



# HAWKE'S BAY COMMERCIAL RADIO - SURVEY 3 2022

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

Survey Comparisons: 2/2022 - 3/2022

This Survey Period: Sun Aug 29 to Sat Nov 6 2021 & Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Sep 3 2022

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

	All 10+				People 10-24			People 18-39			People 25-44			People 25-54			People 45-64			People 55-74			MGS with Kids		
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	9.8	10.5	-0.7	3	9.4	13.4	-4.0	5.5	9.1	-3.6	10.0	9.6	0.4	11.3	9.7	1.6	11.9	12.7	-0.8	9.0	10.7	-1.7	8.2	12.9	-4.7
Coast	3.2	3.5	-0.3	11	0.1	0.2	-0.1	1.8	2.5	-0.7	2.4	3.2	-0.8	4.4	5.5	-1.1	4.1	4.7	-0.6	3.0	3.2	-0.2	1.3	1.3	0.0
Edge	4.8	4.4	0.4	8	8.9	8.6	0.3	6.2	5.7	0.5	5.4	5.9	-0.5	7.8	5.6	2.2	5.5	4.1	1.4	0.9	2.4	-1.5	7.8	9.7	-1.9
Gold Sport**	0.1	*	*	19	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.2	0.1	0.1	0.1	0.1	0.0
Life FM	0.3	0.4	-0.1	17	*	*	*	0.7	1.1	-0.4	0.8	1.2	-0.4	0.8	1.0	-0.2	0.3	0.3	0.0	*	*	*	0.4	0.4	0.0
Magic	9.1	9.7	-0.6	4	1.9	1.7	0.2	0.5	0.7	-0.2	0.6	0.8	-0.2	2.3	2.9	-0.6	8.3	9.7	-1.4	16.6	16.6	0.0	4.4	4.6	-0.2
Mai FM	7.3	5.7	1.6	6	20.7	15.3	5.4	19.5	14.6	4.9	15.3	11.2	4.1	9.5	7.2	2.3	1.5	1.4	0.1	1.0	0.9	0.1	11.5	9.5	2.0
More FM	4.3	5.8	-1.5	9	4.8	4.3	0.5	2.4	4.6	-2.2	3.6	6.3	-2.7	6.3	7.3	-1.0	5.2	5.4	-0.2	2.1	2.1	0.0	6.8	6.6	0.2
Newstalk ZB	17.4	17.3	0.1	1	2.1	2.7	-0.6	5.4	7.0	-1.6	6.4	8.1	-1.7	5.6	7.3	-1.7	9.2	11.8	-2.6	25.2	28.2	-3.0	2.7	4.6	-1.9
Radio Hauraki	1.6	1.6	0.0	12	2.0	1.3	0.7	1.9	1.4	0.5	2.4	2.1	0.3	2.6	2.9	-0.3	2.1	2.6	-0.5	0.7	0.7	0.0	3.5	3.8	-0.3
Radio Kahungunu	1.5	0.6	0.9	13	0.9	0.6	0.3	3.9	*	*	4.0	*	*	2.4	*	*	1.0	1.5	-0.5	1.1	1.6	-0.5	2.5	3.6	-1.1
Rhema	1.0	1.4	-0.4	15	0.5	0.7	-0.2	*	0.1	*	1.9	2.4	-0.5	1.6	1.9	-0.3	1.0	1.5	-0.5	0.9	1.6	-0.7	2.1	2.8	-0.7
Rock	15.2	13.7	1.5	2	21.5	19.6	1.9	32.0	31.4	0.6	24.6	25.9	-1.3	24.0	23.5	0.5	16.7	11.9	4.8	6.9	3.7	3.2	22.2	12.6	9.6
SENZ Sport	0.3	n.a.	*	17	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	0.6	n.a.	*	0.7	n.a.	*	1.6	n.a.	*
Star	1.1	1.0	0.1	14	*	*	*	0.5	0.9	-0.4	0.5	1.2	-0.7	0.7	0.7	0.0	0.5	0.1	0.4	1.8	1.4	0.4	0.5	0.7	-0.2
The Hits	6.7	6.9	-0.2	7	8.9	11.7	-2.8	10.1	9.6	0.5	12.3	12.4	-0.1	8.5	9.1	-0.6	5.9	4.7	1.2	5.7	4.3	1.4	12.8	12.9	-0.1
The Sound	8.6	8.8	-0.2	5	0.9	0.6	0.3	2.3	2.2	0.1	2.6	2.8	-0.2	5.7	8.8	-3.1	19.5	20.9	-1.4	17.5	14.9	2.6	4.2	1.7	2.5
Today FM*	0.7	1.0	-0.3	16	0.1	0.1	0.0	0.4	0.9	-0.5	0.5	1.0	-0.5	0.4	0.8	-0.4	1.0	1.1	-0.1	1.1	1.5	-0.4	1.3	1.6	-0.3
ZM	4.3	5.1	-0.8	9	15.3	18.2	-2.9	5.4	7.6	-2.2	5.3	5.0	0.3	4.0	4.4	-0.4	1.9	2.7	-0.8	1.1	1.2	-0.1	2.8	4.4	-1.6
MediaWorks Combo	59.8	59.8	0.0		68.3	63.7	4.6	68.9	69.1	-0.2	62.6	63.5	-0.9	67.3	65.9	1.4	69.7	67.3	2.4	55.1	52.9	2.2	66.8	59.6	7.2
NZME Combo	33.6	34.7	-1.1		29.8	34.6	-4.8	25.2	28.3	-3.1	29.0	31.0	-2.0	25.2	29.4	-4.2	23.3	26.5	-3.2	36.0	37.7	-1.7	23.1	27.1	-4.0
Potential (000)	137.0	137.0	0.0		29.5	29.5	0.0	39.7	40.8	-1.1	38.1	38.1	0.0	58.1	58.1	0.0	39.9	39.9	0.0	36.4	36.4	0.0	24.3	24.0	0.3
Sample	809	804	5		127	120	7	159	161	-2	161	168	-7	273	278	-5	252	249	3	287	295	-8	135	129	6

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

MediaWorks Combo: Breeze, Edge, Magic, Magic Talk (until 20th March 2022), Mai FM, More FM, Rock, The Sound, Today FM (from 21st March 2022), or internet only listening to George FM

NZME Combo: Coast, Gold AM (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui

\*Today FM includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022

\*\*Gold AM renamed to Gold Sport from Mon Jun 27 2022



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

	This	Last	+/-
Potential (000)	137.0	137.0	0.0
Sample Size	809	804	5

	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	8.1	8.1	0.0	4	13.2	14.2	-1.0	12.3	12.2	0.1	7.3	9.6	-2.3	4.6	7.3	-2.7	6.0	7.4	-1.4	8.7	9.6	-0.9
Coast	3.2	3.8	-0.6	11	3.2	3.6	-0.4	5.1	5.3	-0.2	2.3	2.6	-0.3	2.4	2.5	-0.1	0.4	1.1	-0.7	2.5	2.6	-0.1
Edge	4.6	4.2	0.4	8	5.1	4.2	0.9	6.1	4.6	1.5	5.0	5.8	-0.8	4.3	4.8	-0.5	3.3	0.5	2.8	3.5	4.8	-1.3
Gold Sport**	0.1	*	*	18	0.1	*	*	0.1	*	*	0.3	0.1	0.2	*	*	*	*	*	*	*	0.1	*
Life FM	0.4	0.6	-0.2	17	0.1	0.1	0.0	0.2	0.1	0.1	0.9	1.4	-0.5	0.1	0.1	0.0	0.1	0.1	0.0	0.3	0.4	-0.1
Magic	6.6	7.4	-0.8	6	10.3	11.0	-0.7	8.7	9.2	-0.5	8.0	8.5	-0.5	8.2	9.4	-1.2	4.3	5.7	-1.4	12.9	13.2	-0.3
Mai FM	8.2	6.5	1.7	3	6.5	4.9	1.6	7.5	6.5	1.0	7.3	4.5	2.8	7.7	4.0	3.7	7.8	9.8	-2.0	6.6	4.7	1.9
More FM	3.7	5.9	-2.2	10	3.9	5.5	-1.6	3.9	6.0	-2.1	5.6	7.7	-2.1	3.7	3.4	0.3	1.6	1.4	0.2	5.8	6.2	-0.4
Newstalk ZB	23.7	21.8	1.9	1	12.9	11.7	1.2	9.7	9.0	0.7	14.9	12.3	2.6	38.1	38.8	-0.7	35.5	46.1	-10.6	16.3	17.7	-1.4
Radio Hauraki	2.2	2.3	-0.1	13	1.2	1.0	0.2	1.1	0.9	0.2	3.5	3.8	-0.3	2.1	2.2	-0.1	0.3	0.3	0.0	1.1	1.2	-0.1
Radio Kahungunu	2.3	1.1	1.2	12	1.6	0.5	1.1	1.5	0.7	0.8	1.3	0.5	0.8	0.7	*	*	*	*	*	1.0	0.5	0.5
Rhema	1.3	1.8	-0.5	14	0.9	1.0	-0.1	0.6	0.7	-0.1	1.7	2.1	-0.4	1.1	2.2	-1.1	0.1	0.1	0.0	1.2	1.7	-0.5
Rock	13.6	12.9	0.7	2	17.5	17.4	0.1	17.2	17.3	-0.1	19.0	16.8	2.2	8.4	5.6	2.8	16.0	6.7	9.3	11.4	9.5	1.9
SENZ Sport	*	n.a.	*	*	*	n.a.	*	0.3	n.a.	*	0.9	n.a.	*	*	n.a.	*	*	n.a.	*	0.5	n.a.	*
Star	0.8	0.7	0.1	16	1.2	0.7	0.5	0.8	0.9	-0.1	1.1	0.6	0.5	1.2	2.7	-1.5	0.7	0.8	-0.1	1.9	1.4	0.5
The Hits	6.6	7.7	-1.1	6	6.5	6.2	0.3	8.1	7.6	0.5	6.1	6.3	-0.2	2.3	4.9	-2.6	4.9	4.6	0.3	7.2	7.3	-0.1
The Sound	6.9	6.5	0.4	5	9.8	10.2	-0.4	10.5	11.1	-0.6	7.4	8.2	-0.8	6.3	6.7	-0.4	3.2	2.5	0.7	9.5	9.8	-0.3
Today FM*	0.9	1.2	-0.3	15	1.0	1.8	-0.8	0.5	0.6	-0.1	0.6	0.8	-0.2	1.2	1.6	-0.4	0.7	1.0	-0.3	0.6	0.7	-0.1
ZM	4.3	5.9	-1.6	9	3.1	3.9	-0.8	3.2	5.2	-2.0	4.0	5.1	-1.1	5.6	2.1	3.5	12.8	11.2	1.6	4.3	4.3	0.0
MediaWorks Combo	52.6	52.7	-0.1		67.3	69.3	-2.0	66.8	67.5	-0.7	60.2	61.9	-1.7	44.4	42.8	1.6	43.0	35.1	7.9	59.4	58.8	0.6
NZME Combo	40.3	41.6	-1.3		27.1	26.6	0.5	27.3	28.1	-0.8	31.2	30.8	0.4	50.7	50.5	0.2	55.4	63.3	-7.9	31.7	33.3	-1.6

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

MediaWorks Combo: Breeze, Edge, Magic, Magic Talk (until 20th March 2022), Mai FM, More FM, Rock, The Sound, Today FM (from 21st March 2022), or internet only listening to George FM

NZME Combo: Coast, Gold AM (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui

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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	18.9	21.4	-2.5	3	3.6	5.6	-2.0		3.4	4.5	-1.1		4.7	4.3	0.4		7.7	7.3	0.4		7.1	8.6	-1.5		7.0	7.5	-0.5		3.1	3.5	-0.4	
Coast	7.2	7.6	-0.4	11	0.1	0.2	-0.1		1.2	1.6	-0.4		1.5	2.0	-0.5		3.4	3.5	-0.1		3.7	3.1	0.6		2.9	3.2	-0.3		1.8	1.6	0.2	
Edge	13.7	14.6	-0.9	8	4.9	5.2	-0.3		6.8	6.0	0.8		4.8	4.9	-0.1		7.2	7.0	0.2		3.4	3.8	-0.4		1.3	2.1	-0.8		4.0	4.6	-0.6	
Gold Sport**	0.6	0.6	0.0	19	*	*	*		0.1	0.1	0.0		0.1	0.1	0.0		0.2	0.3	-0.1		0.1	0.2	-0.1		0.3	0.2	0.1		0.2	0.3	-0.1	
Life FM	1.5	2.1	-0.6	16	*	*	*		0.6	1.1	-0.5		0.8	1.3	-0.5		1.4	1.9	-0.5		0.6	0.6	0.0		*	*	*		0.5	0.4	0.1	
Magic	15.9	16.8	-0.9	5	2.5	1.7	0.8		0.7	0.6	0.1		0.6	0.9	-0.3		1.7	2.2	-0.5		5.3	5.5	-0.2		8.1	8.7	-0.6		1.9	1.6	0.3	
Mai FM	15.4	12.8	2.6	6	6.8	6.0	0.8		9.2	7.4	1.8		6.9	5.3	1.6		7.7	5.9	1.8		1.5	1.3	0.2		0.8	0.8	0.0		4.2	3.0	1.2	
More FM	13.7	14.3	-0.6	8	4.3	3.4	0.9		4.6	4.5	0.1		4.3	4.7	-0.4		7.2	7.0	0.2		3.8	4.2	-0.4		1.5	2.7	-1.2		2.0	2.9	-0.9	
Newstalk ZB	19.3	19.3	0.0	2	1.8	1.7	0.1		1.2	1.5	-0.3		1.3	1.7	-0.4		3.2	4.0	-0.8		5.8	5.9	-0.1		8.8	8.6	0.2		1.6	1.4	0.2	
Radio Hauraki	5.3	4.9	0.4	12	1.0	0.6	0.4		2.0	1.7	0.3		1.5	1.6	-0.1		2.4	2.7	-0.3		2.6	2.5	0.1		1.8	1.4	0.4		0.9	0.9	0.0	
Radio Kahungunu	1.8	1.0	0.8	15	1.4	0.8	0.6		1.0	*	*		0.3	*	*		0.3	*	*		0.1	0.1	0.0		0.1	0.1	0.0		0.1	0.1	0.0	
Rhema	2.6	3.5	-0.9	14	0.3	0.4	-0.1		*	0.2	*		1.4	1.9	-0.5		1.6	2.3	-0.7		0.6	1.0	-0.4		0.7	0.8	-0.1		0.3	0.3	0.0	
Rock	22.2	21.1	1.1	1	4.7	4.8	-0.1		12.3	12.7	-0.4		9.9	10.2	-0.3		15.5	14.2	1.3		7.0	5.1	1.9		2.1	2.0	0.1		4.7	3.8	0.9	
SENZ Sport	0.9	n.a.	*	18	*	n.a.	*		0.1	n.a.	*		0.1	n.a.	*		0.1	n.a.	*		0.5	n.a.	*		0.7	n.a.	*		0.6	n.a.	*	
Star	1.1	1.5	-0.4	17	*	0.1	*		0.1	0.4	-0.3		0.1	0.5	-0.4		0.3	0.6	-0.3		0.1	0.2	-0.1		0.4	0.4	0.0		0.1	0.2	-0.1	
The Hits	16.5	16.4	0.1	4	4.2	3.2	1.0		8.1	6.8	1.3		7.9	7.7	0.2		9.9	10.3	-0.4		3.7	4.1	-0.4		2.3	2.7	-0.4		4.8	5.2	-0.4	
The Sound	14.3	13.6	0.7	7	1.5	1.2	0.3		1.8	2.0	-0.2		2.2	2.4	-0.2		5.3	6.0	-0.7		8.8	8.1	0.7		7.3	6.0	1.3		1.8	1.2	0.6	
Today FM*	3.7	4.3	-0.6	13	0.5	0.4	0.1		0.4	0.9	-0.5		0.4	0.9	-0.5		0.7	1.2	-0.5		1.6	1.7	-0.1		1.6	2.0	-0.4		0.6	0.6	0.0	
ZM	10.5	10.6	-0.1	10	3.5	3.6	-0.1		4.5	5.1	-0.6		4.9	5.0	-0.1		6.1	6.0	0.1		2.0	1.8	0.2		0.9	0.9	0.0		2.4	2.4	0.0	
MediaWorks Combo	79.1	78.1	1.0		16.4	16.3	0.1		26.6	25.5	1.1		24.5	23.0	1.5		37.2	34.9	2.3		25.9	24.9	1.0		20.6	21.2	-0.6		15.9	14.5	1.4	
NZME Combo	52.3	51.1	1.2		10.3	9.0	1.3		14.8	14.1	0.7		15.0	15.0	0.0		21.8	22.6	-0.8		14.7	14.5	0.2		14.3	14.2	0.1		9.7	9.4	0.3	
All Commercial Radio	103.8	102.9	0.9		20.3	20.1	0.2		31.4	30.1	1.3		31.3	30.0	1.3		48.1	46.7	1.4		32.8	32.6	0.2		27.1	27.5	-0.4		20.0	19.3	0.7	
Potential (000)	137.0	137.0	0.0		29.5	29.5	0.0		39.7	40.8	-1.1		38.1	38.1	0.0		58.1	58.1	0.0		39.9	39.9	0.0		36.4	36.4	0.0		24.3	24.0	0.3	
Sample	809	804	5		127	120	7		159	161	-2		161	168	-7		273	278	-5		252	249	3		287	295	-8		135	129	6	

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Potential (000)	137.0	137.0	0.0
Sample Size	809	804	5

	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	9.3	9.4	-0.1	5	8.3	9.4	-1.1	11.0	10.6	0.4	8.5	11.2	-2.7	1.7	3.2	-1.5	2.4	2.4	0.0	9.3	10.1	-0.8						
Coast	3.6	3.5	0.1	11	2.1	2.8	-0.7	3.6	4.1	-0.5	2.2	2.6	-0.4	1.1	1.0	0.1	0.4	0.2	0.2	3.7	3.6	0.1						
Edge	8.7	7.9	0.8	6	6.4	6.5	-0.1	8.0	8.0	0.0	6.6	7.8	-1.2	2.3	2.5	-0.2	1.2	0.7	0.5	7.9	9.4	-1.5						
Gold Sport**	0.3	0.2	0.1	18	0.2	0.1	0.1	0.2	0.1	0.1	0.3	0.2	0.1	*	*	*	*	*	*	0.3	0.3	0.0						
Life FM	1.1	1.2	-0.1	16	0.1	0.2	-0.1	0.7	0.5	0.2	0.8	1.3	-0.5	0.2	0.4	-0.2	0.4	0.2	0.2	1.2	1.3	-0.1						
Magic	8.2	9.1	-0.9	7	8.7	9.9	-1.2	9.9	10.9	-1.0	7.3	8.4	-1.1	2.9	3.4	-0.5	1.1	1.1	0.0	10.8	12.2	-1.4						
Mai FM	11.1	8.8	2.3	3	7.6	6.2	1.4	9.2	8.1	1.1	7.5	5.4	2.1	3.7	1.8	1.9	5.2	4.7	0.5	8.1	6.7	1.4						
More FM	6.8	8.6	-1.8	9	4.1	5.7	-1.6	5.2	6.6	-1.4	4.8	6.1	-1.3	3.1	2.4	0.7	0.8	0.5	0.3	7.9	7.6	0.3						
Newstalk ZB	16.0	15.4	0.6	1	9.3	8.3	1.0	8.7	8.2	0.5	8.3	7.4	0.9	6.8	7.2	-0.4	7.0	7.7	-0.7	13.1	13.2	-0.1						
Radio Hauraki	3.2	2.5	0.7	12	1.4	0.9	0.5	2.0	2.0	0.0	2.3	1.9	0.4	0.6	0.7	-0.1	0.2	0.3	-0.1	2.7	3.1	-0.4						
Radio Kahungunu	1.7	0.9	0.8	14	0.4	0.1	0.3	0.4	0.1	0.3	0.4	0.1	0.3	0.3	*	*	*	*	*	0.4	0.2	0.2						
Rhema	1.8	2.3	-0.5	13	1.2	1.6	-0.4	1.7	2.0	-0.3	1.8	2.1	-0.3	0.8	1.4	-0.6	0.1	0.1	0.0	2.2	3.1	-0.9						
Rock	15.4	13.7	1.7	2	11.3	10.3	1.0	13.5	13.4	0.1	14.3	13.5	0.8	4.8	3.8	1.0	4.0	3.0	1.0	14.2	13.0	1.2						
SENZ Sport	0.2	n.a.	*	19	*	n.a.	*	0.6	n.a.	*	0.6	n.a.	*	*	n.a.	*	*	n.a.	*	0.8	n.a.	*						
Star	1.1	1.1	0.0	16	0.7	0.4	0.3	0.7	0.9	-0.2	0.7	0.5	0.2	0.2	0.5	-0.3	0.1	0.2	-0.1	1.1	1.0	0.1						
The Hits	9.4	8.6	0.8	4	8.8	9.3	-0.5	10.7	11.1	-0.4	9.2	8.3	0.9	1.6	2.0	-0.4	3.2	2.5	0.7	9.9	9.1	0.8						
The Sound	8.2	7.5	0.7	7	8.4	7.7	0.7	9.1	8.6	0.5	6.7	6.7	0.0	1.9	2.1	-0.2	1.4	1.1	0.3	7.4	7.2	0.2						
Today FM*	1.6	1.9	-0.3	15	1.2	1.8	-0.6	1.4	1.3	0.1	1.2	1.1	0.1	0.7	0.9	-0.2	0.2	0.4	-0.2	1.3	1.4	-0.1						
ZM	5.8	5.8	0.0	10	2.4	2.7	-0.3	4.7	5.5	-0.8	4.4	5.7	-1.3	1.9	1.6	0.3	1.1	0.9	0.2	5.6	5.7	-0.1						
MediaWorks Combo	54.2	52.5	1.7		45.3	46.3	-1.0	51.2	52.4	-1.2	46.4	48.1	-1.7	18.0	17.8	0.2	13.5	11.8	1.7	55.2	55.3	-0.1						
NZME Combo	36.4	34.0	2.4		23.1	23.1	0.0	27.7	27.8	-0.1	25.7	24.8	0.9	12.2	11.9	0.3	13.0	11.6	1.4	33.2	32.8	0.4						
All Commercial Radio	82.6	77.4	5.2		64.4	63.5	0.9	74.0	73.9	0.1	68.0	69.5	-1.5	28.6	29.3	-0.7	25.8	23.6	2.2	78.8	78.6	0.2						

MediaWorks Combo: Breeze, Edge, Magic, Magic Talk (until 20th March 2022), Mai FM, More FM, Rock, The Sound, Today FM (from 21st March 2022), or internet only listening to George FM

NZME Combo: Coast, Gold AM (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui

\*Today FM includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022

\*\*Gold AM renamed to Gold Sport from Mon Jun 27 2022



# HAWKE'S BAY COMMERCIAL RADIO - SURVEY 3 2022

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

Survey Comparisons: 2/2022 - 3/2022

This Survey Period: Sun Aug 29 to Sat Nov 6 2021 & Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Sep 3 2022

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

	All 10+			People 10-24			People 18-39			People 25-44			People 25-54			People 45-64			People 55-74			MGS with Kids		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	8:56	8:17	0:39	6:46	6:31	0:14	7:02	9:23	-2:20	8:33	9:06	-0:33	10:08	8:56	1:11	10:27	8:36	1:50	7:39	7:57	-0:17	6:42	8:50	-2:07
Coast	7:48	7:51	-0:03	3:00	3:00	0:00	7:01	7:22	-0:21	6:16	6:20	-0:03	8:52	10:35	-1:42	7:02	8:46	-1:43	6:10	5:29	0:40	1:53	1:54	-0:01
Edge	6:03	5:07	0:55	4:44	4:30	0:13	4:02	4:23	-0:20	4:34	4:58	-0:24	7:25	5:19	2:05	10:16	6:08	4:07	3:55	6:13	-2:18	4:58	5:01	-0:03
Gold Sport**	2:44	1:15	1:29	*	*	*	1:15	1:15	0:00	1:15	1:15	0:00	1:07	1:06	0:01	1:00	1:00	0:00	5:22	1:50	3:31	1:07	1:06	0:01
Life FM	3:32	3:16	0:16	*	*	*	5:24	4:18	1:06	4:20	3:52	0:27	3:53	3:35	0:17	3:16	2:55	0:20	*	*	*	2:17	2:08	0:08
Magic	9:54	9:46	0:07	2:03	2:38	-0:35	2:54	5:04	-2:10	4:15	3:37	0:38	9:24	8:49	0:34	9:50	10:18	-0:27	12:14	10:31	1:43	6:00	6:54	-0:53
Mai FM	8:11	7:30	0:41	8:00	6:51	1:09	9:26	9:06	0:20	8:58	8:44	0:13	8:31	8:20	0:11	6:08	6:22	-0:13	7:10	6:47	0:23	6:59	7:35	-0:35
More FM	5:26	6:48	-1:22	2:57	3:26	-0:28	2:19	4:42	-2:22	3:20	5:29	-2:08	5:58	7:03	-1:04	8:30	7:23	1:06	8:28	4:26	4:02	8:50	5:28	3:21
Newstalk ZB	15:38	15:11	0:26	3:06	4:14	-1:08	20:21	21:52	-1:30	19:19	19:47	-0:28	12:09	12:31	-0:22	10:03	11:36	-1:32	17:05	18:06	-1:01	4:18	7:53	-3:34
Radio Hauraki	5:17	5:32	-0:15	5:21	5:21	0:00	4:13	3:52	0:20	6:09	5:26	0:43	7:37	7:12	0:25	4:53	5:54	-1:01	2:25	2:51	-0:25	9:26	10:25	-0:59
Radio Kahungunu	13:57	10:25	3:32	1:42	2:00	-0:17	16:44	*	*	60:30	*	*	60:30	*	*	58:30	58:30	0:00	58:30	58:30	0:00	58:30	58:30	0:00
Rhema	6:52	6:42	0:09	5:00	5:00	0:00	*	2:15	*	5:41	5:09	0:32	7:05	5:29	1:35	10:36	8:55	1:40	7:08	11:18	-4:09	18:58	20:17	-1:19
Rock	11:49	11:02	0:47	12:09	11:00	1:09	11:33	11:24	0:08	10:04	10:25	-0:20	10:42	11:09	-0:27	14:53	13:37	1:15	19:23	10:13	9:09	12:09	7:54	4:14
SENZ Sport	5:17	n.a.	*	*	n.a.	*	1:30	n.a.	*	1:30	n.a.	*	1:30	n.a.	*	7:30	n.a.	*	6:20	n.a.	*	6:32	n.a.	*
Star	17:58	11:01	6:56	*	0:15	*	14:45	10:51	3:53	14:45	9:42	5:02	19:34	8:14	11:19	25:30	3:27	22:02	27:10	18:19	8:50	11:00	8:00	3:00
The Hits	7:02	7:08	-0:06	5:36	9:53	-4:17	5:29	6:34	-1:05	6:18	6:34	-0:16	5:54	5:55	-0:01	10:02	6:36	3:26	14:34	8:41	5:53	6:48	5:52	0:55
The Sound	10:26	10:57	-0:30	1:35	1:16	0:18	5:46	5:10	0:35	4:52	4:42	0:09	7:23	9:52	-2:29	13:53	14:54	-1:00	14:12	13:51	0:20	5:55	3:22	2:33
Today FM*	3:29	4:00	-0:30	0:41	1:00	-0:18	5:00	4:36	0:23	5:00	4:36	0:23	3:56	4:22	-0:25	3:53	3:49	0:03	4:08	4:20	-0:11	5:15	6:17	-1:01
ZM	7:03	8:05	-1:02	11:27	13:37	-2:09	5:18	6:47	-1:28	4:21	4:06	0:14	4:32	4:56	-0:24	6:06	8:28	-2:22	6:53	7:07	-0:13	2:55	4:29	-1:33
MediaWorks Combo	13:06	12:56	0:09	10:55	10:35	0:20	11:28	12:32	-1:04	10:19	11:16	-0:56	12:28	12:45	-0:17	16:53	15:39	1:13	15:53	13:51	2:01	10:47	9:50	0:57
NZME Combo	11:08	11:28	-0:20	7:34	10:25	-2:50	7:33	9:18	-1:45	7:49	8:25	-0:36	7:57	8:47	-0:49	9:57	10:35	-0:38	14:58	14:41	0:17	6:05	6:52	-0:47
All Commercial Radio	16:43	16:26	0:16	12:54	13:26	-0:31	14:05	15:20	-1:15	12:54	13:38	-0:43	14:20	14:29	-0:08	19:07	17:48	1:18	21:57	20:10	1:47	12:52	12:22	0:29
Potential (000)	137.0	137.0	0.0	29.5	29.5	0.0	39.7	40.8	-1.1	38.1	38.1	0.0	58.1	58.1	0.0	39.9	39.9	0.0	36.4	36.4	0.0	24.3	24.0	0.3
Sample	809	804	5	127	120	7	159	161	-2	161	168	-7	273	278	-5	252	249	3	287	295	-8	135	129	6

MediaWorks Combo: Breeze, Edge, Magic, Magic Talk (until 20th March 2022), Mai FM, More FM, Rock, The Sound, Today FM (from 21st March 2022), or internet only listening to George FM  
 NZME Combo: Coast, Gold AM (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui

\*Today FM includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022  
 \*\*Gold AM renamed to Gold Sport from Mon Jun 27 2022



# HAWKE'S BAY COMMERCIAL RADIO - SURVEY 3 2022

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

Survey Comparisons: 2/2022 - 3/2022

This Survey Period: Sun Aug 29 to Sat Nov 6 2021 & Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Sep 3 2022

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

	This	Last	+/-
Potential (000)	137.0	137.0	0.0
Sample Size	809	804	5

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

MediaWorks Combo: Breeze, Edge, Magic, Magic Talk (until 20th March 2022), Mai FM, More FM, Rock, The Sound, Today FM (from 21st March 2022), or internet only listening to George FM

NZME Combo: Coast, Gold AM (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui

\*Today FM includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022

\*\*Gold AM renamed to Gold Sport from Mon Jun 27 2022