



# HAWKE'S BAY COMMERCIAL RADIO - SURVEY 3 2020

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

Survey Comparisons: 1/2020 - 3/2020

This Survey Period: Sun Jun 16 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020 & Sun July 19 to Sat Sep 12 2020

Last 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

	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	12.5	12.3	0.2	3	3.1	3.7	-0.6		6.3	11.1	-4.8		10.9	14.4	-3.5		11.8	13.4	-1.6		15.8	12.3	3.5		17.8	15.7	2.1		13.6	14.3	-0.7	
Coast	4.7	4.5	0.2	9	2.3	3.3	-1.0		0.1	2.1	-2.0		1.7	2.2	-0.5		4.0	4.2	-0.2		4.9	5.4	-0.5		5.4	4.9	0.5		3.6	2.7	0.9	
Edge	5.2	4.5	0.7	8	7.3	7.0	0.3		13.7	10.3	3.4		8.4	6.5	1.9		6.9	5.4	1.5		4.3	4.0	0.3		3.2	2.8	0.4		4.1	5.8	-1.7	
Life FM	0.5	0.6	-0.1	16	0.9	1.0	-0.1		*	0.1	*		0.3	0.5	-0.2		0.6	0.7	-0.1		1.0	1.1	-0.1		0.6	0.8	-0.2		0.4	0.7	-0.3	
Magic	13.2	13.7	-0.5	2	1.4	1.3	0.1		4.2	1.8	2.4		1.8	2.2	-0.4		3.7	4.8	-1.1		12.1	15.2	-3.1		21.1	25.7	-4.6		7.5	9.9	-2.4	
Mai FM	2.7	2.4	0.3	11	11.9	10.0	1.9		8.1	5.5	2.6		5.9	5.4	0.5		3.6	3.6	0.0		0.2	0.5	-0.3		*	0.2	*		4.4	3.3	1.1	
More FM	8.5	8.5	0.0	5	13.8	14.4	-0.6		8.0	8.5	-0.5		8.8	8.5	0.3		12.1	11.7	0.4		12.2	11.6	0.6		6.0	5.3	0.7		15.9	17.7	-1.8	
Newstalk ZB	13.3	13.3	0.0	1	*	3.9	*		0.4	0.7	-0.3		1.1	2.5	-1.4		4.9	4.2	0.7		12.3	10.8	1.5		19.5	19.3	0.2		4.0	2.2	1.8	
Radio Hauraki	0.7	1.0	-0.3	15	0.7	*	*		0.1	0.4	-0.3		2.8	3.0	-0.2		1.8	2.1	-0.3		0.1	0.4	-0.3		*	0.2	*		0.5	1.1	-0.6	
Radio Kahungunu	1.9	0.7	1.2	12	0.3	0.4	-0.1		7.1	0.1	7.0		*	0.1	*		0.6	0.7	-0.1		1.1	0.8	0.3		1.2	1.1	0.1		1.3	0.4	0.9	
Rhema	1.1	1.0	0.1	14	1.5	0.6	0.9		0.6	0.8	-0.2		0.5	0.5	0.0		0.6	0.4	0.2		1.8	1.9	-0.1		2.0	2.3	-0.3		0.9	1.1	-0.2	
Rock	7.3	9.5	-2.2	6	3.2	3.5	-0.3		11.8	21.6	-9.8		18.0	20.2	-2.2		12.8	14.4	-1.6		5.6	6.6	-1.0		3.9	4.5	-0.6		7.8	7.7	0.1	
Star	1.2	0.8	0.4	13	*	*	*		*	0.2	*		*	*	*		0.1	0.1	0.0		2.4	1.2	1.2		2.7	1.6	1.1		*	*	*	
The Hits	9.9	8.9	1.0	4	33.5	27.6	5.9		16.2	9.6	6.6		18.4	13.0	5.4		14.3	11.4	2.9		6.9	7.4	-0.5		3.4	4.0	-0.6		17.9	14.6	3.3	
The Sound	5.3	5.3	0.0	7	2.2	2.0	0.2		6.3	5.0	1.3		5.9	4.2	1.7		6.0	6.5	-0.5		8.4	9.6	-1.2		6.0	5.5	0.5		2.8	3.2	-0.4	
ZM	3.6	4.1	-0.5	10	7.4	9.3	-1.9		10.5	12.6	-2.1		10.5	9.5	1.0		6.5	6.7	-0.2		0.7	1.3	-0.6		0.4	0.4	0.0		6.8	6.8	0.0	
MediaWorks Combo	55.3	56.6	-1.3		42.9	42.0	0.9		58.6	64.2	-5.6		60.0	61.7	-1.7		57.0	59.9	-2.9		59.9	60.6	-0.7		59.4	60.5	-1.1		56.4	62.1	-5.7	
NZME Combo	34.9	37.2	-2.3		48.6	53.7	-5.1		32.3	33.9	-1.6		38.1	36.5	1.6		37.0	36.1	0.9		28.7	31.5	-2.8		28.9	31.4	-2.5		36.1	35.3	0.8	
Potential (000)	127.5	127.5	0.0		17.6	17.3	0.3		27.7	28.0	-0.3		32.4	32.4	0.0		51.7	51.7	0.0		38.5	38.5	0.0		35.2	35.2	0.0		21.0	22.1	-1.1	
Sample	840	882	-42		121	128	-7		136	150	-14		215	209	6		342	349	-7		254	268	-14		247	269	-22		147	155	-8	

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 (until S1 2020) or The Hits or ZM or internet only listening to Flava (from S1 2020) or Hokonui or Mix (until S1 2020)

Please note: Due to COVID-19 survey 2 was cancelled, last survey in this report is Survey 1 2020.



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Station Share (%) by Daypart, People 10+  
Survey Comparisons: 1/2020 - 3/2020

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Last 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

	This	Last	+/-
Potential (000)	127.5	127.5	0.0
Sample Size	840	882	-42

	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	10.7	11.7	-1.0	3	15.5	14.5	1.0	14.5	15.2	-0.7	12.0	11.2	0.8	6.5	4.2	2.3	9.0	9.3	-0.3	12.0	11.6	0.4
Coast	4.5	3.5	1.0	9	4.5	3.5	1.0	5.2	4.8	0.4	2.7	3.3	-0.6	4.0	4.1	-0.1	7.0	8.6	-1.6	5.4	5.7	-0.3
Edge	4.9	4.4	0.5	7	2.8	2.9	-0.1	3.8	3.6	0.2	7.2	5.5	1.7	6.1	6.8	-0.7	9.9	7.8	2.1	6.6	5.1	1.5
Life FM	0.2	0.3	-0.1	16	0.7	0.8	-0.1	0.7	0.8	-0.1	0.5	0.6	-0.1	0.2	0.3	-0.1	*	0.3	*	0.6	0.8	-0.2
Magic	10.5	12.5	-2.0	4	14.5	16.9	-2.4	12.5	13.0	-0.5	10.4	9.4	1.0	10.6	7.6	3.0	9.2	10.5	-1.3	17.7	17.3	0.4
Mai FM	4.1	3.0	1.1	10	1.7	2.0	-0.3	3.0	2.6	0.4	2.2	1.9	0.3	1.7	2.2	-0.5	1.1	1.0	0.1	2.7	2.8	-0.1
More FM	10.3	9.8	0.5	5	8.1	7.3	0.8	6.8	7.1	-0.3	11.4	11.2	0.2	9.1	9.2	-0.1	6.7	6.9	-0.2	7.7	8.4	-0.7
Newstalk ZB	17.6	19.2	-1.6	1	9.2	10.6	-1.4	7.0	7.9	-0.9	8.9	8.1	0.8	28.5	25.6	2.9	36.3	25.1	11.2	13.2	12.6	0.6
Radio Hauraki	0.7	0.5	0.2	14	0.6	0.8	-0.2	0.6	0.8	-0.2	1.2	2.1	-0.9	0.2	5.0	-4.8	0.2	0.2	0.0	1.0	0.4	0.6
Radio Kahungunu	2.0	1.0	1.0	12	3.1	0.7	2.4	1.8	0.5	1.3	0.7	0.6	0.1	4.2	0.9	3.3	0.7	0.9	-0.2	1.2	0.6	0.6
Rhema	1.4	0.9	0.5	13	1.1	1.0	0.1	0.7	0.9	-0.2	0.9	1.1	-0.2	0.9	0.8	0.1	1.1	1.5	-0.4	1.5	1.3	0.2
Rock	5.9	6.6	-0.7	6	9.2	12.4	-3.2	9.3	12.7	-3.4	8.4	11.2	-2.8	7.3	8.0	-0.7	3.8	7.5	-3.7	5.4	6.7	-1.3
Star	0.7	0.7	0.0	14	1.1	0.6	0.5	1.8	0.9	0.9	1.6	0.7	0.9	0.5	0.3	0.2	0.5	0.6	-0.1	1.2	1.0	0.2
The Hits	11.5	11.1	0.4	2	7.3	5.9	1.4	10.4	9.7	0.7	12.1	10.6	1.5	8.1	7.1	1.0	4.9	3.6	1.3	10.2	9.2	1.0
The Sound	4.6	3.4	1.2	8	7.0	6.4	0.6	7.4	6.4	1.0	4.6	5.7	-1.1	4.0	8.0	-4.0	3.1	8.9	-5.8	3.9	3.7	0.2
ZM	4.1	4.4	-0.3	10	2.8	3.3	-0.5	3.1	3.4	-0.3	6.5	7.5	-1.0	3.6	4.0	-0.4	0.9	0.9	0.0	3.2	3.7	-0.5
MediaWorks Combo	51.2	51.6	-0.4		59.5	62.8	-3.3	58.2	61.0	-2.8	56.5	56.3	0.2	45.3	46.1	-0.8	42.8	51.8	-9.0	56.6	56.0	0.6
NZME Combo	41.2	43.4	-2.2		28.1	30.3	-2.2	29.7	31.7	-2.0	34.4	38.0	-3.6	45.8	50.0	-4.2	50.7	44.1	6.6	34.6	37.2	-2.6

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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	18.9	20.6	-1.7	3	1.1	1.7	-0.6	2.9	3.4	-0.5	4.5	5.9	-1.4	8.8	10.3	-1.5	9.1	9.2	-0.1	6.8	6.9	-0.1	3.9	4.7	-0.8
Coast	9.0	9.8	-0.8	9	0.9	0.8	0.1	0.1	0.9	-0.8	1.0	1.7	-0.7	2.6	3.4	-0.8	3.7	3.8	-0.1	4.2	3.9	0.3	1.1	1.3	-0.2
Edge	15.9	15.9	0.0	6	2.6	2.8	-0.2	6.7	6.3	0.4	5.8	6.4	-0.6	8.5	9.0	-0.5	4.0	4.2	-0.2	2.5	2.1	0.4	4.1	5.2	-1.1
Life FM	1.5	2.5	-1.0	15	0.3	0.4	-0.1	*	0.6	*	0.1	0.4	-0.3	0.5	0.8	-0.3	0.8	1.0	-0.2	0.5	0.8	-0.3	0.1	0.4	-0.3
Magic	20.3	18.5	1.8	2	0.3	0.4	-0.1	1.0	0.4	0.6	1.1	1.1	0.0	3.1	3.6	-0.5	7.6	7.7	-0.1	11.7	10.8	0.9	2.2	2.5	-0.3
Mai FM	8.9	7.1	1.8	10	3.6	2.8	0.8	3.4	2.4	1.0	3.1	3.2	-0.1	3.4	3.6	-0.2	0.4	0.6	-0.2	0.2	0.2	0.0	1.8	1.4	0.4
More FM	16.8	18.7	-1.9	5	2.8	3.1	-0.3	4.1	4.5	-0.4	5.2	5.9	-0.7	8.4	9.9	-1.5	5.6	6.1	-0.5	3.5	3.2	0.3	4.4	5.4	-1.0
Newstalk ZB	17.0	16.3	0.7	4	0.1	0.7	-0.6	0.4	0.4	0.0	0.8	1.0	-0.2	3.3	3.4	-0.1	6.8	6.4	0.4	9.5	8.4	1.1	1.1	0.7	0.4
Radio Hauraki	2.0	1.9	0.1	14	0.3	*	*	0.2	0.7	-0.5	1.5	1.5	0.0	1.8	1.8	0.0	0.3	0.3	0.0	*	0.1	*	0.2	0.6	-0.4
Radio Kahungunu	2.2	2.0	0.2	13	0.1	0.2	-0.1	0.6	0.4	0.2	0.2	0.4	-0.2	0.9	1.3	-0.4	0.9	0.9	0.0	0.3	0.2	0.1	0.5	0.5	0.0
Rhema	2.5	2.0	0.5	12	0.3	0.1	0.2	0.3	0.6	-0.3	0.3	0.4	-0.1	0.7	0.6	0.1	1.1	0.8	0.3	1.2	1.0	0.2	0.4	0.5	-0.1
Rock	14.1	16.3	-2.2	7	1.3	0.9	0.4	4.7	6.3	-1.6	8.1	9.3	-1.2	9.9	11.2	-1.3	3.0	4.0	-1.0	1.9	2.5	-0.6	3.8	3.8	0.0
Star	1.0	1.4	-0.4	16	*	*	*	*	0.6	*	*	0.2	*	0.2	0.4	-0.2	0.5	0.4	0.1	0.5	0.3	0.2	*	*	*
The Hits	22.1	20.5	1.6	1	4.2	4.1	0.1	6.2	5.7	0.5	8.1	8.2	-0.1	12.2	11.3	0.9	7.0	5.6	1.4	3.9	3.4	0.5	5.5	5.4	0.1
The Sound	8.6	8.6	0.0	11	0.5	0.4	0.1	2.1	1.5	0.6	2.2	2.1	0.1	4.2	4.7	-0.5	4.7	5.3	-0.6	3.1	3.1	0.0	1.2	1.1	0.1
ZM	10.1	11.9	-1.8	8	1.9	1.7	0.2	4.7	6.3	-1.6	5.7	7.0	-1.3	6.2	8.2	-2.0	0.9	1.8	-0.9	0.7	0.6	0.1	3.3	3.7	-0.4
MediaWorks Combo	73.4	71.8	1.6		9.4	8.4	1.0	17.0	15.4	1.6	20.5	21.5	-1.0	32.0	34.2	-2.2	23.3	24.4	-1.1	21.1	20.4	0.7	13.8	15.2	-1.4
NZME Combo	54.8	56.3	-1.5		8.0	7.3	0.7	10.3	12.2	-1.9	15.7	18.1	-2.4	24.1	26.9	-2.8	16.1	16.6	-0.5	15.5	14.9	0.6	10.1	10.9	-0.8
All Commercial Radio	101.7	98.2	3.5		12.9	11.8	1.1	20.0	19.3	0.7	26.8	27.6	-0.8	44.9	45.2	-0.3	33.8	33.5	0.3	28.6	27.8	0.8	18.6	19.4	-0.8
Potential (000)	127.5	127.5	0.0		17.6	17.3	0.3	27.7	28.0	-0.3	32.4	32.4	0.0	51.7	51.7	0.0	38.5	38.5	0.0	35.2	35.2	0.0	21.0	22.1	-1.1
Sample	840	882	-42		121	128	-7	136	150	-14	215	209	6	342	349	-7	254	268	-14	247	269	-22	147	155	-8

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	This	Last	+/-	Rank	This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-	
Breeze	11.5	12.6	-1.1	4	9.4	9.8	-0.4		9.4	10.4	-1.0		8.4	9.1	-0.7		3.8	3.2	0.6		3.2	2.9	0.3		11.7	13.0	-1.3	
Coast	5.0	4.8	0.2	10	3.4	3.6	-0.2		4.5	4.8	-0.3		3.5	3.5	0.0		1.7	1.6	0.1		1.8	1.9	-0.1		5.8	5.6	0.2	
Edge	9.1	8.7	0.4	6	5.3	5.3	0.0		7.6	6.5	1.1		9.3	7.1	2.2		3.5	3.5	0.0		0.7	0.5	0.2		9.3	8.6	0.7	
Life FM	0.4	0.9	-0.5	16	0.5	0.8	-0.3		1.4	1.5	-0.1		1.0	1.1	-0.1		0.4	0.6	-0.2		*	0.4	*		1.2	1.7	-0.5	
Magic	10.2	10.2	0.0	5	11.3	11.3	0.0		12.3	11.2	1.1		8.4	7.9	0.5		5.4	4.5	0.9		2.4	2.0	0.4		16.2	14.4	1.8	
Mai FM	6.0	4.2	1.8	9	2.7	2.5	0.2		4.7	3.2	1.5		2.6	2.1	0.5		1.9	1.2	0.7		0.6	0.6	0.0		6.7	5.0	1.7	
More FM	12.2	12.5	-0.3	2	7.0	7.2	-0.2		7.8	8.9	-1.1		8.2	9.9	-1.7		5.1	5.6	-0.5		1.3	1.9	-0.6		11.7	12.7	-1.0	
Newstalk ZB	11.9	12.6	-0.7	3	9.4	9.5	-0.1		7.2	6.9	0.3		7.3	7.3	0.0		6.3	6.5	-0.2		5.5	4.6	0.9		13.3	11.7	1.6	
Radio Hauraki	1.6	0.9	0.7	13	0.8	0.8	0.0		1.1	0.9	0.2		1.4	1.1	0.3		0.2	0.3	-0.1		0.2	0.1	0.1		1.5	0.7	0.8	
Radio Kahungunu	1.3	0.8	0.5	14	1.5	1.2	0.3		1.1	1.0	0.1		0.8	0.8	0.0		1.3	0.9	0.4		0.6	0.7	-0.1		1.2	0.7	0.5	
Rhema	1.7	1.3	0.4	12	1.0	1.1	-0.1		0.8	1.0	-0.2		0.6	0.8	-0.2		0.8	0.7	0.1		0.3	0.3	0.0		1.9	1.3	0.6	
Rock	7.4	8.3	-0.9	7	7.0	7.9	-0.9		6.8	9.0	-2.2		6.6	7.6	-1.0		4.3	4.2	0.1		0.4	1.6	-1.2		7.7	8.3	-0.6	
Star	0.6	0.4	0.2	15	0.7	0.6	0.1		0.5	0.6	-0.1		0.3	0.5	-0.2		0.3	0.2	0.1		0.1	0.1	0.0		0.8	1.3	-0.5	
The Hits	13.8	12.9	0.9	1	9.4	7.6	1.8		12.8	11.9	0.9		12.1	9.8	2.3		4.6	4.6	0.0		2.1	2.3	-0.2		14.0	14.3	-0.3	
The Sound	4.6	4.2	0.4	11	3.6	4.2	-0.6		5.4	4.7	0.7		4.3	4.3	0.0		1.1	1.4	-0.3		0.6	1.4	-0.8		4.1	4.2	-0.1	
ZM	6.1	7.2	-1.1	8	4.4	5.4	-1.0		6.0	7.0	-1.0		5.4	6.9	-1.5		3.1	3.5	-0.4		0.5	0.5	0.0		5.9	7.2	-1.3	
MediaWorks Combo	49.4	48.1	1.3		37.4	38.0	-0.6		44.5	43.4	1.1		41.2	40.4	0.8		21.8	20.1	1.7		8.4	9.2	-0.8		56.3	54.1	2.2	
NZME Combo	38.5	39.9	-1.4		26.6	27.1	-0.5		31.0	32.1	-1.1		30.7	29.8	0.9		16.4	18.2	-1.8		11.4	10.9	0.5		38.3	40.3	-2.0	
All Commercial Radio	79.3	77.1	2.2		59.6	59.2	0.4		69.2	67.4	1.8		64.0	61.2	2.8		35.7	35.6	0.1		18.8	18.9	-0.1		85.6	81.2	4.4	

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 (until S1 2020) or The Hits or ZM or internet only listening to Flava (from S1 2020) or Hokonui or Mix (until S1 2020)

Please note: Due to COVID-19 survey 2 was cancelled, last survey in this report is Survey 1 2020.



# HAWKE'S BAY COMMERCIAL RADIO - SURVEY 3 2020

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

Survey Comparisons: 1/2020 - 3/2020

This Survey Period: Sun Jun 16 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020 & Sun July 19 to Sat Sep 12 2020

Last 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

	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	11:02	9:41	1:21	2:57	2:21	0:36	5:57	9:22	-3:25	9:27	10:59	-1:31	9:00	9:29	-0:28	11:01	7:54	3:06	16:49	12:33	4:16	10:08	9:18	0:49
Coast	8:47	7:26	1:20	2:39	4:10	-1:30	2:27	6:30	-4:03	6:43	5:51	0:52	10:22	8:53	1:29	8:23	8:28	-0:05	8:11	6:57	1:13	9:24	6:31	2:52
Edge	5:29	4:37	0:52	3:05	2:36	0:29	5:36	4:42	0:53	5:40	4:30	1:10	5:27	4:20	1:07	6:42	5:33	1:09	8:19	7:08	1:11	2:52	3:27	-0:34
Life FM	5:53	4:15	1:37	2:55	2:55	0:00	*	0:40	*	8:45	5:10	3:34	7:20	6:11	1:09	8:03	6:45	1:17	6:54	5:11	1:43	11:45	5:30	6:14
Magic	10:56	11:59	-1:03	5:45	3:09	2:35	11:08	12:46	-1:37	6:30	8:36	-2:05	8:03	9:33	-1:29	10:07	11:31	-1:23	11:32	13:11	-1:39	9:36	12:03	-2:26
Mai FM	5:05	5:37	-0:32	3:40	3:49	-0:09	6:33	6:39	-0:06	7:21	7:27	-0:06	7:07	7:12	-0:04	3:16	5:13	-1:57	0:30	5:30	-5:00	6:52	7:11	-0:18
More FM	8:29	7:25	1:03	5:23	4:56	0:26	5:18	5:25	-0:06	6:30	6:28	0:02	9:40	8:34	1:06	13:46	11:06	2:40	10:55	9:06	1:49	10:23	10:10	0:12
Newstalk ZB	13:06	13:15	-0:09	0:15	6:01	-5:46	3:00	5:31	-2:31	5:38	10:41	-5:02	9:54	8:56	0:58	11:32	9:52	1:40	13:13	12:37	0:36	10:10	9:27	0:42
Radio Hauraki	6:09	8:44	-2:35	2:49	*	*	1:14	1:34	-0:19	7:21	9:02	-1:41	6:38	8:42	-2:04	3:08	7:07	-3:59	*	9:15	*	6:19	5:57	0:22
Radio Kahungunu	14:17	5:59	8:17	2:30	2:30	0:00	31:29	0:52	30:37	0:45	0:52	-0:07	4:33	3:57	0:36	7:45	5:22	2:23	25:24	37:45	-12:20	7:02	2:21	4:41
Rhema	7:34	8:22	-0:48	5:30	5:30	0:00	5:18	3:56	1:21	5:27	5:27	-0:00	5:20	5:24	-0:03	11:01	14:46	-3:45	11:00	12:44	-1:43	6:37	6:45	-0:07
Rock	8:40	9:25	-0:44	2:46	4:03	-1:17	6:59	9:55	-2:56	8:38	9:44	-1:06	8:39	9:24	-0:44	11:51	9:41	2:09	13:27	9:44	3:43	5:54	6:10	-0:15
Star	19:56	8:54	11:01	*	*	*	*	0:49	*	*	0:30	*	3:24	2:10	1:13	33:12	19:10	14:01	37:41	32:27	5:13	*	*	*
The Hits	7:30	7:04	0:25	8:42	7:05	1:37	7:07	4:51	2:15	8:46	7:04	1:41	7:53	7:18	0:34	6:14	7:46	-1:31	5:34	6:27	-0:52	9:27	8:26	1:00
The Sound	10:27	9:57	0:30	4:34	5:49	-1:14	8:15	9:16	-1:00	10:15	8:58	1:16	9:41	9:55	-0:14	11:25	10:44	0:40	12:36	9:47	2:49	6:48	8:45	-1:56
ZM	5:55	5:31	0:23	4:15	5:42	-1:27	6:10	5:43	0:26	7:13	6:06	1:06	7:06	5:52	1:14	5:05	4:18	0:47	4:19	3:44	0:34	5:56	5:45	0:11
MediaWorks Combo	12:38	12:48	-0:09	5:01	5:16	-0:14	9:27	12:01	-2:33	11:21	12:49	-1:28	11:57	12:43	-0:45	16:19	14:38	1:40	18:00	16:21	1:38	11:47	12:37	-0:50
NZME Combo	10:42	10:44	-0:02	6:39	7:45	-1:06	8:38	8:01	0:37	9:23	9:00	0:23	10:19	9:45	0:34	11:18	11:10	0:08	11:58	11:38	0:20	10:20	10:00	0:19
All Commercial Radio	16:30	16:31	-0:01	8:31	8:59	-0:28	13:42	14:59	-1:16	14:28	16:14	-1:45	14:57	16:04	-1:07	18:48	17:34	1:13	22:23	19:50	2:33	15:33	15:54	-0:21
Potential (000)	127.5	127.5	0.0	17.6	17.3	0.3	27.7	28.0	-0.3	32.4	32.4	0.0	51.7	51.7	0.0	38.5	38.5	0.0	35.2	35.2	0.0	21.0	22.1	-1.1
Sample	840	882	-42	121	128	-7	136	150	-14	215	209	6	342	349	-7	254	268	-14	247	269	-22	147	155	-8

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 (until S1 2020) or The Hits or ZM or internet only listening to Flava (from S1 2020) or Hokonui or Mix (until S1 2020)

Please note: Due to COVID-19 survey 2 was cancelled, last survey in this report is Survey 1 2020.



# HAWKE'S BAY COMMERCIAL RADIO - SURVEY 3 2020

Average Time Spent Listening (hh:mm) by Daypart, People 10+  
Survey Comparisons: 1/2020 - 3/2020

This Survey Period: Sun Jun 16 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020 & Sun July 19 to Sat Sep 12 2020

Last 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

	This	Last	+/-
Potential (000)	127.5	127.5	0.0
Sample Size	840	882	-42

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

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 (until S1 2020) or The Hits or ZM or internet only listening to Flava (from S1 2020) or Hokonui or Mix (until S1 2020)

Please note: Due to COVID-19 survey 2 was cancelled, last survey in this report is Survey 1 2020.