NORTHLAND COMMERCIAL RADIO - GfK SURVEY 3 2026

Station Share (%) by Demographic, Mon-Sun 12mn-12mn

Survey Comparisons: 2/2026 - 3/2026

This Survey Period: Sun Aug 10 to Sat Nov 1 2025 & Sun Feb 8 to Sat May 2 & Sun May 10 to Sat Aug 1 & Sun Aug 9 to Sat Oct 31 2026
Last 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

	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	2.8	2.9	-0.1	12	5.8	3.5	2.3	2.1	0.5	1.6	1.0	1.3	-0.3	0.8	1.1	-0.3	3.9	4.3	-0.4	3.8	4.9	-1.1	2.9	2.3	0.6
Breeze Classic	4.7	4.1	0.6	8	0.8	1.2	-0.4	1.2	0.9	0.3	1.1	1.0	0.1	0.8	2.0	-1.2	2.3	3.8	-1.5	11.3	8.0	3.3	1.9	1.2	0.7
Coast	12.5	15.6	-3.1	2	5.5	0.8	4.7	3.9	1.0	2.9	3.8	3.7	0.1	6.8	10.7	-3.9	13.2	22.0	-8.8	18.6	23.7	-5.1	12.5	21.8	-9.3
Edge	4.5	4.4	0.1	9	8.2	7.0	1.2	6.7	6.4	0.3	5.3	8.6	-3.3	7.6	7.4	0.2	5.7	2.8	2.9	1.0	0.5	0.5	7.1	7.9	-0.8
Flava	1.7	2.0	-0.3	14	6.7	9.6	-2.9	1.6	2.4	-0.8	1.8	2.1	-0.3	1.3	1.3	0.0	0.9	0.7	0.2	0.7	0.7	0.0	2.0	2.1	-0.1
iHeartCountry	1.8	1.6	0.2	13	0.2	0.3	-0.1	1.4	1.0	0.4	1.2	0.9	0.3	1.0	0.8	0.2	0.4	0.5	-0.1	3.4	3.2	0.2	0.9	0.6	0.3
Life FM	0.7	1.0	-0.3	17	0.5	0.1	0.4	0.1	1.2	-1.1	0.8	1.6	-0.8	0.5	1.3	-0.8	1.0	1.3	-0.3	1.0	1.1	-0.1	0.9	0.6	0.3
Mai FM	3.0	3.3	-0.3	10	12.9	17.6	-4.7	3.1	4.2	-1.1	2.1	2.7	-0.6	2.4	1.7	0.7	2.2	1.1	1.1	1.0	1.1	-0.1	1.0	0.5	0.5
More FM	15.7	14.7	1.0	1	21.3	27.7	-6.4	10.8	13.2	-2.4	10.8	10.4	0.4	12.5	9.1	3.4	18.7	11.4	7.3	15.9	14.8	1.1	18.1	12.5	5.6
Newstalk ZB	7.6	7.3	0.3	5	*	*	*	0.2	0.5	-0.3	1.1	1.2	-0.1	1.5	4.0	-2.5	4.4	7.4	-3.0	9.8	9.4	0.4	4.2	4.0	0.2
Ngati Hine FM	1.5	0.2	1.3	15	1.0	0.7	0.3	1.3	0.4	0.9	1.1	0.3	0.8	1.4	0.2	1.2	0.8	*	*	2.2	0.1	2.1	0.9	*	*
Radio Hauraki	7.3	6.5	0.8	6	11.7	12.2	-0.5	9.5	8.0	1.5	10.2	7.4	2.8	10.3	8.0	2.3	7.6	7.4	0.2	4.2	4.0	0.2	3.4	4.5	-1.1
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	0.3	0.2	0.1	18	0.5	*	*	*	*	*	*	*	*	0.2	*	*	0.7	0.3	0.4	0.5	0.3	0.2	0.6	0.1	0.5
Rock	10.6	10.1	0.5	3	7.6	4.4	3.2	21.6	17.7	3.9	20.3	17.3	3.0	19.2	17.1	2.1	10.8	9.0	1.8	4.6	5.4	-0.8	5.4	5.4	0.0
Sport Nation	0.1	0.1	0.0	19	*	*	*	*	*	*	0.2	0.2	0.0	0.1	0.1	0.0	*	*	*	*	*	*	*	*	*
Tautoko FM	1.3	1.4	-0.1	16	*	*	*	2.2	2.2	0.0	4.3	4.5	-0.2	3.0	2.9	0.1	*	*	*	0.2	0.1	0.1	1.8	2.1	-0.3
Te Hiku o Te Ika	0.1	*	*	19	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.2	0.1	0.1	*	*	*
The Hits	10.5	9.4	1.1	4	9.4	9.4	0.0	14.5	15.5	-1.0	15.0	14.6	0.4	12.5	11.0	1.5	14.0	10.2	3.8	11.4	9.1	2.3	15.3	12.7	2.6
The Sound	6.5	6.1	0.4	7	0.6	1.0	-0.4	5.4	0.8	4.6	5.3	1.6	3.7	7.3	6.2	1.1	11.5	13.8	-2.3	7.6	9.2	-1.6	11.2	12.9	-1.7
ZM	2.9	2.8	0.1	11	2.8	3.1	-0.3	6.4	7.2	-0.8	6.9	6.7	0.2	5.1	4.6	0.5	0.6	0.4	0.2	1.2	1.1	0.1	3.9	3.2	0.7
MediaWorks Combo	49.9	48.1	1.8		60.8	62.5	-1.7	56.1	53.3	2.8	50.9	50.8	0.1	54.1	49.8	4.3	55.0	46.3	8.7	45.2	44.1	1.1	48.9	44.1	4.8
NZME Combo	44.4	45.3	-0.9		36.2	35.4	0.8	37.5	35.6	1.9	40.1	36.6	3.5	38.6	40.5	-1.9	41.1	48.7	-7.6	49.2	51.3	-2.1	42.3	49.0	-6.7
Potential (000)	126.2	126.2	0.0		26.4	26.4	0.0	34.9	34.3	0.6	33.4	33.4	0.0	49.2	49.2	0.0	34.7	34.7	0.0	36.3	36.3	0.0	24.7	23.5	1.2
Sample	830	820	10		136	119	17	172	165	7	184	179	5	253	260	-7	208	221	-13	306	323	-17	154	148	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

Confidential Information for GfK Radio Ratings Subscriber Use Only

Copyright © Radio Broadcasters Association

Distribution Of Information Strictly Within Subscriber Organisation

NORTHLAND COMMERCIAL RADIO - GfK SURVEY 3 2026

Station Share (%) by Daypart, People 10+
Survey Comparisons: 2/2026 - 3/2026

This Survey Period: Sun Aug 10 to Sat Nov 1 2025 & Sun Feb 8 to Sat May 2 & Sun May 10 to Sat Aug 1 & Sun Aug 9 to Sat Oct 31 2026
Last 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

	This	Last	+/-
Potential (000)	126.2	126.2	0.0
Sample Size	830	820	10

	Breakfast Mon-Fri 6am-9am				Morning Mon-Fri 9am-12md			Afternoon Mon-Fri 12md-4pm			Drive Mon-Fri 4pm-7pm			Night Mon-Fri 7pm-12mn			Mid Dawn Mon-Fri 12mn-6am			Weekend Sat-Sun 12mn-12mn		
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	3.0	2.8	0.2	11	3.6	4.1	-0.5	3.1	3.1	0.0	2.1	2.3	-0.2	0.3	0.5	-0.2	4.0	3.8	0.2	1.7	2.3	-0.6
Breeze Classic	2.5	1.8	0.7	12	4.9	4.8	0.1	4.9	4.3	0.6	6.8	5.6	1.2	6.4	6.1	0.3	4.4	4.2	0.2	5.4	4.3	1.1
Coast	7.9	10.0	-2.1	4	15.7	19.5	-3.8	16.2	20.6	-4.4	9.8	13.5	-3.7	1.1	1.4	-0.3	5.2	4.9	0.3	15.0	17.8	-2.8
Edge	4.1	5.5	-1.4	8	3.7	3.5	0.2	4.3	3.9	0.4	6.7	5.4	1.3	1.6	1.3	0.3	1.2	3.5	-2.3	6.4	5.3	1.1
Flava	2.5	3.1	-0.6	12	1.0	1.5	-0.5	1.4	1.6	-0.2	1.5	2.0	-0.5	1.8	2.0	-0.2	3.6	3.6	0.0	1.4	1.6	-0.2
iHeartCountry	2.3	1.7	0.6	14	2.3	2.4	-0.1	2.3	2.2	0.1	1.1	0.7	0.4	0.4	0.2	0.2	2.3	1.8	0.5	0.8	0.8	0.0
Life FM	0.9	1.0	-0.1	17	0.7	0.7	0.0	0.8	0.7	0.1	0.1	1.1	-1.0	0.2	1.2	-1.0	2.3	2.4	-0.1	0.5	1.1	-0.6
Mai FM	3.6	4.1	-0.5	10	3.2	3.5	-0.3	2.4	2.6	-0.2	2.2	2.1	0.1	1.7	1.2	0.5	4.0	4.7	-0.7	3.4	3.8	-0.4
More FM	21.2	19.5	1.7	1	13.5	12.7	0.8	15.1	15.3	-0.2	13.7	11.4	2.3	12.3	11.3	1.0	10.7	13.0	-2.3	15.7	13.8	1.9
Newstalk ZB	12.3	12.0	0.3	2	4.3	4.2	0.1	3.7	3.0	0.7	8.3	7.2	1.1	20.1	16.5	3.6	5.3	12.4	-7.1	9.0	7.9	1.1
Ngati Hine FM	1.7	0.2	1.5	16	1.3	0.2	1.1	1.6	0.1	1.5	1.4	0.3	1.1	1.0	0.8	0.2	0.4	*	*	1.5	0.1	1.4
Radio Hauraki	6.5	5.5	1.0	6	7.9	6.8	1.1	5.6	5.0	0.6	6.2	5.2	1.0	9.5	8.5	1.0	20.1	20.3	-0.2	7.1	6.0	1.1
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	0.2	0.1	0.1	18	0.7	0.4	0.3	0.3	0.1	0.2	0.2	*	*	0.1	0.3	-0.2	*	*	*	0.4	0.2	0.2
Rock	8.8	6.5	2.3	3	13.4	12.5	0.9	12.7	12.8	-0.1	13.4	13.3	0.1	9.1	12.0	-2.9	10.9	4.0	6.9	5.9	7.6	-1.7
Sport Nation	*	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	*	*	*	*	*	*	0.3	0.3	0.0	0.1	0.1	0.0
Tautoko FM	2.3	2.5	-0.2	14	0.4	0.6	-0.2	0.7	1.2	-0.5	2.1	1.3	0.8	*	*	*	2.6	2.8	-0.2	1.1	1.2	-0.1
Te Hiku o Te Ika	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.4	0.3	0.1
The Hits	7.7	8.3	-0.6	5	7.7	6.3	1.4	9.4	9.2	0.2	10.6	9.9	0.7	27.1	17.3	9.8	16.1	12.0	4.1	13.9	11.2	2.7
The Sound	5.2	5.9	-0.7	7	9.3	8.3	1.0	8.3	6.3	2.0	6.2	6.0	0.2	2.2	2.5	-0.3	3.5	1.4	2.1	4.4	6.0	-1.6
ZM	4.0	3.9	0.1	9	2.8	3.0	-0.2	2.9	2.9	0.0	3.9	3.9	0.0	0.5	1.3	-0.8	*	*	*	2.1	2.0	0.1
MediaWorks Combo	50.4	49.3	1.1		53.1	51.0	2.1	53.0	50.4	2.6	52.7	48.4	4.3	34.8	35.2	-0.4	41.3	37.8	3.5	44.7	46.3	-1.6
NZME Combo	43.2	44.5	-1.3		41.8	43.8	-2.0	41.6	44.5	-2.9	41.4	42.5	-1.1	60.5	47.2	13.3	52.5	55.0	-2.5	49.2	47.2	2.0

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

Confidential Information for GfK Radio Ratings Subscriber Use Only

Copyright © Radio Broadcasters Association

Distribution Of Information Strictly Within Subscriber Organisation

NORTHLAND COMMERCIAL RADIO - GfK SURVEY 3 2026

Cumulative Audience (000's) by Demographic, Mon-Sun 12mn-12mn

Survey Comparisons: 2/2026 - 3/2026

This Survey Period: Sun Aug 10 to Sat Nov 1 2025 & Sun Feb 8 to Sat May 2 & Sun May 10 to Sat Aug 1 & Sun Aug 9 to Sat Oct 31 2026
Last 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

	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	7.4	8.4	-1.0	8	2.0	1.9	0.1	1.2	1.2	0.0	1.2	1.9	-0.7	1.7	2.4	-0.7	2.0	2.4	-0.4	2.7	3.2	-0.5	0.9	0.8	0.1
Breeze Classic	4.1	4.6	-0.5	13	0.3	0.4	-0.1	0.4	0.6	-0.2	0.4	0.9	-0.5	0.4	1.0	-0.6	1.1	1.3	-0.2	2.7	2.2	0.5	0.3	0.2	0.1
Coast	14.8	16.7	-1.9	3	0.5	0.1	0.4	1.3	0.8	0.5	1.2	1.7	-0.5	3.4	4.4	-1.0	5.2	6.2	-1.0	7.8	8.7	-0.9	3.0	3.4	-0.4
Edge	13.4	13.4	0.0	4	4.1	4.3	-0.2	6.6	6.7	-0.1	6.0	6.7	-0.7	8.2	8.0	0.2	2.7	1.8	0.9	0.9	0.8	0.1	4.5	4.0	0.5
Flava	3.7	4.5	-0.8	14	2.2	2.9	-0.7	1.0	1.4	-0.4	1.2	1.3	-0.1	1.3	1.3	0.0	0.3	0.2	0.1	0.2	0.2	0.0	0.8	0.9	-0.1
iHeartCountry	2.3	2.9	-0.6	15	0.1	0.3	-0.2	0.7	0.6	0.1	0.6	0.7	-0.1	0.9	1.1	-0.2	0.5	0.8	-0.3	0.9	1.1	-0.2	0.5	0.3	0.2
Life FM	1.2	1.5	-0.3	18	0.4	0.1	0.3	0.2	0.4	-0.2	0.3	0.6	-0.3	0.3	0.8	-0.5	0.3	0.5	-0.2	0.3	0.4	-0.1	0.1	0.1	0.0
Mai FM	5.4	5.0	0.4	11	2.7	2.7	0.0	1.7	1.7	0.0	1.4	2.1	-0.7	2.6	2.1	0.5	1.4	0.2	1.2	0.2	0.2	0.0	0.7	0.8	-0.1
More FM	26.5	25.6	0.9	1	6.0	7.2	-1.2	6.1	5.9	0.2	6.7	6.1	0.6	10.7	8.1	2.6	9.2	6.8	2.4	8.2	8.3	-0.1	6.4	5.1	1.3
Newstalk ZB	8.2	8.1	0.1	7	*	*	*	0.2	0.3	-0.1	0.9	1.0	-0.1	2.3	2.6	-0.3	2.4	2.5	-0.1	3.5	3.4	0.1	1.5	1.6	-0.1
Ngati Hine FM	4.5	1.3	3.2	12	0.6	0.5	0.1	2.0	0.9	1.1	1.8	0.6	1.2	3.0	0.6	2.4	1.4	*	*	0.8	0.2	0.6	1.3	0.2	1.1
Radio Hauraki	9.8	8.7	1.1	6	2.2	1.7	0.5	3.3	2.6	0.7	4.1	3.3	0.8	5.3	4.8	0.5	2.7	3.0	-0.3	2.2	2.1	0.1	1.6	2.2	-0.6
Radio Waatea	0.2	0.2	0.0	19	*	*	*	0.2	0.2	0.0	0.2	0.2	0.0	0.2	0.2	0.0	*	*	*	*	*	*	0.2	0.2	0.0
Rhema	1.4	0.8	0.6	16	0.2	*	*	*	*	*	*	*	*	0.6	0.1	0.5	0.9	0.3	0.6	0.4	0.4	0.0	0.5	0.2	0.3
Rock	11.7	13.1	-1.4	5	2.9	2.3	0.6	5.3	4.4	0.9	5.2	5.6	-0.4	7.0	8.7	-1.7	3.1	4.3	-1.2	1.8	2.0	-0.2	2.2	3.0	-0.8
Sport Nation	0.2	0.2	0.0	19	*	*	*	*	*	*	0.2	0.2	0.0	0.2	0.2	0.0	*	*	*	0.1	0.1	0.0	*	*	*
Tautoko FM	1.3	1.1	0.2	17	*	*	*	0.7	0.5	0.2	1.0	0.8	0.2	1.0	0.8	0.2	*	*	*	0.3	0.2	0.1	0.2	0.5	-0.3
Te Hiku o Te Ika	0.2	0.1	0.1	19	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.2	0.1	0.1	*	*	*
The Hits	16.1	16.7	-0.6	2	4.7	5.4	-0.7	5.1	5.9	-0.8	5.0	5.7	-0.7	7.3	7.4	-0.1	5.4	4.8	0.6	3.7	3.6	0.1	3.6	3.9	-0.3
The Sound	6.3	8.0	-1.7	9	0.4	0.9	-0.5	1.0	0.7	0.3	1.3	1.2	0.1	2.4	2.8	-0.4	2.9	4.2	-1.3	3.2	4.2	-1.0	1.2	2.0	-0.8
ZM	5.9	7.1	-1.2	10	2.2	2.6	-0.4	2.5	3.3	-0.8	2.8	3.7	-0.9	3.2	4.0	-0.8	0.5	0.3	0.2	0.4	0.5	-0.1	1.9	2.1	-0.2
MediaWorks Combo	55.2	57.9	-2.7		12.3	13.5	-1.2	15.8	15.3	0.5	15.9	16.5	-0.6	23.9	24.1	-0.2	16.8	16.8	0.0	15.1	16.3	-1.2	13.3	13.0	0.3
NZME Combo	49.5	50.8	-1.3		10.3	10.2	0.1	11.6	11.7	-0.1	12.9	13.3	-0.4	18.4	18.9	-0.5	13.0	13.6	-0.6	15.0	16.0	-1.0	9.4	10.6	-1.2
All Commercial Radio	85.8	85.7	0.1		17.0	16.6	0.4	21.6	20.7	0.9	22.7	22.8	-0.1	34.5	33.8	0.7	25.8	25.3	0.5	25.6	26.7	-1.1	18.1	17.8	0.3
Potential (000)	126.2	126.2	0.0		26.4	26.4	0.0	34.9	34.3	0.6	33.4	33.4	0.0	49.2	49.2	0.0	34.7	34.7	0.0	36.3	36.3	0.0	24.7	23.5	1.2
Sample	830	820	10		136	119	17	172	165	7	184	179	5	253	260	-7	208	221	-13	306	323	-17	154	148	6

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

Confidential Information for GfK Radio Ratings Subscriber Use Only

Copyright © Radio Broadcasters Association

Distribution Of Information Strictly Within Subscriber Organisation

NORTHLAND COMMERCIAL RADIO - GfK SURVEY 3 2026

Cumulative Audience (000's) by Daypart, People 10+
Survey Comparisons: 2/2026 - 3/2026

This Survey Period: Sun Aug 10 to Sat Nov 1 2025 & Sun Feb 8 to Sat May 2 & Sun May 10 to Sat Aug 1 & Sun Aug 9 to Sat Oct 31 2026
Last 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

	This	Last	+/-
Potential (000)	126.2	126.2	0.0
Sample Size	830	820	10

	Breakfast Mon-Fri 6am-9am				Morning Mon-Fri 9am-12md			Afternoon Mon-Fri 12md-4pm			Drive Mon-Fri 4pm-7pm			Night Mon-Fri 7pm-12mn			Mid Dawn Mon-Fri 12mn-6am			Weekend Sat-Sun 12mn-12mn		
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	**3.3**	4.0	-0.7	10	**3.4**	4.2	-0.8	**3.7**	3.8	-0.1	**2.1**	2.3	-0.2	**0.1**	0.2	-0.1	**1.0**	0.8	0.2	**2.8**	3.2	-0.4
Breeze Classic	**2.3**	2.1	0.2	14	**2.7**	3.1	-0.4	**3.3**	3.5	-0.2	**2.1**	1.6	0.5	**0.5**	0.5	0.0	**0.6**	0.5	0.1	**2.2**	2.8	-0.6
Coast	**7.4**	8.1	-0.7	4	**10.7**	12.1	-1.4	**10.5**	11.5	-1.0	**6.2**	7.1	-0.9	**0.5**	0.8	-0.3	**1.7**	1.9	-0.2	**8.1**	10.5	-2.4
Edge	**7.7**	8.2	-0.5	3	**5.3**	4.4	0.9	**5.3**	6.3	-1.0	**5.2**	5.0	0.2	**0.6**	0.5	0.1	**0.6**	1.3	-0.7	**5.7**	7.2	-1.5
Flava	**3.0**	3.5	-0.5	11	**1.9**	2.3	-0.4	**1.9**	1.9	0.0	**1.6**	2.2	-0.6	**0.6**	0.9	-0.3	**0.5**	0.6	-0.1	**1.6**	2.3	-0.7
iHeartCountry	**1.8**	1.6	0.2	15	**1.0**	1.4	-0.4	**1.3**	1.5	-0.2	**0.9**	0.7	0.2	**0.2**	0.2	0.0	**0.5**	0.4	0.1	**0.9**	1.3	-0.4
Life FM	**1.0**	1.0	0.0	16	**0.9**	1.1	-0.2	**0.6**	0.9	-0.3	**0.2**	0.6	-0.4	**0.1**	0.5	-0.4	**0.3**	0.3	0.0	**0.7**	1.2	-0.5
Mai FM	**3.7**	3.2	0.5	9	**2.8**	1.9	0.9	**3.3**	2.8	0.5	**2.6**	1.8	0.8	**1.1**	0.9	0.2	**0.4**	0.5	-0.1	**3.1**	2.6	0.5
More FM	**18.0**	16.2	1.8	1	**12.4**	11.2	1.2	**14.2**	15.1	-0.9	**10.7**	9.5	1.2	**3.1**	3.0	0.1	**2.6**	2.6	0.0	**14.2**	14.0	0.2
Newstalk ZB	**6.4**	6.2	0.2	5	**3.1**	2.9	0.2	**3.7**	3.5	0.2	**3.3**	3.3	0.0	**2.1**	1.5	0.6	**1.8**	2.0	-0.2	**5.8**	5.7	0.1
Ngati Hine FM	**2.8**	0.7	2.1	13	**1.2**	0.3	0.9	**1.9**	0.3	1.6	**1.6**	0.7	0.9	**0.5**	0.6	-0.1	**0.4**	*	*	**2.0**	0.2	1.8
Radio Hauraki	**4.4**	4.2	0.2	8	**3.6**	3.1	0.5	**4.7**	4.9	-0.2	**5.0**	4.8	0.2	**1.1**	1.6	-0.5	**1.8**	1.8	0.0	**4.3**	3.0	1.3
Radio Waatea	*	*	*	*	*	*	*	**0.2**	0.2	0.0	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	**0.3**	0.3	0.0	18	**0.9**	0.5	0.4	**0.6**	0.3	0.3	**0.6**	*	*	**0.1**	0.2	-0.1	*	*	*	**0.9**	0.4	0.5
Rock	**6.4**	5.8	0.6	5	**5.2**	6.5	-1.3	**7.2**	9.1	-1.9	**6.9**	6.2	0.7	**2.1**	3.1	-1.0	**1.8**	1.3	0.5	**6.7**	7.7	-1.0
Sport Nation	*	*	*	*	**0.2**	0.2	0.0	**0.2**	0.2	0.0	*	*	*	*	*	*	**0.2**	0.2	0.0	**0.2**	0.2	0.0
Tautoko FM	**1.0**	0.8	0.2	16	**0.4**	0.5	-0.1	**0.4**	0.8	-0.4	**1.3**	1.1	0.2	*	*	*	**0.5**	0.5	0.0	**0.7**	0.8	-0.1
Te Hiku o Te Ika	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	**0.2**	0.1	0.1
The Hits	**8.6**	8.4	0.2	2	**6.4**	5.5	0.9	**8.7**	10.5	-1.8	**5.9**	6.3	-0.4	**3.9**	3.4	0.5	**1.6**	1.9	-0.3	**7.7**	7.8	-0.1
The Sound	**2.9**	4.5	-1.6	12	**4.1**	4.4	-0.3	**4.0**	4.6	-0.6	**3.0**	3.4	-0.4	**0.6**	1.1	-0.5	**0.7**	0.6	0.1	**3.6**	4.3	-0.7
ZM	**4.7**	5.1	-0.4	7	**1.7**	1.9	-0.2	**2.8**	2.8	0.0	**2.1**	2.7	-0.6	**0.4**	0.7	-0.3	*	*	*	**3.7**	4.1	-0.4
MediaWorks Combo	**38.0**	38.4	-0.4		**31.7**	32.8	-1.1	**35.8**	39.4	-3.6	**28.1**	26.9	1.2	**8.6**	9.3	-0.7	**6.5**	7.1	-0.6	**32.5**	35.9	-3.4
NZME Combo	**32.6**	33.6	-1.0		**25.5**	26.4	-0.9	**29.1**	31.1	-2.0	**22.6**	24.5	-1.9	**8.2**	8.3	-0.1	**6.5**	7.3	-0.8	**28.7**	29.7	-1.0
All Commercial Radio	**61.8**	62.0	-0.2		**52.2**	53.3	-1.1	**57.5**	60.4	-2.9	**48.0**	46.5	1.5	**16.9**	18.1	-1.2	**12.7**	13.3	-0.6	**56.0**	57.8	-1.8

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

Confidential Information for GfK Radio Ratings Subscriber Use Only

Copyright © Radio Broadcasters Association

Distribution Of Information Strictly Within Subscriber Organisation

NORTHLAND COMMERCIAL RADIO - GfK SURVEY 3 2026

Average Time Spent Listening (hh:mm) by Demographic, Mon-Sun 12mn-12mn

Survey Comparisons: 2/2026 - 3/2026

This Survey Period: Sun Aug 10 to Sat Nov 1 2025 & Sun Feb 8 to Sat May 2 & Sun May 10 to Sat Aug 1 & Sun Aug 9 to Sat Oct 31 2026
Last 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

	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	**4:31**	4:23	0:08	**4:45**	2:53	1:51	**5:36**	1:15	4:21	**2:37**	2:39	-0:01	**2:16**	2:36	-0:20	**7:38**	7:43	-0:04	**6:10**	6:43	-0:32	**8:15**	9:21	-1:05
Breeze Classic	**13:43**	11:13	2:30	**4:30**	4:30	0:00	**9:52**	4:30	5:21	**9:52**	4:18	5:33	**9:52**	10:42	-0:50	**7:39**	12:04	-4:25	**18:05**	15:43	2:21	**13:38**	16:57	-3:19
Coast	**10:12**	11:46	-1:33	**17:35**	12:30	5:05	**9:40**	3:45	5:54	**10:34**	7:52	2:42	**9:38**	13:46	-4:07	**9:45**	15:13	-5:27	**10:20**	11:56	-1:35	**10:29**	19:42	-9:12
Edge	**4:03**	4:10	-0:06	**3:12**	2:30	0:41	**3:14**	2:53	0:20	**2:57**	4:43	-1:45	**4:27**	5:15	-0:48	**8:11**	6:32	1:39	**4:47**	2:50	1:56	**3:54**	6:00	-2:05
Flava	**5:23**	5:40	-0:17	**4:53**	4:59	-0:05	**5:02**	5:29	-0:27	**5:00**	5:43	-0:43	**4:48**	5:43	-0:54	**10:00**	14:30	-4:29	**14:30**	14:30	0:00	**6:39**	7:25	-0:45
iHeartCountry	**9:38**	7:01	2:37	**3:00**	1:37	1:22	**6:12**	5:08	1:04	**6:54**	5:04	1:50	**5:44**	4:00	1:43	**3:31**	2:43	0:48	**15:49**	12:37	3:12	**5:11**	5:52	-0:40
Life FM	**7:01**	8:04	-1:03	**2:06**	2:45	-0:38	**1:20**	9:49	-8:29	**7:25**	9:17	-1:52	**7:25**	8:43	-1:17	**14:15**	10:01	4:13	**13:01**	10:59	2:01	**20:30**	20:30	0:00
Mai FM	**6:39**	8:11	-1:31	**7:38**	9:47	-2:08	**5:44**	7:21	-1:37	**5:18**	4:41	0:37	**4:26**	4:41	-0:14	**6:04**	21:30	-15:25	**21:30**	21:30	0:00	**3:24**	2:10	1:13
More FM	**7:07**	7:12	-0:04	**5:43**	5:49	-0:06	**5:35**	6:50	-1:14	**5:25**	6:17	-0:51	**5:38**	6:25	-0:47	**7:47**	7:09	0:37	**8:23**	7:45	0:37	**7:03**	7:36	-0:33
Newstalk ZB	**11:09**	11:24	-0:14	*	*	*	**3:15**	4:37	-1:22	**4:19**	4:21	-0:02	**3:04**	8:46	-5:41	**7:05**	12:34	-5:29	**12:08**	12:08	0:00	**7:04**	7:39	-0:34
Ngati Hine FM	**3:55**	1:52	2:02	**2:28**	1:58	0:29	**2:06**	1:23	0:42	**2:07**	2:09	-0:02	**2:11**	2:09	0:01	**2:10**	*	*	**11:08**	1:00	10:08	**1:45**	0:45	1:00
Radio Hauraki	**8:58**	9:22	-0:23	**8:37**	11:11	-2:34	**9:02**	9:23	-0:20	**8:29**	8:19	0:10	**9:23**	9:27	-0:03	**10:44**	10:35	0:09	**8:14**	8:06	0:08	**5:17**	6:24	-1:06
Radio Waatea	**0:30**	0:30	0:00	*	*	*	**0:30**	0:30	0:00	**0:30**	0:30	0:00	**0:30**	0:30	0:00	*	*	*	*	*	*	**0:30**	0:30	0:00
Rhema	**2:48**	2:31	0:16	**3:15**	*	*	*	*	*	*	*	*	**1:31**	0:30	1:01	**3:17**	4:03	-0:46	**5:14**	3:59	1:15	**2:56**	0:51	2:05
Rock	**10:55**	9:44	1:11	**4:15**	2:51	1:24	**12:49**	12:09	0:39	**13:08**	11:23	1:44	**13:19**	11:08	2:10	**13:25**	9:03	4:22	**11:22**	11:34	-0:12	**6:01**	5:30	0:30
Sport Nation	**3:14**	3:37	-0:23	*	*	*	*	*	*	**4:45**	4:45	0:00	**4:45**	4:45	0:00	*	*	*	**0:30**	0:30	0:00	*	*	*
Tautoko FM	**11:41**	15:50	-4:08	*	*	*	**9:31**	12:24	-2:52	**15:09**	19:51	-4:41	**15:09**	19:51	-4:41	*	*	*	**2:00**	2:00	0:00	**23:15**	12:24	10:50
Te Hiku o Te Ika	**5:30**	5:30	0:00	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	**5:30**	5:30	0:00	*	*	*
The Hits	**7:52**	7:04	0:48	**3:11**	2:39	0:31	**9:05**	7:59	1:05	**10:07**	9:25	0:42	**8:15**	8:25	-0:09	**9:54**	9:12	0:42	**13:24**	11:11	2:12	**10:32**	9:53	0:38
The Sound	**12:21**	9:40	2:41	**2:10**	1:43	0:26	**16:33**	3:14	13:18	**13:21**	5:03	8:17	**14:47**	12:38	2:08	**15:03**	14:04	0:59	**10:29**	9:39	0:50	**22:46**	19:29	3:16
ZM	**5:52**	5:01	0:50	**1:58**	1:48	0:10	**7:57**	6:38	1:19	**8:09**	6:36	1:33	**7:45**	6:27	1:18	**4:15**	4:36	-0:20	**12:08**	10:59	1:08	**5:07**	4:35	0:32
MediaWorks Combo	**10:52**	10:25	0:26	**7:55**	7:02	0:53	**11:17**	10:33	0:43	**10:48**	11:21	-0:33	**10:54**	11:43	-0:49	**12:38**	11:45	0:52	**12:59**	11:47	1:12	**9:09**	10:26	-1:17
NZME Combo	**10:47**	11:11	-0:23	**5:37**	5:15	0:21	**10:17**	9:13	1:04	**10:27**	10:06	0:20	**10:06**	12:08	-2:02	**12:10**	15:18	-3:07	**14:14**	13:57	0:17	**11:09**	14:14	-3:04
All Commercial Radio	**14:01**	14:39	-0:38	**9:24**	9:08	0:16	**14:41**	14:41	0:00	**14:51**	16:09	-1:17	**13:58**	16:46	-2:47	**14:58**	16:53	-1:55	**16:58**	16:19	0:38	**13:48**	17:18	-3:29
Potential (000)	**126.2**	126.2	0.0	**26.4**	26.4	0.0	**34.9**	34.3	0.6	**33.4**	33.4	0.0	**49.2**	49.2	0.0	**34.7**	34.7	0.0	**36.3**	36.3	0.0	**24.7**	23.5	1.2
Sample	**830**	820	10	**136**	119	17	**172**	165	7	**184**	179	5	**253**	260	-7	**208**	221	-13	**306**	323	-17	**154**	148	6

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

Confidential Information for GfK Radio Ratings Subscriber Use Only

Copyright © Radio Broadcasters Association

Distribution Of Information Strictly Within Subscriber Organisation

NORTHLAND COMMERCIAL RADIO - GfK SURVEY 3 2026

Average Time Spent Listening (hh:mm) by Daypart, People 10+
Survey Comparisons: 2/2026 - 3/2026

This Survey Period: Sun Aug 10 to Sat Nov 1 2025 & Sun Feb 8 to Sat May 2 & Sun May 10 to Sat Aug 1 & Sun Aug 9 to Sat Oct 31 2026

Last 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

	This	Last	+/-
Potential (000)	126.2	126.2	0.0
Sample Size	830	820	10

	Breakfast Mon-Fri 6am-9am			Morning Mon-Fri 9am-12md			Afternoon Mon-Fri 12md-4pm			Drive Mon-Fri 4pm-7pm			Night Mon-Fri 7pm-12mn			Mid Dawn Mon-Fri 12mn-6am			Weekend Sat-Sun 12mn-12mn		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	**2:17**	1:42	0:34	**2:29**	2:18	0:11	**2:27**	2:27	0:00	**1:16**	1:15	0:01	**1:00**	1:00	0:00	**2:05**	2:32	-0:26	**1:20**	1:48	-0:28
Breeze Classic	**2:39**	2:07	0:31	**4:12**	3:36	0:36	**4:21**	3:37	0:44	**3:57**	4:18	-0:20	**5:16**	5:56	-0:39	**4:03**	4:27	-0:24	**5:26**	3:47	1:39
Coast	**2:37**	3:00	-0:22	**3:24**	3:47	-0:23	**4:29**	5:17	-0:48	**1:57**	2:25	-0:28	**0:55**	0:52	0:02	**1:36**	1:26	0:09	**4:03**	4:12	-0:09
Edge	**1:18**	1:38	-0:20	**1:35**	1:50	-0:15	**2:19**	1:50	0:29	**1:35**	1:22	0:13	**0:59**	1:23	-0:24	**1:02**	1:31	-0:28	**2:25**	1:49	0:35
Flava	**2:05**	2:08	-0:02	**1:15**	1:30	-0:14	**2:07**	2:24	-0:16	**1:07**	1:10	-0:02	**1:09**	1:07	0:02	**3:55**	3:25	0:29	**1:52**	1:43	0:09
iHeartCountry	**3:11**	2:34	0:37	**5:10**	4:04	1:05	**4:53**	4:21	0:31	**1:31**	1:20	0:10	**0:38**	0:36	0:02	**2:35**	2:46	-0:11	**1:57**	1:36	0:21
Life FM	**2:22**	2:25	-0:02	**1:47**	1:31	0:15	**3:33**	2:24	1:08	**0:54**	2:19	-1:24	**1:00**	1:19	-0:19	**4:30**	4:30	0:00	**1:41**	2:23	-0:42
Mai FM	**2:25**	3:10	-0:44	**2:43**	4:20	-1:36	**2:05**	2:48	-0:43	**1:02**	1:28	-0:25	**0:36**	0:41	-0:04	**5:10**	5:29	-0:19	**2:23**	3:36	-1:13
More FM	**2:55**	2:55	-0:00	**2:31**	2:40	-0:09	**3:04**	3:00	0:04	**1:35**	1:30	0:04	**1:33**	1:54	-0:20	**2:06**	2:45	-0:39	**2:24**	2:27	-0:02
Newstalk ZB	**4:47**	4:42	0:04	**3:14**	3:23	-0:09	**2:55**	2:32	0:22	**3:07**	2:45	0:22	**3:54**	5:31	-1:37	**1:31**	3:23	-1:51	**3:24**	3:28	-0:03
Ngati Hine FM	**1:32**	0:47	0:44	**2:40**	1:26	1:14	**2:27**	1:37	0:50	**1:03**	0:30	0:33	**0:42**	0:42	-0:00	**0:30**	*	*	**1:36**	0:45	0:51
Radio Hauraki	**3:38**	3:13	0:24	**5:02**	5:08	-0:06	**3:29**	3:00	0:29	**1:31**	1:22	0:09	**3:32**	2:42	0:50	**5:50**	6:17	-0:27	**3:34**	5:01	-1:26
Radio Waatea	*	*	*	*	*	*	**0:30**	0:30	0:00	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	**1:29**	1:23	0:05	**1:46**	2:06	-0:19	**1:29**	0:44	0:44	**0:21**	*	*	**0:45**	0:37	0:07	*	*	*	**0:55**	0:59	-0:03
Rock	**3:24**	2:44	0:40	**5:59**	4:30	1:28	**5:06**	4:12	0:54	**2:23**	2:44	-0:20	**1:43**	1:57	-0:14	**3:06**	1:41	1:25	**1:53**	2:27	-0:33
Sport Nation	*	*	*	**1:00**	1:00	0:00	**1:45**	1:45	0:00	*	*	*	*	*	*	**1:00**	1:00	0:00	**0:49**	0:52	-0:02
Tautoko FM	**5:59**	7:15	-1:16	**2:24**	2:35	-0:11	**4:46**	4:06	0:39	**1:58**	1:29	0:29	*	*	*	**2:38**	3:02	-0:24	**3:36**	4:04	-0:28
Te Hiku o Te Ika	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	**5:30**	5:30	0:00
The Hits	**2:13**	2:23	-0:10	**2:47**	2:42	0:05	**3:06**	2:36	0:30	**2:13**	1:59	0:13	**2:44**	2:30	0:14	**5:15**	3:31	1:43	**3:56**	3:33	0:22
The Sound	**4:23**	3:12	1:11	**5:11**	4:24	0:47	**6:00**	4:04	1:55	**2:35**	2:14	0:21	**1:25**	1:06	0:19	**2:37**	1:26	1:10	**2:37**	3:25	-0:47
ZM	**2:04**	1:51	0:12	**3:48**	3:45	0:03	**3:00**	3:02	-0:01	**2:17**	1:48	0:28	**0:30**	0:54	-0:24	*	*	*	**1:14**	1:12	0:02
MediaWorks Combo	**3:17**	3:07	0:09	**3:52**	3:39	0:13	**4:18**	3:47	0:30	**2:19**	2:16	0:02	**1:37**	1:52	-0:15	**3:16**	2:57	0:19	**3:00**	3:12	-0:11
NZME Combo	**3:16**	3:13	0:02	**3:47**	3:53	-0:06	**4:08**	4:14	-0:05	**2:16**	2:11	0:04	**2:55**	2:49	0:06	**4:10**	4:11	-0:01	**3:45**	3:57	-0:11
All Commercial Radio	**4:00**	3:56	0:04	**4:25**	4:24	0:00	**5:02**	4:54	0:08	**2:34**	2:43	-0:08	**2:21**	2:44	-0:23	**4:03**	4:10	-0:06	**3:54**	4:17	-0:23

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

Confidential Information for GfK Radio Ratings Subscriber Use Only

Copyright © Radio Broadcasters Association

Distribution Of Information Strictly Within Subscriber Organisation