



# WAIKATO COMMERCIAL RADIO - SURVEY 2 2022

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

Survey Comparisons: 3/2017 - 1/2020

This Survey Period: Sun Jun 20 to Sat Nov 6 2021 & Sun Feb 13 to Sat Jun 18 2022

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

	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	12.2	11.4	0.8	3	3.6	2.6	1.0	11.0	10.1	0.9	11.8	12.4	-0.6	10.4	10.7	-0.3	8.8	9.3	-0.5	8.7	11.1	-2.4	15.9	13.4	2.5	
Coast	10.4	11.5	-1.1	4	9.5	10.6	-1.1	9.2	9.2	0.0	6.1	5.5	0.6	4.8	5.0	-0.2	10.4	10.9	-0.5	22.5	25.0	-2.5	5.2	7.5	-2.3	
Edge	3.4	4.5	-1.1	10	10.2	13.4	-3.2	6.9	8.3	-1.4	4.5	6.1	-1.6	3.6	4.5	-0.9	1.3	1.5	-0.2	0.3	0.2	0.1	5.1	6.0	-0.9	
George FM	2.5	2.0	0.5	12	3.1	2.2	0.9	0.6	0.4	0.2	1.7	2.3	-0.6	3.9	3.5	0.4	4.5	3.0	1.5	*	*	*	1.2	2.7	-1.5	
Gold AM	0.4	0.1	0.3	16	0.1	0.1	0.0	*	*	*	*	*	*	0.1	0.2	-0.1	1.0	0.3	0.7	1.1	0.1	1.0	0.6	*	*	
Life FM	1.4	1.7	-0.3	14	2.0	2.4	-0.4	1.9	2.9	-1.0	2.1	3.4	-1.3	1.8	2.4	-0.6	1.2	1.1	0.1	0.9	0.6	0.3	3.2	4.3	-1.1	
Mai FM	5.5	6.1	-0.6	8	11.5	18.7	-7.2	8.2	11.6	-3.4	10.4	8.4	2.0	7.3	6.1	1.2	1.2	1.7	-0.5	0.3	*	*	13.1	6.6	6.5	
Maniapoto FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
More FM	3.7	4.1	-0.4	9	6.0	6.3	-0.3	1.3	2.8	-1.5	1.3	2.5	-1.2	3.3	4.2	-0.9	7.0	6.6	0.4	4.6	3.9	0.7	2.0	2.3	-0.3	
Newstalk ZB	9.0	11.1	-2.1	5	1.2	1.0	0.2	1.4	3.4	-2.0	2.6	4.2	-1.6	3.6	5.1	-1.5	8.9	10.1	-1.2	21.6	21.3	0.3	6.2	5.2	1.0	
Nga Iwi FM	0.4	0.4	0.0	16	2.3	2.4	-0.1	0.1	*	*	0.1	*	*	0.1	*	*	*	*	*	*	*	*	*	*	*	*
Radio Hauraki	1.6	2.7	-1.1	13	2.7	1.9	0.8	1.2	1.1	0.1	1.4	1.8	-0.4	1.7	4.4	-2.7	2.2	5.7	-3.5	1.2	1.3	-0.1	1.9	2.2	-0.3	
Radio Waatea	0.2	0.2	0.0	18	1.1	1.1	0.0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	0.2	0.2	0.0	18	0.7	0.6	0.1	0.1	0.2	-0.1	0.2	0.3	-0.1	0.1	0.2	-0.1	*	*	*	0.1	*	*	0.2	0.2	0.0	
Rock	15.7	13.2	2.5	1	5.6	4.5	1.1	17.1	14.7	2.4	22.8	23.3	-0.5	24.3	21.2	3.1	17.5	12.8	4.7	8.5	7.1	1.4	10.6	11.5	-0.9	
Star	0.5	0.1	0.4	15	*	*	*	*	*	*	*	*	*	*	*	*	0.3	0.1	0.2	0.6	0.3	0.3	*	*	*	
Tainui Live	0.2	0.2	0.0	18	0.5	0.4	0.1	0.1	*	*	0.1	0.4	-0.3	0.1	0.2	-0.1	*	*	*	0.3	*	*	*	*	*	*
The Hits	6.2	6.2	0.0	7	7.0	5.8	1.2	5.7	4.4	1.3	6.1	3.3	2.8	7.8	7.5	0.3	8.2	9.9	-1.7	2.9	4.0	-1.1	8.3	9.2	-0.9	
The Sound	13.3	12.3	1.0	2	16.5	13.0	3.5	14.3	12.2	2.1	9.5	7.3	2.2	12.6	11.2	1.4	19.8	20.4	-0.6	17.4	17.5	-0.1	17.7	18.4	-0.7	
Today FM/Magic Talk*	3.2	3.0	0.2	11	0.7	0.3	0.4	1.8	1.4	0.4	2.9	2.1	0.8	2.6	1.8	0.8	1.7	1.9	-0.2	2.7	4.0	-1.3	0.8	1.1	-0.3	
ZM	8.1	6.9	1.2	6	14.5	9.5	5.0	15.3	15.0	0.3	12.7	14.1	-1.4	9.3	9.5	-0.2	5.4	3.6	1.8	5.0	2.7	2.3	7.7	9.1	-1.4	
MediaWorks Combo	59.4	56.7	2.7		57.0	61.1	-4.1	61.2	61.6	-0.4	64.9	64.4	0.5	68.0	63.3	4.7	61.9	57.3	4.6	42.3	43.8	-1.5	66.3	61.8	4.5	
NZME Combo	35.8	39.0	-3.2		35.2	30.9	4.3	33.1	33.7	-0.6	29.1	29.6	-0.5	27.5	32.0	-4.5	36.1	40.5	-4.4	54.2	54.5	-0.3	29.9	33.3	-3.4	
Potential (000)	291.7	291.7	0.0		70.5	70.5	0.0	100.9	100.9	0.0	93.7	93.7	0.0	135.1	135.1	0.0	78.5	78.5	0.0	64.9	64.9	0.0	53.2	50.7	2.5	
Sample	845	808	37		170	160	10	278	274	4	269	260	9	385	389	-4	219	232	-13	231	213	18	154	156	-2	

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

\*Today FM/Magic Talk includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period for S1 2022 / 13 weeks of survey period for S2 2022)



# WAIKATO COMMERCIAL RADIO - SURVEY 2 2022

Station Share (%) by Daypart, People 10+

Survey Comparisons: 3/2017 - 1/2020

This Survey Period: Sun Jun 20 to Sat Nov 6 2021 & Sun Feb 13 to Sat Jun 18 2022

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

	This	Last	+/-
Potential (000)	291.7	291.7	0.0
Sample Size	845	808	37

	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		This
Breeze	15.4	12.2	3.2	1	15.7	14.4	1.3	13.9	13.4	0.5	8.4	8.9	-0.5	4.1	2.8	1.3	5.0	4.3	0.7	10.3	11.2	-0.9	
Coast	8.1	9.6	-1.5	6	12.0	14.0	-2.0	11.3	12.0	-0.7	9.9	10.5	-0.6	8.6	10.4	-1.8	9.1	10.1	-1.0	11.2	12.0	-0.8	
Edge	4.2	5.4	-1.2	9	2.5	3.0	-0.5	2.7	3.5	-0.8	3.2	4.3	-1.1	3.4	5.3	-1.9	6.0	11.4	-5.4	3.8	4.4	-0.6	
George FM	1.9	1.6	0.3	12	3.3	2.6	0.7	2.9	2.4	0.5	4.1	3.2	0.9	1.0	1.3	-0.3	*	*	*	1.6	1.3	0.3	
Gold AM	0.3	0.2	0.1	15	*	*	*	0.2	0.1	0.1	0.2	0.2	0.0	0.4	*	*	*	*	*	0.9	0.3	0.6	
Life FM	1.2	2.0	-0.8	14	1.2	0.9	0.3	0.8	1.1	-0.3	1.8	2.6	-0.8	3.7	3.7	0.0	1.0	0.9	0.1	1.8	1.7	0.1	
Mai FM	5.3	6.9	-1.6	7	4.9	5.9	-1.0	7.2	7.4	-0.2	4.1	6.9	-2.8	3.4	3.8	-0.4	4.0	2.7	1.3	5.8	4.9	0.9	
Maniapoto FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
More FM	3.7	3.5	0.2	11	3.2	3.5	-0.3	3.4	3.7	-0.3	2.8	3.6	-0.8	4.9	5.8	-0.9	7.7	7.4	0.3	4.0	4.8	-0.8	
Newstalk ZB	10.8	14.2	-3.4	5	8.0	10.5	-2.5	4.9	6.6	-1.7	9.1	10.9	-1.8	14.2	15.2	-1.0	17.2	18.4	-1.2	9.9	11.2	-1.3	
Nga Iwi FM	0.2	0.3	-0.1	18	*	*	*	0.4	0.4	0.0	0.6	0.7	-0.1	*	*	*	0.9	1.8	-0.9	0.6	0.7	-0.1	
Radio Hauraki	1.6	2.2	-0.6	13	1.1	2.8	-1.7	1.0	3.1	-2.1	1.1	2.3	-1.2	2.8	3.7	-0.9	5.1	5.2	-0.1	2.0	2.1	-0.1	
Radio Waatea	*	*	*	*	*	*	*	0.3	0.3	0.0	0.2	0.2	0.0	*	*	*	1.9	2.0	-0.1	*	*	*	
Rhema	0.3	0.3	0.0	15	0.1	0.1	0.0	0.1	0.1	0.0	*	*	*	0.2	0.1	0.1	*	*	*	0.3	0.3	0.0	
Rock	13.5	11.7	1.8	2	15.5	12.3	3.2	19.2	15.9	3.3	18.2	13.8	4.4	16.5	15.8	0.7	15.7	14.8	0.9	12.3	11.1	1.2	
Star	0.3	0.1	0.2	15	0.6	0.1	0.5	*	*	*	*	*	*	1.2	0.5	0.7	3.2	0.5	2.7	0.5	0.1	0.4	
Tainui Live	0.2	0.6	-0.4	18	0.2	0.2	0.0	*	*	*	*	*	*	*	*	*	0.8	*	*	0.4	0.1	0.3	
The Hits	4.1	4.4	-0.3	10	7.5	6.7	0.8	8.2	8.0	0.2	6.8	5.8	1.0	5.2	5.3	-0.1	6.4	9.0	-2.6	4.6	5.4	-0.8	
The Sound	11.0	8.0	3.0	4	13.7	12.5	1.2	14.2	13.0	1.2	12.6	13.1	-0.5	13.3	14.3	-1.0	3.1	3.2	-0.1	15.9	16.1	-0.2	
Today FM/Magic Talk*	4.4	3.0	1.4	8	3.2	3.7	-0.5	2.3	3.0	-0.7	3.2	2.9	0.3	3.6	2.2	1.4	1.7	1.8	-0.1	3.4	3.2	0.2	
ZM	11.5	11.6	-0.1	3	6.2	4.9	1.3	6.1	4.7	1.4	10.6	7.9	2.7	7.9	5.0	2.9	10.2	4.9	5.3	7.3	6.7	0.6	
MediaWorks Combo	59.5	52.3	7.2		62.0	57.9	4.1	65.9	62.3	3.6	56.7	56.6	0.1	50.0	51.4	-1.4	43.1	45.6	-2.5	57.2	57.0	0.2	
NZME Combo	36.5	42.5	-6.0		34.7	39.6	-4.9	31.8	35.3	-3.5	37.7	37.9	-0.2	39.1	39.5	-0.4	48.1	48.7	-0.6	36.2	38.1	-1.9	

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

\*Today FM/Magic Talk includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period for S1 2022 / 13 weeks of survey period for S2 2022)



## WAIKATO COMMERCIAL RADIO - SURVEY 2 2022

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

Survey Comparisons: 3/2017 - 1/2020

This Survey Period: Sun Jun 20 to Sat Nov 6 2021 & Sun Feb 13 to Sat Jun 18 2022

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

	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	34.3	33.8	0.5	4	4.8	5.0	-0.2	6.7	8.1	-1.4	8.9	9.1	-0.2	16.4	16.4	0.0	12.3	11.3	1.0	8.3	8.6	-0.3	8.9	8.2	0.7
Coast	34.0	31.8	2.2	5	4.0	4.0	0.0	5.7	5.9	-0.2	4.9	6.2	-1.3	9.8	11.0	-1.2	14.4	12.5	1.9	16.9	15.3	1.6	4.5	4.4	0.1
Edge	30.5	33.2	-2.7	8	14.1	14.5	-0.4	17.9	18.3	-0.4	12.3	14.5	-2.2	14.4	17.4	-3.0	3.2	3.8	-0.6	1.1	0.9	0.2	7.9	8.4	-0.5
George FM	8.8	7.2	1.6	14	3.4	2.8	0.6	3.2	2.3	0.9	3.3	3.3	0.0	5.0	4.5	0.5	1.7	1.2	0.5	*	*	*	0.9	1.4	-0.5
Gold AM	4.1	2.2	1.9	15	0.7	0.8	-0.1	*	*	*	*	*	*	0.4	0.5	-0.1	2.9	0.9	2.0	3.0	0.9	2.1	0.7	*	*
Life FM	9.2	11.2	-2.0	13	3.5	4.1	-0.6	2.9	4.1	-1.2	3.9	4.8	-0.9	4.5	6.3	-1.8	1.5	2.1	-0.6	1.2	0.9	0.3	1.8	2.3	-0.5
Mai FM	22.6	25.2	-2.6	10	11.5	12.9	-1.4	9.7	11.7	-2.0	7.6	8.1	-0.5	10.2	11.6	-1.4	2.9	3.5	-0.6	0.9	0.7	0.2	4.4	3.5	0.9
Maniapoto FM	0.4	0.5	-0.1	21	*	*	*	0.2	0.4	-0.2	0.2	0.4	-0.2	0.2	0.4	-0.2	*	*	*	0.2	0.1	0.1	*	*	*
More FM	23.9	22.3	1.6	9	8.9	8.4	0.5	6.6	7.8	-1.2	7.6	6.8	0.8	10.0	10.0	0.0	5.7	5.9	-0.2	4.6	3.5	1.1	4.7	4.3	0.4
Newstalk ZB	31.5	33.8	-2.3	7	5.8	5.2	0.6	2.9	4.8	-1.9	5.0	5.9	-0.9	10.1	10.5	-0.4	10.5	11.3	-0.8	11.6	12.4	-0.8	4.1	3.3	0.8
Nga Iwi FM	3.5	2.7	0.8	17	2.0	2.1	-0.1	0.4	*	*	0.4	*	*	0.9	0.6	0.3	0.5	0.6	-0.1	0.6	*	*	*	*	*
Radio Hauraki	14.6	15.9	-1.3	11	4.2	3.9	0.3	4.4	4.3	0.1	5.6	5.4	0.2	6.7	8.1	-1.4	4.3	6.5	-2.2	3.7	3.8	-0.1	3.6	3.6	0.0
Radio Waatea	0.7	0.8	-0.1	20	0.7	0.8	-0.1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	4.0	3.6	0.4	16	1.7	1.8	-0.1	0.8	0.9	-0.1	1.1	1.2	-0.1	1.1	1.2	-0.1	1.0	0.4	0.6	1.1	0.6	0.5	0.9	0.8	0.1
Rock	41.8	33.5	8.3	2	10.5	8.9	1.6	19.0	14.7	4.3	17.8	14.1	3.7	26.1	20.3	5.8	11.1	8.5	2.6	4.8	3.6	1.2	6.6	6.2	0.4
Star	1.9	1.3	0.6	19	*	*	*	*	*	*	*	0.7	*	*	0.7	*	0.5	0.2	0.3	1.2	0.7	0.5	*	*	*
Tainui Live	3.2	2.5	0.7	18	1.6	1.3	0.3	0.8	0.4	0.4	0.8	0.9	-0.1	0.8	0.9	-0.1	*	*	*	0.8	0.2	0.6	*	*	*
The Hits	33.0	27.8	5.2	6	12.7	10.0	2.7	13.1	9.7	3.4	9.8	6.9	2.9	13.5	12.9	0.6	9.6	9.4	0.2	6.6	4.5	2.1	7.9	6.7	1.2
The Sound	37.2	34.1	3.1	3	6.6	5.4	1.2	7.6	5.8	1.8	9.3	7.6	1.7	19.1	16.5	2.6	18.1	17.9	0.2	10.8	11.1	-0.3	8.7	8.8	-0.1
Today FM/Magic Talk*	9.7	10.7	-1.0	12	0.5	0.2	0.3	2.2	2.2	0.0	2.9	3.1	-0.2	4.7	4.7	0.0	2.6	4.2	-1.6	3.6	4.7	-1.1	1.2	1.3	-0.1
ZM	51.2	47.1	4.1	1	14.0	13.8	0.2	28.3	25.1	3.2	26.4	22.3	4.1	31.6	26.8	4.8	9.1	8.5	0.6	5.1	5.2	-0.1	11.0	10.4	0.6
MediaWorks Combo	143.8	138.1	5.7		38.0	37.8	0.2	52.1	49.7	2.4	49.9	45.2	4.7	73.0	68.0	5.0	39.0	39.6	-0.6	25.9	26.8	-0.9	28.8	26.6	2.2
NZME Combo	129.9	124.4	5.5		28.8	26.0	2.8	44.1	40.2	3.9	41.7	37.6	4.1	58.3	56.0	2.3	38.2	39.9	-1.7	35.9	35.3	0.6	26.9	23.0	3.9
All Commercial Radio	217.5	206.9	10.6		50.2	48.8	1.4	75.4	71.7	3.7	70.8	65.8	5.0	102.3	97.4	4.9	62.7	60.2	2.5	52.0	48.6	3.4	44.1	38.5	5.6
Potential (000)	291.7	291.7	0.0		70.5	70.5	0.0	100.9	100.9	0.0	93.7	93.7	0.0	135.1	135.1	0.0	78.5	78.5	0.0	64.9	64.9	0.0	53.2	50.7	2.5
Sample	845	808	37		170	160	10	278	274	4	269	260	9	385	389	-4	219	232	-13	231	213	18	154	156	-2

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

\*Today FM/Magic Talk includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period for S1 2022 / 13 weeks of survey period for S2 2022)



# WAIKATO COMMERCIAL RADIO - SURVEY 2 2022

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

Survey Comparisons: 3/2017 - 1/2020

This Survey Period: Sun Jun 20 to Sat Nov 6 2021 & Sun Feb 13 to Sat Jun 18 2022

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

	This	Last	+/-
Potential (000)	291.7	291.7	0.0
Sample Size	845	808	37

	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	22.2	18.5	3.7	2	19.4	17.4	2.0	17.1	17.1	0.0	15.0	12.8	2.2	4.2	3.2	1.0	2.6	3.1	-0.5	20.0	20.2	-0.2
Coast	17.3	16.7	0.6	6	19.0	15.7	3.3	18.2	17.4	0.8	18.5	17.5	1.0	8.0	8.7	-0.7	5.6	5.7	-0.1	20.0	19.2	0.8
Edge	13.7	16.6	-2.9	7	9.6	9.1	0.5	13.4	16.5	-3.1	13.3	14.8	-1.5	3.5	6.6	-3.1	2.1	4.0	-1.9	16.3	19.5	-3.2
George FM	4.8	4.6	0.2	13	4.5	3.4	1.1	4.3	4.1	0.2	5.7	3.7	2.0	1.9	1.7	0.2	*	*	*	4.8	3.9	0.9
Gold AM	1.3	1.1	0.2	15	0.3	0.4	-0.1	0.5	0.2	0.3	0.8	0.6	0.2	0.5	0.2	0.3	*	*	*	3.4	1.3	2.1
Life FM	4.6	6.9	-2.3	14	3.2	2.8	0.4	2.7	3.6	-0.9	3.4	4.9	-1.5	2.6	3.2	-0.6	1.1	0.8	0.3	6.3	6.6	-0.3
Mai FM	11.1	15.4	-4.3	9	9.1	7.8	1.3	13.6	12.2	1.4	9.5	11.0	-1.5	3.1	5.3	-2.2	2.5	1.2	1.3	14.5	14.7	-0.2
Maniapoto FM	*	*	*	*	*	*	*	0.2	0.4	-0.2	0.2	0.4	-0.2	*	*	*	*	*	*	0.2	0.1	0.1
More FM	9.3	8.7	0.6	10	4.1	4.6	-0.5	7.8	8.8	-1.0	6.4	6.9	-0.5	5.2	4.8	0.4	5.3	4.5	0.8	12.9	15.0	-2.1
Newstalk ZB	19.4	21.1	-1.7	5	15.3	19.5	-4.2	15.8	16.7	-0.9	14.5	17.0	-2.5	8.5	8.6	-0.1	7.7	7.9	-0.2	22.1	22.3	-0.2
Nga Iwi FM	1.3	1.2	0.1	15	0.8	0.4	0.4	1.8	1.6	0.2	1.5	1.7	-0.2	0.3	*	*	1.3	1.3	0.0	2.6	1.8	0.8
Radio Hauraki	5.1	5.2	-0.1	12	3.3	4.5	-1.2	5.4	7.3	-1.9	6.3	7.0	-0.7	2.7	3.3	-0.6	3.1	3.1	0.0	9.2	9.4	-0.2
Radio Waatea	0.7	0.8	-0.1	19	0.7	0.8	-0.1	0.7	0.8	-0.1	0.7	0.8	-0.1	*	*	*	0.7	0.8	-0.1	*	*	*
Rhema	0.7	0.7	0.0	19	1.3	1.2	0.1	0.4	0.5	-0.1	0.6	0.2	0.4	0.7	0.2	0.5	*	*	*	2.4	2.6	-0.2
Rock	20.1	16.9	3.2	3	17.1	15.0	2.1	24.1	20.6	3.5	21.2	16.4	4.8	10.4	7.2	3.2	10.0	6.5	3.5	25.1	20.6	4.5
Star	0.9	0.4	0.5	17	1.3	1.1	0.2	0.5	0.2	0.3	0.2	0.2	0.0	0.5	0.2	0.3	1.1	0.7	0.4	1.1	0.4	0.7
Tainui Live	0.9	1.1	-0.2	17	1.8	1.3	0.5	0.2	0.8	-0.6	*	*	*	*	*	*	1.1	0.2	0.9	1.7	0.9	0.8
The Hits	11.2	9.6	1.6	8	10.4	7.3	3.1	17.6	14.8	2.8	16.4	13.4	3.0	3.8	3.9	-0.1	3.9	5.2	-1.3	16.9	13.0	3.9
The Sound	19.6	15.2	4.4	4	15.7	14.3	1.4	20.7	17.4	3.3	17.8	17.5	0.3	9.7	9.6	0.1	3.3	3.3	0.0	23.9	21.3	2.6
Today FM/Magic Talk*	6.3	5.6	0.7	11	5.9	6.3	-0.4	3.7	4.6	-0.9	4.3	3.7	0.6	2.3	2.3	0.0	2.2	2.2	0.0	6.4	5.8	0.6
ZM	32.0	27.4	4.6	1	22.1	18.1	4.0	25.8	21.3	4.5	27.9	21.6	6.3	12.2	9.5	2.7	5.2	4.2	1.0	31.5	29.2	2.3
MediaWorks Combo	88.9	84.6	4.3		75.0	67.5	7.5	87.7	81.4	6.3	78.6	73.9	4.7	35.3	34.0	1.3	23.5	21.2	2.3	105.3	101.2	4.1
NZME Combo	74.6	73.4	1.2		62.9	61.0	1.9	77.0	73.9	3.1	75.8	71.8	4.0	33.5	32.0	1.5	23.6	23.2	0.4	90.8	84.9	5.9
All Commercial Radio	148.8	144.1	4.7		127.0	116.6	10.4	146.4	136.3	10.1	143.1	137.4	5.7	66.7	63.4	3.3	42.8	39.1	3.7	171.5	160.4	11.1

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

\*Today FM/Magic Talk includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period for S1 2022 / 13 weeks of survey period for S2 2022)



# WAIKATO COMMERCIAL RADIO - SURVEY 2 2022

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

Survey Comparisons: 3/2017 - 1/2020

This Survey Period: Sun Jun 20 to Sat Nov 6 2021 & Sun Feb 13 to Sat Jun 18 2022

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

	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	12:43	11:00	1:42	3:51	2:59	0:52	18:37	12:15	6:21	15:32	11:50	3:41	11:39	9:48	1:51	8:20	8:55	-0:34	9:16	11:14	-1:57	12:00	9:09	2:51
Coast	10:59	11:51	-0:51	12:14	15:13	-2:58	18:17	15:21	2:56	14:35	7:43	6:52	8:50	6:46	2:04	8:23	9:26	-1:03	11:53	14:15	-2:21	7:49	9:41	-1:52
Edge	3:59	4:23	-0:24	3:47	5:17	-1:29	4:23	4:29	-0:06	4:14	3:38	0:35	4:31	3:51	0:40	4:51	4:11	0:39	2:08	1:48	0:19	4:22	3:58	0:23
George FM	10:04	9:05	0:59	4:38	4:37	0:00	2:10	1:47	0:22	5:57	6:15	-0:18	14:17	11:51	2:25	30:23	27:12	3:11	*	*	*	9:11	10:55	-1:43
Gold AM	3:04	2:11	0:53	0:45	0:45	0:00	*	*	*	*	*	*	6:08	6:33	-0:24	4:01	4:24	-0:23	3:13	1:04	2:08	5:37	*	*
Life FM	5:35	4:52	0:43	3:00	3:18	-0:17	7:36	6:58	0:38	6:26	6:09	0:17	7:21	5:47	1:34	9:00	5:34	3:26	6:30	5:39	0:50	12:02	10:33	1:28
Mai FM	8:43	7:53	0:49	5:14	8:15	-3:01	9:38	9:48	-0:09	16:04	9:03	7:00	13:12	7:55	5:16	4:59	5:18	-0:19	2:31	0:18	2:12	20:08	10:30	9:37
Maniapoto FM	0:23	0:26	-0:03	*	*	*	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	5:33	5:59	-0:25	3:30	4:13	-0:42	2:13	3:31	-1:17	1:58	3:14	-1:16	5:58	6:19	-0:21	14:30	12:11	2:18	8:58	9:47	-0:48	2:51	2:58	-0:07
Newstalk ZB	10:13	10:42	-0:28	1:05	1:04	0:00	5:31	6:58	-1:27	6:08	6:13	-0:05	6:28	7:15	-0:47	9:51	9:36	0:15	16:36	15:01	1:35	10:09	8:54	1:15
Nga Iwi FM	3:48	5:19	-1:30	6:04	6:46	-0:42	2:15	*	*	2:15	*	*	1:14	0:34	0:40	0:30	0:34	-0:04	0:15	*	*	*	*	*
Radio Hauraki	3:53	5:32	-1:38	3:24	2:42	0:42	3:07	2:37	0:30	2:55	2:55	0:00	4:43	8:03	-3:19	5:58	9:23	-3:25	2:54	3:04	-0:10	3:34	3:30	0:03
Radio Waatea	8:00	8:00	0:00	8:00	8:00	0:00	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	1:34	1:40	-0:05	2:00	1:54	0:06	1:39	1:37	0:01	1:54	1:53	0:00	1:54	1:53	0:00	0:30	0:15	0:15	0:35	0:33	0:01	1:13	1:23	-0:10
Rock	13:26	12:51	0:34	2:46	2:53	-0:06	10:12	9:52	0:20	14:57	14:21	0:35	16:56	15:42	1:13	18:20	16:17	2:03	15:51	17:05	-1:13	10:53	10:25	0:27
Star	8:39	2:13	6:25	*	*	*	*	*	*	0:15	*	*	*	0:15	*	7:22	3:45	3:37	4:25	4:16	0:09	*	*	*
Tainui Live	1:52	2:20	-0:27	1:31	1:35	-0:04	1:11	0:56	0:15	1:11	3:58	-2:46	1:11	3:58	-2:46	*	*	*	3:21	0:15	3:06	*	*	*
The Hits	6:41	7:16	-0:34	2:53	3:19	-0:25	4:57	4:28	0:29	7:18	4:13	3:04	10:30	8:42	1:48	9:57	11:21	-1:24	3:58	7:51	-3:52	7:05	7:41	-0:35
The Sound	12:47	11:47	1:00	13:10	13:48	-0:38	21:26	20:55	0:30	11:57	8:21	3:36	12:03	10:11	1:51	12:42	12:21	0:21	14:21	13:46	0:34	13:46	11:43	2:02
Today FM/Magic Talk*	11:53	9:16	2:37	7:46	11:30	-3:43	8:59	6:17	2:42	12:02	5:56	6:06	10:17	5:46	4:31	7:43	4:52	2:51	6:46	7:29	-0:43	4:46	4:44	0:02
ZM	5:42	4:45	0:56	5:24	3:56	1:28	6:08	5:55	0:13	5:36	5:30	0:06	5:23	5:19	0:03	6:55	4:34	2:20	8:44	4:35	4:09	4:43	4:53	-0:10
MediaWorks Combo	14:49	13:23	1:25	7:51	9:14	-1:23	13:22	12:13	1:08	15:13	12:25	2:47	17:01	13:58	3:02	18:26	15:39	2:46	14:37	14:18	0:18	15:31	13:01	2:30
NZME Combo	9:52	10:14	-0:22	6:24	6:47	-0:23	8:31	8:15	0:16	8:09	6:52	1:17	8:36	8:35	0:01	10:58	10:59	-0:00	13:30	13:29	0:01	7:29	8:07	-0:37
All Commercial Radio	16:28	15:46	0:42	10:26	11:42	-1:16	15:05	13:45	1:20	16:30	13:15	3:15	17:51	15:24	2:27	18:34	17:59	0:34	17:11	17:57	-0:46	15:18	14:33	0:45
Potential (000)	291.7	291.7	0.0	70.5	70.5	0.0	100.9	100.9	0.0	93.7	93.7	0.0	135.1	135.1	0.0	78.5	78.5	0.0	64.9	64.9	0.0	53.2	50.7	2.5
Sample	845	808	37	170	160	10	278	274	4	269	260	9	385	389	-4	219	232	-13	231	213	18	154	156	-2

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

\*Today FM/Magic Talk includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period for S1 2022 / 13 weeks of survey period for S2 2022)



# WAIKATO COMMERCIAL RADIO - SURVEY 2 2022

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

Survey Comparisons: 3/2017 - 1/2020

This Survey Period: Sun Jun 20 to Sat Nov 6 2021 & Sun Feb 13 to Sat Jun 18 2022

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

	This	Last	+/-
Potential (000)	291.7	291.7	0.0
Sample Size	845	808	37

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

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

\*Today FM/Magic Talk includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period for S1 2022 / 13 weeks of survey period for S2 2022)