



MANAWATU COMMERCIAL RADIO - SURVEY 4 2021

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

Survey Comparisons: 3/2021 - 4/2021

This Survey Period: Sun Jan 31 to Sat Nov 6 2021

Last Survey Period: Sun Sept 13 to Sat Nov 14 2020 & Sun Jan 31 to Sat Aug 28 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	9.6	9.6	0.0	4	5.1	4.3	0.8	3.7	4.9	-1.2	3.9	6.2	-2.3	10.3	8.8	1.5	17.3	14.5	2.8	10.2	13.2	-3.0	7.3	7.3	0.0
Coast	4.1	4.1	0.0	9	0.2	1.3	-1.1	5.0	3.5	1.5	4.7	4.0	0.7	3.5	3.6	-0.1	3.9	4.0	-0.1	6.7	6.7	0.0	2.9	3.9	-1.0
Edge	6.7	6.9	-0.2	8	17.5	18.1	-0.6	15.6	15.5	0.1	9.1	9.5	-0.4	7.8	8.0	-0.2	3.2	3.5	-0.3	1.5	1.6	-0.1	5.5	7.4	-1.9
George FM	0.5	0.7	-0.2	16	*	0.2	*	1.5	2.0	-0.5	1.3	2.0	-0.7	1.1	1.5	-0.4	0.2	0.3	-0.1	0.1	*	*	0.5	0.4	0.1
Gold AM	0.2	0.3	-0.1	18	*	*	*	0.2	*	*	0.2	0.2	0.0	0.1	0.1	0.0	0.4	0.6	-0.2	0.4	0.6	-0.2	0.3	0.4	-0.1
Kia Ora FM	0.3	0.3	0.0	17	0.2	0.6	-0.4	0.4	0.7	-0.3	0.6	0.5	0.1	0.5	0.4	0.1	0.3	0.3	0.0	0.2	0.2	0.0	0.9	0.3	0.6
Life FM	1.9	1.3	0.6	13	4.0	2.9	1.1	0.4	0.6	-0.2	1.1	0.8	0.3	1.3	0.9	0.4	0.9	0.5	0.4	2.2	1.5	0.7	1.9	1.2	0.7
Magic Music*	9.1	n.a.	*	5	5.9	n.a.	*	0.3	n.a.	*	0.3	n.a.	*	0.6	n.a.	*	10.6	n.a.	*	21.7	n.a.	*	1.8	n.a.	*
Magic Talk*	4.0	n.a.	*	10	0.1	n.a.	*	2.7	n.a.	*	2.5	n.a.	*	2.7	n.a.	*	6.2	n.a.	*	6.9	n.a.	*	1.9	n.a.	*
Mai FM	2.7	3.5	-0.8	12	4.1	5.7	-1.6	4.6	6.4	-1.8	4.1	6.3	-2.2	4.6	5.8	-1.2	2.7	2.3	0.4	*	*	*	4.6	6.4	-1.8
More FM	14.2	14.2	0.0	1	21.2	20.6	0.6	15.1	12.0	3.1	15.7	12.5	3.2	17.2	17.9	-0.7	15.0	20.0	-5.0	10.0	9.8	0.2	22.2	28.2	-6.0
Newstalk ZB	12.8	13.5	-0.7	2	1.9	0.4	1.5	2.4	2.0	0.4	2.4	2.0	0.4	3.4	4.3	-0.9	11.8	14.8	-3.0	19.4	21.9	-2.5	5.8	4.6	1.2
Radio Hauraki	0.8	0.5	0.3	15	*	0.1	*	0.7	0.2	0.5	1.1	0.3	0.8	1.3	0.7	0.6	1.3	1.1	0.2	0.7	0.7	0.0	0.4	0.1	0.3
Rhema	1.3	2.3	-1.0	14	1.2	1.8	-0.6	0.6	0.6	0.0	0.1	*	*	1.2	0.7	0.5	2.2	2.1	0.1	1.4	2.7	-1.3	*	0.6	*
Rock	9.8	8.2	1.6	3	15.9	14.6	1.3	15.3	18.0	-2.7	16.2	15.7	0.5	15.0	11.8	3.2	7.6	3.8	3.8	2.3	2.3	0.0	12.1	9.3	2.8
The Hits	3.7	4.2	-0.5	11	5.3	4.1	1.2	6.2	6.3	-0.1	6.7	7.2	-0.5	4.6	4.9	-0.3	2.6	3.7	-1.1	2.8	4.7	-1.9	3.6	3.3	0.3
The Sound	7.9	7.0	0.9	7	4.5	4.4	0.1	4.7	6.6	-1.9	7.4	7.4	0.0	8.0	8.9	-0.9	9.2	8.5	0.7	11.7	8.2	3.5	11.3	8.2	3.1
ZM	8.2	8.4	-0.2	6	12.2	15.0	-2.8	18.9	15.9	3.0	18.7	18.2	0.5	13.9	13.6	0.3	2.7	2.7	0.0	0.5	0.3	0.2	13.2	11.0	2.2
MediaWorks Combo	64.4	63.2	1.2		74.2	73.1	1.1	63.5	69.0	-5.5	60.5	64.0	-3.5	67.2	68.5	-1.3	71.9	68.8	3.1	64.3	59.8	4.5	67.2	72.6	-5.4
NZME Combo	29.7	31.0	-1.3		19.7	20.9	-1.2	33.5	27.8	5.7	33.8	31.9	1.9	26.8	27.2	-0.4	22.7	26.9	-4.2	30.4	34.9	-4.5	26.2	23.3	2.9
Potential (000)	149.3	149.3	0.0		35.0	35.0	0.0	49.1	50.3	-1.2	42.3	42.3	0.0	62.7	62.7	0.0	41.7	41.7	0.0	38.2	38.2	0.0	22.4	23.0	-0.6
Sample	812	818	-6		160	165	-5	224	263	-39	198	242	-44	288	356	-68	224	224	0	273	225	48	126	149	-23

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 (from S4 2021) or Magic Talk (from S4 2021) or Magic Music & Talk (until S3 2021) or Mai FM or More FM or Rock or The Sound

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

*Magic Music & Magic Talk were reported together as Magic Music & Talk in S3 2021 and therefore the individual station results cannot be compared in S4 2021

MANAWATU COMMERCIAL RADIO - SURVEY 4 2021

Station Share (%) by Daypart, People 10+

Survey Comparisons: 3/2021 - 4/2021

This Survey Period: Sun Jan 31 to Sat Nov 6 2021

Last Survey Period: Sun Sept 13 to Sat Nov 14 2020 & Sun Jan 31 to Sat Aug 28 2021

	This	Last	+/-
Potential (000)	149.3	149.3	0.0
Sample Size	812	818	-6

	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	8.3	9.6	-1.3	6	9.0	10.2	-1.2	10.2	10.0	0.2	9.1	7.0	2.1	11.3	14.0	-2.7	5.1	5.5	-0.4	11.1	9.6	1.5
Coast	3.6	4.4	-0.8	11	6.0	4.7	1.3	3.5	3.4	0.1	3.6	3.8	-0.2	1.2	1.8	-0.6	1.4	4.6	-3.2	5.0	4.9	0.1
Edge	6.8	7.4	-0.6	7	5.1	5.6	-0.5	7.1	6.9	0.2	7.4	8.6	-1.2	6.6	6.4	0.2	1.4	4.2	-2.8	7.6	7.2	0.4
George FM	0.1	0.6	-0.5	17	0.6	1.1	-0.5	0.5	0.8	-0.3	0.5	1.0	-0.5	0.1	*	*	*	*	*	0.8	0.4	0.4
Gold AM	0.2	*	*	16	*	0.2	*	*	*	*	0.1	*	*	*	0.1	*	*	*	*	0.5	0.9	-0.4
Kia Ora FM	0.1	0.2	-0.1	17	0.2	0.2	0.0	0.2	0.3	-0.1	0.3	0.5	-0.2	*	*	*	*	0.8	*	0.7	0.5	0.2
Life FM	2.5	1.6	0.9	12	1.9	1.3	0.6	1.6	1.2	0.4	2.1	1.6	0.5	0.2	0.3	-0.1	0.7	0.1	0.6	2.1	1.5	0.6
Magic Music*	8.8	n.a.	*	5	9.8	n.a.	*	8.0	n.a.	*	5.5	n.a.	*	9.2	n.a.	*	17.9	n.a.	*	10.6	n.a.	*
Magic Talk*	5.2	n.a.	*	9	4.4	n.a.	*	1.6	n.a.	*	3.4	n.a.	*	7.2	n.a.	*	3.3	n.a.	*	4.6	n.a.	*
Mai FM	3.9	4.5	-0.6	10	2.9	2.9	0.0	2.2	2.9	-0.7	1.6	2.3	-0.7	1.0	2.7	-1.7	6.7	7.4	-0.7	2.3	3.6	-1.3
More FM	13.0	14.3	-1.3	2	17.2	16.8	0.4	18.4	18.1	0.3	13.4	13.9	-0.5	10.5	9.2	1.3	4.4	7.1	-2.7	12.0	11.0	1.0
Newstalk ZB	16.9	16.1	0.8	1	7.9	8.2	-0.3	9.0	8.8	0.2	10.0	10.6	-0.6	21.2	23.9	-2.7	34.0	36.0	-2.0	12.5	14.7	-2.2
Radio Hauraki	0.6	0.5	0.1	15	0.5	0.7	-0.2	0.3	0.3	0.0	2.1	1.1	1.0	1.3	0.7	0.6	3.4	2.5	0.9	0.4	*	*
Rhema	1.4	1.3	0.1	14	1.7	2.0	-0.3	1.5	2.5	-1.0	1.6	3.0	-1.4	0.2	4.4	-4.2	*	1.3	*	0.9	2.4	-1.5
Rock	10.3	8.4	1.9	3	9.3	8.7	0.6	11.7	11.3	0.4	12.8	10.3	2.5	9.9	3.1	6.8	6.4	2.8	3.6	7.0	5.7	1.3
The Hits	2.2	2.5	-0.3	13	4.3	5.2	-0.9	4.2	4.3	-0.1	5.3	5.9	-0.6	5.8	4.4	1.4	0.2	1.2	-1.0	3.4	4.4	-1.0
The Sound	6.1	6.4	-0.3	8	9.2	7.9	1.3	8.7	8.2	0.5	9.3	6.5	2.8	4.7	5.6	-0.9	4.8	4.5	0.3	8.3	6.7	1.6
ZM	8.9	8.4	0.5	4	7.7	6.3	1.4	8.7	8.1	0.6	10.1	12.4	-2.3	7.1	8.8	-1.7	4.0	3.6	0.4	7.3	8.9	-1.6
MediaWorks Combo	62.5	64.3	-1.8		67.4	69.4	-2.0	68.4	69.0	-0.6	63.0	59.0	4.0	60.5	53.9	6.6	50.1	48.8	1.3	64.2	58.9	5.3
NZME Combo	32.4	31.9	0.5		26.3	25.3	1.0	25.7	24.9	0.8	31.1	33.8	-2.7	36.5	39.7	-3.2	43.1	47.9	-4.8	29.1	33.8	-4.7

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 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

Survey Comparisons: 3/2021 - 4/2021

This Survey Period: Sun Jan 31 to Sat Nov 6 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	24.3	27.8	-3.5	2	3.9	4.4	-0.5	6.8	8.4	-1.6	6.5	8.4	-1.9	11.8	14.3	-2.5	9.4	9.9	-0.5	7.6	7.8	-0.2	4.1	5.0	-0.9
Coast	9.3	9.6	-0.3	11	0.6	0.4	0.2	3.5	2.8	0.7	3.5	3.5	0.0	4.6	5.2	-0.6	2.6	3.0	-0.4	3.4	3.3	0.1	0.6	0.9	-0.3
Edge	19.8	20.5	-0.7	5	8.0	8.4	-0.4	12.3	13.0	-0.7	8.1	8.3	-0.2	9.9	9.9	0.0	2.9	3.0	-0.1	1.9	2.2	-0.3	3.6	4.6	-1.0
George FM	2.0	2.7	-0.7	17	*	0.5	*	1.5	2.3	-0.8	1.5	2.0	-0.5	1.8	2.2	-0.4	0.3	0.2	0.1	0.2	*	*	0.1	0.1	0.0
Gold AM	1.0	1.2	-0.2	18	*	*	*	0.5	0.1	0.4	0.5	0.3	0.2	0.5	0.3	0.2	0.5	0.9	-0.4	0.5	0.9	-0.4	0.7	0.6	0.1
Kia Ora FM	2.7	2.5	0.2	16	0.2	0.5	-0.3	0.7	0.9	-0.2	1.1	0.9	0.2	1.6	1.3	0.3	1.3	1.0	0.3	0.9	0.7	0.2	0.8	0.5	0.3
Life FM	4.4	4.1	0.3	13	1.5	1.4	0.1	1.0	1.5	-0.5	1.4	1.5	-0.1	2.1	2.1	0.0	1.0	0.7	0.3	0.8	0.5	0.3	0.7	0.6	0.1
Magic Music*	11.9	n.a.	*	9	0.4	n.a.	*	0.5	n.a.	*	0.5	n.a.	*	1.1	n.a.	*	5.1	n.a.	*	8.6	n.a.	*	1.2	n.a.	*
Magic Talk*	10.3	n.a.	*	10	0.2	n.a.	*	2.7	n.a.	*	3.3	n.a.	*	4.9	n.a.	*	3.9	n.a.	*	4.0	n.a.	*	1.9	n.a.	*
Mai FM	7.7	11.0	-3.3	12	2.4	4.4	-2.0	3.9	6.0	-2.1	3.6	5.0	-1.4	5.2	6.5	-1.3	1.7	1.6	0.1	0.1	0.1	0.0	1.8	2.7	-0.9
More FM	28.4	29.0	-0.6	1	7.3	8.0	-0.7	9.5	8.9	0.6	9.4	9.0	0.4	14.5	14.3	0.2	8.9	10.3	-1.4	6.4	6.5	-0.1	6.5	8.3	-1.8
Newstalk ZB	18.4	20.0	-1.6	6	0.4	0.2	0.2	3.3	3.3	0.0	3.5	3.2	0.3	5.6	5.9	-0.3	6.3	6.8	-0.5	8.4	9.4	-1.0	2.5	1.7	0.8
Radio Hauraki	3.4	2.2	1.2	14	0.2	0.3	-0.1	0.8	0.4	0.4	1.4	0.6	0.8	2.4	1.4	1.0	1.6	1.1	0.5	0.7	0.4	0.3	0.5	0.2	0.3
Rhema	2.8	3.5	-0.7	15	0.5	0.9	-0.4	0.9	0.6	0.3	0.7	*	*	1.0	0.2	0.8	1.2	1.5	-0.3	1.2	2.0	-0.8	0.1	0.3	-0.2
Rock	21.0	20.0	1.0	4	7.5	7.1	0.4	10.3	12.2	-1.9	9.9	10.1	-0.2	11.9	11.2	0.7	2.9	2.2	0.7	1.5	1.5	0.0	4.1	3.3	0.8
The Hits	13.5	14.2	-0.7	8	3.2	3.5	-0.3	6.9	7.8	-0.9	6.7	6.1	0.6	8.1	7.2	0.9	3.1	3.8	-0.7	2.2	3.5	-1.3	3.2	2.9	0.3
The Sound	17.6	16.9	0.7	7	2.7	2.5	0.2	4.0	5.6	-1.6	5.8	6.6	-0.8	8.9	9.7	-0.8	6.9	5.3	1.6	5.9	4.7	1.2	3.0	3.9	-0.9
ZM	21.1	21.8	-0.7	3	6.5	6.5	0.0	13.2	13.6	-0.4	12.1	12.2	-0.1	13.8	14.8	-1.0	2.5	3.2	-0.7	0.9	0.5	0.4	5.2	5.5	-0.3
MediaWorks Combo	88.1	94.6	-6.5		19.8	21.8	-2.0	27.6	31.6	-4.0	26.1	28.3	-2.2	39.8	43.2	-3.4	27.3	27.9	-0.6	24.7	24.2	0.5	15.6	17.5	-1.9
NZME Combo	55.7	57.3	-1.6		9.7	9.6	0.1	21.8	22.0	-0.2	21.0	19.9	1.1	27.8	27.6	0.2	14.7	16.0	-1.3	13.7	15.1	-1.4	10.7	10.4	0.3
All Commercial Radio	109.7	114.7	-5.0		23.5	25.0	-1.5	35.1	38.4	-3.3	33.0	34.2	-1.2	48.4	51.1	-2.7	32.9	33.9	-1.0	30.5	29.8	0.7	19.2	20.2	-1.0
Potential (000)	149.3	149.3	0.0		35.0	35.0	0.0	49.1	50.3	-1.2	42.3	42.3	0.0	62.7	62.7	0.0	41.7	41.7	0.0	38.2	38.2	0.0	22.4	23.0	-0.6
Sample	812	818	-6		160	165	-5	224	263	-39	198	242	-44	288	356	-68	224	224	0	273	225	48	126	149	-23

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Cumulative Audience (000's) by Daypart, People 10+

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	This	Last	+/-
Potential (000)	149.3	149.3	0.0
Sample Size	812	818	-6

	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	+/-	This	Last	+/-	Rank		
Breeze	9.8	11.8	-2.0	5	11.4	12.5	-1.1	13.5	15.1	-1.6	8.9	8.9	0.0	4.4	5.0	-0.6	3.0	4.0	-1.0	13.1	15.9	-2.8						
Coast	5.8	6.1	-0.3	9	5.5	5.2	0.3	5.9	5.6	0.3	4.9	4.6	0.3	1.1	1.2	-0.1	0.9	1.3	-0.4	4.9	5.6	-0.7						
Edge	9.2	10.2	-1.0	6	4.6	6.0	-1.4	8.8	10.0	-1.2	9.1	9.9	-0.8	3.8	4.8	-1.0	0.7	1.1	-0.4	12.4	11.3	1.1						
George FM	0.8	0.9	-0.1	15	0.7	1.0	-0.3	1.6	2.1	-0.5	0.6	1.3	-0.7	0.1	*	*	*	*	*	1.5	1.2	0.3						
Gold AM	0.5	0.1	0.4	17	*	0.2	*	0.2	0.6	-0.4	0.5	0.1	0.4	*	0.2	*	*	0.1	*	0.3	0.6	-0.3						
Kia Ora FM	0.2	0.5	-0.3	18	0.4	0.5	-0.1	1.0	1.0	0.0	0.6	0.7	-0.1	*	0.2	*	0.1	0.6	-0.5	1.8	1.2	0.6						
Life FM	3.3	2.6	0.7	13	1.9	1.9	0.0	2.5	2.3	0.2	2.1	1.3	0.8	0.4	0.4	0.0	0.3	0.1	0.2	3.1	2.5	0.6						
Magic Music*	7.0	n.a.	*	8	6.3	n.a.	*	7.0	n.a.	*	5.7	n.a.	*	2.6	n.a.	*	1.4	n.a.	*	8.6	n.a.	*						
Magic Talk*	5.4	n.a.	*	10	4.7	n.a.	*	4.7	n.a.	*	4.4	n.a.	*	1.6	n.a.	*	0.7	n.a.	*	6.4	n.a.	*						
Mai FM	5.3	6.8	-1.5	11	3.1	3.9	-0.8	3.7	4.8	-1.1	3.3	4.5	-1.2	1.5	3.1	-1.6	0.2	1.2	-1.0	4.6	7.9	-3.3						
More FM	17.3	18.2	-0.9	1	15.2	15.5	-0.3	17.0	17.4	-0.4	14.3	12.5	1.8	5.3	7.1	-1.8	3.0	4.5	-1.5	17.9	16.7	1.2						
Newstalk ZB	13.3	13.4	-0.1	2	8.6	9.4	-0.8	9.9	9.9	0.0	8.1	8.4	-0.3	6.6	7.6	-1.0	7.9	9.0	-1.1	13.0	15.2	-2.2						
Radio Hauraki	0.7	0.3	0.4	16	1.3	1.2	0.1	1.5	0.7	0.8	2.4	1.0	1.4	0.5	0.4	0.1	0.7	0.6	0.1	1.4	0.3	1.1						
Rhema	1.5	1.7	-0.2	14	1.3	1.7	-0.4	1.5	2.3	-0.8	1.3	2.0	-0.7	0.1	0.3	-0.2	*	0.2	*	2.0	2.5	-0.5						
Rock	11.8	10.8	1.0	4	7.4	7.7	-0.3	10.2	9.3	0.9	11.2	10.8	0.4	4.9	1.8	3.1	2.1	1.3	0.8	13.2	11.8	1.4						
The Hits	5.0	6.4	-1.4	12	6.9	7.6	-0.7	7.3	8.3	-1.0	6.3	6.7	-0.4	2.7	2.9	-0.2	0.2	0.2	0.0	6.3	7.3	-1.0						
The Sound	8.4	8.5	-0.1	7	7.7	6.8	0.9	9.3	8.8	0.5	8.2	7.8	0.4	4.7	4.3	0.4	1.5	1.0	0.5	10.8	10.5	0.3						
ZM	12.9	12.8	0.1	3	8.2	8.1	0.1	10.0	10.7	-0.7	11.1	11.8	-0.7	4.8	5.1	-0.3	1.2	1.1	0.1	12.2	13.4	-1.2						
MediaWorks Combo	60.8	63.7	-2.9		50.0	52.8	-2.8	58.8	62.9	-4.1	52.7	54.3	-1.6	24.6	26.9	-2.3	11.7	14.1	-2.4	69.1	71.2	-2.1						
NZME Combo	35.2	34.9	0.3		27.1	27.4	-0.3	31.8	32.6	-0.8	31.5	30.7	0.8	15.3	16.9	-1.6	10.7	12.2	-1.5	34.9	39.0	-4.1						
All Commercial Radio	85.6	90.1	-4.5		69.8	72.8	-3.0	80.0	82.3	-2.3	73.8	75.5	-1.7	36.1	39.1	-3.0	22.2	25.5	-3.3	90.6	94.5	-3.9						

MediaWorks Combo: Breeze or Edge or George FM or Magic Music (from S4 2021) or Magic Talk (from S4 2021) or Magic Music & Talk (until S3 2021) or Mai FM or More FM or Rock or The Sound

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

*Magic Music & Magic Talk were reported together as Magic Music & Talk in S3 2021 and therefore the individual station results cannot be compared in S4 2021

MANAWATU COMMERCIAL RADIO - SURVEY 4 2021

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

Survey Comparisons: 3/2021 - 4/2021

This Survey Period: Sun Jan 31 to Sat Nov 6 2021

Last Survey Period: Sun Sept 13 to Sat Nov 14 2020 & Sun Jan 31 to Sat Aug 28 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	7:37	6:44	0:52	3:58	3:06	0:52	2:39	3:11	-0:31	3:18	3:59	-0:41	7:19	5:09	2:09	11:18	9:31	1:46	8:14	9:47	-1:33	5:22	5:07	0:15
Coast	8:26	8:28	-0:01	1:08	9:42	-8:34	6:54	6:53	0:01	7:26	6:12	1:14	6:24	5:52	0:32	9:10	8:52	0:18	12:15	11:57	0:18	14:42	15:58	-1:15
Edge	6:27	6:34	-0:06	6:41	6:58	-0:17	6:11	6:31	-0:20	6:11	6:13	-0:01	6:36	6:45	-0:08	6:58	7:28	-0:29	4:50	4:16	0:33	4:36	5:41	-1:04
George FM	4:44	4:44	-0:00	*	1:02	*	4:50	4:40	0:10	4:50	5:20	-0:29	4:54	5:33	-0:39	5:12	7:39	-2:27	3:15	*	*	15:00	15:00	0:00
Gold AM	3:05	4:09	-1:04	*	*	*	1:45	0:15	1:30	1:45	4:44	-2:59	1:45	4:44	-2:59	4:21	4:00	0:21	4:21	4:00	0:21	1:16	2:18	-1:01
Kia Ora FM	2:10	2:43	-0:33	3:00	4:06	-1:06	3:08	4:15	-1:07	2:59	3:08	-0:08	2:41	2:57	-0:16	1:23	1:53	-0:30	1:06	1:24	-0:18	3:40	1:58	1:42
Life FM	8:16	6:16	2:00	8:22	6:45	1:36	2:04	2:01	0:02	4:24	2:47	1:36	5:02	3:37	1:24	5:31	4:55	0:35	16:29	16:22	0:07	7:55	6:44	1:11
Magic Music*	14:44	n.a.	*	42:01	n.a.	*	3:32	n.a.	*	3:32	n.a.	*	4:46	n.a.	*	12:54	n.a.	*	15:25	n.a.	*	4:25	n.a.	*
Magic Talk*	7:29	n.a.	*	1:00	n.a.	*	4:48	n.a.	*	4:08	n.a.	*	4:35	n.a.	*	9:42	n.a.	*	10:29	n.a.	*	2:57	n.a.	*
Mai FM	6:40	6:07	0:33	5:13	4:10	1:02	5:47	5:50	-0:02	6:18	6:48	-0:29	7:26	7:32	-0:05	9:25	9:18	0:07	0:15	0:15	0:00	7:35	8:23	-0:48
More FM	9:36	9:32	0:04	8:49	8:21	0:27	7:42	7:19	0:22	9:10	7:31	1:39	9:58	10:31	-0:33	10:25	12:32	-2:06	9:34	8:41	0:52	10:20	12:01	-1:40
Newstalk ZB	13:19	13:11	0:08	14:37	5:47	8:50	3:32	3:13	0:18	3:49	3:18	0:30	5:04	6:06	-1:01	11:33	14:10	-2:37	14:15	13:35	0:39	7:10	9:23	-2:12
Radio Hauraki	4:28	4:35	-0:06	0:15	0:48	-0:33	4:22	3:00	1:22	4:22	2:55	1:27	4:40	3:57	0:43	5:16	6:35	-1:19	5:42	11:12	-5:30	2:18	1:43	0:34
Rhema	8:31	12:34	-4:03	7:29	6:12	1:17	3:16	6:17	-3:00	0:38	*	*	9:41	24:46	-15:05	11:31	8:53	2:37	7:26	7:35	-0:09	0:15	6:37	-6:22
Rock	8:57	7:58	0:58	6:24	6:37	-0:12	7:14	8:04	-0:49	9:04	8:24	0:39	10:36	8:49	1:47	16:08	11:03	5:04	9:23	8:42	0:40	8:51	9:56	-1:04
The Hits	5:19	5:45	-0:25	5:07	3:47	1:20	4:24	4:25	-0:00	5:28	6:24	-0:55	4:44	5:42	-0:57	5:19	6:16	-0:57	7:51	7:50	0:01	3:22	4:06	-0:43
The Sound	8:40	8:03	0:36	5:00	5:39	-0:38	5:40	6:23	-0:42	7:04	6:01	1:03	7:29	7:42	-0:12	8:14	10:21	-2:07	12:07	10:02	2:05	11:11	7:25	3:46
ZM	7:26	7:30	-0:04	5:44	7:26	-1:42	7:00	6:23	0:36	8:31	8:02	0:28	8:29	7:42	0:47	6:43	5:37	1:06	3:19	2:56	0:22	7:35	7:04	0:31
MediaWorks Combo	14:05	13:02	1:02	11:25	10:50	0:35	11:11	11:57	-0:45	12:45	12:10	0:35	14:12	13:20	0:51	16:16	15:57	0:18	16:01	14:26	1:34	12:59	14:33	-1:34
NZME Combo	10:15	10:34	-0:18	6:11	7:01	-0:49	7:29	6:55	0:33	8:51	8:40	0:11	8:07	8:16	-0:09	9:34	10:52	-1:18	13:37	13:26	0:10	7:24	7:53	-0:29
All Commercial Radio	17:33	17:02	0:30	12:58	12:54	0:03	13:53	14:14	-0:21	16:41	15:46	0:55	17:22	16:28	0:54	18:46	19:05	-0:19	20:08	19:34	0:34	15:41	17:24	-1:43
Potential (000)	149.3	149.3	0.0	35.0	35.0	0.0	49.1	50.3	-1.2	42.3	42.3	0.0	62.7	62.7	0.0	41.7	41.7	0.0	38.2	38.2	0.0	22.4	23.0	-0.6
Sample	812	818	-6	160	165	-5	224	263	-39	198	242	-44	288	356	-68	224	224	0	273	225	48	126	149	-23

MediaWorks Combo: Breeze or Edge or George FM or Magic Music (from S4 2021) or Magic Talk (from S4 2021) or Magic Music & Talk (until S3 2021) or Mai FM or More FM or Rock or The Sound

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

*Magic Music & Magic Talk were reported together as Magic Music & Talk in S3 2021 and therefore the individual station results cannot be compared in S4 2021

MANAWATU COMMERCIAL RADIO - SURVEY 4 2021

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

Survey Comparisons: 3/2021 - 4/2021

This Survey Period: Sun Jan 31 to Sat Nov 6 2021

Last Survey Period: Sun Sept 13 to Sat Nov 14 2020 & Sun Jan 31 to Sat Aug 28 2021

	This	Last	+/-
Potential (000)	149.3	149.3	0.0
Sample Size	812	818	-6

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

MediaWorks Combo: Breeze or Edge or George FM or Magic Music (from S4 2021) or Magic Talk (from S4 2021) or Magic Music & Talk (until S3 2021) or Mai FM or More FM or Rock or The Sound

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

*Magic Music & Magic Talk were reported together as Magic Music & Talk in S3 2021 and therefore the individual station results cannot be compared in S4 2021