



MANAWATU COMMERCIAL RADIO - SURVEY 1 2023

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

Survey Comparisons: 4/2022 - 1/2023

This Survey Period: Sun Apr 10 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 2023

Last Survey Period: Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 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	10.5	13.7	-3.2	4	3.0	5.9	-2.9	8.4	14.7	-6.3	8.6	13.4	-4.8	9.9	18.4	-8.5	15.7	20.3	-4.6	16.9	12.4	4.5	10.5	7.5	3.0
Coast	3.3	3.3	0.0	11	0.1	0.1	0.0	1.1	0.2	0.9	1.2	0.3	0.9	2.3	1.4	0.9	6.0	6.5	-0.5	7.5	9.0	-1.5	2.7	0.9	1.8
Edge	5.1	4.7	0.4	9	12.3	7.0	5.3	5.2	7.6	-2.4	5.4	8.5	-3.1	5.3	6.9	-1.6	3.4	3.0	0.4	1.6	0.9	0.7	7.3	5.6	1.7
George FM	1.5	0.6	0.9	14	2.3	0.8	1.5	2.9	1.6	1.3	1.8	1.6	0.2	2.4	0.9	1.5	1.7	*	*	*	*	0.5	0.4	0.1	
Gold Sport*	0.1	0.1	0.0	18	*	*	*	*	*	*	*	*	*	*	*	*	0.4	0.3	0.1	0.4	0.4	0.0	0.7	0.6	0.1
Kia Ora FM	0.5	0.6	-0.1	16	2.2	2.7	-0.5	0.1	0.3	-0.2	0.1	0.3	-0.2	0.1	0.2	-0.1	0.1	0.1	0.0	0.1	0.1	0.0	0.2	0.4	-0.2
Life FM	1.9	1.4	0.5	12	6.3	3.9	2.4	2.1	2.4	-0.3	1.9	2.3	-0.4	1.5	1.4	0.1	0.4	0.3	0.1	0.2	0.3	-0.1	4.1	2.7	1.4
Magic	5.2	5.5	-0.3	8	1.3	2.1	-0.8	1.6	2.2	-0.6	1.1	1.8	-0.7	1.1	3.4	-2.3	7.6	4.6	3.0	10.8	9.4	1.4	3.8	7.7	-3.9
Mai FM	3.6	4.0	-0.4	10	9.2	12.7	-3.5	5.9	8.0	-2.1	4.8	4.3	0.5	4.2	3.3	0.9	1.2	1.2	0.0	0.1	0.1	0.0	5.4	6.5	-1.1
More FM	13.6	12.8	0.8	3	20.8	21.5	-0.7	11.2	10.8	0.4	10.1	9.1	1.0	11.4	12.8	-1.4	14.7	12.6	2.1	13.2	7.2	6.0	20.4	18.1	2.3
Newstalk ZB	13.9	13.4	0.5	2	0.2	*	*	3.0	5.4	-2.4	3.4	6.5	-3.1	3.6	4.4	-0.8	10.5	8.8	1.7	23.8	26.5	-2.7	8.2	6.4	1.8
Radio Hauraki	0.7	0.5	0.2	15	0.2	0.2	0.0	1.3	1.4	-0.1	1.4	1.7	-0.3	1.6	1.0	0.6	1.0	0.2	0.8	*	0.2	*	2.2	0.8	1.4
Rhema	1.7	1.4	0.3	13	1.4	1.9	-0.5	0.9	1.6	-0.7	0.7	0.7	0.0	0.5	0.4	0.1	3.1	1.5	1.6	3.9	2.8	1.1	0.2	0.1	0.1
Rock	15.8	12.7	3.1	1	13.9	14.4	-0.5	32.9	14.7	18.2	32.6	14.5	18.1	29.9	19.9	10.0	10.3	17.7	-7.4	1.7	3.1	-1.4	8.7	15.1	-6.4
SENZ Sport	0.2	0.2	0.0	17	0.1	*	*	*	*	*	*	*	*	0.1	0.1	0.0	0.6	0.5	0.1	0.4	0.6	-0.2	*	*	*
The Hits	5.4	4.7	0.7	7	8.8	7.5	1.3	9.1	8.4	0.7	9.4	10.1	-0.7	7.9	6.4	1.5	2.7	1.6	1.1	1.4	1.2	0.2	6.3	5.4	0.9
The Sound	7.1	8.3	-1.2	5	9.5	9.2	0.3	3.3	6.1	-2.8	5.2	7.7	-2.5	5.0	6.4	-1.4	8.7	8.3	0.4	11.2	13.4	-2.2	8.0	7.9	0.1
ZM	6.0	6.6	-0.6	6	8.2	8.8	-0.6	8.9	13.6	-4.7	8.9	14.4	-5.5	9.0	9.4	-0.4	6.0	3.6	2.4	2.2	2.5	-0.3	8.8	10.6	-1.8
MediaWorks Combo	62.3	66.2	-3.9		72.4	73.8	-1.4	71.3	66.2	5.1	69.5	62.2	7.3	69.3	73.5	-4.2	63.4	75.0	-11.6	55.5	55.4	0.1	64.7	70.7	-6.0
NZME Combo	29.4	28.7	0.7		17.4	16.6	0.8	23.3	29.0	-5.7	24.2	33.0	-8.8	24.4	22.6	1.8	26.6	21.0	5.6	35.4	39.8	-4.4	28.9	24.6	4.3
Potential (000)	152.4	151.1	1.3		35.2	35.3	-0.1	50.7	48.9	1.8	43.7	43.0	0.7	63.9	63.5	0.4	41.8	41.9	-0.1	39.0	38.6	0.4	24.0	26.8	-2.8
Sample	814	804	10		133	134	-1	241	216	25	242	216	26	312	299	13	191	212	-21	243	260	-17	146	139	7

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

MediaWorks Combo: Breeze, Edge, George FM, Magic, Mai FM, More FM, Rock, The Sound, Today FM (until S4 2022) or internet only listening to Humm FM

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

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



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Station Share (%) by Daypart, People 10+

Survey Comparisons: 4/2022 - 1/2023

This Survey Period: Sun Apr 10 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 2023

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

	This	Last	+/-
Potential (000)	152.4	151.1	1.3
Sample Size	814	804	10

	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	10.3	10.9	-0.6	4	12.6	12.1	0.5	9.4	15.8	-6.4	8.3	16.0	-7.7	8.9	11.1	-2.2	3.0	3.6	-0.6	12.5	16.5	-4.0
Coast	3.3	2.7	0.6	9	3.6	4.5	-0.9	2.9	3.2	-0.3	2.8	2.5	0.3	2.5	1.7	0.8	1.0	0.4	0.6	4.2	4.4	-0.2
Edge	7.2	5.4	1.8	5	5.1	4.0	1.1	3.9	5.4	-1.5	5.0	3.5	1.5	2.3	2.4	-0.1	9.3	1.8	7.5	4.5	5.6	-1.1
George FM	1.4	0.5	0.9	13	2.0	1.0	1.0	1.9	0.3	1.6	1.5	0.4	1.1	0.2	0.2	0.0	1.0	0.8	0.2	1.1	0.6	0.5
Gold Sport*	0.3	0.3	0.0	17	*	*	*	*	0.1	*	0.5	0.4	0.1	*	*	*	*	*	*	*	*	*
Kia Ora FM	0.8	1.0	-0.2	14	0.1	0.1	0.0	0.7	0.9	-0.2	0.1	0.4	-0.3	0.2	0.1	0.1	0.4	0.3	0.1	0.6	0.8	-0.2
Life FM	1.7	1.0	0.7	12	1.8	1.6	0.2	1.5	1.7	-0.2	1.0	1.0	0.0	3.8	2.0	1.8	1.6	0.5	1.1	2.6	1.6	1.0
Magic	2.4	4.1	-1.7	11	4.7	5.5	-0.8	4.0	4.2	-0.2	4.8	6.8	-2.0	11.8	5.6	6.2	4.3	2.1	2.2	7.5	7.9	-0.4
Mai FM	2.6	3.5	-0.9	10	4.3	5.1	-0.8	4.0	4.6	-0.6	4.1	4.2	-0.1	3.2	2.6	0.6	3.4	3.3	0.1	3.3	3.2	0.1
More FM	13.8	15.6	-1.8	2	11.4	11.7	-0.3	14.2	11.9	2.3	14.6	11.2	3.4	11.0	12.0	-1.0	12.6	9.6	3.0	14.8	13.5	1.3
Newstalk ZB	19.2	18.6	0.6	1	10.7	10.3	0.4	7.6	7.4	0.2	13.4	12.7	0.7	22.4	23.0	-0.6	25.3	22.5	2.8	14.1	13.5	0.6
Radio Hauraki	0.5	0.4	0.1	15	0.9	0.5	0.4	1.4	0.8	0.6	1.0	1.1	-0.1	*	*	*	*	*	*	0.3	0.4	-0.1
Rhema	0.5	0.5	0.0	15	1.9	1.3	0.6	2.3	1.7	0.6	0.9	1.2	-0.3	2.4	2.2	0.2	4.9	5.7	-0.8	1.6	1.0	0.6
Rock	12.1	12.4	-0.3	3	20.4	16.5	3.9	20.2	14.2	6.0	19.2	13.2	6.0	12.0	7.0	5.0	5.5	24.4	-18.9	12.1	8.2	3.9
SENZ Sport	0.3	0.3	0.0	17	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.2	-0.1	*	0.2	*	*	*	*	0.4	0.4	0.0
The Hits	4.9	2.5	2.4	8	5.4	4.5	0.9	6.3	6.0	0.3	4.8	5.2	-0.4	4.1	5.3	-1.2	5.2	2.4	2.8	5.6	5.3	0.3
The Sound	5.9	6.5	-0.6	7	8.2	10.0	-1.8	11.4	12.6	-1.2	8.0	10.3	-2.3	3.5	3.4	0.1	1.8	3.4	-1.6	4.8	5.7	-0.9
ZM	7.0	6.2	0.8	6	4.6	8.2	-3.6	5.9	7.1	-1.2	7.8	6.4	1.4	2.9	7.5	-4.6	13.9	11.8	2.1	4.8	4.4	0.4
MediaWorks Combo	55.7	65.0	-9.3		68.6	67.4	1.2	69.1	70.3	-1.2	65.6	67.4	-1.8	52.8	55.5	-2.7	41.0	55.0	-14.0	60.7	66.3	-5.6
NZME Combo	35.2	30.8	4.4		25.2	28.1	-2.9	24.2	24.5	-0.3	30.2	28.3	1.9	32.1	37.6	-5.5	45.4	37.0	8.4	28.9	28.1	0.8

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

MediaWorks Combo: Breeze, Edge, George FM, Magic, Mai FM, More FM, Rock, The Sound, Today FM (until S4 2022) or internet only listening to Humm FM

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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

Survey Comparisons: 4/2022 - 1/2023

This Survey Period: Sun Apr 10 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 2023

Last Survey Period: Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 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	25.2	26.7	-1.5	2	3.5	3.1	0.4	5.9	8.4	-2.5	6.0	7.7	-1.7	11.5	14.2	-2.7	10.4	11.1	-0.7	8.3	8.0	0.3	5.3	4.5	0.8
Coast	7.3	7.3	0.0	11	0.4	0.5	-0.1	0.7	0.2	0.5	0.7	0.3	0.4	2.2	1.8	0.4	3.8	4.2	-0.4	3.9	4.2	-0.3	1.5	0.5	1.0
Edge	19.4	18.1	1.3	5	8.9	6.6	2.3	9.1	8.6	0.5	7.0	6.7	0.3	8.9	9.8	-0.9	2.8	3.7	-0.9	1.5	1.7	-0.2	3.6	3.6	0.0
George FM	4.2	2.8	1.4	14	2.5	1.5	1.0	3.4	2.3	1.1	1.4	1.2	0.2	1.6	1.2	0.4	0.3	0.1	0.2	0.1	0.1	0.0	0.5	0.5	0.0
Gold Sport*	0.5	1.2	-0.7	18	*	*	*	*	0.1	*	*	0.1	*	*	0.2	*	0.3	0.4	-0.1	0.4	0.8	-0.4	0.2	0.3	-0.1
Kia Ora FM	2.7	4.5	-1.8	15	1.4	2.4	-1.0	0.6	1.6	-1.0	0.4	1.0	-0.6	1.1	1.5	-0.4	0.7	0.9	-0.2	0.2	0.5	-0.3	0.7	0.5	0.2
Life FM	4.4	4.3	0.1	13	1.5	1.1	0.4	2.5	2.6	-0.1	2.4	2.4	0.0	2.5	2.8	-0.3	0.2	0.5	-0.3	0.3	0.3	0.0	1.4	1.1	0.3
Magic	11.4	10.2	1.2	9	1.3	0.6	0.7	2.7	2.0	0.7	1.9	2.2	-0.3	3.1	3.0	0.1	3.0	1.7	1.3	4.8	4.6	0.2	2.0	1.6	0.4
Mai FM	8.6	10.0	-1.4	10	4.0	5.3	-1.3	4.0	5.1	-1.1	3.5	3.4	0.1	4.5	4.5	0.0	1.1	1.3	-0.2	0.1	0.1	0.0	2.7	3.5	-0.8
More FM	28.0	31.7	-3.7	1	8.8	10.5	-1.7	11.0	12.7	-1.7	8.9	9.9	-1.0	13.6	16.6	-3.0	8.3	8.9	-0.6	4.7	3.7	1.0	6.9	7.3	-0.4
Newstalk ZB	18.6	21.7	-3.1	6	0.4	0.2	0.2	2.1	5.0	-2.9	3.0	6.1	-3.1	4.9	7.8	-2.9	5.0	5.4	-0.4	8.7	9.5	-0.8	1.2	2.4	-1.2
Radio Hauraki	2.5	3.7	-1.2	16	0.3	0.6	-0.3	1.6	2.3	-0.7	1.5	1.9	-0.4	1.8	2.0	-0.2	0.7	1.1	-0.4	0.4	1.1	-0.7	0.8	1.2	-0.4
Rhema	6.5	6.3	0.2	12	2.1	2.4	-0.3	1.5	2.2	-0.7	1.3	1.2	0.1	1.8	1.5	0.3	2.2	1.6	0.6	2.4	2.2	0.2	0.3	0.2	0.1
Rock	24.9	22.4	2.5	3	5.9	5.2	0.7	14.7	11.7	3.0	13.3	10.6	2.7	16.7	14.9	1.8	4.6	5.6	-1.0	2.3	2.2	0.1	3.8	4.7	-0.9
SENZ Sport	2.5	2.7	-0.2	16	0.7	0.5	0.2	*	*	*	*	*	*	0.5	0.5	0.0	1.7	1.9	-0.2	1.2	1.5	-0.3	*	*	*
The Hits	17.9	14.7	3.2	7	5.2	3.9	1.3	7.0	4.3	2.7	7.0	5.9	1.1	10.0	7.9	2.1	4.9	4.0	0.9	2.6	2.8	-0.2	4.1	4.3	-0.2
The Sound	15.8	19.8	-4.0	8	2.3	3.1	-0.8	3.2	4.8	-1.6	5.1	5.9	-0.8	7.2	9.5	-2.3	5.3	7.4	-2.1	6.3	7.2	-0.9	2.9	3.7	-0.8
ZM	19.6	19.8	-0.2	4	7.4	6.2	1.2	9.8	10.8	-1.0	8.7	10.6	-1.9	11.2	12.2	-1.0	3.6	2.9	0.7	1.1	1.4	-0.3	4.0	4.8	-0.8
MediaWorks Combo	87.0	88.0	-1.0		22.0	20.7	1.3	32.3	28.8	3.5	28.6	26.4	2.2	40.4	41.5	-1.1	23.4	26.4	-3.0	20.9	21.5	-0.6	15.8	18.5	-2.7
NZME Combo	56.3	58.2	-1.9		10.9	10.6	0.3	17.5	18.1	-0.6	17.8	19.7	-1.9	25.0	25.5	-0.5	15.1	14.8	0.3	14.8	16.9	-2.1	9.8	10.9	-1.1
All Commercial Radio	115.4	117.9	-2.5		23.7	25.3	-1.6	39.2	38.2	1.0	36.8	35.9	0.9	52.3	53.4	-1.1	32.5	34.5	-2.0	30.7	31.4	-0.7	19.9	22.8	-2.9
Potential (000)	152.4	151.1	1.3		35.2	35.3	-0.1	50.7	48.9	1.8	43.7	43.0	0.7	63.9	63.5	0.4	41.8	41.9	-0.1	39.0	38.6	0.4	24.0	26.8	-2.8
Sample	814	804	10		133	134	-1	241	216	25	242	216	26	312	299	13	191	212	-21	243	260	-17	146	139	7

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	This	Last	+/-
Potential (000)	152.4	151.1	1.3
Sample Size	814	804	10

	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	11.6	11.3	0.3	4	11.2	10.0	1.2	9.9	13.3	-3.4	11.9	14.2	-2.3	3.7	5.7	-2.0	1.7	1.4	0.3	17.3	17.4	-0.1
Coast	3.2	2.9	0.3	11	3.1	3.8	-0.7	4.4	4.4	0.0	2.6	2.8	-0.2	0.6	0.4	0.2	0.5	0.4	0.1	4.5	4.8	-0.3
Edge	11.1	9.2	1.9	5	8.0	6.5	1.5	8.9	9.2	-0.3	7.9	6.7	1.2	3.0	2.9	0.1	2.5	1.2	1.3	10.0	10.8	-0.8
George FM	1.9	1.0	0.9	13	1.6	1.3	0.3	1.3	0.4	0.9	2.4	0.9	1.5	0.2	0.2	0.0	0.3	0.3	0.0	1.2	0.7	0.5
Gold Sport*	0.3	0.5	-0.2	18	*	0.2	*	0.1	0.4	-0.3	0.2	0.3	-0.1	*	*	*	*	*	*	0.1	0.2	-0.1
Kia Ora FM	0.5	1.1	-0.6	17	0.5	0.5	0.0	0.8	1.7	-0.9	0.4	0.7	-0.3	0.2	0.2	0.0	0.2	0.2	0.0	0.9	2.1	-1.2
Life FM	2.1	1.6	0.5	12	2.3	2.2	0.1	2.4	2.9	-0.5	1.7	1.4	0.3	1.3	0.9	0.4	0.5	0.2	0.3	2.8	2.3	0.5
Magic	4.0	4.9	-0.9	9	5.1	5.5	-0.4	3.8	5.1	-1.3	5.9	5.4	0.5	2.1	2.4	-0.3	0.8	0.9	-0.1	7.5	7.6	-0.1
Mai FM	3.9	5.5	-1.6	10	4.4	5.5	-1.1	3.8	5.0	-1.2	3.4	3.5	-0.1	2.5	2.1	0.4	1.0	1.2	-0.2	5.7	6.2	-0.5
More FM	18.0	21.9	-3.9	1	12.3	16.2	-3.9	15.5	16.8	-1.3	14.0	15.8	-1.8	5.2	6.0	-0.8	2.5	2.7	-0.2	16.7	21.0	-4.3
Newstalk ZB	13.3	16.2	-2.9	3	9.8	11.1	-1.3	9.6	11.7	-2.1	9.8	10.9	-1.1	5.9	6.6	-0.7	5.0	5.4	-0.4	14.6	15.7	-1.1
Radio Hauraki	1.6	1.4	0.2	16	1.0	0.8	0.2	1.3	1.6	-0.3	1.9	2.8	-0.9	0.1	0.1	0.0	0.1	0.1	0.0	0.4	0.8	-0.4
Rhema	1.7	1.6	0.1	15	2.1	1.3	0.8	4.0	4.0	0.0	1.8	2.0	-0.2	1.7	1.5	0.2	1.4	2.1	-0.7	3.8	3.4	0.4
Rock	14.2	13.8	0.4	2	13.7	12.9	0.8	12.2	11.7	0.5	12.9	11.6	1.3	6.3	4.1	2.2	2.8	3.6	-0.8	13.1	10.8	2.3
SENZ Sport	1.8	1.9	-0.1	14	0.3	0.4	-0.1	0.4	0.5	-0.1	0.3	0.4	-0.1	*	0.2	*	*	*	*	1.0	1.0	0.0
The Hits	6.7	3.8	2.9	7	5.5	4.9	0.6	8.0	7.0	1.0	7.4	6.3	1.1	2.8	3.2	-0.4	2.2	0.9	1.3	10.0	8.9	1.1
The Sound	6.6	8.8	-2.2	8	6.6	9.0	-2.4	10.1	14.4	-4.3	7.9	10.4	-2.5	2.5	2.8	-0.3	1.3	2.8	-1.5	7.0	8.7	-1.7
ZM	10.5	11.3	-0.8	6	6.9	11.0	-4.1	10.1	9.9	0.2	11.0	9.3	1.7	4.2	4.2	0.0	2.3	1.5	0.8	9.3	9.9	-0.6
MediaWorks Combo	56.0	62.8	-6.8		49.0	53.7	-4.7	51.8	57.2	-5.4	52.1	52.8	-0.7	20.0	22.0	-2.0	9.3	13.0	-3.7	64.6	67.9	-3.3
NZME Combo	33.0	34.5	-1.5		26.0	31.5	-5.5	31.2	33.1	-1.9	31.4	30.0	1.4	13.7	14.4	-0.7	10.0	8.1	1.9	36.2	38.2	-2.0
All Commercial Radio	84.4	90.1	-5.7		71.9	78.4	-6.5	78.1	85.3	-7.2	77.4	78.0	-0.6	32.4	35.4	-3.0	19.1	21.5	-2.4	94.5	98.0	-3.5

MediaWorks Combo: Breeze, Edge, George FM, Magic, Mai FM, More FM, Rock, The Sound, Today FM (until S4 2022) or internet only listening to Humm FM

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

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



MANAWATU COMMERCIAL RADIO - SURVEY 1 2023

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

Survey Comparisons: 4/2022 - 1/2023

This Survey Period: Sun Apr 10 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 2023

Last Survey Period: Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 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	7:36	10:44	-3:07	3:03	7:40	-4:36	8:29	10:51	-2:22	7:51	9:16	-1:24	6:34	12:13	-5:39	7:52	12:59	-5:07	10:45	8:44	2:00	5:16	5:33	-0:16
Coast	8:15	9:31	-1:16	0:55	0:57	-0:01	8:56	6:04	2:52	8:56	4:29	4:27	7:46	7:13	0:33	8:14	10:59	-2:45	10:03	12:03	-1:59	4:38	6:00	-1:22
Edge	4:48	5:26	-0:37	4:54	4:20	0:34	3:23	5:29	-2:05	4:11	6:51	-2:40	4:31	6:35	-2:04	6:13	5:47	0:25	5:50	2:58	2:51	5:16	5:06	0:10
George FM	6:23	4:17	2:06	3:19	2:12	1:07	5:07	4:28	0:38	7:00	7:05	-0:05	11:18	7:05	4:12	28:37	0:15	28:22	0:15	0:15	0:00	2:39	2:27	0:12
Gold Sport*	4:35	2:15	2:20	*	*	*	*	0:30	*	*	0:30	*	*	0:39	*	6:40	5:15	1:25	5:19	3:02	2:17	10:00	7:39	2:20
Kia Ora FM	3:14	2:56	0:17	5:39	4:31	1:07	1:07	1:02	0:05	1:08	1:30	-0:22	0:42	1:09	-0:27	0:25	0:32	-0:06	1:26	0:57	0:28	0:50	2:25	-1:34
Life FM	7:57	7:02	0:54	14:28	14:06	0:21	5:00	5:41	-0:40	4:27	5:05	-0:38	4:34	4:39	-0:05	8:33	4:04	4:28	4:12	4:32	-0:19	7:53	8:23	-0:29
Magic	8:16	11:21	-3:04	3:32	14:11	-10:38	3:36	6:51	-3:15	3:14	4:29	-1:15	2:42	10:28	-7:45	13:11	19:14	-6:03	11:44	11:33	0:11	5:01	16:07	-11:05
Mai FM	7:37	8:20	-0:43	8:16	9:41	-1:24	8:49	9:49	-0:59	7:26	6:46	0:40	7:05	6:48	0:17	5:48	6:50	-1:01	5:30	5:30	0:00	5:22	6:14	-0:51
More FM	8:52	8:26	0:26	8:23	8:14	0:09	6:05	5:18	0:47	6:14	4:55	1:18	6:22	7:15	-0:52	9:13	9:59	-0:46	14:52	11:14	3:37	7:50	8:10	-0:20
Newstalk ZB	13:39	12:54	0:44	1:26	0:38	0:47	8:25	6:51	1:34	6:11	5:43	0:27	5:33	5:22	0:11	10:51	11:31	-0:39	14:29	15:49	-1:20	17:32	8:37	8:54
Radio Hauraki	5:21	3:02	2:18	1:56	0:57	0:58	4:42	3:48	0:54	5:01	4:52	0:08	7:02	4:43	2:18	7:39	1:17	6:21	0:30	1:05	-0:35	7:24	2:10	5:14
Rhema	4:41	4:30	0:10	2:19	3:15	-0:55	3:44	4:36	-0:51	2:55	3:06	-0:10	2:10	2:36	-0:25	7:16	6:39	0:37	8:48	7:10	1:38	1:49	2:07	-0:18
Rock	11:33	11:53	-0:20	8:26	11:06	-2:40	13:25	7:54	5:31	13:29	7:19	6:10	13:33	12:36	0:57	11:47	22:27	-10:40	3:50	7:52	-4:01	6:02	10:40	-4:38
SENZ Sport	1:25	1:46	-0:20	0:17	0:18	-0:00	*	*	*	*	*	*	2:00	2:00	0:00	1:54	1:52	0:01	1:51	2:15	-0:23	*	*	*
The Hits	5:31	6:38	-1:06	6:00	7:50	-1:49	7:48	12:12	-4:23	7:20	9:09	-1:49	5:59	7:35	-1:36	2:53	2:46	0:06	2:50	2:28	0:22	4:04	4:11	-0:06
The Sound	8:14	8:46	-0:32	14:41	12:07	2:34	6:03	7:56	-1:53	5:37	6:57	-1:19	5:16	6:18	-1:02	8:39	7:57	0:41	9:15	10:36	-1:21	7:23	7:00	0:23
ZM	5:33	6:58	-1:24	3:57	5:42	-1:45	5:26	7:48	-2:22	5:37	7:16	-1:38	6:06	7:15	-1:08	8:40	8:48	-0:08	10:50	9:54	0:56	5:50	7:18	-1:27
MediaWorks Combo	13:05	15:44	-2:38	11:44	14:24	-2:40	13:15	14:23	-1:08	13:20	12:37	0:43	13:01	16:41	-3:39	14:06	20:08	-6:02	13:56	14:37	-0:41	10:47	12:41	-1:54
NZME Combo	9:33	10:19	-0:45	5:41	6:19	-0:38	7:59	10:02	-2:03	7:28	8:58	-1:29	7:23	8:21	-0:57	9:11	10:02	-0:51	12:32	13:24	-0:51	7:48	7:32	0:16
All Commercial Radio	15:51	17:44	-1:53	15:03	15:59	-0:56	15:17	16:21	-1:03	14:54	14:56	-0:01	14:30	17:38	-3:07	16:02	20:30	-4:28	17:08	18:09	-1:00	13:17	14:32	-1:14
Potential (000)	152.4	151.1	1.3	35.2	35.3	-0.1	50.7	48.9	1.8	43.7	43.0	0.7	63.9	63.5	0.4	41.8	41.9	-0.1	39.0	38.6	0.4	24.0	26.8	-2.8
Sample	814	804	10	133	134	-1	241	216	25	242	216	26	312	299	13	191	212	-21	243	260	-17	146	139	7

MediaWorks Combo: Breeze, Edge, George FM, Magic, Mai FM, More FM, Rock, The Sound, Today FM (until S4 2022) or internet only listening to Humm FM

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

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



MANAWATU COMMERCIAL RADIO - SURVEY 1 2023

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

Survey Comparisons: 4/2022 - 1/2023

This Survey Period: Sun Apr 10 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 2023

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

	This	Last	+/-
Potential (000)	152.4	151.1	1.3
Sample Size	814	804	10

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

MediaWorks Combo: Breeze, Edge, George FM, Magic, Mai FM, More FM, Rock, The Sound, Today FM (until S4 2022) or internet only listening to Humm FM

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

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