



WAIKATO COMMERCIAL RADIO - SURVEY 1 2016

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

Survey Comparisons: 2/2015 - 1/2016

This Survey Period: Sun Jan 31 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016

Last Survey Period: Sat Aug 8 to Sat Sep 19 2015

	All 10+				People 10-17			People 18-34			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	7.0	7.4	-0.4	8	1.0	4.9	-3.9	4.0	3.9	0.1	6.4	2.8	3.6	7.4	5.6	1.8	9.1	12.9	-3.8	9.8	15.4	-5.6	3.5	8.7	-5.2
Coast	8.1	11.7	-3.6	6	0.8	2.4	-1.6	1.2	0.5	0.7	2.2	2.7	-0.5	3.9	6.1	-2.2	9.4	16.5	-7.1	20.5	26.8	-6.3	2.8	8.2	-5.4
Edge	10.4	8.4	2.0	2	23.5	23.5	0.0	14.7	18.4	-3.7	13.2	5.9	7.3	12.5	6.1	6.4	7.1	4.3	2.8	1.4	0.8	0.6	18.2	6.7	11.5
George FM	1.2	0.4	0.8	15	4.4	*	*	1.7	1.2	0.5	1.8	0.8	1.0	1.5	0.5	1.0	0.4	*	*	*	*	*	2.1	1.1	1.0
Hits	8.1	7.6	0.5	6	6.2	4.5	1.7	11.5	6.9	4.6	7.1	10.3	-3.2	7.3	10.7	-3.4	8.0	7.8	0.2	5.5	2.3	3.2	9.4	12.0	-2.6
Life FM	2.1	n.a.	*	14	10.1	n.a.	*	1.3	n.a.	*	1.4	n.a.	*	1.6	n.a.	*	1.5	n.a.	*	0.3	n.a.	*	2.3	n.a.	*
Mai FM	5.8	4.1	1.7	9	15.8	15.8	0.0	10.5	7.9	2.6	7.2	4.1	3.1	5.1	2.7	2.4	1.4	0.5	0.9	1.6	0.4	1.2	6.7	2.9	3.8
Maniapoto FM	*	n.a.	*	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	0.1	n.a.	*
More FM	3.5	4.6	-1.1	11	2.9	8.9	-6.0	1.7	2.4	-0.7	2.7	4.5	-1.8	3.9	5.0	-1.1	7.4	5.2	2.2	4.8	5.9	-1.1	3.7	6.3	-2.6
Newstalk ZB	9.1	8.5	0.6	3	0.6	1.1	-0.5	0.2	1.8	-1.6	0.8	3.1	-2.3	3.5	5.1	-1.6	9.0	9.5	-0.5	20.3	17.4	2.9	3.5	3.7	-0.2
Nga Iwi FM	*	n.a.	*	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*
Radio Hauraki	2.8	1.7	1.1	13	0.5	*	*	3.2	2.8	0.4	3.1	3.2	-0.1	3.7	2.6	1.1	3.9	1.2	2.7	1.4	0.5	0.9	1.7	0.8	0.9
Radio Live	3.3	2.5	0.8	12	0.2	3.1	-2.9	1.8	1.5	0.3	2.2	2.2	0.0	2.3	2.3	0.0	4.5	2.6	1.9	4.9	3.1	1.8	0.6	1.0	-0.4
Radio Sport	3.6	1.7	1.9	10	0.6	*	*	1.4	0.2	1.2	2.6	1.2	1.4	3.8	2.1	1.7	5.7	2.6	3.1	4.6	1.0	3.6	0.9	0.9	0.0
Radio Tainui	0.8	n.a.	*	17	0.4	n.a.	*	0.2	n.a.	*	0.1	n.a.	*	0.1	n.a.	*	1.8	n.a.	*	3.3	n.a.	*	1.3	n.a.	*
Radio Tarana	0.5	n.a.	*	19	0.5	n.a.	*	0.8	n.a.	*	0.8	n.a.	*	0.6	n.a.	*	0.2	n.a.	*	0.7	n.a.	*	*	n.a.	*
Radio Waatea	0.3	n.a.	*	20	0.2	n.a.	*	*	n.a.	*	0.2	n.a.	*	0.3	n.a.	*	0.5	n.a.	*	0.4	n.a.	*	0.2	n.a.	*
Raukawa FM	*	n.a.	*	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*
Rhema	0.7	n.a.	*	18	0.1	n.a.	*	*	n.a.	*	0.1	n.a.	*	0.3	n.a.	*	1.7	n.a.	*	2.2	n.a.	*	0.6	n.a.	*
Rock	12.5	14.8	-2.3	1	15.8	7.4	8.4	19.2	25.5	-6.3	20.6	28.9	-8.3	16.8	20.9	-4.1	7.2	7.0	0.2	3.3	4.5	-1.2	14.7	18.5	-3.8
Star	1.1	n.a.	*	16	0.3	n.a.	*	*	n.a.	*	*	n.a.	*	0.1	n.a.	*	2.3	n.a.	*	4.1	n.a.	*	0.2	n.a.	*
The Sound	8.5	11.0	-2.5	5	2.9	2.7	0.2	8.9	5.3	3.6	9.3	8.5	0.8	11.7	12.8	-1.1	14.9	21.0	-6.1	8.1	14.5	-6.4	7.9	9.8	-1.9
ZM	8.6	9.5	-0.9	4	10.4	12.8	-2.4	14.9	16.1	-1.2	15.1	15.1	0.0	11.4	11.0	0.4	2.7	3.6	-0.9	1.0	2.8	-1.8	18.1	11.5	6.6
Other	2.0	6.3	-4.3		2.9	12.9	-10.0	2.6	5.6	-3.0	2.7	6.9	-4.2	2.2	6.5	-4.3	1.4	5.3	-3.9	1.8	4.7	-2.9	1.5	8.2	-6.7
Mediaworks Combo	52.1	53.1	-1.0		66.5	66.2	0.3	62.6	66.1	-3.5	63.5	57.5	6.0	61.1	56.0	5.1	51.9	53.4	-1.5	33.9	44.5	-10.6	57.4	54.8	2.6
NZME Combo	40.3	40.6	-0.3		19.0	20.9	-1.9	32.5	28.3	4.2	31.1	35.6	-4.5	33.6	37.6	-4.0	38.6	41.2	-2.6	53.3	50.8	2.5	36.5	37.0	-0.5
Potential (000)	249.9	234.8	15.1		34.4	31.1	3.3	68.4	66.3	2.1	73.9	70.6	3.3	112.0	106.8	5.2	70.7	66.1	4.6	56.1	50.4	5.7	49.1	45.9	3.2
Sample	993	1,001	-8		106	73	33	228	262	-34	292	325	-33	451	508	-57	298	329	-31	277	241	36	203	214	-11

Please note: Survey 1 2016 supplied by GfK; Survey 2 2015 supplied by TNS. Please take into account if comparing Survey 2 2015 and Survey 1 2016 results

Mediaworks Combo : Breeze or Edge or George FM or Mai FM or More FM or Radio Live or Rock or The Sound

NZME Combo : Coast or Hits or Newstalk ZB or Radio Hauraki or Radio Sport or ZM

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



WAIKATO COMMERCIAL RADIO - SURVEY 1 2016

Station Share (%) by Daypart, People 10+

Survey Comparisons: 2/2015 - 1/2016

This Survey Period: Sun Jan 31 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016

Last Survey Period: Sat Aug 8 to Sat Sep 19 2015

	This	Last	+/-
Potential (000)	249.9	234.8	15.1
Sample Size	993	1,001	-8

	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	7.1	7.6	-0.5	7	6.3	8.2	-1.9	7.4	8.4	-1.0	7.2	6.5	0.7	7.5	5.3	2.2	6.5	4.8	1.7	6.7	6.8	-0.1
Coast	7.7	8.9	-1.2	6	10.1	11.8	-1.7	7.6	10.1	-2.5	7.2	10.3	-3.1	3.9	13.1	-9.2	3.0	7.2	-4.2	10.3	16.9	-6.6
Edge	9.7	8.0	1.7	3	11.3	7.1	4.2	11.2	9.1	2.1	9.6	10.2	-0.6	9.3	10.8	-1.5	9.4	8.0	1.4	10.4	7.5	2.9
George FM	0.8	0.2	0.6	17	1.1	0.5	0.6	1.6	0.4	1.2	1.6	0.4	1.2	1.7	0.3	1.4	0.1	*	*	1.1	0.5	0.6
Hits	9.2	7.4	1.8	5	7.6	7.2	0.4	8.5	9.9	-1.4	7.7	8.1	-0.4	5.9	2.9	3.0	8.3	6.1	2.2	8.1	6.6	1.5
Life FM	1.3	n.a.	*	15	1.7	n.a.	*	1.7	n.a.	*	2.4	n.a.	*	4.0	n.a.	*	0.2	n.a.	*	3.1	n.a.	*
Mai FM	6.1	4.9	1.2	9	6.6	3.2	3.4	6.3	2.9	3.4	5.0	4.2	0.8	8.3	6.7	1.6	1.3	6.8	-5.5	5.0	4.2	0.8
Maniapoto FM	0.1	n.a.	*	21	*	n.a.	*	*	n.a.	*	*	n.a.	*	0.1	n.a.	*	*	n.a.	*	*	n.a.	*
More FM	2.7	5.9	-3.2	13	3.7	5.2	-1.5	4.4	4.1	0.3	4.4	3.3	1.1	2.4	1.0	1.4	4.9	1.9	3.0	2.8	5.3	-2.5
Newstalk ZB	11.6	10.9	0.7	1	5.6	5.3	0.3	3.1	3.7	-0.6	5.7	6.1	-0.4	16.1	15.6	0.5	29.0	29.5	-0.5	10.1	10.5	-0.4
Nga Iwi FM	*	n.a.	*	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	0.1	n.a.	*	*	n.a.	*	*	n.a.	*
Radio Hauraki	3.8	2.0	1.8	11	3.1	1.2	1.9	2.7	1.3	1.4	3.8	2.8	1.0	2.2	2.2	0.0	2.2	1.1	1.1	1.6	1.5	0.1
Radio Live	4.7	3.8	0.9	10	0.8	1.6	-0.8	1.0	0.6	0.4	1.3	2.2	-0.9	4.9	5.9	-1.0	14.5	4.0	10.5	4.0	3.1	0.9
Radio Sport	2.8	1.6	1.2	12	5.0	1.6	3.4	4.1	1.1	3.0	2.2	1.8	0.4	4.4	2.9	1.5	0.3	1.0	-0.7	4.2	2.3	1.9
Radio Tainui	1.0	n.a.	*	16	0.9	n.a.	*	1.1	n.a.	*	0.4	n.a.	*	*	n.a.	*	*	n.a.	*	1.2	n.a.	*
Radio Tarana	0.2	n.a.	*	20	0.6	n.a.	*	0.4	n.a.	*	0.5	n.a.	*	1.3	n.a.	*	0.1	n.a.	*	0.8	n.a.	*
Radio Waatea	0.4	n.a.	*	19	0.7	n.a.	*	*	n.a.	*	0.1	n.a.	*	0.6	n.a.	*	0.1	n.a.	*	0.2	n.a.	*
Raukawa FM	*	n.a.	*	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*
Rhema	0.5	n.a.	*	18	0.3	n.a.	*	0.8	n.a.	*	1.0	n.a.	*	0.5	n.a.	*	0.3	n.a.	*	0.9	n.a.	*
Rock	11.0	13.8	-2.8	2	17.0	19.8	-2.8	16.0	20.6	-4.6	12.9	14.4	-1.5	5.6	7.7	-2.1	9.5	10.0	-0.5	9.6	8.2	1.4
Star	1.6	n.a.	*	14	1.1	n.a.	*	0.7	n.a.	*	1.2	n.a.	*	1.6	n.a.	*	0.6	n.a.	*	1.2	n.a.	*
The Sound	6.9	9.4	-2.5	8	8.0	13.5	-5.5	10.7	13.7	-3.0	11.4	9.0	2.4	8.3	6.3	2.0	4.3	9.8	-5.5	7.8	9.9	-2.1
ZM	9.4	10.8	-1.4	4	6.9	8.2	-1.3	8.7	8.8	-0.1	11.9	14.9	-3.0	8.3	6.8	1.5	4.4	6.7	-2.3	8.5	8.0	0.5
Other	1.4	4.8	-3.4		1.6	5.5	-3.9	1.9	5.3	-3.4	2.3	5.8	-3.5	3.1	12.6	-9.5	1.2	3.0	-1.8	2.7	8.7	-6.0
Mediaworks Combo	49.0	53.5	-4.5		54.9	59.2	-4.3	58.7	59.9	-1.2	53.4	50.2	3.2	48.0	44.0	4.0	50.4	45.4	5.0	47.3	45.5	1.8
NZME Combo	44.6	41.6	3.0		38.3	35.3	3.0	34.6	34.8	-0.2	38.6	44.0	-5.4	40.8	43.4	-2.6	47.1	51.6	-4.5	42.7	45.8	-3.1

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NZME Combo : Coast or Hits or Newstalk ZB or Radio Hauraki or Radio Sport or ZM

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



WAIKATO COMMERCIAL RADIO - SURVEY 1 2016

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

Survey Comparisons: 2/2015 - 1/2016

This Survey Period: Sun Jan 31 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016

Last Survey Period: Sat Aug 8 to Sat Sep 19 2015

	All 10+				People 10-17			People 18-34			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	24.1	24.9	-0.8	7	1.1	1.0	0.1	4.9	5.3	-0.4	8.0	6.3	1.7	13.0	12.2	0.8	9.6	12.8	-3.2	7.2	8.9	-1.7	5.0	6.4	-1.4
Coast	31.1	27.8	3.3	5	0.2	0.7	-0.5	1.8	2.5	-0.7	5.6	3.2	2.4	10.8	8.9	1.9	11.6	13.9	-2.3	15.8	14.4	1.4	5.1	3.5	1.6
Edge	46.3	38.5	7.8	1	8.4	8.7	-0.3	21.9	17.1	4.8	17.6	12.1	5.5	23.6	17.5	6.1	8.0	6.7	1.3	3.6	2.0	1.6	12.1	8.2	3.9
George FM	6.6	4.2	2.4	15	1.6	*	*	3.1	3.0	0.1	2.6	2.3	0.3	3.4	2.8	0.6	0.8	0.5	0.3	0.2	0.2	0.0	0.9	1.4	-0.5
Hits	29.2	28.6	0.6	6	4.7	3.0	1.7	8.6	8.1	0.5	10.1	11.1	-1.0	14.6	18.4	-3.8	8.3	9.4	-1.1	5.0	3.2	1.8	6.7	7.9	-1.2
Life FM	9.2	n.a.	*	14	1.2	n.a.	*	2.1	n.a.	*	2.6	n.a.	*	5.2	n.a.	*	3.4	n.a.	*	1.4	n.a.	*	1.8	n.a.	*
Mai FM	18.5	11.5	7.0	9	3.9	2.7	1.2	10.5	5.7	4.8	8.4	4.9	3.5	9.2	5.3	3.9	1.4	1.0	0.4	0.7	0.7	0.0	4.0	2.4	1.6
Maniapoto FM	0.6	n.a.	*	21	*	n.a.	*	*	n.a.	*	*	n.a.	*	0.2	n.a.	*	0.2	n.a.	*	0.3	n.a.	*	0.2	n.a.	*
More FM	16.3	16.2	0.1	10	2.4	2.2	0.2	4.2	3.7	0.5	5.2	5.6	-0.4	9.6	9.6	0.0	5.9	5.6	0.3	2.2	2.6	-0.4	3.5	4.3	-0.8
Newstalk ZB	23.7	25.5	-1.8	8	0.5	0.7	-0.2	1.6	2.3	-0.7	1.6	5.6	-4.0	5.8	11.2	-5.4	10.2	10.8	-0.6	11.8	9.6	2.2	3.0	3.7	-0.7
Nga Iwi FM	0.4	n.a.	*	22	0.2	n.a.	*	*	n.a.	*	*	n.a.	*	0.2	n.a.	*	0.2	n.a.	*	*	n.a.	*	*	n.a.	*
Radio Hauraki	12.7	9.5	3.2	13	0.8	*	*	4.8	5.1	-0.3	4.2	5.1	-0.9	7.4	6.5	0.9	4.4	2.4	2.0	1.5	1.1	0.4	1.8	1.1	0.7
Radio Live	14.7	14.8	-0.1	11	0.7	1.0	-0.3	2.9	2.1	0.8	4.9	4.6	0.3	7.4	7.2	0.2	4.9	5.1	-0.2	4.6	5.0	-0.4	2.2	2.2	0.0
Radio Sport	14.6	7.7	6.9	12	1.3	*	*	1.0	1.4	-0.4	3.6	3.7	-0.1	7.6	5.5	2.1	6.2	2.3	3.9	4.2	1.2	3.0	1.3	1.3	0.0
Radio Tainui	3.3	n.a.	*	19	1.4	n.a.	*	0.6	n.a.	*	0.6	n.a.	*	0.8	n.a.	*	1.1	n.a.	*	1.1	n.a.	*	0.3	n.a.	*
Radio Tarana	1.9	n.a.	*	20	0.3	n.a.	*	0.5	n.a.	*	0.7	n.a.	*	0.9	n.a.	*	0.5	n.a.	*	0.6	n.a.	*	*	n.a.	*
Radio Waatea	3.9	n.a.	*	18	0.2	n.a.	*	0.4	n.a.	*	0.8	n.a.	*	1.4	n.a.	*	1.5	n.a.	*	2.1	n.a.	*	0.8	n.a.	*
Raukawa FM	*	n.a.	*	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*
Rhema	5.4	n.a.	*	16	0.2	n.a.	*	0.4	n.a.	*	0.8	n.a.	*	1.9	n.a.	*	3.2	n.a.	*	3.0	n.a.	*	0.9	n.a.	*
Rock	36.3	31.9	4.4	3	3.0	2.9	0.1	18.6	14.4	4.2	18.6	15.5	3.1	22.8	20.5	2.3	7.3	6.5	0.8	3.8	2.6	1.2	8.3	6.6	1.7
Star	4.6	n.a.	*	17	0.5	n.a.	*	0.2	n.a.	*	0.2	n.a.	*	0.7	n.a.	*	2.2	n.a.	*	2.5	n.a.	*	0.4	n.a.	*
The Sound	33.4	26.2	7.2	4	3.3	3.3	0.0	9.9	4.0	5.9	9.1	7.8	1.3	18.2	15.2	3.0	15.5	12.7	2.8	7.7	5.9	1.8	6.4	5.0	1.4
ZM	45.2	38.8	6.4	2	8.0	6.1	1.9	21.8	18.5	3.3	20.3	17.5	2.8	25.6	21.6	4.0	6.1	5.2	0.9	1.1	2.1	-1.0	14.7	10.2	4.5
Other	13.7	30.2	-16.5		1.7	3.6	-1.9	5.4	8.1	-2.7	4.2	9.0	-4.8	5.9	15.2	-9.3	3.1	10.7	-7.6	3.6	6.2	-2.6	2.1	6.9	-4.8
Mediaworks Combo	131.7	115.7	16.0		16.7	15.9	0.8	44.8	37.8	7.0	47.3	38.9	8.4	71.0	58.5	12.5	38.6	34.7	3.9	22.3	21.2	1.1	28.5	24.8	3.7
NZME Combo	126.1	111.2	14.9		13.8	9.3	4.5	32.8	29.2	3.6	37.2	35.8	1.4	57.4	55.3	2.1	35.7	35.6	0.1	31.2	27.5	3.7	26.2	23.7	2.5
All Commercial Radio	200.4	174.7	25.7		25.0	21.5	3.5	56.6	47.8	8.8	63.6	54.2	9.4	96.0	84.9	11.1	56.4	54.2	2.2	43.7	38.5	5.2	41.4	36.0	5.4
Potential (000)	249.9	234.8	15.1		34.4	31.1	3.3	68.4	66.3	2.1	73.9	70.6	3.3	112.0	106.8	5.2	70.7	66.1	4.6	56.1	50.4	5.7	49.1	45.9	3.2
Sample	993	1001	-8		106	73	33	228	262	-34	292	325	-33	451	508	-57	298	329	-31	277	241	36	203	214	-11

Please note: Survey 1 2016 supplied by GfK; Survey 2 2015 supplied by TNS. Please take into account if comparing Survey 2 2015 and Survey 1 2016 results

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WAIKATO COMMERCIAL RADIO - SURVEY 1 2016

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

Survey Comparisons: 2/2015 - 1/2016

This Survey Period: Sun Jan 31 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016

Last Survey Period: Sat Aug 8 to Sat Sep 19 2015

	This	Last	+/-
Potential (000)	249.9	234.8	15.1
Sample Size	993	1,001	-8

	Mon-Fri 6am-9am				Mon-Fri 9am-12md			Mon-Fri 12md-4pm			Mon-Fri 4pm-7pm			Mon-Fri 7pm-12mn			Mon-Fri 12mn-6am			Sat-Sun 12mn-12mn		
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	13.6	13.7	-0.1	8	11.2	8.6	2.6	11.0	10.2	0.8	11.6	13.2	-1.6	5.1	4.3	0.8	2.8	2.3	0.5	15.4	12.2	3.2
Coast	18.4	13.0	5.4	5	16.5	14.7	1.8	16.6	16.0	0.6	16.1	12.1	4.0	6.4	6.0	0.4	2.4	3.8	-1.4	19.8	18.5	1.3
Edge	25.2	21.9	3.3	2	19.8	10.2	9.6	22.6	15.4	7.2	20.2	19.9	0.3	9.6	9.1	0.5	5.5	4.9	0.6	27.9	18.9	9.0
George FM	3.1	1.2	1.9	15	2.4	1.7	0.7	3.4	1.4	2.0	3.1	1.6	1.5	2.6	0.6	2.0	0.2	*	*	3.8	1.7	2.1
Hits	15.5	15.3	0.2	7	11.4	9.6	1.8	14.9	15.4	-0.5	13.2	13.8	-0.6	6.7	3.4	3.3	4.0	3.0	1.0	15.0	13.5	1.5
Life FM	3.6	n.a.	*	14	4.5	n.a.	*	3.7	n.a.	*	3.6	n.a.	*	3.4	n.a.	*	0.9	n.a.	*	6.1	n.a.	*
Mai FM	12.3	7.6	4.7	9	8.8	4.6	4.2	10.9	4.4	6.5	7.9	8.5	-0.6	3.5	4.3	-0.8	1.8	2.7	-0.9	9.4	6.4	3.0
Maniapoto FM	0.2	n.a.	*	21	*	n.a.	*	*	n.a.	*	*	n.a.	*	0.2	n.a.	*	0.2	n.a.	*	*	n.a.	*
More FM	8.6	9.9	-1.3	10	5.5	5.0	0.5	8.5	5.2	3.3	8.6	7.2	1.4	3.8	2.6	1.2	1.8	1.0	0.8	9.2	9.0	0.2
Newstalk ZB	18.6	16.2	2.4	4	10.7	10.2	0.5	9.4	8.6	0.8	9.7	10.2	-0.5	8.4	10.4	-2.0	9.0	9.7	-0.7	14.5	17.0	-2.5
Nga Iwi FM	*	n.a.	*	*	*	n.a.	*	0.2	n.a.	*	*	n.a.	*	0.2	n.a.	*	*	n.a.	*	*	n.a.	*
Radio Hauraki	7.8	4.6	3.2	12	4.6	3.3	1.3	5.8	3.3	2.5	7.3	5.8	1.5	3.8	2.3	1.5	2.4	0.6	1.8	6.0	5.4	0.6
Radio Live	7.6	8.5	-0.9	13	3.6	3.7	-0.1	2.7	2.8	-0.1	3.8	4.0	-0.2	2.7	2.6	0.1	3.5	1.6	1.9	7.6	6.8	0.8
Radio Sport	8.1	3.9	4.2	11	5.4	2.2	3.2	7.9	3.0	4.9	5.5	2.5	3.0	5.0	2.1	2.9	0.6	1.1	-0.5	9.9	4.6	5.3
Radio Tainui	1.5	n.a.	*	19	0.6	n.a.	*	1.3	n.a.	*	0.8	n.a.	*	*	n.a.	*	*	n.a.	*	2.4	n.a.	*
Radio Tarana	0.5	n.a.	*	20	1.3	n.a.	*	1.0	n.a.	*	1.3	n.a.	*	1.2	n.a.	*	0.1	n.a.	*	1.8	n.a.	*
Radio Waatea	1.7	n.a.	*	18	2.4	n.a.	*	0.4	n.a.	*	0.5	n.a.	*	0.5	n.a.	*	0.2	n.a.	*	0.7	n.a.	*
Raukawa FM	*	n.a.	*	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*
Rhema	1.9	n.a.	*	17	1.3	n.a.	*	2.2	n.a.	*	2.1	n.a.	*	0.5	n.a.	*	0.6	n.a.	*	3.0	n.a.	*
Rock	21.0	20.9	0.1	3	18.0	15.8	2.2	20.0	17.0	3.0	22.1	18.6	3.5	7.9	7.0	0.9	6.8	4.0	2.8	21.4	15.8	5.6
Star	2.9	n.a.	*	16	2.2	n.a.	*	1.8	n.a.	*	2.1	n.a.	*	1.5	n.a.	*	0.9	n.a.	*	2.1	n.a.	*
The Sound	16.4	16.7	-0.3	6	14.7	12.1	2.6	17.5	14.8	2.7	18.3	12.6	5.7	8.2	5.1	3.1	4.3	3.1	1.2	19.0	16.0	3.0
ZM	27.0	23.3	3.7	1	17.2	13.3	3.9	22.3	17.9	4.4	23.6	24.8	-1.2	11.8	9.5	2.3	6.1	3.1	3.0	24.1	23.9	0.2
Other	4.4	13.9	-9.5		2.0	10.1	-8.1	5.8	10.4	-4.6	4.1	10.2	-6.1	3.7	9.2	-5.5	1.2	2.1	-0.9	5.2	17.0	-11.8
Mediaworks Combo	88.7	82.3	6.4		67.2	53.5	13.7	80.0	59.5	20.5	79.4	69.5	9.9	38.7	31.2	7.5	21.6	17.7	3.9	91.7	69.5	22.2
NZME Combo	85.1	69.5	15.6		58.4	49.5	8.9	70.6	58.5	12.1	70.6	63.5	7.1	39.3	32.7	6.6	23.7	20.3	3.4	77.8	72.5	5.3
All Commercial Radio	153.8	137.2	16.6		116.4	97.9	18.5	132.6	107.0	25.6	134.4	116.1	18.3	75.6	63.7	11.9	42.9	35.8	7.1	155.1	125.8	29.3

Please note: Survey 1 2016 supplied by GfK; Survey 2 2015 supplied by TNS. Please take into account if comparing Survey 2 2015 and Survey 1 2016 results

Mediaworks Combo : Breeze or Edge or George FM or Mai FM or More FM or Radio Live or Rock or The Sound

NZME Combo : Coast or Hits or Newstalk ZB or Radio Hauraki or Radio Sport or ZM



WAIKATO COMMERCIAL RADIO - SURVEY 1 2016

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

Survey Comparisons: 2/2015 - 1/2016

This Survey Period: Sun Jan 31 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016

Last Survey Period: Sat Aug 8 to Sat Sep 19 2015

	All 10+			People 10-17			People 18-34			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	10:29	9:17	1:12	2:41	6:51	-4:09	9:17	6:36	2:41	10:40	4:46	5:54	10:56	7:53	3:03	9:57	11:07	-1:09	11:17	12:44	-1:26	4:50	8:36	-3:45
Coast	9:26	13:08	-3:41	10:00	4:54	5:06	7:31	1:48	5:43	5:13	9:11	-3:57	7:00	11:45	-4:44	8:26	13:10	-4:43	10:45	13:38	-2:52	3:50	14:52	-11:01
Edge	8:07	6:48	1:19	8:14	3:47	4:27	7:44	9:43	-1:58	9:53	5:12	4:41	10:12	5:59	4:13	9:14	7:01	2:13	3:15	2:56	0:19	10:26	5:11	5:15
George FM	6:33	2:56	3:37	8:17	*	*	6:14	3:38	2:36	9:12	3:41	5:31	8:14	3:14	5:00	5:05	1:07	3:58	0:30	0:15	0:15	15:50	4:39	11:11
Hits	10:06	8:15	1:51	3:52	2:07	1:45	15:21	7:40	7:41	9:16	9:58	-0:41	9:40	9:54	-0:13	10:03	9:06	0:57	9:09	5:24	3:45	9:47	9:39	0:08
Life FM	8:07	n.a.	*	23:51	n.a.	*	7:02	n.a.	*	7:01	n.a.	*	6:02	n.a.	*	4:40	n.a.	*	1:52	n.a.	*	9:01	n.a.	*
Mai FM	11:17	11:06	0:11	11:46	8:06	3:40	11:29	12:32	-1:02	11:15	8:56	2:19	10:44	8:34	2:10	10:52	5:13	5:39	18:10	4:16	13:54	11:32	7:45	3:47
Maniapoto FM	1:02	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	1:45	n.a.	*	1:45	n.a.	*	0:34	n.a.	*	1:45	n.a.	*
More FM	7:49	8:47	-0:57	3:33	5:38	-2:04	4:36	5:45	-1:08	6:49	8:29	-1:39	7:52	8:47	-0:54	13:07	10:18	2:49	17:45	16:35	1:10	7:13	9:27	-2:14
Newstalk ZB	13:52	10:21	3:31	3:18	2:07	1:11	1:32	7:04	-5:31	6:46	5:55	0:51	11:29	7:43	3:46	9:13	9:47	-0:33	14:12	13:23	0:49	7:58	6:23	1:35
Nga Iwi FM	0:35	n.a.	*	0:15	n.a.	*	*	n.a.	*	*	n.a.	*	1:00	n.a.	*	1:00	n.a.	*	*	n.a.	*	*	n.a.	*
Radio Hauraki	8:02	5:32	2:30	1:48	*	*	7:42	4:55	2:47	9:59	6:43	3:16	9:37	6:49	2:48	9:10	5:24	3:46	7:22	3:08	4:14	6:35	4:32	2:03
Radio Live	8:03	5:17	2:46	0:45	4:25	-3:40	7:13	6:31	0:42	5:55	5:03	0:52	6:02	5:22	0:40	9:35	5:41	3:54	8:50	4:36	4:14	1:50	2:50	-0:59
Radio Sport	8:58	6:52	2:06	1:30	*	*	16:04	1:27	14:37	9:45	3:22	6:23	9:34	6:30	3:04	9:37	12:40	-3:02	9:05	6:03	3:02	4:53	4:10	0:43
Radio Tainui	9:26	n.a.	*	0:56	n.a.	*	2:56	n.a.	*	2:56	n.a.	*	2:51	n.a.	*	17:28	n.a.	*	23:57	n.a.	*	27:20	n.a.	*
Radio Tarana	10:06	n.a.	*	4:30	n.a.	*	18:10	n.a.	*	15:27	n.a.	*	13:02	n.a.	*	4:11	n.a.	*	8:42	n.a.	*	*	n.a.	*
Radio Waatea	2:38	n.a.	*	2:15	n.a.	*	1:07	n.a.	*	3:58	n.a.	*	4:05	n.a.	*	3:12	n.a.	*	1:41	n.a.	*	1:57	n.a.	*
Raukawa FM	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*
Rhema	4:23	n.a.	*	1:00	n.a.	*	1:16	n.a.	*	1:53	n.a.	*	2:52	n.a.	*	5:43	n.a.	*	5:51	n.a.	*	4:17	n.a.	*
Rock	12:31	14:30	-1:58	15:22	3:34	11:48	11:53	15:59	-4:05	14:39	19:53	-5:13	14:11	17:25	-3:13	10:17	11:51	-1:33	7:14	12:43	-5:28	12:19	17:49	-5:29
Star	8:55	n.a.	*	2:00	n.a.	*	0:30	n.a.	*	0:30	n.a.	*	1:46	n.a.	*	11:05	n.a.	*	13:28	n.a.	*	4:20	n.a.	*
The Sound	9:15	13:06	-3:50	2:32	1:09	1:23	10:18	11:48	-1:29	13:34	11:37	1:57	12:21	14:22	-2:00	10:07	18:10	-8:02	8:42	18:13	-9:30	8:34	12:30	-3:55
ZM	6:55	7:39	-0:43	3:48	2:57	0:51	7:50	7:52	-0:01	9:51	9:13	0:38	8:36	8:42	-0:05	4:40	7:35	-2:54	7:46	9:45	-1:58	8:32	7:10	1:22
Other	5:22	6:32	-1:09	4:57	5:04	-0:06	5:39	6:11	-0:31	8:27	8:11	0:16	7:06	7:15	-0:08	4:38	5:31	-0:52	3:58	5:34	-1:35	4:52	7:35	-2:42
Mediaworks Combo	14:21	14:21	0:00	11:45	5:53	5:52	16:01	15:48	0:13	17:43	15:50	1:53	16:37	16:18	0:19	14:07	17:00	-2:52	12:34	15:26	-2:51	13:57	14:05	-0:07
NZME Combo	11:35	11:24	0:11	4:03	3:09	0:54	11:22	8:47	2:35	11:02	10:39	0:23	11:18	11:35	-0:16	11:19	12:46	-1:26	14:07	13:32	0:35	9:40	9:58	-0:18
All Commercial Radio	18:06	17:53	0:13	11:49	6:32	5:17	20:16	18:53	1:23	20:46	19:45	1:01	20:06	20:04	0:02	18:36	20:21	-1:44	18:56	19:03	-0:06	16:46	17:43	-0:56
Potential (000)	249.9	234.8	15.1	34.4	31.1	3.3	68.4	66.3	2.1	73.9	70.6	3.3	112.0	106.8	5.2	70.7	66.1	4.6	56.1	50.4	5.7	49.1	45.9	3.2
Sample	993	1,001	-8	106	73	33	228	262	-34	292	325	-33	451	508	-57	298	329	-31	277	241	36	203	214	-11

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WAIKATO COMMERCIAL RADIO - SURVEY 1 2016

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

Survey Comparisons: 2/2015 - 1/2016

This Survey Period: Sun Jan 31 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016

Last Survey Period: Sat Aug 8 to Sat Sep 19 2015

	This	Last	+/-
Potential (000)	249.9	234.8	15.1
Sample Size	993	1,001	-8

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

Please note: Survey 1 2016 supplied by GfK; Survey 2 2015 supplied by TNS. Please take into account if comparing Survey 2 2015 and Survey 1 2016 results

Mediaworks Combo : Breeze or Edge or George FM or Mai FM or More FM or Radio Live or Rock or The Sound

NZME Combo : Coast or Hits or Newstalk ZB or Radio Hauraki or Radio Sport or ZM