



HAWKE'S BAY COMMERCIAL RADIO - SURVEY 1 2023

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

Survey Comparisons: 4/2022 - 1/2023

This 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

Last Survey Period: Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022

	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	11.8	11.0	0.8	2	25.1	22.7	2.4	3.8	3.7	0.1	6.0	8.4	-2.4	11.4	10.7	0.7	12.8	10.2	2.6	8.3	6.8	1.5	6.6	7.4	-0.8
Coast	2.4	2.4	0.0	12	0.1	0.1	0.0	0.5	0.8	-0.3	0.6	0.7	-0.1	2.0	2.2	-0.2	3.4	3.1	0.3	3.4	2.9	0.5	1.9	2.3	-0.4
Edge	8.2	8.1	0.1	5	13.4	11.8	1.6	11.8	11.6	0.2	15.7	15.9	-0.2	14.9	14.5	0.4	5.8	6.1	-0.3	0.4	0.7	-0.3	12.9	13.7	-0.8
Gold Sport*	0.1	0.1	0.0	17	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.3	0.3	0.0	*	0.1	*
Life FM	0.3	0.3	0.0	16	*	*	*	0.2	0.2	0.0	0.2	0.1	0.1	0.3	0.3	0.0	0.3	0.3	0.0	*	*	*	0.3	0.3	0.0
Magic	9.7	10.1	-0.4	4	1.3	2.2	-0.9	0.7	0.6	0.1	0.5	0.2	0.3	1.4	2.5	-1.1	8.9	10.4	-1.5	18.0	19.4	-1.4	3.7	3.3	0.4
Mai FM	6.0	7.6	-1.6	7	15.1	14.2	0.9	20.4	23.7	-3.3	12.6	19.7	-7.1	8.1	11.9	-3.8	1.2	1.2	0.0	1.1	1.2	-0.1	8.6	11.4	-2.8
More FM	6.3	5.9	0.4	6	9.1	6.1	3.0	10.2	8.4	1.8	6.6	6.9	-0.3	7.8	8.4	-0.6	6.1	6.3	-0.2	3.7	3.0	0.7	5.9	6.5	-0.6
Newstalk ZB	15.7	14.5	1.2	1	0.1	0.7	-0.6	0.5	0.2	0.3	5.6	2.4	3.2	5.4	3.1	2.3	13.4	9.2	4.2	25.3	25.2	0.1	8.2	2.8	5.4
Radio Hauraki	3.2	2.2	1.0	11	4.3	5.4	-1.1	4.9	4.8	0.1	6.3	3.1	3.2	6.2	3.0	3.2	2.6	1.6	1.0	0.2	0.2	0.0	1.9	2.8	-0.9
Radio Kahungunu	1.6	1.8	-0.2	13	0.6	0.5	0.1	4.1	5.6	-1.5	4.2	5.1	-0.9	2.7	3.1	-0.4	1.3	1.4	-0.1	1.2	1.5	-0.3	2.1	2.5	-0.4
Rhema	0.6	1.0	-0.4	15	0.5	*	*	0.3	0.3	0.0	0.3	2.1	-1.8	0.6	1.7	-1.1	0.9	1.1	-0.2	1.0	1.1	-0.1	1.6	1.9	-0.3
Rock	10.5	11.0	-0.5	3	6.3	6.8	-0.5	16.9	16.3	0.6	14.4	13.7	0.7	14.5	16.3	-1.8	15.0	18.2	-3.2	10.4	9.6	0.8	17.6	17.4	0.2
SENZ Sport	0.1	0.3	-0.2	17	*	*	*	*	*	*	*	*	*	0.1	0.1	0.0	0.2	0.6	-0.4	0.2	0.7	-0.5	*	0.9	*
Star	0.9	0.9	0.0	14	0.2	*	*	0.1	0.3	-0.2	*	0.3	*	0.4	0.7	-0.3	0.5	0.7	-0.2	1.9	1.6	0.3	0.5	0.5	0.0
The Hits	6.0	5.8	0.2	7	8.0	8.8	-0.8	9.9	10.3	-0.4	8.7	8.3	0.4	8.1	7.8	0.3	6.0	5.7	0.3	4.3	3.6	0.7	8.8	9.8	-1.0
The Sound	5.8	7.5	-1.7	9	3.6	4.7	-1.1	3.9	4.9	-1.0	2.1	2.5	-0.4	2.2	3.9	-1.7	11.7	15.0	-3.3	12.6	15.2	-2.6	4.2	4.2	0.0
ZM	5.3	5.1	0.2	10	9.8	14.0	-4.2	6.3	5.7	0.6	12.0	8.8	3.2	8.4	5.9	2.5	1.8	1.3	0.5	1.2	1.1	0.1	11.0	7.5	3.5
MediaWorks Combo	58.5	62.1	-3.6		74.5	69.0	5.5	67.9	70.1	-2.2	57.8	67.7	-9.9	60.4	68.8	-8.4	61.6	68.7	-7.1	54.5	57.1	-2.6	59.9	65.8	-5.9
NZME Combo	32.9	30.4	2.5		23.1	29.8	-6.7	22.4	22.5	-0.1	33.2	23.7	9.5	30.2	22.2	8.0	27.2	21.0	6.2	34.7	33.4	1.3	31.7	25.4	6.3
Potential (000)	138.9	137.0	1.9		29.5	29.5	0.0	40.2	39.3	0.9	38.9	38.1	0.8	58.9	58.1	0.8	40.0	39.9	0.1	36.8	36.4	0.4	26.4	26.8	-0.4
Sample	826	819	7		157	147	10	200	180	20	180	169	11	288	272	16	235	233	2	266	277	-11	152	143	9

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, Today FM (until S4 2022), 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

*Gold AM renamed to Gold Sport from Mon Jun 27 2022



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Station Share (%) by Daypart, People 10+

Survey Comparisons: 4/2022 - 1/2023

This 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

Last Survey Period: Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022

	This	Last	+/-
Potential (000)	138.9	137.0	1.9
Sample Size	826	819	7

	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	10.2	8.7	1.5	2	14.7	14.8	-0.1	14.1	13.1	1.0	8.7	6.6	2.1	6.3	4.9	1.4	4.8	7.1	-2.3	12.0	11.9	0.1
Coast	2.4	2.0	0.4	12	3.1	3.2	-0.1	3.6	3.7	-0.1	2.5	1.9	0.6	0.6	1.6	-1.0	0.7	0.2	0.5	1.3	1.5	-0.2
Edge	8.2	8.0	0.2	4	8.4	8.1	0.3	9.9	9.7	0.2	8.4	9.8	-1.4	6.7	8.0	-1.3	7.2	4.9	2.3	6.8	6.5	0.3
Gold Sport*	*	0.1	*	*	0.1	0.1	0.0	0.1	0.1	0.0	0.2	0.3	-0.1	*	*	*	*	*	*	0.2	0.2	0.0
Life FM	0.2	0.2	0.0	16	0.3	0.2	0.1	0.4	0.4	0.0	0.5	0.4	0.1	0.1	0.1	0.0	0.1	0.1	0.0	0.4	0.3	0.1
Magic	6.6	7.5	-0.9	7	10.9	11.7	-0.8	9.6	10.1	-0.5	9.1	9.0	0.1	7.9	8.3	-0.4	7.0	6.4	0.6	12.8	12.8	0.0
Mai FM	6.8	8.9	-2.1	6	6.0	6.8	-0.8	5.4	7.3	-1.9	5.7	7.1	-1.4	6.9	8.9	-2.0	4.8	5.0	-0.2	6.2	8.2	-2.0
More FM	5.6	5.3	0.3	9	7.3	5.9	1.4	6.1	5.8	0.3	5.1	5.7	-0.6	3.8	3.5	0.3	6.3	5.1	1.2	7.4	7.2	0.2
Newstalk ZB	22.7	21.8	0.9	1	12.7	11.2	1.5	10.6	8.7	1.9	15.5	14.8	0.7	34.0	33.5	0.5	24.2	18.9	5.3	12.2	12.3	-0.1
Radio Hauraki	3.2	2.3	0.9	11	3.4	2.2	1.2	4.2	2.8	1.4	4.9	4.5	0.4	2.3	1.0	1.3	1.5	0.5	1.0	1.6	1.1	0.5
Radio Kahungunu	2.1	2.6	-0.5	13	1.7	2.1	-0.4	1.6	2.0	-0.4	1.6	1.7	-0.1	1.1	1.1	0.0	0.6	*	*	1.3	1.3	0.0
Rhema	0.5	1.5	-1.0	15	0.7	0.9	-0.2	0.2	0.6	-0.4	0.8	1.9	-1.1	1.3	1.2	0.1	0.2	*	*	1.0	1.1	-0.1
Rock	8.5	9.3	-0.8	3	11.7	12.2	-0.5	11.2	12.6	-1.4	12.1	13.5	-1.4	7.3	6.7	0.6	19.5	15.7	3.8	8.9	8.6	0.3
SENZ Sport	0.1	0.1	0.0	17	*	*	*	0.1	0.2	-0.1	0.1	0.8	-0.7	*	*	*	0.2	0.1	0.1	0.3	0.6	-0.3
Star	0.8	0.8	0.0	14	1.0	1.0	0.0	0.8	0.7	0.1	1.1	1.0	0.1	*	0.4	*	*	0.4	*	1.3	1.4	-0.1
The Hits	7.4	6.7	0.7	5	4.3	4.6	-0.3	5.1	5.3	-0.2	5.6	4.6	1.0	3.9	3.5	0.4	9.0	9.6	-0.6	7.2	6.8	0.4
The Sound	5.6	6.7	-1.1	9	5.6	8.0	-2.4	6.5	8.9	-2.4	4.7	6.9	-2.2	7.0	7.7	-0.7	5.5	6.4	-0.9	5.7	6.7	-1.0
ZM	5.7	4.4	1.3	8	4.0	3.7	0.3	5.7	3.9	1.8	6.2	4.6	1.6	6.1	5.9	0.2	6.5	17.2	-10.7	5.1	5.6	-0.5
MediaWorks Combo	51.6	55.3	-3.7		64.7	68.1	-3.4	62.8	67.9	-5.1	53.9	59.9	-6.0	45.8	48.5	-2.7	55.2	51.4	3.8	60.2	63.1	-2.9
NZME Combo	41.5	37.3	4.2		27.5	25.0	2.5	29.4	24.7	4.7	35.1	31.0	4.1	47.0	45.6	1.4	43.1	47.3	-4.2	27.9	27.7	0.2

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, Today FM (until S4 2022), 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

*Gold AM renamed to Gold Sport from Mon Jun 27 2022



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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	21.5	20.7	0.8	1	3.4	4.2	-0.8	4.2	3.5	0.7	6.3	5.3	1.0	10.7	9.4	1.3	7.9	8.1	-0.2	6.9	6.8	0.1	3.6	3.7	-0.1
Coast	8.0	6.6	1.4	12	0.1	0.1	0.0	0.5	0.7	-0.2	1.4	0.7	0.7	3.6	2.7	0.9	5.0	4.4	0.6	3.6	3.1	0.5	2.6	2.3	0.3
Edge	18.5	19.3	-0.8	4	7.2	7.1	0.1	7.5	7.7	-0.2	7.3	7.2	0.1	9.9	10.3	-0.4	3.7	4.3	-0.6	1.3	1.7	-0.4	4.6	5.4	-0.8
Gold Sport*	0.5	0.7	-0.2	18	0.2	*	*	*	0.1	*	*	0.1	*	*	0.3	*	*	0.2	*	0.3	0.3	0.0	*	0.3	*
Life FM	1.4	1.3	0.1	14	0.4	0.2	0.2	0.6	0.5	0.1	0.4	0.4	0.0	0.9	0.9	0.0	0.5	0.5	0.0	*	*	*	0.6	0.6	0.0
Magic	16.0	17.6	-1.6	7	1.5	2.8	-1.3	1.1	1.1	0.0	0.6	0.2	0.4	1.9	1.9	0.0	5.9	6.6	-0.7	8.9	9.5	-0.6	1.7	2.0	-0.3
Mai FM	14.0	15.9	-1.9	8	5.4	5.3	0.1	9.2	9.9	-0.7	7.2	9.2	-2.0	7.7	9.5	-1.8	1.4	1.3	0.1	0.9	0.9	0.0	3.9	4.7	-0.8
More FM	17.9	15.2	2.7	5	5.3	4.7	0.6	7.3	6.0	1.3	6.2	4.7	1.5	9.1	7.3	1.8	4.8	4.3	0.5	2.7	2.4	0.3	3.6	3.0	0.6
Newstalk ZB	19.8	18.3	1.5	3	0.3	0.7	-0.4	0.7	0.4	0.3	1.9	0.8	1.1	4.2	2.9	1.3	6.9	6.2	0.7	10.4	10.0	0.4	2.8	1.7	1.1
Radio Hauraki	8.3	6.5	1.8	11	2.3	2.6	-0.3	3.3	3.5	-0.2	4.4	2.5	1.9	5.6	3.2	2.4	1.5	1.5	0.0	0.4	0.8	-0.4	2.0	1.5	0.5
Radio Kahungunu	2.3	1.4	0.9	13	1.1	0.8	0.3	0.9	0.7	0.2	0.8	0.4	0.4	0.9	0.4	0.5	0.3	0.2	0.1	0.1	0.2	-0.1	0.1	0.2	-0.1
Rhema	1.4	2.3	-0.9	14	0.3	*	*	0.2	0.2	0.0	0.2	1.5	-1.3	0.4	1.7	-1.3	0.5	0.5	0.0	0.6	0.6	0.0	0.4	0.4	0.0
Rock	16.5	17.9	-1.4	6	2.3	2.4	-0.1	7.1	7.6	-0.5	7.8	7.9	-0.1	11.1	12.7	-1.6	5.5	6.8	-1.3	2.9	2.6	0.3	4.3	4.6	-0.3
SENZ Sport	0.8	0.9	-0.1	17	0.2	*	*	*	0.1	*	*	0.1	*	0.3	0.2	0.1	0.3	0.5	-0.2	0.2	0.7	-0.5	*	0.5	*
Star	1.3	1.0	0.3	16	0.5	*	*	0.4	0.1	0.3	*	0.1	*	0.1	0.3	-0.2	0.1	0.2	-0.1	0.5	0.4	0.1	0.2	0.2	0.0
The Hits	20.0	17.9	2.1	2	5.7	4.6	1.1	9.6	8.4	1.2	8.7	7.7	1.0	11.2	10.5	0.7	4.3	4.4	-0.1	2.8	2.5	0.3	5.0	5.5	-0.5
The Sound	12.0	14.2	-2.2	10	1.9	2.5	-0.6	1.8	2.0	-0.2	1.6	1.9	-0.3	2.9	4.3	-1.4	6.3	7.6	-1.3	7.0	7.2	-0.2	2.3	2.6	-0.3
ZM	12.7	12.2	0.5	9	5.1	5.0	0.1	4.0	3.9	0.1	5.9	5.7	0.2	6.9	6.7	0.2	1.6	1.5	0.1	0.6	0.6	0.0	4.2	3.7	0.5
MediaWorks Combo	77.7	82.4	-4.7		16.6	17.7	-1.1	23.1	25.9	-2.8	22.6	25.2	-2.6	34.3	37.7	-3.4	25.1	26.4	-1.3	22.1	22.1	0.0	15.6	18.0	-2.4
NZME Combo	57.9	54.1	3.8		11.6	11.9	-0.3	15.7	14.6	1.1	16.6	14.3	2.3	24.9	21.7	3.2	16.7	15.5	1.2	16.2	15.6	0.6	12.6	12.1	0.5
All Commercial Radio	105.7	106.6	-0.9		20.4	21.4	-1.0	29.7	30.7	-1.0	29.9	30.8	-0.9	46.4	47.7	-1.3	34.4	34.4	0.0	30.7	29.6	1.1	21.5	22.7	-1.2
Potential (000)	138.9	137.0	1.9		29.5	29.5	0.0	40.2	39.3	0.9	38.9	38.1	0.8	58.9	58.1	0.8	40.0	39.9	0.1	36.8	36.4	0.4	26.4	26.8	-0.4
Sample	826	819	7		157	147	10	200	180	20	180	169	11	288	272	16	235	233	2	266	277	-11	152	143	9

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	This	Last	+/-
Potential (000)	138.9	137.0	1.9
Sample Size	826	819	7

	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	12.0	10.2	1.8	2	11.8	10.0	1.8	15.7	12.9	2.8	9.5	8.5	1.0	3.0	2.0	1.0	2.1	2.4	-0.3	11.2	11.4	-0.2
Coast	4.3	3.6	0.7	12	2.9	2.6	0.3	5.0	3.9	1.1	3.3	2.0	1.3	0.9	1.0	-0.1	0.8	0.4	0.4	2.9	2.7	0.2
Edge	11.7	12.3	-0.6	3	7.9	8.0	-0.1	11.9	13.0	-1.1	9.7	11.4	-1.7	3.7	4.3	-0.6	2.9	2.9	0.0	11.3	10.7	0.6
Gold Sport*	0.2	0.3	-0.1	17	0.1	0.2	-0.1	0.1	0.2	-0.1	0.1	0.3	-0.2	*	*	*	*	*	*	0.3	0.3	0.0
Life FM	0.9	0.9	0.0	16	0.4	0.4	0.0	1.0	0.9	0.1	0.5	0.3	0.2	0.4	0.3	0.1	0.2	0.3	-0.1	1.2	0.9	0.3
Magic	7.4	8.6	-1.2	9	9.6	9.9	-0.3	10.1	10.8	-0.7	7.5	7.9	-0.4	2.5	3.1	-0.6	1.4	1.4	0.0	10.7	11.6	-0.9
Mai FM	9.6	12.1	-2.5	7	8.5	8.8	-0.3	8.4	10.0	-1.6	6.9	8.0	-1.1	3.7	3.9	-0.2	2.7	4.0	-1.3	9.7	9.5	0.2
More FM	10.4	8.7	1.7	5	6.9	5.2	1.7	7.3	6.9	0.4	6.9	5.6	1.3	2.4	2.1	0.3	2.6	2.5	0.1	10.1	9.0	1.1
Newstalk ZB	15.8	14.7	1.1	1	11.4	9.7	1.7	10.6	8.9	1.7	10.6	8.9	1.7	8.2	6.8	1.4	5.8	5.8	0.0	12.5	12.4	0.1
Radio Hauraki	4.9	3.8	1.1	11	2.9	1.6	1.3	5.4	4.1	1.3	4.7	3.5	1.2	1.5	0.8	0.7	1.0	0.4	0.6	4.9	3.1	1.8
Radio Kahungunu	1.8	1.4	0.4	13	1.0	0.6	0.4	1.0	0.6	0.4	0.6	0.6	0.0	0.6	0.4	0.2	0.5	*	*	1.2	0.6	0.6
Rhema	1.1	2.2	-1.1	15	0.8	1.4	-0.6	0.8	1.8	-1.0	0.7	1.8	-1.1	0.5	0.7	-0.2	0.2	*	*	1.2	2.2	-1.0
Rock	11.3	10.9	0.4	4	9.2	8.9	0.3	9.3	10.9	-1.6	8.9	11.4	-2.5	3.8	3.7	0.1	3.5	4.3	-0.8	9.8	10.4	-0.6
SENZ Sport	0.2	0.2	0.0	17	*	*	*	0.2	0.5	-0.3	0.1	0.6	-0.5	*	*	*	0.1	0.1	0.0	0.7	0.7	0.0
Star	1.2	1.0	0.2	14	0.8	0.7	0.1	1.1	0.7	0.4	0.7	0.6	0.1	*	0.1	*	*	0.1	*	0.9	1.0	-0.1
The Hits	10.4	9.1	1.3	5	7.9	8.2	-0.3	9.6	9.8	-0.2	8.9	7.7	1.2	2.2	2.4	-0.2	3.5	4.1	-0.6	12.6	9.4	3.2
The Sound	6.4	7.5	-1.1	10	6.2	7.2	-1.0	7.8	9.6	-1.8	5.5	8.0	-2.5	2.0	2.4	-0.4	1.6	2.4	-0.8	6.2	7.1	-0.9
ZM	8.0	7.1	0.9	8	4.2	3.0	1.2	8.1	6.0	2.1	7.3	5.0	2.3	2.4	1.8	0.6	2.0	1.7	0.3	8.6	8.6	0.0
MediaWorks Combo	53.0	56.7	-3.7		45.0	47.4	-2.4	53.8	56.7	-2.9	44.5	49.6	-5.1	17.1	18.2	-1.1	13.6	17.1	-3.5	56.5	58.0	-1.5
NZME Combo	40.3	36.7	3.6		26.8	24.3	2.5	34.0	29.7	4.3	30.7	25.3	5.4	13.9	11.9	2.0	13.1	12.7	0.4	38.0	33.8	4.2
All Commercial Radio	83.3	85.0	-1.7		66.0	67.3	-1.3	78.6	78.4	0.2	70.0	70.0	0.0	28.4	28.5	-0.1	22.9	26.8	-3.9	83.6	81.0	2.6

MediaWorks Combo: Breeze, Edge, Magic, Mai FM, More FM, Rock, The Sound, Today FM (until S4 2022), 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

*Gold AM renamed to Gold Sport from Mon Jun 27 2022



HAWKE'S BAY COMMERCIAL RADIO - SURVEY 1 2023

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

Survey Comparisons: 4/2022 - 1/2023

This 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

Last Survey Period: Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022

	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	10:23	10:08	0:14	23:32	17:46	5:46	3:48	4:29	-0:41	4:27	7:22	-2:54	7:58	8:40	-0:41	10:57	8:17	2:39	7:51	6:15	1:35	7:08	7:35	-0:26
Coast	5:46	6:46	-0:59	3:00	3:00	0:00	3:50	5:18	-1:28	2:02	5:03	-3:01	4:06	6:27	-2:21	4:36	4:43	-0:06	6:09	5:54	0:14	2:57	3:44	-0:47
Edge	8:27	7:59	0:28	5:51	5:23	0:27	6:38	6:27	0:11	10:07	10:10	-0:02	11:14	10:45	0:28	10:33	9:17	1:16	1:56	2:29	-0:33	10:57	9:39	1:18
Gold Sport*	4:04	3:22	0:41	0:15	*	*	*	1:15	*	*	1:15	*	*	1:04	*	*	1:00	*	7:43	6:12	1:30	*	1:04	*
Life FM	4:17	4:05	0:12	0:15	0:15	0:00	1:26	1:11	0:15	1:47	1:36	0:10	2:45	2:37	0:08	3:37	3:19	0:17	*	*	*	2:10	2:13	-0:03
Magic	11:36	10:55	0:40	2:38	2:33	0:04	2:29	2:26	0:02	3:29	3:46	-0:17	5:24	10:14	-4:50	10:18	10:18	-0:00	13:13	12:40	0:33	8:22	6:11	2:11
Mai FM	8:15	9:08	-0:52	8:50	8:44	0:06	9:22	10:17	-0:54	8:16	9:52	-1:35	7:54	9:33	-1:39	5:53	6:04	-0:11	7:45	7:45	0:00	8:34	9:11	-0:36
More FM	6:44	7:24	-0:40	5:23	4:11	1:12	5:57	6:05	-0:07	5:00	6:43	-1:43	6:19	8:47	-2:27	8:30	9:45	-1:15	9:01	7:43	1:18	6:23	8:26	-2:03
Newstalk ZB	15:05	15:10	-0:04	0:38	3:21	-2:42	3:05	2:21	0:43	14:11	12:57	1:13	9:29	7:56	1:33	13:05	9:41	3:23	15:53	15:39	0:14	11:13	6:12	5:01
Radio Hauraki	7:17	6:28	0:49	6:00	6:55	-0:55	6:14	5:53	0:20	6:40	5:43	0:56	8:10	7:10	0:59	11:40	6:59	4:40	2:48	2:02	0:46	3:36	7:01	-3:24
Radio Kahungunu	13:03	24:00	-10:56	1:45	1:47	-0:02	18:42	32:54	-14:12	25:05	60:30	-35:24	22:03	60:30	-38:26	32:15	58:30	-26:14	58:30	58:30	0:00	58:30	58:30	0:00
Rhema	8:53	8:36	0:17	4:51	*	*	6:15	6:15	0:00	6:15	6:27	-0:12	10:52	7:44	3:08	12:16	16:30	-4:14	9:45	10:59	-1:13	15:03	19:46	-4:43
Rock	12:06	11:44	0:21	8:29	8:58	-0:29	10:05	9:13	0:52	8:38	7:59	0:39	9:38	9:49	-0:10	18:29	17:39	0:49	23:42	22:37	1:05	16:01	14:18	1:42
SENZ Sport	3:02	5:44	-2:42	0:15	*	*	*	1:30	*	*	1:30	*	3:38	3:40	-0:02	3:38	7:08	-3:30	6:39	6:44	-0:04	*	6:34	*
Star	13:36	18:02	-4:26	1:15	*	*	1:30	14:45	-13:15	*	14:45	*	25:30	21:55	3:34	25:30	25:30	0:00	23:10	27:48	-4:38	11:00	11:00	0:00
The Hits	5:43	6:12	-0:28	4:22	6:11	-1:49	4:22	5:16	-0:53	4:42	4:56	-0:13	5:22	5:38	-0:16	9:21	8:33	0:48	10:01	8:52	1:08	6:47	6:50	-0:02
The Sound	9:10	10:00	-0:49	5:52	5:58	-0:06	9:09	10:25	-1:15	6:14	5:57	0:17	5:28	6:48	-1:19	12:34	13:03	-0:28	11:43	13:08	-1:24	7:00	6:10	0:49
ZM	8:03	7:55	0:07	6:04	9:06	-3:01	6:41	6:14	0:27	9:31	7:06	2:25	9:04	6:44	2:20	7:50	6:01	1:48	12:45	11:22	1:22	10:14	7:42	2:32
MediaWorks Combo	14:20	14:21	-0:01	14:11	12:38	1:32	12:28	11:37	0:51	12:01	12:21	-0:20	13:06	13:55	-0:48	16:33	17:06	-0:32	16:06	15:58	0:08	14:52	13:56	0:55
NZME Combo	10:49	10:41	0:08	6:19	8:09	-1:49	6:02	6:36	-0:34	9:24	7:39	1:44	9:01	7:49	1:12	10:59	8:52	2:07	14:01	13:17	0:43	9:45	7:59	1:46
All Commercial Radio	18:00	17:52	0:08	15:30	15:12	0:18	14:15	13:58	0:17	15:45	14:57	0:48	16:00	16:00	0:00	19:40	19:04	0:36	21:20	20:56	0:24	18:03	16:48	1:14
Potential (000)	138.9	137.0	1.9	29.5	29.5	0.0	40.2	39.3	0.9	38.9	38.1	0.8	58.9	58.1	0.8	40.0	39.9	0.1	36.8	36.4	0.4	26.4	26.8	-0.4
Sample	826	819	7	157	147	10	200	180	20	180	169	11	288	272	16	235	233	2	266	277	-11	152	143	9

MediaWorks Combo: Breeze, Edge, Magic, Mai FM, More FM, Rock, The Sound, Today FM (until S4 2022), 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

*Gold AM renamed to Gold Sport from Mon Jun 27 2022



HAWKE'S BAY COMMERCIAL RADIO - SURVEY 1 2023

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

Survey Comparisons: 4/2022 - 1/2023

This 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

Last Survey Period: Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022

	This	Last	+/-
Potential (000)	138.9	137.0	1.9
Sample Size	826	819	7

	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	3:13	3:12	0:00	4:24	5:13	-0:49	3:42	4:17	-0:35	1:54	1:31	0:23	1:33	1:43	-0:10	1:34	2:38	-1:04	4:23	4:07	0:15
Coast	2:03	2:03	0:00	3:48	4:18	-0:29	2:56	4:01	-1:04	1:36	1:50	-0:14	0:31	1:05	-0:33	0:38	0:28	0:09	1:50	2:06	-0:15
Edge	2:38	2:26	0:12	3:46	3:33	0:13	3:24	3:08	0:16	1:47	1:42	0:04	1:20	1:19	0:01	1:38	1:30	0:08	2:27	2:23	0:04
Gold Sport*	0:54	0:57	-0:02	3:00	1:37	1:22	5:00	3:05	1:54	3:00	2:00	0:59	*	*	*	*	*	*	2:07	2:04	0:02
Life FM	0:47	0:54	-0:07	2:28	2:08	0:19	1:52	1:44	0:07	1:51	2:17	-0:25	0:15	0:15	0:00	0:15	0:15	0:00	1:13	1:14	-0:00
Magic	3:22	3:18	0:04	4:00	4:08	-0:07	3:56	3:56	-0:00	2:30	2:14	0:15	2:20	1:52	0:28	3:21	3:59	-0:37	4:55	4:20	0:35
Mai FM	2:40	2:46	-0:06	2:29	2:42	-0:13	2:40	3:04	-0:23	1:42	1:46	-0:03	1:21	1:35	-0:13	1:11	1:07	0:03	2:38	3:24	-0:45
More FM	2:01	2:19	-0:17	3:47	3:58	-0:10	3:26	3:33	-0:07	1:32	2:01	-0:29	1:09	1:08	0:01	1:37	1:49	-0:11	3:02	3:10	-0:07
Newstalk ZB	5:25	5:35	-0:09	3:56	4:04	-0:08	4:08	4:07	0:01	3:02	3:16	-0:14	3:04	3:26	-0:22	2:47	2:57	-0:10	4:01	3:55	0:05
Radio Hauraki	2:31	2:13	0:17	4:10	4:49	-0:39	3:10	2:50	0:19	2:10	2:34	-0:23	1:06	0:55	0:11	1:00	1:16	-0:15	1:22	1:21	0:00
Radio Kahungunu	4:32	7:02	-2:30	5:59	13:22	-7:22	6:53	15:04	-8:11	5:12	6:10	-0:57	1:28	2:00	-0:31	0:50	*	*	4:27	8:15	-3:48
Rhema	1:49	2:32	-0:42	3:13	2:12	1:00	1:13	1:24	-0:11	2:21	2:07	0:13	1:50	1:11	0:39	0:30	*	*	3:25	1:55	1:30
Rock	2:49	3:13	-0:24	4:31	4:50	-0:19	4:58	4:52	0:06	2:48	2:21	0:27	1:24	1:16	0:08	3:43	3:17	0:25	3:44	3:15	0:28
SENZ Sport	2:17	1:36	0:41	*	*	*	1:15	1:39	-0:24	2:15	2:26	-0:11	*	*	*	1:15	1:15	0:00	1:58	3:11	-1:13
Star	2:29	3:06	-0:37	4:21	5:07	-0:46	3:08	4:21	-1:12	3:26	3:13	0:12	*	3:30	*	*	4:15	*	6:04	5:37	0:26
The Hits	2:40	2:47	-0:06	1:54	1:58	-0:04	2:11	2:16	-0:04	1:18	1:11	0:07	1:19	1:02	0:17	1:42	2:08	-0:26	2:22	2:50	-0:28
The Sound	3:18	3:21	-0:03	3:11	3:55	-0:43	3:26	3:54	-0:27	1:45	1:42	0:03	2:32	2:16	0:16	2:16	2:23	-0:06	3:48	3:44	0:04
ZM	2:40	2:18	0:21	3:23	4:17	-0:53	2:53	2:45	0:08	1:45	1:50	-0:04	1:51	2:18	-0:26	2:09	9:07	-6:58	2:27	2:35	-0:08
MediaWorks Combo	3:40	3:41	-0:00	5:06	5:03	0:02	4:48	5:03	-0:14	2:30	2:23	0:07	1:59	1:52	0:06	2:43	2:42	0:00	4:23	4:17	0:06
NZME Combo	3:53	3:50	0:02	3:38	3:37	0:00	3:33	3:29	0:03	2:22	2:24	-0:02	2:30	2:41	-0:10	2:11	3:21	-1:10	3:01	3:13	-0:12
All Commercial Radio	4:32	4:27	0:05	5:22	5:14	0:08	5:14	5:22	-0:08	2:57	2:49	0:08	2:36	2:28	0:08	2:55	3:22	-0:26	4:55	4:52	0:03

MediaWorks Combo: Breeze, Edge, Magic, Mai FM, More FM, Rock, The Sound, Today FM (until S4 2022), 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

*Gold AM renamed to Gold Sport from Mon Jun 27 2022