



HAWKE'S BAY COMMERCIAL RADIO - SURVEY 1 2025

Station Share (%) by Demographic, Mon-Sun 12mn-12mn
Survey Comparisons: 3/2024 - 1/2025

This Survey Period: Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 & Sun Aug 11 to Sat Nov 2 2024 & Sun Feb 9 to Sat May 3 2025
Last Survey Period: Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024 & Sun Aug 11 to Sat Nov 2 2024

	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	10.6	10.1	0.5	3	15.3	12.1	3.2	6.7	8.9	-2.2	5.2	7.3	-2.1	9.0	9.0	0.0	12.8	12.9	-0.1	12.1	13.1	-1.0	12.1	12.4	-0.3
Channel X	7.4	6.5	0.9	6	14.0	9.6	4.4	22.2	14.1	8.1	17.6	10.9	6.7	11.7	8.6	3.1	3.8	5.8	-2.0	2.6	3.9	-1.3	3.5	5.0	-1.5
Coast	2.8	2.1	0.7	11	1.9	0.4	1.5	1.2	0.6	0.6	0.7	0.5	0.2	2.5	1.8	0.7	4.6	4.0	0.6	3.5	3.2	0.3	4.2	1.9	2.3
Edge	2.2	2.4	-0.2	12	6.9	5.9	1.0	8.0	6.8	1.2	4.6	4.6	0.0	3.0	3.2	-0.2	0.4	0.6	-0.2	0.3	0.2	0.1	7.6	6.6	1.0
Gold Sport	0.2	0.4	-0.2	18	*	*	*	*	0.1	*	0.2	0.3	-0.1	0.2	0.2	0.0	0.1	0.1	0.0	0.1	*	*	*	0.1	*
Life FM	1.7	1.8	-0.1	13	0.3	0.2	0.1	2.6	1.8	0.8	2.1	1.6	0.5	1.6	1.5	0.1	3.3	3.8	-0.5	3.2	3.6	-0.4	0.8	1.7	-0.9
Magic	12.4	10.7	1.7	2	0.1	0.1	0.0	2.3	2.5	-0.2	4.3	3.5	0.8	7.2	5.2	2.0	9.9	7.8	2.1	16.5	15.8	0.7	3.3	3.3	0.0
Mai FM	5.5	8.8	-3.3	9	10.7	23.7	-13.0	12.3	16.3	-4.0	12.1	14.1	-2.0	9.8	11.4	-1.6	3.2	3.7	-0.5	0.1	0.2	-0.1	14.6	15.2	-0.6
More FM	6.6	5.8	0.8	7	3.9	2.4	1.5	5.7	5.3	0.4	6.1	5.6	0.5	6.4	7.4	-1.0	10.3	9.7	0.6	9.2	6.3	2.9	7.6	7.2	0.4
Newstalk ZB	14.8	12.0	2.8	1	3.4	2.1	1.3	0.3	0.8	-0.5	0.6	2.4	-1.8	2.4	3.1	-0.7	12.4	7.3	5.1	25.3	22.3	3.0	5.8	3.5	2.3
Radio Hauraki	1.3	2.2	-0.9	14	2.8	5.2	-2.4	1.5	2.7	-1.2	1.0	2.5	-1.5	1.4	2.7	-1.3	1.4	1.8	-0.4	1.1	0.9	0.2	1.4	2.0	-0.6
Radio Kahungunu	0.7	0.9	-0.2	16	0.6	0.6	0.0	0.2	0.1	0.1	0.8	0.7	0.1	0.7	0.7	0.0	0.8	1.1	-0.3	0.7	1.4	-0.7	0.7	0.4	0.3
Rhema	1.1	0.9	0.2	15	*	*	*	0.4	0.2	0.2	0.5	0.2	0.3	0.8	0.4	0.4	2.5	2.1	0.4	2.1	2.2	-0.1	3.8	1.5	2.3
Rock	10.0	11.0	-1.0	4	12.1	13.8	-1.7	11.0	12.7	-1.7	19.0	17.0	2.0	18.9	18.0	0.9	11.1	12.2	-1.1	2.1	2.7	-0.6	2.9	8.0	-5.1
Sanctuary**	0.6	0.3	0.3	17	*	*	*	*	*	*	*	*	*	0.2	0.1	0.1	0.2	0.1	0.1	0.1	0.2	-0.1	*	*	*
Sport Nation*	0.1	*	*	19	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.4	0.1	0.3	*	*	*
The Hits	9.8	9.9	-0.1	5	15.1	11.0	4.1	14.2	10.8	3.4	12.2	11.3	0.9	11.8	11.2	0.6	9.5	11.1	-1.6	5.9	8.3	-2.4	16.3	12.9	3.4
The Sound	5.7	5.9	-0.2	8	*	0.6	*	1.4	1.4	0.0	1.8	1.8	0.0	3.7	4.8	-1.1	9.9	11.6	-1.7	11.4	11.7	-0.3	0.3	2.4	-2.1
ZM	4.5	5.7	-1.2	10	11.7	8.6	3.1	8.3	10.2	-1.9	9.0	12.6	-3.6	6.7	8.4	-1.7	1.9	2.8	-0.9	1.1	2.0	-0.9	11.3	12.9	-1.6
MediaWorks Combo	60.6	61.3	-0.7		63.2	68.2	-5.0	70.5	68.9	1.6	71.7	65.8	5.9	70.5	68.1	2.4	61.3	64.3	-3.0	54.3	53.9	0.4	53.7	61.3	-7.6
NZME Combo	33.6	33.2	0.4		35.9	30.3	5.6	25.9	28.0	-2.1	24.1	30.6	-6.5	25.2	28.1	-2.9	29.8	27.0	2.8	36.9	36.7	0.2	39.7	34.1	5.6
Potential (000)	142.2	140.6	1.6		30.0	29.7	0.3	42.7	41.0	1.7	41.2	39.9	1.3	60.8	59.9	0.9	39.8	40.3	-0.5	36.7	36.9	-0.2	22.4	23.6	-1.2
Sample	860	903	-43		132	130	2	220	237	-17	238	255	-17	363	388	-25	241	257	-16	267	275	-8	158	181	-23

NB: SUM OF INDIVIDUAL STATIONS MAY NOT ADD TO NETWORK COMBO TOTAL DUE TO ROUNDING

MediaWorks Combo: Breeze, Channel X (from S2 2024), Edge, Magic, Mai FM, More FM, Rock, The Sound, or internet only listening to George FM, Humm FM

NZME Combo: Coast, Gold Sport, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui

*SENZ rebranded to Sport Nation from Nov 19th 2024, **Star rebranded to Sanctuary from S1 2025



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Station Share (%) by Daypart, People 10+
Survey Comparisons: 3/2024 - 1/2025

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Last Survey Period: Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024 & Sun Aug 11 to Sat Nov 2 2024

	This	Last	+/-
Potential (000)	142.2	140.6	1.6
Sample Size	860	903	-43

	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	7.6	7.4	0.2	5	11.2	11.1	0.1	10.0	9.4	0.6	10.4	7.8	2.6	14.7	17.0	-2.3	15.4	19.9	-4.5	11.7	10.8	0.9
Channel X	7.5	5.8	1.7	6	11.3	9.2	2.1	11.3	10.6	0.7	5.4	3.6	1.8	1.5	1.1	0.4	0.9	3.7	-2.8	2.9	2.9	0.0
Coast	3.5	2.0	1.5	11	2.7	1.7	1.0	2.3	2.3	0.0	2.5	2.6	-0.1	5.4	4.1	1.3	0.9	1.6	-0.7	2.6	1.8	0.8
Edge	2.2	2.0	0.2	12	1.4	1.9	-0.5	1.9	1.8	0.1	2.8	2.9	-0.1	3.4	2.6	0.8	1.3	3.2	-1.9	3.0	3.5	-0.5
Gold Sport	0.2	0.3	-0.1	18	*	0.4	*	*	0.4	*	0.1	0.2	-0.1	1.0	0.8	0.2	*	*	*	0.4	0.7	-0.3
Life FM	1.5	1.6	-0.1	14	1.4	1.5	-0.1	1.6	1.5	0.1	2.1	2.2	-0.1	2.4	3.3	-0.9	0.2	0.1	0.1	2.3	2.3	0.0
Magic	9.4	8.0	1.4	4	14.9	12.0	2.9	14.1	10.9	3.2	8.6	7.3	1.3	9.3	10.2	-0.9	8.0	8.3	-0.3	14.7	14.1	0.6
Mai FM	6.0	10.7	-4.7	9	5.6	10.1	-4.5	6.4	10.3	-3.9	5.1	7.7	-2.6	2.9	5.0	-2.1	6.2	4.3	1.9	4.5	5.8	-1.3
More FM	6.7	5.8	0.9	7	7.4	6.5	0.9	6.7	5.5	1.2	8.1	7.0	1.1	7.8	6.8	1.0	1.5	3.7	-2.2	5.5	5.1	0.4
Newstalk ZB	18.6	15.1	3.5	1	9.6	7.3	2.3	9.0	7.9	1.1	12.5	12.8	-0.3	29.0	27.5	1.5	39.7	31.7	8.0	15.2	11.9	3.3
Radio Hauraki	1.4	2.2	-0.8	15	1.1	2.1	-1.0	1.0	2.7	-1.7	1.9	2.2	-0.3	1.7	1.0	0.7	0.4	0.8	-0.4	1.5	2.4	-0.9
Radio Kahungunu	0.3	0.4	-0.1	17	0.8	1.0	-0.2	0.6	0.4	0.2	0.4	1.0	-0.6	1.4	1.6	-0.2	0.7	0.6	0.1	0.9	2.0	-1.1
Rhema	0.9	0.7	0.2	16	0.6	0.6	0.0	0.6	0.6	0.0	1.4	0.8	0.6	1.9	1.9	0.0	1.2	1.8	-0.6	2.1	1.4	0.7
Rock	11.0	13.0	-2.0	2	10.7	11.9	-1.2	11.9	12.8	-0.9	11.6	12.6	-1.0	4.3	4.3	0.0	9.0	7.4	1.6	7.0	7.2	-0.2
Sanctuary**	1.8	0.9	0.9	13	0.5	0.2	0.3	*	*	*	*	*	*	0.1	0.1	0.0	0.6	0.5	0.1	0.8	0.4	0.4
Sport Nation*	*	*	*	*	0.3	*	*	0.1	*	*	*	0.1	*	*	0.1	*	*	*	*	0.2	0.1	0.1
The Hits	9.9	11.1	-1.2	3	7.8	7.9	-0.1	9.6	9.3	0.3	14.2	11.1	3.1	7.3	7.5	-0.2	3.8	5.2	-1.4	11.3	11.9	-0.6
The Sound	3.8	4.1	-0.3	10	6.0	6.9	-0.9	6.5	6.7	-0.2	5.4	6.1	-0.7	3.5	1.8	1.7	6.9	2.1	4.8	6.5	7.0	-0.5
ZM	6.5	7.4	-0.9	8	4.2	4.7	-0.5	4.3	4.5	-0.2	5.1	9.3	-4.2	2.0	1.9	0.1	2.1	3.7	-1.6	4.1	5.5	-1.4
MediaWorks Combo	54.1	56.8	-2.7		68.8	69.9	-1.1	69.6	68.6	1.0	57.4	55.1	2.3	47.6	48.9	-1.3	49.3	52.5	-3.2	56.0	56.6	-0.6
NZME Combo	40.2	38.5	1.7		25.7	24.7	1.0	26.5	28.2	-1.7	36.7	39.0	-2.3	46.3	42.8	3.5	46.9	43.1	3.8	35.2	35.1	0.1

NB: SUM OF INDIVIDUAL STATIONS MAY NOT ADD TO NETWORK COMBO TOTAL DUE TO ROUNDING

MediaWorks Combo: Breeze, Channel X (from S2 2024), Edge, Magic, Mai FM, More FM, Rock, The Sound, or internet only listening to George FM, Humm FM

NZME Combo: Coast, Gold Sport, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui

*SENZ rebranded to Sport Nation from Nov 19th 2024, **Star rebranded to Sanctuary from S1 2025



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Cumulative Audience (000's) by Demographic, Mon-Sun 12mn-12mn
Survey Comparisons: 3/2024 - 1/2025

This Survey Period: Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 & Sun Aug 11 to Sat Nov 2 2024 & Sun Feb 9 to Sat May 3 2025
Last Survey Period: Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024 & Sun Aug 11 to Sat Nov 2 2024

	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	19.1	20.7	-1.6	2	2.0	3.1	-1.1	4.2	5.2	-1.0	4.6	6.0	-1.4	8.1	9.7	-1.6	7.9	7.4	0.5	7.4	7.0	0.4	4.0	4.3	-0.3
Channel X	11.2	11.6	-0.4	8	2.5	2.4	0.1	4.9	4.7	0.2	5.5	5.1	0.4	7.1	6.9	0.2	2.6	3.9	-1.3	1.3	2.2	-0.9	1.6	2.4	-0.8
Coast	6.5	6.0	0.5	12	0.8	0.5	0.3	1.2	1.2	0.0	0.9	0.9	0.0	2.1	2.2	-0.1	2.8	3.0	-0.2	2.6	2.4	0.2	1.3	1.2	0.1
Edge	9.4	10.8	-1.4	10	2.8	4.2	-1.4	6.4	7.3	-0.9	5.2	5.1	0.1	5.9	6.2	-0.3	0.8	1.2	-0.4	0.3	0.3	0.0	3.6	4.1	-0.5
Gold Sport	1.0	0.9	0.1	17	*	*	*	*	0.1	*	0.3	0.5	-0.2	0.6	0.6	0.0	0.2	0.2	0.0	0.2	*	*	*	*	*
Life FM	2.4	2.7	-0.3	14	0.3	0.4	-0.1	1.1	1.5	-0.4	1.2	1.4	-0.2	1.4	1.6	-0.2	0.7	0.8	-0.1	0.7	0.6	0.1	0.2	1.0	-0.8
Magic	14.7	15.6	-0.9	6	0.2	0.4	-0.2	1.0	1.7	-0.7	1.3	2.0	-0.7	3.7	4.1	-0.4	4.2	4.3	-0.1	6.3	7.4	-1.1	0.8	1.3	-0.5
Mai FM	10.8	14.3	-3.5	9	2.1	5.1	-3.0	6.9	7.5	-0.6	7.5	7.4	0.1	8.3	8.9	-0.6	0.8	1.6	-0.8	0.1	0.2	-0.1	3.2	4.0	-0.8
More FM	16.7	14.9	1.8	4	3.2	3.4	-0.2	3.3	4.8	-1.5	5.2	5.1	0.1	8.9	8.7	0.2	6.7	5.2	1.5	4.0	2.2	1.8	4.4	4.7	-0.3
Newstalk ZB	17.1	16.5	0.6	3	0.6	0.7	-0.1	0.9	1.0	-0.1	0.8	1.3	-0.5	2.9	2.9	0.0	6.4	5.3	1.1	9.0	8.8	0.2	1.7	1.2	0.5
Radio Hauraki	6.5	8.1	-1.6	12	2.2	2.8	-0.6	1.8	2.6	-0.8	1.3	2.6	-1.3	3.1	4.6	-1.5	2.5	2.4	0.1	1.0	0.7	0.3	1.0	2.0	-1.0
Radio Kahungunu	2.3	5.8	-3.5	15	0.2	0.2	0.0	0.2	0.2	0.0	0.5	1.3	-0.8	0.8	1.6	-0.8	1.1	2.2	-1.1	0.9	2.4	-1.5	0.4	0.4	0.0
Rhema	2.3	1.6	0.7	15	*	*	*	0.4	0.2	0.2	0.5	0.3	0.2	1.2	0.7	0.5	1.3	0.8	0.5	0.9	0.6	0.3	0.7	0.3	0.4
Rock	14.9	17.8	-2.9	5	3.5	3.7	-0.2	6.0	5.3	0.7	6.8	7.1	-0.3	10.0	11.5	-1.5	4.6	6.6	-2.0	1.5	2.6	-1.1	2.2	2.4	-0.2
Sanctuary**	0.8	0.5	0.3	18	*	*	*	*	*	*	*	*	*	0.2	0.1	0.1	0.2	0.1	0.1	0.2	0.2	0.0	*	*	*
Sport Nation*	0.5	0.2	0.3	19	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.5	0.1	0.4	*	*	*
The Hits	22.4	21.0	1.4	1	5.7	4.8	0.9	8.3	7.7	0.6	8.5	8.8	-0.3	12.7	12.4	0.3	6.1	6.0	0.1	3.4	3.2	0.2	6.2	6.4	-0.2
The Sound	7.5	9.2	-1.7	11	*	0.5	*	1.2	1.5	-0.3	1.5	1.7	-0.2	3.2	3.6	-0.4	3.9	4.3	-0.4	4.1	5.1	-1.0	0.3	0.4	-0.1
ZM	13.1	14.7	-1.6	7	4.1	4.4	-0.3	5.8	6.9	-1.1	6.9	8.6	-1.7	7.9	9.4	-1.5	1.4	1.6	-0.2	0.8	0.8	0.0	4.7	5.0	-0.3
MediaWorks Combo	77.1	80.8	-3.7		12.9	17.4	-4.5	24.2	24.9	-0.7	26.0	24.8	1.2	38.4	38.9	-0.5	22.9	24.9	-2.0	19.4	19.7	-0.3	13.8	15.6	-1.8
NZME Combo	55.7	54.7	1.0		11.2	11.2	0.0	14.5	15.9	-1.4	15.6	17.4	-1.8	24.5	25.3	-0.8	16.6	14.7	1.9	14.4	13.2	1.2	11.6	12.1	-0.5
All Commercial Radio	106.4	110.6	-4.2		18.4	22.0	-3.6	30.1	31.1	-1.0	31.9	32.7	-0.8	49.3	50.7	-1.4	33.6	33.9	-0.3	28.7	28.3	0.4	19.9	21.3	-1.4
Potential (000)	142.2	140.6	1.6		30.0	29.7	0.3	42.7	41.0	1.7	41.2	39.9	1.3	60.8	59.9	0.9	39.8	40.3	-0.5	36.7	36.9	-0.2	22.4	23.6	-1.2
Sample	860	903	-43		132	130	2	220	237	-17	238	255	-17	363	388	-25	241	257	-16	267	275	-8	158	181	-23

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	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	9.1	11.1	-2.0	4	9.4	11.1	-1.7	11.1	11.0	0.1	8.1	7.7	0.4	2.8	3.4	-0.6	3.0	2.0	1.0	10.7	10.8	-0.1
Channel X	7.5	8.3	-0.8	9	5.8	6.8	-1.0	8.0	9.9	-1.9	7.3	5.5	1.8	1.1	1.0	0.1	0.6	1.6	-1.0	4.2	5.5	-1.3
Coast	3.7	3.0	0.7	12	3.3	2.9	0.4	3.3	3.2	0.1	2.3	2.1	0.2	1.3	1.1	0.2	0.4	0.5	-0.1	3.2	2.8	0.4
Edge	4.5	4.8	-0.3	10	2.0	3.3	-1.3	5.2	4.7	0.5	4.0	4.0	0.0	1.4	1.4	0.0	1.5	1.6	-0.1	6.4	6.7	-0.3
Gold Sport	0.6	0.5	0.1	18	0.1	0.1	0.0	*	0.3	*	0.4	0.3	0.1	0.7	0.5	0.2	*	*	*	0.4	0.4	0.0
Life FM	1.8	1.4	0.4	14	0.9	1.3	-0.4	0.9	1.2	-0.3	1.6	1.7	-0.1	0.9	0.9	0.0	0.2	0.1	0.1	2.0	1.8	0.2
Magic	8.7	8.5	0.2	6	8.6	9.9	-1.3	9.7	10.1	-0.4	6.4	7.4	-1.0	3.2	3.5	-0.3	2.5	1.7	0.8	9.8	11.2	-1.4
Mai FM	7.7	11.7	-4.0	8	5.5	7.8	-2.3	7.1	10.4	-3.3	5.1	7.5	-2.4	1.8	2.0	-0.2	1.6	0.7	0.9	6.2	8.5	-2.3
More FM	8.9	8.7	0.2	5	7.8	6.6	1.2	9.3	7.7	1.6	8.4	7.2	1.2	4.4	3.3	1.1	1.4	1.5	-0.1	8.7	8.4	0.3
Newstalk ZB	11.7	10.8	0.9	1	7.0	7.7	-0.7	8.5	8.2	0.3	7.6	7.7	-0.1	6.3	5.6	0.7	6.3	4.6	1.7	11.5	10.7	0.8
Radio Hauraki	3.0	3.1	-0.1	13	1.6	1.9	-0.3	3.1	4.4	-1.3	2.6	4.0	-1.4	0.4	0.2	0.2	0.7	0.6	0.1	1.9	2.3	-0.4
Radio Kahungunu	0.7	1.1	-0.4	16	1.4	2.4	-1.0	0.6	1.1	-0.5	0.6	1.8	-1.2	0.5	0.6	-0.1	0.3	0.2	0.1	1.1	4.2	-3.1
Rhema	1.2	1.0	0.2	15	0.7	0.9	-0.2	1.0	1.0	0.0	1.2	0.9	0.3	1.0	0.7	0.3	0.7	0.6	0.1	1.5	1.1	0.4
Rock	10.5	11.3	-0.8	3	7.4	8.4	-1.0	8.2	11.1	-2.9	8.1	11.1	-3.0	1.9	2.4	-0.5	2.3	1.5	0.8	8.8	9.1	-0.3
Sanctuary**	0.7	0.4	0.3	16	0.5	0.2	0.3	0.4	0.2	0.2	*	*	*	0.2	0.1	0.1	0.5	0.3	0.2	0.8	0.5	0.3
Sport Nation*	*	*	*	*	0.2	*	*	0.2	0.1	0.1	*	0.1	*	*	0.1	*	*	*	*	0.4	0.2	0.2
The Hits	11.4	12.7	-1.3	2	9.8	8.9	0.9	13.0	11.9	1.1	10.6	9.6	1.0	4.2	4.0	0.2	1.4	1.6	-0.2	12.5	13.0	-0.5
The Sound	3.9	4.2	-0.3	11	4.0	4.1	-0.1	4.6	5.3	-0.7	4.0	4.2	-0.2	1.2	1.1	0.1	1.4	1.0	0.4	4.7	5.9	-1.2
ZM	8.7	9.8	-1.1	6	5.9	7.3	-1.4	7.3	7.5	-0.2	5.0	7.0	-2.0	1.0	1.1	-0.1	0.7	1.1	-0.4	6.6	9.5	-2.9
MediaWorks Combo	51.4	58.5	-7.1		43.7	48.7	-5.0	53.6	56.5	-2.9	44.0	47.3	-3.3	16.2	16.7	-0.5	12.9	10.1	2.8	50.6	56.0	-5.4
NZME Combo	36.5	36.0	0.5		26.6	28.2	-1.6	32.3	32.2	0.1	26.8	29.7	-2.9	13.3	11.9	1.4	9.3	8.3	1.0	32.9	34.7	-1.8
All Commercial Radio	80.0	85.7	-5.7		64.4	69.7	-5.3	74.0	78.3	-4.3	65.9	72.3	-6.4	28.9	27.7	1.2	22.3	18.3	4.0	75.8	83.5	-7.7

MediaWorks Combo: Breeze, Channel X (from S2 2024), Edge, Magic, Mai FM, More FM, Rock, The Sound, or internet only listening to George FM, Humm FM

NZME Combo: Coast, Gold Sport, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui

*SENZ rebranded to Sport Nation from Nov 19th 2024, **Star rebranded to Sanctuary from S1 2025



HAWKE'S BAY COMMERCIAL RADIO - SURVEY 1 2025

Average Time Spent Listening (hh:mm) by Demographic, Mon-Sun 12mn-12mn
Survey Comparisons: 3/2024 - 1/2025

This Survey Period: Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 & Sun Aug 11 to Sat Nov 2 2024 & Sun Feb 9 to Sat May 3 2025
Last Survey Period: Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024 & Sun Aug 11 to Sat Nov 2 2024

	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	9:33	8:37	0:55	15:19	10:15	5:03	5:37	7:44	-2:07	4:46	5:57	-1:11	7:57	7:27	0:30	9:31	10:32	-1:00	9:19	9:41	-0:21	6:24	8:16	-1:52
Channel X	11:24	9:53	1:31	11:26	10:40	0:45	15:44	13:24	2:19	13:26	10:34	2:51	11:43	9:57	1:45	8:39	8:57	-0:18	11:21	9:13	2:07	4:35	6:09	-1:34
Coast	7:21	6:17	1:03	5:03	2:20	2:43	3:26	2:08	1:18	3:13	2:36	0:37	8:11	6:31	1:40	9:42	7:55	1:47	7:41	6:49	0:52	6:58	4:27	2:31
Edge	4:03	3:56	0:07	5:08	3:39	1:29	4:20	4:09	0:11	3:44	4:24	-0:40	3:34	4:10	-0:35	2:37	3:02	-0:25	5:44	3:35	2:08	4:25	4:37	-0:12
Gold Sport	3:25	8:05	-4:39	*	*	*	*	4:15	*	2:00	2:43	-0:43	2:12	2:57	-0:44	2:30	3:37	-1:07	2:11	*	*	*	10:00	*
Life FM	12:18	11:46	0:32	1:45	1:13	0:31	8:14	5:14	2:59	7:38	5:27	2:10	8:09	7:40	0:29	28:22	30:30	-2:07	24:54	29:55	-5:00	10:00	4:41	5:18
Magic	14:36	12:06	2:29	1:00	0:53	0:06	8:03	6:44	1:19	14:07	8:45	5:22	14:03	10:17	3:45	14:01	10:53	3:07	14:58	11:02	3:55	8:26	7:21	1:05
Mai FM	8:42	10:52	-2:09	10:19	12:21	-2:01	6:18	9:49	-3:30	6:49	9:15	-2:26	8:25	10:14	-1:49	22:46	14:23	8:23	6:00	3:52	2:07	9:41	11:05	-1:23
More FM	6:45	6:58	-0:13	2:31	1:51	0:40	6:01	4:58	1:02	4:59	5:21	-0:22	5:06	6:49	-1:43	9:07	11:16	-2:09	13:02	14:36	-1:33	3:39	4:20	-0:41
Newstalk ZB	14:53	12:55	1:58	10:46	8:03	2:42	1:07	3:39	-2:31	3:12	9:20	-6:07	5:55	8:37	-2:42	11:23	8:11	3:12	16:02	13:06	2:55	7:08	8:21	-1:12
Radio Hauraki	3:26	4:52	-1:25	2:41	4:57	-2:16	2:51	4:37	-1:46	3:17	4:46	-1:29	3:16	4:36	-1:20	3:18	4:32	-1:14	5:57	6:54	-0:57	2:57	2:59	-0:01
Radio Kahungunu	5:05	2:54	2:11	7:45	7:45	0:00	3:43	2:33	1:09	7:35	2:53	4:41	6:31	3:17	3:13	4:36	3:00	1:36	4:18	3:02	1:16	3:42	3:21	0:21
Rhema	8:28	10:13	-1:45	*	*	*	3:58	3:38	0:19	3:51	3:36	0:14	4:52	5:03	-0:10	11:07	15:29	-4:22	14:09	18:03	-3:54	12:02	15:22	-3:20
Rock	11:32	10:58	0:33	7:11	9:47	-2:35	6:28	10:40	-4:12	11:53	11:47	0:06	13:31	12:37	0:53	14:20	11:03	3:16	8:16	5:27	2:49	2:47	9:43	-6:56
Sanctuary**	13:59	10:58	3:01	*	*	*	*	*	*	*	*	*	5:30	5:30	0:00	5:30	5:30	0:00	4:40	4:13	0:26	*	*	*
Sport Nation*	4:41	2:59	1:42	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	4:41	2:02	2:39	*	*	*
The Hits	7:30	8:24	-0:53	5:24	6:01	-0:37	6:01	6:18	-0:17	6:03	6:17	-0:14	6:37	7:15	-0:38	9:15	11:14	-1:58	9:59	13:21	-3:22	5:33	5:50	-0:17
The Sound	12:59	11:18	1:40	*	3:20	*	4:01	4:23	-0:21	5:10	5:19	-0:08	8:02	10:40	-2:38	15:09	16:19	-1:09	15:48	11:57	3:50	2:21	19:33	-17:11
ZM	5:59	6:52	-0:53	5:48	5:11	0:37	5:00	6:36	-1:35	5:33	7:10	-1:36	6:01	7:11	-1:10	7:44	10:13	-2:29	8:21	13:09	-4:48	5:03	7:26	-2:23
MediaWorks Combo	13:33	13:27	0:05	10:05	10:22	-0:17	10:15	12:26	-2:10	11:41	12:59	-1:18	13:04	14:02	-0:57	15:52	15:32	0:20	15:57	14:12	1:45	8:13	11:17	-3:03
NZME Combo	10:23	10:44	-0:21	6:33	7:11	-0:37	6:17	7:53	-1:36	6:32	8:37	-2:04	7:21	8:52	-1:31	10:38	11:03	-0:24	14:38	14:25	0:13	7:13	8:08	-0:54
All Commercial Radio	16:11	16:01	0:10	11:12	12:00	-0:48	11:41	14:25	-2:44	13:16	14:59	-1:42	14:26	15:50	-1:23	17:37	17:47	-0:09	19:52	18:19	1:32	10:39	13:30	-2:50
Potential (000)	142.2	140.6	1.6	30.0	29.7	0.3	42.7	41.0	1.7	41.2	39.9	1.3	60.8	59.9	0.9	39.8	40.3	-0.5	36.7	36.9	-0.2	22.4	23.6	-1.2
Sample	860	903	-43	132	130	2	220	237	-17	238	255	-17	363	388	-25	241	257	-16	267	275	-8	158	181	-23

MediaWorks Combo: Breeze, Channel X (from S2 2024), Edge, Magic, Mai FM, More FM, Rock, The Sound, or internet only listening to George FM, Humm FM

NZME Combo: Coast, Gold Sport, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui

*SENZ rebranded to Sport Nation from Nov 19th 2024, **Star rebranded to Sanctuary from S1 2025



HAWKE'S BAY COMMERCIAL RADIO - SURVEY 1 2025

Average Time Spent Listening (hh:mm) by Daypart, People 10+
Survey Comparisons: 3/2024 - 1/2025

This Survey Period: Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 & Sun Aug 11 to Sat Nov 2 2024 & Sun Feb 9 to Sat May 3 2025
Last Survey Period: Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024 & Sun Aug 11 to Sat Nov 2 2024

	This	Last	+/-
Potential (000)	142.2	140.6	1.6
Sample Size	860	903	-43

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

MediaWorks Combo: Breeze, Channel X (from S2 2024), Edge, Magic, Mai FM, More FM, Rock, The Sound, or internet only listening to George FM, Humm FM

NZME Combo: Coast, Gold Sport, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui

*SENZ rebranded to Sport Nation from Nov 19th 2024, **Star rebranded to Sanctuary from S1 2025