HAWKE'S BAY COMMERCIAL RADIO - GfK SURVEY 3 2026

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

Survey Comparisons: 2/2026 - 3/2026

This Survey Period: Sun Aug 10 to Sat Nov 1 2025 & Sun Feb 8 to Sat May 2 & Sun May 10 to Sat Aug 1 & Sun Aug 9 to Sat Oct 31 2026
Last 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

	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	7.9	8.3	-0.4	6	3.3	4.1	-0.8	3.2	1.9	1.3	4.3	4.8	-0.5	6.9	6.2	0.7	9.9	9.0	0.9	9.6	10.6	-1.0	8.6	8.3	0.3
Breeze Classic	9.1	10.9	-1.8	3	2.6	1.0	1.6	2.4	3.4	-1.0	3.0	4.1	-1.1	3.3	3.6	-0.3	8.1	7.9	0.2	14.1	17.8	-3.7	5.1	4.3	0.8
Channel X	6.0	6.7	-0.7	8	4.2	7.0	-2.8	11.9	14.2	-2.3	13.3	15.6	-2.3	12.0	13.5	-1.5	6.5	7.1	-0.6	1.7	2.2	-0.5	3.4	3.7	-0.3
Coast	4.2	4.2	0.0	10	0.2	0.2	0.0	0.2	0.2	0.0	0.3	0.2	0.1	2.1	3.1	-1.0	8.5	9.2	-0.7	7.1	6.0	1.1	7.5	4.9	2.6
Edge	2.9	2.4	0.5	12	7.7	8.7	-1.0	7.0	5.8	1.2	6.0	4.1	1.9	4.4	3.3	1.1	1.5	1.7	-0.2	0.7	0.8	-0.1	6.8	5.6	1.2
iHeartCountry*	0.1	0.1	0.0	18	*	*	*	0.2	0.3	-0.1	0.2	0.2	0.0	0.1	0.1	0.0	*	*	*	*	*	*	*	*	*
Life FM	0.6	0.7	-0.1	15	0.6	1.0	-0.4	1.4	1.6	-0.2	1.1	1.2	-0.1	1.2	1.3	-0.1	0.7	0.8	-0.1	0.1	0.2	-0.1	2.8	3.3	-0.5
Mai FM	9.8	8.1	1.7	2	34.0	28.6	5.4	23.1	20.8	2.3	18.2	16.9	1.3	13.9	12.3	1.6	4.7	4.0	0.7	1.2	1.4	-0.2	13.0	12.3	0.7
More FM	4.9	5.0	-0.1	9	5.5	4.3	1.2	9.1	9.6	-0.5	9.4	9.6	-0.2	7.2	7.4	-0.2	3.2	3.2	0.0	3.2	4.4	-1.2	6.7	8.3	-1.6
Newstalk ZB	19.0	20.3	-1.3	1	1.8	2.4	-0.6	1.9	2.4	-0.5	2.3	2.8	-0.5	5.3	6.2	-0.9	15.0	17.4	-2.4	25.3	24.8	0.5	8.8	10.2	-1.4
Radio Hauraki	1.6	1.5	0.1	13	1.1	1.1	0.0	2.9	2.6	0.3	3.4	3.0	0.4	2.4	2.2	0.2	1.8	1.9	-0.1	1.4	1.5	-0.1	1.9	2.4	-0.5
Radio Kahungunu	0.5	0.5	0.0	16	0.2	0.3	-0.1	0.8	0.7	0.1	0.8	0.7	0.1	1.0	0.9	0.1	0.7	0.8	-0.1	0.1	0.2	-0.1	*	*	*
Rhema	1.0	1.5	-0.5	14	0.9	0.6	0.3	0.7	0.2	0.5	0.9	0.2	0.7	0.7	0.3	0.4	0.9	1.9	-1.0	1.6	3.6	-2.0	2.1	3.5	-1.4
Rock	8.0	6.8	1.2	5	12.3	11.6	0.7	12.1	10.7	1.4	10.9	9.4	1.5	11.6	9.7	1.9	8.4	7.3	1.1	5.5	4.9	0.6	8.5	6.0	2.5
Sport Nation	0.4	0.6	-0.2	17	1.2	1.8	-0.6	*	*	*	*	*	*	*	*	*	*	0.2	*	0.8	1.0	-0.2	*	*	*
The Hits	8.7	9.3	-0.6	4	10.3	10.8	-0.5	10.2	12.5	-2.3	11.2	13.6	-2.4	12.3	15.1	-2.8	12.1	13.8	-1.7	7.1	6.6	0.5	17.7	18.6	-0.9
The Sound	6.8	4.9	1.9	7	0.8	0.1	0.7	3.7	2.6	1.1	4.3	3.3	1.0	5.1	4.5	0.6	10.1	5.3	4.8	12.2	7.9	4.3	0.4	0.2	0.2
ZM	3.7	3.7	0.0	11	11.1	13.3	-2.2	5.1	5.8	-0.7	6.4	5.7	0.7	5.7	5.5	0.2	2.7	3.1	-0.4	0.3	0.5	-0.2	4.6	5.1	-0.5
MediaWorks Combo	55.8	53.5	2.3		70.5	65.5	5.0	72.6	69.1	3.5	69.7	68.0	1.7	65.2	61.2	4.0	53.3	46.8	6.5	48.4	50.3	-1.9	52.7	48.6	4.1
NZME Combo	37.7	39.7	-2.0		26.1	30.4	-4.3	21.7	25.4	-3.7	24.7	27.0	-2.3	28.6	33.1	-4.5	40.0	45.8	-5.8	41.3	39.6	1.7	41.6	43.0	-1.4
Potential (000)	140.1	140.1	0.0		29.8	29.8	0.0	41.4	41.6	-0.2	40.0	40.0	0.0	59.3	59.3	0.0	39.0	39.0	0.0	36.1	36.1	0.0	25.3	23.4	1.9
Sample	850	813	37		192	163	29	243	256	-13	247	260	-13	355	368	-13	197	177	20	206	183	23	176	170	6

