



HAWKE'S BAY COMMERCIAL RADIO - SURVEY 4 2018

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

Survey Comparisons: 3/2018 - 4/2018

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

Last 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

	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	+/-	Rank	This	Last	+/-	Rank	This	Last	+/-	Rank	This	Last	+/-	Rank	This	Last	+/-	Rank	This	Last	+/-	Rank	This	Last	+/-	Rank
Breeze	5.9	5.2	0.7	8	3.8	2.5	1.3		5.1	4.5	0.6		7.8	6.8	1.0		7.9	6.0	1.9		7.6	5.6	2.0		5.5	6.4	-0.9		12.6	8.5	4.1	
Coast	4.0	3.7	0.3	10	0.6	0.5	0.1		0.1	0.1	0.0		0.9	0.5	0.4		1.7	1.6	0.1		6.6	5.5	1.1		8.3	7.9	0.4		2.1	1.5	0.6	
Edge	6.5	7.6	-1.1	7	25.7	31.2	-5.5		12.7	13.2	-0.5		7.7	8.3	-0.6		6.4	6.4	0.0		2.5	3.0	-0.5		0.6	1.4	-0.8		8.8	7.3	1.5	
Flava	4.0	4.1	-0.1	10	16.7	12.2	4.5		8.6	8.1	0.5		6.0	6.9	-0.9		4.2	4.6	-0.4		0.6	0.4	0.2		0.2	*	*		4.8	6.1	-1.3	
Life FM	0.3	0.3	0.0	18	1.3	1.2	0.1		0.3	0.3	0.0		0.3	0.2	0.1		0.3	0.3	0.0		0.4	0.3	0.1		0.2	0.2	0.0		0.3	0.1	0.2	
Magic	15.6	14.1	1.5	1	0.5	0.7	-0.2		1.4	1.3	0.1		0.7	1.4	-0.7		3.7	4.3	-0.6		16.1	15.6	0.5		36.6	33.5	3.1		5.6	6.2	-0.6	
Mai FM	5.2	5.8	-0.6	9	5.8	5.1	0.7		13.1	19.5	-6.4		13.5	12.9	0.6		9.5	8.4	1.1		1.6	0.8	0.8		0.3	0.3	0.0		13.0	9.5	3.5	
More FM	7.6	7.5	0.1	6	11.8	8.8	3.0		6.5	6.1	0.4		13.3	12.1	1.2		10.6	9.9	0.7		4.8	6.3	-1.5		3.5	5.0	-1.5		11.1	11.6	-0.5	
Newstalk ZB	8.8	9.6	-0.8	3	0.8	1.0	-0.2		0.1	0.4	-0.3		0.4	1.2	-0.8		2.1	3.2	-1.1		10.2	10.4	-0.2		16.8	17.4	-0.6		2.4	5.8	-3.4	
Radio Hauraki	0.4	1.0	-0.6	17	0.7	1.7	-1.0		1.3	1.3	0.0		1.1	0.7	0.4		0.7	1.4	-0.7		*	1.4	*		*	0.2	*		*	0.2	*	
Radio Kahungunu	1.5	0.6	0.9	14	*	*	*		*	*	*		0.6	0.5	0.1		0.4	0.4	0.0		1.1	1.2	-0.1		1.0	1.2	-0.2		1.7	1.8	-0.1	
RadioLIVE	1.7	1.2	0.5	13	0.7	0.4	0.3		0.2	1.0	-0.8		0.3	0.7	-0.4		1.5	1.0	0.5		2.9	1.5	1.4		2.1	1.1	1.0		1.3	1.3	0.0	
Radio Sport	1.0	1.0	0.0	15	0.2	0.1	0.1		0.4	0.4	0.0		0.6	0.1	0.5		0.6	0.5	0.1		0.4	0.7	-0.3		1.8	1.5	0.3		0.1	0.1	0.0	
Rhema	0.8	1.1	-0.3	16	0.4	1.0	-0.6		1.4	2.0	-0.6		1.2	1.5	-0.3		1.3	1.4	-0.1		1.2	1.5	-0.3		0.5	0.8	-0.3		1.7	1.7	0.0	
Rock	13.4	12.0	1.4	2	4.4	6.5	-2.1		25.6	21.0	4.6		23.0	19.5	3.5		20.7	18.3	2.4		13.4	12.0	1.4		6.4	5.4	1.0		12.9	7.9	5.0	
Star	*	*	*	*	*	*	*		*	*	*		0.1	0.1	0.0		0.1	*	*		*	*	*		*	*	*		*	*	*	
The Hits	8.0	8.4	-0.4	5	14.9	15.6	-0.7		6.2	6.0	0.2		9.0	9.5	-0.5		9.6	10.6	-1.0		10.2	11.0	-0.8		6.3	5.8	0.5		11.6	10.7	0.9	
The Sound	8.1	9.0	-0.9	4	3.6	4.1	-0.5		7.4	6.3	1.1		4.5	6.7	-2.2		10.7	12.4	-1.7		17.0	18.1	-1.1		6.8	7.7	-0.9		5.6	6.5	-0.9	
ZM	3.4	3.4	0.0	12	3.2	2.5	0.7		7.7	5.5	2.2		6.7	6.5	0.2		5.4	5.1	0.3		1.5	1.5	0.0		1.0	1.5	-0.5		4.2	7.2	-3.0	
Others	3.7	4.6	-0.9		4.9	5.1	-0.2		1.8	3.1	-1.3		2.4	3.9	-1.5		2.7	4.0	-1.3		1.8	3.3	-1.5		2.1	2.8	-0.7		0.2	5.9	-5.7	
MediaWorks Combo	64.2	62.6	1.6		56.3	59.2	-2.9		73.0	74.2	-1.2		70.7	68.4	2.3		71.0	66.9	4.1		65.8	62.8	3.0		61.8	60.8	1.0		70.9	58.9	12.0	
NZME Combo	30.2	31.9	-1.7		41.9	37.8	4.1		25.1	23.1	2.0		25.0	26.3	-1.3		24.5	27.8	-3.3		29.9	31.1	-1.2		34.4	34.2	0.2		25.2	31.7	-6.5	
Potential (000)	122.1	122.1	0.0		15.6	16.2	-0.6		27.0	26.4	0.6		30.1	30.1	0.0		49.2	49.2	0.0		37.3	37.3	0.0		33.5	33.5	0.0		21.9	20.5	1.4	
Sample	834	860	-26		93	105	-12		177	180	-3		210	221	-11		308	321	-13		230	239	-9		255	261	-6		148	148	0	

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 4 2018

Station Share (%) by Daypart, People 10+
 Survey Comparisons: 3/2018 - 4/2018

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

Last 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

	This	Last	+/-
Potential (000)	122.1	122.1	0.0
Sample Size	834	860	-26

	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	5.3	1.1	7	5.2	4.8	0.4		6.0	5.3	0.7		6.2	5.4	0.8		3.1	1.8	1.3		1.9	2.0	-0.1		7.5	7.0	0.5	
Coast	3.2	2.9	0.3	12	6.0	4.8	1.2		4.4	4.3	0.1		2.2	2.6	-0.4		1.7	2.0	-0.3		0.6	0.7	-0.1		4.9	4.7	0.2	
Edge	5.2	6.1	-0.9	8	5.2	5.7	-0.5		7.1	7.9	-0.8		10.4	12.0	-1.6		8.5	8.1	0.4		3.5	4.1	-0.6		6.4	8.4	-2.0	
Flava	3.8	3.7	0.1	11	2.7	3.7	-1.0		4.0	3.4	0.6		4.7	4.5	0.2		4.7	5.3	-0.6		7.4	6.2	1.2		3.7	4.3	-0.6	
Life FM	0.4	0.4	0.0	17	0.2	0.2	0.0		0.3	0.2	0.1		0.6	0.6	0.0		0.1	0.1	0.0		0.1	0.1	0.0		0.2	0.2	0.0	
Magic	14.3	14.1	0.2	1	16.8	16.0	0.8		14.5	13.0	1.5		13.8	11.7	2.1		13.3	10.5	2.8		17.2	14.0	3.2		18.3	15.7	2.6	
Mai FM	3.9	3.8	0.1	10	4.7	4.4	0.3		5.1	5.9	-0.8		6.4	7.3	-0.9		4.7	4.7	0.0		1.5	4.7	-3.2		7.2	8.2	-1.0	
More FM	9.3	8.6	0.7	4	6.1	7.0	-0.9		6.4	6.0	0.4		8.4	7.8	0.6		14.6	12.2	2.4		12.1	11.1	1.0		5.4	5.9	-0.5	
Newstalk ZB	11.5	12.9	-1.4	3	6.3	7.9	-1.6		2.8	3.1	-0.3		4.6	4.8	-0.2		18.5	17.7	0.8		35.5	31.3	4.2		8.6	9.6	-1.0	
Radio Hauraki	0.3	0.7	-0.4	18	0.2	1.1	-0.9		0.7	1.3	-0.6		0.5	0.8	-0.3		0.1	0.6	-0.5		*	*	*		0.5	1.1	-0.6	
Radio Kahungunu	1.0	0.4	0.6	14	1.2	0.2	1.0		1.4	0.5	0.9		2.2	0.7	1.5		1.5	0.3	1.2		0.6	0.1	0.5		2.3	1.3	1.0	
RadioLIVE	3.1	1.8	1.3	13	1.9	1.1	0.8		0.8	1.1	-0.3		1.1	0.7	0.4		1.3	0.3	1.0		1.2	3.5	-2.3		1.8	0.9	0.9	
Radio Sport	0.7	0.9	-0.2	16	1.1	0.8	0.3		0.7	0.3	0.4		1.6	1.2	0.4		1.6	2.3	-0.7		0.4	0.3	0.1		1.1	1.7	-0.6	
Rhema	0.8	1.3	-0.5	15	0.6	0.6	0.0		0.6	0.9	-0.3		1.3	1.5	-0.2		1.6	1.4	0.2		0.1	0.4	-0.3		1.1	1.3	-0.2	
Rock	14.3	13.9	0.4	1	17.3	15.8	1.5		17.9	17.3	0.6		10.6	9.3	1.3		3.2	3.9	-0.7		3.7	4.1	-0.4		10.9	8.2	2.7	
Star	*	*	*	*	*	*	*		*	*	*		*	*	*		*	*	*		*	*	*		*	*	*	
The Hits	8.5	8.5	0.0	5	6.8	6.6	0.2		8.3	9.3	-1.0		10.6	10.6	0.0		6.9	5.2	1.7		2.4	2.3	0.1		8.3	9.9	-1.6	
The Sound	6.5	7.3	-0.8	6	11.6	12.5	-0.9		11.3	12.0	-0.7		7.8	10.9	-3.1		5.2	13.2	-8.0		3.7	2.0	1.7		5.1	4.0	1.1	
ZM	4.0	3.6	0.4	9	2.4	2.9	-0.5		4.1	4.1	0.0		3.9	3.5	0.4		2.2	1.7	0.5		6.3	7.0	-0.7		2.6	2.6	0.0	
Others	2.9	3.8	-0.9		3.7	3.7	0.0		3.5	4.1	-0.6		3.1	4.1	-1.0		7.0	8.5	-1.5		1.8	6.2	-4.4		4.2	4.9	-0.7	
MediaWorks Combo	63.0	60.9	2.1		69.1	67.8	1.3		69.4	68.9	0.5		65.1	65.4	-0.3		54.3	55.3	-1.0		44.8	45.8	-1.0		62.6	58.3	4.3	
NZME Combo	32.0	33.4	-1.4		25.8	28.1	-2.3		25.7	26.4	-0.7		28.9	29.0	-0.1		37.2	36.6	0.6		53.3	49.5	3.8		30.4	35.1	-4.7	

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 internet only listening to Hokonui or Mix



HAWKE'S BAY COMMERCIAL RADIO - SURVEY 4 2018

Cumulative Audience (000's) by Demographic, Mon-Sun 12mn-12mn
 Survey Comparisons: 3/2018 - 4/2018

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

Last 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

	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	16.6	15.9	0.7	4	2.0	1.9	0.1	2.7	2.7	0.0	4.9	5.1	-0.2	7.9	7.6	0.3	6.9	5.6	1.3	5.4	5.0	0.4	4.4	3.5	0.9
Coast	9.5	8.6	0.9	10	0.3	0.3	0.0	0.5	0.5	0.0	1.8	1.5	0.3	2.5	2.2	0.3	3.3	2.6	0.7	5.4	5.0	0.4	1.5	0.8	0.7
Edge	16.0	18.1	-2.1	6	4.9	4.9	0.0	6.2	7.9	-1.7	4.7	5.7	-1.0	6.1	6.9	-0.8	2.2	2.7	-0.5	1.2	1.8	-0.6	3.3	3.3	0.0
Flava	10.5	11.8	-1.3	9	2.9	3.3	-0.4	4.6	5.2	-0.6	4.4	4.8	-0.4	4.8	5.2	-0.4	0.7	0.4	0.3	0.2	*	*	2.2	2.4	-0.2
Life FM	1.7	1.3	0.4	18	0.8	0.7	0.1	0.2	0.2	0.0	0.4	0.4	0.0	0.7	0.5	0.2	0.4	0.2	0.2	0.1	0.1	0.0	0.3	0.2	0.1
Magic	16.7	16.6	0.1	3	0.5	0.6	-0.1	0.6	0.6	0.0	0.7	1.0	-0.3	2.6	2.8	-0.2	7.4	7.2	0.2	11.4	11.0	0.4	1.5	1.6	-0.1
Mai FM	9.1	9.0	0.1	11	1.6	1.7	-0.1	4.3	4.9	-0.6	4.7	4.5	0.2	5.3	4.8	0.5	1.0	0.7	0.3	0.4	0.3	0.1	3.5	2.8	0.7
More FM	18.8	17.4	1.4	1	3.4	3.2	0.2	5.5	4.4	1.1	7.3	6.8	0.5	10.1	9.4	0.7	3.9	3.9	0.0	2.2	2.5	-0.3	5.0	4.4	0.6
Newstalk ZB	12.8	14.0	-1.2	7	0.5	0.5	0.0	0.2	0.6	-0.4	0.5	1.3	-0.8	2.4	3.4	-1.0	5.2	5.1	0.1	7.2	7.2	0.0	1.1	1.7	-0.6
Radio Hauraki	2.4	4.0	-1.6	16	0.6	0.7	-0.1	1.1	1.1	0.0	1.1	0.8	0.3	1.3	1.9	-0.6	0.3	1.3	-1.0	0.3	0.7	-0.4	0.2	0.4	-0.2
Radio Kahungunu	1.8	1.3	0.5	17	*	*	*	*	*	*	0.4	0.3	0.1	0.8	0.6	0.2	0.8	0.7	0.1	0.5	0.6	-0.1	0.9	0.8	0.1
RadioLIVE	4.7	3.9	0.8	13	0.5	0.3	0.2	0.5	1.1	-0.6	0.4	1.0	-0.6	1.8	1.7	0.1	2.4	1.6	0.8	1.6	1.3	0.3	0.5	0.6	-0.1
Radio Sport	4.0	3.7	0.3	14	0.4	0.2	0.2	0.5	0.5	0.0	0.4	0.2	0.2	0.7	0.7	0.0	1.0	0.9	0.1	2.0	1.5	0.5	0.1	0.1	0.0
Rhema	3.7	4.1	-0.4	15	0.3	0.5	-0.2	0.4	0.6	-0.2	0.9	0.8	0.1	2.1	2.0	0.1	1.8	1.7	0.1	0.8	1.1	-0.3	1.0	0.7	0.3
Rock	16.6	16.2	0.4	4	1.5	1.8	-0.3	7.5	6.4	1.1	7.6	7.4	0.2	9.8	9.8	0.0	4.0	3.6	0.4	2.3	1.7	0.6	3.3	2.5	0.8
Star	0.3	0.1	0.2	19	*	*	*	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	*	*	*	*	*	*	*	*	*
The Hits	17.3	19.0	-1.7	2	4.0	4.8	-0.8	3.0	3.8	-0.8	3.6	5.0	-1.4	8.5	9.3	-0.8	7.5	6.6	0.9	3.5	3.5	0.0	3.6	4.2	-0.6
The Sound	12.3	12.9	-0.6	8	0.9	0.9	0.0	2.5	1.8	0.7	3.8	3.5	0.3	7.0	7.1	-0.1	6.2	6.7	-0.5	3.8	4.2	-0.4	2.7	1.8	0.9
ZM	8.8	8.7	0.1	12	1.4	1.2	0.2	4.9	3.8	1.1	4.1	4.0	0.1	5.3	5.3	0.0	1.2	1.4	-0.2	0.2	0.3	-0.1	2.1	2.5	-0.4
Others	7.2	8.5	-1.3		0.8	1.1	-0.3	1.2	1.9	-0.7	1.2	2.2	-1.0	2.6	3.5	-0.9	1.8	1.9	-0.1	1.7	1.6	0.1	0.4	1.4	-1.0
MediaWorks Combo	76.8	74.0	2.8		10.5	9.9	0.6	19.1	18.8	0.3	20.6	20.4	0.2	33.2	31.2	2.0	25.0	22.7	2.3	21.4	21.3	0.1	15.1	12.7	2.4
NZME Combo	54.2	56.9	-2.7		8.3	8.7	-0.4	11.5	12.1	-0.6	13.5	14.5	-1.0	22.2	23.6	-1.4	16.4	15.9	0.5	15.0	14.9	0.1	9.4	10.4	-1.0
All Commercial Radio	99.6	100.3	-0.7		13.4	13.3	0.1	21.7	21.9	-0.2	25.2	26.1	-0.9	41.8	42.4	-0.6	31.8	31.0	0.8	27.5	27.5	0.0	18.5	17.9	0.6
Potential (000)	122.1	122.1	0.0		15.6	16.2	-0.6	27.0	26.4	0.6	30.1	30.1	0.0	49.2	49.2	0.0	37.3	37.3	0.0	33.5	33.5	0.0	21.9	20.5	1.4
Sample	834	860	-26		93	105	-12	177	180	-3	210	221	-11	308	321	-13	230	239	-9	255	261	-6	148	148	0

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 4 2018

Cumulative Audience (000's) by Daypart, People 10+
 Survey Comparisons: 3/2018 - 4/2018

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

Last 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

	This	Last	+/-
Potential (000)	122.1	122.1	0.0
Sample Size	834	860	-26

	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	8.1	6.6	1.5	7	5.7	5.4	0.3	6.9	6.9	0.0	7.0	6.3	0.7	1.7	1.5	0.2	1.1	1.1	0.0	9.9	9.3	0.6
Coast	4.3	3.9	0.4	12	4.7	3.4	1.3	6.5	5.2	1.3	3.7	3.5	0.2	1.2	1.2	0.0	0.4	0.6	-0.2	6.5	5.8	0.7
Edge	8.8	8.6	0.2	6	6.7	7.9	-1.2	8.4	9.7	-1.3	10.2	10.5	-0.3	6.1	6.4	-0.3	1.9	2.3	-0.4	10.1	11.9	-1.8
Flava	5.2	5.9	-0.7	10	3.6	4.7	-1.1	5.6	6.3	-0.7	4.6	5.1	-0.5	1.4	2.4	-1.0	2.5	2.3	0.2	6.5	7.3	-0.8
Life FM	1.0	0.8	0.2	17	0.7	0.5	0.2	1.2	1.0	0.2	0.9	0.8	0.1	0.1	0.1	0.0	0.1	0.1	0.0	0.7	0.6	0.1
Magic	10.4	10.3	0.1	4	10.8	10.8	0.0	10.4	9.5	0.9	9.3	8.5	0.8	4.4	4.8	-0.4	2.1	1.7	0.4	11.4	11.2	0.2
Mai FM	5.4	5.6	-0.2	9	4.4	4.5	-0.1	6.0	6.0	0.0	4.5	4.9	-0.4	1.2	1.8	-0.6	0.8	1.1	-0.3	6.9	6.8	0.1
More FM	11.5	10.6	0.9	1	6.2	7.3	-1.1	10.0	8.9	1.1	9.2	8.6	0.6	4.5	3.6	0.9	3.5	3.2	0.3	10.8	10.6	0.2
Newstalk ZB	9.6	10.7	-1.1	5	5.6	5.4	0.2	4.8	4.5	0.3	4.9	4.6	0.3	5.0	5.6	-0.6	5.0	4.9	0.1	8.8	9.9	-1.1
Radio Hauraki	0.8	2.1	-1.3	18	0.3	0.7	-0.4	1.0	1.6	-0.6	1.0	1.7	-0.7	0.2	0.9	-0.7	*	*	*	1.2	2.2	-1.0
Radio Kahungunu	1.1	0.7	0.4	16	1.0	0.6	0.4	0.8	0.4	0.4	1.1	0.7	0.4	0.6	0.3	0.3	0.3	0.2	0.1	1.0	0.8	0.2
RadioLIVE	3.4	2.2	1.2	13	2.1	1.3	0.8	1.5	1.5	0.0	1.6	1.2	0.4	1.4	0.6	0.8	0.6	0.8	-0.2	1.9	1.3	0.6
Radio Sport	1.6	1.7	-0.1	15	1.5	1.2	0.3	1.3	0.8	0.5	1.3	1.1	0.2	0.7	1.2	-0.5	0.3	0.2	0.1	2.1	2.0	0.1
Rhema	2.0	2.1	-0.1	14	1.4	1.1	0.3	1.3	1.8	-0.5	1.4	1.5	-0.1	1.0	1.0	0.0	0.1	0.3	-0.2	2.7	3.1	-0.4
Rock	11.2	10.5	0.7	2	7.1	7.7	-0.6	9.3	10.1	-0.8	9.1	8.7	0.4	3.2	3.3	-0.1	2.0	1.9	0.1	9.6	9.0	0.6
Star	0.2	0.1	0.1	19	0.1	0.1	0.0	0.1	0.1	0.0	0.2	0.1	0.1	0.1	0.1	0.0	*	*	*	0.1	*	*
The Hits	10.7	11.6	-0.9	3	7.6	8.1	-0.5	10.4	11.7	-1.3	10.7	10.1	0.6	3.1	3.4	-0.3	1.1	1.2	-0.1	8.5	11.0	-2.5
The Sound	7.2	7.8	-0.6	8	6.6	7.5	-0.9	7.4	8.2	-0.8	5.9	7.3	-1.4	2.1	2.9	-0.8	2.0	1.1	0.9	6.2	6.3	-0.1
ZM	5.0	4.9	0.1	11	3.9	4.2	-0.3	6.3	5.8	0.5	5.1	4.7	0.4	1.5	1.5	0.0	1.0	0.9	0.1	4.7	4.9	-0.2
Others	3.6	4.3	-0.7		3.5	3.5	0.0	4.0	4.3	-0.3	3.2	3.0	0.2	2.4	3.1	-0.7	1.0	1.1	-0.1	4.0	4.9	-0.9
MediaWorks Combo	54.2	50.3	3.9		42.6	43.5	-0.9	50.3	50.1	0.2	48.6	47.1	1.5	23.4	23.2	0.2	12.4	12.0	0.4	54.6	53.6	1.0
NZME Combo	33.3	36.2	-2.9		25.2	26.0	-0.8	32.9	33.1	-0.2	29.3	28.7	0.6	12.8	15.6	-2.8	10.5	10.3	0.2	34.6	38.6	-4.0
All Commercial Radio	77.0	76.4	0.6		60.6	61.8	-1.2	70.7	72.7	-2.0	69.5	68.1	1.4	35.0	37.3	-2.3	21.8	21.0	0.8	78.6	81.3	-2.7

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 4 2018

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

Survey Comparisons: 3/2018 - 4/2018

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

Last 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

	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	6:52	6:19	0:33	2:59	2:03	0:55	7:49	6:53	0:55	8:28	7:18	1:09	8:29	6:48	1:41	7:01	6:14	0:46	6:48	7:42	-0:54	9:21	7:16	2:04
Coast	8:10	8:22	-0:11	2:37	2:35	0:01	1:06	0:46	0:19	2:31	1:54	0:37	5:50	6:03	-0:12	12:45	13:14	-0:29	10:23	9:34	0:48	4:34	5:14	-0:39
Edge	7:56	8:09	-0:13	8:05	10:20	-2:14	8:18	7:02	1:15	8:49	8:04	0:44	8:49	8:08	0:41	7:18	6:51	0:27	3:08	4:32	-1:24	8:43	6:38	2:04
Flava	7:18	6:43	0:35	8:48	5:56	2:51	7:35	6:28	1:06	7:23	7:57	-0:33	7:18	7:49	-0:31	5:58	6:18	-0:19	5:15	*	*	6:58	7:32	-0:34
Life FM	3:37	3:52	-0:14	2:23	2:46	-0:23	5:59	4:47	1:12	4:09	3:32	0:36	4:16	4:31	-0:14	5:30	7:43	-2:12	7:30	7:30	0:00	3:20	1:55	1:25
Magic	18:09	16:28	1:41	1:33	1:50	-0:16	9:54	9:20	0:34	5:35	8:05	-2:30	12:02	13:38	-1:35	13:45	13:21	0:23	21:29	18:24	3:05	11:49	11:30	0:19
Mai FM	11:01	12:34	-1:32	5:37	4:58	0:38	12:16	16:48	-4:32	15:32	15:53	-0:20	15:18	15:20	-0:01	10:46	7:07	3:39	6:15	6:15	0:00	12:18	10:10	2:08
More FM	7:52	8:22	-0:29	5:23	4:33	0:49	4:47	5:47	-1:00	9:51	9:47	0:03	8:52	9:09	-0:16	7:47	9:56	-2:09	10:44	11:47	-1:03	7:19	7:50	-0:30
Newstalk ZB	13:22	13:23	-0:01	2:27	3:11	-0:43	1:27	2:37	-1:10	4:11	4:59	-0:47	7:32	8:17	-0:44	12:33	12:39	-0:05	15:37	14:31	1:06	7:01	9:59	-2:57
Radio Hauraki	3:13	4:42	-1:28	1:57	3:52	-1:55	4:54	4:53	0:01	4:58	4:55	0:02	4:19	6:31	-2:11	0:39	6:47	-6:07	0:48	1:49	-1:01	0:45	1:34	-0:49
Radio Kahungunu	16:06	8:56	7:10	*	*	*	*	*	*	8:53	9:25	-0:31	4:32	5:19	-0:46	9:12	11:11	-1:58	12:59	12:46	0:13	6:00	7:12	-1:11
RadioLIVE	7:05	6:06	0:59	2:22	2:37	-0:14	1:55	3:50	-1:55	3:22	4:15	-0:52	7:06	5:24	1:42	7:43	5:54	1:48	8:34	5:15	3:18	7:56	6:30	1:26
Radio Sport	4:48	5:22	-0:33	0:45	0:45	0:00	3:05	3:12	-0:06	8:53	2:50	6:03	6:27	5:46	0:41	2:40	4:42	-2:01	5:53	6:07	-0:14	3:15	3:15	0:00
Rhema	4:26	5:09	-0:42	2:25	3:08	-0:42	12:29	12:55	-0:25	7:28	10:12	-2:44	5:14	6:27	-1:13	4:07	5:10	-1:03	3:54	4:44	-0:49	5:45	6:59	-1:13
Rock	15:40	14:26	1:14	4:33	5:54	-1:21	13:46	13:50	-0:03	16:16	14:30	1:46	17:51	16:16	1:34	21:26	20:44	0:41	18:35	19:16	-0:40	12:48	9:34	3:13
Star	1:56	3:30	-1:34	*	*	*	*	*	*	3:30	3:30	0:00	3:30	3:30	0:00	*	*	*	*	*	*	*	*	*
The Hits	8:54	8:34	0:19	5:42	5:20	0:21	8:12	6:39	1:33	13:30	10:21	3:09	9:30	9:56	-0:26	8:38	10:16	-1:38	11:58	10:08	1:50	10:35	7:45	2:49
The Sound	12:38	13:35	-0:56	6:06	7:36	-1:29	11:54	14:45	-2:51	6:14	10:34	-4:20	12:58	15:10	-2:11	17:19	16:37	0:41	12:10	10:57	1:12	6:45	10:31	-3:46
ZM	7:34	7:37	-0:03	3:38	3:19	0:19	6:26	6:00	0:25	8:50	9:00	-0:09	8:44	8:29	0:15	8:23	6:38	1:44	45:30	30:47	14:42	6:29	8:40	-2:10
Others	9:49	10:27	-0:38	9:20	7:29	1:51	6:02	6:44	-0:41	10:28	9:35	0:53	8:48	10:01	-1:13	6:22	10:21	-3:58	8:21	10:21	-2:00	2:03	12:29	-10:26
MediaWorks Combo	16:12	16:27	-0:14	8:19	9:43	-1:24	15:26	16:28	-1:02	18:29	18:27	0:01	18:06	18:41	-0:35	16:43	17:08	-0:24	19:22	17:15	2:07	15:27	13:51	1:35
NZME Combo	10:47	10:54	-0:06	7:49	7:03	0:46	8:50	7:57	0:52	9:55	10:02	-0:06	9:19	10:14	-0:55	11:33	12:05	-0:32	15:23	13:52	1:31	8:50	9:07	-0:16
All Commercial Radio	19:28	19:24	0:04	11:33	12:15	-0:41	18:38	19:04	-0:26	21:22	21:07	0:14	20:16	20:33	-0:16	19:57	19:55	0:02	24:20	21:54	2:26	17:47	16:47	0:59
Potential (000)	122.1	122.1	0.0	15.6	16.2	-0.6	27.0	26.4	0.6	30.1	30.1	0.0	49.2	49.2	0.0	37.3	37.3	0.0	33.5	33.5	0.0	21.9	20.5	1.4
Sample	834	860	-26	93	105	-12	177	180	-3	210	221	-11	308	321	-13	230	239	-9	255	261	-6	148	148	0

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 4 2018

Average Time Spent Listening (hh:mm) by Daypart, People 10+
 Survey Comparisons: 3/2018 - 4/2018

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

Last 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

	This	Last	+/-
Potential (000)	122.1	122.1	0.0
Sample Size	834	860	-26

	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	2:47	2:46	0:00	3:03	2:57	0:06	3:36	3:06	0:30	1:54	1:50	0:04	1:54	1:31	0:22	1:39	1:40	-0:00	3:04	3:07	-0:02
Coast	2:36	2:33	0:02	4:19	4:42	-0:23	2:50	3:21	-0:30	1:16	1:37	-0:20	1:25	2:07	-0:42	1:30	1:10	0:20	3:06	3:25	-0:18
Edge	2:06	2:28	-0:22	2:37	2:23	0:14	3:31	3:19	0:11	2:11	2:27	-0:16	1:27	1:37	-0:09	1:41	1:42	-0:01	2:35	2:56	-0:21
Flava	2:34	2:09	0:24	2:37	2:33	0:03	3:02	2:10	0:52	2:11	1:53	0:17	3:31	2:50	0:41	2:47	2:37	0:09	2:19	2:28	-0:09
Life FM	1:31	1:37	-0:05	1:03	1:34	-0:31	1:09	0:54	0:14	1:26	1:29	-0:02	1:00	1:00	0:00	0:30	0:30	0:00	1:22	1:27	-0:05
Magic	4:52	4:44	0:07	5:18	4:56	0:22	5:49	5:39	0:10	3:12	2:56	0:15	3:09	2:47	0:22	7:28	7:49	-0:20	6:32	5:53	0:38
Mai FM	2:33	2:18	0:14	3:41	3:16	0:25	3:35	4:02	-0:27	3:02	3:09	-0:07	4:00	3:20	0:39	1:37	4:13	-2:35	4:16	5:03	-0:46
More FM	2:52	2:48	0:03	3:22	3:13	0:09	2:40	2:45	-0:05	1:58	1:56	0:02	3:23	4:17	-0:53	3:11	3:18	-0:07	2:02	2:19	-0:16
Newstalk ZB	4:16	4:10	0:06	3:52	4:54	-1:02	2:25	2:49	-0:24	2:00	2:15	-0:15	3:56	4:02	-0:05	6:33	6:05	0:27	3:59	4:05	-0:06
Radio Hauraki	1:29	1:13	0:16	3:00	5:02	-2:02	2:48	3:26	-0:37	1:03	1:02	0:00	1:00	0:49	0:10	*	*	*	1:30	2:03	-0:32
Radio Kahungunu	3:08	1:59	1:09	4:13	1:19	2:54	7:17	4:38	2:39	4:12	2:15	1:57	2:31	1:27	1:04	2:13	0:45	1:28	9:02	6:55	2:07
RadioLIVE	3:18	2:53	0:24	3:08	2:53	0:14	2:24	3:11	-0:46	1:30	1:15	0:15	0:59	0:39	0:19	1:41	4:09	-2:27	3:56	2:53	1:02
Radio Sport	1:32	1:54	-0:22	2:24	2:01	0:23	2:27	1:21	1:06	2:32	2:23	0:09	2:21	2:24	-0:03	1:14	1:45	-0:30	2:10	3:33	-1:22
Rhema	1:30	2:02	-0:31	1:24	1:43	-0:18	1:49	1:58	-0:08	1:56	2:07	-0:10	1:41	1:46	-0:05	0:30	1:05	-0:35	1:42	1:47	-0:05
Rock	4:33	4:34	-0:00	8:18	6:51	1:27	8:03	7:01	1:01	2:31	2:17	0:14	1:04	1:31	-0:26	1:42	2:05	-0:23	4:36	3:49	0:47
Star	0:37	0:15	0:22	1:15	1:15	0:00	1:30	1:30	0:00	0:15	0:15	0:00	0:15	0:15	0:00	*	*	*	0:45	*	*
The Hits	2:49	2:32	0:16	3:02	2:43	0:18	3:21	3:15	0:06	2:08	2:15	-0:07	2:21	1:57	0:23	2:02	1:48	0:14	3:57	3:46	0:11
The Sound	3:11	3:13	-0:02	5:56	5:31	0:25	6:23	6:00	0:22	2:50	3:11	-0:20	2:38	5:42	-3:03	1:43	1:41	0:02	3:19	2:40	0:38
ZM	2:48	2:31	0:17	2:06	2:17	-0:10	2:43	2:56	-0:13	1:38	1:36	0:02	1:30	1:29	0:01	5:35	7:28	-1:52	2:15	2:11	0:03
Others	2:53	3:05	-0:12	3:36	3:27	0:08	3:40	3:54	-0:14	2:06	2:57	-0:51	3:08	3:27	-0:18	1:39	5:19	-3:40	4:18	4:15	0:02
MediaWorks Combo	4:08	4:11	-0:03	5:32	5:10	0:21	5:47	5:37	0:09	2:53	2:58	-0:05	2:27	3:02	-0:34	3:21	3:39	-0:18	4:40	4:34	0:06
NZME Combo	3:25	3:11	0:13	3:29	3:34	-0:05	3:16	3:16	-0:00	2:07	2:10	-0:02	3:03	2:59	0:04	4:41	4:36	0:05	3:35	3:48	-0:12
All Commercial Radio	4:37	4:31	0:05	5:38	5:22	0:15	5:55	5:38	0:17	3:06	3:09	-0:03	3:00	3:24	-0:24	4:15	4:33	-0:18	5:11	5:09	0:02

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