



WAIKATO COMMERCIAL RADIO - GfK SURVEY 2 2026

Station Share (%) by Demographic, Mon-Sun 12mn-12mn
Survey Comparisons: 3/2017 - 1/2020

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	5.8	6.9	-1.1	6	3.8	4.9	-1.1	5.4	6.0	-0.6	6.2	7.1	-0.9	6.0	6.4	-0.4	7.8	9.8	-2.0	6.7	10.6	-3.9	5.4	7.6	-2.2
Breeze Classic	3.9	5.1	-1.2	11	0.5	0.7	-0.2	0.3	0.3	0.0	0.5	0.5	0.0	0.9	0.9	0.0	4.5	7.4	-2.9	8.4	12.7	-4.3	0.1	0.1	0.0
Channel X	2.8	2.5	0.3	13	0.6	1.1	-0.5	2.1	2.3	-0.2	2.9	2.8	0.1	3.7	3.9	-0.2	5.1	4.1	1.0	3.2	1.9	1.3	4.7	4.4	0.3
Coast	8.1	7.6	0.5	5	5.3	5.7	-0.4	3.3	3.1	0.2	3.7	4.0	-0.3	4.0	4.0	0.0	7.4	7.0	0.4	11.0	9.7	1.3	8.0	9.2	-1.2
Edge	4.5	5.6	-1.1	10	6.3	7.8	-1.5	7.0	9.0	-2.0	8.5	8.8	-0.3	7.0	9.0	-2.0	1.5	4.0	-2.5	1.1	0.9	0.2	4.6	4.8	-0.2
George FM	3.7	3.2	0.5	12	1.1	1.3	-0.2	7.9	6.4	1.5	9.8	8.1	1.7	7.1	6.0	1.1	0.5	0.6	-0.1	1.2	0.8	0.4	4.0	4.4	-0.4
iHeartCountry*	0.4	n.a.	*	19	0.3	n.a.	*	0.1	n.a.	*	0.1	n.a.	*	0.1	n.a.	*	1.1	n.a.	*	1.1	n.a.	*	0.1	n.a.	*
Life FM	1.3	1.1	0.2	15	2.7	1.2	1.5	2.4	1.6	0.8	1.9	1.9	0.0	1.8	1.8	0.0	0.9	1.0	-0.1	0.2	0.3	-0.1	0.9	0.9	0.0
Mai FM	4.9	4.7	0.2	9	7.0	7.1	-0.1	11.2	9.5	1.7	10.6	7.4	3.2	8.6	7.7	0.9	1.8	3.9	-2.1	0.1	0.4	-0.3	5.6	4.4	1.2
Maniapoto FM	0.6	0.5	0.1	18	0.5	0.3	0.2	0.9	1.0	-0.1	0.8	1.0	-0.2	0.8	0.8	0.0	0.3	0.2	0.1	0.5	0.3	0.2	0.6	0.4	0.2
More FM	5.2	4.1	1.1	8	7.0	4.6	2.4	3.3	2.4	0.9	3.2	2.8	0.4	5.4	5.3	0.1	8.5	7.5	1.0	5.3	3.3	2.0	7.8	6.2	1.6
Newstalk ZB	11.8	11.1	0.7	2	3.2	2.0	1.2	2.0	1.5	0.5	3.1	2.2	0.9	4.8	2.7	2.1	11.8	12.4	-0.6	18.3	21.3	-3.0	4.6	4.7	-0.1
Nga Iwi FM	*	*	*	*	0.1	0.2	-0.1	*	0.1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.2	*
Radio Hauraki	2.5	1.9	0.6	14	2.5	2.1	0.4	2.6	2.1	0.5	2.5	2.6	-0.1	4.0	3.1	0.9	3.8	2.1	1.7	0.7	0.4	0.3	2.3	1.8	0.5
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	0.2	0.4	-0.2	20	0.1	0.2	-0.1	0.2	0.3	-0.1	0.3	0.3	0.0	0.2	0.2	0.0	*	0.6	*	0.1	0.9	-0.8	0.1	0.2	-0.1
Rock	10.7	11.2	-0.5	4	12.5	17.7	-5.2	15.0	18.9	-3.9	14.5	16.6	-2.1	15.3	14.9	0.4	10.5	7.7	2.8	5.2	4.9	0.3	16.3	17.8	-1.5
Sanctuary	1.2	0.4	0.8	16	*	*	*	0.2	0.3	-0.1	0.2	0.3	-0.1	0.1	0.2	-0.1	1.8	0.9	0.9	3.4	1.0	2.4	0.2	0.5	-0.3
Sport Nation	*	1.6	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Tainui Live	0.7	0.8	-0.1	17	0.2	0.4	-0.2	1.0	0.9	0.1	1.3	1.4	-0.1	1.1	1.3	-0.2	0.4	0.5	-0.1	0.6	0.4	0.2	0.9	1.1	-0.2
The Hits	5.6	7.0	-1.4	7	5.8	7.3	-1.5	4.9	8.2	-3.3	5.9	9.4	-3.5	6.7	8.6	-1.9	6.9	6.1	0.8	4.4	5.2	-0.8	7.7	9.3	-1.6
The Sound	13.5	12.4	1.1	1	12.8	14.1	-1.3	10.7	11.5	-0.8	6.2	7.5	-1.3	6.8	8.6	-1.8	18.9	15.1	3.8	25.2	20.4	4.8	5.8	2.1	3.7
ZM	11.6	10.0	1.6	3	25.8	19.4	6.4	18.3	13.1	5.2	16.4	13.8	2.6	14.6	13.3	1.3	6.4	7.7	-1.3	2.6	3.0	-0.4	19.5	19.0	0.5
MediaWorks Combo	55.1	55.7	-0.6		51.6	59.2	-7.6	62.9	66.7	-3.8	62.5	62.0	0.5	60.8	62.9	-2.1	59.2	60.2	-1.0	56.8	55.9	0.9	54.3	51.8	2.5
NZME Combo	40.2	38.4	1.8		42.9	36.7	6.2	31.4	28.1	3.3	32.0	32.1	-0.1	34.3	31.8	2.5	37.2	36.2	1.0	38.0	40.7	-2.7	42.4	44.1	-1.7
Potential (000)	312.5	312.5	0.0		74.3	74.3	0.0	111.4	108.8	2.6	103.4	103.4	0.0	145.4	145.4	0.0	80.0	80.0	0.0	68.0	68.0	0.0	59.0	55.4	3.6
Sample	851	838	13		219	201	18	310	293	17	295	295	0	403	392	11	202	193	9	178	193	-15	174	157	17

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, Mai FM, More FM, Rock, The Sound, or internet only listening to Humm FM

NZME Combo: Coast, Gold Sport (until S1 26), iHeartCountry (from S2 26), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui

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



WAIKATO COMMERCIAL RADIO - GfK SURVEY 2 2026

Station Share (%) by Daypart, People 10+
Survey Comparisons: 3/2017 - 1/2020

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	This	Last	+/-
Potential (000)	312.5	312.5	0.0
Sample Size	851	838	13

	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	5.4	5.6	-0.2	7	5.6	6.6	-1.0	5.4	6.6	-1.2	5.2	7.1	-1.9	9.4	11.8	-2.4	5.3	6.5	-1.2	6.2	7.7	-1.5	
Breeze Classic	3.5	3.6	-0.1	12	3.6	5.6	-2.0	4.0	5.3	-1.3	3.3	4.5	-1.2	6.0	6.8	-0.8	0.3	0.3	0.0	4.9	6.6	-1.7	
Channel X	1.6	1.2	0.4	15	4.4	4.0	0.4	4.2	3.5	0.7	2.3	2.2	0.1	0.6	1.1	-0.5	*	*	*	2.0	2.1	-0.1	
Coast	6.1	5.8	0.3	5	9.3	8.6	0.7	9.5	9.4	0.1	7.9	5.6	2.3	7.1	8.1	-1.0	4.5	2.6	1.9	8.4	8.1	0.3	
Edge	5.1	5.4	-0.3	9	5.1	5.6	-0.5	5.0	7.0	-2.0	4.8	6.6	-1.8	1.8	2.7	-0.9	4.0	4.3	-0.3	3.6	4.6	-1.0	
George FM	2.9	2.5	0.4	13	4.2	3.6	0.6	5.1	4.1	1.0	5.1	4.0	1.1	1.8	1.8	0.0	1.3	1.8	-0.5	2.4	2.4	0.0	
iHeartCountry*	0.1	n.a.	*	19	1.4	n.a.	*	0.1	n.a.	*	0.2	n.a.	*	0.1	n.a.	*	1.4	n.a.	*	0.2	n.a.	*	
Life FM	1.7	1.5	0.2	14	1.1	0.7	0.4	1.2	1.0	0.2	1.1	0.7	0.4	0.8	0.6	0.2	2.3	2.6	-0.3	1.4	1.2	0.2	
Mai FM	5.3	5.8	-0.5	8	5.0	4.1	0.9	6.4	5.4	1.0	5.0	5.1	-0.1	1.4	3.7	-2.3	5.7	9.1	-3.4	3.7	2.5	1.2	
Maniapoto FM	1.0	0.8	0.2	16	0.3	0.3	0.0	0.1	0.2	-0.1	*	*	*	1.3	0.7	0.6	4.4	4.1	0.3	0.5	0.3	0.2	
More FM	5.9	5.3	0.6	6	5.3	4.4	0.9	5.8	4.6	1.2	4.4	3.1	1.3	3.9	2.6	1.3	1.3	1.1	0.2	5.6	3.8	1.8	
Newstalk ZB	18.3	16.6	1.7	1	8.0	8.1	-0.1	5.7	5.6	0.1	14.0	12.8	1.2	19.8	17.9	1.9	24.4	17.6	6.8	10.6	10.9	-0.3	
Nga Iwi FM	*	*	*	*	*	*	*	*	0.1	*	*	0.1	*	*	*	*	0.4	*	*	*	*	*	*
Radio Hauraki	4.1	2.5	1.6	11	2.3	2.1	0.2	1.6	1.4	0.2	3.3	1.4	1.9	2.2	3.7	-1.5	1.9	1.9	0.0	1.9	1.6	0.3	
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.2	0.2	0.0	*	*	*	
Rhema	0.1	0.3	-0.2	19	0.1	0.3	-0.2	0.2	0.4	-0.2	0.1	0.2	-0.1	0.7	0.6	0.1	*	2.2	*	0.2	0.3	-0.1	
Rock	11.1	12.0	-0.9	3	9.9	10.6	-0.7	11.4	12.1	-0.7	11.7	12.2	-0.5	6.8	7.8	-1.0	11.3	9.6	1.7	10.5	10.2	0.3	
Sanctuary	0.8	0.2	0.6	17	0.8	0.2	0.6	0.6	0.3	0.3	1.1	0.1	1.0	2.8	1.5	1.3	1.9	1.5	0.4	1.9	0.6	1.3	
Sport Nation	*	2.8	*	*	*	1.9	*	*	2.0	*	*	2.2	*	*	*	*	*	0.3	*	*	*	*	
Tainui Live	0.7	0.9	-0.2	18	1.1	1.1	0.0	0.1	0.4	-0.3	0.7	1.1	-0.4	1.3	0.7	0.6	3.0	1.8	1.2	0.7	0.5	0.2	
The Hits	5.1	6.7	-1.6	9	6.5	7.2	-0.7	5.9	6.3	-0.4	5.5	7.1	-1.6	4.6	5.7	-1.1	4.5	8.4	-3.9	5.4	7.9	-2.5	
The Sound	8.0	8.4	-0.4	4	17.1	16.1	1.0	16.0	14.9	1.1	9.9	8.5	1.4	7.4	4.1	3.3	12.9	14.4	-1.5	16.2	13.7	2.5	
ZM	12.8	11.3	1.5	2	8.3	6.6	1.7	11.1	8.3	2.8	13.1	13.5	-0.4	16.6	15.7	0.9	7.8	7.1	0.7	12.6	10.7	1.9	
MediaWorks Combo	48.7	49.9	-1.2		60.3	60.7	-0.4	63.3	63.5	-0.2	52.1	53.5	-1.4	39.7	43.0	-3.3	42.3	48.0	-5.7	55.0	53.7	1.3	
NZME Combo	46.4	42.9	3.5		35.9	33.9	2.0	34.0	31.2	2.8	44.0	40.4	3.6	50.8	51.1	-0.3	44.5	38.7	5.8	39.3	41.9	-2.6	

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NZME Combo: Coast, Gold Sport (until S1 26), iHeartCountry (from S2 26), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui

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



WAIKATO COMMERCIAL RADIO - GfK SURVEY 2 2026

Cumulative Audience (000's) by Demographic, Mon-Sun 12mn-12mn
Survey Comparisons: 3/2017 - 1/2020

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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	26.9	30.7	-3.8	7	5.8	7.6	-1.8	9.6	11.3	-1.7	10.3	12.3	-2.0	14.1	16.1	-2.0	7.7	8.4	-0.7	5.2	6.2	-1.0	5.3	7.2	-1.9	
Breeze Classic	13.8	19.0	-5.2	12	1.1	1.9	-0.8	1.7	2.5	-0.8	2.0	2.4	-0.4	2.6	3.7	-1.1	5.6	7.2	-1.6	7.8	10.2	-2.4	0.2	0.6	-0.4	
Channel X	11.3	12.6	-1.3	14	1.7	2.0	-0.3	2.4	3.9	-1.5	4.0	5.4	-1.4	6.8	8.4	-1.6	4.8	4.6	0.2	2.4	1.9	0.5	2.7	2.7	0.0	
Coast	26.9	30.2	-3.3	7	2.8	3.3	-0.5	5.4	6.1	-0.7	4.6	5.9	-1.3	7.3	8.0	-0.7	9.5	8.9	0.6	11.4	12.0	-0.6	5.1	6.1	-1.0	
Edge	31.0	32.5	-1.5	6	10.0	12.5	-2.5	15.5	16.6	-1.1	15.1	14.2	0.9	18.3	17.4	0.9	3.6	3.5	0.1	2.4	2.3	0.1	6.7	7.3	-0.6	
George FM	13.4	12.6	0.8	13	2.2	2.3	-0.1	8.7	7.6	1.1	7.7	6.7	1.0	9.4	9.2	0.2	2.9	3.2	-0.3	1.8	1.2	0.6	2.5	2.7	-0.2	
iHeartCountry*	2.0	n.a.	*	19	0.4	n.a.	*	0.7	n.a.	*	0.7	n.a.	*	0.7	n.a.	*	0.6	n.a.	*	0.9	n.a.	*	0.3	n.a.	*	
Life FM	10.2	8.9	1.3	15	2.9	2.4	0.5	6.1	4.7	1.4	6.0	5.2	0.8	7.0	6.0	1.0	1.3	1.2	0.1	0.3	0.4	-0.1	2.0	1.6	0.4	
Mai FM	24.0	27.6	-3.6	9	7.7	8.7	-1.0	14.9	16.2	-1.3	13.3	13.3	0.0	16.0	18.2	-2.2	2.9	5.5	-2.6	0.2	0.7	-0.5	5.9	6.5	-0.6	
Maniapoto FM	2.8	2.0	0.8	17	1.5	0.9	0.6	0.8	0.6	0.2	0.4	0.6	-0.2	0.8	0.9	-0.1	0.4	0.3	0.1	0.4	0.2	0.2	0.4	0.3	0.1	
More FM	23.3	19.3	4.0	10	8.2	6.3	1.9	8.6	7.5	1.1	6.8	6.7	0.1	12.1	10.4	1.7	7.2	5.7	1.5	3.0	2.6	0.4	5.5	4.8	0.7	
Newstalk ZB	34.3	34.7	-0.4	5	2.1	1.9	0.2	3.5	4.6	-1.1	4.0	4.9	-0.9	8.7	8.3	0.4	13.2	13.1	0.1	16.7	17.3	-0.6	4.3	4.6	-0.3	
Nga Iwi FM	0.5	1.0	-0.5	22	0.2	0.6	-0.4	*	0.6	*	*	*	*	0.3	0.4	-0.1	0.3	0.4	-0.1	*	*	*	0.3	1.0	-0.7	
Radio Hauraki	16.8	11.4	5.4	11	3.0	3.0	0.0	5.1	4.3	0.8	5.2	3.5	1.7	9.3	5.9	3.4	6.9	4.2	2.7	4.1	2.2	1.9	1.6	0.6	1.0	
Radio Waatea	0.3	0.4	-0.1	23	*	*	*	*	*	*	*	*	*	0.3	0.4	-0.1	0.3	0.4	-0.1	*	*	*	0.3	0.4	-0.1	
Rhema	2.3	4.1	-1.8	18	0.2	0.2	0.0	0.7	1.1	-0.4	0.7	1.1	-0.4	0.7	1.1	-0.4	0.3	1.0	-0.7	0.7	2.1	-1.4	0.2	0.3	-0.1	
Rock	47.7	48.7	-1.0	2	10.9	10.6	0.3	23.6	28.9	-5.3	23.6	27.0	-3.4	31.0	32.7	-1.7	12.1	10.0	2.1	5.4	5.0	0.4	10.6	9.4	1.2	
Sanctuary	2.0	2.3	-0.3	19	*	*	*	0.6	1.0	-0.4	0.6	1.0	-0.4	0.6	1.0	-0.4	0.9	1.3	-0.4	1.4	1.3	0.1	0.5	0.9	-0.4	
Sport Nation	0.8	2.4	-1.6	21	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.3	*	*	*	*	*	*
Tainui Live	6.3	5.8	0.5	16	1.3	0.5	0.8	1.7	1.9	-0.2	2.8	3.1	-0.3	4.1	4.4	-0.3	1.2	1.7	-0.5	1.0	0.9	0.1	2.2	2.1	0.1	
The Hits	36.6	39.1	-2.5	4	9.1	8.3	0.8	15.4	15.7	-0.3	15.8	15.5	0.3	20.6	20.9	-0.3	10.1	11.6	-1.5	5.9	7.9	-2.0	7.7	9.1	-1.4	
The Sound	38.8	40.8	-2.0	3	5.7	5.9	-0.2	12.9	12.3	0.6	11.6	11.0	0.6	16.5	17.7	-1.2	15.2	17.5	-2.3	15.9	16.4	-0.5	4.6	3.7	0.9	
ZM	55.4	55.6	-0.2	1	20.2	18.1	2.1	25.4	25.7	-0.3	21.5	22.2	-0.7	28.1	29.5	-1.4	9.9	12.4	-2.5	4.2	5.9	-1.7	13.1	13.2	-0.1	
MediaWorks Combo	166.3	173.2	-6.9		37.6	40.3	-2.7	63.5	67.9	-4.4	61.9	63.8	-1.9	85.3	88.2	-2.9	48.3	50.8	-2.5	38.2	39.8	-1.6	32.8	31.1	1.7	
NZME Combo	141.6	136.6	5.0		32.4	30.4	2.0	48.7	47.3	1.4	44.9	43.0	1.9	63.9	59.6	4.3	38.4	36.1	2.3	32.1	31.8	0.3	27.5	27.1	0.4	
All Commercial Radio	236.6	242.9	-6.3		53.4	55.3	-1.9	82.8	86.2	-3.4	79.2	82.0	-2.8	112.5	115.8	-3.3	66.6	68.1	-1.5	55.1	56.0	-0.9	46.0	45.7	0.3	
Potential (000)	312.5	312.5	0.0		74.3	74.3	0.0	111.4	108.8	2.6	103.4	103.4	0.0	145.4	145.4	0.0	80.0	80.0	0.0	68.0	68.0	0.0	59.0	55.4	3.6	
Sample	851	838	13		219	201	18	310	293	17	295	295	0	403	392	11	202	193	9	178	193	-15	174	157	17	

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

NZME Combo: Coast, Gold Sport (until S1 26), iHeartCountry (from S2 26), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui

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



WAIKATO COMMERCIAL RADIO - GfK SURVEY 2 2026

Cumulative Audience (000's) by Daypart, People 10+
Survey Comparisons: 3/2017 - 1/2020

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
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	This	Last	+/-
Potential (000)	312.5	312.5	0.0
Sample Size	851	838	13

	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	13.9	15.5	-1.6	9	13.2	13.0	0.2	15.0	16.0	-1.0	13.1	15.7	-2.6	6.4	9.6	-3.2	3.2	4.2	-1.0	14.4	16.4	-2.0
Breeze Classic	6.3	8.3	-2.0	12	7.1	9.2	-2.1	8.3	11.8	-3.5	6.1	8.9	-2.8	2.4	3.2	-0.8	0.3	0.3	0.0	7.4	9.4	-2.0
Channel X	4.9	4.5	0.4	15	6.8	7.3	-0.5	7.2	7.5	-0.3	6.0	6.6	-0.6	1.4	2.3	-0.9	*	*	*	5.0	6.5	-1.5
Coast	13.6	14.7	-1.1	10	17.4	18.8	-1.4	17.2	20.8	-3.6	12.4	13.2	-0.8	3.9	4.7	-0.8	3.0	2.4	0.6	13.4	15.5	-2.1
Edge	17.5	19.9	-2.4	6	13.3	14.2	-0.9	13.7	15.3	-1.6	13.8	16.8	-3.0	4.2	4.9	-0.7	3.8	4.8	-1.0	14.0	15.3	-1.3
George FM	5.4	5.8	-0.4	13	6.1	5.6	0.5	8.3	7.6	0.7	7.9	6.1	1.8	1.9	2.1	-0.2	0.9	1.6	-0.7	4.4	3.8	0.6
iHeartCountry*	0.4	n.a.	*	20	1.2	n.a.	*	0.9	n.a.	*	0.6	n.a.	*	0.3	n.a.	*	0.6	n.a.	*	0.7	n.a.	*
Life FM	5.1	4.7	0.4	14	4.4	4.1	0.3	4.9	4.7	0.2	3.8	2.8	1.0	2.2	1.7	0.5	1.2	1.3	-0.1	4.4	5.2	-0.8
Mai FM	16.4	17.8	-1.4	7	11.0	11.2	-0.2	14.7	15.7	-1.0	14.3	14.8	-0.5	3.2	6.1	-2.9	2.8	5.0	-2.2	9.5	9.5	0.0
Maniapoto FM	1.3	1.1	0.2	17	0.4	0.6	-0.2	0.4	0.6	-0.2	*	*	*	0.4	0.2	0.2	1.5	1.2	0.3	1.5	0.8	0.7
More FM	14.0	10.2	3.8	8	9.8	7.1	2.7	12.8	11.4	1.4	10.8	9.3	1.5	3.3	2.8	0.5	1.5	1.5	0.0	11.8	9.8	2.0
Newstalk ZB	23.9	25.7	-1.8	3	16.2	16.3	-0.1	14.8	16.2	-1.4	17.3	18.2	-0.9	9.9	10.4	-0.5	8.8	8.3	0.5	18.4	19.2	-0.8
Nga Iwi FM	*	*	*	*	*	*	*	*	0.6	*	*	0.6	*	*	*	*	0.2	*	*	0.5	0.4	0.1
Radio Hauraki	7.0	4.7	2.3	11	5.0	4.0	1.0	6.6	5.3	1.3	9.1	4.4	4.7	3.9	3.6	0.3	2.0	1.0	1.0	7.9	5.5	2.4
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.3	0.4	-0.1	*	*	*
Rhema	0.7	1.7	-1.0	19	0.7	2.3	-1.6	1.3	2.6	-1.3	0.9	1.7	-0.8	1.2	1.2	0.0	*	0.6	*	1.5	1.9	-0.4
Rock	29.9	28.6	1.3	2	20.4	19.6	0.8	23.6	25.5	-1.9	20.7	23.1	-2.4	10.2	11.5	-1.3	7.1	6.8	0.3	27.5	26.4	1.1
Sanctuary	1.2	0.8	0.4	18	1.7	1.9	-0.2	1.2	1.3	-0.1	0.7	0.3	0.4	0.9	1.0	-0.1	0.9	0.7	0.2	1.7	1.3	0.4
Sport Nation	0.3	2.0	-1.7	21	0.5	1.9	-1.4	*	1.5	*	*	1.5	*	*	*	*	*	0.5	*	*	*	*
Tainui Live	2.6	3.4	-0.8	16	2.2	2.2	0.0	1.0	1.4	-0.4	1.3	1.4	-0.1	0.9	0.2	0.7	0.9	0.5	0.4	1.7	1.5	0.2
The Hits	18.5	21.8	-3.3	5	15.9	19.6	-3.7	16.4	19.6	-3.2	11.4	15.3	-3.9	6.7	8.0	-1.3	3.9	5.3	-1.4	19.3	22.7	-3.4
The Sound	19.6	19.7	-0.1	4	22.3	21.5	0.8	22.6	23.3	-0.7	18.2	21.6	-3.4	7.5	7.9	-0.4	3.6	4.1	-0.5	27.5	25.9	1.6
ZM	33.4	31.8	1.6	1	18.7	21.1	-2.4	30.3	28.8	1.5	24.2	26.4	-2.2	10.7	12.4	-1.7	6.9	7.0	-0.1	29.1	30.2	-1.1
MediaWorks Combo	105.3	106.7	-1.4		90.5	90.5	0.0	102.8	107.2	-4.4	94.6	101.7	-7.1	36.8	44.5	-7.7	22.1	23.9	-1.8	104.9	106.2	-1.3
NZME Combo	90.7	89.6	1.1		67.6	69.5	-1.9	78.6	80.1	-1.5	71.5	70.7	0.8	33.6	36.2	-2.6	24.1	23.5	0.6	81.1	83.3	-2.2
All Commercial Radio	176.9	180.8	-3.9		141.1	145.7	-4.6	157.5	167.5	-10.0	149.5	156.1	-6.6	68.7	79.1	-10.4	44.4	45.9	-1.5	162.0	168.2	-6.2

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

NZME Combo: Coast, Gold Sport (until S1 26), iHeartCountry (from S2 26), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui

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



WAIKATO COMMERCIAL RADIO - GfK SURVEY 2 2026

Average Time Spent Listening (hh:mm) by Demographic, Mon-Sun 12mn-12mn
Survey Comparisons: 3/2017 - 1/2020

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	7:23	8:37	-1:13	3:46	3:53	-0:06	6:00	6:23	-0:22	6:17	6:55	-0:38	6:21	6:46	-0:24	10:56	13:56	-2:59	14:16	19:46	-5:30	6:01	6:11	-0:10	
Breeze Classic	9:41	10:16	-0:34	2:59	2:06	0:53	1:41	1:30	0:11	2:31	2:16	0:15	5:21	4:00	1:21	8:41	12:12	-3:31	12:12	14:18	-2:05	1:30	0:55	0:35	
Channel X	8:24	7:30	0:53	1:56	3:11	-1:15	9:00	7:12	1:47	7:30	6:19	1:10	8:07	7:55	0:11	11:26	10:40	0:45	14:51	11:25	3:26	10:18	9:25	0:53	
Coast	10:23	9:33	0:50	10:45	10:30	0:15	6:34	6:03	0:31	8:24	8:02	0:22	8:07	8:35	-0:27	8:18	9:26	-1:08	10:44	9:22	1:22	9:16	8:50	0:26	
Edge	5:02	6:34	-1:32	3:40	3:42	-0:01	4:50	6:31	-1:41	5:51	7:24	-1:32	5:41	8:51	-3:09	4:36	13:58	-9:21	5:04	4:29	0:34	4:04	3:54	0:10	
George FM	9:26	9:31	-0:05	2:50	3:19	-0:29	9:41	10:02	-0:21	13:12	14:23	-1:10	11:24	11:16	0:07	1:51	2:21	-0:29	7:24	8:04	-0:40	9:06	9:43	-0:36	
iHeartCountry*	7:35	n.a.	*	4:26	n.a.	*	1:24	n.a.	*	1:24	n.a.	*	1:24	n.a.	*	17:30	n.a.	*	13:15	n.a.	*	2:15	n.a.	*	
Life FM	4:25	4:44	-0:19	5:21	2:59	2:22	4:11	4:01	0:09	3:16	4:26	-1:10	3:52	5:14	-1:21	7:45	9:24	-1:39	7:45	7:45	0:00	2:34	3:12	-0:37	
Mai FM	7:04	6:28	0:36	5:13	4:51	0:22	8:04	7:01	1:02	8:15	6:40	1:35	8:01	7:14	0:47	6:32	8:31	-1:59	3:00	6:22	-3:22	5:32	3:59	1:32	
Maniapoto FM	7:15	9:12	-1:56	1:47	1:50	-0:02	10:52	20:00	-9:07	20:00	20:00	0:00	14:09	16:14	-2:04	8:00	8:00	0:00	13:00	13:00	0:00	8:00	8:00	0:00	
More FM	7:45	8:09	-0:23	4:56	4:21	0:35	4:07	3:54	0:13	4:56	5:01	-0:04	6:40	8:49	-2:09	12:44	15:52	-3:08	19:47	14:34	5:12	8:20	7:29	0:50	
Newstalk ZB	11:52	12:11	-0:18	8:51	6:29	2:22	6:08	3:48	2:19	8:04	5:24	2:39	8:11	5:36	2:35	9:33	11:20	-1:47	12:16	14:15	-1:58	6:16	5:57	0:18	
Nga Iwi FM	1:24	1:24	-0:00	2:45	2:00	0:45	*	2:00	*	*	*	*	0:30	0:30	0:00	0:30	0:30	0:00	*	*	*	0:30	1:24	-0:54	
Radio Hauraki	5:11	6:23	-1:12	4:42	4:11	0:31	5:31	5:47	-0:16	5:03	8:47	-3:43	6:25	8:50	-2:24	5:50	6:04	-0:14	2:02	1:59	0:03	8:28	16:46	-8:18	
Radio Waatea	0:45	0:45	0:00	*	*	*	*	*	*	*	*	*	0:45	0:45	0:00	0:45	0:45	0:00	*	*	*	0:45	0:45	0:00	
Rhema	2:21	3:48	-1:26	4:00	4:00	0:00	3:36	3:19	0:16	3:36	3:19	0:16	3:36	3:19	0:16	0:45	7:15	-6:30	1:59	4:58	-2:59	3:15	3:15	0:00	
Rock	7:43	8:44	-1:01	6:36	9:54	-3:17	6:45	7:52	-1:06	6:22	7:21	-0:58	7:21	7:47	-0:26	9:22	9:18	0:03	10:56	11:18	-0:22	9:01	11:08	-2:06	
Sanctuary	20:03	6:38	13:25	*	*	*	3:15	3:48	-0:32	3:15	3:48	-0:32	3:15	3:48	-0:32	20:45	8:52	11:52	28:01	8:52	19:08	2:00	3:15	-1:15	
Sport Nation	0:32	25:07	-24:35	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1:00	*	*	*	*	*	*
Tainui Live	4:02	5:07	-1:05	1:03	4:31	-3:27	6:08	5:51	0:16	4:42	5:32	-0:50	4:13	5:10	-0:56	3:08	3:50	-0:42	7:05	5:17	1:47	2:24	3:07	-0:43	
The Hits	5:15	6:49	-1:34	3:39	5:12	-1:32	3:24	6:18	-2:54	3:52	7:14	-3:22	4:52	7:02	-2:10	7:18	6:16	1:02	8:16	7:39	0:37	5:54	5:58	-0:04	
The Sound	11:56	11:34	0:22	12:53	14:06	-1:13	8:48	11:15	-2:27	5:31	8:09	-2:38	6:11	8:18	-2:06	13:21	10:22	2:59	17:47	14:21	3:25	7:29	3:16	4:12	
ZM	7:13	6:50	0:23	7:23	6:24	0:58	7:41	6:07	1:34	7:55	7:25	0:30	7:45	7:44	0:00	6:53	7:26	-0:33	6:57	5:51	1:05	8:41	8:27	0:14	
MediaWorks Combo	11:24	12:16	-0:52	7:55	8:44	-0:49	10:34	11:49	-1:14	10:29	11:38	-1:08	10:39	12:13	-1:33	13:09	14:13	-1:04	16:41	16:13	0:28	9:40	9:46	-0:06	
NZME Combo	9:46	10:43	-0:56	7:38	7:11	0:27	6:53	7:09	-0:16	7:24	8:54	-1:30	8:00	9:09	-1:08	10:23	12:00	-1:37	13:17	14:45	-1:28	9:00	9:33	-0:32	
All Commercial Radio	14:33	15:42	-1:08	10:48	10:46	0:02	12:53	13:57	-1:03	13:06	14:35	-1:28	13:17	14:49	-1:31	16:06	17:37	-1:31	20:23	20:38	-0:15	12:41	12:51	-0:09	
Potential (000)	312.5	312.5	0.0	74.3	74.3	0.0	111.4	108.8	2.6	103.4	103.4	0.0	145.4	145.4	0.0	80.0	80.0	0.0	68.0	68.0	0.0	59.0	55.4	3.6	
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WAIKATO COMMERCIAL RADIO - GfK SURVEY 2 2026

Average Time Spent Listening (hh:mm) by Daypart, People 10+
Survey Comparisons: 3/2017 - 1/2020

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	This	Last	+/-
Potential (000)	312.5	312.5	0.0
Sample Size	851	838	13

	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	2:32	2:35	-0:03	2:45	3:40	-0:55	2:42	3:27	-0:44	1:39	2:05	-0:26	2:30	2:14	0:16	1:52	2:03	-0:11	2:59	3:32	-0:33
Breeze Classic	3:35	3:06	0:29	3:12	4:22	-1:09	3:33	3:45	-0:11	2:17	2:22	-0:05	4:21	3:53	0:27	1:15	1:15	0:00	4:38	5:22	-0:43
Channel X	2:07	2:00	0:07	4:12	3:55	0:16	4:22	3:54	0:28	1:34	1:32	0:02	0:46	0:52	-0:06	*	*	*	2:48	2:24	0:24
Coast	2:55	2:49	0:05	3:24	3:18	0:06	4:07	3:48	0:19	2:40	1:59	0:41	3:08	3:08	0:00	1:43	1:26	0:17	4:20	3:57	0:23
Edge	1:55	1:57	-0:02	2:28	2:48	-0:20	2:41	3:49	-1:07	1:27	1:50	-0:22	0:43	1:00	-0:17	1:13	1:12	0:00	1:46	2:15	-0:28
George FM	3:26	3:04	0:22	4:28	4:32	-0:04	4:34	4:33	0:00	2:44	3:02	-0:17	1:35	1:33	0:01	1:32	1:26	0:05	3:49	4:47	-0:57
iHeartCountry*	1:09	n.a.	*	7:22	n.a.	*	1:15	n.a.	*	1:44	n.a.	*	0:45	n.a.	*	2:30	n.a.	*	1:42	n.a.	*
Life FM	2:12	2:21	-0:08	1:32	1:15	0:16	1:51	1:50	0:01	1:12	1:13	-0:01	0:36	0:35	0:01	2:08	2:37	-0:29	2:09	1:47	0:22
Mai FM	2:06	2:20	-0:14	2:55	2:38	0:17	3:13	2:52	0:21	1:28	1:35	-0:07	0:44	1:06	-0:22	2:22	2:27	-0:04	2:42	1:59	0:42
Maniapoto FM	5:20	5:32	-0:11	4:15	4:15	0:00	2:30	2:30	0:00	*	*	*	5:00	5:00	0:00	3:19	4:32	-1:12	2:13	2:25	-0:12
More FM	2:44	3:41	-0:57	3:26	4:30	-1:04	3:22	3:21	0:01	1:41	1:31	0:09	2:02	1:43	0:18	1:03	0:59	0:03	3:18	2:57	0:21
Newstalk ZB	5:00	4:37	0:22	3:09	3:35	-0:25	2:51	2:54	-0:03	3:23	3:16	0:07	3:25	3:07	0:17	3:09	2:50	0:19	4:01	4:17	-0:15
Nga Iwi FM	*	*	*	*	*	*	*	1:00	*	*	1:00	*	*	*	*	2:00	*	*	0:36	0:30	0:06
Radio Hauraki	3:49	3:43	0:05	3:00	3:50	-0:50	1:51	2:12	-0:21	1:30	1:30	-0:00	0:57	1:52	-0:54	1:03	2:34	-1:30	1:43	2:16	-0:32
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0:45	0:45	0:00	*	*	*
Rhema	0:43	1:25	-0:42	0:30	1:04	-0:34	0:59	1:25	-0:25	0:30	0:37	-0:07	1:00	1:00	0:00	*	5:15	*	1:07	1:00	0:07
Rock	2:25	3:00	-0:34	3:07	3:53	-0:46	3:34	3:58	-0:23	2:21	2:27	-0:05	1:08	1:14	-0:05	1:49	1:54	-0:05	2:39	2:56	-0:16
Sanctuary	4:42	1:51	2:51	3:08	0:55	2:13	3:50	1:37	2:13	6:08	1:00	5:08	5:12	2:40	2:32	2:26	2:45	-0:18	7:59	3:44	4:14
Sport Nation	1:00	10:10	-9:10	0:15	7:01	-6:46	*	11:00	*	*	7:00	*	*	*	*	*	0:45	*	*	*	*
Tainui Live	1:47	1:52	-0:05	3:12	3:31	-0:18	0:24	2:14	-1:49	2:20	3:39	-1:18	2:34	5:00	-2:25	3:49	5:00	-1:10	2:50	2:33	0:16
The Hits	1:47	2:11	-0:23	2:36	2:38	-0:01	2:39	2:42	-0:03	2:00	2:09	-0:08	1:09	1:17	-0:08	1:20	2:08	-0:48	1:58	2:37	-0:39
The Sound	2:39	3:03	-0:24	4:56	5:24	-0:27	5:16	5:21	-0:05	2:17	1:50	0:26	1:40	0:57	0:43	4:03	4:42	-0:38	4:06	4:01	0:04
ZM	2:30	2:33	-0:03	2:51	2:14	0:37	2:43	2:24	0:18	2:16	2:22	-0:06	2:40	2:18	0:21	1:16	1:21	-0:05	3:01	2:41	0:20
MediaWorks Combo	3:01	3:21	-0:19	4:16	4:49	-0:32	4:35	4:57	-0:22	2:18	2:26	-0:08	1:50	1:45	0:05	2:11	2:41	-0:29	3:39	3:50	-0:10
NZME Combo	3:20	3:26	-0:05	3:24	3:30	-0:05	3:12	3:15	-0:02	2:35	2:39	-0:04	2:35	2:34	0:01	2:06	2:12	-0:06	3:23	3:48	-0:25
All Commercial Radio	3:41	3:58	-0:16	4:33	4:56	-0:22	4:43	5:00	-0:16	2:48	2:58	-0:10	2:29	2:18	0:11	2:34	2:55	-0:20	4:18	4:30	-0:11

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

NZME Combo: Coast, Gold Sport (until S1 26), iHeartCountry (from S2 26), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui

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