WAIKATO COMMERCIAL RADIO - GfK SURVEY 3 2026

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

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	6.8	5.8	1.0	6	3.5	3.8	-0.3	6.5	5.4	1.1	6.8	6.2	0.6	6.3	6.0	0.3	10.4	7.8	2.6	8.8	6.7	2.1	4.8	5.4	-0.6
Breeze Classic	4.7	3.9	0.8	7	0.4	0.5	-0.1	0.3	0.3	0.0	0.7	0.5	0.2	1.0	0.9	0.1	6.3	4.5	1.8	11.3	8.4	2.9	0.8	0.1	0.7
Channel X	2.0	2.8	-0.8	14	0.7	0.6	0.1	1.7	2.1	-0.4	2.2	2.9	-0.7	3.4	3.7	-0.3	3.6	5.1	-1.5	1.2	3.2	-2.0	2.5	4.7	-2.2
Coast	10.6	8.1	2.5	4	5.4	5.3	0.1	3.8	3.3	0.5	3.4	3.7	-0.3	5.7	4.0	1.7	12.7	7.4	5.3	14.7	11.0	3.7	7.7	8.0	-0.3
Edge	4.0	4.5	-0.5	11	4.4	6.3	-1.9	6.2	7.0	-0.8	9.2	8.5	0.7	7.1	7.0	0.1	1.4	1.5	-0.1	0.3	1.1	-0.8	3.8	4.6	-0.8
George FM	3.4	3.7	-0.3	12	1.9	1.1	0.8	5.7	7.9	-2.2	8.9	9.8	-0.9	6.3	7.1	-0.8	0.5	0.5	0.0	1.3	1.2	0.1	5.0	4.0	1.0
iHeartCountry*	0.4	0.4	0.0	18	0.2	0.3	-0.1	0.2	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.0	0.8	1.1	-0.3	0.9	1.1	-0.2	0.2	0.1	0.1
Life FM	1.8	1.3	0.5	15	4.1	2.7	1.4	4.0	2.4	1.6	2.9	1.9	1.0	2.6	1.8	0.8	0.9	0.9	0.0	0.1	0.2	-0.1	2.0	0.9	1.1
Mai FM	4.5	4.9	-0.4	9	6.2	7.0	-0.8	10.0	11.2	-1.2	9.5	10.6	-1.1	8.0	8.6	-0.6	2.4	1.8	0.6	0.3	0.1	0.2	5.6	5.6	0.0
Maniapoto FM	0.6	0.6	0.0	17	0.5	0.5	0.0	0.7	0.9	-0.2	0.7	0.8	-0.1	0.7	0.8	-0.1	0.3	0.3	0.0	0.6	0.5	0.1	0.6	0.6	0.0
More FM	4.7	5.2	-0.5	7	6.8	7.0	-0.2	3.2	3.3	-0.1	3.2	3.2	0.0	4.7	5.4	-0.7	5.9	8.5	-2.6	4.6	5.3	-0.7	4.1	7.8	-3.7
Newstalk ZB	9.8	11.8	-2.0	5	2.8	3.2	-0.4	1.9	2.0	-0.1	2.7	3.1	-0.4	3.5	4.8	-1.3	8.8	11.8	-3.0	17.2	18.3	-1.1	5.6	4.6	1.0
Nga Iwi FM	0.1	*	*	20	0.4	0.1	0.3	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Radio Hauraki	2.5	2.5	0.0	13	1.5	2.5	-1.0	2.2	2.6	-0.4	2.7	2.5	0.2	3.4	4.0	-0.6	3.6	3.8	-0.2	1.7	0.7	1.0	2.2	2.3	-0.1
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	0.3	0.2	0.1	19	0.6	0.1	0.5	0.3	0.2	0.1	0.3	0.3	0.0	0.2	0.2	0.0	*	*	*	0.2	0.1	0.1	0.1	0.1	0.0
Rock	13.3	10.7	2.6	1	21.3	12.5	8.8	22.4	15.0	7.4	17.2	14.5	2.7	16.4	15.3	1.1	10.2	10.5	-0.3	6.7	5.2	1.5	18.1	16.3	1.8
Sport Nation	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Tainui Live	0.9	0.7	0.2	16	0.4	0.2	0.2	1.0	1.0	0.0	1.4	1.3	0.1	1.3	1.1	0.2	0.5	0.4	0.1	0.7	0.6	0.1	0.9	0.9	0.0
The Hits	4.1	5.6	-1.5	10	5.9	5.8	0.1	5.2	4.9	0.3	5.1	5.9	-0.8	6.0	6.7	-0.7	5.0	6.9	-1.9	1.8	4.4	-2.6	6.4	7.7	-1.3
The Sound	11.6	13.5	-1.9	3	9.1	12.8	-3.7	5.6	10.7	-5.1	4.1	6.2	-2.1	5.7	6.8	-1.1	16.4	18.9	-2.5	21.0	25.2	-4.2	7.6	5.8	1.8
ZM	11.7	11.6	0.1	2	22.8	25.8	-3.0	18.1	18.3	-0.2	17.6	16.4	1.2	16.1	14.6	1.5	7.7	6.4	1.3	2.9	2.6	0.3	21.2	19.5	1.7
MediaWorks Combo	55.3	55.1	0.2		54.2	51.6	2.6	61.6	62.9	-1.3	61.8	62.5	-0.7	58.8	60.8	-2.0	57.1	59.2	-2.1	56.1	56.8	-0.7	52.3	54.3	-2.0
NZME Combo	39.2	40.2	-1.0		38.7	42.9	-4.2	31.4	31.4	0.0	32.0	32.0	0.0	35.0	34.3	0.7	38.5	37.2	1.3	39.1	38.0	1.1	43.6	42.4	1.2
Potential (000)	312.5	312.5	0.0		74.3	74.3	0.0	112.3	111.4	0.9	103.4	103.4	0.0	145.4	145.4	0.0	80.0	80.0	0.0	68.0	68.0	0.0	62.9	59.0	3.9
Sample	868	851	17		224	219	5	332	310	22	313	295	18	433	403	30	215	202	13	173	178	-5	192	174	18

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 & S3 2026 include combined iHeartCountry / Gold Sport listening*

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WAIKATO COMMERCIAL RADIO - GfK SURVEY 3 2026

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

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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)	312.5	312.5	0.0
Sample Size	868	851	17

	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	6.1	5.4	0.7	6	6.2	5.6	0.6	6.1	5.4	0.7	5.4	5.2	0.2	12.6	9.4	3.2	4.3	5.3	-1.0	8.7	6.2	2.5
Breeze Classic	3.7	3.5	0.2	12	5.1	3.6	1.5	5.1	4.0	1.1	4.6	3.3	1.3	6.1	6.0	0.1	2.3	0.3	2.0	5.1	4.9	0.2
Channel X	1.3	1.6	-0.3	15	3.2	4.4	-1.2	3.3	4.2	-0.9	1.7	2.3	-0.6	1.4	0.6	0.8	0.1	*	*	0.8	2.0	-1.2
Coast	7.9	6.1	1.8	4	12.9	9.3	3.6	12.8	9.5	3.3	11.4	7.9	3.5	5.9	7.1	-1.2	12.4	4.5	7.9	9.2	8.4	0.8
Edge	4.8	5.1	-0.3	8	3.8	5.1	-1.3	3.8	5.0	-1.2	4.4	4.8	-0.4	1.3	1.8	-0.5	6.2	4.0	2.2	3.9	3.6	0.3
George FM	2.2	2.9	-0.7	13	4.2	4.2	0.0	4.6	5.1	-0.5	5.2	5.1	0.1	1.1	1.8	-0.7	1.3	1.3	0.0	2.3	2.4	-0.1
iHeartCountry*	0.1	0.1	0.0	19	1.2	1.4	-0.2	0.1	0.1	0.0	0.2	0.2	0.0	0.1	0.1	0.0	1.0	1.4	-0.4	0.2	0.2	0.0
Life FM	1.7	1.7	0.0	14	1.5	1.1	0.4	1.7	1.2	0.5	2.4	1.1	1.3	2.1	0.8	1.3	1.7	2.3	-0.6	2.1	1.4	0.7
Mai FM	4.5	5.3	-0.8	9	4.4	5.0	-0.6	6.0	6.4	-0.4	4.5	5.0	-0.5	1.6	1.4	0.2	6.6	5.7	0.9	3.4	3.7	-0.3
Maniapoto FM	1.1	1.0	0.1	16	0.2	0.3	-0.1	0.1	0.1	0.0	*	*	*	1.5	1.3	0.2	3.1	4.4	-1.3	0.6	0.5	0.1
More FM	5.1	5.9	-0.8	7	4.9	5.3	-0.4	5.1	5.8	-0.7	4.2	4.4	-0.2	3.0	3.9	-0.9	1.6	1.3	0.3	5.3	5.6	-0.3
Newstalk ZB	17.1	18.3	-1.2	1	5.4	8.0	-2.6	3.5	5.7	-2.2	9.5	14.0	-4.5	15.6	19.8	-4.2	26.6	24.4	2.2	8.9	10.6	-1.7
Nga Iwi FM	0.1	*	*	19	0.1	*	*	*	*	*	*	*	*	*	*	*	0.7	0.4	0.3	0.1	*	*
Radio Hauraki	4.0	4.1	-0.1	10	2.2	2.3	-0.1	2.1	1.6	0.5	3.2	3.3	-0.1	0.9	2.2	-1.3	1.4	1.9	-0.5	1.9	1.9	0.0
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.3	0.2	0.1	*	*	*
Rhema	0.3	0.1	0.2	18	0.1	0.1	0.0	0.2	0.2	0.0	0.3	0.1	0.2	0.6	0.7	-0.1	*	*	*	0.4	0.2	0.2
Rock	13.0	11.1	1.9	3	14.7	9.9	4.8	14.4	11.4	3.0	13.5	11.7	1.8	14.2	6.8	7.4	6.1	11.3	-5.2	12.6	10.5	2.1
Sport Nation	0.1	*	*	19	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Tainui Live	0.8	0.7	0.1	17	1.3	1.1	0.2	0.1	0.1	0.0	0.7	0.7	0.0	1.5	1.3	0.2	2.6	3.0	-0.4	1.0	0.7	0.3
The Hits	3.8	5.1	-1.3	11	4.5	6.5	-2.0	4.5	5.9	-1.4	3.8	5.5	-1.7	3.9	4.6	-0.7	3.4	4.5	-1.1	4.2	5.4	-1.2
The Sound	6.4	8.0	-1.6	5	14.5	17.1	-2.6	13.6	16.0	-2.4	8.9	9.9	-1.0	6.4	7.4	-1.0	11.8	12.9	-1.1	14.7	16.2	-1.5
ZM	14.9	12.8	2.1	2	8.6	8.3	0.3	11.4	11.1	0.3	13.8	13.1	0.7	13.6	16.6	-3.0	3.7	7.8	-4.1	11.8	12.6	-0.8
MediaWorks Combo	47.1	48.7	-1.6		61.0	60.3	0.7	62.2	63.3	-1.1	52.8	52.1	0.7	48.3	39.7	8.6	40.4	42.3	-1.9	56.8	55.0	1.8
NZME Combo	47.8	46.4	1.4		34.9	35.9	-1.0	34.5	34.0	0.5	42.0	44.0	-2.0	40.5	50.8	-10.3	48.5	44.5	4.0	36.4	39.3	-2.9

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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 & S3 2026 include combined iHeartCountry / Gold Sport listening*

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WAIKATO COMMERCIAL RADIO - GfK SURVEY 3 2026

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

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
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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	27.2	26.9	0.3	8	4.3	5.8	-1.5	9.4	9.6	-0.2	9.1	10.3	-1.2	13.1	14.1	-1.0	8.8	7.7	1.1	6.1	5.2	0.9	4.7	5.3	-0.6
Breeze Classic	15.8	13.8	2.0	12	1.3	1.1	0.2	1.7	1.7	0.0	2.1	2.0	0.1	2.9	2.6	0.3	7.5	5.6	1.9	9.5	7.8	1.7	0.6	0.2	0.4
Channel X	11.3	11.3	0.0	15	2.3	1.7	0.6	1.5	2.4	-0.9	3.1	4.0	-0.9	7.2	6.8	0.4	5.4	4.8	0.6	1.4	2.4	-1.0	2.1	2.7	-0.6
Coast	27.5	26.9	0.6	7	2.2	2.8	-0.6	5.1	5.4	-0.3	4.5	4.6	-0.1	8.5	7.3	1.2	12.0	9.5	2.5	12.5	11.4	1.1	6.1	5.1	1.0
Edge	28.4	31.0	-2.6	6	7.7	10.0	-2.3	15.2	15.5	-0.3	15.7	15.1	0.6	18.8	18.3	0.5	3.7	3.6	0.1	1.1	2.4	-1.3	7.0	6.7	0.3
George FM	14.5	13.4	1.1	14	3.4	2.2	1.2	7.9	8.7	-0.8	7.7	7.7	0.0	9.1	9.4	-0.3	2.7	2.9	-0.2	2.0	1.8	0.2	3.0	2.5	0.5
iHeartCountry*	1.7	2.0	-0.3	19	0.2	0.4	-0.2	0.7	0.7	0.0	0.7	0.7	0.0	0.7	0.7	0.0	0.5	0.6	-0.1	0.8	0.9	-0.1	0.4	0.3	0.1
Life FM	15.3	10.2	5.1	13	5.1	2.9	2.2	7.3	6.1	1.2	7.2	6.0	1.2	9.9	7.0	2.9	2.9	1.3	1.6	0.3	0.3	0.0	2.9	2.0	0.9
Mai FM	23.7	24.0	-0.3	9	7.5	7.7	-0.2	14.7	14.9	-0.2	12.8	13.3	-0.5	15.3	16.0	-0.7	3.4	2.9	0.5	0.9	0.2	0.7	6.2	5.9	0.3
Maniapoto FM	3.4	2.8	0.6	17	1.9	1.5	0.4	0.6	0.8	-0.2	0.3	0.4	-0.1	0.7	0.8	-0.1	0.6	0.4	0.2	0.8	0.4	0.4	0.4	0.4	0.0
More FM	22.4	23.3	-0.9	10	7.7	8.2	-0.5	7.9	8.6	-0.7	6.8	6.8	0.0	11.1	12.1	-1.0	6.3	7.2	-0.9	3.5	3.0	0.5	4.6	5.5	-0.9
Newstalk ZB	30.4	34.3	-3.9	5	2.3	2.1	0.2	4.0	3.5	0.5	3.6	4.0	-0.4	6.9	8.7	-1.8	10.6	13.2	-2.6	15.5	16.7	-1.2	4.3	4.3	0.0
Nga Iwi FM	1.0	0.5	0.5	20	0.7	0.2	0.5	*	*	*	*	*	*	0.3	0.3	0.0	0.3	0.3	0.0	*	*	*	0.3	0.3	0.0
Radio Hauraki	17.1	16.8	0.3	11	3.0	3.0	0.0	4.0	5.1	-1.1	6.1	5.2	0.9	8.8	9.3	-0.5	6.3	6.9	-0.6	4.8	4.1	0.7	2.1	1.6	0.5
Radio Waatea	0.5	0.3	0.2	21	*	*	*	*	*	*	*	*	*	0.5	0.3	0.2	0.5	0.3	0.2	*	*	*	0.3	0.3	0.0
Rhema	2.7	2.3	0.4	18	0.6	0.2	0.4	0.8	0.7	0.1	0.8	0.7	0.1	0.8	0.7	0.1	*	0.3	*	0.6	0.7	-0.1	0.3	0.2	0.1
Rock	50.7	47.7	3.0	2	14.7	10.9	3.8	25.1	23.6	1.5	22.7	23.6	-0.9	30.3	31.0	-0.7	11.5	12.1	-0.6	5.0	5.4	-0.4	11.0	10.6	0.4
Sport Nation	0.3	0.8	-0.5	22	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.3	0.3	0.0	*	*	*
Tainui Live	6.7	6.3	0.4	16	1.2	1.3	-0.1	1.5	1.7	-0.2	3.0	2.8	0.2	4.4	4.1	0.3	1.4	1.2	0.2	1.1	1.0	0.1	2.5	2.2	0.3
The Hits	32.6	36.6	-4.0	4	9.5	9.1	0.4	15.2	15.4	-0.2	15.0	15.8	-0.8	19.3	20.6	-1.3	7.7	10.1	-2.4	3.4	5.9	-2.5	7.2	7.7	-0.5
The Sound	37.5	38.8	-1.3	3	5.4	5.7	-0.3	9.5	12.9	-3.4	9.9	11.6	-1.7	15.1	16.5	-1.4	15.3	15.2	0.1	15.5	15.9	-0.4	5.6	4.6	1.0
ZM	58.3	55.4	2.9	1	20.1	20.2	-0.1	26.8	25.4	1.4	24.2	21.5	2.7	31.4	28.1	3.3	12.0	9.9	2.1	5.0	4.2	0.8	14.5	13.1	1.4
MediaWorks Combo	166.0	166.3	-0.3		38.8	37.6	1.2	61.8	63.5	-1.7	60.2	61.9	-1.7	83.4	85.3	-1.9	47.2	48.3	-1.1	35.9	38.2	-2.3	34.9	32.8	2.1
NZME Combo	140.6	141.6	-1.0		31.8	32.4	-0.6	47.6	48.7	-1.1	46.0	44.9	1.1	64.7	63.9	0.8	39.1	38.4	0.7	32.1	32.1	0.0	30.3	27.5	2.8
All Commercial Radio	239.7	236.6	3.1		55.7	53.4	2.3	81.6	82.8	-1.2	78.6	79.2	-0.6	112.3	112.5	-0.2	66.5	66.6	-0.1	53.5	55.1	-1.6	49.4	46.0	3.4
Potential (000)	312.5	312.5	0.0		74.3	74.3	0.0	112.3	111.4	0.9	103.4	103.4	0.0	145.4	145.4	0.0	80.0	80.0	0.0	68.0	68.0	0.0	62.9	59.0	3.9
Sample	868	851	17		224	219	5	332	310	22	313	295	18	433	403	30	215	202	13	173	178	-5	192	174	18

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 & S3 2026 include combined iHeartCountry / Gold Sport listening*

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WAIKATO COMMERCIAL RADIO - GfK SURVEY 3 2026

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

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)	312.5	312.5	0.0
Sample Size	868	851	17

	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	**12.9**	13.9	-1.0	10	**13.8**	13.2	0.6	**14.6**	15.0	-0.4	**13.6**	13.1	0.5	**8.7**	6.4	2.3	**3.5**	3.2	0.3	**16.3**	14.4	1.9
Breeze Classic	**6.6**	6.3	0.3	13	**7.3**	7.1	0.2	**8.4**	8.3	0.1	**6.8**	6.1	0.7	**2.0**	2.4	-0.4	**2.7**	0.3	2.4	**8.6**	7.4	1.2
Channel X	**4.1**	4.9	-0.8	15	**5.6**	6.8	-1.2	**6.4**	7.2	-0.8	**6.5**	6.0	0.5	**2.3**	1.4	0.9	**0.4**	*	*	**4.0**	5.0	-1.0
Coast	**14.4**	13.6	0.8	8	**19.2**	17.4	1.8	**18.1**	17.2	0.9	**16.2**	12.4	3.8	**3.5**	3.9	-0.4	**5.1**	3.0	2.1	**14.4**	13.4	1.0
Edge	**15.8**	17.5	-1.7	6	**9.1**	13.3	-4.2	**12.2**	13.7	-1.5	**11.1**	13.8	-2.7	**3.4**	4.2	-0.8	**4.4**	3.8	0.6	**13.6**	14.0	-0.4
George FM	**5.3**	5.4	-0.1	14	**6.8**	6.1	0.7	**7.3**	8.3	-1.0	**7.8**	7.9	-0.1	**1.6**	1.9	-0.3	**1.3**	0.9	0.4	**4.8**	4.4	0.4
iHeartCountry*	**0.5**	0.4	0.1	19	**1.1**	1.2	-0.1	**0.9**	0.9	0.0	**0.6**	0.6	0.0	**0.2**	0.3	-0.1	**0.5**	0.6	-0.1	**0.6**	0.7	-0.1
Life FM	**7.4**	5.1	2.3	11	**5.6**	4.4	1.2	**7.4**	4.9	2.5	**7.2**	3.8	3.4	**3.3**	2.2	1.1	**1.1**	1.2	-0.1	**7.8**	4.4	3.4
Mai FM	**14.6**	16.4	-1.8	7	**9.5**	11.0	-1.5	**14.9**	14.7	0.2	**12.9**	14.3	-1.4	**3.3**	3.2	0.1	**4.2**	2.8	1.4	**9.8**	9.5	0.3
Maniapoto FM	**1.3**	1.3	0.0	17	**0.3**	0.4	-0.1	**0.3**	0.4	-0.1	*	*	*	**0.6**	0.4	0.2	**1.6**	1.5	0.1	**2.0**	1.5	0.5
More FM	**13.4**	14.0	-0.6	9	**9.1**	9.8	-0.7	**10.4**	12.8	-2.4	**9.3**	10.8	-1.5	**2.9**	3.3	-0.4	**1.7**	1.5	0.2	**11.5**	11.8	-0.3
Newstalk ZB	**22.2**	23.9	-1.7	3	**13.0**	16.2	-3.2	**10.8**	14.8	-4.0	**12.8**	17.3	-4.5	**8.0**	9.9	-1.9	**8.5**	8.8	-0.3	**17.6**	18.4	-0.8
Nga Iwi FM	**0.3**	*	*	20	**0.3**	*	*	*	*	*	*	*	*	*	*	*	**0.4**	0.2	0.2	**0.7**	0.5	0.2
Radio Hauraki	**7.2**	7.0	0.2	12	**3.9**	5.0	-1.1	**6.5**	6.6	-0.1	**8.7**	9.1	-0.4	**2.4**	3.9	-1.5	**2.0**	2.0	0.0	**7.6**	7.9	-0.3
Radio Waatea	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	**0.5**	0.3	0.2	*	*	*
Rhema	**1.2**	0.7	0.5	18	**1.0**	0.7	0.3	**1.6**	1.3	0.3	**1.4**	0.9	0.5	**1.2**	1.2	0.0	*	*	*	**1.8**	1.5	0.3
Rock	**32.3**	29.9	2.4	2	**22.8**	20.4	2.4	**24.0**	23.6	0.4	**22.9**	20.7	2.2	**10.3**	10.2	0.1	**6.4**	7.1	-0.7	**28.1**	27.5	0.6
Sport Nation	**0.3**	0.3	0.0	20	*	0.5	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Tainui Live	**2.3**	2.6	-0.3	16	**2.3**	2.2	0.1	**1.0**	1.0	0.0	**1.1**	1.3	-0.2	**0.9**	0.9	0.0	**1.1**	0.9	0.2	**2.7**	1.7	1.0
The Hits	**16.1**	18.5	-2.4	5	**11.5**	15.9	-4.4	**14.3**	16.4	-2.1	**9.6**	11.4	-1.8	**5.7**	6.7	-1.0	**3.5**	3.9	-0.4	**16.1**	19.3	-3.2
The Sound	**17.0**	19.6	-2.6	4	**18.7**	22.3	-3.6	**21.5**	22.6	-1.1	**15.8**	18.2	-2.4	**6.7**	7.5	-0.8	**4.3**	3.6	0.7	**26.0**	27.5	-1.5
ZM	**36.1**	33.4	2.7	1	**18.3**	18.7	-0.4	**32.2**	30.3	1.9	**26.1**	24.2	1.9	**11.0**	10.7	0.3	**5.2**	6.9	-1.7	**29.2**	29.1	0.1
MediaWorks Combo	**101.1**	105.3	-4.2		**85.3**	90.5	-5.2	**97.6**	102.8	-5.2	**93.6**	94.6	-1.0	**38.5**	36.8	1.7	**26.8**	22.1	4.7	**102.2**	104.9	-2.7
NZME Combo	**90.0**	90.7	-0.7		**62.9**	67.6	-4.7	**77.3**	78.6	-1.3	**70.9**	71.5	-0.6	**29.0**	33.6	-4.6	**23.8**	24.1	-0.3	**79.0**	81.1	-2.1
All Commercial Radio	**173.1**	176.9	-3.8		**136.8**	141.1	-4.3	**156.8**	157.5	-0.7	**149.9**	149.5	0.4	**65.5**	68.7	-3.2	**48.9**	44.4	4.5	**159.6**	162.0	-2.4

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 & S3 2026 include combined iHeartCountry / Gold Sport listening*

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WAIKATO COMMERCIAL RADIO - GfK SURVEY 3 2026

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

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	**8:26**	7:23	1:02	**4:39**	3:46	0:52	**6:46**	6:00	0:45	**6:54**	6:17	0:37	**6:40**	6:21	0:19	**13:37**	10:56	2:40	**16:44**	14:16	2:27	**6:01**	6:01	0:00
Breeze Classic	**10:00**	9:41	0:18	**1:32**	2:59	-1:27	**1:53**	1:41	0:11	**2:58**	2:31	0:26	**4:55**	5:21	-0:26	**9:45**	8:41	1:04	**13:57**	12:12	1:44	**7:17**	1:30	5:47
Channel X	**5:54**	8:24	-2:30	**1:49**	1:56	-0:07	**10:53**	9:00	1:52	**6:30**	7:30	-0:59	**6:39**	8:07	-1:27	**7:42**	11:26	-3:43	**10:32**	14:51	-4:19	**6:57**	10:18	-3:20
Coast	**12:57**	10:23	2:33	**14:46**	10:45	4:00	**7:14**	6:34	0:40	**6:54**	8:24	-1:29	**9:17**	8:07	1:10	**12:15**	8:18	3:56	**13:43**	10:44	2:58	**7:31**	9:16	-1:45
Edge	**4:45**	5:02	-0:16	**3:20**	3:40	-0:20	**3:58**	4:50	-0:51	**5:24**	5:51	-0:27	**5:15**	5:41	-0:26	**4:18**	4:36	-0:18	**2:51**	5:04	-2:12	**3:15**	4:04	-0:49
George FM	**7:52**	9:26	-1:34	**3:16**	2:50	0:25	**7:01**	9:41	-2:39	**10:43**	13:12	-2:28	**9:32**	11:24	-1:51	**2:07**	1:51	0:15	**7:58**	7:24	0:33	**9:57**	9:06	0:51
iHeartCountry*	**7:33**	7:35	-0:02	**6:00**	4:26	1:33	**2:03**	1:24	0:38	**2:03**	1:24	0:38	**2:03**	1:24	0:38	**17:30**	17:30	0:00	**13:07**	13:15	-0:08	**2:56**	2:15	0:41
Life FM	**4:01**	4:25	-0:23	**4:44**	5:21	-0:36	**5:25**	4:11	1:13	**3:44**	3:16	0:28	**3:41**	3:52	-0:11	**3:28**	7:45	-4:16	**3:00**	7:45	-4:45	**4:09**	2:34	1:35
Mai FM	**6:24**	7:04	-0:40	**4:49**	5:13	-0:24	**6:36**	8:04	-1:27	**6:53**	8:15	-1:22	**7:16**	8:01	-0:45	**8:03**	6:32	1:30	**4:33**	3:00	1:33	**5:18**	5:32	-0:13
Maniapoto FM	**5:53**	7:15	-1:21	**1:37**	1:47	-0:10	**10:44**	10:52	-0:08	**20:00**	20:00	0:00	**13:03**	14:09	-1:06	**5:40**	8:00	-2:19	**9:48**	13:00	-3:11	**8:00**	8:00	0:00
More FM	**7:06**	7:45	-0:38	**5:05**	4:56	0:09	**3:56**	4:07	-0:11	**4:22**	4:56	-0:33	**5:54**	6:40	-0:46	**10:53**	12:44	-1:50	**15:20**	19:47	-4:27	**5:12**	8:20	-3:07
Newstalk ZB	**10:49**	11:52	-1:03	**7:03**	8:51	-1:48	**4:34**	6:08	-1:34	**7:01**	8:04	-1:02	**7:01**	8:11	-1:10	**9:34**	9:33	0:00	**12:57**	12:16	0:41	**7:46**	6:16	1:29
Nga Iwi FM	**2:37**	1:24	1:12	**3:26**	2:45	0:41	*	*	*	*	*	*	**0:30**	0:30	0:00	**0:30**	0:30	0:00	*	*	*	**0:30**	0:30	0:00
Radio Hauraki	**4:52**	5:11	-0:19	**2:56**	4:42	-1:46	**5:15**	5:31	-0:15	**4:01**	5:03	-1:02	**5:24**	6:25	-1:01	**6:35**	5:50	0:44	**4:09**	2:02	2:07	**6:18**	8:28	-2:10
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	**3:19**	2:21	0:57	**5:33**	4:00	1:33	**3:34**	3:36	-0:01	**3:34**	3:36	-0:01	**3:34**	3:36	-0:01	*	0:45	*	**3:22**	1:59	1:23	**3:15**	3:15	0:00
Rock	**8:50**	7:43	1:07	**8:26**	6:36	1:50	**8:40**	6:45	1:54	**7:01**	6:22	0:39	**7:30**	7:21	0:08	**10:14**	9:22	0:51	**15:50**	10:56	4:54	**9:43**	9:01	0:41
Sport Nation	**1:00**	0:32	0:27	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	**1:00**	1:00	0:00	*	*	*
Tainui Live	**4:24**	4:02	0:21	**1:56**	1:03	0:53	**6:43**	6:08	0:35	**4:23**	4:42	-0:19	**4:12**	4:13	-0:01	**3:50**	3:08	0:41	**7:52**	7:05	0:47	**2:15**	2:24	-0:09
The Hits	**4:15**	5:15	-0:59	**3:36**	3:39	-0:02	**3:18**	3:24	-0:06	**3:09**	3:52	-0:43	**4:20**	4:52	-0:32	**7:22**	7:18	0:03	**6:02**	8:16	-2:14	**5:13**	5:54	-0:41
The Sound	**10:21**	11:56	-1:35	**9:44**	12:53	-3:08	**5:43**	8:48	-3:05	**3:49**	5:31	-1:41	**5:14**	6:11	-0:57	**12:17**	13:21	-1:03	**15:50**	17:47	-1:56	**8:05**	7:29	0:36
ZM	**6:45**	7:13	-0:28	**6:37**	7:23	-0:45	**6:34**	7:41	-1:06	**6:45**	7:55	-1:10	**7:07**	7:45	-0:37	**7:25**	6:53	0:31	**6:44**	6:57	-0:13	**8:38**	8:41	-0:03
MediaWorks Combo	**11:10**	11:24	-0:13	**8:09**	7:55	0:13	**9:41**	10:34	-0:53	**9:30**	10:29	-0:58	**9:49**	10:39	-0:50	**13:57**	13:09	0:48	**18:17**	16:41	1:35	**8:52**	9:40	-0:47
NZME Combo	**9:22**	9:46	-0:24	**7:06**	7:38	-0:32	**6:25**	6:53	-0:27	**6:25**	7:24	-0:58	**7:32**	8:00	-0:28	**11:21**	10:23	0:58	**14:14**	13:17	0:57	**8:30**	9:00	-0:29
All Commercial Radio	**14:00**	14:33	-0:33	**10:28**	10:48	-0:20	**11:55**	12:53	-0:58	**11:45**	13:06	-1:20	**12:23**	13:17	-0:53	**17:20**	16:06	1:14	**21:52**	20:23	1:29	**11:58**	12:41	-0:43
Potential (000)	**312.5**	312.5	0.0	**74.3**	74.3	0.0	**112.3**	111.4	0.9	**103.4**	103.4	0.0	**145.4**	145.4	0.0	**80.0**	80.0	0.0	**68.0**	68.0	0.0	**62.9**	59.0	3.9
Sample	**868**	851	17	**224**	219	5	**332**	310	22	**313**	295	18	**433**	403	30	**215**	202	13	**173**	178	-5	**192**	174	18

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 & S3 2026 include combined iHeartCountry / Gold Sport listening*

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Distribution Of Information Strictly Within Subscriber Organisation

WAIKATO COMMERCIAL RADIO - GfK SURVEY 3 2026

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

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)	312.5	312.5	0.0
Sample Size	868	851	17

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

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 & S3 2026 include combined iHeartCountry / Gold Sport listening*

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