



WELLINGTON COMMERCIAL RADIO - SURVEY 1 2017

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

Survey Comparisons: 3/2016 - 1/2017

This Survey Period: Sun Jul 17 to Sat Oct 22 2016 & Sun Jan 29 to Sat Apr 22 2017

Last Survey Period: Sun Apr 24 to Sat Jul 2 & Sun Jul 17 to Sat Oct 22 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	0.8	0.6	0.2	18	0.5	0.1	0.4	0.1	0.6	-0.5	0.4	0.9	-0.5	0.8	0.8	0.0	1.7	0.7	1.0	1.0	0.5	0.5	1.1	0.7	0.4	
Breeze	11.9	10.0	1.9	2	6.4	6.4	0.0	10.3	4.7	5.6	11.6	5.2	6.4	11.5	7.4	4.1	13.8	12.1	1.7	16.8	17.2	-0.4	9.0	9.0	0.0	
Coast	5.8	4.4	1.4	8	0.8	0.7	0.1	2.4	3.7	-1.3	3.3	3.0	0.3	4.3	3.4	0.9	7.6	5.5	2.1	10.2	8.2	2.0	4.5	3.3	1.2	
Edge	10.2	9.2	1.0	3	27.7	28.3	-0.6	16.1	17.8	-1.7	12.8	12.4	0.4	10.8	9.4	1.4	5.4	4.0	1.4	2.3	2.3	0.0	13.9	8.7	5.2	
George FM	1.4	1.4	0.0	15	1.1	0.9	0.2	1.1	2.2	-1.1	2.0	3.3	-1.3	2.0	2.1	-0.1	1.1	0.1	1.0	0.1	0.1	0.0	1.3	1.7	-0.4	
Life FM	0.8	*	*	18	0.3	0.1	0.2	0.7	0.1	0.6	1.6	*	*	1.1	0.1	1.0	0.1	*	*	0.1	*	*	2.8	*	*	
Magic	3.6	4.2	-0.6	11	3.7	3.5	0.2	1.3	1.4	-0.1	1.5	1.1	0.4	1.5	0.7	0.8	5.7	4.6	1.1	9.5	11.3	-1.8	2.1	1.4	0.7	
Mai FM	6.1	3.6	2.5	7	15.3	2.5	12.8	13.1	10.8	2.3	10.8	8.1	2.7	7.5	5.3	2.2	0.1	0.1	0.0	*	*	*	4.6	2.6	2.0	
Mix	0.5	0.3	0.2	20	0.5	1.1	-0.6	1.5	0.3	1.2	0.3	0.1	0.2	0.3	0.3	0.0	0.2	0.3	-0.1	0.1	*	*	0.3	0.5	-0.2	
More FM	3.9	3.1	0.8	10	3.1	5.0	-1.9	4.1	3.6	0.5	4.5	3.8	0.7	5.3	3.5	1.8	5.4	3.5	1.9	1.8	2.7	-0.9	5.2	4.6	0.6	
Newstalk ZB	12.3	11.6	0.7	1	2.0	2.8	-0.8	2.2	2.6	-0.4	3.4	2.8	0.6	4.8	5.8	-1.0	14.1	12.5	1.6	29.2	17.4	11.8	7.4	8.2	-0.8	
Radio Hauraki	2.9	4.2	-1.3	13	0.8	1.2	-0.4	6.0	8.7	-2.7	4.9	7.6	-2.7	4.1	7.1	-3.0	2.0	3.3	-1.3	0.9	0.1	0.8	1.9	5.3	-3.4	
