



MANAWATU COMMERCIAL RADIO - GfK SURVEY 1 2026

Station Share (%) by Demographic, Mon-Sun 12mn-12mn

Survey Comparisons: 3/2025 - 1/2026

This Survey Period: Sun Feb 9 to Sat May 3 & Sun May 11 to Sat Aug 2 & Sun Aug 10 to Sat Nov 1 2025 & Sun Feb 8 to Sat May 2 2026
 Last 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

	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	10.0	0.6	4	4.3	3.8	0.5	2.1	4.2	-2.1	5.2	5.9	-0.7	8.4	6.2	2.2	10.7	11.7	-1.0	12.0	14.7	-2.7	11.4	7.0	4.4
Breeze Classic*	13.8	10.7	3.1	1	4.0	2.7	1.3	3.0	2.3	0.7	2.8	0.9	1.9	3.6	1.5	2.1	10.6	7.6	3.0	23.6	20.1	3.5	3.6	2.9	0.7
Channel X	6.8	7.3	-0.5	6	7.0	6.0	1.0	16.4	15.8	0.6	16.3	15.3	1.0	12.8	12.4	0.4	3.9	4.2	-0.3	2.3	4.3	-2.0	3.9	4.9	-1.0
Coast	3.5	4.4	-0.9	11	*	*	*	0.5	0.1	0.4	0.8	3.3	-2.5	0.9	3.0	-2.1	6.3	8.6	-2.3	6.5	7.5	-1.0	2.7	3.0	-0.3
Edge	3.4	5.7	-2.3	12	6.4	15.7	-9.3	5.5	8.2	-2.7	4.3	5.3	-1.0	3.8	4.6	-0.8	4.3	6.5	-2.2	2.9	4.9	-2.0	2.7	3.4	-0.7
George FM	0.4	0.5	-0.1	17	1.1	1.0	0.1	0.3	0.6	-0.3	0.3	0.5	-0.2	0.6	0.8	-0.2	0.7	0.8	-0.1	0.2	0.2	0.0	0.5	0.3	0.2
Gold Sport	0.1	0.4	-0.3	20	0.1	*	*	0.2	*	*	0.1	*	*	0.1	*	*	0.2	0.4	-0.2	0.2	0.4	-0.2	0.5	0.8	-0.3
Kia Ora FM	0.7	0.6	0.1	16	0.4	*	*	1.1	0.5	0.6	2.0	1.7	0.3	1.4	1.3	0.1	0.2	0.2	0.0	0.2	0.2	0.0	0.7	0.8	-0.1
Life FM	1.0	0.7	0.3	14	1.3	0.8	0.5	2.2	0.5	1.7	1.4	0.3	1.1	1.2	0.4	0.8	0.3	0.4	-0.1	0.4	0.4	0.0	0.8	0.3	0.5
Mai FM	6.6	6.5	0.1	7	13.7	10.8	2.9	12.9	12.9	0.0	15.2	13.1	2.1	11.2	10.9	0.3	2.5	3.4	-0.9	1.3	1.4	-0.1	9.7	16.8	-7.1
More FM	6.5	6.7	-0.2	8	9.1	9.6	-0.5	4.8	5.4	-0.6	5.4	6.9	-1.5	8.0	8.6	-0.6	8.0	7.0	1.0	6.1	5.5	0.6	10.8	11.1	-0.3
