



HAWKE'S BAY COMMERCIAL RADIO - SURVEY 4 2019

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

Survey Comparisons: 3/2019 - 4/2019

This Survey Period: Sun Jan 20 to Sat Jun 8 & Sun Jun 16 to Sat Nov 2 2019

Last 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

	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	12.1	10.6	1.5	2	3.1	3.3	-0.2		12.2	8.8	3.4		13.9	11.1	2.8		13.3	11.7	1.6		11.1	10.7	0.4		13.9	11.9	2.0		14.3	13.8	0.5	
Coast	4.2	3.4	0.8	8	2.5	1.4	1.1		2.0	2.1	-0.1		2.7	2.6	0.1		5.1	3.3	1.8		5.5	4.3	1.2		4.1	4.5	-0.4		3.7	2.7	1.0	
Edge	4.1	4.5	-0.4	9	9.7	12.0	-2.3		9.3	9.3	0.0		7.1	7.5	-0.4		5.3	5.9	-0.6		2.3	2.6	-0.3		1.2	1.0	0.2		6.0	7.7	-1.7	
Flava^	3.4	3.2	0.2	12	6.4	10.5	-4.1		7.7	8.3	-0.6		6.3	6.6	-0.3		5.0	3.9	1.1		2.1	0.5	1.6		0.5	0.6	-0.1		4.1	1.9	2.2	
Life FM	1.1	0.9	0.2	15	5.4	4.9	0.5		0.1	0.5	-0.4		0.2	0.5	-0.3		0.9	0.7	0.2		1.5	0.8	0.7		0.8	0.4	0.4		1.9	1.6	0.3	
Magic Music & Talk*	14.1	15.4	-1.3	1	2.4	2.1	0.3		1.4	0.8	0.6		3.2	2.1	1.1		6.7	7.4	-0.7		16.6	21.0	-4.4		24.8	32.0	-7.2		9.1	8.1	1.0	
Mai FM	3.6	3.1	0.5	11	4.5	3.5	1.0		12.5	8.3	4.2		7.8	6.9	0.9		4.7	4.5	0.2		0.8	1.0	-0.2		0.5	0.4	0.1		2.1	4.4	-2.3	
More FM	6.8	5.8	1.0	7	10.2	9.0	1.2		8.2	7.8	0.4		7.7	7.8	-0.1		9.7	8.3	1.4		8.2	5.6	2.6		2.8	1.9	0.9		15.5	13.3	2.2	
Newstalk ZB	11.6	10.5	1.1	3	4.0	3.3	0.7		1.9	1.4	0.5		3.0	2.5	0.5		3.6	2.7	0.9		8.8	9.1	-0.3		19.0	19.1	-0.1		3.2	2.4	0.8	
Radio Hauraki	1.2	1.2	0.0	14	4.0	4.6	-0.6		0.6	0.6	0.0		2.2	1.9	0.3		1.7	1.4	0.3		0.5	0.4	0.1		0.2	0.2	0.0		0.7	0.8	-0.1	
Radio Kahungunu	0.5	1.1	-0.6	18	0.4	*	*		0.1	*	*		0.2	0.1	0.1		0.5	0.3	0.2		0.5	0.4	0.1		0.8	0.1	0.7		0.3	0.1	0.2	
Radio Sport	1.4	1.6	-0.2	13	*	*	*		0.1	*	*		0.2	1.2	-1.0		1.3	1.9	-0.6		2.3	2.3	0.0		1.7	1.8	-0.1		2.6	2.6	0.0	
Rhema	0.9	0.7	0.2	16	0.4	*	*		0.6	0.4	0.2		0.3	0.4	-0.1		0.3	0.2	0.1		1.7	1.2	0.5		2.3	1.7	0.6		0.6	0.6	0.0	
Rock	8.1	11.8	-3.7	6	4.1	2.9	1.2		19.8	29.0	-9.2		18.9	25.6	-6.7		13.9	18.5	-4.6		5.9	8.2	-2.3		2.7	4.7	-2.0		8.0	13.0	-5.0	
Star	0.7	0.4	0.3	17	*	*	*		0.2	0.1	0.1		*	*	*		0.2	*	*		1.4	0.9	0.5		1.9	1.1	0.8		*	*	*	
The Hits	9.0	9.4	-0.4	4	22.1	25.0	-2.9		7.0	4.2	2.8		10.1	7.8	2.3		10.1	10.3	-0.2		9.6	11.1	-1.5		5.9	6.5	-0.6		15.3	14.2	1.1	
The Sound	8.5	8.5	0.0	5	3.5	3.0	0.5		2.5	5.2	-2.7		5.4	4.8	0.6		8.3	9.5	-1.2		15.5	14.9	0.6		13.4	10.5	2.9		5.1	5.6	-0.5	
ZM	3.7	3.7	0.0	10	8.5	8.7	-0.2		11.0	10.8	0.2		9.6	9.3	0.3		6.3	5.8	0.5		1.1	0.7	0.4		0.2	0.2	0.0		6.5	6.0	0.5	
Others	5.0	4.3	0.7		8.8	5.8	3.0		2.9	2.5	0.4		1.1	1.2	-0.1		3.3	3.7	-0.4		4.7	4.4	0.3		3.1	1.5	1.6		0.9	1.2	-0.3	
MediaWorks Combo	57.5	59.7	-2.2		37.5	35.8	1.7		66.0	69.1	-3.1		64.0	65.9	-1.9		61.9	65.9	-4.0		61.1	64.0	-2.9		60.3	62.5	-2.2		60.1	65.8	-5.7	
NZME Combo	35.7	34.1	1.6		54.1	58.4	-4.3		32.6	29.4	3.2		34.7	32.6	2.1		34.0	30.3	3.7		30.5	29.1	1.4		31.7	32.8	-1.1		36.8	31.5	5.3	
Potential (000)	123.7	123.7	0.0		17.3	17.0	0.3		26.1	26.4	-0.3		30.4	30.4	0.0		49.6	49.6	0.0		37.9	37.9	0.0		34.3	34.3	0.0		20.7	21.6	-0.9	
Sample	874	879	-5		119	105	14		147	160	-13		213	223	-10		353	359	-6		258	256	2		269	265	4		155	163	-8	

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 S3 2019: Sep 2 - Nov 10 2018.

^Flava moved to internet only broadcast from Oct 25 2019.

HAWKE'S BAY COMMERCIAL RADIO - SURVEY 4 2019

Station Share (%) by Daypart, People 10+

Survey Comparisons: 3/2019 - 4/2019

This Survey Period: Sun Jan 20 to Sat Jun 8 & Sun Jun 16 to Sat Nov 2 2019

Last 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

	This	Last	+/-
Potential (000)	123.7	123.7	0.0
Sample Size	874	879	-5

	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	11.2	10.2	1.0	4	13.7	11.4	2.3		15.4	12.3	3.1		11.1	10.3	0.8		6.3	5.3	1.0		9.5	7.5	2.0		11.2	10.4	0.8	
Coast	3.6	2.6	1.0	10	4.0	3.6	0.4		4.4	3.3	1.1		3.3	3.4	-0.1		2.3	2.3	0.0		6.3	4.2	2.1		5.3	4.3	1.0	
Edge	3.7	3.9	-0.2	9	3.3	4.0	-0.7		4.3	4.6	-0.3		6.0	5.9	0.1		5.5	6.7	-1.2		1.0	1.7	-0.7		4.3	4.6	-0.3	
Flava^	3.1	2.7	0.4	11	3.6	2.8	0.8		3.3	3.6	-0.3		4.0	3.3	0.7		2.6	2.1	0.5		5.9	7.0	-1.1		3.0	3.1	-0.1	
Life FM	1.7	1.5	0.2	13	0.9	0.5	0.4		1.4	1.2	0.2		0.8	0.5	0.3		0.2	0.1	0.1		0.3	0.3	0.0		1.1	0.8	0.3	
Magic Music & Talk*	14.2	15.4	-1.2	2	16.0	17.7	-1.7		13.5	15.5	-2.0		9.2	10.1	-0.9		9.5	9.5	0.0		10.7	10.0	0.7		17.3	18.6	-1.3	
Mai FM	2.2	2.7	-0.5	12	2.3	2.7	-0.4		2.8	2.6	0.2		4.1	2.7	1.4		10.3	8.2	2.1		6.4	5.6	0.8		3.8	2.9	0.9	
More FM	8.5	7.5	1.0	5	6.2	5.3	0.9		6.1	5.7	0.4		7.1	5.4	1.7		7.1	6.2	0.9		7.0	5.8	1.2		6.3	5.0	1.3	
Newstalk ZB	17.0	15.1	1.9	1	10.5	9.3	1.2		7.3	5.6	1.7		8.3	8.5	-0.2		17.7	18.6	-0.9		21.3	26.1	-4.8		10.1	8.7	1.4	
Radio Hauraki	0.6	0.4	0.2	16	0.8	0.6	0.2		0.6	0.7	-0.1		2.7	2.8	-0.1		4.8	6.0	-1.2		0.1	0.1	0.0		1.0	0.9	0.1	
Radio Kahungunu	0.7	0.7	0.0	15	0.5	1.1	-0.6		0.5	1.0	-0.5		0.6	1.5	-0.9		0.6	1.8	-1.2		0.8	1.3	-0.5		0.4	1.0	-0.6	
Radio Sport	0.2	0.4	-0.2	18	1.9	2.1	-0.2		1.2	1.8	-0.6		2.6	3.0	-0.4		1.0	0.6	0.4		*	0.1	*		1.9	1.9	0.0	
Rhema	1.0	0.6	0.4	14	0.8	0.4	0.4		0.7	0.5	0.2		1.0	0.8	0.2		0.5	0.4	0.1		1.2	1.2	0.0		1.2	0.9	0.3	
Rock	6.6	10.7	-4.1	6	10.1	13.9	-3.8		9.7	14.0	-4.3		8.8	11.9	-3.1		7.1	7.2	-0.1		11.2	12.0	-0.8		6.0	9.8	-3.8	
Star	0.3	0.1	0.2	17	0.1	*	*		0.7	0.4	0.3		1.1	0.9	0.2		1.7	1.5	0.2		0.5	*	*		1.2	0.7	0.5	
The Hits	11.6	11.3	0.3	3	5.9	7.1	-1.2		8.8	9.3	-0.5		10.7	11.9	-1.2		6.5	7.6	-1.1		5.4	3.8	1.6		9.5	9.8	-0.3	
The Sound	6.2	6.1	0.1	7	9.3	9.3	0.0		9.6	9.9	-0.3		8.6	7.8	0.8		10.1	9.1	1.0		11.3	11.2	0.1		7.8	8.5	-0.7	
ZM	4.3	4.8	-0.5	8	3.3	3.2	0.1		3.3	3.1	0.2		5.6	5.2	0.4		3.2	3.5	-0.3		0.7	0.4	0.3		3.5	3.6	-0.1	
Others	3.3	3.4	-0.1		6.7	5.0	1.7		6.5	5.0	1.5		4.5	4.1	0.4		3.1	3.4	-0.3		0.5	1.5	-1.0		5.3	4.7	0.6	
MediaWorks Combo	52.6	56.5	-3.9		61.2	64.4	-3.2		61.9	64.6	-2.7		54.9	54.0	0.9		55.8	52.2	3.6		57.0	53.9	3.1		57.0	59.8	-2.8	
NZME Combo	41.2	38.0	3.2		31.7	29.6	2.1		30.2	28.5	1.7		38.6	39.7	-1.1		39.0	41.9	-2.9		39.7	41.8	-2.1		35.8	33.6	2.2	

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

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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 S3 2019: Sep 2 - Nov 10 2018.

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HAWKE'S BAY COMMERCIAL RADIO - SURVEY 4 2019

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

Survey Comparisons: 3/2019 - 4/2019

This Survey Period: Sun Jan 20 to Sat Jun 8 & Sun Jun 16 to Sat Nov 2 2019

Last 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

	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	20.2	19.9	0.3	2	1.8	1.9	-0.1	3.0	2.7	0.3	4.6	4.1	0.5	9.8	9.0	0.8	9.0	9.4	-0.4	6.2	6.7	-0.5	4.4	4.5	-0.1
Coast	9.5	9.4	0.1	11	0.9	0.4	0.5	0.8	1.2	-0.4	1.4	1.6	-0.2	3.8	3.5	0.3	4.3	4.0	0.3	3.5	3.7	-0.2	1.7	1.5	0.2
Edge	16.1	15.3	0.8	5	4.0	4.8	-0.8	5.4	4.6	0.8	6.4	5.5	0.9	8.7	7.4	1.3	3.8	3.3	0.5	1.9	1.5	0.4	4.6	4.3	0.3
Flava^	10.9	9.9	1.0	8	2.7	2.6	0.1	4.6	4.9	-0.3	4.6	4.5	0.1	5.3	4.5	0.8	1.7	1.2	0.5	1.1	1.1	0.0	1.7	1.1	0.6
Life FM	2.6	2.4	0.2	14	0.7	0.7	0.0	0.5	0.8	-0.3	0.2	0.4	-0.2	0.7	0.8	-0.1	1.1	0.8	0.3	0.8	0.5	0.3	0.6	0.7	-0.1
Magic Music & Talk*	19.8	20.7	-0.9	3	1.1	1.2	-0.1	0.3	0.3	0.0	1.6	1.2	0.4	4.5	4.7	-0.2	8.4	9.7	-1.3	11.0	12.2	-1.2	2.4	2.5	-0.1
Mai FM	6.6	5.6	1.0	12	1.6	1.0	0.6	2.6	2.2	0.4	3.4	3.1	0.3	3.7	3.4	0.3	1.1	0.9	0.2	0.7	0.6	0.1	1.2	1.4	-0.2
More FM	16.8	17.1	-0.3	4	3.3	3.4	-0.1	4.3	4.9	-0.6	4.8	5.0	-0.2	8.6	8.7	-0.1	5.4	5.0	0.4	2.4	2.1	0.3	4.6	4.8	-0.2
Newstalk ZB	14.9	14.1	0.8	7	1.0	1.0	0.0	0.5	0.3	0.2	1.2	0.9	0.3	3.4	2.8	0.6	6.0	5.8	0.2	7.9	7.7	0.2	0.7	0.8	-0.1
Radio Hauraki	2.1	2.0	0.1	15	0.2	0.2	0.0	0.8	0.8	0.0	1.3	1.1	0.2	1.6	1.4	0.2	0.4	0.2	0.2	0.1	0.1	0.0	0.4	0.5	-0.1
Radio Kahungunu	1.5	1.4	0.1	17	0.2	*	*	0.2	0.1	0.1	0.3	0.2	0.1	0.7	0.7	0.0	0.7	0.6	0.1	0.4	0.3	0.1	0.3	0.3	0.0
Radio Sport	3.9	3.9	0.0	13	*	*	*	0.2	0.1	0.1	0.5	0.6	-0.1	1.4	1.5	-0.1	1.8	1.8	0.0	1.7	1.8	-0.1	0.5	0.4	0.1
Rhema	1.6	1.5	0.1	16	0.1	*	*	0.6	0.6	0.0	0.4	0.6	-0.2	0.5	0.6	-0.1	0.6	0.4	0.2	0.8	0.6	0.2	0.2	0.4	-0.2
Rock	16.0	16.9	-0.9	6	1.5	1.2	0.3	5.2	6.7	-1.5	8.5	8.5	0.0	10.6	10.8	-0.2	4.4	4.8	-0.4	2.7	3.0	-0.3	3.9	3.5	0.4
Star	1.5	1.2	0.3	17	*	*	*	0.5	0.6	-0.1	0.3	0.3	0.0	0.6	0.3	0.3	0.5	0.2	0.3	0.4	0.2	0.2	*	*	*
The Hits	20.6	20.2	0.4	1	4.1	4.7	-0.6	4.6	3.7	0.9	7.8	5.8	2.0	10.8	9.7	1.1	6.5	7.5	-1.0	4.3	4.2	0.1	5.6	4.6	1.0
The Sound	9.6	10.7	-1.1	10	0.6	0.5	0.1	1.0	1.8	-0.8	2.2	2.8	-0.6	5.4	6.5	-1.1	6.0	6.3	-0.3	3.6	3.3	0.3	1.5	2.4	-0.9
ZM	10.3	9.4	0.9	9	1.3	1.2	0.1	5.5	5.0	0.5	6.6	5.7	0.9	8.1	7.0	1.1	1.7	1.5	0.2	0.3	0.4	-0.1	3.4	3.1	0.3
Others	8.9	9.1	-0.2		1.7	1.3	0.4	1.1	1.4	-0.3	0.9	1.1	-0.2	2.9	3.4	-0.5	3.3	3.2	0.1	2.0	1.5	0.5	0.7	0.9	-0.2
MediaWorks Combo	70.9	74.3	-3.4		8.7	9.7	-1.0	13.4	14.7	-1.3	20.3	19.6	0.7	33.9	34.4	-0.5	25.4	27.5	-2.1	20.4	21.3	-0.9	13.8	14.5	-0.7
NZME Combo	54.6	52.1	2.5		7.9	7.6	0.3	11.4	11.1	0.3	16.9	15.2	1.7	25.7	23.2	2.5	17.1	16.5	0.6	14.5	14.3	0.2	10.6	9.3	1.3
All Commercial Radio	94.6	95.7	-1.1		11.6	12.5	-0.9	17.0	18.1	-1.1	25.5	24.9	0.6	42.9	41.9	1.0	33.4	33.4	0.0	27.4	27.3	0.1	17.5	17.5	0.0
Potential (000)	123.7	123.7	0.0		17.3	17.0	0.3	26.1	26.4	-0.3	30.4	30.4	0.0	49.6	49.6	0.0	37.9	37.9	0.0	34.3	34.3	0.0	20.7	21.6	-0.9
Sample	874	879	-5		119	105	14	147	160	-13	213	223	-10	353	359	-6	258	256	2	269	265	4	155	163	-8

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HAWKE'S BAY COMMERCIAL RADIO - SURVEY 4 2019

Cumulative Audience (000's) by Daypart, People 10+
Survey Comparisons: 3/2019 - 4/2019

This Survey Period: Sun Jan 20 to Sat Jun 8 & Sun Jun 16 to Sat Nov 2 2019

Last 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

	This	Last	+/-
Potential (000)	123.7	123.7	0.0
Sample Size	874	879	-5

	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	11.6	11.8	-0.2	2	9.1	8.8	0.3		10.8	10.1	0.7		9.7	10.3	-0.6		3.3	3.0	0.3		3.1	2.3	0.8		14.4	14.0	0.4	
Coast	4.2	3.6	0.6	11	3.3	3.8	-0.5		4.3	5.0	-0.7		3.7	3.9	-0.2		1.0	1.1	-0.1		1.4	1.1	0.3		5.1	5.1	0.0	
Edge	8.7	8.7	0.0	6	5.2	5.2	0.0		7.2	7.8	-0.6		7.3	7.6	-0.3		3.3	3.7	-0.4		0.5	0.8	-0.3		8.4	7.9	0.5	
Flava^	5.5	5.0	0.5	9	3.7	2.8	0.9		5.2	5.2	0.0		4.4	3.8	0.6		2.7	2.1	0.6		2.5	2.4	0.1		5.4	5.2	0.2	
Life FM	1.5	1.2	0.3	13	0.9	0.9	0.0		1.6	1.3	0.3		1.0	0.5	0.5		0.4	0.2	0.2		0.4	0.4	0.0		1.6	1.3	0.3	
Magic Music & Talk*	11.1	12.2	-1.1	4	11.7	12.4	-0.7		11.5	12.7	-1.2		9.0	10.0	-1.0		4.4	5.0	-0.6		2.8	3.1	-0.3		14.9	14.9	0.0	
Mai FM	3.7	3.6	0.1	12	3.0	2.9	0.1		3.6	3.5	0.1		4.0	3.0	1.0		2.3	1.7	0.6		1.2	1.4	-0.2		5.0	3.9	1.1	
More FM	10.8	10.3	0.5	5	6.0	5.2	0.8		7.5	8.0	-0.5		7.3	7.0	0.3		3.7	4.1	-0.4		2.1	2.5	-0.4		11.1	10.5	0.6	
Newstalk ZB	11.3	10.6	0.7	3	8.3	7.9	0.4		6.0	5.6	0.4		6.4	6.2	0.2		4.7	4.8	-0.1		4.5	4.2	0.3		10.0	9.4	0.6	
Radio Hauraki	0.8	0.5	0.3	15	0.9	0.9	0.0		1.0	1.1	-0.1		1.2	1.1	0.1		0.5	0.6	-0.1		0.1	0.1	0.0		1.1	1.1	0.0	
Radio Kahungunu	0.6	0.7	-0.1	17	0.7	0.7	0.0		0.8	0.8	0.0		0.5	0.6	-0.1		0.4	0.6	-0.2		0.2	0.2	0.0		0.4	0.5	-0.1	
Radio Sport	0.7	0.9	-0.2	16	1.3	1.3	0.0		1.3	1.6	-0.3		1.6	1.8	-0.2		0.9	0.6	0.3	*	0.1	*	*		3.0	2.9	0.1	
Rhema	1.1	1.0	0.1	14	0.8	1.0	-0.2		0.6	0.5	0.1		0.6	0.6	0.0		0.3	0.2	0.1		0.3	0.3	0.0		1.0	1.1	-0.1	
Rock	7.6	9.5	-1.9	7	7.9	8.8	-0.9		8.5	9.8	-1.3		7.5	8.9	-1.4		3.5	3.3	0.2		2.0	2.4	-0.4		7.4	8.6	-1.2	
Star	0.2	0.2	0.0	18	0.2	0.1	0.1		0.7	0.6	0.1		0.6	0.7	-0.1		0.4	0.2	0.2		0.1	*	*		1.3	1.0	0.3	
The Hits	12.0	11.5	0.5	1	7.4	7.0	0.4		10.5	10.9	-0.4		10.4	11.5	-1.1		4.3	4.5	-0.2		2.9	2.3	0.6		14.5	13.9	0.6	
The Sound	5.3	6.4	-1.1	10	5.2	5.4	-0.2		5.1	5.3	-0.2		5.6	5.8	-0.2		1.4	1.4	0.0		1.8	2.2	-0.4		5.5	6.3	-0.8	
ZM	6.2	6.2	0.0	8	4.6	4.4	0.2		6.0	5.8	0.2		6.1	6.0	0.1		2.6	2.3	0.3		0.6	0.6	0.0		6.0	6.1	-0.1	
Others	4.6	4.8	-0.2		3.8	3.7	0.1		5.0	5.3	-0.3		3.4	3.8	-0.4		1.8	1.8	0.0		0.5	0.7	-0.2		5.3	5.2	0.1	
MediaWorks Combo	46.8	51.1	-4.3		38.9	41.1	-2.2		43.5	47.0	-3.5		40.8	42.9	-2.1		19.3	20.5	-1.2		10.9	12.2	-1.3		53.5	53.5	0.0	
NZME Combo	36.8	34.7	2.1		25.3	24.6	0.7		30.7	31.3	-0.6		30.3	30.7	-0.4		15.4	15.0	0.4		10.9	9.6	1.3		39.0	37.8	1.2	
All Commercial Radio	73.0	74.0	-1.0		57.4	58.5	-1.1		65.6	67.5	-1.9		60.5	61.9	-1.4		32.0	32.8	-0.8		19.6	19.8	-0.2		78.6	77.5	1.1	

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 S3 2019: Sep 2 - Nov 10 2018.

^Flava moved to internet only broadcast from Oct 25 2019.

HAWKE'S BAY COMMERCIAL RADIO - SURVEY 4 2019

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

Survey Comparisons: 3/2019 - 4/2019

This Survey Period: Sun Jan 20 to Sat Jun 8 & Sun Jun 16 to Sat Nov 2 2019

Last 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

	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	9:52	9:18	0:34	2:20	2:32	-0:11	12:04	11:11	0:52	12:35	12:33	0:01	9:56	10:29	-0:32	7:58	7:48	0:10	12:25	10:09	2:16	9:09	9:57	-0:48
Coast	7:23	6:26	0:57	3:53	5:15	-1:22	6:59	6:04	0:54	7:49	7:39	0:09	9:45	7:27	2:18	8:17	7:19	0:57	6:29	6:55	-0:25	6:18	5:50	0:27
Edge	4:15	5:09	-0:54	3:20	3:37	-0:16	5:08	6:55	-1:46	4:34	6:18	-1:43	4:31	6:24	-1:52	3:59	5:21	-1:21	3:27	3:32	-0:04	3:43	5:48	-2:04
Flava^	5:09	5:39	-0:30	3:16	6:00	-2:43	5:01	5:48	-0:46	5:41	6:51	-1:09	6:59	6:50	0:09	7:43	3:04	4:38	2:23	2:55	-0:31	6:46	5:31	1:15
Life FM	7:00	6:15	0:44	10:19	10:31	-0:11	0:38	2:01	-1:23	3:48	4:52	-1:03	9:18	6:50	2:27	8:18	7:08	1:09	5:11	4:34	0:37	9:01	7:47	1:13
Magic Music & Talk*	11:46	13:03	-1:17	3:05	2:41	0:24	12:25	8:17	4:07	8:07	8:11	-0:04	11:04	12:43	-1:38	12:51	14:50	-1:58	12:27	14:54	-2:26	10:44	10:34	0:10
Mai FM	8:52	9:45	-0:53	3:48	5:18	-1:29	14:33	12:50	1:43	9:40	10:30	-0:50	9:19	10:48	-1:28	4:46	7:30	-2:43	3:54	3:56	-0:02	4:56	10:30	-5:34
More FM	6:42	5:57	0:44	4:21	3:47	0:33	5:42	5:26	0:15	6:40	7:14	-0:33	8:21	7:45	0:36	9:52	7:46	2:06	6:35	5:07	1:28	9:36	9:05	0:30
Newstalk ZB	12:51	13:00	-0:08	5:44	4:57	0:46	10:47	14:03	-3:16	10:47	12:02	-1:15	7:51	7:54	-0:02	9:28	10:43	-1:14	13:16	14:01	-0:45	12:10	10:22	1:47
Radio Hauraki	9:27	10:25	-0:57	32:15	32:15	0:00	2:21	2:20	0:01	7:21	7:45	-0:23	7:37	8:17	-0:40	8:29	10:42	-2:13	9:15	9:15	0:00	5:11	5:13	-0:01
Radio Kahungunu	5:54	12:44	-6:49	2:30	*	*	1:00	1:00	0:00	2:15	2:16	-0:00	4:47	3:41	1:06	5:13	3:59	1:14	10:34	1:51	8:43	3:41	1:36	2:04
Radio Sport	5:55	7:26	-1:31	*	*	*	1:15	1:15	0:00	1:41	8:38	-6:57	6:55	10:28	-3:33	8:29	8:28	0:00	5:31	5:38	-0:07	14:02	20:43	-6:41
Rhema	9:34	7:46	1:47	5:30	*	*	2:51	2:08	0:43	3:39	2:40	0:58	4:04	2:40	1:23	17:42	18:14	-0:31	15:49	14:44	1:04	8:21	5:00	3:20
Rock	8:23	12:13	-3:50	3:50	3:39	0:10	11:20	14:51	-3:31	9:11	13:55	-4:44	9:36	13:49	-4:13	8:48	11:42	-2:53	5:32	8:55	-3:23	5:52	11:59	-6:06
Star	8:25	5:55	2:29	*	*	*	0:51	0:52	-0:01	0:23	0:22	0:00	1:58	0:22	1:35	17:29	35:00	-17:30	30:08	35:00	-4:51	*	*	*
The Hits	7:13	8:11	-0:57	7:26	7:46	-0:19	4:31	3:50	0:41	5:24	6:13	-0:49	6:54	8:32	-1:37	9:32	10:11	-0:38	7:39	8:40	-1:01	7:43	10:02	-2:19
The Sound	14:34	13:59	0:35	8:04	9:31	-1:26	7:22	10:07	-2:44	10:20	8:05	2:14	11:15	11:45	-0:29	16:53	16:18	0:34	20:40	17:48	2:51	9:48	7:27	2:20
ZM	5:56	6:55	-0:58	8:45	10:43	-1:57	6:00	7:23	-1:22	6:03	7:30	-1:27	5:42	6:43	-1:01	4:05	3:04	1:01	3:08	2:49	0:18	5:22	6:18	-0:55
Others	9:12	8:19	0:53	7:13	6:17	0:55	7:53	6:02	1:50	5:11	5:11	0:00	8:19	8:48	-0:29	9:09	9:34	-0:25	8:37	5:29	3:08	3:49	4:06	-0:17
MediaWorks Combo	13:26	14:06	-0:39	5:59	5:21	0:37	14:41	16:06	-1:24	13:06	15:33	-2:27	13:28	15:27	-1:59	15:36	16:02	-0:26	16:20	16:38	-0:17	12:21	14:50	-2:28
NZME Combo	10:49	11:29	-0:40	9:32	11:12	-1:40	8:33	9:05	-0:31	8:31	9:56	-1:24	9:44	10:33	-0:48	11:36	12:07	-0:31	12:01	13:02	-1:01	9:51	11:04	-1:13
All Commercial Radio	17:29	18:21	-0:51	11:57	11:41	0:15	17:33	18:56	-1:22	16:16	18:38	-2:21	17:10	19:15	-2:04	19:24	20:39	-1:14	20:08	20:48	-0:39	16:16	18:38	-2:22
Potential (000)	123.7	123.7	0.0	17.3	17.0	0.3	26.1	26.4	-0.3	30.4	30.4	0.0	49.6	49.6	0.0	37.9	37.9	0.0	34.3	34.3	0.0	20.7	21.6	-0.9
Sample	874	879	-5	119	105	14	147	160	-13	213	223	-10	353	359	-6	258	256	2	269	265	4	155	163	-8

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 S3 2019: Sep 2 - Nov 10 2018.

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HAWKE'S BAY COMMERCIAL RADIO - SURVEY 4 2019

Average Time Spent Listening (hh:mm) by Daypart, People 10+
Survey Comparisons: 3/2019 - 4/2019

This Survey Period: Sun Jan 20 to Sat Jun 8 & Sun Jun 16 to Sat Nov 2 2019

Last 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

	This	Last	+/-
Potential (000)	123.7	123.7	0.0
Sample Size	874	879	-5

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

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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 S3 2019: Sep 2 - Nov 10 2018.

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