

HAWKE'S BAY COMMERCIAL RADIO - SURVEY 1 2022

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

Survey Comparisons: 4/2021 - 1/2022

This Survey Period: Sun Apr 11 to Sat Nov 6 2021 & Sun Jan 30 to Sat Apr 9 2022

Last Survey Period: Sun Jan 31 to Sat Nov 6 2021

	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	10.4	9.7	0.7	3	11.8	6.1	5.7	10.1	9.0	1.1	11.6	12.2	-0.6	10.6	10.9	-0.3	12.6	12.0	0.6	10.6	11.4	-0.8	12.2	5.8	6.4
Coast	3.4	3.7	-0.3	11	1.2	1.1	0.1	3.2	2.0	1.2	3.8	2.6	1.2	5.0	5.4	-0.4	4.3	5.2	-0.9	2.3	1.7	0.6	2.5	4.1	-1.6
Edge	4.3	4.7	-0.4	10	9.8	10.2	-0.4	4.9	5.5	-0.6	4.5	4.1	0.4	4.6	5.2	-0.6	4.5	5.6	-1.1	2.6	2.7	-0.1	9.1	11.3	-2.2
Gold AM	0.1	*	*	17	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.1	0.1	0.0	0.1	*	*
Life FM	0.3	0.3	0.0	16	*	0.1	*	0.9	0.7	0.2	1.0	0.8	0.2	0.7	0.6	0.1	*	*	*	*	*	*	0.1	0.1	0.0
Magic*	10.1	12.3	-2.2	4	1.2	1.1	0.1	0.4	1.2	-0.8	0.8	1.8	-1.0	2.5	2.5	0.0	9.8	13.7	-3.9	20.5	26.7	-6.2	5.5	7.4	-1.9
Mai FM	4.5	3.5	1.0	9	13.9	12.2	1.7	11.6	9.0	2.6	7.1	4.3	2.8	5.4	3.8	1.6	1.4	1.6	-0.2	0.2	0.2	0.0	8.0	6.9	1.1
More FM	4.6	4.6	0.0	8	3.6	3.7	-0.1	4.6	4.3	0.3	6.0	5.4	0.6	6.0	5.4	0.6	4.3	3.8	0.5	2.3	2.8	-0.5	5.6	5.2	0.4
Newstalk ZB	19.5	17.1	2.4	1	2.0	2.5	-0.5	8.1	9.2	-1.1	10.0	11.2	-1.2	10.8	11.6	-0.8	16.1	15.2	0.9	31.6	23.9	7.7	5.3	8.0	-2.7
Radio Hauraki	1.3	1.8	-0.5	13	1.2	1.1	0.1	2.3	2.3	0.0	2.6	4.5	-1.9	2.3	3.2	-0.9	1.5	1.1	0.4	0.6	0.8	-0.2	2.5	2.5	0.0
Radio Kahungunu	*	*	*	*	*	*	*	*	0.1	*	*	0.1	*	*	0.1	*	*	*	*	*	*	*	*	*	*
Rhema	0.8	0.7	0.1	14	0.6	0.5	0.1	0.1	0.1	0.0	1.7	1.3	0.4	1.1	1.0	0.1	0.7	0.9	-0.2	0.6	0.8	-0.2	0.7	0.8	-0.1
Rock	14.0	12.9	1.1	2	20.9	21.5	-0.6	30.8	29.5	1.3	26.4	23.4	3.0	23.4	20.8	2.6	10.5	8.9	1.6	2.3	2.7	-0.4	10.3	8.4	1.9
Star	0.5	0.4	0.1	15	*	*	*	0.9	0.3	0.6	1.1	0.6	0.5	0.7	0.4	0.3	0.2	0.2	0.0	0.4	0.4	0.0	0.9	0.9	0.0
The Hits	7.2	8.9	-1.7	6	15.2	18.8	-3.6	8.4	11.5	-3.1	11.0	13.0	-2.0	8.5	10.3	-1.8	5.2	6.8	-1.6	4.3	5.2	-0.9	10.5	13.6	-3.1
The Sound	7.8	7.1	0.7	5	0.6	1.3	-0.7	3.9	4.5	-0.6	4.1	4.9	-0.8	9.4	8.7	0.7	18.3	15.3	3.0	10.8	10.0	0.8	8.0	8.7	-0.7
Today FM/Magic Talk**	1.5	1.7	-0.2	12	0.1	0.1	0.0	1.5	1.3	0.2	1.6	1.4	0.2	1.1	1.2	-0.1	1.3	1.4	-0.1	1.9	1.7	0.2	1.0	0.5	0.5
ZM	5.0	5.3	-0.3	7	16.0	18.3	-2.3	7.8	7.8	0.0	6.3	6.4	-0.1	5.2	5.3	-0.1	3.0	2.1	0.9	1.5	0.7	0.8	12.0	13.3	-1.3
MediaWorks Combo	57.2	56.5	0.7		61.9	56.0	5.9	67.8	64.3	3.5	62.1	57.4	4.7	63.0	58.6	4.4	62.6	62.2	0.4	51.1	58.3	-7.2	59.7	54.3	5.4
NZME Combo	36.9	37.4	-0.5		37.0	43.1	-6.1	30.1	34.2	-4.1	33.8	39.4	-5.6	31.8	36.9	-5.1	30.2	30.5	-0.3	40.3	32.4	7.9	33.0	41.5	-8.5
Potential (000)	137.0	135.0	2.0		29.5	29.3	0.2	40.9	40.0	0.9	38.1	37.0	1.1	58.1	57.0	1.1	39.9	39.7	0.2	36.4	36.2	0.2	22.5	20.1	2.4
Sample	824	812	12		122	132	-10	159	164	-5	160	163	-3	288	300	-12	273	281	-8	292	274	18	128	119	9

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

MediaWorks Combo: Breeze, Edge, Magic, Magic Talk (until 20th March 2022), Mai FM, More FM, Rock, The Sound, Today FM (from 21st March 2022), or internet only listening to George FM

NZME Combo: Coast, Gold AM, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokanui

*Listed as Magic Music in S4 2021

**Today FM/Magic Talk includes Magic Talk for S4 2021 and Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period) for S1 2022

HAWKE'S BAY COMMERCIAL RADIO - SURVEY 1 2022

Station Share (%) by Daypart, People 10+

Survey Comparisons: 4/2021 - 1/2022

This Survey Period: Sun Apr 11 to Sat Nov 6 2021 & Sun Jan 30 to Sat Apr 9 2022

Last Survey Period: Sun Jan 31 to Sat Nov 6 2021

	This	Last	+/-
Potential (000)	137.0	135.0	2.0
Sample Size	824	812	12

	Breakfast				Morning			Afternoon			Drive			Night			Mid Dawn			Weekend			
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	
Breeze	9.4	8.3	1.1	3	11.9	10.5	1.4	10.8	10.2	0.6	9.2	10.1	-0.9	7.5	8.7	-1.2	10.2	8.1	2.1	11.1	10.3	0.8	
Coast	3.5	3.6	-0.1	11	2.4	3.3	-0.9	4.8	5.3	-0.5	3.7	3.5	0.2	3.2	1.8	1.4	1.5	2.8	-1.3	3.0	3.4	-0.4	
Edge	4.4	4.7	-0.3	9	3.7	4.1	-0.4	4.6	4.7	-0.1	5.1	6.2	-1.1	3.8	3.7	0.1	2.6	3.8	-1.2	4.2	4.6	-0.4	
Gold AM	*	*	*	*	*	*	*	*	*	*	0.2	*	*	0.1	0.2	-0.1	*	*	*	0.1	0.1	0.0	
Life FM	0.5	0.4	0.1	15	*	*	*	*	*	*	1.1	0.9	0.2	0.3	0.3	0.0	*	*	*	0.3	0.3	0.0	
Magic*	8.7	10.0	-1.3	4	12.4	15.9	-3.5	10.3	12.5	-2.2	7.7	9.5	-1.8	6.7	7.5	-0.8	1.3	3.2	-1.9	13.0	15.6	-2.6	
Mai FM	3.8	2.7	1.1	10	4.0	3.2	0.8	5.6	4.8	0.8	4.4	3.3	1.1	2.9	2.7	0.2	8.0	7.6	0.4	4.0	2.8	1.2	
More FM	5.5	5.5	0.0	6	4.1	4.2	-0.1	4.6	4.7	-0.1	5.5	5.7	-0.2	1.7	2.0	-0.3	0.8	1.0	-0.2	5.0	4.8	0.2	
Newstalk ZB	27.7	24.2	3.5	1	14.0	11.2	2.8	10.3	8.7	1.6	16.7	12.5	4.2	34.3	30.6	3.7	51.7	50.8	0.9	17.8	16.1	1.7	
Radio Hauraki	1.4	1.3	0.1	12	1.6	1.6	0.0	1.8	2.1	-0.3	1.1	1.4	-0.3	1.5	1.5	0.0	*	1.6	*	1.0	2.3	-1.3	
Radio Kahungunu	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.1	*
Rhema	1.2	0.9	0.3	14	0.3	0.4	-0.1	0.4	0.4	0.0	1.0	0.9	0.1	1.2	1.0	0.2	0.5	0.7	-0.2	1.0	0.9	0.1	
Rock	12.1	11.2	0.9	2	17.0	16.1	0.9	15.6	13.8	1.8	17.4	15.6	1.8	11.6	11.7	-0.1	6.3	8.7	-2.4	11.7	10.6	1.1	
Star	0.4	0.3	0.1	16	0.2	0.2	0.0	0.5	0.5	0.0	0.2	0.1	0.1	2.8	2.0	0.8	1.0	*	*	0.6	0.4	0.2	
The Hits	7.7	11.5	-3.8	5	5.7	7.0	-1.3	7.4	8.8	-1.4	8.0	10.6	-2.6	7.2	7.0	0.2	5.1	3.9	1.2	8.1	8.8	-0.7	
The Sound	5.3	5.2	0.1	7	9.7	8.6	1.1	9.8	8.8	1.0	7.7	7.8	-0.1	6.2	5.7	0.5	2.0	0.5	1.5	8.2	7.5	0.7	
Today FM/Magic Talk**	1.3	1.5	-0.2	13	2.3	2.6	-0.3	1.5	1.6	-0.1	1.4	1.5	-0.1	3.7	4.0	-0.3	1.1	0.4	0.7	0.9	1.0	-0.1	
ZM	4.9	6.3	-1.4	8	5.2	5.2	0.0	7.2	6.9	0.3	5.1	6.3	-1.2	1.0	2.8	-1.8	6.6	2.6	4.0	3.2	3.3	-0.1	
MediaWorks Combo	50.5	49.1	1.4		65.2	65.2	0.0	62.8	61.2	1.6	58.5	59.6	-1.1	44.0	45.9	-1.9	32.4	33.2	-0.8	58.2	57.2	1.0	
NZME Combo	45.6	47.1	-1.5		29.1	28.3	0.8	31.6	32.5	-0.9	35.7	35.3	0.4	47.2	44.6	2.6	64.9	64.6	0.3	33.5	34.8	-1.3	

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

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This Survey Period: Sun Apr 11 to Sat Nov 6 2021 & Sun Jan 30 to Sat Apr 9 2022

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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	20.6	22.6	-2.0	3	4.0	3.7	0.3		4.8	4.7	0.1		5.1	5.9	-0.8		8.1	9.5	-1.4		8.3	8.9	-0.6		7.5	8.2	-0.7		3.2	2.9	0.3	
Coast	8.2	8.3	-0.1	11	0.4	0.4	0.0		1.7	1.1	0.6		2.3	1.8	0.5		3.9	3.9	0.0		3.2	3.3	-0.1		3.0	2.7	0.3		1.5	1.5	0.0	
Edge	15.1	14.7	0.4	6	5.5	5.1	0.4		6.3	6.2	0.1		5.1	4.6	0.5		7.0	7.1	-0.1		3.5	4.1	-0.6		2.4	2.3	0.1		4.2	3.8	0.4	
Gold AM	0.6	0.3	0.3	17	*	*	*		0.1	*	*		0.1	*	*		0.3	*	*		0.2	0.1	0.1		0.3	0.3	0.0		0.3	*	*	
Life FM	1.7	1.7	0.0	15	*	0.1	*		1.1	0.9	0.2		1.4	1.1	0.3		1.4	1.2	0.2		0.1	0.3	-0.2		*	0.2	*		0.2	0.2	0.0	
Magic*	17.1	17.7	-0.6	5	1.5	1.2	0.3		0.5	0.9	-0.4		1.0	1.5	-0.5		2.5	3.0	-0.5		5.1	5.0	0.1		9.3	9.9	-0.6		2.1	1.4	0.7	
Mai FM	10.4	8.2	2.2	10	5.2	4.2	1.0		6.2	4.5	1.7		3.9	2.5	1.4		4.7	3.6	1.1		0.9	1.3	-0.4		0.3	0.3	0.0		2.1	1.9	0.2	
More FM	15.0	15.1	-0.1	7	3.8	3.6	0.2		4.6	3.8	0.8		4.8	4.0	0.8		7.9	6.9	1.0		4.6	4.8	-0.2		2.6	3.8	-1.2		2.7	2.4	0.3	
Newstalk ZB	21.9	21.8	0.1	2	1.5	2.3	-0.8		1.5	1.8	-0.3		2.5	2.5	0.0		5.6	5.8	-0.2		7.4	7.3	0.1		9.9	9.2	0.7		1.3	1.8	-0.5	
Radio Hauraki	4.8	6.3	-1.5	12	0.7	1.1	-0.4		1.8	2.2	-0.4		1.7	2.7	-1.0		2.4	3.3	-0.9		2.2	2.1	0.1		1.6	1.6	0.0		0.6	1.3	-0.7	
Radio Kahungunu	*	0.4	*	*	*	*	*		*	0.4	*		*	0.4	*		*	0.4	*		*	*	*		*	*	*		*	*	*	
Rhema	3.6	3.8	-0.2	14	0.3	0.3	0.0		0.6	0.4	0.2		1.9	1.5	0.4		2.7	2.5	0.2		1.3	1.9	-0.6		0.6	1.0	-0.4		0.5	0.4	0.1	
Rock	23.0	20.2	2.8	1	5.2	4.8	0.4		13.9	12.0	1.9		11.8	9.7	2.1		15.6	12.8	2.8		4.8	4.4	0.4		2.2	2.6	-0.4		3.4	3.0	0.4	
Star	1.4	1.2	0.2	16	0.2	0.2	0.0		0.4	0.2	0.2		0.5	0.3	0.2		0.6	0.4	0.2		0.4	0.5	-0.1		0.4	0.5	-0.1		0.3	0.3	0.0	
The Hits	20.2	22.3	-2.1	4	4.5	5.9	-1.4		7.5	7.7	-0.2		8.4	8.4	0.0		12.3	12.2	0.1		5.6	6.1	-0.5		3.3	4.3	-1.0		4.5	4.0	0.5	
The Sound	11.5	11.1	0.4	8	0.7	1.0	-0.3		2.3	2.3	0.0		2.5	2.6	-0.1		5.9	5.5	0.4		6.9	5.6	1.3		4.6	4.4	0.2		1.7	1.6	0.1	
Today FM/Magic Talk**	4.7	4.7	0.0	13	0.3	0.2	0.1		1.4	1.1	0.3		1.4	1.1	0.3		1.8	1.6	0.2		1.5	1.7	-0.2		1.6	1.6	0.0		0.6	0.4	0.2	
ZM	11.5	10.8	0.7	8	3.2	3.2	0.0		6.0	5.4	0.6		5.9	5.3	0.6		7.2	6.5	0.7		2.2	1.9	0.3		1.1	1.0	0.1		4.0	3.5	0.5	
MediaWorks Combo	76.7	75.5	1.2		15.0	14.9	0.1		25.7	23.4	2.3		23.4	21.1	2.3		36.2	34.0	2.2		23.9	23.5	0.4		20.3	21.4	-1.1		13.7	11.4	2.3	
NZME Combo	56.3	56.5	-0.2		9.0	10.4	-1.4		14.8	14.6	0.2		17.0	17.0	0.0		26.3	26.0	0.3		17.2	16.5	0.7		15.8	15.2	0.6		9.7	9.0	0.7	
All Commercial Radio	103.7	102.3	1.4		18.4	19.6	-1.2		31.0	29.2	1.8		31.6	28.8	2.8		49.3	46.3	3.0		32.9	32.3	0.6		27.3	27.9	-0.6		18.5	15.7	2.8	
Potential (000)	137.0	135.0	2.0		29.5	29.3	0.2		40.9	40.0	0.9		38.1	37.0	1.1		58.1	57.0	1.1		39.9	39.7	0.2		36.4	36.2	0.2		22.5	20.1	2.4	
Sample	824	812	12		122	132	-10		159	164	-5		160	163	-3		288	300	-12		273	281	-8		292	274	18		128	119	9	

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	This	Last	+/-
Potential (000)	137.0	135.0	2.0
Sample Size	824	812	12

	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	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-			
Breeze	9.5	10.3	-0.8	4	9.0	9.0	0.0	10.3	10.6	-0.3	9.6	10.3	-0.7	3.3	3.9	-0.6	2.9	3.2	-0.3	11.2	11.4	-0.2						
Coast	3.3	3.8	-0.5	11	2.8	3.4	-0.6	4.3	4.2	0.1	3.3	2.5	0.8	1.4	0.7	0.7	0.4	0.4	0.0	4.6	4.2	0.4						
Edge	8.5	8.5	0.0	7	5.4	5.4	0.0	9.2	7.7	1.5	7.4	7.6	-0.2	3.9	3.4	0.5	1.6	2.2	-0.6	9.5	9.3	0.2						
Gold AM	0.1	*	*	17	0.1	*	*	0.1	*	*	0.2	*	*	0.1	0.1	0.0	*	*	*	0.3	0.2	0.1						
Life FM	0.9	0.6	0.3	15	*	0.1	*	*	0.1	*	1.0	0.8	0.2	0.3	0.3	0.0	*	*	*	1.0	1.0	0.0						
Magic*	10.1	10.1	0.0	3	10.3	11.7	-1.4	11.2	12.4	-1.2	8.6	8.7	-0.1	2.8	3.1	-0.3	0.7	0.9	-0.2	11.9	13.8	-1.9						
Mai FM	6.3	4.2	2.1	8	4.3	3.0	1.3	6.5	5.1	1.4	5.1	3.2	1.9	1.3	1.1	0.2	3.0	2.9	0.1	5.3	4.4	0.9						
More FM	8.8	9.3	-0.5	6	5.2	5.5	-0.3	6.3	6.0	0.3	5.3	6.0	-0.7	2.7	2.5	0.2	0.4	0.5	-0.1	7.0	7.1	-0.1						
Newstalk ZB	17.3	17.2	0.1	1	9.4	8.8	0.6	10.0	9.3	0.7	9.5	9.0	0.5	7.4	7.3	0.1	8.4	7.8	0.6	15.6	13.8	1.8						
Radio Hauraki	1.3	1.7	-0.4	14	1.1	1.3	-0.2	1.6	2.5	-0.9	1.2	1.7	-0.5	0.8	0.7	0.1	*	0.2	*	3.2	4.4	-1.2						
Radio Kahungunu	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.4	*					
Rhema	2.0	1.9	0.1	12	1.1	1.4	-0.3	1.2	1.0	0.2	1.6	1.8	-0.2	0.8	0.6	0.2	0.4	0.7	-0.3	2.5	2.3	0.2						
Rock	14.3	13.0	1.3	2	10.0	8.7	1.3	14.7	12.1	2.6	15.4	12.9	2.5	4.7	4.4	0.3	3.0	2.7	0.3	16.7	14.8	1.9						
Star	0.7	0.4	0.3	16	0.1	0.1	0.0	0.6	0.6	0.0	0.4	0.3	0.1	0.6	0.4	0.2	0.2	*	*	0.9	0.7	0.2						
The Hits	9.3	12.4	-3.1	5	9.0	9.1	-0.1	11.8	12.6	-0.8	10.7	12.2	-1.5	4.7	4.7	0.0	2.5	2.6	-0.1	9.7	11.1	-1.4						
The Sound	6.1	6.0	0.1	10	6.7	6.2	0.5	7.0	6.2	0.8	6.1	5.3	0.8	1.7	1.3	0.4	0.7	0.2	0.5	6.2	6.5	-0.3						
Today FM/Magic Talk**	2.0	1.8	0.2	12	2.2	2.2	0.0	1.7	1.9	-0.2	1.2	1.0	0.2	0.8	0.7	0.1	0.4	0.3	0.1	1.7	1.7	0.0						
ZM	6.2	5.8	0.4	9	4.1	4.2	-0.1	7.8	6.9	0.9	6.6	5.9	0.7	1.5	1.3	0.2	1.2	1.7	-0.5	6.1	6.1	0.0						
MediaWorks Combo	51.8	50.4	1.4		43.8	42.8	1.0	52.2	48.6	3.6	48.7	45.6	3.1	18.0	18.1	-0.1	10.9	11.4	-0.5	55.9	56.7	-0.8						
NZME Combo	35.7	37.2	-1.5		25.1	25.1	0.0	31.7	31.5	0.2	29.8	29.5	0.3	15.1	14.7	0.4	12.3	12.5	-0.2	37.9	37.7	0.2						
All Commercial Radio	77.4	76.9	0.5		62.8	62.4	0.4	75.7	72.9	2.8	72.6	69.8	2.8	30.2	29.9	0.3	23.3	23.4	-0.1	82.4	82.1	0.3						

MediaWorks Combo: Breeze, Edge, Magic, Magic Talk (until 20th March 2022), Mai FM, More FM, Rock, The Sound, Today FM (from 21st March 2022), or internet only listening to George FM

NZME Combo: Coast, Gold AM, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui

*Listed as Magic Music in S4 2021

**Today FM/Magic Talk includes Magic Talk for S4 2021 and Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period) for S1 2022



HAWKE'S BAY COMMERCIAL RADIO - SURVEY 1 2022

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

Survey Comparisons: 4/2021 - 1/2022

This Survey Period: Sun Apr 11 to Sat Nov 6 2021 & Sun Jan 30 to Sat Apr 9 2022

Last Survey Period: Sun Jan 31 to Sat Nov 6 2021

	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	6:59	1:37	7:19	4:06	3:13	10:26	8:57	1:28	10:31	8:56	1:34	9:46	7:49	1:56	8:18	7:19	0:58	7:18	7:26	-0:07	8:23	3:38	4:45
Coast	7:05	7:18	-0:12	6:32	6:13	0:19	9:26	8:41	0:44	7:33	6:14	1:19	9:34	9:22	0:12	7:32	8:30	-0:58	3:59	3:23	0:36	3:46	5:11	-1:24
Edge	4:48	5:09	-0:21	4:23	4:58	-0:34	3:50	4:09	-0:18	4:07	3:49	0:17	4:57	5:01	-0:03	6:56	7:23	-0:26	5:36	6:27	-0:51	4:47	5:27	-0:40
Gold AM	1:22	1:19	0:03	*	*	*	1:15	*	*	1:15	*	*	1:07	*	*	1:10	1:30	-0:19	1:53	1:19	0:33	1:07	*	*
Life FM	2:53	2:21	0:32	*	1:30	*	4:00	3:48	0:12	3:27	3:12	0:15	3:22	3:08	0:14	2:15	0:50	1:24	*	0:15	*	1:00	1:00	0:00
Magic*	10:02	11:18	-1:16	1:59	2:10	-0:11	4:00	6:10	-2:10	3:47	5:11	-1:23	7:30	5:36	1:54	10:34	14:56	-4:22	11:22	14:15	-2:52	5:49	10:02	-4:12
Mai FM	7:21	7:03	0:18	6:34	7:15	-0:40	9:13	9:29	-0:15	8:31	7:23	1:07	8:34	7:07	1:27	8:45	6:40	2:04	3:34	3:28	0:06	8:18	6:30	1:47
More FM	5:11	4:56	0:15	2:21	2:33	-0:12	4:52	5:26	-0:33	5:53	5:49	0:03	5:41	5:15	0:26	5:05	4:17	0:47	4:35	3:59	0:36	4:35	3:52	0:42
Newstalk ZB	15:10	12:42	2:27	3:23	2:46	0:36	26:00	23:42	2:17	18:59	19:39	-0:40	14:21	13:33	0:47	11:55	11:20	0:34	16:33	13:46	2:46	8:42	8:06	0:35
Radio Hauraki	4:44	4:34	0:09	4:00	2:23	1:36	6:03	4:59	1:03	6:50	7:19	-0:29	7:13	6:34	0:39	3:40	2:47	0:52	1:50	2:30	-0:39	8:52	3:22	5:30
Radio Kahungunu	*	1:00	*	*	*	*	*	1:00	*	*	1:00	*	*	1:00	*	*	*	*	*	*	*	*	*	*
Rhema	3:38	3:06	0:31	5:00	3:23	1:36	1:00	1:00	0:00	4:04	3:50	0:13	3:06	2:36	0:30	3:00	2:31	0:28	5:26	4:21	1:05	3:10	3:15	-0:05
Rock	10:20	10:21	-0:00	9:50	11:08	-1:18	10:53	11:29	-0:36	10:30	10:22	0:07	11:11	11:00	0:11	11:53	10:51	1:02	5:27	5:36	-0:09	6:34	5:09	1:24
Star	6:33	5:12	1:20	0:19	0:20	-0:01	10:54	8:00	2:54	9:41	7:07	2:34	8:21	5:43	2:38	2:55	2:32	0:23	5:00	4:08	0:52	6:30	6:09	0:20
The Hits	6:06	6:28	-0:22	8:17	8:03	0:14	5:29	6:57	-1:28	6:07	6:40	-0:33	5:08	5:44	-0:35	5:07	6:04	-0:56	6:45	6:24	0:21	5:08	6:15	-1:06
The Sound	11:37	10:27	1:09	2:06	3:15	-1:08	8:21	9:02	-0:41	7:34	7:54	-0:20	11:53	10:44	1:08	14:31	14:41	-0:10	12:12	11:59	0:12	10:10	9:59	0:10
Today FM/Magic Talk**	5:30	5:46	-0:15	1:00	1:00	0:00	5:05	5:32	-0:26	5:05	5:32	-0:26	4:40	4:56	-0:15	4:50	4:32	0:18	6:18	5:33	0:44	3:23	2:09	1:14
ZM	7:29	7:55	-0:25	12:29	14:15	-1:45	6:23	6:45	-0:22	4:55	5:10	-0:14	5:20	5:28	-0:08	7:38	5:52	1:45	7:18	4:05	3:12	6:40	6:54	-0:14
MediaWorks Combo	12:41	12:10	0:31	10:10	9:27	0:43	12:58	12:53	0:04	12:23	11:42	0:40	13:00	11:40	1:20	14:21	14:20	0:01	13:05	14:29	-1:23	9:35	8:42	0:52
NZME Combo	11:09	10:45	0:24	10:10	10:26	-0:16	9:58	11:01	-1:03	9:18	9:59	-0:40	9:03	9:37	-0:34	9:38	10:00	-0:21	13:13	11:19	1:53	7:32	8:25	-0:53
All Commercial Radio	16:24	15:53	0:31	13:25	12:50	0:34	15:51	16:03	-0:12	14:46	14:55	-0:09	15:10	14:38	0:31	16:40	16:45	-0:05	19:01	19:01	-0:00	11:57	11:39	0:18
Potential (000)	137.0	135.0	2.0	29.5	29.3	0.2	40.9	40.0	0.9	38.1	37.0	1.1	58.1	57.0	1.1	39.9	39.7	0.2	36.4	36.2	0.2	22.5	20.1	2.4
Sample	824	812	12	122	132	-10	159	164	-5	160	163	-3	288	300	-12	273	281	-8	292	274	18	128	119	9

MediaWorks Combo: Breeze, Edge, Magic, Magic Talk (until 20th March 2022), Mai FM, More FM, Rock, The Sound, Today FM (from 21st March 2022), or internet only listening to George FM

NZME Combo: Coast, Gold AM, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokanui

*Listed as Magic Music in S4 2021

**Today FM/Magic Talk includes Magic Talk for S4 2021 and Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period) for S1 2022



HAWKE'S BAY COMMERCIAL RADIO - SURVEY 1 2022

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

Survey Comparisons: 4/2021 - 1/2022

This Survey Period: Sun Apr 11 to Sat Nov 6 2021 & Sun Jan 30 to Sat Apr 9 2022

Last Survey Period: Sun Jan 31 to Sat Nov 6 2021

	This	Last	+/-
Potential (000)	137.0	135.0	2.0
Sample Size	824	812	12

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

MediaWorks Combo: Breeze, Edge, Magic, Magic Talk (until 20th March 2022), Mai FM, More FM, Rock, The Sound, Today FM (from 21st March 2022), or internet only listening to George FM

NZME Combo: Coast, Gold AM, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui

*Listed as Magic Music in S4 2021

**Today FM/Magic Talk includes Magic Talk for S4 2021 and Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period) for S1 2022