

WAIKATO COMMERCIAL RADIO - SURVEY 2 2021

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

Survey Comparisons: 3/2017 - 1/2020

This Survey Period: Sun July 19 to Sat Nov 14 2020 & Sun Feb 14 to Sat Jun 19 2021

Last 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

	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	8.3	9.0	-0.7	5	1.7	2.3	-0.6	6.0	6.8	-0.8	7.5	9.0	-1.5	7.4	7.7	-0.3	9.3	8.4	0.9	10.1	8.7	1.4	8.7	10.4	-1.7
Coast	11.3	10.4	0.9	1	8.9	5.7	3.2	7.3	5.8	1.5	3.3	3.3	0.0	3.6	3.8	-0.2	10.6	10.5	0.1	24.9	24.0	0.9	4.5	5.0	-0.5
Edge	7.4	6.4	1.0	9	15.1	11.1	4.0	10.0	9.8	0.2	9.9	9.4	0.5	7.5	6.6	0.9	5.0	4.3	0.7	4.4	5.2	-0.8	3.9	2.7	1.2
George FM	2.5	2.8	-0.3	13	5.7	6.2	-0.5	6.2	6.6	-0.4	3.6	3.5	0.1	2.2	2.2	0.0	1.3	1.9	-0.6	1.6	2.7	-1.1	1.6	2.1	-0.5
Gold AM	0.2	n.a.	*	18	0.6	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	0.2	n.a.	*	0.4	n.a.	*	*	n.a.	*
Life FM	3.6	3.3	0.3	11	1.9	1.9	0.0	3.5	2.9	0.6	3.6	3.1	0.5	4.6	4.4	0.2	4.2	4.3	-0.1	0.6	0.6	0.0	5.9	5.1	0.8
Magic Talk	1.8	3.5	-1.7	14	0.3	0.6	-0.3	0.6	0.5	0.1	0.9	0.6	0.3	1.1	3.6	-2.5	1.5	6.2	-4.7	4.3	5.0	-0.7	1.7	1.6	0.1
Mai FM	7.8	6.6	1.2	7	16.1	14.7	1.4	12.5	8.1	4.4	13.4	10.9	2.5	9.1	7.3	1.8	2.1	1.4	0.7	1.2	1.1	0.1	5.4	5.4	0.0
Maniapoto FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
More FM	4.2	3.5	0.7	10	11.0	9.4	1.6	3.5	2.2	1.3	4.3	3.2	1.1	3.7	2.5	1.2	2.9	2.3	0.6	2.1	3.1	-1.0	5.3	4.7	0.6
Newstalk ZB	8.3	8.6	-0.3	5	1.8	1.7	0.1	2.5	0.9	1.6	2.8	1.1	1.7	4.0	4.5	-0.5	7.3	10.9	-3.6	15.6	15.1	0.5	6.1	4.0	2.1
Nga Iwi FM	0.2	0.2	0.0	18	0.7	0.3	0.4	0.1	0.1	0.0	0.1	0.1	0.0	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	2.6	1.9	0.7	12	2.0	1.6	0.4	3.1	3.4	-0.3	3.9	4.2	-0.3	4.3	3.0	1.3	3.1	0.7	2.4	0.3	0.2	0.1	3.1	3.1	0.0
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	0.5	0.7	-0.2	17	*	*	*	*	0.1	*	*	0.1	*	0.4	0.6	-0.2	0.6	0.9	-0.3	0.1	0.1	0.0	1.0	1.5	-0.5
Rock	9.3	10.3	-1.0	4	7.2	18.6	-11.4	12.8	16.9	-4.1	15.1	15.2	-0.1	14.9	13.2	1.7	9.6	6.8	2.8	1.8	1.7	0.1	14.9	14.1	0.8
Star	0.6	0.6	0.0	16	*	*	*	*	*	*	*	*	*	*	*	*	0.2	0.2	0.0	2.3	2.1	0.2	*	*	*
Tainui Live*	0.9	0.9	0.0	15	0.9	0.9	0.0	0.5	0.6	-0.1	1.3	1.1	0.2	1.3	1.2	0.1	1.1	1.2	-0.1	0.4	0.5	-0.1	0.7	1.2	-0.5
The Hits	7.8	8.0	-0.2	7	4.3	4.3	0.0	4.6	6.7	-2.1	4.9	7.0	-2.1	9.9	10.3	-0.4	13.5	11.9	1.6	7.7	8.4	-0.7	9.6	10.4	-0.8
The Sound	10.7	10.7	0.0	2	4.6	5.8	-1.2	7.0	8.4	-1.4	7.3	9.2	-1.9	12.4	13.2	-0.8	18.7	17.1	1.6	13.8	12.7	1.1	9.3	9.4	-0.1
ZM	9.7	9.6	0.1	3	12.7	9.3	3.4	16.8	16.6	0.2	15.3	16.2	-0.9	11.5	12.9	-1.4	7.9	8.3	-0.4	6.5	5.8	0.7	16.3	17.1	-0.8
MediaWorks Combo	52.0	52.9	-0.9		61.6	68.9	-7.3	58.7	59.3	-0.6	62.0	61.0	1.0	58.2	56.3	1.9	50.4	48.6	1.8	39.4	40.2	-0.8	50.7	50.4	0.3
NZME Combo	40.3	38.5	1.8		32.3	22.7	9.6	34.5	33.4	1.1	30.5	31.8	-1.3	33.4	34.6	-1.2	42.6	42.3	0.3	55.4	53.5	1.9	39.7	39.5	0.2
Potential (000)	288.0	288.0	0.0		69.9	69.9	0.0	103.7	103.9	-0.2	92.1	92.1	0.0	133.3	133.3	0.0	78.2	78.2	0.0	64.5	64.5	0.0	55.2	60.4	-5.2
Sample	887	918	-31		203	226	-23	316	320	-4	288	294	-6	429	425	4	242	236	6	218	223	-5	192	193	-1

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 Gold AM (from S2 2021) or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Flava or Hokonui

*Tainui Live was previously listed as Radio Tainui

WAIKATO COMMERCIAL RADIO - SURVEY 2 2021

Station Share (%) by Daypart, People 10+

Survey Comparisons: 3/2017 - 1/2020

This Survey Period: Sun July 19 to Sat Nov 14 2020 & Sun Feb 14 to Sat Jun 19 2021

Last 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

	This	Last	+/-
Potential (000)	288.0	288.0	0.0
Sample Size	887	918	-31

	Breakfast				Morning			Afternoon			Drive			Night			Mid Dawn			Weekend									
	Mon-Fri 6am-9am		Rank		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	+/-	This	Last	+/-	This	Last	+/-	
Breeze	7.7	7.7	0.0	6	8.8	9.2	-0.4	8.9	10.0	-1.1	7.4	9.4	-2.0	5.8	10.7	-4.9	7.2	4.6	2.6	9.2	9.1	0.1							
Coast	10.2	9.9	0.3	3	14.6	13.9	0.7	11.2	10.0	1.2	10.1	10.2	-0.1	5.7	6.5	-0.8	4.2	4.3	-0.1	12.6	10.4	2.2							
Edge	8.0	7.4	0.6	5	7.1	7.2	-0.1	7.3	6.9	0.4	6.9	5.5	1.4	5.6	3.2	2.4	9.0	4.8	4.2	7.6	6.0	1.6							
George FM	2.3	2.1	0.2	13	2.1	2.1	0.0	2.9	3.3	-0.4	2.5	3.1	-0.6	5.8	6.0	-0.2	4.0	5.5	-1.5	1.5	2.0	-0.5							
Gold AM	0.2	n.a.	*	17	*	n.a.	*	0.3	n.a.	*	0.1	n.a.	*	0.2	n.a.	*	1.3	n.a.	*	*	n.a.	*							
Life FM	4.2	3.7	0.5	10	3.3	3.7	-0.4	3.1	3.3	-0.2	3.2	2.4	0.8	2.4	2.3	0.1	0.2	0.8	-0.6	4.6	3.8	0.8							
Magic Talk	1.9	2.7	-0.8	14	1.3	4.5	-3.2	1.6	3.9	-2.3	1.3	4.1	-2.8	7.0	6.2	0.8	2.1	2.4	-0.3	1.7	2.1	-0.4							
Mai FM	7.3	7.2	0.1	7	7.3	4.3	3.0	8.5	5.7	2.8	11.6	9.1	2.5	9.9	11.4	-1.5	5.8	4.9	0.9	5.5	6.6	-1.1							
Maniapoto FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*							
More FM	3.8	3.9	-0.1	11	3.1	2.7	0.4	3.2	2.5	0.7	6.2	4.7	1.5	2.3	1.2	1.1	4.2	3.2	1.0	5.7	4.7	1.0							
Newstalk ZB	12.7	11.9	0.8	1	6.6	5.0	1.6	4.2	3.6	0.6	8.2	6.1	2.1	16.9	17.7	-0.8	15.0	31.4	-16.4	7.4	9.5	-2.1							
Nga Iwi FM	*	*	*	*	*	*	*	*	*	*	0.6	0.5	0.1	1.3	0.9	0.4	2.8	0.9	1.9	*	0.1	*							
Radio Hauraki	2.4	2.0	0.4	12	2.1	0.9	1.2	2.9	1.6	1.3	3.2	2.6	0.6	5.2	3.4	1.8	1.0	1.1	-0.1	2.5	2.3	0.2							
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*							
Rhema	0.2	0.3	-0.1	17	0.5	0.6	-0.1	0.3	0.7	-0.4	0.9	1.2	-0.3	0.6	0.6	0.0	*	*	*	0.9	1.0	-0.1							
Rock	9.9	11.7	-1.8	4	9.3	11.4	-2.1	10.9	12.6	-1.7	10.3	11.7	-1.4	5.8	4.5	1.3	11.9	6.8	5.1	6.9	7.3	-0.4							
Star	0.3	0.4	-0.1	16	0.8	0.7	0.1	1.1	0.9	0.2	0.2	0.2	0.0	0.3	0.3	0.0	0.2	0.6	-0.4	0.6	0.7	-0.1							
Tainui Live*	1.6	1.1	0.5	15	0.7	0.7	0.0	0.5	0.4	0.1	0.8	0.8	0.0	1.1	1.6	-0.5	*	*	*	1.2	1.3	-0.1							
The Hits	5.5	5.2	0.3	9	9.5	9.8	-0.3	9.8	11.2	-1.4	6.1	6.8	-0.7	8.1	6.0	2.1	10.8	6.1	4.7	6.7	7.3	-0.6							
The Sound	7.2	7.8	-0.6	8	11.5	11.0	0.5	11.4	11.4	0.0	9.6	9.6	0.0	6.4	7.1	-0.7	8.9	12.1	-3.2	14.1	13.5	0.6							
ZM	12.6	12.3	0.3	2	9.1	9.8	-0.7	10.1	10.2	-0.1	9.1	10.1	-1.0	5.9	6.0	-0.1	4.7	4.1	0.6	9.0	8.0	1.0							
MediaWorks Combo	48.0	50.7	-2.7		50.7	52.3	-1.6	54.7	56.2	-1.5	55.8	57.3	-1.5	48.6	50.2	-1.6	53.1	44.3	8.8	52.1	51.3	0.8							
NZME Combo	43.8	41.3	2.5		42.6	39.4	3.2	39.2	36.6	2.6	37.2	35.9	1.3	42.0	39.7	2.3	37.8	46.8	-9.0	38.4	37.4	1.0							

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NZME Combo: Coast or Gold AM (from S2 2021) or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Flava or Hokonui

*Tainui Live was previously listed as Radio Tainui

WAIKATO COMMERCIAL RADIO - SURVEY 2 2021

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

Survey Comparisons: 3/2017 - 1/2020

This Survey Period: Sun July 19 to Sat Nov 14 2020 & Sun Feb 14 to Sat Jun 19 2021

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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	35.2	36.1	-0.9	4	3.6	4.6	-1.0	12.0	11.6	0.4	13.3	14.7	-1.4	19.1	20.0	-0.9	12.2	12.5	-0.3	11.1	10.0	1.1	8.4	10.7	-2.3
Coast	32.9	34.3	-1.4	6	2.4	2.0	0.4	4.6	4.8	-0.2	5.8	5.0	0.8	9.3	9.0	0.3	11.2	13.0	-1.8	16.2	17.7	-1.5	5.0	5.4	-0.4
Edge	43.1	39.0	4.1	2	12.7	13.4	-0.7	23.8	22.3	1.5	20.2	16.9	3.3	24.5	19.4	5.1	9.4	7.7	1.7	5.9	6.3	-0.4	8.1	8.1	0.0
George FM	6.5	7.7	-1.2	15	2.3	2.8	-0.5	4.0	5.4	-1.4	2.5	2.9	-0.4	3.0	3.4	-0.4	1.6	2.0	-0.4	1.2	1.6	-0.4	0.8	1.1	-0.3
Gold AM	1.0	n.a.	*	19	0.3	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	0.6	n.a.	*	0.7	n.a.	*	*	n.a.	*
Life FM	11.3	10.8	0.5	12	1.8	1.6	0.2	3.9	3.5	0.4	4.7	4.2	0.5	6.6	6.5	0.1	3.2	3.4	-0.2	1.3	1.2	0.1	2.8	2.7	0.1
Magic Talk	10.2	10.0	0.2	13	0.6	0.9	-0.3	2.3	1.6	0.7	2.7	1.5	1.2	4.8	4.7	0.1	4.2	3.9	0.3	4.2	3.4	0.8	2.5	2.5	0.0
Mai FM	31.7	26.8	4.9	7	13.0	10.1	2.9	16.8	14.0	2.8	14.8	13.8	1.0	16.6	14.6	2.0	2.7	1.6	1.1	1.6	1.5	0.1	5.0	5.1	-0.1
Maniapoto FM	*	0.9	*	*	*	0.5	*	*	0.4	*	*	0.4	*	*	0.4	*	*	*	*	*	*	*	*	*	*
More FM	24.2	23.7	0.5	10	8.3	7.7	0.6	7.8	7.2	0.6	9.2	9.4	-0.2	12.8	11.9	0.9	5.3	4.8	0.5	3.1	4.1	-1.0	6.6	6.5	0.1
Newstalk ZB	33.9	32.4	1.5	5	2.6	2.5	0.1	5.4	3.3	2.1	6.3	4.4	1.9	11.9	11.2	0.7	13.1	13.7	-0.6	13.0	12.6	0.4	7.0	7.1	-0.1
Nga Iwi FM	2.4	2.1	0.3	18	1.0	0.5	0.5	0.5	0.5	0.0	0.5	0.5	0.0	1.0	1.1	-0.1	0.5	0.6	-0.1	0.5	0.5	0.0	0.2	0.3	-0.1
Radio Hauraki	14.7	15.3	-0.6	11	2.2	2.7	-0.5	5.8	7.6	-1.8	7.2	9.4	-2.2	10.3	11.1	-0.8	4.9	2.5	2.4	2.3	1.5	0.8	3.4	4.4	-1.0
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	2.8	3.8	-1.0	17	*	*	*	*	0.5	*	*	0.5	*	0.2	1.0	-0.8	0.2	0.6	-0.4	0.7	0.6	0.1	0.2	0.7	-0.5
Rock	36.4	39.6	-3.2	3	7.3	8.3	-1.0	16.8	19.3	-2.5	16.5	18.0	-1.5	23.8	27.0	-3.2	11.0	11.9	-0.9	5.2	4.3	0.9	9.5	11.4	-1.9
Star	3.3	3.4	-0.1	16	*	*	*	0.3	0.2	0.1	0.7	0.2	0.5	1.3	0.9	0.4	1.4	1.5	-0.1	2.0	1.8	0.2	0.3	0.3	0.0
Tainui Live*	7.1	8.2	-1.1	14	1.9	2.1	-0.2	1.9	2.7	-0.8	3.4	4.1	-0.7	4.7	5.5	-0.8	1.8	2.1	-0.3	0.5	0.6	-0.1	1.5	2.6	-1.1
The Hits	28.9	34.5	-5.6	9	6.3	8.7	-2.4	9.4	12.0	-2.6	8.8	11.2	-2.4	16.8	19.4	-2.6	11.7	11.9	-0.2	5.9	6.4	-0.5	7.0	8.7	-1.7
The Sound	29.5	29.4	0.1	8	3.3	4.5	-1.2	5.7	7.5	-1.8	6.9	7.9	-1.0	15.4	14.8	0.6	15.8	13.5	2.3	10.8	10.1	0.7	6.2	6.5	-0.3
ZM	56.2	56.5	-0.3	1	14.6	12.5	2.1	29.4	30.6	-1.2	28.9	31.4	-2.5	33.8	38.6	-4.8	9.6	10.7	-1.1	6.9	5.4	1.5	15.1	16.6	-1.5
MediaWorks Combo	147.3	144.7	2.6		35.9	36.0	-0.1	57.5	58.3	-0.8	52.8	53.9	-1.1	77.1	75.3	1.8	43.9	40.5	3.4	31.7	30.4	1.3	30.6	33.2	-2.6
NZME Combo	130.1	135.8	-5.7		22.3	22.0	0.3	46.0	49.5	-3.5	46.1	50.5	-4.4	63.9	70.6	-6.7	37.0	37.8	-0.8	33.9	33.1	0.8	28.3	33.1	-4.8
All Commercial Radio	211.5	218.0	-6.5		45.0	47.0	-2.0	77.7	80.6	-2.9	72.9	75.1	-2.2	106.6	109.0	-2.4	62.2	63.3	-1.1	47.9	48.9	-1.0	43.4	49.7	-6.3
Potential (000)	288.0	288.0	0.0		69.9	69.9	0.0	103.7	103.9	-0.2	92.1	92.1	0.0	133.3	133.3	0.0	78.2	78.2	0.0	64.5	64.5	0.0	55.2	60.4	-5.2
Sample	887	918	-31		203	226	-23	316	320	-4	288	294	-6	429	425	4	242	236	6	218	223	-5	192	193	-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 Gold AM (from S2 2021) or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Flava or Hokonui

*Tainui Live was previously listed as Radio Tainui

WAIKATO COMMERCIAL RADIO - SURVEY 2 2021

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

Survey Comparisons: 3/2017 - 1/2020

This Survey Period: Sun July 19 to Sat Nov 14 2020 & Sun Feb 14 to Sat Jun 19 2021

Last 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

	This	Last	+/-
Potential (000)	288.0	288.0	0.0
Sample Size	887	918	-31

	Breakfast				Morning			Afternoon			Drive			Night			Mid Dawn			Weekend		
	Mon-Fri 6am-9am		Rank	+/-	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	16.1	16.7	-0.6	7	13.1	13.2	-0.1	15.7	15.5	0.2	16.5	19.0	-2.5	5.0	7.0	-2.0	4.3	3.8	0.5	18.9	18.5	0.4
Coast	19.7	20.0	-0.3	5	24.4	24.8	-0.4	18.4	16.8	1.6	15.9	17.5	-1.6	4.6	5.8	-1.2	2.9	3.7	-0.8	21.6	22.6	-1.0
Edge	21.0	19.0	2.0	3	14.9	14.7	0.2	20.4	16.6	3.8	18.8	17.5	1.3	6.7	4.6	2.1	7.5	5.1	2.4	22.8	19.8	3.0
George FM	4.9	5.1	-0.2	13	3.8	4.6	-0.8	4.0	4.5	-0.5	3.4	4.6	-1.2	2.1	3.0	-0.9	1.0	1.4	-0.4	2.4	3.8	-1.4
Gold AM	0.6	n.a.	*	17	*	n.a.	*	0.9	n.a.	*	0.6	n.a.	*	0.2	n.a.	*	0.3	n.a.	*	0.2	n.a.	*
Life FM	6.7	5.8	0.9	11	3.6	4.9	-1.3	4.3	4.4	-0.1	6.3	5.2	1.1	2.6	2.7	-0.1	0.2	1.0	-0.8	7.5	7.2	0.3
Magic Talk	4.5	5.9	-1.4	14	3.9	4.6	-0.7	3.4	4.8	-1.4	2.5	4.3	-1.8	2.5	3.2	-0.7	2.0	1.8	0.2	5.6	6.9	-1.3
Mai FM	18.0	14.7	3.3	6	13.6	11.5	2.1	17.9	16.6	1.3	21.1	18.8	2.3	9.4	7.4	2.0	2.9	3.1	-0.2	18.7	17.8	0.9
Maniapoto FM	*	*	*	*	*	*	*	*	0.4	*	*	0.5	*	*	*	*	*	*	*	*	*	*
More FM	8.7	8.0	0.7	10	6.3	5.7	0.6	12.4	10.6	1.8	13.1	12.5	0.6	3.2	3.1	0.1	3.5	3.6	-0.1	14.3	14.4	-0.1
Newstalk ZB	20.1	19.4	0.7	4	14.7	12.9	1.8	12.0	12.3	-0.3	15.5	14.2	1.3	8.0	11.6	-3.6	5.1	8.4	-3.3	20.6	22.2	-1.6
Nga Iwi FM	*	*	*	*	*	*	*	0.2	0.3	-0.1	1.3	1.0	0.3	0.8	0.8	0.0	1.1	0.7	0.4	*	0.4	*
Radio Hauraki	6.4	6.6	-0.2	12	5.7	4.7	1.0	7.1	8.1	-1.0	7.5	8.2	-0.7	3.7	3.0	0.7	1.6	1.5	0.1	5.6	6.4	-0.8
Radio Waatea	*	*	*	*	0.2	0.2	0.0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	0.6	0.9	-0.3	17	0.4	0.7	-0.3	1.5	2.4	-0.9	0.2	1.1	-0.9	0.7	1.3	-0.6	*	*	*	2.6	3.6	-1.0
Rock	21.1	23.8	-2.7	2	13.9	16.9	-3.0	19.1	19.7	-0.6	21.4	22.1	-0.7	6.4	7.0	-0.6	4.9	5.0	-0.1	18.4	22.0	-3.6
Star	1.4	1.7	-0.3	16	2.1	1.6	0.5	1.7	1.6	0.1	0.7	0.6	0.1	0.5	0.7	-0.2	0.4	0.7	-0.3	1.3	1.9	-0.6
Tainui Live*	2.9	2.5	0.4	15	2.8	2.2	0.6	2.8	2.2	0.6	2.0	2.7	-0.7	0.6	1.6	-1.0	*	*	*	3.9	5.4	-1.5
The Hits	13.3	15.4	-2.1	9	12.1	14.3	-2.2	15.0	18.6	-3.6	14.6	17.4	-2.8	6.5	7.0	-0.5	5.5	3.8	1.7	11.5	17.0	-5.5
The Sound	13.5	14.6	-1.1	8	14.8	13.4	1.4	16.0	16.7	-0.7	14.6	16.8	-2.2	5.2	5.7	-0.5	3.1	3.1	0.0	17.8	19.5	-1.7
ZM	32.0	32.2	-0.2	1	22.4	24.3	-1.9	28.9	29.5	-0.6	27.7	30.2	-2.5	8.4	10.7	-2.3	5.1	4.8	0.3	30.5	30.0	0.5
MediaWorks Combo	90.1	88.5	1.6		72.2	74.2	-2.0	87.4	86.6	0.8	88.1	90.1	-2.0	34.7	36.9	-2.2	22.5	22.2	0.3	99.4	102.4	-3.0
NZME Combo	83.3	84.1	-0.8		72.9	74.8	-1.9	73.3	76.1	-2.8	71.8	77.2	-5.4	28.0	34.3	-6.3	19.4	21.4	-2.0	77.8	86.1	-8.3
All Commercial Radio	159.2	161.4	-2.2		127.4	133.1	-5.7	142.1	146.2	-4.1	146.8	151.5	-4.7	59.7	69.4	-9.7	35.7	39.0	-3.3	160.2	173.4	-13.2

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 Gold AM (from S2 2021) or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Flava or Hokonui

*Tainui Live was previously listed as Radio Tainui

WAIKATO COMMERCIAL RADIO - SURVEY 2 2021

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

Survey Comparisons: 3/2017 - 1/2020

This Survey Period: Sun July 19 to Sat Nov 14 2020 & Sun Feb 14 to Sat Jun 19 2021

Last 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

	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	7:43	8:53	-1:10	2:23	2:52	-0:28	5:06	6:31	-1:25	5:45	7:03	-1:18	6:31	7:09	-0:38	8:25	7:53	0:32	7:36	6:58	0:38	7:13	7:32	-0:18
Coast	11:13	10:47	0:25	19:30	16:15	3:14	16:02	13:31	2:30	5:50	7:28	-1:38	6:29	7:58	-1:28	10:29	9:29	0:59	12:47	10:53	1:54	6:11	7:13	-1:01
Edge	5:35	5:50	-0:14	6:15	4:43	1:32	4:14	4:55	-0:40	5:00	6:23	-1:23	5:07	6:19	-1:12	5:50	6:37	-0:47	6:08	6:41	-0:32	3:17	2:36	0:40
George FM	12:27	12:45	-0:17	12:52	12:51	0:00	15:39	13:36	2:02	14:17	13:45	0:31	12:30	12:21	0:09	9:00	11:08	-2:08	11:30	13:22	-1:52	13:16	14:39	-1:22
Gold AM	5:55	n.a.	*	11:15	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	4:00	n.a.	*	4:00	n.a.	*	*	n.a.	*
Life FM	10:15	10:51	-0:35	5:38	6:33	-0:54	9:00	9:24	-0:23	7:43	8:24	-0:40	11:42	12:33	-0:51	14:14	14:47	-0:32	3:56	3:57	-0:00	14:37	15:05	-0:27
Magic Talk	5:49	12:27	-6:37	2:22	4:07	-1:44	2:51	3:32	-0:40	3:20	4:32	-1:12	3:48	14:20	-10:31	3:57	18:51	-14:54	8:35	11:50	-3:15	4:38	4:46	-0:07
Mai FM	8:00	8:50	-0:49	6:29	8:16	-1:47	7:30	6:27	1:02	9:11	9:03	0:08	9:13	9:21	-0:07	8:27	10:35	-2:08	6:01	6:05	-0:04	7:21	8:15	-0:53
Maniapoto FM	*	0:15	*	*	0:15	*	*	0:15	*	*	0:15	*	*	0:15	*	*	*	*	*	*	*	*	*	*
More FM	5:38	5:19	0:18	6:58	6:56	0:02	4:29	3:27	1:01	4:46	3:55	0:51	4:48	3:58	0:49	5:55	5:39	0:15	5:35	6:12	-0:36	5:36	5:37	-0:00
Newstalk ZB	8:00	9:27	-1:26	3:39	3:54	-0:15	4:40	3:03	1:37	4:30	2:58	1:31	5:40	7:25	-1:45	6:11	9:21	-3:10	9:59	9:39	0:20	6:03	4:20	1:42
Nga Iwi FM	3:06	2:51	0:15	3:51	2:58	0:52	1:45	1:45	0:00	1:45	1:45	0:00	1:35	2:00	-0:24	1:27	2:12	-0:44	4:45	4:45	0:00	2:30	2:30	0:00
Radio Hauraki	5:49	4:25	1:24	4:44	3:26	1:18	5:23	4:57	0:26	5:36	5:10	0:26	7:04	5:05	1:58	7:03	3:22	3:41	1:12	1:14	-0:01	6:23	5:31	0:51
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	6:10	6:40	-0:30	*	*	*	*	2:06	*	*	2:06	*	28:00	11:36	16:23	28:00	19:04	8:55	1:10	1:13	-0:02	28:00	15:39	12:20
Rock	8:20	9:14	-0:53	5:09	12:44	-7:35	7:41	9:46	-2:04	9:22	9:42	-0:19	10:31	9:08	1:22	9:38	6:43	2:55	2:54	3:05	-0:10	10:48	9:38	1:09
Star	6:04	6:03	0:00	*	*	*	0:30	0:30	0:00	0:20	0:30	-0:09	0:24	0:30	-0:05	1:52	1:50	0:01	9:44	9:23	0:21	0:30	0:30	0:00
Tainui Live*	4:12	3:52	0:20	2:21	2:22	-0:00	2:36	2:40	-0:04	3:53	3:06	0:47	4:42	4:07	0:35	6:43	6:52	-0:09	6:30	6:30	0:00	3:22	3:31	-0:08
The Hits	8:45	8:14	0:31	3:38	2:49	0:49	4:57	6:15	-1:18	5:41	7:10	-1:28	9:53	9:55	-0:01	12:40	11:48	0:52	11:00	10:30	0:29	9:30	9:20	0:09
The Sound	11:45	12:56	-1:11	7:22	7:17	0:04	12:30	12:34	-0:03	10:43	13:20	-2:36	13:31	16:39	-3:08	13:05	14:54	-1:49	10:37	10:03	0:33	10:20	11:22	-1:01
ZM	5:37	6:01	-0:24	4:34	4:15	0:18	5:45	6:03	-0:17	5:22	5:56	-0:34	5:42	6:14	-0:32	8:59	9:06	-0:07	7:52	8:31	-0:38	7:30	8:01	-0:31
MediaWorks Combo	11:30	13:00	-1:29	9:00	10:52	-1:51	10:19	11:21	-1:01	11:56	13:01	-1:04	12:41	13:59	-1:18	12:40	14:07	-1:27	10:20	10:37	-0:16	11:25	11:51	-0:25
NZME Combo	10:06	10:05	0:01	7:35	5:51	1:44	7:35	7:32	0:02	6:44	7:15	-0:30	8:48	9:09	-0:20	12:42	13:09	-0:26	13:38	12:56	0:41	9:42	9:19	0:22
All Commercial Radio	15:24	16:19	-0:54	11:40	12:05	-0:25	13:00	13:51	-0:50	13:57	15:18	-1:20	15:47	17:08	-1:21	17:46	18:35	-0:49	17:24	16:23	1:00	15:55	15:43	0:11
Potential (000)	288.0	288.0	0.0	69.9	69.9	0.0	103.7	103.9	-0.2	92.1	92.1	0.0	133.3	133.3	0.0	78.2	78.2	0.0	64.5	64.5	0.0	55.2	60.4	-5.2
Sample	887	918	-31	203	226	-23	316	320	-4	288	294	-6	429	425	4	242	236	6	218	223	-5	192	193	-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 Gold AM (from S2 2021) or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Flava or Hokonui

*Tainui Live was previously listed as Radio Tainui

WAIKATO COMMERCIAL RADIO - SURVEY 2 2021

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

Survey Comparisons: 3/2017 - 1/2020

This Survey Period: Sun July 19 to Sat Nov 14 2020 & Sun Feb 14 to Sat Jun 19 2021

Last 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

	This	Last	+/-
Potential (000)	288.0	288.0	0.0
Sample Size	887	918	-31

	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	2:56	2:55	0:00	3:57	4:18	-0:21	4:01	4:46	-0:45	1:51	2:18	-0:26	1:42	2:57	-1:15	1:45	1:23	0:21	3:21	3:53	-0:32
Coast	3:10	3:07	0:02	3:30	3:28	0:01	4:18	4:25	-0:06	2:37	2:43	-0:05	1:48	2:09	-0:21	1:30	1:20	0:10	4:02	3:38	0:23
Edge	2:19	2:28	-0:08	2:49	3:01	-0:11	2:33	3:04	-0:31	1:31	1:28	0:02	1:13	1:19	-0:05	1:15	1:05	0:10	2:17	2:24	-0:07
George FM	2:51	2:37	0:13	3:18	2:46	0:31	5:08	5:24	-0:15	3:06	3:09	-0:02	4:00	3:49	0:10	4:12	4:24	-0:12	4:16	4:09	0:07
Gold AM	2:00	n.a.	*	*	n.a.	*	2:34	n.a.	*	1:00	n.a.	*	2:00	n.a.	*	5:15	n.a.	*	2:00	n.a.	*
Life FM	3:48	3:59	-0:11	5:23	4:44	0:38	5:13	5:36	-0:22	2:05	2:06	-0:01	1:18	1:35	-0:16	1:00	0:59	0:00	4:12	4:12	-0:00
Magic Talk	2:29	2:53	-0:24	1:58	6:04	-4:05	3:24	6:01	-2:36	2:03	4:31	-2:28	4:04	3:43	0:21	1:08	1:34	-0:26	2:02	2:22	-0:20
Mai FM	2:27	3:07	-0:39	3:09	2:16	0:53	3:22	2:31	0:50	2:16	2:15	0:00	1:31	2:57	-1:26	2:07	1:49	0:17	2:01	2:57	-0:55
Maniapoto FM	*	*	*	*	*	*	*	0:15	*	*	0:15	*	*	*	*	*	*	*	*	*	*
More FM	2:41	3:04	-0:22	2:53	2:58	-0:05	1:49	1:46	0:02	1:57	1:45	0:11	1:04	0:44	0:19	1:16	1:01	0:14	2:44	2:36	0:07
Newstalk ZB	3:51	3:52	-0:00	2:39	2:23	0:15	2:29	2:09	0:19	2:11	2:01	0:10	3:04	2:56	0:08	3:06	4:16	-1:10	2:27	3:22	-0:55
Nga Iwi FM	*	*	*	*	*	*	0:30	0:30	0:00	1:57	2:18	-0:21	2:15	2:15	0:00	2:44	1:31	1:12	*	2:00	*
Radio Hauraki	2:16	1:54	0:22	2:07	1:08	0:58	2:53	1:29	1:23	1:45	1:28	0:17	2:02	2:12	-0:09	0:37	0:48	-0:10	3:02	2:49	0:13
Radio Waatea	*	*	*	1:00	1:00	0:00	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	1:52	2:25	-0:32	8:45	5:23	3:21	1:23	2:01	-0:38	15:00	5:00	9:59	1:15	0:59	0:15	*	*	*	2:29	2:09	0:20
Rock	2:51	3:06	-0:15	3:56	4:08	-0:11	4:02	4:44	-0:41	1:59	2:28	-0:29	1:19	1:13	0:05	2:33	1:34	0:58	2:34	2:36	-0:01
Star	1:08	1:26	-0:18	2:18	2:50	-0:32	4:24	4:09	0:15	1:28	1:30	-0:01	1:00	0:52	0:07	0:30	0:52	-0:22	3:09	2:51	0:18
Tainui Live*	3:23	2:43	0:39	1:31	1:55	-0:23	1:12	1:28	-0:15	1:31	1:23	0:07	2:27	1:54	0:32	*	*	*	2:03	1:56	0:06
The Hits	2:31	2:09	0:22	4:38	4:14	0:23	4:37	4:27	0:10	1:44	1:49	-0:05	1:48	1:39	0:08	2:04	1:51	0:12	3:59	3:22	0:37
The Sound	3:14	3:22	-0:08	4:34	5:03	-0:28	5:04	5:04	-0:00	2:42	2:39	0:02	1:46	2:24	-0:38	2:58	4:30	-1:32	5:26	5:27	-0:01
ZM	2:23	2:24	-0:00	2:23	2:29	-0:05	2:29	2:33	-0:04	1:21	1:33	-0:12	1:01	1:05	-0:04	0:57	0:57	0:00	2:02	2:06	-0:03
MediaWorks Combo	3:14	3:37	-0:22	4:07	4:21	-0:14	4:26	4:48	-0:22	2:37	2:58	-0:20	2:02	2:37	-0:35	2:29	2:18	0:11	3:36	3:57	-0:21
NZME Combo	3:12	3:06	0:06	3:26	3:15	0:10	3:47	3:33	0:14	2:08	2:10	-0:01	2:11	2:14	-0:02	2:03	2:31	-0:27	3:24	3:26	-0:02
All Commercial Radio	3:49	3:54	-0:05	4:36	4:38	-0:01	5:00	5:04	-0:04	2:48	3:04	-0:15	2:26	2:46	-0:20	2:57	2:57	-0:00	4:17	4:33	-0:15

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 Gold AM (from S2 2021) or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Flava or Hokonui

*Tainui Live was previously listed as Radio Tainui