



# HAWKE'S BAY COMMERCIAL RADIO - SURVEY 2 2017

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

Survey Comparisons: 1/2017 - 2/2017

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

Last 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

	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	9.4	6.8	2.6	3	8.8	5.2	3.6	5.9	3.7	2.2	11.3	4.6	6.7	10.6	7.1	3.5	10.8	10.2	0.6	9.5	7.4	2.1	5.8	6.2	-0.4
Coast	3.5	3.7	-0.2	12	0.1	0.1	0.0	0.4	0.3	0.1	*	*	*	0.4	0.6	-0.2	3.1	2.8	0.3	6.3	5.5	0.8	1.2	0.4	0.8
Edge	9.0	9.5	-0.5	4	14.0	17.3	-3.3	16.4	18.8	-2.4	11.5	16.1	-4.6	11.9	14.1	-2.2	7.7	6.8	0.9	1.0	1.3	-0.3	18.8	24.1	-5.3
Flava	6.8	6.9	-0.1	6	7.8	8.7	-0.9	16.1	13.8	2.3	10.2	14.4	-4.2	7.7	10.0	-2.3	2.3	1.6	0.7	0.5	*	*	6.8	4.8	2.0
Life FM	0.9	0.5	0.4	17	2.2	1.6	0.6	0.9	0.7	0.2	0.8	0.5	0.3	1.1	0.8	0.3	1.5	0.6	0.9	0.9	*	*	2.0	1.5	0.5
Magic	9.5	10.7	-1.2	2	0.9	1.1	-0.2	0.3	1.2	-0.9	1.1	1.0	0.1	2.8	3.6	-0.8	15.6	16.6	-1.0	26.1	23.9	2.2	6.3	3.9	2.4
Mai FM	4.8	4.9	-0.1	10	11.4	12.6	-1.2	13.1	13.2	-0.1	5.6	6.0	-0.4	4.6	5.4	-0.8	1.6	2.3	-0.7	*	*	*	4.5	7.9	-3.4
More FM	5.7	5.2	0.5	9	11.1	12.9	-1.8	4.0	3.9	0.1	8.5	8.3	0.2	8.3	7.1	1.2	5.8	3.9	1.9	2.7	2.7	0.0	8.7	6.9	1.8
Newstalk ZB	9.8	10.8	-1.0	1	*	*	*	1.5	2.1	-0.6	1.2	1.4	-0.2	3.7	3.0	0.7	8.0	7.4	0.6	19.6	23.0	-3.4	2.3	1.5	0.8
Radio Hauraki	2.7	1.4	1.3	13	5.7	*	*	2.9	1.5	1.4	4.5	2.3	2.2	3.7	2.1	1.6	1.9	2.4	-0.5	0.6	1.5	-0.9	0.3	0.3	0.0
Radio Kahungunu	0.8	0.8	0.0	18	0.7	0.7	0.0	0.6	0.7	-0.1	0.5	0.5	0.0	1.1	1.1	0.0	1.3	1.2	0.1	0.1	0.1	0.0	*	0.2	*
RadioLIVE	2.4	2.6	-0.2	14	*	*	*	0.6	0.8	-0.2	0.8	1.3	-0.5	1.3	1.3	0.0	3.6	3.3	0.3	3.9	4.3	-0.4	1.7	1.2	0.5
Radio Sport	2.1	2.2	-0.1	15	2.3	2.7	-0.4	0.3	0.5	-0.2	0.3	0.5	-0.2	1.7	2.2	-0.5	3.1	3.4	-0.3	3.8	3.1	0.7	0.6	2.1	-1.5
Rhema	1.3	1.2	0.1	16	*	*	*	1.7	0.5	1.2	1.5	0.5	1.0	2.0	1.2	0.8	2.0	2.1	-0.1	1.4	2.1	-0.7	0.8	0.4	0.4
Rock	6.5	7.7	-1.2	8	4.9	3.6	1.3	10.0	14.7	-4.7	11.4	16.0	-4.6	9.1	11.4	-2.3	5.3	4.1	1.2	4.0	3.3	0.7	4.9	6.1	-1.2
Star	0.1	0.2	-0.1	19	*	*	*	0.3	0.4	-0.1	*	*	*	*	*	*	*	*	*	0.1	0.1	0.0	*	*	*
The Hits	7.2	8.1	-0.9	5	16.8	19.8	-3.0	4.7	5.1	-0.4	8.5	10.5	-2.0	9.2	12.1	-2.9	8.6	11.3	-2.7	4.7	4.3	0.4	14.7	16.3	-1.6
The Sound	6.6	7.2	-0.6	7	6.8	6.7	0.1	3.3	2.8	0.5	6.4	3.3	3.1	8.6	6.8	1.8	13.5	15.1	-1.6	7.9	12.0	-4.1	7.7	8.0	-0.3
ZM	4.8	3.8	1.0	10	4.1	4.6	-0.5	11.3	8.8	2.5	11.1	7.0	4.1	8.4	5.6	2.8	2.3	2.1	0.2	0.2	0.3	-0.1	12.4	6.8	5.6
Others	6.2	5.8	0.4		2.6	2.5	0.1	5.5	6.4	-0.9	4.9	5.6	-0.7	3.8	4.5	-0.7	2.0	2.7	-0.7	6.5	5.0	1.5	0.5	1.4	-0.9
Mediaworks Combo	53.7	54.5	-0.8		57.7	59.4	-1.7	53.7	59.2	-5.5	56.6	56.7	-0.1	57.2	56.8	0.4	63.8	62.4	1.4	55.0	55.0	0.0	58.5	64.3	-5.8
NZME Combo	36.9	37.0	-0.1		36.8	35.8	1.0	37.3	32.1	5.2	35.7	36.2	-0.5	34.7	35.7	-1.0	29.3	31.0	-1.7	35.9	37.7	-1.8	38.2	32.2	6.0
Potential (000)	119.2	119.2	0.0		15.6	15.6	0.0	25.3	25.3	0.0	29.8	29.8	0.0	48.4	48.4	0.0	36.1	36.1	0.0	32.4	32.4	0.0	20.1	20.4	-0.3
Sample	807	870	-63		111	111	0	175	187	-12	196	215	-19	321	353	-32	255	268	-13	234	252	-18	145	156	-11

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 2 2017

Station Share (%) by Daypart, People 10+

Survey Comparisons: 1/2017 - 2/2017

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

Last 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

	This	Last	+/-
Potential (000)	119.2	119.2	0.0
Sample Size	807	870	-63

	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	9.5	8.3	1.2	2	11.2	8.0	3.2	11.3	6.5	4.8	7.8	5.0	2.8	5.8	3.2	2.6	9.8	8.2	1.6	7.8	6.1	1.7
Coast	3.5	3.9	-0.4	13	3.1	3.3	-0.2	3.6	3.8	-0.2	3.3	4.2	-0.9	0.6	0.8	-0.2	1.3	1.0	0.3	5.2	5.0	0.2
Edge	8.0	8.6	-0.6	4	8.5	8.4	0.1	11.3	10.8	0.5	10.5	11.9	-1.4	7.4	9.0	-1.6	2.7	7.5	-4.8	8.9	9.2	-0.3
Flava	6.1	6.2	-0.1	8	6.2	8.3	-2.1	6.5	7.9	-1.4	7.0	6.7	0.3	11.1	9.6	1.5	9.2	5.1	4.1	6.5	5.6	0.9
Life FM	0.9	0.9	0.0	17	0.2	0.1	0.1	0.4	0.3	0.1	1.3	0.8	0.5	3.3	0.7	2.6	0.4	0.1	0.3	1.3	0.7	0.6
Magic	7.9	7.5	0.4	5	12.2	12.5	-0.3	9.3	10.9	-1.6	5.2	6.8	-1.6	7.6	8.5	-0.9	11.5	12.7	-1.2	11.0	13.9	-2.9
Mai FM	5.2	5.9	-0.7	11	4.5	5.0	-0.5	3.0	2.7	0.3	3.5	3.9	-0.4	4.0	5.4	-1.4	5.1	9.9	-4.8	6.9	5.2	1.7
More FM	6.5	5.4	1.1	7	6.0	4.3	1.7	5.3	4.5	0.8	6.6	7.0	-0.4	7.7	9.6	-1.9	1.9	1.8	0.1	4.8	5.2	-0.4
Newstalk ZB	10.5	11.1	-0.6	1	11.2	11.0	0.2	6.5	8.5	-2.0	6.5	8.2	-1.7	14.9	16.8	-1.9	15.6	17.2	-1.6	10.1	10.8	-0.7
Radio Hauraki	2.1	1.3	0.8	14	2.8	1.6	1.2	3.3	1.5	1.8	3.9	1.6	2.3	2.5	1.1	1.4	0.3	0.5	-0.2	2.3	1.5	0.8
Radio Kahungunu	0.7	0.7	0.0	18	1.0	0.9	0.1	0.7	0.7	0.0	0.7	0.7	0.0	0.7	0.8	-0.1	0.3	0.3	0.0	1.1	1.0	0.1
RadioLIVE	3.7	5.0	-1.3	12	0.9	1.3	-0.4	0.4	1.2	-0.8	0.6	0.9	-0.3	8.1	5.7	2.4	11.5	6.5	5.0	1.7	2.1	-0.4
Radio Sport	1.8	1.8	0.0	15	1.6	1.6	0.0	2.7	2.8	-0.1	2.4	3.1	-0.7	2.3	1.2	1.1	0.4	0.4	0.0	2.4	2.8	-0.4
Rhema	1.6	1.5	0.1	16	0.9	0.6	0.3	1.2	1.0	0.2	1.2	1.2	0.0	2.8	1.9	0.9	0.2	0.3	-0.1	1.3	1.6	-0.3
Rock	6.9	7.7	-0.8	6	6.3	8.3	-2.0	7.2	9.8	-2.6	8.8	8.9	-0.1	4.5	7.2	-2.7	9.2	7.7	1.5	4.7	5.2	-0.5
Star	0.1	0.1	0.0	19	*	*	*	0.1	0.2	-0.1	0.1	0.2	-0.1	0.2	0.2	0.0	0.4	0.4	0.0	0.1	0.2	-0.1
The Hits	8.1	9.5	-1.4	3	6.5	7.3	-0.8	7.5	8.6	-1.1	9.1	10.3	-1.2	4.8	6.6	-1.8	6.0	5.9	0.1	6.6	6.7	-0.1
The Sound	6.1	5.6	0.5	8	6.4	7.4	-1.0	7.1	8.1	-1.0	9.1	9.3	-0.2	2.8	4.4	-1.6	4.0	5.2	-1.2	6.9	7.6	-0.7
ZM	5.7	4.8	0.9	10	5.1	4.2	0.9	5.0	3.9	1.1	6.6	4.4	2.2	5.5	2.9	2.6	2.6	2.8	-0.2	3.1	2.7	0.4
Others	5.1	4.3	0.8		5.5	5.8	-0.3	7.4	6.5	0.9	5.4	5.0	0.4	3.5	4.4	-0.9	7.6	6.5	1.1	7.4	6.8	0.6
Mediaworks Combo	53.7	54.0	-0.3		55.9	55.1	0.8	55.1	54.4	0.7	52.2	53.7	-1.5	47.9	53.0	-5.1	55.6	59.5	-3.9	52.7	54.4	-1.7
NZME Combo	37.9	38.6	-0.7		36.5	37.3	-0.8	35.1	36.9	-1.8	39.0	38.4	0.6	41.6	39.0	2.6	35.5	32.9	2.6	36.1	35.2	0.9

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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	15.7	13.6	2.1	3	1.2	1.2	0.0	2.7	2.4	0.3	5.1	3.6	1.5	8.3	6.9	1.4	6.0	5.6	0.4	4.1	3.6	0.5	2.4	2.4	0.0
Coast	7.5	7.4	0.1	12	0.1	0.1	0.0	0.7	0.4	0.3	*	0.3	*	0.7	0.9	-0.2	2.4	2.1	0.3	4.2	4.1	0.1	0.3	0.2	0.1
Edge	21.9	21.0	0.9	1	5.0	4.8	0.2	9.3	8.9	0.4	7.5	8.1	-0.6	11.0	11.2	-0.2	4.9	4.2	0.7	1.6	1.3	0.3	5.0	5.4	-0.4
Flava	13.4	11.7	1.7	5	2.3	2.3	0.0	8.0	6.6	1.4	5.3	4.7	0.6	6.4	5.9	0.5	1.4	1.2	0.2	0.4	*	*	2.8	1.9	0.9
Life FM	2.3	2.6	-0.3	16	0.5	0.8	-0.3	0.9	0.8	0.1	0.5	0.3	0.2	1.0	1.1	-0.1	0.7	0.8	-0.1	0.2	*	*	0.7	0.7	0.0
Magic	12.4	12.0	0.4	6	0.4	0.3	0.1	0.5	1.0	-0.5	0.7	0.7	0.0	2.4	2.3	0.1	5.4	4.8	0.6	7.6	6.9	0.7	1.4	1.0	0.4
Mai FM	10.2	9.7	0.5	11	1.2	1.3	-0.1	7.1	5.7	1.4	4.1	4.2	-0.1	4.9	5.3	-0.4	0.8	1.1	-0.3	*	*	*	2.2	2.5	-0.3
More FM	10.8	11.0	-0.2	10	1.7	1.7	0.0	2.6	2.0	0.6	3.6	3.8	-0.2	5.5	5.7	-0.2	3.0	3.0	0.0	1.8	2.1	-0.3	2.1	2.2	-0.1
Newstalk ZB	11.9	11.7	0.2	8	0.1	0.1	0.0	0.8	1.0	-0.2	0.7	0.4	0.3	2.7	1.9	0.8	3.9	3.8	0.1	5.9	6.5	-0.6	0.7	0.6	0.1
Radio Hauraki	4.7	4.0	0.7	15	0.1	*	*	1.9	1.8	0.1	2.6	2.4	0.2	3.2	2.9	0.3	1.3	1.1	0.2	0.7	0.6	0.1	0.5	0.6	-0.1
Radio Kahungunu	2.2	2.4	-0.2	17	0.1	0.1	0.0	0.6	0.6	0.0	0.6	0.8	-0.2	1.0	1.2	-0.2	0.9	0.9	0.0	0.5	0.5	0.0	0.1	0.4	-0.3
RadioLIVE	5.0	5.3	-0.3	14	*	*	*	0.7	0.8	-0.1	0.9	1.0	-0.1	1.7	1.7	0.0	1.8	2.1	-0.3	1.6	2.2	-0.6	0.3	0.4	-0.1
Radio Sport	6.3	6.4	-0.1	13	0.6	0.6	0.0	0.4	0.6	-0.2	0.6	0.7	-0.1	1.8	2.2	-0.4	2.4	2.5	-0.1	3.0	2.8	0.2	0.3	0.7	-0.4
Rhema	2.1	2.6	-0.5	18	0.1	0.1	0.0	0.4	0.3	0.1	0.3	0.4	-0.1	1.2	1.1	0.1	1.2	1.2	0.0	0.5	0.9	-0.4	0.4	0.2	0.2
Rock	15.1	15.9	-0.8	4	1.1	1.1	0.0	6.0	7.3	-1.3	7.3	7.9	-0.6	10.3	10.7	-0.4	3.9	3.5	0.4	1.3	1.2	0.1	2.4	2.8	-0.4
Star	1.1	1.3	-0.2	19	*	*	*	0.4	0.4	0.0	0.1	0.2	-0.1	0.1	0.2	-0.1	0.1	0.1	0.0	0.6	0.6	0.0	0.1	*	*
The Hits	18.6	18.7	-0.1	2	4.0	3.6	0.4	4.5	4.1	0.4	6.7	7.2	-0.5	9.9	11.1	-1.2	5.0	6.1	-1.1	2.8	2.9	-0.1	5.1	5.2	-0.1
The Sound	11.5	11.2	0.3	9	1.1	0.9	0.2	2.1	2.2	-0.1	3.9	3.0	0.9	6.5	5.4	1.1	5.7	5.9	-0.2	3.4	4.1	-0.7	2.3	2.2	0.1
ZM	12.0	11.4	0.6	7	1.7	1.8	-0.1	5.1	5.1	0.0	5.7	4.9	0.8	7.5	6.4	1.1	2.5	2.3	0.2	0.7	0.8	-0.1	3.6	2.9	0.7
Others	9.8	9.5	0.3		0.5	0.5	0.0	1.9	1.7	0.2	2.3	2.3	0.0	3.3	3.5	-0.2	2.3	2.9	-0.6	3.6	3.0	0.6	0.4	0.9	-0.5
Mediaworks Combo	68.9	67.9	1.0		8.4	8.2	0.2	17.5	17.0	0.5	20.6	20.7	-0.1	32.8	32.5	0.3	23.1	22.1	1.0	16.6	16.6	0.0	12.7	13.3	-0.6
NZME Combo	55.3	54.6	0.7		7.9	7.1	0.8	13.9	12.8	1.1	15.2	15.9	-0.7	23.6	24.5	-0.9	15.3	15.6	-0.3	13.6	14.1	-0.5	10.2	9.9	0.3
All Commercial Radio	95.1	93.8	1.3		12.0	12.1	-0.1	20.6	19.9	0.7	26.0	26.0	0.0	42.0	41.8	0.2	30.4	30.1	0.3	25.2	24.8	0.4	17.2	17.6	-0.4
Potential (000)	119.2	119.2	0.0		15.6	15.6	0.0	25.3	25.3	0.0	29.8	29.8	0.0	48.4	48.4	0.0	36.1	36.1	0.0	32.4	32.4	0.0	20.1	20.4	-0.3
Sample	807	870	-63		111	111	0	175	187	-12	196	215	-19	321	353	-32	255	268	-13	234	252	-18	145	156	-11

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	This	Last	+/-
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Sample Size	807	870	-63

	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	9.1	7.8	1.3	3	6.7	4.8	1.9	8.6	6.6	2.0	6.6	5.6	1.0	2.0	1.3	0.7	3.3	2.7	0.6	10.2	8.0	2.2
Coast	3.8	4.0	-0.2	12	4.5	4.6	-0.1	3.4	3.1	0.3	2.5	3.1	-0.6	0.7	0.9	-0.2	1.1	1.0	0.1	5.5	5.6	-0.1
Edge	12.0	13.0	-1.0	1	7.4	7.6	-0.2	10.9	11.1	-0.2	9.0	9.0	0.0	4.6	4.7	-0.1	1.9	2.9	-1.0	13.7	13.1	0.6
Flava	6.8	6.8	0.0	10	5.9	5.7	0.2	7.4	5.7	1.7	6.8	5.7	1.1	5.0	3.3	1.7	4.6	2.9	1.7	9.0	7.8	1.2
Life FM	1.5	1.7	-0.2	16	0.5	0.3	0.2	1.1	0.8	0.3	1.8	1.9	-0.1	0.9	1.2	-0.3	0.7	0.4	0.3	2.0	1.7	0.3
Magic	7.9	7.7	0.2	5	7.8	7.4	0.4	7.8	7.6	0.2	4.9	5.3	-0.4	2.9	2.8	0.1	2.0	2.3	-0.3	8.4	9.0	-0.6
Mai FM	4.9	5.5	-0.6	11	2.9	2.6	0.3	4.8	3.9	0.9	4.4	5.1	-0.7	3.2	3.7	-0.5	2.9	3.5	-0.6	6.9	6.2	0.7
More FM	7.2	6.9	0.3	9	5.6	4.0	1.6	5.2	4.6	0.6	6.6	5.9	0.7	3.4	3.7	-0.3	1.5	1.3	0.2	5.9	6.9	-1.0
Newstalk ZB	7.8	8.2	-0.4	7	6.9	7.1	-0.2	5.4	6.2	-0.8	4.7	5.4	-0.7	5.0	4.9	0.1	3.7	3.9	-0.2	8.2	8.9	-0.7
Radio Hauraki	2.5	1.8	0.7	15	2.0	1.8	0.2	2.1	1.7	0.4	3.2	2.4	0.8	0.9	0.6	0.3	0.2	0.5	-0.3	3.4	2.8	0.6
Radio Kahungunu	0.9	1.2	-0.3	18	0.9	0.9	0.0	1.1	1.1	0.0	0.9	0.8	0.1	0.6	1.0	-0.4	0.4	0.4	0.0	2.0	1.8	0.2
RadioLIVE	3.3	3.7	-0.4	13	1.1	1.3	-0.2	1.3	1.6	-0.3	1.2	1.8	-0.6	2.4	2.3	0.1	2.4	2.2	0.2	3.0	2.9	0.1
Radio Sport	2.9	3.0	-0.1	14	1.8	1.9	-0.1	2.9	2.8	0.1	3.0	3.1	-0.1	1.3	1.0	0.3	0.4	0.4	0.0	4.1	4.4	-0.3
Rhema	1.3	1.5	-0.2	17	0.6	0.8	-0.2	1.2	1.4	-0.2	0.9	1.2	-0.3	1.2	1.1	0.1	0.1	0.2	-0.1	1.6	2.0	-0.4
Rock	9.0	9.8	-0.8	4	5.4	6.6	-1.2	6.5	8.0	-1.5	7.6	7.9	-0.3	2.4	2.7	-0.3	3.7	3.3	0.4	7.6	8.1	-0.5
Star	0.7	0.6	0.1	19	0.2	0.3	-0.1	0.4	0.7	-0.3	0.5	0.7	-0.2	0.2	0.2	0.0	0.4	0.4	0.0	0.4	0.5	-0.1
The Hits	9.4	11.3	-1.9	2	6.1	6.6	-0.5	8.1	9.1	-1.0	8.1	7.9	0.2	2.3	3.2	-0.9	3.7	2.9	0.8	11.5	12.2	-0.7
The Sound	7.9	7.2	0.7	5	4.1	4.7	-0.6	6.2	6.8	-0.6	7.8	6.9	0.9	2.7	2.7	0.0	1.4	1.5	-0.1	6.3	6.9	-0.6
ZM	7.5	7.4	0.1	8	6.1	5.4	0.7	7.5	6.8	0.7	6.6	4.9	1.7	2.5	2.2	0.3	1.8	1.6	0.2	7.7	6.9	0.8
Others	5.1	4.7	0.4		4.8	5.2	-0.4	5.5	4.5	1.0	5.1	4.2	0.9	1.7	2.1	-0.4	1.3	1.6	-0.3	5.6	5.8	-0.2
Mediaworks Combo	48.9	49.0	-0.1		34.8	32.3	2.5	41.7	40.6	1.1	39.4	39.3	0.1	20.1	20.2	-0.1	14.8	14.8	0.0	49.7	48.5	1.2
NZME Combo	36.6	37.8	-1.2		29.0	28.2	0.8	30.9	30.7	0.2	28.3	28.0	0.3	15.3	14.0	1.3	12.2	10.9	1.3	40.1	40.0	0.1
All Commercial Radio	76.0	76.4	-0.4		57.9	54.4	3.5	64.7	62.5	2.2	62.3	60.6	1.7	33.2	31.9	1.3	24.0	23.3	0.7	77.2	74.2	3.0

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 2 2017

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

Survey Comparisons: 1/2017 - 2/2017

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

Last 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

	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	10:30	8:32	1:58	9:28	5:32	3:56	9:16	5:34	3:41	10:37	5:48	4:49	9:42	7:40	2:02	9:25	9:59	-0:34	11:09	10:21	0:48	5:46	6:40	-0:53
Coast	8:18	8:44	-0:26	0:45	0:45	0:00	2:25	2:30	-0:04	*	0:21	*	4:03	5:15	-1:11	6:39	7:01	-0:22	7:11	6:43	0:28	10:57	4:19	6:37
Edge	7:12	7:45	-0:32	3:46	4:36	-0:49	7:36	7:50	-0:14	7:12	9:01	-1:48	8:10	9:19	-1:09	8:14	8:51	-0:36	2:59	4:58	-1:59	9:06	11:21	-2:15
Flava	8:58	10:11	-1:12	4:37	4:55	-0:17	8:40	7:42	0:57	9:04	13:47	-4:42	9:03	12:30	-3:26	8:32	7:18	1:14	7:15	*	*	5:54	6:25	-0:30
Life FM	7:21	3:37	3:44	6:15	2:29	3:46	4:20	2:51	1:29	7:47	7:30	0:16	7:52	5:16	2:36	12:08	4:21	7:47	18:58	*	*	7:10	5:28	1:42
Magic	13:28	15:17	-1:49	3:11	5:15	-2:03	2:46	4:40	-1:53	7:23	6:12	1:11	8:41	11:19	-2:37	15:04	18:39	-3:35	16:31	17:34	-1:03	11:24	10:12	1:11
Mai FM	8:13	8:37	-0:24	12:37	12:05	0:31	7:57	8:36	-0:39	6:29	6:29	-0:00	7:05	7:33	-0:28	10:00	11:47	-1:47	*	*	*	4:56	7:52	-2:56
More FM	9:15	8:08	1:07	8:47	9:31	-0:43	6:32	7:12	-0:40	11:05	9:54	1:11	11:24	9:16	2:08	10:12	7:11	3:00	7:11	6:33	0:37	9:57	7:57	2:00
Newstalk ZB	14:25	15:51	-1:26	0:15	0:15	0:00	8:02	7:58	0:03	7:35	15:44	-8:09	10:12	11:39	-1:26	10:39	10:34	0:04	16:04	18:03	-1:58	7:48	6:36	1:12
Radio Hauraki	10:02	6:10	3:52	52:15	*	*	6:18	3:00	3:17	8:18	4:21	3:56	8:45	5:23	3:22	7:37	11:45	-4:08	4:44	12:46	-8:02	1:18	1:20	-0:01
Radio Kahungunu	6:35	5:38	0:57	8:15	8:15	0:00	4:21	4:33	-0:12	4:04	2:41	1:23	8:49	6:43	2:05	7:34	7:01	0:32	1:15	1:12	0:03	1:00	1:11	-0:11
RadioLIVE	8:24	8:27	-0:02	*	*	*	3:19	3:42	-0:22	4:19	6:21	-2:01	5:38	5:49	-0:10	10:13	8:33	1:40	11:41	10:11	1:30	13:19	7:37	5:41
Radio Sport	5:53	6:01	-0:08	4:55	5:32	-0:36	3:30	3:33	-0:03	2:30	2:53	-0:23	7:14	7:37	-0:23	7:00	7:37	-0:36	6:06	5:36	0:30	4:05	7:46	-3:41
Rhema	10:36	8:16	2:20	0:15	0:15	0:00	19:50	5:42	14:07	22:05	5:09	16:56	12:48	8:06	4:42	8:20	9:39	-1:19	12:42	12:35	0:06	5:23	4:40	0:42
Rock	7:36	8:21	-0:45	5:41	4:11	1:30	7:03	7:28	-0:24	7:24	9:08	-1:43	6:39	7:57	-1:17	7:01	6:26	0:35	14:54	14:34	0:20	5:03	5:35	-0:31
Star	1:39	2:06	-0:27	*	*	*	3:30	3:30	0:00	0:30	0:30	0:00	0:30	0:30	0:00	0:30	0:30	0:00	0:32	0:33	-0:00	0:30	*	*
The Hits	6:47	7:24	-0:37	5:35	7:01	-1:26	4:27	4:33	-0:05	5:59	6:34	-0:35	7:00	8:04	-1:04	9:01	10:09	-1:07	8:03	7:30	0:32	7:06	7:52	-0:46
The Sound	10:04	10:57	-0:52	8:23	9:05	-0:41	6:44	4:42	2:02	7:45	5:02	2:42	10:01	9:19	0:42	12:31	13:49	-1:18	11:18	14:42	-3:24	8:04	9:13	-1:09
ZM	7:04	5:46	1:18	3:07	3:13	-0:06	9:30	6:19	3:11	9:09	6:29	2:39	8:24	6:32	1:52	4:46	4:56	-0:09	1:40	1:44	-0:03	8:28	5:54	2:34
Others	11:09	10:26	0:42	7:34	6:48	0:45	12:26	13:35	-1:08	10:09	11:08	-0:58	8:46	9:19	-0:33	4:24	5:01	-0:37	8:38	8:33	0:05	2:50	3:55	-1:05
Mediaworks Combo	13:42	13:49	-0:06	9:15	9:16	-0:00	13:07	12:54	0:12	13:01	12:26	0:35	13:08	12:57	0:10	14:28	15:21	-0:52	15:55	16:48	-0:53	11:16	12:11	-0:55
NZME Combo	11:46	11:39	0:06	6:15	6:28	-0:12	11:27	9:15	2:11	11:08	10:17	0:51	11:04	10:49	0:14	10:02	10:49	-0:46	12:44	13:31	-0:47	9:09	8:12	0:57
All Commercial Radio	18:30	18:21	0:09	11:13	10:38	0:34	20:47	18:37	2:10	18:13	17:26	0:46	17:56	17:45	0:10	17:14	18:05	-0:50	19:04	20:24	-1:20	14:10	14:24	-0:14
Potential (000)	119.2	119.2	0.0	15.6	15.6	0.0	25.3	25.3	0.0	29.8	29.8	0.0	48.4	48.4	0.0	36.1	36.1	0.0	32.4	32.4	0.0	20.1	20.4	-0.3
Sample	807	870	-63	111	111	0	175	187	-12	196	215	-19	321	353	-32	255	268	-13	234	252	-18	145	156	-11

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 2 2017

Average Time Spent Listening (hh:mm) by Daypart, People 10+  
 Survey Comparisons: 1/2017 - 2/2017

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

	This	Last	+/-
Potential (000)	119.2	119.2	0.0
Sample Size	807	870	-63

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

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