



MANAWATU COMMERCIAL RADIO - SURVEY 3 2021

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

Survey Comparisons: 2/2021 - 3/2021

This Survey Period: Sun Sept 13 to Sat Nov 14 2020 & Sun Jan 31 to Sat Aug 28 2021

Last Survey Period: Sun Jul 19 to Sat Nov 14 2020 & Sun Jan 31 to Sat Jun 19 2021

	All 10+				People 10-24			People 18-39			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	9.6	11.9	-2.3	4	4.3	8.6	-4.3	4.9	6.0	-1.1	6.2	7.9	-1.7	8.8	10.7	-1.9	14.5	16.1	-1.6	13.2	12.3	0.9	7.3	8.7	-1.4
Coast	4.1	4.2	-0.1	10	1.3	1.7	-0.4	3.5	3.7	-0.2	4.0	4.0	0.0	3.6	4.2	-0.6	4.0	3.7	0.3	6.7	5.5	1.2	3.9	3.8	0.1
Edge	6.9	4.8	2.1	8	18.1	10.6	7.5	15.5	11.2	4.3	9.5	8.3	1.2	8.0	6.7	1.3	3.5	2.8	0.7	1.6	1.1	0.5	7.4	7.7	-0.3
George FM	0.7	0.7	0.0	14	0.2	0.3	-0.1	2.0	2.3	-0.3	2.0	2.2	-0.2	1.5	1.4	0.1	0.3	*	*	*	*	*	*	*	*
Gold AM	0.3	0.2	0.1	16	*	*	*	*	*	*	0.2	0.2	0.0	0.1	0.1	0.0	0.6	0.4	0.2	0.6	0.4	0.2	0.4	0.3	0.1
Kia Ora FM	0.3	0.3	0.0	16	0.6	0.8	-0.2	0.7	0.7	0.0	0.5	0.3	0.2	0.4	0.3	0.1	0.3	0.2	0.1	0.2	0.1	0.1	0.3	0.2	0.1
Life FM	1.3	1.1	0.2	13	2.9	1.1	1.8	0.6	0.6	0.0	0.8	0.4	0.4	0.9	0.6	0.3	0.5	0.7	-0.2	1.5	2.1	-0.6	1.2	1.0	0.2
Magic Music & Talk	13.2	13.3	-0.1	3	5.2	7.0	-1.8	3.7	4.5	-0.8	4.4	4.8	-0.4	5.9	6.4	-0.5	15.9	16.3	-0.4	24.8	24.1	0.7	5.2	5.6	-0.4
Mai FM	3.5	2.6	0.9	11	5.7	4.5	1.2	6.4	5.4	1.0	6.3	4.6	1.7	5.8	4.5	1.3	2.3	2.0	0.3	*	*	*	6.4	5.6	0.8
More FM	14.2	11.2	3.0	1	20.6	16.7	3.9	12.0	7.4	4.6	12.5	9.1	3.4	17.9	13.8	4.1	20.0	17.1	2.9	9.8	9.0	0.8	28.2	25.3	2.9
Newstalk ZB	13.5	12.8	0.7	2	0.4	*	*	2.0	2.0	0.0	2.0	1.9	0.1	4.3	5.4	-1.1	14.8	15.1	-0.3	21.9	18.6	3.3	4.6	2.3	2.3
Radio Hauraki	0.5	0.6	-0.1	15	0.1	0.3	-0.2	0.2	0.3	-0.1	0.3	0.3	0.0	0.7	0.7	0.0	1.1	1.3	-0.2	0.7	0.9	-0.2	0.1	0.1	0.0
Rhema	2.3	2.3	0.0	12	1.8	2.4	-0.6	0.6	0.7	-0.1	*	*	*	0.7	0.6	0.1	2.1	1.7	0.4	2.7	1.9	0.8	0.6	0.9	-0.3
Rock	8.2	8.7	-0.5	6	14.6	15.4	-0.8	18.0	19.3	-1.3	15.7	17.5	-1.8	11.8	13.3	-1.5	3.8	4.9	-1.1	2.3	2.4	-0.1	9.3	11.0	-1.7
The Hits	4.2	4.0	0.2	9	4.1	6.7	-2.6	6.3	5.7	0.6	7.2	6.9	0.3	4.9	4.8	0.1	3.7	2.7	1.0	4.7	3.0	1.7	3.3	5.7	-2.4
The Sound	7.0	9.3	-2.3	7	4.4	3.2	1.2	6.6	6.8	-0.2	7.4	8.3	-0.9	8.9	9.9	-1.0	8.5	10.8	-2.3	8.2	14.4	-6.2	8.2	10.3	-2.1
ZM	8.4	9.6	-1.2	5	15.0	20.0	-5.0	15.9	22.2	-6.3	18.2	22.4	-4.2	13.6	15.6	-2.0	2.7	1.3	1.4	0.3	*	*	11.0	10.5	0.5
MediaWorks Combo	63.2	62.4	0.8		73.1	66.1	7.0	69.0	62.9	6.1	64.0	62.6	1.4	68.5	66.7	1.8	68.8	70.0	-1.2	59.8	63.2	-3.4	72.6	74.1	-1.5
NZME Combo	31.0	31.4	-0.4		20.9	28.6	-7.7	27.8	34.0	-6.2	31.9	35.7	-3.8	27.2	30.9	-3.7	26.9	24.6	2.3	34.9	28.4	6.5	23.3	22.7	0.6
Potential (000)	149.3	149.3	0.0		35.0	35.0	0.0	50.3	50.7	-0.4	42.3	42.3	0.0	62.7	62.7	0.0	41.7	41.7	0.0	38.2	38.2	0.0	23.0	23.2	-0.2
Sample	818	812	6		165	158	7	263	257	6	242	237	5	356	355	1	224	229	-5	225	220	5	149	147	2

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 Music & Talk or Mai FM or More FM or Rock or The Sound

NZME Combo: Coast or Gold AM (from S2 2021) or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Flava or Hokonui

MANAWATU COMMERCIAL RADIO - SURVEY 3 2021

Station Share (%) by Daypart, People 10+

Survey Comparisons: 2/2021 - 3/2021

This Survey Period: Sun Sept 13 to Sat Nov 14 2020 & Sun Jan 31 to Sat Aug 28 2021

Last Survey Period: Sun Jul 19 to Sat Nov 14 2020 & Sun Jan 31 to Sat Jun 19 2021

	This	Last	+/-
Potential (000)	149.3	149.3	0.0
Sample Size	818	812	6

	Breakfast				Morning			Afternoon			Drive			Night			Mid Dawn			Weekend		
	This	Mon-Fri 6am-9am	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last
Breeze	9.6	10.7	-1.1	4	10.2	14.8	-4.6	10.0	11.5	-1.5	7.0	8.5	-1.5	14.0	14.8	-0.8	5.5	3.9	1.6	9.6	13.4	-3.8
Coast	4.4	4.7	-0.3	10	4.7	3.8	0.9	3.4	3.5	-0.1	3.8	3.8	0.0	1.8	2.4	-0.6	4.6	4.9	-0.3	4.9	5.2	-0.3
Edge	7.4	4.9	2.5	7	5.6	4.1	1.5	6.9	4.8	2.1	8.6	6.7	1.9	6.4	4.2	2.2	4.2	3.4	0.8	7.2	4.5	2.7
George FM	0.6	0.7	-0.1	14	1.1	0.6	0.5	0.8	0.9	-0.1	1.0	1.2	-0.2	*	*	*	*	*	*	0.4	0.5	-0.1
Gold AM	*	*	*	*	0.2	0.1	0.1	*	*	*	*	*	*	0.1	0.1	0.0	*	*	*	0.9	0.6	0.3
Kia Ora FM	0.2	0.2	0.0	16	0.2	0.2	0.0	0.3	0.2	0.1	0.5	0.3	0.2	*	0.1	*	0.8	0.8	0.0	0.5	0.4	0.1
Life FM	1.6	0.7	0.9	12	1.3	1.6	-0.3	1.2	1.2	0.0	1.6	1.3	0.3	0.3	0.4	-0.1	0.1	0.3	-0.2	1.5	1.1	0.4
Magic Music & Talk	13.0	12.9	0.1	3	16.3	15.8	0.5	10.9	11.1	-0.2	9.3	10.4	-1.1	12.9	13.2	-0.3	17.3	16.7	0.6	14.8	14.6	0.2
Mai FM	4.5	3.2	1.3	9	2.9	1.9	1.0	2.9	2.3	0.6	2.3	1.2	1.1	2.7	2.3	0.4	7.4	6.3	1.1	3.6	3.0	0.6
More FM	14.3	12.8	1.5	2	16.8	12.9	3.9	18.1	14.3	3.8	13.9	11.5	2.4	9.2	7.8	1.4	7.1	5.5	1.6	11.0	7.1	3.9
Newstalk ZB	16.1	15.5	0.6	1	8.2	7.3	0.9	8.8	7.8	1.0	10.6	9.8	0.8	23.9	25.8	-1.9	36.0	34.4	1.6	14.7	14.3	0.4
Radio Hauraki	0.5	0.7	-0.2	15	0.7	0.8	-0.1	0.3	0.3	0.0	1.1	1.3	-0.2	0.7	0.7	0.0	2.5	2.7	-0.2	*	0.1	*
Rhema	1.3	1.5	-0.2	13	2.0	1.8	0.2	2.5	2.4	0.1	3.0	3.1	-0.1	4.4	4.6	-0.2	1.3	1.3	0.0	2.4	2.5	-0.1
Rock	8.4	8.4	0.0	5	8.7	10.0	-1.3	11.3	12.2	-0.9	10.3	10.4	-0.1	3.1	2.4	0.7	2.8	2.3	0.5	5.7	6.4	-0.7
The Hits	2.5	2.9	-0.4	11	5.2	4.8	0.4	4.3	4.2	0.1	5.9	4.6	1.3	4.4	2.9	1.5	1.2	1.3	-0.1	4.4	4.3	0.1
The Sound	6.4	8.8	-2.4	8	7.9	9.9	-2.0	8.2	10.6	-2.4	6.5	7.8	-1.3	5.6	7.8	-2.2	4.5	6.2	-1.7	6.7	9.5	-2.8
ZM	8.4	10.2	-1.8	5	6.3	7.4	-1.1	8.1	9.6	-1.5	12.4	14.8	-2.4	8.8	8.8	0.0	3.6	3.9	-0.3	8.9	9.6	-0.7
MediaWorks Combo	64.3	62.5	1.8		69.4	69.9	-0.5	69.0	67.7	1.3	59.0	57.9	1.1	53.9	52.5	1.4	48.8	44.3	4.5	58.9	59.0	-0.1
NZME Combo	31.9	34.1	-2.2		25.3	24.2	1.1	24.9	25.4	-0.5	33.8	34.3	-0.5	39.7	40.6	-0.9	47.9	47.3	0.6	33.8	34.2	-0.4

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

Survey Comparisons: 2/2021 - 3/2021

This Survey Period: Sun Sept 13 to Sat Nov 14 2020 & Sun Jan 31 to Sat Aug 28 2021

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	All 10+				People 10-24			People 18-39			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	27.8	27.5	0.3	2	4.4	4.4	0.0	8.4	7.9	0.5	8.4	8.2	0.2	14.3	14.0	0.3	9.9	9.4	0.5	7.8	7.4	0.4	5.0	4.6	0.4
Coast	9.6	9.5	0.1	11	0.4	0.5	-0.1	2.8	1.9	0.9	3.5	2.6	0.9	5.2	4.6	0.6	3.0	3.4	-0.4	3.3	3.7	-0.4	0.9	0.8	0.1
Edge	20.5	19.6	0.9	5	8.4	8.1	0.3	13.0	13.2	-0.2	8.3	8.9	-0.6	9.9	10.3	-0.4	3.0	2.3	0.7	2.2	1.2	1.0	4.6	4.2	0.4
George FM	2.7	3.0	-0.3	14	0.5	0.6	-0.1	2.3	2.6	-0.3	2.0	2.3	-0.3	2.2	2.4	-0.2	0.2	0.1	0.1	*	*	*	0.1	*	*
Gold AM	1.2	0.9	0.3	17	*	*	*	0.1	0.1	0.0	0.3	0.3	0.0	0.3	0.3	0.0	0.9	0.7	0.2	0.9	0.7	0.2	0.6	0.4	0.2
Kia Ora FM	2.5	1.8	0.7	15	0.5	0.6	-0.1	0.9	0.7	0.2	0.9	0.4	0.5	1.3	0.6	0.7	1.0	0.7	0.3	0.7	0.6	0.1	0.5	0.3	0.2
Life FM	4.1	3.2	0.9	12	1.4	0.7	0.7	1.5	1.2	0.3	1.5	1.0	0.5	2.1	1.6	0.5	0.7	1.1	-0.4	0.5	0.8	-0.3	0.6	0.6	0.0
Magic Music & Talk	21.8	20.7	1.1	3	0.7	0.9	-0.2	2.3	2.8	-0.5	3.1	3.5	-0.4	5.3	5.3	0.0	8.1	7.0	1.1	11.4	11.1	0.3	3.0	2.6	0.4
Mai FM	11.0	8.7	2.3	10	4.4	3.7	0.7	6.0	5.2	0.8	5.0	3.8	1.2	6.5	4.8	1.7	1.6	1.2	0.4	0.1	0.1	0.0	2.7	2.4	0.3
More FM	29.0	25.8	3.2	1	8.0	7.4	0.6	8.9	8.5	0.4	9.0	8.0	1.0	14.3	12.5	1.8	10.3	9.1	1.2	6.5	5.9	0.6	8.3	7.7	0.6
Newstalk ZB	20.0	18.2	1.8	6	0.2	0.1	0.1	3.3	3.1	0.2	3.2	3.0	0.2	5.9	5.9	0.0	6.8	6.6	0.2	9.4	8.3	1.1	1.7	1.0	0.7
Radio Hauraki	2.2	2.7	-0.5	16	0.3	0.3	0.0	0.4	0.5	-0.1	0.6	0.6	0.0	1.4	1.8	-0.4	1.1	1.4	-0.3	0.4	0.4	0.0	0.2	0.2	0.0
Rhema	3.5	3.8	-0.3	13	0.9	0.9	0.0	0.6	0.6	0.0	*	*	*	0.2	0.3	-0.1	1.5	1.6	-0.1	2.0	1.8	0.2	0.3	0.3	0.0
Rock	20.0	21.3	-1.3	6	7.1	6.7	0.4	12.2	13.1	-0.9	10.1	11.2	-1.1	11.2	12.6	-1.4	2.2	3.0	-0.8	1.5	1.9	-0.4	3.3	3.7	-0.4
The Hits	14.2	13.8	0.4	9	3.5	4.0	-0.5	7.8	8.0	-0.2	6.1	6.6	-0.5	7.2	7.8	-0.6	3.8	2.8	1.0	3.5	2.0	1.5	2.9	2.9	0.0
The Sound	16.9	21.2	-4.3	8	2.5	2.5	0.0	5.6	6.0	-0.4	6.6	7.5	-0.9	9.7	10.4	-0.7	5.3	7.3	-2.0	4.7	7.8	-3.1	3.9	3.7	0.2
ZM	21.8	22.8	-1.0	3	6.5	7.2	-0.7	13.6	15.0	-1.4	12.2	12.8	-0.6	14.8	14.9	-0.1	3.2	2.6	0.6	0.5	0.4	0.1	5.5	4.7	0.8
MediaWorks Combo	94.6	92.0	2.6		21.8	19.7	2.1	31.6	30.6	1.0	28.3	28.0	0.3	43.2	42.0	1.2	27.9	27.2	0.7	24.2	25.0	-0.8	17.5	16.8	0.7
NZME Combo	57.3	55.4	1.9		9.6	10.4	-0.8	22.0	22.0	0.0	19.9	19.5	0.4	27.6	27.3	0.3	16.0	14.6	1.4	15.1	13.1	2.0	10.4	8.9	1.5
All Commercial Radio	114.7	113.6	1.1		25.0	23.9	1.1	38.4	37.8	0.6	34.2	33.8	0.4	51.1	50.3	0.8	33.9	34.5	-0.6	29.8	31.1	-1.3	20.2	20.4	-0.2
Potential (000)	149.3	149.3	0.0		35.0	35.0	0.0	50.3	50.7	-0.4	42.3	42.3	0.0	62.7	62.7	0.0	41.7	41.7	0.0	38.2	38.2	0.0	23.0	23.2	-0.2
Sample	818	812	6		165	158	7	263	257	6	242	237	5	356	355	1	224	229	-5	225	220	5	149	147	2

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Cumulative Audience (000's) by Daypart, People 10+
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	This	Last	+/-
Potential (000)	149.3	149.3	0.0
Sample Size	818	812	6

	Breakfast				Morning				Afternoon				Drive				Night				Mid Dawn				Weekend			
	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	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-			
Breeze	11.8	12.9	-1.1	5	12.5	12.7	-0.2	15.1	14.2	0.9	8.9	9.3	-0.4	5.0	4.4	0.6	4.0	3.3	0.7	15.9	18.4	-2.5						
Coast	6.1	6.3	-0.2	11	5.2	4.9	0.3	5.6	6.0	-0.4	4.6	4.0	0.6	1.2	1.3	-0.1	1.3	1.4	-0.1	5.6	5.6	0.0						
Edge	10.2	9.8	0.4	7	6.0	6.5	-0.5	10.0	9.8	0.2	9.9	8.4	1.5	4.8	4.1	0.7	1.1	1.0	0.1	11.3	10.1	1.2						
George FM	0.9	1.2	-0.3	14	1.0	1.2	-0.2	2.1	2.5	-0.4	1.3	1.5	-0.2	*	*	*	*	*	*	1.2	1.3	-0.1						
Gold AM	0.1	0.1	0.0	17	0.2	0.1	0.1	0.6	0.4	0.2	0.1	0.1	0.0	0.2	0.1	0.1	0.1	0.1	0.0	0.6	0.5	0.1						
Kia Ora FM	0.5	0.5	0.0	15	0.5	0.5	0.0	1.0	0.8	0.2	0.7	0.2	0.5	0.2	0.2	0.0	0.6	0.6	0.0	1.2	0.9	0.3						
Life FM	2.6	1.7	0.9	12	1.9	2.1	-0.2	2.3	1.5	0.8	1.3	0.6	0.7	0.4	0.5	-0.1	0.1	0.2	-0.1	2.5	1.7	0.8						
Magic Music & Talk	12.2	12.2	0.0	4	10.5	10.3	0.2	11.7	12.2	-0.5	9.5	9.7	-0.2	5.9	5.3	0.6	2.8	3.0	-0.2	15.3	14.2	1.1						
Mai FM	6.8	5.0	1.8	9	3.9	2.6	1.3	4.8	3.9	0.9	4.5	3.0	1.5	3.1	2.0	1.1	1.2	1.1	0.1	7.9	6.3	1.6						
More FM	18.2	15.9	2.3	1	15.5	12.8	2.7	17.4	15.7	1.7	12.5	11.5	1.0	7.1	5.4	1.7	4.5	3.4	1.1	16.7	12.8	3.9						
Newstalk ZB	13.4	12.6	0.8	2	9.4	9.0	0.4	9.9	9.0	0.9	8.4	8.1	0.3	7.6	6.5	1.1	9.0	8.1	0.9	15.2	13.9	1.3						
Radio Hauraki	0.3	0.5	-0.2	16	1.2	1.4	-0.2	0.7	0.8	-0.1	1.0	1.3	-0.3	0.4	0.4	0.0	0.6	0.7	-0.1	0.3	0.7	-0.4						
Rhema	1.7	1.9	-0.2	13	1.7	2.2	-0.5	2.3	1.8	0.5	2.0	1.8	0.2	0.3	0.3	0.0	0.2	0.3	-0.1	2.5	2.2	0.3						
Rock	10.8	11.6	-0.8	6	7.7	9.2	-1.5	9.3	9.9	-0.6	10.8	12.3	-1.5	1.8	1.6	0.2	1.3	1.1	0.2	11.8	12.7	-0.9						
The Hits	6.4	6.4	0.0	10	7.6	6.8	0.8	8.3	6.6	1.7	6.7	5.0	1.7	2.9	2.3	0.6	0.2	0.2	0.0	7.3	8.6	-1.3						
The Sound	8.5	10.7	-2.2	8	6.8	8.3	-1.5	8.8	10.9	-2.1	7.8	8.3	-0.5	4.3	5.1	-0.8	1.0	1.6	-0.6	10.5	12.7	-2.2						
ZM	12.8	14.2	-1.4	3	8.1	9.7	-1.6	10.7	11.5	-0.8	11.8	12.9	-1.1	5.1	4.9	0.2	1.1	1.3	-0.2	13.4	14.2	-0.8						
MediaWorks Combo	63.7	61.5	2.2		52.8	51.3	1.5	62.9	62.1	0.8	54.3	52.4	1.9	26.9	25.3	1.6	14.1	12.7	1.4	71.2	69.2	2.0						
NZME Combo	34.9	36.1	-1.2		27.4	28.0	-0.6	32.6	30.7	1.9	30.7	29.2	1.5	16.9	15.0	1.9	12.2	11.5	0.7	39.0	39.0	0.0						
All Commercial Radio	90.1	87.3	2.8		72.8	71.6	1.2	82.3	80.0	2.3	75.5	73.3	2.2	39.1	37.4	1.7	25.5	23.9	1.6	94.5	91.3	3.2						

MediaWorks Combo: Breeze or Edge or George FM or Magic Music & Talk or Mai FM or More FM or Rock or The Sound
 NZME Combo: Coast or Gold AM (from S2 2021) or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Flava or Hokonui



MANAWATU COMMERCIAL RADIO - SURVEY 3 2021

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

Survey Comparisons: 2/2021 - 3/2021

This Survey Period: Sun Sept 13 to Sat Nov 14 2020 & Sun Jan 31 to Sat Aug 28 2021

Last Survey Period: Sun Jul 19 to Sat Nov 14 2020 & Sun Jan 31 to Sat Jun 19 2021

	All 10+			People 10-24			People 18-39			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	6:44	8:18	-1:33	3:06	5:16	-2:10	3:11	3:58	-0:46	3:59	5:16	-1:16	5:09	6:24	-1:14	9:31	10:30	-0:58	9:47	10:02	-0:14	5:07	6:00	-0:52
Coast	8:28	8:26	0:01	9:42	9:16	0:26	6:53	10:06	-3:13	6:12	8:26	-2:14	5:52	7:42	-1:50	8:52	6:39	2:12	11:57	9:00	2:57	15:58	16:15	-0:16
Edge	6:34	4:40	1:54	6:58	3:30	3:27	6:31	4:22	2:09	6:13	5:03	1:09	6:45	5:29	1:15	7:28	7:14	0:13	4:16	5:24	-1:08	5:41	5:50	-0:09
George FM	4:44	4:12	0:31	1:02	1:11	-0:09	4:40	4:35	0:04	5:20	5:10	0:10	5:33	4:58	0:35	7:39	0:30	7:09	*	*	*	15:00	*	*
Gold AM	4:09	3:44	0:25	*	*	*	0:15	0:15	0:00	4:44	3:35	1:09	4:44	3:35	1:09	4:00	3:48	0:11	4:00	3:48	0:11	2:18	2:19	-0:01
Kia Ora FM	2:43	2:54	-0:10	4:06	3:36	0:30	4:15	5:09	-0:53	3:08	4:29	-1:21	2:57	3:41	-0:44	1:53	1:52	0:01	1:24	1:22	0:02	1:58	2:30	-0:31
Life FM	6:16	6:31	-0:15	6:45	4:11	2:33	2:01	2:31	-0:29	2:47	2:09	0:38	3:37	3:23	0:13	4:55	3:47	1:08	16:22	15:21	1:01	6:44	5:48	0:56
Magic Music & Talk	11:52	12:17	-0:24	22:47	21:43	1:04	9:01	8:14	0:46	7:39	7:30	0:09	9:22	9:59	-0:37	12:43	14:11	-1:27	12:40	13:00	-0:19	6:01	7:01	-1:00
Mai FM	6:07	5:43	0:23	4:10	3:14	0:55	5:50	5:20	0:29	6:48	6:41	0:06	7:32	7:44	-0:12	9:18	10:19	-1:00	0:15	0:30	-0:15	8:23	7:29	0:54
More FM	9:32	8:18	1:13	8:21	6:02	2:19	7:19	4:30	2:49	7:31	6:12	1:18	10:31	9:15	1:15	12:32	11:29	1:02	8:41	9:07	-0:25	12:01	10:39	1:22
Newstalk ZB	13:11	13:27	-0:16	5:47	0:15	5:32	3:13	3:18	-0:04	3:18	3:25	-0:06	6:06	7:39	-1:33	14:10	13:58	0:12	13:35	13:23	0:12	9:23	7:01	2:22
Radio Hauraki	4:35	4:34	0:01	0:48	2:42	-1:53	3:00	3:18	-0:18	2:55	2:32	0:22	3:57	3:21	0:35	6:35	5:42	0:52	11:12	12:26	-1:14	1:43	0:56	0:47
Rhema	12:34	11:31	1:03	6:12	6:49	-0:37	6:17	6:24	-0:07	*	*	*	24:46	16:41	8:05	8:53	6:26	2:27	7:35	6:12	1:23	6:37	8:27	-1:50
Rock	7:58	7:49	0:08	6:37	6:11	0:26	8:04	7:39	0:24	8:24	8:30	-0:06	8:49	8:47	0:02	11:03	10:00	1:02	8:42	7:47	0:54	9:56	9:36	0:19
The Hits	5:45	5:29	0:15	3:47	4:27	-0:40	4:25	3:41	0:44	6:24	5:42	0:41	5:42	5:06	0:35	6:16	5:57	0:18	7:50	9:06	-1:16	4:06	6:26	-2:20
The Sound	8:03	8:21	-0:18	5:39	3:26	2:12	6:23	5:52	0:30	6:01	6:03	-0:01	7:42	7:54	-0:11	10:21	9:02	1:19	10:02	11:04	-1:02	7:25	9:02	-1:36
ZM	7:30	8:04	-0:33	7:26	7:23	0:02	6:23	7:41	-1:17	8:02	9:34	-1:32	7:42	8:43	-1:00	5:37	3:07	2:29	2:56	0:35	2:20	7:04	7:14	-0:10
MediaWorks Combo	13:02	12:59	0:02	10:50	8:59	1:51	11:57	10:37	1:19	12:10	12:12	-0:02	13:20	13:17	0:02	15:57	15:40	0:16	14:26	15:11	-0:45	14:33	14:14	0:18
NZME Combo	10:34	10:51	-0:17	7:01	7:21	-0:19	6:55	7:59	-1:04	8:40	9:59	-1:19	8:16	9:28	-1:11	10:52	10:19	0:33	13:26	13:04	0:22	7:53	8:13	-0:19
All Commercial Radio	17:02	16:51	0:11	12:54	11:13	1:40	14:14	13:42	0:32	15:46	16:07	-0:21	16:28	16:37	-0:08	19:05	17:40	1:25	19:34	19:19	0:14	17:24	15:48	1:36
Potential (000)	149.3	149.3	0.0	35.0	35.0	0.0	50.3	50.7	-0.4	42.3	42.3	0.0	62.7	62.7	0.0	41.7	41.7	0.0	38.2	38.2	0.0	23.0	23.2	-0.2
Sample	818	812	6	165	158	7	263	257	6	242	237	5	356	355	1	224	229	-5	225	220	5	149	147	2

MediaWorks Combo: Breeze or Edge or George FM or Magic Music & Talk or Mai FM or More FM or Rock or The Sound

NZME Combo: Coast or Gold AM (from S2 2021) or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Flava or Hokonui



MANAWATU COMMERCIAL RADIO - SURVEY 3 2021

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

Survey Comparisons: 2/2021 - 3/2021

This Survey Period: Sun Sept 13 to Sat Nov 14 2020 & Sun Jan 31 to Sat Aug 28 2021

Last Survey Period: Sun Jul 19 to Sat Nov 14 2020 & Sun Jan 31 to Sat Jun 19 2021

	This	Last	+/-
Potential (000)	149.3	149.3	0.0
Sample Size	818	812	6

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

MediaWorks Combo: Breeze or Edge or George FM or Magic Music & Talk or Mai FM or More FM or Rock or The Sound

NZME Combo: Coast or Gold AM (from S2 2021) or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Flava or Hokonui