



HAWKE'S BAY COMMERCIAL RADIO - SURVEY 1 2024

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

Survey Comparisons: 3/2023 - 1/2024

This 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
Last Survey Period: Sun Sep 4 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 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	8.7	9.2	-0.5	5	2.3	8.7	-6.4	5.5	5.3	0.2	7.2	7.5	-0.3	8.6	10.2	-1.6	10.5	10.5	0.0	11.7	9.3	2.4	7.5	8.1	-0.6
Coast	4.1	4.0	0.1	10	0.3	*	*	1.1	0.9	0.2	1.8	1.7	0.1	4.2	4.3	-0.1	7.4	7.5	-0.1	5.6	5.4	0.2	3.5	4.2	-0.7
Edge	2.9	5.0	-2.1	11	13.3	14.3	-1.0	6.8	9.6	-2.8	4.9	9.4	-4.5	3.5	7.1	-3.6	0.6	1.7	-1.1	0.1	0.3	-0.2	3.7	5.6	-1.9
Gold Sport	0.4	0.3	0.1	15	*	*	*	0.2	0.2	0.0	0.3	0.2	0.1	0.3	0.2	0.1	0.1	0.1	0.0	*	0.1	*	0.1	0.1	0.0
Life FM	0.7	0.7	0.0	13	0.6	0.4	0.2	0.4	0.3	0.1	0.3	0.2	0.1	0.7	0.7	0.0	1.2	0.7	0.5	0.7	*	*	1.4	1.4	0.0
Magic	12.3	10.9	1.4	2	0.4	0.9	-0.5	3.2	2.5	0.7	3.5	2.8	0.7	4.3	3.2	1.1	12.7	11.3	1.4	20.7	19.9	0.8	7.5	7.7	-0.2
Mai FM	9.1	7.3	1.8	4	20.5	14.3	6.2	20.9	21.5	-0.6	18.7	19.2	-0.5	15.6	12.8	2.8	4.6	1.3	3.3	*	*	*	17.0	10.7	6.3
More FM	5.4	6.6	-1.2	9	8.7	10.2	-1.5	7.1	8.6	-1.5	6.1	7.1	-1.0	7.7	9.0	-1.3	6.0	7.4	-1.4	2.5	2.9	-0.4	5.1	7.2	-2.1
Newstalk ZB	14.8	15.9	-1.1	1	0.6	0.4	0.2	1.6	1.3	0.3	2.6	3.1	-0.5	3.4	3.6	-0.2	16.2	17.2	-1.0	25.8	28.8	-3.0	17.0	18.5	-1.5
Radio Hauraki	2.8	3.0	-0.2	12	6.9	7.3	-0.4	2.8	4.1	-1.3	3.3	4.1	-0.8	4.5	4.7	-0.2	2.9	2.5	0.4	0.3	0.1	0.2	2.6	2.5	0.1
Radio Kahungunu	0.7	0.5	0.2	13	1.6	0.9	0.7	0.4	0.3	0.1	0.7	0.3	0.4	0.9	0.5	0.4	0.5	0.4	0.1	0.1	0.1	0.0	0.2	0.1	0.1
Rhema	0.2	0.2	0.0	17	0.6	0.7	-0.1	0.1	0.2	-0.1	0.2	0.2	0.0	0.1	0.2	-0.1	*	0.1	*	0.1	0.1	0.0	0.2	0.1	0.1
Rock	10.0	10.0	0.0	3	9.8	8.3	1.5	17.8	16.2	1.6	18.5	16.3	2.2	17.4	16.8	0.6	9.1	10.8	-1.7	3.6	4.7	-1.1	10.0	10.6	-0.6
SENZ Sport	*	0.2	*	*	*	*	*	*	*	*	*	*	*	*	0.2	*	*	*	*	*	0.2	*	*	*	*
Star	0.3	0.1	0.2	16	0.2	0.1	0.1	0.1	0.1	0.0	*	*	*	*	*	*	*	*	*	0.2	0.2	0.0	*	*	*
The Hits	7.7	6.1	1.6	6	10.8	11.3	-0.5	9.8	7.4	2.4	9.0	6.1	2.9	8.1	6.2	1.9	4.4	4.0	0.4	5.5	4.2	1.3	7.9	5.7	2.2
The Sound	7.3	8.1	-0.8	7	2.1	4.2	-2.1	3.0	4.5	-1.5	2.9	3.5	-0.6	5.7	5.4	0.3	12.9	13.8	-0.9	13.3	15.5	-2.2	3.8	3.5	0.3
ZM	5.7	5.5	0.2	8	15.2	12.8	2.4	9.9	9.1	0.8	11.2	11.2	0.0	7.4	7.2	0.2	2.8	2.3	0.5	2.6	2.3	0.3	8.2	9.6	-1.4
MediaWorks Combo	56.0	57.3	-1.3		57.5	62.0	-4.5	64.8	68.7	-3.9	62.3	66.2	-3.9	63.2	64.9	-1.7	56.4	57.0	-0.6	52.0	52.6	-0.6	54.9	53.9	1.0
NZME Combo	36.0	35.2	0.8		36.7	33.9	2.8	27.0	24.6	2.4	28.8	26.9	1.9	28.2	26.6	1.6	33.9	33.6	0.3	39.7	40.9	-1.2	39.4	40.8	-1.4
Potential (000)	140.6	138.9	1.7		29.7	29.5	0.2	42.4	41.7	0.7	39.9	38.9	1.0	59.9	58.9	1.0	40.3	40.0	0.3	36.9	36.8	0.1	27.7	28.1	-0.4
Sample	941	975	-34		173	185	-12	257	273	-16	269	276	-7	393	396	-3	254	257	-3	270	285	-15	194	196	-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, 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: 3/2023 - 1/2024

