



WAIKATO COMMERCIAL RADIO - SURVEY 1 2025

Station Share (%) by Demographic, Mon-Sun 12mn-12mn
Survey Comparisons: 3/2017 - 1/2020

This Survey Period: Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 & Sun Aug 11 to Sat Nov 2 2024 & Sun Feb 9 to Sat May 3 2025
Last Survey Period: Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024 & Sun Aug 11 to Sat Nov 2 2024

	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	8.2	6.8	1.4	5	7.0	5.6	1.4	4.2	3.0	1.2	4.8	2.7	2.1	5.2	4.0	1.2	10.3	8.3	2.0	12.8	10.5	2.3	9.4	5.5	3.9
Channel X	2.0	2.2	-0.2	13	3.9	2.4	1.5	5.2	5.2	0.0	4.6	5.6	-1.0	3.1	3.7	-0.6	0.3	0.4	-0.1	0.2	0.2	0.0	1.4	1.9	-0.5
Coast	6.9	6.6	0.3	6	1.4	1.3	0.1	1.5	1.5	0.0	1.3	1.4	-0.1	2.9	2.6	0.3	7.0	7.3	-0.3	8.0	9.2	-1.2	5.0	6.5	-1.5
Edge	6.0	4.8	1.2	8	13.2	11.0	2.2	9.5	6.0	3.5	8.1	5.4	2.7	9.0	5.7	3.3	4.7	3.5	1.2	0.1	0.5	-0.4	6.2	5.1	1.1
George FM	1.6	1.5	0.1	15	2.4	1.9	0.5	2.3	2.8	-0.5	3.7	3.1	0.6	2.9	2.5	0.4	0.6	0.8	-0.2	*	*	*	0.6	0.6	0.0
Gold Sport	1.1	0.7	0.4	17	*	*	*	*	*	*	*	*	*	*	*	*	1.9	2.1	-0.2	2.2	2.6	-0.4	*	*	*
Life FM	1.5	1.8	-0.3	16	4.1	3.4	0.7	2.2	2.0	0.2	0.8	1.2	-0.4	1.4	2.1	-0.7	2.0	2.5	-0.5	0.9	0.8	0.1	2.0	2.2	-0.2
Magic	4.9	4.7	0.2	9	0.5	0.4	0.1	*	0.1	*	0.1	0.2	-0.1	0.2	0.2	0.0	5.1	3.2	1.9	11.4	12.7	-1.3	0.1	5.5	-5.4
Mai FM	4.2	5.6	-1.4	10	12.6	15.3	-2.7	7.8	10.6	-2.8	4.3	6.5	-2.2	4.8	5.6	-0.8	2.8	2.2	0.6	0.5	0.3	0.2	4.2	8.9	-4.7
Maniapoto FM	0.2	0.4	-0.2	21	1.1	1.2	-0.1	*	*	*	0.2	0.4	-0.2	0.2	0.3	-0.1	*	*	*	*	*	*	*	*	*
More FM	3.4	4.6	-1.2	11	1.8	2.5	-0.7	1.1	1.5	-0.4	2.8	3.5	-0.7	4.4	6.2	-1.8	6.6	8.5	-1.9	4.0	4.9	-0.9	1.9	3.8	-1.9
Newstalk ZB	13.9	13.4	0.5	1	0.1	0.4	-0.3	4.0	5.2	-1.2	4.6	6.4	-1.8	6.2	9.5	-3.3	19.8	18.6	1.2	27.8	24.9	2.9	2.3	6.8	-4.5
Nga Iwi FM	0.2	0.2	0.0	21	1.3	1.0	0.3	0.1	*	*	*	*	*	0.1	0.1	0.0	0.1	0.2	-0.1	*	*	*	0.1	*	*
Radio Hauraki	2.1	2.0	0.1	12	2.0	1.5	0.5	2.3	1.8	0.5	3.4	2.2	1.2	3.3	3.0	0.3	2.5	3.1	-0.6	1.4	1.1	0.3	5.0	3.4	1.6
Radio Waatea	*	0.1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.2	0.3	-0.1	*	*	*
Rhema	0.6	0.4	0.2	19	0.1	0.1	0.0	0.3	0.2	0.1	0.2	0.1	0.1	0.2	0.1	0.1	0.6	0.1	0.5	1.5	1.0	0.5	0.2	0.1	0.1
Rock	11.9	14.2	-2.3	2	14.3	17.1	-2.8	20.1	26.7	-6.6	20.6	26.4	-5.8	18.8	20.6	-1.8	11.0	9.8	1.2	4.9	5.4	-0.5	9.4	10.9	-1.5
Sanctuary**	0.4	0.5	-0.1	20	0.8	0.5	0.3	0.1	*	*	0.1	*	*	0.1	*	*	0.4	1.0	-0.6	0.5	1.2	-0.7	0.3	*	*
Sport Nation*	1.9	0.5	1.4	14	*	*	*	*	*	*	*	*	*	0.7	1.0	-0.3	0.9	1.4	-0.5	*	*	*	*	*	*
Tainui Live	0.8	0.8	0.0	18	1.7	1.9	-0.2	0.6	*	*	0.8	0.3	0.5	0.7	0.2	0.5	0.9	0.9	0.0	0.7	1.2	-0.5	1.3	1.2	0.1
Te Arawa FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
The Hits	6.7	5.3	1.4	7	7.8	5.6	2.2	8.2	3.7	4.5	8.5	4.6	3.9	7.2	4.4	2.8	6.2	7.0	-0.8	7.4	7.3	0.1	12.3	7.5	4.8
The Sound	8.4	7.3	1.1	4	8.9	7.3	1.6	7.6	6.2	1.4	5.8	4.0	1.8	7.9	7.5	0.4	9.3	11.1	-1.8	11.1	7.9	3.2	7.5	6.9	0.6
ZM	9.9	11.2	-1.3	3	13.5	16.6	-3.1	19.4	20.3	-0.9	21.0	21.6	-0.6	16.8	16.6	0.2	5.0	5.5	-0.5	1.6	2.0	-0.4	28.6	20.4	8.2
MediaWorks Combo	50.9	51.8	-0.9		64.6	63.5	1.1	58.4	62.2	-3.8	55.6	57.6	-2.0	56.9	56.1	0.8	50.6	47.7	2.9	45.1	42.5	2.6	41.4	49.4	-8.0
NZME Combo	40.9	39.9	1.0		25.6	27.2	-1.6	35.5	33.4	2.1	39.2	37.3	1.9	36.7	36.9	-0.2	42.4	43.6	-1.2	48.4	47.1	1.3	53.3	46.0	7.3
Potential (000)	314.8	303.9	10.9		74.8	72.2	2.6	110.8	107.7	3.1	103.7	99.1	4.6	146.3	141.2	5.1	81.2	79.9	1.3	69.2	66.9	2.3	54.3	59.8	-5.5
Sample	818	845	-27		206	206	0	269	282	-13	271	290	-19	385	407	-22	213	223	-10	167	167	0	153	186	-33

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

MediaWorks Combo: Breeze, Channel X (from S2 2024), Edge, George FM, Magic, Mai FM, More FM, Rock, The Sound, or internet only listening to Humm FM

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

*SENZ rebranded to Sport Nation from Nov 19th 2024, **Star rebranded to Sanctuary from S1 2025



WAIKATO COMMERCIAL RADIO - SURVEY 1 2025

Station Share (%) by Daypart, People 10+
Survey Comparisons: 3/2017 - 1/2020

This Survey Period: Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 & Sun Aug 11 to Sat Nov 2 2024 & Sun Feb 9 to Sat May 3 2025
Last Survey Period: Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024 & Sun Aug 11 to Sat Nov 2 2024

	This	Last	+/-
Potential (000)	314.8	303.9	10.9
Sample Size	818	845	-27

	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	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	
Breeze	7.1	5.9	1.2	4	7.6	6.1	1.5	8.7	7.8	0.9	8.2	6.5	1.7	7.5	4.5	3.0	3.4	1.3	2.1	10.6	9.6	1.0	
Channel X	1.3	1.6	-0.3	16	2.7	3.1	-0.4	2.5	2.7	-0.2	2.8	2.9	-0.1	1.7	1.3	0.4	0.1	0.1	0.0	1.5	1.7	-0.2	
Coast	6.1	6.0	0.1	6	8.3	8.5	-0.2	8.4	7.4	1.0	3.9	4.3	-0.4	6.1	5.4	0.7	3.4	3.2	0.2	7.6	7.4	0.2	
Edge	4.8	4.1	0.7	8	4.9	4.6	0.3	6.4	5.0	1.4	7.9	6.1	1.8	5.8	4.7	1.1	6.2	5.7	0.5	6.5	4.8	1.7	
George FM	1.1	1.1	0.0	17	1.7	1.6	0.1	2.1	2.1	0.0	2.1	2.1	0.0	2.1	1.4	0.7	1.0	0.6	0.4	1.4	1.2	0.2	
Gold Sport	0.4	0.4	0.0	18	1.0	1.2	-0.2	1.3	1.4	-0.1	0.4	0.5	-0.1	0.2	0.2	0.0	*	*	*	2.7	0.4	2.3	
Life FM	2.0	2.2	-0.2	12	1.0	1.1	-0.1	1.2	1.4	-0.2	1.9	3.2	-1.3	2.1	2.6	-0.5	2.5	2.3	0.2	1.3	1.5	-0.2	
Magic	2.0	2.1	-0.1	12	5.6	5.5	0.1	4.0	4.3	-0.3	4.3	3.2	1.1	8.2	8.0	0.2	6.0	5.8	0.2	7.6	7.1	0.5	
Mai FM	4.9	5.1	-0.2	7	4.5	5.0	-0.5	3.3	5.4	-2.1	4.2	4.9	-0.7	6.3	8.6	-2.3	5.8	8.2	-2.4	3.4	5.8	-2.4	
Maniapoto FM	0.2	0.3	-0.1	21	0.3	0.4	-0.1	0.3	0.3	0.0	0.4	0.5	-0.1	0.4	0.4	0.0	*	*	*	*	0.4	*	
More FM	3.7	4.5	-0.8	10	3.3	4.7	-1.4	3.6	5.4	-1.8	4.2	5.3	-1.1	2.3	4.1	-1.8	2.0	1.6	0.4	2.7	4.2	-1.5	
Newstalk ZB	20.2	19.3	0.9	1	9.1	8.1	1.0	9.4	8.5	0.9	14.8	14.8	0.0	21.2	19.1	2.1	24.1	28.6	-4.5	13.0	11.6	1.4	
Nga Iwi FM	*	*	*	*	0.2	0.2	0.0	0.3	0.3	0.0	0.4	0.4	0.0	1.1	1.1	0.0	0.7	1.2	-0.5	*	*	*	
Radio Hauraki	1.7	1.7	0.0	14	2.7	2.4	0.3	3.0	2.9	0.1	1.2	1.6	-0.4	1.8	0.7	1.1	0.9	0.1	0.8	2.0	1.7	0.3	
Radio Waatea	0.1	0.2	-0.1	22	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.1	0.2	-0.1	
Rhema	0.3	0.1	0.2	19	0.7	0.4	0.3	0.5	0.3	0.2	0.2	0.1	0.1	0.1	0.1	0.0	3.4	1.7	1.7	0.6	0.6	0.0	
Rock	13.9	16.2	-2.3	2	12.3	16.1	-3.8	14.4	17.4	-3.0	12.3	15.4	-3.1	9.4	8.0	1.4	11.7	12.0	-0.3	7.3	8.0	-0.7	
Sanctuary**	0.3	0.2	0.1	19	0.4	0.6	-0.2	0.4	0.5	-0.1	0.1	*	*	0.3	0.4	-0.1	1.4	1.1	0.3	0.5	1.0	-0.5	
Sport Nation*	3.1	0.4	2.7	11	1.9	0.2	1.7	1.9	0.1	1.8	2.2	0.1	2.1	*	*	*	4.5	4.6	-0.1	0.4	0.5	-0.1	
Tainui Live	1.5	1.8	-0.3	15	0.7	0.7	0.0	0.5	0.2	0.3	1.7	1.9	-0.2	*	*	*	*	*	*	0.3	0.3	0.0	
Te Arawa FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
The Hits	4.3	3.1	1.2	9	9.3	7.9	1.4	6.9	6.6	0.3	4.9	3.3	1.6	3.4	4.6	-1.2	5.5	1.8	3.7	8.7	6.2	2.5	
The Sound	6.6	5.6	1.0	5	10.3	8.5	1.8	9.0	7.5	1.5	6.5	5.2	1.3	7.3	8.2	-0.9	6.4	6.0	0.4	9.9	8.9	1.0	
ZM	12.1	13.1	-1.0	3	9.1	10.0	-0.9	8.9	9.7	-0.8	11.8	14.1	-2.3	7.7	10.1	-2.4	7.0	10.1	-3.1	9.2	10.8	-1.6	
MediaWorks Combo	45.5	46.3	-0.8		52.9	55.3	-2.4	54.2	57.6	-3.4	53.0	51.8	1.2	51.3	48.9	2.4	43.3	41.4	1.9	51.1	51.4	-0.3	
NZME Combo	44.7	44.3	0.4		39.7	38.6	1.1	38.1	37.1	1.0	37.4	39.9	-2.5	41.1	40.7	0.4	41.1	44.1	-3.0	43.4	38.6	4.8	

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

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

*SENZ rebranded to Sport Nation from Nov 19th 2024, **Star rebranded to Sanctuary from S1 2025



WAIKATO COMMERCIAL RADIO - SURVEY 1 2025

Cumulative Audience (000's) by Demographic, Mon-Sun 12mn-12mn
Survey Comparisons: 3/2017 - 1/2020

This Survey Period: Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 & Sun Aug 11 to Sat Nov 2 2024 & Sun Feb 9 to Sat May 3 2025
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	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	44.4	37.4	7.0	3	10.9	8.7	2.2	11.4	6.3	5.1	12.1	7.9	4.2	18.4	14.7	3.7	15.4	15.0	0.4	12.2	11.7	0.5	9.2	8.9	0.3
Channel X	10.3	10.6	-0.3	14	1.3	0.9	0.4	6.9	6.0	0.9	7.4	7.3	0.1	7.7	8.5	-0.8	1.6	2.4	-0.8	1.3	1.2	0.1	1.9	2.7	-0.8
Coast	28.4	23.0	5.4	8	2.3	2.2	0.1	4.5	2.3	2.2	5.0	2.8	2.2	8.7	6.6	2.1	7.6	7.7	-0.1	9.0	7.8	1.2	4.4	5.1	-0.7
Edge	37.4	36.0	1.4	6	17.2	15.3	1.9	19.6	17.9	1.7	15.7	14.8	0.9	19.5	18.5	1.0	4.1	5.6	-1.5	0.7	2.2	-1.5	7.1	7.3	-0.2
George FM	9.2	9.2	0.0	15	3.3	3.1	0.2	6.3	6.5	-0.2	5.0	5.5	-0.5	6.0	6.1	-0.1	1.0	0.5	0.5	*	*	*	1.7	2.1	-0.4
Gold Sport	4.6	2.5	2.1	17	0.4	0.3	0.1	*	*	*	*	*	*	*	*	*	1.2	1.2	0.0	1.5	1.2	0.3	*	*	*
Life FM	11.0	11.4	-0.4	13	3.8	3.6	0.2	4.5	3.9	0.6	4.3	4.6	-0.3	6.1	7.0	-0.9	2.9	3.2	-0.3	1.1	0.8	0.3	1.6	2.7	-1.1
Magic	16.2	15.2	1.0	12	1.7	1.1	0.6	0.7	0.2	0.5	0.8	0.5	0.3	1.7	1.0	0.7	4.3	3.8	0.5	8.1	8.1	0.0	0.4	2.3	-1.9
Mai FM	23.5	25.2	-1.7	9	9.8	10.7	-0.9	12.1	13.1	-1.0	8.6	10.5	-1.9	12.6	13.3	-0.7	4.8	3.5	1.3	1.2	1.1	0.1	6.1	8.9	-2.8
Maniapoto FM	1.0	2.1	-1.1	22	0.6	1.4	-0.8	*	*	*	0.4	0.7	-0.3	0.4	0.7	-0.3	*	*	*	*	*	*	*	*	*
More FM	20.2	26.1	-5.9	10	4.5	4.7	-0.2	4.6	4.6	0.0	5.2	6.2	-1.0	9.5	12.6	-3.1	9.5	11.1	-1.6	6.2	7.8	-1.6	3.1	4.1	-1.0
Newstalk ZB	43.8	44.8	-1.0	4	0.7	1.8	-1.1	6.7	6.6	0.1	8.2	8.7	-0.5	14.9	17.7	-2.8	17.6	19.0	-1.4	18.8	17.2	1.6	4.2	6.3	-2.1
Nga Iwi FM	1.9	2.1	-0.2	21	1.3	1.0	0.3	0.5	*	*	*	*	*	0.6	1.1	-0.5	0.6	1.1	-0.5	*	*	*	0.5	*	*
Radio Hauraki	18.1	18.3	-0.2	11	5.0	5.1	-0.1	7.9	7.7	0.2	7.1	6.5	0.6	11.1	11.3	-0.2	6.0	6.7	-0.7	2.1	2.0	0.1	4.9	5.4	-0.5
Radio Waatea	1.0	1.5	-0.5	22	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1.0	1.5	-0.5	*	*	*
Rhema	4.4	2.6	1.8	18	0.7	0.6	0.1	1.4	0.8	0.6	0.6	0.2	0.4	0.9	0.5	0.4	1.5	1.0	0.5	2.4	1.1	1.3	0.3	0.3	0.0
Rock	45.6	42.3	3.3	2	9.5	8.9	0.6	21.6	20.8	0.8	22.0	20.6	1.4	30.9	29.2	1.7	13.3	11.9	1.4	4.9	4.0	0.9	7.6	7.8	-0.2
Sanctuary**	3.8	3.7	0.1	19	0.4	0.3	0.1	0.3	*	*	0.3	*	*	0.6	0.3	0.3	1.1	1.3	-0.2	1.1	1.3	-0.2	0.6	0.3	0.3
Sport Nation*	2.6	0.6	2.0	20	*	*	*	*	*	*	*	*	*	0.3	0.6	-0.3	0.3	0.6	-0.3	*	*	*	*	*	*
Tainui Live	7.4	8.4	-1.0	16	2.7	3.5	-0.8	1.4	1.1	0.3	1.8	1.9	-0.1	2.4	1.9	0.5	2.0	1.6	0.4	2.4	3.0	-0.6	1.1	2.3	-1.2
Te Arawa FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
The Hits	39.2	34.4	4.8	5	10.5	10.2	0.3	14.7	10.5	4.2	12.6	9.5	3.1	18.2	14.1	4.1	11.0	10.7	0.3	9.2	8.9	0.3	10.7	8.7	2.0
The Sound	35.2	28.8	6.4	7	5.8	5.9	-0.1	10.1	8.1	2.0	8.9	6.5	2.4	16.7	13.5	3.2	13.6	12.3	1.3	12.2	8.6	3.6	5.6	5.9	-0.3
ZM	70.2	66.8	3.4	1	19.8	19.1	0.7	37.6	36.2	1.4	35.5	33.7	1.8	44.8	43.2	1.6	13.6	12.7	0.9	4.7	3.8	0.9	19.2	17.7	1.5
MediaWorks Combo	167.3	164.1	3.2		39.6	38.1	1.5	59.6	57.1	2.5	58.4	56.3	2.1	84.4	83.0	1.4	48.2	47.3	0.9	35.2	33.9	1.3	30.8	38.1	-7.3
NZME Combo	162.1	155.9	6.2		32.1	30.2	1.9	57.7	52.9	4.8	55.6	51.6	4.0	78.8	77.4	1.4	44.0	46.4	-2.4	34.5	33.0	1.5	34.9	35.8	-0.9
All Commercial Radio	256.1	243.3	12.8		53.8	51.5	2.3	89.5	83.5	6.0	87.5	81.1	6.4	125.4	119.1	6.3	72.7	71.1	1.6	57.3	53.7	3.6	50.3	55.0	-4.7
Potential (000)	314.8	303.9	10.9		74.8	72.2	2.6	110.8	107.7	3.1	103.7	99.1	4.6	146.3	141.2	5.1	81.2	79.9	1.3	69.2	66.9	2.3	54.3	59.8	-5.5
Sample	818	845	-27		206	206	0	269	282	-13	271	290	-19	385	407	-22	213	223	-10	167	167	0	153	186	-33

MediaWorks Combo: Breeze, Channel X (from S2 2024), Edge, George FM, Magic, Mai FM, More FM, Rock, The Sound, or internet only listening to Humm FM

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

*SENZ rebranded to Sport Nation from Nov 19th 2024, **Star rebranded to Sanctuary from S1 2025



WAIKATO COMMERCIAL RADIO - SURVEY 1 2025

Cumulative Audience (000's) by Daypart, People 10+
Survey Comparisons: 3/2017 - 1/2020

This Survey Period: Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 & Sun Aug 11 to Sat Nov 2 2024 & Sun Feb 9 to Sat May 3 2025
Last Survey Period: Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024 & Sun Aug 11 to Sat Nov 2 2024

	This	Last	+/-
Potential (000)	314.8	303.9	10.9
Sample Size	818	845	-27

	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	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	
Breeze	21.3	18.4	2.9	4	16.5	13.1	3.4	22.4	18.0	4.4	18.5	13.4	5.1	10.6	5.7	4.9	3.9	2.5	1.4	24.8	21.5	3.3	
Channel X	4.3	5.1	-0.8	15	4.2	4.9	-0.7	5.9	6.2	-0.3	4.9	3.9	1.0	1.5	0.8	0.7	0.3	0.4	-0.1	6.1	6.4	-0.3	
Coast	18.0	14.2	3.8	7	16.1	12.9	3.2	20.0	14.8	5.2	10.1	8.5	1.6	4.8	5.2	-0.4	3.5	3.2	0.3	16.5	14.1	2.4	
Edge	20.6	18.3	2.3	5	14.2	14.1	0.1	17.6	17.8	-0.2	18.6	15.8	2.8	8.2	7.7	0.5	5.6	5.1	0.5	18.8	16.5	2.3	
George FM	3.3	3.8	-0.5	16	3.3	3.8	-0.5	5.4	5.8	-0.4	5.0	4.6	0.4	2.6	1.6	1.0	1.4	1.0	0.4	3.3	3.1	0.2	
Gold Sport	0.6	0.6	0.0	22	0.6	0.6	0.0	1.5	1.2	0.3	0.6	0.6	0.0	0.6	0.7	-0.1	*	*	*	3.7	1.9	1.8	
Life FM	5.2	6.1	-0.9	13	2.8	3.2	-0.4	3.0	3.9	-0.9	5.2	6.0	-0.8	1.7	2.2	-0.5	2.5	2.8	-0.3	7.3	7.3	0.0	
Magic	6.1	5.7	0.4	12	7.7	8.0	-0.3	8.5	8.3	0.2	6.7	4.8	1.9	3.6	3.2	0.4	1.9	1.9	0.0	11.0	11.8	-0.8	
Mai FM	16.3	18.7	-2.4	9	10.7	10.5	0.2	11.8	13.6	-1.8	11.4	12.8	-1.4	6.4	5.2	1.2	4.4	5.4	-1.0	11.8	16.1	-4.3	
Maniapoto FM	1.0	1.3	-0.3	20	0.7	0.7	0.0	0.7	0.7	0.0	1.0	1.3	-0.3	0.6	0.6	0.0	*	*	*	*	0.8	*	
More FM	11.1	14.3	-3.2	10	10.5	12.6	-2.1	10.6	13.2	-2.6	11.6	13.6	-2.0	4.6	5.8	-1.2	1.4	2.1	-0.7	9.5	12.8	-3.3	
Newstalk ZB	32.7	31.7	1.0	2	22.7	21.2	1.5	22.2	20.1	2.1	23.1	24.0	-0.9	15.8	14.1	1.7	10.6	10.8	-0.2	30.4	29.1	1.3	
Nga Iwi FM	*	*	*	*	0.6	0.6	0.0	1.3	0.8	0.5	1.0	0.6	0.4	0.6	0.6	0.0	0.6	1.1	-0.5	*	0.2	*	
Radio Hauraki	8.1	8.5	-0.4	11	10.8	10.4	0.4	10.8	11.4	-0.6	5.9	7.1	-1.2	1.6	1.7	-0.1	0.4	1.1	-0.7	8.9	8.8	0.1	
Radio Waatea	1.0	1.5	-0.5	20	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1.0	1.5	-0.5	
Rhema	2.1	1.0	1.1	18	3.9	1.8	2.1	2.0	0.7	1.3	1.0	0.2	0.8	0.5	0.5	0.0	0.9	0.4	0.5	1.9	1.7	0.2	
Rock	27.8	29.0	-1.2	3	20.8	22.6	-1.8	29.0	26.5	2.5	25.1	24.4	0.7	6.9	5.6	1.3	6.7	6.6	0.1	21.8	20.7	1.1	
Sanctuary**	1.9	1.6	0.3	19	2.7	2.3	0.4	2.5	2.1	0.4	0.5	0.2	0.3	0.5	0.7	-0.2	1.0	1.2	-0.2	2.2	2.8	-0.6	
Sport Nation*	2.6	0.6	2.0	17	1.7	0.2	1.5	1.7	0.2	1.5	1.7	0.2	1.5	*	*	*	1.0	0.4	0.6	0.3	0.6	-0.3	
Tainui Live	4.5	5.0	-0.5	14	1.7	1.4	0.3	2.2	1.9	0.3	3.3	3.7	-0.4	*	0.1	*	*	*	*	2.0	2.2	-0.2	
Te Arawa FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
The Hits	18.2	13.9	4.3	6	18.0	14.0	4.0	22.5	17.2	5.3	15.8	10.3	5.5	6.5	6.6	-0.1	3.5	3.1	0.4	23.6	18.6	5.0	
The Sound	17.3	15.2	2.1	8	19.8	15.8	4.0	22.1	18.0	4.1	14.8	9.8	5.0	6.7	6.7	0.0	4.4	4.3	0.1	18.5	15.4	3.1	
ZM	44.4	44.5	-0.1	1	26.9	26.6	0.3	34.2	33.4	0.8	39.1	38.8	0.3	14.9	13.6	1.3	9.0	10.1	-1.1	37.5	39.0	-1.5	
MediaWorks Combo	106.2	109.2	-3.0		87.6	89.8	-2.2	103.5	102.3	1.2	99.5	92.6	6.9	45.4	39.2	6.2	25.1	25.8	-0.7	107.8	109.1	-1.3	
NZME Combo	109.1	104.6	4.5		85.1	81.0	4.1	98.2	90.0	8.2	87.2	84.6	2.6	41.2	40.0	1.2	26.0	27.5	-1.5	108.2	106.3	1.9	
All Commercial Radio	199.8	190.7	9.1		160.9	155.4	5.5	180.1	170.4	9.7	175.3	164.5	10.8	84.6	76.8	7.8	50.2	49.3	0.9	190.8	188.1	2.7	

MediaWorks Combo: Breeze, Channel X (from S2 2024), Edge, George FM, Magic, Mai FM, More FM, Rock, The Sound, or internet only listening to Humm FM
NZME Combo: Coast, Gold Sport, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui

*SENZ rebranded to Sport Nation from Nov 19th 2024, **Star rebranded to Sanctuary from S1 2025



WAIKATO COMMERCIAL RADIO - SURVEY 1 2025

Average Time Spent Listening (hh:mm) by Demographic, Mon-Sun 12mn-12mn
Survey Comparisons: 3/2017 - 1/2020

This Survey Period: Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 & Sun Aug 11 to Sat Nov 2 2024 & Sun Feb 9 to Sat May 3 2025
Last Survey Period: Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024 & Sun Aug 11 to Sat Nov 2 2024

	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	8:10	7:28	0:42	4:28	5:03	-0:35	4:34	5:47	-1:12	5:06	3:57	1:08	5:22	5:01	0:21	9:45	7:23	2:22	13:42	9:56	3:45	6:25	4:35	1:50
Channel X	8:40	8:28	0:12	21:47	22:18	-0:30	9:20	10:39	-1:19	7:51	8:53	-1:02	7:42	7:58	-0:16	2:18	2:16	0:02	1:49	1:53	-0:03	4:36	5:05	-0:28
Coast	10:45	11:48	-1:02	4:05	4:50	-0:45	4:01	7:45	-3:44	3:26	5:38	-2:12	6:25	7:21	-0:55	13:18	12:35	0:42	11:39	13:07	-1:27	7:04	9:23	-2:18
Edge	7:04	5:29	1:34	5:20	5:43	-0:22	5:59	4:05	1:53	6:33	4:12	2:21	8:45	5:37	3:07	16:23	8:17	8:06	2:29	2:48	-0:19	5:30	5:03	0:26
George FM	7:48	6:45	1:03	5:01	4:57	0:03	4:27	5:21	-0:53	9:25	6:34	2:50	9:20	7:40	1:39	8:55	19:39	-10:44	*	*	*	2:08	2:11	-0:03
Gold Sport	10:56	11:36	-0:39	0:30	0:30	0:00	*	*	*	*	*	*	*	*	*	23:37	23:37	0:00	19:27	23:37	-4:09	*	*	*
Life FM	6:04	6:32	-0:27	7:23	7:26	-0:03	5:53	6:16	-0:23	2:24	3:05	-0:40	4:31	5:34	-1:03	9:46	10:23	-0:37	10:01	10:43	-0:41	7:38	6:05	1:32
Magic	13:21	12:41	0:40	2:04	2:39	-0:35	0:39	5:15	-4:35	2:09	4:45	-2:35	2:08	3:46	-1:37	17:19	11:16	6:02	18:20	17:31	0:48	1:53	17:37	-15:43
Mai FM	7:52	9:03	-1:10	9:01	11:15	-2:13	8:00	9:52	-1:51	6:22	7:12	-0:50	7:12	7:46	-0:33	8:31	8:28	0:03	5:35	3:22	2:12	4:18	7:19	-3:00
Maniapoto FM	10:39	7:02	3:36	12:45	7:15	5:29	*	*	*	7:37	6:38	0:58	7:37	6:38	0:58	*	*	*	*	*	*	*	*	*
More FM	7:19	7:13	0:06	2:50	4:11	-1:21	2:58	4:02	-1:04	6:45	6:28	0:17	8:47	8:56	-0:08	10:03	10:16	-0:12	8:19	6:54	1:25	3:51	6:43	-2:52
Newstalk ZB	14:02	12:15	1:47	1:35	1:51	-0:15	7:18	9:37	-2:19	7:11	8:33	-1:21	7:57	9:53	-1:56	16:24	13:02	3:21	19:11	16:06	3:04	3:20	7:51	-4:31
Nga Iwi FM	5:33	4:52	0:40	7:20	8:06	-0:45	2:00	*	*	2:00	*	*	2:00	2:00	0:00	2:00	2:00	0:00	*	*	*	2:00	*	*
Radio Hauraki	5:12	4:22	0:50	2:47	2:23	0:23	3:38	2:55	0:43	6:09	3:59	2:10	5:40	4:54	0:45	6:04	6:13	-0:09	8:34	6:21	2:12	6:18	4:35	1:42
Radio Waatea	2:15	2:15	0:00	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	2:15	2:15	0:00	*	*	*
Rhema	5:32	5:37	-0:05	1:15	1:15	0:00	2:39	2:37	0:01	4:19	8:15	-3:55	3:52	4:45	-0:52	5:44	1:40	4:03	8:02	9:50	-1:47	3:00	3:00	0:00
Rock	11:33	13:41	-2:07	10:28	15:15	-4:46	11:29	15:42	-4:12	11:57	14:54	-2:57	11:36	12:58	-1:21	12:00	11:01	0:59	12:57	15:09	-2:11	7:41	10:14	-2:32
Sanctuary**	4:40	5:46	-1:06	14:00	14:00	0:00	5:30	*	*	5:30	*	*	2:44	0:15	2:29	5:44	10:49	-5:05	5:34	10:14	-4:39	2:44	0:15	2:29
Sport Nation*	31:23	32:16	-0:52	*	*	*	*	*	*	*	*	*	43:45	32:16	11:28	43:45	32:16	11:28	*	*	*	*	*	*
Tainui Live	4:46	3:51	0:55	4:32	4:21	0:11	4:52	0:15	4:37	5:31	1:55	3:35	6:00	1:55	4:05	6:17	7:46	-1:28	3:47	4:27	-0:40	7:17	3:54	3:22
Te Arawa FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
The Hits	7:34	6:20	1:14	5:07	4:19	0:48	6:51	4:17	2:33	8:32	5:37	2:55	7:35	5:47	1:47	8:13	8:41	-0:28	10:26	9:05	1:20	7:11	6:18	0:52
The Sound	10:35	10:19	0:15	10:44	9:42	1:02	9:19	9:22	-0:03	8:15	7:14	1:00	9:01	10:08	-1:06	9:53	12:04	-2:10	11:46	10:08	1:38	8:23	8:37	-0:13
ZM	6:12	6:51	-0:39	4:45	6:54	-2:08	6:22	6:51	-0:28	7:32	7:26	0:06	7:07	7:02	0:04	5:16	5:49	-0:32	4:30	5:44	-1:14	9:18	8:28	0:50
MediaWorks Combo	13:26	12:54	0:32	11:21	13:12	-1:51	12:06	13:19	-1:13	12:07	11:53	0:14	12:49	12:25	0:24	15:15	13:29	1:46	16:39	13:55	2:43	8:23	9:31	-1:08
NZME Combo	11:08	10:28	0:40	5:32	7:06	-1:34	7:36	7:43	-0:07	8:58	8:23	0:34	8:51	8:45	0:06	14:01	12:33	1:27	18:14	15:51	2:22	9:32	9:27	0:05
All Commercial Radio	17:14	16:48	0:26	12:56	15:22	-2:25	13:47	14:38	-0:51	14:32	14:19	0:13	15:10	15:25	-0:14	19:59	18:48	1:10	22:41	20:38	2:02	12:23	13:21	-0:58
Potential (000)	314.8	303.9	10.9	74.8	72.2	2.6	110.8	107.7	3.1	103.7	99.1	4.6	146.3	141.2	5.1	81.2	79.9	1.3	69.2	66.9	2.3	54.3	59.8	-5.5
Sample	818	845	-27	206	206	0	269	282	-13	271	290	-19	385	407	-22	213	223	-10	167	167	0	153	186	-33

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WAIKATO COMMERCIAL RADIO - SURVEY 1 2025

Average Time Spent Listening (hh:mm) by Daypart, People 10+
Survey Comparisons: 3/2017 - 1/2020

This Survey Period: Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 & Sun Aug 11 to Sat Nov 2 2024 & Sun Feb 9 to Sat May 3 2025
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	This	Last	+/-
Potential (000)	314.8	303.9	10.9
Sample Size	818	845	-27

	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	2:51	2:41	0:09	3:39	3:19	0:20	3:45	3:44	0:00	2:23	2:15	0:08	1:28	1:32	-0:04	1:29	0:59	0:29	3:40	3:36	0:04	
Channel X	2:40	2:35	0:05	5:07	4:33	0:33	4:09	3:50	0:19	3:09	3:25	-0:15	2:25	3:13	-0:48	0:30	0:30	0:00	2:08	2:11	-0:02	
Coast	2:55	3:34	-0:38	4:04	4:41	-0:37	4:05	4:21	-0:16	2:07	2:19	-0:12	2:40	2:02	0:37	1:40	1:53	-0:12	3:58	4:12	-0:14	
Edge	2:00	1:53	0:07	2:44	2:21	0:23	3:31	2:25	1:06	2:18	1:48	0:29	1:29	1:11	0:17	1:55	2:07	-0:12	2:59	2:19	0:39	
George FM	2:46	2:21	0:25	4:02	2:59	1:02	3:46	3:05	0:41	2:15	2:07	0:08	1:40	1:42	-0:01	1:13	1:10	0:02	3:31	3:03	0:27	
Gold Sport	5:30	5:30	0:00	14:00	14:00	0:00	8:36	10:15	-1:38	3:30	3:30	0:00	0:30	0:30	0:00	*	*	*	6:21	1:30	4:50	
Life FM	3:20	2:59	0:21	2:48	2:23	0:24	3:45	3:05	0:40	2:01	2:29	-0:28	2:37	2:23	0:14	1:42	1:31	0:11	1:30	1:41	-0:10	
Magic	2:49	3:07	-0:18	5:47	4:58	0:49	4:37	4:32	0:04	3:27	3:05	0:22	4:47	4:54	-0:06	5:16	5:42	-0:25	5:55	4:49	1:06	
Mai FM	2:34	2:18	0:16	3:19	3:25	-0:06	2:44	3:29	-0:44	2:01	1:46	0:15	2:03	3:13	-1:10	2:15	2:53	-0:37	2:28	2:53	-0:24	
Maniapoto FM	1:57	2:13	-0:15	3:51	4:05	-0:14	4:17	4:21	-0:04	2:11	1:53	0:18	1:30	1:30	0:00	*	*	*	*	3:30	*	
More FM	2:53	2:39	0:14	2:32	2:39	-0:07	3:19	3:31	-0:12	1:59	1:49	0:09	1:01	1:23	-0:21	2:23	1:26	0:57	2:28	2:40	-0:12	
Newstalk ZB	5:19	5:07	0:12	3:11	2:44	0:26	4:06	3:41	0:25	3:28	2:52	0:36	2:48	2:38	0:10	3:54	4:58	-1:04	3:39	3:13	0:26	
Nga Iwi FM	*	*	*	3:00	3:00	0:00	2:20	3:05	-0:44	2:07	3:00	-0:52	4:00	4:00	0:00	2:00	2:00	0:00	*	0:15	*	
Radio Hauraki	1:48	1:40	0:07	2:00	1:38	0:22	2:41	2:15	0:26	1:05	1:02	0:03	2:20	0:51	1:29	4:15	0:15	4:00	1:54	1:36	0:18	
Radio Waatea	1:00	1:00	0:00	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1:15	1:15	0:00
Rhema	1:14	0:46	0:27	1:24	1:39	-0:15	2:14	3:06	-0:52	1:04	2:15	-1:10	0:30	0:28	0:02	6:23	8:15	-1:51	2:28	2:59	-0:30	
Rock	4:18	4:42	-0:24	4:41	5:07	-0:26	4:50	5:44	-0:53	2:39	2:56	-0:16	2:49	2:47	0:01	2:58	3:24	-0:25	2:53	3:07	-0:14	
Sanctuary**	1:13	1:00	0:12	1:14	1:54	-0:39	1:39	2:15	-0:36	0:46	0:30	0:16	1:06	1:04	0:01	2:31	1:48	0:43	1:59	2:44	-0:45	
Sport Nation*	9:57	6:23	3:34	9:00	5:00	4:00	11:00	4:00	7:00	7:00	2:00	5:00	*	*	*	8:11	24:00	-15:48	10:15	6:46	3:28	
Tainui Live	2:49	2:58	-0:08	3:24	3:20	0:04	2:25	1:08	1:17	2:42	2:22	0:20	*	0:30	*	*	*	*	1:12	0:56	0:15	
Te Arawa FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
The Hits	2:01	1:51	0:10	4:06	4:01	0:04	2:59	3:22	-0:22	1:41	1:30	0:10	1:06	1:20	-0:14	2:42	1:04	1:37	3:11	2:41	0:30	
The Sound	3:19	3:05	0:14	4:06	3:52	0:14	3:57	3:38	0:18	2:23	2:29	-0:05	2:16	2:24	-0:08	2:30	2:39	-0:09	4:35	4:40	-0:04	
ZM	2:21	2:28	-0:07	2:42	2:42	-0:00	2:32	2:32	0:00	1:37	1:41	-0:03	1:05	1:26	-0:21	1:20	1:53	-0:32	2:07	2:13	-0:06	
MediaWorks Combo	3:42	3:34	0:07	4:48	4:25	0:22	5:05	4:54	0:10	2:53	2:35	0:17	2:21	2:26	-0:04	2:57	3:01	-0:03	4:04	3:48	0:16	
NZME Combo	3:32	3:33	-0:01	3:42	3:25	0:17	3:46	3:35	0:11	2:19	2:11	0:08	2:04	1:59	0:05	2:42	3:01	-0:18	3:27	2:55	0:31	
All Commercial Radio	4:19	4:24	-0:05	4:56	4:37	0:18	5:23	5:06	0:16	3:05	2:49	0:16	2:27	2:32	-0:04	3:25	3:49	-0:24	4:31	4:17	0:13	

MediaWorks Combo: Breeze, Channel X (from S2 2024), Edge, George FM, Magic, Mai FM, More FM, Rock, The Sound, or internet only listening to Humm FM
NZME Combo: Coast, Gold Sport, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui

*SENZ rebranded to Sport Nation from Nov 19th 2024, **Star rebranded to Sanctuary from S1 2025