



HAWKE'S BAY COMMERCIAL RADIO - SURVEY 3 2017

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

Survey Comparisons: 2/2017 - 3/2017

This Survey Period: Sun Aug 21 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Sep 9 2017

Last Survey Period: Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 2017

	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	8.9	9.4	-0.5	3	3.3	8.8	-5.5	9.0	5.9	3.1	12.1	11.3	0.8	10.5	10.6	-0.1	10.1	10.8	-0.7	8.1	9.5	-1.4	9.1	5.8	3.3	
Coast	3.2	3.5	-0.3	12	0.9	0.1	0.8	0.2	0.4	-0.2	*	*	*	0.6	0.4	0.2	3.9	3.1	0.8	5.9	6.3	-0.4	2.0	1.2	0.8	
Edge	7.6	9.0	-1.4	5	18.6	14.0	4.6	16.0	16.4	-0.4	10.9	11.5	-0.6	9.1	11.9	-2.8	4.3	7.7	-3.4	1.2	1.0	0.2	13.9	18.8	-4.9	
Flava	7.4	6.8	0.6	6	15.2	7.8	7.4	19.0	16.1	2.9	12.5	10.2	2.3	8.6	7.7	0.9	2.0	2.3	-0.3	0.6	0.5	0.1	6.7	6.8	-0.1	
Life FM	0.8	0.9	-0.1	17	1.8	2.2	-0.4	0.2	0.9	-0.7	0.4	0.8	-0.4	1.0	1.1	-0.1	1.6	1.5	0.1	0.7	0.9	-0.2	2.1	2.0	0.1	
Magic	10.5	9.5	1.0	2	0.5	0.9	-0.4	0.9	0.3	0.6	0.1	1.1	-1.0	2.4	2.8	-0.4	14.5	15.6	-1.1	25.8	26.1	-0.3	7.0	6.3	0.7	
Mai FM	3.8	4.8	-1.0	11	9.0	11.4	-2.4	10.5	13.1	-2.6	7.7	5.6	2.1	5.5	4.6	0.9	1.1	1.6	-0.5	*	*	*	4.9	4.5	0.4	
More FM	4.6	5.7	-1.1	9	8.6	11.1	-2.5	3.4	4.0	-0.6	5.3	8.5	-3.2	6.5	8.3	-1.8	6.3	5.8	0.5	2.9	2.7	0.2	9.1	8.7	0.4	
Newstalk ZB	12.0	9.8	2.2	1	*	*	*	0.3	1.5	-1.2	2.1	1.2	0.9	5.0	3.7	1.3	10.4	8.0	2.4	22.1	19.6	2.5	2.2	2.3	-0.1	
Radio Hauraki	2.3	2.7	-0.4	14	6.9	5.7	1.2	2.0	2.9	-0.9	4.1	4.5	-0.4	3.3	3.7	-0.4	1.5	1.9	-0.4	0.4	0.6	-0.2	0.2	0.3	-0.1	
