



HAWKE'S BAY COMMERCIAL RADIO - GfK SURVEY 2 2026

Station Share (%) by Demographic, Mon-Sun 12mn-12mn
Survey Comparisons: 1/2026 - 2/2026

This 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
Last 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

	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	8.3	8.1	0.2	4	4.1	2.5	1.6	1.9	2.1	-0.2	4.8	4.7	0.1	6.2	5.5	0.7	9.0	8.7	0.3	10.6	11.4	-0.8	8.3	5.1	3.2
Breeze Classic	10.9	12.4	-1.5	2	1.0	0.5	0.5	3.4	3.7	-0.3	4.1	4.7	-0.6	3.6	3.4	0.2	7.9	7.6	0.3	17.8	18.1	-0.3	4.3	4.0	0.3
Channel X	6.7	6.2	0.5	7	7.0	7.8	-0.8	14.2	13.8	0.4	15.6	15.8	-0.2	13.5	12.8	0.7	7.1	5.7	1.4	2.2	2.3	-0.1	3.7	4.5	-0.8
Coast	4.2	4.6	-0.4	10	0.2	2.7	-2.5	0.2	1.5	-1.3	0.2	0.3	-0.1	3.1	3.4	-0.3	9.2	9.0	0.2	6.0	5.3	0.7	4.9	5.1	-0.2
Edge	2.4	1.8	0.6	12	8.7	5.2	3.5	5.8	6.3	-0.5	4.1	4.6	-0.5	3.3	3.2	0.1	1.7	0.6	1.1	0.8	0.5	0.3	5.6	4.8	0.8
iHeartCountry*	0.1	n.a.	*	19	*	n.a.	*	0.3	n.a.	*	0.2	n.a.	*	0.1	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*
Life FM	0.7	0.7	0.0	15	1.0	*	*	1.6	1.7	-0.1	1.2	1.6	-0.4	1.3	1.9	-0.6	0.8	1.0	-0.2	0.2	0.1	0.1	3.3	4.6	-1.3
Mai FM	8.1	7.3	0.8	5	28.6	30.3	-1.7	20.8	20.6	0.2	16.9	16.6	0.3	12.3	12.3	0.0	4.0	2.2	1.8	1.4	0.1	1.3	12.3	9.9	2.4
More FM	5.0	5.2	-0.2	8	4.3	3.9	0.4	9.6	7.1	2.5	9.6	7.5	2.1	7.4	6.1	1.3	3.2	5.3	-2.1	4.4	6.0	-1.6	8.3	8.6	-0.3
Newstalk ZB	20.3	20.5	-0.2	1	2.4	2.1	0.3	2.4	2.3	0.1	2.8	2.7	0.1	6.2	6.8	-0.6	17.4	21.8	-4.4	24.8	26.4	-1.6	10.2	11.8	-1.6
Radio Hauraki	1.5	1.2	0.3	13	1.1	0.7	0.4	2.6	2.0	0.6	3.0	2.5	0.5	2.2	2.2	0.0	1.9	1.4	0.5	1.5	0.9	0.6	2.4	1.1	1.3
Radio Kahungunu	0.5	0.4	0.1	17	0.3	*	*	0.7	0.2	0.5	0.7	0.7	0.0	0.9	0.8	0.1	0.8	0.8	0.0	0.2	0.4	-0.2	*	*	*
Rhema	1.5	1.3	0.2	13	0.6	0.5	0.1	0.2	0.1	0.1	0.2	0.1	0.1	0.3	0.3	0.0	1.9	1.5	0.4	3.6	2.5	1.1	3.5	4.1	-0.6
Rock	6.8	6.7	0.1	6	11.6	11.5	0.1	10.7	7.7	3.0	9.4	8.9	0.5	9.7	10.0	-0.3	7.3	7.4	-0.1	4.9	4.7	0.2	6.0	7.7	-1.7
Sanctuary	0.2	0.1	0.1	18	*	*	*	*	*	*	*	*	*	0.1	*	*	0.2	*	*	0.5	0.2	0.3	*	*	*
Sport Nation	0.6	0.5	0.1	16	1.8	1.7	0.1	*	*	*	*	*	*	*	*	*	0.2	0.3	-0.1	1.0	0.6	0.4	*	*	*
The Hits	9.3	8.7	0.6	3	10.8	14.6	-3.8	12.5	16.0	-3.5	13.6	15.7	-2.1	15.1	14.6	0.5	13.8	9.5	4.3	6.6	5.3	1.3	18.6	16.9	1.7
The Sound	4.9	6.8	-1.9	9	0.1	0.1	0.0	2.6	2.7	-0.1	3.3	3.5	-0.2	4.5	5.9	-1.4	5.3	9.2	-3.9	7.9	10.9	-3.0	0.2	0.7	-0.5
ZM	3.7	4.0	-0.3	11	13.3	11.8	1.5	5.8	7.2	-1.4	5.7	6.1	-0.4	5.5	6.6	-1.1	3.1	3.5	-0.4	0.5	1.2	-0.7	5.1	6.6	-1.5
MediaWorks Combo	53.5	55.0	-1.5		65.5	61.8	3.7	69.1	63.9	5.2	68.0	66.5	1.5	61.2	60.4	0.8	46.8	48.2	-1.4	50.3	54.2	-3.9	48.6	45.4	3.2
NZME Combo	39.7	39.6	0.1		30.4	35.5	-5.1	25.4	31.4	-6.0	27.0	28.8	-1.8	33.1	34.5	-1.4	45.8	45.3	0.5	39.6	39.3	0.3	43.0	43.7	-0.7
Potential (000)	140.1	140.1	0.0		29.8	29.8	0.0	41.6	42.8	-1.2	40.0	40.0	0.0	59.3	59.3	0.0	39.0	39.0	0.0	36.1	36.1	0.0	23.4	22.3	1.1
Sample	813	802	11		163	153	10	256	252	4	260	257	3	368	359	9	177	188	-11	183	201	-18	170	159	11

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 (until S1 26), iHeartCountry (from S2 26), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui

*iHeartCountry was rebranded from Gold Sport from May 4th 2026. S2 2026 includes combined iHeartCountry / Gold Sport listening



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	This	Last	+/-
Potential (000)	140.1	140.1	0.0
Sample Size	813	802	11

	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	7.7	7.6	0.1	4	9.2	9.0	0.2	9.4	9.5	-0.1	6.3	6.0	0.3	6.7	4.1	2.6	4.7	6.8	-2.1	8.9	8.8	0.1
Breeze Classic	7.7	8.9	-1.2	4	10.5	13.3	-2.8	10.9	13.9	-3.0	11.0	10.5	0.5	12.3	10.5	1.8	13.3	8.3	5.0	13.6	15.8	-2.2
Channel X	6.7	6.7	0.0	6	8.6	7.6	1.0	9.9	8.7	1.2	5.4	5.1	0.3	5.3	6.9	-1.6	2.8	2.0	0.8	3.7	3.4	0.3
Coast	3.3	2.8	0.5	11	4.7	6.5	-1.8	4.8	5.7	-0.9	3.8	4.5	-0.7	1.8	1.5	0.3	1.8	1.8	0.0	5.2	4.9	0.3
Edge	2.6	1.9	0.7	12	1.7	1.4	0.3	2.7	2.2	0.5	2.6	2.9	-0.3	3.8	2.4	1.4	1.8	0.9	0.9	2.2	1.4	0.8
iHeartCountry*	*	n.a.	*	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	0.3	n.a.	*
Life FM	0.9	1.1	-0.2	14	0.8	0.8	0.0	0.8	1.0	-0.2	0.2	0.2	0.0	0.4	0.6	-0.2	2.0	0.2	1.8	0.4	0.2	0.2
Mai FM	8.4	8.4	0.0	3	7.5	6.7	0.8	9.0	8.1	0.9	10.9	8.8	2.1	7.2	3.8	3.4	10.6	9.0	1.6	5.7	5.8	-0.1
More FM	5.1	5.3	-0.2	9	5.2	4.8	0.4	4.8	4.7	0.1	4.5	5.7	-1.2	6.0	9.3	-3.3	5.1	4.2	0.9	5.1	4.8	0.3
Newstalk ZB	25.7	25.4	0.3	1	14.5	13.9	0.6	11.6	10.5	1.1	19.0	17.6	1.4	27.9	30.0	-2.1	37.9	48.7	-10.8	24.3	22.6	1.7
Radio Hauraki	0.8	0.7	0.1	15	2.0	1.5	0.5	1.8	1.1	0.7	2.8	3.1	-0.3	1.2	1.4	-0.2	1.1	0.2	0.9	1.1	0.8	0.3
Radio Kahungunu	0.2	0.2	0.0	17	0.5	0.7	-0.2	0.2	0.8	-0.6	0.4	0.4	0.0	0.7	*	*	*	*	*	0.9	0.3	0.6
Rhema	2.1	1.3	0.8	13	0.8	0.7	0.1	0.7	0.7	0.0	2.9	2.4	0.5	1.7	0.8	0.9	*	*	*	2.1	2.3	-0.2
Rock	5.8	6.1	-0.3	7	7.8	6.2	1.6	7.9	6.8	1.1	7.1	9.9	-2.8	7.1	8.8	-1.7	8.5	7.0	1.5	5.0	5.4	-0.4
Sanctuary	0.1	*	*	18	0.5	0.2	0.3	0.2	0.1	0.1	0.3	*	*	*	*	*	*	*	*	0.3	0.1	0.2
Sport Nation	0.4	0.3	0.1	16	1.0	0.8	0.2	0.5	0.5	0.0	0.4	*	*	0.4	0.7	-0.3	0.3	*	*	0.6	0.7	-0.1
The Hits	9.4	9.0	0.4	2	10.3	9.2	1.1	9.8	8.6	1.2	9.5	9.6	-0.1	8.3	7.8	0.5	3.7	2.3	1.4	9.2	9.4	-0.2
The Sound	4.3	5.4	-1.1	10	5.9	7.7	-1.8	6.7	9.1	-2.4	3.4	3.4	0.0	4.3	7.3	-3.0	2.0	6.9	-4.9	4.2	6.7	-2.5
ZM	5.3	5.3	0.0	8	3.4	4.3	-0.9	3.7	4.8	-1.1	4.0	4.2	-0.2	1.0	1.2	-0.2	1.8	*	*	3.2	3.0	0.2
MediaWorks Combo	48.4	50.4	-2.0		56.4	56.8	-0.4	61.7	63.5	-1.8	52.0	53.4	-1.4	53.2	53.8	-0.6	48.9	45.1	3.8	49.3	53.1	-3.8
NZME Combo	45.3	44.3	1.0		35.8	36.4	-0.6	32.3	31.3	1.0	40.1	40.6	-0.5	40.3	42.1	-1.8	47.0	53.8	-6.8	43.6	41.2	2.4

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 (until S1 26), iHeartCountry (from S2 26), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui

*iHeartCountry was rebranded from Gold Sport from May 4th 2026. S2 2026 includes combined iHeartCountry / Gold Sport listening



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Last Survev Period: Sun Feb 9 to Sat Mav 3 & Sun Mav 11 to Sat Aug 2 & Sun Aug 10 to Sat Nov 1 2025 & Sun Feb 8 to Sat May 2 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	12.8	13.7	-0.9	7	1.6	1.4	0.2	2.5	2.7	-0.2	2.9	3.1	-0.2	4.8	4.3	0.5	4.9	5.9	-1.0	5.5	7.1	-1.6	3.3	2.5	0.8
Breeze Classic	13.7	13.4	0.3	5	0.4	0.1	0.3	1.3	1.0	0.3	1.7	1.2	0.5	3.2	1.9	1.3	4.0	4.0	0.0	7.1	8.0	-0.9	1.2	0.6	0.6
Channel X	13.1	11.4	1.7	6	1.3	1.4	-0.1	3.8	3.0	0.8	5.6	4.5	1.1	8.4	6.7	1.7	5.8	5.1	0.7	3.5	3.3	0.2	2.2	1.6	0.6
Coast	6.2	5.5	0.7	13	0.1	0.2	-0.1	0.3	0.6	-0.3	0.3	0.5	-0.2	1.4	1.3	0.1	3.9	3.3	0.6	4.3	3.5	0.8	0.8	0.8	0.0
Edge	9.3	6.9	2.4	10	3.3	2.0	1.3	5.5	4.9	0.6	4.4	3.8	0.6	4.9	4.2	0.7	1.2	0.6	0.6	1.0	0.5	0.5	2.1	2.0	0.1
iHeartCountry*	0.2	n.a.	*	19	*	n.a.	*	0.2	n.a.	*	0.2	n.a.	*	0.2	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*
Life FM	2.3	1.3	1.0	15	0.6	*	*	1.3	0.9	0.4	0.9	0.9	0.0	1.2	1.1	0.1	0.6	0.4	0.2	0.6	0.2	0.4	0.9	0.9	0.0
Mai FM	15.2	13.9	1.3	4	6.1	5.9	0.2	7.6	7.2	0.4	6.9	6.5	0.4	8.6	7.7	0.9	2.1	1.3	0.8	0.5	0.1	0.4	2.8	2.2	0.6
More FM	12.8	14.7	-1.9	7	2.2	2.4	-0.2	5.6	5.3	0.3	4.6	5.0	-0.4	6.7	7.3	-0.6	3.8	5.1	-1.3	3.4	4.6	-1.2	4.2	4.3	-0.1
Newstalk ZB	19.5	20.2	-0.7	2	1.5	1.6	-0.1	2.1	2.1	0.0	2.8	2.7	0.1	4.9	4.9	0.0	6.9	7.9	-1.0	8.3	9.3	-1.0	2.8	2.7	0.1
Radio Hauraki	6.8	6.3	0.5	12	0.4	0.7	-0.3	1.5	1.4	0.1	1.9	1.5	0.4	2.7	2.8	-0.1	3.9	3.4	0.5	3.6	2.6	1.0	0.4	0.5	-0.1
Radio Kahungunu	1.7	1.0	0.7	16	0.4	*	*	0.6	0.2	0.4	0.6	0.3	0.3	0.9	0.5	0.4	0.4	0.6	-0.2	0.4	0.5	-0.1	*	*	*
Rhema	3.2	1.7	1.5	14	0.4	0.2	0.2	0.1	0.1	0.0	0.2	0.1	0.1	0.8	0.2	0.6	1.5	0.8	0.7	1.9	1.1	0.8	0.9	0.8	0.1
Rock	16.0	14.3	1.7	3	3.3	3.1	0.2	6.5	5.1	1.4	6.1	5.2	0.9	8.8	7.8	1.0	4.9	4.6	0.3	3.7	3.2	0.5	2.5	2.4	0.1
Sanctuary	0.8	0.4	0.4	18	*	*	*	*	*	*	*	*	*	0.3	*	*	0.5	0.2	0.3	0.6	0.4	0.2	*	*	*
Sport Nation	1.0	1.2	-0.2	17	0.3	0.3	0.0	0.2	0.2	0.0	0.2	0.2	0.0	0.2	0.2	0.0	0.2	0.3	-0.1	0.4	0.6	-0.2	*	*	*
The Hits	20.4	20.6	-0.2	1	5.5	6.0	-0.5	7.5	8.0	-0.5	7.2	7.4	-0.2	10.3	10.0	0.3	5.9	5.0	0.9	4.4	4.6	-0.2	4.6	4.7	-0.1
The Sound	8.1	8.0	0.1	11	0.1	0.1	0.0	0.8	0.7	0.1	1.4	1.3	0.1	2.9	3.4	-0.5	4.0	4.0	0.0	4.5	3.8	0.7	0.2	0.3	-0.1
ZM	11.9	10.7	1.2	9	4.6	3.7	0.9	6.1	5.4	0.7	6.0	5.2	0.8	6.9	6.2	0.7	1.2	1.3	-0.1	0.3	0.6	-0.3	2.4	2.3	0.1
MediaWorks Combo	73.1	72.2	0.9		13.9	12.9	1.0	22.3	21.3	1.0	22.0	21.4	0.6	32.9	31.8	1.1	22.9	22.7	0.2	22.0	22.7	-0.7	13.4	11.6	1.8
NZME Combo	53.1	53.4	-0.3		10.3	10.7	-0.4	14.7	15.3	-0.6	14.2	14.1	0.1	21.3	21.3	0.0	17.4	17.2	0.2	16.0	16.3	-0.3	8.9	8.8	0.1
All Commercial Radio	99.8	98.6	1.2		17.6	17.4	0.2	28.7	28.6	0.1	28.3	27.4	0.9	43.7	42.7	1.0	31.9	32.0	-0.1	29.9	30.1	-0.2	18.3	17.3	1.0
Potential (000)	140.1	140.1	0.0		29.8	29.8	0.0	41.6	42.8	-1.2	40.0	40.0	0.0	59.3	59.3	0.0	39.0	39.0	0.0	36.1	36.1	0.0	23.4	22.3	1.1
Sample	813	802	11		163	153	10	256	252	4	260	257	3	368	359	9	177	188	-11	183	201	-18	170	159	11

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	This	Last	+/-
Potential (000)	140.1	140.1	0.0
Sample Size	813	802	11

	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	6.7	6.6	0.1	8	6.9	7.2	-0.3	7.7	7.5	0.2	5.6	5.5	0.1	2.4	1.1	1.3	1.9	2.2	-0.3	6.3	6.7	-0.4
Breeze Classic	5.5	5.8	-0.3	9	9.2	9.8	-0.6	9.0	9.4	-0.4	5.4	5.6	-0.2	3.4	2.6	0.8	2.3	2.4	-0.1	8.6	8.8	-0.2
Channel X	8.1	7.6	0.5	6	6.7	5.3	1.4	9.9	7.8	2.1	7.1	6.6	0.5	1.9	1.9	0.0	1.6	1.6	0.0	6.9	5.5	1.4
Coast	3.9	3.3	0.6	11	3.6	3.4	0.2	3.5	3.2	0.3	3.3	3.2	0.1	0.8	0.6	0.2	0.1	0.3	-0.2	3.6	2.8	0.8
Edge	5.1	3.8	1.3	10	2.9	2.2	0.7	3.5	3.4	0.1	3.0	3.1	-0.1	1.7	1.1	0.6	0.7	0.4	0.3	3.8	3.0	0.8
iHeartCountry*	*	n.a.	*	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	0.2	n.a.	*
Life FM	1.0	1.2	-0.2	15	0.9	0.6	0.3	0.8	0.9	-0.1	0.5	0.6	-0.1	0.2	0.3	-0.1	0.5	0.2	0.3	1.0	0.5	0.5
Mai FM	8.5	8.5	0.0	4	6.3	6.4	-0.1	8.2	7.5	0.7	6.5	6.5	0.0	2.1	2.4	-0.3	2.3	3.0	-0.7	7.4	7.4	0.0
More FM	6.9	7.1	-0.2	7	6.3	6.7	-0.4	7.8	8.6	-0.8	5.1	6.8	-1.7	1.7	3.4	-1.7	1.5	1.9	-0.4	7.2	8.0	-0.8
Newstalk ZB	14.5	14.7	-0.2	1	9.2	9.3	-0.1	9.2	8.8	0.4	9.9	9.7	0.2	6.1	6.5	-0.4	5.5	7.4	-1.9	14.1	13.0	1.1
Radio Hauraki	3.0	2.4	0.6	13	3.2	3.2	0.0	2.8	2.8	0.0	2.7	2.3	0.4	0.4	0.3	0.1	0.4	0.1	0.3	3.8	2.7	1.1
Radio Kahungunu	0.4	0.4	0.0	17	0.4	0.7	-0.3	0.5	0.7	-0.2	0.5	0.3	0.2	0.2	*	*	*	*	*	0.9	0.4	0.5
Rhema	2.6	1.4	1.2	14	1.2	0.9	0.3	1.7	1.2	0.5	1.7	1.1	0.6	0.9	0.4	0.5	*	*	*	2.2	1.3	0.9
Rock	8.6	9.2	-0.6	3	8.0	6.2	1.8	7.8	6.8	1.0	6.2	7.3	-1.1	2.3	2.4	-0.1	2.6	2.9	-0.3	6.8	7.0	-0.2
Sanctuary	0.3	0.2	0.1	18	0.5	0.2	0.3	0.7	0.2	0.5	0.5	0.2	0.3	*	*	*	*	*	*	0.3	0.2	0.1
Sport Nation	0.9	0.8	0.1	16	0.5	0.5	0.0	0.5	0.4	0.1	0.2	*	*	0.4	0.5	-0.1	0.2	*	*	0.5	0.6	-0.1
The Hits	12.0	11.2	0.8	2	9.1	8.9	0.2	11.0	11.5	-0.5	8.6	8.9	-0.3	3.8	3.9	-0.1	1.3	1.2	0.1	12.2	12.6	-0.4
The Sound	3.7	3.8	-0.1	12	4.4	4.8	-0.4	4.7	4.7	0.0	3.8	4.1	-0.3	2.0	1.7	0.3	0.7	1.4	-0.7	4.5	5.0	-0.5
ZM	8.3	8.4	-0.1	5	5.0	5.1	-0.1	5.1	5.3	-0.2	4.9	4.6	0.3	1.5	1.5	0.0	0.7	0.2	0.5	7.1	6.4	0.7
MediaWorks Combo	43.3	43.2	0.1		40.7	40.4	0.3	48.8	48.0	0.8	36.1	37.7	-1.6	15.7	14.0	1.7	11.3	14.2	-2.9	45.1	45.1	0.0
NZME Combo	37.7	36.9	0.8		29.2	29.5	-0.3	29.8	29.6	0.2	26.6	26.2	0.4	12.3	12.5	-0.2	8.0	9.3	-1.3	37.5	34.7	2.8
All Commercial Radio	73.7	72.6	1.1		62.2	60.6	1.6	69.4	68.4	1.0	58.7	59.0	-0.3	29.1	27.2	1.9	18.5	22.5	-4.0	74.2	71.1	3.1

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 (until S1 26), iHeartCountry (from S2 26), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui

*iHeartCountry was rebranded from Gold Sport from May 4th 2026. S2 2026 includes combined iHeartCountry / Gold Sport listening



HAWKE'S BAY COMMERCIAL RADIO - GfK SURVEY 2 2026

Average Time Spent Listening (hh:mm) by Demographic, Mon-Sun 12mn-12mn
Survey Comparisons: 1/2026 - 2/2026

This 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
Last 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

	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	9:19	8:28	0:51	3:42	2:25	1:16	2:32	2:12	0:19	5:35	4:41	0:53	7:13	6:25	0:48	8:23	6:59	1:24	9:58	9:15	0:42	4:48	3:27	1:20
Breeze Classic	11:32	13:12	-1:40	3:30	7:30	-3:59	8:21	11:09	-2:48	8:17	11:57	-3:39	6:26	9:04	-2:38	9:03	8:59	0:04	12:53	13:09	-0:16	7:01	10:30	-3:29
Channel X	7:25	7:48	-0:23	8:05	7:37	0:27	12:12	13:18	-1:06	9:21	10:59	-1:37	9:02	9:38	-0:36	5:36	5:15	0:21	3:16	4:06	-0:50	3:17	4:44	-1:27
Coast	9:41	11:51	-2:09	3:00	16:58	-13:58	1:41	6:42	-5:01	1:41	1:43	-0:01	12:44	13:10	-0:25	10:52	12:54	-2:02	7:07	8:44	-1:37	12:05	10:21	1:44
Edge	3:44	3:48	-0:04	3:46	3:30	0:15	3:26	3:44	-0:17	3:07	3:50	-0:42	3:42	3:50	-0:07	6:25	4:57	1:28	4:07	5:40	-1:32	5:12	4:04	1:08
iHeartCountry*	4:15	n.a.	*	*	n.a.	*	4:15	n.a.	*	4:15	n.a.	*	4:15	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*
Life FM	4:19	7:29	-3:09	2:41	*	*	3:55	5:42	-1:46	4:29	5:42	-1:12	6:18	8:50	-2:32	6:45	11:15	-4:30	1:44	1:15	0:29	7:27	8:31	-1:04
Mai FM	7:42	7:34	0:07	6:43	7:00	-0:17	9:01	8:17	0:43	8:14	8:01	0:12	7:57	8:04	-0:06	8:57	8:00	0:56	16:10	5:00	11:10	8:28	7:28	0:59
More FM	5:42	5:00	0:42	2:45	2:10	0:34	5:35	3:52	1:43	6:59	4:40	2:19	6:10	4:13	1:56	3:51	4:58	-1:06	6:41	7:40	-0:59	3:45	3:19	0:25
Newstalk ZB	15:04	14:30	0:33	2:12	1:48	0:24	3:38	3:09	0:29	3:28	3:04	0:23	7:08	7:00	0:07	11:35	13:07	-1:31	15:28	16:34	-1:06	7:04	7:24	-0:20
Radio Hauraki	3:16	2:43	0:32	4:03	1:15	2:47	5:27	4:10	1:16	5:27	5:12	0:14	4:40	3:57	0:43	2:15	1:57	0:18	2:14	1:57	0:16	10:56	3:52	7:04
Radio Kahungunu	3:50	5:52	-2:01	1:00	*	*	3:36	2:16	1:19	3:36	6:19	-2:43	5:21	7:13	-1:51	7:38	6:31	1:07	3:02	4:24	-1:21	*	*	*
Rhema	6:51	10:30	-3:39	2:08	3:30	-1:21	3:30	3:30	0:00	2:28	3:30	-1:01	1:52	6:26	-4:33	5:51	9:02	-3:11	9:50	13:27	-3:37	7:12	8:34	-1:22
Rock	6:06	6:41	-0:35	5:02	5:03	-0:01	5:23	4:23	1:00	5:15	5:26	-0:11	6:08	6:30	-0:21	6:43	7:35	-0:51	6:52	8:37	-1:44	4:32	5:22	-0:50
Sanctuary	4:07	2:26	1:41	*	*	*	*	*	*	*	*	*	2:30	*	*	1:42	1:00	0:42	4:50	2:26	2:24	*	*	*
Sport Nation	7:46	5:25	2:20	8:45	8:45	0:00	0:15	0:15	0:00	0:15	0:15	0:00	0:15	0:15	0:00	4:15	4:15	0:00	12:03	6:13	5:50	*	*	*
The Hits	6:37	6:02	0:35	2:47	3:19	-0:31	5:30	5:48	-0:18	6:23	6:37	-0:13	8:15	7:22	0:52	10:47	8:59	1:47	7:37	6:39	0:57	7:43	6:03	1:40
The Sound	8:42	12:10	-3:28	0:45	0:45	0:00	10:57	11:41	-0:44	8:20	8:32	-0:11	8:34	8:42	-0:08	6:03	10:53	-4:50	9:08	16:33	-7:24	2:30	3:31	-1:01
ZM	4:27	5:19	-0:51	4:10	4:20	-0:10	3:08	3:52	-0:43	3:14	3:42	-0:27	4:25	5:20	-0:55	11:20	12:43	-1:22	10:00	11:21	-1:21	4:06	4:52	-0:46
MediaWorks Combo	10:34	10:54	-0:19	6:47	6:34	0:13	10:10	8:42	1:28	10:25	9:45	0:40	10:25	9:36	0:49	9:18	10:04	-0:45	11:47	13:53	-2:06	6:59	6:32	0:27
NZME Combo	10:48	10:38	0:10	4:14	4:32	-0:17	5:40	5:57	-0:17	6:24	6:24	-0:00	8:42	8:10	0:31	11:59	12:29	-0:29	12:47	14:01	-1:14	9:21	8:19	1:01
All Commercial Radio	14:30	14:32	-0:02	8:10	7:51	0:19	11:25	10:08	1:16	11:55	11:27	0:28	12:49	11:49	0:59	14:18	14:49	-0:31	17:11	19:19	-2:07	10:30	9:43	0:46
Potential (000)	140.1	140.1	0.0	29.8	29.8	0.0	41.6	42.8	-1.2	40.0	40.0	0.0	59.3	59.3	0.0	39.0	39.0	0.0	36.1	36.1	0.0	23.4	22.3	1.1
Sample	813	802	11	163	153	10	256	252	4	260	257	3	368	359	9	177	188	-11	183	201	-18	170	159	11

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 (until S1 26), iHeartCountry (from S2 26), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui

*iHeartCountry was rebranded from Gold Sport from May 4th 2026. S2 2026 includes combined iHeartCountry / Gold Sport listening



HAWKE'S BAY COMMERCIAL RADIO - GfK SURVEY 2 2026

Average Time Spent Listening (hh:mm) by Daypart, People 10+
Survey Comparisons: 1/2026 - 2/2026

This 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
Last 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

	This	Last	+/-
Potential (000)	140.1	140.1	0.0
Sample Size	813	802	11

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

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 (until S1 26), iHeartCountry (from S2 26), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui

*iHeartCountry was rebranded from Gold Sport from May 4th 2026. S2 2026 includes combined iHeartCountry / Gold Sport listening