

WAIKATO COMMERCIAL RADIO - SURVEY 1 2022

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

Survey Comparisons: 3/2017 - 1/2020

This Survey Period: Sun Apr 11 to Sat Nov 6 2021 & Sun Feb 13 to Sat Apr 9 2022

Last Survey Period: Sun Feb 14 to Sat Nov 6 2021

	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	11.4	11.9	-0.5	4	2.6	0.6	2.0	10.1	9.4	0.7	12.4	11.9	0.5	10.7	10.3	0.4	9.3	11.5	-2.2	11.1	15.6	-4.5	13.4	10.6	2.8	
Coast	11.5	10.7	0.8	3	10.6	14.2	-3.6	9.2	11.2	-2.0	5.5	5.5	0.0	5.0	4.4	0.6	10.9	7.6	3.3	25.0	20.5	4.5	7.5	6.7	0.8	
Edge	4.5	5.9	-1.4	9	13.4	17.2	-3.8	8.3	8.7	-0.4	6.1	6.9	-0.8	4.5	5.3	-0.8	1.5	2.8	-1.3	0.2	1.5	-1.3	6.0	6.3	-0.3	
George FM	2.0	1.8	0.2	13	2.2	2.0	0.2	0.4	0.4	0.0	2.3	2.3	0.0	3.5	3.2	0.3	3.0	2.6	0.4	*	*	*	2.7	2.3	0.4	
Gold AM	0.1	0.3	-0.2	19	0.1	0.8	-0.7	*	*	*	*	*	*	0.2	0.2	0.0	0.3	0.3	0.0	0.1	0.1	0.0	*	*	*	
Life FM	1.7	2.7	-1.0	14	2.4	3.9	-1.5	2.9	3.7	-0.8	3.4	4.3	-0.9	2.4	3.5	-1.1	1.1	1.8	-0.7	0.6	0.6	0.0	4.3	7.7	-3.4	
Mai FM	6.1	7.2	-1.1	8	18.7	17.5	1.2	11.6	12.0	-0.4	8.4	11.2	-2.8	6.1	7.9	-1.8	1.7	2.5	-0.8	*	1.1	*	6.6	8.3	-1.7	
Maniapoto FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
More FM	4.1	4.2	-0.1	10	6.3	5.0	1.3	2.8	3.2	-0.4	2.5	3.7	-1.2	4.2	5.3	-1.1	6.6	6.5	0.1	3.9	3.4	0.5	2.3	3.1	-0.8	
Newstalk ZB	11.1	10.7	0.4	5	1.0	1.4	-0.4	3.4	2.9	0.5	4.2	4.0	0.2	5.1	5.1	0.0	10.1	10.0	0.1	21.3	18.9	2.4	5.2	4.4	0.8	
Nga Iwi FM	0.4	0.1	0.3	15	2.4	0.6	1.8	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
Radio Hauraki	2.7	2.9	-0.2	12	1.9	1.5	0.4	1.1	1.1	0.0	1.8	2.2	-0.4	4.4	4.8	-0.4	5.7	5.9	-0.2	1.3	1.5	-0.2	2.2	2.5	-0.3	
Radio Waatea	0.2	*	*	16	1.1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	0.2	0.3	-0.1	16	0.6	0.5	0.1	0.2	0.1	0.1	0.3	0.2	0.1	0.2	0.1	0.1	*	*	*	*	*	*	0.2	0.2	0.0	
Rock	13.2	11.3	1.9	1	4.5	4.5	0.0	14.7	13.5	1.2	23.3	16.5	6.8	21.2	17.8	3.4	12.8	13.4	-0.6	7.1	6.1	1.0	11.5	8.9	2.6	
Star	0.1	0.5	-0.4	19	*	*	*	*	*	*	*	*	*	*	*	*	0.1	0.1	0.0	0.3	1.7	-1.4	*	*	*	
Tainui Live	0.2	0.3	-0.1	16	0.4	0.4	0.0	*	*	*	0.4	0.5	-0.1	0.2	0.3	-0.1	*	0.3	*	*	0.4	*	*	0.7	*	
The Hits	6.2	5.3	0.9	7	5.8	4.7	1.1	4.4	4.4	0.0	3.3	4.3	-1.0	7.5	7.5	0.0	9.9	8.7	1.2	4.0	4.1	-0.1	9.2	7.6	1.6	
The Sound	12.3	11.5	0.8	2	13.0	11.3	1.7	12.2	9.7	2.5	7.3	5.2	2.1	11.2	8.9	2.3	20.4	19.2	1.2	17.5	19.1	-1.6	18.4	17.8	0.6	
Today FM/Magic Talk**	3.0	2.7	0.3	11	0.3	*	*	1.4	1.0	0.4	2.1	1.7	0.4	1.8	1.6	0.2	1.9	2.0	-0.1	4.0	2.6	1.4	1.1	1.7	-0.6	
ZM	6.9	7.4	-0.5	6	9.5	9.7	-0.2	15.0	15.3	-0.3	14.1	16.0	-1.9	9.5	10.7	-1.2	3.6	4.0	-0.4	2.7	2.8	-0.1	9.1	9.7	-0.6	
MediaWorks Combo	56.7	56.5	0.2		61.1	58.2	2.9	61.6	57.9	3.7	64.4	59.4	5.0	63.3	60.4	2.9	57.3	60.4	-3.1	43.8	49.4	-5.6	61.8	59.0	2.8	
NZME Combo	39.0	37.8	1.2		30.9	34.4	-3.5	33.7	35.6	-1.9	29.6	32.7	-3.1	32.0	33.2	-1.2	40.5	36.5	4.0	54.5	47.8	6.7	33.3	30.9	2.4	
Potential (000)	291.7	288.0	3.7		70.5	69.9	0.6	100.9	99.6	1.3	93.7	92.1	1.6	135.1	133.3	1.8	78.5	78.2	0.3	64.9	64.5	0.4	50.7	51.4	-0.7	
Sample	808	808	0		160	172	-12	274	293	-19	260	268	-8	389	393	-4	232	221	11	213	204	9	156	162	-6	

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

MediaWorks Combo: Breeze, Edge, George FM, Magic Talk (until 20th March 2022), Mai FM, More FM, Rock, The Sound, Today FM (from 21st March 2022)

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

*Listed as Magic Music in S4 2021

**Today FM/Magic Talk includes Magic Talk for S4 2021 and Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period) for S1 2022

WAIKATO COMMERCIAL RADIO - SURVEY 1 2022

Station Share (%) by Daypart, People 10+

Survey Comparisons: 3/2017 - 1/2020

This Survey Period: Sun Apr 11 to Sat Nov 6 2021 & Sun Feb 13 to Sat Apr 9 2022

Last Survey Period: Sun Feb 14 to Sat Nov 6 2021

	This	Last	+/-
Potential (000)	291.7	288.0	3.7
Sample Size	808	808	0

	Breakfast				Morning			Afternoon			Drive			Night			Mid Dawn			Weekend									
	Mon-Fri 6am-9am		Rank		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	+/-	This	Last	+/-	This	Last	+/-	
Breeze	12.2	11.4	0.8	2	14.4	15.8	-1.4	13.4	13.7	-0.3	8.9	9.0	-0.1	2.8	2.9	-0.1	4.3	4.7	-0.4	11.2	12.9	-1.7							
Coast	9.6	9.6	0.0	5	14.0	14.3	-0.3	12.0	10.6	1.4	10.5	7.7	2.8	10.4	9.6	0.8	10.1	10.4	-0.3	12.0	11.1	0.9							
Edge	5.4	6.7	-1.3	8	3.0	4.1	-1.1	3.5	5.4	-1.9	4.3	5.0	-0.7	5.3	6.7	-1.4	11.4	12.6	-1.2	4.4	6.1	-1.7							
George FM	1.6	1.3	0.3	14	2.6	2.2	0.4	2.4	2.4	0.0	3.2	3.0	0.2	1.3	1.5	-0.2	*	*	*	1.3	1.0	0.3							
Gold AM	0.2	0.2	0.0	18	*	*	*	0.1	0.4	-0.3	0.2	0.1	0.1	*	0.3	*	*	2.0	*	0.3	0.3	0.0							
Life FM	2.0	3.0	-1.0	13	0.9	1.7	-0.8	1.1	2.1	-1.0	2.6	4.3	-1.7	3.7	5.2	-1.5	0.9	*	*	1.7	2.4	-0.7							
Mai FM	6.9	8.1	-1.2	7	5.9	6.2	-0.3	7.4	7.8	-0.4	6.9	9.4	-2.5	3.8	7.6	-3.8	2.7	0.8	1.9	4.9	6.0	-1.1							
Maniapoto FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*						
More FM	3.5	3.7	-0.2	10	3.5	3.5	0.0	3.7	4.1	-0.4	3.6	4.7	-1.1	5.8	4.2	1.6	7.4	6.2	1.2	4.8	4.7	0.1							
Newstalk ZB	14.2	14.0	0.2	1	10.5	8.5	2.0	6.6	6.2	0.4	10.9	11.6	-0.7	15.2	13.7	1.5	18.4	23.2	-4.8	11.2	10.4	0.8							
Nga Iwi FM	0.3	*	*	16	*	*	*	0.4	*	*	0.7	*	*	*	*	*	1.8	2.2	-0.4	0.7	0.2	0.5							
Radio Hauraki	2.2	2.7	-0.5	12	2.8	3.2	-0.4	3.1	3.3	-0.2	2.3	2.8	-0.5	3.7	3.9	-0.2	5.2	2.9	2.3	2.1	2.0	0.1							
Radio Waatea	*	*	*	*	*	*	*	0.3	*	*	0.2	*	*	*	*	*	2.0	*	*	*	*	*							
Rhema	0.3	0.3	0.0	16	0.1	0.1	0.0	0.1	0.1	0.0	*	*	*	0.1	0.1	0.0	*	*	*	0.3	0.8	-0.5							
Rock	11.7	10.1	1.6	3	12.3	10.4	1.9	15.9	14.2	1.7	13.8	12.3	1.5	15.8	12.7	3.1	14.8	11.2	3.6	11.1	9.2	1.9							
Star	0.1	0.3	-0.2	19	0.1	0.7	-0.6	*	0.9	*	*	0.1	*	0.5	0.6	-0.1	0.5	0.5	0.0	0.1	0.3	-0.2							
Tainui Live	0.6	0.8	-0.2	15	0.2	0.2	0.0	*	*	*	*	0.4	*	*	*	*	*	0.1	*	0.1	0.3	-0.2							
The Hits	4.4	4.0	0.4	9	6.7	6.9	-0.2	8.0	7.2	0.8	5.8	4.7	1.1	5.3	5.2	0.1	9.0	5.6	3.4	5.4	3.8	1.6							
The Sound	8.0	6.9	1.1	6	12.5	11.5	1.0	13.0	11.9	1.1	13.1	12.0	1.1	14.3	12.1	2.2	3.2	3.5	-0.3	16.1	16.0	0.1							
Today FM/Magic Talk**	3.0	2.7	0.3	11	3.7	3.2	0.5	3.0	2.6	0.4	2.9	2.3	0.6	2.2	3.0	-0.8	1.8	2.8	-1.0	3.2	2.5	0.7							
ZM	11.6	12.2	-0.6	4	4.9	5.4	-0.5	4.7	5.3	-0.6	7.9	8.4	-0.5	5.0	5.5	-0.5	4.9	5.7	-0.8	6.7	7.3	-0.6							
MediaWorks Combo	52.3	51.0	1.3		57.9	56.9	1.0	62.3	62.1	0.2	56.6	57.8	-1.2	51.4	50.8	0.6	45.6	41.9	3.7	57.0	58.5	-1.5							
NZME Combo	42.5	42.9	-0.4		39.6	39.0	0.6	35.3	34.0	1.3	37.9	35.7	2.2	39.5	38.1	1.4	48.7	51.0	-2.3	38.1	35.2	2.9							

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MediaWorks Combo: Breeze, Edge, George FM, Magic Talk (until 20th March 2022), Mai FM, More FM, Rock, The Sound, Today FM (from 21st March 2022)

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

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WAIKATO COMMERCIAL RADIO - SURVEY 1 2022

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

Survey Comparisons: 3/2017 - 1/2020

This Survey Period: Sun Apr 11 to Sat Nov 6 2021 & Sun Feb 13 to Sat Apr 9 2022

Last Survey Period: Sun Feb 14 to Sat Nov 6 2021

	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	33.8	34.1	-0.3	3	5.0	2.6	2.4	8.1	9.9	-1.8	9.1	10.9	-1.8	16.4	17.4	-1.0	11.3	12.0	-0.7	8.6	11.2	-2.6	8.2	7.7	0.5
Coast	31.8	29.2	2.6	7	4.0	4.3	-0.3	5.9	5.7	0.2	6.2	5.0	1.2	11.0	9.1	1.9	12.5	9.8	2.7	15.3	13.4	1.9	4.4	3.3	1.1
Edge	33.2	36.4	-3.2	6	14.5	15.8	-1.3	18.3	19.9	-1.6	14.5	15.5	-1.0	17.4	18.5	-1.1	3.8	4.6	-0.8	0.9	1.8	-0.9	8.4	9.4	-1.0
George FM	7.2	5.7	1.5	14	2.8	2.2	0.6	2.3	2.2	0.1	3.3	2.9	0.4	4.5	3.5	1.0	1.2	0.6	0.6	*	*	*	1.4	1.3	0.1
Gold AM	2.2	1.3	0.9	18	0.8	0.4	0.4	*	*	*	*	*	*	0.5	0.5	0.0	0.9	0.5	0.4	0.9	0.4	0.5	*	*	*
Life FM	11.2	12.9	-1.7	12	4.1	4.1	0.0	4.1	4.2	-0.1	4.8	4.9	-0.1	6.3	6.7	-0.4	2.1	2.7	-0.6	0.9	1.2	-0.3	2.3	3.4	-1.1
Mai FM	25.2	28.4	-3.2	9	12.9	12.9	0.0	11.7	13.6	-1.9	8.1	10.5	-2.4	11.6	14.0	-2.4	3.5	4.0	-0.5	0.7	1.1	-0.4	3.5	4.4	-0.9
Maniapoto FM	0.5	0.4	0.1	21	*	*	*	0.4	0.3	0.1	0.4	0.3	0.1	0.4	0.3	0.1	*	*	*	0.1	0.1	0.0	*	*	*
More FM	22.3	21.8	0.5	10	8.4	6.4	2.0	7.8	6.8	1.0	6.8	7.8	-1.0	10.0	11.8	-1.8	5.9	6.3	-0.4	3.5	3.4	0.1	4.3	5.2	-0.9
Newstalk ZB	33.8	32.3	1.5	3	5.2	3.5	1.7	4.8	3.8	1.0	5.9	6.0	-0.1	10.5	9.7	0.8	11.3	11.6	-0.3	12.4	13.2	-0.8	3.3	3.7	-0.4
Nga Iwi FM	2.7	1.4	1.3	16	2.1	0.8	1.3	*	*	*	*	*	*	0.6	0.6	0.0	0.6	0.6	0.0	*	*	*	*	*	*
Radio Hauraki	15.9	13.5	2.4	11	3.9	2.5	1.4	4.3	3.5	0.8	5.4	4.0	1.4	8.1	6.7	1.4	6.5	6.9	-0.4	3.8	4.4	-0.6	3.6	2.5	1.1
Radio Waatea	0.8	*	*	20	0.8	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	3.6	3.2	0.4	15	1.8	0.7	1.1	0.9	0.6	0.3	1.2	1.1	0.1	1.2	1.1	0.1	0.4	0.3	0.1	0.6	0.6	0.0	0.8	0.7	0.1
Rock	33.5	32.0	1.5	5	8.9	5.5	3.4	14.7	14.4	0.3	14.1	15.4	-1.3	20.3	22.6	-2.3	8.5	9.8	-1.3	3.6	3.2	0.4	6.2	6.7	-0.5
Star	1.3	2.5	-1.2	19	*	*	*	*	*	*	0.7	0.7	0.0	0.7	1.1	-0.4	0.2	0.6	-0.4	0.7	1.4	-0.7	*	0.4	*
Tainui Live	2.5	3.2	-0.7	17	1.3	0.8	0.5	0.4	0.4	0.0	0.9	1.7	-0.8	0.9	1.7	-0.8	*	0.5	*	0.2	0.7	-0.5	*	1.3	*
The Hits	27.8	24.7	3.1	8	10.0	8.1	1.9	9.7	8.3	1.4	6.9	7.0	-0.1	12.9	12.1	0.8	9.4	8.3	1.1	4.5	4.4	0.1	6.7	5.6	1.1
The Sound	34.1	28.3	5.8	2	5.4	2.9	2.5	5.8	5.9	-0.1	7.6	6.6	1.0	16.5	14.2	2.3	17.9	15.9	2.0	11.1	10.1	1.0	8.8	7.9	0.9
Today FM/Magic Talk**	10.7	10.3	0.4	13	0.2	0.2	0.0	2.2	1.7	0.5	3.1	2.6	0.5	4.7	4.3	0.4	4.2	4.5	-0.3	4.7	4.5	0.2	1.3	2.1	-0.8
ZM	47.1	48.3	-1.2	1	13.8	12.1	1.7	25.1	24.4	0.7	22.3	24.7	-2.4	26.8	29.4	-2.6	8.5	9.2	-0.7	5.2	5.5	-0.3	10.4	13.3	-2.9
MediaWorks Combo	138.1	135.9	2.2		37.8	33.5	4.3	49.7	49.9	-0.2	45.2	46.0	-0.8	68.0	68.7	-0.7	39.6	40.5	-0.9	26.8	28.4	-1.6	26.6	28.4	-1.8
NZME Combo	124.4	115.6	8.8		26.0	21.3	4.7	40.2	36.6	3.6	37.6	36.8	0.8	56.0	53.5	2.5	39.9	36.9	3.0	35.3	33.0	2.3	23.0	22.5	0.5
All Commercial Radio	206.9	196.6	10.3		48.8	42.5	6.3	71.7	69.5	2.2	65.8	65.6	0.2	97.4	96.9	0.5	60.2	58.5	1.7	48.6	45.6	3.0	38.5	38.8	-0.3
Potential (000)	291.7	288.0	3.7		70.5	69.9	0.6	100.9	99.6	1.3	93.7	92.1	1.6	135.1	133.3	1.8	78.5	78.2	0.3	64.9	64.5	0.4	50.7	51.4	-0.7
Sample	808	808	0		160	172	-12	274	293	-19	260	268	-8	389	393	-4	232	221	11	213	204	9	156	162	-6

MediaWorks Combo: Breeze, Edge, George FM, Magic Talk (until 20th March 2022), Mai FM, More FM, Rock, The Sound, Today FM (from 21st March 2022)

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*Listed as Magic Music in S4 2021

**Today FM/Magic Talk includes Magic Talk for S4 2021 and Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period) for S1 2022

WAIKATO COMMERCIAL RADIO - SURVEY 1 2022

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

Survey Comparisons: 3/2017 - 1/2020

This Survey Period: Sun Apr 11 to Sat Nov 6 2021 & Sun Feb 13 to Sat Apr 9 2022

Last Survey Period: Sun Feb 14 to Sat Nov 6 2021

	This	Last	+/-
Potential (000)	291.7	288.0	3.7
Sample Size	808	808	0

	Breakfast				Morning			Afternoon			Drive			Night			Mid Dawn			Weekend		
	Mon-Fri 6am-9am		+/-	Rank	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	18.5	17.3	1.2	3	17.4	18.2	-0.8	17.1	16.0	1.1	12.8	12.8	0.0	3.2	3.4	-0.2	3.1	2.9	0.2	20.2	23.0	-2.8
Coast	16.7	17.3	-0.6	5	15.7	16.9	-1.2	17.4	16.4	1.0	17.5	14.5	3.0	8.7	7.7	1.0	5.7	5.7	0.0	19.2	16.6	2.6
Edge	16.6	17.0	-0.4	6	9.1	8.4	0.7	16.5	18.5	-2.0	14.8	16.0	-1.2	6.6	7.0	-0.4	4.0	4.8	-0.8	19.5	22.2	-2.7
George FM	4.6	3.0	1.6	14	3.4	2.3	1.1	4.1	3.5	0.6	3.7	2.7	1.0	1.7	2.3	-0.6	*	*	*	3.9	2.5	1.4
Gold AM	1.1	0.4	0.7	16	0.4	*	*	0.2	0.6	-0.4	0.6	0.2	0.4	0.2	0.4	-0.2	*	0.4	*	1.3	0.7	0.6
Life FM	6.9	7.2	-0.3	11	2.8	4.2	-1.4	3.6	4.7	-1.1	4.9	7.2	-2.3	3.2	5.5	-2.3	0.8	*	*	6.6	7.6	-1.0
Mai FM	15.4	16.6	-1.2	7	7.8	8.9	-1.1	12.2	14.8	-2.6	11.0	14.8	-3.8	5.3	8.6	-3.3	1.2	1.5	-0.3	14.7	17.2	-2.5
Maniapoto FM	*	*	*	*	*	*	*	0.4	0.3	0.1	0.4	0.3	0.1	*	*	*	*	*	*	0.1	0.1	0.0
More FM	8.7	8.9	-0.2	10	4.6	4.8	-0.2	8.8	7.8	1.0	6.9	9.9	-3.0	4.8	4.0	0.8	4.5	2.8	1.7	15.0	13.0	2.0
Newstalk ZB	21.1	20.4	0.7	2	19.5	18.4	1.1	16.7	15.2	1.5	17.0	17.5	-0.5	8.6	8.2	0.4	7.9	8.8	-0.9	22.3	21.0	1.3
Nga Iwi FM	1.2	0.4	0.8	15	0.4	0.4	0.0	1.6	*	*	1.7	0.2	1.5	*	*	*	1.3	0.8	0.5	1.8	0.2	1.6
Radio Hauraki	5.2	5.4	-0.2	13	4.5	5.5	-1.0	7.3	6.1	1.2	7.0	6.2	0.8	3.3	2.7	0.6	3.1	2.0	1.1	9.4	6.8	2.6
Radio Waatea	0.8	*	*	18	0.8	*	*	0.8	*	*	0.8	*	*	*	*	*	0.8	*	*	*	*	*
Rhema	0.7	0.7	0.0	19	1.2	1.2	0.0	0.5	0.4	0.1	0.2	0.2	0.0	0.2	0.3	-0.1	*	*	*	2.6	2.2	0.4
Rock	16.9	17.2	-0.3	4	15.0	15.8	-0.8	20.6	21.0	-0.4	16.4	18.3	-1.9	7.2	6.8	0.4	6.5	4.7	1.8	20.6	20.0	0.6
Star	0.4	1.3	-0.9	20	1.1	1.8	-0.7	0.2	0.7	-0.5	0.2	0.2	0.0	0.2	0.3	-0.1	0.7	0.5	0.2	0.4	0.5	-0.1
Tainui Live	1.1	1.5	-0.4	16	1.3	1.2	0.1	0.8	0.7	0.1	*	0.5	*	*	*	*	0.2	0.2	0.0	0.9	1.2	-0.3
The Hits	9.6	8.1	1.5	9	7.3	8.0	-0.7	14.8	12.4	2.4	13.4	11.4	2.0	3.9	3.8	0.1	5.2	3.2	2.0	13.0	10.1	2.9
The Sound	15.2	13.5	1.7	8	14.3	14.8	-0.5	17.4	13.9	3.5	17.5	12.9	4.6	9.6	8.3	1.3	3.3	2.3	1.0	21.3	18.5	2.8
Today FM/Magic Talk**	5.6	5.2	0.4	12	6.3	6.3	0.0	4.6	4.3	0.3	3.7	3.2	0.5	2.3	2.9	-0.6	2.2	2.5	-0.3	5.8	6.1	-0.3
ZM	27.4	28.1	-0.7	1	18.1	19.4	-1.3	21.3	22.4	-1.1	21.6	24.0	-2.4	9.5	10.9	-1.4	4.2	3.7	0.5	29.2	28.1	1.1
MediaWorks Combo	84.6	83.5	1.1		67.5	68.6	-1.1	81.4	81.0	0.4	73.9	76.2	-2.3	34.0	36.5	-2.5	21.2	19.4	1.8	101.2	101.6	-0.4
NZME Combo	73.4	72.8	0.6		61.0	62.7	-1.7	73.9	67.1	6.8	71.8	65.8	6.0	32.0	29.9	2.1	23.2	22.5	0.7	84.9	74.0	10.9
All Commercial Radio	144.1	143.0	1.1		116.6	118.3	-1.7	136.3	131.1	5.2	137.4	134.5	2.9	63.4	63.2	0.2	39.1	38.0	1.1	160.4	152.0	8.4

MediaWorks Combo: Breeze, Edge, George FM, Magic Talk (until 20th March 2022), Mai FM, More FM, Rock, The Sound, Today FM (from 21st March 2022)

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

*Listed as Magic Music in S4 2021

**Today FM/Magic Talk includes Magic Talk for S4 2021 and Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period) for S1 2022



WAIKATO COMMERCIAL RADIO - SURVEY 1 2022

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

Survey Comparisons: 3/2017 - 1/2020

This Survey Period: Sun Apr 11 to Sat Nov 6 2021 & Sun Feb 13 to Sat Apr 9 2022

Last Survey Period: Sun Feb 14 to Sat Nov 6 2021

	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	11:00	10:51	0:09	2:59	1:18	1:40	12:15	8:55	3:20	11:50	8:54	2:56	9:48	8:17	1:30	8:55	10:01	-1:06	11:14	11:53	-0:39	9:09	8:11	0:57
Coast	11:51	11:23	0:27	15:13	18:22	-3:08	15:21	18:30	-3:09	7:43	8:59	-1:16	6:46	6:48	-0:02	9:26	8:09	1:16	14:15	12:59	1:16	9:41	12:07	-2:26
Edge	4:23	5:00	-0:36	5:17	6:03	-0:46	4:29	4:06	0:22	3:38	3:36	0:01	3:51	3:58	-0:07	4:11	6:24	-2:13	1:48	7:02	-5:14	3:58	4:01	-0:02
George FM	9:05	9:51	-0:46	4:37	4:59	-0:21	1:47	1:36	0:11	6:15	6:22	-0:06	11:51	12:55	-1:03	27:12	43:34	-16:21	*	*	*	10:55	10:37	0:18
Gold AM	2:11	6:51	-4:39	0:45	11:15	-10:30	*	*	*	*	*	*	6:33	6:53	-0:19	4:24	6:53	-2:29	1:04	2:15	-1:10	*	*	*
Life FM	4:52	6:23	-1:31	3:18	5:11	-1:53	6:58	8:18	-1:19	6:09	7:11	-1:01	5:47	7:21	-1:34	5:34	7:04	-1:30	5:39	4:19	1:20	10:33	13:31	-2:57
Mai FM	7:53	7:50	0:03	8:15	7:32	0:43	9:48	8:17	1:30	9:03	8:42	0:21	7:55	7:57	-0:01	5:18	6:31	-1:12	0:18	8:10	-7:51	10:30	11:15	-0:44
Maniapoto FM	0:26	0:26	0:00	*	*	*	0:30	0:30	0:00	0:30	0:30	0:00	0:30	0:30	0:00	*	*	*	0:15	0:15	0:00	*	*	*
More FM	5:59	6:00	-0:00	4:13	4:22	-0:08	3:31	4:21	-0:49	3:14	3:52	-0:37	6:19	6:16	0:02	12:11	10:56	1:14	9:47	8:30	1:16	2:58	3:33	-0:35
Newstalk ZB	10:42	10:15	0:26	1:04	2:19	-1:14	6:58	7:09	-0:11	6:13	5:26	0:47	7:15	7:17	-0:01	9:36	9:06	0:30	15:01	12:10	2:51	8:54	6:56	1:57
Nga Iwi FM	5:19	2:48	2:31	6:46	4:35	2:11	*	*	*	0:34	0:34	-0:00	0:34	0:34	-0:00	*	*	*	*	*	*	*	*	*
Radio Hauraki	5:32	6:33	-1:00	2:42	3:21	-0:39	2:37	3:04	-0:27	2:55	4:25	-1:30	8:03	10:09	-2:05	9:23	9:04	0:19	3:04	2:52	0:11	3:30	5:54	-2:23
Radio Waatea	8:00	*	*	8:00	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	1:40	2:44	-1:03	1:54	4:15	-2:20	1:37	2:01	-0:23	1:53	1:53	0:00	1:53	1:53	0:00	0:15	0:15	0:00	0:33	0:34	-0:01	1:23	1:21	0:02
Rock	12:51	10:57	1:54	2:53	4:38	-1:44	9:52	8:49	1:02	14:21	8:46	5:35	15:42	11:01	4:41	16:17	14:27	1:49	17:05	16:06	0:58	10:25	7:57	2:28
Star	2:13	6:03	-3:49	*	*	*	0:15	0:15	0:00	0:15	0:15	0:00	0:15	0:20	-0:05	3:45	0:58	2:46	4:16	10:41	-6:25	*	0:30	*
Tainui Live	2:20	2:57	-0:36	1:35	2:41	-1:05	0:56	0:54	0:01	3:58	2:32	1:26	3:58	2:32	1:26	*	6:30	*	0:15	4:13	-3:58	*	3:11	*
The Hits	7:16	6:43	0:33	3:19	3:14	0:05	4:28	4:55	-0:27	4:13	5:04	-0:50	8:42	8:38	0:03	11:21	11:00	0:20	7:51	7:49	0:01	7:41	8:08	-0:26
The Sound	11:47	12:36	-0:48	13:48	21:48	-7:59	20:55	15:29	5:25	8:21	6:29	1:51	10:11	8:47	1:23	12:21	12:41	-0:20	13:46	16:03	-2:17	11:43	13:29	-1:45
Today FM/Magic Talk**	9:16	8:06	1:09	11:30	0:45	10:45	6:17	5:14	1:02	5:56	5:13	0:43	5:46	5:21	0:24	4:52	4:35	0:16	7:29	4:57	2:32	4:44	4:50	-0:06
ZM	4:45	4:46	-0:01	3:56	4:26	-0:29	5:55	5:52	0:02	5:30	5:16	0:13	5:19	5:07	0:12	4:34	4:30	0:03	4:35	4:21	0:13	4:53	4:21	0:31
MediaWorks Combo	13:23	12:54	0:29	9:14	9:39	-0:24	12:13	10:52	1:21	12:25	10:32	1:53	13:58	12:18	1:40	15:39	15:43	-0:03	14:18	14:47	-0:28	13:01	12:26	0:34
NZME Combo	10:14	10:09	0:04	6:47	8:57	-2:10	8:15	9:07	-0:52	6:52	7:14	-0:22	8:35	8:41	-0:05	10:59	10:24	0:34	13:29	12:20	1:09	8:07	8:12	-0:05
All Commercial Radio	15:46	15:47	-0:00	11:42	13:05	-1:22	13:45	13:29	0:15	13:15	12:25	0:50	15:24	14:26	0:57	17:59	18:01	-0:02	17:57	18:40	-0:43	14:33	15:25	-0:52
Potential (000)	291.7	288.0	3.7	70.5	69.9	0.6	100.9	99.6	1.3	93.7	92.1	1.6	135.1	133.3	1.8	78.5	78.2	0.3	64.9	64.5	0.4	50.7	51.4	-0.7
Sample	808	808	0	160	172	-12	274	293	-19	260	268	-8	389	393	-4	232	221	11	213	204	9	156	162	-6

MediaWorks Combo: Breeze, Edge, George FM, Magic Talk (until 20th March 2022), Mai FM, More FM, Rock, The Sound, Today FM (from 21st March 2022)

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

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**Today FM/Magic Talk includes Magic Talk for S4 2021 and Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period) for S1 2022



WAIKATO COMMERCIAL RADIO - SURVEY 1 2022

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

Survey Comparisons: 3/2017 - 1/2020

This Survey Period: Sun Apr 11 to Sat Nov 6 2021 & Sun Feb 13 to Sat Apr 9 2022

Last Survey Period: Sun Feb 14 to Sat Nov 6 2021

	This	Last	+/-
Potential (000)	291.7	288.0	3.7
Sample Size	808	808	0

	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	4:01	3:51	0:10	4:28	4:33	-0:05	5:38	5:38	0:00	2:52	2:47	0:05	1:31	1:30	0:00	1:47	1:46	0:00	3:45	3:38	0:06
Coast	3:29	3:14	0:15	4:47	4:27	0:20	4:57	4:16	0:40	2:31	2:06	0:25	2:03	2:13	-0:09	2:14	2:02	0:12	4:14	4:20	-0:06
Edge	1:59	2:18	-0:19	1:47	2:33	-0:46	1:31	1:56	-0:25	1:12	1:14	-0:02	1:23	1:41	-0:17	3:38	2:52	0:46	1:32	1:47	-0:14
George FM	2:09	2:29	-0:19	4:10	4:57	-0:46	4:14	4:33	-0:19	3:34	4:28	-0:54	1:16	1:10	0:05	*	*	*	2:14	2:40	-0:26
Gold AM	1:18	2:36	-1:17	0:30	*	*	2:00	4:34	-2:34	1:18	2:15	-0:56	0:15	1:05	-0:50	*	5:15	*	1:28	2:30	-1:02
Life FM	1:47	2:25	-0:38	1:47	2:09	-0:22	2:09	2:55	-0:45	2:11	2:20	-0:09	1:57	1:41	0:16	1:30	*	*	1:45	2:05	-0:20
Mai FM	2:45	2:50	-0:04	4:02	3:39	0:22	4:19	3:30	0:49	2:36	2:31	0:05	1:16	1:33	-0:17	2:50	0:38	2:11	2:15	2:16	-0:01
Maniapoto FM	*	*	*	*	*	*	0:15	0:15	0:00	0:15	0:15	0:00	*	*	*	*	*	*	0:15	0:15	0:00
More FM	2:25	2:26	-0:00	4:06	3:49	0:16	3:04	3:30	-0:26	2:10	1:52	0:18	2:06	1:52	0:13	2:03	2:27	-0:23	2:11	2:22	-0:11
Newstalk ZB	4:05	4:01	0:04	2:54	2:25	0:28	2:49	2:43	0:06	2:40	2:37	0:02	3:03	2:58	0:05	2:57	2:53	0:03	3:24	3:12	0:11
Nga Iwi FM	1:22	0:15	1:07	0:15	0:15	0:00	1:52	*	*	1:38	0:45	0:53	*	*	*	1:45	3:03	-1:18	2:33	4:45	-2:11
Radio Hauraki	2:35	2:54	-0:19	3:19	3:00	0:18	3:03	3:38	-0:35	1:22	1:46	-0:23	1:53	2:31	-0:38	2:08	1:34	0:34	1:31	1:55	-0:24
Radio Waatea	0:15	*	*	0:15	*	*	3:00	*	*	1:15	*	*	*	*	*	3:15	*	*	*	*	*
Rhema	3:00	3:00	0:00	0:17	0:17	-0:00	2:15	2:15	0:00	0:30	0:30	0:00	1:00	1:00	0:00	*	*	*	0:52	2:19	-1:27
Rock	4:13	3:25	0:47	4:25	3:26	0:58	5:33	4:28	1:04	3:31	2:38	0:52	3:47	3:18	0:29	2:51	2:39	0:12	3:39	3:00	0:38
Star	1:15	1:20	-0:05	0:23	1:56	-1:33	0:30	9:03	-8:33	0:15	1:00	-0:45	4:15	4:15	0:00	0:52	1:07	-0:14	0:54	3:23	-2:29
Tainui Live	3:30	3:11	0:18	0:47	0:48	-0:01	0:25	0:24	0:00	*	3:30	*	*	*	*	0:15	0:15	0:00	0:44	1:29	-0:44
The Hits	2:48	2:52	-0:04	4:54	4:30	0:24	3:54	3:49	0:05	1:47	1:38	0:08	2:21	2:23	-0:02	2:11	1:56	0:14	2:47	2:28	0:18
The Sound	3:11	3:00	0:11	4:43	4:05	0:38	5:23	5:38	-0:14	3:07	3:41	-0:34	2:34	2:35	-0:01	1:13	1:40	-0:26	5:08	5:36	-0:27
Today FM/Magic Talk**	3:14	3:04	0:10	3:09	2:41	0:28	4:37	3:58	0:39	3:18	2:50	0:27	1:38	1:47	-0:08	1:01	1:12	-0:10	3:42	2:40	1:01
ZM	2:34	2:32	0:02	1:27	1:27	-0:00	1:34	1:33	0:01	1:31	1:23	0:08	0:54	0:53	0:01	1:29	1:42	-0:12	1:33	1:41	-0:08
MediaWorks Combo	3:46	3:33	0:12	4:37	4:21	0:16	5:30	5:04	0:26	3:11	3:00	0:11	2:37	2:28	0:08	2:42	2:23	0:19	3:49	3:44	0:04
NZME Combo	3:31	3:26	0:05	3:30	3:15	0:14	3:26	3:21	0:05	2:12	2:08	0:03	2:08	2:15	-0:07	2:39	2:30	0:09	3:02	3:05	-0:03
All Commercial Radio	4:13	4:05	0:08	4:37	4:25	0:11	5:16	5:02	0:13	3:02	2:56	0:05	2:43	2:48	-0:04	3:14	2:54	0:19	4:13	4:16	-0:02

MediaWorks Combo: Breeze, Edge, George FM, Magic Talk (until 20th March 2022), Mai FM, More FM, Rock, The Sound, Today FM (from 21st March 2022)

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

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