



## MANAWATU 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	7.1	9.0	-1.9	6	0.7	1.8	-1.1	4.2	3.5	0.7	2.9	3.5	-0.6	4.7	4.7	0.0	10.3	9.8	0.5	11.9	16.4	-4.5	4.1	3.9	0.2
Coast	4.9	5.4	-0.5	9	3.8	*	*	*	0.1	*	0.4	0.4	0.0	0.7	1.0	-0.3	3.5	3.6	-0.1	10.7	11.0	-0.3	1.0	0.6	0.4
Edge	5.6	6.5	-0.9	7	15.8	17.5	-1.7	8.4	10.8	-2.4	6.6	9.3	-2.7	8.1	9.9	-1.8	5.2	6.1	-0.9	1.0	0.5	0.5	7.7	8.7	-1.0
George FM	2.8	3.1	-0.3	15	0.3	0.3	0.0	10.5	11.0	-0.5	7.3	8.3	-1.0	5.1	5.6	-0.5	0.2	0.1	0.1	*	*	*	0.4	0.3	0.1
Kia Ora FM	0.5	0.8	-0.3	18	2.2	2.7	-0.5	0.2	0.1	0.1	*	1.1	*	0.6	1.3	-0.7	1.0	1.0	0.0	0.2	0.2	0.0	0.7	2.4	-1.7
Life FM	0.9	0.7	0.2	17	0.3	0.6	-0.3	0.7	0.4	0.3	1.9	1.3	0.6	1.3	0.9	0.4	1.0	0.8	0.2	1.0	0.9	0.1	0.5	0.5	0.0
Mai FM	7.3	7.3	0.0	5	18.2	21.0	-2.8	11.0	12.0	-1.0	11.8	12.5	-0.7	12.1	11.3	0.8	5.5	4.5	1.0	*	*	*	11.4	10.8	0.6
Magic	2.9	2.3	0.6	14	1.3	1.4	-0.1	0.2	0.1	0.1	0.1	1.2	-1.1	0.6	1.3	-0.7	3.4	2.1	1.3	8.2	5.6	2.6	0.2	*	*
More FM	13.1	10.8	2.3	1	23.6	9.6	14.0	13.4	9.1	4.3	12.5	9.1	3.4	13.8	11.8	2.0	15.6	18.4	-2.8	10.6	12.1	-1.5	15.5	15.4	0.1
Newstalk ZB	11.0	8.0	3.0	2	*	*	*	0.2	0.2	0.0	2.0	1.7	0.3	2.4	2.1	0.3	6.4	3.8	2.6	18.6	14.2	4.4	6.6	1.6	5.0
Radio Hauraki	1.2	1.5	-0.3	16	*	*	*	2.2	2.1	0.1	3.6	4.4	-0.8	2.6	3.0	-0.4	0.1	0.1	0.0	*	*	*	2.4	2.5	-0.1
RadioLIVE	3.8	4.1	-0.3	11	1.7	1.9	-0.2	0.5	1.2	-0.7	1.5	2.3	-0.8	3.5	4.0	-0.5	7.7	7.6	0.1	6.1	6.7	-0.6	6.9	5.9	1.0
Radio Sport	3.2	3.7	-0.5	12	*	1.3	*	0.8	1.1	-0.3	4.8	3.7	1.1	3.8	4.4	-0.6	1.1	3.9	-2.8	1.8	2.7	-0.9	0.6	1.8	-1.2
Rhema	3.0	2.8	0.2	13	2.6	1.0	1.6	5.9	5.2	0.7	4.7	4.4	0.3	3.6	3.2	0.4	2.1	2.5	-0.4	1.7	2.5	-0.8	6.5	6.4	0.1
Rock	8.1	8.1	0.0	4	9.9	9.8	0.1	17.3	18.4	-1.1	15.2	13.6	1.6	11.3	9.9	1.4	3.4	2.2	1.2	2.5	0.9	1.6	3.0	3.5	-0.5
The Hits	4.6	5.1	-0.5	10	3.2	5.8	-2.6	7.5	8.7	-1.2	5.2	3.4	1.8	4.6	3.1	1.5	2.7	2.7	0.0	1.5	1.7	-0.2	4.8	7.7	-2.9
The Sound	9.5	9.6	-0.1	3	2.8	1.1	1.7	4.4	4.7	-0.3	7.5	6.7	0.8	9.0	8.3	0.7	18.6	18.6	0.0	15.6	18.5	-2.9	13.4	12.5	0.9
ZM	5.1	7.0	-1.9	8	8.9	20.9	-12.0	8.9	8.8	0.1	7.9	10.0	-2.1	7.2	9.7	-2.5	4.2	6.3	-2.1	1.8	1.9	-0.1	10.5	11.1	-0.6
Others	5.4	4.2	1.2		4.7	3.4	1.3	3.7	2.6	1.1	3.9	3.1	0.8	5.0	4.3	0.7	8.1	6.0	2.1	6.7	4.1	2.6	3.9	4.4	-0.5
Mediaworks Combo	60.2	60.7	-0.5		74.4	64.5	9.9	69.9	70.7	-0.8	65.5	66.4	-0.9	68.2	67.0	1.2	69.9	69.4	0.5	56.0	60.7	-4.7	62.4	61.1	1.3
NZME Combo	30.9	31.2	-0.3		17.0	28.1	-11.1	22.1	21.8	0.3	25.2	24.8	0.4	22.1	24.1	-2.0	17.9	20.6	-2.7	34.5	31.8	2.7	26.7	26.2	0.5
Potential (000)	140.8	140.8	0.0		16.3	16.5	-0.2	38.8	38.6	0.2	38.1	38.1	0.0	58.2	58.2	0.0	39.8	39.8	0.0	35.5	35.5	0.0	24.4	25.7	-1.3
Sample	800	828	-28		78	73	5	264	241	23	269	266	3	367	370	-3	210	228	-18	199	230	-31	162	170	-8

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

Mediaworks Combo: Breeze or Edge or George FM or Magic (from S1 2018) 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 or (from S1 2018) internet only listening to Flava or Hokonui or Mix



# MANAWATU 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)	140.8	140.8	0.0
Sample Size	800	828	-28

	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	6.3	9.0	-2.7	8	8.2	9.9	-1.7		7.1	8.8	-1.7		7.1	8.2	-1.1		6.5	7.0	-0.5		8.4	11.3	-2.9		6.8	9.1	-2.3	
Coast	5.0	5.7	-0.7	10	4.4	5.5	-1.1		4.5	4.5	0.0		3.8	3.5	0.3		3.6	6.9	-3.3		3.2	2.8	0.4		7.0	6.7	0.3	
Edge	6.4	7.4	-1.0	6	5.3	5.9	-0.6		4.5	6.1	-1.6		6.3	7.9	-1.6		5.7	6.3	-0.6		6.5	5.6	0.9		5.6	5.9	-0.3	
George FM	2.3	2.6	-0.3	14	3.6	3.9	-0.3		4.2	4.4	-0.2		2.9	3.2	-0.3		2.2	2.0	0.2		3.6	3.9	-0.3		1.4	2.0	-0.6	
Kia Ora FM	0.4	0.8	-0.4	17	0.2	0.5	-0.3		0.4	1.4	-1.0		1.5	1.4	0.1		0.4	0.4	0.0		0.5	0.6	-0.1		0.5	0.5	0.0	
Life FM	0.4	0.4	0.0	17	1.5	1.2	0.3		1.3	0.9	0.4		1.0	0.8	0.2		0.4	0.3	0.1		1.0	0.2	0.8		0.7	0.5	0.2	
Mai FM	6.4	7.1	-0.7	6	7.1	7.3	-0.2		9.8	9.4	0.4		8.2	7.0	1.2		3.5	4.2	-0.7		7.7	6.1	1.6		6.6	6.6	0.0	
Magic	2.2	2.1	0.1	15	3.3	2.7	0.6		2.5	2.0	0.5		2.4	1.3	1.1		1.4	0.8	0.6		0.2	1.4	-1.2		4.6	3.4	1.2	
More FM	17.1	11.7	5.4	1	10.1	10.1	0.0		11.5	11.1	0.4		12.3	10.5	1.8		6.3	4.6	1.7		6.1	5.0	1.1		16.8	12.9	3.9	
Newstalk ZB	12.0	8.9	3.1	2	12.2	8.0	4.2		8.0	5.1	2.9		4.4	4.3	0.1		15.3	11.3	4.0		31.9	30.9	1.0		10.1	7.4	2.7	
Radio Hauraki	1.0	1.2	-0.2	16	1.9	2.4	-0.5		1.6	2.2	-0.6		1.4	1.6	-0.2		0.3	0.4	-0.1		0.4	0.2	0.2		0.7	0.8	-0.1	
RadioLIVE	6.7	6.4	0.3	5	2.2	2.6	-0.4		2.4	3.1	-0.7		3.6	4.4	-0.8		6.2	5.9	0.3		8.0	8.1	-0.1		2.7	3.1	-0.4	
Radio Sport	3.5	4.4	-0.9	11	3.3	3.3	0.0		3.4	3.4	0.0		2.4	3.4	-1.0		2.6	3.1	-0.5		1.7	2.7	-1.0		3.6	4.2	-0.6	
Rhema	2.9	2.9	0.0	13	2.8	2.7	0.1		1.6	1.4	0.2		1.5	1.4	0.1		7.6	7.4	0.2		2.3	2.2	0.1		4.0	3.5	0.5	
Rock	7.5	6.9	0.6	4	9.4	9.1	0.3		11.7	10.4	1.3		10.8	9.7	1.1		5.1	8.3	-3.2		3.5	3.3	0.2		4.6	5.9	-1.3	
The Hits	3.1	3.5	-0.4	12	4.3	4.9	-0.6		5.5	5.1	0.4		6.1	6.8	-0.7		3.8	3.1	0.7		2.5	3.4	-0.9		5.3	6.7	-1.4	
The Sound	8.0	8.5	-0.5	3	11.2	10.8	0.4		10.4	10.0	0.4		8.8	9.1	-0.3		14.8	14.0	0.8		4.0	5.6	-1.6		8.5	8.8	-0.3	
ZM	5.3	7.7	-2.4	9	4.2	6.5	-2.3		5.0	7.9	-2.9		8.4	10.1	-1.7		3.9	5.6	-1.7		3.3	1.6	1.7		4.7	5.7	-1.0	
Others	3.4	2.6	0.8		4.9	2.8	2.1		4.7	2.9	1.8		7.0	5.3	1.7		10.3	8.5	1.8		5.2	5.2	0.0		6.0	6.3	-0.3	
Mediaworks Combo	62.9	61.8	1.1		60.4	62.3	-1.9		64.1	65.2	-1.1		62.5	61.4	1.1		51.8	53.0	-1.2		48.1	50.2	-2.1		57.5	57.7	-0.2	
NZME Combo	30.8	31.9	-1.1		30.7	30.8	-0.1		28.4	28.3	0.1		27.8	30.2	-2.4		32.5	30.9	1.6		46.4	44.3	2.1		31.7	32.0	-0.3	

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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	19.3	21.6	-2.3	4	0.6	1.8	-1.2	3.9	4.5	-0.6	3.0	3.1	-0.1	7.6	7.5	0.1	8.3	8.2	0.1	7.4	7.3	0.1	3.6	3.9	-0.3
Coast	8.4	8.6	-0.2	11	0.3	*	*	0.1	0.2	-0.1	0.6	0.8	-0.2	1.1	1.3	-0.2	2.2	2.1	0.1	5.4	4.9	0.5	0.5	0.3	0.2
Edge	22.1	26.1	-4.0	2	4.6	5.5	-0.9	10.2	10.8	-0.6	8.8	9.9	-1.1	12.7	15.0	-2.3	4.5	5.7	-1.2	0.8	0.8	0.0	6.1	7.1	-1.0
George FM	3.7	4.8	-1.1	15	0.2	0.3	-0.1	3.0	3.8	-0.8	2.3	3.5	-1.2	2.5	3.7	-1.2	0.3	0.2	0.1	0.1	*	*	0.5	0.3	0.2
Kia Ora FM	2.7	3.5	-0.8	17	0.5	0.9	-0.4	0.4	0.4	0.0	0.2	0.7	-0.5	1.0	1.5	-0.5	1.6	1.6	0.0	0.9	0.8	0.1	0.5	1.0	-0.5
Life FM	2.7	2.5	0.2	17	0.2	0.3	-0.1	1.3	1.2	0.1	0.8	0.4	0.4	0.8	0.4	0.4	0.7	0.6	0.1	0.7	0.6	0.1	0.2	0.1	0.1
Mai FM	13.1	15.3	-2.2	9	2.9	4.1	-1.2	7.2	8.3	-1.1	6.1	6.8	-0.7	7.9	8.1	-0.2	1.8	1.3	0.5	*	*	*	2.6	3.0	-0.4
Magic	3.7	3.2	0.5	15	0.5	0.5	0.0	0.5	0.4	0.1	0.6	0.6	0.0	1.1	1.1	0.0	1.4	1.3	0.1	1.7	1.2	0.5	0.2	*	*
More FM	27.2	27.0	0.2	1	4.0	3.8	0.2	8.5	7.4	1.1	10.1	9.8	0.3	14.9	15.4	-0.5	8.4	9.3	-0.9	4.9	5.4	-0.5	6.0	6.4	-0.4
Newstalk ZB	13.7	12.6	1.1	8	*	*	*	0.4	0.5	-0.1	1.8	1.9	-0.1	3.6	3.5	0.1	3.3	3.0	0.3	6.2	5.4	0.8	1.4	1.1	0.3
Radio Hauraki	3.8	4.6	-0.8	14	*	*	*	2.3	2.9	-0.6	2.8	3.2	-0.4	3.0	3.3	-0.3	0.1	0.1	0.0	*	*	*	1.2	1.0	0.2
RadioLIVE	11.7	12.8	-1.1	10	1.0	1.1	-0.1	1.1	1.9	-0.8	1.6	2.3	-0.7	5.5	6.3	-0.8	5.8	5.9	-0.1	3.6	3.5	0.1	3.0	3.0	0.0
Radio Sport	5.2	6.7	-1.5	12	*	0.3	*	1.1	1.8	-0.7	1.8	1.8	0.0	2.5	2.8	-0.3	1.2	1.6	-0.4	1.4	1.6	-0.2	0.3	0.4	-0.1
Rhema	5.1	5.5	-0.4	13	0.6	0.3	0.3	2.2	2.1	0.1	1.8	1.9	-0.1	2.1	2.4	-0.3	1.6	2.2	-0.6	1.4	1.9	-0.5	0.9	1.2	-0.3
Rock	16.8	17.1	-0.3	6	3.3	3.1	0.2	5.4	6.2	-0.8	7.2	6.9	0.3	9.3	8.8	0.5	4.2	3.7	0.5	2.2	1.7	0.5	3.2	3.1	0.1
The Hits	15.3	17.1	-1.8	7	2.0	2.3	-0.3	6.1	7.5	-1.4	5.7	5.2	0.5	8.0	7.4	0.6	3.7	3.9	-0.2	1.9	2.2	-0.3	2.7	3.0	-0.3
The Sound	20.6	22.0	-1.4	3	0.5	0.2	0.3	3.9	5.5	-1.6	4.9	5.7	-0.8	11.4	11.8	-0.4	11.6	11.3	0.3	6.7	7.2	-0.5	4.4	4.5	-0.1
ZM	17.3	18.5	-1.2	5	2.1	2.3	-0.2	9.2	9.7	-0.5	7.5	8.0	-0.5	10.9	11.4	-0.5	4.6	4.6	0.0	1.2	1.3	-0.1	5.6	4.8	0.8
Others	11.5	12.2	-0.7		1.1	0.7	0.4	2.8	3.8	-1.0	2.6	2.6	0.0	4.5	4.3	0.2	4.0	3.8	0.2	3.5	4.0	-0.5	1.7	2.2	-0.5
Mediaworks Combo	85.6	90.4	-4.8		10.3	10.6	-0.3	26.3	28.5	-2.2	27.9	28.4	-0.5	43.1	44.9	-1.8	27.5	28.9	-1.4	18.9	19.3	-0.4	17.9	19.7	-1.8
NZME Combo	52.8	56.6	-3.8		4.4	4.8	-0.4	15.4	18.2	-2.8	15.8	15.8	0.0	23.2	23.3	-0.1	13.0	13.5	-0.5	12.6	12.5	0.1	10.2	9.6	0.6
All Commercial Radio	111.3	115.9	-4.6		12.6	12.6	0.0	30.4	33.7	-3.3	33.1	33.4	-0.3	50.7	51.7	-1.0	33.4	34.1	-0.7	26.7	26.9	-0.2	22.2	23.3	-1.1
Potential (000)	140.8	140.8	0.0		16.3	16.5	-0.2	38.8	38.6	0.2	38.1	38.1	0.0	58.2	58.2	0.0	39.8	39.8	0.0	35.5	35.5	0.0	24.4	25.7	-1.3
Sample	800	828	-28		78	73	5	264	241	23	269	266	3	367	370	-3	210	228	-18	199	230	-31	162	170	-8

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Sample Size	800	828	-28

	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	8.9	11.4	-2.5	7	8.9	10.4	-1.5		9.9	11.6	-1.7		7.8	10.4	-2.6		4.1	4.1	0.0		3.1	3.5	-0.4		12.5	15.3	-2.8	
Coast	4.3	4.9	-0.6	11	4.4	5.3	-0.9		5.1	5.4	-0.3		4.3	3.9	0.4		1.5	1.8	-0.3		1.5	1.1	0.4		5.3	5.7	-0.4	
Edge	11.3	14.6	-3.3	2	8.2	9.8	-1.6		11.0	12.5	-1.5		10.3	12.9	-2.6		4.8	5.3	-0.5		3.3	3.6	-0.3		12.2	14.3	-2.1	
George FM	2.2	2.6	-0.4	15	2.0	2.9	-0.9		2.1	2.9	-0.8		2.5	2.8	-0.3		1.2	1.4	-0.2		0.6	0.6	0.0		2.6	3.7	-1.1	
Kia Ora FM	0.5	1.6	-1.1	18	0.6	1.1	-0.5		0.5	1.1	-0.6		1.9	2.1	-0.2		0.5	0.5	0.0		0.2	0.2	0.0		1.2	1.1	0.1	
Life FM	1.4	1.6	-0.2	16	0.6	0.4	0.2		1.0	0.8	0.2		0.9	0.8	0.1		0.3	0.2	0.1		0.3	0.1	0.2		1.6	1.0	0.6	
Mai FM	7.3	9.3	-2.0	9	5.8	6.6	-0.8		7.4	9.5	-2.1		8.7	8.3	0.4		3.2	4.1	-0.9		1.7	1.2	0.5		8.6	9.5	-0.9	
Magic	2.3	2.2	0.1	14	2.2	1.8	0.4		1.6	1.0	0.6		1.8	1.4	0.4		1.1	0.9	0.2		0.3	0.3	0.0		2.9	2.5	0.4	
More FM	16.1	16.0	0.1	1	11.0	11.5	-0.5		12.7	13.4	-0.7		11.7	11.7	0.0		4.2	3.6	0.6		3.4	2.4	1.0		19.1	16.5	2.6	
Newstalk ZB	9.3	7.7	1.6	5	8.0	6.5	1.5		8.1	6.5	1.6		4.3	4.2	0.1		6.1	4.9	1.2		5.3	4.9	0.4		10.2	9.0	1.2	
Radio Hauraki	1.3	1.6	-0.3	17	1.5	1.7	-0.2		1.4	1.7	-0.3		1.7	2.3	-0.6		0.4	0.6	-0.2		0.3	0.1	0.2		2.1	2.8	-0.7	
RadioLIVE	7.9	7.8	0.1	8	3.2	4.2	-1.0		3.7	4.5	-0.8		5.4	6.3	-0.9		3.4	3.0	0.4		2.3	1.8	0.5		4.5	4.8	-0.3	
Radio Sport	3.0	4.0	-1.0	13	2.2	2.4	-0.2		2.6	2.8	-0.2		2.0	2.7	-0.7		2.6	3.0	-0.4		0.6	1.4	-0.8		4.1	5.6	-1.5	
Rhema	3.2	3.2	0.0	12	2.7	2.9	-0.2		1.8	2.3	-0.5		1.2	1.7	-0.5		2.4	2.7	-0.3		1.5	1.4	0.1		3.8	3.8	0.0	
Rock	9.3	8.5	0.8	5	6.8	6.7	0.1		9.0	9.3	-0.3		9.9	9.4	0.5		4.6	5.9	-1.3		1.6	2.0	-0.4		7.4	9.2	-1.8	
The Hits	6.5	6.8	-0.3	10	4.7	5.2	-0.5		7.0	7.4	-0.4		6.4	6.4	0.0		3.8	4.3	-0.5		1.2	1.7	-0.5		9.8	10.5	-0.7	
The Sound	10.7	10.5	0.2	4	10.3	10.8	-0.5		13.2	13.9	-0.7		9.4	9.9	-0.5		5.4	5.3	0.1		1.8	2.0	-0.2		13.3	13.1	0.2	
ZM	11.2	12.4	-1.2	3	7.7	8.6	-0.9		7.1	8.1	-1.0		10.4	11.2	-0.8		4.9	4.1	0.8		1.9	1.2	0.7		9.0	9.0	0.0	
Others	4.9	4.8	0.1		4.4	4.0	0.4		4.9	4.7	0.2		4.9	3.5	1.4		3.3	3.8	-0.5		1.4	1.4	0.0		7.2	7.9	-0.7	
Mediaworks Combo	61.7	66.5	-4.8		46.4	50.3	-3.9		55.9	62.0	-6.1		54.9	57.5	-2.6		28.0	28.8	-0.8		15.0	13.9	1.1		65.5	69.8	-4.3	
NZME Combo	33.5	33.6	-0.1		27.4	28.1	-0.7		30.2	30.2	0.0		27.9	28.0	-0.1		18.1	18.0	0.1		10.7	9.7	1.0		36.4	38.6	-2.2	
All Commercial Radio	88.4	93.2	-4.8		68.1	72.2	-4.1		77.2	82.6	-5.4		76.2	77.7	-1.5		46.0	45.6	0.4		24.6	23.4	1.2		92.7	95.1	-2.4	

Mediaworks Combo: Breeze or Edge or George FM or Magic (from S1 2018) 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 or (from S1 2018) internet only listening to Flava or Hokonui or Mix



## MANAWATU 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	7:43	9:17	-1:33	1:39	1:25	0:13	5:51	4:33	1:18	6:23	7:42	-1:18	5:53	6:24	-0:30	8:20	8:04	0:16	10:20	13:51	-3:30	4:33	4:10	0:22
Coast	12:19	13:53	-1:33	21:00	*	*	1:51	1:45	0:06	4:17	3:24	0:52	5:56	7:59	-2:03	10:19	11:16	-0:57	12:45	13:44	-0:58	7:35	8:21	-0:45
Edge	5:20	5:31	-0:11	4:50	4:21	0:28	4:26	5:48	-1:21	4:58	6:28	-1:29	6:03	6:51	-0:48	7:46	7:04	0:42	7:36	4:02	3:34	5:02	5:07	-0:04
George FM	16:20	14:22	1:57	2:30	1:32	0:57	19:15	16:44	2:31	20:34	16:34	3:59	19:24	15:59	3:24	3:05	5:17	-2:11	0:30	*	*	3:04	3:50	-0:45
Kia Ora FM	4:04	5:16	-1:11	5:46	3:53	1:53	2:12	1:15	0:57	1:32	10:33	-9:00	6:23	9:01	-2:38	4:08	4:21	-0:12	1:12	1:12	0:00	6:07	10:18	-4:11
Life FM	7:15	6:26	0:48	2:35	2:50	-0:15	3:02	2:02	0:59	14:46	25:21	-10:34	14:46	25:21	-10:34	8:56	9:56	-1:00	8:56	9:56	-1:00	8:39	13:41	-5:02
Mai FM	11:44	10:37	1:07	8:53	7:03	1:50	8:20	8:25	-0:04	12:49	12:48	0:00	14:30	14:24	0:05	20:01	22:29	-2:27	*	*	*	17:23	15:15	2:07
Magic	16:29	15:47	0:42	4:00	4:00	0:00	2:07	1:37	0:30	1:17	14:03	-12:45	5:07	12:12	-7:05	15:52	10:59	4:53	31:21	28:17	3:03	3:57	*	*
More FM	10:09	8:52	1:17	8:19	3:25	4:54	8:29	7:11	1:18	8:09	6:27	1:42	8:45	7:58	0:46	12:26	13:13	-0:47	13:54	13:50	0:03	10:17	10:06	0:10
Newstalk ZB	16:52	14:09	2:42	*	*	*	2:14	2:28	-0:13	7:18	6:20	0:57	6:20	6:17	0:03	12:48	8:31	4:16	19:17	16:18	2:58	18:26	6:04	12:21
Radio Hauraki	6:46	7:12	-0:25	*	*	*	5:08	4:16	0:51	8:25	9:37	-1:12	8:18	9:28	-1:09	5:30	5:30	0:00	*	*	*	8:15	10:11	-1:56
RadioLIVE	6:54	7:10	-0:15	2:25	2:27	-0:02	2:33	3:37	-1:04	6:19	6:56	-0:36	6:04	6:34	-0:29	8:49	8:32	0:17	10:44	11:52	-1:07	9:12	8:27	0:45
Radio Sport	13:10	12:12	0:57	*	6:15	*	3:45	3:32	0:13	17:25	14:12	3:13	14:19	16:23	-2:04	6:04	16:03	-9:59	8:27	10:18	-1:51	8:00	17:03	-9:03
Rhema	12:09	11:20	0:48	5:56	4:48	1:07	14:49	14:33	0:15	17:24	15:39	1:44	16:23	13:44	2:38	8:24	7:27	0:57	7:37	8:27	-0:49	30:05	21:54	8:10
Rock	10:06	10:29	-0:22	4:13	4:19	-0:06	17:16	17:26	-0:10	13:51	13:38	0:12	11:32	11:37	-0:05	5:19	4:02	1:17	7:17	3:21	3:56	3:44	4:40	-0:55
The Hits	6:22	6:40	-0:18	2:19	3:21	-1:02	6:40	6:44	-0:04	5:58	4:27	1:30	5:26	4:19	1:06	4:44	4:33	0:11	5:14	4:40	0:33	7:08	10:37	-3:28
The Sound	9:44	9:42	0:01	7:47	6:22	1:24	6:02	4:59	1:02	9:58	8:04	1:54	7:31	7:15	0:15	10:42	11:02	-0:19	14:51	15:55	-1:03	12:04	11:38	0:26
ZM	6:11	8:24	-2:13	5:57	12:20	-6:23	5:16	5:19	-0:03	6:53	8:42	-1:48	6:14	8:48	-2:34	6:06	9:06	-3:00	9:50	8:58	0:52	7:33	9:42	-2:09
Others	9:50	7:44	2:05	5:54	6:18	-0:23	7:18	3:56	3:21	9:55	8:15	1:40	10:40	10:19	0:20	13:40	10:29	3:10	12:14	6:23	5:50	8:59	8:27	0:31
Mediaworks Combo	14:51	14:57	-0:05	10:14	8:18	1:55	14:21	14:29	-0:07	15:28	16:11	-0:42	15:01	15:26	-0:25	16:59	16:03	0:56	18:59	19:24	-0:24	13:55	12:59	0:56
NZME Combo	12:20	12:16	0:03	5:26	7:57	-2:31	7:44	6:58	0:46	10:29	10:49	-0:20	9:03	10:40	-1:37	9:12	10:14	-1:01	17:32	15:37	1:54	10:28	11:30	-1:02
All Commercial Radio	18:58	19:12	-0:14	11:16	10:47	0:29	17:46	17:21	0:25	19:53	20:41	-0:47	18:45	20:02	-1:16	19:59	19:37	0:22	24:01	22:54	1:07	17:54	17:59	-0:05
Potential (000)	140.8	140.8	0.0	16.3	16.5	-0.2	38.8	38.6	0.2	38.1	38.1	0.0	58.2	58.2	0.0	39.8	39.8	0.0	35.5	35.5	0.0	24.4	25.7	-1.3
Sample	800	828	-28	78	73	5	264	241	23	269	266	3	367	370	-3	210	228	-18	199	230	-31	162	170	-8

Mediaworks Combo: Breeze or Edge or George FM or Magic (from S1 2018) 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 or (from S1 2018) internet only listening to Flava or Hokonui or Mix



## MANAWATU 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)	140.8	140.8	0.0
Sample Size	800	828	-28

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

Mediaworks Combo: Breeze or Edge or George FM or Magic (from S1 2018) 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 or (from S1 2018) internet only listening to Flava or Hokonui or Mix