



WAIKATO COMMERCIAL RADIO - SURVEY 2 2023

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

Survey Comparisons: 3/2017 - 1/2020

This Survey Period: Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 2023

Last 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

	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	8.9	10.0	-1.1	6	5.1	4.8	0.3	5.6	4.0	1.6	5.2	3.8	1.4	8.1	7.2	0.9	9.9	9.4	0.5	10.4	9.0	1.4	5.7	7.2	-1.5
Coast	9.1	10.1	-1.0	5	10.1	9.9	0.2	7.6	7.8	-0.2	1.7	2.6	-0.9	4.9	4.4	0.5	10.2	12.1	-1.9	15.7	19.9	-4.2	8.2	8.0	0.2
Edge	4.6	4.1	0.5	9	8.3	8.1	0.2	6.6	6.2	0.4	6.9	5.5	1.4	6.0	5.0	1.0	3.2	3.0	0.2	1.2	0.9	0.3	8.0	6.2	1.8
George FM	0.8	1.3	-0.5	15	2.4	2.2	0.2	2.2	2.0	0.2	0.6	1.5	-0.9	0.6	1.9	-1.3	0.2	1.4	-1.2	0.1	*	*	*	*	*
Gold Sport	0.4	0.5	-0.1	17	*	*	*	*	*	*	*	*	*	*	*	*	*	0.6	*	*	0.7	*	*	0.5	*
Life FM	1.9	1.8	0.1	12	1.7	1.8	-0.1	4.1	3.1	1.0	5.2	3.8	1.4	3.1	2.6	0.5	0.8	1.0	-0.2	1.0	1.2	-0.2	2.5	2.5	0.0
Magic	1.4	n.a.	*	13	0.8	n.a.	*	0.1	n.a.	*	0.1	n.a.	*	0.8	n.a.	*	1.6	n.a.	*	1.4	n.a.	*	0.3	n.a.	*
Mai FM	5.4	5.5	-0.1	8	12.1	13.1	-1.0	9.9	8.4	1.5	9.5	8.7	0.8	6.9	6.2	0.7	1.4	1.4	0.0	*	0.2	*	9.7	9.7	0.0
Maniapoto FM	*	*	*	*	0.1	0.1	0.0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
More FM	2.9	1.9	1.0	10	2.2	2.2	0.0	3.0	2.4	0.6	2.9	2.4	0.5	3.2	2.0	1.2	4.6	2.2	2.4	3.8	2.1	1.7	3.2	3.4	-0.2
Newstalk ZB	14.4	12.1	2.3	1	1.6	1.3	0.3	2.4	2.1	0.3	4.3	4.3	0.0	4.7	4.2	0.5	13.8	12.1	1.7	26.7	27.0	-0.3	7.4	11.0	-3.6
Nga Iwi FM	0.3	0.3	0.0	19	1.1	1.2	-0.1	0.4	0.2	0.2	0.3	0.2	0.1	0.2	0.1	0.1	*	*	*	*	*	*	0.1	*	*
Radio Hauraki	2.4	2.0	0.4	11	1.3	1.7	-0.4	2.8	2.0	0.8	5.0	2.8	2.2	4.2	2.7	1.5	2.4	2.5	-0.1	1.4	1.6	-0.2	3.8	2.8	1.0
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	0.6	0.5	0.1	16	0.1	*	*	1.9	1.3	0.6	2.5	1.7	0.8	1.5	1.0	0.5	*	*	*	*	0.1	*	0.9	0.7	0.2
Rock	13.0	15.3	-2.3	2	22.7	21.5	1.2	21.7	21.1	0.6	16.9	17.0	-0.1	14.6	20.9	-6.3	10.1	17.6	-7.5	7.1	6.6	0.5	11.8	14.2	-2.4
SENZ Sport	1.3	1.0	0.3	14	*	*	*	2.2	2.0	0.2	2.8	2.4	0.4	1.7	1.5	0.2	0.2	0.2	0.0	0.1	0.2	-0.1	1.0	1.2	-0.2
Star	0.2	0.5	-0.3	20	*	*	*	*	*	*	*	*	*	*	*	*	0.2	0.5	-0.3	0.7	0.8	-0.1	*	*	*
Tainui Live	0.4	0.3	0.1	17	0.7	0.7	0.0	1.0	0.5	0.5	0.9	0.3	0.6	0.6	0.2	0.4	0.2	0.2	0.0	0.1	0.3	-0.2	0.3	0.4	-0.1
Te Arawa FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
The Hits	7.4	6.6	0.8	7	6.2	4.6	1.6	4.4	5.8	-1.4	8.9	10.6	-1.7	8.0	8.4	-0.4	7.3	7.1	0.2	8.4	6.9	1.5	7.2	6.9	0.3
The Sound	10.5	10.3	0.2	3	5.4	4.0	1.4	3.9	7.1	-3.2	5.8	9.6	-3.8	13.4	12.9	0.5	20.1	16.1	4.0	12.0	12.7	-0.7	10.5	8.3	2.2
ZM	10.5	11.0	-0.5	3	14.4	18.5	-4.1	16.7	19.1	-2.4	18.9	17.1	1.8	15.2	13.9	1.3	7.9	7.8	0.1	4.0	4.0	0.0	16.5	14.9	1.6
MediaWorks Combo	47.5	48.3	-0.8		59.0	55.9	3.1	53.0	51.1	1.9	47.9	48.5	-0.6	53.7	56.1	-2.4	51.1	51.0	0.1	36.0	31.6	4.4	49.1	49.0	0.1
NZME Combo	44.4	42.4	2.0		34.5	37.0	-2.5	34.8	37.4	-2.6	39.3	37.4	1.9	37.2	33.6	3.6	41.5	42.3	-0.8	56.3	60.2	-3.9	43.7	44.9	-1.2
Potential (000)	295.6	295.6	0.0		70.9	70.9	0.0	104.8	105.5	-0.7	95.5	95.5	0.0	137.0	137.0	0.0	78.5	78.5	0.0	65.4	65.4	0.0	62.4	57.0	5.4
Sample	836	836	0		198	184	14	320	298	22	318	300	18	432	409	23	194	194	0	147	172	-25	204	186	18

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

MediaWorks Combo: Breeze, Edge, George FM, Magic (from S2 2023), Mai FM, More FM, Rock, The Sound

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



WAIKATO COMMERCIAL RADIO - SURVEY 2 2023

Station Share (%) by Daypart, People 10+
 Survey Comparisons: 3/2017 - 1/2020

This Survey Period: Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 2023
 Last 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

	This	Last	+/-
Potential (000)	295.6	295.6	0.0
Sample Size	836	836	0

	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	8.4	9.7	-1.3	5	10.9	11.9	-1.0	8.8	9.9	-1.1	8.1	9.0	-0.9	6.3	7.7	-1.4	10.4	7.4	3.0	8.5	10.2	-1.7
Coast	7.0	7.3	-0.3	7	13.3	13.3	0.0	9.3	10.7	-1.4	5.3	7.8	-2.5	9.8	9.4	0.4	6.1	8.1	-2.0	9.8	11.1	-1.3
Edge	4.3	4.4	-0.1	9	3.6	3.4	0.2	5.8	4.8	1.0	5.8	4.8	1.0	2.4	2.4	0.0	4.0	3.6	0.4	4.3	3.6	0.7
George FM	1.2	1.3	-0.1	13	0.3	1.2	-0.9	0.2	1.1	-0.9	1.6	2.4	-0.8	0.6	0.6	0.0	0.8	0.6	0.2	1.1	1.2	-0.1
Gold Sport	0.5	0.5	0.0	16	0.1	0.1	0.0	0.1	0.2	-0.1	0.4	0.3	0.1	0.2	0.5	-0.3	*	*	*	0.8	1.1	-0.3
Life FM	3.2	2.8	0.4	11	0.5	0.6	-0.1	1.7	1.4	0.3	3.0	2.6	0.4	0.9	2.2	-1.3	2.2	2.0	0.2	1.7	1.9	-0.2
Magic	1.0	n.a.	*	14	1.5	n.a.	*	1.1	n.a.	*	0.8	n.a.	*	4.0	n.a.	*	*	n.a.	*	2.0	n.a.	*
Mai FM	5.8	5.8	0.0	8	3.9	4.0	-0.1	4.3	5.6	-1.3	6.3	6.0	0.3	2.9	4.0	-1.1	5.3	6.1	-0.8	7.3	6.0	1.3
Maniapoto FM	*	0.1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.5	0.5	0.0	*	*	*
More FM	3.7	2.6	1.1	10	2.5	1.3	1.2	3.5	2.2	1.3	2.7	1.5	1.2	2.7	1.5	1.2	1.7	1.7	0.0	2.4	1.7	0.7
Newstalk ZB	18.0	15.2	2.8	1	10.4	8.1	2.3	10.4	7.9	2.5	16.7	14.6	2.1	28.9	23.3	5.6	18.2	15.4	2.8	13.6	12.7	0.9
Nga Iwi FM	*	*	*	*	*	*	*	0.4	0.3	0.1	*	*	*	*	*	*	2.2	2.6	-0.4	0.6	0.6	0.0
Radio Hauraki	2.0	1.5	0.5	12	1.2	1.5	-0.3	2.3	2.1	0.2	5.8	3.5	2.3	1.6	1.6	0.0	1.5	0.8	0.7	2.1	2.1	0.0
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	1.0	0.7	0.3	14	0.2	0.2	0.0	0.7	0.5	0.2	*	*	*	*	0.2	*	1.9	1.2	0.7	0.8	0.6	0.2
Rock	12.9	14.7	-1.8	2	15.7	17.8	-2.1	15.8	18.2	-2.4	12.2	15.6	-3.4	5.9	8.9	-3.0	11.3	10.9	0.4	10.2	13.0	-2.8
SENZ Sport	0.5	0.3	0.2	16	0.6	0.6	0.0	0.9	0.8	0.1	1.2	1.1	0.1	1.6	1.2	0.4	5.0	2.8	2.2	2.1	1.7	0.4
Star	0.1	0.3	-0.2	19	0.3	0.8	-0.5	0.4	0.1	0.3	0.1	0.1	0.0	*	0.9	*	*	2.3	*	0.3	0.7	-0.4
Tainui Live	0.3	0.3	0.0	18	0.4	0.3	0.1	0.4	0.2	0.2	0.4	0.2	0.2	*	*	*	1.9	0.9	1.0	0.4	0.4	0.0
Te Arawa FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.2	0.2	0.0	*	*	*
The Hits	8.1	7.1	1.0	6	9.4	9.2	0.2	7.7	7.2	0.5	6.1	5.5	0.6	2.7	2.0	0.7	5.0	4.6	0.4	6.8	5.2	1.6
The Sound	9.1	10.1	-1.0	4	10.6	11.5	-0.9	13.0	13.7	-0.7	8.7	7.3	1.4	5.5	3.9	1.6	7.3	6.9	0.4	11.9	9.5	2.4
ZM	9.9	10.5	-0.6	3	10.2	9.9	0.3	10.8	9.8	1.0	11.9	12.5	-0.6	12.1	13.6	-1.5	10.1	17.4	-7.3	10.3	10.9	-0.6
MediaWorks Combo	46.4	48.6	-2.2		48.8	51.2	-2.4	52.4	55.6	-3.2	46.2	46.7	-0.5	30.4	29.0	1.4	40.7	37.2	3.5	47.6	45.2	2.4
NZME Combo	45.7	42.0	3.7		44.8	42.4	2.4	40.8	38.3	2.5	46.6	44.4	2.2	55.8	51.0	4.8	42.5	46.4	-3.9	43.6	43.2	0.4

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

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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

WAIKATO COMMERCIAL RADIO - SURVEY 2 2023

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

Survey Comparisons: 3/2017 - 1/2020

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Last 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

	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	31.5	32.5	-1.0	7	5.8	5.4	0.4	7.9	6.7	1.2	8.6	8.4	0.2	13.8	13.7	0.1	10.8	10.0	0.8	9.5	9.9	-0.4	6.2	4.9	1.3
Coast	28.4	34.7	-6.3	8	6.0	5.9	0.1	5.2	5.2	0.0	2.8	2.6	0.2	11.2	10.7	0.5	13.3	15.4	-2.1	8.9	14.8	-5.9	5.7	6.0	-0.3
Edge	34.4	38.4	-4.0	6	15.3	17.1	-1.8	16.0	18.3	-2.3	13.3	14.0	-0.7	16.9	18.8	-1.9	5.4	7.1	-1.7	2.2	2.4	-0.2	8.7	8.8	-0.1
George FM	6.5	8.2	-1.7	14	2.6	2.8	-0.2	4.0	4.6	-0.6	2.1	3.3	-1.2	3.5	5.2	-1.7	1.3	2.0	-0.7	0.4	*	*	0.2	0.4	-0.2
Gold Sport	2.6	3.9	-1.3	19	1.0	1.2	-0.2	0.9	1.2	-0.3	*	*	*	*	*	*	*	2.0	*	0.3	2.0	-1.7	*	0.6	*
Life FM	11.6	12.5	-0.9	12	3.9	4.5	-0.6	6.2	5.7	0.5	5.6	5.0	0.6	5.6	5.2	0.4	1.4	2.0	-0.6	1.8	2.5	-0.7	3.1	2.9	0.2
Magic	8.3	n.a.	*	13	2.1	n.a.	*	1.4	n.a.	*	1.0	n.a.	*	2.7	n.a.	*	3.2	n.a.	*	2.7	n.a.	*	1.1	n.a.	*
Mai FM	27.7	25.5	2.2	9	12.0	12.5	-0.5	14.9	13.4	1.5	12.7	10.4	2.3	15.7	12.7	3.0	3.0	2.6	0.4	*	0.3	*	9.1	7.3	1.8
Maniapoto FM	0.6	0.6	0.0	22	0.3	0.3	0.0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
More FM	24.3	22.3	2.0	10	7.4	7.6	-0.2	7.5	7.6	-0.1	7.2	7.3	-0.1	9.5	8.8	0.7	7.6	5.8	1.8	7.4	6.0	1.4	6.2	5.0	1.2
Newstalk ZB	42.6	38.3	4.3	3	5.3	4.9	0.4	6.5	4.7	1.8	7.9	7.2	0.7	13.4	11.7	1.7	13.9	12.1	1.8	15.6	15.2	0.4	6.9	7.1	-0.2
Nga Iwi FM	4.5	5.5	-1.0	17	3.5	4.1	-0.6	2.6	2.6	0.0	1.0	1.1	-0.1	1.0	1.1	-0.1	*	*	*	*	0.3	*	0.1	*	*
Radio Hauraki	21.6	19.3	2.3	11	5.8	6.3	-0.5	7.6	5.9	1.7	9.5	6.5	3.0	13.2	10.5	2.7	5.8	5.7	0.1	2.6	2.5	0.1	4.5	3.3	1.2
Radio Waatea	0.4	0.3	0.1	23	0.1	*	*	0.2	0.3	-0.1	0.2	0.3	-0.1	0.2	0.3	-0.1	*	*	*	*	*	*	0.2	0.3	-0.1
Rhema	4.1	3.3	0.8	18	0.3	0.2	0.1	2.6	2.0	0.6	3.1	2.4	0.7	3.1	2.4	0.7	0.3	0.8	-0.5	0.7	0.8	-0.1	0.9	0.7	0.2
Rock	47.6	52.2	-4.6	2	16.2	17.2	-1.0	21.6	23.8	-2.2	20.3	21.1	-0.8	27.2	30.6	-3.4	10.4	12.9	-2.5	4.1	4.4	-0.3	9.4	9.5	-0.1
SENZ Sport	5.4	5.3	0.1	15	*	*	*	2.2	2.4	-0.2	2.2	2.4	-0.2	3.0	3.0	0.0	1.6	1.4	0.2	0.8	1.2	-0.4	0.4	0.8	-0.4
Star	1.5	2.0	-0.5	20	0.1	*	*	*	*	*	*	*	*	*	*	*	0.6	0.9	-0.3	1.4	1.5	-0.1	*	*	*
Tainui Live	5.3	4.9	0.4	16	2.0	2.3	-0.3	2.8	1.8	1.0	2.4	1.4	1.0	3.0	2.0	1.0	0.8	0.9	-0.1	0.3	0.6	-0.3	1.1	1.3	-0.2
Te Arawa FM	0.9	1.2	-0.3	21	0.9	1.2	-0.3	0.9	1.2	-0.3	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
The Hits	39.5	39.2	0.3	4	10.4	10.0	0.4	8.0	10.7	-2.7	9.7	11.1	-1.4	15.9	16.9	-1.0	13.8	14.1	-0.3	12.5	12.1	0.4	8.6	7.3	1.3
The Sound	37.1	39.5	-2.4	5	7.6	8.6	-1.0	8.0	8.1	-0.1	8.6	8.7	-0.1	17.5	18.4	-0.9	17.2	18.1	-0.9	11.4	11.9	-0.5	6.9	6.0	0.9
ZM	57.7	61.1	-3.4	1	17.4	19.2	-1.8	28.5	33.5	-5.0	27.9	29.9	-2.0	33.5	35.5	-2.0	8.3	8.3	0.0	5.7	5.7	0.0	16.1	15.8	0.3
MediaWorks Combo	152.1	152.8	-0.7		44.3	43.0	1.3	54.4	57.0	-2.6	48.7	51.1	-2.4	73.9	76.9	-3.0	45.5	44.1	1.4	30.2	28.5	1.7	33.0	29.6	3.4
NZME Combo	150.0	151.3	-1.3		31.2	33.0	-1.8	47.1	50.6	-3.5	49.6	48.9	0.7	72.2	70.6	1.6	40.7	41.4	-0.7	34.7	37.4	-2.7	34.2	33.3	0.9
All Commercial Radio	236.7	241.1	-4.4		56.0	56.9	-0.9	82.0	86.9	-4.9	77.0	79.0	-2.0	112.6	115.2	-2.6	67.6	69.0	-1.4	54.3	55.6	-1.3	54.0	50.8	3.2
Potential (000)	295.6	295.6	0.0		70.9	70.9	0.0	104.8	105.5	-0.7	95.5	95.5	0.0	137.0	137.0	0.0	78.5	78.5	0.0	65.4	65.4	0.0	62.4	57.0	5.4
Sample	836	836	0		198	184	14	320	298	22	318	300	18	432	409	23	194	194	0	147	172	-25	204	186	18

MediaWorks Combo: Breeze, Edge, George FM, Magic (from S2 2023), Mai FM, More FM, Rock, The Sound

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



WAIKATO COMMERCIAL RADIO - SURVEY 2 2023

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

Survey Comparisons: 3/2017 - 1/2020

This Survey Period: Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 2023

Last 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

	This	Last	+/-
Potential (000)	295.6	295.6	0.0
Sample Size	836	836	0

	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		Rank		Rank			
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	17.4	19.1	-1.7	6	13.7	16.7	-3.0	15.4	16.0	-0.6	14.1	17.4	-3.3	6.2	6.9	-0.7	4.3	4.4	-0.1	17.6	18.6	-1.0
Coast	16.1	19.2	-3.1	8	17.5	21.7	-4.2	14.4	18.1	-3.7	13.8	16.8	-3.0	4.1	5.5	-1.4	3.7	5.3	-1.6	16.0	19.2	-3.2
Edge	15.8	16.6	-0.8	9	10.0	12.2	-2.2	14.8	16.9	-2.1	15.4	17.0	-1.6	4.0	3.7	0.3	2.9	3.2	-0.3	17.4	19.7	-2.3
George FM	4.4	5.2	-0.8	13	2.3	3.2	-0.9	1.5	2.4	-0.9	5.1	6.1	-1.0	1.6	2.1	-0.5	1.4	1.6	-0.2	3.8	4.1	-0.3
Gold Sport	1.1	0.8	0.3	18	0.9	0.7	0.2	1.8	2.1	-0.3	0.7	0.9	-0.2	0.5	0.3	0.2	*	*	*	1.3	2.8	-1.5
Life FM	8.7	8.8	-0.1	12	3.3	3.3	0.0	7.2	6.5	0.7	5.1	5.1	0.0	2.1	2.3	-0.2	2.9	3.4	-0.5	8.4	8.4	0.0
Magic	3.7	n.a.	*	14	2.3	n.a.	*	4.3	n.a.	*	2.1	n.a.	*	1.6	n.a.	*	0.2	n.a.	*	6.1	n.a.	*
Mai FM	17.3	14.7	2.6	7	10.7	10.6	0.1	13.4	13.7	-0.3	14.2	11.4	2.8	2.7	3.6	-0.9	2.4	3.9	-1.5	19.6	18.8	0.8
Maniapoto FM	0.3	0.3	0.0	20	0.1	*	*	*	*	*	*	*	*	0.1	*	*	0.3	0.3	0.0	0.4	0.3	0.1
More FM	11.9	11.4	0.5	10	8.4	6.4	2.0	9.6	8.0	1.6	10.6	7.8	2.8	2.7	2.8	-0.1	2.1	2.6	-0.5	10.5	7.9	2.6
Newstalk ZB	27.1	24.9	2.2	2	18.7	15.0	3.7	22.1	18.8	3.3	22.5	20.4	2.1	14.8	11.2	3.6	9.0	9.4	-0.4	33.8	28.8	5.0
Nga Iwi FM	0.2	*	*	21	0.4	0.6	-0.2	1.4	1.6	-0.2	0.1	*	*	0.1	0.3	-0.2	1.7	2.6	-0.9	3.1	3.8	-0.7
Radio Hauraki	8.8	7.5	1.3	11	3.9	3.9	0.0	10.5	8.7	1.8	10.2	7.0	3.2	2.2	2.5	-0.3	1.5	1.5	0.0	12.1	11.4	0.7
Radio Waatea	0.2	0.3	-0.1	21	*	*	*	*	*	*	*	*	*	0.1	*	*	*	*	*	*	*	*
Rhema	2.3	1.8	0.5	15	1.0	0.4	0.6	2.1	1.6	0.5	*	0.6	*	*	0.6	*	1.8	1.3	0.5	3.4	2.5	0.9
Rock	21.8	25.6	-3.8	4	18.6	20.2	-1.6	24.0	27.7	-3.7	22.5	26.5	-4.0	4.7	7.2	-2.5	7.1	9.1	-2.0	30.3	33.1	-2.8
SENZ Sport	1.4	1.0	0.4	17	1.9	1.8	0.1	1.1	1.1	0.0	1.4	1.4	0.0	0.5	0.6	-0.1	2.1	1.7	0.4	4.2	4.0	0.2
Star	0.6	1.2	-0.6	19	1.0	1.6	-0.6	1.1	0.7	0.4	0.3	0.2	0.1	*	0.3	*	*	0.6	*	1.0	1.6	-0.6
Tainui Live	2.1	1.8	0.3	16	0.7	1.3	-0.6	1.4	0.9	0.5	1.4	0.8	0.6	*	*	*	0.9	1.1	-0.2	2.2	2.8	-0.6
Te Arawa FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.9	1.2	-0.3	*	*	*
The Hits	22.1	20.9	1.2	3	16.4	17.6	-1.2	21.7	21.0	0.7	17.4	16.0	1.4	5.9	4.5	1.4	3.1	3.4	-0.3	25.3	23.1	2.2
The Sound	20.1	21.8	-1.7	5	17.5	16.5	1.0	25.2	27.6	-2.4	14.3	14.2	0.1	5.9	4.9	1.0	7.2	7.3	-0.1	20.3	19.6	0.7
ZM	33.0	36.3	-3.3	1	20.8	25.0	-4.2	30.4	30.9	-0.5	26.4	29.7	-3.3	10.4	12.6	-2.2	8.8	11.8	-3.0	41.1	41.8	-0.7
MediaWorks Combo	93.5	96.2	-2.7		72.2	74.4	-2.2	91.3	96.2	-4.9	82.0	83.5	-1.5	27.8	29.4	-1.6	25.0	27.2	-2.2	105.1	104.1	1.0
NZME Combo	102.0	101.2	0.8		70.5	74.2	-3.7	87.8	86.2	1.6	82.9	82.2	0.7	35.7	35.4	0.3	25.5	30.3	-4.8	110.8	106.5	4.3
All Commercial Radio	179.9	183.5	-3.6		135.9	142.8	-6.9	164.8	166.9	-2.1	153.9	157.1	-3.2	60.9	64.7	-3.8	50.8	57.7	-6.9	193.7	194.2	-0.5

MediaWorks Combo: Breeze, Edge, George FM, Magic (from S2 2023), Mai FM, More FM, Rock, The Sound

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



WAIKATO COMMERCIAL RADIO - SURVEY 2 2023

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

Survey Comparisons: 3/2017 - 1/2020

This Survey Period: Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 2023

Last 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

	All 10+			People 10-24			People 18-39			People 25-44			People 25-54			People 45-64			People 55-74			MGS with Kids		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	10:03	11:49	-1:45	6:50	7:08	-0:18	7:36	7:15	0:21	5:16	4:35	0:40	8:29	8:44	-0:15	11:02	11:29	-0:26	11:28	9:55	1:32	5:53	9:23	-3:29
Coast	11:21	11:10	0:10	13:03	13:31	-0:27	15:56	18:14	-2:18	5:24	9:59	-4:35	6:19	6:45	-0:26	9:12	9:41	-0:29	18:23	14:41	3:41	9:15	8:37	0:37
Edge	4:46	4:06	0:40	4:12	3:47	0:24	4:28	4:09	0:18	4:28	4:00	0:28	5:10	4:25	0:44	7:13	5:07	2:06	5:47	4:00	1:46	5:51	4:33	1:17
George FM	4:20	6:08	-1:47	7:10	6:26	0:44	5:52	5:19	0:33	2:30	4:31	-2:01	2:22	6:03	-3:41	2:08	8:36	-6:27	3:00	*	*	0:30	0:41	-0:11
Gold Sport	5:16	4:32	0:44	0:16	0:15	0:01	0:15	0:15	0:00	*	*	*	*	*	*	*	3:47	*	0:30	3:47	-3:17	*	5:07	*
Life FM	5:56	5:39	0:16	3:15	3:13	0:01	7:10	6:39	0:30	8:05	7:39	0:26	8:05	8:08	-0:03	6:58	6:14	0:43	5:41	5:09	0:32	5:06	5:27	-0:20
Magic	5:54	n.a.	*	2:58	n.a.	*	1:01	n.a.	*	1:08	n.a.	*	4:27	n.a.	*	5:57	n.a.	*	5:26	n.a.	*	1:49	n.a.	*
Mai FM	6:58	8:15	-1:16	7:49	8:27	-0:37	7:10	7:37	-0:27	6:30	8:28	-1:57	6:19	8:05	-1:45	5:34	6:26	-0:51	*	7:00	*	6:52	8:34	-1:41
Maniapoto FM	2:17	2:24	-0:07	3:25	4:00	-0:34	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
More FM	4:15	3:16	0:59	2:17	2:20	-0:02	4:20	3:46	0:33	3:31	3:21	0:09	4:53	3:40	1:13	7:14	4:40	2:33	5:25	3:51	1:33	3:20	4:23	-1:02
Newstalk ZB	12:02	12:11	-0:09	2:24	2:03	0:20	4:01	5:29	-1:27	4:44	6:04	-1:20	5:01	5:58	-0:56	11:56	12:21	-0:25	17:53	19:19	-1:25	6:54	10:01	-3:07
Nga Iwi FM	2:31	2:15	0:16	2:32	2:24	0:07	1:32	1:02	0:29	2:29	2:12	0:16	2:29	2:12	0:16	*	*	*	*	0:15	*	4:45	*	*
Radio Hauraki	3:56	3:57	-0:01	1:41	2:13	-0:31	3:54	4:01	-0:06	4:37	4:19	0:17	4:33	4:17	0:15	4:57	5:30	-0:33	5:51	6:58	-1:07	5:28	5:27	0:01
Radio Waatea	0:35	0:45	-0:09	0:15	*	*	0:45	0:45	0:00	0:45	0:45	0:00	0:45	0:45	0:00	*	*	*	*	*	*	0:45	0:45	0:00
Rhema	5:32	5:19	0:12	2:00	2:00	0:00	8:03	8:04	-0:01	7:04	7:09	-0:05	7:04	7:09	-0:05	0:45	0:45	0:00	0:26	0:45	-0:18	6:37	6:43	-0:05
Rock	9:42	11:19	-1:37	10:51	10:02	0:48	10:50	10:46	0:04	7:13	8:13	-1:00	7:45	11:18	-3:33	11:41	16:43	-5:01	17:58	16:32	1:25	8:04	9:42	-1:37
SENZ Sport	8:21	7:22	0:59	*	*	*	10:43	10:19	0:24	10:43	10:19	0:24	8:15	8:14	0:00	1:37	1:52	-0:15	2:00	1:54	0:05	16:30	10:25	6:04
Star	5:10	9:41	-4:30	0:30	*	*	*	*	*	*	*	*	*	*	*	4:54	6:26	-1:32	5:33	5:33	0:00	*	*	*
Tainui Live	2:52	2:30	0:22	2:39	2:20	0:18	3:55	3:27	0:28	3:08	2:11	0:56	2:50	1:59	0:51	2:39	2:46	-0:06	5:00	4:38	0:21	1:54	2:01	-0:07
Te Arawa FM	0:15	0:15	0:00	0:15	0:15	0:00	0:15	0:15	0:00	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
The Hits	6:39	6:28	0:10	4:38	3:43	0:54	5:59	6:35	-0:36	8:00	9:44	-1:43	7:14	8:14	-1:00	6:22	6:09	0:12	7:01	6:14	0:47	5:21	6:06	-0:45
The Sound	10:07	10:02	0:05	5:31	3:46	1:45	5:16	10:33	-5:17	5:50	11:12	-5:22	11:04	11:35	-0:31	14:00	10:56	3:04	11:03	11:37	-0:33	9:46	8:56	0:50
ZM	6:30	6:55	-0:24	6:24	7:44	-1:20	6:18	6:56	-0:37	5:55	5:48	0:06	6:33	6:28	0:05	11:26	11:38	-0:12	7:25	7:40	-0:14	6:35	6:06	0:29
MediaWorks Combo	11:08	12:11	-1:03	10:20	10:26	-0:06	10:31	10:53	-0:22	8:32	9:38	-1:05	10:30	12:04	-1:33	13:30	14:13	-0:43	12:30	12:03	0:26	9:34	10:42	-1:07
NZME Combo	10:33	10:48	-0:14	8:33	9:00	-0:26	7:58	8:58	-1:00	6:54	7:45	-0:51	7:26	7:52	-0:25	12:16	12:35	-0:18	17:00	17:31	-0:30	8:14	8:42	-0:28
All Commercial Radio	15:04	16:00	-0:56	13:51	14:08	-0:17	13:10	13:59	-0:48	11:18	12:52	-1:34	12:51	14:22	-1:31	17:46	17:50	-0:03	19:18	19:35	-0:16	11:54	12:44	-0:50
Potential (000)	295.6	295.6	0.0	70.9	70.9	0.0	104.8	105.5	-0.7	95.5	95.5	0.0	137.0	137.0	0.0	78.5	78.5	0.0	65.4	65.4	0.0	62.4	57.0	5.4
Sample	836	836	0	198	184	14	320	298	22	318	300	18	432	409	23	194	194	0	147	172	-25	204	186	18

MediaWorks Combo: Breeze, Edge, George FM, Magic (from S2 2023), Mai FM, More FM, Rock, The Sound

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WAIKATO COMMERCIAL RADIO - SURVEY 2 2023

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

Survey Comparisons: 3/2017 - 1/2020

This Survey Period: Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 2023

Last 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

	This	Last	+/-
Potential (000)	295.6	295.6	0.0
Sample Size	836	836	0

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

MediaWorks Combo: Breeze, Edge, George FM, Magic (from S2 2023), Mai FM, More FM, Rock, The Sound

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