



MANAWATU COMMERCIAL RADIO - SURVEY 4 2018

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

Survey Comparisons: 3/2018 - 4/2018

This Survey Period: Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018

Last Survey Period: Sun Sep 10 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Sep 1 2018

	All 10+				People 10-17			People 18-34			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	8.6	8.6	0.0	4	1.0	1.3	-0.3	6.7	5.2	0.5	6.3	3.8	1.5	8.2	4.9	3.3	10.8	9.5	1.3	10.5	14.0	-3.5	8.7	4.9	3.8
Coast	5.4	6.0	-0.6	8	3.8	4.9	-1.1	0.8	0.1	0.7	1.4	0.4	1.0	3.7	1.6	2.1	6.3	6.5	-0.2	8.2	12.3	-4.1	2.8	0.7	2.1
Edge	5.7	4.8	0.9	7	20.6	14.2	6.4	9.6	6.9	2.7	8.3	6.1	2.2	7.1	7.2	-0.1	3.1	4.4	-1.3	1.1	0.7	0.4	9.1	7.3	1.8
George FM	2.8	1.9	0.9	13	*	0.4	*	11.7	7.7	4.0	9.3	5.8	3.5	6.0	3.9	2.1	0.6	0.2	0.4	*	*	*	0.1	0.3	-0.2
Kia Ora FM	0.5	0.6	-0.1	17	1.5	3.4	-1.9	0.3	0.3	0.0	0.1	0.1	0.0	0.5	0.7	-0.2	0.8	1.0	-0.2	0.2	0.1	0.1	0.5	0.1	0.4
Life FM	0.4	0.5	-0.1	18	0.5	0.3	0.2	0.7	0.7	0.0	0.5	0.6	-0.1	0.4	0.4	0.0	0.6	0.9	-0.3	0.6	1.0	-0.4	0.3	0.4	-0.1
Mai FM	4.5	7.3	-2.8	11	17.9	19.2	-1.3	11.1	11.9	-0.8	7.7	12.5	-4.8	6.2	11.9	-5.7	2.0	5.0	-3.0	*	*	*	8.6	12.7	-4.1
Magic	9.6	4.4	5.2	3	1.9	1.5	0.4	0.2	0.3	-0.1	1.8	0.1	1.7	3.9	1.9	2.0	12.8	5.8	7.0	21.5	9.9	11.6	1.6	1.2	0.4
More FM	13.4	12.7	0.7	1	23.8	21.0	2.8	13.1	11.6	1.5	19.0	12.7	6.3	15.2	14.0	1.2	13.7	15.9	-2.2	11.5	10.7	0.8	19.0	15.2	3.8
Newstalk ZB	11.7	11.5	0.2	2	0.1	*	*	0.9	0.6	0.3	0.7	2.3	-1.6	3.6	4.3	-0.7	7.8	8.2	-0.4	17.3	17.3	0.0	4.8	5.8	-1.0
Radio Hauraki	0.9	1.1	-0.2	16	*	*	*	0.9	1.1	-0.2	2.4	2.8	-0.4	1.5	1.9	-0.4	0.1	0.1	0.0	0.5	0.7	-0.2	0.5	0.8	-0.3
RadioLIVE	4.7	3.7	1.0	9	1.1	1.9	-0.8	0.7	0.8	-0.1	2.8	1.5	1.3	5.8	2.9	2.9	8.6	6.9	1.7	5.6	6.0	-0.4	5.5	6.4	-0.9
Radio Sport	1.9	3.1	-1.2	14	1.0	0.7	0.3	0.5	0.8	-0.3	1.1	4.9	-3.8	1.3	3.9	-2.6	1.9	1.4	0.5	2.1	1.7	0.4	1.8	1.1	0.7
Rhema	1.1	2.0	-0.9	15	1.9	2.7	-0.8	0.1	6.3	-6.2	0.3	4.6	-4.3	0.6	3.1	-2.5	1.0	0.7	0.3	1.5	0.6	0.9	0.8	5.5	-4.7
Rock	6.8	7.5	-0.7	6	6.8	10.7	-3.9	16.4	16.7	-0.3	14.5	17.1	-2.6	10.3	11.8	-1.5	4.0	3.0	1.0	2.0	2.4	-0.4	4.7	4.7	0.0
The Hits	3.6	4.6	-1.0	12	3.4	3.0	0.4	6.7	10.5	-3.8	5.5	5.4	0.1	5.3	4.6	0.7	3.4	1.8	1.6	1.2	0.8	0.4	11.0	5.1	5.9
The Sound	7.9	10.4	-2.5	5	5.6	3.1	2.5	3.9	4.3	-0.4	6.1	6.9	-0.8	10.1	9.2	0.9	14.7	20.3	-5.6	8.5	16.9	-8.4	5.9	14.6	-8.7
ZM	4.7	4.2	0.5	9	5.7	9.3	-3.6	10.8	9.8	1.0	8.9	7.7	1.2	6.1	6.4	-0.3	3.0	1.9	1.1	2.3	0.1	2.2	11.0	9.6	1.4
Others	5.8	5.0	0.8		3.6	2.1	1.5	6.1	4.4	1.7	4.2	4.8	-0.6	4.4	5.5	-1.1	4.8	6.3	-1.5	5.3	4.8	0.5	3.4	3.4	0.0
MediaWorks Combo	64.0	61.3	2.7		78.6	73.4	5.2	72.4	65.4	7.0	74.7	66.5	8.2	72.8	67.6	5.2	70.4	71.1	-0.7	60.8	60.6	0.2	63.1	67.4	-4.3
NZME Combo	29.7	31.5	-1.8		17.5	19.1	-1.6	25.4	25.9	-0.5	21.0	24.8	-3.8	21.9	23.7	-1.8	22.5	20.1	2.4	31.6	32.8	-1.2	33.3	24.0	9.3
Potential (000)	140.8	140.8	0.0		16.3	16.7	-0.4	38.8	38.4	0.4	38.1	38.1	0.0	58.2	58.2	0.0	39.8	39.8	0.0	35.5	35.5	0.0	21.6	25.0	-3.4
Sample	879	830	49		68	81	-13	245	252	-7	260	272	-12	399	379	20	244	213	31	234	216	18	150	175	-25

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 or Mai FM or More FM or RadioLIVE or Rock or The Sound

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



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Station Share (%) by Daypart, People 10+
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Last Survey Period: Sun Sep 10 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Sep 1 2018

	This	Last	+/-
Potential (000)	140.8	140.8	0.0
Sample Size	879	830	49

	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	9.7	8.6	1.1	3	10.0	9.1	0.9		9.5	8.4	1.1		9.7	8.8	0.9		4.9	7.6	-2.7		3.2	7.8	-4.6		7.4	8.6	-1.2	
Coast	3.1	4.7	-1.6	12	6.4	5.1	1.3		6.1	5.5	0.6		5.5	6.4	-0.9		4.8	6.4	-1.6		7.7	6.9	0.8		5.6	7.9	-2.3	
Edge	6.7	5.4	1.3	5	4.4	4.4	0.0		5.3	3.9	1.4		6.3	4.5	1.8		8.1	4.6	3.5		5.8	7.4	-1.6		5.3	5.1	0.2	
George FM	2.7	1.7	1.0	13	3.8	2.3	1.5		4.3	2.9	1.4		3.5	2.6	0.9		0.9	1.5	-0.6		0.2	*	*		1.4	1.0	0.4	
Kia Ora FM	1.0	0.6	0.4	15	0.2	0.3	-0.1		0.4	0.4	0.0		0.4	1.4	-1.0		0.5	0.5	0.0		0.4	1.2	-0.8		0.3	0.6	-0.3	
Life FM	0.2	0.2	0.0	18	0.7	0.9	-0.2		0.4	0.4	0.0		0.2	0.4	-0.2		0.1	0.3	-0.2		1.0	1.0	0.0		0.5	0.7	-0.2	
Mai FM	4.5	6.8	-2.3	9	2.5	6.3	-3.8		5.1	9.4	-4.3		5.8	8.6	-2.8		3.9	3.0	0.9		9.9	9.6	0.3		4.1	6.7	-2.6	
Magic	8.2	3.3	4.9	4	11.4	5.3	6.1		9.4	4.1	5.3		7.5	3.4	4.1		7.6	3.2	4.4		2.1	0.2	1.9		12.3	6.4	5.9	
More FM	18.7	17.4	1.3	1	11.7	9.9	1.8		11.7	12.0	-0.3		13.8	12.8	1.0		7.6	6.1	1.5		6.3	6.1	0.2		14.4	14.4	0.0	
Newstalk ZB	15.0	14.0	1.0	2	10.4	12.2	-1.8		6.9	7.5	-0.6		6.3	3.9	2.4		21.5	19.3	2.2		25.1	25.2	-0.1		11.9	11.2	0.7	
Radio Hauraki	0.6	1.2	-0.6	17	2.0	2.2	-0.2		1.3	1.3	0.0		0.6	1.0	-0.4		0.2	0.3	-0.1		0.2	0.4	-0.2		0.4	0.5	-0.1	
RadioLIVE	4.7	5.9	-1.2	7	5.2	2.5	2.7		3.4	2.6	0.8		3.9	3.5	0.4		14.1	5.7	8.4		9.9	7.5	2.4		2.6	2.4	0.2	
Radio Sport	1.8	2.6	-0.8	14	1.3	3.2	-1.9		1.5	3.7	-2.2		1.1	2.2	-1.1		1.3	2.4	-1.1		1.0	2.1	-1.1		3.4	3.8	-0.4	
Rhema	1.0	1.7	-0.7	15	0.8	2.4	-1.6		0.8	1.1	-0.3		1.4	1.5	-0.1		1.5	5.6	-4.1		0.1	0.7	-0.6		1.6	2.1	-0.5	
Rock	5.5	6.3	-0.8	6	9.3	9.3	0.0		10.4	11.5	-1.1		8.8	10.2	-1.4		2.7	4.0	-1.3		2.2	2.7	-0.5		3.5	4.4	-0.9	
The Hits	3.6	3.5	0.1	11	2.4	3.9	-1.5		3.8	4.9	-1.1		5.7	6.4	-0.7		3.1	4.0	-0.9		2.9	3.5	-0.6		3.8	5.4	-1.6	
The Sound	4.2	7.7	-3.5	10	8.5	12.5	-4.0		10.0	12.5	-2.5		10.0	9.8	0.2		7.8	15.1	-7.3		2.6	4.2	-1.6		8.8	9.5	-0.7	
ZM	4.6	4.5	0.1	8	3.9	3.3	0.6		5.5	3.5	2.0		5.0	6.7	-1.7		2.3	3.2	-0.9		10.1	3.5	6.6		4.0	4.3	-0.3	
Others	4.2	3.9	0.3		5.3	4.9	0.4		4.2	4.3	-0.1		4.3	5.8	-1.5		6.9	7.1	-0.2		9.4	9.9	-0.5		8.6	4.7	3.9	
MediaWorks Combo	65.0	63.0	2.0		66.8	61.6	5.2		68.9	67.4	1.5		69.4	64.2	5.2		57.8	50.8	7.0		42.1	45.6	-3.5		59.9	58.6	1.3	
NZME Combo	28.8	31.4	-2.6		26.7	30.4	-3.7		25.6	26.9	-1.3		25.6	28.0	-2.4		35.9	38.6	-2.7		47.7	45.4	2.3		33.2	33.6	-0.4	

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Cumulative Audience (000's) by Demographic, Mon-Sun 12mn-12mn
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	All 10+				People 10-17			People 18-34			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	17.5	19.6	-2.1	3	0.7	0.9	-0.2	3.0	3.7	-0.7	3.7	3.2	0.5	7.5	7.3	0.2	6.6	7.5	-0.9	5.8	7.1	-1.3	3.4	3.9	-0.5
Coast	10.2	10.2	0.0	11	0.4	0.4	0.0	0.4	0.1	0.3	1.4	0.6	0.8	3.4	2.0	1.4	3.9	3.9	0.0	4.9	6.1	-1.2	1.0	0.6	0.4
Edge	21.1	19.7	1.4	2	4.5	3.7	0.8	10.4	9.4	1.0	7.6	8.2	-0.6	9.8	11.2	-1.4	3.0	3.4	-0.4	1.1	0.8	0.3	5.6	6.0	-0.4
George FM	2.8	2.6	0.2	15	*	0.2	*	1.4	1.6	-0.2	1.9	1.7	0.2	2.6	1.9	0.7	0.9	0.4	0.5	0.2	0.1	0.1	0.5	0.5	0.0
Kia Ora FM	2.0	3.1	-1.1	18	0.3	0.7	-0.4	0.5	0.6	-0.1	0.5	0.5	0.0	1.0	1.2	-0.2	0.8	1.3	-0.5	0.4	0.7	-0.3	0.6	0.3	0.3
Life FM	2.3	2.3	0.0	17	0.3	0.2	0.1	1.2	1.0	0.2	0.8	0.7	0.1	1.0	0.7	0.3	0.6	0.7	-0.1	0.4	0.7	-0.3	0.3	0.2	0.1
Mai FM	9.9	12.7	-2.8	12	1.1	1.8	-0.7	7.1	8.0	-0.9	6.1	7.4	-1.3	7.0	8.9	-1.9	0.9	1.6	-0.7	*	*	*	3.7	3.4	0.3
Magic	10.5	6.6	3.9	9	0.6	0.5	0.1	0.2	0.6	-0.4	1.0	0.8	0.2	2.9	2.0	0.9	4.7	3.1	1.6	5.5	2.9	2.6	0.5	0.3	0.2
More FM	27.7	28.3	-0.6	1	3.1	3.6	-0.5	8.3	8.4	-0.1	10.8	10.3	0.5	14.3	15.5	-1.2	8.8	9.5	-0.7	6.7	5.7	1.0	5.8	6.5	-0.7
Newstalk ZB	13.3	13.8	-0.5	6	0.1	*	*	0.9	0.7	0.2	1.0	2.0	-1.0	3.2	4.1	-0.9	4.7	3.8	0.9	6.3	5.9	0.4	0.9	1.5	-0.6
Radio Hauraki	2.7	3.5	-0.8	16	*	*	*	1.6	1.9	-0.3	1.5	2.4	-0.9	1.7	2.5	-0.8	0.1	0.1	0.0	0.2	0.2	0.0	0.5	0.9	-0.4
RadioLIVE	10.3	11.1	-0.8	10	0.1	1.0	-0.9	1.3	1.3	0.0	1.7	1.7	0.0	5.3	5.2	0.1	5.9	5.8	0.1	3.8	3.8	0.0	2.1	3.0	-0.9
Radio Sport	6.4	6.2	0.2	13	0.6	0.5	0.1	0.8	1.0	-0.2	1.2	1.8	-0.6	2.2	3.0	-0.8	2.3	1.9	0.4	2.4	1.7	0.7	0.9	0.8	0.1
Rhema	3.3	4.3	-1.0	14	0.4	0.5	-0.1	0.2	2.1	-1.9	0.4	1.7	-1.3	1.1	1.9	-0.8	1.5	1.0	0.5	1.2	1.0	0.2	0.4	0.8	-0.4
Rock	12.5	14.9	-2.4	7	1.6	2.8	-1.2	4.6	4.5	0.1	6.4	7.5	-1.1	7.9	8.9	-1.0	3.3	3.6	-0.3	1.8	2.2	-0.4	1.9	2.8	-0.9
The Hits	11.1	14.8	-3.7	8	1.1	1.3	-0.2	4.0	6.6	-2.6	3.7	5.8	-2.1	5.4	7.9	-2.5	3.8	3.7	0.1	2.5	2.1	0.4	3.3	3.3	0.0
The Sound	14.8	19.5	-4.7	5	0.7	0.5	0.2	3.0	3.6	-0.6	3.6	4.5	-0.9	7.9	10.4	-2.5	7.8	10.8	-3.0	5.0	6.6	-1.6	2.4	4.5	-2.1
ZM	15.7	16.7	-1.0	4	1.8	2.0	-0.2	8.6	9.7	-1.1	7.2	8.4	-1.2	9.0	11.2	-2.2	3.4	3.5	-0.1	1.8	0.8	1.0	4.6	5.6	-1.0
Others	10.2	10.9	-0.7		0.6	0.6	0.0	3.4	3.1	0.3	2.5	3.0	-0.5	3.6	4.8	-1.2	1.9	3.6	-1.7	2.4	3.1	-0.7	1.3	1.7	-0.4
MediaWorks Combo	85.9	86.7	-0.8		8.8	9.6	-0.8	25.3	25.7	-0.4	28.4	28.2	0.2	42.9	43.4	-0.5	28.2	28.9	-0.7	21.4	20.4	1.0	16.6	19.1	-2.5
NZME Combo	51.8	53.6	-1.8		3.7	4.1	-0.4	14.9	16.4	-1.5	13.7	16.5	-2.8	21.0	24.1	-3.1	15.7	13.9	1.8	14.9	13.2	1.7	9.5	10.4	-0.9
All Commercial Radio	107.0	110.1	-3.1		10.2	11.8	-1.6	29.0	29.4	-0.4	31.5	32.4	-0.9	48.1	50.3	-2.2	33.6	34.3	-0.7	28.6	27.3	1.3	19.1	22.7	-3.6
Potential (000)	140.8	140.8	0.0		16.3	16.7	-0.4	38.8	38.4	0.4	38.1	38.1	0.0	58.2	58.2	0.0	39.8	39.8	0.0	35.5	35.5	0.0	21.6	25.0	-3.4
Sample	879	830	49		68	81	-13	245	252	-7	260	272	-12	399	379	20	244	213	31	234	216	18	150	175	-25

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	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	11.1	10.3	0.8	3	8.8	8.8	0.0	8.6	9.0	-0.4	7.6	8.3	-0.7	3.8	4.6	-0.8	2.5	2.7	-0.2	11.0	12.8	-1.8
Coast	4.9	4.8	0.1	12	5.5	5.1	0.4	6.4	6.6	-0.2	5.1	5.0	0.1	1.7	2.1	-0.4	1.1	1.6	-0.5	6.9	7.0	-0.1
Edge	12.1	10.4	1.7	2	6.5	6.4	0.1	11.2	9.7	1.5	9.7	8.2	1.5	4.8	3.6	1.2	1.8	2.8	-1.0	12.6	11.0	1.6
George FM	1.7	1.1	0.6	14	1.9	1.1	0.8	1.3	1.0	0.3	1.2	1.6	-0.4	0.3	0.5	-0.2	0.1	*	*	2.3	1.8	0.5
Kia Ora FM	1.1	0.8	0.3	16	0.5	0.7	-0.2	0.7	0.7	0.0	0.7	1.6	-0.9	0.7	0.7	0.0	0.2	0.5	-0.3	0.8	1.4	-0.6
Life FM	1.1	1.1	0.0	16	0.6	0.6	0.0	1.0	0.8	0.2	0.6	0.8	-0.2	0.2	0.2	0.0	0.4	0.4	0.0	1.2	1.4	-0.2
Mai FM	5.8	6.9	-1.1	11	3.6	4.5	-0.9	6.2	7.1	-0.9	6.7	8.7	-2.0	3.2	2.9	0.3	1.8	2.0	-0.2	6.5	7.7	-1.2
Magic	6.8	4.3	2.5	8	7.0	4.2	2.8	5.5	2.8	2.7	5.5	3.4	2.1	3.1	1.7	1.4	1.8	0.3	1.5	8.1	5.1	3.0
More FM	18.4	17.0	1.4	1	11.5	9.9	1.6	13.6	13.8	-0.2	13.2	12.8	0.4	4.9	4.3	0.6	3.4	3.6	-0.2	18.6	18.7	-0.1
Newstalk ZB	10.1	9.6	0.5	4	7.2	8.0	-0.8	6.9	7.8	-0.9	4.6	4.0	0.6	7.4	7.1	0.3	4.8	5.6	-0.8	10.8	10.6	0.2
Radio Hauraki	0.5	1.3	-0.8	18	1.1	1.5	-0.4	1.4	1.5	-0.1	0.9	1.3	-0.4	0.1	0.3	-0.2	0.2	0.2	0.0	1.3	1.8	-0.5
RadioLIVE	6.4	7.2	-0.8	10	5.2	3.5	1.7	4.3	4.0	0.3	4.9	4.8	0.1	4.5	3.4	1.1	2.7	2.3	0.4	4.1	3.7	0.4
Radio Sport	2.3	2.5	-0.2	13	1.3	2.0	-0.7	2.8	3.0	-0.2	1.5	1.9	-0.4	1.7	2.6	-0.9	0.5	0.8	-0.3	4.5	4.3	0.2
Rhema	1.7	2.7	-1.0	14	0.7	2.3	-1.6	1.0	1.1	-0.1	1.4	1.5	-0.1	1.1	1.9	-0.8	0.1	1.3	-1.2	2.6	2.6	0.0
Rock	7.0	8.3	-1.3	7	5.4	6.8	-1.4	7.1	8.5	-1.4	7.3	9.3	-2.0	2.3	4.2	-1.9	0.7	1.3	-0.6	6.1	7.1	-1.0
The Hits	6.7	6.8	-0.1	9	3.7	4.6	-0.9	4.7	6.0	-1.3	5.6	6.0	-0.4	1.6	3.9	-2.3	1.4	1.5	-0.1	7.7	9.5	-1.8
The Sound	7.6	10.1	-2.5	6	6.8	9.4	-2.6	8.2	13.1	-4.9	8.1	9.3	-1.2	4.4	5.2	-0.8	0.6	1.4	-0.8	8.0	12.3	-4.3
ZM	10.0	10.9	-0.9	5	6.1	7.9	-1.8	7.5	6.6	0.9	6.5	8.5	-2.0	3.3	4.1	-0.8	2.6	1.7	0.9	9.0	8.6	0.4
Others	4.7	4.7	0.0		3.8	4.0	-0.2	4.3	4.6	-0.3	4.3	4.8	-0.5	2.1	2.7	-0.6	1.6	1.7	-0.1	7.7	6.8	0.9
MediaWorks Combo	62.8	62.6	0.2		49.2	46.5	2.7	53.6	56.1	-2.5	52.8	56.4	-3.6	28.8	27.6	1.2	13.5	14.5	-1.0	63.2	64.7	-1.5
NZME Combo	32.7	33.4	-0.7		24.8	28.5	-3.7	28.1	29.8	-1.7	24.8	26.3	-1.5	15.6	19.2	-3.6	10.7	11.4	-0.7	38.6	38.1	0.5
All Commercial Radio	84.2	85.6	-1.4		66.6	67.3	-0.7	71.9	75.6	-3.7	69.2	74.9	-5.7	42.8	45.3	-2.5	22.7	24.4	-1.7	90.1	91.6	-1.5

MediaWorks Combo: Breeze or Edge or George FM or Magic or Mai FM or More FM or RadioLIVE or Rock or The Sound

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



MANAWATU COMMERCIAL RADIO - SURVEY 4 2018

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

Survey Comparisons: 3/2018 - 4/2018

This Survey Period: Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018

Last Survey Period: Sun Sep 10 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Sep 1 2018

	All 10+			People 10-17			People 18-34			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	10:13	9:06	1:07	1:42	1:53	-0:10	8:21	6:34	1:47	7:59	7:29	0:30	10:24	6:24	4:00	12:39	9:06	3:32	12:12	13:13	-1:00	8:46	5:18	3:27
Coast	10:55	12:20	-1:25	12:36	14:08	-1:31	8:50	2:55	5:54	5:48	4:20	1:27	10:12	7:48	2:23	12:18	12:02	0:15	11:22	13:31	-2:09	9:36	4:28	5:08
Edge	5:34	5:03	0:30	5:35	4:53	0:41	4:08	3:27	0:41	6:08	4:39	1:28	6:52	6:09	0:43	8:00	9:24	-1:23	6:35	6:23	0:11	5:33	5:01	0:32
George FM	20:38	15:20	5:17	*	2:30	*	37:38	22:08	15:29	28:05	21:46	6:19	21:59	19:51	2:08	5:12	3:16	1:56	0:30	0:30	0:00	0:37	2:17	-1:40
Kia Ora FM	4:40	4:11	0:29	6:30	6:02	0:27	3:08	2:08	0:59	0:45	0:58	-0:12	4:33	5:31	-0:57	6:58	5:04	1:53	4:23	1:17	3:06	2:32	0:53	1:38
Life FM	3:47	4:47	-0:59	2:00	2:40	-0:40	2:33	3:23	-0:49	3:54	4:54	-0:59	3:27	4:54	-1:26	7:28	9:42	-2:14	10:20	9:42	0:38	3:42	7:41	-3:58
Mai FM	9:23	11:50	-2:26	19:06	13:43	5:23	7:00	7:03	-0:03	7:09	10:44	-3:34	8:29	12:49	-4:19	17:16	22:33	-5:16	*	*	*	7:49	15:27	-7:37
Magic	18:59	13:44	5:15	4:00	4:00	0:00	3:22	2:06	1:16	9:38	1:10	8:27	12:48	8:40	4:08	21:19	13:32	7:46	26:23	22:33	3:49	10:34	14:46	-4:11
More FM	10:00	9:17	0:42	9:09	7:33	1:35	7:03	6:30	0:33	9:50	7:50	1:59	10:06	8:38	1:27	12:06	11:55	0:11	11:37	12:28	-0:51	11:09	9:41	1:27
Newstalk ZB	18:13	17:22	0:51	1:45	*	*	4:19	4:19	0:00	4:07	7:30	-3:23	10:35	10:08	0:27	12:51	15:18	-2:27	18:40	19:30	-0:49	18:56	16:25	2:30
Radio Hauraki	7:00	6:48	0:11	*	*	*	2:24	2:51	-0:26	9:01	7:19	1:41	8:39	7:14	1:24	4:42	5:30	-0:47	20:30	20:30	0:00	3:28	3:26	0:02
RadioLIVE	9:27	6:53	2:33	9:15	2:23	6:51	2:21	3:02	-0:40	9:11	5:23	3:48	10:14	5:28	4:45	11:15	8:31	2:44	9:59	10:31	-0:32	8:52	8:52	0:00
Radio Sport	6:06	10:23	-4:17	2:00	2:00	0:00	2:40	3:50	-1:09	5:22	17:02	-11:40	5:29	12:33	-7:03	6:21	5:29	0:52	6:01	6:46	-0:44	6:59	6:14	0:45
Rhema	6:58	9:37	-2:39	5:24	6:31	-1:06	1:15	13:50	-12:35	4:19	16:44	-12:25	5:30	15:53	-10:22	5:06	4:43	0:22	8:12	4:20	3:52	7:18	29:03	-21:44
Rock	11:13	10:28	0:45	5:13	4:59	0:14	16:07	17:44	-1:37	12:37	14:19	-1:41	12:23	12:48	-0:25	9:23	6:03	3:20	7:45	7:08	0:36	8:15	7:02	1:13
The Hits	6:49	6:26	0:22	3:46	3:06	0:40	7:26	7:30	-0:04	8:15	5:53	2:22	9:17	5:35	3:41	6:50	3:31	3:18	3:20	2:35	0:45	11:16	6:29	4:46
The Sound	11:07	11:05	0:01	9:15	7:52	1:23	5:47	5:45	0:02	9:22	9:44	-0:22	12:07	8:26	3:40	14:41	13:30	1:10	11:31	17:03	-5:31	8:18	13:24	-5:06
ZM	6:10	5:11	0:58	3:55	6:02	-2:06	5:35	4:45	0:49	6:59	5:46	1:12	6:27	5:31	0:56	6:49	3:59	2:50	9:02	1:01	8:01	8:15	7:11	1:04
Others	11:48	9:28	2:20	7:21	4:45	2:35	8:04	6:37	1:27	9:35	10:17	-0:41	11:40	10:57	0:43	19:09	12:29	6:39	14:42	10:15	4:27	9:01	8:08	0:52
MediaWorks Combo	15:24	14:40	0:44	10:47	9:49	0:58	12:47	12:00	0:46	14:46	14:54	-0:08	16:08	14:56	1:12	19:19	17:38	1:40	19:15	19:55	-0:40	12:59	14:37	-1:38
NZME Combo	11:51	12:11	-0:20	5:39	5:56	-0:16	7:38	7:26	0:11	8:35	9:31	-0:55	9:54	9:25	0:28	11:06	10:22	0:43	14:27	16:36	-2:08	11:56	9:31	2:25
All Commercial Radio	19:20	18:51	0:28	11:49	10:54	0:55	15:26	16:03	-0:37	17:49	19:28	-1:39	19:47	19:05	0:42	23:03	20:52	2:10	23:46	24:34	-0:48	17:48	18:16	-0:27
Potential (000)	140.8	140.8	0.0	16.3	16.7	-0.4	38.8	38.4	0.4	38.1	38.1	0.0	58.2	58.2	0.0	39.8	39.8	0.0	35.5	35.5	0.0	21.6	25.0	-3.4
Sample	879	830	49	68	81	-13	245	252	-7	260	272	-12	399	379	20	244	213	31	234	216	18	150	175	-25

MediaWorks Combo: Breeze or Edge or George FM or Magic or Mai FM or More FM or RadioLIVE or Rock or The Sound

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



MANAWATU COMMERCIAL RADIO - SURVEY 4 2018

Average Time Spent Listening (hh:mm) by Daypart, People 10+
 Survey Comparisons: 3/2018 - 4/2018

This Survey Period: Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018

Last Survey Period: Sun Sep 10 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Sep 1 2018

	This	Last	+/-
Potential (000)	140.8	140.8	0.0
Sample Size	879	830	49

	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	3:22	3:23	-0:00	4:09	3:51	0:18	4:39	3:46	0:53	2:42	2:17	0:24	1:30	2:06	-0:36	1:07	2:24	-1:17	3:13	3:08	0:05
Coast	2:24	3:57	-1:32	4:14	3:43	0:31	4:02	3:22	0:39	2:17	2:45	-0:28	3:19	3:56	-0:37	6:13	3:35	2:37	3:54	5:19	-1:25
Edge	2:08	2:07	0:01	2:26	2:32	-0:05	1:58	1:37	0:21	1:21	1:11	0:10	1:56	1:38	0:18	2:47	2:13	0:34	2:02	2:10	-0:07
George FM	6:08	5:59	0:09	7:23	8:10	-0:47	14:00	11:45	2:15	6:08	3:23	2:45	4:03	3:50	0:13	1:30	*	*	2:58	2:45	0:12
Kia Ora FM	3:34	3:01	0:33	1:23	1:31	-0:08	2:28	2:37	-0:08	1:12	1:52	-0:39	0:44	0:48	-0:04	1:27	2:02	-0:35	1:55	2:11	-0:16
Life FM	0:39	0:46	-0:07	4:31	5:57	-1:26	1:40	2:04	-0:24	0:43	1:03	-0:19	0:53	1:32	-0:39	1:59	2:05	-0:05	1:48	2:18	-0:30
Mai FM	3:01	4:00	-0:59	2:31	5:08	-2:36	3:26	5:20	-1:53	1:51	2:08	-0:17	1:24	1:17	0:07	4:49	4:04	0:45	2:59	4:04	-1:05
Magic	4:41	3:04	1:37	5:54	4:42	1:12	7:12	6:00	1:12	2:55	2:10	0:44	2:51	2:25	0:25	1:01	0:39	0:21	7:19	5:49	1:30
More FM	3:54	4:09	-0:14	3:42	3:43	-0:01	3:38	3:31	0:06	2:13	2:09	0:03	1:49	1:47	0:01	1:37	1:26	0:10	3:43	3:34	0:08
Newstalk ZB	5:40	5:53	-0:13	5:17	5:40	-0:22	4:11	3:52	0:18	2:53	2:07	0:46	3:21	3:27	-0:05	4:31	3:50	0:41	5:19	4:57	0:21
Radio Hauraki	4:28	3:43	0:45	6:43	5:28	1:14	3:51	3:32	0:19	1:31	1:44	-0:12	2:00	1:08	0:51	0:58	1:21	-0:22	1:27	1:21	0:06
RadioLIVE	2:49	3:20	-0:30	3:42	2:37	1:04	3:20	2:40	0:39	1:41	1:34	0:06	3:38	2:07	1:30	3:12	2:50	0:22	3:03	3:06	-0:03
Radio Sport	2:53	4:13	-1:20	3:36	5:48	-2:11	2:19	4:53	-2:34	1:37	2:26	-0:48	0:55	1:10	-0:14	1:50	2:17	-0:26	3:35	4:04	-0:29
Rhema	2:12	2:32	-0:19	4:05	3:50	0:15	3:34	3:54	-0:19	2:06	2:12	-0:06	1:35	3:48	-2:12	0:40	0:30	0:10	2:57	3:45	-0:47
Rock	3:01	3:04	-0:03	6:18	5:05	1:13	6:11	5:23	0:47	2:33	2:23	0:09	1:22	1:11	0:10	2:41	1:48	0:52	2:48	2:55	-0:07
The Hits	2:04	2:06	-0:01	2:20	3:07	-0:47	3:26	3:15	0:11	2:10	2:17	-0:06	2:12	1:19	0:52	1:49	2:00	-0:10	2:24	2:38	-0:14
The Sound	2:09	3:07	-0:58	4:35	4:55	-0:20	5:06	3:51	1:14	2:38	2:16	0:21	2:03	3:41	-1:38	3:30	2:29	1:00	5:16	3:37	1:39
ZM	1:45	1:41	0:04	2:21	1:34	0:46	3:06	2:06	1:00	1:37	1:43	-0:05	0:47	1:00	-0:12	3:21	1:43	1:38	2:09	2:22	-0:12
Others	3:28	3:22	0:05	5:09	4:30	0:39	4:06	3:45	0:21	2:07	2:39	-0:31	3:51	3:15	0:35	5:07	5:04	0:03	5:19	3:15	2:04
MediaWorks Combo	3:59	4:05	-0:06	4:57	4:54	0:02	5:25	4:50	0:34	2:47	2:27	0:19	2:20	2:20	-0:00	2:42	2:40	0:01	4:33	4:14	0:19
NZME Combo	3:23	3:48	-0:24	3:56	3:57	-0:01	3:50	3:37	0:12	2:11	2:18	-0:06	2:40	2:33	0:06	3:53	3:22	0:30	4:08	4:07	0:00
All Commercial Radio	4:34	4:44	-0:09	5:29	5:31	-0:01	5:51	5:19	0:32	3:04	2:53	0:10	2:42	2:48	-0:05	3:49	3:29	0:20	5:20	5:06	0:14

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