



HAWKE'S BAY COMMERCIAL RADIO - SURVEY 2 2022

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

Survey Comparisons: 1/2022 - 2/2022

This Survey Period: Sun Jun 20 to Sat Nov 6 2021 & Sun Jan 30 to Sat Jun 18 2022

Last Survey Period: Sun Apr 11 to Sat Nov 6 2021 & Sun Jan 30 to Sat Apr 9 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	10.5	10.4	0.1	3	13.4	11.8	1.6	9.1	10.1	-1.0	9.6	11.6	-2.0	9.7	10.6	-0.9	12.7	12.6	0.1	10.7	10.6	0.1	12.9	12.2	0.7
Coast	3.5	3.4	0.1	11	0.2	1.2	-1.0	2.5	3.2	-0.7	3.2	3.8	-0.6	5.5	5.0	0.5	4.7	4.3	0.4	3.2	2.3	0.9	1.3	2.5	-1.2
Edge	4.4	4.3	0.1	10	8.6	9.8	-1.2	5.7	4.9	0.8	5.9	4.5	1.4	5.6	4.6	1.0	4.1	4.5	-0.4	2.4	2.6	-0.2	9.7	9.1	0.6
Gold AM	*	0.1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0
Life FM	0.4	0.3	0.1	17	*	*	*	1.1	0.9	0.2	1.2	1.0	0.2	1.0	0.7	0.3	0.3	*	*	*	*	0.4	0.1	0.3	
Magic	9.7	10.1	-0.4	4	1.7	1.2	0.5	0.7	0.4	0.3	0.8	0.8	0.0	2.9	2.5	0.4	9.7	9.8	-0.1	16.6	20.5	-3.9	4.6	5.5	-0.9
Mai FM	5.7	4.5	1.2	8	15.3	13.9	1.4	14.6	11.6	3.0	11.2	7.1	4.1	7.2	5.4	1.8	1.4	1.4	0.0	0.9	0.2	0.7	9.5	8.0	1.5
More FM	5.8	4.6	1.2	7	4.3	3.6	0.7	4.6	4.6	0.0	6.3	6.0	0.3	7.3	6.0	1.3	5.4	4.3	1.1	2.1	2.3	-0.2	6.6	5.6	1.0
Newstalk ZB	17.3	19.5	-2.2	1	2.7	2.0	0.7	7.0	8.1	-1.1	8.1	10.0	-1.9	7.3	10.8	-3.5	11.8	16.1	-4.3	28.2	31.6	-3.4	4.6	5.3	-0.7
Radio Hauraki	1.6	1.3	0.3	12	1.3	1.2	0.1	1.4	2.3	-0.9	2.1	2.6	-0.5	2.9	2.3	0.6	2.6	1.5	1.1	0.7	0.6	0.1	3.8	2.5	1.3
Radio Kahungunu	0.6	*	*	16	0.6	*	*	*	*	*	*	*	*	*	*	*	1.5	*	*	1.6	*	*	3.6	*	*
Rhema	1.4	0.8	0.6	13	0.7	0.6	0.1	0.1	0.1	0.0	2.4	1.7	0.7	1.9	1.1	0.8	1.5	0.7	0.8	1.6	0.6	1.0	2.8	0.7	2.1
Rock	13.7	14.0	-0.3	2	19.6	20.9	-1.3	31.4	30.8	0.6	25.9	26.4	-0.5	23.5	23.4	0.1	11.9	10.5	1.4	3.7	2.3	1.4	12.6	10.3	2.3
Star	1.0	0.5	0.5	14	*	*	*	0.9	0.9	0.0	1.2	1.1	0.1	0.7	0.7	0.0	0.1	0.2	-0.1	1.4	0.4	1.0	0.7	0.9	-0.2
The Hits	6.9	7.2	-0.3	6	11.7	15.2	-3.5	9.6	8.4	1.2	12.4	11.0	1.4	9.1	8.5	0.6	4.7	5.2	-0.5	4.3	4.3	0.0	12.9	10.5	2.4
The Sound	8.8	7.8	1.0	5	0.6	0.6	0.0	2.2	3.9	-1.7	2.8	4.1	-1.3	8.8	9.4	-0.6	20.9	18.3	2.6	14.9	10.8	4.1	1.7	8.0	-6.3
Today FM/Magic Talk*	1.0	1.5	-0.5	14	0.1	0.1	0.0	0.9	1.5	-0.6	1.0	1.6	-0.6	0.8	1.1	-0.3	1.1	1.3	-0.2	1.5	1.9	-0.4	1.6	1.0	0.6
ZM	5.1	5.0	0.1	9	18.2	16.0	2.2	7.6	7.8	-0.2	5.0	6.3	-1.3	4.4	5.2	-0.8	2.7	3.0	-0.3	1.2	1.5	-0.3	4.4	12.0	-7.6
MediaWorks Combo	59.8	57.2	2.6		63.7	61.9	1.8	69.1	67.8	1.3	63.5	62.1	1.4	65.9	63.0	2.9	67.3	62.6	4.7	52.9	51.1	1.8	59.6	59.7	-0.1
NZME Combo	34.7	36.9	-2.2		34.6	37.0	-2.4	28.3	30.1	-1.8	31.0	33.8	-2.8	29.4	31.8	-2.4	26.5	30.2	-3.7	37.7	40.3	-2.6	27.1	33.0	-5.9
Potential (000)	137.0	137.0	0.0		29.5	29.5	0.0	40.8	40.9	-0.1	38.1	38.1	0.0	58.1	58.1	0.0	39.9	39.9	0.0	36.4	36.4	0.0	24.0	22.5	1.5
Sample	804	824	-20		120	122	-2	161	159	2	168	160	8	278	288	-10	249	273	-24	295	292	3	129	128	1

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

*Today FM/Magic Talk includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period for S1 2022 / 13 weeks of survey period for S2 2022)



HAWKE'S BAY COMMERCIAL RADIO - SURVEY 2 2022

Station Share (%) by Daypart, People 10+

Survey Comparisons: 1/2022 - 2/2022

This Survey Period: Sun Jun 20 to Sat Nov 6 2021 & Sun Jan 30 to Sat Jun 18 2022

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

	This	Last	+/-
Potential (000)	137.0	137.0	0.0
Sample Size	804	824	-20

	Breakfast				Morning			Afternoon			Drive			Night			Mid Dawn			Weekend		
	Mon-Fri 6am-9am		+/-	Rank	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	8.1	9.4	-1.3	3	14.2	11.9	2.3	12.2	10.8	1.4	9.6	9.2	0.4	7.3	7.5	-0.2	7.4	10.2	-2.8	9.6	11.1	-1.5
Coast	3.8	3.5	0.3	11	3.6	2.4	1.2	5.3	4.8	0.5	2.6	3.7	-1.1	2.5	3.2	-0.7	1.1	1.5	-0.4	2.6	3.0	-0.4
Edge	4.2	4.4	-0.2	10	4.2	3.7	0.5	4.6	4.6	0.0	5.8	5.1	0.7	4.8	3.8	1.0	0.5	2.6	-2.1	4.8	4.2	0.6
Gold AM	*	*	*	*	*	*	*	*	*	*	0.1	0.2	-0.1	*	0.1	*	*	*	*	0.1	0.1	0.0
Life FM	0.6	0.5	0.1	17	0.1	*	*	0.1	*	*	1.4	1.1	0.3	0.1	0.3	-0.2	0.1	*	*	0.4	0.3	0.1
Magic	7.4	8.7	-1.3	5	11.0	12.4	-1.4	9.2	10.3	-1.1	8.5	7.7	0.8	9.4	6.7	2.7	5.7	1.3	4.4	13.2	13.0	0.2
Mai FM	6.5	3.8	2.7	6	4.9	4.0	0.9	6.5	5.6	0.9	4.5	4.4	0.1	4.0	2.9	1.1	9.8	8.0	1.8	4.7	4.0	0.7
More FM	5.9	5.5	0.4	8	5.5	4.1	1.4	6.0	4.6	1.4	7.7	5.5	2.2	3.4	1.7	1.7	1.4	0.8	0.6	6.2	5.0	1.2
Newstalk ZB	21.8	27.7	-5.9	1	11.7	14.0	-2.3	9.0	10.3	-1.3	12.3	16.7	-4.4	38.8	34.3	4.5	46.1	51.7	-5.6	17.7	17.8	-0.1
Radio Hauraki	2.3	1.4	0.9	12	1.0	1.6	-0.6	0.9	1.8	-0.9	3.8	1.1	2.7	2.2	1.5	0.7	0.3	*	*	1.2	1.0	0.2
Radio Kahungunu	1.1	*	*	15	0.5	*	*	0.7	*	*	0.5	*	*	*	*	*	*	*	*	0.5	*	*
Rhema	1.8	1.2	0.6	13	1.0	0.3	0.7	0.7	0.4	0.3	2.1	1.0	1.1	2.2	1.2	1.0	0.1	0.5	-0.4	1.7	1.0	0.7
Rock	12.9	12.1	0.8	2	17.4	17.0	0.4	17.3	15.6	1.7	16.8	17.4	-0.6	5.6	11.6	-6.0	6.7	6.3	0.4	9.5	11.7	-2.2
Star	0.7	0.4	0.3	16	0.7	0.2	0.5	0.9	0.5	0.4	0.6	0.2	0.4	2.7	2.8	-0.1	0.8	1.0	-0.2	1.4	0.6	0.8
The Hits	7.7	7.7	0.0	4	6.2	5.7	0.5	7.6	7.4	0.2	6.3	8.0	-1.7	4.9	7.2	-2.3	4.6	5.1	-0.5	7.3	8.1	-0.8
The Sound	6.5	5.3	1.2	6	10.2	9.7	0.5	11.1	9.8	1.3	8.2	7.7	0.5	6.7	6.2	0.5	2.5	2.0	0.5	9.8	8.2	1.6
Today FM/Magic Talk*	1.2	1.3	-0.1	14	1.8	2.3	-0.5	0.6	1.5	-0.9	0.8	1.4	-0.6	1.6	3.7	-2.1	1.0	1.1	-0.1	0.7	0.9	-0.2
ZM	5.9	4.9	1.0	8	3.9	5.2	-1.3	5.2	7.2	-2.0	5.1	5.1	0.0	2.1	1.0	1.1	11.2	6.6	4.6	4.3	3.2	1.1
MediaWorks Combo	52.7	50.5	2.2		69.3	65.2	4.1	67.5	62.8	4.7	61.9	58.5	3.4	42.8	44.0	-1.2	35.1	32.4	2.7	58.8	58.2	0.6
NZME Combo	41.6	45.6	-4.0		26.6	29.1	-2.5	28.1	31.6	-3.5	30.8	35.7	-4.9	50.5	47.2	3.3	63.3	64.9	-1.6	33.3	33.5	-0.2

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, Hokonui

*Today FM/Magic Talk includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period for S1 2022 / 13 weeks of survey period for S2 2022)



HAWKE'S BAY COMMERCIAL RADIO - SURVEY 2 2022

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

Survey Comparisons: 1/2022 - 2/2022

This Survey Period: Sun Jun 20 to Sat Nov 6 2021 & Sun Jan 30 to Sat Jun 18 2022

Last Survey Period: Sun Apr 11 to Sat Nov 6 2021 & Sun Jan 30 to Sat Apr 9 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	21.4	20.6	0.8	1	5.6	4.0	1.6	4.5	4.8	-0.3	4.3	5.1	-0.8	7.3	8.1	-0.8	8.6	8.3	0.3	7.5	7.5	0.0	3.5	3.2	0.3
Coast	7.6	8.2	-0.6	11	0.2	0.4	-0.2	1.6	1.7	-0.1	2.0	2.3	-0.3	3.5	3.9	-0.4	3.1	3.2	-0.1	3.2	3.0	0.2	1.6	1.5	0.1
Edge	14.6	15.1	-0.5	6	5.2	5.5	-0.3	6.0	6.3	-0.3	4.9	5.1	-0.2	7.0	7.0	0.0	3.8	3.5	0.3	2.1	2.4	-0.3	4.6	4.2	0.4
Gold AM	0.6	0.6	0.0	18	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	0.3	0.3	0.0	0.2	0.2	0.0	0.2	0.3	-0.1	0.3	0.3	0.0
Life FM	2.1	1.7	0.4	15	*	*	*	1.1	1.1	0.0	1.3	1.4	-0.1	1.9	1.4	0.5	0.6	0.1	0.5	*	*	*	0.4	0.2	0.2
Magic	16.8	17.1	-0.3	4	1.7	1.5	0.2	0.6	0.5	0.1	0.9	1.0	-0.1	2.2	2.5	-0.3	5.5	5.1	0.4	8.7	9.3	-0.6	1.6	2.1	-0.5
Mai FM	12.8	10.4	2.4	9	6.0	5.2	0.8	7.4	6.2	1.2	5.3	3.9	1.4	5.9	4.7	1.2	1.3	0.9	0.4	0.8	0.3	0.5	3.0	2.1	0.9
More FM	14.3	15.0	-0.7	7	3.4	3.8	-0.4	4.5	4.6	-0.1	4.7	4.8	-0.1	7.0	7.9	-0.9	4.2	4.6	-0.4	2.7	2.6	0.1	2.9	2.7	0.2
Newstalk ZB	19.3	21.9	-2.6	3	1.7	1.5	0.2	1.5	1.5	0.0	1.7	2.5	-0.8	4.0	5.6	-1.6	5.9	7.4	-1.5	8.6	9.9	-1.3	1.4	1.3	0.1
Radio Hauraki	4.9	4.8	0.1	12	0.6	0.7	-0.1	1.7	1.8	-0.1	1.6	1.7	-0.1	2.7	2.4	0.3	2.5	2.2	0.3	1.4	1.6	-0.2	0.9	0.6	0.3
Radio Kahungunu	1.0	*	*	17	0.8	*	*	*	*	*	*	*	*	*	*	*	0.1	*	*	0.1	*	*	0.1	*	*
Rhema	3.5	3.6	-0.1	14	0.4	0.3	0.1	0.2	0.6	-0.4	1.9	1.9	0.0	2.3	2.7	-0.4	1.0	1.3	-0.3	0.8	0.6	0.2	0.3	0.5	-0.2
Rock	21.1	23.0	-1.9	2	4.8	5.2	-0.4	12.7	13.9	-1.2	10.2	11.8	-1.6	14.2	15.6	-1.4	5.1	4.8	0.3	2.0	2.2	-0.2	3.8	3.4	0.4
Star	1.5	1.4	0.1	16	0.1	0.2	-0.1	0.4	0.4	0.0	0.5	0.5	0.0	0.6	0.6	0.0	0.2	0.4	-0.2	0.4	0.4	0.0	0.2	0.3	-0.1
The Hits	16.4	20.2	-3.8	5	3.2	4.5	-1.3	6.8	7.5	-0.7	7.7	8.4	-0.7	10.3	12.3	-2.0	4.1	5.6	-1.5	2.7	3.3	-0.6	5.2	4.5	0.7
The Sound	13.6	11.5	2.1	8	1.2	0.7	0.5	2.0	2.3	-0.3	2.4	2.5	-0.1	6.0	5.9	0.1	8.1	6.9	1.2	6.0	4.6	1.4	1.2	1.7	-0.5
Today FM/Magic Talk*	4.3	4.7	-0.4	13	0.4	0.3	0.1	0.9	1.4	-0.5	0.9	1.4	-0.5	1.2	1.8	-0.6	1.7	1.5	0.2	2.0	1.6	0.4	0.6	0.6	0.0
ZM	10.6	11.5	-0.9	10	3.6	3.2	0.4	5.1	6.0	-0.9	5.0	5.9	-0.9	6.0	7.2	-1.2	1.8	2.2	-0.4	0.9	1.1	-0.2	2.4	4.0	-1.6
MediaWorks Combo	78.1	76.7	1.4		16.3	15.0	1.3	25.5	25.7	-0.2	23.0	23.4	-0.4	34.9	36.2	-1.3	24.9	23.9	1.0	21.2	20.3	0.9	14.5	13.7	0.8
NZME Combo	51.1	56.3	-5.2		9.0	9.0	0.0	14.1	14.8	-0.7	15.0	17.0	-2.0	22.6	26.3	-3.7	14.5	17.2	-2.7	14.2	15.8	-1.6	9.4	9.7	-0.3
All Commercial Radio	102.9	103.7	-0.8		20.1	18.4	1.7	30.1	31.0	-0.9	30.0	31.6	-1.6	46.7	49.3	-2.6	32.6	32.9	-0.3	27.5	27.3	0.2	19.3	18.5	0.8
Potential (000)	137.0	137.0	0.0		29.5	29.5	0.0	40.8	40.9	-0.1	38.1	38.1	0.0	58.1	58.1	0.0	39.9	39.9	0.0	36.4	36.4	0.0	24.0	22.5	1.5
Sample	804	824	-20		120	122	-2	161	159	2	168	160	8	278	288	-10	249	273	-24	295	292	3	129	128	1

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

*Today FM/Magic Talk includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period for S1 2022 / 13 weeks of survey period for S2 2022)



HAWKE'S BAY COMMERCIAL RADIO - SURVEY 2 2022

Cumulative Audience (000's) by Daypart, People 10+

Survey Comparisons: 1/2022 - 2/2022

This Survey Period: Sun Jun 20 to Sat Nov 6 2021 & Sun Jan 30 to Sat Jun 18 2022

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

	This	Last	+/-
Potential (000)	137.0	137.0	0.0
Sample Size	804	824	-20

	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	+/-	This	Last	+/-	This	Last	+/-	
Breeze	9.4	9.5	-0.1	3	9.4	9.0	0.4	10.6	10.3	0.3	11.2	9.6	1.6	3.2	3.3	-0.1	2.4	2.9	-0.5	10.1	11.2	-1.1							
Coast	3.5	3.3	0.2	11	2.8	2.8	0.0	4.1	4.3	-0.2	2.6	3.3	-0.7	1.0	1.4	-0.4	0.2	0.4	-0.2	3.6	4.6	-1.0							
Edge	7.9	8.5	-0.6	8	6.5	5.4	1.1	8.0	9.2	-1.2	7.8	7.4	0.4	2.5	3.9	-1.4	0.7	1.6	-0.9	9.4	9.5	-0.1							
Gold AM	0.2	0.1	0.1	18	0.1	0.1	0.0	0.1	0.1	0.0	0.2	0.2	0.0	*	0.1	*	*	*	*	0.3	0.3	0.0							
Life FM	1.2	0.9	0.3	15	0.2	*	*	0.5	*	*	1.3	1.0	0.3	0.4	0.3	0.1	0.2	*	*	1.3	1.0	0.3							
Magic	9.1	10.1	-1.0	4	9.9	10.3	-0.4	10.9	11.2	-0.3	8.4	8.6	-0.2	3.4	2.8	0.6	1.1	0.7	0.4	12.2	11.9	0.3							
Mai FM	8.8	6.3	2.5	5	6.2	4.3	1.9	8.1	6.5	1.6	5.4	5.1	0.3	1.8	1.3	0.5	4.7	3.0	1.7	6.7	5.3	1.4							
More FM	8.6	8.8	-0.2	6	5.7	5.2	0.5	6.6	6.3	0.3	6.1	5.3	0.8	2.4	2.7	-0.3	0.5	0.4	0.1	7.6	7.0	0.6							
Newstalk ZB	15.4	17.3	-1.9	1	8.3	9.4	-1.1	8.2	10.0	-1.8	7.4	9.5	-2.1	7.2	7.4	-0.2	7.7	8.4	-0.7	13.2	15.6	-2.4							
Radio Hauraki	2.5	1.3	1.2	12	0.9	1.1	-0.2	2.0	1.6	0.4	1.9	1.2	0.7	0.7	0.8	-0.1	0.3	*	*	3.1	3.2	-0.1							
Radio Kahungunu	0.9	*	*	17	0.1	*	*	0.1	*	*	0.1	*	*	*	*	*	*	*	*	0.2	*	*							
Rhema	2.3	2.0	0.3	13	1.6	1.1	0.5	2.0	1.2	0.8	2.1	1.6	0.5	1.4	0.8	0.6	0.1	0.4	-0.3	3.1	2.5	0.6							
Rock	13.7	14.3	-0.6	2	10.3	10.0	0.3	13.4	14.7	-1.3	13.5	15.4	-1.9	3.8	4.7	-0.9	3.0	3.0	0.0	13.0	16.7	-3.7							
Star	1.1	0.7	0.4	16	0.4	0.1	0.3	0.9	0.6	0.3	0.5	0.4	0.1	0.5	0.6	-0.1	0.2	0.2	0.0	1.0	0.9	0.1							
The Hits	8.6	9.3	-0.7	6	9.3	9.0	0.3	11.1	11.8	-0.7	8.3	10.7	-2.4	2.0	4.7	-2.7	2.5	2.5	0.0	9.1	9.7	-0.6							
The Sound	7.5	6.1	1.4	9	7.7	6.7	1.0	8.6	7.0	1.6	6.7	6.1	0.6	2.1	1.7	0.4	1.1	0.7	0.4	7.2	6.2	1.0							
Today FM/Magic Talk*	1.9	2.0	-0.1	14	1.8	2.2	-0.4	1.3	1.7	-0.4	1.1	1.2	-0.1	0.9	0.8	0.1	0.4	0.4	0.0	1.4	1.7	-0.3							
ZM	5.8	6.2	-0.4	10	2.7	4.1	-1.4	5.5	7.8	-2.3	5.7	6.6	-0.9	1.6	1.5	0.1	0.9	1.2	-0.3	5.7	6.1	-0.4							
MediaWorks Combo	52.5	51.8	0.7		46.3	43.8	2.5	52.4	52.2	0.2	48.1	48.7	-0.6	17.8	18.0	-0.2	11.8	10.9	0.9	55.3	55.9	-0.6							
NZME Combo	34.0	35.7	-1.7		23.1	25.1	-2.0	27.8	31.7	-3.9	24.8	29.8	-5.0	11.9	15.1	-3.2	11.6	12.3	-0.7	32.8	37.9	-5.1							
All Commercial Radio	77.4	77.4	0.0		63.5	62.8	0.7	73.9	75.7	-1.8	69.5	72.6	-3.1	29.3	30.2	-0.9	23.6	23.3	0.3	78.6	82.4	-3.8							

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

*Today FM/Magic Talk includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period for S1 2022 / 13 weeks of survey period for S2 2022)



HAWKE'S BAY COMMERCIAL RADIO - SURVEY 2 2022

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

Survey Comparisons: 1/2022 - 2/2022

This Survey Period: Sun Jun 20 to Sat Nov 6 2021 & Sun Jan 30 to Sat Jun 18 2022

Last Survey Period: Sun Apr 11 to Sat Nov 6 2021 & Sun Jan 30 to Sat Apr 9 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	8:17	8:37	-0:19	6:31	7:19	-0:47	9:23	10:26	-1:03	9:06	10:31	-1:24	8:56	9:46	-0:49	8:36	8:18	0:18	7:57	7:18	0:38	8:50	8:23	0:26
Coast	7:51	7:05	0:45	3:00	6:32	-3:32	7:22	9:26	-2:03	6:20	7:33	-1:13	10:35	9:34	1:00	8:46	7:32	1:14	5:29	3:59	1:30	1:54	3:46	-1:52
Edge	5:07	4:48	0:19	4:30	4:23	0:06	4:23	3:50	0:32	4:58	4:07	0:51	5:19	4:57	0:21	6:08	6:56	-0:47	6:13	5:36	0:37	5:01	4:47	0:14
Gold AM	1:15	1:22	-0:07	*	*	*	1:15	1:15	0:00	1:15	1:15	0:00	1:06	1:07	-0:01	1:00	1:10	-0:10	1:50	1:53	-0:03	1:06	1:07	-0:01
Life FM	3:16	2:53	0:22	*	*	*	4:18	4:00	0:17	3:52	3:27	0:25	3:35	3:22	0:12	2:55	2:15	0:40	*	*	*	2:08	1:00	1:08
Magic	9:46	10:02	-0:15	2:38	1:59	0:38	5:04	4:00	1:04	3:37	3:47	-0:10	8:49	7:30	1:18	10:18	10:34	-0:16	10:31	11:22	-0:51	6:54	5:49	1:04
Mai FM	7:30	7:21	0:08	6:51	6:34	0:17	9:06	9:13	-0:07	8:44	8:31	0:13	8:20	8:34	-0:14	6:22	8:45	-2:22	6:47	3:34	3:12	7:35	8:18	-0:42
More FM	6:48	5:11	1:37	3:26	2:21	1:04	4:42	4:52	-0:09	5:29	5:53	-0:24	7:03	5:41	1:21	7:23	5:05	2:18	4:26	4:35	-0:08	5:28	4:35	0:53
Newstalk ZB	15:11	15:10	0:01	4:14	3:23	0:50	21:52	26:00	-4:08	19:47	18:59	0:47	12:31	14:21	-1:49	11:36	11:55	-0:18	18:06	16:33	1:33	7:53	8:42	-0:48
Radio Hauraki	5:32	4:44	0:48	5:21	4:00	1:20	3:52	6:03	-2:10	5:26	6:50	-1:24	7:12	7:13	-0:00	5:54	3:40	2:14	2:51	1:50	1:00	10:25	8:52	1:33
Radio Kahungunu	10:25			2:00	*	*	*	*	*	*	*	*	*	*	*	58:30	*	*	58:30	*	*	58:30	*	*
Rhema	6:42	3:38	3:04	5:00	5:00	0:00	2:15	1:00	1:14	5:09	4:04	1:04	5:29	3:06	2:22	8:55	3:00	5:55	11:18	5:26	5:51	20:17	3:10	17:07
Rock	11:02	10:20	0:41	11:00	9:50	1:09	11:24	10:53	0:30	10:25	10:30	-0:05	11:09	11:11	-0:02	13:37	11:53	1:44	10:13	5:27	4:46	7:54	6:34	1:20
Star	11:01	6:33	4:28	0:15	0:19	-0:04	10:51	10:54	-0:03	9:42	9:41	0:00	8:14	8:21	-0:07	3:27	2:55	0:31	18:19	5:00	13:19	8:00	6:30	1:29
The Hits	7:08	6:06	1:02	9:53	8:17	1:36	6:34	5:29	1:05	6:34	6:07	0:27	5:55	5:08	0:46	6:36	5:07	1:28	8:41	6:45	1:55	5:52	5:08	0:43
The Sound	10:57	11:37	-0:39	1:16	2:06	-0:49	5:10	8:21	-3:10	4:42	7:34	-2:51	9:52	11:53	-2:01	14:54	14:31	0:22	13:51	12:12	1:39	3:22	10:10	-6:47
Today FM/Magic Talk*	4:00	5:30	-1:30	1:00	1:00	0:00	4:36	5:05	-0:29	4:36	5:05	-0:29	4:22	4:40	-0:17	3:49	4:50	-1:00	4:20	6:18	-1:57	6:17	3:23	2:53
ZM	8:05	7:29	0:36	13:37	12:29	1:07	6:47	6:23	0:24	4:06	4:55	-0:48	4:56	5:20	-0:23	8:28	7:38	0:50	7:07	7:18	-0:10	4:29	6:40	-2:11
MediaWorks Combo	12:56	12:41	0:15	10:35	10:10	0:24	12:32	12:58	-0:26	11:16	12:23	-1:07	12:45	13:00	-0:14	15:39	14:21	1:18	13:51	13:05	0:46	9:50	9:35	0:15
NZME Combo	11:28	11:09	0:18	10:25	10:10	0:14	9:18	9:58	-0:39	8:25	9:18	-0:52	8:47	9:03	-0:16	10:35	9:38	0:56	14:41	13:13	1:28	6:52	7:32	-0:39
All Commercial Radio	16:26	16:24	0:01	13:26	13:25	0:01	15:20	15:51	-0:30	13:38	14:46	-1:08	14:29	15:10	-0:41	17:48	16:40	1:08	20:10	19:01	1:09	12:22	11:57	0:25
Potential (000)	137.0	137.0	0.0	29.5	29.5	0.0	40.8	40.9	-0.1	38.1	38.1	0.0	58.1	58.1	0.0	39.9	39.9	0.0	36.4	36.4	0.0	24.0	22.5	1.5
Sample	804	824	-20	120	122	-2	161	159	2	168	160	8	278	288	-10	249	273	-24	295	292	3	129	128	1

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

*Today FM/Magic Talk includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period for S1 2022 / 13 weeks of survey period for S2 2022)



HAWKE'S BAY COMMERCIAL RADIO - SURVEY 2 2022

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

Survey Comparisons: 1/2022 - 2/2022

This Survey Period: Sun Jun 20 to Sat Nov 6 2021 & Sun Jan 30 to Sat Jun 18 2022

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

	This	Last	+/-
Potential (000)	137.0	137.0	0.0
Sample Size	804	824	-20

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

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

*Today FM/Magic Talk includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period for S1 2022 / 13 weeks of survey period for S2 2022)