



# AUCKLAND COMMERCIAL RADIO - SURVEY 1 2021

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

Survey Comparisons: 4/2020 - 1/2021

This Survey Period: Sun Sept 13 to Sat Nov 14 2020 & Sun Feb 14 to Sat Apr 10 2021

Last Survey Period: Sun July 19 to Sat Nov 14 2020

	All 10+				People 10-24				People 18-39				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	+/-	
95bFM	0.7	0.5	0.2	25	0.8	0.2	0.6	*	0.7	0.4	0.3	*	0.9	0.8	0.1	*	1.1	0.9	0.2	*	1.0	0.8	0.2	*	0.2	0.2	0.0	*	0.8	0.8	0.0	*
Ake	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
BBC	1.0	1.0	0.0	22	0.5	0.2	0.3	*	0.1	0.4	-0.3	*	0.1	0.5	-0.4	*	0.2	0.6	-0.4	*	1.6	1.4	0.2	*	2.5	2.1	0.4	*	0.6	0.4	0.2	*
Breeze	9.0	8.1	0.9	2	6.7	3.9	2.8	*	7.7	5.7	2.0	*	10.3	6.6	3.7	*	10.9	7.3	3.6	*	9.6	9.7	-0.1	*	7.6	13.8	-6.2	*	8.9	10.6	-1.7	*
Chinese Radio AM936	1.3	0.6	0.7	20	0.8	0.3	0.5	*	1.2	0.7	0.5	*	1.7	1.0	0.7	*	1.6	0.9	0.7	*	1.3	0.5	0.8	*	1.5	0.6	0.9	*	1.6	1.3	0.3	*
Coast	6.0	6.3	-0.3	5	2.2	3.3	-1.1	*	2.9	4.2	-1.3	*	3.3	4.3	-1.0	*	4.8	5.1	-0.3	*	9.1	9.7	-0.6	*	9.3	10.1	-0.8	*	5.9	4.4	1.5	*
Edge	4.5	4.7	-0.2	7	9.7	8.5	1.2	*	9.2	7.5	1.7	*	6.9	7.6	-0.7	*	5.6	6.1	-0.5	*	2.2	2.5	-0.3	*	1.0	1.2	-0.2	*	5.8	6.1	-0.3	*
Flava	2.7	4.1	-1.4	13	5.4	10.6	-5.2	*	6.0	7.7	-1.7	*	4.7	5.1	-0.4	*	3.6	4.4	-0.8	*	1.0	2.1	-1.1	*	0.4	0.7	-0.3	*	3.1	4.5	-1.4	*
FM99.4 Chinese Voice	0.1	0.4	-0.3	28	0.1	0.5	-0.4	*	0.1	0.2	-0.1	*	0.1	0.1	0.0	*	0.1	0.3	-0.2	*	*	0.6	*	*	0.1	0.6	-0.5	*	0.1	0.2	-0.1	*
George FM	3.7	3.6	0.1	12	4.2	3.4	0.8	*	7.1	6.9	0.2	*	6.9	7.5	-0.6	*	5.9	6.1	-0.2	*	2.4	1.8	0.6	*	0.5	0.2	0.3	*	2.4	3.0	-0.6	*
Gold	2.1	1.5	0.6	17	1.8	0.6	1.2	*	1.0	0.6	0.4	*	1.0	0.7	0.3	*	1.5	1.4	0.1	*	4.3	3.0	1.3	*	4.1	2.9	1.2	*	1.3	2.3	-1.0	*
Gold AM	0.4	0.3	0.1	26	*	0.1	*	*	*	0.1	*	*	0.5	0.4	0.1	*	0.3	0.2	0.1	*	0.3	0.3	0.0	*	0.5	0.5	0.0	*	*	*	*	
Humm FM	1.5	3.0	-1.5	19	1.3	3.4	-2.1	*	3.3	6.3	-3.0	*	3.3	6.7	-3.4	*	2.7	4.8	-2.1	*	0.7	0.7	0.0	*	0.1	0.1	0.0	*	2.6	2.5	0.1	*
Life FM	2.2	1.5	0.7	15	5.0	3.9	1.1	*	1.4	1.8	-0.4	*	1.6	0.8	0.8	*	2.2	1.0	1.2	*	2.4	1.3	1.1	*	1.1	1.2	-0.1	*	2.9	1.7	1.2	*
Magic Music & Talk	8.3	6.8	1.5	3	0.9	0.3	0.6	*	1.5	0.9	0.6	*	2.4	2.3	0.1	*	3.6	4.4	-0.8	*	6.8	8.4	-1.6	*	10.8	12.8	-2.0	*	10.7	5.6	5.1	*
Mai FM	8.3	9.2	-0.9	3	16.0	21.4	-5.4	*	16.4	18.1	-1.7	*	13.1	12.8	0.3	*	11.5	10.3	1.2	*	4.7	4.2	0.5	*	0.8	2.0	-1.2	*	9.8	9.9	-0.1	*
More FM	4.5	5.1	-0.6	7	6.9	6.8	0.1	*	5.1	4.9	0.2	*	5.1	5.5	-0.4	*	5.6	6.7	-1.1	*	4.9	6.2	-1.3	*	2.3	2.2	0.1	*	5.5	8.3	-2.8	*
Newstalk ZB	13.9	13.4	0.5	1	3.9	2.4	1.5	*	4.5	3.1	1.4	*	6.7	5.9	0.8	*	7.9	7.7	0.2	*	14.3	13.6	0.7	*	26.2	23.1	3.1	*	12.8	10.3	2.5	*
Niu FM	1.3	1.2	0.1	20	2.1	2.3	-0.2	*	1.6	1.5	0.1	*	1.2	1.1	0.1	*	1.5	1.0	0.5	*	1.6	1.4	0.2	*	0.8	1.2	-0.4	*	0.4	0.7	-0.3	*
Radio 531pi	1.0	1.2	-0.2	22	0.1	0.1	0.0	*	0.1	0.2	-0.1	*	0.2	0.2	0.0	*	0.3	0.3	0.0	*	1.0	1.1	-0.1	*	1.9	2.3	-0.4	*	0.7	0.8	-0.1	*
Radio Hauraki	2.2	2.6	-0.4	15	1.6	1.5	0.1	*	3.0	2.9	0.1	*	3.2	3.2	0.0	*	2.7	3.5	-0.8	*	2.5	4.2	-1.7	*	2.1	2.6	-0.5	*	2.2	1.6	0.6	*
Radio Samoa	1.8	1.4	0.4	18	0.2	0.1	0.1	*	0.4	0.2	0.2	*	0.3	0.2	0.1	*	1.4	0.6	0.8	*	2.6	1.0	1.6	*	3.4	2.7	0.7	*	2.1	0.3	1.8	*
Radio Tainui	*	*	*	*	*	0.1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Radio Waatea	*	0.3	*	*	*	*	*	*	0.3	*	*	*	*	0.4	*	*	*	0.3	*	*	0.1	0.5	-0.4	*	*	0.5	*	*	*	0.7	*	*
Rhema	0.9	1.1	-0.2	24	1.2	0.4	0.8	*	0.2	0.4	-0.2	*	0.2	0.3	-0.1	*	0.3	0.7	-0.4	*	1.8	2.4	-0.6	*	1.8	2.3	-0.5	*	0.5	1.8	-1.3	*
Rock	4.4	3.2	1.2	9	6.6	4.8	1.8	*	8.0	5.2	2.8	*	6.6	4.8	1.8	*	5.7	4.3	1.4	*	3.5	2.5	1.0	*	1.8	1.0	0.8	*	2.5	2.7	-0.2	*
Star	0.4	1.4	-1.0	26	*	*	*	*	0.1	0.1	0.0	*	0.1	0.1	0.0	*	0.2	0.2	0.0	*	0.2	0.2	0.0	*	0.1	0.2	-0.1	*	0.2	0.2	0.0	*
Tarana	2.3	2.4	-0.1	14	1.1	6.8	-5.7	*	1.8	4.1	-2.3	*	2.9	2.9	0.0	*	2.4	2.1	0.3	*	2.2	0.7	1.5	*	3.6	0.7	2.9	*	2.5	3.0	-0.5	*
The Hits	4.1	3.9	0.2	11	7.0	3.7	3.3	*	4.3	4.2	0.1	*	6.0	6.0	0.0	*	4.8	5.7	-0.9	*	3.2	4.3	-1.1	*	2.3	2.1	0.2	*	2.5	4.6	-2.1	*
The Sound	4.4	3.7	0.7	9	2.0	1.3	0.7	*	2.1	1.6	0.5	*	2.2	1.9	0.3	*	3.4	3.5	-0.1	*	8.4	8.8	-0.4	*	9.1	7.0	2.1	*	3.7	4.1	-0.4	*
ZM	5.5	5.0	0.5	6	10.3	7.5	2.8	*	9.2	8.3	0.9	*	7.7	8.6	-0.9	*	7.2	7.0	0.2	*	4.4	2.9	1.5	*	1.4	1.0	0.4	*	6.7	6.4	0.3	*
MediaWorks Combo	47.4	45.4	2.0		53.5	50.9	2.6		57.0	51.5	5.5		53.6	49.7	3.9		52.4	49.9	2.5		42.9	45.5	-2.6		34.2	40.4	-6.2		49.3	50.8	-1.5	
NZME Combo	37.9	38.2	-0.3		32.9	29.9	3.0		31.1	31.5	-0.4		33.1	34.7	-1.6		33.2	35.7	-2.5		40.8	41.5	-0.7		48.9	45.1	3.8		35.1	34.7	0.4	
NZME and Partners	41.6	42.7	-1.1		35.9	34.2	1.7		36.4	39.2	-2.8		39.1	43.2	-4.1		38.5	42.7	-4.2		43.7	44.0	-0.3		50.8	46.6	4.2		40.2	39.4	0.8	
Potential (000)	1,501.0	1,498.0	3.0		345.0	357.0	-12.0		596.3	611.6	-15.3		540.0	537.0	3.0		757.0	750.0	7.0		403.0	395.0	8.0		309.0	302.0	7.0		290.3	293.0	-2.7	
Sample	2,411	2,424	-13		512	446	66		873	838	35		819	914	-95		1,176	1,336	-160		658	708	-50		556	522	34		470	550	-80	

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

MediaWorks Combo: Breeze or Edge or George FM or Magic Music & Talk or Mai FM or More FM or More FM Rodney or Rock or The Sound

NZME Combo: BBC or Coast or Flava or Gold (from S3 2020) or Gold AM (from S4 2020) or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Hokonui

NZME and Partners Combo: BBC or Coast or Flava or Gold (from S3 2020) or Gold AM (from S4 2020) or Newstalk ZB or Radio Hauraki or The Hits or ZM or Chinese Radio AM936 or FM99.4 Chinese Voice or Humm FM or 95bFM or internet only listening to Hokonui



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Station Share (%) by Daypart, People 10+  
Survey Comparisons: 4/2020 - 1/2021

This Survey Period: Sun Sept 13 to Sat Nov 14 2020 & Sun Feb 14 to Sat Apr 10 2021  
Last Survey Period: Sun July 19 to Sat Nov 14 2020

	This	Last	+/-
Potential (000)	1,501.0	1,498.0	3.0
Sample Size	2,411	2,424	-13

	Breakfast				Morning			Afternoon			Drive			Night			Mid Dawn			Weekend			
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	
95bFM	0.6	0.5	0.1	24	0.6	0.4	0.2	0.8	0.4	0.4	0.7	0.7	0.0	1.0	0.5	0.5	0.5	0.3	0.2	0.9	0.7	0.2	
Ake	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
BBC	0.7	0.8	-0.1	23	0.8	0.5	0.3	0.5	0.5	0.0	0.7	0.6	0.1	2.1	2.3	-0.2	2.0	3.1	-1.1	1.6	1.4	0.2	
Breeze	7.2	7.4	-0.2	3	9.8	8.8	1.0	9.1	8.0	1.1	8.7	7.7	1.0	10.0	6.2	3.8	5.3	3.2	2.1	10.4	9.9	0.5	
Chinese Radio AM936	1.7	0.7	1.0	18	1.4	0.7	0.7	1.2	0.3	0.9	1.8	1.0	0.8	0.6	0.4	0.2	0.1	*	*	1.2	0.6	0.6	
Coast	5.2	4.6	0.6	5	8.0	8.5	-0.5	7.2	8.2	-1.0	6.3	5.8	0.5	3.2	3.7	-0.5	4.3	2.8	1.5	5.1	6.0	-0.9	
Edge	4.5	4.6	-0.1	8	4.7	6.1	-1.4	5.8	6.6	-0.8	4.0	4.4	-0.4	3.1	2.4	0.7	3.6	2.6	1.0	4.3	3.5	0.8	
Flava	2.1	3.2	-1.1	15	2.0	2.7	-0.7	3.8	4.6	-0.8	3.5	4.6	-1.1	2.3	5.7	-3.4	4.0	5.5	-1.5	2.3	4.7	-2.4	
FM99.4 Chinese Voice	0.1	0.7	-0.6	28	0.1	0.4	-0.3	0.1	*	*	0.1	0.3	-0.2	0.1	0.5	-0.4	0.1	*	*	0.1	0.6	-0.5	
George FM	4.4	3.8	0.6	9	3.9	4.4	-0.5	3.5	3.9	-0.4	3.9	3.5	0.4	2.1	1.8	0.3	2.7	2.6	0.1	3.6	3.2	0.4	
Gold	1.3	0.8	0.5	20	2.7	2.7	0.0	2.3	2.1	0.2	1.4	0.7	0.7	2.1	1.5	0.6	3.1	0.8	2.3	2.4	1.5	0.9	
Gold AM	0.4	0.4	0.0	26	0.4	0.3	0.1	0.5	0.4	0.1	0.1	*	*	0.4	0.2	0.2	*	0.1	*	0.4	0.1	0.3	
Humm FM	1.9	3.0	-1.1	16	1.0	3.2	-2.2	1.2	2.6	-1.4	2.7	4.3	-1.6	2.2	2.9	-0.7	1.2	6.2	-5.0	1.1	1.8	-0.7	
Life FM	2.6	2.2	0.4	13	1.4	0.6	0.8	1.5	0.6	0.9	1.3	0.9	0.4	1.9	1.4	0.5	3.3	0.5	2.8	3.2	2.8	0.4	
Magic Music & Talk	4.9	5.7	-0.8	6	10.5	7.9	2.6	10.3	7.8	2.5	5.7	4.4	1.3	8.4	8.0	0.4	10.5	7.1	3.4	8.8	7.3	1.5	
Mai FM	9.8	10.3	-0.5	2	7.6	6.7	0.9	6.2	6.4	-0.2	9.4	10.4	-1.0	10.2	14.5	-4.3	8.5	11.4	-2.9	8.0	10.0	-2.0	
More FM	4.9	4.4	0.5	6	4.1	5.2	-1.1	4.4	5.8	-1.4	4.7	5.6	-0.9	4.7	5.3	-0.6	1.0	1.9	-0.9	4.9	5.2	-0.3	
Newstalk ZB	20.3	19.9	0.4	1	11.4	11.7	-0.3	11.4	10.4	1.0	14.0	13.4	0.6	16.8	14.0	2.8	19.1	18.4	0.7	11.0	11.0	0.0	
Niu FM	1.3	0.9	0.4	20	0.9	0.8	0.1	0.8	0.6	0.2	1.8	2.0	-0.2	1.2	1.6	-0.4	2.7	1.4	1.3	1.4	1.6	-0.2	
Radio 531pi	0.4	0.4	0.0	26	0.9	0.8	0.1	0.6	0.9	-0.3	0.3	0.9	-0.6	2.6	2.1	0.5	3.7	4.7	-1.0	1.2	1.8	-0.6	
Radio Hauraki	1.6	1.8	-0.2	19	2.2	2.4	-0.2	3.0	3.3	-0.3	1.9	3.2	-1.3	0.8	0.8	0.0	3.7	5.8	-2.1	2.1	2.4	-0.3	
Radio Samoa	1.9	1.6	0.3	16	1.9	0.8	1.1	1.5	1.0	0.5	0.9	0.7	0.2	4.6	4.7	-0.1	1.6	1.6	0.0	1.8	1.8	0.0	
Radio Tainui	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.2	0.2	0.0	*	*	*	
Radio Waatea	*	0.6	*	*	*	*	*	0.1	0.1	0.0	*	0.5	*	*	*	*	*	0.2	*	0.1	0.4	-0.3	
Rhema	1.2	1.3	-0.1	22	0.9	1.1	-0.2	0.9	0.9	0.0	0.6	1.2	-0.6	0.3	0.3	0.0	3.2	4.5	-1.3	0.5	0.6	-0.1	
Rock	3.8	2.9	0.9	10	5.1	4.1	1.0	5.2	4.3	0.9	4.8	3.5	1.3	2.9	1.5	1.4	2.5	2.4	0.1	4.1	2.2	1.9	
Star	0.6	1.7	-1.1	24	0.4	2.0	-1.6	0.2	1.9	-1.7	0.3	0.9	-0.6	0.8	0.9	-0.1	1.1	1.8	-0.7	0.4	0.9	-0.5	
Tarana	2.2	2.2	0.0	14	1.6	1.9	-0.3	1.5	1.7	-0.2	3.6	3.2	0.4	3.4	5.0	-1.6	3.9	2.7	1.2	2.3	2.5	-0.2	
The Hits	3.1	3.0	0.1	11	4.4	4.9	-0.5	4.6	5.2	-0.6	4.3	3.6	0.7	3.6	1.9	1.7	2.2	3.4	-1.2	4.5	3.7	0.8	
The Sound	3.0	2.6	0.4	12	4.7	3.9	0.8	5.3	4.2	1.1	3.7	3.1	0.6	3.2	2.4	0.8	1.9	2.4	-0.5	5.8	4.9	0.9	
ZM	7.1	6.7	0.4	4	5.4	4.7	0.7	5.3	4.8	0.5	7.4	6.4	1.0	3.6	4.3	-0.7	2.9	1.0	1.9	4.5	4.0	0.5	
MediaWorks Combo	42.8	42.4	0.4		50.6	47.8	2.8	50.1	47.7	2.4	45.3	43.7	1.6	44.9	43.5	1.4	36.3	34.5	1.8	50.5	47.5	3.0	
NZME Combo	41.8	41.2	0.6		37.2	38.3	-1.1	38.7	39.5	-0.8	39.6	38.4	1.2	34.8	34.4	0.4	41.3	40.8	0.5	33.9	34.8	-0.9	
NZME and Partners	46.2	46.1	0.1		40.3	43.0	-2.7	41.8	42.9	-1.1	44.9	44.8	0.1	38.7	38.7	0.0	43.0	47.3	-4.3	37.2	38.5	-1.3	

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MediaWorks Combo: Breeze or Edge or George FM or Magic Music & Talk or Mai FM or More FM or More FM Rodney or Rock or The Sound

NZME Combo: BBC or Coast or Flava or Gold (from S3 2020) or Gold AM (from S4 2020) or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Hokonui

NZME and Partners Combo: BBC or Coast or Flava or Gold (from S3 2020) or Gold AM (from S4 2020) or Newstalk ZB or Radio Hauraki or The Hits or ZM or Chinese Radio AM936 or FM99.4 Chinese Voice or Humm FM or 95bFM or internet only listening to Hokonui



# AUCKLAND COMMERCIAL RADIO - SURVEY 1 2021

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

Survey Comparisons: 4/2020 - 1/2021

This Survey Period: Sun Sept 13 to Sat Nov 14 2020 & Sun Feb 14 to Sat Apr 10 2021

Last Survey Period: Sun July 19 to Sat Nov 14 2020

	All 10+				People 10-24			People 18-39			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	+/-
95bFM	26.8	27.0	-0.2	23	8.4	4.8	3.6	9.0	10.1	-1.1	9.9	12.9	-3.0	15.1	20.0	-4.9	7.7	9.1	-1.4	2.5	2.3	0.2	5.2	8.3	-3.1
Ake	2.3	1.4	0.9	31	1.9	0.6	1.3	0.8	*	*	*	*	*	*	*	*	0.4	*	*	0.4	0.8	-0.4	*	*	*
BBC	31.2	32.1	-0.9	22	3.4	1.6	1.8	2.7	7.0	-4.3	4.2	8.0	-3.8	6.8	11.6	-4.8	9.8	7.7	2.1	13.1	12.7	0.4	6.8	6.2	0.6
Breeze	221.9	225.2	-3.3	3	37.5	36.9	0.6	80.4	73.4	7.0	84.3	72.8	11.5	119.1	108.7	10.4	67.6	70.0	-2.4	54.7	65.4	-10.7	45.4	51.7	-6.3
Chinese Radio AM936	32.5	23.4	9.1	20	7.2	4.4	2.8	10.5	10.5	0.0	14.8	12.4	2.4	19.3	13.8	5.5	6.4	3.9	2.5	4.8	5.3	-0.5	10.7	8.0	2.7
Coast	110.7	120.2	-9.5	10	7.9	9.6	-1.7	16.8	23.8	-7.0	23.1	29.6	-6.5	43.5	54.8	-11.3	49.7	56.1	-6.4	47.1	45.0	2.1	20.6	27.2	-6.6
Edge	176.7	175.2	1.5	5	70.4	70.6	-0.2	101.0	91.9	9.1	74.4	70.4	4.0	94.9	93.7	1.2	28.4	31.4	-3.0	10.2	10.9	-0.7	36.2	41.8	-5.6
Flava	119.5	145.2	-25.7	8	43.1	54.5	-11.4	81.7	98.7	-17.0	57.6	62.9	-5.3	67.0	76.0	-9.0	16.0	25.0	-9.0	8.2	14.1	-5.9	24.9	31.1	-6.2
FM99.4 Chinese Voice	9.0	15.2	-6.2	28	4.3	3.1	1.2	2.3	3.1	-0.8	2.3	2.1	0.2	2.5	7.0	-4.5	1.2	7.7	-6.5	2.1	5.1	-3.0	0.5	1.7	-1.2
George FM	110.2	103.0	7.2	11	29.7	27.1	2.6	68.5	69.9	-1.4	57.3	56.8	0.5	72.8	73.2	-0.4	20.4	18.7	1.7	5.6	2.7	2.9	20.0	19.5	0.5
Gold	41.4	36.8	4.6	18	6.9	2.4	4.5	9.0	6.0	3.0	9.5	6.7	2.8	19.5	15.7	3.8	18.3	17.8	0.5	13.7	16.9	-3.2	10.2	10.0	0.2
Gold AM	9.5	6.4	3.1	27	1.0	1.1	-0.1	1.0	0.8	0.2	3.1	1.5	1.6	3.5	1.8	1.7	1.9	1.6	0.3	4.2	2.8	1.4	0.7	0.2	0.5
Humm FM	53.1	56.1	-3.0	16	9.2	10.5	-1.3	28.9	38.5	-9.6	32.6	38.1	-5.5	40.7	43.5	-2.8	9.3	5.3	4.0	2.3	2.2	0.1	16.8	12.0	4.8
Life FM	56.8	46.0	10.8	15	20.8	16.2	4.6	18.6	20.1	-1.5	17.1	15.8	1.3	28.6	21.8	6.8	15.9	10.0	5.9	6.3	8.0	-1.7	12.8	9.1	3.7
Magic Music & Talk	107.7	103.9	3.8	12	5.9	3.8	2.1	13.8	14.1	-0.3	16.5	18.6	-2.1	29.2	36.4	-7.2	34.1	42.6	-8.5	48.0	48.9	-0.9	15.8	15.9	-0.1
Mai FM	247.3	241.4	5.9	2	82.9	82.0	0.9	151.1	159.5	-8.4	116.2	108.2	8.0	155.0	141.3	13.7	44.7	46.2	-1.5	8.8	17.1	-8.3	48.3	51.2	-2.9
More FM	157.6	157.7	-0.1	6	49.4	48.4	1.0	67.4	60.7	6.7	60.5	61.4	-0.9	87.0	91.4	-4.4	42.1	43.4	-1.3	19.4	17.0	2.4	35.3	36.9	-1.6
Newstalk ZB	264.6	249.9	14.7	1	32.5	28.4	4.1	59.9	49.2	10.7	71.4	64.3	7.1	114.2	106.3	7.9	91.5	90.5	1.0	90.8	88.3	2.5	51.7	45.7	6.0
Niu FM	45.4	53.2	-7.8	17	12.1	21.2	-9.1	23.4	30.0	-6.6	17.1	16.7	0.4	27.9	22.9	5.0	15.8	15.0	0.8	5.3	9.0	-3.7	4.9	8.7	-3.8
Radio 531pi	23.6	27.9	-4.3	24	2.8	2.8	0.0	3.8	9.4	-5.6	4.2	6.8	-2.6	5.9	9.5	-3.6	6.3	7.6	-1.3	8.8	9.2	-0.4	5.0	5.8	-0.8
Radio Hauraki	64.5	75.3	-10.8	14	10.7	9.6	1.1	28.2	29.3	-1.1	32.0	34.6	-2.6	40.0	49.4	-9.4	19.2	29.2	-10.0	13.4	16.3	-2.9	14.9	18.4	-3.5
Radio Samoa	32.0	23.9	8.1	21	5.0	2.0	3.0	8.2	8.1	0.1	5.5	8.1	-2.6	13.0	10.9	2.1	12.6	4.7	7.9	12.1	6.8	5.3	6.7	3.6	3.1
Radio Tainui	2.4	2.1	0.3	30	1.7	0.8	0.9	0.6	0.4	0.2	0.6	0.4	0.2	0.6	1.0	-0.4	*	0.6	*	*	0.4	*	*	*	*
Radio Waatea	3.9	7.7	-3.8	29	0.9	1.0	-0.1	*	2.0	*	*	2.0	*	0.5	2.5	-2.0	1.1	1.8	-0.7	0.9	1.9	-1.0	*	2.2	*
Rhema	15.6	24.3	-8.7	25	3.8	4.2	-0.4	4.3	8.3	-4.0	4.2	6.7	-2.5	5.6	11.1	-5.5	4.7	8.9	-4.2	4.2	7.2	-3.0	2.7	7.1	-4.4
Rock	120.5	102.9	17.6	7	31.3	32.4	-1.1	64.3	49.2	15.1	60.8	43.3	17.5	77.4	61.6	15.8	24.0	24.0	0.0	9.5	7.9	1.6	21.7	16.2	5.5
Star	15.5	21.6	-6.1	26	0.6	*	*	3.6	4.7	-1.1	4.3	4.7	-0.4	7.1	7.5	-0.4	4.3	4.1	0.2	3.1	2.2	0.9	1.4	1.8	-0.4
Tarana	34.8	34.2	0.6	19	7.5	8.5	-1.0	13.5	16.9	-3.4	17.7	17.0	0.7	23.1	20.4	2.7	7.1	5.3	1.8	4.2	3.9	0.3	8.0	5.4	2.6
The Hits	115.6	113.5	2.1	9	36.3	27.3	9.0	47.3	44.3	3.0	46.0	46.7	-0.7	62.4	66.6	-4.2	30.6	36.3	-5.7	17.0	19.4	-2.4	15.5	26.2	-10.7
The Sound	90.8	98.7	-7.9	13	16.4	14.4	2.0	23.7	24.9	-1.2	22.7	22.1	0.6	39.7	47.0	-7.3	40.7	56.4	-15.7	34.7	37.3	-2.6	14.4	17.9	-3.5
ZM	185.2	170.0	15.2	4	64.5	51.0	13.5	106.2	91.7	14.5	88.1	84.5	3.6	108.4	108.9	-0.5	30.1	31.7	-1.6	11.4	9.0	2.4	33.7	40.5	-6.8
MediaWorks Combo	792.3	809.1	-16.8		183.1	183.8	-0.7	351.9	351.0	0.9	310.3	305.6	4.7	433.3	438.1	-4.8	204.0	231.2	-27.2	138.2	155.7	-17.5	150.2	169.1	-18.9
NZME Combo	687.4	695.4	-8.0		142.9	138.6	4.3	258.1	270.6	-12.5	242.4	250.8	-8.4	340.0	360.8	-20.8	201.1	208.2	-7.1	162.7	158.9	3.8	141.4	152.9	-11.5
NZME and Partners	751.8	770.3	-18.5		151.6	152.0	-0.4	291.4	317.3	-25.9	280.6	295.5	-14.9	389.6	414.7	-25.1	216.4	222.0	-5.6	168.4	166.4	2.0	161.9	171.4	-9.5
All Commercial Radio	1,135.9	1,141.1	-5.2		239.8	237.5	2.3	451.8	463.8	-12.0	425.3	425.2	0.1	598.5	601.5	-3.0	316.3	322.8	-6.5	238.1	241.9	-3.8	225.8	237.0	-11.2
Potential (000)	1,501.0	1,498.0	3.0		345.0	357.0	-12.0	596.3	611.6	-15.3	540.0	537.0	3.0	757.0	750.0	7.0	403.0	395.0	8.0	309.0	302.0	7.0	290.3	293.0	-2.7
Sample	2,411	2,424	-13		512	446	66	873	838	35	819	914	-95	1,176	1,336	-160	658	708	-50	556	522	34	470	550	-80

MediaWorks Combo: Breeze or Edge or George FM or Magic Music & Talk or Mai FM or More FM or More FM Rodney or Rock or The Sound

NZME Combo: BBC or Coast or Flava or Gold (from S3 2020) or Gold AM (from S4 2020) or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Hokonui

NZME and Partners Combo: BBC or Coast or Flava or Gold (from S3 2020) or Gold AM (from S4 2020) or Newstalk ZB or Radio Hauraki or The Hits or ZM or Chinese Radio AM936 or FM99.4 Chinese Voice or Humm FM or 95bFM or internet only listening to Hokonui



# AUCKLAND COMMERCIAL RADIO - SURVEY 1 2021

Cumulative Audience (000's) by Daypart, People 10+  
 Survey Comparisons: 4/2020 - 1/2021

This Survey Period: Sun Sept 13 to Sat Nov 14 2020 & Sun Feb 14 to Sat Apr 10 2021  
 Last Survey Period: Sun July 19 to Sat Nov 14 2020

	This	Last	+/-
Potential (000)	1,501.0	1,498.0	3.0
Sample Size	2,411	2,424	-13

	Breakfast				Morning			Afternoon			Drive			Night			Mid Dawn			Weekend		
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
95bFM	14.1	10.5	3.6	22	8.5	9.3	-0.8	10.8	8.6	2.2	12.7	13.6	-0.9	6.0	4.3	1.7	3.3	1.7	1.6	15.3	15.6	-0.3
Ake	0.4	*	*	30	0.4	0.4	0.0	*	0.8	*	*	*	*	*	*	*	*	*	*	1.9	0.6	1.3
BBC	13.6	12.5	1.1	23	10.3	9.7	0.6	10.7	9.1	1.6	10.2	7.3	2.9	10.8	11.0	-0.2	5.5	8.7	-3.2	22.9	23.9	-1.0
Breeze	91.1	93.3	-2.2	4	93.9	102.8	-8.9	84.4	95.2	-10.8	94.0	102.3	-8.3	43.7	43.2	0.5	17.6	19.1	-1.5	132.1	135.3	-3.2
Chinese Radio AM936	17.4	9.3	8.1	20	17.5	12.4	5.1	16.1	7.6	8.5	17.1	10.5	6.6	6.7	5.0	1.7	1.6	*	23.1	15.2	7.9	
Coast	56.2	58.2	-2.0	7	61.8	59.3	2.5	60.1	68.9	-8.8	57.8	59.5	-1.7	19.9	20.9	-1.0	13.2	9.5	3.7	64.8	72.3	-7.5
Edge	80.0	83.2	-3.2	5	63.7	68.3	-4.6	90.8	84.5	6.3	67.2	79.1	-11.9	28.7	28.1	0.6	22.3	21.8	0.5	89.8	82.3	7.5
Flava	47.8	62.8	-15.0	10	35.4	42.9	-7.5	68.5	74.8	-6.3	54.8	75.0	-20.2	27.0	42.5	-15.5	19.5	28.7	-9.2	61.5	83.7	-22.2
FM99.4 Chinese Voice	2.8	7.2	-4.4	28	2.0	3.0	-1.0	2.1	1.5	0.6	1.3	2.4	-1.1	1.2	3.3	-2.1	1.1	*	*	5.3	11.7	-6.4
George FM	53.7	49.5	4.2	8	35.1	35.6	-0.5	45.2	46.2	-1.0	47.8	47.0	0.8	21.8	22.5	-0.7	14.7	14.7	0.0	59.3	57.4	1.9
Gold	20.3	14.5	5.8	18	19.9	22.2	-2.3	23.1	21.9	1.2	17.8	13.6	4.2	10.9	7.3	3.6	4.8	2.4	2.4	20.1	18.4	1.7
Gold AM	3.8	3.5	0.3	27	3.9	4.6	-0.7	4.9	5.1	-0.2	2.3	1.1	1.2	1.7	1.7	0.0	0.6	0.7	-0.1	5.9	3.4	2.5
Humm FM	25.2	31.0	-5.8	16	13.9	21.5	-7.6	21.0	27.9	-6.9	24.3	33.4	-9.1	13.7	13.1	0.6	6.6	8.6	-2.0	22.3	30.8	-8.5
Life FM	29.2	24.7	4.5	14	17.1	10.0	7.1	19.2	14.0	5.2	21.4	21.2	0.2	12.2	11.8	0.4	7.6	2.7	4.9	43.9	35.5	8.4
Magic Music & Talk	43.8	50.9	-7.1	12	54.4	52.6	1.8	53.6	59.6	-6.0	39.4	43.5	-4.1	22.5	23.9	-1.4	14.4	18.7	-4.3	70.8	64.9	5.9
Mai FM	142.3	144.5	-2.2	2	100.2	102.4	-2.2	109.1	109.2	-0.1	99.8	115.0	-15.2	59.0	60.8	-1.8	56.0	55.1	0.9	160.3	166.2	-5.9
More FM	76.2	75.8	0.4	6	54.7	57.5	-2.8	69.4	78.3	-8.9	65.7	75.4	-9.7	34.5	30.7	3.8	7.8	9.7	-1.9	83.7	84.7	-1.0
Newstalk ZB	185.1	166.3	18.8	1	117.2	100.6	16.6	122.6	107.7	14.9	127.8	124.4	3.4	68.6	62.3	6.3	50.8	51.4	-0.6	163.9	151.5	12.4
Niu FM	18.7	21.4	-2.7	19	17.3	19.2	-1.9	14.5	17.3	-2.8	19.1	26.3	-7.2	14.0	18.4	-4.4	10.1	8.9	1.2	22.4	34.1	-11.7
Radio 531pi	5.1	3.2	1.9	26	10.2	11.1	-0.9	9.9	13.0	-3.1	5.1	9.0	-3.9	10.6	9.1	1.5	7.1	9.3	-2.2	16.2	17.6	-1.4
Radio Hauraki	27.5	33.7	-6.2	15	27.9	31.7	-3.8	30.7	38.1	-7.4	28.1	44.0	-15.9	9.4	14.4	-5.0	5.9	6.8	-0.9	33.7	32.7	1.0
Radio Samoa	16.9	10.7	6.2	21	21.8	11.2	10.6	14.2	10.8	3.4	9.4	8.4	1.0	11.0	12.7	-1.7	4.8	3.8	1.0	20.8	16.4	4.4
Radio Tainui	0.6	*	*	29	0.6	*	*	1.0	0.4	0.6	*	0.4	*	0.6	0.6	0.0	0.6	0.5	0.1	1.1	0.8	0.3
Radio Waatea	0.3	3.5	-3.2	31	*	0.2	*	0.5	0.5	0.0	*	2.0	*	*	*	*	*	1.3	*	3.4	7.0	-3.6
Rhema	8.5	11.6	-3.1	24	6.3	10.5	-4.2	4.2	6.7	-2.5	4.4	10.3	-5.9	1.7	3.0	-1.3	5.0	7.2	-2.2	9.6	13.3	-3.7
Rock	49.7	39.9	9.8	9	49.4	36.2	13.2	55.4	47.3	8.1	50.8	48.4	2.4	23.4	20.5	2.9	16.2	17.8	-1.6	78.9	51.5	27.4
Star	8.2	16.0	-7.8	25	7.6	12.7	-5.1	6.0	12.6	-6.6	2.5	10.3	-7.8	3.7	3.5	0.2	3.1	3.2	-0.1	5.6	12.2	-6.6
Tarana	22.2	24.9	-2.7	17	13.7	15.3	-1.6	14.6	14.8	-0.2	20.9	24.5	-3.6	13.7	16.0	-2.3	6.9	4.8	2.1	24.6	25.7	-1.1
The Hits	47.2	46.6	0.6	11	43.4	49.5	-6.1	50.5	60.2	-9.7	51.1	48.0	3.1	25.0	18.6	6.4	9.7	12.4	-2.7	69.1	66.8	2.3
The Sound	36.8	37.2	-0.4	13	37.8	43.3	-5.5	44.8	46.5	-1.7	37.0	48.7	-11.7	16.8	19.0	-2.2	7.3	9.4	-2.1	61.4	63.9	-2.5
ZM	102.0	100.2	1.8	3	67.0	60.6	6.4	83.5	78.7	4.8	91.2	94.0	-2.8	35.1	37.0	-1.9	16.5	4.9	11.6	99.5	90.5	9.0
MediaWorks Combo	461.0	469.4	-8.4		395.7	406.3	-10.6	446.3	456.0	-9.7	407.7	450.9	-43.2	206.2	201.1	5.1	129.3	134.3	-5.0	568.0	576.7	-8.7
NZME Combo	433.6	431.9	1.7		326.5	316.6	9.9	384.0	385.9	-1.9	376.4	398.3	-21.9	183.6	187.9	-4.3	113.1	115.8	-2.7	452.6	458.7	-6.1
NZME and Partners	478.8	478.7	0.1		359.5	354.2	5.3	422.9	421.2	1.7	417.9	447.1	-29.2	203.0	208.7	-5.7	122.1	124.5	-2.4	498.3	512.8	-14.5
All Commercial Radio	837.1	845.8	-8.7		670.1	656.2	13.9	749.9	747.4	2.5	733.6	792.1	-58.5	394.7	387.5	7.2	240.5	244.7	-4.2	911.8	916.4	-4.6

MediaWorks Combo: Breeze or Edge or George FM or Magic Music & Talk or Mai FM or More FM or More FM Rodney or Rock or The Sound

NZME Combo: BBC or Coast or Flava or Gold (from S3 2020) or Gold AM (from S4 2020) or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Hokonui

NZME and Partners Combo: BBC or Coast or Flava or Gold (from S3 2020) or Gold AM (from S4 2020) or Newstalk ZB or Radio Hauraki or The Hits or ZM or Chinese Radio AM936 or FM99.4 Chinese Voice or Humm FM or 95bFM or internet only listening to Hokonui



# AUCKLAND COMMERCIAL RADIO - SURVEY 1 2021

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

Survey Comparisons: 4/2020 - 1/2021

This Survey Period: Sun Sept 13 to Sat Nov 14 2020 & Sun Feb 14 to Sat Apr 10 2021

Last Survey Period: Sun July 19 to Sat Nov 14 2020

	All 10+			People 10-24			People 18-39			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	+/-
95bFM	4:40	3:34	1:05	2:23	1:26	0:57	4:29	2:57	1:32	4:57	3:30	1:26	5:55	4:02	1:53	6:37	4:54	1:43	4:16	3:54	0:22	5:40	3:15	2:24
Ake	0:41	1:11	-0:30	0:23	0:31	-0:08	0:15	*	*	*	*	*	2:15	*	*	2:15	1:41	0:33	2:15	1:41	0:33	*	*	*
BBC	5:42	5:31	0:10	4:12	4:49	-0:36	1:53	3:45	-1:51	1:46	3:42	-1:55	2:17	4:46	-2:29	8:51	10:29	-1:38	8:45	7:25	1:19	3:13	2:33	0:39
Breeze	6:55	6:36	0:18	4:42	3:15	1:27	5:12	5:17	-0:04	6:51	5:23	1:28	7:32	6:03	1:28	7:31	7:58	-0:26	6:25	9:41	-3:16	6:58	7:20	-0:22
Chinese Radio AM936	6:51	4:49	2:02	2:56	2:27	0:29	6:18	4:40	1:37	6:24	4:48	1:35	6:39	5:34	1:04	10:24	6:53	3:30	14:17	4:47	9:29	5:20	5:40	-0:20
Coast	9:09	9:37	-0:27	7:29	10:31	-3:01	9:21	12:06	-2:44	7:55	8:45	-0:49	9:09	8:26	0:43	9:45	9:52	-0:06	9:09	10:16	-1:07	10:08	5:49	4:18
Edge	4:20	4:58	-0:37	3:38	3:44	-0:05	4:56	5:31	-0:35	5:14	6:25	-1:11	4:52	5:54	-1:02	4:01	4:38	-0:36	4:27	4:52	-0:25	5:39	5:16	0:23
Flava	3:53	5:14	-1:21	3:18	6:02	-2:44	4:01	5:18	-1:16	4:35	4:50	-0:14	4:29	5:13	-0:43	3:20	4:52	-1:31	2:29	2:24	0:05	4:23	5:09	-0:46
FM99.4 Chinese Voice	1:42	4:57	-3:14	0:54	4:40	-3:46	2:54	4:59	-2:05	2:54	1:41	1:12	2:36	4:29	-1:52	0:50	4:19	-3:29	2:16	5:45	-3:29	4:15	3:19	0:55
George FM	5:42	6:24	-0:42	3:46	3:52	-0:05	5:36	6:43	-1:06	6:48	7:54	-1:06	6:44	7:28	-0:43	6:10	5:39	0:31	4:24	2:59	1:24	4:19	5:32	-1:12
Gold	8:46	7:41	1:04	6:44	7:36	-0:52	6:10	7:05	-0:54	6:06	6:17	-0:10	6:21	8:08	-1:47	12:28	9:38	2:49	13:52	7:55	5:56	4:25	8:18	-3:53
Gold AM	6:31	0:3	-0:50	0:24	0:2	-1:47	2:42	0:2	-1:47	8:54	0:6	-4:50	8:05	0:5	-4:11	8:18	0:4	-1:21	5:59	0:3	-1:19	0:53	0:1	-1:29
Humm FM	4:52	9:43	-4:50	3:44	9:55	-6:10	6:11	11:03	-4:52	5:43	10:28	-4:44	5:24	10:03	-4:38	3:50	7:05	-3:15	1:43	2:06	-0:23	5:28	7:38	-2:10
Life FM	6:30	5:48	0:41	6:21	7:32	-1:10	4:06	6:04	-1:58	5:24	3:12	2:12	6:22	4:02	2:20	8:07	7:39	0:28	8:21	7:09	1:11	7:55	6:43	1:12
Magic Music & Talk	13:04	12:05	0:58	4:10	2:05	2:04	5:49	4:33	1:16	8:01	7:23	0:38	10:04	10:50	-0:45	10:33	11:14	-0:41	10:26	11:57	-1:31	24:04	12:37	11:26
Mai FM	5:42	6:58	-1:16	5:06	8:06	-2:59	5:54	7:43	-1:49	6:18	7:03	-0:44	6:08	6:34	-0:25	5:34	5:15	0:19	4:07	5:16	-1:09	7:09	6:55	0:13
More FM	4:50	5:56	-1:05	3:40	4:22	-0:41	4:05	5:28	-1:22	4:44	5:20	-0:35	5:18	6:38	-1:20	6:07	8:09	-2:01	5:35	5:53	-0:18	5:29	8:03	-2:34
Newstalk ZB	8:58	9:52	-0:54	3:10	2:34	0:35	4:06	4:14	-0:08	5:16	5:28	-0:11	5:42	6:32	-0:49	8:19	8:35	-0:16	13:22	11:58	1:24	8:49	8:06	0:43
Niu FM	4:43	4:07	0:36	4:40	3:19	1:21	3:39	3:23	0:16	4:00	4:03	-0:03	4:20	4:06	0:13	5:25	5:13	0:12	6:56	6:01	0:54	2:46	2:42	0:04
Radio 531pi	6:53	7:54	-1:00	0:52	1:13	-0:21	1:42	1:30	0:12	2:05	1:36	0:29	3:37	2:59	0:37	8:10	8:04	0:06	10:05	11:38	-1:33	5:15	4:41	0:33
Radio Hauraki	5:42	6:24	-0:42	4:03	4:40	-0:37	5:43	6:40	-0:56	5:33	5:29	0:03	5:40	6:25	-0:44	7:02	8:19	-1:16	7:15	7:25	-0:10	5:13	3:11	2:02
Radio Samoa	9:37	11:08	-1:30	1:07	1:03	0:04	2:35	1:36	0:58	3:07	1:36	1:30	8:35	5:03	3:31	10:58	12:25	-1:26	12:55	17:51	-4:55	10:53	3:10	7:42
Radio Tainui	1:09	1:56	-0:47	0:34	4:54	-4:19	2:45	0:15	2:30	2:45	0:15	2:30	2:45	0:15	2:30	*	0:15	*	*	0:15	*	*	*	*
Radio Waatea	1:39	7:04	-5:25	0:30	0:30	0:00	*	11:45	*	*	11:45	*	5:00	10:22	-5:22	2:37	14:18	-11:41	0:15	12:11	-11:56	*	10:45	*
Rhema	9:43	8:11	1:31	8:17	2:51	5:26	3:08	2:58	0:10	2:26	2:38	-0:12	4:01	5:34	-1:32	19:54	15:28	4:26	19:30	14:40	4:50	7:04	8:57	-1:53
Rock	6:08	0:2	0:26	5:36	0:2	1:00	6:45	0:3	-0:26	6:06	0:3	-0:35	6:08	0:3	-0:10	7:43	0:3	1:40	8:51	0:2	2:53	4:02	0:2	-1:56
Star	4:53	12:14	-7:20	0:45	*	*	1:43	1:50	-0:06	1:34	1:50	-0:15	2:25	2:23	0:02	2:36	2:47	-0:11	1:36	4:29	-2:53	5:22	4:36	0:45
Tarana	11:18	13:03	-1:44	3:47	24:55	-21:07	7:21	16:27	-9:06	9:05	10:11	-1:06	8:40	9:15	-0:34	16:31	7:08	9:22	39:36	8:44	30:51	11:06	19:59	-8:53
The Hits	5:59	6:23	-0:24	5:07	4:14	0:53	4:53	6:30	-1:36	7:16	7:42	-0:26	6:24	7:44	-1:19	5:31	6:44	-1:13	6:16	4:53	1:22	5:49	6:19	-0:30
The Sound	8:16	6:50	1:25	3:12	2:52	0:19	4:52	4:19	0:32	5:29	5:08	0:20	7:02	6:42	0:19	11:00	8:56	2:04	12:05	8:32	3:32	9:11	8:19	0:51
ZM	5:04	5:23	-0:19	4:12	4:31	-0:18	4:44	6:08	-1:23	4:53	6:06	-1:12	5:30	5:50	-0:19	7:43	5:12	2:30	5:49	5:10	0:39	7:02	5:41	1:20
MediaWorks Combo	10:10	10:18	-0:07	7:43	8:34	-0:51	8:49	9:58	-1:08	9:42	9:44	-0:01	10:00	10:16	-0:15	11:11	11:16	-0:04	11:28	11:52	-0:24	11:39	10:46	0:53
NZME Combo	9:23	10:05	-0:42	6:04	6:41	-0:36	6:33	7:54	-1:20	7:40	8:16	-0:35	8:04	8:56	-0:52	10:46	11:24	-0:38	13:55	12:59	0:55	8:48	8:08	0:40
NZME and Partners	9:24	10:11	-0:46	6:15	6:59	-0:44	6:48	8:22	-1:34	7:50	8:44	-0:54	8:10	9:17	-1:06	10:43	11:20	-0:36	13:58	12:48	1:10	8:48	8:14	0:34
All Commercial Radio	14:59	16:06	-1:07	11:00	13:03	-2:03	12:03	14:38	-2:35	13:13	14:04	-0:51	13:49	15:00	-1:11	16:48	17:44	-0:55	19:26	18:55	0:31	15:43	15:08	0:34
Potential (000)	1,501.0	1,498.0	3.0	345.0	357.0	-12.0	596.3	611.6	-15.3	540.0	537.0	3.0	757.0	750.0	7.0	403.0	395.0	8.0	309.0	302.0	7.0	290.3	293.0	-2.7
Sample	2,411	2,424	-13	512	446	66	873	838	35	819	914	-95	1,176	1,336	-160	658	708	-50	556	522	34	470	550	-80

MediaWorks Combo: Breeze or Edge or George FM or Magic Music & Talk or Mai FM or More FM or More FM Rodney or Rock or The Sound

NZME Combo: BBC or Coast or Flava or Gold (from S3 2020) or Gold AM (from S4 2020) or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Hokonui

NZME and Partners Combo: BBC or Coast or Flava or Gold (from S3 2020) or Gold AM (from S4 2020) or Newstalk ZB or Radio Hauraki or The Hits or ZM or Chinese Radio AM936 or FM99.4 Chinese Voice or Humm FM or 95bFM or internet only listening to Hokonui



# AUCKLAND COMMERCIAL RADIO - SURVEY 1 2021

Average Time Spent Listening (hh:mm) by Daypart, People 10+  
 Survey Comparisons: 4/2020 - 1/2021

This Survey Period: Sun Sept 13 to Sat Nov 14 2020 & Sun Feb 14 to Sat Apr 10 2021  
 Last Survey Period: Sun July 19 to Sat Nov 14 2020

	This	Last	+/-
Potential (000)	1,501.0	1,498.0	3.0
Sample Size	2,411	2,424	-13

	Breakfast			Morning			Afternoon			Drive			Night			Mid Dawn			Weekend		
	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	+/-		
95bFM	1:25	1:36	-0:10	1:51	1:16	0:35	2:17	1:51	0:25	1:12	1:14	-0:02	1:38	1:07	0:30	1:10	1:08	0:01	2:20	1:48	0:32
Ake	0:30	*	*	1:45	2:00	-0:15	*	0:46	*	*	*	*	*	*	*	0:23	0:31	-0:08	0:23	0:31	-0:08
BBC	1:44	2:21	-0:37	2:08	1:33	0:34	1:31	1:51	-0:20	1:36	1:55	-0:19	1:55	2:07	-0:12	2:44	2:30	0:14	2:46	2:22	0:24
Breeze	2:32	2:45	-0:12	2:46	2:32	0:14	3:26	3:06	0:19	2:01	1:48	0:12	2:14	1:29	0:45	2:18	1:11	1:07	3:12	2:58	0:13
Chinese Radio AM936	3:09	2:39	0:30	2:07	1:46	0:20	2:16	1:33	0:43	2:13	2:21	-0:07	0:53	0:47	0:05	0:15	*	*	2:08	1:41	0:27
Coast	2:58	2:44	0:14	3:24	4:15	-0:50	3:47	4:22	-0:35	2:21	2:20	0:00	1:35	1:49	-0:14	2:28	2:06	0:22	3:11	3:23	-0:11
Edge	1:47	1:55	-0:07	1:56	2:38	-0:42	2:02	2:51	-0:49	1:16	1:19	-0:02	1:02	0:51	0:10	1:13	0:50	0:23	1:56	1:42	0:13
Flava	1:24	1:46	-0:22	1:30	1:52	-0:21	1:45	2:16	-0:30	1:22	1:28	-0:06	0:50	1:23	-0:33	1:33	1:20	0:12	1:32	2:16	-0:43
FM99.4 Chinese Voice	1:06	3:20	-2:14	1:20	3:36	-2:15	0:50	0:52	-0:01	2:05	3:20	-1:15	0:30	1:36	-1:06	0:26	*	*	0:44	2:11	-1:26
George FM	2:38	2:41	-0:03	2:55	3:41	-0:45	2:29	3:04	-0:34	1:45	1:48	-0:02	0:55	0:49	0:06	1:26	1:16	0:09	4:27	2:17	0:10
Gold	2:00	1:55	0:04	3:39	3:33	0:05	3:11	3:29	-0:18	1:45	1:12	0:32	1:53	2:05	-0:12	4:59	2:20	2:39	4:57	3:21	1:35
Gold AM	3:23	0.2	-0:36	2:22	0.1	0:23	3:33	0.1	0:32	0:45	0.0	-0:00	2:04	0.1	0:38	0:30	0.1	-0:44	2:46	0.1	1:23
Humm FM	2:25	3:21	-0:55	1:53	4:22	-2:28	1:45	3:26	-1:41	2:27	3:06	-0:39	1:33	2:17	-0:43	1:20	5:04	-3:44	2:00	2:23	-0:22
Life FM	2:50	3:02	-0:11	2:09	1:47	0:22	2:24	1:29	0:55	1:20	1:03	0:17	1:30	1:11	0:18	3:19	1:16	2:03	2:59	3:12	-0:13
Magic Music & Talk	3:37	3:52	-0:15	5:05	4:26	0:38	6:06	4:49	1:16	3:09	2:26	0:42	3:40	3:27	0:13	5:36	2:42	2:54	5:03	4:36	0:26
Mai FM	2:13	2:29	-0:16	2:00	1:56	0:04	1:49	2:09	-0:20	2:02	2:11	-0:09	1:42	2:27	-0:45	1:10	1:27	-0:17	2:02	2:27	-0:24
More FM	2:03	2:02	0:00	2:00	2:40	-0:40	2:01	2:43	-0:41	1:34	1:47	-0:13	1:20	1:46	-0:25	0:58	1:21	-0:23	2:23	2:29	-0:06
Newstalk ZB	3:30	4:10	-0:39	2:34	3:27	-0:52	2:57	3:33	-0:35	2:22	2:36	-0:13	2:24	2:18	0:05	2:53	2:32	0:21	2:42	2:56	-0:13
Niu FM	2:09	1:29	0:40	1:21	1:11	0:10	1:40	1:20	0:19	2:03	1:51	0:11	0:51	0:52	-0:00	2:02	1:04	0:57	2:26	1:57	0:29
Radio 531pi	2:22	4:24	-2:01	2:15	2:07	0:08	1:49	2:30	-0:40	1:11	2:24	-1:13	2:27	2:22	0:04	4:01	3:36	0:25	2:59	4:10	-1:11
Radio Hauraki	1:54	1:52	0:02	2:02	2:17	-0:14	3:06	3:12	-0:06	1:29	1:46	-0:16	0:49	0:33	0:15	4:45	5:58	-1:12	2:32	2:59	-0:27
Radio Samoa	3:35	5:06	-1:31	2:19	2:08	0:11	3:15	3:32	-0:16	2:10	1:54	0:16	4:05	3:46	0:19	2:31	2:54	-0:22	3:31	4:33	-1:01
Radio Tainui	0:15	*	*	0:15	*	*	0:25	1:45	-1:19	*	0:15	*	0:15	0:15	0:00	2:30	2:50	-0:20	0:15	1:54	-1:39
Radio Waatea	0:15	6:09	-5:54	*	0:15	*	5:00	5:00	0:00	*	6:15	*	*	*	*	*	1:15	*	1:05	2:18	-1:13
Rhema	4:35	3:59	0:36	3:43	3:01	0:42	6:47	5:11	1:36	2:58	2:46	0:12	1:43	1:04	0:38	4:50	4:25	0:25	2:03	1:44	0:19
Rock	2:28	2:34	-0:05	2:45	3:20	-0:35	2:58	3:19	-0:20	2:03	1:45	0:17	1:12	0:44	0:28	1:09	0:57	0:12	2:05	1:43	0:22
Star	2:21	3:38	-1:17	1:30	4:44	-3:14	1:13	5:27	-4:14	2:29	2:00	0:29	2:02	2:43	-0:40	2:49	3:52	-1:03	2:45	2:51	-0:06
Tarana	3:08	3:01	0:07	3:05	3:47	-0:42	3:20	4:21	-1:00	3:44	3:08	0:36	2:23	3:14	-0:50	4:16	3:57	0:19	3:44	3:55	-0:11
The Hits	2:07	2:14	-0:07	2:40	2:56	-0:16	2:53	3:12	-0:18	1:50	1:49	0:00	1:24	1:02	0:21	1:46	1:55	-0:09	2:39	2:15	0:23
The Sound	2:35	2:24	0:11	3:16	2:41	0:35	3:45	3:18	0:26	2:10	1:30	0:40	1:52	1:19	0:32	1:58	1:46	0:11	3:51	3:08	0:42
ZM	2:13	2:19	-0:05	2:08	2:18	-0:10	2:02	2:13	-0:11	1:45	1:39	0:06	1:00	1:11	-0:11	1:19	1:24	-0:05	1:49	1:47	0:02
MediaWorks Combo	2:58	3:09	-0:10	3:23	3:30	-0:06	3:34	3:51	-0:16	2:24	2:20	0:04	2:08	2:13	-0:05	2:09	1:49	0:20	3:36	3:21	0:15
NZME Combo	3:05	3:19	-0:14	3:01	3:36	-0:35	3:12	3:46	-0:33	2:17	2:19	-0:02	1:51	1:53	-0:01	2:47	2:29	0:18	3:02	3:05	-0:02
NZME and Partners	3:05	3:21	-0:15	2:58	3:36	-0:38	3:08	3:45	-0:36	2:20	2:24	-0:04	1:52	1:54	-0:02	2:42	2:41	0:01	3:01	3:03	-0:01
All Commercial Radio	3:49	4:07	-0:17	3:57	4:32	-0:34	4:14	4:55	-0:40	2:57	3:02	-0:05	2:29	2:39	-0:10	3:11	2:53	0:17	4:27	4:26	0:00

MediaWorks Combo: Breeze or Edge or George FM or Magic Music & Talk or Mai FM or More FM or More FM Rodney or Rock or The Sound

NZME Combo: BBC or Coast or Flava or Gold (from S3 2020) or Gold AM (from S4 2020) or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Hokonui

NZME and Partners Combo: BBC or Coast or Flava or Gold (from S3 2020) or Gold AM (from S4 2020) or Newstalk ZB or Radio Hauraki or The Hits or ZM or Chinese Radio AM936 or FM99.4 Chinese Voice or Humm FM or 95bFM or internet only listening to Hokonui