



MANAWATU COMMERCIAL RADIO - SURVEY 1 2018

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

Survey Comparisons: 4/2017 - 1/2018

This Survey Period: Sun Apr 9 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Apr 7 2018

Last Survey Period: Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 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	9.0	7.3	1.7	3	1.8	1.1	0.7	3.5	3.3	0.2	3.5	1.8	1.7	4.7	4.3	0.4	9.8	10.0	-0.2	16.4	13.8	2.6	3.9	3.6	0.3
Coast	5.4	6.3	-0.9	9	*	0.1	*	0.1	*	*	0.4	2.2	-1.8	1.0	3.5	-2.5	3.6	7.1	-3.5	11.0	13.3	-2.3	0.6	5.6	-5.0
Edge	6.5	6.4	0.1	8	17.5	15.7	1.8	10.8	10.9	-0.1	9.3	9.8	-0.5	9.9	9.4	0.5	6.1	4.8	1.3	0.5	0.5	0.0	8.7	8.8	-0.1
George FM	3.1	1.3	1.8	13	0.3	0.2	0.1	11.0	3.4	7.6	8.3	2.7	5.6	5.6	1.9	3.7	0.1	0.1	0.0	*	*	*	0.3	0.3	0.0
Kia Ora FM	0.8	0.7	0.1	17	2.7	2.3	0.4	0.1	0.1	0.0	1.1	1.1	0.0	1.3	1.0	0.3	1.0	0.5	0.5	0.2	0.2	0.0	2.4	1.8	0.6
Life FM	0.7	0.7	0.0	18	0.6	1.1	-0.5	0.4	0.5	-0.1	1.3	1.7	-0.4	0.9	1.2	-0.3	0.8	0.1	0.7	0.9	0.1	0.8	0.5	0.6	-0.1
Mai FM	7.3	5.4	1.9	6	21.0	19.3	1.7	12.0	8.6	3.4	12.5	10.9	1.6	11.3	7.9	3.4	4.5	1.0	3.5	*	*	*	10.8	8.5	2.3
Magic	2.3	n.a.	*	15	1.4	n.a.	*	0.1	n.a.	*	1.2	n.a.	*	1.3	n.a.	*	2.1	n.a.	*	5.6	n.a.	*	*	n.a.	*
More FM	10.8	10.8	0.0	1	9.6	10.8	-1.2	9.1	11.1	-2.0	9.1	7.9	1.2	11.8	12.1	-0.3	18.4	18.4	0.0	12.1	10.0	2.1	15.4	19.0	-3.6
Newstalk ZB	8.0	8.9	-0.9	5	*	*	*	0.2	0.2	0.0	1.7	1.6	0.1	2.1	2.7	-0.6	3.8	5.5	-1.7	14.2	17.8	-3.6	1.6	1.8	-0.2
