



WELLINGTON COMMERCIAL RADIO - SURVEY 3 2016

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

Survey Comparisons: 2/2016 - 3/2016

This Survey Period: Sun Apr 24 to Sat Jul 2 & Sun Jul 17 to Sat Oct 22 2016

Last Survey Period: Sun Mar 6 to Sat Jul 2 2016

	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	1.8	-1.2	18	0.1	0.9	-0.8	0.6	0.9	-0.3	0.9	3.9	-3.0	0.8	2.6	-1.8	0.7	1.3	-0.6	0.5	1.4	-0.9	0.7	2.5	-1.8
Breeze	10.0	10.7	-0.7	2	6.4	9.3	-2.9	4.7	5.4	-0.7	5.2	4.8	0.4	7.4	7.4	0.0	12.1	16.2	-4.1	17.2	17.4	-0.2	9.0	8.2	0.8
Coast	4.4	5.1	-0.7	9	0.7	1.5	-0.8	3.7	3.1	0.6	3.0	3.7	-0.7	3.4	3.4	0.0	5.5	5.0	0.5	8.2	8.5	-0.3	3.3	3.2	0.1
Edge	9.2	7.7	1.5	3	28.3	18.3	10.0	17.8	17.3	0.5	12.4	11.5	0.9	9.4	8.6	0.8	4.0	3.6	0.4	2.3	2.6	-0.3	8.7	10.4	-1.7
George FM	1.4	0.9	0.5	15	0.9	1.4	-0.5	2.2	2.2	0.0	3.3	1.2	2.1	2.1	0.9	1.2	0.1	0.2	-0.1	0.1	*	*	1.7	0.3	1.4
Hits	8.6	7.1	1.5	4	14.3	12.5	1.8	9.3	8.4	0.9	10.3	9.0	1.3	9.0	8.1	0.9	8.9	6.5	2.4	7.1	5.1	2.0	8.6	8.0	0.6
Life FM	*	0.1	*	*	0.1	0.5	-0.4	0.1	0.1	0.0	*	0.1	*	0.1	0.1	0.0	*	0.1	*	*	*	*	*	0.1	*
Magic	4.2	4.8	-0.6	10	3.5	0.1	3.4	1.4	0.4	1.0	1.1	0.4	0.7	0.7	0.5	0.2	4.6	6.6	-2.0	11.3	13.2	-1.9	1.4	1.1	0.3
Mai FM	3.6	2.2	1.4	12	2.5	2.5	0.0	10.8	5.4	5.4	8.1	4.0	4.1	5.3	2.7	2.6	0.1	0.3	-0.2	*	0.2	*	2.6	2.4	0.2
Mix	0.3	*	*	20	1.1	*	*	0.3	*	*	0.1	*	*	0.3	*	*	0.3	*	*	*	*	*	0.5	*	*
More FM	3.1	4.5	-1.4	14	5.0	6.5	-1.5	3.6	4.3	-0.7	3.8	4.4	-0.6	3.5	4.0	-0.5	3.5	6.0	-2.5	2.7	6.0	-3.3	4.6	5.8	-1.2
Newstalk ZB	11.6	12.7	-1.1	1	2.8	5.0	-2.2	2.6	2.7	-0.1	2.8	2.8	0.0	5.8	7.0	-1.2	12.5	14.9	-2.4	17.4	19.7	-2.3	8.2	12.8	-4.6
Radio Hauraki	4.2	4.6	-0.4	10	1.2	1.7	-0.5	8.7	9.5	-0.8	7.6	8.8	-1.2	7.1	8.6	-1.5	3.3	3.9	-0.6	0.1	0.1	0.0	5.3	5.6	-0.3
Radio Live	5.5	5.0	0.5	7	2.3	2.5	-0.2	1.2	1.3	-0.1	4.0	4.5	-0.5	6.8	6.2	0.6	7.4	5.9	1.5	5.5	4.9	0.6	6.7	7.8	-1.1
Radio Sport/Mix93.7 *	*	2.7	*	*	*	3.3	*	*	0.1	*	*	3.2	*	*	3.2	*	*	3.0	*	*	2.8	*	*	2.3	*
Radio Sport	3.2	*	*	13	2.0	*	*	0.2	*	*	3.2	*	*	3.5	*	*	4.2	*	*	4.0	*	*	3.6	*	*
Radio Tarana	0.5	0.8	-0.3	19	*	0.1	*	0.8	*	*	1.2	1.3	-0.1	1.0	1.6	-0.6	0.3	1.0	-0.7	*	*	*	1.1	2.1	-1.0
Rhema	1.3	0.7	0.6	16	0.1	0.2	-0.1	0.1	0.2	-0.1	0.3	0.9	-0.6	1.4	0.7	0.7	2.6	0.4	2.2	1.6	0.9	0.7	0.6	1.3	-0.7
Rock	6.9	6.3	0.6	6	2.8	1.4	1.4	10.6	14.0	-3.4	10.6	10.1	0.5	9.6	8.8	0.8	5.8	4.2	1.6	2.1	1.5	0.6	6.7	4.2	2.5
Star	0.9	1.7	-0.8	17	*	0.1	*	*	*	*	*	*	*	0.2	0.1	0.1	0.5	0.3	0.2	2.4	2.6	-0.2	0.5	0.3	0.2
Te Upoko o Te Ika	0.2	0.4	-0.2	21	0.1	0.2	-0.1	*	*	*	0.1	0.1	0.0	0.3	0.7	-0.4	0.4	0.8	-0.4	*	*	*	0.1	0.1	0.0
The Sound	5.4	5.0	0.4	8	2.7	2.4	0.3	3.7	3.3	0.4	3.2	3.2	0.0	4.7	4.6	0.1	9.9	9.3	0.6	8.2	7.5	0.7	6.5	4.8	1.7
ZM	7.9	8.1	-0.2	5	17.7	20.5	-2.8	13.6	14.7	-1.1	12.4	13.8	-1.4	10.4	10.9	-0.5	4.3	3.2	1.1	1.1	1.3	-0.2	10.2	9.0	1.2
Other	7.2	7.2	0.0		5.4	8.9	-3.5	4.1	6.5	-2.4	6.0	8.3	-2.3	7.1	9.1	-2.0	9.0	7.2	1.8	8.0	4.3	3.7	9.4	7.7	1.7
Mediaworks Combo	49.3	47.0	2.3		54.4	44.4	10.0	56.1	53.7	2.4	51.8	44.0	7.8	49.6	43.8	5.8	47.6	52.4	-4.8	49.4	53.3	-3.9	48.0	45.0	3.0
NZME Combo	40.0	40.3	-0.3		39.8	44.6	-4.8	38.3	38.5	-0.2	39.6	41.4	-1.8	39.4	41.1	-1.7	38.9	36.5	2.4	38.0	37.5	0.5	39.6	40.8	-1.2
Potential (000)	347.1	347.1	0.0		43.0	40.3	2.7	101.4	104.1	-2.7	114.7	114.7	0.0	170.4	170.4	0.0	99.0	99.0	0.0	72.5	72.5	0.0	68.7	68.4	0.3
Sample	1,161	1,260	-99		109	116	-7	351	340	11	414	420	-6	632	649	-17	332	379	-47	216	268	-52	253	264	-11

* Mix93.7 commenced broadcasting April 17 2016

Mediaworks Combo : Breeze or Edge or George FM or Magic or Mai FM or More FM or Radio Live or Rock or The Sound

NZME Combo : Coast or Hits or Mix or Newstalk ZB or Radio Hauraki or Radio Sport or ZM

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



WELLINGTON COMMERCIAL RADIO - SURVEY 3 2016

Station Share (%) by Daypart, People 10+
 Survey Comparisons: 2/2016 - 3/2016

This Survey Period: Sun Apr 24 to Sat Jul 2 & Sun Jul 17 to Sat Oct 22 2016
 Last Survey Period: Sun Mar 6 to Sat Jul 2 2016

	This	Last	+/-
Potential (000)	347.1	347.1	0.0
Sample Size	1,161	1,260	-99

	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	2.2	-1.7	18	0.4	2.3	-1.9	0.5	1.6	-1.1	1.0	1.9	-0.9	0.3	1.6	-1.3	0.1	1.6	-1.5	0.9	1.3	-0.4
Breeze	7.9	11.2	-3.3	5	13.1	11.3	1.8	14.1	10.6	3.5	6.7	8.2	-1.5	6.3	10.6	-4.3	4.4	5.4	-1.0	10.1	11.9	-1.8
Coast	2.8	2.2	0.6	13	3.6	5.5	-1.9	4.3	7.0	-2.7	4.7	5.0	-0.3	5.6	6.4	-0.8	3.4	2.7	0.7	6.0	5.9	0.1
Edge	9.7	9.5	0.2	2	7.4	7.6	-0.2	8.3	6.0	2.3	7.9	9.4	-1.5	10.0	6.4	3.6	25.9	3.1	22.8	8.9	7.5	1.4
George FM	0.9	0.4	0.5	15	1.3	0.6	0.7	2.5	0.8	1.7	1.7	1.5	0.2	0.7	0.6	0.1	0.4	0.5	-0.1	1.4	1.3	0.1
Hits	8.8	7.5	1.3	3	9.2	8.6	0.6	9.2	7.8	1.4	9.8	7.0	2.8	5.7	4.8	0.9	2.4	1.0	1.4	8.5	7.0	1.5
Life FM	*	0.1	*	*	*	*	*	*	*	*	0.1	0.1	0.0	*	*	*	0.2	0.1	0.1	0.1	0.4	-0.3
Magic	3.6	3.6	0.0	12	5.2	5.0	0.2	4.2	5.4	-1.2	4.0	5.7	-1.7	3.9	5.9	-2.0	2.9	4.3	-1.4	4.2	4.4	-0.2
Mai FM	2.5	2.3	0.2	14	3.1	1.5	1.6	3.8	1.5	2.3	5.5	4.3	1.2	2.6	1.6	1.0	2.5	2.1	0.4	4.3	2.0	2.3
Mix	0.3	*	*	19	0.5	*	*	0.3	*	*	0.2	*	*	0.4	*	*	0.2	*	*	0.1	*	*
More FM	4.0	4.9	-0.9	9	2.1	3.8	-1.7	3.3	5.2	-1.9	3.5	4.4	-0.9	1.7	2.7	-1.0	2.1	4.9	-2.8	3.3	4.7	-1.4
Newstalk ZB	16.6	18.1	-1.5	1	9.7	10.0	-0.3	4.8	5.9	-1.1	7.5	7.3	0.2	21.6	20.5	1.1	22.4	32.7	-10.3	11.4	12.3	-0.9
Radio Hauraki	3.9	4.1	-0.2	10	4.9	6.4	-1.5	6.1	7.5	-1.4	4.9	3.8	1.1	1.3	1.2	0.1	0.5	0.2	0.3	3.2	3.5	-0.3
Radio Live	8.2	7.0	1.2	4	2.5	2.2	0.3	4.0	4.3	-0.3	7.1	6.7	0.4	7.1	8.1	-1.0	14.2	11.1	3.1	3.9	3.1	0.8
Radio Sport/Mix93.7 *	*	2.3	*	*	*	1.9	*	*	2.4	*	*	2.2	*	*	3.1	*	*	3.2	*	*	3.8	*
Radio Sport	3.8	*	*	11	2.5	*	*	1.3	*	*	2.3	*	*	4.6	*	*	0.9	*	*	5.0	*	*
Radio Tarana	0.2	0.1	0.1	21	0.6	0.7	-0.1	0.1	1.0	-0.9	0.8	1.6	-0.8	1.2	0.8	0.4	*	1.2	*	0.8	1.0	-0.2
Rhema	0.8	0.5	0.3	17	1.7	0.5	1.2	1.6	0.8	0.8	1.5	0.8	0.7	2.0	1.5	0.5	2.1	1.3	0.8	0.7	0.7	0.0
Rock	6.0	4.8	1.2	7	9.6	8.6	1.0	9.8	10.7	-0.9	8.4	8.6	-0.2	2.9	2.4	0.5	2.6	3.9	-1.3	4.5	3.4	1.1
Star	0.9	1.2	-0.3	15	0.8	1.4	-0.6	0.7	1.4	-0.7	0.2	1.1	-0.9	0.8	2.1	-1.3	0.7	0.6	0.1	1.3	2.8	-1.5
Te Upoko o Te Ika	0.3	0.5	-0.2	19	0.1	*	*	*	*	*	0.4	0.7	-0.3	0.5	1.1	-0.6	*	0.2	*	0.2	0.3	-0.1
The Sound	5.2	4.3	0.9	8	6.8	7.0	-0.2	6.9	6.5	0.4	5.8	4.6	1.2	4.1	2.4	1.7	1.8	2.2	-0.4	4.2	4.5	-0.3
ZM	7.4	8.4	-1.0	6	7.4	7.2	0.2	8.0	7.6	0.4	10.0	10.2	-0.2	7.1	8.3	-1.2	1.3	0.5	0.8	8.5	8.9	-0.4
Other	5.6	5.0	0.6		7.5	7.8	-0.3	6.2	6.1	0.1	6.1	4.6	1.5	9.7	7.9	1.8	8.9	17.3	-8.4	8.7	9.5	-0.8
Mediaworks Combo	48.0	47.9	0.1		51.1	47.7	3.4	56.9	51.0	5.9	50.6	53.6	-3.0	39.1	40.8	-1.7	56.7	37.4	19.3	44.6	42.8	1.8
NZME Combo	43.6	42.7	0.9		37.7	39.6	-1.9	34.1	38.1	-4.0	39.3	35.5	3.8	46.3	44.3	2.0	31.2	40.4	-9.2	42.6	41.3	1.3

* Mix93.7 commenced broadcasting April 17 2016

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WELLINGTON COMMERCIAL RADIO - SURVEY 3 2016

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

Survey Comparisons: 2/2016 - 3/2016

This Survey Period: Sun Apr 24 to Sat Jul 2 & Sun Jul 17 to Sat Oct 22 2016

Last Survey Period: Sun Mar 6 to Sat Jul 2 2016

	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	6.2	8.1	-1.9	17	0.8	1.6	-0.8	0.6	0.5	0.1	2.6	4.3	-1.7	4.5	5.7	-1.2	2.3	2.1	0.2	0.6	0.7	-0.1	2.4	3.8	-1.4
Breeze	43.2	43.6	-0.4	5	3.9	4.2	-0.3	7.7	7.8	-0.1	9.5	10.8	-1.3	19.1	18.6	0.5	19.2	18.7	0.5	15.0	15.8	-0.8	9.8	8.9	0.9
Coast	22.6	20.2	2.4	9	1.1	0.3	0.8	3.3	2.1	1.2	3.7	4.0	-0.3	9.2	7.2	2.0	11.0	8.4	2.6	11.0	11.5	-0.5	4.0	4.7	-0.7
Edge	50.4	50.7	-0.3	2	7.7	7.6	0.1	25.4	25.4	0.0	22.0	21.1	0.9	27.5	26.5	1.0	8.5	9.6	-1.1	3.1	4.4	-1.3	12.8	13.3	-0.5
George FM	13.3	10.9	2.4	14	1.1	1.1	0.0	6.8	6.6	0.2	6.8	4.5	2.3	7.7	5.6	2.1	1.7	1.2	0.5	0.7	0.2	0.5	2.5	1.0	1.5
Hits	49.7	42.5	7.2	3	9.8	6.3	3.5	17.9	14.4	3.5	19.8	19.3	0.5	27.3	25.7	1.6	12.3	9.9	2.4	5.4	5.3	0.1	13.1	12.3	0.8
Life FM	2.3	4.4	-2.1	22	0.3	1.3	-1.0	1.0	0.9	0.1	0.8	1.1	-0.3	1.5	2.8	-1.3	1.0	1.7	-0.7	0.4	*	*	0.6	0.4	0.2
Magic	13.0	12.0	1.0	15	1.4	0.1	1.3	1.8	0.9	0.9	2.3	1.5	0.8	2.3	2.1	0.2	4.3	4.1	0.2	7.5	7.3	0.2	1.4	1.0	0.4
Mai FM	18.4	16.3	2.1	12	3.1	2.1	1.0	10.7	8.0	2.7	10.1	7.9	2.2	11.7	9.8	1.9	1.5	2.1	-0.6	*	0.2	*	2.5	2.6	-0.1
Mix	3.1	*	*	20	1.0	*	*	1.0	*	*	1.0	*	*	1.7	*	*	0.6	*	*	*	*	*	0.7	*	*
More FM	23.9	24.4	-0.5	7	3.8	3.7	0.1	7.6	6.8	0.8	9.2	8.5	0.7	14.0	13.0	1.0	7.3	8.6	-1.3	3.1	4.9	-1.8	6.2	5.5	0.7
Newstalk ZB	44.2	43.7	0.5	4	3.4	4.4	-1.0	4.7	3.7	1.0	7.6	5.8	1.8	17.2	16.6	0.6	19.4	19.7	-0.3	16.0	16.4	-0.4	7.2	10.8	-3.6
Radio Hauraki	16.2	15.2	1.0	13	0.6	0.6	0.0	8.4	8.7	-0.3	9.1	9.3	-0.2	12.1	11.5	0.6	3.5	2.5	1.0	0.7	0.6	0.1	4.0	3.9	0.1
Radio Live	23.9	20.7	3.2	7	3.0	2.3	0.7	3.0	2.5	0.5	6.7	5.8	0.9	14.4	12.4	2.0	10.8	8.3	2.5	5.3	4.2	1.1	5.9	5.7	0.2
Radio Sport/Mix93.7*	*	17.6	*	*	*	2.2	*	*	1.1	*	*	5.3	*	*	9.4	*	*	8.0	*	*	5.5	*	*	3.5	*
Radio Sport	21.6	*	*	11	2.5	*	*	1.2	*	*	5.6	*	*	11.8	*	*	11.0	*	*	6.3	*	*	3.8	*	*
Radio Tarana	3.6	3.4	0.2	18	0.1	0.1	0.0	2.0	0.2	1.8	2.9	1.9	1.0	3.5	3.0	0.5	0.6	1.1	-0.5	*	0.3	*	1.0	1.9	-0.9
Rhema	6.8	5.8	1.0	16	0.4	0.5	-0.1	0.8	1.2	-0.4	1.7	2.6	-0.9	3.7	3.6	0.1	3.3	1.2	2.1	2.1	1.2	0.9	1.6	1.6	0.0
Rock	32.0	26.2	5.8	6	3.6	1.0	2.6	14.9	13.3	1.6	15.4	13.9	1.5	20.5	18.4	2.1	7.1	6.4	0.7	2.0	2.0	0.0	7.4	5.7	1.7
Star	3.0	2.8	0.2	21	*	0.2	*	0.2	*	*	0.2	*	*	0.9	0.3	0.6	1.1	0.6	0.5	1.5	1.2	0.3	0.6	0.2	0.4
Te Upoko o Te Ika	3.2	3.2	0.0	19	0.4	0.5	-0.1	*	*	*	0.8	0.8	0.0	1.6	2.1	-0.5	1.2	1.3	-0.1	0.7	0.4	0.3	1.3	0.9	0.4
The Sound	22.1	21.1	1.0	10	2.1	1.6	0.5	4.4	4.9	-0.5	6.4	6.2	0.2	12.1	11.9	0.2	11.0	11.4	-0.4	6.3	6.3	0.0	5.1	4.8	0.3
ZM	51.3	52.2	-0.9	1	11.4	10.2	1.2	21.3	24.0	-2.7	19.9	22.8	-2.9	27.4	29.3	-1.9	9.6	8.2	1.4	2.6	2.6	0.0	13.9	12.4	1.5
Other	35.5	37.9	-2.4		2.9	3.6	-0.7	8.8	11.8	-3.0	11.9	15.7	-3.8	19.7	22.8	-3.1	13.9	10.3	3.6	8.9	5.5	3.4	8.3	9.3	-1.0
Mediaworks Combo	165.0	163.9	1.1		18.8	16.5	2.3	54.6	55.2	-0.6	62.0	59.6	2.4	92.6	88.1	4.5	49.3	50.2	-0.9	29.3	32.3	-3.0	37.7	36.7	1.0
NZME Combo	158.4	147.9	10.5		23.7	20.7	3.0	43.6	42.4	1.2	51.2	49.3	1.9	82.0	76.1	5.9	50.4	44.0	6.4	30.4	29.8	0.6	33.8	32.0	1.8
All Commercial Radio	252.0	248.5	3.5		31.2	28.5	2.7	71.6	73.0	-1.4	89.0	87.6	1.4	135.9	131.5	4.4	78.8	75.6	3.2	49.9	50.3	-0.4	55.8	56.6	-0.8
Potential (000)	347.1	347.1	0.0		43.0	40.3	2.7	101.4	104.1	-2.7	114.7	114.7	0.0	170.4	170.4	0.0	99.0	99.0	0.0	72.5	72.5	0.0	68.7	68.4	0.3
Sample	1,161	1,260	-99		109	116	-7	351	340	11	414	420	-6	632	649	-17	332	379	-47	216	268	-52	253	264	-11

* Mix93.7 commenced broadcasting April 17 2016

Mediaworks Combo : Breeze or Edge or George FM or Magic or Mai FM or More FM or Radio Live or Rock or The Sound

NZME Combo : Coast or Hits or Mix or Newstalk ZB or Radio Hauraki or Radio Sport or ZM



WELLINGTON COMMERCIAL RADIO - SURVEY 3 2016

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

Survey Comparisons: 2/2016 - 3/2016

This Survey Period: Sun Apr 24 to Sat Jul 2 & Sun Jul 17 to Sat Oct 22 2016

Last Survey Period: Sun Mar 6 to Sat Jul 2 2016

	This	Last	+/-
Potential (000)	347.1	347.1	0.0
Sample Size	1,161	1,260	-99

	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	2.9	5.0	-2.1	16	1.7	4.2	-2.5	1.9	3.3	-1.4	2.4	3.4	-1.0	0.7	1.6	-0.9	0.2	0.6	-0.4	2.8	4.2	-1.4
Breeze	19.4	22.6	-3.2	5	18.4	15.9	2.5	23.6	19.5	4.1	18.0	18.9	-0.9	5.8	10.3	-4.5	4.0	3.8	0.2	24.0	24.3	-0.3
Coast	9.0	5.8	3.2	10	9.6	10.0	-0.4	9.3	12.2	-2.9	10.9	9.1	1.8	5.5	4.4	1.1	2.0	1.5	0.5	16.6	12.8	3.8
Edge	28.7	27.1	1.6	2	19.2	18.9	0.3	22.0	17.0	5.0	22.4	23.3	-0.9	12.1	11.8	0.3	2.7	4.1	-1.4	30.4	31.9	-1.5
George FM	5.0	3.1	1.9	15	4.0	2.8	1.2	4.2	2.8	1.4	5.5	5.0	0.5	2.7	1.7	1.0	1.2	1.2	0.0	6.6	5.5	1.1
Hits	27.2	22.0	5.2	4	16.1	14.7	1.4	20.8	16.1	4.7	23.9	17.6	6.3	10.3	9.3	1.0	1.9	1.5	0.4	27.9	23.3	4.6
Life FM	0.6	0.9	-0.3	22	*	*	*	0.2	*	*	0.6	0.5	0.1	*	*	*	0.6	0.2	0.4	1.4	3.2	-1.8
Magic	7.1	6.5	0.6	13	8.9	7.9	1.0	6.1	5.6	0.5	5.2	5.6	-0.4	2.0	2.6	-0.6	1.6	1.2	0.4	9.9	8.2	1.7
Mai FM	6.4	6.3	0.1	14	7.0	3.4	3.6	7.2	3.8	3.4	9.6	8.7	0.9	4.7	4.4	0.3	0.7	1.5	-0.8	12.4	10.3	2.1
Mix	1.5	*	*	19	1.8	*	*	1.2	*	*	0.5	*	*	1.2	*	*	0.2	*	*	0.4	*	*
More FM	12.1	12.8	-0.7	8	6.7	8.6	-1.9	9.0	11.2	-2.2	8.4	10.6	-2.2	4.3	6.1	-1.8	2.6	3.0	-0.4	13.3	14.7	-1.4
Newstalk ZB	30.3	31.7	-1.4	1	16.9	13.8	3.1	11.6	8.7	2.9	16.2	14.7	1.5	18.9	15.2	3.7	11.5	9.8	1.7	29.9	32.0	-2.1
Radio Hauraki	7.9	8.1	-0.2	12	6.1	6.2	-0.1	8.3	7.8	0.5	8.3	6.8	1.5	3.4	3.6	-0.2	0.6	0.6	0.0	9.9	9.7	0.2
Radio Live	15.8	14.6	1.2	7	6.4	5.0	1.4	8.9	8.0	0.9	13.4	11.1	2.3	5.6	6.3	-0.7	3.6	3.2	0.4	9.8	8.6	1.2
Radio Sport/Mix93.7 *	*	8.0	*	*	*	5.2	*	*	5.5	*	*	6.8	*	*	4.2	*	*	2.1	*	*	10.0	*
Radio Sport	8.9	*	*	11	4.8	*	*	3.6	*	*	7.5	*	*	5.7	*	*	1.9	*	*	14.3	*	*
Radio Tarana	1.0	1.0	0.0	20	2.1	1.4	0.7	0.2	1.5	-1.3	2.0	1.8	0.2	0.9	0.4	0.5	0.2	0.7	-0.5	3.1	3.4	-0.3
Rhema	2.0	1.2	0.8	17	2.8	1.4	1.4	2.5	2.6	-0.1	3.0	2.1	0.9	3.3	2.9	0.4	1.5	1.2	0.3	2.9	2.8	0.1
Rock	16.5	13.1	3.4	6	12.9	11.5	1.4	15.0	13.6	1.4	17.4	13.6	3.8	5.6	3.5	2.1	2.1	2.9	-0.8	17.3	13.3	4.0
Star	1.6	1.6	0.0	18	1.3	1.3	0.0	1.6	1.2	0.4	0.5	0.9	-0.4	1.1	1.0	0.1	0.7	0.5	0.2	2.2	2.2	0.0
Te Upoko o Te Ika	1.0	1.6	-0.6	20	0.7	0.3	0.4	*	0.1	*	0.9	1.3	-0.4	0.5	1.0	-0.5	0.2	0.6	-0.4	1.8	2.4	-0.6
The Sound	12.1	12.8	-0.7	8	9.6	8.8	0.8	10.8	9.3	1.5	12.0	9.7	2.3	5.6	3.0	2.6	0.7	0.9	-0.2	11.6	11.5	0.1
ZM	27.4	26.4	1.0	3	19.2	19.8	-0.6	25.0	20.7	4.3	25.9	24.7	1.2	14.8	14.9	-0.1	1.3	1.6	-0.3	30.1	30.3	-0.2
Other	15.2	15.7	-0.5		14.1	13.6	0.5	11.5	12.4	-0.9	15.7	12.4	3.3	12.6	11.5	1.1	2.7	3.8	-1.1	21.1	21.0	0.1
Mediaworks Combo	103.6	104.0	-0.4		78.7	72.1	6.6	89.3	77.0	12.3	96.1	90.4	5.7	42.9	43.7	-0.8	15.8	20.0	-4.2	110.1	107.9	2.2
NZME Combo	100.8	92.3	8.5		64.9	60.5	4.4	72.5	62.4	10.1	81.8	72.7	9.1	54.5	47.9	6.6	18.5	16.7	1.8	109.9	100.8	9.1
All Commercial Radio	189.0	183.0	6.0		136.0	126.1	9.9	143.0	132.1	10.9	163.0	148.6	14.4	102.2	94.7	7.5	31.7	37.5	-5.8	198.2	192.0	6.2

* Mix93.7 commenced broadcasting April 17 2016

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NZME Combo : Coast or Hits or Mix or Newstalk ZB or Radio Hauraki or Radio Sport or ZM



WELLINGTON COMMERCIAL RADIO - SURVEY 3 2016

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

Survey Comparisons: 2/2016 - 3/2016

This Survey Period: Sun Apr 24 to Sat Jul 2 & Sun Jul 17 to Sat Oct 22 2016

Last Survey Period: Sun Mar 6 to Sat Jul 2 2016

	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	3:47	7:17	-3:30	0:24	1:18	-0:53	8:03	12:45	-4:41	4:25	9:20	-4:54	3:35	7:27	-3:52	4:03	7:46	-3:42	8:44	19:48	-11:03	2:32	5:04	-2:32	
Breeze	8:47	8:00	0:47	5:09	5:07	0:02	5:28	5:06	0:22	6:53	4:37	2:16	7:40	6:25	1:14	8:42	10:45	-2:03	12:22	11:06	1:16	7:36	7:08	0:28	
Coast	7:17	8:09	-0:52	1:51	12:41	-10:50	10:09	11:00	-0:50	10:20	9:37	0:43	7:12	7:29	-0:17	6:53	7:24	-0:30	8:03	7:27	0:36	6:44	5:10	1:34	
Edge	6:52	4:57	1:55	11:36	5:32	6:03	6:15	4:59	1:15	7:03	5:39	1:23	6:44	5:15	1:28	6:27	4:43	1:44	8:08	6:03	2:05	5:35	6:03	-0:27	
George FM	4:06	2:34	1:31	2:29	3:00	-0:30	2:50	2:27	0:22	6:03	2:43	3:19	5:26	2:32	2:54	1:06	1:43	-0:36	1:07	1:30	-0:22	5:47	2:05	3:41	
Hits	6:31	5:29	1:02	4:32	4:35	-0:03	4:38	4:16	0:21	6:34	4:51	1:42	6:29	5:05	1:24	10:01	8:06	1:55	14:16	9:42	4:33	5:26	5:02	0:24	
Life FM	0:39	0:49	-0:09	1:00	0:57	0:02	0:38	0:32	0:05	0:39	0:47	-0:07	0:42	0:49	-0:06	0:35	0:50	-0:14	0:15	*	*	0:27	1:00	-0:32	
Magic	12:04	13:01	-0:56	7:41	1:15	6:26	7:15	3:01	4:13	6:20	2:31	3:48	6:20	3:47	2:32	15:01	20:18	-5:16	16:16	18:12	-1:55	7:56	8:44	-0:47	
Mai FM	7:24	4:21	3:03	2:36	2:45	-0:09	9:01	4:57	4:04	10:05	5:14	4:51	8:54	4:28	4:26	1:06	1:58	-0:51	*	8:00	*	8:42	7:00	1:41	
Mix	3:23	*	*	3:33	*	*	2:28	*	*	1:36	*	*	3:07	*	*	5:39	*	*	*	*	*	*	5:14	*	*
More FM	4:55	6:03	-1:07	4:09	4:04	0:05	4:16	4:36	-0:20	5:15	5:21	-0:06	4:57	4:59	-0:02	6:42	8:38	-1:55	9:27	12:23	-2:56	6:09	8:12	-2:03	
Newstalk ZB	9:53	9:30	0:23	2:37	2:35	0:01	4:54	5:20	-0:25	4:42	5:01	-0:19	6:40	6:49	-0:08	8:55	9:24	-0:28	11:45	12:08	-0:23	9:22	9:10	0:11	
Radio Hauraki	9:42	9:50	-0:08	5:43	6:55	-1:12	9:10	7:57	1:12	10:33	9:47	0:45	11:37	12:05	-0:27	13:07	19:36	-6:29	1:56	1:41	0:15	10:58	10:59	-0:01	
Radio Live	8:37	7:56	0:40	2:21	2:32	-0:11	3:34	3:51	-0:16	7:33	7:58	-0:24	9:21	8:06	1:14	9:31	8:51	0:40	11:16	11:52	-0:36	9:26	10:30	-1:03	
Radio Sport/Mix93.7 *	*	4:58	*	*	3:29	*	*	0:38	*	*	6:23	*	*	5:27	*	*	4:44	*	*	5:08	*	*	5:01	*	
Radio Sport	5:36	*	*	2:34	*	*	1:15	*	*	7:09	*	*	5:55	*	*	5:15	*	*	6:50	*	*	7:56	*	*	
Radio Tarana	5:34	7:45	-2:11	1:00	1:15	-0:15	3:31	0:30	3:01	5:20	7:04	-1:44	5:41	8:45	-3:04	7:30	11:34	-4:04	*	0:15	*	8:57	8:54	0:02	
Rhema	7:08	4:04	3:04	0:30	1:02	-0:32	0:41	1:15	-0:34	2:09	3:33	-1:23	7:47	3:16	4:30	11:05	4:02	7:03	8:20	7:55	0:24	3:08	6:20	-3:11	
Rock	8:09	7:54	0:14	2:27	3:02	-0:34	6:22	7:42	-1:20	8:38	7:32	1:05	9:17	7:43	1:33	11:15	8:09	3:06	11:18	7:47	3:31	7:30	5:46	1:43	
Star	10:51	19:34	-8:42	*	1:14	*	1:15	*	*	1:15	*	*	4:56	7:14	-2:17	5:55	6:15	-0:20	17:20	21:18	-3:58	6:54	11:15	-4:20	
Te Upoko o Te Ika	2:13	3:35	-1:22	0:30	0:53	-0:23	*	*	*	0:56	0:51	0:04	3:49	5:02	-1:13	4:38	7:45	-3:06	0:29	0:45	-0:15	0:34	0:44	-0:10	
The Sound	9:19	7:44	1:34	3:56	3:26	0:29	7:29	4:56	2:33	6:21	5:26	0:55	7:45	6:15	1:29	12:30	10:10	2:19	14:00	12:06	1:54	10:30	7:40	2:49	
ZM	5:49	5:06	0:43	4:52	4:37	0:15	5:42	4:29	1:13	7:48	6:17	1:31	7:29	5:59	1:29	6:11	4:55	1:16	4:44	4:58	-0:14	6:05	5:36	0:28	
Other	7:39	6:14	1:25	5:46	5:40	0:06	4:10	4:03	0:07	6:19	5:30	0:49	7:10	6:26	0:43	9:00	8:38	0:22	9:44	7:49	1:54	9:18	6:26	2:51	
Mediaworks Combo	11:19	9:23	1:55	9:05	6:10	2:54	9:10	7:06	2:03	10:29	7:40	2:48	10:34	8:02	2:32	13:22	12:59	0:23	18:12	16:38	1:34	10:32	9:30	1:02	
NZME Combo	9:33	8:54	0:39	5:16	4:56	0:19	7:50	6:39	1:11	9:41	8:44	0:57	9:30	8:43	0:46	10:42	10:19	0:22	13:31	12:42	0:49	9:43	9:53	-0:10	
All Commercial Radio	15:01	13:09	1:52	10:03	8:03	1:59	12:29	10:01	2:27	14:06	11:51	2:15	14:32	12:17	2:15	17:36	16:29	1:06	21:38	20:04	1:34	14:51	13:40	1:10	
Potential (000)	347.1	347.1	0.0	43.0	40.3	2.7	101.4	104.1	-2.7	114.7	114.7	0.0	170.4	170.4	0.0	99.0	99.0	0.0	72.5	72.5	0.0	68.7	68.4	0.3	
Sample	1,161	1,260	-99	109	116	-7	351	340	11	414	420	-6	632	649	-17	332	379	-47	216	268	-52	253	264	-11	

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WELLINGTON COMMERCIAL RADIO - SURVEY 3 2016

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

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Last Survey Period: Sun Mar 6 to Sat Jul 2 2016

	This	Last	+/-
Potential (000)	347.1	347.1	0.0
Sample Size	1,161	1,260	-99

	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	1:25	3:00	-1:34	1:27	2:49	-1:21	1:50	2:46	-0:55	1:43	2:12	-0:29	1:03	2:32	-1:29	0:15	2:35	-2:20	3:02	2:22	0:39
Breeze	3:07	3:25	-0:18	4:26	3:39	0:46	4:09	3:05	1:04	1:36	1:40	-0:04	2:55	2:33	0:21	1:13	1:28	-0:14	3:41	3:41	-0:00
Coast	2:21	2:33	-0:12	2:20	2:48	-0:28	3:12	3:16	-0:03	1:51	2:06	-0:15	2:45	3:35	-0:49	1:55	1:53	0:02	3:10	3:27	-0:17
Edge	2:36	2:25	0:11	2:24	2:04	0:20	2:38	2:01	0:37	1:31	1:33	-0:01	2:13	1:20	0:52	10:24	0:46	9:38	2:34	1:46	0:47
George FM	1:19	0:58	0:21	2:04	1:02	1:01	4:10	1:42	2:28	1:20	1:11	0:09	0:44	0:50	-0:06	0:22	0:25	-0:02	1:49	1:44	0:04
Hits	2:29	2:22	0:07	3:34	3:01	0:33	3:05	2:45	0:20	1:45	1:31	0:14	1:29	1:16	0:13	1:23	0:40	0:43	2:40	2:14	0:25
Life FM	0:37	0:32	0:04	*	*	*	0:15	*	*	0:37	0:38	-0:01	*	*	*	0:22	0:15	0:07	0:22	0:51	-0:29
Magic	3:53	3:50	0:03	3:37	3:17	0:20	4:46	5:27	-0:40	3:16	3:55	-0:39	5:13	5:44	-0:31	2:02	3:44	-1:42	3:46	4:02	-0:15
Mai FM	3:00	2:34	0:25	2:46	2:20	0:25	3:40	2:13	1:27	2:28	1:54	0:34	1:30	0:55	0:34	3:47	1:24	2:22	3:00	1:29	1:31
Mix	1:34	*	*	1:38	*	*	2:02	*	*	1:45	*	*	0:53	*	*	1:00	*	*	1:15	*	*
More FM	2:32	2:39	-0:06	1:56	2:17	-0:20	2:32	2:38	-0:06	1:49	1:36	0:13	1:02	1:06	-0:03	0:52	1:44	-0:51	2:11	2:25	-0:14
Newstalk ZB	4:13	3:56	0:17	3:34	3:42	-0:07	2:56	3:52	-0:56	1:59	1:55	0:04	3:05	3:19	-0:14	2:08	3:28	-1:20	3:20	2:53	0:27
Radio Hauraki	3:50	3:31	0:18	4:58	5:23	-0:25	5:10	5:33	-0:22	2:33	2:10	0:22	1:04	0:50	0:13	0:56	0:27	0:29	2:51	2:43	0:08
Radio Live	4:00	3:18	0:42	2:23	2:14	0:09	3:10	3:04	0:05	2:18	2:20	-0:02	3:26	3:08	0:17	4:20	3:39	0:40	3:28	2:40	0:48
Radio Sport/Mix93.7 *	*	2:00	*	*	1:51	*	*	2:27	*	*	1:15	*	*	1:50	*	*	1:37	*	*	2:52	*
Radio Sport	3:15	*	*	3:14	*	*	2:32	*	*	1:18	*	*	2:10	*	*	0:31	*	*	3:04	*	*
Radio Tarana	1:45	0:35	1:09	1:57	2:28	-0:31	2:30	3:57	-1:27	1:48	3:28	-1:39	3:35	5:00	-1:24	0:15	1:45	-1:30	2:07	2:05	0:01
Rhema	3:12	2:34	0:37	3:44	2:00	1:44	4:28	1:40	2:47	2:12	1:30	0:41	1:40	1:14	0:25	1:34	1:07	0:26	2:09	1:43	0:25
Rock	2:49	2:30	0:18	4:38	3:52	0:46	4:33	4:29	0:03	2:05	2:25	-0:19	1:22	1:44	-0:21	1:18	1:23	-0:04	2:16	1:55	0:21
Star	4:13	4:58	-0:44	3:39	5:38	-1:59	2:56	6:46	-3:49	2:14	4:45	-2:31	1:50	5:02	-3:11	1:08	1:07	0:01	5:20	9:27	-4:07
Te Upoko o Te Ika	2:04	2:03	0:01	0:35	0:43	-0:07	*	0:30	*	1:49	2:11	-0:21	3:00	2:44	0:15	0:15	0:20	-0:05	0:51	0:57	-0:06
The Sound	3:20	2:19	1:01	4:24	4:06	0:17	4:30	4:01	0:28	2:04	1:49	0:14	1:56	2:00	-0:03	2:51	2:34	0:16	3:12	2:56	0:15
ZM	2:05	2:12	-0:07	2:25	1:53	0:32	2:14	2:05	0:08	1:39	1:34	0:04	1:18	1:23	-0:04	1:08	0:20	0:48	2:29	2:13	0:16
Other	2:50	2:11	0:38	3:19	2:56	0:22	3:44	2:48	0:55	1:40	1:25	0:14	2:05	1:41	0:23	3:34	4:46	-1:12	3:39	3:24	0:15
Mediaworks Combo	3:34	3:11	0:23	4:03	3:24	0:39	4:27	3:47	0:39	2:16	2:16	-0:00	2:28	2:18	0:09	3:56	1:57	1:58	3:34	2:59	0:34
NZME Combo	3:20	3:11	0:08	3:37	3:22	0:15	3:17	3:29	-0:12	2:04	1:52	0:11	2:18	2:17	0:00	1:51	2:31	-0:40	3:24	3:05	0:19
All Commercial Radio	4:04	3:46	0:18	4:35	4:05	0:30	4:53	4:19	0:33	2:38	2:35	0:03	2:38	2:37	0:01	3:27	2:47	0:40	4:26	3:55	0:30

* Mix93.7 commenced broadcasting April 17 2016

Mediaworks Combo : Breeze or Edge or George FM or Magic or Mai FM or More FM or Radio Live or Rock or The Sound

NZME Combo : Coast or Hits or Mix or Newstalk ZB or Radio Hauraki or Radio Sport or ZM