

## TOTAL NZ COMMERCIAL RADIO - SURVEY 4 2021

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

Survey Comparisons: 3/2021 - 4/2021

This Survey Period: Metro - Sun Jun 20 to Sat Nov 6 2021 / Regional - Sun Jan 31 to Sat Nov 6 2021 \*Northland, Tauranga & Waikato Wave 1 field dates Sun Feb 14 to Sat Apr 10 2021

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

	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	9.1	9.4	-0.3	2	6.5	5.6	0.9	8.9	6.5	2.4	9.6	8.0	1.6	9.4	8.6	0.8	10.6	11.6	-1.0	10.3	12.4	-2.1	10.0	10.4	-0.4	4.5	4.5	0.0				
Network Coast	5.0	4.9	0.1	9	2.4	2.2	0.2	2.4	2.3	0.1	2.4	2.2	0.2	3.3	3.4	-0.1	6.3	6.2	0.1	8.4	8.0	0.4	4.5	4.5	0.0	8.2	9.7	-1.5				
Network The Edge	5.7	6.3	-0.6	8	13.8	15.2	-1.4	11.5	11.5	0.0	8.9	8.9	0.0	7.1	7.5	-0.4	3.1	4.1	-1.0	1.4	2.1	-0.7	8.2	9.7	-1.5	1.6	2.3	-0.7				
Network Flava	1.5	1.6	-0.1	15	3.8	4.5	-0.7	2.8	3.6	-0.8	2.6	2.8	-0.2	1.9	2.1	-0.2	0.5	0.5	0.0	0.1	0.1	0.0	1.6	2.3	-0.7	0.3	0.3	0.0				
Network George FM	2.8	2.6	0.2	12	3.2	3.6	-0.4	4.7	5.1	-0.4	4.6	4.5	0.1	4.7	4.3	0.4	2.8	2.1	0.7	0.5	0.2	0.3	2.0	1.7	0.3	0.4	0.4	0.0				
Network Gold	1.2	1.1	0.1	17	0.6	0.6	0.0	0.3	0.2	0.1	0.6	0.6	0.0	1.2	1.1	0.1	2.3	2.0	0.3	1.8	1.5	0.3	1.3	0.9	0.4	0.2	0.2	0.0				
Network Gold AM	0.3	0.3	0.0	22	0.2	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.0	0.3	0.3	0.0	0.7	0.6	0.1	0.4	0.5	-0.1	0.2	0.2	0.0	0.2	0.2	0.0				
Network Hokonui	0.3	0.3	0.0	22	0.3	0.3	0.0	0.2	0.3	-0.1	0.2	0.3	-0.1	0.1	0.2	-0.1	0.4	0.4	0.0	0.6	0.6	0.0	0.1	0.1	0.0	0.1	0.1	0.0				
Network Life FM	1.3	1.1	0.2	16	1.5	1.1	0.4	2.1	1.4	0.7	2.4	1.8	0.6	1.9	1.7	0.2	0.9	1.0	-0.1	0.5	0.4	0.1	2.4	1.3	1.1	*	2.2	n.a.	*			
Network Magic Music*	5.8	n.a.	*	6	1.1	n.a.	*	1.0	n.a.	*	1.1	n.a.	*	1.5	n.a.	*	4.8	n.a.	*	11.7	n.a.	*	2.2	n.a.	*	1.8	n.a.	*	1.8	n.a.	*	
Network Magic Talk*	2.4	n.a.	*	13	0.7	n.a.	*	1.1	n.a.	*	1.4	n.a.	*	1.7	n.a.	*	2.6	n.a.	*	3.4	n.a.	*	1.8	n.a.	*	4.7	5.4	-0.7	0.7	0.4	0.3	
Network Mai FM	4.6	5.2	-0.6	10	9.6	11.2	-1.6	9.5	10.7	-1.2	8.1	9.2	-1.1	6.3	7.0	-0.7	2.4	2.5	-0.1	0.9	1.1	-0.2	4.7	5.4	-0.7	0.0	0.0	0.0	0.0	0.0	0.0	
Network Maori Radio	0.5	0.5	0.0	19	0.7	0.6	0.1	0.5	0.6	-0.1	0.5	0.6	-0.1	0.6	0.6	0.0	0.7	0.5	0.2	0.4	0.4	0.0	0.7	0.4	0.3	0.4	0.3	0.0	0.0	0.0	0.0	
Network More FM	8.4	8.1	0.3	3	12.0	10.9	1.1	7.6	7.1	0.5	7.8	7.4	0.4	8.5	8.5	0.0	9.4	9.5	-0.1	8.2	7.8	0.4	10.0	10.0	0.0	0.0	0.0	0.0	0.0	0.0		
Network Newstalk ZB	17.1	13.9	3.2	1	3.5	2.7	0.8	5.5	4.0	1.5	8.5	5.3	3.2	11.0	7.4	3.6	16.9	13.6	3.3	25.2	20.6	4.6	14.0	10.5	3.5	0.0	0.0	0.0	0.0	0.0	0.0	
Network Radio Hauraki	2.2	2.2	0.0	14	1.9	2.0	-0.1	2.7	3.1	-0.4	3.4	3.5	-0.1	3.3	3.6	-0.3	2.4	2.5	-0.1	1.3	0.8	0.5	2.7	2.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	
Network Rhema	0.6	0.5	0.1	18	0.5	0.4	0.1	0.4	0.3	0.1	0.5	0.5	0.0	0.5	0.5	0.0	0.6	0.5	0.1	0.6	0.6	0.0	0.4	0.5	-0.1	0.0	0.0	0.0	0.0	0.0	0.0	
Network The Rock	7.4	7.4	0.0	4	11.4	10.2	1.2	10.9	12.2	-1.3	10.7	12.1	-1.4	10.7	10.9	-0.2	7.1	6.7	0.4	2.4	2.8	-0.4	6.8	6.5	0.3	0.0	0.0	0.0	0.0	0.0	0.0	
Network Star	0.4	0.5	-0.1	20	0.2	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.2	-0.1	0.5	0.6	-0.1	0.8	1.0	-0.2	0.1	0.2	-0.1	0.0	0.0	0.0	0.0	0.0	0.0	
Network Taranaki	0.4	0.8	-0.4	20	0.5	0.6	-0.1	0.5	0.5	0.0	0.5	0.9	-0.4	0.5	0.8	-0.3	0.2	0.6	-0.4	0.1	1.1	-1.0	0.3	1.4	-1.1	0.0	0.0	0.0	0.0	0.0	0.0	
Network The Hits	3.8	4.2	-0.4	11	5.7	5.3	0.4	5.2	4.7	0.5	4.7	4.9	-0.2	4.6	5.2	-0.6	3.8	4.3	-0.5	2.4	2.9	-0.5	5.3	5.9	-0.6	0.0	0.0	0.0	0.0	0.0	0.0	
Network The Sound	6.8	6.8	0.0	5	4.2	3.0	1.2	3.8	4.1	-0.3	4.3	5.5	-1.2	5.9	6.8	-0.9	10.6	10.2	0.4	10.6	9.9	0.7	5.6	5.4	0.2	0.0	0.0	0.0	0.0	0.0	0.0	
Network ZM	5.8	6.5	-0.7	6	11.4	12.9	-1.5	11.5	12.5	-1.0	10.0	11.0	-1.0	7.9	8.9	-1.0	3.1	3.8	-0.7	1.4	1.6	-0.2	8.4	8.8	-0.4	0.0	0.0	0.0	0.0	0.0	0.0	
MediaWorks Combo	53.4	54.8	-1.4		62.7	61.5	1.2	59.1	59.1	0.0	56.6	57.7	-1.1	55.8	56.8	-1.0	53.5	55.6	-2.1	50.0	53.1	-3.1	51.5	53.2	-1.7	0.0	0.0	0.0	0.0	0.0	0.0	
NZME Combo	37.4	35.3	2.1		29.8	30.9	-1.1	30.8	30.8	0.0	32.5	30.7	1.8	33.8	32.2	1.6	36.6	34.0	2.6	41.9	36.9	5.0	38.2	35.3	2.9	0.0	0.0	0.0	0.0	0.0	0.0	
NZME and Partners	38.8	36.8	2.0		30.7	31.7	-1.0	33.4	33.6	-0.2	35.5	33.9	1.6	36.0	34.6	1.4	37.8	35.1	2.7	42.6	37.7	4.9	40.4	37.1	3.3	0.0	0.0	0.0	0.0	0.0	0.0	
Potential (000)	4531.4	4531.4	0.0		1021.9	1021.9	0.0	1593.1	1609.4	-16.3	1460.6	1460.6	0.0	2121.1	2121.1	0.0	1270.4	1270.4	0.0	1057.5	1057.5	0.0	784.2	796.8	-12.6	0.0	0.0	0.0	0.0	0.0	0.0	
Sample	15,024	14,561	463		2,628	2,695	-67	3,838	4,185	-347	3,820	4,167	-347	5,982	6,333	-351	4,532	4,276	256	4,867	4,235	632	2,563	2,668	-105	0.0	0.0	0.0	0.0	0.0	0.0	

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

MediaWorks Combo: Breeze, Edge, George FM, Magic FM (from S4 2021), Magic Talk (from S4 2021), Magic Music & Talk (until S3 2021, includes Radio Dunedin), Mai, More FM (includes More FM Rodney), Radio Dunedin, 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), Pulsar 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.

## TOTAL NZ COMMERCIAL RADIO - SURVEY 4 2021

Station Share (%) by Daypart, People 10+

Survey Comparisons: 3/2021 - 4/2021

This Survey Period: Metro - Sun Jun 20 to Sat Nov 6 2021 / Regional - Sun Jan 31 to Sat Nov 6 2021 \*Northland, Tauranga & Waikato Wave 1 field dates Sun Feb 14 to Sat Apr 10 2021

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

	This	Last	+/-
Potential (000)	4,531.4	4,531.4	0.0
Sample Size	15,024	14,561	463

	Breakfast				Morning				Afternoon				Drive				Night				Mid Dawn				Weekend			
	Mon-Fri 6am-9am			Rank	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	7.7	8.4	-0.7	3	11.2	11.0	0.2		10.4	10.6	-0.2		8.2	8.3	-0.1		7.8	6.8	1.0		4.8	6.6	-1.8		8.9	9.6	-0.7	
Network Coast	4.0	4.1	-0.1	10	5.6	5.8	-0.2		5.6	5.4	0.2		4.3	4.6	-0.3		3.9	2.8	1.1		5.7	4.3	1.4		5.3	5.0	0.3	
Network The Edge	5.2	5.7	-0.5	6	4.8	5.8	-1.0		6.4	6.9	-0.5		6.8	7.2	-0.4		6.6	6.1	0.5		4.9	4.9	0.0		5.7	6.3	-0.6	
Network Flava	1.5	1.6	-0.1	15	1.3	1.6	-0.3		1.7	1.9	-0.2		1.6	1.9	-0.3		1.6	2.0	-0.4		0.9	0.8	0.1		1.3	1.3	0.0	
Network George FM	2.2	2.2	0.0	13	2.8	2.4	0.4		3.2	2.8	0.4		3.7	3.3	0.4		1.3	1.4	-0.1		0.7	1.3	-0.6		3.1	3.0	0.1	
Network Gold	0.6	0.7	-0.1	18	1.3	1.1	0.2		1.3	1.0	0.3		0.9	1.1	-0.2		2.1	1.8	0.3		1.7	1.8	-0.1		1.4	1.1	0.3	
Network Gold AM	0.3	0.3	0.0	21	0.3	0.3	0.0		0.4	0.4	0.0		0.3	0.2	0.1		0.3	0.4	-0.1		0.3	0.3	0.0		0.4	0.4	0.0	
Network Hokonui	0.3	0.3	0.0	21	0.4	0.4	0.0		0.5	0.6	-0.1		0.3	0.2	0.1		0.2	0.1	0.1		0.2	0.1	0.1		0.2	0.2	0.0	
Network Life FM	1.4	1.0	0.4	16	0.9	0.8	0.1		1.1	0.9	0.2		1.2	1.3	-0.1		1.7	1.1	0.6		0.8	1.2	-0.4		1.6	1.5	0.1	
Network Magic Music*	4.3	n.a.	*	9	6.7	n.a.	*		6.3	n.a.	*		4.1	n.a.	*		4.8	n.a.	*		3.3	n.a.	*		7.6	n.a.	*	
Network Magic Talk*	2.3	n.a.	*	12	3.4	n.a.	*		1.9	n.a.	*		1.7	n.a.	*		3.9	n.a.	*		3.3	n.a.	*		2.1	n.a.	*	
Network Mai FM	5.2	5.8	-0.6	6	3.7	4.5	-0.8		4.3	4.7	-0.4		5.2	6.4	-1.2		5.6	6.0	-0.4		4.9	6.2	-1.3		4.6	4.8	-0.2	
Network Maori Radio	0.6	0.4	0.2	18	0.5	0.4	0.1		0.5	0.4	0.1		0.5	0.4	0.1		0.4	0.6	-0.2		0.5	0.8	-0.3		0.6	0.7	-0.1	
Network More FM	8.5	8.3	0.2	2	8.8	8.5	0.3		8.8	8.7	0.1		8.1	8.3	-0.2		5.3	4.7	0.6		5.6	5.7	-0.1		8.7	8.3	0.4	
Network Newstalk ZB	24.2	19.0	5.2	1	13.0	9.7	3.3		10.4	8.8	1.6		17.5	13.4	4.1		24.5	22.1	2.4		35.7	31.0	4.7		15.8	13.2	2.6	
Network Radio Hauraki	1.9	2.1	-0.2	14	2.4	2.3	0.1		2.5	2.8	-0.3		2.5	2.7	-0.2		2.0	1.7	0.3		1.9	1.6	0.3		1.8	1.7	0.1	
Network Rhema	0.8	0.6	0.2	17	0.5	0.5	0.0		0.5	0.6	-0.1		0.6	0.4	0.2		0.6	0.9	-0.3		0.4	0.3	0.1		0.6	0.6	0.0	
Network The Rock	7.2	7.1	0.1	4	8.1	8.4	-0.3		9.5	8.8	0.7		8.7	8.3	0.4		5.0	5.5	-0.5		5.1	4.9	0.2		5.4	6.0	-0.6	
Network Star	0.6	0.5	0.1	18	0.3	0.4	-0.1		0.4	0.4	0.0		0.3	0.3	0.0		0.5	0.8	-0.3		1.2	1.0	0.2		0.5	0.5	0.0	
Network Tarana	0.2	0.6	-0.4	23	0.5	0.7	-0.2		0.3	0.5	-0.2		0.5	0.7	-0.2		0.7	2.5	-1.8		0.3	0.7	-0.4		0.5	1.0	-0.5	
Network The Hits	3.6	3.8	-0.2	11	3.9	4.4	-0.5		4.3	4.8	-0.5		4.1	4.4	-0.3		3.0	3.2	-0.2		2.7	2.8	-0.1		3.6	3.9	-0.3	
Network The Sound	4.9	5.2	-0.3	8	7.6	7.9	-0.3		8.0	8.1	-0.1		6.4	6.2	0.2		5.1	5.8	-0.7		3.0	3.2	-0.2		7.6	7.3	0.3	
Network ZM	6.5	8.1	-1.6	5	5.4	5.6	-0.2		6.3	6.4	-0.1		6.7	7.7	-1.0		4.7	5.1	-0.4		4.6	5.0	-0.4		4.9	5.7	-0.8	
MediaWorks Combo	47.8	51.0	-3.2		57.3	59.1	-1.8		59.0	59.1	-0.1		53.1	54.3	-1.2		45.8	45.1	0.7		36.0	41.0	-5.0		54.1	55.4	-1.3	
NZME Combo	43.2	40.3	2.9		33.8	31.3	2.5		33.0	32.4	0.6		38.3	36.4	1.9		43.0	39.8	3.2		54.6	48.4	6.2		34.9	32.8	2.1	
NZME and Partners	44.4	41.7	2.7		35.3	32.9	2.4		34.3	33.6	0.7		39.9	38.0	1.9		45.1	41.9	3.2		54.9	48.9	6.0		36.6	34.6	2.0	

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MediaWorks Combo: Breeze, Edge, George FM, Magic Music (from S4 2021), Magic Talk (from S4 2021), Magic Music & Talk (until S3 2021, includes Radio Dunedin), Mai, More FM (includes More FM Rodney), Radio Dunedin, 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.

\*Magic Music & Magic Talk were reported together as Magic Music & Talk in S3 2021 and therefore the individual station results cannot be compared in S4 2021

## TOTAL NZ COMMERCIAL RADIO - SURVEY 4 2021

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

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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	+/-	Rank	This	Last	+/-	This	Last	+/-															
Network Breeze	606.5	648.2	-41.7	3	112.0	99.5	12.5	180.5	168.6	11.9	188.9	188.7	0.2	295.2	302.9	-7.7	215.3	249.3	-34.0	173.4	213.8	-40.4	116.5	132.5	-16.0
Network Coast	304.6	324.0	-19.4	10	29.2	25.9	3.3	50.0	49.0	1.0	55.4	56.3	-0.9	113.3	116.9	-3.6	123.8	144.7	-20.9	130.6	147.2	-16.6	50.2	52.6	-2.4
Network The Edge	598.1	611.5	-13.4	4	219.8	225.7	-5.9	339.9	326.3	13.6	269.4	257.9	11.5	337.6	334.4	3.2	99.7	116.4	-16.7	38.9	49.9	-11.0	129.1	147.2	-18.1
Network Flava	151.8	157.0	-5.2	15	51.7	53.3	-1.6	86.3	88.7	-2.4	80.1	83.4	-3.3	92.5	97.1	-4.6	17.6	18.3	-0.7	6.7	5.7	1.0	24.4	34.2	-9.8
Network George FM	157.8	164.8	-7.0	14	42.3	47.8	-5.5	85.0	92.5	-7.5	79.8	81.7	-1.9	104.3	105.8	-1.5	32.4	30.6	1.8	10.6	10.5	0.1	21.3	26.9	-5.6
Network Gold	74.8	77.7	-2.9	17	12.3	10.6	1.7	12.0	11.7	0.3	14.1	14.1	0.0	30.8	33.1	-2.3	32.6	36.2	-3.6	29.3	31.0	-1.7	13.3	11.4	1.9
Network Gold AM	34.3	35.1	-0.8	22	5.6	5.4	0.2	2.8	3.2	-0.4	2.5	4.9	-2.4	12.9	14.1	-1.2	18.0	18.2	-0.2	12.3	14.0	-1.7	5.6	4.4	1.2
Network Hokonui	21.6	19.1	2.5	23	7.2	3.2	4.0	4.6	4.0	0.6	3.0	3.8	-0.8	4.0	5.0	-1.0	6.3	7.2	-0.9	8.6	9.3	-0.7	1.5	1.0	0.5
Network Life FM	128.7	103.6	25.1	16	38.0	28.8	9.2	53.4	40.0	13.4	56.2	42.5	13.7	73.5	58.7	14.8	26.9	26.3	0.6	14.0	13.1	0.9	33.9	22.0	11.9
Network Magic Music*	268.1	n.a.	*	11	20.9	n.a.	*	28.6	n.a.	*	30.8	n.a.	*	53.1	n.a.	*	84.3	n.a.	*	144.9	n.a.	*	20.2	n.a.	*
Network Magic Talk*	165.5	n.a.	*	13	11.0	n.a.	*	27.3	n.a.	*	35.2	n.a.	*	66.2	n.a.	*	63.6	n.a.	*	63.2	n.a.	*	25.9	n.a.	*
Network Mai FM	417.5	441.3	-23.8	7	152.1	155.1	-3.0	230.2	253.7	-23.5	192.1	214.8	-22.7	239.4	257.0	-17.6	63.9	61.3	2.6	22.8	25.7	-2.9	74.4	81.1	-6.7
Network Maori Radio	68.1	63.9	4.2	18	20.3	17.6	2.7	23.4	27.6	-4.2	20.0	24.5	-4.5	32.9	35.1	-2.2	22.3	17.0	5.3	13.9	9.5	4.4	11.5	10.4	1.1
Network More FM	610.7	633.2	-22.5	2	172.6	166.0	6.6	191.3	203.0	-11.7	191.4	209.0	-17.6	301.7	323.4	-21.7	195.2	205.8	-10.6	125.4	131.7	-6.3	131.6	139.1	-7.5
Network Newstalk ZB	713.5	671.6	41.9	1	66.9	59.3	7.6	121.0	116.2	4.8	145.9	143.4	2.5	262.2	244.4	17.8	253.7	241.7	12.0	274.3	265.1	9.2	119.3	112.3	7.0
Network Radio Hauraki	207.4	239.9	-32.5	12	42.6	40.6	2.0	84.4	97.3	-12.9	89.5	110.0	-20.5	132.1	165.9	-33.8	69.9	82.7	-12.8	31.3	31.9	-0.6	42.1	45.0	-2.9
Network Rhema	66.4	58.6	7.8	19	7.3	7.8	-0.5	11.6	8.6	3.0	20.1	14.0	6.1	30.2	24.5	5.7	24.9	24.6	0.3	21.6	22.4	-0.8	11.6	9.1	2.5
Network The Rock	429.1	453.5	-24.4	6	114.3	110.7	3.6	186.5	205.6	-19.1	187.9	209.2	-21.3	270.2	294.4	-24.2	114.0	122.6	-8.6	42.5	46.9	-4.4	83.8	88.6	-4.8
Network Star	36.0	30.4	5.6	21	6.1	2.3	3.8	3.6	3.7	-0.1	4.8	5.4	-0.6	8.2	8.1	0.1	12.8	10.7	2.1	15.2	17.1	-1.9	4.5	2.6	1.9
Network Taranaki	41.5	47.3	-5.8	20	9.2	9.2	0.0	20.9	22.4	-1.5	21.5	24.1	-2.6	26.2	29.7	-3.5	6.3	8.2	-1.9	3.6	7.1	-3.5	10.7	13.9	-3.2
Network The Hits	400.1	427.7	-27.6	8	122.0	117.5	4.5	162.7	170.4	-7.7	144.6	158.8	-14.2	208.3	232.6	-24.3	110.3	122.9	-12.6	65.0	72.3	-7.3	84.7	98.4	-13.7
Network The Sound	376.3	377.1	-0.8	9	62.9	54.2	8.7	86.8	92.9	-6.1	88.9	99.4	-10.5	177.0	186.5	9.5	176.7	174.5	2.2	130.1	131.8	-1.7	62.5	62.5	0.0
Network ZM	566.7	605.7	-39.0	5	184.1	186.6	-2.5	318.4	333.6	-15.2	274.1	297.7	-23.6	339.9	366.4	-26.5	96.8	109.6	-12.8	39.7	49.8	-10.1	133.3	137.7	-4.4
MediaWorks Combo	2,408.7	2,526.4	-117.7		551.1	554.0	-2.9	849.3	896.6	-47.3	810.5	855.7	-45.2	1,201.2	1,255.1	-53.9	719.8	761.0	-41.2	549.6	601.5	-51.9	450.8	481.7	-30.9
NZME Combo	1,915.5	1,955.1	-39.6		379.4	371.3	8.1	638.5	664.9	-26.4	623.1	667.9	-44.8	918.0	969.9	-51.9	566.2	583.5	-17.3	479.2	477.9	1.3	360.9	380.5	-19.6
NZME and Partners	1,982.4	2,017.7	-35.3		390.8	378.5	12.3	673.4	700.4	-27.0	658.9	707.1	-48.2	962.9	1,017.1	-54.2	583.7	597.6	-13.9	488.2	486.1	2.1	377.9	395.6	-17.7
All Commercial Radio	3,391.4	3,473.5	-82.1		690.4	687.5	2.9	1,149.5	1,187.4	-37.9	1,118.6	1,171.8	-53.2	1,662.1	1,720.4	-58.3	1,036.6	1,059.7	-23.1	826.1	856.6	-30.5	638.6	669.3	-30.7
Potential (000)	4,531.4	4,531.4	0.0		1,021.9	1,021.9	0.0	1,593.1	1,609.4	-16.3	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	784.2	796.8	-12.6
Sample	15,024	14,561	463		2,628	2,695	-67	3,838	4,185	-347	3,820	4,167	-347	5,982	6,333	-351	4,532	4,276	256	4,867	4,235	632	2,563	2,668	-105

