

MANAWATU 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	8.6	7.1	1.5	4	1.3	0.7	0.6	5.2	4.2	1.0	3.8	2.9	0.9	4.9	4.7	0.2	9.5	10.3	-0.8	14.0	11.9	2.1	4.9	4.1	0.8
Coast	6.0	4.9	1.1	7	4.9	3.8	1.1	0.1	*	*	0.4	0.4	0.0	1.6	0.7	0.9	6.5	3.5	3.0	12.3	10.7	1.6	0.7	1.0	-0.3
Edge	4.8	5.6	-0.8	8	14.2	15.8	-1.6	6.9	8.4	-1.5	6.1	6.6	-0.5	7.2	8.1	-0.9	4.4	5.2	-0.8	0.7	1.0	-0.3	7.3	7.7	-0.4
George FM	1.9	2.8	-0.9	15	0.4	0.3	0.1	7.7	10.5	-2.8	5.8	7.3	-1.5	3.9	5.1	-1.2	0.2	0.2	0.0	*	*	*	0.3	0.4	-0.1
Kia Ora FM	0.6	0.5	0.1	17	3.4	2.2	1.2	0.3	0.2	0.1	0.1	*	*	0.7	0.6	0.1	1.0	1.0	0.0	0.1	0.2	-0.1	0.1	0.7	-0.6
Life FM	0.5	0.9	-0.4	18	0.3	0.3	0.0	0.7	0.7	0.0	0.6	1.9	-1.3	0.4	1.3	-0.9	0.9	1.0	-0.1	1.0	1.0	0.0	0.4	0.5	-0.1
Mai FM	7.3	7.3	0.0	6	19.2	18.2	1.0	11.9	11.0	0.9	12.5	11.8	0.7	11.9	12.1	-0.2	5.0	5.5	-0.5	*	*	*	12.7	11.4	1.3
Magic	4.4	2.9	1.5	10	1.5	1.3	0.2	0.3	0.2	0.1	0.1	0.1	0.0	1.9	0.6	1.3	5.8	3.4	2.4	9.9	8.2	1.7	1.2	0.2	1.0
More FM	12.7	13.1	-0.4	1	21.0	23.6	-2.6	11.6	13.4	-1.8	12.7	12.5	0.2	14.0	13.8	0.2	15.9	15.6	0.3	10.7	10.6	0.1	15.2	15.5	-0.3
Newstalk ZB	11.5	11.0	0.5	2	*	*	*	0.6	0.2	0.4	2.3	2.0	0.3	4.3	2.4	1.9	8.2	6.4	1.8	17.3	18.6	-1.3	5.8	6.6	-0.8
Radio Hauraki	1.1	1.2	-0.1	16	*	*	*	1.1	2.2	-1.1	2.8	3.6	-0.8	1.9	2.6	-0.7	0.1	0.1	0.0	0.7	*	*	0.8	2.4	-1.6
RadioLIVE	3.7	3.8	-0.1	12	1.9	1.7	0.2	0.8	0.5	0.3	1.5	1.5	0.0	2.9	3.5	-0.6	6.9	7.7	-0.8	6.0	6.1	-0.1	6.4	6.9	-0.5
Radio Sport	3.1	3.2	-0.1	13	0.7	*	*	0.8	0.8	0.0	4.9	4.8	0.1	3.9	3.8	0.1	1.4	1.1	0.3	1.7	1.8	-0.1	1.1	0.6	0.5
Rhema	2.0	3.0	-1.0	14	2.7	2.6	0.1	6.3	5.9	0.4	4.6	4.7	-0.1	3.1	3.6	-0.5	0.7	2.1	-1.4	0.6	1.7	-1.1	5.5	6.5	-1.0
Rock	7.5	8.1	-0.6	5	10.7	9.9	0.8	16.7	17.3	-0.6	17.1	15.2	1.9	11.8	11.3	0.5	3.0	3.4	-0.4	2.4	2.5	-0.1	4.7	3.0	1.7
The Hits	4.6	4.6	0.0	9	3.0	3.2	-0.2	10.5	7.5	3.0	5.4	5.2	0.2	4.6	4.6	0.0	1.8	2.7	-0.9	0.8	1.5	-0.7	5.1	4.8	0.3
The Sound	10.4	9.5	0.9	3	3.1	2.8	0.3	4.3	4.4	-0.1	6.9	7.5	-0.6	9.2	9.0	0.2	20.3	18.6	1.7	16.9	15.6	1.3	14.6	13.4	1.2
ZM	4.2	5.1	-0.9	11	9.3	8.9	0.4	9.8	8.9	0.9	7.7	7.9	-0.2	6.4	7.2	-0.8	1.9	4.2	-2.3	0.1	1.8	-1.7	9.6	10.5	-0.9
Others	5.0	5.4	-0.4		2.1	4.7	-2.6	4.4	3.7	0.7	4.8	3.9	0.9	5.5	5.0	0.5	6.3	8.1	-1.8	4.8	6.7	-1.9	3.4	3.9	-0.5
Mediaworks Combo	61.3	60.2	1.1		73.4	74.4	-1.0	65.4	69.9	-4.5	66.5	65.5	1.0	67.6	68.2	-0.6	71.1	69.9	1.2	60.6	56.0	4.6	67.4	62.4	5.0
NZME Combo	31.5	30.9	0.6		19.1	17.0	2.1	25.9	22.1	3.8	24.8	25.2	-0.4	23.7	22.1	1.6	20.1	17.9	2.2	32.8	34.5	-1.7	24.0	26.7	-2.7
Potential (000)	140.8	140.8	0.0		16.7	16.3	0.4	38.4	38.8	-0.4	38.1	38.1	0.0	58.2	58.2	0.0	39.8	39.8	0.0	35.5	35.5	0.0	25.0	24.4	0.6
Sample	830	800	30		81	78	3	252	264	-12	272	269	3	379	367	12	213	210	3	216	199	17	175	162	13

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 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 internet only listening to Flava or Hokonui or Mix



MANAWATU 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)	140.8	140.8	0.0
Sample Size	830	800	30

	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	8.6	6.3	2.3	3	9.1	8.2	0.9		8.4	7.1	1.3		8.8	7.1	1.7		7.6	6.5	1.1		7.8	8.4	-0.6		8.6	6.8	1.8	
Coast	4.7	5.0	-0.3	9	5.1	4.4	0.7		5.5	4.5	1.0		6.4	3.8	2.6		6.4	3.6	2.8		6.9	3.2	3.7		7.9	7.0	0.9	
Edge	5.4	6.4	-1.0	8	4.4	5.3	-0.9		3.9	4.5	-0.6		4.5	6.3	-1.8		4.6	5.7	-1.1		7.4	6.5	0.9		5.1	5.6	-0.5	
George FM	1.7	2.3	-0.6	14	2.3	3.6	-1.3		2.9	4.2	-1.3		2.6	2.9	-0.3		1.5	2.2	-0.7		*	3.6	*		1.0	1.4	-0.4	
Kia Ora FM	0.6	0.4	0.2	17	0.3	0.2	0.1		0.4	0.4	0.0		1.4	1.5	-0.1		0.5	0.4	0.1		1.2	0.5	0.7		0.6	0.5	0.1	
Life FM	0.2	0.4	-0.2	18	0.9	1.5	-0.6		0.4	1.3	-0.9		0.4	1.0	-0.6		0.3	0.4	-0.1		1.0	1.0	0.0		0.7	0.7	0.0	
Mai FM	6.8	6.4	0.4	5	6.3	7.1	-0.8		9.4	9.8	-0.4		8.6	8.2	0.4		3.0	3.5	-0.5		9.6	7.7	1.9		6.7	6.6	0.1	
Magic	3.3	2.2	1.1	12	5.3	3.3	2.0		4.1	2.5	1.6		3.4	2.4	1.0		3.2	1.4	1.8		0.2	0.2	0.0		6.4	4.6	1.8	
More FM	17.4	17.1	0.3	1	9.9	10.1	-0.2		12.0	11.5	0.5		12.8	12.3	0.5		6.1	6.3	-0.2		6.1	6.1	0.0		14.4	16.8	-2.4	
Newstalk ZB	14.0	12.0	2.0	2	12.2	12.2	0.0		7.5	8.0	-0.5		3.9	4.4	-0.5		19.3	15.3	4.0		25.2	31.9	-6.7		11.2	10.1	1.1	
Radio Hauraki	1.2	1.0	0.2	16	2.2	1.9	0.3		1.3	1.6	-0.3		1.0	1.4	-0.4		0.3	0.3	0.0		0.4	0.4	0.0		0.5	0.7	-0.2	
RadioLIVE	5.9	6.7	-0.8	7	2.5	2.2	0.3		2.6	2.4	0.2		3.5	3.6	-0.1		5.7	6.2	-0.5		7.5	8.0	-0.5		2.4	2.7	-0.3	
Radio Sport	2.6	3.5	-0.9	13	3.2	3.3	-0.1		3.7	3.4	0.3		2.2	2.4	-0.2		2.4	2.6	-0.2		2.1	1.7	0.4		3.8	3.6	0.2	
Rhema	1.7	2.9	-1.2	14	2.4	2.8	-0.4		1.1	1.6	-0.5		1.5	1.5	0.0		5.6	7.6	-2.0		0.7	2.3	-1.6		2.1	4.0	-1.9	
Rock	6.3	7.5	-1.2	6	9.3	9.4	-0.1		11.5	11.7	-0.2		10.2	10.8	-0.6		4.0	5.1	-1.1		2.7	3.5	-0.8		4.4	4.6	-0.2	
The Hits	3.5	3.1	0.4	11	3.9	4.3	-0.4		4.9	5.5	-0.6		6.4	6.1	0.3		4.0	3.8	0.2		3.5	2.5	1.0		5.4	5.3	0.1	
The Sound	7.7	8.0	-0.3	4	12.5	11.2	1.3		12.5	10.4	2.1		9.8	8.8	1.0		15.1	14.8	0.3		4.2	4.0	0.2		9.5	8.5	1.0	
ZM	4.5	5.3	-0.8	10	3.3	4.2	-0.9		3.5	5.0	-1.5		6.7	8.4	-1.7		3.2	3.9	-0.7		3.5	3.3	0.2		4.3	4.7	-0.4	
Others	3.9	3.4	0.5		4.9	4.9	0.0		4.3	4.7	-0.4		5.8	7.0	-1.2		7.1	10.3	-3.2		9.9	5.2	4.7		4.7	6.0	-1.3	
Mediaworks Combo	63.0	62.9	0.1		61.6	60.4	1.2		67.4	64.1	3.3		64.2	62.5	1.7		50.8	51.8	-1.0		45.6	48.1	-2.5		58.6	57.5	1.1	
NZME Combo	31.4	30.8	0.6		30.4	30.7	-0.3		26.9	28.4	-1.5		28.0	27.8	0.2		38.6	32.5	6.1		45.4	46.4	-1.0		33.6	31.7	1.9	

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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	19.6	19.3	0.3	3	0.9	0.6	0.3	3.7	3.9	-0.2	3.2	3.0	0.2	7.3	7.6	-0.3	7.5	8.3	-0.8	7.1	7.4	-0.3	3.9	3.6	0.3
Coast	10.2	8.4	1.8	11	0.4	0.3	0.1	0.1	0.1	0.0	0.6	0.6	0.0	2.0	1.1	0.9	3.9	2.2	1.7	6.1	5.4	0.7	0.6	0.5	0.1
Edge	19.7	22.1	-2.4	2	3.7	4.6	-0.9	9.4	10.2	-0.8	8.2	8.8	-0.6	11.2	12.7	-1.5	3.4	4.5	-1.1	0.8	0.8	0.0	6.0	6.1	-0.1
George FM	2.6	3.7	-1.1	17	0.2	0.2	0.0	1.6	3.0	-1.4	1.7	2.3	-0.6	1.9	2.5	-0.6	0.4	0.3	0.1	0.1	0.1	0.0	0.5	0.5	0.0
Kia Ora FM	3.1	2.7	0.4	16	0.7	0.5	0.2	0.6	0.4	0.2	0.5	0.2	0.3	1.2	1.0	0.2	1.3	1.6	-0.3	0.7	0.9	-0.2	0.3	0.5	-0.2
Life FM	2.3	2.7	-0.4	18	0.2	0.2	0.0	1.0	1.3	-0.3	0.7	0.8	-0.1	0.7	0.8	-0.1	0.7	0.7	0.0	0.7	0.7	0.0	0.2	0.2	0.0
Mai FM	12.7	13.1	-0.4	9	1.8	2.9	-1.1	8.0	7.2	0.8	7.4	6.1	1.3	8.9	7.9	1.0	1.6	1.8	-0.2	*	*	*	3.4	2.6	0.8
Magic	6.6	3.7	2.9	12	0.5	0.5	0.0	0.6	0.5	0.1	0.8	0.6	0.2	2.0	1.1	0.9	3.1	1.4	1.7	2.9	1.7	1.2	0.3	0.2	0.1
More FM	28.3	27.2	1.1	1	3.6	4.0	-0.4	8.4	8.5	-0.1	10.3	10.1	0.2	15.5	14.9	0.6	9.5	8.4	1.1	5.7	4.9	0.8	6.5	6.0	0.5
Newstalk ZB	13.8	13.7	0.1	8	*	*	*	0.7	0.4	0.3	2.0	1.8	0.2	4.1	3.6	0.5	3.8	3.3	0.5	5.9	6.2	-0.3	1.5	1.4	0.1
Radio Hauraki	3.5	3.8	-0.3	15	*	*	*	1.9	2.3	-0.4	2.4	2.8	-0.4	2.5	3.0	-0.5	0.1	0.1	0.0	0.2	*	*	0.9	1.2	-0.3
RadioLIVE	11.1	11.7	-0.6	10	1.0	1.0	0.0	1.3	1.1	0.2	1.7	1.6	0.1	5.2	5.5	-0.3	5.8	5.8	0.0	3.8	3.6	0.2	3.0	3.0	0.0
Radio Sport	6.2	5.2	1.0	13	0.5	*	*	1.0	1.1	-0.1	1.8	1.8	0.0	3.0	2.5	0.5	1.9	1.2	0.7	1.7	1.4	0.3	0.8	0.3	0.5
Rhema	4.3	5.1	-0.8	14	0.5	0.6	-0.1	2.1	2.2	-0.1	1.7	1.8	-0.1	1.9	2.1	-0.2	1.0	1.6	-0.6	1.0	1.4	-0.4	0.8	0.9	-0.1
Rock	14.9	16.8	-1.9	6	2.8	3.3	-0.5	4.5	5.4	-0.9	7.5	7.2	0.3	8.9	9.3	-0.4	3.6	4.2	-0.6	2.2	2.2	0.0	2.8	3.2	-0.4
The Hits	14.8	15.3	-0.5	7	1.3	2.0	-0.7	6.6	6.1	0.5	5.8	5.7	0.1	7.9	8.0	-0.1	3.7	3.7	0.0	2.1	1.9	0.2	3.3	2.7	0.6
The Sound	19.5	20.6	-1.1	4	0.5	0.5	0.0	3.6	3.9	-0.3	4.5	4.9	-0.4	10.4	11.4	-1.0	10.8	11.6	-0.8	6.6	6.7	-0.1	4.5	4.4	0.1
ZM	16.7	17.3	-0.6	5	2.0	2.1	-0.1	9.7	9.2	0.5	8.4	7.5	0.9	11.2	10.9	0.3	3.5	4.6	-1.1	0.8	1.2	-0.4	5.6	5.6	0.0
Others	10.9	11.5	-0.6		0.6	1.1	-0.5	3.1	2.8	0.3	3.0	2.6	0.4	4.8	4.5	0.3	3.6	4.0	-0.4	3.1	3.5	-0.4	1.7	1.7	0.0
Mediaworks Combo	86.7	85.6	1.1		9.6	10.3	-0.7	25.7	26.3	-0.6	28.2	27.9	0.3	43.4	43.1	0.3	28.9	27.5	1.4	20.4	18.9	1.5	19.1	17.9	1.2
NZME Combo	53.6	52.8	0.8		4.1	4.4	-0.3	16.4	15.4	1.0	16.5	15.8	0.7	24.1	23.2	0.9	13.9	13.0	0.9	13.2	12.6	0.6	10.4	10.2	0.2
All Commercial Radio	110.1	111.3	-1.2		11.8	12.6	-0.8	29.4	30.4	-1.0	32.4	33.1	-0.7	50.3	50.7	-0.4	34.3	33.4	0.9	27.3	26.7	0.6	22.7	22.2	0.5
Potential (000)	140.8	140.8	0.0		16.7	16.3	0.4	38.4	38.8	-0.4	38.1	38.1	0.0	58.2	58.2	0.0	39.8	39.8	0.0	35.5	35.5	0.0	25.0	24.4	0.6
Sample	830	800	30		81	78	3	252	264	-12	272	269	3	379	367	12	213	210	3	216	199	17	175	162	13

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	This	Last	+/-
Potential (000)	140.8	140.8	0.0
Sample Size	830	800	30

	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	10.3	8.9	1.4	4	8.8	8.9	-0.1	9.0	9.9	-0.9	8.3	7.8	0.5	4.6	4.1	0.5	2.7	3.1	-0.4	12.8	12.5	0.3
Coast	4.8	4.3	0.5	11	5.1	4.4	0.7	6.6	5.1	1.5	5.0	4.3	0.7	2.1	1.5	0.6	1.6	1.5	0.1	7.0	5.3	1.7
Edge	10.4	11.3	-0.9	3	6.4	8.2	-1.8	9.7	11.0	-1.3	8.2	10.3	-2.1	3.6	4.8	-1.2	2.8	3.3	-0.5	11.0	12.2	-1.2
George FM	1.1	2.2	-1.1	16	1.1	2.0	-0.9	1.0	2.1	-1.1	1.6	2.5	-0.9	0.5	1.2	-0.7	*	0.6	*	1.8	2.6	-0.8
Kia Ora FM	0.8	0.5	0.3	18	0.7	0.6	0.1	0.7	0.5	0.2	1.6	1.9	-0.3	0.7	0.5	0.2	0.5	0.2	0.3	1.4	1.2	0.2
Life FM	1.1	1.4	-0.3	16	0.6	0.6	0.0	0.8	1.0	-0.2	0.8	0.9	-0.1	0.2	0.3	-0.1	0.4	0.3	0.1	1.4	1.6	-0.2
Mai FM	6.9	7.3	-0.4	9	4.5	5.8	-1.3	7.1	7.4	-0.3	8.7	8.7	0.0	2.9	3.2	-0.3	2.0	1.7	0.3	7.7	8.6	-0.9
Magic	4.3	2.3	2.0	12	4.2	2.2	2.0	2.8	1.6	1.2	3.4	1.8	1.6	1.7	1.1	0.6	0.3	0.3	0.0	5.1	2.9	2.2
More FM	17.0	16.1	0.9	1	9.9	11.0	-1.1	13.8	12.7	1.1	12.8	11.7	1.1	4.3	4.2	0.1	3.6	3.4	0.2	18.7	19.1	-0.4
Newstalk ZB	9.6	9.3	0.3	6	8.0	8.0	0.0	7.8	8.1	-0.3	4.0	4.3	-0.3	7.1	6.1	1.0	5.6	5.3	0.3	10.6	10.2	0.4
Radio Hauraki	1.3	1.3	0.0	15	1.5	1.5	0.0	1.5	1.4	0.1	1.3	1.7	-0.4	0.3	0.4	-0.1	0.2	0.3	-0.1	1.8	2.1	-0.3
RadioLIVE	7.2	7.9	-0.7	8	3.5	3.2	0.3	4.0	3.7	0.3	4.8	5.4	-0.6	3.4	3.4	0.0	2.3	2.3	0.0	3.7	4.5	-0.8
Radio Sport	2.5	3.0	-0.5	14	2.0	2.2	-0.2	3.0	2.6	0.4	1.9	2.0	-0.1	2.6	2.6	0.0	0.8	0.6	0.2	4.3	4.1	0.2
Rhema	2.7	3.2	-0.5	13	2.3	2.7	-0.4	1.1	1.8	-0.7	1.5	1.2	0.3	1.9	2.4	-0.5	1.3	1.5	-0.2	2.6	3.8	-1.2
Rock	8.3	9.3	-1.0	7	6.8	6.8	0.0	8.5	9.0	-0.5	9.3	9.9	-0.6	4.2	4.6	-0.4	1.3	1.6	-0.3	7.1	7.4	-0.3
The Hits	6.8	6.5	0.3	10	4.6	4.7	-0.1	6.0	7.0	-1.0	6.0	6.4	-0.4	3.9	3.8	0.1	1.5	1.2	0.3	9.5	9.8	-0.3
The Sound	10.1	10.7	-0.6	5	9.4	10.3	-0.9	13.1	13.2	-0.1	9.3	9.4	-0.1	5.2	5.4	-0.2	1.4	1.8	-0.4	12.3	13.3	-1.0
ZM	10.9	11.2	-0.3	2	7.9	7.7	0.2	6.6	7.1	-0.5	8.5	10.4	-1.9	4.1	4.9	-0.8	1.7	1.9	-0.2	8.6	9.0	-0.4
Others	4.7	4.9	-0.2		4.0	4.4	-0.4	4.6	4.9	-0.3	4.8	4.9	-0.1	2.7	3.3	-0.6	1.7	1.4	0.3	6.8	7.2	-0.4
Mediaworks Combo	62.6	61.7	0.9		46.5	46.4	0.1	56.1	55.9	0.2	56.4	54.9	1.5	27.6	28.0	-0.4	14.5	15.0	-0.5	64.7	65.5	-0.8
NZME Combo	33.4	33.5	-0.1		28.5	27.4	1.1	29.8	30.2	-0.4	26.3	27.9	-1.6	19.2	18.1	1.1	11.4	10.7	0.7	38.1	36.4	1.7
All Commercial Radio	85.6	88.4	-2.8		67.3	68.1	-0.8	75.6	77.2	-1.6	74.9	76.2	-1.3	45.3	46.0	-0.7	24.4	24.6	-0.2	91.6	92.7	-1.1

Mediaworks Combo: Breeze or Edge or George FM or Magic 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 internet only listening to Flava or Hokonui or Mix

MANAWATU 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	9:06	7:43	1:22	1:53	1:39	0:14	6:34	5:51	0:43	7:29	6:23	1:05	6:24	5:53	0:30	9:06	8:20	0:46	13:13	10:20	2:52	5:18	4:33	0:44
Coast	12:20	12:19	0:01	14:08	21:00	-6:52	2:55	1:51	1:04	4:20	4:17	0:03	7:48	5:56	1:52	12:02	10:19	1:43	13:31	12:45	0:46	4:28	7:35	-3:07
Edge	5:03	5:20	-0:16	4:53	4:50	0:02	3:27	4:26	-0:59	4:39	4:58	-0:18	6:09	6:03	0:05	9:24	7:46	1:38	6:23	7:36	-1:12	5:01	5:02	-0:01
George FM	15:20	16:20	-1:00	2:30	2:30	0:00	22:08	19:15	2:53	21:46	20:34	1:12	19:51	19:24	0:26	3:16	3:05	0:10	0:30	0:30	0:00	2:17	3:04	-0:47
Kia Ora FM	4:11	4:04	0:06	6:02	5:46	0:16	2:08	2:12	-0:03	0:58	1:32	-0:33	5:31	6:23	-0:52	5:04	4:08	0:55	1:17	1:12	0:04	0:53	6:07	-5:13
Life FM	4:47	7:15	-2:28	2:40	2:35	0:04	3:23	3:02	0:20	4:54	14:46	-9:52	4:54	14:46	-9:52	9:42	8:56	0:45	9:42	8:56	0:45	7:41	8:39	-0:58
Mai FM	11:50	11:44	0:05	13:43	8:53	4:49	7:03	8:20	-1:16	10:44	12:49	-2:05	12:49	14:30	-1:40	22:33	20:01	2:31	*	*	*	15:27	17:23	-1:56
Magic	13:44	16:29	-2:45	4:00	4:00	0:00	2:06	2:07	-0:01	1:10	1:17	-0:07	8:40	5:07	3:33	13:32	15:52	-2:20	22:33	31:21	-8:48	14:46	3:57	10:49
More FM	9:17	10:09	-0:52	7:33	8:19	-0:45	6:30	8:29	-1:59	7:50	8:09	-0:18	8:38	8:45	-0:06	11:55	12:26	-0:31	12:28	13:54	-1:25	9:41	10:17	-0:35
Newstalk ZB	17:22	16:52	0:29	*	*	*	4:19	2:14	2:05	7:30	7:18	0:12	10:08	6:20	3:47	15:18	12:48	2:30	19:30	19:17	0:12	16:25	18:26	-2:00
Radio Hauraki	6:48	6:46	0:01	*	*	*	2:51	5:08	-2:17	7:19	8:25	-1:05	7:14	8:18	-1:04	5:30	5:30	0:00	20:30	*	*	3:26	8:15	-4:49
RadioLIVE	6:53	6:54	-0:01	2:23	2:25	-0:01	3:02	2:33	0:29	5:23	6:19	-0:56	5:28	6:04	-0:36	8:31	8:49	-0:18	10:31	10:44	-0:12	8:52	9:12	-0:20
Radio Sport	10:23	13:10	-2:46	2:00	*	*	3:50	3:45	0:04	17:02	17:25	-0:23	12:33	14:19	-1:46	5:29	6:04	-0:35	6:46	8:27	-1:40	6:14	8:00	-1:45
Rhema	9:37	12:09	-2:32	6:31	5:56	0:35	13:50	14:49	-0:59	16:44	17:24	-0:39	15:53	16:23	-0:30	4:43	8:24	-3:41	4:20	7:37	-3:17	29:03	30:05	-1:02
Rock	10:28	10:06	0:21	4:59	4:13	0:45	17:44	17:16	0:28	14:19	13:51	0:27	12:48	11:32	1:16	6:03	5:19	0:43	7:08	7:17	-0:09	7:02	3:44	3:17
The Hits	6:26	6:22	0:03	3:06	2:19	0:46	7:30	6:40	0:50	5:53	5:58	-0:05	5:35	5:26	0:09	3:31	4:44	-1:13	2:35	5:14	-2:39	6:29	7:08	-0:39
The Sound	11:05	9:44	1:21	7:52	7:47	0:05	5:45	6:02	-0:16	9:44	9:58	-0:13	8:26	7:31	0:55	13:30	10:42	2:48	17:03	14:51	2:11	13:24	12:04	1:20
ZM	5:11	6:11	-0:59	6:02	5:57	0:05	4:45	5:16	-0:30	5:46	6:53	-1:07	5:31	6:14	-0:43	3:59	6:06	-2:06	1:01	9:50	-8:49	7:11	7:33	-0:21
Others	9:28	9:50	-0:22	4:45	5:54	-1:08	6:37	7:18	-0:40	10:17	9:55	0:21	10:57	10:40	0:17	12:29	13:40	-1:10	10:15	12:14	-1:59	8:08	8:59	-0:50
Mediaworks Combo	14:40	14:51	-0:11	9:49	10:14	-0:24	12:00	14:21	-2:20	14:54	15:28	-0:33	14:56	15:01	-0:05	17:38	16:59	0:38	19:55	18:59	0:56	14:37	13:55	0:41
NZME Combo	12:11	12:20	-0:09	5:56	5:26	0:29	7:26	7:44	-0:17	9:31	10:29	-0:57	9:25	9:03	0:22	10:22	9:12	1:10	16:36	17:32	-0:55	9:31	10:28	-0:57
All Commercial Radio	18:51	18:58	-0:06	10:54	11:16	-0:22	16:03	17:46	-1:43	19:28	19:53	-0:24	19:05	18:45	0:19	20:52	19:59	0:53	24:34	24:01	0:32	18:16	17:54	0:21
Potential (000)	140.8	140.8	0.0	16.7	16.3	0.4	38.4	38.8	-0.4	38.1	38.1	0.0	58.2	58.2	0.0	39.8	39.8	0.0	35.5	35.5	0.0	25.0	24.4	0.6
Sample	830	800	30	81	78	3	252	264	-12	272	269	3	379	367	12	213	210	3	216	199	17	175	162	13

Mediaworks Combo: Breeze or Edge or George FM or Magic 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 internet only listening to Flava or Hokonui or Mix



MANAWATU 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)	140.8	140.8	0.0
Sample Size	830	800	30

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

Mediaworks Combo: Breeze or Edge or George FM or Magic 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 internet only listening to Flava or Hokonui or Mix