



NORTHLAND COMMERCIAL RADIO - SURVEY 1 2025

Station Share (%) by Demographic, Mon-Sun 12mn-12mn
Survey Comparisons: 3/2024 - 1/2025

This Survey Period: Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 & Sun Aug 11 to Sat Nov 2 2024 & Sun Feb 9 to Sat May 3 2025
Last 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

	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	3.2	2.8	0.4	10	1.4	0.2	1.2	0.5	0.4	0.1	0.6	0.5	0.1	1.6	1.9	-0.3	2.9	2.9	0.0	5.3	4.4	0.9	2.3	2.1	0.2
Coast	15.3	15.2	0.1	1	1.8	1.8	0.0	4.2	3.9	0.3	7.1	8.5	-1.4	8.5	10.2	-1.7	14.9	18.1	-3.2	25.2	25.0	0.2	12.1	11.3	0.8
Edge	5.3	6.4	-1.1	9	20.3	17.2	3.1	13.0	15.5	-2.5	9.2	10.9	-1.7	6.9	8.2	-1.3	2.7	4.6	-1.9	1.6	3.1	-1.5	4.3	5.2	-0.9
Flava	3.1	2.7	0.4	11	0.3	4.1	-3.8	2.8	5.5	-2.7	3.0	4.2	-1.2	6.9	5.5	1.4	6.8	3.4	3.4	*	*	*	2.8	2.9	-0.1
Gold**	7.4	7.9	-0.5	5	2.8	5.5	-2.7	7.5	7.5	0.0	8.6	9.1	-0.5	8.3	8.5	-0.2	8.5	10.2	-1.7	8.9	9.8	-0.9	10.5	9.3	1.2
Gold Sport	0.1	0.1	0.0	21	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.1	0.1	0.0	*	*	*
Life FM	0.8	1.1	-0.3	17	2.1	2.3	-0.2	0.7	1.7	-1.0	0.7	1.5	-0.8	1.5	1.9	-0.4	1.4	1.4	0.0	*	0.4	*	2.8	3.3	-0.5
Magic	1.5	n.a.	*	14	*	n.a.	*	0.2	n.a.	*	0.2	n.a.	*	0.1	n.a.	*	1.4	n.a.	*	3.4	n.a.	*	*	n.a.	*
Mai FM	2.2	3.1	-0.9	12	5.8	10.6	-4.8	4.5	7.5	-3.0	5.7	6.9	-1.2	3.9	4.8	-0.9	0.3	0.6	-0.3	*	*	*	5.6	6.5	-0.9
More FM	15.0	14.5	0.5	2	10.3	13.7	-3.4	20.4	17.8	2.6	19.4	16.2	3.2	18.1	16.0	2.1	13.3	12.4	0.9	12.1	12.9	-0.8	19.7	16.5	3.2
Newstalk ZB	9.9	11.5	-1.6	3	0.3	*	*	*	0.2	*	0.1	0.3	-0.2	1.2	2.6	-1.4	6.2	6.9	-0.7	9.3	9.7	-0.4	2.5	4.5	-2.0
Ngati Hine FM	0.8	0.8	0.0	17	1.6	2.9	-1.3	1.4	2.2	-0.8	1.2	1.3	-0.1	1.2	0.8	0.4	0.7	0.2	0.5	0.3	0.3	0.0	1.0	0.6	0.4
Radio Hauraki	6.4	4.8	1.6	6	1.7	3.7	-2.0	10.2	4.7	5.5	13.3	8.7	4.6	11.1	8.7	2.4	5.3	5.6	-0.3	3.8	2.5	1.3	3.5	3.5	0.0
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	0.9	0.9	0.0	16	3.3	1.8	1.5	*	0.1	*	0.1	*	*	0.4	0.4	0.0	0.9	1.2	-0.3	1.5	1.4	0.1	0.9	1.0	-0.1
Rock	8.3	8.9	-0.6	4	17.7	15.2	2.5	13.1	15.7	-2.6	10.9	15.2	-4.3	12.3	14.3	-2.0	10.1	9.1	1.0	4.1	4.4	-0.3	12.9	16.0	-3.1
Sport Nation*	0.2	0.2	0.0	20	*	*	*	*	*	*	0.1	0.2	-0.1	0.1	0.3	-0.2	0.3	0.5	-0.2	0.3	0.3	0.0	*	*	*
Tautoko FM	1.0	0.8	0.2	15	3.8	2.6	1.2	0.7	0.6	0.1	0.5	0.4	0.1	0.4	0.3	0.1	1.5	1.0	0.5	1.7	1.2	0.5	0.7	0.7	0.0
Te Hiku o Te Ika	0.6	0.3	0.3	19	2.3	0.6	1.7	1.9	0.8	1.1	1.4	0.9	0.5	0.9	0.5	0.4	*	*	*	*	*	*	1.9	1.0	0.9
The Hits	5.4	3.2	2.2	8	13.2	5.9	7.3	9.6	5.0	4.6	7.7	4.4	3.3	6.1	3.5	2.6	4.9	3.7	1.2	4.5	3.1	1.4	4.6	3.5	1.1
The Sound	5.7	6.6	-0.9	7	0.7	1.2	-0.5	0.4	0.9	-0.5	0.6	0.9	-0.3	2.0	2.3	-0.3	12.1	10.6	1.5	13.6	15.2	-1.6	1.7	1.7	0.0
ZM	2.1	2.7	-0.6	13	6.0	7.2	-1.2	5.6	5.3	0.3	5.1	4.8	0.3	3.4	3.2	0.2	0.3	1.9	-1.6	0.2	1.7	-1.5	2.7	3.6	-0.9
MediaWorks Combo	43.7	45.3	-1.6		60.4	60.6	-0.2	54.7	62.1	-7.4	50.4	55.3	-4.9	49.6	52.7	-3.1	45.9	43.0	2.9	40.2	41.5	-1.3	53.9	54.7	-0.8
NZME Combo	49.7	48.2	1.5		26.0	28.3	-2.3	39.8	32.0	7.8	44.8	39.9	4.9	45.5	42.2	3.3	46.9	49.9	-3.0	52.3	52.1	0.2	38.7	38.7	0.0
Potential (000)	126.2	125.4	0.8		26.4	25.9	0.5	35.9	36.1	-0.2	33.3	33.2	0.1	49.7	50.0	-0.3	35.6	36.4	-0.8	36.3	36.5	-0.2	20.6	20.2	0.4
Sample	872	911	-39		139	145	-6	164	184	-20	179	191	-12	288	297	-9	246	265	-19	323	345	-22	142	146	-4

