



HAWKE'S BAY COMMERCIAL RADIO - SURVEY 2 2018

Station Share (%) by Demographic, Mon-Sun 12mn-12mn
 Survey Comparisons: 1/2018 - 2/2018

This Survey Period: Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 2018
 Last Survey Period: Sun Apr 9 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Apr 7 2018

	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	6.0	7.7	-1.7	7	1.7	4.1	-2.4		8.0	8.4	-0.4		7.9	10.1	-2.2		7.5	8.5	-1.0		7.1	9.1	-2.0		5.2	7.9	-2.7		8.9	9.2	-0.3	
Coast	3.7	3.4	0.3	11	0.8	0.5	0.3		0.1	0.3	-0.2		0.4	0.3	0.1		1.3	1.4	-0.1		6.1	5.4	0.7		8.1	7.0	1.1		1.2	2.1	-0.9	
Edge	7.3	8.2	-0.9	6	27.3	28.2	-0.9		12.6	15.8	-3.2		9.7	11.1	-1.4		7.7	8.9	-1.2		3.6	3.8	-0.2		1.5	1.5	0.0		11.8	11.8	0.0	
Flava	4.4	5.7	-1.3	10	16.4	13.6	2.8		8.4	11.5	-3.1		9.1	11.1	-2.0		5.6	7.5	-1.9		0.1	1.2	-1.1		0.1	0.5	-0.4		5.5	6.8	-1.3	
Life FM	0.3	0.8	-0.5	18	1.4	2.9	-1.5		0.2	0.3	-0.1		0.2	0.4	-0.2		0.4	0.8	-0.4		0.5	1.3	-0.8		0.1	0.7	-0.6		0.9	1.7	-0.8	
Magic	13.6	12.4	1.2	1	0.6	0.6	0.0		1.7	0.7	1.0		1.6	1.6	0.0		4.4	3.9	0.5		13.2	14.7	-1.5		31.1	28.7	2.4		7.0	7.2	-0.2	
Mai FM	5.9	3.9	2.0	8	11.2	7.2	4.0		18.0	11.2	6.8		13.0	6.5	6.5		8.8	4.9	3.9		1.5	1.2	0.3		0.3	0.2	0.1		8.4	5.5	2.9	
More FM	5.8	6.3	-0.5	9	9.2	9.6	-0.4		3.5	4.9	-1.4		9.1	10.5	-1.4		7.2	8.2	-1.0		5.9	6.0	-0.1		5.0	4.6	0.4		9.3	11.1	-1.8	
Newstalk ZB	11.3	11.8	-0.5	2	0.7	0.8	-0.1		0.3	0.6	-0.3		2.0	2.5	-0.5		4.0	4.9	-0.9		10.4	10.9	-0.5		18.7	18.5	0.2		3.7	4.2	-0.5	
Radio Hauraki	0.9	2.3	-1.4	15	3.6	6.6	-3.0		1.0	3.3	-2.3		0.5	2.5	-2.0		1.1	2.3	-1.2		1.1	1.3	-0.2		0.2	0.5	-0.3		0.2	0.3	-0.1	
Radio Kahungunu	0.7	0.7	0.0	17	0.1	0.1	0.0		0.4	0.3	0.1		0.2	0.1	0.1		0.1	0.1	0.0		1.1	1.1	0.0		1.5	1.6	-0.1		1.2	1.0	0.2	
RadioLIVE	1.8	2.4	-0.6	13	0.6	0.3	0.3		0.9	1.2	-0.3		0.7	0.6	0.1		0.7	0.9	-0.2		2.0	3.0	-1.0		2.8	3.7	-0.9		1.0	1.2	-0.2	
Radio Sport	1.7	1.9	-0.2	14	0.6	0.6	0.0		0.1	*	*		0.1	0.1	0.0		0.6	0.5	0.1		1.2	1.3	-0.1		3.3	3.8	-0.5		0.1	*	*	
Rhema	0.9	1.3	-0.4	15	1.7	1.1	0.6		0.5	3.3	-2.8		0.3	2.5	-2.2		0.6	1.9	-1.3		1.8	1.4	0.4		1.3	1.1	0.2		0.7	0.5	0.2	
Rock	11.0	8.7	2.3	3	7.1	6.5	0.6		21.5	13.2	8.3		17.2	13.4	3.8		16.2	13.2	3.0		10.9	9.8	1.1		3.6	3.9	-0.3		7.6	7.4	0.2	
Star	*	*	*	*	*	*	*		*	*	*		*	*	*		*	*	*		*	*	*		*	*	*		*	*	*	
The Hits	7.6	6.1	1.5	5	11.2	12.7	-1.5		6.3	5.5	0.8		9.3	5.8	3.5		9.3	6.6	2.7		10.3	7.3	3.0		6.7	5.1	1.6		9.2	5.9	3.3	
The Sound	8.2	7.9	0.3	4	1.3	1.2	0.1		5.0	5.1	-0.1		5.1	7.7	-2.6		12.4	13.6	-1.2		17.3	15.3	2.0		6.1	5.2	0.9		6.2	6.3	-0.1	
ZM	3.0	3.1	-0.1	12	2.6	1.7	0.9		7.1	9.5	-2.4		7.1	7.2	-0.1		5.3	5.5	-0.2		1.3	1.4	-0.1		*	0.1	*		8.2	9.2	-1.0	
Others	5.9	5.5	0.4		1.8	1.8	0.0		4.5	5.0	-0.5		6.5	6.0	0.5		6.7	6.5	0.2		4.6	4.5	0.1		4.4	5.5	-1.1		8.8	8.6	0.2	
Mediaworks Combo	59.5	57.4	2.1		59.0	57.7	1.3		71.1	60.6	10.5		64.3	61.5	2.8		65.0	62.1	2.9		61.5	63.0	-1.5		55.6	55.7	-0.1		60.3	59.6	0.7	
NZME Combo	33.3	34.8	-1.5		37.0	37.4	-0.4		24.7	31.7	-7.0		29.4	30.4	-1.0		28.3	29.7	-1.4		31.4	29.2	2.2		37.1	35.5	1.6		28.3	28.8	-0.5	
Potential (000)	122.1	122.1	0.0		16.6	17.6	-1.0		26.0	25.0	1.0		30.1	30.1	0.0		49.2	49.2	0.0		37.3	37.3	0.0		33.5	33.5	0.0		21.3	21.6	-0.3	
Sample	984	874	110		131	129	2		206	174	32		264	232	32		390	352	38		274	254	20		283	255	28		182	166	16	

