



# WAIKATO COMMERCIAL RADIO - SURVEY 2 2024

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

Survey Comparisons: 3/2017 - 1/2020

This Survey Period: Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024

Last 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

	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	8.1	7.0	1.1	5	5.5	7.0	-1.5	3.8	6.3	-2.5	3.5	4.2	-0.7	3.4	4.0	-0.6	9.3	9.0	0.3	14.8	12.5	2.3	6.2	3.6	2.6
Channel X	1.4	n.a.	*	15	3.4	n.a.	*	3.7	n.a.	*	2.3	n.a.	*	1.6	n.a.	*	0.3	n.a.	*	0.1	n.a.	*	0.5	n.a.	*
Coast	6.3	7.0	-0.7	7	1.1	0.5	0.6	1.5	0.8	0.7	1.7	1.4	0.3	2.9	4.4	-1.5	6.4	11.0	-4.6	12.4	15.2	-2.8	9.2	12.0	-2.8
Edge	5.4	5.2	0.2	9	9.6	9.4	0.2	7.3	7.1	0.2	7.4	7.0	0.4	7.3	6.0	1.3	4.5	3.3	1.2	1.2	1.7	-0.5	5.8	5.5	0.3
George FM	1.6	1.4	0.2	14	1.0	1.2	-0.2	2.3	3.0	-0.7	4.0	3.6	0.4	3.0	2.6	0.4	0.7	0.5	0.2	0.1	0.1	0.0	0.2	0.2	0.0
Gold Sport	0.1	0.1	0.0	20	*	*	*	*	*	*	*	*	*	*	*	*	0.1	*	*	0.1	*	*	*	*	*
Life FM	1.7	2.1	-0.4	13	3.4	4.5	-1.1	1.8	2.6	-0.8	1.1	1.5	-0.4	1.7	1.7	0.0	2.4	2.0	0.4	1.2	1.4	-0.2	1.8	2.4	-0.6
Magic	3.4	4.1	-0.7	11	0.5	0.8	-0.3	0.1	0.2	-0.1	0.1	0.2	-0.1	0.6	0.8	-0.2	4.7	5.5	-0.8	10.7	10.8	-0.1	3.0	4.8	-1.8
Mai FM	7.1	7.9	-0.8	6	17.6	18.3	-0.7	14.8	15.7	-0.9	10.8	10.7	0.1	8.2	8.4	-0.2	2.2	2.5	-0.3	0.2	0.2	0.0	10.8	9.5	1.3
Maniapoto FM	0.1	0.1	0.0	20	0.3	0.3	0.0	*	*	*	0.2	*	*	0.1	*	*	*	*	*	*	*	*	*	*	*
More FM	3.9	3.9	0.0	10	3.0	2.1	0.9	1.9	2.5	-0.6	3.0	3.8	-0.8	5.0	5.2	-0.2	6.3	5.9	0.4	3.7	4.3	-0.6	4.3	3.5	0.8
Newstalk ZB	15.0	11.6	3.4	1	1.4	0.7	0.7	5.0	2.9	2.1	6.4	4.1	2.3	9.2	6.2	3.0	18.0	13.4	4.6	23.4	19.2	4.2	5.6	5.6	0.0
Nga Iwi FM	0.1	0.1	0.0	20	0.4	0.4	0.0	0.3	0.2	0.1	0.1	0.2	-0.1	0.1	0.1	0.0	0.1	*	*	*	*	*	0.2	0.1	0.1
Radio Hauraki	2.0	2.5	-0.5	12	1.5	1.1	0.4	2.6	2.8	-0.2	3.1	4.6	-1.5	2.8	4.7	-1.9	2.7	3.1	-0.4	1.8	0.9	0.9	3.1	4.2	-1.1
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	0.4	0.3	0.1	18	0.1	0.1	0.0	0.1	0.2	-0.1	0.1	0.1	0.0	0.1	0.2	-0.1	0.1	0.2	-0.1	1.2	0.5	0.7	0.1	0.2	-0.1
Rock	11.3	14.1	-2.8	3	12.4	20.9	-8.5	19.8	22.9	-3.1	19.9	20.5	-0.6	16.9	16.9	0.0	9.5	10.6	-1.1	4.1	7.6	-3.5	10.4	11.2	-0.8
SENZ Sport	0.6	0.3	0.3	16	*	*	*	*	0.6	*	*	0.8	*	1.2	0.7	0.5	1.8	0.4	1.4	0.1	0.1	0.0	*	0.7	*
Star	0.4	0.3	0.1	18	*	*	*	*	*	*	*	*	*	*	*	*	0.8	0.8	0.0	1.2	1.1	0.1	*	*	*
Tainui Live	0.6	0.7	-0.1	16	0.6	0.7	-0.1	0.9	0.9	0.0	1.3	1.2	0.1	0.8	0.8	0.0	0.4	0.6	-0.2	0.4	0.7	-0.3	1.1	1.1	0.0
Te Arawa FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
The Hits	6.3	5.9	0.4	7	6.8	4.9	1.9	4.4	3.4	1.0	5.9	4.6	1.3	5.2	5.2	0.0	6.1	5.6	0.5	7.0	6.6	0.4	5.9	3.2	2.7
The Sound	8.4	9.1	-0.7	4	7.4	6.4	1.0	4.6	4.7	-0.1	3.5	4.4	-0.9	10.4	11.3	-0.9	15.6	17.8	-2.2	8.5	10.0	-1.5	12.0	12.5	-0.5
ZM	11.5	10.8	0.7	2	20.2	14.6	5.6	19.8	15.9	3.9	19.7	20.6	-0.9	14.2	15.3	-1.1	6.1	5.6	0.5	4.6	3.1	1.5	17.5	16.8	0.7
MediaWorks Combo	50.7	52.7	-2.0		60.4	66.2	-5.8	58.3	62.3	-4.0	54.5	54.4	0.1	56.6	55.2	1.4	53.0	55.1	-2.1	43.5	47.2	-3.7	53.3	50.9	2.4
NZME Combo	42.1	38.7	3.4		32.7	23.5	9.2	34.8	27.2	7.6	38.5	36.6	1.9	35.4	36.6	-1.2	39.4	38.7	0.7	49.3	45.1	4.2	42.4	43.3	-0.9
Potential (000)	303.9	303.9	0.0		72.2	72.2	0.0	105.1	109.7	-4.6	99.1	99.1	0.0	141.2	141.2	0.0	79.9	79.9	0.0	66.9	66.9	0.0	61.8	68.6	-6.8
Sample	862	890	-28		217	228	-11	302	344	-42	309	339	-30	431	456	-25	218	199	19	168	157	11	202	220	-18

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



# WAIKATO COMMERCIAL RADIO - SURVEY 2 2024

Station Share (%) by Daypart, People 10+

Survey Comparisons: 3/2017 - 1/2020

This Survey Period: Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024

Last 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

	This	Last	+/-
Potential (000)	303.9	303.9	0.0
Sample Size	862	890	-28

	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	8.4	6.1	2.3	4	6.9	7.9	-1.0	8.6	8.7	-0.1	7.1	8.5	-1.4	8.4	3.6	4.8	0.7	1.2	-0.5	10.4	6.3	4.1
Channel X	0.5	n.a.	*	15	1.6	n.a.	*	1.4	n.a.	*	2.5	n.a.	*	2.8	n.a.	*	0.1	n.a.	*	1.3	n.a.	*
Coast	5.6	5.8	-0.2	7	9.0	10.2	-1.2	7.2	7.5	-0.3	5.0	4.8	0.2	2.7	2.1	0.6	2.0	6.6	-4.6	6.1	7.1	-1.0
Edge	4.1	4.2	-0.1	9	5.1	3.9	1.2	6.0	5.3	0.7	6.2	6.7	-0.5	5.4	5.4	0.0	6.8	6.0	0.8	5.8	6.0	-0.2
George FM	0.9	1.2	-0.3	14	2.0	1.6	0.4	2.2	1.6	0.6	1.9	2.3	-0.4	1.6	1.5	0.1	0.1	0.3	-0.2	1.3	1.0	0.3
Gold Sport	*	*	*	*	*	*	*	0.1	*	*	*	*	*	0.4	0.5	-0.1	*	*	*	0.2	0.2	0.0
Life FM	2.1	3.1	-1.0	11	1.2	1.6	-0.4	1.6	2.2	-0.6	3.0	2.1	0.9	0.8	1.0	-0.2	1.1	2.0	-0.9	1.4	1.8	-0.4
Magic	1.9	2.6	-0.7	12	3.6	4.6	-1.0	3.6	4.6	-1.0	2.3	1.6	0.7	6.5	5.5	1.0	4.9	3.9	1.0	4.1	5.6	-1.5
Mai FM	6.3	8.5	-2.2	6	6.7	8.1	-1.4	6.8	7.9	-1.1	6.3	6.1	0.2	6.7	7.5	-0.8	8.3	7.9	0.4	8.7	7.9	0.8
Maniapoto FM	0.2	*	*	18	*	*	*	*	*	*	0.1	*	*	*	*	*	0.1	0.6	-0.5	0.2	0.3	-0.1
More FM	3.9	3.5	0.4	10	3.6	3.4	0.2	3.8	3.6	0.2	4.4	3.9	0.5	4.7	7.2	-2.5	0.5	0.7	-0.2	4.4	4.9	-0.5
Newstalk ZB	21.2	16.1	5.1	1	10.8	7.3	3.5	10.6	7.8	2.8	16.0	12.9	3.1	23.0	23.2	-0.2	25.5	19.3	6.2	13.2	11.0	2.2
Nga Iwi FM	0.1	0.1	0.0	19	*	*	*	0.1	0.2	-0.1	*	*	*	*	*	*	0.8	0.3	0.5	0.3	0.3	0.0
Radio Hauraki	1.9	1.9	0.0	12	2.6	2.5	0.1	2.8	3.2	-0.4	2.2	3.7	-1.5	0.5	1.6	-1.1	0.7	1.5	-0.8	1.4	1.9	-0.5
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	0.1	0.1	0.0	19	0.5	0.4	0.1	0.3	0.2	0.1	0.1	0.1	0.0	0.1	0.1	0.0	2.5	1.1	1.4	0.7	0.4	0.3
Rock	13.3	15.6	-2.3	2	12.6	16.1	-3.5	12.1	15.9	-3.8	13.1	15.3	-2.2	5.6	6.2	-0.6	10.3	14.0	-3.7	7.9	9.6	-1.7
SENZ Sport	0.5	0.2	0.3	15	0.3	0.5	-0.2	0.2	0.4	-0.2	0.2	0.4	-0.2	*	*	*	6.3	*	*	0.6	0.3	0.3
Star	*	*	*	*	0.4	0.4	0.0	0.6	0.6	0.0	*	*	*	0.2	0.3	-0.1	0.2	0.2	0.0	0.7	0.4	0.3
Tainui Live	0.5	0.7	-0.2	15	0.6	0.8	-0.2	0.4	0.5	-0.1	0.5	0.8	-0.3	*	*	*	4.9	3.3	1.6	0.3	0.3	0.0
Te Arawa FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
The Hits	4.3	4.5	-0.2	8	8.7	6.1	2.6	8.2	5.7	2.5	5.6	5.8	-0.2	4.8	6.9	-2.1	1.9	4.8	-2.9	5.5	7.6	-2.1
The Sound	7.7	9.2	-1.5	5	9.8	8.9	0.9	9.9	9.8	0.1	5.5	8.0	-2.5	5.0	7.6	-2.6	4.5	6.2	-1.7	9.4	9.8	-0.4
ZM	11.7	11.0	0.7	3	10.7	9.6	1.1	10.4	9.5	0.9	15.1	13.6	1.5	13.2	11.9	1.3	9.0	13.2	-4.2	11.2	10.8	0.4
MediaWorks Combo	47.1	50.9	-3.8		51.9	54.6	-2.7	54.4	57.6	-3.2	49.2	52.3	-3.1	46.9	44.4	2.5	36.3	40.4	-4.1	53.3	51.1	2.2
NZME Combo	45.5	40.2	5.3		42.3	36.5	5.8	39.7	34.2	5.5	45.0	41.9	3.1	45.3	46.5	-1.2	44.4	48.2	-3.8	38.2	39.0	-0.8

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



# WAIKATO COMMERCIAL RADIO - SURVEY 2 2024

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	37.8	33.4	4.4	5	9.7	7.4	2.3	5.2	6.2	-1.0	6.5	7.3	-0.8	11.3	12.3	-1.0	13.8	13.4	0.4	12.9	11.6	1.3	8.8	10.6	-1.8	
Channel X	5.1	n.a.	*	16	0.9	n.a.	*	2.5	n.a.	*	2.7	n.a.	*	3.8	n.a.	*	1.5	n.a.	*	0.4	n.a.	*	0.8	n.a.	*	
Coast	23.5	20.6	2.9	10	2.5	1.8	0.7	1.8	1.0	0.8	2.7	2.2	0.5	5.6	6.8	-1.2	7.5	8.6	-1.1	10.0	7.9	2.1	6.7	6.4	0.3	
Edge	39.8	38.1	1.7	4	14.9	16.8	-1.9	19.4	19.8	-0.4	18.4	15.0	3.4	22.0	17.7	4.3	5.6	5.8	-0.2	2.8	3.6	-0.8	7.5	7.8	-0.3	
George FM	8.0	10.0	-2.0	14	2.3	3.2	-0.9	5.3	6.6	-1.3	5.0	4.7	0.3	5.5	6.5	-1.0	0.5	1.8	-1.3	0.3	0.3	0.0	0.5	0.9	-0.4	
Gold Sport	2.0	1.8	0.2	20	0.2	0.1	0.1	*	*	*	*	*	*	*	*	*	0.4	*	*	0.5	0.3	0.2	*	*	*	
Life FM	10.6	11.5	-0.9	13	4.0	5.6	-1.6	3.4	4.8	-1.4	4.0	4.3	-0.3	5.2	4.9	0.3	2.6	1.3	1.3	1.4	1.1	0.3	2.4	3.0	-0.6	
Magic	14.8	16.1	-1.3	12	1.5	2.2	-0.7	0.7	1.1	-0.4	0.7	0.9	-0.2	2.5	2.9	-0.4	6.4	6.2	0.2	7.7	7.0	0.7	2.5	3.6	-1.1	
Mai FM	33.0	32.2	0.8	8	13.6	12.9	0.7	17.6	19.2	-1.6	15.6	14.6	1.0	18.8	18.6	0.2	3.8	4.7	-0.9	0.6	0.7	-0.1	9.5	11.2	-1.7	
Maniapoto FM	1.2	1.2	0.0	21	0.6	0.8	-0.2	*	*	*	0.6	*	*	0.6	*	*	*	*	*	*	*	*	*	*	*	
More FM	27.3	30.8	-3.5	9	6.3	5.9	0.4	5.6	7.1	-1.5	6.4	7.9	-1.5	12.2	13.8	-1.6	9.7	11.4	-1.7	7.6	9.5	-1.9	5.4	6.5	-1.1	
Newstalk ZB	45.2	34.2	11.0	2	4.6	2.9	1.7	7.8	6.7	1.1	8.2	7.1	1.1	15.8	11.8	4.0	15.6	11.0	4.6	15.6	12.0	3.6	4.3	4.3	0.0	
Nga Iwi FM	2.3	1.9	0.4	19	1.3	1.4	-0.1	1.0	1.0	0.0	0.4	0.5	-0.1	1.0	0.5	0.5	0.6	*	*	*	*	*	0.3	0.2	0.1	
Radio Hauraki	18.5	22.4	-3.9	11	4.4	4.9	-0.5	9.4	10.5	-1.1	9.2	9.7	-0.5	12.0	14.4	-2.4	4.9	7.6	-2.7	2.0	3.2	-1.2	5.9	6.9	-1.0	
Radio Waatea	0.2	0.4	-0.2	23	0.2	0.1	0.1	*	0.2	*	*	0.2	*	*	0.2	*	*	*	*	*	*	*	*	0.2	*	
Rhema	3.6	3.4	0.2	18	0.7	1.0	-0.3	0.8	1.1	-0.3	0.1	0.2	-0.1	0.4	0.6	-0.2	1.2	1.4	-0.2	2.0	1.6	0.4	0.3	0.4	-0.1	
Rock	43.2	42.4	0.8	3	10.0	10.9	-0.9	19.9	22.5	-2.6	20.0	21.3	-1.3	28.5	27.1	1.4	11.7	9.1	2.6	4.4	4.4	0.0	7.9	10.6	-2.7	
SENZ Sport	1.2	1.9	-0.7	21	*	*	*	*	1.3	*	*	1.3	*	0.7	1.6	-0.9	1.2	0.6	0.6	0.5	0.3	0.2	*	0.4	*	
Star	3.7	2.2	1.5	17	0.2	0.1	0.1	*	*	*	*	*	*	0.3	0.4	-0.1	1.0	1.1	-0.1	1.8	1.3	0.5	0.3	0.4	-0.1	
Tainui Live	7.5	6.8	0.7	15	2.7	2.4	0.3	3.5	3.3	0.2	4.2	3.4	0.8	4.2	3.4	0.8	0.6	1.0	-0.4	0.6	1.0	-0.4	1.8	2.2	-0.4	
Te Arawa FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
The Hits	35.5	35.7	-0.2	6	11.7	9.7	2.0	9.7	7.7	2.0	10.4	8.2	2.2	13.5	11.9	1.6	8.3	9.4	-1.1	8.3	11.7	-3.4	7.6	6.5	1.1	
The Sound	34.4	33.4	1.0	7	6.8	6.2	0.6	9.1	8.9	0.2	8.3	9.7	-1.4	18.5	18.7	-0.2	14.2	14.9	-0.7	8.2	7.8	0.4	7.6	10.1	-2.5	
ZM	63.6	57.6	6.0	1	20.1	16.3	3.8	31.6	28.7	2.9	30.0	27.1	2.9	36.7	34.0	2.7	10.9	9.8	1.1	5.8	6.2	-0.4	15.9	16.7	-0.8	
MediaWorks Combo	172.2	169.4	2.8		41.3	43.2	-1.9	56.3	61.2	-4.9	57.5	56.6	0.9	85.8	82.7	3.1	50.1	49.7	0.4	35.5	35.2	0.3	39.1	44.2	-5.1	
NZME Combo	153.6	141.0	12.6		33.3	26.9	6.4	50.5	46.3	4.2	50.9	46.1	4.8	70.6	67.1	3.5	38.3	39.1	-0.8	33.7	32.8	0.9	33.1	34.1	-1.0	
All Commercial Radio	247.7	238.6	9.1		55.0	54.6	0.4	81.0	83.9	-2.9	81.0	78.7	2.3	117.7	114.2	3.5	69.2	67.2	2.0	55.4	53.0	2.4	53.5	58.9	-5.4	
Potential (000)	303.9	303.9	0.0		72.2	72.2	0.0	105.1	109.7	-4.6	99.1	99.1	0.0	141.2	141.2	0.0	79.9	79.9	0.0	66.9	66.9	0.0	61.8	68.6	-6.8	
Sample	862	890	-28		217	228	-11	302	344	-42	309	339	-30	431	456	-25	218	199	19	168	157	11	202	220	-18	

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



# WAIKATO COMMERCIAL RADIO - SURVEY 2 2024

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

Survey Comparisons: 3/2017 - 1/2020

This Survey Period: Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024

Last 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

	This	Last	+/-
Potential (000)	303.9	303.9	0.0
Sample Size	862	890	-28

	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	20.6	17.1	3.5	5	13.3	13.5	-0.2	18.7	15.5	3.2	14.1	12.2	1.9	7.1	4.0	3.1	1.6	1.6	0.0	21.6	17.0	4.6
Channel X	1.8	n.a.	*	16	2.7	n.a.	*	2.6	n.a.	*	2.0	n.a.	*	1.0	n.a.	*	0.2	n.a.	*	3.7	n.a.	*
Coast	12.7	11.3	1.4	9	13.1	13.4	-0.3	14.1	9.9	4.2	9.2	7.6	1.6	3.6	3.9	-0.3	2.3	2.1	0.2	14.1	12.9	1.2
Edge	17.5	16.9	0.6	6	14.9	15.7	-0.8	20.3	18.4	1.9	16.5	16.7	-0.2	8.2	6.9	1.3	4.4	4.6	-0.2	18.8	19.6	-0.8
George FM	2.9	5.3	-2.4	14	4.5	4.4	0.1	4.7	5.1	-0.4	3.5	6.5	-3.0	1.5	2.5	-1.0	0.2	0.9	-0.7	2.5	4.2	-1.7
Gold Sport	0.4	0.4	0.0	21	*	*	*	0.4	*	*	*	*	*	1.4	1.5	-0.1	*	*	*	1.2	1.4	-0.2
Life FM	5.2	7.0	-1.8	13	3.9	6.0	-2.1	4.2	6.3	-2.1	5.0	5.3	-0.3	2.1	2.0	0.1	1.7	2.8	-1.1	7.8	7.8	0.0
Magic	6.5	8.5	-2.0	12	5.8	7.0	-1.2	7.8	9.8	-2.0	4.5	5.0	-0.5	3.5	3.0	0.5	1.2	0.8	0.4	10.2	10.4	-0.2
Mai FM	21.5	23.7	-2.2	4	16.0	14.1	1.9	19.2	16.9	2.3	19.6	17.6	2.0	4.6	4.3	0.3	7.2	4.7	2.5	21.5	19.8	1.7
Maniapoto FM	0.8	0.3	0.5	18	0.2	0.1	0.1	*	*	*	0.6	*	*	0.2	0.1	0.1	0.2	0.3	-0.1	0.6	1.0	-0.4
More FM	12.6	12.6	0.0	10	10.4	11.5	-1.1	11.2	12.4	-1.2	11.9	13.1	-1.2	5.2	5.7	-0.5	1.4	1.5	-0.1	14.1	14.6	-0.5
Newstalk ZB	31.4	24.5	6.9	2	21.2	15.2	6.0	22.4	17.1	5.3	24.0	16.4	7.6	16.7	13.5	3.2	9.2	6.1	3.1	32.4	25.5	6.9
Nga Iwi FM	0.5	0.3	0.2	20	*	0.2	*	0.5	0.7	-0.2	0.2	0.1	0.1	0.2	0.1	0.1	0.6	0.1	0.5	1.3	1.1	0.2
Radio Hauraki	9.3	8.8	0.5	11	8.0	8.9	-0.9	9.6	10.4	-0.8	8.8	11.2	-2.4	1.0	2.0	-1.0	1.9	2.3	-0.4	8.3	11.2	-2.9
Radio Waatea	*	0.2	*	*	*	*	*	*	*	*	*	*	*	0.2	0.1	0.1	*	*	*	*	*	*
Rhema	1.1	1.1	0.0	17	2.7	2.7	0.0	0.7	0.6	0.1	0.1	0.2	-0.1	0.5	0.3	0.2	0.4	0.2	0.2	2.0	1.6	0.4
Rock	25.5	24.9	0.6	3	20.7	20.2	0.5	23.5	24.5	-1.0	21.3	22.9	-1.6	4.8	5.0	-0.2	7.1	7.7	-0.6	24.2	23.9	0.3
SENZ Sport	0.7	0.8	-0.1	19	0.3	0.6	-0.3	0.3	0.6	-0.3	0.3	1.1	-0.8	*	*	*	0.4	*	*	1.2	1.0	0.2
Star	0.3	0.2	0.1	22	1.3	0.9	0.4	1.8	1.3	0.5	*	*	*	0.5	0.5	0.0	0.7	0.3	0.4	2.2	1.4	0.8
Tainui Live	2.7	3.4	-0.7	15	1.3	1.6	-0.3	2.2	2.4	-0.2	2.2	2.8	-0.6	0.1	0.1	0.0	2.2	1.3	0.9	1.2	0.9	0.3
Te Arawa FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
The Hits	14.7	14.5	0.2	8	16.7	14.9	1.8	18.4	16.2	2.2	13.6	14.0	-0.4	6.3	6.9	-0.6	2.8	4.1	-1.3	19.0	20.6	-1.6
The Sound	16.1	17.9	-1.8	7	18.0	16.6	1.4	21.8	20.0	1.8	10.2	12.2	-2.0	5.1	4.7	0.4	3.5	3.5	0.0	18.5	18.7	-0.2
ZM	38.8	33.9	4.9	1	25.8	24.4	1.4	33.4	29.3	4.1	37.0	30.6	6.4	14.3	10.1	4.2	7.3	6.4	0.9	39.7	37.0	2.7
MediaWorks Combo	107.3	109.3	-2.0		94.3	91.6	2.7	107.1	105.7	1.4	91.8	91.9	-0.1	38.6	33.9	4.7	25.2	23.8	1.4	116.6	109.9	6.7
NZME Combo	99.6	88.2	11.4		78.2	71.6	6.6	89.4	77.9	11.5	86.8	75.2	11.6	40.1	35.3	4.8	25.1	21.3	3.8	107.3	100.0	7.3
All Commercial Radio	181.4	173.0	8.4		154.2	151.4	2.8	177.2	167.7	9.5	163.0	154.7	8.3	76.1	67.2	8.9	43.7	40.3	3.4	196.7	186.2	10.5

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



# WAIKATO COMMERCIAL RADIO - SURVEY 2 2024

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

Survey Comparisons: 3/2017 - 1/2020

This Survey Period: Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024

Last 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

	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	8:23	7:40	0:42	4:07	7:48	-3:40	8:25	12:33	-4:08	5:57	5:35	0:22	5:20	5:01	0:18	8:26	7:52	0:33	12:02	10:24	1:38	5:04	2:57	2:06
Channel X	10:42	n.a.	*	27:47	n.a.	*	16:48	n.a.	*	9:36	n.a.	*	7:24	n.a.	*	2:31	n.a.	*	3:45	n.a.	*	4:27	n.a.	*
Coast	10:28	12:20	-1:52	3:16	2:29	0:46	9:50	9:39	0:11	7:06	6:07	0:58	9:09	10:07	-0:57	10:40	15:02	-4:22	12:57	18:23	-5:26	9:58	15:58	-5:59
Edge	5:19	4:55	0:24	4:39	4:40	-0:00	4:20	4:25	-0:05	4:29	4:31	-0:01	5:53	5:14	0:39	9:58	6:42	3:15	4:23	4:28	-0:05	5:32	6:02	-0:30
George FM	7:39	5:12	2:27	3:06	3:07	-0:00	4:56	5:29	-0:32	9:06	7:33	1:33	9:46	6:20	3:25	15:59	3:14	12:45	3:00	3:00	0:00	3:10	2:25	0:45
Gold Sport	1:47	1:30	0:16	0:30	0:30	0:00	*	*	*	*	*	*	*	*	*	3:00	*	*	2:10	0:30	1:40	*	*	*
Life FM	6:15	6:40	-0:24	6:07	6:46	-0:38	6:06	6:35	-0:29	3:07	3:25	-0:17	5:35	5:20	0:15	11:18	18:23	-7:04	9:18	11:58	-2:40	5:27	6:47	-1:19
Magic	8:58	9:12	-0:13	2:35	2:59	-0:23	2:03	1:50	0:13	2:03	2:06	-0:03	4:25	4:27	-0:02	9:01	10:24	-1:22	14:37	14:45	-0:07	8:38	11:32	-2:53
Mai FM	8:18	8:52	-0:33	9:20	11:47	-2:27	9:44	10:03	-0:19	7:44	7:05	0:38	7:45	7:03	0:41	7:02	6:20	0:42	3:00	3:00	0:00	8:11	7:17	0:53
Maniapoto FM	3:32	2:37	0:55	3:08	3:27	-0:18	*	*	*	4:00	*	*	4:00	*	*	*	*	*	*	*	*	*	*	*
More FM	5:32	4:35	0:56	3:25	2:55	0:30	3:58	4:19	-0:20	5:14	4:42	0:31	7:16	5:49	1:27	8:04	6:04	1:59	5:02	4:20	0:42	5:47	4:40	1:07
Newstalk ZB	12:56	12:21	0:34	2:13	2:00	0:13	7:23	5:23	2:00	8:42	5:35	3:06	10:21	8:08	2:12	14:25	14:17	0:08	15:40	15:22	0:17	9:23	11:18	-1:54
Nga Iwi FM	2:10	2:31	-0:20	1:58	2:20	-0:22	3:26	2:36	0:50	3:00	3:00	0:00	2:25	3:00	-0:34	2:00	*	*	*	*	*	4:45	4:45	0:00
Radio Hauraki	4:16	4:03	0:13	2:29	1:47	0:41	3:15	3:15	0:00	3:49	4:38	-0:49	4:04	5:05	-1:00	6:44	4:42	2:02	9:18	2:45	6:32	3:44	5:17	-1:32
Radio Waatea	0:15	0:35	-0:20	0:15	0:15	0:00	*	0:45	*	*	0:45	*	*	0:45	*	*	*	*	*	*	*	*	0:45	*
Rhema	4:29	2:47	1:42	1:15	1:15	0:00	2:08	2:12	-0:03	8:15	8:15	0:00	4:22	4:21	0:01	1:34	1:41	-0:06	6:13	3:10	3:02	3:00	3:00	0:00
Rock	10:09	12:04	-1:54	8:58	15:58	-7:00	11:32	12:31	-0:58	11:10	9:19	1:51	10:33	9:45	0:48	10:06	13:35	-3:28	9:40	16:36	-6:56	9:25	8:59	0:25
SENZ Sport	18:33	6:04	12:29	*	*	*	*	5:35	*	*	5:35	*	29:11	6:54	22:16	18:33	7:08	11:25	2:00	2:00	0:00	*	16:30	*
Star	3:51	4:57	-1:06	0:30	0:30	0:00	*	*	*	*	*	*	0:15	0:15	0:00	9:56	8:30	1:26	6:41	8:17	-1:36	0:15	0:15	0:00
Tainui Live	3:05	3:32	-0:26	1:40	2:23	-0:43	3:05	3:25	-0:20	3:20	3:26	-0:06	3:20	3:26	-0:06	7:30	6:43	0:46	7:30	6:43	0:46	4:35	4:26	0:08
Te Arawa FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
The Hits	6:52	6:03	0:48	4:09	4:14	-0:04	5:13	5:31	-0:18	6:24	5:26	0:57	6:46	6:47	-0:01	9:06	6:57	2:08	8:43	5:26	3:17	5:31	4:16	1:14
The Sound	9:30	9:53	-0:22	7:53	8:30	-0:37	5:52	6:32	-0:39	4:42	4:24	0:18	9:55	9:25	0:29	13:40	13:56	-0:15	10:48	12:16	-1:28	11:21	10:41	0:40
ZM	7:01	6:48	0:13	7:13	7:27	-0:14	7:15	6:50	0:24	7:20	7:20	-0:00	6:51	6:59	-0:08	6:57	6:40	0:16	8:12	4:51	3:20	7:53	8:39	-0:46
MediaWorks Combo	11:26	11:17	0:08	10:34	12:44	-2:09	11:59	12:32	-0:32	10:38	9:19	1:18	11:41	10:24	1:17	13:09	12:58	0:11	12:46	12:52	-0:06	9:47	9:52	-0:04
NZME Combo	10:38	9:57	0:40	7:05	7:15	-0:10	7:58	7:13	0:45	8:29	7:42	0:47	8:52	8:29	0:22	12:48	11:34	1:13	15:15	13:12	2:02	9:12	10:51	-1:39
All Commercial Radio	15:41	15:14	0:27	13:07	15:14	-2:06	14:18	14:40	-0:22	13:50	12:19	1:31	15:04	13:39	1:24	17:59	17:23	0:35	18:49	18:06	0:43	13:25	14:34	-1:08
Potential (000)	303.9	303.9	0.0	72.2	72.2	0.0	105.1	109.7	-4.6	99.1	99.1	0.0	141.2	141.2	0.0	79.9	79.9	0.0	66.9	66.9	0.0	61.8	68.6	-6.8
Sample	862	890	-28	217	228	-11	302	344	-42	309	339	-30	431	456	-25	218	199	19	168	157	11	202	220	-18

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





# WAIKATO COMMERCIAL RADIO - SURVEY 2 2024

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

Survey Comparisons: 3/2017 - 1/2020

This Survey Period: Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024

Last 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

	This	Last	+/-
Potential (000)	303.9	303.9	0.0
Sample Size	862	890	-28

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

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