



WAIKATO COMMERCIAL RADIO - SURVEY 3 2017

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

Survey Comparisons: 2/2017 - 3/2017

This Survey Period: Sun Aug 21 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Sep 9 2017

Last Survey Period: Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 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	7.7	7.0	0.7	6	2.9	0.6	2.3	6.1	4.7	1.4	8.9	7.8	1.1	9.5	8.8	0.7	8.5	8.7	-0.2	8.7	7.1	1.6	8.1	7.6	0.5
Coast	11.6	10.9	0.7	1	15.4	5.7	9.7	2.2	2.3	-0.1	3.0	3.2	-0.2	6.9	7.7	-0.8	16.2	15.8	0.4	26.5	27.1	-0.6	3.5	4.2	-0.7
Edge	6.5	7.7	-1.2	8	21.1	19.7	1.4	11.0	11.9	-0.9	7.5	10.2	-2.7	5.8	8.1	-2.3	2.8	3.5	-0.7	1.4	1.6	-0.2	8.2	13.4	-5.2
Life FM	1.1	1.9	-0.8	14	7.4	11.9	-4.5	0.6	1.5	-0.9	1.4	1.9	-0.5	1.0	1.6	-0.6	0.5	0.9	-0.4	0.5	0.4	0.1	1.3	1.8	-0.5
Mai FM	5.9	6.1	-0.2	9	7.6	8.4	-0.8	12.1	12.3	-0.2	10.0	8.5	1.5	7.1	6.7	0.4	2.5	3.2	-0.7	1.6	1.5	0.1	9.2	8.9	0.3
Maniapoto FM	0.2	0.2	0.0	18	0.3	0.9	-0.6	0.2	0.2	0.0	0.2	0.2	0.0	0.1	0.1	0.0	0.3	0.3	0.0	0.5	0.5	0.0	0.3	0.4	-0.1
More FM	4.1	3.4	0.7	11	4.1	3.6	0.5	2.3	2.4	-0.1	3.7	2.5	1.2	4.7	3.0	1.7	5.4	4.0	1.4	3.2	3.5	-0.3	8.9	4.4	4.5
Newstalk ZB	7.2	7.3	-0.1	7	0.6	0.3	0.3	0.3	0.4	-0.1	0.5	1.0	-0.5	3.5	3.4	0.1	8.4	9.6	-1.2	14.9	17.1	-2.2	0.9	0.6	0.3
Nga Iwi FM	*	*	*	*	0.3	0.5	-0.2	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Radio Hauraki	3.2	3.6	-0.4	12	0.2	0.9	-0.7	4.5	5.0	-0.5	3.5	2.8	0.7	4.3	3.8	0.5	3.6	4.5	-0.9	0.2	1.5	-1.3	5.3	4.2	1.1
RadioLIVE	4.2	3.4	0.8	10	0.9	1.5	-0.6	4.6	3.9	0.7	4.8	4.5	0.3	3.8	3.9	-0.1	4.1	2.4	1.7	4.8	2.0	2.8	2.2	2.6	-0.4
Radio Sport	2.5	3.6	-1.1	13	1.4	1.6	-0.2	1.6	1.6	0.0	1.9	3.0	-1.1	2.8	4.2	-1.4	3.3	4.8	-1.5	2.2	2.7	-0.5	2.1	2.6	-0.5
Radio Tainui	0.6	0.8	-0.2	17	0.1	0.2	-0.1	0.1	0.1	0.0	0.4	0.5	-0.1	0.3	0.4	-0.1	1.4	1.7	-0.3	2.2	2.6	-0.4	0.1	0.1	0.0
Radio Waatea	0.1	0.3	-0.2	19	0.3	0.3	0.0	0.1	0.1	0.0	0.1	0.3	-0.2	0.1	0.3	-0.2	0.1	0.2	-0.1	0.2	0.3	-0.1	0.1	0.1	0.0
Raukawa FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	0.8	0.8	0.0	16	0.7	0.5	0.2	*	*	*	*	0.2	*	0.4	0.4	0.0	2.3	2.0	0.3	2.7	2.6	0.1	1.5	0.8	0.7
Rock	11.5	12.4	-0.9	2	9.8	6.2	3.6	19.8	19.2	0.6	21.2	21.8	-0.6	16.4	17.6	-1.2	6.0	7.3	-1.3	0.8	1.6	-0.8	11.6	11.7	-0.1
Star	1.0	0.6	0.4	15	*	*	*	0.2	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.0	0.8	0.9	-0.1	3.6	2.3	1.3	*	0.3	*
The Hits	9.4	7.7	1.7	4	5.1	5.5	-0.4	9.0	9.4	-0.4	6.8	6.4	0.4	9.3	7.0	2.3	9.3	6.0	3.3	4.3	3.6	0.7	12.3	11.0	1.3
The Sound	10.4	10.4	0.0	3	3.6	1.8	1.8	7.0	6.8	0.2	7.7	8.1	-0.4	10.0	10.2	-0.2	19.2	20.6	-1.4	17.9	19.6	-1.7	9.8	8.5	1.3
ZM	8.7	8.4	0.3	5	11.2	16.3	-5.1	15.3	14.1	1.2	14.5	11.6	2.9	11.0	9.3	1.7	3.5	3.3	0.2	0.6	0.5	0.1	13.0	14.3	-1.3
Others	3.1	3.5	-0.4		7.2	13.4	-6.2	3.2	4.0	-0.8	3.8	5.4	-1.6	2.9	3.4	-0.5	1.9	0.2	1.7	3.3	2.0	1.3	1.5	2.5	-1.0
Mediaworks Combo	50.4	50.4	0.0		49.9	41.9	8.0	62.8	61.2	1.6	63.8	63.5	0.3	57.4	58.2	-0.8	48.5	49.7	-1.2	38.5	36.9	1.6	58.0	57.2	0.8
NZME Combo	42.7	41.5	1.2		33.9	30.4	3.5	32.9	32.8	0.1	30.1	28.0	2.1	37.8	35.4	2.4	44.2	44.0	0.2	48.6	52.4	-3.8	37.2	36.9	0.3
Potential (000)	259.7	259.7	0.0		35.7	35.5	0.2	72.3	72.5	-0.2	77.2	77.2	0.0	116.5	116.5	0.0	73.1	73.1	0.0	57.8	57.8	0.0	50.1	53.3	-3.2
Sample	925	872	53		127	112	15	255	234	21	285	277	8	416	403	13	221	215	6	213	204	9	189	187	2

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 3 2017

Station Share (%) by Daypart, People 10+

Survey Comparisons: 2/2017 - 3/2017

This Survey Period: Sun Aug 21 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Sep 9 2017

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

	This	Last	+/-
Potential (000)	259.7	259.7	0.0
Sample Size	925	872	53

	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	6.1	6.5	-0.4	8	6.8	5.7	1.1	7.6	6.8	0.8	8.9	7.8	1.1	11.5	8.6	2.9	5.7	4.4	1.3	8.9	8.2	0.7	
Coast	8.9	8.4	0.5	6	13.4	12.3	1.1	12.0	11.0	1.0	11.4	11.4	0.0	6.7	7.4	-0.7	5.8	6.7	-0.9	14.7	13.4	1.3	
Edge	6.4	7.0	-0.6	7	5.1	7.4	-2.3	6.2	8.2	-2.0	6.8	7.4	-0.6	7.9	8.2	-0.3	7.0	6.7	0.3	7.3	8.2	-0.9	
Life FM	1.5	1.7	-0.2	14	0.8	1.6	-0.8	0.7	1.7	-1.0	1.3	1.8	-0.5	1.4	3.4	-2.0	0.7	0.7	0.0	1.2	2.2	-1.0	
Mai FM	5.1	6.3	-1.2	10	4.6	5.2	-0.6	6.4	6.1	0.3	5.8	5.3	0.5	9.1	9.2	-0.1	1.6	1.6	0.0	7.5	7.3	0.2	
Maniapoto FM	0.1	0.1	0.0	18	0.1	0.1	0.0	*	0.1	*	0.4	0.4	0.0	0.4	0.4	0.0	*	0.1	*	0.3	0.4	-0.1	
More FM	4.6	3.2	1.4	11	3.1	2.8	0.3	3.7	3.4	0.3	3.7	3.5	0.2	1.9	2.0	-0.1	11.0	8.7	2.3	4.0	3.0	1.0	
Newstalk ZB	9.8	10.0	-0.2	3	5.3	4.9	0.4	2.5	2.7	-0.2	4.3	4.1	0.2	12.1	10.5	1.6	23.1	24.4	-1.3	7.5	7.9	-0.4	
Nga Iwi FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.2	0.3	-0.1	*	*	*	
Radio Hauraki	3.6	4.2	-0.6	12	4.5	4.8	-0.3	2.7	3.6	-0.9	2.9	3.9	-1.0	3.3	3.0	0.3	0.8	1.5	-0.7	2.9	2.9	0.0	
RadioLIVE	5.2	5.6	-0.4	9	2.8	1.0	1.8	1.9	1.3	0.6	2.6	2.0	0.6	6.3	4.3	2.0	16.1	12.5	3.6	3.9	3.5	0.4	
Radio Sport	2.3	2.8	-0.5	13	2.2	4.7	-2.5	2.3	3.8	-1.5	2.2	2.7	-0.5	6.7	6.8	-0.1	0.3	0.2	0.1	2.9	3.6	-0.7	
Radio Tainui	0.9	1.0	-0.1	15	0.4	0.6	-0.2	0.5	0.7	-0.2	0.5	0.6	-0.1	0.1	0.1	0.0	0.1	0.1	0.0	1.0	1.1	-0.1	
Radio Waatea	0.1	0.3	-0.2	18	0.2	0.7	-0.5	0.1	0.1	0.0	0.2	0.2	0.0	0.3	0.3	0.0	*	*	*	0.1	0.1	0.0	
Raukawa FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	0.9	0.8	0.1	15	0.2	0.3	-0.1	1.0	1.0	0.0	1.0	1.1	-0.1	0.9	0.4	0.5	0.6	0.2	0.4	0.9	1.1	-0.2	
Rock	12.6	11.7	0.9	1	14.7	15.8	-1.1	13.7	15.2	-1.5	11.1	12.9	-1.8	7.6	8.5	-0.9	6.0	10.1	-4.1	8.9	9.2	-0.3	
Star	0.6	0.6	0.0	17	0.5	0.4	0.1	1.5	0.7	0.8	1.2	0.6	0.6	2.2	1.0	1.2	0.2	0.3	-0.1	1.1	0.9	0.2	
The Hits	10.2	8.3	1.9	2	8.8	7.6	1.2	10.3	8.8	1.5	10.5	7.7	2.8	5.6	3.8	1.8	8.4	7.2	1.2	8.9	7.5	1.4	
The Sound	9.8	9.1	0.7	3	14.2	13.2	1.0	13.4	12.8	0.6	10.1	11.6	-1.5	5.8	9.1	-3.3	6.3	6.0	0.3	7.5	8.3	-0.8	
ZM	9.2	9.7	-0.5	5	9.2	7.9	1.3	10.7	9.2	1.5	11.1	10.7	0.4	6.1	6.6	-0.5	4.5	5.1	-0.6	6.8	6.9	-0.1	
Others	2.1	2.6	-0.5		3.1	2.8	0.3	2.6	2.9	-0.3	4.0	4.2	-0.2	4.2	6.2	-2.0	1.7	3.1	-1.4	3.8	4.5	-0.7	
Mediaworks Combo	49.7	49.5	0.2		51.3	51.1	0.2	52.9	53.6	-0.7	49.2	50.5	-1.3	50.1	50.1	0.0	53.8	50.1	3.7	47.9	47.7	0.2	
NZME Combo	44.0	43.4	0.6		43.3	42.3	1.0	40.6	39.0	1.6	42.3	40.6	1.7	40.4	38.2	2.2	42.9	45.1	-2.2	43.6	42.1	1.5	

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

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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 3 2017

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

Survey Comparisons: 2/2017 - 3/2017

This Survey Period: Sun Aug 21 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Sep 9 2017

Last Survey Period: Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 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	31.7	28.5	3.2	7	1.8	1.1	0.7	6.7	6.3	0.4	11.4	10.7	0.7	18.5	16.4	2.1	10.4	9.6	0.8	8.0	7.5	0.5	7.2	6.8	0.4
Coast	38.4	40.0	-1.6	4	2.2	1.2	1.0	4.6	5.4	-0.8	7.9	9.3	-1.4	14.6	16.2	-1.6	13.9	14.1	-0.2	16.8	17.9	-1.1	5.9	7.2	-1.3
Edge	44.9	47.5	-2.6	2	7.6	7.5	0.1	24.2	25.0	-0.8	16.0	17.2	-1.2	20.9	22.2	-1.3	6.8	6.8	0.0	3.4	4.1	-0.7	11.5	13.0	-1.5
Life FM	10.3	11.7	-1.4	14	3.9	4.2	-0.3	1.6	1.9	-0.3	3.0	3.4	-0.4	4.4	5.3	-0.9	3.0	3.2	-0.2	1.6	1.5	0.1	2.6	2.8	-0.2
Mai FM	25.5	26.4	-0.9	8	3.8	3.8	0.0	14.7	15.8	-1.1	12.2	11.0	1.2	14.2	13.6	0.6	3.4	3.7	-0.3	1.4	1.1	0.3	5.3	6.2	-0.9
Maniapoto FM	2.4	3.1	-0.7	19	0.2	0.7	-0.5	0.6	0.6	0.0	0.6	0.6	0.0	0.6	0.6	0.0	1.6	1.7	-0.1	1.6	1.8	-0.2	0.4	0.8	-0.4
More FM	21.9	18.4	3.5	10	3.1	1.6	1.5	5.5	5.4	0.1	8.2	5.8	2.4	12.7	8.7	4.0	7.5	6.0	1.5	3.6	4.3	-0.7	5.6	3.7	1.9
Newstalk ZB	23.0	25.8	-2.8	9	0.9	0.6	0.3	1.1	1.5	-0.4	1.8	1.9	-0.1	7.4	7.0	0.4	9.9	11.9	-2.0	9.2	12.4	-3.2	1.7	1.6	0.1
Nga Iwi FM	0.3	0.4	-0.1	20	0.3	0.4	-0.1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Radio Hauraki	12.9	14.7	-1.8	13	0.3	0.6	-0.3	5.5	6.4	-0.9	6.7	5.4	1.3	10.1	9.3	0.8	3.9	5.1	-1.2	0.9	1.9	-1.0	3.6	3.5	0.1
RadioLIVE	16.4	16.1	0.3	11	0.4	0.5	-0.1	4.6	5.2	-0.6	6.4	6.5	-0.1	9.7	10.2	-0.5	5.6	4.7	0.9	3.6	3.0	0.6	2.9	3.1	-0.2
Radio Sport	14.0	16.0	-2.0	12	1.3	1.6	-0.3	2.6	1.9	0.7	3.7	4.0	-0.3	6.8	8.2	-1.4	5.5	6.8	-1.3	3.6	3.9	-0.3	2.0	1.9	0.1
Radio Tainui	3.8	3.6	0.2	16	0.4	0.4	0.0	0.8	0.5	0.3	1.1	0.9	0.2	1.4	1.4	0.0	2.1	2.0	0.1	1.9	1.8	0.1	0.4	0.5	-0.1
Radio Waatea	3.8	5.4	-1.6	16	0.7	0.7	0.0	1.0	1.0	0.0	1.5	2.2	-0.7	1.8	3.0	-1.2	0.9	1.6	-0.7	1.2	1.5	-0.3	0.6	0.7	-0.1
Raukawa FM	0.3	*	*	20	*	*	*	*	*	*	0.3	*	*	0.3	*	*	*	*	*	*	*	*	0.3	*	*
Rhema	5.7	5.7	0.0	15	0.7	0.5	0.2	*	0.3	*	0.3	0.9	-0.6	1.9	2.2	-0.3	4.4	3.5	0.9	2.9	2.7	0.2	1.9	0.8	1.1
Rock	41.9	38.7	3.2	3	4.6	2.4	2.2	19.9	18.8	1.1	20.9	20.8	0.1	26.5	25.8	0.7	8.7	8.2	0.5	3.8	3.8	0.0	9.3	9.2	0.1
Star	2.5	2.7	-0.2	18	*	*	*	0.6	0.3	0.3	0.2	0.3	-0.1	0.2	0.6	-0.4	0.8	1.1	-0.3	1.3	1.3	0.0	*	0.4	*
The Hits	33.8	29.2	4.6	6	3.9	3.7	0.2	11.8	12.1	-0.3	12.0	10.5	1.5	17.0	13.5	3.5	7.8	5.1	2.7	5.3	4.5	0.8	8.2	7.3	0.9
The Sound	34.2	34.7	-0.5	5	2.1	1.6	0.5	9.8	9.8	0.0	10.9	10.0	0.9	19.0	18.5	0.5	15.9	18.0	-2.1	8.8	10.3	-1.5	6.7	6.6	0.1
ZM	46.8	48.6	-1.8	1	5.6	7.2	-1.6	24.7	25.3	-0.6	22.8	19.5	3.3	29.0	27.0	2.0	6.8	7.8	-1.0	1.4	1.1	0.3	12.6	14.7	-2.1
Others	21.0	23.3	-2.3		3.6	5.0	-1.4	5.5	6.8	-1.3	8.9	9.7	-0.8	10.7	10.5	0.2	3.7	2.0	1.7	4.0	4.0	0.0	3.5	4.3	-0.8
Mediaworks Combo	139.9	140.7	-0.8		18.2	15.9	2.3	48.0	50.8	-2.8	52.2	52.0	0.2	75.7	75.7	0.0	39.3	39.9	-0.6	23.1	23.7	-0.6	30.9	31.5	-0.6
NZME Combo	127.1	128.7	-1.6		11.5	12.3	-0.8	37.6	38.6	-1.0	41.6	38.7	2.9	63.1	59.5	3.6	34.2	34.7	-0.5	28.2	30.3	-2.1	26.8	27.7	-0.9
All Commercial Radio	209.4	211.1	-1.7		25.7	25.5	0.2	60.4	63.1	-2.7	68.3	67.5	0.8	102.3	101.3	1.0	59.9	58.3	1.6	44.3	44.2	0.1	43.5	44.3	-0.8
Potential (000)	259.7	259.7	0.0		35.7	35.5	0.2	72.3	72.5	-0.2	77.2	77.2	0.0	116.5	116.5	0.0	73.1	73.1	0.0	57.8	57.8	0.0	50.1	53.3	-3.2
Sample	925	872	53		127	112	15	255	234	21	285	277	8	416	403	13	221	215	6	213	204	9	189	187	2

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 3 2017

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

Survey Comparisons: 2/2017 - 3/2017

This Survey Period: Sun Aug 21 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Sep 9 2017

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

	This	Last	+/-
Potential (000)	259.7	259.7	0.0
Sample Size	925	872	53

	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	13.3	12.8	0.5	9	14.6	12.6	2.0	15.9	12.4	3.5	17.2	13.6	3.6	7.8	5.7	2.1	2.9	2.7	0.2	20.2	19.0	1.2
Coast	18.4	19.6	-1.2	5	21.1	20.7	0.4	22.5	22.4	0.1	18.9	20.5	-1.6	9.1	10.0	-0.9	3.8	3.8	0.0	25.7	25.8	-0.1
Edge	24.2	23.5	0.7	3	16.1	18.5	-2.4	23.3	24.1	-0.8	19.3	19.3	0.0	9.2	9.7	-0.5	4.4	5.2	-0.8	28.6	29.0	-0.4
Life FM	5.3	5.8	-0.5	14	2.9	4.2	-1.3	3.1	4.5	-1.4	3.3	4.7	-1.4	2.9	4.1	-1.2	1.9	2.2	-0.3	5.4	7.2	-1.8
Mai FM	13.4	14.5	-1.1	8	12.3	12.6	-0.3	13.9	13.5	0.4	14.6	13.4	1.2	9.1	10.0	-0.9	2.0	1.9	0.1	17.6	16.6	1.0
Maniapoto FM	0.4	0.8	-0.4	19	0.7	0.8	-0.1	0.6	1.1	-0.5	0.8	0.8	0.0	0.4	0.5	-0.1	*	0.3	*	1.6	2.3	-0.7
More FM	11.2	8.2	3.0	10	5.5	4.9	0.6	10.2	9.1	1.1	9.0	8.6	0.4	4.3	3.0	1.3	3.9	3.9	0.0	12.8	9.3	3.5
Newstalk ZB	18.2	20.9	-2.7	6	10.7	12.2	-1.5	6.7	9.4	-2.7	8.1	7.9	0.2	6.8	7.8	-1.0	6.7	8.5	-1.8	17.4	17.3	0.1
Nga Iwi FM	*	*	*	*	*	*	*	0.2	0.3	-0.1	*	*	*	*	*	*	0.2	0.3	-0.1	0.1	0.1	0.0
Radio Hauraki	8.5	10.0	-1.5	12	6.6	6.6	0.0	6.6	6.7	-0.1	7.0	9.9	-2.9	3.2	3.9	-0.7	1.5	2.2	-0.7	8.2	8.8	-0.6
RadioLIVE	10.1	10.2	-0.1	11	5.6	4.3	1.3	5.6	4.3	1.3	6.3	4.8	1.5	2.5	3.1	-0.6	3.7	3.7	0.0	8.6	7.7	0.9
Radio Sport	7.1	9.7	-2.6	13	4.5	6.6	-2.1	8.1	10.0	-1.9	5.7	6.8	-1.1	4.6	6.0	-1.4	1.8	1.4	0.4	10.6	12.3	-1.7
Radio Tainui	2.3	2.2	0.1	16	0.7	0.9	-0.2	1.9	2.2	-0.3	0.8	1.1	-0.3	0.2	0.3	-0.1	0.3	0.4	-0.1	2.1	2.1	0.0
Radio Waatea	0.9	1.9	-1.0	18	1.2	2.5	-1.3	1.3	1.5	-0.2	1.1	1.3	-0.2	0.4	0.6	-0.2	*	*	*	0.4	0.5	-0.1
Raukawa FM	*	*	*	*	*	*	*	0.3	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	3.1	2.7	0.4	15	1.6	1.5	0.1	2.5	2.9	-0.4	1.4	2.2	-0.8	1.1	0.7	0.4	0.6	0.3	0.3	3.9	4.6	-0.7
Rock	24.7	21.9	2.8	2	20.9	19.2	1.7	20.5	21.2	-0.7	22.0	21.5	0.5	7.2	8.0	-0.8	6.1	8.2	-2.1	23.5	22.3	1.2
Star	1.1	1.2	-0.1	17	0.8	0.9	-0.1	2.0	1.3	0.7	1.5	0.6	0.9	1.0	1.1	-0.1	0.1	0.1	0.0	2.2	2.3	-0.1
The Hits	15.8	13.8	2.0	7	16.3	14.1	2.2	17.8	15.3	2.5	15.0	12.7	2.3	6.4	3.5	2.9	3.8	3.2	0.6	18.5	14.7	3.8
The Sound	22.7	20.4	2.3	4	19.8	18.1	1.7	20.3	19.7	0.6	18.1	19.3	-1.2	5.7	8.1	-2.4	4.5	4.9	-0.4	20.7	20.9	-0.2
ZM	28.9	29.7	-0.8	1	21.5	18.5	3.0	27.6	26.0	1.6	25.7	25.4	0.3	7.6	9.4	-1.8	7.6	8.1	-0.5	27.5	26.1	1.4
Others	7.9	8.7	-0.8		6.8	6.5	0.3	8.4	8.8	-0.4	10.4	12.4	-2.0	3.6	5.1	-1.5	2.3	2.9	-0.6	11.5	11.8	-0.3
Mediaworks Combo	95.0	91.1	3.9		72.3	72.5	-0.2	85.1	83.0	2.1	87.3	85.3	2.0	39.1	41.6	-2.5	24.1	26.3	-2.2	103.3	98.2	5.1
NZME Combo	84.8	88.7	-3.9		70.4	66.9	3.5	74.5	75.5	-1.0	72.8	75.0	-2.2	33.6	36.7	-3.1	22.3	23.6	-1.3	90.5	87.1	3.4
All Commercial Radio	158.8	159.0	-0.2		128.6	127.4	1.2	141.2	142.4	-1.2	144.0	143.5	0.5	71.6	78.0	-6.4	43.1	46.1	-3.0	172.4	167.1	5.3

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 3 2017

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

Survey Comparisons: 2/2017 - 3/2017

This Survey Period: Sun Aug 21 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Sep 9 2017

Last Survey Period: Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 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	9:37	9:40	-0:02	3:28	1:10	2:17	11:23	10:10	1:12	10:47	10:20	0:27	11:24	11:56	-0:31	10:53	11:38	-0:45	9:08	7:52	1:15	8:28	8:46	-0:17
Coast	11:58	10:45	1:12	15:19	9:53	5:26	6:08	5:58	0:10	5:12	4:54	0:18	10:26	10:39	-0:13	15:22	14:16	1:05	13:15	12:38	0:37	4:25	4:31	-0:05
Edge	5:42	6:24	-0:41	6:10	5:20	0:50	5:43	6:34	-0:50	6:25	8:26	-2:00	6:12	8:07	-1:55	5:23	6:35	-1:11	3:32	3:21	0:11	5:23	8:01	-2:38
Life FM	4:08	6:18	-2:09	4:13	5:41	-1:28	4:21	10:39	-6:17	6:17	7:58	-1:40	4:50	6:42	-1:52	2:02	3:30	-1:27	2:18	2:02	0:15	3:52	4:58	-1:06
Mai FM	9:10	9:08	0:01	4:26	4:25	0:00	10:23	10:41	-0:18	11:15	11:01	0:13	11:06	10:58	0:08	9:58	10:57	-0:58	9:38	11:22	-1:44	12:58	11:14	1:43
Maniapoto FM	2:54	2:47	0:06	3:00	2:39	0:20	4:18	4:09	0:09	4:18	4:09	0:09	4:18	4:09	0:09	2:27	2:27	-0:00	2:23	2:22	0:01	4:45	3:45	0:59
More FM	7:28	7:15	0:13	2:55	4:25	-1:30	5:10	6:03	-0:52	6:16	6:09	0:06	8:13	7:46	0:26	9:33	8:32	1:01	7:30	6:44	0:45	11:56	9:20	2:36
Newstalk ZB	12:24	11:14	1:10	1:31	1:14	0:17	3:31	3:13	0:17	3:47	7:32	-3:45	10:32	10:58	-0:25	11:11	10:18	0:52	13:40	11:25	2:14	4:05	3:06	0:59
Nga Iwi FM	2:16	2:53	-0:37	2:16	2:53	-0:37	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Radio Hauraki	9:41	9:48	-0:06	1:00	2:50	-1:50	10:15	10:52	-0:36	7:05	7:22	-0:17	9:21	9:11	0:10	12:01	11:14	0:46	1:24	6:46	-5:22	11:19	9:21	1:57
RadioLIVE	10:04	8:16	1:47	5:29	6:08	-0:38	12:38	10:29	2:09	10:19	9:55	0:24	8:39	8:27	0:12	9:42	6:30	3:11	11:11	5:24	5:47	5:41	6:42	-1:00
Radio Sport	7:07	8:46	-1:39	2:26	2:03	0:22	7:29	11:38	-4:08	7:03	10:41	-3:38	9:10	11:18	-2:08	7:51	9:06	-1:14	4:58	5:43	-0:44	7:57	10:40	-2:43
Radio Tainui	6:48	8:34	-1:46	0:44	0:48	-0:03	1:57	3:21	-1:24	5:38	8:54	-3:16	4:38	6:21	-1:43	8:53	10:47	-1:54	9:36	12:01	-2:25	1:51	1:52	-0:00
Radio Waatea	1:18	1:53	-0:34	0:55	0:59	-0:03	1:22	1:18	0:03	1:16	2:12	-0:55	1:11	2:16	-1:05	1:13	1:58	-0:45	1:44	1:23	0:21	0:37	0:38	-0:01
Raukawa FM	1:15	*	*	*	*	*	*	*	*	1:15	*	*	1:15	*	*	*	*	*	*	*	*	1:15	*	*
Rhema	5:36	5:39	-0:02	2:10	2:01	0:09	*	2:00	*	0:45	2:31	-1:46	4:10	4:23	-0:12	6:46	7:24	-0:38	7:50	7:50	0:00	5:45	7:02	-1:17
Rock	10:53	12:41	-1:48	4:40	5:10	-0:29	12:32	14:02	-1:30	14:00	14:59	-0:58	13:48	15:10	-1:22	8:59	11:23	-2:23	1:51	3:34	-1:42	9:26	9:55	-0:29
Star	15:48	9:33	6:15	*	*	*	3:40	5:15	-1:34	5:15	5:15	0:00	5:15	4:11	1:03	12:56	10:30	2:25	22:46	15:33	7:13	*	7:00	*
The Hits	10:58	10:28	0:29	2:54	3:00	-0:05	9:38	10:39	-1:01	7:51	8:38	-0:46	12:11	11:33	0:37	15:50	15:00	0:49	6:44	6:43	0:01	11:23	11:44	-0:20
The Sound	12:00	11:54	0:06	3:50	2:20	1:29	9:05	9:35	-0:30	9:45	11:30	-1:45	11:40	12:18	-0:37	15:55	14:35	1:20	17:09	15:50	1:18	11:07	10:01	1:06
ZM	7:22	6:49	0:33	4:25	4:33	-0:07	7:50	7:39	0:10	8:45	8:26	0:18	8:26	7:38	0:48	6:53	5:28	1:24	3:46	3:43	0:03	7:48	7:36	0:12
Others	5:45	5:55	-0:10	4:22	5:22	-1:00	7:21	8:08	-0:47	5:55	7:51	-1:55	6:01	7:17	-1:15	6:47	1:36	5:10	6:59	4:06	2:53	3:17	4:32	-1:15
Mediaworks Combo	14:14	14:09	0:04	6:05	5:18	0:46	16:31	16:34	-0:02	16:51	17:22	-0:30	16:50	17:08	-0:18	16:18	15:53	0:25	14:02	12:58	1:04	14:09	14:07	0:01
NZME Combo	13:16	12:46	0:29	6:33	4:58	1:34	11:02	11:41	-0:39	9:59	10:17	-0:18	13:17	13:15	0:01	17:04	16:10	0:53	14:28	14:23	0:04	10:29	10:23	0:06
All Commercial Radio	18:52	18:44	0:07	8:38	7:53	0:45	20:55	21:48	-0:53	20:12	21:07	-0:54	21:42	22:01	-0:18	22:03	21:52	0:10	18:59	18:49	0:10	17:20	17:36	-0:15
Potential (000)	259.7	259.7	0.0	35.7	35.5	0.2	72.3	72.5	-0.2	77.2	77.2	0.0	116.5	116.5	0.0	73.1	73.1	0.0	57.8	57.8	0.0	50.1	53.3	-3.2
Sample	925	872	53	127	112	15	255	234	21	285	277	8	416	403	13	221	215	6	213	204	9	189	187	2

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WAIKATO COMMERCIAL RADIO - SURVEY 3 2017

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

Survey Comparisons: 2/2017 - 3/2017

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

	This	Last	+/-
Potential (000)	259.7	259.7	0.0
Sample Size	925	872	53

	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	3:19	3:47	-0:28	3:05	2:57	0:07	3:51	4:24	-0:33	2:14	2:32	-0:17	2:52	3:20	-0:27	4:09	3:21	0:47	4:01	3:48	0:12
Coast	3:30	3:10	0:19	4:11	3:52	0:19	4:20	3:57	0:23	2:35	2:28	0:06	1:26	1:37	-0:11	3:12	3:37	-0:24	5:14	4:33	0:40
Edge	1:54	2:12	-0:17	2:06	2:36	-0:30	2:08	2:44	-0:35	1:31	1:41	-0:10	1:41	1:52	-0:11	3:22	2:39	0:43	2:20	2:30	-0:10
Life FM	1:59	2:12	-0:12	1:52	2:31	-0:38	1:47	3:05	-1:18	1:44	1:45	-0:00	0:55	1:49	-0:53	0:44	0:40	0:04	2:07	2:40	-0:32
Mai FM	2:45	3:15	-0:29	2:28	2:40	-0:12	3:43	3:37	0:05	1:43	1:46	-0:03	1:57	2:02	-0:05	1:38	1:47	-0:09	3:51	3:53	-0:01
Maniapoto FM	2:00	1:24	0:35	1:14	1:16	-0:01	0:28	0:41	-0:12	2:00	2:00	0:00	1:49	1:44	0:04	*	0:30	*	1:36	1:27	0:08
More FM	2:57	2:57	-0:00	3:45	3:44	0:01	2:58	2:58	-0:00	1:47	1:46	0:00	0:53	1:30	-0:37	5:56	4:35	1:20	2:51	2:48	0:03
Newstalk ZB	3:54	3:34	0:19	3:15	2:37	0:38	2:59	2:19	0:39	2:17	2:20	-0:02	3:29	2:58	0:31	7:19	5:54	1:24	3:55	4:00	-0:04
Nga Iwi FM	*	*	*	*	*	*	1:30	1:30	0:00	*	*	*	*	*	*	2:30	2:30	0:00	0:15	0:15	0:00
Radio Hauraki	3:04	3:08	-0:04	4:30	4:46	-0:16	3:20	4:17	-0:56	1:45	1:45	-0:00	1:57	1:41	0:16	1:07	1:28	-0:20	3:11	2:53	0:17
RadioLIVE	3:41	4:06	-0:24	3:15	1:30	1:44	2:45	2:20	0:25	1:46	1:52	-0:05	4:57	3:06	1:50	9:09	6:55	2:14	4:12	3:59	0:12
Radio Sport	2:21	2:10	0:11	3:17	4:39	-1:21	2:19	3:01	-0:42	1:38	1:45	-0:07	2:48	2:32	0:16	0:18	0:18	-0:00	2:29	2:33	-0:04
Radio Tainui	3:02	3:30	-0:27	3:49	4:27	-0:37	2:13	2:30	-0:17	2:38	2:37	0:00	0:45	0:45	0:00	0:24	0:25	-0:01	4:28	4:41	-0:13
Radio Waatea	0:55	1:16	-0:21	1:12	1:54	-0:41	0:33	0:32	0:00	0:45	0:47	-0:02	1:09	1:08	0:01	*	*	*	1:16	1:12	0:04
Raukawa FM	*	*	*	*	*	*	1:15	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	2:07	2:06	0:01	1:01	1:19	-0:18	3:16	2:56	0:20	3:01	2:09	0:51	1:35	1:25	0:10	1:54	1:15	0:39	2:09	2:07	0:01
Rock	3:43	3:59	-0:16	4:39	5:22	-0:43	5:24	5:45	-0:21	2:10	2:39	-0:29	2:03	2:20	-0:16	2:05	2:31	-0:25	3:26	3:39	-0:12
Star	4:23	3:24	0:59	4:17	2:51	1:26	5:47	4:26	1:20	3:15	4:12	-0:57	4:20	2:00	2:20	5:00	5:00	0:00	4:42	3:20	1:22
The Hits	4:40	4:29	0:10	3:33	3:32	0:01	4:42	4:38	0:04	3:01	2:42	0:19	1:41	2:23	-0:41	4:39	4:32	0:07	4:23	4:31	-0:07
The Sound	3:08	3:18	-0:10	4:44	4:45	-0:01	5:22	5:14	0:07	2:24	2:40	-0:15	1:58	2:29	-0:30	2:58	2:28	0:30	3:18	3:29	-0:11
ZM	2:18	2:25	-0:06	2:48	2:47	0:01	3:09	2:52	0:17	1:51	1:51	-0:00	1:35	1:33	0:01	1:15	1:17	-0:01	2:14	2:20	-0:05
Others	1:57	2:11	-0:13	2:59	2:45	0:13	2:32	2:39	-0:07	1:39	1:29	0:09	2:16	2:39	-0:23	1:32	2:12	-0:39	3:00	3:20	-0:20
Mediaworks Combo	3:47	4:02	-0:14	4:41	4:36	0:05	5:02	5:12	-0:10	2:25	2:37	-0:12	2:30	2:39	-0:08	4:44	3:55	0:49	4:14	4:17	-0:02
NZME Combo	3:45	3:38	0:06	4:04	4:07	-0:02	4:25	4:10	0:14	2:30	2:24	0:05	2:21	2:17	0:03	4:04	3:55	0:08	4:24	4:16	0:08
All Commercial Radio	4:34	4:41	-0:07	5:09	5:07	0:01	5:44	5:39	0:04	2:59	3:05	-0:06	2:44	2:49	-0:05	4:55	4:27	0:27	5:18	5:16	0:01

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