MANAWATU COMMERCIAL RADIO - GfK SURVEY 3 2026

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

Survey Comparisons: 2/2026 - 3/2026

This Survey Period: Sun Aug 10 to Sat Nov 1 2025 & Sun Feb 8 to Sat May 2 & Sun May 10 to Sat Aug 1 & Sun Aug 9 to Sat Oct 31 2026
Last 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

	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	7.7	8.9	-1.2	5	3.5	3.5	0.0	1.8	1.8	0.0	4.1	4.9	-0.8	4.6	5.5	-0.9	7.2	8.6	-1.4	8.6	9.6	-1.0	9.8	7.1	2.7
Breeze Classic	14.2	15.7	-1.5	1	3.3	4.1	-0.8	1.6	3.0	-1.4	1.6	2.9	-1.3	1.8	2.9	-1.1	9.9	11.5	-1.6	26.2	28.5	-2.3	1.4	1.4	0.0
Channel X	7.3	5.6	1.7	6	4.2	1.7	2.5	13.8	15.6	-1.8	15.6	15.4	0.2	13.5	10.9	2.6	6.2	2.5	3.7	3.2	2.3	0.9	6.0	3.0	3.0
Coast	5.1	3.8	1.3	10	0.6	0.3	0.3	1.6	1.4	0.2	1.8	1.3	0.5	5.3	1.6	3.7	10.3	8.1	2.2	7.1	7.3	-0.2	5.0	4.7	0.3
Edge	3.2	3.1	0.1	12	7.5	7.9	-0.4	7.5	6.3	1.2	5.0	5.1	-0.1	3.4	3.7	-0.3	2.9	2.3	0.6	2.7	1.9	0.8	3.5	2.6	0.9
George FM	0.1	0.4	-0.3	20	0.2	0.3	-0.1	0.4	0.4	0.0	0.4	0.3	0.1	0.3	0.6	-0.3	0.1	0.7	-0.6	*	0.2	*	0.3	0.2	0.1
iHeartCountry*	0.2	0.2	0.0	18	0.7	0.2	0.5	0.4	0.5	-0.1	0.3	0.4	-0.1	0.2	0.3	-0.1	*	*	*	*	*	*	0.1	0.5	-0.4
Kia Ora FM	0.3	0.7	-0.4	17	0.8	0.8	0.0	0.9	0.7	0.2	0.6	2.0	-1.4	0.4	1.4	-1.0	0.3	0.2	0.1	0.3	0.2	0.1	0.3	*	*
Life FM	1.2	1.0	0.2	13	1.0	0.9	0.1	2.2	1.9	0.3	1.8	1.4	0.4	1.5	1.2	0.3	0.5	0.4	0.1	0.5	0.4	0.1	0.8	0.7	0.1
Mai FM	7.2	5.9	1.3	7	16.6	7.7	8.9	16.5	16.4	0.1	16.7	16.6	0.1	12.2	11.7	0.5	3.0	1.3	1.7	0.7	0.5	0.2	9.5	9.6	-0.1
More FM	7.1	7.1	0.0	8	6.0	10.8	-4.8	5.2	4.6	0.6	5.3	4.4	0.9	9.1	9.6	-0.5	10.8	10.5	0.3	7.3	5.3	2.0	17.3	17.2	0.1
Newstalk ZB	13.0	10.8	2.2	2	7.2	6.5	0.7	5.2	4.0	1.2	6.2	3.3	2.9	5.7	3.9	1.8	8.6	8.3	0.3	15.2	14.4	0.8	10.2	9.5	0.7
Radio Control	0.2	0.4	-0.2	18	0.1	0.9	-0.8	0.1	0.8	-0.7	0.1	0.7	-0.6	0.1	0.5	-0.4	0.5	0.4	0.1	0.5	0.4	0.1	0.7	1.0	-0.3
Radio Hauraki	0.7	1.0	-0.3	14	1.1	1.2	-0.1	1.7	1.8	-0.1	1.6	1.6	0.0	1.2	1.3	-0.1	0.5	1.2	-0.7	0.2	0.8	-0.6	0.5	0.6	-0.1
Rhema	0.6	1.3	-0.7	15	0.6	0.4	0.2	1.1	0.6	0.5	0.9	0.3	0.6	0.6	0.2	0.4	0.7	0.4	0.3	0.7	1.7	-1.0	1.0	0.5	0.5
Rock	11.1	11.9	-0.8	3	17.0	23.6	-6.6	17.3	16.6	0.7	13.7	12.9	0.8	16.5	16.8	-0.3	15.4	16.4	-1.0	6.8	6.9	-0.1	10.7	15.9	-5.2
Sport Nation	0.4	0.5	-0.1	16	*	*	*	0.3	*	*	0.3	*	*	0.4	0.3	0.1	0.4	0.9	-0.5	0.7	0.9	-0.2	*	*	*
The Hits	3.3	3.5	-0.2	11	7.8	5.2	2.6	3.6	2.5	1.1	4.7	3.9	0.8	3.9	3.4	0.5	2.4	4.2	-1.8	2.3	4.0	-1.7	2.9	1.1	1.8
The Sound	8.6	8.7	-0.1	4	8.6	9.3	-0.7	5.8	7.1	-1.3	3.9	5.1	-1.2	4.8	5.9	-1.1	13.5	12.8	0.7	15.8	14.2	1.6	7.0	8.0	-1.0
ZM	5.5	7.1	-1.6	9	10.6	11.3	-0.7	9.2	12.7	-3.5	12.3	16.3	-4.0	9.6	13.7	-4.1	3.2	4.1	-0.9	0.7	0.4	0.3	11.8	14.9	-3.1
MediaWorks Combo	66.9	67.2	-0.3		67.4	69.0	-1.6	70.7	71.8	-1.1	66.9	67.5	-0.6	66.7	67.5	-0.8	68.9	66.7	2.2	71.3	69.3	2.0	65.5	65.1	0.4
NZME Combo	28.0	26.6	1.4		27.9	24.8	3.1	22.5	23.8	-1.3	27.5	27.6	-0.1	26.4	24.7	1.7	24.9	26.0	-1.1	25.6	27.0	-1.4	30.5	31.3	-0.8
Potential (000)	157.0	157.0	0.0		34.9	34.9	0.0	51.5	50.5	1.0	46.8	46.8	0.0	66.8	66.8	0.0	41.3	41.3	0.0	39.6	39.6	0.0	30.4	30.0	0.4
Sample	859	817	42		142	126	16	280	254	26	264	243	21	373	352	21	220	218	2	228	220	8	173	165	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, 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 & S3 2026 include combined iHeartCountry / Gold Sport listening*

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MANAWATU COMMERCIAL RADIO - GfK SURVEY 3 2026

Station Share (%) by Daypart, People 10+
Survey Comparisons: 2/2026 - 3/2026

This Survey Period: Sun Aug 10 to Sat Nov 1 2025 & Sun Feb 8 to Sat May 2 & Sun May 10 to Sat Aug 1 & Sun Aug 9 to Sat Oct 31 2026

Last 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

	This	Last	+/-
Potential (000)	157.0	157.0	0.0
Sample Size	859	817	42

	Breakfast Mon-Fri 6am-9am				Morning Mon-Fri 9am-12md			Afternoon Mon-Fri 12md-4pm			Drive Mon-Fri 4pm-7pm			Night Mon-Fri 7pm-12mn			Mid Dawn Mon-Fri 12mn-6am			Weekend Sat-Sun 12mn-12mn		
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	8.2	11.0	-2.8	4	6.7	6.5	0.2	7.4	7.3	0.1	9.2	10.8	-1.6	8.3	11.0	-2.7	2.7	3.7	-1.0	8.7	10.0	-1.3
Breeze Classic	11.7	12.7	-1.0	2	18.0	19.6	-1.6	16.8	18.5	-1.7	13.3	15.0	-1.7	10.4	11.4	-1.0	6.9	8.3	-1.4	13.5	15.3	-1.8
Channel X	6.2	4.1	2.1	8	9.7	7.1	2.6	8.6	6.4	2.2	8.6	6.4	2.2	2.9	3.8	-0.9	6.7	7.3	-0.6	5.8	4.4	1.4
Coast	4.1	2.6	1.5	10	6.3	3.7	2.6	6.0	3.9	2.1	4.0	3.2	0.8	8.4	8.9	-0.5	3.2	3.9	-0.7	4.1	3.7	0.4
Edge	3.9	3.5	0.4	11	2.3	2.5	-0.2	2.7	2.9	-0.2	3.1	4.0	-0.9	1.9	2.5	-0.6	7.6	2.8	4.8	3.6	3.2	0.4
George FM	*	*	*	*	*	*	*	0.1	0.3	-0.2	*	0.3	*	0.3	1.0	-0.7	0.1	0.2	-0.1	0.4	0.9	-0.5
iHeartCountry*	0.2	0.1	0.1	17	*	*	*	0.1	0.1	0.0	0.4	0.2	0.2	*	*	*	0.5	0.9	-0.4	0.2	0.5	-0.3
Kia Ora FM	0.2	0.5	-0.3	17	0.4	1.1	-0.7	0.3	0.6	-0.3	0.4	0.4	0.0	0.4	*	*	0.1	0.4	-0.3	0.4	1.1	-0.7
Life FM	1.2	1.0	0.2	13	1.1	1.0	0.1	0.9	0.7	0.2	1.4	1.0	0.4	0.7	0.5	0.2	1.0	1.1	-0.1	1.6	1.3	0.3
Mai FM	5.7	4.8	0.9	9	6.3	6.4	-0.1	6.4	5.6	0.8	9.3	8.7	0.6	7.4	5.8	1.6	7.0	7.4	-0.4	8.8	5.2	3.6
More FM	7.5	6.9	0.6	6	7.2	7.1	0.1	6.4	8.1	-1.7	8.1	9.2	-1.1	8.9	6.0	2.9	1.8	1.2	0.6	7.4	6.6	0.8
Newstalk ZB	18.8	15.1	3.7	1	6.0	6.2	-0.2	5.4	6.2	-0.8	10.8	7.0	3.8	24.8	20.6	4.2	41.1	24.0	17.1	13.6	12.2	1.4
Radio Control	0.2	0.3	-0.1	17	0.2	0.3	-0.1	0.2	0.6	-0.4	0.2	0.2	0.0	0.2	0.5	-0.3	*	*	*	0.3	0.7	-0.4
Radio Hauraki	0.7	0.8	-0.1	14	0.2	0.3	-0.1	0.2	0.4	-0.2	0.7	1.6	-0.9	1.9	1.6	0.3	1.3	1.8	-0.5	1.2	1.7	-0.5
Rhema	0.3	1.2	-0.9	16	0.4	1.8	-1.4	0.7	1.6	-0.9	0.2	0.3	-0.1	0.2	1.0	-0.8	*	0.1	*	1.3	1.5	-0.2
Rock	10.9	14.5	-3.6	3	12.6	14.0	-1.4	14.5	12.4	2.1	14.5	11.0	3.5	6.0	6.1	-0.1	7.5	15.5	-8.0	7.3	9.0	-1.7
Sport Nation	0.5	0.7	-0.2	15	0.5	0.9	-0.4	0.1	0.1	0.0	0.2	0.4	-0.2	0.5	0.3	0.2	0.4	0.6	-0.2	0.7	0.4	0.3
The Hits	2.8	2.4	0.4	12	2.2	1.7	0.5	3.2	3.6	-0.4	3.1	4.1	-1.0	3.7	3.9	-0.2	4.0	7.5	-3.5	4.4	4.6	-0.2
The Sound	7.8	7.1	0.7	5	9.4	9.5	-0.1	10.8	10.3	0.5	5.3	7.5	-2.2	7.6	8.6	-1.0	2.9	7.6	-4.7	9.8	8.6	1.2
ZM	6.5	8.9	-2.4	7	7.7	8.2	-0.5	6.4	8.1	-1.7	4.9	6.9	-2.0	2.0	3.3	-1.3	3.8	4.7	-0.9	3.5	5.3	-1.8
MediaWorks Combo	61.8	64.6	-2.8		72.8	72.7	0.1	74.0	71.8	2.2	71.9	73.0	-1.1	53.7	56.2	-2.5	43.2	54.0	-10.8	65.4	63.1	2.3
NZME Combo	33.1	29.8	3.3		22.6	20.2	2.4	21.5	22.5	-1.0	24.0	23.0	1.0	40.8	38.3	2.5	55.0	43.4	11.6	27.4	28.6	-1.2

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 & S3 2026 include combined iHeartCountry / Gold Sport listening*

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MANAWATU COMMERCIAL RADIO - GfK SURVEY 3 2026

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

Survey Comparisons: 2/2026 - 3/2026

This Survey Period: Sun Aug 10 to Sat Nov 1 2025 & Sun Feb 8 to Sat May 2 & Sun May 10 to Sat Aug 1 & Sun Aug 9 to Sat Oct 31 2026
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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	17.2	15.6	1.6	2	2.2	1.8	0.4	3.3	3.3	0.0	3.7	3.9	-0.2	6.1	6.4	-0.3	5.9	5.4	0.5	6.7	5.3	1.4	3.7	3.1	0.6
Breeze Classic	14.0	14.4	-0.4	8	1.0	0.9	0.1	1.7	1.9	-0.2	1.1	1.5	-0.4	1.7	2.2	-0.5	3.2	3.8	-0.6	7.8	7.6	0.2	1.1	1.1	0.0
Channel X	13.3	8.5	4.8	10	2.8	1.0	1.8	5.7	4.3	1.4	5.6	5.1	0.5	8.0	6.3	1.7	3.9	2.1	1.8	2.5	1.2	1.3	3.3	2.5	0.8
Coast	8.9	7.9	1.0	12	0.5	0.3	0.2	1.2	1.1	0.1	1.5	1.5	0.0	3.1	2.5	0.6	4.0	3.5	0.5	4.2	3.7	0.5	1.8	1.4	0.4
Edge	11.7	10.3	1.4	11	3.3	2.8	0.5	6.9	5.7	1.2	5.5	5.4	0.1	6.3	6.0	0.3	2.2	1.5	0.7	1.7	1.1	0.6	2.7	1.8	0.9
George FM	1.1	1.7	-0.6	19	0.1	0.1	0.0	0.5	0.5	0.0	0.6	0.6	0.0	0.9	1.1	-0.2	0.3	0.9	-0.6	0.1	0.5	-0.4	0.2	0.1	0.1
iHeartCountry*	2.3	2.4	-0.1	15	0.6	0.3	0.3	1.4	1.4	0.0	1.0	1.1	-0.1	1.0	1.1	-0.1	0.2	0.3	-0.1	0.2	0.3	-0.1	0.4	0.9	-0.5
Kia Ora FM	1.9	2.0	-0.1	17	0.6	0.7	-0.1	1.0	1.0	0.0	0.8	1.1	-0.3	0.9	1.2	-0.3	0.5	0.2	0.3	0.4	0.2	0.2	0.3	0.1	0.2
Life FM	4.5	3.5	1.0	13	0.8	0.7	0.1	2.2	1.8	0.4	2.1	1.8	0.3	3.0	2.3	0.7	0.9	0.7	0.2	0.5	0.5	0.0	0.8	0.6	0.2
Mai FM	15.0	11.4	3.6	6	5.2	3.3	1.9	8.0	6.3	1.7	6.5	5.8	0.7	8.6	7.2	1.4	3.0	2.0	1.0	0.9	0.7	0.2	2.6	2.2	0.4
More FM	16.8	14.9	1.9	3	4.4	4.0	0.4	5.4	5.0	0.4	5.9	5.4	0.5	8.7	8.2	0.5	5.0	4.4	0.6	3.7	2.7	1.0	6.3	4.9	1.4
Newstalk ZB	15.8	13.3	2.5	5	0.7	0.5	0.2	1.5	1.1	0.4	2.2	1.5	0.7	4.0	2.9	1.1	5.8	4.4	1.4	6.9	6.1	0.8	2.7	2.1	0.6
Radio Control	1.4	2.0	-0.6	18	0.1	0.2	-0.1	0.4	1.1	-0.7	0.5	1.2	-0.7	0.6	1.2	-0.6	0.4	0.2	0.2	0.6	0.6	0.0	0.1	0.3	-0.2
Radio Hauraki	3.1	3.7	-0.6	14	0.9	1.0	-0.1	1.7	1.7	0.0	1.6	1.7	-0.1	1.9	1.9	0.0	0.6	0.8	-0.2	0.3	0.7	-0.4	0.9	0.9	0.0
Rhema	2.3	2.2	0.1	15	0.4	0.3	0.1	0.9	0.6	0.3	0.8	0.3	0.5	0.9	0.5	0.4	0.8	0.5	0.3	0.8	1.0	-0.2	0.5	0.3	0.2
Rock	19.4	19.5	-0.1	1	4.2	4.2	0.0	8.5	9.2	-0.7	7.4	8.9	-1.5	11.9	13.1	-1.2	7.1	5.8	1.3	3.4	2.2	1.2	5.1	5.6	-0.5
Sport Nation	0.6	1.1	-0.5	20	*	*	*	0.2	*	*	0.2	*	*	0.4	0.3	0.1	0.4	1.0	-0.6	0.2	0.8	-0.6	*	*	*
The Hits	14.8	12.3	2.5	7	5.6	2.8	2.8	5.5	3.9	1.6	4.8	4.4	0.4	6.2	5.6	0.6	3.0	3.6	-0.6	2.6	3.2	-0.6	2.6	1.7	0.9
The Sound	16.2	14.7	1.5	4	1.6	1.0	0.6	3.7	3.4	0.3	3.2	3.1	0.1	5.6	5.1	0.5	7.5	7.3	0.2	8.6	8.4	0.2	2.5	2.5	0.0
ZM	13.9	15.6	-1.7	9	4.4	3.8	0.6	6.7	8.0	-1.3	6.5	8.7	-2.2	8.6	11.2	-2.6	2.8	2.9	-0.1	0.7	0.3	0.4	5.2	5.7	-0.5
MediaWorks Combo	83.0	79.1	3.9		14.3	12.0	2.3	27.0	24.6	2.4	25.6	25.5	0.1	37.6	36.6	1.0	26.3	24.7	1.6	25.0	24.4	0.6	17.9	16.5	1.4
NZME Combo	50.1	46.7	3.4		9.8	6.5	3.3	15.6	14.6	1.0	15.5	16.0	-0.5	21.8	21.7	0.1	15.0	14.2	0.8	13.3	13.0	0.3	11.7	10.4	1.3
All Commercial Radio	108.4	105.6	2.8		19.9	16.8	3.1	33.7	32.1	1.6	32.2	33.2	-1.0	47.7	47.3	0.4	33.3	31.4	1.9	31.0	31.4	-0.4	21.7	21.3	0.4
Potential (000)	157.0	157.0	0.0		34.9	34.9	0.0	51.5	50.5	1.0	46.8	46.8	0.0	66.8	66.8	0.0	41.3	41.3	0.0	39.6	39.6	0.0	30.4	30.0	0.4
Sample	859	817	42		142	126	16	280	254	26	264	243	21	373	352	21	220	218	2	228	220	8	173	165	8

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 & S3 2026 include combined iHeartCountry / Gold Sport listening*

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MANAWATU COMMERCIAL RADIO - GfK SURVEY 3 2026

Cumulative Audience (000's) by Daypart, People 10+
Survey Comparisons: 2/2026 - 3/2026

This Survey Period: Sun Aug 10 to Sat Nov 1 2025 & Sun Feb 8 to Sat May 2 & Sun May 10 to Sat Aug 1 & Sun Aug 9 to Sat Oct 31 2026
Last 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

	This	Last	+/-
Potential (000)	157.0	157.0	0.0
Sample Size	859	817	42

	Breakfast Mon-Fri 6am-9am				Morning Mon-Fri 9am-12md			Afternoon Mon-Fri 12md-4pm			Drive Mon-Fri 4pm-7pm			Night Mon-Fri 7pm-12mn			Mid Dawn Mon-Fri 12mn-6am			Weekend Sat-Sun 12mn-12mn		
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	**8.8**	8.6	0.2	5	**6.2**	6.4	-0.2	**7.7**	7.9	-0.2	**7.8**	7.7	0.1	**2.9**	3.8	-0.9	**2.1**	2.6	-0.5	**9.7**	9.3	0.4
Breeze Classic	**9.3**	9.4	-0.1	4	**9.6**	9.7	-0.1	**9.6**	10.1	-0.5	**7.6**	7.9	-0.3	**3.4**	3.8	-0.4	**1.7**	1.4	0.3	**7.8**	9.3	-1.5
Channel X	**7.6**	5.8	1.8	8	**6.3**	4.8	1.5	**6.6**	4.9	1.7	**7.4**	5.5	1.9	**1.9**	1.8	0.1	**1.8**	2.2	-0.4	**9.1**	5.4	3.7
Coast	**4.6**	3.5	1.1	12	**4.2**	3.1	1.1	**5.5**	4.1	1.4	**3.1**	3.5	-0.4	**2.3**	2.2	0.1	**0.9**	0.9	0.0	**4.1**	3.6	0.5
Edge	**5.7**	5.9	-0.2	10	**4.2**	3.9	0.3	**5.7**	5.5	0.2	**4.6**	5.3	-0.7	**2.2**	2.8	-0.6	**1.6**	0.8	0.8	**5.7**	5.7	0.0
George FM	*	*	*	*	**0.1**	*	*	**0.4**	0.8	-0.4	**0.3**	1.0	-0.7	**0.4**	1.0	-0.6	**0.2**	0.2	0.0	**0.6**	0.8	-0.2
iHeartCountry*	**0.6**	0.3	0.3	16	**0.2**	0.3	-0.1	**0.7**	0.6	0.1	**0.7**	0.3	0.4	*	*	*	**0.4**	0.6	-0.2	**0.8**	1.0	-0.2
Kia Ora FM	**0.4**	0.4	0.0	18	**0.9**	1.1	-0.2	**0.6**	0.8	-0.2	**0.7**	0.4	0.3	**0.1**	*	*	**0.1**	0.3	-0.2	**0.8**	1.1	-0.3
Life FM	**3.1**	2.4	0.7	13	**2.1**	1.7	0.4	**2.4**	1.8	0.6	**2.6**	1.5	1.1	**1.1**	0.8	0.3	**0.3**	0.3	0.0	**3.2**	2.6	0.6
Mai FM	**6.9**	5.4	1.5	9	**7.5**	5.4	2.1	**8.8**	6.7	2.1	**8.7**	7.9	0.8	**3.5**	3.6	-0.1	**2.1**	1.4	0.7	**10.1**	6.1	4.0
More FM	**11.0**	9.4	1.6	2	**6.5**	6.6	-0.1	**9.0**	8.9	0.1	**8.9**	7.1	1.8	**3.7**	3.1	0.6	**1.0**	0.5	0.5	**7.7**	7.8	-0.1
Newstalk ZB	**10.5**	8.7	1.8	3	**7.1**	6.9	0.2	**6.6**	6.8	-0.2	**7.4**	6.3	1.1	**5.9**	6.2	-0.3	**7.0**	4.0	3.0	**11.0**	10.1	0.9
Radio Control	**0.3**	0.9	-0.6	19	**0.7**	1.0	-0.3	**0.4**	1.0	-0.6	**0.5**	0.5	0.0	**0.3**	0.8	-0.5	*	*	*	**0.5**	1.4	-0.9
Radio Hauraki	**1.5**	1.8	-0.3	14	**1.1**	1.2	-0.1	**0.3**	1.0	-0.7	**1.1**	1.5	-0.4	**0.9**	1.1	-0.2	**0.6**	0.6	0.0	**1.4**	1.8	-0.4
Rhema	**0.7**	1.0	-0.3	15	**0.3**	1.2	-0.9	**0.9**	1.7	-0.8	**0.4**	0.8	-0.4	**0.1**	0.2	-0.1	*	0.2	*	**1.7**	1.6	0.1
Rock	**11.1**	11.5	-0.4	1	**10.5**	9.3	1.2	**12.4**	11.6	0.8	**12.4**	10.0	2.4	**3.5**	3.3	0.2	**2.4**	2.4	0.0	**8.4**	9.2	-0.8
Sport Nation	**0.5**	0.5	0.0	17	**0.5**	0.9	-0.4	**0.2**	0.3	-0.1	**0.2**	0.4	-0.2	**0.3**	0.2	0.1	**0.1**	0.1	0.0	**0.3**	0.2	0.1
The Hits	**5.5**	4.5	1.0	11	**3.8**	3.4	0.4	**5.9**	7.1	-1.2	**7.4**	7.3	0.1	**3.7**	3.6	0.1	**2.2**	2.1	0.1	**9.7**	8.2	1.5
The Sound	**8.2**	8.3	-0.1	7	**7.3**	7.5	-0.2	**9.6**	8.6	1.0	**6.0**	6.4	-0.4	**3.5**	3.3	0.2	**1.6**	1.9	-0.3	**8.3**	7.4	0.9
ZM	**8.8**	9.7	-0.9	5	**7.6**	7.9	-0.3	**7.3**	9.2	-1.9	**5.1**	5.2	-0.1	**1.2**	2.0	-0.8	**1.6**	1.7	-0.1	**7.3**	9.5	-2.2
MediaWorks Combo	**55.6**	54.0	1.6		**47.4**	45.6	1.8	**55.3**	51.6	3.7	**52.9**	50.5	2.4	**22.6**	23.6	-1.0	**13.6**	12.5	1.1	**56.7**	53.1	3.6
NZME Combo	**29.8**	26.8	3.0		**23.3**	21.7	1.6	**24.8**	26.9	-2.1	**24.1**	23.0	1.1	**13.4**	14.4	-1.0	**12.4**	9.4	3.0	**33.0**	33.1	-0.1
All Commercial Radio	**79.2**	77.5	1.7		**68.3**	67.4	0.9	**75.0**	75.5	-0.5	**70.4**	66.9	3.5	**35.5**	37.0	-1.5	**24.1**	20.6	3.5	**82.0**	80.7	1.3

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 & S3 2026 include combined iHeartCountry / Gold Sport listening*

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MANAWATU COMMERCIAL RADIO - GfK SURVEY 3 2026

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

Survey Comparisons: 2/2026 - 3/2026

This Survey Period: Sun Aug 10 to Sat Nov 1 2025 & Sun Feb 8 to Sat May 2 & Sun May 10 to Sat Aug 1 & Sun Aug 9 to Sat Oct 31 2026
Last 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

	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	**8:37**	10:38	-2:01	**2:47**	3:29	-0:42	**2:23**	2:26	-0:02	**5:43**	6:32	-0:48	**6:19**	6:41	-0:22	**8:07**	9:58	-1:50	**8:42**	12:43	-4:01	**10:16**	8:10	2:05
Breeze Classic	**19:26**	20:23	-0:57	**6:02**	8:12	-2:10	**4:05**	6:42	-2:36	**7:20**	10:05	-2:44	**8:40**	10:07	-1:27	**20:30**	18:55	1:34	**22:53**	26:00	-3:07	**5:05**	4:17	0:47
Channel X	**10:37**	12:09	-1:32	**2:40**	2:57	-0:16	**10:54**	15:54	-5:00	**14:14**	15:44	-1:30	**13:59**	13:21	0:37	**10:26**	7:38	2:47	**8:49**	13:32	-4:43	**7:11**	4:14	2:56
Coast	**11:08**	9:01	2:07	**1:59**	1:54	0:04	**6:09**	5:40	0:29	**5:51**	4:32	1:18	**14:11**	5:08	9:03	**17:03**	14:20	2:42	**11:39**	13:42	-2:03	**11:07**	11:51	-0:43
Edge	**5:18**	5:35	-0:17	**4:09**	5:03	-0:53	**4:54**	4:49	0:05	**4:40**	4:53	-0:12	**4:26**	4:46	-0:20	**8:51**	9:34	-0:43	**10:43**	11:23	-0:40	**5:12**	4:59	0:12
George FM	**2:34**	3:57	-1:22	**3:00**	3:00	0:00	**3:40**	3:07	0:32	**2:59**	2:36	0:23	**2:35**	4:38	-2:03	**1:23**	5:03	-3:40	**1:15**	2:36	-1:21	**6:00**	6:00	0:00
iHeartCountry*	**1:33**	1:35	-0:02	**2:00**	1:11	0:48	**1:15**	1:39	-0:23	**1:17**	1:47	-0:29	**1:17**	1:47	-0:29	**0:15**	0:15	0:00	**0:15**	0:15	0:00	**1:00**	2:02	-1:02
Kia Ora FM	**3:22**	6:36	-3:14	**2:21**	2:07	0:13	**3:47**	3:02	0:44	**3:48**	9:48	-6:00	**3:21**	8:57	-5:35	**4:14**	6:16	-2:02	**4:56**	7:19	-2:23	**4:01**	0:45	3:16
Life FM	**4:59**	5:04	-0:04	**2:16**	2:34	-0:18	**4:26**	4:35	-0:09	**4:20**	4:06	0:13	**4:07**	4:11	-0:03	**3:39**	3:27	0:12	**6:25**	4:54	1:31	**3:43**	3:39	0:04
Mai FM	**9:12**	9:41	-0:28	**5:45**	4:13	1:31	**9:20**	11:30	-2:10	**13:12**	14:50	-1:37	**11:42**	12:44	-1:01	**6:39**	3:56	2:43	**5:36**	4:39	0:57	**13:58**	15:29	-1:30
More FM	**8:05**	8:51	-0:46	**2:26**	4:50	-2:24	**4:22**	4:01	0:21	**4:32**	4:14	0:18	**8:39**	9:08	-0:29	**14:23**	15:00	-0:37	**13:26**	13:49	-0:22	**10:45**	12:16	-1:30
Newstalk ZB	**15:44**	15:07	0:37	**18:33**	23:29	-4:56	**15:55**	15:19	0:35	**14:29**	11:23	3:06	**11:49**	10:19	1:29	**9:51**	11:51	-2:00	**15:02**	16:30	-1:27	**14:44**	16:08	-1:23
Radio Control	**2:48**	4:07	-1:19	**0:45**	7:00	-6:15	**0:55**	3:20	-2:25	**0:56**	3:05	-2:09	**0:47**	3:05	-2:17	**7:11**	10:51	-3:40	**5:21**	5:03	0:17	**19:00**	13:14	5:45
Radio Hauraki	**4:21**	5:00	-0:38	**2:04**	2:04	-0:00	**4:21**	4:39	-0:17	**4:59**	5:07	-0:08	**5:24**	5:32	-0:07	**6:21**	9:22	-3:00	**4:48**	7:52	-3:04	**2:15**	2:16	-0:01
Rhema	**4:41**	10:56	-6:14	**2:26**	3:00	-0:33	**5:19**	3:59	1:19	**5:55**	4:44	1:10	**5:13**	3:54	1:19	**5:54**	5:14	0:39	**6:02**	11:57	-5:55	**7:18**	5:10	2:08
Rock	**10:59**	11:19	-0:19	**7:16**	10:09	-2:53	**9:08**	7:55	1:13	**9:30**	7:31	1:58	**11:30**	9:58	1:32	**14:34**	17:32	-2:58	**13:51**	21:27	-7:36	**8:17**	9:53	-1:35
Sport Nation	**12:30**	7:57	4:33	*	*	*	**8:00**	*	*	**8:00**	*	*	**7:35**	7:15	0:20	**7:54**	5:31	2:23	**20:59**	8:08	12:50	*	*	*
The Hits	**4:12**	5:18	-1:05	**2:31**	3:21	-0:50	**2:57**	2:48	0:08	**4:57**	4:34	0:23	**5:07**	4:41	0:26	**5:18**	7:17	-1:59	**6:13**	8:38	-2:24	**4:18**	2:10	2:08
The Sound	**10:14**	11:01	-0:47	**9:28**	16:41	-7:13	**7:01**	9:18	-2:16	**6:11**	8:20	-2:09	**7:05**	9:01	-1:56	**12:01**	11:01	1:00	**12:32**	11:41	0:50	**11:08**	11:08	0:00
ZM	**7:32**	8:28	-0:55	**4:19**	5:17	-0:57	**6:12**	6:58	-0:46	**9:44**	9:45	-0:00	**9:12**	9:30	-0:18	**7:32**	8:46	-1:14	**6:45**	9:21	-2:35	**8:48**	9:13	-0:24
MediaWorks Combo	**15:28**	15:50	-0:22	**8:30**	10:16	-1:45	**11:48**	12:48	-0:59	**13:23**	13:45	-0:22	**14:38**	14:24	0:14	**17:30**	16:52	0:38	**19:27**	19:46	-0:19	**14:20**	13:49	0:31
NZME Combo	**10:42**	10:37	0:04	**5:08**	6:49	-1:41	**6:31**	7:08	-0:36	**9:06**	8:55	0:11	**10:01**	8:52	1:08	**11:06**	11:27	-0:20	**13:05**	14:26	-1:21	**10:14**	10:34	-0:20
All Commercial Radio	**17:41**	17:39	0:02	**9:04**	10:37	-1:32	**13:24**	13:41	-0:17	**15:54**	15:38	0:15	**17:19**	16:29	0:50	**20:06**	19:52	0:14	**22:01**	22:11	-0:10	**18:00**	16:25	1:34
Potential (000)	**157.0**	157.0	0.0	**34.9**	34.9	0.0	**51.5**	50.5	1.0	**46.8**	46.8	0.0	**66.8**	66.8	0.0	**41.3**	41.3	0.0	**39.6**	39.6	0.0	**30.4**	30.0	0.4
Sample	**859**	817	42	**142**	126	16	**280**	254	26	**264**	243	21	**373**	352	21	**220**	218	2	**228**	220	8	**173**	165	8

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 & S3 2026 include combined iHeartCountry / Gold Sport listening*

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MANAWATU COMMERCIAL RADIO - GfK SURVEY 3 2026

Average Time Spent Listening (hh:mm) by Daypart, People 10+
Survey Comparisons: 2/2026 - 3/2026

This Survey Period: Sun Aug 10 to Sat Nov 1 2025 & Sun Feb 8 to Sat May 2 & Sun May 10 to Sat Aug 1 & Sun Aug 9 to Sat Oct 31 2026

Last 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

	This	Last	+/-
Potential (000)	157.0	157.0	0.0
Sample Size	859	817	42

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

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 & S3 2026 include combined iHeartCountry / Gold Sport listening*

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