

## TOTAL NZ COMMERCIAL RADIO - SURVEY 2 2021

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

Survey Comparisons: 1/2021 - 2/2021

This 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

Last Survey Period: Metro - Sun Sept 13 to Sat Nov 14 2020 & Sun Jan 31 to Sat Apr 10 2021/ Regional - Sun Jan 19 to Sat Mar 28 2020 & Sun Jul 19 to Sat Nov 14 2020 & Sun Jan 31 to Sat Apr 10 2021 \*Auckland, Northland, Tauranga & Waikato Wave 1 field dates Sun Feb 14 to Sat Apr 10 2021

	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	+/-	This	Last	+/-	This	Last	+/-	
Network Breeze	9.6	9.5	0.1	2	6.0	5.9	0.1	6.3	6.7	-0.4	8.6	8.6	0.0	9.2	9.5	-0.3	12.4	11.7	0.7	12.2	11.0	1.2	10.7	9.2	1.5	4.2	4.4	4.8	-0.4			
Network Coast	5.3	5.8	-0.5	10	2.2	2.2	0.0	2.6	2.9	-0.3	2.5	3.1	-0.6	3.7	4.1	-0.4	6.8	7.0	-0.2	8.5	8.9	-0.4	4.4	4.8	-0.4	8.2	8.3	0.1	8.2	8.2	0.1	
Network The Edge	6.1	6.1	0.0	8	14.0	14.2	-0.2	10.2	11.6	-1.4	8.3	9.1	-0.8	7.3	7.4	-0.1	4.3	3.4	0.9	2.0	1.8	0.2	8.3	8.2	0.1	8.3	8.2	0.1	8.2	8.2	0.1	
Network Flava	1.5	1.3	0.2	14	4.1	2.8	1.3	3.3	3.0	0.3	2.5	2.4	0.1	1.9	1.8	0.1	0.4	0.6	-0.2	0.1	0.2	-0.1	1.5	1.6	-0.1	1.5	1.6	-0.1	1.5	1.6	-0.1	
Network George FM	1.9	1.9	0.0	13	3.7	2.9	0.8	4.3	4.4	-0.1	3.5	3.9	-0.4	2.8	3.0	-0.2	1.0	1.1	-0.1	0.3	0.5	-0.2	1.2	1.4	-0.2	1.2	1.4	-0.2	1.2	1.4	-0.2	
Network Gold*	1.1	1.2	-0.1	17	0.9	1.0	-0.1	0.4	0.7	-0.3	0.7	0.9	-0.2	1.1	1.1	0.0	1.8	2.0	-0.2	1.3	1.9	-0.6	1.0	1.0	0.0	1.0	1.0	0.0	1.0	1.0	0.0	
Network Gold AM**	0.3	0.1	0.2	21	0.1	*	*	0.1	*	*	0.1	0.2	-0.1	0.2	0.1	0.1	0.5	0.1	0.4	0.5	0.2	0.3	0.1	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0
Network Hokonui	0.2	0.3	-0.1	22	0.3	0.2	0.1	0.3	0.2	0.1	0.3	0.3	0.0	0.2	0.2	0.0	0.2	0.3	-0.1	0.3	0.3	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0	
Network Life FM	1.3	1.4	-0.1	15	1.6	2.8	-1.2	1.4	1.6	-0.2	1.9	1.5	0.4	1.7	1.6	0.1	1.1	1.3	-0.2	0.6	0.6	0.0	1.6	1.9	-0.3	1.6	1.9	-0.3	1.6	1.9	-0.3	
Network Magic Music & Talk***	9.6	9.3	0.3	2	1.8	1.7	0.1	2.3	2.0	0.3	2.3	2.5	-0.2	3.5	3.9	-0.4	9.6	9.2	0.4	17.2	16.2	1.0	6.8	7.8	-1.0	6.8	7.8	-1.0	6.8	7.8	-1.0	
Network Mai FM	5.5	5.0	0.5	9	11.6	11.0	0.6	10.9	9.6	1.3	9.7	8.5	1.2	7.6	7.0	0.6	2.4	2.4	0.0	0.7	0.4	0.3	5.1	6.3	-1.2	5.1	6.3	-1.2	5.1	6.3	-1.2	
Network Maori Radio	0.5	0.4	0.1	20	0.6	0.6	0.0	0.5	0.6	-0.1	0.5	0.5	0.0	0.5	0.5	0.0	0.7	0.4	0.3	0.6	0.3	0.3	0.4	0.5	-0.1	0.5	0.5	-0.1	0.5	0.5	-0.1	
Network More FM	7.4	7.4	0.0	5	9.5	9.4	0.1	6.4	6.5	-0.1	6.9	7.4	-0.5	8.2	8.5	-0.3	9.1	9.1	0.0	6.7	6.4	0.3	9.8	9.3	0.5	9.8	9.3	0.5	9.8	9.3	0.5	
Network Newstalk ZB	12.6	12.3	0.3	1	2.4	2.7	-0.3	3.3	3.1	0.2	4.2	4.2	0.0	6.3	6.1	0.2	11.7	11.4	0.3	19.1	19.6	-0.5	9.2	8.3	0.9	9.2	8.3	0.9	9.2	8.3	0.9	
Network Radio Hauraki	2.4	2.7	-0.3	12	2.3	3.2	-0.9	3.7	4.4	-0.7	3.8	4.4	-0.6	3.7	3.9	-0.2	2.4	2.5	-0.1	1.0	1.4	-0.4	2.3	2.6	-0.3	2.3	2.6	-0.3	2.3	2.6	-0.3	
Network RHEMA	0.6	0.8	-0.2	18	0.6	0.6	0.0	0.3	0.3	0.0	0.5	0.3	0.2	0.5	0.4	0.1	0.6	1.1	-0.5	0.6	1.1	-0.5	0.5	0.7	-0.2	0.5	0.7	-0.2	0.5	0.7	-0.2	
Network The Rock	7.5	7.2	0.3	4	9.8	11.2	-1.4	12.8	12.7	0.1	12.4	11.8	0.6	11.1	10.4	0.7	6.8	6.1	0.7	3.1	2.6	0.5	6.5	6.8	-0.3	6.5	6.8	-0.3	6.5	6.8	-0.3	
Network Star	0.6	0.6	0.0	18	0.2	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.0	0.3	0.2	0.1	0.6	0.6	0.0	0.9	0.8	0.1	0.3	0.5	-0.2	0.3	0.5	-0.2	0.3	0.5	-0.2	
Network Tarana	1.2	1.1	0.1	16	0.5	0.7	-0.2	1.5	1.3	0.2	1.9	1.7	0.2	1.5	1.4	0.1	1.0	1.0	0.0	1.4	1.2	0.2	1.9	1.2	0.7	1.9	1.2	0.7	1.9	1.2	0.7	
Network The Hits	4.5	4.9	-0.4	11	6.8	7.5	-0.7	5.0	5.5	-0.5	5.2	6.1	-0.9	5.4	5.9	-0.5	4.9	4.8	0.1	3.2	3.4	-0.2	6.3	5.5	0.8	5.5	5.5	0.8	5.5	5.5	0.8	
Network The Sound	7.2	7.1	0.1	6	3.1	3.7	-0.6	4.6	4.7	-0.1	5.9	5.4	0.5	7.4	7.2	0.2	10.8	11.6	-0.8	10.5	10.7	-0.2	5.4	6.2	-0.8	5.4	6.2	-0.8	5.4	6.2	-0.8	
Network ZM	6.3	6.2	0.1	7	11.6	11.1	0.5	11.9	11.7	0.2	10.6	10.6	0.0	8.6	8.7	-0.1	4.0	4.0	0.0	1.9	1.6	0.3	8.9	9.6	-0.7	8.9	9.6	-0.7	8.9	9.6	-0.7	
MediaWorks Combo	54.7	53.6	1.1		59.6	59.9	-0.3	57.7	58.2	-0.5	57.6	57.1	0.5	57.1	56.8	0.3	56.4	54.6	1.8	52.7	49.5	3.2	53.9	55.2	-1.3	53.9	55.2	-1.3	53.9	55.2	-1.3	
NZME Combo	34.4	35.1	-0.7		30.9	30.9	0.0	30.7	31.6	-0.9	30.0	32.1	-2.1	31.3	32.0	-0.7	32.8	33.1	-0.3	36.2	38.2	-2.0	34.0	33.7	0.3	34.0	33.7	0.3	34.0	33.7	0.3	
NZME and Partners	35.9	36.5	-0.6		32.1	32.1	0.0	33.3	33.9	-0.6	32.8	34.7	-1.9	33.6	34.2	-0.6	33.9	34.2	-0.3	36.8	38.9	-2.1	35.8	36.0	-0.2	35.8	36.0	-0.2	35.8	36.0	-0.2	
Potential (000)	4,531.4	4,531.4	0.0		1,021.9	1,021.9	0.0	1,611.8	1,620.9	-9.1	1,460.6	1,460.6	0.0	2,121.1	2,121.1	0.0	1,270.4	1,270.4	0.0	1,057.5	1,057.5	0.0	790.2	822.2	-32.0	790.2	822.2	-32.0	790.2	822.2	-32.0	
Sample	15,111	14,730	381		2,779	2,836	-57	4,314	4,424	-110	4,320	4,337	-17	4,614	4,397	217	4,379	4,090	289	2,789	2,765	24										

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

MediaWorks Combo: Breeze, Edge, George FM, Magic Music & Talk (includes Radio Dunedin), Magic Music, Magic Talk, Mai, More FM (includes More FM Rodney), Rock, The Sound

NZME Combo: Coast, Flava, Gold, Gold AM, Hokonui, Newstalk ZB, Radio Hauraki, The Hits, ZM, BBC (Auckland)

NZME and Partners Combo: Coast, Flava, Gold, Gold AM, Hokonui, Newstalk ZB, Radio Hauraki, The Hits, ZM, BBC (Auckland), Chinese Radio AM936 (Auckland), FM99.4 Chinese Voice (Auckland), Humm FM (Auckland), 95bFM (Auckland), Pulzar FM (Christchurch)

**Station Share:** Station Share (%) is the percentage of the audience listening during a given time period tuning to a particular station. Station Share in this report is based on commercial radio listening only.

It is important to note that these share figures cannot be compared with the Total NZ - RNZ All Radio Survey results, as the RNZ All Radio share figures are based on [listening to all radio stations](#), whereas the shares reported here are based on [listening to commercial radio stations only](#).

**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.

\*Network Gold includes combination of Gold and Mix for Northland & Tauranga: Sun Feb 2 to Sat Mar 28 2020 and Nelson: Sun Jan 19 to Sat Mar 28 2020

\*\*Network Gold AM includes Gold AM for Auckland, Wellington & Christchurch only in S1 2021

\*\*\* Network Magic Music & Talk includes Magic Music and Magic Talk stations, as well as Radio Dunedin

## TOTAL NZ COMMERCIAL RADIO - SURVEY 2 2021

Station Share (%) by Daypart, People 10+

Survey Comparisons: 1/2021 - 2/2021

This 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

Last Survey Period: Metro - Sun Sept 13 to Sat Nov 14 2020 & Sun Jan 31 to Sat Apr 10 2021/ Regional - Sun Jan 19 to Sat Mar 28 2020 & Sun Jul 19 to Sat Nov 14 2020 & Sun Jan 31 to Sat Apr 10 2021 \*Auckland, Northland, Tauranga & Waikato Wave 1 field dates Sun Feb 14 to Sat Apr 10 2021

	This	Last	+/-
Potential (000)	4,531.4	4,531.4	0.0
Sample Size	15,111	14,730	381

	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	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	
Network Breeze	8.2	8.0	0.2	3	10.6	10.3	0.3	10.4	9.4	1.0	9.2	9.2	0.0	7.6	9.4	-1.8	7.3	5.8	1.5	10.4	10.9	-0.5	5.5	5.7	-0.2	5.5	5.7	-0.2	5.5	5.7	-0.2	
Network Coast	4.5	4.9	-0.4	10	6.5	7.1	-0.6	5.8	6.2	-0.4	5.0	5.7	-0.7	3.3	4.5	-1.2	3.2	3.6	-0.4	5.5	5.7	-0.2	5.5	5.7	-0.2	5.5	5.7	-0.2	5.5	5.7	-0.2	
Network The Edge	5.7	6.2	-0.5	8	5.4	5.7	-0.3	6.4	6.5	-0.1	6.9	6.3	0.6	5.8	5.5	0.3	5.6	5.6	0.0	6.2	6.0	0.2	6.2	6.0	0.2	6.2	6.0	0.2	6.2	6.0	0.2	
Network Flava	1.4	1.1	0.3	14	1.5	1.0	0.5	1.8	1.7	0.1	1.8	1.6	0.2	1.9	1.2	0.7	0.8	2.0	-1.2	1.1	1.2	-0.1	2.1	2.0	0.1	2.1	2.0	0.1	2.1	2.0	0.1	
Network George FM	1.8	2.0	-0.2	13	1.7	1.7	0.0	2.0	1.9	0.1	2.5	2.3	0.2	1.4	1.6	-0.2	1.4	2.0	-0.6	2.1	2.0	0.1	2.1	2.0	0.1	2.1	2.0	0.1	2.1	2.0	0.1	
Network Gold*	0.9	0.8	0.1	17	1.2	1.4	-0.2	1.0	1.3	-0.3	1.0	1.0	0.0	1.1	1.2	-0.1	0.9	1.8	-0.9	1.3	1.3	0.0	1.3	1.3	0.0	1.3	1.3	0.0	1.3	1.3	0.0	
Network Gold AM**	0.3	0.2	0.1	21	0.3	0.1	0.2	0.3	0.2	0.1	0.2	*	*	0.3	0.1	0.2	0.2	*	*	0.5	0.2	0.3	0.2	0.2	0.0	0.2	0.2	0.0	0.2	0.2	0.0	
Network Hokonui	0.2	0.3	-0.1	22	0.2	0.3	-0.1	0.5	0.4	0.1	0.2	0.3	-0.1	0.1	0.1	0.0	0.1	0.2	-0.1	0.2	0.2	0.0	0.2	0.2	0.0	0.2	0.2	0.0	0.2	0.2	0.0	
Network Life FM	1.1	1.4	-0.3	15	1.1	1.1	0.0	1.1	1.2	-0.1	1.3	1.1	0.2	0.9	1.6	-0.7	1.5	1.8	-0.3	1.9	1.8	0.1	1.9	1.8	0.1	1.9	1.8	0.1	1.9	1.8	0.1	
Network Magic Music & Talk***	8.6	7.6	1.0	2	11.1	10.7	0.4	9.5	9.8	-0.3	7.3	7.6	-0.3	8.6	10.1	-1.5	9.9	9.7	0.2	10.6	10.0	0.6	10.6	10.0	0.6	10.6	10.0	0.6	10.6	10.0	0.6	
Network Mai FM	6.4	6.1	0.3	7	4.6	4.1	0.5	4.7	3.9	0.8	6.8	5.8	1.0	6.6	6.3	0.3	6.4	6.0	0.4	4.8	4.9	-0.1	4.8	4.9	-0.1	4.8	4.9	-0.1	4.8	4.9	-0.1	
Network Maori Radio	0.5	0.3	0.2	18	0.5	0.4	0.1	0.4	0.4	0.0	0.5	0.4	0.1	0.4	0.6	-0.2	0.7	0.6	0.1	0.6	0.5	0.1	0.6	0.5	0.1	0.6	0.5	0.1	0.6	0.5	0.1	
Network More FM	7.7	8.4	-0.7	5	7.9	7.7	0.2	8.1	7.7	0.4	7.3	7.8	-0.5	4.7	4.9	-0.2	4.1	3.5	0.6	7.2	7.2	0.0	7.2	7.2	0.0	7.2	7.2	0.0	7.2	7.2	0.0	
Network Newstalk ZB	18.0	16.8	1.2	1	8.9	9.1	-0.2	7.9	8.2	-0.3	10.7	10.6	0.1	20.6	20.6	0.0	29.3	26.3	3.0	11.5	11.5	0.0	11.5	11.5	0.0	11.5	11.5	0.0	11.5	11.5	0.0	
Network Radio Hauraki	2.2	2.4	-0.2	12	2.7	3.1	-0.4	3.0	3.4	-0.4	2.5	2.7	-0.2	1.7	1.5	0.2	1.3	2.4	-1.1	1.9	2.3	-0.4	1.9	2.3	-0.4	1.9	2.3	-0.4	1.9	2.3	-0.4	
Network Rhema	0.5	0.8	-0.3	18	0.5	0.7	-0.2	0.6	0.7	-0.1	0.6	0.7	-0.1	1.1	1.1	0.0	0.3	1.7	-1.4	0.7	0.7	0.0	0.7	0.7	0.0	0.7	0.7	0.0	0.7	0.7	0.0	
Network The Rock	6.8	6.9	-0.1	6	8.9	8.5	0.4	8.9	9.1	-0.2	8.2	8.0	0.2	6.0	4.3	1.7	5.0	4.4	0.6	6.2	5.8	0.4	6.2	5.8	0.4	6.2	5.8	0.4	6.2	5.8	0.4	
Network Star	0.5	0.7	-0.2	18	0.5	0.6	-0.1	0.5	0.6	-0.1	0.4	0.5	-0.1	0.9	0.7	0.2	0.6	0.9	-0.3	0.7	0.7	0.0	0.7	0.7	0.0	0.7	0.7	0.0	0.7	0.7	0.0	
Network Tarana	1.0	1.1	-0.1	16	0.8	0.7	0.1	0.8	0.8	0.0	1.5	1.8	-0.3	2.6	2.0	0.6	2.0	1.9	0.1	1.4	1.2	0.2	1.4	1.2	0.2	1.4	1.2	0.2	1.4	1.2	0.2	
Network The Hits	4.3	4.4	-0.1	11	4.6	5.0	-0.4	5.0	5.4	-0.4	4.8	5.1	-0.3	3.8	4.1	-0.3	3.2	3.2	0.0	4.5	5.0	-0.5	4.5	5.0	-0.5	4.5	5.0	-0.5	4.5	5.0	-0.5	
Network The Sound	5.4	5.6	-0.2	9	8.4	8.2	0.2	8.6	8.5	0.1	6.7	6.7	0.0	6.2	4.9	1.3	4.1	4.1	0.0	7.5	7.6	-0.1	7.5	7.6	-0.1	7.5	7.6	-0.1	7.5	7.6	-0.1	
Network ZM	8.0	7.7	0.3	4	5.5	5.8	-0.3	6.3	6.6	-0.3	7.6	7.8	-0.2	4.3	3.6	0.7	4.3	3.2	1.1	5.5	5.2	0.3	5.5	5.2	0.3	5.5	5.2	0.3	5.5	5.2	0.3	
MediaWorks Combo	50.7	50.7	0.0		58.6	57.1	1.5	58.5	56.7	1.8	54.9	53.5	1.4	47.1	47.0	0.1	43.8	41.0	2.8	55.1	54.3	0.8	55.1	54.3	0.8	55.1	54.3	0.8	55.1	54.3	0.8	
NZME Combo	40.0	38.8	1.2		31.5	33.2	-1.7	31.7	33.5	-1.8	34.0	35.2	-1.2	37.6	37.7	-0.1	44.0	43.8	0.2	32.3	33.1	-0.8	32.3	33.1	-0.8	32.3	33.1	-0.8	32.3	33.1	-0.8	
NZME and Partners	41.5	40.5	1.0		32.8	34.3	-1.5	32.9	34.6	-1.7	35.7	37.3	-1.6	39.1	39.4	-0.3	44.7	44.6	0.1	34.0	34.4	-0.4	34.0	34.4	-0.4	34.0	34.4	-0.4	34.0	34.4	-0.4	

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

MediaWorks Combo: Breeze, Edge, George FM, Magic Music & Talk (includes Radio Dunedin), Magic Music, Magic Talk, Mai, More FM (includes More FM Rodney), Rock, The Sound

NZME Combo: Coast, Flava, Gold, Gold AM, Hokonui, Newstalk ZB, Radio Hauraki, The Hits, ZM, BBC (Auckland)

NZME and Partners Combo: Coast, Flava, Gold, Gold AM, Hokonui, Newstalk ZB, Radio Hauraki, The Hits, ZM, BBC (Auckland), Chinese Radio AM936 (Auckland), FM99.4 Chinese Voice (Auckland), Humm FM (Auckland), 95bFM (Auckland), Pulzar FM (Christchurch)

**Station Share:** Station Share (%) is the percentage of the audience listening during a given time period tuning to a particular station. Station Share in this report is based on commercial radio listening only.

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

**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.

\*Network Gold includes combination of Gold and Mix for Northland & Tauranga: Sun Feb 2 to Sat Mar 28 2020 and Nelson: Sun Jan 19 to Sat Mar 28 2020

\*\*Network Gold AM includes Gold AM for Auckland, Wellington & Christchurch only in S1 2021

\*\*\* Network Magic Music & Talk includes Magic Music and Magic Talk stations, as well as Radio Dunedin

## TOTAL NZ COMMERCIAL RADIO - SURVEY 2 2021

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

Survey Comparisons: 1/2021 - 2/2021

This 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

Last Survey Period: Metro - Sun Sept 13 to Sat Nov 14 2020 & Sun Jan 31 to Sat Apr 10 2021/ Regional - Sun Jan 19 to Sat Mar 28 2020 & Sun Jul 19 to Sat Nov 14 2020 & Sun Jan 31 to Sat Apr 10 2021 \*Auckland, Northland, Tauranga & Waikato Wave 1 field dates Sun Feb 14 to Sat Apr 10 2021

	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	+/-																	
Network Breeze	671.7	652.1	19.6	1	104.4	103.8	0.6		176.6	191.8	-15.2		195.9	205.0	-9.1		313.8	315.5	-1.7		259.7	235.3	24.4		219.2	198.5	20.7		130.8	134.2	-3.4	
Network Coast	353.8	346.5	7.3	11	28.2	26.7	1.5		52.7	49.0	3.7		61.2	60.0	1.2		127.8	119.8	8.0		158.5	146.6	11.9		157.1	154.7	2.4		51.6	51.4	0.2	
Network The Edge	631.5	652.2	-20.7	3	230.6	245.9	-15.3		335.2	351.9	-16.7		264.2	270.1	-5.9		339.7	344.7	-5.0		122.0	120.9	1.1		57.9	58.6	-0.7		141.2	145.8	-4.6	
Network Flava	154.7	177.1	-22.4	13	56.2	64.4	-8.2		87.5	115.1	-27.6		80.1	84.1	-4.0		94.4	100.1	-5.7		16.5	24.2	-7.7		2.7	10.1	-7.4		33.9	35.6	-1.7	
Network George FM	151.1	179.1	-28.0	14	43.6	52.8	-9.2		88.9	115.0	-26.1		76.9	92.0	-15.1		95.3	113.0	-17.7		25.7	29.9	-4.2		10.3	10.7	-0.4		21.1	30.1	-9.0	
Network Gold*	76.5	78.1	-1.6	16	11.9	14.3	-2.4		13.5	16.8	-3.3		14.8	19.6	-4.8		32.5	37.0	-4.5		36.3	34.1	2.2		29.9	25.3	4.6		13.3	19.1	-5.8	
Network Gold AM**	30.8	14.3	16.5	21	3.2	2.5	0.7		3.5	1.5	2.0		6.6	3.8	2.8		11.8	5.0	6.8		12.9	3.2	9.7		12.8	5.9	6.9		3.5	1.6	1.9	
Network Hokonui	17.0	19.0	-2.0	22	2.9	3.5	-0.6		3.7	4.2	-0.5		3.9	4.3	-0.4		5.1	6.0	-0.9		5.6	5.6	0.0		6.2	5.3	0.9		1.0	2.2	-1.2	
Network Life FM	120.3	121.3	-1.0	15	32.8	38.8	-6.0		48.1	47.9	0.2		49.3	43.7	5.6		65.3	63.4	1.9		29.4	30.8	-1.4		17.5	14.9	2.6		24.0	26.7	-2.7	
Network Magic Music & Talk***	446.1	415.2	30.9	8	25.6	23.1	2.5		60.8	51.4	9.4		63.6	60.8	2.8		120.8	113.7	7.1		156.8	144.3	12.5		218.6	200.8	17.8		49.9	56.6	-6.7	
Network Mai FM	470.4	457.9	12.5	7	157.1	156.0	1.1		269.6	262.9	6.7		235.8	213.9	21.9		283.0	276.8	6.2		67.0	79.3	-12.3		27.1	22.5	4.6		84.5	94.3	-9.8	
Network Maori Radio	75.0	73.2	1.8	17	20.4	21.4	-1.0		26.4	30.2	-3.8		25.8	25.8	0.0		36.3	36.6	-0.3		22.8	19.3	3.5		16.0	11.5	4.5		14.5	17.3	-2.8	
Network More FM	595.8	605.3	-9.5	4	155.9	164.8	-8.9		197.9	210.4	-12.5		205.4	210.1	-4.7		313.5	318.4	-4.9		191.1	190.7	0.4		115.6	111.6	4.0		133.0	135.5	-2.5	
Network Newstalk ZB	651.2	627.5	23.7	2	56.6	56.8	-0.2		110.9	108.2	2.7		133.0	128.7	4.3		239.2	232.4	6.8		236.6	225.4	11.2		250.9	237.2	13.7		105.3	99.7	5.6	
Network Radio Hauraki	245.9	249.1	-3.2	12	42.6	46.6	-4.0		105.1	112.1	-7.0		113.8	120.2	-6.4		162.3	158.6	3.7		79.0	71.5	7.5		38.8	41.6	-2.8		47.7	54.7	-7.0	
Network Rhma	55.9	57.1	-1.2	18	9.3	9.6	-0.3		9.9	12.9	-3.0		12.8	13.0	-0.2		20.9	19.3	1.6		18.9	19.7	-0.8		19.1	19.1	0.0		8.9	9.7	-0.8	
Network The Rock	488.3	490.6	-2.3	6	116.4	116.9	-0.5		233.0	244.1	-11.1		231.8	237.6	-5.8		313.7	318.0	-4.3		127.0	122.0	5.0		54.2	52.0	2.2		97.2	105.9	-8.7	
Network Star	34.3	41.8	-7.5	20	4.9	3.1	1.8		3.2	6.7	-3.5		4.4	6.7	-2.3		8.3	12.4	-4.1		9.8	12.8	-3.0		15.7	13.9	1.8		4.0	5.5	-1.5	
Network Taranra	49.5	57.9	-8.4	19	9.4	14.6	-5.2		24.0	24.7	-0.7		26.4	28.4	-2.0		31.8	37.2	-5.4		9.0	10.8	-1.8		7.6	6.0	1.6		14.3	12.5	1.8	
Network The Hits	437.0	428.7	8.3	9	121.6	123.8	-2.2		177.8	174.8	3.0		169.5	164.0	5.5		243.0	234.0	9.0		124.8	118.5	6.3		68.3	68.3	0.0		97.0	89.7	7.3	
Network The Sound	392.1	418.0	-25.9	10	51.2	65.1	-13.9		93.2	101.9	-8.7		103.6	107.9	-4.3		191.3	195.7	-4.4		183.3	193.9	-10.6		144.0	153.0	-9.0		64.5	73.0	-8.5	
Network ZM	589.6	586.6	3.0	5	180.9	189.3	-8.4		330.1	331.4	-1.3		291.5	284.2	7.3		355.2	350.9	4.3		104.8	102.6	2.2		50.5	42.8	7.7		130.1	137.5	-7.4	
MediaWorks Combo	2,589.3	2,528.7	60.6		558.0	559.5	-1.5		938.1	954.0	-15.9		895.6	874.3	21.3		1,292.9	1,274.5	18.4		766.9	748.7	18.2		614.3	574.3	40.0		475.7	484.5	-8.8	
NZME Combo	1,963.1	1,954.8	8.3		376.1	389.8	-13.7		676.1	693.1	-17.0		664.0	656.4	7.6		965.7	944.9	20.8		584.9	571.3	13.6		475.5	474.0	1.5		374.9	388.3	-13.4	
NZME and Partners	2,028.3	2,031.0	-2.7		383.2	399.8	-16.6		710.1	733.0	-22.9		703.6	702.1	1.5		1,016.3	1,004.2	12.1		601.0	589.3	11.7		482.5	480.5	2.0		392.6	412.2	-19.6	
All Commercial Radio	3,512.9	3,466.3	46.6		702.3	712.5	-10.2		1,214.4	1,226.6	-12.2		1,187.2	1,159.9	27.3		1,732.8	1,704.4	28.4		1,053.0	1,035.6	17.4		856.5	827.0	29.5		657.2	667.8	-10.6	
Potential (000)	4,531.4	4,531.4	0.0		1,021.9	1,021.9	0.0		1,611.8	1,620.9	-9.1		1,460.6	1,460.6	0.0		2,121.1	2,121.1	0.0		1,270.4	1,270.4	0.0		1,057.5	1,057.5	0.0		790.2	822.2	-32.0	
Sample	15,111	14,730	381		2,779	2,836	-57		4,314	4,424	-110		4,320	4,337	-17		6,692	6,613	79		4,614	4,397	217		4,379	4,090	289		2,789	2,765	24	

MediaWorks Combo: Breeze, Edge, George FM, Magic Music & Talk (includes Radio Dunedin), Magic Music, Magic Talk, Mai, More FM (includes More FM Rodney), Rock, The Sound

NZME Combo: Coast, Flava, Gold, Gold AM, Hokonui, Newstalk ZB, Radio Hauraki, The Hits, ZM, BBC (Auckland)

NZME and Partners Combo: Coast, Flava, Gold, Gold AM, Hokonui, Newstalk ZB, Radio Hauraki, The Hits, ZM, BBC (Auckland), Chinese Radio AM936 (Auckland), FM99.4 Chinese Voice (Auckland), Humm FM (Auckland), 95bFM (Auckland), Pulzar FM (Christchurch)

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.

