



MANAWATU COMMERCIAL RADIO - SURVEY 4 2022

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

Survey Comparisons: 3/2022 - 4/2022

This Survey Period: Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022

Last Survey Period: Sun Aug 29 to Sat Nov 6 2021 & Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Sep 3 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	13.7	12.3	1.4	1	5.9	7.0	-1.1	14.7	9.7	5.0	13.4	7.1	6.3	18.4	14.7	3.7	20.3	20.1	0.2	12.4	12.4	0.0	7.5	8.0	-0.5
Coast	3.3	4.3	-1.0	12	0.1	0.2	-0.1	0.2	1.1	-0.9	0.3	1.1	-0.8	1.4	2.3	-0.9	6.5	6.6	-0.1	9.0	9.9	-0.9	0.9	0.3	0.6
Edge	4.7	5.4	-0.7	8	7.0	11.1	-4.1	7.6	11.1	-3.5	8.5	9.1	-0.6	6.9	6.8	0.1	3.0	2.7	0.3	0.9	1.1	-0.2	5.6	3.2	2.4
George FM	0.6	0.4	0.2	15	0.8	0.6	0.2	1.6	1.2	0.4	1.6	1.0	0.6	0.9	0.6	0.3	*	*	*	*	0.2	*	0.4	0.1	0.3
Gold Sport**	0.1	0.1	0.0	19	*	*	*	*	0.1	*	*	0.1	*	*	0.1	*	0.3	0.2	0.1	0.4	0.2	0.2	0.6	0.5	0.1
Kia Ora FM	0.6	0.7	-0.1	15	2.7	2.5	0.2	0.3	0.4	-0.1	0.3	0.6	-0.3	0.2	0.3	-0.1	0.1	0.1	0.0	0.1	0.1	0.0	0.4	0.7	-0.3
Life FM	1.4	1.1	0.3	13	3.9	1.3	2.6	2.4	1.9	0.5	2.3	1.9	0.4	1.4	1.3	0.1	0.3	0.4	-0.1	0.3	1.0	-0.7	2.7	2.2	0.5
Magic	5.5	7.2	-1.7	7	2.1	4.7	-2.6	2.2	1.9	0.3	1.8	1.3	0.5	3.4	3.1	0.3	4.6	7.6	-3.0	9.4	13.2	-3.8	7.7	8.0	-0.3
Mai FM	4.0	3.2	0.8	10	12.7	12.0	0.7	8.0	7.2	0.8	4.3	1.9	2.4	3.3	2.1	1.2	1.2	1.2	0.0	0.1	*	*	6.5	5.9	0.6
More FM	12.8	12.9	-0.1	3	21.5	21.5	0.0	10.8	12.9	-2.1	9.1	9.2	-0.1	12.8	11.8	1.0	12.6	11.4	1.2	7.2	9.2	-2.0	18.1	19.4	-1.3
Newstalk ZB	13.4	12.7	0.7	2	*	1.1	*	5.4	5.5	-0.1	6.5	6.4	0.1	4.4	4.6	-0.2	8.8	7.7	1.1	26.5	20.1	6.4	6.4	7.6	-1.2
Radio Hauraki	0.5	0.8	-0.3	17	0.2	*	*	1.4	1.6	-0.2	1.7	2.5	-0.8	1.0	1.5	-0.5	0.2	0.5	-0.3	0.2	0.5	-0.3	0.8	1.0	-0.2
Rhema	1.4	0.9	0.5	13	1.9	1.3	0.6	1.6	1.2	0.4	0.7	0.4	0.3	0.4	0.2	0.2	1.5	0.9	0.6	2.8	1.8	1.0	0.1	0.1	0.0
Rock	12.7	13.5	-0.8	4	14.4	11.9	2.5	14.7	14.9	-0.2	14.5	20.7	-6.2	19.9	24.4	-4.5	17.7	17.8	-0.1	3.1	2.5	0.6	15.1	16.9	-1.8
SENZ Sport	0.2	0.3	-0.1	18	*	*	*	*	*	*	*	0.4	*	0.1	0.4	-0.3	0.5	0.3	0.2	0.6	0.4	0.2	*	0.7	*
The Hits	4.7	3.4	1.3	8	7.5	7.0	0.5	8.4	4.7	3.7	10.1	5.6	4.5	6.4	3.8	2.6	1.6	1.8	-0.2	1.2	1.4	-0.2	5.4	3.4	2.0
The Sound	8.3	8.1	0.2	5	9.2	6.7	2.5	6.1	5.2	0.9	7.7	7.9	-0.2	6.4	6.2	0.2	8.3	8.1	0.2	13.4	13.8	-0.4	7.9	7.6	0.3
Today FM*	3.9	3.8	0.1	11	*	0.1	*	0.5	0.9	-0.4	1.3	1.6	-0.3	1.6	2.2	-0.6	7.3	8.7	-1.4	8.8	9.4	-0.6	1.9	2.5	-0.6
ZM	6.6	7.2	-0.6	6	8.8	10.2	-1.4	13.6	17.6	-4.0	14.4	18.4	-4.0	9.4	11.2	-1.8	3.6	2.4	1.2	2.5	1.7	0.8	10.6	10.5	0.1
MediaWorks Combo	66.2	66.8	-0.6		73.8	75.5	-1.7	66.2	65.0	1.2	62.2	59.7	2.5	73.5	72.0	1.5	75.0	77.6	-2.6	55.4	61.8	-6.4	70.7	71.6	-0.9
NZME Combo	28.7	28.4	0.3		16.6	18.5	-1.9	29.0	30.6	-1.6	33.0	34.2	-1.2	22.6	23.4	-0.8	21.0	19.2	1.8	39.8	33.8	6.0	24.6	23.3	1.3
Potential (000)	151.1	151.1	0.0		35.3	35.3	0.0	48.9	48.3	0.6	43.0	43.0	0.0	63.5	63.5	0.0	41.9	41.9	0.0	38.6	38.6	0.0	26.8	26.1	0.7
Sample	804	807	-3		134	146	-12	216	223	-7	216	225	-9	299	309	-10	212	211	1	260	255	5	139	141	-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) or internet only listening to Humm FM (from S4 2022)

NZME Combo: Coast, Gold AM (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui

*Today FM includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022

**Gold AM renamed to Gold Sport from Mon Jun 27 2022



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Station Share (%) by Daypart, People 10+

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Last Survey Period: Sun Aug 29 to Sat Nov 6 2021 & Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Sep 3 2022

	This	Last	+/-
Potential (000)	151.1	151.1	0.0
Sample Size	804	807	-3

	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	+/-
Breeze	10.9	11.0	-0.1	4	12.1	11.1	1.0	15.8	12.8	3.0	16.0	13.5	2.5	11.1	9.0	2.1	3.6	4.4	-0.8	16.5	15.4	1.1
Coast	2.7	3.6	-0.9	11	4.5	6.4	-1.9	3.2	3.5	-0.3	2.5	3.0	-0.5	1.7	1.7	0.0	0.4	0.5	-0.1	4.4	5.7	-1.3
Edge	5.4	5.7	-0.3	8	4.0	3.7	0.3	5.4	5.9	-0.5	3.5	4.4	-0.9	2.4	4.9	-2.5	1.8	2.3	-0.5	5.6	6.9	-1.3
George FM	0.5	0.3	0.2	15	1.0	0.8	0.2	0.3	0.3	0.0	0.4	0.4	0.0	0.2	0.3	-0.1	0.8	0.7	0.1	0.6	0.4	0.2
Gold Sport**	0.3	0.3	0.0	18	*	*	*	0.1	0.1	0.0	0.4	0.3	0.1	*	*	*	*	*	*	*	*	*
Kia Ora FM	1.0	1.0	0.0	13	0.1	0.1	0.0	0.9	0.9	0.0	0.4	0.4	0.0	0.1	0.1	0.0	0.3	0.3	0.0	0.8	0.9	-0.1
Life FM	1.0	0.7	0.3	13	1.6	1.2	0.4	1.7	1.7	0.0	1.0	1.2	-0.2	2.0	0.2	1.8	0.5	0.7	-0.2	1.6	1.0	0.6
Magic	4.1	6.1	-2.0	9	5.5	7.0	-1.5	4.2	6.2	-2.0	6.8	7.4	-0.6	5.6	5.7	-0.1	2.1	8.8	-6.7	7.9	9.1	-1.2
Mai FM	3.5	3.2	0.3	10	5.1	4.8	0.3	4.6	4.2	0.4	4.2	3.1	1.1	2.6	1.7	0.9	3.3	1.0	2.3	3.2	2.0	1.2
More FM	15.6	13.8	1.8	2	11.7	12.8	-1.1	11.9	14.1	-2.2	11.2	12.0	-0.8	12.0	11.0	1.0	9.6	9.8	-0.2	13.5	12.4	1.1
Newstalk ZB	18.6	18.6	0.0	1	10.3	8.3	2.0	7.4	6.9	0.5	12.7	11.0	1.7	23.0	22.0	1.0	22.5	27.5	-5.0	13.5	12.5	1.0
Radio Hauraki	0.4	0.7	-0.3	17	0.5	0.7	-0.2	0.8	0.7	0.1	1.1	1.6	-0.5	*	0.4	*	*	*	*	0.4	0.7	-0.3
Rhema	0.5	0.2	0.3	15	1.3	0.9	0.4	1.7	0.8	0.9	1.2	0.9	0.3	2.2	2.4	-0.2	5.7	4.4	1.3	1.0	0.7	0.3
Rock	12.4	13.2	-0.8	3	16.5	16.6	-0.1	14.2	15.8	-1.6	13.2	14.7	-1.5	7.0	9.5	-2.5	24.4	18.6	5.8	8.2	8.7	-0.5
SENZ Sport	0.3	0.3	0.0	18	0.1	0.2	-0.1	0.1	0.2	-0.1	0.2	0.2	0.0	0.2	0.2	0.0	*	*	*	0.4	0.4	0.0
The Hits	2.5	1.5	1.0	12	4.5	2.9	1.6	6.0	4.1	1.9	5.2	3.6	1.6	5.3	6.2	-0.9	2.4	2.7	-0.3	5.3	4.0	1.3
The Sound	6.5	5.8	0.7	5	10.0	9.4	0.6	12.6	11.1	1.5	10.3	10.7	-0.4	3.4	5.2	-1.8	3.4	2.3	1.1	5.7	6.8	-1.1
Today FM*	6.0	6.3	-0.3	7	1.6	2.1	-0.5	1.3	1.4	-0.1	1.9	2.4	-0.5	11.1	7.7	3.4	6.1	6.5	-0.4	5.0	4.7	0.3
ZM	6.2	6.8	-0.6	6	8.2	8.8	-0.6	7.1	7.9	-0.8	6.4	7.6	-1.2	7.5	8.5	-1.0	11.8	6.9	4.9	4.4	5.3	-0.9
MediaWorks Combo	65.0	65.4	-0.4		67.4	68.2	-0.8	70.3	71.9	-1.6	67.4	68.4	-1.0	55.5	54.9	0.6	55.0	54.3	0.7	66.3	66.5	-0.2
NZME Combo	30.8	31.4	-0.6		28.1	27.2	0.9	24.5	23.3	1.2	28.3	27.1	1.2	37.6	38.8	-1.2	37.0	37.7	-0.7	28.1	28.3	-0.2

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) or internet only listening to Humm FM (from S4 2022)

NZME Combo: Coast, Gold AM (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui

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**Gold AM renamed to Gold Sport from Mon Jun 27 2022



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

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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	26.7	25.6	1.1	2	3.1	3.6	-0.5	8.4	7.8	0.6	7.7	6.5	1.2	14.2	12.3	1.9	11.1	10.3	0.8	8.0	8.5	-0.5	4.5	4.6	-0.1
Coast	7.3	9.0	-1.7	12	0.5	0.8	-0.3	0.2	1.6	-1.4	0.3	1.2	-0.9	1.8	2.6	-0.8	4.2	3.7	0.5	4.2	4.6	-0.4	0.5	0.2	0.3
Edge	18.1	20.2	-2.1	7	6.6	7.5	-0.9	8.6	9.6	-1.0	6.7	7.5	-0.8	9.8	10.2	-0.4	3.7	3.8	-0.1	1.7	2.6	-0.9	3.6	3.6	0.0
George FM	2.8	2.4	0.4	17	1.5	1.1	0.4	2.3	1.6	0.7	1.2	0.8	0.4	1.2	0.8	0.4	0.1	0.1	0.0	0.1	0.5	-0.4	0.5	0.2	0.3
Gold Sport**	1.2	1.3	-0.1	19	*	*	*	0.1	0.4	-0.3	0.1	0.4	-0.3	0.2	0.6	-0.4	0.4	0.4	0.0	0.8	0.6	0.2	0.3	0.5	-0.2
Kia Ora FM	4.5	4.5	0.0	14	2.4	2.2	0.2	1.6	1.5	0.1	1.0	1.4	-0.4	1.5	1.7	-0.2	0.9	0.8	0.1	0.5	0.6	-0.1	0.5	0.5	0.0
Life FM	4.3	4.1	0.2	15	1.1	0.8	0.3	2.6	2.3	0.3	2.4	2.3	0.1	2.8	2.7	0.1	0.5	0.7	-0.2	0.3	0.6	-0.3	1.1	0.7	0.4
Magic	10.2	10.9	-0.7	9	0.6	0.7	-0.1	2.0	1.3	0.7	2.2	1.4	0.8	3.0	2.3	0.7	1.7	3.3	-1.6	4.6	6.2	-1.6	1.6	2.0	-0.4
Mai FM	10.0	8.8	1.2	10	5.3	4.4	0.9	5.1	4.7	0.4	3.4	3.2	0.2	4.5	4.3	0.2	1.3	1.1	0.2	0.1	*	*	3.5	3.7	-0.2
More FM	31.7	30.9	0.8	1	10.5	10.2	0.3	12.7	11.8	0.9	9.9	9.7	0.2	16.6	14.9	1.7	8.9	7.9	1.0	3.7	5.2	-1.5	7.3	7.9	-0.6
Newstalk ZB	21.7	21.2	0.5	4	0.2	0.4	-0.2	5.0	4.4	0.6	6.1	5.1	1.0	7.8	6.8	1.0	5.4	6.1	-0.7	9.5	9.3	0.2	2.4	2.8	-0.4
Radio Hauraki	3.7	4.7	-1.0	16	0.6	0.6	0.0	2.3	2.5	-0.2	1.9	2.9	-1.0	2.0	3.1	-1.1	1.1	1.2	-0.1	1.1	1.1	0.0	1.2	1.1	0.1
Rhema	6.3	4.9	1.4	13	2.4	1.1	1.3	2.2	2.2	0.0	1.2	1.5	-0.3	1.5	1.5	0.0	1.6	1.2	0.4	2.2	2.0	0.2	0.2	*	*
Rock	22.4	23.4	-1.0	3	5.2	5.2	0.0	11.7	11.3	0.4	10.6	12.4	-1.8	14.9	16.6	-1.7	5.6	5.5	0.1	2.2	1.6	0.6	4.7	4.7	0.0
SENZ Sport	2.7	1.7	1.0	18	0.5	0.1	0.4	*	*	*	*	0.1	*	0.5	0.5	0.0	1.9	1.2	0.7	1.5	0.9	0.6	*	0.1	*
The Hits	14.7	16.4	-1.7	8	3.9	4.5	-0.6	4.3	5.6	-1.3	5.9	7.3	-1.4	7.9	9.1	-1.2	4.0	4.1	-0.1	2.8	2.7	0.1	4.3	4.1	0.2
The Sound	19.8	18.9	0.9	5	3.1	2.9	0.2	4.8	5.0	-0.2	5.9	6.0	-0.1	9.5	9.7	-0.2	7.4	7.9	-0.5	7.2	6.3	0.9	3.7	3.4	0.3
Today FM*	8.7	10.1	-1.4	11	0.7	0.5	0.2	0.5	1.8	-1.3	1.6	3.2	-1.6	2.7	4.8	-2.1	4.6	4.9	-0.3	4.4	4.6	-0.2	2.5	2.6	-0.1
ZM	19.8	21.8	-2.0	5	6.2	7.3	-1.1	10.8	12.3	-1.5	10.6	12.1	-1.5	12.2	13.2	-1.0	2.9	2.3	0.6	1.4	1.3	0.1	4.8	5.0	-0.2
MediaWorks Combo	88.0	91.4	-3.4		20.7	20.9	-0.2	28.8	30.3	-1.5	26.4	29.0	-2.6	41.5	43.9	-2.4	26.4	27.2	-0.8	21.5	23.2	-1.7	18.5	19.4	-0.9
NZME Combo	58.2	62.8	-4.6		10.6	12.1	-1.5	18.1	20.8	-2.7	19.7	22.0	-2.3	25.5	28.0	-2.5	14.8	15.2	-0.4	16.9	17.1	-0.2	10.9	11.3	-0.4
All Commercial Radio	117.9	119.8	-1.9		25.3	26.4	-1.1	38.2	39.9	-1.7	35.9	37.8	-1.9	53.4	53.9	-0.5	34.5	33.4	1.1	31.4	31.7	-0.3	22.8	22.4	0.4
Potential (000)	151.1	151.1	0.0		35.3	35.3	0.0	48.9	48.3	0.6	43.0	43.0	0.0	63.5	63.5	0.0	41.9	41.9	0.0	38.6	38.6	0.0	26.8	26.1	0.7
Sample	804	807	-3		134	146	-12	216	223	-7	216	225	-9	299	309	-10	212	211	1	260	255	5	139	141	-2

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	This	Last	+/-
Potential (000)	151.1	151.1	0.0
Sample Size	804	807	-3

	Breakfast Mon-Fri 6am-9am				Morning Mon-Fri 9am-12md			Afternoon Mon-Fri 12md-4pm			Drive Mon-Fri 4pm-7pm			Night Mon-Fri 7pm-12mn			Mid Dawn Mon-Fri 12mn-6am			Weekend Sat-Sun 12mn-12mn		
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	11.3	11.1	0.2	4	10.0	11.1	-1.1	13.3	13.8	-0.5	14.2	12.4	1.8	5.7	4.6	1.1	1.4	1.6	-0.2	17.4	15.6	1.8
Coast	2.9	4.3	-1.4	12	3.8	5.4	-1.6	4.4	5.3	-0.9	2.8	4.3	-1.5	0.4	1.0	-0.6	0.4	0.6	-0.2	4.8	5.4	-0.6
Edge	9.2	9.3	-0.1	6	6.5	6.2	0.3	9.2	8.7	0.5	6.7	7.8	-1.1	2.9	4.3	-1.4	1.2	1.3	-0.1	10.8	12.8	-2.0
George FM	1.0	1.0	0.0	18	1.3	1.3	0.0	0.4	0.8	-0.4	0.9	0.7	0.2	0.2	0.3	-0.1	0.3	0.3	0.0	0.7	0.9	-0.2
Gold Sport**	0.5	0.6	-0.1	19	0.2	0.2	0.0	0.4	0.4	0.0	0.3	0.5	-0.2	*	*	*	*	*	*	0.2	0.1	0.1
Kia Ora FM	1.1	1.2	-0.1	17	0.5	0.3	0.2	1.7	2.1	-0.4	0.7	0.7	0.0	0.2	0.2	0.0	0.2	0.3	-0.1	2.1	2.4	-0.3
Life FM	1.6	1.6	0.0	14	2.2	1.3	0.9	2.9	2.7	0.2	1.4	1.4	0.0	0.9	0.3	0.6	0.2	0.4	-0.2	2.3	2.2	0.1
Magic	4.9	5.6	-0.7	10	5.5	5.7	-0.2	5.1	6.5	-1.4	5.4	5.8	-0.4	2.4	2.2	0.2	0.9	1.1	-0.2	7.6	8.4	-0.8
Mai FM	5.5	5.1	0.4	8	5.5	5.2	0.3	5.0	4.7	0.3	3.5	3.0	0.5	2.1	1.4	0.7	1.2	0.7	0.5	6.2	5.2	1.0
More FM	21.9	20.1	1.8	1	16.2	15.4	0.8	16.8	17.0	-0.2	15.8	16.2	-0.4	6.0	4.8	1.2	2.7	2.7	0.0	21.0	20.4	0.6
Newstalk ZB	16.2	16.7	-0.5	2	11.1	11.2	-0.1	11.7	11.9	-0.2	10.9	10.2	0.7	6.6	7.3	-0.7	5.4	6.4	-1.0	15.7	15.6	0.1
Radio Hauraki	1.4	1.5	-0.1	16	0.8	1.4	-0.6	1.6	2.5	-0.9	2.8	3.3	-0.5	0.1	0.1	0.0	0.1	0.1	0.0	0.8	2.3	-1.5
Rhema	1.6	0.9	0.7	14	1.3	1.0	0.3	4.0	2.5	1.5	2.0	1.8	0.2	1.5	1.3	0.2	2.1	1.6	0.5	3.4	3.1	0.3
Rock	13.8	15.8	-2.0	3	12.9	13.0	-0.1	11.7	13.9	-2.2	11.6	13.4	-1.8	4.1	4.7	-0.6	3.6	2.9	0.7	10.8	12.8	-2.0
SENZ Sport	1.9	1.2	0.7	13	0.4	0.5	-0.1	0.5	0.5	0.0	0.4	0.5	-0.1	0.2	0.2	0.0	*	*	*	1.0	0.8	0.2
The Hits	3.8	3.6	0.2	11	4.9	4.7	0.2	7.0	7.8	-0.8	6.3	6.1	0.2	3.2	3.5	-0.3	0.9	1.0	-0.1	8.9	8.0	0.9
The Sound	8.8	8.8	0.0	7	9.0	8.5	0.5	14.4	13.0	1.4	10.4	9.9	0.5	2.8	3.4	-0.6	2.8	1.7	1.1	8.7	9.7	-1.0
Today FM*	5.3	6.2	-0.9	9	3.1	4.1	-1.0	2.9	3.9	-1.0	2.8	3.6	-0.8	2.1	0.9	1.2	1.1	1.2	-0.1	4.5	5.2	-0.7
ZM	11.3	12.4	-1.1	4	11.0	12.9	-1.9	9.9	10.9	-1.0	9.3	10.7	-1.4	4.2	4.3	-0.1	1.5	1.4	0.1	9.9	11.8	-1.9
MediaWorks Combo	62.8	66.6	-3.8		53.7	58.1	-4.4	57.2	62.0	-4.8	52.8	56.6	-3.8	22.0	23.3	-1.3	13.0	12.5	0.5	67.9	72.2	-4.3
NZME Combo	34.5	37.6	-3.1		31.5	34.9	-3.4	33.1	36.5	-3.4	30.0	33.1	-3.1	14.4	16.1	-1.7	8.1	9.0	-0.9	38.2	40.5	-2.3
All Commercial Radio	90.1	93.5	-3.4		78.4	83.1	-4.7	85.3	91.2	-5.9	78.0	81.4	-3.4	35.4	36.9	-1.5	21.5	22.1	-0.6	98.0	100.3	-2.3

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) or internet only listening to Humm FM (from S4 2022)

NZME Combo: Coast, Gold AM (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui

*Today FM includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022

**Gold AM renamed to Gold Sport from Mon Jun 27 2022



MANAWATU COMMERCIAL RADIO - SURVEY 4 2022

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

Survey Comparisons: 3/2022 - 4/2022

This Survey Period: Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022

Last Survey Period: Sun Aug 29 to Sat Nov 6 2021 & Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Sep 3 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	10:44	10:16	0:28	7:40	8:08	-0:28	10:51	7:07	3:44	9:16	5:32	3:43	12:13	10:40	1:32	12:59	13:57	-0:57	8:44	9:23	-0:38	5:33	5:25	0:07
Coast	9:31	10:08	-0:37	0:57	1:00	-0:02	6:04	3:50	2:14	4:29	4:44	-0:15	7:13	7:54	-0:41	10:59	12:34	-1:34	12:03	13:45	-1:42	6:00	3:25	2:35
Edge	5:26	5:39	-0:13	4:20	6:12	-1:52	5:29	6:34	-1:05	6:51	6:08	0:42	6:35	5:58	0:37	5:47	5:04	0:42	2:58	2:46	0:12	5:06	2:48	2:17
George FM	4:17	3:56	0:21	2:12	2:21	-0:09	4:28	4:04	0:24	7:05	6:54	0:11	7:05	6:54	0:11	0:15	0:15	0:00	0:15	2:56	-2:41	2:27	1:15	1:12
Gold Sport**	2:15	1:45	0:29	*	*	*	0:30	1:32	-1:02	0:30	1:32	-1:02	0:39	1:21	-0:41	5:15	3:16	1:59	3:02	2:19	0:42	7:39	3:09	4:29
Kia Ora FM	2:56	3:06	-0:09	4:31	4:41	-0:09	1:02	1:32	-0:30	1:30	2:09	-0:39	1:09	1:50	-0:40	0:32	0:33	-0:00	0:57	0:58	-0:00	2:25	4:33	-2:08
Life FM	7:02	5:39	1:23	14:06	7:04	7:02	5:41	4:36	1:05	5:05	4:18	0:47	4:39	4:14	0:25	4:04	4:04	0:00	4:32	10:49	-6:16	8:23	9:12	-0:49
Magic	11:21	14:09	-2:48	14:11	29:16	-15:05	6:51	8:19	-1:27	4:29	4:51	-0:21	10:28	12:07	-1:39	19:14	16:22	2:51	11:33	13:40	-2:06	16:07	12:15	3:51
Mai FM	8:20	7:50	0:29	9:41	11:16	-1:35	9:49	8:44	1:04	6:46	2:59	3:46	6:48	4:17	2:31	6:50	8:07	-1:17	5:30	*	*	6:14	4:55	1:18
More FM	8:26	8:52	-0:25	8:14	8:49	-0:35	5:18	6:13	-0:54	4:55	4:47	0:07	7:15	7:08	0:07	9:59	10:17	-0:18	11:14	11:33	-0:19	8:10	7:37	0:32
Newstalk ZB	12:54	12:46	0:08	0:38	10:10	-9:31	6:51	7:05	-0:14	5:43	6:22	-0:38	5:22	6:07	-0:44	11:31	9:03	2:27	15:49	14:01	1:48	8:37	8:24	0:13
Radio Hauraki	3:02	3:31	-0:28	0:57	0:19	0:37	3:48	3:38	0:10	4:52	4:24	0:27	4:43	4:20	0:23	1:17	2:59	-1:41	1:05	2:53	-1:48	2:10	2:48	-0:37
Rhema	4:30	4:06	0:23	3:15	5:01	-1:46	4:36	3:03	1:32	3:06	1:23	1:42	2:36	1:23	1:12	6:39	5:44	0:54	7:10	5:43	1:26	2:07	4:15	-2:07
Rock	11:53	12:16	-0:22	11:06	9:35	1:30	7:54	7:29	0:24	7:19	8:32	-1:12	12:36	13:11	-0:34	22:27	23:16	-0:49	7:52	10:12	-2:20	10:40	11:04	-0:24
SENZ Sport	1:46	3:22	-1:36	0:18	0:30	-0:11	*	*	*	*	35:15	*	2:00	5:52	-3:52	1:52	1:57	-0:05	2:15	2:34	-0:18	*	35:15	*
The Hits	6:38	4:23	2:15	7:50	6:33	1:16	12:12	4:47	7:25	9:09	3:56	5:12	7:35	3:40	3:54	2:46	3:11	-0:24	2:28	3:19	-0:50	4:11	2:35	1:35
The Sound	8:46	9:08	-0:21	12:07	9:43	2:24	7:56	5:59	1:57	6:57	6:44	0:12	6:18	5:43	0:35	7:57	7:17	0:40	10:36	14:08	-3:32	7:00	6:58	0:02
Today FM*	9:13	8:05	1:08	0:15	0:37	-0:22	6:18	2:50	3:27	4:24	2:29	1:54	5:28	4:09	1:18	11:23	12:38	-1:14	11:31	13:10	-1:39	2:30	2:53	-0:23
ZM	6:58	7:03	-0:05	5:42	5:49	-0:07	7:48	8:08	-0:19	7:16	7:46	-0:29	7:15	7:34	-0:18	8:48	7:27	1:20	9:54	8:40	1:14	7:18	6:27	0:50
MediaWorks Combo	15:44	15:35	0:08	14:24	15:04	-0:39	14:23	12:13	2:10	12:37	10:29	2:07	16:41	14:41	1:59	20:08	20:22	-0:13	14:37	17:13	-2:35	12:41	11:25	1:15
NZME Combo	10:19	9:39	0:39	6:19	6:24	-0:05	10:02	8:21	1:41	8:58	7:53	1:04	8:21	7:30	0:51	10:02	9:00	1:01	13:24	12:47	0:36	7:32	6:25	1:07
All Commercial Radio	17:44	17:48	-0:04	15:59	15:49	0:09	16:21	14:16	2:05	14:56	13:29	1:27	17:38	16:37	1:01	20:30	21:22	-0:52	18:09	20:24	-2:15	14:32	13:51	0:40
Potential (000)	151.1	151.1	0.0	35.3	35.3	0.0	48.9	48.3	0.6	43.0	43.0	0.0	63.5	63.5	0.0	41.9	41.9	0.0	38.6	38.6	0.0	26.8	26.1	0.7
Sample	804	807	-3	134	146	-12	216	223	-7	216	225	-9	299	309	-10	212	211	1	260	255	5	139	141	-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) or internet only listening to Humm FM (from S4 2022)

NZME Combo: Coast, Gold AM (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui

*Today FM includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022

**Gold AM renamed to Gold Sport from Mon Jun 27 2022



MANAWATU COMMERCIAL RADIO - SURVEY 4 2022

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

Survey Comparisons: 3/2022 - 4/2022

This Survey Period: Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022

Last Survey Period: Sun Aug 29 to Sat Nov 6 2021 & Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Sep 3 2022

	This	Last	+/-
Potential (000)	151.1	151.1	0.0
Sample Size	804	807	-3

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

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) or internet only listening to Humm FM (from S4 2022)

NZME Combo: Coast, Gold AM (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui

*Today FM includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022

**Gold AM renamed to Gold Sport from Mon Jun 27 2022