

MANAWATU COMMERCIAL RADIO - SURVEY 1 2020

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

Survey Comparisons: 4/2019 - 1/2020

This Survey Period: Sun Mar 31 to Sat Jun 8 2019 & Sun Jun 16 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020

Last Survey Period: Sun Jan 20 to Sat Jun 8 & Sun Jun 16 to Sat Nov 2 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	8.7	8.1	0.6	5	2.3	0.9	1.4	5.4	3.5	1.9	6.9	5.8	1.1	7.9	6.8	1.1	8.9	9.0	-0.1	9.4	9.5	-0.1	6.0	4.2	1.8
Coast	6.8	7.0	-0.2	7	5.2	4.8	0.4	0.9	1.9	-1.0	5.2	5.8	-0.6	6.3	7.1	-0.8	10.8	11.2	-0.4	11.0	11.0	0.0	5.0	8.2	-3.2
Edge	5.6	5.1	0.5	9	11.7	9.9	1.8	12.7	11.7	1.0	9.8	6.5	3.3	8.5	5.9	2.6	3.6	2.9	0.7	0.7	0.7	0.0	9.0	5.7	3.3
George FM	0.7	0.5	0.2	16	0.6	*	*	0.7	0.7	0.0	0.5	0.2	0.3	0.4	0.2	0.2	1.1	1.1	0.0	1.0	1.0	0.0	*	*	*
Kia Ora FM	0.7	0.5	0.2	16	0.2	0.1	0.1	1.9	1.4	0.5	0.4	0.4	0.0	0.3	0.2	0.1	0.5	0.5	0.0	0.5	0.5	0.0	0.2	0.2	0.0
Life FM	1.1	1.1	0.0	14	4.8	5.3	-0.5	0.6	0.4	0.2	1.4	1.3	0.1	1.5	1.5	0.0	0.8	0.8	0.0	0.6	0.4	0.2	2.0	1.8	0.2
Magic	12.8	11.5	1.3	1	7.8	5.2	2.6	3.5	2.3	1.2	3.0	2.3	0.7	5.4	4.3	1.1	13.6	13.6	0.0	22.8	22.6	0.2	11.4	7.6	3.8
Mai FM	3.1	3.4	-0.3	11	5.4	4.9	0.5	8.8	8.8	0.0	6.6	6.1	0.5	4.5	4.2	0.3	0.4	0.2	0.2	0.1	*	*	5.7	6.4	-0.7
More FM	12.0	13.5	-1.5	2	16.7	29.4	-12.7	12.2	11.8	0.4	16.3	14.6	1.7	17.6	18.1	-0.5	13.8	17.8	-4.0	7.8	9.6	-1.8	21.1	26.6	-5.5
Newstalk ZB	7.8	8.3	-0.5	6	*	*	*	2.5	2.7	-0.2	2.4	1.9	0.5	3.4	2.4	1.0	6.2	7.8	-1.6	10.4	15.2	-4.8	3.2	6.7	-3.5
Radio Hauraki	1.1	1.3	-0.2	14	0.2	0.3	-0.1	2.2	2.6	-0.4	2.3	2.8	-0.5	1.5	1.9	-0.4	0.1	*	*	1.3	1.3	0.0	0.1	0.1	0.0
Radio Sport	1.3	1.6	-0.3	13	2.1	4.4	-2.3	0.1	0.1	0.0	0.2	0.3	-0.1	0.4	0.8	-0.4	1.1	1.7	-0.6	2.1	2.2	-0.1	0.1	0.1	0.0
Rhema	2.4	1.7	0.7	12	3.3	3.0	0.3	0.3	0.3	0.0	0.8	0.9	-0.1	1.2	1.2	0.0	1.8	1.2	0.6	3.7	3.1	0.6	1.9	1.7	0.2
Rock	11.6	14.7	-3.1	4	8.6	10.2	-1.6	27.5	34.6	-7.1	20.1	27.8	-7.7	16.0	20.7	-4.7	4.5	4.3	0.2	0.5	1.2	-0.7	6.2	5.8	0.4
The Hits	4.2	3.3	0.9	10	8.8	5.4	3.4	4.3	2.8	1.5	6.2	4.8	1.4	5.2	4.4	0.8	3.7	2.8	0.9	3.2	2.2	1.0	3.2	2.0	1.2
The Sound	11.9	10.4	1.5	3	4.1	0.4	3.7	6.1	5.9	0.2	4.0	4.2	-0.2	8.5	9.2	-0.7	23.1	20.3	2.8	20.8	15.7	5.1	8.7	8.6	0.1
ZM	6.2	5.9	0.3	8	15.8	13.6	2.2	8.8	7.6	1.2	13.1	13.9	-0.8	9.6	9.9	-0.3	2.9	1.4	1.5	1.7	0.9	0.8	15.6	13.7	1.9
MediaWorks Combo	66.2	67.3	-1.1		57.3	60.9	-3.6	76.8	79.3	-2.5	67.2	67.4	-0.2	68.8	69.3	-0.5	69.0	69.2	-0.2	63.2	60.4	2.8	68.1	64.9	3.2
NZME Combo	27.5	27.7	-0.2		32.7	29.5	3.2	18.9	17.8	1.1	29.4	29.6	-0.2	26.3	26.5	-0.2	25.1	25.3	-0.2	30.1	33.3	-3.2	27.2	30.8	-3.6
Potential (000)	144.8	142.9	1.9		17.3	17.7	-0.4	39.2	38.5	0.7	39.3	38.5	0.8	59.2	58.4	0.8	40.7	40.3	0.4	37.6	36.6	1.0	21.6	21.9	-0.3
Sample	918	863	55		83	85	-2	209	195	14	236	217	19	377	332	45	260	238	22	294	287	7	141	132	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 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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Last Survey Period: Sun Jan 20 to Sat Jun 8 & Sun Jun 16 to Sat Nov 2 2019

	This	Last	+/-
Potential (000)	144.8	142.9	1.9
Sample Size	918	863	55

	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	7.9	7.3	0.6	6	8.5	8.5	0.0	8.6	8.8	-0.2	7.4	5.9	1.5	6.5	5.6	0.9	7.7	9.4	-1.7	10.9	9.5	1.4
Coast	5.9	5.4	0.5	9	8.5	8.3	0.2	8.0	7.8	0.2	5.3	5.9	-0.6	1.1	2.3	-1.2	2.2	1.6	0.6	7.2	8.8	-1.6
Edge	6.9	4.6	2.3	8	6.4	5.6	0.8	5.7	5.3	0.4	5.2	4.9	0.3	6.2	6.0	0.2	4.0	5.8	-1.8	3.9	4.7	-0.8
George FM	0.4	0.3	0.1	17	0.4	0.4	0.0	0.6	0.5	0.1	0.7	0.7	0.0	1.6	2.1	-0.5	0.2	*	*	1.0	0.5	0.5
Kia Ora FM	0.9	0.7	0.2	15	1.2	0.8	0.4	0.9	0.6	0.3	0.3	0.3	0.0	0.1	0.3	-0.2	0.4	0.2	0.2	0.3	0.3	0.0
Life FM	1.1	1.1	0.0	14	0.8	0.9	-0.1	1.0	0.9	0.1	1.6	1.6	0.0	0.5	0.6	-0.1	0.7	0.2	0.5	1.5	1.4	0.1
Magic	10.6	10.9	-0.3	4	11.6	11.0	0.6	10.5	9.7	0.8	14.7	13.4	1.3	11.7	9.5	2.2	22.0	22.9	-0.9	16.2	12.3	3.9
Mai FM	3.1	2.8	0.3	11	2.0	2.6	-0.6	2.2	2.1	0.1	5.2	5.6	-0.4	8.5	7.8	0.7	1.3	4.6	-3.3	2.9	3.5	-0.6
More FM	13.2	17.9	-4.7	1	13.6	13.0	0.6	12.5	13.7	-1.2	12.2	12.7	-0.5	10.0	11.8	-1.8	7.9	8.3	-0.4	9.6	11.4	-1.8
Newstalk ZB	10.9	11.7	-0.8	2	5.8	6.6	-0.8	3.8	4.8	-1.0	5.1	5.5	-0.4	18.1	17.9	0.2	29.5	19.5	10.0	8.2	8.9	-0.7
Radio Hauraki	0.7	0.8	-0.1	16	1.5	1.7	-0.2	1.6	1.9	-0.3	1.3	1.7	-0.4	0.5	0.4	0.1	1.6	1.9	-0.3	0.5	0.5	0.0
Radio Sport	1.5	1.6	-0.1	13	0.8	1.1	-0.3	0.9	1.1	-0.2	0.8	1.3	-0.5	1.8	1.7	0.1	1.1	1.5	-0.4	2.0	2.7	-0.7
Rhema	2.4	1.5	0.9	12	1.8	1.4	0.4	1.6	1.4	0.2	2.6	2.0	0.6	6.3	3.9	2.4	4.1	1.7	2.4	2.7	1.7	1.0
Rock	10.5	12.9	-2.4	5	14.1	16.8	-2.7	14.8	18.6	-3.8	12.6	16.1	-3.5	6.5	11.0	-4.5	7.6	12.1	-4.5	7.7	10.9	-3.2
The Hits	4.0	3.2	0.8	10	3.9	3.3	0.6	4.1	3.9	0.2	5.6	4.5	1.1	1.6	1.5	0.1	0.2	0.3	-0.1	4.7	3.0	1.7
The Sound	10.7	9.4	1.3	3	13.0	11.1	1.9	13.3	10.5	2.8	10.1	9.5	0.6	10.0	8.2	1.8	5.7	6.1	-0.4	12.4	12.1	0.3
ZM	7.3	6.4	0.9	7	4.1	5.0	-0.9	7.4	5.8	1.6	7.6	6.9	0.7	6.6	6.8	-0.2	1.5	1.8	-0.3	5.8	6.1	-0.3
MediaWorks Combo	63.3	66.1	-2.8		69.7	69.1	0.6	68.2	69.3	-1.1	68.0	68.7	-0.7	61.1	61.9	-0.8	56.3	69.2	-12.9	64.7	64.9	-0.2
NZME Combo	30.4	29.0	1.4		24.9	26.3	-1.4	26.0	25.6	0.4	25.9	26.1	-0.2	29.7	31.0	-1.3	36.1	26.5	9.6	28.4	30.2	-1.8

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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	19.7	20.3	-0.6	6	0.8	1.3	-0.5		3.5	3.1	0.4		5.8	6.2	-0.4		8.9	9.6	-0.7		7.2	7.9	-0.7		7.3	7.2	0.1		2.5	2.7	-0.2	
Coast	12.8	12.5	0.3	11	0.9	0.4	0.5		1.4	0.8	0.6		2.3	2.7	-0.4		4.6	5.1	-0.5		6.2	6.2	0.0		5.8	5.9	-0.1		1.3	1.5	-0.2	
Edge	21.7	20.0	1.7	3	4.4	3.9	0.5		9.9	10.4	-0.5		9.4	7.8	1.6		11.0	9.3	1.7		2.7	2.6	0.1		1.2	1.1	0.1		5.0	4.2	0.8	
George FM	1.5	1.6	-0.1	17	0.3	*	*		0.6	1.2	-0.6		0.3	0.3	0.0		0.5	0.6	-0.1		0.4	0.5	-0.1		0.2	0.2	0.0		*	*	*	
Kia Ora FM	2.5	2.1	0.4	16	0.2	0.1	0.1		1.2	1.2	0.0		0.9	1.1	-0.2		1.1	1.1	0.0		0.8	0.7	0.1		0.7	0.7	0.0		0.4	0.5	-0.1	
Life FM	4.5	4.7	-0.2	13	1.5	1.8	-0.3		0.8	0.6	0.2		1.5	1.5	0.0		2.4	2.4	0.0		1.1	0.9	0.2		0.4	0.1	0.3		1.0	1.0	0.0	
Magic	21.0	19.0	2.0	4	1.7	1.2	0.5		1.9	1.5	0.4		2.4	1.6	0.8		6.1	5.4	0.7		9.0	8.4	0.6		10.1	9.7	0.4		2.8	2.3	0.5	
Mai FM	13.4	12.9	0.5	9	2.3	2.5	-0.2		7.0	7.0	0.0		6.3	5.6	0.7		7.3	6.7	0.6		1.5	1.4	0.1		0.5	0.4	0.1		2.5	3.4	-0.9	
More FM	29.0	30.1	-1.1	1	5.7	6.1	-0.4		8.2	9.0	-0.8		9.5	9.3	0.2		14.2	14.2	0.0		8.3	8.7	-0.4		5.1	5.3	-0.2		6.8	8.0	-1.2	
Newstalk ZB	13.3	15.6	-2.3	10	*	*	*		1.3	2.3	-1.0		1.4	1.6	-0.2		3.1	3.8	-0.7		4.7	5.4	-0.7		6.3	7.4	-1.1		1.1	1.4	-0.3	
Radio Hauraki	2.6	3.5	-0.9	15	0.2	0.2	0.0		1.3	1.9	-0.6		1.9	2.3	-0.4		2.0	2.3	-0.3		0.2	0.3	-0.1		0.2	0.5	-0.3		0.4	0.5	-0.1	
Radio Sport	4.9	7.0	-2.1	12	0.5	0.8	-0.3		0.3	0.6	-0.3		0.8	1.4	-0.6		1.7	2.9	-1.2		1.8	2.7	-0.9		1.8	2.3	-0.5		0.1	0.1	0.0	
Rhema	4.5	3.6	0.9	13	0.7	0.6	0.1		0.1	0.2	-0.1		0.8	0.9	-0.1		2.0	1.8	0.2		1.9	1.4	0.5		1.3	1.0	0.3		0.6	0.7	-0.1	
Rock	20.0	21.0	-1.0	5	2.3	2.5	-0.2		10.4	11.2	-0.8		10.3	11.0	-0.7		12.8	13.3	-0.5		3.2	3.1	0.1		0.8	0.8	0.0		2.3	2.4	-0.1	
The Hits	14.2	11.9	2.3	8	3.2	2.5	0.7		2.8	2.2	0.6		4.9	4.7	0.2		6.5	6.1	0.4		3.9	2.8	1.1		3.1	2.3	0.8		2.2	1.4	0.8	
The Sound	23.8	19.5	4.3	2	1.1	0.4	0.7		5.3	4.4	0.9		5.4	4.7	0.7		10.3	8.6	1.7		12.7	10.3	2.4		9.3	7.6	1.7		3.1	3.1	0.0	
ZM	19.4	16.0	3.4	7	3.5	2.6	0.9		7.3	7.0	0.3		9.0	8.1	0.9		11.3	10.0	1.3		3.6	2.6	1.0		1.4	1.0	0.4		5.2	4.6	0.6	
MediaWorks Combo	96.2	92.8	3.4		10.3	10.2	0.1		28.3	28.6	-0.3		29.9	28.7	1.2		45.2	43.0	2.2		30.4	28.3	2.1		24.5	22.7	1.8		16.2	16.4	-0.2	
NZME Combo	55.2	55.0	0.2		7.7	6.2	1.5		12.2	12.8	-0.6		16.0	15.9	0.1		23.3	23.4	-0.1		16.0	16.2	-0.2		15.0	16.3	-1.3		8.0	7.5	0.5	
All Commercial Radio	117.3	115.1	2.2		13.0	13.1	-0.1		31.1	30.3	0.8		33.4	32.5	0.9		51.2	50.1	1.1		35.8	35.1	0.7		31.5	30.9	0.6		18.6	18.9	-0.3	
Potential (000)	144.8	142.9	1.9		17.3	17.7	-0.4		39.2	38.5	0.7		39.3	38.5	0.8		59.2	58.4	0.8		40.7	40.3	0.4		37.6	36.6	1.0		21.6	21.9	-0.3	
Sample	918	863	55		83	85	-2		209	195	14		236	217	19		377	332	45		260	238	22		294	287	7		141	132	9	

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	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	10.3	10.0	0.3	7	10.3	10.8	-0.5	10.9	10.8	0.1	9.5	8.1	1.4	3.0	3.4	-0.4	1.5	1.3	0.2	12.7	12.2	0.5
Coast	7.3	6.4	0.9	11	7.4	7.7	-0.3	7.8	8.2	-0.4	6.3	6.5	-0.2	1.1	1.7	-0.6	0.7	0.8	-0.1	8.5	9.2	-0.7
Edge	12.5	10.0	2.5	4	9.0	9.1	-0.1	11.3	9.2	2.1	9.3	8.2	1.1	3.4	3.0	0.4	1.0	1.7	-0.7	9.5	8.4	1.1
George FM	1.1	0.6	0.5	17	0.5	0.3	0.2	0.4	0.3	0.1	0.6	0.6	0.0	0.7	1.1	-0.4	0.2	*	*	1.3	0.8	0.5
Kia Ora FM	2.0	1.8	0.2	15	1.1	0.9	0.2	0.9	0.5	0.4	1.1	1.1	0.0	0.1	0.4	-0.3	0.4	0.2	0.2	0.7	0.5	0.2
Life FM	2.1	2.0	0.1	14	1.4	1.9	-0.5	2.4	2.5	-0.1	3.3	3.2	0.1	0.7	1.1	-0.4	0.3	0.1	0.2	3.0	2.9	0.1
Magic	13.9	13.3	0.6	2	9.5	8.9	0.6	9.1	8.9	0.2	12.8	11.2	1.6	4.4	4.4	0.0	3.9	3.3	0.6	13.4	11.7	1.7
Mai FM	7.7	6.6	1.1	10	3.8	3.5	0.3	6.5	5.7	0.8	6.8	6.1	0.7	3.4	3.7	-0.3	0.5	1.4	-0.9	6.6	6.2	0.4
More FM	16.7	17.8	-1.1	1	11.9	12.4	-0.5	16.8	16.7	0.1	15.2	14.7	0.5	5.5	7.7	-2.2	2.3	3.0	-0.7	13.3	18.5	-5.2
Newstalk ZB	9.7	11.3	-1.6	8	6.8	6.6	0.2	6.4	6.7	-0.3	5.7	6.7	-1.0	5.2	5.6	-0.4	4.2	4.4	-0.2	10.2	13.0	-2.8
Radio Hauraki	1.7	1.7	0.0	16	1.0	1.1	-0.1	1.1	1.2	-0.1	2.0	2.6	-0.6	0.3	0.3	0.0	0.3	0.3	0.0	1.3	1.7	-0.4
Radio Sport	2.8	3.5	-0.7	13	1.5	2.1	-0.6	1.7	2.6	-0.9	1.8	3.0	-1.2	1.4	1.6	-0.2	0.6	0.8	-0.2	4.0	5.6	-1.6
Rhema	3.1	2.4	0.7	12	2.1	1.3	0.8	3.0	2.3	0.7	2.5	2.3	0.2	2.2	1.6	0.6	0.6	0.3	0.3	2.7	2.0	0.7
Rock	11.4	12.8	-1.4	6	9.6	10.1	-0.5	10.8	11.7	-0.9	13.1	13.8	-0.7	4.8	5.5	-0.7	1.7	2.5	-0.8	11.3	12.7	-1.4
The Hits	8.1	6.2	1.9	9	5.4	4.0	1.4	8.0	6.4	1.6	8.2	7.0	1.2	2.3	2.5	-0.2	0.1	0.2	-0.1	8.1	5.6	2.5
The Sound	12.5	10.0	2.5	4	12.7	10.7	2.0	15.2	12.4	2.8	11.1	9.7	1.4	3.9	3.9	0.0	2.3	1.8	0.5	14.0	11.6	2.4
ZM	13.5	10.5	3.0	3	7.4	7.3	0.1	12.7	8.7	4.0	11.5	7.9	3.6	5.5	5.1	0.4	1.0	1.1	-0.1	9.3	9.2	0.1
MediaWorks Combo	67.4	63.6	3.8		54.8	51.6	3.2	62.9	59.9	3.0	60.2	58.3	1.9	24.9	28.2	-3.3	12.9	13.8	-0.9	64.4	66.2	-1.8
NZME Combo	38.0	35.1	2.9		26.8	26.4	0.4	35.1	30.1	5.0	30.4	29.7	0.7	14.5	15.8	-1.3	6.8	7.3	-0.5	38.9	40.5	-1.6
All Commercial Radio	91.6	86.6	5.0		74.1	71.6	2.5	83.1	78.4	4.7	81.4	78.6	2.8	38.9	42.2	-3.3	19.5	21.4	-1.9	92.1	93.2	-1.1

MediaWorks Combo: Breeze or Edge or George FM or Magic 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

MANAWATU COMMERCIAL RADIO - SURVEY 1 2020

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

Survey Comparisons: 4/2019 - 1/2020

This Survey Period: Sun Mar 31 to Sat Jun 8 2019 & Sun Jun 16 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020

Last Survey Period: Sun Jan 20 to Sat Jun 8 & Sun Jun 16 to Sat Nov 2 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	9:51	8:42	1:08	3:40	0:52	2:47	7:36	6:19	1:16	7:19	5:58	1:20	8:29	6:51	1:37	9:08	7:46	1:22	9:07	8:30	0:36	8:02	5:57	2:04
Coast	11:49	12:11	-0:22	7:34	13:23	-5:49	3:18	12:19	-9:00	13:57	13:36	0:21	13:02	13:22	-0:19	12:49	12:14	0:34	13:24	12:06	1:18	12:35	20:59	-8:23
Edge	5:45	5:32	0:12	3:34	3:07	0:26	6:19	6:14	0:04	6:26	5:23	1:02	7:25	6:06	1:19	9:43	7:36	2:06	4:27	4:12	0:14	5:53	5:10	0:42
George FM	9:51	7:00	2:51	3:00	*	*	5:28	3:27	2:01	12:18	3:15	9:02	8:56	3:46	5:10	18:38	15:33	3:04	30:20	27:01	3:19	*	*	*
Kia Ora FM	5:58	5:19	0:39	1:21	0:45	0:36	8:11	6:13	1:57	2:57	2:13	0:44	2:48	2:13	0:35	4:37	4:53	-0:16	5:10	4:53	0:17	1:10	1:38	-0:27
Life FM	5:35	5:05	0:29	4:21	3:36	0:45	3:41	3:34	0:07	6:01	5:35	0:26	5:48	5:49	-0:00	5:25	6:14	-0:48	10:57	17:45	-6:47	6:19	6:41	-0:22
Magic	13:37	13:05	0:32	6:07	5:22	0:44	9:11	8:22	0:49	7:42	8:58	-1:16	8:24	7:41	0:42	11:04	10:55	0:08	15:52	15:00	0:51	13:33	12:19	1:13
Mai FM	5:12	5:42	-0:30	3:06	2:26	0:40	6:06	6:59	-0:52	6:23	6:59	-0:35	5:52	6:06	-0:13	1:46	1:05	0:40	0:45	0:45	0:00	7:39	7:02	0:36
More FM	9:14	9:44	-0:30	3:55	5:54	-1:58	7:21	7:10	0:10	10:31	10:04	0:27	11:51	12:20	-0:28	12:13	13:47	-1:33	10:41	11:35	-0:53	10:10	12:40	-2:30
Newstalk ZB	13:08	11:35	1:32	*	*	*	9:23	6:26	2:57	10:39	7:47	2:51	10:33	6:13	4:20	9:43	9:49	-0:06	11:38	13:13	-1:35	9:26	18:13	-8:47
Radio Hauraki	9:15	7:48	1:27	1:37	1:44	-0:06	8:28	7:38	0:50	7:36	7:57	-0:21	7:08	7:57	-0:48	2:12	0:47	1:25	52:15	18:28	33:46	0:52	0:44	0:07
Radio Sport	5:46	5:03	0:42	5:37	7:03	-1:25	1:42	1:13	0:28	1:23	1:26	-0:03	2:13	2:42	-0:29	4:35	4:19	0:15	8:12	6:07	2:05	2:15	2:15	0:00
Rhema	11:53	10:01	1:52	5:58	6:03	-0:05	10:30	7:05	3:25	5:42	6:26	-0:43	5:38	6:30	-0:51	7:07	5:50	1:17	21:04	20:32	0:31	9:41	9:05	0:35
Rock	12:56	15:15	-2:18	5:05	4:55	0:09	12:58	17:04	-4:06	12:01	16:17	-4:16	11:59	15:03	-3:03	10:12	9:11	1:01	4:36	9:29	-4:52	8:49	9:07	-0:18
The Hits	6:35	6:04	0:30	3:39	2:40	0:58	7:41	7:01	0:39	7:49	6:40	1:08	7:38	6:53	0:44	7:08	6:46	0:21	7:18	6:09	1:08	4:53	5:11	-0:18
The Sound	11:11	11:34	-0:23	5:01	1:04	3:57	5:38	7:20	-1:41	4:33	5:50	-1:16	7:53	10:16	-2:23	13:25	13:23	0:02	15:43	13:16	2:27	9:19	10:38	-1:18
ZM	7:11	8:00	-0:48	6:08	6:24	-0:16	5:54	6:01	-0:07	8:54	11:03	-2:08	8:04	9:36	-1:32	5:47	3:42	2:05	8:14	6:05	2:09	9:54	11:24	-1:30
MediaWorks Combo	15:24	15:44	-0:19	7:27	7:22	0:04	13:19	15:17	-1:58	13:50	15:10	-1:19	14:34	15:35	-1:01	16:41	16:31	0:09	18:09	17:09	0:59	13:54	15:00	-1:06
NZME Combo	11:08	10:56	0:12	5:41	5:51	-0:10	7:38	7:41	-0:02	11:20	12:02	-0:42	10:48	10:58	-0:09	11:34	10:33	1:01	14:07	13:07	1:00	11:15	15:32	-4:17
All Commercial Radio	19:05	18:51	0:13	10:19	9:26	0:53	15:47	18:12	-2:24	18:28	19:53	-1:25	18:42	19:19	-0:37	20:32	19:16	1:16	22:21	20:53	1:28	17:45	20:05	-2:20
Potential (000)	144.8	142.9	1.9	17.3	17.7	-0.4	39.2	38.5	0.7	39.3	38.5	0.8	59.2	58.4	0.8	40.7	40.3	0.4	37.6	36.6	1.0	21.6	21.9	-0.3
Sample	918	863	55	83	85	-2	209	195	14	236	217	19	377	332	45	260	238	22	294	287	7	141	132	9

MediaWorks Combo: Breeze or Edge or George FM or Magic 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

MANAWATU COMMERCIAL RADIO - SURVEY 1 2020

Average Time Spent Listening (hh:mm) by Daypart, People 10+
Survey Comparisons: 4/2019 - 1/2020

This Survey Period: Sun Mar 31 to Sat Jun 8 2019 & Sun Jun 16 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020
Last Survey Period: Sun Jan 20 to Sat Jun 8 & Sun Jun 16 to Sat Nov 2 2019

	This	Last	+/-
Potential (000)	144.8	142.9	1.9
Sample Size	918	863	55

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

MediaWorks Combo: Breeze or Edge or George FM or Magic 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