

# WELLINGTON COMMERCIAL RADIO - SURVEY 1 2020

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

Survey Comparisons: 4/2019 - 1/2020

This Survey Period: Sun Aug 25 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020

Last Survey Period: Sun Jun 16 to Sat Nov 2 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	0.6	0.9	-0.3	19	0.4	0.2	0.2		0.2	*	*		0.5	2.5	-2.0		0.6	1.7	-1.1		1.2	0.1	1.1		0.9	0.1	0.8		0.6	4.1	-3.5	
Breeze	12.2	10.8	1.4	2	9.8	10.2	-0.4		9.5	5.2	4.3		6.7	8.1	-1.4		10.8	11.2	-0.4		18.6	18.0	0.6		16.0	14.4	1.6		13.2	13.0	0.2	
Coast	3.8	6.4	-2.6	11	2.7	2.3	0.4		3.5	3.0	0.5		3.3	6.1	-2.8		2.9	5.5	-2.6		3.9	6.4	-2.5		6.3	10.4	-4.1		3.2	3.5	-0.3	
Edge	6.0	7.5	-1.5	7	12.7	14.6	-1.9		9.1	14.6	-5.5		7.4	9.2	-1.8		7.1	8.0	-0.9		4.0	4.2	-0.2		1.8	2.1	-0.3		7.4	7.5	-0.1	
George FM	1.3	1.2	0.1	16	2.9	1.8	1.1		4.0	3.4	0.6		2.5	1.7	0.8		1.7	1.5	0.2		*	0.7	*		*	0.1	*		0.4	0.7	-0.3	
Life FM	1.1	0.8	0.3	17	0.5	1.0	-0.5		0.4	0.3	0.1		2.3	1.7	0.6		1.8	1.3	0.5		0.6	0.2	0.4		0.4	0.1	0.3		1.2	0.4	0.8	
Magic	8.1	6.8	1.3	3	0.5	0.7	-0.2		2.2	1.1	1.1		3.1	2.8	0.3		4.0	3.1	0.9		7.0	7.1	-0.1		14.8	15.9	-1.1		5.5	3.9	1.6	
Mai FM	4.7	4.4	0.3	9	19.7	14.0	5.7		8.5	6.7	1.8		6.0	4.7	1.3		5.1	4.9	0.2		1.7	3.2	-1.5		0.2	0.6	-0.4		5.3	7.0	-1.7	
Mix	0.8	0.8	0.0	18	0.3	1.5	-1.2		0.6	1.2	-0.6		1.1	1.1	0.0		1.4	1.2	0.2		1.0	0.7	0.3		0.3	0.2	0.1		2.1	1.4	0.7	
More FM	4.3	4.6	-0.3	10	4.7	6.5	-1.8		6.1	6.0	0.1		7.0	6.0	1.0		5.9	5.5	0.4		3.5	4.7	-1.2		2.2	3.2	-1.0		4.3	4.8	-0.5	
Newstalk ZB	15.6	15.7	-0.1	1	0.9	0.8	0.1		4.8	3.1	1.7		7.5	3.6	3.9		9.7	7.4	2.3		15.3	18.6	-3.3		24.2	28.6	-4.4		14.4	13.0	1.4	
Radio Hauraki	3.0	3.7	-0.7	12	2.7	2.0	0.7		2.2	3.5	-1.3		5.4	6.2	-0.8		4.8	6.2	-1.4		2.5	4.4	-1.9		0.9	1.6	-0.7		5.8	6.8	-1.0	
Radio Sport	2.4	2.0	0.4	13	1.3	0.3	1.0		2.5	1.8	0.7		2.1	1.7	0.4		2.7	2.2	0.5		3.8	2.8	1.0		2.6	2.9	-0.3		2.0	1.2	0.8	
Tarana	1.6	1.0	0.6	15	0.5	0.4	0.1		1.9	1.3	0.6		1.5	1.0	0.5		1.6	1.3	0.3		2.2	2.1	0.1		2.0	1.3	0.7		1.8	1.7	0.1	
Rhema	1.8	1.3	0.5	14	6.1	2.6	3.5		0.6	0.3	0.3		0.4	0.5	-0.1		1.0	0.5	0.5		1.4	0.5	0.9		1.3	1.6	-0.3		2.3	2.4	-0.1	
Rock	5.1	5.4	-0.3	8	5.1	11.0	-5.9		5.7	5.8	-0.1		9.2	8.0	1.2		7.5	6.7	0.8		3.9	4.1	-0.2		2.6	2.9	-0.3		8.2	8.0	0.2	
Star	0.6	0.9	-0.3	19	0.3	0.3	0.0		0.4	0.7	-0.3		0.4	0.3	0.1		0.3	0.4	-0.1		0.1	1.7	-1.6		1.5	2.1	-0.6		0.7	0.4	0.3	
Te Upoko o Te Ika	0.1	0.2	-0.1	21	*	0.8	*		0.3	0.4	-0.1		0.2	0.2	0.0		0.1	0.1	0.0		0.1	0.2	-0.1		0.1	0.2	-0.1		0.2	0.1	0.1	
The Hits	6.2	5.7	0.5	6	5.3	5.5	-0.2		12.4	12.7	-0.3		9.0	7.5	1.5		7.2	6.9	0.3		5.1	4.0	1.1		4.2	1.7	2.5		5.5	4.3	1.2	
The Sound	7.3	4.8	2.5	5	2.6	5.1	-2.5		4.3	3.4	0.9		4.9	5.4	-0.5		7.2	6.1	1.1		14.0	6.4	7.6		10.3	3.6	6.7		5.9	4.2	1.7	
ZM	7.7	8.7	-1.0	4	11.8	9.6	2.2		18.6	19.8	-1.2		13.1	14.0	-0.9		9.8	11.1	-1.3		3.0	4.4	-1.4		2.1	2.6	-0.5		6.2	7.4	-1.2	
MediaWorks Combo	49.1	45.7	3.4		57.9	64.1	-6.2		49.5	46.1	3.4		47.0	45.9	1.1		49.4	47.1	2.3		52.7	48.4	4.3		47.9	42.8	5.1		50.2	49.1	1.1	
NZME Combo	39.8	43.8	-4.0		26.8	25.5	1.3		44.8	45.5	-0.7		41.7	41.1	0.6		38.8	41.1	-2.3		34.6	41.4	-6.8		40.7	48.1	-7.4		39.1	37.5	1.6	
Potential (000)	378.9	378.6	0.3		46.5	47.5	-1.0		114.8	114.3	0.5		127.6	129.4	-1.8		185.4	187.2	-1.8		106.2	106.5	-0.3		80.1	80.2	-0.1		71.4	74.1	-2.7	
Sample	1,500	1,563	-63		158	164	-6		380	346	34		438	462	-24		654	712	-58		433	468	-35		420	439	-19		273	307	-34	

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 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 1 2020

Station Share (%) by Daypart, People 10+

Survey Comparisons: 4/2019 - 1/2020

This Survey Period: Sun Aug 25 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020

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

	This	Last	+/-
Potential (000)	378.9	378.6	0.3
Sample Size	1,500	1,563	-63

	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	0.5	0.2	0.3	20	0.8	0.2	0.6		1.1	0.3	0.8		0.4	0.5	-0.1		0.6	1.1	-0.5		0.4	1.9	-1.5		0.4	2.6	-2.2	
Breeze	12.4	11.1	1.3	2	15.0	12.0	3.0		12.9	11.6	1.3		11.8	10.1	1.7		12.5	11.6	0.9		9.0	8.2	0.8		10.3	9.6	0.7	
Coast	2.3	4.5	-2.2	12	6.2	10.5	-4.3		5.9	10.1	-4.2		3.2	5.5	-2.3		0.5	1.9	-1.4		0.8	2.2	-1.4		3.9	4.8	-0.9	
Edge	5.5	7.4	-1.9	7	6.0	7.1	-1.1		6.4	7.7	-1.3		7.7	7.5	0.2		7.4	8.3	-0.9		3.5	6.9	-3.4		5.5	7.6	-2.1	
George FM	1.2	1.0	0.2	17	1.5	1.4	0.1		1.4	1.3	0.1		0.8	1.7	-0.9		2.5	1.0	1.5		0.5	0.8	-0.3		1.3	1.2	0.1	
Life FM	1.9	1.6	0.3	13	1.1	0.7	0.4		0.4	0.3	0.1		0.5	0.1	0.4		0.1	0.4	-0.3		0.8	1.4	-0.6		1.4	0.9	0.5	
Magic	7.4	6.4	1.0	3	9.7	8.0	1.7		8.6	7.3	1.3		7.1	5.6	1.5		7.7	6.2	1.5		5.8	5.7	0.1		8.4	7.1	1.3	
Mai FM	6.5	6.1	0.4	5	2.6	3.7	-1.1		3.0	2.9	0.1		6.4	5.0	1.4		4.7	3.5	1.2		3.1	6.5	-3.4		5.1	4.2	0.9	
Mix	1.0	0.7	0.3	18	0.9	1.1	-0.2		0.8	1.0	-0.2		0.9	0.5	0.4		0.8	0.8	0.0		0.2	0.3	-0.1		0.8	0.8	0.0	
More FM	5.0	5.3	-0.3	8	5.5	5.3	0.2		6.0	5.7	0.3		4.9	5.5	-0.6		0.5	1.3	-0.8		1.0	1.5	-0.5		3.1	3.5	-0.4	
Newstalk ZB	21.1	20.8	0.3	1	10.4	11.4	-1.0		8.4	8.9	-0.5		11.2	11.2	0.0		21.8	27.2	-5.4		46.3	34.6	11.7		15.4	15.9	-0.5	
Radio Hauraki	3.9	4.6	-0.7	11	2.0	2.9	-0.9		2.3	3.3	-1.0		4.1	5.2	-1.1		2.1	3.0	-0.9		3.2	1.4	1.8		3.0	3.6	-0.6	
Radio Sport	1.8	1.5	0.3	14	1.6	1.8	-0.2		2.1	1.9	0.2		3.1	1.8	1.3		4.6	3.5	1.1		1.0	1.5	-0.5		3.0	2.7	0.3	
Tarana	1.6	0.9	0.7	15	0.7	0.3	0.4		1.4	0.2	1.2		2.0	1.5	0.5		1.8	1.3	0.5		2.0	3.2	-1.2		1.9	1.5	0.4	
Rhema	1.5	1.1	0.4	16	0.9	0.9	0.0		1.3	1.1	0.2		1.8	1.8	0.0		3.1	2.0	1.1		1.9	0.4	1.5		2.4	1.9	0.5	
Rock	5.0	4.8	0.2	8	5.2	4.6	0.6		6.3	7.0	-0.7		5.8	5.3	0.5		2.7	2.5	0.2		2.9	5.6	-2.7		4.7	6.0	-1.3	
Star	0.7	0.6	0.1	19	0.5	0.7	-0.2		0.6	0.8	-0.2		0.1	0.5	-0.4		0.2	1.6	-1.4		1.6	1.6	0.0		0.8	1.1	-0.3	
Te Upoko o Te Ika	0.1	0.1	0.0	21	0.1	*	*		0.1	0.3	-0.2		0.1	0.1	0.0		*	0.4	*		0.1	1.1	-1.0		0.2	0.3	-0.1	
The Hits	5.8	5.0	0.8	6	6.2	5.6	0.6		6.4	6.2	0.2		5.9	6.8	-0.9		6.8	4.1	2.7		1.4	3.4	-2.0		7.1	6.1	1.0	
The Sound	4.3	3.4	0.9	10	10.0	6.8	3.2		9.3	6.5	2.8		7.1	5.1	2.0		5.7	3.1	2.6		7.0	4.0	3.0		7.5	4.0	3.5	
ZM	6.6	8.3	-1.7	4	8.2	8.8	-0.6		8.5	8.5	0.0		10.9	12.9	-2.0		7.8	8.1	-0.3		1.1	2.9	-1.8		7.0	8.1	-1.1	
MediaWorks Combo	47.3	45.5	1.8		55.5	49.0	6.5		53.9	49.9	4.0		51.6	45.9	5.7		43.8	37.6	6.2		32.7	39.1	-6.4		45.9	43.2	2.7	
NZME Combo	42.7	45.7	-3.0		35.4	42.4	-7.0		34.6	40.3	-5.7		39.4	44.6	-5.2		44.6	48.8	-4.2		54.8	48.9	5.9		40.4	43.3	-2.9	

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

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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	4.6	3.4	1.2	19	0.4	0.6	-0.2	1.1	0.6	0.5	2.5	1.9	0.6	3.1	2.0	1.1	1.4	0.7	0.7	0.9	0.5	0.4	1.6	1.5	0.1
Breeze	47.2	45.3	1.9	3	4.9	5.7	-0.8	10.7	7.7	3.0	12.2	11.6	0.6	23.2	21.7	1.5	20.1	21.0	-0.9	14.1	14.8	-0.7	11.6	10.5	1.1
Coast	20.4	22.9	-2.5	12	1.8	2.5	-0.7	2.9	3.2	-0.3	6.3	6.0	0.3	9.2	8.8	0.4	6.9	8.6	-1.7	7.3	8.8	-1.5	5.0	4.9	0.1
Edge	41.9	46.6	-4.7	4	7.1	9.0	-1.9	18.7	20.7	-2.0	17.4	20.6	-3.2	23.7	26.5	-2.8	7.9	8.5	-0.6	2.6	3.0	-0.4	8.6	10.1	-1.5
George FM	7.8	11.4	-3.6	15	1.4	2.4	-1.0	5.4	6.3	-0.9	5.0	4.6	0.4	5.1	6.1	-1.0	0.1	2.1	-2.0	*	0.6	*	1.2	1.7	-0.5
Life FM	6.0	4.4	1.6	17	0.6	0.7	-0.1	1.5	0.8	0.7	3.6	2.4	1.2	4.5	3.0	1.5	1.1	0.8	0.3	0.3	0.3	0.0	1.8	1.0	0.8
Magic	28.5	26.7	1.8	6	0.5	1.1	-0.6	2.8	2.7	0.1	4.7	5.4	-0.7	10.4	9.2	1.2	11.8	9.6	2.2	13.0	12.7	0.3	4.7	4.6	0.1
Mai FM	26.2	24.5	1.7	9	6.8	5.8	1.0	11.9	11.0	0.9	13.7	10.0	3.7	15.8	13.0	2.8	2.3	3.8	-1.5	0.3	0.8	-0.5	6.4	6.5	-0.1
Mix	8.2	7.1	1.1	14	0.3	1.8	-1.5	1.3	1.2	0.1	3.7	2.9	0.8	6.3	4.4	1.9	2.9	2.1	0.8	0.8	0.7	0.1	2.6	0.8	1.8
More FM	26.8	29.4	-2.6	8	2.8	4.4	-1.6	8.6	8.8	-0.2	13.1	10.8	2.3	16.4	16.1	0.3	6.8	9.2	-2.4	4.6	4.5	0.1	7.0	9.0	-2.0
Newstalk ZB	47.3	47.5	-0.2	2	1.5	1.3	0.2	6.9	4.9	2.0	10.9	8.2	2.7	18.3	17.6	0.7	17.8	20.3	-2.5	19.6	19.9	-0.3	11.1	10.3	0.8
Radio Hauraki	25.3	24.4	0.9	10	2.6	1.9	0.7	6.7	8.6	-1.9	14.7	14.7	0.0	19.5	19.3	0.2	7.4	6.8	0.6	2.9	2.3	0.6	6.8	7.4	-0.6
Radio Sport	18.6	14.8	3.8	13	2.0	0.8	1.2	3.2	2.1	1.1	4.3	2.8	1.5	9.3	7.2	2.1	7.7	7.2	0.5	4.6	4.4	0.2	3.0	1.8	1.2
Tarana	6.6	5.3	1.3	16	0.2	0.4	-0.2	2.1	2.1	0.0	2.9	2.5	0.4	3.6	3.1	0.5	2.7	2.2	0.5	2.4	1.5	0.9	1.7	1.4	0.3
Rhema	5.4	5.3	0.1	18	0.6	0.5	0.1	1.2	1.2	0.0	0.9	1.7	-0.8	1.9	2.3	-0.4	2.2	1.4	0.8	2.3	2.1	0.2	0.7	1.0	-0.3
Rock	25.3	27.1	-1.8	10	2.9	3.9	-1.0	9.0	9.8	-0.8	13.7	13.5	0.2	17.8	18.8	-1.0	6.4	7.3	-0.9	2.6	2.4	0.2	4.9	4.8	0.1
Star	4.2	4.9	-0.7	20	0.5	0.9	-0.4	1.0	1.5	-0.5	1.5	1.0	0.5	2.1	1.4	0.7	0.9	1.4	-0.5	1.7	1.5	0.2	1.3	0.8	0.5
Te Upoko o Te Ika	1.5	2.2	-0.7	21	*	0.4	*	1.1	1.5	-0.4	1.1	1.3	-0.2	1.1	1.3	-0.2	0.4	0.3	0.1	0.4	0.3	0.1	0.5	0.3	0.2
The Hits	39.4	37.3	2.1	5	5.3	5.8	-0.5	15.2	13.5	1.7	18.0	16.4	1.6	23.0	22.8	0.2	8.6	9.2	-0.6	4.4	3.6	0.8	8.9	9.2	-0.3
The Sound	28.4	25.9	2.5	7	1.4	2.4	-1.0	5.0	3.2	1.8	8.6	7.2	1.4	15.7	14.3	1.4	14.7	13.4	1.3	8.7	7.9	0.8	6.1	6.3	-0.2
ZM	49.7	48.8	0.9	1	7.1	8.2	-1.1	26.0	22.0	4.0	23.9	21.5	2.4	28.6	27.8	0.8	7.9	9.9	-2.0	3.5	4.1	-0.6	11.6	12.4	-0.8
MediaWorks Combo	168.8	171.8	-3.0		19.6	21.9	-2.3	51.1	50.6	0.5	61.7	61.8	-0.1	90.2	92.2	-2.0	50.7	54.4	-3.7	35.6	35.5	0.1	36.5	38.4	-1.9
NZME Combo	160.2	156.2	4.0		14.7	16.2	-1.5	46.8	41.5	5.3	61.2	55.7	5.5	85.7	83.5	2.2	47.2	49.8	-2.6	36.3	35.2	1.1	37.3	35.9	1.4
All Commercial Radio	259.3	259.9	-0.6		28.3	30.4	-2.1	74.4	72.0	2.4	93.3	93.6	-0.3	135.7	139.1	-3.4	78.1	80.4	-2.3	59.0	55.7	3.3	56.3	57.9	-1.6
Potential (000)	378.9	378.6	0.3		46.5	47.5	-1.0	114.8	114.3	0.5	127.6	129.4	-1.8	185.4	187.2	-1.8	106.2	106.5	-0.3	80.1	80.2	-0.1	71.4	74.1	-2.7
Sample	1,500	1,563	-63		158	164	-6	380	346	34	438	462	-24	654	712	-58	433	468	-35	420	439	-19	273	307	-34

MediaWorks Combo: Breeze or Edge or George FM or Magic 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 1 2020

Cumulative Audience (000's) by Daypart, People 10+  
Survey Comparisons: 4/2019 - 1/2020

This Survey Period: Sun Aug 25 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020  
Last Survey Period: Sun Jun 16 to Sat Nov 2 2019

	This	Last	+/-
Potential (000)	378.9	378.6	0.3
Sample Size	1,500	1,563	-63

	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	2.7	1.0	1.7	18	1.1	0.7	0.4	2.2	0.9	1.3	1.9	1.4	0.5	1.2	1.2	0.0	0.7	0.8	-0.1	2.0	1.8	0.2
Breeze	25.6	25.1	0.5	2	20.3	18.3	2.0	20.3	19.4	0.9	20.6	19.2	1.4	10.4	8.5	1.9	6.5	5.5	1.0	28.0	26.9	1.1
Coast	9.5	11.9	-2.4	12	9.9	11.4	-1.5	9.3	13.2	-3.9	8.6	11.3	-2.7	2.1	2.7	-0.6	0.5	2.5	-2.0	11.6	11.8	-0.2
Edge	19.4	22.5	-3.1	4	14.5	15.4	-0.9	18.2	18.5	-0.3	18.7	21.0	-2.3	7.2	9.0	-1.8	2.1	3.9	-1.8	23.9	29.4	-5.5
George FM	3.7	4.7	-1.0	15	3.1	3.9	-0.8	3.1	3.4	-0.3	3.0	4.5	-1.5	2.9	1.8	1.1	0.9	1.6	-0.7	4.0	6.7	-2.7
Life FM	2.8	1.8	1.0	17	4.0	1.8	2.2	1.8	1.5	0.3	1.7	0.9	0.8	0.4	1.0	-0.6	0.6	1.2	-0.6	4.0	3.4	0.6
Magic	16.7	15.6	1.1	7	10.7	9.3	1.4	13.9	12.0	1.9	13.8	10.7	3.1	7.5	5.6	1.9	4.8	3.8	1.0	17.1	14.2	2.9
Mai FM	17.7	15.1	2.6	6	9.0	10.9	-1.9	9.1	10.3	-1.2	14.8	11.3	3.5	5.8	5.0	0.8	2.0	3.8	-1.8	19.2	17.1	2.1
Mix	4.9	3.1	1.8	14	1.8	1.7	0.1	2.3	2.3	0.0	3.2	3.0	0.2	1.9	0.8	1.1	0.1	0.4	-0.3	3.7	3.2	0.5
More FM	13.5	13.7	-0.2	9	10.4	10.4	0.0	11.9	12.5	-0.6	13.2	15.3	-2.1	1.6	3.0	-1.4	0.9	1.4	-0.5	14.1	16.5	-2.4
Newstalk ZB	34.9	36.1	-1.2	1	19.4	19.4	0.0	17.4	18.3	-0.9	18.0	18.4	-0.4	16.1	15.5	0.6	12.4	11.8	0.6	34.3	32.7	1.6
Radio Hauraki	15.2	15.4	-0.2	8	7.8	8.4	-0.6	9.2	11.2	-2.0	12.8	13.5	-0.7	5.7	5.6	0.1	2.6	1.8	0.8	14.3	13.4	0.9
Radio Sport	6.6	5.9	0.7	13	4.3	3.7	0.6	5.7	5.2	0.5	7.6	5.2	2.4	5.2	3.7	1.5	0.7	1.6	-0.9	11.8	10.5	1.3
Tarana	3.5	1.9	1.6	16	1.0	1.3	-0.3	2.8	0.8	2.0	4.1	2.6	1.5	2.9	1.2	1.7	0.7	1.2	-0.5	4.7	3.2	1.5
Rhema	2.5	1.7	0.8	19	1.8	2.0	-0.2	2.6	2.0	0.6	2.9	2.3	0.6	1.5	0.9	0.6	0.9	0.7	0.2	3.9	3.0	0.9
Rock	13.0	14.0	-1.0	10	8.1	7.1	1.0	9.6	10.7	-1.1	11.1	11.2	-0.1	3.7	5.2	-1.5	2.3	3.8	-1.5	15.4	16.2	-0.8
Star	1.3	2.3	-1.0	20	1.3	1.0	0.3	1.9	2.2	-0.3	1.2	1.2	0.0	0.6	1.3	-0.7	0.9	1.1	-0.2	2.8	3.2	-0.4
Te Upoko o Te Ika	0.8	0.7	0.1	21	0.6	0.4	0.2	0.3	1.2	-0.9	0.7	0.7	0.0	*	0.3	*	0.3	1.3	-1.0	1.0	1.8	-0.8
The Hits	18.8	17.9	0.9	5	12.4	10.7	1.7	15.2	16.7	-1.5	15.9	15.3	0.6	8.3	7.1	1.2	2.4	3.8	-1.4	21.9	20.6	1.3
The Sound	12.6	13.4	-0.8	11	12.8	11.4	1.4	11.5	9.9	1.6	15.5	13.2	2.3	5.7	5.2	0.5	2.1	2.0	0.1	16.9	14.3	2.6
ZM	25.1	26.4	-1.3	3	15.5	16.8	-1.3	19.9	19.5	0.4	27.7	28.9	-1.2	11.7	11.4	0.3	1.7	3.1	-1.4	28.3	29.2	-0.9
MediaWorks Combo	102.6	107.0	-4.4		76.4	76.7	-0.3	84.3	83.7	0.6	93.9	92.0	1.9	41.2	40.6	0.6	20.0	22.2	-2.2	117.5	120.0	-2.5
NZME Combo	102.2	104.6	-2.4		63.8	64.4	-0.6	69.8	76.9	-7.1	84.9	85.7	-0.8	45.9	42.0	3.9	20.4	24.2	-3.8	108.7	104.4	4.3
All Commercial Radio	188.6	191.3	-2.7		134.8	131.7	3.1	143.2	144.6	-1.4	168.2	163.2	5.0	90.0	86.6	3.4	39.6	43.7	-4.1	203.8	201.0	2.8

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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 1 2020

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

Survey Comparisons: 4/2019 - 1/2020

This Survey Period: Sun Aug 25 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020

Last Survey Period: Sun Jun 16 to Sat Nov 2 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	4:49	9:40	-4:51	2:45	1:03	1:41	1:41	0:30	1:11	2:39	16:34	-13:54	3:40	15:12	-11:32	10:06	1:36	8:29	11:09	2:00	9:08	2:45	20:37	-17:51
Breeze	9:23	8:26	0:56	4:52	5:44	-0:51	7:52	5:41	2:11	6:58	8:44	-1:45	8:37	9:14	-0:36	11:16	9:14	2:01	11:58	8:40	3:18	9:04	9:21	-0:17
Coast	6:49	9:57	-3:08	3:45	2:52	0:52	10:33	7:59	2:33	6:41	12:43	-6:02	5:51	11:13	-5:21	6:48	7:57	-1:08	9:10	10:33	-1:23	5:02	5:19	-0:17
Edge	5:15	5:43	-0:27	4:21	5:12	-0:51	4:21	5:58	-1:37	5:22	5:34	-0:12	5:32	5:28	0:04	6:10	5:14	0:56	7:36	6:20	1:16	6:52	5:36	1:15
George FM	6:08	3:53	2:14	4:58	2:27	2:30	6:33	4:35	1:57	6:23	4:29	1:54	6:15	4:28	1:46	0:30	3:19	-2:49	*	0:42	*	2:47	3:22	-0:34
Life FM	6:29	6:30	-0:01	2:06	4:30	-2:24	2:13	3:08	-0:55	8:04	8:57	-0:53	7:17	7:53	-0:35	6:43	3:06	3:37	15:30	2:15	13:15	5:21	2:56	2:24
Magic	10:22	9:04	1:17	2:11	2:07	0:04	7:05	3:23	3:42	8:20	6:34	1:46	7:08	6:03	1:04	7:17	8:00	-0:42	12:00	11:13	0:47	9:23	6:24	2:58
Mai FM	6:33	6:26	0:07	7:08	7:44	-0:36	6:23	5:12	1:11	5:31	5:52	-0:21	6:01	6:45	-0:44	9:06	9:00	0:06	7:15	6:16	0:58	6:34	8:08	-1:34
Mix	3:47	4:05	-0:17	2:28	2:38	-0:10	3:41	8:36	-4:55	3:52	4:55	-1:02	4:11	4:55	-0:44	4:05	3:43	0:22	4:06	2:55	1:10	6:21	12:47	-6:26
More FM	5:53	5:34	0:18	4:04	4:42	-0:37	6:20	5:48	0:31	6:43	7:00	-0:16	6:43	6:05	0:37	6:16	5:25	0:51	5:06	6:22	-1:16	4:56	4:00	0:56
Newstalk ZB	12:01	11:45	0:16	1:23	2:02	-0:38	6:08	5:19	0:49	8:41	5:27	3:13	9:49	7:30	2:18	10:26	9:49	0:37	13:02	12:48	0:13	10:20	9:33	0:47
Radio Hauraki	4:18	5:26	-1:08	2:34	3:21	-0:47	2:55	3:25	-0:30	4:39	5:16	-0:37	4:37	5:47	-1:10	4:10	7:02	-2:51	3:28	6:05	-2:36	6:50	6:55	-0:05
Radio Sport	4:43	4:53	-0:10	1:35	1:18	0:16	6:51	7:32	-0:41	6:12	7:43	-1:31	5:28	5:25	0:02	6:01	4:14	1:46	6:07	5:55	0:11	5:15	4:58	0:16
Tarana	8:40	6:47	1:53	6:30	3:30	3:00	8:16	5:28	2:47	6:36	4:57	1:39	8:21	7:22	0:58	10:01	10:10	-0:08	8:46	7:27	1:18	8:27	9:12	-0:44
Rhema	11:47	8:59	2:47	24:10	16:04	8:06	4:37	2:29	2:07	6:01	3:27	2:34	9:27	3:31	5:56	8:03	3:41	4:22	6:12	6:59	-0:46	26:29	18:19	8:10
Rock	7:18	7:04	0:14	4:15	8:56	-4:40	5:38	5:06	0:31	8:27	7:24	1:03	7:48	6:27	1:20	7:23	6:04	1:18	10:21	10:32	-0:10	13:22	12:34	0:47
Star	5:09	6:10	-1:00	1:40	1:03	0:37	3:18	4:05	-0:46	3:06	3:34	-0:28	2:25	4:26	-2:00	1:20	13:14	-11:53	9:33	12:32	-2:59	4:31	4:15	0:16
Te Upoko o Te Ika	2:28	3:23	-0:55	*	7:15	*	1:59	2:05	-0:05	1:59	2:00	-0:00	1:59	2:00	-0:00	3:45	5:30	-1:45	3:45	5:30	-1:45	2:28	3:00	-0:31
The Hits	5:43	5:24	0:18	2:27	3:03	-0:35	7:16	8:00	-0:44	6:14	5:43	0:31	5:48	5:26	0:21	7:18	4:44	2:34	10:02	4:16	5:45	4:56	3:29	1:26
The Sound	9:24	6:38	2:46	4:42	6:51	-2:09	7:45	8:53	-1:08	7:10	9:18	-2:08	8:30	7:43	0:47	11:33	5:08	6:25	12:25	4:06	8:18	7:46	5:01	2:45
ZM	5:38	6:20	-0:41	4:03	3:44	0:18	6:21	7:37	-1:16	6:53	8:07	-1:14	6:22	7:12	-0:49	4:40	4:45	-0:05	6:24	5:45	0:39	4:16	4:30	-0:14
MediaWorks Combo	10:35	9:26	1:09	7:13	9:20	-2:06	8:37	7:45	0:51	9:35	9:16	0:18	10:09	9:10	0:58	12:40	9:33	3:06	14:11	10:44	3:26	10:59	9:39	1:19
NZME Combo	9:03	9:57	-0:54	4:27	5:02	-0:34	8:30	9:19	-0:49	8:35	9:13	-0:38	8:23	8:51	-0:27	8:56	8:55	0:00	11:50	12:11	-0:20	8:22	7:53	0:29
All Commercial Radio	14:03	13:39	0:23	8:40	10:31	-1:50	11:57	11:49	0:08	13:29	13:21	0:08	13:40	12:55	0:44	15:37	13:21	2:15	17:55	15:59	1:55	14:11	13:03	1:07
Potential (000)	378.9	378.6	0.3	46.5	47.5	-1.0	114.8	114.3	0.5	127.6	129.4	-1.8	185.4	187.2	-1.8	106.2	106.5	-0.3	80.1	80.2	-0.1	71.4	74.1	-2.7
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# WELLINGTON COMMERCIAL RADIO - SURVEY 1 2020

Average Time Spent Listening (hh:mm) by Daypart, People 10+  
Survey Comparisons: 4/2019 - 1/2020

This Survey Period: Sun Aug 25 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020  
Last Survey Period: Sun Jun 16 to Sat Nov 2 2019

	This	Last	+/-
Potential (000)	378.9	378.6	0.3
Sample Size	1,500	1,563	-63

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

MediaWorks Combo: Breeze or Edge or George FM or Magic 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