



AUCKLAND COMMERCIAL RADIO - GfK SURVEY 2 2026

Station Share (%) by Demographic, Mon-Sun 12mn-12mn
Survey Comparisons: 1/2026 - 2/2026

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

	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	+/-
95bFM	0.8	1.2	-0.4	20	1.2	1.5	-0.3	1.0	0.9	0.1	0.6	0.4	0.2	0.7	1.5	-0.8	0.9	2.1	-1.2	1.1	1.0	0.1	0.1	0.7	-0.6
Breeze	10.1	11.0	-0.9	3	10.2	11.4	-1.2	7.8	6.2	1.6	8.6	6.4	2.2	9.4	9.9	-0.5	10.1	14.2	-4.1	9.6	11.8	-2.2	7.5	12.7	-5.2
Breeze Classic	3.9	4.8	-0.9	10	1.3	0.5	0.8	0.5	0.5	0.0	0.4	0.4	0.0	1.1	1.4	-0.3	5.2	5.5	-0.3	6.5	9.3	-2.8	3.9	1.6	2.3
Channel X	2.3	2.3	0.0	16	1.6	2.1	-0.5	2.5	3.2	-0.7	4.6	4.0	0.6	3.9	3.7	0.2	1.6	1.9	-0.3	1.1	0.9	0.2	4.5	2.6	1.9
Coast	4.9	5.5	-0.6	6	2.5	1.4	1.1	1.3	1.2	0.1	1.6	1.7	-0.1	2.3	4.1	-1.8	7.1	10.0	-2.9	8.5	9.2	-0.7	3.6	3.5	0.1
Edge	4.0	3.6	0.4	9	8.4	8.7	-0.3	9.3	7.0	2.3	7.0	5.0	2.0	5.0	3.9	1.1	1.0	1.3	-0.3	1.3	0.7	0.6	4.9	4.9	0.0
Flava	3.0	3.1	-0.1	13	3.2	3.6	-0.4	5.1	5.7	-0.6	5.9	6.8	-0.9	5.1	5.2	-0.1	2.3	1.2	1.1	0.7	0.2	0.5	3.5	3.3	0.2
George FM	3.7	3.8	-0.1	11	2.4	4.1	-1.7	5.7	5.3	0.4	6.7	5.6	1.1	6.3	5.6	0.7	4.1	4.1	0.0	1.5	1.7	-0.2	1.9	2.7	-0.8
Humm FM	2.4	3.0	-0.6	14	1.7	0.8	0.9	3.5	4.1	-0.6	4.5	5.4	-0.9	3.5	4.2	-0.7	1.3	0.9	0.4	1.9	2.9	-1.0	4.1	2.5	1.6
iHeartCountry	1.3	1.2	0.1	19	0.5	0.8	-0.3	1.0	1.9	-0.9	0.9	1.8	-0.9	1.1	1.6	-0.5	1.8	0.9	0.9	1.8	0.7	1.1	0.9	2.5	-1.6
Life FM	1.6	1.9	-0.3	17	1.7	2.6	-0.9	1.9	3.6	-1.7	2.4	4.1	-1.7	2.7	3.1	-0.4	2.1	0.8	1.3	0.5	0.3	0.2	2.0	3.1	-1.1
Mai FM	10.3	10.3	0.0	2	18.8	18.3	0.5	15.8	16.8	-1.0	15.0	16.7	-1.7	13.5	13.7	-0.2	7.4	5.5	1.9	3.4	2.4	1.0	12.8	13.0	-0.2
More FM	5.4	5.5	-0.1	5	5.1	6.5	-1.4	4.4	4.8	-0.4	4.2	5.1	-0.9	6.1	5.2	0.9	10.1	7.1	3.0	6.1	6.7	-0.6	8.5	8.0	0.5
Newstalk ZB	15.2	14.1	1.1	1	6.3	6.4	-0.1	5.5	5.4	0.1	6.4	5.7	0.7	6.6	6.1	0.5	11.0	13.9	-2.9	23.7	24.5	-0.8	8.9	9.6	-0.7
Radio Hauraki	1.6	2.2	-0.6	17	0.4	1.0	-0.6	0.9	2.7	-1.8	1.4	2.8	-1.4	1.7	2.8	-1.1	2.1	2.2	-0.1	2.7	2.5	0.2	1.8	1.8	0.0
Radio Waatea	0.1	0.1	0.0	23	*	*	*	0.2	0.3	-0.1	0.2	0.3	-0.1	0.1	0.2	-0.1	*	*	*	*	*	*	*	*	*
Rhema	0.6	0.4	0.2	21	0.2	0.2	0.0	0.1	0.1	0.0	0.3	0.2	0.1	0.5	0.3	0.2	0.6	0.3	0.3	0.2	0.1	0.1	0.1	0.1	0.0
Rock	6.5	5.5	1.0	4	11.8	10.9	0.9	9.1	9.0	0.1	5.8	5.5	0.3	6.4	5.5	0.9	6.8	5.7	1.1	5.6	3.6	2.0	6.7	4.4	2.3
Sanctuary	0.2	0.1	0.1	22	*	0.1	*	*	*	*	*	*	*	*	*	*	0.2	0.1	0.1	0.3	0.1	0.2	0.3	*	*
Tainui Live	*	*	*	*	0.1	0.1	0.0	0.1	*	*	0.1	*	*	0.1	*	*	*	*	*	*	*	*	*	*	*
Tarana	2.4	1.9	0.5	14	1.7	1.3	0.4	2.0	1.2	0.8	2.9	2.3	0.6	2.9	2.3	0.6	2.1	1.9	0.2	2.3	1.5	0.8	3.2	2.0	1.2
The Hits	4.7	4.4	0.3	7	5.5	4.8	0.7	5.1	7.1	-2.0	4.7	6.5	-1.8	5.6	5.8	-0.2	6.7	4.2	2.5	4.1	3.0	1.1	7.5	8.0	-0.5
The Sound	3.1	2.8	0.3	12	2.4	2.1	0.3	2.4	1.7	0.7	2.0	1.4	0.6	2.7	2.4	0.3	4.4	4.4	0.0	5.0	4.4	0.6	0.6	0.9	-0.3
ZM	4.4	3.8	0.6	8	6.4	5.8	0.6	8.1	5.2	2.9	7.7	5.2	2.5	6.4	4.5	1.9	3.4	3.7	-0.3	1.7	2.3	-0.6	5.5	4.8	0.7
MediaWorks Combo	51.9	52.7	-0.8		64.4	66.1	-1.7	61.5	59.1	2.4	58.9	55.8	3.1	58.2	55.8	2.4	52.3	50.7	1.6	42.2	44.5	-2.3	55.7	53.6	2.1
NZME Combo	35.1	35.3	-0.2		24.9	24.6	0.3	27.0	29.7	-2.7	28.6	31.0	-2.4	28.9	31.0	-2.1	34.4	37.6	-3.2	43.3	44.6	-1.3	31.5	34.4	-2.9
Potential (000)	1,576.0	1,576.0	0.0		358.0	358.0	0.0	600.2	596.6	3.6	569.0	569.0	0.0	789.0	789.0	0.0	409.0	409.0	0.0	323.0	323.0	0.0	327.7	316.3	11.4
Sample	2,417	2,446	-29		645	627	18	899	856	43	897	872	25	1,200	1,189	11	543	554	-11	457	502	-45	495	485	10

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, Humm FM, Mai FM, More FM, Rock, The Sound, or listening to More FM Rodney
NZME Combo: BBC (until S1 26), Coast, Flava, Gold Sport (until S1 26), iHeartCountry, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui



AUCKLAND COMMERCIAL RADIO - GfK SURVEY 2 2026

Station Share (%) by Daypart, People 10+

Survey Comparisons: 1/2026 - 2/2026

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

	This	Last	+/-
Potential (000)	1,576.0	1,576.0	0.0
Sample Size	2,417	2,446	-29

	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	+/-
95bFM	0.7	0.7	0.0	20	1.2	1.3	-0.1	0.7	1.2	-0.5	0.9	1.2	-0.3	1.3	1.5	-0.2	0.4	0.6	-0.2	0.8	1.8	-1.0
Breeze	7.6	9.4	-1.8	3	11.8	10.4	1.4	11.3	10.1	1.2	10.0	10.1	-0.1	8.3	12.9	-4.6	11.3	17.7	-6.4	10.3	12.3	-2.0
Breeze Classic	2.4	3.4	-1.0	13	5.8	6.3	-0.5	6.0	7.0	-1.0	2.4	3.5	-1.1	1.7	4.1	-2.4	2.3	0.7	1.6	4.0	4.8	-0.8
Channel X	1.8	2.1	-0.3	16	3.8	3.0	0.8	3.9	2.8	1.1	2.0	2.5	-0.5	0.7	0.8	-0.1	0.1	0.6	-0.5	1.5	2.2	-0.7
Coast	3.6	4.2	-0.6	9	5.7	6.9	-1.2	5.4	6.2	-0.8	5.2	5.1	0.1	3.9	4.8	-0.9	2.1	3.1	-1.0	5.6	5.9	-0.3
Edge	4.4	3.7	0.7	8	4.4	3.7	0.7	4.8	3.6	1.2	3.9	3.4	0.5	3.4	3.5	-0.1	2.3	2.2	0.1	3.3	3.6	-0.3
Flava	2.8	2.5	0.3	12	3.7	3.6	0.1	4.3	4.2	0.1	2.3	2.7	-0.4	2.5	4.0	-1.5	2.6	1.9	0.7	2.4	2.6	-0.2
George FM	3.1	3.0	0.1	11	2.9	3.2	-0.3	4.4	4.6	-0.2	4.3	4.4	-0.1	4.3	2.5	1.8	2.1	1.9	0.2	3.8	4.4	-0.6
Humm FM	2.4	3.1	-0.7	13	2.1	3.1	-1.0	2.4	3.4	-1.0	2.1	3.4	-1.3	4.0	3.4	0.6	3.4	3.2	0.2	2.1	2.2	-0.1
iHeartCountry	0.8	0.6	0.2	19	1.4	1.4	0.0	1.2	1.3	-0.1	1.5	1.1	0.4	1.2	0.8	0.4	0.5	0.4	0.1	1.8	1.7	0.1
Life FM	1.7	2.0	-0.3	17	0.9	1.6	-0.7	1.9	2.1	-0.2	2.0	2.2	-0.2	2.1	1.7	0.4	1.1	2.3	-1.2	1.7	1.9	-0.2
Mai FM	11.1	11.6	-0.5	2	8.6	7.9	0.7	9.5	9.5	0.0	10.3	11.1	-0.8	11.3	10.9	0.4	11.6	11.6	0.0	11.0	10.6	0.4
More FM	6.0	5.1	0.9	4	5.5	6.1	-0.6	5.8	6.0	-0.2	5.0	4.6	0.4	2.3	2.6	-0.3	5.3	3.8	1.5	5.3	6.5	-1.2
Newstalk ZB	22.4	20.4	2.0	1	10.0	11.4	-1.4	8.6	9.0	-0.4	16.4	15.3	1.1	18.3	14.0	4.3	22.1	23.1	-1.0	14.7	12.2	2.5
Radio Hauraki	1.2	1.8	-0.6	18	1.8	3.0	-1.2	1.6	3.1	-1.5	1.3	1.6	-0.3	0.7	1.0	-0.3	0.6	0.6	0.0	2.2	2.1	0.1
Radio Waatea	0.1	0.1	0.0	23	*	*	*	*	*	*	0.1	0.2	-0.1	*	*	*	*	*	*	0.1	0.1	0.0
Rhema	0.4	0.2	0.2	21	0.4	0.4	0.0	0.3	0.2	0.1	0.6	0.3	0.3	1.3	1.0	0.3	0.6	0.7	-0.1	0.8	0.6	0.2
Rock	5.2	5.3	-0.1	5	8.0	7.1	0.9	8.6	6.8	1.8	5.7	6.1	-0.4	5.5	2.5	3.0	9.1	3.7	5.4	4.9	4.3	0.6
Sanctuary	0.3	0.1	0.2	22	0.5	*	*	0.1	0.2	-0.1	0.1	*	*	0.1	0.1	0.0	0.2	*	*	0.2	0.1	0.1
Tainui Live	*	*	*	*	*	*	*	0.1	*	*	*	0.1	*	0.1	0.1	0.0	*	*	*	*	*	*
Tarana	3.4	2.5	0.9	10	2.0	1.2	0.8	0.9	0.6	0.3	3.3	3.0	0.3	2.5	2.7	-0.2	2.3	1.5	0.8	2.7	2.1	0.6
The Hits	4.5	4.4	0.1	7	4.8	4.8	0.0	4.8	5.0	-0.2	5.1	4.1	1.0	4.5	4.3	0.2	2.5	3.6	-1.1	5.3	3.8	1.5
The Sound	2.1	2.1	0.0	15	3.2	3.6	-0.4	3.8	3.8	0.0	2.5	2.4	0.1	3.4	3.7	-0.3	4.0	2.1	1.9	3.3	2.2	1.1
ZM	5.1	4.5	0.6	6	4.5	3.6	0.9	4.4	3.7	0.7	5.8	4.6	1.2	2.7	2.3	0.4	3.2	2.9	0.3	3.7	3.4	0.3
MediaWorks Combo	46.3	49.1	-2.8		56.3	54.6	1.7	60.7	57.9	2.8	48.8	51.6	-2.8	45.3	47.2	-1.9	51.6	47.5	4.1	50.1	53.5	-3.4
NZME Combo	40.5	39.3	1.2		31.9	35.3	-3.4	30.4	32.9	-2.5	37.6	34.8	2.8	34.0	34.0	0.0	33.7	39.2	-5.5	35.7	33.3	2.4

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, Humm FM, Mai FM, More FM, Rock, The Sound, or listening to More FM Rodney
NZME Combo: BBC (until S1 26), Coast, Flava, Gold Sport (until S1 26), iHeartCountry, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui



AUCKLAND COMMERCIAL RADIO - GfK SURVEY 2 2026

Cumulative Audience (000's) by Demographic, Mon-Sun 12mn-12mn
Survey Comparisons: 1/2026 - 2/2026

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

	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	+/-
95bFM	31.8	36.7	-4.9	20	8.9	12.1	-3.2	12.4	11.6	0.8	9.4	8.4	1.0	12.1	16.0	-3.9	9.0	12.2	-3.2	10.2	8.0	2.2	3.8	6.6	-2.8
Breeze	230.6	240.7	-10.1	3	49.4	53.2	-3.8	79.4	69.4	10.0	77.6	67.9	9.7	107.3	106.7	0.6	60.8	79.9	-19.1	56.3	64.2	-7.9	44.7	51.2	-6.5
Breeze Classic	63.4	66.1	-2.7	13	10.9	6.5	4.4	9.7	9.2	0.5	9.6	9.1	0.5	13.9	13.4	0.5	16.5	12.0	4.5	22.9	25.7	-2.8	11.0	5.8	5.2
Channel X	63.1	56.9	6.2	14	11.4	10.6	0.8	21.2	24.3	-3.1	28.4	26.8	1.6	44.1	40.0	4.1	20.1	17.6	2.5	7.6	6.2	1.4	18.6	12.2	6.4
Coast	88.9	78.9	10.0	11	13.0	11.3	1.7	12.5	12.7	-0.2	13.3	12.9	0.4	26.1	25.7	0.4	34.4	31.8	2.6	37.9	33.2	4.7	20.2	14.5	5.7
Edge	147.4	155.0	-7.6	6	54.1	57.9	-3.8	94.0	92.4	1.6	73.4	73.6	-0.2	80.2	83.1	-2.9	13.2	18.1	-4.9	12.3	11.9	0.4	27.6	29.1	-1.5
Flava	89.9	84.7	5.2	10	26.5	23.9	2.6	47.5	43.0	4.5	45.5	44.9	0.6	57.4	56.4	1.0	16.9	15.5	1.4	6.1	4.4	1.7	20.5	18.4	2.1
George FM	91.2	108.4	-17.2	9	18.5	25.8	-7.3	51.2	58.9	-7.7	52.4	54.3	-1.9	65.1	69.5	-4.4	17.1	24.6	-7.5	7.2	12.5	-5.3	14.6	22.8	-8.2
Humm FM	39.4	39.9	-0.5	18	4.2	3.3	0.9	17.6	17.2	0.4	21.5	23.6	-2.1	25.7	28.7	-3.0	8.5	5.1	3.4	9.4	4.6	4.8	13.9	7.9	6.0
iHeartCountry	35.5	32.9	2.6	19	6.8	7.3	-0.5	12.9	14.6	-1.7	12.1	13.4	-1.3	16.8	17.1	-0.3	10.9	7.1	3.8	9.1	6.8	2.3	8.0	10.4	-2.4
Life FM	44.1	45.7	-1.6	16	10.6	9.2	1.4	16.0	20.5	-4.5	19.5	24.2	-4.7	29.2	33.0	-3.8	13.6	11.5	2.1	3.9	3.0	0.9	10.0	14.1	-4.1
Mai FM	243.0	249.2	-6.2	2	87.2	82.5	4.7	123.9	135.0	-11.1	114.1	124.9	-10.8	141.2	150.7	-9.5	37.8	34.8	3.0	12.9	11.7	1.2	55.9	52.6	3.3
More FM	163.0	163.8	-0.8	4	36.1	42.4	-6.3	60.2	63.8	-3.6	56.1	60.8	-4.7	91.4	87.3	4.1	60.5	48.1	12.4	32.6	30.8	1.8	44.4	43.5	0.9
Newstalk ZB	269.7	263.4	6.3	1	46.7	44.3	2.4	67.4	57.5	9.9	70.3	61.4	8.9	104.0	95.5	8.5	74.8	88.3	-13.5	80.4	92.5	-12.1	43.7	43.4	0.3
Radio Hauraki	51.9	59.8	-7.9	15	6.4	10.1	-3.7	12.2	19.7	-7.5	17.9	24.7	-6.8	30.7	37.0	-6.3	20.0	18.7	1.3	14.8	12.7	2.1	10.8	11.7	-0.9
Radio Waatea	2.4	3.1	-0.7	24	*	*	*	2.4	3.1	-0.7	2.4	3.1	-0.7	2.4	3.1	-0.7	*	*	*	*	*	*	*	*	*
Rhema	12.5	7.5	5.0	21	2.0	0.9	1.1	2.0	1.1	0.9	2.6	1.6	1.0	6.1	2.9	3.2	5.0	1.9	3.1	1.5	1.4	0.1	2.0	1.0	1.0
Rock	134.7	139.7	-5.0	7	38.9	43.6	-4.7	51.4	53.1	-1.7	54.8	49.5	5.3	77.4	75.8	1.6	35.8	40.6	-4.8	17.7	17.6	0.1	28.1	21.4	6.7
Sanctuary	5.9	4.4	1.5	23	*	0.3	*	*	*	*	*	*	*	0.4	0.4	0.0	2.3	1.4	0.9	2.8	1.9	0.9	1.5	*	*
Tainui Live	6.2	3.8	2.4	22	1.7	1.8	-0.1	3.8	1.2	2.6	3.4	0.7	2.7	4.2	1.5	2.7	1.2	0.8	0.4	0.4	0.5	-0.1	1.1	*	*
Tarana	40.0	28.6	11.4	17	5.9	6.8	-0.9	10.5	7.5	3.0	15.0	10.7	4.3	24.4	15.0	9.4	12.7	6.6	6.1	8.8	5.8	3.0	11.3	5.8	5.5
The Hits	130.4	123.6	6.8	8	35.3	31.1	4.2	62.8	64.4	-1.6	52.2	55.3	-3.1	73.2	71.2	2.0	33.8	31.3	2.5	19.5	20.9	-1.4	33.1	34.1	-1.0
The Sound	84.3	78.5	5.8	12	21.4	18.3	3.1	26.9	18.6	8.3	25.8	17.3	8.5	31.7	29.2	2.5	21.4	28.0	-6.6	28.8	26.9	1.9	9.8	8.9	0.9
ZM	156.4	137.8	18.6	5	43.4	42.2	1.2	85.3	69.4	15.9	81.6	64.9	16.7	100.1	83.0	17.1	30.8	29.0	1.8	12.9	12.0	0.9	40.2	31.1	9.1
MediaWorks Combo	807.4	859.3	-51.9		195.1	197.9	-2.8	325.1	342.6	-17.5	310.1	331.0	-20.9	423.9	454.7	-30.8	204.6	221.4	-16.8	153.3	159.5	-6.2	181.5	180.5	1.0
NZME Combo	624.4	612.0	12.4		126.2	123.9	2.3	221.8	215.9	5.9	216.5	210.8	5.7	303.8	297.8	6.0	173.5	180.4	-6.9	147.0	150.6	-3.6	131.0	127.5	3.5
All Commercial Radio	1,118.9	1,175.4	-56.5		238.4	245.2	-6.8	405.2	429.0	-23.8	402.3	422.2	-19.9	564.2	601.5	-37.3	312.0	335.5	-23.5	247.0	255.5	-8.5	244.6	249.5	-4.9
Potential (000)	1,576.0	1,576.0	0.0		358.0	358.0	0.0	600.2	596.6	3.6	569.0	569.0	0.0	789.0	789.0	0.0	409.0	409.0	0.0	323.0	323.0	0.0	327.7	316.3	11.4
Sample	2,417	2,446	-29		645	627	18	899	856	43	897	872	25	1,200	1,189	11	543	554	-11	457	502	-45	495	485	10

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

NZME Combo: BBC (until S1 26), Coast, Flava, Gold Sport (until S1 26), iHeartCountry, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui



AUCKLAND COMMERCIAL RADIO - GfK SURVEY 2 2026

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

Survey Comparisons: 1/2026 - 2/2026

This Survey Period: Sun Feb 8 to Sat May 2 & Sun May 10 to Sat Aug 1 2026

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

	This	Last	+/-
Potential (000)	1,576.0	1,576.0	0.0
Sample Size	2,417	2,446	-29

	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	+/-
95bFM	10.0	12.6	-2.6	20	13.8	12.5	1.3	5.8	10.8	-5.0	8.7	13.2	-4.5	8.6	11.0	-2.4	3.7	5.1	-1.4	17.3	21.0	-3.7
Breeze	105.9	118.2	-12.3	3	99.2	99.7	-0.5	114.2	110.0	4.2	99.5	101.0	-1.5	40.3	49.3	-9.0	29.1	35.5	-6.4	132.4	147.4	-15.0
Breeze Classic	22.5	24.3	-1.8	15	35.8	43.1	-7.3	38.7	44.2	-5.5	23.4	24.0	-0.6	9.5	16.1	-6.6	8.1	3.8	4.3	40.5	42.2	-1.7
Channel X	30.7	25.8	4.9	13	29.8	27.2	2.6	27.8	26.0	1.8	32.4	28.5	3.9	8.7	9.4	-0.7	1.1	2.5	-1.4	34.2	39.4	-5.2
Coast	46.7	38.7	8.0	9	41.9	39.4	2.5	45.9	36.6	9.3	34.5	30.1	4.4	13.2	11.9	1.3	9.5	10.6	-1.1	45.9	48.1	-2.2
Edge	69.7	72.8	-3.1	6	46.1	47.5	-1.4	62.5	58.4	4.1	53.3	56.5	-3.2	24.3	24.4	-0.1	11.9	12.5	-0.6	81.0	89.9	-8.9
Flava	42.2	36.8	5.4	10	38.6	34.4	4.2	44.1	44.3	-0.2	26.8	28.6	-1.8	8.4	16.9	-8.5	8.8	9.9	-1.1	42.3	35.2	7.1
George FM	34.8	44.5	-9.7	12	29.1	33.7	-4.6	42.8	51.3	-8.5	44.2	53.3	-9.1	24.1	18.6	5.5	11.4	11.4	0.0	50.8	58.2	-7.4
Humm FM	22.4	28.4	-6.0	16	14.9	18.2	-3.3	21.9	18.1	3.8	18.9	25.9	-7.0	11.9	9.7	2.2	6.7	7.1	-0.4	24.7	28.1	-3.4
iHeartCountry	15.8	10.1	5.7	19	13.6	14.5	-0.9	21.3	19.4	1.9	17.4	14.3	3.1	11.4	6.9	4.5	5.1	1.3	3.8	21.0	23.1	-2.1
Life FM	17.9	19.6	-1.7	18	14.1	16.0	-1.9	17.3	21.8	-4.5	15.4	20.5	-5.1	10.6	11.9	-1.3	4.3	5.5	-1.2	33.9	36.5	-2.6
Mai FM	135.9	144.1	-8.2	2	91.5	86.3	5.2	107.7	101.6	6.1	91.9	104.2	-12.3	52.9	55.0	-2.1	43.9	41.3	2.6	154.8	152.6	2.2
More FM	75.7	74.9	0.8	5	61.1	68.2	-7.1	73.5	79.0	-5.5	65.1	66.2	-1.1	19.0	22.5	-3.5	23.9	17.3	6.6	82.1	87.7	-5.6
Newstalk ZB	180.4	181.1	-0.7	1	105.4	123.0	-17.6	97.3	97.6	-0.3	99.6	105.2	-5.6	48.2	54.5	-6.3	59.4	54.5	4.9	149.4	144.4	5.0
Radio Hauraki	21.9	27.5	-5.6	17	23.6	25.7	-2.1	24.9	27.9	-3.0	23.3	30.4	-7.1	6.7	11.6	-4.9	5.2	5.1	0.1	29.1	29.7	-0.6
Radio Waatea	1.2	1.8	-0.6	24	*	*	*	*	*	*	1.8	2.4	-0.6	*	*	*	*	*	*	1.8	2.5	-0.7
Rhema	6.5	3.7	2.8	21	7.1	4.7	2.4	3.5	2.5	1.0	5.0	3.4	1.6	3.6	1.5	2.1	0.9	0.9	0.0	9.6	6.9	2.7
Rock	59.1	70.6	-11.5	8	52.3	50.1	2.2	50.1	47.0	3.1	51.6	65.8	-14.2	19.0	18.2	0.8	27.5	23.2	4.3	62.3	65.7	-3.4
Sanctuary	2.7	1.3	1.4	22	3.5	0.9	2.6	2.3	2.9	-0.6	1.4	1.4	0.0	1.3	1.4	-0.1	1.5	*	*	5.5	1.7	3.8
Tainui Live	2.4	*	*	23	2.4	*	*	2.4	0.9	1.5	1.8	2.2	-0.4	1.4	1.5	-0.1	0.4	*	*	1.3	0.7	0.6
Tarana	27.4	18.5	8.9	14	18.8	11.7	7.1	14.6	9.3	5.3	23.4	15.5	7.9	10.9	8.0	2.9	8.1	5.5	2.6	28.5	20.0	8.5
The Hits	66.6	63.5	3.1	7	57.6	53.9	3.7	64.0	59.8	4.2	64.2	50.7	13.5	22.0	20.9	1.1	12.6	8.3	4.3	75.5	64.3	11.2
The Sound	35.1	32.6	2.5	11	34.0	29.7	4.3	34.1	35.8	-1.7	30.8	33.9	-3.1	15.3	14.8	0.5	11.1	9.0	2.1	36.8	29.3	7.5
ZM	89.1	81.8	7.3	4	58.3	47.7	10.6	66.7	57.1	9.6	72.2	63.4	8.8	21.3	16.4	4.9	19.8	15.7	4.1	74.7	76.5	-1.8
MediaWorks Combo	479.4	518.9	-39.5		404.1	410.7	-6.6	465.9	464.8	1.1	426.4	469.8	-43.4	199.6	212.6	-13.0	134.4	134.8	-0.4	556.6	600.7	-44.1
NZME Combo	399.8	396.4	3.4		301.8	312.8	-11.0	317.9	310.1	7.8	295.1	288.6	6.5	125.1	142.8	-17.7	110.1	104.8	5.3	382.7	378.1	4.6
All Commercial Radio	825.6	856.8	-31.2		652.6	665.1	-12.5	710.1	720.6	-10.5	694.5	729.4	-34.9	349.8	379.4	-29.6	245.3	236.4	8.9	878.3	901.9	-23.6

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

NZME Combo: BBC (until S1 26), Coast, Flava, Gold Sport (until S1 26), iHeartCountry, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui



AUCKLAND COMMERCIAL RADIO - GfK SURVEY 2 2026

Average Time Spent Listening (hh:mm) by Demographic, Mon-Sun 12mn-12mn
Survey Comparisons: 1/2026 - 2/2026

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

	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	+/-
95bFM	4:07	5:21	-1:14	3:32	3:26	0:05	3:48	3:41	0:06	2:47	2:07	0:39	3:48	6:38	-2:50	4:28	8:41	-4:13	4:56	5:43	-0:47	0:50	3:14	-2:23
Breeze	6:51	7:15	-0:23	5:30	6:08	-0:37	4:41	4:25	0:16	5:11	4:31	0:40	6:06	6:41	-0:34	7:51	8:47	-0:56	7:37	8:21	-0:43	5:07	7:39	-2:31
Breeze Classic	9:43	11:27	-1:44	3:09	2:23	0:46	2:30	2:33	-0:03	2:03	1:58	0:04	5:24	7:46	-2:21	14:51	22:39	-7:47	12:42	16:26	-3:44	10:57	8:28	2:28
Channel X	5:47	6:27	-0:39	3:49	5:41	-1:52	5:31	6:28	-0:56	7:34	7:09	0:24	6:13	6:36	-0:22	3:50	5:18	-1:28	6:16	6:51	-0:35	7:20	6:31	0:49
Coast	8:33	11:03	-2:29	5:08	3:37	1:31	4:57	4:40	0:16	5:43	6:23	-0:39	6:06	11:36	-5:29	9:44	15:32	-5:48	9:56	12:31	-2:35	5:24	7:30	-2:06
Edge	4:17	3:40	0:37	4:06	4:17	-0:10	4:40	3:45	0:55	4:27	3:16	1:11	4:24	3:25	0:58	3:44	3:39	0:04	4:35	2:34	2:01	5:29	5:10	0:19
Flava	5:18	5:46	-0:28	3:15	4:17	-1:01	5:05	6:29	-1:24	6:06	7:13	-1:06	6:15	6:40	-0:25	6:22	3:59	2:23	5:04	2:10	2:54	5:11	5:28	-0:16
George FM	6:17	5:31	0:45	3:25	4:28	-1:02	5:15	4:27	0:48	6:00	4:57	1:02	6:48	5:51	0:57	11:17	8:17	2:59	9:14	6:00	3:13	4:05	3:43	0:22
Humm FM	9:26	12:02	-2:35	10:29	7:07	3:22	9:34	11:52	-2:17	9:46	10:57	-1:10	9:29	10:35	-1:05	7:06	8:53	-1:46	8:51	29:02	-20:10	9:02	9:43	-0:41
iHeartCountry	5:43	5:36	0:06	1:50	3:04	-1:13	3:30	6:34	-3:03	3:19	6:27	-3:08	4:32	6:55	-2:23	7:58	5:59	1:58	8:41	4:48	3:53	3:35	7:21	-3:46
Life FM	5:46	6:47	-1:01	4:12	7:55	-3:42	5:31	8:36	-3:04	5:42	8:03	-2:20	6:21	6:50	-0:28	7:09	3:21	3:47	5:53	3:45	2:07	6:07	6:49	-0:41
Mai FM	6:38	6:35	0:03	5:44	6:19	-0:35	6:04	6:09	-0:04	6:11	6:22	-0:11	6:41	6:34	0:06	9:10	7:47	1:22	11:43	9:29	2:13	7:01	7:39	-0:37
More FM	5:09	5:19	-0:09	3:44	4:23	-0:39	3:30	3:42	-0:12	3:31	3:58	-0:27	4:40	4:17	0:23	7:50	7:17	0:33	8:15	9:54	-1:39	5:53	5:40	0:12
Newstalk ZB	8:48	8:33	0:15	3:34	4:08	-0:33	3:51	4:37	-0:45	4:17	4:25	-0:07	4:27	4:39	-0:11	6:56	7:48	-0:52	13:07	12:00	1:06	6:13	6:49	-0:36
Radio Hauraki	4:44	5:48	-1:04	1:36	2:54	-1:18	3:33	6:42	-3:09	3:40	5:23	-1:42	3:46	5:28	-1:42	5:01	5:54	-0:53	8:05	9:06	-1:00	5:00	4:51	0:09
Radio Waatea	3:43	4:06	-0:23	*	*	*	3:43	4:06	-0:23	3:43	4:06	-0:23	3:43	4:06	-0:23	*	*	*	*	*	*	*	*	*
Rhema	7:08	8:52	-1:43	2:55	5:18	-2:22	2:43	4:50	-2:07	4:37	6:01	-1:24	5:30	8:05	-2:35	5:58	8:08	-2:09	5:35	4:13	1:21	1:35	4:23	-2:47
Rock	7:31	6:16	1:14	8:05	7:07	0:57	8:25	8:21	0:04	4:59	5:20	-0:21	5:47	5:14	0:33	8:59	6:57	2:02	13:57	9:19	4:38	7:21	6:22	0:59
Sanctuary	5:51	2:57	2:53	*	6:45	*	*	*	*	*	*	*	1:30	1:30	0:00	4:19	1:57	2:22	4:16	1:54	2:22	5:31	*	*
Tainui Live	0:58	1:05	-0:06	0:55	0:47	0:08	0:56	0:40	0:16	1:06	2:00	-0:53	1:02	1:19	-0:17	0:40	0:45	-0:04	0:30	1:30	-1:00	1:03	*	*
Tarana	9:34	10:38	-1:03	7:47	5:30	2:16	8:58	7:54	1:04	8:59	10:20	-1:20	8:18	10:58	-2:39	7:50	14:20	-6:29	11:39	11:59	-0:20	8:46	10:35	-1:48
The Hits	5:42	5:37	0:05	4:08	4:26	-0:18	3:52	5:25	-1:32	4:15	5:36	-1:21	5:23	5:53	-0:29	9:20	6:41	2:39	9:28	6:34	2:53	6:57	7:16	-0:19
The Sound	5:41	5:42	-0:00	2:57	3:15	-0:17	4:18	4:29	-0:11	3:43	3:48	-0:05	5:52	6:01	-0:09	9:42	7:50	1:52	7:44	7:27	0:17	1:51	3:06	-1:15
ZM	4:26	4:21	0:04	3:57	3:55	0:01	4:30	3:41	0:48	4:27	3:49	0:37	4:28	3:57	0:30	5:12	6:16	-1:04	5:53	8:34	-2:41	4:10	4:46	-0:35
MediaWorks Combo	10:05	9:46	0:18	8:46	9:32	-0:45	8:59	8:31	0:28	8:56	8:03	0:53	9:35	8:52	0:42	12:04	11:21	0:42	12:16	12:40	-0:24	9:26	9:11	0:15
NZME Combo	8:49	9:11	-0:21	5:15	5:39	-0:23	5:46	6:46	-1:00	6:13	7:01	-0:48	6:38	7:31	-0:53	9:22	10:19	-0:57	13:07	13:27	-0:20	7:23	8:19	-0:56
All Commercial Radio	14:01	13:33	0:27	11:09	11:38	-0:28	11:43	11:30	0:13	11:42	11:19	0:23	12:23	12:02	0:21	15:07	14:46	0:20	18:02	17:46	0:15	12:34	12:23	0:10
Potential (000)	1,576.0	1,576.0	0.0	358.0	358.0	0.0	600.2	596.6	3.6	569.0	569.0	0.0	789.0	789.0	0.0	409.0	409.0	0.0	323.0	323.0	0.0	327.7	316.3	11.4
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AUCKLAND COMMERCIAL RADIO - GfK SURVEY 2 2026

Average Time Spent Listening (hh:mm) by Daypart, People 10+

Survey Comparisons: 1/2026 - 2/2026

This Survey Period: Sun Feb 8 to Sat May 2 & Sun May 10 to Sat Aug 1 2026

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	This	Last	+/-
Potential (000)	1,576.0	1,576.0	0.0
Sample Size	2,417	2,446	-29

	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	+/-
95bFM	2:07	1:52	0:14	2:13	2:40	-0:26	3:40	3:07	0:32	1:58	1:52	0:06	1:15	1:12	0:02	0:46	0:44	0:01	1:33	3:03	-1:29
Breeze	2:17	2:38	-0:21	3:01	2:37	0:23	2:50	2:38	0:12	1:59	2:05	-0:06	1:44	2:19	-0:34	2:49	3:10	-0:20	2:45	3:00	-0:14
Breeze Classic	3:22	4:38	-1:16	4:07	3:39	0:27	4:27	4:31	-0:04	1:58	3:02	-1:03	1:29	2:14	-0:44	2:04	1:15	0:48	3:31	4:05	-0:34
Channel X	1:50	2:39	-0:49	3:16	2:47	0:29	4:01	3:03	0:58	1:12	1:49	-0:37	0:41	0:46	-0:04	0:43	1:28	-0:44	1:34	2:02	-0:28
Coast	2:29	3:37	-1:08	3:26	4:23	-0:57	3:20	4:52	-1:31	2:57	3:32	-0:34	2:31	3:32	-1:01	1:35	1:50	-0:15	4:17	4:25	-0:08
Edge	2:01	1:41	0:20	2:26	1:57	0:28	2:12	1:46	0:25	1:27	1:16	0:11	1:11	1:17	-0:05	1:24	1:07	0:16	1:27	1:27	-0:00
Flava	2:09	2:12	-0:02	2:25	2:39	-0:14	2:47	2:42	0:04	1:39	1:58	-0:18	2:33	2:05	0:28	2:10	1:13	0:57	1:59	2:37	-0:37
George FM	2:52	2:12	0:40	2:31	2:24	0:07	2:57	2:36	0:20	1:55	1:44	0:11	1:31	1:11	0:19	1:22	1:03	0:18	2:40	2:43	-0:02
Humm FM	3:21	3:38	-0:17	3:30	4:19	-0:49	3:07	5:21	-2:14	2:13	2:45	-0:32	2:51	3:04	-0:13	3:42	2:51	0:50	3:01	2:50	0:10
iHeartCountry	1:34	1:52	-0:17	2:34	2:27	0:07	1:39	1:51	-0:12	1:42	1:36	0:05	0:54	1:01	-0:06	0:42	1:50	-1:07	3:03	2:39	0:24
Life FM	2:58	3:17	-0:18	1:32	2:28	-0:56	3:04	2:43	0:20	2:31	2:17	0:14	1:38	1:16	0:21	1:55	2:41	-0:46	1:49	1:55	-0:05
Mai FM	2:36	2:38	-0:02	2:22	2:18	0:04	2:30	2:42	-0:11	2:13	2:13	-0:00	1:48	1:45	0:02	1:56	1:46	0:09	2:30	2:31	-0:00
More FM	2:31	2:14	0:16	2:16	2:14	0:01	2:15	2:12	0:03	1:31	1:26	0:04	1:01	1:02	-0:00	1:36	1:23	0:13	2:17	2:40	-0:22
Newstalk ZB	3:57	3:43	0:14	2:24	2:20	0:04	2:31	2:38	-0:06	3:15	3:03	0:11	3:13	2:16	0:56	2:43	2:41	0:01	3:29	3:03	0:25
Radio Hauraki	1:49	2:09	-0:20	1:54	2:55	-1:00	1:48	3:13	-1:24	1:07	1:05	0:02	0:55	0:47	0:08	0:53	0:46	0:07	2:42	2:36	0:06
Radio Waatea	2:30	2:30	0:00	*	*	*	*	*	*	1:19	1:22	-0:02	*	*	*	*	*	*	2:00	2:00	0:00
Rhema	2:11	2:09	0:02	1:35	1:55	-0:20	2:15	2:32	-0:16	2:25	1:58	0:26	3:04	5:53	-2:48	5:00	5:00	0:00	2:56	3:22	-0:25
Rock	2:48	2:28	0:20	3:54	3:33	0:20	4:54	4:08	0:45	2:09	1:57	0:12	2:26	1:12	1:13	2:25	1:01	1:24	2:45	2:21	0:24
Sanctuary	3:31	2:21	1:10	3:20	0:50	2:29	0:37	1:57	-1:20	1:43	0:39	1:03	0:25	0:24	0:00	0:55	*	*	1:23	1:05	0:17
Tainui Live	0:17	*	*	0:19	*	*	0:36	1:08	-0:32	0:29	0:29	0:00	0:42	0:43	-0:01	0:30	*	*	0:50	1:19	-0:29
Tarana	3:57	4:30	-0:32	2:42	2:39	0:02	1:50	1:45	0:05	2:45	4:06	-1:20	1:58	3:01	-1:02	2:07	1:42	0:24	3:17	3:47	-0:30
The Hits	2:09	2:17	-0:08	2:07	2:13	-0:06	2:07	2:25	-0:17	1:33	1:40	-0:07	1:44	1:49	-0:04	1:27	2:45	-1:17	2:27	2:09	0:18
The Sound	1:54	2:10	-0:16	2:21	3:03	-0:41	3:09	3:04	0:04	1:37	1:28	0:09	1:54	2:11	-0:17	2:38	1:26	1:11	3:10	2:45	0:25
ZM	1:50	1:48	0:02	1:58	1:54	0:03	1:52	1:51	0:01	1:35	1:31	0:04	1:04	1:14	-0:10	1:10	1:10	-0:00	1:43	1:35	0:08
MediaWorks Combo	3:05	3:07	-0:02	3:32	3:20	0:11	3:43	3:35	0:08	2:15	2:18	-0:03	1:55	1:58	-0:02	2:48	2:14	0:33	3:10	3:13	-0:02
NZME Combo	3:14	3:16	-0:02	2:41	2:50	-0:09	2:44	3:03	-0:18	2:30	2:32	-0:01	2:18	2:06	0:11	2:14	2:23	-0:08	3:17	3:11	0:06
All Commercial Radio	3:52	3:51	0:00	3:53	3:47	0:06	4:01	3:59	0:02	2:50	2:52	-0:02	2:25	2:20	0:04	2:58	2:41	0:17	4:01	4:00	0:01

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

NZME Combo: BBC (until S1 26), Coast, Flava, Gold Sport (until S1 26), iHeartCountry, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui