



MANAWATU COMMERCIAL RADIO - SURVEY 1 2024

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

Survey Comparisons: 3/2023 - 1/2024

This 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
Last 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

	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	11.0	11.4	-0.4	1	4.4	2.5	1.9	4.8	4.7	0.1	10.1	11.5	-1.4	11.9	11.5	0.4	14.1	15.3	-1.2	11.9	16.5	-4.6	7.2	6.3	0.9
Coast	4.3	3.9	0.4	11	0.6	0.6	0.0	0.5	0.7	-0.2	1.4	1.3	0.1	2.2	1.9	0.3	8.9	8.7	0.2	9.8	9.5	0.3	1.7	2.3	-0.6
Edge	6.3	6.0	0.3	9	16.9	14.6	2.3	6.5	5.7	0.8	7.0	5.8	1.2	5.6	5.6	0.0	3.4	4.4	-1.0	2.3	2.7	-0.4	8.0	8.1	-0.1
George FM	1.4	1.7	-0.3	13	1.7	1.4	0.3	3.1	4.3	-1.2	2.1	3.5	-1.4	2.5	3.3	-0.8	1.4	1.3	0.1	*	*	*	*	0.2	*
Gold Sport	0.4	0.6	-0.2	17	*	*	*	*	*	*	*	*	*	0.7	1.3	-0.6	1.0	1.7	-0.7	0.1	*	*	*	*	*
Kia Ora FM	0.9	0.5	0.4	14	0.6	0.1	0.5	0.9	0.2	0.7	0.8	0.3	0.5	2.0	1.1	0.9	2.0	1.2	0.8	*	*	*	3.7	1.8	1.9
Life FM	0.8	1.6	-0.8	15	1.6	5.3	-3.7	1.4	1.5	-0.1	1.5	1.6	-0.1	1.3	1.2	0.1	0.4	0.3	0.1	*	0.2	*	2.9	3.5	-0.6
Magic	9.0	6.5	2.5	5	1.5	1.3	0.2	1.4	1.5	-0.1	1.8	1.1	0.7	1.5	1.2	0.3	8.3	6.5	1.8	18.2	14.1	4.1	4.2	3.5	0.7
Mai FM	7.3	7.8	-0.5	6	16.5	16.9	-0.4	14.9	15.2	-0.3	11.6	11.9	-0.3	9.7	10.0	-0.3	2.9	3.5	-0.6	0.5	0.8	-0.3	7.3	7.3	0.0
More FM	10.1	11.3	-1.2	3	10.4	12.5	-2.1	7.8	6.6	1.2	9.0	8.7	0.3	9.4	10.0	-0.6	14.3	16.5	-2.2	12.9	13.8	-0.9	13.5	19.6	-6.1
Newstalk ZB	10.4	11.5	-1.1	2	0.3	0.3	0.0	1.9	2.2	-0.3	2.5	2.3	0.2	3.0	2.6	0.4	8.3	7.8	0.5	17.3	21.1	-3.8	9.6	8.3	1.3
Radio Hauraki	0.7	0.8	-0.1	16	0.8	0.8	0.0	1.8	1.9	-0.1	1.3	1.3	0.0	1.4	1.4	0.0	0.7	0.7	0.0	*	0.1	*	3.4	3.7	-0.3
Rhema	2.6	1.4	1.2	12	0.9	1.1	-0.2	0.1	0.3	-0.2	3.6	0.8	2.8	3.6	0.6	3.0	3.4	2.1	1.3	2.6	3.0	-0.4	8.7	0.5	8.2
Rock	9.8	12.1	-2.3	4	10.7	14.0	-3.3	21.0	27.3	-6.3	20.3	24.4	-4.1	18.1	21.0	-2.9	6.6	7.1	-0.5	0.9	1.2	-0.3	4.8	6.3	-1.5
SENZ Sport	*	*	*	*	*	*	*	*	*	*	*	*	*	0.1	*	*	0.1	*	*	0.1	0.1	0.0	*	*	*
The Hits	4.8	5.9	-1.1	10	13.2	13.3	-0.1	6.9	7.4	-0.5	4.4	6.5	-2.1	4.9	7.2	-2.3	3.1	4.2	-1.1	0.5	0.6	-0.1	7.8	6.9	0.9
The Sound	6.9	5.4	1.5	7	3.0	3.0	0.0	4.5	2.3	2.2	3.9	3.4	0.5	4.6	3.8	0.8	10.6	7.7	2.9	14.3	10.6	3.7	1.7	5.6	-3.9
ZM	6.6	5.5	1.1	8	10.9	7.8	3.1	14.1	11.3	2.8	11.0	9.4	1.6	8.1	7.7	0.4	3.8	3.6	0.2	3.8	2.1	1.7	8.2	7.9	0.3
MediaWorks Combo	61.9	62.3	-0.4		65.1	66.2	-1.1	64.1	67.7	-3.6	65.8	70.3	-4.5	63.4	66.5	-3.1	61.5	62.3	-0.8	60.9	59.7	1.2	46.6	56.9	-10.3
NZME Combo	27.5	28.5	-1.0		27.4	24.6	2.8	25.4	23.5	1.9	20.8	20.9	-0.1	20.4	22.2	-1.8	25.7	26.7	-1.0	31.6	33.4	-1.8	31.0	29.4	1.6
Potential (000)	154.2	152.4	1.8		35.3	35.2	0.1	50.2	50.0	0.2	44.7	43.7	1.0	64.8	63.9	0.9	41.6	41.8	-0.2	39.3	39.0	0.3	26.2	23.0	3.2
Sample	927	891	36		182	163	19	332	297	35	313	283	30	404	367	37	220	214	6	239	248	-9	179	156	23

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



MANAWATU COMMERCIAL RADIO - SURVEY 1 2024

Station Share (%) by Daypart, People 10+
Survey Comparisons: 3/2023 - 1/2024

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Last 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

	This	Last	+/-
Potential (000)	154.2	152.4	1.8
Sample Size	927	891	36

	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	10.2	10.1	0.1	2	12.7	13.7	-1.0	10.9	11.1	-0.2	10.5	10.0	0.5	8.1	6.9	1.2	14.3	17.8	-3.5	10.6	11.5	-0.9
Coast	4.4	3.3	1.1	10	5.0	5.1	-0.1	4.9	4.8	0.1	3.9	3.5	0.4	0.5	1.7	-1.2	6.3	5.3	1.0	3.4	3.1	0.3
Edge	6.8	7.4	-0.6	7	5.1	5.9	-0.8	5.3	5.3	0.0	6.2	5.6	0.6	2.2	1.8	0.4	14.4	11.5	2.9	7.5	6.0	1.5
George FM	2.6	3.1	-0.5	12	1.3	1.4	-0.1	1.3	1.5	-0.2	2.7	3.1	-0.4	*	*	*	0.1	0.1	0.0	0.3	1.0	-0.7
Gold Sport	0.4	0.8	-0.4	16	0.5	0.9	-0.4	0.2	0.3	-0.1	0.2	0.4	-0.2	1.1	1.6	-0.5	0.5	1.0	-0.5	0.4	0.2	0.2
Kia Ora FM	1.5	0.8	0.7	13	*	0.1	*	1.3	0.4	0.9	0.9	0.9	0.0	2.4	1.3	1.1	0.6	0.2	0.4	0.7	0.3	0.4
Life FM	1.1	1.8	-0.7	15	0.6	1.4	-0.8	0.5	0.7	-0.2	0.9	0.9	0.0	1.5	3.8	-2.3	0.6	0.6	0.0	1.0	2.6	-1.6
Magic	6.6	3.4	3.2	8	9.1	7.1	2.0	7.9	5.6	2.3	8.0	5.9	2.1	12.6	11.4	1.2	7.3	3.3	4.0	12.4	9.5	2.9
Mai FM	8.5	9.1	-0.6	5	6.2	7.4	-1.2	8.0	9.3	-1.3	6.8	7.0	-0.2	6.0	2.3	3.7	7.7	10.6	-2.9	7.3	6.6	0.7
More FM	9.4	11.3	-1.9	4	8.5	8.1	0.4	9.8	9.5	0.3	12.8	16.1	-3.3	16.8	23.2	-6.4	9.3	8.1	1.2	9.3	11.0	-1.7
Newstalk ZB	14.1	17.0	-2.9	1	6.7	8.9	-2.2	5.1	5.5	-0.4	9.6	8.7	0.9	26.1	20.9	5.2	21.8	22.4	-0.6	10.8	12.7	-1.9
Radio Hauraki	0.2	0.3	-0.1	17	1.2	1.1	0.1	1.5	1.6	-0.1	0.3	0.6	-0.3	0.2	0.2	0.0	0.1	0.1	0.0	0.4	0.4	0.0
Rhema	1.3	0.8	0.5	14	3.5	1.6	1.9	2.9	1.8	1.1	2.7	1.1	1.6	1.8	1.2	0.6	1.9	2.4	-0.5	3.0	1.5	1.5
Rock	8.0	9.0	-1.0	6	10.7	13.6	-2.9	11.7	14.4	-2.7	11.5	14.4	-2.9	7.5	10.3	-2.8	2.5	2.9	-0.4	9.6	11.9	-2.3
SENZ Sport	0.1	0.1	0.0	18	*	*	*	*	*	*	0.1	*	*	*	*	*	*	*	*	0.1	*	*
The Hits	3.8	4.5	-0.7	11	5.7	6.9	-1.2	6.8	9.4	-2.6	3.9	5.2	-1.3	3.1	2.4	0.7	1.5	1.7	-0.2	4.0	4.3	-0.3
The Sound	5.5	3.8	1.7	9	9.5	5.7	3.8	8.0	6.9	1.1	5.9	5.1	0.8	2.6	2.1	0.5	3.0	3.5	-0.5	6.9	6.1	0.8
ZM	10.2	7.7	2.5	2	5.8	4.5	1.3	6.7	5.2	1.5	8.4	7.2	1.2	1.8	1.7	0.1	4.1	6.1	-2.0	5.2	4.4	0.8
MediaWorks Combo	57.7	57.2	0.5		63.1	63.1	0.0	62.9	63.5	-0.6	64.4	67.1	-2.7	55.8	58.0	-2.2	58.6	58.0	0.6	63.7	63.6	0.1
NZME Combo	33.5	33.9	-0.4		25.1	27.5	-2.4	25.7	27.4	-1.7	26.2	25.6	0.6	32.7	28.7	4.0	34.5	36.7	-2.2	24.9	26.0	-1.1

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
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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	22.9	24.5	-1.6	1	4.1	3.7	0.4	5.0	4.8	0.2	6.4	7.1	-0.7	9.4	10.6	-1.2	6.6	8.6	-2.0	6.8	7.8	-1.0	4.2	3.5	0.7
Coast	7.8	7.1	0.7	11	0.7	0.7	0.0	0.3	0.4	-0.1	0.7	0.5	0.2	2.0	2.3	-0.3	4.1	4.4	-0.3	4.4	3.5	0.9	1.0	1.4	-0.4
Edge	19.4	18.5	0.9	3	9.3	8.5	0.8	8.2	7.4	0.8	7.4	6.3	1.1	8.3	7.8	0.5	2.7	3.2	-0.5	1.7	2.2	-0.5	4.2	3.4	0.8
George FM	4.1	4.9	-0.8	13	1.5	1.6	-0.1	3.7	4.4	-0.7	2.3	3.0	-0.7	2.5	3.2	-0.7	0.2	0.2	0.0	*	*	*	*	0.2	*
Gold Sport	0.8	1.0	-0.2	17	*	*	*	*	*	*	*	*	*	0.3	0.5	-0.2	0.3	0.5	-0.2	0.3	0.3	0.0	*	*	*
Kia Ora FM	4.0	2.7	1.3	15	1.0	0.4	0.6	1.4	0.6	0.8	1.3	0.8	0.5	2.9	2.3	0.6	1.6	1.5	0.1	0.1	*	*	1.7	1.2	0.5
Life FM	4.1	4.4	-0.3	13	1.9	2.3	-0.4	2.0	1.8	0.2	1.6	1.8	-0.2	2.1	1.9	0.2	0.4	0.2	0.2	0.1	0.2	-0.1	1.5	1.3	0.2
Magic	13.9	13.6	0.3	9	1.5	1.4	0.1	1.7	2.3	-0.6	1.8	2.0	-0.2	2.8	3.5	-0.7	3.3	3.6	-0.3	6.8	5.9	0.9	1.4	1.4	0.0
Mai FM	14.9	14.1	0.8	8	6.5	5.5	1.0	8.6	7.6	1.0	6.5	6.1	0.4	7.7	7.5	0.2	1.7	2.4	-0.7	0.8	1.2	-0.4	3.9	3.2	0.7
More FM	22.1	24.0	-1.9	2	6.1	6.5	-0.4	8.2	7.8	0.4	6.2	6.5	-0.3	10.3	12.1	-1.8	7.5	9.6	-2.1	5.1	4.7	0.4	5.5	5.3	0.2
Newstalk ZB	16.6	16.5	0.1	6	0.8	0.6	0.2	2.4	2.5	-0.1	2.7	2.8	-0.1	4.9	4.8	0.1	6.2	5.1	1.1	7.7	7.7	0.0	2.6	2.2	0.4
Radio Hauraki	2.0	2.5	-0.5	16	0.5	0.5	0.0	1.5	1.6	-0.1	1.0	1.1	-0.1	1.2	1.3	-0.1	0.4	0.8	-0.4	0.2	0.5	-0.3	0.8	1.1	-0.3
Rhema	5.4	7.0	-1.6	12	1.4	2.3	-0.9	0.7	0.9	-0.2	1.3	1.6	-0.3	1.9	2.2	-0.3	1.8	2.2	-0.4	1.7	2.2	-0.5	1.1	0.3	0.8
Rock	17.9	21.7	-3.8	4	5.0	6.4	-1.4	10.5	13.0	-2.5	9.7	10.4	-0.7	11.4	13.1	-1.7	2.7	3.7	-1.0	1.5	2.1	-0.6	2.9	3.3	-0.4
SENZ Sport	0.5	0.8	-0.3	18	*	0.6	*	*	*	*	*	*	*	0.2	*	*	0.4	0.1	0.3	0.2	0.2	0.0	0.1	0.1	0.0
The Hits	13.8	15.4	-1.6	10	5.9	6.1	-0.2	6.8	6.9	-0.1	4.7	4.7	0.0	6.3	7.7	-1.4	2.9	3.9	-1.0	1.6	1.6	0.0	3.2	2.8	0.4
The Sound	15.0	15.0	0.0	7	2.5	2.0	0.5	4.0	2.8	1.2	4.3	4.3	0.0	5.8	5.6	0.2	5.9	5.6	0.3	6.7	7.4	-0.7	1.8	1.6	0.2
ZM	16.9	17.1	-0.2	5	7.0	6.6	0.4	10.0	9.5	0.5	7.2	7.5	-0.3	8.4	9.3	-0.9	2.2	2.8	-0.6	1.6	1.3	0.3	3.3	3.0	0.3
MediaWorks Combo	86.2	88.3	-2.1		20.0	21.7	-1.7	30.3	31.7	-1.4	28.0	27.9	0.1	38.7	39.9	-1.2	23.3	25.3	-2.0	22.4	22.2	0.2	16.5	14.8	1.7
NZME Combo	47.9	49.6	-1.7		11.4	11.3	0.1	17.5	17.2	0.3	13.8	14.4	-0.6	19.6	21.7	-2.1	12.8	14.0	-1.2	12.9	12.5	0.4	9.7	8.9	0.8
All Commercial Radio	113.7	115.3	-1.6		24.3	24.8	-0.5	36.6	38.0	-1.4	35.0	35.0	0.0	50.3	52.3	-2.0	32.7	35.3	-2.6	31.2	30.6	0.6	21.0	19.1	1.9
Potential (000)	154.2	152.4	1.8		35.3	35.2	0.1	50.2	50.0	0.2	44.7	43.7	1.0	64.8	63.9	0.9	41.6	41.8	-0.2	39.3	39.0	0.3	26.2	23.0	3.2
Sample	927	891	36		182	163	19	332	297	35	313	283	30	404	367	37	220	214	6	239	248	-9	179	156	23

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	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	10.1	10.7	-0.6	3	9.9	11.5	-1.6	10.6	10.1	0.5	8.8	9.5	-0.7	2.3	3.2	-0.9	2.6	3.0	-0.4	13.4	14.7	-1.3
Coast	5.1	4.1	1.0	11	3.0	2.9	0.1	4.3	3.8	0.5	4.0	3.1	0.9	0.7	0.9	-0.2	1.0	0.7	0.3	4.3	4.1	0.2
Edge	10.2	10.3	-0.1	1	7.3	8.6	-1.3	8.3	9.5	-1.2	8.3	7.9	0.4	2.6	2.7	-0.1	3.9	3.0	0.9	11.6	10.0	1.6
George FM	2.7	3.3	-0.6	13	1.2	1.2	0.0	1.4	1.5	-0.1	3.0	3.6	-0.6	*	*	*	0.3	0.2	0.1	0.6	0.9	-0.3
Gold Sport	0.2	0.5	-0.3	17	0.4	0.6	-0.2	0.4	0.6	-0.2	0.2	0.4	-0.2	0.3	0.4	-0.1	0.2	0.3	-0.1	0.5	0.5	0.0
Kia Ora FM	2.6	1.7	0.9	14	0.5	0.8	-0.3	1.8	0.6	1.2	1.2	1.2	0.0	0.7	0.5	0.2	0.4	0.2	0.2	1.4	0.7	0.7
Life FM	2.6	2.9	-0.3	14	1.4	2.1	-0.7	1.6	1.5	0.1	1.4	1.8	-0.4	0.8	1.3	-0.5	0.5	0.4	0.1	2.8	3.1	-0.3
Magic	7.8	5.6	2.2	8	6.9	6.4	0.5	7.5	5.9	1.6	7.2	7.0	0.2	2.8	2.4	0.4	3.0	1.3	1.7	9.1	8.4	0.7
Mai FM	8.6	8.6	0.0	7	7.3	7.8	-0.5	9.0	9.5	-0.5	6.2	6.4	-0.2	2.2	2.2	0.0	2.4	2.6	-0.2	9.5	8.7	0.8
More FM	10.0	13.3	-3.3	5	8.1	9.0	-0.9	11.4	12.9	-1.5	9.8	11.5	-1.7	3.6	5.1	-1.5	2.8	2.0	0.8	12.7	14.1	-1.4
Newstalk ZB	10.2	11.6	-1.4	1	7.3	8.1	-0.8	6.4	7.6	-1.2	8.2	8.3	-0.1	5.6	6.0	-0.4	3.8	3.8	0.0	11.2	11.5	-0.3
Radio Hauraki	0.7	1.1	-0.4	16	1.2	1.1	0.1	1.2	1.4	-0.2	0.6	1.2	-0.6	0.3	0.3	0.0	0.3	0.2	0.1	0.4	0.4	0.0
Rhema	2.9	2.7	0.2	12	2.6	2.1	0.5	3.2	3.2	0.0	2.5	2.1	0.4	1.1	1.5	-0.4	1.0	1.0	0.0	3.5	3.8	-0.3
Rock	10.1	11.0	-0.9	3	8.2	11.1	-2.9	9.9	10.1	-0.2	9.9	10.8	-0.9	3.5	6.2	-2.7	1.3	1.9	-0.6	9.9	12.6	-2.7
SENZ Sport	0.1	0.7	-0.6	18	*	*	*	*	*	*	0.2	*	*	*	*	*	*	*	*	0.4	0.1	0.3
The Hits	5.6	6.9	-1.3	10	6.7	7.7	-1.0	8.2	10.3	-2.1	5.6	7.6	-2.0	2.0	2.1	-0.1	1.2	1.4	-0.2	7.2	8.7	-1.5
The Sound	7.4	6.5	0.9	9	6.7	5.2	1.5	7.3	8.0	-0.7	5.4	5.0	0.4	2.6	3.0	-0.4	1.5	2.4	-0.9	8.2	8.9	-0.7
ZM	9.7	8.8	0.9	6	7.3	5.6	1.7	9.5	9.1	0.4	9.6	9.5	0.1	1.8	2.6	-0.8	1.6	2.2	-0.6	9.6	8.7	0.9
MediaWorks Combo	54.9	57.0	-2.1		47.7	49.9	-2.2	54.8	55.8	-1.0	49.0	51.3	-2.3	16.8	19.7	-2.9	12.2	11.8	0.4	61.4	62.6	-1.2
NZME Combo	29.5	31.4	-1.9		24.2	25.1	-0.9	27.2	30.1	-2.9	26.8	28.8	-2.0	10.5	12.4	-1.9	7.7	8.5	-0.8	30.2	31.2	-1.0
All Commercial Radio	83.0	85.5	-2.5		70.0	72.4	-2.4	78.4	80.1	-1.7	72.4	76.6	-4.2	29.1	32.7	-3.6	19.5	19.3	0.2	87.6	88.7	-1.1

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 1 2024

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

Survey Comparisons: 3/2023 - 1/2024

This 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
Last 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

	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	9:20	9:08	0:11	4:03	2:33	1:29	5:25	5:36	-0:11	8:33	9:10	-0:37	10:11	9:10	1:00	12:49	11:25	1:24	10:22	12:21	-1:58	5:12	4:41	0:30
Coast	10:37	10:51	-0:14	3:01	2:50	0:11	9:16	8:34	0:41	11:10	14:01	-2:51	8:50	7:19	1:30	13:05	12:39	0:25	13:22	15:57	-2:34	5:22	4:13	1:09
Edge	6:16	6:24	-0:07	6:47	6:26	0:21	4:26	4:24	0:02	5:10	5:15	-0:05	5:24	6:07	-0:43	7:32	8:51	-1:19	7:43	7:22	0:21	5:48	6:13	-0:24
George FM	6:33	6:53	-0:19	4:10	3:15	0:55	4:49	5:41	-0:52	5:04	6:38	-1:34	8:01	8:43	-0:41	36:00	36:00	0:00	*	*	*	*	3:45	*
Gold Sport	9:05	12:11	-3:05	*	*	*	*	*	*	*	*	*	17:13	20:52	-3:38	17:13	20:52	-3:38	2:43	0:32	2:10	*	*	*
Kia Ora FM	4:37	3:31	1:06	2:14	0:58	1:15	3:33	1:52	1:40	3:05	1:48	1:17	5:34	3:57	1:37	7:19	5:10	2:08	1:00	*	*	6:27	3:52	2:34
Life FM	4:01	7:01	-2:59	3:06	8:36	-5:30	4:05	4:45	-0:40	5:05	5:07	-0:02	5:01	5:14	-0:13	4:47	8:12	-3:24	0:45	5:32	-4:47	5:54	7:03	-1:08
Magic	12:36	9:27	3:08	3:52	3:25	0:27	4:29	3:50	0:38	5:20	3:12	2:07	4:19	2:59	1:19	15:12	11:32	3:39	16:03	13:55	2:07	9:00	6:22	2:38
Mai FM	9:33	10:50	-1:16	9:37	11:33	-1:56	9:48	11:24	-1:35	9:38	11:05	-1:27	10:09	11:25	-1:16	9:57	9:05	0:51	3:31	3:59	-0:27	5:39	5:56	-0:17
More FM	8:50	9:14	-0:23	6:25	7:13	-0:47	5:24	4:51	0:33	7:48	7:39	0:08	7:21	7:03	0:18	11:27	11:02	0:25	15:14	16:58	-1:43	7:24	9:36	-2:12
Newstalk ZB	12:05	13:38	-1:32	1:38	1:39	-0:01	4:29	5:09	-0:40	5:08	4:37	0:31	4:52	4:40	0:12	8:01	9:56	-1:55	13:22	15:50	-2:28	11:03	10:03	0:59
Radio Hauraki	7:12	6:08	1:03	5:59	5:37	0:21	6:55	6:38	0:17	7:24	7:08	0:16	9:18	8:55	0:22	10:37	5:42	4:54	1:30	0:55	0:34	13:16	9:00	4:15
Rhema	9:26	4:03	5:23	2:26	1:45	0:41	1:11	1:56	-0:45	15:24	2:44	12:40	15:29	2:19	13:09	11:21	6:04	5:17	9:14	7:57	1:17	23:57	4:28	19:29
Rock	10:39	10:58	-0:19	8:03	8:08	-0:05	11:17	12:01	-0:43	11:17	13:22	-2:04	12:45	13:37	-0:52	14:19	12:22	1:56	3:29	3:10	0:18	4:55	5:01	-0:06
SENZ Sport	1:36	0:35	1:01	*	0:15	*	*	*	*	*	*	*	1:45	*	*	1:29	1:00	0:29	1:26	1:26	0:00	1:00	1:00	0:00
The Hits	6:40	7:26	-0:46	8:31	8:13	0:17	5:45	6:10	-0:25	5:04	7:51	-2:46	6:17	8:02	-1:45	6:18	6:52	-0:34	1:53	2:02	-0:09	7:20	6:26	0:53
The Sound	8:54	7:00	1:53	4:32	5:30	-0:57	6:20	4:45	1:35	4:57	4:36	0:20	6:23	5:51	0:32	10:40	8:54	1:46	12:49	8:17	4:31	2:55	8:54	-5:59
ZM	7:37	6:15	1:21	5:55	4:25	1:29	7:59	6:44	1:14	8:16	7:07	1:09	7:48	7:04	0:44	10:15	8:15	2:00	14:04	9:53	4:10	7:27	6:47	0:39
MediaWorks Combo	13:55	13:50	0:04	12:15	11:25	0:50	11:56	12:10	-0:14	12:45	14:23	-1:38	13:08	14:12	-1:04	15:49	15:49	-0:00	16:15	15:38	0:37	8:35	10:04	-1:28
NZME Combo	11:09	11:16	-0:07	9:04	8:09	0:55	8:11	7:48	0:23	8:11	8:16	-0:05	8:21	8:43	-0:22	12:01	12:14	-0:13	14:40	15:31	-0:51	9:40	8:36	1:03
All Commercial Radio	17:03	17:01	0:02	15:31	15:07	0:24	15:24	15:03	0:21	15:29	16:19	-0:49	15:56	16:17	-0:21	18:17	18:11	0:06	19:09	18:58	0:10	14:26	13:40	0:45
Potential (000)	154.2	152.4	1.8	35.3	35.2	0.1	50.2	50.0	0.2	44.7	43.7	1.0	64.8	63.9	0.9	41.6	41.8	-0.2	39.3	39.0	0.3	26.2	23.0	3.2
Sample	927	891	36	182	163	19	332	297	35	313	283	30	404	367	37	220	214	6	239	248	-9	179	156	23

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 1 2024

Average Time Spent Listening (hh:mm) by Daypart, People 10+
Survey Comparisons: 3/2023 - 1/2024

This 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
Last 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

	This	Last	+/-
Potential (000)	154.2	152.4	1.8
Sample Size	927	891	36

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

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