



MANAWATU COMMERCIAL RADIO - SURVEY 2 2022

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

Survey Comparisons: 1/2022 - 2/2022

This Survey Period: Sun Jun 20 to Sat Nov 6 2021 & Sun Jan 30 to Sat Jun 18 2022

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

	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	11.4	10.8	0.6	4	6.5	5.9	0.6	7.8	7.1	0.7	5.6	5.4	0.2	12.4	13.2	-0.8	16.4	18.5	-2.1	11.4	9.7	1.7	8.1	8.5	-0.4
Coast	4.5	4.5	0.0	9	0.2	0.2	0.0	2.0	2.8	-0.8	2.4	3.3	-0.9	3.1	2.5	0.6	7.5	5.4	2.1	9.6	9.3	0.3	0.9	1.3	-0.4
Edge	5.6	6.1	-0.5	8	15.5	16.9	-1.4	10.0	12.3	-2.3	6.6	8.7	-2.1	5.4	6.5	-1.1	3.0	2.5	0.5	1.8	1.5	0.3	2.5	6.3	-3.8
George FM	0.5	0.4	0.1	16	0.6	0.5	0.1	0.9	0.8	0.1	0.9	0.8	0.1	0.8	0.6	0.2	0.3	0.2	0.1	0.2	0.2	0.0	0.8	0.3	0.5
Gold AM	0.1	0.3	-0.2	18	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0	*	0.6	*	0.1	0.7	-0.6	0.2	0.2	0.0
Kia Ora FM	0.5	0.3	0.2	16	1.8	0.4	1.4	0.3	0.4	-0.1	0.7	0.9	-0.2	0.4	0.6	-0.2	0.1	*	*	0.1	*	*	0.9	1.1	-0.2
Life FM	1.4	1.5	-0.1	13	2.8	3.1	-0.3	1.4	1.0	0.4	1.7	1.5	0.2	1.3	1.2	0.1	0.5	0.6	-0.1	1.1	1.4	-0.3	1.8	1.0	0.8
Magic	7.5	10.0	-2.5	6	5.3	5.4	-0.1	2.0	1.1	0.9	1.2	0.6	0.6	2.7	2.6	0.1	7.5	11.2	-3.7	15.4	21.7	-6.3	6.3	6.5	-0.2
Mai FM	3.4	5.3	-1.9	12	12.2	19.3	-7.1	9.1	15.3	-6.2	3.3	4.4	-1.1	3.0	4.6	-1.6	1.3	2.5	-1.2	*	*	*	5.8	6.6	-0.8
More FM	13.7	11.6	2.1	1	19.1	14.2	4.9	12.5	11.5	1.0	11.0	10.7	0.3	14.5	14.7	-0.2	14.4	14.7	-0.3	8.6	8.7	-0.1	19.8	18.7	1.1
Newstalk ZB	12.7	12.4	0.3	2	1.0	1.1	-0.1	4.7	1.6	3.1	5.2	1.9	3.3	4.4	2.1	2.3	8.1	9.7	-1.6	18.4	19.1	-0.7	9.0	6.9	2.1
Radio Hauraki	1.1	0.9	0.2	14	0.1	*	*	1.8	0.8	1.0	2.8	2.0	0.8	2.2	1.7	0.5	1.3	1.2	0.1	0.7	0.6	0.1	1.4	1.0	0.4
Rhema	0.8	0.8	0.0	15	0.6	0.7	-0.1	0.3	0.3	0.0	0.2	0.1	0.1	0.1	0.1	0.0	1.5	0.7	0.8	1.9	1.5	0.4	0.1	*	*
Rock	12.0	11.7	0.3	3	12.3	11.2	1.1	15.0	13.2	1.8	19.8	21.4	-1.6	21.4	21.0	0.4	14.4	12.5	1.9	3.1	2.9	0.2	14.4	14.1	0.3
The Hits	3.6	3.1	0.5	11	6.4	5.9	0.5	4.6	4.3	0.3	5.7	5.0	0.7	3.8	3.2	0.6	2.7	2.1	0.6	2.9	2.3	0.6	2.1	2.0	0.1
The Sound	7.7	7.8	-0.1	5	5.3	5.4	-0.1	6.3	5.5	0.8	8.5	8.2	0.3	7.5	7.9	-0.4	8.2	7.6	0.6	11.8	11.1	0.7	8.9	11.3	-2.4
Today FM/Magic Talk*	4.2	3.7	0.5	10	0.1	0.1	0.0	0.6	1.0	-0.4	1.3	1.3	0.0	2.1	2.1	0.0	8.4	6.9	1.5	9.3	7.1	2.2	3.1	2.6	0.5
ZM	7.3	7.1	0.2	7	9.0	7.9	1.1	19.6	20.0	-0.4	19.5	20.4	-0.9	12.2	12.9	-0.7	2.9	2.0	0.9	2.0	1.0	1.0	10.8	9.3	1.5
MediaWorks Combo	66.1	67.3	-1.2		76.9	78.9	-2.0	64.2	67.7	-3.5	58.4	61.6	-3.2	69.7	73.3	-3.6	73.8	76.6	-2.8	61.7	62.9	-1.2	69.8	74.9	-5.1
NZME Combo	29.3	28.3	1.0		16.5	15.1	1.4	32.8	29.6	3.2	35.7	32.7	3.0	25.8	22.6	3.2	22.6	21.2	1.4	33.6	33.0	0.6	24.4	20.6	3.8
Potential (000)	151.1	151.1	0.0		35.3	35.3	0.0	48.9	49.4	-0.5	43.0	43.0	0.0	63.5	63.5	0.0	41.9	41.9	0.0	38.6	38.6	0.0	24.5	24.4	0.1
Sample	801	820	-19		151	164	-13	222	222	0	220	206	14	316	309	7	225	236	-11	259	270	-11	139	137	2

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

*Today FM/Magic Talk includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period for S1 2022 / 13 weeks of survey period for S2 2022)



MANAWATU COMMERCIAL RADIO - SURVEY 2 2022

Station Share (%) by Daypart, People 10+

Survey Comparisons: 1/2022 - 2/2022

This Survey Period: Sun Jun 20 to Sat Nov 6 2021 & Sun Jan 30 to Sat Jun 18 2022

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

	This	Last	+/-
Potential (000)	151.1	151.1	0.0
Sample Size	801	820	-19

	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	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	
Breeze	10.6	8.4	2.2	4	10.8	8.8	2.0	11.7	12.1	-0.4	11.4	11.7	-0.3	9.8	11.6	-1.8	5.2	4.7	0.5	13.8	13.5	0.3							
Coast	3.9	3.7	0.2	10	6.8	7.4	-0.6	3.9	4.3	-0.4	3.8	2.7	1.1	0.7	1.2	-0.5	0.6	0.4	0.2	5.8	5.3	0.5							
Edge	6.7	7.6	-0.9	8	3.5	3.7	-0.2	5.8	6.9	-1.1	5.3	6.2	-0.9	5.0	4.3	0.7	1.0	0.8	0.2	7.1	7.0	0.1							
George FM	0.2	0.1	0.1	17	1.2	0.7	0.5	0.3	0.4	-0.1	0.4	0.4	0.0	0.3	0.1	0.2	0.3	*	*	0.4	0.5	-0.1							
Gold AM	0.1	0.1	0.0	18	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	*	*	*	*	*	*	*	1.0	*							
Kia Ora FM	0.8	0.2	0.6	14	0.1	0.1	0.0	0.8	0.3	0.5	0.5	0.6	-0.1	0.1	0.2	-0.1	0.4	*	*	0.4	0.5	-0.1							
Life FM	1.3	1.7	-0.4	13	1.3	1.4	-0.1	1.6	1.4	0.2	1.7	2.1	-0.4	0.2	0.4	-0.2	0.4	0.5	-0.1	1.5	1.6	-0.1							
Magic	7.2	10.2	-3.0	5	7.7	10.2	-2.5	6.1	7.8	-1.7	6.7	9.3	-2.6	6.4	7.1	-0.7	8.3	12.9	-4.6	9.5	12.2	-2.7							
Mai FM	3.3	6.0	-2.7	11	4.6	7.4	-2.8	5.1	7.1	-2.0	3.3	5.0	-1.7	0.7	0.7	0.0	1.8	5.5	-3.7	2.2	2.3	-0.1							
More FM	13.6	12.1	1.5	2	13.6	12.7	0.9	16.2	14.4	1.8	11.9	10.1	1.8	7.0	6.2	0.8	16.3	3.5	12.8	13.4	10.8	2.6							
Newstalk ZB	17.7	17.0	0.7	1	7.8	6.7	1.1	7.2	7.0	0.2	9.6	6.9	2.7	22.4	26.8	-4.4	32.1	42.6	-10.5	12.8	12.7	0.1							
Radio Hauraki	0.7	0.4	0.3	15	0.9	0.7	0.2	0.9	0.5	0.4	2.6	2.5	0.1	1.7	1.6	0.1	2.4	3.0	-0.6	0.8	0.7	0.1							
Rhema	0.6	0.9	-0.3	16	1.4	1.0	0.4	0.6	0.5	0.1	0.5	0.6	-0.1	0.6	0.2	0.4	0.3	0.1	0.2	0.8	1.1	-0.3							
Rock	11.7	11.5	0.2	3	14.7	14.0	0.7	13.9	13.7	0.2	12.6	12.9	-0.3	9.9	9.7	0.2	15.8	16.6	-0.8	8.0	7.4	0.6							
The Hits	1.5	1.5	0.0	12	3.8	3.5	0.3	4.0	3.4	0.6	4.3	4.0	0.3	6.4	4.6	1.8	2.5	*	*	4.2	3.7	0.5							
The Sound	6.8	6.2	0.6	7	8.1	8.7	-0.6	9.1	8.7	0.4	11.3	11.0	0.3	5.3	4.5	0.8	1.6	2.2	-0.6	6.9	7.9	-1.0							
Today FM/Magic Talk*	4.9	4.4	0.5	9	3.3	2.9	0.4	2.5	1.9	0.6	4.0	3.7	0.3	11.7	9.6	2.1	1.2	0.9	0.3	4.9	4.4	0.5							
ZM	7.1	7.0	0.1	6	8.3	7.9	0.4	8.7	8.2	0.5	7.8	8.3	-0.5	7.8	8.2	-0.4	7.1	4.9	2.2	5.1	5.2	-0.1							
MediaWorks Combo	65.1	66.5	-1.4		67.4	69.0	-1.6	70.7	73.0	-2.3	66.9	70.4	-3.5	56.1	53.8	2.3	51.5	47.0	4.5	66.2	66.0	0.2							
NZME Combo	31.1	29.7	1.4		27.7	26.3	1.4	24.7	23.5	1.2	28.2	24.6	3.6	39.0	42.3	-3.3	44.7	51.0	-6.3	28.7	28.6	0.1							

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)

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

Survey Comparisons: 1/2022 - 2/2022

This Survey Period: Sun Jun 20 to Sat Nov 6 2021 & Sun Jan 30 to Sat Jun 18 2022

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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	25.3	23.8	1.5	2	3.1	3.3	-0.2	8.0	8.4	-0.4	7.6	7.1	0.5	12.4	11.8	0.6	8.5	8.8	-0.3	8.4	7.4	1.0	3.9	3.5	0.4
Coast	10.1	10.1	0.0	11	0.6	0.6	0.0	2.8	3.6	-0.8	3.0	3.8	-0.8	4.4	5.0	-0.6	3.6	3.0	0.6	4.6	3.8	0.8	0.3	0.6	-0.3
Edge	18.9	18.9	0.0	6	6.7	7.0	-0.3	9.0	10.0	-1.0	6.5	7.0	-0.5	9.2	9.3	-0.1	4.2	3.8	0.4	3.0	2.5	0.5	2.9	3.5	-0.6
George FM	1.9	1.5	0.4	17	0.4	0.2	0.2	1.2	0.7	0.5	1.1	0.7	0.4	1.2	1.0	0.2	0.1	0.3	-0.2	0.3	0.4	-0.1	0.3	0.1	0.2
Gold AM	1.1	1.8	-0.7	18	*	*	*	0.4	0.4	0.0	0.4	0.4	0.0	0.5	0.5	0.0	0.2	1.0	-0.8	0.5	1.1	-0.6	0.4	0.6	-0.2
Kia Ora FM	3.3	2.9	0.4	16	1.3	0.7	0.6	0.8	0.9	-0.1	1.4	1.8	-0.4	1.5	1.9	-0.4	0.6	0.4	0.2	0.5	0.3	0.2	0.6	0.7	-0.1
Life FM	3.9	4.4	-0.5	14	1.3	1.2	0.1	1.2	1.2	0.0	1.4	1.8	-0.4	1.9	2.4	-0.5	0.7	1.0	-0.3	0.7	0.8	-0.1	0.6	0.5	0.1
Magic	12.1	13.1	-1.0	9	0.8	0.8	0.0	1.0	0.4	0.6	1.1	0.5	0.6	2.1	1.5	0.6	4.1	5.2	-1.1	7.4	8.8	-1.4	1.7	1.7	0.0
Mai FM	9.8	10.3	-0.5	12	4.1	3.7	0.4	5.3	7.0	-1.7	4.3	5.0	-0.7	5.5	6.4	-0.9	1.4	1.6	-0.2	0.2	0.1	0.1	3.6	3.7	-0.1
More FM	30.3	27.0	3.3	1	8.5	6.4	2.1	10.3	9.1	1.2	9.5	9.3	0.2	14.8	14.5	0.3	8.8	8.6	0.2	5.8	5.9	-0.1	7.0	6.2	0.8
Newstalk ZB	20.7	20.4	0.3	4	0.4	0.3	0.1	5.1	3.8	1.3	5.2	3.9	1.3	7.0	5.1	1.9	6.0	6.0	0.0	7.9	9.4	-1.5	3.2	2.9	0.3
Radio Hauraki	5.8	4.6	1.2	13	0.6	0.4	0.2	2.6	1.4	1.2	3.0	2.2	0.8	3.9	3.2	0.7	2.2	1.9	0.3	1.4	1.0	0.4	1.4	1.0	0.4
Rhema	3.7	3.1	0.6	15	0.8	0.7	0.1	0.8	0.8	0.0	0.8	0.7	0.1	0.8	0.7	0.1	1.5	0.9	0.6	2.0	1.5	0.5	0.2	0.1	0.1
Rock	22.5	20.5	2.0	3	5.9	5.9	0.0	10.3	8.9	1.4	11.4	10.4	1.0	14.7	12.9	1.8	4.7	3.6	1.1	1.9	1.7	0.2	4.0	3.9	0.1
The Hits	15.5	14.1	1.4	8	3.9	3.4	0.5	5.0	5.4	-0.4	6.9	6.4	0.5	8.3	7.7	0.6	3.6	3.4	0.2	3.1	2.9	0.2	2.9	2.6	0.3
The Sound	18.0	18.0	0.0	7	2.5	2.7	-0.2	5.0	4.2	0.8	6.2	5.6	0.6	9.9	9.4	0.5	7.4	7.3	0.1	5.7	5.9	-0.2	3.5	3.2	0.3
Today FM/Magic Talk*	10.4	10.5	-0.1	10	0.4	0.5	-0.1	1.4	1.7	-0.3	2.9	3.2	-0.3	4.5	4.8	-0.3	4.7	4.4	0.3	4.4	4.0	0.4	2.5	2.5	0.0
ZM	20.1	18.4	1.7	5	6.1	4.7	1.4	11.9	11.9	0.0	11.0	11.0	0.0	12.3	12.3	0.0	2.9	2.5	0.4	1.7	1.3	0.4	5.0	4.2	0.8
MediaWorks Combo	93.3	89.9	3.4		20.9	19.1	1.8	30.0	29.8	0.2	29.3	28.7	0.6	43.1	42.2	0.9	27.1	26.9	0.2	24.4	24.2	0.2	17.8	17.5	0.3
NZME Combo	61.5	57.7	3.8		10.1	8.5	1.6	22.1	21.3	0.8	22.7	21.3	1.4	29.2	26.8	2.4	15.8	14.8	1.0	16.5	16.4	0.1	11.1	10.5	0.6
All Commercial Radio	119.1	114.5	4.6		25.9	23.8	2.1	39.4	38.3	1.1	37.6	36.0	1.6	53.2	50.8	2.4	33.3	32.5	0.8	31.7	31.6	0.1	21.2	21.0	0.2
Potential (000)	151.1	151.1	0.0		35.3	35.3	0.0	48.9	49.4	-0.5	43.0	43.0	0.0	63.5	63.5	0.0	41.9	41.9	0.0	38.6	38.6	0.0	24.5	24.4	0.1
Sample	801	820	-19		151	164	-13	222	222	0	220	206	14	316	309	7	225	236	-11	259	270	-11	139	137	2

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	This	Last	+/-
Potential (000)	151.1	151.1	0.0
Sample Size	801	820	-19

	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	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	9.8	8.4	1.4	6	11.1	10.6	0.5	13.1	13.8	-0.7	10.1	9.1	1.0	5.0	4.7	0.3	2.2	2.0	0.2	14.6	13.6	1.0
Coast	5.5	6.3	-0.8	10	6.9	6.9	0.0	5.3	6.4	-1.1	5.0	5.6	-0.6	0.8	1.0	-0.2	0.7	0.3	0.4	4.9	5.6	-0.7
Edge	9.8	10.3	-0.5	6	4.5	4.3	0.2	8.2	8.7	-0.5	7.7	7.9	-0.2	2.9	2.7	0.2	0.8	0.6	0.2	12.2	11.8	0.4
George FM	0.8	0.7	0.1	17	0.7	0.6	0.1	1.1	1.1	0.0	0.6	0.4	0.2	0.2	0.1	0.1	0.1	*	*	0.7	0.9	-0.2
Gold AM	0.5	0.5	0.0	18	0.3	0.2	0.1	0.4	0.5	-0.1	0.4	0.4	0.0	*	*	*	*	*	*	0.1	0.7	-0.6
Kia Ora FM	1.2	0.8	0.4	16	0.5	0.6	-0.1	1.8	1.6	0.2	0.8	0.9	-0.1	0.2	0.3	-0.1	0.3	0.1	0.2	1.6	1.8	-0.2
Life FM	2.0	2.7	-0.7	13	1.7	1.7	0.0	2.4	2.4	0.0	1.7	1.9	-0.2	0.2	0.4	-0.2	0.3	0.3	0.0	2.8	2.9	-0.1
Magic	6.1	7.8	-1.7	8	5.9	7.0	-1.1	6.4	7.4	-1.0	5.2	6.2	-1.0	2.3	2.7	-0.4	1.0	1.4	-0.4	9.0	9.8	-0.8
Mai FM	5.3	7.5	-2.2	11	4.9	5.1	-0.2	5.1	5.4	-0.3	3.6	4.8	-1.2	1.4	1.1	0.3	1.0	0.8	0.2	6.1	6.6	-0.5
More FM	20.5	17.3	3.2	1	16.5	14.2	2.3	18.0	14.9	3.1	16.3	13.0	3.3	5.6	5.0	0.6	4.0	2.3	1.7	20.6	18.3	2.3
Newstalk ZB	14.3	13.5	0.8	2	8.9	9.2	-0.3	11.4	11.8	-0.4	8.6	7.2	1.4	7.2	8.8	-1.6	6.9	6.9	0.0	14.8	14.7	0.1
Radio Hauraki	1.6	0.8	0.8	14	1.9	1.8	0.1	2.5	2.2	0.3	4.0	3.4	0.6	0.7	0.6	0.1	0.7	0.7	0.0	2.1	2.0	0.1
Rhema	1.6	1.4	0.2	14	1.3	1.2	0.1	2.0	1.2	0.8	1.4	0.9	0.5	0.8	0.3	0.5	0.3	0.1	0.2	2.6	2.4	0.2
Rock	14.3	13.0	1.3	2	11.2	10.2	1.0	12.7	11.6	1.1	11.8	10.7	1.1	4.4	4.2	0.2	2.6	2.6	0.0	13.6	13.2	0.4
The Hits	4.2	4.4	-0.2	12	6.9	6.4	0.5	8.0	8.0	0.0	6.5	5.7	0.8	2.9	2.6	0.3	1.0	0.1	0.9	7.3	6.9	0.4
The Sound	9.9	9.0	0.9	5	8.1	7.9	0.2	11.3	10.3	1.0	10.1	8.4	1.7	3.7	4.5	-0.8	1.3	1.1	0.2	9.8	11.4	-1.6
Today FM/Magic Talk*	5.8	5.3	0.5	9	5.1	4.6	0.5	4.9	4.7	0.2	4.5	4.6	-0.1	1.8	2.0	-0.2	1.0	0.7	0.3	5.0	5.4	-0.4
ZM	11.4	9.7	1.7	4	10.1	7.8	2.3	9.8	9.1	0.7	9.5	8.9	0.6	3.4	3.6	-0.2	1.3	1.2	0.1	11.7	10.6	1.1
MediaWorks Combo	66.4	63.9	2.5		56.4	53.0	3.4	62.2	60.7	1.5	56.1	52.8	3.3	23.0	23.1	-0.1	13.4	10.9	2.5	73.2	70.3	2.9
NZME Combo	35.1	33.0	2.1		32.2	29.1	3.1	34.2	34.6	-0.4	32.0	30.0	2.0	14.9	16.4	-1.5	10.2	9.0	1.2	38.6	37.1	1.5
All Commercial Radio	92.8	89.5	3.3		80.3	75.4	4.9	88.3	84.5	3.8	80.7	75.1	5.6	36.6	37.4	-0.8	23.1	20.1	3.0	100.3	95.2	5.1

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

*Today FM/Magic Talk includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period for S1 2022 / 13 weeks of survey period for S2 2022)



MANAWATU COMMERCIAL RADIO - SURVEY 2 2022

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

Survey Comparisons: 1/2022 - 2/2022

This Survey Period: Sun Jun 20 to Sat Nov 6 2021 & Sun Jan 30 to Sat Jun 18 2022

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

	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	9:16	9:15	0:00	7:51	6:15	1:36	5:12	4:27	0:44	3:38	3:48	-0:10	8:28	9:38	-1:09	13:22	14:52	-1:30	8:31	8:36	-0:04	6:21	7:49	-1:28
Coast	9:15	9:02	0:12	1:00	1:06	-0:06	3:43	4:09	-0:26	3:56	4:16	-0:20	6:08	4:21	1:47	14:22	12:40	1:42	13:02	16:09	-3:06	8:13	7:03	1:09
Edge	6:07	6:35	-0:28	8:41	8:24	0:17	5:58	6:33	-0:35	4:58	6:17	-1:19	4:58	5:59	-1:00	4:57	4:42	0:14	3:53	3:51	0:02	2:40	5:49	-3:08
George FM	5:12	5:27	-0:15	8:41	10:23	-5:02	4:02	5:32	-1:29	4:23	6:06	-1:43	5:37	5:26	0:11	15:00	3:58	11:01	3:15	3:15	0:00	7:00	15:00	-7:59
Gold AM	1:00	3:03	-2:03	*	*	*	1:31	1:28	0:02	1:31	1:28	0:02	1:20	1:18	0:01	1:00	4:45	-3:45	0:48	4:05	-3:16	1:31	1:00	0:30
Kia Ora FM	3:08	2:14	0:53	5:13	2:13	3:00	1:53	2:14	-0:21	2:27	2:37	-0:10	2:20	2:31	-0:10	0:39	0:41	-0:02	0:40	0:45	-0:04	4:50	5:04	-0:13
Life FM	7:16	6:59	0:16	8:18	8:47	-0:29	6:11	4:23	1:47	6:05	4:12	1:52	5:50	4:22	1:28	5:05	4:11	0:53	9:54	12:07	-2:12	9:16	6:56	2:20
Magic	12:47	15:27	-2:40	26:25	24:02	2:23	10:33	14:22	-3:48	5:33	6:54	-1:21	11:08	15:18	-4:09	12:42	15:19	-2:37	13:10	16:06	-2:56	11:10	12:42	-1:31
Mai FM	7:14	10:26	-3:11	11:10	18:10	-7:00	9:10	11:40	-2:29	3:48	4:28	-0:40	4:37	6:11	-1:34	6:21	11:04	-4:42	0:15	0:15	0:00	4:58	5:47	-0:48
More FM	9:17	8:44	0:33	8:25	7:45	0:40	6:26	6:41	-0:15	5:42	5:48	-0:05	8:21	8:44	-0:22	11:17	12:06	-0:49	9:18	9:39	-0:21	8:33	9:46	-1:13
Newstalk ZB	12:39	12:24	0:14	9:50	14:37	-4:46	4:53	2:15	2:38	4:56	2:24	2:32	5:20	3:32	1:48	9:23	11:32	-2:08	14:34	13:22	1:12	8:33	7:44	0:49
Radio Hauraki	3:59	4:03	-0:04	0:20	0:22	-0:01	3:42	3:07	0:35	4:37	4:28	0:08	4:45	4:37	0:08	4:09	4:31	-0:21	3:20	3:47	-0:26	3:03	3:13	-0:10
Rhema	4:17	5:20	-1:02	3:09	3:47	-0:37	2:08	1:56	0:11	1:13	0:52	0:20	1:13	0:52	0:20	7:00	5:36	1:24	5:52	6:49	-0:57	1:46	0:15	1:31
Rock	11:00	11:37	-0:36	7:43	6:36	1:07	7:44	7:57	-0:12	8:34	10:23	-1:48	12:24	13:59	-1:34	21:26	24:35	-3:08	10:25	10:58	-0:33	11:02	11:45	-0:43
The Hits	4:48	4:30	0:17	6:08	5:59	0:09	4:55	4:17	0:37	4:06	3:56	0:09	3:51	3:35	0:15	5:13	4:15	0:58	5:49	5:16	0:33	2:13	2:27	-0:13
The Sound	8:47	8:53	-0:05	7:53	7:00	0:53	6:44	6:55	-0:11	6:44	7:18	-0:33	6:29	7:13	-0:43	7:39	7:22	0:17	13:11	12:23	0:48	7:49	11:18	-3:29
Today FM/Magic Talk*	8:16	7:05	1:10	0:35	0:38	-0:02	2:29	2:56	-0:27	2:12	1:59	0:13	3:53	3:50	0:03	12:18	11:08	1:09	13:12	11:51	1:21	3:47	3:28	0:18
ZM	7:27	7:53	-0:26	5:28	5:49	-0:20	8:50	8:56	-0:06	8:43	9:22	-0:38	8:26	9:00	-0:34	7:07	5:40	1:27	7:29	4:54	2:34	6:34	7:06	-0:32
MediaWorks Combo	14:34	15:15	-0:41	13:44	14:21	-0:36	11:24	12:08	-0:44	9:50	10:48	-0:57	13:45	14:56	-1:10	18:56	20:08	-1:12	15:56	17:02	-1:05	11:56	13:53	-1:57
NZME Combo	9:48	10:00	-0:11	6:05	6:10	-0:04	7:55	7:26	0:28	7:45	7:43	0:02	7:32	7:16	0:16	9:56	10:05	-0:09	12:51	13:16	-0:24	6:40	6:24	0:16
All Commercial Radio	17:17	17:48	-0:31	14:26	14:37	-0:10	13:32	13:55	-0:22	13:08	13:59	-0:50	16:00	16:57	-0:57	20:52	21:47	-0:55	19:55	20:46	-0:51	14:19	15:30	-1:10
Potential (000)	151.1	151.1	0.0	35.3	35.3	0.0	48.9	49.4	-0.5	43.0	43.0	0.0	63.5	63.5	0.0	41.9	41.9	0.0	38.6	38.6	0.0	24.5	24.4	0.1
Sample	801	820	-19	151	164	-13	222	222	0	220	206	14	316	309	7	225	236	-11	259	270	-11	139	137	2

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

*Today FM/Magic Talk includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period for S1 2022 / 13 weeks of survey period for S2 2022)



MANAWATU COMMERCIAL RADIO - SURVEY 2 2022

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

Survey Comparisons: 1/2022 - 2/2022

This Survey Period: Sun Jun 20 to Sat Nov 6 2021 & Sun Jan 30 to Sat Jun 18 2022

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

	This	Last	+/-
Potential (000)	151.1	151.1	0.0
Sample Size	801	820	-19

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

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

*Today FM/Magic Talk includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period for S1 2022 / 13 weeks of survey period for S2 2022)