



HAWKE'S BAY COMMERCIAL RADIO - SURVEY 2 2019

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

Survey Comparisons: 1/2019 - 2/2019

This Survey Period: Sun Jun 24 to Sat Nov 10 2018 & Sun Jan 20 to Sat Jun 8 2019

Last Survey Period: Sun Apr 8 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018 & Sun Jan 20 to Sat Mar 30 2019

	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	9.2	7.0	2.2	5	2.9	1.6	1.3	6.9	5.1	1.8	11.1	6.8	4.3	12.2	9.2	3.0	11.0	9.7	1.3	8.6	6.9	1.7	14.6	13.8	0.8
Coast	3.9	4.0	-0.1	11	1.3	0.8	0.5	2.0	0.1	1.9	2.7	0.8	1.9	3.7	2.4	1.3	4.2	5.7	-1.5	4.4	6.9	-2.5	3.9	2.6	1.3
Edge	4.8	5.0	-0.2	8	12.2	14.2	-2.0	9.7	10.3	-0.6	8.2	7.4	0.8	6.4	5.3	1.1	2.5	1.6	0.9	0.7	0.6	0.1	8.2	6.6	1.6
Flava	4.1	4.0	0.1	9	16.7	21.5	-4.8	9.0	7.5	1.5	5.7	4.8	0.9	3.6	3.2	0.4	0.7	0.7	0.0	0.6	0.3	0.3	5.2	5.4	-0.2
Life FM	0.9	0.7	0.2	16	5.3	4.5	0.8	0.5	0.5	0.0	0.5	0.4	0.1	0.8	0.7	0.1	0.9	0.7	0.2	0.3	0.2	0.1	1.8	1.5	0.3
Magic Music & Talk*	14.4	15.5	-1.1	1	1.2	1.2	0.0	0.6	1.4	-0.8	1.5	1.4	0.1	6.5	7.2	-0.7	19.3	19.8	-0.5	30.8	32.6	-1.8	6.6	6.0	0.6
Mai FM	3.0	5.1	-2.1	12	3.8	3.5	0.3	6.5	14.4	-7.9	6.7	13.8	-7.1	4.7	9.0	-4.3	1.2	1.1	0.1	0.4	0.1	0.3	4.9	9.5	-4.6
More FM	6.3	5.5	0.8	7	7.5	4.1	3.4	10.0	9.1	0.9	9.4	8.3	1.1	8.4	7.1	1.3	4.7	3.4	1.3	2.5	2.5	0.0	11.5	10.0	1.5
Newstalk ZB	10.0	8.3	1.7	4	2.9	0.1	2.8	1.6	0.9	0.7	3.2	1.0	2.2	3.3	2.3	1.0	10.0	9.3	0.7	19.7	17.3	2.4	4.5	3.5	1.0
Radio Hauraki	1.6	1.4	0.2	13	6.6	11.6	-5.0	0.6	1.2	-0.6	2.7	1.0	1.7	2.0	0.8	1.2	0.4	0.3	0.1	0.2	*	*	1.0	*	*