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\*\*Network Gold AM includes Gold AM for Auckland, Wellington & Christchurch only in S1 2021

\*\*\* Network Magic Music & Talk includes Magic Music and Magic Talk stations, as well as Radio Dunedin

## TOTAL NZ COMMERCIAL RADIO - SURVEY 2 2021

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

Survey Comparisons: 1/2021 - 2/2021

This 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

Last Survey Period: Metro - Sun Sept 13 to Sat Nov 14 2020 & Sun Jan 31 to Sat Apr 10 2021/ Regional - Sun Jan 19 to Sat Mar 28 2020 & Sun Jul 19 to Sat Nov 14 2020 & Sun Jan 31 to Sat Apr 10 2021 \*Auckland, Northland, Tauranga & Waikato Wave 1 field dates Sun Feb 14 to Sat Apr 10 2021

	This	Last	+/-
Potential (000)	4,531.4	4,531.4	0.0
Sample Size	15,111	14,730	381

	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	+/-	Rank	This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-		
Network Breeze	310.6	295.8	14.8	4	297.2	288.6	8.6	339.2	306.0	33.2	294.1	298.9	-4.8	119.7	124.0	-4.3	66.7	57.4	9.3	402.3	387.7	14.6							
Network Coast	172.9	173.5	-0.6	11	188.8	187.7	1.1	174.2	182.2	-8.0	160.8	160.8	0.0	60.5	62.0	-1.5	32.8	35.1	-2.3	199.7	207.5	-7.8							
Network The Edge	304.7	317.9	-13.2	5	211.6	233.1	-21.5	310.0	325.2	-15.2	274.1	277.4	-3.3	116.0	117.7	-1.7	61.7	67.3	-5.6	356.0	362.0	-6.0							
Network Flava	73.1	70.3	2.8	13	59.9	55.1	4.8	76.2	98.4	-22.2	61.9	76.7	-14.8	36.5	37.5	-1.0	14.1	27.5	-13.4	71.0	90.7	-19.7							
Network George FM	70.7	83.2	-12.5	14	53.2	57.1	-3.9	66.5	77.1	-10.6	73.3	80.0	-6.7	28.4	35.5	-7.1	15.0	24.0	-9.0	82.1	95.7	-13.6							
Network Gold*	39.0	37.5	1.5	16	33.4	36.3	-2.9	37.2	41.3	-4.1	32.8	35.6	-2.8	16.4	18.7	-2.3	8.6	8.3	0.3	43.1	41.1	2.0							
Network Gold AM**	10.6	5.2	5.4	21	9.0	4.9	4.1	11.6	6.9	4.7	9.1	3.4	5.7	6.6	2.0	4.6	2.6	0.7	1.9	18.5	8.4	10.1							
Network Hokonui	7.3	9.1	-1.8	22	7.2	7.1	0.1	8.2	8.8	-0.6	5.3	5.8	-0.5	1.8	2.2	-0.4	2.1	1.8	0.3	9.3	10.2	-0.9							
Network Life FM	49.3	57.4	-8.1	15	42.1	43.5	-1.4	46.4	48.0	-1.6	52.4	52.9	-0.5	22.0	24.8	-2.8	114.4	15.0	-3.6	84.6	84.2	0.4							
Network Magic Music & Talk***	223.1	207.7	15.4	8	239.7	221.7	18.0	237.3	231.8	5.5	193.2	189.9	3.3	97.4	97.2	0.2	58.4	56.8	1.6	295.3	272.5	22.8							
Network Mai FM	265.2	261.3	3.9	7	182.6	180.0	2.6	219.0	205.2	13.8	221.9	195.3	26.6	117.7	102.6	15.1	73.1	82.7	-9.6	281.9	282.5	-0.6							
Network Maori Radio	23.3	19.7	3.6	18	24.3	22.6	1.7	26.9	24.8	2.1	27.1	24.6	2.5	8.7	11.9	-3.2	8.4	8.9	-0.5	35.2	37.1	-1.9							
Network More FM	311.7	323.5	-11.8	3	238.7	239.5	-0.8	290.2	301.8	-11.6	262.4	281.4	-19.0	104.8	109.6	-4.8	51.0	50.8	0.2	342.2	340.2	2.0							
Network Newstalk ZB	451.2	421.9	29.3	1	291.6	288.2	3.4	284.1	290.1	-6.0	305.7	289.7	16.0	191.5	185.8	5.7	161.8	148.3	13.5	417.1	409.1	8.0							
Network Radio Hauraki	112.7	111.5	1.2	12	99.2	103.6	-4.4	116.7	122.9	-6.2	110.6	111.4	-0.8	42.8	40.7	2.1	21.3	18.5	2.8	123.7	130.2	-6.5							
Network RHEMA	20.9	27.5	-6.6	19	23.8	24.2	-0.4	22.3	21.7	0.6	20.8	19.9	0.9	15.3	13.5	1.8	5.3	11.1	-5.8	33.5	35.6	-2.1							
Network The Rock	266.5	249.3	17.2	6	226.1	222.3	3.8	249.7	254.1	-4.4	242.9	242.7	0.2	89.6	87.7	1.9	50.4	58.6	-8.2	279.4	282.4	-3.0							
Network Star	18.0	23.9	-5.9	20	16.6	19.1	-2.5	16.1	16.8	-0.7	10.2	10.0	0.2	7.7	9.6	-1.9	6.4	8.9	-2.5	23.3	22.4	0.9							
Network Tarana	24.8	32.8	-8.0	17	19.2	20.9	-1.7	22.0	25.5	-3.5	26.7	32.0	-5.3	19.6	23.7	-4.1	9.5	10.4	-0.9	34.1	41.5	-7.4							
Network The Hits	203.7	196.1	7.6	9	163.4	164.9	-1.5	205.9	203.1	2.8	192.6	190.6	2.0	81.5	87.1	-5.6	38.0	37.2	0.8	233.2	248.8	-15.6							
Network The Sound	193.4	198.9	-5.5	10	194.8	192.7	2.1	214.8	221.7	-6.9	187.0	195.6	-8.6	71.5	70.0	1.5	31.6	32.7	-1.1	226.5	254.5	-28.0							
Network ZM	352.7	336.8	15.9	2	227.9	229.8	-1.9	293.2	302.1	-8.9	285.6	294.5	-8.9	115.9	109.0	6.9	59.0	51.7	7.3	328.0	321.0	7.0							
MediaWorks Combo	1,598.0	1,568.8	29.2		1,358.7	1,347.8	10.9	1,577.7	1,548.3	29.4	1,470.0	1,434.2	35.8	664.0	644.5	19.5	353.4	365.3	-11.9	1,837.8	1,805.9	31.9							
NZME Combo	1,274.4	1,221.5	52.9		962.4	960.6	1.8	1,064.3	1,105.3	-41.0	1,035.3	1,042.8	-7.5	517.1	508.0	9.1	315.6	307.4	8.2	1,260.1	1,282.7	-22.6							
NZME and Partners	1,326.3	1,276.5	49.8		1,003.8	1,001.7	2.1	1,109.7	1,151.0	-41.3	1,078.8	1,093.6	-14.8	540.6	532.5	8.1	325.7	318.0	7.7	1,319.3	1,339.5	-20.2							
All Commercial Radio	2,609.5	2,557.0	52.5		2,127.9	2,115.1	12.8	2,390.5	2,378.1	12.4	2,315.4	2,284.9	30.5	1,172.7	1,154.8	17.9	644.1	658.7	-14.6	2,796.1	2,768.9	27.2							

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\*\*\* Network Magic Music & Talk includes Magic Music and Magic Talk stations, as well as Radio Dunedin

## TOTAL NZ COMMERCIAL RADIO - SURVEY 2 2021

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

Survey Comparisons: 1/2021 - 2/2021

This 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

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	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	+/-
Network Breeze	7:53	8:06	-0.13	4:31	4:34	-0.02	5:44	5:39	0.04	7:13	6:59	0:14	7:35	7:52	-0:17	9:03	9:25	-0:22	9:20	9:10	0:09	8:00	7:05	0:55
Network Coast	8:14	9:20	-1:05	6:05	6:35	-0:30	7:49	9:39	-1:50	6:50	8:35	-1:45	7:33	8:58	-1:24	8:09	9:02	-0:53	9:00	9:31	-0:31	8:21	9:36	-1:14
Network The Edge	5:18	5:12	0:05	4:45	4:39	0:06	4:50	5:22	-0:31	5:12	5:37	-0:25	5:35	5:38	-0:02	6:37	5:21	1:15	5:54	4:57	0:56	5:47	5:49	-0:02
Network Flava	5:14	4:06	1:07	5:41	3:27	2:13	6:06	4:15	1:51	5:12	4:40	0:31	5:05	4:45	0:19	4:12	4:21	-0:08	3:18	2:34	0:44	4:20	4:35	-0:14
Network George FM	7:04	6:05	0:59	6:39	4:27	2:11	7:39	6:10	1:28	7:31	7:01	0:29	7:32	6:52	0:39	7:33	6:51	0:41	5:40	7:09	-1:29	5:44	4:38	1:06
Network Gold*	7:48	8:36	-0:48	6:05	5:40	0:24	5:09	6:53	-1:44	8:06	7:29	0:36	8:44	7:26	1:18	9:27	11:20	-1:53	7:28	12:24	-4:55	7:22	5:16	2:05
Network Gold AM**	5:22	5:39	-0:16	1:59	1:10	0:49	3:55	2:47	1:08	3:23	8:20	-4:56	5:21	6:46	-1:24	7:35	7:08	0:26	6:12	5:55	0:17	3:38	1:13	2:25
Network Hokonui	7:58	8:04	-0:06	7:28	5:08	2:20	13:16	9:23	3:52	10:56	9:46	1:10	9:39	8:33	1:06	7:59	9:33	-1:34	8:15	10:16	-2:00	12:24	3:47	8:36
Network Life FM	5:56	6:27	-0:31	3:51	5:53	-2:02	4:45	5:20	-0:34	6:12	5:40	0:31	6:54	6:40	0:13	7:11	7:54	-0:42	5:52	6:52	-0:59	6:36	7:24	-0:47
Network Magic Music & Talk***	11:49	12:35	-0:46	5:27	5:48	-0:21	6:00	6:23	-0:22	5:56	6:49	-0:53	7:30	8:55	-1:25	11:37	12:05	-0:28	13:10	13:21	-0:11	13:24	14:08	-0:44
Network Mai FM	6:24	6:06	0:18	5:47	5:40	0:07	6:29	5:58	0:31	6:48	6:39	0:08	6:59	6:36	0:23	6:52	5:49	1:03	4:01	3:07	0:54	5:55	6:55	-1:00
Network Maori Radio	3:41	3:12	0:28	2:11	2:14	-0:03	3:09	3:04	0:04	3:11	3:09	0:02	3:38	3:32	0:06	5:34	4:21	1:13	6:10	4:35	1:35	3:01	2:43	0:17
Network More FM	6:49	6:50	-0:01	4:47	4:36	0:11	5:10	4:59	0:10	5:34	5:52	-0:17	6:44	6:58	-0:13	9:01	9:03	-0:01	9:44	9:34	0:09	7:14	7:03	0:10
Network Newstalk ZB	10:41	10:57	-0:15	3:22	3:49	-0:26	4:49	4:38	0:10	5:13	5:28	-0:15	6:52	6:54	-0:01	9:21	9:33	-0:11	12:44	13:43	-0:59	8:34	8:34	0:00
Network Radio Hauraki	5:19	6:03	-0:43	4:14	5:29	-1:14	5:35	6:24	-0:48	5:32	6:08	-0:36	5:56	6:26	-0:30	5:46	6:36	-0:50	4:12	5:25	-1:13	4:49	4:52	-0:02
Network Rhma	5:55	7:31	-1:35	5:02	5:27	-0:25	5:36	4:10	1:25	5:50	3:57	1:53	6:00	5:24	0:35	6:03	10:29	-4:25	5:34	9:38	-4:03	5:47	7:39	-1:52
Network The Rock	8:30	8:15	0:15	6:37	7:41	-1:04	8:46	8:30	0:16	8:51	8:15	0:35	9:07	8:32	0:35	10:07	9:24	0:43	9:25	8:12	1:12	6:37	6:37	0:00
Network Star	9:01	8:10	0:51	2:36	2:05	0:30	3:06	2:30	0:35	2:23	2:33	-0:10	9:26	4:18	5:07	11:22	9:05	2:17	9:02	9:17	-0:15	8:21	8:57	-0:35
Network Taranra	13:23	10:59	2:23	4:30	3:43	0:46	9:49	8:51	0:57	11:43	10:03	1:39	12:16	10:08	2:07	20:51	16:47	4:04	29:52	34:09	-4:16	13:06	10:13	2:52
Network The Hits	5:43	6:21	-0:38	4:22	4:52	-0:29	4:30	5:04	-0:33	5:04	6:12	-1:07	5:48	6:34	-0:46	7:23	7:41	-0:18	7:56	8:13	-0:17	6:23	6:22	0:01
Network The Sound	10:05	9:33	0:32	4:42	4:37	0:05	7:55	7:35	0:19	9:21	8:19	1:01	10:01	9:36	0:24	11:12	11:21	-0:08	12:08	11:38	0:29	8:14	8:43	-0:29
Network ZM	5:54	5:54	0:00	5:01	4:44	0:16	5:46	5:46	0:00	6:01	6:13	-0:11	6:17	6:31	-0:13	7:11	7:20	-0:08	6:17	6:10	0:07	6:44	7:09	-0:25
MediaWorks Combo	11:39	11:51	-0:12	8:22	8:38	-0:16	9:50	9:56	-0:05	10:37	10:54	-0:16	11:26	11:40	-0:14	13:57	13:49	0:07	14:21	14:18	0:02	11:07	11:44	-0:36
NZME Combo	9:40	10:03	-0:22	6:26	6:23	0:03	7:16	7:25	-0:09	7:28	8:10	-0:42	8:23	8:52	-0:28	10:37	10:59	-0:22	12:42	13:23	-0:40	8:55	8:56	-0:01
NZME and Partners	9:45	10:03	-0:18	6:33	6:28	0:05	7:29	7:32	-0:02	7:41	8:15	-0:33	8:33	8:55	-0:22	10:42	11:00	-0:17	12:45	13:25	-0:39	8:58	8:59	-0:01
All Commercial Radio	15:42	16:08	-0:25	11:09	11:19	-0:10	13:10	13:16	-0:06	13:55	14:24	-0:28	14:57	15:21	-0:24	18:00	18:18	-0:18	19:31	20:03	-0:32	14:57	15:25	-0:28
Potential (000)	4,531.4	4,531.4	0.0	1,021.9	1,021.9	0.0	1,611.8	1,620.9	-9.1	1,460.6	1,460.6	0.0	2,121.1	2,121.1	0.0	1,270.4	1,270.4	0.0	1,057.5	1,057.5	0.0	790.2	822.2	-32.0
Sample	15,111	14,730	381	2,779	2,836	-57	4,314	4,424	-110	4,320	4,337	-17	6,692	6,613	79	4,614	4,397	217	4,379	4,090	289	2,789	2,765	24

MediaWorks Combo: Breeze, Edge, George FM, Magic Music & Talk (includes Radio Dunedin), Magic Music, Magic Talk, Mai, More FM (includes More FM Rodney), Rock, The Sound

NZME Combo: Coast, Flava, Gold, Gold AM, Hokonui, Newstalk ZB, Radio Hauraki, The Hits, ZM, BBC (Auckland)

NZME and Partners Combo: Coast, Flava, Gold, Gold AM, Hokonui, Newstalk ZB, Radio Hauraki, The Hits, ZM, BBC (Auckland), Chinese Radio AM936 (Auckland), FM99.4 Chinese Voice (Auckland), Humm FM (Auckland), 95bFM (Auckland), Pulzar FM (Christchurch)

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.

\*Network Gold includes combination of Gold and Mix for Northland & Tauranga: Sun Feb 2 to Sat Mar 28 2020 and Nelson: Sun Jan 19 to Sat Mar 28 2020

\*\*Network Gold AM includes Gold AM for Auckland, Wellington & Christchurch only in S1 2021

\*\*\* Network Magic Music & Talk includes Magic Music and Magic Talk stations, as well as Radio Dunedin

## TOTAL NZ COMMERCIAL RADIO - SURVEY 2 2021

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

Survey Comparisons: 1/2021 - 2/2021

This 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

Last Survey Period: Metro - Sun Sept 13 to Sat Nov 14 2020 & Sun Jan 31 to Sat Apr 10 2021/ Regional - Sun Jan 19 to Sat Mar 28 2020 & Sun Jul 19 to Sat Nov 14 2020 & Sun Jan 31 to Sat Apr 10 2021 \*Auckland, Northland, Tauranga & Waikato Wave 1 field dates Sun Feb 14 to Sat Apr 10 2021

	This	Last	+/-
Potential (000)	4,531.4	4,531.4	0.0
Sample Size	15,111	14,730	381

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

MediaWorks Combo: Breeze, Edge, George FM, Magic Music & Talk (includes Radio Dunedin), Magic Music, Magic Talk, Mai, More FM (includes More FM Rodney), Rock, The Sound

NZME Combo: Coast, Flava, Gold, Gold AM, Hokonui, Newstalk ZB, Radio Hauraki, The Hits, ZM, BBC (Auckland)

NZME and Partners Combo: Coast, Flava, Gold, Gold AM, Hokonui, Newstalk ZB, Radio Hauraki, The Hits, ZM, BBC (Auckland), Chinese Radio AM936 (Auckland), FM99.4 Chinese Voice (Auckland), Humm FM (Auckland), 95bFM (Auckland), Pulzar FM (Christchurch)

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