



HAWKE'S BAY COMMERCIAL RADIO - SURVEY 4 2020

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

Survey Comparisons: 3/2020 - 4/2020

This Survey Period: Sun Aug 25 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020 & Sun July 19 to Sat Nov 14 2020

Last 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

	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	11.0	12.5	-1.5	3	4.9	3.1	1.8		3.7	6.3	-2.6		8.9	10.9	-2.0		11.0	11.8	-0.8		18.5	15.8	2.7		16.9	17.8	-0.9		13.5	13.6	-0.1	
Coast	5.7	4.7	1.0	8	1.9	2.3	-0.4		2.2	0.1	2.1		1.6	1.7	-0.1		5.1	4.0	1.1		6.0	4.9	1.1		6.4	5.4	1.0		2.3	3.6	-1.3	
Edge	4.5	5.2	-0.7	9	5.7	7.3	-1.6		10.0	13.7	-3.7		7.8	8.4	-0.6		6.5	6.9	-0.4		4.5	4.3	0.2		3.4	3.2	0.2		6.0	4.1	1.9	
Life FM	0.4	0.5	-0.1	16	0.5	0.9	-0.4		*	*	*		0.4	0.3	0.1		0.6	0.6	0.0		0.6	1.0	-0.4		0.2	0.6	-0.4		0.6	0.4	0.2	
Magic	10.4	13.2	-2.8	4	0.3	1.4	-1.1		3.0	4.2	-1.2		1.2	1.8	-0.6		2.5	3.7	-1.2		9.2	12.1	-2.9		17.8	21.1	-3.3		6.4	7.5	-1.1	
Mai FM	3.3	2.7	0.6	11	11.7	11.9	-0.2		9.4	8.1	1.3		7.6	5.9	1.7		5.2	3.6	1.6		0.9	0.2	0.7		*	*	*		6.7	4.4	2.3	
More FM	8.6	8.5	0.1	5	13.4	13.8	-0.4		6.8	8.0	-1.2		8.5	8.8	-0.3		11.3	12.1	-0.8		11.9	12.2	-0.3		7.8	6.0	1.8		13.6	15.9	-2.3	
Newstalk ZB	13.5	13.3	0.2	1	*	*	*		0.2	0.4	-0.2		2.1	1.1	1.0		4.6	4.9	-0.3		10.3	12.3	-2.0		19.8	19.5	0.3		3.7	4.0	-0.3	
Radio Hauraki	1.5	0.7	0.8	14	1.8	0.7	1.1		0.9	0.1	0.8		3.9	2.8	1.1		3.2	1.8	1.4		1.1	0.1	1.0		0.1	*	*		0.7	0.5	0.2	
Radio Kahungunu	1.6	1.9	-0.3	13	0.4	0.3	0.1		3.9	7.1	-3.2		0.4	*	*		0.7	0.6	0.1		1.2	1.1	0.1		1.6	1.2	0.4		2.3	1.3	1.0	
Rhema	0.8	1.1	-0.3	15	1.1	1.5	-0.4		2.5	0.6	1.9		1.8	0.5	1.3		1.2	0.6	0.6		0.5	1.8	-1.3		0.6	2.0	-1.4		2.8	0.9	1.9	
Rock	11.6	7.3	4.3	2	2.6	3.2	-0.6		26.2	11.8	14.4		20.5	18.0	2.5		16.1	12.8	3.3		9.8	5.6	4.2		6.4	3.9	2.5		11.7	7.8	3.9	
Star	2.0	1.2	0.8	12	*	*	*		*	*	*		*	*	*		0.1	0.1	0.0		2.3	2.4	-0.1		2.8	2.7	0.1		*	*	*	
The Hits	8.4	9.9	-1.5	6	21.2	33.5	-12.3		13.0	16.2	-3.2		15.7	18.4	-2.7		13.2	14.3	-1.1		6.4	6.9	-0.5		3.1	3.4	-0.3		16.0	17.9	-1.9	
The Sound	6.7	5.3	1.4	7	5.8	2.2	3.6		6.0	6.3	-0.3		8.6	5.9	2.7		7.2	6.0	1.2		8.7	8.4	0.3		7.3	6.0	1.3		2.1	2.8	-0.7	
ZM	4.3	3.6	0.7	10	21.6	7.4	14.2		8.5	10.5	-2.0		8.5	10.5	-2.0		6.1	6.5	-0.4		1.8	0.7	1.1		0.7	0.4	0.3		6.8	6.8	0.0	
MediaWorks Combo	56.5	55.3	1.2		44.4	42.9	1.5		65.6	58.6	7.0		63.3	60.0	3.3		59.9	57.0	2.9		64.2	59.9	4.3		60.2	59.4	0.8		60.4	56.4	4.0	
NZME Combo	34.8	34.9	-0.1		48.6	48.6	0.0		27.9	32.3	-4.4		33.8	38.1	-4.3		34.8	37.0	-2.2		27.2	28.7	-1.5		30.1	28.9	1.2		31.8	36.1	-4.3	
Potential (000)	127.5	127.5	0.0		17.2	17.6	-0.4		28.1	27.7	0.4		32.4	32.4	0.0		51.7	51.7	0.0		38.5	38.5	0.0		35.2	35.2	0.0		21.4	21.0	0.4	
Sample	838	840	-2		119	121	-2		137	136	1		227	215	12		361	342	19		254	254	0		231	247	-16		155	147	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 Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Flava or Hokonui



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Station Share (%) by Daypart, People 10+
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	This	Last	+/-
Potential (000)	127.5	127.5	0.0
Sample Size	838	840	-2

	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	9.7	10.7	-1.0	4	12.5	15.5	-3.0		11.3	14.5	-3.2		9.1	12.0	-2.9		6.3	6.5	-0.2		6.0	9.0	-3.0		12.9	12.0	0.9	
Coast	4.6	4.5	0.1	10	6.7	4.5	2.2		6.5	5.2	1.3		3.8	2.7	1.1		6.1	4.0	2.1		4.6	7.0	-2.4		5.9	5.4	0.5	
Edge	4.8	4.9	-0.1	9	2.8	2.8	0.0		3.5	3.8	-0.3		6.1	7.2	-1.1		5.9	6.1	-0.2		13.2	9.9	3.3		4.6	6.6	-2.0	
Life FM	0.2	0.2	0.0	16	0.3	0.7	-0.4		0.5	0.7	-0.2		0.3	0.5	-0.2		0.3	0.2	0.1		*	*	*		0.6	0.6	0.0	
Magic	8.0	10.5	-2.5	6	11.1	14.5	-3.4		9.9	12.5	-2.6		9.6	10.4	-0.8		9.0	10.6	-1.6		8.5	9.2	-0.7		13.3	17.7	-4.4	
Mai FM	3.9	4.1	-0.2	11	2.7	1.7	1.0		3.4	3.0	0.4		3.6	2.2	1.4		2.0	1.7	0.3		2.0	1.1	0.9		3.5	2.7	0.8	
More FM	8.8	10.3	-1.5	5	8.7	8.1	0.6		7.8	6.8	1.0		11.9	11.4	0.5		6.8	9.1	-2.3		8.1	6.7	1.4		7.9	7.7	0.2	
Newstalk ZB	18.1	17.6	0.5	1	9.6	9.2	0.4		8.5	7.0	1.5		8.8	8.9	-0.1		29.4	28.5	0.9		37.0	36.3	0.7		13.6	13.2	0.4	
Radio Hauraki	1.4	0.7	0.7	13	1.4	0.6	0.8		1.4	0.6	0.8		1.8	1.2	0.6		0.7	0.2	0.5		1.0	0.2	0.8		1.8	1.0	0.8	
Radio Kahungunu	1.7	2.0	-0.3	12	2.4	3.1	-0.7		1.4	1.8	-0.4		0.8	0.7	0.1		4.0	4.2	-0.2		0.9	0.7	0.2		1.1	1.2	-0.1	
Rhema	0.9	1.4	-0.5	15	1.0	1.1	-0.1		0.7	0.7	0.0		0.6	0.9	-0.3		1.2	0.9	0.3		*	1.1	*		0.8	1.5	-0.7	
Rock	11.0	5.9	5.1	2	14.6	9.2	5.4		14.8	9.3	5.5		13.0	8.4	4.6		6.9	7.3	-0.4		2.4	3.8	-1.4		8.3	5.4	2.9	
Star	1.4	0.7	0.7	13	1.8	1.1	0.7		2.5	1.8	0.7		2.7	1.6	1.1		0.5	0.5	0.0		0.9	0.5	0.4		2.4	1.2	1.2	
The Hits	10.2	11.5	-1.3	3	7.4	7.3	0.1		8.1	10.4	-2.3		9.1	12.1	-3.0		6.6	8.1	-1.5		5.1	4.9	0.2		8.3	10.2	-1.9	
The Sound	5.5	4.6	0.9	7	7.5	7.0	0.5		9.4	7.4	2.0		6.5	4.6	1.9		5.4	4.0	1.4		1.2	3.1	-1.9		5.6	3.9	1.7	
ZM	5.2	4.1	1.1	8	2.9	2.8	0.1		3.6	3.1	0.5		7.4	6.5	0.9		5.5	3.6	1.9		2.2	0.9	1.3		4.1	3.2	0.9	
MediaWorks Combo	51.8	51.2	0.6		60.2	59.5	0.7		60.6	58.2	2.4		60.2	56.5	3.7		42.1	45.3	-3.2		41.4	42.8	-1.4		56.4	56.6	-0.2	
NZME Combo	40.7	41.2	-0.5		29.9	28.1	1.8		29.8	29.7	0.1		32.6	34.4	-1.8		49.4	45.8	3.6		50.6	50.7	-0.1		34.5	34.6	-0.1	

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NZME Combo: Coast or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Flava or Hokonui



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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	17.8	18.9	-1.1	2	1.2	1.1	0.1		2.5	2.9	-0.4		3.7	4.5	-0.8		8.0	8.8	-0.8		9.5	9.1	0.4		7.1	6.8	0.3		3.8	3.9	-0.1	
Coast	9.2	9.0	0.2	11	0.7	0.9	-0.2		0.3	0.1	0.2		1.0	1.0	0.0		2.8	2.6	0.2		4.1	3.7	0.4		4.1	4.2	-0.1		0.9	1.1	-0.2	
Edge	14.8	15.9	-1.1	7	2.0	2.6	-0.6		6.3	6.7	-0.4		6.5	5.8	0.7		8.9	8.5	0.4		3.8	4.0	-0.2		2.5	2.5	0.0		5.0	4.1	0.9	
Life FM	2.0	1.5	0.5	15	0.2	0.3	-0.1		0.2	*	*		0.8	0.1	0.7		1.3	0.5	0.8		0.7	0.8	-0.1		0.4	0.5	-0.1		0.5	0.1	0.4	
Magic	17.5	20.3	-2.8	3	0.1	0.3	-0.2		0.9	1.0	-0.1		1.0	1.1	-0.1		2.3	3.1	-0.8		6.0	7.6	-1.6		10.1	11.7	-1.6		2.1	2.2	-0.1	
Mai FM	10.0	8.9	1.1	10	3.2	3.6	-0.4		4.2	3.4	0.8		3.7	3.1	0.6		4.6	3.4	1.2		1.0	0.4	0.6		0.2	0.2	0.0		2.5	1.8	0.7	
More FM	16.6	16.8	-0.2	6	2.5	2.8	-0.3		4.7	4.1	0.6		5.5	5.2	0.3		8.4	8.4	0.0		5.3	5.6	-0.3		3.8	3.5	0.3		3.9	4.4	-0.5	
Newstalk ZB	17.5	17.0	0.5	3	0.1	0.1	0.0		0.2	0.4	-0.2		1.2	0.8	0.4		4.3	3.3	1.0		7.1	6.8	0.3		8.6	9.5	-0.9		1.8	1.1	0.7	
Radio Hauraki	4.6	2.0	2.6	12	0.5	0.3	0.2		0.5	0.2	0.3		2.6	1.5	1.1		3.7	1.8	1.9		1.5	0.3	1.2		0.4	*	*		0.4	0.2	0.2	
Radio Kahungunu	2.6	2.2	0.4	13	0.2	0.1	0.1		0.5	0.6	-0.1		0.3	0.2	0.1		1.0	0.9	0.1		0.9	0.9	0.0		0.6	0.3	0.3		0.9	0.5	0.4	
Rhema	2.2	2.5	-0.3	14	0.2	0.3	-0.1		0.7	0.3	0.4		0.6	0.3	0.3		0.8	0.7	0.1		0.6	1.1	-0.5		0.8	1.2	-0.4		0.6	0.4	0.2	
Rock	17.0	14.1	2.9	5	1.0	1.3	-0.3		5.7	4.7	1.0		8.6	8.1	0.5		11.7	9.9	1.8		4.8	3.0	1.8		2.5	1.9	0.6		4.1	3.8	0.3	
Star	1.4	1.0	0.4	16	*	*	*		*	*	*		*	*	*		0.2	0.2	0.0		0.5	0.5	0.0		0.5	0.5	0.0		*	*	*	
The Hits	20.5	22.1	-1.6	1	2.7	4.2	-1.5		6.3	6.2	0.1		8.4	8.1	0.3		12.0	12.2	-0.2		5.7	7.0	-1.3		3.7	3.9	-0.2		5.1	5.5	-0.4	
The Sound	10.4	8.6	1.8	9	0.8	0.5	0.3		1.5	2.1	-0.6		2.5	2.2	0.3		4.4	4.2	0.2		5.6	4.7	0.9		4.3	3.1	1.2		0.9	1.2	-0.3	
ZM	13.3	10.1	3.2	8	3.3	1.9	1.4		5.6	4.7	0.9		6.7	5.7	1.0		7.9	6.2	1.7		1.7	0.9	0.8		0.7	0.7	0.0		3.5	3.3	0.2	
MediaWorks Combo	73.7	73.4	0.3		8.3	9.4	-1.1		18.3	17.0	1.3		21.5	20.5	1.0		32.6	32.0	0.6		23.6	23.3	0.3		21.7	21.1	0.6		14.3	13.8	0.5	
NZME Combo	55.6	54.8	0.8		6.8	8.0	-1.2		11.2	10.3	0.9		16.7	15.7	1.0		26.0	24.1	1.9		16.5	16.1	0.4		14.9	15.5	-0.6		10.6	10.1	0.5	
All Commercial Radio	102.4	101.7	0.7		11.6	12.9	-1.3		21.9	20.0	1.9		28.2	26.8	1.4		45.9	44.9	1.0		32.8	33.8	-1.0		28.2	28.6	-0.4		18.9	18.6	0.3	
Potential (000)	127.5	127.5	0.0		17.2	17.6	-0.4		28.1	27.7	0.4		32.4	32.4	0.0		51.7	51.7	0.0		38.5	38.5	0.0		35.2	35.2	0.0		21.4	21.0	0.4	
Sample	838	840	-2		119	121	-2		137	136	1		227	215	12		361	342	19		254	254	0		231	247	-16		155	147	8	

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	This	Last	+/-	Rank	This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-	
Breeze	10.2	11.5	-1.3	5	9.7	9.4	0.3		9.5	9.4	0.1		7.8	8.4	-0.6		3.3	3.8	-0.5		1.9	3.2	-1.3		10.7	11.7	-1.0	
Coast	5.4	5.0	0.4	11	4.9	3.4	1.5		5.4	4.5	0.9		3.8	3.5	0.3		1.8	1.7	0.1		1.0	1.8	-0.8		5.7	5.8	-0.1	
Edge	8.3	9.1	-0.8	7	5.2	5.3	-0.1		7.1	7.6	-0.5		8.0	9.3	-1.3		3.0	3.5	-0.5		0.8	0.7	0.1		8.1	9.3	-1.2	
Life FM	0.5	0.4	0.1	16	0.6	0.5	0.1		1.4	1.4	0.0		0.8	1.0	-0.2		0.4	0.4	0.0		*	*	*		1.4	1.2	0.2	
Magic	9.2	10.2	-1.0	6	10.1	11.3	-1.2		10.8	12.3	-1.5		7.9	8.4	-0.5		4.5	5.4	-0.9		1.9	2.4	-0.5		13.0	16.2	-3.2	
Mai FM	6.4	6.0	0.4	9	3.9	2.7	1.2		5.4	4.7	0.7		3.2	2.6	0.6		1.4	1.9	-0.5		0.8	0.6	0.2		6.7	6.7	0.0	
More FM	10.9	12.2	-1.3	4	7.3	7.0	0.3		8.6	7.8	0.8		9.0	8.2	0.8		3.6	5.1	-1.5		1.5	1.3	0.2		11.1	11.7	-0.6	
Newstalk ZB	13.0	11.9	1.1	1	9.4	9.4	0.0		8.4	7.2	1.2		7.4	7.3	0.1		6.1	6.3	-0.2		5.5	5.5	0.0		12.1	13.3	-1.2	
Radio Hauraki	2.6	1.6	1.0	12	1.8	0.8	1.0		2.8	1.1	1.7		2.9	1.4	1.5		0.7	0.2	0.5		0.5	0.2	0.3		2.6	1.5	1.1	
Radio Kahungunu	1.2	1.3	-0.1	14	1.7	1.5	0.2		1.3	1.1	0.2		1.0	0.8	0.2		1.2	1.3	-0.1		0.7	0.6	0.1		1.4	1.2	0.2	
Rhema	1.4	1.7	-0.3	13	1.2	1.0	0.2		0.8	0.8	0.0		0.5	0.6	-0.1		0.7	0.8	-0.1		0.1	0.3	-0.2		1.5	1.9	-0.4	
Rock	11.1	7.4	3.7	3	10.1	7.0	3.1		9.7	6.8	2.9		9.0	6.6	2.4		4.5	4.3	0.2		0.8	0.4	0.4		9.4	7.7	1.7	
Star	0.9	0.6	0.3	15	1.0	0.7	0.3		0.8	0.5	0.3		0.5	0.3	0.2		0.3	0.3	0.0		0.2	0.1	0.1		1.1	0.8	0.3	
The Hits	12.3	13.8	-1.5	2	9.5	9.4	0.1		11.6	12.8	-1.2		9.4	12.1	-2.7		3.8	4.6	-0.8		2.4	2.1	0.3		13.2	14.0	-0.8	
The Sound	5.6	4.6	1.0	10	5.6	3.6	2.0		7.1	5.4	1.7		5.1	4.3	0.8		1.9	1.1	0.8		0.3	0.6	-0.3		5.6	4.1	1.5	
ZM	8.3	6.1	2.2	7	4.4	4.4	0.0		8.3	6.0	2.3		6.6	5.4	1.2		3.6	3.1	0.5		1.0	0.5	0.5		7.7	5.9	1.8	
MediaWorks Combo	49.8	49.4	0.4		42.3	37.4	4.9		48.1	44.5	3.6		43.0	41.2	1.8		19.4	21.8	-2.4		7.7	8.4	-0.7		54.2	56.3	-2.1	
NZME Combo	38.8	38.5	0.3		28.0	26.6	1.4		33.2	31.0	2.2		28.5	30.7	-2.2		15.8	16.4	-0.6		10.7	11.4	-0.7		37.2	38.3	-1.1	
All Commercial Radio	80.5	79.3	1.2		64.9	59.6	5.3		73.6	69.2	4.4		65.3	64.0	1.3		34.2	35.7	-1.5		18.3	18.8	-0.5		83.8	85.6	-1.8	

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



HAWKE'S BAY COMMERCIAL RADIO - SURVEY 4 2020

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

Survey Comparisons: 3/2020 - 4/2020

This Survey Period: Sun Aug 25 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020 & Sun July 19 to Sat Nov 14 2020

Last 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

	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	11:21	11:02	0:18	4:31	2:57	1:33	4:55	5:57	-1:01	10:58	9:27	1:31	10:42	9:00	1:42	12:51	11:01	1:50	15:18	16:49	-1:31	10:08	10:08	0:00
Coast	11:20	8:47	2:33	3:04	2:39	0:24	23:36	2:27	21:08	7:40	6:43	0:57	13:55	10:22	3:33	9:40	8:23	1:16	10:02	8:11	1:50	7:24	9:24	-1:59
Edge	5:37	5:29	0:08	3:06	3:05	0:00	5:18	5:36	-0:17	5:32	5:40	-0:08	5:37	5:27	0:10	7:45	6:42	1:02	8:44	8:19	0:24	3:23	2:52	0:30
Life FM	3:25	5:53	-2:27	2:47	2:55	-0:08	0:29	*	*	2:12	8:45	-6:32	3:45	7:20	-3:35	6:15	8:03	-1:48	3:23	6:54	-3:31	3:55	11:45	-7:49
Magic	10:56	10:56	-0:00	3:00	5:45	-2:45	10:58	11:08	-0:10	5:42	6:30	-0:47	8:26	8:03	0:22	10:07	10:07	0:00	11:11	11:32	-0:20	8:38	9:36	-0:58
Mai FM	6:07	5:05	1:01	3:53	3:40	0:13	7:27	6:33	0:54	9:23	7:21	2:01	8:53	7:07	1:46	6:01	3:16	2:44	0:30	0:30	0:00	7:41	6:52	0:48
More FM	9:29	8:29	1:00	5:47	5:23	0:24	4:53	5:18	-0:25	7:03	6:30	0:32	10:29	9:40	0:48	14:56	13:46	1:09	13:02	10:55	2:06	9:53	10:23	-0:29
Newstalk ZB	14:09	13:06	1:03	0:15	0:15	0:00	3:00	3:00	0:00	8:02	5:38	2:24	8:21	9:54	-1:33	9:38	11:32	-1:54	14:39	13:13	1:25	5:52	10:10	-4:18
Radio Hauraki	5:52	6:09	-0:17	3:54	2:49	1:05	5:52	1:14	4:38	6:55	7:21	-0:25	6:34	6:38	-0:04	4:42	3:08	1:34	1:34	*	*	4:30	6:19	-1:49
Radio Kahungunu	11:11	14:17	-3:05	2:30	2:30	0:00	24:51	31:29	-6:37	5:03	0:45	4:18	5:28	4:33	0:55	8:33	7:45	0:47	16:39	25:24	-8:45	7:06	7:02	0:04
Rhema	6:40	7:34	-0:53	5:30	5:30	0:00	11:28	5:18	6:09	12:42	5:27	7:14	10:58	5:20	5:37	5:00	11:01	-6:00	4:52	11:00	-6:07	12:42	6:37	6:04
Rock	12:34	8:40	3:54	2:46	2:46	0:00	15:29	6:59	8:30	10:54	8:38	2:16	10:40	8:39	2:01	13:38	11:51	1:46	16:20	13:27	2:52	8:11	5:54	2:17
Star	26:48	19:56	6:52	*	*	*	*	*	*	*	*	*	3:32	3:24	0:07	28:16	33:12	-4:55	34:33	37:41	-3:07	*	*	*
The Hits	7:32	7:30	0:01	8:24	8:42	-0:18	6:56	7:07	-0:10	8:35	8:46	-0:10	8:35	7:53	0:42	7:29	6:14	1:14	5:23	5:34	-0:10	8:54	9:27	-0:32
The Sound	11:47	10:27	1:20	7:58	4:34	3:24	13:38	8:15	5:22	15:54	10:15	5:39	12:48	9:41	3:07	10:23	11:25	-1:02	10:48	12:36	-1:47	6:37	6:48	-0:10
ZM	5:59	5:55	0:04	7:01	4:15	2:46	5:07	6:10	-1:02	5:48	7:13	-1:24	6:00	7:06	-1:06	7:04	5:05	1:58	6:20	4:19	2:00	5:29	5:56	-0:26
MediaWorks Combo	14:04	12:38	1:26	5:45	5:01	0:43	12:03	9:27	2:35	13:32	11:21	2:11	14:17	11:57	2:19	18:01	16:19	1:42	17:41	18:00	-0:18	11:57	11:47	0:10
NZME Combo	11:29	10:42	0:47	7:38	6:39	0:58	8:22	8:38	-0:16	9:17	9:23	-0:06	10:25	10:19	0:06	10:55	11:18	-0:23	12:53	11:58	0:54	8:33	10:20	-1:46
All Commercial Radio	17:56	16:30	1:26	9:12	8:31	0:41	15:18	13:42	1:35	16:17	14:28	1:49	16:57	14:57	2:00	20:12	18:48	1:24	22:34	22:23	0:10	15:02	15:33	-0:30
Potential (000)	127.5	127.5	0.0	17.2	17.6	-0.4	28.1	27.7	0.4	32.4	32.4	0.0	51.7	51.7	0.0	38.5	38.5	0.0	35.2	35.2	0.0	21.4	21.0	0.4
Sample	838	840	-2	119	121	-2	137	136	1	227	215	12	361	342	19	254	254	0	231	247	-16	155	147	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 Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Flava or Hokonui



HAWKE'S BAY COMMERCIAL RADIO - SURVEY 4 2020

Average Time Spent Listening (hh:mm) by Daypart, People 10+
 Survey Comparisons: 3/2020 - 4/2020

This Survey Period: Sun Aug 25 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020 & Sun July 19 to Sat Nov 14 2020

Last 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

	This	Last	+/-
Potential (000)	127.5	127.5	0.0
Sample Size	838	840	-2

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

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