

## HAWKE'S BAY COMMERCIAL RADIO - SURVEY 4 2021

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

Survey Comparisons: 3/2021 - 4/2021

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

Last Survey Period: Sun Sept 13 to Sat Nov 14 2020 & Sun Jan 31 to Sat Aug 28 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	9.7	8.9	0.8	4	6.1	7.6	-1.5	9.0	5.6	3.4	12.2	6.5	5.7	10.9	8.3	2.6	12.0	13.3	-1.3	11.4	12.3	-0.9	5.8	6.1	-0.3
Coast	3.7	4.3	-0.6	10	1.1	2.3	-1.2	2.0	1.8	0.2	2.6	1.9	0.7	5.4	5.6	-0.2	5.2	6.0	-0.8	1.7	2.5	-0.8	4.1	3.6	0.5
Edge	4.7	4.5	0.2	8	10.2	6.0	4.2	5.5	8.9	-3.4	4.1	9.2	-5.1	5.2	7.0	-1.8	5.6	3.7	1.9	2.7	2.2	0.5	11.3	8.3	3.0
Gold AM	*	0.1	*	*	*	0.1	*	*	0.1	*	*	0.2	*	*	0.1	*	*	*	*	0.1	0.1	0.0	*	*	*
Life FM	0.3	0.2	0.1	16	0.1	0.1	0.0	0.7	0.6	0.1	0.8	0.7	0.1	0.6	0.5	0.1	*	0.1	*	*	*	*	0.1	0.3	-0.2
Magic Music*	12.3	n.a.	*	3	1.1	n.a.	*	1.2	n.a.	*	1.8	n.a.	*	2.5	n.a.	*	13.7	n.a.	*	26.7	n.a.	*	7.4	n.a.	*
Magic Talk*	1.7	n.a.	*	13	0.1	n.a.	*	1.3	n.a.	*	1.4	n.a.	*	1.2	n.a.	*	1.4	n.a.	*	1.7	n.a.	*	0.5	n.a.	*
Mai FM	3.5	3.3	0.2	11	12.2	10.2	2.0	9.0	10.0	-1.0	4.3	5.3	-1.0	3.8	4.4	-0.6	1.6	1.5	0.1	0.2	*	*	6.9	7.4	-0.5
More FM	4.6	5.2	-0.6	9	3.7	4.4	-0.7	4.3	3.5	0.8	5.4	4.7	0.7	5.4	5.0	0.4	3.8	4.6	-0.8	2.8	4.9	-2.1	5.2	5.5	-0.3
Newstalk ZB	17.1	14.3	2.8	1	2.5	1.3	1.2	9.2	1.4	7.8	11.2	4.2	7.0	11.6	5.9	5.7	15.2	12.7	2.5	23.9	23.2	0.7	8.0	5.5	2.5
Radio Hauraki	1.8	3.1	-1.3	12	1.1	1.5	-0.4	2.3	3.1	-0.8	4.5	6.3	-1.8	3.2	6.3	-3.1	1.1	3.7	-2.6	0.8	0.8	0.0	2.5	2.2	0.3
Radio Kahungunu	*	0.2	*	*	*	*	*	0.1	0.9	-0.8	0.1	0.9	-0.8	0.1	0.6	-0.5	*	*	*	*	*	*	*	1.5	*
Rhema	0.7	0.7	0.0	14	0.5	0.5	0.0	0.1	1.3	-1.2	1.3	1.1	0.2	1.0	0.8	0.2	0.9	1.1	-0.2	0.8	1.0	-0.2	0.8	3.0	-2.2
Rock	12.9	12.2	0.7	2	21.5	22.7	-1.2	29.5	31.6	-2.1	23.4	23.3	0.1	20.8	19.0	1.8	8.9	8.0	0.9	2.7	3.1	-0.4	8.4	17.2	-8.8
Star	0.4	0.8	-0.4	15	*	*	*	0.3	0.3	0.0	0.6	0.5	0.1	0.4	0.3	0.1	0.2	0.2	0.0	0.4	0.4	0.0	0.9	0.6	0.3
The Hits	8.9	9.0	-0.1	5	18.8	18.4	0.4	11.5	13.5	-2.0	13.0	17.0	-4.0	10.3	13.1	-2.8	6.8	5.0	1.8	5.2	2.7	2.5	13.6	10.8	2.8
The Sound	7.1	7.2	-0.1	6	1.3	4.5	-3.2	4.5	6.7	-2.2	4.9	8.6	-3.7	8.7	9.8	-1.1	15.3	10.9	4.4	10.0	7.5	2.5	8.7	8.6	0.1
ZM	5.3	5.2	0.1	7	18.3	18.5	-0.2	7.8	6.4	1.4	6.4	4.7	1.7	5.3	5.2	0.1	2.1	3.6	-1.5	0.7	0.8	-0.1	13.3	7.8	5.5
MediaWorks Combo	56.5	55.7	0.8		56.0	55.9	0.1	64.3	68.0	-3.7	57.4	59.7	-2.3	58.6	56.5	2.1	62.2	59.6	2.6	58.3	60.3	-2.0	54.3	61.0	-6.7
NZME Combo	37.4	36.8	0.6		43.1	43.3	-0.2	34.2	28.5	5.7	39.4	36.6	2.8	36.9	37.6	-0.7	30.5	31.1	-0.6	32.4	30.1	2.3	41.5	29.8	11.7
Potential (000)	135.0	135.0	0.0		29.3	29.3	0.0	40.0	40.7	-0.7	37.0	37.0	0.0	57.0	57.0	0.0	39.7	39.7	0.0	36.2	36.2	0.0	20.1	22.2	-2.1
Sample	812	808	4		132	143	-11	164	196	-32	163	185	-22	300	318	-18	281	269	12	274	251	23	119	139	-20

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

MediaWorks Combo: Breeze or Edge or Magic Music (from S4 2021) or Magic Talk (from S4 2021) or Magic Music & Talk (until S3 2021) or Mai FM or More FM or Rock or The Sound or internet only listening to George FM

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

\*Magic Music & Magic Talk were reported together as Magic Music & Talk in S3 2021 and therefore the individual station results cannot be compared in S4 2021

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Station Share (%) by Daypart, People 10+

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

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

	This	Last	+/-
Potential (000)	135.0	135.0	0.0
Sample Size	812	808	4

	Breakfast				Morning			Afternoon			Drive			Night			Mid Dawn			Weekend		
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	8.3	7.4	0.9	5	10.5	9.0	1.5	10.2	9.2	1.0	10.1	9.3	0.8	8.7	8.2	0.5	8.1	11.3	-3.2	10.3	9.5	0.8
Coast	3.6	3.5	0.1	10	3.3	5.0	-1.7	5.3	5.5	-0.2	3.5	3.5	0.0	1.8	2.9	-1.1	2.8	4.7	-1.9	3.4	3.7	-0.3
Edge	4.7	4.7	0.0	9	4.1	4.0	0.1	4.7	3.4	1.3	6.2	5.9	0.3	3.7	2.7	1.0	3.8	6.0	-2.2	4.6	5.0	-0.4
Gold AM	*	*	*	*	*	*	*	*	0.1	*	*	0.1	*	0.2	0.1	0.1	*	*	*	0.1	0.4	-0.3
Life FM	0.4	0.2	0.2	15	*	0.1	*	*	0.1	*	0.9	0.5	0.4	0.3	0.2	0.1	*	*	*	0.3	0.2	0.1
Magic Music*	10.0	n.a.	*	4	15.9	n.a.	*	12.5	n.a.	*	9.5	n.a.	*	7.5	n.a.	*	3.2	n.a.	*	15.6	n.a.	*
Magic Talk*	1.5	n.a.	*	12	2.6	n.a.	*	1.6	n.a.	*	1.5	n.a.	*	4.0	n.a.	*	0.4	n.a.	*	1.0	n.a.	*
Mai FM	2.7	2.2	0.5	11	3.2	2.8	0.4	4.8	4.0	0.8	3.3	4.7	-1.4	2.7	0.4	2.3	7.6	7.5	0.1	2.8	3.2	-0.4
More FM	5.5	5.8	-0.3	7	4.2	5.3	-1.1	4.7	5.8	-1.1	5.7	6.2	-0.5	2.0	2.9	-0.9	1.0	2.4	-1.4	4.8	4.6	0.2
Newstalk ZB	24.2	22.0	2.2	1	11.2	9.0	2.2	8.7	8.1	0.6	12.5	12.4	0.1	30.6	26.1	4.5	50.8	32.6	18.2	16.1	13.7	2.4
Radio Hauraki	1.3	3.0	-1.7	13	1.6	3.3	-1.7	2.1	3.6	-1.5	1.4	2.2	-0.8	1.5	2.3	-0.8	1.6	3.0	-1.4	2.3	2.9	-0.6
Radio Kahungunu	*	*	*	*	*	0.6	*	*	0.5	*	*	*	*	*	*	*	*	*	*	0.1	0.2	-0.1
Rhema	0.9	0.6	0.3	14	0.4	0.7	-0.3	0.4	0.3	0.1	0.9	0.7	0.2	1.0	1.9	-0.9	0.7	0.6	0.1	0.9	1.0	-0.1
Rock	11.2	11.2	0.0	3	16.1	12.9	3.2	13.8	12.9	0.9	15.6	13.9	1.7	11.7	11.5	0.2	8.7	8.6	0.1	10.6	11.5	-0.9
Star	0.3	0.7	-0.4	16	0.2	0.6	-0.4	0.5	0.9	-0.4	0.1	0.9	-0.8	2.0	1.5	0.5	*	*	*	0.4	1.0	-0.6
The Hits	11.5	12.1	-0.6	2	7.0	8.8	-1.8	8.8	9.2	-0.4	10.6	9.4	1.2	7.0	7.4	-0.4	3.9	3.3	0.6	8.8	7.8	1.0
The Sound	5.2	5.4	-0.2	8	8.6	7.8	0.8	8.8	8.8	0.0	7.8	8.6	-0.8	5.7	7.3	-1.6	0.5	0.7	-0.2	7.5	7.0	0.5
ZM	6.3	6.8	-0.5	6	5.2	5.0	0.2	6.9	5.2	1.7	6.3	5.9	0.4	2.8	4.2	-1.4	2.6	3.4	-0.8	3.3	4.1	-0.8
MediaWorks Combo	49.1	48.3	0.8		65.2	60.1	5.1	61.2	59.1	2.1	59.6	59.8	-0.2	45.9	45.0	0.9	33.2	42.7	-9.5	57.2	57.5	-0.3
NZME Combo	47.1	47.5	-0.4		28.3	31.2	-2.9	32.5	32.6	-0.1	35.3	34.5	0.8	44.6	43.8	0.8	64.6	51.2	13.4	34.8	33.5	1.3

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

MediaWorks Combo: Breeze or Edge or Magic Music (from S4 2021) or Magic Talk (from S4 2021) or Magic Music & Talk (until S3 2021) or Mai FM or More FM or Rock or The Sound or internet only listening to George FM

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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	22.6	22.5	0.1	1	3.7	3.6	0.1	4.7	4.1	0.6	5.9	5.1	0.8	9.5	9.5	0.0	8.9	10.0	-1.1	8.2	8.6	-0.4	2.9	3.3	-0.4
Coast	8.3	8.5	-0.2	10	0.4	0.5	-0.1	1.1	0.4	0.7	1.8	1.2	0.6	3.9	3.7	0.2	3.3	3.9	-0.6	2.7	2.7	0.0	1.5	1.4	0.1
Edge	14.7	15.6	-0.9	7	5.1	4.0	1.1	6.2	7.6	-1.4	4.6	6.8	-2.2	7.1	9.2	-2.1	4.1	4.0	0.1	2.3	2.4	-0.1	3.8	4.8	-1.0
Gold AM	0.3	1.0	-0.7	18	*	0.2	*	*	0.2	*	*	0.3	*	*	0.3	*	0.1	0.2	-0.1	0.3	0.4	-0.1	*	*	*
Life FM	1.7	2.4	-0.7	15	0.1	0.3	-0.2	0.9	1.6	-0.7	1.1	1.7	-0.6	1.2	1.9	-0.7	0.3	0.4	-0.1	0.2	0.2	0.0	0.2	0.5	-0.3
Magic Music*	17.7	n.a.	*	5	1.2	n.a.	*	0.9	n.a.	*	1.5	n.a.	*	3.0	n.a.	*	5.0	n.a.	*	9.9	n.a.	*	1.4	n.a.	*
Magic Talk*	4.7	n.a.	*	13	0.2	n.a.	*	1.1	n.a.	*	1.1	n.a.	*	1.6	n.a.	*	1.7	n.a.	*	1.6	n.a.	*	0.4	n.a.	*
Mai FM	8.2	7.8	0.4	11	4.2	4.2	0.0	4.5	4.5	0.0	2.5	2.3	0.2	3.6	3.7	-0.1	1.3	1.4	-0.1	0.3	*	*	1.9	2.0	-0.1
More FM	15.1	14.9	0.2	6	3.6	3.3	0.3	3.8	3.9	-0.1	4.0	4.3	-0.3	6.9	7.1	-0.2	4.8	4.5	0.3	3.8	3.9	-0.1	2.4	3.3	-0.9
Newstalk ZB	21.8	20.5	1.3	3	2.3	1.2	1.1	1.8	1.0	0.8	2.5	2.8	-0.3	5.8	6.3	-0.5	7.3	6.6	0.7	9.2	8.8	0.4	1.8	2.2	-0.4
Radio Hauraki	6.3	9.4	-3.1	12	1.1	1.4	-0.3	2.2	2.7	-0.5	2.7	4.3	-1.6	3.3	6.4	-3.1	2.1	3.5	-1.4	1.6	1.6	0.0	1.3	1.6	-0.3
Radio Kahungunu	0.4	1.1	-0.7	17	*	*	*	0.4	0.8	-0.4	0.4	0.8	-0.4	0.4	0.8	-0.4	*	*	*	*	0.3	*	*	0.5	*
Rhema	3.8	3.6	0.2	14	0.3	0.4	-0.1	0.4	0.9	-0.5	1.5	0.7	0.8	2.5	2.1	0.4	1.9	2.3	-0.4	1.0	1.1	-0.1	0.4	0.9	-0.5
Rock	20.2	19.1	1.1	4	4.8	4.1	0.7	12.0	10.6	1.4	9.7	9.7	0.0	12.8	12.8	0.0	4.4	4.6	-0.2	2.6	2.2	0.4	3.0	4.4	-1.4
Star	1.2	1.1	0.1	16	0.2	0.2	0.0	0.2	0.2	0.0	0.3	0.3	0.0	0.4	0.4	0.0	0.5	0.4	0.1	0.5	0.5	0.0	0.3	0.2	0.1
The Hits	22.3	23.8	-1.5	2	5.9	5.4	0.5	7.7	9.4	-1.7	8.4	10.6	-2.2	12.2	14.3	-2.1	6.1	5.1	1.0	4.3	3.7	0.6	4.0	4.5	-0.5
The Sound	11.1	12.4	-1.3	8	1.0	1.9	-0.9	2.3	2.2	0.1	2.6	3.2	-0.6	5.5	5.8	-0.3	5.6	5.2	0.4	4.4	4.5	-0.1	1.6	1.9	-0.3
ZM	10.8	11.6	-0.8	9	3.2	3.8	-0.6	5.4	5.6	-0.2	5.3	5.3	0.0	6.5	7.0	-0.5	1.9	2.3	-0.4	1.0	0.7	0.3	3.5	3.7	-0.2
MediaWorks Combo	75.5	77.8	-2.3		14.9	14.8	0.1	23.4	24.2	-0.8	21.1	22.2	-1.1	34.0	35.0	-1.0	23.5	24.4	-0.9	21.4	23.1	-1.7	11.4	13.9	-2.5
NZME Combo	56.5	59.6	-3.1		10.4	10.0	0.4	14.6	16.2	-1.6	17.0	19.5	-2.5	26.0	29.9	-3.9	16.5	17.1	-0.6	15.2	14.8	0.4	9.0	10.7	-1.7
All Commercial Radio	102.3	105.8	-3.5		19.6	19.8	-0.2	29.2	30.8	-1.6	28.8	30.1	-1.3	46.3	47.9	-1.6	32.3	33.0	-0.7	27.9	29.4	-1.5	15.7	18.5	-2.8
Potential (000)	135.0	135.0	0.0		29.3	29.3	0.0	40.0	40.7	-0.7	37.0	37.0	0.0	57.0	57.0	0.0	39.7	39.7	0.0	36.2	36.2	0.0	20.1	22.2	-2.1
Sample	812	808	4		132	143	-11	164	196	-32	163	185	-22	300	318	-18	281	269	12	274	251	23	119	139	-20

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	This	Last	+/-
Potential (000)	135.0	135.0	0.0
Sample Size	812	808	4

	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	10.3	10.3	0.0	4	9.0	9.7	-0.7	10.6	10.9	-0.3	10.3	10.7	-0.4	3.9	4.1	-0.2	3.2	3.1	0.1	11.4	11.6	-0.2							
Coast	3.8	4.1	-0.3	11	3.4	4.4	-1.0	4.2	5.0	-0.8	2.5	2.7	-0.2	0.7	0.8	-0.1	0.4	0.6	-0.2	4.2	3.4	0.8							
Edge	8.5	7.9	0.6	7	5.4	5.2	0.2	7.7	6.1	1.6	7.6	7.6	0.0	3.4	2.8	0.6	2.2	3.1	-0.9	9.3	9.7	-0.4							
Gold AM	*	*	*	*	*	0.2	*	*	0.3	*	*	0.2	*	0.1	0.1	0.0	*	*	*	0.2	0.8	-0.6							
Life FM	0.6	0.5	0.1	15	0.1	0.5	-0.4	0.1	0.6	-0.5	0.8	0.5	0.3	0.3	0.2	0.1	*	*	*	1.0	1.5	-0.5							
Magic Music*	10.1	n.a.	*	5	11.7	n.a.	*	12.4	n.a.	*	8.7	n.a.	*	3.1	n.a.	*	0.9	n.a.	*	13.8	n.a.	*							
Magic Talk*	1.8	n.a.	*	13	2.2	n.a.	*	1.9	n.a.	*	1.0	n.a.	*	0.7	n.a.	*	0.3	n.a.	*	1.7	n.a.	*							
Mai FM	4.2	4.0	0.2	10	3.0	3.0	0.0	5.1	5.2	-0.1	3.2	3.6	-0.4	1.1	0.8	0.3	2.9	2.1	0.8	4.4	5.0	-0.6							
More FM	9.3	8.4	0.9	6	5.5	5.8	-0.3	6.0	7.4	-1.4	6.0	6.8	-0.8	2.5	2.1	0.4	0.5	1.2	-0.7	7.1	6.8	0.3							
Newstalk ZB	17.2	16.1	1.1	1	8.8	8.4	0.4	9.3	9.6	-0.3	9.0	9.0	0.0	7.3	6.8	0.5	7.8	6.5	1.3	13.8	13.3	0.5							
Radio Hauraki	1.7	3.2	-1.5	14	1.3	2.7	-1.4	2.5	5.3	-2.8	1.7	4.0	-2.3	0.7	1.3	-0.6	0.2	0.5	-0.3	4.4	4.8	-0.4							
Radio Kahungunu	*	*	*	*	*	0.2	*	*	0.5	*	*	*	*	*	*	*	*	*	*	0.4	0.9	-0.5							
Rhema	1.9	1.6	0.3	12	1.4	1.3	0.1	1.0	0.2	0.8	1.8	1.2	0.6	0.6	0.9	-0.3	0.7	0.7	0.0	2.3	1.8	0.5							
Rock	13.0	11.7	1.3	2	8.7	8.7	0.0	12.1	9.7	2.4	12.9	11.1	1.8	4.4	4.3	0.1	2.7	2.5	0.2	14.8	12.2	2.6							
Star	0.4	0.4	0.0	16	0.1	0.1	0.0	0.6	0.6	0.0	0.3	0.3	0.0	0.4	0.3	0.1	*	*	*	0.7	0.7	0.0							
The Hits	12.4	13.2	-0.8	3	9.1	10.5	-1.4	12.6	13.4	-0.8	12.2	11.7	0.5	4.7	4.8	-0.1	2.6	2.3	0.3	11.1	12.5	-1.4							
The Sound	6.0	6.1	-0.1	8	6.2	6.6	-0.4	6.2	7.1	-0.9	5.3	6.2	-0.9	1.3	1.9	-0.6	0.2	0.2	0.0	6.5	7.7	-1.2							
ZM	5.8	6.7	-0.9	9	4.2	4.1	0.1	6.9	7.2	-0.3	5.9	5.5	0.4	1.3	1.4	-0.1	1.7	1.8	-0.1	6.1	7.7	-1.6							
MediaWorks Combo	50.4	48.3	2.1		42.8	45.7	-2.9	48.6	50.3	-1.7	45.6	45.6	0.0	18.1	17.4	0.7	11.4	11.9	-0.5	56.7	57.9	-1.2							
NZME Combo	37.2	38.6	-1.4		25.1	28.3	-3.2	31.5	36.1	-4.6	29.5	29.7	-0.2	14.7	15.3	-0.6	12.5	11.5	1.0	37.7	38.7	-1.0							
All Commercial Radio	76.9	77.3	-0.4		62.4	66.7	-4.3	72.9	77.0	-4.1	69.8	70.4	-0.6	29.9	31.0	-1.1	23.4	22.0	1.4	82.1	85.8	-3.7							

MediaWorks Combo: Breeze or Edge or Magic Music (from S4 2021) or Magic Talk (from S4 2021) or Magic Music & Talk (until S3 2021) or Mai FM or More FM or Rock or The Sound or internet only listening to George FM

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

\*Magic Music & Magic Talk were reported together as Magic Music & Talk in S3 2021 and therefore the individual station results cannot be compared in S4 2021

## HAWKE'S BAY COMMERCIAL RADIO - SURVEY 4 2021

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

Survey Comparisons: 3/2021 - 4/2021

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

Last Survey Period: Sun Sept 13 to Sat Nov 14 2020 & Sun Jan 31 to Sat Aug 28 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	6:59	6:58	0:01	4:06	5:32	-1:25	8:57	6:18	2:39	8:56	5:33	3:23	7:49	6:18	1:30	7:19	7:46	-0:27	7:26	8:00	-0:34	3:38	4:34	-0:55	
Coast	7:18	8:50	-1:31	6:13	11:04	-4:50	8:41	18:58	-10:17	6:14	7:08	-0:54	9:22	11:02	-1:40	8:30	9:03	-0:32	3:23	5:05	-1:42	5:11	6:30	-1:19	
Edge	5:09	5:02	0:07	4:58	3:52	1:05	4:09	5:19	-1:10	3:49	5:55	-2:05	5:01	5:30	-0:28	7:23	5:30	1:52	6:27	5:13	1:13	5:27	4:14	1:13	
Gold AM	1:19	2:10	-0:50	*	1:45	*	*	1:45	*	*	3:00	*	*	3:00	*	1:30	0:41	0:48	1:19	1:00	0:19	*	*	*	
Life FM	2:21	1:32	0:48	1:30	0:57	0:32	3:48	1:47	2:01	3:12	1:48	1:23	3:08	1:48	1:19	0:50	0:52	-0:02	0:15	0:15	0:00	1:00	1:15	-0:15	
Magic Music*	11:18	n.a.	*	2:10	n.a.	*	6:10	n.a.	*	5:11	n.a.	*	5:36	n.a.	*	14:56	n.a.	*	14:15	n.a.	*	10:02	n.a.	*	
Magic Talk*	5:46	n.a.	*	1:00	n.a.	*	5:32	n.a.	*	5:32	n.a.	*	4:56	n.a.	*	4:32	n.a.	*	5:33	n.a.	*	2:09	n.a.	*	
Mai FM	7:03	7:25	-0:22	7:15	6:21	0:53	9:29	10:07	-0:38	7:23	10:00	-2:36	7:07	8:39	-1:32	6:40	6:24	0:15	3:28	*	*	6:30	9:08	-2:37	
More FM	4:56	6:08	-1:11	2:33	3:33	-1:00	5:26	4:03	1:22	5:49	4:46	1:03	5:15	5:01	0:13	4:17	5:55	-1:37	3:59	6:58	-2:59	3:52	4:03	-0:10	
Newstalk ZB	12:42	12:15	0:27	2:46	2:51	-0:04	23:42	6:48	16:53	19:39	6:25	13:14	13:33	6:39	6:53	11:20	11:15	0:05	13:46	14:46	-0:59	8:06	6:08	1:57	
Radio Hauraki	4:34	5:40	-1:06	2:23	2:44	-0:20	4:59	5:22	-0:23	7:19	6:19	1:00	6:34	7:04	-0:29	2:47	6:08	-3:21	2:30	2:37	-0:07	3:22	3:21	0:01	
Radio Kahungunu	1:00	3:47	-2:47	*	*	*	1:00	4:45	-3:45	1:00	4:45	-3:45	1:00	4:45	-3:45	*	*	*	*	1:00	*	*	*	7:02	*
Rhema	3:06	3:36	-0:29	3:23	3:27	-0:03	1:00	7:05	-6:04	3:50	6:37	-2:46	2:36	2:48	-0:12	2:31	2:43	-0:11	4:21	5:10	-0:48	3:15	8:41	-5:26	
Rock	10:21	11:11	-0:50	11:08	14:35	-3:27	11:29	13:40	-2:11	10:22	10:30	-0:07	11:00	10:42	0:17	10:51	10:06	0:44	5:36	7:42	-2:05	5:09	9:32	-4:23	
Star	5:12	12:35	-7:22	0:20	0:20	0:00	8:00	8:00	0:00	7:07	7:07	0:00	5:43	5:33	0:09	2:32	2:40	-0:08	4:08	4:21	-0:12	6:09	6:01	0:07	
The Hits	6:28	6:40	-0:12	8:03	8:49	-0:46	6:57	6:36	0:21	6:40	6:57	-0:17	5:44	6:34	-0:49	6:04	5:45	0:18	6:24	4:08	2:15	6:15	5:51	0:23	
The Sound	10:27	10:08	0:18	3:15	6:15	-3:00	9:02	13:56	-4:53	7:54	11:46	-3:51	10:44	12:12	-1:28	14:41	12:24	2:17	11:59	9:21	2:38	9:59	11:11	-1:11	
ZM	7:55	7:48	0:06	14:15	12:53	1:22	6:45	5:17	1:28	5:10	3:53	1:16	5:28	5:21	0:06	5:52	9:09	-3:16	4:05	6:31	-2:25	6:54	5:11	1:42	
MediaWorks Combo	12:10	12:33	-0:23	9:27	9:54	-0:26	12:53	12:54	-0:00	11:42	11:43	-0:01	11:40	11:37	0:03	14:20	14:17	0:02	14:29	14:37	-0:08	8:42	10:48	-2:06	
NZME Combo	10:45	10:49	-0:04	10:26	11:18	-0:51	11:01	8:03	2:58	9:59	8:11	1:48	9:37	9:02	0:34	10:00	10:40	-0:39	11:19	11:22	-0:02	8:25	6:53	1:32	
All Commercial Radio	15:53	16:34	-0:41	12:50	13:14	-0:23	16:03	14:55	1:08	14:55	14:28	0:27	14:38	15:01	-0:23	16:45	17:44	-0:58	19:01	19:04	-0:02	11:39	13:19	-1:40	
Potential (000)	135.0	135.0	0.0	29.3	29.3	0.0	40.0	40.7	-0.7	37.0	37.0	0.0	57.0	57.0	0.0	39.7	39.7	0.0	36.2	36.2	0.0	20.1	22.2	-2.1	
Sample	812	808	4	132	143	-11	164	196	-32	163	185	-22	300	318	-18	281	269	12	274	251	23	119	139	-20	

MediaWorks Combo: Breeze or Edge or Magic Music (from S4 2021) or Magic Talk (from S4 2021) or Magic Music & Talk (until S3 2021) or Mai FM or More FM or Rock or The Sound or internet only listening to George FM

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

\*Magic Music & Magic Talk were reported together as Magic Music & Talk in S3 2021 and therefore the individual station results cannot be compared in S4 2021

# HAWKE'S BAY COMMERCIAL RADIO - SURVEY 4 2021

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

Survey Comparisons: 3/2021 - 4/2021

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

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

	This	Last	+/-
Potential (000)	135.0	135.0	0.0
Sample Size	812	808	4

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

MediaWorks Combo: Breeze or Edge or Magic Music (from S4 2021) or Magic Talk (from S4 2021) or Magic Music & Talk (until S3 2021) or Mai FM or More FM or Rock or The Sound or internet only listening to George FM

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

\*Magic Music & Magic Talk were reported together as Magic Music & Talk in S3 2021 and therefore the individual station results cannot be compared in S4 2021