



# WAIKATO COMMERCIAL RADIO - SURVEY 1 2023

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

Survey Comparisons: 3/2017 - 1/2020

This Survey Period: Sun Apr 10 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 2023

Last Survey Period: Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 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           | 10.0    | 10.1  | -0.1 | 6    | 4.8          | 3.7  | 1.1  | 4.0          | 5.7   | -1.7 | 3.8          | 7.5  | -3.7  | 7.2          | 9.5   | -2.3  | 9.4          | 10.2 | -0.8 | 9.0          | 8.4  | 0.6  | 7.2           | 11.6 | -4.4 |
| Coast            | 10.1    | 11.1  | -1.0 | 5    | 9.9          | 14.8 | -4.9 | 7.8          | 12.6  | -4.8 | 2.6          | 4.3  | -1.7  | 4.4          | 4.9   | -0.5  | 12.1         | 10.3 | 1.8  | 19.9         | 20.2 | -0.3 | 8.0           | 2.8  | 5.2  |
| Edge             | 4.1     | 3.5   | 0.6  | 9    | 8.1          | 6.2  | 1.9  | 6.2          | 5.5   | 0.7  | 5.5          | 5.1  | 0.4   | 5.0          | 4.4   | 0.6   | 3.0          | 2.7  | 0.3  | 0.9          | 0.8  | 0.1  | 6.2           | 6.0  | 0.2  |
| George FM        | 1.3     | 1.2   | 0.1  | 13   | 2.2          | 1.8  | 0.4  | 2.0          | 1.4   | 0.6  | 1.5          | 1.0  | 0.5   | 1.9          | 1.7   | 0.2   | 1.4          | 1.6  | -0.2 | *            | *    | *    | *             | *    | *    |
| Gold Sport*      | 0.5     | 0.4   | 0.1  | 15   | *            | 0.1  | *    | *            | *     | *    | *            | *    | *     | *            | *     | *     | 0.6          | 0.6  | 0.0  | 0.7          | 0.8  | -0.1 | 0.5           | 0.5  | 0.0  |
| Life FM          | 1.8     | 1.2   | 0.6  | 12   | 1.8          | 0.8  | 1.0  | 3.1          | 2.1   | 1.0  | 3.8          | 2.4  | 1.4   | 2.6          | 1.7   | 0.9   | 1.0          | 0.8  | 0.2  | 1.2          | 0.8  | 0.4  | 2.5           | 1.8  | 0.7  |
| Mai FM           | 5.5     | 5.8   | -0.3 | 8    | 13.1         | 13.8 | -0.7 | 8.4          | 8.4   | 0.0  | 8.7          | 8.5  | 0.2   | 6.2          | 6.3   | -0.1  | 1.4          | 1.9  | -0.5 | 0.2          | 0.2  | 0.0  | 9.7           | 10.6 | -0.9 |
| Maniapoto FM     | *       | *     | *    | *    | 0.1          | *    | *    | *            | *     | *    | *            | *    | *     | *            | *     | *     | *            | *    | *    | *            | *    | *    | *             | *    | *    |
| More FM          | 1.9     | 3.0   | -1.1 | 11   | 2.2          | 4.0  | -1.8 | 2.4          | 2.3   | 0.1  | 2.4          | 1.6  | 0.8   | 2.0          | 3.2   | -1.2  | 2.2          | 5.5  | -3.3 | 2.1          | 2.7  | -0.6 | 3.4           | 3.4  | 0.0  |
| Newstalk ZB      | 12.1    | 11.7  | 0.4  | 2    | 1.3          | 1.6  | -0.3 | 2.1          | 1.3   | 0.8  | 4.3          | 3.2  | 1.1   | 4.2          | 3.6   | 0.6   | 12.1         | 10.3 | 1.8  | 27.0         | 29.3 | -2.3 | 11.0          | 11.6 | -0.6 |
| Nga Iwi FM       | 0.3     | 0.5   | -0.2 | 18   | 1.2          | 2.0  | -0.8 | 0.2          | 0.3   | -0.1 | 0.2          | 0.3  | -0.1  | 0.1          | 0.2   | -0.1  | *            | *    | *    | *            | *    | *    | *             | *    | *    |
| Radio Hauraki    | 2.0     | 1.6   | 0.4  | 10   | 1.7          | 2.1  | -0.4 | 2.0          | 1.7   | 0.3  | 2.8          | 2.1  | 0.7   | 2.7          | 1.8   | 0.9   | 2.5          | 1.9  | 0.6  | 1.6          | 1.4  | 0.2  | 2.8           | 2.2  | 0.6  |
| Radio Waatea     | *       | 0.1   | *    | *    | *            | 0.5  | *    | *            | *     | *    | *            | *    | *     | *            | *     | *     | *            | *    | *    | *            | *    | *    | *             | *    | *    |
| Rhema            | 0.5     | 0.4   | 0.1  | 15   | *            | 0.1  | *    | 1.3          | 1.1   | 0.2  | 1.7          | 1.2  | 0.5   | 1.0          | 0.7   | 0.3   | *            | *    | *    | 0.1          | 0.1  | 0.0  | 0.7           | 0.8  | -0.1 |
| Rock             | 15.3    | 16.9  | -1.6 | 1    | 21.5         | 17.6 | 3.9  | 21.1         | 19.0  | 2.1  | 17.0         | 21.5 | -4.5  | 20.9         | 24.5  | -3.6  | 17.6         | 20.1 | -2.5 | 6.6          | 7.0  | -0.4 | 14.2          | 15.7 | -1.5 |
| SENZ Sport       | 1.0     | 0.7   | 0.3  | 14   | *            | *    | *    | 2.0          | 1.2   | 0.8  | 2.4          | 1.4  | 1.0   | 1.5          | 0.9   | 0.6   | 0.2          | 0.3  | -0.1 | 0.2          | 0.3  | -0.1 | 1.2           | 0.1  | 1.1  |
| Star             | 0.5     | 0.5   | 0.0  | 15   | *            | *    | *    | *            | *     | *    | *            | *    | *     | *            | *     | *     | 0.5          | 0.6  | -0.1 | 0.8          | 1.0  | -0.2 | *             | *    | *    |
| Tainui Live      | 0.3     | 0.2   | 0.1  | 18   | 0.7          | 0.3  | 0.4  | 0.5          | 0.2   | 0.3  | 0.3          | 0.2  | 0.1   | 0.2          | 0.2   | 0.0   | 0.2          | 0.1  | 0.1  | 0.3          | 0.2  | 0.1  | 0.4           | 0.1  | 0.3  |
| Te Arawa FM      | *       | n.a.  | *    | *    | *            | n.a. | *    | *            | n.a.  | *    | *            | n.a. | *     | *            | n.a.  | *     | *            | n.a. | *    | *            | n.a. | *    | *             | n.a. | *    |
| The Hits         | 6.6     | 6.4   | 0.2  | 7    | 4.6          | 5.8  | -1.2 | 5.8          | 6.3   | -0.5 | 10.6         | 9.1  | 1.5   | 8.4          | 7.3   | 1.1   | 7.1          | 6.4  | 0.7  | 6.9          | 5.4  | 1.5  | 6.9           | 9.5  | -2.6 |
| The Sound        | 10.3    | 11.2  | -0.9 | 4    | 4.0          | 5.0  | -1.0 | 7.1          | 11.0  | -3.9 | 9.6          | 13.1 | -3.5  | 12.9         | 15.3  | -2.4  | 16.1         | 16.6 | -0.5 | 12.7         | 11.0 | 1.7  | 8.3           | 9.9  | -1.6 |
| ZM               | 11.0    | 9.7   | 1.3  | 3    | 18.5         | 18.2 | 0.3  | 19.1         | 17.0  | 2.1  | 17.1         | 13.2 | 3.9   | 13.9         | 10.6  | 3.3   | 7.8          | 6.7  | 1.1  | 4.0          | 4.1  | -0.1 | 14.9          | 11.7 | 3.2  |
| MediaWorks Combo | 48.3    | 53.3  | -5.0 |      | 55.9         | 52.6 | 3.3  | 51.1         | 53.5  | -2.4 | 48.5         | 60.0 | -11.5 | 56.1         | 66.1  | -10.0 | 51.0         | 59.9 | -8.9 | 31.6         | 32.8 | -1.2 | 49.0          | 58.2 | -9.2 |
| NZME Combo       | 42.4    | 40.9  | 1.5  |      | 37.0         | 42.7 | -5.7 | 37.4         | 39.0  | -1.6 | 37.4         | 31.9 | 5.5   | 33.6         | 28.2  | 5.4   | 42.3         | 36.2 | 6.1  | 60.2         | 61.2 | -1.0 | 44.9          | 38.4 | 6.5  |
| Potential (000)  | 295.6   | 291.7 | 3.9  |      | 70.9         | 70.5 | 0.4  | 105.5        | 100.8 | 4.7  | 95.5         | 93.7 | 1.8   | 137.0        | 135.1 | 1.9   | 78.5         | 78.5 | 0.0  | 65.4         | 64.9 | 0.5  | 57.0          | 55.6 | 1.4  |
| Sample           | 836     | 815   | 21   |      | 184          | 161  | 23   | 298          | 256   | 42   | 300          | 269  | 31    | 409          | 377   | 32    | 194          | 209  | -15  | 172          | 199  | -27  | 186           | 174  | 12   |

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

MediaWorks Combo: Breeze, Edge, George FM, Mai FM, More FM, Rock, The Sound, Today FM (until S4 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

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



# WAIKATO COMMERCIAL RADIO - SURVEY 1 2023

Station Share (%) by Daypart, People 10+

Survey Comparisons: 3/2017 - 1/2020

This Survey Period: Sun Apr 10 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 2023

Last Survey Period: Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022

|                 | This  | Last  | +/- |
|-----------------|-------|-------|-----|
| Potential (000) | 295.6 | 291.7 | 3.9 |
| Sample Size     | 836   | 815   | 21  |

|                  | 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           | 9.7             | 12.4 | -2.7 | 5    | 11.9             | 11.8 | 0.1  | 9.9              | 9.7  | 0.2  | 9.0             | 8.5  | 0.5  | 7.7              | 6.8  | 0.9   | 7.4              | 6.1  | 1.3  | 10.2              | 9.6  | 0.6  |
| Coast            | 7.3             | 7.2  | 0.1  | 6    | 13.3             | 15.3 | -2.0 | 10.7             | 13.4 | -2.7 | 7.8             | 9.6  | -1.8 | 9.4              | 11.6 | -2.2  | 8.1              | 5.7  | 2.4  | 11.1              | 10.3 | 0.8  |
| Edge             | 4.4             | 4.3  | 0.1  | 9    | 3.4              | 3.1  | 0.3  | 4.8              | 4.0  | 0.8  | 4.8             | 3.5  | 1.3  | 2.4              | 2.7  | -0.3  | 3.6              | 3.5  | 0.1  | 3.6               | 3.0  | 0.6  |
| George FM        | 1.3             | 1.2  | 0.1  | 13   | 1.2              | 1.4  | -0.2 | 1.1              | 1.0  | 0.1  | 2.4             | 1.8  | 0.6  | 0.6              | 0.1  | 0.5   | 0.6              | 0.4  | 0.2  | 1.2               | 1.1  | 0.1  |
| Gold Sport*      | 0.5             | 0.5  | 0.0  | 15   | 0.1              | 0.1  | 0.0  | 0.2              | 0.3  | -0.1 | 0.3             | 0.3  | 0.0  | 0.5              | 0.4  | 0.1   | *                | *    | *    | 1.1               | 0.9  | 0.2  |
| Life FM          | 2.8             | 1.7  | 1.1  | 10   | 0.6              | 0.3  | 0.3  | 1.4              | 0.9  | 0.5  | 2.6             | 1.7  | 0.9  | 2.2              | 1.4  | 0.8   | 2.0              | 1.4  | 0.6  | 1.9               | 1.4  | 0.5  |
| Mai FM           | 5.8             | 5.6  | 0.2  | 8    | 4.0              | 3.8  | 0.2  | 5.6              | 5.4  | 0.2  | 6.0             | 6.0  | 0.0  | 4.0              | 4.6  | -0.6  | 6.1              | 8.0  | -1.9 | 6.0               | 7.7  | -1.7 |
| Maniapoto FM     | 0.1             | *    | *    | 19   | *                | *    | *    | *                | *    | *    | *               | *    | *    | *                | *    | *     | 0.5              | *    | *    | *                 | *    | *    |
| More FM          | 2.6             | 3.9  | -1.3 | 11   | 1.3              | 2.0  | -0.7 | 2.2              | 3.1  | -0.9 | 1.5             | 2.5  | -1.0 | 1.5              | 2.8  | -1.3  | 1.7              | 5.3  | -3.6 | 1.7               | 2.9  | -1.2 |
| Newstalk ZB      | 15.2            | 14.2 | 1.0  | 1    | 8.1              | 9.3  | -1.2 | 7.9              | 7.5  | 0.4  | 14.6            | 13.2 | 1.4  | 23.3             | 21.4 | 1.9   | 15.4             | 16.2 | -0.8 | 12.7              | 12.1 | 0.6  |
| Nga Iwi FM       | *               | 0.2  | *    | *    | *                | *    | *    | 0.3              | 0.4  | -0.1 | *               | 0.4  | *    | *                | *    | *     | 2.6              | 2.8  | -0.2 | 0.6               | 0.9  | -0.3 |
| Radio Hauraki    | 1.5             | 1.3  | 0.2  | 12   | 1.5              | 1.2  | 0.3  | 2.1              | 1.7  | 0.4  | 3.5             | 2.5  | 1.0  | 1.6              | 0.6  | 1.0   | 0.8              | 1.9  | -1.1 | 2.1               | 1.9  | 0.2  |
| Radio Waatea     | *               | *    | *    | *    | *                | *    | *    | *                | 0.2  | *    | *               | 0.1  | *    | *                | *    | *     | *                | 1.0  | *    | *                 | *    | *    |
| Rhema            | 0.7             | 0.6  | 0.1  | 14   | 0.2              | 0.2  | 0.0  | 0.5              | 0.4  | 0.1  | *               | *    | *    | 0.2              | 0.1  | 0.1   | 1.2              | 0.8  | 0.4  | 0.6               | 0.5  | 0.1  |
| Rock             | 14.7            | 15.6 | -0.9 | 2    | 17.8             | 16.9 | 0.9  | 18.2             | 19.1 | -0.9 | 15.6            | 20.3 | -4.7 | 8.9              | 17.0 | -8.1  | 10.9             | 14.1 | -3.2 | 13.0              | 14.5 | -1.5 |
| SENZ Sport       | 0.3             | 0.2  | 0.1  | 16   | 0.6              | 0.2  | 0.4  | 0.8              | 0.5  | 0.3  | 1.1             | 0.8  | 0.3  | 1.2              | 0.8  | 0.4   | 2.8              | 2.5  | 0.3  | 1.7               | 1.4  | 0.3  |
| Star             | 0.3             | 0.3  | 0.0  | 16   | 0.8              | 0.7  | 0.1  | 0.1              | 0.1  | 0.0  | 0.1             | 0.1  | 0.0  | 0.9              | 0.7  | 0.2   | 2.3              | 1.9  | 0.4  | 0.7               | 0.7  | 0.0  |
| Tainui Live      | 0.3             | 0.2  | 0.1  | 16   | 0.3              | *    | *    | 0.2              | *    | *    | 0.2             | *    | *    | *                | *    | *     | 0.9              | 0.6  | 0.3  | 0.4               | 0.5  | -0.1 |
| Te Arawa FM      | *               | n.a. | *    | *    | *                | n.a. | *    | *                | n.a. | *    | *               | n.a. | *    | *                | n.a. | *     | 0.2              | n.a. | *    | *                 | n.a. | *    |
| The Hits         | 7.1             | 6.0  | 1.1  | 7    | 9.2              | 8.6  | 0.6  | 7.2              | 7.5  | -0.3 | 5.5             | 4.9  | 0.6  | 2.0              | 2.5  | -0.5  | 4.6              | 5.6  | -1.0 | 5.2               | 5.6  | -0.4 |
| The Sound        | 10.1            | 10.8 | -0.7 | 4    | 11.5             | 13.3 | -1.8 | 13.7             | 14.2 | -0.5 | 7.3             | 8.7  | -1.4 | 3.9              | 5.0  | -1.1  | 6.9              | 6.1  | 0.8  | 9.5               | 10.6 | -1.1 |
| ZM               | 10.5            | 9.8  | 0.7  | 3    | 9.9              | 8.7  | 1.2  | 9.8              | 8.6  | 1.2  | 12.5            | 11.2 | 1.3  | 13.6             | 11.2 | 2.4   | 17.4             | 12.8 | 4.6  | 10.9              | 10.0 | 0.9  |
| MediaWorks Combo | 48.6            | 56.2 | -7.6 |      | 51.2             | 53.6 | -2.4 | 55.6             | 57.5 | -1.9 | 46.7            | 52.1 | -5.4 | 29.0             | 43.6 | -14.6 | 37.2             | 44.4 | -7.2 | 45.2              | 50.7 | -5.5 |
| NZME Combo       | 42.0            | 38.8 | 3.2  |      | 42.4             | 43.3 | -0.9 | 38.3             | 39.1 | -0.8 | 44.4            | 41.6 | 2.8  | 51.0             | 47.7 | 3.3   | 46.4             | 42.3 | 4.1  | 43.2              | 40.9 | 2.3  |

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MediaWorks Combo: Breeze, Edge, George FM, Mai FM, More FM, Rock, The Sound, Today FM (until S4 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

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



# WAIKATO COMMERCIAL RADIO - SURVEY 1 2023

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

Survey Comparisons: 3/2017 - 1/2020

This Survey Period: Sun Apr 10 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 2023

Last Survey Period: Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 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               | 32.5    | 36.1  | -3.6 | 8    | 5.4          | 7.3  | -1.9 | 6.7          | 7.6   | -0.9 | 8.4          | 9.5  | -1.1 | 13.7         | 16.9  | -3.2 | 10.0         | 11.6 | -1.6 | 9.9          | 8.4  | 1.5  | 4.9           | 5.6  | -0.7 |
| Coast                | 34.7    | 39.1  | -4.4 | 7    | 5.9          | 7.6  | -1.7 | 5.2          | 8.7   | -3.5 | 2.6          | 4.5  | -1.9 | 10.7         | 13.0  | -2.3 | 15.4         | 16.6 | -1.2 | 14.8         | 15.5 | -0.7 | 6.0           | 6.0  | 0.0  |
| Edge                 | 38.4    | 35.9  | 2.5  | 5    | 17.1         | 14.9 | 2.2  | 18.3         | 16.9  | 1.4  | 14.0         | 14.3 | -0.3 | 18.8         | 18.5  | 0.3  | 7.1          | 6.4  | 0.7  | 2.4          | 2.3  | 0.1  | 8.8           | 8.6  | 0.2  |
| George FM            | 8.2     | 6.9   | 1.3  | 13   | 2.8          | 2.5  | 0.3  | 4.6          | 3.3   | 1.3  | 3.3          | 2.9  | 0.4  | 5.2          | 4.2   | 1.0  | 2.0          | 1.3  | 0.7  | *            | *    | *    | 0.4           | 0.3  | 0.1  |
| Gold Sport*          | 3.9     | 5.1   | -1.2 | 17   | 1.2          | 2.1  | -0.9 | 1.2          | 1.6   | -0.4 | *            | *    | *    | *            | *     | *    | 2.0          | 2.0  | 0.0  | 2.0          | 2.3  | -0.3 | 0.6           | 0.6  | 0.0  |
| Life FM              | 12.5    | 8.8   | 3.7  | 12   | 4.5          | 2.9  | 1.6  | 5.7          | 3.8   | 1.9  | 5.0          | 3.9  | 1.1  | 5.2          | 4.1   | 1.1  | 2.0          | 1.6  | 0.4  | 2.5          | 1.6  | 0.9  | 2.9           | 2.3  | 0.6  |
| Mai FM               | 25.5    | 26.5  | -1.0 | 9    | 12.5         | 12.0 | 0.5  | 13.4         | 11.3  | 2.1  | 10.4         | 9.7  | 0.7  | 12.7         | 13.8  | -1.1 | 2.6          | 4.4  | -1.8 | 0.3          | 0.7  | -0.4 | 7.3           | 7.1  | 0.2  |
| Maniapoto FM         | 0.6     | *     | *    | 21   | 0.3          | *    | *    | *            | *     | *    | *            | *    | *    | *            | *     | *    | *            | *    | *    | *            | *    | *    | *             | *    | *    |
| More FM              | 22.3    | 27.0  | -4.7 | 10   | 7.6          | 10.8 | -3.2 | 7.6          | 10.7  | -3.1 | 7.3          | 9.0  | -1.7 | 8.8          | 11.4  | -2.6 | 5.8          | 6.1  | -0.3 | 6.0          | 4.8  | 1.2  | 5.0           | 4.9  | 0.1  |
| Newstalk ZB          | 38.3    | 41.9  | -3.6 | 6    | 4.9          | 7.7  | -2.8 | 4.7          | 3.1   | 1.6  | 7.2          | 6.0  | 1.2  | 11.7         | 12.1  | -0.4 | 12.1         | 13.8 | -1.7 | 15.2         | 15.5 | -0.3 | 7.1           | 7.4  | -0.3 |
| Nga Iwi FM           | 5.5     | 7.5   | -2.0 | 14   | 4.1          | 5.1  | -1.0 | 2.6          | 3.0   | -0.4 | 1.1          | 1.4  | -0.3 | 1.1          | 2.0   | -0.9 | *            | 0.6  | *    | 0.3          | 0.4  | -0.1 | *             | *    | *    |
| Radio Hauraki        | 19.3    | 18.8  | 0.5  | 11   | 6.3          | 6.8  | -0.5 | 5.9          | 5.9   | 0.0  | 6.5          | 7.1  | -0.6 | 10.5         | 10.3  | 0.2  | 5.7          | 4.4  | 1.3  | 2.5          | 1.7  | 0.8  | 3.3           | 4.0  | -0.7 |
| Radio Waatea         | 0.3     | 0.5   | -0.2 | 22   | *            | 0.5  | *    | 0.3          | *     | *    | 0.3          | *    | *    | 0.3          | *     | *    | *            | *    | *    | *            | *    | *    | 0.3           | *    | *    |
| Rhema                | 3.3     | 3.7   | -0.4 | 18   | 0.2          | 1.0  | -0.8 | 2.0          | 2.0   | 0.0  | 2.4          | 2.0  | 0.4  | 2.4          | 2.0   | 0.4  | 0.8          | 0.8  | 0.0  | 0.8          | 0.8  | 0.0  | 0.7           | 0.7  | 0.0  |
| Rock                 | 52.2    | 54.8  | -2.6 | 2    | 17.2         | 18.2 | -1.0 | 23.8         | 23.8  | 0.0  | 21.1         | 20.8 | 0.3  | 30.6         | 31.9  | -1.3 | 12.9         | 14.0 | -1.1 | 4.4          | 4.7  | -0.3 | 9.5           | 7.9  | 1.6  |
| SENZ Sport           | 5.3     | 4.0   | 1.3  | 15   | *            | *    | *    | 2.4          | 1.3   | 1.1  | 2.4          | 1.3  | 1.1  | 3.0          | 1.9   | 1.1  | 1.4          | 1.7  | -0.3 | 1.2          | 1.3  | -0.1 | 0.8           | 0.3  | 0.5  |
| Star                 | 2.0     | 2.5   | -0.5 | 19   | *            | *    | *    | *            | *     | *    | *            | *    | *    | *            | *     | *    | 0.9          | 1.4  | -0.5 | 1.5          | 2.0  | -0.5 | *             | *    | *    |
| Tainui Live          | 4.9     | 4.7   | 0.2  | 16   | 2.3          | 2.6  | -0.3 | 1.8          | 1.2   | 0.6  | 1.4          | 1.2  | 0.2  | 2.0          | 1.7   | 0.3  | 0.9          | 0.5  | 0.4  | 0.6          | 0.4  | 0.2  | 1.3           | 0.5  | 0.8  |
| Te Arawa FM          | 1.2     | n.a.  | *    | 20   | 1.2          | n.a. | *    | 1.2          | n.a.  | *    | *            | n.a. | *    | *            | n.a.  | *    | *            | n.a. | *    | *            | n.a. | *    | *             | n.a. | *    |
| The Hits             | 39.2    | 38.6  | 0.6  | 4    | 10.0         | 12.7 | -2.7 | 10.7         | 13.5  | -2.8 | 11.1         | 11.7 | -0.6 | 16.9         | 16.6  | 0.3  | 14.1         | 12.5 | 1.6  | 12.1         | 8.9  | 3.2  | 7.3           | 9.2  | -1.9 |
| The Sound            | 39.5    | 40.5  | -1.0 | 3    | 8.6          | 9.9  | -1.3 | 8.1          | 8.6   | -0.5 | 8.7          | 9.3  | -0.6 | 18.4         | 19.6  | -1.2 | 18.1         | 18.2 | -0.1 | 11.9         | 10.7 | 1.2  | 6.0           | 6.7  | -0.7 |
| ZM                   | 61.1    | 61.4  | -0.3 | 1    | 19.2         | 22.9 | -3.7 | 33.5         | 33.8  | -0.3 | 29.9         | 26.6 | 3.3  | 35.5         | 33.4  | 2.1  | 8.3          | 9.4  | -1.1 | 5.7          | 4.6  | 1.1  | 15.8          | 12.9 | 2.9  |
| MediaWorks Combo     | 152.8   | 160.6 | -7.8 |      | 43.0         | 45.1 | -2.1 | 57.0         | 56.7  | 0.3  | 51.1         | 53.0 | -1.9 | 76.9         | 82.2  | -5.3 | 44.1         | 47.5 | -3.4 | 28.5         | 28.7 | -0.2 | 29.6          | 29.1 | 0.5  |
| NZME Combo           | 151.3   | 155.0 | -3.7 |      | 33.0         | 40.3 | -7.3 | 50.6         | 52.7  | -2.1 | 48.9         | 47.1 | 1.8  | 70.6         | 68.8  | 1.8  | 41.4         | 41.5 | -0.1 | 37.4         | 36.0 | 1.4  | 33.3          | 33.1 | 0.2  |
| All Commercial Radio | 241.1   | 244.9 | -3.8 |      | 56.9         | 61.1 | -4.2 | 86.9         | 85.5  | 1.4  | 79.0         | 77.8 | 1.2  | 115.2        | 114.7 | 0.5  | 69.0         | 68.8 | 0.2  | 55.6         | 55.3 | 0.3  | 50.8          | 50.5 | 0.3  |
| Potential (000)      | 295.6   | 291.7 | 3.9  |      | 70.9         | 70.5 | 0.4  | 105.5        | 100.8 | 4.7  | 95.5         | 93.7 | 1.8  | 137.0        | 135.1 | 1.9  | 78.5         | 78.5 | 0.0  | 65.4         | 64.9 | 0.5  | 57.0          | 55.6 | 1.4  |
| Sample               | 836     | 815   | 21   |      | 184          | 161  | 23   | 298          | 256   | 42   | 300          | 269  | 31   | 409          | 377   | 32   | 194          | 209  | -15  | 172          | 199  | -27  | 186           | 174  | 12   |

MediaWorks Combo: Breeze, Edge, George FM, Mai FM, More FM, Rock, The Sound, Today FM (until S4 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

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



# WAIKATO COMMERCIAL RADIO - SURVEY 1 2023

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

Survey Comparisons: 3/2017 - 1/2020

This Survey Period: Sun Apr 10 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 2023

Last Survey Period: Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022

|                 | This  | Last  | +/- |
|-----------------|-------|-------|-----|
| Potential (000) | 295.6 | 291.7 | 3.9 |
| Sample Size     | 836   | 815   | 21  |

|                      | 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               | 19.1            | 22.9  | -3.8 | 7    | 16.7             | 17.4  | -0.7 | 16.0             | 16.9  | -0.9 | 17.4            | 17.1  | 0.3  | 6.9              | 6.5  | 0.4  | 4.4              | 4.1  | 0.3  | 18.6              | 20.8  | -2.2  |
| Coast                | 19.2            | 20.9  | -1.7 | 6    | 21.7             | 22.6  | -0.9 | 18.1             | 20.7  | -2.6 | 16.8            | 19.7  | -2.9 | 5.5              | 7.0  | -1.5 | 5.3              | 6.3  | -1.0 | 19.2              | 20.9  | -1.7  |
| Edge                 | 16.6            | 17.6  | -1.0 | 8    | 12.2             | 12.0  | 0.2  | 16.9             | 16.1  | 0.8  | 17.0            | 14.1  | 2.9  | 3.7              | 3.6  | 0.1  | 3.2              | 3.0  | 0.2  | 19.7              | 16.4  | 3.3   |
| George FM            | 5.2             | 4.7   | 0.5  | 13   | 3.2              | 3.1   | 0.1  | 2.4              | 2.0   | 0.4  | 6.1             | 4.0   | 2.1  | 2.1              | 0.4  | 1.7  | 1.6              | 0.8  | 0.8  | 4.1               | 3.4   | 0.7   |
| Gold Sport*          | 0.8             | 1.4   | -0.6 | 18   | 0.7              | 1.0   | -0.3 | 2.1              | 2.5   | -0.4 | 0.9             | 1.0   | -0.1 | 0.3              | 0.3  | 0.0  | *                | *    | *    | 2.8               | 2.8   | 0.0   |
| Life FM              | 8.8             | 6.1   | 2.7  | 11   | 3.3              | 1.3   | 2.0  | 6.5              | 3.9   | 2.6  | 5.1             | 3.0   | 2.1  | 2.3              | 1.3  | 1.0  | 3.4              | 1.8  | 1.6  | 8.4               | 6.8   | 1.6   |
| Mai FM               | 14.7            | 15.2  | -0.5 | 9    | 10.6             | 9.9   | 0.7  | 13.7             | 13.3  | 0.4  | 11.4            | 12.1  | -0.7 | 3.6              | 3.5  | 0.1  | 3.9              | 4.3  | -0.4 | 18.8              | 18.2  | 0.6   |
| Maniapoto FM         | 0.3             | *     | *    | 19   | *                | *     | *    | *                | *     | *    | *               | *     | *    | *                | *    | *    | 0.3              | *    | *    | 0.3               | *     | *     |
| More FM              | 11.4            | 12.4  | -1.0 | 10   | 6.4              | 5.8   | 0.6  | 8.0              | 9.2   | -1.2 | 7.8             | 7.1   | 0.7  | 2.8              | 3.8  | -1.0 | 2.6              | 5.7  | -3.1 | 7.9               | 12.2  | -4.3  |
| Newstalk ZB          | 24.9            | 25.2  | -0.3 | 3    | 15.0             | 16.5  | -1.5 | 18.8             | 21.3  | -2.5 | 20.4            | 21.1  | -0.7 | 11.2             | 11.7 | -0.5 | 9.4              | 10.3 | -0.9 | 28.8              | 30.6  | -1.8  |
| Nga Iwi FM           | *               | 1.1   | *    | *    | 0.6              | 0.9   | -0.3 | 1.6              | 2.6   | -1.0 | *               | 1.1   | *    | 0.3              | 0.3  | 0.0  | 2.6              | 3.4  | -0.8 | 3.8               | 5.6   | -1.8  |
| Radio Hauraki        | 7.5             | 7.3   | 0.2  | 12   | 3.9              | 3.7   | 0.2  | 8.7              | 9.3   | -0.6 | 7.0             | 6.5   | 0.5  | 2.5              | 1.8  | 0.7  | 1.5              | 2.0  | -0.5 | 11.4              | 11.9  | -0.5  |
| Radio Waatea         | 0.3             | 0.5   | -0.2 | 19   | *                | 0.5   | *    | *                | 0.5   | *    | *               | 0.5   | *    | *                | *    | *    | *                | 0.5  | *    | *                 | *     | *     |
| Rhema                | 1.8             | 1.4   | 0.4  | 14   | 0.4              | 0.5   | -0.1 | 1.6              | 1.4   | 0.2  | 0.6             | 0.5   | 0.1  | 0.6              | 0.5  | 0.1  | 1.3              | 1.0  | 0.3  | 2.5               | 3.0   | -0.5  |
| Rock                 | 25.6            | 26.9  | -1.3 | 2    | 20.2             | 21.1  | -0.9 | 27.7             | 29.9  | -2.2 | 26.5            | 28.3  | -1.8 | 7.2              | 9.9  | -2.7 | 9.1              | 12.3 | -3.2 | 33.1              | 36.2  | -3.1  |
| SENZ Sport           | 1.0             | 0.7   | 0.3  | 17   | 1.8              | 1.2   | 0.6  | 1.1              | 0.6   | 0.5  | 1.4             | 0.6   | 0.8  | 0.6              | 0.5  | 0.1  | 1.7              | 2.0  | -0.3 | 4.0               | 3.3   | 0.7   |
| Star                 | 1.2             | 1.6   | -0.4 | 16   | 1.6              | 2.0   | -0.4 | 0.7              | 1.0   | -0.3 | 0.2             | 0.6   | -0.4 | 0.3              | 0.3  | 0.0  | 0.6              | 0.9  | -0.3 | 1.6               | 2.1   | -0.5  |
| Tainui Live          | 1.8             | 1.4   | 0.4  | 14   | 1.3              | 0.7   | 0.6  | 0.9              | 0.2   | 0.7  | 0.8             | 0.2   | 0.6  | *                | *    | *    | 1.1              | 0.9  | 0.2  | 2.8               | 3.5   | -0.7  |
| Te Arawa FM          | *               | n.a.  | *    | *    | *                | n.a.  | *    | *                | n.a.  | *    | *               | n.a.  | *    | *                | n.a. | *    | 1.2              | n.a. | *    | *                 | n.a.  | *     |
| The Hits             | 20.9            | 18.9  | 2.0  | 5    | 17.6             | 16.2  | 1.4  | 21.0             | 21.2  | -0.2 | 16.0            | 15.7  | 0.3  | 4.5              | 5.4  | -0.9 | 3.4              | 4.2  | -0.8 | 23.1              | 24.8  | -1.7  |
| The Sound            | 21.8            | 21.8  | 0.0  | 4    | 16.5             | 17.0  | -0.5 | 27.6             | 28.1  | -0.5 | 14.2            | 17.7  | -3.5 | 4.9              | 6.6  | -1.7 | 7.3              | 6.9  | 0.4  | 19.6              | 20.5  | -0.9  |
| ZM                   | 36.3            | 36.1  | 0.2  | 1    | 25.0             | 24.2  | 0.8  | 30.9             | 32.0  | -1.1 | 29.7            | 29.7  | 0.0  | 12.6             | 13.3 | -0.7 | 11.8             | 11.3 | 0.5  | 41.8              | 43.1  | -1.3  |
| MediaWorks Combo     | 96.2            | 103.4 | -7.2 |      | 74.4             | 77.9  | -3.5 | 96.2             | 96.2  | 0.0  | 83.5            | 85.3  | -1.8 | 29.4             | 32.1 | -2.7 | 27.2             | 31.0 | -3.8 | 104.1             | 114.9 | -10.8 |
| NZME Combo           | 101.2           | 97.2  | 4.0  |      | 74.2             | 76.2  | -2.0 | 86.2             | 93.3  | -7.1 | 82.2            | 85.6  | -3.4 | 35.4             | 37.6 | -2.2 | 30.3             | 32.0 | -1.7 | 106.5             | 114.5 | -8.0  |
| All Commercial Radio | 183.5           | 181.4 | 2.1  |      | 142.8            | 140.8 | 2.0  | 166.9            | 166.1 | 0.8  | 157.1           | 158.4 | -1.3 | 64.7             | 67.5 | -2.8 | 57.7             | 58.9 | -1.2 | 194.2             | 200.4 | -6.2  |

MediaWorks Combo: Breeze, Edge, George FM, Mai FM, More FM, Rock, The Sound, Today FM (until S4 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

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



# WAIKATO COMMERCIAL RADIO - SURVEY 1 2023

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

Survey Comparisons: 3/2017 - 1/2020

This Survey Period: Sun Apr 10 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 2023

Last Survey Period: Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 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               | 11:49   | 11:03 | 0:45  | 7:08         | 4:05  | 3:02  | 7:15         | 9:21  | -2:05 | 4:35         | 8:55  | -4:20 | 8:44         | 10:32 | -1:48 | 11:29        | 10:54 | 0:35  | 9:55         | 9:56  | -0:00 | 9:23          | 12:32 | -3:09 |
| Coast                | 11:10   | 11:12 | -0:01 | 13:31        | 15:38 | -2:07 | 18:14        | 18:09 | 0:05  | 9:59         | 10:54 | -0:54 | 6:45         | 7:05  | -0:19 | 9:41         | 7:40  | 2:01  | 14:41        | 13:01 | 1:40  | 8:37          | 2:52  | 5:44  |
| Edge                 | 4:06    | 3:54  | 0:11  | 3:47         | 3:19  | 0:28  | 4:09         | 4:04  | 0:04  | 4:00         | 4:01  | -0:01 | 4:25         | 4:27  | -0:02 | 5:07         | 5:09  | -0:02 | 4:00         | 3:38  | 0:21  | 4:33          | 4:14  | 0:18  |
| George FM            | 6:08    | 6:44  | -0:36 | 6:26         | 5:44  | 0:41  | 5:19         | 5:14  | 0:05  | 4:31         | 4:03  | 0:28  | 6:03         | 7:27  | -1:24 | 8:36         | 15:10 | -6:34 | *            | *     | *     | 0:41          | 0:48  | -0:06 |
| Gold Sport*          | 4:32    | 3:13  | 1:19  | 0:15         | 0:22  | -0:07 | 0:15         | 0:15  | 0:00  | *            | *     | *     | *            | *     | *     | 3:47         | 3:40  | 0:06  | 3:47         | 3:14  | 0:32  | 5:07          | 5:32  | -0:24 |
| Life FM              | 5:39    | 5:25  | 0:14  | 3:13         | 2:17  | 0:56  | 6:39         | 6:51  | -0:11 | 7:39         | 7:00  | 0:39  | 8:08         | 7:50  | 0:18  | 6:14         | 6:35  | -0:20 | 5:09         | 5:13  | -0:04 | 5:27          | 4:57  | 0:30  |
| Mai FM               | 8:15    | 8:42  | -0:26 | 8:27         | 9:16  | -0:48 | 7:37         | 9:13  | -1:35 | 8:28         | 9:55  | -1:26 | 8:05         | 8:31  | -0:25 | 6:26         | 5:17  | 1:08  | 7:00         | 2:51  | 4:08  | 8:34          | 9:07  | -0:33 |
| Maniapoto FM         | 2:24    | *     | *     | 4:00         | *     | *     | *            | *     | *     | *            | *     | *     | *            | *     | *     | *            | *     | *     | *            | *     | *     | *             | *     | *     |
| More FM              | 3:16    | 4:25  | -1:09 | 2:20         | 2:58  | -0:38 | 3:46         | 2:43  | 1:03  | 3:21         | 2:02  | 1:19  | 3:40         | 5:18  | -1:38 | 4:40         | 11:12 | -6:32 | 3:51         | 5:36  | -1:44 | 4:23          | 4:11  | 0:11  |
| Newstalk ZB          | 12:11   | 11:02 | 1:08  | 2:03         | 1:39  | 0:24  | 5:29         | 5:25  | 0:03  | 6:04         | 6:04  | 0:00  | 5:58         | 5:33  | 0:24  | 12:21        | 9:13  | 3:08  | 19:19        | 18:47 | 0:31  | 10:01         | 9:31  | 0:30  |
| Nga Iwi FM           | 2:15    | 2:38  | -0:22 | 2:24         | 3:14  | -0:49 | 1:02         | 1:08  | -0:05 | 2:12         | 2:09  | 0:03  | 2:12         | 1:38  | 0:34  | *            | 0:30  | *     | 0:15         | 0:15  | 0:00  | *             | *     | *     |
| Radio Hauraki        | 3:57    | 3:27  | 0:30  | 2:13         | 2:29  | -0:15 | 4:01         | 3:38  | 0:22  | 4:19         | 3:20  | 0:58  | 4:17         | 3:18  | 0:59  | 5:30         | 5:22  | 0:08  | 6:58         | 8:25  | -1:27 | 5:27          | 3:26  | 2:00  |
| Radio Waatea         | 0:45    | 8:00  | -7:15 | *            | 8:00  | *     | 0:45         | *     | *     | 0:45         | *     | *     | 0:45         | *     | *     | *            | *     | *     | *            | *     | *     | 0:45          | *     | *     |
| Rhema                | 5:19    | 4:03  | 1:16  | 2:00         | 0:40  | 1:19  | 8:04         | 6:50  | 1:13  | 7:09         | 7:04  | 0:05  | 7:09         | 7:04  | 0:05  | 0:45         | 0:45  | 0:00  | 0:45         | 0:45  | 0:00  | 6:43          | 7:00  | -0:16 |
| Rock                 | 11:19   | 12:13 | -0:53 | 10:02        | 7:45  | 2:16  | 10:46        | 10:00 | 0:45  | 8:13         | 11:42 | -3:28 | 11:18        | 14:23 | -3:04 | 16:43        | 17:46 | -1:03 | 16:32        | 14:47 | 1:45  | 9:42          | 12:04 | -2:22 |
| SENZ Sport           | 7:22    | 7:06  | 0:16  | *            | *     | *     | 10:19        | 12:02 | -1:42 | 10:19        | 12:02 | -1:42 | 8:14         | 8:34  | -0:19 | 1:52         | 2:12  | -0:19 | 1:54         | 2:28  | -0:34 | 10:25         | 3:00  | 7:25  |
| Star                 | 9:41    | 7:48  | 1:52  | *            | *     | *     | *            | *     | *     | *            | *     | *     | *            | *     | *     | 6:26         | 5:42  | 0:43  | 5:33         | 5:00  | 0:33  | *             | *     | *     |
| Tainui Live          | 2:30    | 1:37  | 0:52  | 2:20         | 1:04  | 1:16  | 3:27         | 1:56  | 1:30  | 2:11         | 1:56  | 0:15  | 1:59         | 1:48  | 0:10  | 2:46         | 1:30  | 1:16  | 4:38         | 4:15  | 0:23  | 2:01          | 1:30  | 0:31  |
| Te Arawa FM          | 0:15    | n.a.  | *     | 0:15         | n.a.  | *     | 0:15         | n.a.  | *     | *            | *     | *     | *            | n.a.  | *     | *            | n.a.  | *     | *            | n.a.  | *     | *             | n.a.  | *     |
| The Hits             | 6:28    | 6:33  | -0:04 | 3:43         | 3:43  | 0:00  | 6:35         | 5:50  | 0:44  | 9:44         | 8:47  | 0:56  | 8:14         | 8:13  | 0:01  | 6:09         | 6:20  | -0:10 | 6:14         | 6:02  | 0:12  | 6:06          | 6:17  | -0:10 |
| The Sound            | 10:02   | 10:58 | -0:55 | 3:46         | 4:06  | -0:20 | 10:33        | 16:01 | -5:28 | 11:12        | 15:54 | -4:42 | 11:35        | 14:37 | -3:01 | 10:56        | 11:17 | -0:20 | 11:37        | 10:18 | 1:18  | 8:56          | 8:58  | -0:02 |
| ZM                   | 6:55    | 6:17  | 0:38  | 7:44         | 6:24  | 1:20  | 6:56         | 6:16  | 0:39  | 5:48         | 5:37  | 0:10  | 6:28         | 5:56  | 0:31  | 11:38        | 8:47  | 2:51  | 7:40         | 8:46  | -1:06 | 6:06          | 5:29  | 0:36  |
| MediaWorks Combo     | 12:11   | 13:08 | -0:57 | 10:26        | 9:23  | 1:02  | 10:53        | 11:48 | -0:54 | 9:38         | 12:48 | -3:09 | 12:04        | 15:04 | -3:00 | 14:13        | 15:37 | -1:23 | 12:03        | 11:26 | 0:37  | 10:42         | 12:09 | -1:26 |
| NZME Combo           | 10:48   | 10:27 | 0:20  | 9:00         | 8:32  | 0:28  | 8:58         | 9:15  | -0:17 | 7:45         | 7:41  | 0:04  | 7:52         | 7:40  | 0:11  | 12:35        | 10:48 | 1:47  | 17:31        | 16:56 | 0:34  | 8:42          | 7:02  | 1:40  |
| All Commercial Radio | 16:00   | 16:10 | -0:10 | 14:08        | 13:11 | 0:57  | 13:59        | 14:37 | -0:38 | 12:52        | 14:33 | -1:40 | 14:22        | 16:20 | -1:58 | 17:50        | 17:57 | -0:07 | 19:35        | 18:02 | 1:32  | 12:44         | 12:02 | 0:42  |
| Potential (000)      | 295.6   | 291.7 | 3.9   | 70.9         | 70.5  | 0.4   | 105.5        | 100.8 | 4.7   | 95.5         | 93.7  | 1.8   | 137.0        | 135.1 | 1.9   | 78.5         | 78.5  | 0.0   | 65.4         | 64.9  | 0.5   | 57.0          | 55.6  | 1.4   |
| Sample               | 836     | 815   | 21    | 184          | 161   | 23    | 298          | 256   | 42    | 300          | 269   | 31    | 409          | 377   | 32    | 194          | 209   | -15   | 172          | 199   | -27   | 186           | 174   | 12    |

MediaWorks Combo: Breeze, Edge, George FM, Mai FM, More FM, Rock, The Sound, Today FM (until S4 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

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



# WAIKATO COMMERCIAL RADIO - SURVEY 1 2023

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

Survey Comparisons: 3/2017 - 1/2020

This Survey Period: Sun Apr 10 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 2023

Last Survey Period: Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022

|                 | This  | Last  | +/- |
|-----------------|-------|-------|-----|
| Potential (000) | 295.6 | 291.7 | 3.9 |
| Sample Size     | 836   | 815   | 21  |

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

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