



MANAWATU COMMERCIAL RADIO - SURVEY 3 2017

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

Survey Comparisons: 2/2017 - 3/2017

This Survey Period: Sun Aug 21 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Sep 9 2017

Last Survey Period: Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 2017

	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	8.8	10.9	-2.1	4	1.0	7.4	-6.4	2.1	2.8	-0.7	1.9	2.7	-0.8	6.3	7.1	-0.8	14.2	13.7	0.5	18.2	22.4	-4.2	4.8	4.7	0.1
Coast	4.2	4.3	-0.1	10	0.1	0.2	-0.1	0.1	0.1	0.0	1.1	1.0	0.1	2.6	2.1	0.5	6.5	7.7	-1.2	9.3	10.1	-0.8	3.5	3.2	0.3
Edge	7.4	7.3	0.1	7	24.6	18.2	6.4	11.3	12.4	-1.1	10.6	10.7	-0.1	8.7	8.4	0.3	3.4	2.9	0.5	0.4	0.7	-0.3	12.4	13.6	-1.2
George FM	1.7	1.4	0.3	14	0.1	0.2	-0.1	3.5	1.9	1.6	3.7	2.6	1.1	2.6	2.0	0.6	0.5	0.7	-0.2	*	0.1	*	1.5	1.4	0.1
Kia Ora FM	0.4	0.7	-0.3	17	0.2	1.1	-0.9	*	0.4	*	1.0	1.7	-0.7	0.7	1.1	-0.4	0.2	*	*	0.1	*	*	1.8	2.5	-0.7
Life FM	0.6	0.5	0.1	16	3.6	3.6	0.0	0.3	0.2	0.1	1.1	0.3	0.8	0.7	0.3	0.4	*	0.2	*	*	0.1	*	0.5	0.8	-0.3
Mai FM	8.0	7.2	0.8	6	19.0	10.9	8.1	16.8	16.5	0.3	12.1	11.9	0.2	8.5	7.9	0.6	1.3	0.7	0.6	*	*	*	6.4	9.3	-2.9
More FM	10.7	11.0	-0.3	2	10.2	13.0	-2.8	9.9	8.7	1.2	11.1	11.7	-0.6	12.6	13.0	-0.4	15.3	15.4	-0.1	10.4	10.1	0.3	21.9	19.5	2.4
Newstalk ZB	8.1	8.6	-0.5	5	0.8	1.0	-0.2	0.1	0.2	-0.1	3.2	2.5	0.7	3.8	3.7	0.1	7.7	8.8	-1.1	19.1	17.6	1.5	1.9	1.7	0.2
Radio Hauraki	1.6	2.0	-0.4	15	*	2.0	*	1.1	0.5	0.6	4.6	5.1	-0.5	3.3	3.7	-0.4	0.6	0.7	-0.1	*	*	*	2.2	1.0	1.2
RadioLIVE	4.4	5.0	-0.6	9	0.3	1.7	-1.4	2.4	3.0	-0.6	4.4	4.8	-0.4	4.9	5.1	-0.2	6.3	7.1	-0.8	8.1	8.3	-0.2	2.8	4.3	-1.5
Radio Sport	2.9	3.1	-0.2	12	1.5	1.4	0.1	1.1	1.3	-0.2	1.4	1.5	-0.1	3.1	4.0	-0.9	5.4	6.0	-0.6	3.7	2.8	0.9	3.6	3.4	0.2
Rhema	2.5	2.2	0.3	13	3.3	2.6	0.7	2.5	3.3	-0.8	3.3	2.9	0.4	2.6	2.6	0.0	2.3	2.2	0.1	2.5	1.7	0.8	2.0	1.5	0.5
Rock	12.5	10.7	1.8	1	3.6	5.2	-1.6	29.0	25.7	3.3	16.0	16.7	-0.7	12.6	13.7	-1.1	4.1	5.1	-1.0	0.3	0.4	-0.1	5.3	7.6	-2.3
The Hits	3.6	3.7	-0.1	11	4.6	5.7	-1.1	1.4	2.3	-0.9	2.8	3.3	-0.5	3.1	3.5	-0.4	5.4	4.7	0.7	5.3	3.9	1.4	8.9	7.3	1.6
The Sound	6.9	8.0	-1.1	8	0.9	1.9	-1.0	2.0	2.7	-0.7	5.3	6.2	-0.9	8.0	8.4	-0.4	13.1	15.2	-2.1	13.0	15.1	-2.1	4.2	4.9	-0.7
ZM	9.2	7.7	1.5	3	16.5	13.4	3.1	14.2	14.2	0.0	9.3	8.0	1.3	9.1	8.4	0.7	7.0	5.1	1.9	2.8	0.3	2.5	12.8	10.2	2.6
Others	6.5	5.7	0.8		9.8	10.5	-0.7	2.1	3.6	-1.5	7.2	6.3	0.9	6.7	5.1	1.6	6.7	3.8	2.9	6.8	6.2	0.6	3.5	3.1	0.4
Mediaworks Combo	60.3	61.5	-1.2		59.6	58.5	1.1	76.9	73.7	3.2	65.0	67.3	-2.3	64.3	65.6	-1.3	58.2	60.7	-2.5	50.5	57.2	-6.7	59.3	65.2	-5.9
NZME Combo	29.6	29.4	0.2		23.5	23.7	-0.2	18.1	18.8	-0.7	22.4	21.4	1.0	25.0	25.4	-0.4	32.6	33.1	-0.5	40.2	34.6	5.6	32.9	27.0	5.9
Potential (000)	109.6	109.6	0.0		13.4	13.9	-0.5	31.6	31.1	0.5	31.0	31.0	0.0	46.8	46.8	0.0	30.5	30.5	0.0	25.8	25.8	0.0	18.2	20.8	-2.6
Sample	822	834	-12		75	86	-11	235	232	3	257	261	-4	365	355	10	218	202	16	229	231	-2	162	172	-10

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

Mediaworks Combo: Breeze or Edge or George FM 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



MANAWATU COMMERCIAL RADIO - SURVEY 3 2017

Station Share (%) by Daypart, People 10+

Survey Comparisons: 2/2017 - 3/2017

This Survey Period: Sun Aug 21 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Sep 9 2017

Last Survey Period: Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 2017

	This	Last	+/-
Potential (000)	109.6	109.6	0.0
Sample Size	822	834	-12

	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	9.4	11.4	-2.0	5	10.2	12.0	-1.8	8.4	11.8	-3.4	6.9	9.4	-2.5	4.8	7.6	-2.8	4.5	8.3	-3.8	10.3	11.1	-0.8
Coast	3.2	3.0	0.2	11	6.7	6.9	-0.2	3.9	4.1	-0.2	2.6	3.2	-0.6	5.2	5.4	-0.2	2.0	2.7	-0.7	4.2	4.3	-0.1
Edge	9.1	7.4	1.7	6	5.9	5.8	0.1	6.5	8.2	-1.7	9.4	8.7	0.7	8.1	6.5	1.6	2.2	1.6	0.6	7.8	7.9	-0.1
George FM	1.4	1.3	0.1	14	1.5	0.9	0.6	2.2	1.7	0.5	2.2	2.1	0.1	1.3	0.6	0.7	6.0	2.2	3.8	0.9	1.1	-0.2
Kia Ora FM	0.6	0.9	-0.3	16	0.1	0.2	-0.1	0.5	0.6	-0.1	0.3	0.7	-0.4	0.2	1.3	-1.1	*	0.8	*	0.4	0.9	-0.5
Life FM	0.4	0.3	0.1	17	1.0	0.7	0.3	0.8	0.6	0.2	0.7	0.4	0.3	0.3	0.1	0.2	0.2	1.0	-0.8	0.4	0.4	0.0
Mai FM	6.1	5.4	0.7	9	8.3	6.7	1.6	8.5	6.8	1.7	7.7	6.4	1.3	9.4	9.9	-0.5	10.8	13.1	-2.3	8.0	7.8	0.2
More FM	11.7	11.8	-0.1	1	12.4	13.2	-0.8	13.0	13.3	-0.3	9.4	10.5	-1.1	3.1	3.7	-0.6	2.9	4.5	-1.6	10.3	10.1	0.2
Newstalk ZB	10.2	11.6	-1.4	4	4.8	5.3	-0.5	4.2	3.8	0.4	7.0	6.8	0.2	14.4	16.0	-1.6	21.7	21.8	-0.1	9.2	9.4	-0.2
Radio Hauraki	1.2	1.6	-0.4	15	2.7	3.1	-0.4	2.6	3.1	-0.5	1.6	2.3	-0.7	0.3	1.4	-1.1	0.3	0.1	0.2	0.8	0.8	0.0
RadioLIVE	6.2	7.6	-1.4	8	2.3	4.1	-1.8	3.0	3.6	-0.6	4.7	4.2	0.5	7.7	7.7	0.0	6.8	6.0	0.8	4.5	4.4	0.1
Radio Sport	3.6	3.4	0.2	10	3.2	2.9	0.3	2.3	2.6	-0.3	3.2	4.0	-0.8	2.9	2.9	0.0	1.9	2.6	-0.7	2.8	3.2	-0.4
Rhema	3.1	2.9	0.2	12	1.4	1.5	-0.1	1.9	1.9	0.0	2.8	2.8	0.0	4.7	2.9	1.8	1.9	1.1	0.8	2.8	2.3	0.5
Rock	10.9	8.7	2.2	2	14.8	11.1	3.7	15.1	10.8	4.3	12.9	12.7	0.2	9.4	9.5	-0.1	4.1	5.0	-0.9	11.4	12.3	-0.9
The Hits	3.0	3.5	-0.5	13	3.1	3.0	0.1	3.5	3.3	0.2	4.3	4.4	-0.1	2.6	4.1	-1.5	1.3	1.7	-0.4	4.8	4.5	0.3
The Sound	6.3	7.4	-1.1	7	7.6	9.6	-2.0	7.5	10.1	-2.6	6.4	6.6	-0.2	3.4	2.9	0.5	8.0	6.5	1.5	7.2	7.8	-0.6
ZM	10.5	8.6	1.9	3	9.4	8.0	1.4	11.5	9.7	1.8	9.6	8.4	1.2	6.1	4.5	1.6	9.6	7.0	2.6	6.5	5.7	0.8
Others	3.1	3.0	0.1		4.6	4.9	-0.3	4.4	4.0	0.4	8.3	6.3	2.0	16.0	12.9	3.1	15.8	14.0	1.8	7.9	6.1	1.8
Mediaworks Combo	61.2	61.0	0.2		63.0	63.4	-0.4	64.3	66.3	-2.0	59.6	60.6	-1.0	47.2	48.5	-1.3	45.4	47.2	-1.8	60.3	62.6	-2.3
NZME Combo	31.7	31.8	-0.1		29.9	29.2	0.7	28.0	26.6	1.4	28.3	29.1	-0.8	31.5	34.3	-2.8	36.8	35.9	0.9	28.3	27.8	0.5

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

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



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

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This Survey Period: Sun Aug 21 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Sep 9 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	16.8	17.5	-0.7	4	1.2	1.6	-0.4	3.6	3.3	0.3	2.5	3.0	-0.5	6.0	6.4	-0.4	7.1	6.9	0.2	5.9	6.9	-1.0	2.7	2.8	-0.1
Coast	6.8	6.2	0.6	12	0.2	0.3	-0.1	0.5	0.2	0.3	0.6	0.5	0.1	1.6	1.2	0.4	3.0	2.6	0.4	3.7	3.5	0.2	0.7	0.9	-0.2
Edge	22.9	21.5	1.4	2	5.3	4.5	0.8	9.5	8.8	0.7	8.4	8.3	0.1	12.4	11.3	1.1	4.3	3.4	0.9	0.4	0.5	-0.1	6.0	7.2	-1.2
George FM	4.8	5.8	-1.0	13	0.2	0.6	-0.4	3.7	3.7	0.0	1.7	1.6	0.1	2.1	2.3	-0.2	0.5	0.8	-0.3	*	0.2	*	0.8	1.0	-0.2
Kia Ora FM	2.1	3.7	-1.6	16	0.1	0.5	-0.4	0.2	0.6	-0.4	1.7	2.7	-1.0	1.8	2.7	-0.9	0.2	0.1	0.1	0.2	0.1	0.1	1.4	2.4	-1.0
Life FM	2.0	1.5	0.5	17	0.7	1.0	-0.3	1.0	0.1	0.9	0.4	0.2	0.2	0.5	0.4	0.1	*	0.4	*	*	0.1	*	0.2	0.3	-0.1
Mai FM	12.1	11.9	0.2	7	3.4	3.4	0.0	6.2	5.4	0.8	4.7	5.2	-0.5	5.4	5.6	-0.2	0.7	0.4	0.3	*	*	*	2.4	3.7	-1.3
More FM	23.4	27.2	-3.8	1	4.3	5.4	-1.1	6.2	6.8	-0.6	7.1	8.6	-1.5	12.2	14.0	-1.8	8.1	8.9	-0.8	4.6	5.1	-0.5	5.2	6.8	-1.6
Newstalk ZB	12.1	11.4	0.7	7	0.5	0.7	-0.2	1.0	0.3	0.7	2.1	1.4	0.7	3.7	2.8	0.9	3.9	3.9	0.0	4.8	4.6	0.2	1.1	0.9	0.2
Radio Hauraki	3.1	4.4	-1.3	15	0.1	0.6	-0.5	1.8	1.8	0.0	1.8	2.6	-0.8	2.4	3.4	-1.0	0.6	0.8	-0.2	*	*	*	0.8	1.1	-0.3
RadioLIVE	8.9	9.1	-0.2	10	0.2	0.6	-0.4	2.3	1.9	0.4	3.1	3.3	-0.2	5.4	5.7	-0.3	3.0	3.6	-0.6	1.7	2.1	-0.4	1.3	1.9	-0.6
Radio Sport	7.4	6.7	0.7	11	0.4	0.4	0.0	2.2	1.4	0.8	1.6	1.1	0.5	3.0	3.4	-0.4	2.5	3.3	-0.8	2.1	1.8	0.3	0.8	0.8	0.0
Rhema	3.9	3.7	0.2	14	1.0	0.9	0.1	0.5	0.7	-0.2	0.9	0.6	0.3	1.7	1.4	0.3	1.5	1.4	0.1	1.0	0.9	0.1	0.7	0.7	0.0
Rock	17.6	15.1	2.5	3	1.4	1.1	0.3	10.0	7.4	2.6	6.6	6.8	-0.2	9.4	9.2	0.2	3.1	2.5	0.6	0.4	0.2	0.2	2.5	3.4	-0.9
The Hits	10.6	11.5	-0.9	9	1.4	2.0	-0.6	2.5	2.5	0.0	2.8	4.0	-1.2	4.6	5.7	-1.1	4.1	3.5	0.6	2.8	2.3	0.5	2.0	3.1	-1.1
The Sound	14.9	13.7	1.2	6	0.4	0.9	-0.5	3.5	1.9	1.6	4.2	3.9	0.3	8.2	7.0	1.2	7.6	7.3	0.3	4.7	5.3	-0.6	2.4	2.8	-0.4
ZM	15.2	15.2	0.0	5	1.9	2.0	-0.1	9.1	9.0	0.1	6.2	6.5	-0.3	8.0	8.2	-0.2	2.2	1.6	0.6	0.5	0.1	0.4	3.5	4.3	-0.8
Others	10.4	9.5	0.9		1.2	1.0	0.2	2.0	2.3	-0.3	2.5	2.2	0.3	3.6	3.4	0.2	2.8	2.9	-0.1	3.5	3.1	0.4	1.3	1.4	-0.1
Mediaworks Combo	72.9	74.3	-1.4		9.5	9.7	-0.2	24.7	23.7	1.0	22.3	22.9	-0.6	35.3	35.6	-0.3	22.0	22.8	-0.8	13.6	15.5	-1.9	13.4	15.9	-2.5
NZME Combo	44.6	45.2	-0.6		4.3	4.8	-0.5	12.8	12.9	-0.1	12.1	12.6	-0.5	19.0	19.8	-0.8	13.4	12.8	0.6	10.9	9.9	1.0	7.6	8.7	-1.1
All Commercial Radio	96.5	96.4	0.1		11.9	11.9	0.0	28.8	27.9	0.9	29.3	29.2	0.1	44.0	43.5	0.5	27.5	27.4	0.1	20.9	21.6	-0.7	17.3	19.5	-2.2
Potential (000)	109.6	109.6	0.0		13.4	13.9	-0.5	31.6	31.1	0.5	31.0	31.0	0.0	46.8	46.8	0.0	30.5	30.5	0.0	25.8	25.8	0.0	18.2	20.8	-2.6
Sample	822	834	-12		75	86	-11	235	232	3	257	261	-4	365	355	10	218	202	16	229	231	-2	162	172	-10

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Sample Size	822	834	-12

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	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	9.8	11.7	-1.9	5	7.0	7.9	-0.9	9.1	8.9	0.2	8.7	9.6	-0.9	2.5	2.9	-0.4	2.3	2.0	0.3	12.4	13.3	-0.9
Coast	3.1	2.7	0.4	12	3.9	3.8	0.1	2.9	3.0	-0.1	2.6	2.5	0.1	1.3	1.2	0.1	0.3	0.4	-0.1	4.7	4.1	0.6
Edge	13.0	11.2	1.8	2	7.8	6.8	1.0	12.2	11.9	0.3	12.2	10.0	2.2	5.3	5.1	0.2	2.3	2.4	-0.1	13.5	12.7	0.8
George FM	1.8	1.8	0.0	14	1.2	0.9	0.3	2.9	2.7	0.2	3.3	2.8	0.5	0.9	0.9	0.0	0.7	0.3	0.4	2.0	3.1	-1.1
Kia Ora FM	1.7	2.1	-0.4	15	0.3	0.5	-0.2	0.6	0.7	-0.1	0.7	1.6	-0.9	0.2	1.3	-1.1	*	1.1	*	0.7	2.2	-1.5
Life FM	1.3	0.7	0.6	17	0.6	0.5	0.1	0.6	1.0	-0.4	0.5	0.2	0.3	0.4	0.1	0.3	0.2	0.5	-0.3	1.2	0.6	0.6
Mai FM	8.9	7.2	1.7	6	6.1	3.9	2.2	7.6	6.9	0.7	6.1	5.4	0.7	3.7	4.0	-0.3	1.8	2.4	-0.6	8.3	7.9	0.4
More FM	14.5	15.3	-0.8	1	9.6	10.0	-0.4	12.2	13.1	-0.9	10.6	11.3	-0.7	3.3	5.3	-2.0	1.3	2.4	-1.1	13.3	14.3	-1.0
Newstalk ZB	8.0	8.3	-0.3	7	4.8	5.3	-0.5	5.9	4.6	1.3	4.5	4.3	0.2	4.2	4.9	-0.7	3.6	3.8	-0.2	9.3	8.8	0.5
Radio Hauraki	1.5	2.4	-0.9	16	1.4	1.6	-0.2	1.4	2.0	-0.6	1.2	1.8	-0.6	0.7	1.0	-0.3	0.6	0.1	0.5	1.7	2.1	-0.4
RadioLIVE	5.4	5.5	-0.1	9	2.4	3.7	-1.3	3.4	4.5	-1.1	4.9	4.4	0.5	2.5	3.0	-0.5	2.0	1.7	0.3	5.5	5.1	0.4
Radio Sport	3.7	3.4	0.3	11	3.2	2.4	0.8	3.2	3.5	-0.3	2.5	2.7	-0.2	1.7	1.4	0.3	1.2	1.6	-0.4	5.7	5.2	0.5
Rhema	2.8	2.9	-0.1	13	1.5	1.9	-0.4	2.7	2.5	0.2	1.3	1.6	-0.3	1.3	1.1	0.2	0.4	0.4	0.0	3.3	3.0	0.3
Rock	10.1	8.2	1.9	4	7.9	6.5	1.4	9.6	7.6	2.0	8.9	7.0	1.9	4.4	4.0	0.4	2.5	3.0	-0.5	10.7	10.1	0.6
The Hits	4.4	4.1	0.3	10	3.7	3.3	0.4	5.3	4.9	0.4	4.4	4.8	-0.4	1.6	2.5	-0.9	1.1	1.2	-0.1	5.9	6.7	-0.8
The Sound	7.6	7.7	-0.1	8	6.5	6.7	-0.2	7.6	7.8	-0.2	7.2	6.1	1.1	2.9	2.1	0.8	1.5	1.2	0.3	8.0	7.9	0.1
ZM	11.6	10.1	1.5	3	6.9	6.0	0.9	8.2	7.2	1.0	9.2	7.7	1.5	3.0	2.4	0.6	1.4	1.6	-0.2	8.4	8.6	-0.2
Others	4.4	4.9	-0.5		4.4	3.8	0.6	5.0	3.7	1.3	3.6	3.3	0.3	4.0	4.1	-0.1	2.2	2.0	0.2	7.7	6.7	1.0
Mediaworks Combo	55.6	54.6	1.0		39.3	37.6	1.7	49.3	47.0	2.3	47.6	44.9	2.7	21.3	21.9	-0.6	10.5	10.3	0.2	56.7	56.6	0.1
NZME Combo	29.7	28.6	1.1		22.6	21.4	1.2	25.0	23.5	1.5	22.2	21.1	1.1	12.3	12.9	-0.6	7.4	8.1	-0.7	30.9	30.2	0.7
All Commercial Radio	77.8	75.7	2.1		59.7	56.7	3.0	69.9	66.6	3.3	64.1	61.7	2.4	35.4	35.2	0.2	17.9	19.1	-1.2	82.7	81.4	1.3

Mediaworks Combo: Breeze or Edge or George FM 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



MANAWATU COMMERCIAL RADIO - SURVEY 3 2017

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

Survey Comparisons: 2/2017 - 3/2017

This Survey Period: Sun Aug 21 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Sep 9 2017

Last Survey Period: Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 2017

	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	10:10	11:14	-1:03	1:16	7:50	-6:33	3:37	4:12	-0:34	4:16	4:52	-0:35	9:44	9:40	0:04	11:33	11:09	0:24	12:58	14:31	-1:33	5:39	6:05	-0:25
Coast	11:57	12:40	-0:42	0:30	1:00	-0:30	1:45	3:46	-2:00	10:13	11:51	-1:38	15:02	15:37	-0:34	12:46	16:52	-4:06	10:36	13:00	-2:24	16:35	13:39	2:56
Edge	6:17	6:04	0:12	7:16	6:37	0:38	7:17	7:08	0:09	7:26	7:03	0:23	6:33	6:24	0:08	4:32	4:48	-0:15	4:12	6:46	-2:33	6:28	6:49	-0:20
George FM	7:02	4:15	2:47	0:30	0:36	-0:06	5:44	2:33	3:11	13:01	8:45	4:16	11:24	7:39	3:44	5:38	4:33	1:04	*	2:45	*	6:00	5:07	0:52
Kia Ora FM	3:28	3:29	-0:01	2:28	3:31	-1:03	0:44	3:18	-2:33	3:27	3:30	-0:03	3:43	3:30	0:12	4:08	0:15	3:53	1:24	1:21	0:02	3:52	3:41	0:11
Life FM	6:12	5:38	0:33	7:31	6:06	1:25	1:45	7:47	-6:02	14:07	7:26	6:40	13:10	5:05	8:04	2:30	3:12	-0:42	*	4:15	*	8:16	7:54	0:21
Mai FM	12:48	10:55	1:53	8:38	5:15	3:23	16:44	15:23	1:20	15:07	12:29	2:38	14:38	12:19	2:19	11:12	9:56	1:16	*	*	*	8:21	8:52	-0:31
More FM	8:52	7:17	1:35	3:44	3:55	-0:11	9:49	6:29	3:20	9:04	7:27	1:37	9:35	8:03	1:31	10:55	9:44	1:11	9:29	8:55	0:34	13:02	10:15	2:46
Newstalk ZB	12:58	13:40	-0:42	2:45	2:11	0:33	0:49	3:33	-2:43	8:39	9:57	-1:18	9:36	11:25	-1:48	11:27	12:49	-1:21	16:38	17:06	-0:28	5:36	6:48	-1:11
Radio Hauraki	10:01	8:12	1:48	1:15	4:56	-3:41	3:49	1:27	2:22	14:43	10:53	3:49	12:42	9:31	3:11	6:01	4:58	1:02	*	*	*	8:15	3:28	4:47
RadioLIVE	9:36	9:58	-0:22	2:53	4:54	-2:01	6:28	7:47	-1:19	8:20	7:51	0:29	8:23	7:49	0:33	12:01	11:03	0:58	19:33	17:44	1:49	7:01	8:06	-1:05
Radio Sport	7:40	8:26	-0:45	6:02	6:12	-0:09	3:10	4:57	-1:47	5:12	7:03	-1:51	9:43	10:15	-0:32	12:11	10:21	1:50	7:27	7:04	0:22	13:46	15:37	-1:50
Rhema	12:26	11:01	1:24	5:10	4:50	0:20	30:15	24:44	5:31	22:46	26:27	-3:40	14:44	16:47	-2:03	8:38	8:48	-0:10	10:33	8:15	2:18	8:52	7:24	1:28
Rock	13:45	12:49	0:56	4:06	7:26	-3:19	17:53	17:28	0:24	14:06	13:23	0:42	12:29	12:59	-0:30	7:46	11:16	-3:29	3:18	7:03	-3:45	6:36	7:58	-1:21
The Hits	6:35	5:44	0:51	5:05	4:32	0:32	3:18	4:41	-1:23	5:51	4:33	1:18	6:14	5:19	0:54	7:39	7:36	0:02	7:51	7:30	0:21	14:08	8:25	5:42
The Sound	9:01	10:32	-1:31	3:39	3:37	0:02	3:28	7:16	-3:48	7:25	8:40	-1:15	9:00	10:21	-1:21	9:56	11:38	-1:42	11:35	12:45	-1:10	5:32	6:10	-0:38
ZM	11:48	9:08	2:40	13:26	10:51	2:35	9:37	8:01	1:35	8:48	6:43	2:05	10:34	8:54	1:40	18:26	17:37	0:48	22:48	10:00	12:48	11:30	8:27	3:03
Others	12:13	10:48	1:24	13:05	17:10	-4:04	6:22	7:57	-1:34	16:30	15:52	0:37	17:07	12:59	4:07	13:50	7:21	6:29	8:09	8:55	-0:46	8:16	7:33	0:43
Mediaworks Combo	16:05	14:56	1:09	9:50	9:49	0:01	19:06	15:46	3:20	17:04	16:02	1:02	16:52	15:59	0:52	15:18	14:56	0:21	15:29	16:28	-0:59	13:47	14:40	-0:52
NZME Combo	12:55	11:44	1:10	8:35	8:00	0:35	8:40	7:23	1:16	10:49	9:15	1:33	12:11	11:08	1:03	14:05	14:31	-0:25	15:30	15:36	-0:05	13:24	11:02	2:21
All Commercial Radio	20:08	18:43	1:25	13:07	13:42	-0:34	21:21	18:08	3:12	19:59	18:43	1:16	21:05	19:56	1:08	21:02	20:32	0:30	20:00	20:41	-0:41	18:01	18:22	-0:20
Potential (000)	109.6	109.6	0.0	13.4	13.9	-0.5	31.6	31.1	0.5	31.0	31.0	0.0	46.8	46.8	0.0	30.5	30.5	0.0	25.8	25.8	0.0	18.2	20.8	-2.6
Sample	822	834	-12	75	86	-11	235	232	3	257	261	-4	365	355	10	218	202	16	229	231	-2	162	172	-10

Mediaworks Combo: Breeze or Edge or George FM 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



MANAWATU COMMERCIAL RADIO - SURVEY 3 2017

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

Survey Comparisons: 2/2017 - 3/2017

This Survey Period: Sun Aug 21 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Sep 9 2017

Last Survey Period: Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 2017

	This	Last	+/-
Potential (000)	109.6	109.6	0.0
Sample Size	822	834	-12

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

Mediaworks Combo: Breeze or Edge or George FM 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