Radio Live	3.5	5.5	-2.0	12	0.3	2.3	-2.0	0.9	1.2	-0.3	1.6	4.0	-2.4	3.6	6.8	-3.2	6.2	7.4	-1.2	5.0	5.5	-0.5	2.5	6.7	-4.2	
Radio Sport	2.2	3.2	-1.0	14	0.9	2.0	-1.1	0.6	0.2	0.4	1.6	3.2	-1.6	2.1	3.5	-1.4	2.7	4.2	-1.5	2.5	4.0	-1.5	2.3	3.6	-1.3	
Radio Tarana	0.9	0.5	0.4	17	1.0	*	*	1.0	0.8	0.2	1.8	1.2	0.6	1.3	1.0	0.3	*	0.3	*	0.6	*	*	1.4	1.1	0.3	
Rhema	1.3	1.3	0.0	16	0.4	0.1	0.3	0.5	0.1	0.4	0.4	0.3	0.1	1.4	1.4	0.0	3.2	2.6	0.6	1.5	1.6	-0.1	0.4	0.6	-0.2	
Rock	6.8	6.9	-0.1	5	2.3	2.8	-0.5	10.1	10.6	-0.5	10.2	10.6	-0.4	10.0	9.6	0.4	6.1	5.8	0.3	0.9	2.1	-1.2	7.6	6.7	0.9	
Star	0.3	0.9	-0.6	21	0.2	*	*	0.1	*	*	*	*	*	0.1	0.2	-0.1	0.7	0.5	0.2	0.6	2.4	-1.8	0.8	0.5	0.3	
Te Upoko o Te Ika	*	0.2	*	*	*	0.1	*	0.1	*	*	*	0.1	*	*	0.3	*	*	0.4	*	*	*	*	*	0.1	0.1	0.0
The Hits	6.6	8.6	-2.0	6	11.1	14.3	-3.2	6.5	9.3	-2.8	7.3	10.3	-3.0	7.9	9.0	-1.1	6.6	8.9	-2.3	2.2	7.1	-4.9	9.7	8.6	1.1	
The Sound	4.4	5.4	-1.0	9	1.6	2.7	-1.1	2.9	3.7	-0.8	2.8	3.2	-0.4	4.1	4.7	-0.6	8.3	9.9	-1.6	7.0	8.2	-1.2	4.5	6.5	-2.0	
ZM	7.9	7.9	0.0	4	12.0	17.7	-5.7	13.2	13.6	-0.4	11.4	12.4	-1.0	9.6	10.4	-0.8	4.1	4.3	-0.2	2.5	1.1	1.4	10.4	10.2	0.2	
Other	5.9	7.2	-1.3	*	8.1	5.4	2.7	5.3	4.1	1.2	5.8	6.0	-0.2	6.0	7.1	-1.1	5.2	9.0	-3.8	5.3	8.0	-2.7	6.6	9.4	-2.8	
Mediaworks Combo	51.8	49.3	2.5		61.4	54.4	7.0	60.0	56.1	3.9	57.8	51.8	6.0	56.2	49.6	6.6	52.1	47.6	4.5	43.3	49.4	-6.1	50.6	48.0	2.6	
NZME Combo	38.2	40.0	-1.8		28.0	39.8	-11.8	32.3	38.3	-6.0	32.3	39.6	-7.3	33.1	39.4	-6.3	37.1	38.9	-1.8	47.6	38.0	9.6	36.4	39.6	-3.2	
Potential (000)	357.7	347.1	10.6		42.3	43.0	-0.7	107.1	101.4	5.7	118.2	114.7	3.5	175.0	170.4	4.6	101.9	99.0	2.9	74.7	72.5	2.2	67.8	68.7	-0.9	
Sample	1,505	1,161	344		153	109	44	419	351	68	509	414	95	792	632	160	453	332	121	337	216	121	314	253	61	

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 Mix or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM

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



WELLINGTON COMMERCIAL RADIO - SURVEY 1 2017

Station Share (%) by Daypart, People 10+

Survey Comparisons: 3/2016 - 1/2017

This Survey Period: Sun Jul 17 to Sat Oct 22 2016 & Sun Jan 29 to Sat Apr 22 2017

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

	This	Last	+/-
Potential (000)	357.7	347.1	10.6
Sample Size	1,505	1,161	344

	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	1.1	0.5	0.6	16	0.4	0.4	0.0	0.3	0.5	-0.2	1.0	1.0	0.0	0.1	0.3	-0.2	0.7	0.1	0.6	1.1	0.9	0.2	
Breeze	11.6	7.9	3.7	2	14.3	13.1	1.2	14.4	14.1	0.3	11.2	6.7	4.5	7.0	6.3	0.7	5.4	4.4	1.0	11.0	10.1	0.9	
Coast	4.5	2.8	1.7	8	6.1	3.6	2.5	4.7	4.3	0.4	6.1	4.7	1.4	3.8	5.6	-1.8	2.5	3.4	-0.9	8.5	6.0	2.5	
Edge	9.7	9.7	0.0	3	7.8	7.4	0.4	10.2	8.3	1.9	10.8	7.9	2.9	10.3	10.0	0.3	21.8	25.9	-4.1	9.9	8.9	1.0	
George FM	1.0	0.9	0.1	17	1.4	1.3	0.1	2.0	2.5	-0.5	1.4	1.7	-0.3	1.1	0.7	0.4	4.7	0.4	4.3	0.8	1.4	-0.6	
Life FM	0.5	*	*	19	1.0	*	*	1.1	*	*	0.5	0.1	0.4	0.2	*	*	0.4	0.2	0.2	1.1	0.1	1.0	
Magic	2.7	3.6	-0.9	12	4.2	5.2	-1.0	3.9	4.2	-0.3	3.6	4.0	-0.4	1.5	3.9	-2.4	4.4	2.9	1.5	4.0	4.2	-0.2	
Mai FM	6.4	2.5	3.9	7	5.5	3.1	2.4	7.2	3.8	3.4	5.8	5.5	0.3	7.5	2.6	4.9	2.2	2.5	-0.3	5.7	4.3	1.4	
Mix	0.2	0.3	-0.1	20	0.3	0.5	-0.2	0.5	0.3	0.2	0.1	0.2	-0.1	2.9	0.4	2.5	0.1	0.2	-0.1	0.5	0.1	0.4	
More FM	3.4	4.0	-0.6	10	4.0	2.1	1.9	4.5	3.3	1.2	4.8	3.5	1.3	2.1	1.7	0.4	4.1	2.1	2.0	3.9	3.3	0.6	
Newstalk ZB	16.5	16.6	-0.1	1	11.2	9.7	1.5	7.9	4.8	3.1	7.6	7.5	0.1	23.1	21.6	1.5	18.0	22.4	-4.4	11.5	11.4	0.1	
Radio Hauraki	2.6	3.9	-1.3	13	3.2	4.9	-1.7	3.9	6.1	-2.2	4.7	4.9	-0.2	1.7	1.3	0.4	0.6	0.5	0.1	2.1	3.2	-1.1	
Radio Live	4.3	8.2	-3.9	9	2.4	2.5	-0.1	2.5	4.0	-1.5	2.1	7.1	-5.0	3.4	7.1	-3.7	13.9	14.2	-0.3	3.7	3.9	-0.2	
Radio Sport	2.4	3.8	-1.4	14	2.5	2.5	0.0	1.0	1.3	-0.3	2.0	2.3	-0.3	2.5	4.6	-2.1	0.4	0.9	-0.5	3.0	5.0	-2.0	
Radio Tarana	1.2	0.2	1.0	15	0.8	0.6	0.2	0.5	0.1	0.4	0.8	0.8	0.0	0.7	1.2	-0.5	*	*	*	1.5	0.8	0.7	
Rhema	0.8	0.8	0.0	18	1.6	1.7	-0.1	1.7	1.6	0.1	1.3	1.5	-0.2	1.6	2.0	-0.4	0.7	2.1	-1.4	1.0	0.7	0.3	
Rock	7.1	6.0	1.1	6	8.9	9.6	-0.7	7.8	9.8	-2.0	7.5	8.4	-0.9	4.0	2.9	1.1	7.3	2.6	4.7	4.6	4.5	0.1	
Star	0.1	0.9	-0.8	21	0.2	0.8	-0.6	0.3	0.7	-0.4	0.1	0.2	-0.1	0.6	0.8	-0.2	0.7	0.7	0.0	0.4	1.3	-0.9	
Te Upoko o Te Ika	*	0.3	*	*	0.1	0.1	0.0	*	*	*	*	0.4	*	*	0.5	*	*	*	*	*	*	0.2	*
The Hits	7.6	8.8	-1.2	4	5.5	9.2	-3.7	7.1	9.2	-2.1	7.6	9.8	-2.2	6.0	5.7	0.3	2.2	2.4	-0.2	6.5	8.5	-2.0	
The Sound	3.4	5.2	-1.8	10	5.0	6.8	-1.8	6.2	6.9	-0.7	5.4	5.8	-0.4	3.1	4.1	-1.0	1.9	1.8	0.1	3.6	4.2	-0.6	
ZM	7.5	7.4	0.1	5	7.4	7.4	0.0	7.2	8.0	-0.8	9.6	10.0	-0.4	6.0	7.1	-1.1	5.1	1.3	3.8	9.3	8.5	0.8	
Other	5.2	5.6	-0.4	*	6.1	7.5	-1.4	5.0	6.2	-1.2	6.1	6.1	0.0	10.7	9.7	1.0	2.9	8.9	-6.0	6.2	8.7	-2.5	
Mediaworks Combo	49.7	48.0	1.7		53.6	51.1	2.5	58.8	56.9	1.9	52.5	50.6	1.9	40.0	39.1	0.9	65.7	56.7	9.0	47.3	44.6	2.7	
NZME Combo	41.3	43.6	-2.3		36.3	37.7	-1.4	32.4	34.1	-1.7	37.7	39.3	-1.6	46.1	46.3	-0.2	28.9	31.2	-2.3	41.3	42.6	-1.3	

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

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WELLINGTON COMMERCIAL RADIO - SURVEY 1 2017

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

Survey Comparisons: 3/2016 - 1/2017

This Survey Period: Sun Jul 17 to Sat Oct 22 2016 & Sun Jan 29 to Sat Apr 22 2017

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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	6.3	6.2	0.1	16	0.6	0.8	-0.2	0.4	0.6	-0.2	1.7	2.6	-0.9	3.6	4.5	-0.9	3.6	2.3	1.3	1.7	0.6	1.1	1.2	2.4	-1.2
Breeze	52.2	43.2	9.0	2	3.7	3.9	-0.2	13.7	7.7	6.0	19.4	9.5	9.9	29.4	19.1	10.3	17.9	19.2	-1.3	12.3	15.0	-2.7	11.6	9.8	1.8
Coast	30.8	22.6	8.2	7	1.3	1.1	0.2	3.3	3.3	0.0	6.9	3.7	3.2	13.6	9.2	4.4	15.2	11.0	4.2	13.0	11.0	2.0	6.6	4.0	2.6
Edge	58.7	50.4	8.3	1	10.3	7.7	2.6	27.5	25.4	2.1	24.5	22.0	2.5	31.0	27.5	3.5	10.4	8.5	1.9	3.9	3.1	0.8	15.0	12.8	2.2
George FM	9.6	13.3	-3.7	15	1.0	1.1	-0.1	3.4	6.8	-3.4	4.2	6.8	-2.6	6.0	7.7	-1.7	1.9	1.7	0.2	0.2	0.7	-0.5	2.1	2.5	-0.4
Life FM	2.8	2.3	0.5	20	0.3	0.3	0.0	1.0	1.0	0.0	1.4	0.8	0.6	1.6	1.5	0.1	0.6	1.0	-0.4	0.5	0.4	0.1	1.0	0.6	0.4
Magic	17.0	13.0	4.0	14	1.4	1.4	0.0	1.5	1.8	-0.3	2.2	2.3	-0.1	3.6	2.3	1.3	8.4	4.3	4.1	10.6	7.5	3.1	2.4	1.4	1.0
Mai FM	24.9	18.4	6.5	9	6.4	3.1	3.3	13.1	10.7	2.4	13.1	10.1	3.0	13.7	11.7	2.0	0.5	1.5	-1.0	*	*	*	5.5	2.5	3.0
Mix	5.1	3.1	2.0	17	0.9	1.0	-0.1	2.4	1.0	1.4	1.6	1.0	0.6	1.9	1.7	0.2	1.0	0.6	0.4	0.7	*	*	1.2	0.7	0.5
More FM	29.3	23.9	5.4	8	3.4	3.8	-0.4	7.5	7.6	-0.1	12.1	9.2	2.9	19.6	14.0	5.6	10.7	7.3	3.4	3.6	3.1	0.5	8.5	6.2	2.3
Newstalk ZB	45.9	44.2	1.7	5	2.0	3.4	-1.4	5.1	4.7	0.4	11.1	7.6	3.5	18.9	17.2	1.7	19.6	19.4	0.2	18.6	16.0	2.6	8.6	7.2	1.4
Radio Hauraki	18.9	16.2	2.7	13	1.4	0.6	0.8	6.9	8.4	-1.5	8.7	9.1	-0.4	12.2	12.1	0.1	6.1	3.5	2.6	3.0	0.7	2.3	3.4	4.0	-0.6
Radio Live	19.7	23.9	-4.2	12	0.4	3.0	-2.6	3.0	3.0	0.0	6.0	6.7	-0.7	11.3	14.4	-3.1	8.9	10.8	-1.9	5.4	5.3	0.1	3.9	5.9	-2.0
Radio Sport	21.1	21.6	-0.5	11	1.1	2.5	-1.4	2.5	1.2	1.3	5.6	5.6	0.0	10.8	11.8	-1.0	9.3	11.0	-1.7	6.3	6.3	0.0	3.5	3.8	-0.3
