



# MANAWATU COMMERCIAL RADIO - SURVEY 4 2019

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

Survey Comparisons: 3/2019 - 4/2019

This Survey Period: Sun Jan 20 to Sat Jun 8 & Sun Jun 16 to Sat Nov 2 2019

Last 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

	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	8.1	8.5	-0.4	6	0.9	1.1	-0.2		3.5	6.7	-3.2		5.8	4.2	1.6		6.8	7.9	-1.1		9.0	10.6	-1.6		9.5	7.8	1.7		4.2	6.1	-1.9	
Coast	7.0	5.5	1.5	7	4.8	*	*		1.9	2.4	-0.5		5.8	4.1	1.7		7.1	6.3	0.8		11.2	7.8	3.4		11.0	6.1	4.9		8.2	8.8	-0.6	
Edge	5.1	6.0	-0.9	9	9.9	15.9	-6.0		11.7	14.6	-2.9		6.5	8.9	-2.4		5.9	6.1	-0.2		2.9	1.8	1.1		0.7	0.9	-0.2		5.7	7.0	-1.3	
George FM	0.5	0.7	-0.2	16	*	*	*		0.7	0.9	-0.2		0.2	0.4	-0.2		0.2	0.6	-0.4		1.1	1.4	-0.3		1.0	1.0	0.0		*	*	*	
Kia Ora FM	0.5	0.4	0.1	16	0.1	0.1	0.0		1.4	0.5	0.9		0.4	0.5	-0.1		0.2	0.3	-0.1		0.5	0.6	-0.1		0.5	0.7	-0.2		0.2	0.7	-0.5	
Life FM	1.1	0.8	0.3	15	5.3	2.1	3.2		0.4	0.6	-0.2		1.3	1.6	-0.3		1.5	1.5	0.0		0.8	0.6	0.2		0.4	*	*		1.8	2.1	-0.3	
Magic Music & Talk*	11.5	15.1	-3.6	3	5.2	5.2	0.0		2.3	0.9	1.4		2.3	4.4	-2.1		4.3	9.3	-5.0		13.6	21.8	-8.2		22.6	29.0	-6.4		7.6	4.9	2.7	
Mai FM	3.4	4.4	-1.0	10	4.9	9.9	-5.0		8.8	12.2	-3.4		6.1	8.7	-2.6		4.2	5.3	-1.1		0.2	0.2	0.0		*	0.1	*		6.4	9.3	-2.9	
More FM	13.5	11.8	1.7	2	29.4	26.3	3.1		11.8	9.7	2.1		14.6	15.0	-0.4		18.1	14.4	3.7		17.8	14.5	3.3		9.6	9.9	-0.3		26.6	23.0	3.6	
Newstalk ZB	8.3	10.4	-2.1	5	*	0.3	*		2.7	2.0	0.7		1.9	1.6	0.3		2.4	2.1	0.3		7.8	6.6	1.2		15.2	17.0	-1.8		6.7	7.6	-0.9	
Radio Hauraki	1.3	0.8	0.5	14	0.3	0.3	0.0		2.6	1.0	1.6		2.8	0.7	2.1		1.9	0.4	1.5		*	0.1	*		1.3	1.7	-0.4		0.1	0.1	0.0	
Radio Sport	1.6	1.5	0.1	13	4.4	4.2	0.2		0.1	*	*		0.3	0.3	0.0		0.8	0.7	0.1		1.7	1.6	0.1		2.2	2.4	-0.2		0.1	0.6	-0.5	
Rhema	1.7	2.0	-0.3	12	3.0	0.1	2.9		0.3	0.4	-0.1		0.9	0.9	0.0		1.2	1.1	0.1		1.2	1.3	-0.1		3.1	4.4	-1.3		1.7	1.0	0.7	
Rock	14.7	10.7	4.0	1	10.2	11.1	-0.9		34.6	28.0	6.6		27.8	25.1	2.7		20.7	17.4	3.3		4.3	4.5	-0.2		1.2	1.6	-0.4		5.8	3.4	2.4	
The Hits	3.3	3.3	0.0	11	5.4	5.6	-0.2		2.8	2.8	0.0		4.8	5.5	-0.7		4.4	5.2	-0.8		2.8	3.3	-0.5		2.2	1.8	0.4		2.0	7.7	-5.7	
The Sound	10.4	10.3	0.1	4	0.4	3.1	-2.7		5.9	5.0	0.9		4.2	6.3	-2.1		9.2	12.1	-2.9		20.3	18.5	1.8		15.7	12.2	3.5		8.6	8.4	0.2	
ZM	5.9	5.0	0.9	8	13.6	10.4	3.2		7.6	9.8	-2.2		13.9	10.6	3.3		9.9	7.0	2.9		1.4	2.2	-0.8		0.9	1.8	-0.9		13.7	8.8	4.9	
Others	1.9	2.8	-0.9		2.3	4.2	-1.9		0.9	2.4	-1.5		0.6	1.2	-0.6		1.4	2.3	-0.9		3.4	2.5	0.9		2.7	1.8	0.9		0.6	0.6	0.0	
MediaWorks Combo	67.3	67.5	-0.2		60.9	72.7	-11.8		79.3	78.0	1.3		67.4	73.0	-5.6		69.3	73.1	-3.8		69.2	73.2	-4.0		60.4	62.5	-2.1		64.9	62.1	2.8	
NZME Combo	27.7	27.2	0.5		29.5	23.8	5.7		17.8	19.5	-1.7		29.6	23.0	6.6		26.5	21.9	4.6		25.3	22.0	3.3		33.3	31.0	2.3		30.8	33.6	-2.8	
Potential (000)	142.9	142.9	0.0		17.7	18.2	-0.5		38.5	38.0	0.5		38.5	38.5	0.0		58.4	58.4	0.0		40.3	40.3	0.0		36.6	36.6	0.0		21.9	19.9	2.0	
Sample	863	815	48		85	81	4		195	190	5		217	206	11		332	336	-4		238	246	-8		287	241	46		132	116	16	

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 S3 2019: Sep 2 - Nov 10 2018.



# MANAWATU COMMERCIAL RADIO - SURVEY 4 2019

Station Share (%) by Daypart, People 10+

Survey Comparisons: 3/2019 - 4/2019

This Survey Period: Sun Jan 20 to Sat Jun 8 & Sun Jun 16 to Sat Nov 2 2019

Last 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

	This	Last	+/-
Potential (000)	142.9	142.9	0.0
Sample Size	863	815	48

	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	7.3	8.7	-1.4	6	8.5	9.5	-1.0		8.8	9.5	-0.7		5.9	7.6	-1.7		5.6	4.1	1.5		9.4	6.2	3.2		9.5	8.4	1.1	
Coast	5.4	3.3	2.1	8	8.3	7.1	1.2		7.8	7.0	0.8		5.9	4.1	1.8		2.3	1.8	0.5		1.6	1.3	0.3		8.8	6.8	2.0	
Edge	4.6	6.2	-1.6	9	5.6	5.2	0.4		5.3	5.8	-0.5		4.9	5.7	-0.8		6.0	7.8	-1.8		5.8	5.9	-0.1		4.7	6.3	-1.6	
George FM	0.3	0.4	-0.1	17	0.4	0.6	-0.2		0.5	0.6	-0.1		0.7	1.0	-0.3		2.1	1.9	0.2	*	0.3	*	*		0.5	0.8	-0.3	
Kia Ora FM	0.7	0.8	-0.1	16	0.8	0.3	0.5		0.6	0.2	0.4		0.3	0.3	0.0		0.3	0.4	-0.1		0.2	*	*		0.3	0.2	0.1	
Life FM	1.1	0.6	0.5	14	0.9	0.8	0.1		0.9	0.8	0.1		1.6	1.1	0.5		0.6	0.4	0.2		0.2	0.1	0.1		1.4	1.1	0.3	
Magic Music & Talk*	10.9	14.7	-3.8	4	11.0	15.5	-4.5		9.7	13.8	-4.1		13.4	15.4	-2.0		9.5	17.2	-7.7		22.9	15.4	7.5		12.3	15.7	-3.4	
Mai FM	2.8	3.2	-0.4	11	2.6	3.3	-0.7		2.1	2.9	-0.8		5.6	7.6	-2.0		7.8	8.3	-0.5		4.6	8.9	-4.3		3.5	4.4	-0.9	
More FM	17.9	16.1	1.8	1	13.0	12.5	0.5		13.7	12.9	0.8		12.7	11.6	1.1		11.8	7.3	4.5		8.3	5.1	3.2		11.4	9.0	2.4	
Newstalk ZB	11.7	14.2	-2.5	3	6.6	8.3	-1.7		4.8	7.1	-2.3		5.5	6.5	-1.0		17.9	16.1	1.8		19.5	26.6	-7.1		8.9	10.4	-1.5	
Radio Hauraki	0.8	0.4	0.4	15	1.7	1.2	0.5		1.9	1.2	0.7		1.7	1.4	0.3		0.4	0.5	-0.1		1.9	0.1	1.8		0.5	0.4	0.1	
Radio Sport	1.6	2.3	-0.7	12	1.1	0.5	0.6		1.1	1.2	-0.1		1.3	1.0	0.3		1.7	0.8	0.9		1.5	0.3	1.2		2.7	2.6	0.1	
Rhema	1.5	1.7	-0.2	13	1.4	1.9	-0.5		1.4	1.7	-0.3		2.0	1.8	0.2		3.9	3.6	0.3		1.7	1.5	0.2		1.7	2.3	-0.6	
Rock	12.9	8.9	4.0	2	16.8	11.4	5.4		18.6	13.6	5.0		16.1	12.1	4.0		11.0	12.0	-1.0		12.1	8.9	3.2		10.9	8.0	2.9	
The Hits	3.2	3.2	0.0	10	3.3	3.0	0.3		3.9	3.6	0.3		4.5	4.4	0.1		1.5	1.7	-0.2		0.3	2.5	-2.2		3.0	3.4	-0.4	
The Sound	9.4	7.4	2.0	5	11.1	11.6	-0.5		10.5	10.7	-0.2		9.5	11.4	-1.9		8.2	8.5	-0.3		6.1	4.5	1.6		12.1	11.8	0.3	
ZM	6.4	5.4	1.0	7	5.0	4.9	0.1		5.8	5.3	0.5		6.9	5.5	1.4		6.8	3.9	2.9		1.8	5.2	-3.4		6.1	4.4	1.7	
Others	1.6	2.5	-0.9		1.8	2.4	-0.6		2.5	2.1	0.4		1.7	1.6	0.1		2.6	3.6	-1.0		2.2	7.3	-5.1		1.7	3.9	-2.2	
MediaWorks Combo	66.1	65.6	0.5		69.1	69.6	-0.5		69.3	69.7	-0.4		68.7	72.4	-3.7		61.9	67.1	-5.2		69.2	55.1	14.1		64.9	64.5	0.4	
NZME Combo	29.0	28.9	0.1		26.3	25.3	1.0		25.6	25.7	-0.1		26.1	23.3	2.8		31.0	25.4	5.6		26.5	36.0	-9.5		30.2	30.0	0.2	

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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	20.3	18.9	1.4	3	1.3	1.5	-0.2		3.1	3.5	-0.4		6.2	4.6	1.6		9.6	8.4	1.2		7.9	7.4	0.5		7.2	6.4	0.8		2.7	3.1	-0.4	
Coast	12.5	12.1	0.4	10	0.4	*	*		0.8	0.9	-0.1		2.7	2.7	0.0		5.1	5.1	0.0		6.2	5.1	1.1		5.9	5.1	0.8		1.5	1.5	0.0	
Edge	20.0	21.8	-1.8	4	3.9	4.5	-0.6		10.4	11.7	-1.3		7.8	7.4	0.4		9.3	9.1	0.2		2.6	2.9	-0.3		1.1	1.2	-0.1		4.2	4.6	-0.4	
George FM	1.6	2.4	-0.8	17	*	*	*		1.2	1.4	-0.2		0.3	1.0	-0.7		0.6	1.2	-0.6		0.5	0.5	0.0		0.2	0.3	-0.1		*	0.2	*	
Kia Ora FM	2.1	2.1	0.0	16	0.1	0.2	-0.1		1.2	0.9	0.3		1.1	1.0	0.1		1.1	1.0	0.1		0.7	0.9	-0.2		0.7	0.9	-0.2		0.5	0.7	-0.2	
Life FM	4.7	4.3	0.4	13	1.8	1.7	0.1		0.6	0.8	-0.2		1.5	1.4	0.1		2.4	2.2	0.2		0.9	0.8	0.1		0.1	*	*		1.0	0.9	0.1	
Magic Music & Talk*	19.0	22.3	-3.3	6	1.2	1.1	0.1		1.5	1.1	0.4		1.6	2.2	-0.6		5.4	7.0	-1.6		8.4	10.6	-2.2		9.7	11.7	-2.0		2.3	2.0	0.3	
Mai FM	12.9	12.9	0.0	9	2.5	2.4	0.1		7.0	7.7	-0.7		5.6	6.5	-0.9		6.7	7.1	-0.4		1.4	1.1	0.3		0.4	0.4	0.0		3.4	3.5	-0.1	
More FM	30.1	30.7	-0.6	1	6.1	6.6	-0.5		9.0	8.6	0.4		9.3	9.0	0.3		14.2	12.4	1.8		8.7	9.0	-0.3		5.3	6.8	-1.5		8.0	7.0	1.0	
Newstalk ZB	15.6	15.5	0.1	8	*	0.2	*		2.3	2.1	0.2		1.6	1.6	0.0		3.8	3.3	0.5		5.4	5.0	0.4		7.4	7.4	0.0		1.4	1.2	0.2	
Radio Hauraki	3.5	2.8	0.7	15	0.2	0.3	-0.1		1.9	1.6	0.3		2.3	1.1	1.2		2.3	1.2	1.1		0.3	0.5	-0.2		0.5	0.6	-0.1		0.5	0.2	0.3	
Radio Sport	7.0	6.3	0.7	12	0.8	0.8	0.0		0.6	0.2	0.4		1.4	0.8	0.6		2.9	1.8	1.1		2.7	2.6	0.1		2.3	3.0	-0.7		0.1	0.3	-0.2	
Rhema	3.6	3.6	0.0	14	0.6	0.1	0.5		0.2	0.3	-0.1		0.9	1.0	-0.1		1.8	1.8	0.0		1.4	1.6	-0.2		1.0	1.6	-0.6		0.7	0.4	0.3	
Rock	21.0	16.6	4.4	2	2.5	2.4	0.1		11.2	8.7	2.5		11.0	8.6	2.4		13.3	10.2	3.1		3.1	2.5	0.6		0.8	0.9	-0.1		2.4	1.9	0.5	
The Hits	11.9	10.8	1.1	11	2.5	2.9	-0.4		2.2	1.8	0.4		4.7	3.3	1.4		6.1	5.0	1.1		2.8	2.9	-0.1		2.3	2.3	0.0		1.4	2.3	-0.9	
The Sound	19.5	16.8	2.7	5	0.4	1.0	-0.6		4.4	3.7	0.7		4.7	3.1	1.6		8.6	7.1	1.5		10.3	9.0	1.3		7.6	6.7	0.9		3.1	2.0	1.1	
ZM	16.0	15.5	0.5	7	2.6	2.1	0.5		7.0	7.9	-0.9		8.1	6.3	1.8		10.0	8.1	1.9		2.6	3.1	-0.5		1.0	1.7	-0.7		4.6	3.1	1.5	
Others	7.1	7.2	-0.1		0.9	0.9	0.0		1.2	1.5	-0.3		1.7	1.3	0.4		2.5	2.2	0.3		2.5	2.0	0.5		2.7	2.0	0.7		0.9	0.6	0.3	
MediaWorks Combo	92.8	91.9	0.9		10.2	10.9	-0.7		28.6	27.9	0.7		28.7	28.1	0.6		43.0	41.5	1.5		28.3	27.9	0.4		22.7	23.8	-1.1		16.4	15.1	1.3	
NZME Combo	55.0	53.7	1.3		6.2	5.6	0.6		12.8	13.5	-0.7		15.9	13.3	2.6		23.4	20.0	3.4		16.2	15.9	0.3		16.3	17.2	-0.9		7.5	7.4	0.1	
All Commercial Radio	115.1	111.5	3.6		13.1	12.5	0.6		30.3	29.9	0.4		32.5	31.4	1.1		50.1	47.3	2.8		35.1	33.6	1.5		30.9	31.0	-0.1		18.9	17.1	1.8	
Potential (000)	142.9	142.9	0.0		17.7	18.2	-0.5		38.5	38.0	0.5		38.5	38.5	0.0		58.4	58.4	0.0		40.3	40.3	0.0		36.6	36.6	0.0		21.9	19.9	2.0	
Sample	863	815	48		85	81	4		195	190	5		217	206	11		332	336	-4		238	246	-8		287	241	46		132	116	16	

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Potential (000)	142.9	142.9	0.0
Sample Size	863	815	48

	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	10.0	10.2	-0.2	6	10.8	9.4	1.4	10.8	9.6	1.2	8.1	7.3	0.8	3.4	3.4	0.0	1.3	2.3	-1.0	12.2	11.6	0.6
Coast	6.4	5.7	0.7	10	7.7	6.7	1.0	8.2	7.1	1.1	6.5	5.8	0.7	1.7	1.6	0.1	0.8	0.6	0.2	9.2	8.6	0.6
Edge	10.0	10.9	-0.9	6	9.1	8.2	0.9	9.2	10.0	-0.8	8.2	8.9	-0.7	3.0	4.6	-1.6	1.7	2.3	-0.6	8.4	11.9	-3.5
George FM	0.6	0.9	-0.3	17	0.3	0.4	-0.1	0.3	0.4	-0.1	0.6	0.7	-0.1	1.1	1.1	0.0	*	0.1	*	0.8	1.3	-0.5
Kia Ora FM	1.8	2.0	-0.2	15	0.9	0.8	0.1	0.5	0.3	0.2	1.1	1.0	0.1	0.4	0.5	-0.1	0.2	*	*	0.5	0.5	0.0
Life FM	2.0	1.4	0.6	14	1.9	1.4	0.5	2.5	2.6	-0.1	3.2	2.7	0.5	1.1	0.8	0.3	0.1	0.1	0.0	2.9	2.7	0.2
Magic Music & Talk*	13.3	15.4	-2.1	2	8.9	11.9	-3.0	8.9	10.8	-1.9	11.2	12.0	-0.8	4.4	6.3	-1.9	3.3	4.2	-0.9	11.7	13.6	-1.9
Mai FM	6.6	6.7	-0.1	9	3.5	3.7	-0.2	5.7	6.2	-0.5	6.1	6.7	-0.6	3.7	3.5	0.2	1.4	1.7	-0.3	6.2	6.6	-0.4
More FM	17.8	18.2	-0.4	1	12.4	11.8	0.6	16.7	15.5	1.2	14.7	13.7	1.0	7.7	6.1	1.6	3.0	2.3	0.7	18.5	19.5	-1.0
Newstalk ZB	11.3	11.7	-0.4	4	6.6	7.2	-0.6	6.7	7.0	-0.3	6.7	7.1	-0.4	5.6	5.9	-0.3	4.4	4.2	0.2	13.0	12.3	0.7
Radio Hauraki	1.7	1.0	0.7	16	1.1	0.8	0.3	1.2	0.9	0.3	2.6	2.0	0.6	0.3	0.4	-0.1	0.3	0.2	0.1	1.7	1.3	0.4
Radio Sport	3.5	3.4	0.1	12	2.1	1.1	1.0	2.6	2.8	-0.2	3.0	2.4	0.6	1.6	0.6	1.0	0.8	0.3	0.5	5.6	5.0	0.6
Rhema	2.4	2.4	0.0	13	1.3	1.4	-0.1	2.3	2.1	0.2	2.3	1.3	1.0	1.6	1.5	0.1	0.3	0.4	-0.1	2.0	2.6	-0.6
Rock	12.8	10.0	2.8	3	10.1	7.8	2.3	11.7	10.1	1.6	13.8	11.2	2.6	5.5	4.9	0.6	2.5	2.1	0.4	12.7	9.7	3.0
The Hits	6.2	5.7	0.5	11	4.0	3.6	0.4	6.4	5.7	0.7	7.0	6.5	0.5	2.5	1.8	0.7	0.2	1.0	-0.8	5.6	5.9	-0.3
The Sound	10.0	9.5	0.5	6	10.7	9.6	1.1	12.4	10.2	2.2	9.7	9.7	0.0	3.9	4.4	-0.5	1.8	1.1	0.7	11.6	11.1	0.5
ZM	10.5	10.3	0.2	5	7.3	6.3	1.0	8.7	7.5	1.2	7.9	7.2	0.7	5.1	4.9	0.2	1.1	2.1	-1.0	9.2	9.1	0.1
Others	2.3	2.9	-0.6		3.0	3.2	-0.2	3.0	2.9	0.1	3.1	3.0	0.1	1.3	1.2	0.1	0.8	1.2	-0.4	4.0	4.2	-0.2
MediaWorks Combo	63.6	64.0	-0.4		51.6	49.6	2.0	59.9	55.5	4.4	58.3	56.3	2.0	28.2	29.7	-1.5	13.8	13.7	0.1	66.2	68.0	-1.8
NZME Combo	35.1	34.8	0.3		26.4	23.8	2.6	30.1	27.6	2.5	29.7	28.3	1.4	15.8	14.9	0.9	7.3	8.1	-0.8	40.5	39.1	1.4
All Commercial Radio	86.6	86.7	-0.1		71.6	68.4	3.2	78.4	73.4	5.0	78.6	75.4	3.2	42.2	42.4	-0.2	21.4	21.8	-0.4	93.2	92.5	0.7

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 S3 2019: Sep 2 - Nov 10 2018.



# MANAWATU COMMERCIAL RADIO - SURVEY 4 2019

Average Time Spent Listening (hh:mm) by Demographic, Mon-Sun 12mn-12mn  
 Survey Comparisons: 3/2019 - 4/2019

This Survey Period: Sun Jan 20 to Sat Jun 8 & Sun Jun 16 to Sat Nov 2 2019

Last 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

	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	8:42	9:23	-0:40	0:52	0:55	-0:02	6:19	9:08	-2:48	5:58	4:46	1:12	6:51	8:22	-1:30	7:46	10:12	-2:26	8:30	8:10	0:20	5:57	6:10	-0:12
Coast	12:11	9:34	2:37	13:23	*	*	12:19	13:10	-0:50	13:36	8:05	5:30	13:22	10:57	2:24	12:14	11:05	1:08	12:06	7:52	4:14	20:59	19:16	1:43
Edge	5:32	5:46	-0:14	3:07	4:35	-1:27	6:14	6:05	0:09	5:23	6:22	-0:59	6:06	6:00	0:05	7:36	4:33	3:03	4:12	4:49	-0:36	5:10	4:50	0:19
George FM	7:00	6:22	0:37	*	*	*	3:27	3:04	0:23	3:15	2:22	0:52	3:46	4:10	-0:24	15:33	17:59	-2:25	27:01	25:09	1:52	*	0:45	*
Kia Ora FM	5:19	3:29	1:49	0:45	0:45	0:00	6:13	2:49	3:24	2:13	2:35	-0:21	2:13	2:35	-0:21	4:53	4:56	-0:03	4:53	4:56	-0:03	1:38	3:02	-1:23
Life FM	5:05	3:58	1:07	3:36	1:33	2:02	3:34	3:54	-0:20	5:35	5:59	-0:23	5:49	5:55	-0:06	6:14	5:49	0:25	17:45	*	*	6:41	7:32	-0:50
Magic Music & Talk*	13:05	14:12	-1:06	5:22	5:59	-0:36	8:22	3:48	4:33	8:58	10:39	-1:40	7:41	11:48	-4:06	10:55	14:46	-3:50	15:00	16:31	-1:30	12:19	7:54	4:25
Mai FM	5:42	7:05	-1:22	2:26	5:15	-2:49	6:59	7:42	-0:43	6:59	7:07	-0:07	6:06	6:37	-0:31	1:05	1:07	-0:02	0:45	0:45	0:00	7:02	8:23	-1:20
More FM	9:44	7:59	1:44	5:54	5:04	0:49	7:10	5:27	1:43	10:04	8:53	1:10	12:20	10:19	2:00	13:47	11:33	2:13	11:35	9:39	1:56	12:40	10:27	2:12
Newstalk ZB	11:35	13:58	-2:23	*	1:45	*	6:26	4:34	1:51	7:47	5:08	2:39	6:13	5:37	0:35	9:49	9:27	0:21	13:13	15:19	-2:05	18:13	20:11	-1:57
Radio Hauraki	7:48	5:59	1:49	1:44	1:36	0:08	7:38	3:00	4:37	7:57	3:20	4:36	7:57	3:18	4:39	0:47	1:07	-0:20	18:28	19:16	-0:47	0:44	1:15	-0:30
Radio Sport	5:03	4:59	0:04	7:03	6:59	0:03	1:13	0:15	0:58	1:26	2:01	-0:34	2:42	3:17	-0:35	4:19	4:34	-0:14	6:07	5:19	0:47	2:15	6:06	-3:51
Rhema	10:01	11:30	-1:28	6:03	1:30	4:33	7:05	7:05	0:00	6:26	5:06	1:20	6:30	5:32	0:57	5:50	5:48	0:02	20:32	18:23	2:09	9:05	6:53	2:11
Rock	15:15	13:24	1:50	4:55	5:48	-0:52	17:04	15:37	1:27	16:17	15:31	0:46	15:03	15:12	-0:09	9:11	12:44	-3:33	9:29	11:24	-1:54	9:07	5:38	3:28
The Hits	6:04	6:25	-0:20	2:40	2:29	0:10	7:01	7:29	-0:27	6:40	8:45	-2:04	6:53	9:20	-2:26	6:46	8:07	-1:20	6:09	5:15	0:53	5:11	10:33	-5:22
The Sound	11:34	12:48	-1:13	1:04	4:06	-3:02	7:20	6:34	0:45	5:50	10:38	-4:48	10:16	15:02	-4:46	13:23	14:44	-1:21	13:16	12:17	0:58	10:38	13:19	-2:41
ZM	8:00	6:41	1:19	6:24	6:11	0:12	6:01	6:03	-0:01	11:03	8:51	2:11	9:36	7:43	1:52	3:42	5:04	-1:21	6:05	7:00	-0:55	11:24	8:56	2:27
Others	5:52	8:13	-2:21	3:13	5:42	-2:29	4:07	7:42	-3:35	2:06	4:57	-2:50	5:31	8:55	-3:23	8:57	9:07	-0:09	6:36	5:57	0:39	2:38	2:57	-0:18
MediaWorks Combo	15:44	15:21	0:23	7:22	8:30	-1:07	15:17	13:33	1:44	15:10	13:49	1:20	15:35	15:39	-0:03	16:31	18:50	-2:19	17:09	17:34	-0:24	15:00	13:01	1:58
NZME Combo	10:56	10:34	0:21	5:51	5:27	0:23	7:41	7:02	0:38	12:02	9:10	2:52	10:58	9:43	1:14	10:33	9:57	0:36	13:07	12:03	1:04	15:32	14:27	1:05
All Commercial Radio	18:51	18:44	0:07	9:26	10:16	-0:50	18:12	16:16	1:56	19:53	16:56	2:57	19:19	18:48	0:30	19:16	21:24	-2:08	20:53	21:31	-0:38	20:05	18:29	1:36
Potential (000)	142.9	142.9	0.0	17.7	18.2	-0.5	38.5	38.0	0.5	38.5	38.5	0.0	58.4	58.4	0.0	40.3	40.3	0.0	36.6	36.6	0.0	21.9	19.9	2.0
Sample	863	815	48	85	81	4	195	190	5	217	206	11	332	336	-4	238	246	-8	287	241	46	132	116	16

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 S3 2019: Sep 2 - Nov 10 2018.



# MANAWATU COMMERCIAL RADIO - SURVEY 4 2019

Average Time Spent Listening (hh:mm) by Daypart, People 10+  
Survey Comparisons: 3/2019 - 4/2019

This Survey Period: Sun Jan 20 to Sat Jun 8 & Sun Jun 16 to Sat Nov 2 2019

Last 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

	This	Last	+/-
Potential (000)	142.9	142.9	0.0
Sample Size	863	815	48

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

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 S3 2019: Sep 2 - Nov 10 2018.