Radio Kahungunu	0.8	0.8	0.0	17	0.6	0.7	-0.1	0.4	0.6	-0.2	0.6	0.5	0.1	1.1	1.1	0.0	1.0	1.3	-0.3	0.5	0.1	0.4	0.3	*	*	
RadioLIVE	2.8	2.4	0.4	13	*	*	*	0.3	0.6	-0.3	0.8	0.8	0.0	1.4	1.3	0.1	3.9	3.6	0.3	4.4	3.9	0.5	0.9	1.7	-0.8	
Radio Sport	2.1	2.1	0.0	15	1.3	2.3	-1.0	*	0.3	*	0.2	0.3	-0.1	0.7	1.7	-1.0	2.1	3.1	-1.0	4.9	3.8	1.1	*	0.6	*	
Rhema	1.3	1.3	0.0	16	1.5	*	*	2.1	1.7	0.4	1.9	1.5	0.4	1.9	2.0	-0.1	1.8	2.0	-0.2	0.9	1.4	-0.5	0.5	0.8	-0.3	
Rock	6.6	6.5	0.1	7	5.4	4.9	0.5	12.8	10.0	2.8	11.1	11.4	-0.3	10.1	9.1	1.0	5.8	5.3	0.5	1.7	4.0	-2.3	7.7	4.9	2.8	
Star	*	0.1	*	*	*	*	*	*	0.3	*	*	*	*	*	*	*	*	*	*	*	0.1	*	*	*	*	*
The Hits	6.1	7.2	-1.1	8	13.4	16.8	-3.4	4.1	4.7	-0.6	6.1	8.5	-2.4	7.3	9.2	-1.9	8.5	8.6	-0.1	4.9	4.7	0.2	11.7	14.7	-3.0	
The Sound	7.7	6.6	1.1	4	6.2	6.8	-0.6	3.9	3.3	0.6	7.7	6.4	1.3	11.7	8.6	3.1	15.7	13.5	2.2	7.5	7.9	-0.4	5.6	7.7	-2.1	
ZM	4.4	4.8	-0.4	10	4.9	4.1	0.8	13.0	11.3	1.7	10.8	11.1	-0.3	7.4	8.4	-1.0	1.2	2.3	-1.1	0.2	0.2	0.0	12.4	12.4	0.0	
Others	7.0	6.2	0.8		1.7	2.6	-0.9	2.0	5.5	-3.5	5.4	4.9	0.5	5.9	3.8	2.1	4.1	2.0	2.1	7.6	6.5	1.1	3.6	0.5	3.1	
Mediaworks Combo	52.4	53.7	-1.3		51.7	57.7	-6.0	56.8	53.7	3.1	55.8	56.6	-0.8	57.1	57.2	-0.1	61.8	63.8	-2.0	51.5	55.0	-3.5	58.3	58.5	-0.2	
NZME Combo	37.6	36.9	0.7		42.6	36.8	5.8	38.5	37.3	1.2	35.8	35.7	0.1	32.9	34.7	-1.8	29.6	29.3	0.3	38.9	35.9	3.0	35.2	38.2	-3.0	
Potential (000)	119.2	119.2	0.0		16.4	15.6	0.8	24.5	25.3	-0.8	29.8	29.8	0.0	48.4	48.4	0.0	36.1	36.1	0.0	32.4	32.4	0.0	21.0	20.1	0.9	
Sample	892	807	85		129	111	18	187	175	12	213	196	17	348	321	27	274	255	19	270	234	36	168	145	23	

