



MANAWATU COMMERCIAL RADIO - SURVEY 1 2016

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

Survey Comparisons: 2/2015 - 1/2016

This Survey Period: Sun Jan 31 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016

Last Survey Period: Sat Aug 8 to Sat Sep 19 2015

	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	12.5	13.5	-1.0	3	10.4	4.8	5.6	6.6	2.4	4.2	2.9	4.1	-1.2	6.4	11.4	-5.0	12.5	19.9	-7.4	21.0	19.2	1.8	4.6	10.4	-5.8
Coast	3.7	5.7	-2.0	10	*	0.0	*	0.4	0.0	0.4	0.1	0.0	0.1	0.5	1.9	-1.4	7.3	9.5	-2.2	10.7	14.6	-3.9	1.2	0.7	0.5
Edge	7.4	8.3	-0.9	5	13.3	33.2	-19.9	8.9	16.2	-7.3	7.6	7.8	-0.2	7.7	6.1	1.6	7.2	4.7	2.5	5.9	4.1	1.8	10.4	9.1	1.3
George FM	2.2	n.a.	*	13	5.2	n.a.	*	2.4	n.a.	*	4.0	n.a.	*	2.9	n.a.	*	0.4	n.a.	*	*	n.a.	*	2.3	n.a.	*
Hits	4.8	4.9	-0.1	9	1.7	8.0	-6.3	7.1	4.5	2.6	6.2	7.7	-1.5	5.1	7.8	-2.7	4.6	5.0	-0.4	4.0	1.3	2.7	4.9	4.9	0.0
Kia Ora FM	0.6	n.a.	*	17	0.2	n.a.	*	1.1	n.a.	*	1.5	n.a.	*	1.0	n.a.	*	*	n.a.	*	0.4	n.a.	*	1.7	n.a.	*
Life FM	0.8	n.a.	*	16	5.0	n.a.	*	0.1	n.a.	*	0.8	n.a.	*	0.6	n.a.	*	0.4	n.a.	*	0.2	n.a.	*	0.9	n.a.	*
Mai FM	7.2	2.0	5.2	7	22.3	4.7	17.6	16.8	3.3	13.5	10.0	4.5	5.5	6.8	2.7	4.1	0.5	0.2	0.3	0.1	0.2	-0.1	11.9	3.6	8.3
More FM	13.2	15.4	-2.2	1	16.0	16.2	-0.2	13.1	18.1	-5.0	13.6	16.7	-3.1	14.4	16.2	-1.8	13.6	15.0	-1.4	11.1	12.6	-1.5	19.0	23.0	-4.0
Newstalk ZB	7.4	9.8	-2.4	5	1.0	0.1	0.9	0.2	0.7	-0.5	3.5	1.6	1.9	3.1	2.8	0.3	4.6	9.3	-4.7	10.3	18.0	-7.7	4.1	3.7	0.4
Radio Hauraki	1.3	0.6	0.7	15	1.7	0.2	1.5	1.2	0.4	0.8	2.1	0.7	1.4	1.7	0.7	1.0	1.1	0.5	0.6	0.7	0.3	0.4	1.6	1.3	0.3
Radio Live	6.1	6.3	-0.2	8	2.2	2.5	-0.3	2.4	2.2	0.2	3.3	6.2	-2.9	5.9	7.2	-1.3	10.1	6.9	3.2	9.1	8.4	0.7	4.0	7.5	-3.5
Radio Sport	1.8	2.9	-1.1	14	5.6	0.5	5.1	1.1	1.1	0.0	1.3	2.3	-1.0	2.0	3.4	-1.4	2.3	3.7	-1.4	1.2	2.8	-1.6	1.0	3.3	-2.3
Radio Tarana	0.4	n.a.	*	18	*	n.a.	*	1.3	n.a.	*	1.4	n.a.	*	0.9	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*
Rhema	2.3	n.a.	*	12	2.5	n.a.	*	3.0	n.a.	*	2.3	n.a.	*	2.4	n.a.	*	3.5	n.a.	*	3.0	n.a.	*	1.6	n.a.	*
Rock	8.0	10.4	-2.4	4	0.6	3.8	-3.2	14.7	22.4	-7.7	16.9	20.8	-3.9	13.6	16.2	-2.6	5.4	6.6	-1.2	2.3	2.8	-0.5	10.2	13.2	-3.0
The Sound	12.6	8.4	4.2	2	2.5	0.6	1.9	8.8	6.8	2.0	12.1	8.5	3.6	15.9	10.2	5.7	22.0	14.0	8.0	14.8	11.3	3.5	10.8	11.3	-0.5
ZM	2.9	6.0	-3.1	11	1.8	9.5	-7.7	7.1	13.8	-6.7	5.5	10.4	-4.9	4.2	7.1	-2.9	1.0	1.8	-0.8	0.3	1.6	-1.3	6.2	3.5	2.7
Other	4.9	5.9	-1.0		7.9	16.0	-8.1	3.8	7.9	-4.1	5.0	8.8	-3.8	5.0	6.3	-1.3	3.2	3.0	0.2	5.1	2.9	2.2	3.6	4.5	-0.9
Mediaworks Combo	69.1	64.3	4.8		72.5	65.8	6.7	73.7	71.6	2.1	70.4	68.5	1.9	73.6	70.1	3.5	71.8	67.3	4.5	64.2	58.5	5.7	73.1	78.1	-5.0
NZME Combo	21.9	29.9	-8.0		11.9	18.2	-6.3	17.0	20.5	-3.5	18.7	22.7	-4.0	16.5	23.6	-7.1	21.0	29.8	-8.8	27.1	38.7	-11.6	19.1	17.4	1.7
Potential (000)	107.4	95.5	11.9		12.9	12.8	0.1	31.1	27.0	4.1	30.0	28.4	1.6	45.8	42.5	3.3	30.1	26.0	4.1	25.1	20.6	4.5	20.1	18.6	1.5
Sample	863	822	41		95	61	34	229	184	45	275	241	34	380	375	5	222	258	-36	231	245	-14	180	172	8

Please note: Survey 1 2016 supplied by GfK; Survey 2 2015 supplied by TNS. Please take into account if comparing Survey 2 2015 and Survey 1 2016 results

Mediaworks Combo : Breeze or Edge or George FM or Mai FM or More FM or Radio Live or Rock or The Sound

NZME Combo : Coast or Hits or Newstalk ZB or Radio Hauraki or Radio Sport or ZM

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



MANAWATU COMMERCIAL RADIO - SURVEY 1 2016

Station Share (%) by Daypart, People 10+
 Survey Comparisons: 2/2015 - 1/2016

This Survey Period: Sun Jan 31 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016
 Last Survey Period: Sat Aug 8 to Sat Sep 19 2015

	This	Last	+/-
Potential (000)	107.4	95.5	11.9
Sample Size	863	822	41

	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	14.9	13.9	1.0	1	13.1	17.0	-3.9	12.7	13.4	-0.7	12.1	10.7	1.4	10.4	10.0	0.4	9.5	6.3	3.2	11.5	14.3	-2.8
Coast	3.3	4.7	-1.4	10	5.5	7.8	-2.3	3.5	5.0	-1.5	2.6	4.4	-1.8	1.5	3.7	-2.2	4.1	6.6	-2.5	4.0	6.9	-2.9
Edge	6.3	7.3	-1.0	6	7.7	7.0	0.7	7.9	7.7	0.2	5.8	11.3	-5.5	4.9	11.1	-6.2	8.4	7.8	0.6	8.7	8.6	0.1
George FM	2.0	n.a.	*	13	2.5	n.a.	*	3.0	n.a.	*	1.8	n.a.	*	0.3	n.a.	*	3.6	n.a.	*	1.8	n.a.	*
Hits	4.0	5.3	-1.3	9	4.2	5.5	-1.3	4.6	5.7	-1.1	5.8	5.5	0.3	8.0	2.3	5.7	2.4	1.6	0.8	4.8	4.2	0.6
Kia Ora FM	0.8	n.a.	*	16	0.1	n.a.	*	0.1	n.a.	*	0.5	n.a.	*	1.2	n.a.	*	0.6	n.a.	*	1.2	n.a.	*
Life FM	0.6	n.a.	*	17	0.9	n.a.	*	1.1	n.a.	*	0.5	n.a.	*	0.3	n.a.	*	0.5	n.a.	*	0.7	n.a.	*
Mai FM	5.8	1.6	4.2	7	6.1	1.7	4.4	6.6	2.0	4.6	7.7	3.7	4.0	11.6	0.8	10.8	9.9	1.4	8.5	7.4	2.1	5.3
More FM	13.0	18.3	-5.3	2	14.1	15.2	-1.1	15.1	17.6	-2.5	12.2	14.7	-2.5	8.7	8.8	-0.1	6.9	11.8	-4.9	13.8	13.9	-0.1
Newstalk ZB	9.8	11.9	-2.1	5	6.1	5.7	0.4	5.0	3.3	1.7	6.3	4.9	1.4	9.3	20.0	-10.7	15.9	30.9	-15.0	7.4	12.5	-5.1
Radio Hauraki	1.1	0.7	0.4	15	0.9	0.3	0.6	1.5	0.4	1.1	2.1	1.3	0.8	3.2	0.4	2.8	0.1	0.4	-0.3	0.6	0.5	0.1
Radio Live	11.4	9.2	2.2	3	5.0	5.0	0.0	4.2	3.0	1.2	5.4	5.2	0.2	9.8	12.8	-3.0	5.2	10.7	-5.5	3.9	5.4	-1.5
Radio Sport	1.2	2.3	-1.1	14	1.2	2.1	-0.9	1.0	2.2	-1.2	2.0	2.7	-0.7	3.4	5.7	-2.3	2.0	5.5	-3.5	2.9	3.5	-0.6
Radio Tarana	0.1	n.a.	*	18	0.5	n.a.	*	*	n.a.	*	0.3	n.a.	*	1.7	n.a.	*	*	n.a.	*	0.5	n.a.	*
Rhema	2.6	n.a.	*	12	2.3	n.a.	*	2.0	n.a.	*	2.5	n.a.	*	2.9	n.a.	*	0.7	n.a.	*	2.4	n.a.	*
Rock	5.7	8.2	-2.5	8	8.5	13.8	-5.3	9.5	16.8	-7.3	10.4	13.6	-3.2	6.3	4.5	1.8	3.4	8.5	-5.1	8.2	4.8	3.4
The Sound	11.1	6.8	4.3	4	14.9	9.8	5.1	15.1	11.4	3.7	12.9	8.5	4.4	7.0	3.9	3.1	11.1	4.5	6.6	11.7	8.1	3.6
ZM	3.1	6.8	-3.7	11	2.1	6.3	-4.2	2.8	6.5	-3.7	4.4	5.7	-1.3	2.0	3.6	-1.6	2.0	2.2	-0.2	3.1	6.1	-3.0
Other	3.0	3.0	0.0		4.3	3.0	1.3	4.3	4.8	-0.5	4.7	7.7	-3.0	7.4	12.4	-5.0	13.6	1.8	11.8	5.3	9.2	-3.9
Mediaworks Combo	70.3	65.3	5.0		71.9	69.4	2.5	74.1	71.9	2.2	68.5	67.7	0.8	59.0	51.9	7.1	58.1	50.9	7.2	67.1	57.1	10.0
NZME Combo	22.5	31.7	-9.2		20.0	27.7	-7.7	18.4	23.2	-4.8	23.1	24.6	-1.5	27.5	35.7	-8.2	26.6	47.3	-20.7	22.8	33.7	-10.9

Please note: Survey 1 2016 supplied by GfK; Survey 2 2015 supplied by TNS. Please take into account if comparing Survey 2 2015 and Survey 1 2016 results

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MANAWATU COMMERCIAL RADIO - SURVEY 1 2016

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

Survey Comparisons: 2/2015 - 1/2016

This Survey Period: Sun Jan 31 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016

Last Survey Period: Sat Aug 8 to Sat Sep 19 2015

	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	16.2	13.2	3.0	3	0.8	1.4	-0.6	3.1	1.9	1.2	2.2	2.0	0.2	4.8	4.5	0.3	5.9	5.3	0.6	6.6	4.2	2.4	1.6	2.1	-0.5
Coast	6.7	4.9	1.8	11	0.2	0.0	0.2	0.9	0.1	0.8	0.2	0.3	-0.1	0.8	1.3	-0.5	2.9	3.0	-0.1	3.9	3.1	0.8	0.6	0.3	0.3
Edge	19.3	17.9	1.4	2	3.6	3.7	-0.1	8.5	8.7	-0.2	5.8	5.9	-0.1	8.6	7.8	0.8	3.8	2.9	0.9	1.5	1.1	0.4	4.9	4.0	0.9
George FM	4.6	n.a.	*	14	0.3	n.a.	*	2.6	n.a.	*	1.7	n.a.	*	2.3	n.a.	*	0.7	n.a.	*	0.1	n.a.	*	0.7	n.a.	*
Hits	8.6	7.4	1.2	10	1.0	1.4	-0.4	2.8	2.2	0.6	3.0	2.5	0.5	3.9	4.4	-0.5	2.5	2.5	0.0	2.0	0.8	1.2	2.0	1.4	0.6
Kia Ora FM	2.2	n.a.	*	16	0.2	n.a.	*	0.9	n.a.	*	1.5	n.a.	*	1.5	n.a.	*	0.1	n.a.	*	0.2	n.a.	*	1.2	n.a.	*
Life FM	2.2	n.a.	*	16	0.7	n.a.	*	0.3	n.a.	*	0.8	n.a.	*	1.2	n.a.	*	0.8	n.a.	*	0.3	n.a.	*	0.4	n.a.	*
Mai FM	11.9	4.0	7.9	5	3.5	0.4	3.1	5.9	2.1	3.8	4.8	1.7	3.1	5.3	1.9	3.4	0.5	0.5	0.0	0.2	0.4	-0.2	3.2	1.1	2.1
More FM	24.3	18.8	5.5	1	3.7	2.6	1.1	7.2	5.5	1.7	7.5	5.9	1.6	12.3	9.2	3.1	7.8	5.6	2.2	4.4	3.2	1.2	5.7	5.8	-0.1
Newstalk ZB	9.4	9.7	-0.3	9	0.7	0.2	0.5	0.5	1.4	-0.9	1.3	1.3	0.0	2.3	2.6	-0.3	2.5	3.3	-0.8	3.5	4.0	-0.5	0.8	1.2	-0.4
Radio Hauraki	4.9	2.3	2.6	13	0.4	0.2	0.2	2.3	0.6	1.7	2.6	0.5	2.1	3.4	1.0	2.4	1.0	0.7	0.3	0.2	0.3	-0.1	1.0	0.6	0.4
Radio Live	9.8	8.6	1.2	7	0.6	0.4	0.2	1.9	1.2	0.7	2.7	2.7	0.0	5.5	5.4	0.1	4.2	3.9	0.3	2.4	2.5	-0.1	1.6	2.6	-1.0
Radio Sport	5.9	5.2	0.7	12	0.7	0.2	0.5	1.5	0.6	0.9	1.5	1.1	0.4	3.1	2.3	0.8	2.2	2.1	0.1	1.1	1.7	-0.6	0.5	0.8	-0.3
Radio Tarana	0.6	n.a.	*	18	*	n.a.	*	0.3	n.a.	*	0.6	n.a.	*	0.6	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*
Rhema	4.4	n.a.	*	15	0.7	n.a.	*	1.0	n.a.	*	1.0	n.a.	*	2.0	n.a.	*	2.1	n.a.	*	1.4	n.a.	*	1.0	n.a.	*
Rock	11.7	12.1	-0.4	6	0.1	1.0	-0.9	5.5	6.0	-0.5	5.8	5.8	0.0	7.9	7.7	0.2	2.7	2.7	0.0	0.8	1.0	-0.2	2.8	3.0	-0.2
The Sound	15.8	9.7	6.1	4	0.8	0.2	0.6	3.4	1.5	1.9	4.0	2.9	1.1	8.3	6.7	1.6	8.0	5.9	2.1	4.7	2.6	2.1	2.7	2.3	0.4
ZM	9.8	10.7	-0.9	7	0.6	1.4	-0.8	6.3	6.1	0.2	5.0	5.2	-0.2	5.8	5.8	0.0	1.0	1.1	-0.1	0.3	0.6	-0.3	3.1	2.3	0.8
Other	8.2	9.3	-1.1		0.4	1.3	-0.9	1.9	2.7	-0.8	1.4	2.7	-1.3	3.1	3.9	-0.8	3.1	2.5	0.6	2.3	2.1	0.2	1.1	1.5	-0.4
Mediaworks Combo	71.1	55.0	16.1		8.2	6.8	1.4	22.5	16.3	6.2	20.8	17.3	3.5	33.1	27.1	6.0	21.5	16.7	4.8	15.0	10.9	4.1	14.1	13.6	0.5
NZME Combo	36.8	33.4	3.4		2.7	2.8	-0.1	11.2	9.4	1.8	10.2	9.5	0.7	15.1	14.6	0.5	10.6	10.1	0.5	9.5	8.6	0.9	7.0	5.7	1.3
All Commercial Radio	91.1	72.3	18.8		9.9	8.7	1.2	26.8	20.3	6.5	26.2	22.2	4.0	40.2	34.0	6.2	26.4	21.3	5.1	21.1	15.8	5.3	17.5	15.7	1.8
Potential (000)	107.4	95.5	11.9		12.9	12.8	0.1	31.1	27.0	4.1	30.0	28.4	1.6	45.8	42.5	3.3	30.1	26.0	4.1	25.1	20.6	4.5	20.1	18.6	1.5
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	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	10.9	7.3	3.6	2	8.5	6.7	1.8	8.7	6.7	2.0	8.5	5.1	3.4	4.4	3.1	1.3	2.3	1.7	0.6	11.8	8.5	3.3
Coast	3.6	2.7	0.9	10	4.0	3.1	0.9	3.7	2.9	0.8	2.7	2.3	0.4	1.0	1.1	-0.1	1.1	0.8	0.3	4.3	4.0	0.3
Edge	9.0	8.9	0.1	4	8.4	6.4	2.0	10.8	8.6	2.2	8.1	8.9	-0.8	4.0	4.3	-0.3	2.5	1.9	0.6	11.5	10.9	0.6
George FM	1.8	n.a.	*	15	1.0	n.a.	*	2.8	n.a.	*	2.0	n.a.	*	0.6	n.a.	*	0.3	n.a.	*	2.8	n.a.	*
Hits	3.3	5.0	-1.7	11	2.8	2.5	0.3	4.1	2.7	1.4	3.6	2.9	0.7	2.3	1.5	0.8	0.9	0.7	0.2	5.6	3.6	2.0
Kia Ora FM	1.3	n.a.	*	16	0.3	n.a.	*	0.3	n.a.	*	0.7	n.a.	*	0.8	n.a.	*	0.5	n.a.	*	1.8	n.a.	*
Life FM	1.1	n.a.	*	17	1.1	n.a.	*	1.8	n.a.	*	0.7	n.a.	*	0.4	n.a.	*	0.2	n.a.	*	1.2	n.a.	*
Mai FM	6.5	1.5	5.0	7	4.9	1.1	3.8	5.9	2.0	3.9	6.7	2.0	4.7	5.1	0.6	4.5	2.3	0.4	1.9	7.9	2.8	5.1
More FM	12.4	11.4	1.0	1	10.7	6.7	4.0	12.5	8.8	3.7	11.4	9.3	2.1	5.8	4.8	1.0	2.0	2.5	-0.5	15.0	11.8	3.2
Newstalk ZB	6.6	5.9	0.7	6	5.3	3.6	1.7	4.3	2.8	1.5	3.6	2.9	0.7	2.9	4.3	-1.4	3.0	3.5	-0.5	6.7	7.6	-0.9
Radio Hauraki	3.0	0.7	2.3	12	1.7	0.8	0.9	1.9	0.7	1.2	2.6	1.1	1.5	1.0	0.7	0.3	0.1	0.2	-0.1	1.5	1.1	0.4
Radio Live	6.8	5.7	1.1	5	3.9	3.3	0.6	4.3	3.2	1.1	4.7	3.1	1.6	2.7	2.9	-0.2	1.8	2.1	-0.3	5.1	4.6	0.5
Radio Sport	2.1	2.4	-0.3	14	2.0	1.7	0.3	2.6	1.9	0.7	2.3	1.7	0.6	2.0	1.5	0.5	1.2	1.1	0.1	4.2	4.0	0.2
Radio Tarana	0.3	n.a.	*	18	0.3	n.a.	*	*	n.a.	*	0.2	n.a.	*	0.6	n.a.	*	*	n.a.	*	0.6	n.a.	*
Rhema	2.7	n.a.	*	13	2.4	n.a.	*	2.3	n.a.	*	2.2	n.a.	*	1.3	n.a.	*	0.4	n.a.	*	2.6	n.a.	*
Rock	5.7	6.3	-0.6	8	6.5	5.2	1.3	7.4	7.1	0.3	6.5	6.5	0.0	3.2	3.8	-0.6	1.7	1.3	0.4	7.6	6.4	1.2
The Sound	9.5	5.1	4.4	3	9.3	4.0	5.3	9.5	5.2	4.3	8.9	4.8	4.1	4.5	1.2	3.3	1.6	0.8	0.8	10.4	5.5	4.9
ZM	5.3	6.5	-1.2	9	3.6	3.8	-0.2	3.8	4.6	-0.8	5.2	5.2	0.0	1.8	2.3	-0.5	1.1	0.7	0.4	6.0	6.0	0.0
Other	3.3	3.5	-0.2		3.0	2.7	0.3	3.6	3.6	0.0	2.7	3.4	-0.7	3.0	2.8	0.2	1.1	1.0	0.1	5.1	6.0	-0.9
Mediaworks Combo	50.2	36.8	13.4		42.8	27.0	15.8	45.9	34.6	11.3	45.8	32.8	13.0	26.4	17.8	8.6	11.9	9.3	2.6	56.7	39.2	17.5
NZME Combo	22.1	22.1	0.0		18.1	14.1	4.0	18.7	14.8	3.9	17.5	15.4	2.1	10.4	10.8	-0.4	7.0	6.2	0.8	23.8	23.6	0.2
All Commercial Radio	68.3	52.4	15.9		59.2	37.5	21.7	63.0	46.1	16.9	60.8	45.7	15.1	37.3	28.4	8.9	18.9	14.7	4.2	75.4	56.0	19.4

Please note: Survey 1 2016 supplied by GfK; Survey 2 2015 supplied by TNS. Please take into account if comparing Survey 2 2015 and Survey 1 2016 results

Mediaworks Combo : Breeze or Edge or George FM or Mai FM or More FM or Radio Live or Rock or The Sound

NZME Combo : Coast or Hits or Newstalk ZB or Radio Hauraki or Radio Sport or ZM



MANAWATU COMMERCIAL RADIO - SURVEY 1 2016

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

Survey Comparisons: 2/2015 - 1/2016

This Survey Period: Sun Jan 31 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016

Last Survey Period: Sat Aug 8 to Sat Sep 19 2015

	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	13:24	12:35	0:49	18:58	1:49	17:09	9:54	3:51	6:03	6:12	7:38	-1:25	9:54	15:47	-5:52	11:41	18:16	-6:34	16:13	15:20	0:53	8:54	13:37	-4:42
Coast	9:36	14:26	-4:49	0:15	0:00	0:15	1:55	1:30	0:25	1:01	0:36	0:25	4:56	9:15	-4:18	13:56	15:19	-1:22	14:00	15:37	-1:36	6:08	7:07	-0:58
Edge	6:36	5:41	0:55	5:20	4:53	0:27	4:48	5:43	-0:54	6:08	4:58	1:10	6:32	4:56	1:36	10:42	7:54	2:48	19:33	12:41	6:52	6:33	6:24	0:09
George FM	8:11	n.a.	*	24:21	n.a.	*	4:12	n.a.	*	11:03	n.a.	*	9:03	n.a.	*	3:28	n.a.	*	2:45	n.a.	*	10:27	n.a.	*
Hits	9:36	8:03	1:33	2:28	2:59	-0:30	11:39	6:12	5:27	9:48	11:25	-1:36	9:37	11:08	-1:30	10:32	9:42	0:50	10:07	5:54	4:13	7:26	9:38	-2:11
Kia Ora FM	4:49	n.a.	*	1:49	n.a.	*	5:43	n.a.	*	4:52	n.a.	*	4:52	n.a.	*	2:30	n.a.	*	8:40	n.a.	*	4:35	n.a.	*
Life FM	5:49	n.a.	*	10:27	n.a.	*	2:23	n.a.	*	4:31	n.a.	*	3:40	n.a.	*	2:55	n.a.	*	3:58	n.a.	*	6:45	n.a.	*
Mai FM	10:26	6:03	4:23	9:16	6:32	2:44	13:08	4:46	8:22	9:50	10:03	-0:12	9:31	8:52	0:39	5:31	2:05	3:26	2:32	1:56	0:36	11:19	9:28	1:51
More FM	9:25	10:01	-0:36	6:19	3:19	3:00	8:21	10:06	-1:44	8:33	10:42	-2:08	8:36	11:11	-2:34	9:46	13:02	-3:15	12:51	13:14	-0:22	10:14	11:11	-0:56
Newstalk ZB	13:48	12:26	1:22	2:08	0:15	1:53	2:13	1:31	0:42	12:27	4:37	7:50	10:03	6:58	3:05	10:08	13:45	-3:36	15:10	15:03	0:07	16:02	8:52	7:10
Radio Hauraki	4:30	2:58	1:32	6:00	0:30	5:30	2:20	1:52	0:28	3:48	5:14	-1:25	3:35	4:10	-0:34	5:44	3:15	2:29	16:37	3:04	13:33	4:51	6:01	-1:09
Radio Live	10:50	8:57	1:53	5:15	3:38	1:37	5:39	5:35	0:04	5:48	8:35	-2:46	7:49	8:26	-0:36	13:30	8:32	4:58	19:16	11:12	8:04	7:53	7:56	-0:02
Radio Sport	5:19	6:54	-1:34	11:15	1:15	10:00	3:24	5:30	-2:05	3:59	7:36	-3:36	4:43	9:21	-4:37	5:49	8:20	-2:30	5:15	5:26	-0:11	6:08	10:57	-4:48
Radio Tarana	10:58	n.a.	*	*	n.a.	*	17:36	n.a.	*	10:58	n.a.	*	10:58	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*
Rhema	9:07	n.a.	*	5:29	n.a.	*	14:03	n.a.	*	11:22	n.a.	*	9:05	n.a.	*	9:08	n.a.	*	11:08	n.a.	*	4:51	n.a.	*
Rock	11:50	10:31	1:19	9:30	2:10	7:20	12:10	11:21	0:49	13:49	13:24	0:25	12:40	13:22	-0:41	11:06	11:51	-0:44	14:54	9:02	5:52	11:14	12:13	-0:58
The Sound	13:49	10:34	3:15	4:20	1:45	2:35	11:51	13:32	-1:40	14:20	10:49	3:31	14:07	9:37	4:30	15:24	11:24	4:00	16:05	14:28	1:37	12:22	13:32	-1:09
ZM	5:06	6:51	-1:44	4:40	3:41	0:59	5:10	6:51	-1:40	5:10	7:28	-2:17	5:19	7:43	-2:23	5:26	7:48	-2:21	5:11	9:41	-4:29	6:15	4:13	2:02
Other	10:30	7:41	2:49	25:47	6:43	19:04	9:16	9:07	0:09	17:30	12:10	5:20	11:42	10:15	1:27	5:48	5:41	0:07	11:25	4:34	6:51	9:51	8:20	1:31
Mediaworks Combo	16:51	14:19	2:32	12:51	5:16	7:35	15:04	13:27	1:37	15:59	14:52	1:07	16:19	16:20	-0:00	18:36	19:31	-0:54	21:53	17:58	3:55	16:02	16:01	0:01
NZME Combo	10:19	10:57	-0:37	6:20	3:29	2:51	6:58	6:40	0:18	8:40	8:57	-0:16	8:01	10:13	-2:11	11:01	14:13	-3:11	14:38	15:03	-0:24	8:22	8:31	-0:08
All Commercial Radio	19:03	16:57	2:06	14:39	6:13	8:26	17:10	15:03	2:07	18:01	16:55	1:06	18:16	18:35	-0:18	21:07	22:43	-1:35	24:11	21:15	2:56	17:36	17:47	-0:10
Potential (000)	107.4	95.5	11.9	12.9	12.8	0.1	31.1	27.0	4.1	30.0	28.4	1.6	45.8	42.5	3.3	30.1	26.0	4.1	25.1	20.6	4.5	20.1	18.6	1.5
Sample	863	822	41	95	61	34	229	184	45	275	241	34	380	375	5	222	258	-36	231	245	-14	180	172	8

Please note: Survey 1 2016 supplied by GfK; Survey 2 2015 supplied by TNS. Please take into account if comparing Survey 2 2015 and Survey 1 2016 results

Mediaworks Combo : Breeze or Edge or George FM or Mai FM or More FM or Radio Live or Rock or The Sound

NZME Combo : Coast or Hits or Newstalk ZB or Radio Hauraki or Radio Sport or ZM



MANAWATU COMMERCIAL RADIO - SURVEY 1 2016

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

Survey Comparisons: 2/2015 - 1/2016

This Survey Period: Sun Jan 31 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016

Last Survey Period: Sat Aug 8 to Sat Sep 19 2015

	This	Last	+/-
Potential (000)	107.4	95.5	11.9
Sample Size	863	822	41

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

Please note: Survey 1 2016 supplied by GfK; Survey 2 2015 supplied by TNS. Please take into account if comparing Survey 2 2015 and Survey 1 2016 results

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