



HAWKE'S BAY COMMERCIAL RADIO - SURVEY 1 2021

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

Survey Comparisons: 4/2020 - 1/2021

This Survey Period: Sun Jan 19 to Sat Mar 28 2020 & Sun Jul 19 to Sat Nov 14 2020 & Sun Jan 31 to Sat Apr 10 2021

Last Survey Period: Sun Aug 25 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020 & Sun Jul 19 to Sat Nov 14 2020

	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	10.7	11.0	-0.3	4	3.5	3.4	0.1		9.5	7.6	1.9		10.8	8.9	1.9		10.3	11.0	-0.7		15.9	18.5	-2.6		16.1	16.9	-0.8		9.0	13.5	-4.5	
Coast	5.0	5.7	-0.7	9	2.1	4.1	-2.0		1.4	2.7	-1.3		1.3	1.6	-0.3		4.9	5.1	-0.2		6.0	6.0	0.0		4.2	6.4	-2.2		2.2	2.3	-0.1	
Edge	4.6	4.5	0.1	10	3.8	4.9	-1.1		8.3	8.1	0.2		8.3	7.8	0.5		7.7	6.5	1.2		4.6	4.5	0.1		2.3	3.4	-1.1		8.7	6.0	2.7	
Life FM	0.2	0.4	-0.2	16	0.5	0.2	0.3		0.2	0.1	0.1		0.4	0.4	0.0		0.3	0.6	-0.3		0.1	0.6	-0.5		0.1	0.2	-0.1		0.2	0.6	-0.4	
Magic Music & Talk	12.4	10.4	2.0	1	4.2	4.0	0.2		3.1	2.8	0.3		1.8	1.2	0.6		2.6	2.5	0.1		13.2	9.2	4.0		24.4	17.8	6.6		7.9	6.4	1.5	
Mai FM	3.2	3.3	-0.1	11	7.8	8.9	-1.1		8.0	9.0	-1.0		6.7	7.6	-0.9		5.3	5.2	0.1		1.3	0.9	0.4		*	*	*		7.0	6.7	0.3	
More FM	7.5	8.6	-1.1	6	6.0	7.6	-1.6		6.3	6.1	0.2		8.0	8.5	-0.5		9.4	11.3	-1.9		9.3	11.9	-2.6		7.5	7.8	-0.3		10.5	13.6	-3.1	
Newstalk ZB	12.2	13.5	-1.3	2	0.6	*	*		1.5	1.2	0.3		2.7	2.1	0.6		5.1	4.6	0.5		8.7	10.3	-1.6		17.2	19.8	-2.6		4.4	3.7	0.7	
Radio Hauraki	2.1	1.5	0.6	13	1.1	0.9	0.2		1.6	1.6	0.0		4.8	3.9	0.9		4.4	3.2	1.2		1.8	1.1	0.7		0.3	0.1	0.2		1.3	0.7	0.6	
Radio Kahungunu	0.9	1.6	-0.7	14	2.4	5.8	-3.4		1.7	3.2	-1.5		0.5	0.4	0.1		0.9	0.7	0.2		1.3	1.2	0.1		0.7	1.6	-0.9		2.4	2.3	0.1	
Rhema	0.6	0.8	-0.2	15	0.5	0.8	-0.3		1.7	1.9	-0.2		1.5	1.8	-0.3		1.0	1.2	-0.2		0.4	0.5	-0.1		0.4	0.6	-0.2		2.7	2.8	-0.1	
Rock	11.9	11.6	0.3	3	22.3	20.9	1.4		26.3	23.4	2.9		20.3	20.5	-0.2		17.0	16.1	0.9		9.5	9.8	-0.3		5.3	6.4	-1.1		12.2	11.7	0.5	
Star	2.5	2.0	0.5	12	*	*	*		*	*	*		*	*	*		*	0.1	*		4.1	2.3	1.8		4.2	2.8	1.4		*	*	*	
The Hits	9.2	8.4	0.8	5	18.8	13.0	5.8		12.7	12.1	0.6		14.9	15.7	-0.8		12.8	13.2	-0.4		6.0	6.4	-0.4		3.7	3.1	0.6		15.3	16.0	-0.7	
The Sound	6.6	6.7	-0.1	7	8.4	9.1	-0.7		5.8	8.7	-2.9		6.1	8.6	-2.5		6.2	7.2	-1.0		9.2	8.7	0.5		8.3	7.3	1.0		3.4	2.1	1.3	
ZM	5.9	4.3	1.6	8	17.1	12.2	4.9		10.0	8.6	1.4		10.1	8.5	1.6		8.1	6.1	2.0		2.9	1.8	1.1		0.8	0.7	0.1		9.6	6.8	2.8	
MediaWorks Combo	57.0	56.5	0.5		56.1	58.9	-2.8		67.6	66.0	1.6		62.3	63.3	-1.0		58.8	59.9	-1.1		63.0	64.2	-1.2		63.9	60.2	3.7		59.1	60.4	-1.3	
NZME Combo	34.7	34.8	-0.1		40.3	31.9	8.4		28.5	28.5	0.0		34.7	33.8	0.9		35.8	34.8	1.0		25.5	27.2	-1.7		26.3	30.1	-3.8		33.0	31.8	1.2	
Potential (000)	135.0	127.5	7.5		29.3	28.4	0.9		40.3	35.6	4.7		37.0	32.4	4.6		57.0	51.7	5.3		39.7	38.5	1.2		36.2	35.2	1.0		22.6	21.4	1.2	
Sample	829	838	-9		158	163	-5		215	220	-5		216	227	-11		344	361	-17		260	254	6		240	231	9		145	155	-10	

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

MediaWorks Combo: Breeze or Edge or Magic Music & Talk or Mai FM or More FM or Rock or The Sound or internet only listening to George FM

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

NZME and Partners



HAWKE'S BAY COMMERCIAL RADIO - SURVEY 1 2021

Station Share (%) by Daypart, People 10+
Survey Comparisons: 4/2020 - 1/2021

This Survey Period: Sun Jan 19 to Sat Mar 28 2020 & Sun Jul 19 to Sat Nov 14 2020 & Sun Jan 31 to Sat Apr 10 2021
Last Survey Period: Sun Aug 25 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020 & Sun Jul 19 to Sat Nov 14 2020

	This	Last	+/-
Potential (000)	135.0	127.5	7.5
Sample Size	829	838	-9

	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	9.4	9.7	-0.3	4	11.8	12.5	-0.7	11.1	11.3	-0.2	9.0	9.1	-0.1	7.6	6.3	1.3	7.6	6.0	1.6	12.4	12.9	-0.5
Coast	4.0	4.6	-0.6	10	5.9	6.7	-0.8	5.3	6.5	-1.2	3.4	3.8	-0.4	6.4	6.1	0.3	4.4	4.6	-0.2	5.6	5.9	-0.3
Edge	4.8	4.8	0.0	9	3.3	2.8	0.5	3.5	3.5	0.0	5.6	6.1	-0.5	5.2	5.9	-0.7	10.4	13.2	-2.8	5.0	4.6	0.4
Life FM	*	0.2	*	*	0.2	0.3	-0.1	0.3	0.5	-0.2	0.1	0.3	-0.2	0.1	0.3	-0.2	*	*	*	0.4	0.6	-0.2
Magic Music & Talk	8.6	8.0	0.6	5	14.6	11.1	3.5	13.5	9.9	3.6	10.2	9.6	0.6	7.0	9.0	-2.0	8.9	8.5	0.4	15.2	13.3	1.9
Mai FM	4.0	3.9	0.1	10	3.5	2.7	0.8	3.7	3.4	0.3	3.0	3.6	-0.6	0.6	2.0	-1.4	2.2	2.0	0.2	2.5	3.5	-1.0
More FM	7.4	8.8	-1.4	6	7.9	8.7	-0.8	7.1	7.8	-0.7	10.7	11.9	-1.2	6.5	6.8	-0.3	5.1	8.1	-3.0	6.7	7.9	-1.2
Newstalk ZB	19.5	18.1	1.4	1	7.8	9.6	-1.8	7.3	8.5	-1.2	8.9	8.8	0.1	28.2	29.4	-1.2	33.1	37.0	-3.9	10.3	13.6	-3.3
Radio Hauraki	1.8	1.4	0.4	12	1.7	1.4	0.3	2.0	1.4	0.6	2.0	1.8	0.2	0.7	0.7	0.0	3.6	1.0	2.6	2.7	1.8	0.9
Radio Kahungunu	0.9	1.7	-0.8	14	1.4	2.4	-1.0	0.9	1.4	-0.5	0.5	0.8	-0.3	2.1	4.0	-1.9	0.9	0.9	0.0	0.7	1.1	-0.4
Rhema	0.5	0.9	-0.4	15	0.8	1.0	-0.2	0.6	0.7	-0.1	0.7	0.6	0.1	1.6	1.2	0.4	0.2	*	*	0.6	0.8	-0.2
Rock	10.7	11.0	-0.3	3	14.8	14.6	0.2	14.6	14.8	-0.2	11.8	13.0	-1.2	7.9	6.9	1.0	7.1	2.4	4.7	9.4	8.3	1.1
Star	1.1	1.4	-0.3	13	2.5	1.8	0.7	3.5	2.5	1.0	3.9	2.7	1.2	1.1	0.5	0.6	*	0.9	*	2.6	2.4	0.2
The Hits	11.1	10.2	0.9	2	8.2	7.4	0.8	8.2	8.1	0.1	11.9	9.1	2.8	7.7	6.6	1.1	3.9	5.1	-1.2	9.1	8.3	0.8
The Sound	6.2	5.5	0.7	8	6.9	7.5	-0.6	8.4	9.4	-1.0	7.0	6.5	0.5	6.1	5.4	0.7	0.9	1.2	-0.3	5.6	5.6	0.0
ZM	6.5	5.2	1.3	7	4.7	2.9	1.8	5.2	3.6	1.6	8.4	7.4	1.0	7.7	5.5	2.2	3.4	2.2	1.2	5.8	4.1	1.7
MediaWorks Combo	51.3	51.8	-0.5		62.9	60.2	2.7	61.9	60.6	1.3	57.7	60.2	-2.5	41.0	42.1	-1.1	42.1	41.4	0.7	56.8	56.4	0.4
NZME Combo	43.0	40.7	2.3		28.8	29.9	-1.1	28.3	29.8	-1.5	34.6	32.6	2.0	51.2	49.4	1.8	50.8	50.6	0.2	33.8	34.5	-0.7

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

MediaWorks Combo: Breeze or Edge or Magic Music & Talk or Mai FM or More FM or Rock or The Sound or internet only listening to George FM

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



HAWKE'S BAY COMMERCIAL RADIO - SURVEY 1 2021

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

Survey Comparisons: 4/2020 - 1/2021

This Survey Period: Sun Jan 19 to Sat Mar 28 2020 & Sun Jul 19 to Sat Nov 14 2020 & Sun Jan 31 to Sat Apr 10 2021

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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	20.4	17.8	2.6	2	2.9	2.3	0.6	4.3	4.0	0.3	4.6	3.7	0.9	8.6	8.0	0.6	9.7	9.5	0.2	8.0	7.1	0.9	3.1	3.8	-0.7
Coast	9.0	9.2	-0.2	11	0.4	0.9	-0.5	0.6	0.7	-0.1	0.9	1.0	-0.1	3.3	2.8	0.5	4.3	4.1	0.2	3.4	4.1	-0.7	0.8	0.9	-0.1
Edge	15.6	14.8	0.8	7	3.4	3.3	0.1	7.5	6.9	0.6	6.6	6.5	0.1	9.9	8.9	1.0	4.5	3.8	0.7	2.1	2.5	-0.4	5.3	5.0	0.3
Life FM	2.4	2.0	0.4	15	0.4	0.2	0.2	1.0	0.6	0.4	1.2	0.8	0.4	1.4	1.3	0.1	0.4	0.7	-0.3	0.5	0.4	0.1	0.5	0.5	0.0
Magic Music & Talk	19.2	17.5	1.7	5	0.8	0.8	0.0	1.6	1.5	0.1	1.3	1.0	0.3	2.7	2.3	0.4	6.4	6.0	0.4	11.5	10.1	1.4	2.1	2.1	0.0
Mai FM	10.7	10.0	0.7	10	4.6	5.2	-0.6	5.1	5.1	0.0	3.8	3.7	0.1	5.7	4.6	1.1	2.0	1.0	1.0	0.3	0.2	0.1	2.7	2.5	0.2
More FM	19.3	16.6	2.7	4	3.9	3.5	0.4	6.3	5.6	0.7	6.2	5.5	0.7	9.5	8.4	1.1	5.5	5.3	0.2	4.7	3.8	0.9	3.6	3.9	-0.3
Newstalk ZB	19.4	17.5	1.9	3	0.7	0.1	0.6	0.8	0.6	0.2	1.6	1.2	0.4	5.7	4.3	1.4	7.5	7.1	0.4	8.5	8.6	-0.1	2.3	1.8	0.5
Radio Hauraki	7.3	4.6	2.7	12	1.0	0.5	0.5	1.7	1.2	0.5	3.3	2.6	0.7	5.5	3.7	1.8	2.8	1.5	1.3	0.8	0.4	0.4	1.1	0.4	0.7
Radio Kahungunu	2.7	2.6	0.1	14	0.1	0.5	-0.4	0.9	0.6	0.3	0.7	0.3	0.4	1.5	1.0	0.5	1.0	0.9	0.1	0.5	0.6	-0.1	1.0	0.9	0.1
Rhema	2.8	2.2	0.6	13	0.3	0.4	-0.1	0.8	0.8	0.0	0.6	0.6	0.0	0.8	0.8	0.0	1.1	0.6	0.5	1.4	0.8	0.6	0.6	0.6	0.0
Rock	16.3	17.0	-0.7	6	2.1	2.6	-0.5	8.3	7.5	0.8	8.4	8.6	-0.2	11.5	11.7	-0.2	5.0	4.8	0.2	2.5	2.5	0.0	3.5	4.1	-0.6
Star	1.4	1.4	0.0	16	*	*	*	*	*	*	*	*	*	*	0.2	*	0.7	0.5	0.2	0.8	0.5	0.3	*	*	*
The Hits	22.3	20.5	1.8	1	5.2	4.4	0.8	8.3	8.1	0.2	9.1	8.4	0.7	12.2	12.0	0.2	5.3	5.7	-0.4	4.3	3.7	0.6	4.5	5.1	-0.6
The Sound	12.4	10.4	2.0	9	2.0	1.8	0.2	2.0	2.4	-0.4	2.6	2.5	0.1	5.2	4.4	0.8	6.0	5.6	0.4	5.2	4.3	0.9	1.5	0.9	0.6
ZM	14.1	13.3	0.8	8	5.0	4.7	0.3	6.6	6.9	-0.3	6.3	6.7	-0.4	8.1	7.9	0.2	2.4	1.7	0.7	0.8	0.7	0.1	3.4	3.5	-0.1
MediaWorks Combo	80.7	73.7	7.0		15.7	14.5	1.2	24.3	22.8	1.5	22.8	21.5	1.3	35.2	32.6	2.6	25.7	23.6	2.1	24.4	21.7	2.7	14.0	14.3	-0.3
NZME Combo	57.7	55.6	2.1		9.9	9.3	0.6	15.7	14.9	0.8	18.1	16.7	1.4	27.8	26.0	1.8	16.4	16.5	-0.1	14.6	14.9	-0.3	10.4	10.6	-0.2
All Commercial Radio	109.2	102.4	6.8		20.7	18.9	1.8	31.4	28.5	2.9	30.4	28.2	2.2	48.5	45.9	2.6	33.6	32.8	0.8	30.0	28.2	1.8	18.8	18.9	-0.1
Potential (000)	135.0	127.5	7.5		29.3	28.4	0.9	40.3	35.6	4.7	37.0	32.4	4.6	57.0	51.7	5.3	39.7	38.5	1.2	36.2	35.2	1.0	22.6	21.4	1.2
Sample	829	838	-9		158	163	-5	215	220	-5	216	227	-11	344	361	-17	260	254	6	240	231	9	145	155	-10

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



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Cumulative Audience (000's) by Daypart, People 10+
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	This	Last	+/-
Potential (000)	135.0	127.5	7.5
Sample Size	829	838	-9

	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	10.5	10.2	0.3	5	9.7	9.7	0.0	10.4	9.5	0.9	9.1	7.8	1.3	3.8	3.3	0.5	2.1	1.9	0.2	11.3	10.7	0.6
Coast	5.6	5.4	0.2	11	5.2	4.9	0.3	5.0	5.4	-0.4	3.7	3.8	-0.1	1.5	1.8	-0.3	0.8	1.0	-0.2	5.1	5.7	-0.6
Edge	9.3	8.3	1.0	7	6.0	5.2	0.8	6.9	7.1	-0.2	9.0	8.0	1.0	3.2	3.0	0.2	1.6	0.8	0.8	8.9	8.1	0.8
Life FM	0.1	0.5	-0.4	16	0.6	0.6	0.0	1.2	1.4	-0.2	0.3	0.8	-0.5	0.2	0.4	-0.2	*	*	*	1.6	1.4	0.2
Magic Music & Talk	9.5	9.2	0.3	6	12.8	10.1	2.7	13.7	10.8	2.9	8.9	7.9	1.0	4.2	4.5	-0.3	1.6	1.9	-0.3	14.4	13.0	1.4
Mai FM	6.8	6.4	0.4	10	4.8	3.9	0.9	6.0	5.4	0.6	2.9	3.2	-0.3	0.9	1.4	-0.5	1.0	0.8	0.2	6.0	6.7	-0.7
More FM	10.8	10.9	-0.1	3	8.5	7.3	1.2	9.2	8.6	0.6	9.3	9.0	0.3	3.7	3.6	0.1	1.6	1.5	0.1	11.2	11.1	0.1
Newstalk ZB	15.4	13.0	2.4	1	8.8	9.4	-0.6	8.9	8.4	0.5	8.4	7.4	1.0	6.2	6.1	0.1	5.4	5.5	-0.1	11.4	12.1	-0.7
Radio Hauraki	3.0	2.6	0.4	12	2.3	1.8	0.5	4.1	2.8	1.3	4.1	2.9	1.2	0.7	0.7	0.0	1.0	0.5	0.5	3.8	2.6	1.2
Radio Kahungunu	1.0	1.2	-0.2	14	1.6	1.7	-0.1	1.3	1.3	0.0	0.8	1.0	-0.2	1.0	1.2	-0.2	0.8	0.7	0.1	1.7	1.4	0.3
Rhema	1.6	1.4	0.2	13	1.4	1.2	0.2	0.9	0.8	0.1	0.9	0.5	0.4	0.9	0.7	0.2	0.4	0.1	0.3	1.4	1.5	-0.1
Rock	10.7	11.1	-0.4	4	10.9	10.1	0.8	10.1	9.7	0.4	9.7	9.0	0.7	3.9	4.5	-0.6	1.2	0.8	0.4	9.1	9.4	-0.3
Star	0.9	0.9	0.0	15	1.1	1.0	0.1	1.1	0.8	0.3	0.8	0.5	0.3	0.3	0.3	0.0	*	0.2	*	1.0	1.1	-0.1
The Hits	13.3	12.3	1.0	2	9.1	9.5	-0.4	12.8	11.6	1.2	10.8	9.4	1.4	4.1	3.8	0.3	2.7	2.4	0.3	13.9	13.2	0.7
The Sound	7.0	5.6	1.4	9	6.6	5.6	1.0	7.5	7.1	0.4	6.2	5.1	1.1	2.3	1.9	0.4	0.3	0.3	0.0	7.5	5.6	1.9
ZM	9.3	8.3	1.0	7	4.9	4.4	0.5	9.4	8.3	1.1	7.7	6.6	1.1	3.0	3.6	-0.6	2.0	1.0	1.0	9.1	7.7	1.4
MediaWorks Combo	52.6	49.8	2.8		49.0	42.3	6.7	53.3	48.1	5.2	47.6	43.0	4.6	20.0	19.4	0.6	9.1	7.7	1.4	58.4	54.2	4.2
NZME Combo	41.2	38.8	2.4		28.2	28.0	0.2	34.9	33.2	1.7	30.0	28.5	1.5	14.9	15.8	-0.9	11.3	10.7	0.6	37.4	37.2	0.2
All Commercial Radio	84.9	80.5	4.4		71.1	64.9	6.2	79.6	73.6	6.0	71.6	65.3	6.3	34.5	34.2	0.3	20.1	18.3	1.8	89.4	83.8	5.6

MediaWorks Combo: Breeze or Edge or Magic Music & Talk or Mai FM or More FM or Rock or The Sound or internet only listening to George FM

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



HAWKE'S BAY COMMERCIAL RADIO - SURVEY 1 2021

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

Survey Comparisons: 4/2020 - 1/2021

This Survey Period: Sun Jan 19 to Sat Mar 28 2020 & Sun Jul 19 to Sat Nov 14 2020 & Sun Jan 31 to Sat Apr 10 2021

Last Survey Period: Sun Aug 25 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020 & Sun July 19 to Sat Nov 14 2020

	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	10:17	11:21	-1:03	3:05	3:26	-0:21	11:34	8:44	2:49	11:52	10:58	0:53	9:54	10:42	-0:47	11:30	12:51	-1:20	13:59	15:18	-1:18	8:25	10:08	-1:43
Coast	10:56	11:20	-0:23	14:15	10:08	4:06	12:13	17:36	-5:22	7:08	7:40	-0:32	12:08	13:55	-1:47	9:44	9:40	0:04	8:27	10:02	-1:34	8:29	7:24	1:05
Edge	5:44	5:37	0:06	2:52	3:26	-0:33	5:50	5:19	0:30	6:29	5:32	0:56	6:23	5:37	0:45	7:11	7:45	-0:33	7:40	8:44	-1:03	4:50	3:23	1:27
Life FM	1:39	3:25	-1:45	2:46	2:47	-0:00	0:59	0:58	0:00	1:38	2:12	-0:33	1:44	3:45	-2:00	1:18	6:15	-4:56	0:53	3:23	-2:29	1:21	3:55	-2:34
Magic Music & Talk	12:41	10:56	1:45	13:02	11:31	1:31	10:18	8:33	1:45	6:46	5:42	1:03	8:07	8:26	-0:19	14:19	10:07	4:12	14:44	11:11	3:33	10:44	8:38	2:06
Mai FM	5:55	6:07	-0:11	4:14	3:54	0:19	8:18	7:59	0:19	8:57	9:23	-0:25	7:32	8:53	-1:21	4:33	6:01	-1:27	0:30	0:30	0:00	7:31	7:41	-0:10
More FM	7:38	9:29	-1:51	3:51	4:56	-1:04	5:14	5:00	0:14	6:39	7:03	-0:24	8:11	10:29	-2:17	11:44	14:56	-3:11	11:02	13:02	-2:00	8:29	9:53	-1:23
Newstalk ZB	12:18	14:09	-1:51	2:08	0:15	1:53	9:16	8:37	0:38	8:17	8:02	0:14	7:20	8:21	-1:01	8:10	9:38	-1:28	14:06	14:39	-0:32	5:34	5:52	-0:18
Radio Hauraki	5:36	5:52	-0:15	2:47	3:54	-1:07	5:06	6:06	-0:59	7:26	6:55	0:30	6:28	6:34	-0:06	4:36	4:42	-0:06	2:51	1:34	1:16	3:32	4:30	-0:57
Radio Kahungunu	6:44	11:11	-4:27	43:15	28:52	14:22	10:07	23:08	-13:01	3:52	5:03	-1:11	5:07	5:28	-0:21	8:57	8:33	0:23	8:32	16:39	-8:06	7:12	7:06	0:05
Rhema	4:26	6:40	-2:14	3:49	5:18	-1:28	11:23	11:17	0:05	13:46	12:42	1:04	10:05	10:58	-0:52	2:26	5:00	-2:34	2:10	4:52	-2:42	13:46	12:42	1:04
Rock	14:21	12:34	1:47	26:37	18:18	8:18	16:40	14:12	2:28	12:21	10:54	1:26	12:15	10:40	1:34	13:20	13:38	-0:17	14:33	16:20	-1:46	10:14	8:11	2:03
Star	35:47	26:48	8:58	*	*	*	*	*	*	*	*	*	*	3:32	*	42:35	28:16	14:18	38:43	34:33	4:10	*	*	*
The Hits	8:07	7:32	0:35	9:02	6:45	2:16	8:03	6:49	1:13	8:24	8:35	-0:11	8:39	8:35	0:03	7:57	7:29	0:27	6:03	5:23	0:39	9:58	8:54	1:03
The Sound	10:28	11:47	-1:18	10:40	11:40	-0:59	15:06	16:47	-1:40	11:43	15:54	-4:11	9:54	12:48	-2:54	10:47	10:23	0:24	10:58	10:48	0:09	6:34	6:37	-0:03
ZM	8:12	5:59	2:13	8:31	5:54	2:36	7:59	5:41	2:18	8:09	5:48	2:21	8:11	6:00	2:11	8:14	7:04	1:09	7:28	6:20	1:07	8:10	5:29	2:40
MediaWorks Combo	13:51	14:04	-0:13	8:57	9:19	-0:22	14:35	13:11	1:23	13:57	13:32	0:25	13:45	14:17	-0:31	17:12	18:01	-0:49	18:11	17:41	0:29	12:23	11:57	0:25
NZME Combo	11:47	11:29	0:17	10:12	7:53	2:19	9:32	8:42	0:49	9:46	9:17	0:29	10:38	10:25	0:12	10:56	10:55	0:00	12:31	12:53	-0:21	9:17	8:33	0:44
All Commercial Radio	17:57	17:56	0:01	12:09	12:08	0:01	16:42	15:59	0:43	16:47	16:17	0:29	16:58	16:57	0:01	20:50	20:12	0:37	23:10	22:34	0:35	15:36	15:02	0:33
Potential (000)	135.0	127.5	7.5	29.3	28.4	0.9	40.3	35.6	4.7	37.0	32.4	4.6	57.0	51.7	5.3	39.7	38.5	1.2	36.2	35.2	1.0	22.6	21.4	1.2
Sample	829	838	-9	158	163	-5	215	220	-5	216	227	-11	344	361	-17	260	254	6	240	231	9	145	155	-10

MediaWorks Combo: Breeze or Edge or Magic Music & Talk or Mai FM or More FM or Rock or The Sound or internet only listening to George FM

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



HAWKE'S BAY COMMERCIAL RADIO - SURVEY 1 2021

Average Time Spent Listening (hh:mm) by Daypart, People 10+
Survey Comparisons: 4/2020 - 1/2021

This Survey Period: Sun Jan 19 to Sat Mar 28 2020 & Sun Jul 19 to Sat Nov 14 2020 & Sun Jan 31 to Sat Apr 10 2021
Last Survey Period: Sun Aug 25 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020 & Sun July 19 to Sat Nov 14 2020

	This	Last	+/-
Potential (000)	135.0	127.5	7.5
Sample Size	829	838	-9

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

MediaWorks Combo: Breeze or Edge or Magic Music & Talk or Mai FM or More FM or Rock or The Sound or internet only listening to George FM
NZME Combo: Coast or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Flava or Hokonui