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<th>People 18-39</th>
<th>People 25-44</th>
<th>People 50-54</th>
<th>People 55+</th>
<th>MBG with Kids</th>
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<td>1.5</td>
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<td>1.2</td>
<td>0.2</td>
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<td><strong>Network Life FM</strong></td>
<td>1.0</td>
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<td>0.3</td>
<td>16</td>
<td>1.4</td>
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<td><strong>Network Magic</strong></td>
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<td>0.5</td>
<td>6</td>
<td>0.8</td>
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<td>4.6</td>
<td>0.2</td>
<td>10</td>
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<td>0.0</td>
<td>12</td>
<td>2.5</td>
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<td>0.6</td>
<td>0.6</td>
<td>0.0</td>
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<td>0.5</td>
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<td><strong>Network The Rock</strong></td>
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<td>7.4</td>
<td>0.1</td>
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<td>0</td>
<td>0.7</td>
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<tr>
<td><strong>Network Today FM/Magic Talk</strong></td>
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<td>5.8</td>
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<tr>
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<tr>
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**Network SENZ Sport** includes Auckland, Wellington & Christchurch only in S2 2022

Station Share: Station Share (%) is the percentage of the audience listening during a given period tuned to a particular station. Station Share in this report is based on commercial radio listening only.

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

**Sample**

Embaraged until 1PM (NZST) Thurs May 5 2022
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<thead>
<tr>
<th></th>
<th>This</th>
<th>Last</th>
<th>+/-</th>
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<td>1.2</td>
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<tr>
<td>Network Coast</td>
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<td>4.0</td>
<td>+0.2</td>
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<tr>
<td>Network The Edge</td>
<td>4.9</td>
<td>5.2</td>
<td>-0.3</td>
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<tr>
<td>Network Flava</td>
<td>1.7</td>
<td>1.5</td>
<td>+0.2</td>
</tr>
<tr>
<td>Network George FM</td>
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<td>2.2</td>
<td>-0.6</td>
</tr>
<tr>
<td>Network Gold</td>
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<td>Network Hit</td>
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<td>0.3</td>
<td>0.0</td>
</tr>
<tr>
<td>Network Life FM</td>
<td>1.2</td>
<td>1.4</td>
<td>-0.2</td>
</tr>
<tr>
<td>Network Music*</td>
<td>4.4</td>
<td>4.3</td>
<td>+0.1</td>
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<td>Network Mal FM</td>
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<td>+0.5</td>
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<td>Network Maori Radio</td>
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<td>-0.1</td>
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<td>+0.4</td>
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<td>23.6</td>
<td>24.2</td>
<td>-0.6</td>
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<tr>
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<td>1.9</td>
<td>-0.1</td>
</tr>
<tr>
<td>Network Rhema</td>
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<td>0.8</td>
<td>0.0</td>
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<td>Network The Rock</td>
<td>7.3</td>
<td>7.2</td>
<td>+0.1</td>
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<td>0.0</td>
</tr>
<tr>
<td>Network Star</td>
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</tr>
<tr>
<td>Network Taranza</td>
<td>0.4</td>
<td>0.2</td>
<td>+0.2</td>
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<td>3.6</td>
<td>+0.1</td>
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<tr>
<td>Network The Sound</td>
<td>5.1</td>
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<td>+0.2</td>
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<tr>
<td>Network Today FM/Magic Talk**</td>
<td>2.2</td>
<td>2.3</td>
<td>-0.1</td>
</tr>
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<td>Network ZM</td>
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</table>

NB: SUM OF INDIVIDUAL STATIONS MAY NOT ADD TO NETWORK COMBO TOTAL DUE TO ROUNDING.
### TOTAL NZ COMMERCIAL RADIO - SURVEY 1 2022

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

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<thead>
<tr>
<th>Demographic</th>
<th>This</th>
<th>Last</th>
<th>+/-</th>
<th>Rank</th>
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<td><strong>All 10+</strong></td>
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<td>64.5</td>
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<td><strong>People 55-74</strong></td>
<td>72.0</td>
<td>66.0</td>
<td>6.0</td>
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</table>

**Network Audience**

<table>
<thead>
<tr>
<th>Network</th>
<th>This</th>
<th>Last</th>
<th>+/-</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Network Breeze</td>
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<td>68.0</td>
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<td>Network The Edge</td>
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<tr>
<td>Network Gold</td>
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<td>1.0</td>
<td>184</td>
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<tr>
<td>Network Hot95</td>
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<td>3.0</td>
<td>1.0</td>
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<td>0.0</td>
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<td>0.0</td>
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<td>1.0</td>
<td>0.0</td>
<td>207</td>
</tr>
</tbody>
</table>

**MediaWorks Audience**

| MediaWorks Combo | 553.0 | 551.0 | 2.0 | 4 |
| NZME Combo | 417.9 | 439.7 | -21.8 | 7 |
| All Commercial Radio | 319.4 | 341.9 | -22.5 | 10 |
| Potential (000) | 4,533.6 | 4,531.4 | 2.2 | 11 |

**Sample**

| Sample | 4,533.6 | 4,531.4 | 2.2 | 11 |

---

Total New Zealand is a nationwide survey and includes Auckland, Wellington, Christchurch, Northland, Waikato, Tauranga, Rotorua, Hawke’s Bay, Taranaki, Manawatu, Nelson, Dunedin, Southland, and a sample made up of the remainder of New Zealand, excluding The Chatham Islands.

**Listed as Magic Music in 5/2021**

**Today FM/Magic Talk includes Magic Talk for S4 2021 and Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period) for S4 2021**

**Network SENZ Sport Includes Auckland, Wellington & Christchurch only in S1 2022**
### TOTAL NZ COMMERCIAL RADIO - SURVEY 1 2022

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

<table>
<thead>
<tr>
<th></th>
<th>Survey Comparisons: 4/2021 - 1/2022</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>This</td>
</tr>
<tr>
<td>Total New Zealand</td>
<td>11,799</td>
</tr>
<tr>
<td>Potential (000)</td>
<td>4,553.6</td>
</tr>
<tr>
<td>Sample Size</td>
<td></td>
</tr>
</tbody>
</table>

**This Survey Period: Metro - Sun Aug 29 to Sat Nov 6 2021 & Sun Jan 30 to Sat Apr 9 2022 / Regional - Sun Apr 11 to Sat Nov 6 2021 & Sun Jan 30 to Sat Apr 9 2022 "Auckland, Northland, Tauranga & Waikato Wave 1 field dates Sun Feb 13 to Sat Apr 10 2022

**Last 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 4 Feb to Sun 14 Apr 2021

---

#### Breakast

<table>
<thead>
<tr>
<th></th>
<th>This</th>
<th>Last</th>
<th>+/-</th>
</tr>
</thead>
<tbody>
<tr>
<td>Network Breeze</td>
<td>243.2</td>
<td>272.9</td>
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</tr>
<tr>
<td>Network Coast</td>
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<td>127.7</td>
<td>19.8</td>
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#### Morning

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#### Afternoon

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<td>Mon-Fri 4pm-7pm</td>
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#### Drive

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#### Night

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<tr>
<td>Weekend</td>
<td>Sat-Sun 12md-12am</td>
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#### Mid Dawn

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<tr>
<td>Weekend</td>
<td>Sat-Sun 12md-12am</td>
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### Total New Zealand

Total New Zealand is a Nationwide survey and includes Auckland, Wellington, Christchurch, Northland, Waikato, Tauranga, Rotorua, Hawke's Bay, Taranaki, Manawatu, Nelson, Dunedin, Southland, and a sample made up of the remainder of New Zealand, excluding The Chatham Islands.

*Listed as Magic Music in S4 2021

**Today FM/Magic Talk includes Magic Talk for S4 2021 and Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period) for S4 2022

***Network SENZ Sport includes Auckland, Wellington & Christchurch only in S4 2022
TOTAL NZ COMMERCIAL RADIO - SURVEY 1 2022

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

Survey Comparisons: 4/2021 - 1/2022

This Survey Period: Metro - Sun Aug 29 to Sat Nov 6 2021 & Sun Jan 30 to Sat Apr 9 2022 / Regional - Sun Apr 11 to Sat Nov 6 2021 & Sun Jan 30 to Sat Apr 9 2022 *Auckland, Northland, Tauranga & Waikato Wave 1 field dates Sun Feb 13 to Sat Apr 9 2022

Last 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 Sun Apr 10 2021

### Sample

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<th>4,521.2</th>
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<th>1,593.0</th>
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<th>781.5</th>
<th>784.2</th>
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<tbody>
<tr>
<td>Total New Zealand is a nationwide survey and includes Auckland, Wellington, Christchurch, Northland, Waikato, Tauranga, Rotorua, Hawke's Bay, Taranaki, Manawatu, Nelson, Dunedin, Southland, and a sample made up of the remainder of New Zealand, excluding The Chatham Islands.</td>
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<td><strong>Today FM/Magic Talk includes Magic Talk for S4 2021 and Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period) for S1 2022</strong></td>
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<td><em><strong>Network SENZ Spot includes Auckland, Wellington &amp; Christchurch only in S1 2022</strong></em></td>
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### TOTAL NZ COMMERCIAL RADIO - SURVEY 1 2022

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

**Survey Comparisons:** 4/2021 - 1/2022

**Last 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 13 to Sat Apr 9 2022

**Networks:**
- The Sound
- Tarana
- More FM
- Hokonui
- Gold AM
- Flava
- The Edge
- Coast
- Breeze
- Elation
- Radio Hauraki
- Newstalk ZB
- Radio NZ
- TV2
- MediaWorks Combo
- NZME Combo
- All Commercial Radio

### MediaWatch Data

- **Mid Dawn:** Sun-Sat 12mn-6am
- **Weekend:** Sat-Sun 12mn-12am
- **Drive:** Mon-Fri 4pm-7pm
- **Night:** Mon-Fri 7pm-12mn
- **Afternoon:** Mon-Fri 12mn-4pm
- **Breakfast:** Mon-Fri 6am-9am

### Sample Size
- Potential (000) 4,533.6
- Sample Size 15,759

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**MediaWorks Combo:**

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

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**Total New Zealand** is a Nationwide survey and includes Auckland, Wellington, Christchurch, Northland, Waikato, Tauranga, Rotorua, Hawke's Bay, Taranaki, Manawatu, Nelson, Dunedin, Southland, and a sample made up of the remainder of New Zealand, excluding The Chatham Islands.

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***Network SENZ Sport includes Auckland, Wellington & Christchurch only in S1 2022

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**CONFIDENTIAL INFORMATION FOR GfK RADIO RATINGS**

*Prepared by GfK for clients of MediaWorks & NZME.*