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	This	Last	+/-
Potential (000)	140.6	138.9	1.7
Sample Size	941	975	-34

	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	8.1	8.5	-0.4	5	10.0	10.7	-0.7	10.6	11.4	-0.8	7.5	7.8	-0.3	6.2	5.6	0.6	5.6	6.1	-0.5	7.5	8.1	-0.6
Coast	3.9	4.5	-0.6	10	4.9	5.5	-0.6	4.9	4.6	0.3	4.1	2.9	1.2	1.1	0.7	0.4	3.9	3.1	0.8	3.2	3.1	0.1
Edge	2.9	5.2	-2.3	12	3.1	5.0	-1.9	2.1	4.2	-2.1	3.3	6.7	-3.4	3.6	5.0	-1.4	2.5	3.8	-1.3	3.5	4.8	-1.3
Gold Sport	0.3	0.1	0.2	16	0.5	0.4	0.1	0.5	0.4	0.1	0.1	0.1	0.0	0.4	0.1	0.3	*	*	*	0.6	0.7	-0.1
Life FM	0.9	0.9	0.0	13	0.9	0.7	0.2	0.7	0.6	0.1	0.4	0.6	-0.2	0.1	0.1	0.0	0.1	0.1	0.0	0.7	0.7	0.0
Magic	9.4	7.7	1.7	4	12.5	11.2	1.3	11.4	10.2	1.2	10.2	9.8	0.4	7.5	8.4	-0.9	9.5	6.9	2.6	18.1	15.5	2.6
Mai FM	10.7	9.5	1.2	2	10.4	7.3	3.1	8.9	6.8	2.1	7.3	7.0	0.3	11.5	7.5	4.0	10.4	9.4	1.0	6.6	5.7	0.9
More FM	5.0	6.7	-1.7	9	6.1	7.3	-1.2	4.4	6.2	-1.8	7.0	6.4	0.6	5.6	3.7	1.9	3.6	5.2	-1.6	5.6	7.1	-1.5
Newstalk ZB	18.8	20.9	-2.1	1	11.4	12.2	-0.8	10.1	10.8	-0.7	15.6	15.4	0.2	35.2	38.5	-3.3	23.7	27.8	-4.1	13.5	13.6	-0.1
Radio Hauraki	3.1	3.0	0.1	11	1.9	2.7	-0.8	2.7	3.5	-0.8	4.0	3.9	0.1	2.4	2.4	0.0	0.8	1.4	-0.6	3.1	2.6	0.5
Radio Kahungunu	0.5	0.4	0.1	15	0.8	0.6	0.2	0.4	0.4	0.0	0.3	0.3	0.0	1.3	0.8	0.5	0.5	0.7	-0.2	1.4	0.7	0.7
Rhema	0.2	0.1	0.1	17	0.3	0.2	0.1	0.2	0.2	0.0	0.3	0.1	0.2	0.3	0.5	-0.2	0.4	0.3	0.1	0.2	0.4	-0.2
Rock	10.4	9.2	1.2	3	12.1	11.6	0.5	10.4	11.2	-0.8	10.2	11.0	-0.8	3.3	4.0	-0.7	20.1	16.2	3.9	7.5	8.1	-0.6
SENZ Sport	*	0.2	*	*	*	*	*	*	0.1	*	0.1	0.3	-0.2	0.1	0.1	0.0	*	0.3	*	0.1	0.4	-0.3
Star	0.7	0.1	0.6	14	0.2	*	*	0.1	*	*	0.2	0.2	0.0	0.1	*	*	0.4	*	*	0.4	0.1	0.3
The Hits	6.5	5.7	0.8	7	6.1	5.1	1.0	9.3	6.1	3.2	9.6	6.8	2.8	5.8	3.5	2.3	6.4	8.2	-1.8	8.0	7.0	1.0
The Sound	5.8	6.4	-0.6	8	7.1	7.9	-0.8	8.1	9.3	-1.2	5.3	6.3	-1.0	8.5	10.9	-2.4	5.3	5.3	0.0	9.3	9.5	-0.2
ZM	7.6	6.7	0.9	6	4.3	4.2	0.1	6.7	6.2	0.5	8.0	8.2	-0.2	1.9	2.7	-0.8	2.8	2.3	0.5	4.3	4.4	-0.1
MediaWorks Combo	52.5	53.4	-0.9		61.4	61.5	-0.1	56.2	59.3	-3.1	51.2	55.3	-4.1	46.3	45.1	1.2	57.0	53.0	4.0	58.3	59.3	-1.0
NZME Combo	40.5	41.0	-0.5		29.3	30.4	-1.1	34.8	32.3	2.5	41.6	37.7	3.9	46.6	47.9	-1.3	37.9	42.9	-5.0	33.5	32.3	1.2

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, 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

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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	17.8	18.9	-1.1	4	1.1	2.0	-0.9	4.1	4.2	-0.1	5.1	5.2	-0.1	8.1	9.6	-1.5	7.5	8.0	-0.5	7.4	6.4	1.0	3.6	3.5	0.1
Coast	9.2	9.2	0.0	11	0.1	*	*	1.3	0.8	0.5	1.7	1.3	0.4	4.3	4.6	-0.3	6.0	6.7	-0.7	4.1	4.0	0.1	2.8	3.5	-0.7
Edge	11.6	16.3	-4.7	10	4.1	5.6	-1.5	7.6	8.5	-0.9	5.6	7.0	-1.4	6.9	9.7	-2.8	1.8	3.5	-1.7	0.6	0.8	-0.2	3.7	4.7	-1.0
Gold Sport	1.0	0.8	0.2	16	0.2	0.3	-0.1	0.2	0.2	0.0	0.4	0.2	0.2	0.6	0.3	0.3	0.2	0.1	0.1	*	0.1	*	*	0.1	*
Life FM	2.4	2.4	0.0	14	0.8	1.0	-0.2	1.1	1.1	0.0	0.7	0.6	0.1	1.1	1.1	0.0	0.7	0.5	0.2	0.2	*	*	1.0	1.0	0.0
Magic	19.1	19.1	0.0	2	0.4	0.9	-0.5	2.4	2.0	0.4	2.6	1.9	0.7	4.5	3.7	0.8	7.5	7.8	-0.3	10.7	11.3	-0.6	3.5	3.2	0.3
Mai FM	13.6	12.8	0.8	7	4.6	3.9	0.7	8.6	9.4	-0.8	6.6	7.1	-0.5	8.7	8.7	0.0	2.3	1.8	0.5	0.2	0.2	0.0	4.3	3.7	0.6
More FM	16.2	18.0	-1.8	6	3.3	4.1	-0.8	5.4	7.0	-1.6	6.0	6.6	-0.6	9.4	9.7	-0.3	5.4	5.6	-0.2	2.7	3.3	-0.6	4.6	4.5	0.1
Newstalk ZB	18.5	20.8	-2.3	3	0.8	0.9	-0.1	2.1	1.7	0.4	1.9	1.6	0.3	3.6	4.1	-0.5	7.2	8.2	-1.0	10.2	11.4	-1.2	2.6	3.3	-0.7
Radio Hauraki	6.6	7.2	-0.6	12	1.3	1.9	-0.6	2.5	3.1	-0.6	2.8	3.2	-0.4	4.8	4.9	-0.1	2.4	1.9	0.5	0.5	0.3	0.2	1.5	1.7	-0.2
Radio Kahungunu	2.6	2.1	0.5	13	0.6	0.6	0.0	0.5	0.4	0.1	0.6	0.5	0.1	1.4	0.9	0.5	0.8	0.4	0.4	0.2	0.2	0.0	0.5	0.1	0.4
Rhema	1.2	1.3	-0.1	15	0.3	0.4	-0.1	0.1	0.2	-0.1	0.3	0.2	0.1	0.4	0.4	0.0	0.3	0.5	-0.2	0.3	0.3	0.0	0.2	0.2	0.0
Rock	17.0	17.8	-0.8	5	3.9	4.1	-0.2	8.0	7.2	0.8	6.7	6.4	0.3	11.1	10.9	0.2	5.6	6.2	-0.6	1.8	2.5	-0.7	3.6	3.7	-0.1
SENZ Sport	0.4	0.9	-0.5	18	0.2	0.3	-0.1	*	*	*	*	*	*	0.2	0.4	-0.2	0.2	0.4	-0.2	*	0.2	*	*	*	*
Star	0.8	0.5	0.3	17	0.3	0.3	0.0	0.2	0.2	0.0	*	*	*	*	*	*	*	*	*	0.3	0.2	0.1	*	*	*
The Hits	20.4	17.5	2.9	1	4.9	4.6	0.3	8.4	7.1	1.3	7.1	6.0	1.1	10.2	8.4	1.8	5.2	4.5	0.7	4.3	3.9	0.4	5.3	3.9	1.4
The Sound	12.3	14.0	-1.7	9	1.1	1.6	-0.5	3.9	4.3	-0.4	3.2	3.3	-0.1	5.0	6.4	-1.4	5.6	6.6	-1.0	6.1	6.0	0.1	2.1	3.1	-1.0
ZM	13.0	12.7	0.3	8	4.6	5.1	-0.5	6.6	6.2	0.4	6.2	6.0	0.2	6.9	6.3	0.6	2.2	1.5	0.7	1.5	1.3	0.2	4.1	4.3	-0.2
MediaWorks Combo	73.8	76.5	-2.7		12.5	13.8	-1.3	23.6	24.3	-0.7	22.2	22.0	0.2	35.3	35.9	-0.6	26.4	27.4	-1.0	21.6	22.3	-0.7	16.8	16.9	-0.1
NZME Combo	57.5	57.3	0.2		10.2	10.7	-0.5	18.3	16.6	1.7	16.7	14.6	2.1	25.6	23.9	1.7	18.1	18.4	-0.3	16.4	17.3	-0.9	12.4	12.7	-0.3
All Commercial Radio	102.9	102.5	0.4		17.5	17.6	-0.1	31.1	30.6	0.5	30.1	28.6	1.5	47.4	46.1	1.3	34.2	34.8	-0.6	29.2	30.0	-0.8	22.6	22.1	0.5
Potential (000)	140.6	138.9	1.7		29.7	29.5	0.2	42.4	41.7	0.7	39.9	38.9	1.0	59.9	58.9	1.0	40.3	40.0	0.3	36.9	36.8	0.1	27.7	28.1	-0.4
Sample	941	975	-34		173	185	-12	257	273	-16	269	276	-7	393	396	-3	254	257	-3	270	285	-15	194	196	-2

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	This	Last	+/-
Potential (000)	140.6	138.9	1.7
Sample Size	941	975	-34

	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	10.6	11.4	-0.8	3	10.5	10.7	-0.2	11.2	12.0	-0.8	7.6	8.3	-0.7	2.6	2.8	-0.2	1.4	1.9	-0.5	8.6	9.0	-0.4
Coast	5.7	6.0	-0.3	9	5.7	6.7	-1.0	5.5	5.7	-0.2	3.6	3.5	0.1	0.8	0.5	0.3	1.0	0.9	0.1	4.2	3.7	0.5
Edge	5.2	9.4	-4.2	10	4.7	6.8	-2.1	5.4	9.1	-3.7	5.7	9.3	-3.6	2.9	4.4	-1.5	1.3	1.6	-0.3	7.3	9.9	-2.6
Gold Sport	0.5	0.1	0.4	16	0.1	0.1	0.0	0.4	0.3	0.1	0.2	0.1	0.1	0.4	0.1	0.3	*	*	*	0.6	0.7	-0.1
Life FM	1.1	1.1	0.0	13	0.9	0.8	0.1	0.9	1.0	-0.1	0.7	0.8	-0.1	0.1	0.1	0.0	0.1	0.1	0.0	1.5	1.6	-0.1
Magic	10.0	9.1	0.9	6	12.7	12.3	0.4	11.3	11.3	0.0	9.0	9.5	-0.5	3.2	3.6	-0.4	2.1	1.3	0.8	13.8	13.5	0.3
Mai FM	10.2	9.6	0.6	4	9.7	8.2	1.5	8.1	6.9	1.2	5.5	6.5	-1.0	3.4	3.7	-0.3	2.8	3.0	-0.2	9.2	8.0	1.2
More FM	9.3	11.2	-1.9	7	6.7	7.5	-0.8	7.5	8.2	-0.7	8.0	8.0	0.0	2.0	1.5	0.5	1.5	2.3	-0.8	8.8	10.1	-1.3
Newstalk ZB	12.2	13.9	-1.7	1	8.8	10.9	-2.1	9.8	10.4	-0.6	9.7	10.1	-0.4	6.0	7.0	-1.0	4.5	5.9	-1.4	10.5	12.3	-1.8
Radio Hauraki	3.3	3.6	-0.3	12	2.9	3.1	-0.2	4.3	5.1	-0.8	3.6	3.6	0.0	0.7	1.0	-0.3	0.5	0.8	-0.3	3.4	3.6	-0.2
Radio Kahungunu	0.9	0.9	0.0	14	1.3	0.9	0.4	1.0	1.1	-0.1	0.7	0.5	0.2	0.8	0.6	0.2	0.3	0.5	-0.2	1.6	1.5	0.1
Rhema	0.4	0.5	-0.1	17	0.7	0.7	0.0	0.6	0.6	0.0	0.4	0.4	0.0	0.2	0.3	-0.1	0.4	0.5	-0.1	0.9	1.2	-0.3
Rock	10.9	11.1	-0.2	2	9.6	9.5	0.1	9.7	10.7	-1.0	8.3	9.4	-1.1	2.1	3.1	-1.0	4.6	5.3	-0.7	8.9	9.3	-0.4
SENZ Sport	*	0.2	*	*	*	*	*	0.2	0.2	0.0	0.1	0.3	-0.2	0.1	0.1	0.0	*	0.2	*	0.4	0.7	-0.3
Star	0.6	0.4	0.2	15	0.3	0.2	0.1	0.4	0.2	0.2	0.2	0.2	0.0	0.1	*	*	0.2	*	*	0.5	0.3	0.2
The Hits	10.2	9.3	0.9	4	8.4	7.7	0.7	11.3	8.2	3.1	10.8	9.1	1.7	3.4	1.9	1.5	2.3	2.6	-0.3	11.8	9.8	2.0
The Sound	5.1	6.5	-1.4	11	5.7	6.5	-0.8	7.4	9.4	-2.0	5.0	5.3	-0.3	1.6	1.6	0.0	2.6	2.4	0.2	6.5	6.3	0.2
ZM	9.0	9.0	0.0	8	5.8	5.6	0.2	9.0	9.0	0.0	6.9	7.2	-0.3	1.6	1.8	-0.2	1.5	1.4	0.1	7.3	8.0	-0.7
MediaWorks Combo	52.3	55.3	-3.0		45.4	46.3	-0.9	48.3	50.9	-2.6	40.0	45.4	-5.4	15.2	17.4	-2.2	12.1	13.4	-1.3	51.5	54.0	-2.5
NZME Combo	37.5	38.7	-1.2		29.3	31.6	-2.3	37.4	35.3	2.1	32.4	31.0	1.4	12.4	11.3	1.1	9.3	11.1	-1.8	35.5	35.6	-0.1
All Commercial Radio	79.7	80.5	-0.8		65.4	66.4	-1.0	76.3	75.6	0.7	67.6	70.3	-2.7	26.7	27.4	-0.7	20.2	22.2	-2.0	78.3	79.2	-0.9

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 Sport, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui



HAWKE'S BAY COMMERCIAL RADIO - SURVEY 1 2024

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

Survey Comparisons: 3/2023 - 1/2024

This 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
Last Survey Period: Sun Sep 4 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 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	8:54	9:21	-0:26	3:48	10:40	-6:52	7:05	7:02	0:02	7:02	7:09	-0:07	8:39	8:47	-0:08	10:26	10:06	0:19	9:57	9:38	0:19	9:24	10:32	-1:07
Coast	8:05	8:30	-0:25	4:45	*	*	4:30	6:17	-1:46	5:18	6:34	-1:15	7:59	7:46	0:13	9:17	8:35	0:41	8:35	8:58	-0:23	5:45	5:30	0:14
Edge	4:39	5:54	-1:14	6:00	6:17	-0:16	4:43	6:17	-1:34	4:20	6:44	-2:23	4:08	6:01	-1:53	2:36	3:47	-1:11	1:15	2:04	-0:48	4:30	5:30	-1:00
Gold Sport	7:36	8:14	-0:37	0:15	0:15	0:00	4:15	4:15	0:00	3:12	4:15	-1:02	3:28	5:36	-2:08	4:02	10:00	-5:58	*	8:00	*	10:00	10:00	0:00
Life FM	5:17	5:16	0:00	1:16	0:59	0:17	2:11	1:33	0:38	2:11	1:26	0:44	5:13	5:40	-0:27	12:33	11:32	1:01	17:26	*	*	5:51	6:30	-0:38
Magic	11:45	10:57	0:47	1:34	2:32	-0:58	7:07	7:02	0:04	6:52	7:18	-0:26	7:47	7:08	0:38	12:31	11:05	1:26	12:14	11:33	0:40	9:40	10:57	-1:17
Mai FM	12:13	10:58	1:14	8:16	9:04	-0:47	12:47	12:49	-0:01	14:02	13:26	0:36	14:36	12:05	2:30	14:56	5:30	9:25	0:45	0:45	0:00	17:54	13:13	4:41
More FM	6:07	7:01	-0:53	4:59	6:04	-1:04	6:57	6:52	0:05	5:05	5:22	-0:17	6:39	7:42	-1:02	8:21	10:05	-1:43	5:48	5:53	-0:04	4:59	7:20	-2:20
Newstalk ZB	14:38	14:43	-0:05	1:18	1:11	0:07	4:02	4:20	-0:18	6:58	9:17	-2:18	7:37	7:15	0:22	16:50	16:12	0:38	15:54	16:36	-0:41	29:30	25:34	3:55
Radio Hauraki	7:43	8:01	-0:18	10:17	9:31	0:46	6:02	7:32	-1:29	5:53	6:21	-0:28	7:30	7:53	-0:22	8:59	9:53	-0:54	3:29	1:44	1:45	8:05	6:52	1:13
Radio Kahungunu	5:08	4:37	0:30	5:02	3:40	1:22	4:03	4:14	-0:11	5:31	2:53	2:38	5:11	4:56	0:15	4:56	7:28	-2:32	4:30	4:30	0:00	1:52	3:45	-1:52
Rhema	3:41	3:23	0:18	4:17	4:27	-0:10	9:30	6:15	3:15	4:28	4:52	-0:23	3:03	2:52	0:11	1:02	0:57	0:05	2:35	1:16	1:18	3:45	1:30	2:15
Rock	10:47	10:51	-0:04	4:37	4:57	-0:19	11:46	12:34	-0:47	13:47	12:40	1:07	12:45	12:40	0:04	12:04	13:21	-1:16	12:49	12:24	0:24	12:29	13:03	-0:33
SENZ Sport	1:55	4:00	-2:05	0:15	0:15	0:00	*	*	*	*	*	*	2:15	4:01	-1:46	2:15	4:01	-1:46	*	9:45	*	*	*	*
Star	7:15	2:51	4:24	1:06	0:58	0:08	1:30	1:30	0:00	*	*	*	*	*	*	*	*	*	4:17	6:45	-2:27	*	*	*
The Hits	6:53	6:41	0:11	4:04	6:01	-1:57	6:09	5:53	0:16	6:19	5:03	1:16	6:27	6:03	0:23	6:17	6:54	-0:37	8:07	7:05	1:01	6:45	6:35	0:10
The Sound	10:55	11:10	-0:15	3:27	6:19	-2:51	4:04	5:51	-1:46	4:33	5:17	-0:44	9:10	6:55	2:14	17:12	16:07	1:05	13:44	17:03	-3:18	8:03	5:13	2:49
ZM	8:05	8:22	-0:17	6:10	6:09	0:01	7:57	8:14	-0:17	9:04	9:18	-0:13	8:44	9:27	-0:43	9:15	11:25	-2:10	10:56	11:51	-0:55	8:56	10:09	-1:13
MediaWorks Combo	13:51	14:26	-0:35	8:36	11:01	-2:24	14:30	15:48	-1:18	14:02	14:53	-0:51	14:36	14:54	-0:18	15:56	16:02	-0:06	15:11	15:29	-0:17	14:42	14:32	0:09
NZME Combo	11:26	11:51	-0:24	6:43	7:49	-1:05	7:49	8:17	-0:27	8:37	9:08	-0:30	8:56	9:11	-0:14	13:58	14:02	-0:04	15:18	15:32	-0:13	14:16	14:36	-0:19
All Commercial Radio	17:46	18:49	-1:02	10:40	13:59	-3:19	17:01	18:15	-1:14	16:36	17:21	-0:45	17:11	17:53	-0:41	21:48	22:08	-0:19	21:39	21:54	-0:14	19:53	20:38	-0:44
Potential (000)	140.6	138.9	1.7	29.7	29.5	0.2	42.4	41.7	0.7	39.9	38.9	1.0	59.9	58.9	1.0	40.3	40.0	0.3	36.9	36.8	0.1	27.7	28.1	-0.4
Sample	941	975	-34	173	185	-12	257	273	-16	269	276	-7	393	396	-3	254	257	-3	270	285	-15	194	196	-2

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 Sport, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui



HAWKE'S BAY COMMERCIAL RADIO - SURVEY 1 2024

Average Time Spent Listening (hh:mm) by Daypart, People 10+
Survey Comparisons: 3/2023 - 1/2024

This 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
Last Survey Period: Sun Sep 4 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023

	This	Last	+/-
Potential (000)	140.6	138.9	1.7
Sample Size	941	975	-34

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

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 Sport, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui