

AUCKLAND COMMERCIAL RADIO - SURVEY 2 2021

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

Survey Comparisons: 1/2021 - 2/2021

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

Last Survey Period: Sun Sept 13 to Sat Nov 14 2020 & 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	+/-
95bFM	0.8	0.7	0.1	22	1.0	0.8	0.2	0.9	0.7	0.2	0.9	0.9	0.0	1.0	1.1	-0.1	0.9	1.0	-0.1	0.3	0.2	0.1	0.8	0.8	0.0
Ake	0.1	*	*	30	0.1	*	*	*	*	*	0.1	*	*	0.1	*	*	*	*	*	*	*	*	0.2	*	*
BBC	0.6	1.0	-0.4	24	0.6	0.5	0.1	*	0.1	*	0.1	0.1	0.0	0.1	0.2	-0.1	0.4	1.6	-1.2	0.9	2.5	-1.6	0.3	0.6	-0.3
Breeze	10.0	9.0	1.0	2	7.4	6.7	0.7	6.6	7.7	-1.1	9.7	10.3	-0.6	9.7	10.9	-1.2	12.1	9.6	2.5	12.3	7.6	4.7	11.1	8.9	2.2
Chinese Radio AM936	1.2	1.3	-0.1	21	1.0	0.8	0.2	1.0	1.2	-0.2	1.4	1.7	-0.3	1.3	1.6	-0.3	1.3	1.3	0.0	1.3	1.5	-0.2	1.2	1.6	-0.4
Coast	4.7	6.0	-1.3	7	1.7	2.2	-0.5	1.8	2.9	-1.1	1.9	3.3	-1.4	3.5	4.8	-1.3	7.6	9.1	-1.5	8.5	9.3	-0.8	4.6	5.9	-1.3
Edge	4.0	4.5	-0.5	10	8.3	9.7	-1.4	6.3	9.2	-2.9	5.6	6.9	-1.3	4.8	5.6	-0.8	2.7	2.2	0.5	1.4	1.0	0.4	4.2	5.8	-1.6
Flava	3.1	2.7	0.4	13	9.0	5.4	3.6	6.8	6.0	0.8	4.7	4.7	0.0	3.5	3.6	-0.1	0.5	1.0	-0.5	0.1	0.4	-0.3	2.7	3.1	-0.4
FM99.4 Chinese Voice	0.2	0.1	0.1	28	0.3	0.1	0.2	0.2	0.1	0.1	0.3	0.1	0.2	0.3	0.1	0.2	0.3	*	*	0.2	0.1	0.1	*	0.1	*
George FM	3.6	3.7	-0.1	11	6.1	4.2	1.9	6.6	7.1	-0.5	6.0	6.9	-0.9	5.2	5.9	-0.7	2.1	2.4	-0.3	0.4	0.5	-0.1	2.2	2.4	-0.2
Gold	1.7	2.1	-0.4	18	1.3	1.8	-0.5	0.5	1.0	-0.5	0.8	1.0	-0.2	1.4	1.5	-0.1	3.4	4.3	-0.9	2.8	4.1	-1.3	1.1	1.3	-0.2
Gold AM	0.2	0.4	-0.2	28	*	*	*	0.1	*	*	0.1	0.5	-0.4	0.1	0.3	-0.2	0.3	0.3	0.0	0.4	0.5	-0.1	0.2	*	*
Humm FM	1.5	1.5	0.0	20	0.6	1.3	-0.7	3.8	3.3	0.5	3.8	3.3	0.5	2.8	2.7	0.1	0.4	0.7	-0.3	0.1	0.1	0.0	1.9	2.6	-0.7
Life FM	1.9	2.2	-0.3	16	2.9	5.0	-2.1	1.6	1.4	0.2	2.5	1.6	0.9	2.5	2.2	0.3	1.8	2.4	-0.6	0.9	1.1	-0.2	1.9	2.9	-1.0
Magic Music*	6.3	n.a.	*	4	0.7	n.a.	*	1.3	n.a.	*	1.0	n.a.	*	2.2	n.a.	*	7.3	n.a.	*	11.6	n.a.	*	4.3	n.a.	*
Magic Talk*	2.5	n.a.	*	14	0.6	n.a.	*	0.5	n.a.	*	0.5	n.a.	*	1.0	n.a.	*	2.0	n.a.	*	3.0	n.a.	*	4.6	n.a.	*
Mai FM	9.3	8.3	1.0	3	17.4	16.0	1.4	18.5	16.4	2.1	15.9	13.1	2.8	13.1	11.5	1.6	4.2	4.7	-0.5	1.0	0.8	0.2	7.3	9.8	-2.5
More FM	4.4	4.5	-0.1	9	7.1	6.9	0.2	3.4	5.1	-1.7	3.4	5.1	-1.7	5.2	5.6	-0.4	6.1	4.9	1.2	2.7	2.3	0.4	7.2	5.5	1.7
Newstalk ZB	15.2	13.9	1.3	1	4.0	3.9	0.1	5.3	4.5	0.8	6.7	6.7	0.0	9.1	7.9	1.2	16.3	14.3	2.0	24.3	26.2	-1.9	14.6	12.8	1.8
Niu FM	0.8	1.3	-0.5	22	1.8	2.1	-0.3	1.6	1.6	0.0	1.0	1.2	-0.2	1.0	1.5	-0.5	0.5	1.6	-1.1	*	0.8	*	0.4	0.4	0.0
Radio 531pi	0.6	1.0	-0.4	24	*	0.1	*	1.0	0.1	0.9	1.0	0.2	0.8	0.7	0.3	0.4	0.2	1.0	-0.8	0.8	1.9	-1.1	0.6	0.7	-0.1
Radio Hauraki	1.6	2.2	-0.6	19	0.7	1.6	-0.9	1.7	3.0	-1.3	1.9	3.2	-1.3	2.3	2.7	-0.4	2.3	2.5	-0.2	1.3	2.1	-0.8	1.5	2.2	-0.7
Radio Samoa	1.9	1.8	0.1	16	2.6	0.2	2.4	1.6	0.4	1.2	0.8	0.3	0.5	1.2	1.4	-0.2	2.8	2.6	0.2	3.3	3.4	-0.1	4.2	2.1	2.1
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.1	*	*	*	*	*	*	*
Rhema	0.5	0.9	-0.4	26	1.0	1.2	-0.2	0.1	0.2	-0.1	0.3	0.2	0.1	0.4	0.3	0.1	0.6	1.8	-1.2	0.4	1.8	-1.4	0.1	0.5	-0.4
Rock	4.9	4.4	0.5	6	4.7	6.6	-1.9	8.7	8.0	0.7	8.3	6.6	1.7	7.2	5.7	1.5	4.2	3.5	0.7	2.2	1.8	0.4	3.2	2.5	0.7
Star	0.3	0.4	-0.1	27	*	*	*	*	0.1	*	*	0.1	*	0.1	0.2	-0.1	0.3	0.2	0.1	0.9	0.1	0.8	*	0.2	*
Tainui Live**	*	*	*	*	*	*	*	0.1	*	*	0.1	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Tarana	2.4	2.3	0.1	15	0.9	1.1	-0.2	1.9	1.8	0.1	2.8	2.9	-0.1	2.5	2.4	0.1	2.6	2.2	0.4	3.8	3.6	0.2	3.9	2.5	1.4
The Hits	3.2	4.1	-0.9	12	4.3	7.0	-2.7	3.3	4.3	-1.0	3.9	6.0	-2.1	3.9	4.8	-0.9	3.4	3.2	0.2	2.4	2.3	0.1	3.9	2.5	1.4
The Sound	4.6	4.4	0.2	8	1.8	2.0	-0.2	2.7	2.1	0.6	3.2	2.2	1.0	4.0	3.4	0.6	6.9	8.4	-1.5	8.4	9.1	-0.7	3.1	3.7	-0.6
ZM	5.2	5.5	-0.3	5	8.7	10.3	-1.6	8.8	9.2	-0.4	7.8	7.7	0.1	6.8	7.2	-0.4	4.1	4.4	-0.3	2.2	1.4	0.8	4.7	6.7	-2.0
MediaWorks Combo	50.2	47.4	2.8		54.7	53.5	1.2	54.9	57.0	-2.1	53.9	53.6	0.3	52.9	52.4	0.5	48.7	42.9	5.8	43.8	34.2	9.6	47.3	49.3	-2.0
NZME Combo	35.5	37.9	-2.4		30.3	32.9	-2.6	28.3	31.1	-2.8	28.0	33.1	-5.1	30.7	33.2	-2.5	38.3	40.8	-2.5	42.9	48.9	-6.0	33.5	35.1	-1.6
NZME and Partners	39.2	41.6	-2.4		33.2	35.9	-2.7	34.2	36.4	-2.2	34.3	39.1	-4.8	36.1	38.5	-2.4	41.2	43.7	-2.5	44.8	50.8	-6.0	37.4	40.2	-2.8
Potential (000)	1,501.0	1,501.0	0.0		345.0	345.0	0.0	587.4	596.3	-8.9	540.0	540.0	0.0	757.0	757.0	0.0	403.0	403.0	0.0	309.0	309.0	0.0	271.1	290.3	-19.2
Sample	2,483	2,411	72		501	512	-11	784	873	-89	790	819	-29	1,146	1,176	-30	693	658	35	652	556	96	457	470	-13

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

*Magic Music & Magic Talk were reported together as Magic Music & Talk in S1 2021 and therefore the individual station results cannot be compared in S2 2021

**Tainui Live was previously listed as Radio Tainui

AUCKLAND COMMERCIAL RADIO - SURVEY 2 2021

Station Share (%) by Daypart, People 10+

Survey Comparisons: 1/2021 - 2/2021

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

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

	This	Last	+/-
Potential (000)	1,501.0	1,501.0	0.0
Sample Size	2,483	2,411	72

	Breakfast				Morning			Afternoon			Drive			Night			Mid Dawn			Weekend			
	This	Mon-Fri 6am-9am Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	
95bFM	0.5	0.6	-0.1	23	0.5	0.6	-0.1	0.8	0.8	0.0	0.7	0.7	0.0	0.9	1.0	-0.1	0.5	0.5	0.0	1.2	0.9	0.3	
Ake	*	*	*	*	*	*	*	*	*	*	0.1	*	*	*	*	*	*	*	*	0.1	*	*	
BBC	0.3	0.7	-0.4	28	0.4	0.8	-0.4	0.5	0.5	0.0	0.3	0.7	-0.4	1.2	2.1	-0.9	1.3	2.0	-0.7	0.9	1.6	-0.7	
Breeze	7.9	7.2	0.7	3	11.5	9.8	1.7	12.4	9.1	3.3	9.5	8.7	0.8	7.7	10.0	-2.3	8.1	5.3	2.8	10.2	10.4	-0.2	
Chinese Radio AM936	1.5	1.7	-0.2	18	1.5	1.4	0.1	1.2	1.2	0.0	1.3	1.8	-0.5	0.7	0.6	0.1	0.1	0.1	0.0	0.9	1.2	-0.3	
Coast	4.3	5.2	-0.9	7	5.9	8.0	-2.1	5.4	7.2	-1.8	4.7	6.3	-1.6	2.0	3.2	-1.2	3.7	4.3	-0.6	4.6	5.1	-0.5	
Edge	3.4	4.5	-1.1	9	3.4	4.7	-1.3	4.5	5.8	-1.3	5.4	4.0	1.4	4.2	3.1	1.1	1.8	3.6	-1.8	4.2	4.3	-0.1	
Flava	2.7	2.1	0.6	12	3.3	2.0	1.3	4.3	3.8	0.5	3.9	3.5	0.4	3.8	2.3	1.5	1.0	4.0	-3.0	2.0	2.3	-0.3	
FM99.4 Chinese Voice	0.4	0.1	0.3	24	0.2	0.1	0.1	0.1	0.1	0.0	0.4	0.1	0.3	0.3	0.1	0.2	0.1	0.1	0.0	0.2	0.1	0.1	
George FM	3.4	4.4	-1.0	9	3.2	3.9	-0.7	3.6	3.5	0.1	4.4	3.9	0.5	1.8	2.1	-0.3	2.4	2.7	-0.3	4.1	3.6	0.5	
Gold	1.3	1.3	0.0	19	1.9	2.7	-0.8	1.7	2.3	-0.6	1.4	1.4	0.0	1.7	2.1	-0.4	1.4	3.1	-1.7	2.1	2.4	-0.3	
Gold AM	0.1	0.4	-0.3	29	0.2	0.4	-0.2	0.1	0.5	-0.4	0.1	0.1	0.0	0.2	0.4	-0.2	0.1	*	*	0.5	0.4	0.1	
Humm FM	1.6	1.9	-0.3	17	1.2	1.0	0.2	1.2	1.2	0.0	1.7	2.7	-1.0	1.3	2.2	-0.9	0.9	1.2	-0.3	1.9	1.1	0.8	
Life FM	1.3	2.6	-1.3	19	1.2	1.4	-0.2	1.4	1.5	-0.1	1.7	1.3	0.4	1.3	1.9	-0.6	2.9	3.3	-0.4	3.4	3.2	0.2	
Magic Music*	5.0	n.a.	*	5	8.7	n.a.	*	8.6	n.a.	*	4.3	n.a.	*	3.0	n.a.	*	2.2	n.a.	*	7.0	n.a.	*	
Magic Talk*	2.1	n.a.	*	14	3.4	n.a.	*	1.3	n.a.	*	1.7	n.a.	*	2.6	n.a.	*	7.6	n.a.	*	2.8	n.a.	*	
Mai FM	10.9	9.8	1.1	2	8.6	7.6	1.0	8.0	6.2	1.8	11.0	9.4	1.6	11.3	10.2	1.1	8.4	8.5	-0.1	8.1	8.0	0.1	
More FM	4.4	4.9	-0.5	6	4.6	4.1	0.5	5.1	4.4	0.7	4.9	4.7	0.2	3.7	4.7	-1.0	0.9	1.0	-0.1	4.3	4.9	-0.6	
Newstalk ZB	22.5	20.3	2.2	1	11.7	11.4	0.3	10.4	11.4	-1.0	13.3	14.0	-0.7	17.2	16.8	0.4	32.6	19.1	13.5	12.1	11.0	1.1	
Niu FM	0.9	1.3	-0.4	22	1.2	0.9	0.3	0.6	0.8	-0.2	0.5	1.8	-1.3	0.9	1.2	-0.3	1.7	2.7	-1.0	0.5	1.4	-0.9	
Radio 531pi	0.4	0.4	0.0	24	0.6	0.9	-0.3	0.6	0.6	0.0	0.6	0.3	0.3	1.5	2.6	-1.1	1.0	3.7	-2.7	0.6	1.2	-0.6	
Radio Hauraki	1.2	1.6	-0.4	21	1.6	2.2	-0.6	2.4	3.0	-0.6	1.7	1.9	-0.2	0.9	0.8	0.1	0.9	3.7	-2.8	1.6	2.1	-0.5	
Radio Samoa	2.1	1.9	0.2	14	1.3	1.9	-0.6	1.1	1.5	-0.4	1.3	0.9	0.4	5.3	4.6	0.7	3.2	1.6	1.6	1.9	1.8	0.1	
Radio Waatea	*	*	*	*	*	*	*	*	0.1	*	*	*	*	*	*	*	*	*	*	*	*	0.1	*
Rhema	0.4	1.2	-0.8	24	0.5	0.9	-0.4	0.7	0.9	-0.2	0.3	0.6	-0.3	0.8	0.3	0.5	0.1	3.2	-3.1	0.4	0.5	-0.1	
Rock	4.0	3.8	0.2	8	6.2	5.1	1.1	5.0	5.2	-0.2	4.8	4.8	0.0	6.1	2.9	3.2	2.0	2.5	-0.5	4.7	4.1	0.6	
Star	0.4	0.6	-0.2	24	0.4	0.4	0.0	0.4	0.2	0.2	0.1	0.3	-0.2	0.3	0.8	-0.5	0.5	1.1	-0.6	0.4	0.4	0.0	
Tainui Live**	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.2	0.2	0.0	*	*	*	
Tarana	2.1	2.2	-0.1	14	1.8	1.6	0.2	1.7	1.5	0.2	2.9	3.6	-0.7	4.7	3.4	1.3	3.5	3.9	-0.4	2.7	2.3	0.4	
The Hits	2.7	3.1	-0.4	12	3.0	4.4	-1.4	3.9	4.6	-0.7	3.6	4.3	-0.7	2.2	3.6	-1.4	1.5	2.2	-0.7	3.7	4.5	-0.8	
The Sound	3.1	3.0	0.1	11	5.8	4.7	1.1	6.0	5.3	0.7	4.1	3.7	0.4	5.3	3.2	2.1	1.5	1.9	-0.4	4.8	5.8	-1.0	
ZM	6.9	7.1	-0.2	4	3.8	5.4	-1.6	4.4	5.3	-0.9	6.7	7.4	-0.7	4.4	3.6	0.8	4.4	2.9	1.5	5.0	4.5	0.5	
MediaWorks Combo	44.6	42.8	1.8		56.1	50.6	5.5	55.3	50.1	5.2	50.4	45.3	5.1	45.9	44.9	1.0	35.6	36.3	-0.7	50.7	50.5	0.2	
NZME Combo	42.0	41.8	0.2		31.8	37.2	-5.4	33.1	38.7	-5.6	35.6	39.6	-4.0	33.6	34.8	-1.2	46.8	41.3	5.5	32.5	33.9	-1.4	
NZME and Partners	45.9	46.2	-0.3		35.3	40.3	-5.0	36.5	41.8	-5.3	39.6	44.9	-5.3	36.8	38.7	-1.9	48.5	43.0	5.5	36.7	37.2	-0.5	

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AUCKLAND COMMERCIAL RADIO - SURVEY 2 2021

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

Survey Comparisons: 1/2021 - 2/2021

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

Last Survey Period: Sun Sept 13 to Sat Nov 14 2020 & 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	+/-
95bFM	29.8	26.8	3.0	21	9.9	8.4	1.5	7.5	9.0	-1.5	7.2	9.9	-2.7	13.7	15.1	-1.4	11.4	7.7	3.7	4.9	2.5	2.4	5.5	5.2	0.3
Ake	6.2	2.3	3.9	30	2.5	1.9	0.6	0.6	0.8	-0.2	2.5	*	*	2.5	*	*	1.2	0.4	0.8	1.2	0.4	0.8	2.2	*	*
BBC	24.8	31.2	-6.4	24	4.9	3.4	1.5	0.8	2.7	-1.9	1.2	4.2	-3.0	3.1	6.8	-3.7	6.3	9.8	-3.5	8.9	13.1	-4.2	2.4	6.8	-4.4
Breeze	241.9	221.9	20.0	3	41.2	37.5	3.7	71.8	80.4	-8.6	79.6	84.3	-4.7	115.8	119.1	-3.3	83.3	67.6	15.7	72.1	54.7	17.4	46.7	45.4	1.3
Chinese Radio AM936	35.9	32.5	3.4	20	8.6	7.2	1.4	9.9	10.5	-0.6	13.0	14.8	-1.8	18.9	19.3	-0.4	10.2	6.4	3.8	7.1	4.8	2.3	7.5	10.7	-3.2
Coast	126.6	110.7	15.9	8	9.7	7.9	1.8	20.0	16.8	3.2	22.0	23.1	-1.1	48.6	43.5	5.1	64.7	49.7	15.0	57.4	47.1	10.3	22.3	20.6	1.7
Edge	167.8	176.7	-8.9	5	60.7	70.4	-9.7	93.0	101.0	-8.0	76.5	74.4	2.1	96.3	94.9	1.4	27.1	28.4	-1.3	9.6	10.2	-0.6	32.5	36.2	-3.7
Flava	98.1	119.5	-21.4	10	35.7	43.1	-7.4	57.7	81.7	-24.0	52.4	57.6	-5.2	60.0	67.0	-7.0	9.3	16.0	-6.7	1.9	8.2	-6.3	23.3	24.9	-1.6
FM99.4 Chinese Voice	12.0	9.0	3.0	27	5.1	4.3	0.8	3.7	2.3	1.4	4.4	2.3	2.1	5.1	2.5	2.6	1.4	1.2	0.2	1.9	2.1	-0.2	*	0.5	*
George FM	90.5	110.2	-19.7	11	22.7	29.7	-7.0	50.4	68.5	-18.1	48.1	57.3	-9.2	60.5	72.8	-12.3	16.5	20.4	-3.9	6.2	5.6	0.6	13.5	20.0	-6.5
Gold	40.4	41.4	-1.0	18	6.0	6.9	-0.9	7.2	9.0	-1.8	7.2	9.5	-2.3	16.6	19.5	-2.9	19.8	18.3	1.5	16.4	13.7	2.7	6.9	10.2	-3.3
Gold AM	10.4	9.5	0.9	29	0.7	1.0	-0.3	1.8	1.0	0.8	3.0	3.1	-0.1	4.5	3.5	1.0	3.3	1.9	1.4	4.0	4.2	-0.2	1.0	0.7	0.3
Humm FM	42.5	53.1	-10.6	17	3.6	9.2	-5.6	26.2	28.9	-2.7	30.3	32.6	-2.3	35.7	40.7	-5.0	6.9	9.3	-2.4	2.6	2.3	0.3	13.9	16.8	-2.9
Life FM	58.1	56.8	1.3	15	18.4	20.8	-2.4	21.3	18.6	2.7	22.2	17.1	5.1	30.9	28.6	2.3	14.9	15.9	-1.0	7.5	6.3	1.2	10.8	12.8	-2.0
Magic Music*	90.2	n.a.	*	12	3.4	n.a.	*	12.5	n.a.	*	9.8	n.a.	*	24.6	n.a.	*	35.3	n.a.	*	42.0	n.a.	*	8.2	n.a.	*
Magic Talk*	48.8	n.a.	*	16	5.3	n.a.	*	6.3	n.a.	*	6.8	n.a.	*	13.7	n.a.	*	15.2	n.a.	*	18.6	n.a.	*	7.7	n.a.	*
Mai FM	268.4	247.3	21.1	2	87.2	82.9	4.3	159.5	151.1	8.4	139.6	116.2	23.4	165.7	155.0	10.7	35.7	44.7	-9.0	13.8	8.8	5.0	43.5	48.3	-4.8
More FM	155.1	157.6	-2.5	6	44.9	49.4	-4.5	54.6	67.4	-12.8	54.7	60.5	-5.8	83.6	87.0	-3.4	48.1	42.1	6.0	24.0	19.4	4.6	37.5	35.3	2.2
Newstalk ZB	284.3	264.6	19.7	1	34.1	32.5	1.6	59.4	59.9	-0.5	70.3	71.4	-1.1	118.5	114.2	4.3	105.7	91.5	14.2	101.8	90.8	11.0	53.4	51.7	1.7
Niu FM	24.9	45.4	-20.5	23	4.8	12.1	-7.3	13.5	23.4	-9.9	13.3	17.1	-3.8	18.4	27.9	-9.5	6.8	15.8	-9.0	1.7	5.3	-3.6	3.2	4.9	-1.7
Radio 531pi	15.4	23.6	-8.2	25	1.1	2.8	-1.7	3.2	3.8	-0.6	4.7	4.2	0.5	5.2	5.9	-0.7	2.3	6.3	-4.0	5.5	8.8	-3.3	5.5	5.0	0.5
Radio Hauraki	68.1	64.5	3.6	14	11.5	10.7	0.8	28.6	28.2	0.4	31.2	32.0	-0.8	44.9	40.0	4.9	22.7	19.2	3.5	11.2	13.4	-2.2	11.5	14.9	-3.4
Radio Samoa	36.0	32.0	4.0	19	13.0	5.0	8.0	11.5	8.2	3.3	4.0	5.5	-1.5	10.0	13.0	-3.0	13.2	12.6	0.6	12.6	12.1	0.5	9.7	6.7	3.0
Radio Waatea	1.0	3.9	-2.9	32	0.6	0.9	-0.3	*	*	*	*	*	*	*	0.5	*	0.4	1.1	-0.7	0.4	0.9	-0.5	*	*	*
Rhema	14.5	15.6	-1.1	26	2.0	3.8	-1.8	2.2	4.3	-2.1	4.7	4.2	0.5	7.8	5.6	2.2	5.1	4.7	0.4	4.1	4.2	-0.1	2.8	2.7	0.1
Rock	121.4	120.5	0.9	9	30.5	31.3	-0.8	63.7	64.3	-0.6	60.3	60.8	-0.5	79.9	77.4	2.5	27.6	24.0	3.6	8.9	9.5	-0.6	18.0	21.7	-3.7
Star	11.5	15.5	-4.0	28	1.0	0.6	0.4	1.4	3.6	-2.2	2.1	4.3	-2.2	3.7	7.1	-3.4	3.6	4.3	-0.7	5.9	3.1	2.8	1.1	1.4	-0.3
Tainui Live**	5.2	2.4	2.8	31	3.1	1.7	1.4	2.3	0.6	1.7	1.9	0.6	1.3	1.9	0.6	1.3	*	*	*	*	*	*	*	*	*
Tarana	29.8	34.8	-5.0	21	4.6	7.5	-2.9	13.9	13.5	0.4	16.6	17.7	-1.1	19.8	23.1	-3.3	5.5	7.1	-1.6	5.0	4.2	0.8	9.3	8.0	1.3
The Hits	129.6	115.6	14.0	7	37.9	36.3	1.6	53.0	47.3	5.7	52.1	46.0	6.1	72.9	62.4	10.5	36.4	30.6	5.8	17.9	17.0	0.9	26.1	15.5	10.6
The Sound	86.4	90.8	-4.4	13	12.7	16.4	-3.7	21.1	23.7	-2.6	21.5	22.7	-1.2	40.1	39.7	0.4	39.6	40.7	-1.1	32.7	34.7	-2.0	12.6	14.4	-1.8
ZM	187.1	185.2	1.9	4	56.6	64.5	-7.9	103.2	106.2	-3.0	93.3	88.1	5.2	113.0	108.4	4.6	34.5	30.1	4.4	17.5	11.4	6.1	29.2	33.7	-4.5
MediaWorks Combo	860.6	792.3	68.3		189.7	183.1	6.6	357.0	351.9	5.1	341.8	310.3	31.5	460.5	433.3	27.2	222.0	204.0	18.0	170.2	138.2	32.0	149.4	150.2	-0.8
NZME Combo	708.3	687.4	20.9		134.7	142.9	-8.2	247.8	258.1	-10.3	250.3	242.4	7.9	361.3	340.0	21.3	219.1	201.1	18.0	168.4	162.7	5.7	136.6	141.4	-4.8
NZME and Partners	763.5	751.8	11.7		140.6	151.6	-11.0	276.7	291.4	-14.7	284.0	280.6	3.4	404.3	389.6	14.7	232.8	216.4	16.4	174.3	168.4	5.9	151.7	161.9	-10.2
All Commercial Radio	1,202.6	1,135.9	66.7		242.4	239.8	2.6	460.0	451.8	8.2	459.1	425.3	33.8	636.2	598.5	37.7	337.0	316.3	20.7	262.9	238.1	24.8	228.5	225.8	2.7
Potential (000)	1,501.0	1,501.0	0.0		345.0	345.0	0.0	587.4	596.3	-8.9	540.0	540.0	0.0	757.0	757.0	0.0	403.0	403.0	0.0	309.0	309.0	0.0	271.1	290.3	-19.2
Sample	2,483	2,411	72		501	512	-11	784	873	-89	790	819	-29	1,146	1,176	-30	693	658	35	652	556	96	457	470	-13

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

*Magic Music & Magic Talk were reported together as Magic Music & Talk in S1 2021 and therefore the individual station results cannot be compared in S2 2021

**Tainui Live was previously listed as Radio Tainui

AUCKLAND COMMERCIAL RADIO - SURVEY 2 2021

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

Survey Comparisons: 1/2021 - 2/2021

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

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

	This	Last	+/-
Potential (000)	1,501.0	1,501.0	0.0
Sample Size	2,483	2,411	72

	Breakfast				Morning				Afternoon				Drive				Night				Mid Dawn				Weekend			
	This	Last	+/-	Rank	This	Last	+/-	Rank	This	Last	+/-	Rank	This	Last	+/-	Rank	This	Last	+/-	Rank	This	Last	+/-	Rank	This	Last	+/-	Rank
95bFM	12.9	14.1	-1.2	22	6.8	8.5	-1.7		11.0	10.8	0.2		9.3	12.7	-3.4		6.5	6.0	0.5		3.6	3.3	0.3		18.3	15.3	3.0	
Ake	1.0	0.4	0.6	31	0.7	0.4	0.3		0.7	*	*		2.5	*	*		*	*	*		0.6	*	*		4.7	1.9	2.8	
BBC	8.3	13.6	-5.3	24	7.5	10.3	-2.8		9.9	10.7	-0.8		6.6	10.2	-3.6		8.4	10.8	-2.4		3.7	5.5	-1.8		16.8	22.9	-6.1	
Breeze	104.0	91.1	12.9	4	100.1	93.9	6.2		110.7	84.4	26.3		95.6	94.0	1.6		45.1	43.7	1.4		27.7	17.6	10.1		142.4	132.1	10.3	
Chinese Radio AM936	21.1	17.4	3.7	17	16.9	17.5	-0.6		17.1	16.1	1.0		15.0	17.1	-2.1		8.6	6.7	1.9		2.1	1.6	0.5		18.9	23.1	-4.2	
Coast	61.2	56.2	5.0	8	65.1	61.8	3.3		52.4	60.1	-7.7		59.7	57.8	1.9		22.0	19.9	2.1		14.6	13.2	1.4		66.4	64.8	1.6	
Edge	75.5	80.0	-4.5	5	53.5	63.7	-10.2		77.4	90.8	-13.4		69.1	67.2	1.9		33.8	28.7	5.1		11.9	22.3	-10.4		87.5	89.8	-2.3	
Flava	46.4	47.8	-1.4	10	40.9	35.4	5.5		50.5	68.5	-18.0		42.1	54.8	-12.7		25.8	27.0	-1.2		7.9	19.5	-11.6		42.2	61.5	-19.3	
FM99.4 Chinese Voice	6.0	2.8	3.2	25	4.0	2.0	2.0		3.6	2.1	1.5		4.5	1.3	3.2		2.5	1.2	1.3		1.3	1.1	0.2		5.0	5.3	-0.3	
George FM	44.5	53.7	-9.2	11	30.9	35.1	-4.2		35.4	45.2	-9.8		43.5	47.8	-4.3		18.6	21.8	-3.2		9.8	14.7	-4.9		53.2	59.3	-6.1	
Gold	21.1	20.3	0.8	17	15.7	19.9	-4.2		17.4	23.1	-5.7		15.9	17.8	-1.9		10.2	10.9	-0.7		5.7	4.8	0.9		21.7	20.1	1.6	
Gold AM	3.0	3.8	-0.8	29	3.5	3.9	-0.4		2.6	4.9	-2.3		3.0	2.3	0.7		2.7	1.7	1.0		0.9	0.6	0.3		7.0	5.9	1.1	
Humm FM	20.7	25.2	-4.5	19	13.6	13.9	-0.3		16.5	21.0	-4.5		20.9	24.3	-3.4		12.3	13.7	-1.4		5.4	6.6	-1.2		23.7	22.3	1.4	
Life FM	21.4	29.2	-7.8	16	17.2	17.1	0.1		20.3	19.2	1.1		23.3	21.4	1.9		11.0	12.2	-1.2		6.4	7.6	-1.2		45.8	43.9	1.9	
Magic Music*	39.4	n.a.	*	13	52.3	n.a.	*		46.4	n.a.	*		34.5	n.a.	*		18.3	n.a.	*		9.6	n.a.	*		63.0	n.a.	*	
Magic Talk*	16.0	n.a.	*	20	17.1	n.a.	*		13.1	n.a.	*		12.5	n.a.	*		9.9	n.a.	*		5.5	n.a.	*		29.8	n.a.	*	
Mai FM	149.9	142.3	7.6	2	103.5	100.2	3.3		118.5	109.1	9.4		124.1	99.8	24.3		72.0	59.0	13.0		47.9	56.0	-8.1		165.5	160.3	5.2	
More FM	73.2	76.2	-3.0	6	52.1	54.7	-2.6		66.4	69.4	-3.0		66.0	65.7	0.3		31.8	34.5	-2.7		7.5	7.8	-0.3		86.7	83.7	3.0	
Newstalk ZB	208.8	185.1	23.7	1	121.1	117.2	3.9		113.9	122.6	-8.7		136.7	127.8	8.9		75.4	68.6	6.8		66.2	50.8	15.4		168.9	163.9	5.0	
Niu FM	9.8	18.7	-8.9	23	8.7	17.3	-8.6		7.7	14.5	-6.8		6.5	19.1	-12.6		8.0	14.0	-6.0		5.1	10.1	-5.0		10.4	22.4	-12.0	
Radio 531pi	5.3	5.1	0.2	26	5.8	10.2	-4.4		5.5	9.9	-4.4		4.5	5.1	-0.6		7.0	10.6	-3.6		1.9	7.1	-5.2		9.5	16.2	-6.7	
Radio Hauraki	33.0	27.5	5.5	14	26.2	27.9	-1.7		28.0	30.7	-2.7		29.4	28.1	1.3		11.1	9.4	1.7		6.8	5.9	0.9		34.6	33.7	0.9	
Radio Samoa	21.5	16.9	4.6	15	20.5	21.8	-1.3		16.6	14.2	2.4		13.6	9.4	4.2		10.6	11.0	-0.4		4.9	4.8	0.1		25.5	20.8	4.7	
Radio Waatea	*	0.3	*	*	*	*	*		*	0.5	*		*	*	*		*	*	*		*	*	*		1.0	3.4	-2.4	
Rhema	4.2	8.5	-4.3	28	5.8	6.3	-0.5		6.8	4.2	2.6		3.9	4.4	-0.5		5.4	1.7	3.7		0.5	5.0	-4.5		9.1	9.6	-0.5	
Rock	63.7	49.7	14.0	7	57.4	49.4	8.0		53.9	55.4	-1.5		51.5	50.8	0.7		26.8	23.4	3.4		11.9	16.2	-4.3		75.9	78.9	-3.0	
Star	4.7	8.2	-3.5	27	5.6	7.6	-2.0		4.3	6.0	-1.7		1.6	2.5	-0.9		3.0	3.7	-0.7		2.6	3.1	-0.5		7.5	5.6	1.9	
Tainui Live**	1.1	0.6	0.5	30	0.7	0.6	0.1		2.0	1.0	1.0		0.6	*	*		0.7	0.6	0.1		0.7	0.6	0.1		1.5	1.1	0.4	
Tarana	15.3	22.2	-6.9	21	11.9	13.7	-1.8		13.2	14.6	-1.4		16.6	20.9	-4.3		11.8	13.7	-1.9		5.6	6.9	-1.3		20.5	24.6	-4.1	
The Hits	53.9	47.2	6.7	9	44.9	43.4	1.5		55.5	50.5	5.0		50.1	51.1	-1.0		18.4	25.0	-6.6		9.5	9.7	-0.2		67.3	69.1	-1.8	
The Sound	39.8	36.8	3.0	12	42.6	37.8	4.8		48.1	44.8	3.3		37.4	37.0	0.4		15.3	16.8	-1.5		5.8	7.3	-1.5		47.9	61.4	-13.5	
ZM	108.9	102.0	6.9	3	61.8	67.0	-5.2		76.0	83.5	-7.5		85.5	91.2	-5.7		40.1	35.1	5.0		22.7	16.5	6.2		104.0	99.5	4.5	
MediaWorks Combo	505.9	461.0	44.9		416.5	395.7	20.8		477.2	446.3	30.9		461.0	407.7	53.3		240.3	206.2	34.1		119.2	129.3	-10.1		598.8	568.0	30.8	
NZME Combo	477.8	433.6	44.2		332.1	326.5	5.6		348.0	384.0	-36.0		370.4	376.4	-6.0		193.9	183.6	10.3		121.7	113.1	8.6		445.9	452.6	-6.7	
NZME and Partners	520.8	478.8	42.0		365.7	359.5	6.2		386.4	422.9	-36.5		407.0	417.9	-10.9		213.1	203.0	10.1		130.2	122.1	8.1		494.8	498.3	-3.5	
All Commercial Radio	903.7	837.1	66.6		692.4	670.1	22.3		769.0	749.9	19.1		776.3	733.6	42.7		433.6	394.7	38.9		234.9	240.5	-5.6		957.1	911.8	45.3	

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

*Magic Music & Magic Talk were reported together as Magic Music & Talk in S1 2021 and therefore the individual station results cannot be compared in S2 2021

**Tainui Live was previously listed as Radio Tainui

AUCKLAND COMMERCIAL RADIO - SURVEY 2 2021

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

Survey Comparisons: 1/2021 - 2/2021

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

Last Survey Period: Sun Sept 13 to Sat Nov 14 2020 & 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	+/-
95bFM	4:25	4:40	-0:14	2:31	2:23	0:07	6:45	4:29	2:16	6:52	4:57	1:54	6:16	5:55	0:20	4:33	6:37	-2:04	3:07	4:16	-1:09	4:43	5:40	-0:56
Ake	1:40	0:41	0:59	0:46	0:23	0:23	0:15	0:15	0:00	2:39	*	*	2:39	*	*	1:28	2:15	-0:46	1:28	2:15	-0:46	2:45	*	*
BBC	4:06	5:42	-1:35	3:18	4:12	-0:53	2:47	1:53	0:53	2:35	1:46	0:48	1:46	2:17	-0:30	3:46	8:51	-5:04	4:47	8:45	-3:57	4:00	3:13	0:47
Breeze	7:10	6:55	0:14	4:39	4:42	-0:03	5:01	5:12	-0:10	6:56	6:51	0:04	7:07	7:32	-0:25	8:13	7:31	0:41	8:17	6:25	1:52	8:04	6:58	1:05
Chinese Radio AM936	5:40	6:51	-1:11	2:52	2:56	-0:04	5:26	6:18	-0:51	5:55	6:24	-0:28	5:49	6:39	-0:49	7:26	10:24	-2:58	8:56	14:17	-5:20	5:28	5:20	0:08
Coast	6:25	9:09	-2:44	4:26	7:29	-3:02	4:53	9:21	-4:28	5:00	7:55	-2:54	6:03	9:09	-3:06	6:38	9:45	-3:07	7:14	9:09	-1:54	6:55	10:08	-3:13
Edge	4:08	4:20	-0:12	3:33	3:38	-0:04	3:41	4:56	-1:15	4:09	5:14	-1:04	4:12	4:52	-0:39	5:35	4:01	1:33	7:08	4:27	2:41	4:19	5:39	-1:19
Flava	5:25	3:53	1:32	6:30	3:18	3:12	6:25	4:01	2:23	5:06	4:35	0:30	4:54	4:29	0:25	3:15	3:20	-0:05	2:31	2:29	0:01	3:56	4:23	-0:26
FM99.4 Chinese Voice	3:30	1:42	1:47	1:33	0:54	0:38	3:07	2:54	0:13	3:59	2:54	1:05	5:01	2:36	2:24	10:08	0:50	9:17	4:39	2:16	2:23	*	4:15	*
George FM	6:50	5:42	1:08	6:58	3:46	3:11	7:08	5:36	1:31	7:05	6:48	0:17	7:18	6:44	0:34	7:02	6:10	0:52	2:50	4:24	-1:34	5:24	4:19	1:04
Gold	7:14	8:46	-1:31	5:36	6:44	-1:07	4:05	6:10	-2:04	6:02	6:06	-0:04	7:08	6:21	0:46	9:39	12:28	-2:48	8:22	13:52	-5:29	5:26	4:25	1:00
Gold AM	3:42	0.3	-2:48	0:30	0.0	0:05	3:04	0.1	0:21	2:33	0.4	-6:21	2:31	0.3	-5:33	4:23	0.3	-3:54	4:24	0.2	-1:34	6:03	0.0	5:10
Humm FM	6:04	4:52	1:12	4:32	3:44	0:47	7:55	6:11	1:44	7:10	5:43	1:27	6:40	5:24	1:15	3:20	3:50	-0:29	1:33	1:43	-0:09	4:44	5:28	-0:44
Life FM	5:39	6:30	-0:50	4:02	6:21	-2:19	3:58	4:06	-0:07	6:25	5:24	1:00	6:48	6:22	0:26	6:51	8:07	-1:16	5:30	8:21	-2:51	5:50	7:55	-2:04
Magic Music*	12:10	n.a.	*	5:09	n.a.	*	5:30	n.a.	*	5:34	n.a.	*	7:32	n.a.	*	11:40	n.a.	*	13:30	n.a.	*	17:52	n.a.	*
Magic Talk*	8:57	n.a.	*	2:45	n.a.	*	4:37	n.a.	*	4:28	n.a.	*	6:01	n.a.	*	7:16	n.a.	*	7:49	n.a.	*	20:01	n.a.	*
Mai FM	5:59	5:42	0:17	5:09	5:06	0:02	6:20	5:54	0:26	6:30	6:18	0:11	6:40	6:08	0:32	6:36	5:34	1:02	3:34	4:07	-0:33	5:41	7:09	-1:28
More FM	4:55	4:50	0:04	4:07	3:40	0:26	3:26	4:05	-0:39	3:34	4:44	-1:10	5:16	5:18	-0:02	7:07	6:07	0:59	5:30	5:35	-0:04	6:28	5:29	0:59
Newstalk ZB	9:14	8:58	0:15	3:00	3:10	-0:10	4:51	4:06	0:44	5:27	5:16	0:10	6:31	5:42	0:49	8:43	8:19	0:24	11:38	13:22	-1:43	9:13	8:49	0:24
Niu FM	5:24	4:43	0:40	9:49	4:40	5:09	6:35	3:39	2:56	4:27	4:00	0:27	4:42	4:20	0:21	4:08	5:25	-1:17	0:30	6:56	-6:26	4:21	2:46	1:34
Radio 531pi	7:12	6:53	0:18	0:28	0:52	-0:23	16:22	1:42	14:39	11:50	2:05	9:45	10:52	3:37	7:14	3:42	8:10	-4:28	6:54	10:05	-3:11	3:42	5:15	-1:33
Radio Hauraki	4:03	5:42	-1:38	1:37	4:03	-2:25	3:15	5:43	-2:28	3:29	5:33	-2:04	4:16	5:40	-1:24	5:40	7:02	-1:22	5:48	7:15	-1:26	4:24	5:13	-0:48
Radio Samoa	9:08	9:37	-0:28	5:07	1:07	3:59	7:48	2:35	5:12	11:18	3:07	8:11	10:19	8:35	1:43	11:48	10:58	0:50	12:36	12:55	-0:19	14:44	10:53	3:50
Radio Waatea	0:24	1:39	-1:15	0:30	0:30	0:00	*	*	*	*	*	*	5:00	*	*	0:15	2:37	-2:22	0:15	0:15	0:00	*	*	*
Rhema	5:34	9:43	-4:09	12:37	8:17	4:19	3:41	3:08	0:32	3:42	2:26	1:16	4:16	4:01	0:15	6:16	19:54	-13:37	5:06	19:30	-14:23	1:36	7:04	-5:27
Rock	6:55	6:08	0:46	3:56	5:36	-1:39	7:27	6:45	0:41	7:52	6:06	1:46	7:36	6:08	1:27	8:36	7:43	0:53	12:00	8:51	3:08	6:05	4:02	2:03
Star	5:07	4:53	0:13	0:33	0:45	-0:11	0:47	1:43	-0:56	0:43	1:34	-0:51	2:34	2:25	0:08	3:57	2:36	1:20	7:12	1:36	5:36	0:56	5:22	-4:25
Tainui Live**	0:53	1:09	-0:16	0:24	0:34	-0:10	1:25	2:45	-1:19	1:39	2:45	-1:05	1:39	2:45	-1:05	*	*	*	*	*	*	*	*	*
Tarana	14:09	11:18	2:50	4:53	3:47	1:05	7:26	7:21	0:04	9:27	9:05	0:22	10:50	8:40	2:09	26:59	16:31	10:27	36:55	39:36	-2:40	14:11	11:06	3:05
The Hits	4:18	5:59	-1:40	2:57	5:07	-2:09	3:21	4:53	-1:32	4:18	7:16	-2:57	4:28	6:24	-1:55	5:21	5:31	-0:09	6:38	6:16	0:22	5:01	5:49	-0:47
The Sound	9:15	8:16	0:58	3:44	3:12	0:31	6:54	4:52	2:02	8:33	5:29	3:03	8:25	7:02	1:23	9:55	11:00	-1:05	12:29	12:05	0:24	8:13	9:11	-0:57
ZM	4:51	5:04	-0:12	3:58	4:12	-0:14	4:37	4:44	-0:06	4:45	4:53	-0:07	5:06	5:30	-0:24	6:39	7:43	-1:03	6:02	5:49	0:13	5:26	7:02	-1:35
MediaWorks Combo	10:05	10:10	-0:04	7:27	7:43	-0:15	8:23	8:49	-0:26	8:58	9:42	-0:43	9:43	10:00	-0:17	12:24	11:11	1:13	12:32	11:28	1:03	10:43	11:39	-0:55
NZME Combo	8:40	9:23	-0:42	5:49	6:04	-0:15	6:13	6:33	-0:19	6:22	7:40	-1:18	7:10	8:04	-0:53	9:52	10:46	-0:53	12:25	13:55	-1:29	8:17	8:48	-0:31
NZME and Partners	8:53	9:24	-0:31	6:06	6:15	-0:08	6:45	6:48	-0:03	6:53	7:50	-0:56	7:33	8:10	-0:37	10:00	10:43	-0:43	12:31	13:58	-1:27	8:20	8:48	-0:28
All Commercial Radio	14:23	14:59	-0:35	10:40	11:00	-0:20	11:51	12:03	-0:11	12:25	13:13	-0:48	13:18	13:49	-0:30	16:47	16:48	-0:01	18:32	19:26	-0:53	14:48	15:43	-0:54
Potential (000)	1,501.0	1,501.0	0.0	345.0	345.0	0.0	587.4	596.3	-8.9	540.0	540.0	0.0	757.0	757.0	0.0	403.0	403.0	0.0	309.0	309.0	0.0	271.1	290.3	-19.2
Sample	2,483	2,411	72	501	512	-11	784	873	-89	790	819	-29	1,146	1,176	-30	693	658	35	652	556	96	457	470	-13

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

*Magic Music & Magic Talk were reported together as Magic Music & Talk in S1 2021 and therefore the individual station results cannot be compared in S2 2021

**Tainui Live was previously listed as Radio Tainui

AUCKLAND COMMERCIAL RADIO - SURVEY 2 2021

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

Survey Comparisons: 1/2021 - 2/2021

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

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

	This	Last	+/-
Potential (000)	1,501.0	1,501.0	0.0
Sample Size	2,483	2,411	72

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

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

*Magic Music & Magic Talk were reported together as Magic Music & Talk in S1 2021 and therefore the individual station results cannot be compared in S2 2021

**Tainui Live was previously listed as Radio Tainui