



# MANAWATU COMMERCIAL RADIO - SURVEY 3 2022

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

Survey Comparisons: 2/2022 - 3/2022

This 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

Last Survey Period: Sun Jun 20 to Sat Nov 6 2021 & Sun Jan 30 to Sat Jun 18 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	12.3	11.4	0.9	4	7.0	6.5	0.5	9.7	7.8	1.9	7.1	5.6	1.5	14.7	12.4	2.3	20.1	16.4	3.7	12.4	11.4	1.0	8.0	8.1	-0.1
Coast	4.3	4.5	-0.2	9	0.2	0.2	0.0	1.1	2.0	-0.9	1.1	2.4	-1.3	2.3	3.1	-0.8	6.6	7.5	-0.9	9.9	9.6	0.3	0.3	0.9	-0.6
Edge	5.4	5.6	-0.2	8	11.1	15.5	-4.4	11.1	10.0	1.1	9.1	6.6	2.5	6.8	5.4	1.4	2.7	3.0	-0.3	1.1	1.8	-0.7	3.2	2.5	0.7
George FM	0.4	0.5	-0.1	17	0.6	0.6	0.0	1.2	0.9	0.3	1.0	0.9	0.1	0.6	0.8	-0.2	*	0.3	*	0.2	0.2	0.0	0.1	0.8	-0.7
Gold Sport**	0.1	0.1	0.0	19	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.2	*	*	0.2	0.1	0.1	0.5	0.2	0.3
Kia Ora FM	0.7	0.5	0.2	16	2.5	1.8	0.7	0.4	0.3	0.1	0.6	0.7	-0.1	0.3	0.4	-0.1	0.1	0.1	0.0	0.1	0.1	0.0	0.7	0.9	-0.2
Life FM	1.1	1.4	-0.3	13	1.3	2.8	-1.5	1.9	1.4	0.5	1.9	1.7	0.2	1.3	1.3	0.0	0.4	0.5	-0.1	1.0	1.1	-0.1	2.2	1.8	0.4
Magic	7.2	7.5	-0.3	6	4.7	5.3	-0.6	1.9	2.0	-0.1	1.3	1.2	0.1	3.1	2.7	0.4	7.6	7.5	0.1	13.2	15.4	-2.2	8.0	6.3	1.7
Mai FM	3.2	3.4	-0.2	12	12.0	12.2	-0.2	7.2	9.1	-1.9	1.9	3.3	-1.4	2.1	3.0	-0.9	1.2	1.3	-0.1	*	*	*	5.9	5.8	0.1
More FM	12.9	13.7	-0.8	2	21.5	19.1	2.4	12.9	12.5	0.4	9.2	11.0	-1.8	11.8	14.5	-2.7	11.4	14.4	-3.0	9.2	8.6	0.6	19.4	19.8	-0.4
Newstalk ZB	12.7	12.7	0.0	3	1.1	1.0	0.1	5.5	4.7	0.8	6.4	5.2	1.2	4.6	4.4	0.2	7.7	8.1	-0.4	20.1	18.4	1.7	7.6	9.0	-1.4
Radio Hauraki	0.8	1.1	-0.3	15	*	0.1	*	1.6	1.8	-0.2	2.5	2.8	-0.3	1.5	2.2	-0.7	0.5	1.3	-0.8	0.5	0.7	-0.2	1.0	1.4	-0.4
Rhema	0.9	0.8	0.1	14	1.3	0.6	0.7	1.2	0.3	0.9	0.4	0.2	0.2	0.2	0.1	0.1	0.9	1.5	-0.6	1.8	1.9	-0.1	0.1	0.1	0.0
Rock	13.5	12.0	1.5	1	11.9	12.3	-0.4	14.9	15.0	-0.1	20.7	19.8	0.9	24.4	21.4	3.0	17.8	14.4	3.4	2.5	3.1	-0.6	16.9	14.4	2.5
SENZ Sport	0.3	n.a.	*	18	*	n.a.	*	*	n.a.	*	0.4	n.a.	*	0.4	n.a.	*	0.3	n.a.	*	0.4	n.a.	*	0.7	n.a.	*
The Hits	3.4	3.6	-0.2	11	7.0	6.4	0.6	4.7	4.6	0.1	5.6	5.7	-0.1	3.8	3.8	0.0	1.8	2.7	-0.9	1.4	2.9	-1.5	3.4	2.1	1.3
The Sound	8.1	7.7	0.4	5	6.7	5.3	1.4	5.2	6.3	-1.1	7.9	8.5	-0.6	6.2	7.5	-1.3	8.1	8.2	-0.1	13.8	11.8	2.0	7.6	8.9	-1.3
Today FM*	3.8	4.2	-0.4	10	0.1	0.1	0.0	0.9	0.6	0.3	1.6	1.3	0.3	2.2	2.1	0.1	8.7	8.4	0.3	9.4	9.3	0.1	2.5	3.1	-0.6
ZM	7.2	7.3	-0.1	6	10.2	9.0	1.2	17.6	19.6	-2.0	18.4	19.5	-1.1	11.2	12.2	-1.0	2.4	2.9	-0.5	1.7	2.0	-0.3	10.5	10.8	-0.3
MediaWorks Combo	66.8	66.1	0.7		75.5	76.9	-1.4	65.0	64.2	0.8	59.7	58.4	1.3	72.0	69.7	2.3	77.6	73.8	3.8	61.8	61.7	0.1	71.6	69.8	1.8
NZME Combo	28.4	29.3	-0.9		18.5	16.5	2.0	30.6	32.8	-2.2	34.2	35.7	-1.5	23.4	25.8	-2.4	19.2	22.6	-3.4	33.8	33.6	0.2	23.3	24.4	-1.1
Potential (000)	151.1	151.1	0.0		35.3	35.3	0.0	48.3	48.9	-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	26.1	24.5	1.6
Sample	807	801	6		146	151	-5	223	222	1	225	220	5	309	316	-7	211	225	-14	255	259	-4	141	139	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 (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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This 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

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

	This	Last	+/-
Potential (000)	151.1	151.1	0.0
Sample Size	807	801	6

	Breakfast				Morning			Afternoon			Drive			Night			Mid Dawn			Weekend		
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	11.0	10.6	0.4	4	11.1	10.8	0.3	12.8	11.7	1.1	13.5	11.4	2.1	9.0	9.8	-0.8	4.4	5.2	-0.8	15.4	13.8	1.6
Coast	3.6	3.9	-0.3	10	6.4	6.8	-0.4	3.5	3.9	-0.4	3.0	3.8	-0.8	1.7	0.7	1.0	0.5	0.6	-0.1	5.7	5.8	-0.1
Edge	5.7	6.7	-1.0	9	3.7	3.5	0.2	5.9	5.8	0.1	4.4	5.3	-0.9	4.9	5.0	-0.1	2.3	1.0	1.3	6.9	7.1	-0.2
George FM	0.3	0.2	0.1	16	0.8	1.2	-0.4	0.3	0.3	0.0	0.4	0.4	0.0	0.3	0.3	0.0	0.7	0.3	0.4	0.4	0.4	0.0
Gold Sport**	0.3	0.1	0.2	16	*	*	*	0.1	0.1	0.0	0.3	0.1	0.2	*	*	*	*	*	*	*	*	*
Kia Ora FM	1.0	0.8	0.2	13	0.1	0.1	0.0	0.9	0.8	0.1	0.4	0.5	-0.1	0.1	0.1	0.0	0.3	0.4	-0.1	0.9	0.4	0.5
Life FM	0.7	1.3	-0.6	14	1.2	1.3	-0.1	1.7	1.6	0.1	1.2	1.7	-0.5	0.2	0.2	0.0	0.7	0.4	0.3	1.0	1.5	-0.5
Magic	6.1	7.2	-1.1	7	7.0	7.7	-0.7	6.2	6.1	0.1	7.4	6.7	0.7	5.7	6.4	-0.7	8.8	8.3	0.5	9.1	9.5	-0.4
Mai FM	3.2	3.3	-0.1	11	4.8	4.6	0.2	4.2	5.1	-0.9	3.1	3.3	-0.2	1.7	0.7	1.0	1.0	1.8	-0.8	2.0	2.2	-0.2
More FM	13.8	13.6	0.2	2	12.8	13.6	-0.8	14.1	16.2	-2.1	12.0	11.9	0.1	11.0	7.0	4.0	9.8	16.3	-6.5	12.4	13.4	-1.0
Newstalk ZB	18.6	17.7	0.9	1	8.3	7.8	0.5	6.9	7.2	-0.3	11.0	9.6	1.4	22.0	22.4	-0.4	27.5	32.1	-4.6	12.5	12.8	-0.3
Radio Hauraki	0.7	0.7	0.0	14	0.7	0.9	-0.2	0.7	0.9	-0.2	1.6	2.6	-1.0	0.4	1.7	-1.3	*	2.4	*	0.7	0.8	-0.1
Rhema	0.2	0.6	-0.4	19	0.9	1.4	-0.5	0.8	0.6	0.2	0.9	0.5	0.4	2.4	0.6	1.8	4.4	0.3	4.1	0.7	0.8	-0.1
Rock	13.2	11.7	1.5	3	16.6	14.7	1.9	15.8	13.9	1.9	14.7	12.6	2.1	9.5	9.9	-0.4	18.6	15.8	2.8	8.7	8.0	0.7
SENZ Sport	0.3	n.a.	*	16	0.2	n.a.	*	0.2	n.a.	*	0.2	n.a.	*	0.2	n.a.	*	*	n.a.	*	0.4	n.a.	*
The Hits	1.5	1.5	0.0	12	2.9	3.8	-0.9	4.1	4.0	0.1	3.6	4.3	-0.7	6.2	6.4	-0.2	2.7	2.5	0.2	4.0	4.2	-0.2
The Sound	5.8	6.8	-1.0	8	9.4	8.1	1.3	11.1	9.1	2.0	10.7	11.3	-0.6	5.2	5.3	-0.1	2.3	1.6	0.7	6.8	6.9	-0.1
Today FM*	6.3	4.9	1.4	6	2.1	3.3	-1.2	1.4	2.5	-1.1	2.4	4.0	-1.6	7.7	11.7	-4.0	6.5	1.2	5.3	4.7	4.9	-0.2
ZM	6.8	7.1	-0.3	5	8.8	8.3	0.5	7.9	8.7	-0.8	7.6	7.8	-0.2	8.5	7.8	0.7	6.9	7.1	-0.2	5.3	5.1	0.2
MediaWorks Combo	65.4	65.1	0.3		68.2	67.4	0.8	71.9	70.7	1.2	68.4	66.9	1.5	54.9	56.1	-1.2	54.3	51.5	2.8	66.5	66.2	0.3
NZME Combo	31.4	31.1	0.3		27.2	27.7	-0.5	23.3	24.7	-1.4	27.1	28.2	-1.1	38.8	39.0	-0.2	37.7	44.7	-7.0	28.3	28.7	-0.4

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 (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

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

Survey Comparisons: 2/2022 - 3/2022

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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	25.6	25.3	0.3	2	3.6	3.1	0.5	7.8	8.0	-0.2	6.5	7.6	-1.1	12.3	12.4	-0.1	10.3	8.5	1.8	8.5	8.4	0.1	4.6	3.9	0.7
Coast	9.0	10.1	-1.1	11	0.8	0.6	0.2	1.6	2.8	-1.2	1.2	3.0	-1.8	2.6	4.4	-1.8	3.7	3.6	0.1	4.6	4.6	0.0	0.2	0.3	-0.1
Edge	20.2	18.9	1.3	6	7.5	6.7	0.8	9.6	9.0	0.6	7.5	6.5	1.0	10.2	9.2	1.0	3.8	4.2	-0.4	2.6	3.0	-0.4	3.6	2.9	0.7
George FM	2.4	1.9	0.5	17	1.1	0.4	0.7	1.6	1.2	0.4	0.8	1.1	-0.3	0.8	1.2	-0.4	0.1	0.1	0.0	0.5	0.3	0.2	0.2	0.3	-0.1
Gold Sport**	1.3	1.1	0.2	19	*	*	*	0.4	0.4	0.0	0.4	0.4	0.0	0.6	0.5	0.1	0.4	0.2	0.2	0.6	0.5	0.1	0.5	0.4	0.1
Kia Ora FM	4.5	3.3	1.2	15	2.2	1.3	0.9	1.5	0.8	0.7	1.4	1.4	0.0	1.7	1.5	0.2	0.8	0.6	0.2	0.6	0.5	0.1	0.5	0.6	-0.1
Life FM	4.1	3.9	0.2	16	0.8	1.3	-0.5	2.3	1.2	1.1	2.3	1.4	0.9	2.7	1.9	0.8	0.7	0.7	0.0	0.6	0.7	-0.1	0.7	0.6	0.1
Magic	10.9	12.1	-1.2	9	0.7	0.8	-0.1	1.3	1.0	0.3	1.4	1.1	0.3	2.3	2.1	0.2	3.3	4.1	-0.8	6.2	7.4	-1.2	2.0	1.7	0.3
Mai FM	8.8	9.8	-1.0	12	4.4	4.1	0.3	4.7	5.3	-0.6	3.2	4.3	-1.1	4.3	5.5	-1.2	1.1	1.4	-0.3	*	0.2	*	3.7	3.6	0.1
More FM	30.9	30.3	0.6	1	10.2	8.5	1.7	11.8	10.3	1.5	9.7	9.5	0.2	14.9	14.8	0.1	7.9	8.8	-0.9	5.2	5.8	-0.6	7.9	7.0	0.9
Newstalk ZB	21.2	20.7	0.5	5	0.4	0.4	0.0	4.4	5.1	-0.7	5.1	5.2	-0.1	6.8	7.0	-0.2	6.1	6.0	0.1	9.3	7.9	1.4	2.8	3.2	-0.4
Radio Hauraki	4.7	5.8	-1.1	14	0.6	0.6	0.0	2.5	2.6	-0.1	2.9	3.0	-0.1	3.1	3.9	-0.8	1.2	2.2	-1.0	1.1	1.4	-0.3	1.1	1.4	-0.3
Rhema	4.9	3.7	1.2	13	1.1	0.8	0.3	2.2	0.8	1.4	1.5	0.8	0.7	1.5	0.8	0.7	1.2	1.5	-0.3	2.0	2.0	0.0	*	0.2	*
Rock	23.4	22.5	0.9	3	5.2	5.9	-0.7	11.3	10.3	1.0	12.4	11.4	1.0	16.6	14.7	1.9	5.5	4.7	0.8	1.6	1.9	-0.3	4.7	4.0	0.7
SENZ Sport	1.7	n.a.	*	18	0.1	n.a.	*	*	n.a.	*	0.1	n.a.	*	0.5	n.a.	*	1.2	n.a.	*	0.9	n.a.	*	0.1	n.a.	*
The Hits	16.4	15.5	0.9	8	4.5	3.9	0.6	5.6	5.0	0.6	7.3	6.9	0.4	9.1	8.3	0.8	4.1	3.6	0.5	2.7	3.1	-0.4	4.1	2.9	1.2
The Sound	18.9	18.0	0.9	7	2.9	2.5	0.4	5.0	5.0	0.0	6.0	6.2	-0.2	9.7	9.9	-0.2	7.9	7.4	0.5	6.3	5.7	0.6	3.4	3.5	-0.1
Today FM*	10.1	10.4	-0.3	10	0.5	0.4	0.1	1.8	1.4	0.4	3.2	2.9	0.3	4.8	4.5	0.3	4.9	4.7	0.2	4.6	4.4	0.2	2.6	2.5	0.1
ZM	21.8	20.1	1.7	4	7.3	6.1	1.2	12.3	11.9	0.4	12.1	11.0	1.1	13.2	12.3	0.9	2.3	2.9	-0.6	1.3	1.7	-0.4	5.0	5.0	0.0
MediaWorks Combo	91.4	93.3	-1.9		20.9	20.9	0.0	30.3	30.0	0.3	29.0	29.3	-0.3	43.9	43.1	0.8	27.2	27.1	0.1	23.2	24.4	-1.2	19.4	17.8	1.6
NZME Combo	62.8	61.5	1.3		12.1	10.1	2.0	20.8	22.1	-1.3	22.0	22.7	-0.7	28.0	29.2	-1.2	15.2	15.8	-0.6	17.1	16.5	0.6	11.3	11.1	0.2
All Commercial Radio	119.8	119.1	0.7		26.4	25.9	0.5	39.9	39.4	0.5	37.8	37.6	0.2	53.9	53.2	0.7	33.4	33.3	0.1	31.7	31.7	0.0	22.4	21.2	1.2
Potential (000)	151.1	151.1	0.0		35.3	35.3	0.0	48.3	48.9	-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	26.1	24.5	1.6
Sample	807	801	6		146	151	-5	223	222	1	225	220	5	309	316	-7	211	225	-14	255	259	-4	141	139	2

