



WAIKATO COMMERCIAL RADIO - SURVEY 1 2017

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

Survey Comparisons: 1/2016 - 1/2017

This Survey Period: Sun Apr 10 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Apr 8 2017

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

	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	7.3	7.0	0.3	8	0.2	1.0	-0.8	4.2	4.0	0.2	7.2	6.4	0.8	9.1	7.4	1.7	10.4	9.1	1.3	7.5	9.8	-2.3	2.6	3.5	-0.9
Coast	8.9	8.1	0.8	3	0.8	0.8	0.0	2.2	1.2	1.0	3.1	2.2	0.9	4.7	3.9	0.8	9.5	9.4	0.1	24.5	20.5	4.0	3.6	2.8	0.8
Edge	8.9	10.4	-1.5	3	18.7	23.5	-4.8	12.0	14.7	-2.7	11.4	13.2	-1.8	10.7	12.5	-1.8	6.5	7.1	-0.6	1.6	1.4	0.2	14.7	18.2	-3.5
Life FM	2.0	2.1	-0.1	14	10.6	10.1	0.5	1.8	1.3	0.5	1.6	1.4	0.2	1.8	1.6	0.2	1.4	1.5	-0.1	0.3	0.3	0.0	1.8	2.3	-0.5
Mai FM	6.4	5.8	0.6	9	11.3	15.8	-4.5	12.1	10.5	1.6	7.6	7.2	0.4	6.5	5.1	1.4	4.2	1.4	2.8	2.5	1.6	0.9	12.0	6.7	5.3
Maniapoto FM	0.1	*	*	19	0.7	*	*	*	*	*	*	*	*	*	*	*	0.2	*	*	0.3	*	*	0.3	0.1	0.2
More FM	3.6	3.5	0.1	11	5.9	2.9	3.0	3.3	1.7	1.6	3.1	2.7	0.4	3.3	3.9	-0.6	4.1	7.4	-3.3	2.7	4.8	-2.1	4.0	3.7	0.3
Newstalk ZB	8.5	9.1	-0.6	6	0.7	0.6	0.1	0.4	0.2	0.2	1.1	0.8	0.3	3.5	3.5	0.0	9.8	9.0	0.8	20.2	20.3	-0.1	2.2	3.5	-1.3
Nga Iwi FM	*	*	*	*	0.4	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Radio Hauraki	2.9	2.8	0.1	13	*	0.5	*	3.7	3.2	0.5	2.6	3.1	-0.5	3.4	3.7	-0.3	4.7	3.9	0.8	2.3	1.4	0.9	3.6	1.7	1.9
Radio Live	3.0	3.3	-0.3	12	0.8	0.2	0.6	2.7	1.8	0.9	3.0	2.2	0.8	3.0	2.3	0.7	2.9	4.5	-1.6	2.1	4.9	-2.8	1.1	0.6	0.5
Radio Sport	4.2	3.6	0.6	10	0.3	0.6	-0.3	1.9	1.4	0.5	3.6	2.6	1.0	4.5	3.8	0.7	5.7	5.7	0.0	4.7	4.6	0.1	2.7	0.9	1.8
Radio Tainui	1.0	0.8	0.2	15	0.5	0.4	0.1	*	0.2	*	0.6	0.1	0.5	0.4	0.1	0.3	2.5	1.8	0.7	3.4	3.3	0.1	0.2	1.3	-1.1
Radio Waatea	0.4	0.3	0.1	18	0.3	0.2	0.1	0.1	*	*	0.5	0.2	0.3	0.4	0.3	0.1	0.4	0.5	-0.1	0.4	0.4	0.0	0.2	0.2	0.0
Raukawa FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	0.9	0.7	0.2	16	0.1	0.1	0.0	*	*	*	0.1	0.1	0.0	0.4	0.3	0.1	2.3	1.7	0.6	2.9	2.2	0.7	0.6	0.6	0.0
Rock	12.0	12.5	-0.5	1	11.7	15.8	-4.1	17.5	19.2	-1.7	20.6	20.6	0.0	17.1	16.8	0.3	7.9	7.2	0.7	2.1	3.3	-1.2	13.7	14.7	-1.0
Star	0.5	1.1	-0.6	17	*	0.3	*	*	*	*	*	*	*	0.1	0.1	0.0	0.3	2.3	-2.0	1.3	4.1	-2.8	0.3	0.2	0.1
The Hits	7.9	8.1	-0.2	7	6.1	6.2	-0.1	10.7	11.5	-0.8	5.6	7.1	-1.5	6.5	7.3	-0.8	7.6	8.0	-0.4	4.8	5.5	-0.7	11.1	9.4	1.7
The Sound	9.1	8.5	0.6	2	2.0	2.9	-0.9	7.8	8.9	-1.1	8.8	9.3	-0.5	10.4	11.7	-1.3	15.7	14.9	0.8	13.3	8.1	5.2	5.9	7.9	-2.0
ZM	8.6	8.6	0.0	5	15.7	10.4	5.3	14.8	14.9	-0.1	13.9	15.1	-1.2	10.2	11.4	-1.2	2.2	2.7	-0.5	0.5	1.0	-0.5	17.0	18.1	-1.1
Other	3.9	3.7	0.2		13.2	7.8	5.4	4.6	5.1	-0.5	5.6	5.4	0.2	4.1	4.2	-0.1	1.5	2.0	-0.5	2.7	2.4	0.3	2.3	3.7	-1.4
Mediaworks Combo	50.2	50.9	-0.7		50.6	62.0	-11.4	59.7	60.9	-1.2	61.6	61.7	-0.1	60.0	59.7	0.3	51.8	51.5	0.3	31.8	33.9	-2.1	54.1	55.2	-1.1
NZME Combo	41.0	40.3	0.7		23.7	19.0	4.7	33.7	32.5	1.2	30.0	31.1	-1.1	32.8	33.6	-0.8	39.5	38.6	0.9	57.0	53.3	3.7	40.1	36.5	3.6
Potential (000)	259.7	249.9	9.8		34.3	34.4	-0.1	73.7	68.4	5.3	77.2	73.9	3.3	116.5	112.0	4.5	73.1	70.7	2.4	57.8	56.1	1.7	50.8	49.1	1.7
Sample	914	993	-79		105	106	-1	221	228	-7	268	292	-24	407	451	-44	249	298	-49	236	277	-41	180	203	-23

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

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

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



WAIKATO COMMERCIAL RADIO - SURVEY 1 2017

Station Share (%) by Daypart, People 10+

Survey Comparisons: 1/2016 - 1/2017

This Survey Period: Sun Apr 10 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Apr 8 2017

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

	This	Last	+/-
Potential (000)	259.7	249.9	9.8
Sample Size	914	993	-79

	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	6.7	7.1	-0.4	9	6.4	6.3	0.1	7.4	7.4	0.0	7.5	7.2	0.3	8.0	7.5	0.5	8.1	6.5	1.6	7.8	6.7	1.1	
Coast	8.2	7.7	0.5	5	10.0	10.1	-0.1	8.6	7.6	1.0	9.5	7.2	2.3	6.0	3.9	2.1	4.0	3.0	1.0	10.7	10.3	0.4	
Edge	7.4	9.7	-2.3	7	9.9	11.3	-1.4	9.3	11.2	-1.9	8.8	9.6	-0.8	10.3	9.3	1.0	7.0	9.4	-2.4	9.2	10.4	-1.2	
Life FM	1.9	1.3	0.6	14	1.6	1.7	-0.1	1.5	1.7	-0.2	1.8	2.4	-0.6	3.7	4.0	-0.3	0.6	0.2	0.4	2.8	3.1	-0.3	
Mai FM	8.0	6.1	1.9	6	4.6	6.6	-2.0	6.1	6.3	-0.2	5.9	5.0	0.9	9.0	8.3	0.7	2.8	1.3	1.5	6.8	5.0	1.8	
Maniapoto FM	0.1	0.1	0.0	19	*	*	*	0.1	*	*	0.2	*	*	0.1	0.1	0.0	*	*	*	0.2	*	*	
More FM	3.1	2.7	0.4	12	3.5	3.7	-0.2	4.1	4.4	-0.3	3.5	4.4	-0.9	2.5	2.4	0.1	6.5	4.9	1.6	3.3	2.8	0.5	
Newstalk ZB	11.7	11.6	0.1	1	6.3	5.6	0.7	3.4	3.1	0.3	6.0	5.7	0.3	12.9	16.1	-3.2	24.7	29.0	-4.3	8.7	10.1	-1.4	
Nga Iwi FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.1	*	0.3	*	*	*	*	*	*
Radio Hauraki	3.7	3.8	-0.1	11	2.9	3.1	-0.2	2.7	2.7	0.0	4.0	3.8	0.2	2.6	2.2	0.4	1.9	2.2	-0.3	2.2	1.6	0.6	
Radio Live	5.1	4.7	0.4	10	1.0	0.8	0.2	1.4	1.0	0.4	1.7	1.3	0.4	3.4	4.9	-1.5	9.3	14.5	-5.2	3.2	4.0	-0.8	
Radio Sport	2.9	2.8	0.1	13	5.8	5.0	0.8	4.7	4.1	0.6	2.7	2.2	0.5	6.1	4.4	1.7	0.4	0.3	0.1	4.7	4.2	0.5	
Radio Tainui	1.5	1.0	0.5	15	0.8	0.9	-0.1	0.8	1.1	-0.3	0.6	0.4	0.2	*	*	*	0.1	*	*	1.7	1.2	0.5	
Radio Waatea	0.4	0.4	0.0	17	0.8	0.7	0.1	0.1	*	*	0.3	0.1	0.2	0.8	0.6	0.2	*	0.1	*	0.2	0.2	0.0	
Raukawa FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	0.6	0.5	0.1	16	0.4	0.3	0.1	1.1	0.8	0.3	1.4	1.0	0.4	0.5	0.5	0.0	0.3	0.3	0.0	1.2	0.9	0.3	
Rock	10.7	11.0	-0.3	2	16.1	17.0	-0.9	14.8	16.0	-1.2	12.3	12.9	-0.6	6.9	5.6	1.3	11.3	9.5	1.8	8.7	9.6	-0.9	
Star	0.4	1.6	-1.2	17	0.2	1.1	-0.9	0.4	0.7	-0.3	0.4	1.2	-0.8	1.1	1.6	-0.5	0.5	0.6	-0.1	0.6	1.2	-0.6	
The Hits	8.3	9.2	-0.9	4	7.9	7.6	0.3	8.3	8.5	-0.2	7.4	7.7	-0.3	5.0	5.9	-0.9	8.9	8.3	0.6	8.2	8.1	0.1	
The Sound	7.3	6.9	0.4	8	10.5	8.0	2.5	12.6	10.7	1.9	10.0	11.4	-1.4	6.3	8.3	-2.0	3.9	4.3	-0.4	7.9	7.8	0.1	
ZM	9.5	9.4	0.1	3	7.7	6.9	0.8	8.7	8.7	0.0	11.2	11.9	-0.7	8.2	8.3	-0.1	6.3	4.4	1.9	7.4	8.5	-1.1	
Other	2.6	2.4	0.2		3.4	3.3	0.1	3.9	3.9	0.0	4.7	4.5	0.2	6.7	6.1	0.6	3.0	1.3	1.7	4.6	4.6	0.0	
Mediaworks Combo	48.2	48.2	0.0		52.0	53.8	-1.8	55.6	57.1	-1.5	49.7	51.8	-2.1	46.3	46.3	0.0	49.0	50.4	-1.4	46.8	46.3	0.5	
NZME Combo	44.2	44.6	-0.4		40.7	38.3	2.4	36.4	34.6	1.8	40.8	38.6	2.2	40.9	40.8	0.1	46.2	47.1	-0.9	41.9	42.7	-0.8	

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

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

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WAIKATO COMMERCIAL RADIO - SURVEY 1 2017

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

Survey Comparisons: 1/2016 - 1/2017

This Survey Period: Sun Apr 10 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Apr 8 2017

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	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	26.1	24.1	2.0	7	0.7	1.1	-0.4	5.8	4.9	0.9	9.2	8.0	1.2	14.7	13.0	1.7	10.4	9.6	0.8	7.5	7.2	0.3	4.7	5.0	-0.3
Coast	35.8	31.1	4.7	4	0.4	0.2	0.2	4.0	1.8	2.2	8.8	5.6	3.2	14.5	10.8	3.7	12.0	11.6	0.4	16.4	15.8	0.6	6.4	5.1	1.3
Edge	46.9	46.3	0.6	2	7.5	8.4	-0.9	24.0	21.9	2.1	17.6	17.6	0.0	23.4	23.6	-0.2	6.7	8.0	-1.3	3.3	3.6	-0.3	12.3	12.1	0.2
Life FM	11.8	9.2	2.6	14	3.5	1.2	2.3	2.6	2.1	0.5	2.5	2.6	-0.1	5.1	5.2	-0.1	3.3	3.4	-0.1	1.4	1.4	0.0	1.7	1.8	-0.1
Mai FM	22.1	18.5	3.6	9	3.0	3.9	-0.9	12.6	10.5	2.1	9.3	8.4	0.9	12.2	9.2	3.0	4.3	1.4	2.9	1.7	0.7	1.0	5.7	4.0	1.7
Maniapoto FM	1.3	0.6	0.7	19	0.5	*	*	*	*	*	*	*	*	*	0.2	*	0.5	0.2	0.3	0.8	0.3	0.5	0.5	0.2	0.3
More FM	18.4	16.3	2.1	10	2.6	2.4	0.2	5.9	4.2	1.7	5.9	5.2	0.7	9.1	9.6	-0.5	5.1	5.9	-0.8	2.3	2.2	0.1	3.6	3.5	0.1
Newstalk ZB	26.0	23.7	2.3	8	0.6	0.5	0.1	1.8	1.6	0.2	2.4	1.6	0.8	6.9	5.8	1.1	11.4	10.2	1.2	12.8	11.8	1.0	2.6	3.0	-0.4
Nga Iwi FM	0.3	0.4	-0.1	20	0.3	0.2	0.1	*	*	*	*	*	*	*	0.2	*	*	0.2	*	*	*	*	*	*	*
Radio Hauraki	14.5	12.7	1.8	13	0.1	0.8	-0.7	6.6	4.8	1.8	5.4	4.2	1.2	9.1	7.4	1.7	5.7	4.4	1.3	2.3	1.5	0.8	2.5	1.8	0.7
Radio Live	16.4	14.7	1.7	11	0.2	0.7	-0.5	6.0	2.9	3.1	6.3	4.9	1.4	10.0	7.4	2.6	5.1	4.9	0.2	3.5	4.6	-1.1	2.7	2.2	0.5
Radio Sport	15.4	14.6	0.8	12	0.8	1.3	-0.5	2.4	1.0	1.4	4.8	3.6	1.2	9.2	7.6	1.6	6.2	6.2	0.0	3.1	4.2	-1.1	1.4	1.3	0.1
Radio Tainui	3.7	3.3	0.4	17	0.5	1.4	-0.9	0.2	0.6	-0.4	0.7	0.6	0.1	1.3	0.8	0.5	2.1	1.1	1.0	1.8	1.1	0.7	0.6	0.3	0.3
Radio Waatea	6.1	3.9	2.2	16	0.6	0.2	0.4	0.9	0.4	0.5	2.1	0.8	1.3	3.2	1.4	1.8	2.2	1.5	0.7	2.1	2.1	0.0	1.2	0.8	0.4
Raukawa FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	6.3	5.4	0.9	15	0.3	0.2	0.1	0.5	0.4	0.1	1.2	0.8	0.4	2.6	1.9	0.7	3.8	3.2	0.6	3.3	3.0	0.3	1.0	0.9	0.1
Rock	36.8	36.3	0.5	3	2.3	3.0	-0.7	19.4	18.6	0.8	18.5	18.6	-0.1	22.7	22.8	-0.1	7.2	7.3	-0.1	3.7	3.8	-0.1	8.2	8.3	-0.1
Star	2.6	4.6	-2.0	18	*	0.5	*	*	0.2	*	*	0.2	*	0.5	0.7	-0.2	0.8	2.2	-1.4	1.1	2.5	-1.4	0.5	0.4	0.1
The Hits	27.6	29.2	-1.6	6	4.7	4.7	0.0	9.1	8.6	0.5	9.1	10.1	-1.0	12.7	14.6	-1.9	6.5	8.3	-1.8	4.1	5.0	-0.9	6.7	6.7	0.0
The Sound	31.6	33.4	-1.8	5	1.9	3.3	-1.4	7.7	9.9	-2.2	7.4	9.1	-1.7	15.6	18.2	-2.6	16.5	15.5	1.0	10.2	7.7	2.5	5.0	6.4	-1.4
ZM	47.9	45.2	2.7	1	7.2	8.0	-0.8	25.1	21.8	3.3	20.6	20.3	0.3	27.3	25.6	1.7	6.9	6.1	0.8	0.6	1.1	-0.5	15.7	14.7	1.0
Other	22.2	20.9	1.3		4.7	3.4	1.3	6.3	8.5	-2.2	8.0	6.9	1.1	10.1	9.3	0.8	3.5	4.1	-0.6	4.5	4.3	0.2	2.8	3.1	-0.3
Mediaworks Combo	132.3	129.0	3.3		15.2	15.6	-0.4	47.5	44.2	3.3	46.9	46.6	0.3	69.9	69.7	0.2	38.4	38.1	0.3	23.2	22.3	0.9	28.4	28.4	0.0
NZME Combo	130.0	126.1	3.9		12.6	13.8	-1.2	37.7	32.8	4.9	39.2	37.2	2.0	60.2	57.4	2.8	35.4	35.7	-0.3	30.4	31.2	-0.8	27.9	26.2	1.7
All Commercial Radio	209.2	200.4	8.8		25.5	25.0	0.5	60.9	56.6	4.3	66.5	63.6	2.9	100.2	96.0	4.2	57.9	56.4	1.5	44.3	43.7	0.6	43.2	41.4	1.8
Potential (000)	259.7	249.9	9.8		34.3	34.4	-0.1	73.7	68.4	5.3	77.2	73.9	3.3	116.5	112.0	4.5	73.1	70.7	2.4	57.8	56.1	1.7	50.8	49.1	1.7
Sample	914	993	-79		105	106	-1	221	228	-7	268	292	-24	407	451	-44	249	298	-49	236	277	-41	180	203	-23

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

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



WAIKATO COMMERCIAL RADIO - SURVEY 1 2017

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

Survey Comparisons: 1/2016 - 1/2017

This Survey Period: Sun Apr 10 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Apr 8 2017

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

	This	Last	+/-
Potential (000)	259.7	249.9	9.8
Sample Size	914	993	-79

	Mon-Fri 6am-9am				Mon-Fri 9am-12md			Mon-Fri 12md-4pm			Mon-Fri 4pm-7pm			Mon-Fri 7pm-12mn			Mon-Fri 12mn-6am			Sat-Sun 12mn-12mn			
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	
Breeze	12.8	13.6	-0.8	9	11.6	11.2	0.4	11.5	11.0	0.5	13.1	11.6	1.5	5.2	5.1	0.1	3.1	2.8	0.3	16.9	15.4	1.5	
Coast	19.3	18.4	0.9	5	17.0	16.5	0.5	20.1	16.6	3.5	19.9	16.1	3.8	8.6	6.4	2.2	2.8	2.4	0.4	21.6	19.8	1.8	
Edge	23.3	25.2	-1.9	2	20.6	19.8	0.8	21.0	22.6	-1.6	20.7	20.2	0.5	9.9	9.6	0.3	7.1	5.5	1.6	28.6	27.9	0.7	
Life FM	6.1	3.6	2.5	14	3.7	4.5	-0.8	3.6	3.7	-0.1	4.3	3.6	0.7	5.1	3.4	1.7	2.1	0.9	1.2	7.9	6.1	1.8	
Mai FM	15.4	12.3	3.1	7	9.0	8.8	0.2	11.7	10.9	0.8	11.5	7.9	3.6	8.5	3.5	5.0	3.3	1.8	1.5	12.6	9.4	3.2	
Maniapoto FM	0.5	0.2	0.3	19	*	*	*	1.0	*	*	0.5	*	*	0.1	0.2	-0.1	0.2	0.2	0.0	1.0	*	*	
More FM	8.6	8.6	0.0	13	5.7	5.5	0.2	9.1	8.5	0.6	9.1	8.6	0.5	4.0	3.8	0.2	2.7	1.8	0.9	9.7	9.2	0.5	
Newstalk ZB	21.5	18.6	2.9	3	12.3	10.7	1.6	10.3	9.4	0.9	10.5	9.7	0.8	8.6	8.4	0.2	9.0	9.0	0.0	14.7	14.5	0.2	
Nga Iwi FM	*	*	*	*	*	*	*	0.2	0.2	0.0	*	*	*	*	0.2	*	0.2	*	*	0.1	*	*	
Radio Hauraki	9.5	7.8	1.7	11	5.2	4.6	0.6	6.6	5.8	0.8	9.0	7.3	1.7	3.5	3.8	-0.3	2.5	2.4	0.1	7.0	6.0	1.0	
Radio Live	10.0	7.6	2.4	10	4.3	3.6	0.7	3.6	2.7	0.9	5.2	3.8	1.4	2.4	2.7	-0.3	2.9	3.5	-0.6	6.7	7.6	-0.9	
Radio Sport	9.5	8.1	1.4	11	6.8	5.4	1.4	9.7	7.9	1.8	6.5	5.5	1.0	5.7	5.0	0.7	0.7	0.6	0.1	10.9	9.9	1.0	
Radio Tainui	3.0	1.5	1.5	15	0.6	0.6	0.0	1.9	1.3	0.6	1.1	0.8	0.3	*	*	*	0.5	*	*	2.9	2.4	0.5	
Radio Waatea	2.2	1.7	0.5	16	2.4	2.4	0.0	1.8	0.4	1.4	1.7	0.5	1.2	0.8	0.5	0.3	*	0.2	*	1.0	0.7	0.3	
Raukawa FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	2.2	1.9	0.3	16	2.0	1.3	0.7	2.6	2.2	0.4	2.5	2.1	0.4	0.7	0.5	0.2	0.7	0.6	0.1	4.2	3.0	1.2	
Rock	21.3	21.0	0.3	4	18.9	18.0	0.9	20.6	20.0	0.6	21.2	22.1	-0.9	7.1	7.9	-0.8	9.0	6.8	2.2	18.5	21.4	-2.9	
Star	1.2	2.9	-1.7	18	1.0	2.2	-1.2	1.0	1.8	-0.8	0.8	2.1	-1.3	1.1	1.5	-0.4	0.4	0.9	-0.5	1.2	2.1	-0.9	
The Hits	13.9	15.5	-1.6	8	13.2	11.4	1.8	15.6	14.9	0.7	12.1	13.2	-1.1	5.0	6.7	-1.7	3.2	4.0	-0.8	13.6	15.0	-1.4	
The Sound	16.0	16.4	-0.4	6	13.8	14.7	-0.9	17.6	17.5	0.1	16.5	18.3	-1.8	5.5	8.2	-2.7	5.5	4.3	1.2	18.5	19.0	-0.5	
ZM	29.3	27.0	2.3	1	18.8	17.2	1.6	25.6	22.3	3.3	25.9	23.6	2.3	12.1	11.8	0.3	8.5	6.1	2.4	22.5	24.1	-1.6	
Other	8.8	8.1	0.7		7.2	5.7	1.5	10.4	10.0	0.4	11.1	8.6	2.5	6.6	7.3	-0.7	2.6	1.3	1.3	11.4	10.6	0.8	
Mediaworks Combo	86.7	86.6	0.1		64.4	65.4	-1.0	78.1	78.0	0.1	80.7	77.1	3.6	38.4	36.7	1.7	27.6	21.6	6.0	89.3	89.2	0.1	
NZME Combo	89.8	85.1	4.7		64.3	58.4	5.9	76.6	70.6	6.0	76.7	70.6	6.1	39.6	39.3	0.3	25.0	23.7	1.3	77.9	77.8	0.1	
All Commercial Radio	159.6	153.8	5.8		119.7	116.4	3.3	139.1	132.6	6.5	142.5	134.4	8.1	78.9	75.6	3.3	48.8	42.9	5.9	158.5	155.1	3.4	

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

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



WAIKATO COMMERCIAL RADIO - SURVEY 1 2017

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

Survey Comparisons: 1/2016 - 1/2017

This Survey Period: Sun Apr 10 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Apr 8 2017

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

	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	10:30	10:29	0:01	0:34	2:41	-2:06	9:12	9:17	-0:05	10:30	10:40	-0:10	12:39	10:56	1:42	11:37	9:57	1:40	8:32	11:17	-2:45	4:02	4:50	-0:48
Coast	9:25	9:26	-0:01	4:45	10:00	-5:14	7:11	7:31	-0:19	4:48	5:13	-0:25	6:36	7:00	-0:24	9:14	8:26	0:47	12:44	10:45	1:59	4:02	3:50	0:12
Edge	7:09	8:07	-0:57	5:16	8:14	-2:58	6:23	7:44	-1:21	8:40	9:53	-1:13	9:23	10:12	-0:49	11:20	9:14	2:05	4:14	3:15	0:58	8:39	10:26	-1:46
Life FM	6:25	8:07	-1:41	6:23	23:51	-17:27	8:57	7:02	1:54	8:48	7:01	1:46	7:10	6:02	1:07	5:08	4:40	0:27	1:52	1:52	-0:00	7:50	9:01	-1:10
Mai FM	10:54	11:17	-0:22	7:59	11:46	-3:47	12:12	11:29	0:42	11:03	11:15	-0:12	11:01	10:44	0:17	11:26	10:52	0:33	12:51	18:10	-5:18	15:12	11:32	3:39
Maniapoto FM	3:09	1:02	2:07	3:00	*	*	*	*	*	*	*	*	*	1:45	*	4:45	1:45	3:00	3:14	0:34	2:40	4:45	1:45	3:00
More FM	7:19	7:49	-0:30	4:51	3:33	1:18	7:08	4:36	2:32	7:00	6:49	0:10	7:24	7:52	-0:27	9:18	13:07	-3:48	9:36	17:45	-8:08	7:56	7:13	0:43
Newstalk ZB	12:21	13:52	-1:31	2:39	3:18	-0:39	2:45	1:32	1:12	6:32	6:46	-0:13	10:18	11:29	-1:10	10:02	9:13	0:48	13:26	14:12	-0:46	5:52	7:58	-2:05
Nga Iwi FM	2:34	0:35	1:59	2:34	0:15	2:19	*	*	*	*	*	*	*	1:00	*	*	1:00	*	*	*	*	*	*	*
Radio Hauraki	7:38	8:02	-0:23	0:15	1:48	-1:33	7:04	7:42	-0:38	6:20	9:59	-3:39	7:42	9:37	-1:55	9:39	9:10	0:28	8:31	7:22	1:09	10:26	6:35	3:51
Radio Live	6:49	8:03	-1:13	8:45	0:45	8:00	5:47	7:13	-1:26	6:20	5:55	0:24	6:14	6:02	0:12	6:32	9:35	-3:03	5:07	8:50	-3:42	2:49	1:50	0:58
Radio Sport	10:15	8:58	1:17	0:45	1:30	-0:45	10:18	16:04	-5:45	10:11	9:45	0:25	10:04	9:34	0:30	10:38	9:37	1:00	12:58	9:05	3:53	13:35	4:53	8:42
Radio Tainui	10:28	9:26	1:01	1:49	0:56	0:53	1:00	2:56	-1:56	11:04	2:56	8:07	6:46	2:51	3:54	13:46	17:28	-3:42	15:46	23:57	-8:10	1:50	27:20	-25:30
Radio Waatea	2:11	2:38	-0:26	1:02	2:15	-1:12	1:49	1:07	0:41	2:57	3:58	-1:01	2:48	4:05	-1:17	2:18	3:12	-0:53	1:32	1:41	-0:08	1:28	1:57	-0:28
Raukawa FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	5:11	4:23	0:47	1:00	1:00	0:00	1:18	1:16	0:02	1:42	1:53	-0:10	2:59	2:52	0:06	7:01	5:43	1:17	7:29	5:51	1:38	4:37	4:17	0:20
Rock	12:18	12:31	-0:12	10:38	15:22	-4:43	11:29	11:53	-0:24	14:55	14:39	0:15	15:28	14:11	1:16	12:49	10:17	2:32	4:56	7:14	-2:17	12:04	12:19	-0:14
Star	6:43	8:55	-2:12	*	2:00	*	*	0:30	*	*	0:30	*	2:26	1:46	0:39	4:33	11:05	-6:32	9:27	13:28	-4:00	4:03	4:20	-0:17
The Hits	10:51	10:06	0:44	2:45	3:52	-1:06	15:02	15:21	-0:19	8:17	9:16	-0:58	10:35	9:40	0:55	13:33	10:03	3:29	9:54	9:09	0:44	11:48	9:47	2:00
The Sound	10:55	9:15	1:39	2:14	2:32	-0:18	12:58	10:18	2:40	15:58	13:34	2:23	13:41	12:21	1:19	11:04	10:07	0:57	11:02	8:42	2:20	8:26	8:34	-0:07
ZM	6:47	6:55	-0:08	4:36	3:48	0:47	7:30	7:50	-0:20	9:04	9:51	-0:47	7:43	8:36	-0:52	3:43	4:40	-0:57	6:19	7:46	-1:27	7:48	8:32	-0:44
Other	6:42	6:30	0:11	5:55	6:44	-0:49	9:12	6:52	2:20	9:18	10:13	-0:54	8:24	8:49	-0:25	5:06	5:01	0:05	5:00	4:42	0:18	6:06	8:12	-2:06
Mediaworks Combo	14:20	14:18	0:01	7:02	11:44	-4:41	15:58	15:49	0:09	17:38	17:29	0:09	17:40	16:30	1:10	15:41	14:12	1:29	11:40	12:34	-0:53	13:42	13:31	0:10
NZME Combo	11:56	11:35	0:20	3:57	4:03	-0:05	11:23	11:22	0:00	10:17	11:02	-0:45	11:12	11:18	-0:05	12:58	11:19	1:38	15:58	14:07	1:51	10:19	9:40	0:39
All Commercial Radio	18:04	18:06	-0:01	8:18	11:49	-3:31	20:53	20:16	0:37	20:13	20:46	-0:33	20:33	20:06	0:26	20:07	18:36	1:30	19:12	18:56	0:16	16:40	16:46	-0:05
Potential (000)	259.7	249.9	9.8	34.3	34.4	-0.1	73.7	68.4	5.3	77.2	73.9	3.3	116.5	112.0	4.5	73.1	70.7	2.4	57.8	56.1	1.7	50.8	49.1	1.7
Sample	914	993	-79	105	106	-1	221	228	-7	268	292	-24	407	451	-44	249	298	-49	236	277	-41	180	203	-23

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WAIKATO COMMERCIAL RADIO - SURVEY 1 2017

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

Survey Comparisons: 1/2016 - 1/2017

This Survey Period: Sun Apr 10 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Apr 8 2017

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

	This	Last	+/-
Potential (000)	259.7	249.9	9.8
Sample Size	914	993	-79

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

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

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