



WAIKATO COMMERCIAL RADIO - SURVEY 3 2023

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

Survey Comparisons: 3/2017 - 1/2020

This Survey Period: Sun Sep 4 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023

Last 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

	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	6.7	8.9	-2.2	5	5.8	5.1	0.7	5.4	5.6	-0.2	4.2	5.2	-1.0	5.3	8.1	-2.8	7.8	9.9	-2.1	9.0	10.4	-1.4	4.0	5.7	-1.7	
Coast	6.6	9.1	-2.5	6	1.0	10.1	-9.1	0.8	7.6	-6.8	1.2	1.7	-0.5	3.7	4.9	-1.2	8.2	10.2	-2.0	15.8	15.7	0.1	8.9	8.2	0.7	
Edge	5.5	4.6	0.9	9	10.0	8.3	1.7	7.6	6.6	1.0	6.9	6.9	0.0	6.0	6.0	0.0	4.2	3.2	1.0	2.2	1.2	1.0	7.8	8.0	-0.2	
George FM	0.7	0.8	-0.1	15	1.1	2.4	-1.3	1.4	2.2	-0.8	1.0	0.6	0.4	1.0	0.6	0.4	0.5	0.2	0.3	0.1	0.1	0.0	0.1	*	*	
Gold Sport	0.1	0.4	-0.3	19	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
Life FM	1.0	1.9	-0.9	14	1.6	1.7	-0.1	1.6	4.1	-2.5	2.3	5.2	-2.9	1.5	3.1	-1.6	0.2	0.8	-0.6	0.1	1.0	-0.9	2.1	2.5	-0.4	
Magic	3.6	1.4	2.2	10	0.9	0.8	0.1	0.2	0.1	0.1	0.2	0.1	0.1	0.9	0.8	0.1	4.1	1.6	2.5	9.5	1.4	8.1	5.7	0.3	5.4	
Mai FM	6.4	5.4	1.0	7	12.2	12.1	0.1	11.4	9.9	1.5	12.6	9.5	3.1	8.2	6.9	1.3	1.3	1.4	-0.1	*	*	*	9.0	9.7	-0.7	
Maniapoto FM	0.1	*	*	19	0.3	0.1	0.2	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
More FM	3.4	2.9	0.5	11	2.5	2.2	0.3	3.3	3.0	0.3	4.3	2.9	1.4	4.1	3.2	0.9	3.9	4.6	-0.7	3.7	3.8	-0.1	3.9	3.2	0.7	
Newstalk ZB	10.5	14.4	-3.9	4	1.1	1.6	-0.5	1.4	2.4	-1.0	2.2	4.3	-2.1	5.2	4.7	0.5	13.5	13.8	-0.3	17.7	26.7	-9.0	8.4	7.4	1.0	
Nga Iwi FM	0.4	0.3	0.1	17	1.4	1.1	0.3	0.3	0.4	-0.1	0.3	0.3	0.0	0.1	0.2	-0.1	*	*	*	*	*	*	0.1	0.1	0.0	
Radio Hauraki	2.4	2.4	0.0	12	0.9	1.3	-0.4	2.5	2.8	-0.3	4.1	5.0	-0.9	4.1	4.2	-0.1	3.4	2.4	1.0	1.7	1.4	0.3	3.8	3.8	0.0	
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	*	0.6	*	*	*	0.1	*	*	1.9	*	*	2.5	*	*	1.5	*	*	*	*	0.1	*	*	*	*	0.9	*
Rock	16.2	13.0	3.2	1	25.5	22.7	2.8	29.5	21.7	7.8	22.9	16.9	6.0	18.8	14.6	4.2	12.5	10.1	2.4	8.6	7.1	1.5	11.7	11.8	-0.1	
SENZ Sport	1.1	1.3	-0.2	13	*	*	*	2.4	2.2	0.2	3.0	2.8	0.2	2.0	1.7	0.3	0.5	0.2	0.3	0.2	0.1	0.1	0.8	1.0	-0.2	
Star	0.4	0.2	0.2	17	*	*	*	*	*	*	*	*	*	*	*	*	1.0	0.2	0.8	1.6	0.7	0.9	*	*	*	
Tainui Live	0.6	0.4	0.2	16	0.8	0.7	0.1	1.1	1.0	0.1	1.4	0.9	0.5	0.8	0.6	0.2	0.1	0.2	-0.1	0.1	0.1	0.0	0.5	0.3	0.2	
Te Arawa FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
The Hits	6.3	7.4	-1.1	8	4.8	6.2	-1.4	3.2	4.4	-1.2	4.4	8.9	-4.5	5.1	8.0	-2.9	6.8	7.3	-0.5	8.3	8.4	-0.1	5.5	7.2	-1.7	
The Sound	11.4	10.5	0.9	3	6.9	5.4	1.5	3.1	3.9	-0.8	4.8	5.8	-1.0	14.6	13.4	1.2	22.2	20.1	2.1	11.9	12.0	-0.1	11.5	10.5	1.0	
ZM	12.2	10.5	1.7	2	18.9	14.4	4.5	19.9	16.7	3.2	20.0	18.9	1.1	15.8	15.2	0.6	8.1	7.9	0.2	3.6	4.0	-0.4	12.4	16.5	-4.1	
MediaWorks Combo	53.9	47.5	6.4		64.9	59.0	5.9	61.8	53.0	8.8	57.0	47.9	9.1	58.9	53.7	5.2	56.5	51.1	5.4	45.1	36.0	9.1	53.8	49.1	4.7	
NZME Combo	38.7	44.4	-5.7		28.2	34.5	-6.3	29.4	34.8	-5.4	33.4	39.3	-5.9	34.6	37.2	-2.6	40.0	41.5	-1.5	47.1	56.3	-9.2	40.4	43.7	-3.3	
Potential (000)	295.6	295.6	0.0		70.9	70.9	0.0	105.0	104.8	0.2	95.5	95.5	0.0	137.0	137.0	0.0	78.5	78.5	0.0	65.4	65.4	0.0	65.8	62.4	3.4	
Sample	869	836	33		216	198	18	332	320	12	328	318	10	441	432	9	197	194	3	159	147	12	217	204	13	

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

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

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



WAIKATO COMMERCIAL RADIO - SURVEY 3 2023

Station Share (%) by Daypart, People 10+

Survey Comparisons: 3/2017 - 1/2020

This Survey Period: Sun Sep 4 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023

Last 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

	This	Last	+/-
Potential (000)	295.6	295.6	0.0
Sample Size	869	836	33

	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	6.5	8.4	-1.9	5	7.9	10.9	-3.0	7.3	8.8	-1.5	6.9	8.1	-1.2	4.9	6.3	-1.4	1.4	10.4	-9.0	6.4	8.5	-2.1
Coast	6.2	7.0	-0.8	6	9.7	13.3	-3.6	5.3	9.3	-4.0	4.7	5.3	-0.6	2.9	9.8	-6.9	5.8	6.1	-0.3	7.7	9.8	-2.1
Edge	4.8	4.3	0.5	9	4.6	3.6	1.0	6.9	5.8	1.1	6.6	5.8	0.8	2.3	2.4	-0.1	6.2	4.0	2.2	5.4	4.3	1.1
George FM	0.7	1.2	-0.5	14	0.3	0.3	0.0	0.7	0.2	0.5	1.3	1.6	-0.3	0.8	0.6	0.2	0.2	0.8	-0.6	0.7	1.1	-0.4
Gold Sport	*	0.5	*	*	*	0.1	*	*	0.1	*	*	0.4	*	0.2	0.2	0.0	*	*	*	0.2	0.8	-0.6
Life FM	1.6	3.2	-1.6	13	0.6	0.5	0.1	1.2	1.7	-0.5	0.8	3.0	-2.2	0.5	0.9	-0.4	1.1	2.2	-1.1	1.0	1.7	-0.7
Magic	2.8	1.0	1.8	11	5.2	1.5	3.7	4.5	1.1	3.4	1.4	0.8	0.6	4.7	4.0	0.7	0.1	*	*	3.9	2.0	1.9
Mai FM	5.4	5.8	-0.4	8	5.1	3.9	1.2	5.7	4.3	1.4	6.2	6.3	-0.1	4.9	2.9	2.0	10.9	5.3	5.6	8.4	7.3	1.1
Maniapoto FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.5	0.5	0.0	0.3	*	*
More FM	3.4	3.7	-0.3	10	3.0	2.5	0.5	3.9	3.5	0.4	3.4	2.7	0.7	5.1	2.7	2.4	1.7	1.7	0.0	2.9	2.4	0.5
Newstalk ZB	17.1	18.0	-0.9	2	6.3	10.4	-4.1	5.9	10.4	-4.5	11.2	16.7	-5.5	22.7	28.9	-6.2	12.6	18.2	-5.6	8.9	13.6	-4.7
Nga Iwi FM	*	*	*	*	*	*	*	0.3	0.4	-0.1	*	*	*	*	*	*	3.2	2.2	1.0	0.9	0.6	0.3
Radio Hauraki	1.8	2.0	-0.2	12	1.7	1.2	0.5	2.6	2.3	0.3	4.5	5.8	-1.3	1.8	1.6	0.2	1.8	1.5	0.3	2.4	2.1	0.3
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	*	1.0	*	*	*	0.2	*	*	0.7	*	*	*	*	*	*	*	*	1.9	*	*	0.8	*
Rock	17.6	12.9	4.7	1	20.0	15.7	4.3	18.4	15.8	2.6	16.6	12.2	4.4	8.3	5.9	2.4	15.5	11.3	4.2	11.4	10.2	1.2
SENZ Sport	0.2	0.5	-0.3	16	0.9	0.6	0.3	1.2	0.9	0.3	1.6	1.2	0.4	*	1.6	*	0.4	5.0	-4.6	1.8	2.1	-0.3
Star	0.1	0.1	0.0	17	0.6	0.3	0.3	0.7	0.4	0.3	0.1	0.1	0.0	0.4	*	*	0.1	*	*	0.5	0.3	0.2
Tainui Live	0.4	0.3	0.1	15	0.4	0.4	0.0	0.5	0.4	0.1	0.6	0.4	0.2	0.1	*	*	2.6	1.9	0.7	0.6	0.4	0.2
Te Arawa FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.1	0.2	-0.1	*	*	*
The Hits	5.5	8.1	-2.6	7	5.7	9.4	-3.7	6.4	7.7	-1.3	6.8	6.1	0.7	7.8	2.7	5.1	3.6	5.0	-1.4	7.1	6.8	0.3
The Sound	10.2	9.1	1.1	4	11.5	10.6	0.9	13.3	13.0	0.3	9.4	8.7	0.7	7.7	5.5	2.2	11.5	7.3	4.2	12.5	11.9	0.6
ZM	11.5	9.9	1.6	3	11.1	10.2	0.9	11.7	10.8	0.9	15.2	11.9	3.3	15.4	12.1	3.3	15.0	10.1	4.9	11.5	10.3	1.2
MediaWorks Combo	51.4	46.4	5.0		57.6	48.8	8.8	60.8	52.4	8.4	51.9	46.2	5.7	38.9	30.4	8.5	47.6	40.7	6.9	51.6	47.6	4.0
NZME Combo	42.9	45.7	-2.8		35.4	44.8	-9.4	32.5	40.8	-8.3	43.6	46.6	-3.0	51.2	55.8	-4.6	41.1	42.5	-1.4	38.2	43.6	-5.4

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

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

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



WAIKATO COMMERCIAL RADIO - SURVEY 3 2023

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

Survey Comparisons: 3/2017 - 1/2020

This Survey Period: Sun Sep 4 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023

