



# WELLINGTON COMMERCIAL RADIO - SURVEY 4 2019

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

Survey Comparisons: 3/2019 - 4/2019

This Survey Period: Sun Jun 16 to Sat Nov 2 2019

Last Survey Period: Sun Mar 31 to Sat Jun 8 & Sun Jun 16 to Sat Aug 24 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	0.9	1.7	-0.8	17	0.2	3.1	-2.9	*	0.4	*		2.5	2.7	-0.2		1.7	2.4	-0.7		0.1	1.4	-1.3		0.1	0.8	-0.7		4.1	5.6	-1.5		
Breeze	10.8	12.5	-1.7	2	10.2	12.8	-2.6	5.2	5.2	0.0		8.1	10.8	-2.7		11.2	13.2	-2.0		18.0	17.7	0.3		14.4	16.6	-2.2		13.0	16.8	-3.8		
Coast	6.4	4.9	1.5	6	2.3	2.4	-0.1	3.0	0.8	2.2		6.1	4.4	1.7		5.5	3.9	1.6		6.4	5.0	1.4		10.4	8.4	2.0		3.5	2.9	0.6		
Edge	7.5	6.2	1.3	4	14.6	13.0	1.6	14.6	13.1	1.5		9.2	8.3	0.9		8.0	6.8	1.2		4.2	2.9	1.3		2.1	1.6	0.5		7.5	7.0	0.5		
George FM	1.2	1.7	-0.5	15	1.8	1.3	0.5	3.4	3.3	0.1		1.7	2.9	-1.2		1.5	2.3	-0.8		0.7	0.6	0.1		0.1	*	*		0.7	2.6	-1.9		
Life FM	0.8	0.9	-0.1	19	1.0	0.7	0.3	0.3	0.4	-0.1		1.7	1.9	-0.2		1.3	1.6	-0.3		0.2	0.5	-0.3		0.1	0.1	0.0		0.4	0.4	0.0		
Magic Music & Talk*	6.8	6.9	-0.1	5	0.7	1.4	-0.7	1.1	0.8	0.3		2.8	3.0	-0.2		3.1	3.2	-0.1		7.1	9.1	-2.0		15.9	17.3	-1.4		3.9	6.4	-2.5		
Mai FM	4.4	4.1	0.3	11	14.0	8.0	6.0	6.7	8.6	-1.9		4.7	4.5	0.2		4.9	4.2	0.7		3.2	2.1	1.1		0.6	0.5	0.1		7.0	7.1	-0.1		
Mix	0.8	1.0	-0.2	19	1.5	2.0	-0.5	1.2	0.4	0.8		1.1	0.7	0.4		1.2	1.1	0.1		0.7	1.5	-0.8		0.2	0.9	-0.7		1.4	1.1	0.3		
More FM	4.6	3.9	0.7	10	6.5	6.8	-0.3	6.0	3.9	2.1		6.0	3.3	2.7		5.5	4.1	1.4		4.7	5.1	-0.4		3.2	4.2	-1.0		4.8	4.7	0.1		
Newstalk ZB	15.7	12.2	3.5	1	0.8	4.2	-3.4	3.1	1.1	2.0		3.6	1.6	2.0		7.4	4.2	3.2		18.6	12.9	5.7		28.6	19.9	8.7		13.0	8.1	4.9		
Radio Hauraki	3.7	3.7	0.0	12	2.0	3.5	-1.5	3.5	4.1	-0.6		6.2	6.4	-0.2		6.2	5.8	0.4		4.4	3.6	0.8		1.6	1.9	-0.3		6.8	4.6	2.2		
Radio Sport	2.0	2.0	0.0	13	0.3	1.5	-1.2	1.8	0.5	1.3		1.7	1.1	0.6		2.2	1.3	0.9		2.8	2.7	0.1		2.9	3.9	-1.0		1.2	1.3	-0.1		
Tarana	1.0	0.2	0.8	16	0.4	0.4	0.0	1.3	*	*		1.0	0.4	0.6		1.3	0.4	0.9		2.1	0.2	1.9		1.3	*	*		1.7	0.5	1.2		
Rhema	1.3	0.4	0.9	14	2.6	0.3	2.3	0.3	0.1	0.2		0.5	0.4	0.1		0.5	0.3	0.2		0.5	0.2	0.3		1.6	0.7	0.9		2.4	0.2	2.2		
Rock	5.4	4.6	0.8	8	11.0	10.6	0.4	5.8	6.6	-0.8		8.0	6.6	1.4		6.7	6.1	0.6		4.1	2.9	1.2		2.9	0.6	2.3		8.0	3.9	4.1		
Star	0.9	1.4	-0.5	17	0.3	0.1	0.2	0.7	0.6	0.1		0.3	0.1	0.2		0.4	0.2	0.2		1.7	1.9	-0.2		2.1	2.5	-0.4		0.4	0.2	0.2		
Te Upoko o Te Ika	0.2	0.2	0.0	21	0.8	0.9	-0.1	0.4	*	*		0.2	0.2	0.0		0.1	0.2	-0.1		0.2	0.2	0.0		0.2	0.2	0.0		0.1	*	*		
The Hits	5.7	7.7	-2.0	7	5.5	7.2	-1.7	12.7	16.8	-4.1		7.5	9.5	-2.0		6.9	9.8	-2.9		4.0	6.5	-2.5		1.7	2.4	-0.7		4.3	8.0	-3.7		
The Sound	4.8	6.4	-1.6	9	5.1	6.1	-1.0	3.4	2.5	0.9		5.4	6.8	-1.4		6.1	7.8	-1.7		6.4	9.2	-2.8		3.6	6.6	-3.0		4.2	3.1	1.1		
ZM	8.7	10.7	-2.0	3	9.6	8.6	1.0	19.8	24.1	-4.3		14.0	15.9	-1.9		11.1	13.3	-2.2		4.4	7.0	-2.6		2.6	4.2	-1.6		7.4	11.6	-4.2		
Others	6.0	6.7	-0.7		8.5	5.3	3.2	5.8	6.6	-0.8		7.6	8.7	-1.1		7.2	7.8	-0.6		5.5	6.9	-1.4		3.8	6.6	-2.8		4.3	3.8	0.5		
MediaWorks Combo	45.7	46.3	-0.6		64.1	59.9	4.2	46.1	44.0	2.1		45.9	46.1	-0.2		47.1	47.8	-0.7		48.4	49.6	-1.2		42.8	47.4	-4.6		49.1	51.7	-2.6		
NZME Combo	43.8	42.9	0.9		25.5	32.4	-6.9	45.5	49.0	-3.5		41.1	40.4	0.7		41.1	40.0	1.1		41.4	39.2	2.2		48.1	41.7	6.4		37.5	37.6	-0.1		
Potential (000)	378.6	378.6	0.0		47.5	47.2	0.3	114.3	114.6	-0.3		129.4	129.4	0.0		187.2	187.2	0.0		106.5	106.5	0.0		80.2	80.2	0.0		74.1	71.7	2.4		
Sample	1,563	1,578	-15		164	156	8	346	309	37		462	470	-8		712	729	-17		468	479	-11		439	455	-16		307	310	-3		

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 4 2019

Station Share (%) by Daypart, People 10+  
Survey Comparisons: 3/2019 - 4/2019

This Survey Period: Sun Jun 16 to Sat Nov 2 2019

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

	This	Last	+/-
Potential (000)	378.6	378.6	0.0
Sample Size	1,563	1,578	-15

	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	0.2	1.3	-1.1	20	0.2	1.5	-1.3		0.3	2.0	-1.7		0.5	1.5	-1.0		1.1	0.6	0.5		1.9	1.2	0.7		2.6	2.5	0.1	
Breeze	11.1	13.9	-2.8	2	12.0	13.3	-1.3		11.6	13.4	-1.8		10.1	12.1	-2.0		11.6	12.0	-0.4		8.2	10.7	-2.5		9.6	10.5	-0.9	
Coast	4.5	3.9	0.6	11	10.5	7.5	3.0		10.1	7.2	2.9		5.5	4.2	1.3		1.9	2.0	-0.1		2.2	2.2	0.0		4.8	3.9	0.9	
Edge	7.4	6.0	1.4	4	7.1	5.8	1.3		7.7	6.4	1.3		7.5	5.4	2.1		8.3	7.6	0.7		6.9	5.7	1.2		7.6	6.8	0.8	
George FM	1.0	1.3	-0.3	16	1.4	1.3	0.1		1.3	1.3	0.0		1.7	2.8	-1.1		1.0	1.9	-0.9		0.8	0.4	0.4		1.2	2.0	-0.8	
Life FM	1.6	1.5	0.1	13	0.7	0.6	0.1		0.3	0.3	0.0		0.1	0.3	-0.2		0.4	0.8	-0.4		1.4	1.5	-0.1		0.9	1.2	-0.3	
Magic Music & Talk*	6.4	6.7	-0.3	5	8.0	7.7	0.3		7.3	6.6	0.7		5.6	7.2	-1.6		6.2	7.1	-0.9		5.7	10.0	-4.3		7.1	6.1	1.0	
Mai FM	6.1	4.4	1.7	6	3.7	3.2	0.5		2.9	3.1	-0.2		5.0	6.0	-1.0		3.5	1.8	1.7		6.5	4.7	1.8		4.2	4.5	-0.3	
Mix	0.7	0.7	0.0	18	1.1	1.0	0.1		1.0	1.1	-0.1		0.5	1.1	-0.6		0.8	1.2	-0.4		0.3	1.2	-0.9		0.8	0.9	-0.1	
More FM	5.3	3.6	1.7	7	5.3	2.7	2.6		5.7	4.2	1.5		5.5	5.2	0.3		1.3	1.4	-0.1		1.5	3.1	-1.6		3.5	5.1	-1.6	
Newstalk ZB	20.8	16.6	4.2	1	11.4	9.6	1.8		8.9	6.4	2.5		11.2	9.5	1.7		27.2	19.5	7.7		34.6	23.6	11.0		15.9	12.2	3.7	
Radio Hauraki	4.6	4.5	0.1	10	2.9	3.3	-0.4		3.3	3.1	0.2		5.2	4.9	0.3		3.0	1.7	1.3		1.4	2.5	-1.1		3.6	3.7	-0.1	
Radio Sport	1.5	1.3	0.2	14	1.8	2.2	-0.4		1.9	1.6	0.3		1.8	1.3	0.5		3.5	2.5	1.0		1.5	1.3	0.2		2.7	3.1	-0.4	
Tarana	0.9	0.2	0.7	17	0.3	0.1	0.2		0.2	0.1	0.1		1.5	0.1	1.4		1.3	*	*		3.2	1.2	2.0		1.5	0.5	1.0	
Rhema	1.1	0.5	0.6	15	0.9	0.1	0.8		1.1	0.4	0.7		1.8	0.8	1.0		2.0	0.9	1.1		0.4	0.5	-0.1		1.9	0.4	1.5	
Rock	4.8	5.1	-0.3	9	4.6	4.2	0.4		7.0	5.4	1.6		5.3	4.2	1.1		2.5	3.4	-0.9		5.6	4.3	1.3		6.0	4.2	1.8	
Star	0.6	0.9	-0.3	19	0.7	1.1	-0.4		0.8	1.0	-0.2		0.5	0.4	0.1		1.6	3.0	-1.4		1.6	4.2	-2.6		1.1	2.0	-0.9	
Te Upoko o Te Ika	0.1	0.1	0.0	21	*	*	*		0.3	0.3	0.0		0.1	0.1	0.0		0.4	0.7	-0.3		1.1	1.1	0.0		0.3	0.2	0.1	
The Hits	5.0	7.9	-2.9	8	5.6	8.6	-3.0		6.2	9.2	-3.0		6.8	7.9	-1.1		4.1	6.9	-2.8		3.4	3.4	0.0		6.1	6.6	-0.5	
The Sound	3.4	5.0	-1.6	12	6.8	9.3	-2.5		6.5	8.8	-2.3		5.1	5.4	-0.3		3.1	4.5	-1.4		4.0	3.4	0.6		4.0	5.3	-1.3	
ZM	8.3	10.8	-2.5	3	8.8	11.6	-2.8		8.5	10.5	-2.0		12.9	13.3	-0.4		8.1	7.7	0.4		2.9	3.4	-0.5		8.1	10.8	-2.7	
Others	4.6	3.8	0.8		6.0	5.2	0.8		7.2	7.5	-0.3		5.6	6.4	-0.8		7.1	12.7	-5.6		4.9	10.2	-5.3		6.5	7.6	-1.1	
MediaWorks Combo	45.5	46.1	-0.6		49.0	47.5	1.5		49.9	49.4	0.5		45.9	48.3	-2.4		37.6	39.8	-2.2		39.1	42.3	-3.2		43.2	44.5	-1.3	
NZME Combo	45.7	45.8	-0.1		42.4	44.0	-1.6		40.3	40.1	0.2		44.6	42.8	1.8		48.8	41.8	7.0		48.9	40.8	8.1		43.3	42.6	0.7	

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



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

Survey Comparisons: 3/2019 - 4/2019

This Survey Period: Sun Jun 16 to Sat Nov 2 2019

Last Survey Period: Sun Mar 31 to Sat Jun 8 & Sun Jun 16 to Sat Aug 24 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	3.4	5.3	-1.9	20	0.6	1.8	-1.2	0.6	1.1	-0.5	1.9	1.7	0.2	2.0	1.9	0.1	0.7	1.1	-0.4	0.5	0.9	-0.4	1.5	1.3	0.2
Breeze	45.3	51.9	-6.6	4	5.7	6.4	-0.7	7.7	8.6	-0.9	11.6	15.6	-4.0	21.7	25.8	-4.1	21.0	22.1	-1.1	14.8	17.1	-2.3	10.5	11.7	-1.2
Coast	22.9	23.3	-0.4	12	2.5	2.9	-0.4	3.2	2.1	1.1	6.0	4.5	1.5	8.8	6.4	2.4	8.6	10.6	-2.0	8.8	12.2	-3.4	4.9	4.4	0.5
Edge	46.6	46.2	0.4	3	9.0	9.0	0.0	20.7	22.8	-2.1	20.6	20.1	0.5	26.5	24.5	2.0	8.5	6.8	1.7	3.0	2.7	0.3	10.1	10.9	-0.8
George FM	11.4	12.2	-0.8	14	2.4	1.6	0.8	6.3	6.0	0.3	4.6	5.3	-0.7	6.1	6.7	-0.6	2.1	2.0	0.1	0.6	0.6	0.0	1.7	2.5	-0.8
Life FM	4.4	3.8	0.6	19	0.7	0.5	0.2	0.8	0.6	0.2	2.4	2.0	0.4	3.0	2.8	0.2	0.8	1.0	-0.2	0.3	0.3	0.0	1.0	0.7	0.3
Magic Music & Talk*	26.7	29.4	-2.7	8	1.1	1.7	-0.6	2.7	3.1	-0.4	5.4	5.7	-0.3	9.2	8.9	0.3	9.6	10.5	-0.9	12.7	14.5	-1.8	4.6	5.0	-0.4
Mai FM	24.5	20.8	3.7	10	5.8	3.8	2.0	11.0	10.4	0.6	10.0	6.8	3.2	13.0	9.8	3.2	3.8	4.1	-0.3	0.8	1.1	-0.3	6.5	6.1	0.4
Mix	7.1	6.1	1.0	15	1.8	1.8	0.0	1.2	0.8	0.4	2.9	1.6	1.3	4.4	3.2	1.2	2.1	2.4	-0.3	0.7	1.0	-0.3	0.8	0.7	0.1
More FM	29.4	27.0	2.4	6	4.4	4.3	0.1	8.8	9.2	-0.4	10.8	9.0	1.8	16.1	15.0	1.1	9.2	8.9	0.3	4.5	3.9	0.6	9.0	6.8	2.2
Newstalk ZB	47.5	42.9	4.6	2	1.3	2.2	-0.9	4.9	3.6	1.3	8.2	5.2	3.0	17.6	13.8	3.8	20.3	19.9	0.4	19.9	18.0	1.9	10.3	6.7	3.6
Radio Hauraki	24.4	27.8	-3.4	11	1.9	2.0	-0.1	8.6	10.9	-2.3	14.7	18.0	-3.3	19.3	21.4	-2.1	6.8	5.7	1.1	2.3	2.3	0.0	7.4	6.6	0.8
Radio Sport	14.8	13.5	1.3	13	0.8	1.2	-0.4	2.1	1.8	0.3	2.8	2.9	-0.1	7.2	6.3	0.9	7.2	6.3	0.9	4.4	4.3	0.1	1.8	2.1	-0.3
Tarana	5.3	3.2	2.1	16	0.4	0.4	0.0	2.1	0.6	1.5	2.5	1.9	0.6	3.1	2.7	0.4	2.2	0.8	1.4	1.5	*	*	1.4	1.3	0.1
Rhema	5.3	4.4	0.9	16	0.5	0.4	0.1	1.2	0.8	0.4	1.7	1.6	0.1	2.3	2.0	0.3	1.4	1.2	0.2	2.1	1.5	0.6	1.0	0.9	0.1
Rock	27.1	27.2	-0.1	7	3.9	3.7	0.2	9.8	10.2	-0.4	13.5	13.0	0.5	18.8	17.1	1.7	7.3	5.2	2.1	2.4	1.7	0.7	4.8	4.9	-0.1
Star	4.9	5.9	-1.0	18	0.9	0.8	0.1	1.5	1.1	0.4	1.0	0.3	0.7	1.4	0.5	0.9	1.4	1.8	-0.4	1.5	2.3	-0.8	0.8	0.5	0.3
Te Upoko o Te Ika	2.2	1.4	0.8	21	0.4	0.4	0.0	1.5	0.1	1.4	1.3	0.5	0.8	1.3	0.5	0.8	0.3	0.4	-0.1	0.3	0.4	-0.1	0.3	*	*
The Hits	37.3	38.4	-1.1	5	5.8	5.4	0.4	13.5	14.6	-1.1	16.4	15.7	0.7	22.8	23.6	-0.8	9.2	11.1	-1.9	3.6	3.9	-0.3	9.2	11.4	-2.2
The Sound	25.9	27.8	-1.9	9	2.4	2.9	-0.5	3.2	3.9	-0.7	7.2	8.5	-1.3	14.3	15.5	-1.2	13.4	12.9	0.5	7.9	7.7	0.2	6.3	5.1	1.2
ZM	48.8	57.6	-8.8	1	8.2	9.3	-1.1	22.0	25.0	-3.0	21.5	26.0	-4.5	27.8	34.4	-6.6	9.9	13.7	-3.8	4.1	5.6	-1.5	12.4	14.1	-1.7
Others	30.9	35.4	-4.5		5.0	4.4	0.6	10.2	10.4	-0.2	14.0	14.1	-0.1	18.1	20.2	-2.1	6.8	10.6	-3.8	4.4	6.5	-2.1	4.1	5.9	-1.8
MediaWorks Combo	171.8	174.6	-2.8		21.9	21.9	0.0	50.6	51.3	-0.7	61.8	61.1	0.7	92.2	90.8	1.4	54.4	53.7	0.7	35.5	36.7	-1.2	38.4	37.9	0.5
NZME Combo	156.2	161.8	-5.6		16.2	19.5	-3.3	41.5	44.4	-2.9	55.7	54.4	1.3	83.5	82.1	1.4	49.8	52.9	-3.1	35.2	36.1	-0.9	35.9	33.3	2.6
All Commercial Radio	259.9	270.2	-10.3		30.4	31.8	-1.4	72.0	76.0	-4.0	93.6	96.4	-2.8	139.1	142.9	-3.8	80.4	83.1	-2.7	55.7	57.1	-1.4	57.9	55.9	2.0
Potential (000)	378.6	378.6	0.0		47.5	47.2	0.3	114.3	114.6	-0.3	129.4	129.4	0.0	187.2	187.2	0.0	106.5	106.5	0.0	80.2	80.2	0.0	74.1	71.7	2.4
Sample	1,563	1,578	-15		164	156	8	346	309	37	462	470	-8	712	729	-17	468	479	-11	439	455	-16	307	310	-3

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

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# WELLINGTON COMMERCIAL RADIO - SURVEY 4 2019

Cumulative Audience (000's) by Daypart, People 10+  
Survey Comparisons: 3/2019 - 4/2019

This Survey Period: Sun Jun 16 to Sat Nov 2 2019

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

	This	Last	+/-
Potential (000)	378.6	378.6	0.0
Sample Size	1,563	1,578	-15

	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	1.0	3.7	-2.7	20	0.7	1.6	-0.9	0.9	3.2	-2.3	1.4	3.6	-2.2	1.2	0.7	0.5	0.8	0.3	0.5	1.8	3.4	-1.6
Breeze	25.1	31.1	-6.0	3	18.3	22.5	-4.2	19.4	22.8	-3.4	19.2	24.2	-5.0	8.5	13.4	-4.9	5.5	6.7	-1.2	26.9	31.9	-5.0
Coast	11.9	11.3	0.6	12	11.4	10.0	1.4	13.2	12.1	1.1	11.3	10.9	0.4	2.7	3.1	-0.4	2.5	2.7	-0.2	11.8	10.0	1.8
Edge	22.5	19.5	3.0	4	15.4	14.3	1.1	18.5	18.4	0.1	21.0	19.3	1.7	9.0	10.2	-1.2	3.9	3.5	0.4	29.4	29.2	0.2
George FM	4.7	5.7	-1.0	14	3.9	4.6	-0.7	3.4	4.0	-0.6	4.5	6.2	-1.7	1.8	2.0	-0.2	1.6	0.9	0.7	6.7	8.1	-1.4
Life FM	1.8	2.0	-0.2	18	1.8	1.6	0.2	1.5	1.4	0.1	0.9	0.8	0.1	1.0	1.3	-0.3	1.2	1.0	0.2	3.4	2.9	0.5
Magic Music & Talk*	15.6	15.3	0.3	6	9.3	12.9	-3.6	12.0	13.2	-1.2	10.7	12.7	-2.0	5.6	5.9	-0.3	3.8	4.9	-1.1	14.2	17.0	-2.8
Mai FM	15.1	10.7	4.4	8	10.9	8.3	2.6	10.3	10.6	-0.3	11.3	10.2	1.1	5.0	2.9	2.1	3.8	3.6	0.2	17.1	14.6	2.5
Mix	3.1	2.5	0.6	15	1.7	2.7	-1.0	2.3	3.3	-1.0	3.0	3.5	-0.5	0.8	1.3	-0.5	0.4	0.5	-0.1	3.2	3.4	-0.2
More FM	13.7	11.3	2.4	10	10.4	8.2	2.2	12.5	11.5	1.0	15.3	14.8	0.5	3.0	4.0	-1.0	1.4	1.7	-0.3	16.5	18.2	-1.7
Newstalk ZB	36.1	33.2	2.9	1	19.4	15.0	4.4	18.3	12.8	5.5	18.4	19.0	-0.6	15.5	14.0	1.5	11.8	9.5	2.3	32.7	27.8	4.9
Radio Hauraki	15.4	16.3	-0.9	7	8.4	10.0	-1.6	11.2	14.0	-2.8	13.5	11.9	1.6	5.6	6.7	-1.1	1.8	1.9	-0.1	13.4	16.1	-2.7
Radio Sport	5.9	5.0	0.9	13	3.7	3.7	0.0	5.2	5.0	0.2	5.2	4.3	0.9	3.7	3.7	0.0	1.6	1.3	0.3	10.5	10.5	0.0
Tarana	1.9	0.8	1.1	17	1.3	1.2	0.1	0.8	0.3	0.5	2.6	0.2	2.4	1.2	*	*	1.2	0.6	0.6	3.2	2.3	0.9
Rhema	1.7	1.4	0.3	19	2.0	1.2	0.8	2.0	1.3	0.7	2.3	1.6	0.7	0.9	1.0	-0.1	0.7	0.5	0.2	3.0	2.2	0.8
Rock	14.0	15.6	-1.6	9	7.1	9.4	-2.3	10.7	11.1	-0.4	11.2	10.7	0.5	5.2	6.3	-1.1	3.8	3.5	0.3	16.2	13.1	3.1
Star	2.3	3.0	-0.7	16	1.0	2.0	-1.0	2.2	2.1	0.1	1.2	1.2	0.0	1.3	1.8	-0.5	1.1	1.4	-0.3	3.2	4.2	-1.0
Te Upoko o Te Ika	0.7	0.5	0.2	21	0.4	*	*	1.2	0.9	0.3	0.7	0.8	-0.1	0.3	0.8	-0.5	1.3	0.9	0.4	1.8	1.3	0.5
The Hits	17.9	21.6	-3.7	5	10.7	15.0	-4.3	16.7	18.3	-1.6	15.3	15.4	-0.1	7.1	9.8	-2.7	3.8	3.3	0.5	20.6	22.6	-2.0
The Sound	13.4	15.6	-2.2	11	11.4	14.6	-3.2	9.9	12.7	-2.8	13.2	14.8	-1.6	5.2	7.2	-2.0	2.0	2.1	-0.1	14.3	16.8	-2.5
ZM	26.4	35.1	-8.7	2	16.8	24.1	-7.3	19.5	28.0	-8.5	28.9	33.6	-4.7	11.4	11.8	-0.4	3.1	4.1	-1.0	29.2	36.1	-6.9
Others	14.6	11.3	3.3		13.3	13.8	-0.5	14.0	16.4	-2.4	13.3	16.8	-3.5	8.9	10.8	-1.9	3.9	3.4	0.5	20.2	22.7	-2.5
MediaWorks Combo	107.0	106.6	0.4		76.7	78.3	-1.6	83.7	86.3	-2.6	92.0	97.9	-5.9	40.6	48.5	-7.9	22.2	23.4	-1.2	120.0	125.4	-5.4
NZME Combo	104.6	108.8	-4.2		64.4	69.0	-4.6	76.9	84.6	-7.7	85.7	89.2	-3.5	42.0	44.7	-2.7	24.2	22.1	2.1	104.4	112.2	-7.8
All Commercial Radio	191.3	192.6	-1.3		131.7	138.2	-6.5	144.6	156.3	-11.7	163.2	176.2	-13.0	86.6	95.9	-9.3	43.7	44.6	-0.9	201.0	212.6	-11.6

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# WELLINGTON COMMERCIAL RADIO - SURVEY 4 2019

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

Survey Comparisons: 3/2019 - 4/2019

This Survey Period: Sun Jun 16 to Sat Nov 2 2019

Last Survey Period: Sun Mar 31 to Sat Jun 8 & Sun Jun 16 to Sat Aug 24 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	9:40	11:40	-1:59	1:03	5:47	-4:44	0:30	3:18	-2:48	16:34	18:22	-1:48	15:12	21:14	-6:01	1:36	15:47	-14:11	2:00	8:44	-6:43	20:37	30:07	-9:29
Breeze	8:26	8:46	-0:20	5:44	6:52	-1:08	5:41	5:13	0:27	8:44	7:59	0:45	9:14	8:49	0:24	9:14	9:40	-0:25	8:40	9:14	-0:33	9:21	10:07	-0:46
Coast	9:57	7:42	2:15	2:52	2:52	-0:00	7:59	3:11	4:47	12:43	11:07	1:35	11:13	10:29	0:43	7:57	5:41	2:15	10:33	6:34	3:59	5:19	4:43	0:35
Edge	5:43	4:55	0:47	5:12	4:54	0:18	5:58	4:57	1:01	5:34	4:47	0:46	5:28	4:45	0:42	5:14	5:07	0:07	6:20	5:38	0:41	5:36	4:31	1:05
George FM	3:53	5:00	-1:06	2:27	2:42	-0:14	4:35	4:41	-0:05	4:29	6:23	-1:54	4:28	6:00	-1:32	3:19	3:32	-0:13	0:42	0:42	0:00	3:22	7:26	-4:04
Life FM	6:30	8:12	-1:41	4:30	4:52	-0:21	3:08	5:28	-2:19	8:57	11:17	-2:19	7:53	10:06	-2:13	3:06	6:06	-3:00	2:15	1:35	0:40	2:56	3:36	-0:39
Magic Music & Talk*	9:04	8:33	0:31	2:07	2:40	-0:32	3:23	2:10	1:12	6:34	6:00	0:33	6:03	6:06	-0:02	8:00	10:31	-2:30	11:13	11:20	-0:07	6:24	9:00	-2:35
Mai FM	6:26	7:08	-0:42	7:44	7:14	0:30	5:12	7:09	-1:56	5:52	7:41	-1:49	6:45	7:27	-0:41	9:00	6:16	2:43	6:16	4:27	1:49	8:08	8:09	-0:01
Mix	4:05	5:47	-1:41	2:38	3:46	-1:08	8:36	4:13	4:22	4:55	5:05	-0:09	4:55	6:02	-1:06	3:43	7:40	-3:57	2:55	9:04	-6:08	12:47	11:15	1:32
More FM	5:34	5:17	0:16	4:42	5:24	-0:42	5:48	3:40	2:07	7:00	4:11	2:48	6:05	4:42	1:23	5:25	6:54	-1:28	6:22	10:17	-3:55	4:00	4:53	-0:53
Newstalk ZB	11:45	10:22	1:22	2:02	6:30	-4:27	5:19	2:45	2:33	5:27	3:26	2:01	7:30	5:12	2:18	9:49	7:50	1:59	12:48	10:31	2:17	9:33	8:32	1:00
Radio Hauraki	5:26	4:48	0:38	3:21	5:45	-2:24	3:25	3:16	0:08	5:16	4:08	1:08	5:47	4:40	1:07	7:02	7:36	-0:33	6:05	7:42	-1:37	6:55	4:52	2:03
Radio Sport	4:53	5:17	-0:23	1:18	4:23	-3:04	7:32	2:15	5:17	7:43	4:21	3:22	5:25	3:31	1:54	4:14	5:07	-0:53	5:55	8:41	-2:46	4:58	4:12	0:45
Tarana	6:47	2:31	4:16	3:30	3:30	0:00	5:28	0:38	4:49	4:57	2:13	2:43	7:22	2:28	4:54	10:10	3:02	7:08	7:27	*	*	9:12	2:40	6:31
Rhema	8:59	3:44	5:15	16:04	2:39	13:25	2:29	1:08	1:20	3:27	2:53	0:33	3:31	2:22	1:08	3:41	2:13	1:28	6:59	4:33	2:26	18:19	1:12	17:07
Rock	7:04	6:07	0:56	8:56	9:45	-0:49	5:06	5:35	-0:29	7:24	5:49	1:35	6:27	6:11	0:16	6:04	6:45	-0:40	10:32	3:22	7:09	12:34	5:33	7:01
Star	6:10	8:35	-2:25	1:03	0:15	0:48	4:05	4:26	-0:20	3:34	3:00	0:34	4:26	6:32	-2:06	13:14	12:43	0:31	12:32	10:20	2:12	4:15	2:19	1:56
Te Upoko o Te Ika	3:23	5:52	-2:28	7:15	7:15	0:00	2:05	2:30	-0:24	2:00	5:51	-3:51	5:30	5:51	-3:51	5:30	5:30	0:00	5:30	5:30	0:00	3:00	*	*
The Hits	5:24	7:20	-1:56	3:03	4:32	-1:29	8:00	9:55	-1:55	5:43	6:59	-1:16	5:26	7:09	-1:42	4:44	7:02	-2:18	4:16	5:55	-1:38	3:29	4:54	-1:25
The Sound	6:38	8:22	-1:44	6:51	7:10	-0:19	8:53	5:39	3:14	9:18	9:14	0:04	7:43	8:41	-0:58	5:08	8:34	-3:26	4:06	8:08	-4:02	5:01	4:21	0:39
ZM	6:20	6:46	-0:26	3:44	3:09	0:35	7:37	8:19	-0:41	8:07	7:03	1:04	7:12	6:39	0:32	4:45	6:08	-1:22	5:45	7:02	-1:17	4:30	5:47	-1:16
Others	6:54	6:54	-0:00	5:25	4:08	1:17	4:49	5:27	-0:37	6:49	7:06	-0:17	7:09	6:40	0:29	8:38	7:51	0:46	7:43	9:35	-1:52	8:00	4:34	3:26
MediaWorks Combo	9:26	9:39	-0:13	9:20	9:19	0:01	7:45	7:24	0:21	9:16	8:44	0:32	9:10	9:03	0:07	9:33	11:07	-1:34	10:44	12:16	-1:31	9:39	9:36	0:03
NZME Combo	9:57	9:40	0:17	5:02	5:39	-0:37	9:19	9:32	-0:12	9:13	8:35	0:37	8:51	8:23	0:27	8:55	8:56	-0:00	12:11	10:57	1:14	7:53	7:57	-0:04
All Commercial Radio	13:39	13:29	0:10	10:31	10:43	-0:11	11:49	11:21	0:27	13:21	11:59	1:21	12:55	12:03	0:52	13:21	14:30	-1:09	15:59	16:38	-0:38	13:03	12:35	0:28
Potential (000)	378.6	378.6	0.0	47.5	47.2	0.3	114.3	114.6	-0.3	129.4	129.4	0.0	187.2	187.2	0.0	106.5	106.5	0.0	80.2	80.2	0.0	74.1	71.7	2.4
Sample	1,563	1,578	-15	164	156	8	346	309	37	462	470	-8	712	729	-17	468	479	-11	439	455	-16	307	310	-3

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# WELLINGTON COMMERCIAL RADIO - SURVEY 4 2019

Average Time Spent Listening (hh:mm) by Daypart, People 10+  
Survey Comparisons: 3/2019 - 4/2019

This Survey Period: Sun Jun 16 to Sat Nov 2 2019

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	This	Last	+/-
Potential (000)	378.6	378.6	0.0
Sample Size	1,563	1,578	-15

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

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