

AUCKLAND COMMERCIAL RADIO - SURVEY 3 2021

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

Survey Comparisons: 2/2021 - 3/2021

This Survey Period: Sun Apr 11 to Sat Aug 28 2021

Last Survey Period: Sun Feb 14 to Sat Jun 19 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	+/-	
95bFM	0.9	0.8	0.1	21	0.6	1.0	-0.4	0.9	0.9	0.0	1.4	0.9	0.5	1.4	1.0	0.4	0.9	0.9	0.0	0.3	0.3	0.0	1.1	0.8	0.3	
BBC	0.6	0.6	0.0	23	0.8	0.6	0.2	0.2	*	*	0.2	0.1	0.1	0.1	0.1	0.0	0.4	0.4	0.0	0.8	0.9	-0.1	0.1	0.3	-0.2	
Breeze	9.1	10.0	-0.9	2	5.7	7.4	-1.7	6.7	6.6	0.1	8.5	9.7	-1.2	8.7	9.7	-1.0	11.4	12.1	-0.7	12.4	12.3	0.1	11.0	11.1	-0.1	
Chinese Radio AM936	0.7	1.2	-0.5	22	0.9	1.0	-0.1	0.3	1.0	-0.7	0.4	1.4	-1.0	0.4	1.3	-0.9	0.9	1.3	-0.4	1.4	1.3	0.1	0.8	1.2	-0.4	
Coast	4.3	4.7	-0.4	9	2.0	1.7	0.3	1.4	1.8	-0.4	1.6	1.9	-0.3	2.7	3.5	-0.8	6.7	7.6	-0.9	8.3	8.5	-0.2	4.6	4.6	0.0	
Edge	4.2	4.0	0.2	10	8.0	8.3	-0.3	7.6	6.3	1.3	7.0	5.6	1.4	5.3	4.8	0.5	2.2	2.7	-0.5	1.3	1.4	-0.1	5.1	4.2	0.9	
Flava	3.5	3.1	0.4	12	10.7	9.0	1.7	7.2	6.8	0.4	4.9	4.7	0.2	3.8	3.5	0.3	1.1	0.5	0.6	0.2	0.1	0.1	4.4	2.7	1.7	
FM99.4 Chinese Voice	0.4	0.2	0.2	28	0.4	0.3	0.1	0.2	0.2	0.0	0.3	0.3	0.0	0.3	0.3	0.0	0.5	0.3	0.2	0.5	0.2	0.3	*	*	*	
George FM	5.3	3.6	1.7	5	6.2	6.1	0.1	8.9	6.6	2.3	8.5	6.0	2.5	8.6	5.2	3.4	4.5	2.1	2.4	0.3	0.4	-0.1	3.3	2.2	1.1	
Gold	1.6	1.7	-0.1	19	0.3	1.3	-1.0	0.1	0.5	-0.4	0.5	0.8	-0.3	1.1	1.4	-0.3	3.1	3.4	-0.3	3.2	2.8	0.4	0.6	1.1	-0.5	
Gold AM	0.2	0.2	0.0	29	0.1	*	*	0.1	0.1	*	0.1	0.1	0.0	0.2	0.1	0.1	0.4	0.3	0.1	0.3	0.4	-0.1	0.3	0.2	0.1	
Humm FM	1.9	1.5	0.4	15	0.4	0.6	-0.2	5.2	3.8	1.4	5.2	3.8	1.4	3.7	2.8	0.9	0.5	0.4	0.1	*	0.1	*	2.6	1.9	0.7	
Life FM	1.4	1.9	-0.5	20	1.1	2.9	-1.8	1.3	1.6	-0.3	2.0	2.5	-0.5	2.2	2.5	-0.3	1.5	1.8	-0.3	0.3	0.9	-0.6	0.9	1.9	-1.0	
Magic Music	4.7	6.3	-1.6	7	0.1	0.7	-0.6	0.7	1.3	-0.6	0.7	1.0	-0.3	1.1	2.2	-1.1	4.8	7.3	-2.5	11.0	11.6	-0.6	1.1	4.3	-3.2	
Magic Talk	1.7	2.5	-0.8	17	1.3	0.6	0.7	0.2	0.5	-0.3	0.3	0.5	-0.2	1.0	1.0	0.0	2.6	2.0	0.6	3.0	3.0	0.0	1.6	4.6	-3.0	
Mai FM	8.5	9.3	-0.8	3	17.3	17.4	-0.1	17.0	18.5	-1.5	14.0	15.9	-1.9	10.8	13.1	-2.3	4.3	4.2	0.1	2.2	1.0	1.2	7.2	7.3	-0.1	
More FM	5.2	4.4	0.8	6	9.6	7.1	2.5	3.9	3.4	0.5	3.9	3.4	0.5	5.2	5.2	0.0	5.9	6.1	-0.2	4.2	2.7	1.5	6.9	7.2	-0.3	
Newstalk ZB	18.8	15.2	3.6	1	4.3	4.0	0.3	6.9	5.3	1.6	9.0	6.7	2.3	12.0	9.1	2.9	21.1	16.3	4.8	27.3	24.3	3.0	17.8	14.6	3.2	
Niu FM	0.5	0.8	-0.3	24	1.7	1.8	-0.1	1.2	1.6	-0.4	0.7	1.0	-0.3	0.6	1.0	-0.4	0.3	0.5	-0.2	*	*	*	0.3	0.4	-0.1	
Radio 531pi	0.5	0.6	-0.1	24	*	*	*	0.8	1.0	-0.2	0.8	1.0	-0.2	0.7	0.7	0.0	0.3	0.2	0.1	0.5	0.8	-0.3	0.6	0.6	0.0	
Radio Hauraki	1.8	1.6	0.2	16	0.5	0.7	-0.2	1.8	1.7	0.1	2.1	1.9	0.2	2.6	2.3	0.3	2.5	2.3	0.2	1.2	1.3	-0.1	1.2	1.5	-0.3	
Radio Samoa	2.0	1.9	0.1	14	2.2	2.6	-0.4	1.4	1.6	-0.2	0.6	0.8	-0.2	1.8	1.2	0.6	3.6	2.8	0.8	2.7	3.3	-0.6	5.0	4.2	0.8	
Radio Waatea	*	*	*	*	0.1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	0.5	0.5	0.0	24	0.4	1.0	-0.6	*	0.1	*	0.4	0.3	0.1	0.5	0.4	0.1	0.7	0.6	0.1	0.4	0.4	0.0	0.3	0.1	0.2	
Rock	4.4	4.9	-0.5	8	5.0	4.7	0.3	6.5	8.7	-2.2	7.6	8.3	-0.7	6.9	7.2	-0.3	3.6	4.2	-0.6	1.0	2.2	-1.2	3.9	3.2	0.7	
Star	0.5	0.3	0.2	24	*	*	*	*	*	*	*	*	*	0.1	0.1	0.0	0.6	0.3	0.3	1.5	0.9	0.6	*	*	*	
Tainui Live	*	*	*	*	0.1	*	*	*	0.1	*	*	0.1	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Tarana	1.7	2.4	-0.7	17	1.2	0.9	0.3	1.1	1.9	-0.8	1.5	2.8	-1.3	1.2	2.5	-1.3	1.2	2.6	-1.4	3.0	3.8	-0.8	2.6	3.9	-1.3	
The Hits	3.0	3.2	-0.2	13	3.6	4.3	-0.7	2.9	3.3	-0.4	2.9	3.9	-1.0	3.4	3.9	-0.5	3.1	3.4	-0.3	2.1	2.4	-0.3	4.5	3.9	0.6	
The Sound	3.7	4.6	-0.9	11	1.7	1.8	-0.1	1.9	2.7	-0.8	2.2	3.2	-1.0	3.2	4.0	-0.8	5.4	6.9	-1.5	6.2	8.4	-2.2	2.0	3.1	-1.1	
ZM	5.7	5.2	0.5	4	9.9	8.7	1.2	10.3	8.8	1.5	9.1	7.8	1.3	7.7	6.8	0.9	3.8	4.1	-0.3	1.7	2.2	-0.5	6.6	4.7	1.9	
MediaWorks Combo	47.6	50.2	-2.6		55.5	54.7	0.8	53.9	54.9	-1.0	52.9	53.9	-1.0	51.1	52.9	-1.8	45.6	48.7	-3.1	42.8	43.8	-1.0	42.2	47.3	-5.1	
NZME Combo	39.3	35.5	3.8		32.2	30.3	1.9	30.9	28.3	2.6	30.4	28.0	2.4	33.6	30.7	2.9	42.2	38.3	3.9	45.0	42.9	2.1	40.0	33.5	6.5	
NZME and Partners	43.3	39.2	4.1		34.6	33.2	1.4	37.4	34.2	3.2	37.7	34.3	3.4	39.5	36.1	3.4	45.1	41.2	3.9	47.2	44.8	2.4	44.5	37.4	7.1	
Potential (000)	1,501.0	1,501.0	0.0		345.0	345.0	0.0	587.7	587.4	0.3	540.0	540.0	0.0	757.0	757.0	0.0	403.0	403.0	0.0	309.0	309.0	0.0	280.5	271.1	9.4	
Sample	2,427	2,483	-56		494	501	-7	774	784	-10	792	790	2	1,168	1,146	22	706	693	13	595	652	-57	488	457	31	

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 or Magic Talk or Mai FM or More FM or Rock or The Sound or listening to More FM Rodney

NZME Combo: BBC or Coast or Flava or Gold or Gold AM 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 or Gold AM 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 3 2021

Station Share (%) by Daypart, People 10+

Survey Comparisons: 2/2021 - 3/2021

This Survey Period: Sun Apr 11 to Sat Aug 28 2021

Last Survey Period: Sun Feb 14 to Sat Jun 19 2021

	This	Last	+/-
Potential (000)	1,501.0	1,501.0	0.0
Sample Size	2,427	2,483	-56

	Breakfast				Morning				Afternoon				Drive				Night				Mid Dawn				Weekend				
	This	Last	+/-	Rank	This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-		
95bFM	0.5	0.5	0.0	25	0.7	0.5	0.2		0.8	0.8	0.0		1.2	0.7	0.5		0.8	0.9	-0.1		0.5	0.5	0.0		1.4	1.2	0.2		0.2
BBC	0.4	0.3	0.1	26	0.4	0.4	0.0		0.4	0.5	-0.1		0.2	0.3	-0.1		1.4	1.2	0.2		1.8	1.3	0.5		0.7	0.9	-0.2		0.2
Breeze	7.5	7.9	-0.4	3	11.9	11.5	0.4		12.1	12.4	-0.3		7.6	9.5	-1.9		5.6	7.7	-2.1		7.0	8.1	-1.1		8.3	10.2	-1.9		0.2
Chinese Radio AM936	0.8	1.5	-0.7	21	1.1	1.5	-0.4		0.6	1.2	-0.6		0.7	1.3	-0.6		1.0	0.7	0.3		0.1	0.1	0.0		0.7	0.9	-0.2		0.2
Coast	3.9	4.3	-0.4	9	4.9	5.9	-1.0		4.9	5.4	-0.5		4.2	4.7	-0.5		2.4	2.0	0.4		4.8	3.7	1.1		4.0	4.6	-0.6		0.2
Edge	3.8	3.4	0.4	10	3.9	3.4	0.5		5.0	4.5	0.5		5.7	5.4	0.3		3.6	4.2	-0.6		1.1	1.8	-0.7		3.9	4.2	-0.3		0.2
Flava	3.3	2.7	0.6	11	3.5	3.3	0.2		4.5	4.3	0.2		4.1	3.9	0.2		4.2	3.8	0.4		1.0	1.0	0.0		2.6	2.0	0.6		0.2
FM99.4 Chinese Voice	0.4	0.4	0.0	26	0.5	0.2	0.3		0.2	0.1	0.1		0.3	0.4	-0.1		0.8	0.3	0.5		*	0.1	*		0.3	0.2	0.1		0.2
George FM	4.3	3.4	0.9	6	5.1	3.2	1.9		5.9	3.6	2.3		6.1	4.4	1.7		2.2	1.8	0.4		2.2	2.4	-0.2		6.6	4.1	2.5		0.2
Gold	0.9	1.3	-0.4	19	1.6	1.9	-0.3		1.4	1.7	-0.3		1.4	1.4	0.0		3.4	1.7	1.7		3.8	1.4	2.4		1.5	2.1	-0.6		0.2
Gold AM	0.1	0.1	0.0	29	0.1	0.2	-0.1		0.5	0.1	0.4		*	0.1	*		0.2	0.2	0.0		0.1	0.1	0.0		0.3	0.5	-0.2		0.2
Humm FM	1.7	1.6	0.1	15	2.3	1.2	1.1		1.9	1.2	0.7		1.8	1.7	0.1		2.0	1.3	0.7		0.6	0.9	-0.3		2.2	1.9	0.3		0.2
Life FM	0.9	1.3	-0.4	19	0.7	1.2	-0.5		0.8	1.4	-0.6		1.4	1.7	-0.3		1.6	1.3	0.3		2.1	2.9	-0.8		2.5	3.4	-0.9		0.2
Magic Music	4.0	5.0	-1.0	8	6.0	8.7	-2.7		5.5	8.6	-3.1		2.8	4.3	-1.5		2.6	3.0	-0.4		3.2	2.2	1.0		5.7	7.0	-1.3		0.2
Magic Talk	1.6	2.1	-0.5	16	3.1	3.4	-0.3		1.2	1.3	-0.1		0.7	1.7	-1.0		1.7	2.6	-0.9		2.0	7.6	-5.6		1.8	2.8	-1.0		0.2
Mai FM	9.2	10.9	-1.7	2	8.0	8.6	-0.6		7.7	8.0	-0.3		9.4	11.0	-1.6		10.4	11.3	-0.9		6.9	8.4	-1.5		8.2	8.1	0.1		0.2
More FM	5.0	4.4	0.6	5	5.2	4.6	0.6		5.7	5.1	0.6		6.2	4.9	1.3		2.9	3.7	-0.8		2.6	0.9	1.7		5.6	4.3	1.3		0.2
Newstalk ZB	25.3	22.5	2.8	1	14.1	11.7	2.4		13.7	10.4	3.3		19.3	13.3	6.0		22.2	17.2	5.0		36.9	32.6	4.3		16.0	12.1	3.9		0.2
Niu FM	0.6	0.9	-0.3	23	0.9	1.2	-0.3		0.5	0.6	-0.1		0.4	0.5	-0.1		0.8	0.9	-0.1		0.7	1.7	-1.0		0.2	0.5	-0.3		0.2
Radio 531pi	0.3	0.4	-0.1	28	0.3	0.6	-0.3		0.6	0.6	0.0		0.7	0.6	0.1		1.2	1.5	-0.3		0.1	1.0	-0.9		0.5	0.6	-0.1		0.2
Radio Hauraki	1.5	1.2	0.3	17	1.6	1.6	0.0		2.6	2.4	0.2		2.2	1.7	0.5		0.9	0.9	0.0		1.1	0.9	0.2		1.4	1.6	-0.2		0.2
Radio Samoa	2.8	2.1	0.7	12	1.8	1.3	0.5		1.2	1.1	0.1		1.0	1.3	-0.3		3.7	5.3	-1.6		4.2	3.2	1.0		1.8	1.9	-0.1		0.2
Radio Waatea	*	*	*	*	*	*	*		*	*	*		*	*	*		*	*	*		*	*	*		0.1	*	*		0.2
Rhema	0.7	0.4	0.3	22	0.3	0.5	-0.2		0.5	0.7	-0.2		0.3	0.3	0.0		0.6	0.8	-0.2		0.2	0.1	0.1		0.4	0.4	0.0		0.2
Rock	4.2	4.0	0.2	7	5.2	6.2	-1.0		4.6	5.0	-0.4		4.9	4.8	0.1		5.0	6.1	-1.1		2.4	2.0	0.4		3.9	4.7	-0.8		0.2
Star	0.6	0.4	0.2	23	0.5	0.4	0.1		0.3	0.4	-0.1		0.1	0.1	0.0		0.4	0.3	0.1		1.8	0.5	1.3		0.5	0.4	0.1		0.2
Tainui Live	*	*	*	*	*	*	*		0.1	*	*		*	*	*		*	*	*		*	0.2	*		*	*	*		0.2
Tarana	1.4	2.1	-0.7	18	1.5	1.8	-0.3		1.2	1.7	-0.5		1.2	2.9	-1.7		5.1	4.7	0.4		1.0	3.5	-2.5		2.1	2.7	-0.6		0.2
The Hits	2.2	2.7	-0.5	14	3.1	3.0	0.1		3.7	3.9	-0.2		3.0	3.6	-0.6		1.7	2.2	-0.5		2.1	1.5	0.6		3.3	3.7	-0.4		0.2
The Sound	2.4	3.1	-0.7	13	4.6	5.8	-1.2		4.5	6.0	-1.5		3.3	4.1	-0.8		3.7	5.3	-1.6		1.3	1.5	-0.2		4.4	4.8	-0.4		0.2
ZM	7.3	6.9	0.4	4	4.6	3.8	0.8		5.2	4.4	0.8		6.7	6.7	0.0		5.0	4.4	0.6		4.5	4.4	0.1		5.5	5.0	0.5		0.2
MediaWorks Combo	42.6	44.6	-2.0		53.7	56.1	-2.4		52.9	55.3	-2.4		47.3	50.4	-3.1		38.0	45.9	-7.9		29.5	35.6	-6.1		49.2	50.7	-1.5		0.2
NZME Combo	45.0	42.0	3.0		33.9	31.8	2.1		36.8	33.1	3.7		41.1	35.6	5.5		41.5	33.6	7.9		56.2	46.8	9.4		35.4	32.5	2.9		0.2
NZME and Partners	48.4	45.9	2.5		38.5	35.3	3.2		40.4	36.5	3.9		45.1	39.6	5.5		46.1	36.8	9.3		57.5	48.5	9.0		40.0	36.7	3.3		0.2

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AUCKLAND COMMERCIAL RADIO - SURVEY 3 2021

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

Survey Comparisons: 2/2021 - 3/2021

This Survey Period: Sun Apr 11 to Sat Aug 28 2021
Last Survey Period: Sun Feb 14 to Sat Jun 19 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	+/-
95bFM	32.8	29.8	3.0	19	9.5	9.9	-0.4	7.9	7.5	0.4	10.9	7.2	3.7	16.6	13.7	2.9	11.7	11.4	0.3	6.0	4.9	1.1	6.1	5.5	0.6
BBC	21.8	24.8	-3.0	23	4.9	4.9	0.0	2.1	0.8	1.3	2.1	1.2	0.9	3.7	3.1	0.6	5.9	6.3	-0.4	8.0	8.9	-0.9	1.9	2.4	-0.5
Breeze	221.4	241.9	-20.5	3	35.0	41.2	-6.2	62.8	71.8	-9.0	74.7	79.6	-4.9	109.5	115.8	-6.3	78.8	83.3	-4.5	67.8	72.1	-4.3	50.1	46.7	3.4
Chinese Radio AM936	27.3	35.9	-8.6	21	7.4	8.6	-1.2	8.0	9.9	-1.9	9.4	13.0	-3.6	11.2	18.9	-7.7	6.5	10.2	-3.7	8.7	7.1	1.6	4.1	7.5	-3.4
Coast	112.8	126.6	-13.8	8	8.2	9.7	-1.5	16.5	20.0	-3.5	20.4	22.0	-1.6	44.8	48.6	-3.8	58.1	64.7	-6.6	53.0	57.4	-4.4	24.9	22.3	2.6
Edge	167.5	167.8	-0.3	6	56.7	60.7	-4.0	92.3	93.0	-0.7	81.6	76.5	5.1	102.8	96.3	6.5	27.2	27.1	0.1	8.0	9.6	-1.6	38.0	32.5	5.5
Flava	103.8	98.1	5.7	11	36.3	35.7	0.6	59.0	57.7	1.3	55.2	52.4	2.8	63.2	60.0	3.2	11.6	9.3	2.3	4.3	1.9	2.4	22.9	23.3	-0.4
FM99.4 Chinese Voice	14.3	12.0	2.3	26	4.4	5.1	-0.7	4.1	3.7	0.4	4.5	4.4	0.1	5.2	5.1	0.1	3.1	1.4	1.7	4.6	1.9	2.7	*	*	*
George FM	104.9	90.5	14.4	10	26.0	22.7	3.3	56.1	50.4	5.7	55.4	48.1	7.3	72.1	60.5	11.6	20.6	16.5	4.1	6.8	6.2	0.6	18.7	13.5	5.2
Gold	39.5	40.4	-0.9	16	3.7	6.0	-2.3	5.8	7.2	-1.4	7.1	7.2	-0.1	15.9	16.6	-0.7	18.3	19.8	-1.5	18.0	16.4	1.6	5.0	6.9	-1.9
Gold AM	12.2	10.4	1.8	27	2.2	0.7	1.5	0.8	1.8	-1.0	1.6	3.0	-1.4	5.4	4.5	0.9	6.1	3.3	2.8	4.2	4.0	0.2	1.3	1.0	0.3
Humm FM	34.8	42.5	-7.7	18	3.2	3.6	-0.4	22.2	26.2	-4.0	25.8	30.3	-4.5	30.4	35.7	-5.3	5.2	6.9	-1.7	1.2	2.6	-1.4	9.9	13.9	-4.0
Life FM	40.5	58.1	-17.6	15	12.4	18.4	-6.0	13.9	21.3	-7.4	15.5	22.2	-6.7	23.7	30.9	-7.2	12.3	14.9	-2.6	4.4	7.5	-3.1	8.6	10.8	-2.2
Magic Music	78.9	90.2	-11.3	13	2.4	3.4	-1.0	10.3	12.5	-2.2	9.2	9.8	-0.6	17.5	24.6	-7.1	26.4	35.3	-8.9	43.2	42.0	1.2	3.6	8.2	-4.6
Magic Talk	36.8	48.8	-12.0	17	4.8	5.3	-0.5	1.9	6.3	-4.4	2.8	6.8	-4.0	9.2	13.7	-4.5	17.0	15.2	1.8	17.9	18.6	-0.7	3.5	7.7	-4.2
Mai FM	242.4	268.4	-26.0	2	83.4	87.2	-3.8	139.1	159.5	-20.4	120.5	139.6	-19.1	143.1	165.7	-22.6	32.8	35.7	-2.9	14.5	13.8	0.7	41.3	43.5	-2.2
More FM	177.9	155.1	22.8	5	52.4	44.9	7.5	57.4	54.6	2.8	60.4	54.7	5.7	90.7	83.6	7.1	54.3	48.1	6.2	31.1	24.0	7.1	40.2	37.5	2.7
Newstalk ZB	307.6	284.3	23.3	1	33.2	34.1	-0.9	63.8	59.4	4.4	77.6	70.3	7.3	126.8	118.5	8.3	117.0	105.7	11.3	115.5	101.8	13.7	60.0	53.4	6.6
Niu FM	18.3	24.9	-6.6	25	5.2	4.8	0.4	9.7	13.5	-3.8	8.8	13.3	-4.5	11.4	18.4	-7.0	4.4	6.8	-2.4	1.7	1.7	0.0	3.3	3.2	0.1
Radio 531pi	11.1	15.4	-4.3	28	0.6	1.1	-0.5	2.6	3.2	-0.6	3.8	4.7	-0.9	5.9	5.2	0.7	3.6	2.3	1.3	3.6	5.5	-1.9	3.7	5.5	-1.8
Radio Hauraki	66.4	68.1	-1.7	14	8.6	11.5	-2.9	25.8	28.6	-2.8	31.3	31.2	0.1	50.5	44.9	5.6	25.1	22.7	2.4	7.3	11.2	-3.9	12.0	11.5	0.5
Radio Samoa	24.4	36.0	-11.6	22	6.9	13.0	-6.1	7.4	11.5	-4.1	4.0	4.0	0.0	8.3	10.0	-1.7	10.7	13.2	-2.5	9.2	12.6	-3.4	10.0	9.7	0.3
Radio Waatea	3.1	1.0	2.1	31	1.2	0.6	0.6	1.3	*	*	1.3	*	*	1.3	*	*	0.6	0.4	0.2	0.6	0.4	0.2	*	*	*
Rhema	19.7	14.5	5.2	24	2.7	2.0	0.7	0.7	2.2	-1.5	4.5	4.7	-0.2	9.3	7.8	1.5	10.5	5.1	5.4	7.7	4.1	3.6	3.2	2.8	0.4
Rock	109.7	121.4	-11.7	9	26.5	30.5	-4.0	48.6	63.7	-15.1	52.8	60.3	-7.5	75.8	79.9	-4.1	28.3	27.6	0.7	7.2	8.9	-1.7	18.4	18.0	0.4
Star	10.2	11.5	-1.3	29	0.4	1.0	-0.6	1.6	1.4	0.2	1.9	2.1	-0.2	3.1	3.7	-0.6	4.5	3.6	0.9	6.7	5.9	0.8	0.3	1.1	-0.8
Tainui Live	4.6	5.2	-0.6	30	3.1	3.1	0.0	1.7	2.3	-0.6	1.3	1.9	-0.6	1.3	1.9	-0.6	*	*	*	*	*	*	*	*	*
Tarana	29.6	29.8	-0.2	20	4.5	4.6	-0.1	15.0	13.9	1.1	16.1	16.6	-0.5	19.1	19.8	-0.7	4.8	5.5	-0.7	4.9	5.0	-0.1	8.8	9.3	-0.5
The Hits	122.5	129.6	-7.1	7	32.4	37.9	-5.5	46.0	53.0	-7.0	45.1	52.1	-7.0	65.5	72.9	-7.4	37.0	36.4	0.6	22.4	17.9	4.5	30.4	26.1	4.3
The Sound	84.8	86.4	-1.6	12	13.5	12.7	0.8	21.0	21.1	-0.1	20.5	21.5	-1.0	41.8	40.1	1.7	40.2	39.6	0.6	28.5	32.7	-4.2	10.9	12.6	-1.7
ZM	201.7	187.1	14.6	4	57.2	56.6	0.6	107.3	103.2	4.1	102.3	93.3	9.0	124.5	113.0	11.5	38.8	34.5	4.3	20.1	17.5	2.6	39.1	29.2	9.9
MediaWorks Combo	827.6	860.6	-33.0		185.0	189.7	-4.7	327.5	357.0	-29.5	320.6	341.8	-21.2	442.3	460.5	-18.2	223.8	222.0	1.8	170.2	170.2	0.0	158.2	149.4	8.8
NZME Combo	719.6	708.3	11.3		133.5	134.7	-1.2	246.8	247.8	-1.0	259.6	250.3	9.3	370.9	361.3	9.6	222.8	219.1	3.7	175.4	168.4	7.0	144.9	136.6	8.3
NZME and Partners	772.3	763.5	8.8		138.8	140.6	-1.8	276.2	276.7	-0.5	293.1	284.0	9.1	411.3	404.3	7.0	235.1	232.8	2.3	182.3	174.3	8.0	158.0	151.7	6.3
All Commercial Radio	1,190.7	1,202.6	-11.9		232.6	242.4	-9.8	441.5	460.0	-18.5	451.6	459.1	-7.5	633.4	636.2	-2.8	349.2	337.0	12.2	271.4	262.9	8.5	243.8	228.5	15.3
Potential (000)	1,501.0	1,501.0	0.0		345.0	345.0	0.0	587.7	587.4	0.3	540.0	540.0	0.0	757.0	757.0	0.0	403.0	403.0	0.0	309.0	309.0	0.0	280.5	271.1	9.4
Sample	2,427	2,483	-56		494	501	-7	774	784	-10	792	790	2	1,168	1,146	22	706	693	13	595	652	-57	488	457	31

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

NZME Combo: BBC or Coast or Flava or Gold or Gold AM 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 or Gold AM 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 3 2021

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

Survey Comparisons: 2/2021 - 3/2021

This Survey Period: Sun Apr 11 to Sat Aug 28 2021

Last Survey Period: Sun Feb 14 to Sat Jun 19 2021

	This	Last	+/-
Potential (000)	1,501.0	1,501.0	0.0
Sample Size	2,427	2,483	-56

	Breakfast				Morning				Afternoon				Drive				Night				Mid Dawn				Weekend			
	Mon-Fri 6am-9am		Last +/-		Mon-Fri 9am-12md		Last +/-		Mon-Fri 12md-4pm		Last +/-		Mon-Fri 4pm-7pm		Last +/-		Mon-Fri 7pm-12mn		Last +/-		Mon-Fri 12mn-6am		Last +/-		Sat-Sun 12mn-12mn		Last +/-	
95bFM	11.6	12.9	-1.3	22	10.3	6.8	3.5		11.6	11.0	0.6		9.2	9.3	-0.1		7.5	6.5	1.0		2.9	3.6	-0.7		21.9	18.3	3.6	
BBC	7.5	8.3	-0.8	24	7.2	7.5	-0.3		7.8	9.9	-2.1		4.8	6.6	-1.8		9.2	8.4	0.8		5.2	3.7	1.5		14.1	16.8	-2.7	
Breeze	96.5	104.0	-7.5	4	93.6	100.1	-6.5		107.1	110.7	-3.6		84.4	95.6	-11.2		38.0	45.1	-7.1		26.5	27.7	-1.2		136.3	142.4	-6.1	
Chinese Radio AM936	16.4	21.1	-4.7	18	14.3	16.9	-2.6		9.0	17.1	-8.1		8.3	15.0	-6.7		10.9	8.6	2.3		1.2	2.1	-0.9		13.7	18.9	-5.2	
Coast	46.9	61.2	-14.3	10	52.3	65.1	-12.8		47.1	52.4	-5.3		49.7	59.7	-10.0		18.9	22.0	-3.1		14.0	14.6	-0.6		55.5	66.4	-10.9	
Edge	81.4	75.5	5.9	6	51.9	53.5	-1.6		74.1	77.4	-3.3		71.5	69.1	2.4		33.1	33.8	-0.7		6.4	11.9	-5.5		91.0	87.5	3.5	
Flava	54.3	46.4	7.9	8	40.1	40.9	-0.8		47.3	50.5	-3.2		50.3	42.1	8.2		28.8	25.8	3.0		9.1	7.9	1.2		46.8	42.2	4.6	
FM99.4 Chinese Voice	6.1	6.0	0.1	26	5.4	4.0	1.4		4.9	3.6	1.3		6.0	4.5	1.5		4.3	2.5	1.8		*	1.3	*		6.7	5.0	1.7	
George FM	49.5	44.5	5.0	9	39.9	30.9	9.0		51.7	35.4	16.3		55.3	43.5	11.8		19.7	18.6	1.1		10.4	9.8	0.6		66.4	53.2	13.2	
Gold	16.2	21.1	-4.9	19	16.7	15.7	1.0		17.3	17.4	-0.1		16.5	15.9	0.6		7.4	10.2	-2.8		5.1	5.7	-0.6		23.4	21.7	1.7	
Gold AM	2.1	3.0	-0.9	29	2.8	3.5	-0.7		4.8	2.6	2.2		1.3	3.0	-1.7		2.7	2.7	0.0		1.4	0.9	0.5		4.4	7.0	-2.6	
Humm FM	19.6	20.7	-1.1	15	15.5	13.6	1.9		17.0	16.5	0.5		18.0	20.9	-2.9		13.7	12.3	1.4		4.4	5.4	-1.0		23.9	23.7	0.2	
Life FM	17.0	21.4	-4.4	17	12.5	17.2	-4.7		13.5	20.3	-6.8		16.8	23.3	-6.5		6.7	11.0	-4.3		4.1	6.4	-2.3		27.7	45.8	-18.1	
Magic Music	35.0	39.4	-4.4	14	46.0	52.3	-6.3		46.6	46.4	0.2		27.3	34.5	-7.2		18.5	18.3	0.2		10.6	9.6	1.0		56.0	63.0	-7.0	
Magic Talk	15.3	16.0	-0.7	20	16.4	17.1	-0.7		10.5	13.1	-2.6		7.2	12.5	-5.3		6.4	9.9	-3.5		3.3	5.5	-2.2		22.1	29.8	-7.7	
Mai FM	132.5	149.9	-17.4	2	98.4	103.5	-5.1		109.4	118.5	-9.1		117.6	124.1	-6.5		70.3	72.0	-1.7		34.2	47.9	-13.7		146.9	165.5	-18.6	
More FM	82.5	73.2	9.3	5	56.9	52.1	4.8		82.8	66.4	16.4		82.0	66.0	16.0		24.8	31.8	-7.0		11.6	7.5	4.1		103.8	86.7	17.1	
Newstalk ZB	216.0	208.8	7.2	1	128.4	121.1	7.3		136.4	113.9	22.5		154.8	136.7	18.1		81.1	75.4	5.7		74.0	66.2	7.8		182.5	168.9	13.6	
Niu FM	7.3	9.8	-2.5	25	5.7	8.7	-3.0		7.0	7.7	-0.7		5.4	6.5	-1.1		6.1	8.0	-1.9		3.2	5.1	-1.9		7.7	10.4	-2.7	
Radio 531pi	3.6	5.3	-1.7	28	2.2	5.8	-3.6		4.0	5.5	-1.5		4.1	4.5	-0.4		5.4	7.0	-1.6		0.9	1.9	-1.0		7.7	9.5	-1.8	
Radio Hauraki	38.8	33.0	5.8	12	26.2	26.2	0.0		30.2	28.0	2.2		31.3	29.4	1.9		11.1	11.1	0.0		7.5	6.8	0.7		30.1	34.6	-4.5	
Radio Samoa	18.7	21.5	-2.8	16	13.7	20.5	-6.8		13.6	16.6	-3.0		10.2	13.6	-3.4		7.3	10.6	-3.3		4.6	4.9	-0.3		18.6	25.5	-6.9	
Radio Waatea	*	*	*	*	*	*	*		*	*	*		*	*	*		*	*	*		*	*	*		3.1	1.0	2.1	
Rhema	10.8	4.2	6.6	23	5.8	5.8	0.0		5.4	6.8	-1.4		4.9	3.9	1.0		3.8	5.4	-1.6		1.5	0.5	1.0		11.9	9.1	2.8	
Rock	64.3	63.7	0.6	7	48.1	57.4	-9.3		43.1	53.9	-10.8		56.1	51.5	4.6		20.3	26.8	-6.5		15.0	11.9	3.1		59.3	75.9	-16.6	
Star	6.1	4.7	1.4	26	4.1	5.6	-1.5		2.7	4.3	-1.6		3.7	1.6	2.1		4.1	3.0	1.1		4.4	2.6	1.8		8.1	7.5	0.6	
Tainui Live	0.4	1.1	-0.7	30	0.9	0.7	0.2		2.4	2.0	0.4		0.5	0.6	-0.1		0.9	0.7	0.2		*	0.7	*		1.4	1.5	-0.1	
Tarana	13.8	15.3	-1.5	21	12.4	11.9	0.5		13.3	13.2	0.1		14.0	16.6	-2.6		13.3	11.8	1.5		2.8	5.6	-2.8		19.0	20.5	-1.5	
The Hits	42.5	53.9	-11.4	11	45.1	44.9	0.2		52.4	55.5	-3.1		47.7	50.1	-2.4		18.6	18.4	0.2		6.7	9.5	-2.8		66.7	67.3	-0.6	
The Sound	36.2	39.8	-3.6	13	40.0	42.6	-2.6		41.3	48.1	-6.8		35.6	37.4	-1.8		15.5	15.3	0.2		6.2	5.8	0.4		49.5	47.9	1.6	
ZM	118.8	108.9	9.9	3	63.2	61.8	1.4		79.2	76.0	3.2		90.1	85.5	4.6		39.0	40.1	-1.1		19.5	22.7	-3.2		115.3	104.0	11.3	
MediaWorks Combo	495.9	505.9	-10.0		410.6	416.5	-5.9		476.7	477.2	-0.5		462.5	461.0	1.5		223.6	240.3	-16.7		106.2	119.2	-13.0		591.9	598.8	-6.9	
NZME Combo	488.1	477.8	10.3		327.7	332.1	-4.4		367.5	348.0	19.5		396.3	370.4	25.9		197.5	193.9	3.6		124.8	121.7	3.1		461.1	445.9	15.2	
NZME and Partners	528.2	520.8	7.4		360.8	365.7	-4.9		403.5	386.4	17.1		426.4	407.0	19.4		222.5	213.1	9.4		130.5	130.2	0.3		507.5	494.8	12.7	
All Commercial Radio	905.7	903.7	2.0		679.4	692.4	-13.0		775.1	769.0	6.1		791.2	776.3	14.9		420.0	433.6	-13.6		225.5	234.9	-9.4		946.9	957.1	-10.2	

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

NZME Combo: BBC or Coast or Flava or Gold or Gold AM 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 or Gold AM 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 3 2021

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

Survey Comparisons: 2/2021 - 3/2021

This Survey Period: Sun Apr 11 to Sat Aug 28 2021

Last Survey Period: Sun Feb 14 to Sat Jun 19 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	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
95bFM	4:42	4:25	0:17	1:36	2:31	-0:55	5:39	6:45	-1:06	7:27	6:52	0:35	7:28	6:16	1:12	4:52	4:33	0:19	2:21	3:07	-0:45	6:01	4:43	1:17
BBC	4:27	4:06	0:20	3:54	3:18	0:35	4:56	2:47	2:09	4:56	2:35	2:21	3:10	1:46	1:23	4:10	3:46	0:23	5:00	4:47	0:13	1:24	4:00	-2:35
Breeze	7:09	7:10	-0:00	3:50	4:39	-0:49	5:36	5:01	0:34	6:26	6:56	-0:30	7:01	7:07	-0:06	8:58	8:13	0:45	9:13	8:17	0:55	7:29	8:04	-0:34
Chinese Radio AM936	4:44	5:40	-0:55	2:56	2:52	0:04	1:50	5:26	-3:36	2:33	5:55	-3:21	3:28	5:49	-2:21	8:05	7:26	0:39	7:53	8:56	-1:03	6:46	5:28	1:18
Coast	6:34	6:25	0:09	5:43	4:26	1:17	4:23	4:53	-0:30	4:18	5:00	-0:41	5:16	6:03	-0:47	7:07	6:38	0:29	7:52	7:14	0:37	6:21	6:55	-0:34
Edge	4:20	4:08	0:12	3:20	3:33	-0:13	4:18	3:41	0:36	4:50	4:09	0:41	4:35	4:12	0:22	5:07	5:35	-0:27	8:20	7:08	1:11	4:33	4:19	0:13
Flava	5:48	5:25	0:22	6:57	6:30	0:27	6:24	6:25	-0:00	4:59	5:06	-0:06	5:21	4:54	0:26	6:10	3:15	2:54	2:35	2:31	0:04	6:31	3:56	2:35
FM99.4 Chinese Voice	4:18	3:30	0:48	1:57	1:33	0:24	2:22	3:07	-0:44	3:16	3:59	-0:42	4:57	5:01	-0:03	10:52	10:08	0:44	5:51	4:39	1:11	6:00	5:24	0:36
George FM	8:45	6:50	1:55	5:38	6:58	-1:20	8:19	7:08	1:11	8:37	7:05	1:31	10:30	7:18	3:12	13:46	7:02	6:43	1:59	2:50	-0:50	6:00	5:24	0:36
Gold	6:49	7:14	-0:24	1:48	5:36	-3:48	1:06	4:05	-2:58	3:53	6:02	-2:09	6:05	7:08	-1:02	10:24	9:39	0:45	9:02	8:22	0:39	4:25	5:26	-1:00
Gold AM	3:08	3:42	-0:34	1:21	0:30	0:51	2:45	3:04	-0:19	2:04	2:33	-0:28	3:18	2:31	0:46	4:18	4:23	-0:05	3:57	4:24	-0:27	7:09	6:03	1:06
Humm FM	9:43	6:04	3:38	2:59	4:32	-1:32	12:12	7:55	4:16	11:24	7:10	4:13	10:46	6:40	4:05	6:24	3:20	3:04	1:06	1:33	-0:26	8:51	4:44	4:07
Life FM	5:51	5:39	0:11	2:07	4:02	-1:55	4:54	3:58	0:55	7:20	6:25	0:55	8:20	6:48	1:31	7:49	6:51	0:57	2:57	5:30	-2:32	3:37	5:50	-2:12
Magic Music	10:24	12:10	-1:46	0:54	5:09	-4:14	3:41	5:30	-1:48	4:01	5:34	-1:32	5:30	7:32	-2:02	11:13	11:40	-0:27	12:49	13:30	-0:40	10:52	17:52	-7:00
Magic Talk	8:03	8:57	-0:53	6:18	2:45	3:32	5:13	4:37	0:35	6:43	4:28	2:14	9:55	6:01	3:53	9:25	7:16	2:08	8:26	7:49	0:37	15:25	20:01	-4:36
Mai FM	6:05	5:59	0:05	4:53	5:09	-0:16	6:23	6:20	0:03	6:33	6:30	0:02	6:40	6:40	-0:00	8:09	6:36	1:32	7:43	3:34	4:09	5:55	5:41	0:13
More FM	5:06	4:55	0:11	4:19	4:07	0:12	3:34	3:26	0:07	3:40	3:34	0:06	5:03	5:16	-0:12	6:44	7:07	-0:23	6:50	5:30	1:19	5:52	6:28	-0:35
Newstalk ZB	10:38	9:14	1:24	3:01	3:00	0:01	5:39	4:51	0:48	6:32	5:27	1:05	8:21	6:31	1:50	11:13	8:43	2:30	11:57	11:38	0:19	10:06	9:13	0:53
Niu FM	5:07	5:24	-0:16	7:35	9:49	-2:14	6:43	6:35	0:07	4:25	4:27	-0:01	4:37	4:42	-0:04	3:36	4:08	-0:31	0:59	0:30	0:29	3:22	4:21	-0:58
Radio 531pi	7:39	7:12	0:26	0:45	0:28	0:16	16:06	16:22	-0:15	11:38	11:50	-0:12	9:49	10:52	-1:02	5:49	3:42	2:06	6:54	6:54	0:00	5:50	3:42	2:08
Radio Hauraki	4:35	4:03	0:31	1:28	1:37	-0:09	3:37	3:15	0:21	3:49	3:29	0:19	4:35	4:16	0:19	6:14	5:40	0:34	8:15	5:48	2:27	3:20	4:24	-1:04
Radio Samoa	14:04	9:08	4:55	7:32	5:07	2:24	9:31	7:48	1:43	9:07	11:18	-2:11	18:44	10:19	8:25	20:53	11:48	9:05	14:45	12:36	2:09	17:07	14:44	2:23
Radio Waatea	0:48	0:24	0:24	1:09	0:30	0:39	0:43	*	*	0:43	*	*	0:43	*	*	0:15	0:15	0:00	0:15	0:15	0:00	*	*	*
Rhema	4:00	5:34	-1:33	3:43	12:37	-8:54	2:44	3:41	-0:56	4:57	3:42	1:15	5:02	4:16	0:45	3:51	6:16	-2:25	2:53	5:06	-2:13	2:48	1:36	1:11
Rock	7:03	6:55	0:07	4:24	3:56	0:27	6:59	7:27	-0:27	8:07	7:52	0:14	8:01	7:36	0:25	8:00	8:36	-0:35	6:41	12:00	-5:18	7:11	6:05	1:06
Star	8:10	5:07	3:02	0:15	0:33	-0:18	0:49	0:47	0:02	0:44	0:43	0:00	2:52	2:34	0:18	8:10	3:57	4:13	11:01	7:12	3:49	0:45	0:56	-0:11
Tainui Live	0:50	0:53	-0:02	0:41	0:24	0:17	0:59	1:25	-0:25	1:11	1:39	-0:28	1:11	1:39	-0:28	*	*	*	*	*	*	*	*	*
Tarana	9:58	14:09	-4:11	6:18	4:53	1:25	3:57	7:26	-3:28	5:10	9:27	-4:17	5:39	10:50	-5:10	15:57	26:59	-11:01	31:13	36:55	-5:42	10:08	14:11	-4:03
The Hits	4:11	4:18	-0:07	2:36	2:57	-0:21	3:16	3:21	-0:05	3:37	4:18	-0:40	4:35	4:28	0:06	5:17	5:21	-0:03	4:38	6:38	-2:00	5:02	5:01	0:01
The Sound	7:40	9:15	-1:34	2:55	3:44	-0:48	4:48	6:54	-2:06	5:55	8:33	-2:37	6:42	8:25	-1:43	8:26	9:55	-1:28	11:05	12:29	-1:23	6:19	8:13	-1:54
ZM	4:57	4:51	0:05	4:05	3:58	0:07	4:59	4:37	0:21	5:01	4:45	0:16	5:28	5:06	0:21	6:04	6:39	-0:35	4:12	6:02	-1:50	5:46	5:26	0:19
MediaWorks Combo	9:59	10:05	-0:06	7:04	7:27	-0:22	8:35	8:23	0:12	9:18	8:58	0:19	10:13	9:43	0:30	12:40	12:24	0:16	12:42	12:32	0:10	9:07	10:43	-1:35
NZME Combo	9:30	8:40	0:49	5:41	5:49	-0:07	6:31	6:13	0:17	6:35	6:22	0:13	8:01	7:10	0:50	11:47	9:52	1:55	12:58	12:25	0:33	9:26	8:17	1:08
NZME and Partners	9:44	8:53	0:51	5:52	6:06	-0:13	7:04	6:45	0:18	7:15	6:53	0:22	8:29	7:33	0:55	11:56	10:00	1:55	13:06	12:31	0:34	9:37	8:20	1:16
All Commercial Radio	14:36	14:23	0:12	10:08	10:40	-0:32	11:50	11:51	-0:01	12:29	12:25	0:04	13:58	13:18	0:39	17:49	16:47	1:02	18:37	18:32	0:05	14:01	14:48	-0:46
Potential (000)	1,501.0	1,501.0	0.0	345.0	345.0	0.0	587.7	587.4	0.3	540.0	540.0	0.0	757.0	757.0	0.0	403.0	403.0	0.0	309.0	309.0	0.0	280.5	271.1	9.4
Sample	2,427	2,483	-56	494	501	-7	774	784	-10	792	790	2	1,168	1,146	22	706	693	13	595	652	-57	488	457	31

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

NZME Combo: BBC or Coast or Flava or Gold or Gold AM 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 or Gold AM 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 3 2021

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

Survey Comparisons: 2/2021 - 3/2021

This Survey Period: Sun Apr 11 to Sat Aug 28 2021

Last Survey Period: Sun Feb 14 to Sat Jun 19 2021

	This	Last	+/-
Potential (000)	1,501.0	1,501.0	0.0
Sample Size	2,427	2,483	-56

	Breakfast			Morning			Afternoon			Drive			Night			Mid Dawn			Weekend			
	Mon-Fri 6am-9am	Last	+/-	Mon-Fri 9am-12md	Last	+/-	Mon-Fri 12md-4pm	Last	+/-	Mon-Fri 4pm-7pm	Last	+/-	Mon-Fri 7pm-12mn	Last	+/-	Mon-Fri 12mn-6am	Last	+/-	Sat-Sun 12mn-12mn	Last	+/-	
95bFM	1:24	1:20	0:03	1:55	2:12	-0:17	2:13	2:15	-0:02	2:49	1:35	1:14	1:00	1:26	-0:25	1:16	1:06	0:09	2:30	2:31	-0:00	
BBC	2:08	1:04	1:03	1:29	1:32	-0:03	1:40	1:31	0:09	1:01	1:01	0:00	1:26	1:31	-0:05	2:27	2:38	-0:11	1:53	2:12	-0:19	
Breeze	2:47	2:39	0:07	3:32	3:09	0:23	3:42	3:31	0:11	2:00	2:11	-0:11	1:24	1:46	-0:21	1:53	2:08	-0:15	2:18	2:49	-0:31	
Chinese Radio AM936	1:38	2:24	-0:45	2:07	2:23	-0:15	2:16	2:17	-0:01	1:51	1:54	-0:02	0:55	0:47	0:07	0:46	0:15	0:31	1:48	1:57	-0:08	
Coast	2:59	2:26	0:33	2:36	2:28	0:07	3:24	3:13	0:11	1:52	1:45	0:07	1:13	0:56	0:17	2:27	1:50	0:36	2:46	2:42	0:03	
Edge	1:40	1:34	0:05	2:05	1:45	0:20	2:13	1:48	0:24	1:47	1:44	0:02	1:02	1:17	-0:15	1:13	1:06	0:06	1:38	1:53	-0:15	
Flava	2:08	2:02	0:06	2:27	2:14	0:13	3:07	2:39	0:28	1:49	2:02	-0:13	1:24	1:32	-0:07	0:46	0:54	-0:07	2:08	1:52	0:16	
FM99.4 Chinese Voice	2:30	2:10	0:19	2:30	1:41	0:48	1:15	0:58	0:16	1:15	1:44	-0:28	1:45	1:15	0:29	*	0:27	*	1:40	1:29	0:11	
George FM	3:09	2:41	0:27	3:31	2:48	0:43	3:45	3:14	0:31	2:29	2:15	0:14	1:05	1:00	0:04	1:29	1:49	-0:20	3:48	3:04	0:44	
Gold	1:56	2:10	-0:13	2:40	3:14	-0:33	2:38	3:03	-0:24	1:50	1:57	-0:06	4:22	1:41	2:41	5:19	1:51	3:28	2:29	3:51	-1:21	
Gold AM	1:54	1:13	0:40	1:28	1:38	-0:10	3:05	1:35	1:29	0:25	0:33	-0:08	0:49	0:41	0:07	0:40	0:30	0:10	2:32	3:00	-0:27	
Humm FM	3:11	2:39	0:31	4:08	2:25	1:43	3:46	2:17	1:29	2:13	1:47	0:26	1:25	1:08	0:17	1:02	1:16	-0:13	3:28	3:09	0:19	
Life FM	1:57	2:09	-0:11	1:29	1:55	-0:26	2:04	2:07	-0:02	1:50	1:35	0:15	2:21	1:14	1:06	3:45	3:17	0:28	3:25	2:56	0:28	
Magic Music	4:07	4:24	-0:16	3:39	4:32	-0:52	3:55	5:48	-1:53	2:18	2:44	-0:26	1:19	1:43	-0:23	2:08	1:40	0:27	3:51	4:22	-0:31	
Magic Talk	3:46	4:32	-0:46	5:11	5:29	-0:17	3:37	3:08	0:29	2:11	2:56	-0:45	2:33	2:44	-0:11	4:18	10:07	-5:48	3:08	3:39	-0:31	
Mai FM	2:29	2:32	-0:03	2:16	2:16	-0:00	2:19	2:07	0:11	1:47	1:58	-0:10	1:24	1:38	-0:13	1:26	1:16	0:09	2:06	1:55	0:11	
More FM	2:11	2:06	0:04	2:32	2:24	0:08	2:15	2:24	-0:09	1:41	1:37	0:03	1:08	1:12	-0:04	1:35	0:54	0:41	2:02	1:57	0:05	
Newstalk ZB	4:12	3:46	0:25	3:03	2:39	0:24	3:19	2:52	0:26	2:47	2:09	0:38	2:38	2:22	0:15	3:34	3:37	-0:02	3:20	2:48	0:32	
Niu FM	2:55	3:09	-0:14	4:29	3:43	0:45	2:26	2:20	0:06	1:28	1:37	-0:08	1:13	1:11	0:01	1:36	2:29	-0:53	1:11	1:57	-0:46	
Radio 531pi	3:22	2:48	0:34	3:42	2:56	0:45	4:45	3:32	1:13	3:48	2:57	0:51	2:05	2:15	-0:10	1:00	3:58	-2:58	2:15	2:21	-0:06	
Radio Hauraki	1:22	1:15	0:07	1:41	1:39	0:02	2:52	2:43	0:09	1:36	1:17	0:18	0:46	0:50	-0:03	1:01	0:55	0:06	1:45	1:47	-0:01	
Radio Samoa	5:22	3:27	1:55	3:38	1:46	1:51	2:48	2:08	0:40	2:09	2:06	0:03	4:48	5:16	-0:27	6:32	4:43	1:48	3:37	2:56	0:40	
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0:48	0:24	0:24
Rhema	2:22	3:16	-0:54	1:38	2:12	-0:34	3:02	3:13	-0:11	1:19	1:52	-0:32	1:26	1:31	-0:05	0:54	1:00	-0:05	1:12	1:43	-0:31	
Rock	2:21	2:13	0:08	3:02	2:58	0:03	3:29	2:55	0:33	1:58	2:02	-0:04	2:22	2:22	-0:00	1:08	1:13	-0:05	2:31	2:27	0:04	
Star	3:42	2:39	1:03	3:10	1:57	1:12	4:00	2:35	1:24	0:45	0:56	-0:10	0:53	0:53	0:00	2:54	1:32	1:21	2:08	2:08	-0:00	
Tainui Live	0:15	0:15	0:00	0:15	0:15	0:00	0:45	0:41	0:04	0:15	0:15	0:00	0:15	0:15	0:00	*	2:30	*	1:00	0:26	0:34	
Tarana	3:38	4:53	-1:14	3:19	4:08	-0:48	3:02	4:02	-0:59	1:57	3:48	-1:50	3:42	4:08	-0:26	2:31	4:37	-2:06	4:09	5:14	-1:04	
The Hits	1:53	1:46	0:07	1:54	1:48	0:05	2:18	2:12	0:06	1:24	1:34	-0:09	0:52	1:15	-0:22	2:16	1:11	1:04	1:54	2:09	-0:15	
The Sound	2:25	2:41	-0:16	3:11	3:42	-0:31	3:37	3:54	-0:16	2:04	2:25	-0:21	2:17	3:38	-1:20	1:32	1:56	-0:23	3:22	3:55	-0:32	
ZM	2:11	2:13	-0:01	2:01	1:41	0:20	2:10	1:49	0:20	1:39	1:43	-0:04	1:14	1:08	0:05	1:39	1:24	0:14	1:48	1:53	-0:05	
MediaWorks Combo	3:04	3:05	-0:00	3:38	3:41	-0:03	3:39	3:38	0:01	2:17	2:25	-0:08	1:37	1:59	-0:21	1:59	2:11	-0:12	3:09	3:19	-0:10	
NZME Combo	3:18	3:04	0:13	2:53	2:37	0:15	3:18	2:59	0:18	2:19	2:08	0:11	2:01	1:48	0:12	3:13	2:49	0:23	2:55	2:52	0:03	
NZME and Partners	3:16	3:05	0:11	2:58	2:38	0:19	3:17	2:58	0:19	2:22	2:09	0:12	1:59	1:47	0:11	3:08	2:43	0:24	3:00	2:55	0:04	
All Commercial Radio	3:57	3:52	0:05	4:05	3:57	0:08	4:15	4:05	0:09	2:49	2:51	-0:01	2:17	2:24	-0:07	3:10	3:07	0:02	4:01	4:06	-0:05	

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

NZME Combo: BBC or Coast or Flava or Gold or Gold AM 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 or Gold AM 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