



NORTHLAND COMMERCIAL RADIO - GfK SURVEY 1 2026

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

Survey Comparisons: 3/2025 - 1/2026

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	3.0	3.5	-0.5	10	1.1	1.1	0.0	0.2	0.3	-0.1	1.0	1.0	0.0	1.2	1.6	-0.4	5.3	5.0	0.3	5.9	7.3	-1.4	3.4	4.3	-0.9
Breeze Classic*	3.4	2.9	0.5	9	*	*	*	0.1	0.1	0.0	0.2	0.1	0.1	1.1	0.9	0.2	4.3	4.1	0.2	6.8	5.7	1.1	0.6	0.8	-0.2
Coast	14.2	13.7	0.5	2	0.9	*	*	0.7	2.6	-1.9	2.8	4.8	-2.0	8.2	9.8	-1.6	19.3	17.9	1.4	20.8	18.7	2.1	20.8	18.7	2.1
Edge	4.6	3.2	1.4	8	8.9	6.4	2.5	6.3	4.0	2.3	7.9	6.1	1.8	7.6	4.8	2.8	3.3	1.9	1.4	0.5	1.0	-0.5	9.2	8.1	1.1
Flava	1.2	1.4	-0.2	14	3.6	3.0	0.6	2.3	1.1	1.2	1.9	1.6	0.3	1.3	2.0	-0.7	0.8	2.1	-1.3	0.8	0.7	0.1	2.1	1.7	0.4
Gold Sport	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	*	*	*
Life FM	0.9	0.8	0.1	15	1.3	1.7	-0.4	1.1	1.7	-0.6	1.3	1.8	-0.5	1.1	1.4	-0.3	1.1	0.3	0.8	0.8	*	*	0.6	0.7	-0.1
Mai FM	1.9	1.9	0.0	12	7.4	4.7	2.7	1.9	3.6	-1.7	3.3	4.6	-1.3	2.6	3.2	-0.6	0.4	0.3	0.1	*	*	*	0.9	1.3	-0.4
More FM	15.4	18.4	-3.0	1	34.4	35.8	-1.4	15.2	21.3	-6.1	12.4	16.8	-4.4	11.1	16.0	-4.9	14.1	15.4	-1.3	16.7	17.7	-1.0	13.0	19.7	-6.7
Newstalk ZB	8.1	9.6	-1.5	6	0.2	0.3	-0.1	0.2	0.2	0.0	0.8	0.2	0.6	3.0	3.5	-0.5	7.1	8.2	-1.1	9.6	11.8	-2.2	4.5	3.1	1.4
Ngati Hine FM	0.4	0.6	-0.2	16	*	*	*	0.4	1.3	-0.9	0.3	1.1	-0.8	0.8	1.2	-0.4	0.7	0.7	0.0	0.1	*	*	0.2	0.4	-0.2
Radio Hauraki	9.2	7.2	2.0	4	14.0	10.7	3.3	15.1	13.2	1.9	14.5	13.7	0.8	13.4	11.1	2.3	7.7	4.2	3.5	4.8	3.1	1.7	5.3	4.5	0.8
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	0.2	0.2	0.0	18	1.5	1.5	0.0	*	*	*	0.1	0.1	0.0	0.1	*	*	*	*	*	0.1	0.2	-0.1	0.2	0.2	0.0
Rock	8.4	8.2	0.2	5	9.7	8.1	1.6	11.5	10.9	0.6	11.2	11.6	-0.4	12.0	12.3	-0.3	7.4	7.7	-0.3	5.5	4.9	0.6	5.7	5.8	-0.1
Sport Nation	*	0.1	*	*	*	*	*	*	*	*	*	0.1	*	*	0.1	*	*	*	*	*	*	*	*	*	*
Tautoko FM	1.4	0.4	1.0	13	*	1.3	*	2.1	1.0	1.1	4.0	0.5	3.5	3.0	0.4	2.6	0.2	0.1	0.1	0.1	0.4	-0.3	2.4	0.8	1.6
Te Hiku o Te Ika	0.4	0.4	0.0	16	1.8	2.3	-0.5	1.0	1.3	-0.3	0.4	0.7	-0.3	0.3	0.5	-0.2	*	*	*	0.2	*	*	0.4	0.5	-0.1
The Hits	10.4	8.2	2.2	3	9.5	13.9	-4.4	17.5	13.9	3.6	16.3	12.6	3.7	13.7	9.4	4.3	11.5	8.0	3.5	9.0	7.6	1.4	13.5	9.1	4.4
The Sound	4.8	5.4	-0.6	7	0.4	0.4	0.0	0.8	1.0	-0.2	1.3	1.4	-0.1	2.9	2.8	0.1	10.9	11.7	-0.8	9.6	10.9	-1.3	7.9	5.6	2.3
ZM	2.9	2.0	0.9	11	3.6	0.5	3.1	7.4	5.9	1.5	6.2	5.9	0.3	4.5	3.8	0.7	0.2	*	*	1.4	0.4	1.0	2.9	1.8	1.1
MediaWorks Combo	44.1	47.5	-3.4		61.9	64.1	-2.2	44.7	48.7	-4.0	45.0	49.0	-4.0	44.1	48.8	-4.7	45.8	49.4	-3.6	45.1	47.6	-2.5	42.1	52.5	-10.4
NZME Combo	46.1	42.2	3.9		31.8	28.5	3.3	43.4	36.9	6.5	42.5	38.8	3.7	44.1	39.6	4.5	46.7	40.5	6.2	46.5	42.7	3.8	49.2	39.0	10.2
Potential (000)	126.2	126.2	0.0		26.4	26.4	0.0	34.5	35.4	-0.9	33.4	33.3	0.1	49.2	49.7	-0.5	34.7	35.6	-0.9	36.3	36.3	0.0	22.4	20.0	2.4
Sample	812	807	5		121	107	14	167	159	8	178	174	4	262	267	-5	217	235	-18	308	312	-4	145	130	15

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

MediaWorks Combo: Breeze, Breeze Classic, Edge, 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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Station Share (%) by Daypart, People 10+
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	This	Last	+/-
Potential (000)	126.2	126.2	0.0
Sample Size	812	807	5

	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	3.1	3.1	0.0	10	3.6	4.6	-1.0	3.1	3.8	-0.7	2.3	2.2	0.1	0.7	0.9	-0.2	3.8	3.5	0.3	2.9	4.0	-1.1
Breeze Classic*	2.5	2.0	0.5	13	3.5	2.9	0.6	3.6	3.1	0.5	3.5	3.4	0.1	3.0	2.6	0.4	4.8	4.7	0.1	3.4	2.8	0.6
Coast	10.3	10.6	-0.3	3	18.7	17.3	1.4	18.7	17.2	1.5	12.0	10.3	1.7	1.2	4.8	-3.6	5.1	6.4	-1.3	14.6	15.0	-0.4
Edge	5.3	3.7	1.6	7	3.8	3.4	0.4	4.4	3.5	0.9	5.3	2.9	2.4	1.0	2.7	-1.7	3.1	3.0	0.1	5.6	2.6	3.0
Flava	2.6	2.6	0.0	11	0.9	1.6	-0.7	0.8	*	*	0.3	0.7	-0.4	0.6	3.9	-3.3	3.4	3.7	-0.3	0.7	1.1	-0.4
Gold Sport	*	*	*	*	*	*	*	0.1	0.1	0.0	*	*	*	*	*	*	*	*	*	0.1	*	*
Life FM	0.9	0.6	0.3	15	0.9	0.8	0.1	0.6	0.6	0.0	1.3	1.6	-0.3	1.0	1.8	-0.8	1.9	*	*	1.0	0.9	0.1
Mai FM	1.1	0.7	0.4	14	1.2	0.9	0.3	0.7	1.3	-0.6	1.9	2.1	-0.2	4.4	5.0	-0.6	3.9	4.3	-0.4	3.6	3.2	0.4
More FM	19.1	22.8	-3.7	1	12.9	15.0	-2.1	15.9	19.0	-3.1	11.1	13.9	-2.8	10.4	8.2	2.2	18.8	19.0	-0.2	16.3	21.2	-4.9
Newstalk ZB	13.6	16.6	-3.0	2	4.9	5.7	-0.8	3.7	4.9	-1.2	7.8	9.1	-1.3	16.1	12.8	3.3	12.6	18.8	-6.2	8.7	9.2	-0.5
Ngati Hine FM	0.3	0.4	-0.1	16	0.9	1.3	-0.4	0.1	0.3	-0.2	0.6	0.8	-0.2	1.0	0.8	0.2	*	0.3	*	0.2	0.2	0.0
Radio Hauraki	6.5	4.9	1.6	6	12.5	9.0	3.5	10.8	9.9	0.9	8.1	7.1	1.0	6.6	3.7	2.9	17.3	11.9	5.4	5.8	4.5	1.3
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	0.1	0.1	0.0	17	0.2	0.3	-0.1	0.1	0.1	0.0	0.5	0.4	0.1	0.3	0.3	0.0	*	*	*	0.6	0.4	0.2
Rock	6.9	6.3	0.6	5	8.2	8.4	-0.2	9.2	9.9	-0.7	12.3	10.6	1.7	10.3	11.2	-0.9	7.8	8.3	-0.5	6.8	5.8	1.0
Sport Nation	*	0.1	*	*	*	0.1	*	*	*	*	*	0.2	*	*	*	*	*	*	*	*	*	*
Tautoko FM	2.6	0.3	2.3	11	0.6	0.2	0.4	1.2	0.6	0.6	1.3	0.7	0.6	*	1.1	*	2.6	*	*	1.5	0.3	1.2
Te Hiku o Te Ika	0.1	0.2	-0.1	17	0.4	0.8	-0.4	*	*	*	0.6	0.6	0.0	3.1	2.7	0.4	*	*	*	0.3	0.1	0.2
The Hits	8.1	7.3	0.8	4	7.6	6.2	1.4	11.9	8.8	3.1	11.2	10.4	0.8	20.5	15.8	4.7	7.6	9.9	-2.3	11.7	6.8	4.9
The Sound	4.6	4.4	0.2	8	6.2	6.6	-0.4	4.3	4.4	-0.1	4.6	6.1	-1.5	1.9	2.2	-0.3	1.3	2.8	-1.5	5.7	7.2	-1.5
ZM	4.0	2.8	1.2	9	3.5	1.9	1.6	3.1	1.9	1.2	4.6	3.7	0.9	1.3	0.9	0.4	*	*	*	1.1	1.3	-0.2
MediaWorks Combo	46.0	48.1	-2.1		41.6	46.2	-4.6	43.5	48.5	-5.0	43.2	43.0	0.2	31.9	34.6	-2.7	46.3	47.2	-0.9	47.8	52.3	-4.5
NZME Combo	45.2	44.8	0.4		48.0	41.9	6.1	49.2	43.1	6.1	44.2	41.4	2.8	46.2	41.8	4.4	46.0	50.7	-4.7	42.6	37.9	4.7

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

MediaWorks Combo: Breeze, Breeze Classic, Edge, 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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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	7.6	7.7	-0.1	8	0.9	0.7	0.2	1.0	1.0	0.0	1.6	1.5	0.1	2.2	2.3	-0.1	2.3	2.3	0.0	3.6	4.1	-0.5	0.8	0.9	-0.1	
Breeze Classic*	3.9	3.2	0.7	12	*	*	*	0.3	0.2	0.1	0.5	0.3	0.2	0.6	0.4	0.2	1.1	0.8	0.3	2.1	1.8	0.3	0.1	0.1	0.0	
Coast	15.8	15.4	0.4	3	0.1	*	*	0.7	0.9	-0.2	1.5	1.9	-0.4	3.7	4.2	-0.5	5.8	6.2	-0.4	7.9	7.8	0.1	3.2	3.0	0.2	
Edge	12.0	9.0	3.0	5	3.6	2.7	0.9	6.1	4.2	1.9	5.9	4.1	1.8	7.3	5.0	2.3	1.9	1.4	0.5	0.8	0.8	0.0	4.3	2.5	1.8	
Flava	3.6	3.3	0.3	13	1.5	0.9	0.6	2.0	1.6	0.4	1.9	2.0	-0.1	1.9	2.2	-0.3	0.2	0.4	-0.2	0.2	0.2	0.0	1.1	1.2	-0.1	
Gold Sport	0.4	0.5	-0.1	19	*	*	*	*	*	*	*	*	*	0.2	0.2	0.0	0.4	0.5	-0.1	0.2	0.3	-0.1	0.2	0.2	0.0	
Life FM	2.0	2.2	-0.2	14	0.7	0.8	-0.1	0.4	0.6	-0.2	0.6	0.9	-0.3	0.7	1.1	-0.4	0.5	0.4	0.1	0.3	0.1	0.2	0.2	0.3	-0.1	
Mai FM	4.3	4.9	-0.6	11	1.5	1.7	-0.2	2.2	3.4	-1.2	2.4	2.9	-0.5	2.8	3.2	-0.4	0.3	0.3	0.0	*	*	*	0.8	1.2	-0.4	
More FM	25.5	25.2	0.3	1	6.3	6.6	-0.3	6.6	7.8	-1.2	7.0	6.9	0.1	8.9	9.2	-0.3	7.5	6.9	0.6	9.1	8.1	1.0	4.8	4.7	0.1	
Newstalk ZB	7.9	9.0	-1.1	7	0.1	0.2	-0.1	0.1	0.1	0.0	0.5	0.3	0.2	1.8	2.2	-0.4	2.3	2.9	-0.6	3.3	3.8	-0.5	1.3	0.9	0.4	
Ngati Hine FM	1.5	1.7	-0.2	16	*	*	*	0.6	1.0	-0.4	0.6	1.0	-0.4	1.3	1.7	-0.4	0.7	0.7	0.0	0.2	*	*	0.3	0.6	-0.3	
Radio Hauraki	10.9	9.4	1.5	6	1.8	0.5	1.3	3.6	3.2	0.4	4.8	4.8	0.0	6.9	7.0	-0.1	3.6	3.2	0.4	2.2	1.7	0.5	2.4	2.6	-0.2	
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	1.4	1.3	0.1	17	0.5	0.5	0.0	*	*	*	0.1	0.1	0.0	0.2	0.2	0.0	0.2	0.2	0.0	0.3	0.4	-0.1	0.3	0.3	0.0	
Rock	14.5	13.6	0.9	4	3.1	2.6	0.5	5.0	4.5	0.5	5.5	5.4	0.1	9.2	9.2	0.0	5.2	4.9	0.3	2.2	1.8	0.4	3.3	3.0	0.3	
Sport Nation	*	0.3	*	*	*	*	*	*	*	*	*	0.2	*	*	*	*	*	*	*	*	*	0.2	*	*	*	*
Tautoko FM	1.4	1.5	-0.1	17	*	0.5	*	0.6	0.8	-0.2	0.8	0.5	0.3	1.2	0.8	0.4	0.3	0.3	0.0	0.2	0.2	0.0	0.6	0.5	0.1	
Te Hiku o Te Ika	1.7	2.0	-0.3	15	0.7	0.8	-0.1	1.3	1.5	-0.2	0.8	1.2	-0.4	0.8	1.2	-0.4	*	*	*	0.1	*	*	0.5	0.7	-0.2	
The Hits	16.8	14.2	2.6	2	5.1	4.4	0.7	7.0	5.3	1.7	6.4	5.1	1.3	8.4	7.0	1.4	4.8	4.1	0.7	3.3	2.7	0.6	4.5	3.2	1.3	
The Sound	7.4	7.7	-0.3	9	0.7	0.6	0.1	0.8	0.8	0.0	1.0	0.8	0.2	2.1	1.9	0.2	4.3	4.7	-0.4	4.4	4.8	-0.4	1.3	1.2	0.1	
ZM	6.3	4.5	1.8	10	2.1	0.9	1.2	3.4	2.3	1.1	3.3	3.2	0.1	3.4	3.2	0.2	0.2	*	*	0.7	0.4	0.3	2.3	1.3	1.0	
MediaWorks Combo	57.9	55.9	2.0		12.4	11.6	0.8	16.5	16.9	-0.4	17.1	16.7	0.4	24.6	24.5	0.1	17.8	17.2	0.6	17.6	16.7	0.9	12.5	11.1	1.4	
NZME Combo	49.7	46.6	3.1		7.8	5.7	2.1	13.0	11.1	1.9	14.9	13.9	1.0	20.5	20.4	0.1	13.2	13.7	-0.5	15.1	14.4	0.7	10.8	9.1	1.7	
All Commercial Radio	86.7	83.8	2.9		15.6	13.6	2.0	22.3	22.0	0.3	24.0	23.2	0.8	35.2	35.8	-0.6	25.5	26.4	-0.9	27.0	26.0	1.0	17.9	16.0	1.9	
Potential (000)	126.2	126.2	0.0		26.4	26.4	0.0	34.5	35.4	-0.9	33.4	33.3	0.1	49.2	49.7	-0.5	34.7	35.6	-0.9	36.3	36.3	0.0	22.4	20.0	2.4	
Sample	812	807	5		121	107	14	167	159	8	178	174	4	262	267	-5	217	235	-18	308	312	-4	145	130	15	

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

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Cumulative Audience (000's) by Daypart, People 10+
Survey Comparisons: 3/2025 - 1/2026

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)	126.2	126.2	0.0
Sample Size	812	807	5

	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	3.3	3.3	0.0	10	3.3	3.7	-0.4	3.5	3.7	-0.2	2.6	2.6	0.0	0.4	0.4	0.0	0.9	0.7	0.2	2.9	3.8	-0.9
Breeze Classic*	1.8	1.5	0.3	13	2.4	1.8	0.6	2.7	2.3	0.4	1.2	1.1	0.1	0.5	0.3	0.2	0.7	0.4	0.3	2.9	2.1	0.8
Coast	8.1	8.1	0.0	3	11.7	11.4	0.3	10.8	10.3	0.5	7.0	6.4	0.6	0.8	1.4	-0.6	1.7	1.9	-0.2	9.6	8.8	0.8
Edge	7.3	4.2	3.1	4	4.3	3.4	0.9	6.8	4.5	2.3	4.9	2.6	2.3	0.4	1.0	-0.6	1.2	1.1	0.1	7.3	5.3	2.0
Flava	2.6	2.4	0.2	11	1.1	1.3	-0.2	1.2	0.2	1.0	0.7	0.6	0.1	0.2	0.6	-0.4	0.2	0.2	0.0	0.5	1.0	-0.5
Gold Sport	0.2	0.2	0.0	18	*	*	*	0.2	0.3	-0.1	*	*	*	*	*	*	*	*	*	0.1	*	*
Life FM	0.9	0.9	0.0	14	1.6	1.2	0.4	0.8	1.1	-0.3	1.0	1.2	-0.2	0.4	0.6	-0.2	0.3	*	*	1.1	1.0	0.1
Mai FM	2.3	2.3	0.0	12	1.1	1.2	-0.1	1.5	1.7	-0.2	1.5	1.9	-0.4	1.0	1.6	-0.6	0.5	0.5	0.0	2.6	2.6	0.0
More FM	14.4	15.2	-0.8	1	10.4	10.4	0.0	15.2	14.9	0.3	9.2	9.9	-0.7	2.7	2.6	0.1	4.0	3.5	0.5	14.6	15.6	-1.0
Newstalk ZB	6.3	6.9	-0.6	6	3.5	4.2	-0.7	3.7	4.2	-0.5	3.4	4.3	-0.9	1.4	2.2	-0.8	2.3	2.8	-0.5	5.8	5.6	0.2
Ngati Hine FM	0.8	0.8	0.0	15	0.3	0.5	-0.2	0.1	0.2	-0.1	0.8	1.0	-0.2	0.6	0.4	0.2	*	0.2	*	0.5	0.5	0.0
Radio Hauraki	6.2	4.6	1.6	7	4.6	3.1	1.5	5.8	4.6	1.2	5.6	4.9	0.7	1.4	0.9	0.5	1.8	1.1	0.7	2.9	3.2	-0.3
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	0.2	0.3	-0.1	18	0.5	0.6	-0.1	0.3	0.3	0.0	0.7	0.5	0.2	0.2	0.2	0.0	*	*	*	1.0	0.8	0.2
Rock	6.6	6.2	0.4	5	6.1	6.7	-0.6	9.4	8.3	1.1	7.1	6.4	0.7	3.3	3.4	-0.1	2.1	1.9	0.2	7.8	6.7	1.1
Sport Nation	*	0.3	*	*	*	0.2	*	*	*	*	*	0.2	*	*	*	*	*	*	*	*	*	*
Tautoko FM	0.8	0.3	0.5	15	0.5	0.2	0.3	0.8	0.5	0.3	1.1	1.0	0.1	*	0.5	*	0.5	*	*	1.1	0.7	0.4
Te Hiku o Te Ika	0.3	0.4	-0.1	17	0.3	0.6	-0.3	*	*	*	1.0	0.9	0.1	1.1	1.0	0.1	*	*	*	0.1	0.2	-0.1
The Hits	8.5	8.1	0.4	2	6.1	5.8	0.3	10.1	8.2	1.9	5.9	5.1	0.8	3.8	2.4	1.4	1.1	1.1	0.0	7.5	7.0	0.5
The Sound	4.0	4.5	-0.5	9	3.8	4.1	-0.3	3.7	4.1	-0.4	2.7	2.9	-0.2	1.0	1.5	-0.5	0.5	0.6	-0.1	3.8	4.1	-0.3
ZM	4.1	2.5	1.6	8	2.6	2.0	0.6	2.9	2.3	0.6	3.4	2.9	0.5	0.9	0.4	0.5	*	*	*	3.2	3.0	0.2
MediaWorks Combo	35.6	34.4	1.2		29.0	29.2	-0.2	37.7	35.5	2.2	26.5	25.6	0.9	9.7	11.1	-1.4	8.9	8.2	0.7	36.2	35.4	0.8
NZME Combo	33.2	30.5	2.7		27.2	25.7	1.5	29.8	27.1	2.7	24.2	22.3	1.9	7.5	7.5	0.0	6.2	6.4	-0.2	26.1	25.4	0.7
All Commercial Radio	61.6	59.7	1.9		52.9	51.7	1.2	59.3	55.3	4.0	48.8	46.1	2.7	18.4	20.2	-1.8	14.1	13.1	1.0	57.7	56.6	1.1

MediaWorks Combo: Breeze, Breeze Classic, Edge, 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



NORTHLAND COMMERCIAL RADIO - GfK SURVEY 1 2026

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

Survey Comparisons: 3/2025 - 1/2026

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	4:56	5:21	-0:25	1:19	1:24	-0:05	0:43	0:50	-0:07	2:27	2:29	-0:01	3:15	3:55	-0:40	9:27	8:48	0:39	7:01	7:14	-0:13	12:31	11:06	1:25
Breeze Classic*	10:51	10:35	0:16	*	*	*	0:45	0:45	0:00	1:51	1:34	0:16	10:28	11:34	-1:06	15:38	21:10	-5:32	13:48	12:51	0:57	13:31	27:00	-13:28
Coast	11:12	10:23	0:48	12:30	*	*	3:33	8:57	-5:24	7:34	9:26	-1:51	12:51	12:55	-0:03	13:36	11:48	1:48	11:29	9:40	1:48	18:31	14:41	3:49
Edge	4:45	4:11	0:34	2:42	2:03	0:38	3:24	2:52	0:31	5:26	5:20	0:06	6:04	5:21	0:42	7:12	5:25	1:47	2:57	4:57	-1:59	6:06	7:38	-1:32
Flava	4:11	5:04	-0:53	2:40	3:01	-0:21	3:52	2:02	1:49	4:06	2:54	1:11	4:06	5:00	-0:54	14:30	19:00	-4:30	14:30	14:30	0:00	5:27	3:21	2:06
Gold Sport	1:27	0:42	0:44	*	*	*	*	*	*	*	*	*	0:30	0:30	0:00	1:27	0:42	0:44	2:30	0:50	1:39	0:30	0:30	0:00
Life FM	5:44	4:29	1:15	1:49	1:45	0:04	9:54	7:58	1:55	9:26	7:46	1:40	8:52	6:56	1:56	9:58	3:37	6:20	11:30	0:45	10:45	8:37	6:06	2:31
Mai FM	5:25	4:32	0:52	5:16	2:25	2:50	2:53	3:11	-0:18	5:34	5:44	-0:09	5:30	5:40	-0:10	5:00	5:00	0:00	*	*	*	2:57	2:34	0:23
More FM	7:29	8:31	-1:01	5:53	4:42	1:11	7:34	8:14	-0:39	7:15	8:46	-1:31	7:15	9:40	-2:24	7:39	9:08	-1:28	8:02	8:45	-0:43	7:40	9:57	-2:16
Newstalk ZB	12:49	12:25	0:23	1:45	1:45	0:00	6:30	6:30	0:00	6:05	2:46	3:18	9:49	8:47	1:01	12:54	11:27	1:27	12:37	12:37	0:00	10:16	8:25	1:50
Ngati Hine FM	3:06	3:49	-0:43	*	*	*	2:25	3:46	-1:21	2:25	3:46	-1:21	3:30	3:49	-0:19	4:26	3:53	0:32	1:00	*	*	1:45	1:45	0:00
Radio Hauraki	10:26	8:57	1:28	8:28	19:42	-11:13	13:47	12:40	1:07	12:17	10:17	2:00	11:18	8:52	2:25	8:50	5:24	3:26	9:23	7:19	2:04	6:07	4:01	2:05
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	2:03	2:01	0:01	2:56	2:51	0:05	*	*	*	2:15	2:15	0:00	1:27	1:14	0:13	0:51	0:52	-0:00	1:28	1:29	-0:00	1:23	1:14	0:09
Rock	7:12	7:01	0:11	3:22	2:43	0:39	7:38	7:24	0:13	8:24	7:45	0:39	7:38	7:28	0:10	5:54	6:25	-0:30	10:49	10:55	-0:06	4:55	4:31	0:24
Sport Nation	*	2:05	*	*	*	*	*	*	*	*	3:30	*	*	3:30	*	*	*	*	*	0:45	*	*	*	*
Tautoko FM	12:23	3:30	8:53	*	2:30	*	12:25	3:45	8:39	19:30	3:39	15:51	14:33	3:07	11:25	2:00	2:00	0:00	2:00	7:15	-5:15	12:25	3:39	8:46
Te Hiku o Te Ika	2:38	2:19	0:19	2:37	2:33	0:04	2:31	2:31	-0:00	2:10	2:10	-0:00	2:10	2:10	-0:00	*	*	*	5:30	*	*	2:00	1:51	0:08
The Hits	7:42	6:43	0:59	2:00	2:46	-0:45	8:16	7:58	0:18	10:33	8:59	1:34	9:31	7:29	2:01	9:50	7:55	1:55	11:59	11:26	0:33	8:31	6:43	1:48
The Sound	8:04	8:13	-0:08	0:37	0:36	0:00	3:21	3:59	-0:38	5:14	6:18	-1:03	8:05	8:25	-0:20	10:20	10:09	0:10	9:27	9:08	0:19	17:17	10:48	6:28
ZM	5:41	5:09	0:32	1:49	0:26	1:22	7:12	7:49	-0:36	7:41	6:39	1:02	7:32	6:39	0:53	3:53	*	*	8:20	4:00	4:20	3:33	3:15	0:18
MediaWorks Combo	9:27	9:55	-0:28	5:24	4:49	0:34	8:54	8:45	0:08	10:49	10:39	0:10	10:27	11:05	-0:38	10:31	11:42	-1:11	11:08	11:28	-0:20	9:34	11:10	-1:36
NZME Combo	11:31	10:34	0:56	4:23	4:20	0:03	11:01	10:03	0:57	11:45	10:10	1:35	12:31	10:47	1:43	14:28	12:01	2:26	13:27	11:56	1:31	12:55	10:06	2:49
All Commercial Radio	14:19	13:57	0:22	6:57	6:25	0:32	14:49	13:48	1:00	17:06	15:38	1:28	16:33	15:34	0:58	16:03	15:26	0:36	16:07	15:27	0:40	15:52	14:41	1:11
Potential (000)	126.2	126.2	0.0	26.4	26.4	0.0	34.5	35.4	-0.9	33.4	33.3	0.1	49.2	49.7	-0.5	34.7	35.6	-0.9	36.3	36.3	0.0	22.4	20.0	2.4
Sample	812	807	5	121	107	14	167	159	8	178	174	4	262	267	-5	217	235	-18	308	312	-4	145	130	15

MediaWorks Combo: Breeze, Breeze Classic, Edge, 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



NORTHLAND COMMERCIAL RADIO - GfK SURVEY 1 2026

Average Time Spent Listening (hh:mm) by Daypart, People 10+
 Survey Comparisons: 3/2025 - 1/2026

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)	126.2	126.2	0.0
Sample Size	812	807	5

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

MediaWorks Combo: Breeze, Breeze Classic, Edge, 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