



HAWKE'S BAY COMMERCIAL RADIO - SURVEY 2 2025

Station Share (%) by Demographic, Mon-Sun 12mn-12mn
Survey Comparisons: 1/2025 - 2/2025

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

	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	11.2	10.6	0.6	3	18.3	15.3	3.0	7.1	6.7	0.4	5.2	5.2	0.0	9.9	9.0	0.9	13.2	12.8	0.4	10.9	12.1	-1.2	11.2	12.1	-0.9
Channel X	7.7	7.4	0.3	6	14.5	14.0	0.5	23.3	22.2	1.1	19.6	17.6	2.0	12.9	11.7	1.2	3.5	3.8	-0.3	2.7	2.6	0.1	4.5	3.5	1.0
Coast	2.6	2.8	-0.2	11	1.7	1.9	-0.2	1.1	1.2	-0.1	0.6	0.7	-0.1	2.9	2.5	0.4	5.0	4.6	0.4	2.7	3.5	-0.8	3.9	4.2	-0.3
Edge	1.7	2.2	-0.5	12	3.2	6.9	-3.7	6.2	8.0	-1.8	4.7	4.6	0.1	2.9	3.0	-0.1	0.2	0.4	-0.2	0.3	0.3	0.0	5.7	7.6	-1.9
Gold Sport	0.1	0.2	-0.1	19	*	*	*	*	*	*	*	0.2	*	*	0.2	*	*	0.1	*	0.1	0.1	0.0	*	*	*
Life FM	1.0	1.7	-0.7	15	0.4	0.3	0.1	2.2	2.6	-0.4	2.0	2.1	-0.1	1.8	1.6	0.2	1.6	3.3	-1.7	0.9	3.2	-2.3	*	0.8	*
Magic	12.9	12.4	0.5	2	0.1	0.1	0.0	2.2	2.3	-0.1	5.6	4.3	1.3	7.5	7.2	0.3	8.6	9.9	-1.3	17.0	16.5	0.5	3.4	3.3	0.1
Mai FM	5.1	5.5	-0.4	9	9.8	10.7	-0.9	14.3	12.3	2.0	14.3	12.1	2.2	9.7	9.8	-0.1	1.0	3.2	-2.2	0.1	0.1	0.0	9.2	14.6	-5.4
More FM	6.4	6.6	-0.2	7	4.1	3.9	0.2	6.2	5.7	0.5	6.6	6.1	0.5	6.3	6.4	-0.1	10.4	10.3	0.1	9.2	9.2	0.0	10.0	7.6	2.4
Newstalk ZB	16.2	14.8	1.4	1	3.1	3.4	-0.3	0.6	0.3	0.3	1.0	0.6	0.4	2.5	2.4	0.1	13.7	12.4	1.3	24.6	25.3	-0.7	6.7	5.8	0.9
Radio Hauraki	1.2	1.3	-0.1	14	2.0	2.8	-0.8	1.2	1.5	-0.3	1.2	1.0	0.2	1.7	1.4	0.3	1.3	1.4	-0.1	0.8	1.1	-0.3	1.8	1.4	0.4
Radio Kahungunu	0.6	0.7	-0.1	16	*	0.6	*	0.2	0.2	0.0	0.6	0.8	-0.2	0.7	0.7	0.0	1.1	0.8	0.3	0.8	0.7	0.1	0.7	0.7	0.0
Rhema	1.7	1.1	0.6	12	*	*	*	0.2	0.4	-0.2	0.2	0.5	-0.3	0.7	0.8	-0.1	3.6	2.5	1.1	3.9	2.1	1.8	6.0	3.8	2.2
Rock	8.7	10.0	-1.3	5	15.0	12.1	2.9	9.5	11.0	-1.5	12.7	19.0	-6.3	14.8	18.9	-4.1	10.8	11.1	-0.3	3.4	2.1	1.3	3.2	2.9	0.3
Sanctuary**	0.2	0.6	-0.4	17	*	*	*	*	*	*	*	*	*	0.3	0.2	0.1	0.3	0.2	0.1	0.3	0.1	0.2	*	*	*
Sport Nation*	0.2	0.1	0.1	17	*	*	*	*	*	*	*	*	*	*	*	*	0.3	*	*	0.6	0.4	0.2	*	*	*
The Hits	10.1	9.8	0.3	4	16.8	15.1	1.7	14.7	14.2	0.5	13.7	12.2	1.5	14.1	11.8	2.3	11.3	9.5	1.8	6.0	5.9	0.1	15.5	16.3	-0.8
The Sound	5.5	5.7	-0.2	8	*	*	*	0.8	1.4	-0.6	0.7	1.8	-1.1	2.6	3.7	-1.1	10.3	9.9	0.4	12.0	11.4	0.6	0.7	0.3	0.4
ZM	4.2	4.5	-0.3	10	8.7	11.7	-3.0	8.2	8.3	-0.1	9.7	9.0	0.7	7.0	6.7	0.3	1.2	1.9	-0.7	1.0	1.1	-0.1	14.1	11.3	2.8
MediaWorks Combo	59.5	60.6	-1.1		65.3	63.2	2.1	70.0	70.5	-0.5	70.1	71.7	-1.6	67.3	70.5	-3.2	58.0	61.3	-3.3	55.6	54.3	1.3	48.8	53.7	-4.9
NZME Combo	34.9	33.6	1.3		34.3	35.9	-1.6	27.1	25.9	1.2	26.9	24.1	2.8	28.6	25.2	3.4	32.8	29.8	3.0	35.4	36.9	-1.5	43.4	39.7	3.7
Potential (000)	142.2	142.2	0.0		30.0	30.0	0.0	43.2	42.7	0.5	41.2	41.2	0.0	60.8	60.8	0.0	39.8	39.8	0.0	36.7	36.7	0.0	22.1	22.4	-0.3
Sample	826	860	-34		115	132	-17	235	220	15	252	238	14	363	363	0	217	241	-24	252	267	-15	151	158	-7