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

MediaWorks Combo: Breeze, Edge, Magic (from S1 2025), Mai FM, More FM, Rock, The Sound, or internet only listening to George FM, Humm FM, Magic (until S3 2024), Channel X (from S2 2024)

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

*SENZ rebranded to Sport Nation from Nov 19th 2024

**Gold FM ceased broadcasting on May 9. As Gold FM was broadcasting for the duration of Survey 1 2025 it remains included in the above audience data



NORTHLAND COMMERCIAL RADIO - SURVEY 1 2025

Station Share (%) by Daypart, People 10+
Survey Comparisons: 3/2024 - 1/2025

This Survey Period: Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 & Sun Aug 11 to Sat Nov 2 2024 & Sun Feb 9 to Sat May 3 2025
Last 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

	This	Last	+/-
Potential (000)	126.2	125.4	0.8
Sample Size	872	911	-39

	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	2.6	2.0	0.6	11	3.2	3.3	-0.1	3.3	2.9	0.4	3.6	3.4	0.2	2.1	1.5	0.6	0.5	1.0	-0.5	4.1	3.3	0.8
Coast	13.9	13.0	0.9	3	16.4	16.7	-0.3	16.0	16.8	-0.8	12.8	12.6	0.2	11.3	9.0	2.3	9.4	10.7	-1.3	17.5	17.5	0.0
Edge	4.6	5.4	-0.8	7	5.3	5.2	0.1	4.4	5.6	-1.2	4.8	7.2	-2.4	14.8	17.4	-2.6	11.3	14.9	-3.6	4.3	5.1	-0.8
Flava	2.4	2.2	0.2	12	3.6	3.4	0.2	1.8	2.1	-0.3	3.7	2.7	1.0	7.1	4.8	2.3	*	*	*	4.1	2.8	1.3
Gold**	6.6	6.4	0.2	5	8.1	8.8	-0.7	8.2	8.2	0.0	8.3	9.7	-1.4	3.2	3.9	-0.7	1.5	1.1	0.4	7.6	9.3	-1.7
Gold Sport	*	*	*	*	0.1	0.1	0.0	0.2	0.2	0.0	*	*	*	*	0.2	*	*	*	*	0.1	0.1	0.0
Life FM	1.0	1.2	-0.2	15	1.1	0.9	0.2	1.0	1.2	-0.2	0.5	0.7	-0.2	1.0	4.7	-3.7	1.7	1.4	0.3	0.3	0.7	-0.4
Magic	1.4	n.a.	*	14	1.5	n.a.	*	1.5	n.a.	*	0.8	n.a.	*	1.6	n.a.	*	1.4	n.a.	*	2.0	n.a.	*
Mai FM	2.8	4.7	-1.9	10	1.3	1.9	-0.6	2.6	4.5	-1.9	3.2	4.5	-1.3	5.9	1.6	4.3	0.4	*	*	1.1	1.5	-0.4
More FM	18.3	19.1	-0.8	1	14.7	17.1	-2.4	14.5	13.7	0.8	12.3	11.9	0.4	5.3	5.6	-0.3	19.4	10.5	8.9	16.2	12.6	3.6
Newstalk ZB	16.3	16.9	-0.6	2	6.9	7.3	-0.4	6.1	6.7	-0.6	9.6	13.1	-3.5	14.3	24.0	-9.7	23.7	26.1	-2.4	8.7	10.4	-1.7
Ngati Hine FM	0.7	0.6	0.1	16	1.3	0.9	0.4	0.4	0.4	0.0	0.9	0.4	0.5	2.1	1.7	0.4	0.4	1.9	-1.5	0.3	1.0	-0.7
Radio Hauraki	3.6	3.4	0.2	9	6.9	3.8	3.1	9.4	5.4	4.0	8.9	5.9	3.0	4.8	4.5	0.3	6.6	11.8	-5.2	4.1	4.8	-0.7
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	0.3	0.4	-0.1	19	1.2	1.1	0.1	1.0	0.9	0.1	1.0	0.9	0.1	1.0	1.6	-0.6	0.2	1.4	-1.2	1.1	1.0	0.1
Rock	9.1	9.9	-0.8	4	7.7	9.6	-1.9	8.6	10.4	-1.8	9.2	8.3	0.9	6.6	5.1	1.5	10.7	4.0	6.7	7.3	7.7	-0.4
Sport Nation*	0.1	0.2	-0.1	20	0.1	0.3	-0.2	0.2	0.2	0.0	0.3	0.3	0.0	*	*	*	*	*	*	0.2	0.2	0.0
Tautoko FM	0.6	0.4	0.2	17	0.7	0.6	0.1	0.6	0.4	0.2	0.9	0.9	0.0	1.8	1.8	0.0	*	*	*	2.1	1.8	0.3
Te Hiku o Te Ika	0.6	0.3	0.3	17	0.7	0.4	0.3	0.1	0.1	0.0	0.9	0.2	0.7	3.0	0.6	2.4	*	*	*	0.4	0.4	0.0
The Hits	4.7	2.4	2.3	6	6.5	4.8	1.7	6.7	4.3	2.4	4.9	2.1	2.8	3.8	0.6	3.2	2.5	2.4	0.1	4.5	2.7	1.8
The Sound	4.2	5.0	-0.8	8	6.3	8.1	-1.8	5.1	6.9	-1.8	7.0	6.6	0.4	5.5	4.3	1.2	5.3	5.3	0.0	6.4	7.1	-0.7
ZM	2.2	3.0	-0.8	13	1.2	1.3	-0.1	2.4	2.8	-0.4	3.0	3.9	-0.9	0.7	2.2	-1.5	1.5	1.4	0.1	2.4	3.2	-0.8
MediaWorks Combo	45.2	48.3	-3.1		42.9	47.7	-4.8	43.5	47.7	-4.2	42.5	43.8	-1.3	42.7	36.2	6.5	49.2	39.5	9.7	43.6	41.1	2.5
NZME Combo	49.7	47.2	2.5		49.8	46.4	3.4	51.0	46.7	4.3	51.2	50.1	1.1	45.2	49.3	-4.1	45.2	53.6	-8.4	48.9	50.7	-1.8

NB: SUM OF INDIVIDUAL STATIONS MAY NOT ADD TO NETWORK COMBO TOTAL DUE TO ROUNDING
MediaWorks Combo: Breeze, Edge, Magic (from S1 2025), Mai FM, More FM, Rock, The Sound, or internet only listening to George FM, Humm FM, Magic (until S3 2024), Channel X (from S2 2024)
NZME Combo: Coast, Flava, Gold, Gold Sport, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui

*SENZ rebranded to Sport Nation from Nov 19th 2024
**Gold FM ceased broadcasting on May 9. As Gold FM was broadcasting for the duration of Survey 1 2025 it remains included in the above audience data



NORTHLAND COMMERCIAL RADIO - SURVEY 1 2025

Cumulative Audience (000's) by Demographic, Mon-Sun 12mn-12mn
Survey Comparisons: 3/2024 - 1/2025

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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	7.3	6.2	1.1	9	1.0	0.3	0.7	0.9	0.5	0.4	0.7	0.7	0.0	2.2	2.5	-0.3	2.6	2.7	-0.1	3.3	2.7	0.6	1.3	1.3	0.0
Coast	17.1	17.2	-0.1	2	0.3	0.7	-0.4	1.4	1.2	0.2	2.6	2.4	0.2	4.3	4.4	-0.1	6.4	6.9	-0.5	8.8	9.3	-0.5	2.8	2.3	0.5
Edge	11.4	13.4	-2.0	4	4.4	5.1	-0.7	5.8	7.4	-1.6	4.5	5.2	-0.7	5.4	6.1	-0.7	2.0	2.4	-0.4	1.4	1.8	-0.4	2.5	2.9	-0.4
Flava	4.7	5.5	-0.8	13	0.4	1.1	-0.7	2.5	3.3	-0.8	2.7	3.0	-0.3	4.3	4.4	-0.1	1.6	1.4	0.2	*	*	*	1.5	1.3	0.2
Gold**	11.0	12.9	-1.9	5	0.9	1.2	-0.3	2.9	3.1	-0.2	3.1	3.4	-0.3	5.6	6.3	-0.7	4.9	6.1	-1.2	3.8	4.8	-1.0	3.1	3.0	0.1
Gold Sport	0.3	0.5	-0.2	21	*	*	*	*	*	*	*	*	*	*	*	*	0.2	0.2	0.0	0.2	0.3	-0.1	*	*	*
Life FM	1.7	3.0	-1.3	18	0.6	0.7	-0.1	0.6	1.4	-0.8	0.8	1.4	-0.6	1.1	1.9	-0.8	0.3	0.9	-0.6	*	0.5	*	0.5	0.9	-0.4
Magic	1.8	n.a.	*	17	*	n.a.	*	0.2	n.a.	*	0.2	n.a.	*	0.2	n.a.	*	0.1	n.a.	*	1.0	n.a.	*	*	n.a.	*
Mai FM	6.5	8.0	-1.5	11	2.4	4.1	-1.7	4.0	4.6	-0.6	3.9	3.5	0.4	4.1	3.9	0.2	0.2	0.4	-0.2	*	*	*	2.1	2.2	-0.1
More FM	19.7	20.4	-0.7	1	3.5	4.8	-1.3	7.3	6.5	0.8	6.6	5.0	1.6	9.5	8.1	1.4	5.8	6.6	-0.8	5.2	6.1	-0.9	3.8	3.5	0.3
Newstalk ZB	7.9	9.4	-1.5	8	0.2	0.2	0.0	*	0.1	*	0.1	0.3	-0.2	0.9	1.6	-0.7	2.4	2.9	-0.5	3.3	3.6	-0.3	0.4	0.5	-0.1
Ngati Hine FM	2.8	3.1	-0.3	14	0.7	1.5	-0.8	1.2	1.7	-0.5	1.2	0.9	0.3	1.6	1.1	0.5	0.6	0.3	0.3	0.5	0.5	0.0	0.8	0.5	0.3
Radio Hauraki	8.5	8.5	0.0	7	0.8	1.2	-0.4	2.4	1.5	0.9	3.6	2.9	0.7	6.3	5.6	0.7	3.3	3.5	-0.2	1.3	1.6	-0.3	2.3	1.9	0.4
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	1.5	2.2	-0.7	19	0.4	0.8	-0.4	*	0.2	*	0.1	*	*	0.2	0.2	0.0	0.3	0.7	-0.4	0.8	1.0	-0.2	0.2	0.3	-0.1
Rock	17.1	17.0	0.1	2	4.9	4.8	0.1	6.6	5.5	1.1	5.8	5.8	0.0	9.6	9.3	0.3	5.5	5.4	0.1	2.5	2.8	-0.3	3.1	2.9	0.2
Sport Nation*	0.6	0.8	-0.2	20	*	*	*	*	*	*	0.1	0.2	-0.1	0.3	0.5	-0.2	0.4	0.6	-0.2	0.3	0.3	0.0	0.2	0.2	0.0
Tautoko FM	2.0	1.9	0.1	15	0.7	0.9	-0.2	0.6	0.5	0.1	0.5	0.4	0.1	0.7	0.4	0.3	0.6	0.3	0.3	0.6	0.6	0.0	0.5	0.4	0.1
Te Hiku o Te Ika	2.0	1.0	1.0	15	0.8	0.4	0.4	1.5	0.4	1.1	1.2	0.5	0.7	1.2	0.5	0.7	*	0.2	*	*	0.2	*	0.8	0.3	0.5
The Hits	9.7	8.1	1.6	6	2.3	2.5	-0.2	4.6	4.0	0.6	4.0	2.6	1.4	5.2	3.3	1.9	2.4	1.9	0.5	1.8	1.8	0.0	2.5	1.8	0.7
The Sound	7.3	7.7	-0.4	9	0.2	0.6	-0.4	0.8	1.1	-0.3	0.9	1.2	-0.3	1.9	2.4	-0.5	4.6	4.0	0.6	4.6	4.4	0.2	0.8	1.0	-0.2
ZM	5.9	6.9	-1.0	12	1.6	2.6	-1.0	3.4	3.6	-0.2	3.4	3.4	0.0	3.8	3.7	0.1	0.7	1.0	-0.3	0.5	0.6	-0.1	1.6	1.9	-0.3
MediaWorks Combo	55.0	56.3	-1.3		11.2	12.7	-1.5	19.2	19.7	-0.5	18.2	17.9	0.3	26.3	26.3	0.0	16.4	16.6	-0.2	14.6	14.7	-0.1	11.4	11.2	0.2
NZME Combo	50.3	51.6	-1.3		4.6	6.2	-1.6	13.0	13.2	-0.2	15.1	14.0	1.1	23.3	22.1	1.2	16.3	17.2	-0.9	14.9	16.2	-1.3	9.7	8.9	0.8
All Commercial Radio	84.6	86.1	-1.5		13.3	14.9	-1.6	24.3	24.5	-0.2	24.7	23.8	0.9	37.3	36.7	0.6	26.0	27.5	-1.5	25.0	25.9	-0.9	16.5	15.9	0.6
Potential (000)	126.2	125.4	0.8		26.4	25.9	0.5	35.9	36.1	-0.2	33.3	33.2	0.1	49.7	50.0	-0.3	35.6	36.4	-0.8	36.3	36.5	-0.2	20.6	20.2	0.4
Sample	872	911	-39		139	145	-6	164	184	-20	179	191	-12	288	297	-9	246	265	-19	323	345	-22	142	146	-4

MediaWorks Combo: Breeze, Edge, Magic (from S1 2025), Mai FM, More FM, Rock, The Sound, or internet only listening to George FM, Humm FM, Magic (until S3 2024), Channel X (from S2 2024)

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

*SENZ rebranded to Sport Nation from Nov 19th 2024
**Gold FM ceased broadcasting on May 9. As Gold FM was broadcasting for the duration of Survey 1 2025 it remains included in the above audience data



NORTHLAND COMMERCIAL RADIO - SURVEY 1 2025

Cumulative Audience (000's) by Daypart, People 10+
Survey Comparisons: 3/2024 - 1/2025

This Survey Period: Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 & Sun Aug 11 to Sat Nov 2 2024 & Sun Feb 9 to Sat May 3 2025
Last 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

	This	Last	+/-
Potential (000)	126.2	125.4	0.8
Sample Size	872	911	-39

	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	3.1	2.7	0.4	11	3.2	3.9	-0.7	3.9	3.3	0.6	3.0	2.2	0.8	0.9	0.6	0.3	0.2	0.4	-0.2	4.8	3.5	1.3
Coast	8.8	9.0	-0.2	3	11.6	11.6	0.0	10.3	10.4	-0.1	7.8	7.6	0.2	3.2	2.9	0.3	1.4	1.9	-0.5	9.6	9.6	0.0
Edge	5.8	7.5	-1.7	5	5.0	5.2	-0.2	4.7	6.5	-1.8	2.7	4.4	-1.7	2.1	2.3	-0.2	1.3	2.2	-0.9	5.2	5.5	-0.3
Flava	3.1	2.7	0.4	11	2.8	3.6	-0.8	2.2	3.0	-0.8	1.8	2.1	-0.3	1.2	1.0	0.2	*	*	*	2.3	2.7	-0.4
Gold**	5.8	7.0	-1.2	5	5.1	6.7	-1.6	5.9	6.2	-0.3	5.6	6.6	-1.0	2.1	2.8	-0.7	0.7	0.8	-0.1	6.9	7.7	-0.8
Gold Sport	*	*	*	*	0.2	0.2	0.0	0.3	0.3	0.0	*	*	*	*	0.1	*	*	*	*	0.1	0.1	0.0
Life FM	0.9	1.7	-0.8	15	0.5	0.7	-0.2	0.9	1.7	-0.8	0.5	0.8	-0.3	0.3	1.4	-1.1	0.4	0.4	0.0	0.4	1.4	-1.0
Magic	0.8	n.a.	*	17	1.3	n.a.	*	1.3	n.a.	*	0.5	n.a.	*	0.1	n.a.	*	0.1	n.a.	*	1.2	n.a.	*
Mai FM	3.2	3.8	-0.6	10	1.7	2.2	-0.5	1.9	3.9	-2.0	2.9	4.0	-1.1	1.6	1.0	0.6	0.3	*	*	2.6	2.9	-0.3
More FM	11.7	13.0	-1.3	1	9.3	10.7	-1.4	10.4	11.0	-0.6	7.9	8.1	-0.2	1.7	2.2	-0.5	3.1	2.5	0.6	11.3	10.0	1.3
Newstalk ZB	5.9	6.8	-0.9	4	4.8	5.1	-0.3	4.0	4.6	-0.6	3.9	4.6	-0.7	2.3	3.0	-0.7	2.4	3.1	-0.7	4.6	5.7	-1.1
Ngati Hine FM	1.4	1.2	0.2	14	0.8	0.8	0.0	0.3	0.3	0.0	1.3	0.8	0.5	0.8	0.6	0.2	0.2	1.1	-0.9	0.7	1.2	-0.5
Radio Hauraki	3.4	3.1	0.3	9	3.1	3.2	-0.1	3.6	3.6	0.0	4.2	3.8	0.4	1.2	1.4	-0.2	0.8	2.0	-1.2	3.9	5.0	-1.1
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	0.9	1.4	-0.5	15	0.9	0.9	0.0	0.6	0.7	-0.1	0.7	0.8	-0.1	0.2	0.4	-0.2	0.1	0.2	-0.1	1.4	1.6	-0.2
Rock	9.3	10.2	-0.9	2	7.0	7.2	-0.2	7.5	7.8	-0.3	7.3	7.0	0.3	2.4	1.9	0.5	2.2	1.0	1.2	8.3	8.5	-0.2
Sport Nation*	0.2	0.4	-0.2	20	0.1	0.3	-0.2	0.4	0.4	0.0	0.3	0.3	0.0	*	*	*	*	*	*	0.2	0.2	0.0
Tautoko FM	0.6	0.7	-0.1	18	0.5	0.5	0.0	0.6	0.5	0.1	1.0	1.0	0.0	0.7	0.7	0.0	*	*	*	1.5	1.3	0.2
Te Hiku o Te Ika	0.5	0.2	0.3	19	0.7	0.5	0.2	0.3	0.2	0.1	1.1	0.2	0.9	1.0	0.2	0.8	*	*	*	0.6	0.7	-0.1
The Hits	5.2	3.1	2.1	7	5.2	4.2	1.0	4.8	3.9	0.9	3.3	2.7	0.6	1.3	0.5	0.8	0.5	0.5	0.0	4.9	4.2	0.7
The Sound	4.1	4.6	-0.5	8	4.3	4.5	-0.2	3.8	4.4	-0.6	3.6	3.5	0.1	2.2	2.1	0.1	0.7	0.8	-0.1	3.9	4.3	-0.4
ZM	2.6	3.8	-1.2	13	2.2	2.4	-0.2	3.2	3.9	-0.7	3.1	3.4	-0.3	0.5	1.3	-0.8	0.4	0.6	-0.2	2.7	2.9	-0.2
MediaWorks Combo	33.6	37.5	-3.9		28.6	31.3	-2.7	30.1	33.3	-3.2	26.0	26.8	-0.8	10.4	9.4	1.0	7.5	6.7	0.8	32.3	32.3	0.0
NZME Combo	30.8	30.7	0.1		30.2	31.3	-1.1	30.5	31.0	-0.5	26.1	26.9	-0.8	11.1	12.1	-1.0	5.8	8.5	-2.7	29.8	32.3	-2.5
All Commercial Radio	59.2	61.2	-2.0		53.8	56.4	-2.6	53.7	56.4	-2.7	48.5	49.7	-1.2	21.2	22.0	-0.8	12.9	14.6	-1.7	55.6	57.2	-1.6

MediaWorks Combo: Breeze, Edge, Magic (from S1 2025), Mai FM, More FM, Rock, The Sound, or internet only listening to George FM, Humm FM, Magic (until S3 2024), Channel X (from S2 2024)

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

*SENZ rebranded to Sport Nation from Nov 19th 2024
**Gold FM ceased broadcasting on May 9. As Gold FM was broadcasting for the duration of Survey 1 2025 it remains included in the above audience data



NORTHLAND COMMERCIAL RADIO - SURVEY 1 2025

Average Time Spent Listening (hh:mm) by Demographic, Mon-Sun 12mn-12mn
Survey Comparisons: 3/2024 - 1/2025

This Survey Period: Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 & Sun Aug 11 to Sat Nov 2 2024 & Sun Feb 9 to Sat May 3 2025
Last 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

	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	5:03	5:32	-0:29	1:14	1:03	0:10	1:39	2:47	-1:07	2:48	2:31	0:16	3:49	3:45	0:04	4:16	4:13	0:02	6:00	6:43	-0:43	3:26	3:09	0:17
Coast	10:17	10:48	-0:30	5:24	3:31	1:53	8:54	10:11	-1:16	9:15	10:42	-1:26	10:13	11:13	-1:00	8:57	10:36	-1:38	10:42	11:19	-0:37	8:53	10:01	-1:08
Edge	5:22	5:48	-0:25	4:11	4:41	-0:30	6:41	6:18	0:22	6:52	6:17	0:35	6:38	6:26	0:12	5:15	7:47	-2:31	4:29	7:02	-2:33	3:28	3:40	-0:11
Flava	7:44	5:54	1:49	0:47	5:22	-4:35	3:21	4:54	-1:33	3:42	4:15	-0:32	8:20	6:02	2:18	15:54	9:44	6:10	*	*	*	3:50	4:30	-0:39
Gold**	7:46	7:30	0:16	2:42	6:40	-3:58	7:38	7:19	0:18	9:08	8:00	1:07	7:40	6:31	1:09	6:35	6:47	-0:12	8:42	8:41	0:00	6:58	6:14	0:43
Gold Sport	3:12	2:30	0:42	*	*	*	*	*	*	*	*	*	*	*	*	1:00	1:00	0:00	0:56	0:55	0:00	*	*	*
Life FM	5:46	4:32	1:13	3:03	4:27	-1:24	3:34	3:39	-0:05	3:03	3:18	-0:14	7:21	4:51	2:29	20:41	6:24	14:16	*	3:18	*	11:45	7:17	4:28
Magic	9:51	n.a.	*	*	n.a.	*	3:00	n.a.	*	3:00	n.a.	*	3:00	n.a.	*	48:15	n.a.	*	12:53	n.a.	*	*	n.a.	*
Mai FM	3:55	4:45	-0:49	2:08	3:38	-1:29	3:21	4:51	-1:30	4:58	5:57	-0:58	4:58	5:54	-0:55	5:00	5:28	-0:28	*	*	*	5:28	5:57	-0:29
More FM	8:49	8:41	0:07	2:41	3:59	-1:18	8:25	8:10	0:15	9:55	9:49	0:06	9:52	9:36	0:15	8:47	7:38	1:08	8:43	8:59	-0:15	10:27	9:35	0:52
Newstalk ZB	14:25	14:58	-0:32	1:45	0:15	1:30	*	4:15	*	1:45	2:50	-1:05	6:55	7:48	-0:53	10:00	9:41	0:19	10:33	11:28	-0:54	14:08	19:13	-5:04
Ngati Hine FM	3:09	3:05	0:03	2:01	2:45	-0:44	3:32	3:56	-0:24	3:32	4:17	-0:45	3:44	3:43	0:01	4:00	1:56	2:03	2:44	2:44	0:00	2:25	2:30	-0:05
Radio Hauraki	8:41	6:53	1:47	1:57	4:30	-2:32	13:05	9:25	3:40	12:24	9:06	3:17	9:15	7:36	1:39	6:10	6:28	-0:18	10:59	6:55	4:04	3:03	3:47	-0:43
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	6:49	5:10	1:39	7:05	3:21	3:44	*	1:14	*	2:15	*	*	9:43	10:30	-0:47	10:27	7:18	3:09	7:01	5:48	1:12	9:43	6:40	3:02
Rock	5:34	6:25	-0:50	3:16	4:25	-1:09	6:00	8:32	-2:31	6:14	7:57	-1:43	6:38	7:26	-0:48	7:05	6:51	0:13	6:12	6:38	-0:25	8:23	11:12	-2:48
Sport Nation*	2:55	3:15	-0:20	*	*	*	*	*	*	3:30	3:30	0:00	1:36	2:26	-0:49	3:28	3:29	-0:00	4:12	5:01	-0:49	0:15	0:15	0:00
Tautoko FM	5:52	5:15	0:36	4:43	4:08	0:35	3:36	3:34	0:01	3:17	3:04	0:13	2:53	3:04	-0:11	9:49	12:08	-2:19	10:44	8:30	2:14	3:17	3:04	0:13
Te Hiku o Te Ika	3:26	3:16	0:09	2:35	2:08	0:27	3:50	6:16	-2:25	4:00	4:59	-0:58	4:00	4:59	-0:58	*	0:30	*	*	0:30	*	4:36	6:28	-1:52
The Hits	6:22	4:54	1:28	5:14	3:17	1:57	6:14	3:44	2:29	6:32	5:04	1:27	6:10	5:07	1:02	7:52	7:47	0:04	9:21	7:21	1:59	3:43	3:59	-0:16
The Sound	9:03	10:27	-1:24	2:33	2:59	-0:25	1:46	2:31	-0:45	2:16	2:10	0:05	5:22	4:38	0:44	10:02	10:48	-0:46	11:02	14:34	-3:32	4:05	3:12	0:52
ZM	4:04	4:40	-0:36	3:16	3:52	-0:36	4:54	4:25	0:28	4:58	4:19	0:38	4:43	4:07	0:35	1:43	8:02	-6:18	1:48	11:00	-9:12	3:27	3:46	-0:19
MediaWorks Combo	9:10	9:48	-0:38	4:53	6:38	-1:44	8:34	9:26	-0:52	9:18	9:20	-0:02	9:50	9:42	0:08	10:45	10:32	0:13	10:19	11:55	-1:35	9:35	9:56	-0:20
NZME Combo	11:24	11:24	-0:00	5:08	6:24	-1:16	9:10	7:16	1:53	9:55	8:37	1:17	10:10	9:14	0:56	11:04	11:51	-0:46	13:07	13:37	-0:29	8:00	8:50	-0:49
All Commercial Radio	13:38	14:10	-0:31	6:48	9:21	-2:32	12:21	12:14	0:06	13:33	12:42	0:50	13:59	13:11	0:47	14:47	14:49	-0:02	14:59	16:17	-1:17	12:12	12:47	-0:34
Potential (000)	126.2	125.4	0.8	26.4	25.9	0.5	35.9	36.1	-0.2	33.3	33.2	0.1	49.7	50.0	-0.3	35.6	36.4	-0.8	36.3	36.5	-0.2	20.6	20.2	0.4
Sample	872	911	-39	139	145	-6	164	184	-20	179	191	-12	288	297	-9	246	265	-19	323	345	-22	142	146	-4

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**Gold FM ceased broadcasting on May 9. As Gold FM was broadcasting for the duration of Survey 1 2025 it remains included in the above audience data



NORTHLAND COMMERCIAL RADIO - SURVEY 1 2025

Average Time Spent Listening (hh:mm) by Daypart, People 10+
Survey Comparisons: 3/2024 - 1/2025

This Survey Period: Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 & Sun Aug 11 to Sat Nov 2 2024 & Sun Feb 9 to Sat May 3 2025
Last 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

	This	Last	+/-
Potential (000)	126.2	125.4	0.8
Sample Size	872	911	-39

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

MediaWorks Combo: Breeze, Edge, Magic (from S1 2025), Mai FM, More FM, Rock, The Sound, or internet only listening to George FM, Humm FM, Magic (until S3 2024), Channel X (from S2 2024)

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

*SENZ rebranded to Sport Nation from Nov 19th 2024
**Gold FM ceased broadcasting on May 9. As Gold FM was broadcasting for the duration of Survey 1 2025 it remains included in the above audience data