

WAIKATO COMMERCIAL RADIO - SURVEY 1 2020

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

Survey Comparisons: 3/2017 - 1/2020

This Survey Period: Sun Feb 2 to Sat Mar 28 2020

Last Survey Period: Sun Aug 21 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Sep 9 2017

	All 10+				People 10-17			People 18-34			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	+/-
Breeze	9.6	7.7	1.9	4	3.2	2.9	0.3	6.3	6.1	0.2	13.6	8.9	4.7	10.0	9.5	0.5	5.3	8.5	-3.2	10.6	8.7	1.9	11.4	8.1	3.3
Coast	14.6	11.6	3.0	1	12.2	15.4	-3.2	2.9	2.2	0.7	3.5	3.0	0.5	6.7	6.9	-0.2	21.3	16.2	5.1	27.4	26.5	0.9	10.8	3.5	7.3
Edge	5.2	6.5	-1.3	9	10.9	21.1	-10.2	13.2	11.0	2.2	7.3	7.5	-0.2	6.0	5.8	0.2	2.0	2.8	-0.8	1.1	1.4	-0.3	5.1	8.2	-3.1
Life FM	2.5	1.1	1.4	12	3.1	7.4	-4.3	1.4	0.6	0.8	2.4	1.4	1.0	3.0	1.0	2.0	2.5	0.5	2.0	0.7	0.5	0.2	1.9	1.3	0.6
Magic*	2.8	4.2	-1.4	10	1.2	0.9	0.3	1.6	4.6	-3.0	1.4	4.8	-3.4	2.6	3.8	-1.2	3.9	4.1	-0.2	4.0	5.0	-1.0	1.5	2.2	-0.7
Mai FM	5.5	5.9	-0.4	8	27.1	7.6	19.5	8.9	12.1	-3.2	6.2	10.0	-3.8	4.8	7.1	-2.3	0.8	2.5	-1.7	*	1.6	*	6.0	9.2	-3.2
Maniapoto FM	0.1	0.2	-0.1	18	*	0.3	*	0.4	0.2	0.2	0.3	0.2	0.1	0.2	0.1	0.1	*	0.3	*	*	0.5	*	*	0.3	*
More FM	2.0	4.1	-2.1	13	3.1	4.1	-1.0	1.4	2.3	-0.9	2.5	3.7	-1.2	2.7	4.7	-2.0	2.2	5.4	-3.2	1.4	3.2	-1.8	4.0	8.9	-4.9
Newstalk ZB	12.4	7.2	5.2	2	2.1	0.6	1.5	3.3	0.3	3.0	2.8	0.5	2.3	4.1	3.5	0.6	18.2	8.4	9.8	24.4	14.9	9.5	6.3	0.9	5.4
Nga Iwi FM	*	*	*	*	*	0.3	*	*	*	*	*	*	*	*	*	*	0.1	*	*	0.1	*	*	*	*	*
Radio Hauraki	2.8	3.2	-0.4	10	0.5	0.2	0.3	4.3	4.5	-0.2	4.1	3.5	0.6	4.3	4.3	0.0	2.3	3.6	-1.3	0.2	0.2	0.0	2.1	5.3	-3.2
Radio Sport	1.8	2.5	-0.7	14	0.5	1.4	-0.9	1.2	1.6	-0.4	1.0	1.9	-0.9	1.5	2.8	-1.3	2.6	3.3	-0.7	2.8	2.2	0.6	0.2	2.1	-1.9
Radio Tainui	0.3	0.6	-0.3	17	0.5	0.1	0.4	*	0.1	*	0.5	0.4	0.1	0.4	0.3	0.1	0.1	1.4	-1.3	*	2.2	*	1.0	0.1	0.9
Radio Waatea	*	0.1	*	*	*	0.3	*	*	0.1	*	*	0.1	*	*	0.1	*	*	0.1	*	*	0.2	*	*	0.1	*
Rhema	0.5	0.8	-0.3	15	*	0.7	*	*	*	*	0.1	*	*	0.4	0.4	0.0	0.7	2.3	-1.6	1.0	2.7	-1.7	0.9	1.5	-0.6
Rock	10.9	11.5	-0.6	3	15.2	9.8	5.4	16.0	19.8	-3.8	18.1	21.2	-3.1	14.7	16.4	-1.7	6.7	6.0	0.7	4.2	0.8	3.4	14.6	11.6	3.0
Star	0.5	1.0	-0.5	15	0.2	*	*	0.2	0.2	0.0	0.2	0.1	0.1	0.1	0.1	0.0	0.5	0.8	-0.3	1.5	3.6	-2.1	0.2	*	*
The Hits	8.4	9.4	-1.0	6	4.7	5.1	-0.4	11.3	9.0	2.3	10.5	6.8	3.7	10.5	9.3	1.2	8.5	9.3	-0.8	8.0	4.3	3.7	8.4	12.3	-3.9
The Sound	9.3	10.4	-1.1	5	4.9	3.6	1.3	7.6	7.0	0.6	7.8	7.7	0.1	12.2	10.0	2.2	15.7	19.2	-3.5	10.1	17.9	-7.8	8.9	9.8	-0.9
ZM	7.6	8.7	-1.1	7	8.3	11.2	-2.9	15.8	15.3	0.5	13.4	14.5	-1.1	11.1	11.0	0.1	3.0	3.5	-0.5	0.8	0.6	0.2	13.6	13.0	0.6
MediaWorks Combo	46.4	51.2	-4.8		65.9	54.1	11.8	57.8	63.9	-6.1	59.6	65.3	-5.7	54.9	58.3	-3.4	37.2	48.5	-11.3	32.1	38.7	-6.6	52.6	58.0	-5.4
NZME Combo	47.8	42.8	5.0		28.3	33.9	-5.6	38.9	33.1	5.8	35.4	30.5	4.9	38.2	38.0	0.2	56.0	44.2	11.8	63.7	48.6	15.1	41.4	37.8	3.6
Potential (000)	275.8	259.7	16.1		37.4	35.7	1.7	78.4	72.3	6.1	83.8	77.2	6.6	123.6	116.5	7.1	75.8	73.1	2.7	62.3	57.8	4.5	50.3	50.1	0.2
Sample	883	925	-42		106	127	-21	192	255	-63	219	285	-66	322	416	-94	219	221	-2	281	213	68	147	189	-42

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

MediaWorks Combo: Breeze or Edge or Magic (from S1 2020) or Mai FM or More FM or RadioLIVE (S3 2017) or Rock or The Sound or internet only listening to George FM

NZME Combo: Coast or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or internet only listening to Flava or Hokonui or Mix

*Magic includes a combination of RadioLIVE & Magic (internet only) for S3 2017

WAIKATO COMMERCIAL RADIO - SURVEY 1 2020

Station Share (%) by Daypart, People 10+
Survey Comparisons: 3/2017 - 1/2020

This Survey Period: Sun Feb 2 to Sat Mar 28 2020

Last Survey Period: Sun Aug 21 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Sep 9 2017

	This	Last	+/-
Potential (000)	275.8	259.7	16.1
Sample Size	883	925	-42

	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	+/-	
Breeze	7.4	6.1	1.3	7	9.5	6.8	2.7	10.4	7.6	2.8	10.7	8.9	1.8	13.4	11.5	1.9	5.1	5.7	-0.6	9.5	8.9	0.6	
Coast	12.7	8.9	3.8	2	16.1	13.4	2.7	14.1	12.0	2.1	11.8	11.4	0.4	12.1	6.7	5.4	14.6	5.8	8.8	17.8	14.7	3.1	
Edge	5.9	6.4	-0.5	9	4.9	5.1	-0.2	5.5	6.2	-0.7	5.9	6.8	-0.9	5.0	7.9	-2.9	3.7	7.0	-3.3	4.6	7.3	-2.7	
Life FM	3.8	1.5	2.3	10	2.0	0.8	1.2	1.8	0.7	1.1	1.1	1.3	-0.2	2.1	1.4	0.7	5.8	0.7	5.1	2.7	1.2	1.5	
Magic*	2.3	5.2	-2.9	12	4.0	2.8	1.2	3.2	1.9	1.3	3.5	2.6	0.9	2.6	6.3	-3.7	4.3	16.1	-11.8	1.6	4.2	-2.6	
Mai FM	6.9	5.1	1.8	8	3.9	4.6	-0.7	3.9	6.4	-2.5	4.7	5.8	-1.1	10.9	9.1	1.8	0.9	1.6	-0.7	6.7	7.5	-0.8	
Maniapoto FM	*	0.1	*	*	*	0.1	*	*	*	*	0.3	0.4	-0.1	0.6	0.4	0.2	*	*	*	0.2	0.3	-0.1	
More FM	2.2	4.6	-2.4	13	1.5	3.1	-1.6	2.1	3.7	-1.6	2.9	3.7	-0.8	1.0	1.9	-0.9	1.0	11.0	-10.0	2.2	4.0	-1.8	
Newstalk ZB	13.8	9.8	4.0	1	8.0	5.3	2.7	7.9	2.5	5.4	8.6	4.3	4.3	20.5	12.1	8.4	43.8	23.1	20.7	14.1	7.5	6.6	
Nga Iwi FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.2	*	0.1	*	*	
Radio Hauraki	2.5	3.6	-1.1	11	3.4	4.5	-1.1	3.3	2.7	0.6	3.3	2.9	0.4	1.5	3.3	-1.8	1.7	0.8	0.9	2.5	2.9	-0.4	
Radio Sport	1.3	2.3	-1.0	14	2.2	2.2	0.0	1.2	2.3	-1.1	1.5	2.2	-0.7	1.8	6.7	-4.9	*	0.3	*	3.0	2.9	0.1	
Radio Tainui	0.4	0.9	-0.5	16	*	0.4	*	*	0.5	*	0.2	0.5	-0.3	1.4	0.1	1.3	*	0.1	*	0.3	1.0	-0.7	
Radio Waatea	*	0.1	*	*	*	0.2	*	*	0.1	*	*	0.2	*	*	0.3	*	*	*	*	*	*	0.1	*
Rhema	0.4	0.9	-0.5	16	0.1	0.2	-0.1	0.4	1.0	-0.6	0.6	1.0	-0.4	0.5	0.9	-0.4	1.4	0.6	0.8	0.6	0.9	-0.3	
Rock	10.6	12.6	-2.0	3	13.3	14.7	-1.4	13.1	13.7	-0.6	11.3	11.1	0.2	5.0	7.6	-2.6	2.7	6.0	-3.3	9.8	8.9	0.9	
Star	0.5	0.6	-0.1	15	0.6	0.5	0.1	0.6	1.5	-0.9	0.4	1.2	-0.8	0.1	2.2	-2.1	0.2	0.2	0.0	0.6	1.1	-0.5	
The Hits	8.0	10.2	-2.2	6	11.5	8.8	2.7	11.3	10.3	1.0	9.7	10.5	-0.8	4.4	5.6	-1.2	0.1	8.4	-8.3	5.5	8.9	-3.4	
The Sound	8.6	9.8	-1.2	5	8.8	14.2	-5.4	11.1	13.4	-2.3	10.7	10.1	0.6	8.9	5.8	3.1	9.3	6.3	3.0	7.7	7.5	0.2	
ZM	9.7	9.2	0.5	4	7.4	9.2	-1.8	7.8	10.7	-2.9	9.7	11.1	-1.4	5.1	6.1	-1.0	3.0	4.5	-1.5	6.2	6.8	-0.6	
MediaWorks Combo	44.7	50.2	-5.5		46.9	52.0	-5.1	50.6	53.8	-3.2	51.1	50.3	0.8	47.7	51.5	-3.8	29.3	54.1	-24.8	43.1	48.7	-5.6	
NZME Combo	47.9	44.2	3.7		48.6	43.3	5.3	45.8	40.8	5.0	44.6	42.7	1.9	45.4	40.6	4.8	63.2	42.9	20.3	49.3	43.8	5.5	

