NELSON 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	10.0	10.1	-0.1	3	0.6	0.6	0.0	7.3	7.9	-0.6	10.2	10.9	-0.7	7.9	8.5	-0.6	7.6	9.6	-2.0	15.5	17.1	-1.6	13.3	13.0	0.3
Breeze Classic	8.3	8.3	0.0	5	0.3	2.3	-2.0	0.1	1.6	-1.5	0.1	0.6	-0.5	2.4	2.0	0.4	5.8	3.3	2.5	11.2	7.9	3.3	1.3	1.1	0.2
Channel X	4.8	7.2	-2.4	8	4.8	5.0	-0.2	8.7	14.3	-5.6	9.0	18.8	-9.8	10.3	15.9	-5.6	5.9	5.9	0.0	0.5	0.3	0.2	9.2	13.3	-4.1
Coast	4.2	5.0	-0.8	9	0.6	0.6	0.0	0.2	0.1	0.1	1.6	1.2	0.4	3.3	3.0	0.3	4.8	5.4	-0.6	5.9	8.4	-2.5	2.7	2.5	0.2
Edge	6.1	6.3	-0.2	6	23.3	21.6	1.7	12.7	11.5	1.2	5.7	7.0	-1.3	5.9	6.4	-0.5	5.1	5.1	0.0	2.3	2.9	-0.6	9.1	9.3	-0.2
George FM	3.0	3.2	-0.2	11	2.3	3.0	-0.7	5.2	4.6	0.6	5.0	4.3	0.7	6.2	6.3	-0.1	4.1	4.9	-0.8	0.6	0.4	0.2	5.1	4.8	0.3
iHeartCountry	2.1	2.5	-0.4	12	0.2	5.1	-4.9	5.8	8.1	-2.3	5.1	5.3	-0.2	3.4	3.4	0.0	0.3	0.3	0.0	1.6	1.0	0.6	3.1	3.3	-0.2
Life FM	1.0	1.0	0.0	15	3.9	4.9	-1.0	2.3	1.6	0.7	0.5	0.7	-0.2	1.0	1.0	0.0	1.1	0.7	0.4	0.3	*	*	1.9	2.1	-0.2
More FM	9.4	7.4	2.0	4	19.4	14.8	4.6	4.8	4.3	0.5	6.8	4.0	2.8	6.5	4.6	1.9	10.3	8.6	1.7	10.1	8.2	1.9	6.9	5.2	1.7
Newstalk ZB	13.4	12.5	0.9	1	1.0	*	*	0.5	0.4	0.1	0.7	0.9	-0.2	0.6	0.8	-0.2	13.1	10.0	3.1	22.9	21.4	1.5	0.5	1.2	-0.7
Radio Hauraki	1.8	1.9	-0.1	14	0.5	0.5	0.0	1.8	1.9	-0.1	2.1	2.0	0.1	3.2	3.4	-0.2	3.3	3.8	-0.5	1.5	1.6	-0.1	3.1	1.9	1.2
Rhema	1.0	1.0	0.0	15	0.1	*	*	0.1	*	*	0.1	*	*	0.3	0.7	-0.4	1.2	2.7	-1.5	0.9	1.9	-1.0	*	*	*
Rock	11.9	10.0	1.9	2	17.1	17.1	0.0	27.1	25.4	1.7	27.2	22.6	4.6	21.6	17.2	4.4	9.0	6.2	2.8	3.9	2.6	1.3	19.1	13.3	5.8
Sport Nation	0.5	0.6	-0.1	17	0.3	0.3	0.0	0.8	1.0	-0.2	0.8	1.0	-0.2	0.5	0.6	-0.1	0.6	0.7	-0.1	0.7	0.8	-0.1	0.3	0.1	0.2
The Hits	4.0	3.4	0.6	10	6.1	6.1	0.0	4.6	3.0	1.6	5.0	4.2	0.8	5.6	5.0	0.6	5.0	4.0	1.0	2.7	1.5	1.2	7.6	6.5	1.1
The Sound	5.5	6.4	-0.9	7	2.7	2.4	0.3	1.6	2.1	-0.5	1.6	2.3	-0.7	4.1	6.5	-2.4	7.5	11.9	-4.4	7.6	8.0	-0.4	2.5	6.2	-3.7
ZM	2.0	2.3	-0.3	13	7.0	8.3	-1.3	1.1	1.6	-0.5	2.9	2.8	0.1	2.6	2.7	-0.1	1.3	1.6	-0.3	0.3	0.4	-0.1	4.3	4.4	-0.1
MediaWorks Combo	59.5	59.3	0.2		72.0	68.1	3.9	68.9	73.1	-4.2	66.7	71.6	-4.9	65.7	68.2	-2.5	55.3	55.4	-0.1	51.7	47.3	4.4	67.6	67.5	0.1
NZME Combo	27.6	27.6	0.0		16.2	21.1	-4.9	14.1	15.2	-1.1	17.4	16.6	0.8	18.8	18.4	0.4	27.9	25.1	2.8	34.9	34.2	0.7	21.5	20.0	1.5
Potential (000)	92.3	92.3	0.0		17.4	17.4	0.0	24.2	24.0	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	12.3	11.3	1.0
Sample	851	807	44		102	105	-3	146	132	14	167	148	19	302	272	30	280	248	32	304	286	18	119	102	17

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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NELSON 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)	92.3	92.3	0.0
Sample Size	851	807	44

	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	9.9	9.4	0.5	4	10.2	8.8	1.4	10.1	9.3	0.8	11.4	14.3	-2.9	8.8	10.7	-1.9	10.6	12.2	-1.6	9.5	10.4	-0.9
Breeze Classic	8.2	8.9	-0.7	5	8.7	8.1	0.6	7.7	7.4	0.3	7.1	7.5	-0.4	7.8	9.0	-1.2	2.8	1.2	1.6	10.1	10.1	0.0
Channel X	3.0	5.7	-2.7	9	5.4	10.3	-4.9	5.6	9.9	-4.3	4.6	5.1	-0.5	5.8	4.8	1.0	2.7	1.2	1.5	4.9	4.9	0.0
Coast	4.9	5.4	-0.5	7	5.7	6.7	-1.0	3.8	4.2	-0.4	2.4	2.9	-0.5	2.4	3.1	-0.7	2.5	1.9	0.6	4.1	5.9	-1.8
Edge	5.2	5.6	-0.4	6	4.1	5.2	-1.1	6.4	6.1	0.3	8.0	8.8	-0.8	6.7	6.0	0.7	4.2	5.4	-1.2	7.6	7.0	0.6
George FM	2.2	2.1	0.1	12	4.0	4.5	-0.5	3.3	3.6	-0.3	2.4	2.7	-0.3	2.0	2.3	-0.3	1.1	0.5	0.6	3.3	3.1	0.2
iHeartCountry	1.8	2.2	-0.4	13	1.5	2.6	-1.1	1.4	2.2	-0.8	3.6	3.3	0.3	3.1	3.6	-0.5	1.3	1.2	0.1	2.6	2.5	0.1
Life FM	1.2	1.1	0.1	15	0.3	0.2	0.1	0.7	0.7	0.0	1.3	1.0	0.3	1.0	2.9	-1.9	2.0	1.0	1.0	1.4	1.7	-0.3
More FM	11.9	8.2	3.7	2	9.5	7.8	1.7	7.4	6.5	0.9	7.5	7.5	0.0	11.2	5.5	5.7	6.7	6.0	0.7	10.2	7.8	2.4
Newstalk ZB	18.1	18.9	-0.8	1	8.6	7.2	1.4	7.4	6.2	1.2	12.2	11.5	0.7	24.3	24.5	-0.2	48.7	47.1	1.6	13.6	12.4	1.2
Radio Hauraki	1.4	1.5	-0.1	14	2.7	3.1	-0.4	2.6	2.6	0.0	1.2	1.3	-0.1	1.8	1.6	0.2	0.1	0.1	0.0	1.0	1.0	0.0
Rhema	1.0	1.6	-0.6	16	1.3	0.7	0.6	0.7	0.8	-0.1	0.9	*	*	1.3	1.5	-0.2	1.3	3.1	-1.8	1.0	1.0	0.0
Rock	11.2	10.9	0.3	3	15.1	10.4	4.7	15.5	12.0	3.5	13.7	12.0	1.7	4.8	5.1	-0.3	4.7	4.2	0.5	7.6	7.3	0.3
Sport Nation	0.5	0.5	0.0	17	0.7	0.9	-0.2	0.5	0.6	-0.1	0.2	0.2	0.0	0.2	0.1	0.1	0.1	0.1	0.0	0.6	0.6	0.0
The Hits	4.2	2.8	1.4	8	3.1	2.6	0.5	4.1	3.7	0.4	3.8	3.8	0.0	3.0	2.9	0.1	2.7	5.0	-2.3	5.2	3.9	1.3
The Sound	2.9	3.1	-0.2	10	6.7	7.9	-1.2	7.8	9.2	-1.4	5.2	5.7	-0.5	3.0	4.1	-1.1	0.7	0.9	-0.2	5.3	6.2	-0.9
ZM	2.8	3.2	-0.4	11	1.0	0.9	0.1	1.7	1.8	-0.1	3.0	3.5	-0.5	3.5	3.6	-0.1	0.8	1.2	-0.4	2.0	2.4	-0.4
MediaWorks Combo	54.9	54.2	0.7		64.2	63.6	0.6	64.7	64.9	-0.2	60.0	63.7	-3.7	50.2	47.5	2.7	33.5	31.6	1.9	59.0	57.2	1.8
NZME Combo	33.4	34.2	-0.8		22.6	23.3	-0.7	21.3	20.8	0.5	26.4	26.3	0.1	38.1	39.4	-1.3	56.1	56.4	-0.3	28.6	28.2	0.4

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

Survey Comparisons: 2/2026 - 3/2026

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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	11.0	11.1	-0.1	4	0.3	0.4	-0.1	2.2	2.5	-0.3	3.2	3.2	0.0	4.3	4.1	0.2	3.7	4.1	-0.4	5.2	5.7	-0.5	2.2	1.8	0.4
Breeze Classic	7.7	6.9	0.8	7	0.1	0.3	-0.2	0.2	0.3	-0.1	0.3	0.1	0.2	1.4	0.8	0.6	2.5	1.6	0.9	3.8	2.9	0.9	0.6	0.3	0.3
Channel X	7.3	7.2	0.1	8	1.1	1.7	-0.6	2.8	2.8	0.0	3.5	3.6	-0.1	5.4	5.1	0.3	2.6	1.8	0.8	0.8	0.4	0.4	1.5	1.4	0.1
Coast	6.5	6.9	-0.4	10	0.7	0.6	0.1	0.4	0.2	0.2	0.7	0.5	0.2	1.8	1.8	0.0	2.8	2.6	0.2	3.1	3.5	-0.4	0.6	0.6	0.0
Edge	11.6	11.3	0.3	3	4.1	4.2	-0.1	5.2	4.7	0.5	4.0	3.9	0.1	6.5	6.0	0.5	3.2	2.9	0.3	0.9	1.0	-0.1	2.8	2.6	0.2
George FM	6.9	6.8	0.1	9	1.2	1.5	-0.3	3.0	3.3	-0.3	2.9	2.7	0.2	4.5	4.5	0.0	2.5	2.5	0.0	1.1	0.8	0.3	1.9	1.5	0.4
iHeartCountry	3.3	2.7	0.6	14	0.2	0.6	-0.4	1.5	1.3	0.2	1.8	1.2	0.6	2.2	1.5	0.7	0.6	0.4	0.2	0.8	0.6	0.2	0.8	0.3	0.5
Life FM	3.2	2.4	0.8	15	1.1	1.2	-0.1	2.0	1.1	0.9	1.3	0.9	0.4	1.8	1.1	0.7	0.7	0.4	0.3	0.3	0.1	0.2	0.2	0.4	-0.2
More FM	12.4	10.4	2.0	2	3.4	2.7	0.7	2.4	2.1	0.3	3.2	2.2	1.0	5.2	4.2	1.0	4.1	3.9	0.2	3.1	2.8	0.3	2.0	1.8	0.2
Newstalk ZB	8.2	8.1	0.1	6	0.1	*	*	0.4	0.2	0.2	0.5	0.5	0.0	0.8	1.0	-0.2	2.8	2.3	0.5	4.5	4.4	0.1	0.2	0.4	-0.2
Radio Hauraki	4.3	4.2	0.1	12	0.3	0.4	-0.1	1.2	1.3	-0.1	1.7	1.6	0.1	3.4	3.3	0.1	2.2	2.0	0.2	0.7	0.5	0.2	1.0	0.9	0.1
Rhema	1.1	1.5	-0.4	16	0.1	0.1	0.0	0.1	*	*	0.1	*	*	0.3	0.5	-0.2	0.5	1.2	-0.7	0.4	0.9	-0.5	*	*	*
Rock	13.2	11.8	1.4	1	2.9	3.0	-0.1	5.7	5.7	0.0	6.5	6.1	0.4	8.6	7.6	1.0	3.5	2.3	1.2	1.7	1.2	0.5	2.8	2.1	0.7
Sport Nation	1.1	0.9	0.2	16	0.2	0.2	0.0	0.1	0.1	0.0	0.3	0.1	0.2	0.3	0.1	0.2	0.3	0.3	0.0	0.5	0.5	0.0	0.3	*	*
The Hits	10.9	7.8	3.1	5	2.8	2.5	0.3	3.0	1.7	1.3	3.8	1.9	1.9	5.8	3.6	2.2	3.2	2.5	0.7	1.9	1.5	0.4	2.4	1.7	0.7
The Sound	5.6	5.6	0.0	11	0.5	0.8	-0.3	0.4	0.5	-0.1	0.7	0.6	0.1	1.8	1.8	0.0	2.6	2.6	0.0	2.6	2.3	0.3	0.8	0.6	0.2
ZM	4.0	4.1	-0.1	13	0.7	1.0	-0.3	1.4	1.4	0.0	2.4	2.1	0.3	3.0	2.9	0.1	0.9	1.1	-0.2	0.3	0.3	0.0	1.0	1.1	-0.1
MediaWorks Combo	52.1	50.5	1.6		9.8	10.0	-0.2	14.2	14.0	0.2	15.8	14.7	1.1	24.3	22.8	1.5	16.3	15.5	0.8	13.8	13.4	0.4	8.6	7.3	1.3
NZME Combo	33.1	30.2	2.9		4.7	4.5	0.2	6.9	5.6	1.3	9.2	7.1	2.1	14.7	12.2	2.5	11.0	9.6	1.4	9.8	9.5	0.3	5.3	4.6	0.7
All Commercial Radio	72.0	69.7	2.3		13.4	12.9	0.5	19.1	17.3	1.8	20.4	18.5	1.9	31.6	29.6	2.0	23.1	22.7	0.4	20.0	20.2	-0.2	10.8	9.8	1.0
Potential (000)	92.3	92.3	0.0		17.4	17.4	0.0	24.2	24.0	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	12.3	11.3	1.0
Sample	851	807	44		102	105	-3	146	132	14	167	148	19	302	272	30	280	248	32	304	286	18	119	102	17

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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Cumulative Audience (000's) by Daypart, People 10+
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	This	Last	+/-
Potential (000)	92.3	92.3	0.0
Sample Size	851	807	44

	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	**6.1**	5.7	0.4	5	**5.9**	5.2	0.7	**6.6**	6.3	0.3	**5.3**	6.1	-0.8	**1.2**	1.7	-0.5	**1.7**	1.5	0.2	**6.7**	6.8	-0.1
Breeze Classic	**4.3**	3.9	0.4	7	**4.8**	4.1	0.7	**4.4**	3.3	1.1	**3.3**	3.3	0.0	**1.1**	1.2	-0.1	**0.4**	0.2	0.2	**5.6**	5.0	0.6
Channel X	**3.9**	4.3	-0.4	8	**4.2**	5.2	-1.0	**4.7**	5.1	-0.4	**4.4**	4.4	0.0	**1.8**	1.6	0.2	**0.6**	0.2	0.4	**4.3**	3.6	0.7
Coast	**3.2**	3.8	-0.6	10	**3.3**	3.6	-0.3	**3.1**	3.4	-0.3	**2.2**	2.5	-0.3	**0.8**	1.1	-0.3	**1.2**	0.8	0.4	**3.9**	4.5	-0.6
Edge	**6.7**	7.1	-0.4	3	**4.6**	5.0	-0.4	**5.9**	6.3	-0.4	**5.3**	5.5	-0.2	**2.5**	2.3	0.2	**1.0**	1.3	-0.3	**7.4**	7.0	0.4
George FM	**3.4**	3.1	0.3	9	**3.4**	3.7	-0.3	**2.5**	2.8	-0.3	**3.4**	3.6	-0.2	**1.0**	1.1	-0.1	**0.4**	0.3	0.1	**3.7**	3.5	0.2
iHeartCountry	**1.9**	1.9	0.0	14	**1.5**	1.8	-0.3	**2.0**	1.7	0.3	**1.8**	1.5	0.3	**1.2**	0.8	0.4	**0.4**	0.3	0.1	**2.0**	1.8	0.2
Life FM	**1.8**	1.6	0.2	15	**0.8**	0.6	0.2	**0.7**	0.7	0.0	**1.3**	1.0	0.3	**0.5**	0.8	-0.3	**1.4**	0.6	0.8	**1.7**	1.5	0.2
More FM	**7.2**	5.6	1.6	2	**6.0**	5.0	1.0	**5.4**	5.7	-0.3	**6.2**	6.0	0.2	**2.4**	2.1	0.3	**1.1**	1.1	0.0	**7.6**	6.0	1.6
Newstalk ZB	**6.4**	6.4	0.0	4	**5.0**	4.5	0.5	**4.6**	4.2	0.4	**4.4**	3.7	0.7	**3.3**	2.6	0.7	**2.9**	2.4	0.5	**6.4**	6.2	0.2
Radio Hauraki	**2.3**	2.3	0.0	13	**2.5**	2.7	-0.2	**2.7**	2.8	-0.1	**1.3**	1.2	0.1	**0.7**	0.8	-0.1	**0.1**	0.1	0.0	**2.1**	2.0	0.1
Rhema	**0.7**	0.9	-0.2	16	**0.6**	0.5	0.1	**0.6**	0.8	-0.2	**0.2**	0.1	0.1	**0.5**	0.5	0.0	**0.2**	0.4	-0.2	**0.7**	0.9	-0.2
Rock	**7.3**	7.2	0.1	1	**6.6**	6.1	0.5	**6.7**	6.6	0.1	**7.4**	6.3	1.1	**2.3**	2.6	-0.3	**1.3**	0.9	0.4	**7.3**	6.6	0.7
Sport Nation	**0.5**	0.5	0.0	17	**0.5**	0.6	-0.1	**0.3**	0.4	-0.1	**0.4**	0.2	0.2	**0.3**	0.1	0.2	**0.1**	0.1	0.0	**0.7**	0.5	0.2
The Hits	**6.1**	4.1	2.0	5	**5.0**	4.1	0.9	**5.6**	4.8	0.8	**4.2**	4.0	0.2	**2.1**	2.3	-0.2	**0.6**	0.5	0.1	**6.5**	4.4	2.1
The Sound	**2.7**	3.0	-0.3	11	**2.9**	2.8	0.1	**3.5**	3.5	0.0	**2.7**	2.9	-0.2	**0.9**	1.1	-0.2	**0.1**	0.1	0.0	**3.4**	3.6	-0.2
ZM	**2.5**	2.7	-0.2	12	**1.3**	1.3	0.0	**2.6**	2.7	-0.1	**2.2**	2.1	0.1	**1.1**	0.7	0.4	**0.1**	0.1	0.0	**1.8**	1.9	-0.1
MediaWorks Combo	**34.3**	33.1	1.2		**31.6**	30.8	0.8	**33.2**	32.7	0.5	**31.7**	32.2	-0.5	**12.2**	12.2	0.0	**5.6**	4.5	1.1	**37.2**	34.1	3.1
NZME Combo	**20.9**	19.7	1.2		**17.5**	17.1	0.4	**19.9**	18.8	1.1	**15.3**	14.3	1.0	**9.1**	8.2	0.9	**4.9**	4.0	0.9	**21.4**	19.7	1.7
All Commercial Radio	**53.3**	52.3	1.0		**48.7**	47.2	1.5	**50.6**	49.2	1.4	**46.5**	46.4	0.1	**23.1**	22.0	1.1	**11.9**	10.1	1.8	**56.9**	53.5	3.4

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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NELSON 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	**11:30**	11:17	0:12	**4:10**	2:27	1:43	**8:39**	9:06	-0:27	**9:42**	10:33	-0:51	**9:05**	10:24	-1:18	**8:39**	9:30	-0:51	**12:43**	11:52	0:50	**10:07**	12:11	-2:04
Breeze Classic	**13:33**	15:02	-1:29	**4:15**	11:53	-7:38	**1:00**	15:06	-14:06	**1:02**	11:45	-10:42	**8:08**	12:51	-4:43	**9:54**	8:29	1:24	**12:32**	10:38	1:54	**3:17**	6:21	-3:04
Channel X	**8:11**	12:16	-4:04	**6:50**	4:43	2:07	**8:15**	14:21	-6:05	**7:46**	15:40	-7:54	**9:15**	15:30	-6:14	**9:36**	13:23	-3:46	**2:39**	3:01	-0:21	**9:52**	16:16	-6:24
Coast	**8:07**	8:57	-0:49	**1:31**	1:29	0:01	**1:28**	2:08	-0:40	**6:49**	7:12	-0:22	**8:44**	8:33	0:10	**7:22**	8:28	-1:06	**8:03**	9:30	-1:26	**7:51**	6:50	1:00
Edge	**6:39**	6:52	-0:12	**9:12**	8:08	1:03	**6:27**	7:02	-0:35	**4:13**	5:33	-1:19	**4:28**	5:24	-0:55	**6:44**	7:06	-0:22	**11:39**	11:05	0:34	**5:28**	5:53	-0:25
George FM	**5:30**	5:45	-0:15	**3:05**	3:11	-0:06	**4:28**	4:03	0:25	**5:11**	4:59	0:12	**6:45**	7:06	-0:20	**6:55**	7:54	-0:59	**2:18**	1:59	0:19	**4:30**	5:14	-0:43
iHeartCountry	**7:44**	11:14	-3:29	**1:16**	13:16	-12:00	**10:13**	18:02	-7:49	**8:43**	13:07	-4:23	**7:34**	11:30	-3:56	**2:06**	3:22	-1:16	**8:02**	6:32	1:30	**6:25**	19:23	-12:57
Life FM	**3:55**	5:20	-1:25	**5:53**	6:38	-0:45	**3:01**	4:13	-1:11	**1:05**	2:19	-1:13	**2:45**	4:25	-1:39	**6:11**	8:15	-2:03	**3:50**	0:45	3:05	**18:30**	9:44	8:45
More FM	**9:35**	8:46	0:48	**9:15**	8:37	0:38	**5:08**	5:50	-0:42	**6:23**	5:32	0:51	**6:05**	5:30	0:34	**10:45**	8:57	1:48	**14:03**	11:35	2:28	**5:40**	4:45	0:54
Newstalk ZB	**20:28**	19:00	1:28	**18:15**	*	*	**3:32**	5:00	-1:27	**3:52**	5:21	-1:28	**3:24**	4:22	-0:57	**19:38**	17:30	2:08	**21:56**	19:19	2:37	**3:59**	4:59	-1:00
Radio Hauraki	**5:18**	5:41	-0:23	**2:55**	2:11	0:44	**3:51**	4:12	-0:21	**3:39**	3:44	-0:05	**4:39**	5:08	-0:29	**6:33**	7:30	-0:57	**9:32**	11:17	-1:44	**5:12**	3:35	1:37
Rhema	**11:13**	7:57	3:15	**1:00**	1:00	0:00	**2:00**	*	*	**2:00**	*	*	**5:56**	7:45	-1:48	**10:30**	9:04	1:25	**8:50**	8:48	0:01	*	*	*
Rock	**11:23**	10:28	0:54	**9:41**	9:08	0:32	**12:27**	12:47	-0:20	**12:41**	11:17	1:24	**12:16**	11:19	0:57	**10:58**	11:01	-0:03	**9:45**	8:31	1:14	**11:23**	10:17	1:05
Sport Nation	**5:39**	7:43	-2:04	**3:00**	3:00	0:00	**28:15**	28:15	0:00	**8:12**	28:15	-20:02	**7:40**	21:52	-14:11	**8:14**	8:28	-0:13	**6:50**	7:12	-0:22	**1:41**	4:00	-2:18
The Hits	**4:40**	5:21	-0:40	**3:33**	3:51	-0:18	**4:02**	5:00	-0:57	**3:57**	6:35	-2:38	**4:42**	6:55	-2:13	**6:38**	6:24	0:13	**6:01**	3:59	2:02	**5:20**	6:21	-1:00
The Sound	**12:17**	14:05	-1:47	**9:17**	4:32	4:44	**12:02**	11:24	0:37	**7:11**	11:17	-4:06	**11:12**	17:46	-6:33	**12:26**	18:35	-6:09	**12:13**	13:45	-1:32	**4:58**	16:44	-11:46
ZM	**6:19**	6:47	-0:28	**17:09**	13:24	3:44	**2:08**	3:11	-1:03	**3:34**	4:11	-0:36	**4:14**	4:42	-0:28	**5:40**	5:46	-0:06	**3:35**	4:56	-1:21	**7:04**	6:23	0:40
MediaWorks Combo	**14:22**	14:32	-0:10	**11:54**	10:42	1:11	**12:44**	14:59	-2:14	**12:41**	14:48	-2:06	**13:10**	15:01	-1:51	**14:25**	14:27	-0:02	**15:56**	13:56	2:00	**13:01**	15:21	-2:20
NZME Combo	**10:29**	11:20	-0:50	**5:33**	7:21	-1:48	**5:21**	7:48	-2:27	**5:41**	7:06	-1:25	**6:15**	7:31	-1:16	**10:44**	10:33	0:11	**15:14**	14:08	1:05	**6:44**	7:10	-0:25
All Commercial Radio	**17:28**	17:45	-0:17	**12:04**	12:15	-0:10	**13:45**	16:31	-2:46	**14:47**	16:30	-1:43	**15:26**	16:58	-1:32	**18:22**	17:53	0:29	**21:20**	19:27	1:53	**15:16**	16:56	-1:40
Potential (000)	**92.3**	92.3	0.0	**17.4**	17.4	0.0	**24.2**	24.0	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	**12.3**	11.3	1.0
Sample	**851**	807	44	**102**	105	-3	**146**	132	14	**167**	148	19	**302**	272	30	**280**	248	32	**304**	286	18	**119**	102	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 (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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NELSON 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)	92.3	92.3	0.0
Sample Size	851	807	44

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

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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