



HAWKE'S BAY COMMERCIAL RADIO - SURVEY 3 2019

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

Survey Comparisons: 2/2019 - 3/2019

This Survey Period: Sun Sep 2 to Sat Nov 10 2018 & Sun Jan 20 to Sat Jun 8 & Sun Jun 16 to Sat Aug 24 2019

Last Survey Period: Sun Jun 24 to Sat Nov 10 2018 & Sun Jan 20 to Sat Jun 8 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	10.6	9.2	1.4	3	3.3	2.9	0.4	8.8	6.9	1.9	11.1	11.1	0.0	11.7	12.2	-0.5	10.7	11.0	-0.3	11.9	8.6	3.3	13.8	14.6	-0.8
Coast	3.4	3.9	-0.5	10	1.4	1.3	0.1	2.1	2.0	0.1	2.6	2.7	-0.1	3.3	3.7	-0.4	4.3	4.2	0.1	4.5	4.4	0.1	2.7	3.9	-1.2
Edge	4.5	4.8	-0.3	8	12.0	12.2	-0.2	9.3	9.7	-0.4	7.5	8.2	-0.7	5.9	6.4	-0.5	2.6	2.5	0.1	1.0	0.7	0.3	7.7	8.2	-0.5
Flava	3.2	4.1	-0.9	11	10.5	16.7	-6.2	8.3	9.0	-0.7	6.6	5.7	0.9	3.9	3.6	0.3	0.5	0.7	-0.2	0.6	0.6	0.0	1.9	5.2	-3.3
Life FM	0.9	0.9	0.0	16	4.9	5.3	-0.4	0.5	0.5	0.0	0.5	0.5	0.0	0.7	0.8	-0.1	0.8	0.9	-0.1	0.4	0.3	0.1	1.6	1.8	-0.2
Magic Music & Talk*	15.4	14.4	1.0	1	2.1	1.2	0.9	0.8	0.6	0.2	2.1	1.5	0.6	7.4	6.5	0.9	21.0	19.3	1.7	32.0	30.8	1.2	8.1	6.6	1.5
Mai FM	3.1	3.0	0.1	12	3.5	3.8	-0.3	8.3	6.5	1.8	6.9	6.7	0.2	4.5	4.7	-0.2	1.0	1.2	-0.2	0.4	0.4	0.0	4.4	4.9	-0.5
More FM	5.8	6.3	-0.5	7	9.0	7.5	1.5	7.8	10.0	-2.2	7.8	9.4	-1.6	8.3	8.4	-0.1	5.6	4.7	0.9	1.9	2.5	-0.6	13.3	11.5	1.8
Newstalk ZB	10.5	10.0	0.5	4	3.3	2.9	0.4	1.4	1.6	-0.2	2.5	3.2	-0.7	2.7	3.3	-0.6	9.1	10.0	-0.9	19.1	19.7	-0.6	2.4	4.5	-2.1
Radio Hauraki	1.2	1.6	-0.4	14	4.6	6.6	-2.0	0.6	0.6	0.0	1.9	2.7	-0.8	1.4	2.0	-0.6	0.4	0.4	0.0	0.2	0.2	0.0	0.8	1.0	-0.2
Radio Kahungunu	1.1	1.2	-0.1	15	*	*	*	*	*	*	0.1	0.5	-0.4	0.3	0.5	-0.2	0.4	0.4	0.0	0.1	0.1	0.0	0.1	0.7	-0.6
Radio Sport	1.6	1.4	0.2	13	*	*	*	*	0.3	*	1.2	1.3	-0.1	1.9	1.0	0.9	2.3	1.2	1.1	1.8	1.8	0.0	2.6	0.2	2.4
Rhema	0.7	0.5	0.2	17	*	*	*	0.4	1.8	-1.4	0.4	1.6	-1.2	0.2	1.0	-0.8	1.2	0.1	1.1	1.7	0.1	1.6	0.6	1.2	-0.6
Rock	11.8	11.5	0.3	2	2.9	3.1	-0.2	29.0	26.3	2.7	25.6	23.4	2.2	18.5	17.1	1.4	8.2	7.7	0.5	4.7	5.5	-0.8	13.0	13.3	-0.3
Star	0.4	0.4	0.0	18	*	*	*	0.1	0.2	-0.1	*	0.1	*	*	0.1	*	0.9	0.9	0.0	1.1	1.0	0.1	*	*	*
The Hits	9.4	7.4	2.0	5	25.0	12.7	12.3	4.2	3.6	0.6	7.8	5.9	1.9	10.3	9.0	1.3	11.1	10.6	0.5	6.5	6.0	0.5	14.2	12.3	1.9
The Sound	8.5	10.8	-2.3	6	3.0	4.2	-1.2	5.2	7.5	-2.3	4.8	7.1	-2.3	9.5	11.2	-1.7	14.9	19.1	-4.2	10.5	14.7	-4.2	5.6	4.8	0.8
ZM	3.7	4.1	-0.4	9	8.7	10.9	-2.2	10.8	10.3	0.5	9.3	7.9	1.4	5.8	5.3	0.5	0.7	0.8	-0.1	0.2	1.0	-0.8	6.0	5.1	0.9
Others	4.3	4.4	-0.1		5.8	8.7	-2.9	2.5	2.5	0.0	1.2	0.6	0.6	3.7	3.3	0.4	4.4	4.5	-0.1	1.5	1.7	-0.2	1.2	0.2	1.0
MediaWorks Combo	59.7	60.4	-0.7		35.8	34.9	0.9	69.1	68.7	0.4	65.9	67.3	-1.4	65.9	66.6	-0.7	64.0	65.5	-1.5	62.5	63.3	-0.8	65.8	63.9	1.9
NZME Combo	34.1	33.7	0.4		58.4	59.1	-0.7	29.4	28.3	1.1	32.6	29.6	3.0	30.3	28.7	1.6	29.1	29.0	0.1	32.8	33.5	-0.7	31.5	32.1	-0.6
Potential (000)	123.7	123.7	0.0		17.0	16.4	0.6	26.4	27.0	-0.6	30.4	30.4	0.0	49.6	49.6	0.0	37.9	37.9	0.0	34.3	34.3	0.0	21.6	20.5	1.1
Sample	879	826	53		105	94	11	160	159	1	223	203	20	359	322	37	256	236	20	265	262	3	163	146	17

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 the following Regional dates in S2 2019: Jun 24 - Nov 10 2018 and in S3 2019: Sep 2 - Nov 10 2018.



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Station Share (%) by Daypart, People 10+

Survey Comparisons: 2/2019 - 3/2019

This Survey Period: Sun Sep 2 to Sat Nov 10 2018 & Sun Jan 20 to Sat Jun 8 & Sun Jun 16 to Sat Aug 24 2019

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

	This	Last	+/-
Potential (000)	123.7	123.7	0.0
Sample Size	879	826	53

	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	9.4	0.8	5	11.4	9.0	2.4		12.3	10.7	1.6		10.3	8.4	1.9		5.3	4.5	0.8		7.5	5.0	2.5		10.4	10.2	0.2	
Coast	2.6	3.5	-0.9	12	3.6	4.7	-1.1		3.3	4.1	-0.8		3.4	3.5	-0.1		2.3	2.0	0.3		4.2	2.2	2.0		4.3	4.2	0.1	
Edge	3.9	4.4	-0.5	9	4.0	4.2	-0.2		4.6	5.4	-0.8		5.9	6.8	-0.9		6.7	6.4	0.3		1.7	2.0	-0.3		4.6	4.2	0.4	
Flava	2.7	3.8	-1.1	10	2.8	3.3	-0.5		3.6	3.8	-0.2		3.3	4.2	-0.9		2.1	4.9	-2.8		7.0	11.4	-4.4		3.1	3.8	-0.7	
Life FM	1.5	1.9	-0.4	13	0.5	0.2	0.3		1.2	1.1	0.1		0.5	0.6	-0.1		0.1	0.3	-0.2		0.3	0.5	-0.2		0.8	1.0	-0.2	
Magic Music & Talk*	15.4	14.5	0.9	1	17.7	17.5	0.2		15.5	14.0	1.5		10.1	11.5	-1.4		9.5	9.2	0.3		10.0	8.0	2.0		18.6	16.0	2.6	
Mai FM	2.7	2.7	0.0	10	2.7	2.5	0.2		2.6	2.5	0.1		2.7	2.5	0.2		8.2	7.8	0.4		5.6	4.9	0.7		2.9	3.4	-0.5	
More FM	7.5	8.3	-0.8	6	5.3	5.9	-0.6		5.7	5.9	-0.2		5.4	5.9	-0.5		6.2	6.5	-0.3		5.8	6.2	-0.4		5.0	5.7	-0.7	
Newstalk ZB	15.1	13.5	1.6	2	9.3	9.2	0.1		5.6	5.9	-0.3		8.5	7.7	0.8		18.6	15.2	3.4		26.1	28.1	-2.0		8.7	8.0	0.7	
Radio Hauraki	0.4	0.5	-0.1	16	0.6	0.4	0.2		0.7	0.7	0.0		2.8	4.0	-1.2		6.0	9.3	-3.3		0.1	0.1	0.0		0.9	1.7	-0.8	
Radio Kahungunu	0.7	0.8	-0.1	14	1.1	1.0	0.1		1.0	1.2	-0.2		1.5	1.7	-0.2		1.8	1.7	0.1		1.3	1.1	0.2		1.0	1.2	-0.2	
Radio Sport	0.4	0.7	-0.3	16	2.1	1.6	0.5		1.8	0.9	0.9		3.0	2.0	1.0		0.6	1.5	-0.9		0.1	0.1	0.0		1.9	2.2	-0.3	
Rhema	0.6	0.9	-0.3	15	0.4	0.5	-0.1		0.5	0.3	0.2		0.8	0.4	0.4		0.4	0.9	-0.5		1.2	*	*		0.9	0.5	0.4	
Rock	10.7	11.2	-0.5	4	13.9	13.0	0.9		14.0	13.6	0.4		11.9	10.6	1.3		7.2	5.5	1.7		12.0	9.8	2.2		9.8	10.5	-0.7	
Star	0.1	0.1	0.0	18	*	0.1	*		0.4	0.4	0.0		0.9	0.9	0.0		1.5	1.5	0.0		*	*	*		0.7	0.7	0.0	
The Hits	11.3	8.3	3.0	3	7.1	6.0	1.1		9.3	8.1	1.2		11.9	9.5	2.4		7.6	4.8	2.8		3.8	3.7	0.1		9.8	7.1	2.7	
The Sound	6.1	7.5	-1.4	7	9.3	12.5	-3.2		9.9	12.9	-3.0		7.8	10.4	-2.6		9.1	10.9	-1.8		11.2	9.8	1.4		8.5	10.4	-1.9	
ZM	4.8	5.0	-0.2	8	3.2	3.4	-0.2		3.1	3.5	-0.4		5.2	5.4	-0.2		3.5	3.1	0.4		0.4	4.6	-4.2		3.6	4.0	-0.4	
Others	3.4	3.2	0.2		5.0	4.7	0.3		5.0	5.0	0.0		4.1	4.1	0.0		3.4	4.1	-0.7		1.5	2.4	-0.9		4.7	5.3	-0.6	
MediaWorks Combo	56.5	58.0	-1.5		64.4	65.0	-0.6		64.6	65.3	-0.7		54.0	56.4	-2.4		52.2	51.5	0.7		53.9	45.7	8.2		59.8	60.5	-0.7	
NZME Combo	38.0	35.9	2.1		29.6	29.8	-0.2		28.5	28.8	-0.3		39.7	38.0	1.7		41.9	41.7	0.2		41.8	51.0	-9.2		33.6	32.7	0.9	

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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	19.9	0.0	3	1.9	1.7	0.2	2.7	3.2	-0.5	4.1	4.3	-0.2	9.0	9.1	-0.1	9.4	9.3	0.1	6.7	6.7	0.0	4.5	5.1	-0.6
Coast	9.4	10.0	-0.6	10	0.4	0.4	0.0	1.2	1.5	-0.3	1.6	1.8	-0.2	3.5	3.8	-0.3	4.0	3.9	0.1	3.7	3.7	0.0	1.5	1.8	-0.3
Edge	15.3	16.3	-1.0	6	4.8	4.8	0.0	4.6	5.3	-0.7	5.5	5.9	-0.4	7.4	8.1	-0.7	3.3	3.3	0.0	1.5	1.3	0.2	4.3	4.4	-0.1
Flava	9.9	11.0	-1.1	9	2.6	2.7	-0.1	4.9	5.7	-0.8	4.5	4.4	0.1	4.5	4.6	-0.1	1.2	1.4	-0.2	1.1	1.2	-0.1	1.1	1.7	-0.6
Life FM	2.4	2.9	-0.5	14	0.7	0.4	0.3	0.8	1.2	-0.4	0.4	0.5	-0.1	0.8	1.1	-0.3	0.8	1.0	-0.2	0.5	0.5	0.0	0.7	0.7	0.0
Magic Music & Talk*	20.7	19.2	1.5	1	1.2	0.9	0.3	0.3	0.4	-0.1	1.2	1.2	0.0	4.7	4.7	0.0	9.7	8.9	0.8	12.2	11.0	1.2	2.5	1.9	0.6
Mai FM	5.6	6.8	-1.2	12	1.0	1.2	-0.2	2.2	2.7	-0.5	3.1	3.7	-0.6	3.4	4.2	-0.8	0.9	1.1	-0.2	0.6	0.6	0.0	1.4	1.6	-0.2
More FM	17.1	18.8	-1.7	4	3.4	3.5	-0.1	4.9	5.9	-1.0	5.0	5.4	-0.4	8.7	9.4	-0.7	5.0	5.4	-0.4	2.1	2.5	-0.4	4.8	4.4	0.4
Newstalk ZB	14.1	14.0	0.1	7	1.0	1.0	0.0	0.3	0.5	-0.2	0.9	1.5	-0.6	2.8	3.6	-0.8	5.8	6.1	-0.3	7.7	7.5	0.2	0.8	1.1	-0.3
Radio Hauraki	2.0	3.0	-1.0	15	0.2	0.3	-0.1	0.8	1.1	-0.3	1.1	1.8	-0.7	1.4	2.3	-0.9	0.2	0.5	-0.3	0.1	0.2	-0.1	0.5	0.9	-0.4
Radio Kahungunu	1.4	1.6	-0.2	17	*	*	*	0.1	0.2	-0.1	0.2	0.4	-0.2	0.7	0.7	0.0	0.6	0.6	0.0	0.3	0.5	-0.2	0.3	0.3	0.0
Radio Sport	3.9	4.5	-0.6	13	*	*	*	0.1	0.5	-0.4	0.6	0.7	-0.1	1.5	1.4	0.1	1.8	1.7	0.1	1.8	1.7	0.1	0.4	0.2	0.2
Rhema	1.5	1.7	-0.2	16	*	*	*	0.6	1.0	-0.4	0.6	1.1	-0.5	0.6	1.2	-0.6	0.4	0.3	0.1	0.6	0.2	0.4	0.4	0.5	-0.1
Rock	16.9	17.5	-0.6	5	1.2	1.2	0.0	6.7	7.2	-0.5	8.5	8.8	-0.3	10.8	11.2	-0.4	4.8	4.6	0.2	3.0	2.9	0.1	3.5	3.7	-0.2
Star	1.2	1.9	-0.7	18	*	*	*	0.6	1.0	-0.4	0.3	0.5	-0.2	0.3	0.5	-0.2	0.2	0.2	0.0	0.2	0.2	0.0	*	*	*
The Hits	20.2	19.7	0.5	2	4.7	3.6	1.1	3.7	3.7	0.0	5.8	5.9	-0.1	9.7	10.3	-0.6	7.5	7.7	-0.2	4.2	4.2	0.0	4.6	4.5	0.1
The Sound	10.7	13.3	-2.6	8	0.5	0.4	0.1	1.8	2.0	-0.2	2.8	3.5	-0.7	6.5	7.1	-0.6	6.3	7.9	-1.6	3.3	5.3	-2.0	2.4	2.3	0.1
ZM	9.4	10.4	-1.0	10	1.2	1.4	-0.2	5.0	5.9	-0.9	5.7	5.5	0.2	7.0	7.1	-0.1	1.5	1.8	-0.3	0.4	0.3	0.1	3.1	2.8	0.3
Others	9.1	9.4	-0.3		1.3	1.2	0.1	1.4	2.1	-0.7	1.1	0.7	0.4	3.4	2.8	0.6	3.2	3.1	0.1	1.5	1.9	-0.4	0.9	0.5	0.4
MediaWorks Combo	74.3	76.4	-2.1		9.7	9.3	0.4	14.7	16.2	-1.5	19.6	20.3	-0.7	34.4	35.1	-0.7	27.5	27.7	-0.2	21.3	21.6	-0.3	14.5	13.9	0.6
NZME Combo	52.1	54.9	-2.8		7.6	7.4	0.2	11.1	12.4	-1.3	15.2	15.6	-0.4	23.2	25.0	-1.8	16.5	18.0	-1.5	14.3	14.4	-0.1	9.3	9.4	-0.1
All Commercial Radio	95.7	97.0	-1.3		12.5	12.2	0.3	18.1	19.8	-1.7	24.9	25.1	-0.2	41.9	42.1	-0.2	33.4	33.1	0.3	27.3	27.3	0.0	17.5	16.5	1.0
Potential (000)	123.7	123.7	0.0		17.0	16.4	0.6	26.4	27.0	-0.6	30.4	30.4	0.0	49.6	49.6	0.0	37.9	37.9	0.0	34.3	34.3	0.0	21.6	20.5	1.1
Sample	879	826	53		105	94	11	160	159	1	223	203	20	359	322	37	256	236	20	265	262	3	163	146	17

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Potential (000)	123.7	123.7	0.0
Sample Size	879	826	53

	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	11.8	11.0	0.8	2	8.8	9.0	-0.2		10.1	9.9	0.2		10.3	9.9	0.4		3.0	2.3	0.7		2.3	2.2	0.1		14.0	14.1	-0.1	
Coast	3.6	4.6	-1.0	11	3.8	4.8	-1.0		5.0	6.4	-1.4		3.9	4.3	-0.4		1.1	1.4	-0.3		1.1	1.3	-0.2		5.1	5.5	-0.4	
Edge	8.7	9.7	-1.0	7	5.2	6.9	-1.7		7.8	9.4	-1.6		7.6	7.5	0.1		3.7	4.0	-0.3		0.8	1.5	-0.7		7.9	7.8	0.1	
Flava	5.0	6.0	-1.0	10	2.8	3.9	-1.1		5.2	6.4	-1.2		3.8	3.8	0.0		2.1	2.7	-0.6		2.4	4.0	-1.6		5.2	6.8	-1.6	
Life FM	1.2	1.7	-0.5	13	0.9	0.9	0.0		1.3	1.2	0.1		0.5	0.7	-0.2		0.2	0.5	-0.3		0.4	0.8	-0.4		1.3	1.5	-0.2	
Magic Music & Talk*	12.2	11.7	0.5	1	12.4	11.4	1.0		12.7	11.2	1.5		10.0	9.3	0.7		5.0	4.5	0.5		3.1	3.1	0.0		14.9	12.7	2.2	
Mai FM	3.6	4.5	-0.9	11	2.9	3.1	-0.2		3.5	4.0	-0.5		3.0	3.5	-0.5		1.7	1.9	-0.2		1.4	1.7	-0.3		3.9	4.7	-0.8	
More FM	10.3	11.2	-0.9	5	5.2	6.5	-1.3		8.0	9.6	-1.6		7.0	8.4	-1.4		4.1	3.7	0.4		2.5	3.7	-1.2		10.5	10.7	-0.2	
Newstalk ZB	10.6	10.6	0.0	4	7.9	8.0	-0.1		5.6	5.7	-0.1		6.2	5.9	0.3		4.8	4.4	0.4		4.2	4.6	-0.4		9.4	8.3	1.1	
Radio Hauraki	0.5	0.7	-0.2	17	0.9	0.7	0.2		1.1	1.3	-0.2		1.1	1.2	-0.1		0.6	0.7	-0.1		0.1	0.1	0.0		1.1	2.0	-0.9	
Radio Kahungunu	0.7	0.8	-0.1	16	0.7	0.8	-0.1		0.8	1.0	-0.2		0.6	0.7	-0.1		0.6	0.6	0.0		0.2	0.2	0.0		0.5	0.7	-0.2	
Radio Sport	0.9	1.4	-0.5	15	1.3	1.4	-0.1		1.6	1.4	0.2		1.8	2.1	-0.3		0.6	1.0	-0.4		0.1	0.1	0.0		2.9	3.4	-0.5	
Rhema	1.0	1.2	-0.2	14	1.0	1.3	-0.3		0.5	0.4	0.1		0.6	0.6	0.0		0.2	0.2	0.0		0.3	*	*		1.1	1.1	0.0	
Rock	9.5	9.9	-0.4	6	8.8	9.2	-0.4		9.8	10.3	-0.5		8.9	8.6	0.3		3.3	2.5	0.8		2.4	3.0	-0.6		8.6	9.2	-0.6	
Star	0.2	0.4	-0.2	18	0.1	0.3	-0.2		0.6	1.1	-0.5		0.7	1.2	-0.5		0.2	0.3	-0.1		*	*	*		1.0	1.4	-0.4	
The Hits	11.5	10.2	1.3	3	7.0	7.1	-0.1		10.9	10.4	0.5		11.5	10.9	0.6		4.5	3.9	0.6		2.3	2.7	-0.4		13.9	12.1	1.8	
The Sound	6.4	7.4	-1.0	8	5.4	8.0	-2.6		5.3	7.3	-2.0		5.8	6.7	-0.9		1.4	1.7	-0.3		2.2	2.8	-0.6		6.3	8.2	-1.9	
ZM	6.2	6.5	-0.3	9	4.4	4.1	0.3		5.8	6.6	-0.8		6.0	6.3	-0.3		2.3	2.0	0.3		0.6	0.8	-0.2		6.1	6.0	0.1	
Others	4.8	5.7	-0.9		3.7	3.8	-0.1		5.3	6.1	-0.8		3.8	3.7	0.1		1.8	1.9	-0.1		0.7	0.8	-0.1		5.2	5.3	-0.1	
MediaWorks Combo	51.1	53.3	-2.2		41.1	45.1	-4.0		47.0	49.8	-2.8		42.9	44.0	-1.1		20.5	19.2	1.3		12.2	14.2	-2.0		53.5	54.3	-0.8	
NZME Combo	34.7	36.4	-1.7		24.6	25.9	-1.3		31.3	32.8	-1.5		30.7	30.7	0.0		15.0	14.9	0.1		9.6	11.7	-2.1		37.8	38.1	-0.3	
All Commercial Radio	74.0	76.9	-2.9		58.5	62.3	-3.8		67.5	69.6	-2.1		61.9	63.5	-1.6		32.8	31.1	1.7		19.8	22.1	-2.3		77.5	77.4	0.1	

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 the following Regional dates in S2 2019: Jun 24 - Nov 10 2018 and in S3 2019: Sep 2 - Nov 10 2018.



HAWKE'S BAY COMMERCIAL RADIO - SURVEY 3 2019

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

Survey Comparisons: 2/2019 - 3/2019

This Survey Period: Sun Sep 2 to Sat Nov 10 2018 & Sun Jan 20 to Sat Jun 8 & Sun Jun 16 to Sat Aug 24 2019

Last Survey Period: Sun Jun 24 to Sat Nov 10 2018 & Sun Jan 20 to Sat Jun 8 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	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	9:18	8:34	0:43	2:32	2:36	-0:04	11:11	8:42	2:29	12:33	13:04	-0:30	10:29	11:29	-1:00	7:48	8:09	-0:21	10:09	7:36	2:33	9:57	9:03	0:53
Coast	6:26	7:09	-0:43	5:15	4:35	0:39	6:04	5:28	0:35	7:39	7:26	0:13	7:27	8:18	-0:50	7:19	7:27	-0:08	6:55	7:01	-0:05	5:50	6:52	-1:02
Edge	5:09	5:26	-0:16	3:37	3:58	-0:21	6:55	7:22	-0:26	6:18	7:00	-0:42	6:24	6:46	-0:21	5:21	5:13	0:07	3:32	3:23	0:08	5:48	5:54	-0:05
Flava	5:39	6:55	-1:15	6:00	9:32	-3:31	5:48	6:20	-0:32	6:51	6:35	0:16	6:50	6:36	0:13	3:04	3:31	-0:27	2:55	2:49	0:05	5:31	9:18	-3:47
Life FM	6:15	6:04	0:10	10:31	19:10	-8:38	2:01	1:40	0:21	4:52	4:39	0:12	6:50	6:25	0:24	7:08	6:01	1:07	4:34	3:04	1:29	7:47	7:50	-0:02
Magic Music & Talk*	13:03	13:52	-0:49	2:41	2:03	0:37	8:17	7:02	1:15	8:11	6:21	1:49	12:43	12:00	0:42	14:50	15:01	-0:11	14:54	16:28	-1:34	10:34	11:05	-0:31
Mai FM	9:45	8:16	1:28	5:18	4:54	0:23	12:50	9:41	3:09	10:30	9:14	1:15	10:48	9:26	1:21	7:30	7:22	0:08	3:56	4:02	-0:05	10:30	9:45	0:44
More FM	5:57	6:13	-0:15	3:47	3:24	0:23	5:26	6:49	-1:22	7:14	8:50	-1:36	7:45	7:42	0:02	7:46	6:02	1:44	5:07	5:59	-0:52	9:05	8:10	0:54
Newstalk ZB	13:00	13:14	-0:13	4:57	4:40	0:17	14:03	11:59	2:04	12:02	10:51	1:10	7:54	7:57	-0:03	10:43	11:15	-0:32	14:01	15:28	-1:26	10:22	12:27	-2:04
Radio Hauraki	10:25	9:43	0:41	32:15	32:15	0:00	2:20	2:02	0:18	7:45	7:40	0:05	8:17	7:24	0:53	10:42	6:21	4:20	9:15	5:01	4:13	5:13	3:26	1:46
Radio Kahungunu	12:44	13:23	-0:38	*	*	*	1:00	1:00	0:00	2:16	6:53	-4:37	3:41	6:21	-2:40	3:59	4:11	-0:11	1:51	1:35	0:15	1:36	8:42	-7:06
Radio Sport	7:26	5:44	1:41	*	*	*	1:15	2:48	-1:33	8:38	9:06	-0:27	10:28	6:13	4:15	8:28	4:42	3:45	5:38	6:03	-0:24	20:43	2:35	18:08
Rhema	7:46	5:34	2:12	*	*	*	2:08	7:30	-5:22	2:40	7:16	-4:36	2:40	6:54	-4:14	18:14	3:14	14:59	14:44	2:03	12:40	5:00	7:35	-2:34
Rock	12:13	12:11	0:01	3:39	4:06	-0:26	14:51	14:49	0:02	13:55	13:31	0:23	13:49	13:09	0:40	11:42	11:35	0:06	8:55	11:14	-2:18	11:59	11:16	0:42
Star	5:55	4:09	1:45	*	*	*	0:52	0:54	-0:02	0:22	1:12	-0:50	0:22	1:12	-0:50	35:00	35:00	0:00	35:00	35:00	0:00	*	*	*
The Hits	8:11	6:55	1:16	7:46	5:28	2:17	3:50	3:50	-0:00	6:13	5:07	1:06	8:32	7:27	1:05	10:11	9:26	0:45	8:40	8:20	0:19	10:02	8:34	1:27
The Sound	13:59	15:02	-1:02	9:31	16:16	-6:45	10:07	14:56	-4:49	8:05	10:12	-2:07	11:45	13:31	-1:46	16:18	16:48	-0:30	17:48	16:25	1:23	7:27	6:30	0:57
ZM	6:55	7:22	-0:26	10:43	11:59	-1:15	7:23	6:59	0:23	7:30	7:16	0:13	6:43	6:21	0:22	3:04	3:02	0:01	2:49	16:41	-13:52	6:18	5:48	0:29
Others	8:19	8:41	-0:22	6:17	11:38	-5:20	6:02	4:47	1:15	5:11	3:53	1:18	8:48	9:57	-1:08	9:34	10:11	-0:37	5:29	5:23	0:05	4:06	1:23	2:43
MediaWorks Combo	14:06	14:37	-0:31	5:21	5:52	-0:30	16:06	17:03	-0:57	15:33	16:50	-1:16	15:27	16:16	-0:48	16:02	16:20	-0:17	16:38	17:15	-0:37	14:50	14:25	0:24
NZME Combo	11:29	11:22	0:06	11:12	12:28	-1:15	9:05	9:12	-0:07	9:56	9:37	0:18	10:33	9:50	0:42	12:07	11:10	0:57	13:02	13:45	-0:42	11:04	10:45	0:19
All Commercial Radio	18:21	19:05	-0:44	11:41	12:53	-1:11	18:56	20:22	-1:26	18:38	20:12	-1:33	19:15	20:22	-1:07	20:39	20:53	-0:14	20:48	21:34	-0:45	18:38	18:59	-0:20
Potential (000)	123.7	123.7	0.0	17.0	16.4	0.6	26.4	27.0	-0.6	30.4	30.4	0.0	49.6	49.6	0.0	37.9	37.9	0.0	34.3	34.3	0.0	21.6	20.5	1.1
Sample	879	826	53	105	94	11	160	159	1	223	203	20	359	322	37	256	236	20	265	262	3	163	146	17

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 the following Regional dates in S2 2019: Jun 24 - Nov 10 2018 and in S3 2019: Sep 2 - Nov 10 2018.



HAWKE'S BAY COMMERCIAL RADIO - SURVEY 3 2019

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

Survey Comparisons: 2/2019 - 3/2019

This Survey Period: Sun Sep 2 to Sat Nov 10 2018 & Sun Jan 20 to Sat Jun 8 & Sun Jun 16 to Sat Aug 24 2019

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

	This	Last	+/-
Potential (000)	123.7	123.7	0.0
Sample Size	879	826	53

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

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 the following Regional dates in S2 2019: Jun 24 - Nov 10 2018 and in S3 2019: Sep 2 - Nov 10 2018.