Radio Tarana	3.8	3.6	0.2	19	0.5	0.1	0.4	1.8	2.0	-0.2	2.9	2.9	0.0	2.9	3.5	-0.6	*	0.6	*	0.3	*	*	0.9	1.0	-0.1
Rhema	4.4	6.8	-2.4	18	0.1	0.4	-0.3	1.4	0.8	0.6	1.4	1.7	-0.3	2.9	3.7	-0.8	2.3	3.3	-1.0	0.8	2.1	-1.3	0.6	1.6	-1.0
Rock	33.6	32.0	1.6	6	3.3	3.6	-0.3	15.3	14.9	0.4	17.2	15.4	1.8	24.0	20.5	3.5	8.1	7.1	1.0	1.3	2.0	-0.7	7.2	7.4	-0.2
Star	2.8	3.0	-0.2	20	0.3	*	*	0.5	0.2	0.3	0.5	0.2	0.3	1.6	0.9	0.7	1.4	1.1	0.3	0.4	1.5	-1.1	0.6	0.6	0.0
Te Upoko o Te Ika	0.8	3.2	-2.4	22	0.1	0.4	-0.3	0.4	*	*	0.3	0.8	-0.5	0.3	1.6	-1.3	0.4	1.2	-0.8	0.3	0.7	-0.4	0.4	1.3	-0.9
The Hits	50.9	49.7	1.2	3	9.8	9.8	0.0	16.7	17.9	-1.2	17.7	19.8	-2.1	28.3	27.3	1.0	13.3	12.3	1.0	3.2	5.4	-2.2	13.9	13.1	0.8
The Sound	22.0	22.1	-0.1	10	1.0	2.1	-1.1	5.3	4.4	0.9	8.5	6.4	2.1	13.0	12.1	0.9	9.5	11.0	-1.5	6.3	6.3	0.0	5.3	5.1	0.2
ZM	50.9	51.3	-0.4	3	7.1	11.4	-4.3	23.5	21.3	2.2	23.6	19.9	3.7	30.5	27.4	3.1	8.9	9.6	-0.7	3.0	2.6	0.4	13.4	13.9	-0.5
Other	35.4	35.5	-0.1	*	4.5	2.9	1.6	10.9	8.8	2.1	13.0	11.9	1.1	20.0	19.7	0.3	10.5	13.9	-3.4	5.5	8.9	-3.4	6.0	8.3	-2.3
Mediaworks Combo	179.4	165.0	14.4		19.5	18.8	0.7	58.4	54.6	3.8	68.2	62.0	6.2	99.8	92.6	7.2	54.3	49.3	5.0	32.9	29.3	3.6	40.8	37.7	3.1
NZME Combo	165.5	158.4	7.1		17.4	23.7	-6.3	46.1	43.6	2.5	57.2	51.2	6.0	87.2	82.0	5.2	53.0	50.4	2.6	34.4	30.4	4.0	36.5	33.8	2.7
All Commercial Radio	264	252	12		28	31	-3	79	72	7	98	89	9	146	136	10	81	79	2	51	50	1	57	56	2
Potential (000)	357.7	347.1	10.6		42.3	43.0	-0.7	107.1	101.4	5.7	118.2	114.7	3.5	175.0	170.4	4.6	101.9	99.0	2.9	74.7	72.5	2.2	67.8	68.7	-0.9
Sample	1,505	1,161	344		153	109	44	419	351	68	509	414	95	792	632	160	453	332	121	337	216	121	314	253	61

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 Mix or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM



WELLINGTON COMMERCIAL RADIO - SURVEY 1 2017

Cumulative Audience (000's) by Daypart, People 10+ Survey Comparisons: 3/2016 - 1/2017

This Survey Period: Sun Jul 17 to Sat Oct 22 2016 & Sun Jan 29 to Sat Apr 22 2017
Last Survey Period: Sun Apr 24 to Sat Jul 2 & Sun Jul 17 to Sat Oct 22 2016

	This	Last	+/-
Potential (000)	357.7	347.1	10.6
Sample Size	1,505	1,161	344

	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	2.9	0.8	16	2.8	1.7	1.1	1.7	1.9	-0.2	1.9	2.4	-0.5	0.2	0.7	-0.5	0.4	0.2	0.2	3.6	2.8	0.8
Breeze	28.4	19.4	9.0	3	24.2	18.4	5.8	27.9	23.6	4.3	22.2	18.0	4.2	9.9	5.8	4.1	3.9	4.0	-0.1	29.5	24.0	5.5
Coast	14.1	9.0	5.1	8	14.4	9.6	4.8	11.8	9.3	2.5	16.6	10.9	5.7	6.7	5.5	1.2	2.6	2.0	0.6	23.1	16.6	6.5
Edge	29.1	28.7	0.4	2	21.2	19.2	2.0	26.5	22.0	4.5	28.6	22.4	6.2	11.2	12.1	-0.9	5.2	2.7	2.5	34.9	30.4	4.5
George FM	4.3	5.0	-0.7	15	3.0	4.0	-1.0	3.8	4.2	-0.4	4.5	5.5	-1.0	1.3	2.7	-1.4	1.4	1.2	0.2	4.6	6.6	-2.0
Life FM	1.2	0.6	0.6	19	0.8	*	*	0.9	0.2	0.7	0.9	0.6	0.3	0.2	*	*	0.6	0.6	0.0	2.0	1.4	0.6
Magic	6.9	7.1	-0.2	14	8.9	8.9	0.0	9.5	6.1	3.4	9.0	5.2	3.8	2.6	2.0	0.6	2.4	1.6	0.8	12.9	9.9	3.0
Mai FM	13.3	6.4	6.9	9	11.7	7.0	4.7	12.7	7.2	5.5	10.7	9.6	1.1	6.5	4.7	1.8	1.7	0.7	1.0	14.7	12.4	2.3
Mix	1.0	1.5	-0.5	20	1.6	1.8	-0.2	2.1	1.2	0.9	0.9	0.5	0.4	2.3	1.2	1.1	0.2	0.2	0.0	2.3	0.4	1.9
More FM	14.4	12.1	2.3	7	10.0	6.7	3.3	14.5	9.0	5.5	12.1	8.4	3.7	6.3	4.3	2.0	2.9	2.6	0.3	16.3	13.3	3.0
Newstalk ZB	31.3	30.3	1.0	1	17.3	16.9	0.4	16.4	11.6	4.8	17.0	16.2	0.8	18.1	18.9	-0.8	10.7	11.5	-0.8	30.5	29.9	0.6
Radio Hauraki	7.8	7.9	-0.1	12	7.3	6.1	1.2	8.4	8.3	0.1	10.0	8.3	1.7	3.7	3.4	0.3	0.7	0.6	0.1	8.0	9.9	-1.9
Radio Live	10.1	15.8	-5.7	11	5.7	6.4	-0.7	5.2	8.9	-3.7	7.6	13.4	-5.8	3.5	5.6	-2.1	4.0	3.6	0.4	11.5	9.8	1.7
Radio Sport	7.4	8.9	-1.5	13	4.3	4.8	-0.5	3.9	3.6	0.3	7.0	7.5	-0.5	3.6	5.7	-2.1	0.8	1.9	-1.1	13.2	14.3	-1.1
Radio Tarana	2.6	1.0	1.6	17	2.2	2.1	0.1	1.3	0.2	1.1	2.5	2.0	0.5	0.9	0.9	0.0	0.1	0.2	-0.1	3.3	3.1	0.2
Rhema	2.6	2.0	0.6	17	2.6	2.8	-0.2	2.0	2.5	-0.5	2.5	3.0	-0.5	1.8	3.3	-1.5	0.7	1.5	-0.8	2.7	2.9	-0.2
Rock	17.9	16.5	1.4	6	13.6	12.9	0.7	13.7	15.0	-1.3	18.4	17.4	1.0	9.3	5.6	3.7	3.1	2.1	1.0	17.3	17.3	0.0
Star	0.6	1.6	-1.0	21	0.3	1.3	-1.0	1.2	1.6	-0.4	0.2	0.5	-0.3	0.9	1.1	-0.2	0.7	0.7	0.0	1.8	2.2	-0.4
Te Upoko o Te Ika	0.3	1.0	-0.7	22	0.6	0.7	-0.1	0.1	*	*	*	0.9	*	*	0.5	*	*	0.2	*	0.1	1.8	-1.7
The Hits	26.4	27.2	-0.8	4	14.5	16.1	-1.6	20.6	20.8	-0.2	21.6	23.9	-2.3	9.0	10.3	-1.3	3.1	1.9	1.2	29.1	27.9	1.2
The Sound	10.6	12.1	-1.5	10	9.4	9.6	-0.2	12.9	10.8	2.1	12.9	12.0	0.9	5.7	5.6	0.1	2.1	0.7	1.4	10.7	11.6	-0.9
ZM	26.1	27.4	-1.3	5	17.8	19.2	-1.4	21.5	25.0	-3.5	28.3	25.9	2.4	15.6	14.8	0.8	4.8	1.3	3.5	31.7	30.1	1.6
Other	12.5	15.2	-2.7	*	9.7	14.1	-4.4	12.9	11.5	1.4	11.6	15.7	-4.1	9.7	12.6	-2.9	2.3	2.7	-0.4	21.2	21.1	0.1
Mediaworks Combo	111.0	103.6	7.4		90.1	78.7	11.4	101.8	89.3	12.5	106.9	96.1	10.8	49.5	42.9	6.6	22.3	15.8	6.5	126.1	110.1	16.0
NZME Combo	100.7	100.8	-0.1		69.3	64.9	4.4	76.9	72.5	4.4	90.0	81.8	8.2	53.2	54.5	-1.3	21.2	18.5	2.7	116.8	109.9	6.9
All Commercial Radio	190.9	189.0	1.9		141.7	136.0	5.7	155.8	143.0	12.8	176.2	163.0	13.2	102.9	102.2	0.7	40.3	31.7	8.6	214.3	198.2	16.1

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



WELLINGTON COMMERCIAL RADIO - SURVEY 1 2017

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

Survey Comparisons: 3/2016 - 1/2017

This Survey Period: Sun Jul 17 to Sat Oct 22 2016 & Sun Jan 29 to Sat Apr 22 2017

Last Survey Period: Sun Apr 24 to Sat Jul 2 & Sun Jul 17 to Sat Oct 22 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	4:40	3:47	0:53	2:00	0:24	1:35	1:31	8:03	-6:31	3:18	4:25	-1:07	4:43	3:35	1:08	5:45	4:03	1:42	5:28	8:44	-3:16	7:03	2:32	4:31
Breeze	8:55	8:47	0:08	4:41	5:09	-0:27	7:57	5:28	2:28	9:06	6:53	2:12	8:37	7:40	0:57	9:40	8:42	0:57	13:33	12:22	1:11	6:26	7:36	-1:09
Coast	7:24	7:17	0:06	1:36	1:51	-0:15	7:39	10:09	-2:30	7:14	10:20	-3:05	7:00	7:12	-0:12	6:13	6:53	-0:39	7:43	8:03	-0:20	5:36	6:44	-1:08
Edge	6:48	6:52	-0:04	7:13	11:36	-4:22	6:11	6:15	-0:03	7:56	7:03	0:53	7:45	6:44	1:00	6:33	6:27	0:05	5:45	8:08	-2:22	7:40	5:35	2:05
George FM	5:47	4:06	1:41	2:56	2:29	0:26	3:19	2:50	0:28	7:17	6:03	1:13	7:20	5:26	1:53	7:02	1:06	5:56	3:10	1:07	2:02	5:02	5:47	-0:44
Life FM	11:20	0:39	10:40	2:44	1:00	1:44	6:43	0:38	6:05	17:26	0:39	16:47	15:12	0:42	14:29	1:32	0:35	0:57	1:31	0:15	1:16	23:31	0:27	23:04
Magic	8:16	12:04	-3:48	7:02	7:41	-0:39	9:27	7:15	2:11	10:16	6:20	3:56	9:12	6:20	2:52	8:24	15:01	-6:37	8:49	16:16	-7:26	7:34	7:56	-0:22
Mai FM	9:36	7:24	2:11	6:26	2:36	3:50	10:36	9:01	1:35	12:36	10:05	2:30	12:13	8:54	3:18	3:07	1:06	2:01	*	*	*	6:55	8:42	-1:47
Mix	3:59	3:23	0:36	1:34	3:33	-1:59	6:30	2:28	4:02	2:57	1:36	1:21	3:14	3:07	0:07	2:20	5:39	-3:18	1:17	*	*	1:50	5:14	-3:24
More FM	5:15	4:55	0:19	2:27	4:09	-1:42	5:47	4:16	1:30	5:36	5:15	0:21	6:01	4:57	1:04	6:14	6:42	-0:28	4:56	9:27	-4:30	5:06	6:09	-1:03
Newstalk ZB	10:30	9:53	0:36	2:43	2:37	0:06	4:30	4:54	-0:24	4:44	4:42	0:01	5:37	6:40	-1:03	8:57	8:55	0:01	15:30	11:45	3:45	7:13	9:22	-2:09
