



MANAWATU COMMERCIAL RADIO - SURVEY 2 2017

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

Survey Comparisons: 1/2017 - 2/2017

This Survey Period: Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 2017

Last Survey Period: Sun Apr 10 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Apr 8 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	10.9	10.9	0.0	2	7.4	6.6	0.8	2.8	1.8	1.0	2.7	2.5	0.2	7.1	7.2	-0.1	13.7	12.9	0.8	22.4	22.2	0.2	4.7	4.0	0.7
Coast	4.3	4.3	0.0	10	0.2	*	*	0.1	0.1	0.0	1.0	1.1	-0.1	2.1	2.1	0.0	7.7	9.0	-1.3	10.1	11.0	-0.9	3.2	4.3	-1.1
Edge	7.3	8.7	-1.4	7	18.2	20.4	-2.2	12.4	12.0	0.4	10.7	9.6	1.1	8.4	7.7	0.7	2.9	6.5	-3.6	0.7	6.9	-6.2	13.6	14.3	-0.7
George FM	1.4	2.0	-0.6	15	0.2	3.9	-3.7	1.9	1.8	0.1	2.6	3.2	-0.6	2.0	2.4	-0.4	0.7	0.6	0.1	0.1	0.1	0.0	1.4	2.0	-0.6
Kia Ora FM	0.7	0.4	0.3	16	1.1	0.1	1.0	0.4	0.3	0.1	1.7	0.9	0.8	1.1	0.6	0.5	*	0.1	*	*	0.1	*	2.5	0.9	1.6
Life FM	0.5	0.6	-0.1	17	3.6	3.7	-0.1	0.2	*	*	0.3	0.6	-0.3	0.3	0.5	-0.2	0.2	0.3	-0.1	0.1	0.2	-0.1	0.8	0.8	0.0
Mai FM	7.2	7.4	-0.2	8	10.9	22.5	-11.6	16.5	16.0	0.5	11.9	10.6	1.3	7.9	7.1	0.8	0.7	0.6	0.1	*	*	*	9.3	9.3	0.0
More FM	11.0	12.1	-1.1	1	13.0	16.4	-3.4	8.7	13.4	-4.7	11.7	13.6	-1.9	13.0	14.1	-1.1	15.4	12.1	3.3	10.1	8.5	1.6	19.5	20.8	-1.3
Newstalk ZB	8.6	8.6	0.0	4	1.0	0.9	0.1	0.2	0.2	0.0	2.5	2.8	-0.3	3.7	3.3	0.4	8.8	6.6	2.2	17.6	13.9	3.7	1.7	1.9	-0.2
Radio Hauraki	2.0	1.5	0.5	14	2.0	1.6	0.4	0.5	0.4	0.1	5.1	2.6	2.5	3.7	2.2	1.5	0.7	1.6	-0.9	*	0.9	*	1.0	1.9	-0.9
RadioLIVE	5.0	5.7	-0.7	9	1.7	1.9	-0.2	3.0	2.1	0.9	4.8	3.4	1.4	5.1	5.7	-0.6	7.1	10.4	-3.3	8.3	8.9	-0.6	4.3	5.3	-1.0
Radio Sport	3.1	2.0	1.1	12	1.4	0.8	0.6	1.3	1.1	0.2	1.5	1.8	-0.3	4.0	2.3	1.7	6.0	2.6	3.4	2.8	1.9	0.9	3.4	2.0	1.4
Rhema	2.2	2.8	-0.6	13	2.6	1.7	0.9	3.3	3.4	-0.1	2.9	3.5	-0.6	2.6	3.2	-0.6	2.2	3.6	-1.4	1.7	3.2	-1.5	1.5	1.3	0.2
Rock	10.7	8.4	2.3	3	5.2	1.1	4.1	25.7	17.2	8.5	16.7	15.3	1.4	13.7	12.9	0.8	5.1	5.7	-0.6	0.4	1.8	-1.4	7.6	9.4	-1.8
The Hits	3.7	4.5	-0.8	11	5.7	4.2	1.5	2.3	6.6	-4.3	3.3	4.8	-1.5	3.5	3.8	-0.3	4.7	4.2	0.5	3.9	4.1	-0.2	7.3	3.9	3.4
The Sound	8.0	10.2	-2.2	5	1.9	2.0	-0.1	2.7	7.3	-4.6	6.2	10.1	-3.9	8.4	13.3	-4.9	15.2	17.8	-2.6	15.1	11.3	3.8	4.9	7.9	-3.0
ZM	7.7	4.7	3.0	6	13.4	4.9	8.5	14.2	11.8	2.4	8.0	5.9	2.1	8.4	5.1	3.3	5.1	1.9	3.2	0.3	0.2	0.1	10.2	7.5	2.7
Others	5.7	5.2	0.5		10.5	7.4	3.1	3.6	4.4	-0.8	6.3	7.7	-1.4	5.1	6.3	-1.2	3.8	3.5	0.3	6.2	4.6	1.6	3.1	2.3	0.8
Mediaworks Combo	61.5	65.4	-3.9		58.5	74.7	-16.2	73.7	71.5	2.2	67.3	68.3	-1.0	65.6	70.5	-4.9	60.7	66.6	-5.9	57.2	59.7	-2.5	65.2	73.2	-8.0
NZME Combo	29.4	25.6	3.8		23.7	12.4	11.3	18.8	20.4	-1.6	21.4	19.0	2.4	25.4	18.9	6.5	33.1	25.9	7.2	34.6	32.1	2.5	27.0	21.5	5.5
Potential (000)	109.6	109.6	0.0		13.9	13.7	0.2	31.1	31.3	-0.2	31.0	31.0	0.0	46.8	46.8	0.0	30.5	30.5	0.0	25.8	25.8	0.0	20.8	20.0	0.8
Sample	834	835	-1		86	101	-15	232	236	-4	261	263	-2	355	358	-3	202	204	-2	231	216	15	172	170	2

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

Mediaworks Combo: Breeze or Edge or George FM or Mai FM or More FM or RadioLIVE or Rock or The Sound

NZME Combo: Coast or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM



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Station Share (%) by Daypart, People 10+
 Survey Comparisons: 1/2017 - 2/2017

This Survey Period: Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 2017
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	This	Last	+/-
Potential (000)	109.6	109.6	0.0
Sample Size	834	835	-1

	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	11.4	11.7	-0.3	3	12.0	11.9	0.1	11.8	12.0	-0.2	9.4	10.3	-0.9	7.6	7.6	0.0	8.3	7.6	0.7	11.1	10.3	0.8
Coast	3.0	3.0	0.0	12	6.9	6.9	0.0	4.1	4.6	-0.5	3.2	3.5	-0.3	5.4	2.6	2.8	2.7	3.0	-0.3	4.3	4.0	0.3
Edge	7.4	7.2	0.2	7	5.8	8.7	-2.9	8.2	9.2	-1.0	8.7	6.7	2.0	6.5	6.8	-0.3	1.6	8.8	-7.2	7.9	10.8	-2.9
George FM	1.3	1.8	-0.5	15	0.9	1.8	-0.9	1.7	2.5	-0.8	2.1	1.8	0.3	0.6	0.8	-0.2	2.2	3.7	-1.5	1.1	2.0	-0.9
Kia Ora FM	0.9	0.7	0.2	16	0.2	0.1	0.1	0.6	0.1	0.5	0.7	0.4	0.3	1.3	0.5	0.8	0.8	0.2	0.6	0.9	0.6	0.3
Life FM	0.3	0.6	-0.3	17	0.7	0.8	-0.1	0.6	1.0	-0.4	0.4	0.4	0.0	0.1	0.3	-0.2	1.0	*	*	0.4	0.5	-0.1
Mai FM	5.4	7.2	-1.8	9	6.7	6.4	0.3	6.8	7.2	-0.4	6.4	6.7	-0.3	9.9	8.4	1.5	13.1	7.0	6.1	7.8	8.8	-1.0
More FM	11.8	12.4	-0.6	1	13.2	13.2	0.0	13.3	15.0	-1.7	10.5	12.0	-1.5	3.7	7.0	-3.3	4.5	6.1	-1.6	10.1	11.1	-1.0
Newstalk ZB	11.6	10.5	1.1	2	5.3	6.4	-1.1	3.8	4.6	-0.8	6.8	5.9	0.9	16.0	14.5	1.5	21.8	19.8	2.0	9.4	9.9	-0.5
Radio Hauraki	1.6	1.0	0.6	14	3.1	1.1	2.0	3.1	2.1	1.0	2.3	2.5	-0.2	1.4	3.3	-1.9	0.1	0.1	0.0	0.8	0.9	-0.1
RadioLIVE	7.6	10.3	-2.7	6	4.1	5.5	-1.4	3.6	4.0	-0.4	4.2	3.9	0.3	7.7	8.0	-0.3	6.0	7.6	-1.6	4.4	3.5	0.9
Radio Sport	3.4	1.8	1.6	11	2.9	1.8	1.1	2.6	1.6	1.0	4.0	2.6	1.4	2.9	2.0	0.9	2.6	2.0	0.6	3.2	2.5	0.7
Rhema	2.9	3.2	-0.3	13	1.5	1.8	-0.3	1.9	2.1	-0.2	2.8	3.7	-0.9	2.9	3.4	-0.5	1.1	0.9	0.2	2.3	3.4	-1.1
Rock	8.7	7.5	1.2	4	11.1	9.2	1.9	10.8	9.5	1.3	12.7	10.9	1.8	9.5	4.3	5.2	5.0	3.8	1.2	12.3	8.4	3.9
The Hits	3.5	4.1	-0.6	10	3.0	3.5	-0.5	3.3	4.0	-0.7	4.4	6.3	-1.9	4.1	10.2	-6.1	1.7	2.5	-0.8	4.5	4.0	0.5
The Sound	7.4	9.3	-1.9	7	9.6	12.5	-2.9	10.1	12.1	-2.0	6.6	10.8	-4.2	2.9	4.5	-1.6	6.5	5.1	1.4	7.8	9.5	-1.7
ZM	8.6	5.2	3.4	5	8.0	4.2	3.8	9.7	4.9	4.8	8.4	5.8	2.6	4.5	3.3	1.2	7.0	6.9	0.1	5.7	4.0	1.7
Others	3.0	2.5	0.5		4.9	4.0	0.9	4.0	3.5	0.5	6.3	5.8	0.5	12.9	12.3	0.6	14.0	15.0	-1.0	6.1	5.8	0.3
Mediaworks Combo	61.0	67.4	-6.4		63.4	69.3	-5.9	66.3	71.6	-5.3	60.6	63.0	-2.4	48.5	47.5	1.0	47.2	49.7	-2.5	62.6	64.3	-1.7
NZME Combo	31.8	25.6	6.2		29.2	23.9	5.3	26.6	21.7	4.9	29.1	26.7	2.4	34.3	36.0	-1.7	35.9	34.1	1.8	27.8	25.4	2.4

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

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This Survey Period: Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 2017

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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	17.5	18.1	-0.6	3	1.6	1.0	0.6	3.3	2.9	0.4	3.0	3.0	0.0	6.4	6.6	-0.2	6.9	7.1	-0.2	6.9	7.5	-0.6	2.8	2.1	0.7
Coast	6.2	6.6	-0.4	12	0.3	0.1	0.2	0.2	0.3	-0.1	0.5	0.4	0.1	1.2	1.2	0.0	2.6	3.3	-0.7	3.5	4.2	-0.7	0.9	0.8	0.1
Edge	21.5	21.0	0.5	2	4.5	4.6	-0.1	8.8	8.9	-0.1	8.3	7.1	1.2	11.3	9.6	1.7	3.4	3.7	-0.3	0.5	1.8	-1.3	7.2	5.9	1.3
George FM	5.8	5.6	0.2	13	0.6	0.3	0.3	3.7	3.3	0.4	1.6	1.7	-0.1	2.3	2.4	-0.1	0.8	0.9	-0.1	0.2	0.2	0.0	1.0	0.8	0.2
Kia Ora FM	3.7	2.1	1.6	15	0.5	0.1	0.4	0.6	0.4	0.2	2.7	1.4	1.3	2.7	1.4	1.3	0.1	0.2	-0.1	0.1	0.3	-0.2	2.4	0.9	1.5
Life FM	1.5	2.0	-0.5	17	1.0	0.8	0.2	0.1	0.1	0.0	0.2	0.6	-0.4	0.4	1.0	-0.6	0.4	0.6	-0.2	0.1	0.2	-0.1	0.3	0.3	0.0
Mai FM	11.9	12.5	-0.6	7	3.4	3.9	-0.5	5.4	6.0	-0.6	5.2	5.4	-0.2	5.6	5.8	-0.2	0.4	0.4	0.0	*	*	*	3.7	3.0	0.7
More FM	27.2	27.2	0.0	1	5.4	5.0	0.4	6.8	7.7	-0.9	8.6	8.2	0.4	14.0	13.6	0.4	8.9	8.7	0.2	5.1	4.7	0.4	6.8	6.7	0.1
Newstalk ZB	11.4	11.9	-0.5	9	0.7	0.8	-0.1	0.3	0.4	-0.1	1.4	1.6	-0.2	2.8	3.2	-0.4	3.9	3.9	0.0	4.6	4.5	0.1	0.9	0.8	0.1
Radio Hauraki	4.4	4.0	0.4	14	0.6	0.5	0.1	1.8	1.3	0.5	2.6	1.8	0.8	3.4	2.9	0.5	0.8	1.3	-0.5	*	0.3	*	1.1	1.1	0.0
RadioLIVE	9.1	10.5	-1.4	10	0.6	0.7	-0.1	1.9	1.7	0.2	3.3	2.7	0.6	5.7	6.2	-0.5	3.6	5.0	-1.4	2.1	2.4	-0.3	1.9	1.9	0.0
Radio Sport	6.7	6.5	0.2	11	0.4	0.2	0.2	1.4	1.2	0.2	1.1	1.4	-0.3	3.4	3.3	0.1	3.3	3.2	0.1	1.8	2.0	-0.2	0.8	0.5	0.3
Rhema	3.7	4.7	-1.0	15	0.9	0.5	0.4	0.7	0.8	-0.1	0.6	1.0	-0.4	1.4	2.3	-0.9	1.4	2.2	-0.8	0.9	1.4	-0.5	0.7	0.7	0.0
Rock	15.1	12.6	2.5	5	1.1	0.6	0.5	7.4	6.0	1.4	6.8	5.7	1.1	9.2	7.8	1.4	2.5	2.7	-0.2	0.2	0.8	-0.6	3.4	3.0	0.4
The Hits	11.5	9.6	1.9	8	2.0	1.4	0.6	2.5	2.8	-0.3	4.0	2.9	1.1	5.7	4.0	1.7	3.5	3.1	0.4	2.3	2.4	-0.1	3.1	1.6	1.5
The Sound	13.7	13.6	0.1	6	0.9	0.8	0.1	1.9	2.4	-0.5	3.9	3.5	0.4	7.0	7.2	-0.2	7.3	7.4	-0.1	5.3	4.4	0.9	2.8	2.6	0.2
ZM	15.2	12.2	3.0	4	2.0	1.3	0.7	9.0	7.1	1.9	6.5	5.0	1.5	8.2	6.7	1.5	1.6	1.8	-0.2	0.1	0.1	0.0	4.3	3.3	1.0
Others	9.5	9.4	0.1		1.0	0.7	0.3	2.3	2.4	-0.1	2.2	2.4	-0.2	3.4	3.9	-0.5	2.9	3.1	-0.2	3.1	2.6	0.5	1.4	1.2	0.2
Mediaworks Combo	74.3	74.3	0.0		9.7	9.6	0.1	23.7	23.0	0.7	22.9	22.6	0.3	35.6	35.3	0.3	22.8	22.6	0.2	15.5	15.9	-0.4	15.9	15.1	0.8
NZME Combo	45.2	41.9	3.3		4.8	3.4	1.4	12.9	11.1	1.8	12.6	10.5	2.1	19.8	17.7	2.1	12.8	14.0	-1.2	9.9	10.9	-1.0	8.7	7.3	1.4
All Commercial Radio	96.4	96.0	0.4		11.9	11.4	0.5	27.9	26.9	1.0	29.2	28.7	0.5	43.5	43.1	0.4	27.4	27.8	-0.4	21.6	22.5	-0.9	19.5	18.7	0.8
Potential (000)	109.6	109.6	0.0		13.9	13.7	0.2	31.1	31.3	-0.2	31.0	31.0	0.0	46.8	46.8	0.0	30.5	30.5	0.0	25.8	25.8	0.0	20.8	20.0	0.8
Sample	834	835	-1		86	101	-15	232	236	-4	261	263	-2	355	358	-3	202	204	-2	231	216	15	172	170	2

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	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	11.7	11.8	-0.1	2	7.9	8.8	-0.9	8.9	8.8	0.1	9.6	9.3	0.3	2.9	3.5	-0.6	2.0	1.7	0.3	13.3	13.2	0.1
Coast	2.7	3.3	-0.6	13	3.8	4.1	-0.3	3.0	3.6	-0.6	2.5	3.3	-0.8	1.2	0.7	0.5	0.4	0.6	-0.2	4.1	4.3	-0.2
Edge	11.2	11.2	0.0	3	6.8	9.0	-2.2	11.9	12.7	-0.8	10.0	9.7	0.3	5.1	4.7	0.4	2.4	2.6	-0.2	12.7	12.9	-0.2
George FM	1.8	2.0	-0.2	16	0.9	0.9	0.0	2.7	2.9	-0.2	2.8	2.4	0.4	0.9	1.1	-0.2	0.3	0.4	-0.1	3.1	3.6	-0.5
Kia Ora FM	2.1	1.1	1.0	15	0.5	0.5	0.0	0.7	0.5	0.2	1.6	0.8	0.8	1.3	0.7	0.6	1.1	0.3	0.8	2.2	1.3	0.9
Life FM	0.7	1.0	-0.3	17	0.5	1.1	-0.6	1.0	1.7	-0.7	0.2	0.5	-0.3	0.1	0.4	-0.3	0.5	*	*	0.6	0.8	-0.2
Mai FM	7.2	7.3	-0.1	8	3.9	4.6	-0.7	6.9	7.0	-0.1	5.4	6.3	-0.9	4.0	4.5	-0.5	2.4	1.9	0.5	7.9	8.9	-1.0
More FM	15.3	14.7	0.6	1	10.0	11.0	-1.0	13.1	13.8	-0.7	11.3	12.9	-1.6	5.3	5.2	0.1	2.4	2.2	0.2	14.3	16.3	-2.0
Newstalk ZB	8.3	8.3	0.0	5	5.3	5.5	-0.2	4.6	5.0	-0.4	4.3	3.8	0.5	4.9	4.6	0.3	3.8	3.7	0.1	8.8	8.6	0.2
Radio Hauraki	2.4	2.0	0.4	14	1.6	1.3	0.3	2.0	2.0	0.0	1.8	2.0	-0.2	1.0	1.1	-0.1	0.1	0.1	0.0	2.1	1.8	0.3
RadioLIVE	5.5	7.0	-1.5	9	3.7	4.4	-0.7	4.5	4.5	0.0	4.4	4.4	0.0	3.0	2.7	0.3	1.7	2.0	-0.3	5.1	6.0	-0.9
Radio Sport	3.4	3.0	0.4	11	2.4	1.7	0.7	3.5	3.2	0.3	2.7	2.3	0.4	1.4	1.2	0.2	1.6	1.1	0.5	5.2	4.7	0.5
Rhema	2.9	3.3	-0.4	12	1.9	2.4	-0.5	2.5	2.9	-0.4	1.6	2.5	-0.9	1.1	1.5	-0.4	0.4	0.5	-0.1	3.0	3.6	-0.6
Rock	8.2	7.4	0.8	6	6.5	6.4	0.1	7.6	7.2	0.4	7.0	6.3	0.7	4.0	2.9	1.1	3.0	1.8	1.2	10.1	8.2	1.9
The Hits	4.1	4.0	0.1	10	3.3	2.9	0.4	4.9	4.3	0.6	4.8	4.3	0.5	2.5	2.7	-0.2	1.2	1.1	0.1	6.7	5.6	1.1
The Sound	7.7	8.8	-1.1	7	6.7	8.3	-1.6	7.8	8.2	-0.4	6.1	7.3	-1.2	2.1	2.9	-0.8	1.2	1.1	0.1	7.9	8.8	-0.9
ZM	10.1	7.4	2.7	4	6.0	4.4	1.6	7.2	5.4	1.8	7.7	6.1	1.6	2.4	2.5	-0.1	1.6	1.9	-0.3	8.6	6.7	1.9
Others	4.9	4.3	0.6		3.8	3.6	0.2	3.7	3.8	-0.1	3.3	2.9	0.4	4.1	4.1	0.0	2.0	1.7	0.3	6.7	6.2	0.5
Mediaworks Combo	54.6	54.7	-0.1		37.6	42.1	-4.5	47.0	48.2	-1.2	44.9	46.6	-1.7	21.9	23.6	-1.7	10.3	11.5	-1.2	56.6	59.7	-3.1
NZME Combo	28.6	26.3	2.3		21.4	18.7	2.7	23.5	21.2	2.3	21.1	19.3	1.8	12.9	12.3	0.6	8.1	8.1	0.0	30.2	27.3	2.9
All Commercial Radio	75.7	74.5	1.2		56.7	59.4	-2.7	66.6	66.4	0.2	61.7	62.7	-1.0	35.2	37.3	-2.1	19.1	19.8	-0.7	81.4	83.0	-1.6

Mediaworks Combo: Breeze or Edge or George FM or Mai FM or More FM or RadioLIVE or Rock or The Sound

NZME Combo: Coast or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM



MANAWATU COMMERCIAL RADIO - SURVEY 2 2017

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

Survey Comparisons: 1/2017 - 2/2017

This Survey Period: Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 2017

Last Survey Period: Sun Apr 10 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Apr 8 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	11:14	11:12	0:01	7:50	11:45	-3:54	4:12	2:56	1:15	4:52	4:18	0:33	9:40	8:53	0:46	11:09	11:01	0:08	14:31	15:26	-0:55	6:05	6:24	-0:19
Coast	12:40	11:58	0:42	1:00	0:30	0:30	3:46	2:23	1:23	11:51	12:44	-0:53	15:37	14:51	0:46	16:52	16:16	0:36	13:00	13:43	-0:42	13:39	17:05	-3:25
Edge	6:04	7:41	-1:36	6:37	7:57	-1:19	7:08	6:36	0:31	7:03	6:57	0:05	6:24	6:30	-0:05	4:48	10:28	-5:39	6:46	20:19	-13:33	6:49	8:08	-1:19
George FM	4:15	6:42	-2:26	0:36	23:49	-23:13	2:33	2:36	-0:03	8:45	9:49	-1:04	7:39	8:13	-0:34	4:33	3:58	0:34	2:45	2:45	0:00	5:07	8:41	-3:34
Kia Ora FM	3:29	3:20	0:09	3:31	1:54	1:36	3:18	3:56	-0:38	3:30	3:19	0:11	3:30	3:19	0:11	0:15	2:30	-2:15	1:21	2:42	-1:20	3:41	3:17	0:23
Life FM	5:38	5:59	-0:21	6:06	8:32	-2:25	7:47	0:45	7:02	7:26	5:25	2:01	5:05	4:20	0:44	3:12	3:16	-0:04	4:15	4:15	0:00	7:54	8:11	-0:17
Mai FM	10:55	11:02	-0:07	5:15	10:25	-5:10	15:23	13:10	2:13	12:29	10:10	2:18	12:19	10:05	2:13	9:56	8:57	0:59	*	*	*	8:52	10:22	-1:29
More FM	7:17	8:18	-1:00	3:55	5:54	-1:58	6:29	8:29	-2:00	7:27	8:34	-1:06	8:03	8:24	-0:21	9:44	8:24	1:19	8:55	9:29	-0:34	10:15	10:23	-0:08
Newstalk ZB	13:40	13:27	0:13	2:11	2:09	0:02	3:33	3:08	0:25	9:57	9:00	0:57	11:25	8:15	3:10	12:49	10:18	2:30	17:06	16:13	0:53	6:48	7:51	-1:03
Radio Hauraki	8:12	7:03	1:09	4:56	5:16	-0:19	1:27	1:38	-0:10	10:53	7:20	3:33	9:31	6:17	3:13	4:58	7:09	-2:10	*	16:37	*	3:28	5:32	-2:04
RadioLIVE	9:58	10:04	-0:06	4:54	4:45	0:09	7:47	5:57	1:50	7:51	6:33	1:18	7:49	7:31	0:17	11:03	12:31	-1:28	17:44	19:12	-1:27	8:06	9:08	-1:02
Radio Sport	8:26	5:46	2:39	6:12	6:13	-0:01	4:57	4:42	0:14	7:03	6:32	0:31	10:15	5:40	4:34	10:21	4:52	5:28	7:04	5:02	2:02	15:37	12:36	3:01
Rhema	11:01	11:04	-0:03	4:50	5:33	-0:43	24:44	19:26	5:17	26:27	17:31	8:55	16:47	11:36	5:10	8:48	9:51	-1:03	8:15	12:18	-4:03	7:24	5:41	1:42
Rock	12:49	12:29	0:19	7:26	3:07	4:18	17:28	13:58	3:30	13:23	13:47	-0:24	12:59	13:30	-0:31	11:16	12:27	-1:11	7:03	11:28	-4:24	7:58	10:34	-2:36
The Hits	5:44	8:47	-3:02	4:32	5:22	-0:49	4:41	11:26	-6:44	4:33	8:34	-4:01	5:19	7:45	-2:25	7:36	8:18	-0:41	7:30	9:06	-1:35	8:25	8:12	0:13
The Sound	10:32	13:58	-3:25	3:37	4:46	-1:09	7:16	15:03	-7:46	8:40	14:41	-6:00	10:21	15:05	-4:43	11:38	14:21	-2:42	12:45	13:20	-0:35	6:10	9:56	-3:46
ZM	9:08	7:15	1:53	10:51	6:52	3:58	8:01	8:08	-0:06	6:43	6:06	0:37	8:54	6:11	2:43	17:37	6:20	11:17	10:00	8:29	1:30	8:27	7:42	0:45
Others	10:48	10:22	0:26	17:10	18:11	-1:00	7:57	9:04	-1:06	15:52	16:38	-0:45	12:59	13:15	-0:15	7:21	6:47	0:33	8:55	9:25	-0:29	7:33	6:20	1:12
Mediaworks Combo	14:56	16:23	-1:27	9:49	13:58	-4:09	15:46	15:17	0:28	16:02	15:32	0:29	15:59	16:12	-0:12	14:56	17:39	-2:43	16:28	19:41	-3:12	14:40	16:12	-1:32
NZME Combo	11:44	11:23	0:20	8:00	6:31	1:28	7:23	9:00	-1:37	9:15	9:20	-0:05	11:08	8:40	2:27	14:31	11:09	3:21	15:36	15:29	0:06	11:02	9:54	1:08
All Commercial Radio	18:43	19:25	-0:42	13:42	15:41	-1:58	18:08	18:15	-0:07	18:43	17:54	0:48	19:56	18:50	1:06	20:32	21:35	-1:03	20:41	23:18	-2:37	18:22	17:52	0:29
Potential (000)	109.6	109.6	0.0	13.9	13.7	0.2	31.1	31.3	-0.2	31.0	31.0	0.0	46.8	46.8	0.0	30.5	30.5	0.0	25.8	25.8	0.0	20.8	20.0	0.8
Sample	834	835	-1	86	101	-15	232	236	-4	261	263	-2	355	358	-3	202	204	-2	231	216	15	172	170	2

Mediaworks Combo: Breeze or Edge or George FM or Mai FM or More FM or RadioLIVE or Rock or The Sound

NZME Combo: Coast or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM



MANAWATU COMMERCIAL RADIO - SURVEY 2 2017

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

Survey Comparisons: 1/2017 - 2/2017

This Survey Period: Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 2017

Last Survey Period: Sun Apr 10 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Apr 8 2017

	This	Last	+/-
Potential (000)	109.6	109.6	0.0
Sample Size	834	835	-1

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

Mediaworks Combo: Breeze or Edge or George FM or Mai FM or More FM or RadioLIVE or Rock or The Sound

NZME Combo: Coast or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM