



NORTHLAND COMMERCIAL RADIO - SURVEY 2 2025

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

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

	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	3.4	3.2	0.2	9	1.9	1.4	0.5	0.5	0.5	0.0	1.0	0.6	0.4	1.6	1.6	0.0	4.0	2.9	1.1	7.2	5.3	1.9	1.3	2.3	-1.0
Coast	14.5	15.3	-0.8	2	*	1.8	*	4.0	4.2	-0.2	7.8	7.1	0.7	10.8	8.5	2.3	17.6	14.9	2.7	19.8	25.2	-5.4	17.8	12.1	5.7
Edge	3.6	5.3	-1.7	8	9.6	20.3	-10.7	5.3	13.0	-7.7	7.0	9.2	-2.2	5.1	6.9	-1.8	2.2	2.7	-0.5	1.6	1.6	0.0	8.0	4.3	3.7
Flava	1.3	3.1	-1.8	12	0.6	0.3	0.3	1.8	2.8	-1.0	2.0	3.0	-1.0	2.6	6.9	-4.3	1.8	6.8	-5.0	*	*	*	2.1	2.8	-0.7
Gold Sport	*	0.1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.1	*	*	0.1	0.1	0.0	*	*	*
Life FM	0.9	0.8	0.1	14	1.5	2.1	-0.6	1.6	0.7	0.9	1.4	0.7	0.7	1.7	1.5	0.2	1.1	1.4	-0.3	*	*	*	1.7	2.8	-1.1
Magic	2.3	1.5	0.8	10	*	*	*	0.3	0.2	0.1	0.3	0.2	0.1	0.9	0.1	0.8	2.8	1.4	1.4	4.2	3.4	0.8	0.7	*	*
Mai FM	1.4	2.2	-0.8	11	5.2	5.8	-0.6	4.4	4.5	-0.1	3.4	5.7	-2.3	2.4	3.9	-1.5	0.3	0.3	0.0	*	*	*	2.3	5.6	-3.3
More FM	17.3	15.0	2.3	1	29.7	10.3	19.4	24.4	20.4	4.0	18.7	19.4	-0.7	17.6	18.1	-0.5	13.9	13.3	0.6	14.2	12.1	2.1	17.6	19.7	-2.1
Newstalk ZB	10.8	9.9	0.9	3	0.5	0.3	0.2	0.2	*	*	0.3	0.1	0.2	3.2	1.2	2.0	10.2	6.2	4.0	12.1	9.3	2.8	3.7	2.5	1.2
Ngati Hine FM	0.7	0.8	-0.1	15	1.8	1.6	0.2	1.3	1.4	-0.1	1.1	1.2	-0.1	1.2	1.2	0.0	0.6	0.7	-0.1	*	0.3	*	0.8	1.0	-0.2
Radio Hauraki	6.7	6.4	0.3	5	1.7	1.7	0.0	12.1	10.2	1.9	13.1	13.3	-0.2	11.6	11.1	0.5	5.9	5.3	0.6	3.2	3.8	-0.6	4.3	3.5	0.8
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	0.6	0.9	-0.3	16	1.9	3.3	-1.4	*	*	*	0.1	0.1	0.0	*	0.4	*	0.3	0.9	-0.6	1.2	1.5	-0.3	0.2	0.9	-0.7
Rock	8.4	8.3	0.1	4	16.6	17.7	-1.1	11.1	13.1	-2.0	11.4	10.9	0.5	11.2	12.3	-1.1	7.6	10.1	-2.5	6.2	4.1	2.1	11.9	12.9	-1.0
Sport Nation*	0.1	0.2	-0.1	19	*	*	*	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	*	0.3	*	*	0.3	*	*	*	*
Tautoko FM	0.5	1.0	-0.5	17	1.6	3.8	-2.2	1.2	0.7	0.5	0.7	0.5	0.2	0.5	0.4	0.1	0.1	1.5	-1.4	0.4	1.7	-1.3	1.1	0.7	0.4
Te Hiku o Te Ika	0.4	0.6	-0.2	18	3.3	2.3	1.0	1.4	1.9	-0.5	0.8	1.4	-0.6	0.5	0.9	-0.4	*	*	*	*	*	*	0.6	1.9	-1.3
The Hits	5.8	5.4	0.4	7	10.8	13.2	-2.4	12.3	9.6	2.7	10.7	7.7	3.0	8.3	6.1	2.2	4.3	4.9	-0.6	3.3	4.5	-1.2	5.4	4.6	0.8
The Sound	6.4	5.7	0.7	6	1.3	0.7	0.6	0.3	0.4	-0.1	1.4	0.6	0.8	2.7	2.0	0.7	12.3	12.1	0.2	13.7	13.6	0.1	5.7	1.7	4.0
ZM	1.2	2.1	-0.9	13	1.0	6.0	-5.0	2.3	5.6	-3.3	3.2	5.1	-1.9	2.1	3.4	-1.3	0.1	0.3	-0.2	0.4	0.2	0.2	2.2	2.7	-0.5
MediaWorks Combo	45.8	43.7	2.1		72.9	60.4	12.5	50.0	54.7	-4.7	47.4	50.4	-3.0	46.7	49.6	-2.9	46.6	45.9	0.7	47.1	40.2	6.9	53.6	53.9	-0.3
NZME Combo	40.4	49.7	-9.3		14.6	26.0	-11.4	32.7	39.8	-7.1	37.1	44.8	-7.7	38.7	45.5	-6.8	40.1	46.9	-6.8	39.2	52.3	-13.1	35.4	38.7	-3.3
Potential (000)	126.2	126.2	0.0		26.4	26.4	0.0	36.0	35.9	0.1	33.3	33.3	0.0	49.7	49.7	0.0	35.6	35.6	0.0	36.3	36.3	0.0	21.0	20.6	0.4
Sample	812	872	-60		110	139	-29	164	164	0	182	179	3	287	288	-1	234	246	-12	304	323	-19	137	142	-5

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

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

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

*SENZ rebranded to Sport Nation from Nov 19th 2024



NORTHLAND COMMERCIAL RADIO - SURVEY 2 2025

Station Share (%) by Daypart, People 10+
Survey Comparisons: 1/2025 - 2/2025

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

	This	Last	+/-
Potential (000)	126.2	126.2	0.0
Sample Size	812	872	-60

	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	2.5	2.6	-0.1	9	4.3	3.2	1.1	3.5	3.3	0.2	2.7	3.6	-0.9	2.0	2.1	-0.1	*	0.5	*	4.5	4.1	0.4
Coast	14.1	13.9	0.2	3	17.3	16.4	0.9	15.7	16.0	-0.3	9.5	12.8	-3.3	7.0	11.3	-4.3	6.2	9.4	-3.2	16.4	17.5	-1.1
Edge	4.4	4.6	-0.2	7	3.3	5.3	-2.0	3.7	4.4	-0.7	3.1	4.8	-1.7	4.9	14.8	-9.9	4.8	11.3	-6.5	2.7	4.3	-1.6
Flava	1.7	2.4	-0.7	11	2.1	3.6	-1.5	0.2	1.8	-1.6	1.2	3.7	-2.5	4.7	7.1	-2.4	*	*	*	0.9	4.1	-3.2
Gold Sport	*	*	*	*	*	0.1	*	0.1	0.2	-0.1	*	*	*	*	*	*	*	*	*	*	0.1	*
Life FM	0.9	1.0	-0.1	13	1.2	1.1	0.1	0.9	1.0	-0.1	1.3	0.5	0.8	1.8	1.0	0.8	0.3	1.7	-1.4	0.5	0.3	0.2
Magic	1.7	1.4	0.3	11	2.9	1.5	1.4	2.6	1.5	1.1	1.4	0.8	0.6	2.9	1.6	1.3	1.2	1.4	-0.2	2.3	2.0	0.3
Mai FM	0.6	2.8	-2.2	14	0.3	1.3	-1.0	0.9	2.6	-1.7	3.6	3.2	0.4	6.9	5.9	1.0	0.5	0.4	0.1	1.5	1.1	0.4
More FM	20.9	18.3	2.6	1	15.1	14.7	0.4	17.8	14.5	3.3	13.4	12.3	1.1	7.4	5.3	2.1	22.6	19.4	3.2	19.0	16.2	2.8
Newstalk ZB	18.3	16.3	2.0	2	6.6	6.9	-0.3	6.6	6.1	0.5	11.8	9.6	2.2	12.9	14.3	-1.4	32.4	23.7	8.7	8.9	8.7	0.2
Ngati Hine FM	0.4	0.7	-0.3	15	1.2	1.3	-0.1	0.3	0.4	-0.1	1.1	0.9	0.2	3.2	2.1	1.1	0.4	0.4	0.0	0.1	0.3	-0.2
Radio Hauraki	3.2	3.6	-0.4	8	8.3	6.9	1.4	10.1	9.4	0.7	8.8	8.9	-0.1	4.6	4.8	-0.2	7.1	6.6	0.5	3.9	4.1	-0.2
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	0.1	0.3	-0.2	18	1.1	1.2	-0.1	0.4	1.0	-0.6	0.6	1.0	-0.4	1.0	1.0	0.0	*	0.2	*	0.6	1.1	-0.5
Rock	6.8	9.1	-2.3	4	7.3	7.7	-0.4	9.9	8.6	1.3	10.4	9.2	1.2	10.9	6.6	4.3	8.1	10.7	-2.6	7.6	7.3	0.3
Sport Nation*	0.1	0.1	0.0	18	0.1	0.1	0.0	*	0.2	*	0.2	0.3	-0.1	*	*	*	*	*	*	*	0.2	*
Tautoko FM	0.4	0.6	-0.2	15	0.2	0.7	-0.5	0.8	0.6	0.2	0.6	0.9	-0.3	1.0	1.8	-0.8	*	*	*	0.3	2.1	-1.8
Te Hiku o Te Ika	0.2	0.6	-0.4	17	0.8	0.7	0.1	*	0.1	*	0.7	0.9	-0.2	2.9	3.0	-0.1	*	*	*	0.1	0.4	-0.3
The Hits	5.8	4.7	1.1	5	5.2	6.5	-1.3	6.5	6.7	-0.2	6.9	4.9	2.0	5.6	3.8	1.8	2.0	2.5	-0.5	5.5	4.5	1.0
The Sound	5.1	4.2	0.9	6	6.1	6.3	-0.2	4.7	5.1	-0.4	7.6	7.0	0.6	3.3	5.5	-2.2	6.0	5.3	0.7	9.6	6.4	3.2
ZM	1.8	2.2	-0.4	10	0.6	1.2	-0.6	0.9	2.4	-1.5	2.0	3.0	-1.0	1.3	0.7	0.6	1.0	1.5	-0.5	1.1	2.4	-1.3
MediaWorks Combo	44.9	45.2	-0.3		43.3	42.9	0.4	46.5	43.5	3.0	43.7	42.5	1.2	39.9	42.7	-2.8	44.3	49.2	-4.9	50.3	43.6	6.7
NZME Combo	44.8	49.7	-4.9		40.2	49.8	-9.6	40.5	51.0	-10.5	40.2	51.2	-11.0	36.2	45.2	-9.0	48.7	45.2	3.5	36.7	48.9	-12.2

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

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

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

*SENZ rebranded to Sport Nation from Nov 19th 2024



NORTHLAND 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 May 12 to Sat Aug 3 & Sun Aug 11 to Sat Nov 2 2024 & Sun Feb 9 to Sat May 3 & Sun May 11 to Sat Aug 2 2025
Last 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

	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	7.2	7.3	-0.1	9	1.0	1.0	0.0	1.2	0.9	0.3	1.4	0.7	0.7	2.5	2.2	0.3	2.4	2.6	-0.2	3.6	3.3	0.3	1.2	1.3	-0.1
Coast	16.0	17.1	-1.1	2	*	0.3	*	1.2	1.4	-0.2	3.1	2.6	0.5	5.0	4.3	0.7	6.1	6.4	-0.3	7.8	8.8	-1.0	2.9	2.8	0.1
Edge	9.8	11.4	-1.6	5	3.3	4.4	-1.1	5.1	5.8	-0.7	4.5	4.5	0.0	5.1	5.4	-0.3	1.5	2.0	-0.5	1.1	1.4	-0.3	2.6	2.5	0.1
Flava	3.7	4.7	-1.0	12	0.5	0.4	0.1	2.5	2.5	0.0	2.7	2.7	0.0	3.3	4.3	-1.0	0.6	1.6	-1.0	*	*	*	1.3	1.5	-0.2
Gold Sport	0.6	0.3	0.3	19	*	*	*	*	*	*	*	*	*	0.2	*	*	0.6	0.2	0.4	0.4	0.2	0.2	0.2	*	*
Life FM	2.0	1.7	0.3	15	0.6	0.6	0.0	0.7	0.6	0.1	0.9	0.8	0.1	1.2	1.1	0.1	0.4	0.3	0.1	0.1	*	*	0.3	0.5	-0.2
Magic	2.5	1.8	0.7	14	*	*	*	0.4	0.2	0.2	0.5	0.2	0.3	0.6	0.2	0.4	0.4	0.1	0.3	1.2	1.0	0.2	0.1	*	*
Mai FM	6.2	6.5	-0.3	10	2.2	2.4	-0.2	4.7	4.0	0.7	3.7	3.9	-0.2	4.0	4.1	-0.1	0.3	0.2	0.1	*	*	*	1.9	2.1	-0.2
More FM	20.8	19.7	1.1	1	4.8	3.5	1.3	7.5	7.3	0.2	6.4	6.6	-0.2	9.0	9.5	-0.5	5.5	5.8	-0.3	5.8	5.2	0.6	3.8	3.8	0.0
Newstalk ZB	8.6	7.9	0.7	8	0.2	0.2	0.0	0.1	*	*	0.4	0.1	0.3	1.9	0.9	1.0	3.1	2.4	0.7	3.4	3.3	0.1	0.9	0.4	0.5
Ngati Hine FM	2.6	2.8	-0.2	13	0.6	0.7	-0.1	1.2	1.2	0.0	1.2	1.2	0.0	1.8	1.6	0.2	0.6	0.6	0.0	0.2	0.5	-0.3	0.9	0.8	0.1
Radio Hauraki	8.7	8.5	0.2	7	0.8	0.8	0.0	2.4	2.4	0.0	3.6	3.6	0.0	6.2	6.3	-0.1	3.7	3.3	0.4	1.4	1.3	0.1	2.4	2.3	0.1
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	1.3	1.5	-0.2	18	0.4	0.4	0.0	*	*	*	0.1	0.1	0.0	0.1	0.2	-0.1	0.2	0.3	-0.1	0.6	0.8	-0.2	0.2	0.2	0.0
Rock	15.5	17.1	-1.6	3	3.6	4.9	-1.3	4.9	6.6	-1.7	5.7	5.8	-0.1	9.6	9.6	0.0	5.4	5.5	-0.1	2.3	2.5	-0.2	3.5	3.1	0.4
Sport Nation*	0.3	0.6	-0.3	20	*	*	*	*	*	*	0.1	0.1	0.0	0.1	0.3	-0.2	*	0.4	*	0.1	0.3	-0.2	*	0.2	*
Tautoko FM	1.5	2.0	-0.5	17	0.4	0.7	-0.3	0.8	0.6	0.2	0.6	0.5	0.1	0.9	0.7	0.2	0.3	0.6	-0.3	0.2	0.6	-0.4	0.6	0.5	0.1
Te Hiku o Te Ika	2.0	2.0	0.0	15	0.8	0.8	0.0	1.6	1.5	0.1	1.2	1.2	0.0	1.2	1.2	0.0	*	*	*	*	*	*	0.8	0.8	0.0
The Hits	10.7	9.7	1.0	4	2.6	2.3	0.3	5.0	4.6	0.4	4.6	4.0	0.6	6.5	5.2	1.3	2.8	2.4	0.4	1.3	1.8	-0.5	3.3	2.5	0.8
The Sound	8.8	7.3	1.5	6	0.7	0.2	0.5	0.6	0.8	-0.2	1.0	0.9	0.1	2.1	1.9	0.2	5.4	4.6	0.8	5.6	4.6	1.0	1.6	0.8	0.8
ZM	4.8	5.9	-1.1	11	0.9	1.6	-0.7	2.3	3.4	-1.1	3.1	3.4	-0.3	3.4	3.8	-0.4	0.3	0.7	-0.4	0.4	0.5	-0.1	1.6	1.6	0.0
MediaWorks Combo	53.6	55.0	-1.4		10.4	11.2	-0.8	17.0	19.2	-2.2	17.1	18.2	-1.1	25.1	26.3	-1.2	17.2	16.4	0.8	15.9	14.6	1.3	11.4	11.4	0.0
NZME Combo	44.3	50.3	-6.0		4.0	4.6	-0.6	11.2	13.0	-1.8	14.0	15.1	-1.1	20.8	23.3	-2.5	13.8	16.3	-2.5	13.2	14.9	-1.7	9.7	9.7	0.0
All Commercial Radio	81.5	84.6	-3.1		11.9	13.3	-1.4	22.0	24.3	-2.3	23.5	24.7	-1.2	36.1	37.3	-1.2	26.5	26.0	0.5	25.3	25.0	0.3	16.5	16.5	0.0
Potential (000)	126.2	126.2	0.0		26.4	26.4	0.0	36.0	35.9	0.1	33.3	33.3	0.0	49.7	49.7	0.0	35.6	35.6	0.0	36.3	36.3	0.0	21.0	20.6	0.4
Sample	812	872	-60		110	139	-29	164	164	0	182	179	3	287	288	-1	234	246	-12	304	323	-19	137	142	-5

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

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

*SENZ rebranded to Sport Nation from Nov 19th 2024



NORTHLAND COMMERCIAL RADIO - SURVEY 2 2025

Cumulative Audience (000's) by Daypart, People 10+
Survey Comparisons: 1/2025 - 2/2025

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

	This	Last	+/-
Potential (000)	126.2	126.2	0.0
Sample Size	812	872	-60

	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	3.2	3.1	0.1	9	3.8	3.2	0.6	3.3	3.9	-0.6	2.4	3.0	-0.6	0.9	0.9	0.0	0.1	0.2	-0.1	3.9	4.8	-0.9
Coast	8.6	8.8	-0.2	2	11.3	11.6	-0.3	9.8	10.3	-0.5	6.3	7.8	-1.5	1.9	3.2	-1.3	1.4	1.4	0.0	10.0	9.6	0.4
Edge	4.6	5.8	-1.2	7	3.4	5.0	-1.6	4.9	4.7	0.2	2.5	2.7	-0.2	1.5	2.1	-0.6	1.0	1.3	-0.3	5.9	5.2	0.7
Flava	1.8	3.1	-1.3	12	2.3	2.8	-0.5	0.6	2.2	-1.6	1.0	1.8	-0.8	0.6	1.2	-0.6	*	*	*	1.1	2.3	-1.2
Gold Sport	0.2	*	*	20	*	0.2	*	0.4	0.3	0.1	*	*	*	*	*	*	*	*	*	*	0.1	*
Life FM	0.8	0.9	-0.1	14	0.9	0.5	0.4	1.2	0.9	0.3	1.1	0.5	0.6	0.5	0.3	0.2	0.2	0.4	-0.2	0.6	0.4	0.2
Magic	1.2	0.8	0.4	13	1.9	1.3	0.6	1.9	1.3	0.6	0.6	0.5	0.1	0.3	0.1	0.2	0.1	0.1	0.0	1.9	1.2	0.7
Mai FM	1.9	3.2	-1.3	11	0.9	1.7	-0.8	1.4	1.9	-0.5	3.2	2.9	0.3	2.3	1.6	0.7	0.3	0.3	0.0	2.7	2.6	0.1
More FM	12.6	11.7	0.9	1	8.9	9.3	-0.4	12.4	10.4	2.0	8.5	7.9	0.6	2.0	1.7	0.3	2.9	3.1	-0.2	13.7	11.3	2.4
Newstalk ZB	6.5	5.9	0.6	4	4.1	4.8	-0.7	4.7	4.0	0.7	4.9	3.9	1.0	2.5	2.3	0.2	2.6	2.4	0.2	5.1	4.6	0.5
Ngati Hine FM	0.8	1.4	-0.6	14	0.6	0.8	-0.2	0.2	0.3	-0.1	1.7	1.3	0.4	1.2	0.8	0.4	0.2	0.2	0.0	0.4	0.7	-0.3
Radio Hauraki	3.7	3.4	0.3	8	2.5	3.1	-0.6	3.6	3.6	0.0	4.5	4.2	0.3	1.2	1.2	0.0	0.7	0.8	-0.1	3.6	3.9	-0.3
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	0.4	0.9	-0.5	16	0.7	0.9	-0.2	0.4	0.6	-0.2	0.6	0.7	-0.1	0.3	0.2	0.1	*	0.1	*	0.8	1.4	-0.6
Rock	7.1	9.3	-2.2	3	7.2	7.0	0.2	8.8	7.5	1.3	7.0	7.3	-0.3	3.4	2.4	1.0	2.0	2.2	-0.2	8.3	8.3	0.0
Sport Nation*	0.3	0.2	0.1	19	0.1	0.1	0.0	*	0.4	*	0.1	0.3	-0.2	*	*	*	*	*	*	*	0.2	*
Tautoko FM	0.4	0.6	-0.2	16	0.2	0.5	-0.3	0.6	0.6	0.0	1.0	1.0	0.0	0.4	0.7	-0.3	*	*	*	0.6	1.5	-0.9
Te Hiku o Te Ika	0.4	0.5	-0.1	16	0.6	0.7	-0.1	*	0.3	*	1.1	1.1	0.0	1.1	1.0	0.1	*	*	*	0.2	0.6	-0.4
The Hits	5.8	5.2	0.6	5	4.7	5.2	-0.5	6.3	4.8	1.5	3.3	3.3	0.0	1.7	1.3	0.4	0.8	0.5	0.3	5.7	4.9	0.8
The Sound	5.3	4.1	1.2	6	4.4	4.3	0.1	4.6	3.8	0.8	4.0	3.6	0.4	2.3	2.2	0.1	0.8	0.7	0.1	4.8	3.9	0.9
ZM	2.1	2.6	-0.5	10	1.2	2.2	-1.0	2.0	3.2	-1.2	2.6	3.1	-0.5	0.6	0.5	0.1	0.3	0.4	-0.1	2.5	2.7	-0.2
MediaWorks Combo	31.2	33.6	-2.4		26.8	28.6	-1.8	31.3	30.1	1.2	25.9	26.0	-0.1	12.3	10.4	1.9	7.1	7.5	-0.4	33.6	32.3	1.3
NZME Combo	26.7	30.8	-4.1		25.0	30.2	-5.2	24.9	30.5	-5.6	21.3	26.1	-4.8	8.0	11.1	-3.1	5.6	5.8	-0.2	25.0	29.8	-4.8
All Commercial Radio	56.0	59.2	-3.2		50.1	53.8	-3.7	51.9	53.7	-1.8	46.5	48.5	-2.0	22.0	21.2	0.8	12.4	12.9	-0.5	55.4	55.6	-0.2

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

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

*SENZ rebranded to Sport Nation from Nov 19th 2024



NORTHLAND 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 May 12 to Sat Aug 3 & Sun Aug 11 to Sat Nov 2 2024 & Sun Feb 9 to Sat May 3 & Sun May 11 to Sat Aug 2 2025
Last 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

	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	5:18	5:03	0:15	1:13	1:14	-0:01	1:13	1:39	-0:25	2:24	2:48	-0:23	3:24	3:49	-0:25	6:51	4:16	2:35	7:50	6:00	1:49	2:23	3:26	-1:03
Coast	10:09	10:17	-0:08	*	5:24	*	8:59	8:54	0:05	8:25	9:15	-0:50	11:33	10:13	1:19	11:32	8:57	2:34	9:46	10:42	-0:56	13:36	8:53	4:42
Edge	4:05	5:22	-1:17	1:51	4:11	-2:19	2:57	6:41	-3:43	5:11	6:52	-1:41	5:13	6:38	-1:25	5:43	5:15	0:28	5:30	4:29	1:00	6:53	3:28	3:24
Flava	3:51	7:44	-3:52	0:50	0:47	0:02	2:04	3:21	-1:16	2:33	3:42	-1:09	4:16	8:20	-4:03	11:57	15:54	-3:57	*	*	*	3:27	3:50	-0:23
Gold Sport	0:44	3:12	-2:28	*	*	*	*	*	*	*	*	*	0:30	*	*	0:44	1:00	-0:15	0:50	0:56	-0:05	0:30	*	*
Life FM	5:15	5:46	-0:30	1:40	3:03	-1:22	6:25	3:34	2:50	5:28	3:03	2:25	7:40	7:21	0:19	11:04	20:41	-9:36	0:45	*	*	12:39	11:45	0:53
Magic	10:25	9:51	0:33	*	*	*	1:45	3:00	-1:14	2:07	3:00	-0:52	8:21	3:00	5:21	25:44	48:15	-22:30	13:17	12:53	0:23	27:00	*	*
Mai FM	2:35	3:55	-1:19	1:30	2:08	-0:38	2:39	3:21	-0:42	3:04	4:58	-1:54	3:11	4:58	-1:46	5:00	5:00	0:00	*	*	*	2:42	5:28	-2:45
More FM	9:19	8:49	0:29	3:55	2:41	1:14	9:12	8:25	0:47	9:45	9:55	-0:10	10:21	9:52	0:28	10:05	8:47	1:18	9:29	8:43	0:45	10:18	10:27	-0:08
Newstalk ZB	14:06	14:25	-0:19	1:45	1:45	0:00	6:30	*	*	2:02	1:45	0:17	9:13	6:55	2:18	13:25	10:00	3:24	13:41	10:33	3:07	8:59	14:08	-5:09
Ngati Hine FM	2:58	3:09	-0:10	2:04	2:01	0:02	3:06	3:32	-0:25	3:06	3:32	-0:25	3:28	3:44	-0:16	4:11	4:00	0:11	1:00	2:44	-1:44	1:54	2:25	-0:30
Radio Hauraki	8:39	8:41	-0:02	1:19	1:57	-0:38	14:01	13:05	0:55	12:15	12:24	-0:08	9:51	9:15	0:36	6:25	6:10	0:15	8:43	10:59	-2:15	4:03	3:03	0:59
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	4:53	6:49	-1:56	2:48	7:05	-4:17	*	*	*	2:15	2:15	0:00	2:15	9:43	-7:28	5:49	10:27	-4:37	7:11	7:01	0:10	1:44	9:43	-7:58
Rock	6:03	5:34	0:28	2:55	3:16	-0:20	6:21	6:00	0:21	6:41	6:14	0:27	6:13	6:38	-0:25	5:41	7:05	-1:24	10:12	6:12	4:00	7:34	8:23	-0:49
Sport Nation*	2:13	2:55	-0:42	*	*	*	*	*	*	3:30	3:30	0:00	3:30	1:36	1:53	*	3:28	*	0:45	4:12	-3:27	*	0:15	*
Tautoko FM	3:40	5:52	-2:12	2:30	4:43	-2:13	4:01	3:36	0:25	3:58	3:17	0:41	3:22	2:53	0:29	2:00	9:49	-7:49	7:15	10:44	-3:29	3:58	3:17	0:41
Te Hiku o Te Ika	2:18	3:26	-1:08	2:32	2:35	-0:03	2:27	3:50	-1:22	2:07	4:00	-1:52	2:07	4:00	-1:52	*	*	*	*	*	*	1:52	4:36	-2:43
The Hits	6:03	6:22	-0:19	2:42	5:14	-2:32	7:00	6:14	0:45	7:44	6:32	1:12	6:43	6:10	0:33	6:12	7:52	-1:39	10:13	9:21	0:52	3:38	3:43	-0:04
The Sound	8:10	9:03	-0:53	1:16	2:33	-1:17	1:32	1:46	-0:13	4:32	2:16	2:16	6:44	5:22	1:22	9:15	10:02	-0:47	9:28	11:02	-1:34	8:04	4:05	3:58
ZM	2:47	4:04	-1:16	0:40	3:16	-2:35	2:49	4:54	-2:05	3:22	4:58	-1:35	3:15	4:43	-1:27	2:01	1:43	0:17	3:52	1:48	2:04	3:03	3:27	-0:23
MediaWorks Combo	9:33	9:10	0:23	4:29	4:53	-0:24	8:19	8:34	-0:14	9:18	9:18	0:00	9:52	9:50	0:02	10:54	10:45	0:08	11:27	10:19	1:07	10:31	9:35	0:56
NZME Combo	10:13	11:24	-1:10	2:21	5:08	-2:46	8:16	9:10	-0:53	8:54	9:55	-1:01	9:53	10:10	-0:17	11:42	11:04	0:37	11:28	13:07	-1:38	8:09	8:00	0:08
All Commercial Radio	13:44	13:38	0:05	5:22	6:48	-1:25	12:50	12:21	0:29	14:15	13:33	0:42	14:41	13:59	0:42	15:10	14:47	0:23	15:15	14:59	0:15	13:34	12:12	1:21
Potential (000)	126.2	126.2	0.0	26.4	26.4	0.0	36.0	35.9	0.1	33.3	33.3	0.0	49.7	49.7	0.0	35.6	35.6	0.0	36.3	36.3	0.0	21.0	20.6	0.4
Sample	812	872	-60	110	139	-29	164	164	0	182	179	3	287	288	-1	234	246	-12	304	323	-19	137	142	-5

MediaWorks Combo: Breeze, Edge, Magic, Mai FM, More FM, Rock, The Sound, or internet only listening to George FM, Humm FM, Channel X
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*SENZ rebranded to Sport Nation from Nov 19th 2024



NORTHLAND 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 May 12 to Sat Aug 3 & Sun Aug 11 to Sat Nov 2 2024 & Sun Feb 9 to Sat May 3 & Sun May 11 to Sat Aug 2 2025
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	This	Last	+/-
Potential (000)	126.2	126.2	0.0
Sample Size	812	872	-60

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

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