



# HAWKE'S BAY COMMERCIAL RADIO - SURVEY 3 2024

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

Survey Comparisons: 2/2024 - 3/2024

This Survey Period: Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024 & Sun Aug 11 to Sat Nov 2 2024  
 Last Survey Period: Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024

	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	10.1	8.9	1.2	4	12.1	6.3	5.8	8.9	6.9	2.0	7.3	8.3	-1.0	9.0	7.5	1.5	12.9	8.2	4.7	13.1	12.1	1.0	12.4	8.2	4.2
Channel X	6.5	4.8	1.7	7	9.6	5.1	4.5	14.1	7.0	7.1	10.9	6.8	4.1	8.6	6.1	2.5	5.8	6.0	-0.2	3.9	4.5	-0.6	5.0	3.6	1.4
Coast	2.1	3.6	-1.5	13	0.4	0.3	0.1	0.6	1.0	-0.4	0.5	1.5	-1.0	1.8	3.5	-1.7	4.0	6.6	-2.6	3.2	4.8	-1.6	1.9	1.8	0.1
Edge	2.4	3.0	-0.6	11	5.9	12.7	-6.8	6.8	6.5	0.3	4.6	5.2	-0.6	3.2	3.5	-0.3	0.6	0.5	0.1	0.2	0.1	0.1	6.6	5.9	0.7
Gold Sport	0.4	0.4	0.0	17	*	*	*	0.1	0.2	-0.1	0.3	0.2	0.1	0.2	0.2	0.0	0.1	0.1	0.0	*	*	*	0.1	0.1	0.0
Life FM	1.8	1.9	-0.1	14	0.2	0.7	-0.5	1.8	0.5	1.3	1.6	0.3	1.3	1.5	1.2	0.3	3.8	4.3	-0.5	3.6	3.7	-0.1	1.7	1.6	0.1
Magic	10.7	12.2	-1.5	3	0.1	0.2	-0.1	2.5	2.6	-0.1	3.5	2.7	0.8	5.2	5.4	-0.2	7.8	13.1	-5.3	15.8	21.1	-5.3	3.3	4.4	-1.1
Mai FM	8.8	10.2	-1.4	6	23.7	20.1	3.6	16.3	23.3	-7.0	14.1	22.0	-7.9	11.4	17.4	-6.0	3.7	5.0	-1.3	0.2	0.1	0.1	15.2	23.0	-7.8
More FM	5.8	6.4	-0.6	9	2.4	5.6	-3.2	5.3	6.0	-0.7	5.6	5.8	-0.2	7.4	7.4	0.0	9.7	9.5	0.2	6.3	6.6	-0.3	7.2	5.8	1.4
Newstalk ZB	12.0	11.3	0.7	1	2.1	0.6	1.5	0.8	1.1	-0.3	2.4	2.1	0.3	3.1	2.9	0.2	7.3	6.4	0.9	22.3	16.3	6.0	3.5	2.3	1.2
Radio Hauraki	2.2	2.4	-0.2	12	5.2	7.3	-2.1	2.7	2.5	0.2	2.5	2.7	-0.2	2.7	3.4	-0.7	1.8	2.5	-0.7	0.9	0.4	0.5	2.0	3.1	-1.1
Radio Kahungunu	0.9	0.7	0.2	15	0.6	1.5	-0.9	0.1	0.4	-0.3	0.7	0.5	0.2	0.7	0.7	0.0	1.1	0.5	0.6	1.4	0.3	1.1	0.4	0.5	-0.1
Rhema	0.9	0.5	0.4	15	*	*	*	0.2	0.1	0.1	0.2	0.2	0.0	0.4	0.5	-0.1	2.1	0.8	1.3	2.2	0.5	1.7	1.5	1.4	0.1
Rock	11.0	9.8	1.2	2	13.8	9.0	4.8	12.7	15.4	-2.7	17.0	16.4	0.6	18.0	17.0	1.0	12.2	11.0	1.2	2.7	3.0	-0.3	8.0	12.0	-4.0
SENZ (Sport Nation)*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.1	0.1	0.0	*	*	*
Star	0.3	0.3	0.0	18	*	*	*	*	*	*	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	0.2	*	*	*	*	*
The Hits	9.9	7.8	2.1	5	11.0	10.2	0.8	10.8	9.4	1.4	11.3	8.3	3.0	11.2	8.1	3.1	11.1	5.6	5.5	8.3	6.4	1.9	12.9	10.0	2.9
The Sound	5.9	8.3	-2.4	8	0.6	2.7	-2.1	1.4	2.7	-1.3	1.8	2.4	-0.6	4.8	5.4	-0.6	11.6	15.9	-4.3	11.7	16.4	-4.7	2.4	3.8	-1.4
ZM	5.7	5.6	0.1	10	8.6	12.1	-3.5	10.2	10.7	-0.5	12.6	11.9	0.7	8.4	7.8	0.6	2.8	2.7	0.1	2.0	2.3	-0.3	12.9	10.3	2.6
MediaWorks Combo	61.3	63.8	-2.5		68.2	61.8	6.4	68.9	71.0	-2.1	65.8	70.6	-4.8	68.1	70.4	-2.3	64.3	69.4	-5.1	53.9	63.9	-10.0	61.3	67.6	-6.3
NZME Combo	33.2	31.6	1.6		30.3	33.9	-3.6	28.0	26.7	1.3	30.6	27.3	3.3	28.1	26.3	1.8	27.0	23.9	3.1	36.7	30.2	6.5	34.1	27.8	6.3
Potential (000)	140.6	140.6	0.0		29.7	29.7	0.0	41.0	42.3	-1.3	39.9	39.9	0.0	59.9	59.9	0.0	40.3	40.3	0.0	36.9	36.9	0.0	23.6	27.3	-3.7
Sample	903	936	-33		130	156	-26	237	263	-26	255	292	-37	388	412	-24	257	241	16	275	265	10	181	200	-19

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

MediaWorks Combo: Breeze, Channel X (from S2 2024), 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



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Station Share (%) by Daypart, People 10+

Survey Comparisons: 2/2024 - 3/2024

This Survey Period: Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024 & Sun Aug 11 to Sat Nov 2 2024

Last Survey Period: Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024

	This	Last	+/-
Potential (000)	140.6	140.6	0.0
Sample Size	903	936	-33

	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	7.4	7.3	0.1	6	11.1	9.8	1.3	9.4	10.3	-0.9	7.8	7.6	0.2	17.0	11.7	5.3	19.9	6.0	13.9	10.8	8.5	2.3
Channel X	5.8	4.5	1.3	8	9.2	6.9	2.3	10.6	7.9	2.7	3.6	3.4	0.2	1.1	0.9	0.2	3.7	2.4	1.3	2.9	1.4	1.5
Coast	2.0	2.7	-0.7	12	1.7	3.7	-2.0	2.3	4.5	-2.2	2.6	3.7	-1.1	4.1	1.3	2.8	1.6	3.6	-2.0	1.8	3.6	-1.8
Edge	2.0	2.8	-0.8	12	1.9	3.1	-1.2	1.8	1.9	-0.1	2.9	3.2	-0.3	2.6	4.1	-1.5	3.2	3.6	-0.4	3.5	3.7	-0.2
Gold Sport	0.3	0.3	0.0	18	0.4	0.4	0.0	0.4	0.4	0.0	0.2	0.2	0.0	0.8	0.7	0.1	*	*	*	0.7	0.8	-0.1
Life FM	1.6	2.0	-0.4	14	1.5	1.7	-0.2	1.5	1.7	-0.2	2.2	1.8	0.4	3.3	3.8	-0.5	0.1	0.4	-0.3	2.3	2.1	0.2
Magic	8.0	10.3	-2.3	5	12.0	12.7	-0.7	10.9	11.8	-0.9	7.3	10.2	-2.9	10.2	12.9	-2.7	8.3	8.0	0.3	14.1	15.6	-1.5
Mai FM	10.7	12.3	-1.6	4	10.1	11.4	-1.3	10.3	9.9	0.4	7.7	8.7	-1.0	5.0	11.8	-6.8	4.3	9.8	-5.5	5.8	7.8	-2.0
More FM	5.8	6.1	-0.3	8	6.5	7.1	-0.6	5.5	5.9	-0.4	7.0	7.8	-0.8	6.8	6.0	0.8	3.7	4.2	-0.5	5.1	6.1	-1.0
Newstalk ZB	15.1	15.6	-0.5	1	7.3	8.6	-1.3	7.9	6.6	1.3	12.8	11.7	1.1	27.5	18.5	9.0	31.7	23.0	8.7	11.9	11.6	0.3
Radio Hauraki	2.2	2.5	-0.3	11	2.1	1.2	0.9	2.7	2.1	0.6	2.2	3.6	-1.4	1.0	2.1	-1.1	0.8	0.4	0.4	2.4	3.7	-1.3
Radio Kahungunu	0.4	0.5	-0.1	17	1.0	0.8	0.2	0.4	0.4	0.0	1.0	0.2	0.8	1.6	1.9	-0.3	0.6	0.4	0.2	2.0	1.2	0.8
Rhema	0.7	0.5	0.2	16	0.6	0.3	0.3	0.6	0.2	0.4	0.8	0.6	0.2	1.9	0.6	1.3	1.8	1.1	0.7	1.4	0.7	0.7
Rock	13.0	10.6	2.4	2	11.9	10.5	1.4	12.8	10.2	2.6	12.6	10.9	1.7	4.3	3.0	1.3	7.4	19.1	-11.7	7.2	7.4	-0.2
SENZ (Sport Nation)*	*	*	*	*	*	*	*	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	*	*	*	0.1	0.1	0.0
Star	0.9	0.8	0.1	15	0.2	0.2	0.0	*	*	*	*	*	*	0.1	0.1	0.0	0.5	0.4	0.1	0.4	0.4	0.0
The Hits	11.1	6.4	4.7	3	7.9	6.6	1.3	9.3	9.6	-0.3	11.1	10.2	0.9	7.5	4.7	2.8	5.2	5.6	-0.4	11.9	8.2	3.7
The Sound	4.1	6.7	-2.6	10	6.9	8.2	-1.3	6.7	8.6	-1.9	6.1	6.5	-0.4	1.8	10.9	-9.1	2.1	7.4	-5.3	7.0	10.1	-3.1
ZM	7.4	7.4	0.0	6	4.7	4.8	-0.1	4.5	6.0	-1.5	9.3	7.4	1.9	1.9	2.4	-0.5	3.7	3.7	0.0	5.5	4.0	1.5
MediaWorks Combo	56.8	60.8	-4.0		69.9	69.9	0.0	68.6	67.0	1.6	55.1	58.6	-3.5	48.9	61.5	-12.6	52.5	60.5	-8.0	56.6	60.9	-4.3
NZME Combo	38.5	35.0	3.5		24.7	25.6	-0.9	28.2	30.0	-1.8	39.0	37.1	1.9	42.8	29.7	13.1	43.1	36.6	6.5	35.1	32.8	2.3

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

MediaWorks Combo: Breeze, Channel X (from S2 2024), 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



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

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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	20.7	17.8	2.9	2	3.1	1.4	1.7	5.2	4.4	0.8	6.0	5.1	0.9	9.7	7.5	2.2	7.4	6.4	1.0	7.0	7.5	-0.5	4.3	3.7	0.6
Channel X	11.6	7.3	4.3	9	2.4	0.9	1.5	4.7	2.9	1.8	5.1	3.3	1.8	6.9	4.9	2.0	3.9	2.7	1.2	2.2	1.3	0.9	2.4	2.0	0.4
Coast	6.0	7.8	-1.8	13	0.5	0.1	0.4	1.2	1.2	0.0	0.9	1.3	-0.4	2.2	3.3	-1.1	3.0	4.4	-1.4	2.4	3.1	-0.7	1.2	1.1	0.1
Edge	10.8	11.7	-0.9	10	4.2	4.0	0.2	7.3	7.6	-0.3	5.1	5.9	-0.8	6.2	7.2	-1.0	1.2	1.4	-0.2	0.3	0.3	0.0	4.1	4.6	-0.5
Gold Sport	0.9	0.8	0.1	17	*	*	*	0.1	0.2	-0.1	0.5	0.4	0.1	0.6	0.5	0.1	0.2	0.2	0.0	*	*	*	*	*	*
Life FM	2.7	2.9	-0.2	15	0.4	0.9	-0.5	1.5	1.1	0.4	1.4	0.7	0.7	1.6	1.3	0.3	0.8	1.0	-0.2	0.6	0.5	0.1	1.0	1.0	0.0
Magic	15.6	19.1	-3.5	5	0.4	0.3	0.1	1.7	1.9	-0.2	2.0	2.0	0.0	4.1	4.8	-0.7	4.3	7.4	-3.1	7.4	9.9	-2.5	1.3	2.1	-0.8
Mai FM	14.3	15.0	-0.7	8	5.1	4.7	0.4	7.5	9.1	-1.6	7.4	7.6	-0.2	8.9	9.9	-1.0	1.6	2.4	-0.8	0.2	0.3	-0.1	4.0	5.5	-1.5
More FM	14.9	15.7	-0.8	6	3.4	2.9	0.5	4.8	4.8	0.0	5.1	5.2	-0.1	8.7	8.7	0.0	5.2	6.2	-1.0	2.2	3.3	-1.1	4.7	4.5	0.2
Newstalk ZB	16.5	17.5	-1.0	4	0.7	0.6	0.1	1.0	1.7	-0.7	1.3	1.6	-0.3	2.9	3.0	-0.1	5.3	5.5	-0.2	8.8	9.3	-0.5	1.2	1.3	-0.1
Radio Hauraki	8.1	5.8	2.3	12	2.8	1.2	1.6	2.6	2.4	0.2	2.6	2.2	0.4	4.6	3.8	0.8	2.4	2.1	0.3	0.7	0.6	0.1	2.0	1.6	0.4
Radio Kahungunu	5.8	2.1	3.7	14	0.2	0.3	-0.1	0.2	0.5	-0.3	1.3	0.5	0.8	1.6	1.0	0.6	2.2	0.6	1.6	2.4	0.4	2.0	0.4	0.6	-0.2
Rhema	1.6	1.2	0.4	16	*	*	*	0.2	0.1	0.1	0.3	0.2	0.1	0.7	0.7	0.0	0.8	0.6	0.2	0.6	0.3	0.3	0.3	0.4	-0.1
Rock	17.8	17.7	0.1	3	3.7	3.7	0.0	5.3	7.7	-2.4	7.1	7.0	0.1	11.5	12.3	-0.8	6.6	6.6	0.0	2.6	1.6	1.0	2.4	4.0	-1.6
SENZ (Sport Nation)*	0.2	0.3	-0.1	19	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.1	0.2	-0.1	*	*	*
Star	0.5	0.5	0.0	18	*	*	*	*	*	*	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	0.2	0.2	0.0	*	*	*
The Hits	21.0	19.1	1.9	1	4.8	4.0	0.8	7.7	7.4	0.3	8.8	6.7	2.1	12.4	10.2	2.2	6.0	5.5	0.5	3.2	4.1	-0.9	6.4	6.0	0.4
The Sound	9.2	12.3	-3.1	11	0.5	1.1	-0.6	1.5	4.0	-2.5	1.7	3.3	-1.6	3.6	5.4	-1.8	4.3	5.2	-0.9	5.1	5.8	-0.7	0.4	2.2	-1.8
ZM	14.7	13.1	1.6	7	4.4	4.4	0.0	6.9	7.0	-0.1	8.6	6.7	1.9	9.4	7.3	2.1	1.6	1.9	-0.3	0.8	1.3	-0.5	5.0	4.7	0.3
MediaWorks Combo	80.8	78.6	2.2		17.4	13.3	4.1	24.9	25.3	-0.4	24.8	23.8	1.0	38.9	38.2	0.7	24.9	27.1	-2.2	19.7	21.5	-1.8	15.6	16.6	-1.0
NZME Combo	54.7	53.5	1.2		11.2	9.2	2.0	15.9	16.8	-0.9	17.4	15.3	2.1	25.3	23.3	2.0	14.7	15.5	-0.8	13.2	15.1	-1.9	12.1	11.6	0.5
All Commercial Radio	110.6	103.2	7.4		22.0	16.9	5.1	31.1	31.5	-0.4	32.7	30.2	2.5	50.7	47.9	2.8	33.9	34.1	-0.2	28.3	29.1	-0.8	21.3	22.5	-1.2
Potential (000)	140.6	140.6	0.0		29.7	29.7	0.0	41.0	42.3	-1.3	39.9	39.9	0.0	59.9	59.9	0.0	40.3	40.3	0.0	36.9	36.9	0.0	23.6	27.3	-3.7
Sample	903	936	-33		130	156	-26	237	263	-26	255	292	-37	388	412	-24	257	241	16	275	265	10	181	200	-19

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	This	Last	+/-
Potential (000)	140.6	140.6	0.0
Sample Size	903	936	-33

	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	11.1	9.7	1.4	4	11.1	9.5	1.6	11.0	10.2	0.8	7.7	7.7	0.0	3.4	3.1	0.3	2.0	1.7	0.3	10.8	9.3	1.5
Channel X	8.3	5.1	3.2	9	6.8	4.3	2.5	9.9	6.1	3.8	5.5	4.1	1.4	1.0	0.9	0.1	1.6	1.0	0.6	5.5	3.0	2.5
Coast	3.0	4.3	-1.3	13	2.9	4.4	-1.5	3.2	4.9	-1.7	2.1	3.0	-0.9	1.1	0.9	0.2	0.5	0.8	-0.3	2.8	4.0	-1.2
Edge	4.8	5.1	-0.3	10	3.3	4.6	-1.3	4.7	4.9	-0.2	4.0	5.6	-1.6	1.4	3.0	-1.6	1.6	1.5	0.1	6.7	7.8	-1.1
Gold Sport	0.5	0.4	0.1	17	0.1	0.1	0.0	0.3	0.3	0.0	0.3	0.3	0.0	0.5	0.4	0.1	*	*	*	0.4	0.5	-0.1
Life FM	1.4	1.4	0.0	14	1.3	1.2	0.1	1.2	1.1	0.1	1.7	1.1	0.6	0.9	0.3	0.6	0.1	0.3	-0.2	1.8	1.6	0.2
Magic	8.5	10.3	-1.8	8	9.9	11.9	-2.0	10.1	12.1	-2.0	7.4	9.1	-1.7	3.5	3.9	-0.4	1.7	2.2	-0.5	11.2	13.4	-2.2
Mai FM	11.7	11.5	0.2	2	7.8	9.4	-1.6	10.4	8.7	1.7	7.5	6.3	1.2	2.0	3.4	-1.4	0.7	2.9	-2.2	8.5	9.4	-0.9
More FM	8.7	8.9	-0.2	7	6.6	6.7	-0.1	7.7	8.0	-0.3	7.2	7.2	0.0	3.3	2.4	0.9	1.5	2.0	-0.5	8.4	8.0	0.4
Newstalk ZB	10.8	10.7	0.1	5	7.7	7.2	0.5	8.2	8.4	-0.2	7.7	7.4	0.3	5.6	4.6	1.0	4.6	4.2	0.4	10.7	10.3	0.4
Radio Hauraki	3.1	2.8	0.3	12	1.9	2.2	-0.3	4.4	4.0	0.4	4.0	2.9	1.1	0.2	0.5	-0.3	0.6	0.2	0.4	2.3	2.9	-0.6
Radio Kahungunu	1.1	0.9	0.2	15	2.4	1.0	1.4	1.1	0.7	0.4	1.8	0.7	1.1	0.6	0.8	-0.2	0.2	0.1	0.1	4.2	1.2	3.0
Rhema	1.0	0.5	0.5	16	0.9	0.7	0.2	1.0	0.7	0.3	0.9	0.4	0.5	0.7	0.4	0.3	0.6	0.4	0.2	1.1	1.0	0.1
Rock	11.3	10.5	0.8	3	8.4	9.1	-0.7	11.1	10.1	1.0	11.1	9.0	2.1	2.4	1.4	1.0	1.5	4.8	-3.3	9.1	9.5	-0.4
SENZ (Sport Nation)*	*	*	*	*	*	*	*	0.1	0.2	-0.1	0.1	0.1	0.0	0.1	0.1	0.0	*	*	*	0.2	0.3	-0.1
Star	0.4	0.3	0.1	18	0.2	0.3	-0.1	0.2	0.2	0.0	*	*	*	0.1	0.1	0.0	0.3	0.2	0.1	0.5	0.5	0.0
The Hits	12.7	10.5	2.2	1	8.9	8.7	0.2	11.9	11.1	0.8	9.6	10.1	-0.5	4.0	3.3	0.7	1.6	2.1	-0.5	13.0	10.5	2.5
The Sound	4.2	5.1	-0.9	11	4.1	5.7	-1.6	5.3	7.4	-2.1	4.2	4.9	-0.7	1.1	1.6	-0.5	1.0	3.4	-2.4	5.9	5.9	0.0
ZM	9.8	8.6	1.2	6	7.3	5.6	1.7	7.5	8.4	-0.9	7.0	5.6	1.4	1.1	1.4	-0.3	1.1	1.4	-0.3	9.5	7.3	2.2
MediaWorks Combo	58.5	55.5	3.0		48.7	47.0	1.7	56.5	53.2	3.3	47.3	43.0	4.3	16.7	16.5	0.2	10.1	13.9	-3.8	56.0	53.2	2.8
NZME Combo	36.0	34.7	1.3		28.2	27.4	0.8	32.2	34.5	-2.3	29.7	27.8	1.9	11.9	10.7	1.2	8.3	8.6	-0.3	34.7	32.9	1.8
All Commercial Radio	85.7	78.7	7.0		69.7	65.2	4.5	78.3	75.1	3.2	72.3	64.9	7.4	27.7	26.2	1.5	18.3	21.0	-2.7	83.5	76.4	7.1

MediaWorks Combo: Breeze, Channel X (from S2 2024), 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



# HAWKE'S BAY COMMERCIAL RADIO - SURVEY 3 2024

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

Survey Comparisons: 2/2024 - 3/2024

This Survey Period: Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024 & Sun Aug 11 to Sat Nov 2 2024

Last Survey Period: Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024

	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	8:37	8:50	-0:12	10:15	7:42	2:33	7:44	7:58	-0:14	5:57	8:07	-2:09	7:27	8:20	-0:53	10:32	8:44	1:48	9:41	9:04	0:36	8:16	8:34	-0:17
Channel X	9:53	11:39	-1:46	10:40	10:02	0:38	13:24	12:34	0:49	10:34	10:16	0:17	9:57	10:13	-0:15	8:57	14:51	-5:53	9:13	18:56	-9:42	6:09	6:56	-0:47
Coast	6:17	8:05	-1:48	2:20	4:45	-2:24	2:08	4:28	-2:19	2:36	5:42	-3:05	6:31	8:42	-2:11	7:55	10:05	-2:09	6:49	8:39	-1:49	4:27	6:38	-2:10
Edge	3:56	4:28	-0:32	3:39	5:30	-1:50	4:09	4:26	-0:16	4:24	4:21	0:03	4:10	4:04	0:06	3:02	2:23	0:38	3:35	2:05	1:30	4:37	4:56	-0:19
Gold Sport	8:05	9:20	-1:15	*	*	*	4:15	4:15	0:00	2:43	3:18	-0:34	2:57	3:33	-0:36	3:37	4:04	-0:27	*	*	*	10:00	10:00	0:00
Life FM	11:46	11:28	0:17	1:13	1:23	-0:09	5:14	2:13	3:00	5:27	2:05	3:22	7:40	7:36	0:03	30:30	28:00	2:30	29:55	41:45	-11:50	4:41	6:12	-1:31
Magic	12:06	11:15	0:50	0:53	1:13	-0:20	6:44	6:58	-0:14	8:45	6:46	1:58	10:17	9:17	0:59	10:53	12:01	-1:07	11:02	12:02	-0:59	7:21	8:14	-0:52
Mai FM	10:52	12:01	-1:09	12:21	7:24	4:56	9:49	13:12	-3:23	9:15	14:22	-5:07	10:14	14:34	-4:19	14:23	14:13	0:09	3:52	2:42	1:10	11:05	16:15	-5:10
More FM	6:58	7:10	-0:12	1:51	3:24	-1:33	4:58	6:26	-1:27	5:21	5:33	-0:12	6:49	7:00	-0:10	11:16	10:25	0:51	14:36	11:19	3:16	4:20	4:57	-0:36
Newstalk ZB	12:55	11:26	1:29	8:03	1:37	6:26	3:39	3:15	0:23	9:20	6:34	2:45	8:37	7:52	0:45	8:11	7:53	0:17	13:06	9:57	3:08	8:21	6:52	1:29
Radio Hauraki	4:52	7:26	-2:34	4:57	10:12	-5:15	4:37	5:30	-0:53	4:46	6:08	-1:21	4:36	7:17	-2:41	4:32	7:51	-3:18	6:54	3:50	3:03	2:59	7:36	-4:37
Radio Kahungunu	2:54	5:55	-3:01	7:45	7:53	-0:08	2:33	4:49	-2:15	2:53	5:07	-2:13	3:17	5:21	-2:03	3:00	5:22	-2:22	3:02	4:30	-1:27	3:21	3:00	0:20
Rhema	10:13	7:08	3:05	*	*	*	3:38	9:30	-5:51	3:36	4:19	-0:43	5:03	6:04	-1:01	15:29	9:12	6:17	18:03	11:13	6:50	15:22	15:17	0:04
Rock	10:58	9:48	1:10	9:47	4:15	5:32	10:40	10:17	0:23	11:47	11:43	0:03	12:37	11:27	1:09	11:03	11:23	-0:20	5:27	10:37	-5:10	9:43	11:34	-1:51
SENZ (Sport Nation)*	2:59	2:53	0:06	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	2:02	2:09	-0:06	*	*	*
Star	10:58	10:58	0:00	*	*	*	*	*	*	*	*	*	5:30	5:30	0:00	5:30	5:30	0:00	4:13	0:15	3:58	*	*	*
The Hits	8:24	7:15	1:08	6:01	4:22	1:39	6:18	6:35	-0:16	6:17	6:10	0:06	7:15	6:32	0:43	11:14	6:52	4:21	13:21	8:54	4:27	5:50	6:26	-0:35
The Sound	11:18	11:50	-0:32	3:20	4:09	-0:49	4:23	3:24	0:59	5:19	3:35	1:43	10:40	8:19	2:21	16:19	20:34	-4:15	11:57	16:04	-4:07	19:33	6:38	12:54
ZM	6:52	7:31	-0:38	5:11	4:47	0:23	6:36	7:57	-1:20	7:10	8:52	-1:41	7:11	8:48	-1:36	10:13	9:27	0:46	13:09	10:06	3:03	7:26	8:26	-0:59
MediaWorks Combo	13:27	14:21	-0:53	10:22	8:00	2:22	12:26	14:30	-2:04	12:59	14:48	-1:48	14:02	15:15	-1:13	15:32	17:21	-1:48	14:12	16:48	-2:35	11:17	15:44	-4:27
NZME Combo	10:44	10:27	0:16	7:11	6:20	0:50	7:53	8:11	-0:17	8:37	8:54	-0:17	8:52	9:19	-0:26	11:03	10:29	0:33	14:25	11:18	3:07	8:08	9:16	-1:08
All Commercial Radio	16:01	17:08	-1:06	12:00	10:13	1:46	14:25	16:25	-1:59	14:59	16:28	-1:29	15:50	17:15	-1:25	17:47	19:54	-2:07	18:19	19:29	-1:09	13:30	17:12	-3:42
Potential (000)	140.6	140.6	0.0	29.7	29.7	0.0	41.0	42.3	-1.3	39.9	39.9	0.0	59.9	59.9	0.0	40.3	40.3	0.0	36.9	36.9	0.0	23.6	27.3	-3.7
Sample	903	936	-33	130	156	-26	237	263	-26	255	292	-37	388	412	-24	257	241	16	275	265	10	181	200	-19

MediaWorks Combo: Breeze, Channel X (from S2 2024), 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



# HAWKE'S BAY COMMERCIAL RADIO - SURVEY 3 2024

Average Time Spent Listening (hh:mm) by Daypart, People 10+

Survey Comparisons: 2/2024 - 3/2024

This Survey Period: Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024 & Sun Aug 11 to Sat Nov 2 2024

Last Survey Period: Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024

	This	Last	+/-
Potential (000)	140.6	140.6	0.0
Sample Size	903	936	-33

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

MediaWorks Combo: Breeze, Channel X (from S2 2024), 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