



# WELLINGTON COMMERCIAL RADIO - SURVEY 4 2020

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

Survey Comparisons: 3/2020 - 4/2020

This Survey Period: Sun July 19 to Sat Nov 14 2020

Last Survey Period: Sun Jan 19 to Sat Mar 28 2020 & Sun July 19 to Sat Sep 12 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	0.5	1.0	-0.5	18	1.4	1.3	0.1		0.2	0.2	0.0		0.4	0.7	-0.3		0.7	1.3	-0.6		0.7	2.2	-1.5		*	1.1	*		1.1	1.5	-0.4	
Breeze	12.1	12.4	-0.3	2	7.1	9.0	-1.9		9.6	10.6	-1.0		9.8	9.9	-0.1		12.1	10.9	1.2		17.3	16.1	1.2		17.5	17.8	-0.3		10.6	12.9	-2.3	
Coast	4.7	3.3	1.4	11	1.8	2.2	-0.4		1.6	1.6	0.0		2.4	1.6	0.8		3.3	2.6	0.7		7.1	5.6	1.5		9.1	5.0	4.1		2.4	2.7	-0.3	
Edge	6.6	6.1	0.5	5	15.1	13.0	2.1		13.1	9.9	3.2		9.0	8.6	0.4		7.1	7.8	-0.7		2.9	3.3	-0.4		2.0	1.5	0.5		7.4	9.1	-1.7	
George FM	0.8	1.1	-0.3	15	1.9	2.1	-0.2		1.4	1.9	-0.5		1.5	1.8	-0.3		1.0	1.4	-0.4		*	*	*		*	*	*		1.4	1.8	-0.4	
Gold*	0.6	0.7	-0.1	17	0.6	0.3	0.3		0.1	0.2	-0.1		0.8	1.0	-0.2		0.9	1.3	-0.4		0.7	0.9	-0.2		0.4	0.2	0.2		1.1	1.6	-0.5	
Gold AM	0.1	n.a.	*	20	*	n.a.	*		0.1	n.a.	*		0.1	n.a.	*		0.2	n.a.	*		0.3	n.a.	*		0.2	n.a.	*		0.3	n.a.	*	
Life FM	0.5	1.5	-1.0	18	1.6	1.3	0.3		0.8	0.7	0.1		0.9	3.2	-2.3		0.6	2.4	-1.8		*	0.5	*		*	0.4	*		0.2	1.0	-0.8	
Magic	8.8	8.5	0.3	3	2.5	1.1	1.4		3.6	3.3	0.3		6.1	3.8	2.3		5.6	4.7	0.9		8.0	9.1	-1.1		16.4	14.8	1.6		6.4	8.5	-2.1	
Mai FM	5.2	4.9	0.3	8	19.8	19.3	0.5		5.4	7.8	-2.4		8.1	8.5	-0.4		6.7	6.3	0.4		2.2	0.3	1.9		0.1	*	*		4.5	4.4	0.1	
More FM	4.9	3.3	1.6	10	9.5	4.7	4.8		5.1	5.5	-0.4		4.9	3.9	1.0		4.7	3.8	0.9		6.2	3.5	2.7		6.0	2.6	3.4		4.8	3.9	0.9	
Newstalk ZB	15.9	13.8	2.1	1	2.5	1.0	1.5		3.4	3.0	0.4		6.5	5.7	0.8		7.7	7.7	0.0		15.7	13.5	2.2		26.5	22.0	4.5		14.9	11.1	3.8	
Radio Hauraki	3.7	3.8	-0.1	12	0.9	2.3	-1.4		6.5	5.2	1.3		7.2	6.7	0.5		5.7	5.7	0.0		2.3	2.4	-0.1		1.2	1.2	0.0		4.5	5.4	-0.9	
Tarana	2.2	1.3	0.9	13	0.8	0.4	0.4		1.0	1.1	-0.1		0.9	1.2	-0.3		3.8	0.9	2.9		5.3	1.2	4.1		0.3	2.2	-1.9		3.4	0.9	2.5	
Rhema	0.7	1.2	-0.5	16	0.1	0.1	0.0		1.2	1.2	0.0		1.0	1.0	0.0		1.2	1.9	-0.7		0.9	2.4	-1.5		0.2	0.6	-0.4		0.5	0.6	-0.1	
Rock	5.2	4.3	0.9	8	4.0	5.1	-1.1		9.8	7.7	2.1		7.8	6.7	1.1		7.5	6.4	1.1		4.4	3.3	1.1		0.8	1.1	-0.3		4.0	3.2	0.8	
Star	1.2	0.8	0.4	14	*	*	*		*	0.1	*		*	0.1	*		0.4	0.1	0.3		1.8	0.1	1.7		1.6	2.0	-0.4		1.6	0.4	1.2	
Te Upoko o Te Ika	*	0.1	*	*	*	*	*		*	0.1	*		*	*	*		*	*	*		*	0.2	*		*	0.2	*	*	*	0.1	*	
The Hits	5.9	6.7	-0.8	7	11.8	9.8	2.0		8.7	12.2	-3.5		7.7	9.2	-1.5		7.4	8.1	-0.7		4.8	5.4	-0.6		2.1	3.7	-1.6		9.7	8.1	1.6	
The Sound	6.2	7.6	-1.4	6	3.0	3.0	0.0		6.1	3.0	3.1		4.5	2.8	1.7		5.7	6.0	-0.3		9.4	16.2	-6.8		8.9	13.2	-4.3		5.2	4.7	0.5	
ZM	7.9	9.7	-1.8	4	11.3	15.6	-4.3		18.4	21.6	-3.2		10.7	12.5	-1.8		9.0	11.4	-2.4		4.3	5.7	-1.4		2.1	2.6	-0.5		5.9	5.8	0.1	
MediaWorks Combo	49.9	48.2	1.7		62.9	57.2	5.7		54.2	49.7	4.5		51.6	46.1	5.5		50.6	47.3	3.3		50.4	51.7	-1.3		51.8	51.0	0.8		44.3	48.4	-4.1	
NZME Combo	40.8	39.7	1.1		29.8	32.9	-3.1		39.6	44.4	-4.8		38.6	40.7	-2.1		37.3	39.7	-2.4		36.7	33.6	3.1		41.6	34.7	6.9		43.9	41.4	2.5	
Potential (000)	378.9	378.9	0.0		45.8	44.8	1.0		115.5	116.5	-1.0		127.6	127.6	0.0		185.4	185.4	0.0		106.2	106.2	0.0		80.1	80.1	0.0		77.1	74.3	2.8	
Sample	1,527	1,724	-197		186	180	6		396	448	-52		531	528	3		789	814	-25		441	510	-69		329	426	-97		328	345	-17	

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 Gold AM (from S4 2020) or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Flava or Hokonui

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



# WELLINGTON COMMERCIAL RADIO - SURVEY 4 2020

Station Share (%) by Daypart, People 10+  
 Survey Comparisons: 3/2020 - 4/2020

This Survey Period: Sun July 19 to Sat Nov 14 2020

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

	This	Last	+/-
Potential (000)	378.9	378.9	0.0
Sample Size	1,527	1,724	-197

	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	0.3	0.8	-0.5	18	0.6	1.6	-1.0		0.7	1.7	-1.0		0.6	0.9	-0.3		*	0.4	*		0.4	0.9	-0.5		0.4	0.6	-0.2		0.4	0.6	-0.2	
Breeze	10.8	12.0	-1.2	2	12.4	14.6	-2.2		12.7	13.5	-0.8		13.1	12.9	0.2		8.4	10.2	-1.8		9.6	9.2	0.4		13.2	11.5	1.7		13.2	11.5	1.7	
Coast	2.0	1.6	0.4	13	4.1	3.9	0.2		5.8	4.9	0.9		5.5	3.3	2.2		6.4	1.9	4.5		1.9	1.0	0.9		5.8	3.8	2.0		5.8	3.8	2.0	
Edge	5.2	4.4	0.8	9	5.8	6.2	-0.4		7.2	7.4	-0.2		7.2	7.1	0.1		9.6	9.0	0.6		2.5	3.4	-0.9		7.4	5.4	2.0		7.4	5.4	2.0	
George FM	1.0	1.2	-0.2	15	0.6	0.6	0.0		0.9	1.1	-0.2		0.4	0.6	-0.2		0.4	2.0	-1.6		0.2	0.1	0.1		1.1	1.4	-0.3		1.1	1.4	-0.3	
Gold*	0.4	0.6	-0.2	16	1.1	1.2	-0.1		0.9	1.1	-0.2		0.3	0.6	-0.3		0.6	0.4	0.2		0.3	0.3	0.0		0.4	0.5	-0.1		0.4	0.5	-0.1	
Gold AM	0.3	n.a.	*	18	0.2	n.a.	*		0.1	n.a.	*		*	n.a.	*		*	n.a.	*		*	n.a.	*		0.1	n.a.	*		0.1	n.a.	*	
Life FM	0.4	2.7	-2.3	16	0.3	1.5	-1.2		0.5	0.6	-0.1		0.5	0.7	-0.2		0.7	0.4	0.3		0.2	0.6	-0.4		0.5	1.8	-1.3		0.5	1.8	-1.3	
Magic	8.5	8.1	0.4	3	9.7	9.3	0.4		7.4	7.3	0.1		9.7	9.5	0.2		7.4	7.7	-0.3		10.4	12.9	-2.5		9.2	8.5	0.7		9.2	8.5	0.7	
Mai FM	6.1	6.8	-0.7	6	5.8	4.4	1.4		4.5	3.8	0.7		5.6	4.3	1.3		4.4	4.4	0.0		4.5	2.5	2.0		4.7	5.0	-0.3		4.7	5.0	-0.3	
More FM	6.6	3.5	3.1	5	6.9	2.6	4.3		5.0	4.4	0.6		4.0	4.1	-0.1		2.7	1.1	1.6		1.6	1.1	0.5		3.7	3.3	0.4		3.7	3.3	0.4	
Newstalk ZB	20.1	20.4	-0.3	1	11.3	8.7	2.6		9.1	7.2	1.9		10.9	11.1	-0.2		26.3	18.7	7.6		47.1	36.5	10.6		17.5	13.6	3.9		17.5	13.6	3.9	
Radio Hauraki	5.0	5.0	0.0	10	3.8	4.0	-0.2		4.5	4.4	0.1		3.8	3.8	0.0		2.2	1.9	0.3		0.7	2.5	-1.8		2.8	2.8	0.0		2.8	2.8	0.0	
Tarana	2.2	1.6	0.6	12	1.3	0.6	0.7		2.4	2.0	0.4		2.4	1.4	1.0		1.1	1.4	-0.3		1.0	0.1	0.9		2.9	1.0	1.9		2.9	1.0	1.9	
Rhema	0.2	1.0	-0.8	20	0.5	0.5	0.0		0.7	0.8	-0.1		1.7	2.3	-0.6		0.5	1.4	-0.9		0.3	3.4	-3.1		0.9	1.1	-0.2		0.9	1.1	-0.2	
Rock	6.0	4.4	1.6	7	4.9	4.6	0.3		5.4	4.6	0.8		8.5	6.4	2.1		4.4	4.1	0.3		2.2	1.2	1.0		3.3	2.9	0.4		3.3	2.9	0.4	
Star	1.2	1.0	0.2	14	1.2	0.8	0.4		1.4	0.6	0.8		0.6	0.1	0.5		1.9	1.1	0.8		2.3	2.2	0.1		1.1	1.1	0.0		1.1	1.1	0.0	
Te Upoko o Te Ika	*	*	*	*	*	*	*		*	*	*		*	*	*		*	*	*		*	*	*		*	0.3	*		*	0.3	*	
The Hits	5.5	6.9	-1.4	8	6.2	7.0	-0.8		6.8	6.8	0.0		6.8	6.0	0.8		5.0	7.1	-2.1		3.0	1.8	1.2		5.4	7.2	-1.8		5.4	7.2	-1.8	
The Sound	3.9	4.7	-0.8	11	7.9	10.5	-2.6		9.2	10.0	-0.8		5.2	6.4	-1.2		3.8	4.8	-1.0		2.6	6.2	-3.6		6.0	8.2	-2.2		6.0	8.2	-2.2	
ZM	8.3	8.1	0.2	4	7.1	10.5	-3.4		8.6	9.6	-1.0		9.2	11.6	-2.4		7.2	11.2	-4.0		6.8	5.3	1.5		7.4	9.7	-2.3		7.4	9.7	-2.3	
MediaWorks Combo	48.0	45.3	2.7		54.0	52.8	1.2		52.3	52.1	0.2		53.6	51.3	2.3		41.1	43.4	-2.3		33.7	36.7	-3.0		48.8	46.2	2.6		48.8	46.2	2.6	
NZME Combo	43.4	44.0	-0.6		36.3	37.2	-0.9		37.4	34.6	2.8		37.7	37.7	0.0		52.0	45.9	6.1		60.2	47.8	12.4		40.8	39.6	1.2		40.8	39.6	1.2	

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 Gold AM (from S4 2020) or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Flava or Hokonui

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



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

Survey Comparisons: 3/2020 - 4/2020

This Survey Period: Sun July 19 to Sat Nov 14 2020

Last Survey Period: Sun Jan 19 to Sat Mar 28 2020 & Sun July 19 to Sat Sep 12 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	+/-	
Ariawa Toa FM	4.5	7.5	-3.0	18	1.3	2.1	-0.8		1.0	1.0	0.0		2.2	3.3	-1.1		2.4	3.8	-1.4		0.2	1.4	-1.2		0.7	1.4	-0.7		1.0	1.2	-0.2	
Breeze	52.1	52.8	-0.7	1	4.8	3.4	1.4		13.7	13.0	0.7		17.4	17.6	-0.2		26.3	27.5	-1.2		18.4	19.0	-0.6		15.9	16.3	-0.4		11.3	11.9	-0.6	
Coast	24.9	22.4	2.5	10	1.1	1.8	-0.7		4.8	4.4	0.4		6.7	6.9	-0.2		11.4	10.3	1.1		11.1	8.8	2.3		10.4	8.1	2.3		5.4	5.8	-0.4	
Edge	40.2	39.5	0.7	4	7.3	7.6	-0.3		18.9	18.5	0.4		18.2	17.6	0.6		22.4	22.4	0.0		6.5	5.8	0.7		2.8	2.2	0.6		7.2	7.4	-0.2	
George FM	7.6	6.6	1.0	13	0.9	0.6	0.3		4.6	3.9	0.7		3.9	3.2	0.7		4.4	3.5	0.9		0.7	0.5	0.2		0.4	0.1	0.3		1.1	1.5	-0.4	
Gold*	5.6	6.3	-0.7	15	1.3	0.4	0.9		0.9	1.6	-0.7		1.3	1.9	-0.6		3.0	4.2	-1.2		2.2	2.3	-0.1		1.1	0.8	0.3		1.8	2.2	-0.4	
Gold AM	1.4	n.a.	*	20	*	n.a.	*		0.4	n.a.	*		0.4	n.a.	*		1.2	n.a.	*		1.0	n.a.	*		0.1	n.a.	*		0.7	n.a.	*	
Life FM	5.7	7.3	-1.6	14	1.8	1.5	0.3		2.1	2.3	-0.2		2.4	3.8	-1.4		2.8	4.6	-1.8		0.9	1.1	-0.2		0.5	0.2	0.3		1.0	1.4	-0.4	
Magic	30.1	31.4	-1.3	6	1.1	0.8	0.3		3.7	3.9	-0.2		6.9	5.8	1.1		12.3	12.1	0.2		12.6	13.5	-0.9		13.2	13.5	-0.3		7.5	6.4	1.1	
Mai FM	20.4	20.6	-0.2	12	5.6	5.9	-0.3		8.2	9.7	-1.5		8.9	12.1	-3.2		10.7	12.5	-1.8		2.5	0.4	2.1		0.7	*	*		3.8	4.2	-0.4	
More FM	26.0	23.3	2.7	8	4.5	3.0	1.5		7.8	9.6	-1.8		10.4	10.5	-0.1		14.8	14.1	0.7		8.5	6.4	2.1		4.9	3.5	1.4		7.9	5.9	2.0	
Newstalk ZB	47.7	49.0	-1.3	2	1.4	1.2	0.2		7.0	7.2	-0.2		11.9	11.4	0.5		21.9	22.6	-0.7		18.2	20.1	-1.9		14.3	16.7	-2.4		12.2	12.2	0.0	
Radio Hauraki	23.8	26.7	-2.9	11	1.3	2.0	-0.7		10.8	10.0	0.8		16.9	17.6	-0.7		19.3	21.0	-1.7		3.7	5.5	-1.8		1.7	2.5	-0.8		5.8	6.3	-0.5	
Tarana	5.0	5.3	-0.3	16	0.4	0.1	0.3		1.0	1.2	-0.2		2.0	3.0	-1.0		4.4	3.0	1.4		2.5	0.9	1.6		0.2	1.6	-1.4		2.1	1.5	0.6	
Rhema	5.0	5.6	-0.6	16	0.3	0.1	0.2		0.6	1.2	-0.6		1.7	1.5	0.2		3.6	3.4	0.2		2.4	3.0	-0.6		0.7	1.6	-0.9		0.9	0.8	0.1	
Rock	25.8	24.4	1.4	9	2.6	2.7	-0.1		10.9	9.0	1.9		13.9	13.8	0.1		18.6	17.4	1.2		5.6	5.2	0.4		1.4	2.1	-0.7		5.1	5.1	0.0	
Star	2.8	3.0	-0.2	19	*	*	*		0.3	0.4	-0.1		0.1	0.4	-0.3		1.1	0.8	0.3		1.3	0.8	0.5		0.5	1.8	-1.3		1.0	0.9	0.1	
Te Upoko o Te Ika	0.4	1.1	-0.7	21	*	*	*		0.3	0.5	-0.2		0.4	0.5	-0.1		0.4	0.5	-0.1		*	0.6	*		*	0.6	*		0.1	0.2	-0.1	
The Hits	34.8	35.5	-0.7	5	6.7	6.5	0.2		12.1	13.1	-1.0		13.3	14.9	-1.6		20.3	21.0	-0.7		9.4	8.6	0.8		3.1	3.2	-0.1		10.7	10.3	0.4	
The Sound	28.7	28.9	-0.2	7	2.9	1.9	1.0		6.0	5.3	0.7		9.2	8.2	1.0		14.8	14.1	0.7		12.2	13.1	-0.9		8.7	9.3	-0.6		6.4	5.4	1.0	
ZM	43.8	51.2	-7.4	3	5.8	7.5	-1.7		21.1	26.5	-5.4		20.0	22.6	-2.6		26.5	29.9	-3.4		9.8	10.1	-0.3		3.6	3.2	0.4		10.8	9.8	1.0	
MediaWorks Combo	162.2	165.4	-3.2		18.5	17.7	0.8		51.7	52.0	-0.3		58.3	60.5	-2.2		84.1	86.0	-1.9		48.0	47.2	0.8		36.4	37.4	-1.0		34.6	34.4	0.2	
NZME Combo	145.3	149.9	-4.6		13.9	15.1	-1.2		43.8	48.2	-4.4		55.7	58.2	-2.5		80.3	82.8	-2.5		42.5	43.1	-0.6		29.5	29.5	0.0		34.6	34.1	0.5	
All Commercial Radio	252.1	257.9	-5.8		28.2	27.5	0.7		73.2	76.7	-3.5		92.3	94.9	-2.6		135.8	136.3	-0.5		76.0	75.5	0.5		52.8	56.8	-4.0		58.0	56.2	1.8	
Potential (000)	378.9	378.9	0.0		45.8	44.8	1.0		115.5	116.5	-1.0		127.6	127.6	0.0		185.4	185.4	0.0		106.2	106.2	0.0		80.1	80.1	0.0		77.1	74.3	2.8	
Sample	1,527	1,724	-197		186	180	6		396	448	-52		531	528	3		789	814	-25		441	510	-69		329	426	-97		328	345	-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 Gold (from S3 2020) or Gold AM (from S4 2020) or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Flava or Hokonui

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



# WELLINGTON COMMERCIAL RADIO - SURVEY 4 2020

Cumulative Audience (000's) by Daypart, People 10+  
Survey Comparisons: 3/2020 - 4/2020

This Survey Period: Sun July 19 to Sat Nov 14 2020

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

	This	Last	+/-
Potential (000)	378.9	378.9	0.0
Sample Size	1,527	1,724	-197

	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	1.6	3.7	-2.1	17	0.6	1.7	-1.1	0.9	2.8	-1.9	1.8	3.4	-1.6	0.1	0.9	-0.8	0.2	0.8	-0.6	2.4	4.5	-2.1
Breeze	25.9	26.1	-0.2	2	23.0	24.1	-1.1	21.0	23.3	-2.3	23.9	23.3	0.6	10.7	13.8	-3.1	5.7	5.1	0.6	34.5	34.7	-0.2
Coast	7.2	8.3	-1.1	12	10.0	10.7	-0.7	12.4	9.8	2.6	11.2	8.5	2.7	5.3	2.9	2.4	2.2	1.0	1.2	12.3	11.3	1.0
Edge	18.2	17.7	0.5	5	12.5	12.5	0.0	18.6	18.6	0.0	18.7	18.5	0.2	10.5	9.1	1.4	1.7	1.8	-0.1	24.2	21.5	2.7
George FM	2.1	2.6	-0.5	16	2.3	2.4	-0.1	2.9	2.5	0.4	1.8	2.2	-0.4	2.1	2.9	-0.8	0.4	0.2	0.2	4.6	4.0	0.6
Gold*	1.6	2.8	-1.2	17	2.1	2.0	0.1	1.0	1.9	-0.9	2.2	2.9	-0.7	1.4	1.3	0.1	0.4	0.4	0.0	2.4	3.1	-0.7
Gold AM	0.5	n.a.	*	20	0.7	n.a.	*	0.5	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	0.6	n.a.	*
Life FM	3.2	4.0	-0.8	13	1.8	4.1	-2.3	1.7	2.4	-0.7	2.2	2.4	-0.2	1.2	0.9	0.3	0.6	0.2	0.4	2.9	4.2	-1.3
Magic	16.3	17.2	-0.9	6	16.1	14.9	1.2	11.9	13.9	-2.0	14.1	15.7	-1.6	6.1	7.9	-1.8	4.1	6.8	-2.7	17.5	20.3	-2.8
Mai FM	10.7	14.7	-4.0	10	10.2	8.4	1.8	11.0	11.1	-0.1	9.6	10.4	-0.8	3.9	4.8	-0.9	1.4	1.9	-0.5	13.4	14.7	-1.3
More FM	11.9	9.8	2.1	8	10.2	6.3	3.9	11.0	11.2	-0.2	11.2	10.1	1.1	5.2	3.1	2.1	1.8	1.1	0.7	15.0	13.0	2.0
Newstalk ZB	29.5	32.3	-2.8	1	24.2	21.1	3.1	22.5	19.7	2.8	19.2	19.8	-0.6	14.0	15.7	-1.7	11.5	12.0	-0.5	29.1	32.1	-3.0
Radio Hauraki	10.6	13.3	-2.7	11	10.5	11.6	-1.1	10.7	12.1	-1.4	12.1	12.3	-0.2	4.6	6.1	-1.5	0.6	1.6	-1.0	14.4	16.1	-1.7
Tarana	3.1	3.2	-0.1	14	2.1	1.0	1.1	3.8	3.6	0.2	2.9	3.2	-0.3	1.3	3.2	-1.9	1.1	0.2	0.9	3.9	3.8	0.1
Rhema	1.2	2.2	-1.0	19	0.8	1.3	-0.5	1.9	2.0	-0.1	2.5	3.2	-0.7	0.4	1.5	-1.1	0.1	1.0	-0.9	3.0	3.5	-0.5
Rock	13.4	12.7	0.7	7	8.9	9.0	-0.1	11.5	10.0	1.5	14.4	12.2	2.2	6.4	5.8	0.6	2.7	1.3	1.4	13.8	12.8	1.0
Star	2.2	1.1	1.1	15	1.6	1.5	0.1	1.9	1.6	0.3	1.2	1.3	-0.1	0.5	0.6	-0.1	0.3	0.7	-0.4	2.5	2.6	-0.1
Te Upoko o Te Ika	0.1	0.2	-0.1	21	*	0.2	*	*	*	*	0.1	0.6	-0.5	0.3	0.2	0.1	*	*	*	*	0.6	*
The Hits	18.9	20.7	-1.8	4	13.7	14.1	-0.4	14.3	12.3	2.0	15.5	14.4	1.1	7.4	8.4	-1.0	3.1	3.2	-0.1	20.0	20.3	-0.3
The Sound	11.8	11.9	-0.1	9	13.2	14.8	-1.6	13.4	14.0	-0.6	13.0	15.1	-2.1	5.2	6.4	-1.2	2.2	2.8	-0.6	18.8	18.9	-0.1
ZM	21.7	26.1	-4.4	3	14.4	17.6	-3.2	18.1	21.6	-3.5	23.4	27.9	-4.5	8.2	13.0	-4.8	3.9	2.7	1.2	25.6	30.6	-5.0
MediaWorks Combo	94.1	95.9	-1.8		84.6	79.3	5.3	89.3	91.4	-2.1	91.6	91.8	-0.2	43.6	48.4	-4.8	18.4	19.9	-1.5	114.4	116.5	-2.1
NZME Combo	83.5	92.1	-8.6		67.6	67.5	0.1	73.3	69.9	3.4	75.9	77.3	-1.4	39.9	44.8	-4.9	21.3	20.9	0.4	93.5	101.7	-8.2
All Commercial Radio	165.4	174.1	-8.7		135.2	136.4	-1.2	149.8	150.6	-0.8	156.0	164.0	-8.0	79.2	92.8	-13.6	38.0	39.7	-1.7	191.3	202.6	-11.3

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 Gold AM (from S4 2020) or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Flava or Hokonui

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



# WELLINGTON COMMERCIAL RADIO - SURVEY 4 2020

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

Survey Comparisons: 3/2020 - 4/2020

This Survey Period: Sun July 19 to Sat Nov 14 2020

Last Survey Period: Sun Jan 19 to Sat Mar 28 2020 & Sun July 19 to Sat Sep 12 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	3:28	4:41	-1:13	2:05	1:15	0:49	1:20	1:34	-0:14	2:05	2:53	-0:48	5:12	5:49	-0:36	38:45	16:27	22:17	0:15	7:28	-7:13	9:04	9:53	-0:48
Breeze	7:36	8:09	-0:33	3:01	5:26	-2:24	5:24	7:29	-2:04	6:35	7:15	-0:39	8:06	7:03	1:02	9:59	9:00	0:58	8:47	10:21	-1:33	7:40	8:17	-0:37
Coast	6:07	5:02	1:04	3:24	2:34	0:49	2:36	3:17	-0:40	4:17	3:00	1:17	5:03	4:24	0:38	6:49	6:44	0:04	6:57	5:49	1:08	3:39	3:32	0:06
Edge	5:24	5:20	0:04	4:16	3:30	0:45	5:21	4:54	0:26	5:49	6:20	-0:30	5:34	6:10	-0:35	4:48	5:56	-1:08	5:49	6:32	-0:43	8:19	9:25	-1:06
George FM	3:30	5:46	-2:16	4:39	6:56	-2:16	2:17	4:28	-2:11	4:32	7:31	-2:59	4:08	6:50	-2:42	0:44	0:48	-0:04	0:15	0:15	0:00	10:02	9:18	0:44
Gold*	3:40	4:06	-0:26	0:57	1:20	-0:22	1:00	0:57	0:03	7:30	6:39	0:51	5:22	5:14	0:08	3:30	4:03	-0:32	2:40	2:47	-0:06	5:00	5:20	-0:20
Gold AM	3:07	n.a.	*	*	n.a.	*	2:30	n.a.	*	2:30	n.a.	*	2:10	n.a.	*	3:21	n.a.	*	12:00	n.a.	*	3:12	n.a.	*
Life FM	2:39	6:53	-4:13	1:47	1:52	-0:05	2:54	2:49	0:04	4:31	10:53	-6:22	3:59	9:14	-5:14	0:28	5:02	-4:34	0:15	15:30	-15:15	1:59	5:16	-3:16
Magic	9:34	9:24	0:09	4:50	2:47	2:03	7:28	7:44	-0:16	10:20	8:30	1:49	8:02	6:52	1:10	6:47	7:11	-0:24	9:52	10:26	-0:34	6:57	10:14	-3:16
Mai FM	8:21	8:10	0:11	7:14	6:41	0:33	5:03	7:20	-2:17	10:37	9:01	1:36	11:00	8:59	2:01	9:27	7:45	1:42	1:02	*	*	9:40	7:55	1:44
More FM	6:14	4:56	1:17	4:23	3:13	1:09	5:07	5:16	-0:09	5:29	4:48	0:40	5:36	4:46	0:49	7:46	5:46	2:00	9:48	7:06	2:41	4:57	5:06	-0:09
Newstalk ZB	10:57	9:47	1:09	3:48	1:45	2:03	3:47	3:49	-0:02	6:24	6:26	-0:02	6:11	6:00	0:11	9:13	7:10	2:02	14:40	12:32	2:08	9:59	6:56	3:02
Radio Hauraki	5:09	4:53	0:16	1:30	2:21	-0:50	4:39	4:45	-0:06	5:02	4:53	0:08	5:14	4:50	0:23	6:37	4:43	1:53	5:47	4:37	1:09	6:14	6:35	-0:20
Tarana	14:21	8:22	5:58	4:51	6:30	-1:38	7:11	8:18	-1:07	5:19	5:10	0:09	15:17	5:10	10:06	23:11	13:28	9:42	10:45	13:12	-2:27	13:22	4:52	8:29
Rhema	4:43	7:16	-2:33	0:40	1:30	-0:49	14:35	9:13	5:22	6:45	8:21	-1:35	5:57	10:04	-4:06	4:13	8:19	-4:05	2:01	3:18	-1:16	4:25	5:07	-0:42
Rock	6:34	6:02	0:31	3:13	3:54	-0:41	6:57	7:47	-0:50	6:36	6:17	0:19	7:07	6:30	0:37	8:20	6:49	1:31	4:40	4:54	-0:14	6:27	4:46	1:41
Star	14:16	9:32	4:43	*	*	*	0:15	2:00	-1:45	0:15	2:00	-1:45	6:53	1:24	5:28	14:50	1:45	13:04	24:19	10:05	14:14	13:26	3:45	9:41
Te Upoko o Te Ika	0:19	2:36	-2:17	*	*	*	0:15	1:07	-0:52	0:19	1:07	-0:48	0:19	1:07	-0:48	*	3:45	*	*	3:45	*	0:30	2:00	-1:30
The Hits	5:33	6:31	-0:57	3:39	3:03	0:35	5:31	8:30	-2:58	6:49	7:58	-1:09	6:26	6:50	-0:23	5:29	6:38	-1:09	5:28	11:00	-5:32	7:26	6:01	1:24
The Sound	7:06	9:08	-2:02	2:08	3:11	-1:03	7:54	5:05	2:49	5:46	4:27	1:18	6:48	7:30	-0:42	8:14	13:09	-4:55	8:06	13:27	-5:20	6:37	6:39	-0:01
ZM	5:56	6:34	-0:37	4:00	4:15	-0:15	6:44	7:28	-0:44	6:18	7:10	-0:51	5:58	6:47	-0:49	4:39	6:01	-1:22	4:46	7:36	-2:50	4:30	4:33	-0:02
MediaWorks Combo	10:04	10:05	-0:01	7:02	6:36	0:25	8:05	8:44	-0:39	10:23	9:51	0:32	10:34	9:45	0:49	11:12	11:39	-0:27	11:18	12:57	-1:38	10:28	10:48	-0:20
NZME Combo	9:11	9:10	0:01	4:26	4:26	0:00	6:59	8:26	-1:26	8:09	9:02	-0:53	8:09	8:30	-0:20	9:12	8:17	0:55	11:13	11:10	0:02	10:22	9:20	1:01
All Commercial Radio	12:59	13:25	-0:25	7:20	7:25	-0:05	10:33	11:56	-1:23	12:44	13:38	-0:53	12:56	13:00	-0:04	14:02	14:04	-0:01	15:03	16:44	-1:41	14:05	13:40	0:25
Potential (000)	378.9	378.9	0.0	45.8	44.8	1.0	115.5	116.5	-1.0	127.6	127.6	0.0	185.4	185.4	0.0	106.2	106.2	0.0	80.1	80.1	0.0	77.1	74.3	2.8
Sample	1,527	1,724	-197	186	180	6	396	448	-52	531	528	3	789	814	-25	441	510	-69	329	426	-97	328	345	-17

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# WELLINGTON COMMERCIAL RADIO - SURVEY 4 2020

Average Time Spent Listening (hh:mm) by Daypart, People 10+  
Survey Comparisons: 3/2020 - 4/2020

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	This	Last	+/-
Potential (000)	378.9	378.9	0.0
Sample Size	1,527	1,724	-197

	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	0:58	1:28	-0:30	5:37	5:04	0:32	4:27	3:42	0:45	1:24	1:12	0:12	0:15	1:08	-0:53	1:45	1:11	0:33	1:19	1:04	0:15
Breeze	2:36	3:13	-0:37	2:58	3:08	-0:09	3:49	3:31	0:17	2:15	2:27	-0:11	1:31	1:50	-0:18	1:42	1:51	-0:08	2:53	2:45	0:07
Coast	1:44	1:19	0:24	2:15	1:53	0:22	2:57	3:02	-0:04	2:01	1:43	0:18	2:21	1:36	0:44	0:52	1:01	-0:08	3:33	2:48	0:44
Edge	1:47	1:45	0:01	2:32	2:34	-0:01	2:27	2:25	0:02	1:35	1:42	-0:06	1:46	2:27	-0:40	1:27	1:54	-0:27	2:19	2:06	0:13
George FM	3:04	3:14	-0:10	1:26	1:17	0:08	2:02	2:43	-0:41	0:53	1:10	-0:16	0:21	1:40	-1:19	0:34	0:23	0:10	1:52	2:58	-1:05
Gold*	1:44	1:36	0:08	2:57	3:08	-0:11	5:38	3:28	2:10	0:38	0:57	-0:19	0:47	0:41	0:05	0:44	0:45	-0:00	1:24	1:26	-0:01
Gold AM	4:39	n.a.	*	1:20	n.a.	*	0:57	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	1:09	n.a.	*
Life FM	0:43	4:42	-3:58	0:59	1:54	-0:54	1:59	1:34	0:25	1:02	1:17	-0:15	1:09	1:10	-0:00	0:17	2:30	-2:12	1:18	3:37	-2:19
Magic	3:15	3:18	-0:03	3:19	3:14	0:05	3:55	3:11	0:43	2:51	2:40	0:10	2:22	2:24	-0:02	2:32	1:57	0:35	4:00	3:29	0:30
Mai FM	3:32	3:13	0:18	3:06	2:43	0:23	2:33	2:04	0:29	2:24	1:49	0:34	2:14	2:15	-0:01	3:17	1:20	1:57	2:41	2:50	-0:09
More FM	3:26	2:31	0:54	3:43	2:08	1:34	2:52	2:25	0:26	1:28	1:50	-0:21	1:00	0:53	0:06	0:53	1:04	-0:10	1:52	2:07	-0:15
Newstalk ZB	4:16	4:25	-0:08	2:34	2:08	0:26	2:33	2:14	0:18	2:20	2:29	-0:08	3:39	2:56	0:42	4:07	3:08	0:59	4:32	3:32	0:59
Radio Hauraki	2:55	2:39	0:16	1:59	1:46	0:12	2:40	2:13	0:27	1:17	1:21	-0:04	0:57	0:46	0:10	1:08	1:40	-0:32	1:28	1:28	0:00
Tarana	4:28	3:32	0:56	3:27	2:56	0:31	4:01	3:21	0:40	3:30	1:56	1:34	1:39	1:04	0:34	0:56	0:15	0:41	5:34	2:18	3:16
Rhema	1:06	3:14	-2:07	3:25	2:08	1:17	2:26	2:28	-0:01	2:53	3:09	-0:15	2:09	2:19	-0:09	2:30	3:28	-0:58	2:15	2:28	-0:13
Rock	2:47	2:25	0:21	3:00	2:37	0:23	2:57	2:50	0:07	2:26	2:20	0:05	1:20	1:45	-0:24	0:49	0:53	-0:04	1:49	1:54	-0:05
Star	3:27	5:56	-2:29	4:09	2:39	1:29	4:49	2:24	2:24	2:04	0:22	1:41	7:23	4:18	3:05	7:00	3:27	3:32	3:28	3:25	0:02
Te Upoko o Te Ika	0:15	1:00	-0:45	*	1:00	*	*	*	*	0:15	0:15	0:00	0:15	0:15	0:00	*	*	*	*	3:30	*
The Hits	1:49	2:19	-0:30	2:29	2:33	-0:03	2:59	3:21	-0:22	1:49	1:51	-0:01	1:18	2:05	-0:46	0:59	0:34	0:25	2:02	2:56	-0:54
The Sound	2:04	2:47	-0:42	3:18	3:39	-0:20	4:21	4:21	0:00	1:39	1:54	-0:14	1:25	1:51	-0:25	1:10	2:16	-1:06	2:25	3:36	-1:11
ZM	2:23	2:09	0:13	2:42	3:06	-0:24	3:00	2:43	0:16	1:37	1:51	-0:14	1:43	2:07	-0:24	1:46	2:03	-0:17	2:11	2:40	-0:28
MediaWorks Combo	3:11	3:18	-0:06	3:31	3:26	0:04	3:42	3:29	0:13	2:25	2:29	-0:04	1:49	2:12	-0:22	1:50	1:54	-0:03	3:13	3:19	-0:05
NZME Combo	3:15	3:21	-0:05	2:57	2:51	0:06	3:13	3:01	0:11	2:03	2:10	-0:07	2:32	2:31	0:00	2:50	2:21	0:28	3:18	3:15	0:02
All Commercial Radio	3:47	4:01	-0:13	4:05	3:47	0:17	4:13	4:03	0:10	2:39	2:43	-0:03	2:27	2:39	-0:12	2:38	2:35	0:02	3:57	4:07	-0:10

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 Gold AM (from S4 2020) or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Flava or Hokonui

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