



# MANAWATU COMMERCIAL RADIO - SURVEY 3 2023

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

Survey Comparisons: 2/2023 - 3/2023

This Survey Period: Sun Sep 4 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023

Last Survey Period: Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 2023

	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	11.2	0.2	3	2.5	2.6	-0.1	4.7	6.8	-2.1	11.5	12.5	-1.0	11.5	12.9	-1.4	15.3	16.3	-1.0	16.5	15.3	1.2	6.3	8.2	-1.9
Coast	3.9	2.6	1.3	11	0.6	0.1	0.5	0.7	0.7	0.0	1.3	1.3	0.0	1.9	2.3	-0.4	8.7	4.5	4.2	9.5	5.1	4.4	2.3	2.6	-0.3
Edge	6.0	5.4	0.6	7	14.6	12.1	2.5	5.7	5.6	0.1	5.8	5.9	-0.1	5.6	5.2	0.4	4.4	3.3	1.1	2.7	2.3	0.4	8.1	6.8	1.3
George FM	1.7	1.4	0.3	12	1.4	1.8	-0.4	4.3	2.5	1.8	3.5	1.5	2.0	3.3	2.4	0.9	1.3	2.0	-0.7	*	*	*	0.2	0.3	-0.1
Gold Sport	0.6	0.6	0.0	16	*	*	*	*	*	*	*	*	*	1.3	1.2	0.1	1.7	2.0	-0.3	*	0.4	*	*	0.6	*
Kia Ora FM	0.5	0.2	0.3	17	0.1	0.5	-0.4	0.2	0.2	0.0	0.3	0.2	0.1	1.1	0.2	0.9	1.2	0.2	1.0	*	*	*	1.8	0.5	1.3
Life FM	1.6	1.6	0.0	13	5.3	4.0	1.3	1.5	2.3	-0.8	1.6	2.2	-0.6	1.2	1.7	-0.5	0.3	0.4	-0.1	0.2	0.2	0.0	3.5	4.3	-0.8
Magic	6.5	6.1	0.4	6	1.3	1.4	-0.1	1.5	1.7	-0.2	1.1	1.1	0.0	1.2	1.3	-0.1	6.5	5.9	0.6	14.1	12.9	1.2	3.5	3.4	0.1
Mai FM	7.8	6.3	1.5	5	16.9	16.4	0.5	15.2	10.0	5.2	11.9	8.0	3.9	10.0	6.1	3.9	3.5	1.8	1.7	0.8	1.1	-0.3	7.3	6.9	0.4
More FM	11.3	13.1	-1.8	4	12.5	15.6	-3.1	6.6	9.5	-2.9	8.7	10.0	-1.3	10.0	10.6	-0.6	16.5	18.3	-1.8	13.8	17.7	-3.9	19.6	20.5	-0.9
Newstalk ZB	11.5	11.5	0.0	2	0.3	0.1	0.2	2.2	1.0	1.2	2.3	1.2	1.1	2.6	1.9	0.7	7.8	9.1	-1.3	21.1	21.9	-0.8	8.3	6.1	2.2
Radio Hauraki	0.8	0.4	0.4	15	0.8	0.1	0.7	1.9	0.5	1.4	1.3	0.4	0.9	1.4	0.9	0.5	0.7	0.9	-0.2	0.1	*	*	3.7	2.1	1.6
Rhema	1.4	1.7	-0.3	14	1.1	1.5	-0.4	0.3	1.0	-0.7	0.8	1.1	-0.3	0.6	0.8	-0.2	2.1	2.4	-0.3	3.0	3.7	-0.7	0.5	0.6	-0.1
Rock	12.1	14.5	-2.4	1	14.0	11.0	3.0	27.3	33.8	-6.5	24.4	32.0	-7.6	21.0	26.8	-5.8	7.1	7.8	-0.7	1.2	1.9	-0.7	6.3	7.5	-1.2
SENZ Sport	*	0.1	*	*	*	*	*	*	*	*	*	*	*	*	0.1	*	*	0.3	*	0.1	0.2	-0.1	*	*	*
The Hits	5.9	6.1	-0.2	8	13.3	14.1	-0.8	7.4	7.9	-0.5	6.5	7.0	-0.5	7.2	6.9	0.3	4.2	3.4	0.8	0.6	0.7	-0.1	6.9	5.3	1.6
The Sound	5.4	6.3	-0.9	10	3.0	8.1	-5.1	2.3	3.3	-1.0	3.4	3.4	0.0	3.8	4.1	-0.3	7.7	8.6	-0.9	10.6	10.5	0.1	5.6	7.9	-2.3
ZM	5.5	5.6	-0.1	9	7.8	6.9	0.9	11.3	9.4	1.9	9.4	9.1	0.3	7.7	8.3	-0.6	3.6	4.7	-1.1	2.1	2.2	-0.1	7.9	9.5	-1.6
MediaWorks Combo	62.3	64.3	-2.0		66.2	69.0	-2.8	67.7	73.2	-5.5	70.3	74.4	-4.1	66.5	69.5	-3.0	62.3	64.0	-1.7	59.7	61.8	-2.1	56.9	61.5	-4.6
NZME Combo	28.5	27.3	1.2		24.6	23.6	1.0	23.5	19.6	3.9	20.9	19.2	1.7	22.2	21.5	0.7	26.7	24.6	2.1	33.4	30.3	3.1	29.4	26.3	3.1
Potential (000)	152.4	152.4	0.0		35.2	35.2	0.0	50.0	50.5	-0.5	43.7	43.7	0.0	63.9	63.9	0.0	41.8	41.8	0.0	39.0	39.0	0.0	23.0	23.6	-0.6
Sample	891	828	63		163	146	17	297	257	40	283	249	34	367	322	45	214	191	23	248	241	7	156	142	14

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 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)	152.4	152.4	0.0
Sample Size	891	828	63

	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	10.1	9.9	0.2	3	13.7	13.4	0.3	11.1	11.8	-0.7	10.0	8.9	1.1	6.9	6.7	0.2	17.8	14.6	3.2	11.5	11.9	-0.4
Coast	3.3	2.8	0.5	11	5.1	2.8	2.3	4.8	2.5	2.3	3.5	1.8	1.7	1.7	1.8	-0.1	5.3	0.5	4.8	3.1	3.4	-0.3
Edge	7.4	7.4	0.0	7	5.9	4.8	1.1	5.3	3.8	1.5	5.6	5.0	0.6	1.8	2.2	-0.4	11.5	12.5	-1.0	6.0	5.5	0.5
George FM	3.1	1.3	1.8	12	1.4	2.1	-0.7	1.5	1.9	-0.4	3.1	1.2	1.9	*	*	*	0.1	0.7	-0.6	1.0	1.0	0.0
Gold Sport	0.8	1.0	-0.2	14	0.9	0.8	0.1	0.3	0.2	0.1	0.4	0.8	-0.4	1.6	1.4	0.2	1.0	1.1	-0.1	0.2	0.2	0.0
Kia Ora FM	0.8	0.2	0.6	14	0.1	0.1	0.0	0.4	*	*	0.9	0.2	0.7	1.3	0.2	1.1	0.2	*	*	0.3	0.5	-0.2
Life FM	1.8	1.7	0.1	13	1.4	1.4	0.0	0.7	1.2	-0.5	0.9	0.9	0.0	3.8	2.8	1.0	0.6	1.3	-0.7	2.6	2.2	0.4
Magic	3.4	3.5	-0.1	10	7.1	6.3	0.8	5.6	5.6	0.0	5.9	5.3	0.6	11.4	9.5	1.9	3.3	3.2	0.1	9.5	8.5	1.0
Mai FM	9.1	7.4	1.7	4	7.4	5.1	2.3	9.3	6.3	3.0	7.0	7.2	-0.2	2.3	3.1	-0.8	10.6	9.2	1.4	6.6	6.1	0.5
More FM	11.3	13.0	-1.7	2	8.1	10.2	-2.1	9.5	10.7	-1.2	16.1	17.7	-1.6	23.2	26.8	-3.6	8.1	11.6	-3.5	11.0	12.4	-1.4
Newstalk ZB	17.0	17.9	-0.9	1	8.9	9.1	-0.2	5.5	5.6	-0.1	8.7	8.4	0.3	20.9	19.1	1.8	22.4	18.9	3.5	12.7	12.5	0.2
Radio Hauraki	0.3	0.3	0.0	17	1.1	0.5	0.6	1.6	0.9	0.7	0.6	0.5	0.1	0.2	*	*	0.1	*	*	0.4	0.1	0.3
Rhema	0.8	0.8	0.0	14	1.6	1.9	-0.3	1.8	2.1	-0.3	1.1	1.6	-0.5	1.2	1.6	-0.4	2.4	4.7	-2.3	1.5	1.6	-0.1
Rock	9.0	11.0	-2.0	5	13.6	17.6	-4.0	14.4	17.6	-3.2	14.4	18.6	-4.2	10.3	10.2	0.1	2.9	4.9	-2.0	11.9	12.4	-0.5
SENZ Sport	0.1	0.4	-0.3	18	*	0.1	*	*	*	*	*	0.1	*	*	*	*	*	*	*	*	*	*
The Hits	4.5	4.6	-0.1	8	6.9	7.4	-0.5	9.4	9.0	0.4	5.2	5.2	0.0	2.4	2.7	-0.3	1.7	2.3	-0.6	4.3	5.2	-0.9
The Sound	3.8	4.6	-0.8	9	5.7	6.9	-1.2	6.9	9.9	-3.0	5.1	6.0	-0.9	2.1	2.3	-0.2	3.5	3.1	0.4	6.1	5.5	0.6
ZM	7.7	7.0	0.7	6	4.5	4.9	-0.4	5.2	5.5	-0.3	7.2	7.5	-0.3	1.7	2.4	-0.7	6.1	5.8	0.3	4.4	4.9	-0.5
MediaWorks Combo	57.2	58.2	-1.0		63.1	66.4	-3.3	63.5	67.5	-4.0	67.1	69.9	-2.8	58.0	61.0	-3.0	58.0	59.7	-1.7	63.6	63.3	0.3
NZME Combo	33.9	33.9	0.0		27.5	25.8	1.7	27.4	24.3	3.1	25.6	24.2	1.4	28.7	27.4	1.3	36.7	28.5	8.2	26.0	27.5	-1.5

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 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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	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	24.5	24.8	-0.3	1	3.7	3.4	0.3	4.8	5.9	-1.1	7.1	7.4	-0.3	10.6	11.1	-0.5	8.6	9.2	-0.6	7.8	7.9	-0.1	3.5	4.6	-1.1
Coast	7.1	7.1	0.0	11	0.7	0.3	0.4	0.4	0.5	-0.1	0.5	0.6	-0.1	2.3	2.6	-0.3	4.4	4.2	0.2	3.5	3.2	0.3	1.4	1.5	-0.1
Edge	18.5	19.1	-0.6	4	8.5	8.9	-0.4	7.4	8.8	-1.4	6.3	6.9	-0.6	7.8	8.4	-0.6	3.2	2.8	0.4	2.2	1.8	0.4	3.4	3.5	-0.1
George FM	4.9	3.7	1.2	13	1.6	2.1	-0.5	4.4	3.0	1.4	3.0	1.2	1.8	3.2	1.5	1.7	0.2	0.4	-0.2	*	0.1	*	0.2	0.3	-0.1
Gold Sport	1.0	0.9	0.1	17	*	*	*	*	*	*	*	*	*	0.5	0.3	0.2	0.5	0.5	0.0	0.3	0.5	-0.2	*	0.2	*
Kia Ora FM	2.7	2.8	-0.1	15	0.4	0.8	-0.4	0.6	1.1	-0.5	0.8	0.7	0.1	2.3	1.9	0.4	1.5	1.1	0.4	*	0.1	*	1.2	1.2	0.0
Life FM	4.4	4.7	-0.3	14	2.3	1.7	0.6	1.8	2.7	-0.9	1.8	2.7	-0.9	1.9	2.9	-1.0	0.2	0.3	-0.1	0.2	0.2	0.0	1.3	1.7	-0.4
Magic	13.6	13.1	0.5	10	1.4	1.6	-0.2	2.3	2.6	-0.3	2.0	2.0	0.0	3.5	3.7	-0.2	3.6	3.4	0.2	5.9	5.4	0.5	1.4	1.7	-0.3
Mai FM	14.1	12.1	2.0	9	5.5	5.2	0.3	7.6	5.9	1.7	6.1	4.7	1.4	7.5	5.4	2.1	2.4	2.1	0.3	1.2	1.5	-0.3	3.2	2.5	0.7
More FM	24.0	26.4	-2.4	2	6.5	7.7	-1.2	7.8	9.7	-1.9	6.5	7.9	-1.4	12.1	12.8	-0.7	9.6	9.1	0.5	4.7	5.3	-0.6	5.3	6.4	-1.1
Newstalk ZB	16.5	17.0	-0.5	6	0.6	0.3	0.3	2.5	1.5	1.0	2.8	2.7	0.1	4.8	4.3	0.5	5.1	4.4	0.7	7.7	8.4	-0.7	2.2	1.4	0.8
Radio Hauraki	2.5	1.3	1.2	16	0.5	0.1	0.4	1.6	0.7	0.9	1.1	0.5	0.6	1.3	0.8	0.5	0.8	0.6	0.2	0.5	0.3	0.2	1.1	0.8	0.3
Rhema	7.0	7.2	-0.2	12	2.3	2.2	0.1	0.9	1.8	-0.9	1.6	2.1	-0.5	2.2	2.8	-0.6	2.2	1.8	0.4	2.2	2.0	0.2	0.3	0.4	-0.1
Rock	21.7	24.3	-2.6	3	6.4	6.1	0.3	13.0	14.5	-1.5	10.4	12.7	-2.3	13.1	15.9	-2.8	3.7	4.2	-0.5	2.1	2.3	-0.2	3.3	4.2	-0.9
SENZ Sport	0.8	1.7	-0.9	18	0.6	0.4	0.2	*	*	*	*	*	*	*	0.3	*	0.1	1.2	-1.1	0.2	1.1	-0.9	0.1	*	*
The Hits	15.4	18.2	-2.8	7	6.1	6.6	-0.5	6.9	7.8	-0.9	4.7	6.0	-1.3	7.7	8.7	-1.0	3.9	4.7	-0.8	1.6	2.8	-1.2	2.8	3.4	-0.6
The Sound	15.0	15.6	-0.6	8	2.0	2.4	-0.4	2.8	3.9	-1.1	4.3	5.1	-0.8	5.6	6.7	-1.1	5.6	5.4	0.2	7.4	6.5	0.9	1.6	2.7	-1.1
ZM	17.1	17.9	-0.8	5	6.6	6.3	0.3	9.5	9.8	-0.3	7.5	8.2	-0.7	9.3	10.6	-1.3	2.8	3.2	-0.4	1.3	1.0	0.3	3.0	3.9	-0.9
MediaWorks Combo	88.3	86.5	1.8		21.7	22.0	-0.3	31.7	31.6	0.1	27.9	27.3	0.6	39.9	38.6	1.3	25.3	24.6	0.7	22.2	21.7	0.5	14.8	15.3	-0.5
NZME Combo	49.6	53.2	-3.6		11.3	11.3	0.0	17.2	16.9	0.3	14.4	15.4	-1.0	21.7	22.8	-1.1	14.0	14.4	-0.4	12.5	14.2	-1.7	8.9	9.3	-0.4
All Commercial Radio	115.3	115.7	-0.4		24.8	24.4	0.4	38.0	37.8	0.2	35.0	34.9	0.1	52.3	51.8	0.5	35.3	34.6	0.7	30.6	31.0	-0.4	19.1	20.2	-1.1
Potential (000)	152.4	152.4	0.0		35.2	35.2	0.0	50.0	50.5	-0.5	43.7	43.7	0.0	63.9	63.9	0.0	41.8	41.8	0.0	39.0	39.0	0.0	23.0	23.6	-0.6
Sample	891	828	63		163	146	17	297	257	40	283	249	34	367	322	45	214	191	23	248	241	7	156	142	14

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Sample Size	891	828	63

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	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	10.7	11.6	-0.9	4	11.5	10.8	0.7	10.1	10.6	-0.5	9.5	10.0	-0.5	3.2	3.1	0.1	3.0	2.4	0.6	14.7	16.4	-1.7
Coast	4.1	3.4	0.7	11	2.9	2.6	0.3	3.8	4.0	-0.2	3.1	2.8	0.3	0.9	0.6	0.3	0.7	0.2	0.5	4.1	5.1	-1.0
Edge	10.3	10.8	-0.5	5	8.6	8.7	-0.1	9.5	9.2	0.3	7.9	7.2	0.7	2.7	3.3	-0.6	3.0	3.1	-0.1	10.0	10.6	-0.6
George FM	3.3	1.5	1.8	12	1.2	1.9	-0.7	1.5	1.8	-0.3	3.6	1.8	1.8	*	*	*	0.2	0.2	0.0	0.9	0.9	0.0
Gold Sport	0.5	0.6	-0.1	18	0.6	0.5	0.1	0.6	0.3	0.3	0.4	0.5	-0.1	0.4	0.3	0.1	0.3	0.3	0.0	0.5	0.4	0.1
Kia Ora FM	1.7	0.8	0.9	15	0.8	0.6	0.2	0.6	0.3	0.3	1.2	0.9	0.3	0.5	0.2	0.3	0.2	*	*	0.7	1.1	-0.4
Life FM	2.9	2.7	0.2	13	2.1	2.1	0.0	1.5	2.0	-0.5	1.8	1.7	0.1	1.3	1.2	0.1	0.4	0.4	0.0	3.1	2.8	0.3
Magic	5.6	5.3	0.3	10	6.4	6.4	0.0	5.9	5.2	0.7	7.0	6.7	0.3	2.4	1.8	0.6	1.3	1.0	0.3	8.4	8.4	0.0
Mai FM	8.6	7.8	0.8	7	7.8	6.6	1.2	9.5	7.3	2.2	6.4	6.3	0.1	2.2	2.4	-0.2	2.6	2.2	0.4	8.7	7.8	0.9
More FM	13.3	15.2	-1.9	1	9.0	10.5	-1.5	12.9	13.7	-0.8	11.5	11.2	0.3	5.1	5.3	-0.2	2.0	2.3	-0.3	14.1	15.4	-1.3
Newstalk ZB	11.6	12.1	-0.5	2	8.1	8.8	-0.7	7.6	8.1	-0.5	8.3	7.8	0.5	6.0	5.6	0.4	3.8	3.9	-0.1	11.5	13.4	-1.9
Radio Hauraki	1.1	1.0	0.1	16	1.1	0.5	0.6	1.4	0.7	0.7	1.2	1.0	0.2	0.3	*	*	0.2	*	*	0.4	0.2	0.2
Rhema	2.7	2.7	0.0	14	2.1	2.2	-0.1	3.2	4.1	-0.9	2.1	2.6	-0.5	1.5	1.3	0.2	1.0	1.5	-0.5	3.8	4.2	-0.4
Rock	11.0	13.0	-2.0	3	11.1	13.3	-2.2	10.1	12.2	-2.1	10.8	12.2	-1.4	6.2	5.5	0.7	1.9	2.4	-0.5	12.6	12.6	0.0
SENZ Sport	0.7	1.7	-1.0	17	*	0.3	*	*	*	*	*	0.3	*	*	*	*	*	*	*	0.1	0.3	-0.2
The Hits	6.9	7.3	-0.4	8	7.7	7.4	0.3	10.3	10.2	0.1	7.6	8.3	-0.7	2.1	2.5	-0.4	1.4	1.7	-0.3	8.7	10.6	-1.9
The Sound	6.5	6.2	0.3	9	5.2	5.6	-0.4	8.0	9.0	-1.0	5.0	6.2	-1.2	3.0	2.6	0.4	2.4	2.0	0.4	8.9	8.8	0.1
ZM	8.8	9.3	-0.5	6	5.6	6.9	-1.3	9.1	10.2	-1.1	9.5	10.1	-0.6	2.6	3.8	-1.2	2.2	2.1	0.1	8.7	8.5	0.2
MediaWorks Combo	57.0	57.1	-0.1		49.9	49.3	0.6	55.8	54.6	1.2	51.3	50.6	0.7	19.7	18.9	0.8	11.8	11.5	0.3	62.6	64.4	-1.8
NZME Combo	31.4	32.5	-1.1		25.1	26.8	-1.7	30.1	31.9	-1.8	28.8	29.7	-0.9	12.4	12.8	-0.4	8.5	8.1	0.4	31.2	35.5	-4.3
All Commercial Radio	85.5	86.1	-0.6		72.4	73.4	-1.0	80.1	80.6	-0.5	76.6	75.9	0.7	32.7	31.1	1.6	19.3	20.0	-0.7	88.7	92.9	-4.2

MediaWorks Combo: Breeze, 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 3 2023

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

Survey Comparisons: 2/2023 - 3/2023

This Survey Period: Sun Sep 4 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023

Last Survey Period: Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 2023

	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	9:08	8:50	0:17	2:33	3:08	-0:34	5:36	7:00	-1:24	9:10	9:52	-0:41	9:10	9:40	-0:29	11:25	10:20	1:04	12:21	10:25	1:55	4:41	5:09	-0:28
Coast	10:51	7:08	3:42	2:50	0:52	1:57	8:34	9:00	-0:25	14:01	13:37	0:24	7:19	7:07	0:12	12:39	6:18	6:20	15:57	8:26	7:30	4:13	4:48	-0:34
Edge	6:24	5:28	0:55	6:26	5:29	0:57	4:24	3:50	0:33	5:15	4:56	0:18	6:07	5:11	0:55	8:51	6:55	1:55	7:22	6:46	0:35	6:13	5:42	0:30
George FM	6:53	7:19	-0:25	3:15	3:18	-0:03	5:41	5:00	0:41	6:38	7:20	-0:41	8:43	13:28	-4:45	36:00	28:56	7:03	*	0:15	*	3:45	3:45	0:00
Gold Sport	12:11	14:02	-1:51	*	*	*	*	*	*	*	*	*	20:52	33:45	-12:52	20:52	25:03	-4:10	0:32	3:55	-3:23	*	10:00	*
Kia Ora FM	3:31	1:28	2:02	0:58	2:19	-1:20	1:52	1:23	0:29	1:48	1:26	0:21	3:57	1:04	2:52	5:10	0:49	4:20	*	2:00	*	3:52	1:03	2:48
Life FM	7:01	6:34	0:27	8:36	9:46	-1:09	4:45	5:15	-0:30	5:07	4:40	0:27	5:14	4:47	0:27	8:12	8:19	-0:07	5:32	5:39	-0:07	7:03	7:28	-0:25
Magic	9:27	9:04	0:23	3:25	3:32	-0:07	3:50	3:52	-0:02	3:12	3:22	-0:09	2:59	3:01	-0:01	11:32	10:01	1:31	13:55	12:55	1:00	6:22	5:43	0:38
Mai FM	10:50	10:07	0:43	11:33	12:45	-1:12	11:24	10:14	1:10	11:05	9:48	1:16	11:25	9:23	2:01	9:05	4:58	4:07	3:59	3:47	0:11	5:56	8:00	-2:03
More FM	9:14	9:42	-0:27	7:13	8:09	-0:56	4:51	5:52	-1:01	7:39	7:20	0:19	7:03	6:55	0:07	11:02	11:42	-0:39	16:58	18:01	-1:02	9:36	9:12	0:24
Newstalk ZB	13:38	13:09	0:28	1:39	1:45	-0:05	5:09	3:55	1:13	4:37	2:34	2:02	4:40	3:35	1:05	9:56	11:54	-1:58	15:50	14:04	1:46	10:03	12:25	-2:21
Radio Hauraki	6:08	6:30	-0:21	5:37	3:00	2:37	6:38	4:18	2:20	7:08	4:38	2:30	8:55	9:13	-0:18	5:42	9:02	-3:19	0:55	0:30	0:25	9:00	7:52	1:08
Rhema	4:03	4:40	-0:37	1:45	2:43	-0:58	1:56	3:26	-1:30	2:44	2:54	-0:10	2:19	2:27	-0:07	6:04	7:29	-1:25	7:57	10:11	-2:14	4:28	4:56	-0:28
Rock	10:58	11:39	-0:41	8:08	7:19	0:48	12:01	13:59	-1:58	13:22	14:35	-1:12	13:37	14:06	-0:28	12:22	10:45	1:37	3:10	4:35	-1:25	5:01	5:07	-0:06
SENZ Sport	0:35	1:06	-0:31	0:15	0:15	0:00	*	*	*	*	*	*	*	2:30	*	1:00	1:19	-0:19	1:26	1:06	0:19	1:00	*	*
The Hits	7:26	6:31	0:55	8:13	8:33	-0:19	6:10	6:05	0:04	7:51	6:48	1:03	8:02	6:39	1:23	6:52	4:11	2:41	2:02	1:23	0:39	6:26	4:29	1:57
The Sound	7:00	7:56	-0:55	5:30	13:36	-8:05	4:45	5:01	-0:15	4:36	3:55	0:41	5:51	5:06	0:44	8:54	9:23	-0:29	8:17	8:46	-0:28	8:54	8:21	0:33
ZM	6:15	6:05	0:10	4:25	4:24	0:00	6:44	5:47	0:57	7:07	6:23	0:44	7:04	6:32	0:31	8:15	8:38	-0:23	9:53	11:38	-1:45	6:47	7:01	-0:14
MediaWorks Combo	13:50	14:30	-0:39	11:25	12:34	-1:09	12:10	13:56	-1:45	14:23	15:48	-1:24	14:12	15:01	-0:49	15:49	15:11	0:38	15:38	15:17	0:20	10:04	11:36	-1:31
NZME Combo	11:16	10:00	1:15	8:09	8:25	-0:15	7:48	6:58	0:49	8:16	7:11	1:04	8:43	7:53	0:50	12:14	9:59	2:14	15:31	11:30	4:00	8:36	8:08	0:28
All Commercial Radio	17:01	16:51	0:10	15:07	16:27	-1:19	15:03	15:54	-0:51	16:19	16:35	-0:16	16:17	16:08	0:09	18:11	16:53	1:17	18:58	17:22	1:36	13:40	14:19	-0:39
Potential (000)	152.4	152.4	0.0	35.2	35.2	0.0	50.0	50.5	-0.5	43.7	43.7	0.0	63.9	63.9	0.0	41.8	41.8	0.0	39.0	39.0	0.0	23.0	23.6	-0.6
Sample	891	828	63	163	146	17	297	257	40	283	249	34	367	322	45	214	191	23	248	241	7	156	142	14

MediaWorks Combo: Breeze, 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 3 2023

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

Survey Comparisons: 2/2023 - 3/2023

This Survey Period: Sun Sep 4 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023

Last Survey Period: Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 2023

	This	Last	+/-
Potential (000)	152.4	152.4	0.0
Sample Size	891	828	63

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

MediaWorks Combo: Breeze, 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