



NELSON 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 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	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	10.1	10.0	0.1	2	0.6	2.1	-1.5	7.9	6.8	1.1	10.9	8.5	2.4	8.5	7.4	1.1	9.6	10.7	-1.1	17.1	15.3	1.8	13.0	14.3	-1.3
Breeze Classic	8.3	8.6	-0.3	4	2.3	2.7	-0.4	1.6	1.6	0.0	0.6	0.6	0.0	2.0	1.9	0.1	3.3	3.3	0.0	7.9	7.8	0.1	1.1	1.4	-0.3
Channel X	7.2	6.5	0.7	6	5.0	7.5	-2.5	14.3	11.6	2.7	18.8	13.6	5.2	15.9	13.4	2.5	5.9	5.8	0.1	0.3	0.5	-0.2	13.3	13.1	0.2
Coast	5.0	5.6	-0.6	9	0.6	0.3	0.3	0.1	0.3	-0.2	1.2	1.1	0.1	3.0	2.2	0.8	5.4	6.9	-1.5	8.4	10.3	-1.9	2.5	2.3	0.2
Edge	6.3	5.6	0.7	8	21.6	18.6	3.0	11.5	11.8	-0.3	7.0	8.6	-1.6	6.4	8.0	-1.6	5.1	3.6	1.5	2.9	1.2	1.7	9.3	6.5	2.8
George FM	3.2	4.2	-1.0	11	3.0	7.2	-4.2	4.6	4.3	0.3	4.3	7.3	-3.0	6.3	7.5	-1.2	4.9	3.9	1.0	0.4	0.6	-0.2	4.8	4.4	0.4
iHeartCountry	2.5	n.a.	*	12	5.1	n.a.	*	8.1	n.a.	*	5.3	n.a.	*	3.4	n.a.	*	0.3	n.a.	*	1.0	n.a.	*	3.3	n.a.	*
Life FM	1.0	0.9	0.1	15	4.9	4.1	0.8	1.6	1.2	0.4	0.7	1.3	-0.6	1.0	1.3	-0.3	0.7	0.5	0.2	*	*	*	2.1	2.4	-0.3
More FM	7.4	5.1	2.3	5	14.8	14.2	0.6	4.3	4.0	0.3	4.0	1.3	2.7	4.6	2.9	1.7	8.6	6.9	1.7	8.2	6.1	2.1	5.2	1.9	3.3
Newstalk ZB	12.5	11.8	0.7	1	*	*	*	0.4	*	*	0.9	0.4	0.5	0.8	0.8	0.0	10.0	11.1	-1.1	21.4	20.0	1.4	1.2	1.0	0.2
Radio Hauraki	1.9	1.4	0.5	14	0.5	0.2	0.3	1.9	0.2	1.7	2.0	0.6	1.4	3.4	2.0	1.4	3.8	3.3	0.5	1.6	1.5	0.1	1.9	1.3	0.6
Rhema	1.0	0.8	0.2	15	*	*	*	*	0.1	*	*	0.1	*	0.7	1.0	-0.3	2.7	2.1	0.6	1.9	1.0	0.9	*	*	*
Rock	10.0	11.0	-1.0	3	17.1	18.3	-1.2	25.4	29.6	-4.2	22.6	26.9	-4.3	17.2	20.3	-3.1	6.2	4.5	1.7	2.6	2.0	0.6	13.3	10.2	3.1
Sanctuary	0.5	0.5	0.0	18	*	*	*	*	*	*	1.3	0.8	0.5	1.1	0.9	0.2	0.7	0.7	0.0	0.3	0.2	0.1	*	*	*
Sport Nation	0.6	0.8	-0.2	17	0.3	*	*	1.0	1.7	-0.7	1.0	1.6	-0.6	0.6	1.3	-0.7	0.7	0.9	-0.2	0.8	0.7	0.1	0.1	*	*
The Hits	3.4	3.8	-0.4	10	6.1	5.7	0.4	3.0	3.5	-0.5	4.2	4.4	-0.2	5.0	5.0	0.0	4.0	5.4	-1.4	1.5	3.3	-1.8	6.5	7.0	-0.5
The Sound	6.4	6.3	0.1	7	2.4	3.5	-1.1	2.1	2.6	-0.5	2.3	2.9	-0.6	6.5	3.9	2.6	11.9	10.6	1.3	8.0	10.2	-2.2	6.2	5.1	1.1
ZM	2.3	1.6	0.7	13	8.3	2.4	5.9	1.6	2.4	-0.8	2.8	3.3	-0.5	2.7	2.9	-0.2	1.6	1.3	0.3	0.4	0.4	0.0	4.4	5.2	-0.8
MediaWorks Combo	59.3	58.3	1.0		68.1	78.0	-9.9	73.1	76.0	-2.9	71.6	72.1	-0.5	68.2	66.9	1.3	55.4	49.3	6.1	47.3	43.6	3.7	67.5	60.2	7.3
NZME Combo	27.6	24.4	3.2		21.1	9.1	12.0	15.2	6.7	8.5	16.6	10.0	6.6	18.4	13.1	5.3	25.1	28.2	-3.1	34.2	35.7	-1.5	20.0	16.8	3.2
Potential (000)	92.3	92.3	0.0		17.4	17.4	0.0	24.0	23.8	0.2	23.8	23.8	0.0	36.9	36.9	0.0	27.4	27.4	0.0	26.7	26.7	0.0	11.3	12.1	-0.8
Sample	807	801	6		105	111	-6	132	136	-4	148	157	-9	272	287	-15	248	254	-6	286	265	21	102	110	-8

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



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

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	This	Last	+/-
Potential (000)	92.3	92.3	0.0
Sample Size	807	801	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	9.4	10.6	-1.2	3	8.8	8.3	0.5	9.3	8.4	0.9	14.3	14.6	-0.3	10.7	9.3	1.4	12.2	10.2	2.0	10.4	10.4	0.0
Breeze Classic	8.9	7.5	1.4	4	8.1	9.3	-1.2	7.4	8.2	-0.8	7.5	7.6	-0.1	9.0	11.8	-2.8	1.2	2.3	-1.1	10.1	10.0	0.1
Channel X	5.7	4.3	1.4	6	10.3	9.4	0.9	9.9	9.3	0.6	5.1	4.7	0.4	4.8	4.8	0.0	1.2	0.5	0.7	4.9	4.8	0.1
Coast	5.4	5.3	0.1	8	6.7	7.0	-0.3	4.2	6.3	-2.1	2.9	4.2	-1.3	3.1	3.1	0.0	1.9	1.8	0.1	5.9	5.4	0.5
Edge	5.6	4.6	1.0	7	5.2	3.6	1.6	6.1	5.3	0.8	8.8	9.0	-0.2	6.0	9.5	-3.5	5.4	4.4	1.0	7.0	6.2	0.8
George FM	2.1	2.5	-0.4	13	4.5	5.8	-1.3	3.6	5.4	-1.8	2.7	3.7	-1.0	2.3	2.5	-0.2	0.5	0.6	-0.1	3.1	4.0	-0.9
iHeartCountry	2.2	n.a.	*	12	2.6	n.a.	*	2.2	n.a.	*	3.3	n.a.	*	3.6	n.a.	*	1.2	n.a.	*	2.5	n.a.	*
Life FM	1.1	1.0	0.1	16	0.2	0.3	-0.1	0.7	0.6	0.1	1.0	1.0	0.0	2.9	2.3	0.6	1.0	0.6	0.4	1.7	1.7	0.0
More FM	8.2	6.2	2.0	5	7.8	4.8	3.0	6.5	3.5	3.0	7.5	5.6	1.9	5.5	2.4	3.1	6.0	4.2	1.8	7.8	6.9	0.9
Newstalk ZB	18.9	19.3	-0.4	1	7.2	7.2	0.0	6.2	5.3	0.9	11.5	10.2	1.3	24.5	22.1	2.4	47.1	45.5	1.6	12.4	10.8	1.6
Radio Hauraki	1.5	1.5	0.0	15	3.1	1.7	1.4	2.6	1.5	1.1	1.3	1.2	0.1	1.6	0.8	0.8	0.1	1.7	-1.6	1.0	1.1	-0.1
Rhema	1.6	1.2	0.4	14	0.7	0.5	0.2	0.8	0.6	0.2	*	*	*	1.5	1.4	0.1	3.1	1.1	2.0	1.0	1.1	-0.1
Rock	10.9	13.0	-2.1	2	10.4	12.0	-1.6	12.0	13.0	-1.0	12.0	11.0	1.0	5.1	6.0	-0.9	4.2	5.2	-1.0	7.3	7.8	-0.5
Sanctuary	0.7	0.5	0.2	17	0.6	0.5	0.1	0.7	0.6	0.1	0.6	0.5	0.1	*	*	*	*	*	*	0.3	0.4	-0.1
Sport Nation	0.5	0.3	0.2	18	0.9	1.3	-0.4	0.6	1.0	-0.4	0.2	0.4	-0.2	0.1	0.1	0.0	0.1	2.8	-2.7	0.6	0.6	0.0
The Hits	2.8	3.2	-0.4	11	2.6	3.6	-1.0	3.7	3.6	0.1	3.8	3.7	0.1	2.9	7.0	-4.1	5.0	8.2	-3.2	3.9	3.8	0.1
The Sound	3.1	3.2	-0.1	10	7.9	6.9	1.0	9.2	8.8	0.4	5.7	5.2	0.5	4.1	4.7	-0.6	0.9	1.0	-0.1	6.2	7.2	-1.0
ZM	3.2	2.9	0.3	9	0.9	0.6	0.3	1.8	1.4	0.4	3.5	1.8	1.7	3.6	1.1	2.5	1.2	1.2	0.0	2.4	1.7	0.7
MediaWorks Combo	54.2	53.6	0.6		63.6	60.7	2.9	64.9	62.6	2.3	63.7	62.9	0.8	47.5	51.1	-3.6	31.6	28.5	3.1	57.2	58.9	-1.7
NZME Combo	34.2	32.3	1.9		23.3	20.1	3.2	20.8	18.3	2.5	26.3	21.1	5.2	39.4	34.0	5.4	56.4	58.4	-2.0	28.2	23.2	5.0

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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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	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	11.1	10.4	0.7	3	0.4	0.7	-0.3	2.5	2.2	0.3	3.2	2.5	0.7	4.1	3.4	0.7	4.1	3.5	0.6	5.7	5.0	0.7	1.8	1.6	0.2
Breeze Classic	6.9	7.4	-0.5	8	0.3	0.3	0.0	0.3	0.3	0.0	0.1	0.2	-0.1	0.8	0.8	0.0	1.6	2.1	-0.5	2.9	3.7	-0.8	0.3	0.5	-0.2
Channel X	7.2	7.7	-0.5	7	1.7	1.8	-0.1	2.8	3.3	-0.5	3.6	3.8	-0.2	5.1	5.4	-0.3	1.8	1.9	-0.1	0.4	0.5	-0.1	1.4	1.5	-0.1
Coast	6.9	6.8	0.1	8	0.6	0.3	0.3	0.2	0.6	-0.4	0.5	1.1	-0.6	1.8	1.8	0.0	2.6	2.4	0.2	3.5	3.7	-0.2	0.6	0.7	-0.1
Edge	11.3	10.8	0.5	2	4.2	3.4	0.8	4.7	4.6	0.1	3.9	4.1	-0.2	6.0	6.0	0.0	2.9	2.9	0.0	1.0	1.3	-0.3	2.6	2.3	0.3
George FM	6.8	6.7	0.1	10	1.5	1.0	0.5	3.3	2.9	0.4	2.7	3.2	-0.5	4.5	4.7	-0.2	2.5	2.1	0.4	0.8	0.8	0.0	1.5	1.1	0.4
iHeartCountry	2.7	n.a.	*	14	0.6	n.a.	*	1.3	n.a.	*	1.2	n.a.	*	1.5	n.a.	*	0.4	n.a.	*	0.6	n.a.	*	0.3	n.a.	*
Life FM	2.4	2.3	0.1	15	1.2	1.0	0.2	1.1	1.1	0.0	0.9	1.1	-0.2	1.1	1.3	-0.2	0.4	0.2	0.2	0.1	*	*	0.4	0.5	-0.1
More FM	10.4	9.1	1.3	4	2.7	1.7	1.0	2.1	2.0	0.1	2.2	2.0	0.2	4.2	4.2	0.0	3.9	4.1	-0.2	2.8	2.7	0.1	1.8	1.1	0.7
Newstalk ZB	8.1	6.9	1.2	5	*	*	*	0.2	*	*	0.5	0.2	0.3	1.0	0.7	0.3	2.3	2.0	0.3	4.4	3.7	0.7	0.4	0.3	0.1
Radio Hauraki	4.2	3.4	0.8	12	0.4	0.2	0.2	1.3	0.3	1.0	1.6	0.7	0.9	3.3	2.2	1.1	2.0	2.3	-0.3	0.5	0.9	-0.4	0.9	0.4	0.5
Rhema	1.5	1.4	0.1	16	0.1	*	*	*	0.3	*	*	0.3	*	0.5	0.9	-0.4	1.2	1.0	0.2	0.9	0.5	0.4	*	*	*
Rock	11.8	10.2	1.6	1	3.0	2.0	1.0	5.7	5.7	0.0	6.1	6.3	-0.2	7.6	7.1	0.5	2.3	1.5	0.8	1.2	1.0	0.2	2.1	1.2	0.9
Sanctuary	0.9	0.8	0.1	17	*	*	*	*	*	*	0.1	0.1	0.0	0.6	0.6	0.0	0.8	0.7	0.1	0.3	0.2	0.1	*	*	*
Sport Nation	0.9	0.8	0.1	17	0.2	*	*	0.1	0.2	-0.1	0.1	0.2	-0.1	0.1	0.3	-0.2	0.3	0.3	0.0	0.5	0.4	0.1	*	*	*
The Hits	7.8	7.4	0.4	6	2.5	1.7	0.8	1.7	2.0	-0.3	1.9	2.3	-0.4	3.6	3.6	0.0	2.5	2.5	0.0	1.5	1.9	-0.4	1.7	1.6	0.1
The Sound	5.6	5.8	-0.2	11	0.8	0.9	-0.1	0.5	0.6	-0.1	0.6	0.7	-0.1	1.8	1.2	0.6	2.6	2.7	-0.1	2.3	3.1	-0.8	0.6	0.5	0.1
ZM	4.1	4.2	-0.1	13	1.0	0.8	0.2	1.4	1.8	-0.4	2.1	2.4	-0.3	2.9	3.1	-0.2	1.1	1.0	0.1	0.3	0.3	0.0	1.1	1.5	-0.4
MediaWorks Combo	50.5	50.0	0.5		10.0	8.6	1.4	14.0	15.1	-1.1	14.7	15.8	-1.1	22.8	22.9	-0.1	15.5	15.1	0.4	13.4	14.0	-0.6	7.3	6.8	0.5
NZME Combo	30.2	26.7	3.5		4.5	2.9	1.6	5.6	4.6	1.0	7.1	6.3	0.8	12.2	10.8	1.4	9.6	9.4	0.2	9.5	9.5	0.0	4.6	4.0	0.6
All Commercial Radio	69.7	68.5	1.2		12.9	11.4	1.5	17.3	17.6	-0.3	18.5	19.2	-0.7	29.6	29.8	-0.2	22.7	22.2	0.5	20.2	20.4	-0.2	9.8	9.6	0.2
Potential (000)	92.3	92.3	0.0		17.4	17.4	0.0	24.0	23.8	0.2	23.8	23.8	0.0	36.9	36.9	0.0	27.4	27.4	0.0	26.7	26.7	0.0	11.3	12.1	-0.8
Sample	807	801	6		105	111	-6	132	136	-4	148	157	-9	272	287	-15	248	254	-6	286	265	21	102	110	-8

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Potential (000)	92.3	92.3	0.0
Sample Size	807	801	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	5.7	5.8	-0.1	4	5.2	5.1	0.1	6.3	5.2	1.1	6.1	5.4	0.7	1.7	1.3	0.4	1.5	1.1	0.4	6.8	6.5	0.3
Breeze Classic	3.9	3.7	0.2	8	4.1	4.8	-0.7	3.3	3.6	-0.3	3.3	3.1	0.2	1.2	1.4	-0.2	0.2	0.4	-0.2	5.0	4.9	0.1
Channel X	4.3	4.4	-0.1	6	5.2	5.1	0.1	5.1	5.5	-0.4	4.4	4.4	0.0	1.6	1.7	-0.1	0.2	0.3	-0.1	3.6	3.8	-0.2
Coast	3.8	3.4	0.4	9	3.6	4.1	-0.5	3.4	3.9	-0.5	2.5	3.0	-0.5	1.1	0.9	0.2	0.8	0.8	0.0	4.5	3.4	1.1
Edge	7.1	5.2	1.9	2	5.0	4.1	0.9	6.3	5.6	0.7	5.5	5.7	-0.2	2.3	2.4	-0.1	1.3	1.5	-0.2	7.0	6.4	0.6
George FM	3.1	3.1	0.0	10	3.7	3.7	0.0	2.8	3.6	-0.8	3.6	3.5	0.1	1.1	1.0	0.1	0.3	0.3	0.0	3.5	3.1	0.4
iHeartCountry	1.9	n.a.	*	14	1.8	n.a.	*	1.7	n.a.	*	1.5	n.a.	*	0.8	n.a.	*	0.3	n.a.	*	1.8	n.a.	*
Life FM	1.6	1.5	0.1	15	0.6	0.5	0.1	0.7	0.6	0.1	1.0	1.2	-0.2	0.8	0.8	0.0	0.6	0.1	0.5	1.5	2.0	-0.5
More FM	5.6	3.8	1.8	5	5.0	3.3	1.7	5.7	4.2	1.5	6.0	5.1	0.9	2.1	1.3	0.8	1.1	0.7	0.4	6.0	5.1	0.9
Newstalk ZB	6.4	5.8	0.6	3	4.5	3.9	0.6	4.2	3.6	0.6	3.7	3.4	0.3	2.6	2.0	0.6	2.4	2.0	0.4	6.2	5.0	1.2
Radio Hauraki	2.3	1.5	0.8	13	2.7	1.4	1.3	2.8	2.3	0.5	1.2	1.0	0.2	0.8	0.5	0.3	0.1	0.3	-0.2	2.0	1.5	0.5
Rhema	0.9	0.5	0.4	16	0.5	0.3	0.2	0.8	0.9	-0.1	0.1	*	*	0.5	0.4	0.1	0.4	0.2	0.2	0.9	0.6	0.3
Rock	7.2	6.4	0.8	1	6.1	5.6	0.5	6.6	5.8	0.8	6.3	5.1	1.2	2.6	2.4	0.2	0.9	1.2	-0.3	6.6	5.7	0.9
Sanctuary	0.5	0.3	0.2	17	0.7	0.6	0.1	0.7	0.6	0.1	0.3	0.3	0.0	*	*	*	*	*	*	0.5	0.6	-0.1
Sport Nation	0.5	0.2	0.3	17	0.6	0.4	0.2	0.4	0.4	0.0	0.2	0.3	-0.1	0.1	0.1	0.0	0.1	0.2	-0.1	0.5	0.5	0.0
The Hits	4.1	3.3	0.8	7	4.1	4.6	-0.5	4.8	4.7	0.1	4.0	3.2	0.8	2.3	2.5	-0.2	0.5	0.5	0.0	4.4	3.5	0.9
The Sound	3.0	3.2	-0.2	11	2.8	3.1	-0.3	3.5	3.7	-0.2	2.9	2.9	0.0	1.1	0.9	0.2	0.1	0.1	0.0	3.6	3.9	-0.3
ZM	2.7	2.4	0.3	12	1.3	0.9	0.4	2.7	2.1	0.6	2.1	1.6	0.5	0.7	0.4	0.3	0.1	0.1	0.0	1.9	2.1	-0.2
MediaWorks Combo	33.1	30.6	2.5		30.8	29.6	1.2	32.7	31.0	1.7	32.2	30.5	1.7	12.2	11.4	0.8	4.5	4.7	-0.2	34.1	32.5	1.6
NZME Combo	19.7	16.1	3.6		17.1	14.1	3.0	18.8	15.9	2.9	14.3	11.9	2.4	8.2	6.2	2.0	4.0	3.6	0.4	19.7	15.5	4.2
All Commercial Radio	52.3	48.2	4.1		47.2	45.0	2.2	49.2	46.8	2.4	46.4	43.8	2.6	22.0	20.3	1.7	10.1	9.0	1.1	53.5	52.4	1.1

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



NELSON 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	11:17	11:10	0:07	2:27	3:34	-1:07	9:06	9:32	-0:25	10:33	11:25	-0:51	10:24	10:49	-0:25	9:30	11:44	-2:13	11:52	12:02	-0:09	12:11	12:38	-0:26
Breeze Classic	15:02	13:31	1:31	11:53	12:13	-0:20	15:06	14:51	0:15	11:45	11:45	0:00	12:51	11:28	1:23	8:29	6:03	2:25	10:38	8:23	2:14	6:21	4:19	2:01
Channel X	12:16	9:58	2:18	4:43	4:45	-0:02	14:21	10:57	3:24	15:40	11:53	3:47	15:30	12:11	3:18	13:23	11:28	1:54	3:01	4:06	-1:04	16:16	12:38	3:37
Coast	8:57	9:32	-0:35	1:29	1:06	0:23	2:08	1:40	0:28	7:12	3:19	3:52	8:33	6:09	2:23	8:28	10:50	-2:22	9:30	11:05	-1:35	6:50	4:40	2:09
Edge	6:52	6:02	0:49	8:08	6:23	1:45	7:02	8:00	-0:57	5:33	6:58	-1:25	5:24	6:31	-1:07	7:06	4:48	2:18	11:05	3:35	7:29	5:53	3:56	1:57
George FM	5:45	7:23	-1:37	3:11	8:42	-5:30	4:03	4:35	-0:32	4:59	7:42	-2:43	7:06	7:57	-0:51	7:54	7:02	0:52	1:59	2:55	-0:56	5:14	5:45	-0:31
iHeartCountry	11:14	n.a.	*	13:16	n.a.	*	18:02	n.a.	*	13:07	n.a.	*	11:30	n.a.	*	3:22	n.a.	*	6:32	n.a.	*	19:23	n.a.	*
Life FM	5:20	4:44	0:36	6:38	4:42	1:56	4:13	3:13	1:00	2:19	3:48	-1:29	4:25	4:45	-0:19	8:15	9:55	-1:39	0:45	*	*	9:44	7:32	2:11
More FM	8:46	6:32	2:13	8:37	9:46	-1:09	5:50	6:15	-0:24	5:32	2:14	3:17	5:30	3:27	2:03	8:57	6:27	2:29	11:35	8:50	2:44	4:45	2:28	2:17
Newstalk ZB	19:00	20:13	-1:13	*	*	*	5:00	*	*	5:21	5:29	-0:08	4:22	5:30	-1:07	17:30	21:09	-3:39	19:19	21:15	-1:56	4:59	4:56	0:03
Radio Hauraki	5:41	4:51	0:49	2:11	1:00	1:11	4:12	1:55	2:17	3:44	3:19	0:24	5:08	4:31	0:37	7:30	5:32	1:57	11:17	6:40	4:36	3:35	4:03	-0:27
Rhema	7:57	6:10	1:47	1:00	*	*	*	1:00	*	*	1:00	*	7:45	5:27	2:17	9:04	8:20	0:44	8:48	7:53	0:54	*	*	*
Rock	10:28	12:42	-2:13	9:08	10:36	-1:28	12:47	16:15	-3:28	11:17	14:26	-3:09	11:19	14:02	-2:43	11:01	11:16	-0:14	8:31	7:59	0:31	10:17	11:51	-1:33
Sanctuary	7:22	6:33	0:49	*	*	*	*	*	*	31:00	31:00	0:00	9:26	7:09	2:17	3:30	3:37	-0:06	3:40	4:30	-0:49	*	*	*
Sport Nation	7:43	11:33	-3:50	3:00	*	*	28:15	28:15	0:00	28:15	28:15	0:00	21:52	22:17	-0:25	8:28	10:10	-1:42	7:12	7:38	-0:25	4:00	*	*
The Hits	5:21	6:05	-0:43	3:51	3:54	-0:02	5:00	5:27	-0:26	6:35	6:28	0:06	6:55	6:47	0:08	6:24	8:16	-1:51	3:59	6:47	-2:48	6:21	6:00	0:21
The Sound	14:05	12:46	1:18	4:32	4:40	-0:08	11:24	13:36	-2:11	11:17	13:44	-2:27	17:46	15:35	2:10	18:35	14:54	3:40	13:45	13:15	0:30	16:44	15:19	1:25
ZM	6:47	4:26	2:21	13:24	3:38	9:46	3:11	4:07	-0:55	4:11	4:33	-0:22	4:42	4:35	0:07	5:46	4:44	1:01	4:56	4:51	0:05	6:23	4:55	1:28
MediaWorks Combo	14:32	13:41	0:51	10:42	10:28	0:14	14:59	15:45	-0:46	14:48	15:20	-0:31	15:01	14:26	0:35	14:27	12:29	1:58	13:56	12:18	1:37	15:21	12:24	2:56
NZME Combo	11:20	10:44	0:36	7:21	3:38	3:42	7:48	4:33	3:15	7:06	5:19	1:46	7:31	5:57	1:34	10:33	11:26	-0:53	14:08	15:00	-0:51	7:10	5:57	1:13
All Commercial Radio	17:45	17:07	0:38	12:15	10:08	2:07	16:31	17:51	-1:19	16:30	17:31	-1:00	16:58	16:36	0:21	17:53	17:12	0:40	19:27	19:26	0:01	16:56	14:36	2:20
Potential (000)	92.3	92.3	0.0	17.4	17.4	0.0	24.0	23.8	0.2	23.8	23.8	0.0	36.9	36.9	0.0	27.4	27.4	0.0	26.7	26.7	0.0	11.3	12.1	-0.8
Sample	807	801	6	105	111	-6	132	136	-4	148	157	-9	272	287	-15	248	254	-6	286	265	21	102	110	-8

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



NELSON 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)	92.3	92.3	0.0
Sample Size	807	801	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	3:40	4:00	-0:19	4:10	3:44	0:26	4:14	4:31	-0:17	3:01	3:23	-0:21	3:58	3:50	0:08	2:37	3:04	-0:26	3:56	3:44	0:11
Breeze Classic	5:04	4:25	0:38	4:47	4:29	0:17	6:28	6:22	0:05	2:59	3:00	-0:01	4:42	4:40	0:02	1:34	1:50	-0:16	5:19	4:47	0:32
Channel X	2:54	2:05	0:48	4:50	4:18	0:32	5:36	4:44	0:51	1:30	1:20	0:09	1:53	1:31	0:21	2:13	0:39	1:33	3:31	2:56	0:34
Coast	3:10	3:21	-0:11	4:28	3:55	0:32	3:33	4:31	-0:57	1:30	1:44	-0:14	1:45	1:52	-0:07	0:43	0:46	-0:02	3:24	3:40	-0:16
Edge	1:45	1:57	-0:11	2:30	2:01	0:29	2:47	2:38	0:08	2:03	1:58	0:04	1:36	2:05	-0:29	1:17	0:58	0:18	2:34	2:15	0:19
George FM	1:29	1:43	-0:13	2:56	3:35	-0:38	3:42	4:13	-0:30	0:58	1:19	-0:20	1:15	1:22	-0:06	0:39	0:43	-0:03	2:21	2:59	-0:38
iHeartCountry	2:32	n.a.	*	3:31	n.a.	*	3:38	n.a.	*	2:53	n.a.	*	2:55	n.a.	*	1:13	n.a.	*	3:40	n.a.	*
Life FM	1:28	1:28	-0:00	1:00	1:09	-0:09	2:44	2:25	0:18	1:16	1:03	0:12	2:16	1:34	0:42	0:31	1:45	-1:13	2:54	1:58	0:56
More FM	3:16	3:31	-0:14	3:51	3:19	0:31	3:18	2:18	0:59	1:37	1:21	0:15	1:35	1:00	0:35	1:43	2:05	-0:21	3:23	3:08	0:15
Newstalk ZB	6:35	7:14	-0:39	3:58	4:16	-0:18	4:16	4:11	0:05	3:58	3:42	0:16	5:45	5:55	-0:10	6:04	7:50	-1:45	5:14	5:04	0:10
Radio Hauraki	1:27	2:13	-0:46	2:45	2:50	-0:05	2:42	1:49	0:53	1:27	1:31	-0:03	1:09	0:54	0:15	0:15	2:00	-1:45	1:21	1:40	-0:18
Rhema	4:08	4:57	-0:49	3:33	3:58	-0:24	2:54	1:41	1:13	0:15	*	*	1:50	1:52	-0:02	2:34	2:00	0:34	2:55	4:04	-1:09
Rock	3:20	4:26	-1:06	4:10	4:56	-0:46	5:17	6:13	-0:56	2:27	2:43	-0:15	1:12	1:19	-0:06	1:24	1:29	-0:04	2:51	3:10	-0:19
Sanctuary	3:18	3:56	-0:38	2:00	1:40	0:19	3:02	2:31	0:31	2:23	2:19	0:03	*	*	*	*	*	*	1:53	1:49	0:04
Sport Nation	2:19	3:00	-0:40	4:05	7:52	-3:46	4:44	6:27	-1:42	1:30	1:44	-0:13	0:30	0:30	0:00	0:15	5:13	-4:58	3:17	2:45	0:32
The Hits	1:30	2:05	-0:34	1:32	1:48	-0:15	2:12	2:09	0:03	1:14	1:26	-0:12	0:46	1:30	-0:44	2:55	5:05	-2:10	2:19	2:30	-0:11
The Sound	2:19	2:14	0:04	6:59	5:04	1:54	7:39	6:40	0:59	2:32	2:17	0:14	2:16	2:47	-0:30	2:16	2:30	-0:13	4:27	4:17	0:10
ZM	2:39	2:33	0:05	1:42	1:28	0:13	1:58	1:52	0:06	2:06	1:23	0:43	3:14	1:19	1:54	2:45	2:45	0:00	3:12	1:50	1:22
MediaWorks Combo	3:39	3:49	-0:09	5:03	4:43	0:19	5:43	5:38	0:05	2:33	2:35	-0:01	2:24	2:25	-0:00	2:12	2:02	0:09	4:21	4:12	0:08
NZME Combo	3:51	4:21	-0:30	3:19	3:17	0:02	3:11	3:12	-0:01	2:22	2:13	0:08	2:58	2:57	0:01	4:23	5:26	-1:03	3:43	3:28	0:15
All Commercial Radio	4:15	4:31	-0:15	5:11	5:08	0:03	5:52	5:58	-0:05	2:47	2:51	-0:04	2:47	2:39	0:08	3:06	3:45	-0:39	4:51	4:26	0:25

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