



HAWKE'S BAY COMMERCIAL RADIO - SURVEY 2 2024

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

Survey Comparisons: 1/2024 - 2/2024

This 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

Last Survey Period: Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 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	8.9	8.7	0.2	5	6.3	2.3	4.0	6.9	5.5	1.4	8.3	7.2	1.1	7.5	8.6	-1.1	8.2	10.5	-2.3	12.1	11.7	0.4	8.2	7.5	0.7	
Channel X	4.8	n.a.	*	10	5.1	n.a.	*	7.0	n.a.	*	6.8	n.a.	*	6.1	n.a.	*	6.0	n.a.	*	4.5	n.a.	*	3.6	n.a.	*	
Coast	3.6	4.1	-0.5	11	0.3	0.3	0.0	1.0	1.1	-0.1	1.5	1.8	-0.3	3.5	4.2	-0.7	6.6	7.4	-0.8	4.8	5.6	-0.8	1.8	3.5	-1.7	
Edge	3.0	2.9	0.1	12	12.7	13.3	-0.6	6.5	6.8	-0.3	5.2	4.9	0.3	3.5	3.5	0.0	0.5	0.6	-0.1	0.1	0.1	0.0	5.9	3.7	2.2	
Gold Sport	0.4	0.4	0.0	17	*	*	*	0.2	0.2	0.0	0.2	0.3	-0.1	0.2	0.3	-0.1	0.1	0.1	0.0	*	*	*	0.1	0.1	0.0	
Life FM	1.9	0.7	1.2	14	0.7	0.6	0.1	0.5	0.4	0.1	0.3	0.3	0.0	1.2	0.7	0.5	4.3	1.2	3.1	3.7	0.7	3.0	1.6	1.4	0.2	
Magic	12.2	12.3	-0.1	1	0.2	0.4	-0.2	2.6	3.2	-0.6	2.7	3.5	-0.8	5.4	4.3	1.1	13.1	12.7	0.4	21.1	20.7	0.4	4.4	7.5	-3.1	
Mai FM	10.2	9.1	1.1	3	20.1	20.5	-0.4	23.3	20.9	2.4	22.0	18.7	3.3	17.4	15.6	1.8	5.0	4.6	0.4	0.1	*	*	23.0	17.0	6.0	
More FM	6.4	5.4	1.0	8	5.6	8.7	-3.1	6.0	7.1	-1.1	5.8	6.1	-0.3	7.4	7.7	-0.3	9.5	6.0	3.5	6.6	2.5	4.1	5.8	5.1	0.7	
Newstalk ZB	11.3	14.8	-3.5	2	0.6	0.6	0.0	1.1	1.6	-0.5	2.1	2.6	-0.5	2.9	3.4	-0.5	6.4	16.2	-9.8	16.3	25.8	-9.5	2.3	17.0	-14.7	
Radio Hauraki	2.4	2.8	-0.4	13	7.3	6.9	0.4	2.5	2.8	-0.3	2.7	3.3	-0.6	3.4	4.5	-1.1	2.5	2.9	-0.4	0.4	0.3	0.1	3.1	2.6	0.5	
Radio Kahungunu	0.7	0.7	0.0	15	1.5	1.6	-0.1	0.4	0.4	0.0	0.5	0.7	-0.2	0.7	0.9	-0.2	0.5	0.5	0.0	0.3	0.1	0.2	0.5	0.2	0.3	
Rhema	0.5	0.2	0.3	16	*	0.6	*	0.1	0.1	0.0	0.2	0.2	0.0	0.5	0.1	0.4	0.8	*	*	0.5	0.1	0.4	1.4	0.2	1.2	
Rock	9.8	10.0	-0.2	4	9.0	9.8	-0.8	15.4	17.8	-2.4	16.4	18.5	-2.1	17.0	17.4	-0.4	11.0	9.1	1.9	3.0	3.6	-0.6	12.0	10.0	2.0	
SENZ Sport	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.1	*	*	*	*	*	*
Star	0.3	0.3	0.0	18	*	0.2	*	*	0.1	*	*	*	*	0.1	*	*	0.1	*	*	*	0.2	*	*	*	*	*
The Hits	7.8	7.7	0.1	7	10.2	10.8	-0.6	9.4	9.8	-0.4	8.3	9.0	-0.7	8.1	8.1	0.0	5.6	4.4	1.2	6.4	5.5	0.9	10.0	7.9	2.1	
The Sound	8.3	7.3	1.0	6	2.7	2.1	0.6	2.7	3.0	-0.3	2.4	2.9	-0.5	5.4	5.7	-0.3	15.9	12.9	3.0	16.4	13.3	3.1	3.8	3.8	0.0	
ZM	5.6	5.7	-0.1	9	12.1	15.2	-3.1	10.7	9.9	0.8	11.9	11.2	0.7	7.8	7.4	0.4	2.7	2.8	-0.1	2.3	2.6	-0.3	10.3	8.2	2.1	
MediaWorks Combo	63.8	56.0	7.8		61.8	57.5	4.3	71.0	64.8	6.2	70.6	62.3	8.3	70.4	63.2	7.2	69.4	56.4	13.0	63.9	52.0	11.9	67.6	54.9	12.7	
NZME Combo	31.6	36.0	-4.4		33.9	36.7	-2.8	26.7	27.0	-0.3	27.3	28.8	-1.5	26.3	28.2	-1.9	23.9	33.9	-10.0	30.2	39.7	-9.5	27.8	39.4	-11.6	
Potential (000)	140.6	140.6	0.0		29.7	29.7	0.0	42.3	42.4	-0.1	39.9	39.9	0.0	59.9	59.9	0.0	40.3	40.3	0.0	36.9	36.9	0.0	27.3	27.7	-0.4	
Sample	936	941	-5		156	173	-17	263	257	6	292	269	23	412	393	19	241	254	-13	265	270	-5	200	194	6	

