



HAWKE'S BAY COMMERCIAL RADIO - SURVEY 1 2017

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

Survey Comparisons: 1/2016 - 1/2017

This Survey Period: Sun Apr 10 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Apr 8 2017

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

	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	6.8	7.1	-0.3	8	5.2	6.3	-1.1	3.7	3.6	0.1	4.6	5.2	-0.6	7.1	7.6	-0.5	10.2	12.2	-2.0	7.4	8.4	-1.0	6.2	7.8	-1.6
Coast	3.7	3.7	0.0	12	0.1	1.3	-1.2	0.3	0.2	0.1	*	*	*	0.6	0.5	0.1	2.8	2.5	0.3	5.5	5.4	0.1	0.4	0.6	-0.2
Edge	9.5	10.7	-1.2	3	17.3	20.1	-2.8	18.8	19.0	-0.2	16.1	15.5	0.6	14.1	14.9	-0.8	6.8	9.2	-2.4	1.3	2.0	-0.7	24.1	22.2	1.9
Flava	6.9	6.9	0.0	7	8.7	4.4	4.3	13.8	15.6	-1.8	14.4	14.1	0.3	10.0	9.8	0.2	1.6	2.0	-0.4	*	0.2	*	4.8	4.4	0.4
Life FM	0.5	0.4	0.1	18	1.6	1.5	0.1	0.7	0.5	0.2	0.5	0.3	0.2	0.8	0.5	0.3	0.6	0.4	0.2	*	*	*	1.5	1.1	0.4
Magic	10.7	9.6	1.1	2	1.1	*	*	1.2	1.5	-0.3	1.0	1.1	-0.1	3.6	3.4	0.2	16.6	12.3	4.3	23.9	21.0	2.9	3.9	4.9	-1.0
Mai FM	4.9	4.4	0.5	10	12.6	11.4	1.2	13.2	11.8	1.4	6.0	5.9	0.1	5.4	5.0	0.4	2.3	1.9	0.4	*	*	*	7.9	5.6	2.3
More FM	5.2	5.5	-0.3	9	12.9	13.9	-1.0	3.9	2.6	1.3	8.3	6.8	1.5	7.1	5.8	1.3	3.9	5.6	-1.7	2.7	5.7	-3.0	6.9	4.7	2.2
Newstalk ZB	10.8	9.1	1.7	1	*	0.2	*	2.1	2.1	0.0	1.4	1.9	-0.5	3.0	2.8	0.2	7.4	6.7	0.7	23.0	18.3	4.7	1.5	3.7	-2.2
Radio Hauraki	1.4	2.1	-0.7	15	*	*	*	1.5	1.7	-0.2	2.3	2.1	0.2	2.1	3.3	-1.2	2.4	4.1	-1.7	1.5	1.6	-0.1	0.3	1.6	-1.3
Radio Kahungunu	0.8	0.5	0.3	17	0.7	1.1	-0.4	0.7	0.6	0.1	0.5	0.5	0.0	1.1	0.5	0.6	1.2	0.3	0.9	0.1	0.1	0.0	0.2	0.3	-0.1
Radio Live	2.6	2.8	-0.2	13	*	*	*	0.8	0.9	-0.1	1.3	1.7	-0.4	1.3	1.7	-0.4	3.3	4.4	-1.1	4.3	5.6	-1.3	1.2	2.0	-0.8
Radio Sport	2.2	2.4	-0.2	14	2.7	1.9	0.8	0.5	0.4	0.1	0.5	0.8	-0.3	2.2	1.9	0.3	3.4	3.1	0.3	3.1	4.0	-0.9	2.1	2.8	-0.7
Rhema	1.2	1.0	0.2	16	*	0.5	*	0.5	0.5	0.0	0.5	0.2	0.3	1.2	0.7	0.5	2.1	1.4	0.7	2.1	1.7	0.4	0.4	0.8	-0.4
Rock	7.7	7.7	0.0	5	3.6	3.3	0.3	14.7	13.5	1.2	16.0	15.0	1.0	11.4	11.2	0.2	4.1	4.9	-0.8	3.3	3.5	-0.2	6.1	5.0	1.1
Star	0.2	0.2	0.0	19	*	*	*	0.4	0.3	0.1	*	*	*	*	*	*	*	*	*	0.1	0.2	-0.1	*	*	*
The Hits	8.1	9.7	-1.6	4	19.8	20.2	-0.4	5.1	8.8	-3.7	10.5	13.2	-2.7	12.1	13.0	-0.9	11.3	9.9	1.4	4.3	7.8	-3.5	16.3	15.7	0.6
The Sound	7.2	7.2	0.0	6	6.7	5.8	0.9	2.8	3.0	-0.2	3.3	4.3	-1.0	6.8	8.3	-1.5	15.1	13.6	1.5	12.0	9.4	2.6	8.0	8.4	-0.4
ZM	3.8	3.9	-0.1	11	4.6	3.8	0.8	8.8	7.0	1.8	7.0	6.9	0.1	5.6	5.7	-0.1	2.1	2.8	-0.7	0.3	0.8	-0.5	6.8	6.6	0.2
Other	5.8	5.0	0.8		2.5	4.2	-1.7	6.4	6.3	0.1	5.6	4.4	1.2	4.5	3.4	1.1	2.7	2.7	0.0	5.0	4.4	0.6	1.4	1.8	-0.4
Mediaworks Combo	54.5	55.1	-0.6		59.4	60.9	-1.5	59.2	55.8	3.4	56.7	55.6	1.1	56.8	57.9	-1.1	62.4	64.0	-1.6	55.0	55.6	-0.6	64.3	60.6	3.7
NZME Combo	37.0	37.8	-0.8		35.8	31.8	4.0	32.1	35.9	-3.8	36.2	38.9	-2.7	35.7	37.0	-1.3	31.0	31.1	-0.1	37.7	38.0	-0.3	32.2	35.4	-3.2
Potential (000)	119.2	117.8	1.4		15.6	15.5	0.1	25.3	24.9	0.4	29.8	29.5	0.3	48.4	48.1	0.3	36.1	35.6	0.5	32.4	31.5	0.9	20.4	18.7	1.7
Sample	870	932	-62		111	107	4	187	198	-11	215	238	-23	353	390	-37	268	296	-28	252	284	-32	156	164	-8

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 Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM

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



HAWKE'S BAY COMMERCIAL RADIO - SURVEY 1 2017

Station Share (%) by Daypart, People 10+

Survey Comparisons: 1/2016 - 1/2017

This Survey Period: Sun Apr 10 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Apr 8 2017

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

	This	Last	+/-
Potential (000)	119.2	117.8	1.4
Sample Size	870	932	-62

	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	8.3	8.4	-0.1	4	8.0	8.2	-0.2	6.5	7.7	-1.2	5.0	6.3	-1.3	3.2	2.0	1.2	8.2	7.4	0.8	6.1	6.2	-0.1
Coast	3.9	3.9	0.0	13	3.3	3.6	-0.3	3.8	4.1	-0.3	4.2	3.5	0.7	0.8	1.4	-0.6	1.0	1.0	0.0	5.0	4.3	0.7
Edge	8.6	11.0	-2.4	3	8.4	9.0	-0.6	10.8	11.4	-0.6	11.9	13.6	-1.7	9.0	9.8	-0.8	7.5	11.1	-3.6	9.2	10.1	-0.9
Flava	6.2	6.4	-0.2	7	8.3	7.1	1.2	7.9	8.3	-0.4	6.7	6.8	-0.1	9.6	9.8	-0.2	5.1	4.0	1.1	5.6	5.7	-0.1
Life FM	0.9	0.7	0.2	17	0.1	0.1	0.0	0.3	0.2	0.1	0.8	0.6	0.2	0.7	0.6	0.1	0.1	0.1	0.0	0.7	0.5	0.2
Magic	7.5	7.1	0.4	6	12.5	11.9	0.6	10.9	8.6	2.3	6.8	6.4	0.4	8.5	7.5	1.0	12.7	10.1	2.6	13.9	13.1	0.8
Mai FM	5.9	5.5	0.4	8	5.0	4.4	0.6	2.7	2.3	0.4	3.9	3.7	0.2	5.4	4.5	0.9	9.9	10.5	-0.6	5.2	4.7	0.5
More FM	5.4	5.7	-0.3	10	4.3	4.7	-0.4	4.5	5.1	-0.6	7.0	6.6	0.4	9.6	7.2	2.4	1.8	2.4	-0.6	5.2	5.7	-0.5
Newstalk ZB	11.1	9.4	1.7	1	11.0	9.2	1.8	8.5	6.1	2.4	8.2	6.9	1.3	16.8	12.9	3.9	17.2	15.7	1.5	10.8	10.3	0.5
Radio Hauraki	1.3	1.6	-0.3	16	1.6	2.5	-0.9	1.5	2.4	-0.9	1.6	1.8	-0.2	1.1	1.4	-0.3	0.5	0.4	0.1	1.5	2.4	-0.9
Radio Kahungunu	0.7	0.5	0.2	18	0.9	0.2	0.7	0.7	0.5	0.2	0.7	0.6	0.1	0.8	0.6	0.2	0.3	0.2	0.1	1.0	0.9	0.1
Radio Live	5.0	4.9	0.1	11	1.3	1.1	0.2	1.2	1.5	-0.3	0.9	2.1	-1.2	5.7	5.8	-0.1	6.5	6.4	0.1	2.1	2.5	-0.4
Radio Sport	1.8	2.0	-0.2	14	1.6	2.1	-0.5	2.8	2.5	0.3	3.1	2.2	0.9	1.2	2.5	-1.3	0.4	0.6	-0.2	2.8	3.6	-0.8
Rhema	1.5	1.1	0.4	15	0.6	0.5	0.1	1.0	0.9	0.1	1.2	1.1	0.1	1.9	2.0	-0.1	0.3	1.0	-0.7	1.6	1.2	0.4
Rock	7.7	7.2	0.5	5	8.3	8.4	-0.1	9.8	9.4	0.4	8.9	9.7	-0.8	7.2	7.7	-0.5	7.7	6.3	1.4	5.2	5.3	-0.1
Star	0.1	0.2	-0.1	19	*	0.1	*	0.2	0.2	0.0	0.2	0.2	0.0	0.2	*	*	0.4	0.3	0.1	0.2	0.2	0.0
The Hits	9.5	9.8	-0.3	2	7.3	11.2	-3.9	8.6	10.6	-2.0	10.3	11.2	-0.9	6.6	11.0	-4.4	5.9	3.9	2.0	6.7	7.8	-1.1
The Sound	5.6	6.3	-0.7	9	7.4	8.3	-0.9	8.1	9.6	-1.5	9.3	8.5	0.8	4.4	4.7	-0.3	5.2	5.9	-0.7	7.6	5.2	2.4
ZM	4.8	4.7	0.1	12	4.2	3.7	0.5	3.9	4.5	-0.6	4.4	4.5	-0.1	2.9	3.6	-0.7	2.8	2.2	0.6	2.7	2.7	0.0
Other	4.3	3.6	0.7		5.8	3.7	2.1	6.5	4.2	2.3	5.0	3.8	1.2	4.4	5.2	-0.8	6.5	10.3	-3.8	6.8	7.4	-0.6
Mediaworks Combo	54.0	56.1	-2.1		55.1	56.0	-0.9	54.4	55.5	-1.1	53.7	56.6	-2.9	53.0	49.2	3.8	59.5	60.3	-0.8	54.4	52.7	1.7
NZME Combo	38.6	37.7	0.9		37.3	39.4	-2.1	36.9	38.5	-1.6	38.4	37.1	1.3	39.0	42.5	-3.5	32.9	27.8	5.1	35.2	36.9	-1.7

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HAWKE'S BAY COMMERCIAL RADIO - SURVEY 1 2017

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

Survey Comparisons: 1/2016 - 1/2017

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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	13.6	12.6	1.0	4	1.2	1.5	-0.3	2.4	2.1	0.3	3.6	2.7	0.9	6.9	5.9	1.0	5.6	6.0	-0.4	3.6	4.0	-0.4	2.4	2.0	0.4
Coast	7.4	7.5	-0.1	12	0.1	0.4	-0.3	0.4	0.3	0.1	0.3	0.2	0.1	0.9	0.9	0.0	2.1	2.1	0.0	4.1	3.9	0.2	0.2	0.4	-0.2
Edge	21.0	22.4	-1.4	1	4.8	5.1	-0.3	8.9	9.0	-0.1	8.1	8.9	-0.8	11.2	12.8	-1.6	4.2	4.7	-0.5	1.3	1.0	0.3	5.4	5.5	-0.1
Flava	11.7	11.0	0.7	6	2.3	1.6	0.7	6.6	6.1	0.5	4.7	4.8	-0.1	5.9	6.4	-0.5	1.2	1.7	-0.5	*	0.1	*	1.9	2.0	-0.1
Life FM	2.6	2.2	0.4	16	0.8	0.7	0.1	0.8	0.7	0.1	0.3	0.2	0.1	1.1	0.9	0.2	0.8	0.6	0.2	*	*	*	0.7	0.6	0.1
Magic	12.0	11.6	0.4	5	0.3	*	*	1.0	0.9	0.1	0.7	0.7	0.0	2.3	2.7	-0.4	4.8	5.0	-0.2	6.9	6.6	0.3	1.0	1.0	0.0
Mai FM	9.7	8.3	1.4	11	1.3	1.4	-0.1	5.7	4.5	1.2	4.2	3.7	0.5	5.3	4.7	0.6	1.1	1.0	0.1	*	*	*	2.5	1.6	0.9
More FM	11.0	11.0	0.0	10	1.7	2.0	-0.3	2.0	1.8	0.2	3.8	4.2	-0.4	5.7	5.6	0.1	3.0	2.9	0.1	2.1	2.5	-0.4	2.2	2.2	0.0
Newstalk ZB	11.7	11.7	0.0	6	0.1	0.3	-0.2	1.0	1.0	0.0	0.4	0.6	-0.2	1.9	2.0	-0.1	3.8	3.8	0.0	6.5	6.1	0.4	0.6	1.2	-0.6
Radio Hauraki	4.0	4.6	-0.6	15	*	0.2	*	1.8	1.7	0.1	2.4	2.0	0.4	2.9	2.8	0.1	1.1	1.6	-0.5	0.6	1.2	-0.6	0.6	1.0	-0.4
Radio Kahungunu	2.4	2.4	0.0	18	0.1	0.2	-0.1	0.6	0.6	0.0	0.8	1.0	-0.2	1.2	1.5	-0.3	0.9	0.7	0.2	0.5	0.2	0.3	0.4	0.6	-0.2
Radio Live	5.3	6.3	-1.0	14	*	*	*	0.8	0.9	-0.1	1.0	1.5	-0.5	1.7	2.4	-0.7	2.1	2.5	-0.4	2.2	2.7	-0.5	0.4	0.7	-0.3
Radio Sport	6.4	7.3	-0.9	13	0.6	0.3	0.3	0.6	0.5	0.1	0.7	0.8	-0.1	2.2	2.2	0.0	2.5	2.8	-0.3	2.8	3.6	-0.8	0.7	0.9	-0.2
Rhema	2.6	2.6	0.0	16	0.1	0.3	-0.2	0.3	0.4	-0.1	0.4	0.2	0.2	1.1	0.7	0.4	1.2	0.9	0.3	0.9	0.8	0.1	0.2	0.2	0.0
Rock	15.9	15.5	0.4	3	1.1	1.4	-0.3	7.3	6.7	0.6	7.9	7.8	0.1	10.7	10.0	0.7	3.5	3.1	0.4	1.2	1.4	-0.2	2.8	2.4	0.4
Star	1.3	0.8	0.5	19	*	*	*	0.4	0.3	0.1	0.2	0.1	0.1	0.2	0.1	0.1	0.1	*	*	0.6	0.2	0.4	*	*	*
The Hits	18.7	17.2	1.5	2	3.6	2.1	1.5	4.1	4.2	-0.1	7.2	7.4	-0.2	11.1	10.7	0.4	6.1	5.5	0.6	2.9	3.1	-0.2	5.2	4.3	0.9
The Sound	11.2	10.9	0.3	9	0.9	1.0	-0.1	2.2	2.2	0.0	3.0	2.8	0.2	5.4	5.4	0.0	5.9	5.3	0.6	4.1	3.6	0.5	2.2	2.2	0.0
ZM	11.4	10.5	0.9	8	1.8	1.7	0.1	5.1	4.0	1.1	4.9	4.5	0.4	6.4	6.3	0.1	2.3	2.6	-0.3	0.8	0.8	0.0	2.9	2.6	0.3
Other	9.5	10.6	-1.1		0.5	0.5	0.0	1.7	2.7	-1.0	2.3	2.8	-0.5	3.5	4.3	-0.8	2.9	3.2	-0.3	3.0	3.1	-0.1	0.9	0.9	0.0
Mediaworks Combo	67.9	68.0	-0.1		8.2	8.9	-0.7	17.0	17.1	-0.1	20.7	20.8	-0.1	32.5	32.6	-0.1	22.1	22.2	-0.1	16.6	16.8	-0.2	13.3	12.4	0.9
NZME Combo	54.6	53.9	0.7		7.1	5.3	1.8	12.8	12.0	0.8	15.9	15.6	0.3	24.5	24.6	-0.1	15.6	16.3	-0.7	14.1	14.9	-0.8	9.9	9.3	0.6
All Commercial Radio	93.8	93.8	0.0		12.1	11.3	0.8	19.9	19.7	0.2	26.0	25.3	0.7	41.8	41.7	0.1	30.1	30.2	-0.1	24.8	24.8	0.0	17.6	16.4	1.2
Potential (000)	119.2	117.8	1.4		15.6	15.5	0.1	25.3	24.9	0.4	29.8	29.5	0.3	48.4	48.1	0.3	36.1	35.6	0.5	32.4	31.5	0.9	20.4	18.7	1.7
Sample	870	932	-62		111	107	4	187	198	-11	215	238	-23	353	390	-37	268	296	-28	252	284	-32	156	164	-8

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Sample Size	870	932	-62

	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	7.8	0.0	5	4.8	5.2	-0.4	6.6	7.2	-0.6	5.6	5.6	0.0	1.3	1.3	0.0	2.7	2.0	0.7	8.0	6.9	1.1
Coast	4.0	4.1	-0.1	12	4.6	4.8	-0.2	3.1	3.2	-0.1	3.1	3.2	-0.1	0.9	1.1	-0.2	1.0	1.0	0.0	5.6	5.9	-0.3
Edge	13.0	14.2	-1.2	1	7.6	7.2	0.4	11.1	11.6	-0.5	9.0	10.3	-1.3	4.7	5.4	-0.7	2.9	3.6	-0.7	13.1	14.2	-1.1
Flava	6.8	6.8	0.0	10	5.7	4.7	1.0	5.7	5.9	-0.2	5.7	5.8	-0.1	3.3	3.6	-0.3	2.9	2.1	0.8	7.8	7.0	0.8
Life FM	1.7	1.4	0.3	16	0.3	0.2	0.1	0.8	0.7	0.1	1.9	1.6	0.3	1.2	1.1	0.1	0.4	0.3	0.1	1.7	1.3	0.4
Magic	7.7	7.5	0.2	6	7.4	7.8	-0.4	7.6	7.4	0.2	5.3	5.1	0.2	2.8	2.9	-0.1	2.3	2.1	0.2	9.0	8.6	0.4
Mai FM	5.5	5.7	-0.2	11	2.6	2.4	0.2	3.9	3.5	0.4	5.1	4.2	0.9	3.7	2.6	1.1	3.5	3.1	0.4	6.2	5.6	0.6
More FM	6.9	6.6	0.3	9	4.0	4.0	0.0	4.6	4.9	-0.3	5.9	5.3	0.6	3.7	3.0	0.7	1.3	1.0	0.3	6.9	6.6	0.3
Newstalk ZB	8.2	7.9	0.3	4	7.1	6.7	0.4	6.2	5.4	0.8	5.4	5.1	0.3	4.9	4.6	0.3	3.9	3.9	0.0	8.9	8.9	0.0
Radio Hauraki	1.8	1.9	-0.1	15	1.8	2.2	-0.4	1.7	2.2	-0.5	2.4	2.3	0.1	0.6	0.7	-0.1	0.5	0.5	0.0	2.8	3.0	-0.2
Radio Kahungunu	1.2	1.3	-0.1	18	0.9	0.7	0.2	1.1	0.8	0.3	0.8	0.8	0.0	1.0	1.0	0.0	0.4	0.3	0.1	1.8	2.0	-0.2
Radio Live	3.7	3.9	-0.2	13	1.3	1.8	-0.5	1.6	1.9	-0.3	1.8	2.3	-0.5	2.3	2.7	-0.4	2.2	2.2	0.0	2.9	3.9	-1.0
Radio Sport	3.0	3.0	0.0	14	1.9	2.6	-0.7	2.8	2.9	-0.1	3.1	3.1	0.0	1.0	1.6	-0.6	0.4	0.4	0.0	4.4	5.4	-1.0
Rhema	1.5	1.3	0.2	17	0.8	0.8	0.0	1.4	1.6	-0.2	1.2	1.4	-0.2	1.1	1.3	-0.2	0.2	0.4	-0.2	2.0	2.0	0.0
Rock	9.8	9.6	0.2	3	6.6	6.9	-0.3	8.0	7.5	0.5	7.9	8.2	-0.3	2.7	3.8	-1.1	3.3	2.7	0.6	8.1	9.2	-1.1
Star	0.6	0.7	-0.1	19	0.3	0.3	0.0	0.7	0.7	0.0	0.7	0.5	0.2	0.2	*	*	0.4	0.3	0.1	0.5	0.5	0.0
The Hits	11.3	11.4	-0.1	2	6.6	7.7	-1.1	9.1	9.7	-0.6	7.9	8.3	-0.4	3.2	3.1	0.1	2.9	2.2	0.7	12.2	11.1	1.1
The Sound	7.2	7.1	0.1	8	4.7	5.4	-0.7	6.8	7.2	-0.4	6.9	6.6	0.3	2.7	2.5	0.2	1.5	1.6	-0.1	6.9	5.9	1.0
ZM	7.4	6.2	1.2	7	5.4	4.7	0.7	6.8	6.5	0.3	4.9	4.5	0.4	2.2	2.2	0.0	1.6	1.2	0.4	6.9	6.1	0.8
Other	4.7	4.2	0.5		5.2	4.7	0.5	4.5	3.9	0.6	4.2	3.4	0.8	2.1	2.1	0.0	1.6	1.8	-0.2	5.8	6.8	-1.0
Mediaworks Combo	49.0	49.8	-0.8		32.3	33.8	-1.5	40.6	40.9	-0.3	39.3	39.5	-0.2	20.2	21.0	-0.8	14.8	14.2	0.6	48.5	49.3	-0.8
NZME Combo	37.8	37.2	0.6		28.2	28.5	-0.3	30.7	30.7	0.0	28.0	28.6	-0.6	14.0	15.4	-1.4	10.9	9.6	1.3	40.0	39.5	0.5
All Commercial Radio	76.4	75.5	0.9		54.4	56.1	-1.7	62.5	63.2	-0.7	60.6	61.3	-0.7	31.9	34.5	-2.6	23.3	22.0	1.3	74.2	74.8	-0.6

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 Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM



HAWKE'S BAY COMMERCIAL RADIO - SURVEY 1 2017

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

Survey Comparisons: 1/2016 - 1/2017

This Survey Period: Sun Apr 10 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Apr 8 2017

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

	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	8:32	10:08	-1:35	5:32	5:10	0:21	5:34	6:44	-1:10	5:48	9:20	-3:32	7:40	10:36	-2:56	9:59	12:27	-2:27	10:21	11:19	-0:58	6:40	10:42	-4:02
Coast	8:44	8:53	-0:09	0:45	4:26	-3:41	2:30	2:30	0:00	0:21	0:21	-0:00	5:15	4:30	0:44	7:01	7:10	-0:08	6:43	7:29	-0:46	4:19	4:20	-0:00
Edge	7:45	8:38	-0:52	4:36	4:54	-0:18	7:50	8:09	-0:18	9:01	8:32	0:28	9:19	9:32	-0:12	8:51	11:59	-3:08	4:58	10:46	-5:47	11:21	10:54	0:26
Flava	10:11	11:16	-1:04	4:55	3:27	1:27	7:42	9:52	-2:09	13:47	14:24	-0:36	12:30	12:29	0:00	7:18	6:58	0:20	*	9:00	*	6:25	5:57	0:28
Life FM	3:37	3:27	0:09	2:29	2:31	-0:02	2:51	2:38	0:13	7:30	7:39	-0:08	5:16	5:05	0:11	4:21	4:12	0:08	*	*	*	5:28	5:11	0:17
Magic	15:17	15:04	0:13	5:15	*	*	4:40	6:12	-1:32	6:12	8:20	-2:08	11:19	10:23	0:55	18:39	14:58	3:40	17:34	17:11	0:23	10:12	13:54	-3:41
Mai FM	8:37	9:37	-0:59	12:05	9:55	2:10	8:36	10:04	-1:27	6:29	7:52	-1:23	7:33	8:38	-1:04	11:47	11:27	0:20	*	*	*	7:52	9:18	-1:25
More FM	8:08	8:54	-0:46	9:31	8:32	0:59	7:12	5:30	1:42	9:54	8:02	1:52	9:16	8:24	0:52	7:11	11:36	-4:24	6:33	12:15	-5:41	7:57	5:49	2:07
Newstalk ZB	15:51	14:01	1:50	0:15	0:35	-0:20	7:58	8:44	-0:45	15:44	14:51	0:53	11:39	11:18	0:21	10:34	10:57	-0:23	18:03	16:07	1:55	6:36	8:29	-1:53
Radio Hauraki	6:10	8:06	-1:56	*	0:15	*	3:00	3:53	-0:53	4:21	5:01	-0:39	5:23	9:48	-4:25	11:45	15:43	-3:58	12:46	7:09	5:36	1:20	4:24	-3:04
Radio Kahungunu	5:38	4:03	1:35	8:15	8:15	0:00	4:33	3:58	0:34	2:41	2:29	0:12	6:43	2:45	3:57	7:01	2:37	4:24	1:12	1:13	-0:01	1:11	1:11	-0:00
Radio Live	8:27	8:08	0:18	*	*	*	3:42	3:44	-0:02	6:21	5:34	0:46	5:49	5:47	0:02	8:33	10:58	-2:24	10:11	11:19	-1:08	7:37	7:37	0:00
Radio Sport	6:01	6:03	-0:01	5:32	7:32	-2:00	3:33	3:33	-0:00	2:53	5:00	-2:06	7:37	7:07	0:30	7:37	6:46	0:50	5:36	6:03	-0:26	7:46	8:19	-0:33
Rhema	8:16	7:19	0:56	0:15	2:03	-1:48	5:42	5:33	0:09	5:09	5:12	-0:02	8:06	8:25	-0:19	9:39	9:36	0:02	12:35	10:54	1:41	4:40	9:21	-4:40
Rock	8:21	8:57	-0:35	4:11	2:56	1:14	7:28	7:48	-0:20	9:08	9:23	-0:14	7:57	9:06	-1:09	6:26	9:49	-3:23	14:34	13:41	0:52	5:35	5:44	-0:09
Star	2:06	3:49	-1:42	*	*	*	3:30	3:30	0:00	0:30	0:30	0:00	0:30	0:30	0:00	0:30	*	*	0:33	4:22	-3:49	*	*	*
The Hits	7:24	10:11	-2:47	7:01	11:35	-4:33	4:33	8:02	-3:29	6:34	8:48	-2:13	8:04	9:56	-1:51	10:09	11:05	-0:55	7:30	13:33	-6:03	7:52	9:58	-2:05
The Sound	10:57	11:52	-0:54	9:05	7:23	1:41	4:42	5:14	-0:32	5:02	7:31	-2:28	9:19	12:37	-3:18	13:49	15:35	-1:45	14:42	13:54	0:48	9:13	10:19	-1:05
ZM	5:46	6:37	-0:51	3:13	2:49	0:24	6:19	6:47	-0:28	6:29	7:30	-1:00	6:32	7:22	-0:50	4:56	6:27	-1:30	1:44	5:05	-3:21	5:54	6:50	-0:56
Other	10:26	8:29	1:56	6:48	10:59	-4:11	13:35	9:09	4:25	11:08	7:43	3:24	9:19	6:32	2:47	5:01	5:17	-0:15	8:33	7:37	0:56	3:55	5:36	-1:40
Mediaworks Combo	13:49	14:36	-0:46	9:16	8:27	0:48	12:54	12:39	0:15	12:26	13:05	-0:38	12:57	14:31	-1:34	15:21	17:39	-2:18	16:48	17:47	-0:59	12:11	13:15	-1:03
NZME Combo	11:39	12:38	-0:59	6:28	7:23	-0:55	9:15	11:37	-2:21	10:17	12:14	-1:56	10:49	12:16	-1:27	10:49	11:41	-0:51	13:31	13:44	-0:13	8:12	10:23	-2:11
All Commercial Radio	18:21	19:14	-0:53	10:38	10:53	-0:14	18:37	19:36	-0:59	17:26	19:25	-1:58	17:45	19:38	-1:52	18:05	20:19	-2:14	20:24	21:42	-1:17	14:24	16:37	-2:12
Potential (000)	119.2	117.8	1.4	15.6	15.5	0.1	25.3	24.9	0.4	29.8	29.5	0.3	48.4	48.1	0.3	36.1	35.6	0.5	32.4	31.5	0.9	20.4	18.7	1.7
Sample	870	932	-62	111	107	4	187	198	-11	215	238	-23	353	390	-37	268	296	-28	252	284	-32	156	164	-8

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 Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM



HAWKE'S BAY COMMERCIAL RADIO - SURVEY 1 2017

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

Survey Comparisons: 1/2016 - 1/2017

This Survey Period: Sun Apr 10 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Apr 8 2017

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

	This	Last	+/-
Potential (000)	119.2	117.8	1.4
Sample Size	870	932	-62

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

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 Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM