



WAIKATO COMMERCIAL RADIO - SURVEY 3 2025

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

This Survey Period: Sun Aug 11 to Sat Nov 2 2024 & Sun Feb 9 to Sat May 3 & Sun May 11 to Sat Aug 2
Sun Aug 10 to Sat Nov 1 2025
Last 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

	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	6.5	7.3	-0.8	7	3.7	7.6	-3.9	4.2	4.6	-0.4	5.2	5.6	-0.4	5.2	5.7	-0.5	10.2	8.6	1.6	11.0	9.6	1.4	7.1	11.2	-4.1
Channel X	2.2	2.4	-0.2	13	1.9	6.3	-4.4	3.9	3.7	0.2	3.9	3.5	0.4	3.1	2.4	0.7	1.6	1.0	0.6	1.7	1.4	0.3	4.5	4.0	0.5
Coast	7.5	5.9	1.6	5	6.6	1.7	4.9	3.5	1.7	1.8	4.0	1.8	2.2	4.0	2.3	1.7	4.8	4.3	0.5	6.5	5.3	1.2	6.9	1.9	5.0
Edge	5.8	6.1	-0.3	8	10.8	11.3	-0.5	10.2	9.1	1.1	8.5	7.4	1.1	8.6	9.3	-0.7	3.7	6.0	-2.3	0.9	0.9	0.0	4.2	5.8	-1.6
George FM	3.1	1.4	1.7	12	2.6	2.3	0.3	5.5	3.3	2.2	7.7	2.8	4.9	5.4	2.3	3.1	0.2	0.6	-0.4	0.8	*	*	4.8	0.5	4.3
Gold Sport	1.2	1.2	0.0	16	*	*	*	*	*	*	*	*	*	*	*	*	2.2	2.0	0.2	2.6	2.4	0.2	*	*	*
Life FM	1.1	0.8	0.3	17	2.4	1.2	1.2	1.1	0.8	0.3	1.0	0.6	0.4	1.3	1.2	0.1	1.2	1.4	-0.2	0.4	0.4	0.0	1.6	0.9	0.7
Magic (Breeze Classic)*	5.2	5.4	-0.2	9	0.9	1.0	-0.1	0.1	*	*	0.4	0.2	0.2	1.0	0.3	0.7	6.7	6.2	0.5	10.8	12.8	-2.0	0.2	0.2	0.0
Mai FM	3.8	3.8	0.0	11	4.2	5.3	-1.1	8.9	8.7	0.2	7.2	7.1	0.1	6.7	6.4	0.3	2.6	2.6	0.0	0.4	0.4	0.0	4.0	2.3	1.7
Maniapoto FM	0.3	0.3	0.0	20	1.3	1.1	0.2	*	*	*	0.2	0.3	-0.1	0.2	0.2	0.0	*	*	*	*	*	*	*	*	*
More FM	4.5	4.0	0.5	10	2.4	2.3	0.1	1.5	1.0	0.5	4.0	3.9	0.1	6.6	5.5	1.1	8.5	7.3	1.2	4.1	4.1	0.0	4.8	5.4	-0.6
Newstalk ZB	11.1	12.8	-1.7	2	*	0.2	*	2.2	1.8	0.4	2.8	2.9	-0.1	3.4	5.9	-2.5	13.5	17.9	-4.4	22.5	24.3	-1.8	4.3	3.8	0.5
Nga Iwi FM	0.2	0.3	-0.1	22	1.6	1.4	0.2	0.1	0.1	0.0	*	*	*	*	0.1	*	*	0.1	*	*	*	*	0.2	0.3	-0.1
Radio Hauraki	1.6	1.8	-0.2	14	1.9	1.9	0.0	1.4	1.3	0.1	2.0	2.1	-0.1	2.5	2.5	0.0	1.9	2.7	-0.8	0.5	1.5	-1.0	2.6	4.1	-1.5
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.1	0.1	0.0	*	*	*
Rhema	0.3	0.3	0.0	20	*	*	*	0.2	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.0	0.6	0.6	0.0	0.9	0.9	0.0	0.2	*	*
Rock	11.1	10.2	0.9	2	17.9	11.6	6.3	17.6	17.4	0.2	16.9	18.5	-1.6	15.2	15.4	-0.2	9.5	8.7	0.8	5.4	5.2	0.2	10.3	7.3	3.0
Sanctuary	0.7	0.5	0.2	19	1.0	0.8	0.2	0.3	0.1	0.2	0.3	0.1	0.2	0.2	0.1	0.1	1.4	0.7	0.7	1.5	0.8	0.7	0.5	0.4	0.1
Sport Nation	1.4	1.9	-0.5	15	*	*	*	*	*	*	*	*	*	*	0.6	*	*	0.9	*	*	*	*	*	*	*
Tainui Live	0.8	0.9	-0.1	18	1.8	1.9	-0.1	0.8	0.8	0.0	1.1	1.1	0.0	1.0	0.9	0.1	0.6	0.7	-0.1	0.5	0.5	0.0	0.7	1.0	-0.3
Te Arawa FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
The Hits	7.2	8.7	-1.5	6	5.8	5.5	0.3	8.6	9.8	-1.2	9.1	11.3	-2.2	9.0	9.9	-0.9	6.8	9.3	-2.5	6.9	10.9	-4.0	13.9	18.2	-4.3
The Sound	11.5	10.8	0.7	1	12.1	13.1	-1.0	11.5	12.6	-1.1	7.8	8.4	-0.6	8.8	10.7	-1.9	14.0	11.6	2.4	18.1	13.2	4.9	4.4	4.7	-0.3
ZM	10.9	10.9	0.0	4	19.3	21.5	-2.2	16.7	21.0	-4.3	16.1	19.6	-3.5	16.1	15.6	0.5	8.6	5.3	3.3	2.3	2.2	0.1	22.9	25.1	-2.2
MediaWorks Combo	54.0	51.6	2.4		56.6	60.8	-4.2	63.9	60.9	3.0	62.2	58.0	4.2	61.2	58.6	2.6	57.0	52.4	4.6	53.2	47.5	5.7	44.8	42.2	2.6
NZME Combo	39.7	41.4	-1.7		33.8	31.5	2.3	32.7	35.7	-3.0	34.2	37.9	-3.7	35.2	36.4	-1.2	37.9	41.5	-3.6	41.3	46.6	-5.3	50.7	53.3	-2.6
Potential (000)	314.8	314.8	0.0		74.8	74.8	0.0	109.5	110.4	-0.9	103.7	103.7	0.0	146.3	146.3	0.0	81.2	81.2	0.0	69.2	69.2	0.0	53.5	48.2	5.3
Sample	863	827	36		201	203	-2	282	255	27	289	256	33	399	368	31	212	216	-4	193	187	6	158	141	17

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

MediaWorks Combo: Breeze, Channel X, Edge, George FM, Magic (Breeze Classic), 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

*Magic rebranded to Breeze Classic from Nov 1st 2025



WAIKATO COMMERCIAL RADIO - SURVEY 3 2025

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

This Survey Period: Sun Aug 11 to Sat Nov 2 2024 & Sun Feb 9 to Sat May 3 & Sun May 11 to Sat Aug 2
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	This	Last	+/-
Potential (000)	314.8	314.8	0.0
Sample Size	863	827	36

	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	6.0	6.6	-0.6	6	6.2	6.9	-0.7	6.6	7.1	-0.5	6.8	7.2	-0.4	10.7	9.3	1.4	3.4	3.0	0.4	6.6	9.0	-2.4
Channel X	1.2	1.2	0.0	17	3.3	3.7	-0.4	2.5	2.8	-0.3	2.6	2.3	0.3	1.2	1.3	-0.1	*	0.1	*	2.0	2.9	-0.9
Coast	7.5	5.0	2.5	5	7.8	6.6	1.2	8.2	7.0	1.2	5.1	3.2	1.9	5.9	6.0	-0.1	3.1	3.4	-0.3	9.4	6.9	2.5
Edge	5.1	4.8	0.3	9	4.6	5.3	-0.7	6.6	7.3	-0.7	7.6	8.7	-1.1	3.6	4.0	-0.4	5.0	4.5	0.5	6.5	6.2	0.3
George FM	2.1	1.0	1.1	13	3.1	1.3	1.8	3.7	2.0	1.7	4.6	1.5	3.1	1.5	1.4	0.1	2.6	1.1	1.5	2.8	0.8	2.0
Gold Sport	0.3	0.4	-0.1	19	1.7	1.1	0.6	1.0	1.4	-0.4	0.3	0.4	-0.1	*	*	*	0.9	*	*	2.6	2.9	-0.3
Life FM	1.6	1.2	0.4	14	0.5	0.4	0.1	0.6	0.3	0.3	0.9	1.1	-0.2	2.0	1.7	0.3	2.0	1.8	0.2	1.4	0.8	0.6
Magic (Breeze Classic)*	3.5	3.1	0.4	11	6.3	6.3	0.0	4.8	4.8	0.0	3.8	4.4	-0.6	5.3	8.8	-3.5	2.1	4.6	-2.5	8.0	7.8	0.2
Mai FM	4.8	4.7	0.1	10	3.2	3.2	0.0	3.7	3.4	0.3	4.1	4.4	-0.3	4.4	5.0	-0.6	6.8	6.7	0.1	2.3	2.6	-0.3
Maniapoto FM	0.2	0.2	0.0	21	0.4	0.4	0.0	0.4	0.3	0.1	0.4	0.4	0.0	0.5	0.4	0.1	*	*	*	*	*	*
More FM	5.3	4.8	0.5	8	4.7	3.8	0.9	5.7	5.1	0.6	4.5	4.9	-0.4	2.4	2.1	0.3	2.6	1.8	0.8	3.0	2.2	0.8
Newstalk ZB	15.3	19.8	-4.5	1	8.7	8.8	-0.1	6.2	7.0	-0.8	12.3	13.2	-0.9	17.1	20.9	-3.8	21.3	22.4	-1.1	10.4	12.0	-1.6
Nga Iwi FM	*	*	*	*	0.2	0.2	0.0	0.4	0.3	0.1	0.5	0.5	0.0	1.3	1.1	0.2	*	1.0	*	*	*	*
Radio Hauraki	1.4	1.7	-0.3	16	1.6	2.1	-0.5	1.4	1.7	-0.3	1.6	1.3	0.3	3.8	3.1	0.7	1.0	1.1	-0.1	1.8	1.8	0.0
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	0.3	0.0	0.3	0.3	0.0	0.2	0.1	0.1	*	*	*	2.4	2.4	0.0	0.1	0.1	0.0
Rock	13.6	12.0	1.6	2	10.8	10.6	0.2	12.8	12.0	0.8	10.8	9.7	1.1	8.7	8.3	0.4	15.3	13.9	1.4	7.2	5.9	1.3
Sanctuary	0.4	0.3	0.1	18	0.5	0.4	0.1	0.5	0.4	0.1	0.1	0.1	0.0	1.8	0.7	1.1	3.6	2.5	1.1	1.2	0.6	0.6
Sport Nation	2.4	3.0	-0.6	12	1.7	2.0	-0.3	1.8	2.0	-0.2	2.0	2.4	-0.4	*	*	*	0.2	4.6	-4.4	*	0.4	*
Tainui Live	1.6	1.6	0.0	14	0.9	0.5	0.4	0.6	0.6	0.0	1.6	2.0	-0.4	*	*	*	*	*	*	0.2	0.3	-0.1
Te Arawa FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
The Hits	5.8	5.9	-0.1	7	8.5	11.6	-3.1	6.8	10.4	-3.6	6.1	6.9	-0.8	4.4	3.9	0.5	6.9	6.1	0.8	9.5	9.7	-0.2
The Sound	8.0	7.0	1.0	4	15.2	14.2	1.0	14.6	12.3	2.3	7.9	7.9	0.0	8.6	7.3	1.3	8.6	6.4	2.2	11.7	13.5	-1.8
ZM	12.7	13.4	-0.7	3	8.4	8.9	-0.5	9.7	9.3	0.4	13.1	13.5	-0.4	12.8	10.3	2.5	10.3	9.3	1.0	11.0	10.8	0.2
MediaWorks Combo	49.7	45.4	4.3		57.5	55.3	2.2	61.1	57.0	4.1	53.4	51.4	2.0	47.1	48.2	-1.1	47.4	42.9	4.5	50.3	51.1	-0.8
NZME Combo	43.1	46.3	-3.2		36.8	39.1	-2.3	33.3	37.0	-3.7	38.5	38.8	-0.3	44.0	44.6	-0.6	43.5	42.5	1.0	45.1	44.3	0.8

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

*Magic rebranded to Breeze Classic from Nov 1st 2025



WAIKATO COMMERCIAL RADIO - SURVEY 3 2025

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

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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	31.5	37.6	-6.1	7	6.9	10.9	-4.0	9.4	10.0	-0.6	11.1	11.5	-0.4	15.4	16.5	-1.1	10.2	11.4	-1.2	7.8	8.3	-0.5	5.5	7.0	-1.5
Channel X	12.4	12.1	0.3	13	2.1	2.4	-0.3	5.8	6.7	-0.9	7.0	7.4	-0.4	8.0	8.0	0.0	2.9	2.0	0.9	2.3	1.8	0.5	3.2	2.4	0.8
Coast	29.0	27.4	1.6	8	3.7	3.9	-0.2	6.4	6.1	0.3	6.6	4.7	1.9	8.9	6.9	2.0	7.3	6.0	1.3	9.6	7.8	1.8	4.4	2.9	1.5
Edge	32.2	36.5	-4.3	6	12.2	14.9	-2.7	18.1	18.5	-0.4	15.2	15.6	-0.4	17.7	19.6	-1.9	2.8	4.3	-1.5	2.0	2.0	0.0	6.9	6.7	0.2
George FM	11.7	8.2	3.5	14	3.2	2.5	0.7	7.4	5.8	1.6	6.2	4.5	1.7	8.0	5.6	2.4	1.8	1.2	0.6	0.5	*	*	2.2	1.4	0.8
Gold Sport	3.5	3.7	-0.2	18	0.4	0.4	0.0	*	*	*	*	*	*	*	*	*	0.9	1.2	-0.3	1.6	1.4	0.2	*	*	*
Life FM	8.4	6.9	1.5	15	2.8	1.7	1.1	3.3	3.2	0.1	3.7	2.7	1.0	5.1	4.3	0.8	1.8	2.5	-0.7	0.5	0.9	-0.4	1.6	1.0	0.6
Magic (Breeze Classic)*	17.0	18.0	-1.0	11	2.4	1.9	0.5	0.6	0.6	0.0	1.1	0.8	0.3	2.5	2.3	0.2	5.5	6.3	-0.8	8.3	9.2	-0.9	0.5	0.6	-0.1
Mai FM	22.2	21.4	0.8	9	5.3	5.7	-0.4	14.1	13.8	0.3	12.4	11.4	1.0	16.2	15.0	1.2	4.2	4.0	0.2	0.6	0.6	0.0	6.0	4.2	1.8
Maniapoto FM	0.7	1.0	-0.3	22	0.6	0.5	0.1	*	*	*	0.2	0.4	-0.2	0.2	0.4	-0.2	*	*	*	*	*	*	*	*	*
More FM	21.3	17.7	3.6	10	5.2	4.7	0.5	7.4	5.2	2.2	7.7	5.7	2.0	11.8	8.8	3.0	7.6	7.0	0.6	4.3	4.2	0.1	4.8	3.3	1.5
Newstalk ZB	35.5	40.7	-5.2	5	0.4	0.6	-0.2	5.1	4.2	0.9	5.9	5.9	0.0	9.9	14.1	-4.2	14.8	18.6	-3.8	17.1	17.7	-0.6	5.1	4.3	0.8
Nga Iwi FM	1.2	2.0	-0.8	21	1.2	1.3	-0.1	0.6	0.7	-0.1	*	*	*	*	0.7	*	*	0.7	*	*	*	*	0.6	0.7	-0.1
Radio Hauraki	13.8	12.2	1.6	12	3.7	3.8	-0.1	4.3	4.0	0.3	3.3	3.0	0.3	7.8	7.2	0.6	5.9	5.4	0.5	2.2	1.3	0.9	1.3	2.2	-0.9
Radio Waatea	0.4	0.7	-0.3	23	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.4	0.7	-0.3	*	*	*
Rhema	2.7	2.3	0.4	19	*	*	*	0.7	0.4	0.3	0.7	0.4	0.3	0.7	0.4	0.3	1.1	1.1	0.0	2.0	2.0	0.0	0.3	*	*
Rock	43.7	37.3	6.4	2	10.9	8.0	2.9	23.6	19.1	4.5	22.2	18.7	3.5	28.2	25.3	2.9	10.2	9.9	0.3	4.7	3.7	1.0	7.8	4.5	3.3
Sanctuary	3.9	3.3	0.6	17	0.4	0.4	0.0	1.1	0.3	0.8	1.1	0.3	0.8	1.1	0.3	0.8	1.8	1.4	0.4	1.8	1.4	0.4	1.0	0.3	0.7
Sport Nation	2.0	2.7	-0.7	20	*	*	*	*	*	*	*	*	*	*	0.3	*	*	0.3	*	*	*	*	*	*	*
Tainui Live	7.6	6.9	0.7	16	1.6	1.8	-0.2	2.6	2.3	0.3	3.3	2.8	0.5	4.5	3.4	1.1	1.9	1.6	0.3	1.6	1.8	-0.2	1.6	0.7	0.9
Te Arawa FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
The Hits	40.1	41.3	-1.2	3	8.9	8.0	0.9	15.4	15.5	-0.1	14.6	14.2	0.4	21.4	21.8	-0.4	12.7	14.3	-1.6	8.5	10.0	-1.5	10.4	11.0	-0.6
The Sound	37.9	37.8	0.1	4	6.3	6.5	-0.2	10.9	11.0	-0.1	10.4	9.0	1.4	17.6	16.8	0.8	16.5	15.3	1.2	13.8	14.3	-0.5	4.3	3.7	0.6
ZM	63.6	68.9	-5.3	1	18.6	20.2	-1.6	32.2	37.6	-5.4	28.1	34.6	-6.5	36.3	42.0	-5.7	13.5	11.9	1.6	6.1	5.2	0.9	15.7	15.3	0.4
MediaWorks Combo	158.8	161.1	-2.3		35.6	38.3	-2.7	61.1	59.1	2.0	59.9	57.1	2.8	82.8	80.8	2.0	45.8	45.5	0.3	34.8	35.1	-0.3	26.8	23.0	3.8
NZME Combo	150.7	158.3	-7.6		31.7	32.6	-0.9	55.0	57.0	-2.0	50.1	52.7	-2.6	70.6	75.5	-4.9	42.5	44.4	-1.9	33.2	34.4	-1.2	31.0	28.7	2.3
All Commercial Radio	244.9	251.1	-6.2		51.7	53.8	-2.1	88.0	88.1	-0.1	85.7	85.1	0.6	121.1	122.4	-1.3	70.1	72.5	-2.4	54.6	56.6	-2.0	45.8	42.0	3.8
Potential (000)	314.8	314.8	0.0		74.8	74.8	0.0	109.5	110.4	-0.9	103.7	103.7	0.0	146.3	146.3	0.0	81.2	81.2	0.0	69.2	69.2	0.0	53.5	48.2	5.3
Sample	863	827	36		201	203	-2	282	255	27	289	256	33	399	368	31	212	216	-4	193	187	6	158	141	17

MediaWorks Combo: Breeze, Channel X, Edge, George FM, Magic (Breeze Classic), 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

*Magic rebranded to Breeze Classic from Nov 1st 2025



WAIKATO COMMERCIAL RADIO - SURVEY 3 2025

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

This Survey Period: Sun Aug 11 to Sat Nov 2 2024 & Sun Feb 9 to Sat May 3 & Sun May 11 to Sat Aug 2
Sun Aug 10 to Sat Nov 1 2025
Last 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

	This	Last	+/-
Potential (000)	314.8	314.8	0.0
Sample Size	863	827	36

	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	17.9	20.8	-2.9	7	12.5	14.3	-1.8	17.0	20.9	-3.9	14.3	16.4	-2.1	8.9	9.7	-0.8	3.7	3.0	0.7	15.5	21.3	-5.8
Channel X	4.1	3.9	0.2	16	6.2	4.9	1.3	6.5	6.6	-0.1	5.4	5.1	0.3	2.4	1.2	1.2	*	0.3	*	6.4	7.3	-0.9
Coast	15.9	15.6	0.3	8	17.5	15.2	2.3	20.6	20.9	-0.3	11.4	8.8	2.6	4.2	3.7	0.5	2.4	3.2	-0.8	14.6	14.5	0.1
Edge	18.3	20.5	-2.2	6	11.1	13.4	-2.3	14.5	18.0	-3.5	17.5	21.3	-3.8	5.3	6.5	-1.2	4.4	4.9	-0.5	16.2	19.1	-2.9
George FM	4.8	2.9	1.9	14	4.7	2.9	1.8	6.6	4.9	1.7	6.0	3.9	2.1	1.9	1.7	0.2	2.2	1.2	1.0	4.1	2.9	1.2
Gold Sport	0.4	0.6	-0.2	21	0.9	0.6	0.3	1.2	1.4	-0.2	0.4	0.6	-0.2	*	*	*	0.5	*	*	2.8	2.9	-0.1
Life FM	4.9	3.8	1.1	13	2.3	1.2	1.1	2.9	1.3	1.6	3.0	2.3	0.7	1.6	0.6	1.0	1.7	1.6	0.1	5.9	4.5	1.4
Magic (Breeze Classic)*	7.9	7.6	0.3	11	9.5	8.5	1.0	9.7	9.8	-0.1	6.7	7.4	-0.7	3.0	3.6	-0.6	0.9	1.8	-0.9	9.8	11.5	-1.7
Mai FM	13.6	13.1	0.5	9	8.3	8.8	-0.5	10.6	10.3	0.3	10.6	10.2	0.4	6.3	6.4	-0.1	3.7	3.4	0.3	7.7	8.2	-0.5
Maniapoto FM	0.7	1.0	-0.3	20	0.7	0.7	0.0	0.7	0.7	0.0	0.7	1.0	-0.3	0.6	0.5	0.1	*	*	*	*	*	*
More FM	10.4	10.5	-0.1	10	8.9	8.8	0.1	13.1	12.2	0.9	12.7	12.2	0.5	5.5	5.0	0.5	1.4	1.2	0.2	10.7	8.5	2.2
Newstalk ZB	25.8	30.6	-4.8	3	17.5	23.2	-5.7	17.6	22.2	-4.6	18.6	22.7	-4.1	10.2	13.4	-3.2	8.3	10.6	-2.3	20.7	25.8	-5.1
Nga Iwi FM	*	*	*	*	0.6	0.5	0.1	1.2	1.3	-0.1	1.2	1.3	-0.1	0.6	0.5	0.1	*	0.7	*	*	*	*
Radio Hauraki	5.6	5.7	-0.1	12	5.8	6.2	-0.4	7.2	6.8	0.4	5.2	4.4	0.8	4.9	3.3	1.6	0.3	0.4	-0.1	6.2	5.6	0.6
Radio Waatea	0.4	0.7	-0.3	21	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.4	0.7	-0.3
Rhema	1.3	1.0	0.3	19	1.9	1.9	0.0	1.6	1.2	0.4	1.2	0.8	0.4	*	*	*	0.6	0.7	-0.1	1.2	0.9	0.3
Rock	27.9	24.8	3.1	2	18.7	17.6	1.1	24.5	21.2	3.3	22.5	21.5	1.0	7.9	7.0	0.9	7.7	6.5	1.2	22.2	19.2	3.0
Sanctuary	2.0	1.6	0.4	17	3.3	2.3	1.0	2.3	2.0	0.3	0.6	0.6	0.0	1.4	1.1	0.3	1.6	1.1	0.5	2.3	1.8	0.5
Sport Nation	1.8	2.4	-0.6	18	1.6	1.9	-0.3	1.3	1.7	-0.4	1.3	1.7	-0.4	*	*	*	0.4	0.8	-0.4	*	0.3	*
Tainui Live	4.6	4.6	0.0	15	2.1	1.2	0.9	2.3	2.6	-0.3	2.4	2.9	-0.5	*	*	*	*	*	*	1.3	1.9	-0.6
Te Arawa FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
The Hits	20.0	19.3	0.7	4	18.8	20.5	-1.7	20.4	23.8	-3.4	15.6	17.3	-1.7	7.8	6.1	1.7	3.8	3.7	0.1	24.6	25.3	-0.7
The Sound	19.2	18.8	0.4	5	21.3	22.4	-1.1	23.3	23.3	0.0	19.3	18.0	1.3	8.6	8.1	0.5	4.3	4.4	-0.1	22.4	23.4	-1.0
ZM	38.8	45.4	-6.6	1	24.5	27.1	-2.6	33.6	34.3	-0.7	30.5	35.7	-5.2	12.0	13.6	-1.6	9.7	9.8	-0.1	35.9	38.3	-2.4
MediaWorks Combo	101.4	102.3	-0.9		80.8	83.6	-2.8	97.3	99.9	-2.6	95.4	99.2	-3.8	43.7	43.6	0.1	23.0	21.9	1.1	97.9	106.3	-8.4
NZME Combo	97.7	106.2	-8.5		74.8	79.7	-4.9	88.2	93.4	-5.2	75.2	83.1	-7.9	37.3	38.8	-1.5	23.8	26.8	-3.0	96.2	102.1	-5.9
All Commercial Radio	187.0	194.5	-7.5		145.0	150.9	-5.9	167.8	173.6	-5.8	156.7	167.8	-11.1	79.6	80.7	-1.1	45.4	46.8	-1.4	171.9	182.0	-10.1

MediaWorks Combo: Breeze, Channel X, Edge, George FM, Magic (Breeze Classic), 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

*Magic rebranded to Breeze Classic from Nov 1st 2025



WAIKATO COMMERCIAL RADIO - SURVEY 3 2025

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

This Survey Period: Sun Aug 11 to Sat Nov 2 2024 & Sun Feb 9 to Sat May 3 & Sun May 11 to Sat Aug 2
Sun Aug 10 to Sat Nov 1 2025
Last 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

	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	7:53	7:58	-0:05	3:15	4:22	-1:07	4:58	5:22	-0:24	5:29	5:51	-0:22	5:48	6:22	-0:34	12:33	10:23	2:10	16:04	13:30	2:33	7:01	7:45	-0:43
Channel X	6:42	8:18	-1:36	5:22	16:49	-11:27	7:26	6:29	0:57	6:32	5:42	0:50	6:32	5:37	0:55	7:00	6:54	0:06	8:31	9:10	-0:39	7:39	8:02	-0:23
Coast	9:58	8:50	1:07	10:45	2:41	8:04	6:07	3:17	2:49	7:12	4:35	2:36	7:46	6:10	1:36	8:08	9:46	-1:37	7:41	8:00	-0:18	8:22	3:12	5:10
Edge	6:57	6:56	0:00	5:17	4:44	0:32	6:14	5:46	0:28	6:39	5:41	0:58	8:17	8:45	-0:28	16:15	19:28	-3:12	4:54	5:23	-0:28	3:17	4:15	-0:57
George FM	10:05	6:48	3:17	4:49	5:35	-0:46	8:21	6:35	1:45	14:40	7:26	7:13	11:37	7:21	4:15	1:08	7:02	-5:54	20:44	*	*	11:51	1:32	10:18
Gold Sport	12:59	13:17	-0:18	0:30	0:30	0:00	*	*	*	*	*	*	*	*	*	29:49	23:37	6:12	18:46	20:20	-1:33	*	*	*
Life FM	4:57	4:49	0:08	5:12	4:28	0:44	3:33	2:48	0:44	3:02	2:30	0:32	4:31	4:55	-0:23	8:26	7:30	0:56	7:45	4:56	2:48	5:35	4:16	1:19
Magic (Breeze Classic)*	11:47	12:22	-0:35	2:12	3:16	-1:03	1:08	0:41	0:27	4:02	2:46	1:15	6:39	2:29	4:10	15:06	13:26	1:40	14:46	16:14	-1:27	1:59	1:59	-0:00
Mai FM	6:29	7:17	-0:47	4:46	5:50	-1:03	6:58	7:24	-0:26	6:50	7:32	-0:41	7:03	7:51	-0:48	7:52	8:55	-1:02	6:38	7:10	-0:32	3:35	2:38	0:57
Maniapoto FM	14:00	10:46	3:13	12:45	12:45	0:00	*	*	*	19:00	8:20	10:39	19:00	8:20	10:39	*	*	*	*	*	*	*	*	*
More FM	8:10	9:13	-1:03	2:48	3:02	-0:14	2:13	2:22	-0:09	6:07	8:16	-2:08	9:32	11:30	-1:58	13:54	14:20	-0:25	10:56	11:21	-0:24	5:22	7:54	-2:31
Newstalk ZB	11:59	12:56	-0:56	0:15	1:42	-1:27	4:47	5:09	-0:22	5:40	5:48	-0:07	5:52	7:45	-1:52	11:27	13:21	-1:54	14:57	16:04	-1:07	4:36	4:15	0:20
Nga Iwi FM	8:08	5:15	2:52	8:08	7:11	0:57	2:00	2:00	0:00	*	*	*	*	2:00	*	*	2:00	*	*	*	*	2:00	2:00	0:00
Radio Hauraki	4:33	6:02	-1:29	3:10	3:09	0:00	3:33	3:42	-0:09	7:10	8:10	-1:00	5:33	6:16	-0:43	4:05	6:51	-2:45	2:25	13:13	-10:48	10:53	9:00	1:52
Radio Waatea	2:15	2:15	0:00	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	2:15	2:15	0:00	*	*	*
Rhema	4:34	4:58	-0:23	*	*	*	2:58	2:45	0:13	2:58	2:45	0:13	2:58	2:45	0:13	6:53	7:18	-0:24	5:09	5:23	-0:13	3:15	*	*
Rock	9:47	11:16	-1:29	9:51	9:00	0:50	8:16	10:41	-2:24	9:00	11:56	-2:55	9:12	11:11	-1:59	11:41	12:01	-0:20	13:02	16:16	-3:14	7:08	7:59	-0:50
Sanctuary	7:26	5:59	1:27	14:00	14:00	0:00	3:24	5:30	-2:05	3:24	5:30	-2:05	3:24	5:30	-2:05	9:51	6:44	3:06	9:51	6:44	3:06	2:53	5:30	-2:36
Sport Nation	26:39	29:40	-3:01	*	*	*	*	*	*	*	*	*	*	43:45	*	*	43:45	*	*	*	*	*	*	*
Tainui Live	4:15	5:06	-0:51	6:42	6:39	0:03	3:19	4:01	-0:41	3:50	4:43	-0:52	3:37	5:11	-1:33	3:50	5:52	-2:02	3:31	3:25	0:06	2:12	7:09	-4:56
Te Arawa FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
The Hits	6:55	8:40	-1:45	3:53	4:17	-0:24	6:12	7:23	-1:10	7:23	9:36	-2:13	7:07	8:23	-1:16	6:44	8:55	-2:11	9:18	12:43	-3:24	7:15	7:59	-0:44
The Sound	11:39	11:49	-0:09	11:32	12:34	-1:02	11:45	13:24	-1:39	8:50	11:13	-2:22	8:30	11:42	-3:11	10:36	10:30	0:05	14:55	10:49	4:05	5:39	6:04	-0:24
ZM	6:34	6:30	0:04	6:11	6:38	-0:26	5:44	6:32	-0:47	6:47	6:51	-0:04	7:33	6:49	0:43	7:59	6:08	1:51	4:19	4:59	-0:39	7:53	7:54	-0:00
MediaWorks Combo	13:02	13:12	-0:09	9:30	9:54	-0:24	11:36	12:05	-0:29	12:17	12:16	0:00	12:35	13:19	-0:43	15:34	15:56	-0:21	17:23	15:50	1:33	9:03	8:52	0:11
NZME Combo	10:06	10:46	-0:40	6:22	6:01	0:20	6:35	7:20	-0:45	8:05	8:40	-0:35	8:29	8:51	-0:22	11:10	12:55	-1:44	14:07	15:52	-1:44	8:54	8:59	-0:05
All Commercial Radio	15:40	16:24	-0:44	11:34	11:36	-0:02	12:36	13:18	-0:42	13:48	14:12	-0:23	14:04	15:01	-0:57	17:51	19:04	-1:13	20:49	20:42	0:06	11:51	11:32	0:19
Potential (000)	314.8	314.8	0.0	74.8	74.8	0.0	109.5	110.4	-0.9	103.7	103.7	0.0	146.3	146.3	0.0	81.2	81.2	0.0	69.2	69.2	0.0	53.5	48.2	5.3
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MediaWorks Combo: Breeze, Channel X, Edge, George FM, Magic (Breeze Classic), Mai FM, More FM, Rock, The Sound, or internet only listening to Humm FM

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*Magic rebranded to Breeze Classic from Nov 1st 2025



WAIKATO COMMERCIAL RADIO - SURVEY 3 2025

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

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

	This	Last	+/-
Potential (000)	314.8	314.8	0.0
Sample Size	863	827	36

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

MediaWorks Combo: Breeze, Channel X, Edge, George FM, Magic (Breeze Classic), 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

*Magic rebranded to Breeze Classic from Nov 1st 2025