



# SOUTHLAND 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	8.0	6.9	1.1	4	5.5	5.0	0.5	3.2	4.5	-1.3	3.1	3.9	-0.8	8.5	6.9	1.6	13.3	10.3	3.0	9.2	8.1	1.1	6.6	7.4	-0.8
Breeze Classic*	12.9	12.3	0.6	2	3.3	2.8	0.5	1.7	1.9	-0.2	1.4	2.8	-1.4	5.1	5.5	-0.4	8.4	7.9	0.5	18.6	18.3	0.3	7.5	9.1	-1.6
Channel X	4.6	4.1	0.5	10	6.0	4.5	1.5	9.8	6.6	3.2	11.1	9.8	1.3	7.1	5.9	1.2	2.7	2.2	0.5	2.2	2.4	-0.2	4.7	5.4	-0.7
Coast	6.9	6.7	0.2	6	2.1	2.4	-0.3	6.3	4.8	1.5	5.4	4.5	0.9	5.4	4.6	0.8	4.8	4.9	-0.1	9.7	9.5	0.2	5.5	4.2	1.3
Edge	3.0	3.0	0.0	12	11.9	9.5	2.4	6.9	6.3	0.6	4.8	6.3	-1.5	3.8	4.3	-0.5	1.4	1.2	0.2	0.1	0.1	0.0	5.1	5.7	-0.6
Gold Sport	0.2	0.4	-0.2	16	*	*	*	0.3	1.1	-0.8	0.2	0.9	-0.7	0.1	0.5	-0.4	0.3	0.3	0.0	0.5	0.4	0.1	*	*	*
Hokonui	5.1	4.9	0.2	8	2.1	2.6	-0.5	2.3	2.6	-0.3	3.2	3.3	-0.1	3.5	3.2	0.3	4.6	3.6	1.0	6.2	5.8	0.4	5.0	4.4	0.6
Life FM	0.4	0.4	0.0	14	0.8	0.7	0.1	0.2	0.3	-0.1	0.1	0.3	-0.2	0.2	0.3	-0.1	0.5	0.4	0.1	0.7	0.6	0.1	0.3	0.5	-0.2
More FM	12.2	11.3	0.9	3	21.7	18.7	3.0	14.2	12.3	1.9	11.8	11.4	0.4	12.3	10.5	1.8	16.3	13.7	2.6	14.1	14.3	-0.2	16.1	15.8	0.3
Newstalk ZB	7.2	8.6	-1.4	5	*	*	*	2.9	1.7	1.2	3.3	2.3	1.0	3.6	2.3	1.3	4.3	5.5	-1.2	7.8	12.1	-4.3	1.5	1.1	0.4
Radio Hauraki	2.1	1.3	0.8	13	4.5	4.5	0.0	2.4	2.8	-0.4	3.5	1.8	1.7	2.9	1.7	1.2	1.3	1.1	0.2	0.8	0.3	0.5	3.9	1.9	2.0
Rhema	0.4	0.2	0.2	14	0.2	*	*	*	*	*	*	*	*	*	*	*	0.5	0.4	0.1	0.8	0.7	0.1	*	*	*
Rock	14.2	17.6	-3.4	1	18.0	23.3	-5.3	20.9	20.9	0.0	24.4	20.4	4.0	22.1	25.3	-3.2	14.9	25.0	-10.1	6.7	10.2	-3.5	12.8	13.0	-0.2
Sanctuary	0.1	0.3	-0.2	18	0.6	*	*	*	*	*	*	*	*	*	*	*	*	0.5	*	*	*	0.7	*	*	*
Tahu FM	0.2	0.4	-0.2	16	0.2	0.1	0.1	0.5	0.5	0.0	0.5	0.6	-0.1	0.3	0.6	-0.3	0.2	0.5	-0.3	0.2	0.2	0.0	0.2	1.2	-1.0
The Hits	4.7	5.3	-0.6	9	8.6	11.2	-2.6	6.1	10.6	-4.5	5.3	9.5	-4.2	5.4	6.8	-1.4	5.4	4.1	1.3	4.2	3.1	1.1	7.1	8.2	-1.1
The Sound	4.4	4.3	0.1	11	2.4	2.3	0.1	3.6	2.2	1.4	3.8	2.0	1.8	5.4	4.4	1.0	6.7	6.9	-0.2	5.0	6.7	-1.7	6.6	6.2	0.4
ZM	5.2	7.2	-2.0	7	5.1	5.9	-0.8	10.8	15.1	-4.3	13.1	16.5	-3.4	9.7	13.1	-3.4	3.4	5.5	-2.1	0.4	0.4	0.0	15.9	14.8	1.1
MediaWorks Combo	59.7	60.0	-0.3		69.6	67.0	2.6	61.3	55.0	6.3	61.3	57.0	4.3	64.9	63.3	1.6	64.0	67.6	-3.6	56.0	60.1	-4.1	59.6	62.8	-3.2
NZME Combo	31.5	34.4	-2.9		22.5	26.7	-4.2	32.0	38.7	-6.7	34.8	38.7	-3.9	31.0	32.2	-1.2	24.1	25.0	-0.9	29.6	31.6	-2.0	38.8	34.5	4.3
Potential (000)	84.4	84.5	-0.1		18.1	18.3	-0.2	25.7	26.1	-0.4	24.8	24.6	0.2	36.5	36.2	0.3	23.6	23.7	-0.1	21.9	22.0	-0.1	13.9	14.3	-0.4
Sample	809	806	3		157	163	-6	202	205	-3	205	210	-5	301	307	-6	211	208	3	261	252	9	126	131	-5

