



# MANAWATU COMMERCIAL RADIO - SURVEY 4 2017

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

Survey Comparisons: 3/2017 - 4/2017

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

Last 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

	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	7.3	8.8	-1.5	6	1.1	1.0	0.1	3.3	2.1	1.2	1.8	1.9	-0.1	4.3	6.3	-2.0	10.0	14.2	-4.2	13.8	18.2	-4.4	3.6	4.8	-1.2
Coast	6.3	4.2	2.1	8	0.1	0.1	0.0	*	0.1	*	2.2	1.1	1.1	3.5	2.6	0.9	7.1	6.5	0.6	13.3	9.3	4.0	5.6	3.5	2.1
Edge	6.4	7.4	-1.0	7	15.7	24.6	-8.9	10.9	11.3	-0.4	9.8	10.6	-0.8	9.4	8.7	0.7	4.8	3.4	1.4	0.5	0.4	0.1	8.8	12.4	-3.6
George FM	1.3	1.7	-0.4	15	0.2	0.1	0.1	3.4	3.5	-0.1	2.7	3.7	-1.0	1.9	2.6	-0.7	0.1	0.5	-0.4	*	*	*	0.3	1.5	-1.2
Kia Ora FM	0.7	0.4	0.3	16	2.3	0.2	2.1	0.1	*	*	1.1	1.0	0.1	1.0	0.7	0.3	0.5	0.2	0.3	0.2	0.1	0.1	1.8	1.8	0.0
Life FM	0.7	0.6	0.1	16	1.1	3.6	-2.5	0.5	0.3	0.2	1.7	1.1	0.6	1.2	0.7	0.5	0.1	*	*	0.1	*	*	0.6	0.5	0.1
Mai FM	5.4	8.0	-2.6	9	19.3	19.0	0.3	8.6	16.8	-8.2	10.9	12.1	-1.2	7.9	8.5	-0.6	1.0	1.3	-0.3	*	*	*	8.5	6.4	2.1
More FM	10.8	10.7	0.1	1	10.8	10.2	0.6	11.1	9.9	1.2	7.9	11.1	-3.2	12.1	12.6	-0.5	18.4	15.3	3.1	10.0	10.4	-0.4	19.0	21.9	-2.9
Newstalk ZB	8.9	8.1	0.8	5	*	0.8	*	0.2	0.1	0.1	1.6	3.2	-1.6	2.7	3.8	-1.1	5.5	7.7	-2.2	17.8	19.1	-1.3	1.8	1.9	-0.1
Radio Hauraki	2.4	1.6	0.8	14	0.1	*	*	1.9	1.1	0.8	7.0	4.6	2.4	4.9	3.3	1.6	0.4	0.6	-0.2	*	*	*	2.0	2.2	-0.2
RadioLIVE	3.7	4.4	-0.7	11	1.6	0.3	1.3	1.5	2.4	-0.9	2.5	4.4	-1.9	4.0	4.9	-0.9	5.5	6.3	-0.8	5.2	8.1	-2.9	4.7	2.8	1.9
Radio Sport	3.4	2.9	0.5	12	2.0	1.5	0.5	0.6	1.1	-0.5	3.3	1.4	1.9	3.6	3.1	0.5	3.8	5.4	-1.6	4.0	3.7	0.3	2.1	3.6	-1.5
Rhema	2.9	2.5	0.4	13	1.4	3.3	-1.9	4.1	2.5	1.6	4.4	3.3	1.1	3.4	2.6	0.8	2.9	2.3	0.6	2.9	2.5	0.4	6.0	2.0	4.0
Rock	9.4	12.5	-3.1	4	7.3	3.6	3.7	21.5	29.0	-7.5	15.7	16.0	-0.3	11.3	12.6	-1.3	2.0	4.1	-2.1	1.0	0.3	0.7	3.5	5.3	-1.8
The Hits	5.1	3.6	1.5	10	4.5	4.6	-0.1	7.5	1.4	6.1	3.3	2.8	0.5	3.9	3.1	0.8	4.4	5.4	-1.0	2.5	5.3	-2.8	5.6	8.9	-3.3
The Sound	10.1	6.9	3.2	3	0.9	0.9	0.0	4.9	2.0	2.9	8.1	5.3	2.8	9.6	8.0	1.6	19.4	13.1	6.3	19.3	13.0	6.3	12.4	4.2	8.2
ZM	10.6	9.2	1.4	2	30.0	16.5	13.5	17.3	14.2	3.1	11.0	9.3	1.7	10.9	9.1	1.8	7.7	7.0	0.7	2.4	2.8	-0.4	11.2	12.8	-1.6
Others	4.7	6.5	-1.8		1.9	9.8	-7.9	2.4	2.1	0.3	4.9	7.2	-2.3	4.6	6.7	-2.1	6.8	6.7	0.1	7.1	6.8	0.3	2.1	3.5	-1.4
Mediaworks Combo	54.4	60.3	-5.9		56.7	59.6	-2.9	65.3	76.9	-11.6	59.4	65.0	-5.6	60.4	64.3	-3.9	61.0	58.2	2.8	49.8	50.5	-0.7	61.0	59.3	1.7
NZME Combo	36.7	29.6	7.1		36.6	23.5	13.1	27.6	18.1	9.5	28.5	22.4	6.1	29.5	25.0	4.5	28.7	32.6	-3.9	39.9	40.2	-0.3	28.4	32.9	-4.5
Potential (000)	109.6	109.6	0.0		13.8	13.4	0.4	31.2	31.6	-0.4	31.0	31.0	0.0	46.8	46.8	0.0	30.5	30.5	0.0	25.8	25.8	0.0	19.7	18.2	1.5
Sample	828	822	6		91	75	16	238	235	3	255	257	-2	365	365	0	227	218	9	223	229	-6	169	162	7

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



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Station Share (%) by Daypart, People 10+

Survey Comparisons: 3/2017 - 4/2017

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

Last 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

	This	Last	+/-
Potential (000)	109.6	109.6	0.0
Sample Size	828	822	6

	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	+/-	Rank	This	Last	+/-	Rank	This	Last	+/-	Rank	This	Last	+/-	Rank	This	Last	+/-	Rank	This	Last	+/-	Rank
Breeze	7.1	9.4	-2.3	7	7.8	10.2	-2.4		6.6	8.4	-1.8		5.5	6.9	-1.4		5.1	4.8	0.3		8.6	4.5	4.1		9.3	10.3	-1.0	
Coast	5.4	3.2	2.2	10	7.6	6.7	0.9		6.3	3.9	2.4		5.0	2.6	2.4		6.3	5.2	1.1		1.6	2.0	-0.4		7.5	4.2	3.3	
Edge	8.1	9.1	-1.0	6	5.4	5.9	-0.5		6.1	6.5	-0.4		8.3	9.4	-1.1		5.2	8.1	-2.9		3.4	2.2	1.2		6.2	7.8	-1.6	
George FM	1.1	1.4	-0.3	15	1.1	1.5	-0.4		1.2	2.2	-1.0		1.2	2.2	-1.0		2.1	1.3	0.8		4.3	6.0	-1.7		0.9	0.9	0.0	
Kia Ora FM	0.5	0.6	-0.1	16	0.3	0.1	0.2		1.1	0.5	0.6		1.4	0.3	1.1		0.1	0.2	-0.1		0.6	*	*		0.5	0.4	0.1	
Life FM	0.5	0.4	0.1	16	1.0	1.0	0.0		0.9	0.8	0.1		0.9	0.7	0.2		0.3	0.3	0.0		0.1	0.2	-0.1		0.4	0.4	0.0	
Mai FM	5.9	6.1	-0.2	9	4.6	8.3	-3.7		6.4	8.5	-2.1		6.1	7.7	-1.6		2.5	9.4	-6.9		3.0	10.8	-7.8		5.4	8.0	-2.6	
More FM	12.1	11.7	0.4	1	11.4	12.4	-1.0		12.1	13.0	-0.9		9.4	9.4	0.0		5.9	3.1	2.8		2.1	2.9	-0.8		11.6	10.3	1.3	
Newstalk ZB	9.6	10.2	-0.6	3	7.9	4.8	3.1		5.4	4.2	1.2		4.8	7.0	-2.2		13.7	14.4	-0.7		29.8	21.7	8.1		9.5	9.2	0.3	
Radio Hauraki	1.9	1.2	0.7	14	3.6	2.7	0.9		3.4	2.6	0.8		2.7	1.6	1.1		0.5	0.3	0.2		0.5	0.3	0.2		1.4	0.8	0.6	
RadioLIVE	6.1	6.2	-0.1	8	2.3	2.3	0.0		2.7	3.0	-0.3		3.8	4.7	-0.9		4.1	7.7	-3.6		6.2	6.8	-0.6		3.1	4.5	-1.4	
Radio Sport	4.3	3.6	0.7	11	3.4	3.2	0.2		2.8	2.3	0.5		3.4	3.2	0.2		3.1	2.9	0.2		2.6	1.9	0.7		3.5	2.8	0.7	
Rhema	3.1	3.1	0.0	13	2.1	1.4	0.7		1.4	1.9	-0.5		2.2	2.8	-0.6		6.8	4.7	2.1		2.9	1.9	1.0		3.9	2.8	1.1	
Rock	8.8	10.9	-2.1	4	11.4	14.8	-3.4		13.5	15.1	-1.6		10.0	12.9	-2.9		7.6	9.4	-1.8		3.5	4.1	-0.6		5.8	11.4	-5.6	
The Hits	3.5	3.0	0.5	12	5.5	3.1	2.4		5.3	3.5	1.8		6.2	4.3	1.9		4.3	2.6	1.7		3.5	1.3	2.2		5.9	4.8	1.1	
The Sound	8.4	6.3	2.1	5	11.2	7.6	3.6		10.5	7.5	3.0		9.1	6.4	2.7		15.5	3.4	12.1		5.9	8.0	-2.1		10.1	7.2	2.9	
ZM	11.4	10.5	0.9	2	10.5	9.4	1.1		11.1	11.5	-0.4		13.3	9.6	3.7		7.0	6.1	0.9		11.8	9.6	2.2		9.1	6.5	2.6	
Others	2.4	3.1	-0.7		3.1	4.6	-1.5		3.3	4.4	-1.1		6.8	8.3	-1.5		10.0	16.0	-6.0		9.5	15.8	-6.3		5.8	7.9	-2.1	
Mediaworks Combo	57.4	61.2	-3.8		55.1	63.0	-7.9		59.0	64.3	-5.3		53.3	59.6	-6.3		47.9	47.2	0.7		36.9	45.4	-8.5		52.5	60.3	-7.8	
NZME Combo	36.0	31.7	4.3		38.4	29.9	8.5		34.3	28.0	6.3		35.3	28.3	7.0		34.8	31.5	3.3		50.0	36.8	13.2		36.9	28.3	8.6	

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

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This Survey Period: Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 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	16.1	16.8	-0.7	5	1.0	1.2	-0.2	3.7	3.6	0.1	2.3	2.5	-0.2	6.1	6.0	0.1	6.4	7.1	-0.7	5.0	5.9	-0.9	3.3	2.7	0.6
Coast	8.5	6.8	1.7	11	0.3	0.2	0.1	0.2	0.5	-0.3	1.2	0.6	0.6	2.1	1.6	0.5	2.8	3.0	-0.2	4.5	3.7	0.8	1.1	0.7	0.4
Edge	20.4	22.9	-2.5	2	3.6	5.3	-1.7	9.4	9.5	-0.1	8.7	8.4	0.3	12.3	12.4	-0.1	4.0	4.3	-0.3	0.6	0.4	0.2	5.7	6.0	-0.3
George FM	3.0	4.8	-1.8	15	0.2	0.2	0.0	2.0	3.7	-1.7	1.8	1.7	0.1	2.0	2.1	-0.1	0.2	0.5	-0.3	*	*	*	0.4	0.8	-0.4
Kia Ora FM	2.9	2.1	0.8	16	0.7	0.1	0.6	0.4	0.2	0.2	0.9	1.7	-0.8	1.1	1.8	-0.7	0.9	0.2	0.7	0.7	0.2	0.5	0.8	1.4	-0.6
Life FM	1.8	2.0	-0.2	17	0.6	0.7	-0.1	0.7	1.0	-0.3	0.4	0.4	0.0	0.4	0.5	-0.1	0.2	*	*	0.1	*	*	0.2	0.2	0.0
Mai FM	9.0	12.1	-3.1	10	2.9	3.4	-0.5	4.5	6.2	-1.7	4.4	4.7	-0.3	4.8	5.4	-0.6	0.4	0.7	-0.3	*	*	*	1.7	2.4	-0.7
More FM	23.0	23.4	-0.4	1	3.6	4.3	-0.7	6.1	6.2	-0.1	7.5	7.1	0.4	12.5	12.2	0.3	8.3	8.1	0.2	4.5	4.6	-0.1	6.4	5.2	1.2
Newstalk ZB	11.4	12.1	-0.7	8	*	0.5	*	0.8	1.0	-0.2	2.1	2.1	0.0	3.3	3.7	-0.4	2.5	3.9	-1.4	4.5	4.8	-0.3	1.0	1.1	-0.1
Radio Hauraki	3.7	3.1	0.6	14	0.1	0.1	0.0	1.9	1.8	0.1	2.6	1.8	0.8	3.0	2.4	0.6	0.3	0.6	-0.3	*	*	*	0.8	0.8	0.0
RadioLIVE	9.8	8.9	0.9	9	0.9	0.2	0.7	1.5	2.3	-0.8	2.1	3.1	-1.0	4.9	5.4	-0.5	3.9	3.0	0.9	2.2	1.7	0.5	2.4	1.3	1.1
Radio Sport	5.7	7.4	-1.7	12	0.4	0.4	0.0	1.0	2.2	-1.2	1.2	1.6	-0.4	2.0	3.0	-1.0	1.6	2.5	-0.9	2.1	2.1	0.0	0.4	0.8	-0.4
Rhema	4.5	3.9	0.6	13	0.4	1.0	-0.6	1.4	0.5	0.9	1.5	0.9	0.6	2.0	1.7	0.3	1.8	1.5	0.3	1.5	1.0	0.5	1.2	0.7	0.5
Rock	15.7	17.6	-1.9	6	2.3	1.4	0.9	6.7	10.0	-3.3	7.1	6.6	0.5	8.7	9.4	-0.7	2.6	3.1	-0.5	1.0	0.4	0.6	2.9	2.5	0.4
The Hits	11.8	10.6	1.2	7	1.1	1.4	-0.3	4.8	2.5	2.3	3.6	2.8	0.8	6.1	4.6	1.5	3.6	4.1	-0.5	1.6	2.8	-1.2	2.1	2.0	0.1
The Sound	17.5	14.9	2.6	3	0.3	0.4	-0.1	4.6	3.5	1.1	5.3	4.2	1.1	10.0	8.2	1.8	8.4	7.6	0.8	4.8	4.7	0.1	3.6	2.4	1.2
ZM	16.2	15.2	1.0	4	2.3	1.9	0.4	8.5	9.1	-0.6	6.0	6.2	-0.2	8.8	8.0	0.8	3.9	2.2	1.7	1.2	0.5	0.7	3.9	3.5	0.4
Others	10.5	10.4	0.1		0.7	1.2	-0.5	2.6	2.0	0.6	2.7	2.5	0.2	3.6	3.6	0.0	3.3	2.8	0.5	4.2	3.5	0.7	1.7	1.3	0.4
Mediaworks Combo	69.0	72.9	-3.9		8.3	9.5	-1.2	22.7	24.7	-2.0	21.9	22.3	-0.4	34.6	35.3	-0.7	21.3	22.0	-0.7	13.2	13.6	-0.4	15.0	13.4	1.6
NZME Combo	46.6	44.6	2.0		4.0	4.3	-0.3	13.5	12.8	0.7	13.2	12.1	1.1	20.4	19.0	1.4	12.5	13.4	-0.9	10.9	10.9	0.0	8.3	7.6	0.7
All Commercial Radio	93.0	96.5	-3.5		10.8	11.9	-1.1	27.2	28.8	-1.6	28.2	29.3	-1.1	42.5	44.0	-1.5	26.7	27.5	-0.8	20.8	20.9	-0.1	19.0	17.3	1.7
Potential (000)	109.6	109.6	0.0		13.8	13.4	0.4	31.2	31.6	-0.4	31.0	31.0	0.0	46.8	46.8	0.0	30.5	30.5	0.0	25.8	25.8	0.0	19.7	18.2	1.5
Sample	828	822	6		91	75	16	238	235	3	255	257	-2	365	365	0	227	218	9	223	229	-6	169	162	7

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	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	7.2	9.8	-2.6	6	6.6	7.0	-0.4	8.6	9.1	-0.5	7.5	8.7	-1.2	2.7	2.5	0.2	2.5	2.3	0.2	11.1	12.4	-1.3
Coast	4.3	3.1	1.2	11	4.5	3.9	0.6	4.5	2.9	1.6	4.4	2.6	1.8	1.9	1.3	0.6	0.7	0.3	0.4	6.1	4.7	1.4
Edge	11.7	13.0	-1.3	2	6.7	7.8	-1.1	10.3	12.2	-1.9	10.3	12.2	-1.9	4.0	5.3	-1.3	2.8	2.3	0.5	11.0	13.5	-2.5
George FM	1.9	1.8	0.1	14	1.1	1.2	-0.1	1.1	2.9	-1.8	1.7	3.3	-1.6	1.3	0.9	0.4	0.7	0.7	0.0	1.9	2.0	-0.1
Kia Ora FM	1.0	1.7	-0.7	16	0.5	0.3	0.2	0.7	0.6	0.1	1.6	0.7	0.9	0.1	0.2	-0.1	0.2	*	*	1.1	0.7	0.4
Life FM	1.0	1.3	-0.3	16	0.5	0.6	-0.1	0.5	0.6	-0.1	0.5	0.5	0.0	0.3	0.4	-0.1	0.1	0.2	-0.1	1.1	1.2	-0.1
Mai FM	6.0	8.9	-2.9	9	3.4	6.1	-2.7	4.9	7.6	-2.7	4.9	6.1	-1.2	2.3	3.7	-1.4	0.7	1.8	-1.1	5.7	8.3	-2.6
More FM	14.8	14.5	0.3	1	8.8	9.6	-0.8	11.9	12.2	-0.3	10.0	10.6	-0.6	3.2	3.3	-0.1	1.4	1.3	0.1	13.1	13.3	-0.2
Newstalk ZB	7.2	8.0	-0.8	6	4.5	4.8	-0.3	6.0	5.9	0.1	3.9	4.5	-0.6	4.4	4.2	0.2	4.3	3.6	0.7	8.5	9.3	-0.8
Radio Hauraki	1.8	1.5	0.3	15	1.7	1.4	0.3	1.4	1.4	0.0	1.9	1.2	0.7	0.9	0.7	0.2	0.3	0.6	-0.3	2.3	1.7	0.6
RadioLIVE	6.3	5.4	0.9	8	2.7	2.4	0.3	3.3	3.4	-0.1	4.9	4.9	0.0	2.0	2.5	-0.5	1.5	2.0	-0.5	4.6	5.5	-0.9
Radio Sport	3.5	3.7	-0.2	12	2.2	3.2	-1.0	2.4	3.2	-0.8	2.3	2.5	-0.2	1.6	1.7	-0.1	1.0	1.2	-0.2	4.9	5.7	-0.8
Rhema	3.1	2.8	0.3	13	2.5	1.5	1.0	2.3	2.7	-0.4	1.3	1.3	0.0	2.0	1.3	0.7	1.1	0.4	0.7	3.4	3.3	0.1
Rock	9.1	10.1	-1.0	4	6.6	7.9	-1.3	9.4	9.6	-0.2	8.1	8.9	-0.8	4.6	4.4	0.2	2.1	2.5	-0.4	8.0	10.7	-2.7
The Hits	5.1	4.4	0.7	10	4.0	3.7	0.3	6.1	5.3	0.8	5.2	4.4	0.8	3.3	1.6	1.7	1.6	1.1	0.5	6.2	5.9	0.3
The Sound	8.3	7.6	0.7	5	8.2	6.5	1.7	11.3	7.6	3.7	8.4	7.2	1.2	4.0	2.9	1.1	1.7	1.5	0.2	10.6	8.0	2.6
ZM	11.7	11.6	0.1	2	8.1	6.9	1.2	7.8	8.2	-0.4	10.2	9.2	1.0	4.1	3.0	1.1	1.6	1.4	0.2	9.1	8.4	0.7
Others	3.6	4.4	-0.8		3.4	4.4	-1.0	4.6	5.0	-0.4	3.1	3.6	-0.5	2.9	4.0	-1.1	1.9	2.2	-0.3	5.7	7.7	-2.0
Mediaworks Combo	51.2	55.6	-4.4		34.4	39.3	-4.9	46.6	49.3	-2.7	43.6	47.6	-4.0	20.1	21.3	-1.2	9.8	10.5	-0.7	51.3	56.7	-5.4
NZME Combo	30.3	29.7	0.6		23.4	22.6	0.8	26.3	25.0	1.3	25.2	22.2	3.0	15.9	12.3	3.6	8.8	7.4	1.4	32.4	30.9	1.5
All Commercial Radio	74.1	77.8	-3.7		55.6	59.7	-4.1	66.7	69.9	-3.2	62.7	64.1	-1.4	36.0	35.4	0.6	19.3	17.9	1.4	76.9	82.7	-5.8

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 4 2017

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

Survey Comparisons: 3/2017 - 4/2017

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

Last 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

	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	8:25	10:10	-1:44	1:21	1:16	0:04	4:38	3:37	1:00	4:27	4:16	0:11	6:01	9:44	-3:42	8:21	11:33	-3:12	12:28	12:58	-0:30	4:06	5:39	-1:33
Coast	13:31	11:57	1:33	0:30	0:30	0:00	0:30	1:45	-1:15	10:43	10:13	0:30	14:31	15:02	-0:31	13:36	12:46	0:49	13:32	10:36	2:56	18:21	16:35	1:46
Edge	5:49	6:17	-0:28	5:36	7:16	-1:39	6:03	7:17	-1:13	6:23	7:26	-1:02	6:33	6:33	-0:00	6:28	4:32	1:55	4:28	4:12	0:16	5:46	6:28	-0:42
George FM	7:47	7:02	0:44	1:18	0:30	0:48	9:01	5:44	3:16	8:23	13:01	-4:37	7:59	11:24	-3:24	3:37	5:38	-2:01	*	*	*	3:13	6:00	-2:46
Kia Ora FM	4:14	3:28	0:46	3:56	2:28	1:28	1:04	0:44	0:20	7:14	3:27	3:46	7:17	3:43	3:34	2:45	4:08	-1:22	1:09	1:24	-0:14	8:43	3:52	4:51
Life FM	6:53	6:12	0:40	2:19	7:31	-5:12	4:05	1:45	2:19	24:03	14:07	9:55	22:27	13:10	9:16	3:17	2:30	0:47	3:30	*	*	11:38	8:16	3:22
Mai FM	10:57	12:48	-1:50	8:22	8:38	-0:16	9:52	16:44	-6:51	14:16	15:07	-0:50	14:05	14:38	-0:32	12:12	11:12	0:59	*	*	*	18:38	8:21	10:17
More FM	8:36	8:52	-0:15	3:46	3:44	0:02	9:29	9:49	-0:20	6:05	9:04	-2:58	8:18	9:35	-1:16	11:49	10:55	0:53	10:02	9:29	0:33	11:08	13:02	-1:53
Newstalk ZB	14:21	12:58	1:23	*	2:45	*	1:23	0:49	0:33	4:30	8:39	-4:08	6:58	9:36	-2:38	11:43	11:27	0:15	18:14	16:38	1:35	6:47	5:36	1:11
Radio Hauraki	11:33	10:01	1:32	1:15	1:15	0:00	5:06	3:49	1:16	15:08	14:43	0:24	14:09	12:42	1:26	5:56	6:01	-0:04	*	*	*	9:27	8:15	1:11
RadioLIVE	6:56	9:36	-2:39	2:17	2:53	-0:35	5:10	6:28	-1:18	6:54	8:20	-1:26	6:59	8:23	-1:23	7:32	12:01	-4:29	10:42	19:33	-8:51	7:26	7:01	0:25
Radio Sport	10:51	7:40	3:10	6:01	6:02	-0:00	3:03	3:10	-0:06	15:21	5:12	10:08	15:10	9:43	5:27	12:41	12:11	0:30	8:42	7:27	1:15	18:23	13:46	4:36
Rhema	11:50	12:26	-0:35	4:24	5:10	-0:46	15:36	30:15	-14:38	16:51	22:46	-5:55	14:17	14:44	-0:26	8:41	8:38	0:02	9:10	10:33	-1:23	18:25	8:52	9:32
Rock	11:04	13:45	-2:41	3:59	4:06	-0:06	16:36	17:53	-1:16	12:44	14:06	-1:21	11:03	12:29	-1:25	3:58	7:46	-3:48	4:25	3:18	1:07	4:38	6:36	-1:58
The Hits	7:55	6:35	1:19	5:13	5:05	0:08	8:12	3:18	4:53	5:11	5:51	-0:40	5:35	6:14	-0:39	6:32	7:39	-1:06	7:01	7:51	-0:50	10:13	14:08	-3:54
The Sound	10:37	9:01	1:36	3:35	3:39	-0:04	5:34	3:28	2:06	8:46	7:25	1:21	8:17	9:00	-0:43	12:20	9:56	2:24	18:18	11:35	6:43	13:02	5:32	7:30
ZM	12:05	11:48	0:16	16:19	13:26	2:52	10:39	9:37	1:02	10:29	8:48	1:40	10:36	10:34	0:01	10:29	18:26	-7:56	9:16	22:48	-13:32	10:46	11:30	-0:44
Others	8:16	12:13	-3:56	3:32	13:05	-9:33	4:54	6:22	-1:28	10:23	16:30	-6:07	11:12	17:07	-5:54	10:51	13:50	-2:58	7:47	8:09	-0:22	4:47	8:16	-3:29
Mediaworks Combo	14:31	16:05	-1:33	8:44	9:50	-1:06	14:58	19:06	-4:08	15:32	17:04	-1:32	14:58	16:52	-1:53	15:18	15:18	0:00	17:14	15:29	1:45	15:14	13:47	1:26
NZME Combo	14:28	12:55	1:33	11:33	8:35	2:57	10:36	8:40	1:56	12:20	10:49	1:31	12:25	12:11	0:13	12:16	14:05	-1:48	16:41	15:30	1:10	12:45	13:24	-0:39
All Commercial Radio	19:48	20:08	-0:20	11:47	13:07	-1:20	19:07	21:21	-2:13	20:16	19:59	0:17	20:11	21:05	-0:53	20:03	21:02	-0:58	21:57	20:00	1:57	19:36	18:01	1:35
Potential (000)	109.6	109.6	0.0	13.8	13.4	0.4	31.2	31.6	-0.4	31.0	31.0	0.0	46.8	46.8	0.0	30.5	30.5	0.0	25.8	25.8	0.0	19.7	18.2	1.5
Sample	828	822	6	91	75	16	238	235	3	255	257	-2	365	365	0	227	218	9	223	229	-6	169	162	7

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 4 2017

Average Time Spent Listening (hh:mm) by Daypart, People 10+  
 Survey Comparisons: 3/2017 - 4/2017

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

Last 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

	This	Last	+/-
Potential (000)	109.6	109.6	0.0
Sample Size	828	822	6

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