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 RadioLIVE 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 3 2017

Station Share (%) by Daypart, People 10+

Survey Comparisons: 2/2017 - 3/2017

This Survey Period: Sun Aug 21 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Sep 9 2017

Last Survey Period: Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 2017

	This	Last	+/-
Potential (000)	119.2	119.2	0.0
Sample Size	892	807	85

	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	7.3	9.5	-2.2	5	11.0	11.2	-0.2	10.3	11.3	-1.0	8.8	7.8	1.0	8.3	5.8	2.5	3.2	9.8	-6.6	8.6	7.8	0.8
Coast	3.2	3.5	-0.3	13	3.0	3.1	-0.1	3.3	3.6	-0.3	3.2	3.3	-0.1	0.7	0.6	0.1	0.5	1.3	-0.8	4.5	5.2	-0.7
Edge	8.3	8.0	0.3	4	7.0	8.5	-1.5	8.7	11.3	-2.6	9.6	10.5	-0.9	7.3	7.4	-0.1	3.9	2.7	1.2	6.4	8.9	-2.5
Flava	8.4	6.1	2.3	3	5.9	6.2	-0.3	7.4	6.5	0.9	7.5	7.0	0.5	10.9	11.1	-0.2	10.6	9.2	1.4	6.1	6.5	-0.4
Life FM	0.8	0.9	-0.1	17	0.1	0.2	-0.1	0.7	0.4	0.3	1.0	1.3	-0.3	2.0	3.3	-1.3	0.2	0.4	-0.2	1.0	1.3	-0.3
Magic	9.9	7.9	2.0	2	13.3	12.2	1.1	11.6	9.3	2.3	5.4	5.2	0.2	5.9	7.6	-1.7	8.5	11.5	-3.0	11.7	11.0	0.7
Mai FM	4.2	5.2	-1.0	12	2.3	4.5	-2.2	3.5	3.0	0.5	3.5	3.5	0.0	2.7	4.0	-1.3	3.9	5.1	-1.2	5.2	6.9	-1.7
More FM	6.4	6.5	-0.1	7	4.5	6.0	-1.5	4.3	5.3	-1.0	5.0	6.6	-1.6	3.6	7.7	-4.1	3.0	1.9	1.1	3.8	4.8	-1.0
Newstalk ZB	13.2	10.5	2.7	1	14.5	11.2	3.3	8.9	6.5	2.4	7.7	6.5	1.2	18.1	14.9	3.2	21.1	15.6	5.5	11.1	10.1	1.0
Radio Hauraki	2.0	2.1	-0.1	14	2.5	2.8	-0.3	3.0	3.3	-0.3	3.9	3.9	0.0	2.3	2.5	-0.2	*	0.3	*	1.5	2.3	-0.8
Radio Kahungunu	0.7	0.7	0.0	18	1.3	1.0	0.3	0.6	0.7	-0.1	0.9	0.7	0.2	0.5	0.7	-0.2	*	0.3	*	1.0	1.1	-0.1
RadioLIVE	4.5	3.7	0.8	10	1.8	0.9	0.9	0.8	0.4	0.4	0.7	0.6	0.1	6.5	8.1	-1.6	12.5	11.5	1.0	2.2	1.7	0.5
Radio Sport	1.7	1.8	-0.1	15	1.5	1.6	-0.1	2.3	2.7	-0.4	2.4	2.4	0.0	2.9	2.3	0.6	0.6	0.4	0.2	2.7	2.4	0.3
Rhema	1.2	1.6	-0.4	16	0.9	0.9	0.0	0.8	1.2	-0.4	0.8	1.2	-0.4	4.3	2.8	1.5	3.2	0.2	3.0	1.2	1.3	-0.1
Rock	5.5	6.9	-1.4	9	4.7	6.3	-1.6	5.9	7.2	-1.3	8.2	8.8	-0.6	9.6	4.5	5.1	10.0	9.2	0.8	7.2	4.7	2.5
Star	*	0.1	*	*	*	*	*	*	0.1	*	*	0.1	*	0.1	0.2	-0.1	*	0.4	*	*	0.1	*
The Hits	6.6	8.1	-1.5	6	5.0	6.5	-1.5	6.2	7.5	-1.3	8.8	9.1	-0.3	2.5	4.8	-2.3	5.5	6.0	-0.5	6.2	6.6	-0.4
The Sound	6.4	6.1	0.3	7	7.8	6.4	1.4	8.9	7.1	1.8	9.7	9.1	0.6	3.4	2.8	0.6	5.0	4.0	1.0	8.4	6.9	1.5
ZM	4.3	5.7	-1.4	11	5.7	5.1	0.6	4.8	5.0	-0.2	5.8	6.6	-0.8	4.5	5.5	-1.0	1.5	2.6	-1.1	3.1	3.1	0.0
Others	5.4	5.1	0.3		7.2	5.5	1.7	8.1	7.4	0.7	6.8	5.4	1.4	4.1	3.5	0.6	6.6	7.6	-1.0	8.3	7.4	0.9
Mediaworks Combo	52.4	53.7	-1.3		52.5	55.9	-3.4	54.0	55.1	-1.1	51.0	52.2	-1.2	47.2	47.9	-0.7	50.0	55.6	-5.6	53.5	52.7	0.8
NZME Combo	39.4	37.9	1.5		38.0	36.5	1.5	35.9	35.1	0.8	39.4	39.0	0.4	41.8	41.6	0.2	40.0	35.5	4.5	35.1	36.1	-1.0

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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	15.1	15.7	-0.6	3	0.7	1.2	-0.5	3.1	2.7	0.4	5.4	5.1	0.3	8.1	8.3	-0.2	6.3	6.0	0.3	4.7	4.1	0.6	2.9	2.4	0.5
Coast	7.4	7.5	-0.1	12	0.2	0.1	0.1	0.5	0.7	-0.2	0.2	*	*	1.0	0.7	0.3	2.8	2.4	0.4	4.2	4.2	0.0	0.6	0.3	0.3
Edge	21.6	21.9	-0.3	1	5.4	5.0	0.4	8.1	9.3	-1.2	8.2	7.5	0.7	10.9	11.0	-0.1	4.3	4.9	-0.6	1.7	1.6	0.1	5.1	5.0	0.1
Flava	14.5	13.4	1.1	5	2.5	2.3	0.2	7.5	8.0	-0.5	6.5	5.3	1.2	7.5	6.4	1.1	1.8	1.4	0.4	0.8	0.4	0.4	4.0	2.8	1.2
Life FM	1.3	2.3	-1.0	18	0.3	0.5	-0.2	0.2	0.9	-0.7	0.2	0.5	-0.3	0.6	1.0	-0.4	0.7	0.7	0.0	0.3	0.2	0.1	0.4	0.7	-0.3
Magic	13.6	12.4	1.2	6	0.4	0.4	0.0	1.1	0.5	0.6	0.6	0.7	-0.1	2.2	2.4	-0.2	5.5	5.4	0.1	9.0	7.6	1.4	1.7	1.4	0.3
Mai FM	9.4	10.2	-0.8	11	1.3	1.2	0.1	5.7	7.1	-1.4	4.9	4.1	0.8	5.4	4.9	0.5	0.5	0.8	-0.3	*	*	*	2.5	2.2	0.3
More FM	11.6	10.8	0.8	9	1.8	1.7	0.1	2.5	2.6	-0.1	4.0	3.6	0.4	6.3	5.5	0.8	4.0	3.0	1.0	2.3	1.8	0.5	2.8	2.1	0.7
Newstalk ZB	13.4	11.9	1.5	7	0.1	0.1	0.0	0.2	0.8	-0.6	0.7	0.7	0.0	2.8	2.7	0.1	5.2	3.9	1.3	7.6	5.9	1.7	0.7	0.7	0.0
Radio Hauraki	2.9	4.7	-1.8	15	0.3	0.1	0.2	0.4	1.9	-1.5	1.2	2.6	-1.4	1.9	3.2	-1.3	1.2	1.3	-0.1	0.4	0.7	-0.3	0.2	0.5	-0.3
Radio Kahungunu	2.5	2.2	0.3	16	0.2	0.1	0.1	0.3	0.6	-0.3	0.6	0.6	0.0	1.0	1.0	0.0	0.8	0.9	-0.1	0.9	0.5	0.4	0.4	0.1	0.3
RadioLIVE	4.8	5.0	-0.2	14	*	*	*	0.3	0.7	-0.4	0.8	0.9	-0.1	1.8	1.7	0.1	2.2	1.8	0.4	1.6	1.6	0.0	0.1	0.3	-0.2
Radio Sport	5.2	6.3	-1.1	13	0.4	0.6	-0.2	*	0.4	*	0.4	0.6	-0.2	1.2	1.8	-0.6	2.0	2.4	-0.4	3.1	3.0	0.1	0.1	0.3	-0.2
Rhema	1.6	2.1	-0.5	17	0.1	0.1	0.0	0.3	0.4	-0.1	0.3	0.3	0.0	0.9	1.2	-0.3	0.9	1.2	-0.3	0.3	0.5	-0.2	0.2	0.4	-0.2
Rock	14.9	15.1	-0.2	4	1.3	1.1	0.2	5.4	6.0	-0.6	6.8	7.3	-0.5	10.2	10.3	-0.1	4.4	3.9	0.5	1.4	1.3	0.1	3.4	2.4	1.0
Star	0.5	1.1	-0.6	19	*	*	*	*	0.4	*	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.4	0.6	-0.2	0.1	0.1	0.0
The Hits	17.4	18.6	-1.2	2	4.3	4.0	0.3	3.1	4.5	-1.4	5.9	6.7	-0.8	9.2	9.9	-0.7	5.3	5.0	0.3	2.4	2.8	-0.4	5.1	5.1	0.0
The Sound	10.7	11.5	-0.8	10	1.2	1.1	0.1	1.7	2.1	-0.4	2.9	3.9	-1.0	6.2	6.5	-0.3	6.0	5.7	0.3	3.1	3.4	-0.3	2.0	2.3	-0.3
ZM	11.8	12.0	-0.2	8	1.8	1.7	0.1	5.7	5.1	0.6	5.6	5.7	-0.1	7.0	7.5	-0.5	2.0	2.5	-0.5	0.6	0.7	-0.1	3.7	3.6	0.1
Others	11.3	9.8	1.5		0.3	0.5	-0.2	1.2	1.9	-0.7	2.1	2.3	-0.2	4.3	3.3	1.0	3.5	2.3	1.2	4.2	3.6	0.6	0.8	0.4	0.4
Mediaworks Combo	70.1	68.9	1.2		8.5	8.4	0.1	16.9	17.5	-0.6	20.8	20.6	0.2	33.5	32.8	0.7	24.4	23.1	1.3	18.3	16.6	1.7	14.3	12.7	1.6
NZME Combo	57.2	55.3	1.9		8.2	7.9	0.3	13.7	13.9	-0.2	15.4	15.2	0.2	23.5	23.6	-0.1	16.2	15.3	0.9	14.8	13.6	1.2	11.7	10.2	1.5
All Commercial Radio	97.1	95.1	2.0		12.3	12.0	0.3	20.3	20.6	-0.3	26.4	26.0	0.4	43.0	42.0	1.0	31.9	30.4	1.5	26.7	25.2	1.5	19.2	17.2	2.0
Potential (000)	119.2	119.2	0.0		16.4	15.6	0.8	24.5	25.3	-0.8	29.8	29.8	0.0	48.4	48.4	0.0	36.1	36.1	0.0	32.4	32.4	0.0	21.0	20.1	0.9
Sample	892	807	85		129	111	18	187	175	12	213	196	17	348	321	27	274	255	19	270	234	36	168	145	23

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	This	Last	+/-
Potential (000)	119.2	119.2	0.0
Sample Size	892	807	85

	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	7.7	9.1	-1.4	7	6.8	6.7	0.1	8.6	8.6	0.0	6.8	6.6	0.2	2.6	2.0	0.6	1.7	3.3	-1.6	10.3	10.2	0.1
Coast	3.4	3.8	-0.4	12	4.2	4.5	-0.3	3.9	3.4	0.5	3.1	2.5	0.6	0.6	0.7	-0.1	0.4	1.1	-0.7	5.1	5.5	-0.4
Edge	11.1	12.0	-0.9	1	7.6	7.4	0.2	11.3	10.9	0.4	10.4	9.0	1.4	4.5	4.6	-0.1	1.9	1.9	0.0	12.5	13.7	-1.2
Flava	8.3	6.8	1.5	6	5.1	5.9	-0.8	8.4	7.4	1.0	7.6	6.8	0.8	5.5	5.0	0.5	3.7	4.6	-0.9	9.0	9.0	0.0
Life FM	0.8	1.5	-0.7	17	0.3	0.5	-0.2	0.8	1.1	-0.3	1.0	1.8	-0.8	0.4	0.9	-0.5	0.2	0.7	-0.5	1.1	2.0	-0.9
Magic	9.2	7.9	1.3	2	9.7	7.8	1.9	9.5	7.8	1.7	5.4	4.9	0.5	2.6	2.9	-0.3	1.7	2.0	-0.3	8.8	8.4	0.4
Mai FM	4.9	4.9	0.0	11	2.8	2.9	-0.1	5.3	4.8	0.5	4.8	4.4	0.4	2.1	3.2	-1.1	1.9	2.9	-1.0	5.9	6.9	-1.0
More FM	7.2	7.2	0.0	8	4.7	5.6	-0.9	5.7	5.2	0.5	5.5	6.6	-1.1	2.7	3.4	-0.7	2.1	1.5	0.6	6.4	5.9	0.5
Newstalk ZB	8.9	7.8	1.1	4	7.7	6.9	0.8	6.4	5.4	1.0	5.3	4.7	0.6	5.6	5.0	0.6	3.9	3.7	0.2	9.5	8.2	1.3
Radio Hauraki	2.0	2.5	-0.5	14	0.7	2.0	-1.3	1.4	2.1	-0.7	2.2	3.2	-1.0	0.9	0.9	0.0	*	0.2	*	1.9	3.4	-1.5
Radio Kahungunu	0.8	0.9	-0.1	17	0.8	0.9	-0.1	0.9	1.1	-0.2	0.8	0.9	-0.1	0.2	0.6	-0.4	*	0.4	*	1.8	2.0	-0.2
RadioLIVE	3.3	3.3	0.0	13	1.5	1.1	0.4	1.1	1.3	-0.2	0.8	1.2	-0.4	1.9	2.4	-0.5	2.2	2.4	-0.2	2.8	3.0	-0.2
Radio Sport	1.6	2.9	-1.3	15	1.3	1.8	-0.5	2.0	2.9	-0.9	2.2	3.0	-0.8	1.1	1.3	-0.2	0.1	0.4	-0.3	3.3	4.1	-0.8
Rhema	1.1	1.3	-0.2	16	0.7	0.6	0.1	0.8	1.2	-0.4	0.8	0.9	-0.1	1.1	1.2	-0.1	0.1	0.1	0.0	1.4	1.6	-0.2
Rock	8.5	9.0	-0.5	5	5.4	5.4	0.0	7.1	6.5	0.6	6.2	7.6	-1.4	2.6	2.4	0.2	3.3	3.7	-0.4	8.5	7.6	0.9
Star	0.2	0.7	-0.5	19	0.1	0.2	-0.1	*	0.4	*	0.1	0.5	-0.4	0.1	0.2	-0.1	*	0.4	*	*	0.4	*
The Hits	9.1	9.4	-0.3	3	5.3	6.1	-0.8	7.5	8.1	-0.6	8.3	8.1	0.2	1.9	2.3	-0.4	2.4	3.7	-1.3	11.1	11.5	-0.4
The Sound	7.2	7.9	-0.7	8	4.7	4.1	0.6	6.5	6.2	0.3	7.4	7.8	-0.4	1.7	2.7	-1.0	1.2	1.4	-0.2	6.6	6.3	0.3
ZM	7.0	7.5	-0.5	10	6.2	6.1	0.1	7.9	7.5	0.4	6.9	6.6	0.3	2.2	2.5	-0.3	1.0	1.8	-0.8	7.0	7.7	-0.7
Others	5.1	5.1	0.0		5.1	4.8	0.3	6.0	5.5	0.5	5.6	5.1	0.5	1.9	1.7	0.2	1.1	1.3	-0.2	7.3	5.6	1.7
Mediaworks Combo	47.4	48.9	-1.5		36.4	34.8	1.6	45.8	41.7	4.1	40.0	39.4	0.6	18.5	20.1	-1.6	14.2	14.8	-0.6	52.1	49.7	2.4
NZME Combo	38.4	36.6	1.8		28.3	29.0	-0.7	32.8	30.9	1.9	30.9	28.3	2.6	16.4	15.3	1.1	10.6	12.2	-1.6	40.0	40.1	-0.1
All Commercial Radio	76.3	76.0	0.3		59.6	57.9	1.7	69.2	64.7	4.5	64.3	62.3	2.0	33.0	33.2	-0.2	22.8	24.0	-1.2	79.9	77.2	2.7

Mediaworks Combo: Breeze or Edge or Magic or Mai FM or More FM or RadioLIVE 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 3 2017

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

Survey Comparisons: 2/2017 - 3/2017

This Survey Period: Sun Aug 21 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Sep 9 2017

Last Survey Period: Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 2017

	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	10:43	10:30	0:13	5:36	9:28	-3:51	11:50	9:16	2:34	10:07	10:37	-0:29	9:45	9:42	0:03	9:43	9:25	0:17	10:24	11:09	-0:45	8:13	5:46	2:27
Coast	7:54	8:18	-0:24	5:10	0:45	4:25	1:40	2:25	-0:45	0:53	*	*	4:38	4:03	0:34	8:37	6:39	1:58	8:27	7:11	1:16	8:32	10:57	-2:24
Edge	6:25	7:12	-0:47	4:02	3:46	0:15	7:55	7:36	0:19	6:02	7:12	-1:10	6:17	8:10	-1:52	6:05	8:14	-2:09	4:08	2:59	1:08	7:01	9:06	-2:05
Flava	9:12	8:58	0:13	7:09	4:37	2:32	10:14	8:40	1:33	8:44	9:04	-0:20	8:38	9:03	-0:25	6:46	8:32	-1:46	4:13	7:15	-3:01	4:23	5:54	-1:30
Life FM	10:33	7:21	3:12	6:23	6:15	0:07	4:46	4:20	0:25	10:34	7:47	2:47	13:24	7:52	5:31	15:10	12:08	3:02	13:44	18:58	-5:13	14:58	7:10	7:48
Magic	13:58	13:28	0:30	1:29	3:11	-1:41	3:08	2:46	0:21	1:03	7:23	-6:20	8:10	8:41	-0:31	16:09	15:04	1:05	17:10	16:31	0:39	10:26	11:24	-0:57
Mai FM	7:19	8:13	-0:53	8:03	12:37	-4:33	7:26	7:57	-0:30	7:07	6:29	0:38	7:44	7:05	0:39	13:55	10:00	3:55	*	*	*	5:11	4:56	0:14
More FM	7:09	9:15	-2:05	5:30	8:47	-3:17	5:27	6:32	-1:04	5:59	11:05	-5:06	7:49	11:24	-3:35	9:30	10:12	-0:42	7:22	7:11	0:11	8:25	9:57	-1:31
Newstalk ZB	16:23	14:25	1:58	0:15	0:15	0:00	6:45	8:02	-1:16	14:02	7:35	6:27	13:14	10:12	3:01	12:06	10:39	1:27	17:25	16:04	1:20	8:23	7:48	0:34
Radio Hauraki	14:36	10:02	4:34	25:23	52:15	-26:51	19:45	6:18	13:27	15:32	8:18	7:14	12:52	8:45	4:06	7:39	7:37	0:02	5:28	4:44	0:44	1:56	1:18	0:37
Radio Kahungunu	5:59	6:35	-0:36	3:19	8:15	-4:55	4:33	4:21	0:12	4:12	4:04	0:07	8:19	8:49	-0:30	7:29	7:34	-0:04	3:09	1:15	1:54	1:54	1:00	0:54
RadioLIVE	10:26	8:24	2:01	*	*	*	4:50	3:19	1:30	4:50	4:19	0:31	5:44	5:38	0:06	10:39	10:13	0:26	16:18	11:41	4:36	17:45	13:19	4:25
Radio Sport	7:29	5:53	1:35	3:52	4:55	-1:02	*	3:30	*	1:45	2:30	-0:45	4:35	7:14	-2:39	6:23	7:00	-0:36	9:23	6:06	3:16	0:30	4:05	-3:35
Rhema	14:27	10:36	3:50	12:30	0:15	12:15	24:40	19:50	4:50	28:35	22:05	6:29	16:17	12:48	3:28	12:02	8:20	3:41	15:21	12:42	2:39	7:11	5:23	1:47
Rock	8:01	7:36	0:24	4:47	5:41	-0:54	9:37	7:03	2:33	7:22	7:24	-0:02	7:28	6:39	0:49	7:58	7:01	0:56	7:21	14:54	-7:33	5:57	5:03	0:53
Star	0:30	1:39	-1:08	*	*	*	*	3:30	*	0:30	0:30	0:00	0:30	0:30	0:00	0:30	0:30	0:00	0:30	0:32	-0:02	0:30	0:30	0:00
The Hits	6:22	6:47	-0:24	3:39	5:35	-1:56	5:16	4:27	0:48	4:43	5:59	-1:15	6:00	7:00	-1:00	9:52	9:01	0:51	12:07	8:03	4:04	6:01	7:06	-1:05
The Sound	13:10	10:04	3:06	6:15	8:23	-2:08	9:33	6:44	2:48	11:57	7:45	4:12	14:12	10:01	4:11	15:56	12:31	3:25	14:32	11:18	3:14	7:12	8:04	-0:51
ZM	6:50	7:04	-0:14	3:13	3:07	0:05	9:16	9:30	-0:14	8:46	9:09	-0:23	7:53	8:24	-0:31	3:43	4:46	-1:03	1:40	1:40	0:00	8:44	8:28	0:15
Others	11:18	11:09	0:09	7:29	7:34	-0:04	6:57	12:26	-5:29	11:31	10:09	1:21	10:19	8:46	1:33	7:05	4:24	2:40	10:53	8:38	2:14	11:20	2:50	8:30
Mediaworks Combo	13:35	13:42	-0:07	7:12	9:15	-2:03	13:34	13:07	0:27	12:09	13:01	-0:52	12:52	13:08	-0:15	15:23	14:28	0:55	16:48	15:55	0:53	10:31	11:16	-0:44
NZME Combo	11:58	11:46	0:12	6:09	6:15	-0:06	11:22	11:27	-0:04	10:29	11:08	-0:39	10:33	11:04	-0:30	11:08	10:02	1:05	15:42	12:44	2:57	7:45	9:09	-1:23
All Commercial Radio	18:43	18:30	0:13	9:35	11:13	-1:38	19:50	20:47	-0:57	17:06	18:13	-1:06	17:31	17:56	-0:24	19:04	17:14	1:50	22:24	19:04	3:20	13:31	14:10	-0:38
Potential (000)	119.2	119.2	0.0	16.4	15.6	0.8	24.5	25.3	-0.8	29.8	29.8	0.0	48.4	48.4	0.0	36.1	36.1	0.0	32.4	32.4	0.0	21.0	20.1	0.9
Sample	892	807	85	129	111	18	187	175	12	213	196	17	348	321	27	274	255	19	270	234	36	168	145	23

Mediaworks Combo: Breeze or Edge or Magic or Mai FM or More FM or RadioLIVE 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 3 2017

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

Survey Comparisons: 2/2017 - 3/2017

This Survey Period: Sun Aug 21 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Sep 9 2017

Last Survey Period: Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 2017

	This	Last	+/-
Potential (000)	119.2	119.2	0.0
Sample Size	892	807	85

	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	3:08	3:27	-0:19	4:59	4:57	0:01	4:31	4:41	-0:10	2:32	2:17	0:14	3:42	3:00	0:41	1:17	2:18	-1:01	3:31	3:06	0:24
Coast	3:05	3:07	-0:02	2:13	2:00	0:13	3:08	3:49	-0:41	2:00	2:31	-0:30	1:18	0:53	0:24	1:00	0:56	0:03	3:43	3:45	-0:02
Edge	2:30	2:12	0:17	2:51	3:23	-0:32	2:53	3:41	-0:47	1:49	2:14	-0:25	1:51	1:43	0:08	1:24	1:08	0:16	2:09	2:35	-0:25
Flava	3:22	2:59	0:23	3:31	3:05	0:25	3:19	3:07	0:12	1:56	1:59	-0:03	2:15	2:20	-0:04	1:56	1:33	0:22	2:51	2:53	-0:02
Life FM	3:04	2:00	1:04	1:21	1:18	0:03	3:05	1:13	1:51	1:52	1:25	0:26	5:54	3:40	2:14	0:39	0:25	0:13	3:51	2:36	1:14
Magic	3:36	3:19	0:16	4:11	4:36	-0:25	4:36	4:14	0:22	1:58	2:02	-0:03	2:38	2:45	-0:07	3:21	4:27	-1:05	5:36	5:15	0:20
Mai FM	2:49	3:31	-0:41	2:30	4:37	-2:06	2:31	2:15	0:15	1:24	1:31	-0:07	1:26	1:19	0:07	1:22	1:20	0:02	3:43	4:01	-0:18
More FM	2:58	2:58	0:00	2:58	3:09	-0:10	2:50	3:40	-0:50	1:46	1:56	-0:09	1:33	2:25	-0:52	0:58	0:58	0:00	2:27	3:14	-0:47
Newstalk ZB	4:59	4:29	0:29	5:45	4:50	0:55	5:13	4:16	0:57	2:50	2:41	0:08	3:42	3:10	0:32	3:41	3:16	0:24	4:54	4:56	-0:01
Radio Hauraki	3:17	2:46	0:31	10:30	4:07	6:23	7:58	5:34	2:24	3:24	2:21	1:02	2:44	2:54	-0:10	*	1:15	*	3:26	2:47	0:38
Radio Kahungunu	2:53	2:22	0:31	4:42	3:08	1:33	2:22	2:22	-0:00	2:22	1:35	0:47	3:00	1:13	1:46	*	0:30	*	2:22	2:14	0:08
RadioLIVE	4:30	3:42	0:47	3:36	2:27	1:08	2:38	1:10	1:27	1:41	0:56	0:45	3:56	3:32	0:24	3:48	3:42	0:05	3:23	2:14	1:08
Radio Sport	3:35	2:08	1:27	3:24	2:34	0:49	4:27	3:15	1:11	2:10	1:32	0:38	3:03	1:50	1:12	4:45	0:45	4:00	3:21	2:19	1:02
Rhema	3:44	3:54	-0:09	4:06	4:36	-0:29	3:41	3:37	0:03	1:53	2:22	-0:28	4:20	2:32	1:47	15:00	1:00	14:00	3:39	3:15	0:24
Rock	2:08	2:32	-0:23	2:40	3:27	-0:47	3:08	3:55	-0:47	2:34	2:13	0:20	4:10	1:59	2:11	2:04	1:56	0:07	3:34	2:29	1:05
Star	0:22	0:17	0:04	0:15	0:15	0:00	*	0:45	*	0:30	0:30	0:00	1:00	1:00	0:00	*	0:45	*	*	1:15	*
The Hits	2:24	2:51	-0:26	2:53	3:09	-0:16	3:07	3:16	-0:08	2:04	2:10	-0:05	1:30	2:09	-0:38	1:32	1:15	0:16	2:21	2:17	0:03
The Sound	2:58	2:32	0:25	5:09	4:35	0:33	5:10	4:02	1:07	2:34	2:15	0:18	2:18	1:06	1:11	2:52	2:11	0:40	5:21	4:23	0:58
ZM	2:03	2:31	-0:28	2:48	2:30	0:18	2:18	2:22	-0:04	1:39	1:56	-0:17	2:20	2:17	0:03	1:00	1:06	-0:06	1:49	1:35	0:14
Others	3:33	3:20	0:12	4:20	3:25	0:55	5:04	4:46	0:17	2:24	2:02	0:21	2:28	2:15	0:12	4:09	4:29	-0:20	4:45	5:17	-0:31
Mediaworks Combo	3:42	3:38	0:03	4:26	4:45	-0:19	4:26	4:41	-0:14	2:29	2:33	-0:03	2:55	2:32	0:23	2:22	2:55	-0:32	4:19	4:15	0:04
NZME Combo	3:25	3:26	-0:00	4:07	3:43	0:24	4:07	4:02	0:05	2:29	2:39	-0:09	2:55	2:53	0:02	2:32	2:15	0:16	3:42	3:36	0:05
All Commercial Radio	4:23	4:22	0:01	5:09	5:06	0:02	5:26	5:29	-0:02	3:02	3:05	-0:02	3:29	3:11	0:17	2:57	3:14	-0:16	5:16	5:12	0:04

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

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