



# MANAWATU COMMERCIAL RADIO - SURVEY 1 2022

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

Survey Comparisons: 4/2021 - 1/2022

This Survey Period: Sun Apr 11 to Sat Nov 6 2021 & Sun Jan 30 to Sat Apr 9 2022

Last Survey Period: Sun Jan 31 to Sat Nov 6 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	10.8	9.6	1.2	4	5.9	5.1	0.8	7.1	3.7	3.4	5.4	3.9	1.5	13.2	10.3	2.9	18.5	17.3	1.2	9.7	10.2	-0.5	8.5	7.3	1.2
Coast	4.5	4.1	0.4	10	0.2	0.2	0.0	2.8	5.0	-2.2	3.3	4.7	-1.4	2.5	3.5	-1.0	5.4	3.9	1.5	9.3	6.7	2.6	1.3	2.9	-1.6
Edge	6.1	6.7	-0.6	8	16.9	17.5	-0.6	12.3	15.6	-3.3	8.7	9.1	-0.4	6.5	7.8	-1.3	2.5	3.2	-0.7	1.5	1.5	0.0	6.3	5.5	0.8
George FM	0.4	0.5	-0.1	16	0.5	*	*	0.8	1.5	-0.7	0.8	1.3	-0.5	0.6	1.1	-0.5	0.2	0.2	0.0	0.2	0.1	0.1	0.3	0.5	-0.2
Gold AM	0.3	0.2	0.1	17	*	*	*	0.1	0.2	-0.1	0.1	0.2	-0.1	0.1	0.1	0.0	0.6	0.4	0.2	0.7	0.4	0.3	0.2	0.3	-0.1
Kia Ora FM	0.3	0.3	0.0	17	0.4	0.2	0.2	0.4	0.4	0.0	0.9	0.6	0.3	0.6	0.5	0.1	*	0.3	*	*	0.2	*	1.1	0.9	0.2
Life FM	1.5	1.9	-0.4	13	3.1	4.0	-0.9	1.0	0.4	0.6	1.5	1.1	0.4	1.2	1.3	-0.1	0.6	0.9	-0.3	1.4	2.2	-0.8	1.0	1.9	-0.9
Magic*	10.0	9.1	0.9	5	5.4	5.9	-0.5	1.1	0.3	0.8	0.6	0.3	0.3	2.6	0.6	2.0	11.2	10.6	0.6	21.7	21.7	0.0	6.5	1.8	4.7
Mai FM	5.3	2.7	2.6	9	19.3	4.1	15.2	15.3	4.6	10.7	4.4	4.1	0.3	4.6	4.6	0.0	2.5	2.7	-0.2	*	*	*	6.6	4.6	2.0
More FM	11.6	14.2	-2.6	3	14.2	21.2	-7.0	11.5	15.1	-3.6	10.7	15.7	-5.0	14.7	17.2	-2.5	14.7	15.0	-0.3	8.7	10.0	-1.3	18.7	22.2	-3.5
Newstalk ZB	12.4	12.8	-0.4	1	1.1	1.9	-0.8	1.6	2.4	-0.8	1.9	2.4	-0.5	2.1	3.4	-1.3	9.7	11.8	-2.1	19.1	19.4	-0.3	6.9	5.8	1.1
Radio Hauraki	0.9	0.8	0.1	14	*	*	*	0.8	0.7	0.1	2.0	1.1	0.9	1.7	1.3	0.4	1.2	1.3	-0.1	0.6	0.7	-0.1	1.0	0.4	0.6
Rhema	0.8	1.3	-0.5	15	0.7	1.2	-0.5	0.3	0.6	-0.3	0.1	0.1	0.0	0.1	1.2	-1.1	0.7	2.2	-1.5	1.5	1.4	0.1	*	*	*
Rock	11.7	9.8	1.9	2	11.2	15.9	-4.7	13.2	15.3	-2.1	21.4	16.2	5.2	21.0	15.0	6.0	12.5	7.6	4.9	2.9	2.3	0.6	14.1	12.1	2.0
The Hits	3.1	3.7	-0.6	12	5.9	5.3	0.6	4.3	6.2	-1.9	5.0	6.7	-1.7	3.2	4.6	-1.4	2.1	2.6	-0.5	2.3	2.8	-0.5	2.0	3.6	-1.6
The Sound	7.8	7.9	-0.1	6	5.4	4.5	0.9	5.5	4.7	0.8	8.2	7.4	0.8	7.9	8.0	-0.1	7.6	9.2	-1.6	11.1	11.7	-0.6	11.3	11.3	0.0
Today FM/Magic Talk**	3.7	4.0	-0.3	11	0.1	0.1	0.0	1.0	2.7	-1.7	1.3	2.5	-1.2	2.1	2.7	-0.6	6.9	6.2	0.7	7.1	6.9	0.2	2.6	1.9	0.7
ZM	7.1	8.2	-1.1	7	7.9	12.2	-4.3	20.0	18.9	1.1	20.4	18.7	1.7	12.9	13.9	-1.0	2.0	2.7	-0.7	1.0	0.5	0.5	9.3	13.2	-3.9
MediaWorks Combo	67.3	64.4	2.9		78.9	74.2	4.7	67.7	63.5	4.2	61.6	60.5	1.1	73.3	67.2	6.1	76.6	71.9	4.7	62.9	64.3	-1.4	74.9	67.2	7.7
NZME Combo	28.3	29.7	-1.4		15.1	19.7	-4.6	29.6	33.5	-3.9	32.7	33.8	-1.1	22.6	26.8	-4.2	21.2	22.7	-1.5	33.0	30.4	2.6	20.6	26.2	-5.6
Potential (000)	151.1	149.3	1.8		35.3	35.0	0.3	49.4	49.1	0.3	43.0	42.3	0.7	63.5	62.7	0.8	41.9	41.7	0.2	38.6	38.2	0.4	24.4	22.4	2.0
Sample	820	812	8		164	160	4	222	224	-2	206	198	8	309	288	21	236	224	12	270	273	-3	137	126	11

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

MediaWorks Combo: Breeze, Edge, George FM, Magic, Magic Talk (until 20th March 2022), Mai FM, More FM, Rock, The Sound, Today FM (from 21st March 2022)

NZME Combo: Coast, Gold AM, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokanui

\*Listed as Magic Music in S4 2021

\*\*Today FM/Magic Talk includes Magic Talk for S4 2021 and Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period) for S1 2022



# MANAWATU COMMERCIAL RADIO - SURVEY 1 2022

Station Share (%) by Daypart, People 10+

Survey Comparisons: 4/2021 - 1/2022

This Survey Period: Sun Apr 11 to Sat Nov 6 2021 & Sun Jan 30 to Sat Apr 9 2022

Last Survey Period: Sun Jan 31 to Sat Nov 6 2021

	This	Last	+/-
Potential (000)	151.1	149.3	1.8
Sample Size	820	812	8

	Breakfast				Morning			Afternoon			Drive			Night			Mid Dawn			Weekend		
	Mon-Fri 6am-9am		+/-	Rank	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	8.4	8.3	0.1	5	8.8	9.0	-0.2	12.1	10.2	1.9	11.7	9.1	2.6	11.6	11.3	0.3	4.7	5.1	-0.4	13.5	11.1	2.4
Coast	3.7	3.6	0.1	11	7.4	6.0	1.4	4.3	3.5	0.8	2.7	3.6	-0.9	1.2	1.2	0.0	0.4	1.4	-1.0	5.3	5.0	0.3
Edge	7.6	6.8	0.8	6	3.7	5.1	-1.4	6.9	7.1	-0.2	6.2	7.4	-1.2	4.3	6.6	-2.3	0.8	1.4	-0.6	7.0	7.6	-0.6
George FM	0.1	0.1	0.0	17	0.7	0.6	0.1	0.4	0.5	-0.1	0.4	0.5	-0.1	0.1	0.1	0.0	*	*	*	0.5	0.8	-0.3
Gold AM	0.1	0.2	-0.1	17	*	*	*	0.1	*	*	0.1	0.1	0.0	*	*	*	*	*	*	1.0	0.5	0.5
Kia Ora FM	0.2	0.1	0.1	16	0.1	0.2	-0.1	0.3	0.2	0.1	0.6	0.3	0.3	0.2	*	*	*	*	*	0.5	0.7	-0.2
Life FM	1.7	2.5	-0.8	12	1.4	1.9	-0.5	1.4	1.6	-0.2	2.1	2.1	0.0	0.4	0.2	0.2	0.5	0.7	-0.2	1.6	2.1	-0.5
Magic*	10.2	8.8	1.4	4	10.2	9.8	0.4	7.8	8.0	-0.2	9.3	5.5	3.8	7.1	9.2	-2.1	12.9	17.9	-5.0	12.2	10.6	1.6
Mai FM	6.0	3.9	2.1	9	7.4	2.9	4.5	7.1	2.2	4.9	5.0	1.6	3.4	0.7	1.0	-0.3	5.5	6.7	-1.2	2.3	2.3	0.0
More FM	12.1	13.0	-0.9	2	12.7	17.2	-4.5	14.4	18.4	-4.0	10.1	13.4	-3.3	6.2	10.5	-4.3	3.5	4.4	-0.9	10.8	12.0	-1.2
Newstalk ZB	17.0	16.9	0.1	1	6.7	7.9	-1.2	7.0	9.0	-2.0	6.9	10.0	-3.1	26.8	21.2	5.6	42.6	34.0	8.6	12.7	12.5	0.2
Radio Hauraki	0.4	0.6	-0.2	15	0.7	0.5	0.2	0.5	0.3	0.2	2.5	2.1	0.4	1.6	1.3	0.3	3.0	3.4	-0.4	0.7	0.4	0.3
Rhema	0.9	1.4	-0.5	14	1.0	1.7	-0.7	0.5	1.5	-1.0	0.6	1.6	-1.0	0.2	0.2	0.0	0.1	*	*	1.1	0.9	0.2
Rock	11.5	10.3	1.2	3	14.0	9.3	4.7	13.7	11.7	2.0	12.9	12.8	0.1	9.7	9.9	-0.2	16.6	6.4	10.2	7.4	7.0	0.4
The Hits	1.5	2.2	-0.7	13	3.5	4.3	-0.8	3.4	4.2	-0.8	4.0	5.3	-1.3	4.6	5.8	-1.2	*	0.2	*	3.7	3.4	0.3
The Sound	6.2	6.1	0.1	8	8.7	9.2	-0.5	8.7	8.7	0.0	11.0	9.3	1.7	4.5	4.7	-0.2	2.2	4.8	-2.6	7.9	8.3	-0.4
Today FM/Magic Talk**	4.4	5.2	-0.8	10	2.9	4.4	-1.5	1.9	1.6	0.3	3.7	3.4	0.3	9.6	7.2	2.4	0.9	3.3	-2.4	4.4	4.6	-0.2
ZM	7.0	8.9	-1.9	7	7.9	7.7	0.2	8.2	8.7	-0.5	8.3	10.1	-1.8	8.2	7.1	1.1	4.9	4.0	0.9	5.2	7.3	-2.1
MediaWorks Combo	66.5	62.5	4.0		69.0	67.4	1.6	73.0	68.4	4.6	70.4	63.0	7.4	53.8	60.5	-6.7	47.0	50.1	-3.1	66.0	64.2	1.8
NZME Combo	29.7	32.4	-2.7		26.3	26.3	0.0	23.5	25.7	-2.2	24.6	31.1	-6.5	42.3	36.5	5.8	51.0	43.1	7.9	28.6	29.1	-0.5

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

MediaWorks Combo: Breeze, Edge, George FM, Magic, Magic Talk (until 20th March 2022), Mai FM, More FM, Rock, The Sound, Today FM (from 21st March 2022)

NZME Combo: Coast, Gold AM, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui

\*Listed as Magic Music in S4 2021

\*\*Today FM/Magic Talk includes Magic Talk for S4 2021 and Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period) for S1 2022



# MANAWATU COMMERCIAL RADIO - SURVEY 1 2022

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

Survey Comparisons: 4/2021 - 1/2022

This Survey Period: Sun Apr 11 to Sat Nov 6 2021 & Sun Jan 30 to Sat Apr 9 2022

Last Survey Period: Sun Jan 31 to Sat Nov 6 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	23.8	24.3	-0.5	2	3.3	3.9	-0.6	8.4	6.8	1.6	7.1	6.5	0.6	11.8	11.8	0.0	8.8	9.4	-0.6	7.4	7.6	-0.2	3.5	4.1	-0.6
Coast	10.1	9.3	0.8	12	0.6	0.6	0.0	3.6	3.5	0.1	3.8	3.5	0.3	5.0	4.6	0.4	3.0	2.6	0.4	3.8	3.4	0.4	0.6	0.6	0.0
Edge	18.9	19.8	-0.9	5	7.0	8.0	-1.0	10.0	12.3	-2.3	7.0	8.1	-1.1	9.3	9.9	-0.6	3.8	2.9	0.9	2.5	1.9	0.6	3.5	3.6	-0.1
George FM	1.5	2.0	-0.5	18	0.2	*	*	0.7	1.5	-0.8	0.7	1.5	-0.8	1.0	1.8	-0.8	0.3	0.3	0.0	0.4	0.2	0.2	0.1	0.1	0.0
Gold AM	1.8	1.0	0.8	17	*	*	*	0.4	0.5	-0.1	0.4	0.5	-0.1	0.5	0.5	0.0	1.0	0.5	0.5	1.1	0.5	0.6	0.6	0.7	-0.1
Kia Ora FM	2.9	2.7	0.2	16	0.7	0.2	0.5	0.9	0.7	0.2	1.8	1.1	0.7	1.9	1.6	0.3	0.4	1.3	-0.9	0.3	0.9	-0.6	0.7	0.8	-0.1
Life FM	4.4	4.4	0.0	14	1.2	1.5	-0.3	1.2	1.0	0.2	1.8	1.4	0.4	2.4	2.1	0.3	1.0	1.0	0.0	0.8	0.8	0.0	0.5	0.7	-0.2
Magic*	13.1	11.9	1.2	9	0.8	0.4	0.4	0.4	0.5	-0.1	0.5	0.5	0.0	1.5	1.1	0.4	5.2	5.1	0.1	8.8	8.6	0.2	1.7	1.2	0.5
Mai FM	10.3	7.7	2.6	11	3.7	2.4	1.3	7.0	3.9	3.1	5.0	3.6	1.4	6.4	5.2	1.2	1.6	1.7	-0.1	0.1	0.1	0.0	3.7	1.8	1.9
More FM	27.0	28.4	-1.4	1	6.4	7.3	-0.9	9.1	9.5	-0.4	9.3	9.4	-0.1	14.5	14.5	0.0	8.6	8.9	-0.3	5.9	6.4	-0.5	6.2	6.5	-0.3
Newstalk ZB	20.4	18.4	2.0	4	0.3	0.4	-0.1	3.8	3.3	0.5	3.9	3.5	0.4	5.1	5.6	-0.5	6.0	6.3	-0.3	9.4	8.4	1.0	2.9	2.5	0.4
Radio Hauraki	4.6	3.4	1.2	13	0.4	0.2	0.2	1.4	0.8	0.6	2.2	1.4	0.8	3.2	2.4	0.8	1.9	1.6	0.3	1.0	0.7	0.3	1.0	0.5	0.5
Rhema	3.1	2.8	0.3	15	0.7	0.5	0.2	0.8	0.9	-0.1	0.7	0.7	0.0	0.7	1.0	-0.3	0.9	1.2	-0.3	1.5	1.2	0.3	0.1	0.1	0.0
Rock	20.5	21.0	-0.5	3	5.9	7.5	-1.6	8.9	10.3	-1.4	10.4	9.9	0.5	12.9	11.9	1.0	3.6	2.9	0.7	1.7	1.5	0.2	3.9	4.1	-0.2
The Hits	14.1	13.5	0.6	8	3.4	3.2	0.2	5.4	6.9	-1.5	6.4	6.7	-0.3	7.7	8.1	-0.4	3.4	3.1	0.3	2.9	2.2	0.7	2.6	3.2	-0.6
The Sound	18.0	17.6	0.4	7	2.7	2.7	0.0	4.2	4.0	0.2	5.6	5.8	-0.2	9.4	8.9	0.5	7.3	6.9	0.4	5.9	5.9	0.0	3.2	3.0	0.2
Today FM/Magic Talk**	10.5	10.3	0.2	10	0.5	0.2	0.3	1.7	2.7	-1.0	3.2	3.3	-0.1	4.8	4.9	-0.1	4.4	3.9	0.5	4.0	4.0	0.0	2.5	1.9	0.6
ZM	18.4	21.1	-2.7	6	4.7	6.5	-1.8	11.9	13.2	-1.3	11.0	12.1	-1.1	12.3	13.8	-1.5	2.5	2.5	0.0	1.3	0.9	0.4	4.2	5.2	-1.0
MediaWorks Combo	89.9	88.1	1.8		19.1	19.8	-0.7	29.8	27.6	2.2	28.7	26.1	2.6	42.2	39.8	2.4	26.9	27.3	-0.4	24.2	24.7	-0.5	17.5	15.6	1.9
NZME Combo	57.7	55.7	2.0		8.5	9.7	-1.2	21.3	21.8	-0.5	21.3	21.0	0.3	26.8	27.8	-1.0	14.8	14.7	0.1	16.4	13.7	2.7	10.5	10.7	-0.2
All Commercial Radio	114.5	109.7	4.8		23.8	23.5	0.3	38.3	35.1	3.2	36.0	33.0	3.0	50.8	48.4	2.4	32.5	32.9	-0.4	31.6	30.5	1.1	21.0	19.2	1.8
Potential (000)	151.1	149.3	1.8		35.3	35.0	0.3	49.4	49.1	0.3	43.0	42.3	0.7	63.5	62.7	0.8	41.9	41.7	0.2	38.6	38.2	0.4	24.4	22.4	2.0
Sample	820	812	8		164	160	4	222	224	-2	206	198	8	309	288	21	236	224	12	270	273	-3	137	126	11

MediaWorks Combo: Breeze, Edge, George FM, Magic, Magic Talk (until 20th March 2022), Mai FM, More FM, Rock, The Sound, Today FM (from 21st March 2022)

NZME Combo: Coast, Gold AM, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokanui

\*Listed as Magic Music in S4 2021

\*\*Today FM/Magic Talk includes Magic Talk for S4 2021 and Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period) for S1 2022



# MANAWATU COMMERCIAL RADIO - SURVEY 1 2022

Cumulative Audience (000's) by Daypart, People 10+

Survey Comparisons: 4/2021 - 1/2022

This Survey Period: Sun Apr 11 to Sat Nov 6 2021 & Sun Jan 30 to Sat Apr 9 2022

Last Survey Period: Sun Jan 31 to Sat Nov 6 2021

	This	Last	+/-
Potential (000)	151.1	149.3	1.8
Sample Size	820	812	8

	Breakfast				Morning				Afternoon				Drive				Night				Mid Dawn				Weekend			
	Mon-Fri 6am-9am		Rank		Mon-Fri 9am-12md		Rank		Mon-Fri 12md-4pm		Rank		Mon-Fri 4pm-7pm		Rank		Mon-Fri 7pm-12mn		Rank		Mon-Fri 12mn-6am		Rank		Sat-Sun 12mn-12mn		Rank	
	This	Last	+/-	Rank	This	Last	+/-	Rank	This	Last	+/-	Rank	This	Last	+/-	Rank	This	Last	+/-	Rank	This	Last	+/-	Rank	This	Last	+/-	Rank
Breeze	8.4	9.8	-1.4	7	10.6	11.4	-0.8		13.8	13.5	0.3		9.1	8.9	0.2		4.7	4.4	0.3		2.0	3.0	-1.0		13.6	13.1	0.5	
Coast	6.3	5.8	0.5	10	6.9	5.5	1.4		6.4	5.9	0.5		5.6	4.9	0.7		1.0	1.1	-0.1		0.3	0.9	-0.6		5.6	4.9	0.7	
Edge	10.3	9.2	1.1	4	4.3	4.6	-0.3		8.7	8.8	-0.1		7.9	9.1	-1.2		2.7	3.8	-1.1		0.6	0.7	-0.1		11.8	12.4	-0.6	
George FM	0.7	0.8	-0.1	17	0.6	0.7	-0.1		1.1	1.6	-0.5		0.4	0.6	-0.2		0.1	0.1	0.0		*	*	*		0.9	1.5	-0.6	
Gold AM	0.5	0.5	0.0	18	0.2	*	*		0.5	0.2	0.3		0.4	0.5	-0.1		*	*	*		*	*	*		0.7	0.3	0.4	
Kia Ora FM	0.8	0.2	0.6	15	0.6	0.4	0.2		1.6	1.0	0.6		0.9	0.6	0.3		0.3	*	*		0.1	0.1	0.0		1.8	1.8	0.0	
Life FM	2.7	3.3	-0.6	13	1.7	1.9	-0.2		2.4	2.5	-0.1		1.9	2.1	-0.2		0.4	0.4	0.0		0.3	0.3	0.0		2.9	3.1	-0.2	
Magic*	7.8	7.0	0.8	8	7.0	6.3	0.7		7.4	7.0	0.4		6.2	5.7	0.5		2.7	2.6	0.1		1.4	1.4	0.0		9.8	8.6	1.2	
Mai FM	7.5	5.3	2.2	9	5.1	3.1	2.0		5.4	3.7	1.7		4.8	3.3	1.5		1.1	1.5	-0.4		0.8	0.2	0.6		6.6	4.6	2.0	
More FM	17.3	17.3	0.0	1	14.2	15.2	-1.0		14.9	17.0	-2.1		13.0	14.3	-1.3		5.0	5.3	-0.3		2.3	3.0	-0.7		18.3	17.9	0.4	
Newstalk ZB	13.5	13.3	0.2	2	9.2	8.6	0.6		11.8	9.9	1.9		7.2	8.1	-0.9		8.8	6.6	2.2		6.9	7.9	-1.0		14.7	13.0	1.7	
Radio Hauraki	0.8	0.7	0.1	15	1.8	1.3	0.5		2.2	1.5	0.7		3.4	2.4	1.0		0.6	0.5	0.1		0.7	0.7	0.0		2.0	1.4	0.6	
Rhema	1.4	1.5	-0.1	14	1.2	1.3	-0.1		1.2	1.5	-0.3		0.9	1.3	-0.4		0.3	0.1	0.2		0.1	*	*		2.4	2.0	0.4	
Rock	13.0	11.8	1.2	3	10.2	7.4	2.8		11.6	10.2	1.4		10.7	11.2	-0.5		4.2	4.9	-0.7		2.6	2.1	0.5		13.2	13.2	0.0	
The Hits	4.4	5.0	-0.6	12	6.4	6.9	-0.5		8.0	7.3	0.7		5.7	6.3	-0.6		2.6	2.7	-0.1		0.1	0.2	-0.1		6.9	6.3	0.6	
The Sound	9.0	8.4	0.6	6	7.9	7.7	0.2		10.3	9.3	1.0		8.4	8.2	0.2		4.5	4.7	-0.2		1.1	1.5	-0.4		11.4	10.8	0.6	
Today FM/Magic Talk**	5.3	5.4	-0.1	11	4.6	4.7	-0.1		4.7	4.7	0.0		4.6	4.4	0.2		2.0	1.6	0.4		0.7	0.7	0.0		5.4	6.4	-1.0	
ZM	9.7	12.9	-3.2	5	7.8	8.2	-0.4		9.1	10.0	-0.9		8.9	11.1	-2.2		3.6	4.8	-1.2		1.2	1.2	0.0		10.6	12.2	-1.6	
MediaWorks Combo	63.9	60.8	3.1		53.0	50.0	3.0		60.7	58.8	1.9		52.8	52.7	0.1		23.1	24.6	-1.5		10.9	11.7	-0.8		70.3	69.1	1.2	
NZME Combo	33.0	35.2	-2.2		29.1	27.1	2.0		34.6	31.8	2.8		30.0	31.5	-1.5		16.4	15.3	1.1		9.0	10.7	-1.7		37.1	34.9	2.2	
All Commercial Radio	89.5	85.6	3.9		75.4	69.8	5.6		84.5	80.0	4.5		75.1	73.8	1.3		37.4	36.1	1.3		20.1	22.2	-2.1		95.2	90.6	4.6	

MediaWorks Combo: Breeze, Edge, George FM, Magic, Magic Talk (until 20th March 2022), Mai FM, More FM, Rock, The Sound, Today FM (from 21st March 2022)

NZME Combo: Coast, Gold AM, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui

\*Listed as Magic Music in S4 2021

\*\*Today FM/Magic Talk includes Magic Talk for S4 2021 and Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period) for S1 2022



## MANAWATU COMMERCIAL RADIO - SURVEY 1 2022

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

Survey Comparisons: 4/2021 - 1/2022

This Survey Period: Sun Apr 11 to Sat Nov 6 2021 & Sun Jan 30 to Sat Apr 9 2022

Last Survey Period: Sun Jan 31 to Sat Nov 6 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	9:15	7:37	1:37	6:15	3:58	2:16	4:27	2:39	1:48	3:48	3:18	0:30	9:38	7:19	2:18	14:52	11:18	3:33	8:36	8:14	0:22	7:49	5:22	2:26
Coast	9:02	8:26	0:36	1:06	1:08	-0:01	4:09	6:54	-2:45	4:16	7:26	-3:10	4:21	6:24	-2:03	12:40	9:10	3:29	16:09	12:15	3:53	7:03	14:42	-7:39
Edge	6:35	6:27	0:07	8:24	6:41	1:43	6:33	6:11	0:22	6:17	6:11	0:06	5:59	6:36	-0:37	4:42	6:58	-2:15	3:51	4:50	-0:59	5:49	4:36	1:12
George FM	5:27	4:44	0:43	10:23	*	*	5:32	4:50	0:42	6:06	4:50	1:16	5:26	4:54	0:32	3:58	5:12	-1:13	3:15	3:15	0:00	15:00	15:00	0:00
Gold AM	3:03	3:05	-0:02	*	*	*	1:28	1:45	-0:16	1:28	1:45	-0:16	1:18	1:45	-0:26	4:45	4:21	0:24	4:05	4:21	-0:16	1:00	1:16	-0:16
Kia Ora FM	2:14	2:10	0:04	2:13	3:00	-0:46	2:14	3:08	-0:54	2:37	2:59	-0:21	2:31	2:41	-0:09	0:41	1:23	-0:41	0:45	1:06	-0:21	5:04	3:40	1:24
Life FM	6:59	8:16	-1:17	8:47	8:22	0:25	4:23	2:04	2:19	4:12	4:24	-0:11	4:22	5:02	-0:39	4:11	5:31	-1:19	12:07	16:29	-4:21	6:56	7:55	-0:59
Magic*	15:27	14:44	0:43	24:02	42:01	-17:59	14:22	3:32	10:49	6:54	3:32	3:22	15:18	4:46	10:31	15:19	12:54	2:25	16:06	15:25	0:40	12:42	4:25	8:17
Mai FM	10:26	6:40	3:45	18:10	5:13	12:57	11:40	5:47	5:52	4:28	6:18	-1:49	6:11	7:26	-1:14	11:04	9:25	1:38	0:15	0:15	0:00	5:47	7:35	-1:48
More FM	8:44	9:36	-0:51	7:45	8:49	-1:04	6:41	7:42	-1:00	5:48	9:10	-3:22	8:44	9:58	-1:13	12:06	10:25	1:41	9:39	9:34	0:04	9:46	10:20	-0:33
Newstalk ZB	12:24	13:19	-0:54	14:37	14:37	0:00	2:15	3:32	-1:17	2:24	3:49	-1:24	3:32	5:04	-1:32	11:32	11:33	-0:01	13:22	14:15	-0:53	7:44	7:10	0:34
Radio Hauraki	4:03	4:28	-0:25	0:22	0:15	0:07	3:07	4:22	-1:15	4:28	4:22	0:06	4:37	4:40	-0:03	4:31	5:16	-0:45	3:47	5:42	-1:55	3:13	2:18	0:55
Rhema	5:20	8:31	-3:10	3:47	7:29	-3:42	1:56	3:16	-1:19	0:52	0:38	0:13	0:52	9:41	-8:48	5:36	11:31	-5:55	6:49	7:26	-0:36	0:15	0:15	0:00
Rock	11:37	8:57	2:40	6:36	6:24	0:11	7:57	7:14	0:43	10:23	9:04	1:19	13:59	10:36	3:22	24:35	16:08	8:27	10:58	9:23	1:35	11:45	8:51	2:53
The Hits	4:30	5:19	-0:49	5:59	5:07	0:51	4:17	4:24	-0:07	3:56	5:28	-1:31	3:35	4:44	-1:09	4:15	5:19	-1:03	5:16	7:51	-2:35	2:27	3:22	-0:55
The Sound	8:53	8:40	0:12	7:00	5:00	1:59	6:55	5:40	1:14	7:18	7:04	0:13	7:13	7:29	-0:16	7:22	8:14	-0:51	12:23	12:07	0:15	11:18	11:11	0:06
Today FM/Magic Talk**	7:05	7:29	-0:23	0:38	1:00	-0:21	2:56	4:48	-1:52	1:59	4:08	-2:09	3:50	4:35	-0:45	11:08	9:42	1:26	11:51	10:29	1:22	3:28	2:57	0:30
ZM	7:53	7:26	0:27	5:49	5:44	0:05	8:56	7:00	1:56	9:22	8:31	0:50	9:00	8:29	0:31	5:40	6:43	-1:03	4:54	3:19	1:35	7:06	7:35	-0:29
MediaWorks Combo	15:15	14:05	1:10	14:21	11:25	2:55	12:08	11:11	0:56	10:48	12:45	-1:57	14:56	14:12	0:43	20:08	16:16	3:52	17:02	16:01	1:01	13:53	12:59	0:53
NZME Combo	10:00	10:15	-0:14	6:10	6:11	-0:01	7:26	7:29	-0:02	7:43	8:51	-1:08	7:16	8:07	-0:50	10:05	9:34	0:31	13:16	13:37	-0:20	6:24	7:24	-1:00
All Commercial Radio	17:48	17:33	0:15	14:37	12:58	1:38	13:55	13:53	0:01	13:59	16:41	-2:42	16:57	17:22	-0:25	21:47	18:46	3:00	20:46	20:08	0:38	15:30	15:41	-0:11
Potential (000)	151.1	149.3	1.8	35.3	35.0	0.3	49.4	49.1	0.3	43.0	42.3	0.7	63.5	62.7	0.8	41.9	41.7	0.2	38.6	38.2	0.4	24.4	22.4	2.0
Sample	820	812	8	164	160	4	222	224	-2	206	198	8	309	288	21	236	224	12	270	273	-3	137	126	11

MediaWorks Combo: Breeze, Edge, George FM, Magic, Magic Talk (until 20th March 2022), Mai FM, More FM, Rock, The Sound, Today FM (from 21st March 2022)

NZME Combo: Coast, Gold AM, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokanui

\*Listed as Magic Music in S4 2021

\*\*Today FM/Magic Talk includes Magic Talk for S4 2021 and Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period) for S1 2022



# MANAWATU COMMERCIAL RADIO - SURVEY 1 2022

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

Survey Comparisons: 4/2021 - 1/2022

This Survey Period: Sun Apr 11 to Sat Nov 6 2021 & Sun Jan 30 to Sat Apr 9 2022

Last Survey Period: Sun Jan 31 to Sat Nov 6 2021

	This	Last	+/-
Potential (000)	151.1	149.3	1.8
Sample Size	820	812	8

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

MediaWorks Combo: Breeze, Edge, George FM, Magic, Magic Talk (until 20th March 2022), Mai FM, More FM, Rock, The Sound, Today FM (from 21st March 2022)

NZME Combo: Coast, Gold AM, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui

\*Listed as Magic Music in S4 2021

\*\*Today FM/Magic Talk includes Magic Talk for S4 2021 and Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period) for S1 2022