



NZ MAJOR MARKETS COMMERCIAL RADIO - SURVEY 2 2021

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

Survey Comparisons: 1/2021 - 2/2021

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

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

| | All 10+ | | | | People 10-24 | | | People 18-39 | | | People 25-44 | | | People 25-54 | | | People 45-64 | | | People 55-74 | | | MGS with Kids | | |
|-------------------------------|---------|---------|------|------|--------------|-------|------|--------------|---------|------|--------------|---------|------|--------------|---------|------|--------------|---------|------|--------------|-------|------|---------------|-------|-------|
| | This | Last | +/- | Rank | This | Last | +/- | This | Last | +/- | This | Last | +/- | This | Last | +/- | This | Last | +/- | This | Last | +/- | This | Last | +/- |
| Network Breeze | 9.6 | 9.3 | 0.3 | 2 | 6.1 | 6.0 | 0.1 | 6.4 | 6.8 | -0.4 | 8.8 | 8.8 | 0.0 | 9.3 | 9.6 | -0.3 | 12.3 | 11.5 | 0.8 | 12.3 | 10.7 | 1.6 | 10.8 | 9.3 | 1.5 |
| Network Coast | 5.3 | 5.8 | -0.5 | 10 | 2.3 | 2.3 | 0.0 | 2.4 | 2.8 | -0.4 | 2.3 | 2.9 | -0.6 | 3.5 | 4.0 | -0.5 | 6.8 | 7.1 | -0.3 | 8.8 | 9.3 | -0.5 | 4.1 | 4.7 | -0.6 |
| Network The Edge | 6.0 | 5.9 | 0.1 | 8 | 13.3 | 13.1 | 0.2 | 9.9 | 11.3 | -1.4 | 8.4 | 9.0 | -0.6 | 7.4 | 7.4 | 0.0 | 4.4 | 3.5 | 0.9 | 2.0 | 1.7 | 0.3 | 8.1 | 7.8 | 0.3 |
| Network Flava | 1.6 | 1.4 | 0.2 | 14 | 4.3 | 3.0 | 1.3 | 3.5 | 3.2 | 0.3 | 2.6 | 2.4 | 0.2 | 1.9 | 1.9 | 0.0 | 0.4 | 0.6 | -0.2 | 0.1 | 0.2 | -0.1 | 1.5 | 1.6 | -0.1 |
| Network George FM | 2.0 | 2.0 | 0.0 | 13 | 3.9 | 3.1 | 0.8 | 4.3 | 4.4 | -0.1 | 3.5 | 3.9 | -0.4 | 2.8 | 3.0 | -0.2 | 1.0 | 1.0 | 0.0 | 0.3 | 0.4 | -0.1 | 1.3 | 1.4 | -0.1 |
| Network Gold* | 1.1 | 1.3 | -0.2 | 17 | 0.9 | 1.1 | -0.2 | 0.5 | 0.8 | -0.3 | 0.8 | 0.9 | -0.1 | 1.1 | 1.1 | 0.0 | 1.9 | 2.2 | -0.3 | 1.4 | 2.1 | -0.7 | 1.0 | 1.0 | 0.0 |
| Network Gold AM** | 0.3 | 0.2 | 0.1 | 21 | 0.1 | * | * | 0.1 | * | * | 0.1 | 0.2 | -0.1 | 0.3 | 0.1 | 0.2 | 0.6 | 0.1 | 0.5 | 0.5 | 0.2 | 0.3 | 0.1 | * | * |
| Network Hokonui | 0.2 | 0.3 | -0.1 | 22 | 0.3 | 0.2 | 0.1 | 0.3 | 0.2 | 0.1 | 0.2 | 0.2 | 0.0 | 0.2 | 0.2 | 0.0 | 0.1 | 0.2 | -0.1 | 0.2 | 0.3 | -0.1 | 0.1 | 0.1 | 0.0 |
| Network Life FM | 1.3 | 1.4 | -0.1 | 15 | 1.7 | 2.5 | -0.8 | 1.5 | 1.4 | 0.1 | 1.9 | 1.5 | 0.4 | 1.8 | 1.7 | 0.1 | 1.2 | 1.4 | -0.2 | 0.7 | 0.7 | 0.0 | 1.7 | 2.0 | -0.3 |
| Network Magic Music & Talk*** | 9.4 | 9.3 | 0.1 | 3 | 1.9 | 1.7 | 0.2 | 2.3 | 2.0 | 0.3 | 2.3 | 2.5 | -0.2 | 3.6 | 3.9 | -0.3 | 9.4 | 8.9 | 0.5 | 16.7 | 15.7 | 1.0 | 6.9 | 7.9 | -1.0 |
| Network Mai FM | 5.8 | 5.2 | 0.6 | 9 | 12.1 | 11.6 | 0.5 | 11.4 | 10.1 | 1.3 | 10.2 | 8.8 | 1.4 | 8.0 | 7.2 | 0.8 | 2.6 | 2.6 | 0.0 | 0.7 | 0.5 | 0.2 | 5.3 | 6.6 | -1.3 |
| Network Maori Radio | 0.5 | 0.4 | 0.1 | 20 | 0.6 | 0.6 | 0.0 | 0.5 | 0.6 | -0.1 | 0.5 | 0.5 | 0.0 | 0.5 | 0.5 | 0.0 | 0.6 | 0.4 | 0.2 | 0.5 | 0.2 | 0.3 | 0.4 | 0.4 | 0.0 |
| Network More FM | 7.2 | 7.2 | 0.0 | 5 | 9.4 | 9.5 | -0.1 | 6.2 | 6.3 | -0.1 | 6.7 | 7.1 | -0.4 | 8.0 | 8.2 | -0.2 | 9.0 | 8.8 | 0.2 | 6.5 | 6.1 | 0.4 | 9.5 | 9.0 | 0.5 |
| Network Newstalk ZB | 12.9 | 12.5 | 0.4 | 1 | 2.6 | 2.8 | -0.2 | 3.3 | 3.1 | 0.2 | 4.2 | 4.3 | -0.1 | 6.3 | 6.1 | 0.2 | 12.0 | 11.5 | 0.5 | 20.1 | 20.5 | -0.4 | 9.5 | 8.5 | 1.0 |
| Network Radio Hauraki | 2.3 | 2.7 | -0.4 | 12 | 2.0 | 2.7 | -0.7 | 3.5 | 4.2 | -0.7 | 3.8 | 4.5 | -0.7 | 3.7 | 4.0 | -0.3 | 2.4 | 2.6 | -0.2 | 1.0 | 1.4 | -0.4 | 2.4 | 2.7 | -0.3 |
| Network Rhema | 0.6 | 0.8 | -0.2 | 18 | 0.6 | 0.7 | -0.1 | 0.4 | 0.4 | 0.0 | 0.5 | 0.3 | 0.2 | 0.5 | 0.4 | 0.1 | 0.6 | 1.1 | -0.5 | 0.7 | 1.2 | -0.5 | 0.5 | 0.8 | -0.3 |
| Network The Rock | 7.5 | 7.3 | 0.2 | 4 | 9.5 | 11.0 | -1.5 | 12.8 | 12.7 | 0.1 | 12.4 | 11.7 | 0.7 | 11.1 | 10.4 | 0.7 | 6.8 | 6.1 | 0.7 | 3.0 | 2.6 | 0.4 | 6.6 | 6.8 | -0.2 |
| Network Star | 0.6 | 0.6 | 0.0 | 18 | 0.2 | 0.1 | 0.1 | 0.1 | 0.1 | 0.0 | 0.1 | 0.1 | 0.0 | 0.3 | 0.2 | 0.1 | 0.6 | 0.7 | -0.1 | 0.9 | 0.8 | 0.1 | 0.4 | 0.5 | -0.1 |
| Network Tarana | 1.3 | 1.2 | 0.1 | 15 | 0.6 | 0.7 | -0.1 | 1.6 | 1.4 | 0.2 | 2.0 | 1.8 | 0.2 | 1.6 | 1.5 | 0.1 | 1.1 | 1.0 | 0.1 | 1.5 | 1.3 | 0.2 | 2.0 | 1.3 | 0.7 |
| Network The Hits | 4.6 | 5.0 | -0.4 | 11 | 6.9 | 7.8 | -0.9 | 5.1 | 5.6 | -0.5 | 5.3 | 6.3 | -1.0 | 5.6 | 6.0 | -0.4 | 5.0 | 4.9 | 0.1 | 3.3 | 3.5 | -0.2 | 6.4 | 5.5 | 0.9 |
| Network The Sound | 7.1 | 7.0 | 0.1 | 6 | 3.2 | 3.9 | -0.7 | 4.7 | 4.9 | -0.2 | 5.7 | 5.3 | 0.4 | 7.3 | 7.1 | 0.2 | 10.8 | 11.6 | -0.8 | 10.3 | 10.5 | -0.2 | 5.4 | 6.2 | -0.8 |
| Network ZM | 6.4 | 6.4 | 0.0 | 7 | 11.8 | 11.5 | 0.3 | 11.9 | 12.0 | -0.1 | 10.6 | 10.8 | -0.2 | 8.6 | 8.9 | -0.3 | 4.0 | 4.1 | -0.1 | 2.0 | 1.7 | 0.3 | 8.9 | 9.7 | -0.8 |
| MediaWorks Combo | 54.4 | 53.3 | 1.1 | | 59.3 | 59.9 | -0.6 | 58.0 | 58.5 | -0.5 | 57.9 | 57.0 | 0.9 | 57.4 | 56.8 | 0.6 | 56.2 | 54.1 | 2.1 | 51.7 | 48.2 | 3.5 | 53.7 | 55.0 | -1.3 |
| NZME Combo | 34.9 | 35.9 | -1.0 | | 31.5 | 31.7 | -0.2 | 30.6 | 31.9 | -1.3 | 29.9 | 32.5 | -2.6 | 31.2 | 32.3 | -1.1 | 33.4 | 34.0 | -0.6 | 37.7 | 40.0 | -2.3 | 34.2 | 34.1 | 0.1 |
| NZME and Partners | 36.5 | 37.4 | -0.9 | | 32.7 | 33.0 | -0.3 | 33.4 | 34.4 | -1.0 | 32.8 | 35.2 | -2.4 | 33.6 | 34.7 | -1.1 | 34.7 | 35.2 | -0.5 | 38.4 | 40.7 | -2.3 | 36.1 | 36.5 | -0.4 |
| Potential (000) | 3,724.5 | 3,724.5 | 0.0 | | 846.9 | 846.9 | 0.0 | 1,341.6 | 1,350.7 | -9.1 | 1,215.1 | 1,215.1 | 0.0 | 1,757.4 | 1,757.4 | 0.0 | 1,037.0 | 1,037.0 | 0.0 | 853.3 | 853.3 | 0.0 | 655.5 | 681.6 | -26.1 |
| Sample | 14,285 | 13,888 | 397 | | 2,664 | 2,694 | -30 | 4,093 | 4,191 | -98 | 4,074 | 4,091 | -17 | 6,307 | 6,227 | 80 | 4,341 | 4,131 | 210 | 4,123 | 3,838 | 285 | 2,636 | 2,605 | 31 |

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

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

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

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

NZ Major Markets includes Auckland, Wellington, Christchurch, Northland, Waikato, Tauranga, Rotorua, Hawke's Bay, Taranaki, Manawatu, Nelson, Dunedin and Southland

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

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

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



NZ MAJOR MARKETS COMMERCIAL RADIO - SURVEY 2 2021

Station Share (%) by Daypart, People 10+

Survey Comparisons: 1/2021 - 2/2021

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| | This | Last | +/- |
|-----------------|---------|---------|-----|
| Potential (000) | 3,724.5 | 3,724.5 | 0.0 |
| Sample Size | 14,285 | 13,888 | 397 |

| | Breakfast | | | | Morning | | | Afternoon | | | Drive | | | Night | | | Mid Dawn | | | Weekend | | |
|-------------------------------|-----------|------|------|------|---------|------|------|-----------|------|------|-------|------|------|-------|------|------|----------|------|------|---------|------|------|
| | This | Last | +/- | Rank | This | Last | +/- | This | Last | +/- | This | Last | +/- | This | Last | +/- | This | Last | +/- | This | Last | +/- |
| Network Breeze | 8.2 | 7.9 | 0.3 | 3 | 10.4 | 10.0 | 0.4 | 10.5 | 9.3 | 1.2 | 9.2 | 9.1 | 0.1 | 7.8 | 9.7 | -1.9 | 7.4 | 5.6 | 1.8 | 10.3 | 10.7 | -0.4 |
| Network Coast | 4.5 | 5.0 | -0.5 | 10 | 6.4 | 7.2 | -0.8 | 5.7 | 6.3 | -0.6 | 5.0 | 5.7 | -0.7 | 3.3 | 4.6 | -1.3 | 3.1 | 3.6 | -0.5 | 5.6 | 5.8 | -0.2 |
| Network The Edge | 5.7 | 6.1 | -0.4 | 8 | 5.5 | 5.7 | -0.2 | 6.4 | 6.4 | 0.0 | 6.9 | 6.2 | 0.7 | 5.4 | 4.9 | 0.5 | 5.2 | 4.8 | 0.4 | 6.2 | 5.7 | 0.5 |
| Network Flava | 1.4 | 1.1 | 0.3 | 14 | 1.6 | 1.1 | 0.5 | 1.9 | 1.8 | 0.1 | 1.9 | 1.7 | 0.2 | 2.0 | 1.2 | 0.8 | 0.8 | 2.1 | -1.3 | 1.1 | 1.3 | -0.2 |
| Network George FM | 1.9 | 2.1 | -0.2 | 13 | 1.7 | 1.8 | -0.1 | 2.0 | 1.9 | 0.1 | 2.6 | 2.3 | 0.3 | 1.4 | 1.7 | -0.3 | 1.4 | 2.0 | -0.6 | 2.1 | 1.9 | 0.2 |
| Network Gold* | 0.9 | 0.9 | 0.0 | 17 | 1.2 | 1.5 | -0.3 | 1.1 | 1.4 | -0.3 | 1.0 | 1.1 | -0.1 | 1.2 | 1.3 | -0.1 | 1.0 | 1.9 | -0.9 | 1.3 | 1.4 | -0.1 |
| Network Gold AM** | 0.3 | 0.2 | 0.1 | 21 | 0.3 | 0.1 | 0.2 | 0.3 | 0.2 | 0.1 | 0.2 | * | * | 0.3 | 0.1 | 0.2 | 0.2 | * | * | 0.5 | 0.2 | 0.3 |
| Network Hokonui | 0.2 | 0.3 | -0.1 | 22 | 0.2 | 0.3 | -0.1 | 0.3 | 0.3 | 0.0 | 0.1 | 0.2 | -0.1 | 0.1 | 0.1 | 0.0 | * | 0.1 | * | 0.1 | 0.2 | -0.1 |
| Network Life FM | 1.1 | 1.5 | -0.4 | 15 | 1.1 | 1.1 | 0.0 | 1.1 | 1.2 | -0.1 | 1.3 | 1.1 | 0.2 | 1.0 | 1.1 | -0.1 | 1.5 | 1.8 | -0.3 | 2.0 | 1.9 | 0.1 |
| Network Magic Music & Talk*** | 8.3 | 7.3 | 1.0 | 2 | 11.0 | 10.8 | 0.2 | 9.5 | 9.9 | -0.4 | 7.0 | 7.4 | -0.4 | 8.2 | 10.1 | -1.9 | 9.7 | 9.6 | 0.1 | 10.3 | 9.9 | 0.4 |
| Network Mai FM | 6.7 | 6.5 | 0.2 | 7 | 4.9 | 4.3 | 0.6 | 5.0 | 4.0 | 1.0 | 7.2 | 6.1 | 1.1 | 7.0 | 6.6 | 0.4 | 6.7 | 6.2 | 0.5 | 5.1 | 5.1 | 0.0 |
| Network Maori Radio | 0.4 | 0.3 | 0.1 | 20 | 0.5 | 0.4 | 0.1 | 0.4 | 0.4 | 0.0 | 0.5 | 0.4 | 0.1 | 0.5 | 0.5 | 0.0 | 0.7 | 0.6 | 0.1 | 0.5 | 0.4 | 0.1 |
| Network More FM | 7.4 | 8.2 | -0.8 | 5 | 7.7 | 7.5 | 0.2 | 7.9 | 7.4 | 0.5 | 7.1 | 7.6 | -0.5 | 4.3 | 4.7 | -0.4 | 3.8 | 3.3 | 0.5 | 7.1 | 7.1 | 0.0 |
| Network Newstalk ZB | 18.5 | 16.9 | 1.6 | 1 | 9.2 | 9.3 | -0.1 | 8.1 | 8.4 | -0.3 | 10.7 | 10.6 | 0.1 | 21.0 | 20.7 | 0.3 | 30.1 | 27.0 | 3.1 | 11.7 | 11.5 | 0.2 |
| Network Radio Hauraki | 2.0 | 2.3 | -0.3 | 12 | 2.6 | 3.0 | -0.4 | 3.0 | 3.4 | -0.4 | 2.6 | 2.8 | -0.2 | 1.8 | 1.6 | 0.2 | 1.3 | 2.5 | -1.2 | 2.0 | 2.3 | -0.3 |
| Network Rhema | 0.5 | 0.9 | -0.4 | 18 | 0.6 | 0.7 | -0.1 | 0.7 | 0.7 | 0.0 | 0.6 | 0.7 | -0.1 | 1.2 | 1.1 | 0.1 | 0.3 | 1.8 | -1.5 | 0.7 | 0.8 | -0.1 |
| Network The Rock | 6.8 | 6.9 | -0.1 | 6 | 8.9 | 8.5 | 0.4 | 8.9 | 9.1 | -0.2 | 8.3 | 8.0 | 0.3 | 6.1 | 4.4 | 1.7 | 4.6 | 4.5 | 0.1 | 6.2 | 5.8 | 0.4 |
| Network Star | 0.5 | 0.7 | -0.2 | 18 | 0.5 | 0.6 | -0.1 | 0.6 | 0.6 | 0.0 | 0.5 | 0.5 | 0.0 | 1.0 | 0.7 | 0.3 | 0.6 | 0.9 | -0.3 | 0.7 | 0.7 | 0.0 |
| Network Tarana | 1.1 | 1.1 | 0.0 | 15 | 0.8 | 0.7 | 0.1 | 0.9 | 0.8 | 0.1 | 1.6 | 1.9 | -0.3 | 2.7 | 2.1 | 0.6 | 2.1 | 2.0 | 0.1 | 1.5 | 1.3 | 0.2 |
| Network The Hits | 4.4 | 4.5 | -0.1 | 11 | 4.7 | 5.2 | -0.5 | 5.1 | 5.5 | -0.4 | 4.9 | 5.2 | -0.3 | 3.8 | 4.1 | -0.3 | 3.2 | 3.2 | 0.0 | 4.6 | 5.2 | -0.6 |
| Network The Sound | 5.3 | 5.5 | -0.2 | 9 | 8.3 | 8.1 | 0.2 | 8.5 | 8.4 | 0.1 | 6.6 | 6.8 | -0.2 | 6.0 | 5.0 | 1.0 | 4.2 | 4.1 | 0.1 | 7.3 | 7.5 | -0.2 |
| Network ZM | 8.2 | 7.9 | 0.3 | 3 | 5.6 | 6.0 | -0.4 | 6.3 | 6.8 | -0.5 | 7.7 | 8.1 | -0.4 | 4.5 | 3.7 | 0.8 | 4.5 | 3.4 | 1.1 | 5.7 | 5.4 | 0.3 |
| MediaWorks Combo | 50.3 | 50.4 | -0.1 | | 58.6 | 56.7 | 1.9 | 58.7 | 56.4 | 2.3 | 54.9 | 53.4 | 1.5 | 46.2 | 47.1 | -0.9 | 43.0 | 40.1 | 2.9 | 54.5 | 53.8 | 0.7 |
| NZME Combo | 40.6 | 39.4 | 1.2 | | 31.9 | 34.0 | -2.1 | 31.9 | 34.3 | -2.4 | 34.4 | 35.7 | -1.3 | 38.4 | 38.3 | 0.1 | 44.8 | 44.8 | 0.0 | 33.0 | 33.8 | -0.8 |
| NZME and Partners | 42.3 | 41.2 | 1.1 | | 33.3 | 35.2 | -1.9 | 33.2 | 35.5 | -2.3 | 36.2 | 38.0 | -1.8 | 40.0 | 40.0 | 0.0 | 45.6 | 45.6 | 0.0 | 34.8 | 35.3 | -0.5 |

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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)

NZ Major Markets includes Auckland, Wellington, Christchurch, Northland, Waikato, Tauranga, Rotorua, Hawke's Bay, Taranaki, Manawatu, Nelson, Dunedin and Southland

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

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

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



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

Survey Comparisons: 1/2021 - 2/2021

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| | All 10+ | | | | People 10-24 | | | People 18-39 | | | People 25-44 | | | People 25-54 | | | People 45-64 | | | People 55-74 | | | MGS with Kids | | |
|-------------------------------|---------|---------|-------|------|--------------|-------|-------|--------------|---------|-------|--------------|---------|-------|--------------|---------|-------|--------------|---------|-------|--------------|-------|------|---------------|-------|-------|
| | This | Last | +/- | Rank | This | Last | +/- | This | Last | +/- | This | Last | +/- | This | Last | +/- | This | Last | +/- | This | Last | +/- | This | Last | +/- |
| Network Breeze | 551.1 | 533.0 | 18.1 | 1 | 86.2 | 86.0 | 0.2 | 146.3 | 159.8 | -13.5 | 163.4 | 170.9 | -7.5 | 260.4 | 261.2 | -0.8 | 211.7 | 191.2 | 20.5 | 177.7 | 159.8 | 17.9 | 109.7 | 112.3 | -2.6 |
| Network Coast | 288.6 | 283.5 | 5.1 | 11 | 22.9 | 22.2 | 0.7 | 42.0 | 39.6 | 2.4 | 49.3 | 48.4 | 0.9 | 103.3 | 98.2 | 5.1 | 129.0 | 120.1 | 8.9 | 128.7 | 125.4 | 3.3 | 43.2 | 43.2 | 0.0 |
| Network The Edge | 519.1 | 534.4 | -15.3 | 3 | 188.7 | 200.6 | -11.9 | 276.8 | 290.3 | -13.5 | 219.2 | 222.2 | -3.0 | 282.2 | 284.6 | -2.4 | 99.5 | 99.7 | -0.2 | 45.4 | 46.7 | -1.3 | 115.7 | 119.2 | -3.5 |
| Network Flava | 131.1 | 150.5 | -19.4 | 13 | 48.6 | 55.7 | -7.1 | 73.9 | 98.0 | -24.1 | 67.5 | 71.1 | -3.6 | 79.6 | 84.8 | -5.2 | 14.0 | 20.8 | -6.8 | 2.3 | 8.8 | -6.5 | 28.6 | 30.0 | -1.4 |
| Network George FM | 126.1 | 149.8 | -23.7 | 14 | 37.1 | 45.1 | -8.0 | 74.4 | 96.3 | -21.9 | 64.2 | 76.6 | -12.4 | 79.5 | 94.3 | -14.8 | 21.1 | 24.6 | -3.5 | 8.3 | 8.2 | 0.1 | 17.6 | 24.8 | -7.2 |
| Network Gold* | 63.4 | 67.7 | -4.3 | 16 | 10.1 | 12.4 | -2.3 | 11.3 | 14.6 | -3.3 | 12.5 | 17.0 | -4.5 | 27.3 | 32.1 | -4.8 | 30.0 | 29.5 | 0.5 | 24.4 | 21.9 | 2.5 | 11.4 | 16.6 | -5.2 |
| Network Gold AM** | 26.6 | 12.3 | 14.3 | 21 | 2.8 | 2.1 | 0.7 | 3.1 | 1.3 | 1.8 | 5.7 | 3.3 | 2.4 | 10.2 | 4.3 | 5.9 | 11.1 | 2.8 | 8.3 | 11.1 | 5.1 | 6.0 | 3.0 | 1.4 | 1.6 |
| Network Hokonui | 11.4 | 14.9 | -3.5 | 22 | 2.2 | 3.1 | -0.9 | 2.8 | 3.1 | -0.3 | 2.5 | 3.2 | -0.7 | 3.5 | 4.6 | -1.1 | 3.7 | 4.1 | -0.4 | 3.7 | 3.6 | 0.1 | 0.9 | 1.9 | -1.0 |
| Network Life FM | 101.5 | 101.9 | -0.4 | 15 | 27.8 | 32.3 | -4.5 | 41.0 | 39.8 | 1.2 | 41.3 | 36.4 | 4.9 | 54.8 | 53.3 | 1.5 | 25.2 | 26.3 | -1.1 | 15.2 | 12.8 | 2.4 | 20.5 | 22.9 | -2.4 |
| Network Magic Music & Talk*** | 359.0 | 334.4 | 24.6 | 9 | 21.8 | 19.4 | 2.4 | 50.1 | 41.9 | 8.2 | 51.9 | 49.2 | 2.7 | 99.2 | 92.4 | 6.8 | 125.9 | 114.7 | 11.2 | 172.3 | 157.9 | 14.4 | 41.4 | 46.8 | -5.4 |
| Network Mai FM | 400.9 | 390.2 | 10.7 | 6 | 134.0 | 133.9 | 0.1 | 229.0 | 224.6 | 4.4 | 201.1 | 181.3 | 19.8 | 240.6 | 234.8 | 5.8 | 56.7 | 67.7 | -11.0 | 23.5 | 19.3 | 4.2 | 72.2 | 80.9 | -8.7 |
| Network Maori Radio | 59.6 | 57.2 | 2.4 | 17 | 16.2 | 16.1 | 0.1 | 22.4 | 24.7 | -2.3 | 21.8 | 21.7 | 0.1 | 30.1 | 30.3 | -0.2 | 17.5 | 14.7 | 2.8 | 11.6 | 7.8 | 3.8 | 11.8 | 13.7 | -1.9 |
| Network More FM | 483.5 | 493.4 | -9.9 | 5 | 128.4 | 136.6 | -8.2 | 159.6 | 171.4 | -11.8 | 165.4 | 171.1 | -5.7 | 254.3 | 259.7 | -5.4 | 155.0 | 153.2 | 1.8 | 91.8 | 88.2 | 3.6 | 109.2 | 111.6 | -2.4 |
| Network Newstalk ZB | 541.9 | 518.7 | 23.2 | 2 | 48.7 | 48.8 | -0.1 | 92.0 | 89.9 | 2.1 | 110.2 | 106.5 | 3.7 | 198.2 | 191.9 | 6.3 | 197.2 | 187.5 | 9.7 | 210.1 | 196.7 | 13.4 | 89.5 | 84.1 | 5.4 |
| Network Radio Hauraki | 205.1 | 207.0 | -1.9 | 12 | 34.5 | 37.8 | -3.3 | 87.4 | 93.0 | -5.6 | 96.0 | 101.4 | -5.4 | 136.9 | 133.3 | 3.6 | 66.3 | 59.3 | 7.0 | 32.1 | 34.3 | -2.2 | 40.7 | 46.5 | -5.8 |
| Network Rhema | 46.7 | 47.9 | -1.2 | 18 | 7.3 | 7.9 | -0.6 | 8.6 | 11.2 | -2.6 | 10.9 | 11.3 | -0.4 | 17.7 | 16.4 | 1.3 | 15.7 | 16.4 | -0.7 | 16.0 | 15.9 | 0.1 | 7.6 | 8.4 | -0.8 |
| Network The Rock | 399.8 | 404.3 | -4.5 | 7 | 94.5 | 96.1 | -1.6 | 191.9 | 200.9 | -9.0 | 190.3 | 195.3 | -5.0 | 257.6 | 262.3 | -4.7 | 103.7 | 100.9 | 2.8 | 44.2 | 42.8 | 1.4 | 79.5 | 87.0 | -7.5 |
| Network Star | 28.6 | 34.3 | -5.7 | 20 | 4.3 | 2.5 | 1.8 | 2.8 | 5.8 | -3.0 | 3.8 | 5.8 | -2.0 | 7.2 | 10.8 | -3.6 | 8.5 | 11.1 | -2.6 | 13.0 | 10.9 | 2.1 | 3.5 | 4.8 | -1.3 |
| Network Tarana | 42.9 | 49.9 | -7.0 | 19 | 8.1 | 12.7 | -4.6 | 20.8 | 21.4 | -0.6 | 22.9 | 24.6 | -1.7 | 27.6 | 32.2 | -4.6 | 7.8 | 9.3 | -1.5 | 6.6 | 4.9 | 1.7 | 12.4 | 10.8 | 1.6 |
| Network The Hits | 361.2 | 356.1 | 5.1 | 8 | 100.1 | 103.1 | -3.0 | 147.7 | 145.4 | 2.3 | 141.6 | 136.7 | 4.9 | 202.5 | 194.4 | 8.1 | 102.3 | 97.7 | 4.6 | 55.2 | 56.6 | -1.4 | 82.2 | 74.5 | 7.7 |
| Network The Sound | 314.9 | 338.3 | -23.4 | 10 | 43.2 | 55.0 | -11.8 | 76.5 | 84.1 | -7.6 | 83.0 | 87.1 | -4.1 | 153.2 | 158.1 | -4.9 | 145.9 | 156.4 | -10.5 | 113.6 | 121.6 | -8.0 | 52.5 | 59.7 | -7.2 |
| Network ZM | 494.5 | 494.9 | -0.4 | 4 | 151.3 | 159.4 | -8.1 | 275.6 | 279.0 | -3.4 | 244.3 | 239.7 | 4.6 | 297.6 | 296.2 | 1.4 | 88.0 | 86.7 | 1.3 | 42.9 | 36.1 | 6.8 | 108.9 | 115.7 | -6.8 |
| MediaWorks Combo | 2,122.1 | 2,072.6 | 49.5 | | 462.1 | 462.9 | -0.8 | 776.7 | 790.7 | -14.0 | 740.5 | 722.8 | 17.7 | 1,066.4 | 1,052.0 | 14.4 | 622.1 | 607.6 | 14.5 | 493.2 | 459.3 | 33.9 | 392.7 | 400.3 | -7.6 |
| NZME Combo | 1,629.3 | 1,624.9 | 4.4 | | 314.1 | 327.1 | -13.0 | 563.2 | 579.8 | -16.6 | 554.4 | 549.2 | 5.2 | 804.4 | 788.8 | 15.6 | 483.8 | 473.9 | 9.9 | 392.4 | 391.0 | 1.4 | 316.2 | 326.9 | -10.7 |
| NZME and Partners | 1,685.7 | 1,690.9 | -5.2 | | 320.2 | 335.8 | -15.6 | 592.6 | 614.3 | -21.7 | 588.6 | 588.7 | -0.1 | 848.3 | 840.1 | 8.2 | 497.8 | 489.6 | 8.2 | 398.4 | 396.7 | 1.7 | 331.6 | 347.6 | -16.0 |
| All Commercial Radio | 2,884.6 | 2,846.1 | 38.5 | | 582.7 | 591.1 | -8.4 | 1,009.8 | 1,020.9 | -11.1 | 986.7 | 964.1 | 22.6 | 1,433.5 | 1,410.8 | 22.7 | 856.8 | 842.8 | 14.0 | 691.0 | 665.3 | 25.7 | 546.2 | 554.5 | -8.3 |
| Potential (000) | 3,724.5 | 3,724.5 | 0.0 | | 846.9 | 846.9 | 0.0 | 1,341.6 | 1,350.7 | -9.1 | 1,215.1 | 1,215.1 | 0.0 | 1,757.4 | 1,757.4 | 0.0 | 1,037.0 | 1,037.0 | 0.0 | 853.3 | 853.3 | 0.0 | 655.5 | 681.6 | -26.1 |
| Sample | 14,285 | 13,888 | 397 | | 2,664 | 2,694 | -30 | 4,093 | 4,191 | -98 | 4,074 | 4,091 | -17 | 6,307 | 6,227 | 80 | 4,341 | 4,131 | 210 | 4,123 | 3,838 | 285 | 2,636 | 2,605 | 31 |

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

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

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

NZ Major Markets includes Auckland, Wellington, Christchurch, Northland, Waikato, Tauranga, Rotorua, Hawke's Bay, Taranaki, Manawatu, Nelson, Dunedin and Southland

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

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

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

NZ MAJOR MARKETS COMMERCIAL RADIO - SURVEY 2 2021

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

Survey Comparisons: 1/2021 - 2/2021

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

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

| | This | Last | +/- |
|-----------------|---------|---------|-----|
| Potential (000) | 3,724.5 | 3,724.5 | 0.0 |
| Sample Size | 14,285 | 13,888 | 397 |

| | Breakfast | | | | Morning | | | Afternoon | | | Drive | | | Night | | | Mid Dawn | | | Weekend | | |
|-------------------------------|-----------|---------|-------|------|---------|---------|-------|-----------|---------|-------|---------|---------|-------|-------|-------|------|----------|-------|-------|---------|---------|-------|
| | This | Last | +/- | Rank | This | Last | +/- | This | Last | +/- | This | Last | +/- | This | Last | +/- | This | Last | +/- | This | Last | +/- |
| Network Breeze | 249.1 | 238.4 | 10.7 | 4 | 241.6 | 233.2 | 8.4 | 277.3 | 248.0 | 29.3 | 238.8 | 243.5 | -4.7 | 100.4 | 103.5 | -3.1 | 56.2 | 47.6 | 8.6 | 328.7 | 315.7 | 13.0 |
| Network Coast | 141.2 | 143.1 | -1.9 | 11 | 154.6 | 153.4 | 1.2 | 141.9 | 149.4 | -7.5 | 131.7 | 133.0 | -1.3 | 49.9 | 50.9 | -1.0 | 26.8 | 29.0 | -2.2 | 163.1 | 170.4 | -7.3 |
| Network The Edge | 246.8 | 256.9 | -10.1 | 5 | 174.8 | 190.8 | -16.0 | 253.2 | 264.8 | -11.6 | 221.5 | 223.9 | -2.4 | 96.1 | 96.9 | -0.8 | 49.2 | 53.8 | -4.6 | 291.0 | 294.9 | -3.9 |
| Network Flava | 61.7 | 59.3 | 2.4 | 13 | 51.6 | 47.8 | 3.8 | 64.6 | 84.0 | -19.4 | 53.4 | 66.2 | -12.8 | 31.3 | 32.2 | -0.9 | 11.7 | 23.5 | -11.8 | 60.3 | 77.6 | -17.3 |
| Network George FM | 58.8 | 69.7 | -10.9 | 14 | 44.5 | 47.9 | -3.4 | 56.0 | 65.2 | -9.2 | 60.2 | 65.7 | -5.5 | 24.4 | 30.1 | -5.7 | 12.1 | 19.8 | -7.7 | 68.8 | 80.1 | -11.3 |
| Network Gold* | 32.6 | 32.5 | 0.1 | 16 | 27.5 | 31.4 | -3.9 | 30.4 | 35.8 | -5.4 | 27.1 | 30.9 | -3.8 | 13.9 | 16.2 | -2.3 | 7.5 | 7.2 | 0.3 | 36.2 | 35.6 | 0.6 |
| Network Gold AM** | 9.2 | 4.5 | 4.7 | 21 | 7.8 | 4.3 | 3.5 | 10.0 | 6.0 | 4.0 | 7.8 | 2.9 | 4.9 | 5.7 | 1.7 | 4.0 | 2.2 | 0.6 | 1.6 | 16.1 | 7.3 | 8.8 |
| Network Hokonui | 4.8 | 7.2 | -2.4 | 22 | 4.7 | 5.2 | -0.5 | 5.1 | 6.3 | -1.2 | 4.0 | 4.7 | -0.7 | 1.3 | 1.9 | -0.6 | 1.0 | 1.2 | -0.2 | 5.9 | 8.1 | -2.2 |
| Network Life FM | 41.4 | 48.5 | -7.1 | 15 | 35.8 | 35.9 | -0.1 | 39.3 | 39.7 | -0.4 | 44.0 | 43.8 | 0.2 | 18.8 | 20.4 | -1.6 | 9.0 | 11.6 | -2.6 | 71.6 | 70.1 | 1.5 |
| Network Magic Music & Talk*** | 178.7 | 167.0 | 11.7 | 8 | 192.6 | 179.2 | 13.4 | 190.5 | 186.2 | 4.3 | 152.0 | 149.8 | 2.2 | 77.6 | 79.0 | -1.4 | 45.5 | 45.0 | 0.5 | 235.6 | 218.2 | 17.4 |
| Network Mai FM | 225.2 | 222.9 | 2.3 | 6 | 156.7 | 153.1 | 3.6 | 184.7 | 173.7 | 11.0 | 188.9 | 166.5 | 22.4 | 101.0 | 87.3 | 13.7 | 63.0 | 71.3 | -8.3 | 239.3 | 240.6 | -1.3 |
| Network Maori Radio | 17.8 | 15.0 | 2.8 | 19 | 19.4 | 18.1 | 1.3 | 21.1 | 19.1 | 2.0 | 20.6 | 17.6 | 3.0 | 6.6 | 8.6 | -2.0 | 6.9 | 7.5 | -0.6 | 28.4 | 29.5 | -1.1 |
| Network More FM | 250.0 | 261.0 | -11.0 | 3 | 192.3 | 192.3 | 0.0 | 235.4 | 243.4 | -8.0 | 210.8 | 227.5 | -16.7 | 83.6 | 89.5 | -5.9 | 40.8 | 40.6 | 0.2 | 276.5 | 276.1 | 0.4 |
| Network Newstalk ZB | 377.5 | 350.1 | 27.4 | 1 | 240.6 | 237.1 | 3.5 | 233.2 | 238.0 | -4.8 | 252.7 | 238.9 | 13.8 | 159.4 | 152.7 | 6.7 | 135.4 | 123.4 | 12.0 | 344.9 | 336.6 | 8.3 |
| Network Radio Hauraki | 92.7 | 92.0 | 0.7 | 12 | 80.7 | 84.5 | -3.8 | 95.5 | 100.2 | -4.7 | 93.0 | 93.8 | -0.8 | 36.4 | 34.2 | 2.2 | 17.6 | 15.2 | 2.4 | 103.2 | 107.8 | -4.6 |
| Network Rhema | 18.0 | 23.6 | -5.6 | 18 | 20.2 | 20.5 | -0.3 | 19.1 | 18.6 | 0.5 | 17.2 | 16.5 | 0.7 | 13.2 | 11.4 | 1.8 | 4.6 | 9.6 | -5.0 | 27.8 | 30.4 | -2.6 |
| Network The Rock | 213.8 | 201.0 | 12.8 | 7 | 184.0 | 181.4 | 2.6 | 201.7 | 207.0 | -5.3 | 196.6 | 198.3 | -1.7 | 75.1 | 74.6 | 0.5 | 40.9 | 48.5 | -7.6 | 229.3 | 234.7 | -5.4 |
| Network Star | 15.4 | 20.2 | -4.8 | 20 | 13.4 | 15.7 | -2.3 | 13.9 | 14.6 | -0.7 | 8.8 | 8.4 | 0.4 | 6.7 | 7.7 | -1.0 | 5.4 | 7.4 | -2.0 | 19.8 | 18.4 | 1.4 |
| Network Tarana | 21.5 | 28.4 | -6.9 | 17 | 16.7 | 18.1 | -1.4 | 19.1 | 21.9 | -2.8 | 23.1 | 27.8 | -4.7 | 16.9 | 20.6 | -3.7 | 8.3 | 9.0 | -0.7 | 29.5 | 36.0 | -6.5 |
| Network The Hits | 170.0 | 164.2 | 5.8 | 9 | 135.0 | 136.5 | -1.5 | 169.9 | 169.0 | 0.9 | 161.4 | 160.3 | 1.1 | 66.1 | 72.2 | -6.1 | 31.0 | 30.4 | 0.6 | 193.2 | 207.3 | -14.1 |
| Network The Sound | 153.7 | 159.2 | -5.5 | 10 | 155.5 | 153.0 | 2.5 | 173.9 | 179.8 | -5.9 | 148.0 | 157.0 | -9.0 | 57.0 | 57.8 | -0.8 | 25.8 | 26.7 | -0.9 | 181.4 | 204.9 | -23.5 |
| Network ZM | 292.6 | 280.3 | 12.3 | 2 | 189.6 | 192.6 | -3.0 | 243.8 | 253.5 | -9.7 | 238.6 | 247.3 | -8.7 | 96.6 | 91.2 | 5.4 | 49.8 | 44.1 | 5.7 | 274.6 | 271.0 | 3.6 |
| MediaWorks Combo | 1,295.1 | 1,274.2 | 20.9 | | 1,107.4 | 1,097.5 | 9.9 | 1,286.7 | 1,261.2 | 25.5 | 1,193.1 | 1,164.1 | 29.0 | 547.7 | 534.8 | 12.9 | 288.0 | 298.5 | -10.5 | 1,500.0 | 1,476.6 | 23.4 |
| NZME Combo | 1,058.7 | 1,014.7 | 44.0 | | 792.8 | 793.7 | -0.9 | 876.3 | 915.4 | -39.1 | 861.9 | 870.7 | -8.8 | 430.9 | 421.8 | 9.1 | 263.3 | 256.5 | 6.8 | 1,044.7 | 1,067.6 | -22.9 |
| NZME and Partners | 1,103.6 | 1,062.4 | 41.2 | | 828.6 | 829.4 | -0.8 | 915.6 | 955.0 | -39.4 | 899.6 | 914.6 | -15.0 | 451.2 | 443.0 | 8.2 | 272.0 | 265.7 | 6.3 | 1,096.0 | 1,116.8 | -20.8 |
| All Commercial Radio | 2,133.5 | 2,091.2 | 42.3 | | 1,738.3 | 1,725.5 | 12.8 | 1,949.4 | 1,940.9 | 8.5 | 1,893.6 | 1,868.6 | 25.0 | 970.2 | 954.8 | 15.4 | 527.5 | 538.5 | -11.0 | 2,287.9 | 2,269.2 | 18.7 |

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

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

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

NZ Major Markets includes Auckland, Wellington, Christchurch, Northland, Waikato, Tauranga, Rotorua, Hawke's Bay, Taranaki, Manawatu, Nelson, Dunedin and Southland

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

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

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



NZ MAJOR MARKETS COMMERCIAL RADIO - SURVEY 2 2021

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

Survey Comparisons: 1/2021 - 2/2021

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

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

| | All 10+ | | | People 10-24 | | | People 18-39 | | | People 25-44 | | | People 25-54 | | | People 45-64 | | | People 55-74 | | | MGS with Kids | | |
|-------------------------------|---------|---------|-------|--------------|-------|-------|--------------|---------|-------|--------------|---------|-------|--------------|---------|-------|--------------|---------|-------|--------------|-------|-------|---------------|-------|-------|
| | This | Last | +/- | This | Last | +/- | This | Last | +/- | This | Last | +/- | This | Last | +/- | This | Last | +/- | This | Last | +/- | This | Last | +/- |
| Network Breeze | 7:46 | 7:56 | -0:09 | 4:30 | 4:31 | -0:01 | 5:42 | 5:38 | 0:04 | 7:16 | 7:01 | 0:14 | 7:31 | 7:49 | -0:18 | 8:50 | 9:08 | -0:18 | 9:13 | 8:47 | 0:26 | 7:59 | 7:00 | 0:58 |
| Network Coast | 8:09 | 9:19 | -1:09 | 6:25 | 6:50 | -0:24 | 7:36 | 9:27 | -1:51 | 6:21 | 8:18 | -1:57 | 7:04 | 8:41 | -1:36 | 7:59 | 9:04 | -1:04 | 9:07 | 9:44 | -0:37 | 7:43 | 9:09 | -1:25 |
| Network The Edge | 5:11 | 5:00 | 0:11 | 4:32 | 4:16 | 0:15 | 4:41 | 5:09 | -0:28 | 5:10 | 5:33 | -0:23 | 5:34 | 5:34 | -0:00 | 6:40 | 5:22 | 1:18 | 5:45 | 4:42 | 1:03 | 5:43 | 5:34 | 0:08 |
| Network Flava | 5:17 | 4:08 | 1:08 | 5:42 | 3:28 | 2:14 | 6:09 | 4:16 | 1:53 | 5:14 | 4:42 | 0:31 | 5:07 | 4:47 | 0:19 | 4:13 | 4:21 | -0:07 | 3:18 | 2:34 | 0:44 | 4:20 | 4:35 | -0:15 |
| Network George FM | 6:56 | 5:57 | 0:59 | 6:45 | 4:30 | 2:15 | 7:36 | 6:05 | 1:31 | 7:23 | 6:54 | 0:28 | 7:23 | 6:44 | 0:38 | 6:57 | 6:26 | 0:31 | 4:22 | 6:16 | -1:53 | 5:51 | 4:42 | 1:09 |
| Network Gold* | 7:51 | 8:36 | -0:45 | 6:00 | 5:40 | 0:19 | 5:13 | 6:53 | -1:40 | 8:14 | 7:29 | 0:44 | 8:52 | 7:26 | 1:26 | 9:42 | 11:20 | -1:37 | 7:44 | 12:24 | -4:39 | 7:21 | 5:16 | 2:04 |
| Network Gold AM** | 5:22 | 5:39 | -0:16 | 1:59 | 1:10 | 0:49 | 3:55 | 2:47 | 1:08 | 3:23 | 8:20 | -4:56 | 5:21 | 6:46 | -1:24 | 7:35 | 7:08 | 0:26 | 6:12 | 5:55 | 0:17 | 3:38 | 1:13 | 2:25 |
| Network Hokonui | 7:43 | 7:49 | -0:06 | 8:19 | 5:08 | 3:11 | 15:14 | 9:57 | 5:17 | 10:47 | 10:23 | 0:24 | 9:14 | 8:48 | 0:26 | 6:05 | 8:21 | -2:16 | 7:04 | 9:32 | -2:27 | 12:24 | 3:47 | 8:36 |
| Network Life FM | 5:56 | 6:12 | -0:16 | 3:50 | 5:03 | -1:13 | 4:44 | 4:40 | 0:04 | 6:11 | 5:40 | 0:30 | 6:53 | 6:42 | 0:11 | 7:10 | 7:57 | -0:46 | 5:52 | 6:57 | -1:04 | 6:40 | 7:27 | -0:47 |
| Network Magic Music & Talk*** | 11:39 | 12:32 | -0:52 | 5:28 | 5:50 | -0:22 | 6:07 | 6:28 | -0:21 | 6:04 | 6:57 | -0:53 | 7:34 | 9:00 | -1:26 | 11:18 | 11:48 | -0:29 | 12:55 | 13:07 | -0:11 | 13:31 | 14:17 | -0:46 |
| Network Mai FM | 6:25 | 6:04 | 0:20 | 5:47 | 5:40 | 0:07 | 6:31 | 5:58 | 0:32 | 6:50 | 6:37 | 0:13 | 7:01 | 6:34 | 0:27 | 6:52 | 5:48 | 1:04 | 4:01 | 3:08 | 0:52 | 5:55 | 6:56 | -1:00 |
| Network Maori Radio | 3:31 | 3:02 | 0:28 | 2:16 | 2:13 | 0:03 | 3:13 | 3:06 | 0:06 | 3:15 | 3:13 | 0:01 | 3:34 | 3:32 | 0:02 | 5:21 | 4:04 | 1:16 | 5:29 | 3:21 | 2:07 | 2:57 | 2:44 | 0:13 |
| Network More FM | 6:37 | 6:36 | 0:00 | 4:41 | 4:31 | 0:09 | 5:04 | 4:52 | 0:11 | 5:28 | 5:41 | -0:13 | 6:36 | 6:44 | -0:07 | 8:51 | 8:46 | 0:04 | 9:21 | 9:11 | 0:10 | 7:02 | 6:48 | 0:14 |
| Network Newstalk ZB | 10:38 | 10:53 | -0:14 | 3:23 | 3:48 | -0:24 | 4:44 | 4:34 | 0:10 | 5:11 | 5:29 | -0:17 | 6:44 | 6:44 | -0:00 | 9:15 | 9:23 | -0:08 | 12:43 | 13:43 | -0:59 | 8:37 | 8:33 | 0:03 |
| Network Radio Hauraki | 5:04 | 5:50 | -0:45 | 3:43 | 4:39 | -0:56 | 5:11 | 5:59 | -0:48 | 5:18 | 6:02 | -0:43 | 5:42 | 6:20 | -0:38 | 5:34 | 6:34 | -1:00 | 4:01 | 5:21 | -1:19 | 4:48 | 4:55 | -0:06 |
| Network Rhema | 6:03 | 7:40 | -1:36 | 5:33 | 5:42 | -0:09 | 5:36 | 4:10 | 1:25 | 5:50 | 3:57 | 1:53 | 5:57 | 5:16 | 0:40 | 6:08 | 10:42 | -4:33 | 5:44 | 10:01 | -4:16 | 5:47 | 7:39 | -1:52 |
| Network The Rock | 8:24 | 8:08 | 0:15 | 6:25 | 7:29 | -1:04 | 8:42 | 8:24 | 0:18 | 8:50 | 8:12 | 0:38 | 9:05 | 8:27 | 0:37 | 9:57 | 9:16 | 0:41 | 9:06 | 8:06 | 1:00 | 6:42 | 6:38 | 0:04 |
| Network Star | 9:13 | 8:25 | 0:47 | 2:36 | 2:09 | 0:26 | 3:06 | 2:30 | 0:35 | 2:23 | 2:33 | -0:10 | 9:26 | 4:18 | 5:07 | 11:22 | 9:05 | 2:17 | 9:09 | 9:45 | -0:36 | 8:21 | 8:57 | -0:35 |
| Network Tarana | 13:23 | 11:02 | 2:20 | 4:30 | 3:43 | 0:46 | 9:49 | 8:51 | 0:57 | 11:43 | 10:03 | 1:39 | 12:16 | 10:08 | 2:07 | 20:51 | 16:47 | 4:04 | 29:52 | 35:49 | -5:57 | 13:06 | 10:13 | 2:52 |
| Network The Hits | 5:44 | 6:21 | -0:36 | 4:27 | 4:55 | -0:28 | 4:33 | 5:07 | -0:34 | 5:05 | 6:16 | -1:11 | 5:48 | 6:34 | -0:46 | 7:24 | 7:42 | -0:17 | 8:00 | 8:12 | -0:12 | 6:20 | 6:16 | 0:04 |
| Network The Sound | 10:00 | 9:25 | 0:35 | 4:46 | 4:39 | 0:06 | 8:02 | 7:43 | 0:19 | 9:19 | 8:24 | 0:54 | 10:01 | 9:35 | 0:25 | 11:11 | 11:21 | -0:09 | 12:02 | 11:24 | 0:37 | 8:21 | 8:49 | -0:27 |
| Network ZM | 5:47 | 5:51 | -0:03 | 5:01 | 4:43 | 0:17 | 5:38 | 5:42 | -0:03 | 5:52 | 6:09 | -0:16 | 6:07 | 6:26 | -0:19 | 6:59 | 7:16 | -0:17 | 6:17 | 6:16 | 0:01 | 6:38 | 7:07 | -0:28 |
| MediaWorks Combo | 11:27 | 11:38 | -0:10 | 8:14 | 8:27 | -0:13 | 9:46 | 9:49 | -0:02 | 10:35 | 10:49 | -0:13 | 11:21 | 11:32 | -0:10 | 13:43 | 13:34 | 0:08 | 13:58 | 13:50 | 0:08 | 11:07 | 11:38 | -0:30 |
| NZME Combo | 9:35 | 9:59 | -0:23 | 6:26 | 6:19 | 0:06 | 7:07 | 7:18 | -0:11 | 7:19 | 8:07 | -0:48 | 8:11 | 8:45 | -0:34 | 10:30 | 10:57 | -0:26 | 12:48 | 13:28 | -0:40 | 8:48 | 8:50 | -0:01 |
| NZME and Partners | 9:40 | 10:00 | -0:19 | 6:34 | 6:25 | 0:08 | 7:22 | 7:25 | -0:03 | 7:33 | 8:12 | -0:38 | 8:22 | 8:49 | -0:27 | 10:35 | 10:57 | -0:22 | 12:50 | 13:31 | -0:40 | 8:52 | 8:54 | -0:01 |
| All Commercial Radio | 15:29 | 15:54 | -0:24 | 11:01 | 11:03 | -0:02 | 12:57 | 13:00 | -0:03 | 13:44 | 14:13 | -0:28 | 14:44 | 15:08 | -0:24 | 17:44 | 18:06 | -0:22 | 19:17 | 19:49 | -0:32 | 14:54 | 15:17 | -0:23 |
| Potential (000) | 3,724.5 | 3,724.5 | 0.0 | 846.9 | 846.9 | 0.0 | 1,341.6 | 1,350.7 | -9.1 | 1,215.1 | 1,215.1 | 0.0 | 1,757.4 | 1,757.4 | 0.0 | 1,037.0 | 1,037.0 | 0.0 | 853.3 | 853.3 | 0.0 | 655.5 | 681.6 | -26.1 |
| Sample | 14,285 | 13,888 | 397 | 2,664 | 2,694 | -30 | 4,093 | 4,191 | -98 | 4,074 | 4,091 | -17 | 6,307 | 6,227 | 80 | 4,341 | 4,131 | 210 | 4,123 | 3,838 | 285 | 2,636 | 2,605 | 31 |

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

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

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

NZ Major Markets includes Auckland, Wellington, Christchurch, Northland, Waikato, Tauranga, Rotorua, Hawke's Bay, Taranaki, Manawatu, Nelson, Dunedin and Southland

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

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

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

NZ MAJOR MARKETS COMMERCIAL RADIO - SURVEY 2 2021

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

Survey Comparisons: 1/2021 - 2/2021

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

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

| | This | Last | +/- |
|-----------------|---------|---------|-----|
| Potential (000) | 3,724.5 | 3,724.5 | 0.0 |
| Sample Size | 14,285 | 13,888 | 397 |

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

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

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

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

NZ Major Markets includes Auckland, Wellington, Christchurch, Northland, Waikato, Tauranga, Rotorua, Hawke's Bay, Taranaki, Manawatu, Nelson, Dunedin and Southland

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

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