



WELLINGTON COMMERCIAL RADIO - SURVEY 3 2019

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

Survey Comparisons: 2/2019 - 3/2019

This Survey Period: Sun Mar 31 to Sat Jun 8 & Sun Jun 16 to Sat Aug 24 2019

Last Survey Period: Sun Jan 20 to Sat Jun 8 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	1.7	1.4	0.3	14	3.1	4.6	-1.5	0.4	0.4	0.0	2.7	1.2	1.5	2.4	1.1	1.3	1.4	1.3	0.1	0.8	1.1	-0.3	5.6	2.7	2.9
Breeze	12.5	13.5	-1.0	1	12.8	17.2	-4.4	5.2	9.2	-4.0	10.8	8.2	2.6	13.2	11.4	1.8	17.7	16.7	1.0	16.6	16.0	0.6	16.8	17.4	-0.6
Coast	4.9	4.6	0.3	8	2.4	1.8	0.6	0.8	2.8	-2.0	4.4	3.0	1.4	3.9	4.2	-0.3	5.0	7.5	-2.5	8.4	8.1	0.3	2.9	3.9	-1.0
Edge	6.2	5.7	0.5	7	13.0	10.5	2.5	13.1	9.0	4.1	8.3	10.8	-2.5	6.8	8.3	-1.5	2.9	2.4	0.5	1.6	1.0	0.6	7.0	10.2	-3.2
George FM	1.7	1.8	-0.1	14	1.3	2.8	-1.5	3.3	2.3	1.0	2.9	3.7	-0.8	2.3	2.8	-0.5	0.6	0.5	0.1	*	*	*	2.6	3.1	-0.5
Life FM	0.9	0.9	0.0	18	0.7	0.2	0.5	0.4	2.4	-2.0	1.9	2.3	-0.4	1.6	1.7	-0.1	0.5	0.2	0.3	0.1	*	*	0.4	1.8	-1.4
Magic Music & Talk*	6.9	8.5	-1.6	5	1.4	3.7	-2.3	0.8	2.4	-1.6	3.0	3.0	0.0	3.2	5.5	-2.3	9.1	12.3	-3.2	17.3	16.0	1.3	6.4	7.5	-1.1
Mai FM	4.1	3.9	0.2	10	8.0	7.9	0.1	8.6	10.2	-1.6	4.5	5.6	-1.1	4.2	3.8	0.4	2.1	0.4	1.7	0.5	0.1	0.4	7.1	4.6	2.5
Mix	1.0	0.7	0.3	17	2.0	1.3	0.7	0.4	0.2	0.2	0.7	0.5	0.2	1.1	0.9	0.2	1.5	1.3	0.2	0.9	0.7	0.2	1.1	0.9	0.2
More FM	3.9	3.6	0.3	11	6.8	8.5	-1.7	3.9	3.2	0.7	3.3	3.7	-0.4	4.1	3.7	0.4	5.1	3.8	1.3	4.2	4.2	0.0	4.7	5.3	-0.6
Newstalk ZB	12.2	13.4	-1.2	2	4.2	5.4	-1.2	1.1	3.4	-2.3	1.6	1.8	-0.2	4.2	4.2	0.0	12.9	12.5	0.4	19.9	22.3	-2.4	8.1	6.0	2.1
Radio Hauraki	3.7	4.2	-0.5	12	3.5	3.2	0.3	4.1	6.7	-2.6	6.4	8.6	-2.2	5.8	7.2	-1.4	3.6	3.1	0.5	1.9	1.2	0.7	4.6	3.9	0.7
Radio Sport	2.0	2.2	-0.2	13	1.5	1.9	-0.4	0.5	1.2	-0.7	1.1	2.8	-1.7	1.3	2.4	-1.1	2.7	2.1	0.6	3.9	2.8	1.1	1.3	2.3	-1.0
Tarana	0.2	0.7	-0.5	20	0.4	0.1	0.3	*	1.4	*	0.4	1.6	-1.2	0.4	1.1	-0.7	0.2	0.2	0.0	*	*	*	0.5	0.6	-0.1
Rhema	0.4	0.5	-0.1	19	0.3	0.2	0.1	0.1	0.6	-0.5	0.4	0.6	-0.2	0.3	0.7	-0.4	0.2	0.5	-0.3	0.7	0.1	0.6	0.2	0.7	-0.5
Rock	4.6	5.5	-0.9	9	10.6	7.6	3.0	6.6	9.4	-2.8	6.6	9.6	-3.0	6.1	8.0	-1.9	2.9	2.7	0.2	0.6	0.5	0.1	3.9	3.3	0.6
Star	1.4	0.9	0.5	16	0.1	*	*	0.6	0.6	0.0	0.1	0.5	-0.4	0.2	0.7	-0.5	1.9	0.7	1.2	2.5	0.4	2.1	0.2	0.1	0.1
Te Upoko o Te Ika	0.2	0.1	0.1	20	0.9	0.1	0.8	*	*	*	0.2	0.2	0.0	0.2	0.1	0.1	0.2	0.1	0.1	0.2	0.1	0.1	*	*	*
The Hits	7.7	6.4	1.3	4	7.2	8.1	-0.9	16.8	11.4	5.4	9.5	7.2	2.3	9.8	7.2	2.6	6.5	5.2	1.3	2.4	2.6	-0.2	8.0	8.8	-0.8
The Sound	6.4	8.5	-2.1	6	6.1	4.3	1.8	2.5	3.8	-1.3	6.8	7.0	-0.2	7.8	8.2	-0.4	9.2	14.9	-5.7	6.6	14.6	-8.0	3.1	3.7	-0.6
ZM	10.7	8.2	2.5	3	8.6	6.4	2.2	24.1	16.2	7.9	15.9	12.4	3.5	13.3	11.0	2.3	7.0	6.2	0.8	4.2	3.0	1.2	11.6	9.5	2.1
Others	6.7	4.8	1.9		5.3	4.2	1.1	6.6	3.3	3.3	8.7	5.7	3.0	7.8	5.6	2.2	6.9	5.5	1.4	6.6	5.1	1.5	3.8	3.8	0.0
MediaWorks Combo	46.3	51.1	-4.8		59.9	62.6	-2.7	44.0	49.5	-5.5	46.1	51.5	-5.4	47.8	51.8	-4.0	49.6	53.7	-4.1	47.4	52.5	-5.1	51.7	55.0	-3.3
NZME Combo	42.9	40.1	2.8		32.4	28.7	3.7	49.0	42.8	6.2	40.4	36.5	3.9	40.0	37.3	2.7	39.2	37.9	1.3	41.7	40.7	1.0	37.6	35.4	2.2
Potential (000)	378.6	378.6	0.0		47.2	45.3	1.9	114.6	116.5	-1.9	129.4	129.4	0.0	187.2	187.2	0.0	106.5	106.5	0.0	80.2	80.2	0.0	71.7	69.3	2.4
Sample	1,578	1,569	9		156	149	7	309	258	51	470	414	56	729	747	-18	479	537	-58	455	451	4	310	297	13

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



WELLINGTON COMMERCIAL RADIO - SURVEY 3 2019

Station Share (%) by Daypart, People 10+

Survey Comparisons: 2/2019 - 3/2019

This Survey Period: Sun Mar 31 to Sat Jun 8 & Sun Jun 16 to Sat Aug 24 2019

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

	This	Last	+/-
Potential (000)	378.6	378.6	0.0
Sample Size	1,578	1,569	9

	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	1.3	1.7	-0.4	14	1.5	1.4	0.1	2.0	2.0	0.0	1.5	1.4	0.1	0.6	0.2	0.4	1.2	0.2	1.0	2.5	1.2	1.3
Breeze	13.9	13.0	0.9	2	13.3	12.2	1.1	13.4	14.8	-1.4	12.1	14.2	-2.1	12.0	17.0	-5.0	10.7	12.3	-1.6	10.5	12.6	-2.1
Coast	3.9	4.3	-0.4	11	7.5	6.0	1.5	7.2	4.6	2.6	4.2	4.4	-0.2	2.0	5.2	-3.2	2.2	2.9	-0.7	3.9	4.2	-0.3
Edge	6.0	5.5	0.5	6	5.8	5.1	0.7	6.4	5.8	0.6	5.4	6.3	-0.9	7.6	4.4	3.2	5.7	1.8	3.9	6.8	6.9	-0.1
George FM	1.3	1.2	0.1	14	1.3	1.1	0.2	1.3	1.5	-0.2	2.8	2.6	0.2	1.9	2.4	-0.5	0.4	0.5	-0.1	2.0	2.5	-0.5
Life FM	1.5	0.9	0.6	13	0.6	0.2	0.4	0.3	0.4	-0.1	0.3	1.2	-0.9	0.8	1.6	-0.8	1.5	1.2	0.3	1.2	1.1	0.1
Magic Music & Talk*	6.7	7.7	-1.0	5	7.7	9.5	-1.8	6.6	8.3	-1.7	7.2	8.2	-1.0	7.1	7.6	-0.5	10.0	13.3	-3.3	6.1	8.4	-2.3
Mai FM	4.4	3.2	1.2	10	3.2	2.4	0.8	3.1	4.0	-0.9	6.0	6.8	-0.8	1.8	2.4	-0.6	4.7	2.8	1.9	4.5	4.4	0.1
Mix	0.7	0.6	0.1	18	1.0	0.5	0.5	1.1	0.7	0.4	1.1	1.2	-0.1	1.2	1.1	0.1	1.2	0.4	0.8	0.9	0.7	0.2
More FM	3.6	4.1	-0.5	12	2.7	2.7	0.0	4.2	3.1	1.1	5.2	3.8	1.4	1.4	2.1	-0.7	3.1	4.2	-1.1	5.1	4.6	0.5
Newstalk ZB	16.6	17.1	-0.5	1	9.6	12.4	-2.8	6.4	6.8	-0.4	9.5	10.9	-1.4	19.5	20.4	-0.9	23.6	27.1	-3.5	12.2	13.2	-1.0
Radio Hauraki	4.5	4.5	0.0	9	3.3	5.0	-1.7	3.1	5.5	-2.4	4.9	5.4	-0.5	1.7	1.0	0.7	2.5	2.0	0.5	3.7	2.8	0.9
Radio Sport	1.3	1.2	0.1	14	2.2	2.7	-0.5	1.6	2.2	-0.6	1.3	1.8	-0.5	2.5	2.3	0.2	1.3	0.6	0.7	3.1	3.1	0.0
Tarana	0.2	0.7	-0.5	20	0.1	0.7	-0.6	0.1	0.3	-0.2	0.1	*	*	*	0.2	*	1.2	1.9	-0.7	0.5	1.3	-0.8
Rhema	0.5	0.3	0.2	19	0.1	0.2	-0.1	0.4	0.8	-0.4	0.8	0.5	0.3	0.9	0.8	0.1	0.5	0.1	0.4	0.4	0.5	-0.1
Rock	5.1	5.6	-0.5	7	4.2	7.3	-3.1	5.4	6.7	-1.3	4.2	4.6	-0.4	3.4	4.7	-1.3	4.3	2.2	2.1	4.2	4.4	-0.2
Star	0.9	0.5	0.4	17	1.1	0.8	0.3	1.0	0.9	0.1	0.4	0.2	0.2	3.0	1.2	1.8	4.2	4.7	-0.5	2.0	1.2	0.8
Te Upoko o Te Ika	0.1	0.1	0.0	21	*	*	*	0.3	0.1	0.2	0.1	*	*	0.7	0.3	0.4	1.1	0.2	0.9	0.2	0.1	0.1
The Hits	7.9	7.1	0.8	4	8.6	7.2	1.4	9.2	7.7	1.5	7.9	5.4	2.5	6.9	6.4	0.5	3.4	1.5	1.9	6.6	5.5	1.1
The Sound	5.0	7.3	-2.3	8	9.3	11.4	-2.1	8.8	10.2	-1.4	5.4	8.4	-3.0	4.5	6.3	-1.8	3.4	3.3	0.1	5.3	7.9	-2.6
ZM	10.8	10.6	0.2	3	11.6	8.1	3.5	10.5	9.3	1.2	13.3	8.5	4.8	7.7	2.5	5.2	3.4	5.8	-2.4	10.8	7.1	3.7
Others	3.8	2.7	1.1		5.2	3.0	2.2	7.5	4.2	3.3	6.4	4.0	2.4	12.7	9.9	2.8	10.2	11.0	-0.8	7.6	6.3	1.3
MediaWorks Combo	46.1	47.6	-1.5		47.5	51.7	-4.2	49.4	54.4	-5.0	48.3	55.0	-6.7	39.8	46.9	-7.1	42.3	40.3	2.0	44.5	51.7	-7.2
NZME Combo	45.8	45.5	0.3		44.0	42.1	1.9	40.1	37.7	2.4	42.8	37.8	5.0	41.8	39.4	2.4	40.8	40.3	0.5	42.6	37.1	5.5

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



WELLINGTON COMMERCIAL RADIO - SURVEY 3 2019

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

Survey Comparisons: 2/2019 - 3/2019

This Survey Period: Sun Mar 31 to Sat Jun 8 & Sun Jun 16 to Sat Aug 24 2019

Last Survey Period: Sun Jan 20 to Sat Jun 8 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	5.3	5.9	-0.6	17	1.8	1.3	0.5	1.1	1.1	0.0	1.7	1.8	-0.1	1.9	2.5	-0.6	1.1	1.8	-0.7	0.9	1.1	-0.2	1.3	1.7	-0.4
Breeze	51.9	58.8	-6.9	2	6.4	6.8	-0.4	8.6	14.5	-5.9	15.6	18.1	-2.5	25.8	30.1	-4.3	22.1	21.3	0.8	17.1	14.9	2.2	11.7	15.8	-4.1
Coast	23.3	21.8	1.5	11	2.9	1.2	1.7	2.1	2.3	-0.2	4.5	3.5	1.0	6.4	7.5	-1.1	10.6	11.8	-1.2	12.2	12.0	0.2	4.4	5.2	-0.8
Edge	46.2	46.7	-0.5	3	9.0	7.8	1.2	22.8	23.9	-1.1	20.1	21.6	-1.5	24.5	25.4	-0.9	6.8	5.9	0.9	2.7	2.7	0.0	10.9	13.3	-2.4
George FM	12.2	12.4	-0.2	14	1.6	1.9	-0.3	6.0	4.9	1.1	5.3	7.6	-2.3	6.7	8.4	-1.7	2.0	1.0	1.0	0.6	0.2	0.4	2.5	3.7	-1.2
Life FM	3.8	3.7	0.1	19	0.5	0.9	-0.4	0.6	1.9	-1.3	2.0	2.3	-0.3	2.8	2.5	0.3	1.0	0.3	0.7	0.3	0.1	0.2	0.7	1.1	-0.4
Magic Music & Talk*	29.4	33.0	-3.6	6	1.7	1.7	0.0	3.1	3.5	-0.4	5.7	4.5	1.2	8.9	11.4	-2.5	10.5	15.6	-5.1	14.5	15.0	-0.5	5.0	6.2	-1.2
Mai FM	20.8	24.1	-3.3	12	3.8	3.2	0.6	10.4	15.8	-5.4	6.8	9.8	-3.0	9.8	11.5	-1.7	4.1	2.3	1.8	1.1	0.6	0.5	6.1	6.6	-0.5
Mix	6.1	6.3	-0.2	15	1.8	0.8	1.0	0.8	1.4	-0.6	1.6	2.1	-0.5	3.2	4.2	-1.0	2.4	3.2	-0.8	1.0	1.4	-0.4	0.7	1.3	-0.6
More FM	27.0	27.4	-0.4	10	4.3	5.7	-1.4	9.2	8.1	1.1	9.0	10.4	-1.4	15.0	15.2	-0.2	8.9	7.7	1.2	3.9	4.5	-0.6	6.8	7.0	-0.2
Newstalk ZB	42.9	46.1	-3.2	4	2.2	2.6	-0.4	3.6	7.6	-4.0	5.2	5.4	-0.2	13.8	13.5	0.3	19.9	18.2	1.7	18.0	17.8	0.2	6.7	8.0	-1.3
Radio Hauraki	27.8	28.3	-0.5	7	2.0	1.7	0.3	10.9	12.0	-1.1	18.0	17.6	0.4	21.4	21.2	0.2	5.7	6.3	-0.6	2.3	2.7	-0.4	6.6	5.2	1.4
Radio Sport	13.5	14.6	-1.1	13	1.2	1.5	-0.3	1.8	2.3	-0.5	2.9	5.4	-2.5	6.3	7.7	-1.4	6.3	5.2	1.1	4.3	4.4	-0.1	2.1	3.5	-1.4
Tarana	3.2	5.0	-1.8	20	0.4	0.4	0.0	0.6	1.5	-0.9	1.9	2.9	-1.0	2.7	3.8	-1.1	0.8	0.9	-0.1	*	*	*	1.3	2.0	-0.7
Rhema	4.4	2.6	1.8	18	0.4	0.1	0.3	0.8	0.9	-0.1	1.6	1.5	0.1	2.0	1.8	0.2	1.2	0.6	0.6	1.5	0.4	1.1	0.9	0.5	0.4
Rock	27.2	27.3	-0.1	9	3.7	3.9	-0.2	10.2	11.2	-1.0	13.0	12.4	0.6	17.1	15.7	1.4	5.2	4.4	0.8	1.7	1.4	0.3	4.9	4.8	0.1
Star	5.9	4.9	1.0	16	0.8	0.5	0.3	1.1	2.0	-0.9	0.3	2.0	-1.7	0.5	2.3	-1.8	1.8	0.7	1.1	2.3	0.8	1.5	0.5	0.3	0.2
Te Upoko o Te Ika	1.4	1.1	0.3	21	0.4	0.5	-0.1	0.1	*	*	0.5	0.4	0.1	0.5	0.4	0.1	0.4	0.1	0.3	0.4	0.1	0.3	*	*	*
The Hits	38.4	43.9	-5.5	5	5.4	5.3	0.1	14.6	21.1	-6.5	15.7	15.4	0.3	23.6	22.0	1.6	11.1	11.3	-0.2	3.9	5.2	-1.3	11.4	11.8	-0.4
The Sound	27.8	33.4	-5.6	7	2.9	3.7	-0.8	3.9	6.8	-2.9	8.5	11.2	-2.7	15.5	18.0	-2.5	12.9	15.2	-2.3	7.7	10.0	-2.3	5.1	5.0	0.1
ZM	57.6	57.5	0.1	1	9.3	6.6	2.7	25.0	31.0	-6.0	26.0	28.4	-2.4	34.4	34.7	-0.3	13.7	12.2	1.5	5.6	6.0	-0.4	14.1	14.1	0.0
Others	35.4	31.5	3.9		4.4	3.5	0.9	10.4	8.5	1.9	14.1	13.4	0.7	20.2	18.6	1.6	10.6	9.5	1.1	6.5	5.9	0.6	5.9	7.7	-1.8
MediaWorks Combo	174.6	180.2	-5.6		21.9	21.4	0.5	51.3	56.7	-5.4	61.1	64.6	-3.5	90.8	94.0	-3.2	53.7	53.6	0.1	36.7	36.9	-0.2	37.9	42.0	-4.1
NZME Combo	161.8	171.0	-9.2		19.5	14.5	5.0	44.4	60.5	-16.1	54.4	58.9	-4.5	82.1	85.7	-3.6	52.9	52.5	0.4	36.1	37.9	-1.8	33.3	35.7	-2.4
All Commercial Radio	270.2	282.5	-12.3		31.8	28.4	3.4	76.0	91.4	-15.4	96.4	104.8	-8.4	142.9	148.7	-5.8	83.1	83.2	-0.1	57.1	60.4	-3.3	55.9	60.2	-4.3
Potential (000)	378.6	378.6	0.0		47.2	45.3	1.9	114.6	116.5	-1.9	129.4	129.4	0.0	187.2	187.2	0.0	106.5	106.5	0.0	80.2	80.2	0.0	71.7	69.3	2.4
Sample	1,578	1,569	9		156	149	7	309	258	51	470	414	56	729	747	-18	479	537	-58	455	451	4	310	297	13

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



WELLINGTON COMMERCIAL RADIO - SURVEY 3 2019

Cumulative Audience (000's) by Daypart, People 10+

Survey Comparisons: 2/2019 - 3/2019

This Survey Period: Sun Mar 31 to Sat Jun 8 & Sun Jun 16 to Sat Aug 24 2019

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

	This	Last	+/-
Potential (000)	378.6	378.6	0.0
Sample Size	1,578	1,569	9

	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	3.7	4.2	-0.5	15	1.6	2.1	-0.5		3.2	4.0	-0.8		3.6	4.1	-0.5		0.7	0.7	0.0		0.3	0.2	0.1		3.4	4.2	-0.8	
Breeze	31.1	34.2	-3.1	3	22.5	25.5	-3.0		22.8	28.1	-5.3		24.2	29.3	-5.1		13.4	18.3	-4.9		6.7	8.9	-2.2		31.9	34.7	-2.8	
Coast	11.3	11.3	0.0	10	10.0	10.5	-0.5		12.1	11.9	0.2		10.9	10.9	0.0		3.1	4.9	-1.8		2.7	2.3	0.4		10.0	11.6	-1.6	
Edge	19.5	22.9	-3.4	5	14.3	16.2	-1.9		18.4	17.7	0.7		19.3	20.1	-0.8		10.2	9.7	0.5		3.5	2.8	0.7		29.2	27.8	1.4	
George FM	5.7	5.3	0.4	13	4.6	2.9	1.7		4.0	4.5	-0.5		6.2	5.8	0.4		2.0	3.3	-1.3		0.9	0.6	0.3		8.1	6.6	1.5	
Life FM	2.0	1.7	0.3	18	1.6	1.1	0.5		1.4	1.5	-0.1		0.8	1.6	-0.8		1.3	1.7	-0.4		1.0	1.4	-0.4		2.9	2.3	0.6	
Magic Music & Talk*	15.3	16.7	-1.4	9	12.9	16.8	-3.9		13.2	15.6	-2.4		12.7	16.8	-4.1		5.9	7.3	-1.4		4.9	5.0	-0.1		17.0	21.3	-4.3	
Mai FM	10.7	10.9	-0.2	12	8.3	8.9	-0.6		10.6	10.2	0.4		10.2	11.7	-1.5		2.9	5.6	-2.7		3.6	1.5	2.1		14.6	16.2	-1.6	
Mix	2.5	2.7	-0.2	17	2.7	2.2	0.5		3.3	2.8	0.5		3.5	3.3	0.2		1.3	2.4	-1.1		0.5	0.1	0.4		3.4	3.0	0.4	
More FM	11.3	14.3	-3.0	10	8.2	6.8	1.4		11.5	9.4	2.1		14.8	12.1	2.7		4.0	5.8	-1.8		1.7	3.1	-1.4		18.2	18.2	0.0	
Newstalk ZB	33.2	35.1	-1.9	2	15.0	17.2	-2.2		12.8	13.3	-0.5		19.0	23.3	-4.3		14.0	16.0	-2.0		9.5	9.9	-0.4		27.8	29.1	-1.3	
Radio Hauraki	16.3	16.8	-0.5	6	10.0	9.6	0.4		14.0	13.4	0.6		11.9	12.7	-0.8		6.7	5.0	1.7		1.9	2.7	-0.8		16.1	12.8	3.3	
Radio Sport	5.0	5.4	-0.4	14	3.7	4.2	-0.5		5.0	5.2	-0.2		4.3	5.6	-1.3		3.7	3.8	-0.1		1.3	1.2	0.1		10.5	10.5	0.0	
Tarana	0.8	2.7	-1.9	20	1.2	1.4	-0.2		0.3	1.0	-0.7		0.2	0.5	-0.3		*	0.5	*		0.6	0.9	-0.3		2.3	4.6	-2.3	
Rhema	1.4	1.6	-0.2	19	1.2	0.8	0.4		1.3	1.2	0.1		1.6	0.9	0.7		1.0	0.8	0.2		0.5	0.1	0.4		2.2	1.8	0.4	
Rock	15.6	16.5	-0.9	7	9.4	12.0	-2.6		11.1	13.6	-2.5		10.7	12.2	-1.5		6.3	5.4	0.9		3.5	3.6	-0.1		13.1	13.0	0.1	
Star	3.0	2.3	0.7	16	2.0	1.8	0.2		2.1	1.9	0.2		1.2	1.6	-0.4		1.8	1.0	0.8		1.4	1.1	0.3		4.2	3.5	0.7	
Te Upoko o Te Ika	0.5	0.6	-0.1	21	*	0.1	*		0.9	0.5	0.4		0.8	0.3	0.5		0.8	0.5	0.3		0.9	0.1	0.8		1.3	1.0	0.3	
The Hits	21.6	21.5	0.1	4	15.0	16.3	-1.3		18.3	22.0	-3.7		15.4	17.5	-2.1		9.8	9.0	0.8		3.3	1.7	1.6		22.6	24.9	-2.3	
The Sound	15.6	18.9	-3.3	7	14.6	17.2	-2.6		12.7	17.1	-4.4		14.8	18.7	-3.9		7.2	8.2	-1.0		2.1	3.2	-1.1		16.8	22.9	-6.1	
ZM	35.1	37.5	-2.4	1	24.1	21.4	2.7		28.0	26.0	2.0		33.6	30.0	3.6		11.8	10.2	1.6		4.1	5.0	-0.9		36.1	31.8	4.3	
Others	11.3	9.6	1.7		13.8	11.6	2.2		16.4	12.6	3.8		16.8	13.9	2.9		10.8	8.7	2.1		3.4	2.8	0.6		22.7	20.5	2.2	
MediaWorks Combo	106.6	109.5	-2.9		78.3	85.3	-7.0		86.3	95.7	-9.4		97.9	106.6	-8.7		48.5	56.7	-8.2		23.4	24.9	-1.5		125.4	130.2	-4.8	
NZME Combo	108.8	111.9	-3.1		69.0	73.2	-4.2		84.6	85.7	-1.1		89.2	92.6	-3.4		44.7	47.4	-2.7		22.1	20.7	1.4		112.2	109.8	2.4	
All Commercial Radio	192.6	203.4	-10.8		138.2	146.7	-8.5		156.3	166.4	-10.1		176.2	185.2	-9.0		95.9	102.9	-7.0		44.6	47.3	-2.7		212.6	217.5	-4.9	

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



WELLINGTON COMMERCIAL RADIO - SURVEY 3 2019

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

Survey Comparisons: 2/2019 - 3/2019

This Survey Period: Sun Mar 31 to Sat Jun 8 & Sun Jun 16 to Sat Aug 24 2019

Last Survey Period: Sun Jan 20 to Sat Jun 8 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	11:40	9:06	2:33	5:47	8:44	-2:56	3:18	3:44	-0:25	18:22	7:50	10:32	21:14	7:58	13:16	15:47	10:18	5:29	8:44	11:35	-2:51	30:07	12:36	17:31
Breeze	8:46	8:58	-0:11	6:52	6:31	0:20	5:13	6:35	-1:21	7:59	5:25	2:34	8:49	7:05	1:43	9:40	11:27	-1:46	9:14	12:12	-2:57	10:07	9:03	1:03
Coast	7:42	8:16	-0:34	2:52	3:42	-0:49	3:11	12:50	-9:39	11:07	10:19	0:48	10:29	10:34	-0:04	5:41	9:21	-3:39	6:34	7:37	-1:03	4:43	6:07	-1:23
Edge	4:55	4:45	0:10	4:54	3:28	1:26	4:57	3:57	1:00	4:47	6:00	-1:13	4:45	6:05	-1:19	5:07	5:49	-0:42	5:38	4:19	1:19	4:31	6:15	-1:44
George FM	5:00	5:35	-0:35	2:42	3:53	-1:11	4:41	4:51	-0:09	6:23	5:49	0:34	6:00	6:08	-0:08	3:32	7:50	-4:17	0:42	1:30	-0:47	7:26	6:52	0:33
Life FM	8:12	9:00	-0:47	4:52	0:37	4:14	5:28	13:18	-7:50	11:17	12:20	-1:03	10:06	12:18	-2:11	6:06	12:00	-5:53	1:35	0:15	1:20	3:36	13:50	-10:14
Magic Music & Talk*	8:33	10:01	-1:28	2:40	5:37	-2:57	2:10	7:21	-5:10	6:00	8:08	-2:08	6:06	9:00	-2:53	10:31	11:29	-0:58	11:20	12:07	-0:46	9:00	9:55	-0:55
Mai FM	7:08	6:19	0:48	7:14	6:21	0:53	7:09	6:48	0:20	7:41	6:48	0:53	7:27	6:14	1:13	6:16	2:36	3:40	4:27	2:00	2:27	8:09	5:46	2:23
Mix	5:47	4:32	1:14	3:46	4:17	-0:30	4:13	1:15	2:58	5:05	2:45	2:20	6:02	4:02	1:59	7:40	5:41	1:58	9:04	6:15	2:48	11:15	5:43	5:31
More FM	5:17	5:10	0:07	5:24	3:48	1:35	3:40	4:08	-0:27	4:11	4:14	-0:03	4:42	4:34	0:08	6:54	7:16	-0:22	10:17	10:27	-0:09	4:53	6:08	-1:15
Newstalk ZB	10:22	11:18	-0:55	6:30	5:13	1:17	2:45	4:39	-1:54	3:26	3:54	-0:28	5:12	5:48	-0:35	7:50	10:02	-2:12	10:31	14:12	-3:40	8:32	6:12	2:20
Radio Hauraki	4:48	5:43	-0:55	5:45	4:46	0:59	3:16	5:49	-2:33	4:08	5:54	-1:46	4:40	6:24	-1:43	7:36	7:07	0:29	7:42	4:54	2:47	4:52	6:05	-1:12
Radio Sport	5:17	5:49	-0:32	4:23	3:19	1:03	2:15	5:30	-3:15	4:21	6:17	-1:55	3:31	5:45	-2:14	5:07	6:01	-0:54	8:41	7:16	1:25	4:12	5:24	-1:11
Tarana	2:31	5:23	-2:52	3:30	0:45	2:45	0:38	9:50	-9:12	2:13	6:29	-4:15	2:28	5:32	-3:04	3:02	2:34	0:27	*	*	*	2:40	2:29	0:10
Rhema	3:44	7:06	-3:21	2:39	7:00	-4:20	1:08	6:45	-5:36	2:53	5:06	-2:12	2:22	7:19	-4:57	2:13	11:16	-9:03	4:33	3:30	1:02	1:12	10:57	-9:44
Rock	6:07	7:50	-1:42	9:45	4:58	4:47	5:35	8:44	-3:08	5:49	9:19	-3:30	6:11	9:33	-3:22	6:45	9:03	-2:17	3:22	4:00	-0:38	5:33	5:36	-0:03
Star	8:35	7:30	1:05	0:15	0:15	0:00	4:26	2:57	1:28	3:00	2:57	0:02	6:32	5:49	0:43	12:43	15:12	-2:29	10:20	5:41	4:39	2:19	3:00	-0:40
Te Upoko o Te Ika	5:52	3:22	2:29	7:15	0:39	6:35	2:30	*	*	5:51	5:44	0:07	5:51	5:44	0:07	5:30	6:00	-0:30	5:30	6:00	-0:30	*	*	*
The Hits	7:20	5:40	1:39	4:32	3:55	0:36	9:55	5:38	4:17	6:59	5:37	1:21	7:09	6:10	0:59	7:02	6:43	0:19	5:55	5:44	0:11	4:54	6:09	-1:14
The Sound	8:22	9:58	-1:35	7:10	2:59	4:10	5:39	5:48	-0:09	9:14	7:31	1:43	8:41	8:32	0:09	8:34	14:26	-5:51	8:08	16:33	-8:24	4:21	6:02	-1:41
ZM	6:46	5:34	1:12	3:09	2:31	0:37	8:19	5:29	2:50	7:03	5:15	1:47	6:39	5:56	0:43	6:08	7:26	-1:18	7:02	5:39	1:23	5:47	5:33	0:14
Others	6:54	5:57	0:57	4:08	3:06	1:01	5:27	4:07	1:20	7:06	5:07	1:58	6:40	5:37	1:02	7:51	8:30	-0:38	9:35	9:48	-0:12	4:34	4:00	0:33
MediaWorks Combo	9:39	11:02	-1:23	9:19	7:31	1:47	7:24	9:08	-1:43	8:44	9:35	-0:51	9:03	10:18	-1:14	11:07	14:41	-3:33	12:16	16:08	-3:52	9:36	10:45	-1:09
NZME Combo	9:40	9:08	0:32	5:39	5:04	0:34	9:32	7:24	2:07	8:35	7:27	1:07	8:23	8:08	0:15	8:56	10:34	-1:37	10:57	12:13	-1:15	7:57	8:08	-0:11
All Commercial Radio	13:29	13:48	-0:18	10:43	9:02	1:40	11:21	11:27	-0:05	11:59	11:28	0:31	12:03	12:34	-0:31	14:30	17:36	-3:05	16:38	18:48	-2:10	12:35	13:38	-1:03
Potential (000)	378.6	378.6	0.0	47.2	45.3	1.9	114.6	116.5	-1.9	129.4	129.4	0.0	187.2	187.2	0.0	106.5	106.5	0.0	80.2	80.2	0.0	71.7	69.3	2.4
Sample	1,578	1,569	9	156	149	7	309	258	51	470	414	56	729	747	-18	479	537	-58	455	451	4	310	297	13

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

WELLINGTON COMMERCIAL RADIO - SURVEY 3 2019

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

Survey Comparisons: 2/2019 - 3/2019

This Survey Period: Sun Mar 31 to Sat Jun 8 & Sun Jun 16 to Sat Aug 24 2019

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

	This	Last	+/-
Potential (000)	378.6	378.6	0.0
Sample Size	1,578	1,569	9

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

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