

HAWKE'S BAY COMMERCIAL RADIO - SURVEY 1 2020

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

Survey Comparisons: 4/2019 - 1/2020

This Survey Period: Sun Mar 31 to Sat Jun 8 2019 & Sun Jun 16 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020

Last Survey Period: Sun Jan 20 to Sat Jun 8 & Sun Jun 16 to Sat Nov 2 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	12.3	12.1	0.2	3	3.7	3.1	0.6		11.1	12.2	-1.1		14.4	13.9	0.5		13.4	13.3	0.1		12.3	11.1	1.2		15.7	13.9	1.8		14.3	14.3	0.0	
Coast	4.5	4.2	0.3	8	3.3	2.5	0.8		2.1	2.0	0.1		2.2	2.7	-0.5		4.2	5.1	-0.9		5.4	5.5	-0.1		4.9	4.1	0.8		2.7	3.7	-1.0	
Edge	4.5	4.1	0.4	8	7.0	9.7	-2.7		10.3	9.3	1.0		6.5	7.1	-0.6		5.4	5.3	0.1		4.0	2.3	1.7		2.8	1.2	1.6		5.8	6.0	-0.2	
Life FM	0.6	1.1	-0.5	17	1.0	5.4	-4.4		0.1	0.1	0.0		0.5	0.2	0.3		0.7	0.9	-0.2		1.1	1.5	-0.4		0.8	0.8	0.0		0.7	1.9	-1.2	
Magic	13.7	14.1	-0.4	1	1.3	2.4	-1.1		1.8	1.4	0.4		2.2	3.2	-1.0		4.8	6.7	-1.9		15.2	16.6	-1.4		25.7	24.8	0.9		9.9	9.1	0.8	
Mai FM	2.4	3.6	-1.2	11	10.0	4.5	5.5		5.5	12.5	-7.0		5.4	7.8	-2.4		3.6	4.7	-1.1		0.5	0.8	-0.3		0.2	0.5	-0.3		3.3	2.1	1.2	
More FM	8.5	6.8	1.7	6	14.4	10.2	4.2		8.5	8.2	0.3		8.5	7.7	0.8		11.7	9.7	2.0		11.6	8.2	3.4		5.3	2.8	2.5		17.7	15.5	2.2	
Newstalk ZB	13.3	11.6	1.7	2	3.9	4.0	-0.1		0.7	1.9	-1.2		2.5	3.0	-0.5		4.2	3.6	0.6		10.8	8.8	2.0		19.3	19.0	0.3		2.2	3.2	-1.0	
Radio Hauraki	1.0	1.2	-0.2	13	*	4.0	*		0.4	0.6	-0.2		3.0	2.2	0.8		2.1	1.7	0.4		0.4	0.5	-0.1		0.2	0.2	0.0		1.1	0.7	0.4	
Radio Kahungunu	0.7	0.5	0.2	16	0.4	0.4	0.0		0.1	0.1	0.0		0.1	0.2	-0.1		0.7	0.5	0.2		0.8	0.5	0.3		1.1	0.8	0.3		0.4	0.3	0.1	
Radio Sport	2.0	1.4	0.6	12	*	*	*		0.1	0.1	0.0		0.2	0.2	0.0		2.0	1.3	0.7		3.9	2.3	1.6		2.3	1.7	0.6		3.0	2.6	0.4	
Rhema	1.0	0.9	0.1	13	0.6	0.4	0.2		0.8	0.6	0.2		0.5	0.3	0.2		0.4	0.3	0.1		1.9	1.7	0.2		2.3	2.3	0.0		1.1	0.6	0.5	
Rock	9.5	8.1	1.4	4	3.5	4.1	-0.6		21.6	19.8	1.8		20.2	18.9	1.3		14.4	13.9	0.5		6.6	5.9	0.7		4.5	2.7	1.8		7.7	8.0	-0.3	
Star	0.8	0.7	0.1	15	*	*	*		0.2	0.2	0.0		*	*	*		0.1	0.2	-0.1		1.2	1.4	-0.2		1.6	1.9	-0.3		*	*	*	
The Hits	8.9	9.0	-0.1	5	27.6	22.1	5.5		9.6	7.0	2.6		13.0	10.1	2.9		11.4	10.1	1.3		7.4	9.6	-2.2		4.0	5.9	-1.9		14.6	15.3	-0.7	
The Sound	5.3	8.5	-3.2	7	2.0	3.5	-1.5		5.0	2.5	2.5		4.2	5.4	-1.2		6.5	8.3	-1.8		9.6	15.5	-5.9		5.5	13.4	-7.9		3.2	5.1	-1.9	
ZM	4.1	3.7	0.4	10	9.3	8.5	0.8		12.6	11.0	1.6		9.5	9.6	-0.1		6.7	6.3	0.4		1.3	1.1	0.2		0.4	0.2	0.2		6.8	6.5	0.3	
MediaWorks Combo	56.6	57.5	-0.9		42.0	37.5	4.5		64.2	66.0	-1.8		61.7	64.0	-2.3		59.9	61.9	-2.0		60.6	61.1	-0.5		60.5	60.3	0.2		62.1	60.1	2.0	
NZME Combo	37.2	35.7	1.5		53.7	54.1	-0.4		33.9	32.6	1.3		36.5	34.7	1.8		36.1	34.0	2.1		31.5	30.5	1.0		31.4	31.7	-0.3		35.3	36.8	-1.5	
Potential (000)	127.5	123.7	3.8		17.3	17.3	0.0		28.0	26.1	1.9		32.4	30.4	2.0		51.7	49.6	2.1		38.5	37.9	0.6		35.2	34.3	0.9		22.1	20.7	1.4	
Sample	882	874	8		128	119	9		150	147	3		209	213	-4		349	353	-4		268	258	10		269	269	0		155	155	0	

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 Rock or The Sound or internet only listening to George FM

NZME Combo: Coast or Flava (until S4 2019) or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or internet only listening to Flava (from S1 2020) or Hokonui or Mix

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Survey Comparisons: 4/2019 - 1/2020

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

	This	Last	+/-
Potential (000)	127.5	123.7	3.8
Sample Size	882	874	8

	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	11.7	11.2	0.5	3	14.5	13.7	0.8		15.2	15.4	-0.2		11.2	11.1	0.1		4.2	6.3	-2.1		9.3	9.5	-0.2		11.6	11.2	0.4	
Coast	3.5	3.6	-0.1	9	3.5	4.0	-0.5		4.8	4.4	0.4		3.3	3.3	0.0		4.1	2.3	1.8		8.6	6.3	2.3		5.7	5.3	0.4	
Edge	4.4	3.7	0.7	7	2.9	3.3	-0.4		3.6	4.3	-0.7		5.5	6.0	-0.5		6.8	5.5	1.3		7.8	1.0	6.8		5.1	4.3	0.8	
Life FM	0.3	1.7	-1.4	17	0.8	0.9	-0.1		0.8	1.4	-0.6		0.6	0.8	-0.2		0.3	0.2	0.1		0.3	0.3	0.0		0.8	1.1	-0.3	
Magic	12.5	14.2	-1.7	2	16.9	16.0	0.9		13.0	13.5	-0.5		9.4	9.2	0.2		7.6	9.5	-1.9		10.5	10.7	-0.2		17.3	17.3	0.0	
Mai FM	3.0	2.2	0.8	11	2.0	2.3	-0.3		2.6	2.8	-0.2		1.9	4.1	-2.2		2.2	10.3	-8.1		1.0	6.4	-5.4		2.8	3.8	-1.0	
More FM	9.8	8.5	1.3	5	7.3	6.2	1.1		7.1	6.1	1.0		11.2	7.1	4.1		9.2	7.1	2.1		6.9	7.0	-0.1		8.4	6.3	2.1	
Newstalk ZB	19.2	17.0	2.2	1	10.6	10.5	0.1		7.9	7.3	0.6		8.1	8.3	-0.2		25.6	17.7	7.9		25.1	21.3	3.8		12.6	10.1	2.5	
Radio Hauraki	0.5	0.6	-0.1	16	0.8	0.8	0.0		0.8	0.6	0.2		2.1	2.7	-0.6		5.0	4.8	0.2		0.2	0.1	0.1		0.4	1.0	-0.6	
Radio Kahungunu	1.0	0.7	0.3	13	0.7	0.5	0.2		0.5	0.5	0.0		0.6	0.6	0.0		0.9	0.6	0.3		0.9	0.8	0.1		0.6	0.4	0.2	
Radio Sport	2.1	0.2	1.9	12	2.5	1.9	0.6		1.9	1.2	0.7		2.3	2.6	-0.3		1.1	1.0	0.1		0.5	*	*		1.9	1.9	0.0	
Rhema	0.9	1.0	-0.1	14	1.0	0.8	0.2		0.9	0.7	0.2		1.1	1.0	0.1		0.8	0.5	0.3		1.5	1.2	0.3		1.3	1.2	0.1	
Rock	6.6	6.6	0.0	6	12.4	10.1	2.3		12.7	9.7	3.0		11.2	8.8	2.4		8.0	7.1	0.9		7.5	11.2	-3.7		6.7	6.0	0.7	
Star	0.7	0.3	0.4	15	0.6	0.1	0.5		0.9	0.7	0.2		0.7	1.1	-0.4		0.3	1.7	-1.4		0.6	0.5	0.1		1.0	1.2	-0.2	
The Hits	11.1	11.6	-0.5	4	5.9	5.9	0.0		9.7	8.8	0.9		10.6	10.7	-0.1		7.1	6.5	0.6		3.6	5.4	-1.8		9.2	9.5	-0.3	
The Sound	3.4	6.2	-2.8	10	6.4	9.3	-2.9		6.4	9.6	-3.2		5.7	8.6	-2.9		8.0	10.1	-2.1		8.9	11.3	-2.4		3.7	7.8	-4.1	
ZM	4.4	4.3	0.1	7	3.3	3.3	0.0		3.4	3.3	0.1		7.5	5.6	1.9		4.0	3.2	0.8		0.9	0.7	0.2		3.7	3.5	0.2	
MediaWorks Combo	51.6	52.6	-1.0		62.8	61.2	1.6		61.0	61.9	-0.9		56.3	54.9	1.4		46.1	55.8	-9.7		51.8	57.0	-5.2		56.0	57.0	-1.0	
NZME Combo	43.4	41.2	2.2		30.3	31.7	-1.4		31.7	30.2	1.5		38.0	38.6	-0.6		50.0	39.0	11.0		44.1	39.7	4.4		37.2	35.8	1.4	

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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	20.6	20.2	0.4	1	1.7	1.8	-0.1	3.4	3.0	0.4	5.9	4.6	1.3	10.3	9.8	0.5	9.2	9.0	0.2	6.9	6.2	0.7	4.7	4.4	0.3
Coast	9.8	9.5	0.3	9	0.8	0.9	-0.1	0.9	0.8	0.1	1.7	1.4	0.3	3.4	3.8	-0.4	3.8	4.3	-0.5	3.9	3.5	0.4	1.3	1.7	-0.4
Edge	15.9	16.1	-0.2	7	2.8	4.0	-1.2	6.3	5.4	0.9	6.4	6.4	0.0	9.0	8.7	0.3	4.2	3.8	0.4	2.1	1.9	0.2	5.2	4.6	0.6
Life FM	2.5	2.6	-0.1	13	0.4	0.7	-0.3	0.6	0.5	0.1	0.4	0.2	0.2	0.8	0.7	0.1	1.0	1.1	-0.1	0.8	0.8	0.0	0.4	0.6	-0.2
Magic	18.5	19.8	-1.3	4	0.4	1.1	-0.7	0.4	0.3	0.1	1.1	1.6	-0.5	3.6	4.5	-0.9	7.7	8.4	-0.7	10.8	11.0	-0.2	2.5	2.4	0.1
Mai FM	7.1	6.6	0.5	11	2.8	1.6	1.2	2.4	2.6	-0.2	3.2	3.4	-0.2	3.6	3.7	-0.1	0.6	1.1	-0.5	0.2	0.7	-0.5	1.4	1.2	0.2
More FM	18.7	16.8	1.9	3	3.1	3.3	-0.2	4.5	4.3	0.2	5.9	4.8	1.1	9.9	8.6	1.3	6.1	5.4	0.7	3.2	2.4	0.8	5.4	4.6	0.8
Newstalk ZB	16.3	14.9	1.4	5	0.7	1.0	-0.3	0.4	0.5	-0.1	1.0	1.2	-0.2	3.4	3.4	0.0	6.4	6.0	0.4	8.4	7.9	0.5	0.7	0.7	0.0
Radio Hauraki	1.9	2.1	-0.2	16	*	0.2	*	0.7	0.8	-0.1	1.5	1.3	0.2	1.8	1.6	0.2	0.3	0.4	-0.1	0.1	0.1	0.0	0.6	0.4	0.2
Radio Kahungunu	2.0	1.5	0.5	14	0.2	0.2	0.0	0.4	0.2	0.2	0.4	0.3	0.1	1.3	0.7	0.6	0.9	0.7	0.2	0.2	0.4	-0.2	0.5	0.3	0.2
Radio Sport	4.1	3.9	0.2	12	*	*	*	0.2	0.2	0.0	0.5	0.5	0.0	1.4	1.4	0.0	1.9	1.8	0.1	1.9	1.7	0.2	0.6	0.5	0.1
Rhema	2.0	1.6	0.4	14	0.1	0.1	0.0	0.6	0.6	0.0	0.4	0.4	0.0	0.6	0.5	0.1	0.8	0.6	0.2	1.0	0.8	0.2	0.5	0.2	0.3
Rock	16.3	16.0	0.3	5	0.9	1.5	-0.6	6.3	5.2	1.1	9.3	8.5	0.8	11.2	10.6	0.6	4.0	4.4	-0.4	2.5	2.7	-0.2	3.8	3.9	-0.1
Star	1.4	1.5	-0.1	17	*	*	*	0.6	0.5	0.1	0.2	0.3	-0.1	0.4	0.6	-0.2	0.4	0.5	-0.1	0.3	0.4	-0.1	*	*	*
The Hits	20.5	20.6	-0.1	2	4.1	4.1	0.0	5.7	4.6	1.1	8.2	7.8	0.4	11.3	10.8	0.5	5.6	6.5	-0.9	3.4	4.3	-0.9	5.4	5.6	-0.2
The Sound	8.6	9.6	-1.0	10	0.4	0.6	-0.2	1.5	1.0	0.5	2.1	2.2	-0.1	4.7	5.4	-0.7	5.3	6.0	-0.7	3.1	3.6	-0.5	1.1	1.5	-0.4
ZM	11.9	10.3	1.6	8	1.7	1.3	0.4	6.3	5.5	0.8	7.0	6.6	0.4	8.2	8.1	0.1	1.8	1.7	0.1	0.6	0.3	0.3	3.7	3.4	0.3
MediaWorks Combo	71.8	70.9	0.9		8.4	8.7	-0.3	15.4	13.4	2.0	21.5	20.3	1.2	34.2	33.9	0.3	24.4	25.4	-1.0	20.4	20.4	0.0	15.2	13.8	1.4
NZME Combo	56.3	54.6	1.7		7.3	7.9	-0.6	12.2	11.4	0.8	18.1	16.9	1.2	26.9	25.7	1.2	16.6	17.1	-0.5	14.9	14.5	0.4	10.9	10.6	0.3
All Commercial Radio	98.2	94.6	3.6		11.8	11.6	0.2	19.3	17.0	2.3	27.6	25.5	2.1	45.2	42.9	2.3	33.5	33.4	0.1	27.8	27.4	0.4	19.4	17.5	1.9
Potential (000)	127.5	123.7	3.8		17.3	17.3	0.0	28.0	26.1	1.9	32.4	30.4	2.0	51.7	49.6	2.1	38.5	37.9	0.6	35.2	34.3	0.9	22.1	20.7	1.4
Sample	882	874	8		128	119	9	150	147	3	209	213	-4	349	353	-4	268	258	10	269	269	0	155	155	0

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	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	12.6	11.6	1.0	2	9.8	9.1	0.7	10.4	10.8	-0.4	9.1	9.7	-0.6	3.2	3.3	-0.1	2.9	3.1	-0.2	13.0	14.4	-1.4
Coast	4.8	4.2	0.6	9	3.6	3.3	0.3	4.8	4.3	0.5	3.5	3.7	-0.2	1.6	1.0	0.6	1.9	1.4	0.5	5.6	5.1	0.5
Edge	8.7	8.7	0.0	6	5.3	5.2	0.1	6.5	7.2	-0.7	7.1	7.3	-0.2	3.5	3.3	0.2	0.5	0.5	0.0	8.6	8.4	0.2
Life FM	0.9	1.5	-0.6	14	0.8	0.9	-0.1	1.5	1.6	-0.1	1.1	1.0	0.1	0.6	0.4	0.2	0.4	0.4	0.0	1.7	1.6	0.1
Magic	10.2	11.1	-0.9	5	11.3	11.7	-0.4	11.2	11.5	-0.3	7.9	9.0	-1.1	4.5	4.4	0.1	2.0	2.8	-0.8	14.4	14.9	-0.5
Mai FM	4.2	3.7	0.5	10	2.5	3.0	-0.5	3.2	3.6	-0.4	2.1	4.0	-1.9	1.2	2.3	-1.1	0.6	1.2	-0.6	5.0	5.0	0.0
More FM	12.5	10.8	1.7	4	7.2	6.0	1.2	8.9	7.5	1.4	9.9	7.3	2.6	5.6	3.7	1.9	1.9	2.1	-0.2	12.7	11.1	1.6
Newstalk ZB	12.6	11.3	1.3	2	9.5	8.3	1.2	6.9	6.0	0.9	7.3	6.4	0.9	6.5	4.7	1.8	4.6	4.5	0.1	11.7	10.0	1.7
Radio Hauraki	0.9	0.8	0.1	14	0.8	0.9	-0.1	0.9	1.0	-0.1	1.1	1.2	-0.1	0.3	0.5	-0.2	0.1	0.1	0.0	0.7	1.1	-0.4
Radio Kahungunu	0.8	0.6	0.2	16	1.2	0.7	0.5	1.0	0.8	0.2	0.8	0.5	0.3	0.9	0.4	0.5	0.7	0.2	0.5	0.7	0.4	0.3
Radio Sport	1.5	0.7	0.8	12	1.9	1.3	0.6	1.4	1.3	0.1	1.2	1.6	-0.4	0.8	0.9	-0.1	0.2	*	*	3.1	3.0	0.1
Rhema	1.3	1.1	0.2	13	1.1	0.8	0.3	1.0	0.6	0.4	0.8	0.6	0.2	0.7	0.3	0.4	0.3	0.3	0.0	1.3	1.0	0.3
Rock	8.3	7.6	0.7	7	7.9	7.9	0.0	9.0	8.5	0.5	7.6	7.5	0.1	4.2	3.5	0.7	1.6	2.0	-0.4	8.3	7.4	0.9
Star	0.4	0.2	0.2	17	0.6	0.2	0.4	0.6	0.7	-0.1	0.5	0.6	-0.1	0.2	0.4	-0.2	0.1	0.1	0.0	1.3	1.3	0.0
The Hits	12.9	12.0	0.9	1	7.6	7.4	0.2	11.9	10.5	1.4	9.8	10.4	-0.6	4.6	4.3	0.3	2.3	2.9	-0.6	14.3	14.5	-0.2
The Sound	4.2	5.3	-1.1	10	4.2	5.2	-1.0	4.7	5.1	-0.4	4.3	5.6	-1.3	1.4	1.4	0.0	1.4	1.8	-0.4	4.2	5.5	-1.3
ZM	7.2	6.2	1.0	8	5.4	4.6	0.8	7.0	6.0	1.0	6.9	6.1	0.8	3.5	2.6	0.9	0.5	0.6	-0.1	7.2	6.0	1.2
MediaWorks Combo	48.1	46.8	1.3		38.0	38.9	-0.9	43.4	43.5	-0.1	40.4	40.8	-0.4	20.1	19.3	0.8	9.2	10.9	-1.7	54.1	53.5	0.6
NZME Combo	39.9	36.8	3.1		27.1	25.3	1.8	32.1	30.7	1.4	29.8	30.3	-0.5	18.2	15.4	2.8	10.9	10.9	0.0	40.3	39.0	1.3
All Commercial Radio	77.1	73.0	4.1		59.2	57.4	1.8	67.4	65.6	1.8	61.2	60.5	0.7	35.6	32.0	3.6	18.9	19.6	-0.7	81.2	78.6	2.6

MediaWorks Combo: Breeze or Edge or Magic or Mai FM or More FM or Rock or The Sound or internet only listening to George FM

NZME Combo: Coast or Flava (until S4 2019) or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or internet only listening to Flava (from S1 2020) or Hokonui or Mix

HAWKE'S BAY COMMERCIAL RADIO - SURVEY 1 2020

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

Survey Comparisons: 4/2019 - 1/2020

This Survey Period: Sun Mar 31 to Sat Jun 8 2019 & Sun Jun 16 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020

Last Survey Period: Sun Jan 20 to Sat Jun 8 & Sun Jun 16 to Sat Nov 2 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	9:41	9:52	-0:11	2:21	2:20	0:00	9:22	12:04	-2:41	10:59	12:35	-1:35	9:29	9:56	-0:27	7:54	7:58	-0:03	12:33	12:25	0:07	9:18	9:09	0:09
Coast	7:26	7:23	0:02	4:10	3:53	0:17	6:30	6:59	-0:28	5:51	7:49	-1:58	8:53	9:45	-0:52	8:28	8:17	0:11	6:57	6:29	0:28	6:31	6:18	0:13
Edge	4:37	4:15	0:22	2:36	3:20	-0:44	4:42	5:08	-0:25	4:30	4:34	-0:03	4:20	4:31	-0:11	5:33	3:59	1:33	7:08	3:27	3:40	3:27	3:43	-0:16
Life FM	4:15	7:00	-2:44	2:55	10:19	-7:24	0:40	0:38	0:01	5:10	3:48	1:21	6:11	9:18	-3:06	6:45	8:18	-1:32	5:11	5:11	0:00	5:30	9:01	-3:30
Magic	11:59	11:46	0:13	3:09	3:05	0:04	12:46	12:25	0:21	8:36	8:07	0:29	9:33	11:04	-1:30	11:31	12:51	-1:20	13:11	12:27	0:44	12:03	10:44	1:18
Mai FM	5:37	8:52	-3:14	3:49	3:48	0:01	6:39	14:33	-7:54	7:27	9:40	-2:12	7:12	9:19	-2:07	5:13	4:46	0:26	5:30	3:54	1:35	7:11	4:56	2:15
More FM	7:25	6:42	0:43	4:56	4:21	0:35	5:25	5:42	-0:17	6:28	6:40	-0:12	8:34	8:21	0:12	11:06	9:52	1:13	9:06	6:35	2:30	10:10	9:36	0:34
Newstalk ZB	13:15	12:51	0:23	6:01	5:44	0:16	5:31	10:47	-5:16	10:41	10:47	-0:06	8:56	7:51	1:04	9:52	9:28	0:23	12:37	13:16	-0:38	9:27	12:10	-2:43
Radio Hauraki	8:44	9:27	-0:42	*	32:15	*	1:34	2:21	-0:47	9:02	7:21	1:41	8:42	7:37	1:05	7:07	8:29	-1:21	9:15	9:15	0:00	5:57	5:11	0:45
Radio Kahungunu	5:59	5:54	0:04	2:30	2:30	0:00	0:52	1:00	-0:07	0:52	2:15	-1:23	3:57	4:47	-0:50	5:22	5:13	0:08	37:45	10:34	27:10	2:21	3:41	-1:19
Radio Sport	7:56	5:55	2:01	*	*	*	1:15	1:15	0:00	1:52	1:41	0:11	10:26	6:55	3:31	12:28	8:29	3:59	6:35	5:31	1:04	16:28	14:02	2:26
Rhema	8:22	9:34	-1:11	5:30	5:30	0:00	3:56	2:51	1:05	5:27	3:39	1:48	5:24	4:04	1:20	14:46	17:42	-2:56	12:44	15:49	-3:04	6:45	8:21	-1:36
Rock	9:25	8:23	1:01	4:03	3:50	0:13	9:55	11:20	-1:25	9:44	9:11	0:33	9:24	9:36	-0:11	9:41	8:48	0:52	9:44	5:32	4:11	6:10	5:52	0:17
Star	8:54	8:25	0:29	*	*	*	0:49	0:51	-0:01	0:30	0:23	0:06	2:10	1:58	0:12	19:10	17:29	1:41	32:27	30:08	2:18	*	*	*
The Hits	7:04	7:13	-0:08	7:05	7:26	-0:21	4:51	4:31	0:20	7:04	5:24	1:40	7:18	6:54	0:23	7:46	9:32	-1:45	6:27	7:39	-1:11	8:26	7:43	0:43
The Sound	9:57	14:34	-4:37	5:49	8:04	-2:15	9:16	7:22	1:53	8:58	10:20	-1:22	9:55	11:15	-1:20	10:44	16:53	-6:08	9:47	20:40	-10:53	8:45	9:48	-1:03
ZM	5:31	5:56	-0:25	5:42	8:45	-3:03	5:43	6:00	-0:16	6:06	6:03	0:03	5:52	5:42	0:09	4:18	4:05	0:12	3:44	3:08	0:36	5:45	5:22	0:22
MediaWorks Combo	12:48	13:26	-0:38	5:16	5:59	-0:43	12:01	14:41	-2:40	12:49	13:06	-0:16	12:43	13:28	-0:44	14:38	15:36	-0:57	16:21	16:20	0:01	12:37	12:21	0:15
NZME Combo	10:44	10:49	-0:04	7:45	9:32	-1:46	8:01	8:33	-0:32	9:00	8:31	0:28	9:45	9:44	0:00	11:10	11:36	-0:26	11:38	12:01	-0:23	10:00	9:51	0:08
All Commercial Radio	16:31	17:29	-0:57	8:59	11:57	-2:58	14:59	17:33	-2:34	16:14	16:16	-0:02	16:04	17:10	-1:06	17:34	19:24	-1:50	19:50	20:08	-0:18	15:54	16:16	-0:21
Potential (000)	127.5	123.7	3.8	17.3	17.3	0.0	28.0	26.1	1.9	32.4	30.4	2.0	51.7	49.6	2.1	38.5	37.9	0.6	35.2	34.3	0.9	22.1	20.7	1.4
Sample	882	874	8	128	119	9	150	147	3	209	213	-4	349	353	-4	268	258	10	269	269	0	155	155	0

MediaWorks Combo: Breeze or Edge or Magic or Mai FM or More FM or Rock or The Sound or internet only listening to George FM

NZME Combo: Coast or Flava (until S4 2019) or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or internet only listening to Flava (from S1 2020) or Hokonui or Mix

HAWKE'S BAY COMMERCIAL RADIO - SURVEY 1 2020

Average Time Spent Listening (hh:mm) by Daypart, People 10+
Survey Comparisons: 4/2019 - 1/2020

This Survey Period: Sun Mar 31 to Sat Jun 8 2019 & Sun Jun 16 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020
Last Survey Period: Sun Jan 20 to Sat Jun 8 & Sun Jun 16 to Sat Nov 2 2019

	This	Last	+/-
Potential (000)	127.5	123.7	3.8
Sample Size	882	874	8

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

MediaWorks Combo: Breeze or Edge or Magic or Mai FM or More FM or Rock or The Sound or internet only listening to George FM

NZME Combo: Coast or Flava (until S4 2019) or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or internet only listening to Flava (from S1 2020) or Hokonui or Mix