



# HAWKE'S BAY COMMERCIAL RADIO - SURVEY 4 2017

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

Survey Comparisons: 3/2017 - 4/2017

This Survey Period: Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017

Last 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

|                  | 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           | 8.4     | 8.9   | -0.5 | 3    | 3.2          | 3.3  | -0.1 | 8.4          | 9.0  | -0.6 | 10.6         | 12.1 | -1.5 | 8.9          | 10.5 | -1.6 | 9.4          | 10.1 | -0.7 | 8.7          | 8.1  | 0.6  | 8.8           | 9.1  | -0.3 |   |
| Coast            | 3.3     | 3.2   | 0.1  | 12   | 0.7          | 0.9  | -0.2 | 0.3          | 0.2  | 0.1  | 0.1          | *    | *    | 1.3          | 0.6  | 0.7  | 4.4          | 3.9  | 0.5  | 6.5          | 5.9  | 0.6  | 2.0           | 2.0  | 0.0  |   |
| Edge             | 7.8     | 7.6   | 0.2  | 5    | 22.2         | 18.6 | 3.6  | 15.8         | 16.0 | -0.2 | 11.0         | 10.9 | 0.1  | 8.7          | 9.1  | -0.4 | 4.7          | 4.3  | 0.4  | 2.3          | 1.2  | 1.1  | 9.9           | 13.9 | -4.0 |   |
| Flava            | 5.7     | 7.4   | -1.7 | 8    | 16.8         | 15.2 | 1.6  | 11.4         | 19.0 | -7.6 | 10.5         | 12.5 | -2.0 | 7.2          | 8.6  | -1.4 | 1.4          | 2.0  | -0.6 | 0.5          | 0.6  | -0.1 | 6.4           | 6.7  | -0.3 |   |
| Life FM          | 0.6     | 0.8   | -0.2 | 18   | 1.3          | 1.8  | -0.5 | 0.3          | 0.2  | 0.1  | 0.2          | 0.4  | -0.2 | 0.7          | 1.0  | -0.3 | 1.4          | 1.6  | -0.2 | 0.7          | 0.7  | 0.0  | 1.5           | 2.1  | -0.6 |   |
| Magic            | 10.9    | 10.5  | 0.4  | 2    | 0.8          | 0.5  | 0.3  | 0.6          | 0.9  | -0.3 | 1.0          | 0.1  | 0.9  | 3.1          | 2.4  | 0.7  | 14.8         | 14.5 | 0.3  | 25.6         | 25.8 | -0.2 | 6.2           | 7.0  | -0.8 |   |
| Mai FM           | 3.8     | 3.8   | 0.0  | 10   | 8.3          | 9.0  | -0.7 | 12.2         | 10.5 | 1.7  | 5.9          | 7.7  | -1.8 | 4.6          | 5.5  | -0.9 | 1.2          | 1.1  | 0.1  | *            | *    | *    | 5.3           | 4.9  | 0.4  |   |
| More FM          | 4.3     | 4.6   | -0.3 | 9    | 4.0          | 8.6  | -4.6 | 4.4          | 3.4  | 1.0  | 6.4          | 5.3  | 1.1  | 5.9          | 6.5  | -0.6 | 5.1          | 6.3  | -1.2 | 3.3          | 2.9  | 0.4  | 8.0           | 9.1  | -1.1 |   |
| Newstalk ZB      | 12.1    | 12.0  | 0.1  | 1    | 0.4          | *    | *    | 0.6          | 0.3  | 0.3  | 3.4          | 2.1  | 1.3  | 5.3          | 5.0  | 0.3  | 10.2         | 10.4 | -0.2 | 20.3         | 22.1 | -1.8 | 4.8           | 2.2  | 2.6  |   |
| Radio Hauraki    | 2.4     | 2.3   | 0.1  | 14   | 8.4          | 6.9  | 1.5  | 2.9          | 2.0  | 0.9  | 2.8          | 4.1  | -1.3 | 2.5          | 3.3  | -0.8 | 1.4          | 1.5  | -0.1 | 0.5          | 0.4  | 0.1  | 0.3           | 0.2  | 0.1  |   |
| Radio Kahungunu  | 0.8     | 0.8   | 0.0  | 17   | 0.1          | 0.6  | -0.5 | 0.3          | 0.4  | -0.1 | 0.1          | 0.6  | -0.5 | 0.9          | 1.1  | -0.2 | 1.1          | 1.0  | 0.1  | 0.6          | 0.5  | 0.1  | 0.2           | 0.3  | -0.1 |   |
| RadioLIVE        | 2.6     | 2.8   | -0.2 | 13   | *            | *    | *    | 1.2          | 0.3  | 0.9  | 0.6          | 0.8  | -0.2 | 1.1          | 1.4  | -0.3 | 3.5          | 3.9  | -0.4 | 3.9          | 4.4  | -0.5 | 1.3           | 0.9  | 0.4  |   |
| Radio Sport      | 2.0     | 2.1   | -0.1 | 15   | 0.9          | 1.3  | -0.4 | *            | *    | *    | 0.1          | 0.2  | -0.1 | 0.8          | 0.7  | 0.1  | 1.9          | 2.1  | -0.2 | 3.7          | 4.9  | -1.2 | *             | *    | *    |   |
| Rhema            | 1.4     | 1.3   | 0.1  | 16   | 1.6          | 1.5  | 0.1  | 3.0          | 2.1  | 0.9  | 2.2          | 1.9  | 0.3  | 1.9          | 1.9  | 0.0  | 1.8          | 1.8  | 0.0  | 1.2          | 0.9  | 0.3  | 0.6           | 0.5  | 0.1  |   |
| Rock             | 7.3     | 6.6   | 0.7  | 6    | 6.4          | 5.4  | 1.0  | 14.1         | 12.8 | 1.3  | 11.6         | 11.1 | 0.5  | 11.0         | 10.1 | 0.9  | 7.4          | 5.8  | 1.6  | 2.5          | 1.7  | 0.8  | 6.7           | 7.7  | -1.0 |   |
| Star             | *       | *     | *    | *    | *            | *    | *    | *            | *    | *    | *            | *    | *    | *            | *    | *    | *            | *    | *    | *            | *    | *    | *             | *    | *    | * |
| The Hits         | 6.6     | 6.1   | 0.5  | 7    | 15.6         | 13.4 | 2.2  | 5.2          | 4.1  | 1.1  | 7.3          | 6.1  | 1.2  | 8.1          | 7.3  | 0.8  | 7.9          | 8.5  | -0.6 | 4.7          | 4.9  | -0.2 | 9.7           | 11.7 | -2.0 |   |
| The Sound        | 8.4     | 7.7   | 0.7  | 3    | 4.7          | 6.2  | -1.5 | 4.4          | 3.9  | 0.5  | 9.0          | 7.7  | 1.3  | 14.0         | 11.7 | 2.3  | 16.1         | 15.7 | 0.4  | 5.9          | 7.5  | -1.6 | 6.4           | 5.6  | 0.8  |   |
| ZM               | 3.7     | 4.4   | -0.7 | 11   | 3.4          | 4.9  | -1.5 | 10.7         | 13.0 | -2.3 | 9.9          | 10.8 | -0.9 | 6.6          | 7.4  | -0.8 | 0.7          | 1.2  | -0.5 | 0.1          | 0.2  | -0.1 | 12.3          | 12.4 | -0.1 |   |
| Others           | 7.8     | 7.0   | 0.8  |      | 1.0          | 1.7  | -0.7 | 4.2          | 2.0  | 2.2  | 7.0          | 5.4  | 1.6  | 7.7          | 5.9  | 1.8  | 5.5          | 4.1  | 1.4  | 9.0          | 7.6  | 1.4  | 9.4           | 3.6  | 5.8  |   |
| Mediaworks Combo | 53.6    | 52.4  | 1.2  |      | 49.8         | 51.7 | -1.9 | 61.1         | 56.8 | 4.3  | 56.2         | 55.8 | 0.4  | 57.2         | 57.1 | 0.1  | 62.1         | 61.8 | 0.3  | 52.2         | 51.5 | 0.7  | 52.7          | 58.3 | -5.6 |   |
| NZME Combo       | 35.8    | 37.6  | -1.8 |      | 46.2         | 42.6 | 3.6  | 31.1         | 38.5 | -7.4 | 34.2         | 35.8 | -1.6 | 31.6         | 32.9 | -1.3 | 28.0         | 29.6 | -1.6 | 36.3         | 38.9 | -2.6 | 35.6          | 35.2 | 0.4  |   |
| Potential (000)  | 119.2   | 119.2 | 0.0  |      | 16.9         | 16.4 | 0.5  | 24.0         | 24.5 | -0.5 | 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          | 21.0 | 0.0  |   |
| Sample           | 894     | 892   | 2    |      | 131          | 129  | 2    | 184          | 187  | -3   | 231          | 213  | 18   | 369          | 348  | 21   | 275          | 274  | 1    | 253          | 270  | -17  | 173           | 168  | 5    |   |

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 4 2017

Station Share (%) by Daypart, People 10+

Survey Comparisons: 3/2017 - 4/2017

This Survey Period: Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017

Last 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

|                 | This  | Last  | +/- |
|-----------------|-------|-------|-----|
| Potential (000) | 119.2 | 119.2 | 0.0 |
| Sample Size     | 894   | 892   | 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           | 6.4             | 7.3  | -0.9 | 7    | 9.7              | 11.0 | -1.3 | 9.6              | 10.3 | -0.7 | 8.8             | 8.8  | 0.0  | 8.4              | 8.3  | 0.1  | 2.2              | 3.2  | -1.0 | 8.6               | 8.6  | 0.0  |
| Coast            | 2.3             | 3.2  | -0.9 | 13   | 3.3              | 3.0  | 0.3  | 4.0              | 3.3  | 0.7  | 3.7             | 3.2  | 0.5  | 1.5              | 0.7  | 0.8  | 0.8              | 0.5  | 0.3  | 4.4               | 4.5  | -0.1 |
| Edge             | 8.5             | 8.3  | 0.2  | 3    | 7.1              | 7.0  | 0.1  | 7.5              | 8.7  | -1.2 | 10.5            | 9.6  | 0.9  | 6.9              | 7.3  | -0.4 | 4.2              | 3.9  | 0.3  | 7.8               | 6.4  | 1.4  |
| Flava            | 6.1             | 8.4  | -2.3 | 8    | 5.0              | 5.9  | -0.9 | 5.4              | 7.4  | -2.0 | 5.7             | 7.5  | -1.8 | 6.9              | 10.9 | -4.0 | 7.6              | 10.6 | -3.0 | 5.5               | 6.1  | -0.6 |
| Life FM          | 0.5             | 0.8  | -0.3 | 17   | 0.2              | 0.1  | 0.1  | 0.5              | 0.7  | -0.2 | 0.8             | 1.0  | -0.2 | 2.0              | 2.0  | 0.0  | 0.2              | 0.2  | 0.0  | 0.7               | 1.0  | -0.3 |
| Magic            | 10.9            | 9.9  | 1.0  | 2    | 14.1             | 13.3 | 0.8  | 12.4             | 11.6 | 0.8  | 5.7             | 5.4  | 0.3  | 6.7              | 5.9  | 0.8  | 6.4              | 8.5  | -2.1 | 11.7              | 11.7 | 0.0  |
| Mai FM           | 4.1             | 4.2  | -0.1 | 10   | 2.6              | 2.3  | 0.3  | 3.9              | 3.5  | 0.4  | 3.6             | 3.5  | 0.1  | 2.6              | 2.7  | -0.1 | 3.8              | 3.9  | -0.1 | 4.9               | 5.2  | -0.3 |
| More FM          | 5.0             | 6.4  | -1.4 | 9    | 4.8              | 4.5  | 0.3  | 3.8              | 4.3  | -0.5 | 4.3             | 5.0  | -0.7 | 5.0              | 3.6  | 1.4  | 4.3              | 3.0  | 1.3  | 3.5               | 3.8  | -0.3 |
| Newstalk ZB      | 14.7            | 13.2 | 1.5  | 1    | 13.2             | 14.5 | -1.3 | 8.1              | 8.9  | -0.8 | 8.3             | 7.7  | 0.6  | 19.4             | 18.1 | 1.3  | 24.6             | 21.1 | 3.5  | 10.3              | 11.1 | -0.8 |
| Radio Hauraki    | 2.0             | 2.0  | 0.0  | 14   | 2.5              | 2.5  | 0.0  | 2.8              | 3.0  | -0.2 | 3.9             | 3.9  | 0.0  | 2.5              | 2.3  | 0.2  | *                | *    | *    | 2.0               | 1.5  | 0.5  |
| Radio Kahungunu  | 0.5             | 0.7  | -0.2 | 17   | 1.4              | 1.3  | 0.1  | 0.6              | 0.6  | 0.0  | 1.0             | 0.9  | 0.1  | 0.5              | 0.5  | 0.0  | *                | *    | *    | 0.9               | 1.0  | -0.1 |
| RadioLIVE        | 3.5             | 4.5  | -1.0 | 12   | 1.5              | 1.8  | -0.3 | 1.4              | 0.8  | 0.6  | 0.6             | 0.7  | -0.1 | 4.1              | 6.5  | -2.4 | 13.1             | 12.5 | 0.6  | 2.3               | 2.2  | 0.1  |
| Radio Sport      | 1.7             | 1.7  | 0.0  | 15   | 1.5              | 1.5  | 0.0  | 1.5              | 2.3  | -0.8 | 2.5             | 2.4  | 0.1  | 2.5              | 2.9  | -0.4 | 0.6              | 0.6  | 0.0  | 2.8               | 2.7  | 0.1  |
| Rhema            | 1.5             | 1.2  | 0.3  | 16   | 0.9              | 0.9  | 0.0  | 0.9              | 0.8  | 0.1  | 0.9             | 0.8  | 0.1  | 3.7              | 4.3  | -0.6 | 3.6              | 3.2  | 0.4  | 1.3               | 1.2  | 0.1  |
| Rock             | 7.7             | 5.5  | 2.2  | 4    | 6.2              | 4.7  | 1.5  | 8.4              | 5.9  | 2.5  | 7.3             | 8.2  | -0.9 | 8.3              | 9.6  | -1.3 | 7.0              | 10.0 | -3.0 | 6.8               | 7.2  | -0.4 |
| Star             | *               | *    | *    | *    | *                | *    | *    | *                | *    | *    | *               | *    | *    | 0.1              | 0.1  | 0.0  | *                | *    | *    | *                 | *    | *    |
| The Hits         | 7.2             | 6.6  | 0.6  | 5    | 5.1              | 5.0  | 0.1  | 6.0              | 6.2  | -0.2 | 9.0             | 8.8  | 0.2  | 2.7              | 2.5  | 0.2  | 5.9              | 5.5  | 0.4  | 8.0               | 6.2  | 1.8  |
| The Sound        | 6.7             | 6.4  | 0.3  | 6    | 9.0              | 7.8  | 1.2  | 9.8              | 8.9  | 0.9  | 11.3            | 9.7  | 1.6  | 8.1              | 3.4  | 4.7  | 4.4              | 5.0  | -0.6 | 7.6               | 8.4  | -0.8 |
| ZM               | 4.1             | 4.3  | -0.2 | 10   | 4.5              | 5.7  | -1.2 | 4.0              | 4.8  | -0.8 | 4.2             | 5.8  | -1.6 | 2.1              | 4.5  | -2.4 | 1.7              | 1.5  | 0.2  | 3.0               | 3.1  | -0.1 |
| Others           | 6.8             | 5.4  | 1.4  |      | 7.5              | 7.2  | 0.3  | 9.3              | 8.1  | 1.2  | 7.7             | 6.8  | 0.9  | 6.1              | 4.1  | 2.0  | 9.6              | 6.6  | 3.0  | 7.8               | 8.3  | -0.5 |
| Mediaworks Combo | 52.7            | 52.4 | 0.3  |      | 55.1             | 52.5 | 2.6  | 56.8             | 54.0 | 2.8  | 52.1            | 51.0 | 1.1  | 50.1             | 47.2 | 2.9  | 45.5             | 50.0 | -4.5 | 53.3              | 53.5 | -0.2 |
| NZME Combo       | 38.1            | 39.4 | -1.3 |      | 34.9             | 38.0 | -3.1 | 31.9             | 35.9 | -4.0 | 37.4            | 39.4 | -2.0 | 37.6             | 41.8 | -4.2 | 41.1             | 40.0 | 1.1  | 36.0              | 35.1 | 0.9  |

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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 4 2017

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

Survey Comparisons: 3/2017 - 4/2017

This Survey Period: Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017

Last 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

|                      | 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               | 15.5    | 15.1  | 0.4  | 3    | 1.1          | 0.7  | 0.4  | 3.5          | 3.1  | 0.4  | 5.5          | 5.4  | 0.1  | 7.6          | 8.1  | -0.5 | 5.6          | 6.3  | -0.7 | 4.7          | 4.7  | 0.0  | 2.8           | 2.9  | -0.1 |
| Coast                | 7.4     | 7.4   | 0.0  | 12   | 0.1          | 0.2  | -0.1 | 0.7          | 0.5  | 0.2  | 0.5          | 0.2  | 0.3  | 1.4          | 1.0  | 0.4  | 2.7          | 2.8  | -0.1 | 4.2          | 4.2  | 0.0  | 0.6           | 0.6  | 0.0  |
| Edge                 | 22.3    | 21.6  | 0.7  | 1    | 5.2          | 5.4  | -0.2 | 9.0          | 8.1  | 0.9  | 8.6          | 8.2  | 0.4  | 10.7         | 10.9 | -0.2 | 4.5          | 4.3  | 0.2  | 2.4          | 1.7  | 0.7  | 4.7           | 5.1  | -0.4 |
| Flava                | 14.2    | 14.5  | -0.3 | 4    | 2.9          | 2.5  | 0.4  | 6.9          | 7.5  | -0.6 | 6.2          | 6.5  | -0.3 | 6.8          | 7.5  | -0.7 | 1.2          | 1.8  | -0.6 | 0.8          | 0.8  | 0.0  | 3.4           | 4.0  | -0.6 |
| Life FM              | 1.0     | 1.3   | -0.3 | 18   | 0.2          | 0.3  | -0.1 | 0.2          | 0.2  | 0.0  | 0.2          | 0.2  | 0.0  | 0.4          | 0.6  | -0.2 | 0.5          | 0.7  | -0.2 | 0.3          | 0.3  | 0.0  | 0.2           | 0.4  | -0.2 |
| Magic                | 13.4    | 13.6  | -0.2 | 7    | 0.6          | 0.4  | 0.2  | 0.7          | 1.1  | -0.4 | 0.7          | 0.6  | 0.1  | 2.4          | 2.2  | 0.2  | 5.6          | 5.5  | 0.1  | 8.6          | 9.0  | -0.4 | 1.4           | 1.7  | -0.3 |
| Mai FM               | 8.3     | 9.4   | -1.1 | 11   | 1.4          | 1.3  | 0.1  | 5.0          | 5.7  | -0.7 | 3.9          | 4.9  | -1.0 | 4.3          | 5.4  | -1.1 | 0.3          | 0.5  | -0.2 | *            | *    | *    | 2.1           | 2.5  | -0.4 |
| More FM              | 11.3    | 11.6  | -0.3 | 9    | 2.3          | 1.8  | 0.5  | 2.9          | 2.5  | 0.4  | 4.2          | 4.0  | 0.2  | 5.9          | 6.3  | -0.4 | 3.1          | 4.0  | -0.9 | 1.8          | 2.3  | -0.5 | 2.7           | 2.8  | -0.1 |
| Newstalk ZB          | 14.1    | 13.4  | 0.7  | 5    | 0.1          | 0.1  | 0.0  | 0.4          | 0.2  | 0.2  | 1.6          | 0.7  | 0.9  | 3.5          | 2.8  | 0.7  | 4.8          | 5.2  | -0.4 | 7.3          | 7.6  | -0.3 | 1.3           | 0.7  | 0.6  |
| Radio Hauraki        | 4.0     | 2.9   | 1.1  | 15   | 0.6          | 0.3  | 0.3  | 0.8          | 0.4  | 0.4  | 0.9          | 1.2  | -0.3 | 1.9          | 1.9  | 0.0  | 1.5          | 1.2  | 0.3  | 0.8          | 0.4  | 0.4  | 0.3           | 0.2  | 0.1  |
| Radio Kahungunu      | 2.1     | 2.5   | -0.4 | 16   | 0.1          | 0.2  | -0.1 | 0.2          | 0.3  | -0.1 | 0.3          | 0.6  | -0.3 | 0.6          | 1.0  | -0.4 | 0.6          | 0.8  | -0.2 | 0.9          | 0.9  | 0.0  | 0.3           | 0.4  | -0.1 |
| RadioLIVE            | 4.3     | 4.8   | -0.5 | 13   | *            | *    | *    | 1.0          | 0.3  | 0.7  | 1.0          | 0.8  | 0.2  | 1.6          | 1.8  | -0.2 | 1.6          | 2.2  | -0.6 | 1.4          | 1.6  | -0.2 | 0.6           | 0.1  | 0.5  |
| Radio Sport          | 4.3     | 5.2   | -0.9 | 13   | 0.3          | 0.4  | -0.1 | *            | *    | *    | 0.3          | 0.4  | -0.1 | 1.1          | 1.2  | -0.1 | 1.7          | 2.0  | -0.3 | 2.1          | 3.1  | -1.0 | 0.1           | 0.1  | 0.0  |
| Rhema                | 2.0     | 1.6   | 0.4  | 17   | 0.3          | 0.1  | 0.2  | 0.5          | 0.3  | 0.2  | 0.5          | 0.3  | 0.2  | 0.9          | 0.9  | 0.0  | 0.8          | 0.9  | -0.1 | 0.7          | 0.3  | 0.4  | 0.3           | 0.2  | 0.1  |
| Rock                 | 13.8    | 14.9  | -1.1 | 6    | 1.6          | 1.3  | 0.3  | 4.5          | 5.4  | -0.9 | 5.9          | 6.8  | -0.9 | 9.3          | 10.2 | -0.9 | 4.4          | 4.4  | 0.0  | 1.1          | 1.4  | -0.3 | 2.5           | 3.4  | -0.9 |
| Star                 | 0.4     | 0.5   | -0.1 | 19   | *            | *    | *    | *            | *    | *    | 0.1          | 0.1  | 0.0  | 0.1          | 0.1  | 0.0  | 0.1          | 0.1  | 0.0  | 0.3          | 0.4  | -0.1 | 0.1           | 0.1  | 0.0  |
| The Hits             | 18.4    | 17.4  | 1.0  | 2    | 4.9          | 4.3  | 0.6  | 3.6          | 3.1  | 0.5  | 6.1          | 5.9  | 0.2  | 9.4          | 9.2  | 0.2  | 5.0          | 5.3  | -0.3 | 2.4          | 2.4  | 0.0  | 4.8           | 5.1  | -0.3 |
| The Sound            | 11.8    | 10.7  | 1.1  | 8    | 1.0          | 1.2  | -0.2 | 1.4          | 1.7  | -0.3 | 2.8          | 2.9  | -0.1 | 6.7          | 6.2  | 0.5  | 6.5          | 6.0  | 0.5  | 3.6          | 3.1  | 0.5  | 1.6           | 2.0  | -0.4 |
| ZM                   | 10.6    | 11.8  | -1.2 | 10   | 1.5          | 1.8  | -0.3 | 4.6          | 5.7  | -1.1 | 5.5          | 5.6  | -0.1 | 6.7          | 7.0  | -0.3 | 1.7          | 2.0  | -0.3 | 0.5          | 0.6  | -0.1 | 3.6           | 3.7  | -0.1 |
| Others               | 12.7    | 11.3  | 1.4  |      | 0.5          | 0.3  | 0.2  | 1.9          | 1.2  | 0.7  | 3.0          | 2.1  | 0.9  | 5.3          | 4.3  | 1.0  | 3.8          | 3.5  | 0.3  | 4.2          | 4.2  | 0.0  | 1.6           | 0.8  | 0.8  |
| Mediaworks Combo     | 69.0    | 70.1  | -1.1 |      | 9.1          | 8.5  | 0.6  | 16.9         | 16.9 | 0.0  | 19.7         | 20.8 | -1.1 | 31.1         | 33.5 | -2.4 | 23.2         | 24.4 | -1.2 | 18.5         | 18.3 | 0.2  | 12.7          | 14.3 | -1.6 |
| NZME Combo           | 57.4    | 57.2  | 0.2  |      | 8.9          | 8.2  | 0.7  | 13.7         | 13.7 | 0.0  | 16.0         | 15.4 | 0.6  | 23.6         | 23.5 | 0.1  | 15.2         | 16.2 | -1.0 | 14.5         | 14.8 | -0.3 | 11.6          | 11.7 | -0.1 |
| All Commercial Radio | 96.5    | 97.1  | -0.6 |      | 12.9         | 12.3 | 0.6  | 20.2         | 20.3 | -0.1 | 25.8         | 26.4 | -0.6 | 41.4         | 43.0 | -1.6 | 30.8         | 31.9 | -1.1 | 26.8         | 26.7 | 0.1  | 18.1          | 19.2 | -1.1 |
| Potential (000)      | 119.2   | 119.2 | 0.0  |      | 16.9         | 16.4 | 0.5  | 24.0         | 24.5 | -0.5 | 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          | 21.0 | 0.0  |
| Sample               | 894     | 892   | 2    |      | 131          | 129  | 2    | 184          | 187  | -3   | 231          | 213  | 18   | 369          | 348  | 21   | 275          | 274  | 1    | 253          | 270  | -17  | 173           | 168  | 5    |

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 4 2017

Cumulative Audience (000's) by Daypart, People 10+

Survey Comparisons: 3/2017 - 4/2017

This Survey Period: Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017

Last 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

|                 | This  | Last  | +/- |
|-----------------|-------|-------|-----|
| Potential (000) | 119.2 | 119.2 | 0.0 |
| Sample Size     | 894   | 892   | 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               | 7.1             | 7.7  | -0.6 | 8    | 7.2              | 6.8  | 0.4  | 8.5              | 8.6  | -0.1 | 7.1             | 6.8  | 0.3  | 3.1              | 2.6  | 0.5  | 1.5              | 1.7  | -0.2 | 10.4              | 10.3 | 0.1  |
| Coast                | 3.1             | 3.4  | -0.3 | 12   | 3.8              | 4.2  | -0.4 | 4.5              | 3.9  | 0.6  | 3.3             | 3.1  | 0.2  | 1.0              | 0.6  | 0.4  | 0.6              | 0.4  | 0.2  | 4.9               | 5.1  | -0.2 |
| Edge                 | 10.6            | 11.1 | -0.5 | 1    | 9.0              | 7.6  | 1.4  | 10.7             | 11.3 | -0.6 | 10.6            | 10.4 | 0.2  | 5.4              | 4.5  | 0.9  | 2.2              | 1.9  | 0.3  | 13.2              | 12.5 | 0.7  |
| Flava                | 7.6             | 8.3  | -0.7 | 7    | 5.1              | 5.1  | 0.0  | 8.2              | 8.4  | -0.2 | 7.0             | 7.6  | -0.6 | 5.1              | 5.5  | -0.4 | 2.8              | 3.7  | -0.9 | 8.4               | 9.0  | -0.6 |
| Life FM              | 0.5             | 0.8  | -0.3 | 18   | 0.3              | 0.3  | 0.0  | 0.6              | 0.8  | -0.2 | 0.7             | 1.0  | -0.3 | 0.4              | 0.4  | 0.0  | 0.3              | 0.2  | 0.1  | 0.7               | 1.1  | -0.4 |
| Magic                | 8.7             | 9.2  | -0.5 | 4    | 9.2              | 9.7  | -0.5 | 8.7              | 9.5  | -0.8 | 5.3             | 5.4  | -0.1 | 2.9              | 2.6  | 0.3  | 1.4              | 1.7  | -0.3 | 8.9               | 8.8  | 0.1  |
| Mai FM               | 4.7             | 4.9  | -0.2 | 11   | 3.0              | 2.8  | 0.2  | 4.7              | 5.3  | -0.6 | 4.1             | 4.8  | -0.7 | 2.0              | 2.1  | -0.1 | 1.5              | 1.9  | -0.4 | 4.7               | 5.9  | -1.2 |
| More FM              | 7.0             | 7.2  | -0.2 | 9    | 5.4              | 4.7  | 0.7  | 5.7              | 5.7  | 0.0  | 5.5             | 5.5  | 0.0  | 2.6              | 2.7  | -0.1 | 2.0              | 2.1  | -0.1 | 5.7               | 6.4  | -0.7 |
| Newstalk ZB          | 9.9             | 8.9  | 1.0  | 2    | 7.4              | 7.7  | -0.3 | 6.1              | 6.4  | -0.3 | 5.3             | 5.3  | 0.0  | 6.0              | 5.6  | 0.4  | 4.2              | 3.9  | 0.3  | 10.3              | 9.5  | 0.8  |
| Radio Hauraki        | 2.9             | 2.0  | 0.9  | 13   | 0.9              | 0.7  | 0.2  | 1.7              | 1.4  | 0.3  | 2.7             | 2.2  | 0.5  | 1.5              | 0.9  | 0.6  | *                | *    | *    | 2.5               | 1.9  | 0.6  |
| Radio Kahungunu      | 0.6             | 0.8  | -0.2 | 17   | 1.0              | 0.8  | 0.2  | 1.0              | 0.9  | 0.1  | 0.9             | 0.8  | 0.1  | 0.2              | 0.2  | 0.0  | *                | *    | *    | 1.3               | 1.8  | -0.5 |
| RadioLIVE            | 2.6             | 3.3  | -0.7 | 14   | 1.6              | 1.5  | 0.1  | 1.4              | 1.1  | 0.3  | 0.9             | 0.8  | 0.1  | 1.1              | 1.9  | -0.8 | 1.9              | 2.2  | -0.3 | 2.5               | 2.8  | -0.3 |
| Radio Sport          | 1.7             | 1.6  | 0.1  | 15   | 1.1              | 1.3  | -0.2 | 1.4              | 2.0  | -0.6 | 1.6             | 2.2  | -0.6 | 1.2              | 1.1  | 0.1  | 0.1              | 0.1  | 0.0  | 2.8               | 3.3  | -0.5 |
| Rhema                | 1.4             | 1.1  | 0.3  | 16   | 0.8              | 0.7  | 0.1  | 1.1              | 0.8  | 0.3  | 1.0             | 0.8  | 0.2  | 0.8              | 1.1  | -0.3 | 0.3              | 0.1  | 0.2  | 1.9               | 1.4  | 0.5  |
| Rock                 | 8.3             | 8.5  | -0.2 | 5    | 5.6              | 5.4  | 0.2  | 8.1              | 7.1  | 1.0  | 6.3             | 6.2  | 0.1  | 2.8              | 2.6  | 0.2  | 1.9              | 3.3  | -1.4 | 7.6               | 8.5  | -0.9 |
| Star                 | 0.1             | 0.2  | -0.1 | 19   | 0.1              | 0.1  | 0.0  | *                | *    | *    | 0.1             | 0.1  | 0.0  | 0.1              | 0.1  | 0.0  | *                | *    | *    | *                 | *    | *    |
| The Hits             | 9.9             | 9.1  | 0.8  | 2    | 6.2              | 5.3  | 0.9  | 8.5              | 7.5  | 1.0  | 8.3             | 8.3  | 0.0  | 2.6              | 1.9  | 0.7  | 2.5              | 2.4  | 0.1  | 12.3              | 11.1 | 1.2  |
| The Sound            | 7.7             | 7.2  | 0.5  | 6    | 5.8              | 4.7  | 1.1  | 7.2              | 6.5  | 0.7  | 8.0             | 7.4  | 0.6  | 2.0              | 1.7  | 0.3  | 1.0              | 1.2  | -0.2 | 7.1               | 6.6  | 0.5  |
| ZM                   | 5.8             | 7.0  | -1.2 | 10   | 5.3              | 6.2  | -0.9 | 6.4              | 7.9  | -1.5 | 5.6             | 6.9  | -1.3 | 1.5              | 2.2  | -0.7 | 1.0              | 1.0  | 0.0  | 6.6               | 7.0  | -0.4 |
| Others               | 5.9             | 5.1  | 0.8  |      | 5.5              | 5.1  | 0.4  | 6.7              | 6.0  | 0.7  | 5.5             | 5.6  | -0.1 | 2.6              | 1.9  | 0.7  | 1.4              | 1.1  | 0.3  | 8.0               | 7.3  | 0.7  |
| Mediaworks Combo     | 45.5            | 47.4 | -1.9 |      | 38.6             | 36.4 | 2.2  | 44.7             | 45.8 | -1.1 | 39.4            | 40.0 | -0.6 | 19.7             | 18.5 | 1.2  | 11.7             | 14.2 | -2.5 | 50.0              | 52.1 | -2.1 |
| NZME Combo           | 37.8            | 38.4 | -0.6 |      | 28.6             | 28.3 | 0.3  | 33.2             | 32.8 | 0.4  | 29.9            | 30.9 | -1.0 | 17.3             | 16.4 | 0.9  | 10.4             | 10.6 | -0.2 | 40.9              | 40.0 | 0.9  |
| All Commercial Radio | 74.2            | 76.3 | -2.1 |      | 62.0             | 59.6 | 2.4  | 69.7             | 69.2 | 0.5  | 63.0            | 64.3 | -1.3 | 35.7             | 33.0 | 2.7  | 20.4             | 22.8 | -2.4 | 80.4              | 79.9 | 0.5  |

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 4 2017

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

Survey Comparisons: 3/2017 - 4/2017

This Survey Period: Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017

Last 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

|                      | 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               | 9:48    | 10:43 | -0:55 | 3:39         | 5:36  | -1:57 | 8:36         | 11:50 | -3:14 | 9:17         | 10:07 | -0:50 | 9:00         | 9:45  | -0:44 | 10:03        | 9:43  | 0:20  | 10:48        | 10:24 | 0:23  | 8:27          | 8:13  | 0:13   |
| Coast                | 8:08    | 7:54  | 0:14  | 7:00         | 5:10  | 1:49  | 1:20         | 1:40  | -0:19 | 1:14         | 0:53  | 0:20  | 6:45         | 4:38  | 2:06  | 9:58         | 8:37  | 1:20  | 9:10         | 8:27  | 0:43  | 9:01          | 8:32  | 0:28   |
| Edge                 | 6:21    | 6:25  | -0:04 | 5:27         | 4:02  | 1:24  | 6:14         | 7:55  | -1:41 | 6:08         | 6:02  | 0:06  | 6:14         | 6:17  | -0:02 | 6:14         | 6:05  | 0:09  | 5:49         | 4:08  | 1:40  | 5:44          | 7:01  | -1:16  |
| Flava                | 7:16    | 9:12  | -1:56 | 7:17         | 7:09  | 0:07  | 5:55         | 10:14 | -4:19 | 8:08         | 8:44  | -0:35 | 8:10         | 8:38  | -0:28 | 6:39         | 6:46  | -0:06 | 3:54         | 4:13  | -0:19 | 5:06          | 4:23  | 0:43   |
| Life FM              | 11:53   | 10:33 | 1:20  | 7:15         | 6:23  | 0:52  | 6:52         | 4:46  | 2:06  | 6:52         | 10:34 | -3:42 | 13:04        | 13:24 | -0:20 | 16:39        | 15:10 | 1:28  | 13:44        | 13:44 | -0:00 | 16:58         | 14:58 | 2:00   |
| Magic                | 14:46   | 13:58 | 0:47  | 1:53         | 1:29  | 0:23  | 3:02         | 3:08  | -0:05 | 6:54         | 1:03  | 5:50  | 10:00        | 8:10  | 1:50  | 15:43        | 16:09 | -0:26 | 17:31        | 17:10 | 0:20  | 11:40         | 10:26 | 1:14   |
| Mai FM               | 8:21    | 7:19  | 1:01  | 7:43         | 8:03  | -0:20 | 8:44         | 7:26  | 1:17  | 7:10         | 7:07  | 0:02  | 8:18         | 7:44  | 0:33  | 21:29        | 13:55 | 7:33  | *            | *     | *     | 6:54          | 5:11  | 1:43   |
| More FM              | 6:50    | 7:09  | -0:19 | 2:13         | 5:30  | -3:17 | 5:19         | 5:27  | -0:08 | 7:17         | 5:59  | 1:18  | 7:44         | 7:49  | -0:04 | 9:59         | 9:30  | 0:29  | 10:38        | 7:22  | 3:15  | 8:05          | 8:25  | -0:20  |
| Newstalk ZB          | 15:34   | 16:23 | -0:48 | 3:30         | 0:15  | 3:15  | 4:55         | 6:45  | -1:50 | 10:11        | 14:02 | -3:51 | 11:32        | 13:14 | -1:42 | 12:44        | 12:06 | 0:37  | 16:23        | 17:25 | -1:02 | 10:19         | 8:23  | 1:56   |
| Radio Hauraki        | 10:54   | 14:36 | -3:42 | 19:03        | 25:23 | -6:20 | 13:57        | 19:45 | -5:48 | 14:58        | 15:32 | -0:33 | 10:09        | 12:52 | -2:42 | 5:31         | 7:39  | -2:08 | 4:02         | 5:28  | -1:25 | 2:27          | 1:56  | 0:31   |
| Radio Kahungunu      | 6:39    | 5:59  | 0:40  | 1:15         | 3:19  | -2:04 | 5:00         | 4:33  | 0:26  | 2:15         | 4:12  | -1:57 | 11:31        | 8:19  | 3:12  | 11:26        | 7:29  | 3:56  | 3:41         | 3:09  | 0:31  | 2:15          | 1:54  | 0:20   |
| RadioLIVE            | 10:48   | 10:26 | 0:22  | *            | *     | *     | 4:27         | 4:50  | -0:23 | 3:09         | 4:50  | -1:41 | 5:26         | 5:44  | -0:17 | 13:14        | 10:39 | 2:34  | 16:33        | 16:18 | 0:15  | 6:13          | 17:45 | -11:31 |
| Radio Sport          | 8:14    | 7:29  | 0:44  | 3:23         | 3:52  | -0:29 | *            | *     | *     | 1:44         | 1:45  | -0:00 | 5:28         | 4:35  | 0:53  | 6:41         | 6:23  | 0:17  | 10:28        | 9:23  | 1:05  | 0:30          | 0:30  | 0:00   |
| Rhema                | 12:42   | 14:27 | -1:45 | 7:48         | 12:30 | -4:41 | 22:15        | 24:40 | -2:25 | 20:04        | 28:35 | -8:31 | 16:16        | 16:17 | -0:00 | 13:24        | 12:02 | 1:22  | 9:45         | 15:21 | -5:36 | 5:32          | 7:11  | -1:39  |
| Rock                 | 9:36    | 8:01  | 1:35  | 5:16         | 4:47  | 0:29  | 11:12        | 9:37  | 1:35  | 9:23         | 7:22  | 2:00  | 9:09         | 7:28  | 1:40  | 10:00        | 7:58  | 2:01  | 13:06        | 7:21  | 5:44  | 7:07          | 5:57  | 1:10   |
| Star                 | 0:32    | 0:30  | 0:02  | *            | *     | *     | *            | *     | *     | 0:30         | 0:30  | 0:00  | 0:30         | 0:30  | 0:00  | 0:30         | 0:30  | 0:00  | 0:33         | 0:30  | 0:02  | 0:30          | 0:30  | 0:00   |
| The Hits             | 6:30    | 6:22  | 0:07  | 4:03         | 3:39  | 0:24  | 5:08         | 5:16  | -0:08 | 5:43         | 4:43  | 0:59  | 6:36         | 6:00  | 0:35  | 9:26         | 9:52  | -0:26 | 11:29        | 12:07 | -0:38 | 5:28          | 6:01  | -0:32  |
| The Sound            | 12:58   | 13:10 | -0:11 | 6:00         | 6:15  | -0:14 | 11:26        | 9:33  | 1:52  | 15:06        | 11:57 | 3:09  | 16:02        | 14:12 | 1:49  | 14:43        | 15:56 | -1:13 | 9:44         | 14:32 | -4:48 | 10:35         | 7:12  | 3:22   |
| ZM                   | 6:17    | 6:50  | -0:32 | 2:58         | 3:13  | -0:14 | 8:13         | 9:16  | -1:03 | 8:35         | 8:46  | -0:10 | 7:37         | 7:53  | -0:15 | 2:34         | 3:43  | -1:08 | 1:04         | 1:40  | -0:35 | 9:12          | 8:44  | 0:28   |
| Others               | 11:10   | 11:18 | -0:07 | 2:40         | 7:29  | -4:48 | 7:54         | 6:57  | 0:56  | 11:14        | 11:31 | -0:17 | 11:09        | 10:19 | 0:50  | 8:39         | 7:05  | 1:34  | 12:38        | 10:53 | 1:45  | 15:34         | 11:20 | 4:13   |
| Mediaworks Combo     | 14:03   | 13:35 | 0:27  | 6:57         | 7:12  | -0:14 | 12:55        | 13:34 | -0:39 | 13:38        | 12:09 | 1:29  | 14:13        | 12:52 | 1:21  | 16:00        | 15:23 | 0:36  | 16:40        | 16:48 | -0:08 | 11:15         | 10:31 | 0:43   |
| NZME Combo           | 11:17   | 11:58 | -0:40 | 6:38         | 6:09  | 0:29  | 8:06         | 11:22 | -3:15 | 10:14        | 10:29 | -0:14 | 10:21        | 10:33 | -0:12 | 11:00        | 11:08 | -0:07 | 14:45        | 15:42 | -0:56 | 8:20          | 7:45  | 0:34   |
| All Commercial Radio | 18:46   | 18:43 | 0:02  | 9:54         | 9:35  | 0:18  | 17:40        | 19:50 | -2:09 | 18:32        | 17:06 | 1:26  | 18:40        | 17:31 | 1:09  | 19:21        | 19:04 | 0:17  | 22:02        | 22:24 | -0:22 | 14:56         | 13:31 | 1:24   |
| Potential (000)      | 119.2   | 119.2 | 0.0   | 16.9         | 16.4  | 0.5   | 24.0         | 24.5  | -0.5  | 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          | 21.0  | 0.0    |
| Sample               | 894     | 892   | 2     | 131          | 129   | 2     | 184          | 187   | -3    | 231          | 213   | 18    | 369          | 348   | 21    | 275          | 274   | 1     | 253          | 270   | -17   | 173           | 168   | 5      |

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 4 2017

Average Time Spent Listening (hh:mm) by Daypart, People 10+  
 Survey Comparisons: 3/2017 - 4/2017

This Survey Period: Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017

Last 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

|                 | This  | Last  | +/- |
|-----------------|-------|-------|-----|
| Potential (000) | 119.2 | 119.2 | 0.0 |
| Sample Size     | 894   | 892   | 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               | 2:53            | 3:08 | -0:14 | 4:12             | 4:59  | -0:47 | 4:19             | 4:31 | -0:12 | 2:20            | 2:32 | -0:11 | 3:24             | 3:42 | -0:17 | 1:07             | 1:17  | -0:09 | 3:24              | 3:31 | -0:06 |
| Coast                | 2:24            | 3:05 | -0:40 | 2:39             | 2:13  | 0:25  | 3:23             | 3:08 | 0:15  | 2:07            | 2:00 | 0:06  | 1:57             | 1:18 | 0:39  | 0:52             | 1:00  | -0:07 | 3:44              | 3:43 | 0:00  |
| Edge                 | 2:35            | 2:30 | 0:05  | 2:26             | 2:51  | -0:24 | 2:40             | 2:53 | -0:12 | 1:52            | 1:49 | 0:03  | 1:35             | 1:51 | -0:16 | 1:25             | 1:24  | 0:01  | 2:26              | 2:09 | 0:16  |
| Flava                | 2:35            | 3:22 | -0:47 | 3:00             | 3:31  | -0:31 | 2:29             | 3:19 | -0:49 | 1:33            | 1:56 | -0:22 | 1:41             | 2:15 | -0:34 | 1:59             | 1:56  | 0:03  | 2:41              | 2:51 | -0:09 |
| Life FM              | 3:04            | 3:04 | 0:00  | 2:12             | 1:21  | 0:50  | 3:19             | 3:05 | 0:13  | 2:23            | 1:52 | 0:31  | 5:59             | 5:54 | 0:04  | 0:40             | 0:39  | 0:00  | 4:22              | 3:51 | 0:31  |
| Magic                | 4:03            | 3:36 | 0:27  | 4:46             | 4:11  | 0:35  | 5:26             | 4:36 | 0:49  | 2:02            | 1:58 | 0:04  | 2:51             | 2:38 | 0:13  | 3:23             | 3:21  | 0:01  | 5:25              | 5:36 | -0:11 |
| Mai FM               | 2:46            | 2:49 | -0:03 | 2:41             | 2:30  | 0:10  | 3:10             | 2:31 | 0:38  | 1:40            | 1:24 | 0:16  | 1:34             | 1:26 | 0:08  | 1:49             | 1:22  | 0:26  | 4:16              | 3:43 | 0:33  |
| More FM              | 2:18            | 2:58 | -0:40 | 2:44             | 2:58  | -0:13 | 2:29             | 2:50 | -0:20 | 1:28            | 1:46 | -0:18 | 2:23             | 1:33 | 0:50  | 1:32             | 0:58  | 0:33  | 2:31              | 2:27 | 0:04  |
| Newstalk ZB          | 4:48            | 4:59 | -0:11 | 5:32             | 5:45  | -0:13 | 5:03             | 5:13 | -0:09 | 2:59            | 2:50 | 0:08  | 4:02             | 3:42 | 0:19  | 4:15             | 3:41  | 0:33  | 4:05              | 4:54 | -0:49 |
| Radio Hauraki        | 2:17            | 3:17 | -1:00 | 8:13             | 10:30 | -2:16 | 6:21             | 7:58 | -1:37 | 2:42            | 3:24 | -0:41 | 2:06             | 2:44 | -0:37 | *                | *     | *     | 3:16              | 3:26 | -0:10 |
| Radio Kahungunu      | 2:26            | 2:53 | -0:27 | 4:19             | 4:42  | -0:22 | 2:15             | 2:22 | -0:06 | 2:16            | 2:22 | -0:05 | 3:00             | 3:00 | 0:00  | *                | *     | *     | 2:39              | 2:22 | 0:16  |
| RadioLIVE            | 4:24            | 4:30 | -0:06 | 2:52             | 3:36  | -0:43 | 3:41             | 2:38 | 1:03  | 1:09            | 1:41 | -0:32 | 4:31             | 3:56 | 0:34  | 5:08             | 3:48  | 1:20  | 3:41              | 3:23 | 0:18  |
| Radio Sport          | 3:08            | 3:35 | -0:27 | 3:57             | 3:24  | 0:33  | 4:02             | 4:27 | -0:24 | 2:55            | 2:10 | 0:44  | 2:31             | 3:03 | -0:32 | 4:45             | 4:45  | 0:00  | 4:07              | 3:21 | 0:45  |
| Rhema                | 3:25            | 3:44 | -0:18 | 3:38             | 4:06  | -0:28 | 3:22             | 3:41 | -0:18 | 1:52            | 1:53 | -0:00 | 5:41             | 4:20 | 1:21  | 8:20             | 15:00 | -6:39 | 2:44              | 3:39 | -0:54 |
| Rock                 | 3:00            | 2:08 | 0:51  | 3:24             | 2:40  | 0:44  | 3:54             | 3:08 | 0:45  | 2:11            | 2:34 | -0:22 | 3:44             | 4:10 | -0:25 | 2:47             | 2:04  | 0:42  | 3:41              | 3:34 | 0:06  |
| Star                 | 0:30            | 0:22 | 0:07  | 0:15             | 0:15  | 0:00  | *                | *    | *     | 0:30            | 0:30 | 0:00  | 1:00             | 1:00 | 0:00  | *                | *     | *     | *                 | *    | *     |
| The Hits             | 2:20            | 2:24 | -0:04 | 2:30             | 2:53  | -0:22 | 2:42             | 3:07 | -0:25 | 2:03            | 2:04 | -0:01 | 1:18             | 1:30 | -0:12 | 1:43             | 1:32  | 0:11  | 2:41              | 2:21 | 0:19  |
| The Sound            | 2:49            | 2:58 | -0:08 | 4:48             | 5:09  | -0:20 | 5:11             | 5:10 | 0:01  | 2:40            | 2:34 | 0:06  | 4:58             | 2:18 | 2:40  | 3:12             | 2:52  | 0:20  | 4:26              | 5:21 | -0:55 |
| ZM                   | 2:16            | 2:03 | 0:12  | 2:39             | 2:48  | -0:09 | 2:23             | 2:18 | 0:04  | 1:25            | 1:39 | -0:13 | 1:46             | 2:20 | -0:34 | 1:17             | 1:00  | 0:16  | 1:52              | 1:49 | 0:02  |
| Others               | 3:43            | 3:33 | 0:10  | 4:11             | 4:20  | -0:09 | 5:16             | 5:04 | 0:12  | 2:40            | 2:24 | 0:15  | 2:52             | 2:28 | 0:24  | 4:59             | 4:09  | 0:49  | 4:01              | 4:45 | -0:44 |
| Mediaworks Combo     | 3:45            | 3:42 | 0:03  | 4:24             | 4:26  | -0:01 | 4:49             | 4:26 | 0:22  | 2:30            | 2:29 | 0:00  | 3:10             | 2:55 | 0:14  | 2:50             | 2:22  | 0:27  | 4:22              | 4:19 | 0:03  |
| NZME Combo           | 3:15            | 3:25 | -0:10 | 3:47             | 4:07  | -0:20 | 3:39             | 4:07 | -0:28 | 2:22            | 2:29 | -0:07 | 2:42             | 2:55 | -0:13 | 2:53             | 2:32  | 0:21  | 3:37              | 3:42 | -0:04 |
| All Commercial Radio | 4:21            | 4:23 | -0:01 | 4:59             | 5:09  | -0:09 | 5:27             | 5:26 | 0:00  | 3:00            | 3:02 | -0:02 | 3:29             | 3:29 | 0:00  | 3:35             | 2:57  | 0:38  | 5:06              | 5:16 | -0:09 |

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