

## WAIKATO COMMERCIAL RADIO - SURVEY 4 2021

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

Survey Comparisons: 3/2017 - 1/2020

This Survey Period: Sun Feb 14 to Sat Nov 6 2021

Last Survey Period: Sun Sept 13 to Sat Nov 14 2020 & Sun Feb 14 to Sat Aug 28 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	11.9	9.7	2.2	1	0.6	0.8	-0.2	9.4	5.6	3.8	11.9	6.4	5.5	10.3	7.2	3.1	11.5	9.8	1.7	15.6	13.0	2.6	10.6	6.5	4.1
Coast	10.7	11.0	-0.3	4	14.2	11.5	2.7	11.2	8.5	2.7	5.5	3.9	1.6	4.4	3.8	0.6	7.6	9.0	-1.4	20.5	24.6	-4.1	6.7	5.7	1.0
Edge	5.9	6.5	-0.6	8	17.2	17.2	0.0	8.7	9.2	-0.5	6.9	7.3	-0.4	5.3	5.8	-0.5	2.8	4.0	-1.2	1.5	2.7	-1.2	6.3	5.5	0.8
George FM	1.8	3.2	-1.4	14	2.0	5.5	-3.5	0.4	5.4	-5.0	2.3	3.9	-1.6	3.2	4.5	-1.3	2.6	3.4	-0.8	*	*	*	2.3	0.5	1.8
Gold AM	0.3	0.3	0.0	16	0.8	0.8	0.0	*	*	*	*	*	*	0.2	0.2	0.0	0.3	0.6	-0.3	0.1	0.3	-0.2	*	*	*
Life FM	2.7	3.0	-0.3	12	3.9	2.4	1.5	3.7	3.8	-0.1	4.3	4.1	0.2	3.5	3.2	0.3	1.8	1.9	-0.1	0.6	1.1	-0.5	7.7	5.6	2.1
Magic Talk	2.7	2.4	0.3	12	*	0.3	*	1.0	1.1	-0.1	1.7	1.5	0.2	1.6	1.4	0.2	2.0	1.4	0.6	2.6	2.6	0.0	1.7	2.4	-0.7
Mai FM	7.2	7.3	-0.1	7	17.5	13.1	4.4	12.0	11.8	0.2	11.2	12.7	-1.5	7.9	9.0	-1.1	2.5	2.7	-0.2	1.1	1.4	-0.3	8.3	7.2	1.1
Maniapoto FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
More FM	4.2	3.6	0.6	10	5.0	8.3	-3.3	3.2	3.2	0.0	3.7	3.6	0.1	5.3	3.5	1.8	6.5	3.0	3.5	3.4	1.9	1.5	3.1	3.7	-0.6
Newstalk ZB	10.7	7.4	3.3	4	1.4	1.3	0.1	2.9	2.7	0.2	4.0	3.2	0.8	5.1	4.2	0.9	10.0	8.0	2.0	18.9	15.6	3.3	4.4	5.3	-0.9
Nga Iwi FM	0.1	0.3	-0.2	19	0.6	0.9	-0.3	*	0.1	*	*	0.1	*	*	0.1	*	*	*	*	*	0.3	*	*	*	*
Radio Hauraki	2.9	2.5	0.4	11	1.5	1.7	-0.2	1.1	1.6	-0.5	2.2	2.7	-0.5	4.8	4.0	0.8	5.9	4.4	1.5	1.5	0.7	0.8	2.5	2.7	-0.2
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	0.3	0.4	-0.1	16	0.5	0.4	0.1	0.1	*	*	0.2	0.1	0.1	0.1	0.1	0.0	*	*	*	*	0.1	*	0.2	*	*
Rock	11.3	11.7	-0.4	3	4.5	6.1	-1.6	13.5	14.5	-1.0	16.5	19.3	-2.8	17.8	18.7	-0.9	13.4	14.3	-0.9	6.1	4.6	1.5	8.9	18.3	-9.4
Star	0.5	0.5	0.0	15	*	*	*	*	*	*	*	*	*	*	*	*	0.1	0.1	0.0	1.7	2.0	-0.3	*	*	*
Tainui Live	0.3	0.4	-0.1	16	0.4	*	*	*	0.1	*	0.5	0.6	-0.1	0.3	0.8	-0.5	0.3	0.7	-0.4	0.4	*	*	0.7	0.2	0.5
The Hits	5.3	6.9	-1.6	9	4.7	4.9	-0.2	4.4	4.2	0.2	4.3	5.3	-1.0	7.5	8.1	-0.6	8.7	10.5	-1.8	4.1	7.9	-3.8	7.6	7.6	0.0
The Sound	11.5	11.3	0.2	2	11.3	10.5	0.8	9.7	10.4	-0.7	5.2	7.5	-2.3	8.9	11.6	-2.7	19.2	18.4	0.8	19.1	14.9	4.2	17.8	11.4	6.4
ZM	7.4	8.5	-1.1	6	9.7	9.7	0.0	15.3	15.1	0.2	16.0	14.9	1.1	10.7	11.5	-0.8	4.0	6.7	-2.7	2.8	4.0	-1.2	9.7	14.7	-5.0
MediaWorks Combo	56.5	55.8	0.7		58.2	61.8	-3.6	57.9	61.2	-3.3	59.4	62.2	-2.8	60.4	61.6	-1.2	60.4	56.9	3.5	49.4	41.1	8.3	59.0	55.6	3.4
NZME Combo	37.8	37.1	0.7		34.4	32.0	2.4	35.6	32.4	3.2	32.7	30.2	2.5	33.2	32.0	1.2	36.5	39.1	-2.6	47.8	53.2	-5.4	30.9	36.0	-5.1
Potential (000)	288.0	288.0	0.0		69.9	69.9	0.0	99.6	102.3	-2.7	92.1	92.1	0.0	133.3	133.3	0.0	78.2	78.2	0.0	64.5	64.5	0.0	51.4	53.3	-1.9
Sample	808	820	-12		172	183	-11	293	308	-15	268	273	-5	393	396	-3	221	215	6	204	205	-1	162	175	-13

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

MediaWorks Combo: Breeze or Edge or George FM or Magic Talk or Mai FM or More FM or Rock or The Sound

NZME Combo: Coast or Gold AM 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 Survey Period: Sun Feb 14 to Sat Nov 6 2021

Last Survey Period: Sun Sept 13 to Sat Nov 14 2020 & Sun Feb 14 to Sat Aug 28 2021

	This	Last	+/-
Potential (000)	288.0	288.0	0.0
Sample Size	808	820	-12

	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	11.4	9.2	2.2	3	15.8	11.1	4.7	13.7	10.7	3.0	9.0	7.5	1.5	2.9	4.2	-1.3	4.7	2.7	2.0	12.9	11.6	1.3	
Coast	9.6	10.1	-0.5	5	14.3	14.1	0.2	10.6	9.7	0.9	7.7	9.3	-1.6	9.6	8.3	1.3	10.4	6.0	4.4	11.1	13.1	-2.0	
Edge	6.7	7.3	-0.6	8	4.1	5.6	-1.5	5.4	6.1	-0.7	5.0	5.3	-0.3	6.7	8.9	-2.2	12.6	10.5	2.1	6.1	6.6	-0.5	
George FM	1.3	2.9	-1.6	14	2.2	3.6	-1.4	2.4	4.1	-1.7	3.0	4.3	-1.3	1.5	4.9	-3.4	*	2.8	*	1.0	1.1	-0.1	
Gold AM	0.2	0.3	-0.1	18	*	*	*	0.4	0.5	-0.1	0.1	0.3	-0.2	0.3	0.3	0.0	2.0	1.7	0.3	0.3	0.3	0.0	
Life FM	3.0	3.5	-0.5	11	1.7	2.4	-0.7	2.1	2.5	-0.4	4.3	3.7	0.6	5.2	3.2	2.0	*	*	*	2.4	3.6	-1.2	
Magic Talk	2.7	3.0	-0.3	12	3.2	2.1	1.1	2.6	2.0	0.6	2.3	2.3	0.0	3.0	4.2	-1.2	2.8	3.0	-0.2	2.5	2.1	0.4	
Mai FM	8.1	6.4	1.7	6	6.2	7.5	-1.3	7.8	7.9	-0.1	9.4	11.0	-1.6	7.6	9.1	-1.5	0.8	4.6	-3.8	6.0	5.3	0.7	
Maniapoto FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
More FM	3.7	3.0	0.7	10	3.5	3.9	-0.4	4.1	3.0	1.1	4.7	4.6	0.1	4.2	2.5	1.7	6.2	3.0	3.2	4.7	4.5	0.2	
Newstalk ZB	14.0	9.9	4.1	1	8.5	4.7	3.8	6.2	4.0	2.2	11.6	8.1	3.5	13.7	12.6	1.1	23.2	16.1	7.1	10.4	8.1	2.3	
Nga Iwi FM	*	*	*	*	*	*	*	*	*	*	*	0.6	*	*	1.6	*	2.2	3.1	-0.9	0.2	*	*	
Radio Hauraki	2.7	2.6	0.1	12	3.2	2.4	0.8	3.3	2.6	0.7	2.8	3.4	-0.6	3.9	4.2	-0.3	2.9	0.6	2.3	2.0	1.7	0.3	
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	0.3	0.4	-0.1	16	0.1	0.5	-0.4	0.1	0.1	0.0	*	*	*	0.1	*	*	*	*	*	0.8	0.8	0.0	
Rock	10.1	12.7	-2.6	4	10.4	11.4	-1.0	14.2	14.5	-0.3	12.3	11.3	1.0	12.7	5.5	7.2	11.2	14.9	-3.7	9.2	9.0	0.2	
Star	0.3	0.3	0.0	16	0.7	0.7	0.0	0.9	1.0	-0.1	0.1	0.1	0.0	0.6	0.6	0.0	0.5	0.5	0.0	0.3	0.2	0.1	
Tainui Live	0.8	0.7	0.1	15	0.2	0.4	-0.2	*	0.3	*	0.4	*	*	*	*	*	0.1	*	*	0.3	0.8	-0.5	
The Hits	4.0	4.7	-0.7	9	6.9	8.7	-1.8	7.2	8.8	-1.6	4.7	6.3	-1.6	5.2	7.6	-2.4	5.6	7.2	-1.6	3.8	5.4	-1.6	
The Sound	6.9	7.4	-0.5	7	11.5	12.4	-0.9	11.9	12.9	-1.0	12.0	9.7	2.3	12.1	11.0	1.1	3.5	10.5	-7.0	16.0	13.6	2.4	
ZM	12.2	13.2	-1.0	2	5.4	5.8	-0.4	5.3	7.3	-2.0	8.4	9.7	-1.3	5.5	5.7	-0.2	5.7	5.0	0.7	7.3	8.4	-1.1	
MediaWorks Combo	51.0	51.8	-0.8		56.9	57.5	-0.6	62.1	61.1	1.0	57.8	55.9	1.9	50.8	50.3	0.5	41.9	52.0	-10.1	58.5	53.9	4.6	
NZME Combo	42.9	41.1	1.8		39.0	36.4	2.6	34.0	33.6	0.4	35.7	37.5	-1.8	38.1	38.7	-0.6	51.0	37.4	13.6	35.2	37.2	-2.0	

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

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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	34.1	29.9	4.2	3	2.6	3.0	-0.4	9.9	9.5	0.4	10.9	9.6	1.3	17.4	15.1	2.3	12.0	9.4	2.6	11.2	9.6	1.6	7.7	7.1	0.6	
Coast	29.2	31.3	-2.1	6	4.3	2.6	1.7	5.7	4.8	0.9	5.0	5.2	-0.2	9.1	8.0	1.1	9.8	9.7	0.1	13.4	16.1	-2.7	3.3	4.2	-0.9	
Edge	36.4	38.7	-2.3	2	15.8	14.7	1.1	19.9	21.8	-1.9	15.5	16.8	-1.3	18.5	20.5	-2.0	4.6	6.5	-1.9	1.8	3.1	-1.3	9.4	9.1	0.3	
George FM	5.7	6.1	-0.4	14	2.2	2.2	0.0	2.2	3.5	-1.3	2.9	3.0	-0.1	3.5	3.9	-0.4	0.6	0.9	-0.3	*	*	*	1.3	0.8	0.5	
Gold AM	1.3	1.2	0.1	19	0.4	0.4	0.0	*	*	*	*	*	*	0.5	0.3	0.2	0.5	0.7	-0.2	0.4	0.6	-0.2	*	*	*	
Life FM	12.9	10.9	2.0	12	4.1	2.3	1.8	4.2	3.8	0.4	4.9	4.7	0.2	6.7	5.9	0.8	2.7	2.5	0.2	1.2	1.3	-0.1	3.4	2.8	0.6	
Magic Talk	10.3	10.5	-0.2	13	0.2	0.7	-0.5	1.7	2.6	-0.9	2.6	3.2	-0.6	4.3	5.0	-0.7	4.5	4.4	0.1	4.5	3.7	0.8	2.1	2.9	-0.8	
Mai FM	28.4	25.1	3.3	7	12.9	9.7	3.2	13.6	14.8	-1.2	10.5	11.7	-1.2	14.0	13.5	0.5	4.0	2.9	1.1	1.1	1.4	-0.3	4.4	4.2	0.2	
Maniapoto FM	0.4	*	*	20	*	*	*	0.3	*	*	0.3	*	*	0.3	*	*	*	*	*	0.1	*	*	*	*	*	*
More FM	21.8	20.1	1.7	10	6.4	6.0	0.4	6.8	6.7	0.1	7.8	8.0	-0.2	11.8	11.4	0.4	6.3	4.4	1.9	3.4	2.4	1.0	5.2	5.6	-0.4	
Newstalk ZB	32.3	30.3	2.0	4	3.5	2.8	0.7	3.8	4.3	-0.5	6.0	5.9	0.1	9.7	10.6	-0.9	11.6	11.8	-0.2	13.2	12.6	0.6	3.7	5.5	-1.8	
Nga Iwi FM	1.4	2.5	-1.1	18	0.8	1.2	-0.4	*	0.5	*	*	0.5	*	0.6	0.8	-0.2	0.6	0.3	0.3	*	0.5	*	*	*	*	
Radio Hauraki	13.5	15.1	-1.6	11	2.5	2.6	-0.1	3.5	5.4	-1.9	4.0	6.5	-2.5	6.7	8.8	-2.1	6.9	5.5	1.4	4.4	3.7	0.7	2.5	2.6	-0.1	
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	3.2	2.6	0.6	15	0.7	0.5	0.2	0.6	*	*	1.1	0.5	0.6	1.1	0.5	0.6	0.3	0.3	0.0	0.6	0.5	0.1	0.7	0.3	0.4	
Rock	32.0	37.0	-5.0	5	5.5	6.4	-0.9	14.4	16.8	-2.4	15.4	17.5	-2.1	22.6	25.7	-3.1	9.8	11.7	-1.9	3.2	4.9	-1.7	6.7	10.2	-3.5	
Star	2.5	2.7	-0.2	17	*	*	*	*	0.3	*	0.7	1.1	-0.4	1.1	1.4	-0.3	0.6	0.6	0.0	1.4	1.2	0.2	0.4	0.4	0.0	
Tainui Live	3.2	3.2	0.0	15	0.8	0.2	0.6	0.4	0.7	-0.3	1.7	2.2	-0.5	1.7	3.0	-1.3	0.5	0.8	-0.3	0.7	*	*	1.3	0.9	0.4	
The Hits	24.7	26.9	-2.2	9	8.1	7.7	0.4	8.3	7.9	0.4	7.0	7.9	-0.9	12.1	14.4	-2.3	8.3	9.2	-0.9	4.4	4.8	-0.4	5.6	6.6	-1.0	
The Sound	28.3	29.4	-1.1	8	2.9	3.1	-0.2	5.9	6.2	-0.3	6.6	7.7	-1.1	14.2	15.3	-1.1	15.9	15.1	0.8	10.1	11.0	-0.9	7.9	7.1	0.8	
ZM	48.3	52.8	-4.5	1	12.1	12.4	-0.3	24.4	27.9	-3.5	24.7	27.9	-3.2	29.4	32.7	-3.3	9.2	10.3	-1.1	5.5	6.5	-1.0	13.3	16.3	-3.0	
MediaWorks Combo	135.9	138.6	-2.7		33.5	32.2	1.3	49.9	54.5	-4.6	46.0	49.8	-3.8	68.7	73.9	-5.2	40.5	41.2	-0.7	28.4	28.5	-0.1	28.4	29.5	-1.1	
NZME Combo	115.6	119.5	-3.9		21.3	20.2	1.1	36.6	40.1	-3.5	36.8	41.1	-4.3	53.5	57.5	-4.0	36.9	35.2	1.7	33.0	33.4	-0.4	22.5	26.4	-3.9	
All Commercial Radio	196.6	198.4	-1.8		42.5	39.6	2.9	69.5	72.1	-2.6	65.6	68.2	-2.6	96.9	101.3	-4.4	58.5	59.6	-1.1	45.6	45.6	0.0	38.8	40.9	-2.1	
Potential (000)	288.0	288.0	0.0		69.9	69.9	0.0	99.6	102.3	-2.7	92.1	92.1	0.0	133.3	133.3	0.0	78.2	78.2	0.0	64.5	64.5	0.0	51.4	53.3	-1.9	
Sample	808	820	-12		172	183	-11	293	308	-15	268	273	-5	393	396	-3	221	215	6	204	205	-1	162	175	-13	

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	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	17.3	14.4	2.9	3	18.2	14.7	3.5	16.0	15.4	0.6	12.8	13.5	-0.7	3.4	4.4	-1.0	2.9	1.4	1.5	23.0	17.9	5.1	
Coast	17.3	18.5	-1.2	3	16.9	22.3	-5.4	16.4	17.3	-0.9	14.5	16.3	-1.8	7.7	6.8	0.9	5.7	3.8	1.9	16.6	20.0	-3.4	
Edge	17.0	20.2	-3.2	6	8.4	10.6	-2.2	18.5	18.1	0.4	16.0	14.8	1.2	7.0	7.7	-0.7	4.8	3.9	0.9	22.2	23.1	-0.9	
George FM	3.0	4.4	-1.4	14	2.3	3.2	-0.9	3.5	4.2	-0.7	2.7	3.4	-0.7	2.3	2.0	0.3	*	0.7	*	2.5	2.4	0.1	
Gold AM	0.4	0.7	-0.3	18	*	*	*	0.6	1.0	-0.4	0.2	0.7	-0.5	0.4	0.5	-0.1	0.4	0.4	0.0	0.7	0.5	0.2	
Life FM	7.2	6.5	0.7	11	4.2	3.9	0.3	4.7	3.8	0.9	7.2	6.8	0.4	5.5	3.3	2.2	*	*	*	7.6	7.1	0.5	
Magic Talk	5.2	5.0	0.2	13	6.3	4.6	1.7	4.3	3.0	1.3	3.2	2.8	0.4	2.9	2.5	0.4	2.5	2.8	-0.3	6.1	5.5	0.6	
Mai FM	16.6	14.4	2.2	7	8.9	11.3	-2.4	14.8	13.9	0.9	14.8	17.7	-2.9	8.6	7.4	1.2	1.5	2.4	-0.9	17.2	15.4	1.8	
Maniapoto FM	*	*	*	*	*	*	*	0.3	*	*	0.3	*	*	*	*	*	*	*	*	*	0.1	*	*
More FM	8.9	8.3	0.6	9	4.8	5.8	-1.0	7.8	7.1	0.7	9.9	10.2	-0.3	4.0	2.5	1.5	2.8	2.0	0.8	13.0	10.2	2.8	
Newstalk ZB	20.4	17.6	2.8	2	18.4	12.9	5.5	15.2	11.5	3.7	17.5	14.1	3.4	8.2	7.1	1.1	8.8	6.3	2.5	21.0	18.5	2.5	
Nga Iwi FM	0.4	*	*	18	0.4	*	*	*	*	*	0.2	1.3	-1.1	*	1.0	*	0.8	1.2	-0.4	0.2	*	*	
Radio Hauraki	5.4	6.0	-0.6	12	5.5	5.9	-0.4	6.1	5.4	0.7	6.2	8.6	-2.4	2.7	2.9	-0.2	2.0	1.1	0.9	6.8	5.8	1.0	
Radio Waatea	0.7	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
Rhema	0.7	1.0	-0.3	17	1.2	1.1	0.1	0.4	0.5	-0.1	0.2	*	*	0.3	*	*	*	*	*	2.2	2.1	0.1	
Rock	17.2	20.2	-3.0	5	15.8	16.8	-1.0	21.0	22.6	-1.6	18.3	21.2	-2.9	6.8	5.7	1.1	4.7	5.8	-1.1	20.0	21.3	-1.3	
Star	1.3	1.3	0.0	16	1.8	1.8	0.0	0.7	0.8	-0.1	0.2	0.3	-0.1	0.3	0.2	0.1	0.5	0.5	0.0	0.5	0.3	0.2	
Tainui Live	1.5	1.0	0.5	15	1.2	2.0	-0.8	0.7	1.6	-0.9	0.5	*	*	*	*	*	0.2	*	*	1.2	2.0	-0.8	
The Hits	8.1	11.1	-3.0	10	8.0	11.4	-3.4	12.4	14.2	-1.8	11.4	12.9	-1.5	3.8	4.8	-1.0	3.2	3.8	-0.6	10.1	10.2	-0.1	
The Sound	13.5	11.9	1.6	8	14.8	15.0	-0.2	13.9	14.4	-0.5	12.9	11.6	1.3	8.3	4.7	3.6	2.3	4.2	-1.9	18.5	17.4	1.1	
ZM	28.1	31.0	-2.9	1	19.4	20.0	-0.6	22.4	27.2	-4.8	24.0	28.3	-4.3	10.9	9.8	1.1	3.7	4.2	-0.5	28.1	29.9	-1.8	
MediaWorks Combo	83.5	85.3	-1.8		68.6	71.4	-2.8	81.0	81.2	-0.2	76.2	80.4	-4.2	36.5	30.2	6.3	19.4	20.6	-1.2	101.6	95.8	5.8	
NZME Combo	72.8	77.1	-4.3		62.7	66.5	-3.8	67.1	68.7	-1.6	65.8	70.5	-4.7	29.9	28.0	1.9	22.5	17.9	4.6	74.0	74.0	0.0	
All Commercial Radio	143.0	147.6	-4.6		118.3	121.8	-3.5	131.1	132.7	-1.6	134.5	139.2	-4.7	63.2	54.3	8.9	38.0	35.6	2.4	152.0	150.1	1.9	

MediaWorks Combo: Breeze or Edge or George FM or Magic Talk or Mai FM or More FM or Rock or The Sound

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



## WAIKATO COMMERCIAL RADIO - SURVEY 4 2021

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

Survey Comparisons: 3/2017 - 1/2020

This Survey Period: Sun Feb 14 to Sat Nov 6 2021

Last Survey Period: Sun Sept 13 to Sat Nov 14 2020 & Sun Feb 14 to Sat Aug 28 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	10:51	10:05	0:46	1:18	1:24	-0:06	8:55	6:09	2:45	8:54	6:34	2:20	8:17	7:32	0:45	10:01	9:54	0:07	11:53	10:18	1:34	8:11	5:59	2:12
Coast	11:23	10:56	0:27	18:22	22:59	-4:37	18:30	18:35	-0:04	8:59	7:25	1:33	6:48	7:28	-0:39	8:09	8:49	-0:39	12:59	11:34	1:25	12:07	8:52	3:15
Edge	5:00	5:15	-0:14	6:03	6:07	-0:04	4:06	4:22	-0:16	3:36	4:17	-0:41	3:58	4:30	-0:31	6:24	5:55	0:29	7:02	6:28	0:34	4:01	3:57	0:03
George FM	9:51	16:27	-6:35	4:59	13:10	-8:11	1:36	15:56	-14:20	6:22	13:03	-6:40	12:55	18:17	-5:22	43:34	35:35	7:58	*	*	*	10:37	3:49	6:47
Gold AM	6:51	8:16	-1:25	11:15	11:15	0:00	*	*	*	*	*	*	6:53	14:00	-7:06	6:53	7:54	-1:01	2:15	4:00	-1:44	*	*	*
Life FM	6:23	8:30	-2:06	5:11	5:25	-0:14	8:18	10:25	-2:06	7:11	8:37	-1:26	7:21	8:33	-1:11	7:04	7:21	-0:16	4:19	6:26	-2:07	13:31	13:07	0:24
Magic Talk	8:06	7:04	1:02	0:45	2:21	-1:36	5:14	4:18	0:56	5:13	4:42	0:30	5:21	4:28	0:53	4:35	3:02	1:32	4:57	5:17	-0:19	4:50	5:19	-0:28
Mai FM	7:50	9:07	-1:17	7:32	7:01	0:30	8:17	8:17	-0:00	8:42	10:40	-1:57	7:57	10:37	-2:40	6:31	9:09	-2:37	8:10	7:48	0:21	11:15	11:16	-0:00
Maniapoto FM	0:26	*	*	*	*	*	0:30	*	*	0:30	*	*	0:30	*	*	*	*	*	0:15	*	*	*	*	*
More FM	6:00	5:38	0:21	4:22	7:17	-2:55	4:21	5:01	-0:40	3:52	4:28	-0:35	6:16	4:52	1:23	10:56	6:33	4:23	8:30	5:45	2:45	3:33	4:18	-0:45
Newstalk ZB	10:15	7:38	2:38	2:19	2:22	-0:03	7:09	6:31	0:38	5:26	5:19	0:06	7:17	6:23	0:54	9:06	6:27	2:38	12:10	9:23	2:47	6:56	6:17	0:38
Nga Iwi FM	2:48	3:16	-0:27	4:35	3:55	0:39	*	1:45	*	*	1:45	*	0:34	1:22	-0:47	0:34	0:45	-0:10	*	4:45	*	*	*	*
Radio Hauraki	6:33	5:08	1:25	3:21	3:27	-0:06	3:04	3:08	-0:04	4:25	4:02	0:23	10:09	7:10	2:59	9:04	7:32	1:31	2:52	1:28	1:24	5:54	6:39	-0:44
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	2:44	4:15	-1:31	4:15	4:15	0:00	2:01	*	*	1:53	1:45	0:08	1:53	1:45	0:08	0:15	0:15	0:00	0:34	1:04	-0:29	1:21	0:15	1:06
Rock	10:57	9:51	1:06	4:38	5:02	-0:24	8:49	8:58	-0:08	8:46	10:54	-2:07	11:01	11:34	-0:32	14:27	11:36	2:51	16:06	7:07	8:59	7:57	11:43	-3:46
Star	6:03	5:59	0:03	*	*	*	*	0:30	*	0:15	0:19	-0:04	0:20	0:22	-0:01	0:58	1:05	-0:07	10:41	12:43	-2:01	0:30	0:30	0:00
Tainui Live	2:57	4:04	-1:06	2:41	1:00	1:41	0:54	0:52	0:01	2:32	2:35	-0:03	2:32	4:18	-1:46	6:30	9:16	-2:46	4:13	*	*	3:11	1:30	1:41
The Hits	6:43	7:59	-1:16	3:14	3:19	-0:05	4:55	5:26	-0:30	5:04	6:41	-1:37	8:38	8:59	-0:20	11:00	10:57	0:03	7:49	12:23	-4:34	8:08	7:30	0:37
The Sound	12:36	11:59	0:36	21:48	17:37	4:10	15:29	17:30	-2:00	6:29	9:36	-3:07	8:47	12:04	-3:16	12:41	11:39	1:02	16:03	10:16	5:47	13:29	10:33	2:55
ZM	4:46	5:02	-0:16	4:26	4:06	0:20	5:52	5:38	0:14	5:16	5:15	0:01	5:07	5:35	-0:28	4:30	6:13	-1:42	4:21	4:41	-0:19	4:21	5:53	-1:31
MediaWorks Combo	12:54	12:32	0:21	9:39	10:03	-0:24	10:52	11:40	-0:48	10:32	12:20	-1:48	12:18	13:16	-0:58	15:43	13:13	2:29	14:47	10:56	3:50	12:26	12:16	0:10
NZME Combo	10:09	9:41	0:28	8:57	8:18	0:39	9:07	8:24	0:42	7:14	7:16	-0:02	8:41	8:52	-0:11	10:24	10:36	-0:12	12:20	12:04	0:16	8:12	8:54	-0:41
All Commercial Radio	15:47	15:43	0:04	13:05	13:12	-0:07	13:29	14:25	-0:55	12:25	14:29	-2:04	14:26	15:44	-1:17	18:01	16:01	1:59	18:40	16:36	2:03	15:25	15:55	-0:29
Potential (000)	288.0	288.0	0.0	69.9	69.9	0.0	99.6	102.3	-2.7	92.1	92.1	0.0	133.3	133.3	0.0	78.2	78.2	0.0	64.5	64.5	0.0	51.4	53.3	-1.9
Sample	808	820	-12	172	183	-11	293	308	-15	268	273	-5	393	396	-3	221	215	6	204	205	-1	162	175	-13

MediaWorks Combo: Breeze or Edge or George FM or Magic Talk or Mai FM or More FM or Rock or The Sound

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

# WAIKATO COMMERCIAL RADIO - SURVEY 4 2021

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

Survey Comparisons: 3/2017 - 1/2020

This Survey Period: Sun Feb 14 to Sat Nov 6 2021

Last Survey Period: Sun Sept 13 to Sat Nov 14 2020 & Sun Feb 14 to Sat Aug 28 2021

	This	Last	+/-
Potential (000)	288.0	288.0	0.0
Sample Size	808	820	-12

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

MediaWorks Combo: Breeze or Edge or George FM or Magic Talk or Mai FM or More FM or Rock or The Sound

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