



NELSON 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	10.0	10.4	-0.4	3	2.1	2.7	-0.6	6.8	10.5	-3.7	8.5	10.9	-2.4	7.4	10.2	-2.8	10.7	11.9	-1.2	15.3	13.9	1.4	14.3	16.8	-2.5	
Breeze Classic*	8.6	8.3	0.3	4	2.7	3.1	-0.4	1.6	1.7	-0.1	0.6	0.7	-0.1	1.9	2.2	-0.3	3.3	3.0	0.3	7.8	8.1	-0.3	1.4	1.7	-0.3	
Channel X	6.5	5.8	0.7	5	7.5	4.8	2.7	11.6	10.9	0.7	13.6	11.3	2.3	13.4	11.2	2.2	5.8	6.0	-0.2	0.5	0.6	-0.1	13.1	11.0	2.1	
Coast	5.6	4.0	1.6	7	0.3	0.1	0.2	0.3	0.2	0.1	1.1	1.0	0.1	2.2	2.1	0.1	6.9	6.1	0.8	10.3	7.0	3.3	2.3	1.7	0.6	
Edge	5.6	8.1	-2.5	7	18.6	27.5	-8.9	11.8	15.7	-3.9	8.6	12.9	-4.3	8.0	10.9	-2.9	3.6	4.1	-0.5	1.2	1.1	0.1	6.5	10.5	-4.0	
George FM	4.2	4.3	-0.1	10	7.2	6.7	0.5	4.3	5.6	-1.3	7.3	9.2	-1.9	7.5	6.7	0.8	3.9	2.8	1.1	0.6	1.9	-1.3	4.4	1.6	2.8	
Gold Sport	0.1	0.3	-0.2	18	0.1	0.1	0.0	0.3	0.2	0.1	0.2	0.2	0.0	0.2	0.1	0.1	0.2	0.4	-0.2	0.2	0.4	-0.2	*	*	*	
Life FM	0.9	0.5	0.4	14	4.1	1.3	2.8	1.2	0.6	0.6	1.3	0.8	0.5	1.3	0.5	0.8	0.5	*	*	*	*	0.3	*	2.4	1.3	1.1
More FM	5.1	6.0	-0.9	9	14.2	13.9	0.3	4.0	3.6	0.4	1.3	1.9	-0.6	2.9	4.4	-1.5	6.9	8.8	-1.9	6.1	5.6	0.5	1.9	1.8	0.1	
Newstalk ZB	11.8	11.9	-0.1	1	*	*	*	*	0.8	*	0.4	0.9	-0.5	0.8	1.1	-0.3	11.1	8.9	2.2	20.0	22.2	-2.2	1.0	1.2	-0.2	
Radio Hauraki	1.4	1.0	0.4	13	0.2	0.3	-0.1	0.2	0.7	-0.5	0.6	1.5	-0.9	2.0	1.4	0.6	3.3	1.6	1.7	1.5	1.1	0.4	1.3	1.4	-0.1	
Rhema	0.8	0.4	0.4	15	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	1.0	*	*	2.1	1.0	1.1	1.0	1.1	-0.1	*	*	*	
Rock	11.0	9.5	1.5	2	18.3	5.8	12.5	29.6	23.3	6.3	26.9	24.0	2.9	20.3	17.5	2.8	4.5	5.5	-1.0	2.0	3.1	-1.1	10.2	7.4	2.8	
Sanctuary	0.5	1.0	-0.5	17	*	*	*	*	*	*	0.8	*	*	0.9	*	*	0.7	0.2	0.5	0.2	2.5	-2.3	*	*	*	
Sport Nation	0.8	0.3	0.5	15	*	*	*	1.7	*	*	1.6	*	*	1.3	0.2	1.1	0.9	0.6	0.3	0.7	0.5	0.2	*	*	*	
The Hits	3.8	5.0	-1.2	11	5.7	4.7	1.0	3.5	4.9	-1.4	4.4	5.3	-0.9	5.0	5.2	-0.2	5.4	6.7	-1.3	3.3	5.7	-2.4	7.0	7.3	-0.3	
The Sound	6.3	5.6	0.7	6	3.5	2.6	0.9	2.6	1.9	0.7	2.9	3.1	-0.2	3.9	4.3	-0.4	10.6	10.4	0.2	10.2	9.4	0.8	5.1	6.8	-1.7	
ZM	1.6	2.9	-1.3	12	2.4	12.0	-9.6	2.4	5.9	-3.5	3.3	3.4	-0.1	2.9	3.2	-0.3	1.3	2.4	-1.1	0.4	1.0	-0.6	5.2	7.9	-2.7	
MediaWorks Combo	58.3	58.9	-0.6		78.0	67.9	10.1	76.0	76.3	-0.3	72.1	76.9	-4.8	66.9	69.4	-2.5	49.3	52.5	-3.2	43.6	43.7	-0.1	60.2	59.8	0.4	
NZME Combo	24.4	25.1	-0.7		9.1	17.2	-8.1	6.7	12.8	-6.1	10.0	12.3	-2.3	13.1	13.2	-0.1	28.2	26.0	2.2	35.7	37.4	-1.7	16.8	19.5	-2.7	
Potential (000)	92.3	92.6	-0.3		17.4	17.3	0.1	23.8	24.4	-0.6	23.8	24.1	-0.3	36.9	37.6	-0.7	27.4	27.8	-0.4	26.7	26.8	-0.1	12.1	14.0	-1.9	
Sample	801	897	-96		111	137	-26	136	163	-27	157	187	-30	287	321	-34	254	267	-13	265	291	-26	110	141	-31	