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

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

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

\*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)	84.4	84.5	-0.1
Sample Size	809	806	3

	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	7.9	6.3	1.6	5	9.0	7.8	1.2	9.0	7.5	1.5	7.7	7.6	0.1	3.5	3.4	0.1	9.6	2.2	7.4	7.1	7.5	-0.4
Breeze Classic*	10.4	10.7	-0.3	4	15.8	14.7	1.1	12.4	11.4	1.0	12.2	10.0	2.2	11.8	14.1	-2.3	4.6	4.6	0.0	15.4	15.1	0.3
Channel X	3.2	3.7	-0.5	11	4.2	3.7	0.5	6.2	5.1	1.1	5.6	5.0	0.6	5.0	0.9	4.1	4.8	4.0	0.8	3.7	3.8	-0.1
Coast	6.1	6.9	-0.8	7	7.5	8.0	-0.5	6.8	6.0	0.8	5.4	4.4	1.0	5.2	5.0	0.2	3.2	0.7	2.5	9.0	8.9	0.1
Edge	3.1	3.4	-0.3	12	1.2	2.0	-0.8	3.0	3.1	-0.1	4.5	4.0	0.5	6.2	4.4	1.8	3.0	2.6	0.4	2.6	2.7	-0.1
Gold Sport	0.1	0.2	-0.1	17	0.3	0.3	0.0	0.3	0.2	0.1	0.1	0.4	-0.3	*	0.1	*	0.5	1.8	-1.3	0.2	0.6	-0.4
Hokonui	6.5	6.3	0.2	6	5.4	4.5	0.9	6.3	6.9	-0.6	3.7	2.9	0.8	1.3	0.8	0.5	2.0	1.8	0.2	4.7	4.8	-0.1
Life FM	0.7	0.5	0.2	14	0.3	0.2	0.1	0.3	0.4	-0.1	0.5	0.5	0.0	0.2	0.7	-0.5	0.2	0.4	-0.2	0.3	0.2	0.1
More FM	11.6	11.1	0.5	2	10.9	9.1	1.8	12.0	11.1	0.9	12.0	12.8	-0.8	13.6	12.1	1.5	13.7	10.6	3.1	13.7	12.8	0.9
Newstalk ZB	11.2	12.5	-1.3	3	5.4	4.6	0.8	2.3	2.4	-0.1	3.3	3.3	0.0	17.8	21.7	-3.9	21.9	41.4	-19.5	7.2	9.8	-2.6
Radio Hauraki	2.1	1.6	0.5	13	1.8	1.5	0.3	1.2	1.0	0.2	2.7	1.8	0.9	2.5	1.2	1.3	1.5	0.1	1.4	3.1	1.5	1.6
Rhema	0.4	0.2	0.2	15	0.1	*	*	0.4	0.2	0.2	0.6	0.4	0.2	0.6	0.3	0.3	0.4	*	*	0.3	0.2	0.1
Rock	16.0	15.9	0.1	1	13.5	19.4	-5.9	14.4	20.3	-5.9	15.6	20.7	-5.1	13.3	16.9	-3.6	15.8	12.7	3.1	12.2	13.4	-1.2
Sanctuary	0.1	0.3	-0.2	17	*	0.1	*	0.1	0.2	-0.1	*	0.3	*	*	0.2	*	*	0.7	*	0.4	0.3	0.1
Tahu FM	0.3	0.6	-0.3	16	0.2	0.3	-0.1	0.2	0.2	0.0	0.1	0.3	-0.2	*	0.8	*	*	0.7	*	0.3	0.3	0.0
The Hits	3.4	4.4	-1.0	10	6.1	6.7	-0.6	6.3	6.6	-0.3	4.8	6.5	-1.7	5.5	7.1	-1.6	2.4	2.4	0.0	2.9	2.4	0.5
The Sound	4.0	3.7	0.3	9	2.3	2.5	-0.2	3.2	3.1	0.1	5.3	5.7	-0.4	4.3	3.4	0.9	11.0	7.3	3.7	6.4	7.0	-0.6
ZM	6.1	7.2	-1.1	7	6.0	7.9	-1.9	6.5	8.9	-2.4	7.0	8.8	-1.8	1.6	1.6	0.0	0.7	4.8	-4.1	2.8	5.4	-2.6
MediaWorks Combo	56.3	55.1	1.2		57.1	59.5	-2.4	60.4	61.8	-1.4	63.6	66.0	-2.4	58.5	55.5	3.0	62.5	44.5	18.0	61.9	63.2	-1.3
NZME Combo	36.0	39.1	-3.1		32.6	33.5	-0.9	29.8	31.9	-2.1	27.1	28.1	-1.0	33.9	37.5	-3.6	33.5	53.1	-19.6	30.2	33.4	-3.2

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

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

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

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



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Cumulative Audience (000's) 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  
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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	8.5	8.7	-0.2	5	1.2	0.9	0.3	1.3	1.6	-0.3	1.4	1.6	-0.2	3.6	3.7	-0.1	4.1	4.0	0.1	3.0	3.4	-0.4	1.2	1.7	-0.5
Breeze Classic*	9.2	9.7	-0.5	3	1.1	1.0	0.1	0.9	1.0	-0.1	0.5	0.6	-0.1	1.9	2.2	-0.3	3.1	3.6	-0.5	4.5	4.8	-0.3	0.8	0.8	0.0
Channel X	6.9	6.4	0.5	9	1.5	1.5	0.0	2.9	2.9	0.0	3.8	3.6	0.2	4.8	4.1	0.7	1.4	1.1	0.3	0.5	0.8	-0.3	1.7	1.7	0.0
Coast	9.2	8.8	0.4	3	0.8	0.6	0.2	2.1	2.4	-0.3	2.3	2.7	-0.4	3.5	3.8	-0.3	2.9	2.6	0.3	3.4	3.0	0.4	1.0	1.2	-0.2
Edge	8.3	9.1	-0.8	7	3.6	3.3	0.3	3.7	4.0	-0.3	3.3	4.4	-1.1	4.3	5.6	-1.3	1.2	1.4	-0.2	0.3	0.3	0.0	2.2	2.8	-0.6
Gold Sport	0.3	0.8	-0.5	17	*	*	*	0.1	0.6	-0.5	0.1	0.6	-0.5	0.1	0.6	-0.5	0.1	0.2	-0.1	0.2	0.2	0.0	*	*	*
Hokonui	6.8	6.8	0.0	10	0.8	0.7	0.1	0.9	1.3	-0.4	1.6	1.6	0.0	2.5	2.7	-0.2	2.5	2.2	0.3	2.4	2.1	0.3	1.4	1.7	-0.3
Life FM	1.1	1.1	0.0	14	0.4	0.3	0.1	0.2	0.3	-0.1	0.1	0.2	-0.1	0.3	0.4	-0.1	0.4	0.3	0.1	0.4	0.3	0.1	0.2	0.3	-0.1
More FM	17.3	16.9	0.4	1	4.6	4.2	0.4	6.1	6.2	-0.1	6.1	6.4	-0.3	9.1	9.4	-0.3	5.6	5.3	0.3	3.3	3.0	0.3	4.0	4.4	-0.4
Newstalk ZB	6.6	7.0	-0.4	11	*	*	*	0.7	0.8	-0.1	1.0	1.0	0.0	2.0	1.6	0.4	2.2	2.0	0.2	2.7	3.1	-0.4	0.4	0.3	0.1
Radio Hauraki	4.1	3.7	0.4	13	0.8	0.8	0.0	1.4	1.8	-0.4	2.1	1.8	0.3	2.8	2.6	0.2	1.0	1.0	0.0	0.5	0.3	0.2	0.8	0.8	0.0
Rhema	0.7	0.4	0.3	15	0.1	*	*	*	*	*	*	*	*	*	*	*	0.4	0.2	0.2	0.5	0.4	0.1	*	*	*
Rock	13.6	14.0	-0.4	2	3.0	2.5	0.5	6.0	5.3	0.7	6.5	5.8	0.7	9.3	9.8	-0.5	3.8	5.5	-1.7	1.3	1.7	-0.4	2.7	2.9	-0.2
Sanctuary	0.3	0.4	-0.1	17	0.1	*	*	*	*	*	*	*	*	*	*	*	*	0.2	*	0.1	0.3	-0.2	*	*	*
Tahu FM	0.6	0.8	-0.2	16	0.2	0.1	0.1	0.1	0.1	0.0	0.1	0.4	-0.3	0.2	0.6	-0.4	0.2	0.3	-0.1	0.2	0.2	0.0	0.1	0.5	-0.4
The Hits	8.5	8.0	0.5	5	2.7	2.4	0.3	2.8	3.4	-0.6	2.9	3.3	-0.4	4.3	4.6	-0.3	2.5	2.0	0.5	1.4	1.0	0.4	1.9	2.0	-0.1
The Sound	5.6	5.8	-0.2	12	0.7	0.9	-0.2	0.9	1.3	-0.4	1.1	1.1	0.0	2.7	2.4	0.3	3.0	2.9	0.1	2.1	2.6	-0.5	0.9	0.9	0.0
ZM	7.7	8.8	-1.1	8	1.4	1.6	-0.2	4.5	5.0	-0.5	4.8	5.2	-0.4	6.1	7.1	-1.0	1.5	2.1	-0.6	0.2	0.2	0.0	3.0	2.4	0.6
MediaWorks Combo	50.4	52.1	-1.7		10.5	10.2	0.3	15.9	16.3	-0.4	16.2	17.1	-0.9	25.3	26.3	-1.0	16.1	16.9	-0.8	11.8	12.9	-1.1	8.9	10.1	-1.2
NZME Combo	33.7	33.2	0.5		5.2	4.9	0.3	10.1	10.7	-0.6	10.9	10.9	0.0	16.1	16.0	0.1	9.9	9.3	0.6	8.5	8.0	0.5	6.6	6.3	0.3
All Commercial Radio	65.4	65.9	-0.5		11.7	11.3	0.4	19.6	19.9	-0.3	20.0	20.5	-0.5	30.4	31.1	-0.7	20.0	20.1	-0.1	17.3	17.4	-0.1	11.3	12.1	-0.8
Potential (000)	84.4	84.5	-0.1		18.1	18.3	-0.2	25.7	26.1	-0.4	24.8	24.6	0.2	36.5	36.2	0.3	23.6	23.7	-0.1	21.9	22.0	-0.1	13.9	14.3	-0.4
Sample	809	806	3		157	163	-6	202	205	-3	205	210	-5	301	307	-6	211	208	3	261	252	9	126	131	-5

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	This	Last	+/-
Potential (000)	84.4	84.5	-0.1
Sample Size	809	806	3

	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	4.2	3.8	0.4	8	4.8	4.2	0.6	4.8	5.4	-0.6	4.2	4.5	-0.3	1.9	1.5	0.4	1.2	0.7	0.5	4.8	4.8	0.0
Breeze Classic*	6.2	6.4	-0.2	3	5.9	6.0	-0.1	5.9	6.1	-0.2	4.9	5.2	-0.3	3.1	3.2	-0.1	1.2	1.3	-0.1	6.4	6.4	0.0
Channel X	4.2	4.2	0.0	8	3.0	3.0	0.0	4.5	4.2	0.3	4.5	4.2	0.3	1.3	0.9	0.4	1.0	1.4	-0.4	3.8	3.9	-0.1
Coast	4.3	4.7	-0.4	6	4.5	4.2	0.3	4.7	4.7	0.0	3.9	3.5	0.4	2.2	1.8	0.4	0.7	0.4	0.3	6.0	5.7	0.3
Edge	3.5	4.4	-0.9	11	2.2	2.5	-0.3	5.0	5.1	-0.1	4.5	4.8	-0.3	2.3	2.2	0.1	0.7	0.9	-0.2	4.2	4.7	-0.5
Gold Sport	0.2	0.6	-0.4	16	0.3	0.6	-0.3	0.3	0.4	-0.1	0.1	0.6	-0.5	0.1	0.3	-0.2	0.1	0.6	-0.5	0.3	0.8	-0.5
Hokonui	4.3	4.4	-0.1	6	2.9	2.6	0.3	4.2	4.7	-0.5	2.9	2.5	0.4	1.2	0.6	0.6	0.8	0.8	0.0	4.8	4.7	0.1
Life FM	0.8	0.7	0.1	14	0.4	0.4	0.0	0.5	0.6	-0.1	0.5	0.6	-0.1	0.1	0.3	-0.2	0.2	0.3	-0.1	0.7	0.6	0.1
More FM	10.0	9.7	0.3	1	7.2	6.7	0.5	9.6	9.5	0.1	8.8	9.3	-0.5	4.5	4.8	-0.3	2.8	2.6	0.2	9.7	10.2	-0.5
Newstalk ZB	5.0	5.5	-0.5	4	2.9	3.4	-0.5	2.5	3.1	-0.6	2.2	2.1	0.1	2.8	2.9	-0.1	3.0	3.3	-0.3	4.5	5.3	-0.8
Radio Hauraki	2.1	2.0	0.1	13	1.8	1.5	0.3	2.2	2.0	0.2	2.3	1.8	0.5	0.8	0.7	0.1	0.3	0.1	0.2	1.8	1.5	0.3
Rhema	0.4	0.1	0.3	15	0.4	0.2	0.2	0.6	0.4	0.2	0.4	0.3	0.1	0.1	0.1	0.0	0.2	*	*	0.6	0.3	0.3
Rock	9.1	9.6	-0.5	2	7.8	8.9	-1.1	7.7	9.4	-1.7	8.7	9.1	-0.4	3.9	3.8	0.1	3.2	2.7	0.5	7.8	8.3	-0.5
Sanctuary	0.1	0.3	-0.2	18	*	0.1	*	0.1	0.2	-0.1	0.1	0.2	-0.1	*	0.1	*	*	0.2	*	0.2	0.3	-0.1
Tahu FM	0.2	0.5	-0.3	16	0.2	0.3	-0.1	0.3	0.3	0.0	0.1	0.3	-0.2	*	0.1	*	*	0.1	*	0.4	0.3	0.1
The Hits	3.8	4.1	-0.3	10	3.5	3.6	-0.1	5.5	5.1	0.4	4.1	4.4	-0.3	1.9	1.7	0.2	0.7	0.7	0.0	4.1	3.4	0.7
The Sound	3.1	3.3	-0.2	12	2.5	2.0	0.5	3.0	2.7	0.3	3.7	3.6	0.1	1.3	1.1	0.2	1.2	0.9	0.3	4.1	4.4	-0.3
ZM	4.8	5.3	-0.5	5	4.2	4.4	-0.2	5.8	6.7	-0.9	5.2	6.1	-0.9	1.4	1.4	0.0	0.4	1.0	-0.6	4.2	5.6	-1.4
MediaWorks Combo	33.1	34.9	-1.8		28.6	29.1	-0.5	34.0	35.5	-1.5	32.5	33.4	-0.9	16.3	16.0	0.3	9.8	9.7	0.1	33.3	36.2	-2.9
NZME Combo	21.7	22.1	-0.4		17.7	17.6	0.1	21.8	22.3	-0.5	18.9	19.0	-0.1	9.7	9.0	0.7	5.5	5.8	-0.3	22.7	23.0	-0.3
All Commercial Radio	48.9	50.3	-1.4		41.4	41.5	-0.1	49.7	49.9	-0.2	47.5	47.5	0.0	24.4	23.5	0.9	14.6	14.3	0.3	49.7	51.8	-2.1

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

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

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



# SOUTHLAND 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	11:21	9:45	1:35	5:29	5:39	-0:10	6:38	8:15	-1:36	6:59	7:59	-1:00	13:33	11:22	2:10	15:22	12:29	2:53	11:03	8:26	2:36	9:35	8:14	1:20
Breeze Classic*	16:54	15:38	1:15	3:40	3:13	0:26	5:06	5:35	-0:28	8:23	14:24	-6:01	15:09	15:22	-0:13	13:08	10:35	2:33	15:05	13:29	1:36	17:04	20:06	-3:01
Channel X	8:03	7:44	0:18	4:35	3:19	1:15	9:11	6:44	2:27	9:08	9:06	0:02	8:28	8:51	-0:22	9:18	9:19	-0:01	16:08	11:13	4:54	4:40	6:02	-1:22
Coast	9:02	9:15	-0:13	3:08	4:04	-0:56	8:03	5:43	2:19	7:23	5:36	1:47	8:41	7:22	1:19	7:46	9:09	-1:23	10:19	11:10	-0:50	9:22	6:15	3:06
Edge	4:21	4:03	0:17	3:52	3:09	0:43	5:05	4:34	0:30	4:35	4:45	-0:10	5:00	4:45	0:15	5:26	4:07	1:19	1:06	0:57	0:08	3:57	3:50	0:06
Gold Sport	8:31	6:08	2:22	*	*	*	5:45	5:30	0:15	5:45	5:30	0:15	5:45	5:30	0:15	11:15	8:04	3:10	10:22	7:58	2:23	*	*	*
Hokonui	9:04	8:58	0:06	3:03	4:10	-1:07	6:35	5:55	0:39	6:23	6:53	-0:29	7:48	7:19	0:29	8:48	7:49	0:59	9:11	9:52	-0:40	6:10	5:02	1:08
Life FM	4:12	4:11	0:01	2:32	3:01	-0:29	3:15	2:55	0:19	5:15	3:52	1:22	3:00	3:31	-0:31	5:27	5:26	0:00	7:25	6:45	0:39	2:09	2:56	-0:47
More FM	8:32	8:11	0:20	5:30	4:48	0:41	6:15	5:47	0:28	6:01	5:56	0:04	7:40	6:51	0:48	13:44	12:40	1:03	15:23	16:36	-1:12	6:54	6:41	0:13
Newstalk ZB	13:09	15:10	-2:01	*	*	*	10:33	6:21	4:12	10:03	7:49	2:14	10:04	8:39	1:24	9:15	13:29	-4:13	10:39	13:49	-3:10	5:43	7:11	-1:27
Radio Hauraki	6:09	4:31	1:38	6:47	5:56	0:51	4:45	4:31	0:14	5:07	3:16	1:51	5:54	4:08	1:45	6:09	5:27	0:41	5:25	3:44	1:40	8:02	4:41	3:21
Rhema	6:02	7:01	-0:58	2:30	*	*	*	*	*	*	*	*	*	*	*	6:49	8:23	-1:33	6:15	7:01	-0:46	*	*	*
Rock	12:36	15:26	-2:50	7:09	9:55	-2:45	9:22	11:26	-2:04	11:44	11:40	0:03	13:28	15:54	-2:25	18:37	22:13	-3:35	19:17	21:05	-1:47	8:04	8:17	-0:12
Sanctuary	4:55	8:15	-3:19	7:00	*	*	*	*	*	*	*	*	*	*	*	*	10:29	*	0:30	8:01	-7:31	*	*	*
Tahu FM	4:20	5:19	-0:59	1:30	1:30	0:00	13:00	13:00	0:00	11:04	5:23	5:41	6:47	6:17	0:30	3:52	7:32	-3:40	4:01	4:11	-0:09	2:22	4:49	-2:26
The Hits	6:38	8:05	-1:26	3:45	5:02	-1:17	5:57	8:58	-3:01	5:44	9:41	-3:56	7:09	9:08	-1:59	10:23	9:46	0:36	10:53	11:24	-0:30	6:19	7:43	-1:24
The Sound	9:25	9:05	0:19	3:46	2:46	1:00	11:37	4:55	6:42	10:29	5:56	4:32	11:29	11:28	0:00	10:42	11:32	-0:49	8:40	9:04	-0:24	12:40	13:25	-0:45
ZM	8:08	10:00	-1:51	4:06	4:05	0:01	6:33	8:54	-2:20	8:31	10:35	-2:04	9:08	11:22	-2:14	10:54	12:58	-2:04	7:18	7:28	-0:10	9:06	11:23	-2:16
MediaWorks Combo	14:17	14:07	0:10	7:45	7:05	0:40	10:29	9:51	0:38	11:43	11:06	0:37	14:35	14:46	-0:11	18:55	19:26	-0:31	17:22	16:28	0:53	11:24	11:37	-0:13
NZME Combo	11:18	12:44	-1:26	5:06	5:55	-0:48	8:37	10:31	-1:53	9:56	11:48	-1:51	10:59	12:20	-1:21	11:34	13:08	-1:33	12:43	13:58	-1:14	9:57	10:13	-0:15
All Commercial Radio	18:28	18:38	-0:09	10:02	9:34	0:28	13:50	14:38	-0:47	15:33	16:12	-0:39	18:46	19:40	-0:54	23:49	24:15	-0:25	21:05	20:15	0:50	15:04	15:28	-0:23
Potential (000)	84.4	84.5	-0.1	18.1	18.3	-0.2	25.7	26.1	-0.4	24.8	24.6	0.2	36.5	36.2	0.3	23.6	23.7	-0.1	21.9	22.0	-0.1	13.9	14.3	-0.4
Sample	809	806	3	157	163	-6	202	205	-3	205	210	-5	301	307	-6	211	208	3	261	252	9	126	131	-5

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

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

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



# SOUTHLAND 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)	84.4	84.5	-0.1
Sample Size	809	806	3

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

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

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

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