



# WAIKATO COMMERCIAL RADIO - SURVEY 1 2024

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

Survey Comparisons: 3/2017 - 1/2020

This Survey Period: Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 2024

Last Survey Period: Sun Sep 4 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023

	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	7.0	6.7	0.3	6	7.0	5.8	1.2	6.3	5.4	0.9	4.2	4.2	0.0	4.0	5.3	-1.3	9.0	7.8	1.2	12.5	9.0	3.5	3.6	4.0	-0.4	
Coast	7.0	6.6	0.4	6	0.5	1.0	-0.5	0.8	0.8	0.0	1.4	1.2	0.2	4.4	3.7	0.7	11.0	8.2	2.8	15.2	15.8	-0.6	12.0	8.9	3.1	
Edge	5.2	5.5	-0.3	9	9.4	10.0	-0.6	7.1	7.6	-0.5	7.0	6.9	0.1	6.0	6.0	0.0	3.3	4.2	-0.9	1.7	2.2	-0.5	5.5	7.8	-2.3	
George FM	1.4	0.7	0.7	14	1.2	1.1	0.1	3.0	1.4	1.6	3.6	1.0	2.6	2.6	1.0	1.6	0.5	0.5	0.0	0.1	0.1	0.0	0.2	0.1	0.1	
Gold Sport	0.1	0.1	0.0	19	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
Life FM	2.1	1.0	1.1	13	4.5	1.6	2.9	2.6	1.6	1.0	1.5	2.3	-0.8	1.7	1.5	0.2	2.0	0.2	1.8	1.4	0.1	1.3	2.4	2.1	0.3	
Magic	4.1	3.6	0.5	10	0.8	0.9	-0.1	0.2	0.2	0.0	0.2	0.2	0.0	0.8	0.9	-0.1	5.5	4.1	1.4	10.8	9.5	1.3	4.8	5.7	-0.9	
Mai FM	7.9	6.4	1.5	5	18.3	12.2	6.1	15.7	11.4	4.3	10.7	12.6	-1.9	8.4	8.2	0.2	2.5	1.3	1.2	0.2	*	*	*	9.5	9.0	0.5
Maniapoto FM	0.1	0.1	0.0	19	0.3	0.3	0.0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
More FM	3.9	3.4	0.5	11	2.1	2.5	-0.4	2.5	3.3	-0.8	3.8	4.3	-0.5	5.2	4.1	1.1	5.9	3.9	2.0	4.3	3.7	0.6	3.5	3.9	-0.4	
Newstalk ZB	11.6	10.5	1.1	2	0.7	1.1	-0.4	2.9	1.4	1.5	4.1	2.2	1.9	6.2	5.2	1.0	13.4	13.5	-0.1	19.2	17.7	1.5	5.6	8.4	-2.8	
Nga Iwi FM	0.1	0.4	-0.3	19	0.4	1.4	-1.0	0.2	0.3	-0.1	0.2	0.3	-0.1	0.1	0.1	0.0	*	*	*	*	*	*	0.1	0.1	0.0	
Radio Hauraki	2.5	2.4	0.1	12	1.1	0.9	0.2	2.8	2.5	0.3	4.6	4.1	0.5	4.7	4.1	0.6	3.1	3.4	-0.3	0.9	1.7	-0.8	4.2	3.8	0.4	
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	0.3	*	*	16	0.1	*	*	0.2	*	*	0.1	*	*	0.2	*	*	0.2	*	*	0.5	0.1	0.4	0.2	*	*	
Rock	14.1	16.2	-2.1	1	20.9	25.5	-4.6	22.9	29.5	-6.6	20.5	22.9	-2.4	16.9	18.8	-1.9	10.6	12.5	-1.9	7.6	8.6	-1.0	11.2	11.7	-0.5	
SENZ Sport	0.3	1.1	-0.8	16	*	*	*	0.6	2.4	-1.8	0.8	3.0	-2.2	0.7	2.0	-1.3	0.4	0.5	-0.1	0.1	0.2	-0.1	0.7	0.8	-0.1	
Star	0.3	0.4	-0.1	16	*	*	*	*	*	*	*	*	*	*	*	*	0.8	1.0	-0.2	1.1	1.6	-0.5	*	*	*	
Tainui Live	0.7	0.6	0.1	15	0.7	0.8	-0.1	0.9	1.1	-0.2	1.2	1.4	-0.2	0.8	0.8	0.0	0.6	0.1	0.5	0.7	0.1	0.6	1.1	0.5	0.6	
Te Arawa FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
The Hits	5.9	6.3	-0.4	8	4.9	4.8	0.1	3.4	3.2	0.2	4.6	4.4	0.2	5.2	5.1	0.1	5.6	6.8	-1.2	6.6	8.3	-1.7	3.2	5.5	-2.3	
The Sound	9.1	11.4	-2.3	4	6.4	6.9	-0.5	4.7	3.1	1.6	4.4	4.8	-0.4	11.3	14.6	-3.3	17.8	22.2	-4.4	10.0	11.9	-1.9	12.5	11.5	1.0	
ZM	10.8	12.2	-1.4	3	14.6	18.9	-4.3	15.9	19.9	-4.0	20.6	20.0	0.6	15.3	15.8	-0.5	5.6	8.1	-2.5	3.1	3.6	-0.5	16.8	12.4	4.4	
MediaWorks Combo	52.7	53.9	-1.2		66.2	64.9	1.3	62.3	61.8	0.5	54.4	57.0	-2.6	55.2	58.9	-3.7	55.1	56.5	-1.4	47.2	45.1	2.1	50.9	53.8	-2.9	
NZME Combo	38.7	38.7	0.0		23.5	28.2	-4.7	27.2	29.4	-2.2	36.6	33.4	3.2	36.6	34.6	2.0	38.7	40.0	-1.3	45.1	47.1	-2.0	43.3	40.4	2.9	
Potential (000)	303.9	295.6	8.3		72.2	70.9	1.3	109.7	105.0	4.7	99.1	95.5	3.6	141.2	137.0	4.2	79.9	78.5	1.4	66.9	65.4	1.5	68.6	65.8	2.8	
Sample	890	869	21		228	216	12	344	332	12	339	328	11	456	441	15	199	197	2	157	159	-2	220	217	3	

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

MediaWorks Combo: Breeze, 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



# WAIKATO COMMERCIAL RADIO - SURVEY 1 2024

Station Share (%) by Daypart, People 10+

Survey Comparisons: 3/2017 - 1/2020

This Survey Period: Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 2024

Last Survey Period: Sun Sep 4 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023

	This	Last	+/-
Potential (000)	303.9	295.6	8.3
Sample Size	890	869	21

	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	6.1	6.5	-0.4	6	7.9	7.9	0.0	8.7	7.3	1.4	8.5	6.9	1.6	3.6	4.9	-1.3	1.2	1.4	-0.2	6.3	6.4	-0.1
Coast	5.8	6.2	-0.4	7	10.2	9.7	0.5	7.5	5.3	2.2	4.8	4.7	0.1	2.1	2.9	-0.8	6.6	5.8	0.8	7.1	7.7	-0.6
Edge	4.2	4.8	-0.6	9	3.9	4.6	-0.7	5.3	6.9	-1.6	6.7	6.6	0.1	5.4	2.3	3.1	6.0	6.2	-0.2	6.0	5.4	0.6
George FM	1.2	0.7	0.5	14	1.6	0.3	1.3	1.6	0.7	0.9	2.3	1.3	1.0	1.5	0.8	0.7	0.3	0.2	0.1	1.0	0.7	0.3
Gold Sport	*	*	*	*	*	*	*	*	*	*	*	*	*	0.5	0.2	0.3	*	*	*	0.2	0.2	0.0
Life FM	3.1	1.6	1.5	11	1.6	0.6	1.0	2.2	1.2	1.0	2.1	0.8	1.3	1.0	0.5	0.5	2.0	1.1	0.9	1.8	1.0	0.8
Magic	2.6	2.8	-0.2	12	4.6	5.2	-0.6	4.6	4.5	0.1	1.6	1.4	0.2	5.5	4.7	0.8	3.9	0.1	3.8	5.6	3.9	1.7
Mai FM	8.5	5.4	3.1	5	8.1	5.1	3.0	7.9	5.7	2.2	6.1	6.2	-0.1	7.5	4.9	2.6	7.9	10.9	-3.0	7.9	8.4	-0.5
Maniapoto FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.6	0.5	0.1	0.3	0.3	0.0
More FM	3.5	3.4	0.1	10	3.4	3.0	0.4	3.6	3.9	-0.3	3.9	3.4	0.5	7.2	5.1	2.1	0.7	1.7	-1.0	4.9	2.9	2.0
Newstalk ZB	16.1	17.1	-1.0	1	7.3	6.3	1.0	7.8	5.9	1.9	12.9	11.2	1.7	23.2	22.7	0.5	19.3	12.6	6.7	11.0	8.9	2.1
Nga Iwi FM	0.1	*	*	17	*	*	*	0.2	0.3	-0.1	*	*	*	*	*	*	0.3	3.2	-2.9	0.3	0.9	-0.6
Radio Hauraki	1.9	1.8	0.1	13	2.5	1.7	0.8	3.2	2.6	0.6	3.7	4.5	-0.8	1.6	1.8	-0.2	1.5	1.8	-0.3	1.9	2.4	-0.5
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	0.1	*	*	17	0.4	*	*	0.2	*	*	0.1	*	*	0.1	*	*	1.1	*	*	0.4	*	*
Rock	15.6	17.6	-2.0	2	16.1	20.0	-3.9	15.9	18.4	-2.5	15.3	16.6	-1.3	6.2	8.3	-2.1	14.0	15.5	-1.5	9.6	11.4	-1.8
SENZ Sport	0.2	0.2	0.0	16	0.5	0.9	-0.4	0.4	1.2	-0.8	0.4	1.6	-1.2	*	*	*	*	0.4	*	0.3	1.8	-1.5
Star	*	0.1	*	*	0.4	0.6	-0.2	0.6	0.7	-0.1	*	0.1	*	0.3	0.4	-0.1	0.2	0.1	0.1	0.4	0.5	-0.1
Tainui Live	0.7	0.4	0.3	15	0.8	0.4	0.4	0.5	0.5	0.0	0.8	0.6	0.2	*	0.1	*	3.3	2.6	0.7	0.3	0.6	-0.3
Te Arawa FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.1	*	*	*	*
The Hits	4.5	5.5	-1.0	8	6.1	5.7	0.4	5.7	6.4	-0.7	5.8	6.8	-1.0	6.9	7.8	-0.9	4.8	3.6	1.2	7.6	7.1	0.5
The Sound	9.2	10.2	-1.0	4	8.9	11.5	-2.6	9.8	13.3	-3.5	8.0	9.4	-1.4	7.6	7.7	-0.1	6.2	11.5	-5.3	9.8	12.5	-2.7
ZM	11.0	11.5	-0.5	3	9.6	11.1	-1.5	9.5	11.7	-2.2	13.6	15.2	-1.6	11.9	15.4	-3.5	13.2	15.0	-1.8	10.8	11.5	-0.7
MediaWorks Combo	50.9	51.4	-0.5		54.6	57.6	-3.0	57.6	60.8	-3.2	52.3	51.9	0.4	44.4	38.9	5.5	40.4	47.6	-7.2	51.1	51.6	-0.5
NZME Combo	40.2	42.9	-2.7		36.5	35.4	1.1	34.2	32.5	1.7	41.9	43.6	-1.7	46.5	51.2	-4.7	48.2	41.1	7.1	39.0	38.2	0.8

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

MediaWorks Combo: Breeze, 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



# WAIKATO COMMERCIAL RADIO - SURVEY 1 2024

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

Survey Comparisons: 3/2017 - 1/2020

This Survey Period: Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 2024

Last Survey Period: Sun Sep 4 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023

	All 10+				People 10-24			People 18-39			People 25-44			People 25-54			People 45-64			People 55-74			MGS with Kids			
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	
Breeze	33.4	28.9	4.5	6	7.4	7.0	0.4	6.2	6.0	0.2	7.3	7.8	-0.5	12.3	11.9	0.4	13.4	9.3	4.1	11.6	8.2	3.4	10.6	8.6	2.0	
Coast	20.6	18.8	1.8	11	1.8	2.6	-0.8	1.0	1.0	0.0	2.2	1.4	0.8	6.8	6.6	0.2	8.6	8.5	0.1	7.9	6.5	1.4	6.4	5.4	1.0	
Edge	38.1	38.8	-0.7	3	16.8	17.2	-0.4	19.8	19.1	0.7	15.0	15.1	-0.1	17.7	17.5	0.2	5.8	6.0	-0.2	3.6	4.1	-0.5	7.8	10.4	-2.6	
George FM	10.0	8.3	1.7	14	3.2	2.5	0.7	6.6	4.1	2.5	4.7	3.4	1.3	6.5	5.5	1.0	1.8	2.2	-0.4	0.3	0.3	0.0	0.9	0.4	0.5	
Gold Sport	1.8	1.7	0.1	20	0.1	0.8	-0.7	*	0.7	*	*	*	*	*	*	*	*	*	*	0.3	0.2	0.1	*	*	*	
Life FM	11.5	8.0	3.5	13	5.6	3.6	2.0	4.8	3.8	1.0	4.3	3.6	0.7	4.9	3.8	1.1	1.3	0.2	1.1	1.1	0.4	0.7	3.0	2.8	0.2	
Magic	16.1	14.2	1.9	12	2.2	2.2	0.0	1.1	1.2	-0.1	0.9	0.9	0.0	2.9	2.8	0.1	6.2	5.3	0.9	7.0	6.2	0.8	3.6	3.4	0.2	
Mai FM	32.2	26.5	5.7	8	12.9	9.4	3.5	19.2	15.4	3.8	14.6	15.0	-0.4	18.6	17.1	1.5	4.7	2.1	2.6	0.7	*	*	11.2	9.1	2.1	
Maniapoto FM	1.2	1.1	0.1	21	0.8	0.7	0.1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
More FM	30.8	27.6	3.2	9	5.9	6.2	-0.3	7.1	7.0	0.1	7.9	7.8	0.1	13.8	11.9	1.9	11.4	8.5	2.9	9.5	8.2	1.3	6.5	6.8	-0.3	
Newstalk ZB	34.2	33.2	1.0	5	2.9	4.5	-1.6	6.7	4.5	2.2	7.1	5.2	1.9	11.8	10.4	1.4	11.0	12.2	-1.2	12.0	11.7	0.3	4.3	5.2	-0.9	
Nga Iwi FM	1.9	4.5	-2.6	18	1.4	3.9	-2.5	1.0	2.0	-1.0	0.5	0.6	-0.1	0.5	0.6	-0.1	*	*	*	0.2	*	*	0.2	0.1	0.1	
Radio Hauraki	22.4	20.0	2.4	10	4.9	5.1	-0.2	10.5	8.4	2.1	9.7	7.5	2.2	14.4	12.3	2.1	7.6	7.2	0.4	3.2	2.6	0.6	6.9	5.7	1.2	
Radio Waatea	0.4	0.4	0.0	22	0.1	0.1	0.0	0.2	0.3	-0.1	0.2	0.3	-0.1	0.2	0.3	-0.1	*	*	*	*	*	*	0.2	0.3	-0.1	
Rhema	3.4	1.0	2.4	16	1.0	*	*	1.1	*	*	0.2	*	*	0.6	*	*	1.4	0.5	0.9	1.6	1.0	0.6	0.4	*	*	
Rock	42.4	44.9	-2.5	2	10.9	13.0	-2.1	22.5	23.4	-0.9	21.3	19.9	1.4	27.1	27.9	-0.8	9.1	11.3	-2.2	4.4	4.0	0.4	10.6	9.8	0.8	
SENZ Sport	1.9	3.6	-1.7	18	*	*	*	1.3	2.0	-0.7	1.3	2.0	-0.7	1.6	2.3	-0.7	0.6	1.0	-0.4	0.3	0.7	-0.4	0.4	0.4	0.0	
Star	2.2	1.7	0.5	17	0.1	0.1	0.0	*	*	*	*	*	*	0.4	*	*	1.1	0.9	0.2	1.3	1.4	-0.1	0.4	*	*	
Tainui Live	6.8	6.1	0.7	15	2.4	2.8	-0.4	3.3	3.1	0.2	3.4	3.1	0.3	3.4	3.1	0.3	1.0	0.2	0.8	1.0	0.2	0.8	2.2	1.3	0.9	
Te Arawa FM	*	0.7	*	*	*	0.7	*	*	0.7	*	*	0.7	*	*	0.7	*	*	*	*	*	*	*	*	*	*	*
The Hits	35.7	33.1	2.6	4	9.7	8.4	1.3	7.7	5.9	1.8	8.2	7.1	1.1	11.9	10.5	1.4	9.4	10.2	-0.8	11.7	11.9	-0.2	6.5	7.7	-1.2	
The Sound	33.4	37.6	-4.2	6	6.2	10.1	-3.9	8.9	8.4	0.5	9.7	9.3	0.4	18.7	18.3	0.4	14.9	15.4	-0.5	7.8	8.4	-0.6	10.1	9.2	0.9	
ZM	57.6	55.1	2.5	1	16.3	17.5	-1.2	28.7	28.0	0.7	27.1	25.0	2.1	34.0	31.3	2.7	9.8	8.9	0.9	6.2	5.6	0.6	16.7	13.6	3.1	
MediaWorks Combo	169.4	160.9	8.5		43.2	44.7	-1.5	61.2	58.2	3.0	56.6	53.5	3.1	82.7	78.5	4.2	49.7	45.2	4.5	35.2	31.0	4.2	44.2	40.8	3.4	
NZME Combo	141.0	130.7	10.3		26.9	27.5	-0.6	46.3	40.8	5.5	46.1	39.4	6.7	67.1	60.2	6.9	39.1	38.6	0.5	32.8	30.7	2.1	34.1	30.6	3.5	
All Commercial Radio	238.6	225.2	13.4		54.6	54.2	0.4	83.9	78.4	5.5	78.7	73.1	5.6	114.2	107.9	6.3	67.2	63.8	3.4	53.0	48.0	5.0	58.9	55.6	3.3	
Potential (000)	303.9	295.6	8.3		72.2	70.9	1.3	109.7	105.0	4.7	99.1	95.5	3.6	141.2	137.0	4.2	79.9	78.5	1.4	66.9	65.4	1.5	68.6	65.8	2.8	
Sample	890	869	21		228	216	12	344	332	12	339	328	11	456	441	15	199	197	2	157	159	-2	220	217	3	

MediaWorks Combo: Breeze, 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



# WAIKATO COMMERCIAL RADIO - SURVEY 1 2024

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

Survey Comparisons: 3/2017 - 1/2020

This Survey Period: Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 2024

Last Survey Period: Sun Sep 4 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023

	This	Last	+/-
Potential (000)	303.9	295.6	8.3
Sample Size	890	869	21

	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	17.1	15.7	1.4	6	13.5	11.6	1.9	15.5	12.6	2.9	12.2	10.6	1.6	4.0	3.6	0.4	1.6	2.3	-0.7	17.0	18.4	-1.4
Coast	11.3	9.2	2.1	10	13.4	12.0	1.4	9.9	8.8	1.1	7.6	6.5	1.1	3.9	3.8	0.1	2.1	2.1	0.0	12.9	12.2	0.7
Edge	16.9	17.2	-0.3	7	15.7	14.5	1.2	18.4	20.2	-1.8	16.7	16.5	0.2	6.9	5.1	1.8	4.6	5.5	-0.9	19.6	18.9	0.7
George FM	5.3	4.6	0.7	14	4.4	2.9	1.5	5.1	3.7	1.4	6.5	4.3	2.2	2.5	2.2	0.3	0.9	0.8	0.1	4.2	3.0	1.2
Gold Sport	0.4	0.3	0.1	18	*	0.2	*	*	0.9	*	*	*	*	1.5	0.5	1.0	*	*	*	1.4	0.7	0.7
Life FM	7.0	5.1	1.9	13	6.0	3.5	2.5	6.3	4.3	2.0	5.3	2.2	3.1	2.0	1.2	0.8	2.8	1.7	1.1	7.8	5.0	2.8
Magic	8.5	7.9	0.6	12	7.0	5.7	1.3	9.8	8.9	0.9	5.0	4.1	0.9	3.0	2.1	0.9	0.8	0.3	0.5	10.4	9.4	1.0
Mai FM	23.7	16.7	7.0	4	14.1	11.1	3.0	16.9	14.2	2.7	17.6	13.1	4.5	4.3	3.0	1.3	4.7	4.6	0.1	19.8	17.5	2.3
Maniapoto FM	0.3	0.3	0.0	19	0.1	0.1	0.0	*	*	*	*	*	*	0.1	0.1	0.0	0.3	0.3	0.0	1.0	0.9	0.1
More FM	12.6	12.9	-0.3	9	11.5	8.9	2.6	12.4	11.2	1.2	13.1	11.2	1.9	5.7	4.0	1.7	1.5	2.3	-0.8	14.6	12.8	1.8
Newstalk ZB	24.5	23.2	1.3	3	15.2	12.0	3.2	17.1	15.7	1.4	16.4	14.2	2.2	13.5	10.4	3.1	6.1	6.2	-0.1	25.5	22.9	2.6
Nga Iwi FM	0.3	0.2	0.1	19	0.2	0.3	-0.1	0.7	0.8	-0.1	0.1	0.1	0.0	0.1	0.1	0.0	0.1	2.2	-2.1	1.1	3.7	-2.6
Radio Hauraki	8.8	9.3	-0.5	11	8.9	4.8	4.1	10.4	10.1	0.3	11.2	10.6	0.6	2.0	1.8	0.2	2.3	2.5	-0.2	11.2	12.1	-0.9
Radio Waatea	0.2	0.3	-0.1	21	*	*	*	*	*	*	*	*	*	0.1	0.1	0.0	*	*	*	*	*	*
Rhema	1.1	*	*	16	2.7	0.5	2.2	0.6	0.2	0.4	0.2	*	*	0.3	*	*	0.2	*	*	1.6	0.2	1.4
Rock	24.9	26.4	-1.5	2	20.2	20.6	-0.4	24.5	24.2	0.3	22.9	24.5	-1.6	5.0	7.1	-2.1	7.7	8.9	-1.2	23.9	28.6	-4.7
SENZ Sport	0.8	0.8	0.0	17	0.6	1.4	-0.8	0.6	1.4	-0.8	1.1	1.7	-0.6	*	*	*	*	0.7	*	1.0	2.8	-1.8
Star	0.2	0.4	-0.2	21	0.9	1.0	-0.1	1.3	1.4	-0.1	*	0.2	*	0.5	0.5	0.0	0.3	0.2	0.1	1.4	1.2	0.2
Tainui Live	3.4	1.9	1.5	15	1.6	0.6	1.0	2.4	1.8	0.6	2.8	1.5	1.3	0.1	0.1	0.0	1.3	1.1	0.2	0.9	2.6	-1.7
Te Arawa FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.7	*	*	*
The Hits	14.5	15.2	-0.7	8	14.9	12.6	2.3	16.2	15.0	1.2	14.0	14.3	-0.3	6.9	6.8	0.1	4.1	3.7	0.4	20.6	21.0	-0.4
The Sound	17.9	19.4	-1.5	5	16.6	16.6	0.0	20.0	23.9	-3.9	12.2	13.5	-1.3	4.7	4.6	0.1	3.5	6.1	-2.6	18.7	20.1	-1.4
ZM	33.9	33.5	0.4	1	24.4	22.5	1.9	29.3	29.7	-0.4	30.6	28.9	1.7	10.1	8.8	1.3	6.4	7.8	-1.4	37.0	39.2	-2.2
MediaWorks Combo	109.3	103.0	6.3		91.6	82.1	9.5	105.7	99.3	6.4	91.9	84.4	7.5	33.9	30.1	3.8	23.8	27.0	-3.2	109.9	109.5	0.4
NZME Combo	88.2	85.7	2.5		71.6	60.6	11.0	77.9	72.6	5.3	75.2	69.2	6.0	35.3	31.0	4.3	21.3	22.5	-1.2	100.0	98.3	1.7
All Commercial Radio	173.0	165.2	7.8		151.4	132.9	18.5	167.7	154.8	12.9	154.7	141.7	13.0	67.2	60.0	7.2	40.3	44.8	-4.5	186.2	178.7	7.5

MediaWorks Combo: Breeze, 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



# WAIKATO COMMERCIAL RADIO - SURVEY 1 2024

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

Survey Comparisons: 3/2017 - 1/2020

This Survey Period: Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 2024

Last Survey Period: Sun Sep 4 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023

	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	7:40	7:29	0:11	7:48	6:18	1:29	12:33	8:54	3:39	5:35	4:22	1:12	5:01	6:16	-1:14	7:52	9:03	-1:11	10:24	8:56	1:27	2:57	3:34	-0:37	
Coast	12:20	11:24	0:55	2:29	2:50	-0:20	9:39	7:20	2:18	6:07	7:14	-1:06	10:07	7:51	2:16	15:02	10:23	4:39	18:23	19:48	-1:24	15:58	12:40	3:17	
Edge	4:55	4:35	0:19	4:40	4:22	0:18	4:25	3:59	0:25	4:31	3:41	0:50	5:14	4:50	0:24	6:42	7:30	-0:47	4:28	4:27	0:00	6:02	5:45	0:17	
George FM	5:12	2:46	2:26	3:07	3:28	-0:21	5:29	3:26	2:02	7:33	2:29	5:03	6:20	2:26	3:54	3:14	2:21	0:52	3:00	3:00	0:00	2:25	1:33	0:52	
Gold Sport	1:30	1:20	0:10	0:30	0:17	0:12	*	0:15	*	*	*	*	*	*	*	*	*	*	0:30	0:30	0:00	*	*	*	
Life FM	6:40	4:14	2:26	6:46	3:17	3:28	6:35	4:08	2:26	3:25	5:01	-1:35	5:20	5:28	-0:08	18:23	15:30	2:53	11:58	2:00	9:58	6:47	5:41	1:05	
Magic	9:12	8:18	0:53	2:59	3:07	-0:08	1:50	1:45	0:05	2:06	2:07	-0:00	4:27	4:43	-0:15	10:24	8:23	2:01	14:45	12:38	2:06	11:32	12:56	-1:23	
Mai FM	8:52	7:49	1:03	11:47	9:50	1:57	10:03	7:22	2:41	7:05	6:45	0:20	7:03	6:42	0:20	6:20	6:27	-0:06	3:00	*	*	7:17	7:41	-0:23	
Maniapoto FM	2:37	2:39	-0:01	3:27	3:26	0:00	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
More FM	4:35	3:56	0:38	2:55	3:00	-0:05	4:19	4:42	-0:23	4:42	4:23	0:18	5:49	4:51	0:58	6:04	4:58	1:05	4:20	3:43	0:36	4:40	4:27	0:13	
Newstalk ZB	12:21	10:14	2:07	2:00	1:54	0:05	5:23	3:01	2:21	5:35	3:23	2:12	8:08	6:57	1:11	14:17	11:56	2:20	15:22	12:24	2:58	11:18	12:28	-1:09	
Nga Iwi FM	2:31	2:49	-0:18	2:20	2:46	-0:25	2:36	1:41	0:54	3:00	3:08	-0:08	3:00	3:08	-0:08	*	*	*	*	*	*	4:45	4:45	0:00	
Radio Hauraki	4:03	3:52	0:10	1:47	1:16	0:31	3:15	3:02	0:12	4:38	4:26	0:11	5:05	4:37	0:28	4:42	5:06	-0:23	2:45	5:27	-2:41	5:17	5:08	0:09	
Radio Waatea	0:35	0:36	-0:01	0:15	0:15	0:00	0:45	0:45	0:00	0:45	0:45	0:00	0:45	0:45	0:00	*	*	*	*	*	*	0:45	0:45	0:00	
Rhema	2:47	0:29	2:17	1:15	*	*	2:12	*	*	8:15	*	*	4:21	*	*	1:41	0:45	0:56	3:10	0:29	2:41	3:00	*	*	
Rock	12:04	11:43	0:20	15:58	14:49	1:09	12:31	12:35	-0:04	9:19	9:15	0:03	9:45	9:26	0:18	13:35	11:58	1:36	16:36	17:30	-0:53	8:59	9:14	-0:14	
SENZ Sport	6:04	9:22	-3:18	*	*	*	5:35	12:05	-6:29	5:35	12:05	-6:29	6:54	12:14	-5:20	7:08	5:11	1:56	2:00	2:00	0:00	16:30	16:30	0:00	
Star	4:57	7:42	-2:45	0:30	0:30	0:00	*	*	*	*	*	*	0:15	*	*	8:30	12:26	-3:56	8:17	9:02	-0:45	0:15	*	*	
Tainui Live	3:32	2:59	0:32	2:23	2:11	0:11	3:25	3:38	-0:13	3:26	3:33	-0:07	3:26	3:33	-0:07	6:43	5:00	1:43	6:43	5:00	1:43	4:26	3:16	1:09	
Te Arawa FM	*	0:15	*	*	0:15	*	*	0:15	*	*	0:15	*	*	*	*	*	*	*	*	*	*	*	*	*	*
The Hits	6:03	6:08	-0:05	4:14	4:18	-0:03	5:31	5:25	0:05	5:26	5:01	0:25	6:47	6:49	-0:01	6:57	7:12	-0:14	5:26	5:43	-0:17	4:16	5:31	-1:14	
The Sound	9:53	9:52	0:00	8:30	5:10	3:20	6:32	3:37	2:54	4:24	4:08	0:15	9:25	11:12	-1:46	13:56	15:37	-1:41	12:16	11:36	0:40	10:41	9:35	1:05	
ZM	6:48	7:10	-0:22	7:27	8:09	-0:41	6:50	7:06	-0:16	7:20	6:24	0:56	6:59	7:04	-0:04	6:40	9:55	-3:14	4:51	5:22	-0:30	8:39	7:02	1:37	
MediaWorks Combo	11:17	10:52	0:25	12:44	10:58	1:45	12:32	10:36	1:55	9:19	8:33	0:46	10:24	10:32	-0:07	12:58	13:31	-0:33	12:52	11:55	0:57	9:52	10:09	-0:16	
NZME Combo	9:57	9:37	0:20	7:15	7:45	-0:29	7:13	7:12	0:00	7:42	6:48	0:53	8:29	8:04	0:25	11:34	11:13	0:21	13:12	12:36	0:36	10:51	10:11	0:40	
All Commercial Radio	15:14	14:25	0:49	15:14	13:56	1:17	14:40	12:44	1:56	12:19	10:58	1:20	13:39	13:00	0:39	17:23	16:57	0:25	18:06	17:05	1:00	14:34	13:51	0:42	
Potential (000)	303.9	295.6	8.3	72.2	70.9	1.3	109.7	105.0	4.7	99.1	95.5	3.6	141.2	137.0	4.2	79.9	78.5	1.4	66.9	65.4	1.5	68.6	65.8	2.8	
Sample	890	869	21	228	216	12	344	332	12	339	328	11	456	441	15	199	197	2	157	159	-2	220	217	3	

MediaWorks Combo: Breeze, 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



# WAIKATO COMMERCIAL RADIO - SURVEY 1 2024

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

Survey Comparisons: 3/2017 - 1/2020

This Survey Period: Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 2024  
 Last Survey Period: Sun Sep 4 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023

	This	Last	+/-
Potential (000)	303.9	295.6	8.3
Sample Size	890	869	21

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

MediaWorks Combo: Breeze, 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