Radio Kahungunu	1.2	1.2	0.0	15	*	*	*	*	*	*	0.5	0.5	0.0	0.5	0.5	0.0	0.4	0.3	0.1	0.1	0.1	0.0	0.7	0.9	-0.2
Radio Sport	1.4	0.9	0.5	14	*	*	*	0.3	0.3	0.0	1.3	0.8	0.5	1.0	0.6	0.4	1.2	0.4	0.8	1.8	1.0	0.8	0.2	0.1	0.1
Rhema	0.5	0.9	-0.4	17	*	0.7	*	1.8	2.0	-0.2	1.6	1.7	-0.1	1.0	1.3	-0.3	0.1	0.8	-0.7	0.1	0.4	-0.3	1.2	2.3	-1.1
Rock	11.5	11.9	-0.4	2	3.1	3.4	-0.3	26.3	25.2	1.1	23.4	24.2	-0.8	17.1	19.0	-1.9	7.7	8.7	-1.0	5.5	4.6	0.9	13.3	12.1	1.2
Star	0.4	0.3	0.1	18	*	*	*	0.2	*	*	0.1	0.1	0.0	0.1	0.1	0.0	0.9	0.7	0.2	1.0	0.7	0.3	*	*	*
The Hits	7.4	8.4	-1.0	6	12.7	10.3	2.4	3.6	4.6	-1.0	5.9	10.2	-4.3	9.0	10.9	-1.9	10.6	11.4	-0.8	6.0	6.9	-0.9	12.3	14.4	-2.1
The Sound	10.8	11.0	-0.2	3	4.2	4.0	0.2	7.5	6.8	0.7	7.1	6.1	1.0	11.2	10.9	0.3	19.1	21.1	-2.0	14.7	15.5	-0.8	4.8	4.4	0.4
ZM	4.1	4.0	0.1	9	10.9	11.9	-1.0	10.3	8.2	2.1	7.9	8.0	-0.1	5.3	5.3	0.0	0.8	0.7	0.1	1.0	1.0	0.0	5.1	6.5	-1.4
Others	4.4	5.0	-0.6		8.7	6.6	2.1	2.5	2.4	0.1	0.6	2.5	-1.9	3.3	4.1	-0.8	4.5	3.6	0.9	1.7	2.4	-0.7	0.2	0.4	-0.2
MediaWorks Combo	60.4	61.1	-0.7		34.9	32.0	2.9	68.7	73.1	-4.4	67.3	68.0	-0.7	66.6	67.8	-1.2	65.5	65.5	0.0	63.3	62.8	0.5	63.9	62.4	1.5
NZME Combo	33.7	32.3	1.4		59.1	62.8	-3.7	28.3	24.2	4.1	29.6	27.0	2.6	28.7	26.7	2.0	29.0	29.7	-0.7	33.5	33.4	0.1	32.1	32.5	-0.4
Potential (000)	123.7	123.7	0.0		16.4	16.5	-0.1	27.0	26.9	0.1	30.4	30.4	0.0	49.6	49.6	0.0	37.9	37.9	0.0	34.3	34.3	0.0	20.5	21.2	-0.7
Sample	826	853	-27		94	92	2	159	186	-27	203	220	-17	322	325	-3	236	235	1	262	258	4	146	153	-7

