



WAIKATO COMMERCIAL RADIO - SURVEY 2 2017

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

Survey Comparisons: 1/2017 - 2/2017

This Survey Period: Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 2017

Last 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

	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	7.3	-0.3	8	0.6	0.2	0.4	4.7	4.2	0.5	7.8	7.2	0.6	8.8	9.1	-0.3	8.7	10.4	-1.7	7.1	7.5	-0.4	7.6	2.6	5.0	
Coast	10.9	8.9	2.0	2	5.7	0.8	4.9	2.3	2.2	0.1	3.2	3.1	0.1	7.7	4.7	3.0	15.8	9.5	6.3	27.1	24.5	2.6	4.2	3.6	0.6	
Edge	7.7	8.9	-1.2	5	19.7	18.7	1.0	11.9	12.0	-0.1	10.2	11.4	-1.2	8.1	10.7	-2.6	3.5	6.5	-3.0	1.6	1.6	0.0	13.4	14.7	-1.3	
Life FM	1.9	2.0	-0.1	14	11.9	10.6	1.3	1.5	1.8	-0.3	1.9	1.6	0.3	1.6	1.8	-0.2	0.9	1.4	-0.5	0.4	0.3	0.1	1.8	1.8	0.0	
Mai FM	6.1	6.4	-0.3	9	8.4	11.3	-2.9	12.3	12.1	0.2	8.5	7.6	0.9	6.7	6.5	0.2	3.2	4.2	-1.0	1.5	2.5	-1.0	8.9	12.0	-3.1	
Maniapoto FM	0.2	0.1	0.1	19	0.9	0.7	0.2	0.2	*	*	0.2	*	*	0.1	*	*	0.3	0.2	0.1	0.5	0.3	0.2	0.4	0.3	0.1	
More FM	3.4	3.6	-0.2	12	3.6	5.9	-2.3	2.4	3.3	-0.9	2.5	3.1	-0.6	3.0	3.3	-0.3	4.0	4.1	-0.1	3.5	2.7	0.8	4.4	4.0	0.4	
Newstalk ZB	7.3	8.5	-1.2	7	0.3	0.7	-0.4	0.4	0.4	0.0	1.0	1.1	-0.1	3.4	3.5	-0.1	9.6	9.8	-0.2	17.1	20.2	-3.1	0.6	2.2	-1.6	
Nga Iwi FM	*	*	*	*	0.5	0.4	0.1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Radio Hauraki	3.6	2.9	0.7	10	0.9	*	*	5.0	3.7	1.3	2.8	2.6	0.2	3.8	3.4	0.4	4.5	4.7	-0.2	1.5	2.3	-0.8	4.2	3.6	0.6	
RadioLIVE	3.4	3.0	0.4	12	1.5	0.8	0.7	3.9	2.7	1.2	4.5	3.0	1.5	3.9	3.0	0.9	2.4	2.9	-0.5	2.0	2.1	-0.1	2.6	1.1	1.5	
Radio Sport	3.6	4.2	-0.6	10	1.6	0.3	1.3	1.6	1.9	-0.3	3.0	3.6	-0.6	4.2	4.5	-0.3	4.8	5.7	-0.9	2.7	4.7	-2.0	2.6	2.7	-0.1	
Radio Tainui	0.8	1.0	-0.2	15	0.2	0.5	-0.3	0.1	*	*	0.5	0.6	-0.1	0.4	0.4	0.0	1.7	2.5	-0.8	2.6	3.4	-0.8	0.1	0.2	-0.1	
Radio Waatea	0.3	0.4	-0.1	18	0.3	0.3	0.0	0.1	0.1	0.0	0.3	0.5	-0.2	0.3	0.4	-0.1	0.2	0.4	-0.2	0.3	0.4	-0.1	0.1	0.2	-0.1	
Raukawa FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	0.8	0.9	-0.1	15	0.5	0.1	0.4	*	*	*	0.2	0.1	0.1	0.4	0.4	0.0	2.0	2.3	-0.3	2.6	2.9	-0.3	0.8	0.6	0.2	
Rock	12.4	12.0	0.4	1	6.2	11.7	-5.5	19.2	17.5	1.7	21.8	20.6	1.2	17.6	17.1	0.5	7.3	7.9	-0.6	1.6	2.1	-0.5	11.7	13.7	-2.0	
Star	0.6	0.5	0.1	17	*	*	*	0.1	*	*	0.1	*	*	0.1	0.1	0.0	0.9	0.3	0.6	2.3	1.3	1.0	0.3	0.3	0.0	
The Hits	7.7	7.9	-0.2	5	5.5	6.1	-0.6	9.4	10.7	-1.3	6.4	5.6	0.8	7.0	6.5	0.5	6.0	7.6	-1.6	3.6	4.8	-1.2	11.0	11.1	-0.1	
The Sound	10.4	9.1	1.3	3	1.8	2.0	-0.2	6.8	7.8	-1.0	8.1	8.8	-0.7	10.2	10.4	-0.2	20.6	15.7	4.9	19.6	13.3	6.3	8.5	5.9	2.6	
ZM	8.4	8.6	-0.2	4	16.3	15.7	0.6	14.1	14.8	-0.7	11.6	13.9	-2.3	9.3	10.2	-0.9	3.3	2.2	1.1	0.5	0.5	0.0	14.3	17.0	-2.7	
Others	3.5	3.9	-0.4		13.4	13.2	0.2	4.0	4.6	-0.6	5.4	5.6	-0.2	3.4	4.1	-0.7	0.2	1.5	-1.3	2.0	2.7	-0.7	2.5	2.3	0.2	
Mediaworks Combo	50.4	50.2	0.2		41.9	50.6	-8.7	61.2	59.7	1.5	63.5	61.6	1.9	58.2	60.0	-1.8	49.7	51.8	-2.1	36.9	31.8	5.1	57.2	54.1	3.1	
NZME Combo	41.5	41.0	0.5		30.4	23.7	6.7	32.8	33.7	-0.9	28.0	30.0	-2.0	35.4	32.8	2.6	44.0	39.5	4.5	52.4	57.0	-4.6	36.9	40.1	-3.2	
Potential (000)	259.7	259.7	0.0		35.5	34.3	1.2	72.5	73.7	-1.2	77.2	77.2	0.0	116.5	116.5	0.0	73.1	73.1	0.0	57.8	57.8	0.0	53.3	50.8	2.5	
Sample	872	914	-42		112	105	7	234	221	13	277	268	9	403	407	-4	215	249	-34	204	236	-32	187	180	7	

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

Mediaworks Combo: Breeze or Edge or Mai FM or More FM or RadioLIVE 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 2 2017

Station Share (%) by Daypart, People 10+

Survey Comparisons: 1/2017 - 2/2017

This Survey Period: Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 2017

Last 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

	This	Last	+/-
Potential (000)	259.7	259.7	0.0
Sample Size	872	914	-42

	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	6.7	-0.2	8	5.7	6.4	-0.7	6.8	7.4	-0.6	7.8	7.5	0.3	8.6	8.0	0.6	4.4	8.1	-3.7	8.2	7.8	0.4	
Coast	8.4	8.2	0.2	5	12.3	10.0	2.3	11.0	8.6	2.4	11.4	9.5	1.9	7.4	6.0	1.4	6.7	4.0	2.7	13.4	10.7	2.7	
Edge	7.0	7.4	-0.4	7	7.4	9.9	-2.5	8.2	9.3	-1.1	7.4	8.8	-1.4	8.2	10.3	-2.1	6.7	7.0	-0.3	8.2	9.2	-1.0	
Life FM	1.7	1.9	-0.2	14	1.6	1.6	0.0	1.7	1.5	0.2	1.8	1.8	0.0	3.4	3.7	-0.3	0.7	0.6	0.1	2.2	2.8	-0.6	
Mai FM	6.3	8.0	-1.7	9	5.2	4.6	0.6	6.1	6.1	0.0	5.3	5.9	-0.6	9.2	9.0	0.2	1.6	2.8	-1.2	7.3	6.8	0.5	
Maniapoto FM	0.1	0.1	0.0	19	0.1	*	*	0.1	0.1	0.0	0.4	0.2	0.2	0.4	0.1	0.3	0.1	*	*	0.4	0.2	0.2	
More FM	3.2	3.1	0.1	12	2.8	3.5	-0.7	3.4	4.1	-0.7	3.5	3.5	0.0	2.0	2.5	-0.5	8.7	6.5	2.2	3.0	3.3	-0.3	
Newstalk ZB	10.0	11.7	-1.7	2	4.9	6.3	-1.4	2.7	3.4	-0.7	4.1	6.0	-1.9	10.5	12.9	-2.4	24.4	24.7	-0.3	7.9	8.7	-0.8	
Nga Iwi FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.3	0.3	0.0	*	*	*	
Radio Hauraki	4.2	3.7	0.5	11	4.8	2.9	1.9	3.6	2.7	0.9	3.9	4.0	-0.1	3.0	2.6	0.4	1.5	1.9	-0.4	2.9	2.2	0.7	
RadioLIVE	5.6	5.1	0.5	10	1.0	1.0	0.0	1.3	1.4	-0.1	2.0	1.7	0.3	4.3	3.4	0.9	12.5	9.3	3.2	3.5	3.2	0.3	
Radio Sport	2.8	2.9	-0.1	13	4.7	5.8	-1.1	3.8	4.7	-0.9	2.7	2.7	0.0	6.8	6.1	0.7	0.2	0.4	-0.2	3.6	4.7	-1.1	
Radio Tainui	1.0	1.5	-0.5	15	0.6	0.8	-0.2	0.7	0.8	-0.1	0.6	0.6	0.0	0.1	*	*	0.1	0.1	0.0	1.1	1.7	-0.6	
Radio Waatea	0.3	0.4	-0.1	18	0.7	0.8	-0.1	0.1	0.1	0.0	0.2	0.3	-0.1	0.3	0.8	-0.5	*	*	*	0.1	0.2	-0.1	
Raukawa FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	0.8	0.6	0.2	16	0.3	0.4	-0.1	1.0	1.1	-0.1	1.1	1.4	-0.3	0.4	0.5	-0.1	0.2	0.3	-0.1	1.1	1.2	-0.1	
Rock	11.7	10.7	1.0	1	15.8	16.1	-0.3	15.2	14.8	0.4	12.9	12.3	0.6	8.5	6.9	1.6	10.1	11.3	-1.2	9.2	8.7	0.5	
Star	0.6	0.4	0.2	17	0.4	0.2	0.2	0.7	0.4	0.3	0.6	0.4	0.2	1.0	1.1	-0.1	0.3	0.5	-0.2	0.9	0.6	0.3	
The Hits	8.3	8.3	0.0	6	7.6	7.9	-0.3	8.8	8.3	0.5	7.7	7.4	0.3	3.8	5.0	-1.2	7.2	8.9	-1.7	7.5	8.2	-0.7	
The Sound	9.1	7.3	1.8	4	13.2	10.5	2.7	12.8	12.6	0.2	11.6	10.0	1.6	9.1	6.3	2.8	6.0	3.9	2.1	8.3	7.9	0.4	
ZM	9.7	9.5	0.2	3	7.9	7.7	0.2	9.2	8.7	0.5	10.7	11.2	-0.5	6.6	8.2	-1.6	5.1	6.3	-1.2	6.9	7.4	-0.5	
Others	2.6	2.6	0.0		2.8	3.4	-0.6	2.9	3.9	-1.0	4.2	4.7	-0.5	6.2	6.7	-0.5	3.1	3.0	0.1	4.5	4.6	-0.1	
Mediaworks Combo	49.5	48.2	1.3		51.1	52.0	-0.9	53.6	55.6	-2.0	50.5	49.7	0.8	50.1	46.3	3.8	50.1	49.0	1.1	47.7	46.8	0.9	
NZME Combo	43.4	44.2	-0.8		42.3	40.7	1.6	39.0	36.4	2.6	40.6	40.8	-0.2	38.2	40.9	-2.7	45.1	46.2	-1.1	42.1	41.9	0.2	

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



WAIKATO COMMERCIAL RADIO - SURVEY 2 2017

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

Survey Comparisons: 1/2017 - 2/2017

This Survey Period: Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 2017

Last 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

	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	28.5	26.1	2.4	7	1.1	0.7	0.4	6.3	5.8	0.5	10.7	9.2	1.5	16.4	14.7	1.7	9.6	10.4	-0.8	7.5	7.5	0.0	6.8	4.7	2.1	
Coast	40.0	35.8	4.2	3	1.2	0.4	0.8	5.4	4.0	1.4	9.3	8.8	0.5	16.2	14.5	1.7	14.1	12.0	2.1	17.9	16.4	1.5	7.2	6.4	0.8	
Edge	47.5	46.9	0.6	2	7.5	7.5	0.0	25.0	24.0	1.0	17.2	17.6	-0.4	22.2	23.4	-1.2	6.8	6.7	0.1	4.1	3.3	0.8	13.0	12.3	0.7	
Life FM	11.7	11.8	-0.1	14	4.2	3.5	0.7	1.9	2.6	-0.7	3.4	2.5	0.9	5.3	5.1	0.2	3.2	3.3	-0.1	1.5	1.4	0.1	2.8	1.7	1.1	
Mai FM	26.4	22.1	4.3	8	3.8	3.0	0.8	15.8	12.6	3.2	11.0	9.3	1.7	13.6	12.2	1.4	3.7	4.3	-0.6	1.1	1.7	-0.6	6.2	5.7	0.5	
Maniapoto FM	3.1	1.3	1.8	18	0.7	0.5	0.2	0.6	*	*	0.6	*	*	0.6	*	*	1.7	0.5	1.2	1.8	0.8	1.0	0.8	0.5	0.3	
More FM	18.4	18.4	0.0	10	1.6	2.6	-1.0	5.4	5.9	-0.5	5.8	5.9	-0.1	8.7	9.1	-0.4	6.0	5.1	0.9	4.3	2.3	2.0	3.7	3.6	0.1	
Newstalk ZB	25.8	26.0	-0.2	9	0.6	0.6	0.0	1.5	1.8	-0.3	1.9	2.4	-0.5	7.0	6.9	0.1	11.9	11.4	0.5	12.4	12.8	-0.4	1.6	2.6	-1.0	
Nga Iwi FM	0.4	0.3	0.1	20	0.4	0.3	0.1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
Radio Hauraki	14.7	14.5	0.2	13	0.6	0.1	0.5	6.4	6.6	-0.2	5.4	5.4	0.0	9.3	9.1	0.2	5.1	5.7	-0.6	1.9	2.3	-0.4	3.5	2.5	1.0	
RadioLIVE	16.1	16.4	-0.3	11	0.5	0.2	0.3	5.2	6.0	-0.8	6.5	6.3	0.2	10.2	10.0	0.2	4.7	5.1	-0.4	3.0	3.5	-0.5	3.1	2.7	0.4	
Radio Sport	16.0	15.4	0.6	12	1.6	0.8	0.8	1.9	2.4	-0.5	4.0	4.8	-0.8	8.2	9.2	-1.0	6.8	6.2	0.6	3.9	3.1	0.8	1.9	1.4	0.5	
Radio Tainui	3.6	3.7	-0.1	17	0.4	0.5	-0.1	0.5	0.2	0.3	0.9	0.7	0.2	1.4	1.3	0.1	2.0	2.1	-0.1	1.8	1.8	0.0	0.5	0.6	-0.1	
Radio Waatea	5.4	6.1	-0.7	16	0.7	0.6	0.1	1.0	0.9	0.1	2.2	2.1	0.1	3.0	3.2	-0.2	1.6	2.2	-0.6	1.5	2.1	-0.6	0.7	1.2	-0.5	
Raukawa FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	5.7	6.3	-0.6	15	0.5	0.3	0.2	0.3	0.5	-0.2	0.9	1.2	-0.3	2.2	2.6	-0.4	3.5	3.8	-0.3	2.7	3.3	-0.6	0.8	1.0	-0.2	
Rock	38.7	36.8	1.9	4	2.4	2.3	0.1	18.8	19.4	-0.6	20.8	18.5	2.3	25.8	22.7	3.1	8.2	7.2	1.0	3.8	3.7	0.1	9.2	8.2	1.0	
Star	2.7	2.6	0.1	19	*	*	*	0.3	*	*	0.3	*	*	0.6	0.5	0.1	1.1	0.8	0.3	1.3	1.1	0.2	0.4	0.5	-0.1	
The Hits	29.2	27.6	1.6	6	3.7	4.7	-1.0	12.1	9.1	3.0	10.5	9.1	1.4	13.5	12.7	0.8	5.1	6.5	-1.4	4.5	4.1	0.4	7.3	6.7	0.6	
The Sound	34.7	31.6	3.1	5	1.6	1.9	-0.3	9.8	7.7	2.1	10.0	7.4	2.6	18.5	15.6	2.9	18.0	16.5	1.5	10.3	10.2	0.1	6.6	5.0	1.6	
ZM	48.6	47.9	0.7	1	7.2	7.2	0.0	25.3	25.1	0.2	19.5	20.6	-1.1	27.0	27.3	-0.3	7.8	6.9	0.9	1.1	0.6	0.5	14.7	15.7	-1.0	
Others	23.3	22.2	1.1		5.0	4.7	0.3	6.8	6.3	0.5	9.7	8.0	1.7	10.5	10.1	0.4	2.0	3.5	-1.5	4.0	4.5	-0.5	4.3	2.8	1.5	
Mediaworks Combo	140.7	132.3	8.4		15.9	15.2	0.7	50.8	47.5	3.3	52.0	46.9	5.1	75.7	69.9	5.8	39.9	38.4	1.5	23.7	23.2	0.5	31.5	28.4	3.1	
NZME Combo	128.7	130.0	-1.3		12.3	12.6	-0.3	38.6	37.7	0.9	38.7	39.2	-0.5	59.5	60.2	-0.7	34.7	35.4	-0.7	30.3	30.4	-0.1	27.7	27.9	-0.2	
All Commercial Radio	211.1	209.2	1.9		25.5	25.5	0.0	63.1	60.9	2.2	67.5	66.5	1.0	101.3	100.2	1.1	58.3	57.9	0.4	44.2	44.3	-0.1	44.3	43.2	1.1	
Potential (000)	259.7	259.7	0.0		35.5	34.3	1.2	72.5	73.7	-1.2	77.2	77.2	0.0	116.5	116.5	0.0	73.1	73.1	0.0	57.8	57.8	0.0	53.3	50.8	2.5	
Sample	872	914	-42		112	105	7	234	221	13	277	268	9	403	407	-4	215	249	-34	204	236	-32	187	180	7	

Mediaworks Combo: Breeze or Edge or Mai FM or More FM or RadioLIVE 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 2 2017

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

Survey Comparisons: 1/2017 - 2/2017

This Survey Period: Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 2017

Last 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

	This	Last	+/-
Potential (000)	259.7	259.7	0.0
Sample Size	872	914	-42

	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	12.8	0.0	9	12.6	11.6	1.0	12.4	11.5	0.9	13.6	13.1	0.5	5.7	5.2	0.5	2.7	3.1	-0.4	19.0	16.9	2.1	
Coast	19.6	19.3	0.3	6	20.7	17.0	3.7	22.4	20.1	2.3	20.5	19.9	0.6	10.0	8.6	1.4	3.8	2.8	1.0	25.8	21.6	4.2	
Edge	23.5	23.3	0.2	2	18.5	20.6	-2.1	24.1	21.0	3.1	19.3	20.7	-1.4	9.7	9.9	-0.2	5.2	7.1	-1.9	29.0	28.6	0.4	
Life FM	5.8	6.1	-0.3	14	4.2	3.7	0.5	4.5	3.6	0.9	4.7	4.3	0.4	4.1	5.1	-1.0	2.2	2.1	0.1	7.2	7.9	-0.7	
Mai FM	14.5	15.4	-0.9	7	12.6	9.0	3.6	13.5	11.7	1.8	13.4	11.5	1.9	10.0	8.5	1.5	1.9	3.3	-1.4	16.6	12.6	4.0	
Maniapoto FM	0.8	0.5	0.3	19	0.8	*	*	1.1	1.0	0.1	0.8	0.5	0.3	0.5	0.1	0.4	0.3	0.2	0.1	2.3	1.0	1.3	
More FM	8.2	8.6	-0.4	13	4.9	5.7	-0.8	9.1	9.1	0.0	8.6	9.1	-0.5	3.0	4.0	-1.0	3.9	2.7	1.2	9.3	9.7	-0.4	
Newstalk ZB	20.9	21.5	-0.6	4	12.2	12.3	-0.1	9.4	10.3	-0.9	7.9	10.5	-2.6	7.8	8.6	-0.8	8.5	9.0	-0.5	17.3	14.7	2.6	
Nga Iwi FM	*	*	*	*	*	*	*	0.3	0.2	0.1	*	*	*	*	*	*	0.3	0.2	0.1	0.1	0.1	0.0	
Radio Hauraki	10.0	9.5	0.5	11	6.6	5.2	1.4	6.7	6.6	0.1	9.9	9.0	0.9	3.9	3.5	0.4	2.2	2.5	-0.3	8.8	7.0	1.8	
RadioLIVE	10.2	10.0	0.2	10	4.3	4.3	0.0	4.3	3.6	0.7	4.8	5.2	-0.4	3.1	2.4	0.7	3.7	2.9	0.8	7.7	6.7	1.0	
Radio Sport	9.7	9.5	0.2	12	6.6	6.8	-0.2	10.0	9.7	0.3	6.8	6.5	0.3	6.0	5.7	0.3	1.4	0.7	0.7	12.3	10.9	1.4	
Radio Tainui	2.2	3.0	-0.8	16	0.9	0.6	0.3	2.2	1.9	0.3	1.1	1.1	0.0	0.3	*	*	0.4	0.5	-0.1	2.1	2.9	-0.8	
Radio Waatea	1.9	2.2	-0.3	17	2.5	2.4	0.1	1.5	1.8	-0.3	1.3	1.7	-0.4	0.6	0.8	-0.2	*	*	*	0.5	1.0	-0.5	
Raukawa FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	2.7	2.2	0.5	15	1.5	2.0	-0.5	2.9	2.6	0.3	2.2	2.5	-0.3	0.7	0.7	0.0	0.3	0.7	-0.4	4.6	4.2	0.4	
Rock	21.9	21.3	0.6	3	19.2	18.9	0.3	21.2	20.6	0.6	21.5	21.2	0.3	8.0	7.1	0.9	8.2	9.0	-0.8	22.3	18.5	3.8	
Star	1.2	1.2	0.0	18	0.9	1.0	-0.1	1.3	1.0	0.3	0.6	0.8	-0.2	1.1	1.1	0.0	0.1	0.4	-0.3	2.3	1.2	1.1	
The Hits	13.8	13.9	-0.1	8	14.1	13.2	0.9	15.3	15.6	-0.3	12.7	12.1	0.6	3.5	5.0	-1.5	3.2	3.2	0.0	14.7	13.6	1.1	
The Sound	20.4	16.0	4.4	5	18.1	13.8	4.3	19.7	17.6	2.1	19.3	16.5	2.8	8.1	5.5	2.6	4.9	5.5	-0.6	20.9	18.5	2.4	
ZM	29.7	29.3	0.4	1	18.5	18.8	-0.3	26.0	25.6	0.4	25.4	25.9	-0.5	9.4	12.1	-2.7	8.1	8.5	-0.4	26.1	22.5	3.6	
Others	8.7	8.8	-0.1		6.5	7.2	-0.7	8.8	10.4	-1.6	12.4	11.1	1.3	5.1	6.6	-1.5	2.9	2.6	0.3	11.8	11.4	0.4	
Mediaworks Combo	91.1	86.7	4.4		72.5	64.4	8.1	83.0	78.1	4.9	85.3	80.7	4.6	41.6	38.4	3.2	26.3	27.6	-1.3	98.2	89.3	8.9	
NZME Combo	88.7	89.8	-1.1		66.9	64.3	2.6	75.5	76.6	-1.1	75.0	76.7	-1.7	36.7	39.6	-2.9	23.6	25.0	-1.4	87.1	77.9	9.2	
All Commercial Radio	159.0	159.6	-0.6		127.4	119.7	7.7	142.4	139.1	3.3	143.5	142.5	1.0	78.0	78.9	-0.9	46.1	48.8	-2.7	167.1	158.5	8.6	

Mediaworks Combo: Breeze or Edge or Mai FM or More FM or RadioLIVE 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 2 2017

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

Survey Comparisons: 1/2017 - 2/2017

This Survey Period: Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 2017

Last 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

	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	9:40	10:30	-0:50	1:10	0:34	0:35	10:10	9:12	0:58	10:20	10:30	-0:09	11:56	12:39	-0:43	11:38	11:37	0:00	7:52	8:32	-0:39	8:46	4:02	4:43
Coast	10:45	9:25	1:19	9:53	4:45	5:08	5:58	7:11	-1:13	4:54	4:48	0:05	10:39	6:36	4:03	14:16	9:14	5:01	12:38	12:44	-0:05	4:31	4:02	0:28
Edge	6:24	7:09	-0:45	5:20	5:16	0:03	6:34	6:23	0:10	8:26	8:40	-0:14	8:07	9:23	-1:15	6:35	11:20	-4:45	3:21	4:14	-0:52	8:01	8:39	-0:38
Life FM	6:18	6:25	-0:07	5:41	6:23	-0:42	10:39	8:57	1:42	7:58	8:48	-0:49	6:42	7:10	-0:27	3:30	5:08	-1:37	2:02	1:52	0:10	4:58	7:50	-2:51
Mai FM	9:08	10:54	-1:45	4:25	7:59	-3:34	10:41	12:12	-1:30	11:01	11:03	-0:01	10:58	11:01	-0:02	10:57	11:26	-0:28	11:22	12:51	-1:28	11:14	15:12	-3:57
Maniapoto FM	2:47	3:09	-0:21	2:39	3:00	-0:20	4:09	*	*	4:09	*	*	4:09	*	*	2:27	4:45	-2:17	2:22	3:14	-0:52	3:45	4:45	-0:59
More FM	7:15	7:19	-0:04	4:25	4:51	-0:26	6:03	7:08	-1:05	6:09	7:00	-0:50	7:46	7:24	0:21	8:32	9:18	-0:46	6:44	9:36	-2:51	9:20	7:56	1:24
Newstalk ZB	11:14	12:21	-1:06	1:14	2:39	-1:24	3:13	2:45	0:28	7:32	6:32	0:59	10:58	10:18	0:40	10:18	10:02	0:15	11:25	13:26	-2:00	3:06	5:52	-2:46
Nga Iwi FM	2:53	2:34	0:19	2:53	2:34	0:19	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Radio Hauraki	9:48	7:38	2:09	2:50	0:15	2:35	10:52	7:04	3:48	7:22	6:20	1:02	9:11	7:42	1:28	11:14	9:39	1:35	6:46	8:31	-1:45	9:21	10:26	-1:05
RadioLIVE	8:16	6:49	1:27	6:08	8:45	-2:36	10:29	5:47	4:42	9:55	6:20	3:34	8:27	6:14	2:12	6:30	6:32	-0:01	5:24	5:07	0:16	6:42	2:49	3:53
Radio Sport	8:46	10:15	-1:28	2:03	0:45	1:17	11:38	10:18	1:20	10:41	10:11	0:30	11:18	10:04	1:14	9:06	10:38	-1:32	5:43	12:58	-7:15	10:40	13:35	-2:55
Radio Tainui	8:34	10:28	-1:54	0:48	1:49	-1:01	3:21	1:00	2:21	8:54	11:04	-2:09	6:21	6:46	-0:24	10:47	13:46	-2:58	12:01	15:46	-3:44	1:52	1:50	0:01
Radio Waatea	1:53	2:11	-0:18	0:59	1:02	-0:02	1:18	1:49	-0:30	2:12	2:57	-0:45	2:16	2:48	-0:32	1:58	2:18	-0:19	1:23	1:32	-0:08	0:38	1:28	-0:49
Raukawa FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	5:39	5:11	0:28	2:01	1:00	1:01	2:00	1:18	0:41	2:31	1:42	0:48	4:23	2:59	1:24	7:24	7:01	0:23	7:50	7:29	0:20	7:02	4:37	2:25
Rock	12:41	12:18	0:23	5:10	10:38	-5:28	14:02	11:29	2:33	14:59	14:55	0:03	15:10	15:28	-0:18	11:23	12:49	-1:25	3:34	4:56	-1:22	9:55	12:04	-2:09
Star	9:33	6:43	2:49	*	*	*	5:15	*	*	5:15	*	*	4:11	2:26	1:45	10:30	4:33	5:57	15:33	9:27	6:05	7:00	4:03	2:56
The Hits	10:28	10:51	-0:22	3:00	2:45	0:14	10:39	15:02	-4:22	8:38	8:17	0:20	11:33	10:35	0:58	15:00	13:33	1:26	6:43	9:54	-3:11	11:44	11:48	-0:03
The Sound	11:54	10:55	0:58	2:20	2:14	0:06	9:35	12:58	-3:23	11:30	15:58	-4:28	12:18	13:41	-1:22	14:35	11:04	3:30	15:50	11:02	4:48	10:01	8:26	1:34
ZM	6:49	6:47	0:02	4:33	4:36	-0:03	7:39	7:30	0:09	8:26	9:04	-0:38	7:38	7:43	-0:05	5:28	3:43	1:45	3:43	6:19	-2:36	7:36	7:48	-0:12
Others	5:55	6:42	-0:46	5:22	5:55	-0:32	8:08	9:12	-1:04	7:51	9:18	-1:27	7:17	8:24	-1:06	1:36	5:06	-3:29	4:06	5:00	-0:53	4:32	6:06	-1:33
Mediaworks Combo	14:09	14:20	-0:10	5:18	7:02	-1:44	16:34	15:58	0:35	17:22	17:38	-0:16	17:08	17:40	-0:32	15:53	15:41	0:11	12:58	11:40	1:17	14:07	13:42	0:25
NZME Combo	12:46	11:56	0:50	4:58	3:57	1:00	11:41	11:23	0:18	10:17	10:17	-0:00	13:15	11:12	2:03	16:10	12:58	3:12	14:23	15:58	-1:34	10:23	10:19	0:03
All Commercial Radio	18:44	18:04	0:40	7:53	8:18	-0:25	21:48	20:53	0:54	21:07	20:13	0:53	22:01	20:33	1:27	21:52	20:07	1:45	18:49	19:12	-0:23	17:36	16:40	0:55
Potential (000)	259.7	259.7	0.0	35.5	34.3	1.2	72.5	73.7	-1.2	77.2	77.2	0.0	116.5	116.5	0.0	73.1	73.1	0.0	57.8	57.8	0.0	53.3	50.8	2.5
Sample	872	914	-42	112	105	7	234	221	13	277	268	9	403	407	-4	215	249	-34	204	236	-32	187	180	7

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

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WAIKATO COMMERCIAL RADIO - SURVEY 2 2017

Average Time Spent Listening (hh:mm) by Daypart, People 10+
 Survey Comparisons: 1/2017 - 2/2017

This Survey Period: Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 2017

Last 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

	This	Last	+/-
Potential (000)	259.7	259.7	0.0
Sample Size	872	914	-42

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

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

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