



WELLINGTON COMMERCIAL RADIO - SURVEY 3 2020

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

Survey Comparisons: 1/2020 - 3/2020

This Survey Period: Sun Jan 19 to Sat Mar 28 2020 & Sun July 19 to Sat Sep 12 2020

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

	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	1.0	0.6	0.4	17	1.3	0.4	0.9		0.2	0.2	0.0		0.7	0.5	0.2		1.3	0.6	0.7		2.2	1.2	1.0		1.1	0.9	0.2		1.5	0.6	0.9	
Breeze	12.4	12.2	0.2	2	9.0	9.8	-0.8		10.6	9.5	1.1		9.9	6.7	3.2		10.9	10.8	0.1		16.1	18.6	-2.5		17.8	16.0	1.8		12.9	13.2	-0.3	
Coast	3.3	3.8	-0.5	11	2.2	2.7	-0.5		1.6	3.5	-1.9		1.6	3.3	-1.7		2.6	2.9	-0.3		5.6	3.9	1.7		5.0	6.3	-1.3		2.7	3.2	-0.5	
Edge	6.1	6.0	0.1	7	13.0	12.7	0.3		9.9	9.1	0.8		8.6	7.4	1.2		7.8	7.1	0.7		3.3	4.0	-0.7		1.5	1.8	-0.3		9.1	7.4	1.7	
George FM	1.1	1.3	-0.2	16	2.1	2.9	-0.8		1.9	4.0	-2.1		1.8	2.5	-0.7		1.4	1.7	-0.3		*	*	*		*	*	*		1.8	0.4	1.4	
Gold / Mix*	0.7	0.8	-0.1	19	0.3	0.3	0.0		0.2	0.6	-0.4		1.0	1.1	-0.1		1.3	1.4	-0.1		0.9	1.0	-0.1		0.2	0.3	-0.1		1.6	2.1	-0.5	
Life FM	1.5	1.1	0.4	13	1.3	0.5	0.8		0.7	0.4	0.3		3.2	2.3	0.9		2.4	1.8	0.6		0.5	0.6	-0.1		0.4	0.4	0.0		1.0	1.2	-0.2	
Magic	8.5	8.1	0.4	4	1.1	0.5	0.6		3.3	2.2	1.1		3.8	3.1	0.7		4.7	4.0	0.7		9.1	7.0	2.1		14.8	14.8	0.0		8.5	5.5	3.0	
Mai FM	4.9	4.7	0.2	8	19.3	19.7	-0.4		7.8	8.5	-0.7		8.5	6.0	2.5		6.3	5.1	1.2		0.3	1.7	-1.4		*	0.2	*		4.4	5.3	-0.9	
More FM	3.3	4.3	-1.0	11	4.7	4.7	0.0		5.5	6.1	-0.6		3.9	7.0	-3.1		3.8	5.9	-2.1		3.5	3.5	0.0		2.6	2.2	0.4		3.9	4.3	-0.4	
Newstalk ZB	13.8	15.6	-1.8	1	1.0	0.9	0.1		3.0	4.8	-1.8		5.7	7.5	-1.8		7.7	9.7	-2.0		13.5	15.3	-1.8		22.0	24.2	-2.2		11.1	14.4	-3.3	
Radio Hauraki	3.8	3.0	0.8	10	2.3	2.7	-0.4		5.2	2.2	3.0		6.7	5.4	1.3		5.7	4.8	0.9		2.4	2.5	-0.1		1.2	0.9	0.3		5.4	5.8	-0.4	
Tarana	1.3	1.6	-0.3	14	0.4	0.5	-0.1		1.1	1.9	-0.8		1.2	1.5	-0.3		0.9	1.6	-0.7		1.2	2.2	-1.0		2.2	2.0	0.2		0.9	1.8	-0.9	
Rhema	1.2	1.8	-0.6	15	0.1	6.1	-6.0		1.2	0.6	0.6		1.0	0.4	0.6		1.9	1.0	0.9		2.4	1.4	1.0		0.6	1.3	-0.7		0.6	2.3	-1.7	
Rock	4.3	5.1	-0.8	9	5.1	5.1	0.0		7.7	5.7	2.0		6.7	9.2	-2.5		6.4	7.5	-1.1		3.3	3.9	-0.6		1.1	2.6	-1.5		3.2	8.2	-5.0	
Star	0.8	0.6	0.2	18	*	0.3	*		0.1	0.4	-0.3		0.1	0.4	-0.3		0.1	0.3	-0.2		0.1	0.1	0.0		2.0	1.5	0.5		0.4	0.7	-0.3	
Te Upoko o Te Ika	0.1	0.1	0.0	20	*	*	*		0.1	0.3	-0.2		*	0.2	*		*	0.1	*		0.2	0.1	0.1		0.2	0.1	0.1		0.1	0.2	-0.1	
The Hits	6.7	6.2	0.5	6	9.8	5.3	4.5		12.2	12.4	-0.2		9.2	9.0	0.2		8.1	7.2	0.9		5.4	5.1	0.3		3.7	4.2	-0.5		8.1	5.5	2.6	
The Sound	7.6	7.3	0.3	5	3.0	2.6	0.4		3.0	4.3	-1.3		2.8	4.9	-2.1		6.0	7.2	-1.2		16.2	14.0	2.2		13.2	10.3	2.9		4.7	5.9	-1.2	
ZM	9.7	7.7	2.0	3	15.6	11.8	3.8		21.6	18.6	3.0		12.5	13.1	-0.6		11.4	9.8	1.6		5.7	3.0	2.7		2.6	2.1	0.5		5.8	6.2	-0.4	
MediaWorks Combo	48.2	49.1	-0.9		57.2	57.9	-0.7		49.7	49.5	0.2		46.1	47.0	-0.9		47.3	49.4	-2.1		51.7	52.7	-1.0		51.0	47.9	3.1		48.4	50.2	-1.8	
NZME Combo	39.7	39.8	-0.1		32.9	26.8	6.1		44.4	44.8	-0.4		40.7	41.7	-1.0		39.7	38.8	0.9		33.6	34.6	-1.0		34.7	40.7	-6.0		41.4	39.1	2.3	
Potential (000)	378.9	378.9	0.0		44.8	46.5	-1.7		116.5	114.8	1.7		127.6	127.6	0.0		185.4	185.4	0.0		106.2	106.2	0.0		80.1	80.1	0.0		74.3	71.4	2.9	
Sample	1,724	1,500	224		180	158	22		448	380	68		528	438	90		814	654	160		510	433	77		426	420	6		345	273	72	

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 Gold (from S3 2020) or Mix (until S1 2020) or Newstalk ZB or Radio Hauraki or Radio Sport (until S1 2020) or The Hits or ZM or internet only listening to Flava or Hokonui

Please note: Due to COVID-19 survey 2 was cancelled, last survey in this report is Survey 1 2020.

*Gold / Mix includes a combination of Gold and Mix for Sun Jan 19 to Sat Mar 28 2020.



WELLINGTON COMMERCIAL RADIO - SURVEY 3 2020

Station Share (%) by Daypart, People 10+
Survey Comparisons: 1/2020 - 3/2020

This Survey Period: Sun Jan 19 to Sat Mar 28 2020 & Sun July 19 to Sat Sep 12 2020
Last Survey Period: Sun Aug 25 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020

	This	Last	+/-
Potential (000)	378.9	378.9	0.0
Sample Size	1,724	1,500	224

	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	+/-	Rank	This	Last	+/-	Rank	This	Last	+/-	Rank	This	Last	+/-	Rank	This	Last	+/-	Rank	This	Last	+/-	Rank
Atiawa Toa FM	0.8	0.5	0.3	18	1.6	0.8	0.8		1.7	1.1	0.6		0.9	0.4	0.5		0.4	0.6	-0.2		0.9	0.4	0.5		0.6	0.4	0.2	
Breeze	12.0	12.4	-0.4	2	14.6	15.0	-0.4		13.5	12.9	0.6		12.9	11.8	1.1		10.2	12.5	-2.3		9.2	9.0	0.2		11.5	10.3	1.2	
Coast	1.6	2.3	-0.7	13	3.9	6.2	-2.3		4.9	5.9	-1.0		3.3	3.2	0.1		1.9	0.5	1.4		1.0	0.8	0.2		3.8	3.9	-0.1	
Edge	4.4	5.5	-1.1	9	6.2	6.0	0.2		7.4	6.4	1.0		7.1	7.7	-0.6		9.0	7.4	1.6		3.4	3.5	-0.1		5.4	5.5	-0.1	
George FM	1.2	1.2	0.0	15	0.6	1.5	-0.9		1.1	1.4	-0.3		0.6	0.8	-0.2		2.0	2.5	-0.5		0.1	0.5	-0.4		1.4	1.3	0.1	
Gold / Mix*	0.6	1.0	-0.4	19	1.2	0.9	0.3		1.1	0.8	0.3		0.6	0.9	-0.3		0.4	0.8	-0.4		0.3	0.2	0.1		0.5	0.8	-0.3	
Life FM	2.7	1.9	0.8	12	1.5	1.1	0.4		0.6	0.4	0.2		0.7	0.5	0.2		0.4	0.1	0.3		0.6	0.8	-0.2		1.8	1.4	0.4	
Magic	8.1	7.4	0.7	3	9.3	9.7	-0.4		7.3	8.6	-1.3		9.5	7.1	2.4		7.7	7.7	0.0		12.9	5.8	7.1		8.5	8.4	0.1	
Mai FM	6.8	6.5	0.3	6	4.4	2.6	1.8		3.8	3.0	0.8		4.3	6.4	-2.1		4.4	4.7	-0.3		2.5	3.1	-0.6		5.0	5.1	-0.1	
More FM	3.5	5.0	-1.5	11	2.6	5.5	-2.9		4.4	6.0	-1.6		4.1	4.9	-0.8		1.1	0.5	0.6		1.1	1.0	0.1		3.3	3.1	0.2	
Newstalk ZB	20.4	21.1	-0.7	1	8.7	10.4	-1.7		7.2	8.4	-1.2		11.1	11.2	-0.1		18.7	21.8	-3.1		36.5	46.3	-9.8		13.6	15.4	-1.8	
Radio Hauraki	5.0	3.9	1.1	7	4.0	2.0	2.0		4.4	2.3	2.1		3.8	4.1	-0.3		1.9	2.1	-0.2		2.5	3.2	-0.7		2.8	3.0	-0.2	
Tarana	1.6	1.6	0.0	13	0.6	0.7	-0.1		2.0	1.4	0.6		1.4	2.0	-0.6		1.4	1.8	-0.4		0.1	2.0	-1.9		1.0	1.9	-0.9	
Rhema	1.0	1.5	-0.5	16	0.5	0.9	-0.4		0.8	1.3	-0.5		2.3	1.8	0.5		1.4	3.1	-1.7		3.4	1.9	1.5		1.1	2.4	-1.3	
Rock	4.4	5.0	-0.6	9	4.6	5.2	-0.6		4.6	6.3	-1.7		6.4	5.8	0.6		4.1	2.7	1.4		1.2	2.9	-1.7		2.9	4.7	-1.8	
Star	1.0	0.7	0.3	16	0.8	0.5	0.3		0.6	0.6	0.0		0.1	0.1	0.0		1.1	0.2	0.9		2.2	1.6	0.6		1.1	0.8	0.3	
Te Upoko o Te Ika	*	0.1	*	*	*	0.1	*		*	0.1	*		*	0.1	*		*	*	*		*	0.1	*		0.3	0.2	0.1	
The Hits	6.9	5.8	1.1	5	7.0	6.2	0.8		6.8	6.4	0.4		6.0	5.9	0.1		7.1	6.8	0.3		1.8	1.4	0.4		7.2	7.1	0.1	
The Sound	4.7	4.3	0.4	8	10.5	10.0	0.5		10.0	9.3	0.7		6.4	7.1	-0.7		4.8	5.7	-0.9		6.2	7.0	-0.8		8.2	7.5	0.7	
ZM	8.1	6.6	1.5	3	10.5	8.2	2.3		9.6	8.5	1.1		11.6	10.9	0.7		11.2	7.8	3.4		5.3	1.1	4.2		9.7	7.0	2.7	
MediaWorks Combo	45.3	47.3	-2.0		52.8	55.5	-2.7		52.1	53.9	-1.8		51.3	51.6	-0.3		43.4	43.8	-0.4		36.7	32.7	4.0		46.2	45.9	0.3	
NZME Combo	44.0	42.7	1.3		37.2	35.4	1.8		34.6	34.6	0.0		37.7	39.4	-1.7		45.9	44.6	1.3		47.8	54.8	-7.0		39.6	40.4	-0.8	

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WELLINGTON COMMERCIAL RADIO - SURVEY 3 2020

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

Survey Comparisons: 1/2020 - 3/2020

This Survey Period: Sun Jan 19 to Sat Mar 28 2020 & Sun July 19 to Sat Sep 12 2020

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

	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	+/-	
Atiwa Toa FM	7.5	4.6	2.9	13	2.1	0.4	1.7		1.0	1.1	-0.1		3.3	2.5	0.8		3.8	3.1	0.7		1.4	1.4	0.0		1.4	0.9	0.5		1.2	1.6	-0.4	
Breeze	52.8	47.2	5.6	1	3.4	4.9	-1.5		13.0	10.7	2.3		17.6	12.2	5.4		27.5	23.2	4.3		19.0	20.1	-1.1		16.3	14.1	2.2		11.9	11.6	0.3	
Coast	22.4	20.4	2.0	11	1.8	1.8	0.0		4.4	2.9	1.5		6.9	6.3	0.6		10.3	9.2	1.1		8.8	6.9	1.9		8.1	7.3	0.8		5.8	5.0	0.8	
Edge	39.5	41.9	-2.4	4	7.6	7.1	0.5		18.5	18.7	-0.2		17.6	17.4	0.2		22.4	23.7	-1.3		5.8	7.9	-2.1		2.2	2.6	-0.4		7.4	8.6	-1.2	
George FM	6.6	7.8	-1.2	15	0.6	1.4	-0.8		3.9	5.4	-1.5		3.2	5.0	-1.8		3.5	5.1	-1.6		0.5	0.1	0.4		0.1	*	*		1.5	1.2	0.3	
Gold / Mix*	6.3	8.2	-1.9	16	0.4	0.3	0.1		1.6	1.3	0.3		1.9	3.7	-1.8		4.2	6.3	-2.1		2.3	2.9	-0.6		0.8	0.8	0.0		2.2	2.6	-0.4	
Life FM	7.3	6.0	1.3	14	1.5	0.6	0.9		2.3	1.5	0.8		3.8	3.6	0.2		4.6	4.5	0.1		1.1	1.1	0.0		0.2	0.3	-0.1		1.4	1.8	-0.4	
Magic	31.4	28.5	2.9	6	0.8	0.5	0.3		3.9	2.8	1.1		5.8	4.7	1.1		12.1	10.4	1.7		13.5	11.8	1.7		13.5	13.0	0.5		6.4	4.7	1.7	
Mai FM	20.6	26.2	-5.6	12	5.9	6.8	-0.9		9.7	11.9	-2.2		12.1	13.7	-1.6		12.5	15.8	-3.3		0.4	2.3	-1.9		*	0.3	*		4.2	6.4	-2.2	
More FM	23.3	26.8	-3.5	10	3.0	2.8	0.2		9.6	8.6	1.0		10.5	13.1	-2.6		14.1	16.4	-2.3		6.4	6.8	-0.4		3.5	4.6	-1.1		5.9	7.0	-1.1	
Newstalk ZB	49.0	47.3	1.7	3	1.2	1.5	-0.3		7.2	6.9	0.3		11.4	10.9	0.5		22.6	18.3	4.3		20.1	17.8	2.3		16.7	19.6	-2.9		12.2	11.1	1.1	
Radio Hauraki	26.7	25.3	1.4	8	2.0	2.6	-0.6		10.0	6.7	3.3		17.6	14.7	2.9		21.0	19.5	1.5		5.5	7.4	-1.9		2.5	2.9	-0.4		6.3	6.8	-0.5	
Tarana	5.3	6.6	-1.3	18	0.1	0.2	-0.1		1.2	2.1	-0.9		3.0	2.9	0.1		3.0	3.6	-0.6		0.9	2.7	-1.8		1.6	2.4	-0.8		1.5	1.7	-0.2	
Rhema	5.6	5.4	0.2	17	0.1	0.6	-0.5		1.2	1.2	0.0		1.5	0.9	0.6		3.4	1.9	1.5		3.0	2.2	0.8		1.6	2.3	-0.7		0.8	0.7	0.1	
Rock	24.4	25.3	-0.9	9	2.7	2.9	-0.2		9.0	9.0	0.0		13.8	13.7	0.1		17.4	17.8	-0.4		5.2	6.4	-1.2		2.1	2.6	-0.5		5.1	4.9	0.2	
Star	3.0	4.2	-1.2	19	*	0.5	*		0.4	1.0	-0.6		0.4	1.5	-1.1		0.8	2.1	-1.3		0.8	0.9	-0.1		1.8	1.7	0.1		0.9	1.3	-0.4	
Te Upoko o Te Ika	1.1	1.5	-0.4	20	*	*	*		0.5	1.1	-0.6		0.5	1.1	-0.6		0.5	1.1	-0.6		0.6	0.4	0.2		0.6	0.4	0.2		0.2	0.5	-0.3	
The Hits	35.5	39.4	-3.9	5	6.5	5.3	1.2		13.1	15.2	-2.1		14.9	18.0	-3.1		21.0	23.0	-2.0		8.6	8.6	0.0		3.2	4.4	-1.2		10.3	8.9	1.4	
The Sound	28.9	28.4	0.5	7	1.9	1.4	0.5		5.3	5.0	0.3		8.2	8.6	-0.4		14.1	15.7	-1.6		13.1	14.7	-1.6		9.3	8.7	0.6		5.4	6.1	-0.7	
ZM	51.2	49.7	1.5	2	7.5	7.1	0.4		26.5	26.0	0.5		22.6	23.9	-1.3		29.9	28.6	1.3		10.1	7.9	2.2		3.2	3.5	-0.3		9.8	11.6	-1.8	
MediaWorks Combo	165.4	168.8	-3.4		17.7	19.6	-1.9		52.0	51.1	0.9		60.5	61.7	-1.2		86.0	90.2	-4.2		47.2	50.7	-3.5		37.4	35.6	1.8		34.4	36.5	-2.1	
NZME Combo	149.9	160.2	-10.3		15.1	14.7	0.4		48.2	46.8	1.4		58.2	61.2	-3.0		82.8	85.7	-2.9		43.1	47.2	-4.1		29.5	36.3	-6.8		34.1	37.3	-3.2	
All Commercial Radio	257.9	259.3	-1.4		27.5	28.3	-0.8		76.7	74.4	2.3		94.9	93.3	1.6		136.3	135.7	0.6		75.5	78.1	-2.6		56.8	59.0	-2.2		56.2	56.3	-0.1	
Potential (000)	378.9	378.9	0.0		44.8	46.5	-1.7		116.5	114.8	1.7		127.6	127.6	0.0		185.4	185.4	0.0		106.2	106.2	0.0		80.1	80.1	0.0		74.3	71.4	2.9	
Sample	1,724	1,500	224		180	158	22		448	380	68		528	438	90		814	654	160		510	433	77		426	420	6		345	273	72	

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 Gold (from S3 2020) or Mix (until S1 2020) or Newstalk ZB or Radio Hauraki or Radio Sport (until S1 2020) or The Hits or ZM or internet only listening to Flava or Hokonui

Please note: Due to COVID-19 survey 2 was cancelled, last survey in this report is Survey 1 2020.

*Gold / Mix includes a combination of Gold and Mix for Sun Jan 19 to Sat Mar 28 2020.



WELLINGTON COMMERCIAL RADIO - SURVEY 3 2020

Cumulative Audience (000's) by Daypart, People 10+
Survey Comparisons: 1/2020 - 3/2020

This Survey Period: Sun Jan 19 to Sat Mar 28 2020 & Sun July 19 to Sat Sep 12 2020

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

	This	Last	+/-
Potential (000)	378.9	378.9	0.0
Sample Size	1,724	1,500	224

	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	2.7	1.0	14	1.7	1.1	0.6	2.8	2.2	0.6	3.4	1.9	1.5	0.9	1.2	-0.3	0.8	0.7	0.1	4.5	2.0	2.5
Breeze	26.1	25.6	0.5	2	24.1	20.3	3.8	23.3	20.3	3.0	23.3	20.6	2.7	13.8	10.4	3.4	5.1	6.5	-1.4	34.7	28.0	6.7
Coast	8.3	9.5	-1.2	12	10.7	9.9	0.8	9.8	9.3	0.5	8.5	8.6	-0.1	2.9	2.1	0.8	1.0	0.5	0.5	11.3	11.6	-0.3
Edge	17.7	19.4	-1.7	5	12.5	14.5	-2.0	18.6	18.2	0.4	18.5	18.7	-0.2	9.1	7.2	1.9	1.8	2.1	-0.3	21.5	23.9	-2.4
George FM	2.6	3.7	-1.1	17	2.4	3.1	-0.7	2.5	3.1	-0.6	2.2	3.0	-0.8	2.9	2.9	0.0	0.2	0.9	-0.7	4.0	4.0	0.0
Gold / Mix*	2.8	4.9	-2.1	16	2.0	1.8	0.2	1.9	2.3	-0.4	2.9	3.2	-0.3	1.3	1.9	-0.6	0.4	0.1	0.3	3.1	3.7	-0.6
Life FM	4.0	2.8	1.2	13	4.1	4.0	0.1	2.4	1.8	0.6	2.4	1.7	0.7	0.9	0.4	0.5	0.2	0.6	-0.4	4.2	4.0	0.2
Magic	17.2	16.7	0.5	6	14.9	10.7	4.2	13.9	13.9	0.0	15.7	13.8	1.9	7.9	7.5	0.4	6.8	4.8	2.0	20.3	17.1	3.2
Mai FM	14.7	17.7	-3.0	7	8.4	9.0	-0.6	11.1	9.1	2.0	10.4	14.8	-4.4	4.8	5.8	-1.0	1.9	2.0	-0.1	14.7	19.2	-4.5
More FM	9.8	13.5	-3.7	11	6.3	10.4	-4.1	11.2	11.9	-0.7	10.1	13.2	-3.1	3.1	1.6	1.5	1.1	0.9	0.2	13.0	14.1	-1.1
Newstalk ZB	32.3	34.9	-2.6	1	21.1	19.4	1.7	19.7	17.4	2.3	19.8	18.0	1.8	15.7	16.1	-0.4	12.0	12.4	-0.4	32.1	34.3	-2.2
Radio Hauraki	13.3	15.2	-1.9	8	11.6	7.8	3.8	12.1	9.2	2.9	12.3	12.8	-0.5	6.1	5.7	0.4	1.6	2.6	-1.0	16.1	14.3	1.8
Tarana	3.2	3.5	-0.3	15	1.0	1.0	0.0	3.6	2.8	0.8	3.2	4.1	-0.9	3.2	2.9	0.3	0.2	0.7	-0.5	3.8	4.7	-0.9
Rhema	2.2	2.5	-0.3	18	1.3	1.8	-0.5	2.0	2.6	-0.6	3.2	2.9	0.3	1.5	1.5	0.0	1.0	0.9	0.1	3.5	3.9	-0.4
Rock	12.7	13.0	-0.3	9	9.0	8.1	0.9	10.0	9.6	0.4	12.2	11.1	1.1	5.8	3.7	2.1	1.3	2.3	-1.0	12.8	15.4	-2.6
Star	1.1	1.3	-0.2	19	1.5	1.3	0.2	1.6	1.9	-0.3	1.3	1.2	0.1	0.6	0.6	0.0	0.7	0.9	-0.2	2.6	2.8	-0.2
Te Upoko o Te Ika	0.2	0.8	-0.6	20	0.2	0.6	-0.4	*	0.3	*	0.6	0.7	-0.1	0.2	*	*	*	0.3	*	0.6	1.0	-0.4
The Hits	20.7	18.8	1.9	4	14.1	12.4	1.7	12.3	15.2	-2.9	14.4	15.9	-1.5	8.4	8.3	0.1	3.2	2.4	0.8	20.3	21.9	-1.6
The Sound	11.9	12.6	-0.7	10	14.8	12.8	2.0	14.0	11.5	2.5	15.1	15.5	-0.4	6.4	5.7	0.7	2.8	2.1	0.7	18.9	16.9	2.0
ZM	26.1	25.1	1.0	2	17.6	15.5	2.1	21.6	19.9	1.7	27.9	27.7	0.2	13.0	11.7	1.3	2.7	1.7	1.0	30.6	28.3	2.3
MediaWorks Combo	95.9	102.6	-6.7		79.3	76.4	2.9	91.4	84.3	7.1	91.8	93.9	-2.1	48.4	41.2	7.2	19.9	20.0	-0.1	116.5	117.5	-1.0
NZME Combo	92.1	102.2	-10.1		67.5	63.8	3.7	69.9	69.8	0.1	77.3	84.9	-7.6	44.8	45.9	-1.1	20.9	20.4	0.5	101.7	108.7	-7.0
All Commercial Radio	174.1	188.6	-14.5		136.4	134.8	1.6	150.6	143.2	7.4	164.0	168.2	-4.2	92.8	90.0	2.8	39.7	39.6	0.1	202.6	203.8	-1.2

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 Gold (from S3 2020) or Mix (until S1 2020) or Newstalk ZB or Radio Hauraki or Radio Sport (until S1 2020) or The Hits or ZM or internet only listening to Flava or Hokonui

Please note: Due to COVID-19 survey 2 was cancelled, last survey in this report is Survey 1 2020.

*Gold / Mix includes a combination of Gold and Mix for Sun Jan 19 to Sat Mar 28 2020.



WELLINGTON COMMERCIAL RADIO - SURVEY 3 2020

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

Survey Comparisons: 1/2020 - 3/2020

This Survey Period: Sun Jan 19 to Sat Mar 28 2020 & Sun July 19 to Sat Sep 12 2020

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

	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	4:41	4:49	-0:07	1:15	2:45	-1:29	1:34	1:41	-0:07	2:53	2:39	0:13	5:49	3:40	2:09	16:27	10:06	6:21	7:28	11:09	-3:40	9:53	2:45	7:07
Breeze	8:09	9:23	-1:13	5:26	4:52	0:34	7:29	7:52	-0:23	7:15	6:58	0:16	7:03	8:37	-1:34	9:00	11:16	-2:15	10:21	11:58	-1:37	8:17	9:04	-0:46
Coast	5:02	6:49	-1:46	2:34	3:45	-1:10	3:17	10:33	-7:16	3:00	6:41	-3:41	4:24	5:51	-1:26	6:44	6:48	-0:03	5:49	9:10	-3:20	3:32	5:02	-1:29
Edge	5:20	5:15	0:04	3:30	4:21	-0:50	4:54	4:21	0:33	6:20	5:22	0:58	6:10	5:32	0:38	5:56	6:10	-0:14	6:32	7:36	-1:03	9:25	6:52	2:33
George FM	5:46	6:08	-0:21	6:56	4:58	1:57	4:28	6:33	-2:04	7:31	6:23	1:07	6:50	6:15	0:35	0:48	0:30	0:18	0:15	*	*	9:18	2:47	6:31
Gold / Mix*	4:06	3:47	0:18	1:20	2:28	-1:08	0:57	3:41	-2:43	6:39	3:52	2:46	5:14	4:11	1:03	4:03	4:05	-0:02	2:47	4:06	-1:19	5:20	6:21	-1:01
Life FM	6:53	6:29	0:24	1:52	2:06	-0:14	2:49	2:13	0:36	10:53	8:04	2:49	9:14	7:17	1:56	5:02	6:43	-1:41	15:30	15:30	0:00	5:16	5:21	-0:04
Magic	9:24	10:22	-0:58	2:47	2:11	0:35	7:44	7:05	0:39	8:30	8:20	0:09	6:52	7:08	-0:16	7:11	7:17	-0:05	10:26	12:00	-1:34	10:14	9:23	0:50
Mai FM	8:10	6:33	1:36	6:41	7:08	-0:27	7:20	6:23	0:57	9:01	5:31	3:30	8:59	6:01	2:58	7:45	9:06	-1:21	*	7:15	*	7:55	6:34	1:21
More FM	4:56	5:53	-0:56	3:13	4:04	-0:50	5:16	6:20	-1:04	4:48	6:43	-1:55	4:46	6:43	-1:56	5:46	6:16	-0:30	7:06	5:06	2:00	5:06	4:56	0:09
Newstalk ZB	9:47	12:01	-2:14	1:45	1:23	0:21	3:49	6:08	-2:18	6:26	8:41	-2:14	6:00	9:49	-3:49	7:10	10:26	-3:16	12:32	13:02	-0:30	6:56	10:20	-3:24
Radio Hauraki	4:53	4:18	0:34	2:21	2:34	-0:13	4:45	2:55	1:50	4:53	4:39	0:14	4:50	4:37	0:13	4:43	4:10	0:32	4:37	3:28	1:09	6:35	6:50	-0:15
Tarana	8:22	8:40	-0:18	6:30	6:30	0:00	8:18	8:16	0:02	5:10	6:36	-1:26	5:10	8:21	-3:11	13:28	10:01	3:27	13:12	8:46	4:26	4:52	8:27	-3:35
Rhema	7:16	11:47	-4:31	1:30	24:10	-22:40	9:13	4:37	4:36	8:21	6:01	2:19	10:04	9:27	0:36	8:19	8:03	0:15	3:18	6:12	-2:54	5:07	26:29	-21:22
Rock	6:02	7:18	-1:15	3:54	4:15	-0:21	7:47	5:38	2:09	6:17	8:27	-2:10	6:30	7:48	-1:17	6:49	7:23	-0:33	4:54	10:21	-5:27	4:46	13:22	-8:35
Star	9:32	5:09	4:23	*	1:40	*	2:00	3:18	-1:18	2:00	3:06	-1:06	1:24	2:25	-1:00	1:45	1:20	0:24	10:05	9:33	0:31	3:45	4:31	-0:46
Te Upoko o Te Ika	2:36	2:28	0:08	*	*	*	1:07	1:59	-0:52	1:07	1:59	-0:52	1:07	1:59	-0:52	3:45	3:45	0:00	3:45	3:45	0:00	2:00	2:28	-0:28
The Hits	6:31	5:43	0:47	3:03	2:27	0:35	8:30	7:16	1:14	7:58	6:14	1:44	6:50	5:48	1:01	6:38	7:18	-0:40	11:00	10:02	0:57	6:01	4:56	1:05
The Sound	9:08	9:24	-0:15	3:11	4:42	-1:30	5:05	7:45	-2:40	4:27	7:10	-2:43	7:30	8:30	-1:00	13:09	11:33	1:35	13:27	12:25	1:02	6:39	7:46	-1:07
ZM	6:34	5:38	0:55	4:15	4:03	0:12	7:28	6:21	1:07	7:10	6:53	0:16	6:47	6:22	0:25	6:01	4:40	1:21	7:36	6:24	1:12	4:33	4:16	0:16
MediaWorks Combo	10:05	10:35	-0:30	6:36	7:13	-0:37	8:44	8:37	0:07	9:51	9:35	0:15	9:45	10:09	-0:24	11:39	12:40	-1:00	12:57	14:11	-1:13	10:48	10:59	-0:10
NZME Combo	9:10	9:03	0:07	4:26	4:27	-0:00	8:26	8:30	-0:04	9:02	8:35	0:27	8:30	8:23	0:06	8:17	8:56	-0:39	11:10	11:50	-0:40	9:20	8:22	0:57
All Commercial Radio	13:25	14:03	-0:37	7:25	8:40	-1:15	11:56	11:57	-0:00	13:38	13:29	0:08	13:00	13:40	-0:39	14:04	15:37	-1:32	16:44	17:55	-1:10	13:40	14:11	-0:31
Potential (000)	378.9	378.9	0.0	44.8	46.5	-1.7	116.5	114.8	1.7	127.6	127.6	0.0	185.4	185.4	0.0	106.2	106.2	0.0	80.1	80.1	0.0	74.3	71.4	2.9
Sample	1,724	1,500	224	180	158	22	448	380	68	528	438	90	814	654	160	510	433	77	426	420	6	345	273	72

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WELLINGTON COMMERCIAL RADIO - SURVEY 3 2020

Average Time Spent Listening (hh:mm) by Daypart, People 10+
Survey Comparisons: 1/2020 - 3/2020

This Survey Period: Sun Jan 19 to Sat Mar 28 2020 & Sun July 19 to Sat Sep 12 2020

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

	This	Last	+/-
Potential (000)	378.9	378.9	0.0
Sample Size	1,724	1,500	224

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

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 Gold (from S3 2020) or Mix (until S1 2020) or Newstalk ZB or Radio Hauraki or Radio Sport (until S1 2020) or The Hits or ZM or internet only listening to Flava or Hokonui

Please note: Due to COVID-19 survey 2 was cancelled, last survey in this report is Survey 1 2020.

*Gold / Mix includes a combination of Gold and Mix for Sun Jan 19 to Sat Mar 28 2020.