



WAIKATO COMMERCIAL RADIO - GfK SURVEY 1 2026

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

Survey Comparisons: 3/2017 - 1/2020

This Survey Period: Sun Feb 9 to Sat May 3 & Sun May 11 to Sat Aug 2 & Sun Aug 10 to Sat Nov 1 2025 & Sun Feb 8 to Sat May 2 2026
 Last 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

	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	6.9	6.5	0.4	7	4.9	3.7	1.2	6.0	4.2	1.8	7.1	5.2	1.9	6.4	5.2	1.2	9.8	10.2	-0.4	10.6	11.0	-0.4	7.6	7.1	0.5
Breeze Classic*	5.1	5.2	-0.1	9	0.7	0.9	-0.2	0.3	0.1	0.2	0.5	0.4	0.1	0.9	1.0	-0.1	7.4	6.7	0.7	12.7	10.8	1.9	0.1	0.2	-0.1
Channel X	2.5	2.2	0.3	13	1.1	1.9	-0.8	2.3	3.9	-1.6	2.8	3.9	-1.1	3.9	3.1	0.8	4.1	1.6	2.5	1.9	1.7	0.2	4.4	4.5	-0.1
Coast	7.6	7.5	0.1	5	5.7	6.6	-0.9	3.1	3.5	-0.4	4.0	4.0	0.0	4.0	4.0	0.0	7.0	4.8	2.2	9.7	6.5	3.2	9.2	6.9	2.3
Edge	5.6	5.8	-0.2	8	7.8	10.8	-3.0	9.0	10.2	-1.2	8.8	8.5	0.3	9.0	8.6	0.4	4.0	3.7	0.3	0.9	0.9	0.0	4.8	4.2	0.6
George FM	3.2	3.1	0.1	12	1.3	2.6	-1.3	6.4	5.5	0.9	8.1	7.7	0.4	6.0	5.4	0.6	0.6	0.2	0.4	0.8	0.8	0.0	4.4	4.8	-0.4
Gold Sport	0.8	1.2	-0.4	17	*	*	*	*	*	*	*	*	*	*	*	*	0.9	2.2	-1.3	1.0	2.6	-1.6	*	*	*
Life FM	1.1	1.1	0.0	16	1.2	2.4	-1.2	1.6	1.1	0.5	1.9	1.0	0.9	1.8	1.3	0.5	1.0	1.2	-0.2	0.3	0.4	-0.1	0.9	1.6	-0.7
Mai FM	4.7	3.8	0.9	10	7.1	4.2	2.9	9.5	8.9	0.6	7.4	7.2	0.2	7.7	6.7	1.0	3.9	2.6	1.3	0.4	0.4	0.0	4.4	4.0	0.4
Maniapoto FM	0.5	0.3	0.2	19	0.3	1.3	-1.0	1.0	*	*	1.0	0.2	0.8	0.8	0.2	0.6	0.2	*	*	0.3	*	*	0.4	*	*
More FM	4.1	4.5	-0.4	11	4.6	2.4	2.2	2.4	1.5	0.9	2.8	4.0	-1.2	5.3	6.6	-1.3	7.5	8.5	-1.0	3.3	4.1	-0.8	6.2	4.8	1.4
Newstalk ZB	11.1	11.1	0.0	3	2.0	*	*	1.5	2.2	-0.7	2.2	2.8	-0.6	2.7	3.4	-0.7	12.4	13.5	-1.1	21.3	22.5	-1.2	4.7	4.3	0.4
Nga Iwi FM	*	0.2	*	*	0.2	1.6	-1.4	0.1	0.1	0.0	*	*	*	*	*	*	*	*	*	*	*	*	0.2	0.2	0.0
Radio Hauraki	1.9	1.6	0.3	14	2.1	1.9	0.2	2.1	1.4	0.7	2.6	2.0	0.6	3.1	2.5	0.6	2.1	1.9	0.2	0.4	0.5	-0.1	1.8	2.6	-0.8
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.1	*	*	*	*
Rhema	0.4	0.3	0.1	20	0.2	*	*	0.3	0.2	0.1	0.3	0.2	0.1	0.2	0.1	0.1	0.6	0.6	0.0	0.9	0.9	0.0	0.2	0.2	0.0
Rock	11.2	11.1	0.1	2	17.7	17.9	-0.2	18.9	17.6	1.3	16.6	16.9	-0.3	14.9	15.2	-0.3	7.7	9.5	-1.8	4.9	5.4	-0.5	17.8	10.3	7.5
Sanctuary	0.4	0.7	-0.3	20	*	1.0	*	0.3	0.3	0.0	0.3	0.3	0.0	0.2	0.2	0.0	0.9	1.4	-0.5	1.0	1.5	-0.5	0.5	0.5	0.0
Sport Nation	1.6	1.4	0.2	15	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Tainui Live	0.8	0.8	0.0	17	0.4	1.8	-1.4	0.9	0.8	0.1	1.4	1.1	0.3	1.3	1.0	0.3	0.5	0.6	-0.1	0.4	0.5	-0.1	1.1	0.7	0.4
The Hits	7.0	7.2	-0.2	6	7.3	5.8	1.5	8.2	8.6	-0.4	9.4	9.1	0.3	8.6	9.0	-0.4	6.1	6.8	-0.7	5.2	6.9	-1.7	9.3	13.9	-4.6
The Sound	12.4	11.5	0.9	1	14.1	12.1	2.0	11.5	11.5	0.0	7.5	7.8	-0.3	8.6	8.8	-0.2	15.1	14.0	1.1	20.4	18.1	2.3	2.1	4.4	-2.3
ZM	10.0	10.9	-0.9	4	19.4	19.3	0.1	13.1	16.7	-3.6	13.8	16.1	-2.3	13.3	16.1	-2.8	7.7	8.6	-0.9	3.0	2.3	0.7	19.0	22.9	-3.9
MediaWorks Combo	55.7	54.0	1.7		59.2	56.6	2.6	66.7	63.9	2.8	62.0	62.2	-0.2	62.9	61.2	1.7	60.2	57.0	3.2	55.9	53.2	2.7	51.8	44.8	7.0
NZME Combo	38.4	39.7	-1.3		36.7	33.8	2.9	28.1	32.7	-4.6	32.1	34.2	-2.1	31.8	35.2	-3.4	36.2	37.9	-1.7	40.7	41.3	-0.6	44.1	50.7	-6.6
Potential (000)	312.5	314.8	-2.3		74.3	74.8	-0.5	108.8	109.5	-0.7	103.4	103.7	-0.3	145.4	146.3	-0.9	80.0	81.2	-1.2	68.0	69.2	-1.2	55.4	53.5	1.9
Sample	838	863	-25		201	201	0	293	282	11	295	289	6	392	399	-7	193	212	-19	193	193	0	157	158	-1

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

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

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

*Magic rebranded to Breeze Classic from Nov 1st 2025



WAIKATO COMMERCIAL RADIO - GfK SURVEY 1 2026

Station Share (%) by Daypart, People 10+
Survey Comparisons: 3/2017 - 1/2020

This Survey Period: Sun Feb 9 to Sat May 3 & Sun May 11 to Sat Aug 2 & Sun Aug 10 to Sat Nov 1 2025 & Sun Feb 8 to Sat May 2 2026
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	This	Last	+/-
Potential (000)	312.5	314.8	-2.3
Sample Size	838	863	-25

	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	5.6	6.0	-0.4	8	6.6	6.2	0.4	6.6	6.6	0.0	7.1	6.8	0.3	11.8	10.7	1.1	6.5	3.4	3.1	7.7	6.6	1.1
Breeze Classic*	3.6	3.5	0.1	11	5.6	6.3	-0.7	5.3	4.8	0.5	4.5	3.8	0.7	6.8	5.3	1.5	0.3	2.1	-1.8	6.6	8.0	-1.4
Channel X	1.2	1.2	0.0	16	4.0	3.3	0.7	3.5	2.5	1.0	2.2	2.6	-0.4	1.1	1.2	-0.1	*	*	*	2.1	2.0	0.1
Coast	5.8	7.5	-1.7	6	8.6	7.8	0.8	9.4	8.2	1.2	5.6	5.1	0.5	8.1	5.9	2.2	2.6	3.1	-0.5	8.1	9.4	-1.3
Edge	5.4	5.1	0.3	9	5.6	4.6	1.0	7.0	6.6	0.4	6.6	7.6	-1.0	2.7	3.6	-0.9	4.3	5.0	-0.7	4.6	6.5	-1.9
George FM	2.5	2.1	0.4	13	3.6	3.1	0.5	4.1	3.7	0.4	4.0	4.6	-0.6	1.8	1.5	0.3	1.8	2.6	-0.8	2.4	2.8	-0.4
Gold Sport	*	0.3	*	*	1.1	1.7	-0.6	0.2	1.0	-0.8	*	0.3	*	*	*	*	1.1	0.9	0.2	2.5	2.6	-0.1
Life FM	1.5	1.6	-0.1	15	0.7	0.5	0.2	1.0	0.6	0.4	0.7	0.9	-0.2	0.6	2.0	-1.4	2.6	2.0	0.6	1.2	1.4	-0.2
Mai FM	5.8	4.8	1.0	6	4.1	3.2	0.9	5.4	3.7	1.7	5.1	4.1	1.0	3.7	4.4	-0.7	9.1	6.8	2.3	2.5	2.3	0.2
Maniapoto FM	0.8	0.2	0.6	18	0.3	0.4	-0.1	0.2	0.4	-0.2	*	0.4	*	0.7	0.5	0.2	4.1	*	*	0.3	*	*
More FM	5.3	5.3	0.0	10	4.4	4.7	-0.3	4.6	5.7	-1.1	3.1	4.5	-1.4	2.6	2.4	0.2	1.1	2.6	-1.5	3.8	3.0	0.8
Newstalk ZB	16.6	15.3	1.3	1	8.1	8.7	-0.6	5.6	6.2	-0.6	12.8	12.3	0.5	17.9	17.1	0.8	17.6	21.3	-3.7	10.9	10.4	0.5
Nga Iwi FM	*	*	*	*	*	0.2	*	0.1	0.4	-0.3	0.1	0.5	-0.4	*	1.3	*	*	*	*	*	*	*
Radio Hauraki	2.5	1.4	1.1	13	2.1	1.6	0.5	1.4	1.4	0.0	1.4	1.6	-0.2	3.7	3.8	-0.1	1.9	1.0	0.9	1.6	1.8	-0.2
Radio Waatea	*	0.1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.2	*	*	*	*	0.1
Rhema	0.3	0.3	0.0	19	0.3	0.3	0.0	0.4	0.3	0.1	0.2	0.2	0.0	0.6	*	*	2.2	2.4	-0.2	0.3	0.1	0.2
Rock	12.0	13.6	-1.6	2	10.6	10.8	-0.2	12.1	12.8	-0.7	12.2	10.8	1.4	7.8	8.7	-0.9	9.6	15.3	-5.7	10.2	7.2	3.0
Sanctuary	0.2	0.4	-0.2	20	0.2	0.5	-0.3	0.3	0.5	-0.2	0.1	0.1	0.0	1.5	1.8	-0.3	1.5	3.6	-2.1	0.6	1.2	-0.6
Sport Nation	2.8	2.4	0.4	12	1.9	1.7	0.2	2.0	1.8	0.2	2.2	2.0	0.2	*	*	*	0.3	0.2	0.1	*	*	*
Tainui Live	0.9	1.6	-0.7	17	1.1	0.9	0.2	0.4	0.6	-0.2	1.1	1.6	-0.5	0.7	*	*	1.8	*	*	0.5	0.2	0.3
The Hits	6.7	5.8	0.9	5	7.2	8.5	-1.3	6.3	6.8	-0.5	7.1	6.1	1.0	5.7	4.4	1.3	8.4	6.9	1.5	7.9	9.5	-1.6
The Sound	8.4	8.0	0.4	4	16.1	15.2	0.9	14.9	14.6	0.3	8.5	7.9	0.6	4.1	8.6	-4.5	14.4	8.6	5.8	13.7	11.7	2.0
ZM	11.3	12.7	-1.4	3	6.6	8.4	-1.8	8.3	9.7	-1.4	13.5	13.1	0.4	15.7	12.8	2.9	7.1	10.3	-3.2	10.7	11.0	-0.3
MediaWorks Combo	49.9	49.7	0.2		60.7	57.5	3.2	63.5	61.1	2.4	53.5	53.4	0.1	43.0	47.1	-4.1	48.0	47.4	0.6	53.7	50.3	3.4
NZME Combo	42.9	43.1	-0.2		33.9	36.8	-2.9	31.2	33.3	-2.1	40.4	38.5	1.9	51.1	44.0	7.1	38.7	43.5	-4.8	41.9	45.1	-3.2

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

*Magic rebranded to Breeze Classic from Nov 1st 2025



WAIKATO COMMERCIAL RADIO - GfK SURVEY 1 2026

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

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	All 10+				People 10-24			People 18-39			People 25-44			People 25-54			People 45-64			People 55-74			MGS with Kids			
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	
Breeze	30.7	31.5	-0.8	7	7.6	6.9	0.7	11.3	9.4	1.9	12.3	11.1	1.2	16.1	15.4	0.7	8.4	10.2	-1.8	6.2	7.8	-1.6	7.2	5.5	1.7	
Breeze Classic*	19.0	17.0	2.0	11	1.9	2.4	-0.5	2.5	0.6	1.9	2.4	1.1	1.3	3.7	2.5	1.2	7.2	5.5	1.7	10.2	8.3	1.9	0.6	0.5	0.1	
Channel X	12.6	12.4	0.2	12	2.0	2.1	-0.1	3.9	5.8	-1.9	5.4	7.0	-1.6	8.4	8.0	0.4	4.6	2.9	1.7	1.9	2.3	-0.4	2.7	3.2	-0.5	
Coast	30.2	29.0	1.2	8	3.3	3.7	-0.4	6.1	6.4	-0.3	5.9	6.6	-0.7	8.0	8.9	-0.9	8.9	7.3	1.6	12.0	9.6	2.4	6.1	4.4	1.7	
Edge	32.5	32.2	0.3	6	12.5	12.2	0.3	16.6	18.1	-1.5	14.2	15.2	-1.0	17.4	17.7	-0.3	3.5	2.8	0.7	2.3	2.0	0.3	7.3	6.9	0.4	
George FM	12.6	11.7	0.9	12	2.3	3.2	-0.9	7.6	7.4	0.2	6.7	6.2	0.5	9.2	8.0	1.2	3.2	1.8	1.4	1.2	0.5	0.7	2.7	2.2	0.5	
Gold Sport	2.6	3.5	-0.9	18	*	0.4	*	*	*	*	*	*	*	*	*	*	0.6	0.9	-0.3	1.1	1.6	-0.5	*	*	*	
Life FM	8.9	8.4	0.5	15	2.4	2.8	-0.4	4.7	3.3	1.4	5.2	3.7	1.5	6.0	5.1	0.9	1.2	1.8	-0.6	0.4	0.5	-0.1	1.6	1.6	0.0	
Mai FM	27.6	22.2	5.4	9	8.7	5.3	3.4	16.2	14.1	2.1	13.3	12.4	0.9	18.2	16.2	2.0	5.5	4.2	1.3	0.7	0.6	0.1	6.5	6.0	0.5	
Maniapoto FM	2.0	0.7	1.3	21	0.9	0.6	0.3	0.6	*	*	0.6	0.2	0.4	0.9	0.2	0.7	0.3	*	*	*	0.2	*	*	0.3	*	*
More FM	19.3	21.3	-2.0	10	6.3	5.2	1.1	7.5	7.4	0.1	6.7	7.7	-1.0	10.4	11.8	-1.4	5.7	7.6	-1.9	2.6	4.3	-1.7	4.8	4.8	0.0	
Newstalk ZB	34.7	35.5	-0.8	5	1.9	0.4	1.5	4.6	5.1	-0.5	4.9	5.9	-1.0	8.3	9.9	-1.6	13.1	14.8	-1.7	17.3	17.1	0.2	4.6	5.1	-0.5	
Nga Iwi FM	1.0	1.2	-0.2	22	0.6	1.2	-0.6	0.6	0.6	0.0	*	*	*	0.4	*	*	0.4	*	*	*	*	*	1.0	0.6	0.4	
Radio Hauraki	11.4	13.8	-2.4	14	3.0	3.7	-0.7	4.3	4.3	0.0	3.5	3.3	0.2	5.9	7.8	-1.9	4.2	5.9	-1.7	2.2	2.2	0.0	0.6	1.3	-0.7	
Radio Waatea	0.4	0.4	0.0	23	*	*	*	*	*	*	*	*	*	0.4	*	*	0.4	*	*	*	0.4	*	*	0.4	*	*
Rhema	4.1	2.7	1.4	17	0.2	*	*	1.1	0.7	0.4	1.1	0.7	0.4	1.1	0.7	0.4	1.0	1.1	-0.1	2.1	2.0	0.1	0.3	0.3	0.0	
Rock	48.7	43.7	5.0	2	10.6	10.9	-0.3	28.9	23.6	5.3	27.0	22.2	4.8	32.7	28.2	4.5	10.0	10.2	-0.2	5.0	4.7	0.3	9.4	7.8	1.6	
Sanctuary	2.3	3.9	-1.6	20	*	0.4	*	1.0	1.1	-0.1	1.0	1.1	-0.1	1.0	1.1	-0.1	1.3	1.8	-0.5	1.3	1.8	-0.5	0.9	1.0	-0.1	
Sport Nation	2.4	2.0	0.4	19	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
Tainui Live	5.8	7.6	-1.8	16	0.5	1.6	-1.1	1.9	2.6	-0.7	3.1	3.3	-0.2	4.4	4.5	-0.1	1.7	1.9	-0.2	0.9	1.6	-0.7	2.1	1.6	0.5	
The Hits	39.1	40.1	-1.0	4	8.3	8.9	-0.6	15.7	15.4	0.3	15.5	14.6	0.9	20.9	21.4	-0.5	11.6	12.7	-1.1	7.9	8.5	-0.6	9.1	10.4	-1.3	
The Sound	40.8	37.9	2.9	3	5.9	6.3	-0.4	12.3	10.9	1.4	11.0	10.4	0.6	17.7	17.6	0.1	17.5	16.5	1.0	16.4	13.8	2.6	3.7	4.3	-0.6	
ZM	55.6	63.6	-8.0	1	18.1	18.6	-0.5	25.7	32.2	-6.5	22.2	28.1	-5.9	29.5	36.3	-6.8	12.4	13.5	-1.1	5.9	6.1	-0.2	13.2	15.7	-2.5	
MediaWorks Combo	173.2	158.8	14.4		40.3	35.6	4.7	67.9	61.1	6.8	63.8	59.9	3.9	88.2	82.8	5.4	50.8	45.8	5.0	39.8	34.8	5.0	31.1	26.8	4.3	
NZME Combo	136.6	150.7	-14.1		30.4	31.7	-1.3	47.3	55.0	-7.7	43.0	50.1	-7.1	59.6	70.6	-11.0	36.1	42.5	-6.4	31.8	33.2	-1.4	27.1	31.0	-3.9	
All Commercial Radio	242.9	244.9	-2.0		55.3	51.7	3.6	86.2	88.0	-1.8	82.0	85.7	-3.7	115.8	121.1	-5.3	68.1	70.1	-2.0	56.0	54.6	1.4	45.7	45.8	-0.1	
Potential (000)	312.5	314.8	-2.3		74.3	74.8	-0.5	108.8	109.5	-0.7	103.4	103.7	-0.3	145.4	146.3	-0.9	80.0	81.2	-1.2	68.0	69.2	-1.2	55.4	53.5	1.9	
Sample	838	863	-25		201	201	0	293	282	11	295	289	6	392	399	-7	193	212	-19	193	193	0	157	158	-1	

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

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

*Magic rebranded to Breeze Classic from Nov 1st 2025



WAIKATO COMMERCIAL RADIO - GfK SURVEY 1 2026

Cumulative Audience (000's) by Daypart, People 10+
Survey Comparisons: 3/2017 - 1/2020

This Survey Period: Sun Feb 9 to Sat May 3 & Sun May 11 to Sat Aug 2 & Sun Aug 10 to Sat Nov 1 2025 & Sun Feb 8 to Sat May 2 2026
Last 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

	This	Last	+/-
Potential (000)	312.5	314.8	-2.3
Sample Size	838	863	-25

	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	15.5	17.9	-2.4	8	13.0	12.5	0.5	16.0	17.0	-1.0	15.7	14.3	1.4	9.6	8.9	0.7	4.2	3.7	0.5	16.4	15.5	0.9
Breeze Classic*	8.3	7.9	0.4	11	9.2	9.5	-0.3	11.8	9.7	2.1	8.9	6.7	2.2	3.2	3.0	0.2	0.3	0.9	-0.6	9.4	9.8	-0.4
Channel X	4.5	4.1	0.4	15	7.3	6.2	1.1	7.5	6.5	1.0	6.6	5.4	1.2	2.3	2.4	-0.1	*	*	*	6.5	6.4	0.1
Coast	14.7	15.9	-1.2	9	18.8	17.5	1.3	20.8	20.6	0.2	13.2	11.4	1.8	4.7	4.2	0.5	2.4	2.4	0.0	15.5	14.6	0.9
Edge	19.9	18.3	1.6	5	14.2	11.1	3.1	15.3	14.5	0.8	16.8	17.5	-0.7	4.9	5.3	-0.4	4.8	4.4	0.4	15.3	16.2	-0.9
George FM	5.8	4.8	1.0	12	5.6	4.7	0.9	7.6	6.6	1.0	6.1	6.0	0.1	2.1	1.9	0.2	1.6	2.2	-0.6	3.8	4.1	-0.3
Gold Sport	*	0.4	*	*	0.6	0.9	-0.3	0.8	1.2	-0.4	*	0.4	*	*	*	*	0.6	0.5	0.1	1.7	2.8	-1.1
Life FM	4.7	4.9	-0.2	13	4.1	2.3	1.8	4.7	2.9	1.8	2.8	3.0	-0.2	1.7	1.6	0.1	1.3	1.7	-0.4	5.2	5.9	-0.7
Mai FM	17.8	13.6	4.2	7	11.2	8.3	2.9	15.7	10.6	5.1	14.8	10.6	4.2	6.1	6.3	-0.2	5.0	3.7	1.3	9.5	7.7	1.8
Maniapoto FM	1.1	0.7	0.4	19	0.6	0.7	-0.1	0.6	0.7	-0.1	*	0.7	*	0.2	0.6	-0.4	1.2	*	*	0.8	*	*
More FM	10.2	10.4	-0.2	10	7.1	8.9	-1.8	11.4	13.1	-1.7	9.3	12.7	-3.4	2.8	5.5	-2.7	1.5	1.4	0.1	9.8	10.7	-0.9
Newstalk ZB	25.7	25.8	-0.1	3	16.3	17.5	-1.2	16.2	17.6	-1.4	18.2	18.6	-0.4	10.4	10.2	0.2	8.3	8.3	0.0	19.2	20.7	-1.5
Nga Iwi FM	*	*	*	*	*	0.6	*	0.6	1.2	-0.6	0.6	1.2	-0.6	*	0.6	*	*	*	*	0.4	*	*
Radio Hauraki	4.7	5.6	-0.9	13	4.0	5.8	-1.8	5.3	7.2	-1.9	4.4	5.2	-0.8	3.6	4.9	-1.3	1.0	0.3	0.7	5.5	6.2	-0.7
Radio Waatea	*	0.4	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.4	*	*	*	0.4	*
Rhema	1.7	1.3	0.4	18	2.3	1.9	0.4	2.6	1.6	1.0	1.7	1.2	0.5	1.2	*	*	0.6	0.6	0.0	1.9	1.2	0.7
Rock	28.6	27.9	0.7	2	19.6	18.7	0.9	25.5	24.5	1.0	23.1	22.5	0.6	11.5	7.9	3.6	6.8	7.7	-0.9	26.4	22.2	4.2
Sanctuary	0.8	2.0	-1.2	20	1.9	3.3	-1.4	1.3	2.3	-1.0	0.3	0.6	-0.3	1.0	1.4	-0.4	0.7	1.6	-0.9	1.3	2.3	-1.0
Sport Nation	2.0	1.8	0.2	17	1.9	1.6	0.3	1.5	1.3	0.2	1.5	1.3	0.2	*	*	*	0.5	0.4	0.1	*	*	*
Tainui Live	3.4	4.6	-1.2	16	2.2	2.1	0.1	1.4	2.3	-0.9	1.4	2.4	-1.0	0.2	*	*	0.5	*	*	1.5	1.3	0.2
The Hits	21.8	20.0	1.8	4	19.6	18.8	0.8	19.6	20.4	-0.8	15.3	15.6	-0.3	8.0	7.8	0.2	5.3	3.8	1.5	22.7	24.6	-1.9
The Sound	19.7	19.2	0.5	6	21.5	21.3	0.2	23.3	23.3	0.0	21.6	19.3	2.3	7.9	8.6	-0.7	4.1	4.3	-0.2	25.9	22.4	3.5
ZM	31.8	38.8	-7.0	1	21.1	24.5	-3.4	28.8	33.6	-4.8	26.4	30.5	-4.1	12.4	12.0	0.4	7.0	9.7	-2.7	30.2	35.9	-5.7
MediaWorks Combo	106.7	101.4	5.3		90.5	80.8	9.7	107.2	97.3	9.9	101.7	95.4	6.3	44.5	43.7	0.8	23.9	23.0	0.9	106.2	97.9	8.3
NZME Combo	89.6	97.7	-8.1		69.5	74.8	-5.3	80.1	88.2	-8.1	70.7	75.2	-4.5	36.2	37.3	-1.1	23.5	23.8	-0.3	83.3	96.2	-12.9
All Commercial Radio	180.8	187.0	-6.2		145.7	145.0	0.7	167.5	167.8	-0.3	156.1	156.7	-0.6	79.1	79.6	-0.5	45.9	45.4	0.5	168.2	171.9	-3.7

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

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

*Magic rebranded to Breeze Classic from Nov 1st 2025



WAIKATO COMMERCIAL RADIO - GfK SURVEY 1 2026

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

Survey Comparisons: 3/2017 - 1/2020

This Survey Period: Sun Feb 9 to Sat May 3 & Sun May 11 to Sat Aug 2 & Sun Aug 10 to Sat Nov 1 2025 & Sun Feb 8 to Sat May 2 2026
 Last 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

	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	8:37	7:53	0:44	3:53	3:15	0:37	6:23	4:58	1:25	6:55	5:29	1:26	6:46	5:48	0:57	13:56	12:33	1:22	19:46	16:04	3:42	6:11	7:01	-0:50
Breeze Classic*	10:16	11:47	-1:31	2:06	2:12	-0:06	1:30	1:08	0:21	2:16	4:02	-1:46	4:00	6:39	-2:38	12:12	15:06	-2:54	14:18	14:46	-0:28	0:55	1:59	-1:04
Channel X	7:30	6:42	0:48	3:11	5:22	-2:11	7:12	7:26	-0:13	6:19	6:32	-0:12	7:55	6:32	1:22	10:40	7:00	3:39	11:25	8:31	2:54	9:25	7:39	1:45
Coast	9:33	9:58	-0:25	10:30	10:45	-0:15	6:03	6:07	-0:03	8:02	7:12	0:50	8:35	7:46	0:48	9:26	8:08	1:17	9:22	7:41	1:40	8:50	8:22	0:27
Edge	6:34	6:57	-0:22	3:42	5:17	-1:34	6:31	6:14	0:17	7:24	6:39	0:44	8:51	8:17	0:34	13:58	16:15	-2:17	4:29	4:54	-0:24	3:54	3:17	0:36
George FM	9:31	10:05	-0:33	3:19	4:49	-1:30	10:02	8:21	1:41	14:23	14:40	-0:16	11:16	11:37	-0:20	2:21	1:08	1:13	8:04	20:44	-12:39	9:43	11:51	-2:08
Gold Sport	11:45	12:59	-1:14	*	0:30	*	*	*	*	*	*	*	*	*	*	17:30	29:49	-12:19	11:04	18:46	-7:42	*	*	*
Life FM	4:44	4:57	-0:12	2:59	5:12	-2:13	4:01	3:33	0:28	4:26	3:02	1:23	5:14	4:31	0:42	9:24	8:26	0:57	7:45	7:45	0:00	3:12	5:35	-2:23
Mai FM	6:28	6:29	-0:01	4:51	4:46	0:04	7:01	6:58	0:03	6:40	6:50	-0:10	7:14	7:03	0:11	8:31	7:52	0:39	6:22	6:38	-0:16	3:59	3:35	0:23
Maniapoto FM	9:12	14:00	-4:48	1:50	12:45	-10:54	20:00	*	*	20:00	19:00	1:00	16:14	19:00	-2:45	8:00	*	*	13:00	*	*	8:00	*	*
More FM	8:09	8:10	-0:00	4:21	2:48	1:33	3:54	2:13	1:41	5:01	6:07	-1:06	8:49	9:32	-0:43	15:52	13:54	1:57	14:34	10:56	3:38	7:29	5:22	2:07
Newstalk ZB	12:11	11:59	0:12	6:29	0:15	6:14	3:48	4:47	-0:58	5:24	5:40	-0:15	5:36	5:52	-0:16	11:20	11:27	-0:06	14:15	14:57	-0:42	5:57	4:36	1:21
Nga Iwi FM	1:24	8:08	-6:43	2:00	8:08	-6:08	2:00	2:00	0:00	*	*	*	0:30	*	*	0:30	*	*	*	*	*	1:24	2:00	-0:35
Radio Hauraki	6:23	4:33	1:50	4:11	3:10	1:01	5:47	3:33	2:14	8:47	7:10	1:36	8:50	5:33	3:16	6:04	4:05	1:58	1:59	2:25	-0:26	16:46	10:53	5:53
Radio Waatea	0:45	2:15	-1:30	*	*	*	*	*	*	*	*	*	0:45	*	*	0:45	*	*	*	2:15	*	0:45	*	*
Rhema	3:48	4:34	-0:46	4:00	*	*	3:19	2:58	0:20	3:19	2:58	0:20	3:19	2:58	0:20	7:15	6:53	0:21	4:58	5:09	-0:10	3:15	3:15	0:00
Rock	8:44	9:47	-1:02	9:54	9:51	0:02	7:52	8:16	-0:24	7:21	9:00	-1:39	7:47	9:12	-1:24	9:18	11:41	-2:22	11:18	13:02	-1:43	11:08	7:08	3:59
Sanctuary	6:38	7:26	-0:48	*	14:00	*	3:48	3:24	0:24	3:48	3:24	0:24	3:48	3:24	0:24	8:52	9:51	-0:58	8:52	9:51	-0:58	3:15	2:53	0:21
Sport Nation	25:07	26:39	-1:31	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Tainui Live	5:07	4:15	0:52	4:31	6:42	-2:11	5:51	3:19	2:32	5:32	3:50	1:42	5:10	3:37	1:32	3:50	3:50	0:00	5:17	3:31	1:45	3:07	2:12	0:54
The Hits	6:49	6:55	-0:05	5:12	3:53	1:19	6:18	6:12	0:06	7:14	7:23	-0:08	7:02	7:07	-0:04	6:16	6:44	-0:28	7:39	9:18	-1:38	5:58	7:15	-1:16
The Sound	11:34	11:39	-0:05	14:06	11:32	2:33	11:15	11:45	-0:29	8:09	8:50	-0:41	8:18	8:30	-0:12	10:22	10:36	-0:13	14:21	14:55	-0:33	3:16	5:39	-2:22
ZM	6:50	6:34	0:15	6:24	6:11	0:12	6:07	5:44	0:22	7:25	6:47	0:37	7:44	7:33	0:11	7:26	7:59	-0:32	5:51	4:19	1:31	8:27	7:53	0:33
MediaWorks Combo	12:16	13:02	-0:46	8:44	9:30	-0:45	11:49	11:36	0:13	11:38	12:17	-0:39	12:13	12:35	-0:22	14:13	15:34	-1:20	16:13	17:23	-1:09	9:46	9:03	0:43
NZME Combo	10:43	10:06	0:36	7:11	6:22	0:49	7:09	6:35	0:34	8:54	8:05	0:49	9:09	8:29	0:40	12:00	11:10	0:50	14:45	14:07	0:37	9:33	8:54	0:38
All Commercial Radio	15:42	15:40	0:02	10:46	11:34	-0:47	13:57	12:36	1:21	14:35	13:48	0:47	14:49	14:04	0:45	17:37	17:51	-0:13	20:38	20:49	-0:10	12:51	11:51	0:59
Potential (000)	312.5	314.8	-2.3	74.3	74.8	-0.5	108.8	109.5	-0.7	103.4	103.7	-0.3	145.4	146.3	-0.9	80.0	81.2	-1.2	68.0	69.2	-1.2	55.4	53.5	1.9
Sample	838	863	-25	201	201	0	293	282	11	295	289	6	392	399	-7	193	212	-19	193	193	0	157	158	-1

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

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*Magic rebranded to Breeze Classic from Nov 1st 2025



WAIKATO COMMERCIAL RADIO - GfK SURVEY 1 2026

Average Time Spent Listening (hh:mm) by Daypart, People 10+
Survey Comparisons: 3/2017 - 1/2020

This Survey Period: Sun Feb 9 to Sat May 3 & Sun May 11 to Sat Aug 2 & Sun Aug 10 to Sat Nov 1 2025 & Sun Feb 8 to Sat May 2 2026
Last 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

	This	Last	+/-
Potential (000)	312.5	314.8	-2.3
Sample Size	838	863	-25

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

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

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

*Magic rebranded to Breeze Classic from Nov 1st 2025