Radio Hauraki	1.5	2.4	-0.9	16	*	0.1	*	2.1	1.9	0.2	4.4	7.0	-2.6	3.0	4.9	-1.9	0.1	0.4	-0.3	*	*	*	2.5	2.0	0.5
RadioLIVE	4.1	3.7	0.4	11	1.9	1.6	0.3	1.2	1.5	-0.3	2.3	2.5	-0.2	4.0	4.0	0.0	7.6	5.5	2.1	6.7	5.2	1.5	5.9	4.7	1.2
Radio Sport	3.7	3.4	0.3	12	1.3	2.0	-0.7	1.1	0.6	0.5	3.7	3.3	0.4	4.4	3.6	0.8	3.9	3.8	0.1	2.7	4.0	-1.3	1.8	2.1	-0.3
Rhema	2.8	2.9	-0.1	14	1.0	1.4	-0.4	5.2	4.1	1.1	4.4	4.4	0.0	3.2	3.4	-0.2	2.5	2.9	-0.4	2.5	2.9	-0.4	6.4	6.0	0.4
Rock	8.1	9.4	-1.3	4	9.8	7.3	2.5	18.4	21.5	-3.1	13.6	15.7	-2.1	9.9	11.3	-1.4	2.2	2.0	0.2	0.9	1.0	-0.1	3.5	3.5	0.0
The Hits	5.1	5.1	0.0	10	5.8	4.5	1.3	8.7	7.5	1.2	3.4	3.3	0.1	3.1	3.9	-0.8	2.7	4.4	-1.7	1.7	2.5	-0.8	7.7	5.6	2.1
The Sound	9.6	10.1	-0.5	2	1.1	0.9	0.2	4.7	4.9	-0.2	6.7	8.1	-1.4	8.3	9.6	-1.3	18.6	19.4	-0.8	18.5	19.3	-0.8	12.5	12.4	0.1
ZM	7.0	10.6	-3.6	7	20.9	30.0	-9.1	8.8	17.3	-8.5	10.0	11.0	-1.0	9.7	10.9	-1.2	6.3	7.7	-1.4	1.9	2.4	-0.5	11.1	11.2	-0.1
Others	4.2	4.7	-0.5		3.4	1.9	1.5	2.6	2.4	0.2	3.1	4.9	-1.8	4.3	4.6	-0.3	6.0	6.8	-0.8	4.1	7.1	-3.0	4.4	2.1	2.3
Mediaworks Combo	60.7	54.4	6.3		64.5	56.7	7.8	70.7	65.3	5.4	66.4	59.4	7.0	67.0	60.4	6.6	69.4	61.0	8.4	60.7	49.8	10.9	61.1	61.0	0.1
NZME Combo	31.2	36.7	-5.5		28.1	36.6	-8.5	21.8	27.6	-5.8	24.8	28.5	-3.7	24.1	29.5	-5.4	20.6	28.7	-8.1	31.8	39.9	-8.1	26.2	28.4	-2.2
Potential (000)	140.8	109.6	31.2		16.5	13.8	2.7	38.6	31.2	7.4	38.1	31.0	7.1	58.2	46.8	11.4	39.8	30.5	9.3	35.5	25.8	9.7	25.7	19.7	6.0
Sample	828	828	0		73	91	-18	241	238	3	266	255	11	370	365	5	228	227	1	230	223	7	170	169	1

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 (from S1 2018) 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 (from S1 2018) internet only listening to Flava or Hokonui or Mix



MANAWATU COMMERCIAL RADIO - SURVEY 1 2018

Station Share (%) by Daypart, People 10+
Survey Comparisons: 4/2017 - 1/2018

This Survey Period: Sun Apr 9 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Apr 7 2018
Last Survey Period: Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017

	This	Last	+/-
Potential (000)	140.8	109.6	31.2
Sample Size	828	828	0

	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	9.0	7.1	1.9	2	9.9	7.8	2.1		8.8	6.6	2.2		8.2	5.5	2.7		7.0	5.1	1.9		11.3	8.6	2.7		9.1	9.3	-0.2	
Coast	5.7	5.4	0.3	10	5.5	7.6	-2.1		4.5	6.3	-1.8		3.5	5.0	-1.5		6.9	6.3	0.6		2.8	1.6	1.2		6.7	7.5	-0.8	
Edge	7.4	8.1	-0.7	6	5.9	5.4	0.5		6.1	6.1	0.0		7.9	8.3	-0.4		6.3	5.2	1.1		5.6	3.4	2.2		5.9	6.2	-0.3	
George FM	2.6	1.1	1.5	14	3.9	1.1	2.8		4.4	1.2	3.2		3.2	1.2	2.0		2.0	2.1	-0.1		3.9	4.3	-0.4		2.0	0.9	1.1	
Kia Ora FM	0.8	0.5	0.3	17	0.5	0.3	0.2		1.4	1.1	0.3		1.4	1.4	0.0		0.4	0.1	0.3		0.6	0.6	0.0		0.5	0.5	0.0	
Life FM	0.4	0.5	-0.1	18	1.2	1.0	0.2		0.9	0.9	0.0		0.8	0.9	-0.1		0.3	0.3	0.0		0.2	0.1	0.1		0.5	0.4	0.1	
Mai FM	7.1	5.9	1.2	7	7.3	4.6	2.7		9.4	6.4	3.0		7.0	6.1	0.9		4.2	2.5	1.7		6.1	3.0	3.1		6.6	5.4	1.2	
Magic	2.1	n.a.	*	15	2.7	n.a.	*		2.0	n.a.	*		1.3	n.a.	*		0.8	n.a.	*		1.4	n.a.	*		3.4	n.a.	*	
More FM	11.7	12.1	-0.4	1	10.1	11.4	-1.3		11.1	12.1	-1.0		10.5	9.4	1.1		4.6	5.9	-1.3		5.0	2.1	2.9		12.9	11.6	1.3	
Newstalk ZB	8.9	9.6	-0.7	3	8.0	7.9	0.1		5.1	5.4	-0.3		4.3	4.8	-0.5		11.3	13.7	-2.4		30.9	29.8	1.1		7.4	9.5	-2.1	
Radio Hauraki	1.2	1.9	-0.7	16	2.4	3.6	-1.2		2.2	3.4	-1.2		1.6	2.7	-1.1		0.4	0.5	-0.1		0.2	0.5	-0.3		0.8	1.4	-0.6	
RadioLIVE	6.4	6.1	0.3	9	2.6	2.3	0.3		3.1	2.7	0.4		4.4	3.8	0.6		5.9	4.1	1.8		8.1	6.2	1.9		3.1	3.1	0.0	
Radio Sport	4.4	4.3	0.1	11	3.3	3.4	-0.1		3.4	2.8	0.6		3.4	3.4	0.0		3.1	3.1	0.0		2.7	2.6	0.1		4.2	3.5	0.7	
Rhema	2.9	3.1	-0.2	13	2.7	2.1	0.6		1.4	1.4	0.0		1.4	2.2	-0.8		7.4	6.8	0.6		2.2	2.9	-0.7		3.5	3.9	-0.4	
Rock	6.9	8.8	-1.9	8	9.1	11.4	-2.3		10.4	13.5	-3.1		9.7	10.0	-0.3		8.3	7.6	0.7		3.3	3.5	-0.2		5.9	5.8	0.1	
The Hits	3.5	3.5	0.0	12	4.9	5.5	-0.6		5.1	5.3	-0.2		6.8	6.2	0.6		3.1	4.3	-1.2		3.4	3.5	-0.1		6.7	5.9	0.8	
The Sound	8.5	8.4	0.1	4	10.8	11.2	-0.4		10.0	10.5	-0.5		9.1	9.1	0.0		14.0	15.5	-1.5		5.6	5.9	-0.3		8.8	10.1	-1.3	
ZM	7.7	11.4	-3.7	5	6.5	10.5	-4.0		7.9	11.1	-3.2		10.1	13.3	-3.2		5.6	7.0	-1.4		1.6	11.8	-10.2		5.7	9.1	-3.4	
Others	2.6	2.4	0.2		2.8	3.1	-0.3		2.9	3.3	-0.4		5.3	6.8	-1.5		8.5	10.0	-1.5		5.2	9.5	-4.3		6.3	5.8	0.5	
Mediaworks Combo	61.8	57.4	4.4		62.3	55.1	7.2		65.2	59.0	6.2		61.4	53.3	8.1		53.0	47.9	5.1		50.2	36.9	13.3		57.7	52.5	5.2	
NZME Combo	31.9	36.0	-4.1		30.8	38.4	-7.6		28.3	34.3	-6.0		30.2	35.3	-5.1		30.9	34.8	-3.9		44.3	50.0	-5.7		32.0	36.9	-4.9	

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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	21.6	16.1	5.5	4	1.8	1.0	0.8	4.5	3.7	0.8	3.1	2.3	0.8	7.5	6.1	1.4	8.2	6.4	1.8	7.3	5.0	2.3	3.9	3.3	0.6
Coast	8.6	8.5	0.1	11	*	0.3	*	0.2	0.2	0.0	0.8	1.2	-0.4	1.3	2.1	-0.8	2.1	2.8	-0.7	4.9	4.5	0.4	0.3	1.1	-0.8
Edge	26.1	20.4	5.7	2	5.5	3.6	1.9	10.8	9.4	1.4	9.9	8.7	1.2	15.0	12.3	2.7	5.7	4.0	1.7	0.8	0.6	0.2	7.1	5.7	1.4
George FM	4.8	3.0	1.8	14	0.3	0.2	0.1	3.8	2.0	1.8	3.5	1.8	1.7	3.7	2.0	1.7	0.2	0.2	0.0	*	*	*	0.3	0.4	-0.1
Kia Ora FM	3.5	2.9	0.6	16	0.9	0.7	0.2	0.4	0.4	0.0	0.7	0.9	-0.2	1.5	1.1	0.4	1.6	0.9	0.7	0.8	0.7	0.1	1.0	0.8	0.2
Life FM	2.5	1.8	0.7	18	0.3	0.6	-0.3	1.2	0.7	0.5	0.4	0.4	0.0	0.4	0.4	0.0	0.6	0.2	0.4	0.6	0.1	0.5	0.1	0.2	-0.1
Mai FM	15.3	9.0	6.3	8	4.1	2.9	1.2	8.3	4.5	3.8	6.8	4.4	2.4	8.1	4.8	3.3	1.3	0.4	0.9	*	*	*	3.0	1.7	1.3
Magic	3.2	n.a.	*	17	0.5	n.a.	*	0.4	n.a.	*	0.6	n.a.	*	1.1	n.a.	*	1.3	n.a.	*	1.2	n.a.	*	*	n.a.	*
More FM	27.0	23.0	4.0	1	3.8	3.6	0.2	7.4	6.1	1.3	9.8	7.5	2.3	15.4	12.5	2.9	9.3	8.3	1.0	5.4	4.5	0.9	6.4	6.4	0.0
Newstalk ZB	12.6	11.4	1.2	10	*	*	*	0.5	0.8	-0.3	1.9	2.1	-0.2	3.5	3.3	0.2	3.0	2.5	0.5	5.4	4.5	0.9	1.1	1.0	0.1
Radio Hauraki	4.6	3.7	0.9	15	*	0.1	*	2.9	1.9	1.0	3.2	2.6	0.6	3.3	3.0	0.3	0.1	0.3	-0.2	*	*	*	1.0	0.8	0.2
RadioLIVE	12.8	9.8	3.0	9	1.1	0.9	0.2	1.9	1.5	0.4	2.3	2.1	0.2	6.3	4.9	1.4	5.9	3.9	2.0	3.5	2.2	1.3	3.0	2.4	0.6
Radio Sport	6.7	5.7	1.0	12	0.3	0.4	-0.1	1.8	1.0	0.8	1.8	1.2	0.6	2.8	2.0	0.8	1.6	1.6	0.0	1.6	2.1	-0.5	0.4	0.4	0.0
Rhema	5.5	4.5	1.0	13	0.3	0.4	-0.1	2.1	1.4	0.7	1.9	1.5	0.4	2.4	2.0	0.4	2.2	1.8	0.4	1.9	1.5	0.4	1.2	1.2	0.0
Rock	17.1	15.7	1.4	6	3.1	2.3	0.8	6.2	6.7	-0.5	6.9	7.1	-0.2	8.8	8.7	0.1	3.7	2.6	1.1	1.7	1.0	0.7	3.1	2.9	0.2
The Hits	17.1	11.8	5.3	6	2.3	1.1	1.2	7.5	4.8	2.7	5.2	3.6	1.6	7.4	6.1	1.3	3.9	3.6	0.3	2.2	1.6	0.6	3.0	2.1	0.9
The Sound	22.0	17.5	4.5	3	0.2	0.3	-0.1	5.5	4.6	0.9	5.7	5.3	0.4	11.8	10.0	1.8	11.3	8.4	2.9	7.2	4.8	2.4	4.5	3.6	0.9
ZM	18.5	16.2	2.3	5	2.3	2.3	0.0	9.7	8.5	1.2	8.0	6.0	2.0	11.4	8.8	2.6	4.6	3.9	0.7	1.3	1.2	0.1	4.8	3.9	0.9
Others	12.2	10.5	1.7		0.7	0.7	0.0	3.8	2.6	1.2	2.6	2.7	-0.1	4.3	3.6	0.7	3.8	3.3	0.5	4.0	4.2	-0.2	2.2	1.7	0.5
Mediaworks Combo	90.4	69.0	21.4		10.6	8.3	2.3	28.5	22.7	5.8	28.4	21.9	6.5	44.9	34.6	10.3	28.9	21.3	7.6	19.3	13.2	6.1	19.7	15.0	4.7
NZME Combo	56.6	46.6	10.0		4.8	4.0	0.8	18.2	13.5	4.7	15.8	13.2	2.6	23.3	20.4	2.9	13.5	12.5	1.0	12.5	10.9	1.6	9.6	8.3	1.3
All Commercial Radio	115.9	93.0	22.9		12.6	10.8	1.8	33.7	27.2	6.5	33.4	28.2	5.2	51.7	42.5	9.2	34.1	26.7	7.4	26.9	20.8	6.1	23.3	19.0	4.3
Potential (000)	140.8	109.6	31.2		16.5	13.8	2.7	38.6	31.2	7.4	38.1	31.0	7.1	58.2	46.8	11.4	39.8	30.5	9.3	35.5	25.8	9.7	25.7	19.7	6.0
Sample	828	828	0		73	91	-18	241	238	3	266	255	11	370	365	5	228	227	1	230	223	7	170	169	1

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Sample Size	828	828	0

	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	11.4	7.2	4.2	4	10.4	6.6	3.8		11.6	8.6	3.0		10.4	7.5	2.9		4.1	2.7	1.4		3.5	2.5	1.0		15.3	11.1	4.2	
Coast	4.9	4.3	0.6	11	5.3	4.5	0.8		5.4	4.5	0.9		3.9	4.4	-0.5		1.8	1.9	-0.1		1.1	0.7	0.4		5.7	6.1	-0.4	
Edge	14.6	11.7	2.9	2	9.8	6.7	3.1		12.5	10.3	2.2		12.9	10.3	2.6		5.3	4.0	1.3		3.6	2.8	0.8		14.3	11.0	3.3	
George FM	2.6	1.9	0.7	14	2.9	1.1	1.8		2.9	1.1	1.8		2.8	1.7	1.1		1.4	1.3	0.1		0.6	0.7	-0.1		3.7	1.9	1.8	
Kia Ora FM	1.6	1.0	0.6	16	1.1	0.5	0.6		1.1	0.7	0.4		2.1	1.6	0.5		0.5	0.1	0.4		0.2	0.2	0.0		1.1	1.1	0.0	
Life FM	1.6	1.0	0.6	16	0.4	0.5	-0.1		0.8	0.5	0.3		0.8	0.5	0.3		0.2	0.3	-0.1		0.1	0.1	0.0		1.0	1.1	-0.1	
Mai FM	9.3	6.0	3.3	6	6.6	3.4	3.2		9.5	4.9	4.6		8.3	4.9	3.4		4.1	2.3	1.8		1.2	0.7	0.5		9.5	5.7	3.8	
Magic	2.2	na.	*	15	1.8	na.	*		1.0	na.	*		1.4	na.	*		0.9	na.	*		0.3	na.	*		2.5	na.	*	
More FM	16.0	14.8	1.2	1	11.5	8.8	2.7		13.4	11.9	1.5		11.7	10.0	1.7		3.6	3.2	0.4		2.4	1.4	1.0		16.5	13.1	3.4	
Newstalk ZB	7.7	7.2	0.5	9	6.5	4.5	2.0		6.5	6.0	0.5		4.2	3.9	0.3		4.9	4.4	0.5		4.9	4.3	0.6		9.0	8.5	0.5	
Radio Hauraki	1.6	1.8	-0.2	16	1.7	1.7	0.0		1.7	1.4	0.3		2.3	1.9	0.4		0.6	0.9	-0.3		0.1	0.3	-0.2		2.8	2.3	0.5	
RadioLIVE	7.8	6.3	1.5	8	4.2	2.7	1.5		4.5	3.3	1.2		6.3	4.9	1.4		3.0	2.0	1.0		1.8	1.5	0.3		4.8	4.6	0.2	
Radio Sport	4.0	3.5	0.5	12	2.4	2.2	0.2		2.8	2.4	0.4		2.7	2.3	0.4		3.0	1.6	1.4		1.4	1.0	0.4		5.6	4.9	0.7	
Rhema	3.2	3.1	0.1	13	2.9	2.5	0.4		2.3	2.3	0.0		1.7	1.3	0.4		2.7	2.0	0.7		1.4	1.1	0.3		3.8	3.4	0.4	
Rock	8.5	9.1	-0.6	7	6.7	6.6	0.1		9.3	9.4	-0.1		9.4	8.1	1.3		5.9	4.6	1.3		2.0	2.1	-0.1		9.2	8.0	1.2	
The Hits	6.8	5.1	1.7	10	5.2	4.0	1.2		7.4	6.1	1.3		6.4	5.2	1.2		4.3	3.3	1.0		1.7	1.6	0.1		10.5	6.2	4.3	
The Sound	10.5	8.3	2.2	5	10.8	8.2	2.6		13.9	11.3	2.6		9.9	8.4	1.5		5.3	4.0	1.3		2.0	1.7	0.3		13.1	10.6	2.5	
ZM	12.4	11.7	0.7	3	8.6	8.1	0.5		8.1	7.8	0.3		11.2	10.2	1.0		4.1	4.1	0.0		1.2	1.6	-0.4		9.0	9.1	-0.1	
Others	4.8	3.6	1.2		4.0	3.4	0.6		4.7	4.6	0.1		3.5	3.1	0.4		3.8	2.9	0.9		1.4	1.9	-0.5		7.9	5.7	2.2	
Mediaworks Combo	66.5	51.2	15.3		50.3	34.4	15.9		62.0	46.6	15.4		57.5	43.6	13.9		28.8	20.1	8.7		13.9	9.8	4.1		69.8	51.3	18.5	
NZME Combo	33.6	30.3	3.3		28.1	23.4	4.7		30.2	26.3	3.9		28.0	25.2	2.8		18.0	15.9	2.1		9.7	8.8	0.9		38.6	32.4	6.2	
All Commercial Radio	93.2	74.1	19.1		72.2	55.6	16.6		82.6	66.7	15.9		77.7	62.7	15.0		45.6	36.0	9.6		23.4	19.3	4.1		95.1	76.9	18.2	

Mediaworks Combo: Breeze or Edge or George FM or Magic (from S1 2018) 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 (from S1 2018) internet only listening to Flava or Hokonui or Mix



MANAWATU COMMERCIAL RADIO - SURVEY 1 2018

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

Survey Comparisons: 4/2017 - 1/2018

This Survey Period: Sun Apr 9 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Apr 7 2018

Last Survey Period: Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 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	9:17	8:25	0:51	1:25	1:21	0:03	4:33	4:38	-0:04	7:42	4:27	3:14	6:24	6:01	0:22	8:04	8:21	-0:17	13:51	12:28	1:23	4:10	4:06	0:04
Coast	13:53	13:31	0:22	*	0:30	*	1:45	0:30	1:15	3:24	10:43	-7:19	7:59	14:31	-6:31	11:16	13:36	-2:19	13:44	13:32	0:11	8:21	18:21	-10:00
Edge	5:31	5:49	-0:17	4:21	5:36	-1:14	5:48	6:03	-0:15	6:28	6:23	0:04	6:51	6:33	0:18	7:04	6:28	0:35	4:02	4:28	-0:26	5:07	5:46	-0:39
George FM	14:22	7:47	6:35	1:32	1:18	0:14	16:44	9:01	7:43	16:34	8:23	8:10	15:59	7:59	8:00	5:17	3:37	1:39	*	*	*	3:50	3:13	0:37
Kia Ora FM	5:16	4:14	1:01	3:53	3:56	-0:03	1:15	1:04	0:10	10:33	7:14	3:19	9:01	7:17	1:44	4:21	2:45	1:35	1:12	1:09	0:03	10:18	8:43	1:35
Life FM	6:26	6:53	-0:27	2:50	2:19	0:31	2:02	4:05	-2:02	25:21	24:03	1:18	25:21	22:27	2:54	9:56	3:17	6:39	9:56	3:30	6:26	13:41	11:38	2:03
Mai FM	10:37	10:57	-0:20	7:03	8:22	-1:18	8:25	9:52	-1:27	12:48	14:16	-1:28	14:24	14:05	0:18	22:29	12:12	10:17	*	*	*	15:15	18:38	-3:22
Magic	15:47	n.a.	*	4:00	n.a.	*	1:37	n.a.	*	14:03	n.a.	*	12:12	n.a.	*	10:59	n.a.	*	28:17	n.a.	*	*	n.a.	*
More FM	8:52	8:36	0:15	3:25	3:46	-0:21	7:11	9:29	-2:17	6:27	6:05	0:21	7:58	8:18	-0:19	13:13	11:49	1:23	13:50	10:02	3:48	10:06	11:08	-1:02
Newstalk ZB	14:09	14:21	-0:12	*	*	*	2:28	1:23	1:05	6:20	4:30	1:50	6:17	6:58	-0:40	8:31	11:43	-3:11	16:18	18:14	-1:55	6:04	6:47	-0:42
Radio Hauraki	7:12	11:33	-4:21	*	1:15	*	4:16	5:06	-0:49	9:37	15:08	-5:30	9:28	14:09	-4:40	5:30	5:56	-0:26	*	*	*	10:11	9:27	0:44
RadioLIVE	7:10	6:56	0:13	2:27	2:17	0:09	3:37	5:10	-1:32	6:56	6:54	0:02	6:34	6:59	-0:25	8:32	7:32	1:00	11:52	10:42	1:09	8:27	7:26	1:00
Radio Sport	12:12	10:51	1:21	6:15	6:01	0:13	3:32	3:03	0:28	14:12	15:21	-1:09	16:23	15:10	1:12	16:03	12:41	3:22	10:18	8:42	1:36	17:03	18:23	-1:20
Rhema	11:20	11:50	-0:29	4:48	4:24	0:24	14:33	15:36	-1:02	15:39	16:51	-1:11	13:44	14:17	-0:32	7:27	8:41	-1:13	8:27	9:10	-0:43	21:54	18:25	3:29
Rock	10:29	11:04	-0:35	4:19	3:59	0:20	17:26	16:36	0:50	13:38	12:44	0:54	11:37	11:03	0:34	4:02	3:58	0:03	3:21	4:25	-1:04	4:40	4:38	0:02
The Hits	6:40	7:55	-1:14	3:21	5:13	-1:51	6:44	8:12	-1:27	4:27	5:11	-0:43	4:19	5:35	-1:15	4:33	6:32	-1:58	4:40	7:01	-2:20	10:37	10:13	0:23
The Sound	9:42	10:37	-0:54	6:22	3:35	2:47	4:59	5:34	-0:34	8:04	8:46	-0:41	7:15	8:17	-1:02	11:02	12:20	-1:18	15:55	18:18	-2:23	11:38	13:02	-1:24
ZM	8:24	12:05	-3:41	12:20	16:19	-3:58	5:19	10:39	-5:20	8:42	10:29	-1:46	8:48	10:36	-1:47	9:06	10:29	-1:22	8:58	9:16	-0:17	9:42	10:46	-1:03
Others	7:44	8:16	-0:31	6:18	3:32	2:46	3:56	4:54	-0:57	8:15	10:23	-2:07	10:19	11:12	-0:52	10:29	10:51	-0:21	6:23	7:47	-1:23	8:27	4:47	3:40
Mediaworks Combo	14:57	14:31	0:25	8:18	8:44	-0:26	14:29	14:58	-0:29	16:11	15:32	0:39	15:26	14:58	0:28	16:03	15:18	0:44	19:24	17:14	2:09	12:59	15:14	-2:14
NZME Combo	12:16	14:28	-2:11	7:57	11:33	-3:35	6:58	10:36	-3:37	10:49	12:20	-1:30	10:40	12:25	-1:44	10:14	12:16	-2:02	15:37	16:41	-1:03	11:30	12:45	-1:14
All Commercial Radio	19:12	19:48	-0:35	10:47	11:47	-0:59	17:21	19:07	-1:45	20:41	20:16	0:24	20:02	20:11	-0:09	19:37	20:03	-0:26	22:54	21:57	0:56	17:59	19:36	-1:36
Potential (000)	3379:12	2630:24	748:48	396:00	331:12	64:48	926:24	748:48	177:36	914:24	744:00	170:24	1396:48	1123:12	273:36	955:12	732:00	223:12	852:00	619:12	232:48	616:48	472:48	144:00
Sample	828	828	0	73	91	-18	241	238	3	266	255	11	370	365	5	228	227	1	230	223	7	170	169	1

Mediaworks Combo: Breeze or Edge or George FM or Magic (from S1 2018) 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 (from S1 2018) internet only listening to Flava or Hokonui or Mix



MANAWATU COMMERCIAL RADIO - SURVEY 1 2018

Average Time Spent Listening (hh:mm) by Daypart, People 10+
Survey Comparisons: 4/2017 - 1/2018

This Survey Period: Sun Apr 9 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Apr 7 2018

Last Survey Period: Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017

	This	Last	+/-
Potential (000)	140.8	109.6	31.2
Sample Size	828	828	0

	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	3:20	3:26	-0:06	3:50	3:49	0:01	3:27	2:56	0:31	1:52	1:30	0:22	2:18	2:12	0:06	2:26	2:26	0:00	2:54	3:15	-0:20
Coast	4:56	4:24	0:32	4:09	5:26	-1:17	3:45	5:16	-1:30	2:08	2:17	-0:08	5:07	3:50	1:16	1:58	1:44	0:13	5:47	4:45	1:01
Edge	2:10	2:24	-0:14	2:24	2:36	-0:11	2:13	2:14	-0:01	1:28	1:38	-0:10	1:36	1:32	0:04	1:11	0:51	0:19	2:02	2:12	-0:09
George FM	4:08	2:00	2:07	5:20	3:06	2:14	6:56	4:04	2:52	2:42	1:24	1:17	2:00	1:50	0:09	5:10	4:34	0:36	2:39	1:54	0:44
Kia Ora FM	2:13	1:52	0:21	1:54	2:02	-0:08	5:37	5:36	0:01	1:36	1:45	-0:09	0:58	1:09	-0:10	2:16	2:13	0:02	1:58	1:47	0:11
Life FM	1:05	1:33	-0:28	11:43	6:40	5:02	5:32	7:22	-1:50	2:34	3:41	-1:07	1:32	1:15	0:17	1:00	1:00	0:00	2:39	1:26	1:12
Mai FM	3:13	3:24	-0:10	4:26	4:30	-0:03	4:30	5:00	-0:30	2:02	2:34	-0:32	1:24	1:16	0:07	3:56	3:05	0:50	3:25	3:42	-0:17
Magic	4:04	n.a.	*	5:46	n.a.	*	8:42	n.a.	*	2:18	n.a.	*	1:14	n.a.	*	3:20	n.a.	*	6:53	n.a.	*
More FM	3:05	2:50	0:15	3:29	4:15	-0:45	3:47	3:52	-0:04	2:09	1:56	0:13	1:43	2:10	-0:26	1:36	1:00	0:35	3:51	3:27	0:23
Newstalk ZB	4:53	4:39	0:14	4:56	5:38	-0:42	3:37	3:23	0:13	2:27	2:33	-0:06	3:09	3:38	-0:28	4:53	5:00	-0:06	4:02	4:21	-0:19
Radio Hauraki	3:10	3:42	-0:31	5:33	6:56	-1:22	5:58	9:06	-3:08	1:43	2:59	-1:16	0:55	0:40	0:15	1:11	1:14	-0:02	1:23	2:18	-0:54
RadioLIVE	3:28	3:20	0:07	2:27	2:48	-0:20	3:09	3:06	0:02	1:39	1:35	0:04	2:43	2:26	0:17	3:25	2:52	0:33	3:07	2:38	0:28
Radio Sport	4:40	4:11	0:28	5:28	4:57	0:30	5:34	4:27	1:07	3:05	3:04	0:00	1:26	2:16	-0:50	1:26	1:51	-0:24	3:41	2:45	0:55
Rhema	3:45	3:32	0:12	3:44	2:50	0:54	2:52	2:18	0:34	2:04	3:29	-1:25	3:41	3:58	-0:17	1:11	1:58	-0:46	4:32	4:27	0:04
Rock	3:28	3:20	0:07	5:25	5:36	-0:10	5:07	5:28	-0:20	2:28	2:32	-0:03	1:53	1:58	-0:04	1:16	1:11	0:05	3:07	2:50	0:17
The Hits	2:10	2:22	-0:12	3:44	4:27	-0:42	3:10	3:18	-0:08	2:34	2:26	0:08	0:58	1:31	-0:33	1:31	1:33	-0:02	3:09	3:41	-0:32
The Sound	3:25	3:30	-0:05	4:00	4:27	-0:27	3:17	3:32	-0:14	2:12	2:14	-0:01	3:37	4:36	-0:58	2:06	2:29	-0:22	3:18	3:42	-0:23
ZM	2:38	3:24	-0:45	3:00	4:12	-1:11	4:29	5:25	-0:55	2:09	2:41	-0:31	1:52	1:59	-0:07	0:59	5:18	-4:19	3:04	3:54	-0:49
Others	2:17	2:22	-0:04	2:49	2:59	-0:09	2:48	2:46	0:02	3:36	4:34	-0:57	3:03	4:05	-1:01	2:55	3:33	-0:37	3:55	4:00	-0:04
Mediaworks Combo	3:56	3:54	0:01	4:57	5:13	-0:16	4:49	4:49	0:00	2:33	2:31	0:02	2:30	2:49	-0:18	2:46	2:41	0:04	4:03	3:59	0:04
NZME Combo	4:01	4:08	-0:07	4:23	5:21	-0:58	4:18	4:57	-0:39	2:35	2:53	-0:18	2:20	2:35	-0:15	3:29	4:04	-0:35	4:04	4:26	-0:22
All Commercial Radio	4:33	4:42	-0:09	5:32	5:52	-0:19	5:33	5:42	-0:09	3:05	3:17	-0:12	2:59	3:17	-0:17	3:16	3:42	-0:25	5:09	5:04	0:05

Mediaworks Combo: Breeze or Edge or George FM or Magic (from S1 2018) 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 (from S1 2018) internet only listening to Flava or Hokonui or Mix