



HAWKE'S BAY COMMERCIAL RADIO - SURVEY 4 2017

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

Survey Comparisons: 3/2017 - 4/2017

This Survey Period: Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017

Last Survey Period: Sun Aug 21 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Sep 9 2017

	All 10+				People 10-17			People 18-34			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	8.4	8.9	-0.5	3	3.2	3.3	-0.1	8.4	9.0	-0.6	10.6	12.1	-1.5	8.9	10.5	-1.6	9.4	10.1	-0.7	8.7	8.1	0.6	8.8	9.1	-0.3	
Coast	3.3	3.2	0.1	12	0.7	0.9	-0.2	0.3	0.2	0.1	0.1	*	*	1.3	0.6	0.7	4.4	3.9	0.5	6.5	5.9	0.6	2.0	2.0	0.0	
Edge	7.8	7.6	0.2	5	22.2	18.6	3.6	15.8	16.0	-0.2	11.0	10.9	0.1	8.7	9.1	-0.4	4.7	4.3	0.4	2.3	1.2	1.1	9.9	13.9	-4.0	
Flava	5.7	7.4	-1.7	8	16.8	15.2	1.6	11.4	19.0	-7.6	10.5	12.5	-2.0	7.2	8.6	-1.4	1.4	2.0	-0.6	0.5	0.6	-0.1	6.4	6.7	-0.3	
Life FM	0.6	0.8	-0.2	18	1.3	1.8	-0.5	0.3	0.2	0.1	0.2	0.4	-0.2	0.7	1.0	-0.3	1.4	1.6	-0.2	0.7	0.7	0.0	1.5	2.1	-0.6	
Magic	10.9	10.5	0.4	2	0.8	0.5	0.3	0.6	0.9	-0.3	1.0	0.1	0.9	3.1	2.4	0.7	14.8	14.5	0.3	25.6	25.8	-0.2	6.2	7.0	-0.8	
Mai FM	3.8	3.8	0.0	10	8.3	9.0	-0.7	12.2	10.5	1.7	5.9	7.7	-1.8	4.6	5.5	-0.9	1.2	1.1	0.1	*	*	*	5.3	4.9	0.4	
More FM	4.3	4.6	-0.3	9	4.0	8.6	-4.6	4.4	3.4	1.0	6.4	5.3	1.1	5.9	6.5	-0.6	5.1	6.3	-1.2	3.3	2.9	0.4	8.0	9.1	-1.1	
Newstalk ZB	12.1	12.0	0.1	1	0.4	*	*	0.6	0.3	0.3	3.4	2.1	1.3	5.3	5.0	0.3	10.2	10.4	-0.2	20.3	22.1	-1.8	4.8	2.2	2.6	
Radio Hauraki	2.4	2.3	0.1	14	8.4	6.9	1.5	2.9	2.0	0.9	2.8	4.1	-1.3	2.5	3.3	-0.8	1.4	1.5	-0.1	0.5	0.4	0.1	0.3	0.2	0.1	
Radio Kahungunu	0.8	0.8	0.0	17	0.1	0.6	-0.5	0.3	0.4	-0.1	0.1	0.6	-0.5	0.9	1.1	-0.2	1.1	1.0	0.1	0.6	0.5	0.1	0.2	0.3	-0.1	
RadioLIVE	2.6	2.8	-0.2	13	*	*	*	1.2	0.3	0.9	0.6	0.8	-0.2	1.1	1.4	-0.3	3.5	3.9	-0.4	3.9	4.4	-0.5	1.3	0.9	0.4	
Radio Sport	2.0	2.1	-0.1	15	0.9	1.3	-0.4	*	*	*	0.1	0.2	-0.1	0.8	0.7	0.1	1.9	2.1	-0.2	3.7	4.9	-1.2	*	*	*	
Rhema	1.4	1.3	0.1	16	1.6	1.5	0.1	3.0	2.1	0.9	2.2	1.9	0.3	1.9	1.9	0.0	1.8	1.8	0.0	1.2	0.9	0.3	0.6	0.5	0.1	
Rock	7.3	6.6	0.7	6	6.4	5.4	1.0	14.1	12.8	1.3	11.6	11.1	0.5	11.0	10.1	0.9	7.4	5.8	1.6	2.5	1.7	0.8	6.7	7.7	-1.0	
Star	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
The Hits	6.6	6.1	0.5	7	15.6	13.4	2.2	5.2	4.1	1.1	7.3	6.1	1.2	8.1	7.3	0.8	7.9	8.5	-0.6	4.7	4.9	-0.2	9.7	11.7	-2.0	
The Sound	8.4	7.7	0.7	3	4.7	6.2	-1.5	4.4	3.9	0.5	9.0	7.7	1.3	14.0	11.7	2.3	16.1	15.7	0.4	5.9	7.5	-1.6	6.4	5.6	0.8	
ZM	3.7	4.4	-0.7	11	3.4	4.9	-1.5	10.7	13.0	-2.3	9.9	10.8	-0.9	6.6	7.4	-0.8	0.7	1.2	-0.5	0.1	0.2	-0.1	12.3	12.4	-0.1	
Others	7.8	7.0	0.8		1.0	1.7	-0.7	4.2	2.0	2.2	7.0	5.4	1.6	7.7	5.9	1.8	5.5	4.1	1.4	9.0	7.6	1.4	9.4	3.6	5.8	
Mediaworks Combo	53.6	52.4	1.2		49.8	51.7	-1.9	61.1	56.8	4.3	56.2	55.8	0.4	57.2	57.1	0.1	62.1	61.8	0.3	52.2	51.5	0.7	52.7	58.3	-5.6	
NZME Combo	35.8	37.6	-1.8		46.2	42.6	3.6	31.1	38.5	-7.4	34.2	35.8	-1.6	31.6	32.9	-1.3	28.0	29.6	-1.6	36.3	38.9	-2.6	35.6	35.2	0.4	
Potential (000)	119.2	119.2	0.0		16.9	16.4	0.5	24.0	24.5	-0.5	29.8	29.8	0.0	48.4	48.4	0.0	36.1	36.1	0.0	32.4	32.4	0.0	21.0	21.0	0.0	
Sample	894	892	2		131	129	2	184	187	-3	231	213	18	369	348	21	275	274	1	253	270	-17	173	168	5	

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

Mediaworks Combo: Breeze or Edge or Magic or Mai FM or More FM or RadioLIVE or Rock or The Sound

NZME Combo: Coast or Flava or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM



HAWKE'S BAY COMMERCIAL RADIO - SURVEY 4 2017

Station Share (%) by Daypart, People 10+

Survey Comparisons: 3/2017 - 4/2017

This Survey Period: Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017

Last Survey Period: Sun Aug 21 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Sep 9 2017

	This	Last	+/-
Potential (000)	119.2	119.2	0.0
Sample Size	894	892	2

	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	6.4	7.3	-0.9	7	9.7	11.0	-1.3	9.6	10.3	-0.7	8.8	8.8	0.0	8.4	8.3	0.1	2.2	3.2	-1.0	8.6	8.6	0.0
Coast	2.3	3.2	-0.9	13	3.3	3.0	0.3	4.0	3.3	0.7	3.7	3.2	0.5	1.5	0.7	0.8	0.8	0.5	0.3	4.4	4.5	-0.1
Edge	8.5	8.3	0.2	3	7.1	7.0	0.1	7.5	8.7	-1.2	10.5	9.6	0.9	6.9	7.3	-0.4	4.2	3.9	0.3	7.8	6.4	1.4
Flava	6.1	8.4	-2.3	8	5.0	5.9	-0.9	5.4	7.4	-2.0	5.7	7.5	-1.8	6.9	10.9	-4.0	7.6	10.6	-3.0	5.5	6.1	-0.6
Life FM	0.5	0.8	-0.3	17	0.2	0.1	0.1	0.5	0.7	-0.2	0.8	1.0	-0.2	2.0	2.0	0.0	0.2	0.2	0.0	0.7	1.0	-0.3
Magic	10.9	9.9	1.0	2	14.1	13.3	0.8	12.4	11.6	0.8	5.7	5.4	0.3	6.7	5.9	0.8	6.4	8.5	-2.1	11.7	11.7	0.0
Mai FM	4.1	4.2	-0.1	10	2.6	2.3	0.3	3.9	3.5	0.4	3.6	3.5	0.1	2.6	2.7	-0.1	3.8	3.9	-0.1	4.9	5.2	-0.3
More FM	5.0	6.4	-1.4	9	4.8	4.5	0.3	3.8	4.3	-0.5	4.3	5.0	-0.7	5.0	3.6	1.4	4.3	3.0	1.3	3.5	3.8	-0.3
Newstalk ZB	14.7	13.2	1.5	1	13.2	14.5	-1.3	8.1	8.9	-0.8	8.3	7.7	0.6	19.4	18.1	1.3	24.6	21.1	3.5	10.3	11.1	-0.8
Radio Hauraki	2.0	2.0	0.0	14	2.5	2.5	0.0	2.8	3.0	-0.2	3.9	3.9	0.0	2.5	2.3	0.2	*	*	*	2.0	1.5	0.5
Radio Kahungunu	0.5	0.7	-0.2	17	1.4	1.3	0.1	0.6	0.6	0.0	1.0	0.9	0.1	0.5	0.5	0.0	*	*	*	0.9	1.0	-0.1
RadioLIVE	3.5	4.5	-1.0	12	1.5	1.8	-0.3	1.4	0.8	0.6	0.6	0.7	-0.1	4.1	6.5	-2.4	13.1	12.5	0.6	2.3	2.2	0.1
Radio Sport	1.7	1.7	0.0	15	1.5	1.5	0.0	1.5	2.3	-0.8	2.5	2.4	0.1	2.5	2.9	-0.4	0.6	0.6	0.0	2.8	2.7	0.1
Rhema	1.5	1.2	0.3	16	0.9	0.9	0.0	0.9	0.8	0.1	0.9	0.8	0.1	3.7	4.3	-0.6	3.6	3.2	0.4	1.3	1.2	0.1
Rock	7.7	5.5	2.2	4	6.2	4.7	1.5	8.4	5.9	2.5	7.3	8.2	-0.9	8.3	9.6	-1.3	7.0	10.0	-3.0	6.8	7.2	-0.4
Star	*	*	*	*	*	*	*	*	*	*	*	*	*	0.1	0.1	0.0	*	*	*	*	*	*
The Hits	7.2	6.6	0.6	5	5.1	5.0	0.1	6.0	6.2	-0.2	9.0	8.8	0.2	2.7	2.5	0.2	5.9	5.5	0.4	8.0	6.2	1.8
The Sound	6.7	6.4	0.3	6	9.0	7.8	1.2	9.8	8.9	0.9	11.3	9.7	1.6	8.1	3.4	4.7	4.4	5.0	-0.6	7.6	8.4	-0.8
ZM	4.1	4.3	-0.2	10	4.5	5.7	-1.2	4.0	4.8	-0.8	4.2	5.8	-1.6	2.1	4.5	-2.4	1.7	1.5	0.2	3.0	3.1	-0.1
Others	6.8	5.4	1.4		7.5	7.2	0.3	9.3	8.1	1.2	7.7	6.8	0.9	6.1	4.1	2.0	9.6	6.6	3.0	7.8	8.3	-0.5
Mediaworks Combo	52.7	52.4	0.3		55.1	52.5	2.6	56.8	54.0	2.8	52.1	51.0	1.1	50.1	47.2	2.9	45.5	50.0	-4.5	53.3	53.5	-0.2
NZME Combo	38.1	39.4	-1.3		34.9	38.0	-3.1	31.9	35.9	-4.0	37.4	39.4	-2.0	37.6	41.8	-4.2	41.1	40.0	1.1	36.0	35.1	0.9

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

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	All 10+				People 10-17			People 18-34			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	15.5	15.1	0.4	3	1.1	0.7	0.4	3.5	3.1	0.4	5.5	5.4	0.1	7.6	8.1	-0.5	5.6	6.3	-0.7	4.7	4.7	0.0	2.8	2.9	-0.1
Coast	7.4	7.4	0.0	12	0.1	0.2	-0.1	0.7	0.5	0.2	0.5	0.2	0.3	1.4	1.0	0.4	2.7	2.8	-0.1	4.2	4.2	0.0	0.6	0.6	0.0
Edge	22.3	21.6	0.7	1	5.2	5.4	-0.2	9.0	8.1	0.9	8.6	8.2	0.4	10.7	10.9	-0.2	4.5	4.3	0.2	2.4	1.7	0.7	4.7	5.1	-0.4
Flava	14.2	14.5	-0.3	4	2.9	2.5	0.4	6.9	7.5	-0.6	6.2	6.5	-0.3	6.8	7.5	-0.7	1.2	1.8	-0.6	0.8	0.8	0.0	3.4	4.0	-0.6
Life FM	1.0	1.3	-0.3	18	0.2	0.3	-0.1	0.2	0.2	0.0	0.2	0.2	0.0	0.4	0.6	-0.2	0.5	0.7	-0.2	0.3	0.3	0.0	0.2	0.4	-0.2
Magic	13.4	13.6	-0.2	7	0.6	0.4	0.2	0.7	1.1	-0.4	0.7	0.6	0.1	2.4	2.2	0.2	5.6	5.5	0.1	8.6	9.0	-0.4	1.4	1.7	-0.3
Mai FM	8.3	9.4	-1.1	11	1.4	1.3	0.1	5.0	5.7	-0.7	3.9	4.9	-1.0	4.3	5.4	-1.1	0.3	0.5	-0.2	*	*	*	2.1	2.5	-0.4
More FM	11.3	11.6	-0.3	9	2.3	1.8	0.5	2.9	2.5	0.4	4.2	4.0	0.2	5.9	6.3	-0.4	3.1	4.0	-0.9	1.8	2.3	-0.5	2.7	2.8	-0.1
Newstalk ZB	14.1	13.4	0.7	5	0.1	0.1	0.0	0.4	0.2	0.2	1.6	0.7	0.9	3.5	2.8	0.7	4.8	5.2	-0.4	7.3	7.6	-0.3	1.3	0.7	0.6
Radio Hauraki	4.0	2.9	1.1	15	0.6	0.3	0.3	0.8	0.4	0.4	0.9	1.2	-0.3	1.9	1.9	0.0	1.5	1.2	0.3	0.8	0.4	0.4	0.3	0.2	0.1
Radio Kahungunu	2.1	2.5	-0.4	16	0.1	0.2	-0.1	0.2	0.3	-0.1	0.3	0.6	-0.3	0.6	1.0	-0.4	0.6	0.8	-0.2	0.9	0.9	0.0	0.3	0.4	-0.1
RadioLIVE	4.3	4.8	-0.5	13	*	*	*	1.0	0.3	0.7	1.0	0.8	0.2	1.6	1.8	-0.2	1.6	2.2	-0.6	1.4	1.6	-0.2	0.6	0.1	0.5
Radio Sport	4.3	5.2	-0.9	13	0.3	0.4	-0.1	*	*	*	0.3	0.4	-0.1	1.1	1.2	-0.1	1.7	2.0	-0.3	2.1	3.1	-1.0	0.1	0.1	0.0
Rhema	2.0	1.6	0.4	17	0.3	0.1	0.2	0.5	0.3	0.2	0.5	0.3	0.2	0.9	0.9	0.0	0.8	0.9	-0.1	0.7	0.3	0.4	0.3	0.2	0.1
Rock	13.8	14.9	-1.1	6	1.6	1.3	0.3	4.5	5.4	-0.9	5.9	6.8	-0.9	9.3	10.2	-0.9	4.4	4.4	0.0	1.1	1.4	-0.3	2.5	3.4	-0.9
Star	0.4	0.5	-0.1	19	*	*	*	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.3	0.4	-0.1	0.1	0.1	0.0
The Hits	18.4	17.4	1.0	2	4.9	4.3	0.6	3.6	3.1	0.5	6.1	5.9	0.2	9.4	9.2	0.2	5.0	5.3	-0.3	2.4	2.4	0.0	4.8	5.1	-0.3
The Sound	11.8	10.7	1.1	8	1.0	1.2	-0.2	1.4	1.7	-0.3	2.8	2.9	-0.1	6.7	6.2	0.5	6.5	6.0	0.5	3.6	3.1	0.5	1.6	2.0	-0.4
ZM	10.6	11.8	-1.2	10	1.5	1.8	-0.3	4.6	5.7	-1.1	5.5	5.6	-0.1	6.7	7.0	-0.3	1.7	2.0	-0.3	0.5	0.6	-0.1	3.6	3.7	-0.1
Others	12.7	11.3	1.4		0.5	0.3	0.2	1.9	1.2	0.7	3.0	2.1	0.9	5.3	4.3	1.0	3.8	3.5	0.3	4.2	4.2	0.0	1.6	0.8	0.8
Mediaworks Combo	69.0	70.1	-1.1		9.1	8.5	0.6	16.9	16.9	0.0	19.7	20.8	-1.1	31.1	33.5	-2.4	23.2	24.4	-1.2	18.5	18.3	0.2	12.7	14.3	-1.6
NZME Combo	57.4	57.2	0.2		8.9	8.2	0.7	13.7	13.7	0.0	16.0	15.4	0.6	23.6	23.5	0.1	15.2	16.2	-1.0	14.5	14.8	-0.3	11.6	11.7	-0.1
All Commercial Radio	96.5	97.1	-0.6		12.9	12.3	0.6	20.2	20.3	-0.1	25.8	26.4	-0.6	41.4	43.0	-1.6	30.8	31.9	-1.1	26.8	26.7	0.1	18.1	19.2	-1.1
Potential (000)	119.2	119.2	0.0		16.9	16.4	0.5	24.0	24.5	-0.5	29.8	29.8	0.0	48.4	48.4	0.0	36.1	36.1	0.0	32.4	32.4	0.0	21.0	21.0	0.0
Sample	894	892	2		131	129	2	184	187	-3	231	213	18	369	348	21	275	274	1	253	270	-17	173	168	5

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	This	Last	+/-
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Sample Size	894	892	2

	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	7.1	7.7	-0.6	8	7.2	6.8	0.4	8.5	8.6	-0.1	7.1	6.8	0.3	3.1	2.6	0.5	1.5	1.7	-0.2	10.4	10.3	0.1
Coast	3.1	3.4	-0.3	12	3.8	4.2	-0.4	4.5	3.9	0.6	3.3	3.1	0.2	1.0	0.6	0.4	0.6	0.4	0.2	4.9	5.1	-0.2
Edge	10.6	11.1	-0.5	1	9.0	7.6	1.4	10.7	11.3	-0.6	10.6	10.4	0.2	5.4	4.5	0.9	2.2	1.9	0.3	13.2	12.5	0.7
Flava	7.6	8.3	-0.7	7	5.1	5.1	0.0	8.2	8.4	-0.2	7.0	7.6	-0.6	5.1	5.5	-0.4	2.8	3.7	-0.9	8.4	9.0	-0.6
Life FM	0.5	0.8	-0.3	18	0.3	0.3	0.0	0.6	0.8	-0.2	0.7	1.0	-0.3	0.4	0.4	0.0	0.3	0.2	0.1	0.7	1.1	-0.4
Magic	8.7	9.2	-0.5	4	9.2	9.7	-0.5	8.7	9.5	-0.8	5.3	5.4	-0.1	2.9	2.6	0.3	1.4	1.7	-0.3	8.9	8.8	0.1
Mai FM	4.7	4.9	-0.2	11	3.0	2.8	0.2	4.7	5.3	-0.6	4.1	4.8	-0.7	2.0	2.1	-0.1	1.5	1.9	-0.4	4.7	5.9	-1.2
More FM	7.0	7.2	-0.2	9	5.4	4.7	0.7	5.7	5.7	0.0	5.5	5.5	0.0	2.6	2.7	-0.1	2.0	2.1	-0.1	5.7	6.4	-0.7
Newstalk ZB	9.9	8.9	1.0	2	7.4	7.7	-0.3	6.1	6.4	-0.3	5.3	5.3	0.0	6.0	5.6	0.4	4.2	3.9	0.3	10.3	9.5	0.8
Radio Hauraki	2.9	2.0	0.9	13	0.9	0.7	0.2	1.7	1.4	0.3	2.7	2.2	0.5	1.5	0.9	0.6	*	*	*	2.5	1.9	0.6
Radio Kahungunu	0.6	0.8	-0.2	17	1.0	0.8	0.2	1.0	0.9	0.1	0.9	0.8	0.1	0.2	0.2	0.0	*	*	*	1.3	1.8	-0.5
RadioLIVE	2.6	3.3	-0.7	14	1.6	1.5	0.1	1.4	1.1	0.3	0.9	0.8	0.1	1.1	1.9	-0.8	1.9	2.2	-0.3	2.5	2.8	-0.3
Radio Sport	1.7	1.6	0.1	15	1.1	1.3	-0.2	1.4	2.0	-0.6	1.6	2.2	-0.6	1.2	1.1	0.1	0.1	0.1	0.0	2.8	3.3	-0.5
Rhema	1.4	1.1	0.3	16	0.8	0.7	0.1	1.1	0.8	0.3	1.0	0.8	0.2	0.8	1.1	-0.3	0.3	0.1	0.2	1.9	1.4	0.5
Rock	8.3	8.5	-0.2	5	5.6	5.4	0.2	8.1	7.1	1.0	6.3	6.2	0.1	2.8	2.6	0.2	1.9	3.3	-1.4	7.6	8.5	-0.9
Star	0.1	0.2	-0.1	19	0.1	0.1	0.0	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	*	*	*	*	*	*
The Hits	9.9	9.1	0.8	2	6.2	5.3	0.9	8.5	7.5	1.0	8.3	8.3	0.0	2.6	1.9	0.7	2.5	2.4	0.1	12.3	11.1	1.2
The Sound	7.7	7.2	0.5	6	5.8	4.7	1.1	7.2	6.5	0.7	8.0	7.4	0.6	2.0	1.7	0.3	1.0	1.2	-0.2	7.1	6.6	0.5
ZM	5.8	7.0	-1.2	10	5.3	6.2	-0.9	6.4	7.9	-1.5	5.6	6.9	-1.3	1.5	2.2	-0.7	1.0	1.0	0.0	6.6	7.0	-0.4
Others	5.9	5.1	0.8		5.5	5.1	0.4	6.7	6.0	0.7	5.5	5.6	-0.1	2.6	1.9	0.7	1.4	1.1	0.3	8.0	7.3	0.7
Mediaworks Combo	45.5	47.4	-1.9		38.6	36.4	2.2	44.7	45.8	-1.1	39.4	40.0	-0.6	19.7	18.5	1.2	11.7	14.2	-2.5	50.0	52.1	-2.1
NZME Combo	37.8	38.4	-0.6		28.6	28.3	0.3	33.2	32.8	0.4	29.9	30.9	-1.0	17.3	16.4	0.9	10.4	10.6	-0.2	40.9	40.0	0.9
All Commercial Radio	74.2	76.3	-2.1		62.0	59.6	2.4	69.7	69.2	0.5	63.0	64.3	-1.3	35.7	33.0	2.7	20.4	22.8	-2.4	80.4	79.9	0.5

Mediaworks Combo: Breeze or Edge or Magic or Mai FM or More FM or RadioLIVE or Rock or The Sound

NZME Combo: Coast or Flava or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM



HAWKE'S BAY COMMERCIAL RADIO - SURVEY 4 2017

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

Survey Comparisons: 3/2017 - 4/2017

This Survey Period: Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017

Last Survey Period: Sun Aug 21 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Sep 9 2017

	All 10+			People 10-17			People 18-34			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	9:48	10:43	-0:55	3:39	5:36	-1:57	8:36	11:50	-3:14	9:17	10:07	-0:50	9:00	9:45	-0:44	10:03	9:43	0:20	10:48	10:24	0:23	8:27	8:13	0:13
Coast	8:08	7:54	0:14	7:00	5:10	1:49	1:20	1:40	-0:19	1:14	0:53	0:20	6:45	4:38	2:06	9:58	8:37	1:20	9:10	8:27	0:43	9:01	8:32	0:28
Edge	6:21	6:25	-0:04	5:27	4:02	1:24	6:14	7:55	-1:41	6:08	6:02	0:06	6:14	6:17	-0:02	6:14	6:05	0:09	5:49	4:08	1:40	5:44	7:01	-1:16
Flava	7:16	9:12	-1:56	7:17	7:09	0:07	5:55	10:14	-4:19	8:08	8:44	-0:35	8:10	8:38	-0:28	6:39	6:46	-0:06	3:54	4:13	-0:19	5:06	4:23	0:43
Life FM	11:53	10:33	1:20	7:15	6:23	0:52	6:52	4:46	2:06	6:52	10:34	-3:42	13:04	13:24	-0:20	16:39	15:10	1:28	13:44	13:44	-0:00	16:58	14:58	2:00
Magic	14:46	13:58	0:47	1:53	1:29	0:23	3:02	3:08	-0:05	6:54	1:03	5:50	10:00	8:10	1:50	15:43	16:09	-0:26	17:31	17:10	0:20	11:40	10:26	1:14
Mai FM	8:21	7:19	1:01	7:43	8:03	-0:20	8:44	7:26	1:17	7:10	7:07	0:02	8:18	7:44	0:33	21:29	13:55	7:33	*	*	*	6:54	5:11	1:43
More FM	6:50	7:09	-0:19	2:13	5:30	-3:17	5:19	5:27	-0:08	7:17	5:59	1:18	7:44	7:49	-0:04	9:59	9:30	0:29	10:38	7:22	3:15	8:05	8:25	-0:20
Newstalk ZB	15:34	16:23	-0:48	3:30	0:15	3:15	4:55	6:45	-1:50	10:11	14:02	-3:51	11:32	13:14	-1:42	12:44	12:06	0:37	16:23	17:25	-1:02	10:19	8:23	1:56
Radio Hauraki	10:54	14:36	-3:42	19:03	25:23	-6:20	13:57	19:45	-5:48	14:58	15:32	-0:33	10:09	12:52	-2:42	5:31	7:39	-2:08	4:02	5:28	-1:25	2:27	1:56	0:31
Radio Kahungunu	6:39	5:59	0:40	1:15	3:19	-2:04	5:00	4:33	0:26	2:15	4:12	-1:57	11:31	8:19	3:12	11:26	7:29	3:56	3:41	3:09	0:31	2:15	1:54	0:20
RadioLIVE	10:48	10:26	0:22	*	*	*	4:27	4:50	-0:23	3:09	4:50	-1:41	5:26	5:44	-0:17	13:14	10:39	2:34	16:33	16:18	0:15	6:13	17:45	-11:31
Radio Sport	8:14	7:29	0:44	3:23	3:52	-0:29	*	*	*	1:44	1:45	-0:00	5:28	4:35	0:53	6:41	6:23	0:17	10:28	9:23	1:05	0:30	0:30	0:00
Rhema	12:42	14:27	-1:45	7:48	12:30	-4:41	22:15	24:40	-2:25	20:04	28:35	-8:31	16:16	16:17	-0:00	13:24	12:02	1:22	9:45	15:21	-5:36	5:32	7:11	-1:39
Rock	9:36	8:01	1:35	5:16	4:47	0:29	11:12	9:37	1:35	9:23	7:22	2:00	9:09	7:28	1:40	10:00	7:58	2:01	13:06	7:21	5:44	7:07	5:57	1:10
Star	0:32	0:30	0:02	*	*	*	*	*	*	0:30	0:30	0:00	0:30	0:30	0:00	0:30	0:30	0:00	0:33	0:30	0:02	0:30	0:30	0:00
The Hits	6:30	6:22	0:07	4:03	3:39	0:24	5:08	5:16	-0:08	5:43	4:43	0:59	6:36	6:00	0:35	9:26	9:52	-0:26	11:29	12:07	-0:38	5:28	6:01	-0:32
The Sound	12:58	13:10	-0:11	6:00	6:15	-0:14	11:26	9:33	1:52	15:06	11:57	3:09	16:02	14:12	1:49	14:43	15:56	-1:13	9:44	14:32	-4:48	10:35	7:12	3:22
ZM	6:17	6:50	-0:32	2:58	3:13	-0:14	8:13	9:16	-1:03	8:35	8:46	-0:10	7:37	7:53	-0:15	2:34	3:43	-1:08	1:04	1:40	-0:35	9:12	8:44	0:28
Others	11:10	11:18	-0:07	2:40	7:29	-4:48	7:54	6:57	0:56	11:14	11:31	-0:17	11:09	10:19	0:50	8:39	7:05	1:34	12:38	10:53	1:45	15:34	11:20	4:13
Mediaworks Combo	14:03	13:35	0:27	6:57	7:12	-0:14	12:55	13:34	-0:39	13:38	12:09	1:29	14:13	12:52	1:21	16:00	15:23	0:36	16:40	16:48	-0:08	11:15	10:31	0:43
NZME Combo	11:17	11:58	-0:40	6:38	6:09	0:29	8:06	11:22	-3:15	10:14	10:29	-0:14	10:21	10:33	-0:12	11:00	11:08	-0:07	14:45	15:42	-0:56	8:20	7:45	0:34
All Commercial Radio	18:46	18:43	0:02	9:54	9:35	0:18	17:40	19:50	-2:09	18:32	17:06	1:26	18:40	17:31	1:09	19:21	19:04	0:17	22:02	22:24	-0:22	14:56	13:31	1:24
Potential (000)	119.2	119.2	0.0	16.9	16.4	0.5	24.0	24.5	-0.5	29.8	29.8	0.0	48.4	48.4	0.0	36.1	36.1	0.0	32.4	32.4	0.0	21.0	21.0	0.0
Sample	894	892	2	131	129	2	184	187	-3	231	213	18	369	348	21	275	274	1	253	270	-17	173	168	5

Mediaworks Combo: Breeze or Edge or Magic or Mai FM or More FM or RadioLIVE or Rock or The Sound

NZME Combo: Coast or Flava or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM



HAWKE'S BAY COMMERCIAL RADIO - SURVEY 4 2017

Average Time Spent Listening (hh:mm) by Daypart, People 10+
 Survey Comparisons: 3/2017 - 4/2017

This Survey Period: Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017

Last Survey Period: Sun Aug 21 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Sep 9 2017

	This	Last	+/-
Potential (000)	119.2	119.2	0.0
Sample Size	894	892	2

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

Mediaworks Combo: Breeze or Edge or Magic or Mai FM or More FM or RadioLIVE or Rock or The Sound

NZME Combo: Coast or Flava or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM