



# HAWKE'S BAY COMMERCIAL RADIO - SURVEY 3 2018

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

Survey Comparisons: 2/2018 - 3/2018

This Survey Period: Sun Sep 10 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Sep 1 2018

Last Survey Period: Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 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	5.2	6.0	-0.8	9	2.5	1.7	0.8	4.5	8.0	-3.5	6.8	7.9	-1.1	6.0	7.5	-1.5	5.6	7.1	-1.5	6.4	5.2	1.2	8.5	8.9	-0.4	
Coast	3.7	3.7	0.0	11	0.5	0.8	-0.3	0.1	0.1	0.0	0.5	0.4	0.1	1.6	1.3	0.3	5.5	6.1	-0.6	7.9	8.1	-0.2	1.5	1.2	0.3	
Edge	7.6	7.3	0.3	6	31.2	27.3	3.9	13.2	12.6	0.6	8.3	9.7	-1.4	6.4	7.7	-1.3	3.0	3.6	-0.6	1.4	1.5	-0.1	7.3	11.8	-4.5	
Flava	4.1	4.4	-0.3	10	12.2	16.4	-4.2	8.1	8.4	-0.3	6.9	9.1	-2.2	4.6	5.6	-1.0	0.4	0.1	0.3	*	0.1	*	6.1	5.5	0.6	
Life FM	0.3	0.3	0.0	18	1.2	1.4	-0.2	0.3	0.2	0.1	0.2	0.2	0.0	0.3	0.4	-0.1	0.3	0.5	-0.2	0.2	0.1	0.1	0.1	0.9	-0.8	
Magic	14.1	13.6	0.5	1	0.7	0.6	0.1	1.3	1.7	-0.4	1.4	1.6	-0.2	4.3	4.4	-0.1	15.6	13.2	2.4	33.5	31.1	2.4	6.2	7.0	-0.8	
Mai FM	5.8	5.9	-0.1	8	5.1	11.2	-6.1	19.5	18.0	1.5	12.9	13.0	-0.1	8.4	8.8	-0.4	0.8	1.5	-0.7	0.3	0.3	0.0	9.5	8.4	1.1	
More FM	7.5	5.8	1.7	7	8.8	9.2	-0.4	6.1	3.5	2.6	12.1	9.1	3.0	9.9	7.2	2.7	6.3	5.9	0.4	5.0	5.0	0.0	11.6	9.3	2.3	
Newstalk ZB	9.6	11.3	-1.7	3	1.0	0.7	0.3	0.4	0.3	0.1	1.2	2.0	-0.8	3.2	4.0	-0.8	10.4	10.4	0.0	17.4	18.7	-1.3	5.8	3.7	2.1	
Radio Hauraki	1.0	0.9	0.1	15	1.7	3.6	-1.9	1.3	1.0	0.3	0.7	0.5	0.2	1.4	1.1	0.3	1.4	1.1	0.3	0.2	0.2	0.0	0.2	0.2	0.0	
Radio Kahungunu	0.6	0.7	-0.1	17	*	0.1	*	*	0.4	*	0.5	0.2	0.3	0.4	0.1	0.3	1.2	1.1	0.1	1.2	1.5	-0.3	1.8	1.2	0.6	
RadioLIVE	1.2	1.8	-0.6	13	0.4	0.6	-0.2	1.0	0.9	0.1	0.7	0.7	0.0	1.0	0.7	0.3	1.5	2.0	-0.5	1.1	2.8	-1.7	1.3	1.0	0.3	
Radio Sport	1.0	1.7	-0.7	15	0.1	0.6	-0.5	0.4	0.1	0.3	0.1	0.1	0.0	0.5	0.6	-0.1	0.7	1.2	-0.5	1.5	3.3	-1.8	0.1	0.1	0.0	
Rhema	1.1	0.9	0.2	14	1.0	1.7	-0.7	2.0	0.5	1.5	1.5	0.3	1.2	1.4	0.6	0.8	1.5	1.8	-0.3	0.8	1.3	-0.5	1.7	0.7	1.0	
Rock	12.0	11.0	1.0	2	6.5	7.1	-0.6	21.0	21.5	-0.5	19.5	17.2	2.3	18.3	16.2	2.1	12.0	10.9	1.1	5.4	3.6	1.8	7.9	7.6	0.3	
Star	*	*	*	*	*	*	*	*	*	*	0.1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
The Hits	8.4	7.6	0.8	5	15.6	11.2	4.4	6.0	6.3	-0.3	9.5	9.3	0.2	10.6	9.3	1.3	11.0	10.3	0.7	5.8	6.7	-0.9	10.7	9.2	1.5	
The Sound	9.0	8.2	0.8	4	4.1	1.3	2.8	6.3	5.0	1.3	6.7	5.1	1.6	12.4	12.4	0.0	18.1	17.3	0.8	7.7	6.1	1.6	6.5	6.2	0.3	
ZM	3.4	3.0	0.4	12	2.5	2.6	-0.1	5.5	7.1	-1.6	6.5	7.1	-0.6	5.1	5.3	-0.2	1.5	1.3	0.2	1.5	*	*	7.2	8.2	-1.0	
Others	4.6	5.9	-1.3		5.1	1.8	3.3	3.1	4.5	-1.4	3.9	6.5	-2.6	4.0	6.7	-2.7	3.3	4.6	-1.3	2.8	4.4	-1.6	5.9	8.8	-2.9	
Mediaworks Combo	62.6	59.5	3.1		59.2	59.0	0.2	74.2	71.1	3.1	68.4	64.3	4.1	66.9	65.0	1.9	62.8	61.5	1.3	60.8	55.6	5.2	58.9	60.3	-1.4	
NZME Combo	31.9	33.3	-1.4		37.8	37.0	0.8	23.1	24.7	-1.6	26.3	29.4	-3.1	27.8	28.3	-0.5	31.1	31.4	-0.3	34.2	37.1	-2.9	31.7	28.3	3.4	
Potential (000)	122.1	122.1	0.0		16.2	16.6	-0.4	26.4	26.0	0.4	30.1	30.1	0.0	49.2	49.2	0.0	37.3	37.3	0.0	33.5	33.5	0.0	20.5	21.3	-0.8	
Sample	860	984	-124		105	131	-26	180	206	-26	221	264	-43	321	390	-69	239	274	-35	261	283	-22	148	182	-34	

**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 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 internet only listening to Hokonui or Mix



# HAWKE'S BAY COMMERCIAL RADIO - SURVEY 3 2018

Station Share (%) by Daypart, People 10+

Survey Comparisons: 2/2018 - 3/2018

This Survey Period: Sun Sep 10 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Sep 1 2018

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

	This	Last	+/-
Potential (000)	122.1	122.1	0.0
Sample Size	860	984	-124

	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	5.3	5.2	0.1	8	4.8	5.9	-1.1	5.3	6.3	-1.0	5.4	7.5	-2.1	1.8	5.1	-3.3	2.0	1.4	0.6	7.0	7.2	-0.2	
Coast	2.9	3.1	-0.2	12	4.8	4.6	0.2	4.3	4.3	0.0	2.6	2.9	-0.3	2.0	1.8	0.2	0.7	0.6	0.1	4.7	4.6	0.1	
Edge	6.1	7.9	-1.8	7	5.7	5.4	0.3	7.9	6.6	1.3	12.0	10.8	1.2	8.1	7.9	0.2	4.1	4.5	-0.4	8.4	7.3	1.1	
Flava	3.7	4.6	-0.9	10	3.7	4.1	-0.4	3.4	4.6	-1.2	4.5	4.3	0.2	5.3	4.8	0.5	6.2	4.0	2.2	4.3	4.4	-0.1	
Life FM	0.4	0.4	0.0	17	0.2	0.3	-0.1	0.2	0.5	-0.3	0.6	0.5	0.1	0.1	*	*	0.1	*	*	0.2	0.3	-0.1	
Magic	14.1	14.1	0.0	1	16.0	15.3	0.7	13.0	13.6	-0.6	11.7	9.4	2.3	10.5	10.8	-0.3	14.0	14.3	-0.3	15.7	14.8	0.9	
Mai FM	3.8	5.2	-1.4	9	4.4	4.9	-0.5	5.9	6.7	-0.8	7.3	7.4	-0.1	4.7	3.8	0.9	4.7	3.3	1.4	8.2	6.7	1.5	
More FM	8.6	6.5	2.1	4	7.0	4.9	2.1	6.0	4.7	1.3	7.8	6.2	1.6	12.2	9.1	3.1	11.1	9.8	1.3	5.9	4.8	1.1	
Newstalk ZB	12.9	13.4	-0.5	3	7.9	11.9	-4.0	3.1	5.7	-2.6	4.8	6.2	-1.4	17.7	19.9	-2.2	31.3	27.4	3.9	9.6	11.0	-1.4	
Radio Hauraki	0.7	0.9	-0.2	16	1.1	0.7	0.4	1.3	1.1	0.2	0.8	1.2	-0.4	0.6	1.0	-0.4	*	*	*	1.1	1.0	0.1	
Radio Kahungunu	0.4	0.3	0.1	17	0.2	0.6	-0.4	0.5	0.3	0.2	0.7	1.3	-0.6	0.3	0.3	0.0	0.1	0.1	0.0	1.3	1.3	0.0	
RadioLIVE	1.8	2.4	-0.6	13	1.1	1.3	-0.2	1.1	1.5	-0.4	0.7	0.9	-0.2	0.3	1.5	-1.2	3.5	5.4	-1.9	0.9	1.8	-0.9	
Radio Sport	0.9	1.4	-0.5	15	0.8	1.2	-0.4	0.3	1.0	-0.7	1.2	1.8	-0.6	2.3	2.7	-0.4	0.3	1.0	-0.7	1.7	2.6	-0.9	
Rhema	1.3	0.7	0.6	14	0.6	0.4	0.2	0.9	0.7	0.2	1.5	1.3	0.2	1.4	1.8	-0.4	0.4	2.4	-2.0	1.3	1.0	0.3	
Rock	13.9	12.2	1.7	2	15.8	13.4	2.4	17.3	14.7	2.6	9.3	9.6	-0.3	3.9	5.7	-1.8	4.1	5.9	-1.8	8.2	8.2	0.0	
Star	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
The Hits	8.5	7.4	1.1	5	6.6	5.6	1.0	9.3	7.3	2.0	10.6	9.8	0.8	5.2	4.3	0.9	2.3	6.6	-4.3	9.9	9.5	0.4	
The Sound	7.3	6.5	0.8	6	12.5	10.3	2.2	12.0	10.5	1.5	10.9	9.6	1.3	13.2	9.6	3.6	2.0	4.3	-2.3	4.0	5.6	-1.6	
ZM	3.6	3.4	0.2	11	2.9	3.4	-0.5	4.1	4.2	-0.1	3.5	3.4	0.1	1.7	1.6	0.1	7.0	1.3	5.7	2.6	2.0	0.6	
Others	3.8	4.5	-0.7		3.7	5.8	-2.1	4.1	5.9	-1.8	4.1	5.7	-1.6	8.5	8.2	0.3	6.2	7.8	-1.6	4.9	6.1	-1.2	
Mediaworks Combo	60.9	59.9	1.0		67.8	61.4	6.4	68.9	64.5	4.4	65.4	61.4	4.0	55.3	53.6	1.7	45.8	49.0	-3.2	58.3	56.3	2.0	
NZME Combo	33.4	34.3	-0.9		28.1	32.2	-4.1	26.4	28.8	-2.4	29.0	30.6	-1.6	36.6	37.3	-0.7	49.5	41.9	7.6	35.1	35.6	-0.5	

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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	16.9	15.5	0.4	6	1.9	1.4	0.5	2.7	3.3	-0.6	5.1	5.1	0.0	7.6	7.6	0.0	5.6	6.0	-0.4	5.0	5.0	0.0	3.5	3.2	0.3
Coast	8.6	9.1	-0.5	12	0.3	0.2	0.1	0.5	0.7	-0.2	1.5	1.3	0.2	2.2	2.3	-0.1	2.6	3.2	-0.6	5.0	5.2	-0.2	0.8	0.9	-0.1
Edge	18.1	20.9	-2.8	2	4.9	5.4	-0.5	7.9	7.8	0.1	5.7	7.3	-1.6	6.9	9.6	-2.7	2.7	4.1	-1.4	1.8	2.2	-0.4	3.3	5.1	-1.8
Flava	11.8	13.3	-1.5	9	3.3	3.3	0.0	5.2	6.0	-0.8	4.8	6.3	-1.5	5.2	6.5	-1.3	0.4	0.5	-0.1	*	0.4	*	2.4	3.4	-1.0
Life FM	1.3	1.1	0.2	17	0.7	0.6	0.1	0.2	0.1	0.1	0.4	0.3	0.1	0.5	0.4	0.1	0.2	0.2	0.0	0.1	0.1	0.0	0.2	0.3	-0.1
Magic	16.6	17.2	-0.6	4	0.6	0.6	0.0	0.6	1.1	-0.5	1.0	1.1	-0.1	2.8	2.9	-0.1	7.2	7.1	0.1	11.0	11.4	-0.4	1.6	2.0	-0.4
Mai FM	9.0	8.9	0.1	10	1.7	2.0	-0.3	4.9	4.6	0.3	4.5	4.6	-0.1	4.8	4.8	0.0	0.7	0.5	0.2	0.3	0.3	0.0	2.8	2.8	0.0
More FM	17.4	15.1	2.3	3	3.2	3.1	0.1	4.4	3.4	1.0	6.8	6.1	0.7	9.4	7.9	1.5	3.9	3.8	0.1	2.5	2.8	-0.3	4.4	3.8	0.6
Newstalk ZB	14.0	14.6	-0.6	7	0.5	0.3	0.2	0.6	0.5	0.1	1.3	1.1	0.2	3.4	3.0	0.4	5.1	5.1	0.0	7.2	7.8	-0.6	1.7	1.4	0.3
Radio Hauraki	4.0	3.3	0.7	14	0.7	0.8	-0.1	1.1	0.9	0.2	0.8	0.5	0.3	1.9	1.3	0.6	1.3	1.0	0.3	0.7	0.5	0.2	0.4	0.3	0.1
Radio Kahungunu	1.3	1.9	-0.6	17	*	0.2	*	*	0.3	*	0.3	0.4	-0.1	0.6	0.6	0.0	0.7	0.5	0.2	0.6	0.7	-0.1	0.8	0.8	0.0
RadioLIVE	3.9	4.0	-0.1	15	0.3	0.3	0.0	1.1	0.9	0.2	1.0	0.8	0.2	1.7	1.2	0.5	1.6	1.6	0.0	1.3	1.7	-0.4	0.6	0.5	0.1
Radio Sport	3.7	3.8	-0.1	16	0.2	0.3	-0.1	0.5	0.1	0.4	0.2	0.3	-0.1	0.7	1.0	-0.3	0.9	1.3	-0.4	1.5	1.7	-0.2	0.1	0.2	-0.1
Rhema	4.1	3.3	0.8	13	0.5	0.6	-0.1	0.6	0.4	0.2	0.8	0.4	0.4	2.0	1.2	0.8	1.7	1.4	0.3	1.1	1.0	0.1	0.7	0.4	0.3
Rock	16.2	16.3	-0.1	5	1.8	2.1	-0.3	6.4	6.1	0.3	7.4	6.6	0.8	9.8	9.5	0.3	3.6	4.3	-0.7	1.7	1.5	0.2	2.5	2.7	-0.2
Star	0.1	*	*	19	*	*	*	*	*	*	0.1	*	*	0.1	*	*	*	*	*	*	*	*	*	*	*
The Hits	19.0	18.6	0.4	1	4.8	3.8	1.0	3.8	4.2	-0.4	5.0	5.2	-0.2	9.3	9.2	0.1	6.6	6.7	-0.1	3.5	3.5	0.0	4.2	4.1	0.1
The Sound	12.9	12.2	0.7	8	0.9	0.9	0.0	1.8	1.7	0.1	3.5	2.8	0.7	7.1	6.7	0.4	6.7	6.5	0.2	4.2	3.9	0.3	1.8	1.9	-0.1
ZM	8.7	8.7	0.0	11	1.2	1.2	0.0	3.8	4.0	-0.2	4.0	4.1	-0.1	5.3	5.4	-0.1	1.4	1.5	-0.1	0.3	0.2	0.1	2.5	2.8	-0.3
Others	8.5	10.5	-2.0		1.1	0.8	0.3	1.9	1.8	0.1	2.2	2.8	-0.6	3.5	5.1	-1.6	1.9	3.2	-1.3	1.6	2.2	-0.6	1.4	1.9	-0.5
Mediaworks Combo	74.0	74.3	-0.3		9.9	10.6	-0.7	18.8	18.1	0.7	20.4	20.8	-0.4	31.2	31.8	-0.6	22.7	23.6	-0.9	21.3	21.6	-0.3	12.7	14.0	-1.3
NZME Combo	56.9	57.8	-0.9		8.7	7.7	1.0	12.1	13.3	-1.2	14.5	15.6	-1.1	23.6	24.2	-0.6	15.9	16.5	-0.6	14.9	15.8	-0.9	10.4	11.4	-1.0
All Commercial Radio	100.3	100.3	0.0		13.3	13.1	0.2	21.9	21.8	0.1	26.1	26.2	-0.1	42.4	42.7	-0.3	31.0	31.8	-0.8	27.5	28.2	-0.7	17.9	19.1	-1.2
Potential (000)	122.1	122.1	0.0		16.2	16.6	-0.4	26.4	26.0	0.4	30.1	30.1	0.0	49.2	49.2	0.0	37.3	37.3	0.0	33.5	33.5	0.0	20.5	21.3	-0.8
Sample	860	984	-124		105	131	-26	180	206	-26	221	264	-43	321	390	-69	239	274	-35	261	283	-22	148	182	-34

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	This	Last	+/-
Potential (000)	122.1	122.1	0.0
Sample Size	860	984	-124

	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	6.6	0.0	8	5.4	5.5	-0.1	6.9	7.4	-0.5	6.3	6.7	-0.4	1.5	2.7	-1.2	1.1	1.0	0.1	9.3	9.4	-0.1	
Coast	3.9	3.9	0.0	12	3.4	3.5	-0.1	5.2	5.4	-0.2	3.5	3.8	-0.3	1.2	1.4	-0.2	0.6	0.4	0.2	5.8	5.8	0.0	
Edge	8.6	10.4	-1.8	6	7.9	7.2	0.7	9.7	10.7	-1.0	10.5	11.7	-1.2	6.4	6.4	0.0	2.3	1.8	0.5	11.9	13.2	-1.3	
Flava	5.9	6.5	-0.6	9	4.7	4.2	0.5	6.3	7.3	-1.0	5.1	5.4	-0.3	2.4	3.2	-0.8	2.3	1.1	1.2	7.3	7.6	-0.3	
Life FM	0.8	0.6	0.2	17	0.5	0.5	0.0	1.0	0.8	0.2	0.8	0.6	0.2	0.1	*	*	0.1	0.1	0.0	0.6	0.6	0.0	
Magic	10.3	10.8	-0.5	5	10.8	10.7	0.1	9.5	10.4	-0.9	8.5	8.4	0.1	4.8	4.7	0.1	1.7	1.9	-0.2	11.2	11.3	-0.1	
Mai FM	5.6	6.0	-0.4	10	4.5	4.6	-0.1	6.0	6.4	-0.4	4.9	5.3	-0.4	1.8	1.6	0.2	1.1	0.8	0.3	6.8	6.4	0.4	
More FM	10.6	8.7	1.9	3	7.3	5.6	1.7	8.9	8.1	0.8	8.6	6.8	1.8	3.6	3.2	0.4	3.2	2.8	0.4	10.6	9.0	1.6	
Newstalk ZB	10.7	10.5	0.2	2	5.4	6.4	-1.0	4.5	5.6	-1.1	4.6	4.9	-0.3	5.6	6.6	-1.0	4.9	5.2	-0.3	9.9	11.4	-1.5	
Radio Hauraki	2.1	2.0	0.1	14	0.7	0.5	0.2	1.6	1.6	0.0	1.7	1.7	0.0	0.9	0.9	0.0	*	*	*	2.2	1.9	0.3	
Radio Kahungunu	0.7	0.7	0.0	18	0.6	0.8	-0.2	0.4	0.6	-0.2	0.7	1.0	-0.3	0.3	0.3	0.0	0.2	0.1	0.1	0.8	1.0	-0.2	
RadioLIVE	2.2	2.5	-0.3	13	1.3	1.5	-0.2	1.5	1.4	0.1	1.2	1.4	-0.2	0.6	1.1	-0.5	0.8	1.4	-0.6	1.3	2.0	-0.7	
Radio Sport	1.7	1.8	-0.1	16	1.2	1.1	0.1	0.8	1.0	-0.2	1.1	1.1	0.0	1.2	1.1	0.1	0.2	0.3	-0.1	2.0	2.7	-0.7	
Rhema	2.1	1.6	0.5	14	1.1	0.8	0.3	1.8	1.6	0.2	1.5	1.3	0.2	1.0	0.9	0.1	0.3	0.4	-0.1	3.1	2.5	0.6	
Rock	10.5	10.3	0.2	4	7.7	7.1	0.6	10.1	9.4	0.7	8.7	8.0	0.7	3.3	3.5	-0.2	1.9	2.4	-0.5	9.0	9.1	-0.1	
Star	0.1	*	*	19	0.1	*	*	0.1	*	*	0.1	*	*	0.1	*	*	*	*	*	*	*	*	*
The Hits	11.6	10.7	0.9	1	8.1	7.3	0.8	11.7	10.6	1.1	10.1	9.3	0.8	3.4	3.4	0.0	1.2	1.6	-0.4	11.0	11.7	-0.7	
The Sound	7.8	7.5	0.3	7	7.5	6.1	1.4	8.2	7.1	1.1	7.3	7.2	0.1	2.9	2.6	0.3	1.1	1.1	0.0	6.3	7.0	-0.7	
ZM	4.9	4.6	0.3	11	4.2	4.7	-0.5	5.8	6.2	-0.4	4.7	5.1	-0.4	1.5	1.5	0.0	0.9	0.8	0.1	4.9	4.5	0.4	
Others	4.3	4.5	-0.2		3.5	4.6	-1.1	4.3	5.3	-1.0	3.0	3.8	-0.8	3.1	3.3	-0.2	1.1	1.2	-0.1	4.9	6.7	-1.8	
Mediaworks Combo	50.3	50.8	-0.5		43.5	40.3	3.2	50.1	50.0	0.1	47.1	47.0	0.1	23.2	23.3	-0.1	12.0	11.7	0.3	53.6	54.4	-0.8	
NZME Combo	36.2	36.0	0.2		26.0	26.6	-0.6	33.1	34.5	-1.4	28.7	29.6	-0.9	15.6	17.4	-1.8	10.3	9.4	0.9	38.6	39.7	-1.1	
All Commercial Radio	76.4	76.3	0.1		61.8	60.2	1.6	72.7	73.4	-0.7	68.1	68.0	0.1	37.3	39.5	-2.2	21.0	20.2	0.8	81.3	82.2	-0.9	

Mediaworks Combo: Breeze or Edge or Magic or Mai FM or More FM or RadioLIVE or Rock or The Sound or 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 internet only listening to Hokonui or Mix

# HAWKE'S BAY COMMERCIAL RADIO - SURVEY 3 2018

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

Survey Comparisons: 2/2018 - 3/2018

This Survey Period: Sun Sep 10 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Sep 1 2018

Last Survey Period: Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 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	6:19	7:35	-1:16	2:03	1:47	0:16	6:53	9:43	-2:50	7:18	8:01	-0:42	6:48	8:25	-1:37	6:14	7:51	-1:36	7:42	6:44	0:58	7:16	9:00	-1:44
Coast	8:22	7:57	0:24	2:35	4:55	-2:19	0:46	0:49	-0:02	1:54	1:27	0:26	6:03	4:54	1:08	13:14	12:30	0:44	9:34	9:50	-0:15	5:14	4:13	1:01
Edge	8:09	6:47	1:22	10:20	7:23	2:57	7:02	6:24	0:37	8:04	6:58	1:05	8:08	6:49	1:18	6:51	5:55	0:55	4:32	4:30	0:01	6:38	7:24	-0:45
Flava	6:43	6:28	0:15	5:56	7:19	-1:23	6:28	5:36	0:52	7:57	7:36	0:21	7:49	7:21	0:27	6:18	1:46	4:32	*	1:40	*	7:32	5:09	2:22
Life FM	3:52	5:35	-1:43	2:46	3:27	-0:40	4:47	4:37	0:10	3:32	3:29	0:03	4:31	8:02	-3:31	7:43	16:24	-8:40	7:30	7:45	-0:15	1:55	9:31	-7:35
Magic	16:28	15:27	1:01	1:50	1:29	0:20	9:20	6:22	2:58	8:05	7:49	0:16	13:38	13:06	0:32	13:21	12:11	1:09	18:24	17:29	0:54	11:30	10:54	0:35
Mai FM	12:34	12:45	-0:10	4:58	8:01	-3:03	16:48	15:29	1:19	15:53	14:45	1:07	15:20	15:51	-0:30	7:07	20:37	-13:30	6:15	6:15	0:00	10:10	9:42	0:27
More FM	8:22	7:27	0:54	4:33	4:23	0:10	5:47	4:06	1:41	9:47	7:48	1:58	9:09	7:48	1:20	9:56	10:10	-0:13	11:47	11:10	0:36	7:50	7:50	0:00
Newstalk ZB	13:23	15:07	-1:43	3:11	3:06	0:04	2:37	2:39	-0:01	4:59	9:56	-4:56	8:17	11:25	-3:07	12:39	13:31	-0:51	14:31	15:15	-0:44	9:59	8:45	1:14
Radio Hauraki	4:42	5:25	-0:42	3:52	6:59	-3:07	4:53	4:28	0:24	4:55	4:51	0:03	6:31	6:55	-0:24	6:47	6:57	-0:09	1:49	2:07	-0:17	1:34	2:32	-0:58
Radio Kahungunu	8:56	7:04	1:52	*	1:15	*	*	5:00	*	9:25	2:15	7:10	5:19	1:44	3:34	11:11	14:27	-3:16	12:46	13:30	-0:44	7:12	4:45	2:27
RadioLIVE	6:06	8:50	-2:44	2:37	3:00	-0:23	3:50	4:05	-0:14	4:15	4:45	-0:30	5:24	5:29	-0:05	5:54	8:10	-2:16	5:15	10:29	-5:13	6:30	5:54	0:35
Radio Sport	5:22	8:29	-3:07	0:45	2:40	-1:55	3:12	2:30	0:42	2:50	2:25	0:25	5:46	4:42	1:04	4:42	6:14	-1:32	6:07	12:40	-6:32	3:15	1:40	1:34
Rhema	5:09	5:34	-0:25	3:08	4:21	-1:13	12:55	5:35	7:19	10:12	4:27	5:45	6:27	4:40	1:47	5:10	8:07	-2:56	4:44	8:11	-3:27	6:59	5:20	1:38
Rock	14:26	13:08	1:17	5:54	4:56	0:58	13:50	14:01	-0:11	14:30	13:33	0:57	16:16	14:33	1:42	20:44	16:53	3:51	19:16	15:49	3:26	9:34	8:57	0:37
Star	3:30	*	*	*	*	*	*	*	*	3:30	*	*	3:30	*	*	*	*	*	*	*	*	*	*	*
The Hits	8:34	7:56	0:38	5:20	4:14	1:06	6:39	5:55	0:43	10:21	9:15	1:05	9:56	8:34	1:22	10:16	10:13	0:03	10:08	12:04	-1:56	7:45	7:04	0:40
The Sound	13:35	13:03	0:32	7:36	2:02	5:33	14:45	11:39	3:05	10:34	9:30	1:04	15:10	15:45	-0:35	16:37	17:27	-0:49	10:57	10:07	0:49	10:31	10:21	0:09
ZM	7:37	6:47	0:50	3:19	3:09	0:09	6:00	7:07	-1:06	9:00	8:57	0:02	8:29	8:17	0:11	6:38	5:41	0:57	30:47	1:37	29:10	8:40	9:16	-0:36
Others	10:27	11:01	-0:33	7:29	3:28	4:01	6:44	10:03	-3:18	9:35	12:01	-2:25	10:01	11:24	-1:22	10:21	9:41	0:39	10:21	12:28	-2:06	12:29	14:29	-1:59
Mediaworks Combo	16:27	15:36	0:50	9:43	8:08	1:35	16:28	15:38	0:50	18:27	16:09	2:18	18:41	17:27	1:13	17:08	17:11	-0:03	17:15	16:27	0:47	13:51	13:45	0:05
NZME Combo	10:54	11:13	-0:19	7:03	7:01	0:02	7:57	7:23	0:34	10:02	9:48	0:14	10:14	9:59	0:14	12:05	12:34	-0:28	13:52	14:58	-1:06	9:07	7:56	1:10
All Commercial Radio	19:24	19:25	-0:01	12:15	11:07	1:07	19:04	18:15	0:49	21:07	19:55	1:11	20:33	20:01	0:31	19:55	20:45	-0:49	21:54	22:37	-0:43	16:47	16:46	0:01
Potential (000)	122.1	122.1	0.0	16.2	16.6	-0.4	26.4	26.0	0.4	30.1	30.1	0.0	49.2	49.2	0.0	37.3	37.3	0.0	33.5	33.5	0.0	20.5	21.3	-0.8
Sample	860	984	-124	105	131	-26	180	206	-26	221	264	-43	321	390	-69	239	274	-35	261	283	-22	148	182	-34

Mediaworks Combo: Breeze or Edge or Magic or Mai FM or More FM or RadioLIVE or Rock or The Sound or 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 internet only listening to Hokonui or Mix



# HAWKE'S BAY COMMERCIAL RADIO - SURVEY 3 2018

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

Survey Comparisons: 2/2018 - 3/2018

This Survey Period: Sun Sep 10 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Sep 1 2018

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

	This	Last	+/-
Potential (000)	122.1	122.1	0.0
Sample Size	860	984	-124

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

Mediaworks Combo: Breeze or Edge or Magic or Mai FM or More FM or RadioLIVE or Rock or The Sound or 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 internet only listening to Hokonui or Mix