



AUCKLAND COMMERCIAL RADIO - SURVEY 2 2025

Station Share (%) by Demographic, Mon-Sun 12mn-12mn
Survey Comparisons: 1/2025 - 2/2025

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

	All 10+				People 10-24			People 18-39			People 25-44			People 25-54			People 45-64			People 55-74			MGS with Kids		
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
95bFM*	1.0	n.a.	*	19	0.7	n.a.	*	0.6	n.a.	*	1.2	n.a.	*	1.0	n.a.	*	1.4	n.a.	*	1.3	n.a.	*	0.7	n.a.	*
BBC	0.8	0.9	-0.1	20	0.6	0.4	0.2	0.3	0.3	0.0	0.2	0.2	0.0	0.2	0.3	-0.1	0.9	0.9	0.0	1.1	1.5	-0.4	1.0	0.9	0.1
Breeze	9.6	9.0	0.6	3	9.3	6.5	2.8	9.3	4.4	4.9	9.1	6.3	2.8	9.6	7.5	2.1	11.3	11.0	0.3	9.2	9.9	-0.7	10.0	11.3	-1.3
Channel X	2.0	2.9	-0.9	18	0.9	1.3	-0.4	3.6	6.7	-3.1	3.7	6.5	-2.8	3.6	5.1	-1.5	2.3	2.3	0.0	0.6	1.4	-0.8	2.6	3.4	-0.8
Coast	4.5	5.2	-0.7	5	1.8	1.9	-0.1	2.3	0.9	1.4	2.5	1.1	1.4	2.5	4.0	-1.5	5.3	12.1	-6.8	6.7	9.5	-2.8	2.6	10.2	-7.6
Edge	3.4	3.2	0.2	11	7.5	6.5	1.0	6.3	7.3	-1.0	4.6	5.8	-1.2	3.4	4.2	-0.8	2.4	1.1	1.3	2.2	1.0	1.2	2.9	2.5	0.4
Flava	3.1	3.1	0.0	14	8.7	7.6	1.1	4.6	5.1	-0.5	4.2	4.0	0.2	3.4	3.5	-0.1	1.7	2.2	-0.5	0.8	1.4	-0.6	4.3	3.0	1.3
George FM	3.4	4.1	-0.7	11	4.0	4.3	-0.3	4.3	6.1	-1.8	5.3	7.0	-1.7	5.5	6.8	-1.3	3.6	4.1	-0.5	0.8	1.3	-0.5	3.5	3.6	-0.1
Gold Sport	0.1	0.1	0.0	24	0.1	0.1	0.0	*	*	*	*	*	*	*	0.1	*	*	0.1	*	0.1	0.2	-0.1	*	*	*
Humm FM	3.2	2.9	0.3	13	0.6	1.6	-1.0	4.6	4.1	0.5	4.8	4.1	0.7	4.1	3.3	0.8	2.5	1.8	0.7	1.2	1.4	-0.2	3.5	2.8	0.7
Life FM	2.1	1.8	0.3	17	2.6	1.4	1.2	2.1	2.0	0.1	2.7	2.3	0.4	3.3	2.9	0.4	2.4	2.5	-0.1	0.4	1.0	-0.6	2.4	2.4	0.0
Magic	4.5	5.0	-0.5	5	0.9	3.1	-2.2	0.5	2.4	-1.9	0.6	1.1	-0.5	0.6	1.2	-0.6	2.4	5.1	-2.7	10.0	9.8	0.2	2.4	2.4	0.0
Mai FM	11.8	10.8	1.0	2	25.9	26.4	-0.5	23.4	19.9	3.5	19.2	16.0	3.2	15.3	13.3	2.0	6.2	5.4	0.8	2.7	2.3	0.4	12.0	11.6	0.4
More FM	5.3	4.8	0.5	4	6.0	5.3	0.7	4.0	4.7	-0.7	4.9	4.6	0.3	6.5	5.3	1.2	7.9	6.2	1.7	4.6	4.4	0.2	6.8	5.1	1.7
Newstalk ZB	14.3	14.6	-0.3	1	4.1	7.3	-3.2	5.5	5.0	0.5	6.7	5.7	1.0	7.4	6.8	0.6	10.8	11.0	-0.2	22.6	20.4	2.2	10.0	8.5	1.5
Radio Hauraki	2.5	2.5	0.0	16	0.7	0.9	-0.2	1.8	2.0	-0.2	2.1	2.0	0.1	2.0	1.9	0.1	3.6	2.4	1.2	5.2	5.4	-0.2	1.2	1.7	-0.5
Radio Waatea	*	*	*	*	0.1	*	*	*	*	*	*	0.1	*	*	0.1	*	*	*	*	*	*	*	*	*	*
Rhema	0.4	0.4	0.0	21	*	0.1	*	0.6	0.4	0.2	0.6	0.4	0.2	0.4	0.5	-0.1	0.2	0.5	-0.3	0.5	0.6	-0.1	0.4	0.9	-0.5
Rock	4.2	4.6	-0.4	7	4.0	4.1	-0.1	5.7	8.5	-2.8	5.7	8.1	-2.4	6.6	7.7	-1.1	5.7	4.5	1.2	1.8	1.7	0.1	4.3	5.2	-0.9
Sanctuary	0.2	0.2	0.0	23	0.3	0.4	-0.1	0.2	0.2	0.0	0.1	0.1	0.0	0.1	0.2	-0.1	0.3	0.2	0.1	0.4	0.1	0.3	0.5	0.5	0.0
Sport Nation	0.3	0.3	0.0	22	0.2	0.4	-0.2	0.1	*	*	0.1	*	*	0.1	0.1	0.0	0.5	0.5	0.0	0.6	0.9	-0.3	0.8	0.5	0.3
Tainui Live	0.1	0.1	0.0	24	0.1	0.2	-0.1	0.2	0.1	0.1	0.2	0.2	0.0	0.1	0.2	-0.1	*	*	*	*	*	*	*	*	*
Tarana	2.9	3.1	-0.2	15	1.2	1.5	-0.3	1.9	2.0	-0.1	2.6	3.3	-0.7	3.2	2.9	0.3	4.8	2.6	2.2	4.0	2.4	1.6	3.9	2.4	1.5
The Hits	3.5	4.3	-0.8	10	4.6	5.4	-0.8	4.0	5.0	-1.0	4.4	6.4	-2.0	4.1	5.6	-1.5	4.1	3.7	0.4	3.1	3.4	-0.3	5.4	5.3	0.1
The Sound	3.6	3.9	-0.3	9	1.4	0.7	0.7	1.2	0.7	0.5	1.2	1.0	0.2	2.6	2.6	0.0	7.0	8.7	-1.7	7.7	9.5	-1.8	1.9	2.0	-0.1
ZM	3.9	3.6	0.3	8	5.0	7.0	-2.0	5.9	5.8	0.1	5.9	5.4	0.5	5.7	4.7	1.0	3.6	2.1	1.5	1.6	1.1	0.5	3.4	3.6	-0.2
MediaWorks Combo	52.0	51.5	0.5		61.6	60.2	1.4	63.8	65.0	-1.2	60.5	60.8	-0.3	59.1	57.3	1.8	51.6	50.2	1.4	41.7	42.9	-1.2	52.5	50.6	1.9
NZME Combo	32.8	35.4	-2.6		25.6	30.7	-5.1	24.4	24.5	-0.1	26.0	25.3	0.7	25.4	27.8	-2.4	29.9	36.2	-6.3	41.3	44.9	-3.6	27.9	34.3	-6.4
Potential (000)	1,558.0	1,558.0	0.0		350.0	350.0	0.0	589.8	592.0	-2.2	563.0	563.0	0.0	781.0	781.0	0.0	409.0	409.0	0.0	324.0	324.0	0.0	299.8	305.0	-5.2
Sample	2,493	2,446	47		605	585	20	875	854	21	901	862	39	1,275	1,235	40	671	674	-3	512	529	-17	524	513	11

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

MediaWorks Combo: Breeze, Channel X, Edge, George FM, Humm FM, Magic, Mai FM, More FM, Rock, The Sound, or listening to More FM Rodney

NZME Combo: BBC, Coast, Flava, Gold (until S1 2025), Gold Sport, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui

*95bFM included from S2 2025



AUCKLAND COMMERCIAL RADIO - SURVEY 2 2025

Station Share (%) by Daypart, People 10+

Survey Comparisons: 1/2025 - 2/2025

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

	This	Last	+/-
Potential (000)	1,558.0	1,558.0	0.0
Sample Size	2,493	2,446	47

	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	+/-
95bFM*	0.9	n.a.	*	19	0.6	n.a.	*	0.7	n.a.	*	0.9	n.a.	*	1.1	n.a.	*	0.1	n.a.	*	1.5	n.a.	*
BBC	0.7	0.9	-0.2	20	0.4	0.4	0.0	0.4	0.6	-0.2	0.5	0.6	-0.1	1.1	1.7	-0.6	3.7	1.5	2.2	1.0	1.1	-0.1
Breeze	7.7	7.4	0.3	3	11.2	10.2	1.0	11.7	9.4	2.3	9.0	8.1	0.9	6.9	7.9	-1.0	6.5	8.1	-1.6	9.6	10.1	-0.5
Channel X	1.8	2.2	-0.4	18	2.7	3.9	-1.2	2.9	4.3	-1.4	1.9	2.7	-0.8	0.8	2.1	-1.3	0.7	0.3	0.4	1.6	2.4	-0.8
Coast	3.1	4.0	-0.9	9	6.2	6.5	-0.3	6.1	6.9	-0.8	3.4	4.3	-0.9	1.5	2.9	-1.4	2.2	4.0	-1.8	5.0	5.0	0.0
Edge	3.4	3.3	0.1	8	2.8	2.9	-0.1	3.7	3.1	0.6	4.0	4.0	0.0	2.8	2.2	0.6	2.3	4.4	-2.1	3.4	3.1	0.3
Flava	2.9	2.3	0.6	10	2.7	3.6	-0.9	3.6	2.9	0.7	2.6	2.9	-0.3	3.4	3.8	-0.4	2.9	2.2	0.7	3.4	3.7	-0.3
George FM	2.5	3.0	-0.5	15	3.2	3.8	-0.6	3.5	4.6	-1.1	4.3	4.7	-0.4	3.4	2.9	0.5	2.1	3.2	-1.1	3.9	4.9	-1.0
Gold Sport	*	*	*	*	*	0.1	*	0.1	0.1	0.0	0.1	0.1	0.0	0.4	0.2	0.2	*	0.1	*	0.2	0.3	-0.1
Humm FM	2.7	2.3	0.4	13	3.2	2.6	0.6	3.6	3.0	0.6	3.8	3.0	0.8	2.4	4.2	-1.8	2.1	1.4	0.7	3.5	3.5	0.0
Life FM	2.2	2.1	0.1	16	1.5	0.9	0.6	1.4	1.4	0.0	2.1	2.0	0.1	1.5	2.2	-0.7	6.0	3.9	2.1	2.6	2.2	0.4
Magic	2.9	2.8	0.1	10	5.4	6.4	-1.0	6.1	6.2	-0.1	3.2	4.6	-1.4	3.7	6.2	-2.5	1.6	1.8	-0.2	5.5	5.1	0.4
Mai FM	12.4	11.8	0.6	2	9.9	8.2	1.7	10.2	9.7	0.5	13.4	12.4	1.0	14.3	15.1	-0.8	16.9	13.2	3.7	11.6	10.2	1.4
More FM	4.7	4.6	0.1	5	6.5	5.0	1.5	6.0	4.8	1.2	4.5	4.6	-0.1	5.9	5.9	0.0	3.9	5.8	-1.9	4.8	4.6	0.2
Newstalk ZB	21.6	22.4	-0.8	1	11.0	10.5	0.5	8.3	8.9	-0.6	14.8	17.2	-2.4	16.7	11.7	5.0	29.7	28.5	1.2	11.9	13.0	-1.1
Radio Hauraki	2.1	1.3	0.8	17	3.3	3.2	0.1	3.1	3.6	-0.5	2.1	1.5	0.6	0.6	0.5	0.1	0.7	0.5	0.2	2.9	3.4	-0.5
Radio Waatea	*	*	*	*	*	*	*	*	0.1	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	0.2	0.4	-0.2	22	0.1	0.2	-0.1	0.3	0.2	0.1	0.5	0.5	0.0	1.7	0.8	0.9	0.3	0.2	0.1	0.3	0.7	-0.4
Rock	3.8	3.8	0.0	7	4.4	5.8	-1.4	5.6	7.0	-1.4	4.0	4.2	-0.2	3.6	2.3	1.3	3.6	3.1	0.5	3.7	3.4	0.3
Sanctuary	0.3	0.4	-0.1	21	0.1	0.1	0.0	0.2	0.2	0.0	0.1	0.1	0.0	0.5	*	*	0.4	0.1	0.3	0.2	0.2	0.0
Sport Nation	0.1	0.1	0.0	23	0.3	0.4	-0.1	0.5	0.7	-0.2	0.2	0.1	0.1	0.1	0.1	0.0	0.4	1.0	-0.6	0.3	0.2	0.1
Tainui Live	*	*	*	*	*	0.1	*	*	0.2	*	*	*	*	*	0.3	*	*	0.1	*	0.2	0.1	0.1
Tarana	2.6	3.4	-0.8	14	3.0	3.7	-0.7	1.9	2.2	-0.3	3.1	2.1	1.0	4.1	4.6	-0.5	2.1	1.8	0.3	3.7	3.6	0.1
The Hits	3.9	4.6	-0.7	6	3.8	4.3	-0.5	4.3	4.9	-0.6	3.8	5.4	-1.6	2.4	3.7	-1.3	0.6	2.7	-2.1	2.8	3.3	-0.5
The Sound	2.9	3.2	-0.3	10	4.0	5.3	-1.3	4.4	5.0	-0.6	3.2	2.5	0.7	2.5	3.5	-1.0	3.1	4.2	-1.1	3.9	3.4	0.5
ZM	5.6	5.1	0.5	4	3.5	2.5	1.0	3.4	3.6	-0.2	4.2	4.3	-0.1	3.1	2.9	0.2	1.4	1.7	-0.3	3.6	3.0	0.6
MediaWorks Combo	45.2	44.7	0.5		54.4	54.3	0.1	59.0	57.4	1.6	52.8	51.2	1.6	46.7	52.6	-5.9	43.2	45.9	-2.7	52.5	50.8	1.7
NZME Combo	39.9	41.5	-1.6		31.0	32.5	-1.5	29.5	32.9	-3.4	31.5	37.5	-6.0	29.2	27.8	1.4	41.2	42.0	-0.8	30.9	34.3	-3.4

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*95bFM included from S2 2025



AUCKLAND COMMERCIAL RADIO - SURVEY 2 2025

Cumulative Audience (000's) by Demographic, Mon-Sun 12mn-12mn
Survey Comparisons: 1/2025 - 2/2025

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

	All 10+				People 10-24			People 18-39			People 25-44			People 25-54			People 45-64			People 55-74			MGS with Kids		
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
95bFM*	31.2	n.a.	*	20	5.3	n.a.	*	9.4	n.a.	*	12.8	n.a.	*	17.2	n.a.	*	10.8	n.a.	*	8.7	n.a.	*	6.0	n.a.	*
BBC	31.7	30.9	0.8	19	3.4	3.3	0.1	4.4	6.1	-1.7	5.7	6.2	-0.5	8.0	8.4	-0.4	8.6	9.7	-1.1	9.5	12.8	-3.3	4.6	5.7	-1.1
Breeze	195.3	212.3	-17.0	3	36.3	36.7	-0.4	53.1	51.6	1.5	58.1	61.8	-3.7	86.3	92.6	-6.3	67.6	76.5	-8.9	57.9	66.5	-8.6	36.7	49.4	-12.7
Channel X	56.9	61.7	-4.8	15	8.1	10.5	-2.4	30.0	39.4	-9.4	32.8	36.8	-4.0	42.6	46.6	-4.0	15.6	13.5	2.1	6.3	4.6	1.7	14.0	18.9	-4.9
Coast	90.3	94.2	-3.9	10	5.5	6.4	-0.9	16.0	10.2	5.8	24.8	19.1	5.7	37.0	35.9	1.1	35.2	48.2	-13.0	37.8	45.7	-7.9	17.9	23.5	-5.6
Edge	132.5	119.9	12.6	6	49.7	47.5	2.2	78.5	73.3	5.2	60.3	55.0	5.3	69.5	65.8	3.7	18.5	15.4	3.1	12.2	6.6	5.6	25.1	22.6	2.5
Flava	93.5	102.6	-9.1	9	33.3	35.0	-1.7	49.5	59.9	-10.4	44.1	49.4	-5.3	54.1	60.3	-6.2	15.7	17.8	-2.1	6.1	7.3	-1.2	22.8	25.0	-2.2
George FM	86.7	99.2	-12.5	12	20.1	23.3	-3.2	42.8	55.9	-13.1	43.5	50.2	-6.7	56.1	63.3	-7.2	21.1	24.5	-3.4	10.5	12.6	-2.1	20.5	24.1	-3.6
Gold Sport	7.8	8.8	-1.0	22	0.7	1.2	-0.5	0.5	1.8	-1.3	1.0	1.1	-0.1	1.6	2.6	-1.0	0.6	2.7	-2.1	2.3	3.6	-1.3	1.1	0.5	0.6
Humm FM	33.6	38.2	-4.6	17	5.8	10.3	-4.5	17.3	15.9	1.4	17.4	13.9	3.5	21.7	19.3	2.4	8.4	9.8	-1.4	4.1	5.8	-1.7	5.6	4.8	0.8
Life FM	48.4	41.1	7.3	16	10.5	7.7	2.8	18.6	17.8	0.8	20.6	19.4	1.2	30.6	29.3	1.3	14.1	11.6	2.5	5.2	2.8	2.4	12.9	11.6	1.3
Magic	72.9	73.1	-0.2	13	5.4	7.0	-1.6	6.1	12.9	-6.8	6.7	10.7	-4.0	11.1	16.1	-5.0	16.1	22.9	-6.8	35.6	35.4	0.2	13.1	14.4	-1.3
Mai FM	256.8	270.9	-14.1	1	82.7	89.0	-6.3	140.1	157.8	-17.7	122.3	135.5	-13.2	149.5	164.8	-15.3	44.4	41.8	2.6	20.3	15.0	5.3	55.7	65.3	-9.6
More FM	147.4	144.7	2.7	4	35.8	44.1	-8.3	50.2	56.3	-6.1	52.3	52.5	-0.2	80.9	75.5	5.4	46.2	37.7	8.5	28.6	21.2	7.4	40.7	41.2	-0.5
Newstalk ZB	234.3	257.6	-23.3	2	26.9	34.9	-8.0	46.4	51.6	-5.2	56.8	56.7	0.1	89.1	89.0	0.1	74.2	82.2	-8.0	86.2	93.0	-6.8	41.3	41.6	-0.3
Radio Hauraki	57.6	55.8	1.8	14	7.2	4.9	2.3	17.9	21.4	-3.5	23.1	24.7	-1.6	33.9	37.8	-3.9	20.2	18.6	1.6	15.4	11.8	3.6	13.1	14.0	-0.9
Radio Waatea	2.9	1.3	1.6	26	2.0	*	*	0.3	*	*	0.3	1.3	-1.0	0.3	1.3	-1.0	0.6	*	*	0.6	*	*	0.3	*	*
Rhema	10.7	17.4	-6.7	21	0.6	2.9	-2.3	2.9	2.5	0.4	3.0	4.6	-1.6	3.7	8.4	-4.7	2.9	5.5	-2.6	6.4	6.1	0.3	2.7	4.1	-1.4
Rock	116.0	117.7	-1.7	7	32.2	27.8	4.4	47.8	53.7	-5.9	50.0	52.0	-2.0	69.4	74.5	-5.1	27.2	29.9	-2.7	13.0	11.7	1.3	22.2	25.9	-3.7
Sanctuary	6.1	8.3	-2.2	24	1.2	2.2	-1.0	2.1	2.3	-0.2	2.1	1.9	0.2	2.9	3.7	-0.8	2.3	2.9	-0.6	2.0	2.4	-0.4	1.9	2.5	-0.6
Sport Nation	7.8	8.9	-1.1	22	2.1	3.7	-1.6	1.5	0.7	0.8	1.6	0.4	1.2	4.4	2.8	1.6	3.6	3.6	0.0	1.3	2.4	-1.1	3.1	2.6	0.5
Tainui Live	4.6	5.8	-1.2	25	1.1	2.6	-1.5	3.4	3.0	0.4	3.0	3.3	-0.3	3.5	3.3	0.2	0.5	*	*	*	*	*	*	1.0	*
Tarana	33.5	36.1	-2.6	18	5.1	5.4	-0.3	10.0	11.4	-1.4	11.9	15.6	-3.7	16.8	18.7	-1.9	11.2	8.4	2.8	9.6	8.1	1.5	7.9	6.3	1.6
The Hits	107.1	111.4	-4.3	8	26.1	31.3	-5.2	45.2	48.0	-2.8	48.7	50.7	-2.0	66.0	66.1	-0.1	27.6	25.3	2.3	13.2	14.0	-0.8	32.9	31.2	1.7
The Sound	88.2	84.0	4.2	11	10.4	8.8	1.6	17.8	16.8	1.0	19.6	18.2	1.4	37.1	32.4	4.7	44.0	40.5	3.5	40.8	41.7	-0.9	13.9	15.2	-1.3
ZM	136.9	131.4	5.5	5	35.1	39.9	-4.8	65.0	66.1	-1.1	65.0	65.7	-0.7	86.6	78.8	7.8	29.8	20.2	9.6	13.9	10.9	3.0	27.2	27.9	-0.7
MediaWorks Combo	804.7	837.3	-32.6		180.0	189.3	-9.3	309.0	348.0	-39.0	298.3	326.9	-28.6	418.9	441.7	-22.8	225.9	228.9	-3.0	165.8	169.3	-3.5	172.0	182.9	-10.9
NZME Combo	592.2	638.3	-46.1		102.9	117.0	-14.1	189.3	206.7	-17.4	202.1	213.5	-11.4	286.2	301.2	-15.0	172.6	188.6	-16.0	153.8	165.6	-11.8	124.7	134.2	-9.5
All Commercial Radio	1,131.0	1,174.0	-43.0		218.1	225.7	-7.6	394.7	431.0	-36.3	401.8	429.2	-27.4	578.3	603.2	-24.9	327.6	336.8	-9.2	258.0	264.3	-6.3	241.7	255.6	-13.9
Potential (000)	1,558.0	1,558.0	0.0		350.0	350.0	0.0	589.8	592.0	-2.2	563.0	563.0	0.0	781.0	781.0	0.0	409.0	409.0	0.0	324.0	324.0	0.0	299.8	305.0	-5.2
Sample	2,493	2,446	47		605	585	20	875	854	21	901	862	39	1,275	1,235	40	671	674	-3	512	529	-17	524	513	11

MediaWorks Combo: Breeze, Channel X, Edge, George FM, Humm FM, Magic, Mai FM, More FM, Rock, The Sound, or listening to More FM Rodney

NZME Combo: BBC, Coast, Flava, Gold (until S1 2025), Gold Sport, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui

*95bFM included from S2 2025



AUCKLAND COMMERCIAL RADIO - SURVEY 2 2025

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

Survey Comparisons: 1/2025 - 2/2025

This Survey Period: Sun Feb 9 to Sat May 3 & Sun May 11 to Sat Aug 2 2025

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

	This	Last	+/-
Potential (000)	1,558.0	1,558.0	0.0
Sample Size	2,493	2,446	47

	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	+/-
95bFM*	11.7	n.a.	*	20	11.5	n.a.	*	12.6	n.a.	*	11.0	n.a.	*	3.7	n.a.	*	1.8	n.a.	*	21.4	n.a.	*
BBC	13.1	14.2	-1.1	19	11.5	10.5	1.0	11.1	12.4	-1.3	8.6	7.4	1.2	4.4	8.3	-3.9	8.7	4.8	3.9	21.0	20.1	0.9
Breeze	92.7	98.4	-5.7	3	89.4	94.4	-5.0	103.8	101.4	2.4	85.7	88.4	-2.7	35.4	38.6	-3.2	20.6	25.4	-4.8	108.4	126.2	-17.8
Channel X	31.5	31.3	0.2	13	25.9	32.4	-6.5	22.9	32.6	-9.7	29.4	35.5	-6.1	10.1	13.1	-3.0	4.4	1.9	2.5	34.0	35.6	-1.6
Coast	40.0	41.5	-1.5	10	39.0	39.7	-0.7	46.4	41.3	5.1	37.8	37.6	0.2	10.8	10.3	0.5	6.0	13.9	-7.9	53.5	54.5	-1.0
Edge	59.6	56.4	3.2	6	42.1	36.8	5.3	55.8	52.5	3.3	60.4	53.7	6.7	21.1	16.3	4.8	11.1	10.9	0.2	70.7	62.0	8.7
Flava	41.7	47.5	-5.8	9	34.5	43.2	-8.7	45.5	39.4	6.1	35.5	41.2	-5.7	16.3	19.7	-3.4	10.6	12.3	-1.7	44.9	47.4	-2.5
George FM	39.1	42.2	-3.1	11	28.0	31.0	-3.0	36.0	43.2	-7.2	43.5	50.2	-6.7	17.8	17.7	0.1	5.3	9.6	-4.3	52.7	58.4	-5.7
Gold Sport	0.5	2.1	-1.6	25	1.2	2.4	-1.2	1.0	1.2	-0.2	3.3	1.9	1.4	2.2	0.9	1.3	*	1.0	*	4.8	5.2	-0.4
Humm FM	24.0	23.9	0.1	17	12.6	14.6	-2.0	18.0	18.1	-0.1	21.4	19.4	2.0	7.9	11.5	-3.6	4.6	3.7	0.9	20.4	26.1	-5.7
Life FM	26.7	25.8	0.9	16	13.4	14.7	-1.3	20.4	18.3	2.1	23.4	19.9	3.5	10.0	12.7	-2.7	6.0	5.2	0.8	31.3	26.5	4.8
Magic	28.6	27.9	0.7	15	41.9	43.9	-2.0	46.3	45.4	0.9	32.4	38.8	-6.4	17.7	21.6	-3.9	6.7	8.7	-2.0	46.2	50.7	-4.5
Mai FM	167.9	166.9	1.0	1	109.4	109.1	0.3	117.6	121.3	-3.7	114.0	117.1	-3.1	55.5	62.1	-6.6	48.2	42.3	5.9	136.1	144.2	-8.1
More FM	75.8	69.6	6.2	4	57.7	50.5	7.2	59.3	53.8	5.5	55.8	49.2	6.6	29.3	24.8	4.5	10.5	20.8	-10.3	77.3	77.6	-0.3
Newstalk ZB	160.5	167.6	-7.1	2	100.5	107.3	-6.8	91.9	115.2	-23.3	114.1	131.0	-16.9	56.8	51.1	5.7	57.0	59.3	-2.3	134.8	150.2	-15.4
Radio Hauraki	29.1	23.2	5.9	14	20.7	22.0	-1.3	27.6	30.9	-3.3	23.1	17.8	5.3	5.6	5.6	0.0	3.8	3.4	0.4	26.6	30.7	-4.1
Radio Waatea	0.6	*	*	24	1.1	1.3	-0.2	1.3	1.3	0.0	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	3.1	5.9	-2.8	22	2.3	3.8	-1.5	3.2	5.8	-2.6	4.0	8.0	-4.0	3.4	5.2	-1.8	0.5	2.1	-1.6	8.3	10.9	-2.6
Rock	49.2	48.6	0.6	8	45.2	44.9	0.3	50.7	53.9	-3.2	50.3	48.3	2.0	22.3	20.7	1.6	9.0	12.1	-3.1	65.7	63.8	1.9
Sanctuary	4.7	5.7	-1.0	21	2.3	2.4	-0.1	3.3	3.9	-0.6	3.0	3.0	0.0	1.4	0.9	0.5	0.8	0.9	-0.1	4.9	6.9	-2.0
Sport Nation	3.1	3.3	-0.2	22	3.5	3.8	-0.3	2.5	4.2	-1.7	2.1	2.5	-0.4	0.7	1.9	-1.2	1.4	2.6	-1.2	3.1	2.5	0.6
Tainui Live	0.4	0.5	-0.1	26	*	1.3	*	1.3	3.4	-2.1	1.3	1.1	0.2	0.4	1.8	-1.4	*	0.9	*	3.4	2.5	0.9
Tarana	18.4	23.6	-5.2	18	16.8	20.0	-3.2	12.9	16.1	-3.2	15.2	15.3	-0.1	12.9	12.5	0.4	5.6	5.6	0.0	25.0	28.0	-3.0
The Hits	49.4	54.1	-4.7	7	37.4	41.3	-3.9	47.9	49.5	-1.6	46.3	56.4	-10.1	18.6	20.8	-2.2	5.2	8.8	-3.6	53.1	51.2	1.9
The Sound	34.9	37.1	-2.2	12	38.9	40.2	-1.3	46.5	43.9	2.6	38.2	31.4	6.8	20.2	18.7	1.5	10.4	12.7	-2.3	54.5	44.9	9.6
ZM	69.6	69.2	0.4	5	50.1	38.0	12.1	50.4	53.5	-3.1	53.2	55.9	-2.7	25.4	28.4	-3.0	9.0	10.1	-1.1	67.8	64.0	3.8
MediaWorks Combo	503.4	516.4	-13.0		413.5	411.6	1.9	463.3	465.5	-2.2	444.1	445.7	-1.6	208.8	216.6	-7.8	118.9	132.2	-13.3	545.1	567.2	-22.1
NZME Combo	360.4	383.9	-23.5		266.0	284.8	-18.8	286.1	317.6	-31.5	292.5	332.4	-39.9	129.7	141.5	-11.8	93.3	108.2	-14.9	352.9	388.9	-36.0
All Commercial Radio	817.3	845.9	-28.6		638.6	649.4	-10.8	710.0	725.9	-15.9	718.4	738.1	-19.7	375.3	379.7	-4.4	215.7	230.1	-14.4	856.2	895.1	-38.9

MediaWorks Combo: Breeze, Channel X, Edge, George FM, Humm FM, Magic, Mai FM, More FM, Rock, The Sound, or listening to More FM Rodney

NZME Combo: BBC, Coast, Flava, Gold (until S1 2025), Gold Sport, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui

*95bFM included from S2 2025



AUCKLAND COMMERCIAL RADIO - SURVEY 2 2025

Average Time Spent Listening (hh:mm) by Demographic, Mon-Sun 12mn-12mn
Survey Comparisons: 1/2025 - 2/2025

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

	All 10+			People 10-24			People 18-39			People 25-44			People 25-54			People 45-64			People 55-74			MGS with Kids		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
95bFM*	4:46	n.a.	*	2:50	n.a.	*	2:59	n.a.	*	4:26	n.a.	*	4:27	n.a.	*	6:29	n.a.	*	6:34	n.a.	*	3:29	n.a.	*
BBC	3:52	4:34	-0:41	3:43	3:05	0:38	3:03	2:26	0:36	1:39	1:36	0:02	2:05	2:34	-0:29	4:52	4:35	0:16	5:15	5:29	-0:13	6:32	5:25	1:07
Breeze	7:40	7:02	0:38	5:45	4:30	1:14	7:55	4:14	3:41	7:40	5:10	2:29	8:17	6:09	2:07	8:14	7:31	0:43	6:55	6:48	0:07	8:32	7:41	0:51
Channel X	5:33	7:51	-2:17	2:38	3:09	-0:30	5:22	8:27	-3:05	5:29	8:57	-3:27	6:21	8:16	-1:55	7:16	8:57	-1:41	3:58	14:12	-10:13	5:52	6:09	-0:16
Coast	7:50	9:07	-1:16	7:11	7:26	-0:15	6:26	4:17	2:08	4:54	2:58	1:56	5:05	8:31	-3:25	7:23	13:11	-5:48	7:42	9:30	-1:48	4:32	14:37	-10:04
Edge	3:58	4:25	-0:26	3:23	3:30	-0:06	3:38	5:00	-1:22	3:43	5:23	-1:39	3:41	4:52	-1:11	6:21	3:46	2:34	8:03	6:39	1:23	3:37	3:45	-0:07
Flava	5:12	5:01	0:11	5:53	5:30	0:22	4:14	4:15	-0:01	4:39	4:08	0:31	4:45	4:19	0:25	5:20	6:33	-1:13	5:31	8:27	-2:56	5:52	4:00	1:51
George FM	6:08	6:52	-0:43	4:26	4:39	-0:12	4:31	5:25	-0:54	5:57	7:07	-1:10	7:16	8:07	-0:51	8:25	8:43	-0:17	3:17	4:36	-1:19	5:17	5:03	0:14
Gold Sport	2:06	2:08	-0:02	3:39	1:27	2:12	3:00	1:15	1:45	1:58	1:15	0:43	1:42	2:14	-0:31	1:15	2:42	-1:27	2:37	2:33	0:04	1:08	2:00	-0:51
Humm FM	15:01	12:38	2:22	2:17	3:54	-1:37	12:12	12:59	-0:46	13:38	15:09	-1:31	14:15	13:01	1:14	14:42	9:41	5:01	12:32	10:56	1:35	19:44	19:54	-0:10
Life FM	6:53	7:26	-0:32	5:40	4:38	1:01	5:04	5:43	-0:38	6:32	5:55	0:36	8:05	7:35	0:29	8:25	11:23	-2:57	3:21	15:18	-11:57	5:50	7:01	-1:11
Magic	9:43	11:14	-1:30	3:31	11:14	-7:42	3:33	9:11	-5:38	4:37	5:22	-0:45	4:01	5:36	-1:34	7:30	11:42	-4:12	12:19	12:39	-0:19	5:43	5:39	0:03
Mai FM	7:12	6:34	0:37	7:03	7:33	-0:29	7:34	6:18	1:15	7:43	6:00	1:42	7:40	6:05	1:34	6:52	6:46	0:05	5:41	6:56	-1:15	6:45	5:59	0:45
More FM	5:37	5:29	0:08	3:48	3:04	0:43	3:39	4:10	-0:30	4:37	4:27	0:09	6:00	5:21	0:39	8:28	8:40	-0:12	7:03	9:25	-2:22	5:12	4:11	1:00
Newstalk ZB	9:35	9:25	0:09	3:27	5:18	-1:51	5:20	4:53	0:27	5:49	5:08	0:41	6:13	5:47	0:25	7:14	7:00	0:13	11:26	10:00	1:25	7:34	6:52	0:42
Radio Hauraki	6:48	7:24	-0:35	2:07	4:27	-2:19	4:39	4:41	-0:02	4:32	4:02	0:29	4:24	3:48	0:35	8:49	6:43	2:06	14:47	20:52	-6:04	2:46	3:59	-1:12
Radio Waatea	0:40	3:30	-2:49	0:36	*	*	1:45	*	*	1:45	3:30	-1:45	1:45	3:30	-1:45	0:15	*	*	0:15	*	*	1:45	*	*
Rhema	5:13	3:58	1:14	1:15	0:50	0:24	9:40	7:06	2:33	9:13	4:47	4:26	8:36	4:56	3:39	2:51	4:30	-1:38	3:39	4:07	-0:27	4:57	7:00	-2:02
Rock	5:43	6:31	-0:48	2:48	3:45	-0:56	5:25	7:57	-2:32	5:34	7:56	-2:22	7:07	7:50	-0:43	10:18	7:52	2:25	6:02	6:29	-0:27	6:00	6:43	-0:43
Sanctuary	5:27	3:50	1:37	6:06	4:11	1:54	3:21	3:58	-0:36	3:21	3:27	-0:06	2:35	4:20	-1:45	6:54	3:56	2:58	9:19	2:42	6:37	7:25	6:05	1:20
Sport Nation	5:19	6:04	-0:45	1:58	2:47	-0:48	3:10	0:45	2:25	4:25	6:00	-1:34	2:13	1:36	0:36	7:04	6:39	0:25	21:22	16:25	4:57	8:01	7:07	0:53
Tainui Live	2:21	2:46	-0:25	2:23	1:52	0:31	2:33	1:27	1:06	2:28	3:28	-1:00	2:20	3:28	-1:08	1:30	*	*	*	*	*	*	0:45	*
Tarana	13:29	14:17	-0:48	5:25	7:09	-1:43	8:39	8:53	-0:13	10:33	10:47	-0:14	14:17	11:41	2:36	21:02	15:57	5:04	18:12	13:19	4:52	15:31	12:43	2:47
The Hits	5:08	6:25	-1:17	3:58	4:23	-0:24	4:03	5:15	-1:12	4:24	6:24	-1:59	4:35	6:22	-1:46	7:22	7:40	-0:17	10:16	11:14	-0:58	5:05	5:45	-0:39
The Sound	6:25	7:42	-1:17	3:07	2:06	1:01	3:00	2:00	1:00	3:06	2:41	0:24	5:19	5:57	-0:38	7:51	11:14	-3:23	8:15	10:24	-2:08	4:19	4:29	-0:09
ZM	4:29	4:28	0:00	3:14	4:27	-1:12	4:06	4:21	-0:15	4:26	4:09	0:17	4:56	4:31	0:24	5:53	5:24	0:29	4:53	4:34	0:18	3:56	4:22	-0:25
MediaWorks Combo	10:07	10:11	-0:03	7:42	8:05	-0:23	9:22	9:20	0:01	9:57	9:28	0:28	10:32	9:48	0:43	11:18	11:30	-0:12	10:57	11:34	-0:36	9:32	9:19	0:12
NZME Combo	8:41	9:12	-0:31	5:36	6:41	-1:05	5:51	5:56	-0:04	6:19	6:01	0:17	6:38	6:58	-0:19	8:34	10:04	-1:29	11:44	12:23	-0:39	6:59	8:38	-1:38
All Commercial Radio	13:52	14:07	-0:15	10:19	11:17	-0:58	11:30	11:36	-0:06	12:12	11:52	0:20	12:55	12:32	0:23	15:06	15:34	-0:28	16:54	17:18	-0:23	12:55	13:12	-0:16
Potential (000)	1,558.0	1,558.0	0.0	350.0	350.0	0.0	589.8	592.0	-2.2	563.0	563.0	0.0	781.0	781.0	0.0	409.0	409.0	0.0	324.0	324.0	0.0	299.8	305.0	-5.2
Sample	2,493	2,446	47	605	585	20	875	854	21	901	862	39	1,275	1,235	40	671	674	-3	512	529	-17	524	513	11

MediaWorks Combo: Breeze, Channel X, Edge, George FM, Humm FM, Magic, Mai FM, More FM, Rock, The Sound, or listening to More FM Rodney

NZME Combo: BBC, Coast, Flava, Gold (until S1 2025), Gold Sport, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui

*95bFM included from S2 2025



AUCKLAND COMMERCIAL RADIO - SURVEY 2 2025

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

Survey Comparisons: 1/2025 - 2/2025

This Survey Period: Sun Feb 9 to Sat May 3 & Sun May 11 to Sat Aug 2 2025

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

	This	Last	+/-
Potential (000)	1,558.0	1,558.0	0.0
Sample Size	2,493	2,446	47

	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	+/-
95bFM*	2:27	n.a.	*	1:26	n.a.	*	1:46	n.a.	*	1:42	n.a.	*	2:41	n.a.	*	0:28	n.a.	*	2:26	n.a.	*
BBC	1:42	2:10	-0:28	0:50	1:00	-0:09	1:11	1:40	-0:28	1:14	1:40	-0:26	2:16	1:57	0:18	2:33	1:48	0:45	1:40	2:05	-0:24
Breeze	2:34	2:27	0:06	3:12	2:59	0:13	3:24	3:02	0:21	2:06	1:54	0:11	1:45	1:55	-0:10	1:51	1:51	-0:00	3:06	2:55	0:11
Channel X	1:43	2:16	-0:33	2:40	3:19	-0:39	3:50	4:19	-0:29	1:16	1:34	-0:17	0:42	1:33	-0:50	0:58	0:53	0:05	1:38	2:26	-0:47
Coast	2:26	3:10	-0:43	4:04	4:30	-0:26	3:58	5:27	-1:29	1:46	2:21	-0:34	1:17	2:39	-1:21	2:09	1:40	0:28	3:15	3:22	-0:07
Edge	1:47	1:54	-0:06	1:43	2:12	-0:28	1:58	1:54	0:04	1:18	1:31	-0:13	1:11	1:18	-0:06	1:15	2:20	-1:04	1:41	1:48	-0:07
Flava	2:07	1:36	0:30	2:02	2:18	-0:15	2:23	2:25	-0:02	1:26	1:27	-0:00	1:55	1:48	0:06	1:36	1:03	0:33	2:40	2:51	-0:11
George FM	1:57	2:20	-0:23	2:58	3:25	-0:27	2:56	3:32	-0:35	1:59	1:57	0:01	1:43	1:33	0:09	2:19	1:58	0:20	2:36	3:03	-0:27
Gold Sport	1:00	0:27	0:32	0:45	0:42	0:03	2:28	2:00	0:27	0:28	0:53	-0:24	1:41	2:14	-0:33	*	0:50	*	1:31	1:48	-0:16
Humm FM	3:26	3:09	0:16	6:31	4:53	1:38	6:02	5:25	0:37	3:30	3:16	0:14	2:44	3:27	-0:43	2:40	2:10	0:30	5:57	4:50	1:07
Life FM	2:36	2:42	-0:05	2:50	1:45	1:05	2:05	2:26	-0:20	1:48	2:04	-0:16	1:21	1:37	-0:16	5:56	4:23	1:33	2:54	3:01	-0:07
Magic	3:06	3:19	-0:13	3:16	3:59	-0:42	3:57	4:27	-0:30	1:59	2:26	-0:27	1:52	2:43	-0:51	1:25	1:13	0:11	4:10	3:40	0:30
Mai FM	2:18	2:19	-0:00	2:19	2:04	0:15	2:37	2:37	-0:00	2:20	2:11	0:09	2:19	2:18	0:01	2:04	1:49	0:14	2:58	2:35	0:22
More FM	1:56	2:08	-0:12	2:54	2:42	0:11	3:02	2:55	0:07	1:36	1:55	-0:18	1:49	2:16	-0:27	2:13	1:37	0:35	2:10	2:09	0:01
Newstalk ZB	4:10	4:22	-0:11	2:49	2:42	0:07	2:44	2:32	0:12	2:34	2:43	-0:08	2:39	2:10	0:29	3:05	2:48	0:16	3:06	3:11	-0:04
Radio Hauraki	2:12	1:47	0:24	4:02	4:01	0:00	3:21	3:50	-0:29	1:49	1:44	0:04	0:56	0:52	0:03	1:04	0:54	0:09	3:47	4:05	-0:17
Radio Waatea	0:15	*	*	0:30	1:00	-0:30	1:00	2:30	-1:29	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	2:08	1:59	0:08	1:08	1:31	-0:22	2:40	1:03	1:36	2:13	1:17	0:56	4:34	1:23	3:11	3:00	0:40	2:19	1:25	2:25	-0:59
Rock	2:23	2:35	-0:12	2:31	3:33	-1:02	3:21	4:16	-0:54	1:34	1:48	-0:14	1:27	1:02	0:25	2:21	1:30	0:50	1:57	1:58	-0:00
Sanctuary	2:09	2:19	-0:10	1:21	0:42	0:38	1:28	1:34	-0:05	0:27	0:21	0:06	3:04	0:22	2:42	3:17	0:54	2:23	1:23	1:12	0:10
Sport Nation	0:58	1:25	-0:26	2:16	2:59	-0:42	5:47	5:21	0:26	1:31	0:34	0:57	1:15	0:40	0:34	1:50	2:13	-0:23	2:55	2:52	0:03
Tainui Live	1:00	1:00	0:00	*	2:30	*	1:09	1:38	-0:29	0:39	0:51	-0:12	1:15	1:47	-0:32	*	0:45	*	2:19	0:54	1:24
Tarana	4:22	4:43	-0:20	4:31	5:04	-0:33	4:21	4:34	-0:13	4:01	2:52	1:09	2:54	3:31	-0:36	2:15	1:50	0:25	5:07	4:42	0:25
The Hits	2:25	2:46	-0:20	2:37	2:53	-0:15	2:42	3:14	-0:32	1:39	1:59	-0:20	1:09	1:42	-0:33	0:42	1:49	-1:06	1:52	2:22	-0:29
The Sound	2:33	2:49	-0:16	2:36	3:37	-1:00	2:51	3:44	-0:53	1:41	1:39	0:02	1:08	1:45	-0:37	1:44	1:55	-0:11	2:30	2:45	-0:14
ZM	2:30	2:23	0:06	1:48	1:49	-0:01	2:02	2:12	-0:09	1:34	1:35	-0:01	1:05	0:58	0:06	0:54	1:00	-0:06	1:51	1:42	0:09
MediaWorks Combo	2:47	2:49	-0:02	3:22	3:38	-0:15	3:50	4:02	-0:12	2:22	2:23	-0:00	2:01	2:18	-0:16	2:09	2:01	0:07	3:22	3:17	0:05
NZME Combo	3:26	3:31	-0:05	2:59	3:09	-0:09	3:07	3:23	-0:16	2:08	2:20	-0:11	2:02	1:51	0:10	2:37	2:16	0:20	3:03	3:13	-0:09
All Commercial Radio	3:47	3:51	-0:03	4:01	4:14	-0:13	4:15	4:31	-0:16	2:46	2:48	-0:02	2:24	2:30	-0:05	2:44	2:32	0:12	4:05	4:05	-0:00

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