



MANAWATU COMMERCIAL RADIO - SURVEY 4 2020

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

Survey Comparisons: 3/2020 - 4/2020

This Survey Period: Sun Aug 25 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020 & Sun July 19 to Sat Nov 14 2020

Last 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

	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	10.1	10.0	0.1	5	6.3	6.3	0.0		8.0	8.0	0.0		10.4	9.6	0.8		11.3	10.3	1.0		10.2	8.4	1.8		8.8	7.7	1.1		8.4	8.6	-0.2	
Coast	5.7	5.9	-0.2	8	5.9	4.7	1.2		2.3	0.7	1.6		4.6	4.5	0.1		5.3	5.7	-0.4		7.9	9.9	-2.0		8.8	9.3	-0.5		5.8	4.0	1.8	
Edge	5.1	5.3	-0.2	9	8.7	12.7	-4.0		14.4	13.0	1.4		10.8	9.3	1.5		8.6	7.9	0.7		2.7	3.2	-0.5		0.6	0.7	-0.1		9.1	7.8	1.3	
George FM	0.5	0.2	0.3	15	0.8	0.5	0.3		0.3	0.3	0.0		1.3	0.4	0.9		0.9	0.3	0.6		0.1	0.1	0.0		*	*	*		*	*	*	
Kia Ora FM	0.7	0.8	-0.1	14	0.3	0.2	0.1		3.1	3.2	-0.1		0.4	0.4	0.0		0.3	0.3	0.0		*	0.3	*		*	0.2	*		0.1	0.1	0.0	
Life FM	0.8	0.8	0.0	13	3.9	4.9	-1.0		0.4	0.4	0.0		0.2	0.5	-0.3		0.4	0.7	-0.3		0.6	0.8	-0.2		0.8	0.6	0.2		0.7	1.4	-0.7	
Magic	14.7	13.1	1.6	1	9.9	6.5	3.4		3.8	3.9	-0.1		3.7	3.1	0.6		6.2	5.0	1.2		17.7	15.1	2.6		24.4	24.2	0.2		11.7	10.8	0.9	
Mai FM	1.8	2.8	-1.0	12	2.6	2.8	-0.2		5.9	9.9	-4.0		4.1	5.9	-1.8		2.8	4.1	-1.3		0.3	0.4	-0.1		*	*	*		3.4	4.2	-0.8	
More FM	11.6	12.0	-0.4	3	12.6	12.5	0.1		10.7	12.4	-1.7		12.4	15.0	-2.6		15.9	16.8	-0.9		15.9	14.7	1.2		9.9	8.6	1.3		23.5	21.7	1.8	
Newstalk ZB	8.2	7.3	0.9	6	*	*	*		3.0	2.6	0.4		2.3	2.5	-0.2		5.3	4.5	0.8		7.8	6.8	1.0		9.6	9.1	0.5		1.5	3.2	-1.7	
Radio Hauraki	0.5	0.8	-0.3	15	0.1	0.1	0.0		1.4	1.4	0.0		1.3	1.5	-0.2		0.9	1.0	-0.1		0.3	0.1	0.2		0.2	1.0	-0.8		0.1	*	*	
Rhema	2.8	2.4	0.4	11	4.4	3.2	1.2		*	0.1	*		0.3	0.4	-0.1		0.7	0.9	-0.2		1.7	1.7	0.0		2.1	3.4	-1.3		1.9	1.8	0.1	
Rock	10.7	11.5	-0.8	4	7.2	10.8	-3.6		25.5	24.6	0.9		18.9	19.8	-0.9		15.4	15.9	-0.5		5.6	5.4	0.2		1.5	1.3	0.2		7.7	7.0	0.7	
The Hits	3.7	3.9	-0.2	10	7.2	10.7	-3.5		5.0	4.2	0.8		5.1	5.1	0.0		4.5	4.4	0.1		3.3	3.5	-0.2		2.6	2.8	-0.2		3.0	2.9	0.1	
The Sound	12.0	12.7	-0.7	2	6.8	7.2	-0.4		4.8	4.8	0.0		6.3	5.5	0.8		9.0	10.0	-1.0		19.1	22.6	-3.5		22.1	22.8	-0.7		7.2	8.8	-1.6	
ZM	7.3	6.8	0.5	7	22.5	15.2	7.3		10.1	9.7	0.4		16.5	15.8	0.7		11.3	11.1	0.2		2.2	2.4	-0.2		1.0	1.1	-0.1		14.7	17.0	-2.3	
MediaWorks Combo	66.4	67.6	-1.2		54.9	59.3	-4.4		73.4	77.0	-3.6		67.8	68.5	-0.7		70.0	70.3	-0.3		71.7	69.8	1.9		67.3	65.4	1.9		71.0	68.9	2.1	
NZME Combo	25.4	24.8	0.6		35.6	30.7	4.9		21.9	18.6	3.3		29.8	29.5	0.3		27.3	26.7	0.6		21.4	23.0	-1.6		22.2	23.7	-1.5		25.1	27.1	-2.0	
Potential (000)	144.8	144.8	0.0		17.1	17.3	-0.2		39.4	39.2	0.2		39.3	39.3	0.0		59.2	59.2	0.0		40.7	40.7	0.0		37.6	37.6	0.0		23.5	23.1	0.4	
Sample	923	938	-15		77	82	-5		226	212	14		276	240	36		431	394	37		264	279	-15		264	296	-32		169	159	10	

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 The Hits or ZM or internet only listening to Flava or Hokonui



MANAWATU COMMERCIAL RADIO - SURVEY 4 2020

Station Share (%) by Daypart, People 10+
Survey Comparisons: 3/2020 - 4/2020

This Survey Period: Sun Aug 25 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020 & Sun July 19 to Sat Nov 14 2020
Last 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

	This	Last	+/-
Potential (000)	144.8	144.8	0.0
Sample Size	923	938	-15

	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	9.0	0.6	5	11.3	11.1	0.2	9.4	9.8	-0.4	8.0	7.6	0.4	9.5	7.7	1.8	6.2	6.9	-0.7	11.8	12.6	-0.8
Coast	5.9	5.5	0.4	8	7.0	7.2	-0.2	6.0	6.6	-0.6	4.4	4.8	-0.4	2.7	1.1	1.6	5.9	2.0	3.9	5.3	6.6	-1.3
Edge	5.9	6.9	-1.0	8	5.5	5.6	-0.1	5.2	4.8	0.4	6.0	5.8	0.2	4.8	5.7	-0.9	4.4	4.4	0.0	3.4	4.0	-0.6
George FM	0.4	0.1	0.3	15	0.3	0.1	0.2	0.4	0.2	0.2	0.5	0.1	0.4	0.5	0.5	0.0	0.1	0.1	0.0	0.8	0.6	0.2
Kia Ora FM	0.8	1.1	-0.3	14	1.2	1.4	-0.2	1.0	1.1	-0.1	0.4	0.3	0.1	*	0.1	*	0.6	0.6	0.0	0.1	0.3	-0.2
Life FM	0.9	0.8	0.1	13	0.8	0.8	0.0	0.6	0.7	-0.1	1.4	1.2	0.2	0.4	0.5	-0.1	0.4	0.6	-0.2	0.7	0.8	-0.1
Magic	12.9	11.2	1.7	2	16.1	12.4	3.7	12.8	11.0	1.8	14.4	15.0	-0.6	14.4	13.3	1.1	20.7	17.9	2.8	16.6	16.1	0.5
Mai FM	1.6	3.5	-1.9	12	0.9	1.4	-0.5	1.6	2.2	-0.6	2.0	5.3	-3.3	4.3	4.4	-0.1	1.6	1.3	0.3	2.2	2.4	-0.2
More FM	14.6	13.8	0.8	1	12.0	13.5	-1.5	12.2	12.7	-0.5	11.7	12.1	-0.4	9.0	9.9	-0.9	5.3	7.0	-1.7	9.4	8.9	0.5
Newstalk ZB	10.5	9.7	0.8	4	6.0	4.9	1.1	3.4	3.1	0.3	5.1	4.5	0.6	19.9	19.4	0.5	27.5	31.3	-3.8	9.3	8.3	1.0
Radio Hauraki	0.4	0.4	0.0	15	0.7	1.1	-0.4	0.6	1.1	-0.5	0.4	0.9	-0.5	*	0.4	*	0.9	1.4	-0.5	0.3	0.4	-0.1
Rhema	2.6	2.4	0.2	11	1.5	1.8	-0.3	1.6	1.3	0.3	3.5	2.7	0.8	8.1	6.8	1.3	4.4	3.5	0.9	3.4	2.9	0.5
Rock	9.0	9.6	-0.6	6	12.5	14.1	-1.6	14.7	15.6	-0.9	13.0	12.5	0.5	4.6	5.7	-1.1	1.4	5.5	-4.1	7.9	7.6	0.3
The Hits	3.4	3.8	-0.4	10	3.6	3.7	-0.1	4.0	4.0	0.0	4.1	4.2	-0.1	1.0	0.8	0.2	0.8	0.1	0.7	4.6	5.0	-0.4
The Sound	10.8	11.5	-0.7	3	13.2	13.5	-0.3	14.6	14.3	0.3	10.6	11.0	-0.4	8.0	10.8	-2.8	4.8	5.3	-0.5	11.9	13.6	-1.7
ZM	8.2	7.9	0.3	7	4.4	4.7	-0.3	7.8	8.1	-0.3	10.4	8.4	2.0	7.9	7.8	0.1	1.6	1.8	-0.2	7.5	5.6	1.9
MediaWorks Combo	64.9	65.6	-0.7		71.8	71.6	0.2	70.9	70.5	0.4	66.1	69.4	-3.3	55.1	58.0	-2.9	44.4	48.4	-4.0	64.1	65.8	-1.7
NZME Combo	28.5	27.4	1.1		21.8	21.8	0.0	21.9	23.1	-1.2	24.4	23.0	1.4	31.5	29.5	2.0	36.7	36.6	0.1	27.0	25.9	1.1

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 The Hits or ZM or internet only listening to Flava or Hokonui



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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	22.9	21.5	1.4	3	1.6	1.1	0.5		4.7	3.9	0.8		7.4	6.4	1.0		11.4	10.1	1.3		6.7	6.7	0.0		6.0	6.5	-0.5		4.0	3.4	0.6	
Coast	11.6	12.0	-0.4	10	1.1	0.7	0.4		1.4	1.3	0.1		1.5	1.9	-0.4		3.4	4.0	-0.6		5.9	6.2	-0.3		5.8	5.8	0.0		1.3	1.0	0.3	
Edge	21.1	22.4	-1.3	7	4.4	4.9	-0.5		10.1	10.3	-0.2		10.2	9.0	1.2		11.8	10.7	1.1		2.3	2.6	-0.3		1.0	1.1	-0.1		5.1	4.4	0.7	
George FM	2.0	1.2	0.8	14	0.5	0.2	0.3		0.5	0.6	-0.1		0.8	0.2	0.6		1.0	0.3	0.7		0.2	0.2	0.0		*	*	*		*	*	*	
Kia Ora FM	1.9	2.5	-0.6	15	0.4	0.2	0.2		1.2	1.5	-0.3		0.6	0.8	-0.2		0.7	0.9	-0.2		0.1	0.6	-0.5		*	0.5	*		0.3	0.3	0.0	
Life FM	3.4	4.4	-1.0	13	0.6	1.6	-1.0		0.8	0.5	0.3		0.7	0.9	-0.2		1.5	1.7	-0.2		1.4	1.4	0.0		0.9	0.8	0.1		0.7	1.0	-0.3	
Magic	21.4	21.1	0.3	5	1.6	1.5	0.1		1.7	2.5	-0.8		2.7	2.9	-0.2		5.7	6.0	-0.3		9.0	8.6	0.4		10.5	10.2	0.3		3.2	3.0	0.2	
Mai FM	9.7	13.9	-4.2	11	1.3	1.5	-0.2		5.3	8.8	-3.5		4.7	6.8	-2.1		5.7	8.1	-2.4		1.1	1.5	-0.4		0.1	0.1	0.0		2.5	2.6	-0.1	
More FM	27.8	28.1	-0.3	1	5.3	5.4	-0.1		7.7	8.1	-0.4		8.4	8.6	-0.2		13.2	13.2	0.0		9.4	8.2	1.2		5.8	4.9	0.9		7.4	6.7	0.7	
Newstalk ZB	12.6	12.5	0.1	9	*	*	*		1.1	1.4	-0.3		1.3	1.7	-0.4		3.8	3.7	0.1		4.5	4.6	-0.1		5.4	5.8	-0.4		0.7	1.1	-0.4	
Radio Hauraki	1.9	2.2	-0.3	15	0.1	0.1	0.0		0.8	0.9	-0.1		0.9	1.2	-0.3		1.4	1.5	-0.1		0.5	0.4	0.1		0.1	0.1	0.0		0.4	0.3	0.1	
Rhema	5.4	4.4	1.0	12	1.2	0.8	0.4		0.1	0.2	-0.1		0.4	0.5	-0.1		1.3	1.5	-0.2		1.9	1.9	0.0		1.6	1.3	0.3		0.7	0.7	0.0	
Rock	21.2	19.8	1.4	6	2.6	3.1	-0.5		9.0	7.6	1.4		10.3	10.0	0.3		13.0	12.5	0.5		4.2	3.7	0.5		1.7	1.3	0.4		2.9	2.4	0.5	
The Hits	12.8	13.2	-0.4	8	2.5	3.6	-1.1		3.9	2.7	1.2		5.1	4.5	0.6		6.4	5.9	0.5		2.8	3.0	-0.2		1.9	1.9	0.0		2.0	1.8	0.2	
The Sound	25.5	25.1	0.4	2	2.2	2.2	0.0		4.3	3.6	0.7		6.9	6.5	0.4		11.7	11.6	0.1		12.0	12.4	-0.4		9.6	9.7	-0.1		3.9	3.4	0.5	
ZM	22.1	21.0	1.1	4	4.0	3.5	0.5		8.5	8.2	0.3		10.6	9.4	1.2		13.0	11.9	1.1		3.8	3.8	0.0		1.4	1.3	0.1		5.1	5.2	-0.1	
MediaWorks Combo	97.9	99.3	-1.4		11.8	11.6	0.2		25.6	27.4	-1.8		29.2	30.5	-1.3		44.9	46.5	-1.6		31.0	30.7	0.3		25.3	24.7	0.6		17.6	16.5	1.1	
NZME Combo	50.8	51.5	-0.7		6.9	7.6	-0.7		13.0	12.5	0.5		15.2	15.1	0.1		22.4	22.0	0.4		14.1	14.4	-0.3		11.9	12.5	-0.6		7.9	7.8	0.1	
All Commercial Radio	119.5	119.1	0.4		14.5	14.5	0.0		29.7	30.5	-0.8		33.2	33.6	-0.4		51.2	51.7	-0.5		36.6	35.8	0.8		32.0	31.4	0.6		20.7	19.6	1.1	
Potential (000)	144.8	144.8	0.0		17.1	17.3	-0.2		39.4	39.2	0.2		39.3	39.3	0.0		59.2	59.2	0.0		40.7	40.7	0.0		37.6	37.6	0.0		23.5	23.1	0.4	
Sample	923	938	-15		77	82	-5		226	212	14		276	240	36		431	394	37		264	279	-15		264	296	-32		169	159	10	

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NZME Combo: Coast or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Flava or Hokonui



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Sample Size	923	938	-15

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	This	Last	+/-	Rank	This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-	
Breeze	11.8	11.4	0.4	7	12.2	11.3	0.9		12.8	11.6	1.2		9.8	9.5	0.3		3.5	2.9	0.6		2.1	1.9	0.2		14.4	14.3	0.1	
Coast	7.6	7.1	0.5	9	6.8	6.5	0.3		7.2	7.2	0.0		5.0	5.9	-0.9		1.6	1.2	0.4		1.0	0.6	0.4		7.1	7.6	-0.5	
Edge	12.1	14.6	-2.5	6	9.3	9.3	0.0		11.6	10.8	0.8		9.7	10.6	-0.9		4.2	5.1	-0.9		1.6	1.2	0.4		9.6	9.9	-0.3	
George FM	1.1	0.6	0.5	15	0.8	0.3	0.5		1.0	0.5	0.5		1.0	0.7	0.3		0.2	0.2	0.0		0.2	0.2	0.0		1.3	0.7	0.6	
Kia Ora FM	1.2	2.0	-0.8	14	1.1	1.0	0.1		1.1	1.1	0.0		0.9	1.3	-0.4		0.2	*	*		0.6	0.4	0.2		0.3	0.6	-0.3	
Life FM	1.9	1.8	0.1	13	1.9	1.6	0.3		1.6	2.1	-0.5		1.6	2.8	-1.2		0.5	0.7	-0.2		0.2	0.3	-0.1		2.0	2.4	-0.4	
Magic	13.4	13.5	-0.1	4	11.9	9.9	2.0		11.5	10.0	1.5		12.5	13.3	-0.8		5.1	4.6	0.5		4.5	3.4	1.1		13.9	12.9	1.0	
Mai FM	5.2	9.0	-3.8	11	2.5	3.3	-0.8		4.8	7.6	-2.8		4.0	8.3	-4.3		2.8	2.5	0.3		1.2	0.6	0.6		5.4	6.2	-0.8	
More FM	17.8	17.7	0.1	1	12.1	12.1	0.0		16.9	16.6	0.3		14.4	15.9	-1.5		5.9	4.8	1.1		2.8	2.1	0.7		13.2	11.7	1.5	
Newstalk ZB	9.4	9.1	0.3	8	6.0	5.7	0.3		6.0	5.9	0.1		5.2	4.8	0.4		5.2	4.7	0.5		5.2	4.5	0.7		9.8	9.0	0.8	
Radio Hauraki	0.9	1.2	-0.3	16	0.8	0.8	0.0		0.8	0.7	0.1		0.9	1.2	-0.3		*	0.1	*		0.2	0.2	0.0		1.1	1.5	-0.4	
Rhema	3.3	2.9	0.4	12	2.3	2.1	0.2		2.8	2.6	0.2		2.9	2.3	0.6		2.1	2.1	0.0		0.9	0.7	0.2		3.0	2.6	0.4	
Rock	12.3	12.2	0.1	5	10.3	9.3	1.0		12.1	12.3	-0.2		14.8	14.1	0.7		3.1	3.2	-0.1		0.6	1.0	-0.4		11.7	10.6	1.1	
The Hits	6.9	7.8	-0.9	10	5.4	4.7	0.7		7.1	7.5	-0.4		5.6	6.8	-1.2		2.1	2.1	0.0		0.1	0.1	0.0		8.5	8.3	0.2	
The Sound	13.5	14.4	-0.9	3	11.6	12.8	-1.2		15.6	15.8	-0.2		10.5	11.8	-1.3		4.4	4.9	-0.5		2.0	2.1	-0.1		13.7	13.9	-0.2	
ZM	14.2	13.7	0.5	2	9.4	8.8	0.6		13.6	13.6	0.0		12.9	12.0	0.9		5.2	5.5	-0.3		1.3	1.2	0.1		12.0	9.4	2.6	
MediaWorks Combo	68.1	72.4	-4.3		57.9	55.9	2.0		67.9	67.0	0.9		60.1	64.2	-4.1		25.5	24.8	0.7		14.1	12.0	2.1		66.6	64.5	2.1	
NZME Combo	34.7	34.9	-0.2		26.0	24.7	1.3		31.7	32.7	-1.0		25.8	27.0	-1.2		12.8	12.8	0.0		7.5	6.5	1.0		35.7	33.7	2.0	
All Commercial Radio	92.0	94.0	-2.0		77.1	73.9	3.2		87.7	85.9	1.8		79.9	82.8	-2.9		40.1	38.7	1.4		22.3	19.3	3.0		92.5	90.3	2.2	

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 The Hits or ZM or internet only listening to Flava or Hokonui



MANAWATU COMMERCIAL RADIO - SURVEY 4 2020

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

Survey Comparisons: 3/2020 - 4/2020

This Survey Period: Sun Aug 25 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020 & Sun July 19 to Sat Nov 14 2020

Last 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

	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	10:03	10:37	-0:33	7:05	8:04	-0:59	7:16	9:44	-2:27	8:24	9:20	-0:56	9:31	9:52	-0:20	12:22	9:24	2:57	10:47	8:40	2:06	7:50	8:44	-0:54
Coast	11:11	11:11	-0:00	9:19	8:33	0:46	6:42	2:37	4:04	18:34	14:51	3:43	15:03	13:38	1:25	10:53	11:46	-0:52	11:07	11:41	-0:33	16:36	14:39	1:56
Edge	5:30	5:23	0:07	3:32	3:34	-0:02	6:05	5:55	0:09	6:21	6:23	-0:01	7:00	7:11	-0:10	9:27	9:01	0:25	4:56	4:36	0:20	6:43	6:16	0:26
George FM	5:28	4:12	1:16	2:46	3:00	-0:13	2:42	2:28	0:14	9:11	14:00	-4:48	8:15	8:50	-0:35	3:50	3:05	0:44	*	0:15	*	*	*	*
Kia Ora FM	8:02	7:22	0:40	1:26	1:33	-0:06	11:08	10:01	1:06	4:20	3:05	1:14	3:52	2:53	0:58	1:45	3:04	-1:19	*	3:27	*	1:19	1:23	-0:04
Life FM	5:16	4:12	1:03	10:49	4:09	6:39	2:25	3:10	-0:45	1:37	3:12	-1:35	2:48	3:48	-0:59	3:33	3:58	-0:25	6:59	5:54	1:04	3:58	5:06	-1:07
Magic	15:46	14:04	1:42	11:00	5:56	5:03	9:36	7:31	2:04	8:12	6:36	1:35	10:35	8:04	2:30	15:48	13:06	2:41	17:07	17:22	-0:14	13:52	12:54	0:57
Mai FM	4:08	4:30	-0:21	3:36	2:31	1:04	4:43	5:18	-0:34	5:11	5:24	-0:13	4:40	4:52	-0:11	1:55	2:00	-0:05	0:30	0:30	0:00	5:03	5:43	-0:40
More FM	9:32	9:39	-0:06	4:15	3:11	1:03	5:55	7:14	-1:19	8:52	10:53	-2:00	11:37	12:22	-0:44	13:41	13:16	0:25	12:31	12:58	-0:26	11:55	11:19	0:36
Newstalk ZB	14:51	13:17	1:33	*	*	*	11:42	8:22	3:20	10:33	9:18	1:15	13:34	11:50	1:44	14:08	10:56	3:12	13:08	11:29	1:38	7:47	10:09	-2:22
Radio Hauraki	5:49	8:23	-2:33	1:30	2:30	-1:00	7:41	7:38	0:02	8:23	7:47	0:36	6:17	6:21	-0:03	4:47	1:31	3:16	22:30	52:15	-29:45	0:42	0:22	0:20
Rhema	11:42	12:08	-0:26	6:24	5:43	0:41	1:45	1:22	0:22	4:14	4:47	-0:32	5:04	5:28	-0:23	7:03	6:44	0:19	9:33	19:13	-9:39	10:25	9:06	1:19
Rock	11:34	13:11	-1:37	4:55	4:51	0:04	12:02	15:12	-3:10	10:59	12:23	-1:24	11:27	12:18	-0:50	10:44	10:42	0:01	6:26	7:42	-1:15	9:59	10:08	-0:09
The Hits	6:35	6:42	-0:06	5:04	4:05	0:58	5:27	7:11	-1:44	6:01	7:06	-1:05	6:50	7:18	-0:27	9:19	8:41	0:38	9:59	10:42	-0:42	5:39	5:43	-0:03
The Sound	10:46	11:30	-0:43	5:24	4:32	0:51	4:43	6:15	-1:31	5:27	5:16	0:10	7:26	8:22	-0:56	12:52	13:31	-0:38	17:01	17:03	-0:02	6:58	9:17	-2:18
ZM	7:35	7:19	0:15	9:55	5:55	4:00	5:05	5:33	-0:28	9:22	10:28	-1:05	8:22	9:06	-0:44	4:32	4:45	-0:13	5:23	6:22	-0:58	10:46	11:29	-0:43
MediaWorks Combo	15:32	15:28	0:04	8:16	7:03	1:13	12:10	13:14	-1:04	13:58	14:00	-0:02	15:03	14:41	0:22	18:38	16:57	1:41	19:42	19:17	0:24	15:05	14:40	0:25
NZME Combo	11:27	10:56	0:30	9:10	5:35	3:35	7:09	7:01	0:08	11:47	12:09	-0:22	11:45	11:47	-0:01	12:16	11:53	0:23	13:43	13:55	-0:11	11:55	12:16	-0:21
All Commercial Radio	19:11	19:04	0:07	12:12	9:27	2:45	14:18	15:26	-1:08	18:06	18:30	-0:24	18:51	18:47	0:04	22:04	20:45	1:18	23:07	23:13	-0:05	18:08	17:56	0:12
Potential (000)	144.8	144.8	0.0	17.1	17.3	-0.2	39.4	39.2	0.2	39.3	39.3	0.0	59.2	59.2	0.0	40.7	40.7	0.0	37.6	37.6	0.0	23.5	23.1	0.4
Sample	923	938	-15	77	82	-5	226	212	14	276	240	36	431	394	37	264	279	-15	264	296	-32	169	159	10

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 The Hits or ZM or internet only listening to Flava or Hokonui



MANAWATU COMMERCIAL RADIO - SURVEY 4 2020

Average Time Spent Listening (hh:mm) by Daypart, People 10+
Survey Comparisons: 3/2020 - 4/2020

This Survey Period: Sun Aug 25 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020 & Sun July 19 to Sat Nov 14 2020

Last 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

	This	Last	+/-
Potential (000)	144.8	144.8	0.0
Sample Size	923	938	-15

	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	3:23	3:15	0:07	3:59	4:15	-0:16	3:49	4:30	-0:40	2:06	2:10	-0:04	3:07	2:35	0:32	2:09	2:09	0:00	3:55	4:03	-0:07
Coast	3:12	3:11	0:01	4:23	4:46	-0:23	4:24	4:55	-0:31	2:15	2:11	0:03	1:59	0:54	1:05	4:11	2:07	2:04	3:34	3:59	-0:24
Edge	2:01	1:57	0:03	2:32	2:35	-0:02	2:22	2:24	-0:02	1:35	1:28	0:07	1:17	1:04	0:12	2:00	2:14	-0:14	1:42	1:49	-0:07
George FM	1:38	0:34	1:04	1:36	0:50	0:46	2:06	1:44	0:22	1:17	0:30	0:47	3:00	3:00	0:00	0:30	0:30	0:00	3:05	3:40	-0:35
Kia Ora FM	2:45	2:10	0:35	4:56	5:57	-1:01	4:24	5:24	-1:00	1:00	0:34	0:25	0:15	1:15	-1:00	0:42	0:48	-0:05	0:59	2:14	-1:15
Life FM	1:56	1:45	0:10	1:51	2:19	-0:28	2:01	1:56	0:05	2:07	1:09	0:57	0:47	0:39	0:07	1:26	1:27	-0:00	1:43	1:26	0:16
Magic	4:00	3:26	0:33	5:51	5:25	0:25	5:46	5:54	-0:07	2:58	3:01	-0:03	3:13	2:51	0:22	3:20	3:05	0:14	5:42	5:44	-0:01
Mai FM	1:15	1:35	-0:20	1:29	1:50	-0:20	1:47	1:33	0:14	1:18	1:42	-0:24	1:44	1:41	0:03	0:56	1:17	-0:20	1:54	1:47	0:07
More FM	3:24	3:14	0:10	4:14	4:51	-0:36	3:45	4:06	-0:21	2:05	2:03	0:02	1:45	2:02	-0:17	1:24	1:55	-0:31	3:24	3:30	-0:06
Newstalk ZB	4:40	4:23	0:17	4:21	3:44	0:37	2:57	2:51	0:06	2:32	2:33	-0:00	4:22	4:04	0:17	3:51	4:07	-0:15	4:32	4:15	0:17
Radio Hauraki	1:59	1:31	0:28	3:34	5:41	-2:07	4:17	8:25	-4:08	1:14	1:59	-0:45	*	2:45	*	3:45	3:45	0:00	1:15	1:24	-0:08
Rhema	3:16	3:25	-0:08	2:44	3:46	-1:01	2:55	2:37	0:17	3:07	3:06	0:00	4:21	3:15	1:06	3:40	3:11	0:28	5:23	5:09	0:14
Rock	3:03	3:15	-0:12	5:12	6:35	-1:23	6:19	6:47	-0:28	2:15	2:23	-0:07	1:42	1:43	-0:00	1:39	3:05	-1:26	3:14	3:16	-0:01
The Hits	2:03	2:00	0:02	2:53	3:23	-0:29	2:53	2:50	0:03	1:52	1:39	0:12	0:31	0:24	0:07	10:15	0:45	9:30	2:34	2:45	-0:11
The Sound	3:18	3:20	-0:01	4:52	4:33	0:19	4:54	4:49	0:04	2:35	2:31	0:03	2:03	2:11	-0:07	1:44	1:30	0:13	4:10	4:29	-0:19
ZM	2:24	2:24	0:00	2:01	2:18	-0:17	3:00	3:11	-0:10	2:05	1:54	0:11	1:43	1:22	0:20	0:54	0:51	0:02	3:00	2:43	0:16
MediaWorks Combo	3:57	3:45	0:12	5:19	5:33	-0:13	5:27	5:38	-0:10	2:50	2:55	-0:04	2:27	2:17	0:09	2:17	2:22	-0:04	4:36	4:40	-0:03
NZME Combo	3:24	3:15	0:09	3:36	3:49	-0:13	3:36	3:47	-0:11	2:26	2:18	0:08	2:47	2:15	0:31	3:33	3:17	0:15	3:37	3:32	0:05
All Commercial Radio	4:31	4:24	0:06	5:34	5:52	-0:17	5:57	6:14	-0:17	3:13	3:15	-0:01	2:49	2:32	0:17	3:15	3:02	0:13	5:11	5:05	0:06

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 The Hits or ZM or internet only listening to Flava or Hokonui