

Total NZ - RNZ - Survey 3 2021

Survey Comparisons: 2/2021 - 3/2021

This Survey Period: Metro - Sun Apr 11 to Sat Aug 28 2021/ Regional - Sun Sept 13 to Sat Nov 14 2020 & Sun Jan 31 to Sat Aug 28 2021 *Northland, Tauranga & Waikato Wave 1 field dates Sun Feb 14 to Sat Apr 10 2021

Last Survey Period: Metro - Sun Jan 31 to Sat Jun 19 2021/ Regional - Sun Jul 19 to Sat Nov 14 2020 & Sun Jan 31 to Sat Jun 19 2021 *Auckland, Northland, Tauranga & Waikato Wave 1 field dates Sun Feb 14 to Sat Apr 10 2021

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

	This	Last	+/-
Potential (000)	4,531.4	4,531.4	0.0
Sample Size	14,561	15,111	-550

	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	3.0	2.7	0.3	1.8	1.8	0.0	2.6	2.5	0.1	3.1	2.5	0.6	3.4	2.8	0.6	5.2	4.7	0.5	1.9	2.1	-0.2	4.0	3.5	0.5	3.8	3.5	0.3
Network RNZ National	11.1	10.8	0.3	13.7	14.0	-0.3	9.9	9.2	0.7	8.1	7.9	0.2	10.2	10.1	0.1	11.9	11.9	0.0	10.9	10.1	0.8	12.7	11.9	0.8	12.4	12.1	0.3
RNZ Combo	14.1	13.5	0.6	15.5	15.8	-0.3	12.5	11.7	0.8	11.2	10.4	0.8	13.6	12.9	0.7	17.1	16.6	0.5	12.8	12.2	0.6	16.7	15.4	1.3	16.2	15.6	0.6

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	210.3	215.3	-5.0	77.0	82.9	-5.9	86.1	89.6	-3.5	98.8	103.2	-4.4	88.1	90.6	-2.5	64.3	65.1	-0.8	18.7	23.8	-5.1	93.1	97.9	-4.8	102.6	108.3	-5.7
Network RNZ National	589.6	602.5	-12.9	407.9	412.7	-4.8	310.7	308.2	2.5	316.5	316.3	0.2	307.8	311.6	-3.8	169.7	177.2	-7.5	89.2	93.3	-4.1	348.8	355.8	-7.0	346.7	360.1	-13.4
RNZ Combo	693.7	701.9	-8.2	459.3	464.6	-5.3	364.6	366.8	-2.2	380.8	386.0	-5.2	371.0	374.3	-3.3	215.2	222.5	-7.3	105.7	113.6	-7.9	408.4	418.2	-9.8	413.0	424.5	-11.5
All Radio Listeners	3,734.9	3,761.1	-26.2	2,899.6	2,929.5	-29.9	2,332.1	2,364.4	-32.3	2,601.2	2,645.1	-43.9	2,581.9	2,578.9	3.0	1,302.3	1,338.8	-36.5	727.1	730.0	-2.9	2,484.6	2,526.4	-41.8	2,525.8	2,526.5	-0.7

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.