



# WAIKATO COMMERCIAL RADIO - SURVEY 1 2021

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 & Sun Feb 14 to Sat Apr 10 2021

Last Survey Period: Sun Feb 2 to Sat Mar 28 2020 & Sun July 19 to Sat Nov 14 2020

	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	+/-
Breeze	9.0	8.3	0.7	5	2.3	2.9	-0.6	6.8	7.0	-0.2	9.0	9.3	-0.3	7.7	8.0	-0.3	8.4	7.6	0.8	8.7	9.1	-0.4	10.4	10.4	0.0
Coast	10.4	12.2	-1.8	2	5.7	4.3	1.4	5.8	4.1	1.7	3.3	3.2	0.1	3.8	6.0	-2.2	10.5	16.5	-6.0	24.0	26.6	-2.6	5.0	7.3	-2.3
Edge	6.4	5.6	0.8	9	11.1	9.2	1.9	9.8	10.2	-0.4	9.4	9.8	-0.4	6.6	6.9	-0.3	4.3	2.9	1.4	5.2	2.9	2.3	2.7	3.1	-0.4
George FM	2.8	n.a.	*	13	6.2	n.a.	*	6.6	n.a.	*	3.5	n.a.	*	2.2	n.a.	*	1.9	n.a.	*	2.7	n.a.	*	2.1	n.a.	*
Life FM	3.3	3.8	-0.5	12	1.9	2.2	-0.3	2.9	2.8	0.1	3.1	2.8	0.3	4.4	4.0	0.4	4.3	4.2	0.1	0.6	1.1	-0.5	5.1	2.7	2.4
Magic Talk	3.5	3.2	0.3	10	0.6	0.6	0.0	0.5	0.7	-0.2	0.6	0.8	-0.2	3.6	2.5	1.1	6.2	4.4	1.8	5.0	5.1	-0.1	1.6	1.3	0.3
Mai FM	6.6	6.8	-0.2	8	14.7	18.5	-3.8	8.1	9.0	-0.9	10.9	10.6	0.3	7.3	7.7	-0.4	1.4	1.8	-0.4	1.1	0.1	1.0	5.4	7.6	-2.2
Maniapoto FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
More FM	3.5	3.1	0.4	10	9.4	9.4	0.0	2.2	1.9	0.3	3.2	2.5	0.7	2.5	2.1	0.4	2.3	2.0	0.3	3.1	2.4	0.7	4.7	3.6	1.1
Newstalk ZB	8.6	9.4	-0.8	6	1.7	1.5	0.2	0.9	2.7	-1.8	1.1	3.0	-1.9	4.5	4.4	0.1	10.9	9.9	1.0	15.1	14.4	0.7	4.0	5.7	-1.7
Nga Iwi FM	0.2	0.1	0.1	18	0.3	0.1	0.2	0.1	*	*	0.1	*	*	0.1	0.1	0.0	0.1	0.1	0.0	0.3	0.3	0.0	0.1	0.1	0.0
Radio Hauraki	1.9	2.0	-0.1	14	1.6	0.9	0.7	3.4	3.5	-0.1	4.2	4.0	0.2	3.0	3.6	-0.6	0.7	1.7	-1.0	0.2	0.3	-0.1	3.1	2.9	0.2
Radio Tainui	0.9	1.0	-0.1	15	0.9	1.2	-0.3	0.6	0.7	-0.1	1.1	1.0	0.1	1.2	1.3	-0.1	1.2	1.4	-0.2	0.5	0.5	0.0	1.2	1.2	0.0
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	0.7	0.7	0.0	16	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	0.6	0.7	-0.1	0.9	0.9	0.0	0.1	0.1	0.0	1.5	1.5	0.0
Rock	10.3	9.4	0.9	3	18.6	17.3	1.3	16.9	16.4	0.5	15.2	15.2	0.0	13.2	12.2	1.0	6.8	5.1	1.7	1.7	1.8	-0.1	14.1	13.8	0.3
Star	0.6	0.3	0.3	17	*	0.1	*	*	*	*	*	*	*	*	*	*	0.2	0.1	0.1	2.1	0.7	1.4	*	*	*
The Hits	8.0	8.0	0.0	7	4.3	4.1	0.2	6.7	6.2	0.5	7.0	6.8	0.2	10.3	10.7	-0.4	11.9	12.3	-0.4	8.4	7.9	0.5	10.4	8.6	1.8
The Sound	10.7	10.8	-0.1	1	5.8	5.4	0.4	8.4	9.1	-0.7	9.2	10.2	-1.0	13.2	13.5	-0.3	17.1	16.8	0.3	12.7	13.0	-0.3	9.4	9.9	-0.5
ZM	9.6	9.0	0.6	4	9.3	10.6	-1.3	16.6	15.5	1.1	16.2	14.4	1.8	12.9	11.5	1.4	8.3	7.6	0.7	5.8	6.2	-0.4	17.1	17.1	0.0
MediaWorks Combo	52.9	50.1	2.8		68.9	69.0	-0.1	59.3	60.4	-1.1	61.0	62.0	-1.0	56.3	55.3	1.0	48.6	42.5	6.1	40.2	36.9	3.3	50.4	51.7	-1.3
NZME Combo	38.5	40.7	-2.2		22.7	21.4	1.3	33.4	32.0	1.4	31.8	31.5	0.3	34.6	36.2	-1.6	42.3	48.0	-5.7	53.5	55.3	-1.8	39.5	41.6	-2.1
Potential (000)	288.0	275.8	12.2		69.9	69.8	0.1	103.9	98.7	5.2	92.1	83.8	8.3	133.3	123.6	9.7	78.2	75.8	2.4	64.5	62.3	2.2	60.4	55.7	4.7
NZME and Partners	918	989	-71		226	231	-5	320	319	1	294	308	-14	425	449	-24	236	252	-16	223	247	-24	193	203	-10

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

MediaWorks Combo: Breeze or Edge or George FM (from S1 2021) or Magic Talk or Mai FM or More FM or Rock or The Sound or internet only listening to George FM (until S4 2020)

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



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Station Share (%) by Daypart, People 10+  
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	This	Last	+/-
Potential (000)	288.0	275.8	12.2
Sample Size	918	989	-71

	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	+/-
Breeze	7.7	6.8	0.9	6	9.2	8.6	0.6	10.0	10.1	-0.1	9.4	9.9	-0.5	10.7	8.0	2.7	4.6	5.0	-0.4	9.1	7.4	1.7
Coast	9.9	10.6	-0.7	4	13.9	15.3	-1.4	10.0	12.5	-2.5	10.2	11.1	-0.9	6.5	8.4	-1.9	4.3	8.4	-4.1	10.4	13.0	-2.6
Edge	7.4	7.0	0.4	7	7.2	6.6	0.6	6.9	5.6	1.3	5.5	5.2	0.3	3.2	2.4	0.8	4.8	5.7	-0.9	6.0	5.0	1.0
George FM	2.1	n.a.	*	13	2.1	n.a.	*	3.3	n.a.	*	3.1	n.a.	*	6.0	n.a.	*	5.5	n.a.	*	2.0	n.a.	*
Life FM	3.7	4.6	-0.9	11	3.7	3.9	-0.2	3.3	3.7	-0.4	2.4	2.1	0.3	2.3	2.2	0.1	0.8	3.8	-3.0	3.8	4.7	-0.9
Magic Talk	2.7	2.8	-0.1	12	4.5	4.3	0.2	3.9	4.1	-0.2	4.1	3.7	0.4	6.2	4.3	1.9	2.4	1.1	1.3	2.1	1.8	0.3
Mai FM	7.2	8.0	-0.8	8	4.3	4.4	-0.1	5.7	6.2	-0.5	9.1	8.8	0.3	11.4	11.9	-0.5	4.9	4.8	0.1	6.6	6.2	0.4
Maniapoto FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
More FM	3.9	3.3	0.6	10	2.7	2.3	0.4	2.5	2.1	0.4	4.7	4.4	0.3	1.2	1.8	-0.6	3.2	2.2	1.0	4.7	4.3	0.4
Newstalk ZB	11.9	12.6	-0.7	2	5.0	5.5	-0.5	3.6	3.6	0.0	6.1	6.3	-0.2	17.7	19.7	-2.0	31.4	33.9	-2.5	9.5	10.9	-1.4
Nga Iwi FM	*	*	*	*	*	*	*	*	*	*	0.5	0.3	0.2	0.9	0.5	0.4	0.9	0.4	0.5	0.1	0.2	-0.1
Radio Hauraki	2.0	2.1	-0.1	14	0.9	1.4	-0.5	1.6	1.9	-0.3	2.6	2.5	0.1	3.4	2.3	1.1	1.1	0.7	0.4	2.3	2.5	-0.2
Radio Tainui	1.1	1.3	-0.2	15	0.7	0.7	0.0	0.4	0.5	-0.1	0.8	1.0	-0.2	1.6	1.7	-0.1	*	*	*	1.3	1.4	-0.1
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	0.3	0.3	0.0	17	0.6	0.6	0.0	0.7	0.6	0.1	1.2	1.2	0.0	0.6	0.4	0.2	*	*	*	1.0	0.9	0.1
Rock	11.7	10.6	1.1	3	11.4	11.2	0.2	12.6	11.8	0.8	11.7	10.7	1.0	4.5	4.6	-0.1	6.8	5.1	1.7	7.3	5.8	1.5
Star	0.4	0.1	0.3	16	0.7	0.2	0.5	0.9	0.2	0.7	0.2	0.1	0.1	0.3	0.3	0.0	0.6	0.4	0.2	0.7	0.5	0.2
The Hits	5.2	5.5	-0.3	9	9.8	9.3	0.5	11.2	10.5	0.7	6.8	7.7	-0.9	6.0	7.9	-1.9	6.1	6.2	-0.1	7.3	6.9	0.4
The Sound	7.8	8.5	-0.7	5	11.0	10.4	0.6	11.4	11.7	-0.3	9.6	10.7	-1.1	7.1	8.0	-0.9	12.1	12.0	0.1	13.5	12.8	0.7
ZM	12.3	10.6	1.7	1	9.8	9.1	0.7	10.2	9.7	0.5	10.1	9.2	0.9	6.0	5.4	0.6	4.1	3.5	0.6	8.0	8.7	-0.7
MediaWorks Combo	50.7	49.2	1.5		52.3	49.9	2.4	56.2	54.7	1.5	57.3	56.4	0.9	50.2	46.0	4.2	44.3	40.7	3.6	51.3	45.2	6.1
NZME Combo	41.3	41.3	0.0		39.4	40.7	-1.3	36.6	38.2	-1.6	35.9	36.8	-0.9	39.7	43.7	-4.0	46.8	52.6	-5.8	37.4	42.0	-4.6

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



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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	+/-
Breeze	36.1	35.6	0.5	4	4.6	5.1	-0.5	11.6	9.0	2.6	14.7	12.0	2.7	20.0	17.5	2.5	12.5	13.9	-1.4	10.0	11.7	-1.7	10.7	9.9	0.8
Coast	34.3	37.6	-3.3	6	2.0	2.4	-0.4	4.8	4.7	0.1	5.0	4.6	0.4	9.0	10.6	-1.6	13.0	17.2	-4.2	17.7	19.0	-1.3	5.4	6.8	-1.4
Edge	39.0	36.3	2.7	3	13.4	13.1	0.3	22.3	19.8	2.5	16.9	14.4	2.5	19.4	17.9	1.5	7.7	7.3	0.4	6.3	5.0	1.3	8.1	7.1	1.0
George FM	7.7	n.a.	*	15	2.8	n.a.	*	5.4	n.a.	*	2.9	n.a.	*	3.4	n.a.	*	2.0	n.a.	*	1.6	n.a.	*	1.1	n.a.	*
Life FM	10.8	11.6	-0.8	12	1.6	2.0	-0.4	3.5	3.8	-0.3	4.2	4.3	-0.1	6.5	6.5	0.0	3.4	3.2	0.2	1.2	1.2	0.0	2.7	1.7	1.0
Magic Talk	10.0	9.1	0.9	13	0.9	0.9	0.0	1.6	1.3	0.3	1.5	1.6	-0.1	4.7	4.2	0.5	3.9	3.8	0.1	3.4	3.5	-0.1	2.5	1.8	0.7
Mai FM	26.8	24.4	2.4	9	10.1	10.4	-0.3	14.0	13.1	0.9	13.8	12.1	1.7	14.6	13.3	1.3	1.6	1.6	0.0	1.5	0.7	0.8	5.1	6.2	-1.1
Maniapoto FM	0.9	0.6	0.3	19	0.5	0.4	0.1	0.4	0.3	0.1	0.4	0.3	0.1	0.4	0.3	0.1	*	*	*	*	*	*	*	*	*
More FM	23.7	19.1	4.6	10	7.7	6.8	0.9	7.2	5.8	1.4	9.4	7.1	2.3	11.9	8.9	3.0	4.8	4.2	0.6	4.1	3.4	0.7	6.5	4.5	2.0
Newstalk ZB	32.4	30.4	2.0	7	2.5	2.1	0.4	3.3	4.2	-0.9	4.4	5.2	-0.8	11.2	10.4	0.8	13.7	13.4	0.3	12.6	12.2	0.4	7.1	6.5	0.6
Nga Iwi FM	2.1	1.6	0.5	18	0.5	0.2	0.3	0.5	0.3	0.2	0.5	0.3	0.2	1.1	0.8	0.3	0.6	0.8	-0.2	0.5	0.7	-0.2	0.3	0.2	0.1
Radio Hauraki	15.3	15.2	0.1	11	2.7	2.2	0.5	7.6	7.7	-0.1	9.4	8.9	0.5	11.1	11.5	-0.4	2.5	3.5	-1.0	1.5	1.5	0.0	4.4	5.0	-0.6
Radio Tainui	8.2	8.2	0.0	14	2.1	2.2	-0.1	2.7	2.5	0.2	4.1	3.5	0.6	5.5	5.4	0.1	2.1	2.6	-0.5	0.6	0.7	-0.1	2.6	2.4	0.2
Radio Waatea	0.2	0.2	0.0	20	*	*	*	0.2	0.2	0.0	0.2	0.2	0.0	0.2	0.2	0.0	*	*	*	*	*	*	0.2	0.2	0.0
Rhema	3.8	3.2	0.6	16	*	*	*	0.5	0.8	-0.3	0.5	0.8	-0.3	1.0	1.3	-0.3	0.6	0.5	0.1	0.6	0.5	0.1	0.7	0.7	0.0
Rock	39.6	33.7	5.9	2	8.3	8.4	-0.1	19.3	17.0	2.3	18.0	14.7	3.3	27.0	21.3	5.7	11.9	9.2	2.7	4.3	4.0	0.3	11.4	9.9	1.5
Star	3.4	2.4	1.0	17	*	0.2	*	0.2	0.5	-0.3	0.2	0.5	-0.3	0.9	0.7	0.2	1.5	0.7	0.8	1.8	0.9	0.9	0.3	*	*
The Hits	34.5	32.3	2.2	5	8.7	7.8	0.9	12.0	11.0	1.0	11.2	10.9	0.3	19.4	18.5	0.9	11.9	11.0	0.9	6.4	6.0	0.4	8.7	7.8	0.9
The Sound	29.4	30.6	-1.2	8	4.5	4.6	-0.1	7.5	7.2	0.3	7.9	7.2	0.7	14.8	14.7	0.1	13.5	14.4	-0.9	10.1	11.4	-1.3	6.5	6.5	0.0
ZM	56.5	48.0	8.5	1	12.5	11.9	0.6	30.6	27.4	3.2	31.4	26.4	5.0	38.6	32.4	6.2	10.7	8.2	2.5	5.4	3.6	1.8	16.6	15.0	1.6
MediaWorks Combo	144.7	136.8	7.9		36.0	36.3	-0.3	58.3	53.8	4.5	53.9	47.5	6.4	75.3	68.0	7.3	40.5	40.4	0.1	30.4	30.4	0.0	33.2	30.6	2.6
NZME Combo	135.8	131.4	4.4		22.0	21.9	0.1	49.5	46.5	3.0	50.5	45.9	4.6	70.6	66.0	4.6	37.8	40.4	-2.6	33.1	33.6	-0.5	33.1	32.1	1.0
All Commercial Radio	218.0	213.1	4.9		47.0	49.4	-2.4	80.6	78.0	2.6	75.1	68.9	6.2	109.0	101.9	7.1	63.3	64.0	-0.7	48.9	48.8	0.1	49.7	45.9	3.8
Potential (000)	288.0	275.8	12.2		69.9	69.8	0.1	103.9	98.7	5.2	92.1	83.8	8.3	133.3	123.6	9.7	78.2	75.8	2.4	64.5	62.3	2.2	60.4	55.7	4.7
Sample	918	989	-71		226	231	-5	320	319	1	294	308	-14	425	449	-24	236	252	-16	223	247	-24	193	203	-10

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	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	16.7	17.7	-1.0	6	13.2	14.0	-0.8	15.5	17.6	-2.1	19.0	20.6	-1.6	7.0	7.3	-0.3	3.8	4.3	-0.5	18.5	16.6	1.9
Coast	20.0	19.9	0.1	3	24.8	25.5	-0.7	16.8	22.5	-5.7	17.5	20.5	-3.0	5.8	8.4	-2.6	3.7	4.7	-1.0	22.6	24.6	-2.0
Edge	19.0	19.5	-0.5	5	14.7	15.3	-0.6	16.6	15.1	1.5	17.5	15.2	2.3	4.6	5.5	-0.9	5.1	5.6	-0.5	19.8	16.3	3.5
George FM	5.1	n.a.	*	14	4.6	n.a.	*	4.5	n.a.	*	4.6	n.a.	*	3.0	n.a.	*	1.4	n.a.	*	3.8	n.a.	*
Life FM	5.8	7.7	-1.9	13	4.9	5.9	-1.0	4.4	5.0	-0.6	5.2	5.4	-0.2	2.7	2.4	0.3	1.0	2.6	-1.6	7.2	8.1	-0.9
Magic Talk	5.9	5.6	0.3	12	4.6	3.7	0.9	4.8	4.9	-0.1	4.3	4.7	-0.4	3.2	1.6	1.6	1.8	0.9	0.9	6.9	5.5	1.4
Mai FM	14.7	15.4	-0.7	8	11.5	10.8	0.7	16.6	15.2	1.4	18.8	16.3	2.5	7.4	6.7	0.7	3.1	2.9	0.2	17.8	16.0	1.8
Maniapoto FM	*	*	*	*	*	*	*	0.4	0.3	0.1	0.5	0.4	0.1	*	*	*	*	*	*	*	*	*
More FM	8.0	7.3	0.7	10	5.7	4.6	1.1	10.6	9.1	1.5	12.5	9.7	2.8	3.1	2.9	0.2	3.6	3.3	0.3	14.4	12.1	2.3
Newstalk ZB	19.4	20.1	-0.7	4	12.9	12.3	0.6	12.3	10.9	1.4	14.2	11.6	2.6	11.6	11.1	0.5	8.4	8.1	0.3	22.2	18.6	3.6
Nga Iwi FM	*	*	*	*	*	*	*	0.3	0.2	0.1	1.0	0.6	0.4	0.8	0.5	0.3	0.7	0.3	0.4	0.4	0.7	-0.3
Radio Hauraki	6.6	7.0	-0.4	11	4.7	4.2	0.5	8.1	6.7	1.4	8.2	8.8	-0.6	3.0	2.6	0.4	1.5	0.9	0.6	6.4	6.6	-0.2
Radio Tainui	2.5	2.9	-0.4	15	2.2	2.0	0.2	2.2	2.3	-0.1	2.7	3.3	-0.6	1.6	2.0	-0.4	*	*	*	5.4	4.9	0.5
Radio Waatea	*	*	*	*	0.2	0.2	0.0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	0.9	0.8	0.1	17	0.7	0.6	0.1	2.4	1.8	0.6	1.1	1.3	-0.2	1.3	1.1	0.2	*	*	*	3.6	2.8	0.8
Rock	23.8	19.1	4.7	2	16.9	13.8	3.1	19.7	15.8	3.9	22.1	17.3	4.8	7.0	5.0	2.0	5.0	3.7	1.3	22.0	16.1	5.9
Star	1.7	0.6	1.1	16	1.6	0.5	1.1	1.6	1.2	0.4	0.6	0.3	0.3	0.7	0.6	0.1	0.7	0.6	0.1	1.9	2.0	-0.1
The Hits	15.4	15.6	-0.2	7	14.3	13.4	0.9	18.6	17.6	1.0	17.4	17.8	-0.4	7.0	6.8	0.2	3.8	3.9	-0.1	17.0	15.0	2.0
The Sound	14.6	15.4	-0.8	9	13.4	12.6	0.8	16.7	18.4	-1.7	16.8	18.7	-1.9	5.7	7.5	-1.8	3.1	3.2	-0.1	19.5	19.5	0.0
ZM	32.2	29.5	2.7	1	24.3	21.0	3.3	29.5	26.1	3.4	30.2	24.9	5.3	10.7	8.2	2.5	4.8	3.9	0.9	30.0	29.2	0.8
MediaWorks Combo	88.5	85.7	2.8		74.2	68.1	6.1	86.6	83.0	3.6	90.1	83.5	6.6	36.9	35.5	1.4	22.2	20.7	1.5	102.4	90.1	12.3
NZME Combo	84.1	81.5	2.6		74.8	69.6	5.2	76.1	77.2	-1.1	77.2	75.4	1.8	34.3	33.8	0.5	21.4	20.8	0.6	86.1	84.4	1.7
All Commercial Radio	161.4	155.1	6.3		133.1	126.1	7.0	146.2	143.8	2.4	151.5	146.2	5.3	69.4	69.0	0.4	39.0	39.0	0.0	173.4	163.3	10.1

MediaWorks Combo: Breeze or Edge or George FM (from S1 2021) or Magic Talk or Mai FM or More FM or Rock or The Sound or internet only listening to George FM (until S4 2020)

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 1 2021

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 & Sun Feb 14 to Sat Apr 10 2021

Last Survey Period: Sun Feb 2 to Sat Mar 28 2020 & Sun July 19 to Sat Nov 14 2020

	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	+/-
Breeze	8:53	7:56	0:57	2:52	2:56	-0:03	6:31	8:20	-1:48	7:03	8:19	-1:15	7:09	8:00	-0:50	7:53	6:19	1:34	6:58	6:03	0:55	7:32	7:44	-0:12
Coast	10:47	10:57	-0:10	16:15	9:09	7:06	13:31	9:22	4:09	7:28	7:23	0:05	7:58	9:57	-1:59	9:29	11:02	-1:32	10:53	10:54	-0:01	7:13	7:56	-0:42
Edge	5:50	5:15	0:34	4:43	3:36	1:07	4:55	5:35	-0:39	6:23	7:15	-0:52	6:19	6:43	-0:24	6:37	4:34	2:03	6:41	4:33	2:07	2:36	3:11	-0:35
George FM	12:45	n.a.	*	12:51	n.a.	*	13:36	n.a.	*	13:45	n.a.	*	12:21	n.a.	*	11:08	n.a.	*	13:22	n.a.	*	14:39	n.a.	*
Life FM	10:51	11:08	-0:16	6:33	5:46	0:46	9:24	8:02	1:22	8:24	7:01	1:22	12:33	10:54	1:38	14:47	15:17	-0:29	3:57	7:05	-3:07	15:05	11:26	3:38
Magic Talk	12:27	12:07	0:20	4:07	3:37	0:29	3:32	5:38	-2:05	4:32	5:25	-0:52	14:20	10:34	3:46	18:51	13:24	5:27	11:50	11:30	0:20	4:46	5:15	-0:29
Mai FM	8:50	9:26	-0:35	8:16	9:08	-0:51	6:27	7:25	-0:57	9:03	9:24	-0:20	9:21	10:05	-0:44	10:35	13:20	-2:44	6:05	1:00	5:05	8:15	8:58	-0:43
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	5:19	5:27	-0:07	6:56	7:05	-0:08	3:27	3:34	-0:07	3:55	3:47	0:07	3:58	4:09	-0:10	5:39	5:33	0:06	6:12	5:32	0:39	5:37	5:48	-0:11
Newstalk ZB	9:27	10:29	-1:02	3:54	3:40	0:14	3:03	7:02	-3:58	2:58	6:14	-3:15	7:25	7:20	0:05	9:21	8:29	0:52	9:39	9:13	0:25	4:20	6:24	-2:03
Nga Iwi FM	2:51	2:42	0:08	2:58	4:30	-1:31	1:45	1:45	0:00	1:45	1:45	0:00	2:00	2:01	-0:00	2:12	1:59	0:12	4:45	3:04	1:40	2:30	2:30	0:00
Radio Hauraki	4:25	4:32	-0:07	3:26	2:08	1:17	4:57	4:51	0:06	5:10	4:53	0:17	5:05	5:24	-0:18	3:22	5:39	-2:17	1:14	1:25	-0:10	5:31	4:17	1:14
Radio Tainui	3:52	3:59	-0:07	2:22	2:48	-0:26	2:40	2:51	-0:10	3:06	3:12	-0:06	4:07	4:10	-0:02	6:52	6:01	0:51	6:30	6:30	0:00	3:31	3:46	-0:15
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	*	*	*	*	*	*	1:00	1:00	0:00
Rhema	6:40	6:50	-0:09	*	*	*	2:06	1:39	0:27	2:06	1:39	0:27	11:36	9:07	2:28	19:04	19:54	-0:49	1:13	1:17	-0:04	15:39	15:30	0:09
Rock	9:14	9:25	-0:10	12:44	10:34	2:09	9:46	10:23	-0:36	9:42	11:06	-1:24	9:08	10:02	-0:53	6:43	6:22	0:21	3:05	3:38	-0:33	9:38	10:12	-0:33
Star	6:03	3:41	2:22	2*	2:00	*	0:30	0:56	-0:26	0:30	0:56	-0:26	0:30	0:48	-0:18	1:50	2:19	-0:28	9:23	5:29	3:53	0:30	*	*
The Hits	8:14	8:21	-0:07	2:49	2:41	0:07	6:15	6:03	0:12	7:10	6:43	0:26	9:55	10:06	-0:11	11:48	12:54	-1:06	10:30	10:16	0:13	9:20	8:03	1:17
The Sound	12:56	11:58	0:58	7:17	6:09	1:08	12:34	13:35	-1:01	13:20	15:06	-1:45	16:39	16:09	0:30	14:54	13:27	1:27	10:03	8:54	1:09	11:22	11:10	0:12
ZM	6:01	6:20	-0:19	4:15	4:34	-0:18	6:03	6:06	-0:03	5:56	5:52	0:04	6:14	6:13	0:01	9:06	10:39	-1:33	8:31	13:17	-4:46	8:01	8:23	-0:21
MediaWorks Combo	13:00	12:22	0:37	10:52	9:49	1:02	11:21	12:07	-0:46	13:01	14:02	-1:00	13:59	14:14	-0:15	14:07	12:07	1:59	10:37	9:29	1:07	11:51	12:24	-0:32
NZME Combo	10:05	10:28	-0:23	5:51	5:03	0:47	7:32	7:25	0:07	7:15	7:21	-0:06	9:09	9:35	-0:26	13:09	13:43	-0:33	12:56	12:52	0:04	9:19	9:31	-0:11
All Commercial Radio	16:19	15:52	0:26	12:05	10:28	1:36	13:51	13:49	0:01	15:18	15:36	-0:18	17:08	17:10	-0:02	18:35	18:01	0:34	16:23	16:00	0:23	15:43	15:59	-0:15
Potential (000)	288.0	275.8	12.2	69.9	69.8	0.1	103.9	98.7	5.2	92.1	83.8	8.3	133.3	123.6	9.7	78.2	75.8	2.4	64.5	62.3	2.2	60.4	55.7	4.7
Sample	918	989	-71	226	231	-5	320	319	1	294	308	-14	425	449	-24	236	252	-16	223	247	-24	193	203	-10

MediaWorks Combo: Breeze or Edge or George FM (from S1 2021) or Magic Talk or Mai FM or More FM or Rock or The Sound or internet only listening to George FM (until S4 2020)

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 1 2021

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

	This	Last	+/-
Potential (000)	288.0	275.8	12.2
Sample Size	918	989	-71

This Survey Period: Sun Feb 2 to Sat Mar 28 2020 & Sun July 19 to Sat Nov 14 2020 & Sun Feb 14 to Sat Apr 10 2021  
 Last Survey Period: Sun Feb 2 to Sat Mar 28 2020 & Sun July 19 to Sat Nov 14 2020

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

MediaWorks Combo: Breeze or Edge or George FM (from S1 2021) or Magic Talk or Mai FM or More FM or Rock or The Sound or internet only listening to George FM (until S4 2020)  
 NZME Combo: Coast or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Flava or Hokonui