



# HAWKE'S BAY COMMERCIAL RADIO - GfK SURVEY 1 2026

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

Survey Comparisons: 3/2025 - 1/2026

This Survey Period: Sun Feb 9 to Sat May 3 & Sun May 11 to Sat Aug 2 & Sun Aug 10 to Sat Nov 1 2025 & Sun Feb 8 to Sat May 2 2026  
 Last 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

	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	8.1	10.6	-2.5	4	2.5	10.1	-7.6	2.1	4.3	-2.2	4.7	4.2	0.5	5.5	10.9	-5.4	8.7	17.8	-9.1	11.4	12.0	-0.6	5.1	11.2	-6.1
Breeze Classic*	12.4	13.5	-1.1	2	0.5	0.4	0.1	3.7	2.5	1.2	4.7	6.7	-2.0	3.4	4.8	-1.4	7.6	7.2	0.4	18.1	19.1	-1.0	4.0	1.4	2.6
Channel X	6.2	6.8	-0.6	8	7.8	8.9	-1.1	13.8	19.4	-5.6	15.8	21.2	-5.4	12.8	15.0	-2.2	5.7	2.3	3.4	2.3	1.2	1.1	4.5	4.8	-0.3
Coast	4.6	4.5	0.1	10	2.7	2.7	0.0	1.5	1.5	0.0	0.3	1.1	-0.8	3.4	3.3	0.1	9.0	8.0	1.0	5.3	5.2	0.1	5.1	7.8	-2.7
Edge	1.8	1.5	0.3	12	5.2	3.5	1.7	6.3	5.1	1.2	4.6	4.0	0.6	3.2	2.8	0.4	0.6	0.3	0.3	0.5	0.3	0.2	4.8	3.5	1.3
Gold Sport	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.1	0.1	0.0	*	*	*
Life FM	0.7	0.8	-0.1	15	*	0.3	*	1.7	2.6	-0.9	1.6	2.5	-0.9	1.9	1.8	0.1	1.0	0.4	0.6	0.1	0.2	-0.1	4.6	2.2	2.4
Mai FM	7.3	8.3	-1.0	5	30.3	30.6	-0.3	20.6	21.7	-1.1	16.6	16.7	-0.1	12.3	12.5	-0.2	2.2	1.7	0.5	0.1	0.1	0.0	9.9	12.4	-2.5
More FM	5.2	4.2	1.0	9	3.9	3.4	0.5	7.1	6.1	1.0	7.5	6.0	1.5	6.1	5.8	0.3	5.3	4.7	0.6	6.0	3.5	2.5	8.6	7.8	0.8
Newstalk ZB	20.5	17.2	3.3	1	2.1	3.5	-1.4	2.3	1.1	1.2	2.7	1.3	1.4	6.8	2.7	4.1	21.8	15.7	6.1	26.4	25.0	1.4	11.8	11.0	0.8
