



MANAWATU COMMERCIAL RADIO - SURVEY 1 2021

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

Survey Comparisons: 4/2020 - 1/2021

This Survey Period: Sun Jan 19 to Sat Mar 28 2020 & Sun Jul 19 to Sat Nov 14 2020 & Sun Jan 31 to Sat Apr 10 2021

Last 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

	All 10+				People 10-24			People 18-39			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	11.2	10.1	1.1	3	8.0	5.3	2.7	8.0	8.3	-0.3	8.7	10.4	-1.7	10.1	11.3	-1.2	13.0	10.2	2.8	11.2	8.8	2.4	8.8	8.4	0.4
Coast	4.0	5.7	-1.7	10	3.0	4.0	-1.0	3.8	1.7	2.1	3.4	4.6	-1.2	4.2	5.3	-1.1	5.2	7.9	-2.7	5.2	8.8	-3.6	5.2	5.8	-0.6
Edge	5.1	5.1	0.0	8	8.7	8.4	0.3	10.8	12.0	-1.2	9.2	10.8	-1.6	8.3	8.6	-0.3	3.7	2.7	1.0	0.7	0.6	0.1	9.7	9.1	0.6
George FM	0.9	0.5	0.4	13	1.6	0.8	0.8	3.3	1.5	1.8	2.6	1.3	1.3	1.6	0.9	0.7	*	0.1	*	*	*	*	*	*	*
Kia Ora FM	0.4	0.7	-0.3	15	0.8	3.6	-2.8	1.2	2.4	-1.2	0.9	0.4	0.5	0.7	0.3	0.4	0.2	*	*	0.1	*	*	0.3	0.1	0.2
Life FM	0.7	0.8	-0.1	14	0.8	2.3	-1.5	0.5	0.3	0.2	0.3	0.2	0.1	0.5	0.4	0.1	0.6	0.6	0.0	1.2	0.8	0.4	1.0	0.7	0.3
Magic Music & Talk	15.1	14.7	0.4	1	7.5	5.6	1.9	4.8	3.5	1.3	4.7	3.7	1.0	7.3	6.2	1.1	16.9	17.7	-0.8	27.1	24.4	2.7	9.6	11.7	-2.1
Mai FM	2.8	1.8	1.0	12	4.7	4.0	0.7	7.3	4.8	2.5	7.0	4.1	2.9	4.9	2.8	2.1	0.6	0.3	0.3	*	*	*	6.0	3.4	2.6
More FM	11.1	11.6	-0.5	4	17.7	9.9	7.8	9.4	9.5	-0.1	12.5	12.4	0.1	14.0	15.9	-1.9	13.2	15.9	-2.7	8.2	9.9	-1.7	18.6	23.5	-4.9
Newstalk ZB	9.9	8.2	1.7	5	*	*	*	2.1	2.2	-0.1	2.0	2.3	-0.3	5.8	5.3	0.5	10.4	7.8	2.6	11.4	9.6	1.8	2.2	1.5	0.7
Radio Hauraki	0.4	0.5	-0.1	15	0.4	0.3	0.1	0.2	1.1	-0.9	*	1.3	*	0.1	0.9	-0.8	0.6	0.3	0.3	0.8	0.2	0.6	0.1	0.1	0.0
Rhema	3.1	2.8	0.3	11	2.2	2.3	-0.1	0.5	0.1	0.4	*	0.3	*	0.8	0.7	0.1	2.4	1.7	0.7	2.0	2.1	-0.1	1.0	1.9	-0.9
Rock	7.4	10.7	-3.3	7	10.1	25.0	-14.9	15.0	25.6	-10.6	14.3	18.9	-4.6	12.5	15.4	-2.9	6.0	5.6	0.4	1.8	1.5	0.3	8.2	7.7	0.5
The Hits	4.7	3.7	1.0	9	9.4	6.3	3.1	7.0	4.6	2.4	8.3	5.1	3.2	5.6	4.5	1.1	2.8	3.3	-0.5	2.9	2.6	0.3	6.2	3.0	3.2
The Sound	11.4	12.0	-0.6	2	4.1	6.7	-2.6	5.6	5.6	0.0	7.0	6.3	0.7	10.1	9.0	1.1	19.0	19.1	-0.1	21.0	22.1	-1.1	10.7	7.2	3.5
ZM	8.4	7.3	1.1	6	19.6	14.7	4.9	19.5	15.8	3.7	17.7	16.5	1.2	12.2	11.3	0.9	2.1	2.2	-0.1	0.8	1.0	-0.2	11.1	14.7	-3.6
MediaWorks Combo	65.0	66.4	-1.4		62.4	65.7	-3.3	64.2	70.8	-6.6	65.9	67.8	-1.9	68.7	70.0	-1.3	72.5	71.7	0.8	70.0	67.3	2.7	71.6	71.0	0.6
NZME Combo	27.3	25.4	1.9		32.4	25.3	7.1	32.6	25.4	7.2	31.5	29.8	1.7	27.9	27.3	0.6	21.0	21.4	-0.4	21.2	22.2	-1.0	24.7	25.1	-0.4
Potential (000)	149.3	144.8	4.5		35.0	34.9	0.1	49.2	48.3	0.9	42.3	39.3	3.0	62.7	59.2	3.5	41.7	40.7	1.0	38.2	37.6	0.6	23.1	23.5	-0.4
Sample	815	923	-108		146	150	-4	270	292	-22	248	276	-28	381	431	-50	235	264	-29	214	264	-50	150	169	-19

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

NZME and Partners



MANAWATU COMMERCIAL RADIO - SURVEY 1 2021

Station Share (%) by Daypart, People 10+
Survey Comparisons: 4/2020 - 1/2021

	This	Last	+/-
Potential (000)	149.3	144.8	4.5
Sample Size	815	923	-108

This Survey Period: Sun Jan 19 to Sat Mar 28 2020 & Sun Jul 19 to Sat Nov 14 2020 & Sun Jan 31 to Sat Apr 10 2021
Last Survey Period: Sun Aug 25 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020 & Sun Jul 19 to Sat Nov 14 2020

	Breakfast				Morning			Afternoon			Drive			Night			Mid Dawn			Weekend		
	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	10.2	9.6	0.6	4	13.0	11.3	1.7	10.8	9.4	1.4	9.0	8.0	1.0	12.3	9.5	2.8	5.3	6.2	-0.9	12.4	11.8	0.6
Coast	4.0	5.9	-1.9	9	4.4	7.0	-2.6	3.5	6.0	-2.5	3.3	4.4	-1.1	2.7	2.7	0.0	8.6	5.9	2.7	4.4	5.3	-0.9
Edge	5.9	5.9	0.0	8	5.4	5.5	-0.1	4.9	5.2	-0.3	5.7	6.0	-0.3	4.6	4.8	-0.2	2.7	4.4	-1.7	4.4	3.4	1.0
George FM	0.7	0.4	0.3	14	0.4	0.3	0.1	0.8	0.4	0.4	0.8	0.5	0.3	1.3	0.5	0.8	0.4	0.1	0.3	1.8	0.8	1.0
Kia Ora FM	0.6	0.8	-0.2	15	0.7	1.2	-0.5	0.2	1.0	-0.8	0.4	0.4	0.0	*	*	*	1.1	0.6	0.5	0.3	0.1	0.2
Life FM	0.4	0.9	-0.5	16	0.9	0.8	0.1	0.8	0.6	0.2	0.7	1.4	-0.7	0.1	0.4	-0.3	0.5	0.4	0.1	0.8	0.7	0.1
Magic Music & Talk	13.5	12.9	0.6	1	17.6	16.1	1.5	12.9	12.8	0.1	14.3	14.4	-0.1	15.5	14.4	1.1	15.1	20.7	-5.6	16.8	16.6	0.2
Mai FM	3.5	1.6	1.9	10	1.8	0.9	0.9	2.8	1.6	1.2	3.1	2.0	1.1	2.8	4.3	-1.5	1.6	1.6	0.0	2.9	2.2	0.7
More FM	13.3	14.6	-1.3	2	12.3	12.0	0.3	13.0	12.2	0.8	11.5	11.7	-0.2	8.9	9.0	-0.1	7.4	5.3	2.1	7.6	9.4	-1.8
Newstalk ZB	13.1	10.5	2.6	3	7.1	6.0	1.1	5.5	3.4	2.1	6.9	5.1	1.8	17.3	19.9	-2.6	33.2	27.5	5.7	10.2	9.3	0.9
Radio Hauraki	0.8	0.4	0.4	13	0.6	0.7	-0.1	0.2	0.6	-0.4	0.3	0.4	-0.1	*	*	*	*	0.9	*	0.1	0.3	-0.2
Rhema	2.6	2.6	0.0	12	2.1	1.5	0.6	2.3	1.6	0.7	3.5	3.5	0.0	6.9	8.1	-1.2	6.0	4.4	1.6	3.3	3.4	-0.1
Rock	6.5	9.0	-2.5	7	7.5	12.5	-5.0	10.3	14.7	-4.4	8.8	13.0	-4.2	7.8	4.6	3.2	2.7	1.4	1.3	5.0	7.9	-2.9
The Hits	3.4	3.4	0.0	11	4.3	3.6	0.7	4.5	4.0	0.5	5.8	4.1	1.7	2.8	1.0	1.8	1.7	0.8	0.9	6.5	4.6	1.9
The Sound	9.6	10.8	-1.2	5	12.8	13.2	-0.4	15.0	14.6	0.4	10.5	10.6	-0.1	6.4	8.0	-1.6	4.7	4.8	-0.1	11.0	11.9	-0.9
ZM	9.5	8.2	1.3	6	6.4	4.4	2.0	9.0	7.8	1.2	11.9	10.4	1.5	6.4	7.9	-1.5	2.1	1.6	0.5	7.9	7.5	0.4
MediaWorks Combo	63.1	64.9	-1.8		70.9	71.8	-0.9	70.5	70.9	-0.4	63.7	66.1	-2.4	59.6	55.1	4.5	39.9	44.4	-4.5	61.9	64.1	-2.2
NZME Combo	30.8	28.5	2.3		22.9	21.8	1.1	22.7	21.9	0.8	28.2	24.4	3.8	29.1	31.5	-2.4	45.5	36.7	8.8	29.2	27.0	2.2

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

Survey Comparisons: 4/2020 - 1/2021

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	All 10+				People 10-24			People 18-39			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	25.9	22.9	3.0	3	4.8	3.6	1.2	7.6	7.4	0.2	7.1	7.4	-0.3	11.9	11.4	0.5	8.2	6.7	1.5	7.4	6.0	1.4	4.7	4.0	0.7
Coast	11.2	11.6	-0.4	11	1.5	2.1	-0.6	2.4	1.5	0.9	2.1	1.5	0.6	4.1	3.4	0.7	5.2	5.9	-0.7	5.0	5.8	-0.8	1.3	1.3	0.0
Edge	21.3	21.1	0.2	6	8.8	8.4	0.4	11.8	11.9	-0.1	9.6	10.2	-0.6	11.7	11.8	-0.1	2.7	2.3	0.4	0.9	1.0	-0.1	5.2	5.1	0.1
George FM	3.9	2.0	1.9	13	1.7	1.0	0.7	3.0	1.4	1.6	2.3	0.8	1.5	2.3	1.0	1.3	*	0.2	*	*	*	*	*	*	*
Kia Ora FM	3.3	1.9	1.4	14	1.4	1.2	0.2	1.5	1.4	0.1	1.0	0.6	0.4	1.3	0.7	0.6	0.8	0.1	0.7	0.5	*	*	0.5	0.3	0.2
Life FM	3.1	3.4	-0.3	15	0.6	1.0	-0.4	1.0	0.8	0.2	0.9	0.7	0.2	1.5	1.5	0.0	1.3	1.4	-0.1	0.9	0.9	0.0	0.7	0.7	0.0
Magic Music & Talk	23.5	21.4	2.1	5	2.4	1.8	0.6	3.1	2.0	1.1	3.9	2.7	1.2	6.5	5.7	0.8	8.3	9.0	-0.7	11.5	10.5	1.0	2.9	3.2	-0.3
Mai FM	12.2	9.7	2.5	10	4.5	3.9	0.6	6.7	6.3	0.4	6.2	4.7	1.5	7.5	5.7	1.8	1.5	1.1	0.4	0.2	0.1	0.1	2.7	2.5	0.2
More FM	29.9	27.8	2.1	1	10.2	8.5	1.7	9.6	9.4	0.2	8.4	8.4	0.0	13.3	13.2	0.1	9.8	9.4	0.4	6.4	5.8	0.6	7.2	7.4	-0.2
Newstalk ZB	14.2	12.6	1.6	9	0.1	0.1	0.0	2.0	1.3	0.7	2.0	1.3	0.7	5.2	3.8	1.4	5.6	4.5	1.1	5.6	5.4	0.2	1.1	0.7	0.4
Radio Hauraki	2.1	1.9	0.2	16	0.6	0.5	0.1	0.6	0.9	-0.3	0.2	0.9	-0.7	0.8	1.4	-0.6	0.8	0.5	0.3	0.4	0.1	0.3	0.3	0.4	-0.1
Rhema	5.2	5.4	-0.2	12	1.2	1.3	-0.1	0.9	0.4	0.5	0.5	0.4	0.1	1.1	1.3	-0.2	2.0	1.9	0.1	1.9	1.6	0.3	0.4	0.7	-0.3
Rock	21.2	21.2	0.0	7	6.0	6.6	-0.6	12.3	12.3	0.0	11.1	10.3	0.8	13.4	13.0	0.4	3.8	4.2	-0.4	1.6	1.7	-0.1	3.6	2.9	0.7
The Hits	16.2	12.8	3.4	8	6.1	4.5	1.6	8.0	5.3	2.7	6.7	5.1	1.6	7.9	6.4	1.5	3.1	2.8	0.3	2.2	1.9	0.3	3.4	2.0	1.4
The Sound	24.4	25.5	-1.1	4	3.2	3.7	-0.5	5.9	5.9	0.0	7.1	6.9	0.2	11.9	11.7	0.2	10.6	12.0	-1.4	8.8	9.6	-0.8	4.3	3.9	0.4
ZM	26.3	22.1	4.2	2	9.5	7.5	2.0	15.4	11.7	3.7	13.2	10.6	2.6	15.5	13.0	2.5	3.4	3.8	-0.4	1.0	1.4	-0.4	5.0	5.1	-0.1
MediaWorks Combo	99.9	97.9	2.0		22.6	22.3	0.3	31.9	32.7	-0.8	30.0	29.2	0.8	46.1	44.9	1.2	30.5	31.0	-0.5	26.0	25.3	0.7	18.0	17.6	0.4
NZME Combo	56.4	50.8	5.6		14.6	12.7	1.9	21.8	17.0	4.8	18.2	15.2	3.0	26.0	22.4	3.6	15.0	14.1	0.9	11.9	11.9	0.0	9.1	7.9	1.2
All Commercial Radio	119.5	119.5	0.0		26.9	26.7	0.2	38.8	37.5	1.3	35.2	33.2	2.0	53.2	51.2	2.0	35.7	36.6	-0.9	30.8	32.0	-1.2	20.8	20.7	0.1
Potential (000)	149.3	144.8	4.5		35.0	34.9	0.1	49.2	48.3	0.9	42.3	39.3	3.0	62.7	59.2	3.5	41.7	40.7	1.0	38.2	37.6	0.6	23.1	23.5	-0.4
Sample	815	923	-108		146	150	-4	270	292	-22	248	276	-28	381	431	-50	235	264	-29	214	264	-50	150	169	-19

