NORTHLAND COMMERCIAL RADIO - SURVEY 3 2025

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

Survey Comparisons: 2/2025 - 3/2025

This Survey Period: Sun Aug 11 to Sat Nov 2 2024 & Sun Feb 9 to Sat May 3 & Sun May 11 to Sat Aug 2 Sun Aug 10 to Sat Nov 1 2025
Last 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

	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	3.5	3.4	0.1	8	1.1	1.9	-0.8	0.3	0.5	-0.2	1.0	1.0	0.0	1.6	1.6	0.0	5.0	4.0	1.0	7.3	7.2	0.1	4.3	1.3	3.0
Coast	13.7	14.5	-0.8	2	*	*	*	2.6	4.0	-1.4	4.8	7.8	-3.0	9.8	10.8	-1.0	17.9	17.6	0.3	18.7	19.8	-1.1	18.7	17.8	0.9
Edge	3.2	3.6	-0.4	9	6.4	9.6	-3.2	4.0	5.3	-1.3	6.1	7.0	-0.9	4.8	5.1	-0.3	1.9	2.2	-0.3	1.0	1.6	-0.6	8.1	8.0	0.1
Flava	1.4	1.3	0.1	13	3.0	0.6	2.4	1.1	1.8	-0.7	1.6	2.0	-0.4	2.0	2.6	-0.6	2.1	1.8	0.3	0.7	*	*	1.7	2.1	-0.4
Gold Sport	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	*	*	*
Life FM	0.8	0.9	-0.1	14	1.7	1.5	0.2	1.7	1.6	0.1	1.8	1.4	0.4	1.4	1.7	-0.3	0.3	1.1	-0.8	*	*	*	0.7	1.7	-1.0
Magic (Breeze Classic)*	2.9	2.3	0.6	10	*	*	*	0.1	0.3	-0.2	0.1	0.3	-0.2	0.9	0.9	0.0	4.1	2.8	1.3	5.7	4.2	1.5	0.8	0.7	0.1
Mai FM	1.9	1.4	0.5	12	4.7	5.2	-0.5	3.6	4.4	-0.8	4.6	3.4	1.2	3.2	2.4	0.8	0.3	0.3	0.0	*	*	*	1.3	2.3	-1.0
More FM	18.4	17.3	1.1	1	35.8	29.7	6.1	21.3	24.4	-3.1	16.8	18.7	-1.9	16.0	17.6	-1.6	15.4	13.9	1.5	17.7	14.2	3.5	19.7	17.6	2.1
Newstalk ZB	9.6	10.8	-1.2	3	0.3	0.5	-0.2	0.2	0.2	0.0	0.2	0.3	-0.1	3.5	3.2	0.3	8.2	10.2	-2.0	11.8	12.1	-0.3	3.1	3.7	-0.6
Ngati Hine FM	0.6	0.7	-0.1	15	*	1.8	*	1.3	1.3	0.0	1.1	1.1	0.0	1.2	1.2	0.0	0.7	0.6	0.1	*	*	*	0.4	0.8	-0.4
Radio Hauraki	7.2	6.7	0.5	6	10.7	1.7	9.0	13.2	12.1	1.1	13.7	13.1	0.6	11.1	11.6	-0.5	4.2	5.9	-1.7	3.1	3.2	-0.1	4.5	4.3	0.2
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	0.2	0.6	-0.4	18	1.5	1.9	-0.4	*	*	*	0.1	0.1	0.0	*	*	*	*	0.3	*	0.2	1.2	-1.0	0.2	0.2	0.0
Rock	8.2	8.4	-0.2	4	8.1	16.6	-8.5	10.9	11.1	-0.2	11.6	11.4	0.2	12.3	11.2	1.1	7.7	7.6	0.1	4.9	6.2	-1.3	5.8	11.9	-6.1
Sport Nation	0.1	0.1	0.0	19	*	*	*	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	*	*	*	*	*	*	*	*	*
Tautoko FM	0.4	0.5	-0.1	16	1.3	1.6	-0.3	1.0	1.2	-0.2	0.5	0.7	-0.2	0.4	0.5	-0.1	0.1	0.1	0.0	0.4	0.4	0.0	0.8	1.1	-0.3
Te Hiku o Te Ika	0.4	0.4	0.0	16	2.3	3.3	-1.0	1.3	1.4	-0.1	0.7	0.8	-0.1	0.5	0.5	0.0	*	*	*	*	*	*	0.5	0.6	-0.1
The Hits	8.2	5.8	2.4	4	13.9	10.8	3.1	13.9	12.3	1.6	12.6	10.7	1.9	9.4	8.3	1.1	8.0	4.3	3.7	7.6	3.3	4.3	9.1	5.4	3.7
The Sound	5.4	6.4	-1.0	7	0.4	1.3	-0.9	1.0	0.3	0.7	1.4	1.4	0.0	2.8	2.7	0.1	11.7	12.3	-0.6	10.9	13.7	-2.8	5.6	5.7	-0.1
ZM	2.0	1.2	0.8	11	0.5	1.0	-0.5	5.9	2.3	3.6	5.9	3.2	2.7	3.8	2.1	1.7	*	0.1	*	0.4	0.4	0.0	1.8	2.2	-0.4
MediaWorks Combo	47.5	45.8	1.7		64.1	72.9	-8.8	48.7	50.0	-1.3	49.0	47.4	1.6	48.8	46.7	2.1	49.4	46.6	2.8	47.6	47.1	0.5	52.5	53.6	-1.1
NZME Combo	42.2	40.4	1.8		28.5	14.6	13.9	36.9	32.7	4.2	38.8	37.1	1.7	39.6	38.7	0.9	40.5	40.1	0.4	42.7	39.2	3.5	39.0	35.4	3.6
Potential (000)	126.2	126.2	0.0		26.4	26.4	0.0	35.4	36.0	-0.6	33.3	33.3	0.0	49.7	49.7	0.0	35.6	35.6	0.0	36.3	36.3	0.0	20.0	21.0	-1.0
Sample	807	812	-5		107	110	-3	159	164	-5	174	182	-8	267	287	-20	235	234	1	312	304	8	130	137	-7

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

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

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

**Magic rebranded to Breeze Classic from Nov 1st 2025*

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NORTHLAND COMMERCIAL RADIO - SURVEY 3 2025

Station Share (%) by Daypart, People 10+
Survey Comparisons: 2/2025 - 3/2025

This Survey Period: Sun Aug 11 to Sat Nov 2 2024 & Sun Feb 9 to Sat May 3 & Sun May 11 to Sat Aug 2 Sun Aug 10 to Sat Nov 1 2025
Last 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

	This	Last	+/-
Potential (000)	126.2	126.2	0.0
Sample Size	807	812	-5

	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	+/-
Breeze	3.1	2.5	0.6	9	4.6	4.3	0.3	3.8	3.5	0.3	2.2	2.7	-0.5	0.9	2.0	-1.1	3.5	*	*	4.0	4.5	-0.5
Coast	10.6	14.1	-3.5	3	17.3	17.3	0.0	17.2	15.7	1.5	10.3	9.5	0.8	4.8	7.0	-2.2	6.4	6.2	0.2	15.0	16.4	-1.4
Edge	3.7	4.4	-0.7	8	3.4	3.3	0.1	3.5	3.7	-0.2	2.9	3.1	-0.2	2.7	4.9	-2.2	3.0	4.8	-1.8	2.6	2.7	-0.1
Flava	2.6	1.7	0.9	11	1.6	2.1	-0.5	*	0.2	*	0.7	1.2	-0.5	3.9	4.7	-0.8	3.7	*	*	1.1	0.9	0.2
Gold Sport	*	*	*	*	*	*	*	0.1	0.1	0.0	*	*	*	*	*	*	*	*	*	*	*	*
Life FM	0.6	0.9	-0.3	14	0.8	1.2	-0.4	0.6	0.9	-0.3	1.6	1.3	0.3	1.8	1.8	0.0	*	0.3	*	0.9	0.5	0.4
Magic (Breeze Classic)*	2.0	1.7	0.3	12	2.9	2.9	0.0	3.1	2.6	0.5	3.4	1.4	2.0	2.6	2.9	-0.3	4.7	1.2	3.5	2.8	2.3	0.5
Mai FM	0.7	0.6	0.1	13	0.9	0.3	0.6	1.3	0.9	0.4	2.1	3.6	-1.5	5.0	6.9	-1.9	4.3	0.5	3.8	3.2	1.5	1.7
More FM	22.8	20.9	1.9	1	15.0	15.1	-0.1	19.0	17.8	1.2	13.9	13.4	0.5	8.2	7.4	0.8	19.0	22.6	-3.6	21.2	19.0	2.2
Newstalk ZB	16.6	18.3	-1.7	2	5.7	6.6	-0.9	4.9	6.6	-1.7	9.1	11.8	-2.7	12.8	12.9	-0.1	18.8	32.4	-13.6	9.2	8.9	0.3
Ngati Hine FM	0.4	0.4	0.0	15	1.3	1.2	0.1	0.3	0.3	0.0	0.8	1.1	-0.3	0.8	3.2	-2.4	0.3	0.4	-0.1	0.2	0.1	0.1
Radio Hauraki	4.9	3.2	1.7	6	9.0	8.3	0.7	9.9	10.1	-0.2	7.1	8.8	-1.7	3.7	4.6	-0.9	11.9	7.1	4.8	4.5	3.9	0.6
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	0.1	0.1	0.0	18	0.3	1.1	-0.8	0.1	0.4	-0.3	0.4	0.6	-0.2	0.3	1.0	-0.7	*	*	*	0.4	0.6	-0.2
Rock	6.3	6.8	-0.5	5	8.4	7.3	1.1	9.9	9.9	0.0	10.6	10.4	0.2	11.2	10.9	0.3	8.3	8.1	0.2	5.8	7.6	-1.8
Sport Nation	0.1	0.1	0.0	18	0.1	0.1	0.0	*	*	*	0.2	0.2	0.0	*	*	*	*	*	*	*	*	*
Tautoko FM	0.3	0.4	-0.1	16	0.2	0.2	0.0	0.6	0.8	-0.2	0.7	0.6	0.1	1.1	1.0	0.1	*	*	*	0.3	0.3	0.0
Te Hiku o Te Ika	0.2	0.2	0.0	17	0.8	0.8	0.0	*	*	*	0.6	0.7	-0.1	2.7	2.9	-0.2	*	*	*	0.1	0.1	0.0
The Hits	7.3	5.8	1.5	4	6.2	5.2	1.0	8.8	6.5	2.3	10.4	6.9	3.5	15.8	5.6	10.2	9.9	2.0	7.9	6.8	5.5	1.3
The Sound	4.4	5.1	-0.7	7	6.6	6.1	0.5	4.4	4.7	-0.3	6.1	7.6	-1.5	2.2	3.3	-1.1	2.8	6.0	-3.2	7.2	9.6	-2.4
ZM	2.8	1.8	1.0	10	1.9	0.6	1.3	1.9	0.9	1.0	3.7	2.0	1.7	0.9	1.3	-0.4	*	1.0	*	1.3	1.1	0.2
MediaWorks Combo	48.1	44.9	3.2		46.2	43.3	2.9	48.5	46.5	2.0	43.0	43.7	-0.7	34.6	39.9	-5.3	47.2	44.3	2.9	52.3	50.3	2.0
NZME Combo	44.8	44.8	0.0		41.9	40.2	1.7	43.1	40.5	2.6	41.4	40.2	1.2	41.8	36.2	5.6	50.7	48.7	2.0	37.9	36.7	1.2

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

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

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

**Magic rebranded to Breeze Classic from Nov 1st 2025*

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NORTHLAND COMMERCIAL RADIO - SURVEY 3 2025

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

Survey Comparisons: 2/2025 - 3/2025

This Survey Period: Sun Aug 11 to Sat Nov 2 2024 & Sun Feb 9 to Sat May 3 & Sun May 11 to Sat Aug 2 Sun Aug 10 to Sat Nov 1 2025
Last 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

	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	7.7	7.2	0.5	8	0.7	1.0	-0.3	1.0	1.2	-0.2	1.5	1.4	0.1	2.3	2.5	-0.2	2.3	2.4	-0.1	4.1	3.6	0.5	0.9	1.2	-0.3
Coast	15.4	16.0	-0.6	2	*	*	*	0.9	1.2	-0.3	1.9	3.1	-1.2	4.2	5.0	-0.8	6.2	6.1	0.1	7.8	7.8	0.0	3.0	2.9	0.1
Edge	9.0	9.8	-0.8	6	2.7	3.3	-0.6	4.2	5.1	-0.9	4.1	4.5	-0.4	5.0	5.1	-0.1	1.4	1.5	-0.1	0.8	1.1	-0.3	2.5	2.6	-0.1
Flava	3.3	3.7	-0.4	12	0.9	0.5	0.4	1.6	2.5	-0.9	2.0	2.7	-0.7	2.2	3.3	-1.1	0.4	0.6	-0.2	0.2	*	*	1.2	1.3	-0.1
Gold Sport	0.5	0.6	-0.1	19	*	*	*	*	*	*	*	*	*	0.2	0.2	0.0	0.5	0.6	-0.1	0.3	0.4	-0.1	0.2	0.2	0.0
Life FM	2.2	2.0	0.2	14	0.8	0.6	0.2	0.6	0.7	-0.1	0.9	0.9	0.0	1.1	1.2	-0.1	0.4	0.4	0.0	0.1	0.1	0.0	0.3	0.3	0.0
Magic (Breeze Classic)*	3.2	2.5	0.7	13	*	*	*	0.2	0.4	-0.2	0.3	0.5	-0.2	0.4	0.6	-0.2	0.8	0.4	0.4	1.8	1.2	0.6	0.1	0.1	0.0
Mai FM	4.9	6.2	-1.3	10	1.7	2.2	-0.5	3.4	4.7	-1.3	2.9	3.7	-0.8	3.2	4.0	-0.8	0.3	0.3	0.0	*	*	*	1.2	1.9	-0.7
More FM	25.2	20.8	4.4	1	6.6	4.8	1.8	7.8	7.5	0.3	6.9	6.4	0.5	9.2	9.0	0.2	6.9	5.5	1.4	8.1	5.8	2.3	4.7	3.8	0.9
Newstalk ZB	9.0	8.6	0.4	6	0.2	0.2	0.0	0.1	0.1	0.0	0.3	0.4	-0.1	2.2	1.9	0.3	2.9	3.1	-0.2	3.8	3.4	0.4	0.9	0.9	0.0
Ngati Hine FM	1.7	2.6	-0.9	16	*	0.6	*	1.0	1.2	-0.2	1.0	1.2	-0.2	1.7	1.8	-0.1	0.7	0.6	0.1	*	0.2	*	0.6	0.9	-0.3
Radio Hauraki	9.4	8.7	0.7	5	0.5	0.8	-0.3	3.2	2.4	0.8	4.8	3.6	1.2	7.0	6.2	0.8	3.2	3.7	-0.5	1.7	1.4	0.3	2.6	2.4	0.2
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	1.3	1.3	0.0	18	0.5	0.4	0.1	*	*	*	0.1	0.1	0.0	0.2	0.1	0.1	0.2	0.2	0.0	0.4	0.6	-0.2	0.3	0.2	0.1
Rock	13.6	15.5	-1.9	4	2.6	3.6	-1.0	4.5	4.9	-0.4	5.4	5.7	-0.3	9.2	9.6	-0.4	4.9	5.4	-0.5	1.8	2.3	-0.5	3.0	3.5	-0.5
Sport Nation	0.3	0.3	0.0	20	*	*	*	*	*	*	0.2	0.1	0.1	0.2	0.1	0.1	*	*	*	0.2	0.1	0.1	*	*	*
Tautoko FM	1.5	1.5	0.0	17	0.5	0.4	0.1	0.8	0.8	0.0	0.5	0.6	-0.1	0.8	0.9	-0.1	0.3	0.3	0.0	0.2	0.2	0.0	0.5	0.6	-0.1
Te Hiku o Te Ika	2.0	2.0	0.0	15	0.8	0.8	0.0	1.5	1.6	-0.1	1.2	1.2	0.0	1.2	1.2	0.0	*	*	*	*	*	*	0.7	0.8	-0.1
The Hits	14.2	10.7	3.5	3	4.4	2.6	1.8	5.3	5.0	0.3	5.1	4.6	0.5	7.0	6.5	0.5	4.1	2.8	1.3	2.7	1.3	1.4	3.2	3.3	-0.1
The Sound	7.7	8.8	-1.1	8	0.6	0.7	-0.1	0.8	0.6	0.2	0.8	1.0	-0.2	1.9	2.1	-0.2	4.7	5.4	-0.7	4.8	5.6	-0.8	1.2	1.6	-0.4
ZM	4.5	4.8	-0.3	11	0.9	0.9	0.0	2.3	2.3	0.0	3.2	3.1	0.1	3.2	3.4	-0.2	*	0.3	*	0.4	0.4	0.0	1.3	1.6	-0.3
MediaWorks Combo	55.9	53.6	2.3		11.6	10.4	1.2	16.9	17.0	-0.1	16.7	17.1	-0.4	24.5	25.1	-0.6	17.2	17.2	0.0	16.7	15.9	0.8	11.1	11.4	-0.3
NZME Combo	46.6	44.3	2.3		5.7	4.0	1.7	11.1	11.2	-0.1	13.9	14.0	-0.1	20.4	20.8	-0.4	13.7	13.8	-0.1	14.4	13.2	1.2	9.1	9.7	-0.6
All Commercial Radio	83.8	81.5	2.3		13.6	11.9	1.7	22.0	22.0	0.0	23.2	23.5	-0.3	35.8	36.1	-0.3	26.4	26.5	-0.1	26.0	25.3	0.7	16.0	16.5	-0.5
Potential (000)	126.2	126.2	0.0		26.4	26.4	0.0	35.4	36.0	-0.6	33.3	33.3	0.0	49.7	49.7	0.0	35.6	35.6	0.0	36.3	36.3	0.0	20.0	21.0	-1.0
Sample	807	812	-5		107	110	-3	159	164	-5	174	182	-8	267	287	-20	235	234	1	312	304	8	130	137	-7

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

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

**Magic rebranded to Breeze Classic from Nov 1st 2025*

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NORTHLAND COMMERCIAL RADIO - SURVEY 3 2025

Cumulative Audience (000's) by Daypart, People 10+
Survey Comparisons: 2/2025 - 3/2025

This Survey Period: Sun Aug 11 to Sat Nov 2 2024 & Sun Feb 9 to Sat May 3 & Sun May 11 to Sat Aug 2 Sun Aug 10 to Sat Nov 1 2025
Last 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

	This	Last	+/-
Potential (000)	126.2	126.2	0.0
Sample Size	807	812	-5

	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	+/-
Breeze	3.3	3.2	0.1	9	3.7	3.8	-0.1	3.7	3.3	0.4	2.6	2.4	0.2	0.4	0.9	-0.5	0.7	0.1	0.6	3.8	3.9	-0.1
Coast	8.1	8.6	-0.5	2	11.4	11.3	0.1	10.3	9.8	0.5	6.4	6.3	0.1	1.4	1.9	-0.5	1.9	1.4	0.5	8.8	10.0	-1.2
Edge	4.2	4.6	-0.4	8	3.4	3.4	0.0	4.5	4.9	-0.4	2.6	2.5	0.1	1.0	1.5	-0.5	1.1	1.0	0.1	5.3	5.9	-0.6
Flava	2.4	1.8	0.6	11	1.3	2.3	-1.0	0.2	0.6	-0.4	0.6	1.0	-0.4	0.6	0.6	0.0	0.2	*	*	1.0	1.1	-0.1
Gold Sport	0.2	0.2	0.0	20	*	*	*	0.3	0.4	-0.1	*	*	*	*	*	*	*	*	*	*	*	*
Life FM	0.9	0.8	0.1	14	1.2	0.9	0.3	1.1	1.2	-0.1	1.2	1.1	0.1	0.6	0.5	0.1	*	0.2	*	1.0	0.6	0.4
Magic (Breeze Classic)*	1.5	1.2	0.3	13	1.8	1.9	-0.1	2.3	1.9	0.4	1.1	0.6	0.5	0.3	0.3	0.0	0.4	0.1	0.3	2.1	1.9	0.2
Mai FM	2.3	1.9	0.4	12	1.2	0.9	0.3	1.7	1.4	0.3	1.9	3.2	-1.3	1.6	2.3	-0.7	0.5	0.3	0.2	2.6	2.7	-0.1
More FM	15.2	12.6	2.6	1	10.4	8.9	1.5	14.9	12.4	2.5	9.9	8.5	1.4	2.6	2.0	0.6	3.5	2.9	0.6	15.6	13.7	1.9
Newstalk ZB	6.9	6.5	0.4	4	4.2	4.1	0.1	4.2	4.7	-0.5	4.3	4.9	-0.6	2.2	2.5	-0.3	2.8	2.6	0.2	5.6	5.1	0.5
Ngati Hine FM	0.8	0.8	0.0	15	0.5	0.6	-0.1	0.2	0.2	0.0	1.0	1.7	-0.7	0.4	1.2	-0.8	0.2	0.2	0.0	0.5	0.4	0.1
Radio Hauraki	4.6	3.7	0.9	6	3.1	2.5	0.6	4.6	3.6	1.0	4.9	4.5	0.4	0.9	1.2	-0.3	1.1	0.7	0.4	3.2	3.6	-0.4
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	0.3	0.4	-0.1	17	0.6	0.7	-0.1	0.3	0.4	-0.1	0.5	0.6	-0.1	0.2	0.3	-0.1	*	*	*	0.8	0.8	0.0
Rock	6.2	7.1	-0.9	5	6.7	7.2	-0.5	8.3	8.8	-0.5	6.4	7.0	-0.6	3.4	3.4	0.0	1.9	2.0	-0.1	6.7	8.3	-1.6
Sport Nation	0.3	0.3	0.0	17	0.2	0.1	0.1	*	*	*	0.2	0.1	0.1	*	*	*	*	*	*	*	*	*
Tautoko FM	0.3	0.4	-0.1	17	0.2	0.2	0.0	0.5	0.6	-0.1	1.0	1.0	0.0	0.5	0.4	0.1	*	*	*	0.7	0.6	0.1
Te Hiku o Te Ika	0.4	0.4	0.0	16	0.6	0.6	0.0	*	*	*	0.9	1.1	-0.2	1.0	1.1	-0.1	*	*	*	0.2	0.2	0.0
The Hits	8.1	5.8	2.3	2	5.8	4.7	1.1	8.2	6.3	1.9	5.1	3.3	1.8	2.4	1.7	0.7	1.1	0.8	0.3	7.0	5.7	1.3
The Sound	4.5	5.3	-0.8	7	4.1	4.4	-0.3	4.1	4.6	-0.5	2.9	4.0	-1.1	1.5	2.3	-0.8	0.6	0.8	-0.2	4.1	4.8	-0.7
ZM	2.5	2.1	0.4	10	2.0	1.2	0.8	2.3	2.0	0.3	2.9	2.6	0.3	0.4	0.6	-0.2	*	0.3	*	3.0	2.5	0.5
MediaWorks Combo	34.4	31.2	3.2		29.2	26.8	2.4	35.5	31.3	4.2	25.6	25.9	-0.3	11.1	12.3	-1.2	8.2	7.1	1.1	35.4	33.6	1.8
NZME Combo	30.5	26.7	3.8		25.7	25.0	0.7	27.1	24.9	2.2	22.3	21.3	1.0	7.5	8.0	-0.5	6.4	5.6	0.8	25.4	25.0	0.4
All Commercial Radio	59.7	56.0	3.7		51.7	50.1	1.6	55.3	51.9	3.4	46.1	46.5	-0.4	20.2	22.0	-1.8	13.1	12.4	0.7	56.6	55.4	1.2

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

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

**Magic rebranded to Breeze Classic from Nov 1st 2025*

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NORTHLAND COMMERCIAL RADIO - SURVEY 3 2025

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

Survey Comparisons: 2/2025 - 3/2025

This Survey Period: Sun Aug 11 to Sat Nov 2 2024 & Sun Feb 9 to Sat May 3 & Sun May 11 to Sat Aug 2 Sun Aug 10 to Sat Nov 1 2025
Last 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

	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	**5:21**	5:18	0:02	**1:24**	1:13	0:11	**0:50**	1:13	-0:23	**2:29**	2:24	0:04	**3:55**	3:24	0:30	**8:48**	6:51	1:56	**7:14**	7:50	-0:35	**11:06**	2:23	8:42
Coast	**10:23**	10:09	0:14	*	*	*	**8:57**	8:59	-0:02	**9:26**	8:25	1:00	**12:55**	11:33	1:21	**11:48**	11:32	0:15	**9:40**	9:46	-0:05	**14:41**	13:36	1:05
Edge	**4:11**	4:05	0:06	**2:03**	1:51	0:12	**2:52**	2:57	-0:05	**5:20**	5:11	0:09	**5:21**	5:13	0:07	**5:25**	5:43	-0:18	**4:57**	5:30	-0:33	**7:38**	6:53	0:44
Flava	**5:04**	3:51	1:13	**3:01**	0:50	2:11	**2:02**	2:04	-0:02	**2:54**	2:33	0:21	**5:00**	4:16	0:44	**19:00**	11:57	7:02	**14:30**	*	*	**3:21**	3:27	-0:06
Gold Sport	**0:42**	0:44	-0:01	*	*	*	*	*	*	*	*	*	**0:30**	0:30	0:00	**0:42**	0:44	-0:01	**0:50**	0:50	-0:00	**0:30**	0:30	0:00
Life FM	**4:29**	5:15	-0:46	**1:45**	1:40	0:04	**7:58**	6:25	1:33	**7:46**	5:28	2:17	**6:56**	7:40	-0:44	**3:37**	11:04	-7:26	**0:45**	0:45	0:00	**6:06**	12:39	-6:33
Magic (Breeze Classic)*	**10:35**	10:25	0:09	*	*	*	**0:45**	1:45	-1:00	**1:34**	2:07	-0:32	**11:34**	8:21	3:13	**21:10**	25:44	-4:33	**12:51**	13:17	-0:25	**27:00**	27:00	0:00
Mai FM	**4:32**	2:35	1:57	**2:25**	1:30	0:54	**3:11**	2:39	0:32	**5:44**	3:04	2:40	**5:40**	3:11	2:28	**5:00**	5:00	0:00	*	*	*	**2:34**	2:42	-0:08
More FM	**8:31**	9:19	-0:47	**4:42**	3:55	0:46	**8:14**	9:12	-0:58	**8:46**	9:45	-0:58	**9:40**	10:21	-0:41	**9:08**	10:05	-0:57	**8:45**	9:29	-0:43	**9:57**	10:18	-0:21
Newstalk ZB	**12:25**	14:06	-1:40	**1:45**	1:45	0:00	**6:30**	6:30	0:00	**2:46**	2:02	0:44	**8:47**	9:13	-0:25	**11:27**	13:25	-1:58	**12:37**	13:41	-1:03	**8:25**	8:59	-0:33
Ngati Hine FM	**3:49**	2:58	0:50	*	2:04	*	**3:46**	3:06	0:39	**3:46**	3:06	0:39	**3:49**	3:28	0:21	**3:53**	4:11	-0:17	*	1:00	*	**1:45**	1:54	-0:09
Radio Hauraki	**8:57**	8:39	0:18	**19:42**	1:19	18:22	**12:40**	14:01	-1:20	**10:17**	12:15	-1:58	**8:52**	9:51	-0:59	**5:24**	6:25	-1:01	**7:19**	8:43	-1:24	**4:01**	4:03	-0:01
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	**2:01**	4:53	-2:52	**2:51**	2:48	0:03	*	*	*	**2:15**	2:15	0:00	**1:14**	2:15	-1:00	**0:52**	5:49	-4:57	**1:29**	7:11	-5:42	**1:14**	1:44	-0:29
Rock	**7:01**	6:03	0:58	**2:43**	2:55	-0:12	**7:24**	6:21	1:02	**7:45**	6:41	1:04	**7:28**	6:13	1:15	**6:25**	5:41	0:44	**10:55**	10:12	0:42	**4:31**	7:34	-3:03
Sport Nation	**2:05**	2:13	-0:08	*	*	*	*	*	*	**3:30**	3:30	0:00	**3:30**	3:30	0:00	*	*	*	**0:45**	0:45	0:00	*	*	*
Tautoko FM	**3:30**	3:40	-0:10	**2:30**	2:30	0:00	**3:45**	4:01	-0:15	**3:39**	3:58	-0:19	**3:07**	3:22	-0:15	**2:00**	2:00	0:00	**7:15**	7:15	0:00	**3:39**	3:58	-0:19
Te Hiku o Te Ika	**2:19**	2:18	0:01	**2:33**	2:32	0:00	**2:31**	2:27	0:04	**2:10**	2:07	0:02	**2:10**	2:07	0:02	*	*	*	*	*	*	**1:51**	1:52	-0:01
The Hits	**6:43**	6:03	0:40	**2:46**	2:42	0:04	**7:58**	7:00	0:57	**8:59**	7:44	1:15	**7:29**	6:43	0:46	**7:55**	6:12	1:42	**11:26**	10:13	1:12	**6:43**	3:38	3:04
The Sound	**8:13**	8:10	0:02	**0:36**	1:16	-0:39	**3:59**	1:32	2:27	**6:18**	4:32	1:46	**8:25**	6:44	1:40	**10:09**	9:15	0:54	**9:08**	9:28	-0:20	**10:48**	8:04	2:44
ZM	**5:09**	2:47	2:21	**0:26**	0:40	-0:13	**7:49**	2:49	5:00	**6:39**	3:22	3:16	**6:39**	3:15	3:23	*	2:01	*	**4:00**	3:52	0:07	**3:15**	3:03	0:11
MediaWorks Combo	**9:55**	9:33	0:21	**4:49**	4:29	0:20	**8:45**	8:19	0:26	**10:39**	9:18	1:20	**11:05**	9:52	1:13	**11:42**	10:54	0:47	**11:28**	11:27	0:01	**11:10**	10:31	0:38
NZME Combo	**10:34**	10:13	0:21	**4:20**	2:21	1:58	**10:03**	8:16	1:47	**10:10**	8:54	1:16	**10:47**	9:53	0:54	**12:01**	11:42	0:19	**11:56**	11:28	0:27	**10:06**	8:09	1:56
All Commercial Radio	**13:57**	13:44	0:12	**6:25**	5:22	1:02	**13:48**	12:50	0:58	**15:38**	14:15	1:22	**15:34**	14:41	0:52	**15:26**	15:10	0:15	**15:27**	15:15	0:12	**14:41**	13:34	1:07
Potential (000)	**126.2**	126.2	0.0	**26.4**	26.4	0.0	**35.4**	36.0	-0.6	**33.3**	33.3	0.0	**49.7**	49.7	0.0	**35.6**	35.6	0.0	**36.3**	36.3	0.0	**20.0**	21.0	-1.0
Sample	**807**	812	-5	**107**	110	-3	**159**	164	-5	**174**	182	-8	**267**	287	-20	**235**	234	1	**312**	304	8	**130**	137	-7

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

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**Magic rebranded to Breeze Classic from Nov 1st 2025*

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NORTHLAND COMMERCIAL RADIO - SURVEY 3 2025

Average Time Spent Listening (hh:mm) by Daypart, People 10+
Survey Comparisons: 2/2025 - 3/2025

This Survey Period: Sun Aug 11 to Sat Nov 2 2024 & Sun Feb 9 to Sat May 3 & Sun May 11 to Sat Aug 2 Sun Aug 10 to Sat Nov 1 2025

Last 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

	This	Last	+/-
Potential (000)	126.2	126.2	0.0
Sample Size	807	812	-5

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

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

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

**Magic rebranded to Breeze Classic from Nov 1st 2025*

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