



# HAWKE'S BAY COMMERCIAL RADIO - SURVEY 2 2021

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

Survey Comparisons: 1/2021 - 2/2021

This Survey Period: Sun Jul 19 to Sat Nov 14 2020 & Sun Jan 31 to Sat Jun 19 2021

Last 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

|                    | 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             | 11.9    | 10.7  | 1.2  | 3    | 4.3          | 3.5  | 0.8  | 12.3         | 9.5  | 2.8  | 13.3         | 10.8 | 2.5  | 12.5         | 10.3 | 2.2  | 18.1         | 15.9 | 2.2  | 16.7         | 16.1 | 0.6  | 9.6           | 9.0  | 0.6  |
| Coast              | 4.7     | 5.0   | -0.3 | 8    | 2.8          | 2.1  | 0.7  | 1.8          | 1.4  | 0.4  | 1.7          | 1.3  | 0.4  | 4.7          | 4.9  | -0.2 | 5.0          | 6.0  | -1.0 | 3.4          | 4.2  | -0.8 | 3.0           | 2.2  | 0.8  |
| Edge               | 4.5     | 4.6   | -0.1 | 10   | 7.4          | 3.8  | 3.6  | 7.8          | 8.3  | -0.5 | 7.5          | 8.3  | -0.8 | 6.8          | 7.7  | -0.9 | 3.7          | 4.6  | -0.9 | 1.9          | 2.3  | -0.4 | 7.2           | 8.7  | -1.5 |
| Gold AM            | 0.1     | n.a.  | *    | 16   | 0.1          | n.a. | *    | 0.1          | n.a. | *    | 0.2          | n.a. | *    | 0.1          | n.a. | *    | *            | n.a. | *    | 0.1          | n.a. | *    | *             | n.a. | *    |
| Life FM            | 0.1     | 0.2   | -0.1 | 16   | 0.1          | 0.5  | -0.4 | 0.2          | 0.2  | 0.0  | 0.2          | 0.4  | -0.2 | 0.1          | 0.3  | -0.2 | *            | 0.1  | *    | *            | 0.1  | *    | 0.2           | 0.2  | 0.0  |
| Magic Music & Talk | 14.7    | 12.4  | 2.3  | 1    | 6.2          | 4.2  | 2.0  | 4.5          | 3.1  | 1.4  | 2.4          | 1.8  | 0.6  | 2.9          | 2.6  | 0.3  | 17.1         | 13.2 | 3.9  | 29.5         | 24.4 | 5.1  | 8.0           | 7.9  | 0.1  |
| Mai FM             | 3.2     | 3.2   | 0.0  | 11   | 7.3          | 7.8  | -0.5 | 8.9          | 8.0  | 0.9  | 6.4          | 6.7  | -0.3 | 5.2          | 5.3  | -0.1 | 1.6          | 1.3  | 0.3  | *            | *    | *    | 7.7           | 7.0  | 0.7  |
| More FM            | 4.7     | 7.5   | -2.8 | 8    | 5.0          | 6.0  | -1.0 | 2.5          | 6.3  | -3.8 | 4.4          | 8.0  | -3.6 | 5.8          | 9.4  | -3.6 | 5.8          | 9.3  | -3.5 | 4.4          | 7.5  | -3.1 | 6.4           | 10.5 | -4.1 |
| Newstalk ZB        | 12.2    | 12.2  | 0.0  | 2    | 0.9          | 0.6  | 0.3  | 1.7          | 1.5  | 0.2  | 3.7          | 2.7  | 1.0  | 5.9          | 5.1  | 0.8  | 9.2          | 8.7  | 0.5  | 16.9         | 17.2 | -0.3 | 4.2           | 4.4  | -0.2 |
| Radio Hauraki      | 3.0     | 2.1   | 0.9  | 12   | 1.6          | 1.1  | 0.5  | 3.9          | 1.6  | 2.3  | 7.1          | 4.8  | 2.3  | 6.1          | 4.4  | 1.7  | 2.4          | 1.8  | 0.6  | 0.4          | 0.3  | 0.1  | 1.9           | 1.3  | 0.6  |
| Radio Kahungunu    | 0.9     | 0.9   | 0.0  | 13   | 3.5          | 2.4  | 1.1  | 2.4          | 1.7  | 0.7  | 0.7          | 0.5  | 0.2  | 0.4          | 0.9  | -0.5 | 0.8          | 1.3  | -0.5 | 0.9          | 0.7  | 0.2  | 3.0           | 2.4  | 0.6  |
| Rhema              | 0.6     | 0.6   | 0.0  | 15   | 0.6          | 0.5  | 0.1  | 1.3          | 1.7  | -0.4 | 1.1          | 1.5  | -0.4 | 0.7          | 1.0  | -0.3 | 0.6          | 0.4  | 0.2  | 0.7          | 0.4  | 0.3  | 2.5           | 2.7  | -0.2 |
| Rock               | 11.0    | 11.9  | -0.9 | 4    | 17.4         | 22.3 | -4.9 | 25.1         | 26.3 | -1.2 | 20.1         | 20.3 | -0.2 | 17.0         | 17.0 | 0.0  | 8.4          | 9.5  | -1.1 | 4.0          | 5.3  | -1.3 | 15.6          | 12.2 | 3.4  |
| Star               | 0.9     | 2.5   | -1.6 | 13   | *            | *    | *    | *            | *    | *    | *            | *    | *    | *            | *    | *    | 1.1          | 4.1  | -3.0 | 1.1          | 4.2  | -3.1 | *             | *    | *    |
| The Hits           | 9.1     | 9.2   | -0.1 | 5    | 20.3         | 18.8 | 1.5  | 11.5         | 12.7 | -1.2 | 13.6         | 14.9 | -1.3 | 11.9         | 12.8 | -0.9 | 6.0          | 6.0  | 0.0  | 3.7          | 3.7  | 0.0  | 14.2          | 15.3 | -1.1 |
| The Sound          | 7.2     | 6.6   | 0.6  | 6    | 4.7          | 8.4  | -3.7 | 6.0          | 5.8  | 0.2  | 7.5          | 6.1  | 1.4  | 8.8          | 6.2  | 2.6  | 11.1         | 9.2  | 1.9  | 8.3          | 8.3  | 0.0  | 8.1           | 3.4  | 4.7  |
| ZM                 | 5.5     | 5.9   | -0.4 | 7    | 17.3         | 17.1 | 0.2  | 8.2          | 10.0 | -1.8 | 8.3          | 10.1 | -1.8 | 6.9          | 8.1  | -1.2 | 2.8          | 2.9  | -0.1 | 0.6          | 0.8  | -0.2 | 6.9           | 9.6  | -2.7 |
| MediaWorks Combo   | 57.1    | 57.0  | 0.1  |      | 52.3         | 56.1 | -3.8 | 67.1         | 67.6 | -0.5 | 61.6         | 62.3 | -0.7 | 59.0         | 58.8 | 0.2  | 65.7         | 63.0 | 2.7  | 64.9         | 63.9 | 1.0  | 62.5          | 59.1 | 3.4  |
| NZME Combo         | 35.0    | 34.7  | 0.3  |      | 43.3         | 40.3 | 3.0  | 28.6         | 28.5 | 0.1  | 36.0         | 34.7 | 1.3  | 36.5         | 35.8 | 0.7  | 25.5         | 25.5 | 0.0  | 25.2         | 26.3 | -1.1 | 30.4          | 33.0 | -2.6 |
| Potential (000)    | 135.0   | 135.0 | 0.0  |      | 29.3         | 29.3 | 0.0  | 40.5         | 40.3 | 0.2  | 37.0         | 37.0 | 0.0  | 57.0         | 57.0 | 0.0  | 39.7         | 39.7 | 0.0  | 36.2         | 36.2 | 0.0  | 22.7          | 22.6 | 0.1  |
| Sample             | 827     | 829   | -2   |      | 141          | 158  | -17  | 199          | 215  | -16  | 201          | 216  | -15  | 343          | 344  | -1   | 279          | 260  | 19   | 245          | 240  | 5    | 142           | 145  | -3   |

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 Gold AM (from S2 2021) 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 2 2021

Station Share (%) by Daypart, People 10+

Survey Comparisons: 1/2021 - 2/2021

This Survey Period: Sun Jul 19 to Sat Nov 14 2020 & Sun Jan 31 to Sat Jun 19 2021

Last 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

|                 | This  | Last  | +/- |
|-----------------|-------|-------|-----|
| Potential (000) | 135.0 | 135.0 | 0.0 |
| Sample Size     | 827   | 829   | -2  |

|                    | Breakfast |                      |      |      | Morning |      |      | Afternoon |      |      | Drive |      |      | Night |      |       | Mid Dawn |      |      | Weekend |      |      |
|--------------------|-----------|----------------------|------|------|---------|------|------|-----------|------|------|-------|------|------|-------|------|-------|----------|------|------|---------|------|------|
|                    | This      | Mon-Fri 6am-9am Last | +/-  | Rank | This    | Last | +/-  | This      | Last | +/-  | This  | Last | +/-  | This  | Last | +/-   | This     | Last | +/-  | This    | Last | +/-  |
| Breeze             | 10.3      | 9.4                  | 0.9  | 5    | 11.4    | 11.8 | -0.4 | 11.7      | 11.1 | 0.6  | 11.8  | 9.0  | 2.8  | 9.3   | 7.6  | 1.7   | 14.8     | 7.6  | 7.2  | 13.8    | 12.4 | 1.4  |
| Coast              | 4.0       | 4.0                  | 0.0  | 10   | 5.4     | 5.9  | -0.5 | 5.2       | 5.3  | -0.1 | 3.8   | 3.4  | 0.4  | 3.1   | 6.4  | -3.3  | 4.0      | 4.4  | -0.4 | 4.8     | 5.6  | -0.8 |
| Edge               | 5.0       | 4.8                  | 0.2  | 8    | 3.2     | 3.3  | -0.1 | 3.4       | 3.5  | -0.1 | 5.4   | 5.6  | -0.2 | 4.5   | 5.2  | -0.7  | 10.6     | 10.4 | 0.2  | 4.9     | 5.0  | -0.1 |
| Gold AM            | *         | n.a.                 | *    | *    | *       | n.a. | *    | 0.1       | n.a. | *    | 0.1   | n.a. | *    | 0.2   | n.a. | *     | *        | n.a. | *    | 0.4     | n.a. | *    |
| Life FM            | *         | *                    | *    | *    | 0.1     | 0.2  | -0.1 | 0.1       | 0.3  | -0.2 | *     | 0.1  | *    | 0.2   | 0.1  | 0.1   | *        | *    | *    | 0.1     | 0.4  | -0.3 |
| Magic Music & Talk | 11.1      | 8.6                  | 2.5  | 3    | 18.2    | 14.6 | 3.6  | 15.7      | 13.5 | 2.2  | 11.3  | 10.2 | 1.1  | 10.2  | 7.0  | 3.2   | 5.2      | 8.9  | -3.7 | 17.4    | 15.2 | 2.2  |
| Mai FM             | 2.0       | 4.0                  | -2.0 | 12   | 3.0     | 3.5  | -0.5 | 4.0       | 3.7  | 0.3  | 4.8   | 3.0  | 1.8  | 0.7   | 0.6  | 0.1   | 1.8      | 2.2  | -0.4 | 3.5     | 2.5  | 1.0  |
| More FM            | 4.9       | 7.4                  | -2.5 | 9    | 4.5     | 7.9  | -3.4 | 4.5       | 7.1  | -2.6 | 5.5   | 10.7 | -5.2 | 4.0   | 6.5  | -2.5  | 5.9      | 5.1  | 0.8  | 4.4     | 6.7  | -2.3 |
| Newstalk ZB        | 20.2      | 19.5                 | 0.7  | 1    | 8.2     | 7.8  | 0.4  | 7.8       | 7.3  | 0.5  | 11.7  | 8.9  | 2.8  | 19.3  | 28.2 | -8.9  | 28.4     | 33.1 | -4.7 | 10.1    | 10.3 | -0.2 |
| Radio Hauraki      | 2.6       | 1.8                  | 0.8  | 11   | 3.0     | 1.7  | 1.3  | 3.6       | 2.0  | 1.6  | 2.5   | 2.0  | 0.5  | 1.1   | 0.7  | 0.4   | 3.4      | 3.6  | -0.2 | 3.1     | 2.7  | 0.4  |
| Radio Kahungunu    | 0.9       | 0.9                  | 0.0  | 13   | 1.7     | 1.4  | 0.3  | 0.9       | 0.9  | 0.0  | 0.3   | 0.5  | -0.2 | 2.6   | 2.1  | 0.5   | *        | 0.9  | *    | 0.6     | 0.7  | -0.1 |
| Rhema              | 0.4       | 0.5                  | -0.1 | 15   | 0.7     | 0.8  | -0.1 | 0.4       | 0.6  | -0.2 | 0.7   | 0.7  | 0.0  | 1.4   | 1.6  | -0.2  | 0.7      | 0.2  | 0.5  | 0.7     | 0.6  | 0.1  |
| Rock               | 10.5      | 10.7                 | -0.2 | 4    | 12.2    | 14.8 | -2.6 | 11.8      | 14.6 | -2.8 | 11.1  | 11.8 | -0.7 | 12.5  | 7.9  | 4.6   | 7.3      | 7.1  | 0.2  | 9.7     | 9.4  | 0.3  |
| Star               | 0.5       | 1.1                  | -0.6 | 14   | 0.8     | 2.5  | -1.7 | 1.3       | 3.5  | -2.2 | 1.4   | 3.9  | -2.5 | 0.1   | 1.1  | -1.0  | *        | *    | *    | 0.9     | 2.6  | -1.7 |
| The Hits           | 11.8      | 11.1                 | 0.7  | 2    | 8.9     | 8.2  | 0.7  | 8.3       | 8.2  | 0.1  | 10.7  | 11.9 | -1.2 | 6.9   | 7.7  | -0.8  | 3.5      | 3.9  | -0.4 | 8.2     | 9.1  | -0.9 |
| The Sound          | 6.3       | 6.2                  | 0.1  | 7    | 7.8     | 6.9  | 0.9  | 9.2       | 8.4  | 0.8  | 7.8   | 7.0  | 0.8  | 7.5   | 6.1  | 1.4   | 0.4      | 0.9  | -0.5 | 6.0     | 5.6  | 0.4  |
| ZM                 | 6.6       | 6.5                  | 0.1  | 6    | 4.7     | 4.7  | 0.0  | 5.1       | 5.2  | -0.1 | 6.8   | 8.4  | -1.6 | 8.4   | 7.7  | 0.7   | 3.8      | 3.4  | 0.4  | 4.7     | 5.8  | -1.1 |
| MediaWorks Combo   | 50.1      | 51.3                 | -1.2 |      | 60.3    | 62.9 | -2.6 | 60.4      | 61.9 | -1.5 | 58.0  | 57.7 | 0.3  | 48.7  | 41.0 | 7.7   | 46.0     | 42.1 | 3.9  | 59.6    | 56.8 | 2.8  |
| NZME Combo         | 45.4      | 43.0                 | 2.4  |      | 30.4    | 28.8 | 1.6  | 30.7      | 28.3 | 2.4  | 35.6  | 34.6 | 1.0  | 39.6  | 51.2 | -11.6 | 46.4     | 50.8 | -4.4 | 31.8    | 33.8 | -2.0 |

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 Gold AM (from S2 2021) 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 2 2021

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

Survey Comparisons: 1/2021 - 2/2021

This Survey Period: Sun Jul 19 to Sat Nov 14 2020 & Sun Jan 31 to Sat Jun 19 2021

Last 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

|                      | 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               | 21.2    | 20.4  | 0.8  | 3    | 3.4          | 2.9  | 0.5  | 4.6          | 4.3  | 0.3  | 4.8          | 4.6  | 0.2  | 9.1          | 8.6  | 0.5  | 9.7          | 9.7  | 0.0  | 7.6          | 8.0  | -0.4 | 2.9           | 3.1  | -0.2 |
| Coast                | 8.3     | 9.0   | -0.7 | 12   | 0.7          | 0.4  | 0.3  | 0.4          | 0.6  | -0.2 | 0.9          | 0.9  | 0.0  | 3.4          | 3.3  | 0.1  | 3.9          | 4.3  | -0.4 | 2.6          | 3.4  | -0.8 | 1.0           | 0.8  | 0.2  |
| Edge                 | 16.4    | 15.6  | 0.8  | 6    | 4.5          | 3.4  | 1.1  | 7.8          | 7.5  | 0.3  | 6.5          | 6.6  | -0.1 | 9.3          | 9.9  | -0.6 | 4.0          | 4.5  | -0.5 | 2.5          | 2.1  | 0.4  | 4.7           | 5.3  | -0.6 |
| Gold AM              | 1.1     | n.a.  | *    | 16   | 0.2          | n.a. | *    | 0.2          | n.a. | *    | 0.4          | n.a. | *    | 0.4          | n.a. | *    | 0.2          | n.a. | *    | 0.4          | n.a. | *    | *             | n.a. | *    |
| Life FM              | 1.8     | 2.4   | -0.6 | 14   | 0.3          | 0.4  | -0.1 | 0.9          | 1.0  | -0.1 | 1.1          | 1.2  | -0.1 | 1.1          | 1.4  | -0.3 | 0.2          | 0.4  | -0.2 | 0.4          | 0.5  | -0.1 | 0.5           | 0.5  | 0.0  |
| Magic Music & Talk   | 21.3    | 19.2  | 2.1  | 2    | 1.5          | 0.8  | 0.7  | 2.3          | 1.6  | 0.7  | 1.9          | 1.3  | 0.6  | 3.6          | 2.7  | 0.9  | 6.5          | 6.4  | 0.1  | 12.1         | 11.5 | 0.6  | 2.6           | 2.1  | 0.5  |
| Mai FM               | 8.5     | 10.7  | -2.2 | 11   | 3.3          | 4.6  | -1.3 | 4.6          | 5.1  | -0.5 | 3.5          | 3.8  | -0.3 | 4.9          | 5.7  | -0.8 | 1.5          | 2.0  | -0.5 | 0.3          | 0.3  | 0.0  | 2.6           | 2.7  | -0.1 |
| More FM              | 15.1    | 19.3  | -4.2 | 7    | 3.7          | 3.9  | -0.2 | 3.8          | 6.3  | -2.5 | 4.2          | 6.2  | -2.0 | 7.2          | 9.5  | -2.3 | 4.6          | 5.5  | -0.9 | 3.6          | 4.7  | -1.1 | 2.7           | 3.6  | -0.9 |
| Newstalk ZB          | 18.6    | 19.4  | -0.8 | 4    | 1.1          | 0.7  | 0.4  | 0.8          | 0.8  | 0.0  | 2.1          | 1.6  | 0.5  | 5.5          | 5.7  | -0.2 | 6.2          | 7.5  | -1.3 | 8.0          | 8.5  | -0.5 | 2.1           | 2.3  | -0.2 |
| Radio Hauraki        | 8.7     | 7.3   | 1.4  | 10   | 1.5          | 1.0  | 0.5  | 2.5          | 1.7  | 0.8  | 4.0          | 3.3  | 0.7  | 5.9          | 5.5  | 0.4  | 3.0          | 2.8  | 0.2  | 1.3          | 0.8  | 0.5  | 1.4           | 1.1  | 0.3  |
| Radio Kahungunu      | 1.7     | 2.7   | -1.0 | 15   | 0.2          | 0.1  | 0.1  | 0.8          | 0.9  | -0.1 | 0.6          | 0.7  | -0.1 | 0.6          | 1.5  | -0.9 | 0.3          | 1.0  | -0.7 | 0.7          | 0.5  | 0.2  | 0.9           | 1.0  | -0.1 |
| Rhema                | 3.1     | 2.8   | 0.3  | 13   | 0.4          | 0.3  | 0.1  | 0.8          | 0.8  | 0.0  | 0.6          | 0.6  | 0.0  | 1.6          | 0.8  | 0.8  | 1.8          | 1.1  | 0.7  | 1.1          | 1.4  | -0.3 | 0.8           | 0.6  | 0.2  |
| Rock                 | 17.8    | 16.3  | 1.5  | 5    | 2.7          | 2.1  | 0.6  | 8.5          | 8.3  | 0.2  | 9.2          | 8.4  | 0.8  | 12.4         | 11.5 | 0.9  | 5.2          | 5.0  | 0.2  | 2.6          | 2.5  | 0.1  | 4.4           | 3.5  | 0.9  |
| Star                 | 0.8     | 1.4   | -0.6 | 17   | 0.1          | *    | *    | *            | *    | *    | *            | *    | *    | *            | *    | *    | 0.4          | 0.7  | -0.3 | 0.4          | 0.8  | -0.4 | 0.1           | *    | *    |
| The Hits             | 23.5    | 22.3  | 1.2  | 1    | 5.9          | 5.2  | 0.7  | 9.1          | 8.3  | 0.8  | 9.8          | 9.1  | 0.7  | 13.5         | 12.2 | 1.3  | 5.8          | 5.3  | 0.5  | 3.9          | 4.3  | -0.4 | 4.7           | 4.5  | 0.2  |
| The Sound            | 12.0    | 12.4  | -0.4 | 9    | 1.6          | 2.0  | -0.4 | 2.1          | 2.0  | 0.1  | 3.2          | 2.6  | 0.6  | 5.7          | 5.2  | 0.5  | 5.5          | 6.0  | -0.5 | 4.8          | 5.2  | -0.4 | 2.5           | 1.5  | 1.0  |
| ZM                   | 12.9    | 14.1  | -1.2 | 8    | 4.6          | 5.0  | -0.4 | 5.8          | 6.6  | -0.8 | 5.9          | 6.3  | -0.4 | 7.5          | 8.1  | -0.6 | 2.2          | 2.4  | -0.2 | 0.6          | 0.8  | -0.2 | 3.3           | 3.4  | -0.1 |
| MediaWorks Combo     | 79.2    | 80.7  | -1.5 |      | 14.8         | 15.7 | -0.9 | 23.7         | 24.3 | -0.6 | 22.7         | 22.8 | -0.1 | 35.7         | 35.2 | 0.5  | 25.3         | 25.7 | -0.4 | 23.6         | 24.4 | -0.8 | 14.7          | 14.0 | 0.7  |
| NZME Combo           | 58.9    | 57.7  | 1.2  |      | 11.0         | 9.9  | 1.1  | 16.1         | 15.7 | 0.4  | 18.6         | 18.1 | 0.5  | 28.6         | 27.8 | 0.8  | 16.7         | 16.4 | 0.3  | 14.5         | 14.6 | -0.1 | 10.7          | 10.4 | 0.3  |
| All Commercial Radio | 106.2   | 109.2 | -3.0 |      | 19.4         | 20.7 | -1.3 | 30.0         | 31.4 | -1.4 | 30.1         | 30.4 | -0.3 | 47.9         | 48.5 | -0.6 | 33.1         | 33.6 | -0.5 | 29.7         | 30.0 | -0.3 | 18.5          | 18.8 | -0.3 |
| Potential (000)      | 135.0   | 135.0 | 0.0  |      | 29.3         | 29.3 | 0.0  | 40.5         | 40.3 | 0.2  | 37.0         | 37.0 | 0.0  | 57.0         | 57.0 | 0.0  | 39.7         | 39.7 | 0.0  | 36.2         | 36.2 | 0.0  | 22.7          | 22.6 | 0.1  |
| Sample               | 827     | 829   | -2   |      | 141          | 158  | -17  | 199          | 215  | -16  | 201          | 216  | -15  | 343          | 344  | -1   | 279          | 260  | 19   | 245          | 240  | 5    | 142           | 145  | -3   |

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 Gold AM (from S2 2021) 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 2 2021

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

Survey Comparisons: 1/2021 - 2/2021

This Survey Period: Sun Jul 19 to Sat Nov 14 2020 & Sun Jan 31 to Sat Jun 19 2021

Last 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

|                 | This  | Last  | +/- |
|-----------------|-------|-------|-----|
| Potential (000) | 135.0 | 135.0 | 0.0 |
| Sample Size     | 827   | 829   | -2  |

|                      | 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               | 10.3            | 10.5 | -0.2             | 4    | 9.4              | 9.7  | -0.3            | 11.1 | 10.4             | 0.7  | 10.6             | 9.1  | 1.5               | 4.2  | 3.8  | 0.4  | 3.0   | 2.1  | 0.9  | 12.7 | 11.3     | 1.4  |      |      |         |  |  |  |
| Coast                | 4.4             | 5.6  | -1.2             | 10   | 4.2              | 5.2  | -1.0            | 4.5  | 5.0              | -0.5 | 3.3              | 3.7  | -0.4              | 0.8  | 1.5  | -0.7 | 0.5   | 0.8  | -0.3 | 4.5  | 5.1      | -0.6 |      |      |         |  |  |  |
| Edge                 | 8.5             | 9.3  | -0.8             | 6    | 4.8              | 6.0  | -1.2            | 7.6  | 6.9              | 0.7  | 7.7              | 9.0  | -1.3              | 3.6  | 3.2  | 0.4  | 3.1   | 1.6  | 1.5  | 9.8  | 8.9      | 0.9  |      |      |         |  |  |  |
| Gold AM              | *               | n.a. | *                | *    | 0.2              | n.a. | *               | 0.4  | n.a.             | *    | 0.3              | n.a. | *                 | 0.1  | n.a. | *    | *     | n.a. | *    | 0.8  | n.a.     | *    |      |      |         |  |  |  |
| Life FM              | 0.1             | 0.1  | 0.0              | 16   | 0.4              | 0.6  | -0.2            | 0.8  | 1.2              | -0.4 | *                | 0.3  | *                 | 0.1  | 0.2  | -0.1 | *     | *    | *    | 0.9  | 1.6      | -0.7 |      |      |         |  |  |  |
| Magic Music & Talk   | 11.1            | 9.5  | 1.6              | 3    | 14.4             | 12.8 | 1.6             | 14.5 | 13.7             | 0.8  | 9.2              | 8.9  | 0.3               | 3.4  | 4.2  | -0.8 | 1.4   | 1.6  | -0.2 | 15.3 | 14.4     | 0.9  |      |      |         |  |  |  |
| Mai FM               | 4.3             | 6.8  | -2.5             | 11   | 4.2              | 4.8  | -0.6            | 6.0  | 6.0              | 0.0  | 4.0              | 2.9  | 1.1               | 1.3  | 0.9  | 0.4  | 0.7   | 1.0  | -0.3 | 5.3  | 6.0      | -0.7 |      |      |         |  |  |  |
| More FM              | 7.9             | 10.8 | -2.9             | 8    | 5.4              | 8.5  | -3.1            | 6.8  | 9.2              | -2.4 | 5.7              | 9.3  | -3.6              | 2.6  | 3.7  | -1.1 | 1.8   | 1.6  | 0.2  | 8.1  | 11.2     | -3.1 |      |      |         |  |  |  |
| Newstalk ZB          | 14.2            | 15.4 | -1.2             | 1    | 7.7              | 8.8  | -1.1            | 8.4  | 8.9              | -0.5 | 8.4              | 8.4  | 0.0               | 5.0  | 6.2  | -1.2 | 5.4   | 5.4  | 0.0  | 11.7 | 11.4     | 0.3  |      |      |         |  |  |  |
| Radio Hauraki        | 3.5             | 3.0  | 0.5              | 12   | 2.9              | 2.3  | 0.6             | 5.2  | 4.1              | 1.1  | 4.2              | 4.1  | 0.1               | 1.0  | 0.7  | 0.3  | 0.9   | 1.0  | -0.1 | 4.7  | 3.8      | 0.9  |      |      |         |  |  |  |
| Radio Kahungunu      | 0.5             | 1.0  | -0.5             | 14   | 0.9              | 1.6  | -0.7            | 0.8  | 1.3              | -0.5 | 0.3              | 0.8  | -0.5              | 0.5  | 1.0  | -0.5 | *     | 0.8  | *    | 1.3  | 1.7      | -0.4 |      |      |         |  |  |  |
| Rhema                | 1.5             | 1.6  | -0.1             | 13   | 1.3              | 1.4  | -0.1            | 0.3  | 0.9              | -0.6 | 1.1              | 0.9  | 0.2               | 0.5  | 0.9  | -0.4 | 0.7   | 0.4  | 0.3  | 1.3  | 1.4      | -0.1 |      |      |         |  |  |  |
| Rock                 | 10.1            | 10.7 | -0.6             | 5    | 9.2              | 10.9 | -1.7            | 9.5  | 10.1             | -0.6 | 9.9              | 9.7  | 0.2               | 4.3  | 3.9  | 0.4  | 1.4   | 1.2  | 0.2  | 10.8 | 9.1      | 1.7  |      |      |         |  |  |  |
| Star                 | 0.3             | 0.9  | -0.6             | 15   | 0.3              | 1.1  | -0.8            | 0.5  | 1.1              | -0.6 | 0.4              | 0.8  | -0.4              | 0.1  | 0.3  | -0.2 | *     | *    | *    | 0.5  | 1.0      | -0.5 |      |      |         |  |  |  |
| The Hits             | 12.8            | 13.3 | -0.5             | 2    | 9.3              | 9.1  | 0.2             | 12.2 | 12.8             | -0.6 | 11.8             | 10.8 | 1.0               | 5.1  | 4.1  | 1.0  | 1.9   | 2.7  | -0.8 | 12.6 | 13.9     | -1.3 |      |      |         |  |  |  |
| The Sound            | 6.6             | 7.0  | -0.4             | 9    | 6.2              | 6.6  | -0.4            | 7.7  | 7.5              | 0.2  | 6.2              | 6.2  | 0.0               | 1.8  | 2.3  | -0.5 | 0.1   | 0.3  | -0.2 | 7.5  | 7.5      | 0.0  |      |      |         |  |  |  |
| ZM                   | 8.1             | 9.3  | -1.2             | 7    | 4.0              | 4.9  | -0.9            | 8.5  | 9.4              | -0.9 | 6.7              | 7.7  | -1.0              | 2.5  | 3.0  | -0.5 | 2.0   | 2.0  | 0.0  | 8.1  | 9.1      | -1.0 |      |      |         |  |  |  |
| MediaWorks Combo     | 47.6            | 52.6 | -5.0             |      | 46.4             | 49.0 | -2.6            | 52.4 | 53.3             | -0.9 | 45.3             | 47.6 | -2.3              | 19.2 | 20.0 | -0.8 | 10.7  | 9.1  | 1.6  | 59.1 | 58.4     | 0.7  |      |      |         |  |  |  |
| NZME Combo           | 39.0            | 41.2 | -2.2             |      | 26.5             | 28.2 | -1.7            | 35.2 | 34.9             | 0.3  | 30.3             | 30.0 | 0.3               | 14.2 | 14.9 | -0.7 | 10.1  | 11.3 | -1.2 | 37.6 | 37.4     | 0.2  |      |      |         |  |  |  |
| All Commercial Radio | 77.4            | 84.9 | -7.5             |      | 66.8             | 71.1 | -4.3            | 77.1 | 79.6             | -2.5 | 69.6             | 71.6 | -2.0              | 31.3 | 34.5 | -3.2 | 19.5  | 20.1 | -0.6 | 86.8 | 89.4     | -2.6 |      |      |         |  |  |  |

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 Gold AM (from S2 2021) 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 2 2021

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

Survey Comparisons: 1/2021 - 2/2021

This Survey Period: Sun Jul 19 to Sat Nov 14 2020 & Sun Jan 31 to Sat Jun 19 2021

Last 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

|                      | 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               | 10:20   | 10:17 | 0:02   | 3:03         | 3:05  | -0:02  | 13:05        | 11:34 | 1:30  | 13:39        | 11:52 | 1:47  | 10:56        | 9:54  | 1:02  | 11:57        | 11:30 | 0:26   | 13:28        | 13:59 | -0:30  | 9:23          | 8:25  | 0:57  |
| Coast                | 10:23   | 10:56 | -0:33  | 9:34         | 14:15 | -4:40  | 20:17        | 12:13 | 8:03  | 9:41         | 7:08  | 2:33  | 10:58        | 12:08 | -1:10 | 8:04         | 9:44  | -1:40  | 8:11         | 8:27  | -0:16  | 9:06          | 8:29  | 0:36  |
| Edge                 | 5:04    | 5:44  | -0:39  | 3:58         | 2:52  | 1:06   | 4:54         | 5:50  | -0:55 | 5:40         | 6:29  | -0:48 | 5:49         | 6:23  | -0:33 | 5:53         | 7:11  | -1:18  | 4:35         | 7:40  | -3:05  | 4:21          | 4:50  | -0:28 |
| Gold AM              | 2:30    | n.a.  | *      | 1:45         | n.a.  | *      | 1:45         | n.a.  | *     | 3:00         | n.a.  | *     | 3:00         | n.a.  | *     | 0:45         | n.a.  | *      | 1:50         | n.a.  | *      | *             | n.a.  | *     |
| Life FM              | 0:46    | 1:39  | -0:53  | 0:54         | 2:46  | -1:52  | 0:47         | 0:59  | -0:11 | 0:54         | 1:38  | -0:44 | 0:55         | 1:44  | -0:49 | 0:27         | 1:18  | -0:50  | 0:15         | 0:53  | -0:38  | 1:13          | 1:21  | -0:07 |
| Magic Music & Talk   | 12:42   | 12:41 | 0:01   | 10:04        | 13:02 | -2:57  | 9:29         | 10:18 | -0:48 | 6:14         | 6:46  | -0:31 | 6:26         | 8:07  | -1:41 | 16:43        | 14:19 | 2:23   | 14:50        | 14:44 | 0:05   | 8:55          | 10:44 | -1:49 |
| Mai FM               | 6:58    | 5:55  | 1:02   | 5:19         | 4:14  | 1:04   | 9:27         | 8:18  | 1:09  | 9:01         | 8:57  | 0:04  | 8:29         | 7:32  | 0:56  | 6:49         | 4:33  | 2:16   | 0:30         | 0:30  | 0:00   | 8:30          | 7:31  | 0:59  |
| More FM              | 5:44    | 7:38  | -1:54  | 3:16         | 3:51  | -0:35  | 3:14         | 5:14  | -2:00 | 5:13         | 6:39  | -1:26 | 6:22         | 8:11  | -1:49 | 8:00         | 11:44 | -3:43  | 7:34         | 11:02 | -3:27  | 6:46          | 8:29  | -1:42 |
| Newstalk ZB          | 12:05   | 12:18 | -0:12  | 1:54         | 2:08  | -0:14  | 10:24        | 9:16  | 1:08  | 8:57         | 8:17  | 0:39  | 8:35         | 7:20  | 1:14  | 9:31         | 8:10  | 1:20   | 12:48        | 14:06 | -1:18  | 5:49          | 5:34  | 0:15  |
| Radio Hauraki        | 6:19    | 5:36  | 0:42   | 2:35         | 2:47  | -0:11  | 7:44         | 5:06  | 2:37  | 8:45         | 7:26  | 1:18  | 8:08         | 6:28  | 1:40  | 5:07         | 4:36  | 0:30   | 2:03         | 2:51  | -0:48  | 3:52          | 3:32  | 0:20  |
| Radio Kahungunu      | 10:34   | 6:44  | 3:49   | 43:15        | 43:15 | 0:00   | 14:57        | 10:07 | 4:50  | 5:51         | 3:52  | 1:58  | 5:51         | 5:07  | 0:44  | 17:00        | 8:57  | 8:02   | 8:12         | 8:32  | -0:19  | 9:44          | 7:12  | 2:32  |
| Rhema                | 3:32    | 4:26  | -0:53  | 3:39         | 3:49  | -0:10  | 7:50         | 11:23 | -3:33 | 9:04         | 13:46 | -4:41 | 3:36         | 10:05 | -6:28 | 2:15         | 2:26  | -0:10  | 3:44         | 2:10  | 1:34   | 9:06          | 13:46 | -4:39 |
| Rock                 | 11:21   | 14:21 | -3:00  | 15:38        | 26:37 | -10:58 | 14:24        | 16:40 | -2:15 | 10:50        | 12:21 | -1:31 | 11:00        | 12:15 | -1:14 | 10:17        | 13:20 | -3:02  | 9:14         | 14:33 | -5:18  | 10:13         | 10:14 | -0:00 |
| Star                 | 21:23   | 35:47 | -14:23 | 0:30         | *     | *      | *            | *     | *     | *            | *     | *     | *            | *     | *     | 17:20        | 42:35 | -25:14 | 17:20        | 38:43 | -21:22 | 1:15          | *     | *     |
| The Hits             | 7:08    | 8:07  | -0:59  | 8:21         | 9:02  | -0:40  | 6:10         | 8:03  | -1:52 | 6:52         | 8:24  | -1:31 | 7:03         | 8:39  | -1:35 | 6:42         | 7:57  | -1:15  | 5:47         | 6:03  | -0:16  | 8:38          | 9:58  | -1:20 |
| The Sound            | 11:03   | 10:28 | 0:34   | 7:19         | 10:40 | -3:21  | 13:56        | 15:06 | -1:10 | 11:26        | 11:43 | -0:17 | 12:27        | 9:54  | 2:33  | 12:56        | 10:47 | 2:08   | 10:36        | 10:58 | -0:22  | 9:24          | 6:34  | 2:49  |
| ZM                   | 7:51    | 8:12  | -0:21  | 9:05         | 8:31  | 0:34   | 6:56         | 7:59  | -1:03 | 6:55         | 8:09  | -1:13 | 7:21         | 8:11  | -0:50 | 8:17         | 8:14  | 0:02   | 6:10         | 7:28  | -1:17  | 5:56          | 8:10  | -2:13 |
| MediaWorks Combo     | 13:19   | 13:51 | -0:32  | 8:33         | 8:57  | -0:24  | 13:51        | 14:35 | -0:43 | 13:24        | 13:57 | -0:33 | 13:11        | 13:45 | -0:34 | 16:37        | 17:12 | -0:34  | 16:43        | 18:11 | -1:27  | 12:14         | 12:23 | -0:09 |
| NZME Combo           | 10:58   | 11:47 | -0:49  | 9:33         | 10:12 | -0:39  | 8:42         | 9:32  | -0:49 | 9:33         | 9:46  | -0:13 | 10:10        | 10:38 | -0:27 | 9:44         | 10:56 | -1:11  | 10:35        | 12:31 | -1:56  | 8:08          | 9:17  | -1:08 |
| All Commercial Radio | 17:22   | 17:57 | -0:34  | 12:27        | 12:09 | 0:18   | 16:20        | 16:42 | -0:22 | 16:24        | 16:47 | -0:22 | 16:39        | 16:58 | -0:18 | 19:20        | 20:50 | -1:30  | 20:29        | 23:10 | -2:41  | 15:32         | 15:36 | -0:03 |
| Potential (000)      | 135.0   | 135.0 | 0.0    | 29.3         | 29.3  | 0.0    | 40.5         | 40.3  | 0.2   | 37.0         | 37.0  | 0.0   | 57.0         | 57.0  | 0.0   | 39.7         | 39.7  | 0.0    | 36.2         | 36.2  | 0.0    | 22.7          | 22.6  | 0.1   |
| Sample               | 827     | 829   | -2     | 141          | 158   | -17    | 199          | 215   | -16   | 201          | 216   | -15   | 343          | 344   | -1    | 279          | 260   | 19     | 245          | 240   | 5      | 142           | 145   | -3    |

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 Gold AM (from S2 2021) 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 2 2021

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

Survey Comparisons: 1/2021 - 2/2021

This Survey Period: Sun Jul 19 to Sat Nov 14 2020 & Sun Jan 31 to Sat Jun 19 2021

Last 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

|                 | This  | Last  | +/- |
|-----------------|-------|-------|-----|
| Potential (000) | 135.0 | 135.0 | 0.0 |
| Sample Size     | 827   | 829   | -2  |

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

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 Gold AM (from S2 2021) or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Flava or Hokonui