

## NZ MAJOR MARKETS COMMERCIAL RADIO - SURVEY 4 2021

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

Survey Comparisons: 3/2021 - 4/2021

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

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

	All 10+				People 10-24				People 18-39				People 25-44				People 25-54				People 45-64				People 55-74				MGS with Kids			
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	
Network Breeze	9.0	9.4	-0.4	2	6.4	5.6	0.8	8.7	6.5	2.2	9.6	8.2	1.4	9.3	8.8	0.5	10.3	11.9	-1.6	10.1	12.6	-2.5	10.1	10.4	-0.3							
Network Coast	4.9	4.7	0.2	9	2.5	2.3	0.2	2.2	2.1	0.1	2.3	1.9	0.4	2.9	2.8	0.1	6.0	5.9	0.1	8.7	8.3	0.4	4.3	4.0	0.3							
Network The Edge	5.7	6.3	-0.6	8	13.0	14.7	-1.7	11.0	11.2	-0.2	8.8	8.9	-0.1	7.1	7.6	-0.5	3.2	4.3	-1.1	1.4	2.0	-0.6	7.8	9.5	-1.7							
Network Flava	1.5	1.7	-0.2	15	3.9	4.7	-0.8	2.9	3.7	-0.8	2.7	2.9	-0.2	2.0	2.1	-0.1	0.5	0.6	-0.1	0.1	0.1	0.0	1.6	2.3	-0.7							
Network George FM	2.9	2.7	0.2	12	3.3	3.7	-0.4	4.9	5.1	-0.2	4.8	4.5	0.3	4.9	4.4	0.5	2.9	2.2	0.7	0.4	0.1	0.3	2.1	1.8	0.3							
Network Gold	1.3	1.1	0.2	16	0.6	0.6	0.0	0.3	0.2	0.1	0.6	0.6	0.0	1.3	1.1	0.2	2.4	2.1	0.3	1.9	1.7	0.2	1.3	0.9	0.4							
Network Gold AM	0.3	0.3	0.0	22	0.2	0.1	0.1	*	0.1	*	*	0.1	*	0.3	0.3	0.0	0.7	0.7	0.0	0.4	0.5	-0.1	0.2	0.2	0.0							
Network Hokonui	0.2	0.2	0.0	23	0.3	0.3	0.0	0.2	0.3	-0.1	0.1	0.2	-0.1	0.1	0.2	-0.1	0.3	0.2	0.1	0.4	0.3	0.1	0.1	0.0								
Network Life FM	1.3	1.1	0.2	16	1.5	1.0	0.5	2.2	1.5	0.7	2.4	1.8	0.6	1.9	1.7	0.2	0.9	1.0	-0.1	0.5	0.5	0.0	2.4	1.3	1.1							
Network Magic Music*	5.9	n.a.	*	6	1.1	n.a.	*	1.0	n.a.	*	1.0	n.a.	*	1.5	n.a.	*	4.9	n.a.	*	11.9	n.a.	*	2.3	n.a.	*							
Network Magic Talk*	2.3	n.a.	*	13	0.7	n.a.	*	1.1	n.a.	*	1.4	n.a.	*	1.7	n.a.	*	2.6	n.a.	*	3.2	n.a.	*	1.8	n.a.	*							
Network Mai FM	4.8	5.4	-0.6	10	9.7	11.3	-1.6	10.0	11.1	-1.1	8.5	9.5	-1.0	6.6	7.2	-0.6	2.5	2.6	-0.1	1.0	1.2	-0.2	4.7	5.4	-0.7							
Network Maori Radio	0.5	0.5	0.0	19	0.7	0.7	0.0	0.3	0.5	-0.2	0.4	0.6	-0.2	0.6	0.5	0.1	0.7	0.5	0.2	0.5	0.4	0.1	0.7	0.4	0.3							
Network More FM	8.1	7.9	0.2	3	11.9	10.8	1.1	7.0	6.7	0.3	7.3	7.1	0.2	8.1	8.2	-0.1	9.2	9.5	-0.3	7.9	7.7	0.2	9.6	9.6	0.0							
Network Newstalk ZB	17.6	14.3	3.3	1	3.6	2.8	0.8	5.5	4.0	1.5	8.7	5.4	3.3	11.4	7.6	3.8	17.8	14.3	3.5	26.2	21.6	4.6	14.3	10.9	3.4							
Network Radio Hauraki	2.3	2.2	0.1	13	1.9	1.8	0.1	2.8	2.9	-0.1	3.5	3.4	0.1	3.4	3.6	-0.2	2.5	2.6	-0.1	1.4	0.9	0.5	2.7	2.0	0.7							
Network Rhema	0.6	0.6	0.0	18	0.5	0.4	0.1	0.4	0.3	0.1	0.6	0.5	0.1	0.5	0.5	0.0	0.6	0.6	0.0	0.6	0.7	-0.1	0.4	0.5	-0.1							
Network The Rock	7.4	7.5	-0.1	4	11.6	10.3	1.3	11.1	12.4	-1.3	10.7	12.3	-1.6	10.6	11.0	-0.4	6.7	6.5	0.2	2.2	2.6	-0.4	6.9	6.5	0.4							
Network Star	0.4	0.5	-0.1	20	0.2	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.2	-0.1	0.4	0.6	-0.2	0.8	1.0	-0.2	0.1	0.2	-0.1							
Network Tarana	0.4	0.8	-0.4	20	0.5	0.7	-0.2	0.5	0.6	-0.1	0.6	0.9	-0.3	0.5	0.8	-0.3	0.3	0.7	-0.4	0.1	1.2	-1.1	0.3	1.5	-1.2							
Network The Hits	3.9	4.2	-0.3	11	5.7	5.3	0.4	5.3	4.8	0.5	4.8	5.0	-0.2	4.7	5.3	-0.6	3.8	4.4	-0.6	2.4	2.9	-0.5	5.4	6.1	-0.7							
Network The Sound	6.5	6.5	0.0	5	4.3	3.1	1.2	3.8	4.2	-0.4	4.0	5.3	-1.3	5.6	6.7	-1.1	10.4	10.0	0.4	10.2	9.3	0.9	5.6	5.5	0.1							
Network ZM	5.9	6.7	-0.8	6	11.2	12.9	-1.7	11.7	12.7	-1.0	10.2	11.2	-1.0	8.0	9.1	-1.1	3.1	3.9	-0.8	1.5	1.7	-0.2	8.5	9.0	-0.5							
MediaWorks Combo	52.9	54.6	-1.7		62.2	61.4	0.8	58.8	59.3	-0.5	56.2	57.9	-1.7	55.6	57.1	-1.5	53.0	55.6	-2.6	48.9	52.2	-3.3	51.2	53.0	-1.8							
NZME Combo	38.1	35.8	2.3		30.2	31.1	-0.9	31.1	30.9	0.2	33.1	30.8	2.3	34.2	32.1	2.1	37.4	34.7	2.7	43.5	38.3	5.2	38.6	35.6	3.0							
NZME and Partners	39.6	37.4	2.2		31.1	32.0	-0.9	33.9	33.8	0.1	36.1	34.2	1.9	36.5	34.7	1.8	38.7	35.9	2.8	44.3	39.1	5.2	40.9	37.4	3.5							
Potential (000)	3724.5	3724.5	0.0		846.9	846.9	0.0	1326.5	1341.0	-14.5	1215.1	1215.1	0.0	1757.4	1757.4	0.0	1037.0	1037.0	0.0	853.3	853.3	0.0	650.0	660.6	-10.6							
Sample	14,150	13,745	405		2,520	2,580	-60	3,624	3,968	-344	3,595	3,930	-335	5,643	5,985	-342	4,276	4,047	229	4,548	3,979	569	2,430	2,528	-98							

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

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

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

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

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

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

NZ MAJOR MARKETS COMMERCIAL RADIO - SURVEY 4 2021

## Station Share (%) by Daypart, People 10+

Survey Comparisons: 3/2021 - 4/2021

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

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	This	Last	+/-
Potential (000)	3,724.5	3,724.5	0.0
Sample Size	14,150	13,745	405

	Breakfast				Morning				Afternoon				Drive				Night				Mid Dawn				Weekend			
	Mon-Fri	6am-9am	This	Last	Mon-Fri	9am-12md	This	Last	Mon-Fri	12md-4pm	This	Last	Mon-Fri	4pm-7pm	This	Last	Mon-Fri	7pm-12mn	This	Last	Mon-Fri	12mn-6am	This	Last	Sat-Sun	12mn-12mn	+/-	
Network Breeze	7.7	8.4	-0.7	3	10.9	11.0	-0.1		10.0	10.7	-0.7		8.0	8.4	-0.4		7.9	6.7	1.2	4.9	6.9	-2.0	8.9	9.6	-0.7			
Network Coast	3.9	4.0	-0.1	10	5.5	5.5	0.0		5.4	5.1	0.3		4.2	4.4	-0.2		3.9	2.9	1.0	5.2	3.8	1.4	5.3	5.1	0.2			
Network The Edge	5.2	5.8	-0.6	7	4.6	5.8	-1.2		6.3	6.9	-0.6		6.7	7.2	-0.5		6.1	5.9	0.2	4.9	4.9	0.0	5.8	6.4	-0.6			
Network Flava	1.6	1.7	-0.1	15	1.4	1.7	-0.3		1.8	2.0	-0.2		1.7	2.1	-0.4		1.6	2.2	-0.6	1.0	0.8	0.2	1.4	1.4	0.0			
Network George FM	2.3	2.3	0.0	12	2.9	2.6	0.3		3.4	2.9	0.5		3.9	3.3	0.6		1.3	1.5	-0.2	0.7	1.3	-0.6	3.2	3.0	0.2			
Network Gold	0.7	0.7	0.0	18	1.4	1.2	0.2		1.3	1.1	0.2		0.9	1.1	-0.2		2.3	1.9	0.4	1.8	1.8	0.0	1.4	1.2	0.2			
Network Gold AM	0.3	0.3	0.0	21	0.4	0.3	0.1		0.4	0.4	0.0		0.2	0.2	0.0		0.3	0.4	-0.1	0.3	0.3	0.0	0.3	0.4	-0.1			
Network Hokonui	0.2	0.2	0.0	22	0.3	0.2	0.1		0.4	0.3	0.1		0.2	0.2	0.0		0.2	0.1	0.1	0.1	*	*	0.2	0.2	0.0			
Network Life FM	1.4	1.0	0.4	16	0.9	0.9	0.0		1.1	0.9	0.2		1.2	1.3	-0.1		1.6	1.2	0.4	0.6	1.2	-0.6	1.7	1.6	0.1			
Network Magic Music*	4.3	n.a.	*	9	6.8	n.a.	*		6.5	n.a.	*		4.2	n.a.	*		4.8	n.a.	*	3.4	n.a.	*	7.7	n.a.	*			
Network Magic Talk*	2.2	n.a.	*	13	3.3	n.a.	*		1.9	n.a.	*		1.7	n.a.	*		3.6	n.a.	*	3.3	n.a.	*	1.9	n.a.	*			
Network Mai FM	5.5	6.0	-0.5	6	4.0	4.7	-0.7		4.5	4.9	-0.4		5.3	6.6	-1.3		5.9	6.2	-0.3	5.2	6.4	-1.2	4.8	5.0	-0.2			
Network Maori Radio	0.6	0.5	0.1	19	0.5	0.3	0.2		0.5	0.4	0.1		0.5	0.4	0.1		0.4	0.6	-0.2	0.6	0.9	-0.3	0.6	0.6	0.0			
Network More FM	8.0	8.0	0.0	2	8.6	8.5	0.1		8.6	8.7	-0.1		7.6	8.0	-0.4		4.9	4.6	0.3	5.3	5.3	0.0	8.5	8.1	0.4			
Network Newstalk ZB	24.9	19.6	5.3	1	13.4	9.9	3.5		10.7	9.1	1.6		18.1	13.8	4.3		25.2	22.8	2.4	36.5	31.6	4.9	16.1	13.4	2.7			
Network Radio Hauraki	1.9	2.1	-0.2	14	2.5	2.3	0.2		2.7	2.8	-0.1		2.6	2.7	-0.1		2.1	1.8	0.3	2.0	1.6	0.4	1.8	1.7	0.1			
Network Rhema	0.8	0.6	0.2	17	0.5	0.5	0.0		0.5	0.6	-0.1		0.6	0.5	0.1		0.6	1.0	-0.4	0.5	0.3	0.2	0.7	0.6	0.1			
Network The Rock	7.2	7.1	0.1	4	8.0	8.5	-0.5		9.4	8.9	0.5		8.6	8.5	0.1		5.1	5.7	-0.6	4.9	4.6	0.3	5.3	6.0	-0.7			
Network Star	0.6	0.5	0.1	19	0.3	0.4	-0.1		0.4	0.5	-0.1		0.3	0.4	-0.1		0.6	0.9	-0.3	1.1	1.0	0.1	0.4	0.5	-0.1			
Network Tarana	0.2	0.7	-0.5	22	0.5	0.7	-0.2		0.3	0.5	-0.2		0.5	0.7	-0.2		0.8	2.6	-1.8	0.3	0.7	-0.4	0.6	1.1	-0.5			
Network The Hits	3.6	3.9	-0.3	11	4.0	4.5	-0.5		4.3	4.9	-0.6		4.2	4.5	-0.3		3.0	3.3	-0.3	2.7	2.9	-0.2	3.7	4.0	-0.3			
Network The Sound	4.7	4.9	-0.2	8	7.4	7.7	-0.3		7.7	7.9	-0.2		6.2	5.9	0.3		4.9	5.5	-0.6	3.0	3.2	-0.2	7.4	7.0	0.4			
Network ZM	6.5	8.3	-1.8	5	5.5	5.8	-0.3		6.5	6.6	-0.1		6.8	7.8	-1.0		4.7	5.3	-0.6	4.3	5.1	-0.8	5.0	5.9	-0.9			
MediaWorks Combo	47.3	50.5	-3.2		56.8	59.3	-2.5		58.6	59.4	-0.8		52.5	54.1	-1.6		44.7	44.2	0.5	36.0	40.8	-4.8	53.7	55.0	-1.3			
NZME Combo	43.9	41.0	2.9		34.5	31.5	3.0		33.6	32.5	1.1		39.2	36.8	2.4		44.1	41.1	3.0	54.8	48.8	6.0	35.5	33.6	1.9			
NZME and Partners	45.1	42.4	2.7		36.2	33.3	2.9		35.1	33.9	1.2		40.8	38.5	2.3		46.3	43.4	2.9	55.1	49.3	5.8	37.3	35.5	1.8			

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

**NZME Combo:** Coast, Flava Gold, Gold AM, Hekenui, Newstalk ZB, Radio Hauraki, The Hits, ZM, ZBC (Auckland)

NZME Combo, Coast, Flava, Gold, Gold AM, Hokuraki, NewsTalk ZB, Radio Hauraki, The Hits, ZM, BBC (Auckland), NZME and Partners Combo, Coast, Flava, Gold, Gold AM, Hokuraki, 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.

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

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	All 10+				People 10-24				People 18-39				People 25-44				People 25-54				People 45-64				People 55-74				MGS with Kids			
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	
Network Breeze	498.5	533.8	-35.3	2	91.8	81.4	10.4	146.2	139.0	7.2	155.4	157.4	-2.0	243.8	253.1	-9.3	178.0	206.6	-28.6	141.3	174.1	-32.8	98.0	111.8	-13.8	42.0	44.2	-2.2				
Network Coast	245.2	263.4	-18.2	10	24.3	21.2	3.1	39.4	39.2	0.2	44.3	45.4	-1.1	89.4	94.0	-4.6	99.2	116.7	-17.5	106.3	120.0	-13.7	105.3	121.1	-15.8							
Network The Edge	491.8	505.7	-13.9	3	180.3	185.2	-4.9	279.3	270.2	9.1	222.3	215.5	6.8	278.5	279.6	-1.1	81.6	95.8	-14.2	31.5	39.7	-8.2	105.3	121.1	-15.8							
Network Flava	130.0	133.8	-3.8	15	44.8	46.0	-1.2	73.9	75.6	-1.7	68.6	71.0	-2.4	79.1	82.6	-3.5	14.9	15.6	-0.7	5.7	5.0	0.7	20.9	28.7	-7.8							
Network George FM	133.6	139.2	-5.6	14	36.4	40.9	-4.5	71.8	77.8	-6.0	67.3	68.7	-1.4	88.5	89.6	-1.1	27.2	25.9	1.3	8.3	8.5	-0.2	18.0	22.9	-4.9							
Network Gold	64.4	65.5	-1.1	17	10.7	9.0	1.7	10.3	9.8	0.5	12.1	11.9	0.2	26.5	28.2	-1.7	28.1	30.7	-2.6	25.2	26.0	-0.8	11.4	9.8	1.6							
Network Gold AM	27.9	30.4	-2.5	22	4.9	4.7	0.2	2.1	2.8	-0.7	1.8	4.3	-2.5	9.7	12.2	-2.5	14.2	15.8	-1.6	10.2	12.2	-2.0	4.6	3.8	0.8							
Network Hokonui	12.7	9.8	2.9	23	5.0	2.2	2.8	3.3	2.8	0.5	1.5	2.2	-0.7	2.3	3.1	-0.8	4.1	3.8	0.3	4.5	3.8	0.7	1.3	0.8	0.5							
Network Life FM	103.6	86.4	17.2	16	30.8	23.9	6.9	42.9	34.0	8.9	44.8	35.4	9.4	59.2	49.0	10.2	22.1	22.1	0.0	11.2	11.1	0.1	27.8	18.7	9.1							
Network Magic Music*	222.4	n.a.	*	11	17.7	n.a.	*	23.9	n.a.	*	25.4	n.a.	*	44.4	n.a.	*	70.2	n.a.	*	119.2	n.a.	*	17.2	n.a.	*							
Network Magic Talk*	133.9	n.a.	*	13	9.5	n.a.	*	22.9	n.a.	*	29.8	n.a.	*	54.8	n.a.	*	50.5	n.a.	*	49.6	n.a.	*	21.8	n.a.	*							
Network Mai FM	356.0	373.4	-17.4	6	128.4	130.4	-2.0	198.1	215.5	-17.4	165.1	182.3	-17.2	205.2	217.6	-12.4	54.4	51.8	2.6	19.6	22.3	-2.7	63.7	68.7	-5.0							
Network Maori Radio	54.5	52.8	1.7	19	17.3	15.3	2.0	16.8	22.4	-5.6	14.0	19.8	-5.8	25.2	28.4	-3.2	19.2	13.8	5.4	11.2	7.7	3.5	9.2	9.0	0.2							
Network More FM	490.9	512.6	-21.7	4	140.8	135.3	5.5	151.0	161.5	-10.5	151.4	167.5	-16.1	240.0	260.2	-20.2	158.2	167.7	-9.5	101.8	107.2	-5.4	104.9	112.2	-7.3							
Network Newstalk ZB	594.7	562.5	32.2	1	55.8	50.3	5.5	101.1	96.6	4.5	122.7	119.7	3.0	220.2	204.7	15.5	212.6	203.5	9.1	228.4	222.5	5.9	101.8	95.6	6.2							
Network Radio Hauraki	174.4	201.0	-26.6	12	36.0	33.9	2.1	71.1	81.1	-10.0	75.6	92.4	-16.8	110.5	138.9	-28.4	58.1	69.1	-11.0	26.7	27.1	-0.4	35.8	38.2	-2.4							
Network Rhema	55.3	49.3	6.0	18	6.1	6.4	-0.3	9.8	7.1	2.7	16.8	11.6	5.2	25.1	20.6	4.5	20.8	21.0	-0.2	17.8	19.0	-1.2	9.7	7.8	1.9							
Network The Rock	350.0	372.6	-22.6	7	94.3	91.6	2.7	154.8	170.1	-15.3	155.9	173.6	-17.7	220.6	242.8	-22.2	89.9	98.1	-8.2	33.3	36.8	-3.5	70.1	72.9	-2.8							
Network Star	30.1	25.4	4.7	21	5.3	2.0	3.3	3.1	3.2	-0.1	4.2	4.7	-0.5	7.1	7.0	0.1	10.2	8.8	1.4	12.2	14.2	-2.0	3.9	2.2	1.7							
Network Tarana	35.8	41.0	-5.2	20	8.0	8.0	0.0	18.1	19.4	-1.3	18.6	20.8	-2.2	22.7	25.8	-3.1	5.3	7.1	-1.8	3.0	6.1	-3.1	9.3	12.0	-2.7							
Network The Hits	327.7	353.8	-26.1	8	100.9	97.2	3.7	133.4	140.7	-7.3	118.4	131.9	-13.5	170.6	193.7	-23.1	89.3	101.7	-12.4	52.2	58.6	-6.4	71.3	83.2	-11.9							
Network The Sound	300.7	305.0	-4.3	9	52.7	45.6	7.1	70.9	77.3	-6.4	70.1	80.5	-10.4	139.8	151.0	-11.2	141.9	140.9	1.0	102.6	104.5	-1.9	49.0	51.1	-2.1							
Network ZM	474.6	506.8	-32.2	5	152.7	153.3	-0.6	268.2	279.4	-11.2	231.1	250.4	-19.3	285.7	308.6	-22.9	80.7	92.8	-12.1	33.6	42.3	-8.7	112.2	115.3	-3.1							
MediaWorks Combo	1,975.2	2,076.2	-101.0		457.0	459.9	-2.9	702.6	742.9	-40.3	668.0	708.4	-40.4	988.1	1,037.7	-49.6	586.9	620.8	-33.9	442.5	484.8	-42.3	372.4	398.8	-26.4							
NZME Combo	1,586.0	1,623.0	-37.0		316.7	308.4	8.3	533.1	554.8	-21.7	519.7	558.6	-38.9	763.2	810.2	-47.0	467.0	484.1	-17.1	393.2	393.2	0.0	304.6	321.0	-16.4							
NZME and Partners	1,644.0	1,677.3	-33.3		326.6	314.7	11.9	563.5	585.6	-22.1	550.8	592.5	-41.7	802.2	851.1	-48.9	482.1	496.3	-14.2	401.0	400.3	0.7	319.3	334.2	-14.9							
All Commercial Radio	2,781.8	2,855.1	-73.3		572.0	569.7	2.3	955.6	988.1	-32.5	927.4	974.5	-47.1	1,372.5	1,425.9	-53.4	846.1	865.3	-19.2	666.0	691.4	-25.4	530.9	557.1	-26.2							
Potential (000)	3,724.5	3,724.5	0.0		846.9	846.9	0.0	1,326.5	1,341.0	-14.5	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	650.0	660.6	-10.6							
Sample	14,150	13,745	405		2,520	2,580	-60	3,624	3,968	-344	3,595	3,930	-335	5,643	5,985	-342	4,276	4,047	229	4,548	3,979	569	2,430	2,528	-98							

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

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

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

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

## NZ MAJOR MARKETS COMMERCIAL RADIO - SURVEY 4 2021

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

Survey Comparisons: 3/2021 - 4/2021

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

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

	This	Last	+/-
Potential (000)	3,724.5	3,724.5	0.0
Sample Size	14,150	13,745	405

	Breakfast				Morning				Afternoon				Drive				Night				Mid Dawn				Weekend																		
	Mon-Fri 6am-9am				Mon-Fri 9am-12md				Mon-Fri 12md-4pm				Mon-Fri 4pm-7pm				Mon-Fri 7pm-12mn				Mon-Fri 12mn-6am				Sat-Sun 12mn-12mn																		
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-															
Network Breeze	222.9	242.2	-19.3	5	229.2	239.1	-9.9	252.5	272.8	-20.3	206.6	226.3	-19.7	84.3	93.8	-9.5	44.2	58.2	-14.0	298.2	325.3	-27.1	29.1	28.2	0.9	140.7	141.1	-0.4															
Network Coast	101.8	115.1	-13.3	10	116.8	131.6	-14.8	127.6	129.3	-1.7	104.5	117.1	-12.6	40.2	43.7	-3.5	23.8	40.7	3.1	281.9	289.3	-7.4	14.0	14.1	-0.1	10.2	11.8	-0.6	60.2	65.0	-4.8												
Network The Edge	225.5	250.2	-24.7	4	162.4	166.3	-3.9	235.7	240.3	-4.6	219.8	225.5	-5.7	99.9	102.1	-2.2	43.8	40.7	3.1	10.2	14.0	-3.8	76.7	81.6	-4.9	10.2	11.8	-0.6	14.4	15.3	-0.9												
Network Flava	58.0	68.4	-10.4	14	45.3	50.3	-5.0	63.2	60.9	2.3	59.3	61.7	-2.4	29.6	34.6	-5.0	12.4	12.1	0.3	4.8	7.4	-2.6	38.4	39.6	-1.2	8.1	4.8	3.3	23.0	27.7	-4.7	29.0	29.7	-0.7									
Network George FM	56.7	64.0	-7.3	15	58.4	54.4	4.0	70.6	70.9	-0.3	67.5	71.5	-4.0	21.4	25.0	-3.6	10.2	14.0	-3.8	10.2	14.0	-3.8	21.4	25.0	-3.6	10.2	14.0	-3.8	10.2	14.0	-3.8	10.2	14.0	-3.8									
Network Gold	23.0	27.7	-4.7	18	29.0	29.7	-0.7	35.6	31.4	4.2	24.3	29.3	-5.0	12.4	12.1	0.3	8.6	6.7	1.9	57.9	54.2	3.7	14.4	15.3	-0.9	8.1	4.8	3.3	23.0	27.7	-4.7	29.0	29.7	-0.7									
Network Gold AM	8.7	8.8	-0.1	22	7.5	7.6	-0.1	12.2	12.7	-0.5	6.3	7.0	-0.7	4.5	6.4	-1.9	2.8	3.6	-0.8	14.4	15.3	-0.9	14.4	15.3	-0.9	8.1	4.8	3.3	8.7	8.8	-0.1	12.2	12.7	-0.5	6.3	7.0	-0.7						
Network Hokonui	4.8	4.7	0.1	23	4.5	4.7	-0.2	5.5	4.9	0.6	3.2	4.0	-0.8	2.1	0.9	1.2	0.6	0.7	-0.1	8.1	4.8	3.3	14.4	15.3	-0.9	8.1	4.8	3.3	14.4	15.3	-0.9	8.1	4.8	3.3	14.4	15.3	-0.9						
Network Life FM	50.1	39.1	11.0	16	36.8	30.0	6.8	37.3	31.4	5.9	37.7	38.9	-1.2	22.8	16.5	6.3	8.6	6.7	1.9	57.9	54.2	3.7	154.4	n.a.	*	154.4	n.a.	*	154.4	n.a.	*	154.4	n.a.	*	154.4	n.a.	*	154.4	n.a.	*			
Network Magic Music*	96.4	n.a.	*	11	116.6	n.a.	*	134.3	n.a.	*	95.5	n.a.	*	42.2	n.a.	*	18.0	n.a.	*	154.4	n.a.	*	154.4	n.a.	*	154.4	n.a.	*	154.4	n.a.	*	154.4	n.a.	*	154.4	n.a.	*						
Network Magic Talk*	62.6	n.a.	*	13	63.1	n.a.	*	55.1	n.a.	*	45.1	n.a.	*	28.0	n.a.	*	17.3	n.a.	*	63.9	n.a.	*	63.9	n.a.	*	63.9	n.a.	*	63.9	n.a.	*	63.9	n.a.	*	63.9	n.a.	*						
Network Mai FM	188.9	207.5	-18.6	6	142.2	149.2	-7.0	158.1	171.9	-13.8	158.9	183.5	-24.6	84.4	95.8	-11.4	51.8	51.4	0.4	211.3	224.5	-13.2	211.3	224.5	-13.2	211.3	224.5	-13.2	211.3	224.5	-13.2	211.3	224.5	-13.2	211.3	224.5	-13.2						
Network Maori Radio	20.8	15.4	5.4	19	14.6	15.8	-1.2	17.4	18.7	-1.3	15.2	15.3	-0.1	5.3	7.6	-2.3	4.4	6.6	-2.2	26.4	26.2	0.2	26.4	26.2	0.2	26.4	26.2	0.2	26.4	26.2	0.2	26.4	26.2	0.2	26.4	26.2	0.2	26.4	26.2	0.2			
Network More FM	241.1	264.3	-23.2	3	198.8	199.9	-1.1	235.8	247.0	-11.2	215.6	235.0	-19.4	77.0	82.9	-5.9	44.5	45.7	-1.2	294.8	303.1	-8.3	294.8	303.1	-8.3	294.8	303.1	-8.3	294.8	303.1	-8.3	294.8	303.1	-8.3	294.8	303.1	-8.3	294.8	303.1	-8.3			
Network Newstalk ZB	411.1	384.5	26.6	1	291.8	245.3	46.5	280.2	249.5	30.7	295.7	269.3	26.4	164.8	167.0	-2.2	149.5	146.9	2.6	399.1	357.9	41.2	399.1	357.9	41.2	399.1	357.9	41.2	399.1	357.9	41.2	399.1	357.9	41.2	399.1	357.9	41.2	399.1	357.9	41.2			
Network Radio Hauraki	77.0	97.2	-20.2	12	65.4	77.6	-12.2	80.7	88.9	-8.2	81.9	94.6	-12.7	30.9	34.3	-3.4	16.3	18.6	-2.3	87.5	95.4	-7.9	87.5	95.4	-7.9	87.5	95.4	-7.9	87.5	95.4	-7.9	87.5	95.4	-7.9	87.5	95.4	-7.9	87.5	95.4	-7.9			
Network Rhema	28.1	24.4	3.7	17	20.3	19.7	0.6	16.3	17.5	-1.2	17.1	15.6	1.5	9.8	10.2	-0.4	6.1	4.9	1.2	33.2	31.0	2.2	33.2	31.0	2.2	33.2	31.0	2.2	33.2	31.0	2.2	33.2	31.0	2.2	33.2	31.0	2.2	33.2	31.0	2.2			
Network The Rock	183.6	210.6	-27.0	7	147.5	167.2	-19.7	184.1	186.6	-2.5	189.2	197.0	-7.8	63.7	66.7	-3.0	36.0	43.7	-7.7	191.7	208.8	-17.1	191.7	208.8	-17.1	191.7	208.8	-17.1	191.7	208.8	-17.1	191.7	208.8	-17.1	191.7	208.8	-17.1	191.7	208.8	-17.1			
Network Star	16.5	13.0	3.5	20	10.8	10.6	0.2	8.5	9.4	-0.9	9.7	8.4	1.3	6.6	7.4	-0.8	6.7	5.8	0.9	19.8	18.3	1.5	19.8	18.3	1.5	19.8	18.3	1.5	19.8	18.3	1.5	19.8	18.3	1.5	19.8	18.3	1.5	19.8	18.3	1.5			
Network Tarana	12.6	17.8	-5.2	21	13.2	14.8	-1.6	14.5	17.6	-3.1	12.1	18.9	-6.8	10.7	16.3	-5.6	3.7	4.6	-0.9	22.2	26.6	-4.4	22.2	26.6	-4.4	22.2	26.6	-4.4	22.2	26.6	-4.4	22.2	26.6	-4.4	22.2	26.6	-4.4	22.2	26.6	-4.4			
Network The Hits	132.9	153.8	-20.9	8	121.6	137.6	-16.0	155.2	170.0	-14.8	140.5	153.9	-13.4	56.3	63.3	-7.0	22.0	26.5	-4.5	171.1	185.2	-14.1	171.1	185.2	-14.1	171.1	185.2	-14.1	171.1	185.2	-14.1	171.1	185.2	-14.1	171.1	185.2	-14.1	171.1	185.2	-14.1			
Network The Sound	130.3	137.7	-7.4	9	136.0	146.6	-10.6	159.0	160.7	-1.7	133.6	140.9	-7.3	50.3	54.3	-4.0	22.5	25.4	-2.9	178.4	177.1	1.3	178.4	177.1	1.3	178.4	177.1	1.3	178.4	177.1	1.3	178.4	177.1	1.3	178.4	177.1	1.3	178.4	177.1	1.3			
Network ZM	245.0	301.5	-56.5	2	188.0	188.9	-0.9	219.1	238.9	-19.8	220.5	244.9	-24.4	89.6	100.8	-11.2	37.1	48.2	-11.1	262.0	286.3	-24.3	262.0	286.3	-24.3	262.0	286.3	-24.3	262.0	286.3	-24.3	262.0	286.3	-24.3	262.0	286.3	-24.3	262.0	286.3	-24.3			
MediaWorks Combo	1,165.7	1,280.7	-115.0	1	1,060.1	1,097.6	-37.5	1,211.4	1,260.7	-49.3	1,120.4	1,197.0	-76.6	496.0	529.4	-33.4	245.9	280.6	-34.7	1,421.9	1,489.6	-67.7	1,421.9	1,489.6	-67.7	1,421.9	1,489.6	-67.7	1,421.9	1,489.6	-67.7	1,421.9	1,489.6	-67.7	1,421.9	1,489.6	-67.7	1,421.9	1,489.6	-67.7			
NZME Combo	974.1	1,051.0	-76.9		779.8	776.2	3.6	870.9	876.2	-5.3	847.7	880.3	-32.6	415.4	436.6	-21.2	256.2	270.1	-13.9	1,049.5	1,047.5	2.0	1,049.5	1,047.5	2.0	1,049.5	1,047.5	2.0	1,049.5	1,047.5	2.0	1,049.5	1,047.5	2.0	1,049.5	1,047.5	2.0	1,049.5	1,047.5	2.0	1,049.5	1,047.5	2.0
NZME and Partners	1,007.8	1,092.1	-84.3		818.5	810.3	8.2	910.4	913.0	-2.6	876.3	910.8	-34.5	436.8	461.8	-25.0	259.7	275.8	-16.1	1,101.8	1,095.7	6.1	1,101.8	1,095.7	6.1	1,101.8	1,095.7	6.1	1,101.8	1,095.7	6.1	1,101.8	1,095.7	6.1	1,101.8	1,095.7	6.1	1,101.8	1,095.7	6.1	1,101.8	1,095.7	6.1
All Commercial Radio	1,977.9	2,116.5	-138.6		1,678.5	1,708.2	-29.7	1,888.2	1,920.2	-32.0	1,817.2																																

## NZ MAJOR MARKETS COMMERCIAL RADIO - SURVEY 4 2021

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

Survey Comparisons: 3/2021 - 4/2021

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

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

	All 10+			People 10-24			People 18-39			People 25-44			People 25-54			People 45-64			People 55-74			MGS with Kids		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Network Breeze	7:48	7:49	-0.00	4:31	4:20	0:11	7:10	5:56	1:13	7:42	6:48	0:53	7:41	7:16	0:25	8:40	8:56	-0:16	9:20	9:39	-0:19	7:54	7:32	0:22
Network Coast	8:39	7:54	0:45	6:33	6:55	-0:22	6:48	6:44	0:03	6:26	5:33	0:52	6:37	6:13	0:24	9:04	7:46	1:17	10:41	9:15	1:26	7:49	7:21	0:28
Network The Edge	5:00	5:30	-0:29	4:42	5:00	-0:18	4:45	5:14	-0:28	4:58	5:24	-0:26	5:09	5:40	-0:31	5:52	6:54	-1:02	5:39	6:46	-1:07	5:41	6:18	-0:37
Network Flava	5:09	5:41	-0:31	5:43	6:25	-0:41	4:40	6:13	-1:33	4:51	5:16	-0:25	5:05	5:27	-0:22	5:20	5:36	-0:15	1:59	3:01	-1:01	6:01	6:33	-0:32
Network George FM	9:27	8:29	0:58	5:59	5:46	0:12	8:09	8:20	-0:10	8:50	8:40	0:09	11:12	10:19	0:52	15:50	13:01	2:48	6:28	2:19	4:09	8:49	6:12	2:37
Network Gold	8:33	7:37	0:55	3:44	4:03	-0:18	3:35	2:01	1:34	6:43	6:26	0:16	9:32	8:13	1:18	12:50	10:30	2:19	9:52	8:31	1:20	8:44	7:23	1:20
Network Gold AM	5:10	4:59	0:10	2:35	1:48	0:47	1:44	3:32	-1:48	2:24	3:33	-1:08	6:08	5:39	0:28	6:52	6:49	0:02	5:32	5:54	-0:21	2:32	4:21	-1:49
Network Hokonui	8:21	9:28	-1:06	3:42	7:24	-3:42	9:03	14:41	-5:38	9:17	11:55	-2:38	7:45	10:10	-2:24	10:57	7:24	3:33	12:31	8:57	3:33	5:52	12:39	-6:46
Network Life FM	5:23	5:52	-0:28	3:05	2:44	0:20	6:04	5:25	0:39	6:42	6:44	-0:02	6:35	7:14	-0:38	5:55	7:01	-1:05	5:29	5:32	-0:02	6:44	5:43	1:00
Network Magic Music*	11:36	n.a.	*	4:12	n.a.	*	5:01	n.a.	*	4:58	n.a.	*	6:51	n.a.	*	10:28	n.a.	*	13:04	n.a.	*	10:04	n.a.	*
Network Magic Talk*	7:31	n.a.	*	4:53	n.a.	*	5:50	n.a.	*	5:58	n.a.	*	6:17	n.a.	*	7:48	n.a.	*	8:24	n.a.	*	6:29	n.a.	*
Network Mai FM	5:54	6:25	-0:31	4:53	5:29	-0:35	6:05	6:33	-0:27	6:26	6:50	-0:23	6:27	6:58	-0:31	6:59	7:53	-0:54	6:40	7:01	-0:20	5:42	6:22	-0:39
Network Maori Radio	4:04	3:51	0:13	2:46	2:43	0:03	2:26	2:51	-0:24	3:28	3:42	-0:13	4:27	3:50	0:36	5:45	5:41	0:03	5:21	6:32	-1:10	5:47	3:31	2:16
Network More FM	7:08	6:51	0:16	5:29	5:04	0:24	5:35	5:17	0:18	6:04	5:32	0:31	6:48	6:36	0:12	8:41	8:44	-0:02	10:09	9:34	0:34	7:02	6:57	0:05
Network Newstalk ZB	12:50	11:16	1:33	4:09	3:30	0:38	6:36	5:17	1:19	8:52	5:56	2:55	10:23	7:46	2:37	12:30	10:50	1:39	14:59	12:57	2:02	10:44	9:10	1:34
Network Radio Hauraki	5:37	4:54	0:43	3:29	3:22	0:07	4:45	4:28	0:16	5:45	4:48	0:57	6:07	5:28	0:39	6:30	5:52	0:37	6:42	4:11	2:31	5:52	4:16	1:36
Network Rhema	4:45	5:07	-0:22	5:08	3:43	1:25	4:43	5:56	-1:13	4:12	6:01	-1:49	4:12	5:17	-1:04	4:02	4:05	-0:02	4:32	4:35	-0:02	2:48	4:47	-1:58
Network The Rock	9:08	8:52	0:15	7:58	7:05	0:52	8:40	9:13	-0:32	8:36	9:17	-0:40	9:37	9:30	0:07	11:12	10:12	0:59	8:45	9:25	-0:40	7:32	7:11	0:21
Network Star	6:27	8:57	-2:30	2:52	2:03	0:49	3:36	2:28	1:08	2:50	1:55	0:55	2:34	6:15	-3:41	6:03	10:10	-4:07	8:20	9:38	-1:18	2:38	7:13	-4:35
Network Tarana	5:07	9:09	-4:01	3:57	5:19	-1:21	3:11	3:47	-0:36	3:43	5:39	-1:56	4:32	6:39	-2:06	7:07	14:37	-7:30	5:42	25:27	-19:44	2:51	9:50	-6:58
Network The Hits	5:06	5:16	-0:10	3:40	3:27	0:13	4:46	4:18	0:27	5:03	5:00	0:02	5:33	5:43	-0:09	6:23	6:39	-0:15	5:54	6:35	-0:41	5:51	5:53	-0:02
Network The Sound	9:26	9:30	-0:03	5:20	4:16	1:03	6:30	6:57	-0:26	7:07	8:37	-1:29	8:03	9:21	-1:17	10:58	10:56	0:02	12:58	11:51	1:06	8:46	8:42	0:03
Network ZM	5:22	5:49	-0:27	4:47	5:19	-0:31	5:15	5:46	-0:31	5:32	5:51	-0:18	5:37	6:09	-0:32	5:41	6:32	-0:51	5:56	5:15	0:41	5:48	6:19	-0:30
MediaWorks Combo	11:38	11:38	0:00	8:51	8:26	0:24	10:05	10:06	-0:01	10:32	10:43	-0:11	11:18	11:32	-0:14	13:29	13:53	-0:23	14:25	14:21	0:04	10:32	10:45	-0:12
NZME Combo	10:26	9:45	0:40	6:11	6:22	-0:10	7:02	7:03	-0:00	7:57	7:14	0:43	9:00	8:19	0:40	11:58	11:06	0:52	14:25	12:57	1:27	9:42	8:57	0:45
NZME and Partners	10:28	9:52	0:36	6:11	6:26	-0:14	7:14	7:18	-0:03	8:12	7:33	0:38	9:09	8:33	0:36	12:00	11:11	0:48	14:24	13:01	1:23	9:49	9:03	0:45
All Commercial Radio	15:38	15:30	0:07	11:22	11:06	0:15	12:36	12:49	-0:12	13:30	13:28	0:02	14:39	14:42	-0:03	17:40	17:54	-0:14	19:35	19:15	0:19	14:26	14:30	-0:04
Potential (000)	3,724.5	3,724.5	0.0	846.9	846.9	0.0	1,326.5	1,341.0	-14.5	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	650.0	660.6	-10.6
Sample	14,150	13,745	405	2,520	2,580	-60	3,624	3,968	-344	3,595	3,930	-335	5,643	5,985	-342	4,276	4,047	229	4,548	3,979	569	2,430	2,528	-98

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

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

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

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

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

## NZ MAJOR MARKETS COMMERCIAL RADIO - SURVEY 4 2021

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

Survey Comparisons: 3/2021 - 4/2021

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

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

	This	Last	+/-
Potential (000)	3,724.5	3,724.5	0.0
Sample Size	14,150	13,745	405

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

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

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

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

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

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