# AUCKLAND COMMERCIAL RADIO - SURVEY 1 2025

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

This Survey Period: Sun Aug 11 to Sat Nov 2 2024 & Sun Feb 9 to Sat May 3 2025
Last Survey Period: Sun May 12 to Sat Aug 3 & 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 | +/- |
| BBC | 0.9 | 0.9 | 0.0 | 20 | 0.4 | 0.4 | 0.0 | 0.3 | 0.2 | 0.1 | 0.2 | 0.1 | 0.1 | 0.3 | 0.2 | 0.1 | 0.9 | 0.4 | 0.5 | 1.5 | 1.6 | -0.1 | 0.9 | 0.3 | 0.6 |
| Breeze | 9.0 | 8.8 | 0.2 | 3 | 6.5 | 3.8 | 2.7 | 4.4 | 4.9 | -0.5 | 6.3 | 6.9 | -0.6 | 7.5 | 8.6 | -1.1 | 11.0 | 10.2 | 0.8 | 9.9 | 9.1 | 0.8 | 11.3 | 14.2 | -2.9 |
| Channel X | 2.9 | 3.6 | -0.7 | 15 | 1.3 | 2.0 | -0.7 | 6.7 | 7.0 | -0.3 | 6.5 | 7.2 | -0.7 | 5.1 | 5.9 | -0.8 | 2.3 | 3.2 | -0.9 | 1.4 | 2.0 | -0.6 | 3.4 | 2.7 | 0.7 |
| Coast | 5.2 | 5.6 | -0.4 | 4 | 1.9 | 5.1 | -3.2 | 0.9 | 1.5 | -0.6 | 1.1 | 1.2 | -0.1 | 4.0 | 3.6 | 0.4 | 12.1 | 11.0 | 1.1 | 9.5 | 10.2 | -0.7 | 10.2 | 9.7 | 0.5 |
| Edge | 3.2 | 3.8 | -0.6 | 12 | 6.5 | 7.4 | -0.9 | 7.3 | 8.5 | -1.2 | 5.8 | 6.7 | -0.9 | 4.2 | 5.1 | -0.9 | 1.1 | 1.5 | -0.4 | 1.0 | 0.7 | 0.3 | 2.5 | 3.3 | -0.8 |
| Flava | 3.1 | 3.8 | -0.7 | 13 | 7.6 | 5.7 | 1.9 | 5.1 | 6.5 | -1.4 | 4.0 | 6.2 | -2.2 | 3.5 | 4.8 | -1.3 | 2.2 | 2.8 | -0.6 | 1.4 | 2.3 | -0.9 | 3.0 | 2.9 | 0.1 |
| George FM | 4.1 | 4.3 | -0.2 | 9 | 4.3 | 4.2 | 0.1 | 6.1 | 6.7 | -0.6 | 7.0 | 6.9 | 0.1 | 6.8 | 6.7 | 0.1 | 4.1 | 4.3 | -0.2 | 1.3 | 1.7 | -0.4 | 3.6 | 4.0 | -0.4 |
| Gold*** | 1.1 | 1.2 | -0.1 | 19 | 0.3 | 0.1 | 0.2 | 0.3 | 0.2 | 0.1 | 0.5 | 0.2 | 0.3 | 0.9 | 0.7 | 0.2 | 1.7 | 2.1 | -0.4 | 1.8 | 2.4 | -0.6 | 1.1 | 0.6 | 0.5 |
| Gold Sport | 0.1 | 0.2 | -0.1 | 24 | 0.1 | 0.1 | 0.0 | * | 0.3 | * | * | 0.3 | * | 0.1 | 0.3 | -0.2 | 0.1 | 0.2 | -0.1 | 0.2 | 0.2 | 0.0 | * | 0.2 | * |
| Humm FM | 2.9 | 1.3 | 1.6 | 15 | 1.6 | 1.3 | 0.3 | 4.1 | 1.5 | 2.6 | 4.1 | 1.4 | 2.7 | 3.3 | 1.2 | 2.1 | 1.8 | 1.4 | 0.4 | 1.4 | 1.8 | -0.4 | 2.8 | 1.4 | 1.4 |
| Life FM | 1.8 | 1.4 | 0.4 | 18 | 1.4 | 1.5 | -0.1 | 2.0 | 1.7 | 0.3 | 2.3 | 1.6 | 0.7 | 2.9 | 1.9 | 1.0 | 2.5 | 1.9 | 0.6 | 1.0 | 1.0 | 0.0 | 2.4 | 2.4 | 0.0 |
| Magic | 5.0 | 4.9 | 0.1 | 5 | 3.1 | 2.3 | 0.8 | 2.4 | 1.6 | 0.8 | 1.1 | 0.5 | 0.6 | 1.2 | 0.7 | 0.5 | 5.1 | 3.8 | 1.3 | 9.8 | 9.9 | -0.1 | 2.4 | 3.0 | -0.6 |
| Mai FM | 10.8 | 9.5 | 1.3 | 2 | 26.4 | 20.9 | 5.5 | 19.9 | 15.6 | 4.3 | 16.0 | 13.4 | 2.6 | 13.3 | 11.6 | 1.7 | 5.4 | 5.1 | 0.3 | 2.3 | 1.9 | 0.4 | 11.6 | 10.8 | 0.8 |
| More FM | 4.8 | 5.1 | -0.3 | 6 | 5.3 | 8.8 | -3.5 | 4.7 | 5.3 | -0.6 | 4.6 | 4.7 | -0.1 | 5.3 | 4.7 | 0.6 | 6.2 | 4.7 | 1.5 | 4.4 | 3.7 | 0.7 | 5.1 | 3.8 | 1.3 |
| Newstalk ZB | 14.6 | 14.5 | 0.1 | 1 | 7.3 | 6.0 | 1.3 | 5.0 | 4.5 | 0.5 | 5.7 | 5.9 | -0.2 | 6.8 | 7.8 | -1.0 | 11.0 | 15.9 | -4.9 | 20.4 | 23.8 | -3.4 | 8.5 | 10.2 | -1.7 |
| Radio Hauraki | 2.5 | 1.9 | 0.6 | 17 | 0.9 | 0.9 | 0.0 | 2.0 | 3.0 | -1.0 | 2.0 | 2.9 | -0.9 | 1.9 | 2.7 | -0.8 | 2.4 | 2.1 | 0.3 | 5.4 | 1.6 | 3.8 | 1.7 | 2.2 | -0.5 |
| Radio Waatea | * | 0.1 | * | * | * | 0.2 | * | * | * | * | 0.1 | 0.1 | 0.0 | 0.1 | 0.1 | 0.0 | * | * | * | * | 0.1 | * | * | * | * |
| Rhema | 0.4 | 0.5 | -0.1 | 21 | 0.1 | 0.1 | 0.0 | 0.4 | 0.3 | 0.1 | 0.4 | 0.4 | 0.0 | 0.5 | 0.5 | 0.0 | 0.5 | 0.8 | -0.3 | 0.6 | 0.9 | -0.3 | 0.9 | 0.7 | 0.2 |
| Rock | 4.6 | 4.7 | -0.1 | 7 | 4.1 | 5.8 | -1.7 | 8.5 | 8.8 | -0.3 | 8.1 | 8.0 | 0.1 | 7.7 | 7.2 | 0.5 | 4.5 | 3.6 | 0.9 | 1.7 | 1.2 | 0.5 | 5.2 | 3.5 | 1.7 |
| Sanctuary** | 0.2 | 0.4 | -0.2 | 23 | 0.4 | 0.3 | 0.1 | 0.2 | 0.1 | 0.1 | 0.1 | 0.1 | 0.0 | 0.2 | 0.2 | 0.0 | 0.2 | 0.2 | 0.0 | 0.1 | 0.4 | -0.3 | 0.5 | 0.3 | 0.2 |
| Sport Nation* | 0.3 | 0.3 | 0.0 | 22 | 0.4 | 0.2 | 0.2 | * | 0.1 | * | * | 0.1 | * | 0.1 | 0.1 | 0.0 | 0.5 | 0.5 | 0.0 | 0.9 | 1.0 | -0.1 | 0.5 | 0.1 | 0.4 |
| Tainui Live | 0.1 | 0.1 | 0.0 | 24 | 0.2 | 0.1 | 0.1 | 0.1 | * | * | 0.2 | 0.2 | 0.0 | 0.2 | 0.1 | 0.1 | * | * | * | * | * | * | * | * | * |
| Tarana | 3.1 | 2.7 | 0.4 | 13 | 1.5 | 1.3 | 0.2 | 2.0 | 1.2 | 0.8 | 3.3 | 2.0 | 1.3 | 2.9 | 1.9 | 1.0 | 2.6 | 2.8 | -0.2 | 2.4 | 2.8 | -0.4 | 2.4 | 2.2 | 0.2 |
| The Hits | 4.3 | 5.0 | -0.7 | 8 | 5.4 | 5.6 | -0.2 | 5.0 | 6.2 | -1.2 | 6.4 | 7.7 | -1.3 | 5.6 | 7.0 | -1.4 | 3.7 | 4.1 | -0.4 | 3.4 | 3.1 | 0.3 | 5.3 | 5.7 | -0.4 |
| The Sound | 3.9 | 3.9 | 0.0 | 10 | 0.7 | 2.0 | -1.3 | 0.7 | 2.0 | -1.3 | 1.0 | 1.6 | -0.6 | 2.6 | 2.7 | -0.1 | 8.7 | 6.3 | 2.4 | 9.5 | 8.4 | 1.1 | 2.0 | 2.1 | -0.1 |
| ZM | 3.6 | 3.7 | -0.1 | 11 | 7.0 | 7.9 | -0.9 | 5.8 | 5.7 | 0.1 | 5.4 | 5.0 | 0.4 | 4.7 | 4.1 | 0.6 | 2.1 | 2.4 | -0.3 | 1.1 | 1.7 | -0.6 | 3.6 | 6.2 | -2.6 |
| MediaWorks Combo | 51.5 | 50.2 | 1.3 | | 60.2 | 59.1 | 1.1 | 65.0 | 62.1 | 2.9 | 60.8 | 57.9 | 2.9 | 57.3 | 54.7 | 2.6 | 50.2 | 44.3 | 5.9 | 42.9 | 40.5 | 2.4 | 50.6 | 49.1 | 1.5 |
| NZME Combo | 35.4 | 36.8 | -1.4 | | 30.7 | 31.8 | -1.1 | 24.5 | 28.2 | -3.7 | 25.3 | 29.6 | -4.3 | 27.8 | 31.2 | -3.4 | 36.2 | 40.9 | -4.7 | 44.9 | 47.0 | -2.1 | 34.3 | 38.0 | -3.7 |
| Potential (000) | 1,558.0 | 1,506.0 | 52.0 | | 350.0 | 335.0 | 15.0 | 592.0 | 564.9 | 27.1 | 563.0 | 538.0 | 25.0 | 781.0 | 752.0 | 29.0 | 409.0 | 403.0 | 6.0 | 324.0 | 320.0 | 4.0 | 305.0 | 284.8 | 20.2 |
| Sample | 2,446 | 2,506 | -60 | | 585 | 583 | 2 | 854 | 892 | -38 | 862 | 893 | -31 | 1,235 | 1,268 | -33 | 674 | 665 | 9 | 529 | 525 | 4 | 513 | 493 | 20 |

***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, Gold Sport, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui*

**SENZ rebranded to Sport Nation from Nov 19th 2024, **Star rebranded to Sanctuary from S1 2025*

****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*

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# AUCKLAND COMMERCIAL RADIO - SURVEY 1 2025

## Station Share (%) by Daypart, People 10+

## Survey Comparisons: 3/2024 - 1/2025

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

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

| | This | Last | +/- |
|---|---|---|---|
| **Potential (000)** | 1,558.0 | 1,506.0 | 52.0 |
| **Sample Size** | 2,446 | 2,506 | -60 |

| | Breakfast Mon-Fri 6am-9am | | | | Morning Mon-Fri 9am-12md | | | Afternoon Mon-Fri 12md-4pm | | | Drive Mon-Fri 4pm-7pm | | | Night Mon-Fri 7pm-12mn | | | Mid Dawn Mon-Fri 12mn-6am | | | Weekend Sat-Sun 12mn-12mn | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | This | Last | +/- | Rank | This | Last | +/- | This | Last | +/- | This | Last | +/- | This | Last | +/- | This | Last | +/- | This | Last | +/- |
| BBC | 0.9 | 1.0 | -0.1 | 19 | 0.4 | 0.4 | 0.0 | 0.6 | 0.5 | 0.1 | 0.6 | 0.4 | 0.2 | 1.7 | 2.3 | -0.6 | 1.5 | 1.8 | -0.3 | 1.1 | 1.1 | 0.0 |
| Breeze | 7.4 | 7.0 | 0.4 | 3 | 10.2 | 9.6 | 0.6 | 9.4 | 9.3 | 0.1 | 8.1 | 8.0 | 0.1 | 7.9 | 8.7 | -0.8 | 8.1 | 8.2 | -0.1 | 10.1 | 10.1 | 0.0 |
| Channel X | 2.2 | 2.6 | -0.4 | 16 | 3.9 | 4.3 | -0.4 | 4.3 | 5.0 | -0.7 | 2.7 | 3.2 | -0.5 | 2.1 | 2.8 | -0.7 | 0.3 | 0.1 | 0.2 | 2.4 | 3.9 | -1.5 |
| Coast | 4.0 | 4.8 | -0.8 | 7 | 6.5 | 6.9 | -0.4 | 6.9 | 6.9 | 0.0 | 4.3 | 4.3 | 0.0 | 2.9 | 2.6 | 0.3 | 4.0 | 5.4 | -1.4 | 5.0 | 5.4 | -0.4 |
| Edge | 3.3 | 4.0 | -0.7 | 10 | 2.9 | 3.9 | -1.0 | 3.1 | 3.8 | -0.7 | 4.0 | 3.9 | 0.1 | 2.2 | 3.2 | -1.0 | 4.4 | 3.2 | 1.2 | 3.1 | 3.7 | -0.6 |
| Flava | 2.3 | 3.0 | -0.7 | 14 | 3.6 | 4.4 | -0.8 | 2.9 | 3.4 | -0.5 | 2.9 | 3.6 | -0.7 | 3.8 | 5.0 | -1.2 | 2.2 | 4.7 | -2.5 | 3.7 | 4.1 | -0.4 |
| George FM | 3.0 | 3.7 | -0.7 | 12 | 3.8 | 3.8 | 0.0 | 4.6 | 4.7 | -0.1 | 4.7 | 4.7 | 0.0 | 2.9 | 2.3 | 0.6 | 3.2 | 2.8 | 0.4 | 4.9 | 5.3 | -0.4 |
| Gold*** | 0.8 | 0.7 | 0.1 | 20 | 1.4 | 1.8 | -0.4 | 1.0 | 1.6 | -0.6 | 1.2 | 1.1 | 0.1 | 0.3 | 0.6 | -0.3 | 0.6 | * | * | 1.4 | 1.0 | 0.4 |
| Gold Sport | * | 0.2 | * | * | 0.1 | 0.2 | -0.1 | 0.1 | 0.1 | 0.0 | 0.1 | 0.2 | -0.1 | 0.2 | 0.5 | -0.3 | 0.1 | 0.5 | -0.4 | 0.3 | 0.3 | 0.0 |
| Humm FM | 2.3 | 1.1 | 1.2 | 14 | 2.6 | 0.9 | 1.7 | 3.0 | 1.2 | 1.8 | 3.0 | 1.2 | 1.8 | 4.2 | 3.8 | 0.4 | 1.4 | 0.1 | 1.3 | 3.5 | 1.7 | 1.8 |
| Life FM | 2.1 | 1.6 | 0.5 | 17 | 0.9 | 0.8 | 0.1 | 1.4 | 1.1 | 0.3 | 2.0 | 1.6 | 0.4 | 2.2 | 2.1 | 0.1 | 3.9 | 0.9 | 3.0 | 2.2 | 1.9 | 0.3 |
| Magic | 2.8 | 3.6 | -0.8 | 13 | 6.4 | 6.7 | -0.3 | 6.2 | 5.9 | 0.3 | 4.6 | 3.1 | 1.5 | 6.2 | 4.6 | 1.6 | 1.8 | 3.3 | -1.5 | 5.1 | 5.1 | 0.0 |
| Mai FM | 11.8 | 11.2 | 0.6 | 2 | 8.2 | 6.5 | 1.7 | 9.7 | 8.0 | 1.7 | 12.4 | 10.9 | 1.5 | 15.1 | 12.9 | 2.2 | 13.2 | 11.8 | 1.4 | 10.2 | 9.5 | 0.7 |
| More FM | 4.6 | 5.5 | -0.9 | 5 | 5.0 | 5.7 | -0.7 | 4.8 | 4.7 | 0.1 | 4.6 | 6.2 | -1.6 | 5.9 | 4.3 | 1.6 | 5.8 | 4.8 | 1.0 | 4.6 | 4.4 | 0.2 |
| Newstalk ZB | 22.4 | 20.5 | 1.9 | 1 | 10.5 | 11.6 | -1.1 | 8.9 | 9.9 | -1.0 | 17.2 | 16.7 | 0.5 | 11.7 | 14.4 | -2.7 | 28.5 | 23.1 | 5.4 | 13.0 | 12.8 | 0.2 |
| Radio Hauraki | 1.3 | 1.9 | -0.6 | 18 | 3.2 | 2.1 | 1.1 | 3.6 | 2.1 | 1.5 | 1.5 | 1.8 | -0.3 | 0.5 | 1.1 | -0.6 | 0.5 | 1.7 | -1.2 | 3.4 | 1.8 | 1.6 |
| Radio Waatea | * | 0.1 | * | * | * | 0.1 | * | 0.1 | 0.1 | 0.0 | * | 0.1 | * | * | * | * | * | 0.4 | * | * | * | * |
| Rhema | 0.4 | 0.2 | 0.2 | 21 | 0.2 | 0.5 | -0.3 | 0.2 | 0.3 | -0.1 | 0.5 | 0.5 | 0.0 | 0.8 | 0.6 | 0.2 | 0.2 | 0.8 | -0.6 | 0.7 | 0.7 | 0.0 |
| Rock | 3.8 | 3.8 | 0.0 | 8 | 5.8 | 5.6 | 0.2 | 7.0 | 6.2 | 0.8 | 4.2 | 5.0 | -0.8 | 2.3 | 1.4 | 0.9 | 3.1 | 4.5 | -1.4 | 3.4 | 3.9 | -0.5 |
| Sanctuary** | 0.4 | 0.6 | -0.2 | 21 | 0.1 | 0.2 | -0.1 | 0.2 | 0.3 | -0.1 | 0.1 | 0.2 | -0.1 | * | 0.6 | * | 0.1 | 0.2 | -0.1 | 0.2 | 0.6 | -0.4 |
| Sport Nation* | 0.1 | 0.3 | -0.2 | 23 | 0.4 | 0.4 | 0.0 | 0.7 | 0.4 | 0.3 | 0.1 | 0.4 | -0.3 | 0.1 | 0.2 | -0.1 | 1.0 | 0.7 | 0.3 | 0.2 | 0.3 | -0.1 |
| Tainui Live | * | * | * | * | 0.1 | 0.1 | 0.0 | 0.2 | 0.1 | 0.1 | * | * | * | 0.3 | 0.2 | 0.1 | 0.1 | 0.1 | 0.0 | 0.1 | * | * |
| Tarana | 3.4 | 2.7 | 0.7 | 9 | 3.7 | 2.7 | 1.0 | 2.2 | 2.3 | -0.1 | 2.1 | 2.2 | -0.1 | 4.6 | 2.1 | 2.5 | 1.8 | 1.8 | 0.0 | 3.6 | 3.7 | -0.1 |
| The Hits | 4.6 | 4.5 | 0.1 | 5 | 4.3 | 5.3 | -1.0 | 4.9 | 5.7 | -0.8 | 5.4 | 6.0 | -0.6 | 3.7 | 5.5 | -1.8 | 2.7 | 4.1 | -1.4 | 3.3 | 4.2 | -0.9 |
| The Sound | 3.2 | 2.8 | 0.4 | 11 | 5.3 | 5.0 | 0.3 | 5.0 | 5.1 | -0.1 | 2.5 | 3.2 | -0.7 | 3.5 | 4.3 | -0.8 | 4.2 | 3.9 | 0.3 | 3.4 | 3.2 | 0.2 |
| ZM | 5.1 | 4.1 | 1.0 | 4 | 2.5 | 3.7 | -1.2 | 3.6 | 4.3 | -0.7 | 4.3 | 4.2 | 0.1 | 2.9 | 1.8 | 1.1 | 1.7 | 3.0 | -1.3 | 3.0 | 3.1 | -0.1 |
| | | | | | | | | | | | | | | | | | | | | | | |
| MediaWorks Combo | 44.7 | 45.3 | -0.6 | | 54.3 | 52.6 | 1.7 | 57.4 | 54.4 | 3.0 | 51.2 | 49.5 | 1.7 | 52.6 | 48.2 | 4.4 | 45.9 | 44.3 | 1.6 | 50.8 | 50.8 | 0.0 |
| NZME Combo | 41.5 | 40.6 | 0.9 | | 32.5 | 36.5 | -4.0 | 32.9 | 34.6 | -1.7 | 37.5 | 38.4 | -0.9 | 27.8 | 33.8 | -6.0 | 42.0 | 44.4 | -2.4 | 34.3 | 33.9 | 0.4 |

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*NZME Combo: BBC, 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, **Star rebranded to Sanctuary from S1 2025*

****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*

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# AUCKLAND COMMERCIAL RADIO - SURVEY 1 2025

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

This Survey Period: Sun Aug 11 to Sat Nov 2 2024 & Sun Feb 9 to Sat May 3 2025
Last Survey Period: Sun May 12 to Sat Aug 3 & 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 | +/- |
| BBC | 30.9 | 30.5 | 0.4 | 20 | 3.3 | 3.5 | -0.2 | 6.1 | 4.8 | 1.3 | 6.2 | 4.4 | 1.8 | 8.4 | 7.2 | 1.2 | 9.7 | 6.4 | 3.3 | 12.8 | 12.6 | 0.2 | 5.7 | 4.2 | 1.5 |
| Breeze | 212.3 | 194.5 | 17.8 | 3 | 36.7 | 32.1 | 4.6 | 51.6 | 50.9 | 0.7 | 61.8 | 57.4 | 4.4 | 92.6 | 90.8 | 1.8 | 76.5 | 71.6 | 4.9 | 66.5 | 57.6 | 8.9 | 49.4 | 48.7 | 0.7 |
| Channel X | 61.7 | 58.3 | 3.4 | 14 | 10.5 | 8.1 | 2.4 | 39.4 | 33.0 | 6.4 | 36.8 | 33.6 | 3.2 | 46.6 | 44.0 | 2.6 | 13.5 | 15.9 | -2.4 | 4.6 | 6.3 | -1.7 | 18.9 | 14.5 | 4.4 |
| Coast | 94.2 | 85.3 | 8.9 | 11 | 6.4 | 9.9 | -3.5 | 10.2 | 10.1 | 0.1 | 19.1 | 11.7 | 7.4 | 35.9 | 29.8 | 6.1 | 48.2 | 47.3 | 0.9 | 45.7 | 41.0 | 4.7 | 23.5 | 19.6 | 3.9 |
| Edge | 119.9 | 135.5 | -15.6 | 6 | 47.5 | 47.4 | 0.1 | 73.3 | 82.5 | -9.2 | 55.0 | 66.1 | -11.1 | 65.8 | 80.7 | -14.9 | 15.4 | 20.5 | -5.1 | 6.6 | 7.4 | -0.8 | 22.6 | 28.5 | -5.9 |
| Flava | 102.6 | 105.3 | -2.7 | 9 | 35.0 | 34.1 | 0.9 | 59.9 | 61.6 | -1.7 | 49.4 | 53.8 | -4.4 | 60.3 | 63.0 | -2.7 | 17.8 | 16.3 | 1.5 | 7.3 | 7.1 | 0.2 | 25.0 | 20.8 | 4.2 |
| George FM | 99.2 | 101.4 | -2.2 | 10 | 23.3 | 22.6 | 0.7 | 55.9 | 59.8 | -3.9 | 50.2 | 53.9 | -3.7 | 63.3 | 68.6 | -5.3 | 24.5 | 24.4 | 0.1 | 12.6 | 10.3 | 2.3 | 24.1 | 22.4 | 1.7 |
| Gold*** | 35.5 | 26.7 | 8.8 | 19 | 4.3 | 1.2 | 3.1 | 7.0 | 5.3 | 1.7 | 9.0 | 5.3 | 3.7 | 12.6 | 10.0 | 2.6 | 15.0 | 16.6 | -1.6 | 16.6 | 14.9 | 1.7 | 9.2 | 6.8 | 2.4 |
| Gold Sport | 8.8 | 10.1 | -1.3 | 23 | 1.2 | 1.1 | 0.1 | 1.8 | 2.6 | -0.8 | 1.1 | 2.0 | -0.9 | 2.6 | 3.6 | -1.0 | 2.7 | 3.3 | -0.6 | 3.6 | 3.7 | -0.1 | 0.5 | 1.9 | -1.4 |
| Humm FM | 38.2 | 26.6 | 11.6 | 17 | 10.3 | 5.2 | 5.1 | 15.9 | 9.7 | 6.2 | 13.9 | 10.7 | 3.2 | 19.3 | 13.9 | 5.4 | 9.8 | 7.3 | 2.5 | 5.8 | 6.3 | -0.5 | 4.8 | 5.1 | -0.3 |
| Life FM | 41.1 | 32.6 | 8.5 | 16 | 7.7 | 8.3 | -0.6 | 17.8 | 17.1 | 0.7 | 19.4 | 15.2 | 4.2 | 29.3 | 22.5 | 6.8 | 11.6 | 8.5 | 3.1 | 2.8 | 1.8 | 1.0 | 11.6 | 9.4 | 2.2 |
| Magic | 73.1 | 63.2 | 9.9 | 13 | 7.0 | 4.5 | 2.5 | 12.9 | 8.2 | 4.7 | 10.7 | 6.8 | 3.9 | 16.1 | 9.6 | 6.5 | 22.9 | 19.2 | 3.7 | 35.4 | 33.8 | 1.6 | 14.4 | 11.2 | 3.2 |
| Mai FM | 270.9 | 246.4 | 24.5 | 1 | 89.0 | 81.6 | 7.4 | 157.8 | 140.4 | 17.4 | 135.5 | 119.9 | 15.6 | 164.8 | 144.9 | 19.9 | 41.8 | 38.3 | 3.5 | 15.0 | 16.0 | -1.0 | 65.3 | 54.3 | 11.0 |
| More FM | 144.7 | 145.1 | -0.4 | 4 | 44.1 | 44.0 | 0.1 | 56.3 | 59.4 | -3.1 | 52.5 | 50.3 | 2.2 | 75.5 | 72.4 | 3.1 | 37.7 | 43.2 | -5.5 | 21.2 | 25.3 | -4.1 | 41.2 | 27.8 | 13.4 |
| Newstalk ZB | 257.6 | 261.0 | -3.4 | 2 | 34.9 | 34.3 | 0.6 | 51.6 | 54.7 | -3.1 | 56.7 | 64.2 | -7.5 | 89.0 | 99.0 | -10.0 | 82.2 | 84.7 | -2.5 | 93.0 | 89.0 | 4.0 | 41.6 | 44.7 | -3.1 |
| Radio Hauraki | 55.8 | 53.7 | 2.1 | 15 | 4.9 | 5.1 | -0.2 | 21.4 | 26.1 | -4.7 | 24.7 | 26.4 | -1.7 | 37.8 | 38.8 | -1.0 | 18.6 | 19.0 | -0.4 | 11.8 | 9.4 | 2.4 | 14.0 | 12.2 | 1.8 |
| Radio Waatea | 1.3 | 2.8 | -1.5 | 26 | * | 0.5 | * | * | * | * | 1.3 | 1.4 | -0.1 | 1.3 | 1.8 | -0.5 | * | 0.4 | * | * | 0.5 | * | * | * | * |
| Rhema | 17.4 | 12.5 | 4.9 | 21 | 2.9 | 2.4 | 0.5 | 2.5 | 2.2 | 0.3 | 4.6 | 3.5 | 1.1 | 8.4 | 6.8 | 1.6 | 5.5 | 5.0 | 0.5 | 6.1 | 3.3 | 2.8 | 4.1 | 3.8 | 0.3 |
| Rock | 117.7 | 100.4 | 17.3 | 7 | 27.8 | 23.0 | 4.8 | 53.7 | 46.9 | 6.8 | 52.0 | 44.7 | 7.3 | 74.5 | 67.2 | 7.3 | 29.9 | 28.8 | 1.1 | 11.7 | 7.3 | 4.4 | 25.9 | 19.2 | 6.7 |
| Sanctuary** | 8.3 | 9.7 | -1.4 | 24 | 2.2 | 2.3 | -0.1 | 2.3 | 1.1 | 1.2 | 1.9 | 1.2 | 0.7 | 3.7 | 2.9 | 0.8 | 2.9 | 2.3 | 0.6 | 2.4 | 2.8 | -0.4 | 2.5 | 1.1 | 1.4 |
| Sport Nation* | 8.9 | 11.3 | -2.4 | 22 | 3.7 | 2.4 | 1.3 | 0.7 | 2.1 | -1.4 | 0.4 | 1.3 | -0.9 | 2.8 | 2.4 | 0.4 | 3.6 | 5.8 | -2.2 | 2.4 | 6.5 | -4.1 | 2.6 | 1.8 | 0.8 |
| Tainui Live | 5.8 | 3.2 | 2.6 | 25 | 2.6 | 1.4 | 1.2 | 3.0 | 1.6 | 1.4 | 3.3 | 1.7 | 1.6 | 3.3 | 1.7 | 1.6 | * | * | * | * | * | * | 1.0 | 0.8 | 0.2 |
| Tarana | 36.1 | 38.0 | -1.9 | 18 | 5.4 | 4.6 | 0.8 | 11.4 | 6.8 | 4.6 | 15.6 | 13.7 | 1.9 | 18.7 | 18.6 | 0.1 | 8.4 | 10.8 | -2.4 | 8.1 | 8.5 | -0.4 | 6.3 | 7.4 | -1.1 |
| The Hits | 111.4 | 120.2 | -8.8 | 8 | 31.3 | 31.7 | -0.4 | 48.0 | 51.7 | -3.7 | 50.7 | 51.1 | -0.4 | 66.1 | 69.9 | -3.8 | 25.3 | 32.0 | -6.7 | 14.0 | 18.6 | -4.6 | 31.2 | 30.7 | 0.5 |
| The Sound | 84.0 | 78.1 | 5.9 | 12 | 8.8 | 9.2 | -0.4 | 16.8 | 19.0 | -2.2 | 18.2 | 18.9 | -0.7 | 32.4 | 32.6 | -0.2 | 40.5 | 34.2 | 6.3 | 41.7 | 32.8 | 8.9 | 15.2 | 13.4 | 1.8 |
| ZM | 131.4 | 120.4 | 11.0 | 5 | 39.9 | 41.1 | -1.2 | 66.1 | 54.7 | 11.4 | 65.7 | 52.5 | 13.2 | 78.8 | 62.8 | 16.0 | 20.2 | 22.7 | -2.5 | 10.9 | 14.4 | -3.5 | 27.9 | 27.7 | 0.2 |
| | | | | | | | | | | | | | | | | | | | | | | | | | |
| MediaWorks Combo | 837.3 | 794.8 | 42.5 | | 189.3 | 176.6 | 12.7 | 348.0 | 327.6 | 20.4 | 326.9 | 306.5 | 20.4 | 441.7 | 417.9 | 23.8 | 228.9 | 220.0 | 8.9 | 169.3 | 159.3 | 10.0 | 182.9 | 160.5 | 22.4 |
| NZME Combo | 638.3 | 620.4 | 17.9 | | 117.0 | 119.6 | -2.6 | 206.7 | 204.6 | 2.1 | 213.5 | 206.8 | 6.7 | 301.2 | 292.9 | 8.3 | 188.6 | 183.8 | 4.8 | 165.6 | 157.3 | 8.3 | 134.2 | 125.7 | 8.5 |
| All Commercial Radio | 1,174.0 | 1,115.7 | 58.3 | | 225.7 | 216.5 | 9.2 | 431.0 | 396.9 | 34.1 | 429.2 | 395.3 | 33.9 | 603.2 | 564.1 | 39.1 | 336.8 | 329.4 | 7.4 | 264.3 | 255.5 | 8.8 | 255.6 | 227.9 | 27.7 |
| | | | | | | | | | | | | | | | | | | | | | | | | | |
| Potential (000) | 1,558.0 | 1,506.0 | 52.0 | | 350.0 | 335.0 | 15.0 | 592.0 | 564.9 | 27.1 | 563.0 | 538.0 | 25.0 | 781.0 | 752.0 | 29.0 | 409.0 | 403.0 | 6.0 | 324.0 | 320.0 | 4.0 | 305.0 | 284.8 | 20.2 |
| Sample | 2,446 | 2,506 | -60 | | 585 | 583 | 2 | 854 | 892 | -38 | 862 | 893 | -31 | 1,235 | 1,268 | -33 | 674 | 665 | 9 | 529 | 525 | 4 | 513 | 493 | 20 |

*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, Gold Sport, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui*

**SENZ rebranded to Sport Nation from Nov 19th 2024, **Star rebranded to Sanctuary from S1 2025*

****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*

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# AUCKLAND COMMERCIAL RADIO - SURVEY 1 2025

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

## Survey Comparisons: 3/2024 - 1/2025

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

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

| | This | Last | +/- |
|---|---|---|---|
| **Potential (000)** | 1,558.0 | 1,506.0 | 52.0 |
| **Sample Size** | 2,446 | 2,506 | -60 |

| | Breakfast Mon-Fri 6am-9am | | | | Morning Mon-Fri 9am-12md | | | Afternoon Mon-Fri 12md-4pm | | | Drive Mon-Fri 4pm-7pm | | | Night Mon-Fri 7pm-12mn | | | Mid Dawn Mon-Fri 12mn-6am | | | Weekend Sat-Sun 12mn-12mn | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | This | Last | +/- | Rank | This | Last | +/- | This | Last | +/- | This | Last | +/- | This | Last | +/- | This | Last | +/- | This | Last | +/- |
| BBC | **14.2** | 15.1 | -0.9 | 19 | **10.5** | 10.7 | -0.2 | **12.4** | 9.0 | 3.4 | **7.4** | 6.3 | 1.1 | **8.3** | 9.5 | -1.2 | **4.8** | 6.0 | -1.2 | **20.1** | 15.7 | 4.4 |
| Breeze | **98.4** | 89.0 | 9.4 | 3 | **94.4** | 81.4 | 13.0 | **101.4** | 89.7 | 11.7 | **88.4** | 79.8 | 8.6 | **38.6** | 33.3 | 5.3 | **25.4** | 24.2 | 1.2 | **126.2** | 115.3 | 10.9 |
| Channel X | **31.3** | 32.6 | -1.3 | 13 | **32.4** | 29.7 | 2.7 | **32.6** | 33.6 | -1.0 | **35.5** | 34.3 | 1.2 | **13.1** | 12.8 | 0.3 | **1.9** | 2.4 | -0.5 | **35.6** | 32.3 | 3.3 |
| Coast | **41.5** | 41.4 | 0.1 | 11 | **39.7** | 43.0 | -3.3 | **41.3** | 40.0 | 1.3 | **37.6** | 36.6 | 1.0 | **10.3** | 13.0 | -2.7 | **13.9** | 12.5 | 1.4 | **54.5** | 44.0 | 10.5 |
| Edge | **56.4** | 72.0 | -15.6 | 6 | **36.8** | 46.8 | -10.0 | **52.5** | 59.7 | -7.2 | **53.7** | 50.2 | 3.5 | **16.3** | 21.7 | -5.4 | **10.9** | 11.1 | -0.2 | **62.0** | 64.6 | -2.6 |
| Flava | **47.5** | 46.3 | 1.2 | 9 | **43.2** | 43.5 | -0.3 | **39.4** | 48.4 | -9.0 | **41.2** | 45.6 | -4.4 | **19.7** | 22.6 | -2.9 | **12.3** | 12.1 | 0.2 | **47.4** | 57.3 | -9.9 |
| George FM | **42.2** | 52.8 | -10.6 | 10 | **31.0** | 37.3 | -6.3 | **43.2** | 44.7 | -1.5 | **50.2** | 49.7 | 0.5 | **17.7** | 19.5 | -1.8 | **9.6** | 13.1 | -3.5 | **58.4** | 54.5 | 3.9 |
| Gold*** | **12.5** | 8.1 | 4.4 | 20 | **13.4** | 11.9 | 1.5 | **12.9** | 10.1 | 2.8 | **10.5** | 9.6 | 0.9 | **5.0** | 6.5 | -1.5 | **2.6** | * | * | **17.7** | 13.7 | 4.0 |
| Gold Sport | **2.1** | 3.0 | -0.9 | 24 | **2.4** | 4.9 | -2.5 | **1.2** | 1.7 | -0.5 | **1.9** | 1.6 | 0.3 | **0.9** | 2.4 | -1.5 | **1.0** | 1.6 | -0.6 | **5.2** | 4.9 | 0.3 |
| Humm FM | **23.9** | 16.1 | 7.8 | 16 | **14.6** | 13.3 | 1.3 | **18.1** | 10.7 | 7.4 | **19.4** | 12.1 | 7.3 | **11.5** | 7.4 | 4.1 | **3.7** | 1.2 | 2.5 | **26.1** | 16.4 | 9.7 |
| Life FM | **25.8** | 16.9 | 8.9 | 15 | **14.7** | 11.8 | 2.9 | **18.3** | 14.1 | 4.2 | **19.9** | 13.2 | 6.7 | **12.7** | 13.1 | -0.4 | **5.2** | 4.6 | 0.6 | **26.5** | 23.7 | 2.8 |
| Magic | **27.9** | 29.1 | -1.2 | 14 | **43.9** | 36.8 | 7.1 | **45.4** | 36.2 | 9.2 | **38.8** | 28.3 | 10.5 | **21.6** | 14.0 | 7.6 | **8.7** | 9.9 | -1.2 | **50.7** | 44.2 | 6.5 |
| Mai FM | **166.9** | 140.1 | 26.8 | 2 | **109.1** | 95.4 | 13.7 | **121.3** | 108.2 | 13.1 | **117.1** | 99.9 | 17.2 | **62.1** | 51.0 | 11.1 | **42.3** | 33.5 | 8.8 | **144.2** | 131.8 | 12.4 |
| More FM | **69.6** | 71.9 | -2.3 | 4 | **50.5** | 52.3 | -1.8 | **53.8** | 56.8 | -3.0 | **49.2** | 53.1 | -3.9 | **24.8** | 25.6 | -0.8 | **20.8** | 18.1 | 2.7 | **77.6** | 73.0 | 4.6 |
| Newstalk ZB | **167.6** | 171.4 | -3.8 | 1 | **107.3** | 118.0 | -10.7 | **115.2** | 118.5 | -3.3 | **131.0** | 123.1 | 7.9 | **51.1** | 53.2 | -2.1 | **59.3** | 54.5 | 4.8 | **150.2** | 153.4 | -3.2 |
| Radio Hauraki | **23.2** | 25.0 | -1.8 | 18 | **22.0** | 18.8 | 3.2 | **30.9** | 24.8 | 6.1 | **17.8** | 19.0 | -1.2 | **5.6** | 4.3 | 1.3 | **3.4** | 4.0 | -0.6 | **30.7** | 30.4 | 0.3 |
| Radio Waatea | * | 0.9 | * | * | **1.3** | 1.9 | -0.6 | **1.3** | 1.4 | -0.1 | * | 0.9 | * | * | 0.4 | * | * | 0.5 | * | * | 0.5 | * |
| Rhema | **5.9** | 4.0 | 1.9 | 21 | **3.8** | 4.0 | -0.2 | **5.8** | 5.7 | 0.1 | **8.0** | 6.0 | 2.0 | **5.2** | 3.9 | 1.3 | **2.1** | 3.0 | -0.9 | **10.9** | 7.5 | 3.4 |
| Rock | **48.6** | 46.7 | 1.9 | 8 | **44.9** | 42.9 | 2.0 | **53.9** | 46.1 | 7.8 | **48.3** | 43.3 | 5.0 | **20.7** | 13.1 | 7.6 | **12.1** | 14.6 | -2.5 | **63.8** | 57.5 | 6.3 |
| Sanctuary** | **5.7** | 6.0 | -0.3 | 22 | **2.4** | 3.6 | -1.2 | **3.9** | 5.7 | -1.8 | **3.0** | 2.3 | 0.7 | **0.9** | 2.2 | -1.3 | **0.9** | 1.0 | -0.1 | **6.9** | 7.3 | -0.4 |
| Sport Nation* | **3.3** | 4.8 | -1.5 | 23 | **3.8** | 4.7 | -0.9 | **4.2** | 4.8 | -0.6 | **2.5** | 3.8 | -1.3 | **1.9** | 1.7 | 0.2 | **2.6** | 1.7 | 0.9 | **2.5** | 4.5 | -2.0 |
| Tainui Live | **0.5** | * | * | 25 | **1.3** | 0.9 | 0.4 | **3.4** | 2.5 | 0.9 | **1.1** | 0.7 | 0.4 | **1.8** | 0.9 | 0.9 | **0.9** | 0.7 | 0.2 | **2.5** | 0.7 | 1.8 |
| Tarana | **23.6** | 21.5 | 2.1 | 17 | **20.0** | 15.5 | 4.5 | **16.1** | 15.9 | 0.2 | **15.3** | 17.8 | -2.5 | **12.5** | 7.6 | 4.9 | **5.6** | 5.5 | 0.1 | **28.0** | 28.0 | 0.0 |
| The Hits | **54.1** | 57.6 | -3.5 | 7 | **41.3** | 53.4 | -12.1 | **49.5** | 58.9 | -9.4 | **56.4** | 56.1 | 0.3 | **20.8** | 26.9 | -6.1 | **8.8** | 13.5 | -4.7 | **51.2** | 63.3 | -12.1 |
| The Sound | **37.1** | 34.3 | 2.8 | 12 | **40.2** | 37.6 | 2.6 | **43.9** | 39.4 | 4.5 | **31.4** | 30.7 | 0.7 | **18.7** | 15.1 | 3.6 | **12.7** | 11.1 | 1.6 | **44.9** | 40.9 | 4.0 |
| ZM | **69.2** | 61.4 | 7.8 | 5 | **38.0** | 42.8 | -4.8 | **53.5** | 58.1 | -4.6 | **55.9** | 48.0 | 7.9 | **28.4** | 19.0 | 9.4 | **10.1** | 12.4 | -2.3 | **64.0** | 58.1 | 5.9 |
| | | | | | | | | | | | | | | | | | | | | | | |
| MediaWorks Combo | **516.4** | 489.3 | 27.1 | | **411.6** | 398.0 | 13.6 | **465.5** | 432.2 | 33.3 | **445.7** | 401.4 | 44.3 | **216.6** | 193.6 | 23.0 | **132.2** | 118.2 | 14.0 | **567.2** | 522.0 | 45.2 |
| NZME Combo | **383.9** | 385.7 | -1.8 | | **284.8** | 300.3 | -15.5 | **317.6** | 332.3 | -14.7 | **332.4** | 318.0 | 14.4 | **141.5** | 142.7 | -1.2 | **108.2** | 106.7 | 1.5 | **388.9** | 385.4 | 3.5 |
| All Commercial Radio | **845.9** | 801.6 | 44.3 | | **649.4** | 644.6 | 4.8 | **725.9** | 699.1 | 26.8 | **738.1** | 680.2 | 57.9 | **379.7** | 350.8 | 28.9 | **230.1** | 218.9 | 11.2 | **895.1** | 844.3 | 50.8 |

*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, Gold Sport, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui*

**SENZ rebranded to Sport Nation from Nov 19th 2024, **Star rebranded to Sanctuary from S1 2025*

****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*

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# AUCKLAND 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 Aug 11 to Sat Nov 2 2024 & Sun Feb 9 to Sat May 3 2025
Last Survey Period: Sun May 12 to Sat Aug 3 & 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 | +/- |
| BBC | **4:34** | 4:16 | 0:17 | **3:05** | 3:00 | 0:04 | **2:26** | 2:01 | 0:25 | **1:36** | 1:32 | 0:04 | **2:34** | 2:24 | 0:09 | **4:35** | 3:07 | 1:27 | **5:29** | 5:12 | 0:17 | **5:25** | 1:59 | 3:25 |
| Breeze | **7:02** | 6:53 | 0:08 | **4:30** | 3:00 | 1:30 | **4:14** | 4:33 | -0:19 | **5:10** | 5:38 | -0:27 | **6:09** | 6:43 | -0:33 | **7:31** | 7:15 | 0:15 | **6:48** | 6:28 | 0:19 | **7:41** | 9:13 | -1:32 |
| Channel X | **7:51** | 9:28 | -1:37 | **3:09** | 6:18 | -3:09 | **8:27** | 10:06 | -1:38 | **8:57** | 10:00 | -1:03 | **8:16** | 9:33 | -1:16 | **8:57** | 10:23 | -1:26 | **14:12** | 12:57 | 1:14 | **6:09** | 5:50 | 0:18 |
| Coast | **9:07** | 9:55 | -0:47 | **7:26** | 13:09 | -5:42 | **4:17** | 7:15 | -2:57 | **2:58** | 4:47 | -1:49 | **8:31** | 8:32 | -0:01 | **13:11** | 11:49 | 1:21 | **9:30** | 10:13 | -0:42 | **14:37** | 15:36 | -0:59 |
| Edge | **4:25** | 4:15 | 0:10 | **3:30** | 3:58 | -0:27 | **5:00** | 4:56 | 0:04 | **5:23** | 4:42 | 0:40 | **4:52** | 4:26 | 0:25 | **3:46** | 3:39 | 0:07 | **6:39** | 4:02 | 2:37 | **3:45** | 3:41 | 0:04 |
| Flava | **5:01** | 5:30 | -0:29 | **5:30** | 4:15 | 1:15 | **4:15** | 5:03 | -0:48 | **4:08** | 5:22 | -1:13 | **4:19** | 5:21 | -1:01 | **6:33** | 8:37 | -2:04 | **8:27** | 12:59 | -4:31 | **4:00** | 4:28 | -0:28 |
| George FM | **6:52** | 6:24 | 0:27 | **4:39** | 4:45 | -0:06 | **5:25** | 5:20 | 0:04 | **7:07** | 5:57 | 1:09 | **8:07** | 6:53 | 1:14 | **8:43** | 9:01 | -0:17 | **4:36** | 6:47 | -2:10 | **5:03** | 5:40 | -0:37 |
| Gold*** | **5:05** | 6:35 | -1:30 | **1:47** | 2:48 | -1:00 | **2:20** | 1:41 | 0:38 | **2:49** | 1:41 | 1:07 | **5:25** | 5:02 | 0:23 | **5:59** | 6:27 | -0:28 | **4:51** | 6:29 | -1:38 | **4:09** | 2:45 | 1:24 |
| Gold Sport | **2:08** | 3:37 | -1:28 | **1:27** | 1:28 | -0:01 | **1:15** | 5:36 | -4:21 | **1:15** | 6:57 | -5:42 | **2:14** | 5:12 | -2:58 | **2:42** | 3:08 | -0:25 | **2:33** | 2:34 | -0:01 | **2:00** | 3:16 | -1:16 |
| Humm FM | **12:38** | 7:31 | 5:07 | **3:54** | 6:32 | -2:37 | **12:59** | 7:21 | 5:37 | **15:09** | 6:16 | 8:53 | **13:01** | 6:19 | 6:42 | **9:41** | 9:41 | -0:00 | **10:56** | 12:01 | -1:04 | **19:54** | 8:31 | 11:23 |
| Life FM | **7:26** | 6:40 | 0:45 | **4:38** | 4:38 | -0:00 | **5:43** | 4:45 | 0:58 | **5:55** | 4:56 | 0:59 | **7:35** | 6:07 | 1:27 | **11:23** | 11:07 | 0:15 | **15:18** | 22:36 | -7:17 | **7:01** | 8:10 | -1:08 |
| Magic | **11:14** | 11:47 | -0:33 | **11:14** | 13:13 | -1:58 | **9:11** | 9:21 | -0:09 | **5:22** | 3:37 | 1:45 | **5:36** | 5:09 | 0:27 | **11:42** | 10:12 | 1:29 | **12:39** | 12:02 | 0:36 | **5:39** | 8:21 | -2:42 |
| Mai FM | **6:34** | 5:50 | 0:44 | **7:33** | 6:31 | 1:02 | **6:18** | 5:18 | 1:00 | **6:00** | 5:13 | 0:46 | **6:05** | 5:38 | 0:26 | **6:46** | 6:47 | -0:01 | **6:56** | 4:43 | 2:13 | **5:59** | 6:17 | -0:18 |
| More FM | **5:29** | 5:22 | 0:06 | **3:04** | 5:03 | -1:58 | **4:10** | 4:13 | -0:03 | **4:27** | 4:22 | 0:05 | **5:21** | 4:34 | 0:46 | **8:40** | 5:30 | 3:09 | **9:25** | 5:56 | 3:28 | **4:11** | 4:17 | -0:05 |
| Newstalk ZB | **9:25** | 8:29 | 0:56 | **5:18** | 4:26 | 0:52 | **4:53** | 3:54 | 0:58 | **5:08** | 4:17 | 0:50 | **5:47** | 5:34 | 0:13 | **7:00** | 9:31 | -2:30 | **10:00** | 10:57 | -0:57 | **6:52** | 7:13 | -0:20 |
| Radio Hauraki | **7:24** | 5:19 | 2:05 | **4:27** | 4:22 | 0:04 | **4:41** | 5:28 | -0:47 | **4:02** | 5:08 | -1:06 | **3:48** | 4:59 | -1:11 | **6:43** | 5:31 | 1:12 | **20:52** | 7:07 | 13:44 | **3:59** | 5:37 | -1:38 |
| Radio Waatea | **3:30** | 4:31 | -1:01 | * | 9:15 | * | * | * | * | **3:30** | 2:57 | 0:32 | **3:30** | 2:47 | 0:42 | * | 2:15 | * | * | 6:30 | * | * | * | * |
| Rhema | **3:58** | 5:45 | -1:46 | **0:50** | 0:47 | 0:02 | **7:06** | 6:29 | 0:37 | **4:47** | 4:55 | -0:08 | **4:56** | 5:08 | -0:11 | **4:30** | 8:19 | -3:48 | **4:07** | 10:33 | -6:26 | **7:00** | 5:58 | 1:01 |
| Rock | **6:31** | 7:04 | -0:32 | **3:45** | 6:22 | -2:37 | **7:57** | 8:56 | -0:59 | **7:56** | 8:22 | -0:25 | **7:50** | 7:34 | 0:16 | **7:52** | 6:20 | 1:32 | **6:29** | 6:52 | -0:22 | **6:43** | 5:40 | 1:03 |
| Sanctuary** | **3:50** | 6:22 | -2:32 | **4:11** | 3:19 | 0:52 | **3:58** | 3:51 | 0:06 | **3:27** | 3:00 | 0:26 | **4:20** | 4:36 | -0:16 | **3:56** | 4:34 | -0:38 | **2:42** | 6:22 | -3:40 | **6:05** | 8:40 | -2:35 |
| Sport Nation* | **6:04** | 4:40 | 1:24 | **2:47** | 2:35 | 0:11 | **0:45** | 2:49 | -2:04 | **6:00** | 3:52 | 2:07 | **1:36** | 2:27 | -0:50 | **6:39** | 4:41 | 1:57 | **16:25** | 6:14 | 10:10 | **7:07** | 2:03 | 5:03 |
| Tainui Live | **2:46** | 2:56 | -0:09 | **1:52** | 1:22 | 0:29 | **1:27** | 1:06 | 0:20 | **3:28** | 4:15 | -0:46 | **3:28** | 4:15 | -0:46 | * | * | * | * | * | * | **0:45** | 0:45 | 0:00 |
| Tarana | **14:17** | 10:46 | 3:31 | **7:09** | 7:18 | -0:08 | **8:53** | 8:01 | 0:51 | **10:47** | 6:41 | 4:05 | **11:41** | 7:23 | 4:17 | **15:57** | 13:19 | 2:37 | **13:19** | 13:31 | -0:12 | **12:43** | 9:16 | 3:26 |
| The Hits | **6:25** | 6:22 | 0:02 | **4:23** | 4:29 | -0:06 | **5:15** | 5:43 | -0:27 | **6:24** | 7:03 | -0:38 | **6:22** | 7:05 | -0:43 | **7:40** | 6:33 | 1:07 | **11:14** | 6:54 | 4:20 | **5:45** | 5:56 | -0:10 |
| The Sound | **7:42** | 7:35 | 0:06 | **2:06** | 5:28 | -3:22 | **2:00** | 5:05 | -3:05 | **2:41** | 3:59 | -1:18 | **5:57** | 5:52 | 0:05 | **11:14** | 9:23 | 1:50 | **10:24** | 10:25 | -0:01 | **4:29** | 4:59 | -0:30 |
| ZM | **4:28** | 4:42 | -0:13 | **4:27** | 4:50 | -0:23 | **4:21** | 4:59 | -0:37 | **4:09** | 4:26 | -0:16 | **4:31** | 4:39 | -0:07 | **5:24** | 5:27 | -0:03 | **4:34** | 4:55 | -0:21 | **4:22** | 7:06 | -2:43 |
| | | | | | | | | | | | | | | | | | | | | | | | | |
| MediaWorks Combo | **10:11** | 9:36 | 0:34 | **8:05** | 8:29 | -0:23 | **9:20** | 9:02 | 0:17 | **9:28** | 8:48 | 0:40 | **9:48** | 9:15 | 0:32 | **11:30** | 10:14 | 1:16 | **11:34** | 10:23 | 1:10 | **9:19** | 9:40 | -0:21 |
| NZME Combo | **9:12** | 9:02 | 0:10 | **6:41** | 6:45 | -0:03 | **5:56** | 6:34 | -0:38 | **6:01** | 6:40 | -0:38 | **6:58** | 7:32 | -0:34 | **10:04** | 11:19 | -1:15 | **12:23** | 12:14 | 0:09 | **8:38** | 9:33 | -0:55 |
| All Commercial Radio | **14:07** | 13:39 | 0:28 | **11:17** | 11:44 | -0:26 | **11:36** | 12:01 | -0:25 | **11:52** | 11:47 | 0:04 | **12:32** | 12:32 | -0:00 | **15:34** | 15:26 | 0:07 | **17:18** | 16:01 | 1:17 | **13:12** | 13:53 | -0:41 |
| | | | | | | | | | | | | | | | | | | | | | | | | |
| Potential (000) | **1,558.0** | 1,506.0 | 52.0 | **350.0** | 335.0 | 15.0 | **592.0** | 564.9 | 27.1 | **563.0** | 538.0 | 25.0 | **781.0** | 752.0 | 29.0 | **409.0** | 403.0 | 6.0 | **324.0** | 320.0 | 4.0 | **305.0** | 284.8 | 20.2 |
| Sample | **2,446** | 2,506 | -60 | **585** | 583 | 2 | **854** | 892 | -38 | **862** | 893 | -31 | **1,235** | 1,268 | -33 | **674** | 665 | 9 | **529** | 525 | 4 | **513** | 493 | 20 |

*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, Gold Sport, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui*

**SENZ rebranded to Sport Nation from Nov 19th 2024, **Star rebranded to Sanctuary from S1 2025*

****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*

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# AUCKLAND 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 Aug 11 to Sat Nov 2 2024 & Sun Feb 9 to Sat May 3 2025

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

| | This | Last | +/- |
|---|---|---|---|
| **Potential (000)** | 1,558.0 | 1,506.0 | 52.0 |
| **Sample Size** | 2,446 | 2,506 | -60 |

| | Breakfast Mon-Fri 6am-9am | | | Morning Mon-Fri 9am-12md | | | Afternoon Mon-Fri 12md-4pm | | | Drive Mon-Fri 4pm-7pm | | | Night Mon-Fri 7pm-12mn | | | Mid Dawn Mon-Fri 12mn-6am | | | Weekend Sat-Sun 12mn-12mn | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | This | Last | +/- | This | Last | +/- | This | Last | +/- | This | Last | +/- | This | Last | +/- | This | Last | +/- | This | Last | +/- |
| BBC | **2:10** | 2:06 | 0:04 | **1:00** | 1:03 | -0:03 | **1:40** | 1:46 | -0:05 | **1:40** | 1:06 | 0:33 | **1:57** | 1:59 | -0:01 | **1:48** | 1:40 | 0:07 | **2:05** | 2:15 | -0:10 |
| Breeze | **2:27** | 2:27 | 0:00 | **2:59** | 3:01 | -0:02 | **3:02** | 3:11 | -0:08 | **1:54** | 1:54 | 0:00 | **1:55** | 2:10 | -0:14 | **1:51** | 1:52 | -0:00 | **2:55** | 2:46 | 0:09 |
| Channel X | **2:16** | 2:27 | -0:10 | **3:19** | 3:44 | -0:24 | **4:19** | 4:35 | -0:16 | **1:34** | 1:47 | -0:12 | **1:33** | 1:47 | -0:14 | **0:53** | 0:15 | 0:38 | **2:26** | 3:46 | -1:20 |
| Coast | **3:10** | 3:37 | -0:27 | **4:30** | 4:08 | 0:21 | **5:27** | 5:18 | 0:08 | **2:21** | 2:14 | 0:06 | **2:39** | 1:39 | 0:59 | **1:40** | 2:23 | -0:42 | **3:22** | 3:54 | -0:31 |
| Edge | **1:54** | 1:44 | 0:10 | **2:12** | 2:09 | 0:02 | **1:54** | 1:58 | -0:03 | **1:31** | 1:27 | 0:04 | **1:18** | 1:12 | 0:05 | **2:20** | 1:34 | 0:45 | **1:48** | 1:47 | 0:01 |
| Flava | **1:36** | 2:00 | -0:23 | **2:18** | 2:37 | -0:19 | **2:25** | 2:11 | 0:14 | **1:27** | 1:30 | -0:03 | **1:48** | 1:50 | -0:01 | **1:03** | 2:09 | -1:06 | **2:51** | 2:17 | 0:34 |
| George FM | **2:20** | 2:11 | 0:09 | **3:25** | 2:37 | 0:47 | **3:32** | 3:13 | 0:18 | **1:57** | 1:47 | 0:09 | **1:33** | 1:00 | 0:33 | **1:58** | 1:12 | 0:46 | **3:03** | 3:05 | -0:01 |
| Gold*** | **2:01** | 2:43 | -0:41 | **2:56** | 3:48 | -0:52 | **2:32** | 4:52 | -2:19 | **2:26** | 2:09 | 0:17 | **0:35** | 0:49 | -0:14 | **1:14** | * | * | **2:52** | 2:24 | 0:27 |
| Gold Sport | **0:27** | 1:49 | -1:22 | **0:42** | 1:07 | -0:25 | **2:00** | 2:05 | -0:05 | **0:53** | 2:47 | -1:54 | **2:14** | 1:47 | 0:27 | **0:50** | 1:50 | -0:59 | **1:48** | 2:06 | -0:18 |
| Humm FM | **3:09** | 2:03 | 1:06 | **4:53** | 1:44 | 3:08 | **5:25** | 3:22 | 2:02 | **3:16** | 1:54 | 1:21 | **3:27** | 4:13 | -0:45 | **2:10** | 0:36 | 1:33 | **4:50** | 3:13 | 1:37 |
| Life FM | **2:42** | 2:55 | -0:12 | **1:45** | 1:42 | 0:02 | **2:26** | 2:25 | 0:00 | **2:04** | 2:17 | -0:13 | **1:37** | 1:19 | 0:18 | **4:23** | 1:04 | 3:19 | **3:01** | 2:35 | 0:26 |
| Magic | **3:19** | 3:51 | -0:32 | **3:59** | 4:42 | -0:43 | **4:27** | 5:03 | -0:35 | **2:26** | 2:05 | 0:21 | **2:43** | 2:43 | -0:00 | **1:13** | 1:51 | -0:37 | **3:40** | 3:39 | 0:00 |
| Mai FM | **2:19** | 2:29 | -0:10 | **2:04** | 1:44 | 0:20 | **2:37** | 2:17 | 0:20 | **2:11** | 2:03 | 0:07 | **2:18** | 2:05 | 0:12 | **1:49** | 1:57 | -0:07 | **2:35** | 2:16 | 0:19 |
| More FM | **2:08** | 2:23 | -0:15 | **2:42** | 2:47 | -0:04 | **2:55** | 2:31 | 0:23 | **1:55** | 2:12 | -0:17 | **2:16** | 1:23 | 0:52 | **1:37** | 1:28 | 0:08 | **2:09** | 1:53 | 0:15 |
| Newstalk ZB | **4:22** | 3:45 | 0:37 | **2:42** | 2:31 | 0:10 | **2:32** | 2:34 | -0:02 | **2:43** | 2:34 | 0:09 | **2:10** | 2:14 | -0:04 | **2:48** | 2:21 | 0:27 | **3:11** | 2:38 | 0:32 |
| Radio Hauraki | **1:47** | 2:20 | -0:32 | **4:01** | 2:53 | 1:07 | **3:50** | 2:37 | 1:12 | **1:44** | 1:44 | -0:00 | **0:52** | 2:01 | -1:09 | **0:54** | 2:25 | -1:30 | **4:05** | 1:50 | 2:15 |
| Radio Waatea | * | 3:14 | * | **1:00** | 0:44 | 0:15 | **2:30** | 2:08 | 0:21 | * | 2:00 | * | * | 0:15 | * | * | 4:45 | * | * | 2:00 | * |
| Rhema | **1:59** | 1:40 | 0:19 | **1:31** | 3:04 | -1:33 | **1:03** | 1:52 | -0:48 | **1:17** | 1:43 | -0:25 | **1:23** | 1:12 | 0:10 | **0:40** | 1:26 | -0:45 | **2:25** | 3:03 | -0:38 |
| Rock | **2:35** | 2:32 | 0:02 | **3:33** | 3:22 | 0:10 | **4:16** | 4:09 | 0:07 | **1:48** | 2:10 | -0:21 | **1:02** | 0:52 | 0:09 | **1:30** | 1:43 | -0:12 | **1:58** | 2:09 | -0:11 |
| Sanctuary** | **2:19** | 3:06 | -0:46 | **0:42** | 1:13 | -0:31 | **1:34** | 1:38 | -0:04 | **0:21** | 1:41 | -1:20 | **0:22** | 2:21 | -1:58 | **0:54** | 0:54 | 0:00 | **1:12** | 2:42 | -1:29 |
| Sport Nation* | **1:25** | 1:42 | -0:17 | **2:59** | 1:55 | 1:03 | **5:21** | 2:50 | 2:31 | **0:34** | 1:57 | -1:23 | **0:40** | 1:10 | -0:30 | **2:13** | 2:23 | -0:09 | **2:52** | 1:50 | 1:01 |
| Tainui Live | **1:00** | * | * | **2:30** | 2:30 | 0:00 | **1:38** | 1:29 | 0:09 | **0:51** | 1:00 | -0:08 | **1:47** | 2:00 | -0:12 | **0:45** | 0:45 | 0:00 | **0:54** | 0:30 | 0:24 |
| Tarana | **4:43** | 3:59 | 0:44 | **5:04** | 4:26 | 0:38 | **4:34** | 4:21 | 0:13 | **2:52** | 2:20 | 0:31 | **3:31** | 2:16 | 1:14 | **1:50** | 1:50 | -0:00 | **4:42** | 4:09 | 0:32 |
| The Hits | **2:46** | 2:26 | 0:19 | **2:53** | 2:33 | 0:20 | **3:14** | 2:58 | 0:16 | **1:59** | 2:01 | -0:02 | **1:42** | 1:41 | 0:00 | **1:49** | 1:42 | 0:07 | **2:22** | 2:04 | 0:17 |
| The Sound | **2:49** | 2:35 | 0:14 | **3:37** | 3:26 | 0:10 | **3:44** | 3:59 | -0:14 | **1:39** | 1:57 | -0:18 | **1:45** | 2:21 | -0:35 | **1:55** | 1:57 | -0:01 | **2:45** | 2:26 | 0:19 |
| ZM | **2:23** | 2:05 | 0:18 | **1:49** | 2:14 | -0:24 | **2:12** | 2:17 | -0:05 | **1:35** | 1:40 | -0:05 | **0:58** | 0:46 | 0:12 | **1:00** | 1:21 | -0:20 | **1:42** | 1:41 | 0:00 |
| | | | | | | | | | | | | | | | | | | | | | |
| MediaWorks Combo | **2:49** | 2:54 | -0:04 | **3:38** | 3:23 | 0:14 | **4:02** | 3:52 | 0:09 | **2:23** | 2:20 | 0:03 | **2:18** | 2:04 | 0:14 | **2:01** | 2:05 | -0:03 | **3:17** | 3:04 | 0:12 |
| NZME Combo | **3:31** | 3:18 | 0:13 | **3:09** | 3:07 | 0:01 | **3:23** | 3:12 | 0:10 | **2:20** | 2:17 | 0:03 | **1:51** | 1:57 | -0:05 | **2:16** | 2:18 | -0:02 | **3:13** | 2:46 | 0:26 |
| All Commercial Radio | **3:51** | 3:54 | -0:02 | **4:14** | 3:59 | 0:15 | **4:31** | 4:24 | 0:06 | **2:48** | 2:47 | 0:01 | **2:30** | 2:22 | 0:07 | **2:32** | 2:32 | 0:00 | **4:05** | 3:44 | 0:20 |

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