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 Flava or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or internet only listening to Hokonui or Mix

*Magic Music & Talk includes a combination of Magic and RadioLIVE for Sunday April 8 – Saturday June 16 & Sunday June 24 – Saturday November 10 2018.



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Station Share (%) by Daypart, People 10+
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Last Survey Period: Sun Apr 8 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018 & Sun Jan 20 to Sat Mar 30 2019

	This	Last	+/-
Potential (000)	123.7	123.7	0.0
Sample Size	826	853	-27

	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	9.4	6.5	2.9	4	9.0	7.0	2.0	10.7	8.7	2.0	8.4	6.6	1.8	4.5	4.7	-0.2	5.0	2.5	2.5	10.2	7.7	2.5
Coast	3.5	4.0	-0.5	11	4.7	5.4	-0.7	4.1	3.9	0.2	3.5	2.8	0.7	2.0	2.2	-0.2	2.2	1.0	1.2	4.2	4.5	-0.3
Edge	4.4	4.4	0.0	9	4.2	4.8	-0.6	5.4	5.3	0.1	6.8	8.4	-1.6	6.4	7.2	-0.8	2.0	3.2	-1.2	4.2	3.4	0.8
Flava	3.8	3.7	0.1	10	3.3	3.6	-0.3	3.8	4.6	-0.8	4.2	3.7	0.5	4.9	3.3	1.6	11.4	8.2	3.2	3.8	3.6	0.2
Life FM	1.9	1.5	0.4	13	0.2	0.2	0.0	1.1	0.9	0.2	0.6	0.5	0.1	0.3	0.2	0.1	0.5	*	*	1.0	0.7	0.3
Magic Music & Talk*	14.5	16.4	-1.9	1	17.5	15.6	1.9	14.0	13.8	0.2	11.5	12.7	-1.2	9.2	14.8	-5.6	8.0	15.8	-7.8	16.0	17.8	-1.8
Mai FM	2.7	3.9	-1.2	12	2.5	3.9	-1.4	2.5	4.5	-2.0	2.5	5.0	-2.5	7.8	8.9	-1.1	4.9	4.4	0.5	3.4	7.0	-3.6
More FM	8.3	6.9	1.4	5	5.9	6.3	-0.4	5.9	5.4	0.5	5.9	4.6	1.3	6.5	4.7	1.8	6.2	3.8	2.4	5.7	4.8	0.9
Newstalk ZB	13.5	10.4	3.1	2	9.2	7.0	2.2	5.9	3.4	2.5	7.7	5.6	2.1	15.2	15.8	-0.6	28.1	32.2	-4.1	8.0	7.2	0.8
Radio Hauraki	0.5	0.5	0.0	17	0.4	0.5	-0.1	0.7	0.7	0.0	4.0	3.6	0.4	9.3	4.2	5.1	0.1	*	*	1.7	2.1	-0.4
Radio Kahungunu	0.8	0.9	-0.1	15	1.0	1.1	-0.1	1.2	1.2	0.0	1.7	1.7	0.0	1.7	1.9	-0.2	1.1	0.9	0.2	1.2	1.1	0.1
Radio Sport	0.7	0.6	0.1	16	1.6	0.8	0.8	0.9	0.5	0.4	2.0	1.5	0.5	1.5	1.3	0.2	0.1	0.1	0.0	2.2	1.2	1.0
Rhema	0.9	0.9	0.0	14	0.5	0.6	-0.1	0.3	0.8	-0.5	0.4	1.6	-1.2	0.9	1.4	-0.5	*	0.1	*	0.5	0.8	-0.3
Rock	11.2	12.3	-1.1	3	13.0	14.1	-1.1	13.6	14.2	-0.6	10.6	9.9	0.7	5.5	5.0	0.5	9.8	9.2	0.6	10.5	10.4	0.1
Star	0.1	0.1	0.0	18	0.1	0.1	0.0	0.4	0.2	0.2	0.9	0.6	0.3	1.5	1.1	0.4	*	*	*	0.7	0.4	0.3
The Hits	8.3	9.3	-1.0	5	6.0	6.8	-0.8	8.1	8.7	-0.6	9.5	11.2	-1.7	4.8	7.5	-2.7	3.7	4.2	-0.5	7.1	8.3	-1.2
The Sound	7.5	8.9	-1.4	7	12.5	13.2	-0.7	12.9	13.4	-0.5	10.4	10.4	0.0	10.9	6.8	4.1	9.8	6.3	3.5	10.4	10.8	-0.4
ZM	5.0	4.9	0.1	8	3.4	3.5	-0.1	3.5	3.9	-0.4	5.4	4.8	0.6	3.1	2.5	0.6	4.6	5.9	-1.3	4.0	3.3	0.7
Others	3.2	4.1	-0.9		4.7	5.8	-1.1	5.0	5.7	-0.7	4.1	4.9	-0.8	4.1	6.4	-2.3	2.4	2.2	0.2	5.3	5.0	0.3
MediaWorks Combo	58.0	59.3	-1.3		65.0	65.1	-0.1	65.3	65.6	-0.3	56.4	57.9	-1.5	51.5	52.7	-1.2	45.7	45.2	0.5	60.5	61.8	-1.3
NZME Combo	35.9	33.9	2.0		29.8	28.8	1.0	28.8	27.8	1.0	38.0	35.5	2.5	41.7	37.7	4.0	51.0	52.1	-1.1	32.7	31.1	1.6

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

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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	19.9	14.9	5.0	1	1.7	0.8	0.9		3.2	2.5	0.7		4.3	3.3	1.0		9.1	6.9	2.2		9.3	7.1	2.2		6.7	5.3	1.4		5.1	4.2	0.9	
Coast	10.0	9.5	0.5	11	0.4	0.4	0.0		1.5	0.4	1.1		1.8	1.3	0.5		3.8	2.5	1.3		3.9	3.9	0.0		3.7	5.1	-1.4		1.8	1.4	0.4	
Edge	16.3	14.9	1.4	6	4.8	5.0	-0.2		5.3	5.6	-0.3		5.9	4.8	1.1		8.1	5.9	2.2		3.3	1.8	1.5		1.3	0.9	0.4		4.4	2.8	1.6	
Flava	11.0	10.3	0.7	9	2.7	3.1	-0.4		5.7	4.4	1.3		4.4	4.0	0.4		4.6	4.3	0.3		1.4	1.0	0.4		1.2	0.7	0.5		1.7	2.0	-0.3	
Life FM	2.9	1.4	1.5	15	0.4	0.4	0.0		1.2	0.3	0.9		0.5	0.3	0.2		1.1	0.9	0.2		1.0	0.7	0.3		0.5	0.1	0.4		0.7	0.4	0.3	
Magic Music & Talk*	19.2	20.1	-0.9	3	0.9	0.5	0.4		0.4	1.0	-0.6		1.2	1.2	0.0		4.7	4.9	-0.2		8.9	9.7	-0.8		11.0	11.9	-0.9		1.9	1.3	0.6	
Mai FM	6.8	8.1	-1.3	12	1.2	1.1	0.1		2.7	4.1	-1.4		3.7	4.2	-0.5		4.2	4.9	-0.7		1.1	0.9	0.2		0.6	0.3	0.3		1.6	2.5	-0.9	
More FM	18.8	17.1	1.7	4	3.5	2.0	1.5		5.9	6.7	-0.8		5.4	6.2	-0.8		9.4	9.1	0.3		5.4	3.8	1.6		2.5	2.0	0.5		4.4	4.5	-0.1	
Newstalk ZB	14.0	11.6	2.4	7	1.0	0.1	0.9		0.5	0.3	0.2		1.5	0.8	0.7		3.6	2.5	1.1		6.1	5.6	0.5		7.5	6.9	0.6		1.1	0.9	0.2	
Radio Hauraki	3.0	2.7	0.3	14	0.3	0.7	-0.4		1.1	1.0	0.1		1.8	1.1	0.7		2.3	1.4	0.9		0.5	0.4	0.1		0.2	0.3	-0.1		0.9	0.2	0.7	
Radio Kahungunu	1.6	1.8	-0.2	18	*	*	*		0.2	*	*		0.4	0.4	0.0		0.7	0.7	0.0		0.6	0.7	-0.1		0.5	0.6	-0.1		0.3	0.5	-0.2	
