



# HAWKE'S BAY COMMERCIAL RADIO - SURVEY 3 2021

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

Survey Comparisons: 2/2021 - 3/2021

This Survey Period: Sun Sept 13 to Sat Nov 14 2020 & Sun Jan 31 to Sat Aug 28 2021

Last Survey Period: Sun Jul 19 to Sat Nov 14 2020 & Sun Jan 31 to Sat Jun 19 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	8.9	11.9	-3.0	5	7.6	4.3	3.3	5.6	12.3	-6.7	6.5	13.3	-6.8	8.3	12.5	-4.2	13.3	18.1	-4.8	12.3	16.7	-4.4	6.1	9.6	-3.5	
Coast	4.3	4.7	-0.4	10	2.3	2.8	-0.5	1.8	1.8	0.0	1.9	1.7	0.2	5.6	4.7	0.9	6.0	5.0	1.0	2.5	3.4	-0.9	3.6	3.0	0.6	
Edge	4.5	4.5	0.0	9	6.0	7.4	-1.4	8.9	7.8	1.1	9.2	7.5	1.7	7.0	6.8	0.2	3.7	3.7	0.0	2.2	1.9	0.3	8.3	7.2	1.1	
Gold AM	0.1	0.1	0.0	17	0.1	0.1	0.0	0.1	0.1	0.0	0.2	0.2	0.0	0.1	0.1	0.0	*	*	*	0.1	0.1	0.0	*	*	*	
Life FM	0.2	0.1	0.1	15	0.1	0.1	0.0	0.6	0.2	0.4	0.7	0.2	0.5	0.5	0.1	0.4	0.1	*	*	*	*	*	*	0.3	0.2	0.1
Magic Music & Talk	14.4	14.7	-0.3	1	0.6	6.2	-5.6	1.7	4.5	-2.8	2.0	2.4	-0.4	3.0	2.9	0.1	17.5	17.1	0.4	30.2	29.5	0.7	7.9	8.0	-0.1	
Mai FM	3.3	3.2	0.1	11	10.2	7.3	2.9	10.0	8.9	1.1	5.3	6.4	-1.1	4.4	5.2	-0.8	1.5	1.6	-0.1	*	*	*	7.4	7.7	-0.3	
More FM	5.2	4.7	0.5	7	4.4	5.0	-0.6	3.5	2.5	1.0	4.7	4.4	0.3	5.0	5.8	-0.8	4.6	5.8	-1.2	4.9	4.4	0.5	5.5	6.4	-0.9	
Newstalk ZB	14.3	12.2	2.1	2	1.3	0.9	0.4	1.4	1.7	-0.3	4.2	3.7	0.5	5.9	5.9	0.0	12.7	9.2	3.5	23.2	16.9	6.3	5.5	4.2	1.3	
Radio Hauraki	3.1	3.0	0.1	12	1.5	1.6	-0.1	3.1	3.9	-0.8	6.3	7.1	-0.8	6.3	6.1	0.2	3.7	2.4	1.3	0.8	0.4	0.4	2.2	1.9	0.3	
Radio Kahungunu	0.2	0.9	-0.7	15	*	3.5	*	0.9	2.4	-1.5	0.9	0.7	0.2	0.6	0.4	0.2	*	0.8	*	0.1	0.9	-0.8	1.5	3.0	-1.5	
Rhema	0.7	0.6	0.1	14	0.5	0.6	-0.1	1.3	1.3	0.0	1.1	1.1	0.0	0.8	0.7	0.1	1.1	0.6	0.5	1.0	0.7	0.3	3.0	2.5	0.5	
Rock	12.2	11.0	1.2	3	22.7	17.4	5.3	31.6	25.1	6.5	23.3	20.1	3.2	19.0	17.0	2.0	8.0	8.4	-0.4	3.1	4.0	-0.9	17.2	15.6	1.6	
Star	0.8	0.9	-0.1	13	*	*	*	0.3	*	*	0.5	*	*	0.3	*	*	0.2	1.1	-0.9	0.4	1.1	-0.7	0.6	*	*	
The Hits	9.0	9.1	-0.1	4	18.4	20.3	-1.9	13.5	11.5	2.0	17.0	13.6	3.4	13.1	11.9	1.2	5.0	6.0	-1.0	2.7	3.7	-1.0	10.8	14.2	-3.4	
The Sound	7.2	7.2	0.0	6	4.5	4.7	-0.2	6.7	6.0	0.7	8.6	7.5	1.1	9.8	8.8	1.0	10.9	11.1	-0.2	7.5	8.3	-0.8	8.6	8.1	0.5	
ZM	5.2	5.5	-0.3	7	18.5	17.3	1.2	6.4	8.2	-1.8	4.7	8.3	-3.6	5.2	6.9	-1.7	3.6	2.8	0.8	0.8	0.6	0.2	7.8	6.9	0.9	
MediaWorks Combo	55.7	57.1	-1.4		55.9	52.3	3.6	68.0	67.1	0.9	59.7	61.6	-1.9	56.5	59.0	-2.5	59.6	65.7	-6.1	60.3	64.9	-4.6	61.0	62.5	-1.5	
NZME Combo	36.8	35.0	1.8		43.3	43.3	0.0	28.5	28.6	-0.1	36.6	36.0	0.6	37.6	36.5	1.1	31.1	25.5	5.6	30.1	25.2	4.9	29.8	30.4	-0.6	
Potential (000)	135.0	135.0	0.0		29.3	29.3	0.0	40.7	40.5	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	22.2	22.7	-0.5	
Sample	808	827	-19		143	141	2	196	199	-3	185	201	-16	318	343	-25	269	279	-10	251	245	6	139	142	-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 3 2021

Station Share (%) by Daypart, People 10+

Survey Comparisons: 2/2021 - 3/2021

This Survey Period: Sun Sept 13 to Sat Nov 14 2020 & Sun Jan 31 to Sat Aug 28 2021

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

	This	Last	+/-
Potential (000)	135.0	135.0	0.0
Sample Size	808	827	-19

	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	7.4	10.3	-2.9	5	9.0	11.4	-2.4	9.2	11.7	-2.5	9.3	11.8	-2.5	8.2	9.3	-1.1	11.3	14.8	-3.5	9.5	13.8	-4.3	
Coast	3.5	4.0	-0.5	10	5.0	5.4	-0.4	5.5	5.2	0.3	3.5	3.8	-0.3	2.9	3.1	-0.2	4.7	4.0	0.7	3.7	4.8	-1.1	
Edge	4.7	5.0	-0.3	9	4.0	3.2	0.8	3.4	3.4	0.0	5.9	5.4	0.5	2.7	4.5	-1.8	6.0	10.6	-4.6	5.0	4.9	0.1	
Gold AM	*	*	*	*	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.2	-0.1	*	*	*	0.4	0.4	0.0	
Life FM	0.2	*	*	15	0.1	0.1	0.0	0.1	0.1	0.0	0.5	*	*	0.2	0.2	0.0	*	*	*	0.2	0.1	0.1	
Magic Music & Talk	11.5	11.1	0.4	3	18.2	18.2	0.0	15.0	15.7	-0.7	11.0	11.3	-0.3	11.9	10.2	1.7	6.3	5.2	1.1	16.8	17.4	-0.6	
Mai FM	2.2	2.0	0.2	12	2.8	3.0	-0.2	4.0	4.0	0.0	4.7	4.8	-0.1	0.4	0.7	-0.3	7.5	1.8	5.7	3.2	3.5	-0.3	
More FM	5.8	4.9	0.9	7	5.3	4.5	0.8	5.8	4.5	1.3	6.2	5.5	0.7	2.9	4.0	-1.1	2.4	5.9	-3.5	4.6	4.4	0.2	
Newstalk ZB	22.0	20.2	1.8	1	9.0	8.2	0.8	8.1	7.8	0.3	12.4	11.7	0.7	26.1	19.3	6.8	32.6	28.4	4.2	13.7	10.1	3.6	
Radio Hauraki	3.0	2.6	0.4	11	3.3	3.0	0.3	3.6	3.6	0.0	2.2	2.5	-0.3	2.3	1.1	1.2	3.0	3.4	-0.4	2.9	3.1	-0.2	
Radio Kahungunu	*	0.9	*	*	0.6	1.7	-1.1	0.5	0.9	-0.4	*	0.3	*	*	2.6	*	*	*	*	0.2	0.6	-0.4	
Rhema	0.6	0.4	0.2	14	0.7	0.7	0.0	0.3	0.4	-0.1	0.7	0.7	0.0	1.9	1.4	0.5	0.6	0.7	-0.1	1.0	0.7	0.3	
Rock	11.2	10.5	0.7	4	12.9	12.2	0.7	12.9	11.8	1.1	13.9	11.1	2.8	11.5	12.5	-1.0	8.6	7.3	1.3	11.5	9.7	1.8	
Star	0.7	0.5	0.2	13	0.6	0.8	-0.2	0.9	1.3	-0.4	0.9	1.4	-0.5	1.5	0.1	1.4	*	*	*	1.0	0.9	0.1	
The Hits	12.1	11.8	0.3	2	8.8	8.9	-0.1	9.2	8.3	0.9	9.4	10.7	-1.3	7.4	6.9	0.5	3.3	3.5	-0.2	7.8	8.2	-0.4	
The Sound	5.4	6.3	-0.9	8	7.8	7.8	0.0	8.8	9.2	-0.4	8.6	7.8	0.8	7.3	7.5	-0.2	0.7	0.4	0.3	7.0	6.0	1.0	
ZM	6.8	6.6	0.2	6	5.0	4.7	0.3	5.2	5.1	0.1	5.9	6.8	-0.9	4.2	8.4	-4.2	3.4	3.8	-0.4	4.1	4.7	-0.6	
MediaWorks Combo	48.3	50.1	-1.8		60.1	60.3	-0.2	59.1	60.4	-1.3	59.8	58.0	1.8	45.0	48.7	-3.7	42.7	46.0	-3.3	57.5	59.6	-2.1	
NZME Combo	47.5	45.4	2.1		31.2	30.4	0.8	32.6	30.7	1.9	34.5	35.6	-1.1	43.8	39.6	4.2	51.2	46.4	4.8	33.5	31.8	1.7	

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

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	All 10+				People 10-24			People 18-39			People 25-44			People 25-54			People 45-64			People 55-74			MGS with Kids		
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	22.5	21.2	1.3	2	3.6	3.4	0.2	4.1	4.6	-0.5	5.1	4.8	0.3	9.5	9.1	0.4	10.0	9.7	0.3	8.6	7.6	1.0	3.3	2.9	0.4
Coast	8.5	8.3	0.2	11	0.5	0.7	-0.2	0.4	0.4	0.0	1.2	0.9	0.3	3.7	3.4	0.3	3.9	3.9	0.0	2.7	2.6	0.1	1.4	1.0	0.4
Edge	15.6	16.4	-0.8	6	4.0	4.5	-0.5	7.6	7.8	-0.2	6.8	6.5	0.3	9.2	9.3	-0.1	4.0	4.0	0.0	2.4	2.5	-0.1	4.8	4.7	0.1
Gold AM	1.0	1.1	-0.1	17	0.2	0.2	0.0	0.2	0.2	0.0	0.3	0.4	-0.1	0.3	0.4	-0.1	0.2	0.2	0.0	0.4	0.4	0.0	*	*	*
Life FM	2.4	1.8	0.6	14	0.3	0.3	0.0	1.6	0.9	0.7	1.7	1.1	0.6	1.9	1.1	0.8	0.4	0.2	0.2	0.2	0.4	-0.2	0.5	0.5	0.0
Magic Music & Talk	20.4	21.3	-0.9	4	0.6	1.5	-0.9	1.3	2.3	-1.0	1.8	1.9	-0.1	4.0	3.6	0.4	6.5	6.5	0.0	11.8	12.1	-0.3	1.9	2.6	-0.7
Mai FM	7.8	8.5	-0.7	12	4.2	3.3	0.9	4.5	4.6	-0.1	2.3	3.5	-1.2	3.7	4.9	-1.2	1.4	1.5	-0.1	*	0.3	*	2.0	2.6	-0.6
More FM	14.9	15.1	-0.2	7	3.3	3.7	-0.4	3.9	3.8	0.1	4.3	4.2	0.1	7.1	7.2	-0.1	4.5	4.6	-0.1	3.9	3.6	0.3	3.3	2.7	0.6
Newstalk ZB	20.5	18.6	1.9	3	1.2	1.1	0.1	1.0	0.8	0.2	2.8	2.1	0.7	6.3	5.5	0.8	6.6	6.2	0.4	8.8	8.0	0.8	2.2	2.1	0.1
Radio Hauraki	9.4	8.7	0.7	10	1.4	1.5	-0.1	2.7	2.5	0.2	4.3	4.0	0.3	6.4	5.9	0.5	3.5	3.0	0.5	1.6	1.3	0.3	1.6	1.4	0.2
Radio Kahungunu	1.1	1.7	-0.6	15	*	0.2	*	0.8	0.8	0.0	0.8	0.6	0.2	0.8	0.6	0.2	*	0.3	*	0.3	0.7	-0.4	0.5	0.9	-0.4
Rhema	3.6	3.1	0.5	13	0.4	0.4	0.0	0.9	0.8	0.1	0.7	0.6	0.1	2.1	1.6	0.5	2.3	1.8	0.5	1.1	1.1	0.0	0.9	0.8	0.1
Rock	19.1	17.8	1.3	5	4.1	2.7	1.4	10.6	8.5	2.1	9.7	9.2	0.5	12.8	12.4	0.4	4.6	5.2	-0.6	2.2	2.6	-0.4	4.4	4.4	0.0
Star	1.1	0.8	0.3	15	0.2	0.1	0.1	0.2	*	*	0.3	*	*	0.4	*	*	0.4	0.4	0.0	0.5	0.4	0.1	0.2	0.1	0.1
The Hits	23.8	23.5	0.3	1	5.4	5.9	-0.5	9.4	9.1	0.3	10.6	9.8	0.8	14.3	13.5	0.8	5.1	5.8	-0.7	3.7	3.9	-0.2	4.5	4.7	-0.2
The Sound	12.4	12.0	0.4	8	1.9	1.6	0.3	2.2	2.1	0.1	3.2	3.2	0.0	5.8	5.7	0.1	5.2	5.5	-0.3	4.5	4.8	-0.3	1.9	2.5	-0.6
ZM	11.6	12.9	-1.3	9	3.8	4.6	-0.8	5.6	5.8	-0.2	5.3	5.9	-0.6	7.0	7.5	-0.5	2.3	2.2	0.1	0.7	0.6	0.1	3.7	3.3	0.4
MediaWorks Combo	77.8	79.2	-1.4		14.8	14.8	0.0	24.2	23.7	0.5	22.2	22.7	-0.5	35.0	35.7	-0.7	24.4	25.3	-0.9	23.1	23.6	-0.5	13.9	14.7	-0.8
NZME Combo	59.6	58.9	0.7		10.0	11.0	-1.0	16.2	16.1	0.1	19.5	18.6	0.9	29.9	28.6	1.3	17.1	16.7	0.4	14.8	14.5	0.3	10.7	10.7	0.0
All Commercial Radio	105.8	106.2	-0.4		19.8	19.4	0.4	30.8	30.0	0.8	30.1	30.1	0.0	47.9	47.9	0.0	33.0	33.1	-0.1	29.4	29.7	-0.3	18.5	18.5	0.0
Potential (000)	135.0	135.0	0.0		29.3	29.3	0.0	40.7	40.5	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	22.2	22.7	-0.5
Sample	808	827	-19		143	141	2	196	199	-3	185	201	-16	318	343	-25	269	279	-10	251	245	6	139	142	-3

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

Survey Comparisons: 2/2021 - 3/2021

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

	This	Last	+/-
Potential (000)	135.0	135.0	0.0
Sample Size	808	827	-19

	Breakfast				Morning				Afternoon			Drive			Night			Mid Dawn			Weekend		
	This	Last	+/-	Rank	This	Last	+/-		This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	10.3	10.3	0.0	5	9.7	9.4	0.3		10.9	11.1	-0.2	10.7	10.6	0.1	4.1	4.2	-0.1	3.1	3.0	0.1	11.6	12.7	-1.1
Coast	4.1	4.4	-0.3	10	4.4	4.2	0.2		5.0	4.5	0.5	2.7	3.3	-0.6	0.8	0.8	0.0	0.6	0.5	0.1	3.4	4.5	-1.1
Edge	7.9	8.5	-0.6	7	5.2	4.8	0.4		6.1	7.6	-1.5	7.6	7.7	-0.1	2.8	3.6	-0.8	3.1	3.1	0.0	9.7	9.8	-0.1
Gold AM	*	*	*	*	0.2	0.2	0.0		0.3	0.4	-0.1	0.2	0.3	-0.1	0.1	0.1	0.0	*	*	*	0.8	0.8	0.0
Life FM	0.5	0.1	0.4	14	0.5	0.4	0.1		0.6	0.8	-0.2	0.5	*	*	0.2	0.1	0.1	*	*	*	1.5	0.9	0.6
Magic Music & Talk	11.3	11.1	0.2	4	14.6	14.4	0.2		14.6	14.5	0.1	9.4	9.2	0.2	3.1	3.4	-0.3	1.4	1.4	0.0	15.1	15.3	-0.2
Mai FM	4.0	4.3	-0.3	11	3.0	4.2	-1.2		5.2	6.0	-0.8	3.6	4.0	-0.4	0.8	1.3	-0.5	2.1	0.7	1.4	5.0	5.3	-0.3
More FM	8.4	7.9	0.5	6	5.8	5.4	0.4		7.4	6.8	0.6	6.8	5.7	1.1	2.1	2.6	-0.5	1.2	1.8	-0.6	6.8	8.1	-1.3
Newstalk ZB	16.1	14.2	1.9	1	8.4	7.7	0.7		9.6	8.4	1.2	9.0	8.4	0.6	6.8	5.0	1.8	6.5	5.4	1.1	13.3	11.7	1.6
Radio Hauraki	3.2	3.5	-0.3	12	2.7	2.9	-0.2		5.3	5.2	0.1	4.0	4.2	-0.2	1.3	1.0	0.3	0.5	0.9	-0.4	4.8	4.7	0.1
Radio Kahungunu	*	0.5	*	*	0.2	0.9	-0.7		0.5	0.8	-0.3	*	0.3	*	*	0.5	*	*	*	*	0.9	1.3	-0.4
Rhema	1.6	1.5	0.1	13	1.3	1.3	0.0		0.2	0.3	-0.1	1.2	1.1	0.1	0.9	0.5	0.4	0.7	0.7	0.0	1.8	1.3	0.5
Rock	11.7	10.1	1.6	3	8.7	9.2	-0.5		9.7	9.5	0.2	11.1	9.9	1.2	4.3	4.3	0.0	2.5	1.4	1.1	12.2	10.8	1.4
Star	0.4	0.3	0.1	15	0.1	0.3	-0.2		0.6	0.5	0.1	0.3	0.4	-0.1	0.3	0.1	0.2	*	*	*	0.7	0.5	0.2
The Hits	13.2	12.8	0.4	2	10.5	9.3	1.2		13.4	12.2	1.2	11.7	11.8	-0.1	4.8	5.1	-0.3	2.3	1.9	0.4	12.5	12.6	-0.1
The Sound	6.1	6.6	-0.5	9	6.6	6.2	0.4		7.1	7.7	-0.6	6.2	6.2	0.0	1.9	1.8	0.1	0.2	0.1	0.1	7.7	7.5	0.2
ZM	6.7	8.1	-1.4	8	4.1	4.0	0.1		7.2	8.5	-1.3	5.5	6.7	-1.2	1.4	2.5	-1.1	1.8	2.0	-0.2	7.7	8.1	-0.4
MediaWorks Combo	48.3	47.6	0.7		45.7	46.4	-0.7		50.3	52.4	-2.1	45.6	45.3	0.3	17.4	19.2	-1.8	11.9	10.7	1.2	57.9	59.1	-1.2
NZME Combo	38.6	39.0	-0.4		28.3	26.5	1.8		36.1	35.2	0.9	29.7	30.3	-0.6	15.3	14.2	1.1	11.5	10.1	1.4	38.7	37.6	1.1
All Commercial Radio	77.3	77.4	-0.1		66.7	66.8	-0.1		77.0	77.1	-0.1	70.4	69.6	0.8	31.0	31.3	-0.3	22.0	19.5	2.5	85.8	86.8	-1.0

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 3 2021

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

Survey Comparisons: 2/2021 - 3/2021

This Survey Period: Sun Sept 13 to Sat Nov 14 2020 & Sun Jan 31 to Sat Aug 28 2021

Last Survey Period: Sun Jul 19 to Sat Nov 14 2020 & Sun Jan 31 to Sat Jun 19 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	6:58	10:20	-3:21	5:32	3:03	2:28	6:18	13:05	-6:46	5:33	13:39	-8:06	6:18	10:56	-4:38	7:46	11:57	-4:11	8:00	13:28	-5:28	4:34	9:23	-4:49
Coast	8:50	10:23	-1:33	11:04	9:34	1:29	18:58	20:17	-1:18	7:08	9:41	-2:32	11:02	10:58	0:03	9:03	8:04	0:58	5:05	8:11	-3:05	6:30	9:06	-2:35
Edge	5:02	5:04	-0:01	3:52	3:58	-0:05	5:19	4:54	0:25	5:55	5:40	0:14	5:30	5:49	-0:19	5:30	5:53	-0:22	5:13	4:35	0:38	4:14	4:21	-0:07
Gold AM	2:10	2:30	-0:20	1:45	1:45	0:00	1:45	1:45	0:00	3:00	3:00	0:00	3:00	3:00	0:00	0:41	0:45	-0:04	1:00	1:50	-0:49	*	*	*
Life FM	1:32	0:46	0:46	0:57	0:54	0:02	1:47	0:47	0:59	1:48	0:54	0:53	1:48	0:55	0:53	0:52	0:27	0:25	0:15	0:15	0:00	1:15	1:13	0:01
Magic Music & Talk	12:23	12:42	-0:18	2:25	10:04	-7:38	5:48	9:29	-3:41	4:50	6:14	-1:24	5:26	6:26	-0:59	15:50	16:43	-0:53	14:24	14:50	-0:25	10:05	8:55	1:10
Mai FM	7:25	6:58	0:27	6:21	5:19	1:01	10:07	9:27	0:39	10:00	9:01	0:58	8:39	8:29	0:10	6:24	6:49	-0:24	*	0:30	*	9:08	8:30	0:38
More FM	6:08	5:44	0:24	3:33	3:16	0:17	4:03	3:14	0:48	4:46	5:13	-0:27	5:01	6:22	-1:20	5:55	8:00	-2:05	6:58	7:34	-0:36	4:03	6:46	-2:42
Newstalk ZB	12:15	12:05	0:10	2:51	1:54	0:57	6:48	10:24	-3:35	6:25	8:57	-2:31	6:39	8:35	-1:55	11:15	9:31	1:44	14:46	12:48	1:57	6:08	5:49	0:19
Radio Hauraki	5:40	6:19	-0:38	2:44	2:35	0:09	5:22	7:44	-2:22	6:19	8:45	-2:25	7:04	8:08	-1:04	6:08	5:07	1:01	2:37	2:03	0:33	3:21	3:52	-0:31
Radio Kahungunu	3:47	10:34	-6:46	*	43:15	*	4:45	14:57	-10:12	4:45	5:51	-1:05	4:45	5:51	-1:05	*	17:00	*	1:00	8:12	-7:12	7:02	9:44	-2:42
Rhema	3:36	3:32	0:03	3:27	3:39	-0:11	7:05	7:50	-0:45	6:37	9:04	-2:27	2:48	3:36	-0:48	2:43	2:15	0:27	5:10	3:44	1:25	8:41	9:06	-0:24
Rock	11:11	11:21	-0:09	14:35	15:38	-1:02	13:40	14:24	-0:43	10:30	10:50	-0:19	10:42	11:00	-0:17	10:06	10:17	-0:11	7:42	9:14	-1:32	9:32	10:13	-0:41
Star	12:35	21:23	-8:48	0:20	0:30	-0:09	8:00	*	*	7:07	*	*	5:33	*	*	2:40	17:20	-14:40	4:21	17:20	-12:59	6:01	1:15	4:46
The Hits	6:40	7:08	-0:27	8:49	8:21	0:27	6:36	6:10	0:25	6:57	6:52	0:04	6:34	7:03	-0:28	5:45	6:42	-0:56	4:08	5:47	-1:38	5:51	8:38	-2:46
The Sound	10:08	11:03	-0:54	6:15	7:19	-1:03	13:56	13:56	-0:00	11:46	11:26	0:19	12:12	12:27	-0:14	12:24	12:56	-0:31	9:21	10:36	-1:15	11:11	9:24	1:47
ZM	7:48	7:51	-0:02	12:53	9:05	3:47	5:17	6:56	-1:39	3:53	6:55	-3:02	5:21	7:21	-1:59	9:09	8:17	0:52	6:31	6:10	0:20	5:11	5:56	-0:44
MediaWorks Combo	12:33	13:19	-0:45	9:54	8:33	1:20	12:54	13:51	-0:57	11:43	13:24	-1:40	11:37	13:11	-1:34	14:17	16:37	-2:19	14:37	16:43	-2:05	10:48	12:14	-1:25
NZME Combo	10:49	10:58	-0:08	11:18	9:33	1:45	8:03	8:42	-0:39	8:11	9:33	-1:22	9:02	10:10	-1:07	10:40	9:44	0:55	11:22	10:35	0:47	6:53	8:08	-1:15
All Commercial Radio	16:34	17:22	-0:48	13:14	12:27	0:46	14:55	16:20	-1:25	14:28	16:24	-1:56	15:01	16:39	-1:37	17:44	19:20	-1:36	19:04	20:29	-1:25	13:19	15:32	-2:13
Potential (000)	135.0	135.0	0.0	29.3	29.3	0.0	40.7	40.5	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	22.2	22.7	-0.5
Sample	808	827	-19	143	141	2	196	199	-3	185	201	-16	318	343	-25	269	279	-10	251	245	6	139	142	-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 3 2021

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

Survey Comparisons: 2/2021 - 3/2021

This Survey Period: Sun Sept 13 to Sat Nov 14 2020 & Sun Jan 31 to Sat Aug 28 2021

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

	This	Last	+/-
Potential (000)	135.0	135.0	0.0
Sample Size	808	827	-19

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

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