



WAIKATO COMMERCIAL RADIO - SURVEY 2 2025

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

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

	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	7.3	8.2	-0.9	6	7.6	7.0	0.6	4.6	4.2	0.4	5.6	4.8	0.8	5.7	5.2	0.5	8.6	10.3	-1.7	9.6	12.8	-3.2	11.2	9.4	1.8
Channel X	2.4	2.0	0.4	12	6.3	3.9	2.4	3.7	5.2	-1.5	3.5	4.6	-1.1	2.4	3.1	-0.7	1.0	0.3	0.7	1.4	0.2	1.2	4.0	1.4	2.6
Coast	5.9	6.9	-1.0	8	1.7	1.4	0.3	1.7	1.5	0.2	1.8	1.3	0.5	2.3	2.9	-0.6	4.3	7.0	-2.7	5.3	8.0	-2.7	1.9	5.0	-3.1
Edge	6.1	6.0	0.1	7	11.3	13.2	-1.9	9.1	9.5	-0.4	7.4	8.1	-0.7	9.3	9.0	0.3	6.0	4.7	1.3	0.9	0.1	0.8	5.8	6.2	-0.4
George FM	1.4	1.6	-0.2	15	2.3	2.4	-0.1	3.3	2.3	1.0	2.8	3.7	-0.9	2.3	2.9	-0.6	0.6	0.6	0.0	*	*	*	0.5	0.6	-0.1
Gold Sport	1.2	1.1	0.1	16	*	*	*	*	*	*	*	*	*	*	*	*	2.0	1.9	0.1	2.4	2.2	0.2	*	*	*
Life FM	0.8	1.5	-0.7	18	1.2	4.1	-2.9	0.8	2.2	-1.4	0.6	0.8	-0.2	1.2	1.4	-0.2	1.4	2.0	-0.6	0.4	0.9	-0.5	0.9	2.0	-1.1
Magic	5.4	4.9	0.5	9	1.0	0.5	0.5	*	*	*	0.2	0.1	0.1	0.3	0.2	0.1	6.2	5.1	1.1	12.8	11.4	1.4	0.2	0.1	0.1
Mai FM	3.8	4.2	-0.4	11	5.3	12.6	-7.3	8.7	7.8	0.9	7.1	4.3	2.8	6.4	4.8	1.6	2.6	2.8	-0.2	0.4	0.5	-0.1	2.3	4.2	-1.9
Maniapoto FM	0.3	0.2	0.1	20	1.1	1.1	0.0	*	*	*	0.3	0.2	0.1	0.2	0.2	0.0	*	*	*	*	*	*	*	*	*
More FM	4.0	3.4	0.6	10	2.3	1.8	0.5	1.0	1.1	-0.1	3.9	2.8	1.1	5.5	4.4	1.1	7.3	6.6	0.7	4.1	4.0	0.1	5.4	1.9	3.5
Newstalk ZB	12.8	13.9	-1.1	1	0.2	0.1	0.1	1.8	4.0	-2.2	2.9	4.6	-1.7	5.9	6.2	-0.3	17.9	19.8	-1.9	24.3	27.8	-3.5	3.8	2.3	1.5
Nga Iwi FM	0.3	0.2	0.1	20	1.4	1.3	0.1	0.1	0.1	0.0	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	*	*	*	0.3	0.1	0.2
Radio Hauraki	1.8	2.1	-0.3	14	1.9	2.0	-0.1	1.3	2.3	-1.0	2.1	3.4	-1.3	2.5	3.3	-0.8	2.7	2.5	0.2	1.5	1.4	0.1	4.1	5.0	-0.9
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.1	0.2	-0.1	*	*	*
Rhema	0.3	0.6	-0.3	20	*	0.1	*	0.1	0.3	-0.2	0.1	0.2	-0.1	0.1	0.2	-0.1	0.6	0.6	0.0	0.9	1.5	-0.6	*	0.2	*
Rock	10.2	11.9	-1.7	4	11.6	14.3	-2.7	17.4	20.1	-2.7	18.5	20.6	-2.1	15.4	18.8	-3.4	8.7	11.0	-2.3	5.2	4.9	0.3	7.3	9.4	-2.1
Sanctuary**	0.5	0.4	0.1	19	0.8	0.8	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.7	0.4	0.3	0.8	0.5	0.3	0.4	0.3	0.1
Sport Nation*	1.9	1.9	0.0	13	*	*	*	*	*	*	*	*	*	0.6	0.7	-0.1	0.9	0.9	0.0	*	*	*	*	*	*
Tainui Live	0.9	0.8	0.1	17	1.9	1.7	0.2	0.8	0.6	0.2	1.1	0.8	0.3	0.9	0.7	0.2	0.7	0.9	-0.2	0.5	0.7	-0.2	1.0	1.3	-0.3
Te Arawa FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
The Hits	8.7	6.7	2.0	5	5.5	7.8	-2.3	9.8	8.2	1.6	11.3	8.5	2.8	9.9	7.2	2.7	9.3	6.2	3.1	10.9	7.4	3.5	18.2	12.3	5.9
The Sound	10.8	8.4	2.4	3	13.1	8.9	4.2	12.6	7.6	5.0	8.4	5.8	2.6	10.7	7.9	2.8	11.6	9.3	2.3	13.2	11.1	2.1	4.7	7.5	-2.8
ZM	10.9	9.9	1.0	2	21.5	13.5	8.0	21.0	19.4	1.6	19.6	21.0	-1.4	15.6	16.8	-1.2	5.3	5.0	0.3	2.2	1.6	0.6	25.1	28.6	-3.5
MediaWorks Combo	51.6	50.9	0.7		60.8	64.6	-3.8	60.9	58.4	2.5	58.0	55.6	2.4	58.6	56.9	1.7	52.4	50.6	1.8	47.5	45.1	2.4	42.2	41.4	0.8
NZME Combo	41.4	40.9	0.5		31.5	25.6	5.9	35.7	35.5	0.2	37.9	39.2	-1.3	36.4	36.7	-0.3	41.5	42.4	-0.9	46.6	48.4	-1.8	53.3	53.3	0.0
Potential (000)	314.8	314.8	0.0		74.8	74.8	0.0	110.4	110.8	-0.4	103.7	103.7	0.0	146.3	146.3	0.0	81.2	81.2	0.0	69.2	69.2	0.0	48.2	54.3	-6.1
Sample	827	818	9		203	206	-3	255	269	-14	256	271	-15	368	385	-17	216	213	3	187	167	20	141	153	-12

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

MediaWorks Combo: Breeze, Channel X, 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 2 2025

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

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

	This	Last	+/-
Potential (000)	314.8	314.8	0.0
Sample Size	827	818	9

	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	6.6	7.1	-0.5	5	6.9	7.6	-0.7	7.1	8.7	-1.6	7.2	8.2	-1.0	9.3	7.5	1.8	3.0	3.4	-0.4	9.0	10.6	-1.6
Channel X	1.2	1.3	-0.1	15	3.7	2.7	1.0	2.8	2.5	0.3	2.3	2.8	-0.5	1.3	1.7	-0.4	0.1	0.1	0.0	2.9	1.5	1.4
Coast	5.0	6.1	-1.1	7	6.6	8.3	-1.7	7.0	8.4	-1.4	3.2	3.9	-0.7	6.0	6.1	-0.1	3.4	3.4	0.0	6.9	7.6	-0.7
Edge	4.8	4.8	0.0	8	5.3	4.9	0.4	7.3	6.4	0.9	8.7	7.9	0.8	4.0	5.8	-1.8	4.5	6.2	-1.7	6.2	6.5	-0.3
George FM	1.0	1.1	-0.1	17	1.3	1.7	-0.4	2.0	2.1	-0.1	1.5	2.1	-0.6	1.4	2.1	-0.7	1.1	1.0	0.1	0.8	1.4	-0.6
Gold Sport	0.4	0.4	0.0	18	1.1	1.0	0.1	1.4	1.3	0.1	0.4	0.4	0.0	*	0.2	*	*	*	*	2.9	2.7	0.2
Life FM	1.2	2.0	-0.8	15	0.4	1.0	-0.6	0.3	1.2	-0.9	1.1	1.9	-0.8	1.7	2.1	-0.4	1.8	2.5	-0.7	0.8	1.3	-0.5
Magic	3.1	2.0	1.1	11	6.3	5.6	0.7	4.8	4.0	0.8	4.4	4.3	0.1	8.8	8.2	0.6	4.6	6.0	-1.4	7.8	7.6	0.2
Mai FM	4.7	4.9	-0.2	10	3.2	4.5	-1.3	3.4	3.3	0.1	4.4	4.2	0.2	5.0	6.3	-1.3	6.7	5.8	0.9	2.6	3.4	-0.8
Maniapoto FM	0.2	0.2	0.0	21	0.4	0.3	0.1	0.3	0.3	0.0	0.4	0.4	0.0	0.4	0.4	0.0	*	*	*	*	*	*
More FM	4.8	3.7	1.1	8	3.8	3.3	0.5	5.1	3.6	1.5	4.9	4.2	0.7	2.1	2.3	-0.2	1.8	2.0	-0.2	2.2	2.7	-0.5
Newstalk ZB	19.8	20.2	-0.4	1	8.8	9.1	-0.3	7.0	9.4	-2.4	13.2	14.8	-1.6	20.9	21.2	-0.3	22.4	24.1	-1.7	12.0	13.0	-1.0
Nga Iwi FM	*	*	*	*	0.2	0.2	0.0	0.3	0.3	0.0	0.5	0.4	0.1	1.1	1.1	0.0	1.0	0.7	0.3	*	*	*
Radio Hauraki	1.7	1.7	0.0	13	2.1	2.7	-0.6	1.7	3.0	-1.3	1.3	1.2	0.1	3.1	1.8	1.3	1.1	0.9	0.2	1.8	2.0	-0.2
Radio Waatea	0.1	0.1	0.0	22	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.1	0.1	0.0
Rhema	0.3	0.3	0.0	19	0.3	0.7	-0.4	0.3	0.5	-0.2	0.1	0.2	-0.1	*	0.1	*	2.4	3.4	-1.0	0.1	0.6	-0.5
Rock	12.0	13.9	-1.9	3	10.6	12.3	-1.7	12.0	14.4	-2.4	9.7	12.3	-2.6	8.3	9.4	-1.1	13.9	11.7	2.2	5.9	7.3	-1.4
Sanctuary**	0.3	0.3	0.0	19	0.4	0.4	0.0	0.4	0.4	0.0	0.1	0.1	0.0	0.7	0.3	0.4	2.5	1.4	1.1	0.6	0.5	0.1
Sport Nation*	3.0	3.1	-0.1	12	2.0	1.9	0.1	2.0	1.9	0.1	2.4	2.2	0.2	*	*	*	4.6	4.5	0.1	0.4	0.4	0.0
Tainui Live	1.6	1.5	0.1	14	0.5	0.7	-0.2	0.6	0.5	0.1	2.0	1.7	0.3	*	*	*	*	*	*	0.3	0.3	0.0
Te Arawa FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
The Hits	5.9	4.3	1.6	6	11.6	9.3	2.3	10.4	6.9	3.5	6.9	4.9	2.0	3.9	3.4	0.5	6.1	5.5	0.6	9.7	8.7	1.0
The Sound	7.0	6.6	0.4	4	14.2	10.3	3.9	12.3	9.0	3.3	7.9	6.5	1.4	7.3	7.3	0.0	6.4	6.4	0.0	13.5	9.9	3.6
ZM	13.4	12.1	1.3	2	8.9	9.1	-0.2	9.3	8.9	0.4	13.5	11.8	1.7	10.3	7.7	2.6	9.3	7.0	2.3	10.8	9.2	1.6
MediaWorks Combo	45.4	45.5	-0.1		55.3	52.9	2.4	57.0	54.2	2.8	51.4	53.0	-1.6	48.2	51.3	-3.1	42.9	43.3	-0.4	51.1	51.1	0.0
NZME Combo	46.3	44.7	1.6		39.1	39.7	-0.6	37.0	38.1	-1.1	38.8	37.4	1.4	44.6	41.1	3.5	42.5	41.1	1.4	44.3	43.4	0.9

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

MediaWorks Combo: Breeze, Channel X, 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 2 2025

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

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

	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	37.6	44.4	-6.8	5	10.9	10.9	0.0	10.0	11.4	-1.4	11.5	12.1	-0.6	16.5	18.4	-1.9	11.4	15.4	-4.0	8.3	12.2	-3.9	7.0	9.2	-2.2
Channel X	12.1	10.3	1.8	13	2.4	1.3	1.1	6.7	6.9	-0.2	7.4	7.4	0.0	8.0	7.7	0.3	2.0	1.6	0.4	1.8	1.3	0.5	2.4	1.9	0.5
Coast	27.4	28.4	-1.0	8	3.9	2.3	1.6	6.1	4.5	1.6	4.7	5.0	-0.3	6.9	8.7	-1.8	6.0	7.6	-1.6	7.8	9.0	-1.2	2.9	4.4	-1.5
Edge	36.5	37.4	-0.9	7	14.9	17.2	-2.3	18.5	19.6	-1.1	15.6	15.7	-0.1	19.6	19.5	0.1	4.3	4.1	0.2	2.0	0.7	1.3	6.7	7.1	-0.4
George FM	8.2	9.2	-1.0	14	2.5	3.3	-0.8	5.8	6.3	-0.5	4.5	5.0	-0.5	5.6	6.0	-0.4	1.2	1.0	0.2	*	*	*	1.4	1.7	-0.3
Gold Sport	3.7	4.6	-0.9	17	0.4	0.4	0.0	*	*	*	*	*	*	*	*	*	1.2	1.2	0.0	1.4	1.5	-0.1	*	*	*
Life FM	6.9	11.0	-4.1	15	1.7	3.8	-2.1	3.2	4.5	-1.3	2.7	4.3	-1.6	4.3	6.1	-1.8	2.5	2.9	-0.4	0.9	1.1	-0.2	1.0	1.6	-0.6
Magic	18.0	16.2	1.8	10	1.9	1.7	0.2	0.6	0.7	-0.1	0.8	0.8	0.0	2.3	1.7	0.6	6.3	4.3	2.0	9.2	8.1	1.1	0.6	0.4	0.2
Mai FM	21.4	23.5	-2.1	9	5.7	9.8	-4.1	13.8	12.1	1.7	11.4	8.6	2.8	15.0	12.6	2.4	4.0	4.8	-0.8	0.6	1.2	-0.6	4.2	6.1	-1.9
Maniapoto FM	1.0	1.0	0.0	22	0.5	0.6	-0.1	*	*	*	0.4	0.4	0.0	0.4	0.4	0.0	*	*	*	*	*	*	*	*	*
More FM	17.7	20.2	-2.5	11	4.7	4.5	0.2	5.2	4.6	0.6	5.7	5.2	0.5	8.8	9.5	-0.7	7.0	9.5	-2.5	4.2	6.2	-2.0	3.3	3.1	0.2
Newstalk ZB	40.7	43.8	-3.1	3	0.6	0.7	-0.1	4.2	6.7	-2.5	5.9	8.2	-2.3	14.1	14.9	-0.8	18.6	17.6	1.0	17.7	18.8	-1.1	4.3	4.2	0.1
Nga Iwi FM	2.0	1.9	0.1	21	1.3	1.3	0.0	0.7	0.5	0.2	*	*	*	0.7	0.6	0.1	0.7	0.6	0.1	*	*	*	0.7	0.5	0.2
Radio Hauraki	12.2	18.1	-5.9	12	3.8	5.0	-1.2	4.0	7.9	-3.9	3.0	7.1	-4.1	7.2	11.1	-3.9	5.4	6.0	-0.6	1.3	2.1	-0.8	2.2	4.9	-2.7
Radio Waatea	0.7	1.0	-0.3	23	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.7	1.0	-0.3	*	*	*
Rhema	2.3	4.4	-2.1	20	*	0.7	*	0.4	1.4	-1.0	0.4	0.6	-0.2	0.4	0.9	-0.5	1.1	1.5	-0.4	2.0	2.4	-0.4	*	0.3	*
Rock	37.3	45.6	-8.3	6	8.0	9.5	-1.5	19.1	21.6	-2.5	18.7	22.0	-3.3	25.3	30.9	-5.6	9.9	13.3	-3.4	3.7	4.9	-1.2	4.5	7.6	-3.1
Sanctuary**	3.3	3.8	-0.5	18	0.4	0.4	0.0	0.3	0.3	0.0	0.3	0.3	0.0	0.3	0.6	-0.3	1.4	1.1	0.3	1.4	1.1	0.3	0.3	0.6	-0.3
Sport Nation*	2.7	2.6	0.1	19	*	*	*	*	*	*	*	*	*	0.3	0.3	0.0	0.3	0.3	0.0	*	*	*	*	*	*
Tainui Live	6.9	7.4	-0.5	15	1.8	2.7	-0.9	2.3	1.4	0.9	2.8	1.8	1.0	3.4	2.4	1.0	1.6	2.0	-0.4	1.8	2.4	-0.6	0.7	1.1	-0.4
Te Arawa FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
The Hits	41.3	39.2	2.1	2	8.0	10.5	-2.5	15.5	14.7	0.8	14.2	12.6	1.6	21.8	18.2	3.6	14.3	11.0	3.3	10.0	9.2	0.8	11.0	10.7	0.3
The Sound	37.8	35.2	2.6	4	6.5	5.8	0.7	11.0	10.1	0.9	9.0	8.9	0.1	16.8	16.7	0.1	15.3	13.6	1.7	14.3	12.2	2.1	3.7	5.6	-1.9
ZM	68.9	70.2	-1.3	1	20.2	19.8	0.4	37.6	37.6	0.0	34.6	35.5	-0.9	42.0	44.8	-2.8	11.9	13.6	-1.7	5.2	4.7	0.5	15.3	19.2	-3.9
MediaWorks Combo	161.1	167.3	-6.2		38.3	39.6	-1.3	59.1	59.6	-0.5	57.1	58.4	-1.3	80.8	84.4	-3.6	45.5	48.2	-2.7	35.1	35.2	-0.1	23.0	30.8	-7.8
NZME Combo	158.3	162.1	-3.8		32.6	32.1	0.5	57.0	57.7	-0.7	52.7	55.6	-2.9	75.5	78.8	-3.3	44.4	44.0	0.4	34.4	34.5	-0.1	28.7	34.9	-6.2
All Commercial Radio	251.1	256.1	-5.0		53.8	53.8	0.0	88.1	89.5	-1.4	85.1	87.5	-2.4	122.4	125.4	-3.0	72.5	72.7	-0.2	56.6	57.3	-0.7	42.0	50.3	-8.3
Potential (000)	314.8	314.8	0.0		74.8	74.8	0.0	110.4	110.8	-0.4	103.7	103.7	0.0	146.3	146.3	0.0	81.2	81.2	0.0	69.2	69.2	0.0	48.2	54.3	-6.1
Sample	827	818	9		203	206	-3	255	269	-14	256	271	-15	368	385	-17	216	213	3	187	167	20	141	153	-12

MediaWorks Combo: Breeze, Channel X, 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 2 2025

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

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

	This	Last	+/-
Potential (000)	314.8	314.8	0.0
Sample Size	827	818	9

	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	20.8	21.3	-0.5	4	14.3	16.5	-2.2	20.9	22.4	-1.5	16.4	18.5	-2.1	9.7	10.6	-0.9	3.0	3.9	-0.9	21.3	24.8	-3.5
Channel X	3.9	4.3	-0.4	14	4.9	4.2	0.7	6.6	5.9	0.7	5.1	4.9	0.2	1.2	1.5	-0.3	0.3	0.3	0.0	7.3	6.1	1.2
Coast	15.6	18.0	-2.4	8	15.2	16.1	-0.9	20.9	20.0	0.9	8.8	10.1	-1.3	3.7	4.8	-1.1	3.2	3.5	-0.3	14.5	16.5	-2.0
Edge	20.5	20.6	-0.1	5	13.4	14.2	-0.8	18.0	17.6	0.4	21.3	18.6	2.7	6.5	8.2	-1.7	4.9	5.6	-0.7	19.1	18.8	0.3
George FM	2.9	3.3	-0.4	16	2.9	3.3	-0.4	4.9	5.4	-0.5	3.9	5.0	-1.1	1.7	2.6	-0.9	1.2	1.4	-0.2	2.9	3.3	-0.4
Gold Sport	0.6	0.6	0.0	22	0.6	0.6	0.0	1.4	1.5	-0.1	0.6	0.6	0.0	*	0.6	*	*	*	*	2.9	3.7	-0.8
Life FM	3.8	5.2	-1.4	15	1.2	2.8	-1.6	1.3	3.0	-1.7	2.3	5.2	-2.9	0.6	1.7	-1.1	1.6	2.5	-0.9	4.5	7.3	-2.8
Magic	7.6	6.1	1.5	11	8.5	7.7	0.8	9.8	8.5	1.3	7.4	6.7	0.7	3.6	3.6	0.0	1.8	1.9	-0.1	11.5	11.0	0.5
Mai FM	13.1	16.3	-3.2	9	8.8	10.7	-1.9	10.3	11.8	-1.5	10.2	11.4	-1.2	6.4	6.4	0.0	3.4	4.4	-1.0	8.2	11.8	-3.6
Maniapoto FM	1.0	1.0	0.0	19	0.7	0.7	0.0	0.7	0.7	0.0	1.0	1.0	0.0	0.5	0.6	-0.1	*	*	*	*	*	*
More FM	10.5	11.1	-0.6	10	8.8	10.5	-1.7	12.2	10.6	1.6	12.2	11.6	0.6	5.0	4.6	0.4	1.2	1.4	-0.2	8.5	9.5	-1.0
Newstalk ZB	30.6	32.7	-2.1	2	23.2	22.7	0.5	22.2	22.2	0.0	22.7	23.1	-0.4	13.4	15.8	-2.4	10.6	10.6	0.0	25.8	30.4	-4.6
Nga Iwi FM	*	*	*	*	0.5	0.6	-0.1	1.3	1.3	0.0	1.3	1.0	0.3	0.5	0.6	-0.1	0.7	0.6	0.1	*	*	*
Radio Hauraki	5.7	8.1	-2.4	12	6.2	10.8	-4.6	6.8	10.8	-4.0	4.4	5.9	-1.5	3.3	1.6	1.7	0.4	0.4	0.0	5.6	8.9	-3.3
Radio Waatea	0.7	1.0	-0.3	21	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.7	1.0	-0.3
Rhema	1.0	2.1	-1.1	19	1.9	3.9	-2.0	1.2	2.0	-0.8	0.8	1.0	-0.2	*	0.5	*	0.7	0.9	-0.2	0.9	1.9	-1.0
Rock	24.8	27.8	-3.0	3	17.6	20.8	-3.2	21.2	29.0	-7.8	21.5	25.1	-3.6	7.0	6.9	0.1	6.5	6.7	-0.2	19.2	21.8	-2.6
Sanctuary**	1.6	1.9	-0.3	18	2.3	2.7	-0.4	2.0	2.5	-0.5	0.6	0.5	0.1	1.1	0.5	0.6	1.1	1.0	0.1	1.8	2.2	-0.4
Sport Nation*	2.4	2.6	-0.2	17	1.9	1.7	0.2	1.7	1.7	0.0	1.7	1.7	0.0	*	*	*	0.8	1.0	-0.2	0.3	0.3	0.0
Tainui Live	4.6	4.5	0.1	13	1.2	1.7	-0.5	2.6	2.2	0.4	2.9	3.3	-0.4	*	*	*	*	*	*	1.9	2.0	-0.1
Te Arawa FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
The Hits	19.3	18.2	1.1	6	20.5	18.0	2.5	23.8	22.5	1.3	17.3	15.8	1.5	6.1	6.5	-0.4	3.7	3.5	0.2	25.3	23.6	1.7
The Sound	18.8	17.3	1.5	7	22.4	19.8	2.6	23.3	22.1	1.2	18.0	14.8	3.2	8.1	6.7	1.4	4.4	4.4	0.0	23.4	18.5	4.9
ZM	45.4	44.4	1.0	1	27.1	26.9	0.2	34.3	34.2	0.1	35.7	39.1	-3.4	13.6	14.9	-1.3	9.8	9.0	0.8	38.3	37.5	0.8
MediaWorks Combo	102.3	106.2	-3.9		83.6	87.6	-4.0	99.9	103.5	-3.6	99.2	99.5	-0.3	43.6	45.4	-1.8	21.9	25.1	-3.2	106.3	107.8	-1.5
NZME Combo	106.2	109.1	-2.9		79.7	85.1	-5.4	93.4	98.2	-4.8	83.1	87.2	-4.1	38.8	41.2	-2.4	26.8	26.0	0.8	102.1	108.2	-6.1
All Commercial Radio	194.5	199.8	-5.3		150.9	160.9	-10.0	173.6	180.1	-6.5	167.8	175.3	-7.5	80.7	84.6	-3.9	46.8	50.2	-3.4	182.0	190.8	-8.8

MediaWorks Combo: Breeze, Channel X, 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 2 2025

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

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

	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	7:58	8:10	-0:12	4:22	4:28	-0:05	5:22	4:34	0:47	5:51	5:06	0:45	6:22	5:22	1:00	10:23	9:45	0:37	13:30	13:42	-0:11	7:45	6:25	1:19
Channel X	8:18	8:40	-0:21	16:49	21:47	-4:57	6:29	9:20	-2:51	5:42	7:51	-2:09	5:37	7:42	-2:05	6:54	2:18	4:35	9:10	1:49	7:20	8:02	4:36	3:25
Coast	8:50	10:45	-1:55	2:41	4:05	-1:24	3:17	4:01	-0:44	4:35	3:26	1:09	6:10	6:25	-0:15	9:46	13:18	-3:32	8:00	11:39	-3:39	3:12	7:04	-3:52
Edge	6:56	7:04	-0:08	4:44	5:20	-0:35	5:46	5:59	-0:13	5:41	6:33	-0:52	8:45	8:45	0:00	19:28	16:23	3:04	5:23	2:29	2:53	4:15	5:30	-1:15
George FM	6:48	7:48	-1:00	5:35	5:01	0:34	6:35	4:27	2:08	7:26	9:25	-1:58	7:21	9:20	-1:58	7:02	8:55	-1:53	*	*	*	1:32	2:08	-0:36
Gold Sport	13:17	10:56	2:21	0:30	0:30	0:00	*	*	*	*	*	*	*	*	*	23:37	23:37	0:00	20:20	19:27	0:52	*	*	*
Life FM	4:49	6:04	-1:15	4:28	7:23	-2:54	2:48	5:53	-3:04	2:30	2:24	0:05	4:55	4:31	0:24	7:30	9:46	-2:16	4:56	10:01	-5:05	4:16	7:38	-3:21
Magic	12:22	13:21	-0:58	3:16	2:04	1:12	0:41	0:39	0:02	2:46	2:09	0:36	2:29	2:08	0:20	13:26	17:19	-3:53	16:14	18:20	-2:05	1:59	1:53	0:05
Mai FM	7:17	7:52	-0:35	5:50	9:01	-3:11	7:24	8:00	-0:36	7:32	6:22	1:09	7:51	7:12	0:38	8:55	8:31	0:23	7:10	5:35	1:35	2:38	4:18	-1:39
Maniapoto FM	10:46	10:39	0:07	12:45	12:45	0:00	*	*	*	8:20	7:37	0:43	8:20	7:37	0:43	*	*	*	*	*	*	*	*	*
More FM	9:13	7:19	1:53	3:02	2:50	0:12	2:22	2:58	-0:35	8:16	6:45	1:30	11:30	8:47	2:42	14:20	10:03	4:16	11:21	8:19	3:01	7:54	3:51	4:02
Newstalk ZB	12:56	14:02	-1:05	1:42	1:35	0:07	5:09	7:18	-2:08	5:48	7:11	-1:23	7:45	7:57	-0:11	13:21	16:24	-3:03	16:04	19:11	-3:07	4:15	3:20	0:55
Nga Iwi FM	5:15	5:33	-0:17	7:11	7:20	-0:09	2:00	2:00	0:00	*	*	*	2:00	2:00	0:00	2:00	2:00	0:00	*	*	*	2:00	2:00	0:00
Radio Hauraki	6:02	5:12	0:50	3:09	2:47	0:21	3:42	3:38	0:04	8:10	6:09	2:01	6:16	5:40	0:36	6:51	6:04	0:46	13:13	8:34	4:39	9:00	6:18	2:42
Radio Waatea	2:15	2:15	0:00	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	2:15	2:15	0:00	*	*	*
Rhema	4:58	5:32	-0:33	*	1:15	*	2:45	2:39	0:05	2:45	4:19	-1:34	2:45	3:52	-1:07	7:18	5:44	1:34	5:23	8:02	-2:39	*	3:00	*
Rock	11:16	11:33	-0:16	9:00	10:28	-1:27	10:41	11:29	-0:48	11:56	11:57	-0:01	11:11	11:36	-0:24	12:01	12:00	0:01	16:16	12:57	3:19	7:59	7:41	0:17
Sanctuary**	5:59	4:40	1:19	14:00	14:00	0:00	5:30	5:30	0:00	5:30	5:30	0:00	5:30	2:44	2:45	6:44	5:44	1:00	6:44	5:34	1:09	5:30	2:44	2:45
Sport Nation*	29:40	31:23	-1:42	*	*	*	*	*	*	*	*	*	43:45	43:45	0:00	43:45	43:45	0:00	*	*	*	*	*	*
Tainui Live	5:06	4:46	0:20	6:39	4:32	2:06	4:01	4:52	-0:51	4:43	5:31	-0:47	5:11	6:00	-0:49	5:52	6:17	-0:25	3:25	3:47	-0:21	7:09	7:17	-0:08
Te Arawa FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
The Hits	8:40	7:34	1:06	4:17	5:07	-0:50	7:23	6:51	0:31	9:36	8:32	1:04	8:23	7:35	0:48	8:55	8:13	0:42	12:43	10:26	2:16	7:59	7:11	0:48
The Sound	11:49	10:35	1:13	12:34	10:44	1:50	13:24	9:19	4:05	11:13	8:15	2:57	11:42	9:01	2:40	10:30	9:53	0:36	10:49	11:46	-0:57	6:04	8:23	-2:19
ZM	6:30	6:12	0:18	6:38	4:45	1:52	6:32	6:22	0:09	6:51	7:32	-0:40	6:49	7:07	-0:17	6:08	5:16	0:51	4:59	4:30	0:29	7:54	9:18	-1:23
MediaWorks Combo	13:12	13:26	-0:14	9:54	11:21	-1:27	12:05	12:06	-0:00	12:16	12:07	0:08	13:19	12:49	0:29	15:56	15:15	0:40	15:50	16:39	-0:48	8:52	8:23	0:29
NZME Combo	10:46	11:08	-0:22	6:01	5:32	0:29	7:20	7:36	-0:15	8:40	8:58	-0:17	8:51	8:51	0:00	12:55	14:01	-1:05	15:52	18:14	-2:22	8:59	9:32	-0:32
All Commercial Radio	16:24	17:14	-0:49	11:36	12:56	-1:19	13:18	13:47	-0:29	14:12	14:32	-0:20	15:01	15:10	-0:09	19:04	19:59	-0:54	20:42	22:41	-1:58	11:32	12:23	-0:51
Potential (000)	314.8	314.8	0.0	74.8	74.8	0.0	110.4	110.8	-0.4	103.7	103.7	0.0	146.3	146.3	0.0	81.2	81.2	0.0	69.2	69.2	0.0	48.2	54.3	-6.1
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WAIKATO COMMERCIAL RADIO - SURVEY 2 2025

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

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	This	Last	+/-
Potential (000)	314.8	314.8	0.0
Sample Size	827	818	9

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

MediaWorks Combo: Breeze, Channel X, 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