



## MANAWATU COMMERCIAL RADIO - SURVEY 2 2021

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

Survey Comparisons: 1/2021 - 2/2021

This Survey Period: Sun Jul 19 to Sat Nov 14 2020 & Sun Jan 31 to Sat Jun 19 2021

Last 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

	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	11.9	11.2	0.7	3	8.6	8.0	0.6	6.0	8.0	-2.0	7.9	8.7	-0.8	10.7	10.1	0.6	16.1	13.0	3.1	12.3	11.2	1.1	8.7	8.8	-0.1
Coast	4.2	4.0	0.2	9	1.7	3.0	-1.3	3.7	3.8	-0.1	4.0	3.4	0.6	4.2	4.2	0.0	3.7	5.2	-1.5	5.5	5.2	0.3	3.8	5.2	-1.4
Edge	4.8	5.1	-0.3	8	10.6	8.7	1.9	11.2	10.8	0.4	8.3	9.2	-0.9	6.7	8.3	-1.6	2.8	3.7	-0.9	1.1	0.7	0.4	7.7	9.7	-2.0
George FM	0.7	0.9	-0.2	14	0.3	1.6	-1.3	2.3	3.3	-1.0	2.2	2.6	-0.4	1.4	1.6	-0.2	*	*	*	*	*	*	*	*	*
Gold AM	0.2	n.a.	*	17	*	n.a.	*	*	n.a.	*	0.2	n.a.	*	0.1	n.a.	*	0.4	n.a.	*	0.4	n.a.	*	0.3	n.a.	*
Kia Ora FM	0.3	0.4	-0.1	16	0.8	0.8	0.0	0.7	1.2	-0.5	0.3	0.9	-0.6	0.3	0.7	-0.4	0.2	0.2	0.0	0.1	0.1	0.0	0.2	0.3	-0.1
Life FM	1.1	0.7	0.4	13	1.1	0.8	0.3	0.6	0.5	0.1	0.4	0.3	0.1	0.6	0.5	0.1	0.7	0.6	0.1	2.1	1.2	0.9	1.0	1.0	0.0
Magic Music & Talk	13.3	15.1	-1.8	1	7.0	7.5	-0.5	4.5	4.8	-0.3	4.8	4.7	0.1	6.4	7.3	-0.9	16.3	16.9	-0.6	24.1	27.1	-3.0	5.6	9.6	-4.0
Mai FM	2.6	2.8	-0.2	11	4.5	4.7	-0.2	5.4	7.3	-1.9	4.6	7.0	-2.4	4.5	4.9	-0.4	2.0	0.6	1.4	*	*	*	5.6	6.0	-0.4
More FM	11.2	11.1	0.1	4	16.7	17.7	-1.0	7.4	9.4	-2.0	9.1	12.5	-3.4	13.8	14.0	-0.2	17.1	13.2	3.9	9.0	8.2	0.8	25.3	18.6	6.7
Newstalk ZB	12.8	9.9	2.9	2	*	*	*	2.0	2.1	-0.1	1.9	2.0	-0.1	5.4	5.8	-0.4	15.1	10.4	4.7	18.6	11.4	7.2	2.3	2.2	0.1
Radio Hauraki	0.6	0.4	0.2	15	0.3	0.4	-0.1	0.3	0.2	0.1	0.3	*	*	0.7	0.1	0.6	1.3	0.6	0.7	0.9	0.8	0.1	0.1	0.1	0.0
Rhema	2.3	3.1	-0.8	12	2.4	2.2	0.2	0.7	0.5	0.2	*	*	*	0.6	0.8	-0.2	1.7	2.4	-0.7	1.9	2.0	-0.1	0.9	1.0	-0.1
Rock	8.7	7.4	1.3	7	15.4	10.1	5.3	19.3	15.0	4.3	17.5	14.3	3.2	13.3	12.5	0.8	4.9	6.0	-1.1	2.4	1.8	0.6	11.0	8.2	2.8
The Hits	4.0	4.7	-0.7	10	6.7	9.4	-2.7	5.7	7.0	-1.3	6.9	8.3	-1.4	4.8	5.6	-0.8	2.7	2.8	-0.1	3.0	2.9	0.1	5.7	6.2	-0.5
The Sound	9.3	11.4	-2.1	6	3.2	4.1	-0.9	6.8	5.6	1.2	8.3	7.0	1.3	9.9	10.1	-0.2	10.8	19.0	-8.2	14.4	21.0	-6.6	10.3	10.7	-0.4
ZM	9.6	8.4	1.2	5	20.0	19.6	0.4	22.2	19.5	2.7	22.4	17.7	4.7	15.6	12.2	3.4	1.3	2.1	-0.8	*	0.8	*	10.5	11.1	-0.6
MediaWorks Combo	62.4	65.0	-2.6		66.1	62.4	3.7	62.9	64.2	-1.3	62.6	65.9	-3.3	66.7	68.7	-2.0	70.0	72.5	-2.5	63.2	70.0	-6.8	74.1	71.6	2.5
NZME Combo	31.4	27.3	4.1		28.6	32.4	-3.8	34.0	32.6	1.4	35.7	31.5	4.2	30.9	27.9	3.0	24.6	21.0	3.6	28.4	21.2	7.2	22.7	24.7	-2.0
Potential (000)	149.3	149.3	0.0		35.0	35.0	0.0	50.7	49.2	1.5	42.3	42.3	0.0	62.7	62.7	0.0	41.7	41.7	0.0	38.2	38.2	0.0	23.2	23.1	0.1
Sample	812	815	-3		158	146	12	257	270	-13	237	248	-11	355	381	-26	229	235	-6	220	214	6	147	150	-3

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 Gold AM (from S2 2021) or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Flava or Hokonui



# MANAWATU COMMERCIAL RADIO - SURVEY 2 2021

Station Share (%) by Daypart, People 10+

Survey Comparisons: 1/2021 - 2/2021

This Survey Period: Sun Jul 19 to Sat Nov 14 2020 & Sun Jan 31 to Sat Jun 19 2021

Last 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

	This	Last	+/-
Potential (000)	149.3	149.3	0.0
Sample Size	812	815	-3

	Breakfast				Morning			Afternoon			Drive			Night			Mid Dawn			Weekend		
	This	Mon-Fri 6am-9am Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	10.7	10.2	0.5	4	14.8	13.0	1.8	11.5	10.8	0.7	8.5	9.0	-0.5	14.8	12.3	2.5	3.9	5.3	-1.4	13.4	12.4	1.0
Coast	4.7	4.0	0.7	9	3.8	4.4	-0.6	3.5	3.5	0.0	3.8	3.3	0.5	2.4	2.7	-0.3	4.9	8.6	-3.7	5.2	4.4	0.8
Edge	4.9	5.9	-1.0	8	4.1	5.4	-1.3	4.8	4.9	-0.1	6.7	5.7	1.0	4.2	4.6	-0.4	3.4	2.7	0.7	4.5	4.4	0.1
George FM	0.7	0.7	0.0	13	0.6	0.4	0.2	0.9	0.8	0.1	1.2	0.8	0.4	*	1.3	*	*	0.4	*	0.5	1.8	-1.3
Gold AM	*	n.a.	*	*	0.1	n.a.	*	*	n.a.	*	*	n.a.	*	0.1	n.a.	*	*	n.a.	*	0.6	n.a.	*
Kia Ora FM	0.2	0.6	-0.4	16	0.2	0.7	-0.5	0.2	0.2	0.0	0.3	0.4	-0.1	0.1	*	*	0.8	1.1	-0.3	0.4	0.3	0.1
Life FM	0.7	0.4	0.3	13	1.6	0.9	0.7	1.2	0.8	0.4	1.3	0.7	0.6	0.4	0.1	0.3	0.3	0.5	-0.2	1.1	0.8	0.3
Magic Music & Talk	12.9	13.5	-0.6	2	15.8	17.6	-1.8	11.1	12.9	-1.8	10.4	14.3	-3.9	13.2	15.5	-2.3	16.7	15.1	1.6	14.6	16.8	-2.2
Mai FM	3.2	3.5	-0.3	10	1.9	1.8	0.1	2.3	2.8	-0.5	1.2	3.1	-1.9	2.3	2.8	-0.5	6.3	1.6	4.7	3.0	2.9	0.1
More FM	12.8	13.3	-0.5	3	12.9	12.3	0.6	14.3	13.0	1.3	11.5	11.5	0.0	7.8	8.9	-1.1	5.5	7.4	-1.9	7.1	7.6	-0.5
Newstalk ZB	15.5	13.1	2.4	1	7.3	7.1	0.2	7.8	5.5	2.3	9.8	6.9	2.9	25.8	17.3	8.5	34.4	33.2	1.2	14.3	10.2	4.1
Radio Hauraki	0.7	0.8	-0.1	13	0.8	0.6	0.2	0.3	0.2	0.1	1.3	0.3	1.0	0.7	*	*	2.7	*	*	0.1	0.1	0.0
Rhema	1.5	2.6	-1.1	12	1.8	2.1	-0.3	2.4	2.3	0.1	3.1	3.5	-0.4	4.6	6.9	-2.3	1.3	6.0	-4.7	2.5	3.3	-0.8
Rock	8.4	6.5	1.9	7	10.0	7.5	2.5	12.2	10.3	1.9	10.4	8.8	1.6	2.4	7.8	-5.4	2.3	2.7	-0.4	6.4	5.0	1.4
The Hits	2.9	3.4	-0.5	11	4.8	4.3	0.5	4.2	4.5	-0.3	4.6	5.8	-1.2	2.9	2.8	0.1	1.3	1.7	-0.4	4.3	6.5	-2.2
The Sound	8.8	9.6	-0.8	6	9.9	12.8	-2.9	10.6	15.0	-4.4	7.8	10.5	-2.7	7.8	6.4	1.4	6.2	4.7	1.5	9.5	11.0	-1.5
ZM	10.2	9.5	0.7	5	7.4	6.4	1.0	9.6	9.0	0.6	14.8	11.9	2.9	8.8	6.4	2.4	3.9	2.1	1.8	9.6	7.9	1.7
MediaWorks Combo	62.5	63.1	-0.6		69.9	70.9	-1.0	67.7	70.5	-2.8	57.9	63.7	-5.8	52.5	59.6	-7.1	44.3	39.9	4.4	59.0	61.9	-2.9
NZME Combo	34.1	30.8	3.3		24.2	22.9	1.3	25.4	22.7	2.7	34.3	28.2	6.1	40.6	29.1	11.5	47.3	45.5	1.8	34.2	29.2	5.0

NB: SUM OF INDIVIDUAL STATIONS MAY NOT ADD TO NETWORK COMBO TOTAL DUE TO ROUNDING

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NZME Combo: Coast or Gold AM (from S2 2021) 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 10-24			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	27.5	25.9	1.6	1	4.4	4.8	-0.4	7.9	7.6	0.3	8.2	7.1	1.1	14.0	11.9	2.1	9.4	8.2	1.2	7.4	7.4	0.0	4.6	4.7	-0.1
Coast	9.5	11.2	-1.7	10	0.5	1.5	-1.0	1.9	2.4	-0.5	2.6	2.1	0.5	4.6	4.1	0.5	3.4	5.2	-1.8	3.7	5.0	-1.3	0.8	1.3	-0.5
Edge	19.6	21.3	-1.7	7	8.1	8.8	-0.7	13.2	11.8	1.4	8.9	9.6	-0.7	10.3	11.7	-1.4	2.3	2.7	-0.4	1.2	0.9	0.3	4.2	5.2	-1.0
George FM	3.0	3.9	-0.9	14	0.6	1.7	-1.1	2.6	3.0	-0.4	2.3	2.3	0.0	2.4	2.3	0.1	0.1	*	*	*	*	*	*	*	*
Gold AM	0.9	n.a.	*	17	*	n.a.	*	0.1	n.a.	*	0.3	n.a.	*	0.3	n.a.	*	0.7	n.a.	*	0.7	n.a.	*	0.4	n.a.	*
Kia Ora FM	1.8	3.3	-1.5	16	0.6	1.4	-0.8	0.7	1.5	-0.8	0.4	1.0	-0.6	0.6	1.3	-0.7	0.7	0.8	-0.1	0.6	0.5	0.1	0.3	0.5	-0.2
Life FM	3.2	3.1	0.1	13	0.7	0.6	0.1	1.2	1.0	0.2	1.0	0.9	0.1	1.6	1.5	0.1	1.1	1.3	-0.2	0.8	0.9	-0.1	0.6	0.7	-0.1
Magic Music & Talk	20.7	23.5	-2.8	6	0.9	2.4	-1.5	2.8	3.1	-0.3	3.5	3.9	-0.4	5.3	6.5	-1.2	7.0	8.3	-1.3	11.1	11.5	-0.4	2.6	2.9	-0.3
Mai FM	8.7	12.2	-3.5	11	3.7	4.5	-0.8	5.2	6.7	-1.5	3.8	6.2	-2.4	4.8	7.5	-2.7	1.2	1.5	-0.3	0.1	0.2	-0.1	2.4	2.7	-0.3
More FM	25.8	29.9	-4.1	2	7.4	10.2	-2.8	8.5	9.6	-1.1	8.0	8.4	-0.4	12.5	13.3	-0.8	9.1	9.8	-0.7	5.9	6.4	-0.5	7.7	7.2	0.5
Newstalk ZB	18.2	14.2	4.0	8	0.1	0.1	0.0	3.1	2.0	1.1	3.0	2.0	1.0	5.9	5.2	0.7	6.6	5.6	1.0	8.3	5.6	2.7	1.0	1.1	-0.1
Radio Hauraki	2.7	2.1	0.6	15	0.3	0.6	-0.3	0.5	0.6	-0.1	0.6	0.2	0.4	1.8	0.8	1.0	1.4	0.8	0.6	0.4	0.4	0.0	0.2	0.3	-0.1
Rhema	3.8	5.2	-1.4	12	0.9	1.2	-0.3	0.6	0.9	-0.3	*	0.5	*	0.3	1.1	-0.8	1.6	2.0	-0.4	1.8	1.9	-0.1	0.3	0.4	-0.1
Rock	21.3	21.2	0.1	4	6.7	6.0	0.7	13.1	12.3	0.8	11.2	11.1	0.1	12.6	13.4	-0.8	3.0	3.8	-0.8	1.9	1.6	0.3	3.7	3.6	0.1
The Hits	13.8	16.2	-2.4	9	4.0	6.1	-2.1	8.0	8.0	0.0	6.6	6.7	-0.1	7.8	7.9	-0.1	2.8	3.1	-0.3	2.0	2.2	-0.2	2.9	3.4	-0.5
The Sound	21.2	24.4	-3.2	5	2.5	3.2	-0.7	6.0	5.9	0.1	7.5	7.1	0.4	10.4	11.9	-1.5	7.3	10.6	-3.3	7.8	8.8	-1.0	3.7	4.3	-0.6
ZM	22.8	26.3	-3.5	3	7.2	9.5	-2.3	15.0	15.4	-0.4	12.8	13.2	-0.4	14.9	15.5	-0.6	2.6	3.4	-0.8	0.4	1.0	-0.6	4.7	5.0	-0.3
MediaWorks Combo	92.0	99.9	-7.9		19.7	22.6	-2.9	30.6	31.9	-1.3	28.0	30.0	-2.0	42.0	46.1	-4.1	27.2	30.5	-3.3	25.0	26.0	-1.0	16.8	18.0	-1.2
NZME Combo	55.4	56.4	-1.0		10.4	14.6	-4.2	22.0	21.8	0.2	19.5	18.2	1.3	27.3	26.0	1.3	14.6	15.0	-0.4	13.1	11.9	1.2	8.9	9.1	-0.2
All Commercial Radio	113.6	119.5	-5.9		23.9	26.9	-3.0	37.8	38.8	-1.0	33.8	35.2	-1.4	50.3	53.2	-2.9	34.5	35.7	-1.2	31.1	30.8	0.3	20.4	20.8	-0.4
Potential (000)	149.3	149.3	0.0		35.0	35.0	0.0	50.7	49.2	1.5	42.3	42.3	0.0	62.7	62.7	0.0	41.7	41.7	0.0	38.2	38.2	0.0	23.2	23.1	0.1
Sample	812	815	-3		158	146	12	257	270	-13	237	248	-11	355	381	-26	229	235	-6	220	214	6	147	150	-3

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 Gold AM (from S2 2021) 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 Daypart, People 10+

Survey Comparisons: 1/2021 - 2/2021

This Survey Period: Sun Jul 19 to Sat Nov 14 2020 & Sun Jan 31 to Sat Jun 19 2021

Last 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

	This	Last	+/-
Potential (000)	149.3	149.3	0.0
Sample Size	812	815	-3

	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	12.9	12.6	0.3	3	12.7	12.1	0.6	14.2	13.7	0.5	9.3	10.6	-1.3	4.4	4.6	-0.2	3.3	3.0	0.3	18.4	16.6	1.8	
Coast	6.3	7.2	-0.9	10	4.9	5.2	-0.3	6.0	6.0	0.0	4.0	4.1	-0.1	1.3	1.9	-0.6	1.4	1.5	-0.1	5.6	6.4	-0.8	
Edge	9.8	10.9	-1.1	8	6.5	8.1	-1.6	9.8	11.0	-1.2	8.4	9.1	-0.7	4.1	4.7	-0.6	1.0	0.8	0.2	10.1	11.3	-1.2	
George FM	1.2	2.3	-1.1	14	1.2	1.6	-0.4	2.5	2.2	0.3	1.5	1.7	-0.2	*	0.5	*	*	0.5	*	1.3	2.5	-1.2	
Gold AM	0.1	n.a.	*	17	0.1	n.a.	*	0.4	n.a.	*	0.1	n.a.	*	0.1	n.a.	*	0.1	n.a.	*	0.5	n.a.	*	
Kia Ora FM	0.5	1.2	-0.7	15	0.5	1.4	-0.9	0.8	1.3	-0.5	0.2	0.7	-0.5	0.2	0.2	0.0	0.6	1.0	-0.4	0.9	1.0	-0.1	
Life FM	1.7	1.1	0.6	13	2.1	1.9	0.2	1.5	1.3	0.2	0.6	0.9	-0.3	0.5	0.3	0.2	0.2	0.2	0.0	1.7	1.9	-0.2	
Magic Music & Talk	12.2	15.0	-2.8	5	10.3	12.6	-2.3	12.2	13.0	-0.8	9.7	13.2	-3.5	5.3	5.2	0.1	3.0	3.9	-0.9	14.2	15.8	-1.6	
Mai FM	5.0	7.6	-2.6	11	2.6	3.7	-1.1	3.9	6.2	-2.3	3.0	5.4	-2.4	2.0	2.4	-0.4	1.1	1.3	-0.2	6.3	6.7	-0.4	
More FM	15.9	18.1	-2.2	1	12.8	13.5	-0.7	15.7	18.3	-2.6	11.5	15.2	-3.7	5.4	6.8	-1.4	3.4	3.3	0.1	12.8	13.6	-0.8	
Newstalk ZB	12.6	11.2	1.4	4	9.0	7.6	1.4	9.0	6.8	2.2	8.1	7.3	0.8	6.5	5.0	1.5	8.1	6.4	1.7	13.9	9.8	4.1	
Radio Hauraki	0.5	1.1	-0.6	15	1.4	1.0	0.4	0.8	0.6	0.2	1.3	1.0	0.3	0.4	*	*	0.7	*	*	0.7	0.9	-0.2	
Rhema	1.9	3.0	-1.1	12	2.2	2.8	-0.6	1.8	2.5	-0.7	1.8	2.3	-0.5	0.3	1.1	-0.8	0.3	1.0	-0.7	2.2	2.7	-0.5	
Rock	11.6	11.2	0.4	6	9.2	9.5	-0.3	9.9	11.2	-1.3	12.3	13.6	-1.3	1.6	3.4	-1.8	1.1	0.7	0.4	12.7	11.4	1.3	
The Hits	6.4	7.9	-1.5	9	6.8	7.4	-0.6	6.6	8.3	-1.7	5.0	7.4	-2.4	2.3	2.9	-0.6	0.2	0.3	-0.1	8.6	11.2	-2.6	
The Sound	10.7	12.7	-2.0	7	8.3	10.6	-2.3	10.9	14.2	-3.3	8.3	10.2	-1.9	5.1	3.9	1.2	1.6	1.9	-0.3	12.7	14.0	-1.3	
ZM	14.2	16.7	-2.5	2	9.7	11.4	-1.7	11.5	13.1	-1.6	12.9	15.2	-2.3	4.9	5.8	-0.9	1.3	1.4	-0.1	14.2	15.4	-1.2	
MediaWorks Combo	61.5	69.3	-7.8		51.3	57.4	-6.1	62.1	68.3	-6.2	52.4	60.1	-7.7	25.3	27.1	-1.8	12.7	13.7	-1.0	69.2	70.7	-1.5	
NZME Combo	36.1	39.0	-2.9		28.0	28.9	-0.9	30.7	31.2	-0.5	29.2	30.5	-1.3	15.0	14.2	0.8	11.5	9.4	2.1	39.0	39.6	-0.6	
All Commercial Radio	87.3	93.9	-6.6		71.6	76.9	-5.3	80.0	85.8	-5.8	73.3	80.6	-7.3	37.4	40.7	-3.3	23.9	22.7	1.2	91.3	95.2	-3.9	

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 Gold AM (from S2 2021) or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Flava or Hokonui

## MANAWATU COMMERCIAL RADIO - SURVEY 2 2021

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

Survey Comparisons: 1/2021 - 2/2021

This Survey Period: Sun Jul 19 to Sat Nov 14 2020 & Sun Jan 31 to Sat Jun 19 2021

Last 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

	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	8:18	9:24	-1:06	5:16	5:31	-0:14	3:58	5:44	-1:46	5:16	7:04	-1:48	6:24	7:51	-1:27	10:30	11:40	-1:09	10:02	10:13	-0:11	6:00	5:57	0:02
Coast	8:26	7:49	0:36	9:16	6:35	2:40	10:06	8:42	1:23	8:26	9:41	-1:15	7:42	9:21	-1:38	6:39	7:24	-0:44	9:00	7:07	1:53	16:15	12:23	3:51
Edge	4:40	5:10	-0:30	3:30	3:15	0:15	4:22	5:00	-0:37	5:03	5:31	-0:28	5:29	6:35	-1:06	7:14	10:14	-2:59	5:24	5:25	-0:00	5:50	5:59	-0:09
George FM	4:12	5:11	-0:58	1:11	3:10	-1:58	4:35	5:56	-1:20	5:10	6:41	-1:30	4:58	6:41	-1:42	0:30	*	*	*	*	*	*	*	*
Gold AM	3:44	n.a.	*	*	n.a.	*	0:15	n.a.	*	3:35	n.a.	*	3:35	n.a.	*	3:48	n.a.	*	3:48	n.a.	*	2:19	n.a.	*
Kia Ora FM	2:54	2:53	0:01	3:36	1:42	1:53	5:09	4:21	0:47	4:29	5:43	-1:14	3:41	4:40	-0:59	1:52	1:49	0:02	1:22	1:22	-0:00	2:30	2:13	0:16
Life FM	6:31	4:54	1:37	4:11	4:21	-0:09	2:31	2:29	0:02	2:09	1:52	0:17	3:23	2:52	0:31	3:47	3:30	0:17	15:21	9:04	6:16	5:48	4:37	1:11
Magic Music & Talk	12:17	14:01	-1:44	21:43	10:19	11:23	8:14	8:19	-0:05	7:30	6:59	0:30	9:59	10:22	-0:22	14:11	14:56	-0:44	13:00	15:58	-2:57	7:01	10:45	-3:44
Mai FM	5:43	4:58	0:44	3:14	3:23	-0:08	5:20	5:56	-0:35	6:41	6:32	0:09	7:44	6:01	1:42	10:19	3:14	7:04	0:30	0:30	0:00	7:29	7:00	0:29
More FM	8:18	8:06	0:11	6:02	5:40	0:22	4:30	5:21	-0:51	6:12	8:36	-2:23	9:15	9:42	-0:26	11:29	9:55	1:33	9:07	8:40	0:26	10:39	8:12	2:26
Newstalk ZB	13:27	15:09	-1:41	0:15	0:15	0:00	3:18	5:37	-2:19	3:25	5:54	-2:29	7:39	10:19	-2:39	13:58	13:39	0:18	13:23	13:51	-0:28	7:01	6:06	0:54
Radio Hauraki	4:34	3:54	0:40	2:42	1:54	0:48	3:18	1:52	1:25	2:32	0:42	1:49	3:21	1:18	2:03	5:42	5:33	0:09	12:26	12:36	-0:09	0:56	0:59	-0:03
Rhema	11:31	12:46	-1:15	6:49	5:57	0:52	6:24	3:06	3:18	*	0:15	*	16:41	6:59	9:42	6:26	9:01	-2:35	6:12	7:10	-0:57	8:27	8:53	-0:25
Rock	7:49	7:35	0:13	6:11	5:29	0:41	7:39	6:41	0:58	8:30	7:30	0:59	8:47	8:38	0:09	10:00	11:42	-1:41	7:47	7:34	0:13	9:36	7:18	2:17
The Hits	5:29	6:19	-0:49	4:27	5:04	-0:36	3:41	4:44	-1:03	5:42	7:09	-1:26	5:06	6:32	-1:25	5:57	6:36	-0:38	9:06	8:58	0:08	6:26	5:51	0:35
The Sound	8:21	10:12	-1:50	3:26	4:06	-0:39	5:52	5:15	0:37	6:03	5:43	0:19	7:54	7:49	0:04	9:02	13:10	-4:08	11:04	16:09	-5:05	9:02	7:53	1:09
ZM	8:04	6:56	1:07	7:23	6:46	0:37	7:41	6:55	0:45	9:34	7:48	1:46	8:43	7:16	1:26	3:07	4:30	-1:22	0:35	5:01	-4:25	7:14	7:03	0:10
MediaWorks Combo	12:59	14:11	-1:11	8:59	9:01	-0:01	10:37	11:00	-0:22	12:12	12:45	-0:32	13:17	13:47	-0:30	15:40	17:28	-1:47	15:11	18:13	-3:01	14:14	12:40	1:34
NZME Combo	10:51	10:33	0:17	7:21	7:15	0:06	7:59	8:10	-0:10	9:59	10:04	-0:04	9:28	9:56	-0:28	10:19	10:19	-0:00	13:04	12:04	0:59	8:13	8:42	-0:28
All Commercial Radio	16:51	18:14	-1:23	11:13	12:08	-0:54	13:42	14:05	-0:23	16:07	16:30	-0:22	16:37	17:25	-0:47	17:40	20:35	-2:54	19:19	22:00	-2:41	15:48	15:19	0:29
Potential (000)	149.3	149.3	0.0	35.0	35.0	0.0	50.7	49.2	1.5	42.3	42.3	0.0	62.7	62.7	0.0	41.7	41.7	0.0	38.2	38.2	0.0	23.2	23.1	0.1
Sample	812	815	-3	158	146	12	257	270	-13	237	248	-11	355	381	-26	229	235	-6	220	214	6	147	150	-3

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 Gold AM (from S2 2021) or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Flava or Hokonui



# MANAWATU COMMERCIAL RADIO - SURVEY 2 2021

Average Time Spent Listening (hh:mm) by Daypart, People 10+

Survey Comparisons: 1/2021 - 2/2021

This Survey Period: Sun Jul 19 to Sat Nov 14 2020 & Sun Jan 31 to Sat Jun 19 2021

Last 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

	This	Last	+/-
Potential (000)	149.3	149.3	0.0
Sample Size	812	815	-3

	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	2:58	3:10	-0:11	3:58	4:13	-0:15	3:15	3:36	-0:20	1:56	2:11	-0:14	3:22	3:23	-0:01	0:51	1:05	-0:14	3:05	3:40	-0:34
Coast	2:40	2:10	0:29	2:38	3:20	-0:42	2:20	2:40	-0:19	2:02	2:04	-0:02	1:48	1:47	0:01	2:36	3:29	-0:53	3:57	3:21	0:35
Edge	1:48	2:06	-0:18	2:09	2:35	-0:25	2:00	2:02	-0:02	1:41	1:37	0:04	1:01	1:14	-0:12	2:27	2:09	0:18	1:53	1:54	-0:00
George FM	2:07	1:07	1:00	1:44	0:56	0:47	1:26	1:36	-0:09	1:42	1:12	0:30	*	3:00	*	*	0:30	*	1:31	3:28	-1:56
Gold AM	1:00	n.a.	*	3:30	n.a.	*	0:20	n.a.	*	1:00	n.a.	*	0:30	n.a.	*	0:15	n.a.	*	5:40	n.a.	*
Kia Ora FM	1:41	2:06	-0:24	0:58	1:59	-1:00	1:17	0:42	0:35	3:00	1:27	1:32	0:15	0:15	0:00	1:01	0:41	0:20	1:50	1:26	0:23
Life FM	1:34	1:23	0:11	2:39	1:55	0:44	3:07	2:53	0:14	4:32	1:58	2:34	0:54	0:32	0:22	1:09	1:24	-0:15	2:41	2:02	0:39
Magic Music & Talk	3:47	3:32	0:15	5:16	5:28	-0:11	3:40	4:33	-0:53	2:16	2:48	-0:32	2:30	3:44	-1:13	4:02	2:25	1:37	4:21	5:14	-0:52
Mai FM	2:18	1:48	0:30	2:26	1:54	0:32	2:26	2:05	0:21	0:52	1:27	-0:35	1:08	1:27	-0:19	4:18	0:47	3:31	2:01	2:08	-0:07
More FM	2:53	2:54	-0:00	3:26	3:33	-0:06	3:42	3:14	0:27	2:06	1:57	0:08	1:26	1:38	-0:12	1:11	1:24	-0:12	2:21	2:43	-0:22
Newstalk ZB	4:25	4:34	-0:08	2:47	3:41	-0:54	3:31	3:44	-0:13	2:32	2:27	0:05	4:00	4:23	-0:23	3:07	3:12	-0:05	4:22	5:07	-0:45
Radio Hauraki	4:47	2:59	1:48	1:55	2:25	-0:29	1:25	1:45	-0:20	2:02	0:43	1:18	2:00	*	*	3:00	*	*	0:40	0:42	-0:01
Rhema	2:47	3:25	-0:38	2:43	2:53	-0:10	5:27	4:04	1:23	3:31	4:00	-0:28	16:47	7:38	9:09	3:30	3:55	-0:24	4:40	6:09	-1:29
Rock	2:35	2:16	0:18	3:43	3:04	0:38	5:00	4:12	0:48	1:47	1:40	0:07	1:26	2:53	-1:27	1:27	2:30	-1:02	2:07	2:09	-0:02
The Hits	1:38	1:40	-0:02	2:24	2:17	0:06	2:34	2:27	0:07	1:56	2:01	-0:05	1:16	1:11	0:05	4:25	3:49	0:35	2:08	2:52	-0:43
The Sound	2:57	2:58	-0:01	4:04	4:44	-0:39	3:57	4:51	-0:53	1:57	2:38	-0:41	1:32	2:05	-0:32	2:52	1:34	1:18	3:10	3:51	-0:41
ZM	2:34	2:14	0:20	2:37	2:11	0:25	3:22	3:07	0:14	2:24	2:01	0:22	1:48	1:23	0:24	2:10	0:55	1:14	2:52	2:32	0:19
MediaWorks Combo	3:38	3:35	0:03	4:40	4:50	-0:10	4:25	4:43	-0:18	2:19	2:44	-0:24	2:05	2:46	-0:41	2:32	1:48	0:44	3:36	4:17	-0:41
NZME Combo	3:23	3:06	0:16	2:58	3:06	-0:08	3:21	3:19	0:01	2:28	2:23	0:04	2:42	2:35	0:07	3:00	3:00	0:00	3:42	3:37	0:05
All Commercial Radio	4:06	4:11	-0:05	4:47	5:05	-0:18	5:04	5:19	-0:15	2:52	3:12	-0:20	2:40	3:05	-0:24	3:03	2:43	0:19	4:38	5:09	-0:30

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 Gold AM (from S2 2021) or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Flava or Hokonui