



MANAWATU COMMERCIAL RADIO - SURVEY 2 2025

Station Share (%) by Demographic, Mon-Sun 12mn-12mn
Survey Comparisons: 1/2025 - 2/2025

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

	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	8.1	8.7	-0.6	5	3.8	6.5	-2.7	3.7	6.2	-2.5	2.5	4.0	-1.5	3.1	4.8	-1.7	8.1	8.6	-0.5	13.3	11.2	2.1	5.2	6.7	-1.5	
Channel X	7.8	6.3	1.5	6	5.7	4.7	1.0	15.0	9.9	5.1	16.7	13.5	3.2	12.7	11.0	1.7	4.9	4.6	0.3	5.0	3.7	1.3	7.5	5.8	1.7	
Coast	5.6	5.6	0.0	11	*	0.1	*	4.4	2.7	1.7	9.0	7.9	1.1	6.7	6.8	-0.1	7.0	7.6	-0.6	7.0	7.7	-0.7	3.4	3.4	0.0	
Edge	6.1	5.9	0.2	8	17.3	17.6	-0.3	9.4	9.1	0.3	7.4	6.9	0.5	5.6	5.3	0.3	5.2	4.0	1.2	4.4	3.2	1.2	4.4	7.1	-2.7	
George FM	0.5	0.4	0.1	16	0.8	0.7	0.1	0.5	0.5	0.0	0.4	0.5	-0.1	0.8	0.6	0.2	0.8	0.5	0.3	0.1	0.1	0.0	1.1	0.7	0.4	
Gold Sport	0.5	0.5	0.0	16	*	*	*	*	*	*	*	*	*	*	*	*	0.4	0.4	0.0	0.5	0.5	0.0	1.0	0.6	0.4	
Kia Ora FM	0.7	0.8	-0.1	15	*	1.5	*	0.5	1.9	-1.4	1.8	1.1	0.7	1.5	1.3	0.2	0.5	0.8	-0.3	0.2	*	*	1.5	2.7	-1.2	
Life FM	1.2	1.2	0.0	14	1.3	1.7	-0.4	2.5	2.0	0.5	1.8	1.5	0.3	2.1	2.1	0.0	1.5	1.7	-0.2	0.3	0.3	0.0	5.3	3.6	1.7	
Magic	9.2	9.8	-0.6	3	*	1.4	*	0.9	0.5	0.4	0.7	0.9	-0.2	2.8	2.9	-0.1	7.7	8.2	-0.5	16.8	16.2	0.6	1.7	2.5	-0.8	
Mai FM	5.8	8.1	-2.3	9	14.0	19.7	-5.7	8.7	14.2	-5.5	9.5	13.1	-3.6	7.9	10.6	-2.7	4.0	4.2	-0.2	1.9	1.9	0.0	8.2	9.2	-1.0	
More FM	8.8	7.1	1.7	4	16.4	8.4	8.0	7.4	6.4	1.0	7.1	6.8	0.3	12.1	10.2	1.9	12.0	9.8	2.2	4.5	5.2	-0.7	17.2	9.9	7.3	
Newstalk ZB	13.2	12.7	0.5	1	1.6	0.7	0.9	4.1	2.1	2.0	4.2	3.3	0.9	5.0	4.5	0.5	11.8	11.3	0.5	18.4	15.9	2.5	5.6	6.8	-1.2	
Radio Control*	0.4	n.a.	*	18	0.6	n.a.	*	1.1	n.a.	*	0.6	n.a.	*	0.5	n.a.	*	0.4	n.a.	*	0.3	n.a.	*	0.9	n.a.	*	
Radio Hauraki	0.3	0.2	0.1	19	0.1	*	*	0.3	0.1	0.2	0.2	0.1	0.1	0.1	0.1	0.0	0.7	0.5	0.2	0.7	0.4	0.3	0.1	0.1	0.0	
Rhema	2.2	2.2	0.0	13	0.4	0.8	-0.4	0.7	0.7	0.0	0.5	2.3	-1.8	0.3	2.4	-2.1	2.3	4.1	-1.8	3.9	3.7	0.2	0.8	5.7	-4.9	
Rock	9.4	7.7	1.7	2	13.9	8.1	5.8	8.9	7.6	1.3	12.2	11.0	1.2	13.3	11.1	2.2	10.8	9.9	0.9	5.7	6.2	-0.5	13.9	10.6	3.3	
Sport Nation*	0.2	0.1	0.1	20	*	*	*	*	*	*	*	*	*	*	0.1	*	0.2	0.1	0.1	0.2	*	*	*	*	*	*
The Hits	5.6	5.7	-0.1	11	7.8	10.7	-2.9	12.0	14.8	-2.8	8.5	10.4	-1.9	8.5	9.1	-0.6	5.8	2.9	2.9	2.7	0.8	1.9	6.6	10.0	-3.4	
The Sound	6.4	8.5	-2.1	7	2.8	5.6	-2.8	6.0	7.5	-1.5	5.6	5.9	-0.3	7.0	8.0	-1.0	10.6	14.1	-3.5	9.3	14.4	-5.1	3.6	3.6	0.0	
ZM	5.7	6.0	-0.3	10	11.9	9.5	2.4	12.8	11.5	1.3	9.9	9.4	0.5	8.6	8.1	0.5	4.1	5.4	-1.3	1.3	3.8	-2.5	10.0	9.2	0.8	
MediaWorks Combo	62.2	62.4	-0.2		74.7	72.7	2.0	60.5	62.0	-1.5	62.2	62.4	-0.2	65.4	64.4	1.0	64.3	63.9	0.4	61.1	62.1	-1.0	62.9	56.1	6.8	
NZME Combo	31.1	30.8	0.3		21.9	21.4	0.5	33.7	31.4	2.3	31.8	31.2	0.6	29.0	28.6	0.4	29.9	28.1	1.8	30.6	29.2	1.4	26.8	30.2	-3.4	
Potential (000)	157.0	157.0	0.0		35.3	35.3	0.0	50.8	50.9	-0.1	46.8	46.8	0.0	67.0	67.0	0.0	41.6	41.6	0.0	39.4	39.4	0.0	24.4	27.2	-2.8	
Sample	813	878	-65		140	170	-30	243	295	-52	243	283	-40	348	387	-39	229	235	-6	225	227	-2	151	175	-24	

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

MediaWorks Combo: Breeze, Channel X, 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, **Radio Control included from S2 2025



MANAWATU COMMERCIAL RADIO - SURVEY 2 2025

Station Share (%) by Daypart, People 10+
Survey Comparisons: 1/2025 - 2/2025

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

	This	Last	+/-
Potential (000)	157.0	157.0	0.0
Sample Size	813	878	-65

	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	8.6	8.8	-0.2	3	7.6	7.6	0.0	8.6	9.2	-0.6	8.5	10.0	-1.5	6.3	8.4	-2.1	4.8	3.4	1.4	8.3	9.1	-0.8
Channel X	7.2	6.2	1.0	5	9.7	7.7	2.0	10.6	8.4	2.2	8.0	6.3	1.7	5.3	4.6	0.7	2.2	2.6	-0.4	4.9	4.0	0.9
Coast	4.6	5.6	-1.0	11	7.2	6.6	0.6	8.6	7.6	1.0	4.9	5.4	-0.5	1.1	0.8	0.3	3.3	4.1	-0.8	3.7	3.9	-0.2
Edge	6.6	5.9	0.7	8	5.4	5.2	0.2	4.9	4.3	0.6	9.6	7.5	2.1	9.3	5.9	3.4	6.0	14.0	-8.0	5.0	6.4	-1.4
George FM	0.4	0.5	-0.1	17	0.1	0.1	0.0	0.1	0.1	0.0	0.5	0.5	0.0	1.7	0.8	0.9	0.2	0.2	0.0	1.1	0.6	0.5
Gold Sport	0.6	0.6	0.0	15	1.0	0.9	0.1	0.8	0.7	0.1	*	*	*	0.1	0.3	-0.2	0.4	0.3	0.1	0.1	0.2	-0.1
Kia Ora FM	0.6	0.7	-0.1	15	1.1	0.4	0.7	0.5	1.3	-0.8	0.1	0.1	0.0	*	*	*	0.5	1.8	-1.3	1.2	1.0	0.2
Life FM	1.0	1.3	-0.3	14	1.1	0.9	0.2	1.3	1.1	0.2	1.3	1.5	-0.2	1.0	2.1	-1.1	0.3	0.3	0.0	1.3	1.2	0.1
Magic	7.2	8.3	-1.1	5	10.9	11.4	-0.5	9.7	10.4	-0.7	7.5	7.8	-0.3	13.2	8.1	5.1	5.8	7.3	-1.5	9.7	10.6	-0.9
Mai FM	6.6	9.1	-2.5	8	5.0	6.1	-1.1	6.5	7.4	-0.9	6.0	8.0	-2.0	7.1	12.8	-5.7	4.1	6.7	-2.6	5.1	8.7	-3.6
More FM	8.8	6.3	2.5	2	7.4	6.6	0.8	8.2	6.9	1.3	10.7	8.1	2.6	8.1	6.8	1.3	6.7	6.6	0.1	10.4	8.1	2.3
Newstalk ZB	18.1	16.4	1.7	1	11.1	10.2	0.9	8.3	7.7	0.6	12.4	12.6	-0.2	20.8	24.2	-3.4	32.2	31.2	1.0	11.7	11.6	0.1
Radio Control*	0.3	n.a.	*	18	0.7	n.a.	*	0.4	n.a.	*	0.1	n.a.	*	0.5	n.a.	*	*	n.a.	*	0.4	n.a.	*
Radio Hauraki	0.2	0.2	0.0	19	0.2	0.1	0.1	0.3	0.2	0.1	0.4	*	*	0.3	0.1	0.2	*	*	*	0.5	0.3	0.2
Rhema	2.1	1.1	1.0	13	3.6	3.7	-0.1	1.6	1.7	-0.1	0.6	1.6	-1.0	1.6	1.1	0.5	0.7	1.0	-0.3	2.9	3.3	-0.4
Rock	8.5	8.2	0.3	4	9.3	7.5	1.8	10.6	8.6	2.0	9.0	7.5	1.5	6.5	5.2	1.3	11.7	7.6	4.1	9.5	7.3	2.2
Sport Nation*	0.2	0.2	0.0	19	0.3	0.1	0.2	0.1	0.1	0.0	0.2	0.1	0.1	0.3	0.1	0.2	*	*	*	0.2	0.2	0.0
The Hits	4.6	4.3	0.3	11	4.2	5.1	-0.9	5.9	6.0	-0.1	6.4	6.2	0.2	2.1	5.3	-3.2	7.2	1.4	5.8	7.9	7.8	0.1
The Sound	5.1	6.8	-1.7	10	8.0	11.6	-3.6	6.4	9.9	-3.5	6.7	8.9	-2.2	5.6	5.5	0.1	3.9	4.3	-0.4	6.4	6.9	-0.5
ZM	7.2	7.7	-0.5	5	4.1	5.1	-1.0	4.1	5.1	-1.0	5.9	6.6	-0.7	6.5	4.9	1.6	5.8	3.5	2.3	7.4	6.6	0.8
MediaWorks Combo	58.9	60.1	-1.2		63.3	63.9	-0.6	65.6	65.2	0.4	66.5	64.5	2.0	63.0	58.2	4.8	45.4	52.7	-7.3	60.5	61.6	-1.1
NZME Combo	35.4	34.9	0.5		27.9	28.3	-0.4	28.1	27.4	0.7	30.1	30.9	-0.8	30.8	35.7	-4.9	49.0	40.6	8.4	31.3	30.5	0.8

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

MediaWorks Combo: Breeze, Channel X, 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, **Radio Control included from S2 2025



MANAWATU COMMERCIAL RADIO - SURVEY 2 2025

Cumulative Audience (000's) by Demographic, Mon-Sun 12mn-12mn
Survey Comparisons: 1/2025 - 2/2025

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

	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	14.9	19.4	-4.5	7	1.6	3.9	-2.3	3.0	4.5	-1.5	2.3	3.2	-0.9	5.1	6.5	-1.4	5.4	6.0	-0.6	6.2	6.9	-0.7	1.7	3.6	-1.9
Channel X	14.7	13.5	1.2	8	4.2	4.1	0.1	6.9	6.2	0.7	6.9	6.3	0.6	8.4	7.7	0.7	3.0	2.7	0.3	2.1	1.7	0.4	3.4	3.0	0.4
Coast	6.2	7.1	-0.9	12	*	0.1	*	0.8	0.5	0.3	1.7	1.5	0.2	2.2	2.5	-0.3	2.7	3.0	-0.3	2.7	3.5	-0.8	0.6	0.8	-0.2
Edge	20.2	21.2	-1.0	4	8.3	9.4	-1.1	8.7	9.5	-0.8	7.1	7.7	-0.6	8.6	9.0	-0.4	4.5	3.9	0.6	3.1	2.6	0.5	3.3	5.2	-1.9
George FM	1.8	1.7	0.1	15	0.3	0.3	0.0	0.6	0.7	-0.1	0.6	0.8	-0.2	1.2	1.2	0.0	0.8	0.5	0.3	0.3	0.1	0.2	0.5	0.5	0.0
Gold Sport	1.2	1.2	0.0	18	*	*	*	*	*	*	*	*	*	*	*	*	0.4	0.3	0.1	0.7	0.8	-0.1	0.3	0.2	0.1
Kia Ora FM	0.9	3.2	-2.3	19	*	1.4	*	0.4	2.0	-1.6	0.7	1.2	-0.5	0.8	1.5	-0.7	0.2	0.5	-0.3	0.1	0.2	-0.1	0.5	1.4	-0.9
Life FM	4.3	5.9	-1.6	14	1.6	2.4	-0.8	1.1	2.5	-1.4	0.7	1.3	-0.6	1.9	2.8	-0.9	1.9	2.1	-0.2	0.9	0.7	0.2	1.0	2.2	-1.2
Magic	10.9	11.9	-1.0	11	*	0.8	*	0.6	0.8	-0.2	0.9	1.3	-0.4	1.6	1.9	-0.3	2.8	2.2	0.6	5.7	5.6	0.1	0.4	0.6	-0.2
Mai FM	15.0	18.1	-3.1	6	6.3	8.0	-1.7	6.4	9.1	-2.7	5.1	6.7	-1.6	7.1	8.5	-1.4	3.2	2.8	0.4	1.2	1.0	0.2	2.4	3.9	-1.5
More FM	21.4	20.6	0.8	1	5.7	5.3	0.4	7.7	8.4	-0.7	6.8	7.0	-0.2	11.6	11.1	0.5	7.2	6.0	1.2	4.0	4.0	0.0	4.9	6.4	-1.5
Newstalk ZB	17.2	17.5	-0.3	5	1.0	0.7	0.3	1.9	1.5	0.4	2.8	2.5	0.3	4.6	4.7	-0.1	5.3	5.7	-0.4	7.1	6.9	0.2	2.3	2.5	-0.2
Radio Control*	1.6	n.a.	*	16	0.2	n.a.	*	1.0	n.a.	*	0.9	n.a.	*	0.9	n.a.	*	0.5	n.a.	*	0.4	n.a.	*	0.4	n.a.	*
Radio Hauraki	1.4	0.8	0.6	17	*	*	*	0.4	0.3	0.1	0.4	0.3	0.1	0.4	0.3	0.1	0.4	0.3	0.1	0.5	0.3	0.2	0.1	0.1	0.0
Rhema	4.5	4.7	-0.2	13	0.8	1.5	-0.7	1.1	1.5	-0.4	0.7	0.7	0.0	1.0	1.3	-0.3	1.5	1.8	-0.3	2.1	1.8	0.3	0.6	1.6	-1.0
Rock	21.1	19.3	1.8	2	6.4	5.8	0.6	7.0	7.1	-0.1	8.0	7.8	0.2	11.4	10.3	1.1	5.7	5.0	0.7	3.2	3.1	0.1	3.3	4.0	-0.7
Sport Nation*	0.7	0.7	0.0	20	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.4	-0.3	0.3	0.4	-0.1	0.3	0.1	0.2	*	*	*
The Hits	14.5	13.5	1.0	9	2.4	3.1	-0.7	6.5	6.9	-0.4	6.8	6.2	0.6	9.6	8.6	1.0	4.0	3.1	0.9	1.8	1.0	0.8	2.3	3.7	-1.4
The Sound	12.5	15.1	-2.6	10	0.6	2.6	-2.0	3.0	4.2	-1.2	3.2	3.3	-0.1	5.6	5.8	-0.2	5.6	6.0	-0.4	5.7	6.2	-0.5	1.7	2.0	-0.3
ZM	20.3	18.9	1.4	3	7.1	6.1	1.0	10.7	10.3	0.4	10.1	8.7	1.4	12.2	10.6	1.6	3.0	3.7	-0.7	0.9	2.0	-1.1	3.8	4.8	-1.0
MediaWorks Combo	87.7	88.8	-1.1		19.4	20.9	-1.5	24.7	26.5	-1.8	25.9	26.5	-0.6	38.6	38.0	0.6	25.8	24.0	1.8	23.8	23.7	0.1	14.9	17.2	-2.3
NZME Combo	51.5	49.3	2.2		9.7	9.3	0.4	17.5	17.6	-0.1	18.1	16.3	1.8	23.3	21.5	1.8	12.8	12.3	0.5	12.2	11.8	0.4	8.1	10.6	-2.5
All Commercial Radio	114.8	114.3	0.5		22.7	24.2	-1.5	34.2	34.8	-0.6	35.6	34.8	0.8	51.0	49.1	1.9	32.0	31.2	0.8	30.4	30.7	-0.3	19.8	22.2	-2.4
Potential (000)	157.0	157.0	0.0		35.3	35.3	0.0	50.8	50.9	-0.1	46.8	46.8	0.0	67.0	67.0	0.0	41.6	41.6	0.0	39.4	39.4	0.0	24.4	27.2	-2.8
Sample	813	878	-65		140	170	-30	243	295	-52	243	283	-40	348	387	-39	229	235	-6	225	227	-2	151	175	-24

MediaWorks Combo: Breeze, Channel X, 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, **Radio Control included from S2 2025



MANAWATU COMMERCIAL RADIO - SURVEY 2 2025

Cumulative Audience (000's) by Daypart, People 10+
Survey Comparisons: 1/2025 - 2/2025

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

	This	Last	+/-
Potential (000)	157.0	157.0	0.0
Sample Size	813	878	-65

	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	7.0	8.8	-1.8	9	7.8	7.7	0.1	8.0	10.6	-2.6	7.7	8.9	-1.2	2.9	3.5	-0.6	2.0	1.4	0.6	9.0	11.5	-2.5
Channel X	10.6	9.0	1.6	5	7.8	6.7	1.1	9.3	7.6	1.7	8.5	6.6	1.9	2.0	2.3	-0.3	1.8	1.3	0.5	9.3	7.9	1.4
Coast	4.4	5.2	-0.8	12	3.9	4.0	-0.1	4.0	4.5	-0.5	4.0	4.3	-0.3	0.5	0.6	-0.1	0.7	1.0	-0.3	3.5	3.9	-0.4
Edge	13.4	12.5	0.9	2	7.5	6.8	0.7	8.9	7.0	1.9	9.8	8.8	1.0	4.3	3.6	0.7	3.3	4.9	-1.6	9.8	10.8	-1.0
George FM	1.1	1.3	-0.2	15	0.6	0.9	-0.3	0.4	0.3	0.1	0.7	0.7	0.0	0.7	0.4	0.3	0.2	0.2	0.0	1.1	1.0	0.1
Gold Sport	0.6	0.6	0.0	17	0.7	0.7	0.0	0.3	0.4	-0.1	*	*	*	0.1	0.2	-0.1	0.3	0.2	0.1	0.3	0.3	0.0
Kia Ora FM	0.6	1.2	-0.6	17	0.6	0.3	0.3	0.4	2.0	-1.6	0.2	0.2	0.0	*	*	*	0.3	0.8	-0.5	0.8	1.4	-0.6
Life FM	2.4	3.4	-1.0	14	1.9	2.2	-0.3	2.0	2.6	-0.6	1.8	2.2	-0.4	0.8	1.7	-0.9	0.1	0.1	0.0	3.0	3.9	-0.9
Magic	5.3	7.1	-1.8	11	6.2	7.1	-0.9	7.0	8.1	-1.1	5.2	6.1	-0.9	2.9	2.5	0.4	1.4	2.9	-1.5	8.2	8.6	-0.4
Mai FM	8.5	11.1	-2.6	7	6.2	7.4	-1.2	6.4	7.6	-1.2	6.6	7.2	-0.6	4.1	4.8	-0.7	1.7	2.8	-1.1	8.6	12.7	-4.1
More FM	12.4	9.4	3.0	4	9.0	7.6	1.4	8.8	9.4	-0.6	10.3	9.3	1.0	2.6	3.3	-0.7	1.2	1.9	-0.7	13.6	12.2	1.4
Newstalk ZB	13.9	12.7	1.2	1	8.2	7.5	0.7	7.3	7.5	-0.2	8.5	8.3	0.2	6.6	6.5	0.1	5.3	5.6	-0.3	11.3	11.7	-0.4
Radio Control*	0.7	n.a.	*	16	1.0	n.a.	*	1.0	n.a.	*	0.1	n.a.	*	0.6	n.a.	*	*	n.a.	*	1.1	n.a.	*
Radio Hauraki	0.5	0.2	0.3	19	0.3	0.2	0.1	0.9	0.5	0.4	0.3	*	*	0.3	0.2	0.1	*	*	*	0.5	0.3	0.2
Rhema	2.9	3.0	-0.1	13	2.3	2.0	0.3	2.7	2.4	0.3	1.7	1.5	0.2	0.9	1.0	-0.1	0.6	0.5	0.1	2.7	3.1	-0.4
Rock	9.8	9.8	0.0	6	10.2	8.7	1.5	12.0	11.8	0.2	9.3	8.5	0.8	3.6	3.6	0.0	2.3	2.8	-0.5	11.0	9.6	1.4
Sport Nation*	0.2	0.2	0.0	20	0.4	0.2	0.2	0.2	0.2	0.0	0.1	0.3	-0.2	0.2	0.1	0.1	*	*	*	0.4	0.7	-0.3
The Hits	7.4	5.7	1.7	8	4.6	5.3	-0.7	7.2	5.9	1.3	6.0	4.9	1.1	0.7	1.1	-0.4	0.8	0.5	0.3	7.0	5.8	1.2
The Sound	6.4	8.1	-1.7	10	8.2	9.7	-1.5	6.6	8.5	-1.9	5.5	7.1	-1.6	2.0	3.2	-1.2	0.3	0.8	-0.5	7.2	7.5	-0.3
ZM	13.0	11.9	1.1	3	8.4	8.5	-0.1	9.6	9.0	0.6	6.8	7.6	-0.8	3.1	3.3	-0.2	1.2	1.1	0.1	15.8	12.9	2.9
MediaWorks Combo	58.9	58.2	0.7		52.9	52.0	0.9	54.2	58.2	-4.0	51.0	50.0	1.0	23.2	22.1	1.1	12.6	14.2	-1.6	61.2	63.6	-2.4
NZME Combo	38.0	34.1	3.9		25.0	24.4	0.6	27.6	25.8	1.8	24.5	23.7	0.8	11.1	11.7	-0.6	8.3	8.6	-0.3	36.0	32.2	3.8
All Commercial Radio	89.0	87.0	2.0		72.2	71.1	1.1	75.9	78.1	-2.2	69.6	67.7	1.9	35.2	33.5	1.7	20.8	22.7	-1.9	91.2	91.1	0.1

MediaWorks Combo: Breeze, Channel X, 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, **Radio Control included from S2 2025



MANAWATU COMMERCIAL RADIO - SURVEY 2 2025

Average Time Spent Listening (hh:mm) by Demographic, Mon-Sun 12mn-12mn
Survey Comparisons: 1/2025 - 2/2025

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

	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	9:57	8:44	1:13	5:32	5:07	0:24	5:04	6:46	-1:42	5:47	6:54	-1:06	4:51	5:55	-1:04	8:20	7:54	0:25	12:12	9:31	2:41	7:28	6:24	1:04
Channel X	9:44	9:10	0:33	3:11	3:32	-0:21	9:01	7:59	1:01	12:57	11:54	1:03	11:59	11:22	0:36	9:01	9:28	-0:26	13:58	12:37	1:20	5:28	6:37	-1:08
Coast	16:34	15:23	1:11	*	1:31	*	21:25	27:46	-6:21	28:31	28:56	-0:25	24:12	22:14	1:57	14:15	13:58	0:16	14:41	13:03	1:38	14:27	14:35	-0:07
Edge	5:31	5:26	0:04	4:57	5:45	-0:47	4:28	4:43	-0:15	5:36	5:00	0:35	5:08	4:41	0:26	6:29	5:38	0:50	8:09	6:59	1:09	3:15	4:35	-1:19
George FM	5:03	4:15	0:48	5:52	5:56	-0:04	3:41	3:15	0:25	3:38	3:13	0:24	5:23	3:55	1:27	5:52	4:42	1:10	2:45	2:45	0:00	5:21	4:47	0:33
Gold Sport	7:40	8:17	-0:37	*	*	*	*	*	*	*	*	*	*	*	*	6:55	7:00	-0:05	3:55	4:06	-0:10	8:45	8:45	0:00
Kia Ora FM	13:36	4:46	8:50	*	3:15	*	4:17	4:33	-0:16	13:23	4:56	8:27	13:47	6:38	7:09	14:21	8:38	5:42	11:45	1:00	10:45	7:31	6:33	0:58
Life FM	4:58	3:55	1:02	1:56	2:08	-0:11	9:30	4:01	5:29	14:28	6:13	8:14	9:00	5:48	3:12	4:18	4:35	-0:16	1:48	2:24	-0:35	13:15	5:33	7:41
Magic	15:24	15:57	-0:33	*	5:15	*	5:59	3:10	2:48	4:37	4:03	0:34	14:07	12:23	1:43	15:11	21:01	-5:50	16:54	16:47	0:06	11:41	13:28	-1:47
Mai FM	7:05	8:43	-1:38	5:17	7:33	-2:15	5:41	7:45	-2:04	9:48	10:50	-1:02	8:46	9:58	-1:12	7:02	8:20	-1:17	8:41	11:16	-2:34	8:24	7:57	0:27
More FM	7:32	6:43	0:48	6:52	4:54	1:58	3:59	3:47	0:12	5:33	5:23	0:09	8:13	7:23	0:49	9:17	8:56	0:21	6:24	7:33	-1:08	8:40	5:17	3:22
Newstalk ZB	13:56	14:12	-0:16	3:47	3:07	0:39	8:58	6:49	2:09	8:04	7:15	0:49	8:34	7:37	0:56	12:30	10:47	1:42	14:49	13:29	1:19	5:51	9:20	-3:29
Radio Control*	4:23	n.a.	*	7:00	n.a.	*	4:23	n.a.	*	3:54	n.a.	*	4:08	n.a.	*	4:09	n.a.	*	3:39	n.a.	*	5:24	n.a.	*
Radio Hauraki	4:17	4:22	-0:04	3:00	*	*	3:05	1:45	1:20	3:05	1:45	1:20	3:05	1:45	1:20	10:20	9:23	0:57	7:15	9:23	-2:08	6:00	6:00	0:00
Rhema	9:00	9:08	-0:08	1:07	1:38	-0:31	2:31	2:11	0:19	3:20	18:15	-14:55	2:40	14:43	-12:02	8:30	12:41	-4:10	10:40	11:51	-1:10	3:41	12:17	-8:36
Rock	8:07	7:47	0:19	5:09	4:17	0:52	5:13	5:18	-0:05	8:04	7:49	0:15	9:16	8:41	0:35	10:31	10:48	-0:16	10:07	11:39	-1:32	10:15	9:06	1:09
Sport Nation*	5:07	3:31	1:36	*	*	*	1:00	1:00	0:00	1:00	1:00	0:00	1:00	1:33	-0:33	3:18	1:45	1:33	3:18	1:45	1:33	*	*	*
The Hits	7:04	8:17	-1:12	7:44	10:43	-2:58	7:36	10:39	-3:03	6:38	9:22	-2:44	6:58	8:30	-1:32	7:57	5:06	2:50	8:37	4:26	4:10	7:11	9:15	-2:03
The Sound	9:18	11:00	-1:42	10:11	6:43	3:27	8:13	8:53	-0:40	9:21	10:02	-0:41	9:51	11:05	-1:13	10:27	12:55	-2:28	9:17	13:32	-4:15	5:11	5:55	-0:44
ZM	5:09	6:12	-1:03	4:00	4:47	-0:47	4:57	5:31	-0:33	5:12	6:06	-0:53	5:34	6:04	-0:29	7:36	8:01	-0:25	8:14	11:16	-3:01	6:21	6:34	-0:12
MediaWorks Combo	12:56	13:43	-0:47	9:09	10:42	-1:33	10:06	11:34	-1:28	12:46	13:09	-0:22	13:24	13:35	-0:11	13:49	14:39	-0:49	14:40	15:15	-0:35	10:22	11:05	-0:42
NZME Combo	11:00	12:12	-1:12	5:23	7:03	-1:40	7:58	8:50	-0:51	9:20	10:43	-1:23	9:50	10:39	-0:49	12:55	12:35	0:20	14:23	14:25	-0:02	8:08	9:40	-1:31
All Commercial Radio	15:53	17:05	-1:12	10:28	12:44	-2:16	12:06	14:12	-2:06	14:56	16:04	-1:08	15:30	16:20	-0:49	17:21	17:40	-0:18	18:50	19:01	-0:11	12:22	15:17	-2:54
Potential (000)	157.0	157.0	0.0	35.3	35.3	0.0	50.8	50.9	-0.1	46.8	46.8	0.0	67.0	67.0	0.0	41.6	41.6	0.0	39.4	39.4	0.0	24.4	27.2	-2.8
Sample	813	878	-65	140	170	-30	243	295	-52	243	283	-40	348	387	-39	229	235	-6	225	227	-2	151	175	-24

MediaWorks Combo: Breeze, Channel X, 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

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MANAWATU COMMERCIAL RADIO - SURVEY 2 2025

Average Time Spent Listening (hh:mm) by Daypart, People 10+
Survey Comparisons: 1/2025 - 2/2025

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Last 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

	This	Last	+/-
Potential (000)	157.0	157.0	0.0
Sample Size	813	878	-65

	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	4:30	3:40	0:49	3:21	3:41	-0:19	4:21	3:50	0:30	2:13	2:19	-0:06	1:44	2:31	-0:46	1:10	1:23	-0:12	3:26	3:12	0:14
Channel X	2:29	2:32	-0:02	4:19	4:17	0:02	4:38	4:50	-0:12	1:55	1:59	-0:04	2:04	2:06	-0:01	0:38	1:07	-0:29	1:58	2:02	-0:04
Coast	3:50	4:00	-0:09	6:19	6:12	0:07	8:44	7:21	1:22	2:29	2:38	-0:08	1:33	1:27	0:05	2:18	2:17	0:01	3:53	4:06	-0:13
Edge	1:49	1:43	0:05	2:31	2:49	-0:18	2:14	2:43	-0:29	1:59	1:45	0:13	1:40	1:42	-0:02	0:54	1:38	-0:44	1:53	2:23	-0:29
George FM	1:26	1:27	-0:01	0:31	0:27	0:04	1:08	0:58	0:10	1:28	1:30	-0:02	1:51	2:09	-0:17	0:27	0:27	-0:00	3:33	2:31	1:02
Gold Sport	3:49	3:46	0:02	4:55	5:10	-0:14	9:00	9:00	0:00	*	*	*	0:30	1:39	-1:09	0:45	0:45	0:00	1:41	3:02	-1:21
Kia Ora FM	3:17	2:06	1:11	6:36	5:19	1:16	5:10	2:51	2:18	0:44	1:00	-0:15	*	*	*	1:00	1:15	-0:15	5:32	2:56	2:36
Life FM	1:34	1:23	0:10	1:59	1:34	0:25	2:41	1:54	0:46	1:23	1:22	0:01	1:01	1:15	-0:14	1:00	1:00	0:00	1:38	1:15	0:23
Magic	4:59	4:17	0:42	6:03	6:00	0:03	5:39	5:39	0:00	2:57	2:39	0:17	3:32	3:18	0:13	2:01	1:26	0:35	4:23	4:59	-0:36
Mai FM	2:52	3:00	-0:08	2:47	3:01	-0:13	4:03	4:14	-0:10	1:50	2:19	-0:29	1:21	2:43	-1:22	1:11	1:21	-0:10	2:10	2:48	-0:37
More FM	2:36	2:26	0:10	2:52	3:14	-0:22	3:47	3:15	0:31	2:06	1:47	0:19	2:27	2:07	0:19	2:53	1:59	0:53	2:49	2:41	0:07
Newstalk ZB	4:48	4:46	0:02	4:41	5:03	-0:22	4:36	4:30	0:06	2:56	3:10	-0:14	2:28	3:50	-1:21	3:03	3:10	-0:07	3:49	4:00	-0:11
Radio Control*	1:19	n.a.	*	2:17	n.a.	*	1:36	n.a.	*	1:37	n.a.	*	0:36	n.a.	*	*	n.a.	*	1:18	n.a.	*
Radio Hauraki	1:36	3:17	-1:40	2:28	3:06	-0:38	1:39	1:49	-0:10	2:48	*	*	0:49	1:00	-0:10	*	*	*	4:03	3:43	0:20
Rhema	2:38	1:24	1:14	5:22	6:55	-1:32	2:30	3:01	-0:31	0:44	2:08	-1:23	1:27	1:09	0:18	0:35	1:02	-0:26	4:00	4:14	-0:13
Rock	3:12	3:04	0:08	3:10	3:09	0:00	3:35	3:11	0:24	1:57	1:49	0:07	1:24	1:30	-0:05	2:30	1:34	0:55	3:12	3:04	0:08
Sport Nation*	3:30	3:15	0:15	2:09	1:30	0:39	1:38	2:15	-0:36	4:15	0:30	3:45	1:07	1:00	0:07	*	*	*	1:41	1:20	0:20
The Hits	2:17	2:43	-0:26	3:09	3:33	-0:23	3:19	4:28	-1:09	2:09	2:39	-0:29	2:24	4:52	-2:28	4:47	1:27	3:19	4:11	5:23	-1:12
The Sound	2:56	3:05	-0:09	3:22	4:25	-1:02	3:55	5:08	-1:12	2:27	2:37	-0:09	2:09	1:47	0:22	6:16	3:00	3:16	3:17	3:43	-0:25
ZM	2:02	2:23	-0:21	1:42	2:13	-0:31	1:43	2:29	-0:45	1:46	1:48	-0:01	1:38	1:32	0:05	2:28	1:52	0:35	1:43	2:04	-0:21
MediaWorks Combo	3:41	3:48	-0:06	4:09	4:32	-0:22	4:54	4:55	-0:01	2:38	2:41	-0:02	2:07	2:43	-0:35	1:49	2:08	-0:19	3:39	3:55	-0:16
NZME Combo	3:26	3:46	-0:20	3:52	4:17	-0:25	4:07	4:40	-0:32	2:29	2:42	-0:13	2:10	3:09	-0:59	2:57	2:42	0:15	3:12	3:50	-0:37
All Commercial Radio	4:09	4:14	-0:04	4:48	5:12	-0:23	5:20	5:37	-0:17	2:55	3:04	-0:09	2:13	3:05	-0:51	2:24	2:32	-0:07	4:03	4:27	-0:23

MediaWorks Combo: Breeze, Channel X, 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

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