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

MediaWorks Combo: Breeze or Edge or Magic (from S1 2020) or Mai FM or More FM or RadioLIVE (S3 2017) or Rock or The Sound or internet only listening to George FM

NZME Combo: Coast or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or internet only listening to Flava or Hokonui or Mix

*Magic includes a combination of RadioLIVE & Magic (internet only) for S3 2017

WAIKATO COMMERCIAL RADIO - SURVEY 1 2020

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

Survey Comparisons: 3/2017 - 1/2020

This Survey Period: Sun Feb 2 to Sat Mar 28 2020

Last Survey Period: Sun Aug 21 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Sep 9 2017

	All 10+				People 10-17			People 18-34			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	+/-
Breeze	33.0	31.7	1.3	6	3.8	1.8	2.0	6.1	6.7	-0.6	11.7	11.4	0.3	15.2	18.5	-3.3	9.9	10.4	-0.5	10.2	8.0	2.2	8.7	7.2	1.5
Coast	37.5	38.4	-0.9	2	1.6	2.2	-0.6	2.9	4.6	-1.7	5.1	7.9	-2.8	10.2	14.6	-4.4	17.2	13.9	3.3	18.3	16.8	1.5	6.1	5.9	0.2
Edge	37.1	44.9	-7.8	3	9.4	7.6	1.8	18.0	24.2	-6.2	12.5	16.0	-3.5	17.0	20.9	-3.9	5.4	6.8	-1.4	2.0	3.4	-1.4	8.1	11.5	-3.4
Life FM	13.9	10.3	3.6	13	2.6	3.9	-1.3	3.2	1.6	1.6	5.7	3.0	2.7	8.6	4.4	4.2	3.6	3.0	0.6	1.3	1.6	-0.3	2.2	2.6	-0.4
Magic*	11.2	17.1	-5.9	14	1.5	0.5	1.0	1.6	4.6	-3.0	2.9	6.5	-3.6	4.2	9.8	-5.6	3.5	5.6	-2.1	4.3	4.1	0.2	2.0	2.9	-0.9
Mai FM	21.5	25.5	-4.0	9	4.6	3.8	0.8	12.3	14.7	-2.4	11.8	12.2	-0.4	12.3	14.2	-1.9	0.5	3.4	-2.9	0.2	1.4	-1.2	4.1	5.3	-1.2
Maniapoto FM	1.6	2.4	-0.8	18	0.6	0.2	0.4	1.0	0.6	0.4	1.0	0.6	0.4	1.0	0.6	0.4	*	1.6	*	*	1.6	*	*	0.4	*
More FM	19.4	21.9	-2.5	10	4.0	3.1	0.9	5.1	5.5	-0.4	7.7	8.2	-0.5	10.2	12.7	-2.5	5.4	7.5	-2.1	3.7	3.6	0.1	3.9	5.6	-1.7
Newstalk ZB	26.0	23.0	3.0	8	2.2	0.9	1.3	1.4	1.1	0.3	3.4	1.8	1.6	5.4	7.4	-2.0	10.1	9.9	0.2	12.6	9.2	3.4	3.0	1.7	1.3
Nga Iwi FM	0.6	0.3	0.3	19	*	0.3	*	*	*	*	*	*	*	0.2	*	*	0.6	*	*	0.3	*	*	*	*	*
Radio Hauraki	18.3	12.9	5.4	11	2.1	0.3	1.8	4.6	5.5	-0.9	10.7	6.7	4.0	13.6	10.1	3.5	3.9	3.9	0.0	1.5	0.9	0.6	5.1	3.6	1.5
Radio Sport	16.2	14.0	2.2	12	0.8	1.3	-0.5	1.5	2.6	-1.1	3.0	3.7	-0.7	6.7	6.8	-0.1	7.6	5.5	2.1	6.2	3.6	2.6	0.5	2.0	-1.5
Radio Tainui	3.5	3.8	-0.3	16	0.4	0.4	0.0	0.3	0.8	-0.5	2.1	1.1	1.0	3.1	1.4	1.7	0.9	2.1	-1.2	*	1.9	*	1.4	0.4	1.0
Radio Waatea	*	3.8	*	*	*	0.7	*	*	1.0	*	*	1.5	*	*	1.8	*	*	0.9	*	*	1.2	*	*	0.6	*
Rhema	4.0	5.7	-1.7	15	*	0.7	*	0.3	*	*	1.1	0.3	0.8	1.4	1.9	-0.5	1.4	4.4	-3.0	2.0	2.9	-0.9	0.8	1.9	-1.1
Rock	30.1	41.9	-11.8	7	3.9	4.6	-0.7	10.1	19.9	-9.8	15.8	20.9	-5.1	20.9	26.5	-5.6	6.6	8.7	-2.1	1.5	3.8	-2.3	5.2	9.3	-4.1
Star	2.8	2.5	0.3	17	0.3	*	*	0.3	0.6	-0.3	0.8	0.2	0.6	0.8	0.2	0.6	0.2	0.8	-0.6	1.0	1.3	-0.3	0.3	*	*
The Hits	34.6	33.8	0.8	4	5.8	3.9	1.9	12.0	11.8	0.2	12.7	12.0	0.7	18.2	17.0	1.2	10.1	7.8	2.3	6.9	5.3	1.6	7.2	8.2	-1.0
The Sound	33.3	34.2	-0.9	5	2.8	2.1	0.7	8.7	9.8	-1.1	9.8	10.9	-1.1	17.0	19.0	-2.0	14.0	15.9	-1.9	9.8	8.8	1.0	5.6	6.7	-1.1
ZM	47.4	46.8	0.6	1	5.3	5.6	-0.3	24.1	24.7	-0.6	26.2	22.8	3.4	32.8	29.0	3.8	8.0	6.8	1.2	2.2	1.4	0.8	11.9	12.6	-0.7
MediaWorks Combo	131.6	142.2	-10.6		19.8	19.0	0.8	41.3	48.4	-7.1	49.1	53.5	-4.4	66.2	77.0	-10.8	34.1	39.3	-5.2	26.1	23.3	2.8	25.1	31.3	-6.2
NZME Combo	137.4	127.7	9.7		14.4	11.6	2.8	37.0	38.0	-1.0	44.8	42.1	2.7	64.7	63.6	1.1	42.5	34.2	8.3	35.5	28.2	7.3	26.0	26.8	-0.8
All Commercial Radio	212.0	209.4	2.6		27.5	25.7	1.8	58.9	60.4	-1.5	70.9	68.3	2.6	103.5	102.3	1.2	62.6	59.9	2.7	47.4	44.3	3.1	40.0	43.5	-3.5
Potential (000)	275.8	259.7	16.1		37.4	35.7	1.7	78.4	72.3	6.1	83.8	77.2	6.6	123.6	116.5	7.1	75.8	73.1	2.7	62.3	57.8	4.5	50.3	50.1	0.2
Sample	883	925	-42		106	127	-21	192	255	-63	219	285	-66	322	416	-94	219	221	-2	281	213	68	147	189	-42

MediaWorks Combo: Breeze or Edge or Magic (from S1 2020) or Mai FM or More FM or RadioLIVE (S3 2017) or Rock or The Sound or internet only listening to George FM

NZME Combo: Coast or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or internet only listening to Flava or Hokonui or Mix

*Magic includes a combination of RadioLIVE & Magic (internet only) for S3 2017

WAIKATO COMMERCIAL RADIO - SURVEY 1 2020

Cumulative Audience (000's) by Daypart, People 10+
Survey Comparisons: 3/2017 - 1/2020

This Survey Period: Sun Feb 2 to Sat Mar 28 2020

Last Survey Period: Sun Aug 21 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Sep 9 2017

	This	Last	+/-
Potential (000)	275.8	259.7	16.1
Sample Size	883	925	-42

	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	+/-
Breeze	16.8	13.3	3.5	8	15.8	14.6	1.2	18.5	15.9	2.6	18.8	17.2	1.6	8.8	7.8	1.0	3.7	2.9	0.8	18.1	20.2	-2.1
Coast	19.7	18.4	1.3	5	21.6	21.1	0.5	23.8	22.5	1.3	19.4	18.9	0.5	11.3	9.1	2.2	6.6	3.8	2.8	27.1	25.7	1.4
Edge	22.5	24.2	-1.7	2	14.3	16.1	-1.8	15.6	23.3	-7.7	16.3	19.3	-3.0	7.8	9.2	-1.4	4.0	4.4	-0.4	19.7	28.6	-8.9
Life FM	9.7	5.3	4.4	10	6.3	2.9	3.4	4.5	3.1	1.4	3.5	3.3	0.2	2.4	2.9	-0.5	3.1	1.9	1.2	9.1	5.4	3.7
Magic*	6.0	10.1	-4.1	13	5.3	5.6	-0.3	5.6	5.6	0.0	5.1	6.3	-1.2	2.0	2.5	-0.5	1.3	3.7	-2.4	5.5	9.3	-3.8
Mai FM	13.0	13.4	-0.4	9	9.6	12.3	-2.7	10.9	13.9	-3.0	9.4	14.6	-5.2	5.9	9.1	-3.2	1.4	2.0	-0.6	14.7	17.6	-2.9
Maniapoto FM	*	0.4	*	*	*	0.7	*	0.3	0.6	-0.3	1.3	0.8	0.5	0.6	0.4	0.2	*	*	*	0.6	1.6	-1.0
More FM	7.0	11.2	-4.2	12	6.0	5.5	0.5	9.0	10.2	-1.2	7.6	9.0	-1.4	2.3	4.3	-2.0	2.2	3.9	-1.7	13.1	12.8	0.3
Newstalk ZB	19.8	18.2	1.6	4	10.2	10.7	-0.5	14.1	6.7	7.4	12.7	8.1	4.6	10.1	6.8	3.3	9.6	6.7	2.9	16.5	17.4	-0.9
Nga Iwi FM	*	*	*	*	*	*	*	*	0.2	*	*	*	*	*	*	*	*	0.2	*	0.6	0.1	0.5
Radio Hauraki	8.5	8.5	0.0	11	4.8	6.6	-1.8	8.5	6.6	1.9	10.2	7.0	3.2	2.4	3.2	-0.8	1.2	1.5	-0.3	9.4	8.2	1.2
Radio Sport	4.0	7.1	-3.1	14	4.3	4.5	-0.2	5.5	8.1	-2.6	5.3	5.7	-0.4	3.2	4.6	-1.4	0.2	1.8	-1.6	11.4	10.6	0.8
Radio Tainui	1.2	2.3	-1.1	15	0.4	0.7	-0.3	*	1.9	*	1.7	0.8	0.9	2.3	0.2	2.1	*	0.3	*	1.8	2.1	-0.3
Radio Waatea	*	0.9	*	*	*	1.2	*	*	1.3	*	*	1.1	*	*	0.4	*	*	*	*	*	0.4	*
Rhema	0.8	3.1	-2.3	17	0.9	1.6	-0.7	1.9	2.5	-0.6	2.0	1.4	0.6	1.8	1.1	0.7	0.4	0.6	-0.2	3.1	3.9	-0.8
Rock	17.8	24.7	-6.9	7	15.1	20.9	-5.8	14.8	20.5	-5.7	15.5	22.0	-6.5	4.3	7.2	-2.9	2.3	6.1	-3.8	18.7	23.5	-4.8
Star	1.0	1.1	-0.1	16	1.1	0.8	0.3	1.8	2.0	-0.2	1.0	1.5	-0.5	0.6	1.0	-0.4	0.4	0.1	0.3	2.6	2.2	0.4
The Hits	20.2	15.8	4.4	3	15.8	16.3	-0.5	18.4	17.8	0.6	17.8	15.0	2.8	5.4	6.4	-1.0	0.4	3.8	-3.4	18.4	18.5	-0.1
The Sound	18.4	22.7	-4.3	6	16.2	19.8	-3.6	21.1	20.3	0.8	22.1	18.1	4.0	9.0	5.7	3.3	2.9	4.5	-1.6	18.7	20.7	-2.0
ZM	30.5	28.9	1.6	1	19.8	21.5	-1.7	21.3	27.6	-6.3	26.1	25.7	0.4	10.2	7.6	2.6	3.1	7.6	-4.5	30.1	27.5	2.6
MediaWorks Combo	85.0	96.5	-11.5		70.8	73.5	-2.7	83.6	86.1	-2.5	78.6	88.6	-10.0	37.9	39.3	-1.4	16.8	24.5	-7.7	90.0	104.7	-14.7
NZME Combo	89.6	85.3	4.3		69.2	70.7	-1.5	84.3	75.0	9.3	82.9	73.6	9.3	37.4	33.8	3.6	20.8	22.3	-1.5	96.3	90.9	5.4
All Commercial Radio	156.2	158.8	-2.6		125.5	128.6	-3.1	151.1	141.2	9.9	145.6	144.0	1.6	76.6	71.6	5.0	38.0	43.1	-5.1	167.1	172.4	-5.3

MediaWorks Combo: Breeze or Edge or Magic (from S1 2020) or Mai FM or More FM or RadioLIVE (S3 2017) or Rock or The Sound or internet only listening to George FM

NZME Combo: Coast or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or internet only listening to Flava or Hokonui or Mix

*Magic includes a combination of RadioLIVE & Magic (internet only) for S3 2017

WAIKATO COMMERCIAL RADIO - SURVEY 1 2020

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

Survey Comparisons: 3/2017 - 1/2020

This Survey Period: Sun Feb 2 to Sat Mar 28 2020

Last Survey Period: Sun Aug 21 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Sep 9 2017

	All 10+			People 10-17			People 18-34			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	+/-
Breeze	10:37	9:37	0:59	3:02	3:28	-0:25	8:48	11:23	-2:34	14:05	10:47	3:17	11:29	11:24	0:05	6:08	10:53	-4:45	9:27	9:08	0:19	8:01	8:28	-0:26
Coast	14:18	11:58	2:20	26:41	15:19	11:21	8:22	6:08	2:13	8:21	5:12	3:08	11:27	10:26	1:01	14:10	15:22	-1:11	13:32	13:15	0:16	10:45	4:25	6:20
Edge	5:11	5:42	-0:31	4:10	6:10	-1:59	6:16	5:43	0:32	7:06	6:25	0:40	6:12	6:12	0:00	4:11	5:23	-1:11	5:06	3:32	1:33	3:50	5:23	-1:32
Life FM	6:31	4:08	2:23	4:20	4:13	0:07	3:41	4:21	-0:39	5:00	6:17	-1:17	6:08	4:50	1:17	8:00	2:02	5:58	4:30	2:18	2:11	5:29	3:52	1:37
Magic*	9:19	9:45	-0:25	2:53	4:04	-1:11	8:34	12:38	-4:03	5:56	10:06	-4:09	10:49	8:32	2:17	12:33	9:42	2:50	8:17	10:23	-2:05	4:32	5:41	-1:09
Mai FM	9:23	9:10	0:13	21:08	4:26	16:42	6:09	10:23	-4:14	6:23	11:15	-4:52	6:50	11:06	-4:16	17:45	9:58	7:46	2:00	9:38	-7:38	8:55	12:58	-4:02
Maniapoto FM	2:29	2:54	-0:24	0:15	3:00	-2:45	3:58	4:18	-0:20	3:58	4:18	-0:20	3:58	4:18	-0:20	*	2:27	*	*	2:23	*	*	4:45	*
More FM	3:50	7:28	-3:37	2:46	2:55	-0:08	2:24	5:10	-2:46	4:00	6:16	-2:15	4:39	8:13	-3:33	4:41	9:33	-4:52	3:23	7:30	-4:06	6:10	11:56	-5:46
Newstalk ZB	17:28	12:24	5:04	3:18	1:31	1:46	20:23	3:31	16:52	10:08	3:47	6:20	13:10	10:32	2:37	20:38	11:11	9:26	17:35	13:40	3:55	12:59	4:05	8:53
Nga Iwi FM	1:51	2:16	-0:24	*	2:16	*	*	*	*	*	*	*	2:00	*	*	1:51	*	*	1:45	*	*	*	*	*
Radio Hauraki	5:43	9:41	-3:58	0:48	1:00	-0:12	7:59	10:15	-2:16	4:41	7:05	-2:24	5:34	9:21	-3:47	6:50	12:01	-5:11	1:14	1:24	-0:10	2:28	11:19	-8:50
Radio Sport	4:06	7:07	-3:01	1:59	2:26	-0:26	7:00	7:29	-0:29	4:12	7:03	-2:50	3:47	9:10	-5:23	3:57	7:51	-3:53	4:04	4:58	-0:53	1:56	7:57	-6:00
Radio Tainui	2:43	6:48	-4:04	4:00	0:44	3:15	0:15	1:57	-1:42	3:01	5:38	-2:36	2:33	4:38	-2:04	1:30	8:53	-7:23	*	9:36	*	4:24	1:51	2:33
Radio Waatea	*	1:18	*	*	0:55	*	*	1:22	*	*	1:16	*	*	1:11	*	*	1:13	*	*	1:44	*	*	0:37	*
Rhema	4:24	5:36	-1:12	*	2:10	*	1:30	*	*	1:30	0:45	0:45	4:19	4:10	0:08	5:26	6:46	-1:19	4:36	7:50	-3:14	6:50	5:45	1:04
Rock	13:15	10:53	2:22	14:04	4:40	9:23	13:36	12:32	1:04	13:55	14:00	-0:05	12:22	13:48	-1:25	11:33	8:59	2:33	24:46	1:51	22:54	17:15	9:26	7:49
Star	6:42	15:48	-9:05	2:00	*	*	5:30	3:40	1:49	2:37	5:15	-2:37	2:37	5:15	-2:37	27:30	12:56	14:33	12:54	22:46	-9:51	5:30	*	*
The Hits	8:57	10:58	-2:01	2:52	2:54	-0:01	8:00	9:38	-1:37	9:59	7:51	2:07	10:04	12:11	-2:06	9:40	15:50	-6:09	10:23	6:44	3:38	7:08	11:23	-4:15
The Sound	10:12	12:00	-1:48	6:09	3:50	2:19	7:29	9:05	-1:36	9:37	9:45	-0:07	12:30	11:40	0:49	12:53	15:55	-3:02	9:20	17:09	-7:48	9:44	11:07	-1:22
ZM	5:54	7:22	-1:28	5:40	4:25	1:14	5:35	7:50	-2:14	6:12	8:45	-2:32	5:57	8:26	-2:29	4:18	6:53	-2:34	3:03	3:46	-0:43	6:56	7:48	-0:52
MediaWorks Combo	12:57	14:13	-1:16	11:56	6:19	5:36	11:56	16:39	-4:43	14:42	16:50	-2:07	14:31	16:49	-2:18	12:28	16:18	-3:49	11:08	13:58	-2:50	12:45	13:58	-1:12
NZME Combo	12:46	13:15	-0:28	7:04	6:28	0:36	8:58	10:58	-1:59	9:34	10:00	-0:26	10:21	13:17	-2:56	15:05	17:04	-1:59	16:14	14:28	1:45	9:43	10:39	-0:55
All Commercial Radio	17:19	18:52	-1:33	13:02	8:38	4:24	14:29	20:55	-6:25	17:05	20:12	-3:06	16:56	21:42	-4:46	18:17	22:03	-3:45	19:05	18:59	0:05	15:15	17:20	-2:04
Potential (000)	275.8	259.7	16.1	37.4	35.7	1.7	78.4	72.3	6.1	83.8	77.2	6.6	123.6	116.5	7.1	75.8	73.1	2.7	62.3	57.8	4.5	50.3	50.1	0.2
Sample	883	925	-42	106	127	-21	192	255	-63	219	285	-66	322	416	-94	219	221	-2	281	213	68	147	189	-42

MediaWorks Combo: Breeze or Edge or Magic (from S1 2020) or Mai FM or More FM or RadioLIVE (S3 2017) or Rock or The Sound or internet only listening to George FM

NZME Combo: Coast or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or internet only listening to Flava or Hokonui or Mix

*Magic includes a combination of RadioLIVE & Magic (internet only) for S3 2017

WAIKATO COMMERCIAL RADIO - SURVEY 1 2020

Average Time Spent Listening (hh:mm) by Daypart, People 10+
Survey Comparisons: 3/2017 - 1/2020

This Survey Period: Sun Feb 2 to Sat Mar 28 2020

Last Survey Period: Sun Aug 21 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Sep 9 2017

	This	Last	+/-
Potential (000)	275.8	259.7	16.1
Sample Size	883	925	-42

	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	+/-
Breeze	2:55	3:19	-0:23	3:43	3:05	0:37	4:20	3:51	0:28	2:33	2:14	0:18	3:26	2:52	0:34	1:36	4:09	-2:32	4:19	4:01	0:18
Coast	4:16	3:30	0:46	4:35	4:11	0:23	4:34	4:20	0:14	2:43	2:35	0:07	2:25	1:26	0:59	2:36	3:12	-0:36	5:26	5:14	0:11
Edge	1:44	1:54	-0:09	2:06	2:06	0:00	2:44	2:08	0:35	1:37	1:31	0:06	1:26	1:41	-0:14	1:06	3:22	-2:15	1:56	2:20	-0:24
Life FM	2:38	1:59	0:38	1:58	1:52	0:05	3:07	1:47	1:20	1:25	1:44	-0:18	1:57	0:55	1:02	2:16	0:44	1:31	2:27	2:07	0:20
Magic*	2:28	3:41	-1:13	4:39	3:15	1:24	4:25	2:45	1:39	3:04	1:46	1:18	2:59	4:57	-1:57	3:53	9:09	-5:16	2:21	4:05	-1:44
Mai FM	3:31	2:45	0:46	2:29	2:28	0:01	2:44	3:43	-0:59	2:14	1:43	0:31	4:10	1:57	2:13	0:47	1:38	-0:51	3:45	3:51	-0:06
Maniapoto FM	*	2:00	*	*	1:14	*	0:15	0:28	-0:13	1:07	2:00	-0:52	2:00	1:49	0:10	*	*	*	2:00	1:36	0:23
More FM	2:08	2:57	-0:48	1:30	3:45	-2:15	1:48	2:58	-1:10	1:41	1:47	-0:06	1:00	0:53	0:06	0:33	5:56	-5:22	1:23	2:51	-1:28
Newstalk ZB	4:37	3:54	0:43	4:48	3:15	1:32	4:20	2:59	1:21	3:00	2:17	0:42	4:36	3:29	1:07	5:24	7:19	-1:54	7:02	3:55	3:07
Nga Iwi FM	*	*	*	*	*	*	*	1:30	*	*	*	*	*	*	*	*	2:30	*	1:51	0:15	1:36
Radio Hauraki	1:57	3:04	-1:07	4:23	4:30	-0:07	3:01	3:20	-0:19	1:25	1:45	-0:19	1:28	1:57	-0:29	1:39	1:07	0:31	2:14	3:11	-0:56
Radio Sport	2:05	2:21	-0:16	3:06	3:17	-0:10	1:42	2:19	-0:37	1:15	1:38	-0:22	1:14	2:48	-1:34	0:15	0:18	-0:03	2:10	2:29	-0:18
Radio Tainui	2:21	3:02	-0:41	0:15	3:49	-3:34	*	2:13	*	0:30	2:38	-2:08	1:20	0:45	0:35	*	0:24	*	1:26	4:28	-3:02
Radio Waatea	*	0:55	*	*	1:12	*	*	0:33	*	*	0:45	*	*	1:09	*	*	*	*	*	1:16	*
Rhema	3:31	2:07	1:23	1:03	1:01	0:02	1:45	3:16	-1:31	1:16	3:01	-1:44	0:38	1:35	-0:56	4:29	1:54	2:34	1:37	2:09	-0:31
Rock	3:57	3:43	0:14	5:26	4:39	0:46	6:50	5:24	1:26	3:15	2:10	1:05	2:36	2:03	0:32	1:25	2:05	-0:39	4:20	3:26	0:54
Star	2:51	4:23	-1:31	3:31	4:17	-0:46	2:29	5:47	-3:17	1:47	3:15	-1:27	0:31	4:20	-3:49	0:39	5:00	-4:20	2:00	4:42	-2:41
The Hits	2:37	4:40	-2:02	4:28	3:33	0:54	4:44	4:42	0:02	2:25	3:01	-0:36	1:50	1:41	0:08	0:15	4:39	-4:24	2:29	4:23	-1:53
The Sound	3:05	3:08	-0:02	3:20	4:44	-1:24	4:05	5:22	-1:16	2:09	2:24	-0:15	2:15	1:58	0:16	3:49	2:58	0:51	3:25	3:18	0:07
ZM	2:06	2:18	-0:12	2:18	2:48	-0:30	2:51	3:09	-0:17	1:39	1:51	-0:11	1:07	1:35	-0:27	1:08	1:15	-0:07	1:41	2:14	-0:33
MediaWorks Combo	3:29	3:46	-0:17	4:05	4:41	-0:36	4:40	5:04	-0:23	2:54	2:26	0:27	2:51	2:33	0:17	2:04	4:40	-2:36	3:57	4:15	-0:17
NZME Combo	3:33	3:45	-0:12	4:20	4:03	0:16	4:12	4:24	-0:12	2:23	2:29	-0:05	2:45	2:21	0:23	3:36	4:04	-0:28	4:13	4:23	-0:10
All Commercial Radio	4:14	4:34	-0:19	4:54	5:09	-0:14	5:07	5:44	-0:37	3:03	2:59	0:04	2:57	2:44	0:13	3:07	4:55	-1:47	4:56	5:18	-0:21

MediaWorks Combo: Breeze or Edge or Magic (from S1 2020) or Mai FM or More FM or RadioLIVE (S3 2017) or Rock or The Sound or internet only listening to George FM

NZME Combo: Coast or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or internet only listening to Flava or Hokonui or Mix

*Magic includes a combination of RadioLIVE & Magic (internet only) for S3 2017