



HAWKE'S BAY COMMERCIAL RADIO - SURVEY 1 2019

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

Survey Comparisons: 4/2018 - 1/2019

This Survey Period: Sun Apr 8 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018 & Sun Jan 20 to Sat Mar 30 2019

Last Survey Period: Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 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	7.0	5.9	1.1	6	1.6	3.8	-2.2	5.1	5.1	0.0	6.8	7.8	-1.0	9.2	7.9	1.3	9.7	7.6	2.1	6.9	5.5	1.4	13.8	12.6	1.2
Coast	4.0	4.0	0.0	10	0.8	0.6	0.2	0.1	0.1	0.0	0.8	0.9	-0.1	2.4	1.7	0.7	5.7	6.6	-0.9	6.9	8.3	-1.4	2.6	2.1	0.5
Edge	5.0	6.5	-1.5	9	14.2	25.7	-11.5	10.3	12.7	-2.4	7.4	7.7	-0.3	5.3	6.4	-1.1	1.6	2.5	-0.9	0.6	0.6	0.0	6.6	8.8	-2.2
Flava	4.0	4.0	0.0	10	21.5	16.7	4.8	7.5	8.6	-1.1	4.8	6.0	-1.2	3.2	4.2	-1.0	0.7	0.6	0.1	0.3	0.2	0.1	5.4	4.8	0.6
Life FM	0.7	0.3	0.4	17	4.5	1.3	3.2	0.5	0.3	0.2	0.4	0.3	0.1	0.7	0.3	0.4	0.7	0.4	0.3	0.2	0.2	0.0	1.5	0.3	1.2
Magic Music & Talk*	15.5	17.4	-1.9	1	1.2	1.3	-0.1	1.4	1.7	-0.3	1.4	1.0	0.4	7.2	5.2	2.0	19.8	19.0	0.8	32.6	38.7	-6.1	6.0	6.8	-0.8
Mai FM	5.1	5.2	-0.1	8	3.5	5.8	-2.3	14.4	13.1	1.3	13.8	13.5	0.3	9.0	9.5	-0.5	1.1	1.6	-0.5	0.1	0.3	-0.2	9.5	13.0	-3.5
More FM	5.5	7.6	-2.1	7	4.1	11.8	-7.7	9.1	6.5	2.6	8.3	13.3	-5.0	7.1	10.6	-3.5	3.4	4.8	-1.4	2.5	3.5	-1.0	10.0	11.1	-1.1
Newstalk ZB	8.3	8.8	-0.5	5	0.1	0.8	-0.7	0.9	0.1	0.8	1.0	0.4	0.6	2.3	2.1	0.2	9.3	10.2	-0.9	17.3	16.8	0.5	3.5	2.4	1.1
Radio Hauraki	1.4	0.4	1.0	13	11.6	0.7	10.9	1.2	1.3	-0.1	1.0	1.1	-0.1	0.8	0.7	0.1	0.3	*	*	*	*	*	*	*	*
Radio Kahungunu	1.2	1.5	-0.3	14	*	*	*	*	*	*	0.5	0.6	-0.1	0.5	0.4	0.1	0.3	1.1	-0.8	0.1	1.0	-0.9	0.9	1.7	-0.8
Radio Sport	0.9	1.0	-0.1	15	0.7	0.2	*	0.3	0.4	-0.1	0.8	0.6	0.2	0.6	0.6	0.0	0.4	0.4	0.0	1.0	1.8	-0.8	0.1	0.1	0.0
Rhema	0.9	0.8	0.1	15	0.7	0.4	0.3	2.0	1.4	0.6	1.7	1.2	0.5	1.3	1.3	0.0	0.8	1.2	-0.4	0.4	0.5	-0.1	2.3	1.7	0.6
Rock	11.9	13.4	-1.5	2	3.4	4.4	-1.0	25.2	25.6	-0.4	24.2	23.0	1.2	19.0	20.7	-1.7	8.7	13.4	-4.7	4.6	6.4	-1.8	12.1	12.9	-0.8
Star	0.3	*	*	18	*	*	*	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	0.7	*	*	0.7	*	*	*	*	*
The Hits	8.4	8.0	0.4	4	10.3	14.9	-4.6	4.6	6.2	-1.6	10.2	9.0	1.2	10.9	9.6	1.3	11.4	10.2	1.2	6.9	6.3	0.6	14.4	11.6	2.8
The Sound	11.0	8.1	2.9	3	4.0	3.6	0.4	6.8	7.4	-0.6	6.1	4.5	1.6	10.9	10.7	0.2	21.1	17.0	4.1	15.5	6.8	8.7	4.4	5.6	-1.2
ZM	4.0	3.4	0.6	10	11.9	3.2	8.7	8.2	7.7	0.5	8.0	6.7	1.3	5.3	5.4	-0.1	0.7	1.5	-0.8	1.0	1.0	0.0	6.5	4.2	2.3
Others	5.0	3.7	1.3		6.6	4.9	1.7	2.4	1.8	0.6	2.5	2.4	0.1	4.1	2.7	1.4	3.6	1.8	1.8	2.4	2.1	0.3	0.4	0.2	0.2
MediaWorks Combo	61.1	64.2	-3.1		32.0	56.3	-24.3	73.1	73.0	0.1	68.0	70.7	-2.7	67.8	71.0	-3.2	65.5	65.8	-0.3	62.8	61.8	1.0	62.4	70.9	-8.5
NZME Combo	32.3	30.2	2.1		62.8	41.9	20.9	24.2	25.1	-0.9	27.0	25.0	2.0	26.7	24.5	2.2	29.7	29.9	-0.2	33.4	34.4	-1.0	32.5	25.2	7.3
Potential (000)	123.7	122.1	1.6		16.5	15.6	0.9	26.9	27.0	-0.1	30.4	30.1	0.3	49.6	49.2	0.4	37.9	37.3	0.6	34.3	33.5	0.8	21.2	21.9	-0.7
Sample	853	834	19		92	93	-1	186	177	9	220	210	10	325	308	17	235	230	5	258	255	3	153	148	5

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

MediaWorks Combo: Breeze or Edge or Magic Music & Talk (from S1 2019) or Magic (until S4 2018) or Mai FM or More FM or RadioLive (until S4 2018) or Magic (until S4 2018) 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

*Magic Music & Talk includes a combination of Magic and RadioLIVE for S4 2018 and the following dates in S1 2019: Sunday April 8 - Saturday June 16 & Sunday June 24 - Saturday November 10 2018.



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	This	Last	+/-
Potential (000)	123.7	122.1	1.6
Sample Size	853	834	19

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	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	6.5	6.4	0.1	7	7.0	5.2	1.8	8.7	6.0	2.7	6.6	6.2	0.4	4.7	3.1	1.6	2.5	1.9	0.6	7.7	7.5	0.2
Coast	4.0	3.2	0.8	10	5.4	6.0	-0.6	3.9	4.4	-0.5	2.8	2.2	0.6	2.2	1.7	0.5	1.0	0.6	0.4	4.5	4.9	-0.4
Edge	4.4	5.2	-0.8	9	4.8	5.2	-0.4	5.3	7.1	-1.8	8.4	10.4	-2.0	7.2	8.5	-1.3	3.2	3.5	-0.3	3.4	6.4	-3.0
Flava	3.7	3.8	-0.1	12	3.6	2.7	0.9	4.6	4.0	0.6	3.7	4.7	-1.0	3.3	4.7	-1.4	8.2	7.4	0.8	3.6	3.7	-0.1
Life FM	1.5	0.4	1.1	13	0.2	0.2	0.0	0.9	0.3	0.6	0.5	0.6	0.2	0.2	0.1	0.1	*	0.1	*	0.7	0.2	0.5
Magic Music & Talk*	16.4	17.4	-1.0	1	15.6	18.7	-3.1	13.8	15.3	-1.5	12.7	14.9	-2.2	14.8	14.6	0.2	15.8	18.4	-2.6	17.8	20.1	-2.3
Mai FM	3.9	3.9	0.0	11	3.9	4.7	-0.8	4.5	5.1	-0.6	5.0	6.4	-1.4	8.9	4.7	4.2	4.4	1.5	2.9	7.0	7.2	-0.2
More FM	6.9	9.3	-2.4	6	6.3	6.1	0.2	5.4	6.4	-1.0	4.6	8.4	-3.8	4.7	14.6	-9.9	3.8	12.1	-8.3	4.8	5.4	-0.6
Newstalk ZB	10.4	11.5	-1.1	3	7.0	6.3	0.7	3.4	2.8	0.6	5.6	4.6	1.0	15.8	18.5	-2.7	32.2	35.5	-3.3	7.2	8.6	-1.4
Radio Hauraki	0.5	0.3	0.2	17	0.5	0.2	0.3	0.7	0.7	0.0	3.6	0.5	3.1	4.2	0.1	4.1	*	*	*	2.1	0.5	1.6
Radio Kahungunu	0.9	1.0	-0.1	14	1.1	1.2	-0.1	1.2	1.4	-0.2	1.7	2.2	-0.5	1.9	1.5	0.4	0.9	0.6	0.3	1.1	2.3	-1.2
Radio Sport	0.6	0.7	-0.1	16	0.8	1.1	-0.3	0.5	0.7	-0.2	1.5	1.6	-0.1	1.3	1.6	-0.3	0.1	0.4	-0.3	1.2	1.1	0.1
Rhema	0.9	0.8	0.1	14	0.6	0.6	0.0	0.8	0.6	0.2	1.6	1.3	0.3	1.4	1.6	-0.2	0.1	0.1	0.0	0.8	1.1	-0.3
Rock	12.3	14.3	-2.0	2	14.1	17.3	-3.2	14.2	17.9	-3.7	9.9	10.6	-0.7	5.0	3.2	1.8	9.2	3.7	5.5	10.4	10.9	-0.5
Star	0.1	*	*	18	0.1	*	*	0.2	*	*	0.6	*	*	1.1	*	*	*	*	*	0.4	*	*
The Hits	9.3	8.5	0.8	4	6.8	6.8	0.0	8.7	8.3	0.4	11.2	10.6	0.6	7.5	6.9	0.6	4.2	2.4	1.8	8.3	8.3	0.0
The Sound	8.9	6.5	2.4	5	13.2	11.6	1.6	13.4	11.3	2.1	10.4	7.8	2.6	6.8	5.2	1.6	6.3	3.7	2.6	10.8	5.1	5.7
ZM	4.9	4.0	0.9	8	3.5	2.4	1.1	3.9	4.1	-0.2	4.8	3.9	0.9	2.5	2.2	0.3	5.9	6.3	-0.4	3.3	2.6	0.7
Others	4.1	2.9	1.2		5.8	3.7	2.1	5.7	3.5	2.2	4.9	3.1	1.8	6.4	7.0	-0.6	2.2	1.8	0.4	5.0	4.2	0.8
MediaWorks Combo	59.3	63.0	-3.7		65.1	69.1	-4.0	65.6	69.4	-3.8	57.9	65.1	-7.2	52.7	54.3	-1.6	45.2	44.8	0.4	61.8	62.6	-0.8
NZME Combo	33.9	32.0	1.9		28.8	25.8	3.0	27.8	25.7	2.1	35.5	28.9	6.6	37.7	37.2	0.5	52.1	53.3	-1.2	31.1	30.4	0.7

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

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

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	All 10+				People 10-17			People 18-34			People 25-44			People 25-54			People 45-64			People 55-74			MGS with Kids		
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	14.9	16.6	-1.7	5	0.8	2.0	-1.2	2.5	2.7	-0.2	3.3	4.9	-1.6	6.9	7.9	-1.0	7.1	6.9	0.2	5.3	5.4	-0.1	4.2	4.4	-0.2
Coast	9.5	9.5	0.0	10	0.4	0.3	0.1	0.4	0.5	-0.1	1.3	1.8	-0.5	2.5	2.5	0.0	3.9	3.3	0.6	5.1	5.4	-0.3	1.4	1.5	-0.1
Edge	14.9	16.0	-1.1	5	5.0	4.9	0.1	5.6	6.2	-0.6	4.8	4.7	0.1	5.9	6.1	-0.2	1.8	2.2	-0.4	0.9	1.2	-0.3	2.8	3.3	-0.5
Flava	10.3	10.5	-0.2	9	3.1	2.9	0.2	4.4	4.6	-0.2	4.0	4.4	-0.4	4.3	4.8	-0.5	1.0	0.7	0.3	0.7	0.2	0.5	2.0	2.2	-0.2
Life FM	1.4	1.7	-0.3	17	0.4	0.8	-0.4	0.3	0.2	0.1	0.3	0.4	-0.1	0.9	0.7	0.2	0.7	0.4	0.3	0.1	0.1	0.0	0.4	0.3	0.1
Magic Music & Talk*	20.1	20.5	-0.4	1	0.5	0.6	-0.1	1.0	1.0	0.0	1.2	1.1	0.1	4.9	4.4	0.5	9.7	9.5	0.2	11.9	12.7	-0.8	1.3	2.1	-0.8
Mai FM	8.1	9.1	-1.0	12	1.1	1.6	-0.5	4.1	4.3	-0.2	4.2	4.7	-0.5	4.9	5.3	-0.4	0.9	1.0	-0.1	0.3	0.4	-0.1	2.5	3.5	-1.0
More FM	17.1	18.8	-1.7	4	2.0	3.4	-1.4	6.7	5.5	1.2	6.2	7.3	-1.1	9.1	10.1	-1.0	3.8	3.9	-0.1	2.0	2.2	-0.2	4.5	5.0	-0.5
Newstalk ZB	11.6	12.8	-1.2	8	0.1	0.5	-0.4	0.3	0.2	0.1	0.8	0.5	0.3	2.5	2.4	0.1	5.6	5.2	0.4	6.9	7.2	-0.3	0.9	1.1	-0.2
Radio Hauraki	2.7	2.4	0.3	14	0.7	0.6	0.1	1.0	1.1	-0.1	1.1	1.1	0.0	1.4	1.3	0.1	0.4	0.3	0.1	0.3	0.3	0.0	0.2	0.2	0.0
Radio Kahungunu	1.8	1.8	0.0	16	*	*	*	*	*	*	0.4	0.4	0.0	0.7	0.8	-0.1	0.7	0.8	-0.1	0.6	0.5	0.1	0.5	0.9	-0.4
Radio Sport	3.3	4.0	-0.7	13	*	0.4	*	0.4	0.5	-0.1	0.5	0.4	0.1	0.9	0.7	0.2	1.1	1.0	0.1	1.4	2.0	-0.6	0.1	0.1	0.0
Rhema	2.5	3.7	-1.2	15	0.3	0.3	0.0	1.0	0.4	0.6	1.0	0.9	0.1	1.3	2.1	-0.8	0.8	1.8	-1.0	0.5	0.8	-0.3	0.7	1.0	-0.3
Rock	17.7	16.6	1.1	3	1.9	1.5	0.4	7.3	7.5	-0.2	8.5	7.6	0.9	11.0	9.8	1.2	3.7	4.0	-0.3	2.1	2.3	-0.2	3.5	3.3	0.2
Star	0.9	0.3	0.6	18	*	*	*	*	*	*	0.4	0.1	0.3	0.4	0.1	0.3	0.1	*	*	0.1	*	*	*	*	*
The Hits	19.5	17.3	2.2	2	3.1	4.0	-0.9	3.4	3.0	0.4	5.0	3.6	1.4	10.6	8.5	2.1	9.5	7.5	2.0	4.7	3.5	1.2	4.3	3.6	0.7
The Sound	13.8	12.3	1.5	7	0.8	0.9	-0.1	2.3	2.5	-0.2	3.7	3.8	-0.1	7.0	7.0	0.0	7.5	6.2	1.3	5.3	3.8	1.5	2.1	2.7	-0.6
ZM	8.6	8.8	-0.2	11	1.8	1.4	0.4	4.4	4.9	-0.5	4.3	4.1	0.2	5.3	5.3	0.0	1.0	1.2	-0.2	0.1	0.2	-0.1	2.3	2.1	0.2
Others	9.2	7.2	2.0		0.9	0.8	0.1	1.3	1.2	0.1	1.1	1.2	-0.1	3.3	2.6	0.7	3.0	1.8	1.2	2.2	1.7	0.5	0.9	0.4	0.5
MediaWorks Combo	75.6	76.8	-1.2		8.7	10.5	-1.8	18.9	19.1	-0.2	20.0	20.6	-0.6	33.1	33.2	-0.1	25.8	25.0	0.8	21.5	21.4	0.1	13.2	15.1	-1.9
NZME Combo	53.9	54.2	-0.3		7.8	8.3	-0.5	11.0	11.5	-0.5	13.8	13.5	0.3	23.2	22.2	1.0	18.2	16.4	1.8	15.0	15.0	0.0	9.5	9.4	0.1
All Commercial Radio	98.4	99.6	-1.2		12.3	13.4	-1.1	21.9	21.7	0.2	25.1	25.2	-0.1	41.8	41.8	0.0	32.1	31.8	0.3	27.2	27.5	-0.3	17.2	18.5	-1.3
Potential (000)	123.7	122.1	1.6		16.5	15.6	0.9	26.9	27.0	-0.1	30.4	30.1	0.3	49.6	49.2	0.4	37.9	37.3	0.6	34.3	33.5	0.8	21.2	21.9	-0.7
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	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	7.6	8.1	-0.5	8	5.8	5.7	0.1		7.4	6.9	0.5		7.0	7.0	0.0		2.2	1.7	0.5		0.8	1.1	-0.3		9.6	9.9	-0.3	
Coast	4.4	4.3	0.1	12	5.0	4.7	0.3		6.2	6.5	-0.3		4.5	3.7	0.8		1.3	1.2	0.1		0.6	0.4	0.2		5.9	6.5	-0.6	
Edge	8.3	8.8	-0.5	5	6.7	6.7	0.0		8.7	8.4	0.3		9.2	10.2	-1.0		4.9	6.1	-1.2		1.9	1.9	0.0		7.0	10.1	-3.1	
Flava	4.5	5.2	-0.7	11	4.2	3.6	0.6		5.7	5.6	0.1		4.0	4.6	-0.6		1.3	1.4	-0.1		2.7	2.5	0.2		6.5	6.5	0.0	
Life FM	1.1	1.0	0.1	14	0.6	0.7	-0.1		1.0	1.2	-0.2		0.6	0.9	-0.3		0.3	0.1	0.2		0.1	0.1	0.0		1.0	0.7	0.3	
Magic Music & Talk*	13.0	13.8	-0.8	1	12.1	12.7	-0.6		12.0	11.9	0.1		10.6	10.9	-0.3		5.5	5.8	-0.3		3.1	2.8	0.3		13.7	13.2	0.5	
Mai FM	5.0	5.4	-0.4	9	3.6	4.4	-0.8		5.3	6.0	-0.7		3.7	4.5	-0.8		1.7	1.2	0.5		1.5	0.8	0.7		6.0	6.9	-0.9	
More FM	9.3	11.5	-2.2	4	7.1	6.2	0.9		9.5	10.0	-0.5		8.1	9.2	-1.1		2.1	4.5	-2.4		2.1	3.5	-1.4		9.9	10.8	-0.9	
Newstalk ZB	8.3	9.6	-1.3	5	5.9	5.6	0.3		5.2	4.8	0.4		4.5	4.9	-0.4		3.6	5.0	-1.4		4.4	5.0	-0.6		8.0	8.8	-0.8	
Radio Hauraki	0.8	0.8	0.0	17	0.7	0.3	0.4		1.3	1.0	0.3		1.5	1.0	0.5		0.8	0.2	0.6		*	*	*		1.8	1.2	0.6	
Radio Kahungunu	1.0	1.1	-0.1	16	0.9	1.0	-0.1		0.9	0.8	0.1		0.7	1.1	-0.4		0.5	0.6	-0.1		0.2	0.3	-0.1		0.7	1.0	-0.3	
Radio Sport	1.2	1.6	-0.4	13	1.0	1.5	-0.5		0.9	1.3	-0.4		1.7	1.3	0.4		0.7	0.7	0.0		0.1	0.3	-0.2		2.0	2.1	-0.1	
Rhema	1.1	2.0	-0.9	14	1.2	1.4	-0.2		1.5	1.3	0.2		1.5	1.4	0.1		0.6	1.0	-0.4		0.1	0.1	0.0		1.7	2.7	-1.0	
Rock	11.2	11.2	0.0	2	8.5	7.1	1.4		8.9	9.3	-0.4		9.2	9.1	0.1		3.3	3.2	0.1		1.9	2.0	-0.1		9.6	9.6	0.0	
Star	0.4	0.2	0.2	18	0.4	0.1	0.3		0.3	0.1	0.2		0.4	0.2	0.2		0.3	0.1	0.2		*	*	*		0.4	0.1	0.3	
The Hits	11.2	10.7	0.5	2	7.8	7.6	0.2		10.6	10.4	0.2		12.0	10.7	1.3		3.4	3.1	0.3		2.5	1.1	1.4		9.9	8.5	1.4	
The Sound	8.0	7.2	0.8	7	7.7	6.6	1.1		8.1	7.4	0.7		7.4	5.9	1.5		2.1	2.1	0.0		2.5	2.0	0.5		8.2	6.2	2.0	
ZM	5.0	5.0	0.0	9	3.9	3.9	0.0		5.7	6.3	-0.6		5.2	5.1	0.1		1.5	1.5	0.0		1.2	1.0	0.2		4.6	4.7	-0.1	
Others	4.4	3.6	0.8		4.4	3.5	0.9		5.8	4.0	1.8		4.3	3.2	1.1		2.2	2.4	-0.2		0.9	1.0	-0.1		4.8	4.0	0.8	
MediaWorks Combo	52.2	54.2	-2.0		44.7	42.6	2.1		50.5	50.3	0.2		46.8	48.6	-1.8		20.4	23.4	-3.0		11.9	12.4	-0.5		53.1	54.6	-1.5	
NZME Combo	32.3	33.3	-1.0		25.9	25.2	0.7		32.8	32.9	-0.1		31.6	29.3	2.3		12.3	12.8	-0.5		11.3	10.5	0.8		34.3	34.6	-0.3	
All Commercial Radio	74.6	77.0	-2.4		62.1	60.6	1.5		71.7	70.7	1.0		68.7	69.5	-0.8		32.0	35.0	-3.0		21.4	21.8	-0.4		77.2	78.6	-1.4	

MediaWorks Combo: Breeze or Edge or Magic Music & Talk (from S1 2019) or Magic (until S4 2018) or Mai FM or More FM or RadioLive (until S4 2018) 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

*Magic Music & Talk includes a combination of Magic and RadioLIVE for S4 2018 and the following dates in S1 2019: Sunday April 8 - Saturday June 16 & Sunday June 24 - Saturday November 10 2018.



HAWKE'S BAY COMMERCIAL RADIO - SURVEY 1 2019

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

Survey Comparisons: 4/2018 - 1/2019

This Survey Period: Sun Apr 8 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018 & Sun Jan 20 to Sat Mar 30 2019
 Last Survey Period: Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018

	All 10+			People 10-17			People 18-34			People 25-44			People 25-54			People 45-64			People 55-74			MGS wth Kids		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	9:07	6:52	2:15	2:58	2:59	-0:00	9:01	7:49	1:12	10:40	8:28	2:12	11:43	8:29	3:13	9:22	7:01	2:20	8:09	6:48	1:21	9:28	9:21	0:07
Coast	8:05	8:10	-0:04	2:44	2:37	0:06	1:06	1:06	0:00	3:18	2:31	0:46	8:26	5:50	2:35	9:54	12:45	-2:51	8:21	10:23	-2:02	5:17	4:34	0:43
Edge	6:25	7:56	-1:31	4:14	8:05	-3:51	8:09	8:18	-0:09	8:05	8:49	-0:43	8:00	8:49	-0:48	6:18	7:18	-1:00	4:03	3:08	0:55	6:53	8:43	-1:50
Flava	7:35	7:18	0:16	10:17	8:48	1:28	7:33	7:35	-0:01	6:27	7:23	-0:56	6:29	7:18	-0:48	4:21	5:58	-1:37	2:59	5:15	-2:15	7:50	6:58	0:52
Life FM	10:00	3:37	6:22	19:10	2:23	16:46	5:52	5:59	-0:06	5:52	4:09	1:43	6:47	4:16	2:30	7:22	5:30	1:51	7:30	7:30	0:00	11:44	3:20	8:23
Magic Music & Talk*	14:50	16:23	-1:33	3:50	3:14	0:36	6:21	6:25	-0:03	6:03	4:43	1:20	13:04	10:01	3:03	14:00	12:39	1:20	17:04	20:21	-3:16	13:13	10:51	2:22
Mai FM	12:05	11:01	1:03	4:36	5:37	-1:00	15:25	12:16	3:08	17:15	15:32	1:42	16:16	15:18	0:57	8:10	10:46	-2:36	2:45	6:15	-3:30	10:48	12:18	-1:30
More FM	6:12	7:52	-1:40	3:04	5:23	-2:18	5:58	4:47	1:10	7:01	9:51	-2:49	6:57	8:52	-1:54	6:16	7:47	-1:31	7:44	10:44	-3:00	6:19	7:19	-1:00
Newstalk ZB	13:50	13:22	0:27	1:30	2:27	-0:57	13:54	1:27	12:27	7:10	4:11	2:58	7:55	7:32	0:22	11:23	12:33	-1:10	15:39	15:37	0:01	11:03	7:01	4:01
Radio Hauraki	9:38	3:13	6:24	26:01	1:57	24:04	5:43	4:54	0:49	5:07	4:58	0:09	5:15	4:19	0:56	4:32	0:39	3:52	0:49	0:48	0:01	0:45	0:45	0:00
Radio Kahungunu	12:38	16:06	-3:28	*	*	*	*	*	*	7:24	8:53	-1:29	5:54	4:32	1:22	3:32	9:12	-5:40	1:30	12:59	-11:29	5:16	6:00	-0:43
Radio Sport	4:54	4:48	0:05	*	0:45	*	3:16	3:05	0:10	7:18	8:53	-1:35	5:43	6:27	-0:44	2:25	2:40	-0:14	4:28	5:53	-1:24	3:15	3:15	0:00
Rhema	6:47	4:26	2:20	3:37	2:25	1:11	9:16	12:29	-3:12	8:52	7:28	1:23	8:52	5:14	3:38	6:22	4:07	2:15	4:56	3:54	1:02	9:45	5:45	3:59
Rock	12:57	15:40	-2:42	2:42	4:33	-1:50	15:16	13:46	1:30	14:54	16:16	-1:21	15:17	17:51	-2:33	15:58	21:26	-5:28	13:21	18:35	-5:14	10:04	12:48	-2:44
Star	6:26	1:56	4:30	*	*	*	*	*	*	1:28	3:30	-2:01	1:28	3:30	-2:01	35:00	*	*	35:00	*	*	*	*	*
The Hits	8:17	8:54	-0:37	4:51	5:42	-0:50	5:56	8:12	-2:16	10:48	13:30	-2:41	9:04	9:30	-0:26	8:14	8:38	-0:24	9:13	11:58	-2:44	9:40	10:35	-0:54
The Sound	15:19	12:38	2:40	7:17	6:06	1:10	13:14	11:54	1:19	8:32	6:14	2:18	13:48	12:58	0:50	19:17	17:19	1:57	18:13	12:10	6:03	6:09	6:45	-0:36
ZM	8:56	7:34	1:22	9:42	3:38	6:04	8:09	6:26	1:43	9:47	8:50	0:56	8:52	8:44	0:08	4:48	8:23	-3:34	45:30	45:30	0:00	8:03	6:29	1:34
Others	10:34	9:49	0:45	10:42	9:20	1:22	8:24	6:02	2:21	12:21	10:28	1:52	10:52	8:48	2:04	8:08	6:22	1:46	6:52	8:21	-1:28	1:21	2:03	-0:41
MediaWorks Combo	15:35	16:12	-0:37	5:28	8:19	-2:50	17:02	15:26	1:35	17:52	18:29	-0:37	18:02	18:06	-0:03	17:24	16:43	0:41	18:17	19:22	-1:05	13:35	15:27	-1:52
NZME Combo	11:32	10:47	0:45	12:01	7:49	4:11	9:40	8:50	0:50	10:20	9:55	0:25	10:10	9:19	0:50	11:09	11:33	-0:23	13:54	15:23	-1:28	9:52	8:50	1:01
All Commercial Radio	19:35	19:28	0:07	12:06	11:33	0:33	20:06	18:38	1:28	20:57	21:22	-0:24	21:08	20:16	0:51	21:23	19:57	1:26	23:02	24:20	-1:18	16:44	17:47	-1:02
Potential (000)	123.7	122.1	1.6	16.5	15.6	0.9	26.9	27.0	-0.1	30.4	30.1	0.3	49.6	49.2	0.4	37.9	37.3	0.6	34.3	33.5	0.8	21.2	21.9	-0.7
Sample	853	834	19	92	93	-1	186	177	9	220	210	10	325	308	17	235	230	5	258	255	3	153	148	5

MediaWorks Combo: Breeze or Edge or Magic Music & Talk (from S1 2019) or Magic (until S4 2018) or Mai FM or More FM or RadioLive (until S4 2018) 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

*Magic Music & Talk includes a combination of Magic and RadioLIVE for S4 2018 and the following dates in S1 2019: Sunday April 8 - Saturday June 16 & Sunday June 24 - Saturday November 10 2018.



HAWKE'S BAY COMMERCIAL RADIO - SURVEY 1 2019

Average Time Spent Listening (hh:mm) by Daypart, People 10+
 Survey Comparisons: 4/2018 - 1/2019

This Survey Period: Sun Apr 8 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018 & Sun Jan 20 to Sat Mar 30 2019
 Last Survey Period: Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018

	This	Last	+/-
Potential (000)	123.7	122.1	1.6
Sample Size	853	834	19

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

MediaWorks Combo: Breeze or Edge or Magic Music & Talk (from S1 2019) or Magic (until S4 2018) or Mai FM or More FM or RadioLive (until S4 2018) 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

*Magic Music & Talk includes a combination of Magic and RadioLIVE for S4 2018 and the following dates in S1 2019: Sunday April 8 - Saturday June 16 & Sunday June 24 - Saturday November 10 2018.