



WAIKATO COMMERCIAL RADIO - SURVEY 3 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 & Sun July 19 to Sat Sep 12 2020

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

	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	9.4	9.6	-0.2	4	3.7	3.2	0.5	6.6	6.3	0.3	12.1	13.6	-1.5	9.8	10.0	-0.2	7.7	5.3	2.4	10.0	10.6	-0.6	12.2	11.4	0.8
Coast	14.0	14.6	-0.6	1	2.6	12.2	-9.6	4.3	2.9	1.4	3.4	3.5	-0.1	6.3	6.7	-0.4	17.9	21.3	-3.4	26.9	27.4	-0.5	6.5	10.8	-4.3
Edge	5.8	5.2	0.6	9	9.8	10.9	-1.1	14.1	13.2	0.9	10.9	7.3	3.6	7.6	6.0	1.6	2.8	2.0	0.8	2.6	1.1	1.5	4.1	5.1	-1.0
Life FM	3.3	2.5	0.8	11	3.0	3.1	-0.1	1.3	1.4	-0.1	2.2	2.4	-0.2	4.0	3.0	1.0	4.3	2.5	1.8	0.9	0.7	0.2	2.8	1.9	0.9
Magic	3.6	2.8	0.8	10	0.8	1.2	-0.4	1.3	1.6	-0.3	1.2	1.4	-0.2	3.1	2.6	0.5	4.8	3.9	0.9	5.0	4.0	1.0	1.4	1.5	-0.1
Mai FM	6.3	5.5	0.8	8	29.4	27.1	2.3	11.1	8.9	2.2	8.3	6.2	2.1	5.6	4.8	0.8	0.7	0.8	-0.1	*	*	*	7.1	6.0	1.1
Maniapoto FM	*	0.1	*	*	0.1	*	*	*	0.4	*	*	0.3	*	*	0.2	*	*	*	*	*	*	*	*	*	*
More FM	2.8	2.0	0.8	12	5.8	3.1	2.7	2.1	1.4	0.7	3.2	2.5	0.7	3.1	2.7	0.4	2.7	2.2	0.5	2.2	1.4	0.8	4.6	4.0	0.6
Newstalk ZB	10.2	12.4	-2.2	2	2.4	2.1	0.3	3.3	3.3	0.0	2.9	2.8	0.1	4.3	4.1	0.2	11.5	18.2	-6.7	17.0	24.4	-7.4	5.1	6.3	-1.2
Nga Iwi FM	*	*	*	*	*	*	*	*	*	*	*	*	*	0.1	*	*	0.1	0.1	0.0	0.1	0.1	0.0	0.1	*	*
Radio Hauraki	2.4	2.8	-0.4	13	1.3	0.5	0.8	1.7	4.3	-2.6	5.4	4.1	1.3	4.6	4.3	0.3	1.8	2.3	-0.5	0.2	0.2	0.0	2.9	2.1	0.8
Radio Tainui	1.0	0.3	0.7	14	1.1	0.5	0.6	0.6	*	*	1.1	0.5	0.6	1.3	0.4	0.9	1.3	0.1	1.2	0.5	*	*	1.3	1.0	0.3
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	0.5	0.5	0.0	15	*	*	*	*	*	*	0.1	0.1	0.0	0.7	0.4	0.3	1.0	0.7	0.3	0.2	1.0	-0.8	1.8	0.9	0.9
Rock	9.3	10.9	-1.6	5	13.5	15.2	-1.7	12.8	16.0	-3.2	15.8	18.1	-2.3	12.3	14.7	-2.4	6.3	6.7	-0.4	3.7	4.2	-0.5	14.1	14.6	-0.5
Star	0.4	0.5	-0.1	16	0.1	0.2	-0.1	0.1	0.2	-0.1	0.1	0.2	-0.1	0.1	0.1	0.0	0.2	0.5	-0.3	1.3	1.5	-0.2	0.1	0.2	-0.1
The Hits	7.3	8.4	-1.1	7	5.2	4.7	0.5	11.9	11.3	0.6	6.1	10.5	-4.4	9.3	10.5	-1.2	9.6	8.5	1.1	4.8	8.0	-3.2	9.5	8.4	1.1
The Sound	9.9	9.3	0.6	3	6.0	4.9	1.1	5.5	7.6	-2.1	7.2	7.8	-0.6	12.6	12.2	0.4	16.6	15.7	0.9	12.2	10.1	2.1	8.9	8.9	0.0
ZM	8.9	7.6	1.3	6	11.2	8.3	2.9	16.3	15.8	0.5	15.2	13.4	1.8	10.7	11.1	-0.4	5.8	3.0	2.8	6.4	0.8	5.6	14.1	13.6	0.5
MediaWorks Combo	48.4	46.4	2.0		70.4	65.9	4.5	55.9	57.8	-1.9	60.7	59.6	1.1	55.5	54.9	0.6	43.1	37.2	5.9	37.8	32.1	5.7	54.2	52.6	1.6
NZME Combo	42.9	47.8	-4.9		22.8	28.3	-5.5	37.6	38.9	-1.3	33.1	35.4	-2.3	35.2	38.2	-3.0	46.5	56.0	-9.5	55.3	63.7	-8.4	38.0	41.4	-3.4
Potential (000)	275.8	275.8	0.0		37.1	37.4	-0.3	78.7	78.4	0.3	83.8	83.8	0.0	123.6	123.6	0.0	75.8	75.8	0.0	62.3	62.3	0.0	52.5	50.3	2.2
Sample	998	883	115		147	106	41	246	192	54	305	219	86	447	322	125	253	219	34	259	281	-22	192	147	45

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

MediaWorks Combo: Breeze or Edge or Magic or Mai FM or More FM or Rock or The Sound or internet only listening to George FM

NZME Combo: Coast or Newstalk ZB or Radio Hauraki or Radio Sport (until S1 2020) or The Hits or ZM or internet only listening to Flava or Hokonui or Mix (until S1 2020)

Please note: Due to COVID-19 survey 2 was cancelled, last survey in this report is Survey 1 2020.



WAIKATO COMMERCIAL RADIO - SURVEY 3 2020

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

This Survey Period: Sun Feb 2 to Sat Mar 28 2020 & Sun July 19 to Sat Sep 12 2020
Last Survey Period: Sun Feb 2 to Sat Mar 28 2020

	This	Last	+/-
Potential (000)	275.8	275.8	0.0
Sample Size	998	883	115

	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	7.3	7.4	-0.1	7	9.5	9.5	0.0		11.2	10.4	0.8		11.0	10.7	0.3		9.8	13.4	-3.6		7.2	5.1	2.1		8.7	9.5	-0.8	
Coast	13.5	12.7	0.8	2	16.5	16.1	0.4		14.2	14.1	0.1		11.7	11.8	-0.1		11.3	12.1	-0.8		13.5	14.6	-1.1		14.4	17.8	-3.4	
Edge	7.0	5.9	1.1	8	5.7	4.9	0.8		5.5	5.5	0.0		6.0	5.9	0.1		4.2	5.0	-0.8		6.7	3.7	3.0		5.5	4.6	0.9	
Life FM	4.2	3.8	0.4	10	3.1	2.0	1.1		2.9	1.8	1.1		1.5	1.1	0.4		2.1	2.1	0.0		4.9	5.8	-0.9		4.1	2.7	1.4	
Magic	2.7	2.3	0.4	12	5.3	4.0	1.3		4.7	3.2	1.5		3.8	3.5	0.3		5.0	2.6	2.4		3.7	4.3	-0.6		1.7	1.6	0.1	
Mai FM	8.0	6.9	1.1	5	4.4	3.9	0.5		5.3	3.9	1.4		6.3	4.7	1.6		11.3	10.9	0.4		1.0	0.9	0.1		6.5	6.7	-0.2	
Maniapoto FM	*	*	*	*	*	*	*		*	*	*		*	0.3	*		*	0.6	*		*	*	*		*	0.2	*	
More FM	3.3	2.2	1.1	11	1.6	1.5	0.1		1.8	2.1	-0.3		4.7	2.9	1.8		1.3	1.0	0.3		2.4	1.0	1.4		3.4	2.2	1.2	
Newstalk ZB	13.8	13.8	0.0	1	5.5	8.0	-2.5		4.1	7.9	-3.8		7.6	8.6	-1.0		19.3	20.5	-1.2		38.4	43.8	-5.4		11.3	14.1	-2.8	
Nga Iwi FM	*	*	*	*	*	*	*		*	*	*		0.1	*	*		*	*	*		*	*	*		*	0.1	0.1	0.0
Radio Hauraki	2.1	2.5	-0.4	13	1.7	3.4	-1.7		2.3	3.3	-1.0		3.0	3.3	-0.3		2.5	1.5	1.0		1.4	1.7	-0.3		3.0	2.5	0.5	
Radio Tainui	1.3	0.4	0.9	14	0.7	*	*		0.5	*	*		1.0	0.2	0.8		1.8	1.4	0.4		*	*	*		1.3	0.3	1.0	
Radio Waatea	*	*	*	*	*	*	*		*	*	*		*	*	*		*	*	*		*	*	*		*	*	*	
Rhema	0.1	0.4	-0.3	16	0.1	0.1	0.0		0.6	0.4	0.2		1.3	0.6	0.7		0.4	0.5	-0.1		*	1.4	*		0.6	0.6	0.0	
Rock	9.2	10.6	-1.4	4	11.3	13.3	-2.0		11.7	13.1	-1.4		10.8	11.3	-0.5		4.9	5.0	-0.1		3.9	2.7	1.2		6.7	9.8	-3.1	
Star	0.3	0.5	-0.2	15	0.5	0.6	-0.1		0.5	0.6	-0.1		0.4	0.4	0.0		0.2	0.1	0.1		0.3	0.2	0.1		0.6	0.6	0.0	
The Hits	5.1	8.0	-2.9	9	9.9	11.5	-1.6		10.9	11.3	-0.4		7.1	9.7	-2.6		4.1	4.4	-0.3		3.4	0.1	3.3		5.4	5.5	-0.1	
The Sound	7.6	8.6	-1.0	6	9.5	8.8	0.7		11.5	11.1	0.4		10.9	10.7	0.2		9.5	8.9	0.6		7.0	9.3	-2.3		10.7	7.7	3.0	
ZM	10.2	9.7	0.5	3	9.7	7.4	2.3		9.2	7.8	1.4		9.2	9.7	-0.5		5.3	5.1	0.2		3.4	3.0	0.4		8.8	6.2	2.6	
MediaWorks Combo	46.1	44.7	1.4		48.0	46.9	1.1		52.9	50.6	2.3		55.1	51.1	4.0		47.7	47.7	0.0		34.2	29.3	4.9		45.1	43.1	2.0	
NZME Combo	44.8	47.9	-3.1		43.3	48.6	-5.3		40.6	45.8	-5.2		38.6	44.6	-6.0		42.5	45.4	-2.9		60.1	63.2	-3.1		42.9	49.3	-6.4	

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Please note: Due to COVID-19 survey 2 was cancelled, last survey in this report is Survey 1 2020.



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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 & Sun July 19 to Sat Sep 12 2020

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	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	35.4	33.0	2.4	4	3.7	3.8	-0.1	6.0	6.1	-0.1	11.5	11.7	-0.2	16.5	15.2	1.3	13.6	9.9	3.7	11.5	10.2	1.3	8.9	8.7	0.2
Coast	36.4	37.5	-1.1	3	0.7	1.6	-0.9	3.5	2.9	0.6	4.6	5.1	-0.5	10.1	10.2	-0.1	17.2	17.2	0.0	17.9	18.3	-0.4	5.2	6.1	-0.9
Edge	37.2	37.1	0.1	2	7.2	9.4	-2.2	18.5	18.0	0.5	15.6	12.5	3.1	19.3	17.0	2.3	6.4	5.4	1.0	3.9	2.0	1.9	7.6	8.1	-0.5
Life FM	12.0	13.9	-1.9	12	1.7	2.6	-0.9	2.4	3.2	-0.8	4.8	5.7	-0.9	7.5	8.6	-1.1	3.5	3.6	-0.1	1.2	1.3	-0.1	1.8	2.2	-0.4
Magic	10.4	11.2	-0.8	13	0.9	1.5	-0.6	1.1	1.6	-0.5	1.9	2.9	-1.0	4.3	4.2	0.1	4.1	3.5	0.6	4.4	4.3	0.1	1.8	2.0	-0.2
Mai FM	23.8	21.5	2.3	9	5.2	4.6	0.6	12.7	12.3	0.4	12.6	11.8	0.8	13.2	12.3	0.9	0.6	0.5	0.1	0.3	0.2	0.1	5.6	4.1	1.5
Maniapoto FM	1.0	1.6	-0.6	17	0.7	0.6	0.1	0.3	1.0	-0.7	0.3	1.0	-0.7	0.3	1.0	-0.7	*	*	*	*	*	*	*	*	*
More FM	21.9	19.4	2.5	10	5.3	4.0	1.3	4.6	5.1	-0.5	8.1	7.7	0.4	11.1	10.2	0.9	5.9	5.4	0.5	3.4	3.7	-0.3	5.0	3.9	1.1
Newstalk ZB	29.8	26.0	3.8	7	2.0	2.2	-0.2	2.2	1.4	0.8	4.8	3.4	1.4	8.1	5.4	2.7	12.4	10.1	2.3	13.1	12.6	0.5	4.4	3.0	1.4
Nga Iwi FM	0.8	0.6	0.2	18	*	*	*	*	*	*	*	*	*	0.5	0.2	0.3	0.8	0.6	0.2	0.3	0.3	0.0	0.2	*	*
Radio Hauraki	17.1	18.3	-1.2	11	2.0	2.1	-0.1	4.0	4.6	-0.6	10.4	10.7	-0.3	13.4	13.6	-0.2	3.9	3.9	0.0	1.3	1.5	-0.2	4.8	5.1	-0.3
Radio Tainui	8.5	3.5	5.0	14	1.1	0.4	0.7	1.8	0.3	1.5	3.7	2.1	1.6	5.6	3.1	2.5	2.5	0.9	1.6	0.6	*	*	2.3	1.4	0.9
Radio Waatea	0.2	*	*	19	*	*	*	*	*	*	0.2	*	*	0.2	*	*	*	*	*	*	*	*	0.2	*	*
Rhema	3.5	4.0	-0.5	15	*	*	*	0.2	0.3	-0.1	0.7	1.1	-0.4	1.2	1.4	-0.2	1.4	1.4	0.0	1.4	2.0	-0.6	1.0	0.8	0.2
Rock	29.0	30.1	-1.1	8	3.4	3.9	-0.5	9.0	10.1	-1.1	13.9	15.8	-1.9	19.7	20.9	-1.2	7.8	6.6	1.2	2.0	1.5	0.5	6.7	5.2	1.5
Star	2.8	2.8	0.0	16	0.2	0.3	-0.1	0.2	0.3	-0.1	0.5	0.8	-0.3	0.7	0.8	-0.1	0.8	0.2	0.6	1.4	1.0	0.4	0.2	0.3	-0.1
The Hits	31.6	34.6	-3.0	5	5.6	5.8	-0.2	10.9	12.0	-1.1	10.4	12.7	-2.3	17.2	18.2	-1.0	9.7	10.1	-0.4	4.9	6.9	-2.0	7.1	7.2	-0.1
The Sound	30.8	33.3	-2.5	6	2.8	2.8	0.0	5.4	8.7	-3.3	7.7	9.8	-2.1	15.0	17.0	-2.0	14.4	14.0	0.4	10.8	9.8	1.0	5.6	5.6	0.0
ZM	48.4	47.4	1.0	1	6.2	5.3	0.9	20.7	24.1	-3.4	26.2	26.2	0.0	32.2	32.8	-0.6	8.2	8.0	0.2	3.8	2.2	1.6	12.1	11.9	0.2
MediaWorks Combo	134.6	131.6	3.0		19.0	19.8	-0.8	41.0	41.3	-0.3	48.0	49.1	-1.1	67.4	66.2	1.2	38.5	34.1	4.4	28.9	26.1	2.8	27.6	25.1	2.5
NZME Combo	129.6	137.4	-7.8		12.8	14.4	-1.6	33.6	37.0	-3.4	44.4	44.8	-0.4	63.1	64.7	-1.6	39.9	42.5	-2.6	32.6	35.5	-2.9	26.0	26.0	0.0
All Commercial Radio	211.8	212.0	-0.2		26.4	27.5	-1.1	58.8	58.9	-0.1	69.1	70.9	-1.8	101.1	103.5	-2.4	63.4	62.6	0.8	48.1	47.4	0.7	41.7	40.0	1.7
Potential (000)	275.8	275.8	0.0		37.1	37.4	-0.3	78.7	78.4	0.3	83.8	83.8	0.0	123.6	123.6	0.0	75.8	75.8	0.0	62.3	62.3	0.0	52.5	50.3	2.2
Sample	998	883	115		147	106	41	246	192	54	305	219	86	447	322	125	253	219	34	259	281	-22	192	147	45

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	This	Last	+/-		This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	
Breeze	17.8	16.8	1.0	5	13.8	15.8	-2.0	17.7	18.5	-0.8	20.4	18.8	1.6	7.6	8.8	-1.2	5.0	3.7	1.3	18.8	18.1	0.7	
Coast	20.9	19.7	1.2	2	21.9	21.6	0.3	21.6	23.8	-2.2	19.9	19.4	0.5	9.6	11.3	-1.7	6.0	6.6	-0.6	24.3	27.1	-2.8	
Edge	20.2	22.5	-2.3	4	15.0	14.3	0.7	14.6	15.6	-1.0	16.5	16.3	0.2	6.4	7.8	-1.4	6.5	4.0	2.5	18.7	19.7	-1.0	
Life FM	8.3	9.7	-1.4	11	5.4	6.3	-0.9	4.3	4.5	-0.2	4.1	3.5	0.6	1.9	2.4	-0.5	2.7	3.1	-0.4	8.1	9.1	-1.0	
Magic	5.6	6.0	-0.4	13	4.6	5.3	-0.7	5.4	5.6	-0.2	4.7	5.1	-0.4	2.6	2.0	0.6	1.3	1.3	0.0	5.2	5.5	-0.3	
Mai FM	14.7	13.0	1.7	8	11.1	9.6	1.5	14.2	10.9	3.3	12.9	9.4	3.5	7.2	5.9	1.3	1.1	1.4	-0.3	15.6	14.7	0.9	
Maniapoto FM	*	*	*	*	*	*	*	0.3	0.3	0.0	0.7	1.3	-0.6	*	0.6	*	*	*	*	*	0.6	*	
More FM	8.5	7.0	1.5	10	5.4	6.0	-0.6	10.2	9.0	1.2	10.4	7.6	2.8	3.2	2.3	0.9	3.5	2.2	1.3	14.8	13.1	1.7	
Newstalk ZB	20.8	19.8	1.0	3	11.6	10.2	1.4	12.0	14.1	-2.1	13.6	12.7	0.9	11.2	10.1	1.1	8.7	9.6	-0.9	18.6	16.5	2.1	
Nga Iwi FM	*	*	*	*	*	*	*	0.2	*	*	0.2	*	*	*	*	*	*	*	*	*	0.6	0.6	0.0
Radio Hauraki	7.5	8.5	-1.0	12	3.9	4.8	-0.9	7.4	8.5	-1.1	9.1	10.2	-1.1	2.9	2.4	0.5	1.3	1.2	0.1	8.0	9.4	-1.4	
Radio Tainui	2.8	1.2	1.6	14	2.0	0.4	1.6	2.3	*	*	3.6	1.7	1.9	2.1	2.3	-0.2	*	*	*	5.0	1.8	3.2	
Radio Waatea	*	*	*	*	0.2	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
Rhema	0.3	0.8	-0.5	16	0.6	0.9	-0.3	1.8	1.9	-0.1	1.2	2.0	-0.8	1.1	1.8	-0.7	*	0.4	*	3.2	3.1	0.1	
Rock	17.8	17.8	0.0	5	12.7	15.1	-2.4	13.7	14.8	-1.1	14.6	15.5	-0.9	5.1	4.3	0.8	3.6	2.3	1.3	15.5	18.7	-3.2	
Star	0.7	1.0	-0.3	15	1.0	1.1	-0.1	1.6	1.8	-0.2	0.6	1.0	-0.4	0.5	0.6	-0.1	0.4	0.4	0.0	2.3	2.6	-0.3	
The Hits	14.6	20.2	-5.6	9	12.6	15.8	-3.2	17.2	18.4	-1.2	16.8	17.8	-1.0	5.2	5.4	-0.2	2.7	0.4	2.3	14.9	18.4	-3.5	
The Sound	15.9	18.4	-2.5	7	13.0	16.2	-3.2	19.4	21.1	-1.7	20.7	22.1	-1.4	8.1	9.0	-0.9	2.0	2.9	-0.9	19.5	18.7	0.8	
ZM	29.5	30.5	-1.0	1	20.5	19.8	0.7	23.0	21.3	1.7	24.4	26.1	-1.7	9.1	10.2	-1.1	3.4	3.1	0.3	29.8	30.1	-0.3	
MediaWorks Combo	83.8	85.0	-1.2		66.9	70.8	-3.9	82.2	83.6	-1.4	81.0	78.6	2.4	38.8	37.9	0.9	19.1	16.8	2.3	92.4	90.0	2.4	
NZME Combo	82.3	89.6	-7.3		63.8	69.2	-5.4	75.7	84.3	-8.6	75.4	82.9	-7.5	33.7	37.4	-3.7	21.3	20.8	0.5	85.4	96.3	-10.9	
All Commercial Radio	155.8	156.2	-0.4		122.2	125.5	-3.3	144.3	151.1	-6.8	143.1	145.6	-2.5	73.2	76.6	-3.4	38.0	38.0	0.0	166.5	167.1	-0.6	

MediaWorks Combo: Breeze or Edge or Magic or Mai FM or More FM or Rock or The Sound or internet only listening to George FM

NZME Combo: Coast or Newstalk ZB or Radio Hauraki or Radio Sport (until S1 2020) or The Hits or ZM or internet only listening to Flava or Hokonui or Mix (until S1 2020)

Please note: Due to COVID-19 survey 2 was cancelled, last survey in this report is Survey 1 2020.



WAIKATO COMMERCIAL RADIO - SURVEY 3 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 & Sun July 19 to Sat Sep 12 2020

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

	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	8:51	10:37	-1:45	2:46	3:02	-0:16	7:56	8:48	-0:52	10:30	14:05	-3:34	9:43	11:29	-1:46	6:36	6:08	0:27	6:55	9:27	-2:32	9:05	8:01	1:04	
Coast	12:50	14:18	-1:27	10:22	26:41	-16:18	8:49	8:22	0:26	7:19	8:21	-1:01	10:10	11:27	-1:17	12:03	14:10	-2:06	11:58	13:32	-1:34	8:22	10:45	-2:23	
Edge	5:14	5:11	0:02	3:47	4:10	-0:22	5:28	6:16	-0:47	6:58	7:06	-0:07	6:27	6:12	0:14	4:59	4:11	0:47	5:19	5:06	0:12	3:35	3:50	-0:15	
Life FM	9:10	6:31	2:38	4:59	4:20	0:39	3:54	3:41	0:12	4:33	5:00	-0:27	8:46	6:08	2:38	14:26	8:00	6:25	6:00	4:30	1:30	10:22	5:29	4:53	
Magic	11:37	9:19	2:18	2:35	2:53	-0:17	8:34	8:34	-0:00	6:18	5:56	0:21	11:47	10:49	0:57	13:30	12:33	0:57	9:05	8:17	0:47	4:57	4:32	0:25	
Mai FM	8:47	9:23	-0:35	15:40	21:08	-5:28	6:15	6:09	0:06	6:30	6:23	0:07	6:50	6:50	-0:00	13:44	17:45	-4:00	1:00	2:00	-1:00	8:24	8:55	-0:30	
Maniapoto FM	0:15	2:29	-2:14	0:15	0:15	0:00	0:15	3:58	-3:43	0:15	3:58	-3:43	0:15	3:58	-3:43	*	*	*	*	*	*	*	*	*	
More FM	4:14	3:50	0:23	3:01	2:46	0:15	3:17	2:24	0:52	3:56	4:00	-0:04	4:32	4:39	-0:07	5:23	4:41	0:42	5:02	3:23	1:38	6:07	6:10	-0:02	
Newstalk ZB	11:29	17:28	-5:58	3:16	3:18	-0:02	10:43	20:23	-9:40	6:05	10:08	-4:02	8:38	13:10	-4:32	10:49	20:38	-9:48	10:20	17:35	-7:15	7:45	12:59	-5:14	
Nga Iwi FM	2:01	1:51	0:09	*	*	*	*	*	*	*	*	*	2:11	2:00	0:11	2:01	1:51	0:09	1:45	1:45	0:00	2:30	*	*	
Radio Hauraki	4:41	5:43	-1:02	1:44	0:48	0:56	3:00	7:59	-4:58	5:11	4:41	0:30	5:32	5:34	-0:01	5:21	6:50	-1:28	1:13	1:14	-0:00	3:59	2:28	1:30	
Radio Tainui	3:50	2:43	1:06	2:37	4:00	-1:22	2:24	0:15	2:09	3:05	3:01	0:04	3:57	2:33	1:23	5:50	1:30	4:20	6:30	*	*	3:48	4:24	-0:35	
Radio Waatea	1:00	*	*	*	*	*	*	*	*	1:00	*	*	1:00	*	*	*	*	*	*	*	*	*	1:00	*	*
Rhema	4:45	4:24	0:21	*	*	*	1:30	1:30	0:00	1:36	1:30	0:06	9:48	4:19	5:28	8:32	5:26	3:06	0:55	4:36	-3:40	12:00	6:50	5:10	
Rock	10:39	13:15	-2:35	11:12	14:04	-2:51	10:10	13:36	-3:26	11:22	13:55	-2:33	10:12	12:22	-2:09	9:24	11:33	-2:09	15:07	24:46	-9:39	14:04	17:15	-3:11	
Star	5:08	6:42	-1:33	2:00	2:00	0:00	5:30	5:30	0:00	2:45	2:37	0:08	1:55	2:37	-0:41	2:18	27:30	-25:11	7:26	12:54	-5:28	5:30	5:30	0:00	
The Hits	7:41	8:57	-1:15	2:33	2:52	-0:19	7:51	8:00	-0:09	5:50	9:59	-4:08	8:45	10:04	-1:19	11:25	9:40	1:45	7:49	10:23	-2:33	8:55	7:08	1:47	
The Sound	10:48	10:12	0:35	5:56	6:09	-0:13	7:18	7:29	-0:10	9:19	9:37	-0:17	13:40	12:30	1:09	13:22	12:53	0:29	9:02	9:20	-0:18	10:34	9:44	0:49	
ZM	6:09	5:54	0:15	5:01	5:40	-0:38	5:39	5:35	0:03	5:46	6:12	-0:25	5:25	5:57	-0:31	8:09	4:18	3:50	13:24	3:03	10:20	7:43	6:56	0:47	
MediaWorks Combo	12:01	12:57	-0:56	10:21	11:56	-1:34	9:46	11:56	-2:09	12:36	14:42	-2:05	13:25	14:31	-1:06	13:00	12:28	0:31	10:25	11:08	-0:43	13:06	12:45	0:20	
NZME Combo	11:02	12:46	-1:44	4:57	7:04	-2:06	8:01	8:58	-0:57	7:25	9:34	-2:08	9:04	10:21	-1:16	13:33	15:05	-1:32	13:32	16:14	-2:41	9:45	9:43	0:02	
All Commercial Radio	15:46	17:19	-1:33	10:33	13:02	-2:29	12:11	14:29	-2:18	14:26	17:05	-2:39	16:06	16:56	-0:49	18:19	18:17	0:02	16:35	19:05	-2:30	15:58	15:15	0:43	
Potential (000)	275.8	275.8	0.0	37.1	37.4	-0.3	78.7	78.4	0.3	83.8	83.8	0.0	123.6	123.6	0.0	75.8	75.8	0.0	62.3	62.3	0.0	52.5	50.3	2.2	
Sample	998	883	115	147	106	41	246	192	54	305	219	86	447	322	125	253	219	34	259	281	-22	192	147	45	

MediaWorks Combo: Breeze or Edge or Magic or Mai FM or More FM or Rock or The Sound or internet only listening to George FM

NZME Combo: Coast or Newstalk ZB or Radio Hauraki or Radio Sport (until S1 2020) or The Hits or ZM or internet only listening to Flava or Hokonui or Mix (until S1 2020)

Please note: Due to COVID-19 survey 2 was cancelled, last survey in this report is Survey 1 2020.



WAIKATO COMMERCIAL RADIO - SURVEY 3 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 & Sun July 19 to Sat Sep 12 2020

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

	This	Last	+/-
Potential (000)	275.8	275.8	0.0
Sample Size	998	883	115

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

MediaWorks Combo: Breeze or Edge or Magic or Mai FM or More FM or Rock or The Sound or internet only listening to George FM

NZME Combo: Coast or Newstalk ZB or Radio Hauraki or Radio Sport (until S1 2020) or The Hits or ZM or internet only listening to Flava or Hokonui or Mix (until S1 2020)

Please note: Due to COVID-19 survey 2 was cancelled, last survey in this report is Survey 1 2020.