Newstalk ZB	11.5	12.0	-0.5	3	*	1.4	*	5.8	6.3	-0.5	5.3	6.2	-0.9	5.2	5.7	-0.5	9.8	10.7	-0.9	15.1	14.4	0.7	12.0	10.7	1.3
Radio Control	0.4	0.4	0.0	17	1.0	0.6	0.4	0.9	0.8	0.1	0.6	0.5	0.1	0.6	0.5	0.1	0.3	0.4	-0.1	0.2	0.3	-0.1	0.6	0.9	-0.3
Radio Hauraki	1.0	0.6	0.4	14	0.5	0.1	0.4	1.6	0.8	0.8	1.2	0.7	0.5	0.8	0.5	0.3	1.9	1.3	0.6	1.6	1.1	0.5	0.1	0.2	-0.1
Rhema	1.6	1.9	-0.3	13	0.7	1.0	-0.3	0.8	0.5	0.3	0.4	0.1	0.3	0.3	0.1	0.2	1.0	1.7	-0.7	2.5	3.4	-0.9	0.7	0.3	0.4
Rock	12.0	10.8	1.2	2	23.2	17.1	6.1	17.8	14.6	3.2	14.5	14.5	0.0	18.0	17.9	0.1	16.4	12.2	4.2	6.1	3.8	2.3	15.9	13.3	2.6
Sport Nation	0.4	0.3	0.1	17	*	*	*	*	*	*	*	*	*	*	*	*	0.3	0.4	-0.1	0.9	0.8	0.1	*	*	*
The Hits	3.6	4.5	-0.9	10	13.0	9.2	3.8	4.7	7.8	-3.1	3.0	5.5	-2.5	2.6	5.2	-2.6	3.5	4.4	-0.9	3.1	3.0	0.1	0.9	2.6	-1.7
The Sound	7.2	6.5	0.7	5	0.5	3.7	-3.2	6.2	5.8	0.4	5.7	5.9	-0.2	6.2	6.1	0.1	13.4	10.0	3.4	12.3	10.2	2.1	5.1	3.9	1.2
ZM	5.6	6.9	-1.3	9	8.3	12.8	-4.5	10.2	11.1	-0.9	13.0	11.6	1.4	11.1	11.8	-0.7	3.3	5.6	-2.3	0.3	0.8	-0.5	14.8	13.0	1.8
MediaWorks Combo	67.5	64.6	2.9		69.4	70.4	-1.0	68.9	69.8	-0.9	69.8	68.3	1.5	72.5	68.9	3.6	70.6	63.5	7.1	66.8	64.9	1.9	63.7	63.6	0.1
NZME Combo	25.5	28.8	-3.3		22.2	24.0	-1.8	23.4	26.3	-2.9	23.7	27.4	-3.7	21.0	26.3	-5.3	25.0	31.0	-6.0	26.9	27.3	-0.4	31.1	30.5	0.6
Potential (000)	157.0	157.0	0.0		34.9	35.3	-0.4	50.8	50.6	0.2	46.8	46.8	0.0	66.8	67.0	-0.2	41.3	41.6	-0.3	39.6	39.4	0.2	28.9	25.6	3.3
Sample	823	843	-20		125	133	-8	256	254	2	256	264	-8	366	371	-5	223	223	0	217	226	-9	163	159	4

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, 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 - GfK SURVEY 1 2026

Station Share (%) by Daypart, People 10+
Survey Comparisons: 3/2025 - 1/2026

This Survey Period: Sun Feb 9 to Sat May 3 & Sun May 11 to Sat Aug 2 & Sun Aug 10 to Sat Nov 1 2025 & Sun Feb 8 to Sat May 2 2026
Last 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

	This	Last	+/-
Potential (000)	157.0	157.0	0.0
Sample Size	823	843	-20

	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	12.8	11.4	1.4	3	7.7	7.8	-0.1	9.4	9.8	-0.4	13.0	11.1	1.9	10.9	10.0	0.9	6.5	5.7	0.8	11.6	10.6	1.0
Breeze Classic*	10.3	8.5	1.8	4	17.3	13.3	4.0	15.4	12.7	2.7	12.4	8.9	3.5	14.3	9.6	4.7	11.0	3.8	7.2	13.7	10.6	3.1
Channel X	4.3	5.0	-0.7	9	9.3	9.4	-0.1	8.0	8.8	-0.8	5.8	6.7	-0.9	9.6	8.3	1.3	5.9	7.5	-1.6	5.8	6.0	-0.2
Coast	2.7	3.0	-0.3	12	3.5	3.8	-0.3	3.6	5.3	-1.7	2.4	4.8	-2.4	7.0	2.5	4.5	4.2	5.8	-1.6	3.8	5.4	-1.6
Edge	3.8	6.4	-2.6	10	3.0	5.9	-2.9	2.9	4.9	-2.0	5.4	8.1	-2.7	3.7	7.6	-3.9	2.4	4.0	-1.6	3.0	4.2	-1.2
George FM	0.3	0.4	-0.1	17	0.1	0.1	0.0	0.1	0.2	-0.1	0.3	0.8	-0.5	1.1	1.9	-0.8	0.2	0.2	0.0	0.9	0.8	0.1
Gold Sport	0.3	0.5	-0.2	17	*	0.6	*	*	0.5	*	*	*	*	0.1	0.1	0.0	1.1	0.3	0.8	0.1	0.1	0.0
Kia Ora FM	0.5	0.4	0.1	16	1.2	1.0	0.2	0.7	0.5	0.2	0.2	0.1	0.1	*	*	*	0.3	0.5	-0.2	1.0	0.8	0.2
Life FM	1.0	0.8	0.2	14	0.9	0.5	0.4	0.8	0.6	0.2	0.8	0.5	0.3	0.6	0.2	0.4	1.3	1.3	0.0	1.5	0.9	0.6
Mai FM	5.6	6.3	-0.7	8	6.5	5.9	0.6	6.7	7.1	-0.4	9.4	7.5	1.9	5.8	7.6	-1.8	8.3	8.5	-0.2	5.9	5.3	0.6
More FM	6.3	6.3	0.0	7	5.3	5.3	0.0	7.5	6.9	0.6	9.0	8.2	0.8	4.0	4.3	-0.3	2.7	4.9	-2.2	6.8	8.1	-1.3
Newstalk ZB	15.3	18.2	-2.9	1	7.0	9.7	-2.7	7.7	8.2	-0.5	10.5	11.3	-0.8	16.1	18.6	-2.5	25.5	22.6	2.9	12.2	9.6	2.6
Radio Control	0.3	0.2	0.1	17	0.4	0.6	-0.2	0.5	0.4	0.1	0.1	0.1	0.0	0.6	0.5	0.1	*	*	*	0.5	0.4	0.1
Radio Hauraki	0.8	0.4	0.4	15	0.6	0.4	0.2	0.6	0.6	0.0	1.1	1.0	0.1	1.6	0.4	1.2	*	*	*	1.8	1.1	0.7
Rhema	1.4	1.5	-0.1	13	2.8	3.4	-0.6	1.8	1.8	0.0	0.4	0.3	0.1	1.2	1.3	-0.1	0.1	0.2	-0.1	1.8	2.0	-0.2
Rock	14.0	10.0	4.0	2	14.2	12.1	2.1	13.1	11.0	2.1	12.0	12.0	0.0	6.7	8.5	-1.8	12.0	14.0	-2.0	8.8	9.9	-1.1
Sport Nation	0.1	0.1	0.0	20	0.6	0.5	0.1	0.1	0.1	0.0	0.4	0.3	0.1	0.5	0.5	0.0	*	*	*	0.6	0.5	0.1
The Hits	2.9	3.3	-0.4	11	2.8	3.8	-1.0	4.8	5.7	-0.9	4.2	3.9	0.3	3.8	2.8	1.0	5.8	6.8	-1.0	3.1	5.2	-2.1
The Sound	7.5	5.5	2.0	6	7.8	8.8	-1.0	6.8	6.5	0.3	6.5	6.1	0.4	5.8	5.1	0.7	5.9	5.7	0.2	8.0	6.1	1.9
ZM	8.0	9.7	-1.7	5	5.2	4.1	1.1	6.0	5.1	0.9	3.5	6.9	-3.4	3.4	6.2	-2.8	3.1	4.8	-1.7	5.8	9.1	-3.3
MediaWorks Combo	64.7	59.8	4.9		71.4	68.6	2.8	70.0	67.8	2.2	73.8	69.5	4.3	61.9	62.9	-1.0	55.0	54.3	0.7	64.5	61.7	2.8
NZME Combo	30.0	35.2	-5.2		19.2	22.5	-3.3	23.0	25.3	-2.3	21.7	28.0	-6.3	31.9	30.5	1.4	40.5	40.7	-0.2	26.9	30.5	-3.6

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, 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 - GfK SURVEY 1 2026

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

Survey Comparisons: 3/2025 - 1/2026

This Survey Period: Sun Feb 9 to Sat May 3 & Sun May 11 to Sat Aug 2 & Sun Aug 10 to Sat Nov 1 2025 & Sun Feb 8 to Sat May 2 2026
 Last 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

	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	17.0	15.9	1.1	2	1.4	1.5	-0.1	2.8	2.4	0.4	3.9	2.9	1.0	6.9	5.7	1.2	5.9	6.1	-0.2	6.6	6.8	-0.2	4.0	2.9	1.1
Breeze Classic*	14.7	13.3	1.4	4	0.6	0.6	0.0	1.6	1.4	0.2	1.6	1.2	0.4	2.7	1.9	0.8	3.9	3.4	0.5	7.4	6.6	0.8	0.9	0.5	0.4
Channel X	11.4	12.2	-0.8	9	2.3	3.2	-0.9	4.8	5.3	-0.5	6.0	5.9	0.1	7.8	7.0	0.8	2.8	2.5	0.3	1.3	2.0	-0.7	3.0	2.3	0.7
Coast	5.9	5.3	0.6	12	*	*	*	0.8	0.4	0.4	1.0	0.9	0.1	1.2	1.2	0.0	2.4	2.4	0.0	3.4	2.8	0.6	1.0	0.5	0.5
Edge	11.1	14.9	-3.8	11	2.4	4.4	-2.0	5.6	5.8	-0.2	5.2	5.8	-0.6	6.1	6.9	-0.8	2.6	4.0	-1.4	2.1	3.1	-1.0	2.0	2.8	-0.8
George FM	1.8	2.2	-0.4	17	0.5	0.6	-0.1	0.4	0.7	-0.3	0.6	0.8	-0.2	0.9	1.1	-0.2	0.6	0.7	-0.1	0.4	0.4	0.0	0.4	0.3	0.1
Gold Sport	1.6	1.2	0.4	18	0.2	*	*	0.8	*	*	0.7	*	*	0.7	*	*	0.5	0.6	-0.1	0.6	0.9	-0.3	0.8	0.2	0.6
Kia Ora FM	1.6	1.2	0.4	18	0.2	*	*	1.1	0.6	0.5	1.1	0.9	0.2	1.2	1.0	0.2	0.2	0.2	0.0	0.2	0.2	0.0	0.7	0.5	0.2
Life FM	3.6	3.1	0.5	14	0.9	1.1	-0.2	1.9	0.8	1.1	1.7	0.6	1.1	2.1	1.2	0.9	0.6	1.0	-0.4	0.5	0.7	-0.2	0.7	0.3	0.4
Mai FM	11.7	11.6	0.1	8	3.9	4.4	-0.5	5.0	5.2	-0.2	4.7	4.0	0.7	6.1	5.8	0.3	2.8	2.9	-0.1	1.3	1.0	0.3	2.8	3.1	-0.3
More FM	16.1	17.4	-1.3	3	4.1	3.6	0.5	4.9	5.2	-0.3	6.0	6.5	-0.5	8.4	9.9	-1.5	4.9	5.8	-0.9	3.6	3.9	-0.3	4.9	4.9	0.0
Newstalk ZB	13.1	16.3	-3.2	6	*	0.6	*	1.6	2.3	-0.7	2.1	3.1	-1.0	3.3	4.7	-1.4	4.4	5.1	-0.7	5.9	6.3	-0.4	2.1	2.5	-0.4
Radio Control	2.0	2.3	-0.3	16	0.3	0.2	0.1	1.0	1.3	-0.3	1.0	1.2	-0.2	1.1	1.3	-0.2	0.4	0.6	-0.2	0.6	0.7	-0.1	0.3	0.4	-0.1
Radio Hauraki	2.8	1.8	1.0	15	0.5	0.1	0.4	1.2	0.6	0.6	0.9	0.6	0.3	1.0	0.7	0.3	0.9	0.7	0.2	1.0	0.7	0.3	0.1	0.1	0.0
Rhema	3.9	4.3	-0.4	13	0.6	1.1	-0.5	0.9	0.9	0.0	0.6	0.4	0.2	0.8	0.8	0.0	1.0	1.5	-0.5	1.6	2.0	-0.4	0.6	0.5	0.1
Rock	18.0	18.3	-0.3	1	4.3	4.3	0.0	8.2	8.1	0.1	8.3	8.6	-0.3	11.8	11.7	0.1	4.9	4.5	0.4	1.9	2.2	-0.3	4.6	3.9	0.7
Sport Nation	0.8	0.8	0.0	20	*	*	*	*	0.1	*	*	0.1	*	*	0.1	*	0.6	0.6	0.0	0.7	0.6	0.1	*	*	*
The Hits	11.2	12.5	-1.3	10	3.5	2.2	1.3	3.9	6.0	-2.1	3.8	5.6	-1.8	4.6	7.7	-3.1	2.7	3.6	-0.9	2.5	2.1	0.4	1.4	2.7	-1.3
The Sound	12.8	12.2	0.6	7	0.5	1.0	-0.5	2.8	3.0	-0.2	3.0	3.0	0.0	4.7	4.9	-0.2	7.0	5.4	1.6	7.3	5.9	1.4	2.6	1.8	0.8
ZM	14.2	18.4	-4.2	5	3.4	5.3	-1.9	6.3	8.2	-1.9	8.3	9.6	-1.3	10.3	12.3	-2.0	2.4	3.3	-0.9	0.4	0.5	-0.1	5.2	4.9	0.3
MediaWorks Combo	79.5	84.0	-4.5		13.8	16.8	-3.0	23.0	23.8	-0.8	24.8	25.2	-0.4	35.2	36.7	-1.5	23.9	25.0	-1.1	24.2	24.1	0.1	16.5	14.8	1.7
NZME Combo	42.5	48.0	-5.5		5.7	8.1	-2.4	12.2	14.9	-2.7	14.8	16.8	-2.0	18.9	22.0	-3.1	12.3	13.0	-0.7	12.2	11.7	0.5	9.4	10.0	-0.6
All Commercial Radio	106.9	113.0	-6.1		18.5	22.0	-3.5	30.4	32.6	-2.2	33.5	34.9	-1.4	46.8	49.3	-2.5	30.1	31.4	-1.3	30.6	30.5	0.1	22.2	20.7	1.5
Potential (000)	157.0	157.0	0.0		34.9	35.3	-0.4	50.8	50.6	0.2	46.8	46.8	0.0	66.8	67.0	-0.2	41.3	41.6	-0.3	39.6	39.4	0.2	28.9	25.6	3.3
Sample	823	843	-20		125	133	-8	256	254	2	256	264	-8	366	371	-5	223	223	0	217	226	-9	163	159	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, 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 - GfK SURVEY 1 2026

Cumulative Audience (000's) by Daypart, People 10+
Survey Comparisons: 3/2025 - 1/2026

This Survey Period: Sun Feb 9 to Sat May 3 & Sun May 11 to Sat Aug 2 & Sun Aug 10 to Sat Nov 1 2025 & Sun Feb 8 to Sat May 2 2026
Last 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

	This	Last	+/-
Potential (000)	157.0	157.0	0.0
Sample Size	823	843	-20

	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	9.6	9.2	0.4	3	6.9	7.2	-0.3	9.1	9.2	-0.1	8.4	8.2	0.2	3.3	3.4	-0.1	3.5	2.3	1.2	10.5	10.2	0.3
Breeze Classic*	8.5	7.4	1.1	6	9.8	8.6	1.2	9.5	8.9	0.6	6.7	6.3	0.4	3.8	2.8	1.0	1.9	1.1	0.8	9.0	8.4	0.6
Channel X	7.2	8.4	-1.2	8	6.9	7.5	-0.6	8.0	8.8	-0.8	4.7	6.6	-1.9	3.0	2.9	0.1	1.9	2.4	-0.5	7.7	8.4	-0.7
Coast	2.9	3.2	-0.3	12	2.7	2.7	0.0	3.5	3.0	0.5	2.4	3.0	-0.6	1.0	1.0	0.0	0.9	0.8	0.1	3.3	3.7	-0.4
Edge	7.3	10.6	-3.3	7	3.9	6.8	-2.9	5.6	7.4	-1.8	5.8	7.2	-1.4	2.7	4.3	-1.6	1.2	2.0	-0.8	5.9	6.8	-0.9
George FM	0.5	1.0	-0.5	17	0.4	0.4	0.0	0.5	0.6	-0.1	0.9	1.3	-0.4	0.8	1.2	-0.4	0.2	0.2	0.0	0.8	1.1	-0.3
Gold Sport	0.2	0.4	-0.2	19	0.1	0.4	-0.3	0.2	0.2	0.0	*	*	*	0.1	0.1	0.0	0.8	0.2	0.6	0.5	0.6	-0.1
Kia Ora FM	0.5	0.5	0.0	17	0.8	0.8	0.0	0.7	0.4	0.3	0.3	0.2	0.1	*	*	*	0.2	0.2	0.0	1.1	0.6	0.5
Life FM	2.5	2.6	-0.1	13	1.7	1.3	0.4	1.8	1.4	0.4	1.3	1.1	0.2	0.7	0.4	0.3	0.3	0.3	0.0	2.6	1.9	0.7
Mai FM	5.5	6.5	-1.0	10	4.6	4.6	0.0	6.3	5.6	0.7	7.6	6.9	0.7	3.9	3.3	0.6	1.9	1.6	0.3	6.0	5.4	0.6
More FM	8.8	9.0	-0.2	5	5.7	6.1	-0.4	8.5	7.9	0.6	7.2	8.0	-0.8	2.9	2.2	0.7	1.0	1.0	0.0	10.0	11.4	-1.4
Newstalk ZB	9.8	13.2	-3.4	2	6.9	8.1	-1.2	6.5	7.5	-1.0	6.5	7.8	-1.3	5.5	6.6	-1.1	4.2	4.6	-0.4	9.8	10.2	-0.4
Radio Control	0.8	0.7	0.1	16	1.0	1.0	0.0	1.1	1.1	0.0	0.4	0.3	0.1	0.8	0.7	0.1	*	*	*	1.4	1.5	-0.1
Radio Hauraki	1.4	0.8	0.6	15	0.8	0.5	0.3	1.2	1.1	0.1	0.9	0.6	0.3	0.8	0.5	0.3	*	*	*	1.7	0.8	0.9
Rhema	1.7	2.5	-0.8	14	2.0	2.3	-0.3	2.5	2.7	-0.2	0.9	0.9	0.0	0.2	0.2	0.0	0.2	0.3	-0.1	1.9	2.6	-0.7
Rock	12.0	10.9	1.1	1	9.1	9.9	-0.8	10.7	11.3	-0.6	9.0	9.0	0.0	3.6	3.8	-0.2	2.0	1.9	0.1	8.4	10.1	-1.7
Sport Nation	0.1	0.1	0.0	20	0.5	0.5	0.0	0.2	0.2	0.0	0.2	0.2	0.0	0.3	0.3	0.0	*	*	*	0.3	0.4	-0.1
The Hits	5.1	5.9	-0.8	11	3.2	4.3	-1.1	6.8	8.0	-1.2	6.3	5.4	0.9	2.8	1.8	1.0	1.7	0.9	0.8	6.0	6.3	-0.3
The Sound	6.9	5.6	1.3	9	6.3	7.8	-1.5	7.0	7.1	-0.1	5.1	4.5	0.6	2.5	2.0	0.5	1.4	0.6	0.8	7.2	6.6	0.6
ZM	9.5	13.5	-4.0	4	6.1	7.6	-1.5	7.8	8.7	-0.9	3.1	6.8	-3.7	1.8	4.2	-2.4	1.0	1.5	-0.5	9.7	15.0	-5.3
MediaWorks Combo	52.5	55.1	-2.6		45.3	51.0	-5.7	50.4	54.5	-4.1	46.4	49.4	-3.0	24.1	22.9	1.2	14.0	11.7	2.3	53.4	56.5	-3.1
NZME Combo	27.3	35.4	-8.1		19.9	22.4	-2.5	24.3	27.0	-2.7	19.0	22.7	-3.7	12.1	14.1	-2.0	8.5	8.1	0.4	30.2	34.9	-4.7
All Commercial Radio	77.7	84.9	-7.2		65.5	70.3	-4.8	74.1	78.2	-4.1	61.9	66.7	-4.8	37.4	38.0	-0.6	21.0	19.2	1.8	80.5	87.0	-6.5

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, 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 - GfK SURVEY 1 2026

Average Time Spent Listening (hh:mm) by Demographic, Mon-Sun 12mn-12mn

Survey Comparisons: 3/2025 - 1/2026

This Survey Period: Sun Feb 9 to Sat May 3 & Sun May 11 to Sat Aug 2 & Sun Aug 10 to Sat Nov 1 2025 & Sun Feb 8 to Sat May 2 2026
 Last 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

	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	10:41	11:11	-0:29	5:06	5:56	-0:49	2:53	7:53	-5:00	6:36	10:54	-4:18	8:36	7:51	0:45	9:36	9:47	-0:11	11:28	12:59	-1:31	8:57	6:06	2:51
Breeze Classic*	16:12	14:21	1:51	11:15	11:15	0:00	7:16	7:42	-0:26	8:36	4:02	4:34	9:22	5:48	3:33	14:29	11:21	3:08	20:19	18:19	2:00	13:10	15:29	-2:18
Channel X	10:17	10:35	-0:18	5:07	4:23	0:43	12:51	13:20	-0:29	13:14	13:53	-0:39	11:39	12:46	-1:07	7:36	8:36	-1:00	11:23	12:52	-1:29	4:12	5:18	-1:05
Coast	10:15	14:46	-4:31	*	*	*	2:17	1:21	0:55	3:58	19:26	-15:27	5:21	17:53	-12:31	13:47	17:50	-4:03	12:21	16:28	-4:06	8:17	16:20	-8:03
Edge	5:18	6:51	-1:32	4:34	8:27	-3:52	3:44	6:20	-2:35	4:04	4:54	-0:49	4:25	4:46	-0:20	8:39	8:21	0:17	8:41	9:35	-0:53	4:25	3:08	1:17
George FM	3:59	4:15	-0:16	3:31	4:09	-0:38	2:56	3:40	-0:43	2:28	3:18	-0:49	4:46	4:51	-0:05	5:53	5:24	0:28	2:45	2:45	0:00	3:51	2:45	1:06
Gold Sport	1:34	5:07	-3:33	1:00	*	*	1:00	*	*	1:00	*	*	1:00	*	*	2:39	3:21	-0:41	2:14	2:40	-0:26	2:09	8:45	-6:35
Kia Ora FM	7:21	8:41	-1:20	3:45	*	*	3:44	3:40	0:03	8:40	10:18	-1:37	8:02	9:17	-1:15	6:24	5:46	0:37	6:28	5:42	0:46	3:24	3:46	-0:22
Life FM	4:51	3:58	0:52	2:37	1:46	0:51	4:16	2:44	1:32	3:58	2:34	1:23	3:58	2:36	1:22	3:03	2:11	0:51	4:14	3:31	0:42	3:31	2:33	0:57
Mai FM	9:44	9:58	-0:14	6:00	5:48	0:11	9:52	11:13	-1:21	15:49	17:39	-1:49	12:58	13:36	-0:37	4:51	6:03	-1:11	6:07	8:06	-1:58	10:51	13:43	-2:51
More FM	6:58	6:50	0:07	3:49	6:21	-2:32	3:42	4:39	-0:57	4:27	5:39	-1:11	6:46	6:20	0:26	8:46	6:06	2:39	10:52	8:27	2:25	7:00	5:39	1:20
Newstalk ZB	15:04	13:10	1:54	*	5:45	*	14:14	12:18	1:56	12:10	10:38	1:32	11:07	8:41	2:26	11:46	10:38	1:08	16:08	13:48	2:19	18:11	10:55	7:15
Radio Control	3:23	2:57	0:25	7:00	7:00	0:00	3:36	2:54	0:42	3:02	2:20	0:42	3:27	2:40	0:47	3:42	3:48	-0:06	1:39	2:19	-0:40	7:14	5:50	1:24
Radio Hauraki	6:03	6:12	-0:09	1:45	3:00	-1:14	5:08	6:22	-1:14	6:04	6:22	-0:17	5:33	5:26	0:06	10:28	10:00	0:28	9:54	9:24	0:29	2:45	6:00	-3:15
Rhema	7:16	7:37	-0:20	2:02	2:11	-0:08	3:20	2:36	0:44	3:32	1:58	1:33	2:51	1:22	1:28	5:07	5:49	-0:41	9:50	10:05	-0:14	3:52	1:48	2:03
Rock	11:26	10:33	0:53	9:13	9:17	-0:04	8:15	8:05	0:10	8:31	9:01	-0:30	10:54	11:07	-0:12	17:54	13:41	4:12	20:01	10:20	9:40	11:00	8:41	2:19
Sport Nation	8:21	6:37	1:44	*	*	*	*	1:00	*	*	1:00	*	*	1:00	*	3:12	3:13	-0:01	8:17	7:24	0:52	*	*	*
The Hits	5:33	6:21	-0:47	6:22	9:45	-3:23	4:32	5:50	-1:17	3:51	5:11	-1:19	4:03	4:57	-0:54	7:02	6:17	0:45	7:55	8:34	-0:38	2:02	2:27	-0:24
The Sound	9:44	9:31	0:12	1:50	8:58	-7:08	8:14	8:33	-0:19	9:21	10:37	-1:16	9:16	9:01	0:14	10:12	9:22	0:50	10:39	10:26	0:13	6:08	5:33	0:34
ZM	6:50	6:40	0:09	4:09	5:44	-1:34	6:07	6:06	0:01	7:41	6:27	1:13	7:43	6:57	0:45	7:23	8:41	-1:17	5:02	8:43	-3:40	9:04	6:41	2:22
MediaWorks Combo	14:36	13:44	0:51	8:32	9:54	-1:22	11:22	13:12	-1:50	13:43	14:28	-0:44	14:38	13:37	1:01	15:44	12:55	2:48	17:29	16:18	1:11	12:12	10:52	1:20
NZME Combo	10:20	10:43	-0:22	6:40	6:59	-0:19	7:15	7:57	-0:42	7:49	8:40	-0:50	7:53	8:39	-0:46	10:48	12:07	-1:19	13:56	14:06	-0:10	10:28	7:42	2:46
All Commercial Radio	16:05	15:47	0:17	9:11	10:44	-1:33	12:28	13:47	-1:18	14:35	15:17	-0:41	15:12	14:43	0:28	17:41	16:11	1:29	20:42	19:48	0:53	14:17	12:12	2:04
Potential (000)	157.0	157.0	0.0	34.9	35.3	-0.4	50.8	50.6	0.2	46.8	46.8	0.0	66.8	67.0	-0.2	41.3	41.6	-0.3	39.6	39.4	0.2	28.9	25.6	3.3
Sample	823	843	-20	125	133	-8	256	254	2	256	264	-8	366	371	-5	223	223	0	217	226	-9	163	159	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, 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 - GfK SURVEY 1 2026

Average Time Spent Listening (hh:mm) by Daypart, People 10+
 Survey Comparisons: 3/2025 - 1/2026

This Survey Period: Sun Feb 9 to Sat May 3 & Sun May 11 to Sat Aug 2 & Sun Aug 10 to Sat Nov 1 2025 & Sun Feb 8 to Sat May 2 2026
 Last 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

	This	Last	+/-
Potential (000)	157.0	157.0	0.0
Sample Size	823	843	-20

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

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, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui

*Magic rebranded to Breeze Classic from Nov 1st 2025