



WELLINGTON COMMERCIAL RADIO - SURVEY 2 2019

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

Survey Comparisons: 1/2019 - 2/2019

This Survey Period: Sun Jan 20 to Sat Jun 8 2019

Last Survey Period: Sun Sep 2 to Sat Nov 10 2018 & Sun Jan 20 to Sat Mar 30 2019

	All 10+				People 10-17			People 18-34			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	+/-	
Atiawa Toa FM	1.4	0.5	0.9	15	4.6	*	*	0.4	0.1	0.3	1.2	0.6	0.6	1.1	0.5	0.6	1.3	0.4	0.9	1.1	0.3	0.8	2.7	1.1	1.6	
Breeze	13.5	13.3	0.2	1	17.2	13.8	3.4	9.2	9.1	0.1	8.2	10.7	-2.5	11.4	11.3	0.1	16.7	16.3	0.4	16.0	16.5	-0.5	17.4	13.5	3.9	
Coast	4.6	6.2	-1.6	9	1.8	0.7	1.1	2.8	2.5	0.3	3.0	3.7	-0.7	4.2	5.1	-0.9	7.5	8.8	-1.3	8.1	11.4	-3.3	3.9	4.7	-0.8	
Edge	5.7	7.9	-2.2	7	10.5	18.0	-7.5	9.0	13.5	-4.5	10.8	14.1	-3.3	8.3	10.9	-2.6	2.4	2.9	-0.5	1.0	0.9	0.1	10.2	10.5	-0.3	
George FM	1.8	1.3	0.5	14	2.8	4.2	-1.4	2.3	1.3	1.0	3.7	2.2	1.5	2.8	1.8	1.0	0.5	0.6	-0.1	*	*	*	3.1	1.4	1.7	
Life FM	0.9	0.7	0.2	16	0.2	0.3	-0.1	2.4	1.5	0.9	2.3	1.7	0.6	1.7	1.1	0.6	0.2	*	*	*	*	*	*	1.8	1.6	0.2
Magic Music & Talk*	8.5	8.1	0.4	3	3.7	3.3	0.4	2.4	2.6	-0.2	3.0	3.1	-0.1	5.5	4.9	0.6	12.3	9.6	2.7	16.0	14.4	1.6	7.5	5.8	1.7	
Mai FM	3.9	3.0	0.9	11	7.9	5.2	2.7	10.2	5.6	4.6	5.6	6.0	-0.4	3.8	4.9	-1.1	0.4	1.4	-1.0	0.1	*	*	4.6	2.6	2.0	
Mix	0.7	0.8	-0.1	18	1.3	0.3	1.0	0.2	1.3	-1.1	0.5	1.1	-0.6	0.9	1.1	-0.2	1.3	0.7	0.6	0.7	0.6	0.1	0.9	0.8	0.1	
More FM	3.6	3.7	-0.1	12	8.5	7.7	0.8	3.2	4.0	-0.8	3.7	4.4	-0.7	3.7	3.9	-0.2	3.8	3.7	0.1	4.2	3.6	0.6	5.3	5.7	-0.4	
Newstalk ZB	13.4	13.3	0.1	2	5.4	3.0	2.4	3.4	2.6	0.8	1.8	1.4	0.4	4.2	4.1	0.1	12.5	13.0	-0.5	22.3	25.9	-3.6	6.0	4.9	1.1	
Radio Hauraki	4.2	3.6	0.6	10	3.2	2.3	0.9	6.7	5.4	1.3	8.6	5.9	2.7	7.2	6.0	1.2	3.1	3.4	-0.3	1.2	0.6	0.6	3.9	3.6	0.3	
Radio Sport	2.2	1.6	0.6	13	1.9	0.7	1.2	1.2	1.4	-0.2	2.8	2.3	0.5	2.4	2.0	0.4	2.1	1.3	0.8	2.8	1.2	1.6	2.3	1.9	0.4	
Tarana	0.7	2.1	-1.4	18	0.1	1.6	-1.5	1.4	4.2	-2.8	1.6	4.2	-2.6	1.1	3.4	-2.3	0.2	1.0	-0.8	*	*	*	0.6	1.7	-1.1	
Rhema	0.5	2.0	-1.5	20	0.2	4.8	-4.6	0.6	1.8	-1.2	0.6	0.5	0.1	0.7	0.7	0.0	0.5	3.2	-2.7	0.1	3.2	-3.1	0.7	4.9	-4.2	
Rock	5.5	6.0	-0.5	8	7.6	6.0	1.6	9.4	8.3	1.1	9.6	9.0	0.6	8.0	9.0	-1.0	2.7	4.9	-2.2	0.5	0.5	0.0	3.3	6.8	-3.5	
Star	0.9	1.1	-0.2	16	*	*	*	0.6	0.4	0.2	0.5	0.3	0.2	0.7	0.9	-0.2	0.7	2.4	-1.7	0.4	1.9	-1.5	0.1	2.5	-2.4	
Te Upoko o Te Ika	0.1	0.1	0.0	21	0.1	0.2	-0.1	*	*	*	0.2	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0	*	0.1	*	
The Hits	6.4	5.4	1.0	6	8.1	4.9	3.2	11.4	10.3	1.1	7.2	8.5	-1.3	7.2	7.2	0.0	5.2	3.5	1.7	2.6	1.8	0.8	8.8	7.4	1.4	
The Sound	8.5	7.9	0.6	3	4.3	2.7	1.6	3.8	4.0	-0.2	7.0	4.3	2.7	8.2	6.8	1.4	14.9	15.7	-0.8	14.6	14.3	0.3	3.7	4.8	-1.1	
ZM	8.2	7.9	0.3	5	6.4	15.2	-8.8	16.2	15.3	0.9	12.4	11.4	1.0	11.0	9.5	1.5	6.2	3.8	2.4	3.0	1.2	1.8	9.5	9.3	0.2	
Others	4.8	3.6	1.2		4.2	5.0	-0.8	3.3	4.8	-1.5	5.7	4.6	1.1	5.6	4.6	1.0	5.5	3.3	2.2	5.1	1.5	3.6	3.8	4.2	-0.4	
MediaWorks Combo	51.1	51.3	-0.2		62.6	60.9	1.7	49.5	48.4	1.1	51.5	53.7	-2.2	51.8	53.6	-1.8	53.7	55.2	-1.5	52.5	50.3	2.2	55.0	51.1	3.9	
NZME Combo	40.1	38.9	1.2		28.7	27.9	0.8	42.8	38.8	4.0	36.5	34.7	1.8	37.3	35.3	2.0	37.9	34.5	3.4	40.7	42.6	-1.9	35.4	32.7	2.7	
Potential (000)	378.6	378.6	0.0		45.3	44.7	0.6	116.5	117.1	-0.6	129.4	129.4	0.0	187.2	187.2	0.0	106.5	106.5	0.0	80.2	80.2	0.0	69.3	71.9	-2.6	
Sample	1,569	1,582	-13		149	170	-21	258	327	-69	414	432	-18	747	785	-38	537	540	-3	451	397	54	297	309	-12	

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

MediaWorks Combo: Breeze or Edge or George FM or Magic Music & Talk or Mai FM or More FM or Rock or The Sound

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

*Magic Music & Talk includes a combination of Magic and RadioLIVE for Sunday September 2 – Saturday November 10 2018.



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Station Share (%) by Daypart, People 10+
 Survey Comparisons: 1/2019 - 2/2019

This Survey Period: Sun Jan 20 to Sat Jun 8 2019

Last Survey Period: Sun Sep 2 to Sat Nov 10 2018 & Sun Jan 20 to Sat Mar 30 2019

	This	Last	+/-
Potential (000)	378.6	378.6	0.0
Sample Size	1,569	1,582	-13

	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	+/-	
Atiawa Toa FM	1.7	0.5	1.2	13	1.4	0.6	0.8		2.0	0.6	1.4		1.4	0.4	1.0		0.2	0.8	-0.6		0.2	0.3	-0.1		1.2	0.4	0.8	
Breeze	13.0	12.8	0.2	2	12.2	13.1	-0.9		14.8	15.8	-1.0		14.2	12.2	2.0		17.0	14.1	2.9		12.3	12.1	0.2		12.6	12.6	0.0	
Coast	4.3	5.1	-0.8	10	6.0	8.0	-2.0		4.6	5.8	-1.2		4.4	6.2	-1.8		5.2	8.6	-3.4		2.9	3.3	-0.4		4.2	5.9	-1.7	
Edge	5.5	7.2	-1.7	8	5.1	6.9	-1.8		5.8	7.3	-1.5		6.3	9.6	-3.3		4.4	6.0	-1.6		1.8	2.4	-0.6		6.9	10.2	-3.3	
George FM	1.2	0.8	0.4	14	1.1	0.7	0.4		1.5	1.5	0.0		2.6	1.6	1.0		2.4	2.2	0.2		0.5	0.7	-0.2		2.5	1.7	0.8	
Life FM	0.9	0.7	0.2	16	0.2	0.4	-0.2		0.4	0.7	-0.3		1.2	0.8	0.4		1.6	1.0	0.6		1.2	0.9	0.3		1.1	0.5	0.6	
Magic Music & Talk*	7.7	8.2	-0.5	4	9.5	8.8	0.7		8.3	7.9	0.4		8.2	6.9	1.3		7.6	6.4	1.2		13.3	8.0	5.3		8.4	8.9	-0.5	
Mai FM	3.2	3.0	0.2	12	2.4	1.8	0.6		4.0	3.6	0.4		6.8	3.5	3.3		2.4	3.8	-1.4		2.8	2.3	0.5		4.4	3.0	1.4	
Mix	0.6	0.6	0.0	18	0.5	1.0	-0.5		0.7	0.8	-0.1		1.2	0.6	0.6		1.1	0.4	0.7		0.4	0.8	-0.4		0.7	1.2	-0.5	
More FM	4.1	4.0	0.1	11	2.7	2.8	-0.1		3.1	3.2	-0.1		3.8	4.2	-0.4		2.1	2.8	-0.7		4.2	2.0	2.2		4.6	4.5	0.1	
Newstalk ZB	17.1	17.0	0.1	1	12.4	12.5	-0.1		6.8	6.4	0.4		10.9	10.3	0.6		20.4	21.7	-1.3		27.1	32.8	-5.7		13.2	12.4	0.8	
Radio Hauraki	4.5	3.9	0.6	9	5.0	3.9	1.1		5.5	4.9	0.6		5.4	5.3	0.1		1.0	1.1	-0.1		2.0	0.6	1.4		2.8	2.1	0.7	
Radio Sport	1.2	1.0	0.2	14	2.7	1.7	1.0		2.2	1.5	0.7		1.8	1.4	0.4		2.3	1.2	1.1		0.6	0.5	0.1		3.1	2.4	0.7	
Tarana	0.7	2.1	-1.4	17	0.7	1.6	-0.9		0.3	1.5	-1.2		*	1.4	*		0.2	1.2	-1.0		1.9	5.6	-3.7		1.3	3.0	-1.7	
Rhema	0.3	1.1	-0.8	20	0.2	1.0	-0.8		0.8	1.5	-0.7		0.5	4.0	-3.5		0.8	6.1	-5.3		0.1	0.6	-0.5		0.5	1.7	-1.2	
Rock	5.6	4.7	0.9	7	7.3	7.7	-0.4		6.7	8.0	-1.3		4.6	6.0	-1.4		4.7	5.1	-0.4		2.2	5.8	-3.6		4.4	4.7	-0.3	
Star	0.5	1.0	-0.5	19	0.8	1.4	-0.6		0.9	0.8	0.1		0.2	0.1	0.1		1.2	0.8	0.4		4.7	1.4	3.3		1.2	1.6	-0.4	
Te Upoko o Te Ika	0.1	0.1	0.0	21	*	*	*		0.1	*	*		*	*	*		0.3	0.1	0.2		0.2	0.3	-0.1		0.1	0.1	0.0	
The Hits	7.1	5.6	1.5	6	7.2	6.0	1.2		7.7	8.8	-1.1		5.4	4.5	0.9		6.4	2.5	3.9		1.5	5.6	-4.1		5.5	3.6	1.9	
The Sound	7.3	7.0	0.3	5	11.4	9.7	1.7		10.2	8.2	2.0		8.4	7.8	0.6		6.3	5.3	1.0		3.3	4.3	-1.0		7.9	8.7	-0.8	
ZM	10.6	10.1	0.5	3	8.1	8.1	0.0		9.3	8.5	0.8		8.5	9.0	-0.5		2.5	4.0	-1.5		5.8	4.0	1.8		7.1	6.3	0.8	
Others	2.7	3.4	-0.7		3.0	2.3	0.7		4.2	2.7	1.5		4.0	4.1	-0.1		9.9	4.8	5.1		11.0	6.0	5.0		6.3	4.6	1.7	
MediaWorks Combo	47.6	47.8	-0.2		51.7	51.5	0.2		54.4	55.5	-1.1		55.0	51.9	3.1		46.9	45.7	1.2		40.3	37.5	2.8		51.7	54.2	-2.5	
NZME Combo	45.5	43.6	1.9		42.1	41.5	0.6		37.7	36.6	1.1		37.8	37.2	0.6		39.4	39.6	-0.2		40.3	47.5	-7.2		37.1	34.2	2.9	

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Cumulative Audience (000's) by Demographic, Mon-Sun 12mn-12mn
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	All 10+				People 10-17			People 18-34			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	+/-
Atiawa Toa FM	5.9	3.7	2.2	16	1.3	0.1	1.2	1.1	0.2	0.9	1.8	2.2	-0.4	2.5	3.0	-0.5	1.8	1.2	0.6	1.1	0.4	0.7	1.7	2.3	-0.6
Breeze	58.8	59.8	-1.0	1	6.8	6.8	0.0	14.5	13.0	1.5	18.1	19.3	-1.2	30.1	30.3	-0.2	21.3	21.3	0.0	14.9	17.1	-2.2	15.8	16.0	-0.2
Coast	21.8	25.4	-3.6	12	1.2	0.7	0.5	2.3	4.0	-1.7	3.5	6.9	-3.4	7.5	11.6	-4.1	11.8	11.6	0.2	12.0	11.9	0.1	5.2	6.5	-1.3
Edge	46.7	52.1	-5.4	3	7.8	9.3	-1.5	23.9	24.9	-1.0	21.6	27.2	-5.6	25.4	32.3	-6.9	5.9	7.1	-1.2	2.7	2.9	-0.2	13.3	12.2	1.1
George FM	12.4	11.5	0.9	14	1.9	2.3	-0.4	4.9	4.1	0.8	7.6	6.9	0.7	8.4	8.0	0.4	1.0	1.3	-0.3	0.2	0.2	0.0	3.7	3.3	0.4
Life FM	3.7	3.9	-0.2	19	0.9	0.7	0.2	1.9	1.0	0.9	2.3	2.8	-0.5	2.5	3.0	-0.5	0.3	0.1	0.2	0.1	*	*	1.1	1.6	-0.5
Magic Music & Talk*	33.0	31.4	1.6	7	1.7	1.8	-0.1	3.5	2.4	1.1	4.5	5.1	-0.6	11.4	11.7	-0.3	15.6	14.3	1.3	15.0	14.5	0.5	6.2	6.6	-0.4
Mai FM	24.1	17.1	7.0	11	3.2	1.8	1.4	15.8	9.5	6.3	9.8	11.2	-1.4	11.5	13.0	-1.5	2.3	1.9	0.4	0.6	*	*	6.6	5.1	1.5
Mix	6.3	8.5	-2.2	15	0.8	0.7	0.1	1.4	2.5	-1.1	2.1	3.7	-1.6	4.2	6.1	-1.9	3.2	3.4	-0.2	1.4	1.5	-0.1	1.3	2.4	-1.1
More FM	27.4	27.6	-0.2	9	5.7	5.5	0.2	8.1	7.3	0.8	10.4	10.4	0.0	15.2	15.8	-0.6	7.7	8.9	-1.2	4.5	4.9	-0.4	7.0	8.9	-1.9
Newstalk ZB	46.1	43.3	2.8	4	2.6	2.3	0.3	7.6	6.5	1.1	5.4	5.6	-0.2	13.5	13.9	-0.4	18.2	16.0	2.2	17.8	17.0	0.8	8.0	7.9	0.1
Radio Hauraki	28.3	21.7	6.6	8	1.7	1.7	0.0	12.0	8.5	3.5	17.6	11.8	5.8	21.2	16.0	5.2	6.3	5.8	0.5	2.7	2.1	0.6	5.2	4.5	0.7
Radio Sport	14.6	13.7	0.9	13	1.5	1.4	0.1	2.3	1.9	0.4	5.4	5.1	0.3	7.7	7.8	-0.1	5.2	5.0	0.2	4.4	3.4	1.0	3.5	3.8	-0.3
Tarana	5.0	7.6	-2.6	17	0.4	1.1	-0.7	1.5	3.3	-1.8	2.9	4.5	-1.6	3.8	5.4	-1.6	0.9	0.9	0.0	*	*	*	2.0	1.6	0.4
Rhema	2.6	6.5	-3.9	20	0.1	1.1	-1.0	0.9	3.1	-2.2	1.5	2.7	-1.2	1.8	3.4	-1.6	0.6	1.3	-0.7	0.4	0.8	-0.4	0.5	2.1	-1.6
Rock	27.3	26.8	0.5	10	3.9	3.1	0.8	11.2	9.3	1.9	12.4	12.8	-0.4	15.7	18.3	-2.6	4.4	6.8	-2.4	1.4	2.6	-1.2	4.8	5.2	-0.4
Star	4.9	4.5	0.4	18	0.5	0.2	0.3	2.0	1.6	0.4	2.0	1.6	0.4	2.3	2.7	-0.4	0.7	1.9	-1.2	0.8	1.2	-0.4	0.3	0.8	-0.5
Te Upoko o Te Ika	1.1	1.5	-0.4	21	0.5	0.7	-0.2	*	*	*	0.4	0.4	0.0	0.4	0.6	-0.2	0.1	0.3	-0.2	0.1	0.2	-0.1	*	0.6	*
The Hits	43.9	39.9	4.0	5	5.3	5.1	0.2	21.1	18.0	3.1	15.4	17.6	-2.2	22.0	24.0	-2.0	11.3	9.5	1.8	5.2	3.9	1.3	11.8	12.0	-0.2
The Sound	33.4	33.6	-0.2	6	3.7	3.6	0.1	6.8	7.4	-0.6	11.2	10.9	0.3	18.0	17.2	0.8	15.2	15.3	-0.1	10.0	10.8	-0.8	5.0	6.3	-1.3
ZM	57.5	54.8	2.7	2	6.6	7.8	-1.2	31.0	30.1	0.9	28.4	28.6	-0.2	34.7	34.4	0.3	12.2	8.8	3.4	6.0	3.3	2.7	14.1	13.6	0.5
Others	31.5	28.4	3.1		3.5	3.4	0.1	8.5	9.8	-1.3	13.4	12.4	1.0	18.6	17.6	1.0	9.5	8.5	1.0	5.9	3.6	2.3	7.7	5.1	2.6
MediaWorks Combo	180.2	183.5	-3.3		21.4	21.7	-0.3	56.7	54.0	2.7	64.6	73.1	-8.5	94.0	104.4	-10.4	53.6	56.1	-2.5	36.9	38.7	-1.8	42.0	43.7	-1.7
NZME Combo	171.0	162.7	8.3		14.5	14.2	0.3	60.5	53.4	7.1	58.9	63.0	-4.1	85.7	90.0	-4.3	52.5	47.1	5.4	37.9	35.2	2.7	35.7	36.8	-1.1
All Commercial Radio	282.5	276.9	5.6		28.4	28.2	0.2	91.4	87.8	3.6	104.8	109.0	-4.2	148.7	153.4	-4.7	83.2	81.7	1.5	60.4	59.2	1.2	60.2	62.2	-2.0
Potential (000)	378.6	378.6	0.0		45.3	44.7	0.6	116.5	117.1	-0.6	129.4	129.4	0.0	187.2	187.2	0.0	106.5	106.5	0.0	80.2	80.2	0.0	69.3	71.9	-2.6
Sample	1,569	1,582	-13		149	170	-21	258	327	-69	414	432	-18	747	785	-38	537	540	-3	451	397	54	297	309	-12

MediaWorks Combo: Breeze or Edge or George FM or Magic Music & Talk or Mai FM or More FM or Rock or The Sound

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

*Magic Music & Talk includes a combination of Magic and RadioLIVE for Sunday September 2 – Saturday November 10 2018.



WELLINGTON COMMERCIAL RADIO - SURVEY 2 2019

Cumulative Audience (000's) by Daypart, People 10+
Survey Comparisons: 1/2019 - 2/2019

This Survey Period: Sun Jan 20 to Sat Jun 8 2019

Last Survey Period: Sun Sep 2 to Sat Nov 10 2018 & Sun Jan 20 to Sat Mar 30 2019

	This	Last	+/-
Potential (000)	378.6	378.6	0.0
Sample Size	1,569	1,582	-1.3

	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	+/-
Atiawa Toa FM	4.2	1.8	2.4	15	2.1	1.7	0.4	4.0	1.7	2.3	4.1	1.5	2.6	0.7	1.0	-0.3	0.2	0.2	0.0	4.2	1.6	2.6
Breeze	34.2	32.5	1.7	3	25.5	25.5	0.0	28.1	29.1	-1.0	29.3	30.2	-0.9	18.3	16.1	2.2	8.9	6.9	2.0	34.7	34.7	0.0
Coast	11.3	12.5	-1.2	11	10.5	13.5	-3.0	11.9	13.0	-1.1	10.9	13.6	-2.7	4.9	7.8	-2.9	2.3	2.6	-0.3	11.6	16.4	-4.8
Edge	22.9	25.8	-2.9	4	16.2	21.3	-5.1	17.7	20.8	-3.1	20.1	28.1	-8.0	9.7	12.4	-2.7	2.8	3.2	-0.4	27.8	34.8	-7.0
George FM	5.3	3.7	1.6	14	2.9	1.6	1.3	4.5	4.8	-0.3	5.8	4.7	1.1	3.3	4.1	-0.8	0.6	0.9	-0.3	6.6	5.9	0.7
Life FM	1.7	2.3	-0.6	19	1.1	1.6	-0.5	1.5	2.5	-1.0	1.6	1.1	0.5	1.7	0.9	0.8	1.4	1.0	0.4	2.3	1.0	1.3
Magic Music & Talk*	16.7	17.7	-1.0	8	16.8	15.4	1.4	15.6	13.8	1.8	16.8	15.8	1.0	7.3	6.8	0.5	5.0	3.3	1.7	21.3	18.9	2.4
Mai FM	10.9	9.5	1.4	12	8.9	5.9	3.0	10.2	8.2	2.0	11.7	7.7	4.0	5.6	6.0	-0.4	1.5	1.0	0.5	16.2	12.1	4.1
Mix	2.7	3.9	-1.2	16	2.2	2.6	-0.4	2.8	2.5	0.3	3.3	2.5	0.8	2.4	1.4	1.0	0.1	1.1	-1.0	3.0	3.4	-0.4
More FM	14.3	15.2	-0.9	10	6.8	7.3	-0.5	9.4	9.8	-0.4	12.1	12.1	0.0	5.8	7.1	-1.3	3.1	2.2	0.9	18.2	17.3	0.9
Newstalk ZB	35.1	32.4	2.7	2	17.2	18.2	-1.0	13.3	13.7	-0.4	23.3	20.3	3.0	16.0	14.6	1.4	9.9	11.6	-1.7	29.1	26.8	2.3
Radio Hauraki	16.8	12.0	4.8	7	9.6	5.5	4.1	13.4	9.5	3.9	12.7	12.2	0.5	5.0	3.5	1.5	2.7	1.4	1.3	12.8	9.2	3.6
Radio Sport	5.4	4.9	0.5	13	4.2	3.8	0.4	5.2	4.0	1.2	5.6	4.1	1.5	3.8	2.5	1.3	1.2	0.9	0.3	10.5	8.6	1.9
Tarana	2.7	4.3	-1.6	16	1.4	2.1	-0.7	1.0	2.2	-1.2	0.5	3.1	-2.6	0.5	1.7	-1.2	0.9	2.4	-1.5	4.6	6.2	-1.6
Rhema	1.6	2.8	-1.2	20	0.8	1.4	-0.6	1.2	2.8	-1.6	0.9	3.8	-2.9	0.8	3.3	-2.5	0.1	0.5	-0.4	1.8	4.2	-2.4
Rock	16.5	14.6	1.9	9	12.0	13.0	-1.0	13.6	14.8	-1.2	12.2	14.3	-2.1	5.4	5.9	-0.5	3.6	3.2	0.4	13.0	14.9	-1.9
Star	2.3	2.7	-0.4	18	1.8	1.6	0.2	1.9	1.9	0.0	1.6	1.1	0.5	1.0	1.0	0.0	1.1	0.9	0.2	3.5	3.6	-0.1
Te Upoko o Te Ika	0.6	0.5	0.1	21	0.1	0.2	-0.1	0.5	0.3	0.2	0.3	*	*	0.5	0.2	0.3	0.1	0.2	-0.1	1.0	1.0	0.0
The Hits	21.5	18.7	2.8	5	16.3	12.0	4.3	22.0	21.8	0.2	17.5	17.0	0.5	9.0	6.0	3.0	1.7	3.0	-1.3	24.9	18.0	6.9
The Sound	18.9	18.1	0.8	6	17.2	13.6	3.6	17.1	16.3	0.8	18.7	16.6	2.1	8.2	6.7	1.5	3.2	3.6	-0.4	22.9	22.3	0.6
ZM	37.5	32.2	5.3	1	21.4	18.3	3.1	26.0	20.3	5.7	30.0	24.8	5.2	10.2	8.1	2.1	5.0	2.8	2.2	31.8	28.1	3.7
Others	9.6	12.7	-3.1		11.6	9.0	2.6	12.6	8.2	4.4	13.9	10.5	3.4	8.7	6.8	1.9	2.8	2.3	0.5	20.5	16.8	3.7
MediaWorks Combo	109.5	112.1	-2.6		85.3	89.3	-4.0	95.7	99.6	-3.9	106.6	110.4	-3.8	56.7	58.3	-1.6	24.9	21.7	3.2	130.2	131.6	-1.4
NZME Combo	111.9	104.9	7.0		73.2	70.0	3.2	85.7	76.9	8.8	92.6	85.0	7.6	47.4	41.3	6.1	20.7	22.2	-1.5	109.8	99.4	10.4
All Commercial Radio	203.4	200.5	2.9		146.7	145.0	1.7	166.4	160.8	5.6	185.2	182.6	2.6	102.9	101.8	1.1	47.3	47.3	0.0	217.5	209.8	7.7

MediaWorks Combo: Breeze or Edge or George FM or Magic Music & Talk or Mai FM or More FM or Rock or The Sound

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

*Magic Music & Talk includes a combination of Magic and RadioLIVE for Sunday September 2 – Saturday November 10 2018.



WELLINGTON COMMERCIAL RADIO - SURVEY 2 2019

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

Survey Comparisons: 1/2019 - 2/2019

This Survey Period: Sun Jan 20 to Sat Jun 8 2019

Last Survey Period: Sun Sep 2 to Sat Nov 10 2018 & Sun Jan 20 to Sat Mar 30 2019

	All 10+			People 10-17			People 18-34			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	+/-
Atiawa Toa FM	9:06	5:20	3:46	8:44	1:15	7:29	3:44	7:15	-3:30	7:50	3:37	4:12	7:58	3:32	4:25	10:18	5:01	5:17	11:35	8:09	3:26	12:36	4:02	8:34
Breeze	8:58	8:39	0:19	6:31	5:10	1:20	6:35	7:20	-0:45	5:25	7:37	-2:11	7:05	7:42	-0:36	11:27	10:33	0:53	12:12	10:43	1:28	9:03	7:16	1:47
Coast	8:16	9:26	-1:10	3:42	2:39	1:03	12:50	6:27	6:23	10:19	7:25	2:54	10:34	9:00	1:33	9:21	10:24	-1:03	7:37	10:34	-2:56	6:07	6:11	-0:04
Edge	4:45	5:54	-1:09	3:28	4:52	-1:24	3:57	5:42	-1:45	6:00	7:06	-1:06	6:05	6:58	-0:52	5:49	5:43	0:06	4:19	3:39	0:40	6:15	7:24	-1:08
George FM	5:35	4:25	1:10	3:53	4:39	-0:45	4:51	3:18	1:32	5:49	4:23	1:25	6:08	4:46	1:22	7:50	6:08	1:42	1:30	1:30	0:00	6:52	3:33	3:19
Life FM	9:00	6:37	2:22	0:37	0:56	-0:18	13:18	15:55	-2:37	12:20	8:09	4:11	12:18	7:55	4:22	12:00	3:00	9:00	0:15	*	*	13:50	8:18	5:32
Magic Music & Talk*	10:01	10:01	0:00	5:37	4:45	0:52	7:21	11:18	-3:57	8:08	8:13	-0:04	9:00	8:38	0:21	11:29	9:11	2:18	12:07	10:58	1:09	9:55	7:39	2:16
Mai FM	6:19	6:50	-0:30	6:21	7:32	-1:11	6:48	6:11	0:37	6:48	7:20	-0:32	6:14	7:46	-1:32	2:36	10:20	-7:44	2:00	*	*	5:46	4:22	1:23
Mix	4:32	3:43	0:49	4:17	1:02	3:14	1:15	5:15	-3:59	2:45	4:05	-1:20	4:02	3:51	0:11	5:41	2:38	3:03	6:15	4:25	1:50	5:43	3:02	2:41
More FM	5:10	5:10	-0:00	3:48	3:33	0:15	4:08	5:46	-1:37	4:14	5:45	-1:30	4:34	5:07	-0:33	7:16	5:45	1:30	10:27	8:05	2:21	6:08	5:33	0:35
Newstalk ZB	11:18	11:54	-0:36	5:13	3:19	1:53	4:39	4:14	0:25	3:54	3:21	0:32	5:48	6:02	-0:14	10:02	11:07	-1:05	14:12	16:51	-2:39	6:12	5:25	0:47
Radio Hauraki	5:43	6:20	-0:37	4:46	3:21	1:25	5:49	6:36	-0:47	5:54	6:51	-0:56	6:24	7:40	-1:16	7:07	7:59	-0:52	4:54	3:21	1:33	6:05	6:54	-0:48
Radio Sport	5:49	4:26	1:22	3:19	1:17	2:02	5:30	7:46	-2:15	6:17	6:01	0:15	5:45	5:22	0:22	6:01	3:38	2:23	7:16	4:00	3:15	5:24	4:26	0:58
Tarana	5:23	10:46	-5:22	0:45	3:34	-2:49	9:50	13:09	-3:18	6:29	12:48	-6:19	5:32	13:06	-7:33	2:34	14:35	-12:00	*	*	*	2:29	9:19	-6:50
Rhema	7:06	11:46	-4:40	7:00	10:37	-3:37	6:45	6:08	0:36	5:06	2:45	2:21	7:19	4:33	2:45	11:16	33:04	-21:47	3:30	46:06	-42:35	10:57	19:56	-8:59
Rock	7:50	8:40	-0:50	4:58	4:57	0:00	8:44	9:23	-0:38	9:19	9:36	-0:16	9:33	10:09	-0:35	9:03	9:56	-0:52	4:00	2:21	1:39	5:36	11:16	-5:40
Star	7:30	9:09	-1:39	0:15	0:21	-0:06	2:57	2:56	0:01	2:57	2:56	0:01	5:49	6:37	-0:48	15:12	17:18	-2:05	5:41	18:30	-12:49	3:00	26:28	-23:28
Te Upoko o Te Ika	3:22	1:54	1:28	0:39	0:45	-0:06	*	*	*	5:44	2:00	3:44	5:44	2:13	3:30	6:00	4:39	1:20	6:00	6:00	0:00	*	2:13	*
The Hits	5:40	5:16	0:24	3:55	2:26	1:29	5:38	6:03	-0:25	5:37	6:39	-1:01	6:10	6:11	-0:01	6:43	5:00	1:42	5:44	4:56	0:47	6:09	5:20	0:49
The Sound	9:58	9:10	0:47	2:59	1:51	1:08	5:48	5:39	0:09	7:31	5:28	2:03	8:32	8:04	0:27	14:26	14:03	0:22	16:33	14:42	1:51	6:02	6:38	-0:35
ZM	5:34	5:33	0:00	2:31	4:54	-2:23	5:29	5:20	0:08	5:15	5:29	-0:13	5:56	5:43	0:12	7:26	5:57	1:28	5:39	4:01	1:37	5:33	5:52	-0:18
Others	5:57	4:59	0:58	3:06	3:42	-0:36	4:07	5:06	-0:59	5:07	5:04	0:03	5:37	5:21	0:15	8:30	5:20	3:10	9:48	4:27	5:20	4:00	7:07	-3:07
MediaWorks Combo	11:02	10:51	0:11	7:31	7:07	0:23	9:08	9:25	-0:16	9:35	10:05	-0:29	10:18	10:35	-0:17	14:41	13:31	1:09	16:08	14:24	1:44	10:45	10:04	0:41
NZME Combo	9:08	9:17	-0:08	5:04	4:58	0:06	7:24	7:38	-0:14	7:27	7:33	-0:05	8:08	8:04	0:03	10:34	10:03	0:30	12:13	13:26	-1:13	8:08	7:39	0:29
All Commercial Radio	13:48	14:01	-0:13	9:02	8:59	0:03	11:27	11:58	-0:31	11:28	12:35	-1:07	12:34	13:26	-0:51	17:36	16:50	0:45	18:48	18:44	0:04	13:38	13:50	-0:11
Potential (000)	378.6	378.6	0.0	45.3	44.7	0.6	116.5	117.1	-0.6	129.4	129.4	0.0	187.2	187.2	0.0	106.5	106.5	0.0	80.2	80.2	0.0	69.3	71.9	-2.6
Sample	1,569	1,582	-13	149	170	-21	258	327	-69	414	432	-18	747	785	-38	537	540	-3	451	397	54	297	309	-12

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WELLINGTON COMMERCIAL RADIO - SURVEY 2 2019

Average Time Spent Listening (hh:mm) by Daypart, People 10+
 Survey Comparisons: 1/2019 - 2/2019

This Survey Period: Sun Jan 20 to Sat Jun 8 2019

Last Survey Period: Sun Sep 2 to Sat Nov 10 2018 & Sun Jan 20 to Sat Mar 30 2019

	This	Last	+/-
Potential (000)	378.6	378.6	0.0
Sample Size	1,569	1,582	-13

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

MediaWorks Combo: Breeze or Edge or George FM or Magic Music & Talk or Mai FM or More FM or Rock or The Sound

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

*Magic Music & Talk includes a combination of Magic and RadioLIVE for Sunday September 2 – Saturday November 10 2018.