Radio Hauraki	1.2	1.5	-0.3	14	0.7	1.2	-0.5	2.0	1.0	1.0	2.5	1.3	1.2	2.2	2.2	0.0	1.4	2.2	-0.8	0.9	1.5	-0.6	1.1	1.7	-0.6
Radio Kahungunu	0.4	0.5	-0.1	17	*	*	*	0.2	0.2	0.0	0.7	0.8	-0.1	0.8	0.8	0.0	0.8	0.8	0.0	0.4	0.5	-0.1	*	*	*
Rhema	1.3	1.7	-0.4	13	0.5	0.4	0.1	0.1	0.3	-0.2	0.1	0.3	-0.2	0.3	0.4	-0.1	1.5	3.2	-1.7	2.5	3.8	-1.3	4.1	4.7	-0.6
Rock	6.7	6.6	0.1	7	11.5	12.0	-0.5	7.7	7.7	0.0	8.9	8.4	0.5	10.0	10.4	-0.4	7.4	8.2	-0.8	4.7	3.9	0.8	7.7	5.0	2.7
Sanctuary	0.1	0.1	0.0	18	*	*	*	*	*	*	*	*	*	*	*	*	*	0.1	*	0.2	0.3	-0.1	*	*	*
Sport Nation	0.5	0.3	0.2	16	1.7	*	*	*	*	*	*	*	*	*	*	*	0.3	0.3	0.0	0.6	0.6	0.0	*	*	*
The Hits	8.7	9.5	-0.8	3	14.6	13.2	1.4	16.0	13.8	2.2	15.7	13.4	2.3	14.6	13.9	0.7	9.5	11.8	-2.3	5.3	6.7	-1.4	16.9	12.0	4.9
The Sound	6.8	6.1	0.7	6	0.1	0.1	0.0	2.7	2.2	0.5	3.5	2.2	1.3	5.9	3.8	2.1	9.2	10.5	-1.3	10.9	12.6	-1.7	0.7	0.7	0.0
ZM	4.0	3.1	0.9	11	11.8	4.5	7.3	7.2	5.5	1.7	6.1	6.5	-0.4	6.6	6.2	0.4	3.5	2.8	0.7	1.2	1.1	0.1	6.6	7.8	-1.2
MediaWorks Combo	55.0	57.7	-2.7		61.8	69.1	-7.3	63.9	69.1	-5.2	66.5	69.5	-3.0	60.4	66.0	-5.6	48.2	52.6	-4.4	54.2	52.7	1.5	45.4	46.9	-1.5
NZME Combo	39.6	36.8	2.8		35.5	29.7	5.8	31.4	25.8	5.6	28.8	25.0	3.8	34.5	29.3	5.2	45.3	40.6	4.7	39.3	39.7	-0.4	43.7	43.8	-0.1
Potential (000)	140.1	142.2	-2.1		29.8	30.0	-0.2	42.8	44.1	-1.3	40.0	41.2	-1.2	59.3	60.8	-1.5	39.0	39.8	-0.8	36.1	36.7	-0.6	22.3	21.0	1.3
Sample	802	832	-30		153	146	7	252	244	8	257	242	15	359	356	3	188	219	-31	201	235	-34	159	152	7

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

MediaWorks Combo: Breeze, Breeze Classic, Channel X, Edge, 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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Last 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

	This	Last	+/-
Potential (000)	140.1	142.2	-2.1
Sample Size	802	832	-30

	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	9.2	-1.6	5	9.0	12.3	-3.3	9.5	10.7	-1.2	6.0	8.5	-2.5	4.1	8.2	-4.1	6.8	12.3	-5.5	8.8	11.8	-3.0
Breeze Classic*	8.9	10.1	-1.2	3	13.3	15.8	-2.5	13.9	15.7	-1.8	10.5	10.4	0.1	10.5	9.9	0.6	8.3	9.4	-1.1	15.8	15.9	-0.1
Channel X	6.7	7.5	-0.8	6	7.6	8.1	-0.5	8.7	9.0	-0.3	5.1	5.4	-0.3	6.9	6.6	0.3	2.0	0.9	1.1	3.4	4.6	-1.2
Coast	2.8	3.3	-0.5	11	6.5	6.0	0.5	5.7	5.2	0.5	4.5	3.5	1.0	1.5	5.8	-4.3	1.8	0.8	1.0	4.9	4.5	0.4
Edge	1.9	1.7	0.2	12	1.4	1.0	0.4	2.2	1.4	0.8	2.9	2.1	0.8	2.4	1.4	1.0	0.9	1.0	-0.1	1.4	1.9	-0.5
Gold Sport	*	*	*	*	0.1	0.1	0.0	*	*	*	*	*	*	*	*	*	*	*	*	0.2	0.1	0.1
Life FM	1.1	1.0	0.1	14	0.8	0.2	0.6	1.0	0.6	0.4	0.2	1.1	-0.9	0.6	1.1	-0.5	0.2	0.2	0.0	0.2	1.1	-0.9
Mai FM	8.4	10.5	-2.1	4	6.7	8.2	-1.5	8.1	9.4	-1.3	8.8	9.3	-0.5	3.8	2.9	0.9	9.0	10.9	-1.9	5.8	5.6	0.2
More FM	5.3	4.4	0.9	9	4.8	4.1	0.7	4.7	3.5	1.2	5.7	4.7	1.0	9.3	7.8	1.5	4.2	2.0	2.2	4.8	4.2	0.6
Newstalk ZB	25.4	20.9	4.5	1	13.9	10.2	3.7	10.5	9.9	0.6	17.6	16.3	1.3	30.0	32.1	-2.1	48.7	40.5	8.2	22.6	18.2	4.4
Radio Hauraki	0.7	1.2	-0.5	15	1.5	1.9	-0.4	1.1	1.2	-0.1	3.1	1.1	2.0	1.4	3.4	-2.0	0.2	0.1	0.1	0.8	1.5	-0.7
Radio Kahungunu	0.2	0.2	0.0	17	0.7	0.8	-0.1	0.8	0.7	0.1	0.4	0.4	0.0	*	*	*	*	0.1	*	0.3	0.4	-0.1
Rhema	1.3	1.4	-0.1	13	0.7	0.8	-0.1	0.7	1.1	-0.4	2.4	2.4	0.0	0.8	2.1	-1.3	*	0.7	*	2.3	2.9	-0.6
Rock	6.1	6.0	0.1	7	6.2	6.5	-0.3	6.8	8.0	-1.2	9.9	8.9	1.0	8.8	4.9	3.9	7.0	7.3	-0.3	5.4	4.7	0.7
Sanctuary	*	0.2	*	*	0.2	0.1	0.1	0.1	0.1	0.0	*	*	*	*	*	*	*	0.1	*	0.1	0.1	0.0
Sport Nation	0.3	*	*	16	0.8	0.3	0.5	0.5	0.1	0.4	*	*	*	0.7	0.5	0.2	*	*	*	0.7	0.7	0.0
The Hits	9.0	9.0	0.0	2	9.2	9.5	-0.3	8.6	9.2	-0.6	9.6	12.5	-2.9	7.8	6.8	1.0	2.3	5.1	-2.8	9.4	10.6	-1.2
The Sound	5.4	4.2	1.2	8	7.7	7.0	0.7	9.1	8.0	1.1	3.4	5.6	-2.2	7.3	4.9	2.4	6.9	6.5	0.4	6.7	5.8	0.9
ZM	5.3	4.2	1.1	9	4.3	3.2	1.1	4.8	3.5	1.3	4.2	3.9	0.3	1.2	0.5	0.7	*	*	*	3.0	2.8	0.2
MediaWorks Combo	50.4	53.8	-3.4		56.8	63.0	-6.2	63.5	65.7	-2.2	53.4	54.7	-1.3	53.8	46.6	7.2	45.1	50.4	-5.3	53.1	54.5	-1.4
NZME Combo	44.3	40.0	4.3		36.4	31.6	4.8	31.3	29.9	1.4	40.6	39.8	0.8	42.1	48.9	-6.8	53.8	47.5	6.3	41.2	38.1	3.1

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

MediaWorks Combo: Breeze, Breeze Classic, Channel X, Edge, 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: 3/2025 - 1/2026

This Survey Period: Sun Feb 9 to Sat May 3 & Sun May 11 to Sat Aug 2 & Sun Aug 10 to Sat Nov 1 2025 & Sun Feb 8 to Sat May 2 2026  
 Last 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

	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	13.7	17.9	-4.2	6	1.4	2.2	-0.8	2.7	2.9	-0.2	3.1	3.3	-0.2	4.3	7.6	-3.3	5.9	9.5	-3.6	7.1	7.3	-0.2	2.5	3.1	-0.6
Breeze Classic*	13.4	13.7	-0.3	7	0.1	0.2	-0.1	1.0	0.9	0.1	1.2	1.3	-0.1	1.9	2.1	-0.2	4.0	3.0	1.0	8.0	7.5	0.5	0.6	0.6	0.0
Channel X	11.4	10.5	0.9	8	1.4	1.7	-0.3	3.0	4.5	-1.5	4.5	5.4	-0.9	6.7	7.3	-0.6	5.1	3.3	1.8	3.3	1.5	1.8	1.6	1.6	0.0
Coast	5.5	6.3	-0.8	13	0.2	1.1	-0.9	0.6	1.1	-0.5	0.5	0.8	-0.3	1.3	1.7	-0.4	3.3	2.9	0.4	3.5	2.9	0.6	0.8	1.5	-0.7
Edge	6.9	8.0	-1.1	11	2.0	2.9	-0.9	4.9	6.0	-1.1	3.8	4.2	-0.4	4.2	4.5	-0.3	0.6	0.6	0.0	0.5	0.5	0.0	2.0	2.2	-0.2
Gold Sport	0.3	0.3	0.0	19	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.3	0.3	0.0	*	*	*
Life FM	1.3	2.2	-0.9	15	*	0.4	*	0.9	1.2	-0.3	0.9	1.2	-0.3	1.1	1.4	-0.3	0.4	0.5	-0.1	0.2	0.4	-0.2	0.9	0.7	0.2
Mai FM	13.9	14.8	-0.9	5	5.9	6.2	-0.3	7.2	8.3	-1.1	6.5	7.9	-1.4	7.7	8.3	-0.6	1.3	0.5	0.8	0.1	0.1	0.0	2.2	2.8	-0.6
More FM	14.7	13.0	1.7	3	2.4	2.7	-0.3	5.3	4.9	0.4	5.0	4.6	0.4	7.3	7.2	0.1	5.1	4.6	0.5	4.6	2.6	2.0	4.3	3.4	0.9
Newstalk ZB	20.2	19.1	1.1	2	1.6	1.8	-0.2	2.1	2.0	0.1	2.7	2.0	0.7	4.9	3.3	1.6	7.9	7.0	0.9	9.3	9.8	-0.5	2.7	2.5	0.2
Radio Hauraki	6.3	5.8	0.5	12	0.7	1.1	-0.4	1.4	1.2	0.2	1.5	1.2	0.3	2.8	2.9	-0.1	3.4	2.7	0.7	2.6	1.7	0.9	0.5	0.6	-0.1
Radio Kahungunu	1.0	1.6	-0.6	17	*	*	*	0.2	0.3	-0.1	0.3	0.5	-0.2	0.5	0.8	-0.3	0.6	0.9	-0.3	0.5	0.6	-0.1	*	*	*
Rhema	1.7	2.7	-1.0	14	0.2	0.3	-0.1	0.1	0.4	-0.3	0.1	0.4	-0.3	0.2	0.9	-0.7	0.8	1.5	-0.7	1.1	1.2	-0.1	0.8	0.8	0.0
Rock	14.3	12.6	1.7	4	3.1	2.9	0.2	5.1	3.9	1.2	5.2	4.3	0.9	7.8	7.0	0.8	4.6	4.5	0.1	3.2	2.7	0.5	2.4	2.0	0.4
Sanctuary	0.4	0.5	-0.1	18	*	*	*	*	*	*	*	*	*	*	*	*	0.2	0.3	-0.1	0.4	0.5	-0.1	*	*	*
Sport Nation	1.2	0.8	0.4	16	0.3	*	*	0.2	*	*	0.2	*	*	0.2	*	*	0.3	0.4	-0.1	0.6	0.6	0.0	*	*	*
The Hits	20.6	19.0	1.6	1	6.0	5.6	0.4	8.0	8.1	-0.1	7.4	7.7	-0.3	10.0	9.3	0.7	5.0	3.6	1.4	4.6	4.0	0.6	4.7	3.6	1.1
The Sound	8.0	8.8	-0.8	10	0.1	0.2	-0.1	0.7	1.1	-0.4	1.3	1.1	0.2	3.4	3.4	0.0	4.0	5.1	-1.1	3.8	4.8	-1.0	0.3	0.4	-0.1
ZM	10.7	9.2	1.5	9	3.7	1.8	1.9	5.4	4.9	0.5	5.2	5.7	-0.5	6.2	6.6	-0.4	1.3	1.4	-0.1	0.6	0.8	-0.2	2.3	2.6	-0.3
MediaWorks Combo	72.2	73.8	-1.6		12.9	14.4	-1.5	21.3	23.2	-1.9	21.4	23.3	-1.9	31.8	34.3	-2.5	22.7	21.7	1.0	22.7	20.0	2.7	11.6	12.1	-0.5
NZME Combo	53.4	53.0	0.4		10.7	11.2	-0.5	15.3	16.2	-0.9	14.1	14.6	-0.5	21.3	20.8	0.5	17.2	15.3	1.9	16.3	15.9	0.4	8.8	8.9	-0.1
All Commercial Radio	98.6	101.3	-2.7		17.4	18.7	-1.3	28.6	30.3	-1.7	27.4	29.2	-1.8	42.7	44.3	-1.6	32.0	31.5	0.5	30.1	29.3	0.8	17.3	16.7	0.6
Potential (000)	140.1	142.2	-2.1		29.8	30.0	-0.2	42.8	44.1	-1.3	40.0	41.2	-1.2	59.3	60.8	-1.5	39.0	39.8	-0.8	36.1	36.7	-0.6	22.3	21.0	1.3
Sample	802	832	-30		153	146	7	252	244	8	257	242	15	359	356	3	188	219	-31	201	235	-34	159	152	7

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	This	Last	+/-
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Sample Size	802	832	-30

	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	6.6	9.4	-2.8	8	7.2	9.2	-2.0	7.5	9.2	-1.7	5.5	7.0	-1.5	1.1	1.9	-0.8	2.2	2.7	-0.5	6.7	9.5	-2.8
Breeze Classic*	5.8	7.1	-1.3	9	9.8	9.6	0.2	9.4	10.0	-0.6	5.6	6.4	-0.8	2.6	3.3	-0.7	2.4	2.3	0.1	8.8	8.9	-0.1
Channel X	7.6	8.2	-0.6	6	5.3	3.9	1.4	7.8	6.2	1.6	6.6	6.6	0.0	1.9	1.7	0.2	1.6	1.3	0.3	5.5	5.3	0.2
Coast	3.3	3.7	-0.4	12	3.4	4.2	-0.8	3.2	3.7	-0.5	3.2	3.4	-0.2	0.6	1.3	-0.7	0.3	0.1	0.2	2.8	2.9	-0.1
Edge	3.8	3.9	-0.1	10	2.2	2.2	0.0	3.4	3.6	-0.2	3.1	3.0	0.1	1.1	1.0	0.1	0.4	0.4	0.0	3.0	4.2	-1.2
Gold Sport	*	*	*	*	0.1	0.1	0.0	*	*	*	*	*	*	*	*	*	*	*	*	0.3	0.3	0.0
Life FM	1.2	1.7	-0.5	15	0.6	0.7	-0.1	0.9	0.7	0.2	0.6	1.2	-0.6	0.3	0.9	-0.6	0.2	0.1	0.1	0.5	1.6	-1.1
Mai FM	8.5	10.2	-1.7	4	6.4	7.3	-0.9	7.5	8.7	-1.2	6.5	7.6	-1.1	2.4	2.6	-0.2	3.0	3.3	-0.3	7.4	7.8	-0.4
More FM	7.1	6.3	0.8	7	6.7	6.1	0.6	8.6	7.5	1.1	6.8	6.1	0.7	3.4	3.1	0.3	1.9	1.2	0.7	8.0	6.5	1.5
Newstalk ZB	14.7	12.5	2.2	1	9.3	7.3	2.0	8.8	8.4	0.4	9.7	9.0	0.7	6.5	6.5	0.0	7.4	6.4	1.0	13.0	11.5	1.5
Radio Hauraki	2.4	3.0	-0.6	13	3.2	2.6	0.6	2.8	2.3	0.5	2.3	1.6	0.7	0.3	0.8	-0.5	0.1	0.4	-0.3	2.7	2.1	0.6
Radio Kahungunu	0.4	0.5	-0.1	17	0.7	1.0	-0.3	0.7	0.8	-0.1	0.3	0.4	-0.1	*	*	*	*	0.1	*	0.4	0.7	-0.3
Rhema	1.4	1.8	-0.4	14	0.9	1.1	-0.2	1.2	1.4	-0.2	1.1	1.7	-0.6	0.4	0.9	-0.5	*	0.7	*	1.3	1.6	-0.3
Rock	9.2	8.8	0.4	3	6.2	5.7	0.5	6.8	7.2	-0.4	7.3	7.3	0.0	2.4	2.0	0.4	2.9	2.6	0.3	7.0	6.3	0.7
Sanctuary	0.2	0.3	-0.1	18	0.2	0.2	0.0	0.2	0.3	-0.1	0.2	0.3	-0.1	*	*	*	*	0.1	*	0.2	0.3	-0.1
Sport Nation	0.8	0.4	0.4	16	0.5	0.2	0.3	0.4	0.1	0.3	*	*	*	0.5	0.6	-0.1	*	*	*	0.6	0.7	-0.1
The Hits	11.2	9.1	2.1	2	8.9	9.0	-0.1	11.5	10.9	0.6	8.9	9.6	-0.7	3.9	3.5	0.4	1.2	1.7	-0.5	12.6	10.1	2.5
The Sound	3.8	3.8	0.0	10	4.8	4.5	0.3	4.7	5.6	-0.9	4.1	4.5	-0.4	1.7	1.5	0.2	1.4	1.3	0.1	5.0	4.9	0.1
ZM	8.4	7.2	1.2	5	5.1	4.0	1.1	5.3	5.0	0.3	4.6	4.2	0.4	1.5	0.5	1.0	0.2	*	*	6.4	5.7	0.7
MediaWorks Combo	43.2	47.7	-4.5		40.4	41.4	-1.0	48.0	49.7	-1.7	37.7	39.8	-2.1	14.0	15.0	-1.0	14.2	13.1	1.1	45.1	46.3	-1.2
NZME Combo	36.9	34.8	2.1		29.5	27.5	2.0	29.6	28.8	0.8	26.2	26.6	-0.4	12.5	12.4	0.1	9.3	9.4	-0.1	34.7	31.3	3.4
All Commercial Radio	72.6	75.0	-2.4		60.6	62.8	-2.2	68.4	69.9	-1.5	59.0	60.6	-1.6	27.2	27.5	-0.3	22.5	22.7	-0.2	71.1	69.5	1.6

MediaWorks Combo: Breeze, Breeze Classic, Channel X, Edge, 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 - GfK SURVEY 1 2026

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

Survey Comparisons: 3/2025 - 1/2026

This Survey Period: Sun Feb 9 to Sat May 3 & Sun May 11 to Sat Aug 2 & Sun Aug 10 to Sat Nov 1 2025 & Sun Feb 8 to Sat May 2 2026  
 Last 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

	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	8:28	9:36	-1:07	2:25	9:35	-7:10	2:12	5:22	-3:10	4:41	4:47	-0:06	6:25	8:05	-1:40	6:59	9:09	-2:10	9:15	9:41	-0:25	3:27	5:33	-2:05
Breeze Classic*	13:12	15:53	-2:41	7:30	3:27	4:02	11:09	10:05	1:04	11:57	19:11	-7:13	9:04	13:03	-3:58	8:59	11:43	-2:44	13:09	14:51	-1:41	10:30	3:34	6:55
Channel X	7:48	10:20	-2:32	7:37	10:34	-2:56	13:18	15:52	-2:33	10:59	14:40	-3:41	9:38	11:27	-1:49	5:15	3:27	1:48	4:06	4:34	-0:27	4:44	4:40	0:03
Coast	11:51	11:25	0:25	16:58	4:49	12:09	6:42	4:48	1:53	1:43	5:12	-3:28	13:10	11:12	1:58	12:54	13:14	-0:19	8:44	10:26	-1:42	10:21	7:48	2:32
Edge	3:48	3:06	0:42	3:30	2:26	1:04	3:44	3:04	0:39	3:50	3:34	0:15	3:50	3:30	0:20	4:57	2:58	1:59	5:40	3:49	1:50	4:04	2:31	1:32
Gold Sport	2:13	2:10	0:03	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	2:13	2:10	0:03	*	*	*
Life FM	7:29	5:39	1:49	*	1:45	*	5:42	7:37	-1:55	5:42	7:37	-1:55	8:50	7:19	1:30	11:15	3:56	7:19	1:15	3:29	-2:14	8:31	5:06	3:24
Mai FM	7:34	9:05	-1:30	7:00	10:06	-3:06	8:17	9:35	-1:17	8:01	7:51	0:10	8:04	8:25	-0:21	8:00	16:24	-8:24	5:00	5:00	0:00	7:28	6:58	0:29
More FM	5:00	5:15	-0:14	2:10	2:34	-0:23	3:52	4:33	-0:41	4:40	4:52	-0:12	4:13	4:31	-0:17	4:58	5:00	-0:02	7:40	7:56	-0:16	3:19	3:34	-0:14
Newstalk ZB	14:30	14:33	-0:02	1:48	4:02	-2:14	3:09	1:59	1:09	3:04	2:26	0:38	7:00	4:34	2:26	13:07	10:57	2:10	16:34	15:02	1:32	7:24	6:54	0:30
Radio Hauraki	2:43	4:03	-1:19	1:15	2:07	-0:51	4:10	3:01	1:09	5:12	3:58	1:13	3:57	4:19	-0:22	1:57	4:05	-2:07	1:57	5:09	-3:11	3:52	4:10	-0:18
Radio Kahungunu	5:52	4:33	1:18	*	*	*	2:16	2:18	-0:01	6:19	5:29	0:50	7:13	5:20	1:53	6:31	4:44	1:46	4:24	4:29	-0:05	*	*	*
Rhema	10:30	10:09	0:20	3:30	3:30	0:00	3:30	2:55	0:34	3:30	2:55	0:34	6:26	2:22	4:04	9:02	10:22	-1:20	13:27	18:12	-4:45	8:34	8:37	-0:02
Rock	6:41	8:23	-1:41	5:03	8:30	-3:26	4:23	7:14	-2:50	5:26	7:17	-1:50	6:30	8:17	-1:47	7:35	8:49	-1:14	8:37	8:30	0:07	5:22	3:50	1:32
Sanctuary	2:26	3:38	-1:12	*	*	*	*	*	*	*	*	*	*	*	*	1:00	1:00	0:00	2:26	3:38	-1:12	*	*	*
Sport Nation	5:25	5:19	0:05	8:45	*	*	0:15	*	*	0:15	*	*	0:15	*	*	4:15	4:15	0:00	6:13	5:44	0:29	*	*	*
The Hits	6:02	8:04	-2:02	3:19	4:47	-1:28	5:48	6:13	-0:24	6:37	6:29	0:07	7:22	8:23	-1:01	8:59	16:09	-7:10	6:39	9:53	-3:13	6:03	5:07	0:56
The Sound	12:10	11:16	0:54	0:45	0:45	0:00	11:41	7:44	3:57	8:32	7:43	0:49	8:42	6:17	2:25	10:53	10:06	0:46	16:33	15:24	1:08	3:31	2:25	1:05
ZM	5:19	5:30	-0:11	4:20	5:03	-0:42	3:52	4:10	-0:18	3:42	4:14	-0:31	5:20	5:17	0:02	12:43	9:54	2:49	11:21	8:32	2:48	4:52	4:34	0:18
MediaWorks Combo	10:54	12:36	-1:41	6:34	9:48	-3:14	8:42	10:55	-2:13	9:45	11:06	-1:21	9:36	10:48	-1:11	10:04	11:52	-1:48	13:53	15:25	-1:31	6:32	6:01	0:30
NZME Combo	10:38	11:12	-0:33	4:32	5:24	-0:52	5:57	5:50	0:06	6:24	6:21	0:03	8:10	7:55	0:14	12:29	12:59	-0:30	14:01	14:37	-0:35	8:19	7:40	0:39
All Commercial Radio	14:32	15:55	-1:22	7:51	10:55	-3:04	10:08	12:05	-1:56	11:27	12:45	-1:17	11:49	12:40	-0:50	14:49	15:33	-0:44	19:19	20:00	-0:41	9:43	9:17	0:26
Potential (000)	140.1	142.2	-2.1	29.8	30.0	-0.2	42.8	44.1	-1.3	40.0	41.2	-1.2	59.3	60.8	-1.5	39.0	39.8	-0.8	36.1	36.7	-0.6	22.3	21.0	1.3
Sample	802	832	-30	153	146	7	252	244	8	257	242	15	359	356	3	188	219	-31	201	235	-34	159	152	7

MediaWorks Combo: Breeze, Breeze Classic, Channel X, Edge, 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 - GfK SURVEY 1 2026

Average Time Spent Listening (hh:mm) by Daypart, People 10+  
 Survey Comparisons: 3/2025 - 1/2026

This Survey Period: Sun Feb 9 to Sat May 3 & Sun May 11 to Sat Aug 2 & Sun Aug 10 to Sat Nov 1 2025 & Sun Feb 8 to Sat May 2 2026  
 Last 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

	This	Last	+/-
Potential (000)	140.1	142.2	-2.1
Sample Size	802	832	-30

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

MediaWorks Combo: Breeze, Breeze Classic, Channel X, Edge, 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