

## WAIKATO COMMERCIAL RADIO - SURVEY 3 2021

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

Survey Comparisons: 3/2017 - 1/2020

This Survey Period: Sun Sept 13 to Sat Nov 14 2020 & Sun Jan 31 to Sat Aug 28 2021

Last Survey Period: Sun July 19 to Sat Nov 14 2020 & Sun Feb 14 to Sat Jun 19 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	9.7	8.3	1.4	4	0.8	1.7	-0.9	5.6	6.0	-0.4	6.4	7.5	-1.1	7.2	7.4	-0.2	9.8	9.3	0.5	13.0	10.1	2.9	6.5	8.7	-2.2
Coast	11.0	11.3	-0.3	3	11.5	8.9	2.6	8.5	7.3	1.2	3.9	3.3	0.6	3.8	3.6	0.2	9.0	10.6	-1.6	24.6	24.9	-0.3	5.7	4.5	1.2
Edge	6.5	7.4	-0.9	9	17.2	15.1	2.1	9.2	10.0	-0.8	7.3	9.9	-2.6	5.8	7.5	-1.7	4.0	5.0	-1.0	2.7	4.4	-1.7	5.5	3.9	1.6
George FM	3.2	2.5	0.7	11	5.5	5.7	-0.2	5.4	6.2	-0.8	3.9	3.6	0.3	4.5	2.2	2.3	3.4	1.3	2.1	*	1.6	*	0.5	1.6	-1.1
Gold AM	0.3	0.2	0.1	18	0.8	0.6	0.2	*	*	*	*	*	*	0.2	*	*	0.6	0.2	0.4	0.3	0.4	-0.1	*	*	*
Life FM	3.0	3.6	-0.6	12	2.4	1.9	0.5	3.8	3.5	0.3	4.1	3.6	0.5	3.2	4.6	-1.4	1.9	4.2	-2.3	1.1	0.6	0.5	5.6	5.9	-0.3
Magic Talk	2.4	1.8	0.6	14	0.3	0.3	0.0	1.1	0.6	0.5	1.5	0.9	0.6	1.4	1.1	0.3	1.4	1.5	-0.1	2.6	4.3	-1.7	2.4	1.7	0.7
Mai FM	7.3	7.8	-0.5	7	13.1	16.1	-3.0	11.8	12.5	-0.7	12.7	13.4	-0.7	9.0	9.1	-0.1	2.7	2.1	0.6	1.4	1.2	0.2	7.2	5.4	1.8
Maniapoto FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
More FM	3.6	4.2	-0.6	10	8.3	11.0	-2.7	3.2	3.5	-0.3	3.6	4.3	-0.7	3.5	3.7	-0.2	3.0	2.9	0.1	1.9	2.1	-0.2	3.7	5.3	-1.6
Newstalk ZB	7.4	8.3	-0.9	6	1.3	1.8	-0.5	2.7	2.5	0.2	3.2	2.8	0.4	4.2	4.0	0.2	8.0	7.3	0.7	15.6	15.6	0.0	5.3	6.1	-0.8
Nga Iwi FM	0.3	0.2	0.1	18	0.9	0.7	0.2	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0	*	0.1	*	0.3	0.3	0.0	*	0.1	*
Radio Hauraki	2.5	2.6	-0.1	13	1.7	2.0	-0.3	1.6	3.1	-1.5	2.7	3.9	-1.2	4.0	4.3	-0.3	4.4	3.1	1.3	0.7	0.3	0.4	2.7	3.1	-0.4
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	0.4	0.5	-0.1	16	0.4	*	*	*	*	*	0.1	*	*	0.1	0.4	-0.3	*	0.6	*	0.1	0.1	0.0	*	1.0	*
Rock	11.7	9.3	2.4	1	6.1	7.2	-1.1	14.5	12.8	1.7	19.3	15.1	4.2	18.7	14.9	3.8	14.3	9.6	4.7	4.6	1.8	2.8	18.3	14.9	3.4
Star	0.5	0.6	-0.1	15	*	*	*	*	*	*	*	*	*	*	*	*	0.1	0.2	-0.1	2.0	2.3	-0.3	*	*	*
Tainui Live	0.4	0.9	-0.5	16	*	0.9	*	0.1	0.5	-0.4	0.6	1.3	-0.7	0.8	1.3	-0.5	0.7	1.1	-0.4	*	0.4	*	0.2	0.7	-0.5
The Hits	6.9	7.8	-0.9	8	4.9	4.3	0.6	4.2	4.6	-0.4	5.3	4.9	0.4	8.1	9.9	-1.8	10.5	13.5	-3.0	7.9	7.7	0.2	7.6	9.6	-2.0
The Sound	11.3	10.7	0.6	2	10.5	4.6	5.9	10.4	7.0	3.4	7.5	7.3	0.2	11.6	12.4	-0.8	18.4	18.7	-0.3	14.9	13.8	1.1	11.4	9.3	2.1
ZM	8.5	9.7	-1.2	5	9.7	12.7	-3.0	15.1	16.8	-1.7	14.9	15.3	-0.4	11.5	11.5	0.0	6.7	7.9	-1.2	4.0	6.5	-2.5	14.7	16.3	-1.6
MediaWorks Combo	55.8	52.0	3.8		61.8	61.6	0.2	61.2	58.7	2.5	62.2	62.0	0.2	61.6	58.2	3.4	56.9	50.4	6.5	41.1	39.4	1.7	55.6	50.7	4.9
NZME Combo	37.1	40.3	-3.2		32.0	32.3	-0.3	32.4	34.5	-2.1	30.2	30.5	-0.3	32.0	33.4	-1.4	39.1	42.6	-3.5	53.2	55.4	-2.2	36.0	39.7	-3.7
Potential (000)	288.0	288.0	0.0		69.9	69.9	0.0	102.3	103.7	-1.4	92.1	92.1	0.0	133.3	133.3	0.0	78.2	78.2	0.0	64.5	64.5	0.0	53.3	55.2	-1.9
Sample	820	887	-67		183	203	-20	308	316	-8	273	288	-15	396	429	-33	215	242	-27	205	218	-13	175	192	-17

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

# WAIKATO COMMERCIAL RADIO - SURVEY 3 2021

Station Share (%) by Daypart, People 10+

Survey Comparisons: 3/2017 - 1/2020

This Survey Period: Sun Sept 13 to Sat Nov 14 2020 & Sun Jan 31 to Sat Aug 28 2021

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

	This	Last	+/-
Potential (000)	288.0	288.0	0.0
Sample Size	820	887	-67

	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	9.2	7.7	1.5	5	11.1	8.8	2.3	10.7	8.9	1.8	7.5	7.4	0.1	4.2	5.8	-1.6	2.7	7.2	-4.5	11.6	9.2	2.4								
Coast	10.1	10.2	-0.1	3	14.1	14.6	-0.5	9.7	11.2	-1.5	9.3	10.1	-0.8	8.3	5.7	2.6	6.0	4.2	1.8	13.1	12.6	0.5								
Edge	7.3	8.0	-0.7	7	5.6	7.1	-1.5	6.1	7.3	-1.2	5.3	6.9	-1.6	8.9	5.6	3.3	10.5	9.0	1.5	6.6	7.6	-1.0								
George FM	2.9	2.3	0.6	13	3.6	2.1	1.5	4.1	2.9	1.2	4.3	2.5	1.8	4.9	5.8	-0.9	2.8	4.0	-1.2	1.1	1.5	-0.4								
Gold AM	0.3	0.2	0.1	17	*	*	*	0.5	0.3	0.2	0.3	0.1	0.2	0.3	0.2	0.1	1.7	1.3	0.4	0.3	*	*								
Life FM	3.5	4.2	-0.7	10	2.4	3.3	-0.9	2.5	3.1	-0.6	3.7	3.2	0.5	3.2	2.4	0.8	*	0.2	*	3.6	4.6	-1.0								
Magic Talk	3.0	1.9	1.1	11	2.1	1.3	0.8	2.0	1.6	0.4	2.3	1.3	1.0	4.2	7.0	-2.8	3.0	2.1	0.9	2.1	1.7	0.4								
Mai FM	6.4	7.3	-0.9	8	7.5	7.3	0.2	7.9	8.5	-0.6	11.0	11.6	-0.6	9.1	9.9	-0.8	4.6	5.8	-1.2	5.3	5.5	-0.2								
Maniapoto FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*							
More FM	3.0	3.8	-0.8	11	3.9	3.1	0.8	3.0	3.2	-0.2	4.6	6.2	-1.6	2.5	2.3	0.2	3.0	4.2	-1.2	4.5	5.7	-1.2								
Newstalk ZB	9.9	12.7	-2.8	4	4.7	6.6	-1.9	4.0	4.2	-0.2	8.1	8.2	-0.1	12.6	16.9	-4.3	16.1	15.0	1.1	8.1	7.4	0.7								
Nga Iwi FM	*	*	*	*	*	*	*	*	*	*	0.6	0.6	0.0	1.6	1.3	0.3	3.1	2.8	0.3	*	*	*								
Radio Hauraki	2.6	2.4	0.2	14	2.4	2.1	0.3	2.6	2.9	-0.3	3.4	3.2	0.2	4.2	5.2	-1.0	0.6	1.0	-0.4	1.7	2.5	-0.8								
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*							
Rhema	0.4	0.2	0.2	16	0.5	0.5	0.0	0.1	0.3	-0.2	*	0.9	*	*	0.6	*	*	*	*	0.8	0.9	-0.1								
Rock	12.7	9.9	2.8	2	11.4	9.3	2.1	14.5	10.9	3.6	11.3	10.3	1.0	5.5	5.8	-0.3	14.9	11.9	3.0	9.0	6.9	2.1								
Star	0.3	0.3	0.0	17	0.7	0.8	-0.1	1.0	1.1	-0.1	0.1	0.2	-0.1	0.6	0.3	0.3	0.5	0.2	0.3	0.2	0.6	-0.4								
Tainui Live	0.7	1.6	-0.9	15	0.4	0.7	-0.3	0.3	0.5	-0.2	*	0.8	*	*	1.1	*	*	*	*	0.8	1.2	-0.4								
The Hits	4.7	5.5	-0.8	9	8.7	9.5	-0.8	8.8	9.8	-1.0	6.3	6.1	0.2	7.6	8.1	-0.5	7.2	10.8	-3.6	5.4	6.7	-1.3								
The Sound	7.4	7.2	0.2	6	12.4	11.5	0.9	12.9	11.4	1.5	9.7	9.6	0.1	11.0	6.4	4.6	10.5	8.9	1.6	13.6	14.1	-0.5								
ZM	13.2	12.6	0.6	1	5.8	9.1	-3.3	7.3	10.1	-2.8	9.7	9.1	0.6	5.7	5.9	-0.2	5.0	4.7	0.3	8.4	9.0	-0.6								
MediaWorks Combo	51.8	48.0	3.8		57.5	50.7	6.8	61.1	54.7	6.4	55.9	55.8	0.1	50.3	48.6	1.7	52.0	53.1	-1.1	53.9	52.1	1.8								
NZME Combo	41.1	43.8	-2.7		36.4	42.6	-6.2	33.6	39.2	-5.6	37.5	37.2	0.3	38.7	42.0	-3.3	37.4	37.8	-0.4	37.2	38.4	-1.2								

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

Survey Comparisons: 3/2017 - 1/2020

This Survey Period: Sun Sept 13 to Sat Nov 14 2020 & Sun Jan 31 to Sat Aug 28 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	29.9	35.2	-5.3	6	3.0	3.6	-0.6	9.5	12.0	-2.5	9.6	13.3	-3.7	15.1	19.1	-4.0	9.4	12.2	-2.8	9.6	11.1	-1.5	7.1	8.4	-1.3	
Coast	31.3	32.9	-1.6	4	2.6	2.4	0.2	4.8	4.6	0.2	5.2	5.8	-0.6	8.0	9.3	-1.3	9.7	11.2	-1.5	16.1	16.2	-0.1	4.2	5.0	-0.8	
Edge	38.7	43.1	-4.4	2	14.7	12.7	2.0	21.8	23.8	-2.0	16.8	20.2	-3.4	20.5	24.5	-4.0	6.5	9.4	-2.9	3.1	5.9	-2.8	9.1	8.1	1.0	
George FM	6.1	6.5	-0.4	14	2.2	2.3	-0.1	3.5	4.0	-0.5	3.0	2.5	0.5	3.9	3.0	0.9	0.9	1.6	-0.7	*	1.2	*	0.8	0.8	0.0	
Gold AM	1.2	1.0	0.2	19	0.4	0.3	0.1	*	*	*	*	*	*	0.3	*	*	0.7	0.6	0.1	0.6	0.7	-0.1	*	*	*	
Life FM	10.9	11.3	-0.4	12	2.3	1.8	0.5	3.8	3.9	-0.1	4.7	4.7	0.0	5.9	6.6	-0.7	2.5	3.2	-0.7	1.3	1.3	0.0	2.8	2.8	0.0	
Magic Talk	10.5	10.2	0.3	13	0.7	0.6	0.1	2.6	2.3	0.3	3.2	2.7	0.5	5.0	4.8	0.2	4.4	4.2	0.2	3.7	4.2	-0.5	2.9	2.5	0.4	
Mai FM	25.1	31.7	-6.6	9	9.7	13.0	-3.3	14.8	16.8	-2.0	11.7	14.8	-3.1	13.5	16.6	-3.1	2.9	2.7	0.2	1.4	1.6	-0.2	4.2	5.0	-0.8	
Maniapoto FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
More FM	20.1	24.2	-4.1	10	6.0	8.3	-2.3	6.7	7.8	-1.1	8.0	9.2	-1.2	11.4	12.8	-1.4	4.4	5.3	-0.9	2.4	3.1	-0.7	5.6	6.6	-1.0	
Newstalk ZB	30.3	33.9	-3.6	5	2.8	2.6	0.2	4.3	5.4	-1.1	5.9	6.3	-0.4	10.6	11.9	-1.3	11.8	13.1	-1.3	12.6	13.0	-0.4	5.5	7.0	-1.5	
Nga Iwi FM	2.5	2.4	0.1	18	1.2	1.0	0.2	0.5	0.5	0.0	0.5	0.5	0.0	0.8	1.0	-0.2	0.3	0.5	-0.2	0.5	0.5	0.0	*	0.2	*	
Radio Hauraki	15.1	14.7	0.4	11	2.6	2.2	0.4	5.4	5.8	-0.4	6.5	7.2	-0.7	8.8	10.3	-1.5	5.5	4.9	0.6	3.7	2.3	1.4	2.6	3.4	-0.8	
Radio Waatea	*	0.2	*	*	*	*	*	*	0.2	*	*	0.2	*	*	0.2	*	*	*	*	*	*	*	*	*	0.2	*
Rhema	2.6	2.8	-0.2	17	0.5	*	*	*	*	*	0.5	*	*	0.5	0.2	0.3	0.3	0.2	0.1	0.5	0.7	-0.2	0.3	0.2	0.1	
Rock	37.0	36.4	0.6	3	6.4	7.3	-0.9	16.8	16.8	0.0	17.5	16.5	1.0	25.7	23.8	1.9	11.7	11.0	0.7	4.9	5.2	-0.3	10.2	9.5	0.7	
Star	2.7	3.3	-0.6	16	*	*	*	0.3	0.3	0.0	1.1	0.7	0.4	1.4	1.3	0.1	0.6	1.4	-0.8	1.2	2.0	-0.8	0.4	0.3	0.1	
Tainui Live	3.2	7.1	-3.9	15	0.2	1.9	-1.7	0.7	1.9	-1.2	2.2	3.4	-1.2	3.0	4.7	-1.7	0.8	1.8	-1.0	*	0.5	*	0.9	1.5	-0.6	
The Hits	26.9	28.9	-2.0	8	7.7	6.3	1.4	7.9	9.4	-1.5	7.9	8.8	-0.9	14.4	16.8	-2.4	9.2	11.7	-2.5	4.8	5.9	-1.1	6.6	7.0	-0.4	
The Sound	29.4	29.5	-0.1	7	3.1	3.3	-0.2	6.2	5.7	0.5	7.7	6.9	0.8	15.3	15.4	-0.1	15.1	15.8	-0.7	11.0	10.8	0.2	7.1	6.2	0.9	
ZM	52.8	56.2	-3.4	1	12.4	14.6	-2.2	27.9	29.4	-1.5	27.9	28.9	-1.0	32.7	33.8	-1.1	10.3	9.6	0.7	6.5	6.9	-0.4	16.3	15.1	1.2	
MediaWorks Combo	138.6	147.3	-8.7		32.2	35.9	-3.7	54.5	57.5	-3.0	49.8	52.8	-3.0	73.9	77.1	-3.2	41.2	43.9	-2.7	28.5	31.7	-3.2	29.5	30.6	-1.1	
NZME Combo	119.5	130.1	-10.6		20.2	22.3	-2.1	40.1	46.0	-5.9	41.1	46.1	-5.0	57.5	63.9	-6.4	35.2	37.0	-1.8	33.4	33.9	-0.5	26.4	28.3	-1.9	
All Commercial Radio	198.4	211.5	-13.1		39.6	45.0	-5.4	72.1	77.7	-5.6	68.2	72.9	-4.7	101.3	106.6	-5.3	59.6	62.2	-2.6	45.6	47.9	-2.3	40.9	43.4	-2.5	
Potential (000)	288.0	288.0	0.0		69.9	69.9	0.0	102.3	103.7	-1.4	92.1	92.1	0.0	133.3	133.3	0.0	78.2	78.2	0.0	64.5	64.5	0.0	53.3	55.2	-1.9	
Sample	820	887	-67		183	203	-20	308	316	-8	273	288	-15	396	429	-33	215	242	-27	205	218	-13	175	192	-17	

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# WAIKATO COMMERCIAL RADIO - SURVEY 3 2021

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

Survey Comparisons: 3/2017 - 1/2020

This Survey Period: Sun Sept 13 to Sat Nov 14 2020 & Sun Jan 31 to Sat Aug 28 2021

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

	This	Last	+/-
Potential (000)	288.0	288.0	0.0
Sample Size	820	887	-67

	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	This	
Breeze	14.4	16.1	-1.7	6	14.7	13.1	1.6	15.4	15.7	-0.3	13.5	16.5	-3.0	4.4	5.0	-0.6	1.4	4.3	-2.9	17.9	18.9	-1.0
Coast	18.5	19.7	-1.2	4	22.3	24.4	-2.1	17.3	18.4	-1.1	16.3	15.9	0.4	6.8	4.6	2.2	3.8	2.9	0.9	20.0	21.6	-1.6
Edge	20.2	21.0	-0.8	2	10.6	14.9	-4.3	18.1	20.4	-2.3	14.8	18.8	-4.0	7.7	6.7	1.0	3.9	7.5	-3.6	23.1	22.8	0.3
George FM	4.4	4.9	-0.5	14	3.2	3.8	-0.6	4.2	4.0	0.2	3.4	3.4	0.0	2.0	2.1	-0.1	0.7	1.0	-0.3	2.4	2.4	0.0
Gold AM	0.7	0.6	0.1	18	*	*	*	1.0	0.9	0.1	0.7	0.6	0.1	0.5	0.2	0.3	0.4	0.3	0.1	0.5	0.2	0.3
Life FM	6.5	6.7	-0.2	11	3.9	3.6	0.3	3.8	4.3	-0.5	6.8	6.3	0.5	3.3	2.6	0.7	*	0.2	*	7.1	7.5	-0.4
Magic Talk	5.0	4.5	0.5	13	4.6	3.9	0.7	3.0	3.4	-0.4	2.8	2.5	0.3	2.5	2.5	0.0	2.8	2.0	0.8	5.5	5.6	-0.1
Mai FM	14.4	18.0	-3.6	6	11.3	13.6	-2.3	13.9	17.9	-4.0	17.7	21.1	-3.4	7.4	9.4	-2.0	2.4	2.9	-0.5	15.4	18.7	-3.3
Maniapoto FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
More FM	8.3	8.7	-0.4	10	5.8	6.3	-0.5	7.1	12.4	-5.3	10.2	13.1	-2.9	2.5	3.2	-0.7	2.0	3.5	-1.5	10.2	14.3	-4.1
Newstalk ZB	17.6	20.1	-2.5	5	12.9	14.7	-1.8	11.5	12.0	-0.5	14.1	15.5	-1.4	7.1	8.0	-0.9	6.3	5.1	1.2	18.5	20.6	-2.1
Nga Iwi FM	*	*	*	*	*	*	*	*	0.2	*	1.3	1.3	0.0	1.0	0.8	0.2	1.2	1.1	0.1	*	*	*
Radio Hauraki	6.0	6.4	-0.4	12	5.9	5.7	0.2	5.4	7.1	-1.7	8.6	7.5	1.1	2.9	3.7	-0.8	1.1	1.6	-0.5	5.8	5.6	0.2
Radio Waatea	*	*	*	*	*	0.2	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	1.0	0.6	0.4	16	1.1	0.4	0.7	0.5	1.5	-1.0	*	0.2	*	*	0.7	*	*	*	*	2.1	2.6	-0.5
Rock	20.2	21.1	-0.9	2	16.8	13.9	2.9	22.6	19.1	3.5	21.2	21.4	-0.2	5.7	6.4	-0.7	5.8	4.9	0.9	21.3	18.4	2.9
Star	1.3	1.4	-0.1	15	1.8	2.1	-0.3	0.8	1.7	-0.9	0.3	0.7	-0.4	0.2	0.5	-0.3	0.5	0.4	0.1	0.3	1.3	-1.0
Tainui Live	1.0	2.9	-1.9	16	2.0	2.8	-0.8	1.6	2.8	-1.2	*	2.0	*	*	0.6	*	*	*	*	2.0	3.9	-1.9
The Hits	11.1	13.3	-2.2	9	11.4	12.1	-0.7	14.2	15.0	-0.8	12.9	14.6	-1.7	4.8	6.5	-1.7	3.8	5.5	-1.7	10.2	11.5	-1.3
The Sound	11.9	13.5	-1.6	8	15.0	14.8	0.2	14.4	16.0	-1.6	11.6	14.6	-3.0	4.7	5.2	-0.5	4.2	3.1	1.1	17.4	17.8	-0.4
ZM	31.0	32.0	-1.0	1	20.0	22.4	-2.4	27.2	28.9	-1.7	28.3	27.7	0.6	9.8	8.4	1.4	4.2	5.1	-0.9	29.9	30.5	-0.6
MediaWorks Combo	85.3	90.1	-4.8		71.4	72.2	-0.8	81.2	87.4	-6.2	80.4	88.1	-7.7	30.2	34.7	-4.5	20.6	22.5	-1.9	95.8	99.4	-3.6
NZME Combo	77.1	83.3	-6.2		66.5	72.9	-6.4	68.7	73.3	-4.6	70.5	71.8	-1.3	28.0	28.0	0.0	17.9	19.4	-1.5	74.0	77.8	-3.8
All Commercial Radio	147.6	159.2	-11.6		121.8	127.4	-5.6	132.7	142.1	-9.4	139.2	146.8	-7.6	54.3	59.7	-5.4	35.6	35.7	-0.1	150.1	160.2	-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 Gold AM (from S2 2021) or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Flava or Hokonui



# WAIKATO COMMERCIAL RADIO - SURVEY 3 2021

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

Survey Comparisons: 3/2017 - 1/2020

This Survey Period: Sun Sept 13 to Sat Nov 14 2020 & Sun Jan 31 to Sat Aug 28 2021

Last Survey Period: Sun July 19 to Sat Nov 14 2020 & Sun Feb 14 to Sat Jun 19 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	10:05	7:43	2:21	1:24	2:23	-0:59	6:09	5:06	1:02	6:34	5:45	0:49	7:32	6:31	1:00	9:54	8:25	1:28	10:18	7:36	2:42	5:59	7:13	-1:14	
Coast	10:56	11:13	-0:16	22:59	19:30	3:28	18:35	16:02	2:33	7:25	5:50	1:35	7:28	6:29	0:59	8:49	10:29	-1:39	11:34	12:47	-1:13	8:52	6:11	2:40	
Edge	5:15	5:35	-0:20	6:07	6:15	-0:07	4:22	4:14	0:08	4:17	5:00	-0:42	4:30	5:07	-0:36	5:55	5:50	0:05	6:28	6:08	0:20	3:57	3:17	0:40	
George FM	16:27	12:27	4:00	13:10	12:52	0:18	15:56	15:39	0:17	13:03	14:17	-1:14	18:17	12:30	5:46	35:35	9:00	26:35	*	11:30	*	3:49	13:16	-9:27	
Gold AM	8:16	5:55	2:21	11:15	11:15	0:00	*	*	*	*	*	*	14:00	*	*	7:54	4:00	3:54	4:00	4:00	0:00	*	*	*	
Life FM	8:30	10:15	-1:45	5:25	5:38	-0:12	10:25	9:00	1:24	8:37	7:43	0:53	8:33	11:42	-3:09	7:21	14:14	-6:53	6:26	3:56	2:30	13:07	14:37	-1:30	
Magic Talk	7:04	5:49	1:14	2:21	2:22	-0:01	4:18	2:51	1:26	4:42	3:20	1:22	4:28	3:48	0:39	3:02	3:57	-0:55	5:17	8:35	-3:18	5:19	4:38	0:40	
Mai FM	9:07	8:00	1:07	7:01	6:29	0:31	8:17	7:30	0:46	10:40	9:11	1:28	10:37	9:13	1:23	9:09	8:27	0:42	7:48	6:01	1:47	11:16	7:21	3:54	
Maniapoto FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
More FM	5:38	5:38	0:00	7:17	6:58	0:18	5:01	4:29	0:32	4:28	4:46	-0:17	4:52	4:48	0:04	6:33	5:55	0:37	5:45	5:35	0:09	4:18	5:36	-1:17	
Newstalk ZB	7:38	8:00	-0:22	2:22	3:39	-1:17	6:31	4:40	1:50	5:19	4:30	0:49	6:23	5:40	0:42	6:27	6:11	0:15	9:23	9:59	-0:36	6:17	6:03	0:14	
Nga Iwi FM	3:16	3:06	0:09	3:55	3:51	0:04	1:45	1:45	0:00	1:45	1:45	0:00	1:22	1:35	-0:13	0:45	1:27	-0:42	4:45	4:45	0:00	*	2:30	*	
Radio Hauraki	5:08	5:49	-0:41	3:27	4:44	-1:16	3:08	5:23	-2:15	4:02	5:36	-1:34	7:10	7:04	0:05	7:32	7:03	0:29	1:28	1:12	0:15	6:39	6:23	0:15	
Radio Waatea	*	1:00	*	*	*	*	*	1:00	*	*	1:00	*	*	1:00	*	*	*	*	*	*	*	*	*	1:00	*
Rhema	4:15	6:10	-1:54	4:15	*	*	*	*	*	1:45	*	*	1:45	28:00	-27:15	0:15	28:00	-27:45	1:04	1:10	-0:06	0:15	28:00	-27:45	
Rock	9:51	8:20	1:30	5:02	5:09	-0:06	8:58	7:41	1:16	10:54	9:22	1:31	11:34	10:31	1:03	11:36	9:38	1:57	7:07	2:54	4:12	11:43	10:48	0:55	
Star	5:59	6:04	-0:05	*	*	*	0:30	0:30	0:00	0:19	0:20	-0:01	0:22	0:24	-0:02	1:05	1:52	-0:46	12:43	9:44	2:59	0:30	0:30	0:00	
Tainui Live	4:04	4:12	-0:08	1:00	2:21	-1:21	0:52	2:36	-1:44	2:35	3:53	-1:17	4:18	4:42	-0:24	9:16	6:43	2:32	*	6:30	*	1:30	3:22	-1:52	
The Hits	7:59	8:45	-0:46	3:19	3:38	-0:18	5:26	4:57	0:29	6:41	5:41	0:59	8:59	9:53	-0:54	10:57	12:40	-1:42	12:23	11:00	1:23	7:30	9:30	-2:00	
The Sound	11:59	11:45	0:13	17:37	7:22	10:15	17:30	12:30	5:00	9:36	10:43	-1:07	12:04	13:31	-1:26	11:39	13:05	-1:26	10:16	10:37	-0:20	10:33	10:20	0:13	
ZM	5:02	5:37	-0:34	4:06	4:34	-0:28	5:38	5:45	-0:07	5:15	5:22	-0:06	5:35	5:42	-0:06	6:13	8:59	-2:46	4:41	7:52	-3:11	5:53	7:30	-1:36	
MediaWorks Combo	12:32	11:30	1:02	10:03	9:00	1:02	11:40	10:19	1:20	12:20	11:56	0:23	13:16	12:41	0:35	13:13	12:40	0:32	10:56	10:20	0:36	12:16	11:25	0:50	
NZME Combo	9:41	10:06	-0:24	8:18	7:35	0:42	8:24	7:35	0:49	7:16	6:44	0:32	8:52	8:48	0:03	10:36	12:42	-2:06	12:04	13:38	-1:34	8:54	9:42	-0:47	
All Commercial Radio	15:43	15:24	0:18	13:12	11:40	1:32	14:25	13:00	1:24	14:29	13:57	0:32	15:44	15:47	-0:02	16:01	17:46	-1:45	16:36	17:24	-0:47	15:55	15:55	-0:00	
Potential (000)	288.0	288.0	0.0	69.9	69.9	0.0	102.3	103.7	-1.4	92.1	92.1	0.0	133.3	133.3	0.0	78.2	78.2	0.0	64.5	64.5	0.0	53.3	55.2	-1.9	
Sample	820	887	-67	183	203	-20	308	316	-8	273	288	-15	396	429	-33	215	242	-27	205	218	-13	175	192	-17	

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



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	This	Last	+/-
Potential (000)	288.0	288.0	0.0
Sample Size	820	887	-67

	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	3:49	2:56	0:53	4:14	3:57	0:17	4:45	4:01	0:44	2:13	1:51	0:21	1:20	1:42	-0:21	2:10	1:45	0:25	3:59	3:21	0:38
Coast	3:17	3:10	0:07	3:33	3:30	0:03	3:50	4:18	-0:28	2:17	2:37	-0:20	1:41	1:48	-0:06	1:47	1:30	0:17	4:00	4:02	-0:01
Edge	2:10	2:19	-0:08	2:58	2:49	0:08	2:17	2:33	-0:15	1:25	1:31	-0:05	1:36	1:13	0:22	3:03	1:15	1:48	1:45	2:17	-0:31
George FM	3:57	2:51	1:05	6:21	3:18	3:02	6:45	5:08	1:36	5:01	3:06	1:54	3:27	4:00	-0:32	4:45	4:12	0:32	2:51	4:16	-1:25
Gold AM	2:58	2:00	0:58	*	*	*	2:59	2:34	0:24	1:29	1:00	0:29	0:58	2:00	-1:01	5:15	5:15	0:00	3:44	2:00	1:44
Life FM	3:14	3:48	-0:34	3:30	5:23	-1:52	4:29	5:13	-0:43	2:12	2:05	0:07	1:19	1:18	0:00	*	1:00	*	3:07	4:12	-1:05
Magic Talk	3:32	2:29	1:03	2:30	1:58	0:31	4:34	3:24	1:09	3:17	2:03	1:14	2:23	4:04	-1:41	1:13	1:08	0:04	2:19	2:02	0:17
Mai FM	2:39	2:27	0:11	3:45	3:09	0:35	3:53	3:22	0:30	2:30	2:16	0:13	1:41	1:31	0:10	2:09	2:07	0:02	2:06	2:01	0:05
Maniapoto FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
More FM	2:11	2:41	-0:30	3:47	2:53	0:54	2:52	1:49	1:02	1:49	1:57	-0:08	1:21	1:04	0:16	1:39	1:16	0:23	2:42	2:44	-0:02
Newstalk ZB	3:23	3:51	-0:28	2:02	2:39	-0:36	2:22	2:29	-0:06	2:19	2:11	0:07	2:28	3:04	-0:35	2:52	3:06	-0:13	2:41	2:27	0:14
Nga Iwi FM	*	*	*	*	*	*	*	0:30	*	1:59	1:57	0:02	2:15	2:15	0:00	2:48	2:44	0:04	*	*	*
Radio Hauraki	2:35	2:16	0:19	2:19	2:07	0:12	3:16	2:53	0:22	1:35	1:45	-0:10	1:59	2:02	-0:02	0:38	0:37	0:00	1:47	3:02	-1:14
Radio Waatea	*	*	*	*	1:00	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	2:25	1:52	0:33	2:38	8:45	-6:06	1:00	1:23	-0:23	*	15:00	*	*	1:15	*	*	*	*	2:27	2:29	-0:02
Rock	3:48	2:51	0:56	3:48	3:56	-0:08	4:22	4:02	0:20	2:09	1:59	0:09	1:20	1:19	0:01	2:52	2:33	0:19	2:35	2:34	0:00
Star	1:23	1:08	0:15	2:14	2:18	-0:03	9:02	4:24	4:37	1:00	1:28	-0:28	4:15	1:00	3:15	1:04	0:30	0:34	5:45	3:09	2:35
Tainui Live	3:57	3:23	0:33	1:03	1:31	-0:27	1:24	1:12	0:12	*	1:31	*	*	2:27	*	*	*	*	2:18	2:03	0:14
The Hits	2:31	2:31	0:00	4:18	4:38	-0:19	4:14	4:37	-0:23	1:57	1:44	0:13	2:12	1:48	0:23	2:06	2:04	0:01	3:16	3:59	-0:43
The Sound	3:45	3:14	0:30	4:38	4:34	0:03	6:08	5:04	1:03	3:22	2:42	0:40	3:13	1:46	1:27	2:50	2:58	-0:07	4:47	5:26	-0:38
ZM	2:34	2:23	0:10	1:37	2:23	-0:46	1:50	2:29	-0:38	1:23	1:21	0:01	0:48	1:01	-0:13	1:20	0:57	0:22	1:43	2:02	-0:18
MediaWorks Combo	3:39	3:14	0:24	4:32	4:07	0:24	5:09	4:26	0:42	2:47	2:37	0:10	2:18	2:02	0:15	2:50	2:29	0:20	3:27	3:36	-0:09
NZME Combo	3:12	3:12	0:00	3:04	3:26	-0:21	3:21	3:47	-0:26	2:08	2:08	-0:00	1:55	2:11	-0:15	2:20	2:03	0:17	3:05	3:24	-0:18
All Commercial Radio	4:04	3:49	0:15	4:37	4:36	0:00	5:09	5:00	0:09	2:53	2:48	0:04	2:33	2:26	0:06	3:09	2:57	0:12	4:05	4:17	-0:12

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