



MANAWATU COMMERCIAL RADIO - SURVEY 3 2020

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

Survey Comparisons: 1/2020 - 3/2020

This Survey Period: Sun Jun 16 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020 & Sun July 19 to Sat Sep 12 2020

Last 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

	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	10.0	8.7	1.3	5	6.3	2.3	4.0	8.0	5.4	2.6	9.6	6.9	2.7	10.3	7.9	2.4	8.4	8.9	-0.5	7.7	9.4	-1.7	8.6	6.0	2.6
Coast	5.9	6.8	-0.9	8	4.7	5.2	-0.5	0.7	0.9	-0.2	4.5	5.2	-0.7	5.7	6.3	-0.6	9.9	10.8	-0.9	9.3	11.0	-1.7	4.0	5.0	-1.0
Edge	5.3	5.6	-0.3	9	12.7	11.7	1.0	13.0	12.7	0.3	9.3	9.8	-0.5	7.9	8.5	-0.6	3.2	3.6	-0.4	0.7	0.7	0.0	7.8	9.0	-1.2
George FM	0.2	0.7	-0.5	16	0.5	0.6	-0.1	0.3	0.7	-0.4	0.4	0.5	-0.1	0.3	0.4	-0.1	0.1	1.1	-1.0	*	1.0	*	*	*	*
Kia Ora FM	0.8	0.7	0.1	13	0.2	0.2	0.0	3.2	1.9	1.3	0.4	0.4	0.0	0.3	0.3	0.0	0.3	0.5	-0.2	0.2	0.5	-0.3	0.1	0.2	-0.1
Life FM	0.8	1.1	-0.3	13	4.9	4.8	0.1	0.4	0.6	-0.2	0.5	1.4	-0.9	0.7	1.5	-0.8	0.8	0.8	0.0	0.6	0.6	0.0	1.4	2.0	-0.6
Magic	13.1	12.8	0.3	1	6.5	7.8	-1.3	3.9	3.5	0.4	3.1	3.0	0.1	5.0	5.4	-0.4	15.1	13.6	1.5	24.2	22.8	1.4	10.8	11.4	-0.6
Mai FM	2.8	3.1	-0.3	11	2.8	5.4	-2.6	9.9	8.8	1.1	5.9	6.6	-0.7	4.1	4.5	-0.4	0.4	0.4	0.0	*	0.1	*	4.2	5.7	-1.5
More FM	12.0	12.0	0.0	3	12.5	16.7	-4.2	12.4	12.2	0.2	15.0	16.3	-1.3	16.8	17.6	-0.8	14.7	13.8	0.9	8.6	7.8	0.8	21.7	21.1	0.6
Newstalk ZB	7.3	7.8	-0.5	6	*	*	*	2.6	2.5	0.1	2.5	2.4	0.1	4.5	3.4	1.1	6.8	6.2	0.6	9.1	10.4	-1.3	3.2	3.2	0.0
Radio Hauraki	0.8	1.1	-0.3	13	0.1	0.2	-0.1	1.4	2.2	-0.8	1.5	2.3	-0.8	1.0	1.5	-0.5	0.1	0.1	0.0	1.0	1.3	-0.3	*	0.1	*
Rhema	2.4	2.4	0.0	12	3.2	3.3	-0.1	0.1	0.3	-0.2	0.4	0.8	-0.4	0.9	1.2	-0.3	1.7	1.8	-0.1	3.4	3.7	-0.3	1.8	1.9	-0.1
Rock	11.5	11.6	-0.1	4	10.8	8.6	2.2	24.6	27.5	-2.9	19.8	20.1	-0.3	15.9	16.0	-0.1	5.4	4.5	0.9	1.3	0.5	0.8	7.0	6.2	0.8
The Hits	3.9	4.2	-0.3	10	10.7	8.8	1.9	4.2	4.3	-0.1	5.1	6.2	-1.1	4.4	5.2	-0.8	3.5	3.7	-0.2	2.8	3.2	-0.4	2.9	3.2	-0.3
The Sound	12.7	11.9	0.8	2	7.2	4.1	3.1	4.8	6.1	-1.3	5.5	4.0	1.5	10.0	8.5	1.5	22.6	23.1	-0.5	22.8	20.8	2.0	8.8	8.7	0.1
ZM	6.8	6.2	0.6	7	15.2	15.8	-0.6	9.7	8.8	0.9	15.8	13.1	2.7	11.1	9.6	1.5	2.4	2.9	-0.5	1.1	1.7	-0.6	17.0	15.6	1.4
MediaWorks Combo	67.6	66.2	1.4		59.3	57.3	2.0	77.0	76.8	0.2	68.5	67.2	1.3	70.3	68.8	1.5	69.8	69.0	0.8	65.4	63.2	2.2	68.9	68.1	0.8
NZME Combo	24.8	27.5	-2.7		30.7	32.7	-2.0	18.6	18.9	-0.3	29.5	29.4	0.1	26.7	26.3	0.4	23.0	25.1	-2.1	23.7	30.1	-6.4	27.1	27.2	-0.1
Potential (000)	144.8	144.8	0.0		17.3	17.3	0.0	39.2	39.2	0.0	39.3	39.3	0.0	59.2	59.2	0.0	40.7	40.7	0.0	37.6	37.6	0.0	23.1	21.6	1.5
Sample	938	918	20		82	83	-1	212	209	3	240	236	4	394	377	17	279	260	19	296	294	2	159	141	18

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 (until S1 2020) or The Hits or ZM or internet only listening to Flava or Hokonui or Mix (until S1 2020)

Please note: Due to COVID-19 survey 2 was cancelled, last survey in this report is Survey 1 2020.



MANAWATU COMMERCIAL RADIO - SURVEY 3 2020

Station Share (%) by Daypart, People 10+
Survey Comparisons: 1/2020 - 3/2020

This Survey Period: Sun Jun 16 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020 & Sun July 19 to Sat Sep 12 2020

Last 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

	This	Last	+/-
Potential (000)	144.8	144.8	0.0
Sample Size	938	918	20

	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	9.0	7.9	1.1	6	11.1	8.5	2.6	9.8	8.6	1.2	7.6	7.4	0.2	7.7	6.5	1.2	6.9	7.7	-0.8	12.6	10.9	1.7
Coast	5.5	5.9	-0.4	9	7.2	8.5	-1.3	6.6	8.0	-1.4	4.8	5.3	-0.5	1.1	1.1	0.0	2.0	2.2	-0.2	6.6	7.2	-0.6
Edge	6.9	6.9	0.0	8	5.6	6.4	-0.8	4.8	5.7	-0.9	5.8	5.2	0.6	5.7	6.2	-0.5	4.4	4.0	0.4	4.0	3.9	0.1
George FM	0.1	0.4	-0.3	16	0.1	0.4	-0.3	0.2	0.6	-0.4	0.1	0.7	-0.6	0.5	1.6	-1.1	0.1	0.2	-0.1	0.6	1.0	-0.4
Kia Ora FM	1.1	0.9	0.2	13	1.4	1.2	0.2	1.1	0.9	0.2	0.3	0.3	0.0	0.1	0.1	0.0	0.6	0.4	0.2	0.3	0.3	0.0
Life FM	0.8	1.1	-0.3	14	0.8	0.8	0.0	0.7	1.0	-0.3	1.2	1.6	-0.4	0.5	0.5	0.0	0.6	0.7	-0.1	0.8	1.5	-0.7
Magic	11.2	10.6	0.6	3	12.4	11.6	0.8	11.0	10.5	0.5	15.0	14.7	0.3	13.3	11.7	1.6	17.9	22.0	-4.1	16.1	16.2	-0.1
Mai FM	3.5	3.1	0.4	11	1.4	2.0	-0.6	2.2	2.2	0.0	5.3	5.2	0.1	4.4	8.5	-4.1	1.3	1.3	0.0	2.4	2.9	-0.5
More FM	13.8	13.2	0.6	1	13.5	13.6	-0.1	12.7	12.5	0.2	12.1	12.2	-0.1	9.9	10.0	-0.1	7.0	7.9	-0.9	8.9	9.6	-0.7
Newstalk ZB	9.7	10.9	-1.2	4	4.9	5.8	-0.9	3.1	3.8	-0.7	4.5	5.1	-0.6	19.4	18.1	1.3	31.3	29.5	1.8	8.3	8.2	0.1
Radio Hauraki	0.4	0.7	-0.3	15	1.1	1.5	-0.4	1.1	1.6	-0.5	0.9	1.3	-0.4	0.4	0.5	-0.1	1.4	1.6	-0.2	0.4	0.5	-0.1
Rhema	2.4	2.4	0.0	12	1.8	1.8	0.0	1.3	1.6	-0.3	2.7	2.6	0.1	6.8	6.3	0.5	3.5	4.1	-0.6	2.9	2.7	0.2
Rock	9.6	10.5	-0.9	5	14.1	14.1	0.0	15.6	14.8	0.8	12.5	12.6	-0.1	5.7	6.5	-0.8	5.5	7.6	-2.1	7.6	7.7	-0.1
The Hits	3.8	4.0	-0.2	10	3.7	3.9	-0.2	4.0	4.1	-0.1	4.2	5.6	-1.4	0.8	1.6	-0.8	0.1	0.2	-0.1	5.0	4.7	0.3
The Sound	11.5	10.7	0.8	2	13.5	13.0	0.5	14.3	13.3	1.0	11.0	10.1	0.9	10.8	10.0	0.8	5.3	5.7	-0.4	13.6	12.4	1.2
ZM	7.9	7.3	0.6	7	4.7	4.1	0.6	8.1	7.4	0.7	8.4	7.6	0.8	7.8	6.6	1.2	1.8	1.5	0.3	5.6	5.8	-0.2
MediaWorks Combo	65.6	63.3	2.3		71.6	69.7	1.9	70.5	68.2	2.3	69.4	68.0	1.4	58.0	61.1	-3.1	48.4	56.3	-7.9	65.8	64.7	1.1
NZME Combo	27.4	30.4	-3.0		21.8	24.9	-3.1	23.1	26.0	-2.9	23.0	25.9	-2.9	29.5	29.7	-0.2	36.6	36.1	0.5	25.9	28.4	-2.5

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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	21.5	19.7	1.8	4	1.1	0.8	0.3	3.9	3.5	0.4	6.4	5.8	0.6	10.1	8.9	1.2	6.7	7.2	-0.5	6.5	7.3	-0.8	3.4	2.5	0.9
Coast	12.0	12.8	-0.8	11	0.7	0.9	-0.2	1.3	1.4	-0.1	1.9	2.3	-0.4	4.0	4.6	-0.6	6.2	6.2	0.0	5.8	5.8	0.0	1.0	1.3	-0.3
Edge	22.4	21.7	0.7	3	4.9	4.4	0.5	10.3	9.9	0.4	9.0	9.4	-0.4	10.7	11.0	-0.3	2.6	2.7	-0.1	1.1	1.2	-0.1	4.4	5.0	-0.6
George FM	1.2	1.5	-0.3	16	0.2	0.3	-0.1	0.6	0.6	0.0	0.2	0.3	-0.1	0.3	0.5	-0.2	0.2	0.4	-0.2	*	0.2	*	*	*	*
Kia Ora FM	2.5	2.5	0.0	14	0.2	0.2	0.0	1.5	1.2	0.3	0.8	0.9	-0.1	0.9	1.1	-0.2	0.6	0.8	-0.2	0.5	0.7	-0.2	0.3	0.4	-0.1
Life FM	4.4	4.5	-0.1	12	1.6	1.5	0.1	0.5	0.8	-0.3	0.9	1.5	-0.6	1.7	2.4	-0.7	1.4	1.1	0.3	0.8	0.4	0.4	1.0	1.0	0.0
Magic	21.1	21.0	0.1	5	1.5	1.7	-0.2	2.5	1.9	0.6	2.9	2.4	0.5	6.0	6.1	-0.1	8.6	9.0	-0.4	10.2	10.1	0.1	3.0	2.8	0.2
Mai FM	13.9	13.4	0.5	8	1.5	2.3	-0.8	8.8	7.0	1.8	6.8	6.3	0.5	8.1	7.3	0.8	1.5	1.5	0.0	0.1	0.5	-0.4	2.6	2.5	0.1
More FM	28.1	29.0	-0.9	1	5.4	5.7	-0.3	8.1	8.2	-0.1	8.6	9.5	-0.9	13.2	14.2	-1.0	8.2	8.3	-0.1	4.9	5.1	-0.2	6.7	6.8	-0.1
Newstalk ZB	12.5	13.3	-0.8	10	*	*	*	1.4	1.3	0.1	1.7	1.4	0.3	3.7	3.1	0.6	4.6	4.7	-0.1	5.8	6.3	-0.5	1.1	1.1	0.0
Radio Hauraki	2.2	2.6	-0.4	15	0.1	0.2	-0.1	0.9	1.3	-0.4	1.2	1.9	-0.7	1.5	2.0	-0.5	0.4	0.2	0.2	0.1	0.2	-0.1	0.3	0.4	-0.1
Rhema	4.4	4.5	-0.1	12	0.8	0.7	0.1	0.2	0.1	0.1	0.5	0.8	-0.3	1.5	2.0	-0.5	1.9	1.9	0.0	1.3	1.3	0.0	0.7	0.6	0.1
Rock	19.8	20.0	-0.2	7	3.1	2.3	0.8	7.6	10.4	-2.8	10.0	10.3	-0.3	12.5	12.8	-0.3	3.7	3.2	0.5	1.3	0.8	0.5	2.4	2.3	0.1
The Hits	13.2	14.2	-1.0	9	3.6	3.2	0.4	2.7	2.8	-0.1	4.5	4.9	-0.4	5.9	6.5	-0.6	3.0	3.9	-0.9	1.9	3.1	-1.2	1.8	2.2	-0.4
The Sound	25.1	23.8	1.3	2	2.2	1.1	1.1	3.6	5.3	-1.7	6.5	5.4	1.1	11.6	10.3	1.3	12.4	12.7	-0.3	9.7	9.3	0.4	3.4	3.1	0.3
ZM	21.0	19.4	1.6	6	3.5	3.5	0.0	8.2	7.3	0.9	9.4	9.0	0.4	11.9	11.3	0.6	3.8	3.6	0.2	1.3	1.4	-0.1	5.2	5.2	0.0
MediaWorks Combo	99.3	96.2	3.1		11.6	10.3	1.3	27.4	28.3	-0.9	30.5	29.9	0.6	46.5	45.2	1.3	30.7	30.4	0.3	24.7	24.5	0.2	16.5	16.2	0.3
NZME Combo	51.5	55.2	-3.7		7.6	7.7	-0.1	12.5	12.2	0.3	15.1	16.0	-0.9	22.0	23.3	-1.3	14.4	16.0	-1.6	12.5	15.0	-2.5	7.8	8.0	-0.2
All Commercial Radio	119.1	117.3	1.8		14.5	13.0	1.5	30.5	31.1	-0.6	33.6	33.4	0.2	51.7	51.2	0.5	35.8	35.8	0.0	31.4	31.5	-0.1	19.6	18.6	1.0
Potential (000)	144.8	144.8	0.0		17.3	17.3	0.0	39.2	39.2	0.0	39.3	39.3	0.0	59.2	59.2	0.0	40.7	40.7	0.0	37.6	37.6	0.0	23.1	21.6	1.5
Sample	938	918	20		82	83	-1	212	209	3	240	236	4	394	377	17	279	260	19	296	294	2	159	141	18

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	This	Last	+/-
Potential (000)	144.8	144.8	0.0
Sample Size	938	918	20

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	This	Last	+/-	Rank	This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-	
Breeze	11.4	10.3	1.1	7	11.3	10.3	1.0		11.6	10.9	0.7		9.5	9.5	0.0		2.9	3.0	-0.1		1.9	1.5	0.4		14.3	12.7	1.6	
Coast	7.1	7.3	-0.2	11	6.5	7.4	-0.9		7.2	7.8	-0.6		5.9	6.3	-0.4		1.2	1.1	0.1		0.6	0.7	-0.1		7.6	8.5	-0.9	
Edge	14.6	12.5	2.1	2	9.3	9.0	0.3		10.8	11.3	-0.5		10.6	9.3	1.3		5.1	3.4	1.7		1.2	1.0	0.2		9.9	9.5	0.4	
George FM	0.6	1.1	-0.5	16	0.3	0.5	-0.2		0.5	0.4	0.1		0.7	0.6	0.1		0.2	0.7	-0.5		0.2	0.2	0.0		0.7	1.3	-0.6	
Kia Ora FM	2.0	2.0	0.0	13	1.0	1.1	-0.1		1.1	0.9	0.2		1.3	1.1	0.2		*	0.1	*		0.4	0.4	0.0		0.6	0.7	-0.1	
Life FM	1.8	2.1	-0.3	14	1.6	1.4	0.2		2.1	2.4	-0.3		2.8	3.3	-0.5		0.7	0.7	0.0		0.3	0.3	0.0		2.4	3.0	-0.6	
Magic	13.5	13.9	-0.4	5	9.9	9.5	0.4		10.0	9.1	0.9		13.3	12.8	0.5		4.6	4.4	0.2		3.4	3.9	-0.5		12.9	13.4	-0.5	
Mai FM	9.0	7.7	1.3	9	3.3	3.8	-0.5		7.6	6.5	1.1		8.3	6.8	1.5		2.5	3.4	-0.9		0.6	0.5	0.1		6.2	6.6	-0.4	
More FM	17.7	16.7	1.0	1	12.1	11.9	0.2		16.6	16.8	-0.2		15.9	15.2	0.7		4.8	5.5	-0.7		2.1	2.3	-0.2		11.7	13.3	-1.6	
Newstalk ZB	9.1	9.7	-0.6	8	5.7	6.8	-1.1		5.9	6.4	-0.5		4.8	5.7	-0.9		4.7	5.2	-0.5		4.5	4.2	0.3		9.0	10.2	-1.2	
Radio Hauraki	1.2	1.7	-0.5	15	0.8	1.0	-0.2		0.7	1.1	-0.4		1.2	2.0	-0.8		0.1	0.3	-0.2		0.2	0.3	-0.1		1.5	1.3	0.2	
Rhema	2.9	3.1	-0.2	12	2.1	2.1	0.0		2.6	3.0	-0.4		2.3	2.5	-0.2		2.1	2.2	-0.1		0.7	0.6	0.1		2.6	2.7	-0.1	
Rock	12.2	11.4	0.8	6	9.3	9.6	-0.3		12.3	10.8	1.5		14.1	13.1	1.0		3.2	4.8	-1.6		1.0	1.7	-0.7		10.6	11.3	-0.7	
The Hits	7.8	8.1	-0.3	10	4.7	5.4	-0.7		7.5	8.0	-0.5		6.8	8.2	-1.4		2.1	2.3	-0.2		0.1	0.1	0.0		8.3	8.1	0.2	
The Sound	14.4	12.5	1.9	3	12.8	12.7	0.1		15.8	15.2	0.6		11.8	11.1	0.7		4.9	3.9	1.0		2.1	2.3	-0.2		13.9	14.0	-0.1	
ZM	13.7	13.5	0.2	4	8.8	7.4	1.4		13.6	12.7	0.9		12.0	11.5	0.5		5.5	5.5	0.0		1.2	1.0	0.2		9.4	9.3	0.1	
MediaWorks Combo	72.4	67.4	5.0		55.9	54.8	1.1		67.0	62.9	4.1		64.2	60.2	4.0		24.8	24.9	-0.1		12.0	12.9	-0.9		64.5	64.4	0.1	
NZME Combo	34.9	38.0	-3.1		24.7	26.8	-2.1		32.7	35.1	-2.4		27.0	30.4	-3.4		12.8	14.5	-1.7		6.5	6.8	-0.3		33.7	38.9	-5.2	
All Commercial Radio	94.0	91.6	2.4		73.9	74.1	-0.2		85.9	83.1	2.8		82.8	81.4	1.4		38.7	38.9	-0.2		19.3	19.5	-0.2		90.3	92.1	-1.8	

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 (until S1 2020) or The Hits or ZM or internet only listening to Flava or Hokonui or Mix (until S1 2020)

Please note: Due to COVID-19 survey 2 was cancelled, last survey in this report is Survey 1 2020.



MANAWATU COMMERCIAL RADIO - SURVEY 3 2020

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

Survey Comparisons: 1/2020 - 3/2020

This Survey Period: Sun Jun 16 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020 & Sun July 19 to Sat Sep 12 2020

Last 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

	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	10:37	9:51	0:45	8:04	3:40	4:24	9:44	7:36	2:08	9:20	7:19	2:01	9:52	8:29	1:23	9:24	9:08	0:16	8:40	9:07	-0:26	8:44	8:02	0:42
Coast	11:11	11:49	-0:38	8:33	7:34	0:59	2:37	3:18	-0:41	14:51	13:57	0:54	13:38	13:02	0:35	11:46	12:49	-1:03	11:41	13:24	-1:43	14:39	12:35	2:04
Edge	5:23	5:45	-0:22	3:34	3:34	0:00	5:55	6:19	-0:23	6:23	6:26	-0:03	7:11	7:25	-0:14	9:01	9:43	-0:41	4:36	4:27	0:09	6:16	5:53	0:22
George FM	4:12	9:51	-5:38	3:00	3:00	0:00	2:28	5:28	-3:00	14:00	12:18	1:41	8:50	8:56	-0:05	3:05	18:38	-15:32	0:15	30:20	-30:05	*	*	*
Kia Ora FM	7:22	5:58	1:23	1:33	1:21	0:11	10:01	8:11	1:50	3:05	2:57	0:07	2:53	2:48	0:04	3:04	4:37	-1:32	3:27	5:10	-1:42	1:23	1:10	0:12
Life FM	4:12	5:35	-1:22	4:09	4:21	-0:12	3:10	3:41	-0:31	3:12	6:01	-2:49	3:48	5:48	-2:00	3:58	5:25	-1:27	5:54	10:57	-5:02	5:06	6:19	-1:13
Magic	14:04	13:37	0:26	5:56	6:07	-0:11	7:31	9:11	-1:39	6:36	7:42	-1:05	8:04	8:24	-0:20	13:06	11:04	2:02	17:22	15:52	1:29	12:54	13:33	-0:38
Mai FM	4:30	5:12	-0:42	2:31	3:06	-0:34	5:18	6:06	-0:48	5:24	6:23	-0:58	4:52	5:52	-0:59	2:00	1:46	0:13	0:30	0:45	-0:15	5:43	7:39	-1:55
More FM	9:39	9:14	0:24	3:11	3:55	-0:44	7:14	7:21	-0:06	10:53	10:31	0:22	12:22	11:51	0:30	13:16	12:13	1:03	12:58	10:41	2:16	11:19	10:10	1:09
Newstalk ZB	13:17	13:08	0:09	*	*	*	8:22	9:23	-1:01	9:18	10:39	-1:21	11:50	10:33	1:16	10:56	9:43	1:13	11:29	11:38	-0:09	10:09	9:26	0:43
Radio Hauraki	8:23	9:15	-0:52	2:30	1:37	0:52	7:38	8:28	-0:50	7:47	7:36	0:11	6:21	7:08	-0:47	1:31	2:12	-0:41	52:15	52:15	0:00	0:22	0:52	-0:30
Rhema	12:08	11:53	0:15	5:43	5:58	-0:14	1:22	10:30	-9:07	4:47	5:42	-0:55	5:28	5:38	-0:10	6:44	7:07	-0:23	19:13	21:04	-1:51	9:06	9:41	-0:34
Rock	13:11	12:56	0:15	4:51	5:05	-0:14	15:12	12:58	2:14	12:23	12:01	0:22	12:18	11:59	0:18	10:42	10:12	0:29	7:42	4:36	3:05	10:08	8:49	1:19
The Hits	6:42	6:35	0:06	4:05	3:39	0:26	7:11	7:41	-0:29	7:06	7:49	-0:43	7:18	7:38	-0:20	8:41	7:08	1:32	10:42	7:18	3:23	5:43	4:53	0:50
The Sound	11:30	11:11	0:18	4:32	5:01	-0:29	6:15	5:38	0:36	5:16	4:33	0:42	8:22	7:53	0:29	13:31	13:25	0:05	17:03	15:43	1:20	9:17	9:19	-0:02
ZM	7:19	7:11	0:07	5:55	6:08	-0:13	5:33	5:54	-0:20	10:28	8:54	1:33	9:06	8:04	1:02	4:45	5:47	-1:01	6:22	8:14	-1:52	11:29	9:54	1:35
MediaWorks Combo	15:28	15:24	0:03	7:03	7:27	-0:24	13:14	13:19	-0:04	14:00	13:50	0:09	14:41	14:34	0:06	16:57	16:41	0:15	19:17	18:09	1:08	14:40	13:54	0:45
NZME Combo	10:56	11:08	-0:12	5:35	5:41	-0:06	7:01	7:38	-0:37	12:09	11:20	0:49	11:47	10:48	0:58	11:53	11:34	0:18	13:55	14:07	-0:12	12:16	11:15	1:00
All Commercial Radio	19:04	19:05	-0:01	9:27	10:19	-0:52	15:26	15:47	-0:21	18:30	18:28	0:02	18:47	18:42	0:05	20:45	20:32	0:12	23:13	22:21	0:52	17:56	17:45	0:10
Potential (000)	144.8	144.8	0.0	17.3	17.3	0.0	39.2	39.2	0.0	39.3	39.3	0.0	59.2	59.2	0.0	40.7	40.7	0.0	37.6	37.6	0.0	23.1	21.6	1.5
Sample	938	918	20	82	83	-1	212	209	3	240	236	4	394	377	17	279	260	19	296	294	2	159	141	18

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 (until S1 2020) or The Hits or ZM or internet only listening to Flava or Hokonui or Mix (until S1 2020)

Please note: Due to COVID-19 survey 2 was cancelled, last survey in this report is Survey 1 2020.



MANAWATU COMMERCIAL RADIO - SURVEY 3 2020

Average Time Spent Listening (hh:mm) by Daypart, People 10+
Survey Comparisons: 1/2020 - 3/2020

This Survey Period: Sun Jun 16 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020 & Sun July 19 to Sat Sep 12 2020
Last 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

	This	Last	+/-
Potential (000)	144.8	144.8	0.0
Sample Size	938	918	20

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

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 (until S1 2020) or The Hits or ZM or internet only listening to Flava or Hokonui or Mix (until S1 2020)

Please note: Due to COVID-19 survey 2 was cancelled, last survey in this report is Survey 1 2020.