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 or (from S1 2018) internet only listening to George FM
 NZME Combo: Coast or Flava or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or (from S1 2018) internet only listening to Hokonui or Mix



HAWKE'S BAY COMMERCIAL RADIO - SURVEY 2 2018

Station Share (%) by Daypart, People 10+
Survey Comparisons: 1/2018 - 2/2018

This Survey Period: Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 2018

Last Survey Period: Sun Apr 9 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Apr 7 2018

	This	Last	+/-
Potential (000)	122.1	122.1	0.0
Sample Size	984	874	110

	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	5.2	6.1	-0.9	8	5.9	8.2	-2.3		6.3	8.8	-2.5		7.5	8.7	-1.2		5.1	6.5	-1.4		1.4	1.9	-0.5		7.2	8.5	-1.3	
Coast	3.1	2.5	0.6	12	4.6	4.1	0.5		4.3	4.8	-0.5		2.9	2.6	0.3		1.8	1.6	0.2		0.6	1.0	-0.4		4.6	3.8	0.8	
Edge	7.9	9.0	-1.1	4	5.4	6.6	-1.2		6.6	8.2	-1.6		10.8	11.6	-0.8		7.9	7.1	0.8		4.5	4.4	0.1		7.3	8.4	-1.1	
Flava	4.6	6.2	-1.6	10	4.1	4.6	-0.5		4.6	5.3	-0.7		4.3	5.8	-1.5		4.8	6.4	-1.6		4.0	6.7	-2.7		4.4	5.9	-1.5	
Life FM	0.4	0.7	-0.3	17	0.3	0.3	0.0		0.5	0.6	-0.1		0.5	1.3	-0.8		*	2.0	*		*	0.2	*		0.3	0.9	-0.6	
Magic	14.1	12.2	1.9	1	15.3	16.1	-0.8		13.6	12.3	1.3		9.4	8.5	0.9		10.8	8.6	2.2		14.3	8.7	5.6		14.8	13.7	1.1	
Mai FM	5.2	3.9	1.3	8	4.9	2.9	2.0		6.7	4.2	2.5		7.4	4.2	3.2		3.8	2.0	1.8		3.3	3.0	0.3		6.7	5.0	1.7	
More FM	6.5	7.2	-0.7	6	4.9	5.6	-0.7		4.7	5.0	-0.3		6.2	6.9	-0.7		9.1	9.8	-0.7		9.8	11.2	-1.4		4.8	4.8	0.0	
Newstalk ZB	13.4	15.4	-2.0	2	11.9	13.4	-1.5		5.7	6.2	-0.5		6.2	7.5	-1.3		19.9	18.6	1.3		27.4	21.3	6.1		11.0	10.8	0.2	
Radio Hauraki	0.9	2.0	-1.1	15	0.7	2.5	-1.8		1.1	3.0	-1.9		1.2	3.6	-2.4		1.0	2.1	-1.1		*	*	*		1.0	1.8	-0.8	
Radio Kahungunu	0.3	0.3	0.0	18	0.6	0.6	0.0		0.3	0.3	0.0		1.3	1.2	0.1		0.3	0.3	0.0		0.1	0.1	0.0		1.3	1.4	-0.1	
RadioLIVE	2.4	2.9	-0.5	13	1.3	1.2	0.1		1.5	1.6	-0.1		0.9	0.8	0.1		1.5	3.6	-2.1		5.4	12.8	-7.4		1.8	1.9	-0.1	
Radio Sport	1.4	1.5	-0.1	14	1.2	1.1	0.1		1.0	1.0	0.0		1.8	2.2	-0.4		2.7	3.5	-0.8		1.0	1.0	0.0		2.6	3.0	-0.4	
Rhema	0.7	1.4	-0.7	16	0.4	0.9	-0.5		0.7	1.0	-0.3		1.3	0.7	0.6		1.8	3.3	-1.5		2.4	2.7	-0.3		1.0	1.3	-0.3	
Rock	12.2	9.0	3.2	3	13.4	8.9	4.5		14.7	10.8	3.9		9.6	8.6	1.0		5.7	5.8	-0.1		5.9	6.6	-0.7		8.2	7.5	0.7	
Star	*	*	*	*	*	*	*		*	*	*		*	*	*		*	*	*		*	*	*		*	*	*	
The Hits	7.4	5.5	1.9	5	5.6	4.5	1.1		7.3	5.9	1.4		9.8	8.2	1.6		4.3	2.7	1.6		6.6	5.4	1.2		9.5	8.2	1.3	
The Sound	6.5	6.7	-0.2	6	10.3	9.6	0.7		10.5	10.2	0.3		9.6	8.7	0.9		9.6	7.4	2.2		4.3	3.7	0.6		5.6	5.7	-0.1	
ZM	3.4	3.2	0.2	11	3.4	4.0	-0.6		4.2	4.3	-0.1		3.4	3.6	-0.2		1.6	1.9	-0.3		1.3	0.6	0.7		2.0	1.9	0.1	
Others	4.5	4.4	0.1		5.8	4.7	1.1		5.9	6.3	-0.4		5.7	5.3	0.4		8.2	6.7	1.5		7.8	8.5	-0.7		6.1	5.5	0.6	
Mediaworks Combo	59.9	57.0	2.9		61.4	59.1	2.3		64.5	61.2	3.3		61.4	58.1	3.3		53.6	50.8	2.8		49.0	52.5	-3.5		56.3	55.6	0.7	
NZME Combo	34.3	36.5	-2.2		32.2	34.6	-2.4		28.8	30.9	-2.1		30.6	33.9	-3.3		37.3	37.9	-0.6		41.9	37.5	4.4		35.6	36.1	-0.5	

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

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NZME Combo: Coast or Flava or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or (from S1 2018) internet only listening to Hokonui or Mix



HAWKE'S BAY COMMERCIAL RADIO - SURVEY 2 2018

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

Survey Comparisons: 1/2018 - 2/2018

This Survey Period: Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 2018

Last Survey Period: Sun Apr 9 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Apr 7 2018

	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	17.8	-2.3	5	1.4	1.9	-0.5	3.3	3.5	-0.2	5.1	5.8	-0.7	7.6	8.3	-0.7	6.0	6.9	-0.9	5.0	6.1	-1.1	3.2	2.9	0.3
Coast	9.1	8.8	0.3	10	0.2	0.1	0.1	0.7	0.8	-0.1	1.3	1.1	0.2	2.3	2.1	0.2	3.2	3.0	0.2	5.2	4.7	0.5	0.9	1.0	-0.1
Edge	20.9	23.3	-2.4	1	5.4	6.4	-1.0	7.8	8.5	-0.7	7.3	8.6	-1.3	9.6	11.3	-1.7	4.1	4.7	-0.6	2.2	2.4	-0.2	5.1	5.5	-0.4
Flava	13.3	14.6	-1.3	8	3.3	3.0	0.3	6.0	7.0	-1.0	6.3	6.9	-0.6	6.5	7.4	-0.9	0.5	1.1	-0.6	0.4	0.7	-0.3	3.4	3.9	-0.5
Life FM	1.1	2.0	-0.9	18	0.6	1.0	-0.4	0.1	0.2	-0.1	0.3	0.5	-0.2	0.4	0.7	-0.3	0.2	0.5	-0.3	0.1	0.3	-0.2	0.3	0.6	-0.3
Magic	17.2	17.2	0.0	3	0.6	0.8	-0.2	1.1	0.8	0.3	1.1	1.1	0.0	2.9	2.9	0.0	7.1	7.1	0.0	11.4	11.0	0.4	2.0	2.2	-0.2
Mai FM	8.9	8.5	0.4	11	2.0	1.6	0.4	4.6	4.8	-0.2	4.6	4.4	0.2	4.8	4.6	0.2	0.5	0.3	0.2	0.3	0.2	0.1	2.8	2.2	0.6
More FM	15.1	14.3	0.8	6	3.1	3.5	-0.4	3.4	3.0	0.4	6.1	5.5	0.6	7.9	7.0	0.9	3.8	3.3	0.5	2.8	2.5	0.3	3.8	3.6	0.2
Newstalk ZB	14.6	16.2	-1.6	7	0.3	0.4	-0.1	0.5	0.6	-0.1	1.1	1.4	-0.3	3.0	3.5	-0.5	5.1	5.1	0.0	7.8	8.0	-0.2	1.4	1.5	-0.1
Radio Hauraki	3.3	4.1	-0.8	15	0.8	0.8	0.0	0.9	1.1	-0.2	0.5	0.7	-0.2	1.3	1.6	-0.3	1.0	1.4	-0.4	0.5	0.8	-0.3	0.3	0.4	-0.1
Radio Kahungunu	1.9	1.8	0.1	17	0.2	0.1	0.1	0.3	0.2	0.1	0.4	0.3	0.1	0.6	0.5	0.1	0.5	0.5	0.0	0.7	0.8	-0.1	0.8	0.7	0.1
RadioLIVE	4.0	4.6	-0.6	13	0.3	0.2	0.1	0.9	1.1	-0.2	0.8	1.0	-0.2	1.2	1.5	-0.3	1.6	1.6	0.0	1.7	1.6	0.1	0.5	0.7	-0.2
Radio Sport	3.8	4.7	-0.9	14	0.3	0.5	-0.2	0.1	*	*	0.3	0.2	0.1	1.0	0.9	0.1	1.3	1.6	-0.3	1.7	2.2	-0.5	0.2	0.1	0.1
Rhema	3.3	3.1	0.2	15	0.6	0.3	0.3	0.4	0.5	-0.1	0.4	0.8	-0.4	1.2	1.6	-0.4	1.4	1.2	0.2	1.0	0.8	0.2	0.4	0.5	-0.1
Rock	16.3	14.5	1.8	4	2.1	2.0	0.1	6.1	4.4	1.7	6.6	6.3	0.3	9.5	9.4	0.1	4.3	4.5	-0.2	1.5	1.5	0.0	2.7	2.7	0.0
Star	*	0.1	*	*	*	*	*	*	*	*	*	0.1	*	*	0.1	*	*	*	*	*	*	*	*	0.1	*
The Hits	18.6	18.0	0.6	2	3.8	4.6	-0.8	4.2	4.6	-0.4	5.2	5.6	-0.4	9.2	8.7	0.5	6.7	4.6	2.1	3.5	2.6	0.9	4.1	3.7	0.4
The Sound	12.2	11.8	0.4	9	0.9	0.9	0.0	1.7	1.5	0.2	2.8	2.9	-0.1	6.7	6.9	-0.2	6.5	6.4	0.1	3.9	3.5	0.4	1.9	1.8	0.1
ZM	8.7	9.2	-0.5	12	1.2	1.1	0.1	4.0	4.4	-0.4	4.1	4.5	-0.4	5.4	5.9	-0.5	1.5	1.7	-0.2	0.2	0.2	0.0	2.8	3.1	-0.3
Others	10.5	11.7	-1.2		0.8	0.8	0.0	1.8	2.4	-0.6	2.8	3.4	-0.6	5.1	5.3	-0.2	3.2	3.1	0.1	2.2	3.3	-1.1	1.9	1.7	0.2
Mediaworks Combo	74.3	75.5	-1.2		10.6	11.7	-1.1	18.1	17.3	0.8	20.8	21.5	-0.7	31.8	32.8	-1.0	23.6	24.1	-0.5	21.6	21.3	0.3	14.0	14.0	0.0
NZME Combo	57.8	59.7	-1.9		7.7	8.5	-0.8	13.3	14.7	-1.4	15.6	15.8	-0.2	24.2	23.6	0.6	16.5	15.6	0.9	15.8	15.6	0.2	11.4	11.2	0.2
All Commercial Radio	100.3	101.9	-1.6		13.1	14.3	-1.2	21.8	21.3	0.5	26.2	26.4	-0.2	42.7	43.0	-0.3	31.8	32.2	-0.4	28.2	28.4	-0.2	19.1	19.1	0.0
Potential (000)	122.1	122.1	0.0		16.6	17.6	-1.0	26.0	25.0	1.0	30.1	30.1	0.0	49.2	49.2	0.0	37.3	37.3	0.0	33.5	33.5	0.0	21.3	21.6	-0.3
Sample	984	874	110		131	129	2	206	174	32	264	232	32	390	352	38	274	254	20	283	255	28	182	166	16

Mediaworks Combo: Breeze or Edge or Magic or Mai FM or More FM or RadioLIVE or Rock or The Sound or (from S1 2018) internet only listening to George FM

NZME Combo: Coast or Flava or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or (from S1 2018) internet only listening to Hokonui or Mix



HAWKE'S BAY COMMERCIAL RADIO - SURVEY 2 2018

Cumulative Audience (000's) by Daypart, People 10+
Survey Comparisons: 1/2018 - 2/2018

This Survey Period: Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 2018

Last Survey Period: Sun Apr 9 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Apr 7 2018

	This	Last	+/-
Potential (000)	122.1	122.1	0.0
Sample Size	984	874	110

	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	6.6	8.1	-1.5	8	5.5	7.7	-2.2	7.4	9.5	-2.1	6.7	7.6	-0.9	2.7	3.2	-0.5	1.0	1.3	-0.3	9.4	11.3	-1.9
Coast	3.9	3.4	0.5	12	3.5	3.6	-0.1	5.4	5.5	-0.1	3.8	3.2	0.6	1.4	1.4	0.0	0.4	0.7	-0.3	5.8	5.8	0.0
Edge	10.4	11.4	-1.0	4	7.2	8.1	-0.9	10.7	11.6	-0.9	11.7	12.3	-0.6	6.4	6.1	0.3	1.8	2.1	-0.3	13.2	14.7	-1.5
Flava	6.5	7.4	-0.9	9	4.2	4.8	-0.6	7.3	8.8	-1.5	5.4	7.1	-1.7	3.2	4.9	-1.7	1.1	2.3	-1.2	7.6	8.3	-0.7
Life FM	0.6	1.2	-0.6	18	0.5	0.7	-0.2	0.8	1.3	-0.5	0.6	1.2	-0.6	*	0.5	*	0.1	0.3	-0.2	0.6	1.2	-0.6
Magic	10.8	10.8	0.0	1	10.7	11.3	-0.6	10.4	9.9	0.5	8.4	8.2	0.2	4.7	4.4	0.3	1.9	1.7	0.2	11.3	11.0	0.3
Mai FM	6.0	5.1	0.9	10	4.6	3.7	0.9	6.4	5.6	0.8	5.3	4.3	1.0	1.6	1.4	0.2	0.8	1.1	-0.3	6.4	5.3	1.1
More FM	8.7	9.3	-0.6	6	5.6	6.1	-0.5	8.1	7.8	0.3	6.8	6.9	-0.1	3.2	3.9	-0.7	2.8	3.0	-0.2	9.0	7.9	1.1
Newstalk ZB	10.5	11.8	-1.3	3	6.4	7.8	-1.4	5.6	5.5	0.1	4.9	5.4	-0.5	6.6	7.1	-0.5	5.2	5.6	-0.4	11.4	12.0	-0.6
Radio Hauraki	2.0	3.0	-1.0	14	0.5	1.1	-0.6	1.6	2.3	-0.7	1.7	2.7	-1.0	0.9	1.5	-0.6	*	*	*	1.9	2.4	-0.5
Radio Kahungunu	0.7	0.6	0.1	17	0.8	0.8	0.0	0.6	0.5	0.1	1.0	1.0	0.0	0.3	0.3	0.0	0.1	0.2	-0.1	1.0	1.1	-0.1
RadioLIVE	2.5	2.9	-0.4	13	1.5	1.5	0.0	1.4	1.3	0.1	1.4	1.2	0.2	1.1	1.5	-0.4	1.4	2.1	-0.7	2.0	2.5	-0.5
Radio Sport	1.8	1.6	0.2	15	1.1	1.0	0.1	1.0	1.1	-0.1	1.1	1.3	-0.2	1.1	1.6	-0.5	0.3	0.3	0.0	2.7	3.1	-0.4
Rhema	1.6	2.1	-0.5	16	0.8	1.1	-0.3	1.6	1.1	0.5	1.3	0.9	0.4	0.9	0.8	0.1	0.4	0.4	0.0	2.5	2.8	-0.3
Rock	10.3	8.8	1.5	5	7.1	6.1	1.0	9.4	8.9	0.5	8.0	7.4	0.6	3.5	2.9	0.6	2.4	2.1	0.3	9.1	9.1	0.0
Star	*	0.1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
The Hits	10.7	9.1	1.6	2	7.3	6.5	0.8	10.6	9.7	0.9	9.3	8.2	1.1	3.4	3.1	0.3	1.6	2.1	-0.5	11.7	12.0	-0.3
The Sound	7.5	7.8	-0.3	7	6.1	6.2	-0.1	7.1	7.0	0.1	7.2	6.9	0.3	2.6	2.0	0.6	1.1	0.9	0.2	7.0	6.9	0.1
ZM	4.6	4.8	-0.2	11	4.7	5.2	-0.5	6.2	6.3	-0.1	5.1	5.4	-0.3	1.5	1.2	0.3	0.8	0.7	0.1	4.5	4.9	-0.4
Others	4.5	5.0	-0.5		4.6	4.8	-0.2	5.3	5.7	-0.4	3.8	4.0	-0.2	3.3	3.2	0.1	1.2	1.4	-0.2	6.7	7.0	-0.3
Mediaworks Combo	50.8	51.1	-0.3		40.3	41.6	-1.3	50.0	49.6	0.4	47.0	45.5	1.5	23.3	22.8	0.5	11.7	12.7	-1.0	54.4	56.1	-1.7
NZME Combo	36.0	37.8	-1.8		26.6	29.1	-2.5	34.5	35.4	-0.9	29.6	29.9	-0.3	17.4	19.0	-1.6	9.4	11.2	-1.8	39.7	42.1	-2.4
All Commercial Radio	76.3	78.2	-1.9		60.2	63.6	-3.4	73.4	74.2	-0.8	68.0	67.1	0.9	39.5	40.9	-1.4	20.2	22.3	-2.1	82.2	86.2	-4.0

Mediaworks Combo: Breeze or Edge or Magic or Mai FM or More FM or RadioLIVE or Rock or The Sound or (from S1 2018) internet only listening to George FM
NZME Combo: Coast or Flava or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or (from S1 2018) internet only listening to Hokonui or Mix



HAWKE'S BAY COMMERCIAL RADIO - SURVEY 2 2018

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

Survey Comparisons: 1/2018 - 2/2018

This Survey Period: Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 2018

Last Survey Period: Sun Apr 9 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Apr 7 2018

	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	7:35	8:26	-0:51	1:47	3:24	-1:37	9:43	9:18	0:25	8:01	8:59	-0:58	8:25	8:38	-0:12	7:51	8:52	-1:01	6:44	8:11	-1:27	9:00	10:09	-1:08
Coast	7:57	7:38	0:19	4:55	7:00	-2:04	0:49	1:13	-0:23	1:27	1:29	-0:01	4:54	5:43	-0:48	12:30	11:50	0:39	9:50	9:26	0:23	4:13	6:41	-2:28
Edge	6:47	6:54	-0:07	7:23	6:59	0:23	6:24	7:16	-0:51	6:58	6:41	0:16	6:49	6:33	0:15	5:55	5:32	0:22	4:30	4:08	0:22	7:24	6:58	0:25
Flava	6:28	7:35	-1:07	7:19	7:11	0:08	5:36	6:24	-0:48	7:36	8:20	-0:44	7:21	8:27	-1:05	1:46	7:11	-5:25	1:40	3:58	-2:17	5:09	5:42	-0:32
Life FM	5:35	7:42	-2:06	3:27	4:40	-1:13	4:37	7:08	-2:31	3:29	4:28	-0:59	8:02	9:07	-1:04	16:24	16:56	-0:31	7:45	13:46	-6:01	9:31	9:42	-0:10
Magic	15:27	14:10	1:17	1:29	1:13	0:15	6:22	3:08	3:13	7:49	7:19	0:29	13:06	11:25	1:40	12:11	13:53	-1:41	17:29	16:31	0:58	10:54	10:24	0:30
Mai FM	12:45	8:55	3:49	8:01	6:59	1:01	15:29	9:09	6:20	14:45	7:37	7:08	15:51	8:54	6:57	20:37	23:54	-3:16	6:15	6:15	0:00	9:42	8:18	1:23
More FM	7:27	8:32	-1:05	4:23	4:20	0:02	4:06	6:23	-2:17	7:48	9:49	-2:01	7:48	9:45	-1:56	10:10	12:09	-1:59	11:10	11:47	-0:36	7:50	10:06	-2:15
Newstalk ZB	15:07	14:11	0:55	3:06	3:02	0:03	2:39	3:59	-1:20	9:56	9:20	0:35	11:25	11:46	-0:20	13:31	14:27	-0:56	15:15	14:38	0:37	8:45	9:01	-0:16
Radio Hauraki	5:25	11:02	-5:36	6:59	13:21	-6:21	4:28	11:37	-7:08	4:51	19:11	-14:19	6:55	12:19	-5:23	6:57	6:23	0:33	2:07	4:00	-1:53	2:32	2:25	0:07
Radio Kahungunu	7:04	7:33	-0:29	1:15	1:15	0:00	5:00	5:00	0:00	2:15	2:15	0:00	1:44	1:35	0:09	14:27	14:56	-0:28	13:30	12:46	0:44	4:45	5:02	-0:17
RadioLIVE	8:50	10:07	-1:17	3:00	2:00	1:00	4:05	4:23	-0:18	4:45	3:14	1:31	5:29	4:58	0:30	8:10	12:50	-4:39	10:29	14:35	-4:06	5:54	5:11	0:43
Radio Sport	8:29	7:47	0:42	2:40	2:05	0:34	2:30	*	*	2:25	1:42	0:43	4:42	4:41	0:00	6:14	5:30	0:44	12:40	10:56	1:43	1:40	0:30	1:10
Rhema	5:34	8:26	-2:51	4:21	5:26	-1:04	5:35	24:53	-19:17	4:27	17:13	-12:46	4:40	10:13	-5:33	8:07	7:28	0:39	8:11	8:16	-0:05	5:20	3:00	2:19
Rock	13:08	11:42	1:26	4:56	5:05	-0:09	14:01	11:40	2:21	13:33	11:01	2:31	14:33	11:46	2:47	16:53	14:46	2:06	15:49	17:07	-1:18	8:57	8:56	0:00
Star	*	0:30	*	*	*	*	*	*	*	*	0:30	*	*	0:30	*	*	*	*	*	*	*	*	0:30	*
The Hits	7:56	6:36	1:20	4:14	4:22	-0:08	5:55	4:44	1:11	9:15	5:23	3:52	8:34	6:22	2:12	10:13	10:34	-0:20	12:04	12:43	-0:39	7:04	5:10	1:54
The Sound	13:03	13:01	0:02	2:02	2:14	-0:12	11:39	13:23	-1:43	9:30	14:00	-4:30	15:45	16:28	-0:43	17:27	16:11	1:16	10:07	9:28	0:39	10:21	11:21	-1:00
ZM	6:47	6:38	0:08	3:09	2:24	0:45	7:07	8:32	-1:25	8:57	8:20	0:37	8:17	7:47	0:29	5:41	5:30	0:11	1:37	1:37	0:00	9:16	9:33	-0:17
Others	11:01	9:17	1:43	3:28	3:23	0:05	10:03	7:58	2:04	12:01	9:13	2:47	11:24	10:12	1:11	9:41	9:31	0:10	12:28	10:24	2:03	14:29	16:28	-1:59
Mediaworks Combo	15:36	14:52	0:44	8:08	7:50	0:17	15:38	13:44	1:53	16:09	14:52	1:16	17:27	15:53	1:33	17:11	17:34	-0:22	16:27	16:37	-0:10	13:45	13:47	-0:01
NZME Combo	11:13	11:24	-0:10	7:01	7:02	-0:01	7:23	8:27	-1:04	9:48	10:02	-0:14	9:59	10:31	-0:32	12:34	12:36	-0:02	14:58	14:27	0:30	7:56	8:19	-0:23
All Commercial Radio	19:25	19:12	0:13	11:07	11:10	-0:02	18:15	18:22	-0:07	19:55	19:40	0:15	20:01	19:29	0:31	20:45	20:54	-0:09	22:37	22:24	0:13	16:46	16:58	-0:12
Potential (000)	122.1	122.1	0.0	16.6	17.6	-1.0	26.0	25.0	1.0	30.1	30.1	0.0	49.2	49.2	0.0	37.3	37.3	0.0	33.5	33.5	0.0	21.3	21.6	-0.3
Sample	984	874	110	131	129	2	206	174	32	264	232	32	390	352	38	274	254	20	283	255	28	182	166	16

Mediaworks Combo: Breeze or Edge or Magic or Mai FM or More FM or RadioLIVE or Rock or The Sound or (from S1 2018) internet only listening to George FM

NZME Combo: Coast or Flava or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or (from S1 2018) internet only listening to Hokonui or Mix



HAWKE'S BAY COMMERCIAL RADIO - SURVEY 2 2018

Average Time Spent Listening (hh:mm) by Daypart, People 10+
 Survey Comparisons: 1/2018 - 2/2018

This Survey Period: Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 2018

Last Survey Period: Sun Apr 9 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Apr 7 2018

	This	Last	+/-
Potential (000)	122.1	122.1	0.0
Sample Size	984	874	110

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

Mediaworks Combo: Breeze or Edge or Magic or Mai FM or More FM or RadioLIVE or Rock or The Sound or (from S1 2018) internet only listening to George FM
 NZME Combo: Coast or Flava or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or (from S1 2018) internet only listening to Hokonui or Mix