



MANAWATU COMMERCIAL RADIO - SURVEY 3 2024

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

Survey Comparisons: 2/2024 - 3/2024

This Survey Period: Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024 & Sun Aug 11 to Sat Nov 2 2024
 Last Survey Period: Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024

	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	9.0	9.2	-0.2	2	6.6	4.8	1.8	5.9	5.2	0.7	4.0	8.1	-4.1	4.4	8.5	-4.1	11.0	9.5	1.5	13.7	9.1	4.6	6.7	4.4	2.3
Channel X	7.7	6.9	0.8	4	3.1	3.5	-0.4	11.6	11.0	0.6	16.9	14.7	2.2	14.2	12.8	1.4	5.5	6.1	-0.6	3.8	2.8	1.0	7.6	7.7	-0.1
Coast	6.4	5.2	1.2	10	0.9	0.9	0.0	1.9	2.2	-0.3	6.6	3.5	3.1	5.9	4.2	1.7	12.1	10.0	2.1	12.1	10.2	1.9	2.7	1.0	1.7
Edge	5.9	5.4	0.5	11	18.3	13.3	5.0	8.3	6.7	1.6	6.7	7.8	-1.1	5.7	5.8	-0.1	2.9	2.7	0.2	1.4	1.6	-0.2	8.4	8.2	0.2
George FM	0.6	0.6	0.0	16	*	0.1	*	1.8	2.0	-0.2	1.7	1.8	-0.1	1.4	1.3	0.1	0.4	0.2	0.2	*	*	*	0.6	0.4	0.2
Gold Sport	0.4	0.5	-0.1	18	*	*	*	*	*	*	*	*	*	*	1.0	*	0.1	1.3	-1.2	0.1	0.1	0.0	*	*	*
Kia Ora FM	1.3	1.1	0.2	14	1.4	0.8	0.6	1.5	1.1	0.4	1.0	0.9	0.1	2.5	2.3	0.2	2.5	2.3	0.2	*	*	*	4.8	4.4	0.4
Life FM	1.2	1.3	-0.1	15	2.0	1.8	0.2	1.5	2.4	-0.9	1.3	2.2	-0.9	1.8	2.3	-0.5	1.5	1.3	0.2	0.2	0.1	0.1	3.3	4.3	-1.0
Magic	7.8	8.7	-0.9	3	1.4	1.6	-0.2	0.5	1.1	-0.6	1.0	1.8	-0.8	2.2	3.0	-0.8	8.5	7.2	1.3	15.5	15.6	-0.1	1.1	2.0	-0.9
Mai FM	7.4	8.1	-0.7	6	14.2	19.1	-4.9	16.9	18.2	-1.3	12.6	13.1	-0.5	11.3	10.4	0.9	4.6	3.3	1.3	0.7	0.5	0.2	8.2	7.3	0.9
More FM	7.0	9.1	-2.1	8	9.7	12.6	-2.9	5.9	6.4	-0.5	6.5	8.3	-1.8	9.0	8.8	0.2	8.1	11.3	-3.2	5.0	9.9	-4.9	9.9	14.1	-4.2
Newstalk ZB	13.4	11.5	1.9	1	0.9	0.2	0.7	1.9	1.7	0.2	2.9	2.4	0.5	4.4	4.6	-0.2	9.8	9.5	0.3	18.2	18.9	-0.7	6.9	6.9	0.0
Radio Hauraki	0.5	0.4	0.1	17	1.0	0.8	0.2	1.7	1.6	0.1	1.1	1.0	0.1	0.7	0.7	0.0	*	*	*	*	*	*	1.8	1.6	0.2
Rhema	2.1	2.7	-0.6	13	0.7	0.5	0.2	0.5	0.4	0.1	2.7	3.7	-1.0	2.5	3.2	-0.7	3.1	3.5	-0.4	2.5	3.6	-1.1	6.3	7.5	-1.2
Rock	7.6	7.9	-0.3	5	11.3	10.5	0.8	6.9	11.3	-4.4	8.8	10.3	-1.5	9.0	9.6	-0.6	9.2	9.0	0.2	6.4	6.4	0.0	7.0	8.1	-1.1
SENZ (Sport Nation)*	0.1	0.1	0.0	19	*	*	*	*	*	*	*	*	*	0.1	*	*	0.1	0.1	0.0	*	0.1	*	*	*	*
The Hits	5.3	4.7	0.6	12	9.8	12.4	-2.6	11.4	7.1	4.3	8.9	3.8	5.1	8.4	5.4	3.0	3.6	4.5	-0.9	0.4	0.5	-0.1	11.7	10.0	1.7
The Sound	7.3	7.8	-0.5	7	5.3	3.4	1.9	6.4	5.4	1.0	4.6	4.5	0.1	6.5	7.7	-1.2	11.0	13.3	-2.3	12.0	13.0	-1.0	3.0	2.1	0.9
ZM	6.6	6.0	0.6	9	10.1	9.4	0.7	14.3	14.6	-0.3	11.4	10.9	0.5	9.0	7.0	2.0	4.6	3.4	1.2	3.5	4.5	-1.0	8.5	8.7	-0.2
MediaWorks Combo	60.1	63.7	-3.6		70.1	68.9	1.2	64.1	67.3	-3.2	62.8	70.3	-7.5	63.6	67.9	-4.3	61.1	62.7	-1.6	58.4	58.8	-0.4	52.6	54.1	-1.5
NZME Combo	32.8	28.8	4.0		22.9	25.4	-2.5	31.5	27.5	4.0	31.1	21.8	9.3	28.5	22.9	5.6	30.2	28.8	1.4	34.3	34.2	0.1	31.9	28.5	3.4
Potential (000)	154.2	154.2	0.0		35.3	35.3	0.0	49.6	49.5	0.1	44.7	44.7	0.0	64.8	64.8	0.0	41.6	41.6	0.0	39.3	39.3	0.0	27.3	27.0	0.3
Sample	878	850	28		164	168	-4	302	296	6	288	274	14	389	367	22	240	225	15	232	230	2	179	166	13

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

MediaWorks Combo: Breeze, Channel X (from S2 2024), Edge, George FM, Magic, Mai FM, More FM, Rock, The Sound or internet only listening to Humm FM

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

*SENZ rebranded to Sport Nation from Nov 19th 2024



MANAWATU COMMERCIAL RADIO - SURVEY 3 2024

Station Share (%) by Daypart, People 10+

Survey Comparisons: 2/2024 - 3/2024

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Last Survey Period: Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024

	This	Last	+/-
Potential (000)	154.2	154.2	0.0
Sample Size	878	850	28

	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	9.1	7.7	1.4	2	9.0	10.4	-1.4	9.3	9.6	-0.3	10.1	10.2	-0.1	8.4	7.3	1.1	3.5	10.4	-6.9	8.8	8.8	0.0
Channel X	7.8	6.9	0.9	5	10.3	9.5	0.8	10.0	9.6	0.4	8.1	6.9	1.2	2.1	1.5	0.6	1.5	1.4	0.1	4.6	3.9	0.7
Coast	6.2	6.2	0.0	9	7.9	6.1	1.8	8.9	6.4	2.5	5.9	4.7	1.2	0.8	0.6	0.2	9.6	6.4	3.2	3.8	3.2	0.6
Edge	5.6	4.8	0.8	10	5.6	4.3	1.3	5.6	4.9	0.7	5.9	5.7	0.2	5.1	3.8	1.3	12.1	12.1	0.0	5.8	6.5	-0.7
George FM	1.3	1.4	-0.1	14	*	0.2	*	*	0.1	*	1.8	1.5	0.3	0.2	*	*	0.2	0.1	0.1	0.6	0.4	0.2
Gold Sport	*	0.6	*	*	0.9	0.6	0.3	0.8	0.2	0.6	*	0.3	*	0.3	1.5	-1.2	*	0.8	*	0.3	0.4	-0.1
Kia Ora FM	1.5	1.6	-0.1	13	0.4	0.3	0.1	1.9	1.4	0.5	0.9	0.9	0.0	1.7	1.9	-0.2	1.4	0.7	0.7	1.3	1.2	0.1
Life FM	1.2	1.4	-0.2	15	0.8	1.1	-0.3	1.0	1.2	-0.2	1.7	1.8	-0.1	1.8	1.5	0.3	0.4	0.1	0.3	1.3	1.6	-0.3
Magic	6.5	7.6	-1.1	8	8.9	9.3	-0.4	7.7	8.4	-0.7	6.5	7.1	-0.6	5.7	6.4	-0.7	5.7	5.3	0.4	9.4	11.4	-2.0
Mai FM	8.0	9.3	-1.3	4	6.2	6.2	0.0	7.3	7.9	-0.6	6.5	7.8	-1.3	9.9	9.0	0.9	7.5	8.6	-1.1	7.9	8.9	-1.0
More FM	7.0	8.2	-1.2	7	5.9	7.4	-1.5	6.4	8.0	-1.6	7.9	12.2	-4.3	6.8	18.3	-11.5	7.2	8.4	-1.2	8.0	8.6	-0.6
Newstalk ZB	16.8	14.3	2.5	1	10.3	8.2	2.1	7.5	6.5	1.0	12.2	9.6	2.6	28.2	24.7	3.5	31.5	27.0	4.5	13.8	12.9	0.9
Radio Hauraki	0.1	*	*	18	0.8	0.8	0.0	1.0	0.9	0.1	0.1	0.1	0.0	0.2	0.2	0.0	0.2	0.1	0.1	0.4	0.3	0.1
Rhema	1.0	1.3	-0.3	16	2.7	3.6	-0.9	2.0	2.8	-0.8	1.7	2.9	-1.2	1.7	2.1	-0.4	2.0	2.2	-0.2	2.9	3.2	-0.3
Rock	7.8	9.3	-1.5	5	8.0	8.5	-0.5	7.9	8.0	-0.1	7.2	6.7	0.5	6.4	5.8	0.6	5.7	4.5	1.2	7.6	7.9	-0.3
SENZ (Sport Nation)*	0.2	0.2	0.0	17	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0	*	*	*	*	*	*	0.3	0.2	0.1
The Hits	3.6	2.8	0.8	12	4.2	5.0	-0.8	4.9	6.3	-1.4	6.4	5.2	1.2	4.9	3.9	1.0	0.6	0.5	0.1	8.7	5.3	3.4
The Sound	5.6	5.7	-0.1	10	10.4	11.0	-0.6	8.9	10.5	-1.6	7.4	7.0	0.4	5.1	3.6	1.5	3.3	3.5	-0.2	5.2	6.0	-0.8
ZM	8.5	8.8	-0.3	3	5.6	5.8	-0.2	6.2	5.5	0.7	7.8	7.7	0.1	4.3	2.4	1.9	3.7	3.9	-0.2	6.6	4.9	1.7
MediaWorks Combo	58.7	60.9	-2.2		64.4	66.9	-2.5	63.2	67.0	-3.8	61.4	65.2	-3.8	49.8	55.6	-5.8	46.9	54.3	-7.4	57.9	62.6	-4.7
NZME Combo	35.3	33.1	2.2		29.6	26.6	3.0	29.3	26.2	3.1	32.5	27.6	4.9	38.7	33.3	5.4	46.0	38.8	7.2	33.8	27.9	5.9

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

MediaWorks Combo: Breeze, Channel X (from S2 2024), Edge, George FM, Magic, Mai FM, More FM, Rock, The Sound or internet only listening to Humm FM

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

*SENZ rebranded to Sport Nation from Nov 19th 2024



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

Survey Comparisons: 2/2024 - 3/2024

This Survey Period: Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024 & Sun Aug 11 to Sat Nov 2 2024

Last Survey Period: Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024

	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	19.4	20.7	-1.3	3	4.1	3.6	0.5	5.3	5.2	0.1	4.3	6.3	-2.0	6.9	9.2	-2.3	6.3	5.9	0.4	6.8	5.9	0.9	3.5	3.7	-0.2
Channel X	12.4	12.2	0.2	10	3.2	3.1	0.1	6.1	6.1	0.0	6.5	6.1	0.4	8.1	8.0	0.1	2.3	2.5	-0.2	1.2	1.0	0.2	2.9	3.6	-0.7
Coast	8.5	8.7	-0.2	12	0.6	0.7	-0.1	0.4	0.4	0.0	1.2	0.8	0.4	2.4	2.6	-0.2	4.7	4.9	-0.2	4.9	4.9	0.0	0.8	0.6	0.2
Edge	19.6	18.0	1.6	2	9.9	8.7	1.2	9.0	8.1	0.9	6.7	6.9	-0.2	8.2	7.8	0.4	3.0	2.5	0.5	1.6	1.5	0.1	5.2	4.0	1.2
George FM	2.7	2.7	0.0	16	0.5	0.5	0.0	2.3	2.5	-0.2	1.8	2.1	-0.3	2.1	2.2	-0.1	0.3	0.2	0.1	0.1	*	*	0.3	0.2	0.1
Gold Sport	0.9	1.0	-0.1	18	*	*	*	*	*	*	*	*	*	0.2	0.4	-0.2	0.2	0.4	-0.2	0.1	0.4	-0.3	*	*	*
Kia Ora FM	4.9	4.5	0.4	14	1.8	1.2	0.6	1.7	1.6	0.1	1.4	1.5	-0.1	2.9	3.2	-0.3	1.7	1.8	-0.1	0.1	0.1	0.0	2.0	1.9	0.1
Life FM	5.9	6.0	-0.1	13	3.0	2.7	0.3	2.2	2.6	-0.4	1.0	1.9	-0.9	2.4	3.1	-0.7	1.9	1.5	0.4	0.5	0.2	0.3	1.7	1.9	-0.2
Magic	10.5	13.0	-2.5	11	0.9	1.2	-0.3	0.7	1.0	-0.3	0.9	1.8	-0.9	1.3	2.5	-1.2	2.4	2.5	-0.1	6.0	6.7	-0.7	0.4	0.8	-0.4
Mai FM	18.0	18.6	-0.6	7	7.5	7.3	0.2	10.3	10.5	-0.2	7.3	8.4	-1.1	9.6	10.1	-0.5	3.0	2.4	0.6	0.7	0.8	-0.1	4.5	4.1	0.4
More FM	21.3	20.6	0.7	1	6.5	6.9	-0.4	8.4	8.0	0.4	6.5	5.8	0.7	10.9	9.4	1.5	6.1	5.9	0.2	3.6	3.9	-0.3	6.0	5.4	0.6
Newstalk ZB	18.7	17.5	1.2	4	1.3	0.8	0.5	2.2	2.1	0.1	2.9	2.7	0.2	5.5	5.4	0.1	5.8	5.9	-0.1	7.5	7.9	-0.4	2.6	2.6	0.0
Radio Hauraki	1.8	1.5	0.3	17	0.7	0.5	0.2	1.4	1.2	0.2	0.7	0.6	0.1	0.7	0.6	0.1	0.2	0.2	0.0	0.2	0.2	0.0	0.5	0.4	0.1
Rhema	4.8	6.0	-1.2	15	1.8	1.3	0.5	1.7	1.4	0.3	0.6	1.6	-1.0	1.1	2.1	-1.0	1.7	1.9	-0.2	1.6	2.0	-0.4	1.3	1.2	0.1
Rock	18.2	19.2	-1.0	6	5.9	5.8	0.1	7.9	9.4	-1.5	7.8	8.9	-1.1	9.7	11.0	-1.3	4.0	4.1	-0.1	2.6	2.5	0.1	3.7	3.7	0.0
SENZ (Sport Nation)*	0.8	0.7	0.1	19	*	*	*	0.1	*	*	0.1	*	*	0.4	0.2	0.2	0.4	0.4	0.0	0.1	0.2	-0.1	0.1	0.1	0.0
The Hits	13.9	13.1	0.8	9	4.1	5.1	-1.0	7.2	5.9	1.3	5.7	4.1	1.6	8.3	6.1	2.2	3.8	3.3	0.5	1.1	1.6	-0.5	4.0	3.6	0.4
The Sound	15.1	16.1	-1.0	8	3.4	3.1	0.3	4.0	4.2	-0.2	2.8	4.6	-1.8	5.0	6.6	-1.6	5.4	5.8	-0.4	6.3	6.2	0.1	1.6	1.7	-0.1
ZM	18.4	16.0	2.4	5	6.3	5.7	0.6	10.5	9.6	0.9	8.1	7.4	0.7	10.0	8.1	1.9	3.5	2.2	1.3	2.0	2.2	-0.2	4.3	3.8	0.5
MediaWorks Combo	86.4	87.4	-1.0		20.2	19.5	0.7	28.5	29.2	-0.7	26.8	28.7	-1.9	39.3	40.4	-1.1	24.6	23.8	0.8	22.5	22.7	-0.2	17.3	17.3	0.0
NZME Combo	50.8	48.8	2.0		10.5	10.8	-0.3	18.7	16.9	1.8	15.7	13.5	2.2	21.7	19.4	2.3	13.3	13.0	0.3	13.3	14.3	-1.0	11.0	9.6	1.4
All Commercial Radio	112.6	114.0	-1.4		23.8	23.7	0.1	35.6	35.3	0.3	34.1	34.7	-0.6	49.4	50.1	-0.7	32.5	33.0	-0.5	31.0	32.3	-1.3	21.9	21.6	0.3
Potential (000)	154.2	154.2	0.0		35.3	35.3	0.0	49.6	49.5	0.1	44.7	44.7	0.0	64.8	64.8	0.0	41.6	41.6	0.0	39.3	39.3	0.0	27.3	27.0	0.3
Sample	878	850	28		164	168	-4	302	296	6	288	274	14	389	367	22	240	225	15	232	230	2	179	166	13

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	This	Last	+/-
Potential (000)	154.2	154.2	0.0
Sample Size	878	850	28

	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	8.6	8.9	-0.3	8	8.3	8.6	-0.3	10.6	10.2	0.4	8.5	7.4	1.1	3.0	2.6	0.4	1.7	1.8	-0.1	11.6	12.0	-0.4
Channel X	9.0	8.6	0.4	6	6.8	6.5	0.3	7.0	6.7	0.3	7.6	6.9	0.7	1.7	1.2	0.5	0.7	0.5	0.2	6.8	7.0	-0.2
Coast	5.6	5.7	-0.1	11	4.4	4.1	0.3	5.7	5.2	0.5	4.4	4.1	0.3	0.9	0.6	0.3	1.4	1.1	0.3	4.2	4.3	-0.1
Edge	10.9	9.5	1.4	2	6.6	6.4	0.2	7.0	6.7	0.3	7.8	7.6	0.2	3.6	3.2	0.4	4.7	4.4	0.3	10.1	10.8	-0.7
George FM	2.0	1.8	0.2	16	0.5	0.7	-0.2	0.1	0.6	-0.5	1.8	1.6	0.2	0.1	*	*	0.5	0.3	0.2	0.7	0.4	0.3
Gold Sport	0.1	0.3	-0.2	19	0.4	0.6	-0.2	0.6	0.5	0.1	0.1	0.3	-0.2	0.2	0.5	-0.3	*	0.2	*	0.4	0.6	-0.2
Kia Ora FM	2.7	3.0	-0.3	14	0.8	0.7	0.1	3.0	2.1	0.9	0.8	1.1	-0.3	0.5	0.6	-0.1	0.8	0.5	0.3	1.8	1.9	-0.1
Life FM	3.2	3.2	0.0	13	1.6	2.1	-0.5	2.6	2.7	-0.1	2.5	2.4	0.1	1.5	1.4	0.1	0.6	0.3	0.3	4.4	4.3	0.1
Magic	6.4	8.2	-1.8	10	5.9	7.0	-1.1	6.7	8.5	-1.8	5.3	6.9	-1.6	2.0	2.4	-0.4	2.8	3.4	-0.6	7.7	9.1	-1.4
Mai FM	10.1	11.1	-1.0	4	7.4	9.4	-2.0	8.8	10.3	-1.5	6.5	7.1	-0.6	4.0	3.9	0.1	3.5	3.0	0.5	12.3	12.1	0.2
More FM	9.4	9.7	-0.3	5	7.4	7.2	0.2	9.3	9.5	-0.2	9.3	9.1	0.2	3.1	3.9	-0.8	2.6	2.8	-0.2	12.0	11.8	0.2
Newstalk ZB	13.7	11.8	1.9	1	8.3	8.3	0.0	8.0	8.0	0.0	9.1	9.3	-0.2	6.7	5.8	0.9	5.3	4.5	0.8	12.9	12.9	0.0
Radio Hauraki	0.3	0.2	0.1	17	0.9	0.8	0.1	1.1	0.9	0.2	0.2	0.2	0.0	0.3	0.3	0.0	0.5	0.3	0.2	0.3	0.2	0.1
Rhema	2.5	3.3	-0.8	15	1.5	2.4	-0.9	2.7	3.2	-0.5	1.6	2.8	-1.2	1.1	1.6	-0.5	1.1	1.2	-0.1	2.7	3.7	-1.0
Rock	8.7	9.9	-1.2	7	7.8	7.9	-0.1	10.3	9.8	0.5	7.9	8.8	-0.9	3.4	3.6	-0.2	2.6	2.0	0.6	9.2	9.5	-0.3
SENZ (Sport Nation)*	0.2	0.3	-0.1	18	0.2	0.2	0.0	0.2	0.2	0.0	0.3	0.2	0.1	*	*	*	*	*	*	0.8	0.6	0.2
The Hits	4.9	4.6	0.3	12	5.6	6.3	-0.7	6.5	6.5	0.0	5.6	5.8	-0.2	1.6	1.5	0.1	0.5	0.4	0.1	7.0	6.6	0.4
The Sound	8.1	9.1	-1.0	9	9.1	8.5	0.6	8.8	8.5	0.3	6.3	6.3	0.0	3.3	3.1	0.2	1.0	1.6	-0.6	6.9	8.4	-1.5
ZM	10.8	9.7	1.1	3	9.0	8.3	0.7	9.8	8.7	1.1	8.2	8.0	0.2	2.7	1.7	1.0	1.2	0.8	0.4	11.4	9.2	2.2
MediaWorks Combo	56.0	58.8	-2.8		49.6	51.7	-2.1	55.8	57.5	-1.7	47.4	49.0	-1.6	19.7	19.0	0.7	12.8	13.7	-0.9	59.7	61.7	-2.0
NZME Combo	32.9	30.6	2.3		26.2	26.7	-0.5	28.3	27.5	0.8	25.6	26.2	-0.6	12.2	10.2	2.0	8.5	7.1	1.4	32.8	31.9	0.9
All Commercial Radio	84.9	85.6	-0.7		69.6	72.7	-3.1	78.0	79.1	-1.1	67.1	69.6	-2.5	32.5	30.8	1.7	20.8	20.9	-0.1	87.4	89.0	-1.6

MediaWorks Combo: Breeze, Channel X (from S2 2024), Edge, George FM, Magic, Mai FM, More FM, Rock, The Sound or internet only listening to Humm FM

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

*SENZ rebranded to Sport Nation from Nov 19th 2024



MANAWATU COMMERCIAL RADIO - SURVEY 3 2024

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

Survey Comparisons: 2/2024 - 3/2024

This Survey Period: Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024 & Sun Aug 11 to Sat Nov 2 2024

Last Survey Period: Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024

	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	9:07	9:09	-0:01	5:16	5:02	0:14	6:05	5:10	0:54	5:17	6:59	-1:42	5:18	8:00	-2:41	10:39	10:27	0:11	11:57	9:25	2:31	6:22	4:05	2:16
Channel X	12:07	11:41	0:26	3:14	4:16	-1:02	10:22	9:26	0:55	14:41	13:15	1:26	14:35	13:56	0:38	14:26	15:46	-1:20	19:09	16:27	2:42	8:33	7:23	1:09
Coast	14:53	12:14	2:39	4:22	4:33	-0:10	28:31	27:54	0:37	30:16	22:48	7:28	20:45	14:20	6:24	15:37	13:24	2:12	14:44	12:54	1:49	11:53	6:13	5:40
Edge	5:53	6:08	-0:14	6:06	5:46	0:19	5:00	4:22	0:38	5:33	6:14	-0:41	5:45	6:28	-0:42	5:57	7:06	-1:09	5:14	6:26	-1:11	5:22	7:00	-1:38
George FM	4:25	4:20	0:05	0:15	0:40	-0:25	4:09	4:05	0:03	5:11	4:54	0:16	5:28	5:08	0:20	6:11	7:30	-1:18	2:45	*	*	7:30	7:30	0:00
Gold Sport	9:55	10:23	-0:27	*	*	*	*	*	*	*	*	*	2:00	21:22	-19:22	2:00	21:22	-19:22	5:00	2:06	2:53	*	*	*
Kia Ora FM	5:15	5:03	0:11	2:37	2:18	0:18	4:33	3:39	0:54	4:13	3:15	0:57	7:04	6:17	0:46	8:52	8:23	0:28	1:00	1:00	0:00	8:02	7:43	0:19
Life FM	3:51	4:30	-0:39	2:14	2:29	-0:15	3:41	4:52	-1:10	6:51	6:21	0:30	6:10	6:28	-0:18	4:47	5:46	-0:59	2:16	1:31	0:45	6:16	7:48	-1:31
Magic	14:37	13:39	0:57	5:15	5:00	0:14	4:07	5:37	-1:30	6:09	5:23	0:45	13:41	10:23	3:18	21:23	18:51	2:31	15:30	14:16	1:14	8:59	8:19	0:40
Mai FM	8:05	8:56	-0:50	6:15	9:48	-3:33	8:56	9:01	-0:05	9:42	8:32	1:09	9:52	8:56	0:55	9:16	8:59	0:16	5:55	3:34	2:20	6:03	6:02	0:01
More FM	6:25	9:00	-2:34	4:55	6:54	-1:58	3:50	4:13	-0:23	5:41	7:50	-2:09	6:51	8:07	-1:15	8:10	12:28	-4:18	8:14	15:35	-7:20	5:29	8:59	-3:29
Newstalk ZB	14:08	13:31	0:36	2:26	1:08	1:18	4:43	4:16	0:26	5:40	4:54	0:46	6:36	7:19	-0:43	10:23	10:28	-0:04	14:24	14:42	-0:17	8:56	8:57	-0:00
Radio Hauraki	5:41	6:01	-0:20	4:38	5:24	-0:45	6:39	7:26	-0:47	8:41	9:11	-0:29	8:41	9:11	-0:29	1:30	1:30	0:00	1:30	1:30	0:00	11:52	12:57	-1:04
Rhema	8:33	9:20	-0:47	1:19	1:24	-0:04	1:47	1:39	0:07	24:12	12:36	11:36	19:54	13:14	6:40	11:03	12:11	-1:07	9:39	11:20	-1:41	16:48	22:05	-5:16
Rock	8:16	8:27	-0:11	6:14	6:52	-0:37	4:44	6:21	-1:37	6:22	6:20	0:01	7:47	7:37	0:10	14:06	14:23	-0:17	14:44	15:52	-1:08	6:24	7:23	-0:58
SENZ (Sport Nation)*	3:45	3:47	-0:01	*	*	*	1:00	*	*	1:00	*	*	1:34	1:45	-0:10	1:35	1:30	0:04	1:00	1:31	-0:31	1:00	1:00	0:00
The Hits	7:32	7:24	0:07	7:59	9:11	-1:12	8:40	6:17	2:23	8:51	5:06	3:44	8:22	7:46	0:35	5:42	8:46	-3:04	1:55	1:47	0:08	9:37	9:34	0:02
The Sound	9:31	9:59	-0:28	5:06	4:08	0:57	8:38	6:46	1:52	9:13	5:23	3:49	10:49	10:12	0:37	12:16	14:51	-2:34	11:26	12:48	-1:22	6:14	4:07	2:07
ZM	7:04	7:44	-0:40	5:18	6:13	-0:54	7:27	7:59	-0:31	7:50	8:04	-0:14	7:29	7:31	-0:01	7:56	9:55	-1:59	10:35	12:25	-1:50	6:31	7:51	-1:20
MediaWorks Combo	13:42	14:56	-1:14	11:23	13:22	-1:59	12:17	12:04	0:12	13:08	13:27	-0:18	13:28	14:38	-1:09	15:09	17:05	-1:56	15:30	15:54	-0:23	10:06	10:42	-0:35
NZME Combo	12:42	12:07	0:35	7:10	8:55	-1:45	9:10	8:32	0:38	11:05	8:53	2:12	10:57	10:18	0:38	13:48	14:26	-0:37	15:28	14:44	0:43	9:40	10:08	-0:28
All Commercial Radio	17:30	17:58	-0:28	13:48	15:56	-2:08	15:19	14:49	0:30	16:27	15:50	0:36	16:50	17:23	-0:32	18:45	19:40	-0:54	19:15	19:03	0:12	15:12	15:51	-0:38
Potential (000)	154.2	154.2	0.0	35.3	35.3	0.0	49.6	49.5	0.1	44.7	44.7	0.0	64.8	64.8	0.0	41.6	41.6	0.0	39.3	39.3	0.0	27.3	27.0	0.3
Sample	878	850	28	164	168	-4	302	296	6	288	274	14	389	367	22	240	225	15	232	230	2	179	166	13

MediaWorks Combo: Breeze, Channel X (from S2 2024), Edge, George FM, Magic, Mai FM, More FM, Rock, The Sound or internet only listening to Humm FM

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

*SENZ rebranded to Sport Nation from Nov 19th 2024



MANAWATU COMMERCIAL RADIO - SURVEY 3 2024

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

Survey Comparisons: 2/2024 - 3/2024

This Survey Period: Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024 & Sun Aug 11 to Sat Nov 2 2024

Last Survey Period: Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024

	This	Last	+/-
Potential (000)	154.2	154.2	0.0
Sample Size	878	850	28

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

MediaWorks Combo: Breeze, Channel X (from S2 2024), Edge, George FM, Magic, Mai FM, More FM, Rock, The Sound or internet only listening to Humm FM

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

*SENZ rebranded to Sport Nation from Nov 19th 2024