



SOUTHLAND 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 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	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	7.5	8.0	-0.5	4	8.1	5.5	2.6	6.6	3.2	3.4	5.7	3.1	2.6	8.2	8.5	-0.3	10.0	13.3	-3.3	7.9	9.2	-1.3	4.6	6.6	-2.0
Breeze Classic	11.5	12.9	-1.4	3	1.5	3.3	-1.8	1.6	1.7	-0.1	1.3	1.4	-0.1	3.3	5.1	-1.8	6.2	8.4	-2.2	18.4	18.6	-0.2	2.8	7.5	-4.7
Channel X	4.3	4.6	-0.3	9	4.8	6.0	-1.2	8.5	9.8	-1.3	10.0	11.1	-1.1	6.9	7.1	-0.2	3.1	2.7	0.4	2.0	2.2	-0.2	7.8	4.7	3.1
Coast	6.6	6.9	-0.3	7	1.7	2.1	-0.4	7.0	6.3	0.7	5.8	5.4	0.4	5.0	5.4	-0.4	4.6	4.8	-0.2	8.5	9.7	-1.2	5.3	5.5	-0.2
Edge	3.2	3.0	0.2	11	11.5	11.9	-0.4	7.3	6.9	0.4	4.1	4.8	-0.7	2.9	3.8	-0.9	1.7	1.4	0.3	2.0	0.1	1.9	3.8	5.1	-1.3
Hokonui	3.4	5.1	-1.7	10	1.3	2.1	-0.8	2.6	2.3	0.3	2.2	3.2	-1.0	2.8	3.5	-0.7	4.0	4.6	-0.6	4.7	6.2	-1.5	3.5	5.0	-1.5
iHeartCountry*	0.3	n.a.	*	15	*	n.a.	*	0.3	n.a.	*	0.2	n.a.	*	0.1	n.a.	*	0.4	n.a.	*	0.6	n.a.	*	*	n.a.	*
Life FM	0.2	0.4	-0.2	17	0.2	0.8	-0.6	0.2	0.2	0.0	0.3	0.1	0.2	0.2	0.2	0.0	0.1	0.5	-0.4	0.1	0.7	-0.6	0.2	0.3	-0.1
More FM	13.9	12.2	1.7	1	28.2	21.7	6.5	14.3	14.2	0.1	9.7	11.8	-2.1	10.8	12.3	-1.5	16.4	16.3	0.1	16.0	14.1	1.9	15.9	16.1	-0.2
Newstalk ZB	6.9	7.2	-0.3	5	*	*	*	1.9	2.9	-1.0	1.8	3.3	-1.5	2.7	3.6	-0.9	4.2	4.3	-0.1	7.3	7.8	-0.5	0.9	1.5	-0.6
Radio Hauraki	2.6	2.1	0.5	13	6.2	4.5	1.7	4.6	2.4	2.2	5.1	3.5	1.6	3.7	2.9	0.8	1.3	1.3	0.0	0.7	0.8	-0.1	4.8	3.9	0.9
Rhema	0.3	0.4	-0.1	15	0.2	0.2	0.0	*	*	*	*	*	*	*	*	*	0.5	0.5	0.0	0.8	0.8	0.0	*	*	*
Rock	13.9	14.2	-0.3	1	18.7	18.0	0.7	20.9	20.9	0.0	27.7	24.4	3.3	22.3	22.1	0.2	12.1	14.9	-2.8	5.8	6.7	-0.9	13.1	12.8	0.3
Sanctuary	0.1	0.1	0.0	18	0.4	0.6	-0.2	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Tahu FM	0.4	0.2	0.2	14	0.5	0.2	0.3	0.5	0.5	0.0	0.4	0.5	-0.1	0.4	0.3	0.1	0.4	0.2	0.2	0.2	0.2	0.0	0.3	0.2	0.1
The Hits	6.7	4.7	2.0	6	8.1	8.6	-0.5	8.2	6.1	2.1	7.4	5.3	2.1	9.9	5.4	4.5	8.8	5.4	3.4	4.4	4.2	0.2	18.1	7.1	11.0
The Sound	3.2	4.4	-1.2	11	2.5	2.4	0.1	1.5	3.6	-2.1	2.2	3.8	-1.6	3.8	5.4	-1.6	4.5	6.7	-2.2	3.5	5.0	-1.5	3.6	6.6	-3.0
ZM	4.8	5.2	-0.4	8	4.7	5.1	-0.4	8.4	10.8	-2.4	11.5	13.1	-1.6	9.4	9.7	-0.3	3.7	3.4	0.3	0.1	0.4	-0.3	14.4	15.9	-1.5
MediaWorks Combo	57.8	59.7	-1.9		76.2	69.6	6.6	61.5	61.3	0.2	61.1	61.3	-0.2	58.9	64.9	-6.0	54.5	64.0	-9.5	55.7	56.0	-0.3	51.6	59.6	-8.0
NZME Combo	31.5	31.5	0.0		22.1	22.5	-0.4	33.7	32.0	1.7	34.6	34.8	-0.2	34.0	31.0	3.0	27.0	24.1	2.9	26.3	29.6	-3.3	47.1	38.8	8.3
Potential (000)	84.4	84.4	0.0		18.1	18.1	0.0	25.4	25.7	-0.3	24.8	24.8	0.0	36.5	36.5	0.0	23.6	23.6	0.0	21.9	21.9	0.0	13.3	13.9	-0.6
Sample	806	809	-3		165	157	8	204	202	2	198	205	-7	294	301	-7	208	211	-3	250	261	-11	117	126	-9

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

*iHeartCountry was rebranded from Gold Sport from May 4th 2026. S2 2026 includes combined iHeartCountry / Gold Sport listening



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Station Share (%) by Daypart, People 10+
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	This	Last	+/-
Potential (000)	84.4	84.4	0.0
Sample Size	806	809	-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	7.3	7.9	-0.6	5	7.2	9.0	-1.8	7.8	9.0	-1.2	7.1	7.7	-0.6	3.8	3.5	0.3	12.2	9.6	2.6	8.1	7.1	1.0
Breeze Classic	9.0	10.4	-1.4	4	13.2	15.8	-2.6	11.2	12.4	-1.2	11.6	12.2	-0.6	9.5	11.8	-2.3	4.0	4.6	-0.6	14.0	15.4	-1.4
Channel X	2.9	3.2	-0.3	11	3.6	4.2	-0.6	5.9	6.2	-0.3	4.2	5.6	-1.4	7.0	5.0	2.0	5.2	4.8	0.4	3.4	3.7	-0.3
Coast	5.2	6.1	-0.9	7	7.5	7.5	0.0	6.4	6.8	-0.4	4.9	5.4	-0.5	3.4	5.2	-1.8	3.9	3.2	0.7	9.3	9.0	0.3
Edge	3.5	3.1	0.4	10	2.2	1.2	1.0	3.5	3.0	0.5	4.3	4.5	-0.2	6.1	6.2	-0.1	1.8	3.0	-1.2	2.4	2.6	-0.2
Hokonui	4.3	6.5	-2.2	9	3.6	5.4	-1.8	3.7	6.3	-2.6	2.9	3.7	-0.8	1.0	1.3	-0.3	0.8	2.0	-1.2	3.4	4.7	-1.3
iHeartCountry*	0.1	n.a.	*	16	0.3	n.a.	*	0.3	n.a.	*	0.1	n.a.	*	0.1	n.a.	*	0.7	n.a.	*	0.3	n.a.	*
Life FM	*	0.7	*	*	0.1	0.3	-0.2	0.3	0.3	0.0	0.1	0.5	-0.4	0.2	0.2	0.0	0.3	0.2	0.1	0.2	0.3	-0.1
More FM	14.6	11.6	3.0	2	12.6	10.9	1.7	13.5	12.0	1.5	14.9	12.0	2.9	12.5	13.6	-1.1	13.4	13.7	-0.3	14.7	13.7	1.0
Newstalk ZB	11.2	11.2	0.0	3	6.1	5.4	0.7	2.5	2.3	0.2	3.5	3.3	0.2	20.5	17.8	2.7	19.8	21.9	-2.1	6.2	7.2	-1.0
Radio Hauraki	2.8	2.1	0.7	13	1.8	1.8	0.0	2.2	1.2	1.0	3.0	2.7	0.3	3.3	2.5	0.8	1.4	1.5	-0.1	3.6	3.1	0.5
Rhema	0.4	0.4	0.0	14	0.1	0.1	0.0	0.4	0.4	0.0	0.5	0.6	-0.1	0.6	0.6	0.0	0.4	0.4	0.0	0.3	0.3	0.0
Rock	15.0	16.0	-1.0	1	13.5	13.5	0.0	13.6	14.4	-0.8	15.3	15.6	-0.3	13.2	13.3	-0.1	17.5	15.8	1.7	12.6	12.2	0.4
Sanctuary	0.1	0.1	0.0	16	*	*	*	0.1	0.1	0.0	*	*	*	*	*	*	*	*	*	0.4	0.4	0.0
Tahu FM	0.4	0.3	0.1	14	0.2	0.2	0.0	0.6	0.2	0.4	0.2	0.1	0.1	*	*	*	*	*	*	0.6	0.3	0.3
The Hits	5.4	3.4	2.0	6	8.9	6.1	2.8	8.7	6.3	2.4	6.6	4.8	1.8	6.2	5.5	0.7	3.2	2.4	0.8	4.1	2.9	1.2
The Sound	2.9	4.0	-1.1	11	2.2	2.3	-0.1	2.5	3.2	-0.7	3.6	5.3	-1.7	3.8	4.3	-0.5	7.1	11.0	-3.9	4.1	6.4	-2.3
ZM	5.0	6.1	-1.1	8	4.6	6.0	-1.4	5.6	6.5	-0.9	6.8	7.0	-0.2	1.7	1.6	0.1	3.7	0.7	3.0	3.3	2.8	0.5
MediaWorks Combo	55.7	56.3	-0.6		54.6	57.1	-2.5	58.0	60.4	-2.4	61.4	63.6	-2.2	56.7	58.5	-1.8	61.2	62.5	-1.3	60.1	61.9	-1.8
NZME Combo	34.5	36.0	-1.5		32.9	32.6	0.3	29.5	29.8	-0.3	27.8	27.1	0.7	36.3	33.9	2.4	34.4	33.5	0.9	30.5	30.2	0.3

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

*iHeartCountry was rebranded from Gold Sport from May 4th 2026. S2 2026 includes combined iHeartCountry / Gold Sport listening



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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	8.4	8.5	-0.1	5	1.4	1.2	0.2	1.8	1.3	0.5	2.2	1.4	0.8	4.1	3.6	0.5	3.5	4.1	-0.6	2.5	3.0	-0.5	1.1	1.2	-0.1
Breeze Classic	7.8	9.2	-1.4	7	0.7	1.1	-0.4	0.9	0.9	0.0	0.7	0.5	0.2	1.5	1.9	-0.4	2.3	3.1	-0.8	4.0	4.5	-0.5	0.6	0.8	-0.2
Channel X	6.5	6.9	-0.4	9	1.5	1.5	0.0	2.3	2.9	-0.6	3.2	3.8	-0.6	4.4	4.8	-0.4	1.5	1.4	0.1	0.5	0.5	0.0	1.8	1.7	0.1
Coast	9.0	9.2	-0.2	4	0.9	0.8	0.1	2.2	2.1	0.1	2.3	2.3	0.0	3.3	3.5	-0.2	2.7	2.9	-0.2	3.4	3.4	0.0	0.8	1.0	-0.2
Edge	7.9	8.3	-0.4	6	3.7	3.6	0.1	4.1	3.7	0.4	3.2	3.3	-0.1	3.6	4.3	-0.7	0.7	1.2	-0.5	0.6	0.3	0.3	1.7	2.2	-0.5
Hokonui	6.0	6.8	-0.8	11	0.7	0.8	-0.1	1.2	0.9	0.3	1.4	1.6	-0.2	2.7	2.5	0.2	2.3	2.5	-0.2	1.9	2.4	-0.5	1.6	1.4	0.2
iHeartCountry*	0.6	n.a.	*	16	0.1	n.a.	*	0.1	n.a.	*	0.1	n.a.	*	0.1	n.a.	*	0.2	n.a.	*	0.3	n.a.	*	*	n.a.	*
Life FM	0.6	1.1	-0.5	16	0.2	0.4	-0.2	0.1	0.2	-0.1	0.2	0.1	0.1	0.3	0.3	0.0	0.1	0.4	-0.3	0.1	0.4	-0.3	0.1	0.2	-0.1
More FM	18.7	17.3	1.4	1	5.1	4.6	0.5	6.5	6.1	0.4	6.1	6.1	0.0	9.4	9.1	0.3	6.1	5.6	0.5	3.9	3.3	0.6	4.0	4.0	0.0
Newstalk ZB	6.3	6.6	-0.3	10	*	*	*	0.8	0.7	0.1	1.0	1.0	0.0	1.9	2.0	-0.1	1.9	2.2	-0.3	2.4	2.7	-0.3	0.3	0.4	-0.1
Radio Hauraki	4.7	4.1	0.6	13	0.8	0.8	0.0	1.7	1.4	0.3	2.5	2.1	0.4	3.3	2.8	0.5	1.2	1.0	0.2	0.5	0.5	0.0	0.8	0.8	0.0
Rhema	0.7	0.7	0.0	15	0.1	0.1	0.0	*	*	*	*	*	*	*	*	*	0.4	0.4	0.0	0.5	0.5	0.0	*	*	*
Rock	14.3	13.6	0.7	2	3.5	3.0	0.5	6.1	6.0	0.1	6.6	6.5	0.1	9.5	9.3	0.2	3.7	3.8	-0.1	1.2	1.3	-0.1	3.1	2.7	0.4
Sanctuary	0.3	0.3	0.0	18	0.1	0.1	0.0	*	*	*	*	*	*	*	*	*	*	*	*	0.2	0.1	0.1	*	*	*
Tahu FM	0.9	0.6	0.3	14	0.3	0.2	0.1	0.1	0.1	0.0	0.1	0.1	0.0	0.4	0.2	0.2	0.4	0.2	0.2	0.1	0.2	-0.1	0.2	0.1	0.1
The Hits	9.9	8.5	1.4	3	2.6	2.7	-0.1	3.2	2.8	0.4	3.6	2.9	0.7	5.5	4.3	1.2	3.0	2.5	0.5	1.7	1.4	0.3	2.4	1.9	0.5
The Sound	5.0	5.6	-0.6	12	0.8	0.7	0.1	0.7	0.9	-0.2	1.3	1.1	0.2	2.7	2.7	0.0	2.3	3.0	-0.7	1.5	2.1	-0.6	0.8	0.9	-0.1
ZM	7.4	7.7	-0.3	8	1.5	1.4	0.1	3.7	4.5	-0.8	4.1	4.8	-0.7	5.8	6.1	-0.3	1.8	1.5	0.3	0.1	0.2	-0.1	2.8	3.0	-0.2
MediaWorks Combo	47.9	50.4	-2.5		10.8	10.5	0.3	15.3	15.9	-0.6	15.5	16.2	-0.7	23.5	25.3	-1.8	14.3	16.1	-1.8	11.1	11.8	-0.7	8.2	8.9	-0.7
NZME Combo	34.2	33.7	0.5		5.4	5.2	0.2	10.4	10.1	0.3	11.3	10.9	0.4	17.0	16.1	0.9	9.9	9.9	0.0	8.0	8.5	-0.5	7.0	6.6	0.4
All Commercial Radio	64.8	65.4	-0.6		12.1	11.7	0.4	19.2	19.6	-0.4	19.6	20.0	-0.4	29.5	30.4	-0.9	19.3	20.0	-0.7	17.2	17.3	-0.1	10.8	11.3	-0.5
Potential (000)	84.4	84.4	0.0		18.1	18.1	0.0	25.4	25.7	-0.3	24.8	24.8	0.0	36.5	36.5	0.0	23.6	23.6	0.0	21.9	21.9	0.0	13.3	13.9	-0.6
Sample	806	809	-3		165	157	8	204	202	2	198	205	-7	294	301	-7	208	211	-3	250	261	-11	117	126	-9

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Potential (000)	84.4	84.4	0.0
Sample Size	806	809	-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	4.2	0.0	7	4.6	4.8	-0.2	5.0	4.8	0.2	3.8	4.2	-0.4	1.6	1.9	-0.3	1.2	1.2	0.0	5.2	4.8	0.4
Breeze Classic	5.1	6.2	-1.1	3	5.7	5.9	-0.2	5.5	5.9	-0.4	4.6	4.9	-0.3	2.7	3.1	-0.4	0.9	1.2	-0.3	6.1	6.4	-0.3
Channel X	4.1	4.2	-0.1	8	2.4	3.0	-0.6	4.7	4.5	0.2	3.8	4.5	-0.7	1.4	1.3	0.1	0.6	1.0	-0.4	3.5	3.8	-0.3
Coast	4.3	4.3	0.0	6	5.0	4.5	0.5	5.1	4.7	0.4	3.7	3.9	-0.2	1.9	2.2	-0.3	0.7	0.7	0.0	6.2	6.0	0.2
Edge	3.8	3.5	0.3	10	2.0	2.2	-0.2	4.9	5.0	-0.1	4.4	4.5	-0.1	1.8	2.3	-0.5	0.3	0.7	-0.4	3.7	4.2	-0.5
Hokonui	3.1	4.3	-1.2	11	2.4	2.9	-0.5	3.7	4.2	-0.5	2.5	2.9	-0.4	1.1	1.2	-0.1	0.2	0.8	-0.6	3.5	4.8	-1.3
iHeartCountry*	0.3	n.a.	*	16	0.3	n.a.	*	0.3	n.a.	*	0.1	n.a.	*	0.2	n.a.	*	0.1	n.a.	*	0.3	n.a.	*
Life FM	0.2	0.8	-0.6	17	0.2	0.4	-0.2	0.5	0.5	0.0	0.4	0.5	-0.1	0.2	0.1	0.1	0.2	0.2	0.0	0.5	0.7	-0.2
More FM	11.1	10.0	1.1	1	7.8	7.2	0.6	9.9	9.6	0.3	8.6	8.8	-0.2	3.8	4.5	-0.7	2.8	2.8	0.0	10.3	9.7	0.6
Newstalk ZB	4.9	5.0	-0.1	4	3.1	2.9	0.2	2.8	2.5	0.3	1.7	2.2	-0.5	2.7	2.8	-0.1	2.8	3.0	-0.2	4.2	4.5	-0.3
Radio Hauraki	2.2	2.1	0.1	13	1.9	1.8	0.1	2.6	2.2	0.4	2.4	2.3	0.1	0.9	0.8	0.1	0.2	0.3	-0.1	2.6	1.8	0.8
Rhema	0.4	0.4	0.0	14	0.4	0.4	0.0	0.6	0.6	0.0	0.4	0.4	0.0	0.1	0.1	0.0	0.2	0.2	0.0	0.6	0.6	0.0
Rock	9.1	9.1	0.0	2	7.1	7.8	-0.7	7.9	7.7	0.2	8.4	8.7	-0.3	3.6	3.9	-0.3	2.8	3.2	-0.4	8.0	7.8	0.2
Sanctuary	0.1	0.1	0.0	18	*	*	*	0.2	0.1	0.1	*	0.1	*	*	*	*	*	*	*	0.2	0.2	0.0
Tahu FM	0.4	0.2	0.2	14	0.3	0.2	0.1	0.8	0.3	0.5	0.2	0.1	0.1	*	*	*	*	*	*	0.7	0.4	0.3
The Hits	4.9	3.8	1.1	4	4.7	3.5	1.2	6.9	5.5	1.4	4.9	4.1	0.8	2.5	1.9	0.6	0.7	0.7	0.0	4.8	4.1	0.7
The Sound	2.6	3.1	-0.5	12	2.2	2.5	-0.3	2.9	3.0	-0.1	3.0	3.7	-0.7	1.5	1.3	0.2	1.0	1.2	-0.2	3.6	4.1	-0.5
ZM	4.1	4.8	-0.7	8	3.6	4.2	-0.6	5.0	5.8	-0.8	4.5	5.2	-0.7	1.1	1.4	-0.3	0.5	0.4	0.1	3.8	4.2	-0.4
MediaWorks Combo	31.4	33.1	-1.7		26.7	28.6	-1.9	33.0	34.0	-1.0	29.7	32.5	-2.8	14.2	16.3	-2.1	8.1	9.8	-1.7	32.4	33.3	-0.9
NZME Combo	21.6	21.7	-0.1		18.7	17.7	1.0	22.5	21.8	0.7	18.4	18.9	-0.5	9.6	9.7	-0.1	5.0	5.5	-0.5	22.1	22.7	-0.6
All Commercial Radio	47.5	48.9	-1.4		41.5	41.4	0.1	50.8	49.7	1.1	45.4	47.5	-2.1	22.5	24.4	-1.9	13.2	14.6	-1.4	49.3	49.7	-0.4

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

*iHeartCountry was rebranded from Gold Sport from May 4th 2026. S2 2026 includes combined iHeartCountry / Gold Sport listening



SOUTHLAND 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 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	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	10:46	11:21	-0:34	7:21	5:29	1:52	9:04	6:38	2:26	7:46	6:59	0:47	10:45	13:33	-2:47	13:20	15:22	-2:01	11:58	11:03	0:54	7:42	9:35	-1:53
Breeze Classic	17:44	16:54	0:50	2:50	3:40	-0:49	4:24	5:06	-0:42	5:48	8:23	-2:35	11:44	15:09	-3:25	12:42	13:08	-0:26	17:14	15:05	2:08	8:00	17:04	-9:04
Channel X	7:58	8:03	-0:04	4:04	4:35	-0:30	9:01	9:11	-0:10	9:25	9:08	0:16	8:34	8:28	0:06	9:38	9:18	0:20	16:36	16:08	0:27	7:36	4:40	2:56
Coast	8:48	9:02	-0:13	2:25	3:08	-0:42	8:00	8:03	-0:02	7:36	7:23	0:12	8:14	8:41	-0:27	7:53	7:46	0:07	9:23	10:19	-0:56	12:42	9:22	3:20
Edge	4:53	4:21	0:32	4:04	3:52	0:11	4:27	5:05	-0:37	3:45	4:35	-0:49	4:23	5:00	-0:36	10:39	5:26	5:13	13:04	1:06	11:58	3:58	3:57	0:01
Hokonui	6:57	9:04	-2:07	2:32	3:03	-0:31	5:35	6:35	-1:00	4:41	6:23	-1:42	5:48	7:48	-2:00	8:23	8:48	-0:24	9:32	9:11	0:20	3:53	6:10	-2:17
iHeartCountry*	5:30	n.a.	*	0:30	n.a.	*	5:45	n.a.	*	5:45	n.a.	*	5:45	n.a.	*	11:15	n.a.	*	7:06	n.a.	*	*	n.a.	*
Life FM	3:19	4:12	-0:53	1:52	2:32	-0:40	3:00	3:15	-0:15	3:50	5:15	-1:24	4:17	3:00	1:17	6:00	5:27	0:32	3:15	7:25	-4:10	6:00	2:09	3:50
More FM	8:57	8:32	0:24	7:09	5:30	1:38	5:24	6:15	-0:51	4:40	6:01	-1:21	6:13	7:40	-1:27	12:40	13:44	-1:04	15:43	15:23	0:19	7:06	6:54	0:11
Newstalk ZB	13:22	13:09	0:13	*	*	*	5:31	10:33	-5:01	5:24	10:03	-4:38	8:01	10:04	-2:03	10:15	9:15	0:59	11:29	10:39	0:50	5:31	5:43	-0:12
Radio Hauraki	6:45	6:09	0:36	9:39	6:47	2:52	6:44	4:45	1:58	5:59	5:07	0:51	6:10	5:54	0:15	5:06	6:09	-1:02	5:07	5:25	-0:17	10:20	8:02	2:17
Rhema	5:43	6:02	-0:19	2:30	2:30	0:00	*	*	*	*	*	*	*	*	*	6:23	6:49	-0:26	5:54	6:15	-0:21	*	*	*
Rock	11:45	12:36	-0:50	6:53	7:09	-0:16	8:31	9:22	-0:51	12:28	11:44	0:44	12:47	13:28	-0:41	15:18	18:37	-3:18	18:27	19:17	-0:49	7:33	8:04	-0:31
Sanctuary	4:36	4:55	-0:18	7:00	7:00	0:00	*	*	*	*	*	*	*	*	*	*	*	*	1:05	0:30	0:35	*	*	*
Tahu FM	4:56	4:20	0:36	2:24	1:30	0:54	13:00	13:00	0:00	13:00	11:04	1:55	5:57	6:47	-0:50	4:25	3:52	0:32	7:00	4:01	2:58	2:53	2:22	0:30
The Hits	8:14	6:38	1:35	4:04	3:45	0:19	6:13	5:57	0:16	6:06	5:44	0:21	9:47	7:09	2:37	13:45	10:23	3:22	9:49	10:53	-1:04	13:33	6:19	7:14
The Sound	7:33	9:25	-1:51	4:15	3:46	0:28	5:01	11:37	-6:36	4:54	10:29	-5:34	7:41	11:29	-3:48	9:10	10:42	-1:31	8:46	8:40	0:06	8:07	12:40	-4:32
ZM	7:42	8:08	-0:26	3:58	4:06	-0:07	5:39	6:33	-0:54	8:20	8:31	-0:10	8:44	9:08	-0:23	9:25	10:54	-1:28	5:00	7:18	-2:18	9:11	9:06	0:04
MediaWorks Combo	14:34	14:17	0:16	9:08	7:45	1:22	9:56	10:29	-0:32	11:42	11:43	-0:01	13:36	14:35	-0:59	17:56	18:55	-0:59	18:57	17:22	1:35	11:16	11:24	-0:07
NZME Combo	11:06	11:18	-0:11	5:14	5:06	0:08	8:00	8:37	-0:37	9:04	9:56	-0:52	10:52	10:59	-0:06	12:48	11:34	1:13	12:28	12:43	-0:14	12:00	9:57	2:02
All Commercial Radio	18:38	18:28	0:09	10:39	10:02	0:36	12:52	13:50	-0:58	15:09	15:33	-0:24	18:25	18:46	-0:21	24:23	23:49	0:33	22:01	21:05	0:55	16:36	15:04	1:31
Potential (000)	84.4	84.4	0.0	18.1	18.1	0.0	25.4	25.7	-0.3	24.8	24.8	0.0	36.5	36.5	0.0	23.6	23.6	0.0	21.9	21.9	0.0	13.3	13.9	-0.6
Sample	806	809	-3	165	157	8	204	202	2	198	205	-7	294	301	-7	208	211	-3	250	261	-11	117	126	-9

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

*iHeartCountry was rebranded from Gold Sport from May 4th 2026. S2 2026 includes combined iHeartCountry / Gold Sport listening



SOUTHLAND 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)	84.4	84.4	0.0
Sample Size	806	809	-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	3:36	4:08	-0:31	3:38	4:02	-0:23	4:26	5:01	-0:34	2:40	2:40	-0:00	1:20	1:15	0:05	3:32	3:21	0:10	3:45	3:36	0:09
Breeze Classic	3:42	3:41	0:01	5:27	5:48	-0:20	5:47	5:37	0:09	3:40	3:35	0:04	2:05	2:36	-0:31	1:30	1:38	-0:08	5:31	5:51	-0:20
Channel X	1:30	1:40	-0:09	3:27	3:01	0:25	3:36	3:41	-0:05	1:36	1:48	-0:11	2:48	2:32	0:15	2:45	1:59	0:45	2:18	2:22	-0:04
Coast	2:33	3:06	-0:33	3:28	3:39	-0:10	3:36	3:51	-0:14	1:55	2:01	-0:05	1:03	1:35	-0:31	1:45	1:56	-0:11	3:36	3:35	0:00
Edge	1:56	1:57	-0:00	2:27	1:13	1:13	1:59	1:35	0:23	1:23	1:27	-0:04	1:55	1:52	0:03	2:02	1:50	0:11	1:34	1:31	0:03
Hokonui	2:55	3:19	-0:24	3:29	4:08	-0:39	2:51	4:02	-1:10	1:41	1:54	-0:12	0:33	0:44	-0:10	1:16	1:05	0:10	2:21	2:23	-0:02
iHeartCountry*	1:04	n.a.	*	2:39	n.a.	*	2:25	n.a.	*	1:15	n.a.	*	0:21	n.a.	*	1:45	n.a.	*	1:56	n.a.	*
Life FM	0:30	1:53	-1:23	0:44	1:21	-0:37	1:28	2:04	-0:36	0:36	1:33	-0:57	0:38	0:45	-0:06	0:36	0:37	-0:01	0:55	0:57	-0:02
More FM	2:45	2:33	0:12	3:46	3:17	0:29	3:51	3:22	0:29	2:30	1:58	0:31	1:55	2:05	-0:09	1:39	2:05	-0:25	3:26	3:26	0:00
Newstalk ZB	4:46	4:56	-0:10	4:36	4:06	0:29	2:28	2:27	0:00	3:01	2:13	0:48	4:29	4:24	0:05	2:26	3:06	-0:40	3:37	3:54	-0:17
Radio Hauraki	2:39	2:08	0:30	2:10	2:12	-0:02	2:28	1:32	0:55	1:47	1:41	0:05	2:03	2:00	0:02	2:31	2:22	0:08	3:20	4:02	-0:42
Rhema	2:25	2:24	0:00	0:41	0:43	-0:01	1:51	1:55	-0:04	1:54	1:56	-0:02	3:34	3:34	0:00	0:52	0:53	-0:01	1:10	1:13	-0:03
Rock	3:27	3:52	-0:25	4:25	3:48	0:36	4:53	5:00	-0:06	2:37	2:36	0:01	2:10	2:21	-0:11	2:07	2:06	0:01	3:48	3:48	-0:00
Sanctuary	3:00	3:00	0:00	*	*	*	2:01	4:00	-1:58	*	0:30	*	*	*	*	*	*	*	3:48	4:47	-0:58
Tahu FM	2:08	3:18	-1:10	1:34	1:54	-0:20	2:07	2:00	0:07	1:38	2:00	-0:21	*	*	*	*	*	*	2:04	1:50	0:13
The Hits	2:19	1:57	0:21	4:24	3:48	0:35	3:38	3:06	0:31	1:57	1:43	0:13	1:26	2:01	-0:35	1:31	1:25	0:05	2:04	1:43	0:21
The Sound	2:19	2:50	-0:30	2:17	1:58	0:19	2:30	2:52	-0:21	1:43	2:07	-0:23	1:27	2:14	-0:47	2:29	3:44	-1:15	2:46	3:48	-1:01
ZM	2:33	2:47	-0:14	3:00	3:09	-0:08	3:08	3:02	0:06	2:10	1:59	0:10	0:54	0:47	0:06	2:32	0:46	1:46	2:06	1:38	0:28
MediaWorks Combo	3:42	3:44	-0:02	4:46	4:22	0:24	5:00	4:46	0:14	3:00	2:51	0:08	2:19	2:26	-0:07	2:33	2:40	-0:07	4:28	4:30	-0:01
NZME Combo	3:20	3:39	-0:18	4:05	4:02	0:03	3:44	3:39	0:04	2:12	2:05	0:06	2:11	2:23	-0:11	2:19	2:32	-0:13	3:20	3:13	0:06
All Commercial Radio	4:24	4:30	-0:06	5:37	5:17	0:20	5:36	5:24	0:12	3:12	3:04	0:07	2:34	2:48	-0:13	2:34	2:52	-0:17	4:53	4:52	0:01

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

*iHeartCountry was rebranded from Gold Sport from May 4th 2026. S2 2026 includes combined iHeartCountry / Gold Sport listening