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

MediaWorks Combo: Breeze, Channel X, 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 2 2025

Station Share (%) by Daypart, People 10+
Survey Comparisons: 1/2025 - 2/2025

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

	This	Last	+/-
Potential (000)	142.2	142.2	0.0
Sample Size	826	860	-34

	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	8.9	7.6	1.3	4	11.6	11.2	0.4	10.3	10.0	0.3	10.6	10.4	0.2	14.4	14.7	-0.3	15.6	15.4	0.2	12.3	11.7	0.6
Channel X	7.8	7.5	0.3	6	11.0	11.3	-0.3	11.1	11.3	-0.2	6.1	5.4	0.7	5.7	1.5	4.2	0.2	0.9	-0.7	3.8	2.9	0.9
Coast	3.1	3.5	-0.4	11	2.5	2.7	-0.2	2.1	2.3	-0.2	1.8	2.5	-0.7	4.9	5.4	-0.5	1.1	0.9	0.2	3.1	2.6	0.5
Edge	1.7	2.2	-0.5	12	1.4	1.4	0.0	1.8	1.9	-0.1	1.7	2.8	-1.1	1.2	3.4	-2.2	1.2	1.3	-0.1	2.0	3.0	-1.0
Gold Sport	*	0.2	*	*	*	*	*	*	*	*	*	0.1	*	0.4	1.0	-0.6	*	*	*	0.5	0.4	0.1
Life FM	1.2	1.5	-0.3	14	0.3	1.4	-1.1	0.5	1.6	-1.1	1.8	2.1	-0.3	2.1	2.4	-0.3	0.1	0.2	-0.1	1.8	2.3	-0.5
Magic	10.5	9.4	1.1	2	15.8	14.9	0.9	15.9	14.1	1.8	8.8	8.6	0.2	8.6	9.3	-0.7	7.0	8.0	-1.0	14.0	14.7	-0.7
Mai FM	6.3	6.0	0.3	8	4.0	5.6	-1.6	5.2	6.4	-1.2	6.7	5.1	1.6	1.8	2.9	-1.1	8.3	6.2	2.1	4.2	4.5	-0.3
More FM	6.5	6.7	-0.2	7	7.6	7.4	0.2	7.1	6.7	0.4	6.7	8.1	-1.4	6.9	7.8	-0.9	2.1	1.5	0.6	5.3	5.5	-0.2
Newstalk ZB	19.3	18.6	0.7	1	10.4	9.6	0.8	9.5	9.0	0.5	12.6	12.5	0.1	29.3	29.0	0.3	43.4	39.7	3.7	17.9	15.2	2.7
Radio Hauraki	1.0	1.4	-0.4	15	1.3	1.1	0.2	1.2	1.0	0.2	1.3	1.9	-0.6	2.0	1.7	0.3	0.1	0.4	-0.3	1.2	1.5	-0.3
Radio Kahungunu	0.3	0.3	0.0	17	0.9	0.8	0.1	0.7	0.6	0.1	0.3	0.4	-0.1	0.9	1.4	-0.5	0.6	0.7	-0.1	0.5	0.9	-0.4
Rhema	1.4	0.9	0.5	13	0.9	0.6	0.3	0.9	0.6	0.3	2.5	1.4	1.1	2.1	1.9	0.2	0.8	1.2	-0.4	3.1	2.1	1.0
Rock	8.9	11.0	-2.1	4	8.6	10.7	-2.1	11.3	11.9	-0.6	10.8	11.6	-0.8	6.3	4.3	2.0	7.0	9.0	-2.0	5.9	7.0	-1.1
Sanctuary**	0.6	1.8	-1.2	16	0.2	0.5	-0.3	*	*	*	*	*	*	*	0.1	*	*	0.6	*	0.3	0.8	-0.5
Sport Nation*	*	*	*	*	0.2	0.3	-0.1	0.1	0.1	0.0	*	*	*	0.4	*	*	*	*	*	0.7	0.2	0.5
The Hits	9.7	9.9	-0.2	3	9.5	7.8	1.7	9.0	9.6	-0.6	15.4	14.2	1.2	7.5	7.3	0.2	4.6	3.8	0.8	11.7	11.3	0.4
The Sound	3.9	3.8	0.1	10	6.1	6.0	0.1	6.9	6.5	0.4	5.8	5.4	0.4	3.3	3.5	-0.2	5.6	6.9	-1.3	5.2	6.5	-1.3
ZM	5.8	6.5	-0.7	9	3.7	4.2	-0.5	3.7	4.3	-0.6	5.2	5.1	0.1	1.8	2.0	-0.2	1.4	2.1	-0.7	4.4	4.1	0.3
MediaWorks Combo	54.6	54.1	0.5		66.2	68.8	-2.6	70.2	69.6	0.6	57.4	57.4	0.0	48.4	47.6	0.8	47.1	49.3	-2.2	52.8	56.0	-3.2
NZME Combo	39.4	40.2	-0.8		28.1	25.7	2.4	26.2	26.5	-0.3	37.1	36.7	0.4	45.8	46.3	-0.5	50.5	46.9	3.6	39.0	35.2	3.8

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

MediaWorks Combo: Breeze, Channel X, 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 2 2025

Cumulative Audience (000's) by Demographic, Mon-Sun 12mn-12mn
Survey Comparisons: 1/2025 - 2/2025

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

	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	18.3	19.1	-0.8	2	2.2	2.0	0.2	3.8	4.2	-0.4	3.9	4.6	-0.7	7.9	8.1	-0.2	7.9	7.9	0.0	6.7	7.4	-0.7	3.5	4.0	-0.5
Channel X	11.8	11.2	0.6	9	2.8	2.5	0.3	5.8	4.9	0.9	6.3	5.5	0.8	7.4	7.1	0.3	2.2	2.6	-0.4	1.4	1.3	0.1	1.4	1.6	-0.2
Coast	5.6	6.5	-0.9	13	0.8	0.8	0.0	0.6	1.2	-0.6	0.3	0.9	-0.6	1.8	2.1	-0.3	2.7	2.8	-0.1	2.0	2.6	-0.6	1.0	1.3	-0.3
Edge	9.3	9.4	-0.1	10	3.0	2.8	0.2	7.1	6.4	0.7	5.4	5.2	0.2	5.6	5.9	-0.3	0.3	0.8	-0.5	0.4	0.3	0.1	3.3	3.6	-0.3
Gold Sport	0.5	1.0	-0.5	19	*	*	*	*	*	*	*	0.3	*	*	0.6	*	*	0.2	*	0.3	0.2	0.1	*	*	*
Life FM	1.9	2.4	-0.5	16	0.5	0.3	0.2	0.8	1.1	-0.3	0.9	1.2	-0.3	1.2	1.4	-0.2	0.4	0.7	-0.3	0.1	0.7	-0.6	*	0.2	*
Magic	14.3	14.7	-0.4	6	0.2	0.2	0.0	0.6	1.0	-0.4	1.0	1.3	-0.3	3.7	3.7	0.0	4.0	4.2	-0.2	5.7	6.3	-0.6	0.6	0.8	-0.2
Mai FM	13.4	10.8	2.6	7	4.4	2.1	2.3	8.8	6.9	1.9	8.1	7.5	0.6	8.6	8.3	0.3	0.5	0.8	-0.3	0.1	0.1	0.0	3.5	3.2	0.3
More FM	15.0	16.7	-1.7	4	3.3	3.2	0.1	4.3	3.3	1.0	4.8	5.2	-0.4	7.6	8.9	-1.3	5.8	6.7	-0.9	3.7	4.0	-0.3	4.6	4.4	0.2
Newstalk ZB	18.1	17.1	1.0	3	1.3	0.6	0.7	1.7	0.9	0.8	1.7	0.8	0.9	3.4	2.9	0.5	5.9	6.4	-0.5	8.3	9.0	-0.7	1.8	1.7	0.1
Radio Hauraki	6.3	6.5	-0.2	12	2.2	2.2	0.0	1.8	1.8	0.0	1.3	1.3	0.0	2.8	3.1	-0.3	2.1	2.5	-0.4	1.0	1.0	0.0	1.1	1.0	0.1
Radio Kahungunu	2.3	2.3	0.0	15	*	0.2	*	0.3	0.2	0.1	0.5	0.5	0.0	0.9	0.8	0.1	1.3	1.1	0.2	1.0	0.9	0.1	0.3	0.4	-0.1
Rhema	2.6	2.3	0.3	14	*	*	*	0.2	0.4	-0.2	0.2	0.5	-0.3	1.2	1.2	0.0	2.0	1.3	0.7	1.2	0.9	0.3	0.9	0.7	0.2
Rock	14.5	14.9	-0.4	5	3.6	3.5	0.1	4.8	6.0	-1.2	5.8	6.8	-1.0	8.8	10.0	-1.2	4.7	4.6	0.1	2.1	1.5	0.6	2.0	2.2	-0.2
Sanctuary**	0.6	0.8	-0.2	18	*	*	*	*	*	*	*	*	*	0.3	0.2	0.1	0.3	0.2	0.1	0.3	0.2	0.1	*	*	*
Sport Nation*	1.0	0.5	0.5	17	*	*	*	*	*	*	*	*	*	*	*	*	0.4	*	*	0.8	0.5	0.3	*	*	*
The Hits	21.9	22.4	-0.5	1	7.1	5.7	1.4	7.8	8.3	-0.5	7.7	8.5	-0.8	11.0	12.7	-1.7	5.2	6.1	-0.9	3.7	3.4	0.3	5.2	6.2	-1.0
The Sound	6.9	7.5	-0.6	11	*	*	*	0.9	1.2	-0.3	0.9	1.5	-0.6	2.6	3.2	-0.6	3.8	3.9	-0.1	4.1	4.1	0.0	0.4	0.3	0.1
ZM	12.9	13.1	-0.2	8	3.3	4.1	-0.8	6.5	5.8	0.7	7.9	6.9	1.0	8.8	7.9	0.9	1.1	1.4	-0.3	0.6	0.8	-0.2	5.0	4.7	0.3
MediaWorks Combo	76.9	77.1	-0.2		15.2	12.9	2.3	24.5	24.2	0.3	24.4	26.0	-1.6	36.1	38.4	-2.3	21.9	22.9	-1.0	19.1	19.4	-0.3	13.2	13.8	-0.6
NZME Combo	55.6	55.7	-0.1		13.0	11.2	1.8	15.6	14.5	1.1	14.8	15.6	-0.8	22.9	24.5	-1.6	15.5	16.6	-1.1	13.8	14.4	-0.6	10.8	11.6	-0.8
All Commercial Radio	104.8	106.4	-1.6		19.6	18.4	1.2	30.1	30.1	0.0	29.7	31.9	-2.2	46.6	49.3	-2.7	32.9	33.6	-0.7	28.7	28.7	0.0	18.5	19.9	-1.4
Potential (000)	142.2	142.2	0.0		30.0	30.0	0.0	43.2	42.7	0.5	41.2	41.2	0.0	60.8	60.8	0.0	39.8	39.8	0.0	36.7	36.7	0.0	22.1	22.4	-0.3
Sample	826	860	-34		115	132	-17	235	220	15	252	238	14	363	363	0	217	241	-24	252	267	-15	151	158	-7

MediaWorks Combo: Breeze, Channel X, 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 2 2025

Cumulative Audience (000's) by Daypart, People 10+
Survey Comparisons: 1/2025 - 2/2025

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

	This	Last	+/-
Potential (000)	142.2	142.2	0.0
Sample Size	826	860	-34

	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	8.9	9.1	-0.2	6	9.0	9.4	-0.4	10.2	11.1	-0.9	8.0	8.1	-0.1	2.8	2.8	0.0	3.3	3.0	0.3	10.7	10.7	0.0
Channel X	8.4	7.5	0.9	7	6.2	5.8	0.4	7.6	8.0	-0.4	7.4	7.3	0.1	1.7	1.1	0.6	0.4	0.6	-0.2	5.0	4.2	0.8
Coast	3.4	3.7	-0.3	12	3.1	3.3	-0.2	2.8	3.3	-0.5	2.4	2.3	0.1	1.3	1.3	0.0	0.2	0.4	-0.2	2.7	3.2	-0.5
Edge	4.6	4.5	0.1	10	2.6	2.0	0.6	5.5	5.2	0.3	3.1	4.0	-0.9	1.0	1.4	-0.4	0.9	1.5	-0.6	4.7	6.4	-1.7
Gold Sport	*	0.6	*	*	0.1	0.1	0.0	*	*	*	0.2	0.4	-0.2	0.2	0.7	-0.5	*	*	*	0.5	0.4	0.1
Life FM	1.3	1.8	-0.5	15	0.3	0.9	-0.6	0.4	0.9	-0.5	1.3	1.6	-0.3	0.8	0.9	-0.1	0.1	0.2	-0.1	1.7	2.0	-0.3
Magic	8.3	8.7	-0.4	8	9.1	8.6	0.5	9.9	9.7	0.2	6.8	6.4	0.4	3.3	3.2	0.1	1.7	2.5	-0.8	9.1	9.8	-0.7
Mai FM	9.0	7.7	1.3	5	5.6	5.5	0.1	6.9	7.1	-0.2	6.7	5.1	1.6	2.1	1.8	0.3	2.2	1.6	0.6	6.9	6.2	0.7
More FM	7.3	8.9	-1.6	9	8.2	7.8	0.4	9.5	9.3	0.2	7.1	8.4	-1.3	3.6	4.4	-0.8	1.5	1.4	0.1	7.2	8.7	-1.5
Newstalk ZB	11.4	11.7	-0.3	1	7.9	7.0	0.9	8.1	8.5	-0.4	7.3	7.6	-0.3	6.2	6.3	-0.1	6.6	6.3	0.3	11.6	11.5	0.1
Radio Hauraki	2.5	3.0	-0.5	13	2.3	1.6	0.7	2.7	3.1	-0.4	1.8	2.6	-0.8	0.5	0.4	0.1	0.5	0.7	-0.2	1.7	1.9	-0.2
Radio Kahungunu	0.7	0.7	0.0	16	1.3	1.4	-0.1	0.9	0.6	0.3	0.4	0.6	-0.2	0.3	0.5	-0.2	0.3	0.3	0.0	1.2	1.1	0.1
Rhema	1.5	1.2	0.3	14	1.2	0.7	0.5	1.5	1.0	0.5	1.7	1.2	0.5	1.2	1.0	0.2	0.8	0.7	0.1	1.9	1.5	0.4
Rock	10.4	10.5	-0.1	3	6.6	7.4	-0.8	9.3	8.2	1.1	8.3	8.1	0.2	2.6	1.9	0.7	2.2	2.3	-0.1	7.4	8.8	-1.4
Sanctuary**	0.6	0.7	-0.1	17	0.5	0.5	0.0	*	0.4	*	*	*	*	*	0.2	*	0.1	0.5	-0.4	0.6	0.8	-0.2
Sport Nation*	0.4	*	*	18	0.2	0.2	0.0	0.2	0.2	0.0	*	*	*	0.5	*	*	*	*	*	0.9	0.4	0.5
The Hits	11.0	11.4	-0.4	2	10.7	9.8	0.9	13.3	13.0	0.3	10.4	10.6	-0.2	3.8	4.2	-0.4	1.7	1.4	0.3	11.5	12.5	-1.0
The Sound	4.1	3.9	0.2	11	3.9	4.0	-0.1	4.5	4.6	-0.1	3.7	4.0	-0.3	1.4	1.2	0.2	1.0	1.4	-0.4	3.9	4.7	-0.8
ZM	9.4	8.7	0.7	4	5.9	5.9	0.0	7.3	7.3	0.0	5.4	5.0	0.4	1.0	1.0	0.0	0.5	0.7	-0.2	7.7	6.6	1.1
MediaWorks Combo	50.2	51.4	-1.2		44.8	43.7	1.1	54.1	53.6	0.5	43.1	44.0	-0.9	16.3	16.2	0.1	11.3	12.9	-1.6	47.6	50.6	-3.0
NZME Combo	36.4	36.5	-0.1		29.3	26.6	2.7	31.4	32.3	-0.9	26.3	26.8	-0.5	12.4	13.3	-0.9	9.4	9.3	0.1	32.0	32.9	-0.9
All Commercial Radio	78.1	80.0	-1.9		67.0	64.4	2.6	74.6	74.0	0.6	64.2	65.9	-1.7	28.2	28.9	-0.7	20.8	22.3	-1.5	71.8	75.8	-4.0

MediaWorks Combo: Breeze, Channel X, 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 2 2025

Average Time Spent Listening (hh:mm) by Demographic, Mon-Sun 12mn-12mn
Survey Comparisons: 1/2025 - 2/2025

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

	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	10:13	9:33	0:40	18:39	15:19	3:19	6:30	5:37	0:53	5:07	4:46	0:21	7:46	7:57	-0:10	8:51	9:31	-0:40	9:15	9:19	-0:03	5:41	6:24	-0:42
Channel X	10:52	11:24	-0:31	11:25	11:26	-0:00	13:51	15:44	-1:52	12:02	13:26	-1:23	10:55	11:43	-0:47	8:27	8:39	-0:11	10:58	11:21	-0:22	5:39	4:35	1:04
Coast	7:53	7:21	0:32	4:42	5:03	-0:21	6:23	3:26	2:56	6:48	3:13	3:34	9:41	8:11	1:30	9:42	9:42	0:00	7:54	7:41	0:12	7:04	6:58	0:05
Edge	3:02	4:03	-1:01	2:22	5:08	-2:45	3:02	4:20	-1:18	3:21	3:44	-0:22	3:18	3:34	-0:16	2:37	2:37	0:00	5:10	5:44	-0:33	3:03	4:25	-1:21
Gold Sport	4:49	3:25	1:23	*	*	*	*	*	*	*	2:00	*	*	2:12	*	*	2:30	*	2:01	2:11	-0:10	*	*	*
Life FM	9:08	12:18	-3:10	1:45	1:45	0:00	9:19	8:14	1:05	8:16	7:38	0:37	9:12	8:09	1:03	20:22	28:22	-8:00	34:55	24:54	10:00	*	10:00	*
Magic	15:04	14:36	0:28	1:00	1:00	0:00	13:57	8:03	5:53	22:38	14:07	8:30	12:48	14:03	-1:14	11:26	14:01	-2:34	16:46	14:58	1:48	10:19	8:26	1:52
Mai FM	6:21	8:42	-2:21	5:02	10:19	-5:17	5:38	6:18	-0:39	6:50	6:49	0:01	7:01	8:25	-1:23	9:57	22:46	-12:48	6:00	6:00	0:00	4:43	9:41	-4:57
More FM	7:08	6:45	0:23	2:49	2:31	0:18	5:01	6:01	-0:59	5:21	4:59	0:22	5:11	5:06	0:04	9:30	9:07	0:23	14:08	13:02	1:05	3:52	3:39	0:13
Newstalk ZB	14:59	14:53	0:05	5:31	10:46	-5:15	1:13	1:07	0:05	2:26	3:12	-0:45	4:35	5:55	-1:19	12:21	11:23	0:58	16:54	16:02	0:52	6:45	7:08	-0:22
Radio Hauraki	3:09	3:26	-0:17	2:03	2:41	-0:37	2:23	2:51	-0:27	3:31	3:17	0:13	3:44	3:16	0:28	3:18	3:18	0:00	4:27	5:57	-1:29	2:50	2:57	-0:06
Radio Kahungunu	4:25	5:05	-0:40	*	7:45	*	2:38	3:43	-1:05	5:10	7:35	-2:25	4:49	6:31	-1:42	4:30	4:36	-0:06	4:29	4:18	0:11	4:30	3:42	0:47
Rhema	10:26	8:28	1:57	*	*	*	2:43	3:58	-1:15	2:43	3:51	-1:07	3:36	4:52	-1:16	9:44	11:07	-1:22	17:42	14:09	3:33	11:21	12:02	-0:40
Rock	10:02	11:32	-1:30	9:16	7:11	2:04	6:51	6:28	0:22	8:28	11:53	-3:25	10:34	13:31	-2:56	12:11	14:20	-2:09	9:08	8:16	0:51	2:47	2:47	0:00
Sanctuary**	5:35	13:59	-8:23	*	*	*	*	*	*	*	*	*	5:30	5:30	0:00	5:30	5:30	0:00	5:41	4:40	1:00	*	*	*
Sport Nation*	4:16	4:41	-0:24	*	*	*	*	*	*	*	*	*	*	*	*	4:15	*	*	4:19	4:41	-0:21	*	*	*
The Hits	7:42	7:30	0:11	5:17	5:24	-0:06	6:35	6:01	0:34	6:54	6:03	0:51	8:01	6:37	1:24	11:34	9:15	2:18	9:16	9:59	-0:42	5:17	5:33	-0:16
The Sound	13:20	12:59	0:21	*	*	*	3:02	4:01	-0:58	3:02	5:10	-2:07	6:24	8:02	-1:38	14:34	15:09	-0:34	16:51	15:48	1:03	2:48	2:21	0:26
ZM	5:22	5:59	-0:37	5:59	5:48	0:11	4:21	5:00	-0:39	4:47	5:33	-0:45	5:00	6:01	-1:00	5:53	7:44	-1:51	8:53	8:21	0:32	5:05	5:03	0:01
MediaWorks Combo	12:56	13:33	-0:37	9:37	10:05	-0:27	9:57	10:15	-0:18	11:11	11:41	-0:29	11:39	13:04	-1:25	14:05	15:52	-1:47	16:33	15:57	0:36	6:37	8:13	-1:36
NZME Combo	10:29	10:23	0:06	5:55	6:33	-0:38	6:01	6:17	-0:15	7:05	6:32	0:32	7:48	7:21	0:27	11:14	10:38	0:36	14:33	14:38	-0:05	7:11	7:13	-0:02
All Commercial Radio	15:57	16:11	-0:14	11:26	11:12	0:14	11:32	11:41	-0:09	13:05	13:16	-0:11	13:24	14:26	-1:02	16:07	17:37	-1:29	19:48	19:52	-0:03	9:40	10:39	-0:58
Potential (000)	142.2	142.2	0.0	30.0	30.0	0.0	43.2	42.7	0.5	41.2	41.2	0.0	60.8	60.8	0.0	39.8	39.8	0.0	36.7	36.7	0.0	22.1	22.4	-0.3
Sample	826	860	-34	115	132	-17	235	220	15	252	238	14	363	363	0	217	241	-24	252	267	-15	151	158	-7

MediaWorks Combo: Breeze, Channel X, 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 2 2025

Average Time Spent Listening (hh:mm) by Daypart, People 10+
Survey Comparisons: 1/2025 - 2/2025

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

	This	Last	+/-
Potential (000)	142.2	142.2	0.0
Sample Size	826	860	-34

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

MediaWorks Combo: Breeze, Channel X, 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