



MANAWATU COMMERCIAL RADIO - SURVEY 1 2025

Station Share (%) by Demographic, Mon-Sun 12mn-12mn
Survey Comparisons: 3/2024 - 1/2025

This Survey Period: Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 & Sun Aug 11 to Sat Nov 2 2024 & Sun Feb 9 to Sat May 3 2025
Last Survey Period: Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024 & Sun Aug 11 to Sat Nov 2 2024

	All 10+				People 10-24			People 18-39			People 25-44			People 25-54			People 45-64			People 55-74			MGS with Kids		
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	8.7	9.0	-0.3	3	6.5	6.6	-0.1	6.2	5.9	0.3	4.0	4.0	0.0	4.8	4.4	0.4	8.6	11.0	-2.4	11.2	13.7	-2.5	6.7	6.7	0.0
Channel X	6.3	7.7	-1.4	8	4.7	3.1	1.6	9.9	11.6	-1.7	13.5	16.9	-3.4	11.0	14.2	-3.2	4.6	5.5	-0.9	3.7	3.8	-0.1	5.8	7.6	-1.8
Coast	5.6	6.4	-0.8	12	0.1	0.9	-0.8	2.7	1.9	0.8	7.9	6.6	1.3	6.8	5.9	0.9	7.6	12.1	-4.5	7.7	12.1	-4.4	3.4	2.7	0.7
Edge	5.9	5.9	0.0	10	17.6	18.3	-0.7	9.1	8.3	0.8	6.9	6.7	0.2	5.3	5.7	-0.4	4.0	2.9	1.1	3.2	1.4	1.8	7.1	8.4	-1.3
George FM	0.4	0.6	-0.2	17	0.7	*	*	0.5	1.8	-1.3	0.5	1.7	-1.2	0.6	1.4	-0.8	0.5	0.4	0.1	0.1	*	*	0.7	0.6	0.1
Gold Sport	0.5	0.4	0.1	16	*	*	*	*	*	*	*	*	*	*	*	*	0.4	0.1	0.3	0.5	0.1	0.4	0.6	*	*
Kia Ora FM	0.8	1.3	-0.5	15	1.5	1.4	0.1	1.9	1.5	0.4	1.1	1.0	0.1	1.3	2.5	-1.2	0.8	2.5	-1.7	*	*	*	2.7	4.8	-2.1
Life FM	1.2	1.2	0.0	14	1.7	2.0	-0.3	2.0	1.5	0.5	1.5	1.3	0.2	2.1	1.8	0.3	1.7	1.5	0.2	0.3	0.2	0.1	3.6	3.3	0.3
Magic	9.8	7.8	2.0	2	1.4	1.4	0.0	0.5	0.5	0.0	0.9	1.0	-0.1	2.9	2.2	0.7	8.2	8.5	-0.3	16.2	15.5	0.7	2.5	1.1	1.4
Mai FM	8.1	7.4	0.7	5	19.7	14.2	5.5	14.2	16.9	-2.7	13.1	12.6	0.5	10.6	11.3	-0.7	4.2	4.6	-0.4	1.9	0.7	1.2	9.2	8.2	1.0
More FM	7.1	7.0	0.1	7	8.4	9.7	-1.3	6.4	5.9	0.5	6.8	6.5	0.3	10.2	9.0	1.2	9.8	8.1	1.7	5.2	5.0	0.2	9.9	9.9	0.0
Newstalk ZB	12.7	13.4	-0.7	1	0.7	0.9	-0.2	2.1	1.9	0.2	3.3	2.9	0.4	4.5	4.4	0.1	11.3	9.8	1.5	15.9	18.2	-2.3	6.8	6.9	-0.1
Radio Hauraki	0.2	0.5	-0.3	18	*	1.0	*	0.1	1.7	-1.6	0.1	1.1	-1.0	0.1	0.7	-0.6	0.5	*	*	0.4	*	*	0.1	1.8	-1.7
Rhema	2.2	2.1	0.1	13	0.8	0.7	0.1	0.7	0.5	0.2	2.3	2.7	-0.4	2.4	2.5	-0.1	4.1	3.1	1.0	3.7	2.5	1.2	5.7	6.3	-0.6
Rock	7.7	7.6	0.1	6	8.1	11.3	-3.2	7.6	6.9	0.7	11.0	8.8	2.2	11.1	9.0	2.1	9.9	9.2	0.7	6.2	6.4	-0.2	10.6	7.0	3.6
Sport Nation*	0.1	0.1	0.0	19	*	*	*	*	*	*	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	*	*	*	*	*	*
The Hits	5.7	5.3	0.4	11	10.7	9.8	0.9	14.8	11.4	3.4	10.4	8.9	1.5	9.1	8.4	0.7	2.9	3.6	-0.7	0.8	0.4	0.4	10.0	11.7	-1.7
The Sound	8.5	7.3	1.2	4	5.6	5.3	0.3	7.5	6.4	1.1	5.9	4.6	1.3	8.0	6.5	1.5	14.1	11.0	3.1	14.4	12.0	2.4	3.6	3.0	0.6
ZM	6.0	6.6	-0.6	9	9.5	10.1	-0.6	11.5	14.3	-2.8	9.4	11.4	-2.0	8.1	9.0	-0.9	5.4	4.6	0.8	3.8	3.5	0.3	9.2	8.5	0.7
MediaWorks Combo	62.4	60.1	2.3		72.7	70.1	2.6	62.0	64.1	-2.1	62.4	62.8	-0.4	64.4	63.6	0.8	63.9	61.1	2.8	62.1	58.4	3.7	56.1	52.6	3.5
NZME Combo	30.8	32.8	-2.0		21.4	22.9	-1.5	31.4	31.5	-0.1	31.2	31.1	0.1	28.6	28.5	0.1	28.1	30.2	-2.1	29.2	34.3	-5.1	30.2	31.9	-1.7
Potential (000)	157.0	154.2	2.8		35.3	35.3	0.0	50.9	49.6	1.3	46.8	44.7	2.1	67.0	64.8	2.2	41.6	41.6	0.0	39.4	39.3	0.1	27.2	27.3	-0.1
Sample	878	878	0		170	164	6	295	302	-7	283	288	-5	387	389	-2	235	240	-5	227	232	-5	175	179	-4

NB: SUM OF INDIVIDUAL STATIONS MAY NOT ADD TO NETWORK COMBO TOTAL DUE TO ROUNDING

MediaWorks Combo: Breeze, Channel X (from S2 2024), Edge, George FM, Magic, Mai FM, More FM, Rock, The Sound or internet only listening to Humm FM

NZME Combo: Coast, Gold Sport, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui

*SENZ rebranded to Sport Nation from Nov 19th 2024



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Station Share (%) by Daypart, People 10+
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	This	Last	+/-
Potential (000)	157.0	154.2	2.8
Sample Size	878	878	0

	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	8.8	9.1	-0.3	3	7.6	9.0	-1.4	9.2	9.3	-0.1	10.0	10.1	-0.1	8.4	8.4	0.0	3.4	3.5	-0.1	9.1	8.8	0.3
Channel X	6.2	7.8	-1.6	9	7.7	10.3	-2.6	8.4	10.0	-1.6	6.3	8.1	-1.8	4.6	2.1	2.5	2.6	1.5	1.1	4.0	4.6	-0.6
Coast	5.6	6.2	-0.6	11	6.6	7.9	-1.3	7.6	8.9	-1.3	5.4	5.9	-0.5	0.8	0.8	0.0	4.1	9.6	-5.5	3.9	3.8	0.1
Edge	5.9	5.6	0.3	10	5.2	5.6	-0.4	4.3	5.6	-1.3	7.5	5.9	1.6	5.9	5.1	0.8	14.0	12.1	1.9	6.4	5.8	0.6
George FM	0.5	1.3	-0.8	17	0.1	*	*	0.1	*	*	0.5	1.8	-1.3	0.8	0.2	0.6	0.2	0.2	0.0	0.6	0.6	0.0
Gold Sport	0.6	*	*	16	0.9	0.9	0.0	0.7	0.8	-0.1	*	*	*	0.3	0.3	0.0	0.3	*	*	0.2	0.3	-0.1
Kia Ora FM	0.7	1.5	-0.8	15	0.4	0.4	0.0	1.3	1.9	-0.6	0.1	0.9	-0.8	*	1.7	*	1.8	1.4	0.4	1.0	1.3	-0.3
Life FM	1.3	1.2	0.1	13	0.9	0.8	0.1	1.1	1.0	0.1	1.5	1.7	-0.2	2.1	1.8	0.3	0.3	0.4	-0.1	1.2	1.3	-0.1
Magic	8.3	6.5	1.8	4	11.4	8.9	2.5	10.4	7.7	2.7	7.8	6.5	1.3	8.1	5.7	2.4	7.3	5.7	1.6	10.6	9.4	1.2
Mai FM	9.1	8.0	1.1	2	6.1	6.2	-0.1	7.4	7.3	0.1	8.0	6.5	1.5	12.8	9.9	2.9	6.7	7.5	-0.8	8.7	7.9	0.8
More FM	6.3	7.0	-0.7	8	6.6	5.9	0.7	6.9	6.4	0.5	8.1	7.9	0.2	6.8	6.8	0.0	6.6	7.2	-0.6	8.1	8.0	0.1
Newstalk ZB	16.4	16.8	-0.4	1	10.2	10.3	-0.1	7.7	7.5	0.2	12.6	12.2	0.4	24.2	28.2	-4.0	31.2	31.5	-0.3	11.6	13.8	-2.2
Radio Hauraki	0.2	0.1	0.1	18	0.1	0.8	-0.7	0.2	1.0	-0.8	*	0.1	*	0.1	0.2	-0.1	*	0.2	*	0.3	0.4	-0.1
Rhema	1.1	1.0	0.1	14	3.7	2.7	1.0	1.7	2.0	-0.3	1.6	1.7	-0.1	1.1	1.7	-0.6	1.0	2.0	-1.0	3.3	2.9	0.4
Rock	8.2	7.8	0.4	5	7.5	8.0	-0.5	8.6	7.9	0.7	7.5	7.2	0.3	5.2	6.4	-1.2	7.6	5.7	1.9	7.3	7.6	-0.3
Sport Nation*	0.2	0.2	0.0	18	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.1	*	*	*	*	*	0.2	0.3	-0.1
The Hits	4.3	3.6	0.7	12	5.1	4.2	0.9	6.0	4.9	1.1	6.2	6.4	-0.2	5.3	4.9	0.4	1.4	0.6	0.8	7.8	8.7	-0.9
The Sound	6.8	5.6	1.2	7	11.6	10.4	1.2	9.9	8.9	1.0	8.9	7.4	1.5	5.5	5.1	0.4	4.3	3.3	1.0	6.9	5.2	1.7
ZM	7.7	8.5	-0.8	6	5.1	5.6	-0.5	5.1	6.2	-1.1	6.6	7.8	-1.2	4.9	4.3	0.6	3.5	3.7	-0.2	6.6	6.6	0.0
MediaWorks Combo	60.1	58.7	1.4		63.9	64.4	-0.5	65.2	63.2	2.0	64.5	61.4	3.1	58.2	49.8	8.4	52.7	46.9	5.8	61.6	57.9	3.7
NZME Combo	34.9	35.3	-0.4		28.3	29.6	-1.3	27.4	29.3	-1.9	30.9	32.5	-1.6	35.7	38.7	-3.0	40.6	46.0	-5.4	30.5	33.8	-3.3

NB: SUM OF INDIVIDUAL STATIONS MAY NOT ADD TO NETWORK COMBO TOTAL DUE TO ROUNDING

MediaWorks Combo: Breeze, Channel X (from S2 2024), Edge, George FM, Magic, Mai FM, More FM, Rock, The Sound or internet only listening to Humm FM

NZME Combo: Coast, Gold Sport, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui

*SENZ rebranded to Sport Nation from Nov 19th 2024



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Cumulative Audience (000's) by Demographic, Mon-Sun 12mn-12mn
Survey Comparisons: 3/2024 - 1/2025

This Survey Period: Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 & Sun Aug 11 to Sat Nov 2 2024 & Sun Feb 9 to Sat May 3 2025
Last Surve Period: Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024 & Sun Aug 11 to Sat Nov 2 2024

	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	19.4	19.4	0.0	3	3.9	4.1	-0.2	4.5	5.3	-0.8	3.2	4.3	-1.1	6.5	6.9	-0.4	6.0	6.3	-0.3	6.9	6.8	0.1	3.6	3.5	0.1
Channel X	13.5	12.4	1.1	9	4.1	3.2	0.9	6.2	6.1	0.1	6.3	6.5	-0.2	7.7	8.1	-0.4	2.7	2.3	0.4	1.7	1.2	0.5	3.0	2.9	0.1
Coast	7.1	8.5	-1.4	12	0.1	0.6	-0.5	0.5	0.4	0.1	1.5	1.2	0.3	2.5	2.4	0.1	3.0	4.7	-1.7	3.5	4.9	-1.4	0.8	0.8	0.0
Edge	21.2	19.6	1.6	1	9.4	9.9	-0.5	9.5	9.0	0.5	7.7	6.7	1.0	9.0	8.2	0.8	3.9	3.0	0.9	2.6	1.6	1.0	5.2	5.2	0.0
George FM	1.7	2.7	-1.0	16	0.3	0.5	-0.2	0.7	2.3	-1.6	0.8	1.8	-1.0	1.2	2.1	-0.9	0.5	0.3	0.2	0.1	0.1	0.0	0.5	0.3	0.2
Gold Sport	1.2	0.9	0.3	17	*	*	*	*	*	*	*	*	*	*	0.2	*	0.3	0.2	0.1	0.8	0.1	0.7	0.2	*	*
Kia Ora FM	3.2	4.9	-1.7	15	1.4	1.8	-0.4	2.0	1.7	0.3	1.2	1.4	-0.2	1.5	2.9	-1.4	0.5	1.7	-1.2	0.2	0.1	0.1	1.4	2.0	-0.6
Life FM	5.9	5.9	0.0	13	2.4	3.0	-0.6	2.5	2.2	0.3	1.3	1.0	0.3	2.8	2.4	0.4	2.1	1.9	0.2	0.7	0.5	0.2	2.2	1.7	0.5
Magic	11.9	10.5	1.4	11	0.8	0.9	-0.1	0.8	0.7	0.1	1.3	0.9	0.4	1.9	1.3	0.6	2.2	2.4	-0.2	5.6	6.0	-0.4	0.6	0.4	0.2
Mai FM	18.1	18.0	0.1	6	8.0	7.5	0.5	9.1	10.3	-1.2	6.7	7.3	-0.6	8.5	9.6	-1.1	2.8	3.0	-0.2	1.0	0.7	0.3	3.9	4.5	-0.6
More FM	20.6	21.3	-0.7	2	5.3	6.5	-1.2	8.4	8.4	0.0	7.0	6.5	0.5	11.1	10.9	0.2	6.0	6.1	-0.1	4.0	3.6	0.4	6.4	6.0	0.4
Newstalk ZB	17.5	18.7	-1.2	7	0.7	1.3	-0.6	1.5	2.2	-0.7	2.5	2.9	-0.4	4.7	5.5	-0.8	5.7	5.8	-0.1	6.9	7.5	-0.6	2.5	2.6	-0.1
Radio Hauraki	0.8	1.8	-1.0	18	*	0.7	*	0.3	1.4	-1.1	0.3	0.7	-0.4	0.3	0.7	-0.4	0.3	0.2	0.1	0.3	0.2	0.1	0.1	0.5	-0.4
Rhema	4.7	4.8	-0.1	14	1.5	1.8	-0.3	1.5	1.7	-0.2	0.7	0.6	0.1	1.3	1.1	0.2	1.8	1.7	0.1	1.8	1.6	0.2	1.6	1.3	0.3
Rock	19.3	18.2	1.1	4	5.8	5.9	-0.1	7.1	7.9	-0.8	7.8	7.8	0.0	10.3	9.7	0.6	5.0	4.0	1.0	3.1	2.6	0.5	4.0	3.7	0.3
Sport Nation*	0.7	0.8	-0.1	19	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	0.4	0.4	0.0	0.4	0.4	0.0	0.1	0.1	0.0	*	0.1	*
The Hits	13.5	13.9	-0.4	9	3.1	4.1	-1.0	6.9	7.2	-0.3	6.2	5.7	0.5	8.6	8.3	0.3	3.1	3.8	-0.7	1.0	1.1	-0.1	3.7	4.0	-0.3
The Sound	15.1	15.1	0.0	8	2.6	3.4	-0.8	4.2	4.0	0.2	3.3	2.8	0.5	5.8	5.0	0.8	6.0	5.4	0.6	6.2	6.3	-0.1	2.0	1.6	0.4
ZM	18.9	18.4	0.5	5	6.1	6.3	-0.2	10.3	10.5	-0.2	8.7	8.1	0.6	10.6	10.0	0.6	3.7	3.5	0.2	2.0	2.0	0.0	4.8	4.3	0.5
MediaWorks Combo	88.8	86.4	2.4		20.9	20.2	0.7	26.5	28.5	-2.0	26.5	26.8	-0.3	38.0	39.3	-1.3	24.0	24.6	-0.6	23.7	22.5	1.2	17.2	17.3	-0.1
NZME Combo	49.3	50.8	-1.5		9.3	10.5	-1.2	17.6	18.7	-1.1	16.3	15.7	0.6	21.5	21.7	-0.2	12.3	13.3	-1.0	11.8	13.3	-1.5	10.6	11.0	-0.4
All Commercial Radio	114.3	112.6	1.7		24.2	23.8	0.4	34.8	35.6	-0.8	34.8	34.1	0.7	49.1	49.4	-0.3	31.2	32.5	-1.3	30.7	31.0	-0.3	22.2	21.9	0.3
Potential (000)	157.0	154.2	2.8		35.3	35.3	0.0	50.9	49.6	1.3	46.8	44.7	2.1	67.0	64.8	2.2	41.6	41.6	0.0	39.4	39.3	0.1	27.2	27.3	-0.1
Sample	878	878	0		170	164	6	295	302	-7	283	288	-5	387	389	-2	235	240	-5	227	232	-5	175	179	-4

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Sample Size	878	878	0

	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	8.8	8.6	0.2	8	7.7	8.3	-0.6	10.6	10.6	0.0	8.9	8.5	0.4	3.5	3.0	0.5	1.4	1.7	-0.3	11.5	11.6	-0.1
Channel X	9.0	9.0	0.0	7	6.7	6.8	-0.1	7.6	7.0	0.6	6.6	7.6	-1.0	2.3	1.7	0.6	1.3	0.7	0.6	7.9	6.8	1.1
Coast	5.2	5.6	-0.4	12	4.0	4.4	-0.4	4.5	5.7	-1.2	4.3	4.4	-0.1	0.6	0.9	-0.3	1.0	1.4	-0.4	3.9	4.2	-0.3
Edge	12.5	10.9	1.6	2	6.8	6.6	0.2	7.0	7.0	0.0	8.8	7.8	1.0	3.6	3.6	0.0	4.9	4.7	0.2	10.8	10.1	0.7
George FM	1.3	2.0	-0.7	15	0.9	0.5	0.4	0.3	0.1	0.2	0.7	1.8	-1.1	0.4	0.1	0.3	0.2	0.5	-0.3	1.0	0.7	0.3
Gold Sport	0.6	0.1	0.5	17	0.7	0.4	0.3	0.4	0.6	-0.2	*	0.1	*	0.2	0.2	0.0	0.2	*	*	0.3	0.4	-0.1
Kia Ora FM	1.2	2.7	-1.5	16	0.3	0.8	-0.5	2.0	3.0	-1.0	0.2	0.8	-0.6	*	0.5	*	0.8	0.8	0.0	1.4	1.8	-0.4
Life FM	3.4	3.2	0.2	13	2.2	1.6	0.6	2.6	2.6	0.0	2.2	2.5	-0.3	1.7	1.5	0.2	0.1	0.6	-0.5	3.9	4.4	-0.5
Magic	7.1	6.4	0.7	10	7.1	5.9	1.2	8.1	6.7	1.4	6.1	5.3	0.8	2.5	2.0	0.5	2.9	2.8	0.1	8.6	7.7	0.9
Mai FM	11.1	10.1	1.0	4	7.4	7.4	0.0	7.6	8.8	-1.2	7.2	6.5	0.7	4.8	4.0	0.8	2.8	3.5	-0.7	12.7	12.3	0.4
More FM	9.4	9.4	0.0	6	7.6	7.4	0.2	9.4	9.3	0.1	9.3	9.3	0.0	3.3	3.1	0.2	1.9	2.6	-0.7	12.2	12.0	0.2
Newstalk ZB	12.7	13.7	-1.0	1	7.5	8.3	-0.8	7.5	8.0	-0.5	8.3	9.1	-0.8	6.5	6.7	-0.2	5.6	5.3	0.3	11.7	12.9	-1.2
Radio Hauraki	0.2	0.3	-0.1	18	0.2	0.9	-0.7	0.5	1.1	-0.6	*	0.2	*	0.2	0.3	-0.1	*	0.5	*	0.3	0.3	0.0
Rhema	3.0	2.5	0.5	14	2.0	1.5	0.5	2.4	2.7	-0.3	1.5	1.6	-0.1	1.0	1.1	-0.1	0.5	1.1	-0.6	3.1	2.7	0.4
Rock	9.8	8.7	1.1	5	8.7	7.8	0.9	11.8	10.3	1.5	8.5	7.9	0.6	3.6	3.4	0.2	2.8	2.6	0.2	9.6	9.2	0.4
Sport Nation*	0.2	0.2	0.0	18	0.2	0.2	0.0	0.2	0.2	0.0	0.3	0.3	0.0	0.1	*	*	*	*	*	0.7	0.8	-0.1
The Hits	5.7	4.9	0.8	11	5.3	5.6	-0.3	5.9	6.5	-0.6	4.9	5.6	-0.7	1.1	1.6	-0.5	0.5	0.5	0.0	5.8	7.0	-1.2
The Sound	8.1	8.1	0.0	9	9.7	9.1	0.6	8.5	8.8	-0.3	7.1	6.3	0.8	3.2	3.3	-0.1	0.8	1.0	-0.2	7.5	6.9	0.6
ZM	11.9	10.8	1.1	3	8.5	9.0	-0.5	9.0	9.8	-0.8	7.6	8.2	-0.6	3.3	2.7	0.6	1.1	1.2	-0.1	12.9	11.4	1.5
MediaWorks Combo	58.2	56.0	2.2		52.0	49.6	2.4	58.2	55.8	2.4	50.0	47.4	2.6	22.1	19.7	2.4	14.2	12.8	1.4	63.6	59.7	3.9
NZME Combo	34.1	32.9	1.2		24.4	26.2	-1.8	25.8	28.3	-2.5	23.7	25.6	-1.9	11.7	12.2	-0.5	8.6	8.5	0.1	32.2	32.8	-0.6
All Commercial Radio	87.0	84.9	2.1		71.1	69.6	1.5	78.1	78.0	0.1	67.7	67.1	0.6	33.5	32.5	1.0	22.7	20.8	1.9	91.1	87.4	3.7

MediaWorks Combo: Breeze, Channel X (from S2 2024), Edge, George FM, Magic, Mai FM, More FM, Rock, The Sound or internet only listening to Humm FM

NZME Combo: Coast, Gold Sport, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui

*SENZ rebranded to Sport Nation from Nov 19th 2024



MANAWATU COMMERCIAL RADIO - SURVEY 1 2025

Average Time Spent Listening (hh:mm) by Demographic, Mon-Sun 12mn-12mn
Survey Comparisons: 3/2024 - 1/2025

This Survey Period: Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 & Sun Aug 11 to Sat Nov 2 2024 & Sun Feb 9 to Sat May 3 2025
Last Survey Period: Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024 & Sun Aug 11 to Sat Nov 2 2024

	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	8:44	9:07	-0:23	5:07	5:16	-0:09	6:46	6:05	0:41	6:54	5:17	1:36	5:55	5:18	0:37	7:54	10:39	-2:44	9:31	11:57	-2:26	6:24	6:22	0:01
Channel X	9:10	12:07	-2:56	3:32	3:14	0:18	7:59	10:22	-2:23	11:54	14:41	-2:47	11:22	14:35	-3:12	9:28	14:26	-4:57	12:37	19:09	-6:32	6:37	8:33	-1:55
Coast	15:23	14:53	0:29	1:31	4:22	-2:50	27:46	28:31	-0:44	28:56	30:16	-1:19	22:14	20:45	1:29	13:58	15:37	-1:38	13:03	14:44	-1:40	14:35	11:53	2:42
Edge	5:26	5:53	-0:26	5:45	6:06	-0:20	4:43	5:00	-0:16	5:00	5:33	-0:33	4:41	5:45	-1:03	5:38	5:57	-0:18	6:59	5:14	1:45	4:35	5:22	-0:47
George FM	4:15	4:25	-0:10	5:56	0:15	5:41	3:15	4:09	-0:54	3:13	5:11	-1:57	3:55	5:28	-1:32	4:42	6:11	-1:29	2:45	2:45	0:00	4:47	7:30	-2:42
Gold Sport	8:17	9:55	-1:37	*	*	*	*	*	*	*	*	*	*	2:00	*	7:00	2:00	5:00	4:06	5:00	-0:53	8:45	*	*
Kia Ora FM	4:46	5:15	-0:29	3:15	2:37	0:37	4:33	4:33	0:00	4:56	4:13	0:43	6:38	7:04	-0:26	8:38	8:52	-0:14	1:00	1:00	0:00	6:33	8:02	-1:29
Life FM	3:55	3:51	0:03	2:08	2:14	-0:05	4:01	3:41	0:19	6:13	6:51	-0:38	5:48	6:10	-0:21	4:35	4:47	-0:11	2:24	2:16	0:07	5:33	6:16	-0:42
Magic	15:57	14:37	1:20	5:15	5:15	0:00	3:10	4:07	-0:57	4:03	6:09	-2:06	12:23	13:41	-1:18	21:01	21:23	-0:21	16:47	15:30	1:17	13:28	8:59	4:28
Mai FM	8:43	8:05	0:38	7:33	6:15	1:17	7:45	8:56	-1:10	10:50	9:42	1:08	9:58	9:52	0:06	8:20	9:16	-0:55	11:16	5:55	5:20	7:57	6:03	1:54
More FM	6:43	6:25	0:17	4:54	4:55	-0:00	3:47	3:50	-0:03	5:23	5:41	-0:17	7:23	6:51	0:31	8:56	8:10	0:45	7:33	8:14	-0:41	5:17	5:29	-0:12
Newstalk ZB	14:12	14:08	0:04	3:07	2:26	0:40	6:49	4:43	2:06	7:15	5:40	1:34	7:37	6:36	1:01	10:47	10:23	0:24	13:29	14:24	-0:54	9:20	8:56	0:23
Radio Hauraki	4:22	5:41	-1:18	*	4:38	*	1:45	6:39	-4:53	1:45	8:41	-6:56	1:45	8:41	-6:56	9:23	1:30	7:53	9:23	1:30	7:53	6:00	11:52	-5:52
Rhema	9:08	8:33	0:34	1:38	1:19	0:18	2:11	1:47	0:24	18:15	24:12	-5:56	14:43	19:54	-5:11	12:41	11:03	1:37	11:51	9:39	2:12	12:17	16:48	-4:31
Rock	7:47	8:16	-0:28	4:17	6:14	-1:57	5:18	4:44	0:34	7:49	6:22	1:27	8:41	7:47	0:53	10:48	14:06	-3:18	11:39	14:44	-3:05	9:06	6:24	2:41
Sport Nation*	3:31	3:45	-0:14	*	*	*	1:00	1:00	0:00	1:00	1:00	0:00	1:33	1:34	-0:01	1:45	1:35	0:09	1:45	1:00	0:45	*	1:00	*
The Hits	8:17	7:32	0:44	10:43	7:59	2:44	10:39	8:40	1:59	9:22	8:51	0:30	8:30	8:22	0:08	5:06	5:42	-0:35	4:26	1:55	2:30	9:15	9:37	-0:21
The Sound	11:00	9:31	1:29	6:43	5:06	1:36	8:53	8:38	0:14	10:02	9:13	0:49	11:05	10:49	0:15	12:55	12:16	0:38	13:32	11:26	2:06	5:55	6:14	-0:19
ZM	6:12	7:04	-0:52	4:47	5:18	-0:30	5:31	7:27	-1:56	6:06	7:50	-1:44	6:04	7:29	-1:25	8:01	7:56	0:04	11:16	10:35	0:40	6:34	6:31	0:02
MediaWorks Combo	13:43	13:42	0:01	10:42	11:23	-0:40	11:34	12:17	-0:42	13:09	13:08	0:00	13:35	13:28	0:07	14:39	15:09	-0:30	15:15	15:30	-0:14	11:05	10:06	0:58
NZME Combo	12:12	12:42	-0:29	7:03	7:10	-0:06	8:50	9:10	-0:20	10:43	11:05	-0:21	10:39	10:57	-0:17	12:35	13:48	-1:12	14:25	15:28	-1:02	9:40	9:40	-0:00
All Commercial Radio	17:05	17:30	-0:24	12:44	13:48	-1:03	14:12	15:19	-1:06	16:04	16:27	-0:22	16:20	16:50	-0:29	17:40	18:45	-1:05	19:01	19:15	-0:13	15:17	15:12	0:05
Potential (000)	157.0	154.2	2.8	35.3	35.3	0.0	50.9	49.6	1.3	46.8	44.7	2.1	67.0	64.8	2.2	41.6	41.6	0.0	39.4	39.3	0.1	27.2	27.3	-0.1
Sample	878	878	0	170	164	6	295	302	-7	283	288	-5	387	389	-2	235	240	-5	227	232	-5	175	179	-4

MediaWorks Combo: Breeze, Channel X (from S2 2024), Edge, George FM, Magic, Mai FM, More FM, Rock, The Sound or internet only listening to Humm FM

NZME Combo: Coast, Gold Sport, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui

*SENZ rebranded to Sport Nation from Nov 19th 2024



MANAWATU COMMERCIAL RADIO - SURVEY 1 2025

Average Time Spent Listening (hh:mm) by Daypart, People 10+
Survey Comparisons: 3/2024 - 1/2025

This Survey Period: Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 & Sun Aug 11 to Sat Nov 2 2024 & Sun Feb 9 to Sat May 3 2025
Last Survey Period: Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024 & Sun Aug 11 to Sat Nov 2 2024

	This	Last	+/-
Potential (000)	157.0	154.2	2.8
Sample Size	878	878	0

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

MediaWorks Combo: Breeze, Channel X (from S2 2024), Edge, George FM, Magic, Mai FM, More FM, Rock, The Sound or internet only listening to Humm FM

NZME Combo: Coast, Gold Sport, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui

*SENZ rebranded to Sport Nation from Nov 19th 2024