



MANAWATU COMMERCIAL RADIO - SURVEY 2 2019

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

Survey Comparisons: 1/2019 - 2/2019

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

Last 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

	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	8.4	7.7	0.7	6	1.4	1.1	0.3		7.3	7.4	-0.1		5.5	6.6	-1.1		8.7	8.9	-0.2		11.1	8.5	2.6		9.0	7.3	1.7		8.1	8.5	-0.4	
Coast	6.8	6.5	0.3	7	0.1	4.7	-4.6		2.4	2.1	0.3		3.3	2.7	0.6		6.0	5.4	0.6		7.5	7.6	-0.1		10.0	9.1	0.9		7.2	5.2	2.0	
Edge	6.6	5.5	1.1	8	20.4	18.4	2.0		13.6	10.4	3.2		9.3	7.6	1.7		7.4	6.0	1.4		2.8	1.9	0.9		0.7	0.9	-0.2		7.5	6.3	1.2	
George FM	0.7	0.3	0.4	14	*	*	*		1.0	0.7	0.3		0.5	0.6	-0.1		0.5	0.7	-0.2		1.2	0.3	0.9		1.0	*	*		0.1	0.1	0.0	
Kia Ora FM	0.5	0.4	0.1	16	2.0	1.9	0.1		0.3	0.4	-0.1		0.3	0.3	0.0		0.4	0.4	0.0		0.8	0.5	0.3		0.6	0.3	0.3		0.7	0.8	-0.1	
Life FM	0.5	0.3	0.2	16	0.8	0.7	0.1		0.4	0.6	-0.2		1.0	0.7	0.3		0.8	0.5	0.3		0.3	*	*		*	*	*		0.5	0.3	0.2	
Magic Music & Talk*	15.0	15.0	0.0	1	1.6	1.2	0.4		1.5	0.8	0.7		4.5	4.2	0.3		9.2	8.7	0.5		22.9	23.1	-0.2		28.1	28.2	-0.1		4.4	5.4	-1.0	
Mai FM	4.2	3.7	0.5	10	18.6	17.0	1.6		10.0	10.5	-0.5		7.3	5.9	1.4		4.3	3.6	0.7		0.1	*	*		0.1	*	*		7.7	6.4	1.3	
More FM	11.5	12.8	-1.3	2	27.6	26.8	0.8		8.6	12.1	-3.5		12.3	15.7	-3.4		12.6	14.3	-1.7		15.2	14.3	0.9		11.5	10.7	0.8		21.1	19.9	1.2	
Newstalk ZB	11.3	11.8	-0.5	3	0.4	0.2	0.2		2.6	1.6	1.0		1.6	1.0	0.6		3.2	3.9	-0.7		7.3	9.5	-2.2		17.3	17.9	-0.6		7.2	11.0	-3.8	
Radio Hauraki	0.6	1.0	-0.4	15	0.1	*	*		1.0	0.7	0.3		0.7	2.4	-1.7		0.4	1.5	-1.1		0.1	0.1	0.0		0.9	0.9	0.0		0.1	0.2	-0.1	
Radio Sport	1.5	1.2	0.3	12	4.8	1.9	2.9		0.4	0.2	0.2		0.7	0.5	0.2		0.9	0.9	0.0		1.6	2.0	-0.4		2.1	1.8	0.3		1.0	1.1	-0.1	
Rhema	1.1	1.0	0.1	13	0.2	2.7	-2.5		0.3	*	*		0.7	0.3	0.4		0.8	0.7	0.1		1.1	1.1	0.0		1.8	1.3	0.5		0.6	0.7	-0.1	
Rock	10.2	9.9	0.3	4	5.9	7.4	-1.5		26.0	27.3	-1.3		26.6	23.5	3.1		17.9	16.0	1.9		3.6	4.2	-0.6		1.3	2.6	-1.3		8.1	5.4	2.7	
The Hits	3.1	3.5	-0.4	11	2.2	2.1	0.1		4.3	5.2	-0.9		5.2	7.0	-1.8		5.1	6.2	-1.1		3.0	3.0	0.0		1.2	1.3	-0.1		7.8	9.8	-2.0	
The Sound	9.8	9.7	0.1	5	2.8	4.5	-1.7		5.2	4.0	1.2		6.7	7.5	-0.8		11.1	12.1	-1.0		16.9	17.2	-0.3		11.3	10.9	0.4		8.0	7.9	0.1	
ZM	4.8	4.6	0.2	9	7.4	6.5	0.9		11.7	11.3	0.4		10.9	10.0	0.9		6.8	6.8	0.0		1.6	2.1	-0.5		1.6	1.6	0.0		9.6	9.2	0.4	
Others	3.5	4.9	-1.4		3.5	2.9	0.6		3.2	4.5	-1.3		3.0	3.6	-0.6		3.9	3.4	0.5		2.9	4.4	-1.5		1.6	5.3	-3.7		0.3	1.8	-1.5	
MediaWorks Combo	66.5	64.7	1.8		78.3	76.5	1.8		73.3	73.2	0.1		72.7	71.6	1.1		71.6	70.2	1.4		73.8	69.6	4.2		63.1	60.7	2.4		65.0	59.8	5.2	
NZME Combo	28.6	29.8	-1.2		18.0	18.3	-0.3		24.3	25.1	-0.8		22.7	24.1	-1.4		22.6	25.1	-2.5		21.1	24.4	-3.3		33.0	32.5	0.5		32.9	36.6	-3.7	
Potential (000)	142.9	142.9	0.0		18.5	17.6	0.9		37.7	38.6	-0.9		38.5	38.5	0.0		58.4	58.4	0.0		40.3	40.3	0.0		36.6	36.6	0.0		20.8	22.3	-1.5	
Sample	820	832	-12		70	73	-3		209	233	-24		224	240	-16		353	368	-15		232	225	7		238	227	11		125	139	-14	

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 or Mai FM or More FM 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 Sunday April 8 – Saturday June 16 & Sunday June 24 – Saturday November 10 2018.



MANAWATU COMMERCIAL RADIO - SURVEY 2 2019

Station Share (%) by Daypart, People 10+
Survey Comparisons: 1/2019 - 2/2019

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

Last 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

	This	Last	+/-
Potential (000)	142.9	142.9	0.0
Sample Size	820	832	-12

	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	9.6	8.3	1.3	4	9.3	9.2	0.1		9.1	8.5	0.6		8.9	8.0	0.9		4.5	4.1	0.4		4.7	3.9	0.8		7.5	7.1	0.4	
Coast	3.9	3.4	0.5	9	7.9	8.0	-0.1		7.6	7.7	-0.1		5.7	6.1	-0.4		6.0	5.8	0.2		8.8	6.5	2.3		7.6	7.3	0.3	
Edge	7.9	6.9	1.0	5	5.3	4.0	1.3		5.9	5.3	0.6		5.7	5.1	0.6		8.1	5.5	2.6		7.5	7.8	-0.3		7.0	5.3	1.7	
George FM	0.4	0.2	0.2	16	0.6	0.2	0.4		0.6	0.1	0.5		1.1	0.4	0.7		2.1	0.8	1.3		0.2	0.1	0.1		0.7	0.6	0.1	
Kia Ora FM	0.7	0.8	-0.1	14	0.3	0.1	0.2		0.6	0.4	0.2		0.2	0.2	0.0		0.3	0.3	0.0		0.9	0.7	0.2		0.4	0.4	0.0	
Life FM	0.3	0.1	0.2	17	0.4	0.3	0.1		0.4	0.2	0.2		0.6	0.2	0.4		0.1	0.1	0.0		0.2	1.0	-0.8		0.8	0.4	0.4	
Magic Music & Talk*	13.5	12.8	0.7	3	16.9	17.9	-1.0		15.3	15.1	0.2		14.7	14.5	0.2		17.9	18.8	-0.9		13.0	11.0	2.0		14.2	14.1	0.1	
Mai FM	2.5	2.3	0.2	11	3.1	2.3	0.8		2.6	2.7	-0.1		6.8	7.2	-0.4		8.3	2.2	6.1		8.1	11.5	-3.4		5.1	4.3	0.8	
More FM	17.0	19.9	-2.9	1	10.4	10.7	-0.3		11.5	12.1	-0.6		12.4	12.9	-0.5		7.8	8.0	-0.2		4.9	5.1	-0.2		9.9	12.1	-2.2	
Newstalk ZB	16.3	16.0	0.3	2	9.5	10.9	-1.4		7.3	7.5	-0.2		6.8	6.2	0.6		17.2	20.1	-2.9		22.4	21.1	1.3		11.3	11.7	-0.4	
Radio Hauraki	0.7	0.9	-0.2	14	1.3	2.3	-1.0		0.4	1.3	-0.9		0.7	0.7	0.0		*	*	*		0.2	0.3	-0.1		0.2	0.4	-0.2	
Radio Sport	1.7	1.5	0.2	12	0.9	0.8	0.1		1.3	0.9	0.4		0.7	0.6	0.1		0.2	0.4	-0.2		1.0	1.0	0.0		2.6	2.0	0.6	
Rhema	1.1	1.1	0.0	13	0.7	0.6	0.1		1.0	0.6	0.4		1.0	1.4	-0.4		1.5	1.1	0.4		1.0	0.5	0.5		1.4	1.6	-0.2	
Rock	7.6	8.3	-0.7	6	12.0	10.8	1.2		13.7	13.4	0.3		11.7	11.3	0.4		10.6	12.4	-1.8		3.7	4.4	-0.7		7.7	7.1	0.6	
The Hits	2.9	3.2	-0.3	10	2.4	2.1	0.3		3.6	4.0	-0.4		4.4	5.5	-1.1		2.1	2.8	-0.7		4.1	3.2	0.9		2.8	3.8	-1.0	
The Sound	5.8	6.2	-0.4	7	11.2	10.6	0.6		11.1	11.5	-0.4		11.9	11.9	0.0		6.5	7.7	-1.2		4.6	4.5	0.1		11.1	10.8	0.3	
ZM	4.9	4.8	0.1	8	5.0	5.1	-0.1		5.4	5.0	0.4		4.8	4.5	0.3		3.2	2.1	1.1		4.9	7.3	-2.4		4.6	4.1	0.5	
Others	3.1	3.6	-0.5		2.7	4.1	-1.4		2.6	3.5	-0.9		1.6	3.3	-1.7		3.6	7.8	-4.2		9.9	10.1	-0.2		4.9	6.6	-1.7	
MediaWorks Combo	64.3	64.8	-0.5		68.8	65.8	3.0		69.8	68.8	1.0		73.3	71.2	2.1		65.7	59.4	6.3		46.7	48.4	-1.7		63.4	61.6	1.8	
NZME Combo	30.4	29.9	0.5		27.1	29.4	-2.3		25.7	26.8	-1.1		23.3	24.4	-1.1		29.2	33.9	-4.7		41.6	40.1	1.5		31.3	32.0	-0.7	

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

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*Magic Music & Talk includes a combination of Magic and RadioLIVE for Sunday April 8 – Saturday June 16 & Sunday June 24 – Saturday November 10 2018.



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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	19.4	18.3	1.1	4	1.7	1.5	0.2	3.6	3.8	-0.2	4.9	5.3	-0.4	9.2	9.1	0.1	7.5	6.0	1.5	5.7	5.0	0.7	3.8	4.1	-0.3
Coast	13.4	12.7	0.7	9	0.1	0.4	-0.3	0.9	0.7	0.2	2.3	1.8	0.5	4.8	4.3	0.5	5.6	5.6	0.0	6.6	6.3	0.3	1.6	1.5	0.1
Edge	23.1	21.1	2.0	2	5.4	4.9	0.5	11.3	10.8	0.5	7.6	7.3	0.3	9.6	9.1	0.5	3.0	2.4	0.6	1.1	0.9	0.2	5.5	5.5	0.0
George FM	2.7	2.1	0.6	15	*	*	*	1.8	0.9	0.9	1.2	1.1	0.1	1.4	1.5	-0.1	0.4	0.5	-0.1	0.2	0.2	0.0	0.4	0.6	-0.2
Kia Ora FM	2.6	2.2	0.4	17	0.6	0.4	0.2	0.8	0.8	0.0	1.1	1.0	0.1	1.3	1.1	0.2	0.8	0.6	0.2	0.7	0.5	0.2	1.1	1.2	-0.1
Life FM	2.7	2.1	0.6	15	0.7	0.4	0.3	0.7	0.8	-0.1	1.1	1.3	-0.2	1.5	1.5	0.0	0.4	0.2	0.2	*	*	*	0.4	0.4	0.0
Magic Music & Talk*	22.6	20.3	2.3	3	0.2	0.2	0.0	1.8	1.2	0.6	2.9	2.5	0.4	7.8	6.7	1.1	12.0	10.3	1.7	12.1	10.8	1.3	2.7	3.0	-0.3
Mai FM	12.1	9.7	2.4	10	2.1	1.0	1.1	7.2	7.3	-0.1	6.8	6.2	0.6	7.2	6.6	0.6	1.0	0.4	0.6	0.6	*	*	3.9	3.5	0.4
More FM	31.8	31.2	0.6	1	6.0	4.8	1.2	9.0	10.3	-1.3	9.1	10.2	-1.1	12.9	14.0	-1.1	10.5	9.7	0.8	8.2	7.2	1.0	7.6	7.5	0.1
Newstalk ZB	16.4	15.4	1.0	6	0.3	0.1	0.2	2.7	1.8	0.9	2.0	1.6	0.4	3.7	3.8	-0.1	4.6	5.0	-0.4	7.1	7.3	-0.2	1.5	1.8	-0.3
Radio Hauraki	3.2	2.9	0.3	14	0.2	*	*	1.9	1.3	0.6	1.2	1.1	0.1	1.2	1.2	0.0	0.5	0.7	-0.2	0.7	0.9	-0.2	0.2	0.4	-0.2
Radio Sport	7.5	6.7	0.8	12	1.1	0.7	0.4	0.8	0.4	0.4	1.4	1.0	0.4	2.4	2.1	0.3	2.6	3.0	-0.4	3.1	3.1	0.0	0.6	0.7	-0.1
Rhema	3.5	3.3	0.2	13	0.2	0.6	-0.4	0.3	0.2	0.1	0.8	0.4	0.4	1.5	1.1	0.4	1.6	1.5	0.1	1.3	1.1	0.2	0.3	0.4	-0.1
Rock	14.7	14.4	0.3	8	1.0	1.7	-0.7	8.1	6.4	1.7	8.3	7.5	0.8	9.7	8.9	0.8	2.7	3.0	-0.3	1.4	1.7	-0.3	2.4	2.1	0.3
The Hits	10.2	10.6	-0.4	11	1.4	1.4	0.0	2.9	2.9	0.0	3.4	4.3	-0.9	5.2	6.0	-0.8	3.3	3.3	0.0	2.3	2.1	0.2	2.7	3.4	-0.7
The Sound	17.7	16.0	1.7	5	0.6	0.7	-0.1	4.4	3.0	1.4	4.5	4.6	-0.1	8.2	8.8	-0.6	8.9	8.2	0.7	6.8	5.5	1.3	3.0	3.3	-0.3
ZM	15.1	15.8	-0.7	7	1.3	1.4	-0.1	8.8	9.0	-0.2	6.9	7.3	-0.4	8.0	8.7	-0.7	2.5	2.9	-0.4	1.9	1.9	0.0	4.0	4.5	-0.5
Others	7.9	9.6	-1.7		0.6	0.4	0.2	2.8	2.9	-0.1	2.7	2.6	0.1	3.5	3.6	-0.1	1.6	2.5	-0.9	1.7	2.8	-1.1	0.6	1.2	-0.6
MediaWorks Combo	90.3	87.8	2.5		10.7	9.9	0.8	26.5	25.9	0.6	27.6	28.0	-0.4	41.0	41.2	-0.2	29.2	27.9	1.3	24.1	22.7	1.4	16.8	17.1	-0.3
NZME Combo	54.8	55.0	-0.2		3.8	4.0	-0.2	15.9	14.9	1.0	13.8	14.1	-0.3	20.5	21.4	-0.9	16.0	17.3	-1.3	17.9	18.0	-0.1	9.0	10.4	-1.4
All Commercial Radio	110.9	109.3	1.6		11.3	11.4	-0.1	29.2	28.6	0.6	31.1	31.4	-0.3	47.1	47.1	0.0	34.9	34.2	0.7	32.1	31.2	0.9	18.7	20.0	-1.3
Potential (000)	142.9	142.9	0.0		18.5	17.6	0.9	37.7	38.6	-0.9	38.5	38.5	0.0	58.4	58.4	0.0	40.3	40.3	0.0	36.6	36.6	0.0	20.8	22.3	-1.5
Sample	820	832	-12		70	73	-3	209	233	-24	224	240	-16	353	368	-15	232	225	7	238	227	11	125	139	-14

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	This	Last	+/-
Potential (000)	142.9	142.9	0.0
Sample Size	820	832	-12

	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	10.7	10.3	0.4	5	10.3	9.6	0.7	10.1	8.8	1.3	8.0	6.9	1.1	3.9	4.0	-0.1	2.6	2.5	0.1	11.3	10.7	0.6
Coast	6.6	6.1	0.5	9	7.3	6.8	0.5	8.0	7.6	0.4	6.4	6.3	0.1	2.3	2.7	-0.4	1.0	0.9	0.1	9.7	8.8	0.9
Edge	12.6	11.4	1.2	4	8.3	7.1	1.2	11.7	10.3	1.4	9.2	8.8	0.4	4.6	3.9	0.7	3.4	3.1	0.3	13.8	11.9	1.9
George FM	0.9	0.6	0.3	15	0.7	0.6	0.1	0.4	0.3	0.1	0.7	0.4	0.3	1.4	0.5	0.9	0.1	0.1	0.0	1.1	1.1	0.0
Kia Ora FM	1.6	1.2	0.4	14	0.7	0.4	0.3	1.1	0.9	0.2	0.8	0.8	0.0	0.6	0.6	0.0	0.5	0.4	0.1	0.9	0.8	0.1
Life FM	0.7	0.4	0.3	17	1.1	1.0	0.1	1.6	1.3	0.3	1.5	0.7	0.8	0.3	0.4	-0.1	0.2	0.4	-0.2	1.8	1.5	0.3
Magic Music & Talk*	14.7	13.1	1.6	2	13.9	12.9	1.0	12.5	11.5	1.0	12.6	11.4	1.2	6.6	6.9	-0.3	4.9	4.3	0.6	13.0	12.0	1.0
Mai FM	5.6	5.6	0.0	10	3.4	2.7	0.7	5.2	4.7	0.5	6.0	6.8	-0.8	4.1	2.1	2.0	1.8	3.2	-1.4	6.8	4.4	2.4
More FM	19.5	20.7	-1.2	1	11.5	11.9	-0.4	15.4	15.0	0.4	13.6	13.6	0.0	6.8	6.3	0.5	3.5	3.8	-0.3	22.1	22.5	-0.4
Newstalk ZB	12.8	11.9	0.9	3	7.5	6.9	0.6	7.6	7.5	0.1	6.9	5.7	1.2	6.7	7.6	-0.9	5.5	5.4	0.1	13.9	13.0	0.9
Radio Hauraki	0.9	0.7	0.2	15	0.8	1.0	-0.2	1.2	1.1	0.1	1.8	0.7	1.1	0.2	*	*	0.3	0.3	0.0	1.1	1.4	-0.3
Radio Sport	3.0	2.6	0.4	12	1.5	1.4	0.1	3.1	2.6	0.5	2.0	1.7	0.3	0.3	0.6	-0.3	0.4	0.4	0.0	4.7	4.3	0.4
Rhema	2.2	2.2	0.0	13	1.1	0.7	0.4	1.6	1.0	0.6	1.5	1.3	0.2	1.2	1.1	0.1	0.4	0.3	0.1	2.2	2.4	-0.2
Rock	8.3	9.2	-0.9	7	8.2	6.7	1.5	8.6	8.9	-0.3	9.4	8.9	0.5	4.7	3.8	0.9	1.9	1.8	0.1	8.7	8.6	0.1
The Hits	4.8	5.8	-1.0	11	3.2	3.6	-0.4	5.0	5.8	-0.8	4.7	6.2	-1.5	1.8	1.9	-0.1	1.9	1.5	0.4	5.9	7.9	-2.0
The Sound	8.2	9.1	-0.9	8	8.6	7.5	1.1	10.9	9.0	1.9	9.2	8.7	0.5	4.1	5.0	-0.9	1.0	1.1	-0.1	10.6	9.0	1.6
ZM	9.5	9.8	-0.3	6	7.0	7.2	-0.2	7.9	7.7	0.2	6.5	6.6	-0.1	3.9	3.6	0.3	2.1	2.7	-0.6	9.3	10.0	-0.7
Others	3.2	4.3	-1.1		2.9	3.3	-0.4	3.2	3.8	-0.6	2.8	3.8	-1.0	1.3	2.2	-0.9	1.2	1.6	-0.4	5.2	6.7	-1.5
MediaWorks Combo	62.4	64.0	-1.6		51.0	48.6	2.4	55.8	53.5	2.3	56.8	55.4	1.4	31.7	29.3	2.4	15.8	16.4	-0.6	69.3	65.7	3.6
NZME Combo	34.2	34.8	-0.6		26.3	26.8	-0.5	28.2	29.4	-1.2	26.4	27.3	-0.9	14.9	16.5	-1.6	10.6	11.4	-0.8	40.8	42.5	-1.7
All Commercial Radio	84.0	84.8	-0.8		69.9	68.2	1.7	73.8	72.4	1.4	74.6	72.7	1.9	44.4	44.6	-0.2	24.8	26.1	-1.3	94.0	92.5	1.5

MediaWorks Combo: Breeze or Edge or George FM or Magic Music & Talk or Mai FM or More FM 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 Sunday April 8 - Saturday June 16 & Sunday June 24 - Saturday November 10 2018.



MANAWATU COMMERCIAL RADIO - SURVEY 2 2019

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

Survey Comparisons: 1/2019 - 2/2019

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

Last 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

	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	9:37	9:26	0:11	1:04	1:03	0:01	10:22	9:49	0:32	6:24	7:19	-0:54	9:11	9:28	-0:16	12:18	12:00	0:17	11:39	11:06	0:32	8:30	8:16	0:14
Coast	11:15	11:26	-0:10	1:00	14:28	-13:28	13:55	16:23	-2:27	8:13	8:52	-0:38	12:07	12:04	0:02	11:12	11:40	-0:27	11:06	11:08	-0:01	17:35	14:20	3:14
Edge	6:21	5:45	0:35	4:49	5:07	-0:18	6:08	4:54	1:14	7:02	6:06	0:55	7:27	6:22	1:05	7:40	6:46	0:54	4:38	7:23	-2:45	5:24	4:36	0:47
George FM	6:00	3:32	2:27	*	*	*	3:00	3:46	-0:46	2:24	3:14	-0:49	3:43	4:20	-0:36	24:07	5:16	18:50	42:15	0:30	41:45	0:52	0:43	0:09
Kia Ora FM	4:09	4:10	-0:00	4:33	6:30	-1:56	2:04	2:39	-0:34	1:29	1:35	-0:05	2:52	3:18	-0:25	7:45	6:43	1:01	6:35	4:30	2:05	2:33	2:53	-0:19
Life FM	3:52	2:44	1:07	1:25	2:07	-0:42	2:56	3:55	-0:58	5:22	3:09	2:12	5:21	2:57	2:24	5:20	1:48	3:32	*	*	*	5:51	2:50	3:01
Magic Music & Talk*	14:49	16:25	-1:36	9:15	9:15	0:00	4:22	3:30	0:52	8:57	9:48	-0:51	11:31	12:33	-1:02	15:56	19:02	-3:05	17:07	20:08	-3:01	6:32	7:05	-0:33
Mai FM	7:44	8:36	-0:51	11:11	22:41	-11:30	7:05	7:21	-0:16	6:11	5:38	0:32	5:53	5:21	0:32	0:49	1:01	-0:11	0:45	*	*	7:55	7:20	0:34
More FM	8:04	9:07	-1:02	5:54	7:43	-1:49	4:50	6:02	-1:11	7:47	9:05	-1:18	9:30	9:47	-0:16	12:04	12:32	-0:27	10:19	11:31	-1:11	11:02	10:41	0:20
Newstalk ZB	15:25	17:07	-1:42	1:45	1:45	0:00	4:55	4:45	0:10	4:33	3:45	0:48	8:24	10:03	-1:38	13:18	16:13	-2:54	17:50	18:52	-1:02	18:32	24:19	-5:46
Radio Hauraki	3:56	7:51	-3:54	1:00	*	*	2:39	2:52	-0:12	3:14	12:42	-9:28	3:12	12:17	-9:04	1:04	1:00	0:03	9:30	7:15	2:14	1:15	2:00	-0:45
Radio Sport	4:17	3:58	0:18	5:39	3:26	2:12	2:54	2:51	0:02	2:41	2:53	-0:11	3:29	4:15	-0:46	5:13	5:48	-0:35	4:53	4:26	0:26	6:06	6:14	-0:07
Rhema	7:09	7:02	0:06	1:15	6:03	-4:48	4:45	1:02	3:43	5:13	4:08	1:05	5:38	5:29	0:09	5:54	5:48	0:05	9:42	8:56	0:45	7:14	7:10	0:03
Rock	15:26	15:21	0:04	7:33	6:12	1:21	16:22	21:56	-5:34	18:28	18:29	-0:00	18:02	17:21	0:41	11:11	11:41	-0:29	7:06	12:09	-5:02	13:41	10:27	3:14
The Hits	6:45	7:23	-0:37	2:02	2:07	-0:05	7:43	9:13	-1:29	8:53	9:36	-0:43	9:34	9:55	-0:20	7:43	7:45	-0:01	3:39	4:39	-0:59	11:33	11:43	-0:10
The Sound	12:18	13:32	-1:14	5:35	8:36	-3:00	6:08	6:44	-0:36	8:30	9:31	-1:01	13:07	13:18	-0:10	15:55	17:44	-1:48	12:20	15:15	-2:54	10:44	9:37	1:06
ZM	7:06	6:31	0:34	7:24	6:22	1:02	6:48	6:26	0:22	9:03	8:06	0:56	8:18	7:31	0:47	5:17	6:12	-0:54	6:03	6:21	-0:18	9:29	8:11	1:18
Others	9:40	11:23	-1:42	8:07	9:30	-1:22	5:52	8:03	-2:11	6:30	7:57	-1:27	10:55	9:02	1:53	15:34	15:14	0:19	6:57	14:14	-7:17	2:03	5:55	-3:51
MediaWorks Combo	16:23	16:23	-0:00	9:15	10:37	-1:21	14:07	14:27	-0:19	15:09	15:02	0:07	17:03	16:26	0:36	21:03	21:07	-0:04	19:19	20:30	-1:11	15:26	14:06	1:20
NZME Combo	11:37	12:03	-0:26	6:03	6:17	-0:14	7:49	8:36	-0:47	9:27	10:01	-0:34	10:45	11:19	-0:33	10:58	11:55	-0:57	13:37	13:49	-0:12	14:29	14:16	0:12
All Commercial Radio	20:05	20:22	-0:17	11:14	12:07	-0:53	17:30	17:52	-0:21	18:31	18:45	-0:14	20:42	20:27	0:14	23:52	24:46	-0:54	23:02	24:35	-1:32	21:18	20:10	1:07
Potential (000)	142.9	142.9	0.0	18.5	17.6	0.9	37.7	38.6	-0.9	38.5	38.5	0.0	58.4	58.4	0.0	40.3	40.3	0.0	36.6	36.6	0.0	20.8	22.3	-1.5
Sample	820	832	-12	70	73	-3	209	233	-24	224	240	-16	353	368	-15	232	225	7	238	227	11	125	139	-14

MediaWorks Combo: Breeze or Edge or George FM or Magic Music & Talk or Mai FM or More FM 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 Sunday April 8 – Saturday June 16 & Sunday June 24 – Saturday November 10 2018.



MANAWATU COMMERCIAL RADIO - SURVEY 2 2019

Average Time Spent Listening (hh:mm) by Daypart, People 10+
 Survey Comparisons: 1/2019 - 2/2019

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

Last 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

	This	Last	+/-
Potential (000)	142.9	142.9	0.0
Sample Size	820	832	-12

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

MediaWorks Combo: Breeze or Edge or George FM or Magic Music & Talk or Mai FM or More FM 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

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