



# HAWKE'S BAY COMMERCIAL RADIO - SURVEY 1 2016

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

Survey Comparisons: 2/2015 - 1/2016

This Survey Period: Sun Jan 31 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016

Last Survey Period: Sat Aug 8 to Sat Sep 19 2015

	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	7.1	7.6	-0.5	7	6.3	18.8	-12.5	3.6	6.9	-3.3	5.2	4.1	1.1	7.6	6.0	1.6	12.2	10.1	2.1	8.4	9.3	-0.9	7.8	9.5	-1.7
Coast	3.7	3.6	0.1	12	1.3	*	*	0.2	0.4	-0.2	*	0.8	*	0.5	1.3	-0.8	2.5	2.8	-0.3	5.4	8.5	-3.1	0.6	0.5	0.1
Edge	10.7	7.8	2.9	1	20.1	15.4	4.7	19.0	15.3	3.7	15.5	9.1	6.4	14.9	8.5	6.4	9.2	5.9	3.3	2.0	2.5	-0.5	22.2	12.0	10.2
Flava	6.9	4.6	2.3	8	4.4	8.2	-3.8	15.6	11.9	3.7	14.1	5.1	9.0	9.8	5.0	4.8	2.0	2.4	-0.4	0.2	0.1	0.1	4.4	3.7	0.7
Hits	9.7	8.5	1.2	2	20.2	14.9	5.3	8.8	3.6	5.2	13.2	11.2	2.0	13.0	13.8	-0.8	9.9	12.8	-2.9	7.8	6.9	0.9	15.7	20.1	-4.4
Life FM	0.4	n.a.	*	18	1.5	n.a.	*	0.5	n.a.	*	0.3	n.a.	*	0.5	n.a.	*	0.4	n.a.	*	*	n.a.	*	1.1	n.a.	*
Magic	9.6	9.3	0.3	3	*	2.4	*	1.5	4.5	-3.0	1.1	5.1	-4.0	3.4	6.0	-2.6	12.3	11.7	0.6	21.0	16.4	4.6	4.9	6.4	-1.5
Mai FM	4.4	5.7	-1.3	10	11.4	9.5	1.9	11.8	16.6	-4.8	5.9	5.8	0.1	5.0	3.5	1.5	1.9	0.7	1.2	*	0.3	*	5.6	4.4	1.2
More FM	5.5	3.2	2.3	9	13.9	0.1	13.8	2.6	1.5	1.1	6.8	4.0	2.8	5.8	4.7	1.1	5.6	5.3	0.3	5.7	3.8	1.9	4.7	8.0	-3.3
Newstalk ZB	9.1	15.0	-5.9	4	0.2	0.8	-0.6	2.1	0.9	1.2	1.9	1.5	0.4	2.8	5.9	-3.1	6.7	13.5	-6.8	18.3	23.7	-5.4	3.7	9.1	-5.4
Radio Hauraki	2.1	2.2	-0.1	15	*	5.2	*	1.7	2.9	-1.2	2.1	4.0	-1.9	3.3	3.8	-0.5	4.1	2.7	1.4	1.6	1.0	0.6	1.6	1.9	-0.3
Radio Kahungunu	0.5	n.a.	*	17	1.1	n.a.	*	0.6	n.a.	*	0.5	n.a.	*	0.5	n.a.	*	0.3	n.a.	*	0.1	n.a.	*	0.3	n.a.	*
Radio Live	2.8	2.4	0.4	13	*	1.1	*	0.9	0.9	0.0	1.7	0.8	0.9	1.7	2.2	-0.5	4.4	3.0	1.4	5.6	2.7	2.9	2.0	1.9	0.1
Radio Sport	2.4	3.0	-0.6	14	1.9	*	*	0.4	0.9	-0.5	0.8	2.4	-1.6	1.9	4.3	-2.4	3.1	4.4	-1.3	4.0	3.7	0.3	2.8	1.8	1.0
Rhema	1.0	n.a.	*	16	0.5	n.a.	*	0.5	n.a.	*	0.2	n.a.	*	0.7	n.a.	*	1.4	n.a.	*	1.7	n.a.	*	0.8	n.a.	*
Rock	7.7	8.0	-0.3	5	3.3	1.5	1.8	13.5	15.3	-1.8	15.0	15.9	-0.9	11.2	11.4	-0.2	4.9	4.9	0.0	3.5	2.0	1.5	5.0	8.2	-3.2
Star	0.2	n.a.	*	19	*	n.a.	*	0.3	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	0.2	n.a.	*	*	n.a.	*
The Sound	7.2	6.8	0.4	6	5.8	1.1	4.7	3.0	6.4	-3.4	4.3	8.8	-4.5	8.3	9.1	-0.8	13.6	11.5	2.1	9.4	9.4	0.0	8.4	1.0	7.4
ZM	3.9	3.5	0.4	11	3.8	7.0	-3.2	7.0	6.2	0.8	6.9	9.6	-2.7	5.7	5.8	-0.1	2.8	0.8	2.0	0.8	0.5	0.3	6.6	8.1	-1.5
Other	5.0	8.8	-3.8		4.2	13.9	-9.7	6.3	6.0	0.3	4.4	11.8	-7.4	3.4	8.8	-5.4	2.7	7.5	-4.8	4.4	9.5	-5.1	1.8	3.4	-1.6
Mediaworks Combo	55.1	50.8	4.3		60.9	49.9	11.0	55.8	67.3	-11.5	55.6	53.7	1.9	57.9	51.3	6.6	64.0	53.1	10.9	55.6	46.3	9.3	60.6	51.5	9.1
NZME Combo	37.8	40.4	-2.6		31.8	36.2	-4.4	35.9	26.7	9.2	38.9	34.6	4.3	37.0	39.9	-2.9	31.1	39.4	-8.3	38.0	44.2	-6.2	35.4	45.1	-9.7
Potential (000)	117.8	109.8	8.0		15.5	12.0	3.5	24.9	26.4	-1.5	29.5	28.7	0.8	48.1	46.1	2.0	35.6	33.1	2.5	31.5	28.2	3.3	18.7	17.8	0.9
Sample	932	905	27		107	25	82	198	184	14	238	257	-19	390	388	2	296	277	19	284	337	-53	164	154	10

Please note: Survey 1 2016 supplied by GfK; Survey 2 2015 supplied by TNS. Please take into account if comparing Survey 2 2015 and Survey 1 2016 results

Mediaworks Combo : Breeze or Edge or Magic or Mai FM or More FM or Radio Live or Rock or The Sound

NZME Combo : Coast or Flava or Hits or Newstalk ZB or Radio Hauraki or Radio Sport or ZM

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



# HAWKE'S BAY COMMERCIAL RADIO - SURVEY 1 2016

Station Share (%) by Daypart, People 10+

Survey Comparisons: 2/2015 - 1/2016

This Survey Period: Sun Jan 31 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016

Last Survey Period: Sat Aug 8 to Sat Sep 19 2015

	This	Last	+/-
Potential (000)	117.8	109.8	8.0
Sample Size	932	905	27

	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	8.4	6.4	2.0	4	8.2	9.8	-1.6	7.7	9.4	-1.7	6.3	7.6	-1.3	2.0	6.2	-4.2	7.4	2.8	4.6	6.2	6.9	-0.7
Coast	3.9	2.5	1.4	13	3.6	4.8	-1.2	4.1	4.4	-0.3	3.5	3.2	0.3	1.4	2.8	-1.4	1.0	1.3	-0.3	4.3	3.8	0.5
Edge	11.0	6.7	4.3	1	9.0	7.3	1.7	11.4	7.3	4.1	13.6	7.3	6.3	9.8	9.5	0.3	11.1	15.0	-3.9	10.1	7.5	2.6
Flava	6.4	2.4	4.0	7	7.1	3.1	4.0	8.3	5.1	3.2	6.8	3.3	3.5	9.8	4.7	5.1	4.0	6.5	-2.5	5.7	6.9	-1.2
Hits	9.8	13.1	-3.3	2	11.2	7.1	4.1	10.6	6.7	3.9	11.2	9.9	1.3	11.0	5.3	5.7	3.9	6.5	-2.6	7.8	8.4	-0.6
Life FM	0.7	n.a.	*	17	0.1	n.a.	*	0.2	n.a.	*	0.6	n.a.	*	0.6	n.a.	*	0.1	n.a.	*	0.5	n.a.	*
Magic	7.1	7.6	-0.5	6	11.9	10.5	1.4	8.6	9.7	-1.1	6.4	9.9	-3.5	7.5	6.6	0.9	10.1	6.6	3.5	13.1	10.3	2.8
Mai FM	5.5	4.7	0.8	10	4.4	5.2	-0.8	2.3	5.7	-3.4	3.7	9.1	-5.4	4.5	5.5	-1.0	10.5	7.0	3.5	4.7	5.4	-0.7
More FM	5.7	4.2	1.5	9	4.7	3.5	1.2	5.1	4.2	0.9	6.6	4.0	2.6	7.2	1.2	6.0	2.4	0.4	2.0	5.7	2.3	3.4
Newstalk ZB	9.4	21.1	-11.7	3	9.2	14.1	-4.9	6.1	8.1	-2.0	6.9	7.1	-0.2	12.9	24.1	-11.2	15.7	24.8	-9.1	10.3	15.4	-5.1
Radio Hauraki	1.6	1.4	0.2	15	2.5	2.4	0.1	2.4	2.6	-0.2	1.8	4.1	-2.3	1.4	2.1	-0.7	0.4	0.6	-0.2	2.4	2.0	0.4
Radio Kahungunu	0.5	n.a.	*	18	0.2	n.a.	*	0.5	n.a.	*	0.6	n.a.	*	0.6	n.a.	*	0.2	n.a.	*	0.9	n.a.	*
Radio Live	4.9	3.1	1.8	11	1.1	2.0	-0.9	1.5	1.5	0.0	2.1	1.5	0.6	5.8	3.1	2.7	6.4	7.0	-0.6	2.5	2.3	0.2
Radio Sport	2.0	2.9	-0.9	14	2.1	3.0	-0.9	2.5	2.5	0.0	2.2	2.6	-0.4	2.5	2.9	-0.4	0.6	2.5	-1.9	3.6	3.6	0.0
Rhema	1.1	n.a.	*	16	0.5	n.a.	*	0.9	n.a.	*	1.1	n.a.	*	2.0	n.a.	*	1.0	n.a.	*	1.2	n.a.	*
Rock	7.2	8.2	-1.0	5	8.4	8.4	0.0	9.4	10.9	-1.5	9.7	11.2	-1.5	7.7	2.6	5.1	6.3	7.0	-0.7	5.3	5.6	-0.3
Star	0.2	n.a.	*	19	0.1	n.a.	*	0.2	n.a.	*	0.2	n.a.	*	*	n.a.	*	0.3	n.a.	*	0.2	n.a.	*
The Sound	6.3	5.5	0.8	8	8.3	7.3	1.0	9.6	9.3	0.3	8.5	6.8	1.7	4.7	3.6	1.1	5.9	6.6	-0.7	5.2	6.5	-1.3
ZM	4.7	4.7	0.0	12	3.7	3.4	0.3	4.5	3.6	0.9	4.5	3.5	1.0	3.6	2.7	0.9	2.2	0.8	1.4	2.7	3.2	-0.5
Other	3.6	5.5	-1.9		3.7	8.1	-4.4	4.2	9.0	-4.8	3.8	8.8	-5.0	5.2	17.2	-12.0	10.3	4.7	5.6	7.4	10.1	-2.7
Mediaworks Combo	56.1	46.5	9.6		56.0	54.0	2.0	55.5	57.9	-2.4	56.6	57.4	-0.8	49.2	38.3	10.9	60.3	52.4	7.9	52.7	46.7	6.0
NZME Combo	37.7	48.1	-10.4		39.4	37.9	1.5	38.5	33.1	5.4	37.1	33.7	3.4	42.5	44.5	-2.0	27.8	42.9	-15.1	36.9	43.2	-6.3

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

Survey Comparisons: 2/2015 - 1/2016

This Survey Period: Sun Jan 31 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016

Last Survey Period: Sat Aug 8 to Sat Sep 19 2015

	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	12.6	12.5	0.1	4	1.5	2.8	-1.3	2.1	2.5	-0.4	2.7	3.0	-0.3	5.9	5.2	0.7	6.0	4.1	1.9	4.0	2.9	1.1	2.0	2.1	-0.1
Coast	7.5	6.0	1.5	12	0.4	*	*	0.3	0.6	-0.3	0.2	0.5	-0.3	0.9	1.1	-0.2	2.1	1.7	0.4	3.9	3.9	0.0	0.4	0.3	0.1
Edge	22.4	17.2	5.2	1	5.1	3.3	1.8	9.0	6.9	2.1	8.9	4.8	4.1	12.8	7.8	5.0	4.7	4.4	0.3	1.0	1.5	-0.5	5.5	4.4	1.1
Flava	11.0	10.1	0.9	7	1.6	1.5	0.1	6.1	5.8	0.3	4.8	3.6	1.2	6.4	4.7	1.7	1.7	1.5	0.2	0.1	0.3	-0.2	2.0	1.4	0.6
Hits	17.2	14.0	3.2	2	2.1	2.6	-0.5	4.2	2.4	1.8	7.4	5.1	2.3	10.7	8.2	2.5	5.5	5.4	0.1	3.1	2.9	0.2	4.3	4.4	-0.1
Life FM	2.2	n.a.	*	18	0.7	n.a.	*	0.7	n.a.	*	0.2	n.a.	*	0.9	n.a.	*	0.6	n.a.	*	*	n.a.	*	0.6	n.a.	*
Magic	11.6	10.2	1.4	6	*	0.7	*	0.9	1.2	-0.3	0.7	1.6	-0.9	2.7	3.2	-0.5	5.0	4.8	0.2	6.6	5.2	1.4	1.0	1.4	-0.4
Mai FM	8.3	10.2	-1.9	11	1.4	2.2	-0.8	4.5	6.1	-1.6	3.7	2.6	1.1	4.7	3.0	1.7	1.0	0.8	0.2	*	0.3	*	1.6	1.7	-0.1
More FM	11.0	7.7	3.3	7	2.0	0.5	1.5	1.8	2.0	-0.2	4.2	2.7	1.5	5.6	4.3	1.3	2.9	2.5	0.4	2.5	1.7	0.8	2.2	1.7	0.5
Newstalk ZB	11.7	16.8	-5.1	5	0.3	1.0	-0.7	1.0	0.8	0.2	0.6	1.4	-0.8	2.0	4.4	-2.4	3.8	5.9	-2.1	6.1	7.2	-1.1	1.2	2.1	-0.9
Radio Hauraki	4.6	4.1	0.5	15	0.2	0.5	-0.3	1.7	1.0	0.7	2.0	1.4	0.6	2.8	2.5	0.3	1.6	1.6	0.0	1.2	0.5	0.7	1.0	1.0	0.0
Radio Kahungunu	2.4	n.a.	*	17	0.2	n.a.	*	0.6	n.a.	*	1.0	n.a.	*	1.5	n.a.	*	0.7	n.a.	*	0.2	n.a.	*	0.6	n.a.	*
Radio Live	6.3	6.1	0.2	14	*	0.5	*	0.9	1.0	-0.1	1.5	1.0	0.5	2.4	1.7	0.7	2.5	1.7	0.8	2.7	1.5	1.2	0.7	0.7	0.0
Radio Sport	7.3	6.1	1.2	13	0.3	*	*	0.5	0.8	-0.3	0.8	1.9	-1.1	2.2	3.3	-1.1	2.8	2.6	0.2	3.6	2.4	1.2	0.9	0.8	0.1
Rhema	2.6	n.a.	*	16	0.3	n.a.	*	0.4	n.a.	*	0.2	n.a.	*	0.7	n.a.	*	0.9	n.a.	*	0.8	n.a.	*	0.2	n.a.	*
Rock	15.5	13.8	1.7	3	1.4	0.8	0.6	6.7	6.6	0.1	7.8	7.2	0.6	10.0	8.8	1.2	3.1	2.1	1.0	1.4	0.7	0.7	2.4	3.7	-1.3
Star	0.8	n.a.	*	19	*	n.a.	*	0.3	n.a.	*	0.1	n.a.	*	0.1	n.a.	*	*	n.a.	*	0.2	n.a.	*	*	n.a.	*
The Sound	10.9	10.3	0.6	9	1.0	0.5	0.5	2.2	1.9	0.3	2.8	2.7	0.1	5.4	5.8	-0.4	5.3	5.7	-0.4	3.6	3.1	0.5	2.2	0.8	1.4
ZM	10.5	9.1	1.4	10	1.7	1.4	0.3	4.0	4.0	0.0	4.5	4.8	-0.3	6.3	5.6	0.7	2.6	1.1	1.5	0.8	0.4	0.4	2.6	3.4	-0.8
Other	10.6	16.6	-6.0		0.5	1.7	-1.2	2.7	3.6	-0.9	2.8	4.8	-2.0	4.3	7.3	-3.0	3.2	5.0	-1.8	3.1	4.5	-1.4	0.9	1.9	-1.0
Mediaworks Combo	68.0	59.5	8.5		8.9	6.1	2.8	17.1	18.7	-1.6	20.8	16.0	4.8	32.6	26.1	6.5	22.2	19.1	3.1	16.8	13.2	3.6	12.4	10.1	2.3
NZME Combo	53.9	53.8	0.1		5.3	6.0	-0.7	12.0	12.4	-0.4	15.6	14.9	0.7	24.6	23.8	0.8	16.3	16.1	0.2	14.9	14.0	0.9	9.3	10.3	-1.0
All Commercial Radio	93.8	89.1	4.7		11.3	9.5	1.8	19.7	22.9	-3.2	25.3	24.4	0.9	41.7	39.5	2.2	30.2	27.5	2.7	24.8	21.4	3.4	16.4	15.2	1.2
Potential (000)	117.8	109.8	8.0		15.5	12.0	3.5	24.9	26.4	-1.5	29.5	28.7	0.8	48.1	46.1	2.0	35.6	33.1	2.5	31.5	28.2	3.3	18.7	17.8	0.9
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	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	7.8	5.7	2.1	5	5.2	6.6	-1.4	7.2	5.9	1.3	5.6	3.5	2.1	1.3	1.8	-0.5	2.0	1.1	0.9	6.9	8.2	-1.3
Coast	4.1	2.4	1.7	12	4.8	3.3	1.5	3.2	3.7	-0.5	3.2	2.6	0.6	1.1	1.4	-0.3	1.0	0.7	0.3	5.9	4.3	1.6
Edge	14.2	8.7	5.5	1	7.2	8.6	-1.4	11.6	7.0	4.6	10.3	7.0	3.3	5.4	4.4	1.0	3.6	2.1	1.5	14.2	10.9	3.3
Flava	6.8	4.1	2.7	8	4.7	3.5	1.2	5.9	5.7	0.2	5.8	3.5	2.3	3.6	2.4	1.2	2.1	1.0	1.1	7.0	6.0	1.0
Hits	11.4	9.5	1.9	2	7.7	5.8	1.9	9.7	7.2	2.5	8.3	5.8	2.5	3.1	3.4	-0.3	2.2	2.1	0.1	11.1	9.0	2.1
Life FM	1.4	n.a.	*	16	0.2	n.a.	*	0.7	n.a.	*	1.6	n.a.	*	1.1	n.a.	*	0.3	n.a.	*	1.3	n.a.	*
Magic	7.5	6.1	1.4	6	7.8	6.5	1.3	7.4	6.2	1.2	5.1	5.7	-0.6	2.9	2.5	0.4	2.1	1.9	0.2	8.6	7.2	1.4
Mai FM	5.7	4.9	0.8	11	2.4	4.0	-1.6	3.5	5.0	-1.5	4.2	4.1	0.1	2.6	2.6	0.0	3.1	1.7	1.4	5.6	7.4	-1.8
More FM	6.6	4.1	2.5	9	4.0	3.0	1.0	4.9	3.1	1.8	5.3	2.3	3.0	3.0	1.2	1.8	1.0	0.2	0.8	6.6	3.9	2.7
Newstalk ZB	7.9	12.5	-4.6	4	6.7	7.5	-0.8	5.4	7.0	-1.6	5.1	6.2	-1.1	4.6	6.2	-1.6	3.9	5.6	-1.7	8.9	13.0	-4.1
Radio Hauraki	1.9	1.5	0.4	15	2.2	1.8	0.4	2.2	2.2	0.0	2.3	2.1	0.2	0.7	1.1	-0.4	0.5	0.3	0.2	3.0	2.9	0.1
Radio Kahungunu	1.3	n.a.	*	17	0.7	n.a.	*	0.8	n.a.	*	0.8	n.a.	*	1.0	n.a.	*	0.3	n.a.	*	2.0	n.a.	*
Radio Live	3.9	3.8	0.1	13	1.8	2.2	-0.4	1.9	2.3	-0.4	2.3	1.5	0.8	2.7	1.2	1.5	2.2	1.2	1.0	3.9	3.6	0.3
Radio Sport	3.0	2.8	0.2	14	2.6	2.1	0.5	2.9	2.2	0.7	3.1	1.9	1.2	1.6	1.3	0.3	0.4	0.6	-0.2	5.4	5.0	0.4
Rhema	1.3	n.a.	*	17	0.8	n.a.	*	1.6	n.a.	*	1.4	n.a.	*	1.3	n.a.	*	0.4	n.a.	*	2.0	n.a.	*
Rock	9.6	7.3	2.3	3	6.9	5.6	1.3	7.5	9.0	-1.5	8.2	6.8	1.4	3.8	2.2	1.6	2.7	1.7	1.0	9.2	8.4	0.8
Star	0.7	n.a.	*	19	0.3	n.a.	*	0.7	n.a.	*	0.5	n.a.	*	*	n.a.	*	0.3	n.a.	*	0.5	n.a.	*
The Sound	7.1	4.8	2.3	7	5.4	3.7	1.7	7.2	5.6	1.6	6.6	4.8	1.8	2.5	1.5	1.0	1.6	1.3	0.3	5.9	6.4	-0.5
ZM	6.2	5.8	0.4	10	4.7	3.9	0.8	6.5	5.2	1.3	4.5	3.9	0.6	2.2	1.8	0.4	1.2	0.4	0.8	6.1	5.0	1.1
Other	4.2	5.7	-1.5		4.7	4.8	-0.1	3.9	6.5	-2.6	3.4	5.9	-2.5	2.1	4.6	-2.5	1.8	1.5	0.3	6.8	11.7	-4.9
Mediaworks Combo	49.8	37.3	12.5		33.8	34.1	-0.3	40.9	38.2	2.7	39.5	30.2	9.3	21.0	15.9	5.1	14.2	10.2	4.0	49.3	44.9	4.4
NZME Combo	37.2	35.3	1.9		28.5	25.5	3.0	30.7	30.6	0.1	28.6	24.5	4.1	15.4	16.6	-1.2	9.6	10.0	-0.4	39.5	40.3	-0.8
All Commercial Radio	75.5	66.4	9.1		56.1	54.4	1.7	63.2	61.5	1.7	61.3	52.7	8.6	34.5	33.3	1.2	22.0	20.2	1.8	74.8	76.4	-1.6

Please note: Survey 1 2016 supplied by GfK; Survey 2 2015 supplied by TNS. Please take into account if comparing Survey 2 2015 and Survey 1 2016 results

Mediaworks Combo : Breeze or Edge or Magic or Mai FM or More FM or Radio Live or Rock or The Sound  
 NZME Combo : Coast or Flava or Hits or Newstalk ZB or Radio Hauraki or Radio Sport or ZM



# HAWKE'S BAY COMMERCIAL RADIO - SURVEY 1 2016

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

Survey Comparisons: 2/2015 - 1/2016

This Survey Period: Sun Jan 31 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016

Last Survey Period: Sat Aug 8 to Sat Sep 19 2015

	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	10:08	10:57	-0:48	5:10	7:06	-1:55	6:44	12:32	-5:47	9:20	5:06	4:14	10:36	8:01	2:35	12:27	16:16	-3:48	11:19	18:42	-7:22	10:42	13:07	-2:24
Coast	8:53	10:50	-1:56	4:26	*	*	2:30	3:09	-0:39	0:21	5:48	-5:26	4:30	8:22	-3:51	7:10	10:48	-3:37	7:29	12:44	-5:14	4:20	3:48	0:32
Edge	8:38	8:05	0:33	4:54	5:02	-0:07	8:09	10:04	-1:54	8:32	7:05	1:27	9:32	7:33	1:59	11:59	8:51	3:08	10:46	9:21	1:25	10:54	7:44	3:10
Flava	11:16	8:07	3:09	3:27	5:44	-2:16	9:52	9:26	0:26	14:24	5:19	9:05	12:29	7:19	5:10	6:58	10:38	-3:39	9:00	0:53	8:07	5:57	7:15	-1:17
Hits	10:11	10:56	-0:44	11:35	6:16	5:19	8:02	6:43	1:19	8:48	8:05	0:43	9:56	11:42	-1:45	11:05	15:35	-4:29	13:33	13:59	-0:25	9:58	12:55	-2:56
Life FM	3:27	n.a.	*	2:31	n.a.	*	2:38	n.a.	*	7:39	n.a.	*	5:05	n.a.	*	4:12	n.a.	*	*	n.a.	*	5:11	n.a.	*
Magic	15:04	16:21	-1:16	*	3:40	*	6:12	17:22	-11:09	8:20	11:53	-3:32	10:23	13:00	-2:36	14:58	16:02	-1:03	17:11	18:22	-1:10	13:54	13:25	0:29
Mai FM	9:37	9:59	-0:21	9:55	4:36	5:19	10:04	12:30	-2:25	7:52	8:18	-0:25	8:38	8:07	0:31	11:27	6:03	5:24	*	4:44	*	9:18	7:29	1:49
More FM	8:54	7:27	1:27	8:32	0:15	8:17	5:30	3:26	2:04	8:02	5:30	2:32	8:24	7:39	0:45	11:36	13:45	-2:08	12:15	13:11	-0:55	5:49	13:13	-7:23
Newstalk ZB	14:01	16:02	-2:00	0:35	0:52	-0:16	8:44	5:07	3:37	14:51	3:54	10:57	11:18	9:31	1:47	10:57	15:02	-4:04	16:07	19:07	-2:59	8:29	12:26	-3:56
Radio Hauraki	8:06	9:35	-1:28	0:15	10:45	-10:30	3:53	13:14	-9:20	5:01	10:18	-5:16	9:48	10:28	-0:39	15:43	11:16	4:27	7:09	11:14	-4:04	4:24	5:35	-1:10
Radio Kahungunu	4:03	n.a.	*	8:15	n.a.	*	3:58	n.a.	*	2:29	n.a.	*	2:45	n.a.	*	2:37	n.a.	*	1:13	n.a.	*	1:11	n.a.	*
Radio Live	8:08	7:10	0:58	*	2:15	*	3:44	3:52	-0:07	5:34	3:00	2:34	5:47	8:53	-3:05	10:58	11:43	-0:44	11:19	10:40	0:39	7:37	7:44	-0:06
Radio Sport	6:03	8:43	-2:39	7:32	*	*	3:33	4:57	-1:23	5:00	4:35	0:25	7:07	9:17	-2:09	6:46	11:10	-4:23	6:03	9:07	-3:03	8:19	6:38	1:41
Rhema	7:19	n.a.	*	2:03	n.a.	*	5:33	n.a.	*	5:12	n.a.	*	8:25	n.a.	*	9:36	n.a.	*	10:54	n.a.	*	9:21	n.a.	*
Rock	8:57	10:19	-1:21	2:56	2:01	0:55	7:48	10:31	-2:42	9:23	8:10	1:13	9:06	9:05	0:01	9:49	15:30	-5:40	13:41	17:28	-3:46	5:44	6:14	-0:29
Star	3:49	n.a.	*	*	n.a.	*	3:30	n.a.	*	0:30	n.a.	*	0:30	n.a.	*	*	n.a.	*	4:22	n.a.	*	*	n.a.	*
The Sound	11:52	11:52	0:00	7:23	2:13	5:10	5:14	15:14	-9:59	7:31	12:02	-4:30	12:37	10:54	1:43	15:35	13:19	2:16	13:54	17:29	-3:34	10:19	3:34	6:45
ZM	6:37	6:50	-0:12	2:49	5:27	-2:37	6:47	7:07	-0:19	7:30	7:27	0:03	7:22	7:14	0:08	6:27	4:58	1:29	5:05	6:14	-1:08	6:50	6:46	0:04
Other	8:29	9:32	-1:02	10:59	8:50	2:09	9:09	7:36	1:33	7:43	9:08	-1:24	6:32	8:24	-1:51	5:17	9:57	-4:39	7:37	12:12	-4:34	5:36	4:59	0:37
Mediaworks Combo	14:36	15:18	-0:41	8:27	8:49	-0:21	12:39	16:24	-3:44	13:05	12:24	0:41	14:31	13:44	0:47	17:39	18:17	-0:37	17:47	20:23	-2:35	13:15	14:31	-1:15
NZME Combo	12:38	13:29	-0:50	7:23	6:29	0:54	11:37	9:49	1:48	12:14	8:33	3:41	12:16	11:43	0:33	11:41	16:04	-4:22	13:44	18:23	-4:38	10:23	12:24	-2:00
All Commercial Radio	19:14	20:08	-0:53	10:53	11:20	-0:26	19:36	19:53	-0:16	19:25	15:11	4:14	19:38	17:40	1:58	20:19	23:54	-3:34	21:42	27:08	-5:25	16:37	18:35	-1:57
Potential (000)	117.8	109.8	8.0	15.5	12.0	3.5	24.9	26.4	-1.5	29.5	28.7	0.8	48.1	46.1	2.0	35.6	33.1	2.5	31.5	28.2	3.3	18.7	17.8	0.9
Sample	932	905	27	107	25	82	198	184	14	238	257	-19	390	388	2	296	277	19	284	337	-53	164	154	10

Please note: Survey 1 2016 supplied by GfK; Survey 2 2015 supplied by TNS. Please take into account if comparing Survey 2 2015 and Survey 1 2016 results

Mediaworks Combo : Breeze or Edge or Magic or Mai FM or More FM or Radio Live or Rock or The Sound

NZME Combo : Coast or Flava or Hits or Newstalk ZB or Radio Hauraki or Radio Sport or ZM



# HAWKE'S BAY COMMERCIAL RADIO - SURVEY 1 2016

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

Survey Comparisons: 2/2015 - 1/2016

This Survey Period: Sun Jan 31 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016

Last Survey Period: Sat Aug 8 to Sat Sep 19 2015

	This	Last	+/-
Potential (000)	117.8	109.8	8.0
Sample Size	932	905	27

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

Please note: Survey 1 2016 supplied by GfK; Survey 2 2015 supplied by TNS. Please take into account if comparing Survey 2 2015 and Survey 1 2016 results

Mediaworks Combo : Breeze or Edge or Magic or Mai FM or More FM or Radio Live or Rock or The Sound

NZME Combo : Coast or Flava or Hits or Newstalk ZB or Radio Hauraki or Radio Sport or ZM