



# HAWKE'S BAY COMMERCIAL RADIO - SURVEY 4 2022

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

Survey Comparisons: 3/2022 - 4/2022

This Survey Period: Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022

Last 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

	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	11.0	9.8	1.2	2	22.7	9.4	13.3	3.7	5.5	-1.8	8.4	10.0	-1.6	10.7	11.3	-0.6	10.2	11.9	-1.7	6.8	9.0	-2.2	7.4	8.2	-0.8
Coast	2.4	3.2	-0.8	11	0.1	0.1	0.0	0.8	1.8	-1.0	0.7	2.4	-1.7	2.2	4.4	-2.2	3.1	4.1	-1.0	2.9	3.0	-0.1	2.3	1.3	1.0
Edge	8.1	4.8	3.3	5	11.8	8.9	2.9	11.6	6.2	5.4	15.9	5.4	10.5	14.5	7.8	6.7	6.1	5.5	0.6	0.7	0.9	-0.2	13.7	7.8	5.9
Gold Sport**	0.1	0.1	0.0	19	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.3	0.2	0.1	0.1	0.1	0.0
Life FM	0.3	0.3	0.0	17	*	*	*	0.2	0.7	-0.5	0.1	0.8	-0.7	0.3	0.8	-0.5	0.3	0.3	0.0	*	*	*	0.3	0.4	-0.1
Magic	10.1	9.1	1.0	4	2.2	1.9	0.3	0.6	0.5	0.1	0.2	0.6	-0.4	2.5	2.3	0.2	10.4	8.3	2.1	19.4	16.6	2.8	3.3	4.4	-1.1
Mai FM	7.6	7.3	0.3	6	14.2	20.7	-6.5	23.7	19.5	4.2	19.7	15.3	4.4	11.9	9.5	2.4	1.2	1.5	-0.3	1.2	1.0	0.2	11.4	11.5	-0.1
More FM	5.9	4.3	1.6	8	6.1	4.8	1.3	8.4	2.4	6.0	6.9	3.6	3.3	8.4	6.3	2.1	6.3	5.2	1.1	3.0	2.1	0.9	6.5	6.8	-0.3
Newstalk ZB	14.5	17.4	-2.9	1	0.7	2.1	-1.4	0.2	5.4	-5.2	2.4	6.4	-4.0	3.1	5.6	-2.5	9.2	9.2	0.0	25.2	25.2	0.0	2.8	2.7	0.1
Radio Hauraki	2.2	1.6	0.6	12	5.4	2.0	3.4	4.8	1.9	2.9	3.1	2.4	0.7	3.0	2.6	0.4	1.6	2.1	-0.5	0.2	0.7	-0.5	2.8	3.5	-0.7
Radio Kahungunu	1.8	1.5	0.3	13	0.5	0.9	-0.4	5.6	3.9	1.7	5.1	4.0	1.1	3.1	2.4	0.7	1.4	1.0	0.4	1.5	1.1	0.4	2.5	2.5	0.0
Rhema	1.0	1.0	0.0	14	*	0.5	*	0.3	*	*	2.1	1.9	0.2	1.7	1.6	0.1	1.1	1.0	0.1	1.1	0.9	0.2	1.9	2.1	-0.2
Rock	11.0	15.2	-4.2	2	6.8	21.5	-14.7	16.3	32.0	-15.7	13.7	24.6	-10.9	16.3	24.0	-7.7	18.2	16.7	1.5	9.6	6.9	2.7	17.4	22.2	-4.8
SENZ Sport	0.3	0.3	0.0	17	*	*	*	*	*	*	*	*	*	0.1	*	*	0.6	0.6	0.0	0.7	0.7	0.0	0.9	1.6	-0.7
Star	0.9	1.1	-0.2	15	*	*	*	0.3	0.5	-0.2	0.3	0.5	-0.2	0.7	0.7	0.0	0.7	0.5	0.2	1.6	1.8	-0.2	0.5	0.5	0.0
The Hits	5.8	6.7	-0.9	9	8.8	8.9	-0.1	10.3	10.1	0.2	8.3	12.3	-4.0	7.8	8.5	-0.7	5.7	5.9	-0.2	3.6	5.7	-2.1	9.8	12.8	-3.0
The Sound	7.5	8.6	-1.1	7	4.7	0.9	3.8	4.9	2.3	2.6	2.5	2.6	-0.1	3.9	5.7	-1.8	15.0	19.5	-4.5	15.2	17.5	-2.3	4.2	4.2	0.0
Today FM*	0.7	0.7	0.0	16	*	0.1	*	0.5	0.4	0.1	0.5	0.5	0.0	0.5	0.4	0.1	0.9	1.0	-0.1	1.1	1.1	0.0	1.5	1.3	0.2
ZM	5.1	4.3	0.8	10	14.0	15.3	-1.3	5.7	5.4	0.3	8.8	5.3	3.5	5.9	4.0	1.9	1.3	1.9	-0.6	1.1	1.1	0.0	7.5	2.8	4.7
MediaWorks Combo	62.1	59.8	2.3		69.0	68.3	0.7	70.1	68.9	1.2	67.7	62.6	5.1	68.8	67.3	1.5	68.7	69.7	-1.0	57.1	55.1	2.0	65.8	66.8	-1.0
NZME Combo	30.4	33.6	-3.2		29.8	29.8	0.0	22.5	25.2	-2.7	23.7	29.0	-5.3	22.2	25.2	-3.0	21.0	23.3	-2.3	33.4	36.0	-2.6	25.4	23.1	2.3
Potential (000)	137.0	137.0	0.0		29.5	29.5	0.0	39.3	39.7	-0.4	38.1	38.1	0.0	58.1	58.1	0.0	39.9	39.9	0.0	36.4	36.4	0.0	26.8	24.3	2.5
Sample	819	809	10		147	127	20	180	159	21	169	161	8	272	273	-1	233	252	-19	277	287	-10	143	135	8

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, Humm FM (from S4 2022)

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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Station Share (%) by Daypart, People 10+

Survey Comparisons: 3/2022 - 4/2022

This Survey Period: Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022

Last 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

	This	Last	+/-
Potential (000)	137.0	137.0	0.0
Sample Size	819	809	10

	Breakfast				Morning			Afternoon			Drive			Night			Mid Dawn			Weekend		
	Mon-Fri 6am-9am				Mon-Fri 9am-12md			Mon-Fri 12md-4pm			Mon-Fri 4pm-7pm			Mon-Fri 7pm-12mn			Mon-Fri 12mn-6am			Sat-Sun 12mn-12mn		
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	8.7	8.1	0.6	4	14.8	13.2	1.6	13.1	12.3	0.8	6.6	7.3	-0.7	4.9	4.6	0.3	7.1	6.0	1.1	11.9	8.7	3.2
Coast	2.0	3.2	-1.2	13	3.2	3.2	0.0	3.7	5.1	-1.4	1.9	2.3	-0.4	1.6	2.4	-0.8	0.2	0.4	-0.2	1.5	2.5	-1.0
Edge	8.0	4.6	3.4	5	8.1	5.1	3.0	9.7	6.1	3.6	9.8	5.0	4.8	8.0	4.3	3.7	4.9	3.3	1.6	6.5	3.5	3.0
Gold Sport**	0.1	0.1	0.0	18	0.1	0.1	0.0	0.1	0.1	0.0	0.3	0.3	0.0	*	*	*	*	*	*	0.2	*	*
Life FM	0.2	0.4	-0.2	17	0.2	0.1	0.1	0.4	0.2	0.2	0.4	0.9	-0.5	0.1	0.1	0.0	0.1	0.1	0.0	0.3	0.3	0.0
Magic	7.5	6.6	0.9	6	11.7	10.3	1.4	10.1	8.7	1.4	9.0	8.0	1.0	8.3	8.2	0.1	6.4	4.3	2.1	12.8	12.9	-0.1
Mai FM	8.9	8.2	0.7	3	6.8	6.5	0.3	7.3	7.5	-0.2	7.1	7.3	-0.2	8.9	7.7	1.2	5.0	7.8	-2.8	8.2	6.6	1.6
More FM	5.3	3.7	1.6	9	5.9	3.9	2.0	5.8	3.9	1.9	5.7	5.6	0.1	3.5	3.7	-0.2	5.1	1.6	3.5	7.2	5.8	1.4
Newstalk ZB	21.8	23.7	-1.9	1	11.2	12.9	-1.7	8.7	9.7	-1.0	14.8	14.9	-0.1	33.5	38.1	-4.6	18.9	35.5	-16.6	12.3	16.3	-4.0
Radio Hauraki	2.3	2.2	0.1	12	2.2	1.2	1.0	2.8	1.1	1.7	4.5	3.5	1.0	1.0	2.1	-1.1	0.5	0.3	0.2	1.1	1.1	0.0
Radio Kahungunu	2.6	2.3	0.3	11	2.1	1.6	0.5	2.0	1.5	0.5	1.7	1.3	0.4	1.1	0.7	0.4	*	*	*	1.3	1.0	0.3
Rhema	1.5	1.3	0.2	14	0.9	0.9	0.0	0.6	0.6	0.0	1.9	1.7	0.2	1.2	1.1	0.1	*	0.1	*	1.1	1.2	-0.1
Rock	9.3	13.6	-4.3	2	12.2	17.5	-5.3	12.6	17.2	-4.6	13.5	19.0	-5.5	6.7	8.4	-1.7	15.7	16.0	-0.3	8.6	11.4	-2.8
SENZ Sport	0.1	*	*	18	*	*	*	0.2	0.3	-0.1	0.8	0.9	-0.1	*	*	*	0.1	*	*	0.6	0.5	0.1
Star	0.8	0.8	0.0	15	1.0	1.2	-0.2	0.7	0.8	-0.1	1.0	1.1	-0.1	0.4	1.2	-0.8	0.4	0.7	-0.3	1.4	1.9	-0.5
The Hits	6.7	6.6	0.1	7	4.6	6.5	-1.9	5.3	8.1	-2.8	4.6	6.1	-1.5	3.5	2.3	1.2	9.6	4.9	4.7	6.8	7.2	-0.4
The Sound	6.7	6.9	-0.2	7	8.0	9.8	-1.8	8.9	10.5	-1.6	6.9	7.4	-0.5	7.7	6.3	1.4	6.4	3.2	3.2	6.7	9.5	-2.8
Today FM*	0.8	0.9	-0.1	15	0.5	1.0	-0.5	0.5	0.5	0.0	1.2	0.6	0.6	0.6	1.2	-0.6	0.9	0.7	0.2	0.7	0.6	0.1
ZM	4.4	4.3	0.1	10	3.7	3.1	0.6	3.9	3.2	0.7	4.6	4.0	0.6	5.9	5.6	0.3	17.2	12.8	4.4	5.6	4.3	1.3
MediaWorks Combo	55.3	52.6	2.7		68.1	67.3	0.8	67.9	66.8	1.1	59.9	60.2	-0.3	48.5	44.4	4.1	51.4	43.0	8.4	63.1	59.4	3.7
NZME Combo	37.3	40.3	-3.0		25.0	27.1	-2.1	24.7	27.3	-2.6	31.0	31.2	-0.2	45.6	50.7	-5.1	47.3	55.4	-8.1	27.7	31.7	-4.0

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, Humm FM (from S4 2022)

