



MANAWATU COMMERCIAL RADIO - SURVEY 3 2019

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

Survey Comparisons: 2/2019 - 3/2019

This Survey Period: Sun Sep 2 to Sat Nov 10 2018 & Sun Jan 20 to Sat Jun 8 & Sun Jun 16 to Sat Aug 24 2019

Last Survey Period: Sun Jun 24 to Sat Nov 10 2018 & Sun Jan 20 to Sat Jun 8 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	8.5	8.4	0.1	6	1.1	1.4	-0.3	6.7	7.3	-0.6	4.2	5.5	-1.3	7.9	8.7	-0.8	10.6	11.1	-0.5	7.8	9.0	-1.2	6.1	8.1	-2.0
Coast	5.5	6.8	-1.3	8	*	0.1	*	2.4	2.4	0.0	4.1	3.3	0.8	6.3	6.0	0.3	7.8	7.5	0.3	6.1	10.0	-3.9	8.8	7.2	1.6
Edge	6.0	6.6	-0.6	7	15.9	20.4	-4.5	14.6	13.6	1.0	8.9	9.3	-0.4	6.1	7.4	-1.3	1.8	2.8	-1.0	0.9	0.7	0.2	7.0	7.5	-0.5
George FM	0.7	0.7	0.0	16	*	*	*	0.9	1.0	-0.1	0.4	0.5	-0.1	0.6	0.5	0.1	1.4	1.2	0.2	1.0	1.0	0.0	*	0.1	*
Kia Ora FM	0.4	0.5	-0.1	17	0.1	2.0	-1.9	0.5	0.3	0.2	0.5	0.3	0.2	0.3	0.4	-0.1	0.6	0.8	-0.2	0.7	0.6	0.1	0.7	0.7	0.0
Life FM	0.8	0.5	0.3	14	2.1	0.8	1.3	0.6	0.4	0.2	1.6	1.0	0.6	1.5	0.8	0.7	0.6	0.3	0.3	*	*	*	2.1	0.5	1.6
Magic Music & Talk*	15.1	15.0	0.1	1	5.2	1.6	3.6	0.9	1.5	-0.6	4.4	4.5	-0.1	9.3	9.2	0.1	21.8	22.9	-1.1	29.0	28.1	0.9	4.9	4.4	0.5
Mai FM	4.4	4.2	0.2	10	9.9	18.6	-8.7	12.2	10.0	2.2	8.7	7.3	1.4	5.3	4.3	1.0	0.2	0.1	0.1	0.1	0.1	0.0	9.3	7.7	1.6
More FM	11.8	11.5	0.3	2	26.3	27.6	-1.3	9.7	8.6	1.1	15.0	12.3	2.7	14.4	12.6	1.8	14.5	15.2	-0.7	9.9	11.5	-1.6	23.0	21.1	1.9
Newstalk ZB	10.4	11.3	-0.9	4	0.3	0.4	-0.1	2.0	2.6	-0.6	1.6	1.6	0.0	2.1	3.2	-1.1	6.6	7.3	-0.7	17.0	17.3	-0.3	7.6	7.2	0.4
Radio Hauraki	0.8	0.6	0.2	14	0.3	0.1	0.2	1.0	1.0	0.0	0.7	0.7	0.0	0.4	0.4	0.0	0.1	0.1	0.0	1.7	0.9	0.8	0.1	0.1	0.0
Radio Sport	1.5	1.5	0.0	13	4.2	4.8	-0.6	*	0.4	*	0.3	0.7	-0.4	0.7	0.9	-0.2	1.6	1.6	0.0	2.4	2.1	0.3	0.6	1.0	-0.4
Rhema	2.0	1.1	0.9	12	0.1	0.2	-0.1	0.4	0.3	0.1	0.9	0.7	0.2	1.1	0.8	0.3	1.3	1.1	0.2	4.4	1.8	2.6	1.0	0.6	0.4
Rock	10.7	10.2	0.5	3	11.1	5.9	5.2	28.0	26.0	2.0	25.1	26.6	-1.5	17.4	17.9	-0.5	4.5	3.6	0.9	1.6	1.3	0.3	3.4	8.1	-4.7
The Hits	3.3	3.1	0.2	11	5.6	2.2	3.4	2.8	4.3	-1.5	5.5	5.2	0.3	5.2	5.1	0.1	3.3	3.0	0.3	1.8	1.2	0.6	7.7	7.8	-0.1
The Sound	10.3	9.8	0.5	5	3.1	2.8	0.3	5.0	5.2	-0.2	6.3	6.7	-0.4	12.1	11.1	1.0	18.5	16.9	1.6	12.2	11.3	0.9	8.4	8.0	0.4
ZM	5.0	4.8	0.2	9	10.4	7.4	3.0	9.8	11.7	-1.9	10.6	10.9	-0.3	7.0	6.8	0.2	2.2	1.6	0.6	1.8	1.6	0.2	8.8	9.6	-0.8
Others	2.8	3.5	-0.7		4.2	3.5	0.7	2.4	3.2	-0.8	1.2	3.0	-1.8	2.3	3.9	-1.6	2.5	2.9	-0.4	1.8	1.6	0.2	0.6	0.3	0.3
MediaWorks Combo	67.5	66.5	1.0		72.7	78.3	-5.6	78.0	73.3	4.7	73.0	72.7	0.3	73.1	71.6	1.5	73.2	73.8	-0.6	62.5	63.1	-0.6	62.1	65.0	-2.9
NZME Combo	27.2	28.6	-1.4		23.8	18.0	5.8	19.5	24.3	-4.8	23.0	22.7	0.3	21.9	22.6	-0.7	22.0	21.1	0.9	31.0	33.0	-2.0	33.6	32.9	0.7
Potential (000)	142.9	142.9	0.0		18.2	18.5	-0.3	38.0	37.7	0.3	38.5	38.5	0.0	58.4	58.4	0.0	40.3	40.3	0.0	36.6	36.6	0.0	19.9	20.8	-0.9
Sample	815	820	-5		81	70	11	190	209	-19	206	224	-18	336	353	-17	246	232	14	241	238	3	116	125	-9

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 the following Regional dates in S2 2019: Jun 24 - Nov 10 2018 and in S3 2019: Sep 2 - Nov 10 2018.



MANAWATU COMMERCIAL RADIO - SURVEY 3 2019

Station Share (%) by Daypart, People 10+

Survey Comparisons: 2/2019 - 3/2019

This Survey Period: Sun Sep 2 to Sat Nov 10 2018 & Sun Jan 20 to Sat Jun 8 & Sun Jun 16 to Sat Aug 24 2019

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

	This	Last	+/-
Potential (000)	142.9	142.9	0.0
Sample Size	815	820	-5

	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	8.7	9.6	-0.9	5	9.5	9.3	0.2	9.5	9.1	0.4	7.6	8.9	-1.3	4.1	4.5	-0.4	6.2	4.7	1.5	8.4	7.5	0.9
Coast	3.3	3.9	-0.6	9	7.1	7.9	-0.8	7.0	7.6	-0.6	4.1	5.7	-1.6	1.8	6.0	-4.2	1.3	8.8	-7.5	6.8	7.6	-0.8
Edge	6.2	7.9	-1.7	7	5.2	5.3	-0.1	5.8	5.9	-0.1	5.7	5.7	0.0	7.8	8.1	-0.3	5.9	7.5	-1.6	6.3	7.0	-0.7
George FM	0.4	0.4	0.0	16	0.6	0.6	0.0	0.6	0.6	0.0	1.0	1.1	-0.1	1.9	2.1	-0.2	0.3	0.2	0.1	0.8	0.7	0.1
Kia Ora FM	0.8	0.7	0.1	14	0.3	0.3	0.0	0.2	0.6	-0.4	0.3	0.2	0.1	0.4	0.3	0.1	*	0.9	*	0.2	0.4	-0.2
Life FM	0.6	0.3	0.3	15	0.8	0.4	0.4	0.8	0.4	0.4	1.1	0.6	0.5	0.4	0.1	0.3	0.1	0.2	-0.1	1.1	0.8	0.3
Magic Music & Talk*	14.7	13.5	1.2	2	15.5	16.9	-1.4	13.8	15.3	-1.5	15.4	14.7	0.7	17.2	17.9	-0.7	15.4	13.0	2.4	15.7	14.2	1.5
Mai FM	3.2	2.5	0.7	10	3.3	3.1	0.2	2.9	2.6	0.3	7.6	6.8	0.8	8.3	8.3	0.0	8.9	8.1	0.8	4.4	5.1	-0.7
More FM	16.1	17.0	-0.9	1	12.5	10.4	2.1	12.9	11.5	1.4	11.6	12.4	-0.8	7.3	7.8	-0.5	5.1	4.9	0.2	9.0	9.9	-0.9
Newstalk ZB	14.2	16.3	-2.1	3	8.3	9.5	-1.2	7.1	7.3	-0.2	6.5	6.8	-0.3	16.1	17.2	-1.1	26.6	22.4	4.2	10.4	11.3	-0.9
Radio Hauraki	0.4	0.7	-0.3	16	1.2	1.3	-0.1	1.2	0.4	0.8	1.4	0.7	0.7	0.5	*	*	0.1	0.2	-0.1	0.4	0.2	0.2
Radio Sport	2.3	1.7	0.6	12	0.5	0.9	-0.4	1.2	1.3	-0.1	1.0	0.7	0.3	0.8	0.2	0.6	0.3	1.0	-0.7	2.6	2.6	0.0
Rhema	1.7	1.1	0.6	13	1.9	0.7	1.2	1.7	1.0	0.7	1.8	1.0	0.8	3.6	1.5	2.1	1.5	1.0	0.5	2.3	1.4	0.9
Rock	8.9	7.6	1.3	4	11.4	12.0	-0.6	13.6	13.7	-0.1	12.1	11.7	0.4	12.0	10.6	1.4	8.9	3.7	5.2	8.0	7.7	0.3
The Hits	3.2	2.9	0.3	10	3.0	2.4	0.6	3.6	3.6	0.0	4.4	4.4	0.0	1.7	2.1	-0.4	2.5	4.1	-1.6	3.4	2.8	0.6
The Sound	7.4	5.8	1.6	6	11.6	11.2	0.4	10.7	11.1	-0.4	11.4	11.9	-0.5	8.5	6.5	2.0	4.5	4.6	-0.1	11.8	11.1	0.7
ZM	5.4	4.9	0.5	8	4.9	5.0	-0.1	5.3	5.4	-0.1	5.5	4.8	0.7	3.9	3.2	0.7	5.2	4.9	0.3	4.4	4.6	-0.2
Others	2.5	3.1	-0.6		2.4	2.7	-0.3	2.1	2.6	-0.5	1.6	1.6	0.0	3.6	3.6	0.0	7.3	9.9	-2.6	3.9	4.9	-1.0
MediaWorks Combo	65.6	64.3	1.3		69.6	68.8	0.8	69.7	69.8	-0.1	72.4	73.3	-0.9	67.1	65.7	1.4	55.1	46.7	8.4	64.5	63.4	1.1
NZME Combo	28.9	30.4	-1.5		25.3	27.1	-1.8	25.7	25.7	0.0	23.3	23.3	0.0	25.4	29.2	-3.8	36.0	41.6	-5.6	30.0	31.3	-1.3

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

Survey Comparisons: 2/2019 - 3/2019

This Survey Period: Sun Sep 2 to Sat Nov 10 2018 & Sun Jan 20 to Sat Jun 8 & Sun Jun 16 to Sat Aug 24 2019

Last Survey Period: Sun Jun 24 to Sat Nov 10 2018 & Sun Jan 20 to Sat Jun 8 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	18.9	19.4	-0.5	4	1.5	1.7	-0.2	3.5	3.6	-0.1	4.6	4.9	-0.3	8.4	9.2	-0.8	7.4	7.5	-0.1	6.4	5.7	0.7	3.1	3.8	-0.7
Coast	12.1	13.4	-1.3	10	*	0.1	*	0.9	0.9	0.0	2.7	2.3	0.4	5.1	4.8	0.3	5.1	5.6	-0.5	5.1	6.6	-1.5	1.5	1.6	-0.1
Edge	21.8	23.1	-1.3	3	4.5	5.4	-0.9	11.7	11.3	0.4	7.4	7.6	-0.2	9.1	9.6	-0.5	2.9	3.0	-0.1	1.2	1.1	0.1	4.6	5.5	-0.9
George FM	2.4	2.7	-0.3	16	*	*	*	1.4	1.8	-0.4	1.0	1.2	-0.2	1.2	1.4	-0.2	0.5	0.4	0.1	0.3	0.2	0.1	0.2	0.4	-0.2
Kia Ora FM	2.1	2.6	-0.5	17	0.2	0.6	-0.4	0.9	0.8	0.1	1.0	1.1	-0.1	1.0	1.3	-0.3	0.9	0.8	0.1	0.9	0.7	0.2	0.7	1.1	-0.4
Life FM	4.3	2.7	1.6	13	1.7	0.7	1.0	0.8	0.7	0.1	1.4	1.1	0.3	2.2	1.5	0.7	0.8	0.4	0.4	*	*	*	0.9	0.4	0.5
Magic Music & Talk*	22.3	22.6	-0.3	2	1.1	0.2	0.9	1.1	1.8	-0.7	2.2	2.9	-0.7	7.0	7.8	-0.8	10.6	12.0	-1.4	11.7	12.1	-0.4	2.0	2.7	-0.7
Mai FM	12.9	12.1	0.8	9	2.4	2.1	0.3	7.7	7.2	0.5	6.5	6.8	-0.3	7.1	7.2	-0.1	1.1	1.0	0.1	0.4	0.6	-0.2	3.5	3.9	-0.4
More FM	30.7	31.8	-1.1	1	6.6	6.0	0.6	8.6	9.0	-0.4	9.0	9.1	-0.1	12.4	12.9	-0.5	9.0	10.5	-1.5	6.8	8.2	-1.4	7.0	7.6	-0.6
Newstalk ZB	15.5	16.4	-0.9	7	0.2	0.3	-0.1	2.1	2.7	-0.6	1.6	2.0	-0.4	3.3	3.7	-0.4	5.0	4.6	0.4	7.4	7.1	0.3	1.2	1.5	-0.3
Radio Hauraki	2.8	3.2	-0.4	15	0.3	0.2	0.1	1.6	1.9	-0.3	1.1	1.2	-0.1	1.2	1.2	0.0	0.5	0.5	0.0	0.6	0.7	-0.1	0.2	0.2	0.0
Radio Sport	6.3	7.5	-1.2	12	0.8	1.1	-0.3	0.2	0.8	-0.6	0.8	1.4	-0.6	1.8	2.4	-0.6	2.6	2.6	0.0	3.0	3.1	-0.1	0.3	0.6	-0.3
Rhema	3.6	3.5	0.1	14	0.1	0.2	-0.1	0.3	0.3	0.0	1.0	0.8	0.2	1.8	1.5	0.3	1.6	1.6	0.0	1.6	1.3	0.3	0.4	0.3	0.1
Rock	16.6	14.7	1.9	6	2.4	1.0	1.4	8.7	8.1	0.6	8.6	8.3	0.3	10.2	9.7	0.5	2.5	2.7	-0.2	0.9	1.4	-0.5	1.9	2.4	-0.5
The Hits	10.8	10.2	0.6	11	2.9	1.4	1.5	1.8	2.9	-1.1	3.3	3.4	-0.1	5.0	5.2	-0.2	2.9	3.3	-0.4	2.3	2.3	0.0	2.3	2.7	-0.4
The Sound	16.8	17.7	-0.9	5	1.0	0.6	0.4	3.7	4.4	-0.7	3.1	4.5	-1.4	7.1	8.2	-1.1	9.0	8.9	0.1	6.7	6.8	-0.1	2.0	3.0	-1.0
ZM	15.5	15.1	0.4	7	2.1	1.3	0.8	7.9	8.8	-0.9	6.3	6.9	-0.6	8.1	8.0	0.1	3.1	2.5	0.6	1.7	1.9	-0.2	3.1	4.0	-0.9
Others	7.2	7.9	-0.7		0.9	0.6	0.3	1.5	2.8	-1.3	1.3	2.7	-1.4	2.2	3.5	-1.3	2.0	1.6	0.4	2.0	1.7	0.3	0.6	0.6	0.0
MediaWorks Combo	91.9	90.3	1.6		10.9	10.7	0.2	27.9	26.5	1.4	28.1	27.6	0.5	41.5	41.0	0.5	27.9	29.2	-1.3	23.8	24.1	-0.3	15.1	16.8	-1.7
NZME Combo	53.7	54.8	-1.1		5.6	3.8	1.8	13.5	15.9	-2.4	13.3	13.8	-0.5	20.0	20.5	-0.5	15.9	16.0	-0.1	17.2	17.9	-0.7	7.4	9.0	-1.6
All Commercial Radio	111.5	110.9	0.6		12.5	11.3	1.2	29.9	29.2	0.7	31.4	31.1	0.3	47.3	47.1	0.2	33.6	34.9	-1.3	31.0	32.1	-1.1	17.1	18.7	-1.6
Potential (000)	142.9	142.9	0.0		18.2	18.5	-0.3	38.0	37.7	0.3	38.5	38.5	0.0	58.4	58.4	0.0	40.3	40.3	0.0	36.6	36.6	0.0	19.9	20.8	-0.9
Sample	815	820	-5		81	70	11	190	209	-19	206	224	-18	336	353	-17	246	232	14	241	238	3	116	125	-9

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	This	Last	+/-
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	This	Last	+/-	Rank	This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-	
Breeze	10.2	10.7	-0.5	6	9.4	10.3	-0.9		9.6	10.1	-0.5		7.3	8.0	-0.7		3.4	3.9	-0.5		2.3	2.6	-0.3		11.6	11.3	0.3	
Coast	5.7	6.6	-0.9	10	6.7	7.3	-0.6		7.1	8.0	-0.9		5.8	6.4	-0.6		1.6	2.3	-0.7		0.6	1.0	-0.4		8.6	9.7	-1.1	
Edge	10.9	12.6	-1.7	4	8.2	8.3	-0.1		10.0	11.7	-1.7		8.9	9.2	-0.3		4.6	4.6	0.0		2.3	3.4	-1.1		11.9	13.8	-1.9	
George FM	0.9	0.9	0.0	17	0.4	0.7	-0.3		0.4	0.4	0.0		0.7	0.7	0.0		1.1	1.4	-0.3		0.1	0.1	0.0		1.3	1.1	0.2	
Kia Ora FM	2.0	1.6	0.4	14	0.8	0.7	0.1		0.3	1.1	-0.8		1.0	0.8	0.2		0.5	0.6	-0.1		*	0.5	*		0.5	0.9	-0.4	
Life FM	1.4	0.7	0.7	15	1.4	1.1	0.3		2.6	1.6	1.0		2.7	1.5	1.2		0.8	0.3	0.5		0.1	0.2	-0.1		2.7	1.8	0.9	
Magic Music & Talk*	15.4	14.7	0.7	2	11.9	13.9	-2.0		10.8	12.5	-1.7		12.0	12.6	-0.6		6.3	6.6	-0.3		4.2	4.9	-0.7		13.6	13.0	0.6	
Mai FM	6.7	5.6	1.1	9	3.7	3.4	0.3		6.2	5.2	1.0		6.7	6.0	0.7		3.5	4.1	-0.6		1.7	1.8	-0.1		6.6	6.8	-0.2	
More FM	18.2	19.5	-1.3	1	11.8	11.5	0.3		15.5	15.4	0.1		13.7	13.6	0.1		6.1	6.8	-0.7		2.3	3.5	-1.2		19.5	22.1	-2.6	
Newstalk ZB	11.7	12.8	-1.1	3	7.2	7.5	-0.3		7.0	7.6	-0.6		7.1	6.9	0.2		5.9	6.7	-0.8		4.2	5.5	-1.3		12.3	13.9	-1.6	
Radio Hauraki	1.0	0.9	0.1	16	0.8	0.8	0.0		0.9	1.2	-0.3		2.0	1.8	0.2		0.4	0.2	0.2		0.2	0.3	-0.1		1.3	1.1	0.2	
Radio Sport	3.4	3.0	0.4	12	1.1	1.5	-0.4		2.8	3.1	-0.3		2.4	2.0	0.4		0.6	0.3	0.3		0.3	0.4	-0.1		5.0	4.7	0.3	
Rhema	2.4	2.2	0.2	13	1.4	1.1	0.3		2.1	1.6	0.5		1.3	1.5	-0.2		1.5	1.2	0.3		0.4	0.4	0.0		2.6	2.2	0.4	
Rock	10.0	8.3	1.7	7	7.8	8.2	-0.4		10.1	8.6	1.5		11.2	9.4	1.8		4.9	4.7	0.2		2.1	1.9	0.2		9.7	8.7	1.0	
The Hits	5.7	4.8	0.9	10	3.6	3.2	0.4		5.7	5.0	0.7		6.5	4.7	1.8		1.8	1.8	0.0		1.0	1.9	-0.9		5.9	5.9	0.0	
The Sound	9.5	8.2	1.3	8	9.6	8.6	1.0		10.2	10.9	-0.7		9.7	9.2	0.5		4.4	4.1	0.3		1.1	1.0	0.1		11.1	10.6	0.5	
ZM	10.3	9.5	0.8	5	6.3	7.0	-0.7		7.5	7.9	-0.4		7.2	6.5	0.7		4.9	3.9	1.0		2.1	2.1	0.0		9.1	9.3	-0.2	
Others	2.9	3.2	-0.3		3.2	2.9	0.3		2.9	3.2	-0.3		3.0	2.8	0.2		1.2	1.3	-0.1		1.2	1.2	0.0		4.2	5.2	-1.0	
MediaWorks Combo	64.0	62.4	1.6		49.6	51.0	-1.4		55.5	55.8	-0.3		56.3	56.8	-0.5		29.7	31.7	-2.0		13.7	15.8	-2.1		68.0	69.3	-1.3	
NZME Combo	34.8	34.2	0.6		23.8	26.3	-2.5		27.6	28.2	-0.6		28.3	26.4	1.9		14.9	14.9	0.0		8.1	10.6	-2.5		39.1	40.8	-1.7	
All Commercial Radio	86.7	84.0	2.7		68.4	69.9	-1.5		73.4	73.8	-0.4		75.4	74.6	0.8		42.4	44.4	-2.0		21.8	24.8	-3.0		92.5	94.0	-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 the following Regional dates in S2 2019: Jun 24 - Nov 10 2018 and in S3 2019: Sep 2 - Nov 10 2018.



MANAWATU COMMERCIAL RADIO - SURVEY 3 2019

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

Survey Comparisons: 2/2019 - 3/2019

This Survey Period: Sun Sep 2 to Sat Nov 10 2018 & Sun Jan 20 to Sat Jun 8 & Sun Jun 16 to Sat Aug 24 2019

Last Survey Period: Sun Jun 24 to Sat Nov 10 2018 & Sun Jan 20 to Sat Jun 8 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	9:23	9:37	-0:14	0:55	1:04	-0:09	9:08	10:22	-1:13	4:46	6:24	-1:38	8:22	9:11	-0:49	10:12	12:18	-2:05	8:10	11:39	-3:28	6:10	8:30	-2:19
Coast	9:34	11:15	-1:41	*	1:00	*	13:10	13:55	-0:45	8:05	8:13	-0:07	10:57	12:07	-1:09	11:05	11:12	-0:06	7:52	11:06	-3:14	19:16	17:35	1:40
Edge	5:46	6:21	-0:34	4:35	4:49	-0:14	6:05	6:08	-0:03	6:22	7:02	-0:39	6:00	7:27	-1:26	4:33	7:40	-3:07	4:49	4:38	0:11	4:50	5:24	-0:33
George FM	6:22	6:00	0:22	*	*	*	3:04	3:00	0:04	2:22	2:24	-0:01	4:10	3:43	0:27	17:59	24:07	-6:08	25:09	42:15	-17:05	0:45	0:52	-0:07
Kia Ora FM	3:29	4:09	-0:39	0:45	4:33	-3:48	2:49	2:04	0:44	2:35	1:29	1:06	2:35	2:52	-0:16	4:56	7:45	-2:48	4:56	6:35	-1:38	3:02	2:33	0:28
Life FM	3:58	3:52	0:05	1:33	1:25	0:08	3:54	2:56	0:58	5:59	5:22	0:37	5:55	5:21	0:33	5:49	5:20	0:28	*	*	*	7:32	5:51	1:40
Magic Music & Talk*	14:12	14:49	-0:36	5:59	9:15	-3:15	3:48	4:22	-0:34	10:39	8:57	1:41	11:48	11:31	0:17	14:46	15:56	-1:10	16:31	17:07	-0:36	7:54	6:32	1:21
Mai FM	7:05	7:44	-0:38	5:15	11:11	-5:56	7:42	7:05	0:36	7:07	6:11	0:56	6:37	5:53	0:43	1:07	0:49	0:18	0:45	0:45	0:00	8:23	7:55	0:28
More FM	7:59	8:04	-0:04	5:04	5:54	-0:49	5:27	4:50	0:37	8:53	7:47	1:06	10:19	9:30	0:48	11:33	12:04	-0:31	9:39	10:19	-0:40	10:27	11:02	-0:34
Newstalk ZB	13:58	15:25	-1:26	1:45	1:45	0:00	4:34	4:55	-0:20	5:08	4:33	0:34	5:37	8:24	-2:47	9:27	13:18	-3:51	15:19	17:50	-2:31	20:11	18:32	1:38
Radio Hauraki	5:59	3:56	2:02	1:36	1:00	0:36	3:00	2:39	0:21	3:20	3:14	0:06	3:18	3:12	0:05	1:07	1:04	0:03	19:16	9:30	9:46	1:15	1:15	0:00
Radio Sport	4:59	4:17	0:41	6:59	5:39	1:20	0:15	2:54	-2:39	2:01	2:41	-0:40	3:17	3:29	-0:11	4:34	5:13	-0:39	5:19	4:53	0:26	6:06	6:06	-0:00
Rhema	11:30	7:09	4:20	1:30	1:15	0:15	7:05	4:45	2:19	5:06	5:13	-0:07	5:32	5:38	-0:06	5:48	5:54	-0:06	18:23	9:42	8:40	6:53	7:14	-0:20
Rock	13:24	15:26	-2:01	5:48	7:33	-1:45	15:37	16:22	-0:44	15:31	18:28	-2:57	15:12	18:02	-2:49	12:44	11:11	1:32	11:24	7:06	4:17	5:38	13:41	-8:02
The Hits	6:25	6:45	-0:19	2:29	2:02	0:27	7:29	7:43	-0:14	8:45	8:53	-0:08	9:20	9:34	-0:14	8:07	7:43	0:23	5:15	3:39	1:36	10:33	11:33	-0:59
The Sound	12:48	12:18	0:30	4:06	5:35	-1:29	6:34	6:08	0:26	10:38	8:30	2:08	15:02	13:07	1:54	14:44	15:55	-1:10	12:17	12:20	-0:03	13:19	10:44	2:35
ZM	6:41	7:06	-0:24	6:11	7:24	-1:12	6:03	6:48	-0:45	8:51	9:03	-0:11	7:43	8:18	-0:35	5:04	5:17	-0:13	7:00	6:03	0:57	8:56	9:29	-0:33
Others	8:13	9:40	-1:27	5:42	8:07	-2:24	7:42	5:52	1:50	4:57	6:30	-1:33	8:55	10:55	-2:00	9:07	15:34	-6:27	5:57	6:57	-0:59	2:57	2:03	0:53
MediaWorks Combo	15:21	16:23	-1:02	8:30	9:15	-0:45	13:33	14:07	-0:33	13:49	15:09	-1:20	15:39	17:03	-1:24	18:50	21:03	-2:12	17:34	19:19	-1:45	13:01	15:26	-2:25
NZME Combo	10:34	11:37	-1:02	5:27	6:03	-0:35	7:02	7:49	-0:46	9:10	9:27	-0:17	9:43	10:45	-1:01	9:57	10:58	-1:01	12:03	13:37	-1:33	14:27	14:29	-0:01
All Commercial Radio	18:44	20:05	-1:20	10:16	11:14	-0:58	16:16	17:30	-1:14	16:56	18:31	-1:35	18:48	20:42	-1:53	21:24	23:52	-2:27	21:31	23:02	-1:30	18:29	21:18	-2:48
Potential (000)	142.9	142.9	0.0	18.2	18.5	-0.3	38.0	37.7	0.3	38.5	38.5	0.0	58.4	58.4	0.0	40.3	40.3	0.0	36.6	36.6	0.0	19.9	20.8	-0.9
Sample	815	820	-5	81	70	11	190	209	-19	206	224	-18	336	353	-17	246	232	14	241	238	3	116	125	-9

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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 the following Regional dates in S2 2019: Jun 24 - Nov 10 2018 and in S3 2019: Sep 2 - Nov 10 2018.



MANAWATU COMMERCIAL RADIO - SURVEY 3 2019

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

Survey Comparisons: 2/2019 - 3/2019

This Survey Period: Sun Sep 2 to Sat Nov 10 2018 & Sun Jan 20 to Sat Jun 8 & Sun Jun 16 to Sat Aug 24 2019

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

	This	Last	+/-
Potential (000)	142.9	142.9	0.0
Sample Size	815	820	-5

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

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