Radio Sport	4.5	3.3	1.2	13	*	*	*		0.5	0.4	0.1		0.7	0.5	0.2		1.4	0.9	0.5		1.7	1.1	0.6		1.7	1.4	0.3		0.2	0.1	0.1	
Rhema	1.7	2.5	-0.8	17	*	0.3	*		1.0	1.0	0.0		1.1	1.0	0.1		1.2	1.3	-0.1		0.3	0.8	-0.5		0.2	0.5	-0.3		0.5	0.7	-0.2	
Rock	17.5	17.7	-0.2	5	1.2	1.9	-0.7		7.2	7.3	-0.1		8.8	8.5	0.3		11.2	11.0	0.2		4.6	3.7	0.9		2.9	2.1	0.8		3.7	3.5	0.2	
Star	1.9	0.9	1.0	16	*	*	*		1.0	*	*		0.5	0.4	0.1		0.5	0.4	0.1		0.2	0.1	0.1		0.2	0.1	0.1		*	*	*	
The Hits	19.7	19.5	0.2	2	3.6	3.1	0.5		3.7	3.4	0.3		5.9	5.0	0.9		10.3	10.6	-0.3		7.7	9.5	-1.8		4.2	4.7	-0.5		4.5	4.3	0.2	
The Sound	13.3	13.8	-0.5	8	0.4	0.8	-0.4		2.0	2.3	-0.3		3.5	3.7	-0.2		7.1	7.0	0.1		7.9	7.5	0.4		5.3	5.3	0.0		2.3	2.1	0.2	
ZM	10.4	8.6	1.8	10	1.4	1.8	-0.4		5.9	4.4	1.5		5.5	4.3	1.2		7.1	5.3	1.8		1.8	1.0	0.8		0.3	0.1	0.2		2.8	2.3	0.5	
Others	9.4	9.2	0.2		1.2	0.9	0.3		2.1	1.3	0.8		0.7	1.1	-0.4		2.8	3.3	-0.5		3.1	3.0	0.1		1.9	2.2	-0.3		0.5	0.9	-0.4	
MediaWorks Combo	76.4	75.6	0.8		9.3	8.7	0.6		16.2	18.9	-2.7		20.3	20.0	0.3		35.1	33.1	2.0		27.7	25.8	1.9		21.6	21.5	0.1		13.9	13.2	0.7	
NZME Combo	54.9	53.9	1.0		7.4	7.8	-0.4		12.4	11.0	1.4		15.6	13.8	1.8		25.0	23.2	1.8		18.0	18.2	-0.2		14.4	15.0	-0.6		9.4	9.5	-0.1	
All Commercial Radio	97.0	98.4	-1.4		12.2	12.3	-0.1		19.8	21.9	-2.1		25.1	25.1	0.0		42.1	41.8	0.3		33.1	32.1	1.0		27.3	27.2	0.1		16.5	17.2	-0.7	
Potential (000)	123.7	123.7	0.0		16.4	16.5	-0.1		27.0	26.9	0.1		30.4	30.4	0.0		49.6	49.6	0.0		37.9	37.9	0.0		34.3	34.3	0.0		20.5	21.2	-0.7	
Sample	826	853	-27		94	92	2		159	186	-27		203	220	-17		322	325	-3		236	235	1		262	258	4		146	153	-7	

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Sample Size	826	853	-27

	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	11.0	7.6	3.4	3	9.0	5.8	3.2	9.9	7.4	2.5	9.9	7.0	2.9	2.3	2.2	0.1	2.2	0.8	1.4	14.1	9.6	4.5
Coast	4.6	4.4	0.2	11	4.8	5.0	-0.2	6.4	6.2	0.2	4.3	4.5	-0.2	1.4	1.3	0.1	1.3	0.6	0.7	5.5	5.9	-0.4
Edge	9.7	8.3	1.4	7	6.9	6.7	0.2	9.4	8.7	0.7	7.5	9.2	-1.7	4.0	4.9	-0.9	1.5	1.9	-0.4	7.8	7.0	0.8
Flava	6.0	4.5	1.5	10	3.9	4.2	-0.3	6.4	5.7	0.7	3.8	4.0	-0.2	2.7	1.3	1.4	4.0	2.7	1.3	6.8	6.5	0.3
Life FM	1.7	1.1	0.6	13	0.9	0.6	0.3	1.2	1.0	0.2	0.7	0.6	0.1	0.5	0.3	0.2	0.8	0.1	0.7	1.5	1.0	0.5
Magic Music & Talk*	11.7	13.0	-1.3	1	11.4	12.1	-0.7	11.2	12.0	-0.8	9.3	10.6	-1.3	4.5	5.5	-1.0	3.1	3.1	0.0	12.7	13.7	-1.0
Mai FM	4.5	5.0	-0.5	12	3.1	3.6	-0.5	4.0	5.3	-1.3	3.5	3.7	-0.2	1.9	1.7	0.2	1.7	1.5	0.2	4.7	6.0	-1.3
More FM	11.2	9.3	1.9	2	6.5	7.1	-0.6	9.6	9.5	0.1	8.4	8.1	0.3	3.7	2.1	1.6	3.7	2.1	1.6	10.7	9.9	0.8
Newstalk ZB	10.6	8.3	2.3	4	8.0	5.9	2.1	5.7	5.2	0.5	5.9	4.5	1.4	4.4	3.6	0.8	4.6	4.4	0.2	8.3	8.0	0.3
Radio Hauraki	0.7	0.8	-0.1	17	0.7	0.7	0.0	1.3	1.3	0.0	1.2	1.5	-0.3	0.7	0.8	-0.1	0.1	*	*	2.0	1.8	0.2
Radio Kahungunu	0.8	1.0	-0.2	16	0.8	0.9	-0.1	1.0	0.9	0.1	0.7	0.7	0.0	0.6	0.5	0.1	0.2	0.2	0.0	0.7	0.7	0.0
Radio Sport	1.4	1.2	0.2	14	1.4	1.0	0.4	1.4	0.9	0.5	2.1	1.7	0.4	1.0	0.7	0.3	0.1	0.1	0.0	3.4	2.0	1.4
Rhema	1.2	1.1	0.1	15	1.3	1.2	0.1	0.4	1.5	-1.1	0.6	1.5	-0.9	0.2	0.6	-0.4	*	0.1	*	1.1	1.7	-0.6
Rock	9.9	11.2	-1.3	6	9.2	8.5	0.7	10.3	8.9	1.4	8.6	9.2	-0.6	2.5	3.3	-0.8	3.0	1.9	1.1	9.2	9.6	-0.4
Star	0.4	0.4	0.0	18	0.3	0.4	-0.1	1.1	0.3	0.8	1.2	0.4	0.8	0.3	0.3	0.0	*	*	*	1.4	0.4	1.0
The Hits	10.2	11.2	-1.0	5	7.1	7.8	-0.7	10.4	10.6	-0.2	10.9	12.0	-1.1	3.9	3.4	0.5	2.7	2.5	0.2	12.1	9.9	2.2
The Sound	7.4	8.0	-0.6	8	8.0	7.7	0.3	7.3	8.1	-0.8	6.7	7.4	-0.7	1.7	2.1	-0.4	2.8	2.5	0.3	8.2	8.2	0.0
ZM	6.5	5.0	1.5	9	4.1	3.9	0.2	6.6	5.7	0.9	6.3	5.2	1.1	2.0	1.5	0.5	0.8	1.2	-0.4	6.0	4.6	1.4
Others	5.7	4.4	1.3		3.8	4.4	-0.6	6.1	5.8	0.3	3.7	4.3	-0.6	1.9	2.2	-0.3	0.8	0.9	-0.1	5.3	4.8	0.5
MediaWorks Combo	53.3	52.2	1.1		45.1	44.7	0.4	49.8	50.5	-0.7	44.0	46.8	-2.8	19.2	20.4	-1.2	14.2	11.9	2.3	54.3	53.1	1.2
NZME Combo	36.4	32.3	4.1		25.9	25.9	0.0	32.8	32.8	0.0	30.7	31.6	-0.9	14.9	12.3	2.6	11.7	11.3	0.4	38.1	34.3	3.8
All Commercial Radio	76.9	74.6	2.3		62.3	62.1	0.2	69.6	71.7	-2.1	63.5	68.7	-5.2	31.1	32.0	-0.9	22.1	21.4	0.7	77.4	77.2	0.2

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 Flava or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or internet only listening to Hokonui or Mix

*Magic Music & Talk includes a combination of Magic and RadioLIVE for Sunday April 8 - Saturday June 16 & Sunday June 24 - Saturday November 10 2018.



HAWKE'S BAY COMMERCIAL RADIO - SURVEY 2 2019

Average Time Spent Listening (hh:mm) by Demographic, Mon-Sun 12mn-12mn
 Survey Comparisons: 1/2019 - 2/2019

This Survey Period: Sun Jun 24 to Sat Nov 10 2018 & Sun Jun 20 to Sat Jun 8 2019
 Last Survey Period: Sun Apr 8 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018 & Sun Jun 20 to Sat Mar 30 2019

	All 10+			People 10-17			People 18-34			People 25-44			People 25-54			People 45-64			People 55-74			MGS with Klds		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	8:34	9:07	-0:32	2:36	2:58	-0:21	8:42	9:01	-0:19	13:04	10:40	2:23	11:29	11:43	-0:14	8:09	9:22	-1:13	7:36	8:09	-0:33	9:03	9:28	-0:25
Coast	7:09	8:05	-0:55	4:35	2:44	1:50	5:28	1:06	4:21	7:26	3:18	4:08	8:18	8:26	-0:07	7:27	9:54	-2:26	7:01	8:21	-1:20	6:52	5:17	1:34
Edge	5:26	6:25	-0:58	3:58	4:14	-0:15	7:22	8:09	-0:46	7:00	8:05	-1:04	6:46	8:00	-1:14	5:13	6:18	-1:04	3:23	4:03	-0:40	5:54	6:53	-0:58
Flava	6:55	7:35	-0:39	9:32	10:17	-0:45	6:20	7:33	-1:13	6:35	6:27	0:08	6:36	6:29	0:06	3:31	4:21	-0:49	2:49	2:59	-0:10	9:18	7:50	1:28
Life FM	6:04	10:00	-3:55	19:10	19:10	0:00	1:40	5:52	-4:11	4:39	5:52	-1:13	6:25	6:47	-0:21	6:01	7:22	-1:20	3:04	7:30	-4:25	7:50	11:44	-3:53
Magic Music & Talk*	13:52	14:50	-0:57	2:03	3:50	-1:47	7:02	6:21	0:41	6:21	6:03	0:17	12:00	13:04	-1:03	15:01	14:00	1:00	16:28	17:04	-0:35	11:05	13:13	-2:07
Mai FM	8:16	12:05	-3:49	4:54	4:36	0:17	9:41	15:25	-5:43	9:14	17:15	-8:00	9:26	16:16	-6:49	7:22	8:10	-0:47	4:02	2:45	1:17	9:45	10:48	-1:02
More FM	6:13	6:12	0:01	3:24	3:04	0:19	6:49	5:58	0:51	8:50	7:01	1:48	7:42	6:57	0:45	6:02	6:16	-0:14	5:59	7:44	-1:44	8:10	6:19	1:51
Newstalk ZB	13:14	13:50	-0:35	4:40	1:30	3:10	11:59	13:54	-1:55	10:51	7:10	3:41	7:57	7:55	0:02	11:15	11:23	-0:07	15:28	15:39	-0:11	12:27	11:03	1:24
Radio Hauraki	9:43	9:38	0:05	32:15	26:01	6:13	2:02	5:43	-3:41	7:40	5:07	2:32	7:24	5:15	2:08	6:21	4:32	1:49	5:01	0:49	4:12	3:26	0:45	2:41
Radio Kahungunu	13:23	12:38	0:45	*	*	*	1:00	*	*	6:53	7:24	-0:31	6:21	5:54	0:27	4:11	3:32	0:38	1:35	1:30	0:05	8:42	5:16	3:25
Radio Sport	5:44	4:54	0:50	*	*	*	2:48	3:16	-0:28	9:06	7:18	1:47	6:13	5:43	0:30	4:42	2:25	2:17	6:03	4:28	1:35	2:35	3:15	-0:39
Rhema	5:34	6:47	-1:12	*	3:37	*	7:30	9:16	-1:46	7:16	8:52	-1:35	6:54	8:52	-1:57	3:14	6:22	-3:08	2:03	4:56	-2:53	7:35	9:45	-2:09
Rock	12:11	12:57	-0:46	4:06	2:42	1:23	14:49	15:16	-0:27	13:31	14:54	-1:23	13:09	15:17	-2:08	11:35	15:58	-4:22	11:14	13:21	-2:06	11:16	10:04	1:12
Star	4:09	6:26	-2:16	*	*	*	0:54	*	*	1:12	1:28	-0:16	1:12	1:28	-0:16	35:00	35:00	0:00	35:00	35:00	0:00	*	*	*
The Hits	6:55	8:17	-1:22	5:28	4:51	0:37	3:50	5:56	-2:05	5:07	10:48	-5:41	7:27	9:04	-1:37	9:26	8:14	1:11	8:20	9:13	-0:53	8:34	9:40	-1:05
The Sound	15:02	15:19	-0:17	16:16	7:17	8:59	14:56	13:14	1:42	10:12	8:32	1:40	13:31	13:48	-0:17	16:48	19:17	-2:28	16:25	18:13	-1:48	6:30	6:09	0:21
ZM	7:22	8:56	-1:34	11:59	9:42	2:16	6:59	8:09	-1:10	7:16	9:47	-2:30	6:21	8:52	-2:31	3:02	4:48	-1:46	16:41	45:30	-28:48	5:48	8:03	-2:14
Others	8:41	10:34	-1:53	11:38	10:42	0:56	4:47	8:24	-3:37	3:53	12:21	-8:28	9:57	10:52	-0:54	10:11	8:08	2:02	5:23	6:52	-1:28	1:23	1:21	0:01
MediaWorks Combo	14:37	15:35	-0:57	5:52	5:28	0:23	17:03	17:02	0:01	16:50	17:52	-1:01	16:16	18:02	-1:46	16:20	17:24	-1:04	17:15	18:17	-1:02	14:25	13:35	0:50
NZME Combo	11:22	11:32	-0:09	12:28	12:01	0:26	9:12	9:40	-0:27	9:37	10:20	-0:42	9:50	10:10	-0:19	11:10	11:09	0:00	13:45	13:54	-0:09	10:45	9:52	0:52
All Commercial Radio	19:05	19:35	-0:30	12:53	12:06	0:47	20:22	20:06	0:15	20:12	20:57	-0:45	20:22	21:08	-0:45	20:53	21:23	-0:30	21:34	23:02	-1:27	18:59	16:44	2:15
Potential (000)	123.7	123.7	0.0	16.4	16.5	-0.1	27.0	26.9	0.1	30.4	30.4	0.0	49.6	49.6	0.0	37.9	37.9	0.0	34.3	34.3	0.0	20.5	21.2	-0.7
Sample	826	853	-27	94	92	2	159	186	-27	203	220	-17	322	325	-3	236	235	1	262	258	4	146	153	-7

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 Flava or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or internet only listening to Hokonui or Mix

*Magic Music & Talk includes a combination of Magic and RadioLIVE for Sunday April 8 - Saturday June 16 & Sunday June 24 - Saturday November 10 2018.



HAWKE'S BAY COMMERCIAL RADIO - SURVEY 2 2019

Average Time Spent Listening (hh:mm) by Daypart, People 10+
 Survey Comparisons: 1/2019 - 2/2019

This Survey Period: Sun Jun 24 to Sat Nov 10 2018 & Sun Jan 20 to Sat Jun 8 2019

Last Survey Period: Sun Apr 8 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018 & Sun Jan 20 to Sat Mar 30 2019

	This	Last	+/-
Potential (000)	123.7	123.7	0.0
Sample Size	826	853	-27

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

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 Flava or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or internet only listening to Hokonui or Mix

*Magic Music & Talk includes a combination of Magic and RadioLIVE for Sunday April 8 - Saturday June 16 & Sunday June 24 - Saturday November 10 2018.