

# AUCKLAND COMMERCIAL RADIO - SURVEY 4 2021

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

Survey Comparisons: 3/2021 - 4/2021

This Survey Period: Sun Jun 20 to Sat Nov 6 2021

Last Survey Period: Sun Apr 11 to Sat Aug 28 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	1.1	0.9	0.2	20	0.8	0.6	0.2	0.8	0.9	-0.1	1.2	1.4	-0.2	1.3	1.4	-0.1	1.4	0.9	0.5	0.8	0.3	0.5	2.3	1.1	1.2
BBC	0.7	0.6	0.1	21	0.6	0.8	-0.2	0.3	0.2	0.1	0.3	0.2	0.1	0.3	0.1	0.2	0.7	0.4	0.3	1.1	0.8	0.3	0.3	0.1	0.2
Breeze	7.7	9.1	-1.4	2	6.4	5.7	0.7	10.6	6.7	3.9	10.5	8.5	2.0	9.0	8.7	0.3	7.5	11.4	-3.9	7.6	12.4	-4.8	10.9	11.0	-0.1
Chinese Radio AM936	0.5	0.7	-0.2	24	0.4	0.9	-0.5	0.8	0.3	0.5	0.8	0.4	0.4	0.5	0.4	0.1	0.7	0.9	-0.2	0.8	1.4	-0.6	0.9	0.8	0.1
Coast	4.9	4.3	0.6	6	1.4	2.0	-0.6	1.3	1.4	-0.1	1.9	1.6	0.3	3.2	2.7	0.5	7.8	6.7	1.1	9.8	8.3	1.5	5.3	4.6	0.7
Edge	3.9	4.2	-0.3	9	8.1	8.0	0.1	8.8	7.6	1.2	7.0	7.0	0.0	5.1	5.3	-0.2	1.4	2.2	-0.8	0.7	1.3	-0.6	4.4	5.1	-0.7
Flava	3.1	3.5	-0.4	11	8.9	10.7	-1.8	5.5	7.2	-1.7	4.5	4.9	-0.4	3.6	3.8	-0.2	1.1	1.1	0.0	0.2	0.2	0.0	3.3	4.4	-1.1
FM99.4 Chinese Voice	0.2	0.4	-0.2	27	0.2	0.4	-0.2	0.2	0.2	0.0	0.1	0.3	-0.2	0.1	0.3	-0.2	0.3	0.5	-0.2	0.3	0.5	-0.2	*	*	*
George FM	6.0	5.3	0.7	4	5.4	6.2	-0.8	9.2	8.9	0.3	9.4	8.5	0.9	10.0	8.6	1.4	6.2	4.5	1.7	0.7	0.3	0.4	4.0	3.3	0.7
Gold	1.9	1.6	0.3	14	0.9	0.3	0.6	0.6	0.1	0.5	0.8	0.5	0.3	1.5	1.1	0.4	3.7	3.1	0.6	3.7	3.2	0.5	1.6	0.6	1.0
Gold AM	0.2	0.2	0.0	27	0.3	0.1	0.2	*	*	*	*	0.1	*	0.1	0.2	-0.1	0.5	0.4	0.1	0.4	0.3	0.1	0.1	0.3	-0.2
Humm FM	1.8	1.9	-0.1	16	0.6	0.4	0.2	4.2	5.2	-1.0	4.3	5.2	-0.9	3.2	3.7	-0.5	0.9	0.5	0.4	0.2	*	*	2.4	2.6	-0.2
Life FM	1.4	1.4	0.0	19	1.6	1.1	0.5	2.4	1.3	1.1	2.6	2.0	0.6	2.1	2.2	-0.1	0.9	1.5	-0.6	0.3	0.3	0.0	2.5	0.9	1.6
Magic Music	4.3	4.7	-0.4	8	0.8	0.1	0.7	0.9	0.7	0.2	1.1	0.7	0.4	1.2	1.1	0.1	3.1	4.8	-1.7	9.1	11.0	-1.9	1.9	1.1	0.8
Magic Talk	1.9	1.7	0.2	14	1.2	1.3	-0.1	0.5	0.2	0.3	0.7	0.3	0.4	1.2	1.0	0.2	2.7	2.6	0.1	3.3	3.0	0.3	1.1	1.6	-0.5
Mai FM	7.4	8.5	-1.1	3	13.1	17.3	-4.2	15.3	17.0	-1.7	12.8	14.0	-1.2	9.6	10.8	-1.2	3.6	4.3	-0.7	2.0	2.2	-0.2	5.7	7.2	-1.5
More FM	5.4	5.2	0.2	5	12.4	9.6	2.8	4.5	3.9	0.6	3.6	3.9	-0.3	4.3	5.2	-0.9	5.8	5.9	-0.1	5.2	4.2	1.0	6.8	6.9	-0.1
Newstalk ZB	24.3	18.8	5.5	1	5.7	4.3	1.4	9.0	6.9	2.1	14.3	9.0	5.3	18.5	12.0	6.5	27.6	21.1	6.5	36.6	27.3	9.3	23.2	17.8	5.4
Niu FM	0.3	0.5	-0.2	26	1.0	1.7	-0.7	0.5	1.2	-0.7	0.4	0.7	-0.3	0.3	0.6	-0.3	0.1	0.3	-0.2	*	*	*	0.3	0.3	0.0
Radio 531pi	0.2	0.5	-0.3	27	*	*	*	0.1	0.8	-0.7	0.1	0.8	-0.7	0.3	0.7	-0.4	0.4	0.3	0.1	*	0.5	*	0.3	0.6	-0.3
Radio Hauraki	1.6	1.8	-0.2	17	1.3	0.5	0.8	1.2	1.8	-0.6	1.9	2.1	-0.2	2.0	2.6	-0.6	1.8	2.5	-0.7	1.6	1.2	0.4	1.9	1.2	0.7
Radio Samoa	1.5	2.0	-0.5	18	1.9	2.2	-0.3	0.9	1.4	-0.5	0.1	0.6	-0.5	1.5	1.8	-0.3	2.7	3.6	-0.9	0.7	2.7	-2.0	2.3	5.0	-2.7
Radio Waatea	0.1	*	*	30	*	0.1	*	*	*	*	*	*	*	0.1	*	*	0.1	*	*	0.1	*	*	*	*	*
Rhema	0.6	0.5	0.1	23	0.4	0.4	0.0	0.1	*	*	0.4	0.4	0.0	0.4	0.5	-0.1	0.5	0.7	-0.2	0.6	0.4	0.2	0.4	0.3	0.1
Rock	3.9	4.4	-0.5	9	7.7	5.0	2.7	3.1	6.5	-3.4	4.8	7.6	-2.8	5.2	6.9	-1.7	3.6	3.6	0.0	0.8	1.0	-0.2	3.0	3.9	-0.9
Star	0.5	0.5	0.0	24	0.2	*	*	0.1	*	*	0.1	*	*	0.1	0.1	0.0	0.7	0.6	0.1	1.1	1.5	-0.4	0.2	*	*
Tainui Live	*	*	*	*	0.2	0.1	0.1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Tarana	0.7	1.7	-1.0	21	0.7	1.2	-0.5	0.9	1.1	-0.2	0.8	1.5	-0.7	0.7	1.2	-0.5	0.3	1.2	-0.9	0.3	3.0	-2.7	0.4	2.6	-2.2
The Hits	2.7	3.0	-0.3	13	4.9	3.6	1.3	3.4	2.9	0.5	2.6	2.9	-0.3	2.9	3.4	-0.5	2.7	3.1	-0.4	1.4	2.1	-0.7	3.0	4.5	-1.5
The Sound	3.0	3.7	-0.7	12	1.7	1.7	0.0	1.7	1.9	-0.2	1.4	2.2	-0.8	2.4	3.2	-0.8	4.7	5.4	-0.7	5.0	6.2	-1.2	2.5	2.0	0.5
ZM	4.7	5.7	-1.0	7	7.4	9.9	-2.5	8.9	10.3	-1.4	8.2	9.1	-0.9	6.3	7.7	-1.4	2.3	3.8	-1.5	1.7	1.7	0.0	6.2	6.6	-0.4
MediaWorks Combo	44.0	47.6	-3.6		57.8	55.5	2.3	55.1	53.9	1.2	51.5	52.9	-1.4	48.1	51.1	-3.0	39.2	45.6	-6.4	35.1	42.8	-7.7	40.5	42.2	-1.7
NZME Combo	44.2	39.3	4.9		31.2	32.2	-1.0	30.2	30.9	-0.7	34.5	30.4	4.1	38.4	33.6	4.8	48.3	42.2	6.1	56.3	45.0	11.3	44.8	40.0	4.8
NZME and Partners	47.8	43.3	4.5		33.3	34.6	-1.3	36.2	37.4	-1.2	40.9	37.7	3.2	43.6	39.5	4.1	51.6	45.1	6.5	58.6	47.2	11.4	50.3	44.5	5.8
Potential (000)	1,501.0	1,501.0	0.0		345.0	345.0	0.0	581.8	587.7	-5.9	540.0	540.0	0.0	757.0	757.0	0.0	403.0	403.0	0.0	309.0	309.0	0.0	272.6	280.5	-7.9
Sample	2,694	2,427	267		535	494	41	709	774	-65	683	792	-109	1,088	1,168	-80	824	706	118	811	595	216	471	488	-17

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 4 2021

Station Share (%) by Daypart, People 10+

Survey Comparisons: 3/2021 - 4/2021

This Survey Period: Sun Jun 20 to Sat Nov 6 2021

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

	This	Last	+/-
<b>Potential (000)</b>	1,501.0	1,501.0	0.0
<b>Sample Size</b>	2,694	2,427	267

	Breakfast				Morning				Afternoon				Drive				Night				Mid Dawn				Weekend					
	This	Last	+/-	Rank	This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-			
95bFM	0.7	0.5	0.2	22	1.0	0.7	0.3		0.9	0.8	0.1		1.3	1.2	0.1		1.3	0.8	0.5		0.3	0.5	-0.2		1.5	1.4	0.1			
BBC	0.5	0.4	0.1	23	0.6	0.4	0.2		0.5	0.4	0.1		0.5	0.2	0.3		2.2	1.4	0.8		2.3	1.8	0.5		0.7	0.7	0.0			
Breeze	5.7	7.5	-1.8	3	11.2	11.9	-0.7		10.0	12.1	-2.1		6.4	7.6	-1.2		6.8	5.6	1.2		3.3	7.0	-3.7		6.6	8.3	-1.7			
Chinese Radio AM936	0.4	0.8	-0.4	24	0.7	1.1	-0.4		0.5	0.6	-0.1		0.8	0.7	0.1		0.5	1.0	-0.5		0.3	0.1	0.2		0.4	0.7	-0.3			
Coast	3.8	3.9	-0.1	7	5.0	4.9	0.1		5.5	4.9	0.6		4.5	4.2	0.3		4.2	2.4	1.8		7.0	4.8	2.2		5.2	4.0	1.2			
Edge	3.0	3.8	-0.8	10	3.8	3.9	-0.1		5.2	5.0	0.2		4.1	5.7	-1.6		3.8	3.6	0.2		1.4	1.1	0.3		3.9	3.9	0.0			
Flava	3.1	3.3	-0.2	9	2.8	3.5	-0.7		3.9	4.5	-0.6		3.5	4.1	-0.6		3.2	4.2	-1.0		1.3	1.0	0.3		2.7	2.6	0.1			
FM99.4 Chinese Voice	0.2	0.4	-0.2	27	0.3	0.5	-0.2		0.1	0.2	-0.1		0.1	0.3	-0.2		0.5	0.8	-0.3		*	*	*		0.1	0.3	-0.2			
George FM	4.5	4.3	0.2	6	6.0	5.1	0.9		7.3	5.9	1.4		8.2	6.1	2.1		2.0	2.2	-0.2		0.9	2.2	-1.3		6.7	6.6	0.1			
Gold	0.8	0.9	-0.1	21	2.1	1.6	0.5		2.1	1.4	0.7		1.0	1.4	-0.4		4.6	3.4	1.2		4.1	3.8	0.3		2.2	1.5	0.7			
Gold AM	0.2	0.1	0.1	27	0.3	0.1	0.2		0.4	0.5	-0.1		0.1	*	*		0.1	0.2	-0.1		0.1	0.1	0.0		0.2	0.3	-0.1			
Humm FM	1.6	1.7	-0.1	15	2.1	2.3	-0.2		2.1	1.9	0.2		1.8	1.8	0.0		2.3	2.0	0.3		0.2	0.6	-0.4		1.9	2.2	-0.3			
Life FM	1.6	0.9	0.7	15	0.5	0.7	-0.2		0.8	0.8	0.0		0.7	1.4	-0.7		2.1	1.6	0.5		0.5	2.1	-1.6		2.6	2.5	0.1			
Magic Music	2.9	4.0	-1.1	11	5.0	6.0	-1.0		5.3	5.5	-0.2		2.4	2.8	-0.4		2.3	2.6	-0.3		1.7	3.2	-1.5		5.8	5.7	0.1			
Magic Talk	1.3	1.6	-0.3	17	3.2	3.1	0.1		1.7	1.2	0.5		1.2	0.7	0.5		3.7	1.7	2.0		3.3	2.0	1.3		1.6	1.8	-0.2			
Mai FM	8.2	9.2	-1.0	2	6.1	8.0	-1.9		6.5	7.7	-1.2		7.6	9.4	-1.8		10.2	10.4	-0.2		6.4	6.9	-0.5		7.7	8.2	-0.5			
More FM	4.6	5.0	-0.4	5	6.0	5.2	0.8		6.4	5.7	0.7		5.2	6.2	-1.0		2.2	2.9	-0.7		3.1	2.6	0.5		5.9	5.6	0.3			
Newstalk ZB	34.9	25.3	9.6	1	20.1	14.1	6.0		15.7	13.7	2.0		26.6	19.3	7.3		29.1	22.2	6.9		40.1	36.9	3.2		21.0	16.0	5.0			
Niu FM	0.4	0.6	-0.2	24	0.2	0.9	-0.7		0.4	0.5	-0.1		0.2	0.4	-0.2		0.1	0.8	-0.7		0.4	0.7	-0.3		0.2	0.2	0.0			
Radio 531pi	0.1	0.3	-0.2	29	*	0.3	*		0.3	0.6	-0.3		0.4	0.7	-0.3		0.2	1.2	-1.0		0.2	0.1	0.1		0.1	0.5	-0.4			
Radio Hauraki	1.1	1.5	-0.4	18	2.0	1.6	0.4		1.9	2.6	-0.7		2.0	2.2	-0.2		1.5	0.9	0.6		0.6	1.1	-0.5		1.6	1.4	0.2			
Radio Samoa	2.7	2.8	-0.1	12	2.4	1.8	0.6		0.5	1.2	-0.7		0.1	1.0	-0.9		0.3	3.7	-3.4		5.2	4.2	1.0		1.1	1.8	-0.7			
Radio Waatea	*	*	*	*	0.1	*	*		0.1	*	*		0.1	*	*		*	*	*		*	*	*		0.1	0.1	0.0			
Rhema	1.1	0.7	0.4	18	0.4	0.3	0.1		0.3	0.5	-0.2		0.5	0.3	0.2		0.7	0.6	0.1		0.5	0.2	0.3		0.6	0.4	0.2			
Rock	3.8	4.2	-0.4	7	3.4	5.2	-1.8		5.6	4.6	1.0		5.4	4.9	0.5		1.9	5.0	-3.1		3.5	2.4	1.1		2.7	3.9	-1.2			
Star	0.9	0.6	0.3	20	0.3	0.5	-0.2		0.3	0.3	0.0		0.2	0.1	0.1		0.6	0.4	0.2		2.2	1.8	0.4		0.4	0.5	-0.1			
Tainui Live	0.1	*	*	29	*	*	*		*	0.1	*		*	*	*		*	*	*		0.1	*	*		*	*	*			
Tarana	0.4	1.4	-1.0	24	1.0	1.5	-0.5		0.6	1.2	-0.6		0.9	1.2	-0.3		0.8	5.1	-4.3		0.2	1.0	-0.8		0.9	2.1	-1.2			
The Hits	2.4	2.2	0.2	13	2.7	3.1	-0.4		3.3	3.7	-0.4		2.5	3.0	-0.5		1.7	1.7	0.0		2.0	2.1	-0.1		2.6	3.3	-0.7			
The Sound	1.7	2.4	-0.7	14	3.7	4.6	-0.9		3.6	4.5	-0.9		2.9	3.3	-0.4		1.3	3.7	-2.4		1.4	1.3	0.1		3.6	4.4	-0.8			
ZM	5.2	7.3	-2.1	4	4.3	4.6	-0.3		5.2	5.2	0.0		5.7	6.7	-1.0		3.8	5.0	-1.2		3.8	4.5	-0.7		4.0	5.5	-1.5			
MediaWorks Combo	36.0	42.6	-6.6		48.8	53.7	-4.9		52.1	52.9	-0.8		43.7	47.3	-3.6		34.5	38.0	-3.5		25.5	29.5	-4.0		45.4	49.2	-3.8			
NZME Combo	52.0	45.0	7.0		39.9	33.9	6.0		38.7	36.8	1.9		46.4	41.1	5.3		50.3	41.5	8.8		61.4	56.2	5.2		40.2	35.4	4.8			
NZME and Partners	54.9	48.4	6.5		44.1	38.5	5.6		42.4	40.4	2.0		50.4	45.1	5.3		55.0	46.1	8.9		62.2	57.5	4.7		44.2	40.0	4.2			

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

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Last Survey Period: Sun Apr 11 to Sat Aug 28 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	32.0	32.8	-0.8	19	10.1	9.5	0.6	7.6	7.9	-0.3	6.6	10.9	-4.3	12.9	16.6	-3.7	13.4	11.7	1.7	8.2	6.0	2.2	8.5	6.1	2.4
BBC	32.5	21.8	10.7	18	4.0	4.9	-0.9	6.8	2.1	4.7	6.8	2.1	4.7	11.2	3.7	7.5	10.2	5.9	4.3	10.6	8.0	2.6	6.5	1.9	4.6
Breeze	184.1	221.4	-37.3	3	39.6	35.0	4.6	62.8	62.8	0.0	66.3	74.7	-8.4	93.0	109.5	-16.5	57.9	78.8	-20.9	46.3	67.8	-21.5	39.2	50.1	-10.9
Chinese Radio AM936	24.0	27.3	-3.3	23	3.3	7.4	-4.1	12.8	8.0	4.8	15.8	9.4	6.4	16.9	11.2	5.7	4.9	6.5	-1.6	3.7	8.7	-5.0	6.6	4.1	2.5
Coast	98.4	112.8	-14.4	10	7.9	8.2	-0.3	16.3	16.5	-0.2	19.7	20.4	-0.7	43.2	44.8	-1.6	45.2	58.1	-12.9	41.2	53.0	-11.8	24.2	24.9	-0.7
Edge	167.7	167.5	0.2	6	58.0	56.7	1.3	104.4	92.3	12.1	87.3	81.6	5.7	103.5	102.8	0.7	21.6	27.2	-5.6	6.1	8.0	-1.9	30.6	38.0	-7.4
Flava	104.0	103.8	0.2	7	35.5	36.3	-0.8	60.8	59.0	1.8	56.1	55.2	0.9	63.4	63.2	0.2	11.3	11.6	-0.3	5.1	4.3	0.8	16.5	22.9	-6.4
FM99.4 Chinese Voice	11.8	14.3	-2.5	27	2.9	4.4	-1.5	4.2	4.1	0.1	4.6	4.5	0.1	6.7	5.2	1.5	4.0	3.1	0.9	2.1	4.6	-2.5	*	*	*
George FM	101.6	104.9	-3.3	9	22.6	26.0	-3.4	56.1	56.1	0.0	57.2	55.4	1.8	73.6	72.1	1.5	20.0	20.6	-0.6	5.2	6.8	-1.6	13.8	18.7	-4.9
Gold	33.4	39.5	-6.1	17	4.0	3.7	0.3	6.5	5.8	0.7	7.6	7.1	0.5	13.1	15.9	-2.8	13.2	18.3	-5.1	15.2	18.0	-2.8	5.8	5.0	0.8
Gold AM	10.4	12.2	-1.8	28	1.5	2.2	-0.7	*	0.8	*	*	1.6	*	3.3	5.4	-2.1	5.7	6.1	-0.4	3.9	4.2	-0.3	1.3	1.3	0.0
Humm FM	31.8	34.8	-3.0	20	6.3	3.2	3.1	18.0	22.2	-4.2	19.1	25.8	-6.7	22.8	30.4	-7.6	5.4	5.2	0.2	1.7	1.2	0.5	8.4	9.9	-1.5
Life FM	42.9	40.5	2.4	15	12.0	12.4	-0.4	18.7	13.9	4.8	20.6	15.5	5.1	26.1	23.7	2.4	8.9	12.3	-3.4	4.2	4.4	-0.2	13.1	8.6	4.5
Magic Music	79.6	78.9	0.7	12	7.2	2.4	4.8	7.9	10.3	-2.4	11.0	9.2	1.8	17.0	17.5	-0.5	24.7	26.4	-1.7	41.2	43.2	-2.0	7.3	3.6	3.7
Magic Talk	39.0	36.8	2.2	16	4.3	4.8	-0.5	6.3	1.9	4.4	7.8	2.8	5.0	14.1	9.2	4.9	13.5	17.0	-3.5	15.0	17.9	-2.9	4.7	3.5	1.2
Mai FM	220.6	242.4	-21.8	2	77.6	83.4	-5.8	125.9	139.1	-13.2	107.8	120.5	-12.7	130.2	143.1	-12.9	30.6	32.8	-2.2	11.7	14.5	-2.8	36.8	41.3	-4.5
More FM	170.9	177.9	-7.0	5	58.6	52.4	6.2	55.6	57.4	-1.8	53.6	60.4	-6.8	80.9	90.7	-9.8	50.5	54.3	-3.8	29.2	31.1	-1.9	39.3	40.2	-0.9
Newstalk ZB	320.5	307.6	12.9	1	34.6	33.2	1.4	67.4	63.8	3.6	78.4	77.6	0.8	134.7	126.8	7.9	116.5	117.0	-0.5	114.9	115.5	-0.6	62.5	60.0	2.5
Niu FM	18.9	18.3	0.6	25	7.4	5.2	2.2	9.8	9.7	0.1	7.2	8.8	-1.6	9.6	11.4	-1.8	4.3	4.4	-0.1	1.9	1.7	0.2	5.6	3.3	2.3
Radio 531pi	7.5	11.1	-3.6	29	1.8	0.6	1.2	1.5	2.6	-1.1	0.7	3.8	-3.1	4.2	5.9	-1.7	4.3	3.6	0.7	0.9	3.6	-2.7	2.1	3.7	-1.6
Radio Hauraki	49.4	66.4	-17.0	14	9.4	8.6	0.8	18.1	25.8	-7.7	20.1	31.3	-11.2	31.8	50.5	-18.7	18.0	25.1	-7.1	8.2	7.3	0.9	10.0	12.0	-2.0
Radio Samoa	19.8	24.4	-4.6	24	7.6	6.9	0.7	8.5	7.4	1.1	5.9	4.0	1.9	9.0	8.3	0.7	4.7	10.7	-6.0	1.6	9.2	-7.6	5.4	10.0	-4.6
Radio Waatea	4.8	3.1	1.7	30	1.0	1.2	-0.2	2.7	1.3	1.4	1.9	1.3	0.6	2.5	1.3	1.2	1.7	0.6	1.1	1.3	0.6	0.7	0.1	*	*
Rhema	25.3	19.7	5.6	21	3.2	2.7	0.5	3.5	0.7	2.8	7.2	4.5	2.7	10.6	9.3	1.3	10.1	10.5	-0.4	8.7	7.7	1.0	4.3	3.2	1.1
Rock	89.9	109.7	-19.8	11	24.3	26.5	-2.2	32.9	48.6	-15.7	38.2	52.8	-14.6	57.4	75.8	-18.4	23.8	28.3	-4.5	8.2	7.2	1.0	18.0	18.4	-0.4
Star	13.3	10.2	3.1	26	2.1	0.4	1.7	2.0	1.6	0.4	1.2	1.9	-0.7	2.2	3.1	-0.9	5.5	4.5	1.0	5.5	6.7	-1.2	1.6	0.3	1.3
Tainui Live	4.5	4.6	-0.1	31	3.2	3.1	0.1	1.2	1.7	-0.5	*	1.3	*	*	1.3	*	0.5	*	*	1.3	*	*	0.5	*	*
Tarana	25.3	29.6	-4.3	21	3.7	4.5	-0.8	13.5	15.0	-1.5	13.7	16.1	-2.4	16.9	19.1	-2.2	4.2	4.8	-0.6	2.5	4.9	-2.4	6.0	8.8	-2.8
The Hits	101.7	122.5	-20.8	8	33.0	32.4	0.6	43.2	46.0	-2.8	37.3	45.1	-7.8	51.0	65.5	-14.5	26.1	37.0	-10.9	16.6	22.4	-5.8	20.9	30.4	-9.5
The Sound	75.1	84.8	-9.7	13	14.7	13.5	1.2	19.0	21.0	-2.0	15.9	20.5	-4.6	34.0	41.8	-7.8	34.4	40.2	-5.8	24.7	28.5	-3.8	12.5	10.9	1.6
ZM	180.8	201.7	-20.9	4	53.9	57.2	-3.3	102.6	107.3	-4.7	94.5	102.3	-7.8	113.4	124.5	-11.1	28.5	38.8	-10.3	12.9	20.1	-7.2	38.6	39.1	-0.5
MediaWorks Combo	759.1	827.6	-68.5		185.7	185.0	0.7	300.7	327.5	-26.8	290.7	320.6	-29.9	404.7	442.3	-37.6	201.4	223.8	-22.4	143.6	170.2	-26.6	144.2	158.2	-14.0
NZME Combo	690.3	719.6	-29.3		132.4	133.5	-1.1	237.7	246.8	-9.1	240.0	259.6	-19.6	343.0	370.9	-27.9	204.4	222.8	-18.4	172.9	175.4	-2.5	131.2	144.9	-13.7
NZME and Partners	745.2	772.3	-27.1		141.2	138.8	2.4	265.2	276.2	-11.0	269.2	293.1	-23.9	379.9	411.3	-31.4	219.3	235.1	-15.8	180.6	182.3	-1.7	146.0	158.0	-12.0
All Commercial Radio	1,137.5	1,190.7	-53.2		229.0	232.6	-3.6	420.9	441.5	-20.6	420.8	451.6	-30.8	598.7	633.4	-34.7	337.0	349.2	-12.2	252.1	271.4	-19.3	225.3	243.8	-18.5
Potential (000)	1,501.0	1,501.0	0.0		345.0	345.0	0.0	581.8	587.7	-5.9	540.0	540.0	0.0	757.0	757.0	0.0	403.0	403.0	0.0	309.0	309.0	0.0	272.6	280.5	-7.9
Sample	2,694	2,427	267		535	494	41	709	774	-65	683	792	-109	1,088	1,168	-80	824	706	118	811	595	216	471	488	-17

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 4 2021

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

Survey Comparisons: 3/2021 - 4/2021

This Survey Period: Sun Jun 20 to Sat Nov 6 2021

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

	This	Last	+/-
Potential (000)	1,501.0	1,501.0	0.0
Sample Size	2,694	2,427	267

	Breakfast				Morning			Afternoon			Drive			Night			Mid Dawn			Weekend			
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	
95bFM	10.7	11.6	-0.9	22	13.3	10.3	3.0	13.0	11.6	1.4	10.3	9.2	1.1	9.1	7.5	1.6	2.8	2.9	-0.1	20.0	21.9	-1.9	
BBC	11.2	7.5	3.7	20	11.0	7.2	3.8	13.4	7.8	5.6	9.4	4.8	4.6	9.4	9.2	0.2	7.2	5.2	2.0	18.9	14.1	4.8	
Breeze	73.3	96.5	-23.2	4	87.2	93.6	-6.4	90.8	107.1	-16.3	71.2	84.4	-13.2	29.0	38.0	-9.0	13.1	26.5	-13.4	113.7	136.3	-22.6	
Chinese Radio AM936	10.4	16.4	-6.0	23	12.1	14.3	-2.2	11.3	9.0	2.3	9.2	8.3	0.9	3.8	10.9	-7.1	2.6	1.2	1.4	14.5	13.7	0.8	
Coast	36.7	46.9	-10.2	10	47.2	52.3	-5.1	45.1	47.1	-2.0	41.1	49.7	-8.6	14.2	18.9	-4.7	12.0	14.0	-2.0	61.1	55.5	5.6	
Edge	67.3	81.4	-14.1	5	58.6	51.9	6.7	77.9	74.1	3.8	67.3	71.5	-4.2	28.1	33.1	-5.0	7.1	6.4	0.7	96.3	91.0	5.3	
Flava	45.1	54.3	-9.2	7	36.8	40.1	-3.3	50.3	47.3	3.0	48.6	50.3	-1.7	23.7	28.8	-5.1	8.0	9.1	-1.1	46.1	46.8	-0.7	
FM99.4 Chinese Voice	4.1	6.1	-2.0	27	2.6	5.4	-2.8	4.0	4.9	-0.9	4.8	6.0	-1.2	2.2	4.3	-2.1	*	*	*	6.9	6.7	0.2	
George FM	41.2	49.5	-8.3	9	45.5	39.9	5.6	52.1	51.7	0.4	54.7	55.3	-0.6	15.1	19.7	-4.6	7.0	10.4	-3.4	62.4	66.4	-4.0	
Gold	10.8	16.2	-5.4	21	14.0	16.7	-2.7	18.8	17.3	1.5	11.4	16.5	-5.1	7.4	7.4	0.0	2.8	5.1	-2.3	21.3	23.4	-2.1	
Gold AM	2.2	2.1	0.1	28	2.7	2.8	-0.1	5.8	4.8	1.0	1.6	1.3	0.3	1.9	2.7	-0.8	0.9	1.4	-0.5	4.5	4.4	0.1	
Humm FM	16.6	19.6	-3.0	16	15.2	15.5	-0.3	15.4	17.0	-1.6	13.8	18.0	-4.2	9.8	13.7	-3.9	1.2	4.4	-3.2	25.4	23.9	1.5	
Life FM	18.7	17.0	1.7	15	14.7	12.5	2.2	11.8	13.5	-1.7	12.1	16.8	-4.7	9.1	6.7	2.4	4.1	4.1	0.0	26.5	27.7	-1.2	
Magic Music	26.5	35.0	-8.5	12	33.5	46.0	-12.5	47.6	46.6	1.0	24.6	27.3	-2.7	12.2	18.5	-6.3	5.0	10.6	-5.6	54.4	56.0	-1.6	
Magic Talk	14.1	15.3	-1.2	18	17.4	16.4	1.0	13.8	10.5	3.3	9.1	7.2	1.9	10.8	6.4	4.4	5.2	3.3	1.9	20.2	22.1	-1.9	
Mai FM	110.7	132.5	-21.8	2	90.0	98.4	-8.4	89.4	109.4	-20.0	97.9	117.6	-19.7	56.8	70.3	-13.5	33.8	34.2	-0.4	135.6	146.9	-11.3	
More FM	64.3	82.5	-18.2	6	62.4	56.9	5.5	82.8	82.8	0.0	66.9	82.0	-15.1	18.4	24.8	-6.4	10.5	11.6	-1.1	101.8	103.8	-2.0	
Newstalk ZB	223.6	216.0	7.6	1	151.4	128.4	23.0	149.3	136.4	12.9	162.0	154.8	7.2	80.3	81.1	-0.8	72.0	74.0	-2.0	213.3	182.5	30.8	
Niu FM	6.0	7.3	-1.3	26	6.9	5.7	1.2	8.7	7.0	1.7	5.4	5.4	0.0	1.5	6.1	-4.6	0.9	3.2	-2.3	7.2	7.7	-0.5	
Radio 531pi	1.3	3.6	-2.3	30	0.7	2.2	-1.5	3.0	4.0	-1.0	2.7	4.1	-1.4	1.8	5.4	-3.6	1.2	0.9	0.3	4.0	7.7	-3.7	
Radio Hauraki	24.3	38.8	-14.5	14	20.3	26.2	-5.9	22.9	30.2	-7.3	24.2	31.3	-7.1	9.1	11.1	-2.0	3.6	7.5	-3.9	23.1	30.1	-7.0	
Radio Samoa	12.5	18.7	-6.2	19	7.5	13.7	-6.2	4.7	13.6	-8.9	2.9	10.2	-7.3	3.0	7.3	-4.3	4.4	4.6	-0.2	12.5	18.6	-6.1	
Radio Waatea	0.3	*	*	31	0.9	*	*	0.6	*	*	1.4	*	*	0.8	*	*	*	*	*	*	3.1	3.1	0.0
Rhema	15.0	10.8	4.2	17	5.9	5.8	0.1	4.0	5.4	-1.4	6.9	4.9	2.0	4.6	3.8	0.8	3.0	1.5	1.5	16.0	11.9	4.1	
Rock	41.9	64.3	-22.4	8	34.0	48.1	-14.1	39.6	43.1	-3.5	45.2	56.1	-10.9	10.2	20.3	-10.1	11.6	15.0	-3.4	47.6	59.3	-11.7	
Star	8.3	6.1	2.2	25	5.1	4.1	1.0	2.9	2.7	0.2	4.6	3.7	0.9	4.1	4.1	0.0	4.9	4.4	0.5	9.4	8.1	1.3	
Tainui Live	1.4	0.4	1.0	29	0.6	0.9	-0.3	0.7	2.4	-1.7	1.1	0.5	0.6	0.8	0.9	-0.1	1.0	*	*	0.7	1.4	-0.7	
Tarana	9.5	13.8	-4.3	24	11.2	12.4	-1.2	11.5	13.3	-1.8	8.5	14.0	-5.5	7.1	13.3	-6.2	1.4	2.8	-1.4	16.4	19.0	-2.6	
The Hits	32.7	42.5	-9.8	11	33.9	45.1	-11.2	44.5	52.4	-7.9	41.5	47.7	-6.2	15.7	18.6	-2.9	5.3	6.7	-1.4	57.0	66.7	-9.7	
The Sound	26.3	36.2	-9.9	13	32.3	40.0	-7.7	34.7	41.3	-6.6	29.2	35.6	-6.4	9.0	15.5	-6.5	5.3	6.2	-0.9	41.1	49.5	-8.4	
ZM	87.2	118.8	-31.6	3	67.5	63.2	4.3	74.1	79.2	-5.1	85.0	90.1	-5.1	30.4	39.0	-8.6	13.1	19.5	-6.4	97.2	115.3	-18.1	
MediaWorks Combo	400.3	495.9	-95.6		400.5	410.6	-10.1	443.0	476.7	-33.7	403.9	462.5	-58.6	177.2	223.6	-46.4	82.8	106.2	-23.4	548.0	591.9	-43.9	
NZME Combo	432.8	488.1	-55.3		336.3	327.7	8.6	367.6	367.5	0.1	380.2	396.3	-16.1	183.2	197.5	-14.3	111.3	124.8	-13.5	467.2	461.1	6.1	
NZME and Partners	464.0	528.2	-64.2		373.6	360.8	12.8	405.5	403.5	2.0	406.7	426.4	-19.7	203.3	222.5	-19.2	114.5	130.5	-16.0	516.6	507.5	9.1	
All Commercial Radio	787.6	905.7	-118.1		675.2	679.4	-4.2	751.3	775.1	-23.8	728.8	791.2	-62.4	364.1	420.0	-55.9	185.2	225.5	-40.3	910.4	946.9	-36.5	

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 4 2021

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

Survey Comparisons: 3/2021 - 4/2021

This Survey Period: Sun Jun 20 to Sat Nov 6 2021

Last Survey Period: Sun Apr 11 to Sat Aug 28 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	5:49	4:42	1:06	1:58	1:36	0:22	5:19	5:39	-0:20	10:26	7:27	2:58	8:56	7:28	1:27	6:07	4:52	1:15	4:46	2:21	2:24	8:29	6:01	2:27
BBC	3:47	4:27	-0:39	3:30	3:54	-0:23	2:18	4:56	-2:38	2:17	4:56	-2:39	2:11	3:10	-0:59	4:18	4:10	0:08	4:49	5:00	-0:11	1:34	1:24	0:10
Breeze	7:10	7:09	0:00	3:47	3:50	-0:02	8:25	5:36	2:48	8:49	6:26	2:23	8:25	7:01	1:24	7:35	8:58	-1:23	7:46	9:13	-1:26	8:48	7:29	1:18
Chinese Radio AM936	3:53	4:44	-0:51	2:31	2:56	-0:25	3:11	1:50	1:21	2:54	2:33	0:20	2:44	3:28	-0:44	7:59	8:05	-0:05	10:20	7:53	2:27	4:14	6:46	-2:31
Coast	8:30	6:34	1:55	4:02	5:43	-1:41	3:49	4:23	-0:33	5:20	4:18	1:01	6:23	5:16	1:07	10:02	7:07	2:54	11:13	7:52	3:21	6:53	6:21	0:32
Edge	3:58	4:20	-0:21	3:16	3:20	-0:03	4:10	4:18	-0:07	4:28	4:50	-0:22	4:16	4:35	-0:19	3:51	5:07	-1:16	5:37	8:20	-2:42	4:32	4:33	-0:00
Flava	5:04	5:48	-0:43	5:55	6:57	-1:02	4:29	6:24	-1:55	4:28	4:59	-0:31	4:52	5:21	-0:29	5:49	6:10	-0:20	1:39	2:35	-0:55	6:13	6:31	-0:18
FM99.4 Chinese Voice	2:37	4:18	-1:41	1:50	1:57	-0:07	1:51	2:22	-0:30	1:35	3:16	-1:40	1:20	4:57	-3:36	4:32	10:52	-6:19	7:45	5:51	1:54	9:02	6:00	3:01
George FM	10:05	8:45	1:20	5:36	5:38	-0:01	8:10	8:19	-0:09	9:07	8:37	0:29	11:45	10:30	1:14	18:04	13:46	4:17	6:14	1:59	4:14	9:02	6:00	3:01
Gold	9:50	6:49	3:00	4:57	1:48	3:09	4:17	1:06	3:10	5:57	3:53	2:04	10:12	6:05	4:06	16:35	10:24	6:10	11:25	9:02	2:23	8:29	4:25	4:03
Gold AM	3:52	3:08	0:44	3:53	1:21	2:32	4:17	2:45	*	2:04	*	3:58	3:18	0:39	5:05	4:18	0:46	4:46	3:57	0:49	2:17	7:09	-4:52	
Humm FM	9:53	9:43	0:10	2:25	2:59	-0:34	11:38	12:12	-0:33	12:28	11:24	1:04	12:21	10:46	1:34	9:59	6:24	3:34	6:10	1:06	5:04	8:56	8:51	0:05
Life FM	5:22	5:51	-0:28	3:06	2:07	0:59	6:22	4:54	1:28	6:53	7:20	-0:27	6:50	8:20	-1:29	5:36	7:49	-2:12	3:24	2:57	0:26	6:03	3:37	2:25
Magic Music	9:08	10:24	-1:15	2:30	0:54	1:36	5:34	3:41	1:52	5:37	4:01	1:36	5:57	5:30	0:27	7:26	11:13	-3:47	10:25	12:49	-2:24	8:18	10:52	-2:33
Magic Talk	8:31	8:03	0:27	6:29	6:18	0:11	3:57	5:13	-1:16	4:53	6:43	-1:49	7:13	9:55	-2:41	11:49	9:25	2:24	10:20	8:26	1:54	7:18	15:25	-8:06
Mai FM	5:40	6:05	-0:24	3:58	4:53	-0:54	6:03	6:23	-0:20	6:37	6:33	0:04	6:26	6:40	-0:14	6:58	8:09	-1:10	8:09	7:43	0:25	4:53	5:55	-1:01
More FM	5:22	5:06	0:16	4:58	4:19	0:39	4:00	3:34	0:26	3:43	3:40	0:03	4:39	5:03	-0:24	6:46	6:44	0:01	8:23	6:50	1:33	5:27	5:52	-0:24
Newstalk ZB	12:54	10:38	2:15	3:52	3:01	0:51	6:37	5:39	0:58	10:10	6:32	3:37	11:54	8:21	3:33	13:52	11:13	2:39	15:06	11:57	3:09	11:43	10:06	1:36
Niu FM	2:32	5:07	-2:35	3:11	7:35	-4:24	2:28	6:43	-4:15	2:48	4:25	-1:37	2:21	4:37	-2:16	0:58	3:36	-2:37	0:56	0:59	-0:03	1:55	3:22	-1:26
Radio 531pi	3:42	7:39	-3:56	0:23	0:45	-0:21	2:59	16:06	-13:06	5:44	11:38	-5:54	5:50	9:49	-3:59	5:10	5:49	-0:38	2:30	6:54	-4:23	4:33	5:50	-1:16
Radio Hauraki	5:36	4:35	1:01	3:11	1:28	1:42	3:25	3:37	-0:11	5:14	3:49	1:25	5:25	4:35	0:50	5:49	6:14	-0:24	9:07	8:15	0:52	5:53	3:20	2:32
Radio Samoa	12:46	14:04	-1:18	5:49	7:32	-1:42	5:06	9:31	-4:24	0:45	9:07	-8:22	14:15	18:44	-4:28	33:42	20:53	12:48	21:00	14:45	6:14	13:42	17:07	-3:25
Radio Waatea	2:16	0:48	1:28	1:00	1:09	-0:09	0:36	0:43	-0:06	0:39	0:43	-0:03	2:32	0:43	1:48	4:56	0:15	4:41	2:48	0:15	2:33	0:30	*	*
Rhema	4:03	4:00	0:02	3:10	3:43	-0:33	1:48	2:44	-0:55	3:09	4:57	-1:48	3:32	5:02	-1:29	2:52	3:51	-0:59	3:07	2:53	0:13	2:57	2:48	0:09
Rock	7:26	7:03	0:22	7:28	4:24	3:04	4:43	6:59	-2:15	6:57	8:07	-1:09	7:50	8:01	-0:11	8:57	8:00	0:56	4:26	6:41	-2:14	5:19	7:11	-1:51
Star	6:35	8:10	-1:34	2:11	0:15	1:56	3:26	0:49	2:36	5:05	0:44	4:20	3:40	2:52	0:47	7:46	8:10	-0:24	9:53	11:01	-1:08	3:32	0:45	2:47
Tainui Live	1:21	0:50	0:31	1:32	0:41	0:51	1:45	0:59	0:45	*	1:11	*	*	1:11	*	2:00	*	*	0:54	*	*	2:00	*	*
Tarana	4:48	9:58	-5:10	4:18	6:18	-2:00	3:12	3:57	-0:44	3:12	5:10	-1:57	3:30	5:39	-2:09	4:04	15:57	-11:52	5:44	31:13	-25:29	2:16	10:08	-7:51
The Hits	4:27	4:11	0:16	3:29	2:36	0:52	3:57	3:16	0:40	3:52	3:37	0:14	4:57	4:35	0:22	6:06	5:17	0:49	4:04	4:38	-0:33	4:32	5:02	-0:30
The Sound	6:43	7:40	-0:57	2:39	2:55	-0:16	4:21	4:48	-0:26	5:03	5:55	-0:52	6:00	6:42	-0:41	7:56	8:26	-0:29	9:35	11:05	-1:29	6:15	6:19	-0:03
ZM	4:27	4:57	-0:30	3:14	4:05	-0:51	4:20	4:59	-0:39	4:50	5:01	-0:11	4:51	5:28	-0:36	4:44	6:04	-1:19	6:07	4:12	1:55	5:03	5:46	-0:43
MediaWorks Combo	9:53	9:59	-0:06	7:20	7:04	0:15	9:07	8:35	0:32	9:52	9:18	0:33	10:19	10:13	0:06	11:23	12:40	-1:17	11:36	12:42	-1:05	8:51	9:07	-0:15
NZME Combo	10:54	9:30	1:24	5:33	5:41	-0:07	6:20	6:31	-0:11	8:00	6:35	1:24	9:43	8:01	1:42	13:50	11:47	2:02	15:27	12:58	2:28	10:45	9:26	1:19
NZME and Partners	10:56	9:44	1:11	5:34	5:52	-0:18	6:48	7:04	-0:15	8:28	7:15	1:12	9:58	8:29	1:29	13:47	11:56	1:50	15:22	13:06	2:16	10:52	9:37	1:15
All Commercial Radio	14:59	14:36	0:23	10:18	10:08	0:10	11:50	11:50	0:00	13:14	12:29	0:44	14:30	13:58	0:32	17:22	17:49	-0:27	18:48	18:37	0:11	14:00	14:01	-0:01
Potential (000)	1,501.0	1,501.0	0.0	345.0	345.0	0.0	581.8	587.7	-5.9	540.0	540.0	0.0	757.0	757.0	0.0	403.0	403.0	0.0	309.0	309.0	0.0	272.6	280.5	-7.9
Sample	2,694	2,427	267	535	494	41	709	774	-65	683	792	-109	1,088	1,168	-80	824	706	118	811	595	216	471	488	-17

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 4 2021

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

Survey Comparisons: 3/2021 - 4/2021

This Survey Period: Sun Jun 20 to Sat Nov 6 2021

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

	This	Last	+/-
Potential (000)	1,501.0	1,501.0	0.0
Sample Size	2,694	2,427	267

	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	2:17	1:24	0:53	2:16	1:55	0:21	2:27	2:13	0:13	2:34	2:49	-0:15	1:14	1:00	0:13	0:40	1:16	-0:35	2:59	2:30	0:28
BBC	1:32	2:08	-0:35	1:28	1:29	-0:00	1:21	1:40	-0:19	1:02	1:01	0:00	1:55	1:26	0:29	1:56	2:27	-0:30	1:33	1:53	-0:19
Breeze	2:33	2:47	-0:13	3:43	3:32	0:10	3:41	3:42	-0:00	1:53	2:00	-0:06	1:59	1:24	0:34	1:32	1:53	-0:20	2:17	2:18	-0:00
Chinese Radio AM936	1:12	1:38	-0:26	1:45	2:07	-0:21	1:38	2:16	-0:37	1:49	1:51	-0:02	1:09	0:55	0:14	0:46	0:46	-0:00	1:12	1:48	-0:36
Coast	3:26	2:59	0:26	3:05	2:36	0:29	4:08	3:24	0:43	2:16	1:52	0:24	2:29	1:13	1:15	3:36	2:27	1:08	3:21	2:46	0:35
Edge	1:29	1:40	-0:10	1:51	2:05	-0:14	2:16	2:13	0:03	1:17	1:47	-0:30	1:07	1:02	0:05	1:10	1:13	-0:02	1:36	1:38	-0:01
Flava	2:15	2:08	0:06	2:11	2:27	-0:15	2:36	3:07	-0:30	1:30	1:49	-0:18	1:07	1:24	-0:17	0:58	0:46	0:12	2:17	2:08	0:09
FM99.4 Chinese Voice	1:31	2:30	-0:58	2:50	2:30	0:20	1:07	1:15	-0:08	0:36	1:15	-0:38	2:06	1:45	0:20	*	*	*	0:45	1:40	-0:55
George FM	3:34	3:09	0:25	3:50	3:31	0:18	4:45	3:45	0:59	3:07	2:29	0:38	1:07	1:05	0:02	0:48	1:29	-0:41	4:12	3:48	0:24
Gold	2:32	1:56	0:35	4:22	2:40	1:41	3:43	2:38	1:04	1:48	1:50	-0:01	5:14	4:22	0:51	8:46	5:19	3:26	4:04	2:29	1:35
Gold AM	3:13	1:54	1:18	2:53	1:28	1:24	2:34	3:05	-0:31	1:40	0:25	1:15	0:33	0:49	-0:15	0:51	0:40	0:11	1:20	2:32	-1:12
Humm FM	3:11	3:11	0:00	4:02	4:08	-0:05	4:31	3:46	0:45	2:41	2:13	0:27	1:57	1:25	0:31	0:46	1:02	-0:15	2:52	3:28	-0:35
Life FM	2:47	1:57	0:50	0:54	1:29	-0:34	2:18	2:04	0:13	1:14	1:50	-0:36	1:56	2:21	-0:24	0:48	3:45	-2:56	3:51	3:25	0:25
Magic Music	3:39	4:07	-0:28	4:18	3:39	0:38	3:46	3:55	-0:08	2:00	2:18	-0:17	1:34	1:19	0:14	2:04	2:08	-0:03	4:12	3:51	0:21
Magic Talk	2:59	3:46	-0:46	5:24	5:11	0:12	4:02	3:37	0:24	2:40	2:11	0:29	2:51	2:33	0:18	3:56	4:18	-0:22	3:11	3:08	0:03
Mai FM	2:26	2:29	-0:02	1:56	2:16	-0:19	2:27	2:19	0:08	1:37	1:47	-0:10	1:30	1:24	0:06	1:09	1:26	-0:17	2:14	2:06	0:07
More FM	2:21	2:11	0:10	2:45	2:32	0:13	2:35	2:15	0:20	1:38	1:41	-0:03	1:01	1:08	-0:07	1:46	1:35	0:10	2:17	2:02	0:14
Newstalk ZB	5:08	4:12	0:56	3:50	3:03	0:47	3:33	3:19	0:14	3:26	2:47	0:39	3:02	2:38	0:24	3:24	3:34	-0:09	3:51	3:20	0:31
Niu FM	1:58	2:55	-0:57	0:54	4:29	-3:35	1:34	2:26	-0:51	0:52	1:28	-0:36	0:34	1:13	-0:38	2:30	1:36	0:53	1:10	1:11	-0:01
Radio 531pi	1:41	3:22	-1:41	1:13	3:42	-2:28	3:11	4:45	-1:33	2:57	3:48	-0:50	0:54	2:05	-1:10	0:48	1:00	-0:11	1:05	2:15	-1:10
Radio Hauraki	1:25	1:22	0:02	2:50	1:41	1:08	2:50	2:52	-0:02	1:41	1:36	0:04	1:23	0:46	0:36	1:05	1:01	0:03	2:42	1:45	0:56
Radio Samoa	7:03	5:22	1:40	9:09	3:38	5:31	3:21	2:48	0:32	0:52	2:09	-1:17	0:47	4:48	-4:00	7:10	6:32	0:37	3:31	3:37	-0:05
Radio Waatea	0:15	*	*	2:01	*	*	4:00	*	*	1:29	*	*	0:15	*	*	*	*	*	1:27	0:48	0:38
Rhema	2:28	2:22	0:06	1:59	1:38	0:21	2:49	3:02	-0:13	1:26	1:19	0:06	1:12	1:26	-0:13	1:04	0:54	0:10	1:27	1:12	0:14
Rock	3:01	2:21	0:40	2:52	3:02	-0:10	4:44	3:29	1:14	2:30	1:58	0:31	1:31	2:22	-0:50	1:49	1:08	0:41	2:14	2:31	-0:17
Star	3:45	3:42	0:02	1:39	3:10	-1:31	3:12	4:00	-0:47	1:01	0:45	0:15	1:14	0:53	0:20	2:44	2:54	-0:09	1:39	2:08	-0:28
Tainui Live	1:11	0:15	0:56	1:12	0:15	0:57	1:32	0:45	0:47	0:49	0:15	0:34	0:15	0:15	0:00	0:35	*	*	1:14	1:00	0:13
Tarana	1:14	3:38	-2:24	2:32	3:19	-0:46	1:41	3:02	-1:21	2:07	1:57	0:10	0:57	3:42	-2:44	0:42	2:31	-1:48	2:11	4:09	-1:57
The Hits	2:25	1:53	0:31	2:18	1:54	0:24	2:32	2:18	0:13	1:16	1:24	-0:08	0:53	0:52	0:00	2:18	2:16	0:01	1:49	1:54	-0:04
The Sound	2:05	2:25	-0:19	3:19	3:11	0:08	3:28	3:37	-0:08	2:03	2:04	-0:00	1:10	2:17	-1:07	1:36	1:32	0:03	3:27	3:22	0:04
ZM	1:58	2:11	-0:13	1:51	2:01	-0:10	2:21	2:10	0:11	1:24	1:39	-0:14	1:03	1:14	-0:10	1:47	1:39	0:07	1:37	1:48	-0:10
MediaWorks Combo	2:58	3:04	-0:06	3:31	3:38	-0:06	3:58	3:39	0:18	2:15	2:17	-0:01	1:38	1:37	0:00	1:53	1:59	-0:05	3:15	3:09	0:05
NZME Combo	3:57	3:18	0:39	3:26	2:53	0:33	3:33	3:18	0:14	2:33	2:19	0:14	2:18	2:01	0:17	3:22	3:13	0:09	3:23	2:55	0:27
NZME and Partners	3:54	3:16	0:37	3:25	2:58	0:26	3:31	3:17	0:13	2:35	2:22	0:13	2:16	1:59	0:17	3:19	3:08	0:10	3:21	3:00	0:21
All Commercial Radio	4:11	3:57	0:13	4:17	4:05	0:11	4:29	4:15	0:14	2:52	2:49	0:02	2:18	2:17	0:01	3:18	3:10	0:08	4:19	4:01	0:17

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