



MANAWATU COMMERCIAL RADIO - GfK SURVEY 2 2026

Station Share (%) by Demographic, Mon-Sun 12mn-12mn
Survey Comparisons: 1/2026 - 2/2026

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

	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	8.9	10.6	-1.7	4	3.5	4.3	-0.8	1.8	2.1	-0.3	4.9	5.2	-0.3	5.5	8.4	-2.9	8.6	10.7	-2.1	9.6	12.0	-2.4	7.1	11.4	-4.3
Breeze Classic	15.7	13.8	1.9	1	4.1	4.0	0.1	3.0	3.0	0.0	2.9	2.8	0.1	2.9	3.6	-0.7	11.5	10.6	0.9	28.5	23.6	4.9	1.4	3.6	-2.2
Channel X	5.6	6.8	-1.2	9	1.7	7.0	-5.3	15.6	16.4	-0.8	15.4	16.3	-0.9	10.9	12.8	-1.9	2.5	3.9	-1.4	2.3	2.3	0.0	3.0	3.9	-0.9
Coast	3.8	3.5	0.3	10	0.3	*	*	1.4	0.5	0.9	1.3	0.8	0.5	1.6	0.9	0.7	8.1	6.3	1.8	7.3	6.5	0.8	4.7	2.7	2.0
Edge	3.1	3.4	-0.3	12	7.9	6.4	1.5	6.3	5.5	0.8	5.1	4.3	0.8	3.7	3.8	-0.1	2.3	4.3	-2.0	1.9	2.9	-1.0	2.6	2.7	-0.1
George FM	0.4	0.4	0.0	18	0.3	1.1	-0.8	0.4	0.3	0.1	0.3	0.3	0.0	0.6	0.6	0.0	0.7	0.7	0.0	0.2	0.2	0.0	0.2	0.5	-0.3
iHeartCountry*	0.2	n.a.	*	20	0.2	n.a.	*	0.5	n.a.	*	0.4	n.a.	*	0.3	n.a.	*	*	n.a.	*	*	n.a.	*	0.5	n.a.	*
Kia Ora FM	0.7	0.7	0.0	16	0.8	0.4	0.4	0.7	1.1	-0.4	2.0	2.0	0.0	1.4	1.4	0.0	0.2	0.2	0.0	0.2	0.2	0.0	*	0.7	*
Life FM	1.0	1.0	0.0	14	0.9	1.3	-0.4	1.9	2.2	-0.3	1.4	1.4	0.0	1.2	1.2	0.0	0.4	0.3	0.1	0.4	0.4	0.0	0.7	0.8	-0.1
Mai FM	5.9	6.6	-0.7	8	7.7	13.7	-6.0	16.4	12.9	3.5	16.6	15.2	1.4	11.7	11.2	0.5	1.3	2.5	-1.2	0.5	1.3	-0.8	9.6	9.7	-0.1
More FM	7.1	6.5	0.6	6	10.8	9.1	1.7	4.6	4.8	-0.2	4.4	5.4	-1.0	9.6	8.0	1.6	10.5	8.0	2.5	5.3	6.1	-0.8	17.2	10.8	6.4
Newstalk ZB	10.8	11.5	-0.7	3	6.5	*	*	4.0	5.8	-1.8	3.3	5.3	-2.0	3.9	5.2	-1.3	8.3	9.8	-1.5	14.4	15.1	-0.7	9.5	12.0	-2.5
Radio Control	0.4	0.4	0.0	18	0.9	1.0	-0.1	0.8	0.9	-0.1	0.7	0.6	0.1	0.5	0.6	-0.1	0.4	0.3	0.1	0.4	0.2	0.2	1.0	0.6	0.4
Radio Hauraki	1.0	1.0	0.0	14	1.2	0.5	0.7	1.8	1.6	0.2	1.6	1.2	0.4	1.3	0.8	0.5	1.2	1.9	-0.7	0.8	1.6	-0.8	0.6	0.1	0.5
Rhema	1.3	1.6	-0.3	13	0.4	0.7	-0.3	0.6	0.8	-0.2	0.3	0.4	-0.1	0.2	0.3	-0.1	0.4	1.0	-0.6	1.7	2.5	-0.8	0.5	0.7	-0.2
Rock	11.9	12.0	-0.1	2	23.6	23.2	0.4	16.6	17.8	-1.2	12.9	14.5	-1.6	16.8	18.0	-1.2	16.4	16.4	0.0	6.9	6.1	0.8	15.9	15.9	0.0
Sport Nation	0.5	0.4	0.1	17	*	*	*	*	*	*	*	*	*	0.3	*	*	0.9	0.3	0.6	0.9	0.9	0.0	*	*	*
The Hits	3.5	3.6	-0.1	11	5.2	13.0	-7.8	2.5	4.7	-2.2	3.9	3.0	0.9	3.4	2.6	0.8	4.2	3.5	0.7	4.0	3.1	0.9	1.1	0.9	0.2
The Sound	8.7	7.2	1.5	5	9.3	0.5	8.8	7.1	6.2	0.9	5.1	5.7	-0.6	5.9	6.2	-0.3	12.8	13.4	-0.6	14.2	12.3	1.9	8.0	5.1	2.9
ZM	7.1	5.6	1.5	6	11.3	8.3	3.0	12.7	10.2	2.5	16.3	13.0	3.3	13.7	11.1	2.6	4.1	3.3	0.8	0.4	0.3	0.1	14.9	14.8	0.1
MediaWorks Combo	67.2	67.5	-0.3		69.0	69.4	-0.4	71.8	68.9	2.9	67.5	69.8	-2.3	67.5	72.5	-5.0	66.7	70.6	-3.9	69.3	66.8	2.5	65.1	63.7	1.4
NZME Combo	26.6	25.5	1.1		24.8	22.2	2.6	23.8	23.4	0.4	27.6	23.7	3.9	24.7	21.0	3.7	26.0	25.0	1.0	27.0	26.9	0.1	31.3	31.1	0.2
Potential (000)	157.0	157.0	0.0		34.9	34.9	0.0	50.5	50.8	-0.3	46.8	46.8	0.0	66.8	66.8	0.0	41.3	41.3	0.0	39.6	39.6	0.0	30.0	28.9	1.1
Sample	817	823	-6		126	125	1	254	256	-2	243	256	-13	352	366	-14	218	223	-5	220	217	3	165	163	2

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 (until S1 26), iHeartCountry (from S2 26), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui

*iHeartCountry was rebranded from Gold Sport from May 4th 2026. S2 2026 includes combined iHeartCountry / Gold Sport listening



MANAWATU COMMERCIAL RADIO - GfK SURVEY 2 2026

Station Share (%) by Daypart, People 10+
Survey Comparisons: 1/2026 - 2/2026

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

	This	Last	+/-
Potential (000)	157.0	157.0	0.0
Sample Size	817	823	-6

	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	11.0	12.8	-1.8	4	6.5	7.7	-1.2	7.3	9.4	-2.1	10.8	13.0	-2.2	11.0	10.9	0.1	3.7	6.5	-2.8	10.0	11.6	-1.6
Breeze Classic	12.7	10.3	2.4	3	19.6	17.3	2.3	18.5	15.4	3.1	15.0	12.4	2.6	11.4	14.3	-2.9	8.3	11.0	-2.7	15.3	13.7	1.6
Channel X	4.1	4.3	-0.2	9	7.1	9.3	-2.2	6.4	8.0	-1.6	6.4	5.8	0.6	3.8	9.6	-5.8	7.3	5.9	1.4	4.4	5.8	-1.4
Coast	2.6	2.7	-0.1	11	3.7	3.5	0.2	3.9	3.6	0.3	3.2	2.4	0.8	8.9	7.0	1.9	3.9	4.2	-0.3	3.7	3.8	-0.1
Edge	3.5	3.8	-0.3	10	2.5	3.0	-0.5	2.9	2.9	0.0	4.0	5.4	-1.4	2.5	3.7	-1.2	2.8	2.4	0.4	3.2	3.0	0.2
George FM	*	0.3	*	*	*	0.1	*	0.3	0.1	0.2	0.3	0.3	0.0	1.0	1.1	-0.1	0.2	0.2	0.0	0.9	0.9	0.0
iHeartCountry*	0.1	n.a.	*	19	*	n.a.	*	0.1	n.a.	*	0.2	n.a.	*	*	n.a.	*	0.9	n.a.	*	0.5	n.a.	*
Kia Ora FM	0.5	0.5	0.0	17	1.1	1.2	-0.1	0.6	0.7	-0.1	0.4	0.2	0.2	*	*	*	0.4	0.3	0.1	1.1	1.0	0.1
Life FM	1.0	1.0	0.0	14	1.0	0.9	0.1	0.7	0.8	-0.1	1.0	0.8	0.2	0.5	0.6	-0.1	1.1	1.3	-0.2	1.3	1.5	-0.2
Mai FM	4.8	5.6	-0.8	8	6.4	6.5	-0.1	5.6	6.7	-1.1	8.7	9.4	-0.7	5.8	5.8	0.0	7.4	8.3	-0.9	5.2	5.9	-0.7
More FM	6.9	6.3	0.6	7	7.1	5.3	1.8	8.1	7.5	0.6	9.2	9.0	0.2	6.0	4.0	2.0	1.2	2.7	-1.5	6.6	6.8	-0.2
Newstalk ZB	15.1	15.3	-0.2	1	6.2	7.0	-0.8	6.2	7.7	-1.5	7.0	10.5	-3.5	20.6	16.1	4.5	24.0	25.5	-1.5	12.2	12.2	0.0
Radio Control	0.3	0.3	0.0	18	0.3	0.4	-0.1	0.6	0.5	0.1	0.2	0.1	0.1	0.5	0.6	-0.1	*	*	*	0.7	0.5	0.2
Radio Hauraki	0.8	0.8	0.0	15	0.3	0.6	-0.3	0.4	0.6	-0.2	1.6	1.1	0.5	1.6	1.6	0.0	1.8	*	*	1.7	1.8	-0.1
Rhema	1.2	1.4	-0.2	13	1.8	2.8	-1.0	1.6	1.8	-0.2	0.3	0.4	-0.1	1.0	1.2	-0.2	0.1	0.1	0.0	1.5	1.8	-0.3
Rock	14.5	14.0	0.5	2	14.0	14.2	-0.2	12.4	13.1	-0.7	11.0	12.0	-1.0	6.1	6.7	-0.6	15.5	12.0	3.5	9.0	8.8	0.2
Sport Nation	0.7	0.1	0.6	16	0.9	0.6	0.3	0.1	0.1	0.0	0.4	0.4	0.0	0.3	0.5	-0.2	0.6	*	*	0.4	0.6	-0.2
The Hits	2.4	2.9	-0.5	12	1.7	2.8	-1.1	3.6	4.8	-1.2	4.1	4.2	-0.1	3.9	3.8	0.1	7.5	5.8	1.7	4.6	3.1	1.5
The Sound	7.1	7.5	-0.4	6	9.5	7.8	1.7	10.3	6.8	3.5	7.5	6.5	1.0	8.6	5.8	2.8	7.6	5.9	1.7	8.6	8.0	0.6
ZM	8.9	8.0	0.9	5	8.2	5.2	3.0	8.1	6.0	2.1	6.9	3.5	3.4	3.3	3.4	-0.1	4.7	3.1	1.6	5.3	5.8	-0.5
MediaWorks Combo	64.6	64.7	-0.1		72.7	71.4	1.3	71.8	70.0	1.8	73.0	73.8	-0.8	56.2	61.9	-5.7	54.0	55.0	-1.0	63.1	64.5	-1.4
NZME Combo	29.8	30.0	-0.2		20.2	19.2	1.0	22.5	23.0	-0.5	23.0	21.7	1.3	38.3	31.9	6.4	43.4	40.5	2.9	28.6	26.9	1.7

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 (until S1 26), iHeartCountry (from S2 26), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui

*iHeartCountry was rebranded from Gold Sport from May 4th 2026. S2 2026 includes combined iHeartCountry / Gold Sport listening



MANAWATU COMMERCIAL RADIO - GfK SURVEY 2 2026

Cumulative Audience (000's) by Demographic, Mon-Sun 12mn-12mn
Survey Comparisons: 1/2026 - 2/2026

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

	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	15.6	17.0	-1.4	2	1.8	1.4	0.4	3.3	2.8	0.5	3.9	3.9	0.0	6.4	6.9	-0.5	5.4	5.9	-0.5	5.3	6.6	-1.3	3.1	4.0	-0.9
Breeze Classic	14.4	14.7	-0.3	6	0.9	0.6	0.3	1.9	1.6	0.3	1.5	1.6	-0.1	2.2	2.7	-0.5	3.8	3.9	-0.1	7.6	7.4	0.2	1.1	0.9	0.2
Channel X	8.5	11.4	-2.9	11	1.0	2.3	-1.3	4.3	4.8	-0.5	5.1	6.0	-0.9	6.3	7.8	-1.5	2.1	2.8	-0.7	1.2	1.3	-0.1	2.5	3.0	-0.5
Coast	7.9	5.9	2.0	12	0.3	*	*	1.1	0.8	0.3	1.5	1.0	0.5	2.5	1.2	1.3	3.5	2.4	1.1	3.7	3.4	0.3	1.4	1.0	0.4
Edge	10.3	11.1	-0.8	10	2.8	2.4	0.4	5.7	5.6	0.1	5.4	5.2	0.2	6.0	6.1	-0.1	1.5	2.6	-1.1	1.1	2.1	-1.0	1.8	2.0	-0.2
George FM	1.7	1.8	-0.1	19	0.1	0.5	-0.4	0.5	0.4	0.1	0.6	0.6	0.0	1.1	0.9	0.2	0.9	0.6	0.3	0.5	0.4	0.1	0.1	0.4	-0.3
iHeartCountry*	2.4	n.a.	*	15	0.3	n.a.	*	1.4	n.a.	*	1.1	n.a.	*	1.1	n.a.	*	0.3	n.a.	*	0.3	n.a.	*	0.9	n.a.	*
Kia Ora FM	2.0	1.6	0.4	17	0.7	0.2	0.5	1.0	1.1	-0.1	1.1	1.1	0.0	1.2	1.2	0.0	0.2	0.2	0.0	0.2	0.2	0.0	0.1	0.7	-0.6
Life FM	3.5	3.6	-0.1	14	0.7	0.9	-0.2	1.8	1.9	-0.1	1.8	1.7	0.1	2.3	2.1	0.2	0.7	0.6	0.1	0.5	0.5	0.0	0.6	0.7	-0.1
Mai FM	11.4	11.7	-0.3	9	3.3	3.9	-0.6	6.3	5.0	1.3	5.8	4.7	1.1	7.2	6.1	1.1	2.0	2.8	-0.8	0.7	1.3	-0.6	2.2	2.8	-0.6
More FM	14.9	16.1	-1.2	4	4.0	4.1	-0.1	5.0	4.9	0.1	5.4	6.0	-0.6	8.2	8.4	-0.2	4.4	4.9	-0.5	2.7	3.6	-0.9	4.9	4.9	0.0
Newstalk ZB	13.3	13.1	0.2	7	0.5	*	*	1.1	1.6	-0.5	1.5	2.1	-0.6	2.9	3.3	-0.4	4.4	4.4	0.0	6.1	5.9	0.2	2.1	2.1	0.0
Radio Control	2.0	2.0	0.0	17	0.2	0.3	-0.1	1.1	1.0	0.1	1.2	1.0	0.2	1.2	1.1	0.1	0.2	0.4	-0.2	0.6	0.6	0.0	0.3	0.3	0.0
Radio Hauraki	3.7	2.8	0.9	13	1.0	0.5	0.5	1.7	1.2	0.5	1.7	0.9	0.8	1.9	1.0	0.9	0.8	0.9	-0.1	0.7	1.0	-0.3	0.9	0.1	0.8
Rhema	2.2	3.9	-1.7	16	0.3	0.6	-0.3	0.6	0.9	-0.3	0.3	0.6	-0.3	0.5	0.8	-0.3	0.5	1.0	-0.5	1.0	1.6	-0.6	0.3	0.6	-0.3
Rock	19.5	18.0	1.5	1	4.2	4.3	-0.1	9.2	8.2	1.0	8.9	8.3	0.6	13.1	11.8	1.3	5.8	4.9	0.9	2.2	1.9	0.3	5.6	4.6	1.0
Sport Nation	1.1	0.8	0.3	20	*	*	*	*	*	*	*	*	*	0.3	*	*	1.0	0.6	0.4	0.8	0.7	0.1	*	*	*
The Hits	12.3	11.2	1.1	8	2.8	3.5	-0.7	3.9	3.9	0.0	4.4	3.8	0.6	5.6	4.6	1.0	3.6	2.7	0.9	3.2	2.5	0.7	1.7	1.4	0.3
The Sound	14.7	12.8	1.9	5	1.0	0.5	0.5	3.4	2.8	0.6	3.1	3.0	0.1	5.1	4.7	0.4	7.3	7.0	0.3	8.4	7.3	1.1	2.5	2.6	-0.1
ZM	15.6	14.2	1.4	2	3.8	3.4	0.4	8.0	6.3	1.7	8.7	8.3	0.4	11.2	10.3	0.9	2.9	2.4	0.5	0.3	0.4	-0.1	5.7	5.2	0.5
MediaWorks Combo	79.1	79.5	-0.4		12.0	13.8	-1.8	24.6	23.0	1.6	25.5	24.8	0.7	36.6	35.2	1.4	24.7	23.9	0.8	24.4	24.2	0.2	16.5	16.5	0.0
NZME Combo	46.7	42.5	4.2		6.5	5.7	0.8	14.6	12.2	2.4	16.0	14.8	1.2	21.7	18.9	2.8	14.2	12.3	1.9	13.0	12.2	0.8	10.4	9.4	1.0
All Commercial Radio	105.6	106.9	-1.3		16.8	18.5	-1.7	32.1	30.4	1.7	33.2	33.5	-0.3	47.3	46.8	0.5	31.4	30.1	1.3	31.4	30.6	0.8	21.3	22.2	-0.9
Potential (000)	157.0	157.0	0.0		34.9	34.9	0.0	50.5	50.8	-0.3	46.8	46.8	0.0	66.8	66.8	0.0	41.3	41.3	0.0	39.6	39.6	0.0	30.0	28.9	1.1
Sample	817	823	-6		126	125	1	254	256	-2	243	256	-13	352	366	-14	218	223	-5	220	217	3	165	163	2

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 (until S1 26), iHeartCountry (from S2 26), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui

*iHeartCountry was rebranded from Gold Sport from May 4th 2026. S2 2026 includes combined iHeartCountry / Gold Sport listening



MANAWATU COMMERCIAL RADIO - GfK SURVEY 2 2026

Cumulative Audience (000's) by Daypart, People 10+
Survey Comparisons: 1/2026 - 2/2026

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

	This	Last	+/-
Potential (000)	157.0	157.0	0.0
Sample Size	817	823	-6

	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	9.6	-1.0	6	6.4	6.9	-0.5	7.9	9.1	-1.2	7.7	8.4	-0.7	3.8	3.3	0.5	2.6	3.5	-0.9	9.3	10.5	-1.2
Breeze Classic	9.4	8.5	0.9	3	9.7	9.8	-0.1	10.1	9.5	0.6	7.9	6.7	1.2	3.8	3.8	0.0	1.4	1.9	-0.5	9.3	9.0	0.3
Channel X	5.8	7.2	-1.4	9	4.8	6.9	-2.1	4.9	8.0	-3.1	5.5	4.7	0.8	1.8	3.0	-1.2	2.2	1.9	0.3	5.4	7.7	-2.3
Coast	3.5	2.9	0.6	12	3.1	2.7	0.4	4.1	3.5	0.6	3.5	2.4	1.1	2.2	1.0	1.2	0.9	0.9	0.0	3.6	3.3	0.3
Edge	5.9	7.3	-1.4	8	3.9	3.9	0.0	5.5	5.6	-0.1	5.3	5.8	-0.5	2.8	2.7	0.1	0.8	1.2	-0.4	5.7	5.9	-0.2
George FM	*	0.5	*	*	*	0.4	*	0.8	0.5	0.3	1.0	0.9	0.1	1.0	0.8	0.2	0.2	0.2	0.0	0.8	0.8	0.0
iHeartCountry*	0.3	n.a.	*	19	0.3	n.a.	*	0.6	n.a.	*	0.3	n.a.	*	*	n.a.	*	0.6	n.a.	*	1.0	n.a.	*
Kia Ora FM	0.4	0.5	-0.1	18	1.1	0.8	0.3	0.8	0.7	0.1	0.4	0.3	0.1	*	*	*	0.3	0.2	0.1	1.1	1.1	0.0
Life FM	2.4	2.5	-0.1	13	1.7	1.7	0.0	1.8	1.8	0.0	1.5	1.3	0.2	0.8	0.7	0.1	0.3	0.3	0.0	2.6	2.6	0.0
Mai FM	5.4	5.5	-0.1	10	5.4	4.6	0.8	6.7	6.3	0.4	7.9	7.6	0.3	3.6	3.9	-0.3	1.4	1.9	-0.5	6.1	6.0	0.1
More FM	9.4	8.8	0.6	3	6.6	5.7	0.9	8.9	8.5	0.4	7.1	7.2	-0.1	3.1	2.9	0.2	0.5	1.0	-0.5	7.8	10.0	-2.2
Newstalk ZB	8.7	9.8	-1.1	5	6.9	6.9	0.0	6.8	6.5	0.3	6.3	6.5	-0.2	6.2	5.5	0.7	4.0	4.2	-0.2	10.1	9.8	0.3
Radio Control	0.9	0.8	0.1	16	1.0	1.0	0.0	1.0	1.1	-0.1	0.5	0.4	0.1	0.8	0.8	0.0	*	*	*	1.4	1.4	0.0
Radio Hauraki	1.8	1.4	0.4	14	1.2	0.8	0.4	1.0	1.2	-0.2	1.5	0.9	0.6	1.1	0.8	0.3	0.6	*	*	1.8	1.7	0.1
Rhema	1.0	1.7	-0.7	15	1.2	2.0	-0.8	1.7	2.5	-0.8	0.8	0.9	-0.1	0.2	0.2	0.0	0.2	0.2	0.0	1.6	1.9	-0.3
Rock	11.5	12.0	-0.5	1	9.3	9.1	0.2	11.6	10.7	0.9	10.0	9.0	1.0	3.3	3.6	-0.3	2.4	2.0	0.4	9.2	8.4	0.8
Sport Nation	0.5	0.1	0.4	17	0.9	0.5	0.4	0.3	0.2	0.1	0.4	0.2	0.2	0.2	0.3	-0.1	0.1	*	*	0.2	0.3	-0.1
The Hits	4.5	5.1	-0.6	11	3.4	3.2	0.2	7.1	6.8	0.3	7.3	6.3	1.0	3.6	2.8	0.8	2.1	1.7	0.4	8.2	6.0	2.2
The Sound	8.3	6.9	1.4	7	7.5	6.3	1.2	8.6	7.0	1.6	6.4	5.1	1.3	3.3	2.5	0.8	1.9	1.4	0.5	7.4	7.2	0.2
ZM	9.7	9.5	0.2	2	7.9	6.1	1.8	9.2	7.8	1.4	5.2	3.1	2.1	2.0	1.8	0.2	1.7	1.0	0.7	9.5	9.7	-0.2
MediaWorks Combo	54.0	52.5	1.5		45.6	45.3	0.3	51.6	50.4	1.2	50.5	46.4	4.1	23.6	24.1	-0.5	12.5	14.0	-1.5	53.1	53.4	-0.3
NZME Combo	26.8	27.3	-0.5		21.7	19.9	1.8	26.9	24.3	2.6	23.0	19.0	4.0	14.4	12.1	2.3	9.4	8.5	0.9	33.1	30.2	2.9
All Commercial Radio	77.5	77.7	-0.2		67.4	65.5	1.9	75.5	74.1	1.4	66.9	61.9	5.0	37.0	37.4	-0.4	20.6	21.0	-0.4	80.7	80.5	0.2

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 (until S1 26), iHeartCountry (from S2 26), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui

*iHeartCountry was rebranded from Gold Sport from May 4th 2026. S2 2026 includes combined iHeartCountry / Gold Sport listening



MANAWATU COMMERCIAL RADIO - GfK SURVEY 2 2026

Average Time Spent Listening (hh:mm) by Demographic, Mon-Sun 12mn-12mn
Survey Comparisons: 1/2026 - 2/2026

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

	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	10:38	10:41	-0:02	3:29	5:06	-1:36	2:26	2:53	-0:27	6:32	6:36	-0:03	6:41	8:36	-1:54	9:58	9:36	0:21	12:43	11:28	1:15	8:10	8:57	-0:47
Breeze Classic	20:23	16:12	4:11	8:12	11:15	-3:02	6:42	7:16	-0:34	10:05	8:36	1:28	10:07	9:22	0:45	18:55	14:29	4:25	26:00	20:19	5:41	4:17	13:10	-8:52
Channel X	12:09	10:17	1:52	2:57	5:07	-2:10	15:54	12:51	3:03	15:44	13:14	2:30	13:21	11:39	1:42	7:38	7:36	0:02	13:32	11:23	2:09	4:14	4:12	0:01
Coast	9:01	10:15	-1:14	1:54	*	*	5:40	2:17	3:23	4:32	3:58	0:33	5:08	5:21	-0:13	14:20	13:47	0:33	13:42	12:21	1:20	11:51	8:17	3:34
Edge	5:35	5:18	0:17	5:03	4:34	0:28	4:49	3:44	1:04	4:53	4:04	0:48	4:46	4:25	0:21	9:34	8:39	0:55	11:23	8:41	2:42	4:59	4:25	0:33
George FM	3:57	3:59	-0:01	3:00	3:31	-0:31	3:07	2:56	0:10	2:36	2:28	0:07	4:38	4:46	-0:07	5:03	5:53	-0:49	2:36	2:45	-0:08	6:00	3:51	2:08
iHeartCountry*	1:35	n.a.	*	1:11	n.a.	*	1:39	n.a.	*	1:47	n.a.	*	1:47	n.a.	*	0:15	n.a.	*	0:15	n.a.	*	2:02	n.a.	*
Kia Ora FM	6:36	7:21	-0:44	2:07	3:45	-1:37	3:02	3:44	-0:41	9:48	8:40	1:07	8:57	8:02	0:55	6:16	6:24	-0:07	7:19	6:28	0:51	0:45	3:24	-2:39
Life FM	5:04	4:51	0:13	2:34	2:37	-0:03	4:35	4:16	0:19	4:06	3:58	0:08	4:11	3:58	0:12	3:27	3:03	0:24	4:54	4:14	0:39	3:39	3:31	0:07
Mai FM	9:41	9:44	-0:03	4:13	6:00	-1:46	11:30	9:52	1:38	14:50	15:49	-0:59	12:44	12:58	-0:14	3:56	4:51	-0:55	4:39	6:07	-1:28	15:29	10:51	4:37
More FM	8:51	6:58	1:53	4:50	3:49	1:01	4:01	3:42	0:19	4:14	4:27	-0:13	9:08	6:46	2:22	15:00	8:46	6:14	13:49	10:52	2:57	12:16	7:00	5:15
Newstalk ZB	15:07	15:04	0:03	23:29	*	*	15:19	14:14	1:04	11:23	12:10	-0:47	10:19	11:07	-0:47	11:51	11:46	0:04	16:30	16:08	0:21	16:08	18:11	-2:02
Radio Control	4:07	3:23	0:44	7:00	7:00	0:00	3:20	3:36	-0:16	3:05	3:02	0:03	3:05	3:27	-0:21	10:51	3:42	7:08	5:03	1:39	3:23	13:14	7:14	5:59
Radio Hauraki	5:00	6:03	-1:02	2:04	1:45	0:19	4:39	5:08	-0:29	5:07	6:04	-0:57	5:32	5:33	-0:00	9:22	10:28	-1:06	7:52	9:54	-2:01	2:16	2:45	-0:28
Rhema	10:56	7:16	3:39	3:00	2:02	0:57	3:59	3:20	0:39	4:44	3:32	1:12	3:54	2:51	1:03	5:14	5:07	0:07	11:57	9:50	2:06	5:10	3:52	1:18
Rock	11:19	11:26	-0:06	10:09	9:13	0:56	7:55	8:15	-0:20	7:31	8:31	-1:00	9:58	10:54	-0:56	17:32	17:54	-0:21	21:27	20:01	1:26	9:53	11:00	-1:07
Sport Nation	7:57	8:21	-0:23	*	*	*	*	*	*	*	*	*	7:15	*	*	5:31	3:12	2:18	8:08	8:17	-0:08	*	*	*
The Hits	5:18	5:33	-0:15	3:21	6:22	-3:01	2:48	4:32	-1:44	4:34	3:51	0:43	4:41	4:03	0:38	7:17	7:02	0:14	8:38	7:55	0:42	2:10	2:02	0:07
The Sound	11:01	9:44	1:17	16:41	1:50	14:51	9:18	8:14	1:03	8:20	9:21	-1:01	9:01	9:16	-0:14	11:01	10:12	0:48	11:41	10:39	1:02	11:08	6:08	5:00
ZM	8:28	6:50	1:38	5:17	4:09	1:07	6:58	6:07	0:51	9:45	7:41	2:03	9:30	7:43	1:47	8:46	7:23	1:22	9:21	5:02	4:18	9:13	9:04	0:09
MediaWorks Combo	15:50	14:36	1:14	10:16	8:32	1:43	12:48	11:22	1:25	13:45	13:43	0:01	14:24	14:38	-0:14	16:52	15:44	1:07	19:46	17:29	2:17	13:49	12:12	1:36
NZME Combo	10:37	10:20	0:17	6:49	6:40	0:09	7:08	7:15	-0:07	8:55	7:49	1:05	8:52	7:53	0:59	11:27	10:48	0:38	14:26	13:56	0:30	10:34	10:28	0:06
All Commercial Radio	17:39	16:05	1:34	10:37	9:11	1:26	13:41	12:28	1:13	15:38	14:35	1:02	16:29	15:12	1:16	19:52	17:41	2:10	22:11	20:42	1:29	16:25	14:17	2:08
Potential (000)	157.0	157.0	0.0	34.9	34.9	0.0	50.5	50.8	-0.3	46.8	46.8	0.0	66.8	66.8	0.0	41.3	41.3	0.0	39.6	39.6	0.0	30.0	28.9	1.1
Sample	817	823	-6	126	125	1	254	256	-2	243	256	-13	352	366	-14	218	223	-5	220	217	3	165	163	2

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 (until S1 26), iHeartCountry (from S2 26), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui

*iHeartCountry was rebranded from Gold Sport from May 4th 2026. S2 2026 includes combined iHeartCountry / Gold Sport listening



MANAWATU COMMERCIAL RADIO - GfK SURVEY 2 2026

Average Time Spent Listening (hh:mm) by Daypart, People 10+
Survey Comparisons: 1/2026 - 2/2026

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

	This	Last	+/-
Potential (000)	157.0	157.0	0.0
Sample Size	817	823	-6

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

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 (until S1 26), iHeartCountry (from S2 26), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui

*iHeartCountry was rebranded from Gold Sport from May 4th 2026. S2 2026 includes combined iHeartCountry / Gold Sport listening