



# MANAWATU COMMERCIAL RADIO - SURVEY 2 2023

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

Survey Comparisons: 1/2023 - 2/2023

This Survey Period: Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 2023

Last Survey Period: Sun Apr 10 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 2023

	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	10.5	0.7	4	2.6	3.0	-0.4	6.8	8.4	-1.6	12.5	8.6	3.9	12.9	9.9	3.0	16.3	15.7	0.6	15.3	16.9	-1.6	8.2	10.5	-2.3
Coast	2.6	3.3	-0.7	11	0.1	0.1	0.0	0.7	1.1	-0.4	1.3	1.2	0.1	2.3	2.3	0.0	4.5	6.0	-1.5	5.1	7.5	-2.4	2.6	2.7	-0.1
Edge	5.4	5.1	0.3	10	12.1	12.3	-0.2	5.6	5.2	0.4	5.9	5.4	0.5	5.2	5.3	-0.1	3.3	3.4	-0.1	2.3	1.6	0.7	6.8	7.3	-0.5
George FM	1.4	1.5	-0.1	14	1.8	2.3	-0.5	2.5	2.9	-0.4	1.5	1.8	-0.3	2.4	2.4	0.0	2.0	1.7	0.3	*	*	*	0.3	0.5	-0.2
Gold Sport	0.6	0.1	0.5	15	*	*	*	*	*	*	*	*	*	1.2	*	*	2.0	0.4	1.6	0.4	0.4	0.0	0.6	0.7	-0.1
Kia Ora FM	0.2	0.5	-0.3	17	0.5	2.2	-1.7	0.2	0.1	0.1	0.2	0.1	0.1	0.2	0.1	0.1	0.2	0.1	0.1	*	0.1	*	0.5	0.2	0.3
Life FM	1.6	1.9	-0.3	13	4.0	6.3	-2.3	2.3	2.1	0.2	2.2	1.9	0.3	1.7	1.5	0.2	0.4	0.4	0.0	0.2	0.2	0.0	4.3	4.1	0.2
Magic	6.1	5.2	0.9	7	1.4	1.3	0.1	1.7	1.6	0.1	1.1	1.1	0.0	1.3	1.1	0.2	5.9	7.6	-1.7	12.9	10.8	2.1	3.4	3.8	-0.4
Mai FM	6.3	3.6	2.7	5	16.4	9.2	7.2	10.0	5.9	4.1	8.0	4.8	3.2	6.1	4.2	1.9	1.8	1.2	0.6	1.1	0.1	1.0	6.9	5.4	1.5
More FM	13.1	13.6	-0.5	2	15.6	20.8	-5.2	9.5	11.2	-1.7	10.0	10.1	-0.1	10.6	11.4	-0.8	18.3	14.7	3.6	17.7	13.2	4.5	20.5	20.4	0.1
Newstalk ZB	11.5	13.9	-2.4	3	0.1	0.2	-0.1	1.0	3.0	-2.0	1.2	3.4	-2.2	1.9	3.6	-1.7	9.1	10.5	-1.4	21.9	23.8	-1.9	6.1	8.2	-2.1
Radio Hauraki	0.4	0.7	-0.3	16	0.1	0.2	-0.1	0.5	1.3	-0.8	0.4	1.4	-1.0	0.9	1.6	-0.7	0.9	1.0	-0.1	*	*	*	2.1	2.2	-0.1
Rhema	1.7	1.7	0.0	12	1.5	1.4	0.1	1.0	0.9	0.1	1.1	0.7	0.4	0.8	0.5	0.3	2.4	3.1	-0.7	3.7	3.9	-0.2	0.6	0.2	0.4
Rock	14.5	15.8	-1.3	1	11.0	13.9	-2.9	33.8	32.9	0.9	32.0	32.6	-0.6	26.8	29.9	-3.1	7.8	10.3	-2.5	1.9	1.7	0.2	7.5	8.7	-1.2
SENZ Sport	0.1	0.2	-0.1	18	*	0.1	*	*	*	*	*	*	*	0.1	0.1	0.0	0.3	0.6	-0.3	0.2	0.4	-0.2	*	*	*
The Hits	6.1	5.4	0.7	7	14.1	8.8	5.3	7.9	9.1	-1.2	7.0	9.4	-2.4	6.9	7.9	-1.0	3.4	2.7	0.7	0.7	1.4	-0.7	5.3	6.3	-1.0
The Sound	6.3	7.1	-0.8	5	8.1	9.5	-1.4	3.3	3.3	0.0	3.4	5.2	-1.8	4.1	5.0	-0.9	8.6	8.7	-0.1	10.5	11.2	-0.7	7.9	8.0	-0.1
ZM	5.6	6.0	-0.4	9	6.9	8.2	-1.3	9.4	8.9	0.5	9.1	8.9	0.2	8.3	9.0	-0.7	4.7	6.0	-1.3	2.2	2.2	0.0	9.5	8.8	0.7
MediaWorks Combo	64.3	62.3	2.0		69.0	72.4	-3.4	73.2	71.3	1.9	74.4	69.5	4.9	69.5	69.3	0.2	64.0	63.4	0.6	61.8	55.5	6.3	61.5	64.7	-3.2
NZME Combo	27.3	29.4	-2.1		23.6	17.4	6.2	19.6	23.3	-3.7	19.2	24.2	-5.0	21.5	24.4	-2.9	24.6	26.6	-2.0	30.3	35.4	-5.1	26.3	28.9	-2.6
Potential (000)	152.4	152.4	0.0		35.2	35.2	0.0	50.5	50.7	-0.2	43.7	43.7	0.0	63.9	63.9	0.0	41.8	41.8	0.0	39.0	39.0	0.0	23.6	24.0	-0.4
Sample	828	814	14		146	133	13	257	241	16	249	242	7	322	312	10	191	191	0	241	243	-2	142	146	-4

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

MediaWorks Combo: Breeze, Edge, George FM, Magic, Mai FM, More FM, Rock, The Sound or internet only listening to Humm FM

NZME Combo: Coast, Gold AM (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui



# MANAWATU COMMERCIAL RADIO - SURVEY 2 2023

Station Share (%) by Daypart, People 10+

Survey Comparisons: 1/2023 - 2/2023

This Survey Period: Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 2023

Last Survey Period: Sun Apr 10 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 2023

	This	Last	+/-
Potential (000)	152.4	152.4	0.0
Sample Size	828	814	14

	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	9.9	10.3	-0.4	4	13.4	12.6	0.8	11.8	9.4	2.4	8.9	8.3	0.6	6.7	8.9	-2.2	14.6	3.0	11.6	11.9	12.5	-0.6
Coast	2.8	3.3	-0.5	11	2.8	3.6	-0.8	2.5	2.9	-0.4	1.8	2.8	-1.0	1.8	2.5	-0.7	0.5	1.0	-0.5	3.4	4.2	-0.8
Edge	7.4	7.2	0.2	5	4.8	5.1	-0.3	3.8	3.9	-0.1	5.0	5.0	0.0	2.2	2.3	-0.1	12.5	9.3	3.2	5.5	4.5	1.0
George FM	1.3	1.4	-0.1	13	2.1	2.0	0.1	1.9	1.9	0.0	1.2	1.5	-0.3	*	0.2	*	0.7	1.0	-0.3	1.0	1.1	-0.1
Gold Sport	1.0	0.3	0.7	14	0.8	*	*	0.2	*	*	0.8	0.5	0.3	1.4	*	*	1.1	*	*	0.2	*	*
Kia Ora FM	0.2	0.8	-0.6	18	0.1	0.1	0.0	*	0.7	*	0.2	0.1	0.1	0.2	0.2	0.0	*	0.4	*	0.5	0.6	-0.1
Life FM	1.7	1.7	0.0	12	1.4	1.8	-0.4	1.2	1.5	-0.3	0.9	1.0	-0.1	2.8	3.8	-1.0	1.3	1.6	-0.3	2.2	2.6	-0.4
Magic	3.5	2.4	1.1	10	6.3	4.7	1.6	5.6	4.0	1.6	5.3	4.8	0.5	9.5	11.8	-2.3	3.2	4.3	-1.1	8.5	7.5	1.0
Mai FM	7.4	2.6	4.8	5	5.1	4.3	0.8	6.3	4.0	2.3	7.2	4.1	3.1	3.1	3.2	-0.1	9.2	3.4	5.8	6.1	3.3	2.8
More FM	13.0	13.8	-0.8	2	10.2	11.4	-1.2	10.7	14.2	-3.5	17.7	14.6	3.1	26.8	11.0	15.8	11.6	12.6	-1.0	12.4	14.8	-2.4
Newstalk ZB	17.9	19.2	-1.3	1	9.1	10.7	-1.6	5.6	7.6	-2.0	8.4	13.4	-5.0	19.1	22.4	-3.3	18.9	25.3	-6.4	12.5	14.1	-1.6
Radio Hauraki	0.3	0.5	-0.2	17	0.5	0.9	-0.4	0.9	1.4	-0.5	0.5	1.0	-0.5	*	*	*	*	*	*	0.1	0.3	-0.2
Rhema	0.8	0.5	0.3	15	1.9	1.9	0.0	2.1	2.3	-0.2	1.6	0.9	0.7	1.6	2.4	-0.8	4.7	4.9	-0.2	1.6	1.6	0.0
Rock	11.0	12.1	-1.1	3	17.6	20.4	-2.8	17.6	20.2	-2.6	18.6	19.2	-0.6	10.2	12.0	-1.8	4.9	5.5	-0.6	12.4	12.1	0.3
SENZ Sport	0.4	0.3	0.1	16	0.1	0.1	0.0	*	0.1	*	0.1	0.1	0.0	*	*	*	*	*	*	*	0.4	*
The Hits	4.6	4.9	-0.3	8	7.4	5.4	2.0	9.0	6.3	2.7	5.2	4.8	0.4	2.7	4.1	-1.4	2.3	5.2	-2.9	5.2	5.6	-0.4
The Sound	4.6	5.9	-1.3	8	6.9	8.2	-1.3	9.9	11.4	-1.5	6.0	8.0	-2.0	2.3	3.5	-1.2	3.1	1.8	1.3	5.5	4.8	0.7
ZM	7.0	7.0	0.0	7	4.9	4.6	0.3	5.5	5.9	-0.4	7.5	7.8	-0.3	2.4	2.9	-0.5	5.8	13.9	-8.1	4.9	4.8	0.1
MediaWorks Combo	58.2	55.7	2.5		66.4	68.6	-2.2	67.5	69.1	-1.6	69.9	65.6	4.3	61.0	52.8	8.2	59.7	41.0	18.7	63.3	60.7	2.6
NZME Combo	33.9	35.2	-1.3		25.8	25.2	0.6	24.3	24.2	0.1	24.2	30.2	-6.0	27.4	32.1	-4.7	28.5	45.4	-16.9	27.5	28.9	-1.4

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

MediaWorks Combo: Breeze, Edge, George FM, Magic, Mai FM, More FM, Rock, The Sound or internet only listening to Humm FM

NZME Combo: Coast, Gold AM (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui



# MANAWATU COMMERCIAL RADIO - SURVEY 2 2023

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

Survey Comparisons: 1/2023 - 2/2023

This Survey Period: Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 2023

Last Survey Period: Sun Apr 10 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 2023

	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	24.8	25.2	-0.4	2	3.4	3.5	-0.1	5.9	5.9	0.0	7.4	6.0	1.4	11.1	11.5	-0.4	9.2	10.4	-1.2	7.9	8.3	-0.4	4.6	5.3	-0.7
Coast	7.1	7.3	-0.2	12	0.3	0.4	-0.1	0.5	0.7	-0.2	0.6	0.7	-0.1	2.6	2.2	0.4	4.2	3.8	0.4	3.2	3.9	-0.7	1.5	1.5	0.0
Edge	19.1	19.4	-0.3	4	8.9	8.9	0.0	8.8	9.1	-0.3	6.9	7.0	-0.1	8.4	8.9	-0.5	2.8	2.8	0.0	1.8	1.5	0.3	3.5	3.6	-0.1
George FM	3.7	4.2	-0.5	14	2.1	2.5	-0.4	3.0	3.4	-0.4	1.2	1.4	-0.2	1.5	1.6	-0.1	0.4	0.3	0.1	0.1	0.1	0.0	0.3	0.5	-0.2
Gold Sport	0.9	0.5	0.4	18	*	*	*	*	*	*	*	*	*	0.3	*	*	0.5	0.3	0.2	0.5	0.4	0.1	0.2	0.2	0.0
Kia Ora FM	2.8	2.7	0.1	15	0.8	1.4	-0.6	1.1	0.6	0.5	0.7	0.4	0.3	1.9	1.1	0.8	1.1	0.7	0.4	0.1	0.2	-0.1	1.2	0.7	0.5
Life FM	4.7	4.4	0.3	13	1.7	1.5	0.2	2.7	2.5	0.2	2.7	2.4	0.3	2.9	2.5	0.4	0.3	0.2	0.1	0.2	0.3	-0.1	1.7	1.4	0.3
Magic	13.1	11.4	1.7	9	1.6	1.3	0.3	2.6	2.7	-0.1	2.0	1.9	0.1	3.7	3.1	0.6	3.4	3.0	0.4	5.4	4.8	0.6	1.7	2.0	-0.3
Mai FM	12.1	8.6	3.5	10	5.2	4.0	1.2	5.9	4.0	1.9	4.7	3.5	1.2	5.4	4.5	0.9	2.1	1.1	1.0	1.5	0.1	1.4	2.5	2.7	-0.2
More FM	26.4	28.0	-1.6	1	7.7	8.8	-1.1	9.7	11.0	-1.3	7.9	8.9	-1.0	12.8	13.6	-0.8	9.1	8.3	0.8	5.3	4.7	0.6	6.4	6.9	-0.5
Newstalk ZB	17.0	18.6	-1.6	7	0.3	0.4	-0.1	1.5	2.1	-0.6	2.7	3.0	-0.3	4.3	4.9	-0.6	4.4	5.0	-0.6	8.4	8.7	-0.3	1.4	1.2	0.2
Radio Hauraki	1.3	2.5	-1.2	17	0.1	0.3	-0.2	0.7	1.6	-0.9	0.5	1.5	-1.0	0.8	1.8	-1.0	0.6	0.7	-0.1	0.3	0.4	-0.1	0.8	0.8	0.0
Rhema	7.2	6.5	0.7	11	2.2	2.1	0.1	1.8	1.5	0.3	2.1	1.3	0.8	2.8	1.8	1.0	1.8	2.2	-0.4	2.0	2.4	-0.4	0.4	0.3	0.1
Rock	24.3	24.9	-0.6	3	6.1	5.9	0.2	14.5	14.7	-0.2	12.7	13.3	-0.6	15.9	16.7	-0.8	4.2	4.6	-0.4	2.3	2.3	0.0	4.2	3.8	0.4
SENZ Sport	1.7	2.5	-0.8	16	0.4	0.7	-0.3	*	*	*	*	*	*	0.3	0.5	-0.2	1.2	1.7	-0.5	1.1	1.2	-0.1	*	*	*
The Hits	18.2	17.9	0.3	5	6.6	5.2	1.4	7.8	7.0	0.8	6.0	7.0	-1.0	8.7	10.0	-1.3	4.7	4.9	-0.2	2.8	2.6	0.2	3.4	4.1	-0.7
The Sound	15.6	15.8	-0.2	8	2.4	2.3	0.1	3.9	3.2	0.7	5.1	5.1	0.0	6.7	7.2	-0.5	5.4	5.3	0.1	6.5	6.3	0.2	2.7	2.9	-0.2
ZM	17.9	19.6	-1.7	6	6.3	7.4	-1.1	9.8	9.8	0.0	8.2	8.7	-0.5	10.6	11.2	-0.6	3.2	3.6	-0.4	1.0	1.1	-0.1	3.9	4.0	-0.1
MediaWorks Combo	86.5	87.0	-0.5		22.0	22.0	0.0	31.6	32.3	-0.7	27.3	28.6	-1.3	38.6	40.4	-1.8	24.6	23.4	1.2	21.7	20.9	0.8	15.3	15.8	-0.5
NZME Combo	53.2	56.3	-3.1		11.3	10.9	0.4	16.9	17.5	-0.6	15.4	17.8	-2.4	22.8	25.0	-2.2	14.4	15.1	-0.7	14.2	14.8	-0.6	9.3	9.8	-0.5
All Commercial Radio	115.7	115.4	0.3		24.4	23.7	0.7	37.8	39.2	-1.4	34.9	36.8	-1.9	51.8	52.3	-0.5	34.6	32.5	2.1	31.0	30.7	0.3	20.2	19.9	0.3
Potential (000)	152.4	152.4	0.0		35.2	35.2	0.0	50.5	50.7	-0.2	43.7	43.7	0.0	63.9	63.9	0.0	41.8	41.8	0.0	39.0	39.0	0.0	23.6	24.0	-0.4
Sample	828	814	14		146	133	13	257	241	16	249	242	7	322	312	10	191	191	0	241	243	-2	142	146	-4

MediaWorks Combo: Breeze, Edge, George FM, Magic, Mai FM, More FM, Rock, The Sound or internet only listening to Humm FM

NZME Combo: Coast, Gold AM (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui



# MANAWATU COMMERCIAL RADIO - SURVEY 2 2023

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

Survey Comparisons: 1/2023 - 2/2023

This Survey Period: Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 2023

Last Survey Period: Sun Apr 10 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 2023

	This	Last	+/-
Potential (000)	152.4	152.4	0.0
Sample Size	828	814	14

	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	11.6	11.6	0.0	4	10.8	11.2	-0.4	10.6	9.9	0.7	10.0	11.9	-1.9	3.1	3.7	-0.6	2.4	1.7	0.7	16.4	17.3	-0.9
Coast	3.4	3.2	0.2	11	2.6	3.1	-0.5	4.0	4.4	-0.4	2.8	2.6	0.2	0.6	0.6	0.0	0.2	0.5	-0.3	5.1	4.5	0.6
Edge	10.8	11.1	-0.3	5	8.7	8.0	0.7	9.2	8.9	0.3	7.2	7.9	-0.7	3.3	3.0	0.3	3.1	2.5	0.6	10.6	10.0	0.6
George FM	1.5	1.9	-0.4	15	1.9	1.6	0.3	1.8	1.3	0.5	1.8	2.4	-0.6	*	0.2	*	0.2	0.3	-0.1	0.9	1.2	-0.3
Gold Sport	0.6	0.3	0.3	18	0.5	*	*	0.3	0.1	0.2	0.5	0.2	0.3	0.3	*	*	0.3	*	*	0.4	0.1	0.3
Kia Ora FM	0.8	0.5	0.3	17	0.6	0.5	0.1	0.3	0.8	-0.5	0.9	0.4	0.5	0.2	0.2	0.0	*	0.2	*	1.1	0.9	0.2
Life FM	2.7	2.1	0.6	12	2.1	2.3	-0.2	2.0	2.4	-0.4	1.7	1.7	0.0	1.2	1.3	-0.1	0.4	0.5	-0.1	2.8	2.8	0.0
Magic	5.3	4.0	1.3	10	6.4	5.1	1.3	5.2	3.8	1.4	6.7	5.9	0.8	1.8	2.1	-0.3	1.0	0.8	0.2	8.4	7.5	0.9
Mai FM	7.8	3.9	3.9	7	6.6	4.4	2.2	7.3	3.8	3.5	6.3	3.4	2.9	2.4	2.5	-0.1	2.2	1.0	1.2	7.8	5.7	2.1
More FM	15.2	18.0	-2.8	1	10.5	12.3	-1.8	13.7	15.5	-1.8	11.2	14.0	-2.8	5.3	5.2	0.1	2.3	2.5	-0.2	15.4	16.7	-1.3
Newstalk ZB	12.1	13.3	-1.2	3	8.8	9.8	-1.0	8.1	9.6	-1.5	7.8	9.8	-2.0	5.6	5.9	-0.3	3.9	5.0	-1.1	13.4	14.6	-1.2
Radio Hauraki	1.0	1.6	-0.6	16	0.5	1.0	-0.5	0.7	1.3	-0.6	1.0	1.9	-0.9	*	0.1	*	*	0.1	*	0.2	0.4	-0.2
Rhema	2.7	1.7	1.0	12	2.2	2.1	0.1	4.1	4.0	0.1	2.6	1.8	0.8	1.3	1.7	-0.4	1.5	1.4	0.1	4.2	3.8	0.4
Rock	13.0	14.2	-1.2	2	13.3	13.7	-0.4	12.2	12.2	0.0	12.2	12.9	-0.7	5.5	6.3	-0.8	2.4	2.8	-0.4	12.6	13.1	-0.5
SENZ Sport	1.7	1.8	-0.1	14	0.3	0.3	0.0	*	0.4	*	0.3	0.3	0.0	*	*	*	*	*	*	0.3	1.0	-0.7
The Hits	7.3	6.7	0.6	8	7.4	5.5	1.9	10.2	8.0	2.2	8.3	7.4	0.9	2.5	2.8	-0.3	1.7	2.2	-0.5	10.6	10.0	0.6
The Sound	6.2	6.6	-0.4	9	5.6	6.6	-1.0	9.0	10.1	-1.1	6.2	7.9	-1.7	2.6	2.5	0.1	2.0	1.3	0.7	8.8	7.0	1.8
ZM	9.3	10.5	-1.2	6	6.9	6.9	0.0	10.2	10.1	0.1	10.1	11.0	-0.9	3.8	4.2	-0.4	2.1	2.3	-0.2	8.5	9.3	-0.8
MediaWorks Combo	57.1	56.0	1.1		49.3	49.0	0.3	54.6	51.8	2.8	50.6	52.1	-1.5	18.9	20.0	-1.1	11.5	9.3	2.2	64.4	64.6	-0.2
NZME Combo	32.5	33.0	-0.5		26.8	26.0	0.8	31.9	31.2	0.7	29.7	31.4	-1.7	12.8	13.7	-0.9	8.1	10.0	-1.9	35.5	36.2	-0.7
All Commercial Radio	86.1	84.4	1.7		73.4	71.9	1.5	80.6	78.1	2.5	75.9	77.4	-1.5	31.1	32.4	-1.3	20.0	19.1	0.9	92.9	94.5	-1.6

MediaWorks Combo: Breeze, Edge, George FM, Magic, Mai FM, More FM, Rock, The Sound or internet only listening to Humm FM

NZME Combo: Coast, Gold AM (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui



# MANAWATU COMMERCIAL RADIO - SURVEY 2 2023

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

Survey Comparisons: 1/2023 - 2/2023

This Survey Period: Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 2023

Last Survey Period: Sun Apr 10 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 2023

	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	8:50	7:36	1:14	3:08	3:03	0:04	7:00	8:29	-1:28	9:52	7:51	2:01	9:40	6:34	3:06	10:20	7:52	2:28	10:25	10:45	-0:19	5:09	5:16	-0:06
Coast	7:08	8:15	-1:06	0:52	0:55	-0:02	9:00	8:56	0:03	13:37	8:56	4:40	7:07	7:46	-0:38	6:18	8:14	-1:55	8:26	10:03	-1:37	4:48	4:38	0:10
Edge	5:28	4:48	0:40	5:29	4:54	0:34	3:50	3:23	0:26	4:56	4:11	0:45	5:11	4:31	0:39	6:55	6:13	0:42	6:46	5:50	0:56	5:42	5:16	0:26
George FM	7:19	6:23	0:55	3:18	3:19	-0:01	5:00	5:07	-0:07	7:20	7:00	0:20	13:28	11:18	2:10	28:56	28:37	0:19	0:15	0:15	0:00	3:45	2:39	1:05
Gold Sport	14:02	4:35	9:26	*	*	*	*	*	*	*	*	*	33:45	*	*	25:03	6:40	18:22	3:55	5:19	-1:23	10:00	10:00	0:00
Kia Ora FM	1:28	3:14	-1:45	2:19	5:39	-3:19	1:23	1:07	0:15	1:26	1:08	0:18	1:04	0:42	0:21	0:49	0:25	0:24	2:00	1:26	0:33	1:03	0:50	0:13
Life FM	6:34	7:57	-1:23	9:46	14:28	-4:42	5:15	5:00	0:14	4:40	4:27	0:12	4:47	4:34	0:13	8:19	8:33	-0:13	5:39	4:12	1:27	7:28	7:53	-0:25
Magic	9:04	8:16	0:47	3:32	3:32	-0:00	3:52	3:36	0:16	3:22	3:14	0:08	3:01	2:42	0:18	10:01	13:11	-3:10	12:55	11:44	1:11	5:43	5:01	0:41
Mai FM	10:07	7:37	2:30	12:45	8:16	4:29	10:14	8:49	1:24	9:48	7:26	2:21	9:23	7:05	2:17	4:58	5:48	-0:49	3:47	5:30	-1:42	8:00	5:22	2:37
More FM	9:42	8:52	0:49	8:09	8:23	-0:13	5:52	6:05	-0:13	7:20	6:14	1:06	6:55	6:22	0:32	11:42	9:13	2:28	18:01	14:52	3:08	9:12	7:50	1:22
Newstalk ZB	13:09	13:39	-0:29	1:45	1:26	0:18	3:55	8:25	-4:29	2:34	6:11	-3:36	3:35	5:33	-1:57	11:54	10:51	1:03	14:04	14:29	-0:24	12:25	17:32	-5:07
Radio Hauraki	6:30	5:21	1:08	3:00	1:56	1:03	4:18	4:42	-0:24	4:38	5:01	-0:23	9:13	7:02	2:11	9:02	7:39	1:23	0:30	0:30	0:00	7:52	7:24	0:27
Rhema	4:40	4:41	-0:00	2:43	2:19	0:23	3:26	3:44	-0:17	2:54	2:55	-0:01	2:27	2:10	0:16	7:29	7:16	0:13	10:11	8:48	1:22	4:56	1:49	3:06
Rock	11:39	11:33	0:06	7:19	8:26	-1:06	13:59	13:25	0:33	14:35	13:29	1:05	14:06	13:33	0:33	10:45	11:47	-1:01	4:35	3:50	0:45	5:07	6:02	-0:54
SENZ Sport	1:06	1:25	-0:18	0:15	0:17	-0:02	*	*	*	*	*	*	2:30	2:00	0:30	1:19	1:54	-0:34	1:06	1:51	-0:44	*	*	*
The Hits	6:31	5:31	0:59	8:33	6:00	2:32	6:05	7:48	-1:42	6:48	7:20	-0:31	6:39	5:59	0:40	4:11	2:53	1:17	1:23	2:50	-1:26	4:29	4:04	0:25
The Sound	7:56	8:14	-0:17	13:36	14:41	-1:04	5:01	6:03	-1:02	3:55	5:37	-1:41	5:06	5:16	-0:09	9:23	8:39	0:44	8:46	9:15	-0:28	8:21	7:23	0:57
ZM	6:05	5:33	0:31	4:24	3:57	0:27	5:47	5:26	0:21	6:23	5:37	0:45	6:32	6:06	0:25	8:38	8:40	-0:01	11:38	10:50	0:48	7:01	5:50	1:11
MediaWorks Combo	14:30	13:05	1:25	12:34	11:44	0:50	13:56	13:15	0:41	15:48	13:20	2:27	15:01	13:01	1:59	15:11	14:06	1:04	15:17	13:56	1:20	11:36	10:47	0:49
NZME Combo	10:00	9:33	0:26	8:25	5:41	2:43	6:58	7:59	-1:00	7:11	7:28	-0:17	7:53	7:23	0:30	9:59	9:11	0:48	11:30	12:32	-1:01	8:08	7:48	0:19
All Commercial Radio	16:51	15:51	1:00	16:27	15:03	1:24	15:54	15:17	0:36	16:35	14:54	1:40	16:08	14:30	1:37	16:53	16:02	0:51	17:22	17:08	0:13	14:19	13:17	1:02
Potential (000)	152.4	152.4	0.0	35.2	35.2	0.0	50.5	50.7	-0.2	43.7	43.7	0.0	63.9	63.9	0.0	41.8	41.8	0.0	39.0	39.0	0.0	23.6	24.0	-0.4
Sample	828	814	14	146	133	13	257	241	16	249	242	7	322	312	10	191	191	0	241	243	-2	142	146	-4

MediaWorks Combo: Breeze, Edge, George FM, Magic, Mai FM, More FM, Rock, The Sound or internet only listening to Humm FM

NZME Combo: Coast, Gold AM (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui



# MANAWATU COMMERCIAL RADIO - SURVEY 2 2023

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

Survey Comparisons: 1/2023 - 2/2023

This Survey Period: Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 2023

Last Survey Period: Sun Apr 10 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 2023

	This	Last	+/-
Potential (000)	152.4	152.4	0.0
Sample Size	828	814	14

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

MediaWorks Combo: Breeze, Edge, George FM, Magic, Mai FM, More FM, Rock, The Sound or internet only listening to Humm FM

NZME Combo: Coast, Gold AM (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui