



WAIKATO COMMERCIAL RADIO - SURVEY 4 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 Nov 14 2020

Last Survey Period: Sun Feb 2 to Sat Mar 28 2020 & Sun July 19 to Sat Sep 12 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	8.3	9.4	-1.1	6	4.2	3.7	0.5	3.9	6.6	-2.7	9.3	12.1	-2.8	8.0	9.8	-1.8	7.6	7.7	-0.1	9.1	10.0	-0.9	10.4	12.2	-1.8
Coast	12.2	14.0	-1.8	1	2.9	2.6	0.3	4.3	4.3	0.0	3.2	3.4	-0.2	6.0	6.3	-0.3	16.5	17.9	-1.4	26.6	26.9	-0.3	7.3	6.5	0.8
Edge	5.6	5.8	-0.2	9	9.6	9.8	-0.2	10.1	14.1	-4.0	9.8	10.9	-1.1	6.9	7.6	-0.7	2.9	2.8	0.1	2.9	2.6	0.3	3.1	4.1	-1.0
Life FM	3.8	3.3	0.5	10	2.8	3.0	-0.2	2.2	1.3	0.9	2.8	2.2	0.6	4.0	4.0	0.0	4.2	4.3	-0.1	1.1	0.9	0.2	2.7	2.8	-0.1
Magic	3.2	3.6	-0.4	11	0.8	0.8	0.0	1.0	1.3	-0.3	0.8	1.2	-0.4	2.5	3.1	-0.6	4.4	4.8	-0.4	5.1	5.0	0.1	1.3	1.4	-0.1
Mai FM	6.8	6.3	0.5	8	24.2	29.4	-5.2	10.9	11.1	-0.2	10.6	8.3	2.3	7.7	5.6	2.1	1.8	0.7	1.1	0.1	*	*	7.6	7.1	0.5
Maniapoto FM	*	*	*	*	*	0.1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
More FM	3.1	2.8	0.3	12	15.7	5.8	9.9	1.7	2.1	-0.4	2.5	3.2	-0.7	2.1	3.1	-1.0	2.0	2.7	-0.7	2.4	2.2	0.2	3.6	4.6	-1.0
Newstalk ZB	9.4	10.2	-0.8	3	1.6	2.4	-0.8	3.5	3.3	0.2	3.0	2.9	0.1	4.4	4.3	0.1	9.9	11.5	-1.6	14.4	17.0	-2.6	5.7	5.1	0.6
Nga Iwi FM	0.1	*	*	17	0.3	*	*	0.1	*	*	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	0.3	0.1	0.2	0.1	0.1	0.0
Radio Hauraki	2.0	2.4	-0.4	13	1.6	1.3	0.3	2.3	1.7	0.6	4.0	5.4	-1.4	3.6	4.6	-1.0	1.7	1.8	-0.1	0.3	0.2	0.1	2.9	2.9	0.0
Radio Tainui	1.0	1.0	0.0	14	1.2	1.1	0.1	0.5	0.6	-0.1	1.0	1.1	-0.1	1.3	1.3	0.0	1.4	1.3	0.1	0.5	0.5	0.0	1.2	1.3	-0.1
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	0.7	0.5	0.2	15	*	*	*	0.1	*	*	0.1	0.1	0.0	0.7	0.7	0.0	0.9	1.0	-0.1	0.1	0.2	-0.1	1.5	1.8	-0.3
Rock	9.4	9.3	0.1	3	11.7	13.5	-1.8	19.4	12.8	6.6	15.2	15.8	-0.6	12.2	12.3	-0.1	5.1	6.3	-1.2	1.8	3.7	-1.9	13.8	14.1	-0.3
Star	0.3	0.4	-0.1	16	0.1	0.1	0.0	*	0.1	*	*	0.1	*	*	0.1	*	0.1	0.2	-0.1	0.7	1.3	-0.6	*	0.1	*
The Hits	8.0	7.3	0.7	7	4.8	5.2	-0.4	7.9	11.9	-4.0	6.8	6.1	0.7	10.7	9.3	1.4	12.3	9.6	2.7	7.9	4.8	3.1	8.6	9.5	-0.9
The Sound	10.8	9.9	0.9	2	6.9	6.0	0.9	3.8	5.5	-1.7	10.2	7.2	3.0	13.5	12.6	0.9	16.8	16.6	0.2	13.0	12.2	0.8	9.9	8.9	1.0
ZM	9.0	8.9	0.1	5	7.7	11.2	-3.5	16.0	16.3	-0.3	14.4	15.2	-0.8	11.5	10.7	0.8	7.6	5.8	1.8	6.2	6.4	-0.2	17.1	14.1	3.0
MediaWorks Combo	50.1	48.4	1.7		74.6	70.4	4.2	58.6	55.9	2.7	62.0	60.7	1.3	55.3	55.5	-0.2	42.5	43.1	-0.6	36.9	37.8	-0.9	51.7	54.2	-2.5
NZME Combo	40.7	42.9	-2.2		18.8	22.8	-4.0	33.9	37.6	-3.7	31.5	33.1	-1.6	36.2	35.2	1.0	48.0	46.5	1.5	55.3	55.3	0.0	41.6	38.0	3.6
Potential (000)	275.8	275.8	0.0		36.7	37.1	-0.4	79.1	78.7	0.4	83.8	83.8	0.0	123.6	123.6	0.0	75.8	75.8	0.0	62.3	62.3	0.0	55.7	52.5	3.2
Sample	989	998	-9		152	147	5	249	246	3	308	305	3	449	447	2	252	253	-1	247	259	-12	203	192	11

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 The Hits or ZM or internet only listening to Flava or Hokonui



WAIKATO COMMERCIAL RADIO - SURVEY 4 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 Nov 14 2020
Last Survey Period: Sun Feb 2 to Sat Mar 28 2020 & Sun July 19 to Sat Sep 12 2020

	This	Last	+/-
Potential (000)	275.8	275.8	0.0
Sample Size	989	998	-9

	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	6.8	7.3	-0.5	8	8.6	9.5	-0.9	10.1	11.2	-1.1	9.9	11.0	-1.1	8.0	9.8	-1.8	5.0	7.2	-2.2	7.4	8.7	-1.3
Coast	10.6	13.5	-2.9	2	15.3	16.5	-1.2	12.5	14.2	-1.7	11.1	11.7	-0.6	8.4	11.3	-2.9	8.4	13.5	-5.1	13.0	14.4	-1.4
Edge	7.0	7.0	0.0	7	6.6	5.7	0.9	5.6	5.5	0.1	5.2	6.0	-0.8	2.4	4.2	-1.8	5.7	6.7	-1.0	5.0	5.5	-0.5
Life FM	4.6	4.2	0.4	10	3.9	3.1	0.8	3.7	2.9	0.8	2.1	1.5	0.6	2.2	2.1	0.1	3.8	4.9	-1.1	4.7	4.1	0.6
Magic	2.8	2.7	0.1	12	4.3	5.3	-1.0	4.1	4.7	-0.6	3.7	3.8	-0.1	4.3	5.0	-0.7	1.1	3.7	-2.6	1.8	1.7	0.1
Mai FM	8.0	8.0	0.0	6	4.4	4.4	0.0	6.2	5.3	0.9	8.8	6.3	2.5	11.9	11.3	0.6	4.8	1.0	3.8	6.2	6.5	-0.3
Maniapoto FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
More FM	3.3	3.3	0.0	11	2.3	1.6	0.7	2.1	1.8	0.3	4.4	4.7	-0.3	1.8	1.3	0.5	2.2	2.4	-0.2	4.3	3.4	0.9
Newstalk ZB	12.6	13.8	-1.2	1	5.5	5.5	0.0	3.6	4.1	-0.5	6.3	7.6	-1.3	19.7	19.3	0.4	33.9	38.4	-4.5	10.9	11.3	-0.4
Nga Iwi FM	*	*	*	*	*	*	*	*	*	*	0.3	0.1	0.2	0.5	*	*	0.4	*	*	0.2	0.1	0.1
Radio Hauraki	2.1	2.1	0.0	13	1.4	1.7	-0.3	1.9	2.3	-0.4	2.5	3.0	-0.5	2.3	2.5	-0.2	0.7	1.4	-0.7	2.5	3.0	-0.5
Radio Tainui	1.3	1.3	0.0	14	0.7	0.7	0.0	0.5	0.5	0.0	1.0	1.0	0.0	1.7	1.8	-0.1	*	*	*	1.4	1.3	0.1
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	0.3	0.1	0.2	15	0.6	0.1	0.5	0.6	0.6	0.0	1.2	1.3	-0.1	0.4	0.4	0.0	*	*	*	0.9	0.6	0.3
Rock	10.6	9.2	1.4	2	11.2	11.3	-0.1	11.8	11.7	0.1	10.7	10.8	-0.1	4.6	4.9	-0.3	5.1	3.9	1.2	5.8	6.7	-0.9
Star	0.1	0.3	-0.2	16	0.2	0.5	-0.3	0.2	0.5	-0.3	0.1	0.4	-0.3	0.3	0.2	0.1	0.4	0.3	0.1	0.5	0.6	-0.1
The Hits	5.5	5.1	0.4	9	9.3	9.9	-0.6	10.5	10.9	-0.4	7.7	7.1	0.6	7.9	4.1	3.8	6.2	3.4	2.8	6.9	5.4	1.5
The Sound	8.5	7.6	0.9	5	10.4	9.5	0.9	11.7	11.5	0.2	10.7	10.9	-0.2	8.0	9.5	-1.5	12.0	7.0	5.0	12.8	10.7	2.1
ZM	10.6	10.2	0.4	2	9.1	9.7	-0.6	9.7	9.2	0.5	9.2	9.2	0.0	5.4	5.3	0.1	3.5	3.4	0.1	8.7	8.8	-0.1
MediaWorks Combo	49.2	46.1	3.1		49.9	48.0	1.9	54.7	52.9	1.8	56.4	55.1	1.3	46.0	47.7	-1.7	40.7	34.2	6.5	45.2	45.1	0.1
NZME Combo	41.3	44.8	-3.5		40.7	43.3	-2.6	38.2	40.6	-2.4	36.8	38.6	-1.8	43.7	42.5	1.2	52.6	60.1	-7.5	42.0	42.9	-0.9

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 The Hits or ZM or internet only listening to Flava or Hokonui



WAIKATO COMMERCIAL RADIO - SURVEY 4 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 & Sun July 19 to Sat Nov 14 2020
 Last Survey Period: Sun Feb 2 to Sat Mar 28 2020 & Sun July 19 to Sat Sep 12 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	35.6	35.4	0.2	4	3.4	3.7	-0.3	5.7	6.0	-0.3	12.0	11.5	0.5	17.5	16.5	1.0	13.9	13.6	0.3	11.7	11.5	0.2	9.9	8.9	1.0
Coast	37.6	36.4	1.2	2	0.9	0.7	0.2	3.4	3.5	-0.1	4.6	4.6	0.0	10.6	10.1	0.5	17.2	17.2	0.0	19.0	17.9	1.1	6.8	5.2	1.6
Edge	36.3	37.2	-0.9	3	6.2	7.2	-1.0	17.3	18.5	-1.2	14.4	15.6	-1.2	17.9	19.3	-1.4	7.3	6.4	0.9	5.0	3.9	1.1	7.1	7.6	-0.5
Life FM	11.6	12.0	-0.4	12	1.3	1.7	-0.4	2.2	2.4	-0.2	4.3	4.8	-0.5	6.5	7.5	-1.0	3.2	3.5	-0.3	1.2	1.2	0.0	1.7	1.8	-0.1
Magic	9.1	10.4	-1.3	13	0.6	0.9	-0.3	1.1	1.1	0.0	1.6	1.9	-0.3	4.2	4.3	-0.1	3.8	4.1	-0.3	3.5	4.4	-0.9	1.8	1.8	0.0
Mai FM	24.4	23.8	0.6	9	4.9	5.2	-0.3	11.7	12.7	-1.0	12.1	12.6	-0.5	13.3	13.2	0.1	1.6	0.6	1.0	0.7	0.3	0.4	6.2	5.6	0.6
Maniapoto FM	0.6	1.0	-0.4	18	0.4	0.7	-0.3	0.3	0.3	0.0	0.3	0.3	0.0	0.3	0.3	0.0	*	*	*	*	*	*	*	*	*
More FM	19.1	21.9	-2.8	10	5.2	5.3	-0.1	3.9	4.6	-0.7	7.1	8.1	-1.0	8.9	11.1	-2.2	4.2	5.9	-1.7	3.4	3.4	0.0	4.5	5.0	-0.5
Newstalk ZB	30.4	29.8	0.6	8	1.5	2.0	-0.5	2.6	2.2	0.4	5.2	4.8	0.4	10.4	8.1	2.3	13.4	12.4	1.0	12.2	13.1	-0.9	6.5	4.4	2.1
Nga Iwi FM	1.6	0.8	0.8	17	0.2	*	*	0.3	*	*	0.3	*	*	0.8	0.5	0.3	0.8	0.8	0.0	0.7	0.3	0.4	0.2	0.2	0.0
Radio Hauraki	15.2	17.1	-1.9	11	1.9	2.0	-0.1	3.8	4.0	-0.2	8.9	10.4	-1.5	11.5	13.4	-1.9	3.5	3.9	-0.4	1.5	1.3	0.2	5.0	4.8	0.2
Radio Tainui	8.2	8.5	-0.3	14	1.2	1.1	0.1	1.6	1.8	-0.2	3.5	3.7	-0.2	5.4	5.6	-0.2	2.6	2.5	0.1	0.7	0.6	0.1	2.4	2.3	0.1
Radio Waatea	0.2	0.2	0.0	19	*	*	*	*	*	*	0.2	0.2	0.0	0.2	0.2	0.0	*	*	*	*	*	*	0.2	0.2	0.0
Rhema	3.2	3.5	-0.3	15	*	*	*	0.3	0.2	0.1	0.8	0.7	0.1	1.3	1.2	0.1	0.5	1.4	-0.9	0.5	1.4	-0.9	0.7	1.0	-0.3
Rock	33.7	29.0	4.7	5	2.5	3.4	-0.9	12.4	9.0	3.4	14.7	13.9	0.8	21.3	19.7	1.6	9.2	7.8	1.4	4.0	2.0	2.0	9.9	6.7	3.2
Star	2.4	2.8	-0.4	16	0.2	0.2	0.0	0.2	0.2	0.0	0.5	0.5	0.0	0.7	0.7	0.0	0.7	0.8	-0.1	0.9	1.4	-0.5	*	0.2	*
The Hits	32.3	31.6	0.7	6	5.2	5.6	-0.4	9.5	10.9	-1.4	10.9	10.4	0.5	18.5	17.2	1.3	11.0	9.7	1.3	6.0	4.9	1.1	7.8	7.1	0.7
The Sound	30.6	30.8	-0.2	7	2.7	2.8	-0.1	4.7	5.4	-0.7	7.2	7.7	-0.5	14.7	15.0	-0.3	14.4	14.4	0.0	11.4	10.8	0.6	6.5	5.6	0.9
ZM	48.0	48.4	-0.4	1	5.6	6.2	-0.6	21.9	20.7	1.2	26.4	26.2	0.2	32.4	32.2	0.2	8.2	8.2	0.0	3.6	3.8	-0.2	15.0	12.1	2.9
MediaWorks Combo	136.8	134.6	2.2		18.0	19.0	-1.0	41.8	41.0	0.8	47.5	48.0	-0.5	68.0	67.4	0.6	40.4	38.5	1.9	30.4	28.9	1.5	30.6	27.6	3.0
NZME Combo	131.4	129.6	1.8		12.2	12.8	-0.6	34.5	33.6	0.9	45.9	44.4	1.5	66.0	63.1	2.9	40.4	39.9	0.5	33.6	32.6	1.0	32.1	26.0	6.1
All Commercial Radio	213.1	211.8	1.3		25.3	26.4	-1.1	59.5	58.8	0.7	68.9	69.1	-0.2	101.9	101.1	0.8	64.0	63.4	0.6	48.8	48.1	0.7	45.9	41.7	4.2
Potential (000)	275.8	275.8	0.0		36.7	37.1	-0.4	79.1	78.7	0.4	83.8	83.8	0.0	123.6	123.6	0.0	75.8	75.8	0.0	62.3	62.3	0.0	55.7	52.5	3.2
Sample	989	998	-9		152	147	5	249	246	3	308	305	3	449	447	2	252	253	-1	247	259	-12	203	192	11

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 The Hits or ZM or internet only listening to Flava or Hokonui



WAIKATO COMMERCIAL RADIO - SURVEY 4 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 & Sun July 19 to Sat Nov 14 2020
 Last Survey Period: Sun Feb 2 to Sat Mar 28 2020 & Sun July 19 to Sat Sep 12 2020

	This	Last	+/-
Potential (000)	275.8	275.8	0.0
Sample Size	989	998	-9

	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	17.7	17.8	-0.1	6	14.0	13.8	0.2	17.6	17.7	-0.1	20.6	20.4	0.2	7.3	7.6	-0.3	4.3	5.0	-0.7	16.6	18.8	-2.2	
Coast	19.9	20.9	-1.0	3	25.5	21.9	3.6	22.5	21.6	0.9	20.5	19.9	0.6	8.4	9.6	-1.2	4.7	6.0	-1.3	24.6	24.3	0.3	
Edge	19.5	20.2	-0.7	4	15.3	15.0	0.3	15.1	14.6	0.5	15.2	16.5	-1.3	5.5	6.4	-0.9	5.6	6.5	-0.9	16.3	18.7	-2.4	
Life FM	7.7	8.3	-0.6	10	5.9	5.4	0.5	5.0	4.3	0.7	5.4	4.1	1.3	2.4	1.9	0.5	2.6	2.7	-0.1	8.1	8.1	0.0	
Magic	5.6	5.6	0.0	13	3.7	4.6	-0.9	4.9	5.4	-0.5	4.7	4.7	0.0	1.6	2.6	-1.0	0.9	1.3	-0.4	5.5	5.2	0.3	
Mai FM	15.4	14.7	0.7	8	10.8	11.1	-0.3	15.2	14.2	1.0	16.3	12.9	3.4	6.7	7.2	-0.5	2.9	1.1	1.8	16.0	15.6	0.4	
Maniapoto FM	*	*	*	*	*	*	*	0.3	0.3	0.0	0.4	0.7	-0.3	*	*	*	*	*	*	*	*	*	
More FM	7.3	8.5	-1.2	11	4.6	5.4	-0.8	9.1	10.2	-1.1	9.7	10.4	-0.7	2.9	3.2	-0.3	3.3	3.5	-0.2	12.1	14.8	-2.7	
Newstalk ZB	20.1	20.8	-0.7	2	12.3	11.6	0.7	10.9	12.0	-1.1	11.6	13.6	-2.0	11.1	11.2	-0.1	8.1	8.7	-0.6	18.6	18.6	0.0	
Nga Iwi FM	*	*	*	*	*	*	*	0.2	0.2	0.0	0.6	0.2	0.4	0.5	*	*	0.3	*	*	*	0.7	0.6	0.1
Radio Hauraki	7.0	7.5	-0.5	12	4.2	3.9	0.3	6.7	7.4	-0.7	8.8	9.1	-0.3	2.6	2.9	-0.3	0.9	1.3	-0.4	6.6	8.0	-1.4	
Radio Tainui	2.9	2.8	0.1	14	2.0	2.0	0.0	2.3	2.3	0.0	3.3	3.6	-0.3	2.0	2.1	-0.1	*	*	*	4.9	5.0	-0.1	
Radio Waatea	*	*	*	*	0.2	0.2	0.0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
Rhema	0.8	0.3	0.5	15	0.6	0.6	0.0	1.8	1.8	0.0	1.3	1.2	0.1	1.1	1.1	0.0	*	*	*	2.8	3.2	-0.4	
Rock	19.1	17.8	1.3	5	13.8	12.7	1.1	15.8	13.7	2.1	17.3	14.6	2.7	5.0	5.1	-0.1	3.7	3.6	0.1	16.1	15.5	0.6	
Star	0.6	0.7	-0.1	16	0.5	1.0	-0.5	1.2	1.6	-0.4	0.3	0.6	-0.3	0.6	0.5	0.1	0.6	0.4	0.2	2.0	2.3	-0.3	
The Hits	15.6	14.6	1.0	7	13.4	12.6	0.8	17.6	17.2	0.4	17.8	16.8	1.0	6.8	5.2	1.6	3.9	2.7	1.2	15.0	14.9	0.1	
The Sound	15.4	15.9	-0.5	8	12.6	13.0	-0.4	18.4	19.4	-1.0	18.7	20.7	-2.0	7.5	8.1	-0.6	3.2	2.0	1.2	19.5	19.5	0.0	
ZM	29.5	29.5	0.0	1	21.0	20.5	0.5	26.1	23.0	3.1	24.9	24.4	0.5	8.2	9.1	-0.9	3.9	3.4	0.5	29.2	29.8	-0.6	
MediaWorks Combo	85.7	83.8	1.9		68.1	66.9	1.2	83.0	82.2	0.8	83.5	81.0	2.5	35.5	38.8	-3.3	20.7	19.1	1.6	90.1	92.4	-2.3	
NZME Combo	81.5	82.3	-0.8		69.6	63.8	5.8	77.2	75.7	1.5	75.4	75.4	0.0	33.8	33.7	0.1	20.8	21.3	-0.5	84.4	85.4	-1.0	
All Commercial Radio	155.1	155.8	-0.7		126.1	122.2	3.9	143.8	144.3	-0.5	146.2	143.1	3.1	69.0	73.2	-4.2	39.0	38.0	1.0	163.3	166.5	-3.2	

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 The Hits or ZM or internet only listening to Flava or Hokonui



WAIKATO COMMERCIAL RADIO - SURVEY 4 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 Nov 14 2020

Last Survey Period: Sun Feb 2 to Sat Mar 28 2020 & Sun July 19 to Sat Sep 12 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	7:56	8:51	-0:55	3:14	2:46	0:28	5:10	7:56	-2:46	8:19	10:30	-2:10	8:00	9:43	-1:42	6:19	6:36	-0:17	6:03	6:55	-0:52	7:44	9:05	-1:21
Coast	10:57	12:50	-1:52	8:53	10:22	-1:29	9:30	8:49	0:41	7:23	7:19	0:03	9:57	10:10	-0:12	11:02	12:03	-1:01	10:54	11:58	-1:04	7:56	8:22	-0:26
Edge	5:15	5:14	0:01	4:05	3:47	0:17	4:25	5:28	-1:02	7:15	6:58	0:16	6:43	6:27	0:16	4:34	4:59	-0:24	4:33	5:19	-0:45	3:11	3:35	-0:23
Life FM	11:08	9:10	1:57	5:26	4:59	0:26	7:51	3:54	3:57	7:01	4:33	2:28	10:54	8:46	2:07	15:17	14:26	0:50	7:05	6:00	1:04	11:26	10:22	1:03
Magic	12:07	11:37	0:29	3:50	2:35	1:15	6:24	8:34	-2:10	5:25	6:18	-0:53	10:34	11:47	-1:13	13:24	13:30	-0:05	11:30	9:05	2:24	5:15	4:57	0:17
Mai FM	9:26	8:47	0:38	12:56	15:40	-2:43	7:05	6:15	0:50	9:24	6:30	2:53	10:05	6:50	3:15	13:20	13:44	-0:23	1:00	1:00	0:00	8:58	8:24	0:33
Maniapoto FM	0:15	0:15	0:00	0:15	0:15	0:00	0:15	0:15	0:00	0:15	0:15	0:00	0:15	0:15	0:00	*	*	*	*	*	*	*	*	*
More FM	5:27	4:14	1:12	7:54	3:01	4:52	3:19	3:17	0:02	3:47	3:56	-0:08	4:09	4:32	-0:22	5:33	5:23	0:09	5:32	5:02	0:30	5:48	6:07	-0:19
Newstalk ZB	10:29	11:29	-1:00	2:47	3:16	-0:28	10:05	10:43	-0:37	6:14	6:05	0:08	7:20	8:38	-1:18	8:29	10:49	-2:20	9:13	10:20	-1:06	6:24	7:45	-1:20
Nga Iwi FM	2:42	2:01	0:41	4:30	*	*	1:45	*	*	1:45	*	*	2:01	2:11	-0:10	1:59	2:01	-0:01	3:04	1:45	1:19	2:30	2:30	0:00
Radio Hauraki	4:32	4:41	-0:08	2:11	1:44	0:27	4:37	3:00	1:36	4:53	5:11	-0:18	5:24	5:32	-0:07	5:39	5:21	0:17	1:25	1:13	0:11	4:17	3:59	0:18
Radio Tainui	3:59	3:50	0:09	2:39	2:37	0:01	2:19	2:24	-0:04	3:12	3:05	0:07	4:10	3:57	0:13	6:01	5:50	0:11	6:30	6:30	0:00	3:46	3:48	-0:02
Radio Waatea	1:00	1:00	0:00	*	*	*	*	*	*	1:00	1:00	0:00	1:00	1:00	0:00	*	*	*	*	*	*	1:00	1:00	0:00
Rhema	6:50	4:45	2:04	*	*	*	1:30	1:30	0:00	1:39	1:36	0:02	9:07	9:48	-0:40	19:54	8:32	11:21	1:17	0:55	0:21	15:30	12:00	3:29
Rock	9:25	10:39	-1:14	12:06	11:12	0:53	11:53	10:10	1:42	11:06	11:22	-0:15	10:02	10:12	-0:10	6:22	9:24	-3:01	3:38	15:07	-11:28	10:12	14:04	-3:52
Star	3:41	5:08	-1:27	2:00	2:00	0:00	0:30	5:30	-5:00	0:56	2:45	-1:48	0:48	1:55	-1:07	2:19	2:18	0:01	5:29	7:26	-1:57	*	5:30	*
The Hits	8:21	7:41	0:39	2:24	2:33	-0:09	6:19	7:51	-1:32	6:43	5:50	0:52	10:06	8:45	1:21	12:54	11:25	1:28	10:16	7:49	2:27	8:03	8:55	-0:52
The Sound	11:58	10:48	1:10	6:41	5:56	0:45	6:05	7:18	-1:13	15:06	9:19	5:46	16:09	13:40	2:29	13:27	13:22	0:04	8:54	9:02	-0:07	11:10	10:34	0:35
ZM	6:20	6:09	0:11	3:37	5:01	-1:24	5:33	5:39	-0:05	5:52	5:46	0:05	6:13	5:25	0:47	10:39	8:09	2:30	13:17	13:24	-0:06	8:23	7:43	0:39
MediaWorks Combo	12:22	12:01	0:21	10:51	10:21	0:30	10:40	9:46	0:54	14:02	12:36	1:25	14:14	13:25	0:49	12:07	13:00	-0:52	9:29	10:25	-0:56	12:24	13:06	-0:41
NZME Combo	10:28	11:02	-0:34	4:03	4:57	-0:54	7:28	8:01	-0:32	7:21	7:25	-0:04	9:35	9:04	0:30	13:43	13:33	0:10	12:52	13:32	-0:40	9:31	9:45	-0:14
All Commercial Radio	15:52	15:46	0:05	10:22	10:33	-0:10	12:47	12:11	0:36	15:36	14:26	1:10	17:10	16:06	1:04	18:01	18:19	-0:18	16:00	16:35	-0:34	15:59	15:58	0:00
Potential (000)	275.8	275.8	0.0	36.7	37.1	-0.4	79.1	78.7	0.4	83.8	83.8	0.0	123.6	123.6	0.0	75.8	75.8	0.0	62.3	62.3	0.0	55.7	52.5	3.2
Sample	989	998	-9	152	147	5	249	246	3	308	305	3	449	447	2	252	253	-1	247	259	-12	203	192	11

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 The Hits or ZM or internet only listening to Flava or Hokonui



WAIKATO COMMERCIAL RADIO - SURVEY 4 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 Nov 14 2020
 Last Survey Period: Sun Feb 2 to Sat Mar 28 2020 & Sun July 19 to Sat Sep 12 2020

	This	Last	+/-
Potential (000)	275.8	275.8	0.0
Sample Size	989	998	-9

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

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 The Hits or ZM or internet only listening to Flava or Hokonui