



# MANAWATU COMMERCIAL RADIO - SURVEY 2 2024

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

Survey Comparisons: 1/2024 - 2/2024

This Survey Period: Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024

Last Survey Period: Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 2024

	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	9.2	11.0	-1.8	2	4.8	4.4	0.4	5.2	4.8	0.4	8.1	10.1	-2.0	8.5	11.9	-3.4	9.5	14.1	-4.6	9.1	11.9	-2.8	4.4	7.2	-2.8	
Channel X	6.9	n.a.	*	8	3.5	n.a.	*	11.0	n.a.	*	14.7	n.a.	*	12.8	n.a.	*	6.1	n.a.	*	2.8	n.a.	*	7.7	n.a.	*	
Coast	5.2	4.3	0.9	11	0.9	0.6	0.3	2.2	0.5	1.7	3.5	1.4	2.1	4.2	2.2	2.0	10.0	8.9	1.1	10.2	9.8	0.4	1.0	1.7	-0.7	
Edge	5.4	6.3	-0.9	10	13.3	16.9	-3.6	6.7	6.5	0.2	7.8	7.0	0.8	5.8	5.6	0.2	2.7	3.4	-0.7	1.6	2.3	-0.7	8.2	8.0	0.2	
George FM	0.6	1.4	-0.8	16	0.1	1.7	-1.6	2.0	3.1	-1.1	1.8	2.1	-0.3	1.3	2.5	-1.2	0.2	1.4	-1.2	*	*	*	0.4	*	*	
Gold Sport	0.5	0.4	0.1	17	*	*	*	*	*	*	*	*	*	1.0	0.7	0.3	1.3	1.0	0.3	0.1	0.1	0.0	*	*	*	
Kia Ora FM	1.1	0.9	0.2	15	0.8	0.6	0.2	1.1	0.9	0.2	0.9	0.8	0.1	2.3	2.0	0.3	2.3	2.0	0.3	*	*	*	4.4	3.7	0.7	
Life FM	1.3	0.8	0.5	14	1.8	1.6	0.2	2.4	1.4	1.0	2.2	1.5	0.7	2.3	1.3	1.0	1.3	0.4	0.9	0.1	*	*	*	4.3	2.9	1.4
Magic	8.7	9.0	-0.3	4	1.6	1.5	0.1	1.1	1.4	-0.3	1.8	1.8	0.0	3.0	1.5	1.5	7.2	8.3	-1.1	15.6	18.2	-2.6	2.0	4.2	-2.2	
Mai FM	8.1	7.3	0.8	5	19.1	16.5	2.6	18.2	14.9	3.3	13.1	11.6	1.5	10.4	9.7	0.7	3.3	2.9	0.4	0.5	0.5	0.0	7.3	7.3	0.0	
More FM	9.1	10.1	-1.0	3	12.6	10.4	2.2	6.4	7.8	-1.4	8.3	9.0	-0.7	8.8	9.4	-0.6	11.3	14.3	-3.0	9.9	12.9	-3.0	14.1	13.5	0.6	
Newstalk ZB	11.5	10.4	1.1	1	0.2	0.3	-0.1	1.7	1.9	-0.2	2.4	2.5	-0.1	4.6	3.0	1.6	9.5	8.3	1.2	18.9	17.3	1.6	6.9	9.6	-2.7	
Radio Hauraki	0.4	0.7	-0.3	18	0.8	0.8	0.0	1.6	1.8	-0.2	1.0	1.3	-0.3	0.7	1.4	-0.7	*	0.7	*	*	*	*	1.6	3.4	-1.8	
Rhema	2.7	2.6	0.1	13	0.5	0.9	-0.4	0.4	0.1	0.3	3.7	3.6	0.1	3.2	3.6	-0.4	3.5	3.4	0.1	3.6	2.6	1.0	7.5	8.7	-1.2	
Rock	7.9	9.8	-1.9	6	10.5	10.7	-0.2	11.3	21.0	-9.7	10.3	20.3	-10.0	9.6	18.1	-8.5	9.0	6.6	2.4	6.4	0.9	5.5	8.1	4.8	3.3	
SENZ Sport	0.1	*	*	19	*	*	*	*	*	*	*	*	*	*	0.1	*	0.1	0.1	0.0	0.1	0.1	0.0	*	*	*	
The Hits	4.7	4.8	-0.1	12	12.4	13.2	-0.8	7.1	6.9	0.2	3.8	4.4	-0.6	5.4	4.9	0.5	4.5	3.1	1.4	0.5	0.5	0.0	10.0	7.8	2.2	
The Sound	7.8	6.9	0.9	7	3.4	3.0	0.4	5.4	4.5	0.9	4.5	3.9	0.6	7.7	4.6	3.1	13.3	10.6	2.7	13.0	14.3	-1.3	2.1	1.7	0.4	
ZM	6.0	6.6	-0.6	9	9.4	10.9	-1.5	14.6	14.1	0.5	10.9	11.0	-0.1	7.0	8.1	-1.1	3.4	3.8	-0.4	4.5	3.8	0.7	8.7	8.2	0.5	
MediaWorks Combo	63.7	61.9	1.8		68.9	65.1	3.8	67.3	64.1	3.2	70.3	65.8	4.5	67.9	63.4	4.5	62.7	61.5	1.2	58.8	60.9	-2.1	54.1	46.6	7.5	
NZME Combo	28.8	27.5	1.3		25.4	27.4	-2.0	27.5	25.4	2.1	21.8	20.8	1.0	22.9	20.4	2.5	28.8	25.7	3.1	34.2	31.6	2.6	28.5	31.0	-2.5	
Potential (000)	154.2	154.2	0.0		35.3	35.3	0.0	49.5	50.2	-0.7	44.7	44.7	0.0	64.8	64.8	0.0	41.6	41.6	0.0	39.3	39.3	0.0	27.0	26.2	0.8	
Sample	850	927	-77		168	182	-14	296	332	-36	274	313	-39	367	404	-37	225	220	5	230	239	-9	166	179	-13	

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

MediaWorks Combo: Breeze, Channel X (from S2 2024), Edge, George FM, Magic, Mai FM, More FM, Rock, The Sound or internet only listening to Humm FM

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



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	This	Last	+/-
Potential (000)	154.2	154.2	0.0
Sample Size	850	927	-77

	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	7.7	10.2	-2.5	6	10.4	12.7	-2.3	9.6	10.9	-1.3	10.2	10.5	-0.3	7.3	8.1	-0.8	10.4	14.3	-3.9	8.8	10.6	-1.8
Channel X	6.9	n.a.	*	8	9.5	n.a.	*	9.6	n.a.	*	6.9	n.a.	*	1.5	n.a.	*	1.4	n.a.	*	3.9	n.a.	*
Coast	6.2	4.4	1.8	9	6.1	5.0	1.1	6.4	4.9	1.5	4.7	3.9	0.8	0.6	0.5	0.1	6.4	6.3	0.1	3.2	3.4	-0.2
Edge	4.8	6.8	-2.0	11	4.3	5.1	-0.8	4.9	5.3	-0.4	5.7	6.2	-0.5	3.8	2.2	1.6	12.1	14.4	-2.3	6.5	7.5	-1.0
George FM	1.4	2.6	-1.2	14	0.2	1.3	-1.1	0.1	1.3	-1.2	1.5	2.7	-1.2	*	*	*	0.1	0.1	0.0	0.4	0.3	0.1
Gold Sport	0.6	0.4	0.2	17	0.6	0.5	0.1	0.2	0.2	0.0	0.3	0.2	0.1	1.5	1.1	0.4	0.8	0.5	0.3	0.4	0.4	0.0
Kia Ora FM	1.6	1.5	0.1	13	0.3	*	*	1.4	1.3	0.1	0.9	0.9	0.0	1.9	2.4	-0.5	0.7	0.6	0.1	1.2	0.7	0.5
Life FM	1.4	1.1	0.3	14	1.1	0.6	0.5	1.2	0.5	0.7	1.8	0.9	0.9	1.5	1.5	0.0	0.1	0.6	-0.5	1.6	1.0	0.6
Magic	7.6	6.6	1.0	7	9.3	9.1	0.2	8.4	7.9	0.5	7.1	8.0	-0.9	6.4	12.6	-6.2	5.3	7.3	-2.0	11.4	12.4	-1.0
Mai FM	9.3	8.5	0.8	2	6.2	6.2	0.0	7.9	8.0	-0.1	7.8	6.8	1.0	9.0	6.0	3.0	8.6	7.7	0.9	8.9	7.3	1.6
More FM	8.2	9.4	-1.2	5	7.4	8.5	-1.1	8.0	9.8	-1.8	12.2	12.8	-0.6	18.3	16.8	1.5	8.4	9.3	-0.9	8.6	9.3	-0.7
Newstalk ZB	14.3	14.1	0.2	1	8.2	6.7	1.5	6.5	5.1	1.4	9.6	9.6	0.0	24.7	26.1	-1.4	27.0	21.8	5.2	12.9	10.8	2.1
Radio Hauraki	*	0.2	*	*	0.8	1.2	-0.4	0.9	1.5	-0.6	0.1	0.3	-0.2	0.2	0.2	0.0	0.1	0.1	0.0	0.3	0.4	-0.1
Rhema	1.3	1.3	0.0	16	3.6	3.5	0.1	2.8	2.9	-0.1	2.9	2.7	0.2	2.1	1.8	0.3	2.2	1.9	0.3	3.2	3.0	0.2
Rock	9.3	8.0	1.3	2	8.5	10.7	-2.2	8.0	11.7	-3.7	6.7	11.5	-4.8	5.8	7.5	-1.7	4.5	2.5	2.0	7.9	9.6	-1.7
SENZ Sport	0.2	0.1	0.1	18	0.1	*	*	0.1	*	*	0.1	0.1	0.0	*	*	*	*	*	*	0.2	0.1	0.1
The Hits	2.8	3.8	-1.0	12	5.0	5.7	-0.7	6.3	6.8	-0.5	5.2	3.9	1.3	3.9	3.1	0.8	0.5	1.5	-1.0	5.3	4.0	1.3
The Sound	5.7	5.5	0.2	10	11.0	9.5	1.5	10.5	8.0	2.5	7.0	5.9	1.1	3.6	2.6	1.0	3.5	3.0	0.5	6.0	6.9	-0.9
ZM	8.8	10.2	-1.4	4	5.8	5.8	0.0	5.5	6.7	-1.2	7.7	8.4	-0.7	2.4	1.8	0.6	3.9	4.1	-0.2	4.9	5.2	-0.3
MediaWorks Combo	60.9	57.7	3.2		66.9	63.1	3.8	67.0	62.9	4.1	65.2	64.4	0.8	55.6	55.8	-0.2	54.3	58.6	-4.3	62.6	63.7	-1.1
NZME Combo	33.1	33.5	-0.4		26.6	25.1	1.5	26.2	25.7	0.5	27.6	26.2	1.4	33.3	32.7	0.6	38.8	34.5	4.3	27.9	24.9	3.0

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

MediaWorks Combo: Breeze, Channel X (from S2 2024), Edge, George FM, Magic, Mai FM, More FM, Rock, The Sound or internet only listening to Humm FM

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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	20.7	22.9	-2.2	1	3.6	4.1	-0.5	5.2	5.0	0.2	6.3	6.4	-0.1	9.2	9.4	-0.2	5.9	6.6	-0.7	5.9	6.8	-0.9	3.7	4.2	-0.5
Channel X	12.2	n.a.	*	11	3.1	n.a.	*	6.1	n.a.	*	6.1	n.a.	*	8.0	n.a.	*	2.5	n.a.	*	1.0	n.a.	*	3.6	n.a.	*
Coast	8.7	7.8	0.9	12	0.7	0.7	0.0	0.4	0.3	0.1	0.8	0.7	0.1	2.6	2.0	0.6	4.9	4.1	0.8	4.9	4.4	0.5	0.6	1.0	-0.4
Edge	18.0	19.4	-1.4	5	8.7	9.3	-0.6	8.1	8.2	-0.1	6.9	7.4	-0.5	7.8	8.3	-0.5	2.5	2.7	-0.2	1.5	1.7	-0.2	4.0	4.2	-0.2
George FM	2.7	4.1	-1.4	16	0.5	1.5	-1.0	2.5	3.7	-1.2	2.1	2.3	-0.2	2.2	2.5	-0.3	0.2	0.2	0.0	*	*	*	0.2	*	*
Gold Sport	1.0	0.8	0.2	18	*	*	*	*	*	*	*	*	*	0.4	0.3	0.1	0.4	0.3	0.1	0.4	0.3	0.1	*	*	*
Kia Ora FM	4.5	4.0	0.5	15	1.2	1.0	0.2	1.6	1.4	0.2	1.5	1.3	0.2	3.2	2.9	0.3	1.8	1.6	0.2	0.1	0.1	0.0	1.9	1.7	0.2
Life FM	6.0	4.1	1.9	13	2.7	1.9	0.8	2.6	2.0	0.6	1.9	1.6	0.3	3.1	2.1	1.0	1.5	0.4	1.1	0.2	0.1	0.1	1.9	1.5	0.4
Magic	13.0	13.9	-0.9	10	1.2	1.5	-0.3	1.0	1.7	-0.7	1.8	1.8	0.0	2.5	2.8	-0.3	2.5	3.3	-0.8	6.7	6.8	-0.1	0.8	1.4	-0.6
Mai FM	18.6	14.9	3.7	4	7.3	6.5	0.8	10.5	8.6	1.9	8.4	6.5	1.9	10.1	7.7	2.4	2.4	1.7	0.7	0.8	0.8	0.0	4.1	3.9	0.2
More FM	20.6	22.1	-1.5	2	6.9	6.1	0.8	8.0	8.2	-0.2	5.8	6.2	-0.4	9.4	10.3	-0.9	5.9	7.5	-1.6	3.9	5.1	-1.2	5.4	5.5	-0.1
Newstalk ZB	17.5	16.6	0.9	6	0.8	0.8	0.0	2.1	2.4	-0.3	2.7	2.7	0.0	5.4	4.9	0.5	5.9	6.2	-0.3	7.9	7.7	0.2	2.6	2.6	0.0
Radio Hauraki	1.5	2.0	-0.5	17	0.5	0.5	0.0	1.2	1.5	-0.3	0.6	1.0	-0.4	0.6	1.2	-0.6	0.2	0.4	-0.2	0.2	0.2	0.0	0.4	0.8	-0.4
Rhema	6.0	5.4	0.6	13	1.3	1.4	-0.1	1.4	0.7	0.7	1.6	1.3	0.3	2.1	1.9	0.2	1.9	1.8	0.1	2.0	1.7	0.3	1.2	1.1	0.1
Rock	19.2	17.9	1.3	3	5.8	5.0	0.8	9.4	10.5	-1.1	8.9	9.7	-0.8	11.0	11.4	-0.4	4.1	2.7	1.4	2.5	1.5	1.0	3.7	2.9	0.8
SENZ Sport	0.7	0.5	0.2	19	*	*	*	*	*	*	*	*	*	0.2	0.2	0.0	0.4	0.4	0.0	0.2	0.2	0.0	0.1	0.1	0.0
The Hits	13.1	13.8	-0.7	9	5.1	5.9	-0.8	5.9	6.8	-0.9	4.1	4.7	-0.6	6.1	6.3	-0.2	3.3	2.9	0.4	1.6	1.6	0.0	3.6	3.2	0.4
The Sound	16.1	15.0	1.1	7	3.1	2.5	0.6	4.2	4.0	0.2	4.6	4.3	0.3	6.6	5.8	0.8	5.8	5.9	-0.1	6.2	6.7	-0.5	1.7	1.8	-0.1
ZM	16.0	16.9	-0.9	8	5.7	7.0	-1.3	9.6	10.0	-0.4	7.4	7.2	0.2	8.1	8.4	-0.3	2.2	2.2	0.0	2.2	1.6	0.6	3.8	3.3	0.5
MediaWorks Combo	87.4	86.2	1.2		19.5	20.0	-0.5	29.2	30.3	-1.1	28.7	28.0	0.7	40.4	38.7	1.7	23.8	23.3	0.5	22.7	22.4	0.3	17.3	16.5	0.8
NZME Combo	48.8	47.9	0.9		10.8	11.4	-0.6	16.9	17.5	-0.6	13.5	13.8	-0.3	19.4	19.6	-0.2	13.0	12.8	0.2	14.3	12.9	1.4	9.6	9.7	-0.1
All Commercial Radio	114.0	113.7	0.3		23.7	24.3	-0.6	35.3	36.6	-1.3	34.7	35.0	-0.3	50.1	50.3	-0.2	33.0	32.7	0.3	32.3	31.2	1.1	21.6	21.0	0.6
Potential (000)	154.2	154.2	0.0		35.3	35.3	0.0	49.5	50.2	-0.7	44.7	44.7	0.0	64.8	64.8	0.0	41.6	41.6	0.0	39.3	39.3	0.0	27.0	26.2	0.8
Sample	850	927	-77		168	182	-14	296	332	-36	274	313	-39	367	404	-37	225	220	5	230	239	-9	166	179	-13

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	This	Last	+/-
Potential (000)	154.2	154.2	0.0
Sample Size	850	927	-77

	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	8.9	10.1	-1.2	8	8.6	9.9	-1.3	10.2	10.6	-0.4	7.4	8.8	-1.4	2.6	2.3	0.3	1.8	2.6	-0.8	12.0	13.4	-1.4
Channel X	8.6	n.a.	*	9	6.5	n.a.	*	6.7	n.a.	*	6.9	n.a.	*	1.2	n.a.	*	0.5	n.a.	*	7.0	n.a.	*
Coast	5.7	5.1	0.6	11	4.1	3.0	1.1	5.2	4.3	0.9	4.1	4.0	0.1	0.6	0.7	-0.1	1.1	1.0	0.1	4.3	4.3	0.0
Edge	9.5	10.2	-0.7	6	6.4	7.3	-0.9	6.7	8.3	-1.6	7.6	8.3	-0.7	3.2	2.6	0.6	4.4	3.9	0.5	10.8	11.6	-0.8
George FM	1.8	2.7	-0.9	16	0.7	1.2	-0.5	0.6	1.4	-0.8	1.6	3.0	-1.4	*	*	*	0.3	0.3	0.0	0.4	0.6	-0.2
Gold Sport	0.3	0.2	0.1	17	0.6	0.4	0.2	0.5	0.4	0.1	0.3	0.2	0.1	0.5	0.3	0.2	0.2	0.2	0.0	0.6	0.5	0.1
Kia Ora FM	3.0	2.6	0.4	15	0.7	0.5	0.2	2.1	1.8	0.3	1.1	1.2	-0.1	0.6	0.7	-0.1	0.5	0.4	0.1	1.9	1.4	0.5
Life FM	3.2	2.6	0.6	14	2.1	1.4	0.7	2.7	1.6	1.1	2.4	1.4	1.0	1.4	0.8	0.6	0.3	0.5	-0.2	4.3	2.8	1.5
Magic	8.2	7.8	0.4	10	7.0	6.9	0.1	8.5	7.5	1.0	6.9	7.2	-0.3	2.4	2.8	-0.4	3.4	3.0	0.4	9.1	9.1	0.0
Mai FM	11.1	8.6	2.5	2	9.4	7.3	2.1	10.3	9.0	1.3	7.1	6.2	0.9	3.9	2.2	1.7	3.0	2.4	0.6	12.1	9.5	2.6
More FM	9.7	10.0	-0.3	4	7.2	8.1	-0.9	9.5	11.4	-1.9	9.1	9.8	-0.7	3.9	3.6	0.3	2.8	2.8	0.0	11.8	12.7	-0.9
Newstalk ZB	11.8	10.2	1.6	1	8.3	7.3	1.0	8.0	6.4	1.6	9.3	8.2	1.1	5.8	5.6	0.2	4.5	3.8	0.7	12.9	11.2	1.7
Radio Hauraki	0.2	0.7	-0.5	19	0.8	1.2	-0.4	0.9	1.2	-0.3	0.2	0.6	-0.4	0.3	0.3	0.0	0.3	0.3	0.0	0.2	0.4	-0.2
Rhema	3.3	2.9	0.4	13	2.4	2.6	-0.2	3.2	3.2	0.0	2.8	2.5	0.3	1.6	1.1	0.5	1.2	1.0	0.2	3.7	3.5	0.2
Rock	9.9	10.1	-0.2	3	7.9	8.2	-0.3	9.8	9.9	-0.1	8.8	9.9	-1.1	3.6	3.5	0.1	2.0	1.3	0.7	9.5	9.9	-0.4
SENZ Sport	0.3	0.1	0.2	17	0.2	*	*	0.2	*	*	0.2	0.2	0.0	*	*	*	*	*	*	0.6	0.4	0.2
The Hits	4.6	5.6	-1.0	12	6.3	6.7	-0.4	6.5	8.2	-1.7	5.8	5.6	0.2	1.5	2.0	-0.5	0.4	1.2	-0.8	6.6	7.2	-0.6
The Sound	9.1	7.4	1.7	7	8.5	6.7	1.8	8.5	7.3	1.2	6.3	5.4	0.9	3.1	2.6	0.5	1.6	1.5	0.1	8.4	8.2	0.2
ZM	9.7	9.7	0.0	4	8.3	7.3	1.0	8.7	9.5	-0.8	8.0	9.6	-1.6	1.7	1.8	-0.1	0.8	1.6	-0.8	9.2	9.6	-0.4
MediaWorks Combo	58.8	54.9	3.9		51.7	47.7	4.0	57.5	54.8	2.7	49.0	49.0	0.0	19.0	16.8	2.2	13.7	12.2	1.5	61.7	61.4	0.3
NZME Combo	30.6	29.5	1.1		26.7	24.2	2.5	27.5	27.2	0.3	26.2	26.8	-0.6	10.2	10.5	-0.3	7.1	7.7	-0.6	31.9	30.2	1.7
All Commercial Radio	85.6	83.0	2.6		72.7	70.0	2.7	79.1	78.4	0.7	69.6	72.4	-2.8	30.8	29.1	1.7	20.9	19.5	1.4	89.0	87.6	1.4

MediaWorks Combo: Breeze, Channel X (from S2 2024), Edge, George FM, Magic, Mai FM, More FM, Rock, The Sound or internet only listening to Humm FM

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



# MANAWATU COMMERCIAL RADIO - SURVEY 2 2024

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

Survey Comparisons: 1/2024 - 2/2024

This Survey Period: Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024

Last Survey Period: Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 2024

	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	9:09	9:20	-0:10	5:02	4:03	0:58	5:10	5:25	-0:15	6:59	8:33	-1:33	8:00	10:11	-2:10	10:27	12:49	-2:21	9:25	10:22	-0:57	4:05	5:12	-1:07
Channel X	11:41	n.a.	*	4:16	n.a.	*	9:26	n.a.	*	13:15	n.a.	*	13:56	n.a.	*	15:46	n.a.	*	16:27	n.a.	*	7:23	n.a.	*
Coast	12:14	10:37	1:36	4:33	3:01	1:31	27:54	9:16	18:37	22:48	11:10	11:37	14:20	8:50	5:30	13:24	13:05	0:19	12:54	13:22	-0:28	6:13	5:22	0:50
Edge	6:08	6:16	-0:08	5:46	6:47	-1:01	4:22	4:26	-0:04	6:14	5:10	1:04	6:28	5:24	1:04	7:06	7:32	-0:25	6:26	7:43	-1:17	7:00	5:48	1:11
George FM	4:20	6:33	-2:13	0:40	4:10	-3:29	4:05	4:49	-0:43	4:54	5:04	-0:09	5:08	8:01	-2:53	7:30	36:00	-28:30	*	*	*	7:30	*	*
Gold Sport	10:23	9:05	1:17	*	*	*	*	*	*	*	*	*	21:22	17:13	4:08	21:22	17:13	4:08	2:06	2:43	-0:36	*	*	*
Kia Ora FM	5:03	4:37	0:26	2:18	2:14	0:04	3:39	3:33	0:06	3:15	3:05	0:10	6:17	5:34	0:42	8:23	7:19	1:04	1:00	1:00	0:00	7:43	6:27	1:16
Life FM	4:30	4:01	0:29	2:29	3:06	-0:36	4:52	4:05	0:47	6:21	5:05	1:16	6:28	5:01	1:26	5:46	4:47	0:59	1:31	0:45	0:46	7:48	5:54	1:53
Magic	13:39	12:36	1:03	5:00	3:52	1:07	5:37	4:29	1:08	5:23	5:20	0:03	10:23	4:19	6:03	18:51	15:12	3:39	14:16	16:03	-1:46	8:19	9:00	-0:41
Mai FM	8:56	9:33	-0:37	9:48	9:37	0:11	9:01	9:48	-0:47	8:32	9:38	-1:05	8:56	10:09	-1:12	8:59	9:57	-0:57	3:34	3:31	0:03	6:02	5:39	0:22
More FM	9:00	8:50	0:09	6:54	6:25	0:28	4:13	5:24	-1:10	7:50	7:48	0:02	8:07	7:21	0:46	12:28	11:27	1:00	15:35	15:14	0:20	8:59	7:24	1:34
Newstalk ZB	13:31	12:05	1:25	1:08	1:38	-0:29	4:16	4:29	-0:13	4:54	5:08	-0:13	7:19	4:52	2:26	10:28	8:01	2:26	14:42	13:22	1:20	8:57	11:03	-2:05
Radio Hauraki	6:01	7:12	-1:10	5:24	5:59	-0:35	7:26	6:55	0:31	9:11	7:24	1:47	9:11	9:18	-0:07	1:30	10:37	-9:07	1:30	1:30	0:00	12:57	13:16	-0:18
Rhema	9:20	9:26	-0:05	1:24	2:26	-1:02	1:39	1:11	0:28	12:36	15:24	-2:48	13:14	15:29	-2:14	12:11	11:21	0:49	11:20	9:14	2:05	22:05	23:57	-1:51
Rock	8:27	10:39	-2:11	6:52	8:03	-1:11	6:21	11:17	-4:56	6:20	11:17	-4:57	7:37	12:45	-5:08	14:23	14:19	0:04	15:52	3:29	12:23	7:23	4:55	2:27
SENZ Sport	3:47	1:36	2:11	*	*	*	*	*	*	*	*	*	1:45	1:45	0:00	1:30	1:29	0:01	1:31	1:26	0:05	1:00	1:00	0:00
The Hits	7:24	6:40	0:44	9:11	8:31	0:40	6:17	5:45	0:31	5:06	5:04	0:02	7:46	6:17	1:29	8:46	6:18	2:27	1:47	1:53	-0:06	9:34	7:20	2:14
The Sound	9:59	8:54	1:05	4:08	4:32	-0:23	6:46	6:20	0:25	5:23	4:57	0:25	10:12	6:23	3:49	14:51	10:40	4:10	12:48	12:49	-0:00	4:07	2:55	1:12
ZM	7:44	7:37	0:07	6:13	5:55	0:17	7:59	7:59	-0:00	8:04	8:16	-0:11	7:31	7:48	-0:16	9:55	10:15	-0:19	12:25	14:04	-1:38	7:51	7:27	0:24
MediaWorks Combo	14:56	13:55	1:01	13:22	12:15	1:07	12:04	11:56	0:08	13:27	12:45	0:42	14:38	13:08	1:30	17:05	15:49	1:16	15:54	16:15	-0:21	10:42	8:35	2:06
NZME Combo	12:07	11:09	0:58	8:55	9:04	-0:09	8:32	8:11	0:20	8:53	8:11	0:42	10:18	8:21	1:57	14:26	12:01	2:25	14:44	14:40	0:04	10:08	9:40	0:28
All Commercial Radio	17:58	17:03	0:55	15:56	15:31	0:25	14:49	15:24	-0:35	15:50	15:29	0:20	17:23	15:56	1:26	19:40	18:17	1:23	19:03	19:09	-0:05	15:51	14:26	1:24
Potential (000)	154.2	154.2	0.0	35.3	35.3	0.0	49.5	50.2	-0.7	44.7	44.7	0.0	64.8	64.8	0.0	41.6	41.6	0.0	39.3	39.3	0.0	27.0	26.2	0.8
Sample	850	927	-77	168	182	-14	296	332	-36	274	313	-39	367	404	-37	225	220	5	230	239	-9	166	179	-13

MediaWorks Combo: Breeze, Channel X (from S2 2024), Edge, George FM, Magic, Mai FM, More FM, Rock, The Sound or internet only listening to Humm FM

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



# MANAWATU COMMERCIAL RADIO - SURVEY 2 2024

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

Survey Comparisons: 1/2024 - 2/2024

This Survey Period: Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024

Last Survey Period: Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 2024

	This	Last	+/-
Potential (000)	154.2	154.2	0.0
Sample Size	850	927	-77

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

MediaWorks Combo: Breeze, Channel X (from S2 2024), Edge, George FM, Magic, Mai FM, More FM, Rock, The Sound or internet only listening to Humm FM

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