.3 |
| Network ZM | 5.4 | 5.9 | -0.5 | 9 | 8.7 | 10.0 | -1.3 | 11.9 | 11.8 | 0.1 | 10.1 | 10.6 | -0.5 | 7.8 | 8.1 | -0.3 | 2.5 | 2.5 | 0.0 | 0.8 | 1.0 | -0.2 | 7.5 | 7.2 | 0.3 |
| MediaWorks Combo | 53.6 | 52.4 | 1.2 | | 60.2 | 56.1 | 4.1 | 59.7 | 58.7 | 1.0 | 58.1 | 56.8 | 1.3 | 57.5 | 55.6 | 1.9 | 54.3 | 53.9 | 0.4 | 49.5 | 49.8 | -0.3 | 56.8 | 53.6 | 3.2 |
| NZME Combo | 37.4 | 37.7 | -0.3 | | 29.0 | 29.8 | -0.8 | 32.6 | 33.4 | -0.8 | 31.9 | 32.4 | -0.5 | 31.5 | 33.6 | -2.1 | 35.7 | 36.1 | -0.4 | 43.2 | 41.7 | 1.5 | 33.5 | 34.1 | -0.6 |
| NZME and Partners | 39.0 | 39.7 | -0.7 | | 31.6 | 31.2 | 0.4 | 33.7 | 35.7 | -2.0 | 34.6 | 35.6 | -1.0 | 33.8 | 36.3 | -2.5 | 37.2 | 38.1 | -0.9 | 44.1 | 43.3 | 0.8 | 35.8 | 37.5 | -1.7 |
| Potential (000) | 3637.8 | 3598.7 | 39.1 | | 443.2 | 433.3 | 9.9 | 1056.0 | 1070.3 | -14.3 | 1160.2 | 1156.9 | 3.3 | 1689.9 | 1681.8 | 8.1 | 1012.5 | 999.5 | 13.0 | 831.1 | 815.9 | 15.2 | 673.7 | 665.3 | 8.4 |
| Sample | 13,976 | 14,039 | -63 | | 1,600 | 1,640 | -40 | 2,965 | 3,021 | -56 | 3,767 | 4,007 | -240 | 5,735 | 6,182 | -447 | 3,999 | 4,167 | -168 | 4,209 | 3,998 | 211 | 2,476 | 2,637 | -161 |

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

MediaWorks Combo: Breeze, Edge, George FM, Magic (includes Radio Dunedin), Mai, More FM (includes More FM Rodney), 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

NZ MAJOR MARKETS COMMERCIAL RADIO - SURVEY 1 2020

Station Share (%) by Daypart, People 10+
Survey Comparisons: 4/2019 - 1/2020

| | This | Last | +/- |
|-----------------|---------|---------|------|
| Potential (000) | 3,637.8 | 3,598.7 | 39.1 |
| Sample Size | 13,976 | 14,039 | -63 |

This Survey Period: Metro - Sun Aug 25 to Sat Nov 2 2019 & Sun Jan 19* to Sat Mar 28 2020/ Regional - Sun Mar 31 to Sat Jun 8 2019 & Sun Jun 16 to Sat Nov 2 2019 & Sun Jan 19* to Sat Mar 28 2020 *Auckland, Northland, Tauranga & Waikato Wave 1 field dates Feb 2 to Mar 28

Last Survey Period: Metro - Sun Jun 16 to Sat Nov 2 2019 / Regional - Sun Jan 20* to Sat Jun 8 & Sun Jun 16 to Sat Nov 2 2019 *Northland Wave 1 field dates Feb 3 to Mar 30 (n.b. Waikato S3 2017 - 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 | 8.3 | 8.1 | 0.2 | 2 | 10.9 | 10.2 | 0.7 | | 11.2 | 10.3 | 0.9 | | 8.6 | 8.2 | 0.4 | | 9.4 | 8.5 | 0.9 | | 8.7 | 12.8 | -4.1 | | 10.4 | 9.1 | 1.3 | |
| Network Coast | 4.8 | 5.4 | -0.6 | 10 | 7.9 | 8.6 | -0.7 | | 7.2 | 8.0 | -0.8 | | 4.7 | 5.4 | -0.7 | | 5.7 | 6.2 | -0.5 | | 3.8 | 5.8 | -2.0 | | 7.4 | 7.6 | -0.2 | |
| Network The Edge | 6.1 | 6.2 | -0.1 | 7 | 5.3 | 5.4 | -0.1 | | 5.7 | 6.1 | -0.4 | | 8.4 | 7.3 | 1.1 | | 5.8 | 5.9 | -0.1 | | 5.1 | 4.7 | 0.4 | | 5.9 | 6.2 | -0.3 | |
| Network Flava | 1.3 | 1.5 | -0.2 | 16 | 1.2 | 1.3 | -0.1 | | 1.1 | 1.3 | -0.2 | | 1.7 | 2.2 | -0.5 | | 1.1 | 2.0 | -0.9 | | 0.7 | 1.5 | -0.8 | | 1.2 | 1.5 | -0.3 | |
| Network George FM | 1.5 | 1.6 | -0.1 | 14 | 1.6 | 1.6 | 0.0 | | 1.8 | 1.8 | 0.0 | | 1.9 | 2.2 | -0.3 | | 2.4 | 2.5 | -0.1 | | 0.9 | 0.9 | 0.0 | | 2.0 | 1.7 | 0.3 | |
| Network Hokonui | 0.3 | 0.2 | 0.1 | 22 | 0.3 | 0.2 | 0.1 | | 0.3 | 0.3 | 0.0 | | 0.2 | 0.1 | 0.1 | | 0.1 | 0.1 | 0.0 | | 0.2 | * | * | | 0.2 | 0.2 | 0.0 | |
| Network Life FM | 1.4 | 1.3 | 0.1 | 15 | 0.9 | 0.8 | 0.1 | | 1.1 | 0.9 | 0.2 | | 0.9 | 1.4 | -0.5 | | 0.8 | 0.8 | 0.0 | | 1.3 | 0.6 | 0.7 | | 1.1 | 1.1 | 0.0 | |
| Network Magic | 7.1 | 6.7 | 0.4 | 4 | 10.1 | 8.4 | 1.7 | | 9.0 | 6.9 | 2.1 | | 7.7 | 5.6 | 2.1 | | 7.5 | 6.8 | 0.7 | | 10.1 | 8.5 | 1.6 | | 9.4 | 8.4 | 1.0 | |
| Network Mai FM | 5.9 | 5.5 | 0.4 | 9 | 3.6 | 4.0 | -0.4 | | 4.0 | 4.8 | -0.8 | | 6.1 | 6.6 | -0.5 | | 5.9 | 7.9 | -2.0 | | 5.9 | 4.9 | 1.0 | | 4.9 | 5.3 | -0.4 | |
| Network Maori Radio | 0.6 | 0.6 | 0.0 | 20 | 0.5 | 0.6 | -0.1 | | 0.5 | 0.5 | 0.0 | | 0.7 | 0.6 | 0.1 | | 1.2 | 0.9 | 0.3 | | 0.4 | 0.6 | -0.2 | | 0.8 | 0.9 | -0.1 | |
| Network Mix | 0.9 | 1.0 | -0.1 | 19 | 1.2 | 1.5 | -0.3 | | 1.5 | 1.8 | -0.3 | | 1.6 | 1.8 | -0.2 | | 1.1 | 1.2 | -0.1 | | 0.6 | 0.6 | 0.0 | | 1.0 | 1.4 | -0.4 | |
| Network More FM | 8.2 | 8.9 | -0.7 | 3 | 7.2 | 7.7 | -0.5 | | 7.3 | 8.1 | -0.8 | | 7.0 | 7.9 | -0.9 | | 5.3 | 7.3 | -2.0 | | 3.9 | 5.4 | -1.5 | | 7.4 | 7.9 | -0.5 | |
| Network Newstalk ZB | 18.4 | 15.8 | 2.6 | 1 | 9.6 | 8.3 | 1.3 | | 7.7 | 6.2 | 1.5 | | 8.8 | 7.8 | 1.0 | | 18.6 | 16.3 | 2.3 | | 32.5 | 26.2 | 6.3 | | 12.1 | 11.4 | 0.7 | |
| Network Radio Hauraki | 2.7 | 3.4 | -0.7 | 12 | 3.2 | 3.6 | -0.4 | | 3.5 | 3.2 | 0.3 | | 3.5 | 4.0 | -0.5 | | 2.2 | 2.1 | 0.1 | | 1.5 | 1.6 | -0.1 | | 2.2 | 2.8 | -0.6 | |
| Network Radio Sport | 1.6 | 1.6 | 0.0 | 13 | 2.0 | 1.8 | 0.2 | | 1.8 | 1.6 | 0.2 | | 2.0 | 1.8 | 0.2 | | 2.0 | 2.5 | -0.5 | | 1.1 | 2.9 | -1.8 | | 3.0 | 2.8 | 0.2 | |
| Network Tarana | 1.0 | 0.9 | 0.1 | 18 | 0.4 | 0.4 | 0.0 | | 0.3 | 0.4 | -0.1 | | 1.2 | 0.7 | 0.5 | | 1.4 | 0.6 | 0.8 | | 0.9 | 0.9 | 0.0 | | 0.8 | 0.8 | 0.0 | |
| Network Rhema | 1.1 | 1.1 | 0.0 | 17 | 0.7 | 0.7 | 0.0 | | 0.7 | 0.7 | 0.0 | | 1.3 | 1.3 | 0.0 | | 2.3 | 1.7 | 0.6 | | 1.2 | 1.7 | -0.5 | | 1.3 | 1.4 | -0.1 | |
| Network The Rock | 6.7 | 7.1 | -0.4 | 5 | 8.9 | 9.3 | -0.4 | | 9.7 | 10.4 | -0.7 | | 8.5 | 8.6 | -0.1 | | 5.2 | 4.5 | 0.7 | | 5.4 | 4.9 | 0.5 | | 6.2 | 5.7 | 0.5 | |
| Network Star | 0.4 | 0.4 | 0.0 | 21 | 0.4 | 0.5 | -0.1 | | 0.3 | 0.6 | -0.3 | | 0.2 | 0.4 | -0.2 | | 0.8 | 0.6 | 0.2 | | 1.0 | 0.4 | 0.6 | | 0.6 | 0.7 | -0.1 | |
| Network The Hits | 4.7 | 5.0 | -0.3 | 11 | 5.9 | 5.4 | 0.5 | | 6.2 | 6.0 | 0.2 | | 5.3 | 5.6 | -0.3 | | 4.1 | 3.0 | 1.1 | | 1.3 | 2.7 | -1.4 | | 4.7 | 5.0 | -0.3 | |
| Network The Sound | 6.1 | 5.3 | 0.8 | 7 | 8.8 | 9.0 | -0.2 | | 9.2 | 9.0 | 0.2 | | 7.4 | 6.4 | 1.0 | | 5.2 | 3.4 | 1.8 | | 5.8 | 4.9 | 0.9 | | 6.5 | 6.1 | 0.4 | |
| Network ZM | 6.4 | 6.6 | -0.2 | 6 | 4.8 | 5.6 | -0.8 | | 5.3 | 5.9 | -0.6 | | 6.9 | 7.3 | -0.4 | | 5.1 | 5.7 | -0.6 | | 2.5 | 3.5 | -1.0 | | 4.8 | 4.9 | -0.1 | |
| MediaWorks Combo | 49.9 | 49.5 | 0.4 | | 56.4 | 55.6 | 0.8 | | 57.9 | 57.4 | 0.5 | | 55.5 | 52.6 | 2.9 | | 46.7 | 46.8 | -0.1 | | 45.8 | 47.1 | -1.3 | | 52.6 | 50.5 | 2.1 | |
| NZME Combo | 41.3 | 40.8 | 0.5 | | 36.2 | 36.5 | -0.3 | | 34.8 | 34.5 | 0.3 | | 34.8 | 36.1 | -1.3 | | 40.8 | 39.7 | 1.1 | | 44.9 | 45.4 | -0.5 | | 36.8 | 37.9 | -1.1 | |
| NZME and Partners | 42.9 | 42.9 | 0.0 | | 37.6 | 38.0 | -0.4 | | 36.2 | 35.7 | 0.5 | | 36.7 | 38.8 | -2.1 | | 42.1 | 43.2 | -1.1 | | 46.4 | 46.2 | 0.2 | | 38.7 | 40.2 | -1.5 | |

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

MediaWorks Combo: Breeze, Edge, George FM, Magic (includes Radio Dunedin), Mai, More FM (includes More FM Rodney), 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

NZ MAJOR MARKETS COMMERCIAL RADIO - SURVEY 1 2020

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

Survey Comparisons: 4/2019 - 1/2020

This Survey Period: Metro - Sun Aug 25 to Sat Nov 2 2019 & Sun Jan 19* to Sat Mar 28 2020/ Regional - Sun Mar 31 to Sat Jun 8 2019 & Sun Jun 16 to Sat Nov 2 2019 & Sun Jan 19* to Sat Mar 28 2020 *Auckland, Northland, Tauranga & Waikato Wave 1 field dates Feb 2 to Mar 28

Last Survey Period: Metro - Sun Jun 16 to Sat Nov 2 2019 / Regional - Sun Jan 20* to Sat Jun 8 & Sun Jun 16 to Sat Nov 2 2019 *Northland Wave 1 field dates Feb 3 to Mar 30 (n.b. Waikato S3 2017 - 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 | 481.5 | 453.0 | 28.5 | 1 | 41.4 | 33.3 | 8.1 | 110.8 | 103.5 | 7.3 | 148.1 | 139.4 | 8.7 | 237.5 | 219.7 | 17.8 | 177.7 | 168.4 | 9.3 | 145.9 | 145.6 | 0.3 | 113.4 | 103.7 | 9.7 |
| Network Coast | 288.9 | 295.8 | -6.9 | 11 | 14.2 | 18.1 | -3.9 | 32.5 | 34.8 | -2.3 | 46.5 | 50.6 | -4.1 | 94.6 | 101.5 | -6.9 | 118.0 | 123.0 | -5.0 | 134.4 | 134.2 | 0.2 | 38.6 | 40.0 | -1.4 |
| Network The Edge | 479.4 | 471.4 | 8.0 | 2 | 91.5 | 86.7 | 4.8 | 223.0 | 225.2 | -2.2 | 208.4 | 203.4 | 5.0 | 266.6 | 256.9 | 9.7 | 82.3 | 82.2 | 0.1 | 30.6 | 33.9 | -3.3 | 116.4 | 114.9 | 1.5 |
| Network Flava | 112.5 | 142.3 | -29.8 | 15 | 21.7 | 28.7 | -7.0 | 66.3 | 80.7 | -14.4 | 48.9 | 62.8 | -13.9 | 59.1 | 72.9 | -13.8 | 12.0 | 13.2 | -1.2 | 2.1 | 3.4 | -1.3 | 29.5 | 33.6 | -4.1 |
| Network George FM | 126.5 | 123.3 | 3.2 | 14 | 15.8 | 14.2 | 1.6 | 70.6 | 64.2 | 6.4 | 73.1 | 68.2 | 4.9 | 89.4 | 86.8 | 2.6 | 20.4 | 22.6 | -2.2 | 4.8 | 5.0 | -0.2 | 23.4 | 22.6 | 0.8 |
| Network Hokonui | 14.8 | 13.7 | 1.1 | 22 | 2.8 | 1.5 | 1.3 | 2.1 | 3.6 | -1.5 | 2.9 | 4.0 | -1.1 | 4.2 | 5.6 | -1.4 | 4.3 | 3.8 | 0.5 | 5.3 | 4.3 | 1.0 | 0.8 | 1.5 | -0.7 |
| Network Life FM | 87.2 | 81.8 | 5.4 | 17 | 18.3 | 23.8 | -5.5 | 29.8 | 25.6 | 4.2 | 38.9 | 36.7 | 2.2 | 52.3 | 46.7 | 5.6 | 21.3 | 15.8 | 5.5 | 10.4 | 8.3 | 2.1 | 23.3 | 24.3 | -1.0 |
| Network Magic | 324.5 | 290.6 | 33.9 | 9 | 14.4 | 13.9 | 0.5 | 26.9 | 19.9 | 7.0 | 39.4 | 38.0 | 1.4 | 89.7 | 76.8 | 12.9 | 132.4 | 111.2 | 21.2 | 165.0 | 148.3 | 16.7 | 39.7 | 36.6 | 3.1 |
| Network Mai FM | 342.0 | 331.9 | 10.1 | 8 | 63.6 | 53.8 | 9.8 | 191.2 | 198.7 | -7.5 | 164.1 | 163.7 | 0.4 | 189.3 | 184.6 | 4.7 | 36.5 | 34.5 | 2.0 | 12.5 | 15.5 | -3.0 | 91.2 | 85.8 | 5.4 |
| Network Maori Radio | 58.1 | 50.6 | 7.5 | 19 | 7.7 | 10.3 | -2.6 | 16.3 | 13.6 | 2.7 | 24.0 | 16.8 | 7.2 | 33.1 | 22.2 | 10.9 | 16.6 | 16.0 | 0.6 | 11.7 | 14.6 | -2.9 | 12.8 | 10.4 | 2.4 |
| Network Mix | 93.1 | 94.2 | -1.1 | 16 | 10.0 | 8.6 | 1.4 | 15.8 | 17.5 | -1.7 | 31.9 | 37.4 | -5.5 | 58.3 | 66.7 | -8.4 | 41.7 | 40.3 | 1.4 | 20.1 | 13.5 | 6.6 | 19.8 | 22.9 | -3.1 |
| Network More FM | 477.4 | 462.4 | 15.0 | 3 | 77.4 | 73.2 | 4.2 | 127.6 | 116.2 | 11.4 | 168.6 | 157.5 | 11.1 | 261.2 | 254.0 | 7.2 | 158.5 | 161.5 | -3.0 | 86.8 | 86.6 | 0.2 | 115.7 | 115.9 | -0.2 |
| Network Newstalk ZB | 447.8 | 426.9 | 20.9 | 4 | 16.8 | 15.0 | 1.8 | 42.2 | 38.2 | 4.0 | 66.6 | 63.6 | 3.0 | 133.3 | 138.6 | -5.3 | 170.9 | 162.3 | 8.6 | 196.6 | 175.7 | 20.9 | 67.3 | 62.6 | 4.7 |
| Network Radio Hauraki | 196.2 | 195.2 | 1.0 | 12 | 17.5 | 15.3 | 2.2 | 62.3 | 74.5 | -12.2 | 100.9 | 101.6 | -0.7 | 133.3 | 138.7 | -5.4 | 55.0 | 52.9 | 2.1 | 28.3 | 21.2 | 7.1 | 41.5 | 43.2 | -1.7 |
| Network Radio Sport | 155.8 | 136.7 | 19.1 | 13 | 9.1 | 9.6 | -0.5 | 22.0 | 19.6 | 2.4 | 35.4 | 34.8 | 0.6 | 68.6 | 62.1 | 6.5 | 65.1 | 52.4 | 12.7 | 56.6 | 46.5 | 10.1 | 19.4 | 14.6 | 4.8 |
| Network Tarana | 57.3 | 42.0 | 15.3 | 20 | 7.9 | 4.1 | 3.8 | 21.6 | 12.0 | 9.6 | 29.2 | 20.5 | 8.7 | 36.4 | 26.0 | 10.4 | 12.5 | 12.2 | 0.3 | 7.7 | 7.6 | 0.1 | 8.8 | 9.9 | -1.1 |
| Network Rhema | 75.9 | 71.9 | 4.0 | 18 | 7.8 | 8.8 | -1.0 | 15.0 | 13.6 | 1.4 | 19.7 | 19.7 | 0.0 | 35.8 | 30.1 | 5.7 | 29.2 | 23.5 | 5.7 | 24.3 | 23.5 | 0.8 | 18.0 | 14.6 | 3.4 |
| Network The Rock | 357.0 | 348.4 | 8.6 | 6 | 41.8 | 37.8 | 4.0 | 131.1 | 131.9 | -0.8 | 175.6 | 175.9 | -0.3 | 244.2 | 237.0 | 7.2 | 94.0 | 88.5 | 5.5 | 29.8 | 33.4 | -3.6 | 73.3 | 74.4 | -1.1 |
| Network Star | 29.5 | 36.3 | -6.8 | 21 | 3.0 | 5.7 | -2.7 | 5.1 | 6.8 | -1.7 | 5.7 | 5.7 | 0.0 | 8.8 | 7.9 | 0.9 | 6.9 | 7.6 | -0.7 | 9.6 | 11.3 | -1.7 | 3.7 | 3.6 | 0.1 |
| Network The Hits | 344.6 | 340.4 | 4.2 | 7 | 49.1 | 47.3 | 1.8 | 103.0 | 99.8 | 3.2 | 127.7 | 133.1 | -5.4 | 190.3 | 193.9 | -3.6 | 105.6 | 101.8 | 3.8 | 60.6 | 58.1 | 2.5 | 80.7 | 86.8 | -6.1 |
| Network The Sound | 323.6 | 297.3 | 26.3 | 10 | 23.2 | 18.4 | 4.8 | 64.3 | 55.4 | 8.9 | 90.0 | 84.5 | 5.5 | 172.8 | 172.3 | 0.5 | 161.8 | 156.2 | 5.6 | 102.4 | 87.3 | 15.1 | 62.1 | 59.8 | 2.3 |
| Network ZM | 420.1 | 402.0 | 18.1 | 5 | 62.1 | 58.6 | 3.5 | 213.6 | 199.2 | 14.4 | 209.9 | 201.8 | 8.1 | 261.0 | 250.6 | 10.4 | 68.1 | 66.2 | 1.9 | 20.8 | 21.1 | -0.3 | 98.6 | 98.3 | 0.3 |
| MediaWorks Combo | 1,967.0 | 1,928.0 | 39.0 | | 225.0 | 221.4 | 3.6 | 608.3 | 602.2 | 6.1 | 690.9 | 686.7 | 4.2 | 1,014.8 | 1,001.4 | 13.4 | 595.3 | 578.6 | 16.7 | 434.1 | 417.0 | 17.1 | 417.6 | 411.4 | 6.2 |
| NZME Combo | 1,583.0 | 1,580.4 | 2.6 | | 145.9 | 150.4 | -4.5 | 421.5 | 439.7 | -18.2 | 512.2 | 527.7 | -15.5 | 762.1 | 782.5 | -20.4 | 480.3 | 467.4 | 12.9 | 403.8 | 378.4 | 25.4 | 310.5 | 316.5 | -6.0 |
| NZME and Partners | 1,659.5 | 1,649.5 | 10.0 | | 155.7 | 155.6 | 0.1 | 442.5 | 462.6 | -20.1 | 557.3 | 565.0 | -7.7 | 818.7 | 830.1 | -11.4 | 497.7 | 487.3 | 10.4 | 410.4 | 391.1 | 19.3 | 331.1 | 334.8 | -3.7 |
| All Commercial Radio | 2,776.3 | 2,749.1 | 27.2 | | 298.3 | 299.4 | -1.1 | 776.4 | 777.8 | -1.4 | 934.7 | 927.6 | 7.1 | 1,387.3 | 1,370.9 | 16.4 | 839.5 | 820.6 | 18.9 | 653.1 | 636.7 | 16.4 | 566.9 | 566.7 | 0.2 |
| Potential (000) | 3,637.8 | 3,598.7 | 39.1 | | 443.2 | 433.3 | 9.9 | 1,056.0 | 1,070.3 | -14.3 | 1,160.2 | 1,156.9 | 3.3 | 1,689.9 | 1,681.8 | 8.1 | 1,012.5 | 999.5 | 13.0 | 831.1 | 815.9 | 15.2 | 673.7 | 665.3 | 8.4 |
| Sample | 13,976 | 14,039 | -63 | | 1,600 | 1,640 | -40 | 2,965 | 3,021 | -56 | 3,767 | 4,007 | -240 | 5,735 | 6,182 | -447 | 3,999 | 4,167 | -168 | 4,209 | 3,998 | 211 | 2,476 | 2,637 | -161 |

MediaWorks Combo: Breeze, Edge, George FM, Magic (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

NZ MAJOR MARKETS COMMERCIAL RADIO - SURVEY 1 2020

Cumulative Audience (000's) by Daypart, People 10+
Survey Comparisons: 4/2019 - 1/2020

| | This | Last | +/- |
|-----------------|---------|---------|------|
| Potential (000) | 3,637.8 | 3,598.7 | 39.1 |
| Sample Size | 13,976 | 14,039 | -63 |

This Survey Period: Metro - Sun Aug 25 to Sat Nov 2 2019 & Sun Jan 19* to Sat Mar 28 2020/ Regional - Sun Mar 31 to Sat Jun 8 2019 & Sun Jun 16 to Sat Nov 2 2019 & Sun Jan 19* to Sat Mar 28 2020 *Auckland, Northland, Tauranga & Waikato Wave 1 field dates Feb 2 to Mar 28

Last Survey Period: Metro - Sun Jun 16 to Sat Nov 2 2019 / Regional - Sun Jan 20* to Sat Jun 8 & Sun Jun 16 to Sat Nov 2 2019 *Northland Wave 1 field dates Feb 3 to Mar 30 (n.b. Waikato S3 2017 - 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 | 250.4 | 236.9 | 13.5 | 4 | 210.8 | 211.5 | -0.7 | | 248.7 | 236.2 | 12.5 | | 222.9 | 206.3 | 16.6 | | 98.3 | 92.3 | 6.0 | | 49.6 | 50.8 | -1.2 | | 281.6 | 262.3 | 19.3 | |
| Network Coast | 134.1 | 137.8 | -3.7 | 11 | 148.3 | 150.2 | -1.9 | | 163.3 | 172.0 | -8.7 | | 129.7 | 132.5 | -2.8 | | 66.3 | 64.3 | 2.0 | | 29.6 | 35.9 | -6.3 | | 184.1 | 181.1 | 3.0 | |
| Network The Edge | 251.6 | 246.5 | 5.1 | 3 | 177.6 | 181.8 | -4.2 | | 227.8 | 222.5 | 5.3 | | 250.4 | 238.6 | 11.8 | | 104.6 | 105.1 | -0.5 | | 37.9 | 39.6 | -1.7 | | 273.7 | 280.7 | -7.0 | |
| Network Flava | 57.3 | 71.3 | -14.0 | 15 | 41.7 | 51.4 | -9.7 | | 55.6 | 65.0 | -9.4 | | 47.5 | 61.1 | -13.6 | | 22.4 | 32.5 | -10.1 | | 7.8 | 12.8 | -5.0 | | 62.1 | 79.9 | -17.8 | |
| Network George FM | 62.7 | 54.6 | 8.1 | 13 | 48.3 | 41.2 | 7.1 | | 54.0 | 47.4 | 6.6 | | 61.5 | 61.5 | 0.0 | | 38.6 | 38.5 | 0.1 | | 9.9 | 12.0 | -2.1 | | 74.7 | 67.8 | 6.9 | |
| Network Hokonui | 7.4 | 5.5 | 1.9 | 22 | 5.1 | 4.8 | 0.3 | | 7.3 | 6.7 | 0.6 | | 5.3 | 5.0 | 0.3 | | 1.6 | 2.1 | -0.5 | | 1.2 | 0.8 | 0.4 | | 7.0 | 4.9 | 2.1 | |
| Network Life FM | 51.7 | 45.5 | 6.2 | 16 | 33.4 | 27.8 | 5.6 | | 39.4 | 36.5 | 2.9 | | 36.6 | 39.2 | -2.6 | | 15.8 | 18.9 | -3.1 | | 7.8 | 9.5 | -1.7 | | 57.3 | 50.4 | 6.9 | |
| Network Magic | 183.0 | 162.5 | 20.5 | 8 | 161.4 | 148.2 | 13.2 | | 168.2 | 153.5 | 14.7 | | 161.8 | 134.6 | 27.2 | | 80.4 | 69.0 | 11.4 | | 40.6 | 43.3 | -2.7 | | 212.8 | 194.2 | 18.6 | |
| Network Mai FM | 201.3 | 198.9 | 2.4 | 6 | 118.7 | 127.9 | -9.2 | | 126.5 | 147.8 | -21.3 | | 169.6 | 169.3 | 0.3 | | 74.4 | 84.7 | -10.3 | | 49.9 | 44.0 | 5.9 | | 192.7 | 201.0 | -8.3 | |
| Network Maori Radio | 27.4 | 22.4 | 5.0 | 20 | 17.1 | 16.0 | 1.1 | | 17.8 | 20.6 | -2.8 | | 26.3 | 22.8 | 3.5 | | 16.6 | 10.6 | 6.0 | | 5.9 | 6.8 | -0.9 | | 34.0 | 26.7 | 7.3 | |
| Network Mix | 36.1 | 37.4 | -1.3 | 17 | 31.9 | 37.0 | -5.1 | | 45.1 | 47.6 | -2.5 | | 48.2 | 44.8 | 3.4 | | 19.1 | 18.4 | 0.7 | | 6.3 | 8.3 | -2.0 | | 46.9 | 50.4 | -3.5 | |
| Network More FM | 264.2 | 256.1 | 8.1 | 2 | 184.5 | 174.9 | 9.6 | | 217.6 | 225.8 | -8.2 | | 230.7 | 231.8 | -1.1 | | 91.7 | 100.1 | -8.4 | | 42.3 | 45.4 | -3.1 | | 270.2 | 277.5 | -7.3 | |
| Network Newstalk ZB | 332.3 | 308.3 | 24.0 | 1 | 199.7 | 182.1 | 17.6 | | 189.1 | 172.8 | 16.3 | | 188.9 | 184.9 | 4.0 | | 145.4 | 136.2 | 9.2 | | 131.7 | 122.3 | 9.4 | | 285.3 | 274.5 | 10.8 | |
| Network Radio Hauraki | 99.7 | 106.1 | -6.4 | 12 | 73.8 | 74.6 | -0.8 | | 89.5 | 92.5 | -3.0 | | 105.4 | 107.5 | -2.1 | | 46.5 | 42.2 | 4.3 | | 18.6 | 21.4 | -2.8 | | 99.3 | 110.2 | -10.9 | |
| Network Radio Sport | 61.7 | 58.5 | 3.2 | 14 | 54.7 | 46.3 | 8.4 | | 61.7 | 53.4 | 8.3 | | 67.9 | 57.0 | 10.9 | | 28.8 | 31.8 | -3.0 | | 13.9 | 18.8 | -4.9 | | 108.5 | 99.8 | 8.7 | |
| Network Tarana | 27.6 | 21.4 | 6.2 | 19 | 13.3 | 11.4 | 1.9 | | 11.9 | 12.3 | -0.4 | | 32.7 | 19.3 | 13.4 | | 21.6 | 13.0 | 8.6 | | 9.4 | 8.6 | 0.8 | | 43.0 | 29.5 | 13.5 | |
| Network Rhema | 35.9 | 29.6 | 6.3 | 18 | 25.7 | 22.9 | 2.8 | | 31.3 | 27.1 | 4.2 | | 28.1 | 24.7 | 3.4 | | 27.7 | 17.0 | 10.7 | | 7.3 | 10.5 | -3.2 | | 46.6 | 42.9 | 3.7 | |
| Network The Rock | 188.6 | 193.6 | -5.0 | 7 | 148.2 | 148.1 | 0.1 | | 179.5 | 188.7 | -9.2 | | 189.8 | 190.0 | -0.2 | | 71.5 | 65.7 | 5.8 | | 38.7 | 40.3 | -1.6 | | 193.5 | 182.6 | 10.9 | |
| Network Star | 12.8 | 14.9 | -2.1 | 21 | 12.3 | 12.3 | 0.0 | | 12.8 | 15.6 | -2.8 | | 9.7 | 11.5 | -1.8 | | 6.9 | 6.7 | 0.2 | | 5.8 | 5.2 | 0.6 | | 19.2 | 23.6 | -4.4 | |
| Network The Hits | 169.0 | 167.3 | 1.7 | 10 | 137.5 | 131.2 | 6.3 | | 172.3 | 171.2 | 1.1 | | 165.9 | 159.6 | 6.3 | | 65.4 | 61.6 | 3.8 | | 18.6 | 24.7 | -6.1 | | 190.0 | 193.9 | -3.9 | |
| Network The Sound | 173.0 | 160.6 | 12.4 | 9 | 155.1 | 150.3 | 4.8 | | 177.5 | 169.0 | 8.5 | | 170.4 | 143.3 | 27.1 | | 60.8 | 48.4 | 12.4 | | 30.4 | 29.8 | 0.6 | | 179.3 | 171.8 | 7.5 | |
| Network ZM | 240.3 | 228.0 | 12.3 | 5 | 151.8 | 145.4 | 6.4 | | 188.7 | 193.3 | -4.6 | | 232.4 | 222.9 | 9.5 | | 106.9 | 94.8 | 12.1 | | 28.7 | 31.0 | -2.3 | | 249.2 | 232.6 | 16.6 | |
| MediaWorks Combo | 1,276.9 | 1,248.9 | 28.0 | | 1,016.4 | 990.2 | 26.2 | | 1,132.8 | 1,135.4 | -2.6 | | 1,193.3 | 1,156.0 | 37.3 | | 554.3 | 536.5 | 17.8 | | 256.6 | 262.7 | -6.1 | | 1,356.9 | 1,341.9 | 15.0 | |
| NZME Combo | 1,008.0 | 1,003.0 | 5.0 | | 762.3 | 734.8 | 27.5 | | 860.9 | 859.6 | 1.3 | | 887.2 | 872.6 | 14.6 | | 469.3 | 451.1 | 18.2 | | 243.0 | 255.7 | -12.7 | | 1,057.8 | 1,059.4 | -1.6 | |
| NZME and Partners | 1,058.7 | 1,056.4 | 2.3 | | 798.2 | 766.0 | 32.2 | | 889.8 | 893.6 | -3.8 | | 926.8 | 916.1 | 10.7 | | 483.6 | 475.9 | 7.7 | | 257.1 | 265.0 | -7.9 | | 1,121.3 | 1,118.9 | 2.4 | |
| All Commercial Radio | 2,082.8 | 2,068.7 | 14.1 | | 1,613.9 | 1,564.9 | 49.0 | | 1,778.8 | 1,784.3 | -5.5 | | 1,905.5 | 1,850.2 | 55.3 | | 1,028.7 | 985.8 | 42.9 | | 493.5 | 509.0 | -15.5 | | 2,188.6 | 2,182.3 | 6.3 | |

MediaWorks Combo: Breeze, Edge, George FM, Magic (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

NZ MAJOR MARKETS COMMERCIAL RADIO - SURVEY 1 2020

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

Survey Comparisons: 4/2019 - 1/2020

This Survey Period: Metro - Sun Aug 25 to Sat Nov 2 2019 & Sun Jan 19* to Sat Mar 28 2020/ Regional - Sun Mar 31 to Sat Jun 8 2019 & Sun Jun 16 to Sat Nov 2 2019 & Sun Jan 19* to Sat Mar 28 2020 *Auckland, Northland, Tauranga & Waikato Wave 1 field dates Feb 2 to Mar 28

Last Survey Period: Metro - Sun Jun 16 to Sat Nov 2 2019 / Regional - Sun Jan 20* to Sat Jun 8 & Sun Jun 16 to Sat Nov 2 2019 *Northland Wave 1 field dates Feb 3 to Mar 30 (n.b. Waikato S3 2017 - 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 | 9:06 | 9:12 | -0:06 | 3:57 | 4:45 | -0:48 | 7:54 | 7:19 | 0:35 | 9:06 | 8:36 | 0:29 | 9:08 | 9:09 | -0:00 | 9:11 | 9:50 | -0:39 | 10:18 | 10:30 | -0:12 | 7:57 | 8:39 | -0:41 |
| Network Coast | 9:46 | 10:34 | -0:47 | 6:04 | 7:09 | -1:05 | 13:16 | 12:45 | 0:30 | 11:16 | 11:16 | -0:00 | 9:37 | 11:16 | -1:38 | 9:37 | 10:43 | -1:06 | 10:06 | 10:40 | -0:34 | 7:54 | 8:56 | -1:02 |
| Network The Edge | 5:37 | 5:47 | -0:10 | 3:54 | 4:38 | -0:43 | 5:49 | 6:07 | -0:18 | 6:33 | 6:30 | 0:02 | 6:26 | 6:24 | 0:02 | 6:11 | 5:55 | 0:15 | 5:56 | 5:18 | 0:37 | 6:20 | 6:25 | -0:04 |
| Network Flava | 4:49 | 4:49 | -0:00 | 4:14 | 3:40 | 0:33 | 4:53 | 5:08 | -0:15 | 5:27 | 5:35 | -0:07 | 5:21 | 5:36 | -0:15 | 4:39 | 4:57 | -0:18 | 3:28 | 2:32 | 0:55 | 4:10 | 5:29 | -1:19 |
| Network George FM | 6:09 | 6:24 | -0:14 | 4:00 | 5:08 | -1:07 | 6:09 | 6:10 | -0:01 | 6:22 | 6:59 | -0:37 | 6:21 | 6:55 | -0:34 | 6:52 | 7:20 | -0:28 | 8:06 | 8:41 | -0:34 | 6:35 | 5:49 | 0:46 |
| Network Hokonui | 7:25 | 6:48 | 0:37 | 1:25 | 0:57 | 0:28 | 4:32 | 3:50 | 0:41 | 6:02 | 5:04 | 0:58 | 6:22 | 6:06 | 0:15 | 8:20 | 9:13 | -0:53 | 7:51 | 8:42 | -0:50 | 2:12 | 6:04 | -3:51 |
| Network Life FM | 5:34 | 5:45 | -0:10 | 4:02 | 5:53 | -1:51 | 3:39 | 4:02 | -0:22 | 4:57 | 5:24 | -0:27 | 6:30 | 6:00 | 0:30 | 8:22 | 6:26 | 1:56 | 4:11 | 5:08 | -0:56 | 3:47 | 5:16 | -1:29 |
| Network Magic | 11:50 | 11:15 | 0:34 | 4:10 | 2:37 | 1:32 | 4:29 | 7:58 | -3:28 | 5:19 | 7:15 | -1:55 | 7:51 | 7:49 | 0:02 | 11:13 | 10:05 | 1:07 | 14:20 | 12:37 | 1:42 | 8:26 | 7:29 | 0:56 |
| Network Mai FM | 6:24 | 7:10 | -0:45 | 5:58 | 5:01 | 0:56 | 6:07 | 7:35 | -1:28 | 5:55 | 7:32 | -1:36 | 6:08 | 7:28 | -1:19 | 7:28 | 7:29 | -0:01 | 6:40 | 7:58 | -1:18 | 6:26 | 7:23 | -0:57 |
| Network Maori Radio | 4:56 | 5:47 | -0:51 | 1:25 | 2:29 | -1:03 | 3:48 | 3:51 | -0:02 | 3:37 | 5:13 | -1:36 | 5:18 | 7:08 | -1:49 | 7:49 | 7:52 | -0:02 | 6:25 | 6:13 | 0:11 | 3:40 | 6:05 | -2:25 |
| Network Mix | 5:34 | 6:44 | -1:10 | 4:15 | 4:34 | -0:19 | 5:32 | 8:33 | -3:00 | 4:10 | 5:46 | -1:36 | 5:21 | 6:45 | -1:24 | 7:00 | 7:52 | -0:52 | 6:42 | 7:30 | -0:48 | 5:00 | 6:07 | -1:06 |
| Network More FM | 6:41 | 7:42 | -1:01 | 3:59 | 6:04 | -2:04 | 4:53 | 5:47 | -0:54 | 6:15 | 6:55 | -0:39 | 7:05 | 7:47 | -0:42 | 8:34 | 9:28 | -0:53 | 8:44 | 9:58 | -1:14 | 7:07 | 7:40 | -0:32 |
| Network Newstalk ZB | 12:33 | 11:39 | 0:53 | 3:06 | 3:07 | -0:01 | 4:40 | 3:56 | 0:44 | 5:40 | 4:55 | 0:44 | 7:17 | 6:46 | 0:31 | 10:45 | 9:19 | 1:26 | 14:01 | 12:52 | 1:09 | 11:27 | 10:19 | 1:07 |
| Network Radio Hauraki | 6:27 | 7:20 | -0:52 | 3:25 | 2:55 | 0:29 | 6:32 | 8:08 | -1:35 | 6:12 | 7:05 | -0:52 | 6:33 | 7:25 | -0:52 | 7:04 | 8:02 | -0:58 | 6:29 | 7:33 | -1:04 | 5:13 | 6:11 | -0:57 |
| Network Radio Sport | 5:52 | 6:36 | -0:43 | 1:37 | 2:59 | -1:22 | 3:48 | 4:17 | -0:28 | 5:15 | 5:43 | -0:27 | 5:26 | 6:14 | -0:47 | 6:19 | 7:20 | -1:01 | 7:24 | 8:10 | -0:45 | 4:43 | 5:22 | -0:39 |
| Network Tarana | 5:58 | 6:43 | -0:44 | 2:07 | 6:38 | -4:30 | 6:13 | 3:28 | 2:44 | 6:07 | 6:51 | -0:43 | 6:46 | 7:12 | -0:26 | 8:55 | 6:51 | 2:03 | 7:51 | 5:12 | 2:38 | 8:07 | 9:39 | -1:32 |
| Network Rhema | 6:22 | 6:45 | -0:22 | 6:42 | 4:11 | 2:31 | 4:31 | 4:43 | -0:12 | 3:57 | 4:28 | -0:31 | 4:50 | 7:37 | -2:46 | 6:16 | 9:53 | -3:36 | 8:00 | 7:19 | 0:40 | 6:27 | 6:18 | 0:09 |
| Network The Rock | 9:30 | 9:56 | -0:25 | 5:56 | 5:40 | 0:15 | 9:10 | 10:29 | -1:19 | 9:40 | 10:54 | -1:13 | 9:27 | 10:39 | -1:12 | 9:24 | 9:34 | -0:10 | 10:50 | 8:54 | 1:55 | 9:45 | 8:22 | 1:22 |
| Network Star | 6:32 | 6:26 | 0:06 | 0:59 | 1:43 | -0:43 | 3:12 | 2:27 | 0:44 | 3:08 | 2:24 | 0:43 | 2:33 | 2:31 | 0:01 | 4:52 | 7:36 | -2:44 | 9:41 | 9:55 | -0:14 | 4:57 | 2:47 | 2:09 |
| Network The Hits | 6:33 | 6:43 | -0:09 | 4:20 | 4:04 | 0:16 | 5:42 | 6:06 | -0:23 | 6:06 | 5:49 | 0:16 | 6:31 | 6:47 | -0:16 | 8:11 | 8:18 | -0:06 | 9:04 | 7:47 | 1:16 | 6:55 | 7:03 | -0:07 |
| Network The Sound | 10:02 | 10:16 | -0:13 | 4:55 | 4:36 | 0:19 | 7:01 | 8:19 | -1:17 | 7:43 | 8:39 | -0:56 | 10:16 | 10:03 | 0:13 | 12:20 | 11:48 | 0:31 | 11:23 | 12:07 | -0:43 | 8:34 | 7:15 | 1:19 |
| Network ZM | 5:43 | 6:30 | -0:46 | 3:57 | 5:06 | -1:08 | 5:46 | 6:45 | -0:59 | 6:27 | 7:36 | -1:08 | 6:19 | 7:13 | -0:53 | 5:33 | 5:35 | -0:02 | 5:04 | 5:30 | -0:25 | 6:22 | 6:20 | 0:02 |
| MediaWorks Combo | 12:03 | 12:09 | -0:05 | 7:32 | 7:36 | -0:03 | 10:09 | 11:09 | -1:00 | 11:18 | 12:01 | -0:42 | 12:05 | 12:27 | -0:22 | 13:54 | 13:40 | 0:14 | 14:47 | 14:18 | 0:28 | 11:28 | 11:14 | 0:14 |
| NZME Combo | 10:28 | 10:40 | -0:11 | 5:36 | 5:57 | -0:21 | 7:59 | 8:42 | -0:42 | 8:21 | 8:55 | -0:33 | 8:48 | 9:38 | -0:50 | 11:21 | 11:21 | -0:00 | 13:53 | 13:13 | 0:40 | 9:05 | 9:16 | -0:11 |
| NZME and Partners | 10:25 | 10:45 | -0:20 | 5:43 | 6:01 | -0:17 | 7:53 | 8:50 | -0:57 | 8:20 | 9:08 | -0:48 | 8:47 | 9:48 | -1:01 | 11:24 | 11:29 | -0:04 | 13:56 | 13:16 | 0:40 | 9:06 | 9:39 | -0:33 |
| All Commercial Radio | 15:57 | 16:15 | -0:17 | 9:27 | 10:02 | -0:34 | 13:19 | 14:43 | -1:24 | 14:22 | 15:39 | -1:16 | 15:21 | 16:23 | -1:01 | 18:11 | 17:53 | 0:17 | 19:51 | 18:50 | 1:01 | 14:52 | 15:12 | -0:20 |
| Potential (000) | 3,637.8 | 3,598.7 | 39.1 | 443.2 | 433.3 | 9.9 | 1,056.0 | 1,070.3 | -14.3 | 1,160.2 | 1,156.9 | 3.3 | 1,689.9 | 1,681.8 | 8.1 | 1,012.5 | 999.5 | 13.0 | 831.1 | 815.9 | 15.2 | 673.7 | 665.3 | 8.4 |
| Sample | 13,976 | 14,039 | -63 | 1,600 | 1,640 | -40 | 2,965 | 3,021 | -56 | 3,767 | 4,007 | -240 | 5,735 | 6,182 | -447 | 3,999 | 4,167 | -168 | 4,209 | 3,998 | 211 | 2,476 | 2,637 | -161 |

MediaWorks Combo: Breeze, Edge, George FM, Magic (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

NZ MAJOR MARKETS COMMERCIAL RADIO - SURVEY 1 2020

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

Survey Comparisons: 4/2019 - 1/2020

This Survey Period: Metro - Sun Aug 25 to Sat Nov 2 2019 & Sun Jan 19* to Sat Mar 28 2020/ Regional - Sun Mar 31 to Sat Jun 8 2019 & Sun Jun 16 to Sat Nov 2 2019 & Sun Jan 19* to Sat Mar 28 2020 *Auckland, Northland, Tauranga & Waikato Wave 1 field dates Feb 2 to Mar 28

Last Survey Period: Metro - Sun Jun 16 to Sat Nov 2 2019 / Regional - Sun Jan 20* to Sat Jun 8 & Sun Jun 16 to Sat Nov 2 2019 *Northland Wave 1 field dates Feb 3 to Mar 30 (n.b. Waikato S3 2017 - 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) | 3,637.8 | 3,598.7 | 39.1 |
| Sample Size | 13,976 | 14,039 | -63 |

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

MediaWorks Combo: Breeze, Edge, George FM, Magic (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