SOUTHLAND 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	10.7	7.5	3.2	4	12.1	8.1	4.0	11.1	6.6	4.5	7.9	5.7	2.2	10.2	8.2	2.0	12.7	10.0	2.7	11.5	7.9	3.6	7.6	4.6	3.0
Breeze Classic	10.8	11.5	-0.7	3	1.8	1.5	0.3	1.6	1.6	0.0	1.5	1.3	0.2	4.5	3.3	1.2	9.5	6.2	3.3	16.7	18.4	-1.7	7.2	2.8	4.4
Channel X	4.1	4.3	-0.2	9	4.0	4.8	-0.8	7.5	8.5	-1.0	7.8	10.0	-2.2	5.8	6.9	-1.1	3.3	3.1	0.2	2.8	2.0	0.8	7.0	7.8	-0.8
Coast	7.2	6.6	0.6	5	2.1	1.7	0.4	5.3	7.0	-1.7	5.0	5.8	-0.8	5.0	5.0	0.0	6.9	4.6	2.3	12.8	8.5	4.3	2.2	5.3	-3.1
Edge	2.8	3.2	-0.4	12	8.6	11.5	-2.9	6.2	7.3	-1.1	3.5	4.1	-0.6	2.7	2.9	-0.2	1.5	1.7	-0.2	1.3	2.0	-0.7	4.9	3.8	1.1
Hokonui	3.6	3.4	0.2	10	0.4	1.3	-0.9	2.8	2.6	0.2	2.6	2.2	0.4	2.9	2.8	0.1	4.6	4.0	0.6	6.0	4.7	1.3	1.8	3.5	-1.7
iHeartCountry*	0.2	0.3	-0.1	17	0.1	*	*	0.4	0.3	0.1	0.3	0.2	0.1	0.2	0.1	0.1	0.1	0.4	-0.3	0.2	0.6	-0.4	*	*	*
Life FM	0.3	0.2	0.1	14	0.2	0.2	0.0	0.3	0.2	0.1	0.5	0.3	0.2	0.4	0.2	0.2	0.2	0.1	0.1	0.2	0.1	0.1	0.4	0.2	0.2
More FM	11.5	13.9	-2.4	2	25.0	28.2	-3.2	12.6	14.3	-1.7	9.2	9.7	-0.5	11.0	10.8	0.2	13.5	16.4	-2.9	9.2	16.0	-6.8	17.3	15.9	1.4
Newstalk ZB	6.1	6.9	-0.8	7	0.1	*	*	2.0	1.9	0.1	2.1	1.8	0.3	2.7	2.7	0.0	4.0	4.2	-0.2	6.9	7.3	-0.4	0.9	0.9	0.0
Radio Hauraki	3.0	2.6	0.4	11	6.1	6.2	-0.1	2.8	4.6	-1.8	4.6	5.1	-0.5	3.6	3.7	-0.1	1.4	1.3	0.1	1.3	0.7	0.6	4.2	4.8	-0.6
Rhema	0.3	0.3	0.0	14	0.2	0.2	0.0	*	*	*	*	*	*	*	*	*	0.4	0.5	-0.1	0.5	0.8	-0.3	*	*	*
Rock	16.0	13.9	2.1	1	22.1	18.7	3.4	23.6	20.9	2.7	28.8	27.7	1.1	23.2	22.3	0.9	12.5	12.1	0.4	6.7	5.8	0.9	12.8	13.1	-0.3
Sanctuary	0.2	0.1	0.1	17	0.3	0.4	-0.1	0.1	*	*	0.1	*	*	*	*	*	*	*	*	0.2	*	*	0.1	*	*
Tahu FM	0.3	0.4	-0.1	14	0.4	0.5	-0.1	0.4	0.5	-0.1	0.4	0.4	0.0	0.4	0.4	0.0	0.2	0.4	-0.2	*	0.2	*	0.3	0.3	0.0
The Hits	7.0	6.7	0.3	6	8.1	8.1	0.0	9.7	8.2	1.5	9.7	7.4	2.3	10.4	9.9	0.5	7.6	8.8	-1.2	3.4	4.4	-1.0	15.6	18.1	-2.5
The Sound	2.5	3.2	-0.7	13	1.2	2.5	-1.3	1.3	1.5	-0.2	2.0	2.2	-0.2	1.8	3.8	-2.0	2.9	4.5	-1.6	4.8	3.5	1.3	1.7	3.6	-1.9
ZM	5.8	4.8	1.0	8	5.5	4.7	0.8	10.0	8.4	1.6	11.9	11.5	0.4	10.2	9.4	0.8	4.5	3.7	0.8	0.5	0.1	0.4	14.0	14.4	-0.4
MediaWorks Combo	58.8	57.8	1.0		76.2	76.2	0.0	64.7	61.5	3.2	61.2	61.1	0.1	59.7	58.9	0.8	56.0	54.5	1.5	53.0	55.7	-2.7	58.5	51.6	6.9
NZME Combo	33.0	31.5	1.5		22.3	22.1	0.2	33.6	33.7	-0.1	36.8	34.6	2.2	35.3	34.0	1.3	29.1	27.0	2.1	31.1	26.3	4.8	38.6	47.1	-8.5
Potential (000)	84.4	84.4	0.0		18.1	18.1	0.0	25.9	25.4	0.5	24.8	24.8	0.0	36.5	36.5	0.0	23.6	23.6	0.0	21.9	21.9	0.0	13.1	13.3	-0.2
Sample	847	806	41		162	165	-3	197	204	-7	199	198	1	304	294	10	215	208	7	268	250	18	123	117	6

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 & S3 2026 include combined iHeartCountry / Gold Sport listening*

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SOUTHLAND 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)	84.4	84.4	0.0
Sample Size	847	806	41

	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	9.4	7.3	2.1	3	10.4	7.2	3.2	10.8	7.8	3.0	11.2	7.1	4.1	8.0	3.8	4.2	10.9	12.2	-1.3	12.4	8.1	4.3
Breeze Classic	9.1	9.0	0.1	4	12.2	13.2	-1.0	10.9	11.2	-0.3	11.4	11.6	-0.2	7.6	9.5	-1.9	5.1	4.0	1.1	12.0	14.0	-2.0
Channel X	2.8	2.9	-0.1	10	3.3	3.6	-0.3	4.8	5.9	-1.1	4.9	4.2	0.7	7.8	7.0	0.8	4.1	5.2	-1.1	3.7	3.4	0.3
Coast	5.7	5.2	0.5	9	9.3	7.5	1.8	7.3	6.4	0.9	5.2	4.9	0.3	3.7	3.4	0.3	4.2	3.9	0.3	8.8	9.3	-0.5
Edge	2.7	3.5	-0.8	12	1.6	2.2	-0.6	2.9	3.5	-0.6	3.2	4.3	-1.1	5.5	6.1	-0.6	2.6	1.8	0.8	3.0	2.4	0.6
Hokonui	5.8	4.3	1.5	8	4.1	3.6	0.5	3.2	3.7	-0.5	1.6	2.9	-1.3	0.8	1.0	-0.2	1.3	0.8	0.5	3.7	3.4	0.3
iHeartCountry*	0.1	0.1	0.0	17	*	0.3	*	*	0.3	*	0.4	0.1	0.3	0.2	0.1	0.1	0.9	0.7	0.2	0.2	0.3	-0.1
Life FM	0.2	*	*	15	0.1	0.1	0.0	0.4	0.3	0.1	0.3	0.1	0.2	0.7	0.2	0.5	0.4	0.3	0.1	0.3	0.2	0.1
More FM	13.7	14.6	-0.9	2	9.6	12.6	-3.0	10.9	13.5	-2.6	13.0	14.9	-1.9	12.8	12.5	0.3	8.4	13.4	-5.0	11.6	14.7	-3.1
Newstalk ZB	8.5	11.2	-2.7	5	3.7	6.1	-2.4	2.3	2.5	-0.2	3.2	3.5	-0.3	15.8	20.5	-4.7	26.6	19.8	6.8	6.4	6.2	0.2
Radio Hauraki	2.8	2.8	0.0	10	2.3	1.8	0.5	3.1	2.2	0.9	3.2	3.0	0.2	2.8	3.3	-0.5	2.5	1.4	1.1	3.6	3.6	0.0
Rhema	0.4	0.4	0.0	14	0.1	0.1	0.0	0.3	0.4	-0.1	0.4	0.5	-0.1	0.6	0.6	0.0	0.3	0.4	-0.1	0.2	0.3	-0.1
Rock	15.7	15.0	0.7	1	17.3	13.5	3.8	17.4	13.6	3.8	17.0	15.3	1.7	12.7	13.2	-0.5	16.7	17.5	-0.8	13.6	12.6	1.0
Sanctuary	0.1	0.1	0.0	17	*	*	*	0.1	0.1	0.0	*	*	*	0.6	*	*	*	*	*	0.4	0.4	0.0
Tahu FM	0.2	0.4	-0.2	15	0.2	0.2	0.0	0.5	0.6	-0.1	0.3	0.2	0.1	*	*	*	*	*	*	0.4	0.6	-0.2
The Hits	7.4	5.4	2.0	6	8.1	8.9	-0.8	8.3	8.7	-0.4	7.1	6.6	0.5	8.7	6.2	2.5	2.5	3.2	-0.7	4.6	4.1	0.5
The Sound	1.9	2.9	-1.0	13	2.1	2.2	-0.1	2.3	2.5	-0.2	2.5	3.6	-1.1	2.7	3.8	-1.1	5.1	7.1	-2.0	3.2	4.1	-0.9
ZM	6.7	5.0	1.7	7	5.7	4.6	1.1	6.9	5.6	1.3	8.4	6.8	1.6	3.6	1.7	1.9	2.5	3.7	-1.2	3.4	3.3	0.1
MediaWorks Combo	56.0	55.7	0.3		56.7	54.6	2.1	60.4	58.0	2.4	63.7	61.4	2.3	57.8	56.7	1.1	53.0	61.2	-8.2	59.9	60.1	-0.2
NZME Combo	37.5	34.5	3.0		33.2	32.9	0.3	31.3	29.5	1.8	29.2	27.8	1.4	35.6	36.3	-0.7	41.4	34.4	7.0	31.1	30.5	0.6

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 & S3 2026 include combined iHeartCountry / Gold Sport listening*

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

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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	10.6	8.4	2.2	3	1.8	1.4	0.4	3.0	1.8	1.2	3.3	2.2	1.1	5.4	4.1	1.3	3.4	3.5	-0.1	2.6	2.5	0.1	1.3	1.1	0.2
Breeze Classic	8.1	7.8	0.3	7	0.6	0.7	-0.1	1.2	0.9	0.3	1.3	0.7	0.6	2.2	1.5	0.7	2.6	2.3	0.3	3.7	4.0	-0.3	0.9	0.6	0.3
Channel X	6.1	6.5	-0.4	10	1.0	1.5	-0.5	3.2	2.3	0.9	3.3	3.2	0.1	4.5	4.4	0.1	1.6	1.5	0.1	0.6	0.5	0.1	1.6	1.8	-0.2
Coast	9.2	9.0	0.2	5	0.6	0.9	-0.3	2.2	2.2	0.0	2.3	2.3	0.0	3.5	3.3	0.2	3.1	2.7	0.4	4.2	3.4	0.8	0.4	0.8	-0.4
Edge	6.9	7.9	-1.0	8	2.9	3.7	-0.8	3.8	4.1	-0.3	2.8	3.2	-0.4	3.4	3.6	-0.2	0.9	0.7	0.2	0.5	0.6	-0.1	1.7	1.7	0.0
Hokonui	4.9	6.0	-1.1	11	0.5	0.7	-0.2	0.7	1.2	-0.5	1.1	1.4	-0.3	2.3	2.7	-0.4	2.1	2.3	-0.2	1.5	1.9	-0.4	0.8	1.6	-0.8
iHeartCountry*	0.7	0.6	0.1	16	0.1	0.1	0.0	0.2	0.1	0.1	0.2	0.1	0.1	0.2	0.1	0.1	0.2	0.2	0.0	0.4	0.3	0.1	*	*	*
Life FM	1.3	0.6	0.7	14	0.1	0.2	-0.1	0.3	0.1	0.2	0.6	0.2	0.4	0.8	0.3	0.5	0.3	0.1	0.2	0.3	0.1	0.2	0.1	0.1	0.0
More FM	18.0	18.7	-0.7	1	5.0	5.1	-0.1	6.3	6.5	-0.2	5.9	6.1	-0.2	9.4	9.4	0.0	6.2	6.1	0.1	3.2	3.9	-0.7	4.1	4.0	0.1
Newstalk ZB	6.2	6.3	-0.1	9	0.2	*	*	1.0	0.8	0.2	1.3	1.0	0.3	2.1	1.9	0.2	1.8	1.9	-0.1	2.3	2.4	-0.1	0.2	0.3	-0.1
Radio Hauraki	4.2	4.7	-0.5	13	1.1	0.8	0.3	1.3	1.7	-0.4	2.2	2.5	-0.3	2.7	3.3	-0.6	0.6	1.2	-0.6	0.4	0.5	-0.1	0.7	0.8	-0.1
Rhema	0.6	0.7	-0.1	17	0.1	0.1	0.0	*	*	*	*	*	*	*	*	*	0.2	0.4	-0.2	0.3	0.5	-0.2	*	*	*
Rock	14.3	14.3	0.0	2	3.3	3.5	-0.2	5.5	6.1	-0.6	7.0	6.6	0.4	9.3	9.5	-0.2	3.4	3.7	-0.3	1.4	1.2	0.2	2.5	3.1	-0.6
Sanctuary	0.5	0.3	0.2	18	0.1	0.1	0.0	0.2	*	*	0.2	*	*	0.2	*	*	*	*	*	0.2	0.2	0.0	0.2	*	*
Tahu FM	0.8	0.9	-0.1	15	0.2	0.3	-0.1	0.2	0.1	0.1	0.2	0.1	0.1	0.4	0.4	0.0	0.2	0.4	-0.2	*	0.1	*	0.2	0.2	0.0
The Hits	9.9	9.9	0.0	4	2.5	2.6	-0.1	3.0	3.2	-0.2	4.0	3.6	0.4	6.0	5.5	0.5	3.0	3.0	0.0	1.3	1.7	-0.4	2.5	2.4	0.1
The Sound	4.5	5.0	-0.5	12	0.1	0.8	-0.7	0.9	0.7	0.2	1.6	1.3	0.3	2.1	2.7	-0.6	1.6	2.3	-0.7	2.1	1.5	0.6	0.6	0.8	-0.2
ZM	8.8	7.4	1.4	6	1.9	1.5	0.4	4.8	3.7	1.1	5.2	4.1	1.1	6.7	5.8	0.9	1.6	1.8	-0.2	0.2	0.1	0.1	3.0	2.8	0.2
MediaWorks Combo	49.0	47.9	1.1		10.5	10.8	-0.3	16.1	15.3	0.8	16.7	15.5	1.2	24.5	23.5	1.0	14.6	14.3	0.3	11.2	11.1	0.1	8.6	8.2	0.4
NZME Combo	34.8	34.2	0.6		5.7	5.4	0.3	10.8	10.4	0.4	12.5	11.3	1.2	17.7	17.0	0.7	9.6	9.9	-0.3	8.4	8.0	0.4	6.1	7.0	-0.9
All Commercial Radio	65.3	64.8	0.5		12.4	12.1	0.3	19.5	19.2	0.3	20.1	19.6	0.5	30.0	29.5	0.5	19.7	19.3	0.4	17.6	17.2	0.4	10.6	10.8	-0.2
Potential (000)	84.4	84.4	0.0		18.1	18.1	0.0	25.9	25.4	0.5	24.8	24.8	0.0	36.5	36.5	0.0	23.6	23.6	0.0	21.9	21.9	0.0	13.1	13.3	-0.2
Sample	847	806	41		162	165	-3	197	204	-7	199	198	1	304	294	10	215	208	7	268	250	18	123	117	6

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

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	This	Last	+/-
Potential (000)	84.4	84.4	0.0
Sample Size	847	806	41

	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	**5.3**	4.2	1.1	3	**5.7**	4.6	1.1	**6.5**	5.0	1.5	**4.8**	3.8	1.0	**2.1**	1.6	0.5	**1.6**	1.2	0.4	**7.7**	5.2	2.5
Breeze Classic	**5.0**	5.1	-0.1	6	**4.9**	5.7	-0.8	**5.9**	5.5	0.4	**4.8**	4.6	0.2	**2.6**	2.7	-0.1	**1.2**	0.9	0.3	**5.6**	6.1	-0.5
Channel X	**3.2**	4.1	-0.9	9	**3.0**	2.4	0.6	**4.2**	4.7	-0.5	**4.1**	3.8	0.3	**1.6**	1.4	0.2	**0.6**	0.6	0.0	**3.6**	3.5	0.1
Coast	**4.4**	4.3	0.1	7	**5.1**	5.0	0.1	**5.7**	5.1	0.6	**3.8**	3.7	0.1	**2.1**	1.9	0.2	**0.9**	0.7	0.2	**6.2**	6.2	0.0
Edge	**3.2**	3.8	-0.6	9	**2.0**	2.0	0.0	**4.5**	4.9	-0.4	**3.1**	4.4	-1.3	**2.0**	1.8	0.2	**0.5**	0.3	0.2	**3.9**	3.7	0.2
Hokonui	**2.9**	3.1	-0.2	11	**2.2**	2.4	-0.2	**2.4**	3.7	-1.3	**1.4**	2.5	-1.1	**0.6**	1.1	-0.5	**0.4**	0.2	0.2	**2.6**	3.5	-0.9
iHeartCountry*	**0.4**	0.3	0.1	15	**0.2**	0.3	-0.1	**0.3**	0.3	0.0	**0.5**	0.1	0.4	**0.3**	0.2	0.1	**0.3**	0.1	0.2	**0.4**	0.3	0.1
Life FM	**0.5**	0.2	0.3	14	**0.5**	0.2	0.3	**0.8**	0.5	0.3	**0.6**	0.4	0.2	**0.6**	0.2	0.4	**0.2**	0.2	0.0	**1.0**	0.5	0.5
More FM	**11.4**	11.1	0.3	1	**7.3**	7.8	-0.5	**9.8**	9.9	-0.1	**8.9**	8.6	0.3	**4.9**	3.8	1.1	**2.3**	2.8	-0.5	**10.9**	10.3	0.6
Newstalk ZB	**4.4**	4.9	-0.5	7	**2.8**	3.1	-0.3	**2.9**	2.8	0.1	**1.7**	1.7	0.0	**2.8**	2.7	0.1	**2.9**	2.8	0.1	**4.5**	4.2	0.3
Radio Hauraki	**1.7**	2.2	-0.5	12	**2.0**	1.9	0.1	**2.2**	2.6	-0.4	**2.5**	2.4	0.1	**0.6**	0.9	-0.3	**0.5**	0.2	0.3	**2.5**	2.6	-0.1
Rhema	**0.3**	0.4	-0.1	16	**0.3**	0.4	-0.1	**0.4**	0.6	-0.2	**0.2**	0.4	-0.2	**0.1**	0.1	0.0	**0.2**	0.2	0.0	**0.4**	0.6	-0.2
Rock	**9.3**	9.1	0.2	2	**8.2**	7.1	1.1	**9.6**	7.9	1.7	**8.4**	8.4	0.0	**3.9**	3.6	0.3	**3.3**	2.8	0.5	**8.0**	8.0	0.0
Sanctuary	**0.1**	0.1	0.0	18	*	*	*	**0.1**	0.2	-0.1	*	*	*	**0.1**	*	*	*	*	*	**0.4**	0.2	0.2
Tahu FM	**0.3**	0.4	-0.1	16	**0.3**	0.3	0.0	**0.6**	0.8	-0.2	**0.3**	0.2	0.1	*	*	*	*	*	*	**0.6**	0.7	-0.1
The Hits	**5.1**	4.9	0.2	4	**4.0**	4.7	-0.7	**6.3**	6.9	-0.6	**4.6**	4.9	-0.3	**2.4**	2.5	-0.1	**0.6**	0.7	-0.1	**5.4**	4.8	0.6
The Sound	**1.4**	2.6	-1.2	13	**2.5**	2.2	0.3	**2.3**	2.9	-0.6	**2.2**	3.0	-0.8	**0.8**	1.5	-0.7	**0.6**	1.0	-0.4	**3.0**	3.6	-0.6
ZM	**5.1**	4.1	1.0	4	**4.1**	3.6	0.5	**5.5**	5.0	0.5	**5.2**	4.5	0.7	**1.6**	1.1	0.5	**0.6**	0.5	0.1	**4.2**	3.8	0.4
MediaWorks Combo	**31.6**	31.4	0.2		**28.1**	26.7	1.4	**35.2**	33.0	2.2	**30.8**	29.7	1.1	**15.6**	14.2	1.4	**8.5**	8.1	0.4	**35.1**	32.4	2.7
NZME Combo	**21.5**	21.6	-0.1		**18.0**	18.7	-0.7	**22.4**	22.5	-0.1	**17.9**	18.4	-0.5	**9.5**	9.6	-0.1	**5.7**	5.0	0.7	**22.2**	22.1	0.1
All Commercial Radio	**48.2**	47.5	0.7		**42.0**	41.5	0.5	**51.9**	50.8	1.1	**44.9**	45.4	-0.5	**23.8**	22.5	1.3	**13.9**	13.2	0.7	**51.3**	49.3	2.0

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 & S3 2026 include combined iHeartCountry / Gold Sport listening*

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SOUTHLAND 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	**12:18**	10:46	1:31	**10:34**	7:21	3:12	**11:03**	9:04	1:58	**8:14**	7:46	0:27	**11:08**	10:45	0:23	**15:51**	13:20	2:30	**14:33**	11:58	2:35	**9:09**	7:42	1:26
Breeze Classic	**16:08**	17:44	-1:35	**4:59**	2:50	2:08	**4:10**	4:24	-0:14	**4:00**	5:48	-1:47	**12:04**	11:44	0:19	**15:43**	12:42	3:00	**15:12**	17:14	-2:02	**12:07**	8:00	4:06
Channel X	**8:05**	7:58	0:06	**6:30**	4:04	2:25	**7:04**	9:01	-1:56	**8:10**	9:25	-1:14	**7:30**	8:34	-1:03	**8:41**	9:38	-0:56	**14:31**	16:36	-2:04	**6:52**	7:36	-0:43
Coast	**9:31**	8:48	0:42	**5:27**	2:25	3:01	**7:23**	8:00	-0:37	**7:27**	7:36	-0:08	**8:26**	8:14	0:11	**9:33**	7:53	1:40	**10:15**	9:23	0:51	**8:38**	12:42	-4:03
Edge	**4:55**	4:53	0:02	**4:36**	4:04	0:31	**4:53**	4:27	0:25	**4:16**	3:45	0:30	**4:40**	4:23	0:16	**6:53**	10:39	-3:45	**8:05**	13:04	-4:58	**4:37**	3:58	0:39
Hokonui	**8:48**	6:57	1:50	**1:13**	2:32	-1:18	**11:50**	5:35	6:15	**8:23**	4:41	3:42	**7:22**	5:48	1:34	**9:30**	8:23	1:06	**13:02**	9:32	3:30	**3:39**	3:53	-0:14
iHeartCountry*	**2:50**	5:30	-2:39	**1:15**	0:30	0:45	**5:45**	5:45	0:00	**5:45**	5:45	0:00	**5:45**	5:45	0:00	**2:31**	11:15	-8:43	**2:00**	7:06	-5:05	*	*	*
Life FM	**2:53**	3:19	-0:26	**1:54**	1:52	0:02	**3:08**	3:00	0:08	**3:11**	3:50	-0:39	**3:12**	4:17	-1:05	**2:46**	6:00	-3:13	**2:33**	3:15	-0:41	**6:00**	6:00	0:00
More FM	**7:47**	8:57	-1:09	**7:47**	7:09	0:38	**6:02**	5:24	0:38	**5:24**	4:40	0:44	**6:48**	6:13	0:35	**9:23**	12:40	-3:16	**9:39**	15:43	-6:04	**6:41**	7:06	-0:24
Newstalk ZB	**11:54**	13:22	-1:27	**0:35**	*	*	**6:07**	5:31	0:36	**5:39**	5:24	0:14	**7:44**	8:01	-0:16	**9:21**	10:15	-0:53	**10:09**	11:29	-1:19	**5:42**	5:31	0:11
Radio Hauraki	**8:38**	6:45	1:52	**8:47**	9:39	-0:52	**6:29**	6:44	-0:15	**7:13**	5:59	1:13	**7:57**	6:10	1:47	**9:59**	5:06	4:52	**11:39**	5:07	6:32	**9:50**	10:20	-0:29
Rhema	**6:08**	5:43	0:25	**2:45**	2:30	0:15	*	*	*	*	*	*	*	*	*	**8:43**	6:23	2:19	**6:11**	5:54	0:17	*	*	*
Rock	**13:37**	11:45	1:51	**10:25**	6:53	3:31	**12:55**	8:31	4:24	**14:21**	12:28	1:52	**14:35**	12:47	1:47	**15:48**	15:18	0:29	**15:40**	18:27	-2:47	**8:09**	7:33	0:35
Sanctuary	**3:55**	4:36	-0:40	**7:00**	7:00	0:00	**1:30**	*	*	**1:30**	*	*	**1:30**	*	*	*	*	*	**3:21**	1:05	2:16	**1:30**	*	*
Tahu FM	**4:29**	4:56	-0:27	**2:26**	2:24	0:02	**6:48**	13:00	-6:11	**6:48**	13:00	-6:11	**5:09**	5:57	-0:48	**3:50**	4:25	-0:34	*	7:00	*	**2:59**	2:53	0:06
The Hits	**8:36**	8:14	0:21	**5:00**	4:04	0:55	**9:33**	6:13	3:20	**8:30**	6:06	2:24	**10:09**	9:47	0:21	**10:47**	13:45	-2:57	**8:24**	9:49	-1:24	**9:45**	13:33	-3:47
The Sound	**6:43**	7:33	-0:50	**13:10**	4:15	8:55	**4:39**	5:01	-0:22	**4:13**	4:54	-0:41	**5:10**	7:41	-2:30	**7:32**	9:10	-1:38	**7:40**	8:46	-1:06	**4:35**	8:07	-3:32
ZM	**8:01**	7:42	0:18	**4:34**	3:58	0:35	**6:17**	5:39	0:37	**7:54**	8:20	-0:26	**8:55**	8:44	0:11	**12:05**	9:25	2:39	**10:50**	5:00	5:50	**7:23**	9:11	-1:47
MediaWorks Combo	**14:34**	14:34	-0:00	**11:23**	9:08	2:14	**12:02**	9:56	2:05	**12:42**	11:42	0:59	**14:17**	13:36	0:41	**16:30**	17:56	-1:25	**15:51**	18:57	-3:06	**10:42**	11:16	-0:34
NZME Combo	**11:29**	11:06	0:22	**6:07**	5:14	0:52	**9:18**	8:00	1:18	**10:11**	9:04	1:06	**11:41**	10:52	0:48	**13:01**	12:48	0:13	**12:28**	12:28	0:00	**10:00**	12:00	-1:59
All Commercial Radio	**18:34**	18:38	-0:03	**12:38**	10:39	1:58	**15:20**	12:52	2:28	**17:14**	15:09	2:05	**19:35**	18:25	1:10	**21:50**	24:23	-2:33	**19:03**	22:01	-2:58	**14:57**	16:36	-1:39
Potential (000)	**84.4**	84.4	0.0	**18.1**	18.1	0.0	**25.9**	25.4	0.5	**24.8**	24.8	0.0	**36.5**	36.5	0.0	**23.6**	23.6	0.0	**21.9**	21.9	0.0	**13.1**	13.3	-0.2
Sample	**847**	806	41	**162**	165	-3	**197**	204	-7	**199**	198	1	**304**	294	10	**215**	208	7	**268**	250	18	**123**	117	6

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 & S3 2026 include combined iHeartCountry / Gold Sport listening*

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SOUTHLAND 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)	84.4	84.4	0.0
Sample Size	847	806	41

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

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 & S3 2026 include combined iHeartCountry / Gold Sport listening*

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