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Cumulative Audience (000's) by Daypart, People 10+
Survey Comparisons: 4/2020 - 1/2021

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	This	Last	+/-
Potential (000)	149.3	144.8	4.5
Sample Size	815	923	-108

	Breakfast				Morning			Afternoon			Drive			Night			Mid Dawn			Weekend		
	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	12.6	11.8	0.8	5	12.1	12.2	-0.1	13.7	12.8	0.9	10.6	9.8	0.8	4.6	3.5	1.1	3.0	2.1	0.9	16.6	14.4	2.2
Coast	7.2	7.6	-0.4	11	5.2	6.8	-1.6	6.0	7.2	-1.2	4.1	5.0	-0.9	1.9	1.6	0.3	1.5	1.0	0.5	6.4	7.1	-0.7
Edge	10.9	12.1	-1.2	8	8.1	9.3	-1.2	11.0	11.6	-0.6	9.1	9.7	-0.6	4.7	4.2	0.5	0.8	1.6	-0.8	11.3	9.6	1.7
George FM	2.3	1.1	1.2	13	1.6	0.8	0.8	2.2	1.0	1.2	1.7	1.0	0.7	0.5	0.2	0.3	0.5	0.2	0.3	2.5	1.3	1.2
Kia Ora FM	1.2	1.2	0.0	14	1.4	1.1	0.3	1.3	1.1	0.2	0.7	0.9	-0.2	0.2	0.2	0.0	1.0	0.6	0.4	1.0	0.3	0.7
Life FM	1.1	1.9	-0.8	15	1.9	1.9	0.0	1.3	1.6	-0.3	0.9	1.6	-0.7	0.3	0.5	-0.2	0.2	0.2	0.0	1.9	2.0	-0.1
Magic Music & Talk	15.0	13.4	1.6	3	12.6	11.9	0.7	13.0	11.5	1.5	13.2	12.5	0.7	5.2	5.1	0.1	3.9	4.5	-0.6	15.8	13.9	1.9
Mai FM	7.6	5.2	2.4	10	3.7	2.5	1.2	6.2	4.8	1.4	5.4	4.0	1.4	2.4	2.8	-0.4	1.3	1.2	0.1	6.7	5.4	1.3
More FM	18.1	17.8	0.3	1	13.5	12.1	1.4	18.3	16.9	1.4	15.2	14.4	0.8	6.8	5.9	0.9	3.3	2.8	0.5	13.6	13.2	0.4
Newstalk ZB	11.2	9.4	1.8	6	7.6	6.0	1.6	6.8	6.0	0.8	7.3	5.2	2.1	5.0	5.2	-0.2	6.4	5.2	1.2	9.8	9.8	0.0
Radio Hauraki	1.1	0.9	0.2	15	1.0	0.8	0.2	0.6	0.8	-0.2	1.0	0.9	0.1	*	*	*	*	0.2	*	0.9	1.1	-0.2
Rhema	3.0	3.3	-0.3	12	2.8	2.3	0.5	2.5	2.8	-0.3	2.3	2.9	-0.6	1.1	2.1	-1.0	1.0	0.9	0.1	2.7	3.0	-0.3
Rock	11.2	12.3	-1.1	6	9.5	10.3	-0.8	11.2	12.1	-0.9	13.6	14.8	-1.2	3.4	3.1	0.3	0.7	0.6	0.1	11.4	11.7	-0.3
The Hits	7.9	6.9	1.0	9	7.4	5.4	2.0	8.3	7.1	1.2	7.4	5.6	1.8	2.9	2.1	0.8	0.3	0.1	0.2	11.2	8.5	2.7
The Sound	12.7	13.5	-0.8	4	10.6	11.6	-1.0	14.2	15.6	-1.4	10.2	10.5	-0.3	3.9	4.4	-0.5	1.9	2.0	-0.1	14.0	13.7	0.3
ZM	16.7	14.2	2.5	2	11.4	9.4	2.0	13.1	13.6	-0.5	15.2	12.9	2.3	5.8	5.2	0.6	1.4	1.3	0.1	15.4	12.0	3.4
MediaWorks Combo	69.3	68.1	1.2		57.4	57.9	-0.5	68.3	67.9	0.4	60.1	60.1	0.0	27.1	25.5	1.6	13.7	14.1	-0.4	70.7	66.6	4.1
NZME Combo	39.0	34.7	4.3		28.9	26.0	2.9	31.2	31.7	-0.5	30.5	25.8	4.7	14.2	12.8	1.4	9.4	7.5	1.9	39.6	35.7	3.9
All Commercial Radio	93.9	92.0	1.9		76.9	77.1	-0.2	85.8	87.7	-1.9	80.6	79.9	0.7	40.7	40.1	0.6	22.7	22.3	0.4	95.2	92.5	2.7

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



MANAWATU COMMERCIAL RADIO - SURVEY 1 2021

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

Survey Comparisons: 4/2020 - 1/2021

This Survey Period: Sun Jan 19 to Sat Mar 28 2020 & Sun Jul 19 to Sat Nov 14 2020 & Sun Jan 31 to Sat Apr 10 2021

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

	All 10+			People 10-24			People 18-39			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	9:24	10:03	-0:39	5:31	5:03	0:28	5:44	6:43	-0:59	7:04	8:24	-1:19	7:51	9:31	-1:40	11:40	12:22	-0:42	10:13	10:47	-0:33	5:57	7:50	-1:52
Coast	7:49	11:11	-3:22	6:35	6:33	0:02	8:42	6:39	2:03	9:41	18:34	-8:52	9:21	15:03	-5:42	7:24	10:53	-3:28	7:07	11:07	-4:00	12:23	16:36	-4:12
Edge	5:10	5:30	-0:19	3:15	3:26	-0:11	5:00	6:03	-1:03	5:31	6:21	-0:49	6:35	7:00	-0:25	10:14	9:27	0:47	5:25	4:56	0:28	5:59	6:43	-0:43
George FM	5:11	5:28	-0:17	3:10	2:44	0:25	5:56	6:39	-0:43	6:41	9:11	-2:30	6:41	8:15	-1:34	*	3:50	*	*	*	*	*	*	*
Kia Ora FM	2:53	8:02	-5:09	1:42	10:39	-8:56	4:21	10:16	-5:55	5:43	4:20	1:23	4:40	3:52	0:48	1:49	1:45	0:04	1:22	*	*	2:13	1:19	0:54
Life FM	4:54	5:16	-0:22	4:21	7:42	-3:20	2:29	2:29	0:00	1:52	1:37	0:14	2:52	2:48	0:03	3:30	3:33	-0:02	9:04	6:59	2:05	4:37	3:58	0:38
Magic Music & Talk	14:01	15:46	-1:45	10:19	10:39	-0:19	8:19	10:47	-2:27	6:59	8:12	-1:12	10:22	10:35	-0:12	14:56	15:48	-0:52	15:58	17:07	-1:09	10:45	13:52	-3:06
Mai FM	4:58	4:08	0:49	3:23	3:30	-0:06	5:56	4:37	1:18	6:32	5:11	1:20	6:01	4:40	1:20	3:14	1:55	1:19	0:30	0:30	0:00	7:00	5:03	1:57
More FM	8:06	9:32	-1:25	5:40	4:00	1:40	5:21	6:05	-0:43	8:36	8:52	-0:16	9:42	11:37	-1:55	9:55	13:41	-3:46	8:40	12:31	-3:50	8:12	11:55	-3:43
Newstalk ZB	15:09	14:51	0:17	0:15	0:15	0:00	5:37	10:12	-4:35	5:54	10:33	-4:38	10:19	13:34	-3:15	13:39	14:08	-0:28	13:51	13:08	0:43	6:06	7:47	-1:40
Radio Hauraki	3:54	5:49	-1:55	1:54	1:52	0:01	1:52	7:25	-5:33	0:42	8:23	-7:41	1:18	6:17	-4:58	5:33	4:47	0:45	12:36	22:30	-9:53	0:59	0:42	0:16
Rhema	12:46	11:42	1:03	5:57	5:59	-0:02	3:06	1:49	1:17	0:15	4:14	-3:59	6:59	5:04	1:55	9:01	7:03	1:58	7:10	9:33	-2:23	8:53	10:25	-1:31
Rock	7:35	11:34	-3:58	5:29	13:07	-7:37	6:41	12:30	-5:49	7:30	10:59	-3:28	8:38	11:27	-2:49	11:42	10:44	0:58	7:34	6:26	1:08	7:18	9:59	-2:41
The Hits	6:19	6:35	-0:16	5:04	4:49	0:14	4:44	5:13	-0:29	7:09	6:01	1:07	6:32	6:50	-0:18	6:36	9:19	-2:43	8:58	9:59	-1:01	5:51	5:39	0:11
The Sound	10:12	10:46	-0:33	4:06	6:12	-2:06	5:15	5:46	-0:31	5:43	5:27	0:16	7:49	7:26	0:23	13:10	12:52	0:18	16:09	17:01	-0:51	7:53	6:58	0:54
ZM	6:56	7:35	-0:38	6:46	6:46	-0:00	6:55	8:10	-1:14	7:48	9:22	-1:34	7:16	8:22	-1:06	4:30	4:32	-0:01	5:01	5:23	-0:22	7:03	10:46	-3:42
MediaWorks Combo	14:11	15:32	-1:21	9:01	10:06	-1:05	11:00	13:04	-2:04	12:45	13:58	-1:12	13:47	15:03	-1:15	17:28	18:38	-1:10	18:13	19:42	-1:29	12:40	15:05	-2:25
NZME Combo	10:33	11:27	-0:53	7:15	6:51	0:23	8:10	9:02	-0:51	10:04	11:47	-1:43	9:56	11:45	-1:49	10:19	12:16	-1:57	12:04	13:43	-1:38	8:42	11:55	-3:12
All Commercial Radio	18:14	19:11	-0:56	12:08	12:53	-0:44	14:05	16:05	-1:59	16:30	18:06	-1:35	17:25	18:51	-1:26	20:35	22:04	-1:29	22:00	23:07	-1:06	15:19	18:08	-2:49
Potential (000)	149.3	144.8	4.5	35.0	34.9	0.1	49.2	48.3	0.9	42.3	39.3	3.0	62.7	59.2	3.5	41.7	40.7	1.0	38.2	37.6	0.6	23.1	23.5	-0.4
Sample	815	923	-108	146	150	-4	270	292	-22	248	276	-28	381	431	-50	235	264	-29	214	264	-50	150	169	-19

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MANAWATU COMMERCIAL RADIO - SURVEY 1 2021

Average Time Spent Listening (hh:mm) by Daypart, People 10+
Survey Comparisons: 4/2020 - 1/2021

This Survey Period: Sun Jan 19 to Sat Mar 28 2020 & Sun Jul 19 to Sat Nov 14 2020 & Sun Jan 31 to Sat Apr 10 2021
Last 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

	This	Last	+/-
Potential (000)	149.3	144.8	4.5
Sample Size	815	923	-108

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

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