

WELLINGTON COMMERCIAL RADIO - SURVEY 4 2021

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

Survey Comparisons: 3/2021 - 4/2021

This Survey Period: Sun Jun 20 to Sat Nov 6 2021

Last Survey Period: Sun Apr 11 to Sat Aug 28 2021

	All 10+				People 10-24			People 18-39			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	1.3	0.5	0.8	16	1.7	0.7	1.0	1.5	1.1	0.4	0.7	0.9	-0.2	2.2	0.7	1.5	2.3	0.2	2.1	0.1	*	*	3.6	0.4	3.2
Breeze	12.1	13.4	-1.3	2	11.4	9.2	2.2	10.2	8.6	1.6	9.5	8.9	0.6	12.0	12.3	-0.3	13.6	17.7	-4.1	11.2	15.6	-4.4	12.3	12.4	-0.1
Coast	4.4	4.5	-0.1	9	1.9	1.0	0.9	2.1	2.6	-0.5	3.2	3.1	0.1	3.0	4.4	-1.4	4.5	5.9	-1.4	6.8	4.6	2.2	3.1	4.1	-1.0
Edge	6.6	6.2	0.4	6	10.7	16.0	-5.3	12.4	11.7	0.7	12.6	8.4	4.2	10.1	7.6	2.5	3.3	3.9	-0.6	0.9	1.5	-0.6	9.7	8.6	1.1
George FM	1.2	1.5	-0.3	17	4.9	2.6	2.3	2.8	5.3	-2.5	0.1	3.8	-3.7	*	2.5	*	0.6	0.1	0.5	1.1	0.1	1.0	0.8	1.7	-0.9
Gold	1.4	1.3	0.1	15	0.8	1.8	-1.0	*	0.4	*	0.2	0.4	-0.2	1.0	1.1	-0.1	3.3	2.3	1.0	2.6	1.5	1.1	1.7	1.3	0.4
Gold AM	0.4	0.5	-0.1	20	0.2	*	*	0.1	*	*	0.1	0.3	-0.2	0.2	0.3	-0.1	0.9	1.3	-0.4	0.9	1.2	-0.3	0.5	0.3	0.2
Life FM	2.2	0.7	1.5	13	1.3	0.2	1.1	5.1	2.0	3.1	5.1	1.9	3.2	4.0	1.5	2.5	1.1	0.4	0.7	0.3	0.2	0.1	4.7	1.2	3.5
Magic Music	5.0	4.8	0.2	8	*	0.8	*	0.8	0.3	0.5	0.8	0.4	0.4	0.9	0.8	0.1	3.9	3.9	0.0	12.8	10.9	1.9	4.6	6.2	-1.6
Magic Talk	1.8	2.7	-0.9	14	*	0.1	*	1.8	1.6	0.2	2.1	2.1	0.0	2.4	2.3	0.1	2.0	3.6	-1.6	1.9	4.4	-2.5	3.4	2.1	1.3
Mai FM	4.4	5.5	-1.1	9	10.7	19.6	-8.9	10.0	9.7	0.3	7.2	7.6	-0.4	5.9	5.5	0.4	1.7	0.9	0.8	0.1	0.4	-0.3	5.0	6.3	-1.3
More FM	5.2	5.2	0.0	7	4.1	3.7	0.4	3.3	4.6	-1.3	3.3	6.0	-2.7	3.8	4.5	-0.7	8.8	7.1	1.7	8.6	7.8	0.8	3.3	5.4	-2.1
Newstalk ZB	16.6	14.9	1.7	1	1.5	2.1	-0.6	5.8	3.4	2.4	9.0	4.3	4.7	8.9	5.4	3.5	15.5	14.2	1.3	27.1	26.0	1.1	13.4	11.6	1.8
Radio Hauraki	3.3	2.7	0.6	12	1.6	1.4	0.2	6.4	4.9	1.5	7.2	6.2	1.0	5.7	5.2	0.5	2.8	1.9	0.9	1.7	0.6	1.1	3.7	4.1	-0.4
Rhema	0.7	0.4	0.3	18	0.6	0.3	0.3	1.4	0.1	1.3	1.7	1.1	0.6	1.1	0.7	0.4	0.2	0.2	0.0	0.3	0.2	0.1	0.4	0.1	0.3
Rock	7.2	7.0	0.2	4	11.2	7.3	3.9	10.0	11.6	-1.6	11.4	10.7	0.7	9.7	11.5	-1.8	5.4	7.7	-2.3	3.1	2.7	0.4	6.5	2.9	3.6
Star	0.3	0.4	-0.1	21	*	0.5	*	*	*	*	*	*	*	0.2	0.1	0.1	0.4	0.2	0.2	0.5	0.5	0.0	*	*	*
Tarana	0.7	0.9	-0.2	18	1.5	0.4	1.1	0.3	0.1	0.2	1.0	1.8	-0.8	0.8	1.7	-0.9	0.3	0.7	-0.4	0.2	0.2	0.0	0.5	2.9	-2.4
Te Upoko o Te Ika	0.3	0.3	0.0	21	*	0.1	*	*	0.3	*	*	0.3	*	0.5	0.5	0.0	0.7	0.4	0.3	0.1	0.1	0.0	*	*	*
The Hits	4.4	5.6	-1.2	9	7.4	10.3	-2.9	6.8	7.8	-1.0	6.5	7.7	-1.2	6.0	8.2	-2.2	3.3	5.1	-1.8	1.2	1.4	-0.2	5.8	11.2	-5.4
The Sound	6.8	7.5	-0.7	5	4.0	1.3	2.7	3.2	6.9	-3.7	3.4	7.1	-3.7	7.2	6.7	0.5	12.9	13.1	-0.2	9.1	12.5	-3.4	5.1	3.3	1.8
ZM	8.1	8.2	-0.1	3	19.7	18.7	1.0	11.1	13.1	-2.0	9.6	12.2	-2.6	9.2	11.3	-2.1	5.5	4.8	0.7	2.2	1.5	0.7	9.1	10.8	-1.7
MediaWorks Combo	50.3	53.8	-3.5		57.2	60.6	-3.4	54.3	60.4	-6.1	50.3	55.0	-4.7	52.1	53.7	-1.6	52.1	58.1	-6.0	48.8	56.0	-7.2	50.7	48.9	1.8
NZME Combo	38.9	38.0	0.9		34.4	35.8	-1.4	32.3	32.6	-0.3	35.8	34.6	1.2	34.0	36.3	-2.3	36.0	35.7	0.3	42.5	36.7	5.8	37.2	43.9	-6.7
Potential (000)	385.3	385.3	0.0		92.1	92.1	0.0	147.5	149.7	-2.2	132.8	132.8	0.0	190.8	190.8	0.0	107.0	107.0	0.0	80.6	80.6	0.0	70.5	68.7	1.8
Sample	1,512	1,571	-59		247	299	-52	407	548	-141	439	554	-115	666	802	-136	446	446	0	444	367	77	269	308	-39

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 or Magic Talk or Mai FM or More FM or Rock or The Sound

NZME Combo: Coast or Gold or Gold AM or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Flava or Hokonui

WELLINGTON COMMERCIAL RADIO - SURVEY 4 2021

Station Share (%) by Daypart, People 10+

Survey Comparisons: 3/2021 - 4/2021

This Survey Period: Sun Jun 20 to Sat Nov 6 2021

Last Survey Period: Sun Apr 11 to Sat Aug 28 2021

	This	Last	+/-
Potential (000)	385.3	385.3	0.0
Sample Size	1,512	1,571	-59

	Breakfast				Morning			Afternoon			Drive			Night			Mid Dawn			Weekend		
	Mon-Fri 6am-9am	Last	+/-	Rank	Mon-Fri 9am-12md	Last	+/-	Mon-Fri 12md-4pm	Last	+/-	Mon-Fri 4pm-7pm	Last	+/-	Mon-Fri 7pm-12mn	Last	+/-	Mon-Fri 12mn-6am	Last	+/-	Sat-Sun 12mn-12mn	Last	+/-
Atiawa Toa FM	1.5	0.5	1.0	15	1.8	0.2	1.6	1.7	0.3	1.4	1.1	0.7	0.4	0.5	0.7	-0.2	0.1	*	*	1.1	0.7	0.4
Breeze	11.0	14.5	-3.5	2	13.2	15.0	-1.8	12.2	12.6	-0.4	10.9	12.3	-1.4	14.1	9.7	4.4	7.2	7.9	-0.7	12.9	14.1	-1.2
Coast	4.1	3.0	1.1	9	6.3	6.0	0.3	5.3	6.3	-1.0	2.9	3.6	-0.7	2.7	1.2	1.5	2.6	3.0	-0.4	4.2	4.4	-0.2
Edge	5.6	5.7	-0.1	5	5.2	5.9	-0.7	7.2	7.1	0.1	8.6	6.7	1.9	6.5	5.4	1.1	7.3	3.1	4.2	6.8	6.6	0.2
George FM	0.5	1.0	-0.5	18	0.7	2.0	-1.3	1.7	2.5	-0.8	0.9	2.3	-1.4	2.9	0.3	2.6	1.4	0.1	1.3	1.5	0.8	0.7
Gold	0.6	0.8	-0.2	16	1.2	0.6	0.6	2.1	1.2	0.9	1.4	2.0	-0.6	0.7	1.1	-0.4	0.7	1.4	-0.7	2.0	1.9	0.1
Gold AM	0.2	0.7	-0.5	21	0.5	0.6	-0.1	0.6	0.6	0.0	0.6	0.5	0.1	0.3	0.9	-0.6	0.2	0.1	0.1	0.4	0.4	0.0
Life FM	2.5	0.9	1.6	14	1.4	0.5	0.9	3.2	0.3	2.9	2.5	1.5	1.0	0.9	0.5	0.4	0.8	*	*	2.0	0.9	1.1
Magic Music	3.3	3.3	0.0	13	6.7	5.2	1.5	6.3	6.2	0.1	3.7	4.6	-0.9	1.3	2.4	-1.1	1.0	3.7	-2.7	6.6	5.6	1.0
Magic Talk	3.4	4.2	-0.8	12	1.5	2.2	-0.7	1.2	1.8	-0.6	1.5	1.7	-0.2	0.4	2.1	-1.7	1.9	7.4	-5.5	1.6	2.3	-0.7
Mai FM	4.8	6.6	-1.8	8	3.8	3.5	0.3	4.4	4.7	-0.3	6.3	6.2	0.1	1.9	9.5	-7.6	12.7	7.8	4.9	3.0	4.9	-1.9
More FM	4.0	3.3	0.7	10	5.5	5.5	0.0	5.2	6.9	-1.7	6.4	5.8	0.6	4.3	4.4	-0.1	9.2	7.4	1.8	5.0	4.9	0.1
Newstalk ZB	23.1	17.5	5.6	1	11.8	10.4	1.4	10.4	8.5	1.9	15.2	12.5	2.7	25.6	28.9	-3.3	34.5	34.6	-0.1	15.1	16.7	-1.6
Radio Hauraki	3.7	2.6	1.1	11	3.7	2.5	1.2	3.2	2.6	0.6	3.6	3.5	0.1	1.8	3.2	-1.4	5.3	2.5	2.8	2.8	2.5	0.3
Rhema	0.5	0.2	0.3	18	0.8	0.9	-0.1	0.4	0.8	-0.4	1.1	0.3	0.8	0.4	0.2	0.2	0.4	*	*	0.9	0.2	0.7
Rock	6.0	6.2	-0.2	4	8.3	7.1	1.2	7.8	8.4	-0.6	7.9	8.4	-0.5	5.6	6.4	-0.8	3.9	5.3	-1.4	7.5	6.3	1.2
Star	0.3	0.6	-0.3	20	0.1	*	*	0.2	0.3	-0.1	0.3	0.4	-0.1	0.3	0.5	-0.2	0.1	*	*	0.8	0.5	0.3
Tarana	0.6	0.4	0.2	16	0.9	1.3	-0.4	0.7	0.7	0.0	0.6	0.4	0.2	0.7	0.5	0.2	2.2	3.6	-1.4	0.4	1.0	-0.6
Te Upoko o Te Ika	0.2	0.2	0.0	21	0.7	0.5	0.2	0.2	0.1	0.1	*	0.1	*	*	*	*	*	*	*	0.3	0.4	-0.1
The Hits	5.0	6.1	-1.1	7	4.6	5.5	-0.9	4.8	6.8	-2.0	4.4	7.0	-2.6	2.6	4.4	-1.8	1.0	1.2	-0.2	4.6	4.3	0.3
The Sound	5.2	6.0	-0.8	6	6.9	9.8	-2.9	8.2	8.1	0.1	8.6	6.1	2.5	8.1	6.1	2.0	0.6	4.1	-3.5	6.5	8.1	-1.6
ZM	9.6	11.2	-1.6	3	7.2	6.9	0.3	8.3	7.8	0.5	8.1	9.4	-1.3	10.5	7.5	3.0	2.9	1.8	1.1	7.3	7.5	-0.2
MediaWorks Combo	43.8	50.7	-6.9		51.9	56.3	-4.4	54.1	58.3	-4.2	54.7	54.0	0.7	45.1	46.3	-1.2	45.2	46.8	-1.6	51.4	53.5	-2.1
NZME Combo	46.2	42.2	4.0		35.6	33.0	2.6	35.0	34.1	0.9	36.2	38.6	-2.4	46.4	47.3	-0.9	47.1	44.6	2.5	36.7	37.9	-1.2

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

NZME Combo: Coast or Gold or Gold AM or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Flava or Hokonui



WELLINGTON COMMERCIAL RADIO - SURVEY 4 2021

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

Survey Comparisons: 3/2021 - 4/2021

This Survey Period: Sun Jun 20 to Sat Nov 6 2021

Last Survey Period: Sun Apr 11 to Sat Aug 28 2021

	All 10+				People 10-24			People 18-39			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	8.5	6.9	1.6	15	4.4	2.2	2.2	4.1	5.2	-1.1	1.8	3.6	-1.8	3.4	4.2	-0.8	1.9	0.6	1.3	0.5	0.2	0.3	1.3	1.3	0.0
Breeze	54.3	53.4	0.9	1	8.7	7.2	1.5	18.0	12.2	5.8	19.2	14.5	4.7	30.6	24.0	6.6	19.4	23.5	-4.1	12.4	19.4	-7.0	12.1	10.6	1.5
Coast	19.0	20.7	-1.7	11	3.8	2.3	1.5	2.7	4.1	-1.4	2.9	4.5	-1.6	5.0	9.2	-4.2	6.9	10.0	-3.1	8.6	8.1	0.5	2.2	3.5	-1.3
Edge	39.8	44.6	-4.8	4	14.6	18.0	-3.4	19.3	24.0	-4.7	17.2	18.2	-1.0	23.1	22.9	0.2	8.1	7.4	0.7	2.1	3.6	-1.5	9.6	10.8	-1.2
George FM	5.8	8.0	-2.2	17	4.2	3.8	0.4	2.9	6.1	-3.2	0.4	3.3	-2.9	0.4	3.5	-3.1	0.9	0.7	0.2	1.0	0.5	0.5	0.3	0.8	-0.5
Gold	7.8	5.7	2.1	16	2.2	1.4	0.8	0.5	0.8	-0.3	0.7	0.8	-0.1	2.6	2.9	-0.3	4.1	3.3	0.8	2.8	1.4	1.4	1.5	1.2	0.3
Gold AM	3.9	3.1	0.8	21	1.3	0.2	1.1	0.4	*	*	0.4	0.7	-0.3	1.0	1.2	-0.2	1.7	1.9	-0.2	1.4	1.7	-0.3	1.0	0.5	0.5
Life FM	15.9	6.3	9.6	12	4.7	1.0	3.7	7.3	3.3	4.0	6.6	3.3	3.3	9.5	4.0	5.5	3.5	1.5	2.0	1.5	1.3	0.2	4.5	1.3	3.2
Magic Music	14.6	14.9	-0.3	13	0.9	2.1	-1.2	1.9	1.3	0.6	1.6	1.3	0.3	3.0	2.7	0.3	4.5	5.1	-0.6	9.3	8.5	0.8	2.1	2.7	-0.6
Magic Talk	13.8	16.3	-2.5	14	0.3	0.8	-0.5	2.6	3.3	-0.7	3.9	4.6	-0.7	7.1	7.2	-0.1	5.9	6.1	-0.2	5.3	6.8	-1.5	4.3	2.4	1.9
Mai FM	26.0	24.9	1.1	8	11.1	10.6	0.5	17.7	15.2	2.5	12.0	12.1	-0.1	14.3	13.3	1.0	2.8	1.8	1.0	0.5	0.8	-0.3	5.8	4.7	1.1
More FM	27.8	30.0	-2.2	7	8.9	9.2	-0.3	8.3	11.1	-2.8	7.0	9.8	-2.8	12.7	14.0	-1.3	10.3	9.0	1.3	5.5	6.1	-0.6	5.5	7.8	-2.3
Newstalk ZB	47.3	44.3	3.0	3	2.9	3.2	-0.3	8.6	8.5	0.1	13.7	10.9	2.8	19.7	17.9	1.8	16.1	15.2	0.9	17.6	16.5	1.1	11.1	9.6	1.5
Radio Hauraki	21.1	23.4	-2.3	10	4.6	3.3	1.3	9.1	8.6	0.5	11.1	11.6	-0.5	14.2	16.8	-2.6	4.8	7.5	-2.7	2.1	3.2	-1.1	5.5	6.0	-0.5
Rhema	4.8	3.3	1.5	18	0.8	0.4	0.4	0.7	0.4	0.3	2.1	1.0	1.1	2.3	1.4	0.9	1.1	1.0	0.1	1.5	1.3	0.2	1.2	0.4	0.8
Rock	29.7	27.1	2.6	6	7.9	6.0	1.9	12.7	11.9	0.8	14.6	13.7	0.9	19.4	18.5	0.9	6.6	6.4	0.2	2.2	2.2	0.0	5.5	5.6	-0.1
Star	4.4	2.9	1.5	20	*	0.2	*	*	*	*	1.0	0.4	0.6	1.9	0.6	1.3	1.7	0.6	1.1	1.8	1.6	0.2	1.0	0.6	0.4
Tarana	4.5	3.9	0.6	19	1.7	0.4	1.3	1.4	0.7	0.7	2.1	1.5	0.6	2.3	2.3	0.0	0.4	1.2	-0.8	0.4	1.2	-0.8	1.5	1.7	-0.2
Te Upoko o Te Ika	0.8	2.0	-1.2	22	*	0.3	*	*	1.2	*	*	1.2	*	0.5	1.5	-1.0	0.7	0.3	0.4	0.3	0.2	0.1	*	*	*
The Hits	36.0	39.4	-3.4	5	11.5	11.6	-0.1	14.5	18.1	-3.6	13.4	18.4	-5.0	21.4	25.0	-3.6	10.1	8.8	1.3	2.8	2.9	-0.1	7.4	9.8	-2.4
The Sound	22.4	23.4	-1.0	9	4.5	3.5	1.0	4.9	7.3	-2.4	5.9	7.8	-1.9	10.8	11.5	-0.7	10.4	10.0	0.4	6.9	8.4	-1.5	4.4	3.9	0.5
ZM	50.7	52.7	-2.0	2	18.9	17.4	1.5	26.4	29.1	-2.7	20.9	24.4	-3.5	28.2	32.0	-3.8	10.5	9.4	1.1	3.6	3.3	0.3	10.5	14.0	-3.5
MediaWorks Combo	165.7	173.1	-7.4		36.4	38.1	-1.7	61.8	64.7	-2.9	58.6	60.7	-2.1	88.0	86.4	1.6	52.3	54.9	-2.6	35.7	42.6	-6.9	35.4	35.3	0.1
NZME Combo	142.2	145.2	-3.0		31.2	28.9	2.3	49.2	51.2	-2.0	50.0	53.8	-3.8	72.8	78.8	-6.0	40.3	42.5	-2.2	29.5	30.0	-0.5	31.0	34.1	-3.1
All Commercial Radio	248.9	248.4	0.5		52.2	50.3	1.9	90.9	89.9	1.0	87.2	88.8	-1.6	128.8	127.7	1.1	76.7	76.4	0.3	55.6	58.9	-3.3	52.6	50.1	2.5
Potential (000)	385.3	385.3	0.0		92.1	92.1	0.0	147.5	149.7	-2.2	132.8	132.8	0.0	190.8	190.8	0.0	107.0	107.0	0.0	80.6	80.6	0.0	70.5	68.7	1.8
Sample	1,512	1,571	-59		247	299	-52	407	548	-141	439	554	-115	666	802	-136	446	446	0	444	367	77	269	308	-39

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

NZME Combo: Coast or Gold or Gold AM or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Flava or Hokonui

WELLINGTON COMMERCIAL RADIO - SURVEY 4 2021

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

Survey Comparisons: 3/2021 - 4/2021

This Survey Period: Sun Jun 20 to Sat Nov 6 2021

Last Survey Period: Sun Apr 11 to Sat Aug 28 2021

	This	Last	+/-
Potential (000)	385.3	385.3	0.0
Sample Size	1,512	1,571	-59

	Breakfast				Morning				Afternoon				Drive				Night				Mid Dawn				Weekend			
	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	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-			
Atiawa Toa FM	3.8	2.4	1.4	15	1.4	1.0	0.4	1.8	2.0	-0.2	1.6	2.1	-0.5	0.7	1.4	-0.7	0.5	*	*	6.0	3.3	2.7						
Breeze	25.6	26.2	-0.6	2	21.5	25.5	-4.0	26.2	26.5	-0.3	21.9	22.8	-0.9	12.6	10.4	2.2	4.4	4.8	-0.4	32.6	34.5	-1.9						
Coast	7.3	7.6	-0.3	13	8.5	8.5	0.0	9.2	9.3	-0.1	6.3	8.0	-1.7	2.7	2.4	0.3	3.0	1.8	1.2	10.3	11.7	-1.4						
Edge	19.2	21.5	-2.3	4	12.5	13.7	-1.2	15.6	17.3	-1.7	16.0	18.1	-2.1	8.7	7.9	0.8	5.8	3.7	2.1	20.0	23.8	-3.8						
George FM	2.6	2.4	0.2	17	1.8	2.9	-1.1	2.5	3.0	-0.5	2.3	5.5	-3.2	1.8	1.0	0.8	1.0	0.6	0.4	2.3	2.7	-0.4						
Gold	3.5	3.8	-0.3	16	2.5	2.6	-0.1	3.7	3.0	0.7	2.8	3.6	-0.8	1.1	1.8	-0.7	0.5	0.4	0.1	4.3	3.8	0.5						
Gold AM	0.9	1.1	-0.2	21	0.8	0.9	-0.1	0.7	1.1	-0.4	1.5	1.4	0.1	0.4	1.0	-0.6	0.3	0.2	0.1	2.0	1.6	0.4						
Life FM	8.9	3.5	5.4	10	5.9	2.5	3.4	5.8	1.1	4.7	6.1	3.2	2.9	2.4	1.3	1.1	1.6	*	*	8.6	4.1	4.5						
Magic Music	6.0	6.0	0.0	14	8.0	7.1	0.9	6.6	7.1	-0.5	7.8	7.1	0.7	2.0	2.5	-0.5	0.6	1.7	-1.1	9.8	9.9	-0.1						
Magic Talk	7.6	7.5	0.1	12	5.4	5.1	0.3	4.7	4.6	0.1	4.4	4.8	-0.4	1.0	2.6	-1.6	1.4	3.3	-1.9	6.4	8.1	-1.7						
Mai FM	14.7	16.0	-1.3	5	13.1	10.1	3.0	12.8	9.5	3.3	12.1	12.1	0.0	4.0	5.5	-1.5	6.1	4.3	1.8	14.0	12.1	1.9						
More FM	10.8	12.6	-1.8	8	9.5	11.0	-1.5	9.1	11.7	-2.6	12.7	11.2	1.5	4.1	4.1	0.0	3.5	1.1	2.4	13.7	14.6	-0.9						
Newstalk ZB	33.8	30.5	3.3	1	23.6	19.2	4.4	20.1	16.4	3.7	23.1	19.6	3.5	16.1	16.5	-0.4	10.8	12.0	-1.2	28.5	28.8	-0.3						
Radio Hauraki	9.8	10.8	-1.0	9	7.3	7.0	0.3	9.2	7.3	1.9	8.2	9.9	-1.7	4.0	5.5	-1.5	1.9	2.0	-0.1	12.8	11.2	1.6						
Rhema	1.6	1.4	0.2	19	2.5	2.0	0.5	1.2	0.8	0.4	1.0	0.6	0.4	1.2	0.6	0.6	0.2	*	*	2.3	1.3	1.0						
Rock	13.6	14.1	-0.5	6	11.5	10.1	1.4	15.4	13.8	1.6	16.4	14.4	2.0	5.9	6.1	-0.2	2.8	2.7	0.1	17.8	16.9	0.9						
Star	1.1	1.1	0.0	20	0.7	0.3	0.4	0.7	1.1	-0.4	0.7	0.7	0.0	0.4	0.5	-0.1	0.2	*	*	3.7	2.3	1.4						
Tarana	2.1	1.7	0.4	18	1.0	1.2	-0.2	1.2	1.7	-0.5	1.4	0.8	0.6	0.9	0.5	0.4	1.6	1.1	0.5	2.0	2.4	-0.4						
Te Upoko o Te Ika	0.6	1.2	-0.6	22	0.6	1.0	-0.4	0.5	0.5	0.0	*	0.2	*	*	*	*	*	*	*	0.7	1.5	-0.8						
The Hits	13.3	18.0	-4.7	7	11.0	11.9	-0.9	13.5	18.1	-4.6	12.5	18.1	-5.6	6.7	6.8	-0.1	1.0	2.0	-1.0	18.8	20.2	-1.4						
The Sound	8.8	11.6	-2.8	11	7.3	11.2	-3.9	9.6	10.7	-1.1	11.7	10.5	1.2	6.2	5.4	0.8	0.9	2.2	-1.3	13.1	13.7	-0.6						
ZM	21.4	29.0	-7.6	3	16.3	19.8	-3.5	18.2	23.3	-5.1	17.9	27.4	-9.5	11.0	9.9	1.1	2.2	2.3	-0.1	26.8	27.3	-0.5						
MediaWorks Combo	94.0	101.2	-7.2		77.9	83.1	-5.2	86.2	90.5	-4.3	93.1	92.6	0.5	42.6	41.5	1.1	22.8	22.8	0.0	115.1	118.3	-3.2						
NZME Combo	79.9	89.1	-9.2		62.2	61.6	0.6	64.8	71.0	-6.2	66.4	78.2	-11.8	39.0	40.6	-1.6	17.4	19.9	-2.5	91.7	93.2	-1.5						
All Commercial Radio	168.6	173.9	-5.3		133.2	134.4	-1.2	141.7	144.0	-2.3	149.0	153.6	-4.6	80.2	80.6	-0.4	38.6	41.1	-2.5	192.3	190.7	1.6						

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WELLINGTON COMMERCIAL RADIO - SURVEY 4 2021

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

Survey Comparisons: 3/2021 - 4/2021

This Survey Period: Sun Jun 20 to Sat Nov 6 2021

Last Survey Period: Sun Apr 11 to Sat Aug 28 2021

	All 10+			People 10-24			People 18-39			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	4:59	2:14	2:44	1:58	1:27	0:30	3:11	1:59	1:12	3:45	2:17	1:27	9:18	2:26	6:52	13:03	3:20	9:42	1:54	2:00	-0:05	17:16	2:07	15:08
Breeze	7:00	8:27	-1:26	6:45	6:24	0:20	5:04	6:23	-1:18	4:32	5:48	-1:16	5:34	7:34	-2:00	7:46	9:18	-1:31	8:58	9:23	-0:24	6:08	7:20	-1:12
Coast	7:21	7:18	0:02	2:40	2:09	0:31	7:10	5:41	1:28	10:16	6:21	3:54	8:31	7:05	1:26	7:14	7:19	-0:04	7:49	6:39	1:10	8:34	7:19	1:15
Edge	5:13	4:42	0:31	3:48	4:27	-0:39	5:43	4:24	1:19	6:46	4:20	2:25	6:13	4:52	1:20	4:30	6:35	-2:05	4:07	4:51	-0:43	6:08	5:02	1:06
George FM	6:29	6:18	0:11	6:03	3:28	2:34	8:35	7:50	0:45	1:34	10:45	-9:11	1:34	10:14	-8:40	7:45	1:44	6:01	10:56	1:22	9:33	13:50	13:22	0:28
Gold	5:49	7:24	-1:35	1:49	6:37	-4:48	0:52	4:17	-3:25	2:26	4:36	-2:09	5:23	5:18	0:05	9:02	8:28	0:33	9:19	12:42	-3:22	6:53	6:53	-0:00
Gold AM	3:19	5:56	-2:36	0:43	0:15	0:28	2:00	*	*	2:00	3:48	-1:48	2:28	3:23	-0:55	5:52	8:11	-2:19	6:09	8:19	-2:10	3:10	4:25	-1:15
Life FM	4:18	3:56	0:22	1:25	0:47	0:38	6:16	5:20	0:55	7:10	5:29	1:41	6:01	5:29	0:31	3:22	3:21	0:00	2:18	1:35	0:42	6:14	5:50	0:24
Magic Music	10:51	10:57	-0:05	0:15	1:49	-1:34	3:45	1:57	1:47	4:18	3:12	1:05	4:11	4:41	-0:30	9:35	9:36	-0:01	13:42	15:05	-1:23	13:18	14:34	-1:15
Magic Talk	4:07	5:30	-1:22	0:45	0:41	0:03	6:03	4:23	1:40	4:55	4:19	0:35	4:50	4:41	0:08	3:48	7:19	-3:31	3:37	7:39	-4:01	4:51	5:21	-0:29
Mai FM	5:22	7:23	-2:00	5:00	9:14	-4:13	5:04	5:46	-0:42	5:29	5:53	-0:24	5:49	6:01	-0:11	6:27	6:33	-0:06	1:37	6:40	-5:02	5:14	8:26	-3:11
More FM	5:53	5:54	-0:00	2:21	2:03	0:18	3:30	3:46	-0:15	4:22	5:43	-1:20	4:16	4:46	-0:29	9:27	9:45	-0:18	15:29	14:46	0:42	3:37	4:19	-0:42
Newstalk ZB	11:03	11:22	-0:19	2:36	3:19	-0:43	6:02	3:34	2:28	6:04	3:43	2:20	6:23	4:25	1:58	10:43	11:31	-0:47	15:16	18:22	-3:05	7:18	7:33	-0:14
Radio Hauraki	4:59	3:51	1:08	1:45	2:05	-0:19	6:15	5:09	1:05	5:57	5:01	0:55	5:42	4:34	1:08	6:21	3:08	3:12	7:50	2:06	5:44	4:05	4:16	-0:10
Rhema	4:33	4:25	0:08	4:06	4:31	-0:25	18:22	1:59	16:23	7:23	9:30	-2:07	6:48	7:15	-0:27	2:19	2:31	-0:11	1:51	1:56	-0:04	2:09	1:45	0:24
Rock	7:40	8:45	-1:05	7:23	6:07	1:15	7:04	8:47	-1:43	7:13	7:21	-0:07	7:08	9:05	-1:56	9:08	14:51	-5:43	14:13	14:51	-0:38	7:05	3:17	3:48
Star	2:26	4:28	-2:01	*	13:00	*	*	*	*	0:15	0:15	0:00	1:28	1:24	0:04	2:52	4:18	-1:25	2:46	3:53	-1:06	0:15	0:24	-0:09
Tarana	4:43	7:47	-3:04	4:34	5:15	-0:40	2:07	1:03	1:04	4:30	11:10	-6:39	4:49	11:14	-6:25	8:56	7:04	1:52	4:44	2:01	2:43	2:08	10:39	-8:30
Te Upoko o Te Ika	11:15	4:24	6:50	*	1:00	*	*	2:31	*	*	2:31	*	15:00	4:58	10:01	12:11	15:00	-2:48	3:29	5:30	-2:00	*	*	*
The Hits	3:53	4:47	-0:53	3:19	4:29	-1:09	4:12	3:52	0:19	4:27	3:56	0:30	3:59	4:48	-0:48	3:40	7:08	-3:27	4:18	5:48	-1:30	4:43	7:12	-2:28
The Sound	9:35	10:46	-1:11	4:36	1:54	2:41	5:47	8:31	-2:43	5:18	8:31	-3:12	9:30	8:38	0:52	13:46	16:08	-2:22	13:12	17:22	-4:09	6:57	5:25	1:31
ZM	5:01	5:16	-0:15	5:23	5:25	-0:01	3:45	4:02	-0:17	4:15	4:43	-0:28	4:38	5:13	-0:34	5:50	6:14	-0:24	6:08	5:08	0:59	5:13	4:51	0:21
MediaWorks Combo	9:35	10:29	-0:54	8:06	7:59	0:07	7:52	8:26	-0:34	7:54	8:31	-0:36	8:25	9:09	-0:44	11:04	13:03	-1:58	13:35	15:23	-1:48	8:39	8:42	-0:02
NZME Combo	8:39	8:49	-0:10	5:42	6:14	-0:31	5:53	5:45	0:07	6:36	6:02	0:33	6:38	6:46	-0:08	9:56	10:22	-0:26	14:19	14:20	-0:01	7:15	8:05	-0:50
All Commercial Radio	12:41	13:35	-0:54	9:54	9:59	-0:05	9:51	10:03	-0:11	10:34	10:35	-0:01	11:02	11:31	-0:29	14:29	16:09	-1:39	17:52	19:52	-2:00	11:29	12:32	-1:03
Potential (000)	385.3	385.3	0.0	92.1	92.1	0.0	147.5	149.7	-2.2	132.8	132.8	0.0	190.8	190.8	0.0	107.0	107.0	0.0	80.6	80.6	0.0	70.5	68.7	1.8
Sample	1,512	1,571	-59	247	299	-52	407	548	-141	439	554	-115	666	802	-136	446	446	0	444	367	77	269	308	-39

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

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Potential (000)	385.3	385.3	0.0
Sample Size	1,512	1,571	-59

	Breakfast			Morning			Afternoon			Drive			Night			Mid Dawn			Weekend		
	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	2:31	1:27	1:04	6:13	1:09	5:03	5:51	0:59	4:51	2:36	1:12	1:23	1:17	0:54	0:22	0:15	*	*	1:21	1:29	-0:07
Breeze	2:43	3:49	-1:05	3:08	3:23	-0:15	2:50	3:12	-0:22	1:56	2:05	-0:09	2:03	1:35	0:27	1:47	2:02	-0:15	2:52	3:04	-0:12
Coast	3:33	2:44	0:48	3:47	4:03	-0:16	3:29	4:34	-1:04	1:47	1:44	0:03	1:48	0:52	0:55	0:56	2:00	-1:03	2:57	2:51	0:05
Edge	1:50	1:49	0:01	2:06	2:28	-0:21	2:49	2:45	0:04	2:06	1:26	0:40	1:21	1:11	0:10	1:21	1:00	0:20	2:26	2:05	0:20
George FM	1:11	2:51	-1:39	1:56	3:52	-1:56	4:09	5:33	-1:24	1:25	1:36	-0:11	3:01	0:30	2:30	1:29	0:15	1:14	4:28	2:09	2:19
Gold	1:04	1:25	-0:20	2:30	1:14	1:16	3:26	2:38	0:48	1:59	2:09	-0:09	1:11	1:01	0:10	1:29	4:00	-2:30	3:25	3:46	-0:21
Gold AM	1:08	3:54	-2:46	3:27	4:05	-0:38	5:21	3:43	1:38	1:24	1:15	0:08	1:27	1:36	-0:08	0:30	0:30	0:00	1:21	1:42	-0:21
Life FM	1:46	1:45	0:01	1:11	1:11	-0:00	3:18	1:45	1:33	1:35	1:50	-0:15	0:40	0:41	-0:01	0:35	*	*	1:39	1:42	-0:03
Magic Music	3:30	3:48	-0:17	4:17	4:12	0:04	5:48	5:56	-0:07	1:50	2:30	-0:39	1:08	1:39	-0:31	1:46	2:47	-1:01	4:51	4:15	0:36
Magic Talk	2:49	3:49	-1:00	1:24	2:30	-1:06	1:33	2:34	-1:01	1:22	1:20	0:02	0:41	1:22	-0:40	1:30	2:46	-1:16	1:50	2:06	-0:16
Mai FM	2:04	2:50	-0:45	1:29	2:00	-0:31	2:05	3:19	-1:14	2:02	1:58	0:03	0:52	2:59	-2:06	2:15	2:14	0:01	1:31	3:03	-1:32
More FM	2:20	1:48	0:32	2:57	2:53	0:03	3:28	3:57	-0:29	1:58	1:59	-0:01	1:55	1:50	0:05	2:50	8:20	-5:29	2:37	2:32	0:05
Newstalk ZB	4:19	3:57	0:22	2:32	3:06	-0:33	3:10	3:29	-0:19	2:34	2:28	0:06	2:54	3:01	-0:06	3:27	3:33	-0:06	3:48	4:22	-0:33
Radio Hauraki	2:24	1:39	0:44	2:34	2:02	0:31	2:08	2:20	-0:11	1:43	1:20	0:22	0:48	1:00	-0:11	2:56	1:30	1:25	1:34	1:38	-0:04
Rhema	1:54	1:03	0:50	1:36	2:30	-0:54	2:03	6:24	-4:21	4:17	2:02	2:14	0:39	0:34	0:04	2:30	*	*	2:57	1:07	1:49
Rock	2:48	3:00	-0:12	3:40	4:01	-0:21	3:05	4:07	-1:02	1:53	2:16	-0:22	1:43	1:49	-0:05	1:30	2:28	-0:57	3:03	2:48	0:14
Star	1:26	3:54	-2:28	0:46	0:40	0:06	1:41	1:45	-0:04	1:24	2:05	-0:41	1:45	2:00	-0:15	0:45	*	*	1:31	1:38	-0:06
Tarana	1:56	1:49	0:07	4:31	6:28	-1:57	3:22	2:57	0:25	1:33	2:07	-0:34	1:27	2:04	-0:37	1:28	4:12	-2:44	1:27	3:05	-1:38
Te Upoko o Te Ika	2:05	1:25	0:39	5:41	2:45	2:56	2:45	1:42	1:02	*	1:15	*	*	*	*	*	*	*	3:34	1:57	1:36
The Hits	2:21	2:19	0:02	2:07	2:39	-0:31	2:10	2:33	-0:22	1:22	1:30	-0:07	0:42	1:06	-0:24	1:04	0:44	0:19	1:44	1:36	0:08
The Sound	3:46	3:35	0:10	4:46	5:00	-0:14	5:12	5:06	0:06	2:51	2:15	0:36	2:24	1:56	0:27	0:40	2:20	-1:39	3:36	4:26	-0:50
ZM	2:49	2:39	0:10	2:14	2:00	0:14	2:47	2:16	0:31	1:46	1:19	0:26	1:44	1:18	0:26	1:23	1:00	0:23	1:58	2:04	-0:06
MediaWorks Combo	2:57	3:27	-0:29	3:22	3:53	-0:30	3:49	4:20	-0:30	2:18	2:15	0:02	1:56	1:55	0:00	2:09	2:32	-0:23	3:13	3:24	-0:10
NZME Combo	3:40	3:15	0:24	2:54	3:04	-0:10	3:17	3:14	0:03	2:08	1:55	0:12	2:10	2:00	0:10	2:55	2:46	0:09	2:53	3:03	-0:10
All Commercial Radio	3:45	3:57	-0:11	3:48	4:16	-0:27	4:18	4:40	-0:22	2:37	2:31	0:06	2:17	2:08	0:08	2:48	3:00	-0:12	3:45	3:57	-0:11

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

NZME Combo: Coast or Gold or Gold AM or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Flava or Hokonui