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	This	Last	+/-
Potential (000)	151.1	151.1	0.0
Sample Size	807	801	6

	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	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-			
Breeze	11.1	9.8	1.3	5	11.1	11.1	0.0	13.8	13.1	0.7	12.4	10.1	2.3	4.6	5.0	-0.4	1.6	2.2	-0.6	15.6	14.6	1.0						
Coast	4.3	5.5	-1.2	11	5.4	6.9	-1.5	5.3	5.3	0.0	4.3	5.0	-0.7	1.0	0.8	0.2	0.6	0.7	-0.1	5.4	4.9	0.5						
Edge	9.3	9.8	-0.5	6	6.2	4.5	1.7	8.7	8.2	0.5	7.8	7.7	0.1	4.3	2.9	1.4	1.3	0.8	0.5	12.8	12.2	0.6						
George FM	1.0	0.8	0.2	17	1.3	0.7	0.6	0.8	1.1	-0.3	0.7	0.6	0.1	0.3	0.2	0.1	0.3	0.1	0.2	0.9	0.7	0.2						
Gold Sport**	0.6	0.5	0.1	19	0.2	0.3	-0.1	0.4	0.4	0.0	0.5	0.4	0.1	*	*	*	*	*	*	0.1	0.1	0.0						
Kia Ora FM	1.2	1.2	0.0	15	0.3	0.5	-0.2	2.1	1.8	0.3	0.7	0.8	-0.1	0.2	0.2	0.0	0.3	0.3	0.0	2.4	1.6	0.8						
Life FM	1.6	2.0	-0.4	13	1.3	1.7	-0.4	2.7	2.4	0.3	1.4	1.7	-0.3	0.3	0.2	0.1	0.4	0.3	0.1	2.2	2.8	-0.6						
Magic	5.6	6.1	-0.5	9	5.7	5.9	-0.2	6.5	6.4	0.1	5.8	5.2	0.6	2.2	2.3	-0.1	1.1	1.0	0.1	8.4	9.0	-0.6						
Mai FM	5.1	5.3	-0.2	10	5.2	4.9	0.3	4.7	5.1	-0.4	3.0	3.6	-0.6	1.4	1.4	0.0	0.7	1.0	-0.3	5.2	6.1	-0.9						
More FM	20.1	20.5	-0.4	1	15.4	16.5	-1.1	17.0	18.0	-1.0	16.2	16.3	-0.1	4.8	5.6	-0.8	2.7	4.0	-1.3	20.4	20.6	-0.2						
Newstalk ZB	16.7	14.3	2.4	2	11.2	8.9	2.3	11.9	11.4	0.5	10.2	8.6	1.6	7.3	7.2	0.1	6.4	6.9	-0.5	15.6	14.8	0.8						
Radio Hauraki	1.5	1.6	-0.1	14	1.4	1.9	-0.5	2.5	2.5	0.0	3.3	4.0	-0.7	0.1	0.7	-0.6	0.1	0.7	-0.6	2.3	2.1	0.2						
Rhema	0.9	1.6	-0.7	18	1.0	1.3	-0.3	2.5	2.0	0.5	1.8	1.4	0.4	1.3	0.8	0.5	1.6	0.3	1.3	3.1	2.6	0.5						
Rock	15.8	14.3	1.5	3	13.0	11.2	1.8	13.9	12.7	1.2	13.4	11.8	1.6	4.7	4.4	0.3	2.9	2.6	0.3	12.8	13.6	-0.8						
SENZ Sport	1.2	n.a.	*	15	0.5	n.a.	*	0.5	n.a.	*	0.5	n.a.	*	0.2	n.a.	*	*	n.a.	*	0.8	n.a.	*						
The Hits	3.6	4.2	-0.6	12	4.7	6.9	-2.2	7.8	8.0	-0.2	6.1	6.5	-0.4	3.5	2.9	0.6	1.0	1.0	0.0	8.0	7.3	0.7						
The Sound	8.8	9.9	-1.1	7	8.5	8.1	0.4	13.0	11.3	1.7	9.9	10.1	-0.2	3.4	3.7	-0.3	1.7	1.3	0.4	9.7	9.8	-0.1						
Today FM*	6.2	5.8	0.4	8	4.1	5.1	-1.0	3.9	4.9	-1.0	3.6	4.5	-0.9	0.9	1.8	-0.9	1.2	1.0	0.2	5.2	5.0	0.2						
ZM	12.4	11.4	1.0	4	12.9	10.1	2.8	10.9	9.8	1.1	10.7	9.5	1.2	4.3	3.4	0.9	1.4	1.3	0.1	11.8	11.7	0.1						
MediaWorks Combo	66.6	66.4	0.2		58.1	56.4	1.7	62.0	62.2	-0.2	56.6	56.1	0.5	23.3	23.0	0.3	12.5	13.4	-0.9	72.2	73.2	-1.0						
NZME Combo	37.6	35.1	2.5		34.9	32.2	2.7	36.5	34.2	2.3	33.1	32.0	1.1	16.1	14.9	1.2	9.0	10.2	-1.2	40.5	38.6	1.9						
All Commercial Radio	93.5	92.8	0.7		83.1	80.3	2.8	91.2	88.3	2.9	81.4	80.7	0.7	36.9	36.6	0.3	22.1	23.1	-1.0	100.3	100.3	0.0						

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 (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 3 2022

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

Survey Comparisons: 2/2022 - 3/2022

This 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

Last Survey Period: Sun Jun 20 to Sat Nov 6 2021 & Sun Jan 30 to Sat Jun 18 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	10:16	9:16	0:59	8:08	7:51	0:16	7:07	5:12	1:55	5:32	3:38	1:54	10:40	8:28	2:12	13:57	13:22	0:35	9:23	8:31	0:51	5:25	6:21	-0:55
Coast	10:08	9:15	0:53	1:00	1:00	0:00	3:50	3:43	0:07	4:44	3:56	0:48	7:54	6:08	1:45	12:34	14:22	-1:48	13:45	13:02	0:43	3:25	8:13	-4:48
Edge	5:39	6:07	-0:27	6:12	8:41	-2:28	6:34	5:58	0:36	6:08	4:58	1:09	5:58	4:58	1:00	5:04	4:57	0:07	2:46	3:53	-1:07	2:48	2:40	0:08
George FM	3:56	5:12	-1:16	2:21	5:20	-2:59	4:04	4:02	0:01	6:54	4:23	2:31	6:54	5:37	1:16	0:15	15:00	-14:45	2:56	3:15	-0:18	1:15	7:00	-5:45
Gold Sport**	1:45	1:00	0:44	*	*	*	1:32	1:31	0:01	1:32	1:31	0:01	1:21	1:20	0:00	3:16	1:00	2:16	2:19	0:48	1:30	3:09	1:31	1:38
Kia Ora FM	3:06	3:08	-0:01	4:41	5:13	-0:32	1:32	1:53	-0:20	2:09	2:27	-0:17	1:50	2:20	-0:30	0:33	0:39	-0:06	0:58	0:40	0:17	4:33	4:50	-0:17
Life FM	5:39	7:16	-1:37	7:04	8:18	-1:14	4:36	6:11	-1:35	4:18	6:05	-1:46	4:14	5:50	-1:35	4:04	5:05	-1:00	10:49	9:54	0:54	9:12	9:16	-0:03
Magic	14:09	12:47	1:21	29:16	26:25	2:51	8:19	10:33	-2:14	4:51	5:33	-0:42	12:07	11:08	0:59	16:22	12:42	3:40	13:40	13:10	0:29	12:15	11:10	1:04
Mai FM	7:50	7:14	0:35	11:16	11:10	0:06	8:44	9:10	-0:26	2:59	3:48	-0:48	4:17	4:37	-0:19	8:07	6:21	1:45	*	0:15	*	4:55	4:58	-0:02
More FM	8:52	9:17	-0:25	8:49	8:25	0:23	6:13	6:26	-0:13	4:47	5:42	-0:55	7:08	8:21	-1:13	10:17	11:17	-0:59	11:33	9:18	2:15	7:37	8:33	-0:55
Newstalk ZB	12:46	12:39	0:07	10:10	9:50	0:19	7:05	4:53	2:12	6:22	4:56	1:25	6:07	5:20	0:46	9:03	9:23	-0:20	14:01	14:34	-0:33	8:24	8:33	-0:09
Radio Hauraki	3:31	3:59	-0:27	0:19	0:20	-0:01	3:38	3:42	-0:04	4:24	4:37	-0:12	4:20	4:45	-0:25	2:59	4:09	-1:10	2:53	3:20	-0:26	2:48	3:03	-0:14
Rhema	4:06	4:17	-0:10	5:01	3:09	1:51	3:03	2:08	0:55	1:23	1:13	0:10	1:23	1:13	0:10	5:44	7:00	-1:16	5:43	5:52	-0:08	4:15	1:46	2:28
Rock	12:16	11:00	1:15	9:35	7:43	1:51	7:29	7:44	-0:15	8:32	8:34	-0:02	13:11	12:24	0:46	23:16	21:26	1:49	10:12	10:25	-0:12	11:04	11:02	0:02
SENZ Sport	3:22	n.a.	*	0:30	n.a.	*	*	n.a.	-0:15	35:15	n.a.	*	5:52	n.a.	*	1:57	n.a.	*	2:34	n.a.	*	35:15	n.a.	*
The Hits	4:23	4:48	-0:24	6:33	6:08	0:24	4:47	4:55	-0:08	3:56	4:06	-0:09	3:40	3:51	-0:10	3:11	5:13	-2:02	3:19	5:49	-2:30	2:35	2:13	0:21
The Sound	9:08	8:47	0:20	9:43	7:53	1:49	5:59	6:44	-0:44	6:44	6:44	0:00	5:43	6:29	-0:46	7:17	7:39	-0:22	14:08	13:11	0:56	6:58	7:49	-0:51
Today FM*	8:05	8:16	-0:11	0:37	0:35	0:01	2:50	2:29	0:21	2:29	2:12	0:16	4:09	3:53	0:16	12:38	12:18	0:19	13:10	13:12	-0:02	2:53	3:47	-0:53
ZM	7:03	7:27	-0:24	5:49	5:28	0:20	8:08	8:50	-0:41	7:46	8:43	-0:57	7:34	8:26	-0:52	7:27	7:07	0:20	8:40	7:29	1:11	6:27	6:34	-0:06
MediaWorks Combo	15:35	14:34	1:01	15:04	13:44	1:20	12:13	11:24	0:48	10:29	9:50	0:38	14:41	13:45	0:55	20:22	18:56	1:26	17:13	15:56	1:16	11:25	11:56	-0:30
NZME Combo	9:39	9:48	-0:08	6:24	6:05	0:19	8:21	7:55	0:26	7:53	7:45	0:08	7:30	7:32	-0:02	9:00	9:56	-0:55	12:47	12:51	-0:04	6:25	6:40	-0:15
All Commercial Radio	17:48	17:17	0:31	15:49	14:26	1:23	14:16	13:32	0:43	13:29	13:08	0:21	16:37	16:00	0:37	21:22	20:52	0:30	20:24	19:55	0:29	13:51	14:19	-0:28
Potential (000)	151.1	151.1	0.0	35.3	35.3	0.0	48.3	48.9	-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	26.1	24.5	1.6
Sample	807	801	6	146	151	-5	223	222	1	225	220	5	309	316	-7	211	225	-14	255	259	-4	141	139	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 (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 3 2022

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

Survey Comparisons: 2/2022 - 3/2022

This 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

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

	This	Last	+/-
Potential (000)	151.1	151.1	0.0
Sample Size	807	801	6

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

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 (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