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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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	20.7	18.9	1.8	1	4.2	3.6	0.6	3.5	3.4	0.1	5.3	4.7	0.6	9.4	7.7	1.7	8.1	7.1	1.0	6.8	7.0	-0.2	3.7	3.1	0.6
Coast	6.6	7.2	-0.6	11	0.1	0.1	0.0	0.7	1.2	-0.5	0.7	1.5	-0.8	2.7	3.4	-0.7	4.4	3.7	0.7	3.1	2.9	0.2	2.3	1.8	0.5
Edge	19.3	13.7	5.6	2	7.1	4.9	2.2	7.7	6.8	0.9	7.2	4.8	2.4	10.3	7.2	3.1	4.3	3.4	0.9	1.7	1.3	0.4	5.4	4.0	1.4
Gold Sport**	0.7	0.6	0.1	19	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	0.3	0.2	0.1	0.2	0.1	0.1	0.3	0.3	0.0	0.3	0.2	0.1
Life FM	1.3	1.5	-0.2	16	0.2	*	*	0.5	0.6	-0.1	0.4	0.8	-0.4	0.9	1.4	-0.5	0.5	0.6	-0.1	*	*	*	0.6	0.5	0.1
Magic	17.6	15.9	1.7	6	2.8	2.5	0.3	1.1	0.7	0.4	0.2	0.6	-0.4	1.9	1.7	0.2	6.6	5.3	1.3	9.5	8.1	1.4	2.0	1.9	0.1
Mai FM	15.9	15.4	0.5	7	5.3	6.8	-1.5	9.9	9.2	0.7	9.2	6.9	2.3	9.5	7.7	1.8	1.3	1.5	-0.2	0.9	0.8	0.1	4.7	4.2	0.5
More FM	15.2	13.7	1.5	8	4.7	4.3	0.4	6.0	4.6	1.4	4.7	4.3	0.4	7.3	7.2	0.1	4.3	3.8	0.5	2.4	1.5	0.9	3.0	2.0	1.0
Newstalk ZB	18.3	19.3	-1.0	3	0.7	1.8	-1.1	0.4	1.2	-0.8	0.8	1.3	-0.5	2.9	3.2	-0.3	6.2	5.8	0.4	10.0	8.8	1.2	1.7	1.6	0.1
Radio Hauraki	6.5	5.3	1.2	12	2.6	1.0	1.6	3.5	2.0	1.5	2.5	1.5	1.0	3.2	2.4	0.8	1.5	2.6	-1.1	0.8	1.8	-1.0	1.5	0.9	0.6
Radio Kahungunu	1.4	1.8	-0.4	15	0.8	1.4	-0.6	0.7	1.0	-0.3	0.4	0.3	0.1	0.4	0.3	0.1	0.2	0.1	0.1	0.2	0.1	0.1	0.2	0.1	0.1
Rhema	2.3	2.6	-0.3	14	*	0.3	*	0.2	*	*	1.5	1.4	0.1	1.7	1.6	0.1	0.5	0.6	-0.1	0.6	0.7	-0.1	0.4	0.3	0.1
Rock	17.9	22.2	-4.3	4	2.4	4.7	-2.3	7.6	12.3	-4.7	7.9	9.9	-2.0	12.7	15.5	-2.8	6.8	7.0	-0.2	2.6	2.1	0.5	4.6	4.7	-0.1
SENZ Sport	0.9	0.9	0.0	18	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	0.2	0.1	0.1	0.5	0.5	0.0	0.7	0.7	0.0	0.5	0.6	-0.1
Star	1.0	1.1	-0.1	17	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	0.3	0.3	0.0	0.2	0.1	0.1	0.4	0.4	0.0	0.2	0.1	0.1
The Hits	17.9	16.5	1.4	4	4.6	4.2	0.4	8.4	8.1	0.3	7.7	7.9	-0.2	10.5	9.9	0.6	4.4	3.7	0.7	2.5	2.3	0.2	5.5	4.8	0.7
The Sound	14.2	14.3	-0.1	9	2.5	1.5	1.0	2.0	1.8	0.2	1.9	2.2	-0.3	4.3	5.3	-1.0	7.6	8.8	-1.2	7.2	7.3	-0.1	2.6	1.8	0.8
Today FM*	3.2	3.7	-0.5	13	0.3	0.5	-0.2	0.6	0.4	0.2	0.6	0.4	0.2	1.1	0.7	0.4	1.2	1.6	-0.4	1.2	1.6	-0.4	1.0	0.6	0.4
ZM	12.2	10.5	1.7	10	5.0	3.5	1.5	3.9	4.5	-0.6	5.7	4.9	0.8	6.7	6.1	0.6	1.5	2.0	-0.5	0.6	0.9	-0.3	3.7	2.4	1.3
MediaWorks Combo	82.4	79.1	3.3		17.7	16.4	1.3	25.9	26.6	-0.7	25.2	24.5	0.7	37.7	37.2	0.5	26.4	25.9	0.5	22.1	20.6	1.5	18.0	15.9	2.1
NZME Combo	54.1	52.3	1.8		11.9	10.3	1.6	14.6	14.8	-0.2	14.3	15.0	-0.7	21.7	21.8	-0.1	15.5	14.7	0.8	15.6	14.3	1.3	12.1	9.7	2.4
All Commercial Radio	106.6	103.8	2.8		21.4	20.3	1.1	30.7	31.4	-0.7	30.8	31.3	-0.5	47.7	48.1	-0.4	34.4	32.8	1.6	29.6	27.1	2.5	22.7	20.0	2.7
Potential (000)	137.0	137.0	0.0		29.5	29.5	0.0	39.3	39.7	-0.4	38.1	38.1	0.0	58.1	58.1	0.0	39.9	39.9	0.0	36.4	36.4	0.0	26.8	24.3	2.5
Sample	819	809	10		147	127	20	180	159	21	169	161	8	272	273	-1	233	252	-19	277	287	-10	143	135	8