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 & S3 2026 include combined iHeartCountry / Gold Sport listening*

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HAWKE'S BAY COMMERCIAL RADIO - GfK SURVEY 3 2026

Station Share (%) by Daypart, People 10+
Survey Comparisons: 2/2026 - 3/2026

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Last 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

	This	Last	+/-
Potential (000)	140.1	140.1	0.0
Sample Size	850	813	37

	Breakfast Mon-Fri 6am-9am				Morning Mon-Fri 9am-12md			Afternoon Mon-Fri 12md-4pm			Drive Mon-Fri 4pm-7pm			Night Mon-Fri 7pm-12mn			Mid Dawn Mon-Fri 12mn-6am			Weekend Sat-Sun 12mn-12mn		
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	7.2	7.7	-0.5	4	8.8	9.2	-0.4	7.9	9.4	-1.5	6.8	6.3	0.5	8.6	6.7	1.9	7.2	4.7	2.5	8.2	8.9	-0.7
Breeze Classic	6.2	7.7	-1.5	6	8.5	10.5	-2.0	8.8	10.9	-2.1	9.0	11.0	-2.0	12.5	12.3	0.2	12.6	13.3	-0.7	11.5	13.6	-2.1
Channel X	5.7	6.7	-1.0	8	7.7	8.6	-0.9	9.1	9.9	-0.8	5.0	5.4	-0.4	1.5	5.3	-3.8	3.2	2.8	0.4	3.1	3.7	-0.6
Coast	3.5	3.3	0.2	11	4.9	4.7	0.2	4.0	4.8	-0.8	3.9	3.8	0.1	1.8	1.8	0.0	*	1.8	*	5.8	5.2	0.6
Edge	3.2	2.6	0.6	12	2.2	1.7	0.5	3.1	2.7	0.4	3.4	2.6	0.8	4.0	3.8	0.2	1.8	1.8	0.0	2.7	2.2	0.5
iHeartCountry*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.3	0.3	0.0
Life FM	0.8	0.9	-0.1	15	0.6	0.8	-0.2	0.6	0.8	-0.2	0.2	0.2	0.0	0.5	0.4	0.1	1.8	2.0	-0.2	0.4	0.4	0.0
Mai FM	9.9	8.4	1.5	3	9.9	7.5	2.4	11.9	9.0	2.9	11.4	10.9	0.5	9.3	7.2	2.1	11.8	10.6	1.2	6.3	5.7	0.6
More FM	4.9	5.1	-0.2	9	4.7	5.2	-0.5	5.2	4.8	0.4	6.0	4.5	1.5	4.7	6.0	-1.3	4.2	5.1	-0.9	4.4	5.1	-0.7
Newstalk ZB	25.2	25.7	-0.5	1	13.1	14.5	-1.4	10.9	11.6	-0.7	17.5	19.0	-1.5	29.7	27.9	1.8	38.5	37.9	0.6	22.4	24.3	-1.9
Radio Hauraki	1.3	0.8	0.5	14	2.0	2.0	0.0	1.5	1.8	-0.3	2.5	2.8	-0.3	1.3	1.2	0.1	1.5	1.1	0.4	1.1	1.1	0.0
Radio Kahungunu	0.2	0.2	0.0	17	0.3	0.5	-0.2	0.2	0.2	0.0	0.4	0.4	0.0	0.9	0.7	0.2	*	*	*	1.3	0.9	0.4
Rhema	1.5	2.1	-0.6	13	0.8	0.8	0.0	0.3	0.7	-0.4	1.4	2.9	-1.5	1.9	1.7	0.2	0.8	*	*	1.2	2.1	-0.9
Rock	6.8	5.8	1.0	5	10.9	7.8	3.1	9.6	7.9	1.7	8.5	7.1	1.4	5.0	7.1	-2.1	5.0	8.5	-3.5	5.8	5.0	0.8
Sport Nation	0.3	0.4	-0.1	16	0.9	1.0	-0.1	0.4	0.5	-0.1	0.4	0.4	0.0	*	0.4	*	0.4	0.3	0.1	0.2	0.6	-0.4
The Hits	10.1	9.4	0.7	2	8.5	10.3	-1.8	7.9	9.8	-1.9	8.1	9.5	-1.4	6.3	8.3	-2.0	3.5	3.7	-0.2	9.9	9.2	0.7
The Sound	5.9	4.3	1.6	7	7.3	5.9	1.4	8.4	6.7	1.7	5.2	3.4	1.8	6.0	4.3	1.7	2.6	2.0	0.6	7.0	4.2	2.8
ZM	4.6	5.3	-0.7	10	3.9	3.4	0.5	4.6	3.7	0.9	3.2	4.0	-0.8	1.2	1.0	0.2	1.6	1.8	-0.2	3.0	3.2	-0.2
MediaWorks Combo	49.8	48.4	1.4		60.2	56.4	3.8	64.3	61.7	2.6	56.3	52.0	4.3	52.1	53.2	-1.1	48.5	48.9	-0.4	49.8	49.3	0.5
NZME Combo	45.2	45.3	-0.1		32.7	35.8	-3.1	29.2	32.3	-3.1	36.3	40.1	-3.8	40.4	40.3	0.1	46.1	47.0	-0.9	42.8	43.6	-0.8

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 & S3 2026 include combined iHeartCountry / Gold Sport listening*

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Cumulative Audience (000's) by Demographic, Mon-Sun 12mn-12mn

Survey Comparisons: 2/2026 - 3/2026

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Last 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

	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	14.0	12.8	1.2	6	1.5	1.6	-0.1	3.0	2.5	0.5	3.1	2.9	0.2	6.1	4.8	1.3	5.4	4.9	0.5	5.0	5.5	-0.5	3.4	3.3	0.1
Breeze Classic	13.5	13.7	-0.2	7	0.8	0.4	0.4	1.4	1.3	0.1	1.6	1.7	-0.1	3.3	3.2	0.1	4.2	4.0	0.2	6.5	7.1	-0.6	1.5	1.2	0.3
Channel X	11.7	13.1	-1.4	9	1.1	1.3	-0.2	3.4	3.8	-0.4	5.3	5.6	-0.3	7.8	8.4	-0.6	4.8	5.8	-1.0	2.7	3.5	-0.8	2.5	2.2	0.3
Coast	6.8	6.2	0.6	12	0.2	0.1	0.1	0.4	0.3	0.1	0.6	0.3	0.3	1.3	1.4	-0.1	3.7	3.9	-0.2	4.8	4.3	0.5	1.4	0.8	0.6
Edge	10.9	9.3	1.6	10	3.6	3.3	0.3	5.9	5.5	0.4	5.5	4.4	1.1	6.2	4.9	1.3	1.4	1.2	0.2	0.9	1.0	-0.1	2.4	2.1	0.3
iHeartCountry*	0.2	0.2	0.0	18	*	*	*	0.2	0.2	0.0	0.2	0.2	0.0	0.2	0.2	0.0	*	*	*	*	*	*	*	*	*
Life FM	1.9	2.3	-0.4	16	0.4	0.6	-0.2	1.2	1.3	-0.1	0.9	0.9	0.0	1.1	1.2	-0.1	0.4	0.6	-0.2	0.4	0.6	-0.2	0.8	0.9	-0.1
Mai FM	14.9	15.2	-0.3	4	5.7	6.1	-0.4	7.0	7.6	-0.6	7.1	6.9	0.2	8.8	8.6	0.2	2.0	2.1	-0.1	0.4	0.5	-0.1	3.1	2.8	0.3
More FM	14.7	12.8	1.9	5	3.3	2.2	1.1	7.0	5.6	1.4	5.6	4.6	1.0	7.9	6.7	1.2	3.6	3.8	-0.2	2.8	3.4	-0.6	4.3	4.2	0.1
Newstalk ZB	18.4	19.5	-1.1	2	1.1	1.5	-0.4	1.9	2.1	-0.2	2.7	2.8	-0.1	4.6	4.9	-0.3	5.7	6.9	-1.2	8.0	8.3	-0.3	2.8	2.8	0.0
Radio Hauraki	5.9	6.8	-0.9	13	0.4	0.4	0.0	1.0	1.5	-0.5	1.9	1.9	0.0	2.8	2.7	0.1	3.5	3.9	-0.4	2.8	3.6	-0.8	0.8	0.4	0.4
Radio Kahungunu	2.2	1.7	0.5	15	0.4	0.4	0.0	0.7	0.6	0.1	0.8	0.6	0.2	1.5	0.9	0.6	0.7	0.4	0.3	0.3	0.4	-0.1	0.1	*	*
Rhema	3.0	3.2	-0.2	14	0.4	0.4	0.0	0.5	0.1	0.4	0.6	0.2	0.4	1.0	0.8	0.2	0.9	1.5	-0.6	1.4	1.9	-0.5	0.7	0.9	-0.2
Rock	16.8	16.0	0.8	3	4.0	3.3	0.7	7.8	6.5	1.3	7.0	6.1	0.9	9.8	8.8	1.0	4.3	4.9	-0.6	2.8	3.7	-0.9	3.6	2.5	1.1
Sport Nation	0.7	1.0	-0.3	17	0.2	0.3	-0.1	0.3	0.2	0.1	0.3	0.2	0.1	0.3	0.2	0.1	*	0.2	*	0.2	0.4	-0.2	*	*	*
The Hits	21.3	20.4	0.9	1	5.7	5.5	0.2	8.2	7.5	0.7	7.6	7.2	0.4	10.9	10.3	0.6	6.1	5.9	0.2	4.5	4.4	0.1	5.6	4.6	1.0
The Sound	8.8	8.1	0.7	11	0.6	0.1	0.5	0.9	0.8	0.1	1.5	1.4	0.1	3.3	2.9	0.4	4.1	4.0	0.1	4.4	4.5	-0.1	0.4	0.2	0.2
ZM	11.8	11.9	-0.1	8	4.2	4.6	-0.4	6.6	6.1	0.5	6.4	6.0	0.4	7.3	6.9	0.4	1.1	1.2	-0.1	0.2	0.3	-0.1	2.8	2.4	0.4
MediaWorks Combo	75.8	73.1	2.7		15.6	13.9	1.7	23.8	22.3	1.5	23.6	22.0	1.6	35.1	32.9	2.2	22.8	22.9	-0.1	20.6	22.0	-1.4	15.7	13.4	2.3
NZME Combo	52.7	53.1	-0.4		9.8	10.3	-0.5	14.7	14.7	0.0	14.9	14.2	0.7	21.8	21.3	0.5	16.2	17.4	-1.2	15.7	16.0	-0.3	10.5	8.9	1.6
All Commercial Radio	100.0	99.8	0.2		18.8	17.6	1.2	29.1	28.7	0.4	28.9	28.3	0.6	44.1	43.7	0.4	31.1	31.9	-0.8	28.9	29.9	-1.0	20.3	18.3	2.0
Potential (000)	140.1	140.1	0.0		29.8	29.8	0.0	41.4	41.6	-0.2	40.0	40.0	0.0	59.3	59.3	0.0	39.0	39.0	0.0	36.1	36.1	0.0	25.3	23.4	1.9
Sample	850	813	37		192	163	29	243	256	-13	247	260	-13	355	368	-13	197	177	20	206	183	23	176	170	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

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	This	Last	+/-
Potential (000)	140.1	140.1	0.0
Sample Size	850	813	37

	Breakfast Mon-Fri 6am-9am				Morning Mon-Fri 9am-12md			Afternoon Mon-Fri 12md-4pm			Drive Mon-Fri 4pm-7pm			Night Mon-Fri 7pm-12mn			Mid Dawn Mon-Fri 12mn-6am			Weekend Sat-Sun 12mn-12mn		
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	**7.2**	6.7	0.5	5	**7.4**	6.9	0.5	**8.4**	7.7	0.7	**6.3**	5.6	0.7	**2.7**	2.4	0.3	**1.8**	1.9	-0.1	**6.0**	6.3	-0.3
Breeze Classic	**5.7**	5.5	0.2	10	**8.1**	9.2	-1.1	**8.6**	9.0	-0.4	**5.3**	5.4	-0.1	**2.7**	3.4	-0.7	**2.4**	2.3	0.1	**9.1**	8.6	0.5
Channel X	**6.7**	8.1	-1.4	7	**5.7**	6.7	-1.0	**8.4**	9.9	-1.5	**6.8**	7.1	-0.3	**1.5**	1.9	-0.4	**1.2**	1.6	-0.4	**6.4**	6.9	-0.5
Coast	**3.7**	3.9	-0.2	12	**3.3**	3.6	-0.3	**3.4**	3.5	-0.1	**3.0**	3.3	-0.3	**0.5**	0.8	-0.3	*	0.1	*	**4.4**	3.6	0.8
Edge	**6.3**	5.1	1.2	9	**3.7**	2.9	0.8	**3.9**	3.5	0.4	**3.6**	3.0	0.6	**2.2**	1.7	0.5	**0.8**	0.7	0.1	**4.7**	3.8	0.9
iHeartCountry*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	**0.2**	0.2	0.0
Life FM	**0.9**	1.0	-0.1	15	**0.7**	0.9	-0.2	**0.7**	0.8	-0.1	**0.5**	0.5	0.0	**0.2**	0.2	0.0	**0.4**	0.5	-0.1	**0.9**	1.0	-0.1
Mai FM	**9.0**	8.5	0.5	4	**7.0**	6.3	0.7	**9.6**	8.2	1.4	**6.2**	6.5	-0.3	**1.9**	2.1	-0.2	**1.8**	2.3	-0.5	**6.8**	7.4	-0.6
More FM	**7.2**	6.9	0.3	5	**6.6**	6.3	0.3	**8.7**	7.8	0.9	**7.4**	5.1	2.3	**2.3**	1.7	0.6	**1.2**	1.5	-0.3	**8.4**	7.2	1.2
Newstalk ZB	**14.1**	14.5	-0.4	1	**8.4**	9.2	-0.8	**8.9**	9.2	-0.3	**8.5**	9.9	-1.4	**6.2**	6.1	0.1	**6.4**	5.5	0.9	**13.7**	14.1	-0.4
Radio Hauraki	**2.8**	3.0	-0.2	13	**2.7**	3.2	-0.5	**3.1**	2.8	0.3	**2.6**	2.7	-0.1	**0.5**	0.4	0.1	**0.4**	0.4	0.0	**2.8**	3.8	-1.0
Radio Kahungunu	**0.5**	0.4	0.1	17	**0.3**	0.4	-0.1	**0.4**	0.5	-0.1	**0.6**	0.5	0.1	**0.2**	0.2	0.0	*	*	*	**1.2**	0.9	0.3
Rhema	**2.3**	2.6	-0.3	14	**1.1**	1.2	-0.1	**1.3**	1.7	-0.4	**1.4**	1.7	-0.3	**0.9**	0.9	0.0	**0.2**	*	*	**1.6**	2.2	-0.6
Rock	**9.2**	8.6	0.6	3	**9.5**	8.0	1.5	**8.9**	7.8	1.1	**5.3**	6.2	-0.9	**2.1**	2.3	-0.2	**1.8**	2.6	-0.8	**7.9**	6.8	1.1
Sport Nation	**0.7**	0.9	-0.2	16	**0.4**	0.5	-0.1	**0.4**	0.5	-0.1	**0.2**	0.2	0.0	*	0.4	*	**0.2**	0.2	0.0	**0.2**	0.5	-0.3
The Hits	**13.6**	12.0	1.6	2	**9.6**	9.1	0.5	**10.1**	11.0	-0.9	**8.6**	8.6	0.0	**3.0**	3.8	-0.8	**1.1**	1.3	-0.2	**12.5**	12.2	0.3
The Sound	**4.7**	3.7	1.0	11	**4.8**	4.4	0.4	**4.8**	4.7	0.1	**4.0**	3.8	0.2	**2.3**	2.0	0.3	**0.7**	0.7	0.0	**5.6**	4.5	1.1
ZM	**6.7**	8.3	-1.6	7	**5.7**	5.0	0.7	**5.2**	5.1	0.1	**4.2**	4.9	-0.7	**1.6**	1.5	0.1	**0.5**	0.7	-0.2	**5.8**	7.1	-1.3
MediaWorks Combo	**45.0**	43.3	1.7		**42.5**	40.7	1.8	**51.0**	48.8	2.2	**38.8**	36.1	2.7	**15.8**	15.7	0.1	**10.1**	11.3	-1.2	**47.2**	45.1	2.1
NZME Combo	**36.1**	37.7	-1.6		**27.9**	29.2	-1.3	**28.4**	29.8	-1.4	**24.7**	26.6	-1.9	**11.4**	12.3	-0.9	**8.6**	8.0	0.6	**36.1**	37.5	-1.4
All Commercial Radio	**73.1**	73.7	-0.6		**61.8**	62.2	-0.4	**68.9**	69.4	-0.5	**59.7**	58.7	1.0	**27.9**	29.1	-1.2	**17.5**	18.5	-1.0	**74.5**	74.2	0.3

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 & S3 2026 include combined iHeartCountry / Gold Sport listening*

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HAWKE'S BAY COMMERCIAL RADIO - GfK SURVEY 3 2026

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

Survey Comparisons: 2/2026 - 3/2026

This Survey Period: Sun Aug 10 to Sat Nov 1 2025 & Sun Feb 8 to Sat May 2 & Sun May 10 to Sat Aug 1 & Sun Aug 9 to Sat Oct 31 2026
Last 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

	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	**8:13**	9:19	-1:05	**3:28**	3:42	-0:14	**3:48**	2:32	1:16	**5:04**	5:35	-0:30	**6:41**	7:13	-0:32	**8:25**	8:23	0:01	**9:35**	9:58	-0:22	**5:28**	4:48	0:39
Breeze Classic	**9:47**	11:32	-1:44	**5:21**	3:30	1:51	**5:52**	8:21	-2:29	**6:54**	8:17	-1:22	**5:51**	6:26	-0:34	**8:53**	9:03	-0:09	**10:56**	12:53	-1:57	**7:15**	7:01	0:13
Channel X	**7:24**	7:25	-0:00	**6:04**	8:05	-2:00	**12:29**	12:12	0:17	**8:59**	9:21	-0:22	**9:03**	9:02	0:01	**6:14**	5:36	0:38	**3:11**	3:16	-0:04	**2:57**	3:17	-0:20
Coast	**9:01**	9:41	-0:40	**1:12**	3:00	-1:47	**1:57**	1:41	0:16	**1:32**	1:41	-0:08	**9:43**	12:44	-3:01	**10:33**	10:52	-0:18	**7:34**	7:07	0:27	**11:36**	12:05	-0:29
Edge	**3:51**	3:44	0:07	**3:25**	3:46	-0:21	**4:09**	3:26	0:42	**3:58**	3:07	0:50	**4:09**	3:42	0:27	**5:10**	6:25	-1:15	**4:02**	4:07	-0:04	**6:13**	5:12	1:00
iHeartCountry*	**4:15**	4:15	0:00	*	*	*	**4:15**	4:15	0:00	**4:15**	4:15	0:00	**4:15**	4:15	0:00	*	*	*	*	*	*	*	*	*
Life FM	**4:35**	4:19	0:15	**2:41**	2:41	0:00	**4:08**	3:55	0:13	**4:38**	4:29	0:08	**6:16**	6:18	-0:01	**7:30**	6:45	0:45	**1:47**	1:44	0:03	**7:45**	7:27	0:18
Mai FM	**9:36**	7:42	1:54	**9:41**	6:43	2:58	**11:42**	9:01	2:41	**9:17**	8:14	1:02	**9:19**	7:57	1:21	**10:44**	8:57	1:47	**14:47**	16:10	-1:23	**9:03**	8:28	0:35
More FM	**4:50**	5:42	-0:52	**2:39**	2:45	-0:06	**4:37**	5:35	-0:58	**6:03**	6:59	-0:56	**5:24**	6:10	-0:46	**4:02**	3:51	0:10	**5:48**	6:41	-0:52	**3:26**	3:45	-0:19
Newstalk ZB	**14:59**	15:04	-0:04	**2:45**	2:12	0:32	**3:31**	3:38	-0:07	**3:05**	3:28	-0:22	**6:43**	7:08	-0:25	**12:13**	11:35	0:37	**16:04**	15:28	0:35	**6:45**	7:04	-0:18
Radio Hauraki	**3:50**	3:16	0:34	**4:25**	4:03	0:22	**10:10**	5:27	4:42	**6:20**	5:27	0:53	**5:05**	4:40	0:24	**2:19**	2:15	0:03	**2:31**	2:14	0:17	**5:15**	10:56	-5:40
Radio Kahungunu	**3:16**	3:50	-0:34	**1:00**	1:00	0:00	**4:03**	3:36	0:27	**3:42**	3:36	0:06	**4:06**	5:21	-1:15	**4:30**	7:38	-3:07	**2:00**	3:02	-1:02	**1:00**	*	*
Rhema	**4:59**	6:51	-1:52	**3:19**	2:08	1:11	**5:00**	3:30	1:30	**5:50**	2:28	3:22	**3:54**	1:52	2:01	**4:38**	5:51	-1:13	**5:58**	9:50	-3:51	**6:36**	7:12	-0:35
Rock	**6:58**	6:06	0:52	**4:54**	5:02	-0:08	**5:30**	5:23	0:06	**5:35**	5:15	0:20	**6:56**	6:08	0:47	**9:09**	6:43	2:26	**10:03**	6:52	3:10	**5:11**	4:32	0:38
Sport Nation	**8:28**	7:46	0:42	**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	*	**23:30**	12:03	11:26	*	*	*
The Hits	**5:55**	6:37	-0:41	**2:53**	2:47	0:05	**4:23**	5:30	-1:06	**5:19**	6:23	-1:03	**6:38**	8:15	-1:36	**9:14**	10:47	-1:33	**8:00**	7:37	0:23	**6:52**	7:43	-0:51
The Sound	**11:07**	8:42	2:24	**2:13**	0:45	1:28	**13:37**	10:57	2:40	**10:16**	8:20	1:55	**9:02**	8:34	0:28	**11:25**	6:03	5:21	**13:54**	9:08	4:45	**2:04**	2:30	-0:25
ZM	**4:35**	4:27	0:08	**4:18**	4:10	0:07	**2:44**	3:08	-0:24	**3:35**	3:14	0:21	**4:38**	4:25	0:13	**11:42**	11:20	0:22	**10:00**	10:00	0:00	**3:35**	4:06	-0:30
MediaWorks Combo	**10:41**	10:34	0:06	**7:17**	6:47	0:29	**10:45**	10:10	0:34	**10:39**	10:25	0:13	**10:56**	10:25	0:30	**10:50**	9:18	1:31	**11:51**	11:47	0:03	**7:17**	6:59	0:17
NZME Combo	**10:23**	10:48	-0:24	**4:17**	4:14	0:03	**5:12**	5:40	-0:28	**5:58**	6:24	-0:25	**7:43**	8:42	-0:58	**11:27**	11:59	-0:32	**13:19**	12:47	0:32	**8:35**	9:21	-0:45
All Commercial Radio	**14:32**	14:30	0:02	**8:35**	8:10	0:24	**12:08**	11:25	0:43	**12:31**	11:55	0:35	**13:21**	12:49	0:32	**14:53**	14:18	0:35	**17:27**	17:11	0:15	**10:41**	10:30	0:10
Potential (000)	**140.1**	140.1	0.0	**29.8**	29.8	0.0	**41.4**	41.6	-0.2	**40.0**	40.0	0.0	**59.3**	59.3	0.0	**39.0**	39.0	0.0	**36.1**	36.1	0.0	**25.3**	23.4	1.9
Sample	**850**	813	37	**192**	163	29	**243**	256	-13	**247**	260	-13	**355**	368	-13	**197**	177	20	**206**	183	23	**176**	170	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 (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 & S3 2026 include combined iHeartCountry / Gold Sport listening*

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HAWKE'S BAY COMMERCIAL RADIO - GfK SURVEY 3 2026

Average Time Spent Listening (hh:mm) by Daypart, People 10+
Survey Comparisons: 2/2026 - 3/2026

This Survey Period: Sun Aug 10 to Sat Nov 1 2025 & Sun Feb 8 to Sat May 2 & Sun May 10 to Sat Aug 1 & Sun Aug 9 to Sat Oct 31 2026

Last 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

	This	Last	+/-
Potential (000)	140.1	140.1	0.0
Sample Size	850	813	37

	Breakfast Mon-Fri 6am-9am			Morning Mon-Fri 9am-12md			Afternoon Mon-Fri 12md-4pm			Drive Mon-Fri 4pm-7pm			Night Mon-Fri 7pm-12mn			Mid Dawn Mon-Fri 12mn-6am			Weekend Sat-Sun 12mn-12mn		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	**2:52**	3:16	-0:23	**3:26**	3:39	-0:12	**2:58**	3:38	-0:39	**1:36**	1:42	-0:05	**2:11**	2:09	0:02	**1:54**	1:32	0:21	**4:02**	4:14	-0:12
Breeze Classic	**3:07**	3:56	-0:49	**3:01**	3:07	-0:05	**3:15**	3:37	-0:21	**2:31**	3:03	-0:32	**3:07**	2:44	0:23	**2:30**	3:30	-0:59	**3:45**	4:42	-0:57
Channel X	**2:27**	2:20	0:07	**3:51**	3:33	0:17	**3:25**	3:00	0:25	**1:05**	1:09	-0:04	**0:40**	2:05	-1:24	**1:18**	1:03	0:14	**1:24**	1:35	-0:10
Coast	**2:46**	2:25	0:21	**4:12**	3:38	0:34	**3:41**	4:05	-0:24	**1:57**	1:45	0:12	**2:31**	1:42	0:48	*	12:00	*	**3:55**	4:16	-0:20
Edge	**1:29**	1:27	0:02	**1:42**	1:35	0:06	**2:28**	2:20	0:08	**1:23**	1:20	0:02	**1:14**	1:41	-0:26	**1:09**	1:35	-0:25	**1:39**	1:46	-0:07
iHeartCountry*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	**4:15**	4:15	0:00
Life FM	**2:37**	2:26	0:10	**2:24**	2:18	0:06	**2:57**	2:56	0:01	**0:40**	0:44	-0:04	**1:23**	1:26	-0:02	**2:10**	2:18	-0:07	**1:21**	1:20	0:01
Mai FM	**3:10**	2:47	0:23	**4:04**	3:16	0:48	**3:57**	3:18	0:38	**2:44**	2:31	0:13	**3:24**	2:40	0:44	**3:11**	2:51	0:20	**2:45**	2:19	0:26
More FM	**1:57**	2:06	-0:09	**2:04**	2:14	-0:09	**1:52**	1:49	0:03	**1:12**	1:20	-0:08	**1:24**	2:36	-1:12	**1:43**	2:02	-0:18	**1:32**	2:07	-0:35
Newstalk ZB	**5:10**	5:02	0:07	**4:31**	4:20	0:10	**3:52**	3:46	0:06	**3:02**	2:54	0:08	**3:17**	3:28	-0:11	**2:55**	4:15	-1:19	**4:49**	5:08	-0:19
Radio Hauraki	**1:20**	0:44	0:36	**2:06**	1:41	0:25	**1:35**	1:54	-0:18	**1:23**	1:32	-0:08	**1:50**	2:06	-0:15	**1:52**	1:47	0:04	**1:07**	0:54	0:12
Radio Kahungunu	**1:14**	1:33	-0:19	**2:40**	3:01	-0:21	**1:49**	1:24	0:24	**1:00**	1:00	0:00	**3:26**	3:26	-0:00	*	*	*	**2:58**	2:56	0:01
Rhema	**1:52**	2:15	-0:22	**2:02**	1:45	0:17	**0:50**	1:16	-0:26	**1:28**	2:33	-1:04	**1:27**	1:28	-0:00	**2:00**	*	*	**2:08**	2:53	-0:45
Rock	**2:09**	1:54	0:15	**3:17**	2:41	0:36	**3:24**	3:00	0:23	**2:25**	1:43	0:41	**1:37**	2:20	-0:43	**1:19**	1:59	-0:39	**2:09**	2:13	-0:04
Sport Nation	**1:08**	1:06	0:02	**6:21**	5:53	0:27	**3:19**	3:16	0:02	**3:45**	3:45	0:00	*	0:52	*	**1:15**	1:15	0:00	**3:15**	3:09	0:05
The Hits	**2:09**	2:13	-0:04	**2:33**	3:06	-0:33	**2:29**	2:39	-0:10	**1:24**	1:39	-0:15	**1:24**	1:39	-0:15	**1:28**	1:45	-0:16	**2:20**	2:16	0:04
The Sound	**3:39**	3:16	0:23	**4:23**	3:38	0:44	**5:36**	4:16	1:19	**1:55**	1:20	0:35	**1:46**	1:37	0:09	**1:46**	1:43	0:03	**3:40**	2:46	0:53
ZM	**1:58**	1:50	0:08	**1:59**	1:51	0:08	**2:47**	2:11	0:36	**1:08**	1:14	-0:05	**0:31**	0:32	-0:00	**1:36**	1:37	-0:01	**1:31**	1:21	0:10
MediaWorks Combo	**3:12**	3:10	0:01	**4:04**	3:48	0:16	**3:59**	3:46	0:12	**2:09**	2:10	-0:01	**2:14**	2:35	-0:20	**2:20**	2:38	-0:17	**3:06**	3:16	-0:10
NZME Combo	**3:37**	3:25	0:12	**3:22**	3:21	0:00	**3:15**	3:14	0:01	**2:11**	2:16	-0:05	**2:24**	2:30	-0:05	**2:36**	3:36	-0:59	**3:29**	3:29	0:00
All Commercial Radio	**3:57**	3:51	0:05	**4:39**	4:24	0:14	**4:35**	4:18	0:17	**2:29**	2:34	-0:05	**2:26**	2:37	-0:11	**2:46**	3:19	-0:32	**3:57**	4:02	-0:04

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 & S3 2026 include combined iHeartCountry / Gold Sport listening*

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