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



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Station Share (%) by Daypart, People 10+

Survey Comparisons: 1/2024 - 2/2024

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Last Survey Period: Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 2024

	This	Last	+/-
Potential (000)	140.6	140.6	0.0
Sample Size	936	941	-5

	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	7.3	8.1	-0.8	6	9.8	10.0	-0.2	10.3	10.6	-0.3	7.6	7.5	0.1	11.7	6.2	5.5	6.0	5.6	0.4	8.5	7.5	1.0
Channel X	4.5	n.a.	*	10	6.9	n.a.	*	7.9	n.a.	*	3.4	n.a.	*	0.9	n.a.	*	2.4	n.a.	*	1.4	n.a.	*
Coast	2.7	3.9	-1.2	12	3.7	4.9	-1.2	4.5	4.9	-0.4	3.7	4.1	-0.4	1.3	1.1	0.2	3.6	3.9	-0.3	3.6	3.2	0.4
Edge	2.8	2.9	-0.1	11	3.1	3.1	0.0	1.9	2.1	-0.2	3.2	3.3	-0.1	4.1	3.6	0.5	3.6	2.5	1.1	3.7	3.5	0.2
Gold Sport	0.3	0.3	0.0	18	0.4	0.5	-0.1	0.4	0.5	-0.1	0.2	0.1	0.1	0.7	0.4	0.3	*	*	*	0.8	0.6	0.2
Life FM	2.0	0.9	1.1	14	1.7	0.9	0.8	1.7	0.7	1.0	1.8	0.4	1.4	3.8	0.1	3.7	0.4	0.1	0.3	2.1	0.7	1.4
Magic	10.3	9.4	0.9	4	12.7	12.5	0.2	11.8	11.4	0.4	10.2	10.2	0.0	12.9	7.5	5.4	8.0	9.5	-1.5	15.6	18.1	-2.5
Mai FM	12.3	10.7	1.6	2	11.4	10.4	1.0	9.9	8.9	1.0	8.7	7.3	1.4	11.8	11.5	0.3	9.8	10.4	-0.6	7.8	6.6	1.2
More FM	6.1	5.0	1.1	9	7.1	6.1	1.0	5.9	4.4	1.5	7.8	7.0	0.8	6.0	5.6	0.4	4.2	3.6	0.6	6.1	5.6	0.5
Newstalk ZB	15.6	18.8	-3.2	1	8.6	11.4	-2.8	6.6	10.1	-3.5	11.7	15.6	-3.9	18.5	35.2	-16.7	23.0	23.7	-0.7	11.6	13.5	-1.9
Radio Hauraki	2.5	3.1	-0.6	13	1.2	1.9	-0.7	2.1	2.7	-0.6	3.6	4.0	-0.4	2.1	2.4	-0.3	0.4	0.8	-0.4	3.7	3.1	0.6
Radio Kahungunu	0.5	0.5	0.0	16	0.8	0.8	0.0	0.4	0.4	0.0	0.2	0.3	-0.1	1.9	1.3	0.6	0.4	0.5	-0.1	1.2	1.4	-0.2
Rhema	0.5	0.2	0.3	16	0.3	0.3	0.0	0.2	0.2	0.0	0.6	0.3	0.3	0.6	0.3	0.3	1.1	0.4	0.7	0.7	0.2	0.5
Rock	10.6	10.4	0.2	3	10.5	12.1	-1.6	10.2	10.4	-0.2	10.9	10.2	0.7	3.0	3.3	-0.3	19.1	20.1	-1.0	7.4	7.5	-0.1
SENZ Sport	*	*	*	*	*	*	*	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	*	*	*	0.1	0.1	0.0
Star	0.8	0.7	0.1	15	0.2	0.2	0.0	*	0.1	*	*	0.2	*	0.1	0.1	0.0	0.4	0.4	0.0	0.4	0.4	0.0
The Hits	6.4	6.5	-0.1	8	6.6	6.1	0.5	9.6	9.3	0.3	10.2	9.6	0.6	4.7	5.8	-1.1	5.6	6.4	-0.8	8.2	8.0	0.2
The Sound	6.7	5.8	0.9	7	8.2	7.1	1.1	8.6	8.1	0.5	6.5	5.3	1.2	10.9	8.5	2.4	7.4	5.3	2.1	10.1	9.3	0.8
ZM	7.4	7.6	-0.2	5	4.8	4.3	0.5	6.0	6.7	-0.7	7.4	8.0	-0.6	2.4	1.9	0.5	3.7	2.8	0.9	4.0	4.3	-0.3
MediaWorks Combo	60.8	52.5	8.3		69.9	61.4	8.5	67.0	56.2	10.8	58.6	51.2	7.4	61.5	46.3	15.2	60.5	57.0	3.5	60.9	58.3	2.6
NZME Combo	35.0	40.5	-5.5		25.6	29.3	-3.7	30.0	34.8	-4.8	37.1	41.6	-4.5	29.7	46.6	-16.9	36.6	37.9	-1.3	32.8	33.5	-0.7

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



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

Survey Comparisons: 1/2024 - 2/2024

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Last Survey Period: Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 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	17.8	17.8	0.0	3	1.4	1.1	0.3	4.4	4.1	0.3	5.1	5.1	0.0	7.5	8.1	-0.6	6.4	7.5	-1.1	7.5	7.4	0.1	3.7	3.6	0.1
Channel X	7.3	n.a.	*	12	0.9	n.a.	*	2.9	n.a.	*	3.3	n.a.	*	4.9	n.a.	*	2.7	n.a.	*	1.3	n.a.	*	2.0	n.a.	*
Coast	7.8	9.2	-1.4	11	0.1	0.1	0.0	1.2	1.3	-0.1	1.3	1.7	-0.4	3.3	4.3	-1.0	4.4	6.0	-1.6	3.1	4.1	-1.0	1.1	2.8	-1.7
Edge	11.7	11.6	0.1	10	4.0	4.1	-0.1	7.6	7.6	0.0	5.9	5.6	0.3	7.2	6.9	0.3	1.4	1.8	-0.4	0.3	0.6	-0.3	4.6	3.7	0.9
Gold Sport	0.8	1.0	-0.2	17	*	0.2	*	0.2	0.2	0.0	0.4	0.4	0.0	0.5	0.6	-0.1	0.2	0.2	0.0	*	*	*	*	*	*
Life FM	2.9	2.4	0.5	14	0.9	0.8	0.1	1.1	1.1	0.0	0.7	0.7	0.0	1.3	1.1	0.2	1.0	0.7	0.3	0.5	0.2	0.3	1.0	1.0	0.0
Magic	19.1	19.1	0.0	1	0.3	0.4	-0.1	1.9	2.4	-0.5	2.0	2.6	-0.6	4.8	4.5	0.3	7.4	7.5	-0.1	9.9	10.7	-0.8	2.1	3.5	-1.4
Mai FM	15.0	13.6	1.4	7	4.7	4.6	0.1	9.1	8.6	0.5	7.6	6.6	1.0	9.9	8.7	1.2	2.4	2.3	0.1	0.3	0.2	0.1	5.5	4.3	1.2
More FM	15.7	16.2	-0.5	6	2.9	3.3	-0.4	4.8	5.4	-0.6	5.2	6.0	-0.8	8.7	9.4	-0.7	6.2	5.4	0.8	3.3	2.7	0.6	4.5	4.6	-0.1
Newstalk ZB	17.5	18.5	-1.0	5	0.6	0.8	-0.2	1.7	2.1	-0.4	1.6	1.9	-0.3	3.0	3.6	-0.6	5.5	7.2	-1.7	9.3	10.2	-0.9	1.3	2.6	-1.3
Radio Hauraki	5.8	6.6	-0.8	13	1.2	1.3	-0.1	2.4	2.5	-0.1	2.2	2.8	-0.6	3.8	4.8	-1.0	2.1	2.4	-0.3	0.6	0.5	0.1	1.6	1.5	0.1
Radio Kahungunu	2.1	2.6	-0.5	15	0.3	0.6	-0.3	0.5	0.5	0.0	0.5	0.6	-0.1	1.0	1.4	-0.4	0.6	0.8	-0.2	0.4	0.2	0.2	0.6	0.5	0.1
Rhema	1.2	1.2	0.0	16	*	0.3	*	0.1	0.1	0.0	0.2	0.3	-0.1	0.7	0.4	0.3	0.6	0.3	0.3	0.3	0.3	0.0	0.4	0.2	0.2
Rock	17.7	17.0	0.7	4	3.7	3.9	-0.2	7.7	8.0	-0.3	7.0	6.7	0.3	12.3	11.1	1.2	6.6	5.6	1.0	1.6	1.8	-0.2	4.0	3.6	0.4
SENZ Sport	0.3	0.4	-0.1	19	*	0.2	*	*	*	*	*	*	*	*	0.2	*	*	0.2	*	*	*	*	*	*	*
Star	0.5	0.8	-0.3	18	*	0.3	*	*	0.2	*	*	*	*	0.1	*	*	0.1	*	*	0.2	0.3	-0.1	*	*	*
The Hits	19.1	20.4	-1.3	1	4.0	4.9	-0.9	7.4	8.4	-1.0	6.7	7.1	-0.4	10.2	10.2	0.0	5.5	5.2	0.3	4.1	4.3	-0.2	6.0	5.3	0.7
The Sound	12.3	12.3	0.0	9	1.1	1.1	0.0	4.0	3.9	0.1	3.3	3.2	0.1	5.4	5.0	0.4	5.2	5.6	-0.4	5.8	6.1	-0.3	2.2	2.1	0.1
ZM	13.1	13.0	0.1	8	4.4	4.6	-0.2	7.0	6.6	0.4	6.7	6.2	0.5	7.3	6.9	0.4	1.9	2.2	-0.3	1.3	1.5	-0.2	4.7	4.1	0.6
MediaWorks Combo	78.6	73.8	4.8		13.3	12.5	0.8	25.3	23.6	1.7	23.8	22.2	1.6	38.2	35.3	2.9	27.1	26.4	0.7	21.5	21.6	-0.1	16.6	16.8	-0.2
NZME Combo	53.5	57.5	-4.0		9.2	10.2	-1.0	16.8	18.3	-1.5	15.3	16.7	-1.4	23.3	25.6	-2.3	15.5	18.1	-2.6	15.1	16.4	-1.3	11.6	12.4	-0.8
All Commercial Radio	103.2	102.9	0.3		16.9	17.5	-0.6	31.5	31.1	0.4	30.2	30.1	0.1	47.9	47.4	0.5	34.1	34.2	-0.1	29.1	29.2	-0.1	22.5	22.6	-0.1
Potential (000)	140.6	140.6	0.0		29.7	29.7	0.0	42.3	42.4	-0.1	39.9	39.9	0.0	59.9	59.9	0.0	40.3	40.3	0.0	36.9	36.9	0.0	27.3	27.7	-0.4
Sample	936	941	-5		156	173	-17	263	257	6	292	269	23	412	393	19	241	254	-13	265	270	-5	200	194	6

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



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	This	Last	+/-
Potential (000)	140.6	140.6	0.0
Sample Size	936	941	-5

	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	9.7	10.6	-0.9	6	9.5	10.5	-1.0	10.2	11.2	-1.0	7.7	7.6	0.1	3.1	2.6	0.5	1.7	1.4	0.3	9.3	8.6	0.7
Channel X	5.1	n.a.	*	9	4.3	n.a.	*	6.1	n.a.	*	4.1	n.a.	*	0.9	n.a.	*	1.0	n.a.	*	3.0	n.a.	*
Coast	4.3	5.7	-1.4	12	4.4	5.7	-1.3	4.9	5.5	-0.6	3.0	3.6	-0.6	0.9	0.8	0.1	0.8	1.0	-0.2	4.0	4.2	-0.2
Edge	5.1	5.2	-0.1	9	4.6	4.7	-0.1	4.9	5.4	-0.5	5.6	5.7	-0.1	3.0	2.9	0.1	1.5	1.3	0.2	7.8	7.3	0.5
Gold Sport	0.4	0.5	-0.1	17	0.1	0.1	0.0	0.3	0.4	-0.1	0.3	0.2	0.1	0.4	0.4	0.0	*	*	*	0.5	0.6	-0.1
Life FM	1.4	1.1	0.3	14	1.2	0.9	0.3	1.1	0.9	0.2	1.1	0.7	0.4	0.3	0.1	0.2	0.3	0.1	0.2	1.6	1.5	0.1
Magic	10.3	10.0	0.3	5	11.9	12.7	-0.8	12.1	11.3	0.8	9.1	9.0	0.1	3.9	3.2	0.7	2.2	2.1	0.1	13.4	13.8	-0.4
Mai FM	11.5	10.2	1.3	1	9.4	9.7	-0.3	8.7	8.1	0.6	6.3	5.5	0.8	3.4	3.4	0.0	2.9	2.8	0.1	9.4	9.2	0.2
More FM	8.9	9.3	-0.4	7	6.7	6.7	0.0	8.0	7.5	0.5	7.2	8.0	-0.8	2.4	2.0	0.4	2.0	1.5	0.5	8.0	8.8	-0.8
Newstalk ZB	10.7	12.2	-1.5	2	7.2	8.8	-1.6	8.4	9.8	-1.4	7.4	9.7	-2.3	4.6	6.0	-1.4	4.2	4.5	-0.3	10.3	10.5	-0.2
Radio Hauraki	2.8	3.3	-0.5	13	2.2	2.9	-0.7	4.0	4.3	-0.3	2.9	3.6	-0.7	0.5	0.7	-0.2	0.2	0.5	-0.3	2.9	3.4	-0.5
Radio Kahungunu	0.9	0.9	0.0	15	1.0	1.3	-0.3	0.7	1.0	-0.3	0.7	0.7	0.0	0.8	0.8	0.0	0.1	0.3	-0.2	1.2	1.6	-0.4
Rhema	0.5	0.4	0.1	16	0.7	0.7	0.0	0.7	0.6	0.1	0.4	0.4	0.0	0.4	0.2	0.2	0.4	0.4	0.0	1.0	0.9	0.1
Rock	10.5	10.9	-0.4	3	9.1	9.6	-0.5	10.1	9.7	0.4	9.0	8.3	0.7	1.4	2.1	-0.7	4.8	4.6	0.2	9.5	8.9	0.6
SENZ Sport	*	*	*	*	*	*	*	0.2	0.2	0.0	0.1	0.1	0.0	0.1	0.1	0.0	*	*	*	0.3	0.4	-0.1
Star	0.3	0.6	-0.3	18	0.3	0.3	0.0	0.2	0.4	-0.2	*	0.2	*	0.1	0.1	0.0	0.2	0.2	0.0	0.5	0.5	0.0
The Hits	10.5	10.2	0.3	3	8.7	8.4	0.3	11.1	11.3	-0.2	10.1	10.8	-0.7	3.3	3.4	-0.1	2.1	2.3	-0.2	10.5	11.8	-1.3
The Sound	5.1	5.1	0.0	9	5.7	5.7	0.0	7.4	7.4	0.0	4.9	5.0	-0.1	1.6	1.6	0.0	3.4	2.6	0.8	5.9	6.5	-0.6
ZM	8.6	9.0	-0.4	8	5.6	5.8	-0.2	8.4	9.0	-0.6	5.6	6.9	-1.3	1.4	1.6	-0.2	1.4	1.5	-0.1	7.3	7.3	0.0
MediaWorks Combo	55.5	52.3	3.2		47.0	45.4	1.6	53.2	48.3	4.9	43.0	40.0	3.0	16.5	15.2	1.3	13.9	12.1	1.8	53.2	51.5	1.7
NZME Combo	34.7	37.5	-2.8		27.4	29.3	-1.9	34.5	37.4	-2.9	27.8	32.4	-4.6	10.7	12.4	-1.7	8.6	9.3	-0.7	32.9	35.5	-2.6
All Commercial Radio	78.7	79.7	-1.0		65.2	65.4	-0.2	75.1	76.3	-1.2	64.9	67.6	-2.7	26.2	26.7	-0.5	21.0	20.2	0.8	76.4	78.3	-1.9

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



HAWKE'S BAY COMMERCIAL RADIO - SURVEY 2 2024

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

Survey Comparisons: 1/2024 - 2/2024

This 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

Last Survey Period: Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 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	8:50	8:54	-0:04	7:42	3:48	3:54	7:58	7:05	0:52	8:07	7:02	1:05	8:20	8:39	-0:18	8:44	10:26	-1:42	9:04	9:57	-0:53	8:34	9:24	-0:50
Channel X	11:39	n.a.	*	10:02	n.a.	*	12:34	n.a.	*	10:16	n.a.	*	10:13	n.a.	*	14:51	n.a.	*	18:56	n.a.	*	6:56	n.a.	*
Coast	8:05	8:05	0:00	4:45	4:45	0:00	4:28	4:30	-0:02	5:42	5:18	0:23	8:42	7:59	0:43	10:05	9:17	0:47	8:39	8:35	0:03	6:38	5:45	0:53
Edge	4:28	4:39	-0:10	5:30	6:00	-0:30	4:26	4:43	-0:16	4:21	4:20	0:01	4:04	4:08	-0:03	2:23	2:36	-0:12	2:05	1:15	0:50	4:56	4:30	0:26
Gold Sport	9:20	7:36	1:43	*	0:15	*	4:15	4:15	0:00	3:18	3:12	0:06	3:33	3:28	0:05	4:04	4:02	0:02	*	*	*	10:00	10:00	0:00
Life FM	11:28	5:17	6:11	1:23	1:16	0:06	2:13	2:11	0:02	2:05	2:11	-0:05	7:36	5:13	2:23	28:00	12:33	15:27	41:45	17:26	24:18	6:12	5:51	0:20
Magic	11:15	11:45	-0:29	1:13	1:34	-0:20	6:58	7:07	-0:08	6:46	6:52	-0:05	9:17	7:47	1:30	12:01	12:31	-0:30	12:02	12:14	-0:11	8:14	9:40	-1:25
Mai FM	12:01	12:13	-0:11	7:24	8:16	-0:51	13:12	12:47	0:24	14:22	14:02	0:19	14:34	14:36	-0:01	14:13	14:56	-0:42	2:42	0:45	1:57	16:15	17:54	-1:39
More FM	7:10	6:07	1:03	3:24	4:59	-1:35	6:26	6:57	-0:30	5:33	5:05	0:27	7:00	6:39	0:20	10:25	8:21	2:03	11:19	5:48	5:31	4:57	4:59	-0:02
Newstalk ZB	11:26	14:38	-3:11	1:37	1:18	0:18	3:15	4:02	-0:46	6:34	6:58	-0:24	7:52	7:37	0:15	7:53	16:50	-8:56	9:57	15:54	-5:57	6:52	29:30	-22:38
Radio Hauraki	7:26	7:43	-0:16	10:12	10:17	-0:05	5:30	6:02	-0:31	6:08	5:53	0:15	7:17	7:30	-0:12	7:51	8:59	-1:07	3:50	3:29	0:21	7:36	8:05	-0:29
Radio Kahungunu	5:55	5:08	0:47	7:53	5:02	2:50	4:49	4:03	0:46	5:07	5:31	-0:24	5:21	5:11	0:09	5:22	4:56	0:25	4:30	4:30	0:00	3:00	1:52	1:08
Rhema	7:08	3:41	3:27	*	4:17	*	9:30	9:30	0:00	4:19	4:28	-0:09	6:04	3:03	3:01	9:12	1:02	8:09	11:13	2:35	8:38	15:17	3:45	11:31
Rock	9:48	10:47	-0:59	4:15	4:37	-0:22	10:17	11:46	-1:29	11:43	13:47	-2:03	11:27	12:45	-1:18	11:23	12:04	-0:41	10:37	12:49	-2:11	11:34	12:29	-0:55
SENZ Sport	2:53	1:55	0:57	*	0:15	*	*	*	*	*	*	*	*	2:15	*	*	2:15	*	2:09	*	*	*	*	*
Star	10:58	7:15	3:42	*	1:06	*	*	1:30	*	*	*	*	5:30	*	*	5:30	*	*	0:15	4:17	-4:02	*	*	*
The Hits	7:15	6:53	0:22	4:22	4:04	0:18	6:35	6:09	0:25	6:10	6:19	-0:08	6:32	6:27	0:05	6:52	6:17	0:35	8:54	8:07	0:46	6:26	6:45	-0:19
The Sound	11:50	10:55	0:55	4:09	3:27	0:42	3:24	4:04	-0:40	3:35	4:33	-0:57	8:19	9:10	-0:50	20:34	17:12	3:21	16:04	13:44	2:19	6:38	8:03	-1:25
ZM	7:31	8:05	-0:34	4:47	6:10	-1:23	7:57	7:57	0:00	8:52	9:04	-0:12	8:48	8:44	0:04	9:27	9:15	0:11	10:06	10:56	-0:50	8:26	8:56	-0:29
MediaWorks Combo	14:21	13:51	0:29	8:00	8:36	-0:36	14:30	14:30	0:00	14:48	14:02	0:45	15:15	14:36	0:39	17:21	15:56	1:25	16:48	15:11	1:36	15:44	14:42	1:02
NZME Combo	10:27	11:26	-0:58	6:20	6:43	-0:22	8:11	7:49	0:21	8:54	8:37	0:16	9:19	8:56	0:23	10:29	13:58	-3:28	11:18	15:18	-4:00	9:16	14:16	-4:59
All Commercial Radio	17:08	17:46	-0:38	10:13	10:40	-0:26	16:25	17:01	-0:35	16:28	16:36	-0:07	17:15	17:11	0:04	19:54	21:48	-1:54	19:29	21:39	-2:09	17:12	19:53	-2:40
Potential (000)	140.6	140.6	0.0	29.7	29.7	0.0	42.3	42.4	-0.1	39.9	39.9	0.0	59.9	59.9	0.0	40.3	40.3	0.0	36.9	36.9	0.0	27.3	27.7	-0.4
Sample	936	941	-5	156	173	-17	263	257	6	292	269	23	412	393	19	241	254	-13	265	270	-5	200	194	6

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



HAWKE'S BAY COMMERCIAL RADIO - SURVEY 2 2024

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

Survey Comparisons: 1/2024 - 2/2024

This 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

Last Survey Period: Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 2024

	This	Last	+/-
Potential (000)	140.6	140.6	0.0
Sample Size	936	941	-5

	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	2:41	2:46	-0:04	3:33	3:17	0:15	4:05	3:50	0:15	1:53	1:56	-0:03	2:45	1:51	0:53	1:48	1:51	-0:02	3:14	3:22	-0:08
Channel X	3:06	n.a.	*	5:29	n.a.	*	5:14	n.a.	*	1:34	n.a.	*	0:40	n.a.	*	1:08	n.a.	*	1:42	n.a.	*
Coast	2:13	2:31	-0:17	2:53	3:00	-0:06	3:37	3:36	0:00	2:20	2:15	0:05	1:03	1:02	0:01	2:11	1:54	0:17	3:11	2:56	0:14
Edge	1:55	2:01	-0:06	2:20	2:16	0:03	1:36	1:36	0:00	1:06	1:09	-0:02	0:59	0:59	-0:00	1:12	0:54	0:18	1:42	1:50	-0:08
Gold Sport	2:15	2:10	0:05	12:30	12:30	0:00	5:11	5:13	-0:02	0:57	1:12	-0:14	1:13	0:52	0:21	*	*	*	6:17	4:20	1:57
Life FM	5:07	2:57	2:10	4:46	3:31	1:15	5:52	3:07	2:44	3:02	1:01	2:01	10:09	0:45	9:24	0:37	0:45	-0:07	4:34	1:49	2:45
Magic	3:33	3:26	0:07	3:39	3:26	0:13	3:55	4:05	-0:10	2:08	2:15	-0:06	2:26	1:49	0:36	1:48	2:08	-0:20	4:06	5:05	-0:58
Mai FM	3:48	3:50	-0:01	4:09	3:43	0:25	4:31	4:27	0:04	2:37	2:37	0:00	2:32	2:38	-0:06	1:43	1:42	0:00	2:55	2:47	0:07
More FM	2:27	1:55	0:31	3:36	3:10	0:25	2:58	2:25	0:33	2:03	1:43	0:20	1:51	2:11	-0:20	1:02	1:05	-0:03	2:40	2:28	0:12
Newstalk ZB	5:09	5:36	-0:26	4:05	4:28	-0:22	3:10	4:11	-1:01	3:01	3:09	-0:08	2:56	4:36	-1:39	2:45	2:25	0:19	3:59	4:58	-0:59
Radio Hauraki	3:12	3:22	-0:10	1:49	2:19	-0:29	2:05	2:34	-0:28	2:21	2:11	0:09	2:55	2:50	0:04	0:56	0:44	0:11	4:23	3:30	0:53
Radio Kahungunu	2:06	1:57	0:09	2:34	2:19	0:15	2:17	1:42	0:34	0:39	0:49	-0:09	1:40	1:23	0:17	2:15	0:44	1:30	3:37	3:20	0:17
Rhema	3:04	1:23	1:41	1:45	1:14	0:31	1:21	1:25	-0:03	2:40	1:25	1:15	1:06	1:30	-0:23	1:26	0:28	0:57	2:29	1:06	1:23
Rock	3:35	3:27	0:07	3:57	4:21	-0:23	4:02	4:21	-0:19	2:18	2:27	-0:08	1:35	1:12	0:22	1:59	2:00	-0:01	2:46	3:15	-0:28
SENZ Sport	*	*	*	*	*	*	0:30	1:15	-0:45	2:00	2:00	0:00	1:00	1:00	0:00	*	*	*	1:38	0:48	0:50
Star	8:31	4:26	4:04	3:01	2:54	0:07	0:30	0:30	0:00	*	3:00	*	0:30	0:30	0:00	1:01	1:00	0:00	2:46	2:29	0:17
The Hits	2:11	2:19	-0:08	2:36	2:30	0:05	3:27	3:19	0:07	1:56	1:45	0:11	1:01	1:19	-0:18	1:21	1:17	0:04	2:45	2:37	0:07
The Sound	4:40	4:06	0:34	4:58	4:17	0:40	4:38	4:25	0:12	2:33	2:07	0:25	5:06	4:14	0:52	1:05	0:55	0:09	6:07	5:35	0:32
ZM	3:02	3:05	-0:02	2:54	2:35	0:19	2:51	3:00	-0:09	2:29	2:17	0:12	1:16	0:56	0:19	1:19	0:50	0:29	1:55	2:16	-0:20
MediaWorks Combo	3:53	3:39	0:14	5:06	4:42	0:24	5:04	4:43	0:20	2:35	2:32	0:03	2:44	2:24	0:19	2:11	2:11	0:00	4:02	4:23	-0:20
NZME Combo	3:35	3:55	-0:20	3:12	3:28	-0:15	3:29	3:47	-0:17	2:32	2:32	0:00	2:02	2:57	-0:55	2:08	1:52	0:16	3:30	3:39	-0:08
All Commercial Radio	4:31	4:33	-0:02	5:16	5:18	-0:02	5:21	5:19	0:01	2:56	2:55	0:00	2:48	2:56	-0:08	2:23	2:17	0:06	4:37	4:57	-0:19

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