

# Total NZ - RNZ - Survey 3 2019

## 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)

### Station Share of All Radio (%) by Daypart, People 10+

|                 | This    | Last    | +/- |
|-----------------|---------|---------|-----|
| Potential (000) | 4,347.1 | 4,347.1 | 0.0 |
| Sample Size     | 15,268  | 15,117  | 151 |

|                      | Mon-Sun 12mn-12mn |      |      | 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 12mn-12mn |      |      | Sun 12mn-12mn |      |      |
|----------------------|-------------------|------|------|-----------------|------|------|------------------|------|------|------------------|------|------|-----------------|------|------|------------------|------|------|------------------|------|------|---------------|------|------|---------------|------|------|
|                      | This              | Last | +/-  | This            | Last | +/-  | This             | Last | +/-  | This             | Last | +/-  | This            | Last | +/-  | This             | Last | +/-  | This             | Last | +/-  | This          | Last | +/-  | This          | Last | +/-  |
| Network RNZ Concert  | 2.3               | 2.2  | 0.1  | 1.7             | 1.7  | 0.0  | 1.9              | 2.0  | -0.1 | 1.8              | 1.8  | 0.0  | 2.6             | 2.4  | 0.2  | 3.6              | 3.8  | -0.2 | 2.1              | 1.2  | 0.9  | 2.9           | 2.8  | 0.1  | 3.0           | 2.8  | 0.2  |
| Network RNZ National | 11.1              | 11.7 | -0.6 | 14.4            | 15.1 | -0.7 | 9.7              | 10.4 | -0.7 | 8.3              | 8.8  | -0.5 | 10.5            | 11.4 | -0.9 | 11.0             | 12.0 | -1.0 | 10.4             | 11.0 | -0.6 | 12.6          | 12.7 | -0.1 | 11.8          | 12.0 | -0.2 |
| RNZ Combo            | 13.4              | 13.9 | -0.5 | 16.0            | 16.9 | -0.9 | 11.6             | 12.4 | -0.8 | 10.2             | 10.6 | -0.4 | 13.1            | 13.8 | -0.7 | 14.6             | 15.8 | -1.2 | 12.5             | 12.3 | 0.2  | 15.6          | 15.5 | 0.1  | 14.8          | 14.8 | 0.0  |

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

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

|                      | Mon-Sun 12mn-12mn |         |       | 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 12mn-12mn |         |       | Sun 12mn-12mn |         |       |
|----------------------|-------------------|---------|-------|-----------------|---------|-------|------------------|---------|-------|------------------|---------|-------|-----------------|---------|-------|------------------|---------|-------|------------------|-------|-------|---------------|---------|-------|---------------|---------|-------|
|                      | This              | Last    | +/-   | This            | Last    | +/-   | This             | Last    | +/-   | This             | Last    | +/-   | This            | Last    | +/-   | This             | Last    | +/-   | This             | Last  | +/-   | This          | Last    | +/-   | This          | Last    | +/-   |
| Network RNZ Concert  | 165.6             | 172.6   | -7.0  | 73.1            | 73.7    | -0.6  | 70.2             | 78.7    | -8.5  | 79.4             | 78.9    | 0.5   | 77.8            | 78.6    | -0.8  | 55.2             | 61.5    | -6.3  | 14.3             | 17.3  | -3.0  | 78.7          | 80.6    | -1.9  | 88.8          | 94.0    | -5.2  |
| Network RNZ National | 599.8             | 626.9   | -27.1 | 441.3           | 459.5   | -18.2 | 305.7            | 328.9   | -23.2 | 308.2            | 333.8   | -25.6 | 337.5           | 358.0   | -20.5 | 200.6            | 217.8   | -17.2 | 113.0            | 123.0 | -10.0 | 354.2         | 377.4   | -23.2 | 346.5         | 377.1   | -30.6 |
| RNZ Combo            | 669.6             | 694.7   | -25.1 | 488.5           | 505.9   | -17.4 | 351.2            | 376.7   | -25.5 | 361.8            | 380.7   | -18.9 | 385.1           | 403.7   | -18.6 | 240.1            | 259.1   | -19.0 | 123.6            | 136.0 | -12.4 | 404.5         | 425.6   | -21.1 | 403.9         | 432.8   | -28.9 |
| All Radio Listeners  | 3,610.0           | 3,634.6 | -24.6 | 2,878.9         | 2,905.4 | -26.5 | 2,235.6          | 2,325.0 | -89.4 | 2,431.7          | 2,468.1 | -36.4 | 2,527.2         | 2,569.0 | -41.8 | 1,378.0          | 1,463.0 | -85.0 | 757.9            | 808.9 | -51.0 | 2,370.0       | 2,399.3 | -29.3 | 2,419.1       | 2,502.6 | -83.5 |

RNZ Combo: RNZ Concert or RNZ National

**Station Share of All Radio:** Station Share (%) is the percentage of listening during a given time period tuning to a particular station. Station Share in this report is based on all radio listening. Traditionally adding together share figures for all radio stations within a given time period sums to 100, however with only the share figures for RNZ stations shown in this report the shares will not add to 100.

It is important to note that these share figures cannot be compared with the Total NZ - Commercial Survey results, as the commercial share figures are based on listening to commercial radio stations only, whereas the shares reported here are based on listening to all radio stations.

**All Radio Listeners:** This is the number of weekly listeners to all commercial and non-commercial radio in the Total New Zealand Sample.

**Total New Zealand** is a Nationwide survey and includes Auckland, Wellington, Christchurch, Northland, Waikato, Tauranga, Rotorua, Hawke's Bay, Taranaki, Manawatu, Nelson, Dunedin, Southland, and a sample made up of the remainder of New Zealand, excluding The Chatham Islands.

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.