Last 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

	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	28.9	31.5	-2.6	7	7.0	5.8	1.2	6.0	7.9	-1.9	7.8	8.6	-0.8	11.9	13.8	-1.9	9.3	10.8	-1.5	8.2	9.5	-1.3	8.6	6.2	2.4
Coast	18.8	28.4	-9.6	11	2.6	6.0	-3.4	1.0	5.2	-4.2	1.4	2.8	-1.4	6.6	11.2	-4.6	8.5	13.3	-4.8	6.5	8.9	-2.4	5.4	5.7	-0.3
Edge	38.8	34.4	4.4	3	17.2	15.3	1.9	19.1	16.0	3.1	15.1	13.3	1.8	17.5	16.9	0.6	6.0	5.4	0.6	4.1	2.2	1.9	10.4	8.7	1.7
George FM	8.3	6.5	1.8	13	2.5	2.6	-0.1	4.1	4.0	0.1	3.4	2.1	1.3	5.5	3.5	2.0	2.2	1.3	0.9	0.3	0.4	-0.1	0.4	0.2	0.2
Gold Sport	1.7	2.6	-0.9	18	0.8	1.0	-0.2	0.7	0.9	-0.2	*	*	*	*	*	*	*	*	*	0.2	0.3	-0.1	*	*	*
Life FM	8.0	11.6	-3.6	14	3.6	3.9	-0.3	3.8	6.2	-2.4	3.6	5.6	-2.0	3.8	5.6	-1.8	0.2	1.4	-1.2	0.4	1.8	-1.4	2.8	3.1	-0.3
Magic	14.2	8.3	5.9	12	2.2	2.1	0.1	1.2	1.4	-0.2	0.9	1.0	-0.1	2.8	2.7	0.1	5.3	3.2	2.1	6.2	2.7	3.5	3.4	1.1	2.3
Mai FM	26.5	27.7	-1.2	9	9.4	12.0	-2.6	15.4	14.9	0.5	15.0	12.7	2.3	17.1	15.7	1.4	2.1	3.0	-0.9	*	*	*	9.1	9.1	0.0
Maniapoto FM	1.1	0.6	0.5	20	0.7	0.3	0.4	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
More FM	27.6	24.3	3.3	8	6.2	7.4	-1.2	7.0	7.5	-0.5	7.8	7.2	0.6	11.9	9.5	2.4	8.5	7.6	0.9	8.2	7.4	0.8	6.8	6.2	0.6
Newstalk ZB	33.2	42.6	-9.4	5	4.5	5.3	-0.8	4.5	6.5	-2.0	5.2	7.9	-2.7	10.4	13.4	-3.0	12.2	13.9	-1.7	11.7	15.6	-3.9	5.2	6.9	-1.7
Nga Iwi FM	4.5	4.5	0.0	16	3.9	3.5	0.4	2.0	2.6	-0.6	0.6	1.0	-0.4	0.6	1.0	-0.4	*	*	*	*	*	*	0.1	0.1	0.0
Radio Hauraki	20.0	21.6	-1.6	10	5.1	5.8	-0.7	8.4	7.6	0.8	7.5	9.5	-2.0	12.3	13.2	-0.9	7.2	5.8	1.4	2.6	2.6	0.0	5.7	4.5	1.2
Radio Waatea	0.4	0.4	0.0	23	0.1	0.1	0.0	0.3	0.2	0.1	0.3	0.2	0.1	0.3	0.2	0.1	*	*	*	*	*	*	0.3	0.2	0.1
Rhema	1.0	4.1	-3.1	21	*	0.3	*	*	2.6	*	*	3.1	*	*	3.1	*	0.5	0.3	0.2	1.0	0.7	0.3	*	0.9	*
Rock	44.9	47.6	-2.7	2	13.0	16.2	-3.2	23.4	21.6	1.8	19.9	20.3	-0.4	27.9	27.2	0.7	11.3	10.4	0.9	4.0	4.1	-0.1	9.8	9.4	0.4
SENZ Sport	3.6	5.4	-1.8	17	*	*	*	2.0	2.2	-0.2	2.0	2.2	-0.2	2.3	3.0	-0.7	1.0	1.6	-0.6	0.7	0.8	-0.1	0.4	0.4	0.0
Star	1.7	1.5	0.2	18	0.1	0.1	0.0	*	*	*	*	*	*	*	*	*	0.9	0.6	0.3	1.4	1.4	0.0	*	*	*
Tainui Live	6.1	5.3	0.8	15	2.8	2.0	0.8	3.1	2.8	0.3	3.1	2.4	0.7	3.1	3.0	0.1	0.2	0.8	-0.6	0.2	0.3	-0.1	1.3	1.1	0.2
Te Arawa FM	0.7	0.9	-0.2	22	0.7	0.9	-0.2	0.7	0.9	-0.2	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
The Hits	33.1	39.5	-6.4	6	8.4	10.4	-2.0	5.9	8.0	-2.1	7.1	9.7	-2.6	10.5	15.9	-5.4	10.2	13.8	-3.6	11.9	12.5	-0.6	7.7	8.6	-0.9
The Sound	37.6	37.1	0.5	4	10.1	7.6	2.5	8.4	8.0	0.4	9.3	8.6	0.7	18.3	17.5	0.8	15.4	17.2	-1.8	8.4	11.4	-3.0	9.2	6.9	2.3
ZM	55.1	57.7	-2.6	1	17.5	17.4	0.1	28.0	28.5	-0.5	25.0	27.9	-2.9	31.3	33.5	-2.2	8.9	8.3	0.6	5.6	5.7	-0.1	13.6	16.1	-2.5
MediaWorks Combo	160.9	152.1	8.8		44.7	44.3	0.4	58.2	54.4	3.8	53.5	48.7	4.8	78.5	73.9	4.6	45.2	45.5	-0.3	31.0	30.2	0.8	40.8	33.0	7.8
NZME Combo	130.7	150.0	-19.3		27.5	31.2	-3.7	40.8	47.1	-6.3	39.4	49.6	-10.2	60.2	72.2	-12.0	38.6	40.7	-2.1	30.7	34.7	-4.0	30.6	34.2	-3.6
All Commercial Radio	225.2	236.7	-11.5		54.2	56.0	-1.8	78.4	82.0	-3.6	73.1	77.0	-3.9	107.9	112.6	-4.7	63.8	67.6	-3.8	48.0	54.3	-6.3	55.6	54.0	1.6
Potential (000)	295.6	295.6	0.0		70.9	70.9	0.0	105.0	104.8	0.2	95.5	95.5	0.0	137.0	137.0	0.0	78.5	78.5	0.0	65.4	65.4	0.0	65.8	62.4	3.4
Sample	869	836	33		216	198	18	332	320	12	328	318	10	441	432	9	197	194	3	159	147	12	217	204	13

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

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



WAIKATO COMMERCIAL RADIO - SURVEY 3 2023

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

Survey Comparisons: 3/2017 - 1/2020

This Survey Period: Sun Sep 4 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023

Last 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

	This	Last	+/-
Potential (000)	295.6	295.6	0.0
Sample Size	869	836	33

	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	15.7	17.4	-1.7	7	11.6	13.7	-2.1	12.6	15.4	-2.8	10.6	14.1	-3.5	3.6	6.2	-2.6	2.3	4.3	-2.0	18.4	17.6	0.8
Coast	9.2	16.1	-6.9	11	12.0	17.5	-5.5	8.8	14.4	-5.6	6.5	13.8	-7.3	3.8	4.1	-0.3	2.1	3.7	-1.6	12.2	16.0	-3.8
Edge	17.2	15.8	1.4	5	14.5	10.0	4.5	20.2	14.8	5.4	16.5	15.4	1.1	5.1	4.0	1.1	5.5	2.9	2.6	18.9	17.4	1.5
George FM	4.6	4.4	0.2	14	2.9	2.3	0.6	3.7	1.5	2.2	4.3	5.1	-0.8	2.2	1.6	0.6	0.8	1.4	-0.6	3.0	3.8	-0.8
Gold Sport	0.3	1.1	-0.8	18	0.2	0.9	-0.7	0.9	1.8	-0.9	*	0.7	*	0.5	0.5	0.0	*	*	*	0.7	1.3	-0.6
Life FM	5.1	8.7	-3.6	13	3.5	3.3	0.2	4.3	7.2	-2.9	2.2	5.1	-2.9	1.2	2.1	-0.9	1.7	2.9	-1.2	5.0	8.4	-3.4
Magic	7.9	3.7	4.2	12	5.7	2.3	3.4	8.9	4.3	4.6	4.1	2.1	2.0	2.1	1.6	0.5	0.3	0.2	0.1	9.4	6.1	3.3
Mai FM	16.7	17.3	-0.6	6	11.1	10.7	0.4	14.2	13.4	0.8	13.1	14.2	-1.1	3.0	2.7	0.3	4.6	2.4	2.2	17.5	19.6	-2.1
Maniapoto FM	0.3	0.3	0.0	18	0.1	0.1	0.0	*	*	*	*	*	*	0.1	0.1	0.0	0.3	0.3	0.0	0.9	0.4	0.5
More FM	12.9	11.9	1.0	9	8.9	8.4	0.5	11.2	9.6	1.6	11.2	10.6	0.6	4.0	2.7	1.3	2.3	2.1	0.2	12.8	10.5	2.3
Newstalk ZB	23.2	27.1	-3.9	3	12.0	18.7	-6.7	15.7	22.1	-6.4	14.2	22.5	-8.3	10.4	14.8	-4.4	6.2	9.0	-2.8	22.9	33.8	-10.9
Nga Iwi FM	0.2	0.2	0.0	21	0.3	0.4	-0.1	0.8	1.4	-0.6	0.1	0.1	0.0	0.1	0.1	0.0	2.2	1.7	0.5	3.7	3.1	0.6
Radio Hauraki	9.3	8.8	0.5	10	4.8	3.9	0.9	10.1	10.5	-0.4	10.6	10.2	0.4	1.8	2.2	-0.4	2.5	1.5	1.0	12.1	12.1	0.0
Radio Waatea	0.3	0.2	0.1	18	*	*	*	*	*	*	*	*	*	0.1	0.1	0.0	*	*	*	*	*	*
Rhema	*	2.3	*	*	0.5	1.0	-0.5	0.2	2.1	-1.9	*	*	*	*	*	*	*	1.8	*	0.2	3.4	-3.2
Rock	26.4	21.8	4.6	2	20.6	18.6	2.0	24.2	24.0	0.2	24.5	22.5	2.0	7.1	4.7	2.4	8.9	7.1	1.8	28.6	30.3	-1.7
SENZ Sport	0.8	1.4	-0.6	16	1.4	1.9	-0.5	1.4	1.1	0.3	1.7	1.4	0.3	*	0.5	*	0.7	2.1	-1.4	2.8	4.2	-1.4
Star	0.4	0.6	-0.2	17	1.0	1.0	0.0	1.4	1.1	0.3	0.2	0.3	-0.1	0.5	*	*	0.2	*	*	1.2	1.0	0.2
Tainui Live	1.9	2.1	-0.2	15	0.6	0.7	-0.1	1.8	1.4	0.4	1.5	1.4	0.1	0.1	*	*	1.1	0.9	0.2	2.6	2.2	0.4
Te Arawa FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.7	0.9	-0.2	*	*	*
The Hits	15.2	22.1	-6.9	8	12.6	16.4	-3.8	15.0	21.7	-6.7	14.3	17.4	-3.1	6.8	5.9	0.9	3.7	3.1	0.6	21.0	25.3	-4.3
The Sound	19.4	20.1	-0.7	4	16.6	17.5	-0.9	23.9	25.2	-1.3	13.5	14.3	-0.8	4.6	5.9	-1.3	6.1	7.2	-1.1	20.1	20.3	-0.2
ZM	33.5	33.0	0.5	1	22.5	20.8	1.7	29.7	30.4	-0.7	28.9	26.4	2.5	8.8	10.4	-1.6	7.8	8.8	-1.0	39.2	41.1	-1.9
MediaWorks Combo	103.0	93.5	9.5		82.1	72.2	9.9	99.3	91.3	8.0	84.4	82.0	2.4	30.1	27.8	2.3	27.0	25.0	2.0	109.5	105.1	4.4
NZME Combo	85.7	102.0	-16.3		60.6	70.5	-9.9	72.6	87.8	-15.2	69.2	82.9	-13.7	31.0	35.7	-4.7	22.5	25.5	-3.0	98.3	110.8	-12.5
All Commercial Radio	165.2	179.9	-14.7		132.9	135.9	-3.0	154.8	164.8	-10.0	141.7	153.9	-12.2	60.0	60.9	-0.9	44.8	50.8	-6.0	178.7	193.7	-15.0

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

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



WAIKATO COMMERCIAL RADIO - SURVEY 3 2023

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

Survey Comparisons: 3/2017 - 1/2020

This Survey Period: Sun Sep 4 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023

Last 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

	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	7:29	10:03	-2:34	6:18	6:50	-0:31	8:54	7:36	1:17	4:22	5:16	-0:53	6:16	8:29	-2:13	9:03	11:02	-1:58	8:56	11:28	-2:31	3:34	5:53	-2:18
Coast	11:24	11:21	0:03	2:50	13:03	-10:13	7:20	15:56	-8:36	7:14	5:24	1:50	7:51	6:19	1:31	10:23	9:12	1:11	19:48	18:23	1:24	12:40	9:15	3:25
Edge	4:35	4:46	-0:11	4:22	4:12	0:10	3:59	4:28	-0:28	3:41	4:28	-0:46	4:50	5:10	-0:19	7:30	7:13	0:17	4:27	5:47	-1:19	5:45	5:51	-0:06
George FM	2:46	4:20	-1:34	3:28	7:10	-3:41	3:26	5:52	-2:25	2:29	2:30	-0:01	2:26	2:22	0:04	2:21	2:08	0:13	3:00	3:00	0:00	1:33	0:30	1:03
Gold Sport	1:20	5:16	-3:56	0:17	0:16	0:00	0:15	0:15	0:00	*	*	*	*	*	*	*	*	*	0:30	0:30	0:00	*	*	*
Life FM	4:14	5:56	-1:42	3:17	3:15	0:02	4:08	7:10	-3:01	5:01	8:05	-3:03	5:28	8:05	-2:36	15:30	6:58	8:32	2:00	5:41	-3:41	5:41	5:06	0:35
Magic	8:18	5:54	2:24	3:07	2:58	0:09	1:45	1:01	0:44	2:07	1:08	0:59	4:43	4:27	0:15	8:23	5:57	2:25	12:38	5:26	7:12	12:56	1:49	11:06
Mai FM	7:49	6:58	0:50	9:50	7:49	2:00	7:22	7:10	0:11	6:45	6:30	0:14	6:42	6:19	0:23	6:27	5:34	0:52	*	*	*	7:41	6:52	0:48
Maniapoto FM	2:39	2:17	0:21	3:26	3:25	0:01	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
More FM	3:56	4:15	-0:18	3:00	2:17	0:43	4:42	4:20	0:22	4:23	3:31	0:52	4:51	4:53	-0:02	4:58	7:14	-2:15	3:43	5:25	-1:41	4:27	3:20	1:06
Newstalk ZB	10:14	12:02	-1:47	1:54	2:24	-0:29	3:01	4:01	-1:00	3:23	4:44	-1:20	6:57	5:01	1:55	11:56	11:56	0:00	12:24	17:53	-5:29	12:28	6:54	5:33
Nga Iwi FM	2:49	2:31	0:17	2:46	2:32	0:13	1:41	1:32	0:09	3:08	2:29	0:39	3:08	2:29	0:39	*	*	*	*	*	*	4:45	4:45	0:00
Radio Hauraki	3:52	3:56	-0:03	1:16	1:41	-0:25	3:02	3:54	-0:52	4:26	4:37	-0:10	4:37	4:33	0:04	5:06	4:57	0:08	5:27	5:51	-0:23	5:08	5:28	-0:20
Radio Waatea	0:36	0:35	0:00	0:15	0:15	0:00	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	0:29	5:32	-5:02	*	2:00	*	*	8:03	*	*	7:04	*	*	7:04	*	0:45	0:45	0:00	0:29	0:26	0:03	*	6:37	*
Rock	11:43	9:42	2:01	14:49	10:51	3:57	12:35	10:50	1:45	9:15	7:13	2:02	9:26	7:45	1:41	11:58	11:41	0:16	17:30	17:58	-0:27	9:14	8:04	1:09
SENZ Sport	9:22	8:21	1:01	*	*	*	12:05	10:43	1:21	12:05	10:43	1:21	12:14	8:15	3:59	5:11	1:37	3:34	2:00	2:00	0:00	16:30	16:30	0:00
Star	7:42	5:10	2:31	0:30	0:30	0:00	*	*	*	*	*	*	*	*	*	12:26	4:54	7:31	9:02	5:33	3:29	*	*	*
Tainui Live	2:59	2:52	0:06	2:11	2:39	-0:27	3:38	3:55	-0:16	3:33	3:08	0:25	3:33	2:50	0:43	5:00	2:39	2:20	5:00	5:00	0:00	3:16	1:54	1:22
Te Arawa FM	0:15	0:15	0:00	0:15	0:15	0:00	0:15	0:15	0:00	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
The Hits	6:08	6:39	-0:31	4:18	4:38	-0:20	5:25	5:59	-0:33	5:01	8:00	-2:59	6:49	7:14	-0:24	7:12	6:22	0:50	5:43	7:01	-1:18	5:31	5:21	0:10
The Sound	9:52	10:07	-0:14	5:10	5:31	-0:21	3:37	5:16	-1:38	4:08	5:50	-1:42	11:12	11:04	0:07	15:37	14:00	1:36	11:36	11:03	0:32	9:35	9:46	-0:10
ZM	7:10	6:30	0:39	8:09	6:24	1:45	7:06	6:18	0:47	6:24	5:55	0:29	7:04	6:33	0:30	9:55	11:26	-1:31	5:22	7:25	-2:03	7:02	6:35	0:27
MediaWorks Combo	10:52	11:08	-0:15	10:58	10:20	0:38	10:36	10:31	0:04	8:33	8:32	0:00	10:32	10:30	0:02	13:31	13:30	0:01	11:55	12:30	-0:35	10:09	9:34	0:34
NZME Combo	9:37	10:33	-0:55	7:45	8:33	-0:48	7:12	7:58	-0:46	6:48	6:54	-0:05	8:04	7:26	0:37	11:13	12:16	-1:02	12:36	17:00	-4:23	10:11	8:14	1:57
All Commercial Radio	14:25	15:04	-0:38	13:56	13:51	0:04	12:44	13:10	-0:26	10:58	11:18	-0:19	13:00	12:51	0:09	16:57	17:46	-0:49	17:05	19:18	-2:13	13:51	11:54	1:56
Potential (000)	295.6	295.6	0.0	70.9	70.9	0.0	105.0	104.8	0.2	95.5	95.5	0.0	137.0	137.0	0.0	78.5	78.5	0.0	65.4	65.4	0.0	65.8	62.4	3.4
Sample	869	836	33	216	198	18	332	320	12	328	318	10	441	432	9	197	194	3	159	147	12	217	204	13

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

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



WAIKATO COMMERCIAL RADIO - SURVEY 3 2023

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

Survey Comparisons: 3/2017 - 1/2020

This Survey Period: Sun Sep 4 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023

Last 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

	This	Last	+/-
Potential (000)	295.6	295.6	0.0
Sample Size	869	836	33

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

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

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