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	Breakfast				Morning			Afternoon			Drive			Night			Mid Dawn			Weekend		
	Mon-Fri 6am-9am				Mon-Fri 9am-12md			Mon-Fri 12md-4pm			Mon-Fri 4pm-7pm			Mon-Fri 7pm-12mn			Mon-Fri 12mn-6am			Sat-Sun 12mn-12mn		
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	10.2	9.3	0.9	5	10.0	8.3	1.7	12.9	11.0	1.9	8.5	8.5	0.0	2.0	1.7	0.3	2.4	2.4	0.0	11.4	9.3	2.1
Coast	3.6	3.6	0.0	12	2.6	2.1	0.5	3.9	3.6	0.3	2.0	2.2	-0.2	1.0	1.1	-0.1	0.4	0.4	0.0	2.7	3.7	-1.0
Edge	12.3	8.7	3.6	2	8.0	6.4	1.6	13.0	8.0	5.0	11.4	6.6	4.8	4.3	2.3	2.0	2.9	1.2	1.7	10.7	7.9	2.8
Gold Sport**	0.3	0.3	0.0	18	0.2	0.2	0.0	0.2	0.2	0.0	0.3	0.3	0.0	*	*	*	*	*	*	0.3	0.3	0.0
Life FM	0.9	1.1	-0.2	17	0.4	0.1	0.3	0.9	0.7	0.2	0.3	0.8	-0.5	0.3	0.2	0.1	0.3	0.4	-0.1	0.9	1.2	-0.3
Magic	8.6	8.2	0.4	8	9.9	8.7	1.2	10.8	9.9	0.9	7.9	7.3	0.6	3.1	2.9	0.2	1.4	1.1	0.3	11.6	10.8	0.8
Mai FM	12.1	11.1	1.0	3	8.8	7.6	1.2	10.0	9.2	0.8	8.0	7.5	0.5	3.9	3.7	0.2	4.0	5.2	-1.2	9.5	8.1	1.4
More FM	8.7	6.8	1.9	7	5.2	4.1	1.1	6.9	5.2	1.7	5.6	4.8	0.8	2.1	3.1	-1.0	2.5	0.8	1.7	9.0	7.9	1.1
Newstalk ZB	14.7	16.0	-1.3	1	9.7	9.3	0.4	8.9	8.7	0.2	8.9	8.3	0.6	6.8	6.8	0.0	5.8	7.0	-1.2	12.4	13.1	-0.7
Radio Hauraki	3.8	3.2	0.6	11	1.6	1.4	0.2	4.1	2.0	2.1	3.5	2.3	1.2	0.8	0.6	0.2	0.4	0.2	0.2	3.1	2.7	0.4
Radio Kahungunu	1.4	1.7	-0.3	15	0.6	0.4	0.2	0.6	0.4	0.2	0.6	0.4	0.2	0.4	0.3	0.1	*	*	*	0.6	0.4	0.2
Rhema	2.2	1.8	0.4	13	1.4	1.2	0.2	1.8	1.7	0.1	1.8	1.8	0.0	0.7	0.8	-0.1	*	0.1	*	2.2	2.2	0.0
Rock	10.9	15.4	-4.5	4	8.9	11.3	-2.4	10.9	13.5	-2.6	11.4	14.3	-2.9	3.7	4.8	-1.1	4.3	4.0	0.3	10.4	14.2	-3.8
SENZ Sport	0.2	0.2	0.0	19	*	*	*	0.5	0.6	-0.1	0.6	0.6	0.0	*	*	*	0.1	*	*	0.7	0.8	-0.1
Star	1.0	1.1	-0.1	16	0.7	0.7	0.0	0.7	0.7	0.0	0.6	0.7	-0.1	0.1	0.2	-0.1	0.1	0.1	0.0	1.0	1.1	-0.1
The Hits	9.1	9.4	-0.3	6	8.2	8.8	-0.6	9.8	10.7	-0.9	7.7	9.2	-1.5	2.4	1.6	0.8	4.1	3.2	0.9	9.4	9.9	-0.5
The Sound	7.5	8.2	-0.7	9	7.2	8.4	-1.2	9.6	9.1	0.5	8.0	6.7	1.3	2.4	1.9	0.5	2.4	1.4	1.0	7.1	7.4	-0.3
Today FM*	1.7	1.6	0.1	14	0.8	1.2	-0.4	0.9	1.4	-0.5	1.4	1.2	0.2	0.5	0.7	-0.2	0.3	0.2	0.1	1.6	1.3	0.3
ZM	7.1	5.8	1.3	10	3.0	2.4	0.6	6.0	4.7	1.3	5.0	4.4	0.6	1.8	1.9	-0.1	1.7	1.1	0.6	8.6	5.6	3.0
MediaWorks Combo	56.7	54.2	2.5		47.4	45.3	2.1	56.7	51.2	5.5	49.6	46.4	3.2	18.2	18.0	0.2	17.1	13.5	3.6	58.0	55.2	2.8
NZME Combo	36.7	36.4	0.3		24.3	23.1	1.2	29.7	27.7	2.0	25.3	25.7	-0.4	11.9	12.2	-0.3	12.7	13.0	-0.3	33.8	33.2	0.6
All Commercial Radio	85.0	82.6	2.4		67.3	64.4	2.9	78.4	74.0	4.4	70.0	68.0	2.0	28.5	28.6	-0.1	26.8	25.8	1.0	81.0	78.8	2.2

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, Humm FM (from S4 2022)

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 4 2022

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

Survey Comparisons: 3/2022 - 4/2022

This Survey Period: Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022

Last 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

	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	10:08	8:56	1:11	17:46	6:46	10:59	4:29	7:02	-2:33	7:22	8:33	-1:10	8:40	10:08	-1:28	8:17	10:27	-2:09	6:15	7:39	-1:23	7:35	6:42	0:52
Coast	6:46	7:48	-1:01	3:00	3:00	0:00	5:18	7:01	-1:42	5:03	6:16	-1:12	6:27	8:52	-2:25	4:43	7:02	-2:19	5:54	6:10	-0:15	3:44	1:53	1:51
Edge	7:59	6:03	1:55	5:23	4:44	0:39	6:27	4:02	2:25	10:10	4:34	5:36	10:45	7:25	3:19	9:17	10:16	-0:59	2:29	3:55	-1:25	9:39	4:58	4:41
Gold Sport**	3:22	2:44	0:38	*	*	*	1:15	1:15	0:00	1:15	1:15	0:00	1:04	1:07	-0:02	1:00	1:00	0:00	6:12	5:22	0:50	1:04	1:07	-0:02
Life FM	4:05	3:32	0:32	0:15	*	*	1:11	5:24	-4:13	1:36	4:20	-2:43	2:37	3:53	-1:16	3:19	3:16	0:03	*	*	*	2:13	2:17	-0:03
Magic	10:55	9:54	1:01	2:33	2:03	0:30	2:26	2:54	-0:27	3:46	4:15	-0:28	10:14	9:24	0:50	10:18	9:50	0:28	12:40	12:14	0:25	6:11	6:00	0:10
Mai FM	9:08	8:11	0:56	8:44	8:00	0:43	10:17	9:26	0:50	9:52	8:58	0:53	9:33	8:31	1:02	6:04	6:08	-0:03	7:45	7:10	0:34	9:11	6:59	2:11
More FM	7:24	5:26	1:58	4:11	2:57	1:13	6:05	2:19	3:45	6:43	3:20	3:23	8:47	5:58	2:48	9:45	8:30	1:15	7:43	8:28	-0:45	8:26	8:50	-0:24
Newstalk ZB	15:10	15:38	-0:28	3:21	3:06	0:15	2:21	20:21	-18:00	12:57	19:19	-6:22	7:56	12:09	-4:13	9:41	10:03	-0:22	15:39	17:05	-1:26	6:12	4:18	1:53
Radio Hauraki	6:28	5:17	1:11	6:55	5:21	1:33	5:53	4:13	1:40	5:43	6:09	-0:25	7:10	7:37	-0:27	6:59	4:53	2:06	2:02	2:25	-0:23	7:01	9:26	-2:25
Radio Kahungunu	24:00	13:57	10:02	1:47	1:42	0:04	32:54	16:44	16:10	60:30	60:30	0:00	60:30	60:30	0:00	58:30	58:30	0:00	58:30	58:30	0:00	58:30	58:30	0:00
Rhema	8:36	6:52	1:43	*	5:00	*	6:15	*	*	6:27	5:41	0:46	7:44	7:05	0:39	16:30	10:36	5:53	10:59	7:08	3:50	19:46	18:58	0:48
Rock	11:44	11:49	-0:05	8:58	12:09	-3:10	9:13	11:33	-2:19	7:59	10:04	-2:05	9:49	10:42	-0:52	17:39	14:53	2:46	22:37	19:23	3:13	14:18	12:09	2:09
SENZ Sport	5:44	5:17	0:26	*	*	*	1:30	1:30	0:00	1:30	1:30	0:00	3:40	1:30	2:10	7:08	7:30	-0:21	6:44	6:20	0:24	6:34	6:32	0:01
Star	18:02	17:58	0:04	*	*	*	14:45	14:45	0:00	14:45	14:45	0:00	21:55	19:34	2:21	25:30	25:30	0:00	27:48	27:10	0:37	11:00	11:00	0:00
The Hits	6:12	7:02	-0:50	6:11	5:36	0:35	5:16	5:29	-0:13	4:56	6:18	-1:22	5:38	5:54	-0:16	8:33	10:02	-1:28	8:52	14:34	-5:42	6:50	6:48	0:02
The Sound	10:00	10:26	-0:26	5:58	1:35	4:23	10:25	5:46	4:38	5:57	4:52	1:05	6:48	7:23	-0:35	13:03	13:53	-0:50	13:08	14:12	-1:03	6:10	5:55	0:15
Today FM*	4:13	3:29	0:43	0:15	0:41	-0:26	3:28	5:00	-1:31	3:28	5:00	-1:31	3:19	3:56	-0:37	4:41	3:53	0:47	5:54	4:08	1:45	5:40	5:15	0:24
ZM	7:55	7:03	0:52	9:06	11:27	-2:21	6:14	5:18	0:55	7:06	4:21	2:44	6:44	4:32	2:12	6:01	6:06	-0:04	11:22	6:53	4:29	7:42	2:55	4:46
MediaWorks Combo	14:21	13:06	1:15	12:38	10:55	1:43	11:37	11:28	0:09	12:21	10:19	2:01	13:55	12:28	1:27	17:06	16:53	0:12	15:58	15:53	0:04	13:56	10:47	3:09
NZME Combo	10:41	11:08	-0:27	8:09	7:34	0:34	6:36	7:33	-0:56	7:39	7:49	-0:10	7:49	7:57	-0:08	8:52	9:57	-1:05	13:17	14:58	-1:40	7:59	6:05	1:53
All Commercial Radio	17:52	16:43	1:09	15:12	12:54	2:17	13:58	14:05	-0:07	14:57	12:54	2:03	16:00	14:20	1:40	19:04	19:07	-0:03	20:56	21:57	-1:01	16:48	12:52	3:56
Potential (000)	137.0	137.0	0.0	29.5	29.5	0.0	39.3	39.7	-0.4	38.1	38.1	0.0	58.1	58.1	0.0	39.9	39.9	0.0	36.4	36.4	0.0	26.8	24.3	2.5
Sample	819	809	10	147	127	20	180	159	21	169	161	8	272	273	-1	233	252	-19	277	287	-10	143	135	8

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, Humm FM (from S4 2022)

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 4 2022

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

Survey Comparisons: 3/2022 - 4/2022

This Survey Period: Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022

Last 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

	This	Last	+/-
Potential (000)	137.0	137.0	0.0
Sample Size	819	809	10

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

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, Humm FM (from S4 2022)

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