



# WAIKATO COMMERCIAL RADIO - SURVEY 3 2024

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

Survey Comparisons: 3/2017 - 1/2020

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

Last 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

	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	6.8	8.1	-1.3	5	5.6	5.5	0.1	3.0	3.8	-0.8	2.7	3.5	-0.8	4.0	3.4	0.6	8.3	9.3	-1.0	10.5	14.8	-4.3	5.5	6.2	-0.7	
Channel X	2.2	1.4	0.8	12	2.4	3.4	-1.0	5.2	3.7	1.5	5.6	2.3	3.3	3.7	1.6	2.1	0.4	0.3	0.1	0.2	0.1	0.1	1.9	0.5	1.4	
Coast	6.6	6.3	0.3	6	1.3	1.1	0.2	1.5	1.5	0.0	1.4	1.7	-0.3	2.6	2.9	-0.3	7.3	6.4	0.9	9.2	12.4	-3.2	6.5	9.2	-2.7	
Edge	4.8	5.4	-0.6	9	11.0	9.6	1.4	6.0	7.3	-1.3	5.4	7.4	-2.0	5.7	7.3	-1.6	3.5	4.5	-1.0	0.5	1.2	-0.7	5.1	5.8	-0.7	
George FM	1.5	1.6	-0.1	15	1.9	1.0	0.9	2.8	2.3	0.5	3.1	4.0	-0.9	2.5	3.0	-0.5	0.8	0.7	0.1	*	0.1	*	0.6	0.2	0.4	
Gold Sport	0.7	0.1	0.6	17	*	*	*	*	*	*	*	*	*	*	*	*	2.1	0.1	2.0	2.6	0.1	2.5	*	*	*	
Life FM	1.8	1.7	0.1	14	3.4	3.4	0.0	2.0	1.8	0.2	1.2	1.1	0.1	2.1	1.7	0.4	2.5	2.4	0.1	0.8	1.2	-0.4	2.2	1.8	0.4	
Magic	4.7	3.4	1.3	10	0.4	0.5	-0.1	0.1	0.1	0.0	0.2	0.1	0.1	0.2	0.6	-0.4	3.2	4.7	-1.5	12.7	10.7	2.0	5.5	3.0	2.5	
Mai FM	5.6	7.1	-1.5	7	15.3	17.6	-2.3	10.6	14.8	-4.2	6.5	10.8	-4.3	5.6	8.2	-2.6	2.2	2.2	0.0	0.3	0.2	0.1	8.9	10.8	-1.9	
Maniapoto FM	0.4	0.1	0.3	20	1.2	0.3	0.9	*	*	*	0.4	0.2	0.2	0.3	0.1	0.2	*	*	*	*	*	*	*	*	*	
More FM	4.6	3.9	0.7	11	2.5	3.0	-0.5	1.5	1.9	-0.4	3.5	3.0	0.5	6.2	5.0	1.2	8.5	6.3	2.2	4.9	3.7	1.2	3.8	4.3	-0.5	
Newstalk ZB	13.4	15.0	-1.6	2	0.4	1.4	-1.0	5.2	5.0	0.2	6.4	6.4	0.0	9.5	9.2	0.3	18.6	18.0	0.6	24.9	23.4	1.5	6.8	5.6	1.2	
Nga Iwi FM	0.2	0.1	0.1	22	1.0	0.4	0.6	*	0.3	*	*	0.1	*	0.1	0.1	0.0	0.2	0.1	0.1	*	*	*	*	0.2	*	
Radio Hauraki	2.0	2.0	0.0	13	1.5	1.5	0.0	1.8	2.6	-0.8	2.2	3.1	-0.9	3.0	2.8	0.2	3.1	2.7	0.4	1.1	1.8	-0.7	3.4	3.1	0.3	
Radio Waatea	0.1	*	*	23	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.3	*	*	*	*	*	
Rhema	0.4	0.4	0.0	20	0.1	0.1	0.0	0.2	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0	1.0	1.2	-0.2	0.1	0.1	0.0	
Rock	14.2	11.3	2.9	1	17.1	12.4	4.7	26.7	19.8	6.9	26.4	19.9	6.5	20.6	16.9	3.7	9.8	9.5	0.3	5.4	4.1	1.3	10.9	10.4	0.5	
SENZ (Sport Nation)*	0.5	0.6	-0.1	18	*	*	*	*	*	*	*	*	*	1.0	1.2	-0.2	1.4	1.8	-0.4	*	0.1	*	*	*	*	
Star	0.5	0.4	0.1	18	0.5	*	*	*	*	*	*	*	*	*	*	*	1.0	0.8	0.2	1.2	1.2	0.0	*	*	*	
Tainui Live	0.8	0.6	0.2	16	1.9	0.6	1.3	*	0.9	*	0.3	1.3	-1.0	0.2	0.8	-0.6	0.9	0.4	0.5	1.2	0.4	0.8	1.2	1.1	0.1	
Te Arawa FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
The Hits	5.3	6.3	-1.0	8	5.6	6.8	-1.2	3.7	4.4	-0.7	4.6	5.9	-1.3	4.4	5.2	-0.8	7.0	6.1	0.9	7.3	7.0	0.3	7.5	5.9	1.6	
The Sound	7.3	8.4	-1.1	4	7.3	7.4	-0.1	6.2	4.6	1.6	4.0	3.5	0.5	7.5	10.4	-2.9	11.1	15.6	-4.5	7.9	8.5	-0.6	6.9	12.0	-5.1	
ZM	11.2	11.5	-0.3	3	16.6	20.2	-3.6	20.3	19.8	0.5	21.6	19.7	1.9	16.6	14.2	2.4	5.5	6.1	-0.6	2.0	4.6	-2.6	20.4	17.5	2.9	
MediaWorks Combo	51.8	50.7	1.1		63.5	60.4	3.1	62.2	58.3	3.9	57.6	54.5	3.1	56.1	56.6	-0.5	47.7	53.0	-5.3	42.5	43.5	-1.0	49.4	53.3	-3.9	
NZME Combo	39.9	42.1	-2.2		27.2	32.7	-5.5	33.4	34.8	-1.4	37.3	38.5	-1.2	36.9	35.4	1.5	43.6	39.4	4.2	47.1	49.3	-2.2	46.0	42.4	3.6	
Potential (000)	303.9	303.9	0.0		72.2	72.2	0.0	107.7	105.1	2.6	99.1	99.1	0.0	141.2	141.2	0.0	79.9	79.9	0.0	66.9	66.9	0.0	59.8	61.8	-2.0	
Sample	845	862	-17		206	217	-11	282	302	-20	290	309	-19	407	431	-24	223	218	5	167	168	-1	186	202	-16	

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

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

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

\*SENZ rebranded to Sport Nation from Nov 19th 2024



# WAIKATO COMMERCIAL RADIO - SURVEY 3 2024

Station Share (%) by Daypart, People 10+

Survey Comparisons: 3/2017 - 1/2020

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

	This	Last	+/-
Potential (000)	303.9	303.9	0.0
Sample Size	845	862	-17

	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	5.9	8.4	-2.5	5	6.1	6.9	-0.8	7.8	8.6	-0.8	6.5	7.1	-0.6	4.5	8.4	-3.9	1.3	0.7	0.6	9.6	10.4	-0.8	
Channel X	1.6	0.5	1.1	15	3.1	1.6	1.5	2.7	1.4	1.3	2.9	2.5	0.4	1.3	2.8	-1.5	0.1	0.1	0.0	1.7	1.3	0.4	
Coast	6.0	5.6	0.4	4	8.5	9.0	-0.5	7.4	7.2	0.2	4.3	5.0	-0.7	5.4	2.7	2.7	3.2	2.0	1.2	7.4	6.1	1.3	
Edge	4.1	4.1	0.0	9	4.6	5.1	-0.5	5.0	6.0	-1.0	6.1	6.2	-0.1	4.7	5.4	-0.7	5.7	6.8	-1.1	4.8	5.8	-1.0	
George FM	1.1	0.9	0.2	16	1.6	2.0	-0.4	2.1	2.2	-0.1	2.1	1.9	0.2	1.4	1.6	-0.2	0.6	0.1	0.5	1.2	1.3	-0.1	
Gold Sport	0.4	*	*	17	1.2	*	*	1.4	0.1	1.3	0.5	*	*	0.2	0.4	-0.2	*	*	*	0.4	0.2	0.2	
Life FM	2.2	2.1	0.1	11	1.1	1.2	-0.1	1.4	1.6	-0.2	3.2	3.0	0.2	2.6	0.8	1.8	2.3	1.1	1.2	1.5	1.4	0.1	
Magic	2.1	1.9	0.2	12	5.5	3.6	1.9	4.3	3.6	0.7	3.2	2.3	0.9	8.0	6.5	1.5	5.8	4.9	0.9	7.1	4.1	3.0	
Mai FM	5.1	6.3	-1.2	7	5.0	6.7	-1.7	5.4	6.8	-1.4	4.9	6.3	-1.4	8.6	6.7	1.9	8.2	8.3	-0.1	5.8	8.7	-2.9	
Maniapoto FM	0.3	0.2	0.1	19	0.4	*	*	0.3	*	*	0.5	0.1	0.4	0.4	*	*	*	0.1	*	0.4	0.2	0.2	
More FM	4.5	3.9	0.6	8	4.7	3.6	1.1	5.4	3.8	1.6	5.3	4.4	0.9	4.1	4.7	-0.6	1.6	0.5	1.1	4.2	4.4	-0.2	
Newstalk ZB	19.3	21.2	-1.9	1	8.1	10.8	-2.7	8.5	10.6	-2.1	14.8	16.0	-1.2	19.1	23.0	-3.9	28.6	25.5	3.1	11.6	13.2	-1.6	
Nga Iwi FM	*	0.1	*	*	0.2	*	*	0.3	0.1	0.2	0.4	*	*	1.1	*	*	1.2	0.8	0.4	*	0.3	*	
Radio Hauraki	1.7	1.9	-0.2	14	2.4	2.6	-0.2	2.9	2.8	0.1	1.6	2.2	-0.6	0.7	0.5	0.2	0.1	0.7	-0.6	1.7	1.4	0.3	
Radio Waatea	0.2	*	*	20	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.2	*	*	
Rhema	0.1	0.1	0.0	22	0.4	0.5	-0.1	0.3	0.3	0.0	0.1	0.1	0.0	0.1	0.1	0.0	1.7	2.5	-0.8	0.6	0.7	-0.1	
Rock	16.2	13.3	2.9	2	16.1	12.6	3.5	17.4	12.1	5.3	15.4	13.1	2.3	8.0	5.6	2.4	12.0	10.3	1.7	8.0	7.9	0.1	
SENZ (Sport Nation)*	0.4	0.5	-0.1	17	0.2	0.3	-0.1	0.1	0.2	-0.1	0.1	0.2	-0.1	*	*	*	4.6	6.3	-1.7	0.5	0.6	-0.1	
Star	0.2	*	*	20	0.6	0.4	0.2	0.5	0.6	-0.1	*	*	*	0.4	0.2	0.2	1.1	0.2	0.9	1.0	0.7	0.3	
Tainui Live	1.8	0.5	1.3	13	0.7	0.6	0.1	0.2	0.4	-0.2	1.9	0.5	1.4	*	*	*	*	4.9	*	0.3	0.3	0.0	
Te Arawa FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
The Hits	3.1	4.3	-1.2	10	7.9	8.7	-0.8	6.6	8.2	-1.6	3.3	5.6	-2.3	4.6	4.8	-0.2	1.8	1.9	-0.1	6.2	5.5	0.7	
The Sound	5.6	7.7	-2.1	6	8.5	9.8	-1.3	7.5	9.9	-2.4	5.2	5.5	-0.3	8.2	5.0	3.2	6.0	4.5	1.5	8.9	9.4	-0.5	
ZM	13.1	11.7	1.4	3	10.0	10.7	-0.7	9.7	10.4	-0.7	14.1	15.1	-1.0	10.1	13.2	-3.1	10.1	9.0	1.1	10.8	11.2	-0.4	
MediaWorks Combo	46.3	47.1	-0.8		55.3	51.9	3.4	57.6	54.4	3.2	51.8	49.2	2.6	48.9	46.9	2.0	41.4	36.3	5.1	51.4	53.3	-1.9	
NZME Combo	44.3	45.5	-1.2		38.6	42.3	-3.7	37.1	39.7	-2.6	39.9	45.0	-5.1	40.7	45.3	-4.6	44.1	44.4	-0.3	38.6	38.2	0.4	

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

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

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

\*SENZ rebranded to Sport Nation from Nov 19th 2024



# WAIKATO COMMERCIAL RADIO - SURVEY 3 2024

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

Survey Comparisons: 3/2017 - 1/2020

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

Last 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

	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	37.4	37.8	-0.4	4	8.7	9.7	-1.0	6.3	5.2	1.1	7.9	6.5	1.4	14.7	11.3	3.4	15.0	13.8	1.2	11.7	12.9	-1.2	8.9	8.8	0.1	
Channel X	10.6	5.1	5.5	14	0.9	0.9	0.0	6.0	2.5	3.5	7.3	2.7	4.6	8.5	3.8	4.7	2.4	1.5	0.9	1.2	0.4	0.8	2.7	0.8	1.9	
Coast	23.0	23.5	-0.5	10	2.2	2.5	-0.3	2.3	1.8	0.5	2.8	2.7	0.1	6.6	5.6	1.0	7.7	7.5	0.2	7.8	10.0	-2.2	5.1	6.7	-1.6	
Edge	36.0	39.8	-3.8	5	15.3	14.9	0.4	17.9	19.4	-1.5	14.8	18.4	-3.6	18.5	22.0	-3.5	5.6	5.6	0.0	2.2	2.8	-0.6	7.3	7.5	-0.2	
George FM	9.2	8.0	1.2	15	3.1	2.3	0.8	6.5	5.3	1.2	5.5	5.0	0.5	6.1	5.5	0.6	0.5	0.5	0.0	*	0.3	*	2.1	0.5	1.6	
Gold Sport	2.5	2.0	0.5	19	0.3	0.2	0.1	*	*	*	*	*	*	*	*	*	1.2	0.4	0.8	1.2	0.5	0.7	*	*	*	
Life FM	11.4	10.6	0.8	13	3.6	4.0	-0.4	3.9	3.4	0.5	4.6	4.0	0.6	7.0	5.2	1.8	3.2	2.6	0.6	0.8	1.4	-0.6	2.7	2.4	0.3	
Magic	15.2	14.8	0.4	12	1.1	1.5	-0.4	0.2	0.7	-0.5	0.5	0.7	-0.2	1.0	2.5	-1.5	3.8	6.4	-2.6	8.1	7.7	0.4	2.3	2.5	-0.2	
Mai FM	25.2	33.0	-7.8	9	10.7	13.6	-2.9	13.1	17.6	-4.5	10.5	15.6	-5.1	13.3	18.8	-5.5	3.5	3.8	-0.3	1.1	0.6	0.5	8.9	9.5	-0.6	
Maniapoto FM	2.1	1.2	0.9	20	1.4	0.6	0.8	*	*	*	0.7	0.6	0.1	0.7	0.6	0.1	*	*	*	*	*	*	*	*	*	
More FM	26.1	27.3	-1.2	8	4.7	6.3	-1.6	4.6	5.6	-1.0	6.2	6.4	-0.2	12.6	12.2	0.4	11.1	9.7	1.4	7.8	7.6	0.2	4.1	5.4	-1.3	
Newstalk ZB	44.8	45.2	-0.4	2	1.8	4.6	-2.8	6.6	7.8	-1.2	8.7	8.2	0.5	17.7	15.8	1.9	19.0	15.6	3.4	17.2	15.6	1.6	6.3	4.3	2.0	
Nga Iwi FM	2.1	2.3	-0.2	20	1.0	1.3	-0.3	*	1.0	*	*	0.4	*	1.1	1.0	0.1	1.1	0.6	0.5	*	*	*	*	0.3	*	
Radio Hauraki	18.3	18.5	-0.2	11	5.1	4.4	0.7	7.7	9.4	-1.7	6.5	9.2	-2.7	11.3	12.0	-0.7	6.7	4.9	1.8	2.0	2.0	0.0	5.4	5.9	-0.5	
Radio Waatea	1.5	0.2	1.3	22	*	0.2	*	*	*	*	*	*	*	*	*	*	*	*	*	1.5	*	*	*	*	*	
Rhema	2.6	3.6	-1.0	18	0.6	0.7	-0.1	0.8	0.8	0.0	0.2	0.1	0.1	0.5	0.4	0.1	1.0	1.2	-0.2	1.1	2.0	-0.9	0.3	0.3	0.0	
Rock	42.3	43.2	-0.9	3	8.9	10.0	-1.1	20.8	19.9	0.9	20.6	20.0	0.6	29.2	28.5	0.7	11.9	11.7	0.2	4.0	4.4	-0.4	7.8	7.9	-0.1	
SENZ (Sport Nation)*	0.6	1.2	-0.6	23	*	*	*	*	*	*	*	*	*	0.6	0.7	-0.1	0.6	1.2	-0.6	*	0.5	*	*	*	*	
Star	3.7	3.7	0.0	17	0.3	0.2	0.1	*	*	*	*	*	*	0.3	0.3	0.0	1.3	1.0	0.3	1.3	1.8	-0.5	0.3	0.3	0.0	
Tainui Live	8.4	7.5	0.9	16	3.5	2.7	0.8	1.1	3.5	-2.4	1.9	4.2	-2.3	1.9	4.2	-2.3	1.6	0.6	1.0	3.0	0.6	2.4	2.3	1.8	0.5	
Te Arawa FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
The Hits	34.4	35.5	-1.1	6	10.2	11.7	-1.5	10.5	9.7	0.8	9.5	10.4	-0.9	14.1	13.5	0.6	10.7	8.3	2.4	8.9	8.3	0.6	8.7	7.6	1.1	
The Sound	28.8	34.4	-5.6	7	5.9	6.8	-0.9	8.1	9.1	-1.0	6.5	8.3	-1.8	13.5	18.5	-5.0	12.3	14.2	-1.9	8.6	8.2	0.4	5.9	7.6	-1.7	
ZM	66.8	63.6	3.2	1	19.1	20.1	-1.0	36.2	31.6	4.6	33.7	30.0	3.7	43.2	36.7	6.5	12.7	10.9	1.8	3.8	5.8	-2.0	17.7	15.9	1.8	
MediaWorks Combo	164.1	172.2	-8.1		38.1	41.3	-3.2	57.1	56.3	0.8	56.3	57.5	-1.2	83.0	85.8	-2.8	47.3	50.1	-2.8	33.9	35.5	-1.6	38.1	39.1	-1.0	
NZME Combo	155.9	153.6	2.3		30.2	33.3	-3.1	52.9	50.5	2.4	51.6	50.9	0.7	77.4	70.6	6.8	46.4	38.3	8.1	33.0	33.7	-0.7	35.8	33.1	2.7	
All Commercial Radio	243.3	247.7	-4.4		51.5	55.0	-3.5	83.5	81.0	2.5	81.1	81.0	0.1	119.1	117.7	1.4	71.1	69.2	1.9	53.7	55.4	-1.7	55.0	53.5	1.5	
Potential (000)	303.9	303.9	0.0		72.2	72.2	0.0	107.7	105.1	2.6	99.1	99.1	0.0	141.2	141.2	0.0	79.9	79.9	0.0	66.9	66.9	0.0	59.8	61.8	-2.0	
Sample	845	862	-17		206	217	-11	282	302	-20	290	309	-19	407	431	-24	223	218	5	167	168	-1	186	202	-16	

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

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

\*SENZ rebranded to Sport Nation from Nov 19th 2024



# WAIKATO COMMERCIAL RADIO - SURVEY 3 2024

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

Survey Comparisons: 3/2017 - 1/2020

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

	This	Last	+/-
Potential (000)	303.9	303.9	0.0
Sample Size	845	862	-17

	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	18.4	20.6	-2.2	5	13.1	13.3	-0.2	18.0	18.7	-0.7	13.4	14.1	-0.7	5.7	7.1	-1.4	2.5	1.6	0.9	21.5	21.6	-0.1
Channel X	5.1	1.8	3.3	14	4.9	2.7	2.2	6.2	2.6	3.6	3.9	2.0	1.9	0.8	1.0	-0.2	0.4	0.2	0.2	6.4	3.7	2.7
Coast	14.2	12.7	1.5	9	12.9	13.1	-0.2	14.8	14.1	0.7	8.5	9.2	-0.7	5.2	3.6	1.6	3.2	2.3	0.9	14.1	14.1	0.0
Edge	18.3	17.5	0.8	6	14.1	14.9	-0.8	17.8	20.3	-2.5	15.8	16.5	-0.7	7.7	8.2	-0.5	5.1	4.4	0.7	16.5	18.8	-2.3
George FM	3.8	2.9	0.9	16	3.8	4.5	-0.7	5.8	4.7	1.1	4.6	3.5	1.1	1.6	1.5	0.1	1.0	0.2	0.8	3.1	2.5	0.6
Gold Sport	0.6	0.4	0.2	21	0.6	*	*	1.2	0.4	0.8	0.6	*	*	0.7	1.4	-0.7	*	*	*	1.9	1.2	0.7
Life FM	6.1	5.2	0.9	12	3.2	3.9	-0.7	3.9	4.2	-0.3	6.0	5.0	1.0	2.2	2.1	0.1	2.8	1.7	1.1	7.3	7.8	-0.5
Magic	5.7	6.5	-0.8	13	8.0	5.8	2.2	8.3	7.8	0.5	4.8	4.5	0.3	3.2	3.5	-0.3	1.9	1.2	0.7	11.8	10.2	1.6
Mai FM	18.7	21.5	-2.8	4	10.5	16.0	-5.5	13.6	19.2	-5.6	12.8	19.6	-6.8	5.2	4.6	0.6	5.4	7.2	-1.8	16.1	21.5	-5.4
Maniapoto FM	1.3	0.8	0.5	19	0.7	0.2	0.5	0.7	*	*	1.3	0.6	0.7	0.6	0.2	0.4	*	0.2	*	0.8	0.6	0.2
More FM	14.3	12.6	1.7	8	12.6	10.4	2.2	13.2	11.2	2.0	13.6	11.9	1.7	5.8	5.2	0.6	2.1	1.4	0.7	12.8	14.1	-1.3
Newstalk ZB	31.7	31.4	0.3	2	21.2	21.2	0.0	20.1	22.4	-2.3	24.0	24.0	0.0	14.1	16.7	-2.6	10.8	9.2	1.6	29.1	32.4	-3.3
Nga Iwi FM	*	0.5	*	*	0.6	*	*	0.8	0.5	0.3	0.6	0.2	0.4	0.6	0.2	0.4	1.1	0.6	0.5	0.2	1.3	-1.1
Radio Hauraki	8.5	9.3	-0.8	11	10.4	8.0	2.4	11.4	9.6	1.8	7.1	8.8	-1.7	1.7	1.0	0.7	1.1	1.9	-0.8	8.8	8.3	0.5
Radio Waatea	1.5	*	*	18	*	*	*	*	*	*	*	*	*	*	0.2	*	*	*	*	1.5	*	*
Rhema	1.0	1.1	-0.1	20	1.8	2.7	-0.9	0.7	0.7	0.0	0.2	0.1	0.1	0.5	0.5	0.0	0.4	0.4	0.0	1.7	2.0	-0.3
Rock	29.0	25.5	3.5	3	22.6	20.7	1.9	26.5	23.5	3.0	24.4	21.3	3.1	5.6	4.8	0.8	6.6	7.1	-0.5	20.7	24.2	-3.5
SENZ (Sport Nation)*	0.6	0.7	-0.1	21	0.2	0.3	-0.1	0.2	0.3	-0.1	0.2	0.3	-0.1	*	*	*	0.4	0.4	0.0	0.6	1.2	-0.6
Star	1.6	0.3	1.3	17	2.3	1.3	1.0	2.1	1.8	0.3	0.2	*	*	0.7	0.5	0.2	1.2	0.7	0.5	2.8	2.2	0.6
Tainui Live	5.0	2.7	2.3	15	1.4	1.3	0.1	1.9	2.2	-0.3	3.7	2.2	1.5	0.1	0.1	0.0	*	2.2	*	2.2	1.2	1.0
Te Arawa FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
The Hits	13.9	14.7	-0.8	10	14.0	16.7	-2.7	17.2	18.4	-1.2	10.3	13.6	-3.3	6.6	6.3	0.3	3.1	2.8	0.3	18.6	19.0	-0.4
The Sound	15.2	16.1	-0.9	7	15.8	18.0	-2.2	18.0	21.8	-3.8	9.8	10.2	-0.4	6.7	5.1	1.6	4.3	3.5	0.8	15.4	18.5	-3.1
ZM	44.5	38.8	5.7	1	26.6	25.8	0.8	33.4	33.4	0.0	38.8	37.0	1.8	13.6	14.3	-0.7	10.1	7.3	2.8	39.0	39.7	-0.7
MediaWorks Combo	109.2	107.3	1.9		89.8	94.3	-4.5	102.3	107.1	-4.8	92.6	91.8	0.8	39.2	38.6	0.6	25.8	25.2	0.6	109.1	116.6	-7.5
NZME Combo	104.6	99.6	5.0		81.0	78.2	2.8	90.0	89.4	0.6	84.6	86.8	-2.2	40.0	40.1	-0.1	27.5	25.1	2.4	106.3	107.3	-1.0
All Commercial Radio	190.7	181.4	9.3		155.4	154.2	1.2	170.4	177.2	-6.8	164.5	163.0	1.5	76.8	76.1	0.7	49.3	43.7	5.6	188.1	196.7	-8.6

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

\*SENZ rebranded to Sport Nation from Nov 19th 2024



# WAIKATO COMMERCIAL RADIO - SURVEY 3 2024

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

Survey Comparisons: 3/2017 - 1/2020

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

Last 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

	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	7:28	8:23	-0:54	5:03	4:07	0:55	5:47	8:25	-2:37	3:57	5:57	-2:00	5:01	5:20	-0:19	7:23	8:26	-1:02	9:56	12:02	-2:05	4:35	5:04	-0:28
Channel X	8:28	10:42	-2:14	22:18	27:47	-5:28	10:39	16:48	-6:08	8:53	9:36	-0:42	7:58	7:24	0:34	2:16	2:31	-0:15	1:53	3:45	-1:51	5:05	4:27	0:37
Coast	11:48	10:28	1:20	4:50	3:16	1:34	7:45	9:50	-2:04	5:38	7:06	-1:27	7:21	9:09	-1:48	12:35	10:40	1:55	13:07	12:57	0:09	9:23	9:58	-0:34
Edge	5:29	5:19	0:10	5:43	4:39	1:03	4:05	4:20	-0:14	4:12	4:29	-0:16	5:37	5:53	-0:16	8:17	9:58	-1:41	2:48	4:23	-1:34	5:03	5:32	-0:28
George FM	6:45	7:39	-0:54	4:57	3:06	1:50	5:21	4:56	0:24	6:34	9:06	-2:32	7:40	9:46	-2:05	19:39	15:59	3:40	*	3:00	*	2:11	3:10	-0:58
Gold Sport	11:36	1:47	9:48	0:30	0:30	0:00	*	*	*	*	*	*	*	*	*	23:37	3:00	20:37	23:37	2:10	21:26	*	*	*
Life FM	6:32	6:15	0:16	7:26	6:07	1:19	6:16	6:06	0:10	3:05	3:07	-0:02	5:34	5:35	-0:00	10:23	11:18	-0:54	10:43	9:18	1:25	6:05	5:27	0:38
Magic	12:41	8:58	3:43	2:39	2:35	0:03	5:15	2:03	3:11	4:45	2:03	2:41	3:46	4:25	-0:39	11:16	9:01	2:14	17:31	14:37	2:53	17:37	8:38	8:58
Mai FM	9:03	8:18	0:44	11:15	9:20	1:55	9:52	9:44	0:07	7:12	7:44	-0:31	7:46	7:45	0:01	8:28	7:02	1:25	3:22	3:00	0:22	7:19	8:11	-0:51
Maniapoto FM	7:02	3:32	3:30	7:15	3:08	4:06	*	*	*	6:38	4:00	2:38	6:38	4:00	2:38	*	*	*	*	*	*	*	*	*
More FM	7:13	5:32	1:40	4:11	3:25	0:45	4:02	3:58	0:03	6:28	5:14	1:14	8:56	7:16	1:39	10:16	8:04	2:12	6:54	5:02	1:52	6:43	5:47	0:56
Newstalk ZB	12:15	12:56	-0:40	1:51	2:13	-0:22	9:37	7:23	2:13	8:33	8:42	-0:09	9:53	10:21	-0:27	13:02	14:25	-1:22	16:06	15:40	0:26	7:51	9:23	-1:32
Nga Iwi FM	4:52	2:10	2:42	8:06	1:58	6:07	*	3:26	*	*	3:00	*	2:00	2:25	-0:25	2:00	2:00	0:00	*	*	*	*	4:45	*
Radio Hauraki	4:22	4:16	0:05	2:23	2:29	-0:05	2:55	3:15	-0:19	3:59	3:49	0:10	4:54	4:04	0:49	6:13	6:44	-0:30	6:21	9:18	-2:56	4:35	3:44	0:51
Radio Waatea	2:15	0:15	2:00	*	0:15	*	*	*	*	*	*	*	*	*	*	*	*	*	2:15	*	*	*	*	*
Rhema	5:37	4:29	1:08	1:15	1:15	0:00	2:37	2:08	0:28	8:15	8:15	0:00	4:45	4:22	0:22	1:40	1:34	0:06	9:50	6:13	3:36	3:00	3:00	0:00
Rock	13:41	10:09	3:31	15:15	8:58	6:16	15:42	11:32	4:09	14:54	11:10	3:44	12:58	10:33	2:24	11:01	10:06	0:54	15:09	9:40	5:28	10:14	9:25	0:49
SENZ (Sport Nation)*	32:16	18:33	13:42	*	*	*	*	*	*	*	*	*	32:16	29:11	3:04	32:16	18:33	13:42	*	2:00	*	*	*	*
Star	5:46	3:51	1:55	14:00	0:30	13:30	*	*	*	*	*	*	0:15	0:15	0:00	10:49	9:56	0:53	10:14	6:41	3:33	0:15	0:15	0:00
Tainui Live	3:51	3:05	0:46	4:21	1:40	2:41	0:15	3:05	-2:50	1:55	3:20	-1:25	1:55	3:20	-1:25	7:46	7:30	0:16	4:27	7:30	-3:02	3:54	4:35	-0:40
Te Arawa FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
The Hits	6:20	6:52	-0:32	4:19	4:09	0:09	4:17	5:13	-0:55	5:37	6:24	-0:46	5:47	6:46	-0:58	8:41	9:06	-0:25	9:05	8:43	0:22	6:18	5:31	0:46
The Sound	10:19	9:30	0:49	9:42	7:53	1:48	9:22	5:52	3:30	7:14	4:42	2:32	10:08	9:55	0:13	12:04	13:40	-1:36	10:08	10:48	-0:40	8:37	11:21	-2:44
ZM	6:51	7:01	-0:09	6:54	7:13	-0:19	6:51	7:15	-0:23	7:26	7:20	0:05	7:02	6:51	0:10	5:49	6:57	-1:08	5:44	8:12	-2:27	8:28	7:53	0:34
MediaWorks Combo	12:54	11:26	1:28	13:12	10:34	2:38	13:19	11:59	1:20	11:53	10:38	1:15	12:25	11:41	0:43	13:29	13:09	0:19	13:55	12:46	1:09	9:31	9:47	-0:15
NZME Combo	10:28	10:38	-0:10	7:06	7:05	0:01	7:43	7:58	-0:15	8:23	8:29	-0:06	8:45	8:52	-0:07	12:33	12:48	-0:14	15:51	15:15	0:35	9:27	9:12	0:15
All Commercial Radio	16:48	15:41	1:06	15:22	13:07	2:14	14:38	14:18	0:20	14:19	13:50	0:28	15:25	15:04	0:21	18:48	17:59	0:49	20:38	18:49	1:49	13:21	13:25	-0:04
Potential (000)	303.9	303.9	0.0	72.2	72.2	0.0	107.7	105.1	2.6	99.1	99.1	0.0	141.2	141.2	0.0	79.9	79.9	0.0	66.9	66.9	0.0	59.8	61.8	-2.0
Sample	845	862	-17	206	217	-11	282	302	-20	290	309	-19	407	431	-24	223	218	5	167	168	-1	186	202	-16

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

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

\*SENZ rebranded to Sport Nation from Nov 19th 2024





# WAIKATO COMMERCIAL RADIO - SURVEY 3 2024

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

Survey Comparisons: 3/2017 - 1/2020

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

	This	Last	+/-
Potential (000)	303.9	303.9	0.0
Sample Size	845	862	-17

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

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

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

\*SENZ rebranded to Sport Nation from Nov 19th 2024