



MANAWATU COMMERCIAL RADIO - SURVEY 1 2017

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

Survey Comparisons: 1/2016 - 1/2017

This Survey Period: Sun Apr 10 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Apr 8 2017

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

	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	10.9	12.5	-1.6	2	6.6	10.4	-3.8	1.8	6.6	-4.8	2.5	2.9	-0.4	7.2	6.4	0.8	12.9	12.5	0.4	22.2	21.0	1.2	4.0	4.6	-0.6
Coast	4.3	3.7	0.6	11	*	*	*	0.1	0.4	-0.3	1.1	0.1	1.0	2.1	0.5	1.6	9.0	7.3	1.7	11.0	10.7	0.3	4.3	1.2	3.1
Edge	8.7	7.4	1.3	4	20.4	13.3	7.1	12.0	8.9	3.1	9.6	7.6	2.0	7.7	7.7	0.0	6.5	7.2	-0.7	6.9	5.9	1.0	14.3	10.4	3.9
George FM	2.0	2.2	-0.2	13	3.9	5.2	-1.3	1.8	2.4	-0.6	3.2	4.0	-0.8	2.4	2.9	-0.5	0.6	0.4	0.2	0.1	*	*	2.0	2.3	-0.3
Kia Ora FM	0.4	0.6	-0.2	17	0.1	0.2	-0.1	0.3	1.1	-0.8	0.9	1.5	-0.6	0.6	1.0	-0.4	0.1	*	*	0.1	0.4	-0.3	0.9	1.7	-0.8
Life FM	0.6	0.8	-0.2	16	3.7	5.0	-1.3	*	0.1	*	0.6	0.8	-0.2	0.5	0.6	-0.1	0.3	0.4	-0.1	0.2	0.2	0.0	0.8	0.9	-0.1
Mai FM	7.4	7.2	0.2	7	22.5	22.3	0.2	16.0	16.8	-0.8	10.6	10.0	0.6	7.1	6.8	0.3	0.6	0.5	0.1	*	0.1	*	9.3	11.9	-2.6
More FM	12.1	13.2	-1.1	1	16.4	16.0	0.4	13.4	13.1	0.3	13.6	13.6	0.0	14.1	14.4	-0.3	12.1	13.6	-1.5	8.5	11.1	-2.6	20.8	19.0	1.8
Newstalk ZB	8.6	7.4	1.2	5	0.9	1.0	-0.1	0.2	0.2	0.0	2.8	3.5	-0.7	3.3	3.1	0.2	6.6	4.6	2.0	13.9	10.3	3.6	1.9	4.1	-2.2
Radio Hauraki	1.5	1.3	0.2	15	1.6	1.7	-0.1	0.4	1.2	-0.8	2.6	2.1	0.5	2.2	1.7	0.5	1.6	1.1	0.5	0.9	0.7	0.2	1.9	1.6	0.3
Radio Live	5.7	6.1	-0.4	8	1.9	2.2	-0.3	2.1	2.4	-0.3	3.4	3.3	0.1	5.7	5.9	-0.2	10.4	10.1	0.3	8.9	9.1	-0.2	5.3	4.0	1.3
Radio Sport	2.0	1.8	0.2	13	0.8	5.6	-4.8	1.1	1.1	0.0	1.8	1.3	0.5	2.3	2.0	0.3	2.6	2.3	0.3	1.9	1.2	0.7	2.0	1.0	1.0
Rhema	2.8	2.3	0.5	12	1.7	2.5	-0.8	3.4	3.0	0.4	3.5	2.3	1.2	3.2	2.4	0.8	3.6	3.5	0.1	3.2	3.0	0.2	1.3	1.6	-0.3
Rock	8.4	8.0	0.4	6	1.1	0.6	0.5	17.2	14.7	2.5	15.3	16.9	-1.6	12.9	13.6	-0.7	5.7	5.4	0.3	1.8	2.3	-0.5	9.4	10.2	-0.8
The Hits	4.5	4.8	-0.3	10	4.2	1.7	2.5	6.6	7.1	-0.5	4.8	6.2	-1.4	3.8	5.1	-1.3	4.2	4.6	-0.4	4.1	4.0	0.1	3.9	4.9	-1.0
The Sound	10.2	12.6	-2.4	3	2.0	2.5	-0.5	7.3	8.8	-1.5	10.1	12.1	-2.0	13.3	15.9	-2.6	17.8	22.0	-4.2	11.3	14.8	-3.5	7.9	10.8	-2.9
ZM	4.7	2.9	1.8	9	4.9	1.8	3.1	11.8	7.1	4.7	5.9	5.5	0.4	5.1	4.2	0.9	1.9	1.0	0.9	0.2	0.3	-0.1	7.5	6.2	1.3
Other	5.2	5.3	-0.1		7.4	7.9	-0.5	4.4	5.1	-0.7	7.7	6.4	1.3	6.3	5.9	0.4	3.5	3.2	0.3	4.6	5.1	-0.5	2.3	3.6	-1.3
Mediaworks Combo	65.4	69.1	-3.7		74.7	72.5	2.2	71.5	73.7	-2.2	68.3	70.4	-2.1	70.5	73.6	-3.1	66.6	71.8	-5.2	59.7	64.2	-4.5	73.2	73.1	0.1
NZME Combo	25.6	21.9	3.7		12.4	11.9	0.5	20.4	17.0	3.4	19.0	18.7	0.3	18.9	16.5	2.4	25.9	21.0	4.9	32.1	27.1	5.0	21.5	19.1	2.4
Potential (000)	109.6	107.4	2.2		13.7	12.9	0.8	31.3	31.1	0.2	31.0	30.0	1.0	46.8	45.8	1.0	30.5	30.1	0.4	25.8	25.1	0.7	20.0	20.1	-0.1
Sample	835	863	-28		101	95	6	236	229	7	263	275	-12	358	380	-22	204	222	-18	216	231	-15	170	180	-10

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 Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM

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



MANAWATU COMMERCIAL RADIO - SURVEY 1 2017

Station Share (%) by Daypart, People 10+

Survey Comparisons: 1/2016 - 1/2017

This Survey Period: Sun Apr 10 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Apr 8 2017

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

	This	Last	+/-
Potential (000)	109.6	107.4	2.2
Sample Size	835	863	-28

	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	11.7	14.9	-3.2	2	11.9	13.1	-1.2	12.0	12.7	-0.7	10.3	12.1	-1.8	7.6	10.4	-2.8	7.6	9.5	-1.9	10.3	11.5	-1.2
Coast	3.0	3.3	-0.3	12	6.9	5.5	1.4	4.6	3.5	1.1	3.5	2.6	0.9	2.6	1.5	1.1	3.0	4.1	-1.1	4.0	4.0	0.0
Edge	7.2	6.3	0.9	7	8.7	7.7	1.0	9.2	7.9	1.3	6.7	5.8	0.9	6.8	4.9	1.9	8.8	8.4	0.4	10.8	8.7	2.1
George FM	1.8	2.0	-0.2	13	1.8	2.5	-0.7	2.5	3.0	-0.5	1.8	1.8	0.0	0.8	0.3	0.5	3.7	3.6	0.1	2.0	1.8	0.2
Kia Ora FM	0.7	0.8	-0.1	16	0.1	0.1	0.0	0.1	0.1	0.0	0.4	0.5	-0.1	0.5	1.2	-0.7	0.2	0.6	-0.4	0.6	1.2	-0.6
Life FM	0.6	0.6	0.0	17	0.8	0.9	-0.1	1.0	1.1	-0.1	0.4	0.5	-0.1	0.3	0.3	0.0	*	0.5	*	0.5	0.7	-0.2
Mai FM	7.2	5.8	1.4	7	6.4	6.1	0.3	7.2	6.6	0.6	6.7	7.7	-1.0	8.4	11.6	-3.2	7.0	9.9	-2.9	8.8	7.4	1.4
More FM	12.4	13.0	-0.6	1	13.2	14.1	-0.9	15.0	15.1	-0.1	12.0	12.2	-0.2	7.0	8.7	-1.7	6.1	6.9	-0.8	11.1	13.8	-2.7
Newstalk ZB	10.5	9.8	0.7	3	6.4	6.1	0.3	4.6	5.0	-0.4	5.9	6.3	-0.4	14.5	9.3	5.2	19.8	15.9	3.9	9.9	7.4	2.5
Radio Hauraki	1.0	1.1	-0.1	15	1.1	0.9	0.2	2.1	1.5	0.6	2.5	2.1	0.4	3.3	3.2	0.1	0.1	0.1	0.0	0.9	0.6	0.3
Radio Live	10.3	11.4	-1.1	4	5.5	5.0	0.5	4.0	4.2	-0.2	3.9	5.4	-1.5	8.0	9.8	-1.8	7.6	5.2	2.4	3.5	3.9	-0.4
Radio Sport	1.8	1.2	0.6	13	1.8	1.2	0.6	1.6	1.0	0.6	2.6	2.0	0.6	2.0	3.4	-1.4	2.0	2.0	0.0	2.5	2.9	-0.4
Rhema	3.2	2.6	0.6	11	1.8	2.3	-0.5	2.1	2.0	0.1	3.7	2.5	1.2	3.4	2.9	0.5	0.9	0.7	0.2	3.4	2.4	1.0
Rock	7.5	5.7	1.8	6	9.2	8.5	0.7	9.5	9.5	0.0	10.9	10.4	0.5	4.3	6.3	-2.0	3.8	3.4	0.4	8.4	8.2	0.2
The Hits	4.1	4.0	0.1	10	3.5	4.2	-0.7	4.0	4.6	-0.6	6.3	5.8	0.5	10.2	8.0	2.2	2.5	2.4	0.1	4.0	4.8	-0.8
The Sound	9.3	11.1	-1.8	5	12.5	14.9	-2.4	12.1	15.1	-3.0	10.8	12.9	-2.1	4.5	7.0	-2.5	5.1	11.1	-6.0	9.5	11.7	-2.2
ZM	5.2	3.1	2.1	9	4.2	2.1	2.1	4.9	2.8	2.1	5.8	4.4	1.4	3.3	2.0	1.3	6.9	2.0	4.9	4.0	3.1	0.9
Other	2.5	3.2	-0.7		4.0	4.8	-0.8	3.5	4.3	-0.8	5.8	5.0	0.8	12.3	9.1	3.2	15.0	13.6	1.4	5.8	5.8	0.0
Mediaworks Combo	67.4	70.3	-2.9		69.3	71.9	-2.6	71.6	74.1	-2.5	63.0	68.5	-5.5	47.5	59.0	-11.5	49.7	58.1	-8.4	64.3	67.1	-2.8
NZME Combo	25.6	22.5	3.1		23.9	20.0	3.9	21.7	18.4	3.3	26.7	23.1	3.6	36.0	27.5	8.5	34.1	26.6	7.5	25.4	22.8	2.6

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

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

Survey Comparisons: 1/2016 - 1/2017

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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	18.1	16.2	1.9	3	1.0	0.8	0.2	2.9	3.1	-0.2	3.0	2.2	0.8	6.6	4.8	1.8	7.1	5.9	1.2	7.5	6.6	0.9	2.1	1.6	0.5
Coast	6.6	6.7	-0.1	11	0.1	0.2	-0.1	0.3	0.9	-0.6	0.4	0.2	0.2	1.2	0.8	0.4	3.3	2.9	0.4	4.2	3.9	0.3	0.8	0.6	0.2
Edge	21.0	19.3	1.7	2	4.6	3.6	1.0	8.9	8.5	0.4	7.1	5.8	1.3	9.6	8.6	1.0	3.7	3.8	-0.1	1.8	1.5	0.3	5.9	4.9	1.0
George FM	5.6	4.6	1.0	13	0.3	0.3	0.0	3.3	2.6	0.7	1.7	1.7	0.0	2.4	2.3	0.1	0.9	0.7	0.2	0.2	0.1	0.1	0.8	0.7	0.1
Kia Ora FM	2.1	2.2	-0.1	16	0.1	0.2	-0.1	0.4	0.9	-0.5	1.4	1.5	-0.1	1.4	1.5	-0.1	0.2	0.1	0.1	0.3	0.2	0.1	0.9	1.2	-0.3
Life FM	2.0	2.2	-0.2	17	0.8	0.7	0.1	0.1	0.3	-0.2	0.6	0.8	-0.2	1.0	1.2	-0.2	0.6	0.8	-0.2	0.2	0.3	-0.1	0.3	0.4	-0.1
Mai FM	12.5	11.9	0.6	6	3.9	3.5	0.4	6.0	5.9	0.1	5.4	4.8	0.6	5.8	5.3	0.5	0.4	0.5	-0.1	*	0.2	*	3.0	3.2	-0.2
More FM	27.2	24.3	2.9	1	5.0	3.7	1.3	7.7	7.2	0.5	8.2	7.5	0.7	13.6	12.3	1.3	8.7	7.8	0.9	4.7	4.4	0.3	6.7	5.7	1.0
Newstalk ZB	11.9	9.4	2.5	8	0.8	0.7	0.1	0.4	0.5	-0.1	1.6	1.3	0.3	3.2	2.3	0.9	3.9	2.5	1.4	4.5	3.5	1.0	0.8	0.8	0.0
Radio Hauraki	4.0	4.9	-0.9	15	0.5	0.4	0.1	1.3	2.3	-1.0	1.8	2.6	-0.8	2.9	3.4	-0.5	1.3	1.0	0.3	0.3	0.2	0.1	1.1	1.0	0.1
Radio Live	10.5	9.8	0.7	9	0.7	0.6	0.1	1.7	1.9	-0.2	2.7	2.7	0.0	6.2	5.5	0.7	5.0	4.2	0.8	2.4	2.4	0.0	1.9	1.6	0.3
Radio Sport	6.5	5.9	0.6	12	0.2	0.7	-0.5	1.2	1.5	-0.3	1.4	1.5	-0.1	3.3	3.1	0.2	3.2	2.2	1.0	2.0	1.1	0.9	0.5	0.5	0.0
Rhema	4.7	4.4	0.3	14	0.5	0.7	-0.2	0.8	1.0	-0.2	1.0	1.0	0.0	2.3	2.0	0.3	2.2	2.1	0.1	1.4	1.4	0.0	0.7	1.0	-0.3
Rock	12.6	11.7	0.9	5	0.6	0.1	0.5	6.0	5.5	0.5	5.7	5.8	-0.1	7.8	7.9	-0.1	2.7	2.7	0.0	0.8	0.8	0.0	3.0	2.8	0.2
The Hits	9.6	8.6	1.0	10	1.4	1.0	0.4	2.8	2.8	0.0	2.9	3.0	-0.1	4.0	3.9	0.1	3.1	2.5	0.6	2.4	2.0	0.4	1.6	2.0	-0.4
The Sound	13.6	15.8	-2.2	4	0.8	0.8	0.0	2.4	3.4	-1.0	3.5	4.0	-0.5	7.2	8.3	-1.1	7.4	8.0	-0.6	4.4	4.7	-0.3	2.6	2.7	-0.1
ZM	12.2	9.8	2.4	7	1.3	0.6	0.7	7.1	6.3	0.8	5.0	5.0	0.0	6.7	5.8	0.9	1.8	1.0	0.8	0.1	0.3	-0.2	3.3	3.1	0.2
Other	9.4	8.7	0.7		0.7	0.4	0.3	2.4	2.2	0.2	2.4	1.9	0.5	3.9	3.7	0.2	3.1	3.1	0.0	2.6	2.3	0.3	1.2	1.1	0.1
Mediaworks Combo	74.3	71.1	3.2		9.6	8.2	1.4	23.0	22.5	0.5	22.6	20.8	1.8	35.3	33.1	2.2	22.6	21.5	1.1	15.9	15.0	0.9	15.1	14.1	1.0
NZME Combo	41.9	36.8	5.1		3.4	2.7	0.7	11.1	11.2	-0.1	10.5	10.2	0.3	17.7	15.1	2.6	14.0	10.6	3.4	10.9	9.5	1.4	7.3	7.0	0.3
All Commercial Radio	96	91	5		11	10	2	27	27	0	29	26	3	43	40	3	28	26	1	23	21	1	19	18	1
Potential (000)	109.6	107.4	2.2		13.7	12.9	0.8	31.3	31.1	0.2	31.0	30.0	1.0	46.8	45.8	1.0	30.5	30.1	0.4	25.8	25.1	0.7	20.0	20.1	-0.1
Sample	835	863	-28		101	95	6	236	229	7	263	275	-12	358	380	-22	204	222	-18	216	231	-15	170	180	-10

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

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	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	11.8	10.9	0.9	2	8.8	8.5	0.3	8.8	8.7	0.1	9.3	8.5	0.8	3.5	4.4	-0.9	1.7	2.3	-0.6	13.2	11.8	1.4
Coast	3.3	3.6	-0.3	11	4.1	4.0	0.1	3.6	3.7	-0.1	3.3	2.7	0.6	0.7	1.0	-0.3	0.6	1.1	-0.5	4.3	4.3	0.0
Edge	11.2	9.0	2.2	3	9.0	8.4	0.6	12.7	10.8	1.9	9.7	8.1	1.6	4.7	4.0	0.7	2.6	2.5	0.1	12.9	11.5	1.4
George FM	2.0	1.8	0.2	14	0.9	1.0	-0.1	2.9	2.8	0.1	2.4	2.0	0.4	1.1	0.6	0.5	0.4	0.3	0.1	3.6	2.8	0.8
Kia Ora FM	1.1	1.3	-0.2	16	0.5	0.3	0.2	0.5	0.3	0.2	0.8	0.7	0.1	0.7	0.8	-0.1	0.3	0.5	-0.2	1.3	1.8	-0.5
Life FM	1.0	1.1	-0.1	17	1.1	1.1	0.0	1.7	1.8	-0.1	0.5	0.7	-0.2	0.4	0.4	0.0	*	0.2	*	0.8	1.2	-0.4
Mai FM	7.3	6.5	0.8	8	4.6	4.9	-0.3	7.0	5.9	1.1	6.3	6.7	-0.4	4.5	5.1	-0.6	1.9	2.3	-0.4	8.9	7.9	1.0
More FM	14.7	12.4	2.3	1	11.0	10.7	0.3	13.8	12.5	1.3	12.9	11.4	1.5	5.2	5.8	-0.6	2.2	2.0	0.2	16.3	15.0	1.3
Newstalk ZB	8.3	6.6	1.7	5	5.5	5.3	0.2	5.0	4.3	0.7	3.8	3.6	0.2	4.6	2.9	1.7	3.7	3.0	0.7	8.6	6.7	1.9
Radio Hauraki	2.0	3.0	-1.0	14	1.3	1.7	-0.4	2.0	1.9	0.1	2.0	2.6	-0.6	1.1	1.0	0.1	0.1	0.1	0.0	1.8	1.5	0.3
Radio Live	7.0	6.8	0.2	9	4.4	3.9	0.5	4.5	4.3	0.2	4.4	4.7	-0.3	2.7	2.7	0.0	2.0	1.8	0.2	6.0	5.1	0.9
Radio Sport	3.0	2.1	0.9	13	1.7	2.0	-0.3	3.2	2.6	0.6	2.3	2.3	0.0	1.2	2.0	-0.8	1.1	1.2	-0.1	4.7	4.2	0.5
Rhema	3.3	2.7	0.6	11	2.4	2.4	0.0	2.9	2.3	0.6	2.5	2.2	0.3	1.5	1.3	0.2	0.5	0.4	0.1	3.6	2.6	1.0
Rock	7.4	5.7	1.7	6	6.4	6.5	-0.1	7.2	7.4	-0.2	6.3	6.5	-0.2	2.9	3.2	-0.3	1.8	1.7	0.1	8.2	7.6	0.6
The Hits	4.0	3.3	0.7	10	2.9	2.8	0.1	4.3	4.1	0.2	4.3	3.6	0.7	2.7	2.3	0.4	1.1	0.9	0.2	5.6	5.6	0.0
The Sound	8.8	9.5	-0.7	4	8.3	9.3	-1.0	8.2	9.5	-1.3	7.3	8.9	-1.6	2.9	4.5	-1.6	1.1	1.6	-0.5	8.8	10.4	-1.6
ZM	7.4	5.3	2.1	6	4.4	3.6	0.8	5.4	3.8	1.6	6.1	5.2	0.9	2.5	1.8	0.7	1.9	1.1	0.8	6.7	6.0	0.7
Other	4.3	3.6	0.7		3.6	3.3	0.3	3.8	3.6	0.2	2.9	2.9	0.0	4.1	3.6	0.5	1.7	1.1	0.6	6.2	5.7	0.5
Mediaworks Combo	54.7	50.2	4.5		42.1	42.8	-0.7	48.2	45.9	2.3	46.6	45.8	0.8	23.6	26.4	-2.8	11.5	11.9	-0.4	59.7	56.7	3.0
NZME Combo	26.3	22.1	4.2		18.7	18.1	0.6	21.2	18.7	2.5	19.3	17.5	1.8	12.3	10.4	1.9	8.1	7.0	1.1	27.3	23.8	3.5
All Commercial Radio	74.5	68.3	6.2		59.4	59.2	0.2	66.4	63.0	3.4	62.7	60.8	1.9	37.3	37.3	0.0	19.8	18.9	0.9	83.0	75.4	7.6

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 Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM



MANAWATU COMMERCIAL RADIO - SURVEY 1 2017

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

Survey Comparisons: 1/2016 - 1/2017

This Survey Period: Sun Apr 10 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Apr 8 2017

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

	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	11:12	13:24	-2:11	11:45	18:58	-7:13	2:56	9:54	-6:57	4:18	6:12	-1:53	8:53	9:54	-1:01	11:01	11:41	-0:40	15:26	16:13	-0:47	6:24	8:54	-2:30
Coast	11:58	9:36	2:21	0:30	0:15	0:15	2:23	1:55	0:27	12:44	1:01	11:42	14:51	4:56	9:54	16:16	13:56	2:19	13:43	14:00	-0:16	17:05	6:08	10:56
Edge	7:41	6:36	1:04	7:57	5:20	2:36	6:36	4:48	1:47	6:57	6:08	0:49	6:30	6:32	-0:02	10:28	10:42	-0:14	20:19	19:33	0:46	8:08	6:33	1:34
George FM	6:42	8:11	-1:29	23:49	24:21	-0:31	2:36	4:12	-1:35	9:49	11:03	-1:13	8:13	9:03	-0:50	3:58	3:28	0:29	2:45	2:45	0:00	8:41	10:27	-1:46
Kia Ora FM	3:20	4:49	-1:29	1:54	1:49	0:05	3:56	5:43	-1:47	3:19	4:52	-1:33	3:19	4:52	-1:33	2:30	2:30	0:00	2:42	8:40	-5:57	3:17	4:35	-1:18
Life FM	5:59	5:49	0:09	8:32	10:27	-1:55	0:45	2:23	-1:38	5:25	4:31	0:53	4:20	3:40	0:40	3:16	2:55	0:21	4:15	3:58	0:16	8:11	6:45	1:25
Mai FM	11:02	10:26	0:36	10:25	9:16	1:09	13:10	13:08	0:01	10:10	9:50	0:19	10:05	9:31	0:34	8:57	5:31	3:25	*	2:32	*	10:22	11:19	-0:57
More FM	8:18	9:25	-1:06	5:54	6:19	-0:24	8:29	8:21	0:07	8:34	8:33	0:00	8:24	8:36	-0:11	8:24	9:46	-1:22	9:29	12:51	-3:22	10:23	10:14	0:08
Newstalk ZB	13:27	13:48	-0:20	2:09	2:08	0:00	3:08	2:13	0:55	9:00	12:27	-3:27	8:15	10:03	-1:47	10:18	10:08	0:10	16:13	15:10	1:02	7:51	16:02	-8:10
Radio Hauraki	7:03	4:30	2:32	5:16	6:00	-0:43	1:38	2:20	-0:42	7:20	3:48	3:32	6:17	3:35	2:41	7:09	5:44	1:24	16:37	16:37	0:00	5:32	4:51	0:41
Radio Live	10:04	10:50	-0:45	4:45	5:15	-0:30	5:57	5:39	0:18	6:33	5:48	0:44	7:31	7:49	-0:18	12:31	13:30	-0:59	19:12	19:16	-0:04	9:08	7:53	1:15
Radio Sport	5:46	5:19	0:26	6:13	11:15	-5:01	4:42	3:24	1:18	6:32	3:59	2:32	5:40	4:43	0:56	4:52	5:49	-0:57	5:02	5:15	-0:12	12:36	6:08	6:27
Rhema	11:04	9:07	1:56	5:33	5:29	0:04	19:26	14:03	5:23	17:31	11:22	6:08	11:36	9:05	2:31	9:51	9:08	0:43	12:18	11:08	1:10	5:41	4:51	0:49
Rock	12:29	11:50	0:39	3:07	9:30	-6:22	13:58	12:10	1:47	13:47	13:49	-0:01	13:30	12:40	0:50	12:27	11:06	1:21	11:28	14:54	-3:25	10:34	11:14	-0:39
The Hits	8:47	9:36	-0:49	5:22	2:28	2:53	11:26	11:39	-0:12	8:34	9:48	-1:13	7:45	9:37	-1:52	8:18	10:32	-2:14	9:06	10:07	-1:01	8:12	7:26	0:45
The Sound	13:58	13:49	0:09	4:46	4:20	0:26	15:03	11:51	3:11	14:41	14:20	0:21	15:05	14:07	0:58	14:21	15:24	-1:03	13:20	16:05	-2:45	9:56	12:22	-2:26
ZM	7:15	5:06	2:08	6:52	4:40	2:11	8:08	5:10	2:57	6:06	5:10	0:55	6:11	5:19	0:51	6:20	5:26	0:53	8:29	5:11	3:17	7:42	6:15	1:26
Other	10:22	10:32	-0:10	18:11	25:47	-7:36	9:04	10:34	-1:30	16:38	15:32	1:06	13:15	11:35	1:39	6:47	5:48	0:59	9:25	11:25	-1:59	6:20	9:51	-3:30
Mediaworks Combo	16:23	16:51	-0:28	13:58	12:51	1:07	15:17	15:04	0:12	15:32	15:59	-0:26	16:12	16:19	-0:06	17:39	18:36	-0:56	19:41	21:53	-2:12	16:12	16:02	0:10
NZME Combo	11:23	10:19	1:04	6:31	6:20	0:11	9:00	6:58	2:02	9:20	8:40	0:40	8:40	8:01	0:39	11:09	11:01	0:07	15:29	14:38	0:50	9:54	8:22	1:31
All Commercial Radio	19:25	19:03	0:22	15:41	14:39	1:01	18:15	17:10	1:05	17:54	18:01	-0:06	18:50	18:16	0:34	21:35	21:07	0:28	23:18	24:11	-0:52	17:52	17:36	0:15
Potential (000)	109.6	107.4	2.2	13.7	12.9	0.8	31.3	31.1	0.2	31.0	30.0	1.0	46.8	45.8	1.0	30.5	30.1	0.4	25.8	25.1	0.7	20.0	20.1	-0.1
Sample	835	863	-28	101	95	6	236	229	7	263	275	-12	358	380	-22	204	222	-18	216	231	-15	170	180	-10

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 Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM



MANAWATU COMMERCIAL RADIO - SURVEY 1 2017

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

Survey Comparisons: 1/2016 - 1/2017

This Survey Period: Sun Apr 10 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Apr 8 2017

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

	This	Last	+/-
Potential (000)	109.6	107.4	2.2
Sample Size	835	863	-28

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

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 Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM