



NORTHLAND COMMERCIAL RADIO - GfK SURVEY 2 2026

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

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

	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	2.9	3.0	-0.1	11	3.5	1.1	2.4	0.5	0.2	0.3	1.3	1.0	0.3	1.1	1.2	-0.1	4.3	5.3	-1.0	4.9	5.9	-1.0	2.3	3.4	-1.1
Breeze Classic	4.1	3.4	0.7	9	1.2	*	*	0.9	0.1	0.8	1.0	0.2	0.8	2.0	1.1	0.9	3.8	4.3	-0.5	8.0	6.8	1.2	1.2	0.6	0.6
Coast	15.6	14.2	1.4	1	0.8	0.9	-0.1	1.0	0.7	0.3	3.7	2.8	0.9	10.7	8.2	2.5	22.0	19.3	2.7	23.7	20.8	2.9	21.8	20.8	1.0
Edge	4.4	4.6	-0.2	8	7.0	8.9	-1.9	6.4	6.3	0.1	8.6	7.9	0.7	7.4	7.6	-0.2	2.8	3.3	-0.5	0.5	0.5	0.0	7.9	9.2	-1.3
Flava	2.0	1.2	0.8	13	9.6	3.6	6.0	2.4	2.3	0.1	2.1	1.9	0.2	1.3	1.3	0.0	0.7	0.8	-0.1	0.7	0.8	-0.1	2.1	2.1	0.0
iHeartCountry	1.6	n.a.	*	14	0.3	n.a.	*	1.0	n.a.	*	0.9	n.a.	*	0.8	n.a.	*	0.5	n.a.	*	3.2	n.a.	*	0.6	n.a.	*
Life FM	1.0	0.9	0.1	16	0.1	1.3	-1.2	1.2	1.1	0.1	1.6	1.3	0.3	1.3	1.1	0.2	1.3	1.1	0.2	1.1	0.8	0.3	0.6	0.6	0.0
Mai FM	3.3	1.9	1.4	10	17.6	7.4	10.2	4.2	1.9	2.3	2.7	3.3	-0.6	1.7	2.6	-0.9	1.1	0.4	0.7	1.1	*	*	0.5	0.9	-0.4
More FM	14.7	15.4	-0.7	2	27.7	34.4	-6.7	13.2	15.2	-2.0	10.4	12.4	-2.0	9.1	11.1	-2.0	11.4	14.1	-2.7	14.8	16.7	-1.9	12.5	13.0	-0.5
Newstalk ZB	7.3	8.1	-0.8	5	*	0.2	*	0.5	0.2	0.3	1.2	0.8	0.4	4.0	3.0	1.0	7.4	7.1	0.3	9.4	9.6	-0.2	4.0	4.5	-0.5
Ngati Hine FM	0.2	0.4	-0.2	17	0.7	*	*	0.4	0.4	0.0	0.3	0.3	0.0	0.2	0.8	-0.6	*	0.7	*	0.1	0.1	0.0	*	0.2	*
Radio Hauraki	6.5	9.2	-2.7	6	12.2	14.0	-1.8	8.0	15.1	-7.1	7.4	14.5	-7.1	8.0	13.4	-5.4	7.4	7.7	-0.3	4.0	4.8	-0.8	4.5	5.3	-0.8
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	0.2	0.2	0.0	17	*	1.5	*	*	*	*	*	0.1	*	*	0.1	*	0.3	*	*	0.3	0.1	0.2	0.1	0.2	-0.1
Rock	10.1	8.4	1.7	3	4.4	9.7	-5.3	17.7	11.5	6.2	17.3	11.2	6.1	17.1	12.0	5.1	9.0	7.4	1.6	5.4	5.5	-0.1	5.4	5.7	-0.3
Sport Nation	0.1	*	*	19	*	*	*	*	*	*	0.2	*	*	0.1	*	*	*	*	*	*	*	*	*	*	*
Tautoko FM	1.4	1.4	0.0	15	*	*	*	2.2	2.1	0.1	4.5	4.0	0.5	2.9	3.0	-0.1	*	0.2	*	0.1	0.1	0.0	2.1	2.4	-0.3
Te Hiku o Te Ika	*	0.4	*	*	*	1.8	*	*	1.0	*	*	0.4	*	*	0.3	*	*	*	*	0.1	0.2	-0.1	*	0.4	*
The Hits	9.4	10.4	-1.0	4	9.4	9.5	-0.1	15.5	17.5	-2.0	14.6	16.3	-1.7	11.0	13.7	-2.7	10.2	11.5	-1.3	9.1	9.0	0.1	12.7	13.5	-0.8
The Sound	6.1	4.8	1.3	7	1.0	0.4	0.6	0.8	0.8	0.0	1.6	1.3	0.3	6.2	2.9	3.3	13.8	10.9	2.9	9.2	9.6	-0.4	12.9	7.9	5.0
ZM	2.8	2.9	-0.1	12	3.1	3.6	-0.5	7.2	7.4	-0.2	6.7	6.2	0.5	4.6	4.5	0.1	0.4	0.2	0.2	1.1	1.4	-0.3	3.2	2.9	0.3
MediaWorks Combo	48.1	44.1	4.0		62.5	61.9	0.6	53.3	44.7	8.6	50.8	45.0	5.8	49.8	44.1	5.7	46.3	45.8	0.5	44.1	45.1	-1.0	44.1	42.1	2.0
NZME Combo	45.3	46.1	-0.8		35.4	31.8	3.6	35.6	43.4	-7.8	36.6	42.5	-5.9	40.5	44.1	-3.6	48.7	46.7	2.0	51.3	46.5	4.8	49.0	49.2	-0.2
Potential (000)	126.2	126.2	0.0		26.4	26.4	0.0	34.3	34.5	-0.2	33.4	33.4	0.0	49.2	49.2	0.0	34.7	34.7	0.0	36.3	36.3	0.0	23.5	22.4	1.1
Sample	820	812	8		119	121	-2	165	167	-2	179	178	1	260	262	-2	221	217	4	323	308	15	148	145	3

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 (until S1 26), iHeartCountry (from S2 26), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui



NORTHLAND COMMERCIAL RADIO - GfK SURVEY 2 2026

Station Share (%) by Daypart, People 10+
Survey Comparisons: 1/2026 - 2/2026

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

	This	Last	+/-
Potential (000)	126.2	126.2	0.0
Sample Size	820	812	8

	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	2.8	3.1	-0.3	12	4.1	3.6	0.5	3.1	3.1	0.0	2.3	2.3	0.0	0.5	0.7	-0.2	3.8	3.8	0.0	2.3	2.9	-0.6	
Breeze Classic	1.8	2.5	-0.7	14	4.8	3.5	1.3	4.3	3.6	0.7	5.6	3.5	2.1	6.1	3.0	3.1	4.2	4.8	-0.6	4.3	3.4	0.9	
Coast	10.0	10.3	-0.3	3	19.5	18.7	0.8	20.6	18.7	1.9	13.5	12.0	1.5	1.4	1.2	0.2	4.9	5.1	-0.2	17.8	14.6	3.2	
Edge	5.5	5.3	0.2	7	3.5	3.8	-0.3	3.9	4.4	-0.5	5.4	5.3	0.1	1.3	1.0	0.3	3.5	3.1	0.4	5.3	5.6	-0.3	
Flava	3.1	2.6	0.5	11	1.5	0.9	0.6	1.6	0.8	0.8	2.0	0.3	1.7	2.0	0.6	1.4	3.6	3.4	0.2	1.6	0.7	0.9	
iHeartCountry	1.7	n.a.	*	15	2.4	n.a.	*	2.2	n.a.	*	0.7	n.a.	*	0.2	n.a.	*	1.8	n.a.	*	0.8	n.a.	*	
Life FM	1.0	0.9	0.1	16	0.7	0.9	-0.2	0.7	0.6	0.1	1.1	1.3	-0.2	1.2	1.0	0.2	2.4	1.9	0.5	1.1	1.0	0.1	
Mai FM	4.1	1.1	3.0	9	3.5	1.2	2.3	2.6	0.7	1.9	2.1	1.9	0.2	1.2	4.4	-3.2	4.7	3.9	0.8	3.8	3.6	0.2	
More FM	19.5	19.1	0.4	1	12.7	12.9	-0.2	15.3	15.9	-0.6	11.4	11.1	0.3	11.3	10.4	0.9	13.0	18.8	-5.8	13.8	16.3	-2.5	
Newstalk ZB	12.0	13.6	-1.6	2	4.2	4.9	-0.7	3.0	3.7	-0.7	7.2	7.8	-0.6	16.5	16.1	0.4	12.4	12.6	-0.2	7.9	8.7	-0.8	
Ngati Hine FM	0.2	0.3	-0.1	17	0.2	0.9	-0.7	0.1	0.1	0.0	0.3	0.6	-0.3	0.8	1.0	-0.2	*	*	*	0.1	0.2	-0.1	
Radio Hauraki	5.5	6.5	-1.0	7	6.8	12.5	-5.7	5.0	10.8	-5.8	5.2	8.1	-2.9	8.5	6.6	1.9	20.3	17.3	3.0	6.0	5.8	0.2	
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
Rhema	0.1	0.1	0.0	18	0.4	0.2	0.2	0.1	0.1	0.0	*	0.5	*	0.3	0.3	0.0	*	*	*	0.2	0.6	-0.4	
Rock	6.5	6.9	-0.4	5	12.5	8.2	4.3	12.8	9.2	3.6	13.3	12.3	1.0	12.0	10.3	1.7	4.0	7.8	-3.8	7.6	6.8	0.8	
Sport Nation	*	*	*	*	0.1	*	*	0.1	*	*	*	*	*	*	*	*	*	0.3	*	*	0.1	*	*
Tautoko FM	2.5	2.6	-0.1	13	0.6	0.6	0.0	1.2	1.2	0.0	1.3	1.3	0.0	*	*	*	2.8	2.6	0.2	1.2	1.5	-0.3	
Te Hiku o Te Ika	*	0.1	*	*	*	0.4	*	*	*	*	*	0.6	*	*	3.1	*	*	*	*	0.3	0.3	0.0	
The Hits	8.3	8.1	0.2	4	6.3	7.6	-1.3	9.2	11.9	-2.7	9.9	11.2	-1.3	17.3	20.5	-3.2	12.0	7.6	4.4	11.2	11.7	-0.5	
The Sound	5.9	4.6	1.3	6	8.3	6.2	2.1	6.3	4.3	2.0	6.0	4.6	1.4	2.5	1.9	0.6	1.4	1.3	0.1	6.0	5.7	0.3	
ZM	3.9	4.0	-0.1	10	3.0	3.5	-0.5	2.9	3.1	-0.2	3.9	4.6	-0.7	1.3	1.3	0.0	*	*	*	2.0	1.1	0.9	
MediaWorks Combo	49.3	46.0	3.3		51.0	41.6	9.4	50.4	43.5	6.9	48.4	43.2	5.2	35.2	31.9	3.3	37.8	46.3	-8.5	46.3	47.8	-1.5	
NZME Combo	44.5	45.2	-0.7		43.8	48.0	-4.2	44.5	49.2	-4.7	42.5	44.2	-1.7	47.2	46.2	1.0	55.0	46.0	9.0	47.2	42.6	4.6	

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 (until S1 26), iHeartCountry (from S2 26), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui



NORTHLAND COMMERCIAL RADIO - GfK SURVEY 2 2026

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

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

	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	8.4	7.6	0.8	7	1.9	0.9	1.0	1.2	1.0	0.2	1.9	1.6	0.3	2.4	2.2	0.2	2.4	2.3	0.1	3.2	3.6	-0.4	0.8	0.8	0.0	
Breeze Classic	4.6	3.9	0.7	12	0.4	*	*	0.6	0.3	0.3	0.9	0.5	0.4	1.0	0.6	0.4	1.3	1.1	0.2	2.2	2.1	0.1	0.2	0.1	0.1	
Coast	16.7	15.8	0.9	2	0.1	0.1	0.0	0.8	0.7	0.1	1.7	1.5	0.2	4.4	3.7	0.7	6.2	5.8	0.4	8.7	7.9	0.8	3.4	3.2	0.2	
Edge	13.4	12.0	1.4	4	4.3	3.6	0.7	6.7	6.1	0.6	6.7	5.9	0.8	8.0	7.3	0.7	1.8	1.9	-0.1	0.8	0.8	0.0	4.0	4.3	-0.3	
Flava	4.5	3.6	0.9	13	2.9	1.5	1.4	1.4	2.0	-0.6	1.3	1.9	-0.6	1.3	1.9	-0.6	0.2	0.2	0.0	0.2	0.2	0.0	0.9	1.1	-0.2	
iHeartCountry	2.9	n.a.	*	14	0.3	n.a.	*	0.6	n.a.	*	0.7	n.a.	*	1.1	n.a.	*	0.8	n.a.	*	1.1	n.a.	*	0.3	n.a.	*	
Life FM	1.5	2.0	-0.5	15	0.1	0.7	-0.6	0.4	0.4	0.0	0.6	0.6	0.0	0.8	0.7	0.1	0.5	0.5	0.0	0.4	0.3	0.1	0.1	0.2	-0.1	
Mai FM	5.0	4.3	0.7	11	2.7	1.5	1.2	1.7	2.2	-0.5	2.1	2.4	-0.3	2.1	2.8	-0.7	0.2	0.3	-0.1	0.2	*	*	0.8	0.8	0.0	
More FM	25.6	25.5	0.1	1	7.2	6.3	0.9	5.9	6.6	-0.7	6.1	7.0	-0.9	8.1	8.9	-0.8	6.8	7.5	-0.7	8.3	9.1	-0.8	5.1	4.8	0.3	
Newstalk ZB	8.1	7.9	0.2	8	*	0.1	*	0.3	0.1	0.2	1.0	0.5	0.5	2.6	1.8	0.8	2.5	2.3	0.2	3.4	3.3	0.1	1.6	1.3	0.3	
Ngati Hine FM	1.3	1.5	-0.2	16	0.5	*	*	0.9	0.6	0.3	0.6	0.6	0.0	0.6	1.3	-0.7	*	0.7	*	0.2	0.2	0.0	0.2	0.3	-0.1	
Radio Hauraki	8.7	10.9	-2.2	6	1.7	1.8	-0.1	2.6	3.6	-1.0	3.3	4.8	-1.5	4.8	6.9	-2.1	3.0	3.6	-0.6	2.1	2.2	-0.1	2.2	2.4	-0.2	
Radio Waatea	0.2	*	*	19	*	*	*	0.2	*	*	0.2	*	*	0.2	*	*	*	*	*	*	*	*	0.2	*	*	
Rhema	0.8	1.4	-0.6	18	*	0.5	*	*	*	*	*	0.1	*	0.1	0.2	-0.1	0.3	0.2	0.1	0.4	0.3	0.1	0.2	0.3	-0.1	
Rock	13.1	14.5	-1.4	5	2.3	3.1	-0.8	4.4	5.0	-0.6	5.6	5.5	0.1	8.7	9.2	-0.5	4.3	5.2	-0.9	2.0	2.2	-0.2	3.0	3.3	-0.3	
Sport Nation	0.2	*	*	19	*	*	*	*	*	*	0.2	*	*	0.2	*	*	*	*	*	0.1	*	*	*	*	*	*
Tautoko FM	1.1	1.4	-0.3	17	*	*	*	0.5	0.6	-0.1	0.8	0.8	0.0	0.8	1.2	-0.4	*	0.3	*	0.2	0.2	0.0	0.5	0.6	-0.1	
Te Hiku o Te Ika	0.1	1.7	-1.6	21	*	0.7	*	*	1.3	*	*	0.8	*	*	0.8	*	*	*	*	0.1	0.1	0.0	*	0.5	*	
The Hits	16.7	16.8	-0.1	2	5.4	5.1	0.3	5.9	7.0	-1.1	5.7	6.4	-0.7	7.4	8.4	-1.0	4.8	4.8	0.0	3.6	3.3	0.3	3.9	4.5	-0.6	
The Sound	8.0	7.4	0.6	9	0.9	0.7	0.2	0.7	0.8	-0.1	1.2	1.0	0.2	2.8	2.1	0.7	4.2	4.3	-0.1	4.2	4.4	-0.2	2.0	1.3	0.7	
ZM	7.1	6.3	0.8	10	2.6	2.1	0.5	3.3	3.4	-0.1	3.7	3.3	0.4	4.0	3.4	0.6	0.3	0.2	0.1	0.5	0.7	-0.2	2.1	2.3	-0.2	
MediaWorks Combo	57.9	57.9	0.0		13.5	12.4	1.1	15.3	16.5	-1.2	16.5	17.1	-0.6	24.1	24.6	-0.5	16.8	17.8	-1.0	16.3	17.6	-1.3	13.0	12.5	0.5	
NZME Combo	50.8	49.7	1.1		10.2	7.8	2.4	11.7	13.0	-1.3	13.3	14.9	-1.6	18.9	20.5	-1.6	13.6	13.2	0.4	16.0	15.1	0.9	10.6	10.8	-0.2	
All Commercial Radio	85.7	86.7	-1.0		16.6	15.6	1.0	20.7	22.3	-1.6	22.8	24.0	-1.2	33.8	35.2	-1.4	25.3	25.5	-0.2	26.7	27.0	-0.3	17.8	17.9	-0.1	
Potential (000)	126.2	126.2	0.0		26.4	26.4	0.0	34.3	34.5	-0.2	33.4	33.4	0.0	49.2	49.2	0.0	34.7	34.7	0.0	36.3	36.3	0.0	23.5	22.4	1.1	
Sample	820	812	8		119	121	-2	165	167	-2	179	178	1	260	262	-2	221	217	4	323	308	15	148	145	3	

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 (until S1 26), iHeartCountry (from S2 26), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui



NORTHLAND COMMERCIAL RADIO - GfK SURVEY 2 2026

Cumulative Audience (000's) by Daypart, People 10+
Survey Comparisons: 1/2026 - 2/2026

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

	This	Last	+/-
Potential (000)	126.2	126.2	0.0
Sample Size	820	812	8

	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	4.0	3.3	0.7	10	4.2	3.3	0.9	3.8	3.5	0.3	2.3	2.6	-0.3	0.2	0.4	-0.2	0.8	0.9	-0.1	3.2	2.9	0.3
Breeze Classic	2.1	1.8	0.3	13	3.1	2.4	0.7	3.5	2.7	0.8	1.6	1.2	0.4	0.5	0.5	0.0	0.5	0.7	-0.2	2.8	2.9	-0.1
Coast	8.1	8.1	0.0	4	12.1	11.7	0.4	11.5	10.8	0.7	7.1	7.0	0.1	0.8	0.8	0.0	1.9	1.7	0.2	10.5	9.6	0.9
Edge	8.2	7.3	0.9	3	4.4	4.3	0.1	6.3	6.8	-0.5	5.0	4.9	0.1	0.5	0.4	0.1	1.3	1.2	0.1	7.2	7.3	-0.1
Flava	3.5	2.6	0.9	11	2.3	1.1	1.2	1.9	1.2	0.7	2.2	0.7	1.5	0.9	0.2	0.7	0.6	0.2	0.4	2.3	0.5	1.8
iHeartCountry	1.6	n.a.	*	14	1.4	n.a.	*	1.5	n.a.	*	0.7	n.a.	*	0.2	n.a.	*	0.4	n.a.	*	1.3	n.a.	*
Life FM	1.0	0.9	0.1	15	1.1	1.6	-0.5	0.9	0.8	0.1	0.6	1.0	-0.4	0.5	0.4	0.1	0.3	0.3	0.0	1.2	1.1	0.1
Mai FM	3.2	2.3	0.9	12	1.9	1.1	0.8	2.8	1.5	1.3	1.8	1.5	0.3	0.9	1.0	-0.1	0.5	0.5	0.0	2.6	2.6	0.0
More FM	16.2	14.4	1.8	1	11.2	10.4	0.8	15.1	15.2	-0.1	9.5	9.2	0.3	3.0	2.7	0.3	2.6	4.0	-1.4	14.0	14.6	-0.6
Newstalk ZB	6.2	6.3	-0.1	5	2.9	3.5	-0.6	3.5	3.7	-0.2	3.3	3.4	-0.1	1.5	1.4	0.1	2.0	2.3	-0.3	5.7	5.8	-0.1
Ngati Hine FM	0.7	0.8	-0.1	17	0.3	0.3	0.0	0.3	0.1	0.2	0.7	0.8	-0.1	0.6	0.6	0.0	*	*	*	0.2	0.5	-0.3
Radio Hauraki	4.2	6.2	-2.0	9	3.1	4.6	-1.5	4.9	5.8	-0.9	4.8	5.6	-0.8	1.6	1.4	0.2	1.8	1.8	0.0	3.0	2.9	0.1
Radio Waatea	*	*	*	*	*	*	*	0.2	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	0.3	0.2	0.1	18	0.5	0.5	0.0	0.3	0.3	0.0	*	0.7	*	0.2	0.2	0.0	*	*	*	0.4	1.0	-0.6
Rock	5.8	6.6	-0.8	6	6.5	6.1	0.4	9.1	9.4	-0.3	6.2	7.1	-0.9	3.1	3.3	-0.2	1.3	2.1	-0.8	7.7	7.8	-0.1
Sport Nation	*	*	*	*	0.2	*	*	0.2	*	*	*	*	*	*	*	*	0.2	*	*	0.2	*	*
Tautoko FM	0.8	0.8	0.0	16	0.5	0.5	0.0	0.8	0.8	0.0	1.1	1.1	0.0	*	*	*	0.5	0.5	0.0	0.8	1.1	-0.3
Te Hiku o Te Ika	*	0.3	*	*	*	0.3	*	*	*	*	*	1.0	*	*	1.1	*	*	*	*	0.1	0.1	0.0
The Hits	8.4	8.5	-0.1	2	5.5	6.1	-0.6	10.5	10.1	0.4	6.3	5.9	0.4	3.4	3.8	-0.4	1.9	1.1	0.8	7.8	7.5	0.3
The Sound	4.5	4.0	0.5	8	4.4	3.8	0.6	4.6	3.7	0.9	3.4	2.7	0.7	1.1	1.0	0.1	0.6	0.5	0.1	4.3	3.8	0.5
ZM	5.1	4.1	1.0	7	1.9	2.6	-0.7	2.8	2.9	-0.1	2.7	3.4	-0.7	0.7	0.9	-0.2	*	*	*	4.1	3.2	0.9
MediaWorks Combo	38.4	35.6	2.8		32.8	29.0	3.8	39.4	37.7	1.7	26.9	26.5	0.4	9.3	9.7	-0.4	7.1	8.9	-1.8	35.9	36.2	-0.3
NZME Combo	33.6	33.2	0.4		26.4	27.2	-0.8	31.1	29.8	1.3	24.5	24.2	0.3	8.3	7.5	0.8	7.3	6.2	1.1	29.7	26.1	3.6
All Commercial Radio	62.0	61.6	0.4		53.3	52.9	0.4	60.4	59.3	1.1	46.5	48.8	-2.3	18.1	18.4	-0.3	13.3	14.1	-0.8	57.8	57.7	0.1

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 (until S1 26), iHeartCountry (from S2 26), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui



NORTHLAND 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 May 11 to Sat Aug 2 & Sun Aug 10 to Sat Nov 1 2025 & Sun Feb 8 to Sat May 2 & Sun May 10 to Sat Aug 1 2026
Last Survev Period: Sun Feb 9 to Sat Mav 3 & Sun Mav 11 to Sat Aug 2 & 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	+/-	
Breeze	4:23	4:56	-0:32	2:53	1:19	1:34	1:15	0:43	0:32	2:39	2:27	0:11	2:36	3:15	-0:38	7:43	9:27	-1:44	6:43	7:01	-0:18	9:21	12:31	-3:10	
Breeze Classic	11:13	10:51	0:21	4:30	*	*	4:30	0:45	3:45	4:18	1:51	2:27	10:42	10:28	0:14	12:04	15:38	-3:33	15:43	13:48	1:54	16:57	13:31	3:26	
Coast	11:46	11:12	0:34	12:30	12:30	0:00	3:45	3:33	0:11	7:52	7:34	0:17	13:46	12:51	0:54	15:13	13:36	1:36	11:56	11:29	0:26	19:42	18:31	1:11	
Edge	4:10	4:45	-0:35	2:30	2:42	-0:11	2:53	3:24	-0:30	4:43	5:26	-0:43	5:15	6:04	-0:48	6:32	7:12	-0:40	2:50	2:57	-0:06	6:00	6:06	-0:06	
Flava	5:40	4:11	1:28	4:59	2:40	2:19	5:29	3:52	1:37	5:43	4:06	1:36	5:43	4:06	1:36	14:30	14:30	0:00	14:30	14:30	0:00	7:25	5:27	1:57	
iHeartCountry	7:01	n.a.	*	1:37	n.a.	*	5:08	n.a.	*	5:04	n.a.	*	4:00	n.a.	*	2:43	n.a.	*	12:37	n.a.	*	5:52	n.a.	*	
Life FM	8:04	5:44	2:20	2:45	1:49	0:55	9:49	9:54	-0:04	9:17	9:26	-0:08	8:43	8:52	-0:09	10:01	9:58	0:03	10:59	11:30	-0:31	20:30	8:37	11:52	
Mai FM	8:11	5:25	2:45	9:47	5:16	4:31	7:21	2:53	4:28	4:41	5:34	-0:53	4:41	5:30	-0:49	21:30	5:00	16:30	21:30	*	*	2:10	2:57	-0:47	
More FM	7:12	7:29	-0:17	5:49	5:53	-0:04	6:50	7:34	-0:43	6:17	7:15	-0:58	6:25	7:15	-0:50	7:09	7:39	-0:30	7:45	8:02	-0:16	7:36	7:40	-0:03	
Newstalk ZB	11:24	12:49	-1:25	*	1:45	*	4:37	6:30	-1:52	4:21	6:05	-1:43	8:46	9:49	-1:02	12:34	12:54	-0:19	12:08	12:37	-0:29	7:39	10:16	-2:36	
Ngati Hine FM	1:52	3:06	-1:13	1:58	*	*	1:23	2:25	-1:01	2:09	2:25	-0:15	2:09	3:30	-1:20	*	4:26	*	1:00	1:00	0:00	0:45	1:45	-1:00	
Radio Hauraki	9:22	10:26	-1:04	11:11	8:28	2:43	9:23	13:47	-4:23	8:19	12:17	-3:57	9:27	11:18	-1:50	10:35	8:50	1:44	8:06	9:23	-1:16	6:24	6:07	0:16	
Radio Waatea	0:30	*	*	*	*	*	0:30	*	*	0:30	*	*	0:30	*	*	*	*	*	*	*	*	0:30	*	*	
Rhema	2:31	2:03	0:28	*	2:56	*	*	*	*	*	2:15	*	0:30	1:27	-0:57	4:03	0:51	3:12	3:59	1:28	2:30	0:51	1:23	-0:32	
Rock	9:44	7:12	2:31	2:51	3:22	-0:31	12:09	7:38	4:31	11:23	8:24	2:58	11:08	7:38	3:29	9:03	5:54	3:08	11:34	10:49	0:45	5:30	4:55	0:34	
Sport Nation	3:37	*	*	*	*	*	*	*	*	4:45	*	*	4:45	*	*	*	*	*	0:30	*	*	*	*	*	*
Tautoko FM	15:50	12:23	3:26	*	*	*	12:24	12:25	-0:01	19:51	19:30	0:20	19:51	14:33	5:18	*	2:00	*	2:00	2:00	0:00	12:24	12:25	-0:01	
Te Hiku o Te Ika	5:30	2:38	2:51	*	2:37	*	*	2:31	*	*	2:10	*	*	2:10	*	*	*	*	5:30	5:30	0:00	*	2:00	*	
The Hits	7:04	7:42	-0:38	2:39	2:00	0:38	7:59	8:16	-0:17	9:25	10:33	-1:07	8:25	9:31	-1:06	9:12	9:50	-0:38	11:11	11:59	-0:48	9:53	8:31	1:22	
The Sound	9:40	8:04	1:36	1:43	0:37	1:06	3:14	3:21	-0:06	5:03	5:14	-0:11	12:38	8:05	4:33	14:04	10:20	3:44	9:39	9:27	0:11	19:29	17:17	2:12	
ZM	5:01	5:41	-0:40	1:48	1:49	-0:00	6:38	7:12	-0:34	6:36	7:41	-1:04	6:27	7:32	-1:04	4:36	3:53	0:42	10:59	8:20	2:39	4:35	3:33	1:01	
MediaWorks Combo	10:25	9:27	0:58	7:02	5:24	1:37	10:33	8:54	1:39	11:21	10:49	0:32	11:43	10:27	1:16	11:45	10:31	1:14	11:47	11:08	0:38	10:26	9:34	0:52	
NZME Combo	11:11	11:31	-0:19	5:15	4:23	0:51	9:13	11:01	-1:48	10:06	11:45	-1:39	12:08	12:31	-0:22	15:18	14:28	0:50	13:57	13:27	0:30	14:14	12:55	1:18	
All Commercial Radio	14:39	14:19	0:19	9:08	6:57	2:10	14:41	14:49	-0:07	16:09	17:06	-0:57	16:46	16:33	0:13	16:53	16:03	0:50	16:19	16:07	0:11	17:18	15:52	1:25	
Potential (000)	126.2	126.2	0.0	26.4	26.4	0.0	34.3	34.5	-0.2	33.4	33.4	0.0	49.2	49.2	0.0	34.7	34.7	0.0	36.3	36.3	0.0	23.5	22.4	1.1	
Sample	820	812	8	119	121	-2	165	167	-2	179	178	1	260	262	-2	221	217	4	323	308	15	148	145	3	

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 (until S1 26), iHeartCountry (from S2 26), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui



NORTHLAND 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 May 11 to Sat Aug 2 & Sun Aug 10 to Sat Nov 1 2025 & Sun Feb 8 to Sat May 2 & Sun May 10 to Sat Aug 1 2026
Last 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

	This	Last	+/-
Potential (000)	126.2	126.2	0.0
Sample Size	820	812	8

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

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 (until S1 26), iHeartCountry (from S2 26), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui