



MANAWATU COMMERCIAL RADIO - SURVEY 3 2025

Station Share (%) by Demographic, Mon-Sun 12mn-12mn
Survey Comparisons: 2/2025 - 3/2025

This Survey Period: Sun Aug 11 to Sat Nov 2 2024 & Sun Feb 9 to Sat May 3 & Sun May 11 to Sat Aug 2
Sun Aug 10 to Sat Nov 1 2025
Last 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

	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	10.0	8.1	1.9	4	3.8	3.8	0.0	4.2	3.7	0.5	5.9	2.5	3.4	6.2	3.1	3.1	11.7	8.1	3.6	14.7	13.3	1.4	7.0	5.2	1.8
Channel X	7.3	7.8	-0.5	5	6.0	5.7	0.3	15.8	15.0	0.8	15.3	16.7	-1.4	12.4	12.7	-0.3	4.2	4.9	-0.7	4.3	5.0	-0.7	4.9	7.5	-2.6
Coast	4.4	5.6	-1.2	12	*	*	*	0.1	4.4	-4.3	3.3	9.0	-5.7	3.0	6.7	-3.7	8.6	7.0	1.6	7.5	7.0	0.5	3.0	3.4	-0.4
Edge	5.7	6.1	-0.4	10	15.7	17.3	-1.6	8.2	9.4	-1.2	5.3	7.4	-2.1	4.6	5.6	-1.0	6.5	5.2	1.3	4.9	4.4	0.5	3.4	4.4	-1.0
George FM	0.5	0.5	0.0	17	1.0	0.8	0.2	0.6	0.5	0.1	0.5	0.4	0.1	0.8	0.8	0.0	0.8	0.8	0.0	0.2	0.1	0.1	0.3	1.1	-0.8
Gold Sport	0.4	0.5	-0.1	18	*	*	*	*	*	*	*	*	*	*	*	*	0.4	0.4	0.0	0.4	0.5	-0.1	0.8	1.0	-0.2
Kia Ora FM	0.6	0.7	-0.1	15	*	*	*	0.5	0.5	0.0	1.7	1.8	-0.1	1.3	1.5	-0.2	0.2	0.5	-0.3	0.2	0.2	0.0	0.8	1.5	-0.7
Life FM	0.7	1.2	-0.5	14	0.8	1.3	-0.5	0.5	2.5	-2.0	0.3	1.8	-1.5	0.4	2.1	-1.7	0.4	1.5	-1.1	0.4	0.3	0.1	0.3	5.3	-5.0
Magic (Breeze Classic)*	10.7	9.2	1.5	3	2.7	*	*	2.3	0.9	1.4	0.9	0.7	0.2	1.5	2.8	-1.3	7.6	7.7	-0.1	20.1	16.8	3.3	2.9	1.7	1.2
Mai FM	6.5	5.8	0.7	8	10.8	14.0	-3.2	12.9	8.7	4.2	13.1	9.5	3.6	10.9	7.9	3.0	3.4	4.0	-0.6	1.4	1.9	-0.5	16.8	8.2	8.6
More FM	6.7	8.8	-2.1	7	9.6	16.4	-6.8	5.4	7.4	-2.0	6.9	7.1	-0.2	8.6	12.1	-3.5	7.0	12.0	-5.0	5.5	4.5	1.0	11.1	17.2	-6.1
Newstalk ZB	12.0	13.2	-1.2	1	1.4	1.6	-0.2	6.3	4.1	2.2	6.2	4.2	2.0	5.7	5.0	0.7	10.7	11.8	-1.1	14.4	18.4	-4.0	10.7	5.6	5.1
Radio Control	0.4	0.4	0.0	18	0.6	0.6	0.0	0.8	1.1	-0.3	0.5	0.6	-0.1	0.5	0.5	0.0	0.4	0.4	0.0	0.3	0.3	0.0	0.9	0.9	0.0
Radio Hauraki	0.6	0.3	0.3	15	0.1	0.1	0.0	0.8	0.3	0.5	0.7	0.2	0.5	0.5	0.1	0.4	1.3	0.7	0.6	1.1	0.7	0.4	0.2	0.1	0.1
Rhema	1.9	2.2	-0.3	13	1.0	0.4	0.6	0.5	0.7	-0.2	0.1	0.5	-0.4	0.1	0.3	-0.2	1.7	2.3	-0.6	3.4	3.9	-0.5	0.3	0.8	-0.5
Rock	10.8	9.4	1.4	2	17.1	13.9	3.2	14.6	8.9	5.7	14.5	12.2	2.3	17.9	13.3	4.6	12.2	10.8	1.4	3.8	5.7	-1.9	13.3	13.9	-0.6
Sport Nation	0.3	0.2	0.1	20	*	*	*	*	*	*	*	*	*	*	*	*	0.4	0.2	0.2	0.8	0.2	0.6	*	*	*
The Hits	4.5	5.6	-1.1	11	9.2	7.8	1.4	7.8	12.0	-4.2	5.5	8.5	-3.0	5.2	8.5	-3.3	4.4	5.8	-1.4	3.0	2.7	0.3	2.6	6.6	-4.0
The Sound	6.5	6.4	0.1	8	3.7	2.8	0.9	5.8	6.0	-0.2	5.9	5.6	0.3	6.1	7.0	-0.9	10.0	10.6	-0.6	10.2	9.3	0.9	3.9	3.6	0.3
ZM	6.9	5.7	1.2	6	12.8	11.9	0.9	11.1	12.8	-1.7	11.6	9.9	1.7	11.8	8.6	3.2	5.6	4.1	1.5	0.8	1.3	-0.5	13.0	10.0	3.0
MediaWorks Combo	64.6	62.2	2.4		70.4	74.7	-4.3	69.8	60.5	9.3	68.3	62.2	6.1	68.9	65.4	3.5	63.5	64.3	-0.8	64.9	61.1	3.8	63.6	62.9	0.7
NZME Combo	28.8	31.1	-2.3		24.0	21.9	2.1	26.3	33.7	-7.4	27.4	31.8	-4.4	26.3	29.0	-2.7	31.0	29.9	1.1	27.3	30.6	-3.3	30.5	26.8	3.7
Potential (000)	157.0	157.0	0.0		35.3	35.3	0.0	50.6	50.8	-0.2	46.8	46.8	0.0	67.0	67.0	0.0	41.6	41.6	0.0	39.4	39.4	0.0	25.6	24.4	1.2
Sample	843	813	30		133	140	-7	254	243	11	264	243	21	371	348	23	223	229	-6	226	225	1	159	151	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 (Breeze Classic), 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

*Magic rebranded to Breeze Classic from Nov 1st 2025



MANAWATU COMMERCIAL RADIO - SURVEY 3 2025

Station Share (%) by Daypart, People 10+
Survey Comparisons: 2/2025 - 3/2025

This Survey Period: Sun Aug 11 to Sat Nov 2 2024 & Sun Feb 9 to Sat May 3 & Sun May 11 to Sat Aug 2
Sun Aug 10 to Sat Nov 1 2025
Last 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

	This	Last	+/-
Potential (000)	157.0	157.0	0.0
Sample Size	843	813	30

	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	11.4	8.6	2.8	2	7.8	7.6	0.2	9.8	8.6	1.2	11.1	8.5	2.6	10.0	6.3	3.7	5.7	4.8	0.9	10.6	8.3	2.3
Channel X	5.0	7.2	-2.2	10	9.4	9.7	-0.3	8.8	10.6	-1.8	6.7	8.0	-1.3	8.3	5.3	3.0	7.5	2.2	5.3	6.0	4.9	1.1
Coast	3.0	4.6	-1.6	12	3.8	7.2	-3.4	5.3	8.6	-3.3	4.8	4.9	-0.1	2.5	1.1	1.4	5.8	3.3	2.5	5.4	3.7	1.7
Edge	6.4	6.6	-0.2	6	5.9	5.4	0.5	4.9	4.9	0.0	8.1	9.6	-1.5	7.6	9.3	-1.7	4.0	6.0	-2.0	4.2	5.0	-0.8
George FM	0.4	0.4	0.0	16	0.1	0.1	0.0	0.2	0.1	0.1	0.8	0.5	0.3	1.9	1.7	0.2	0.2	0.2	0.0	0.8	1.1	-0.3
Gold Sport	0.5	0.6	-0.1	15	0.6	1.0	-0.4	0.5	0.8	-0.3	*	*	*	0.1	0.1	0.0	0.3	0.4	-0.1	0.1	0.1	0.0
Kia Ora FM	0.4	0.6	-0.2	16	1.0	1.1	-0.1	0.5	0.5	0.0	0.1	0.1	0.0	*	*	*	0.5	0.5	0.0	0.8	1.2	-0.4
Life FM	0.8	1.0	-0.2	14	0.5	1.1	-0.6	0.6	1.3	-0.7	0.5	1.3	-0.8	0.2	1.0	-0.8	1.3	0.3	1.0	0.9	1.3	-0.4
Magic (Breeze Classic)*	8.5	7.2	1.3	5	13.3	10.9	2.4	12.7	9.7	3.0	8.9	7.5	1.4	9.6	13.2	-3.6	3.8	5.8	-2.0	10.6	9.7	0.9
Mai FM	6.3	6.6	-0.3	7	5.9	5.0	0.9	7.1	6.5	0.6	7.5	6.0	1.5	7.6	7.1	0.5	8.5	4.1	4.4	5.3	5.1	0.2
More FM	6.3	8.8	-2.5	7	5.3	7.4	-2.1	6.9	8.2	-1.3	8.2	10.7	-2.5	4.3	8.1	-3.8	4.9	6.7	-1.8	8.1	10.4	-2.3
Newstalk ZB	18.2	18.1	0.1	1	9.7	11.1	-1.4	8.2	8.3	-0.1	11.3	12.4	-1.1	18.6	20.8	-2.2	22.6	32.2	-9.6	9.6	11.7	-2.1
Radio Control	0.2	0.3	-0.1	19	0.6	0.7	-0.1	0.4	0.4	0.0	0.1	0.1	0.0	0.5	0.5	0.0	*	*	*	0.4	0.4	0.0
Radio Hauraki	0.4	0.2	0.2	16	0.4	0.2	0.2	0.6	0.3	0.3	1.0	0.4	0.6	0.4	0.3	0.1	*	*	*	1.1	0.5	0.6
Rhema	1.5	2.1	-0.6	13	3.4	3.6	-0.2	1.8	1.6	0.2	0.3	0.6	-0.3	1.3	1.6	-0.3	0.2	0.7	-0.5	2.0	2.9	-0.9
Rock	10.0	8.5	1.5	3	12.1	9.3	2.8	11.0	10.6	0.4	12.0	9.0	3.0	8.5	6.5	2.0	14.0	11.7	2.3	9.9	9.5	0.4
Sport Nation	0.1	0.2	-0.1	20	0.5	0.3	0.2	0.1	0.1	0.0	0.3	0.2	0.1	0.5	0.3	0.2	*	*	*	0.5	0.2	0.3
The Hits	3.3	4.6	-1.3	11	3.8	4.2	-0.4	5.7	5.9	-0.2	3.9	6.4	-2.5	2.8	2.1	0.7	6.8	7.2	-0.4	5.2	7.9	-2.7
The Sound	5.5	5.1	0.4	9	8.8	8.0	0.8	6.5	6.4	0.1	6.1	6.7	-0.6	5.1	5.6	-0.5	5.7	3.9	1.8	6.1	6.4	-0.3
ZM	9.7	7.2	2.5	4	4.1	4.1	0.0	5.1	4.1	1.0	6.9	5.9	1.0	6.2	6.5	-0.3	4.8	5.8	-1.0	9.1	7.4	1.7
MediaWorks Combo	59.8	58.9	0.9		68.6	63.3	5.3	67.8	65.6	2.2	69.5	66.5	3.0	62.9	63.0	-0.1	54.3	45.4	8.9	61.7	60.5	1.2
NZME Combo	35.2	35.4	-0.2		22.5	27.9	-5.4	25.3	28.1	-2.8	28.0	30.1	-2.1	30.5	30.8	-0.3	40.7	49.0	-8.3	30.5	31.3	-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 (Breeze Classic), 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

*Magic rebranded to Breeze Classic from Nov 1st 2025



MANAWATU COMMERCIAL RADIO - SURVEY 3 2025

Cumulative Audience (000's) by Demographic, Mon-Sun 12mn-12mn
Survey Comparisons: 2/2025 - 3/2025

This Survey Period: Sun Aug 11 to Sat Nov 2 2024 & Sun Feb 9 to Sat May 3 & Sun May 11 to Sat Aug 2
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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	15.9	14.9	1.0	5	1.5	1.6	-0.1	2.4	3.0	-0.6	2.9	2.3	0.6	5.7	5.1	0.6	6.1	5.4	0.7	6.8	6.2	0.6	2.9	1.7	1.2
Channel X	12.2	14.7	-2.5	9	3.2	4.2	-1.0	5.3	6.9	-1.6	5.9	6.9	-1.0	7.0	8.4	-1.4	2.5	3.0	-0.5	2.0	2.1	-0.1	2.3	3.4	-1.1
Coast	5.3	6.2	-0.9	12	*	*	*	0.4	0.8	-0.4	0.9	1.7	-0.8	1.2	2.2	-1.0	2.4	2.7	-0.3	2.8	2.7	0.1	0.5	0.6	-0.1
Edge	14.9	20.2	-5.3	6	4.4	8.3	-3.9	5.8	8.7	-2.9	5.8	7.1	-1.3	6.9	8.6	-1.7	4.0	4.5	-0.5	3.1	3.1	0.0	2.8	3.3	-0.5
George FM	2.2	1.8	0.4	16	0.6	0.3	0.3	0.7	0.6	0.1	0.8	0.6	0.2	1.1	1.2	-0.1	0.7	0.8	-0.1	0.4	0.3	0.1	0.3	0.5	-0.2
Gold Sport	1.2	1.2	0.0	18	*	*	*	*	*	*	*	*	*	*	*	*	0.6	0.4	0.2	0.9	0.7	0.2	0.2	0.3	-0.1
Kia Ora FM	1.2	0.9	0.3	18	*	*	*	0.6	0.4	0.2	0.9	0.7	0.2	1.0	0.8	0.2	0.2	0.2	0.0	0.2	0.1	0.1	0.5	0.5	0.0
Life FM	3.1	4.3	-1.2	14	1.1	1.6	-0.5	0.8	1.1	-0.3	0.6	0.7	-0.1	1.2	1.9	-0.7	1.0	1.9	-0.9	0.7	0.9	-0.2	0.3	1.0	-0.7
Magic (Breeze Classic)*	13.3	10.9	2.4	7	0.6	*	*	1.4	0.6	0.8	1.2	0.9	0.3	1.9	1.6	0.3	3.4	2.8	0.6	6.6	5.7	0.9	0.5	0.4	0.1
Mai FM	11.6	15.0	-3.4	11	4.4	6.3	-1.9	5.2	6.4	-1.2	4.0	5.1	-1.1	5.8	7.1	-1.3	2.9	3.2	-0.3	1.0	1.2	-0.2	3.1	2.4	0.7
More FM	17.4	21.4	-4.0	3	3.6	5.7	-2.1	5.2	7.7	-2.5	6.5	6.8	-0.3	9.9	11.6	-1.7	5.8	7.2	-1.4	3.9	4.0	-0.1	4.9	4.9	0.0
Newstalk ZB	16.3	17.2	-0.9	4	0.6	1.0	-0.4	2.3	1.9	0.4	3.1	2.8	0.3	4.7	4.6	0.1	5.1	5.3	-0.2	6.3	7.1	-0.8	2.5	2.3	0.2
Radio Control	2.3	1.6	0.7	15	0.2	0.2	0.0	1.3	1.0	0.3	1.2	0.9	0.3	1.3	0.9	0.4	0.6	0.5	0.1	0.7	0.4	0.3	0.4	0.4	0.0
Radio Hauraki	1.8	1.4	0.4	17	0.1	*	*	0.6	0.4	0.2	0.6	0.4	0.2	0.7	0.4	0.3	0.7	0.4	0.3	0.7	0.5	0.2	0.1	0.1	0.0
Rhema	4.3	4.5	-0.2	13	1.1	0.8	0.3	0.9	1.1	-0.2	0.4	0.7	-0.3	0.8	1.0	-0.2	1.5	1.5	0.0	2.0	2.1	-0.1	0.5	0.6	-0.1
Rock	18.3	21.1	-2.8	2	4.3	6.4	-2.1	8.1	7.0	1.1	8.6	8.0	0.6	11.7	11.4	0.3	4.5	5.7	-1.2	2.2	3.2	-1.0	3.9	3.3	0.6
Sport Nation	0.8	0.7	0.1	20	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.6	0.3	0.3	0.6	0.3	0.3	*	*	*
The Hits	12.5	14.5	-2.0	8	2.2	2.4	-0.2	6.0	6.5	-0.5	5.6	6.8	-1.2	7.7	9.6	-1.9	3.6	4.0	-0.4	2.1	1.8	0.3	2.7	2.3	0.4
The Sound	12.2	12.5	-0.3	9	1.0	0.6	0.4	3.0	3.0	0.0	3.0	3.2	-0.2	4.9	5.6	-0.7	5.4	5.6	-0.2	5.9	5.7	0.2	1.8	1.7	0.1
ZM	18.4	20.3	-1.9	1	5.3	7.1	-1.8	8.2	10.7	-2.5	9.6	10.1	-0.5	12.3	12.2	0.1	3.3	3.0	0.3	0.5	0.9	-0.4	4.9	3.8	1.1
MediaWorks Combo	84.0	87.7	-3.7		16.8	19.4	-2.6	23.8	24.7	-0.9	25.2	25.9	-0.7	36.7	38.6	-1.9	25.0	25.8	-0.8	24.1	23.8	0.3	14.8	14.9	-0.1
NZME Combo	48.0	51.5	-3.5		8.1	9.7	-1.6	14.9	17.5	-2.6	16.8	18.1	-1.3	22.0	23.3	-1.3	13.0	12.8	0.2	11.7	12.2	-0.5	10.0	8.1	1.9
All Commercial Radio	113.0	114.8	-1.8		22.0	22.7	-0.7	32.6	34.2	-1.6	34.9	35.6	-0.7	49.3	51.0	-1.7	31.4	32.0	-0.6	30.5	30.4	0.1	20.7	19.8	0.9
Potential (000)	157.0	157.0	0.0		35.3	35.3	0.0	50.6	50.8	-0.2	46.8	46.8	0.0	67.0	67.0	0.0	41.6	41.6	0.0	39.4	39.4	0.0	25.6	24.4	1.2
Sample	843	813	30		133	140	-7	254	243	11	264	243	21	371	348	23	223	229	-6	226	225	1	159	151	8

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

*Magic rebranded to Breeze Classic from Nov 1st 2025



MANAWATU COMMERCIAL RADIO - SURVEY 3 2025

Cumulative Audience (000's) by Daypart, People 10+
Survey Comparisons: 2/2025 - 3/2025

This Survey Period: Sun Aug 11 to Sat Nov 2 2024 & Sun Feb 9 to Sat May 3 & Sun May 11 to Sat Aug 2
Sun Aug 10 to Sat Nov 1 2025
Last 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

	This	Last	+/-
Potential (000)	157.0	157.0	0.0
Sample Size	843	813	30

	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	9.2	7.0	2.2	5	7.2	7.8	-0.6	9.2	8.0	1.2	8.2	7.7	0.5	3.4	2.9	0.5	2.3	2.0	0.3	10.2	9.0	1.2
Channel X	8.4	10.6	-2.2	7	7.5	7.8	-0.3	8.8	9.3	-0.5	6.6	8.5	-1.9	2.9	2.0	0.9	2.4	1.8	0.6	8.4	9.3	-0.9
Coast	3.2	4.4	-1.2	12	2.7	3.9	-1.2	3.0	4.0	-1.0	3.0	4.0	-1.0	1.0	0.5	0.5	0.8	0.7	0.1	3.7	3.5	0.2
Edge	10.6	13.4	-2.8	4	6.8	7.5	-0.7	7.4	8.9	-1.5	7.2	9.8	-2.6	4.3	4.3	0.0	2.0	3.3	-1.3	6.8	9.8	-3.0
George FM	1.0	1.1	-0.1	15	0.4	0.6	-0.2	0.6	0.4	0.2	1.3	0.7	0.6	1.2	0.7	0.5	0.2	0.2	0.0	1.1	1.1	0.0
Gold Sport	0.4	0.6	-0.2	19	0.4	0.7	-0.3	0.2	0.3	-0.1	*	*	*	0.1	0.1	0.0	0.2	0.3	-0.1	0.6	0.3	0.3
Kia Ora FM	0.5	0.6	-0.1	18	0.8	0.6	0.2	0.4	0.4	0.0	0.2	0.2	0.0	*	*	*	0.2	0.3	-0.1	0.6	0.8	-0.2
Life FM	2.6	2.4	0.2	13	1.3	1.9	-0.6	1.4	2.0	-0.6	1.1	1.8	-0.7	0.4	0.8	-0.4	0.3	0.1	0.2	1.9	3.0	-1.1
Magic (Breeze Classic)*	7.4	5.3	2.1	8	8.6	6.2	2.4	8.9	7.0	1.9	6.3	5.2	1.1	2.8	2.9	-0.1	1.1	1.4	-0.3	8.4	8.2	0.2
Mai FM	6.5	8.5	-2.0	9	4.6	6.2	-1.6	5.6	6.4	-0.8	6.9	6.6	0.3	3.3	4.1	-0.8	1.6	1.7	-0.1	5.4	8.6	-3.2
More FM	9.0	12.4	-3.4	6	6.1	9.0	-2.9	7.9	8.8	-0.9	8.0	10.3	-2.3	2.2	2.6	-0.4	1.0	1.2	-0.2	11.4	13.6	-2.2
Newstalk ZB	13.2	13.9	-0.7	2	8.1	8.2	-0.1	7.5	7.3	0.2	7.8	8.5	-0.7	6.6	6.6	0.0	4.6	5.3	-0.7	10.2	11.3	-1.1
Radio Control	0.7	0.7	0.0	17	1.0	1.0	0.0	1.1	1.0	0.1	0.3	0.1	0.2	0.7	0.6	0.1	*	*	*	1.5	1.1	0.4
Radio Hauraki	0.8	0.5	0.3	16	0.5	0.3	0.2	1.1	0.9	0.2	0.6	0.3	0.3	0.5	0.3	0.2	*	*	*	0.8	0.5	0.3
Rhema	2.5	2.9	-0.4	14	2.3	2.3	0.0	2.7	2.7	0.0	0.9	1.7	-0.8	0.2	0.9	-0.7	0.3	0.6	-0.3	2.6	2.7	-0.1
Rock	10.9	9.8	1.1	3	9.9	10.2	-0.3	11.3	12.0	-0.7	9.0	9.3	-0.3	3.8	3.6	0.2	1.9	2.3	-0.4	10.1	11.0	-0.9
Sport Nation	0.1	0.2	-0.1	20	0.5	0.4	0.1	0.2	0.2	0.0	0.2	0.1	0.1	0.3	0.2	0.1	*	*	*	0.4	0.4	0.0
The Hits	5.9	7.4	-1.5	10	4.3	4.6	-0.3	8.0	7.2	0.8	5.4	6.0	-0.6	1.8	0.7	1.1	0.9	0.8	0.1	6.3	7.0	-0.7
The Sound	5.6	6.4	-0.8	11	7.8	8.2	-0.4	7.1	6.6	0.5	4.5	5.5	-1.0	2.0	2.0	0.0	0.6	0.3	0.3	6.6	7.2	-0.6
ZM	13.5	13.0	0.5	1	7.6	8.4	-0.8	8.7	9.6	-0.9	6.8	6.8	0.0	4.2	3.1	1.1	1.5	1.2	0.3	15.0	15.8	-0.8
MediaWorks Combo	55.1	58.9	-3.8		51.0	52.9	-1.9	54.5	54.2	0.3	49.4	51.0	-1.6	22.9	23.2	-0.3	11.7	12.6	-0.9	56.5	61.2	-4.7
NZME Combo	35.4	38.0	-2.6		22.4	25.0	-2.6	27.0	27.6	-0.6	22.7	24.5	-1.8	14.1	11.1	3.0	8.1	8.3	-0.2	34.9	36.0	-1.1
All Commercial Radio	84.9	89.0	-4.1		70.3	72.2	-1.9	78.2	75.9	2.3	66.7	69.6	-2.9	38.0	35.2	2.8	19.2	20.8	-1.6	87.0	91.2	-4.2

MediaWorks Combo: Breeze, Channel X, Edge, George FM, Magic (Breeze Classic), 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

*Magic rebranded to Breeze Classic from Nov 1st 2025



MANAWATU COMMERCIAL RADIO - SURVEY 3 2025

Average Time Spent Listening (hh:mm) by Demographic, Mon-Sun 12mn-12mn
Survey Comparisons: 2/2025 - 3/2025

This Survey Period: Sun Aug 11 to Sat Nov 2 2024 & Sun Feb 9 to Sat May 3 & Sun May 11 to Sat Aug 2
Sun Aug 10 to Sat Nov 1 2025
Last 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

	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	11:11	9:57	1:13	5:56	5:32	0:24	7:53	5:04	2:49	10:54	5:47	5:06	7:51	4:51	2:59	9:47	8:20	1:27	12:59	12:12	0:46	6:06	7:28	-1:22
Channel X	10:35	9:44	0:51	4:23	3:11	1:12	13:20	9:01	4:19	13:53	12:57	0:56	12:46	11:59	0:47	8:36	9:01	-0:25	12:52	13:58	-1:05	5:18	5:28	-0:09
Coast	14:46	16:34	-1:48	*	*	*	1:21	21:25	-20:04	19:26	28:31	-9:04	17:53	24:12	-6:19	17:50	14:15	3:35	16:28	14:41	1:47	16:20	14:27	1:52
Edge	6:51	5:31	1:19	8:27	4:57	3:29	6:20	4:28	1:51	4:54	5:36	-0:42	4:46	5:08	-0:22	8:21	6:29	1:52	9:35	8:09	1:25	3:08	3:15	-0:07
George FM	4:15	5:03	-0:47	4:09	5:52	-1:42	3:40	3:41	-0:00	3:18	3:38	-0:19	4:51	5:23	-0:31	5:24	5:52	-0:27	2:45	2:45	0:00	2:45	5:21	-2:35
Gold Sport	5:07	7:40	-2:32	*	*	*	*	*	*	*	*	*	*	*	*	3:21	6:55	-3:34	2:40	3:55	-1:15	8:45	8:45	0:00
Kia Ora FM	8:41	13:36	-4:54	*	*	*	3:40	4:17	-0:36	10:18	13:23	-3:05	9:17	13:47	-4:29	5:46	14:21	-8:34	5:42	11:45	-6:03	3:46	7:31	-3:45
Life FM	3:58	4:58	-0:59	1:46	1:56	-0:10	2:44	9:30	-6:46	2:34	14:28	-11:53	2:36	9:00	-6:24	2:11	4:18	-2:06	3:31	1:48	1:43	2:33	13:15	-10:41
Magic (Breeze Classic)*	14:21	15:24	-1:02	11:15	*	*	7:42	5:59	1:43	4:02	4:37	-0:34	5:48	14:07	-8:18	11:21	15:11	-3:49	18:19	16:54	1:25	15:29	11:41	3:47
Mai FM	9:58	7:05	2:53	5:48	5:17	0:31	11:13	5:41	5:32	17:39	9:48	7:50	13:36	8:46	4:49	6:03	7:02	-0:59	8:06	8:41	-0:35	13:43	8:24	5:18
More FM	6:50	7:32	-0:41	6:21	6:52	-0:30	4:39	3:59	0:40	5:39	5:33	0:06	6:20	8:13	-1:52	6:06	9:17	-3:10	8:27	6:24	2:02	5:39	8:40	-3:00
Newstalk ZB	13:10	13:56	-0:46	5:45	3:47	1:57	12:18	8:58	3:20	10:38	8:04	2:33	8:41	8:34	0:07	10:38	12:30	-1:51	13:48	14:49	-1:00	10:55	5:51	5:04
Radio Control	2:57	4:23	-1:25	7:00	7:00	0:00	2:54	4:23	-1:29	2:20	3:54	-1:34	2:40	4:08	-1:28	3:48	4:09	-0:20	2:19	3:39	-1:19	5:50	5:24	0:26
Radio Hauraki	6:12	4:17	1:54	3:00	3:00	0:00	6:22	3:05	3:16	6:22	3:05	3:16	5:26	3:05	2:20	10:00	10:20	-0:20	9:24	7:15	2:08	6:00	6:00	0:00
Rhema	7:37	9:00	-1:22	2:11	1:07	1:04	2:36	2:31	0:04	1:58	3:20	-1:21	1:22	2:40	-1:17	5:49	8:30	-2:40	10:05	10:40	-0:35	1:48	3:41	-1:52
Rock	10:33	8:07	2:25	9:17	5:09	4:08	8:05	5:13	2:52	9:01	8:04	0:56	11:07	9:16	1:50	13:41	10:31	3:09	10:20	10:07	0:13	8:41	10:15	-1:34
Sport Nation	6:37	5:07	1:29	*	*	*	1:00	1:00	0:00	1:00	1:00	0:00	1:00	1:00	0:00	3:13	3:18	-0:04	7:24	3:18	4:05	*	*	*
The Hits	6:21	7:04	-0:43	9:45	7:44	2:01	5:50	7:36	-1:45	5:11	6:38	-1:26	4:57	6:58	-2:01	6:17	7:57	-1:40	8:34	8:37	-0:02	2:27	7:11	-4:43
The Sound	9:31	9:18	0:13	8:58	10:11	-1:13	8:33	8:13	0:20	10:37	9:21	1:16	9:01	9:51	-0:49	9:22	10:27	-1:04	10:26	9:17	1:09	5:33	5:11	0:21
ZM	6:40	5:09	1:31	5:44	4:00	1:44	6:06	4:57	1:08	6:27	5:12	1:15	6:57	5:34	1:22	8:41	7:36	1:05	8:43	8:14	0:29	6:41	6:21	0:19
MediaWorks Combo	13:44	12:56	0:48	9:54	9:09	0:45	13:12	10:06	3:06	14:28	12:46	1:41	13:37	13:24	0:13	12:55	13:49	-0:54	16:18	14:40	1:37	10:52	10:22	0:29
NZME Combo	10:43	11:00	-0:17	6:59	5:23	1:35	7:57	7:58	-0:00	8:40	9:20	-0:39	8:39	9:50	-1:10	12:07	12:55	-0:48	14:06	14:23	-0:16	7:42	8:08	-0:25
All Commercial Radio	15:47	15:53	-0:05	10:44	10:28	0:15	13:47	12:06	1:41	15:17	14:56	0:21	14:43	15:30	-0:47	16:11	17:21	-1:09	19:48	18:50	0:58	12:12	12:22	-0:10
Potential (000)	157.0	157.0	0.0	35.3	35.3	0.0	50.6	50.8	-0.2	46.8	46.8	0.0	67.0	67.0	0.0	41.6	41.6	0.0	39.4	39.4	0.0	25.6	24.4	1.2
Sample	843	813	30	133	140	-7	254	243	11	264	243	21	371	348	23	223	229	-6	226	225	1	159	151	8

MediaWorks Combo: Breeze, Channel X, Edge, George FM, Magic (Breeze Classic), 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

*Magic rebranded to Breeze Classic from Nov 1st 2025



MANAWATU COMMERCIAL RADIO - SURVEY 3 2025

Average Time Spent Listening (hh:mm) by Daypart, People 10+
Survey Comparisons: 2/2025 - 3/2025

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

	This	Last	+/-
Potential (000)	157.0	157.0	0.0
Sample Size	843	813	30

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

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

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