



# WAIKATO COMMERCIAL RADIO - SURVEY 4 2022

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

Survey Comparisons: 3/2017 - 1/2020

This Survey Period: Sun Feb 13 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022

Last 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

|                  | 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           | 10.1    | 10.6  | -0.5 | 5    | 3.7          | 3.4  | 0.3  | 5.7          | 6.5   | -0.8 | 7.5          | 8.6  | -1.1 | 9.5          | 9.4   | 0.1  | 10.2         | 11.5 | -1.3 | 8.4          | 10.4 | -2.0 | 11.6          | 13.6 | -2.0 |
| Coast            | 11.1    | 11.3  | -0.2 | 4    | 14.8         | 16.0 | -1.2 | 12.6         | 13.5  | -0.9 | 4.3          | 5.4  | -1.1 | 4.9          | 5.1   | -0.2 | 10.3         | 10.8 | -0.5 | 20.2         | 18.6 | 1.6  | 2.8           | 3.8  | -1.0 |
| Edge             | 3.5     | 3.3   | 0.2  | 9    | 6.2          | 6.6  | -0.4 | 5.5          | 6.0   | -0.5 | 5.1          | 5.2  | -0.1 | 4.4          | 4.4   | 0.0  | 2.7          | 1.8  | 0.9  | 0.8          | 0.2  | 0.6  | 6.0           | 4.4  | 1.6  |
| George FM        | 1.2     | 1.7   | -0.5 | 13   | 1.8          | 3.1  | -1.3 | 1.4          | 1.4   | 0.0  | 1.0          | 2.2  | -1.2 | 1.7          | 2.5   | -0.8 | 1.6          | 1.6  | 0.0  | *            | *    | *    | *             | 1.6  | *    |
| Gold Sport**     | 0.4     | 0.4   | 0.0  | 18   | 0.1          | 0.1  | 0.0  | *            | *     | *    | *            | *    | *    | *            | *     | *    | 0.6          | 0.5  | 0.1  | 0.8          | 0.7  | 0.1  | 0.5           | 0.5  | 0.0  |
| Life FM          | 1.2     | 1.5   | -0.3 | 13   | 0.8          | 1.6  | -0.8 | 2.1          | 2.9   | -0.8 | 2.4          | 3.0  | -0.6 | 1.7          | 2.3   | -0.6 | 0.8          | 0.9  | -0.1 | 0.8          | 0.6  | 0.2  | 1.8           | 3.4  | -1.6 |
| Mai FM           | 5.8     | 5.6   | 0.2  | 8    | 13.8         | 11.8 | 2.0  | 8.4          | 8.3   | 0.1  | 8.5          | 10.0 | -1.5 | 6.3          | 7.3   | -1.0 | 1.9          | 1.7  | 0.2  | 0.2          | 0.2  | 0.0  | 10.6          | 11.1 | -0.5 |
| Maniapoto FM     | *       | *     | *    | *    | *            | *    | *    | *            | *     | *    | *            | *    | *    | *            | *     | *    | *            | *    | *    | *            | *    | *    | *             | *    | *    |
| More FM          | 3.0     | 3.8   | -0.8 | 10   | 4.0          | 4.4  | -0.4 | 2.3          | 2.0   | 0.3  | 1.6          | 1.8  | -0.2 | 3.2          | 3.6   | -0.4 | 5.5          | 7.0  | -1.5 | 2.7          | 4.6  | -1.9 | 3.4           | 3.0  | 0.4  |
| Newstalk ZB      | 11.7    | 12.0  | -0.3 | 2    | 1.6          | 1.7  | -0.1 | 1.3          | 1.9   | -0.6 | 3.2          | 4.1  | -0.9 | 3.6          | 4.5   | -0.9 | 10.3         | 10.6 | -0.3 | 29.3         | 25.3 | 4.0  | 11.6          | 8.9  | 2.7  |
| Nga Iwi FM       | 0.5     | 0.3   | 0.2  | 16   | 2.0          | 1.2  | 0.8  | 0.3          | 0.2   | 0.1  | 0.3          | 0.2  | 0.1  | 0.2          | 0.1   | 0.1  | *            | *    | *    | *            | *    | *    | *             | *    | *    |
| Radio Hauraki    | 1.6     | 1.5   | 0.1  | 11   | 2.1          | 2.1  | 0.0  | 1.7          | 1.4   | 0.3  | 2.1          | 1.9  | 0.2  | 1.8          | 1.9   | -0.1 | 1.9          | 1.7  | 0.2  | 1.4          | 0.9  | 0.5  | 2.2           | 1.3  | 0.9  |
| Radio Waatea     | 0.1     | 0.1   | 0.0  | 21   | 0.5          | 0.5  | 0.0  | *            | *     | *    | *            | *    | *    | *            | *     | *    | *            | *    | *    | *            | *    | *    | *             | *    | *    |
| Rhema            | 0.4     | 0.4   | 0.0  | 18   | 0.1          | 0.5  | -0.4 | 1.1          | 1.0   | 0.1  | 1.2          | 1.1  | 0.1  | 0.7          | 0.7   | 0.0  | *            | *    | *    | 0.1          | 0.1  | 0.0  | 0.8           | 0.8  | 0.0  |
| Rock             | 16.9    | 13.8  | 3.1  | 1    | 17.6         | 8.9  | 8.7  | 19.0         | 12.2  | 6.8  | 21.5         | 17.2 | 4.3  | 24.5         | 20.8  | 3.7  | 20.1         | 15.7 | 4.4  | 7.0          | 8.5  | -1.5 | 15.7          | 11.9 | 3.8  |
| SENZ Sport       | 0.7     | 0.2   | 0.5  | 15   | *            | *    | *    | 1.2          | 0.1   | 1.1  | 1.4          | 0.1  | 1.3  | 0.9          | 0.1   | 0.8  | 0.3          | 0.2  | 0.1  | 0.3          | 0.2  | 0.1  | 0.1           | 0.1  | 0.0  |
| Star             | 0.5     | 0.5   | 0.0  | 16   | *            | *    | *    | *            | *     | *    | *            | *    | *    | *            | *     | *    | 0.6          | 0.4  | 0.2  | 1.0          | 0.7  | 0.3  | *             | *    | *    |
| Tainui Live      | 0.2     | 0.2   | 0.0  | 20   | 0.3          | 0.3  | 0.0  | 0.2          | 0.2   | 0.0  | 0.2          | 0.2  | 0.0  | 0.2          | 0.1   | 0.1  | 0.1          | *    | *    | 0.2          | 0.2  | 0.0  | 0.1           | 0.1  | 0.0  |
| The Hits         | 6.4     | 7.3   | -0.9 | 7    | 5.8          | 8.0  | -2.2 | 6.3          | 7.4   | -1.1 | 9.1          | 9.2  | -0.1 | 7.3          | 8.9   | -1.6 | 6.4          | 7.6  | -1.2 | 5.4          | 4.7  | 0.7  | 9.5           | 9.2  | 0.3  |
| The Sound        | 11.2    | 13.3  | -2.1 | 3    | 5.0          | 13.2 | -8.2 | 11.0         | 16.2  | -5.2 | 13.1         | 11.3 | 1.8  | 15.3         | 14.1  | 1.2  | 16.6         | 19.9 | -3.3 | 11.0         | 15.6 | -4.6 | 9.9           | 15.8 | -5.9 |
| Today FM*        | 1.5     | 1.9   | -0.4 | 12   | 0.5          | 0.5  | 0.0  | 0.2          | 0.2   | 0.0  | 1.5          | 2.0  | -0.5 | 1.4          | 1.9   | -0.5 | 1.5          | 1.7  | -0.2 | 2.7          | 2.7  | 0.0  | 1.0           | *    | *    |
| ZM               | 9.7     | 8.1   | 1.6  | 6    | 18.2         | 15.2 | 3.0  | 17.0         | 15.6  | 1.4  | 13.2         | 13.2 | 0.0  | 10.6         | 9.6   | 1.0  | 6.7          | 4.2  | 2.5  | 4.1          | 3.2  | 0.9  | 11.7          | 10.1 | 1.6  |
| MediaWorks Combo | 53.3    | 54.0  | -0.7 |      | 52.6         | 51.9 | 0.7  | 53.5         | 52.6  | 0.9  | 60.0         | 58.2 | 1.8  | 66.1         | 64.1  | 2.0  | 59.9         | 61.1 | -1.2 | 32.8         | 42.3 | -9.5 | 58.2          | 61.2 | -3.0 |
| NZME Combo       | 40.9    | 40.6  | 0.3  |      | 42.7         | 43.2 | -0.5 | 39.0         | 40.1  | -1.1 | 31.9         | 34.0 | -2.1 | 28.2         | 30.2  | -2.0 | 36.2         | 35.5 | 0.7  | 61.2         | 53.4 | 7.8  | 38.4          | 33.9 | 4.5  |
| Potential (000)  | 291.7   | 291.7 | 0.0  |      | 70.5         | 70.5 | 0.0  | 100.8        | 100.2 | 0.6  | 93.7         | 93.7 | 0.0  | 135.1        | 135.1 | 0.0  | 78.5         | 78.5 | 0.0  | 64.9         | 64.9 | 0.0  | 55.6          | 54.8 | 0.8  |
| Sample           | 815     | 839   | -24  |      | 161          | 164  | -3   | 256          | 263   | -7   | 269          | 268  | 1    | 377          | 385   | -8   | 209          | 221  | -12  | 199          | 218  | -19  | 174           | 165  | 9    |

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 4 2022

Station Share (%) by Daypart, People 10+

Survey Comparisons: 3/2017 - 1/2020

This Survey Period: Sun Feb 13 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022

Last 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

|                 | This  | Last  | +/- |
|-----------------|-------|-------|-----|
| Potential (000) | 291.7 | 291.7 | 0.0 |
| Sample Size     | 815   | 839   | -24 |

|                  | 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           | 12.4            | 13.7 | -1.3 | 3    | 11.8             | 13.3 | -1.5 | 9.7              | 10.7 | -1.0 | 8.5             | 7.6  | 0.9  | 6.8              | 5.5  | 1.3  | 6.1              | 8.0  | -1.9 | 9.6               | 9.2  | 0.4  |
| Coast            | 7.2             | 7.4  | -0.2 | 6    | 15.3             | 14.7 | 0.6  | 13.4             | 13.8 | -0.4 | 9.6             | 9.2  | 0.4  | 11.6             | 9.5  | 2.1  | 5.7              | 7.8  | -2.1 | 10.3              | 11.3 | -1.0 |
| Edge             | 4.3             | 3.8  | 0.5  | 9    | 3.1              | 3.1  | 0.0  | 4.0              | 3.4  | 0.6  | 3.5             | 3.3  | 0.2  | 2.7              | 3.2  | -0.5 | 3.5              | 2.2  | 1.3  | 3.0               | 3.3  | -0.3 |
| George FM        | 1.2             | 1.3  | -0.1 | 14   | 1.4              | 2.0  | -0.6 | 1.0              | 1.9  | -0.9 | 1.8             | 2.9  | -1.1 | 0.1              | 1.0  | -0.9 | 0.4              | 0.4  | 0.0  | 1.1               | 1.4  | -0.3 |
| Gold Sport**     | 0.5             | 0.5  | 0.0  | 16   | 0.1              | 0.1  | 0.0  | 0.3              | 0.2  | 0.1  | 0.3             | 0.3  | 0.0  | 0.4              | 0.3  | 0.1  | *                | *    | *    | 0.9               | 0.9  | 0.0  |
| Life FM          | 1.7             | 1.6  | 0.1  | 12   | 0.3              | 1.0  | -0.7 | 0.9              | 1.1  | -0.2 | 1.7             | 2.3  | -0.6 | 1.4              | 2.9  | -1.5 | 1.4              | 1.1  | 0.3  | 1.4               | 1.4  | 0.0  |
| Mai FM           | 5.6             | 6.0  | -0.4 | 8    | 3.8              | 3.6  | 0.2  | 5.4              | 6.5  | -1.1 | 6.0             | 5.4  | 0.6  | 4.6              | 3.2  | 1.4  | 8.0              | 3.4  | 4.6  | 7.7               | 6.9  | 0.8  |
| Maniapoto FM     | *               | *    | *    | *    | *                | *    | *    | *                | *    | *    | *               | *    | *    | *                | *    | *    | *                | *    | *    | *                 | *    | *    |
| More FM          | 3.9             | 4.7  | -0.8 | 10   | 2.0              | 2.7  | -0.7 | 3.1              | 3.5  | -0.4 | 2.5             | 3.1  | -0.6 | 2.8              | 4.2  | -1.4 | 5.3              | 7.3  | -2.0 | 2.9               | 3.9  | -1.0 |
| Newstalk ZB      | 14.2            | 13.9 | 0.3  | 2    | 9.3              | 10.7 | -1.4 | 7.5              | 8.0  | -0.5 | 13.2            | 12.5 | 0.7  | 21.4             | 18.0 | 3.4  | 16.2             | 20.9 | -4.7 | 12.1              | 12.6 | -0.5 |
| Nga Iwi FM       | 0.2             | 0.2  | 0.0  | 18   | *                | *    | *    | 0.4              | 0.3  | 0.1  | 0.4             | 0.3  | 0.1  | *                | *    | *    | 2.8              | 0.8  | 2.0  | 0.9               | 0.4  | 0.5  |
| Radio Hauraki    | 1.3             | 1.5  | -0.2 | 13   | 1.2              | 1.1  | 0.1  | 1.7              | 1.1  | 0.6  | 2.5             | 2.0  | 0.5  | 0.6              | 2.0  | -1.4 | 1.9              | 3.5  | -1.6 | 1.9               | 1.6  | 0.3  |
| Radio Waatea     | *               | *    | *    | *    | *                | *    | *    | 0.2              | 0.2  | 0.0  | 0.1             | 0.1  | 0.0  | *                | *    | *    | 1.0              | 1.2  | -0.2 | *                 | *    | *    |
| Rhema            | 0.6             | 0.8  | -0.2 | 15   | 0.2              | 0.2  | 0.0  | 0.4              | 0.4  | 0.0  | *               | *    | *    | 0.1              | 0.2  | -0.1 | 0.8              | 0.8  | 0.0  | 0.5               | 0.6  | -0.1 |
| Rock             | 15.6            | 12.1 | 3.5  | 1    | 16.9             | 11.7 | 5.2  | 19.1             | 16.1 | 3.0  | 20.3            | 18.2 | 2.1  | 17.0             | 15.4 | 1.6  | 14.1             | 12.1 | 2.0  | 14.5              | 12.0 | 2.5  |
| SENZ Sport       | 0.2             | 0.2  | 0.0  | 18   | 0.2              | *    | *    | 0.5              | *    | *    | 0.8             | *    | *    | 0.8              | 0.6  | 0.2  | 2.5              | 2.7  | -0.2 | 1.4               | 0.4  | 1.0  |
| Star             | 0.3             | 0.3  | 0.0  | 17   | 0.7              | 0.7  | 0.0  | 0.1              | 0.1  | 0.0  | 0.1             | *    | *    | 0.7              | 0.6  | 0.1  | 1.9              | 2.7  | -0.8 | 0.7               | 0.6  | 0.1  |
| Tainui Live      | 0.2             | 0.4  | -0.2 | 18   | *                | 0.1  | *    | *                | *    | *    | *               | *    | *    | *                | *    | *    | 0.6              | 0.7  | -0.1 | 0.5               | 0.3  | 0.2  |
| The Hits         | 6.0             | 6.1  | -0.1 | 7    | 8.6              | 9.6  | -1.0 | 7.5              | 8.7  | -1.2 | 4.9             | 6.6  | -1.7 | 2.5              | 4.9  | -2.4 | 5.6              | 7.0  | -1.4 | 5.6               | 5.9  | -0.3 |
| The Sound        | 10.8            | 11.5 | -0.7 | 4    | 13.3             | 14.1 | -0.8 | 14.2             | 14.8 | -0.6 | 8.7             | 12.7 | -4.0 | 5.0              | 12.1 | -7.1 | 6.1              | 3.5  | 2.6  | 10.6              | 15.0 | -4.4 |
| Today FM*        | 2.2             | 3.0  | -0.8 | 11   | 1.3              | 1.9  | -0.6 | 1.0              | 1.3  | -0.3 | 0.8             | 0.9  | -0.1 | 4.8              | 3.7  | 1.1  | 1.0              | 0.2  | 0.8  | 1.5               | 1.8  | -0.3 |
| ZM               | 9.8             | 9.3  | 0.5  | 5    | 8.7              | 7.4  | 1.3  | 8.6              | 7.1  | 1.5  | 11.2            | 9.5  | 1.7  | 11.2             | 7.9  | 3.3  | 12.8             | 12.7 | 0.1  | 10.0              | 7.2  | 2.8  |
| MediaWorks Combo | 56.2            | 56.0 | 0.2  |      | 53.6             | 52.4 | 1.2  | 57.5             | 58.0 | -0.5 | 52.1            | 54.2 | -2.1 | 43.6             | 48.3 | -4.7 | 44.4             | 37.2 | 7.2  | 50.7              | 53.5 | -2.8 |
| NZME Combo       | 38.8            | 38.7 | 0.1  |      | 43.3             | 43.6 | -0.3 | 39.1             | 39.1 | 0.0  | 41.6            | 39.9 | 1.7  | 47.7             | 42.7 | 5.0  | 42.3             | 52.0 | -9.7 | 40.9              | 39.6 | 1.3  |

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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



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

Survey Comparisons: 3/2017 - 1/2020

This Survey Period: Sun Feb 13 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022

Last 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

|                      | 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    | 36.6  | -0.5 | 7    | 7.3          | 6.0  | 1.3  | 7.6          | 7.0   | 0.6  | 9.5          | 9.6  | -0.1 | 16.9         | 16.9  | 0.0  | 11.6         | 13.6 | -2.0 | 8.4          | 10.1 | -1.7 | 5.6           | 6.6  | -1.0 |
| Coast                | 39.1    | 40.4  | -1.3 | 5    | 7.6          | 7.5  | 0.1  | 8.7          | 8.7   | 0.0  | 4.5          | 5.4  | -0.9 | 13.0         | 13.0  | 0.0  | 16.6         | 17.0 | -0.4 | 15.5         | 16.6 | -1.1 | 6.0           | 6.1  | -0.1 |
| Edge                 | 35.9    | 33.4  | 2.5  | 8    | 14.9         | 15.6 | -0.7 | 16.9         | 17.9  | -1.0 | 14.3         | 12.4 | 1.9  | 18.5         | 16.1  | 2.4  | 6.4          | 5.1  | 1.3  | 2.3          | 1.4  | 0.9  | 8.6           | 6.8  | 1.8  |
| George FM            | 6.9     | 8.2   | -1.3 | 15   | 2.5          | 3.7  | -1.2 | 3.3          | 3.7   | -0.4 | 2.9          | 3.4  | -0.5 | 4.2          | 4.3   | -0.1 | 1.3          | 0.9  | 0.4  | *            | *    | *    | 0.3           | 0.9  | -0.6 |
| Gold Sport**         | 5.1     | 3.5   | 1.6  | 16   | 2.1          | 0.5  | 1.6  | 1.6          | *     | *    | *            | *    | *    | 0.2          | *     | 2.0  | 2.0          | 0.0  | 2.3  | 2.4          | -0.1 | 0.6  | 0.5           | 0.1  |      |
| Life FM              | 8.8     | 9.9   | -1.1 | 12   | 2.9          | 3.6  | -0.7 | 3.8          | 4.2   | -0.4 | 3.9          | 4.0  | -0.1 | 4.1          | 4.6   | -0.5 | 1.6          | 1.9  | -0.3 | 1.6          | 1.7  | -0.1 | 2.3           | 2.5  | -0.2 |
| Mai FM               | 26.5    | 28.9  | -2.4 | 10   | 12.0         | 14.3 | -2.3 | 11.3         | 12.1  | -0.8 | 9.7          | 9.5  | 0.2  | 13.8         | 13.7  | 0.1  | 4.4          | 4.5  | -0.1 | 0.7          | 0.9  | -0.2 | 7.1           | 6.2  | 0.9  |
| Maniapoto FM         | *       | 0.5   | *    | *    | *            | *    | *    | *            | 0.4   | *    | *            | 0.4  | *    | 0.4          | *     | *    | *            | *    | *    | 0.2          | *    | *    | *             | *    | *    |
| More FM              | 27.0    | 25.1  | 1.9  | 9    | 10.8         | 9.8  | 1.0  | 10.7         | 8.5   | 2.2  | 9.0          | 8.0  | 1.0  | 11.4         | 10.3  | 1.1  | 6.1          | 6.2  | -0.1 | 4.8          | 5.0  | -0.2 | 4.9           | 5.1  | -0.2 |
| Newstalk ZB          | 41.9    | 40.6  | 1.3  | 3    | 7.7          | 7.7  | 0.0  | 3.1          | 4.4   | -1.3 | 6.0          | 7.5  | -1.5 | 12.1         | 13.1  | -1.0 | 13.8         | 12.7 | 1.1  | 15.5         | 14.1 | 1.4  | 7.4           | 6.2  | 1.2  |
| Nga Iwi FM           | 7.5     | 3.5   | 4.0  | 14   | 5.1          | 1.4  | 3.7  | 3.0          | 1.0   | 2.0  | 1.4          | 1.0  | 0.4  | 2.0          | 1.6   | 0.4  | 0.6          | 0.6  | 0.0  | 0.4          | 0.4  | 0.0  | *             | *    | *    |
| Radio Hauraki        | 18.8    | 15.0  | 3.8  | 11   | 6.8          | 4.3  | 2.5  | 5.9          | 3.5   | 2.4  | 7.1          | 6.1  | 1.0  | 10.3         | 7.9   | 2.4  | 4.4          | 4.3  | 0.1  | 1.7          | 2.9  | -1.2 | 4.0           | 3.2  | 0.8  |
| Radio Waatea         | 0.5     | 0.5   | 0.0  | 21   | 0.5          | 0.5  | 0.0  | *            | *     | *    | *            | *    | *    | *            | *     | *    | *            | *    | *    | *            | *    | *    | *             | *    | *    |
| Rhema                | 3.7     | 4.5   | -0.8 | 19   | 1.0          | 1.6  | -0.6 | 2.0          | 2.2   | -0.2 | 2.0          | 2.1  | -0.1 | 2.0          | 2.1   | -0.1 | 0.8          | 0.6  | 0.2  | 0.8          | 0.7  | 0.1  | 0.7           | 1.0  | -0.3 |
| Rock                 | 54.8    | 45.9  | 8.9  | 2    | 18.2         | 13.5 | 4.7  | 23.8         | 18.0  | 5.8  | 20.8         | 19.0 | 1.8  | 31.9         | 27.4  | 4.5  | 14.0         | 10.9 | 3.1  | 4.7          | 4.7  | 0.0  | 7.9           | 6.4  | 1.5  |
| SENZ Sport           | 4.0     | 2.2   | 1.8  | 18   | *            | *    | *    | 1.3          | 0.6   | 0.7  | 1.3          | 0.6  | 0.7  | 1.9          | 1.2   | 0.7  | 1.7          | 1.1  | 0.6  | 1.3          | 0.6  | 0.7  | 0.3           | 0.2  | 0.1  |
| Star                 | 2.5     | 2.2   | 0.3  | 20   | *            | *    | *    | *            | *     | *    | *            | *    | *    | *            | *     | *    | 1.4          | 1.0  | 0.4  | 2.0          | 1.7  | 0.3  | *             | *    | *    |
| Tainui Live          | 4.7     | 3.4   | 1.3  | 17   | 2.6          | 1.3  | 1.3  | 1.2          | 1.1   | 0.1  | 1.2          | 1.1  | 0.1  | 1.7          | 1.5   | 0.2  | 0.5          | 0.4  | 0.1  | 0.4          | 0.6  | -0.2 | 0.5           | 0.4  | 0.1  |
| The Hits             | 38.6    | 41.3  | -2.7 | 6    | 12.7         | 15.5 | -2.8 | 13.5         | 14.9  | -1.4 | 11.7         | 12.0 | -0.3 | 16.6         | 17.0  | -0.4 | 12.5         | 12.0 | 0.5  | 8.9          | 8.5  | 0.4  | 9.2           | 8.0  | 1.2  |
| The Sound            | 40.5    | 37.2  | 3.3  | 4    | 9.9          | 6.0  | 3.9  | 8.6          | 7.1   | 1.5  | 9.3          | 7.6  | 1.7  | 19.6         | 18.3  | 1.3  | 18.2         | 20.6 | -2.4 | 10.7         | 12.2 | -1.5 | 6.7           | 7.9  | -1.2 |
| Today FM*            | 7.8     | 7.8   | 0.0  | 13   | 0.7          | 0.4  | 0.3  | 0.6          | 0.3   | 0.3  | 1.3          | 0.9  | 0.4  | 2.2          | 2.2   | 0.0  | 2.7          | 3.0  | -0.3 | 4.4          | 4.7  | -0.3 | 0.7           | *    | *    |
| ZM                   | 61.4    | 53.5  | 7.9  | 1    | 22.9         | 18.1 | 4.8  | 33.8         | 28.1  | 5.7  | 26.6         | 24.3 | 2.3  | 33.4         | 30.2  | 3.2  | 9.4          | 8.7  | 0.7  | 4.6          | 4.8  | -0.2 | 12.9          | 11.4 | 1.5  |
| MediaWorks Combo     | 160.6   | 155.7 | 4.9  |      | 45.1         | 42.3 | 2.8  | 56.7         | 54.0  | 2.7  | 53.0         | 52.0 | 1.0  | 82.2         | 78.3  | 3.9  | 47.5         | 46.2 | 1.3  | 28.7         | 30.5 | -1.8 | 29.1          | 28.4 | 0.7  |
| NZME Combo           | 155.0   | 150.8 | 4.2  |      | 40.3         | 36.3 | 4.0  | 52.7         | 48.8  | 3.9  | 47.1         | 46.3 | 0.8  | 68.8         | 66.9  | 1.9  | 41.5         | 43.1 | -1.6 | 36.0         | 38.5 | -2.5 | 33.1          | 31.3 | 1.8  |
| All Commercial Radio | 244.9   | 240.2 | 4.7  |      | 61.1         | 58.6 | 2.5  | 85.5         | 83.3  | 2.2  | 77.8         | 77.2 | 0.6  | 114.7        | 111.8 | 2.9  | 68.8         | 68.5 | 0.3  | 55.3         | 56.7 | -1.4 | 50.5          | 49.1 | 1.4  |
| Potential (000)      | 291.7   | 291.7 | 0.0  |      | 70.5         | 70.5 | 0.0  | 100.8        | 100.2 | 0.6  | 93.7         | 93.7 | 0.0  | 135.1        | 135.1 | 0.0  | 78.5         | 78.5 | 0.0  | 64.9         | 64.9 | 0.0  | 55.6          | 54.8 | 0.8  |
| Sample               | 815     | 839   | -24  |      | 161          | 164  | -3   | 256          | 263   | -7   | 269          | 268  | 1    | 377          | 385   | -8   | 209          | 221  | -12  | 199          | 218  | -19  | 174           | 165  | 9    |

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 4 2022

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

Survey Comparisons: 3/2017 - 1/2020

This Survey Period: Sun Feb 13 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022

Last 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

|                 | This  | Last  | +/- |
|-----------------|-------|-------|-----|
| Potential (000) | 291.7 | 291.7 | 0.0 |
| Sample Size     | 815   | 839   | -24 |

|                      | 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               | 22.9            | 23.4  | -0.5 | 4    | 17.4             | 18.8  | -1.4 | 16.9             | 16.9  | 0.0  | 17.1            | 15.7  | 1.4  | 6.5              | 5.7  | 0.8  | 4.1              | 4.6  | -0.5 | 20.8              | 19.1  | 1.7  |   |
| Coast                | 20.9            | 20.5  | 0.4  | 6    | 22.6             | 21.5  | 1.1  | 20.7             | 21.4  | -0.7 | 19.7            | 21.3  | -1.6 | 7.0              | 8.2  | -1.2 | 6.3              | 6.5  | -0.2 | 20.9              | 22.6  | -1.7 |   |
| Edge                 | 17.6            | 14.7  | 2.9  | 8    | 12.0             | 10.9  | 1.1  | 16.1             | 13.1  | 3.0  | 14.1            | 13.9  | 0.2  | 3.6              | 4.4  | -0.8 | 3.0              | 2.1  | 0.9  | 16.4              | 16.4  | 0.0  |   |
| George FM            | 4.7             | 4.0   | 0.7  | 13   | 3.1              | 4.0   | -0.9 | 2.0              | 3.5   | -1.5 | 4.0             | 5.2   | -1.2 | 0.4              | 1.9  | -1.5 | 0.8              | 0.6  | 0.2  | 3.4               | 4.4   | -1.0 |   |
| Gold Sport**         | 1.4             | 1.5   | -0.1 | 16   | 1.0              | 0.8   | 0.2  | 2.5              | 0.7   | 1.8  | 1.0             | 0.9   | 0.1  | 0.3              | 0.2  | 0.1  | *                | *    | *    | 2.8               | 2.6   | 0.2  |   |
| Life FM              | 6.1             | 5.5   | 0.6  | 12   | 1.3              | 2.8   | -1.5 | 3.9              | 4.2   | -0.3 | 3.0             | 4.2   | -1.2 | 1.3              | 2.5  | -1.2 | 1.8              | 1.3  | 0.5  | 6.8               | 6.7   | 0.1  |   |
| Mai FM               | 15.2            | 14.8  | 0.4  | 9    | 9.9              | 10.3  | -0.4 | 13.3             | 15.0  | -1.7 | 12.1            | 13.0  | -0.9 | 3.5              | 3.1  | 0.4  | 4.3              | 2.3  | 2.0  | 18.2              | 19.5  | -1.3 |   |
| Maniapoto FM         | *               | *     | *    | *    | *                | *     | *    | *                | 0.4   | *    | *               | 0.4   | *    | *                | *    | *    | *                | *    | *    | *                 | *     | 0.2  | * |
| More FM              | 12.4            | 11.5  | 0.9  | 10   | 5.8              | 5.9   | -0.1 | 9.2              | 8.5   | 0.7  | 7.1             | 7.7   | -0.6 | 3.8              | 4.9  | -1.1 | 5.7              | 5.0  | 0.7  | 12.2              | 12.1  | 0.1  |   |
| Newstalk ZB          | 25.2            | 22.9  | 2.3  | 3    | 16.5             | 19.1  | -2.6 | 21.3             | 21.4  | -0.1 | 21.1            | 20.9  | 0.2  | 11.7             | 11.8 | -0.1 | 10.3             | 9.5  | 0.8  | 30.6              | 31.2  | -0.6 |   |
| Nga Iwi FM           | 1.1             | 1.1   | 0.0  | 19   | 0.9              | 0.9   | 0.0  | 2.6              | 1.8   | 0.8  | 1.1             | 0.9   | 0.2  | 0.3              | 0.3  | 0.0  | 3.4              | 1.0  | 2.4  | 5.6               | 1.9   | 3.7  |   |
| Radio Hauraki        | 7.3             | 5.3   | 2.0  | 11   | 3.7              | 3.8   | -0.1 | 9.3              | 6.2   | 3.1  | 6.5             | 5.5   | 1.0  | 1.8              | 2.6  | -0.8 | 2.0              | 2.4  | -0.4 | 11.9              | 8.2   | 3.7  |   |
| Radio Waatea         | 0.5             | 0.5   | 0.0  | 21   | 0.5              | 0.5   | 0.0  | 0.5              | 0.5   | 0.0  | 0.5             | 0.5   | 0.0  | *                | *    | *    | 0.5              | 0.5  | 0.0  | *                 | *     | *    |   |
| Rhema                | 1.4             | 1.8   | -0.4 | 16   | 0.5              | 1.2   | -0.7 | 1.4              | 1.2   | 0.2  | 0.5             | 0.7   | -0.2 | 0.5              | 0.7  | -0.2 | 1.0              | 0.7  | 0.3  | 3.0               | 3.4   | -0.4 |   |
| Rock                 | 26.9            | 20.0  | 6.9  | 2    | 21.1             | 16.9  | 4.2  | 29.9             | 24.5  | 5.4  | 28.3            | 23.1  | 5.2  | 9.9              | 10.0 | -0.1 | 12.3             | 9.0  | 3.3  | 36.2              | 28.5  | 7.7  |   |
| SENZ Sport           | 0.7             | 0.6   | 0.1  | 20   | 1.2              | 0.6   | 0.6  | 0.6              | *     | *    | 0.6             | *     | *    | 0.5              | 0.4  | 0.1  | 2.0              | 1.2  | 0.8  | 3.3               | 1.6   | 1.7  |   |
| Star                 | 1.6             | 1.3   | 0.3  | 15   | 2.0              | 1.8   | 0.2  | 1.0              | 0.6   | 0.4  | 0.6             | 0.2   | 0.4  | 0.3              | 0.3  | 0.0  | 0.9              | 1.0  | -0.1 | 2.1               | 1.8   | 0.3  |   |
| Tainui Live          | 1.4             | 2.0   | -0.6 | 16   | 0.7              | 1.3   | -0.6 | 0.2              | 0.2   | 0.0  | 0.2             | *     | *    | *                | *    | *    | 0.9              | 1.0  | -0.1 | 3.5               | 1.6   | 1.9  |   |
| The Hits             | 18.9            | 15.8  | 3.1  | 7    | 16.2             | 16.0  | 0.2  | 21.2             | 21.6  | -0.4 | 15.7            | 17.4  | -1.7 | 5.4              | 4.9  | 0.5  | 4.2              | 4.1  | 0.1  | 24.8              | 23.6  | 1.2  |   |
| The Sound            | 21.8            | 22.1  | -0.3 | 5    | 17.0             | 17.7  | -0.7 | 28.1             | 24.5  | 3.6  | 17.7            | 18.9  | -1.2 | 6.6              | 10.1 | -3.5 | 6.9              | 4.2  | 2.7  | 20.5              | 22.7  | -2.2 |   |
| Today FM*            | 4.3             | 5.4   | -1.1 | 14   | 4.1              | 5.7   | -1.6 | 3.2              | 4.3   | -1.1 | 1.6             | 2.7   | -1.1 | 1.0              | 1.3  | -0.3 | 1.4              | 0.6  | 0.8  | 4.6               | 4.9   | -0.3 |   |
| ZM                   | 36.1            | 30.3  | 5.8  | 1    | 24.2             | 22.7  | 1.5  | 32.0             | 28.5  | 3.5  | 29.7            | 25.9  | 3.8  | 13.3             | 13.2 | 0.1  | 11.3             | 8.0  | 3.3  | 43.1              | 35.0  | 8.1  |   |
| MediaWorks Combo     | 103.4           | 97.2  | 6.2  |      | 77.9             | 77.7  | 0.2  | 96.2             | 92.5  | 3.7  | 85.3            | 85.0  | 0.3  | 32.1             | 36.8 | -4.7 | 31.0             | 23.9 | 7.1  | 114.9             | 109.2 | 5.7  |   |
| NZME Combo           | 97.2            | 86.2  | 11.0 |      | 76.2             | 75.0  | 1.2  | 93.3             | 90.7  | 2.6  | 85.6            | 83.6  | 2.0  | 37.6             | 38.7 | -1.1 | 32.0             | 28.9 | 3.1  | 114.5             | 106.5 | 8.0  |   |
| All Commercial Radio | 181.4           | 167.6 | 13.8 |      | 140.8            | 138.9 | 1.9  | 166.1            | 163.2 | 2.9  | 158.4           | 155.8 | 2.6  | 67.5             | 72.1 | -4.6 | 58.9             | 49.4 | 9.5  | 200.4             | 192.5 | 7.9  |   |

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 4 2022

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

Survey Comparisons: 3/2017 - 1/2020

This Survey Period: Sun Feb 13 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022

Last 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

|                      | 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               | 11:03   | 10:57 | 0:05  | 4:05         | 3:58  | 0:07   | 9:21         | 10:27 | -1:06 | 8:55         | 9:31  | -0:35 | 10:32        | 9:33  | 0:58  | 10:54        | 10:50 | 0:03  | 9:56         | 10:59 | -1:02 | 12:32         | 12:48 | -0:15  |
| Coast                | 11:12   | 10:34 | 0:37  | 15:38        | 15:01 | 0:37   | 18:09        | 17:32 | 0:37  | 10:54        | 10:41 | 0:12  | 7:05         | 6:43  | 0:21  | 7:40         | 8:07  | -0:26 | 13:01        | 11:57 | 1:03  | 2:52          | 3:56  | -1:03  |
| Edge                 | 3:54    | 3:45  | 0:09  | 3:19         | 3:00  | 0:19   | 4:04         | 3:45  | 0:19  | 4:01         | 4:26  | -0:24 | 4:27         | 4:42  | -0:14 | 5:09         | 4:35  | 0:34  | 3:38         | 1:50  | 1:48  | 4:14          | 3:59  | 0:15   |
| George FM            | 6:44    | 7:58  | -1:14 | 5:44         | 5:52  | -0:08  | 5:14         | 4:09  | 1:04  | 4:03         | 6:42  | -2:38 | 7:27         | 9:57  | -2:29 | 15:10        | 22:04 | -6:53 | *            | *     | *     | 0:48          | 11:19 | -10:31 |
| Gold Sport**         | 3:13    | 4:06  | -0:53 | 0:22         | 0:45  | -0:22  | 0:15         | *     | *     | *            | *     | *     | *            | 0:45  | *     | 3:40         | 3:20  | 0:20  | 3:14         | 2:56  | 0:18  | 5:32          | 5:36  | -0:03  |
| Life FM              | 5:25    | 5:48  | -0:23 | 2:17         | 3:05  | -0:47  | 6:51         | 7:43  | -0:51 | 7:00         | 7:59  | -0:59 | 7:50         | 8:34  | -0:44 | 6:35         | 6:07  | 0:27  | 5:13         | 4:07  | 1:05  | 4:57          | 8:30  | -3:33  |
| Mai FM               | 8:42    | 7:20  | 1:21  | 9:16         | 5:50  | 3:25   | 9:13         | 7:42  | 1:31  | 9:55         | 11:11 | -1:16 | 8:31         | 9:13  | -0:42 | 5:17         | 4:57  | 0:19  | 2:51         | 2:13  | 0:38  | 9:07          | 11:08 | -2:01  |
| Maniapoto FM         | *       | 0:25  | *     | *            | *     | *      | *            | 0:30  | *     | *            | 0:30  | *     | *            | 0:30  | *     | *            | *     | *     | *            | 0:15  | *     | *             | *     | *      |
| More FM              | 4:25    | 5:42  | -1:16 | 2:58         | 3:12  | -0:13  | 2:43         | 2:36  | 0:07  | 2:02         | 2:22  | -0:20 | 5:18         | 6:02  | -0:44 | 11:12        | 14:28 | -3:16 | 5:36         | 9:50  | -4:13 | 4:11          | 3:40  | 0:31   |
| Newstalk ZB          | 11:02   | 11:15 | -0:12 | 1:39         | 1:33  | 0:05   | 5:25         | 4:48  | 0:36  | 6:04         | 5:51  | 0:12  | 5:33         | 5:56  | -0:23 | 9:13         | 10:38 | -1:25 | 18:47        | 19:09 | -0:22 | 9:31          | 9:05  | 0:25   |
| Nga Iwi FM           | 2:38    | 3:01  | -0:23 | 3:14         | 5:50  | -2:36  | 1:08         | 1:47  | -0:39 | 2:09         | 1:47  | 0:21  | 1:38         | 1:16  | 0:22  | 0:30         | 0:30  | 0:00  | 0:15         | 0:15  | 0:00  | *             | *     | *      |
| Radio Hauraki        | 3:27    | 3:48  | -0:20 | 2:29         | 3:24  | -0:55  | 3:38         | 4:32  | -0:53 | 3:20         | 3:17  | 0:03  | 3:18         | 4:12  | -0:53 | 5:22         | 5:12  | 0:10  | 8:25         | 3:19  | 5:06  | 3:26          | 2:27  | 0:58   |
| Radio Waatea         | 8:00    | 8:00  | 0:00  | 8:00         | 8:00  | 0:00   | *            | *     | *     | *            | *     | *     | *            | *     | *     | *            | *     | *     | *            | *     | *     | *             | *     | *      |
| Rhema                | 4:03    | 3:35  | 0:28  | 0:40         | 2:05  | -1:24  | 6:50         | 5:24  | 1:25  | 7:04         | 5:40  | 1:23  | 7:04         | 5:40  | 1:23  | 0:45         | 0:45  | 0:00  | 0:45         | 0:48  | -0:03 | 7:00          | 5:13  | 1:47   |
| Rock                 | 12:13   | 11:25 | 0:47  | 7:45         | 4:38  | 3:07   | 10:00        | 7:38  | 2:22  | 11:42        | 9:35  | 2:06  | 14:23        | 13:07 | 1:15  | 17:46        | 18:28 | -0:41 | 14:47        | 19:27 | -4:39 | 12:04         | 11:31 | 0:33   |
| SENZ Sport           | 7:06    | 4:16  | 2:49  | *            | *     | *      | 12:02        | 2:15  | 9:47  | 12:02        | 2:15  | 9:47  | 8:34         | 1:44  | 6:49  | 2:12         | 2:12  | -0:00 | 2:28         | 2:47  | -0:19 | 3:00          | 3:00  | 0:00   |
| Star                 | 7:48    | 7:44  | 0:03  | *            | *     | *      | *            | *     | *     | *            | *     | *     | *            | *     | *     | 5:42         | 4:53  | 0:49  | 5:00         | 4:04  | 0:55  | *             | *     | *      |
| Tainui Live          | 1:37    | 1:56  | -0:19 | 1:04         | 1:44  | -0:39  | 1:56         | 1:45  | 0:11  | 1:56         | 1:45  | 0:11  | 1:48         | 1:41  | 0:07  | 1:30         | 1:30  | 0:00  | 4:15         | 3:03  | 1:11  | 1:30          | 1:30  | 0:00   |
| The Hits             | 6:33    | 6:41  | -0:07 | 3:43         | 3:39  | 0:03   | 5:50         | 5:38  | 0:12  | 8:47         | 8:05  | 0:41  | 8:13         | 9:02  | -0:48 | 6:20         | 8:03  | -1:42 | 6:02         | 5:53  | 0:08  | 6:17          | 7:14  | -0:57  |
| The Sound            | 10:58   | 13:35 | -2:37 | 4:06         | 15:29 | -11:23 | 16:01        | 25:41 | -9:40 | 15:54        | 15:45 | 0:09  | 14:37        | 13:18 | 1:19  | 11:17        | 12:19 | -1:02 | 10:18        | 13:40 | -3:21 | 8:58          | 12:31 | -3:32  |
| Today FM*            | 7:48    | 9:03  | -1:14 | 5:46         | 8:02  | -2:16  | 3:30         | 6:15  | -2:44 | 13:17        | 22:15 | -8:58 | 11:44        | 15:18 | -3:33 | 6:38         | 7:09  | -0:31 | 6:07         | 6:07  | 0:00  | 8:45          | *     | *      |
| ZM                   | 6:17    | 5:44  | 0:32  | 6:24         | 5:57  | 0:27   | 6:16         | 6:17  | -0:00 | 5:37         | 5:45  | -0:07 | 5:56         | 5:29  | 0:27  | 8:47         | 6:04  | 2:43  | 8:46         | 7:04  | 1:42  | 5:29          | 5:33  | -0:04  |
| MediaWorks Combo     | 13:08   | 13:09 | -0:00 | 9:23         | 8:39  | 0:44   | 11:48        | 10:59 | 0:48  | 12:48        | 11:53 | 0:55  | 15:04        | 14:07 | 0:57  | 15:37        | 16:52 | -1:15 | 11:26        | 14:49 | -3:23 | 12:09         | 13:30 | -1:20  |
| NZME Combo           | 10:27   | 10:13 | 0:13  | 8:32         | 8:23  | 0:08   | 9:15         | 9:17  | -0:01 | 7:41         | 7:47  | -0:06 | 7:40         | 7:46  | -0:05 | 10:48        | 10:29 | 0:18  | 16:56        | 14:50 | 2:06  | 7:02          | 6:46  | 0:16   |
| All Commercial Radio | 16:10   | 15:47 | 0:23  | 13:11        | 12:03 | 1:08   | 14:37        | 13:34 | 1:03  | 14:33        | 13:44 | 0:48  | 16:20        | 15:25 | 0:54  | 17:57        | 18:37 | -0:39 | 18:02        | 18:51 | -0:49 | 12:02         | 12:44 | -0:41  |
| Potential (000)      | 291.7   | 291.7 | 0.0   | 70.5         | 70.5  | 0.0    | 100.8        | 100.2 | 0.6   | 93.7         | 93.7  | 0.0   | 135.1        | 135.1 | 0.0   | 78.5         | 78.5  | 0.0   | 64.9         | 64.9  | 0.0   | 55.6          | 54.8  | 0.8    |
| Sample               | 815     | 839   | -24   | 161          | 164   | -3     | 256          | 263   | -7    | 269          | 268   | 1     | 377          | 385   | -8    | 209          | 221   | -12   | 199          | 218   | -19   | 174           | 165   | 9      |

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 4 2022

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

Survey Comparisons: 3/2017 - 1/2020

This Survey Period: Sun Feb 13 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022

Last 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

|                 | This  | Last  | +/- |
|-----------------|-------|-------|-----|
| Potential (000) | 291.7 | 291.7 | 0.0 |
| Sample Size     | 815   | 839   | -24 |

|                      | 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               | 3:55            | 3:53 | 0:02  | 4:27             | 4:31 | -0:04 | 5:06             | 5:22 | -0:16 | 2:17            | 2:17 | -0:00 | 1:46             | 1:57 | -0:10 | 2:35             | 2:18 | 0:16  | 4:02              | 4:01 | 0:01  |
| Coast                | 2:29            | 2:24 | 0:04  | 4:28             | 4:23 | 0:05  | 5:46             | 5:27 | 0:19  | 2:14            | 2:02 | 0:11  | 2:48             | 2:18 | 0:29  | 1:34             | 1:36 | -0:01 | 4:21              | 4:09 | 0:11  |
| Edge                 | 1:46            | 1:42 | 0:04  | 1:43             | 1:48 | -0:04 | 2:14             | 2:10 | 0:03  | 1:08            | 1:07 | 0:01  | 1:16             | 1:25 | -0:09 | 1:59             | 1:21 | 0:37  | 1:35              | 1:39 | -0:04 |
| George FM            | 1:56            | 2:06 | -0:10 | 3:00             | 3:10 | -0:10 | 4:28             | 4:28 | -0:00 | 2:04            | 2:40 | -0:35 | 0:15             | 1:02 | -0:47 | 1:00             | 1:00 | 0:00  | 2:55              | 2:42 | 0:12  |
| Gold Sport**         | 2:23            | 2:01 | 0:21  | 0:42             | 0:43 | -0:01 | 0:54             | 2:28 | -1:34 | 1:20            | 1:22 | -0:01 | 2:15             | 2:15 | 0:00  | *                | *    | *     | 2:52              | 2:46 | 0:06  |
| Life FM              | 2:01            | 1:59 | 0:01  | 1:29             | 2:24 | -0:55 | 1:58             | 2:14 | -0:15 | 2:39            | 2:35 | 0:04  | 1:49             | 2:16 | -0:26 | 1:22             | 1:10 | 0:11  | 1:51              | 1:47 | 0:04  |
| Mai FM               | 2:40            | 2:42 | -0:02 | 2:32             | 2:14 | 0:17  | 3:37             | 3:38 | -0:01 | 2:17            | 1:58 | 0:18  | 2:14             | 2:01 | 0:12  | 3:15             | 1:57 | 1:18  | 3:41              | 2:57 | 0:44  |
| Maniapoto FM         | *               | *    | *     | *                | *    | *     | *                | 0:15 | *     | *               | 0:15 | *     | *                | *    | *     | *                | *    | *     | *                 | 0:15 | *     |
| More FM              | 2:17            | 2:43 | -0:25 | 2:17             | 2:55 | -0:38 | 2:57             | 3:26 | -0:29 | 1:36            | 1:54 | -0:17 | 1:15             | 1:42 | -0:27 | 1:35             | 1:57 | -0:21 | 2:04              | 2:40 | -0:35 |
| Newstalk ZB          | 4:05            | 4:02 | 0:02  | 3:42             | 3:35 | 0:07  | 3:09             | 3:10 | -0:00 | 2:53            | 2:49 | 0:03  | 3:05             | 3:03 | 0:01  | 2:43             | 2:55 | -0:11 | 3:28              | 3:21 | 0:06  |
| Nga Iwi FM           | 1:03            | 0:59 | 0:04  | 0:15             | 0:15 | 0:00  | 1:31             | 1:30 | 0:01  | 1:45            | 1:45 | 0:00  | 0:15             | 0:15 | 0:00  | 1:26             | 1:00 | 0:25  | 1:21              | 1:52 | -0:30 |
| Radio Hauraki        | 1:15            | 1:52 | -0:36 | 2:07             | 1:46 | 0:20  | 1:38             | 1:31 | 0:07  | 1:45            | 1:42 | 0:03  | 0:32             | 1:35 | -1:03 | 1:43             | 1:56 | -0:13 | 1:25              | 1:35 | -0:09 |
| 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                | 2:53            | 2:54 | -0:01 | 2:19             | 1:01 | 1:18  | 2:20             | 2:34 | -0:13 | 0:15            | 0:17 | -0:02 | 0:30             | 0:37 | -0:07 | 1:30             | 1:30 | 0:00  | 1:35              | 1:25 | 0:09  |
| Rock                 | 4:13            | 4:01 | 0:12  | 5:16             | 4:26 | 0:50  | 5:40             | 5:33 | 0:07  | 3:18            | 3:45 | -0:26 | 2:53             | 3:03 | -0:09 | 1:59             | 1:47 | 0:11  | 3:31              | 3:29 | 0:01  |
| SENZ Sport           | 1:48            | 1:54 | -0:05 | 1:07             | 0:30 | 0:37  | 7:00             | *    | *     | 6:00            | *    | *     | 2:46             | 2:50 | -0:04 | 2:10             | 2:55 | -0:44 | 3:40              | 1:53 | 1:46  |
| Star                 | 1:28            | 1:40 | -0:12 | 2:24             | 2:26 | -0:02 | 1:11             | 1:10 | 0:01  | 1:00            | 0:15 | 0:45  | 4:30             | 4:30 | 0:00  | 3:47             | 3:39 | 0:08  | 2:54              | 2:45 | 0:09  |
| Tainui Live          | 0:58            | 1:16 | -0:18 | 0:15             | 0:44 | -0:29 | 2:15             | 0:15 | 2:00  | 1:00            | *    | *     | *                | *    | *     | 1:08             | 0:54 | 0:13  | 1:18              | 1:26 | -0:07 |
| The Hits             | 2:18            | 2:33 | -0:15 | 3:30             | 3:51 | -0:21 | 3:09             | 3:25 | -0:15 | 1:26            | 1:47 | -0:21 | 0:47             | 2:01 | -1:13 | 2:19             | 2:17 | 0:02  | 1:58              | 2:05 | -0:07 |
| The Sound            | 3:36            | 3:29 | 0:06  | 5:09             | 5:07 | 0:01  | 4:29             | 5:05 | -0:36 | 2:15            | 3:11 | -0:55 | 1:16             | 2:23 | -1:06 | 1:32             | 1:06 | 0:26  | 4:32              | 5:30 | -0:57 |
| Today FM*            | 3:45            | 3:46 | -0:01 | 2:03             | 2:07 | -0:04 | 2:58             | 2:28 | 0:29  | 2:22            | 1:36 | 0:46  | 8:23             | 5:43 | 2:39  | 1:11             | 0:30 | 0:41  | 2:48              | 3:06 | -0:17 |
| ZM                   | 1:58            | 2:02 | -0:04 | 2:22             | 2:05 | 0:16  | 2:24             | 2:06 | 0:17  | 1:44            | 1:44 | 0:00  | 1:25             | 1:11 | 0:14  | 1:58             | 2:06 | -0:08 | 2:01              | 1:43 | 0:18  |
| MediaWorks Combo     | 3:56            | 3:50 | 0:05  | 4:32             | 4:19 | 0:12  | 5:19             | 5:18 | 0:01  | 2:49            | 3:01 | -0:12 | 2:17             | 2:36 | -0:18 | 2:29             | 2:04 | 0:25  | 3:53              | 4:04 | -0:11 |
| NZME Combo           | 2:54            | 2:59 | -0:05 | 3:44             | 3:43 | 0:00  | 3:44             | 3:38 | 0:05  | 2:14            | 2:16 | -0:01 | 2:08             | 2:11 | -0:02 | 2:17             | 2:23 | -0:05 | 3:08              | 3:06 | 0:02  |
| All Commercial Radio | 4:00            | 3:59 | 0:01  | 4:40             | 4:36 | 0:03  | 5:22             | 5:10 | 0:11  | 2:54            | 3:02 | -0:07 | 2:30             | 2:45 | -0:15 | 2:57             | 2:41 | 0:15  | 4:23              | 4:19 | 0:03  |

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)

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