



# HAWKE'S BAY COMMERCIAL RADIO - SURVEY 2 2023

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

Survey Comparisons: 1/2023 - 2/2023

This Survey Period: Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 2023

Last Survey Period: Sun Apr 10 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 2023

	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	9.8	11.8	-2.0	4	12.3	25.1	-12.8	4.9	3.8	1.1	7.2	6.0	1.2	12.2	11.4	0.8	10.1	12.8	-2.7	7.7	8.3	-0.6	6.3	6.6	-0.3
Coast	3.7	2.4	1.3	11	*	0.1	*	0.9	0.5	0.4	2.1	0.6	1.5	4.7	2.0	2.7	5.8	3.4	2.4	3.6	3.4	0.2	3.2	1.9	1.3
Edge	5.8	8.2	-2.4	9	13.2	13.4	-0.2	10.1	11.8	-1.7	10.4	15.7	-5.3	9.9	14.9	-5.0	3.9	5.8	-1.9	0.3	0.4	-0.1	5.7	12.9	-7.2
Gold Sport	0.1	0.1	0.0	18	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.2	0.3	-0.1	*	*	*
Life FM	0.4	0.3	0.1	14	0.3	*	*	0.2	0.2	0.0	0.1	0.2	-0.1	0.1	0.3	-0.2	*	0.3	*	*	*	*	0.2	0.3	-0.1
Magic	10.6	9.7	0.9	3	1.0	1.3	-0.3	0.9	0.7	0.2	1.1	0.5	0.6	1.6	1.4	0.2	9.4	8.9	0.5	21.0	18.0	3.0	5.1	3.7	1.4
Mai FM	7.7	6.0	1.7	6	15.8	15.1	0.7	26.5	20.4	6.1	23.5	12.6	10.9	14.3	8.1	6.2	0.4	1.2	-0.8	*	1.1	*	10.4	8.6	1.8
More FM	5.9	6.3	-0.4	8	9.4	9.1	0.3	8.9	10.2	-1.3	7.5	6.6	0.9	8.5	7.8	0.7	5.9	6.1	-0.2	2.9	3.7	-0.8	7.4	5.9	1.5
Newstalk ZB	14.3	15.7	-1.4	1	0.3	0.1	0.2	0.5	0.5	0.0	1.8	5.6	-3.8	2.5	5.4	-2.9	14.2	13.4	0.8	21.8	25.3	-3.5	14.4	8.2	6.2
Radio Hauraki	3.0	3.2	-0.2	12	6.1	4.3	1.8	4.3	4.9	-0.6	4.4	6.3	-1.9	5.6	6.2	-0.6	2.9	2.6	0.3	0.1	0.2	-0.1	2.5	1.9	0.6
Radio Kahungunu	1.0	1.6	-0.6	13	1.2	0.6	0.6	2.8	4.1	-1.3	3.0	4.2	-1.2	1.8	2.7	-0.9	*	1.3	*	*	1.2	*	*	2.1	*
Rhema	0.2	0.6	-0.4	16	0.8	0.5	0.3	0.3	0.3	0.0	0.4	0.3	0.1	0.2	0.6	-0.4	0.1	0.9	-0.8	0.1	1.0	-0.9	0.1	1.6	-1.5
Rock	12.0	10.5	1.5	2	9.9	6.3	3.6	17.8	16.9	0.9	16.5	14.4	2.1	16.9	14.5	2.4	15.4	15.0	0.4	10.4	10.4	0.0	20.2	17.6	2.6
SENZ Sport	0.2	0.1	0.1	16	*	*	*	*	*	*	*	*	*	0.2	0.1	0.1	0.2	0.2	0.0	0.2	0.2	0.0	0.2	0.2	0.0
Star	0.3	0.9	-0.6	15	0.2	0.2	0.0	0.1	0.1	0.0	*	*	*	0.3	0.4	-0.1	0.3	0.5	-0.2	0.2	1.9	-1.7	0.4	0.5	-0.1
The Hits	7.4	6.0	1.4	7	9.9	8.0	1.9	7.2	9.9	-2.7	6.4	8.7	-2.3	6.4	8.1	-1.7	8.5	6.0	2.5	8.5	4.3	4.2	6.0	8.8	-2.8
The Sound	7.8	5.8	2.0	5	4.0	3.6	0.4	3.8	3.9	-0.1	2.3	2.1	0.2	2.9	2.2	0.7	13.6	11.7	1.9	16.5	12.6	3.9	6.6	4.2	2.4
ZM	4.8	5.3	-0.5	10	12.8	9.8	3.0	6.8	6.3	0.5	9.7	12.0	-2.3	6.5	8.4	-1.9	1.7	1.8	-0.1	1.3	1.2	0.1	7.8	11.0	-3.2
MediaWorks Combo	59.9	58.5	1.4		66.3	74.5	-8.2	73.6	67.9	5.7	69.0	57.8	11.2	66.7	60.4	6.3	58.9	61.6	-2.7	58.8	54.5	4.3	62.2	59.9	2.3
NZME Combo	33.5	32.9	0.6		29.9	23.1	6.8	19.9	22.4	-2.5	24.4	33.2	-8.8	25.7	30.2	-4.5	33.2	27.2	6.0	35.5	34.7	0.8	33.9	31.7	2.2
Potential (000)	138.9	138.9	0.0		29.5	29.5	0.0	41.3	40.2	1.1	38.9	38.9	0.0	58.9	58.9	0.0	40.0	40.0	0.0	36.8	36.8	0.0	28.1	26.4	1.7
Sample	888	826	62		177	157	20	234	200	34	223	180	43	330	288	42	232	235	-3	267	266	1	170	152	18

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

MediaWorks Combo: Breeze, Edge, Magic, Mai FM, More FM, Rock, The Sound, or internet only listening to George FM, Humm FM

NZME Combo: Coast, Gold AM (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui



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Station Share (%) by Daypart, People 10+

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Last Survey Period: Sun Apr 10 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 2023

	This	Last	+/-
Potential (000)	138.9	138.9	0.0
Sample Size	888	826	62

	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	9.2	10.2	-1.0	3	11.6	14.7	-3.1	11.7	14.1	-2.4	9.1	8.7	0.4	3.4	6.3	-2.9	5.9	4.8	1.1	8.9	12.0	-3.1
Coast	3.5	2.4	1.1	11	4.7	3.1	1.6	4.5	3.6	0.9	2.8	2.5	0.3	0.7	0.6	0.1	0.9	0.7	0.2	3.5	1.3	2.2
Edge	5.9	8.2	-2.3	8	5.7	8.4	-2.7	6.9	9.9	-3.0	6.8	8.4	-1.6	5.4	6.7	-1.3	4.6	7.2	-2.6	4.4	6.8	-2.4
Gold Sport	*	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.2	-0.1	*	*	*	*	*	*	0.2	0.2	0.0
Life FM	0.3	0.2	0.1	15	0.3	0.3	0.0	0.4	0.4	0.0	0.5	0.5	0.0	*	0.1	*	0.2	0.1	0.1	0.5	0.4	0.1
Magic	8.4	6.6	1.8	5	12.1	10.9	1.2	11.4	9.6	1.8	8.6	9.1	-0.5	6.0	7.9	-1.9	5.1	7.0	-1.9	13.4	12.8	0.6
Mai FM	9.6	6.8	2.8	2	8.6	6.0	2.6	7.4	5.4	2.0	6.6	5.7	0.9	6.9	6.9	0.0	5.7	4.8	0.9	6.4	6.2	0.2
More FM	5.6	5.6	0.0	10	6.8	7.3	-0.5	5.8	6.1	-0.3	5.0	5.1	-0.1	2.2	3.8	-1.6	4.5	6.3	-1.8	6.9	7.4	-0.5
Newstalk ZB	20.5	22.7	-2.2	1	10.7	12.7	-2.0	8.6	10.6	-2.0	16.5	15.5	1.0	34.7	34.0	0.7	21.0	24.2	-3.2	12.3	12.2	0.1
Radio Hauraki	3.1	3.2	-0.1	12	2.9	3.4	-0.5	3.1	4.2	-1.1	4.4	4.9	-0.5	3.1	2.3	0.8	1.1	1.5	-0.4	2.6	1.6	1.0
Radio Kahungunu	1.1	2.1	-1.0	13	1.1	1.7	-0.6	1.0	1.6	-0.6	0.9	1.6	-0.7	0.8	1.1	-0.3	0.6	0.6	0.0	1.1	1.3	-0.2
Rhema	0.2	0.5	-0.3	16	0.1	0.7	-0.6	0.1	0.2	-0.1	0.2	0.8	-0.6	0.7	1.3	-0.6	0.3	0.2	0.1	0.5	1.0	-0.5
Rock	8.6	8.5	0.1	4	14.0	11.7	2.3	13.4	11.2	2.2	11.5	12.1	-0.6	6.3	7.3	-1.0	26.8	19.5	7.3	10.5	8.9	1.6
SENZ Sport	0.1	0.1	0.0	17	*	*	*	0.1	0.1	0.0	0.2	0.1	0.1	*	*	*	0.3	0.2	0.1	0.4	0.3	0.1
Star	0.4	0.8	-0.4	14	0.4	1.0	-0.6	0.2	0.8	-0.6	0.4	1.1	-0.7	*	*	*	*	*	*	0.3	1.3	-1.0
The Hits	7.7	7.4	0.3	6	5.8	4.3	1.5	7.6	5.1	2.5	8.7	5.6	3.1	4.2	3.9	0.3	7.2	9.0	-1.8	8.5	7.2	1.3
The Sound	6.6	5.6	1.0	7	7.0	5.6	1.4	8.1	6.5	1.6	6.5	4.7	1.8	15.9	7.0	8.9	8.2	5.5	2.7	8.3	5.7	2.6
ZM	5.9	5.7	0.2	8	3.1	4.0	-0.9	5.2	5.7	-0.5	5.3	6.2	-0.9	5.4	6.1	-0.7	6.0	6.5	-0.5	4.1	5.1	-1.0
MediaWorks Combo	54.2	51.6	2.6		66.4	64.7	1.7	64.9	62.8	2.1	54.2	53.9	0.3	46.1	45.8	0.3	60.8	55.2	5.6	59.0	60.2	-1.2
NZME Combo	40.7	41.5	-0.8		27.4	27.5	-0.1	29.1	29.4	-0.3	37.9	35.1	2.8	48.2	47.0	1.2	37.0	43.1	-6.1	31.5	27.9	3.6

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

MediaWorks Combo: Breeze, Edge, Magic, Mai FM, More FM, Rock, The Sound, or internet only listening to George FM, Humm FM

NZME Combo: Coast, Gold AM (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui



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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	19.3	21.5	-2.2	2	1.9	3.4	-1.5	3.8	4.2	-0.4	5.3	6.3	-1.0	9.7	10.7	-1.0	7.6	7.9	-0.3	6.9	6.9	0.0	3.6	3.6	0.0
Coast	8.8	8.0	0.8	11	*	0.1	*	0.6	0.5	0.1	1.4	1.4	0.0	4.4	3.6	0.8	5.9	5.0	0.9	3.6	3.6	0.0	2.6	2.6	0.0
Edge	16.3	18.5	-2.2	7	5.3	7.2	-1.9	8.6	7.5	1.1	7.2	7.3	-0.1	9.8	9.9	-0.1	3.6	3.7	-0.1	1.2	1.3	-0.1	4.0	4.6	-0.6
Gold Sport	0.5	0.5	0.0	18	0.3	0.2	0.1	*	*	*	*	*	*	*	*	*	*	*	*	0.2	0.3	-0.1	*	*	*
Life FM	2.1	1.4	0.7	13	0.9	0.4	0.5	1.0	0.6	0.4	0.6	0.4	0.2	0.8	0.9	-0.1	0.2	0.5	-0.3	*	*	*	0.6	0.6	0.0
Magic	17.7	16.0	1.7	5	1.3	1.5	-0.2	1.2	1.1	0.1	0.9	0.6	0.3	2.5	1.9	0.6	6.7	5.9	0.8	10.0	8.9	1.1	2.3	1.7	0.6
Mai FM	12.9	14.0	-1.1	9	4.3	5.4	-1.1	10.5	9.2	1.3	8.1	7.2	0.9	8.5	7.7	0.8	0.5	1.4	-0.9	*	0.9	*	3.7	3.9	-0.2
More FM	17.2	17.9	-0.7	6	4.4	5.3	-0.9	6.7	7.3	-0.6	6.5	6.2	0.3	9.5	9.1	0.4	5.0	4.8	0.2	2.8	2.7	0.1	4.5	3.6	0.9
Newstalk ZB	19.0	19.8	-0.8	3	0.9	0.3	0.6	1.4	0.7	0.7	1.3	1.9	-0.6	3.2	4.2	-1.0	6.9	6.9	0.0	9.8	10.4	-0.6	3.1	2.8	0.3
Radio Hauraki	7.6	8.3	-0.7	12	2.4	2.3	0.1	3.2	3.3	-0.1	3.2	4.4	-1.2	4.8	5.6	-0.8	1.9	1.5	0.4	0.4	0.4	0.0	1.5	2.0	-0.5
Radio Kahungunu	1.9	2.3	-0.4	14	0.9	1.1	-0.2	0.9	0.9	0.0	0.5	0.8	-0.3	0.6	0.9	-0.3	0.1	0.3	-0.2	*	0.1	*	*	0.1	*
Rhema	1.3	1.4	-0.1	15	0.4	0.3	0.1	0.2	0.2	0.0	0.3	0.2	0.1	0.5	0.4	0.1	0.5	0.5	0.0	0.3	0.6	-0.3	0.2	0.4	-0.2
Rock	19.8	16.5	3.3	1	3.7	2.3	1.4	7.3	7.1	0.2	6.6	7.8	-1.2	12.1	11.1	1.0	8.5	5.5	3.0	3.7	2.9	0.8	5.3	4.3	1.0
SENZ Sport	0.9	0.8	0.1	16	0.3	0.2	0.1	*	*	*	*	*	*	0.3	0.3	0.0	0.3	0.3	0.0	0.2	0.2	0.0	*	*	*
Star	0.8	1.3	-0.5	17	0.4	0.5	-0.1	0.3	0.4	-0.1	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	0.2	0.5	-0.3	0.2	0.2	0.0
The Hits	18.2	20.0	-1.8	4	4.7	5.7	-1.0	7.1	9.6	-2.5	6.7	8.7	-2.0	9.2	11.2	-2.0	5.0	4.3	0.7	4.0	2.8	1.2	4.4	5.0	-0.6
The Sound	14.1	12.0	2.1	8	1.6	1.9	-0.3	2.9	1.8	1.1	2.0	1.6	0.4	5.4	2.9	2.5	8.4	6.3	2.1	7.1	7.0	0.1	4.1	2.3	1.8
ZM	11.6	12.7	-1.1	10	4.4	5.1	-0.7	4.8	4.0	0.8	5.7	5.9	-0.2	6.4	6.9	-0.5	1.4	1.6	-0.2	0.8	0.6	0.2	4.4	4.2	0.2
MediaWorks Combo	74.9	77.7	-2.8		13.8	16.6	-2.8	23.4	23.1	0.3	21.0	22.6	-1.6	34.0	34.3	-0.3	26.1	25.1	1.0	21.9	22.1	-0.2	17.0	15.6	1.4
NZME Combo	54.5	57.9	-3.4		10.6	11.6	-1.0	14.2	15.7	-1.5	13.4	16.6	-3.2	21.9	24.9	-3.0	17.7	16.7	1.0	16.2	16.2	0.0	11.4	12.6	-1.2
All Commercial Radio	100.2	105.7	-5.5		17.3	20.4	-3.1	28.7	29.7	-1.0	26.6	29.9	-3.3	43.7	46.4	-2.7	34.3	34.4	-0.1	29.8	30.7	-0.9	21.7	21.5	0.2
Potential (000)	138.9	138.9	0.0		29.5	29.5	0.0	41.3	40.2	1.1	38.9	38.9	0.0	58.9	58.9	0.0	40.0	40.0	0.0	36.8	36.8	0.0	28.1	26.4	1.7
Sample	888	826	62		177	157	20	234	200	34	223	180	43	330	288	42	232	235	-3	267	266	1	170	152	18

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Potential (000)	138.9	138.9	0.0
Sample Size	888	826	62

	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	10.9	12.0	-1.1	3	10.6	11.8	-1.2	13.7	15.7	-2.0	8.7	9.5	-0.8	2.3	3.0	-0.7	2.7	2.1	0.6	10.3	11.2	-0.9
Coast	5.3	4.3	1.0	11	5.4	2.9	2.5	5.4	5.0	0.4	3.4	3.3	0.1	0.8	0.9	-0.1	0.6	0.8	-0.2	4.0	2.9	1.1
Edge	9.4	11.7	-2.3	7	5.6	7.9	-2.3	10.0	11.9	-1.9	8.4	9.7	-1.3	3.6	3.7	-0.1	1.8	2.9	-1.1	8.5	11.3	-2.8
Gold Sport	0.1	0.2	-0.1	18	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0	*	*	*	*	*	*	0.4	0.3	0.1
Life FM	0.8	0.9	-0.1	14	0.4	0.4	0.0	0.7	1.0	-0.3	0.4	0.5	-0.1	0.1	0.4	-0.3	0.2	0.2	0.0	1.3	1.2	0.1
Magic	8.6	7.4	1.2	8	10.6	9.6	1.0	10.8	10.1	0.7	7.8	7.5	0.3	2.1	2.5	-0.4	1.2	1.4	-0.2	11.4	10.7	0.7
Mai FM	10.1	9.6	0.5	4	8.8	8.5	0.3	6.9	8.4	-1.5	6.9	6.9	0.0	3.3	3.7	-0.4	2.8	2.7	0.1	8.4	9.7	-1.3
More FM	9.8	10.4	-0.6	5	6.6	6.9	-0.3	7.6	7.3	0.3	6.3	6.9	-0.6	1.7	2.4	-0.7	2.6	2.6	0.0	9.0	10.1	-1.1
Newstalk ZB	13.1	15.8	-2.7	1	9.8	11.4	-1.6	9.4	10.6	-1.2	9.9	10.6	-0.7	6.3	8.2	-1.9	5.4	5.8	-0.4	11.4	12.5	-1.1
Radio Hauraki	4.0	4.9	-0.9	12	3.2	2.9	0.3	4.8	5.4	-0.6	4.0	4.7	-0.7	1.1	1.5	-0.4	0.7	1.0	-0.3	4.2	4.9	-0.7
Radio Kahungunu	1.2	1.8	-0.6	13	1.0	1.0	0.0	1.2	1.0	0.2	0.6	0.6	0.0	0.4	0.6	-0.2	0.5	0.5	0.0	1.3	1.2	0.1
Rhema	0.6	1.1	-0.5	16	0.5	0.8	-0.3	0.5	0.8	-0.3	0.4	0.7	-0.3	0.3	0.5	-0.2	0.5	0.2	0.3	1.1	1.2	-0.1
Rock	11.9	11.3	0.6	2	11.9	9.2	2.7	12.7	9.3	3.4	9.5	8.9	0.6	3.9	3.8	0.1	5.2	3.5	1.7	11.7	9.8	1.9
SENZ Sport	0.2	0.2	0.0	17	*	*	*	0.2	0.2	0.0	0.2	0.1	0.1	*	*	*	0.2	0.1	0.1	0.7	0.7	0.0
Star	0.7	1.2	-0.5	15	0.4	0.8	-0.4	0.5	1.1	-0.6	0.3	0.7	-0.4	*	*	*	*	*	*	0.5	0.9	-0.4
The Hits	9.8	10.4	-0.6	5	7.5	7.9	-0.4	8.5	9.6	-1.1	9.2	8.9	0.3	1.8	2.2	-0.4	3.1	3.5	-0.4	10.3	12.6	-2.3
The Sound	7.1	6.4	0.7	10	7.7	6.2	1.5	8.9	7.8	1.1	5.9	5.5	0.4	2.1	2.0	0.1	2.8	1.6	1.2	5.5	6.2	-0.7
ZM	8.0	8.0	0.0	9	4.0	4.2	-0.2	8.1	8.1	0.0	5.8	7.3	-1.5	1.6	2.4	-0.8	1.3	2.0	-0.7	6.9	8.6	-1.7
MediaWorks Combo	52.2	53.0	-0.8		45.3	45.0	0.3	52.2	53.8	-1.6	42.7	44.5	-1.8	15.7	17.1	-1.4	14.2	13.6	0.6	53.0	56.5	-3.5
NZME Combo	37.1	40.3	-3.2		27.3	26.8	0.5	32.6	34.0	-1.4	29.5	30.7	-1.2	10.9	13.9	-3.0	10.8	13.1	-2.3	34.0	38.0	-4.0
All Commercial Radio	78.0	83.3	-5.3		64.9	66.0	-1.1	74.9	78.6	-3.7	65.4	70.0	-4.6	24.7	28.4	-3.7	21.7	22.9	-1.2	77.7	83.6	-5.9

MediaWorks Combo: Breeze, Edge, Magic, Mai FM, More FM, Rock, The Sound, or internet only listening to George FM, Humm FM

NZME Combo: Coast, Gold AM (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui



# HAWKE'S BAY COMMERCIAL RADIO - SURVEY 2 2023

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

Survey Comparisons: 1/2023 - 2/2023

This Survey Period: Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 2023

Last Survey Period: Sun Apr 10 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 2023

	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	9:44	10:23	-0:39	16:44	23:32	-6:47	6:29	3:48	2:40	5:59	4:27	1:31	9:21	7:58	1:23	10:17	10:57	-0:39	7:55	7:51	0:03	7:01	7:08	-0:06
Coast	8:02	5:46	2:15	*	3:00	*	7:18	3:50	3:28	6:22	2:02	4:19	7:54	4:06	3:48	7:35	4:36	2:58	7:04	6:09	0:55	4:53	2:57	1:56
Edge	6:48	8:27	-1:39	6:34	5:51	0:42	5:49	6:38	-0:49	6:20	10:07	-3:47	7:31	11:14	-3:42	8:18	10:33	-2:15	1:55	1:56	-0:00	5:43	10:57	-5:14
Gold Sport	3:17	4:04	-0:46	0:15	0:15	0:00	*	*	*	*	*	*	*	*	*	*	*	*	7:50	7:43	0:07	*	*	*
Life FM	3:19	4:17	-0:58	0:51	0:15	0:36	1:15	1:26	-0:11	1:03	1:47	-0:43	0:55	2:45	-1:50	0:28	3:37	-3:08	*	*	*	1:11	2:10	-0:59
Magic	11:31	11:36	-0:05	2:03	2:38	-0:34	3:54	2:29	1:24	5:18	3:29	1:48	4:48	5:24	-0:35	10:50	10:18	0:32	14:53	13:13	1:39	9:06	8:22	0:43
Mai FM	11:26	8:15	3:11	9:36	8:50	0:45	12:32	9:22	3:10	12:44	8:16	4:27	12:22	7:54	4:28	5:56	5:53	0:03	*	7:45	*	11:26	8:34	2:51
More FM	6:33	6:44	-0:10	5:40	5:23	0:17	6:36	5:57	0:39	5:04	5:00	0:03	6:36	6:19	0:16	9:08	8:30	0:38	7:26	9:01	-1:34	6:41	6:23	0:18
Newstalk ZB	14:26	15:05	-0:39	1:00	0:38	0:22	1:59	3:05	-1:06	6:08	14:11	-8:02	5:48	9:29	-3:40	15:48	13:05	2:43	15:44	15:53	-0:09	18:51	11:13	7:38
Radio Hauraki	7:38	7:17	0:20	6:35	6:00	0:35	6:41	6:14	0:27	6:02	6:40	-0:37	8:41	8:10	0:30	12:02	11:40	0:22	1:40	2:48	-1:08	6:44	3:36	3:08
Radio Kahungunu	10:21	13:03	-2:42	3:22	1:45	1:37	16:23	18:42	-2:19	27:29	25:05	2:23	23:08	22:03	1:04	2:30	32:15	-29:45	*	58:30	*	*	58:30	*
Rhema	3:24	8:53	-5:29	4:55	4:51	0:03	6:15	6:15	0:00	5:14	6:15	-1:00	3:27	10:52	-7:25	0:57	12:16	-11:18	1:10	9:45	-8:35	1:30	15:03	-13:33
Rock	11:34	12:06	-0:31	7:01	8:29	-1:28	12:04	10:05	1:58	10:58	8:38	2:19	10:18	9:38	0:39	13:58	18:29	-4:31	20:03	23:42	-3:39	15:19	16:01	-0:41
SENZ Sport	3:27	3:02	0:25	0:15	0:15	0:00	*	*	*	*	*	*	3:43	3:38	0:05	3:43	3:38	0:05	7:55	6:39	1:15	*	*	*
Star	7:01	13:36	-6:34	1:06	1:15	-0:08	1:30	1:30	0:00	*	*	*	25:30	25:30	0:00	25:30	25:30	0:00	6:45	23:10	-16:25	11:00	11:00	0:00
The Hits	7:48	5:43	2:05	5:36	4:22	1:14	5:02	4:22	0:40	4:10	4:42	-0:31	5:06	5:22	-0:16	13:05	9:21	3:43	15:06	10:01	5:05	5:30	6:47	-1:16
The Sound	10:33	9:10	1:22	6:46	5:52	0:53	6:26	9:09	-2:43	4:56	6:14	-1:18	3:56	5:28	-1:31	12:34	12:34	-0:00	16:23	11:43	4:39	6:30	7:00	-0:29
ZM	7:49	8:03	-0:13	7:34	6:04	1:29	7:03	6:41	0:22	7:27	9:31	-2:03	7:37	9:04	-1:27	9:17	7:50	1:27	10:58	12:45	-1:47	7:12	10:14	-3:01
MediaWorks Combo	15:17	14:20	0:57	12:40	14:11	-1:30	15:39	12:28	3:10	14:22	12:01	2:20	14:30	13:06	1:24	17:24	16:33	0:50	18:59	16:06	2:52	14:47	14:52	-0:05
NZME Combo	11:44	10:49	0:55	7:27	6:19	1:07	6:57	6:02	0:54	7:59	9:24	-1:24	8:42	9:01	-0:18	14:31	10:59	3:32	15:30	14:01	1:28	11:59	9:45	2:13
All Commercial Radio	19:05	18:00	1:04	15:11	15:30	-0:18	17:21	14:15	3:06	16:27	15:45	0:41	16:58	16:00	0:57	22:30	19:40	2:49	23:45	21:20	2:25	18:35	18:03	0:31
Potential (000)	138.9	138.9	0.0	29.5	29.5	0.0	41.3	40.2	1.1	38.9	38.9	0.0	58.9	58.9	0.0	40.0	40.0	0.0	36.8	36.8	0.0	28.1	26.4	1.7
Sample	888	826	62	177	157	20	234	200	34	223	180	43	330	288	42	232	235	-3	267	266	1	170	152	18

MediaWorks Combo: Breeze, Edge, Magic, Mai FM, More FM, Rock, The Sound, or internet only listening to George FM, Humm FM

NZME Combo: Coast, Gold AM (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui



# HAWKE'S BAY COMMERCIAL RADIO - SURVEY 2 2023

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

Survey Comparisons: 1/2023 - 2/2023

This Survey Period: Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 2023

Last Survey Period: Sun Apr 10 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 2023

	This	Last	+/-
Potential (000)	138.9	138.9	0.0
Sample Size	888	826	62

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

MediaWorks Combo: Breeze, Edge, Magic, Mai FM, More FM, Rock, The Sound, or internet only listening to George FM, Humm FM

NZME Combo: Coast, Gold AM (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui