



MANAWATU 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	7.7	8.6	-0.9	6	1.1	1.0	0.1		7.4	5.7	1.7		6.6	5.3	1.3		8.9	8.2	0.7		8.5	10.8	-2.3		7.3	10.5	-3.2		8.5	8.7	-0.2	
Coast	6.5	5.4	1.1	7	4.7	3.8	0.9		2.1	0.8	1.3		2.7	1.4	1.3		5.4	3.7	1.7		7.6	6.3	1.3		9.1	8.2	0.9		5.2	2.8	2.4	
Edge	5.5	5.7	-0.2	8	18.4	20.6	-2.2		10.4	9.6	0.8		7.6	8.3	-0.7		6.0	7.1	-1.1		1.9	3.1	-1.2		0.9	1.1	-0.2		6.3	9.1	-2.8	
George FM	0.3	2.8	-2.5	16	*	*	*		0.7	11.7	-11.0		0.6	9.3	-8.7		0.7	6.0	-5.3		0.3	0.6	-0.3		*	*	*		0.1	0.1	0.0	
Kia Ora FM	0.4	0.5	-0.1	15	1.9	1.5	0.4		0.4	0.3	0.1		0.3	0.1	0.2		0.4	0.5	-0.1		0.5	0.8	-0.3		0.3	0.2	0.1		0.8	0.5	0.3	
Life FM	0.3	0.4	-0.1	16	0.7	0.5	0.2		0.6	0.7	-0.1		0.7	0.5	0.2		0.5	0.4	0.1		*	0.6	*		*	0.6	*		0.3	0.3	0.0	
Magic Music & Talk*	15.0	14.3	0.7	1	1.2	3.0	-1.8		0.8	0.9	-0.1		4.2	4.6	-0.4		8.7	9.7	-1.0		23.1	21.4	1.7		28.2	27.1	1.1		5.4	7.1	-1.7	
Mai FM	3.7	4.5	-0.8	10	17.0	17.9	-0.9		10.5	11.1	-0.6		5.9	7.7	-1.8		3.6	6.2	-2.6		*	2.0	*		*	*	*		6.4	8.6	-2.2	
More FM	12.8	13.4	-0.6	2	26.8	23.8	3.0		12.1	13.1	-1.0		15.7	19.0	-3.3		14.3	15.2	-0.9		14.3	13.7	0.6		10.7	11.5	-0.8		19.9	19.0	0.9	
Newstalk ZB	11.8	11.7	0.1	3	0.2	0.1	0.1		1.6	0.9	0.7		1.0	0.7	0.3		3.9	3.6	0.3		9.5	7.8	1.7		17.9	17.3	0.6		11.0	4.8	6.2	
Radio Hauraki	1.0	0.9	0.1	13	*	*	*		0.7	0.9	-0.2		2.4	2.4	0.0		1.5	1.5	0.0		0.1	0.1	0.0		0.9	0.5	0.4		0.2	0.5	-0.3	
Radio Sport	1.2	1.9	-0.7	12	1.9	1.0	0.9		0.2	0.5	-0.3		0.5	1.1	-0.6		0.9	1.3	-0.4		2.0	1.9	0.1		1.8	2.1	-0.3		1.1	1.8	-0.7	
Rhema	1.0	1.1	-0.1	13	2.7	1.9	0.8		*	0.1	*		0.3	0.3	0.0		0.7	0.6	0.1		1.1	1.0	0.1		1.3	1.5	-0.2		0.7	0.8	-0.1	
Rock	9.9	6.8	3.1	4	7.4	6.8	0.6		27.3	16.4	10.9		23.5	14.5	9.0		16.0	10.3	5.7		4.2	4.0	0.2		2.6	2.0	0.6		5.4	4.7	0.7	
The Hits	3.5	3.6	-0.1	11	2.1	3.4	-1.3		5.2	6.7	-1.5		7.0	5.5	1.5		6.2	5.3	0.9		3.0	3.4	-0.4		1.3	1.2	0.1		9.8	11.0	-1.2	
The Sound	9.7	7.9	1.8	5	4.5	5.6	-1.1		4.0	3.9	0.1		7.5	6.1	1.4		12.1	10.1	2.0		17.2	14.7	2.5		10.9	8.5	2.4		7.9	5.9	2.0	
ZM	4.6	4.7	-0.1	9	6.5	5.7	0.8		11.3	10.8	0.5		10.0	8.9	1.1		6.8	6.1	0.7		2.1	3.0	-0.9		1.6	2.3	-0.7		9.2	11.0	-1.8	
Others	4.9	5.8	-0.9		2.9	3.6	-0.7		4.5	6.1	-1.6		3.6	4.2	-0.6		3.4	4.4	-1.0		4.4	4.8	-0.4		5.3	5.3	0.0		1.8	3.4	-1.6	
MediaWorks Combo	64.7	64.0	0.7		76.5	78.6	-2.1		73.2	72.4	0.8		71.6	74.7	-3.1		70.2	72.8	-2.6		69.6	70.4	-0.8		60.7	60.8	-0.1		59.8	63.1	-3.3	
NZME Combo	29.8	29.7	0.1		18.3	17.5	0.8		25.1	25.4	-0.3		24.1	21.0	3.1		25.1	21.9	3.2		24.4	22.5	1.9		32.5	31.6	0.9		36.6	33.3	3.3	
Potential (000)	142.9	140.8	2.1		17.6	16.3	1.3		38.6	38.8	-0.2		38.5	38.1	0.4		58.4	58.2	0.2		40.3	39.8	0.5		36.6	35.5	1.1		22.3	21.6	0.7	
Sample	832	879	-47		73	68	5		233	245	-12		240	260	-20		368	399	-31		225	244	-19		227	234	-7		139	150	-11	

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 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

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

*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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Station Share (%) by Daypart, People 10+
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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)	142.9	140.8	2.1
Sample Size	832	879	-47

	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	8.3	9.7	-1.4	4	9.2	10.0	-0.8	8.5	9.5	-1.0	8.0	9.7	-1.7	4.1	4.9	-0.8	3.9	3.2	0.7	7.1	7.4	-0.3
Coast	3.4	3.1	0.3	9	8.0	6.4	1.6	7.7	6.1	1.6	6.1	5.5	0.6	5.8	4.8	1.0	6.5	7.7	-1.2	7.3	5.6	1.7
Edge	6.9	6.7	0.2	6	4.0	4.4	-0.4	5.3	5.3	0.0	5.1	6.3	-1.2	5.5	8.1	-2.6	7.8	5.8	2.0	5.3	5.3	0.0
George FM	0.2	2.7	-2.5	16	0.2	3.8	-3.6	0.1	4.3	-4.2	0.4	3.5	-3.1	0.8	0.9	-0.1	0.1	0.2	-0.1	0.6	1.4	-0.8
Kia Ora FM	0.8	1.0	-0.2	15	0.1	0.2	-0.1	0.4	0.4	0.0	0.2	0.4	-0.2	0.3	0.5	-0.2	0.7	0.4	0.3	0.4	0.3	0.1
Life FM	0.1	0.2	-0.1	17	0.3	0.7	-0.4	0.2	0.4	-0.2	0.2	0.2	0.0	0.1	0.1	0.0	1.0	1.0	0.0	0.4	0.5	-0.1
Magic Music & Talk*	12.8	13.0	-0.2	3	17.9	16.6	1.3	15.1	12.8	2.3	14.5	11.5	3.0	18.8	21.8	-3.0	11.0	11.9	-0.9	14.1	14.9	-0.8
Mai FM	2.3	4.5	-2.2	11	2.3	2.5	-0.2	2.7	5.1	-2.4	7.2	5.8	1.4	2.2	3.9	-1.7	11.5	9.9	1.6	4.3	4.1	0.2
More FM	19.9	18.7	1.2	1	10.7	11.7	-1.0	12.1	11.7	0.4	12.9	13.8	-0.9	8.0	7.6	0.4	5.1	6.3	-1.2	12.1	14.4	-2.3
Newstalk ZB	16.0	15.0	1.0	2	10.9	10.4	0.5	7.5	6.9	0.6	6.2	6.3	-0.1	20.1	21.5	-1.4	21.1	25.1	-4.0	11.7	11.9	-0.2
Radio Hauraki	0.9	0.6	0.3	14	2.3	2.0	0.3	1.3	1.3	0.0	0.7	0.6	0.1	*	0.2	*	0.3	0.2	0.1	0.4	0.4	0.0
Radio Sport	1.5	1.8	-0.3	12	0.8	1.3	-0.5	0.9	1.5	-0.6	0.6	1.1	-0.5	0.4	1.3	-0.9	1.0	1.0	0.0	2.0	3.4	-1.4
Rhema	1.1	1.0	0.1	13	0.6	0.8	-0.2	0.6	0.8	-0.2	1.4	1.4	0.0	1.1	1.5	-0.4	0.5	0.1	0.4	1.6	1.6	0.0
Rock	8.3	5.5	2.8	4	10.8	9.3	1.5	13.4	10.4	3.0	11.3	8.8	2.5	12.4	2.7	9.7	4.4	2.2	2.2	7.1	3.5	3.6
The Hits	3.2	3.6	-0.4	10	2.1	2.4	-0.3	4.0	3.8	0.2	5.5	5.7	-0.2	2.8	3.1	-0.3	3.2	2.9	0.3	3.8	3.8	0.0
The Sound	6.2	4.2	2.0	7	10.6	8.5	2.1	11.5	10.0	1.5	11.9	10.0	1.9	7.7	7.8	-0.1	4.5	2.6	1.9	10.8	8.8	2.0
ZM	4.8	4.6	0.2	8	5.1	3.9	1.2	5.0	5.5	-0.5	4.5	5.0	-0.5	2.1	2.3	-0.2	7.3	10.1	-2.8	4.1	4.0	0.1
Others	3.6	4.2	-0.6		4.1	5.3	-1.2	3.5	4.2	-0.7	3.3	4.3	-1.0	7.8	6.9	0.9	10.1	9.4	0.7	6.6	8.6	-2.0
MediaWorks Combo	64.8	65.0	-0.2		65.8	66.8	-1.0	68.8	68.9	-0.1	71.2	69.4	1.8	59.4	57.8	1.6	48.4	42.1	6.3	61.6	59.9	1.7
NZME Combo	29.9	28.8	1.1		29.4	26.7	2.7	26.8	25.6	1.2	24.4	25.6	-1.2	33.9	35.9	-2.0	40.1	47.7	-7.6	32.0	33.2	-1.2

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MediaWorks Combo: Breeze or Edge or George FM 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

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Cumulative Audience (000's) by Demographic, Mon-Sun 12mn-12mn
 Survey Comparisons: 4/2018 - 1/2019

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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	18.3	17.5	0.8	4	1.5	0.7	0.8	3.8	3.0	0.8	5.3	3.7	1.6	9.1	7.5	1.6	6.0	6.6	-0.6	5.0	5.8	-0.8	4.1	3.4	0.7
Coast	12.7	10.2	2.5	9	0.4	0.4	0.0	0.7	0.4	0.3	1.8	1.4	0.4	4.3	3.4	0.9	5.6	3.9	1.7	6.3	4.9	1.4	1.5	1.0	0.5
Edge	21.1	21.1	0.0	2	4.9	4.5	0.4	10.8	10.4	0.4	7.3	7.6	-0.3	9.1	9.8	-0.7	2.4	3.0	-0.6	0.9	1.1	-0.2	5.5	5.6	-0.1
George FM	2.1	2.8	-0.7	16	*	*	*	0.9	1.4	-0.5	1.1	1.9	-0.8	1.5	2.6	-1.1	0.5	0.9	-0.4	0.2	0.2	0.0	0.6	0.5	0.1
Kia Ora FM	2.2	2.0	0.2	15	0.4	0.3	0.1	0.8	0.5	0.3	1.0	0.5	0.5	1.1	1.0	0.1	0.6	0.8	-0.2	0.5	0.4	0.1	1.2	0.6	0.6
Life FM	2.1	2.3	-0.2	16	0.4	0.3	0.1	0.8	1.2	-0.4	1.3	0.8	0.5	1.5	1.0	0.5	0.2	0.6	-0.4	*	0.4	*	0.4	0.3	0.1
Magic Music & Talk*	20.3	20.3	0.0	3	0.2	0.7	-0.5	1.2	1.5	-0.3	2.5	2.7	-0.2	6.7	8.1	-1.4	10.3	10.3	0.0	10.8	9.0	1.8	3.0	2.6	0.4
Mai FM	9.7	9.9	-0.2	11	1.0	1.1	-0.1	7.3	7.1	0.2	6.2	6.1	0.1	6.6	7.0	-0.4	0.4	0.9	-0.5	*	*	*	3.5	3.7	-0.2
More FM	31.2	27.7	3.5	1	4.8	3.1	1.7	10.3	8.3	2.0	10.2	10.8	-0.6	14.0	14.3	-0.3	9.7	8.8	0.9	7.2	6.7	0.5	7.5	5.8	1.7
Newstalk ZB	15.4	13.3	2.1	7	0.1	0.1	0.0	1.8	0.9	0.9	1.6	1.0	0.6	3.8	3.2	0.6	5.0	4.7	0.3	7.3	6.3	1.0	1.8	0.9	0.9
Radio Hauraki	2.9	2.7	0.2	14	*	*	*	1.3	1.6	-0.3	1.1	1.5	-0.4	1.2	1.7	-0.5	0.7	0.1	0.6	0.9	0.2	0.7	0.4	0.5	-0.1
Radio Sport	6.7	6.4	0.3	12	0.7	0.6	0.1	0.4	0.8	-0.4	1.0	1.2	-0.2	2.1	2.2	-0.1	3.0	2.3	0.7	3.1	2.4	0.7	0.7	0.9	-0.2
Rhema	3.3	3.3	0.0	13	0.6	0.4	0.2	0.2	0.2	0.0	0.4	0.4	0.0	1.1	1.1	0.0	1.5	1.5	0.0	1.1	1.2	-0.1	0.4	0.4	0.0
Rock	14.4	12.5	1.9	8	1.7	1.6	0.1	6.4	4.6	1.8	7.5	6.4	1.1	8.9	7.9	1.0	3.0	3.3	-0.3	1.7	1.8	-0.1	2.1	1.9	0.2
The Hits	10.6	11.1	-0.5	10	1.4	1.1	0.3	2.9	4.0	-1.1	4.3	3.7	0.6	6.0	5.4	0.6	3.3	3.8	-0.5	2.1	2.5	-0.4	3.4	3.3	0.1
The Sound	16.0	14.8	1.2	5	0.7	0.7	0.0	3.0	3.0	0.0	4.6	3.6	1.0	8.8	7.9	0.9	8.2	7.8	0.4	5.5	5.0	0.5	3.3	2.4	0.9
ZM	15.8	15.7	0.1	6	1.4	1.8	-0.4	9.0	8.6	0.4	7.3	7.2	0.1	8.7	9.0	-0.3	2.9	3.4	-0.5	1.9	1.8	0.1	4.5	4.6	-0.1
Others	9.6	10.2	-0.6		0.4	0.6	-0.2	2.9	3.4	-0.5	2.6	2.5	0.1	3.6	3.6	0.0	2.5	1.9	0.6	2.8	2.4	0.4	1.2	1.3	-0.1
MediaWorks Combo	87.8	85.9	1.9		9.9	8.8	1.1	25.9	25.3	0.6	28.0	28.4	-0.4	41.2	42.9	-1.7	27.9	28.2	-0.3	22.7	21.4	1.3	17.1	16.6	0.5
NZME Combo	55.0	51.8	3.2		4.0	3.7	0.3	14.9	14.9	0.0	14.1	13.7	0.4	21.4	21.0	0.4	17.3	15.7	1.6	18.0	14.9	3.1	10.4	9.5	0.9
All Commercial Radio	109.3	107.0	2.3		11.4	10.2	1.2	28.6	29.0	-0.4	31.4	31.5	-0.1	47.1	48.1	-1.0	34.2	33.6	0.6	31.2	28.6	2.6	20.0	19.1	0.9
Potential (000)	142.9	140.8	2.1		17.6	16.3	1.3	38.6	38.8	-0.2	38.5	38.1	0.4	58.4	58.2	0.2	40.3	39.8	0.5	36.6	35.5	1.1	22.3	21.6	0.7
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	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	10.3	11.1	-0.8	5	9.6	8.8	0.8	8.8	8.6	0.2	6.9	7.6	-0.7	4.0	3.8	0.2	2.5	2.5	0.0	10.7	11.0	-0.3
Coast	6.1	4.9	1.2	9	6.8	5.5	1.3	7.6	6.4	1.2	6.3	5.1	1.2	2.7	1.7	1.0	0.9	1.1	-0.2	8.8	6.9	1.9
Edge	11.4	12.1	-0.7	4	7.1	6.5	0.6	10.3	11.2	-0.9	8.8	9.7	-0.9	3.9	4.8	-0.9	3.1	1.8	1.3	11.9	12.6	-0.7
George FM	0.6	1.7	-1.1	16	0.6	1.9	-1.3	0.3	1.3	-1.0	0.4	1.2	-0.8	0.5	0.3	0.2	0.1	0.1	0.0	1.1	2.3	-1.2
Kia Ora FM	1.2	1.1	0.1	14	0.4	0.5	-0.1	0.9	0.7	0.2	0.8	0.7	0.1	0.6	0.7	-0.1	0.4	0.2	0.2	0.8	0.8	0.0
Life FM	0.4	1.1	-0.7	17	1.0	0.6	0.4	1.3	1.0	0.3	0.7	0.6	0.1	0.4	0.2	0.2	0.4	0.4	0.0	1.5	1.2	0.3
Magic Music & Talk*	13.1	13.0	0.1	2	12.9	12.2	0.7	11.5	9.8	1.7	11.4	10.4	1.0	6.9	7.5	-0.6	4.3	4.4	-0.1	12.0	12.1	-0.1
Mai FM	5.6	5.8	-0.2	11	2.7	3.6	-0.9	4.7	6.2	-1.5	6.8	6.7	0.1	2.1	3.2	-1.1	3.2	1.8	1.4	4.4	6.5	-2.1
More FM	20.7	18.4	2.3	1	11.9	11.5	0.4	15.0	13.6	1.4	13.6	13.2	0.4	6.3	4.9	1.4	3.8	3.4	0.4	22.5	18.6	3.9
Newstalk ZB	11.9	10.1	1.8	3	6.9	7.2	-0.3	7.5	6.9	0.6	5.7	4.6	1.1	7.6	7.4	0.2	5.4	4.8	0.6	13.0	10.8	2.2
Radio Hauraki	0.7	0.5	0.2	15	1.0	1.1	-0.1	1.1	1.4	-0.3	0.7	0.9	-0.2	*	0.1	*	0.3	0.2	0.1	1.4	1.3	0.1
Radio Sport	2.6	2.3	0.3	12	1.4	1.3	0.1	2.6	2.8	-0.2	1.7	1.5	0.2	0.6	1.7	-1.1	0.4	0.5	-0.1	4.3	4.5	-0.2
Rhema	2.2	1.7	0.5	13	0.7	0.7	0.0	1.0	1.0	0.0	1.3	1.4	-0.1	1.1	1.1	0.0	0.3	0.1	0.2	2.4	2.6	-0.2
Rock	9.2	7.0	2.2	7	6.7	5.4	1.3	8.9	7.1	1.8	8.9	7.3	1.6	3.8	2.3	1.5	1.8	0.7	1.1	8.6	6.1	2.5
The Hits	5.8	6.7	-0.9	10	3.6	3.7	-0.1	5.8	4.7	1.1	6.2	5.6	0.6	1.9	1.6	0.3	1.5	1.4	0.1	7.9	7.7	0.2
The Sound	9.1	7.6	1.5	8	7.5	6.8	0.7	9.0	8.2	0.8	8.7	8.1	0.6	5.0	4.4	0.6	1.1	0.6	0.5	9.0	8.0	1.0
ZM	9.8	10.0	-0.2	6	7.2	6.1	1.1	7.7	7.5	0.2	6.6	6.5	0.1	3.6	3.3	0.3	2.7	2.6	0.1	10.0	9.0	1.0
Others	4.3	4.7	-0.4		3.3	3.8	-0.5	3.8	4.3	-0.5	3.8	4.3	-0.5	2.2	2.1	0.1	1.6	1.6	0.0	6.7	7.7	-1.0
MediaWorks Combo	64.0	62.8	1.2		48.6	49.2	-0.6	53.5	53.6	-0.1	55.4	52.8	2.6	29.3	28.8	0.5	16.4	13.5	2.9	65.7	63.2	2.5
NZME Combo	34.8	32.7	2.1		26.8	24.8	2.0	29.4	28.1	1.3	27.3	24.8	2.5	16.5	15.6	0.9	11.4	10.7	0.7	42.5	38.6	3.9
All Commercial Radio	84.8	84.2	0.6		68.2	66.6	1.6	72.4	71.9	0.5	72.7	69.2	3.5	44.6	42.8	1.8	26.1	22.7	3.4	92.5	90.1	2.4

MediaWorks Combo: Breeze or Edge or George FM 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

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

*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.



MANAWATU 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 with Kids		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	9:26	10:13	-0:47	1:03	1:42	-0:39	9:49	8:21	1:27	7:19	7:59	-0:40	9:28	10:24	-0:56	12:00	12:39	-0:38	11:06	12:12	-1:06	8:16	8:46	-0:30
Coast	11:26	10:55	0:30	14:28	12:36	1:52	16:23	8:50	7:33	8:52	5:48	3:03	12:04	10:12	1:51	11:40	12:18	-0:37	11:08	11:22	-0:13	14:20	9:36	4:43
Edge	5:45	5:34	0:10	5:07	5:35	-0:27	4:54	4:08	0:45	6:06	6:08	-0:02	6:22	6:52	-0:30	6:46	8:00	-1:14	7:23	6:35	0:48	4:36	5:33	-0:56
George FM	3:32	20:38	-17:05	*	*	*	3:46	37:38	-33:51	3:14	28:05	-24:51	4:20	21:59	-17:38	5:16	5:12	0:03	0:30	0:30	0:00	0:43	0:37	0:05
Kia Ora FM	4:10	4:40	-0:30	6:30	6:30	0:00	2:39	3:08	-0:29	1:35	0:45	0:49	3:18	4:33	-1:15	6:43	6:58	-0:14	4:30	4:23	0:06	2:53	2:32	0:21
Life FM	2:44	3:47	-1:02	2:07	2:00	0:07	3:55	2:33	1:22	3:09	3:54	-0:45	2:57	3:27	-0:29	1:48	7:28	-5:40	*	10:20	*	2:50	3:42	-0:52
Magic Music & Talk*	16:25	14:34	1:51	9:15	5:01	4:13	3:30	2:31	0:59	9:48	9:21	0:26	12:33	11:17	1:15	19:02	16:05	2:56	20:08	20:23	-0:14	7:05	9:12	-2:07
Mai FM	8:36	9:23	-0:47	22:41	19:06	3:34	7:21	7:00	0:21	5:38	7:09	-1:31	5:21	8:29	-3:08	1:01	17:16	-16:15	*	*	*	7:20	7:49	-0:28
More FM	9:07	10:00	-0:52	7:43	9:09	-1:25	6:02	7:03	-1:01	9:05	9:50	-0:44	9:47	10:06	-0:18	12:32	12:06	0:25	11:31	11:37	-0:06	10:41	11:09	-0:27
Newstalk ZB	17:07	18:13	-1:06	1:45	1:45	0:00	4:45	4:19	0:25	3:45	4:07	-0:21	10:03	10:35	-0:32	16:13	12:51	3:22	18:52	18:40	0:12	24:19	18:56	5:23
Radio Hauraki	7:51	7:00	0:50	*	*	*	2:52	2:24	0:28	12:42	9:01	3:41	12:17	8:39	3:38	1:00	4:42	-3:41	7:15	20:30	-13:14	2:00	3:28	-1:28
Radio Sport	3:58	6:06	-2:07	3:26	2:00	1:26	2:51	2:40	0:11	2:53	5:22	-2:28	4:15	5:29	-1:13	5:48	6:21	-0:32	4:26	6:01	-1:35	6:14	6:59	-0:45
Rhema	7:02	6:58	0:04	6:03	5:24	0:38	1:02	1:15	-0:12	4:08	4:19	-0:10	5:29	5:30	-0:00	5:48	5:06	0:41	8:56	8:12	0:44	7:10	7:18	-0:08
Rock	15:21	11:13	4:08	6:12	5:13	0:58	21:56	16:07	5:48	18:29	12:37	5:51	17:21	12:23	4:58	11:41	9:23	2:17	12:09	7:45	4:24	10:27	8:15	2:11
The Hits	7:23	6:49	0:34	2:07	3:46	-1:38	9:13	7:26	1:46	9:36	8:15	1:20	9:55	9:17	0:38	7:45	6:50	0:55	4:39	3:20	1:19	11:43	11:16	0:27
The Sound	13:32	11:07	2:25	8:36	9:15	-0:39	6:44	5:47	0:57	9:31	9:22	0:09	13:18	12:07	1:10	17:44	14:41	3:02	15:15	11:31	3:44	9:37	8:18	1:18
ZM	6:31	6:10	0:21	6:22	3:55	2:26	6:26	5:35	0:51	8:06	6:59	1:06	7:31	6:27	1:04	6:12	6:49	-0:37	6:21	9:02	-2:40	8:11	8:15	-0:03
Others	11:23	11:48	-0:25	9:30	7:21	2:08	8:03	8:04	-0:01	7:57	9:35	-1:37	9:02	11:40	-2:38	15:14	19:09	-3:54	14:14	14:42	-0:28	5:55	9:01	-3:05
MediaWorks Combo	16:23	15:24	0:59	10:37	10:47	-0:10	14:27	12:47	1:39	15:02	14:46	0:16	16:26	16:08	0:18	21:07	19:19	1:48	20:30	19:15	1:14	14:06	12:59	1:06
NZME Combo	12:03	11:51	0:12	6:17	5:39	0:37	8:36	7:38	0:57	10:01	8:35	1:26	11:19	9:54	1:24	11:55	11:06	0:49	13:49	14:27	-0:38	14:16	11:56	2:20
All Commercial Radio	20:22	19:20	1:02	12:07	11:49	0:17	17:52	15:26	2:25	18:45	17:49	0:56	20:27	19:47	0:40	24:46	23:03	1:43	24:35	23:46	0:48	20:10	17:48	2:21
Potential (000)	142.9	140.8	2.1	17.6	16.3	1.3	38.6	38.8	-0.2	38.5	38.1	0.4	58.4	58.2	0.2	40.3	39.8	0.5	36.6	35.5	1.1	22.3	21.6	0.7
Sample	832	879	-47	73	68	5	233	245	-12	240	260	-20	368	399	-31	225	244	-19	227	234	-7	139	150	-11

MediaWorks Combo: Breeze or Edge or George FM 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

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

*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.



MANAWATU 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)	142.9	140.8	2.1
Sample Size	832	879	-47

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

MediaWorks Combo: Breeze or Edge or George FM 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

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

*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.