



## WAIKATO COMMERCIAL RADIO - SURVEY 3 2022

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

Survey Comparisons: 3/2017 - 1/2020

This Survey Period: Sun Aug 29 to Sat Nov 6 2021 & Sun Feb 13 to Sat Jun 18 & Sun Jun 26 to Sat Sep 3 2022

Last Survey Period: Sun Jun 20 to Sat Nov 6 2021 & Sun Feb 13 to Sat Jun 18 2022

	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	10.6	12.2	-1.6	5	3.4	3.6	-0.2	6.5	11.0	-4.5	8.6	11.8	-3.2	9.4	10.4	-1.0	11.5	8.8	2.7	10.4	8.7	1.7	13.6	15.9	-2.3	
Coast	11.3	10.4	0.9	4	16.0	9.5	6.5	13.5	9.2	4.3	5.4	6.1	-0.7	5.1	4.8	0.3	10.8	10.4	0.4	18.6	22.5	-3.9	3.8	5.2	-1.4	
Edge	3.3	3.4	-0.1	10	6.6	10.2	-3.6	6.0	6.9	-0.9	5.2	4.5	0.7	4.4	3.6	0.8	1.8	1.3	0.5	0.2	0.3	-0.1	4.4	5.1	-0.7	
George FM	1.7	2.5	-0.8	12	3.1	3.1	0.0	1.4	0.6	0.8	2.2	1.7	0.5	2.5	3.9	-1.4	1.6	4.5	-2.9	*	*	*	1.6	1.2	0.4	
Gold Sport**	0.4	0.4	0.0	16	0.1	0.1	0.0	*	*	*	*	*	*	*	0.1	*	0.5	1.0	-0.5	0.7	1.1	-0.4	0.5	0.6	-0.1	
Life FM	1.5	1.4	0.1	13	1.6	2.0	-0.4	2.9	1.9	1.0	3.0	2.1	0.9	2.3	1.8	0.5	0.9	1.2	-0.3	0.6	0.9	-0.3	3.4	3.2	0.2	
Mai FM	5.6	5.5	0.1	8	11.8	11.5	0.3	8.3	8.2	0.1	10.0	10.4	-0.4	7.3	7.3	0.0	1.7	1.2	0.5	0.2	0.3	-0.1	11.1	13.1	-2.0	
Maniapoto FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
More FM	3.8	3.7	0.1	9	4.4	6.0	-1.6	2.0	1.3	0.7	1.8	1.3	0.5	3.6	3.3	0.3	7.0	7.0	0.0	4.6	4.6	0.0	3.0	2.0	1.0	
Newstalk ZB	12.0	9.0	3.0	3	1.7	1.2	0.5	1.9	1.4	0.5	4.1	2.6	1.5	4.5	3.6	0.9	10.6	8.9	1.7	25.3	21.6	3.7	8.9	6.2	2.7	
Nga Iwi FM	0.3	0.4	-0.1	18	1.2	2.3	-1.1	0.2	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.0	*	*	*	*	*	*	*	*	*	
Radio Hauraki	1.5	1.6	-0.1	13	2.1	2.7	-0.6	1.4	1.2	0.2	1.9	1.4	0.5	1.9	1.7	0.2	1.7	2.2	-0.5	0.9	1.2	-0.3	1.3	1.9	-0.6	
Radio Waatea	0.1	0.2	-0.1	21	0.5	1.1	-0.6	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
Rhema	0.4	0.2	0.2	16	0.5	0.7	-0.2	1.0	0.1	0.9	1.1	0.2	0.9	0.7	0.1	0.6	*	*	*	0.1	0.1	0.0	0.8	0.2	0.6	
Rock	13.8	15.7	-1.9	1	8.9	5.6	3.3	12.2	17.1	-4.9	17.2	22.8	-5.6	20.8	24.3	-3.5	15.7	17.5	-1.8	8.5	8.5	0.0	11.9	10.6	1.3	
SENZ Sport	0.2	n.a.	*	19	*	n.a.	*	0.1	n.a.	*	0.1	n.a.	*	0.1	n.a.	*	0.2	n.a.	*	0.2	n.a.	*	0.1	n.a.	*	
Star	0.5	0.5	0.0	15	*	*	*	*	*	*	*	*	*	*	*	*	0.4	0.3	0.1	0.7	0.6	0.1	*	*	*	
Tainui Live	0.2	0.2	0.0	19	0.3	0.5	-0.2	0.2	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.0	*	*	*	0.2	0.3	-0.1	0.1	*	*	
The Hits	7.3	6.2	1.1	7	8.0	7.0	1.0	7.4	5.7	1.7	9.2	6.1	3.1	8.9	7.8	1.1	7.6	8.2	-0.6	4.7	2.9	1.8	9.2	8.3	0.9	
The Sound	13.3	13.3	0.0	2	13.2	16.5	-3.3	16.2	14.3	1.9	11.3	9.5	1.8	14.1	12.6	1.5	19.9	19.8	0.1	15.6	17.4	-1.8	15.8	17.7	-1.9	
Today FM*	1.9	3.2	-1.3	11	0.5	0.7	-0.2	0.2	1.8	-1.6	2.0	2.9	-0.9	1.9	2.6	-0.7	1.7	1.7	0.0	2.7	2.7	0.0	*	0.8	*	
ZM	8.1	8.1	0.0	6	15.2	14.5	0.7	15.6	15.3	0.3	13.2	12.7	0.5	9.6	9.3	0.3	4.2	5.4	-1.2	3.2	5.0	-1.8	10.1	7.7	2.4	
MediaWorks Combo	54.0	59.4	-5.4		51.9	57.0	-5.1	52.6	61.2	-8.6	58.2	64.9	-6.7	64.1	68.0	-3.9	61.1	61.9	-0.8	42.3	42.3	0.0	61.2	66.3	-5.1	
NZME Combo	40.6	35.8	4.8		43.2	35.2	8.0	40.1	33.1	7.0	34.0	29.1	4.9	30.2	27.5	2.7	35.5	36.1	-0.6	53.4	54.2	-0.8	33.9	29.9	4.0	
Potential (000)	291.7	291.7	0.0		70.5	70.5	0.0	100.2	100.9	-0.7	93.7	93.7	0.0	135.1	135.1	0.0	78.5	78.5	0.0	64.9	64.9	0.0	54.8	53.2	1.6	
Sample	839	845	-6		164	170	-6	263	278	-15	268	269	-1	385	385	0	221	219	2	218	231	-13	165	154	11	

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

MediaWorks Combo: Breeze, Edge, George FM, Magic Talk (until 20th March 2022), Mai FM, More FM, Rock, The Sound, Today FM (from 21st March 2022)

NZME Combo: Coast, Gold AM (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui

\*Today FM includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022

\*\*Gold AM renamed to Gold Sport from Mon Jun 27 2022



# WAIKATO COMMERCIAL RADIO - SURVEY 3 2022

Station Share (%) by Daypart, People 10+

Survey Comparisons: 3/2017 - 1/2020

This Survey Period: Sun Aug 29 to Sat Nov 6 2021 & Sun Feb 13 to Sat Jun 18 & Sun Jun 26 to Sat Sep 3 2022

Last Survey Period: Sun Jun 20 to Sat Nov 6 2021 & Sun Feb 13 to Sat Jun 18 2022

	This	Last	+/-
Potential (000)	291.7	291.7	0.0
Sample Size	839	845	-6

	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	13.7	15.4	-1.7	2	13.3	15.7	-2.4	10.7	13.9	-3.2	7.6	8.4	-0.8	5.5	4.1	1.4	8.0	5.0	3.0	9.2	10.3	-1.1	
Coast	7.4	8.1	-0.7	6	14.7	12.0	2.7	13.8	11.3	2.5	9.2	9.9	-0.7	9.5	8.6	0.9	7.8	9.1	-1.3	11.3	11.2	0.1	
Edge	3.8	4.2	-0.4	10	3.1	2.5	0.6	3.4	2.7	0.7	3.3	3.2	0.1	3.2	3.4	-0.2	2.2	6.0	-3.8	3.3	3.8	-0.5	
George FM	1.3	1.9	-0.6	14	2.0	3.3	-1.3	1.9	2.9	-1.0	2.9	4.1	-1.2	1.0	1.0	0.0	0.4	*	*	1.4	1.6	-0.2	
Gold Sport**	0.5	0.3	0.2	16	0.1	*	*	0.2	0.2	0.0	0.3	0.2	0.1	0.3	0.4	-0.1	*	*	*	0.9	0.9	0.0	
Life FM	1.6	1.2	0.4	12	1.0	1.2	-0.2	1.1	0.8	0.3	2.3	1.8	0.5	2.9	3.7	-0.8	1.1	1.0	0.1	1.4	1.8	-0.4	
Mai FM	6.0	5.3	0.7	8	3.6	4.9	-1.3	6.5	7.2	-0.7	5.4	4.1	1.3	3.2	3.4	-0.2	3.4	4.0	-0.6	6.9	5.8	1.1	
Maniapoto FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
More FM	4.7	3.7	1.0	9	2.7	3.2	-0.5	3.5	3.4	0.1	3.1	2.8	0.3	4.2	4.9	-0.7	7.3	7.7	-0.4	3.9	4.0	-0.1	
Newstalk ZB	13.9	10.8	3.1	1	10.7	8.0	2.7	8.0	4.9	3.1	12.5	9.1	3.4	18.0	14.2	3.8	20.9	17.2	3.7	12.6	9.9	2.7	
Nga Iwi FM	0.2	0.2	0.0	19	*	*	*	0.3	0.4	-0.1	0.3	0.6	-0.3	*	*	*	0.8	0.9	-0.1	0.4	0.6	-0.2	
Radio Hauraki	1.5	1.6	-0.1	13	1.1	1.1	0.0	1.1	1.0	0.1	2.0	1.1	0.9	2.0	2.8	-0.8	3.5	5.1	-1.6	1.6	2.0	-0.4	
Radio Waatea	*	*	*	*	*	*	*	0.2	0.3	-0.1	0.1	0.2	-0.1	*	*	*	1.2	1.9	-0.7	*	*	*	
Rhema	0.8	0.3	0.5	15	0.2	0.1	0.1	0.4	0.1	0.3	*	*	*	0.2	0.2	0.0	0.8	*	*	0.6	0.3	0.3	
Rock	12.1	13.5	-1.4	3	11.7	15.5	-3.8	16.1	19.2	-3.1	18.2	18.2	0.0	15.4	16.5	-1.1	12.1	15.7	-3.6	12.0	12.3	-0.3	
SENZ Sport	0.2	n.a.	*	19	*	n.a.	*	*	n.a.	*	*	n.a.	*	0.6	n.a.	*	2.7	n.a.	*	0.4	n.a.	*	
Star	0.3	0.3	0.0	18	0.7	0.6	0.1	0.1	*	*	*	*	*	0.6	1.2	-0.6	2.7	3.2	-0.5	0.6	0.5	0.1	
Tainui Live	0.4	0.2	0.2	17	0.1	0.2	-0.1	*	*	*	*	*	*	*	*	*	0.7	0.8	-0.1	0.3	0.4	-0.1	
The Hits	6.1	4.1	2.0	7	9.6	7.5	2.1	8.7	8.2	0.5	6.6	6.8	-0.2	4.9	5.2	-0.3	7.0	6.4	0.6	5.9	4.6	1.3	
The Sound	11.5	11.0	0.5	4	14.1	13.7	0.4	14.8	14.2	0.6	12.7	12.6	0.1	12.1	13.3	-1.2	3.5	3.1	0.4	15.0	15.9	-0.9	
Today FM*	3.0	4.4	-1.4	11	1.9	3.2	-1.3	1.3	2.3	-1.0	0.9	3.2	-2.3	3.7	3.6	0.1	0.2	1.7	-1.5	1.8	3.4	-1.6	
ZM	9.3	11.5	-2.2	5	7.4	6.2	1.2	7.1	6.1	1.0	9.5	10.6	-1.1	7.9	7.9	0.0	12.7	10.2	2.5	7.2	7.3	-0.1	
MediaWorks Combo	56.0	59.5	-3.5		52.4	62.0	-9.6	58.0	65.9	-7.9	54.2	56.7	-2.5	48.3	50.0	-1.7	37.2	43.1	-5.9	53.5	57.2	-3.7	
NZME Combo	38.7	36.5	2.2		43.6	34.7	8.9	39.1	31.8	7.3	39.9	37.7	2.2	42.7	39.1	3.6	52.0	48.1	3.9	39.6	36.2	3.4	

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MediaWorks Combo: Breeze, Edge, George FM, Magic Talk (until 20th March 2022), Mai FM, More FM, Rock, The Sound, Today FM (from 21st March 2022)

NZME Combo: Coast, Gold AM (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui

\*Today FM includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022

\*\*Gold AM renamed to Gold Sport from Mon Jun 27 2022



## WAIKATO COMMERCIAL RADIO - SURVEY 3 2022

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

Survey Comparisons: 3/2017 - 1/2020

This Survey Period: Sun Aug 29 to Sat Nov 6 2021 & Sun Feb 13 to Sat Jun 18 & Sun Jun 26 to Sat Sep 3 2022

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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	36.6	34.3	2.3	7	6.0	4.8	1.2	7.0	6.7	0.3	9.6	8.9	0.7	16.9	16.4	0.5	13.6	12.3	1.3	10.1	8.3	1.8	6.6	8.9	-2.3
Coast	40.4	34.0	6.4	5	7.5	4.0	3.5	8.7	5.7	3.0	5.4	4.9	0.5	13.0	9.8	3.2	17.0	14.4	2.6	16.6	16.9	-0.3	6.1	4.5	1.6
Edge	33.4	30.5	2.9	8	15.6	14.1	1.5	17.9	17.9	0.0	12.4	12.3	0.1	16.1	14.4	1.7	5.1	3.2	1.9	1.4	1.1	0.3	6.8	7.9	-1.1
George FM	8.2	8.8	-0.6	13	3.7	3.4	0.3	3.7	3.2	0.5	3.4	3.3	0.1	4.3	5.0	-0.7	0.9	1.7	-0.8	*	*	*	0.9	0.9	0.0
Gold Sport**	3.5	4.1	-0.6	16	0.5	0.7	-0.2	*	*	*	*	*	*	0.2	0.4	-0.2	2.0	2.9	-0.9	2.4	3.0	-0.6	0.5	0.7	-0.2
Life FM	9.9	9.2	0.7	12	3.6	3.5	0.1	4.2	2.9	1.3	4.0	3.9	0.1	4.6	4.5	0.1	1.9	1.5	0.4	1.7	1.2	0.5	2.5	1.8	0.7
Mai FM	28.9	22.6	6.3	9	14.3	11.5	2.8	12.1	9.7	2.4	9.5	7.6	1.9	13.7	10.2	3.5	4.5	2.9	1.6	0.9	0.9	0.0	6.2	4.4	1.8
Maniapoto FM	0.5	0.4	0.1	21	*	*	*	0.4	0.2	0.2	0.4	0.2	0.2	0.4	0.2	0.2	*	*	*	0.2	0.2	0.0	*	*	*
More FM	25.1	23.9	1.2	10	9.8	8.9	0.9	8.5	6.6	1.9	8.0	7.6	0.4	10.3	10.0	0.3	6.2	5.7	0.5	5.0	4.6	0.4	5.1	4.7	0.4
Newstalk ZB	40.6	31.5	9.1	4	7.7	5.8	1.9	4.4	2.9	1.5	7.5	5.0	2.5	13.1	10.1	3.0	12.7	10.5	2.2	14.1	11.6	2.5	6.2	4.1	2.1
Nga Iwi FM	3.5	3.5	0.0	16	1.4	2.0	-0.6	1.0	0.4	0.6	1.0	0.4	0.6	1.6	0.9	0.7	0.6	0.5	0.1	0.4	0.6	-0.2	*	*	*
Radio Hauraki	15.0	14.6	0.4	11	4.3	4.2	0.1	3.5	4.4	-0.9	6.1	5.6	0.5	7.9	6.7	1.2	4.3	4.3	0.0	2.9	3.7	-0.8	3.2	3.6	-0.4
Radio Waatea	0.5	0.7	-0.2	21	0.5	0.7	-0.2	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	4.5	4.0	0.5	15	1.6	1.7	-0.1	2.2	0.8	1.4	2.1	1.1	1.0	2.1	1.1	1.0	0.6	1.0	-0.4	0.7	1.1	-0.4	1.0	0.9	0.1
Rock	45.9	41.8	4.1	2	13.5	10.5	3.0	18.0	19.0	-1.0	19.0	17.8	1.2	27.4	26.1	1.3	10.9	11.1	-0.2	4.7	4.8	-0.1	6.4	6.6	-0.2
SENZ Sport	2.2	n.a.	*	19	*	n.a.	*	0.6	n.a.	*	0.6	n.a.	*	1.2	n.a.	*	1.1	n.a.	*	0.6	n.a.	*	0.2	n.a.	*
Star	2.2	1.9	0.3	19	*	*	*	*	*	*	*	*	*	*	*	*	1.0	0.5	0.5	1.7	1.2	0.5	*	*	*
Tainui Live	3.4	3.2	0.2	18	1.3	1.6	-0.3	1.1	0.8	0.3	1.1	0.8	0.3	1.5	0.8	0.7	0.4	*	*	0.6	0.8	-0.2	0.4	*	*
The Hits	41.3	33.0	8.3	3	15.5	12.7	2.8	14.9	13.1	1.8	12.0	9.8	2.2	17.0	13.5	3.5	12.0	9.6	2.4	8.5	6.6	1.9	8.0	7.9	0.1
The Sound	37.2	37.2	0.0	6	6.0	6.6	-0.6	7.1	7.6	-0.5	7.6	9.3	-1.7	18.3	19.1	-0.8	20.6	18.1	2.5	12.2	10.8	1.4	7.9	8.7	-0.8
Today FM*	7.8	9.7	-1.9	14	0.4	0.5	-0.1	0.3	2.2	-1.9	0.9	2.9	-2.0	2.2	4.7	-2.5	3.0	2.6	0.4	4.7	3.6	1.1	*	1.2	*
ZM	53.5	51.2	2.3	1	18.1	14.0	4.1	28.1	28.3	-0.2	24.3	26.4	-2.1	30.2	31.6	-1.4	8.7	9.1	-0.4	4.8	5.1	-0.3	11.4	11.0	0.4
MediaWorks Combo	155.7	143.8	11.9		42.3	38.0	4.3	54.0	52.1	1.9	52.0	49.9	2.1	78.3	73.0	5.3	46.2	39.0	7.2	30.5	25.9	4.6	28.4	28.8	-0.4
NZME Combo	150.8	129.9	20.9		36.3	28.8	7.5	48.8	44.1	4.7	46.3	41.7	4.6	66.9	58.3	8.6	43.1	38.2	4.9	38.5	35.9	2.6	31.3	26.9	4.4
All Commercial Radio	240.2	217.5	22.7		58.6	50.2	8.4	83.3	75.4	7.9	77.2	70.8	6.4	111.8	102.3	9.5	68.5	62.7	5.8	56.7	52.0	4.7	49.1	44.1	5.0
Potential (000)	291.7	291.7	0.0		70.5	70.5	0.0	100.2	100.9	-0.7	93.7	93.7	0.0	135.1	135.1	0.0	78.5	78.5	0.0	64.9	64.9	0.0	54.8	53.2	1.6
Sample	839	845	-6		164	170	-6	263	278	-15	268	269	-1	385	385	0	221	219	2	218	231	-13	165	154	11

MediaWorks Combo: Breeze, Edge, George FM, Magic Talk (until 20th March 2022), Mai FM, More FM, Rock, The Sound, Today FM (from 21st March 2022)

NZME Combo: Coast, Gold AM (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui

\*Today FM includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022

\*\*Gold AM renamed to Gold Sport from Mon Jun 27 2022



# WAIKATO COMMERCIAL RADIO - SURVEY 3 2022

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

Survey Comparisons: 3/2017 - 1/2020

This Survey Period: Sun Aug 29 to Sat Nov 6 2021 & Sun Feb 13 to Sat Jun 18 & Sun Jun 26 to Sat Sep 3 2022

Last Survey Period: Sun Jun 20 to Sat Nov 6 2021 & Sun Feb 13 to Sat Jun 18 2022

	This	Last	+/-
Potential (000)	291.7	291.7	0.0
Sample Size	839	845	-6

	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	23.4	22.2	1.2	2	18.8	19.4	-0.6	16.9	17.1	-0.2	15.7	15.0	0.7	5.7	4.2	1.5	4.6	2.6	2.0	19.1	20.0	-0.9
Coast	20.5	17.3	3.2	5	21.5	19.0	2.5	21.4	18.2	3.2	21.3	18.5	2.8	8.2	8.0	0.2	6.5	5.6	0.9	22.6	20.0	2.6
Edge	14.7	13.7	1.0	9	10.9	9.6	1.3	13.1	13.4	-0.3	13.9	13.3	0.6	4.4	3.5	0.9	2.1	2.1	0.0	16.4	16.3	0.1
George FM	4.0	4.8	-0.8	14	4.0	4.5	-0.5	3.5	4.3	-0.8	5.2	5.7	-0.5	1.9	1.9	0.0	0.6	*	*	4.4	4.8	-0.4
Gold Sport**	1.5	1.3	0.2	17	0.8	0.3	0.5	0.7	0.5	0.2	0.9	0.8	0.1	0.2	0.5	-0.3	*	*	*	2.6	3.4	-0.8
Life FM	5.5	4.6	0.9	11	2.8	3.2	-0.4	4.2	2.7	1.5	4.2	3.4	0.8	2.5	2.6	-0.1	1.3	1.1	0.2	6.7	6.3	0.4
Mai FM	14.8	11.1	3.7	8	10.3	9.1	1.2	15.0	13.6	1.4	13.0	9.5	3.5	3.1	3.1	0.0	2.3	2.5	-0.2	19.5	14.5	5.0
Maniapoto FM	*	*	*	*	*	*	*	0.4	0.2	0.2	0.4	0.2	0.2	*	*	*	*	*	*	0.2	0.2	0.0
More FM	11.5	9.3	2.2	10	5.9	4.1	1.8	8.5	7.8	0.7	7.7	6.4	1.3	4.9	5.2	-0.3	5.0	5.3	-0.3	12.1	12.9	-0.8
Newstalk ZB	22.9	19.4	3.5	3	19.1	15.3	3.8	21.4	15.8	5.6	20.9	14.5	6.4	11.8	8.5	3.3	9.5	7.7	1.8	31.2	22.1	9.1
Nga Iwi FM	1.1	1.3	-0.2	19	0.9	0.8	0.1	1.8	1.8	0.0	0.9	1.5	-0.6	0.3	0.3	0.0	1.0	1.3	-0.3	1.9	2.6	-0.7
Radio Hauraki	5.3	5.1	0.2	13	3.8	3.3	0.5	6.2	5.4	0.8	5.5	6.3	-0.8	2.6	2.7	-0.1	2.4	3.1	-0.7	8.2	9.2	-1.0
Radio Waatea	0.5	0.7	-0.2	21	0.5	0.7	-0.2	0.5	0.7	-0.2	0.5	0.7	-0.2	*	*	*	0.5	0.7	-0.2	*	*	*
Rhema	1.8	0.7	1.1	16	1.2	1.3	-0.1	1.2	0.4	0.8	0.7	0.6	0.1	0.7	0.7	0.0	0.7	*	*	3.4	2.4	1.0
Rock	20.0	20.1	-0.1	6	16.9	17.1	-0.2	24.5	24.1	0.4	23.1	21.2	1.9	10.0	10.4	-0.4	9.0	10.0	-1.0	28.5	25.1	3.4
SENZ Sport	0.6	n.a.	*	20	0.6	n.a.	*	*	n.a.	*	*	n.a.	*	0.4	n.a.	*	1.2	n.a.	*	1.6	n.a.	*
Star	1.3	0.9	0.4	18	1.8	1.3	0.5	0.6	0.5	0.1	0.2	0.2	0.0	0.3	0.5	-0.2	1.0	1.1	-0.1	1.8	1.1	0.7
Tainui Live	2.0	0.9	1.1	15	1.3	1.8	-0.5	0.2	0.2	0.0	*	*	*	*	*	*	1.0	1.1	-0.1	1.6	1.7	-0.1
The Hits	15.8	11.2	4.6	7	16.0	10.4	5.6	21.6	17.6	4.0	17.4	16.4	1.0	4.9	3.8	1.1	4.1	3.9	0.2	23.6	16.9	6.7
The Sound	22.1	19.6	2.5	4	17.7	15.7	2.0	24.5	20.7	3.8	18.9	17.8	1.1	10.1	9.7	0.4	4.2	3.3	0.9	22.7	23.9	-1.2
Today FM*	5.4	6.3	-0.9	12	5.7	5.9	-0.2	4.3	3.7	0.6	2.7	4.3	-1.6	1.3	2.3	-1.0	0.6	2.2	-1.6	4.9	6.4	-1.5
ZM	30.3	32.0	-1.7	1	22.7	22.1	0.6	28.5	25.8	2.7	25.9	27.9	-2.0	13.2	12.2	1.0	8.0	5.2	2.8	35.0	31.5	3.5
MediaWorks Combo	97.2	88.9	8.3		77.7	75.0	2.7	92.5	87.7	4.8	85.0	78.6	6.4	36.8	35.3	1.5	23.9	23.5	0.4	109.2	105.3	3.9
NZME Combo	86.2	74.6	11.6		75.0	62.9	12.1	90.7	77.0	13.7	83.6	75.8	7.8	38.7	33.5	5.2	28.9	23.6	5.3	106.5	90.8	15.7
All Commercial Radio	167.6	148.8	18.8		138.9	127.0	11.9	163.2	146.4	16.8	155.8	143.1	12.7	72.1	66.7	5.4	49.4	42.8	6.6	192.5	171.5	21.0

MediaWorks Combo: Breeze, Edge, George FM, Magic Talk (until 20th March 2022), Mai FM, More FM, Rock, The Sound, Today FM (from 21st March 2022)

NZME Combo: Coast, Gold AM (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui

\*Today FM includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022

\*\*Gold AM renamed to Gold Sport from Mon Jun 27 2022



# WAIKATO COMMERCIAL RADIO - SURVEY 3 2022

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

Survey Comparisons: 3/2017 - 1/2020

This Survey Period: Sun Aug 29 to Sat Nov 6 2021 & Sun Feb 13 to Sat Jun 18 & Sun Jun 26 to Sat Sep 3 2022

Last Survey Period: Sun Jun 20 to Sat Nov 6 2021 & Sun Feb 13 to Sat Jun 18 2022

	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	10:57	12:43	-1:45	3:58	3:51	0:06	10:27	18:37	-8:09	9:31	15:32	-6:01	9:33	11:39	-2:05	10:50	8:20	2:30	10:59	9:16	1:42	12:48	12:00	0:48
Coast	10:34	10:59	-0:24	15:01	12:14	2:47	17:32	18:17	-0:44	10:41	14:35	-3:53	6:43	8:50	-2:06	8:07	8:23	-0:15	11:57	11:53	0:03	3:56	7:49	-3:52
Edge	3:45	3:59	-0:14	3:00	3:47	-0:47	3:45	4:23	-0:37	4:26	4:14	0:12	4:42	4:31	0:10	4:35	4:51	-0:16	1:50	2:08	-0:17	3:59	4:22	-0:23
George FM	7:58	10:04	-2:06	5:52	4:38	1:14	4:09	2:10	1:59	6:42	5:57	0:45	9:57	14:17	-4:19	22:04	30:23	-8:19	*	*	*	11:19	9:11	2:08
Gold Sport**	4:06	3:04	1:02	0:45	0:45	0:00	*	*	*	*	*	*	0:45	6:08	-5:23	3:20	4:01	-0:40	2:56	3:13	-0:17	5:36	5:37	-0:01
Life FM	5:48	5:35	0:12	3:05	3:00	0:05	7:43	7:36	0:06	7:59	6:26	1:32	8:34	7:21	1:13	6:07	9:00	-2:52	4:07	6:30	-2:22	8:30	12:02	-3:32
Mai FM	7:20	8:43	-1:22	5:50	5:14	0:36	7:42	9:38	-1:56	11:11	16:04	-4:53	9:13	13:12	-3:58	4:57	4:59	-0:01	2:13	2:31	-0:18	11:08	20:08	-8:59
Maniapoto FM	0:25	0:23	0:01	*	*	*	0:30	0:30	0:00	0:30	0:30	0:00	0:30	0:30	0:00	*	*	*	0:15	0:15	0:00	*	*	*
More FM	5:42	5:33	0:08	3:12	3:30	-0:18	2:36	2:13	0:22	2:22	1:58	0:24	6:02	5:58	0:04	14:28	14:30	-0:01	9:50	8:58	0:52	3:40	2:51	0:49
Newstalk ZB	11:15	10:13	1:01	1:33	1:05	0:28	4:48	5:31	-0:42	5:51	6:08	-0:17	5:56	6:28	-0:31	10:38	9:51	0:47	19:09	16:36	2:32	9:05	10:09	-1:03
Nga Iwi FM	3:01	3:48	-0:47	5:50	6:04	-0:13	1:47	2:15	-0:27	1:47	2:15	-0:27	1:16	1:14	0:01	0:30	0:30	0:00	0:15	0:15	0:00	*	*	*
Radio Hauraki	3:48	3:53	-0:04	3:24	3:24	-0:00	4:32	3:07	1:25	3:17	2:55	0:21	4:12	4:43	-0:31	5:12	5:58	-0:45	3:19	2:54	0:25	2:27	3:34	-1:06
Radio Waatea	8:00	8:00	0:00	8:00	8:00	0:00	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	3:35	1:34	2:00	2:05	2:00	0:04	5:24	1:39	3:45	5:40	1:54	3:45	5:40	1:54	3:45	0:45	0:30	0:14	0:48	0:35	0:13	5:13	1:13	4:00
Rock	11:25	13:26	-2:00	4:38	2:46	1:51	7:38	10:12	-2:34	9:35	14:57	-5:21	13:07	16:56	-3:48	18:28	18:20	0:07	19:27	15:51	3:35	11:31	10:53	0:38
SENZ Sport	4:16	n.a.	*	*	n.a.	*	2:15	n.a.	*	2:15	n.a.	*	1:44	n.a.	*	2:12	n.a.	*	2:47	n.a.	*	3:00	n.a.	*
Star	7:44	8:39	-0:54	*	*	*	*	*	*	*	*	*	*	*	*	4:53	7:22	-2:29	4:04	4:25	-0:20	*	*	*
Tainui Live	1:56	1:52	0:04	1:44	1:31	0:12	1:45	1:11	0:33	1:45	1:11	0:33	1:41	1:11	0:29	1:30	*	*	3:03	3:21	-0:18	1:30	*	*
The Hits	6:41	6:41	-0:00	3:39	2:53	0:45	5:38	4:57	0:40	8:05	7:18	0:47	9:02	10:30	-1:28	8:03	9:57	-1:54	5:53	3:58	1:55	7:14	7:05	0:09
The Sound	13:35	12:47	0:48	15:29	13:10	2:19	25:41	21:26	4:15	15:45	11:57	3:47	13:18	12:03	1:14	12:19	12:42	-0:23	13:40	14:21	-0:40	12:31	13:46	-1:14
Today FM*	9:03	11:53	-2:50	8:02	7:46	0:16	6:15	8:59	-2:44	22:15	12:02	10:13	15:18	10:17	5:00	7:09	7:43	-0:34	6:07	6:46	-0:39	*	4:46	*
ZM	5:44	5:42	0:02	5:57	5:24	0:32	6:17	6:08	0:08	5:45	5:36	0:08	5:29	5:23	0:05	6:04	6:55	-0:51	7:04	8:44	-1:40	5:33	4:43	0:50
MediaWorks Combo	13:09	14:49	-1:39	8:39	7:51	0:48	10:59	13:22	-2:22	11:53	15:13	-3:20	14:07	17:01	-2:53	16:52	18:26	-1:34	14:49	14:37	0:12	13:30	15:31	-2:01
NZME Combo	10:13	9:52	0:21	8:23	6:24	1:58	9:17	8:31	0:45	7:47	8:09	-0:21	7:46	8:36	-0:49	10:29	10:58	-0:28	14:50	13:30	1:19	6:46	7:29	-0:43
All Commercial Radio	15:47	16:28	-0:41	12:03	10:26	1:36	13:34	15:05	-1:31	13:44	16:30	-2:45	15:25	17:51	-2:25	18:37	18:34	0:03	18:51	17:11	1:40	12:44	15:18	-2:34
Potential (000)	291.7	291.7	0.0	70.5	70.5	0.0	100.2	100.9	-0.7	93.7	93.7	0.0	135.1	135.1	0.0	78.5	78.5	0.0	64.9	64.9	0.0	54.8	53.2	1.6
Sample	839	845	-6	164	170	-6	263	278	-15	268	269	-1	385	385	0	221	219	2	218	231	-13	165	154	11

MediaWorks Combo: Breeze, Edge, George FM, Magic Talk (until 20th March 2022), Mai FM, More FM, Rock, The Sound, Today FM (from 21st March 2022)

NZME Combo: Coast, Gold AM (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui

\*Today FM includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022

\*\*Gold AM renamed to Gold Sport from Mon Jun 27 2022



# WAIKATO COMMERCIAL RADIO - SURVEY 3 2022

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

Survey Comparisons: 3/2017 - 1/2020

This Survey Period: Sun Aug 29 to Sat Nov 6 2021 & Sun Feb 13 to Sat Jun 18 & Sun Jun 26 to Sat Sep 3 2022

Last Survey Period: Sun Jun 20 to Sat Nov 6 2021 & Sun Feb 13 to Sat Jun 18 2022

	This	Last	+/-
Potential (000)	291.7	291.7	0.0
Sample Size	839	845	-6

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

MediaWorks Combo: Breeze, Edge, George FM, Magic Talk (until 20th March 2022), Mai FM, More FM, Rock, The Sound, Today FM (from 21st March 2022)

NZME Combo: Coast, Gold AM (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui

\*Today FM includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022

\*\*Gold AM renamed to Gold Sport from Mon Jun 27 2022