



HAWKE'S BAY COMMERCIAL RADIO - SURVEY 3 2025

Station Share (%) by Demographic, Mon-Sun 12mn-12mn
Survey Comparisons: 2/2025 - 3/2025

This Survey Period: Sun Aug 11 to Sat Nov 2 2024 & Sun Feb 9 to Sat May 3 & Sun May 11 to Sat Aug 2
Sun Aug 10 to Sat Nov 1 2025
Last 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

	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	11.2	-0.6	3	10.1	18.3	-8.2	4.3	7.1	-2.8	4.2	5.2	-1.0	10.9	9.9	1.0	17.8	13.2	4.6	12.0	10.9	1.1	11.2	11.2	0.0
Channel X	6.8	7.7	-0.9	6	8.9	14.5	-5.6	19.4	23.3	-3.9	21.2	19.6	1.6	15.0	12.9	2.1	2.3	3.5	-1.2	1.2	2.7	-1.5	4.8	4.5	0.3
Coast	4.5	2.6	1.9	9	2.7	1.7	1.0	1.5	1.1	0.4	1.1	0.6	0.5	3.3	2.9	0.4	8.0	5.0	3.0	5.2	2.7	2.5	7.8	3.9	3.9
Edge	1.5	1.7	-0.2	13	3.5	3.2	0.3	5.1	6.2	-1.1	4.0	4.7	-0.7	2.8	2.9	-0.1	0.3	0.2	0.1	0.3	0.3	0.0	3.5	5.7	-2.2
Gold Sport	*	0.1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.1	0.1	0.0	*	*	*
Life FM	0.8	1.0	-0.2	15	0.3	0.4	-0.1	2.6	2.2	0.4	2.5	2.0	0.5	1.8	1.8	0.0	0.4	1.6	-1.2	0.2	0.9	-0.7	2.2	*	*
Magic (Breeze Classic)*	13.5	12.9	0.6	2	0.4	0.1	0.3	2.5	2.2	0.3	6.7	5.6	1.1	4.8	7.5	-2.7	7.2	8.6	-1.4	19.1	17.0	2.1	1.4	3.4	-2.0
Mai FM	8.3	5.1	3.2	5	30.6	9.8	20.8	21.7	14.3	7.4	16.7	14.3	2.4	12.5	9.7	2.8	1.7	1.0	0.7	0.1	0.1	0.0	12.4	9.2	3.2
More FM	4.2	6.4	-2.2	10	3.4	4.1	-0.7	6.1	6.2	-0.1	6.0	6.6	-0.6	5.8	6.3	-0.5	4.7	10.4	-5.7	3.5	9.2	-5.7	7.8	10.0	-2.2
Newstalk ZB	17.2	16.2	1.0	1	3.5	3.1	0.4	1.1	0.6	0.5	1.3	1.0	0.3	2.7	2.5	0.2	15.7	13.7	2.0	25.0	24.6	0.4	11.0	6.7	4.3
Radio Hauraki	1.5	1.2	0.3	13	1.2	2.0	-0.8	1.0	1.2	-0.2	1.3	1.2	0.1	2.2	1.7	0.5	2.2	1.3	0.9	1.5	0.8	0.7	1.7	1.8	-0.1
Radio Kahungunu	0.5	0.6	-0.1	16	*	*	*	0.2	0.2	0.0	0.8	0.6	0.2	0.8	0.7	0.1	0.8	1.1	-0.3	0.5	0.8	-0.3	*	0.7	*
Rhema	1.7	1.7	0.0	12	0.4	*	*	0.3	0.2	0.1	0.3	0.2	0.1	0.4	0.7	-0.3	3.2	3.6	-0.4	3.8	3.9	-0.1	4.7	6.0	-1.3
Rock	6.6	8.7	-2.1	7	12.0	15.0	-3.0	7.7	9.5	-1.8	8.4	12.7	-4.3	10.4	14.8	-4.4	8.2	10.8	-2.6	3.9	3.4	0.5	5.0	3.2	1.8
Sanctuary	0.1	0.2	-0.1	18	*	*	*	*	*	*	*	*	*	*	0.3	*	0.1	0.3	-0.2	0.3	0.3	0.0	*	*	*
Sport Nation	0.3	0.2	0.1	17	*	*	*	*	*	*	*	*	*	*	*	*	0.3	0.3	0.0	0.6	0.6	0.0	*	*	*
The Hits	9.5	10.1	-0.6	4	13.2	16.8	-3.6	13.8	14.7	-0.9	13.4	13.7	-0.3	13.9	14.1	-0.2	11.8	11.3	0.5	6.7	6.0	0.7	12.0	15.5	-3.5
The Sound	6.1	5.5	0.6	8	0.1	*	*	2.2	0.8	1.4	2.2	0.7	1.5	3.8	2.6	1.2	10.5	10.3	0.2	12.6	12.0	0.6	0.7	0.7	0.0
ZM	3.1	4.2	-1.1	11	4.5	8.7	-4.2	5.5	8.2	-2.7	6.5	9.7	-3.2	6.2	7.0	-0.8	2.8	1.2	1.6	1.1	1.0	0.1	7.8	14.1	-6.3
MediaWorks Combo	57.7	59.5	-1.8		69.1	65.3	3.8	69.1	70.0	-0.9	69.5	70.1	-0.6	66.0	67.3	-1.3	52.6	58.0	-5.4	52.7	55.6	-2.9	46.9	48.8	-1.9
NZME Combo	36.8	34.9	1.9		29.7	34.3	-4.6	25.8	27.1	-1.3	25.0	26.9	-1.9	29.3	28.6	0.7	40.6	32.8	7.8	39.7	35.4	4.3	43.8	43.4	0.4
Potential (000)	142.2	142.2	0.0		30.0	30.0	0.0	44.1	43.2	0.9	41.2	41.2	0.0	60.8	60.8	0.0	39.8	39.8	0.0	36.7	36.7	0.0	21.0	22.1	-1.1
Sample	832	826	6		146	115	31	244	235	9	242	252	-10	356	363	-7	219	217	2	235	252	-17	152	151	1

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

MediaWorks Combo: Breeze, Channel X, Edge, Magic (Breeze Classic), 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

*Magic rebranded to Breeze Classic from Nov 1st 2025



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Station Share (%) by Daypart, People 10+
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	This	Last	+/-
Potential (000)	142.2	142.2	0.0
Sample Size	832	826	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	9.2	8.9	0.3	4	12.3	11.6	0.7	10.7	10.3	0.4	8.5	10.6	-2.1	8.2	14.4	-6.2	12.3	15.6	-3.3	11.8	12.3	-0.5
Channel X	7.5	7.8	-0.3	6	8.1	11.0	-2.9	9.0	11.1	-2.1	5.4	6.1	-0.7	6.6	5.7	0.9	0.9	0.2	0.7	4.6	3.8	0.8
Coast	3.3	3.1	0.2	11	6.0	2.5	3.5	5.2	2.1	3.1	3.5	1.8	1.7	5.8	4.9	0.9	0.8	1.1	-0.3	4.5	3.1	1.4
Edge	1.7	1.7	0.0	12	1.0	1.4	-0.4	1.4	1.8	-0.4	2.1	1.7	0.4	1.4	1.2	0.2	1.0	1.2	-0.2	1.9	2.0	-0.1
Gold Sport	*	*	*	*	0.1	*	*	*	*	*	*	*	*	*	0.4	*	*	*	*	0.1	0.5	-0.4
Life FM	1.0	1.2	-0.2	15	0.2	0.3	-0.1	0.6	0.5	0.1	1.1	1.8	-0.7	1.1	2.1	-1.0	0.2	0.1	0.1	1.1	1.8	-0.7
Magic (Breeze Classic)*	10.1	10.5	-0.4	3	15.8	15.8	0.0	15.7	15.9	-0.2	10.4	8.8	1.6	9.9	8.6	1.3	9.4	7.0	2.4	15.9	14.0	1.9
Mai FM	10.5	6.3	4.2	2	8.2	4.0	4.2	9.4	5.2	4.2	9.3	6.7	2.6	2.9	1.8	1.1	10.9	8.3	2.6	5.6	4.2	1.4
More FM	4.4	6.5	-2.1	8	4.1	7.6	-3.5	3.5	7.1	-3.6	4.7	6.7	-2.0	7.8	6.9	0.9	2.0	2.1	-0.1	4.2	5.3	-1.1
Newstalk ZB	20.9	19.3	1.6	1	10.2	10.4	-0.2	9.9	9.5	0.4	16.3	12.6	3.7	32.1	29.3	2.8	40.5	43.4	-2.9	18.2	17.9	0.3
Radio Hauraki	1.2	1.0	0.2	14	1.9	1.3	0.6	1.2	1.2	0.0	1.1	1.3	-0.2	3.4	2.0	1.4	0.1	0.1	0.0	1.5	1.2	0.3
Radio Kahungunu	0.2	0.3	-0.1	16	0.8	0.9	-0.1	0.7	0.7	0.0	0.4	0.3	0.1	*	0.9	*	0.1	0.6	-0.5	0.4	0.5	-0.1
Rhema	1.4	1.4	0.0	13	0.8	0.9	-0.1	1.1	0.9	0.2	2.4	2.5	-0.1	2.1	2.1	0.0	0.7	0.8	-0.1	2.9	3.1	-0.2
Rock	6.0	8.9	-2.9	7	6.5	8.6	-2.1	8.0	11.3	-3.3	8.9	10.8	-1.9	4.9	6.3	-1.4	7.3	7.0	0.3	4.7	5.9	-1.2
Sanctuary	0.2	0.6	-0.4	16	0.1	0.2	-0.1	0.1	*	*	*	*	*	*	*	*	0.1	*	*	0.1	0.3	-0.2
Sport Nation	*	*	*	*	0.3	0.2	0.1	0.1	0.1	0.0	*	*	*	0.5	0.4	0.1	*	*	*	0.7	0.7	0.0
The Hits	9.0	9.7	-0.7	5	9.5	9.5	0.0	9.2	9.0	0.2	12.5	15.4	-2.9	6.8	7.5	-0.7	5.1	4.6	0.5	10.6	11.7	-1.1
The Sound	4.2	3.9	0.3	9	7.0	6.1	0.9	8.0	6.9	1.1	5.6	5.8	-0.2	4.9	3.3	1.6	6.5	5.6	0.9	5.8	5.2	0.6
ZM	4.2	5.8	-1.6	9	3.2	3.7	-0.5	3.5	3.7	-0.2	3.9	5.2	-1.3	0.5	1.8	-1.3	*	1.4	*	2.8	4.4	-1.6
MediaWorks Combo	53.8	54.6	-0.8		63.0	66.2	-3.2	65.7	70.2	-4.5	54.7	57.4	-2.7	46.6	48.4	-1.8	50.4	47.1	3.3	54.5	52.8	1.7
NZME Combo	40.0	39.4	0.6		31.6	28.1	3.5	29.9	26.2	3.7	39.8	37.1	2.7	48.9	45.8	3.1	47.5	50.5	-3.0	38.1	39.0	-0.9

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

MediaWorks Combo: Breeze, Channel X, Edge, Magic (Breeze Classic), 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

*Magic rebranded to Breeze Classic from Nov 1st 2025



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Cumulative Audience (000's) by Demographic, Mon-Sun 12mn-12mn
Survey Comparisons: 2/2025 - 3/2025

This Survey Period: Sun Aug 11 to Sat Nov 2 2024 & Sun Feb 9 to Sat May 3 & Sun May 11 to Sat Aug 2
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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	17.9	18.3	-0.4	3	2.2	2.2	0.0	2.9	3.8	-0.9	3.3	3.9	-0.6	7.6	7.9	-0.3	9.5	7.9	1.6	7.3	6.7	0.6	3.1	3.5	-0.4
Channel X	10.5	11.8	-1.3	8	1.7	2.8	-1.1	4.5	5.8	-1.3	5.4	6.3	-0.9	7.3	7.4	-0.1	3.3	2.2	1.1	1.5	1.4	0.1	1.6	1.4	0.2
Coast	6.3	5.6	0.7	12	1.1	0.8	0.3	1.1	0.6	0.5	0.8	0.3	0.5	1.7	1.8	-0.1	2.9	2.7	0.2	2.9	2.0	0.9	1.5	1.0	0.5
Edge	8.0	9.3	-1.3	11	2.9	3.0	-0.1	6.0	7.1	-1.1	4.2	5.4	-1.2	4.5	5.6	-1.1	0.6	0.3	0.3	0.5	0.4	0.1	2.2	3.3	-1.1
Gold Sport	0.3	0.5	-0.2	19	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.3	0.3	0.0	*	*	*
Life FM	2.2	1.9	0.3	15	0.4	0.5	-0.1	1.2	0.8	0.4	1.2	0.9	0.3	1.4	1.2	0.2	0.5	0.4	0.1	0.4	0.1	0.3	0.7	*	*
Magic (Breeze Classic)*	13.7	14.3	-0.6	5	0.2	0.2	0.0	0.9	0.6	0.3	1.3	1.0	0.3	2.1	3.7	-1.6	3.0	4.0	-1.0	7.5	5.7	1.8	0.6	0.6	0.0
Mai FM	14.8	13.4	1.4	4	6.2	4.4	1.8	8.3	8.8	-0.5	7.9	8.1	-0.2	8.3	8.6	-0.3	0.5	0.5	0.0	0.1	0.1	0.0	2.8	3.5	-0.7
More FM	13.0	15.0	-2.0	6	2.7	3.3	-0.6	4.9	4.3	0.6	4.6	4.8	-0.2	7.2	7.6	-0.4	4.6	5.8	-1.2	2.6	3.7	-1.1	3.4	4.6	-1.2
Newstalk ZB	19.1	18.1	1.0	1	1.8	1.3	0.5	2.0	1.7	0.3	2.0	1.7	0.3	3.3	3.4	-0.1	7.0	5.9	1.1	9.8	8.3	1.5	2.5	1.8	0.7
Radio Hauraki	5.8	6.3	-0.5	13	1.1	2.2	-1.1	1.2	1.8	-0.6	1.2	1.3	-0.1	2.9	2.8	0.1	2.7	2.1	0.6	1.7	1.0	0.7	0.6	1.1	-0.5
Radio Kahungunu	1.6	2.3	-0.7	16	*	*	*	0.3	0.3	0.0	0.5	0.5	0.0	0.8	0.9	-0.1	0.9	1.3	-0.4	0.6	1.0	-0.4	*	0.3	*
Rhema	2.7	2.6	0.1	14	0.3	*	*	0.4	0.2	0.2	0.4	0.2	0.2	0.9	1.2	-0.3	1.5	2.0	-0.5	1.2	1.2	0.0	0.8	0.9	-0.1
Rock	12.6	14.5	-1.9	7	2.9	3.6	-0.7	3.9	4.8	-0.9	4.3	5.8	-1.5	7.0	8.8	-1.8	4.5	4.7	-0.2	2.7	2.1	0.6	2.0	2.0	0.0
Sanctuary	0.5	0.6	-0.1	18	*	*	*	*	*	*	*	*	*	*	0.3	*	0.3	0.3	0.0	0.5	0.3	0.2	*	*	*
Sport Nation	0.8	1.0	-0.2	17	*	*	*	*	*	*	*	*	*	*	*	*	0.4	0.4	0.0	0.6	0.8	-0.2	*	*	*
The Hits	19.0	21.9	-2.9	2	5.6	7.1	-1.5	8.1	7.8	0.3	7.7	7.7	0.0	9.3	11.0	-1.7	3.6	5.2	-1.6	4.0	3.7	0.3	3.6	5.2	-1.6
The Sound	8.8	6.9	1.9	10	0.2	*	*	1.1	0.9	0.2	1.1	0.9	0.2	3.4	2.6	0.8	5.1	3.8	1.3	4.8	4.1	0.7	0.4	0.4	0.0
ZM	9.2	12.9	-3.7	9	1.8	3.3	-1.5	4.9	6.5	-1.6	5.7	7.9	-2.2	6.6	8.8	-2.2	1.4	1.1	0.3	0.8	0.6	0.2	2.6	5.0	-2.4
MediaWorks Combo	73.8	76.9	-3.1		14.4	15.2	-0.8	23.2	24.5	-1.3	23.3	24.4	-1.1	34.3	36.1	-1.8	21.7	21.9	-0.2	20.0	19.1	0.9	12.1	13.2	-1.1
NZME Combo	53.0	55.6	-2.6		11.2	13.0	-1.8	16.2	15.6	0.6	14.6	14.8	-0.2	20.8	22.9	-2.1	15.3	15.5	-0.2	15.9	13.8	2.1	8.9	10.8	-1.9
All Commercial Radio	101.3	104.8	-3.5		18.7	19.6	-0.9	30.3	30.1	0.2	29.2	29.7	-0.5	44.3	46.6	-2.3	31.5	32.9	-1.4	29.3	28.7	0.6	16.7	18.5	-1.8
Potential (000)	142.2	142.2	0.0		30.0	30.0	0.0	44.1	43.2	0.9	41.2	41.2	0.0	60.8	60.8	0.0	39.8	39.8	0.0	36.7	36.7	0.0	21.0	22.1	-1.1
Sample	832	826	6		146	115	31	244	235	9	242	252	-10	356	363	-7	219	217	2	235	252	-17	152	151	1

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	This	Last	+/-
Potential (000)	142.2	142.2	0.0
Sample Size	832	826	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	8.9	0.5	3	9.2	9.0	0.2	9.2	10.2	-1.0	7.0	8.0	-1.0	1.9	2.8	-0.9	2.7	3.3	-0.6	9.5	10.7	-1.2
Channel X	8.2	8.4	-0.2	6	3.9	6.2	-2.3	6.2	7.6	-1.4	6.6	7.4	-0.8	1.7	1.7	0.0	1.3	0.4	0.9	5.3	5.0	0.3
Coast	3.7	3.4	0.3	12	4.2	3.1	1.1	3.7	2.8	0.9	3.4	2.4	1.0	1.3	1.3	0.0	0.1	0.2	-0.1	2.9	2.7	0.2
Edge	3.9	4.6	-0.7	10	2.2	2.6	-0.4	3.6	5.5	-1.9	3.0	3.1	-0.1	1.0	1.0	0.0	0.4	0.9	-0.5	4.2	4.7	-0.5
Gold Sport	*	*	*	*	0.1	0.1	0.0	*	*	*	*	0.2	*	*	0.2	*	*	*	*	0.3	0.5	-0.2
Life FM	1.7	1.3	0.4	15	0.7	0.3	0.4	0.7	0.4	0.3	1.2	1.3	-0.1	0.9	0.8	0.1	0.1	0.1	0.0	1.6	1.7	-0.1
Magic (Breeze Classic)*	7.1	8.3	-1.2	8	9.6	9.1	0.5	10.0	9.9	0.1	6.4	6.8	-0.4	3.3	3.3	0.0	2.3	1.7	0.6	8.9	9.1	-0.2
Mai FM	10.2	9.0	1.2	2	7.3	5.6	1.7	8.7	6.9	1.8	7.6	6.7	0.9	2.6	2.1	0.5	3.3	2.2	1.1	7.8	6.9	0.9
More FM	6.3	7.3	-1.0	9	6.1	8.2	-2.1	7.5	9.5	-2.0	6.1	7.1	-1.0	3.1	3.6	-0.5	1.2	1.5	-0.3	6.5	7.2	-0.7
Newstalk ZB	12.5	11.4	1.1	1	7.3	7.9	-0.6	8.4	8.1	0.3	9.0	7.3	1.7	6.5	6.2	0.3	6.4	6.6	-0.2	11.5	11.6	-0.1
Radio Hauraki	3.0	2.5	0.5	13	2.6	2.3	0.3	2.3	2.7	-0.4	1.6	1.8	-0.2	0.8	0.5	0.3	0.4	0.5	-0.1	2.1	1.7	0.4
Radio Kahungunu	0.5	0.7	-0.2	16	1.0	1.3	-0.3	0.8	0.9	-0.1	0.4	0.4	0.0	*	0.3	*	0.1	0.3	-0.2	0.7	1.2	-0.5
Rhema	1.8	1.5	0.3	14	1.1	1.2	-0.1	1.4	1.5	-0.1	1.7	1.7	0.0	0.9	1.2	-0.3	0.7	0.8	-0.1	1.6	1.9	-0.3
Rock	8.8	10.4	-1.6	5	5.7	6.6	-0.9	7.2	9.3	-2.1	7.3	8.3	-1.0	2.0	2.6	-0.6	2.6	2.2	0.4	6.3	7.4	-1.1
Sanctuary	0.3	0.6	-0.3	18	0.2	0.5	-0.3	0.3	*	*	0.3	*	*	*	*	*	0.1	0.1	0.0	0.3	0.6	-0.3
Sport Nation	0.4	0.4	0.0	17	0.2	0.2	0.0	0.1	0.2	-0.1	*	*	*	0.6	0.5	0.1	*	*	*	0.7	0.9	-0.2
The Hits	9.1	11.0	-1.9	4	9.0	10.7	-1.7	10.9	13.3	-2.4	9.6	10.4	-0.8	3.5	3.8	-0.3	1.7	1.7	0.0	10.1	11.5	-1.4
The Sound	3.8	4.1	-0.3	11	4.5	3.9	0.6	5.6	4.5	1.1	4.5	3.7	0.8	1.5	1.4	0.1	1.3	1.0	0.3	4.9	3.9	1.0
ZM	7.2	9.4	-2.2	7	4.0	5.9	-1.9	5.0	7.3	-2.3	4.2	5.4	-1.2	0.5	1.0	-0.5	*	0.5	*	5.7	7.7	-2.0
MediaWorks Combo	47.7	50.2	-2.5		41.4	44.8	-3.4	49.7	54.1	-4.4	39.8	43.1	-3.3	15.0	16.3	-1.3	13.1	11.3	1.8	46.3	47.6	-1.3
NZME Combo	34.8	36.4	-1.6		27.5	29.3	-1.8	28.8	31.4	-2.6	26.6	26.3	0.3	12.4	12.4	0.0	9.4	9.4	0.0	31.3	32.0	-0.7
All Commercial Radio	75.0	78.1	-3.1		62.8	67.0	-4.2	69.9	74.6	-4.7	60.6	64.2	-3.6	27.5	28.2	-0.7	22.7	20.8	1.9	69.5	71.8	-2.3

MediaWorks Combo: Breeze, Channel X, Edge, Magic (Breeze Classic), 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

*Magic rebranded to Breeze Classic from Nov 1st 2025



HAWKE'S BAY COMMERCIAL RADIO - SURVEY 3 2025

Average Time Spent Listening (hh:mm) by Demographic, Mon-Sun 12mn-12mn
Survey Comparisons: 2/2025 - 3/2025

This Survey Period: Sun Aug 11 to Sat Nov 2 2024 & Sun Feb 9 to Sat May 3 & Sun May 11 to Sat Aug 2
Sun Aug 10 to Sat Nov 1 2025
Last 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

	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	9:36	10:13	-0:37	9:35	18:39	-9:03	5:22	6:30	-1:08	4:47	5:07	-0:20	8:05	7:46	0:19	9:09	8:51	0:18	9:41	9:15	0:26	5:33	5:41	-0:08
Channel X	10:20	10:52	-0:31	10:34	11:25	-0:50	15:52	13:51	2:00	14:40	12:02	2:37	11:27	10:55	0:32	3:27	8:27	-5:00	4:34	10:58	-6:24	4:40	5:39	-0:58
Coast	11:25	7:53	3:31	4:49	4:42	0:06	4:48	6:23	-1:35	5:12	6:48	-1:36	11:12	9:41	1:30	13:14	9:42	3:31	10:26	7:54	2:32	7:48	7:04	0:44
Edge	3:06	3:02	0:03	2:26	2:22	0:03	3:04	3:02	0:02	3:34	3:21	0:12	3:30	3:18	0:11	2:58	2:37	0:20	3:49	5:10	-1:21	2:31	3:03	-0:32
Gold Sport	2:10	4:49	-2:38	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	2:10	2:01	0:08	*	*	*
Life FM	5:39	9:08	-3:29	1:45	1:45	0:00	7:37	9:19	-1:42	7:37	8:16	-0:38	7:19	9:12	-1:52	3:56	20:22	-16:25	3:29	34:55	-31:26	5:06	*	*
Magic (Breeze Classic)*	15:53	15:04	0:49	3:27	1:00	2:27	10:05	13:57	-3:51	19:11	22:38	-3:27	13:03	12:48	0:14	11:43	11:26	0:16	14:51	16:46	-1:55	3:34	10:19	-6:44
Mai FM	9:05	6:21	2:44	10:06	5:02	5:04	9:35	5:38	3:56	7:51	6:50	1:01	8:25	7:01	1:23	16:24	9:57	6:26	5:00	6:00	-1:00	6:58	4:43	2:14
More FM	5:15	7:08	-1:53	2:34	2:49	-0:15	4:33	5:01	-0:28	4:52	5:21	-0:28	4:31	5:11	-0:39	5:00	9:30	-4:29	7:56	14:08	-6:11	3:34	3:52	-0:18
Newstalk ZB	14:33	14:59	-0:25	4:02	5:31	-1:29	1:59	1:13	0:46	2:26	2:26	-0:00	4:34	4:35	-0:01	10:57	12:21	-1:24	15:02	16:54	-1:52	6:54	6:45	0:08
Radio Hauraki	4:03	3:09	0:54	2:07	2:03	0:03	3:01	2:23	0:37	3:58	3:31	0:27	4:19	3:44	0:35	4:05	3:18	0:46	5:09	4:27	0:42	4:10	2:50	1:19
Radio Kahungunu	4:33	4:25	0:08	*	*	*	2:18	2:38	-0:20	5:29	5:10	0:19	5:20	4:49	0:30	4:44	4:30	0:13	4:29	4:29	-0:00	*	4:30	*
Rhema	10:09	10:26	-0:16	3:30	*	*	2:55	2:43	0:11	2:55	2:43	0:11	2:22	3:36	-1:14	10:22	9:44	0:38	18:12	17:42	0:29	8:37	11:21	-2:44
Rock	8:23	10:02	-1:39	8:30	9:16	-0:45	7:14	6:51	0:23	7:17	8:28	-1:11	8:17	10:34	-2:16	8:49	12:11	-3:21	8:30	9:08	-0:38	3:50	2:47	1:02
Sanctuary	3:38	5:35	-1:57	*	*	*	*	*	*	*	*	*	*	5:30	*	1:00	5:30	-4:30	3:38	5:41	-2:03	*	*	*
Sport Nation	5:19	4:16	1:03	*	*	*	*	*	*	*	*	*	*	*	*	4:15	4:15	0:00	5:44	4:19	1:24	*	*	*
The Hits	8:04	7:42	0:21	4:47	5:17	-0:29	6:13	6:35	-0:22	6:29	6:54	-0:24	8:23	8:01	0:22	16:09	11:34	4:35	9:53	9:16	0:36	5:07	5:17	-0:09
The Sound	11:16	13:20	-2:04	0:45	*	*	7:44	3:02	4:41	7:43	3:02	4:40	6:17	6:24	-0:07	10:06	14:34	-4:28	15:24	16:51	-1:26	2:25	2:48	-0:22
ZM	5:30	5:22	0:08	5:03	5:59	-0:56	4:10	4:21	-0:11	4:14	4:47	-0:33	5:17	5:00	0:16	9:54	5:53	4:00	8:32	8:53	-0:20	4:34	5:05	-0:30
MediaWorks Combo	12:36	12:56	-0:19	9:48	9:37	0:11	10:55	9:57	0:58	11:06	11:11	-0:05	10:48	11:39	-0:50	11:52	14:05	-2:12	15:25	16:33	-1:08	6:01	6:37	-0:35
NZME Combo	11:12	10:29	0:42	5:24	5:55	-0:30	5:50	6:01	-0:10	6:21	7:05	-0:43	7:55	7:48	0:06	12:59	11:14	1:45	14:37	14:33	0:03	7:40	7:11	0:28
All Commercial Radio	15:55	15:57	-0:01	10:55	11:26	-0:30	12:05	11:32	0:33	12:45	13:05	-0:20	12:40	13:24	-0:43	15:33	16:07	-0:34	20:00	19:48	0:12	9:17	9:40	-0:23
Potential (000)	142.2	142.2	0.0	30.0	30.0	0.0	44.1	43.2	0.9	41.2	41.2	0.0	60.8	60.8	0.0	39.8	39.8	0.0	36.7	36.7	0.0	21.0	22.1	-1.1
Sample	832	826	6	146	115	31	244	235	9	242	252	-10	356	363	-7	219	217	2	235	252	-17	152	151	1

MediaWorks Combo: Breeze, Channel X, Edge, Magic (Breeze Classic), 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

*Magic rebranded to Breeze Classic from Nov 1st 2025



HAWKE'S BAY COMMERCIAL RADIO - SURVEY 3 2025

Average Time Spent Listening (hh:mm) by Daypart, People 10+
Survey Comparisons: 2/2025 - 3/2025

This Survey Period: Sun Aug 11 to Sat Nov 2 2024 & Sun Feb 9 to Sat May 3 & Sun May 11 to Sat Aug 2
Sun Aug 10 to Sat Nov 1 2025
Last 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

	This	Last	+/-
Potential (000)	142.2	142.2	0.0
Sample Size	832	826	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	3:01	3:03	-0:02	4:00	4:05	-0:05	3:56	3:44	0:12	2:00	2:17	-0:16	3:55	4:46	-0:51	3:47	3:55	-0:08	4:03	3:46	0:17
Channel X	2:49	2:51	-0:02	6:10	5:38	0:32	4:56	5:26	-0:29	1:21	1:25	-0:04	3:28	3:08	0:19	0:33	0:30	0:03	2:53	2:29	0:24
Coast	2:45	2:46	-0:00	4:14	2:32	1:42	4:48	2:52	1:55	1:45	1:20	0:25	4:03	3:22	0:41	4:45	3:34	1:11	5:03	3:44	1:18
Edge	1:22	1:09	0:13	1:20	1:42	-0:22	1:18	1:13	0:05	1:09	0:56	0:13	1:17	1:10	0:06	2:10	1:09	1:01	1:29	1:25	0:03
Gold Sport	*	*	*	1:30	1:30	0:00	*	*	*	*	0:15	*	*	2:30	*	*	*	*	1:35	3:33	-1:58
Life FM	1:52	2:39	-0:46	1:05	2:54	-1:48	2:43	4:13	-1:29	1:30	2:18	-0:48	1:06	2:17	-1:11	1:30	1:03	0:26	2:10	3:30	-1:20
Magic (Breeze Classic)*	4:22	3:52	0:29	4:55	5:32	-0:37	5:19	5:57	-0:37	2:43	2:14	0:28	2:40	2:23	0:16	3:26	3:28	-0:01	5:49	5:01	0:48
Mai FM	3:11	2:09	1:01	3:22	2:15	1:07	3:40	2:47	0:53	2:02	1:43	0:18	0:58	0:45	0:12	2:41	3:06	-0:24	2:19	1:58	0:20
More FM	2:09	2:43	-0:34	2:00	2:56	-0:55	1:36	2:46	-1:10	1:17	1:37	-0:20	2:14	1:46	0:28	1:22	1:11	0:11	2:08	2:26	-0:17
Newstalk ZB	5:09	5:11	-0:01	4:08	4:11	-0:03	4:01	4:20	-0:19	2:59	2:57	0:02	4:23	4:21	0:02	5:16	5:32	-0:16	5:11	5:03	0:07
Radio Hauraki	1:12	1:15	-0:02	2:06	1:45	0:21	1:52	1:37	0:15	1:08	1:12	-0:03	3:54	3:35	0:19	0:15	0:15	0:00	2:21	2:26	-0:05
Radio Kahungunu	1:04	1:20	-0:16	2:13	2:06	0:07	3:21	3:12	0:08	1:37	1:29	0:07	*	2:34	*	1:00	1:43	-0:43	1:48	1:32	0:16
Rhema	2:25	3:02	-0:36	2:23	2:25	-0:02	2:43	2:10	0:32	2:21	2:33	-0:12	2:03	1:34	0:28	0:47	0:54	-0:06	6:03	5:18	0:44
Rock	2:06	2:37	-0:30	3:25	4:08	-0:43	3:47	4:28	-0:41	2:01	2:14	-0:13	2:07	2:15	-0:07	2:22	2:37	-0:14	2:24	2:36	-0:11
Sanctuary	2:43	2:49	-0:06	2:30	1:19	1:10	0:45	*	*	0:15	*	*	*	*	*	0:30	0:30	0:00	1:50	1:32	0:18
Sport Nation	0:15	0:15	0:00	4:22	4:22	0:00	4:15	2:04	2:10	*	*	*	0:48	0:47	0:00	*	*	*	3:19	2:46	0:32
The Hits	3:02	2:42	0:19	3:09	2:48	0:21	2:53	2:29	0:23	2:09	2:32	-0:23	1:42	1:47	-0:04	2:26	2:18	0:08	3:26	3:21	0:04
The Sound	3:22	2:57	0:24	4:37	5:03	-0:26	4:51	5:34	-0:43	2:04	2:43	-0:39	2:53	2:10	0:42	4:03	4:56	-0:52	3:48	4:23	-0:34
ZM	1:47	1:52	-0:04	2:20	1:59	0:21	2:22	1:52	0:29	1:33	1:38	-0:05	0:59	1:40	-0:41	*	2:21	*	1:38	1:52	-0:14
MediaWorks Combo	3:27	3:20	0:07	4:32	4:42	-0:09	4:30	4:47	-0:17	2:17	2:17	-0:00	2:45	2:43	0:01	3:11	3:29	-0:18	3:51	3:38	0:13
NZME Combo	3:31	3:19	0:12	3:26	3:02	0:23	3:32	3:05	0:27	2:29	2:25	0:03	3:30	3:24	0:06	4:13	4:29	-0:16	3:59	4:00	-0:00
All Commercial Radio	4:06	3:55	0:10	4:45	4:44	0:00	4:52	4:57	-0:04	2:44	2:41	0:03	3:14	3:16	-0:01	3:39	4:01	-0:22	4:43	4:34	0:08

MediaWorks Combo: Breeze, Channel X, Edge, Magic (Breeze Classic), 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

*Magic rebranded to Breeze Classic from Nov 1st 2025