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, More FM, Rock, The Sound or internet only listening to Mai, 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



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

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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)	92.3	92.6	-0.3
Sample Size	801	897	-96

	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	10.6	11.0	-0.4	3	8.3	9.8	-1.5	8.4	8.9	-0.5	14.6	13.0	1.6	9.3	11.3	-2.0	10.2	8.7	1.5	10.4	10.8	-0.4
Breeze Classic*	7.5	6.3	1.2	4	9.3	10.0	-0.7	8.2	8.2	0.0	7.6	6.4	1.2	11.8	11.2	0.6	2.3	2.6	-0.3	10.0	9.9	0.1
Channel X	4.3	4.0	0.3	8	9.4	9.5	-0.1	9.3	8.3	1.0	4.7	3.2	1.5	4.8	4.5	0.3	0.5	0.4	0.1	4.8	3.5	1.3
Coast	5.3	3.4	1.9	6	7.0	4.4	2.6	6.3	4.3	2.0	4.2	3.1	1.1	3.1	3.7	-0.6	1.8	1.6	0.2	5.4	4.6	0.8
Edge	4.6	8.0	-3.4	7	3.6	3.5	0.1	5.3	7.3	-2.0	9.0	12.3	-3.3	9.5	12.8	-3.3	4.4	6.8	-2.4	6.2	9.9	-3.7
George FM	2.5	2.9	-0.4	12	5.8	6.1	-0.3	5.4	5.7	-0.3	3.7	3.9	-0.2	2.5	2.2	0.3	0.6	1.3	-0.7	4.0	3.5	0.5
Gold Sport	0.1	0.3	-0.2	18	*	0.1	*	*	0.1	*	0.1	0.1	0.0	*	0.3	*	*	*	*	0.4	0.7	-0.3
Life FM	1.0	0.2	0.8	15	0.3	0.2	0.1	0.6	0.2	0.4	1.0	0.6	0.4	2.3	1.2	1.1	0.6	0.5	0.1	1.7	0.9	0.8
More FM	6.2	6.6	-0.4	5	4.8	5.2	-0.4	3.5	5.4	-1.9	5.6	6.6	-1.0	2.4	4.6	-2.2	4.2	3.5	0.7	6.9	7.4	-0.5
Newstalk ZB	19.3	18.9	0.4	1	7.2	8.5	-1.3	5.3	5.6	-0.3	10.2	9.0	1.2	22.1	19.2	2.9	45.5	44.2	1.3	10.8	10.5	0.3
Radio Hauraki	1.5	1.4	0.1	13	1.7	0.4	1.3	1.5	1.2	0.3	1.2	1.7	-0.5	0.8	0.1	0.7	1.7	2.0	-0.3	1.1	0.8	0.3
Rhema	1.2	1.1	0.1	14	0.5	0.5	0.0	0.6	0.1	0.5	*	*	*	1.4	0.4	1.0	1.1	1.1	0.0	1.1	0.1	1.0
Rock	13.0	11.3	1.7	2	12.0	10.2	1.8	13.0	11.2	1.8	11.0	8.8	2.2	6.0	5.1	0.9	5.2	4.9	0.3	7.8	7.5	0.3
Sanctuary	0.5	1.5	-1.0	16	0.5	1.0	-0.5	0.6	0.9	-0.3	0.5	1.5	-1.0	*	0.2	*	*	*	*	0.4	0.7	-0.3
Sport Nation	0.3	0.1	0.2	17	1.3	*	*	1.0	0.1	0.9	0.4	*	*	0.1	0.1	0.0	2.8	3.5	-0.7	0.6	0.5	0.1
The Hits	3.2	3.9	-0.7	9	3.6	4.8	-1.2	3.6	4.1	-0.5	3.7	7.0	-3.3	7.0	7.2	-0.2	8.2	13.4	-5.2	3.8	4.3	-0.5
The Sound	3.2	2.6	0.6	9	6.9	7.0	-0.1	8.8	8.2	0.6	5.2	4.1	1.1	4.7	5.0	-0.3	1.0	1.6	-0.6	7.2	5.9	1.3
ZM	2.9	3.6	-0.7	11	0.6	1.0	-0.4	1.4	2.5	-1.1	1.8	4.7	-2.9	1.1	2.1	-1.0	1.2	0.3	0.9	1.7	4.3	-2.6
MediaWorks Combo	53.6	54.2	-0.6		60.7	62.0	-1.3	62.6	63.5	-0.9	62.9	59.9	3.0	51.1	56.6	-5.5	28.5	29.9	-1.4	58.9	59.7	-0.8
NZME Combo	32.3	31.5	0.8		20.1	19.2	0.9	18.3	17.8	0.5	21.1	25.7	-4.6	34.0	32.5	1.5	58.4	61.5	-3.1	23.2	25.2	-2.0

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, More FM, Rock, The Sound or internet only listening to Mai, 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



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

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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	10.4	9.9	0.5	2	0.7	0.7	0.0	2.2	2.2	0.0	2.5	2.4	0.1	3.4	3.6	-0.2	3.5	3.6	-0.1	5.0	4.4	0.6	1.6	2.0	-0.4
Breeze Classic*	7.4	6.6	0.8	6	0.3	0.3	0.0	0.3	0.3	0.0	0.2	0.3	-0.1	0.8	1.1	-0.3	2.1	1.7	0.4	3.7	3.1	0.6	0.5	0.7	-0.2
Channel X	7.7	5.9	1.8	5	1.8	1.2	0.6	3.3	2.8	0.5	3.8	2.9	0.9	5.4	4.2	1.2	1.9	1.7	0.2	0.5	0.5	0.0	1.5	1.5	0.0
Coast	6.8	5.2	1.6	9	0.3	0.1	0.2	0.6	0.6	0.0	1.1	1.0	0.1	1.8	1.6	0.2	2.4	1.7	0.7	3.7	2.5	1.2	0.7	0.5	0.2
Edge	10.8	13.8	-3.0	1	3.4	4.1	-0.7	4.6	6.0	-1.4	4.1	5.8	-1.7	6.0	8.1	-2.1	2.9	3.4	-0.5	1.3	1.5	-0.2	2.3	3.5	-1.2
George FM	6.7	5.4	1.3	10	1.0	0.6	0.4	2.9	2.9	0.0	3.2	3.2	0.0	4.7	3.9	0.8	2.1	1.3	0.8	0.8	0.8	0.0	1.1	0.8	0.3
Gold Sport	0.5	0.6	-0.1	18	0.1	0.1	0.0	0.2	0.1	0.1	0.2	0.1	0.1	0.2	0.1	0.1	0.1	0.3	-0.2	0.1	0.3	-0.2	*	*	*
Life FM	2.3	1.0	1.3	14	1.0	0.3	0.7	1.1	0.6	0.5	1.1	0.7	0.4	1.3	0.7	0.6	0.2	*	*	*	0.1	*	0.5	0.3	0.2
More FM	9.1	7.4	1.7	4	1.7	1.3	0.4	2.0	1.4	0.6	2.0	1.3	0.7	4.2	3.4	0.8	4.1	3.7	0.4	2.7	2.1	0.6	1.1	0.9	0.2
Newstalk ZB	6.9	6.2	0.7	8	*	*	*	*	0.3	*	0.2	0.5	-0.3	0.7	0.9	-0.2	2.0	1.6	0.4	3.7	3.4	0.3	0.3	0.3	0.0
Radio Hauraki	3.4	3.5	-0.1	13	0.2	0.1	0.1	0.3	0.7	-0.4	0.7	1.1	-0.4	2.2	2.4	-0.2	2.3	2.0	0.3	0.9	0.8	0.1	0.4	0.5	-0.1
Rhema	1.4	0.8	0.6	15	*	*	*	0.3	0.2	0.1	0.3	0.2	0.1	0.9	0.2	0.7	1.0	0.3	0.7	0.5	0.5	0.0	*	*	*
Rock	10.2	7.6	2.6	3	2.0	0.9	1.1	5.7	3.4	2.3	6.3	4.8	1.5	7.1	5.9	1.2	1.5	1.7	-0.2	1.0	0.7	0.3	1.2	1.0	0.2
Sanctuary	0.8	0.6	0.2	16	*	*	*	*	*	*	0.1	*	*	0.6	*	*	0.7	0.2	0.5	0.2	0.4	-0.2	*	*	*
Sport Nation	0.8	0.4	0.4	16	*	*	*	0.2	*	*	0.2	*	*	0.3	0.1	0.2	0.3	0.2	0.1	0.4	0.2	0.2	*	*	*
The Hits	7.4	7.3	0.1	6	1.7	1.7	0.0	2.0	2.5	-0.5	2.3	2.4	-0.1	3.6	3.5	0.1	2.5	2.2	0.3	1.9	1.7	0.2	1.6	2.0	-0.4
The Sound	5.8	5.3	0.5	11	0.9	1.0	-0.1	0.6	0.7	-0.1	0.7	0.7	0.0	1.2	1.3	-0.1	2.7	2.5	0.2	3.1	2.7	0.4	0.5	0.7	-0.2
ZM	4.2	5.1	-0.9	12	0.8	1.8	-1.0	1.8	2.5	-0.7	2.4	2.2	0.2	3.1	3.1	0.0	1.0	1.1	-0.1	0.3	0.2	0.1	1.5	1.7	-0.2
MediaWorks Combo	50.0	47.6	2.4		8.6	8.2	0.4	15.1	14.4	0.7	15.8	15.3	0.5	22.9	22.3	0.6	15.1	15.0	0.1	14.0	13.2	0.8	6.8	7.9	-1.1
NZME Combo	26.7	25.0	1.7		2.9	3.6	-0.7	4.6	6.2	-1.6	6.3	6.5	-0.2	10.8	10.4	0.4	9.4	8.0	1.4	9.5	7.9	1.6	4.0	4.3	-0.3
All Commercial Radio	68.5	63.7	4.8		11.4	10.2	1.2	17.6	16.2	1.4	19.2	18.1	1.1	29.8	28.4	1.4	22.2	21.2	1.0	20.4	18.8	1.6	9.6	10.8	-1.2
Potential (000)	92.3	92.6	-0.3		17.4	17.3	0.1	23.8	24.4	-0.6	23.8	24.1	-0.3	36.9	37.6	-0.7	27.4	27.8	-0.4	26.7	26.8	-0.1	12.1	14.0	-1.9
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MediaWorks Combo: Breeze, Breeze Classic, Channel X, Edge, George FM, More FM, Rock, The Sound or internet only listening to Mai, Humm FM

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	This	Last	+/-
Potential (000)	92.3	92.6	-0.3
Sample Size	801	897	-96

	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	5.8	5.4	0.4	2	5.1	4.8	0.3	5.2	5.1	0.1	5.4	5.1	0.3	1.3	1.5	-0.2	1.1	1.0	0.1	6.5	6.0	0.5
Breeze Classic*	3.7	3.2	0.5	7	4.8	4.6	0.2	3.6	3.6	0.0	3.1	2.6	0.5	1.4	1.2	0.2	0.4	0.5	-0.1	4.9	4.3	0.6
Channel X	4.4	3.1	1.3	5	5.1	3.3	1.8	5.5	3.6	1.9	4.4	2.8	1.6	1.7	1.2	0.5	0.3	0.2	0.1	3.8	2.4	1.4
Coast	3.4	2.4	1.0	8	4.1	2.7	1.4	3.9	2.6	1.3	3.0	2.1	0.9	0.9	1.0	-0.1	0.8	0.4	0.4	3.4	2.6	0.8
Edge	5.2	6.3	-1.1	4	4.1	3.6	0.5	5.6	7.8	-2.2	5.7	7.8	-2.1	2.4	3.1	-0.7	1.5	1.9	-0.4	6.4	9.1	-2.7
George FM	3.1	2.2	0.9	11	3.7	2.6	1.1	3.6	2.7	0.9	3.5	2.6	0.9	1.0	0.9	0.1	0.3	0.5	-0.2	3.1	3.0	0.1
Gold Sport	0.1	0.2	-0.1	18	0.1	0.2	-0.1	0.1	0.2	-0.1	0.1	0.1	0.0	*	0.1	*	*	*	*	0.4	0.5	-0.1
Life FM	1.5	0.3	1.2	13	0.5	0.2	0.3	0.6	0.3	0.3	1.2	0.6	0.6	0.8	0.4	0.4	0.1	0.1	0.0	2.0	0.9	1.1
More FM	3.8	3.5	0.3	6	3.3	2.6	0.7	4.2	4.2	0.0	5.1	4.1	1.0	1.3	1.7	-0.4	0.7	0.4	0.3	5.1	4.7	0.4
Newstalk ZB	5.8	5.1	0.7	2	3.9	3.4	0.5	3.6	2.8	0.8	3.4	2.8	0.6	2.0	1.7	0.3	2.0	1.6	0.4	5.0	4.5	0.5
Radio Hauraki	1.5	1.3	0.2	13	1.4	0.9	0.5	2.3	1.9	0.4	1.0	1.5	-0.5	0.5	0.1	0.4	0.3	0.3	0.0	1.5	1.4	0.1
Rhema	0.5	0.4	0.1	15	0.3	0.2	0.1	0.9	0.2	0.7	*	*	*	0.4	0.1	0.3	0.2	0.2	0.0	0.6	0.1	0.5
Rock	6.4	4.7	1.7	1	5.6	4.0	1.6	5.8	4.5	1.3	5.1	3.8	1.3	2.4	2.3	0.1	1.2	0.8	0.4	5.7	4.8	0.9
Sanctuary	0.3	0.5	-0.2	16	0.6	0.3	0.3	0.6	0.3	0.3	0.3	0.3	0.0	*	0.1	*	*	*	*	0.6	0.4	0.2
Sport Nation	0.2	0.1	0.1	17	0.4	0.1	0.3	0.4	0.1	0.3	0.3	*	*	0.1	0.1	0.0	0.2	0.2	0.0	0.5	0.2	0.3
The Hits	3.3	2.7	0.6	9	4.6	4.1	0.5	4.7	4.6	0.1	3.2	3.2	0.0	2.5	2.0	0.5	0.5	1.0	-0.5	3.5	3.5	0.0
The Sound	3.2	2.5	0.7	10	3.1	3.0	0.1	3.7	3.2	0.5	2.9	2.3	0.6	0.9	0.9	0.0	0.1	0.2	-0.1	3.9	2.9	1.0
ZM	2.4	3.0	-0.6	12	0.9	1.0	-0.1	2.1	3.0	-0.9	1.6	2.7	-1.1	0.4	0.4	0.0	0.1	0.1	0.0	2.1	2.6	-0.5
MediaWorks Combo	30.6	26.8	3.8		29.6	25.5	4.1	31.0	30.0	1.0	30.5	27.6	2.9	11.4	11.9	-0.5	4.7	4.7	0.0	32.5	32.2	0.3
NZME Combo	16.1	14.1	2.0		14.1	11.5	2.6	15.9	14.1	1.8	11.9	11.9	0.0	6.2	5.2	1.0	3.6	3.4	0.2	15.5	14.3	1.2
All Commercial Radio	48.2	42.1	6.1		45.0	38.2	6.8	46.8	43.5	3.3	43.8	40.2	3.6	20.3	18.4	1.9	9.0	8.1	0.9	52.4	48.5	3.9

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



NELSON 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	11:10	10:45	0:24	3:34	3:49	-0:14	9:32	13:24	-3:51	11:25	13:58	-2:33	10:49	13:26	-2:37	11:44	11:02	0:42	12:02	9:53	2:08	12:38	12:50	-0:12
Breeze Classic*	13:31	12:52	0:38	12:13	10:52	1:21	14:51	15:00	-0:09	11:45	7:38	4:06	11:28	9:51	1:36	6:03	5:53	0:10	8:23	8:12	0:11	4:19	4:03	0:16
Channel X	9:58	9:55	0:02	4:45	3:51	0:53	10:57	11:02	-0:05	11:53	11:45	0:07	12:11	12:29	-0:17	11:28	11:25	0:02	4:06	3:32	0:33	12:38	11:22	1:15
Coast	9:32	7:51	1:41	1:06	1:15	-0:08	1:40	1:11	0:28	3:19	3:18	0:00	6:09	6:19	-0:09	10:50	11:31	-0:40	11:05	8:38	2:26	4:40	4:55	-0:15
Edge	6:02	5:58	0:04	6:23	6:29	-0:06	8:00	7:23	0:36	6:58	6:49	0:09	6:31	6:18	0:12	4:48	4:01	0:47	3:35	2:24	1:11	3:56	4:34	-0:38
George FM	7:23	8:09	-0:45	8:42	11:15	-2:33	4:35	5:23	-0:47	7:42	8:40	-0:57	7:57	8:00	-0:02	7:02	6:49	0:12	2:55	7:19	-4:23	5:45	3:01	2:43
Gold Sport	3:17	4:30	-1:12	0:30	0:30	0:00	4:30	4:30	0:00	4:30	4:30	0:00	4:30	4:30	0:00	5:30	4:59	0:30	4:30	4:35	-0:04	*	*	*
Life FM	4:44	4:28	0:15	4:42	4:17	0:24	3:13	2:43	0:30	3:48	3:41	0:06	4:45	3:41	1:03	9:55	*	*	*	11:45	*	7:32	6:29	1:02
More FM	6:32	8:15	-1:42	9:46	10:19	-0:33	6:15	7:30	-1:14	2:14	4:37	-2:23	3:27	6:04	-2:37	6:27	7:52	-1:25	8:50	8:04	0:46	2:28	3:11	-0:42
Newstalk ZB	20:13	19:36	0:37	*	*	*	*	6:07	*	5:29	6:05	-0:36	5:30	6:02	-0:32	21:09	18:32	2:37	21:15	20:22	0:53	4:56	7:21	-2:25
Radio Hauraki	4:51	3:00	1:51	1:00	2:00	-1:00	1:55	2:49	-0:54	3:19	4:00	-0:40	4:31	2:41	1:50	5:32	2:39	2:53	6:40	4:16	2:24	4:03	3:56	0:06
Rhema	6:10	5:00	1:10	*	*	*	1:00	1:00	0:00	1:00	1:00	0:00	5:27	1:00	4:27	8:20	9:24	-1:03	7:53	7:36	0:16	*	*	*
Rock	12:42	12:46	-0:03	10:36	6:11	4:25	16:15	19:05	-2:50	14:26	15:19	-0:52	14:02	13:54	0:08	11:16	10:35	0:41	7:59	13:39	-5:39	11:51	11:28	0:23
Sanctuary	6:33	17:49	-11:16	*	*	*	*	*	*	31:00	*	*	7:09	*	*	3:37	4:30	-0:52	4:30	21:14	-16:44	*	*	*
Sport Nation	11:33	6:00	5:33	*	*	*	28:15	*	*	28:15	*	*	22:17	10:00	12:17	10:10	10:07	0:03	7:38	6:11	1:26	*	*	*
The Hits	6:05	7:01	-0:56	3:54	2:40	1:13	5:27	5:24	0:03	6:28	6:44	-0:15	6:47	6:56	-0:09	8:16	9:57	-1:40	6:47	10:20	-3:32	6:00	5:41	0:18
The Sound	12:46	10:48	1:57	4:40	2:30	2:10	13:36	7:28	6:07	13:44	13:44	0:00	15:35	15:56	-0:20	14:54	13:54	1:00	13:15	10:57	2:18	15:19	14:26	0:53
ZM	4:26	5:54	-1:28	3:38	6:30	-2:52	4:07	6:39	-2:32	4:33	4:48	-0:15	4:35	4:55	-0:20	4:44	7:03	-2:19	4:51	15:58	-11:06	4:55	7:02	-2:06
MediaWorks Combo	13:41	12:39	1:02	10:28	8:07	2:20	15:45	14:52	0:53	15:20	15:18	0:01	14:26	14:31	-0:05	12:29	11:31	0:57	12:18	10:18	1:59	12:24	11:38	0:46
NZME Combo	10:44	10:15	0:28	3:38	4:37	-0:58	4:33	5:45	-1:11	5:19	5:45	-0:26	5:57	5:55	0:02	11:26	10:48	0:38	15:00	14:41	0:18	5:57	7:02	-1:05
All Commercial Radio	17:07	16:02	1:04	10:08	9:33	0:34	17:51	17:21	0:29	17:31	16:50	0:40	16:36	16:28	0:07	17:12	15:36	1:36	19:26	16:34	2:51	14:36	14:19	0:16
Potential (000)	92.3	92.6	-0.3	17.4	17.3	0.1	23.8	24.4	-0.6	23.8	24.1	-0.3	36.9	37.6	-0.7	27.4	27.8	-0.4	26.7	26.8	-0.1	12.1	14.0	-1.9
Sample	801	897	-96	111	137	-26	136	163	-27	157	187	-30	287	321	-34	254	267	-13	265	291	-26	110	141	-31

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



NELSON 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)	92.3	92.6	-0.3
Sample Size	801	897	-96

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

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