MediaWorks Combo: Breeze, Edge, George FM, Magic Music (from S4 2021), Magic Talk (from S4 2021), Magic Music & Talk (until S3 2021, includes Radio Dunedin), Mai, More FM (includes More FM Rodney), Radio Dunedin, 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), Pulsar 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.

\*Magic Music & Magic Talk were reported together as Magic Music & Talk in S3 2021 and therefore the individual station results cannot be compared in S4 2021

## TOTAL NZ COMMERCIAL RADIO - SURVEY 4 2021

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

Survey Comparisons: 3/2021 - 4/2021

This Survey Period: Metro - Sun Jun 20 to Sat Nov 6 2021 / Regional - Sun Jan 31 to Sat Nov 6 2021 \*Northland, Tauranga & Waikato Wave 1 field dates Sun Feb 14 to Sat Apr 10 2021

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

	This	Last	+/-
Potential (000)	4,531.4	4,531.4	0.0
Sample Size	15,024	14,561	463

	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	+/-	This	Last	+/-	This	Last	+/-
Network Breeze	272.6	299.3	-26.7	5	280.1	288.2	-8.1	309.7	332.3	-22.6	256.7	276.8	-20.1	102.1	112.5	-10.4	53.8	67.7	-13.9	361.5	395.1	-33.6						
Network Coast	127.7	142.9	-15.2	10	142.6	161.9	-19.3	159.0	159.5	-0.5	130.4	144.4	-14.0	48.3	51.8	-3.5	36.3	35.7	0.6	175.3	172.7	2.6						
Network The Edge	274.5	303.5	-29.0	4	200.7	203.6	-2.9	292.2	295.1	-2.9	273.0	277.3	-4.3	124.6	122.9	1.7	54.6	51.1	3.5	341.6	353.0	-11.4						
Network Flava	67.9	80.8	-12.9	14	52.8	58.4	-5.6	73.9	71.5	2.4	68.5	71.6	-3.1	34.2	40.5	-6.3	13.6	14.1	-0.5	70.6	75.7	-5.1						
Network George FM	67.8	76.2	-8.4	15	68.7	64.4	4.3	82.4	83.7	-1.3	79.5	85.0	-5.5	25.1	29.1	-4.0	12.7	17.2	-4.5	91.0	97.2	-6.2						
Network Gold	26.8	32.7	-5.9	18	33.8	35.2	-1.4	41.4	37.5	3.9	28.3	34.9	-6.6	14.3	14.3	0.0	5.6	8.5	-2.9	44.5	46.4	-1.9						
Network Gold AM	11.5	10.2	1.3	22	9.5	8.8	0.7	14.5	14.6	-0.1	8.6	8.1	0.5	5.2	7.4	-2.2	4.4	4.1	0.3	17.3	17.7	-0.4						
Network Hokonui	8.2	9.3	-1.1	23	8.9	10.7	-1.8	9.2	10.2	-1.0	5.4	6.4	-1.0	2.4	1.1	1.3	2.4	1.9	0.5	12.4	9.6	2.8						
Network Life FM	63.4	47.0	16.4	16	46.6	36.0	10.6	48.1	37.8	10.3	45.6	46.9	-1.3	29.6	19.5	10.1	11.5	8.9	2.6	69.7	65.1	4.6						
Network Magic Music*	117.8	n.a.	*	11	140.5	n.a.	*	161.7	n.a.	*	115.4	n.a.	*	51.3	n.a.	*	22.6	n.a.	*	186.7	n.a.	*						
Network Magic Talk*	77.6	n.a.	*	13	79.5	n.a.	*	68.7	n.a.	*	55.3	n.a.	*	35.7	n.a.	*	22.0	n.a.	*	79.0	n.a.	*						
Network Mai FM	222.8	247.6	-24.8	7	165.4	174.1	-8.7	188.0	207.7	-19.7	189.2	219.0	-29.8	98.0	112.5	-14.5	62.1	61.9	0.2	249.5	267.1	-17.6						
Network Maori Radio	26.7	18.2	8.5	19	20.0	21.0	-1.0	23.6	22.0	1.6	20.8	18.1	2.7	6.1	8.8	-2.7	5.1	7.6	-2.5	34.9	33.1	1.8						
Network More FM	303.4	331.3	-27.9	2	251.1	248.9	2.2	293.9	304.5	-10.6	274.1	294.8	-20.7	98.2	104.0	-5.8	58.7	59.0	-0.3	367.9	375.5	-7.6						
Network Newstalk ZB	491.3	456.9	34.4	1	350.7	294.6	56.1	337.4	300.3	37.1	353.6	321.6	32.0	196.7	198.8	-2.1	182.0	175.7	6.3	480.8	428.4	52.4						
Network Radio Hauraki	91.8	116.7	-24.9	12	77.3	93.3	-16.0	97.0	107.3	-10.3	96.9	112.5	-15.6	35.9	40.5	-4.6	18.9	22.4	-3.5	102.6	113.3	-10.7						
Network Rhema	33.0	28.7	4.3	17	24.2	23.1	1.1	19.6	20.6	-1.0	21.2	18.9	2.3	11.9	12.2	-0.3	7.0	5.6	1.4	39.7	37.0	2.7						
Network The Rock	225.8	257.8	-32.0	6	182.1	203.6	-21.5	227.9	230.4	-2.5	233.9	240.3	-6.4	76.1	78.4	-2.3	44.1	52.2	-8.1	236.7	253.1	-16.4						
Network Star	19.4	15.2	4.2	20	13.2	13.2	0.0	10.4	11.1	-0.7	11.8	9.9	1.9	7.6	8.5	-0.9	8.4	7.1	1.3	23.5	21.4	2.1						
Network Tarana	14.7	20.5	-5.8	21	15.2	17.1	-1.9	16.8	20.3	-3.5	14.0	21.8	-7.8	12.4	18.8	-6.4	4.3	5.3	-1.0	25.6	30.7	-5.1						
Network The Hits	161.4	186.0	-24.6	9	147.0	165.0	-18.0	190.9	207.9	-17.0	167.9	183.7	-15.8	68.9	76.5	-7.6	28.9	32.8	-3.9	207.4	222.6	-15.2						
Network The Sound	164.7	173.4	-8.7	8	172.4	183.0	-10.6	200.2	199.7	0.5	171.6	178.3	-6.7	63.3	67.5	-4.2	28.6	31.7	-3.1	224.0	220.8	3.2						
Network ZM	295.5	363.5	-68.0	3	226.9	227.9	-1.0	260.8	285.5	-24.7	260.8	291.8	-31.0	107.2	121.3	-14.1	46.9	59.8	-12.9	311.3	341.0	-29.7						
MediaWorks Combo	1,433.9	1,573.7	-139.8		1,302.6	1,340.8	-38.2	1,491.8	1,547.2	-55.4	1,382.2	1,466.7	-84.5	606.1	641.9	-35.8	308.4	347.0	-38.6	1,737.8	1,819.2	-81.4						
NZME Combo	1,175.9	1,266.4	-90.5		941.1	941.0	0.1	1,052.3	1,060.1	-7.8	1,014.6	1,053.7	-39.1	494.3	519.4	-25.1	317.3	327.9	-10.6	1,264.0	1,256.4	7.6						
NZME and Partners	1,214.8	1,313.9	-99.1		985.8	980.4	5.4	1,097.8	1,102.6	-4.8	1,047.7	1,089.0	-41.3	519.0	548.6	-29.6	321.4	334.5	-13.1	1,324.3	1,312.0	12.3						
All Commercial Radio	2,422.9	2,586.4	-163.5		2,057.8	2,089.0	-31.2	2,314.4	2,349.4	-35.0	2,220.5	2,318.7	-98.2	1,077.4	1,142.0	-64.6	595.0	649.1	-54.1	2,691.1	2,760.0	-68.9						

MediaWorks Combo: Breeze, Edge, George FM, Magic Music (from S4 2021), Magic Talk (from S4 2021), Magic Music & Talk (until S3 2021, includes Radio Dunedin), Mai, More FM (includes More FM Rodney), Radio Dunedin, 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.

## TOTAL NZ COMMERCIAL RADIO - SURVEY 4 2021

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

Survey Comparisons: 3/2021 - 4/2021

This Survey Period: Metro - Sun Jun 20 to Sat Nov 6 2021 / Regional - Sun Jan 31 to Sat Nov 6 2021 \*Northland, Tauranga & Waikato Wave 1 field dates Sun Feb 14 to Sat Apr 10 2021

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

	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	8:02	7:54	0:08	4:33	4:18	0:15	7:15	5:56	1:18	7:46	6:45	1:00	7:53	7:15	0:37	9:06	8:56	0:09	9:39	9:41	-0:02	7:55	7:35	0:20
Network Coast	8:45	8:11	0:33	6:19	6:35	-0:16	6:55	7:22	-0:27	6:36	6:22	0:14	7:16	7:18	-0:02	9:26	8:15	1:11	10:26	9:05	1:20	8:15	8:19	-0:03
Network The Edge	5:08	5:35	-0:27	4:56	5:08	-0:12	4:59	5:24	-0:25	5:04	5:28	-0:24	5:12	5:41	-0:29	5:48	6:47	-0:59	5:50	7:01	-1:11	5:50	6:23	-0:33
Network Flava	5:09	5:39	-0:29	5:43	6:23	-0:40	4:42	6:12	-1:30	4:53	5:16	-0:23	5:06	5:27	-0:20	5:16	5:34	-0:17	1:57	3:01	-1:03	5:59	6:28	-0:29
Network George FM	9:27	8:36	0:50	5:56	5:42	0:14	8:05	8:28	-0:23	8:45	8:52	-0:06	11:05	10:26	0:39	15:53	13:14	2:39	7:33	3:40	3:52	8:38	6:06	2:32
Network Gold	8:35	7:36	0:58	3:44	4:10	-0:25	4:00	2:02	1:57	7:02	6:20	0:41	9:39	8:09	1:29	12:48	10:19	2:28	9:48	8:18	1:30	9:03	7:25	1:38
Network Gold AM	5:16	4:59	0:16	2:35	1:48	0:47	3:06	3:32	-0:26	3:50	3:33	0:16	6:28	5:39	0:48	6:48	6:49	-0:01	5:20	5:54	-0:33	3:02	4:21	-1:18
Network Hokonui	8:00	9:26	-1:25	3:22	6:26	-3:03	7:39	12:28	-4:49	9:54	11:27	-1:32	8:35	10:03	-1:28	10:57	10:03	0:53	10:59	9:55	1:03	5:52	12:39	-6:46
Network Life FM	5:16	5:50	-0:33	3:03	2:48	0:15	5:49	5:23	0:25	6:27	6:41	-0:14	6:26	7:11	-0:44	6:03	7:03	-0:59	5:21	5:34	-0:12	6:30	5:40	0:50
Network Magic Music*	11:40	n.a.	*	4:10	n.a.	*	5:00	n.a.	*	5:15	n.a.	*	6:57	n.a.	*	10:33	n.a.	*	13:07	n.a.	*	9:54	n.a.	*
Network Magic Talk*	7:47	n.a.	*	4:53	n.a.	*	5:44	n.a.	*	5:53	n.a.	*	6:10	n.a.	*	7:34	n.a.	*	8:45	n.a.	*	6:28	n.a.	*
Network Mai FM	5:55	6:25	-0:30	4:58	5:31	-0:33	6:05	6:31	-0:26	6:28	6:49	-0:21	6:27	6:57	-0:29	6:56	7:49	-0:52	6:38	7:01	-0:22	5:46	6:24	-0:37
Network Maori Radio	4:13	4:06	0:06	2:44	2:43	0:01	3:12	3:21	-0:08	4:11	4:12	-0:00	4:47	4:15	0:31	5:47	5:50	-0:03	5:09	6:35	-1:26	5:52	3:31	2:20
Network More FM	7:19	6:59	0:20	5:29	5:01	0:27	5:48	5:25	0:23	6:14	5:40	0:34	6:57	6:41	0:16	8:54	8:51	0:03	10:34	9:57	0:37	7:01	6:59	0:01
Network Newstalk ZB	12:47	11:17	1:30	4:06	3:30	0:36	6:40	5:18	1:21	8:51	5:55	2:56	10:19	7:44	2:34	12:20	10:46	1:33	14:53	13:01	1:52	10:51	9:04	1:46
Network Radio Hauraki	5:35	5:02	0:32	3:27	3:43	-0:16	4:46	4:51	-0:04	5:49	5:03	0:46	6:04	5:34	0:30	6:18	5:44	0:33	6:39	4:09	2:29	5:52	4:16	1:36
Network Rhema	4:45	5:05	-0:20	4:58	3:30	1:27	4:39	5:49	-1:09	4:09	5:57	-1:47	4:22	5:22	-0:59	4:15	4:11	0:04	4:24	4:30	-0:06	2:48	4:48	-1:59
Network The Rock	9:15	8:54	0:20	7:51	7:04	0:47	8:38	9:08	-0:30	8:44	9:11	-0:27	9:47	9:27	0:19	11:32	10:26	1:06	9:13	9:54	-0:41	7:27	7:06	0:20
Network Star	6:38	8:53	-2:15	2:52	2:03	0:49	3:36	2:28	1:08	2:50	1:55	0:55	2:34	6:15	-3:41	6:35	10:16	-3:40	8:37	9:38	-1:01	2:38	7:13	-4:35
Network Taranaki	5:06	9:09	-4:02	3:57	5:19	-1:21	3:11	3:47	-0:36	3:43	5:39	-1:56	4:32	6:39	-2:06	6:57	14:37	-7:40	5:29	25:27	-19:57	2:51	9:50	-6:58
Network The Hits	5:05	5:17	-0:12	3:40	3:26	0:13	4:44	4:15	0:29	4:59	4:55	0:04	5:30	5:39	-0:08	6:22	6:40	-0:18	5:55	6:47	-0:51	5:47	5:52	-0:05
Network The Sound	9:36	9:46	-0:09	5:12	4:13	0:59	6:23	6:49	-0:26	7:28	8:47	-1:19	8:10	9:20	-1:09	11:04	11:12	-0:07	13:17	12:32	0:44	8:18	8:21	-0:03
Network ZM	5:27	5:50	-0:23	4:51	5:17	-0:26	5:18	5:47	-0:28	5:34	5:52	-0:18	5:43	6:11	-0:28	5:57	6:36	-0:39	5:54	5:13	0:41	5:47	6:14	-0:26
MediaWorks Combo	11:51	11:48	0:03	8:57	8:30	0:27	10:14	10:10	0:03	10:40	10:44	-0:03	11:28	11:32	-0:03	13:45	13:59	-0:14	14:45	14:45	0:00	10:31	10:43	-0:12
NZME Combo	10:26	9:49	0:37	6:11	6:21	-0:10	7:06	7:09	-0:02	7:59	7:20	0:39	9:05	8:27	0:38	11:57	11:10	0:46	14:10	12:54	1:16	9:45	9:00	0:45
NZME and Partners	10:28	9:55	0:33	6:10	6:25	-0:14	7:18	7:23	-0:05	8:14	7:39	0:35	9:14	8:40	0:33	11:59	11:15	0:43	14:10	12:57	1:12	9:51	9:06	0:45
All Commercial Radio	15:47	15:40	0:06	11:24	11:07	0:16	12:48	12:59	-0:11	13:40	13:36	0:04	14:51	14:49	0:02	17:51	18:05	-0:13	19:39	19:32	0:07	14:26	14:30	-0:04
Potential (000)	4,531.4	4,531.4	0.0	1,021.9	1,021.9	0.0	1,593.1	1,609.4	-16.3	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	784.2	796.8	-12.6
Sample	15,024	14,561	463	2,628	2,695	-67	3,838	4,185	-347	3,820	4,167	-347	5,982	6,333	-351	4,532	4,276	256	4,867	4,235	632	2,563	2,668	-105

MediaWorks Combo: Breeze, Edge, George FM, Magic Music (from S4 2021), Magic Talk (from S4 2021), Magic Music & Talk (until S3 2021, includes Radio Dunedin), Mai, More FM (includes More FM Rodney), Radio Dunedin, 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.

\*Magic Music & Magic Talk were reported together as Magic Music & Talk in S3 2021 and therefore the individual station results cannot be compared in S4 2021

## TOTAL NZ COMMERCIAL RADIO - SURVEY 4 2021

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

Survey Comparisons: 3/2021 - 4/2021

This Survey Period: Metro - Sun Jun 20 to Sat Nov 6 2021 / Regional - Sun Jan 31 to Sat Nov 6 2021 \*Northland, Tauranga & Waikato Wave 1 field dates Sun Feb 14 to Sat Apr 10 2021

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

	This	Last	+/-
Potential (000)	4,531.4	4,531.4	0.0
Sample Size	15,024	14,561	463

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

MediaWorks Combo: Breeze, Edge, George FM, Magic Music (from S4 2021), Magic Talk (from S4 2021), Magic Music & Talk (until S3 2021, includes Radio Dunedin), Mai, More FM (includes More FM Rodney), Radio Dunedin, Rock, The Sound

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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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