Radio Hauraki	6:07	9:42	-3:35	1:31	5:43	-4:12	9:19	9:10	0:09	8:38	10:33	-1:54	7:30	11:37	-4:07	4:00	13:07	-9:06	3:06	1:56	1:10	4:36	10:58	-6:21
Radio Live	7:05	8:37	-1:32	2:20	2:21	-0:01	3:12	3:34	-0:21	4:09	7:33	-3:24	6:56	9:21	-2:24	8:40	9:31	-0:51	9:06	11:16	-2:10	5:30	9:26	-3:56
Radio Sport	4:03	5:36	-1:32	2:08	2:34	-0:25	2:33	1:15	1:17	4:22	7:09	-2:47	4:15	5:55	-1:39	3:37	5:15	-1:37	3:53	6:50	-2:57	5:27	7:56	-2:29
Radio Tarana	9:44	5:34	4:10	5:55	1:00	4:55	6:11	3:31	2:40	9:43	5:20	4:23	9:43	5:41	4:02	*	7:30	*	20:15	*	*	13:02	8:57	4:04
Rhema	11:22	7:08	4:13	14:30	0:30	14:00	3:24	0:41	2:43	4:06	2:09	1:56	10:38	7:47	2:50	17:16	11:05	6:11	18:26	8:20	10:06	4:33	3:08	1:25
Rock	7:58	8:09	-0:10	1:50	2:27	-0:37	7:00	6:22	0:38	9:02	8:38	0:23	9:15	9:17	-0:01	9:24	11:15	-1:51	6:55	11:18	-4:23	8:51	7:30	1:21
Star	3:56	10:51	-6:55	1:42	*	*	2:40	1:15	1:25	1:02	1:15	-0:12	1:38	4:56	-3:17	6:01	5:55	0:06	15:35	17:20	-1:44	10:51	6:54	3:57
Te Upoko o Te Ika	1:21	2:13	-0:52	1:00	0:30	0:30	2:14	*	*	2:00	0:56	1:04	1:44	3:49	-2:05	0:28	4:38	-4:10	0:24	0:29	-0:05	1:28	0:34	0:53
The Hits	5:06	6:31	-1:25	3:03	4:32	-1:29	4:07	4:38	-0:30	6:17	6:34	-0:16	6:10	6:29	-0:19	6:08	10:01	-3:53	6:48	14:16	-7:28	5:46	5:26	0:20
The Sound	7:53	9:19	-1:25	4:22	3:56	0:26	5:51	7:29	-1:38	5:01	6:21	-1:20	6:55	7:45	-0:49	10:53	12:30	-1:37	10:50	14:00	-3:09	6:58	10:30	-3:31
ZM	6:06	5:49	0:16	4:35	4:52	-0:16	5:57	5:42	0:14	7:19	7:48	-0:28	6:56	7:29	-0:32	5:40	6:11	-0:31	8:18	4:44	3:33	6:27	6:05	0:22
Other	6:34	7:39	-1:05	4:52	5:46	-0:53	5:05	4:10	0:54	6:46	6:19	0:26	6:42	7:10	-0:27	6:11	9:00	-2:48	9:30	9:44	-0:13	9:13	9:18	-0:04
Mediaworks Combo	11:20	11:19	0:01	8:30	9:05	-0:35	10:52	9:10	1:41	12:54	10:29	2:25	12:29	10:34	1:54	11:57	13:22	-1:25	12:59	18:12	-5:13	10:20	10:32	-0:12
NZME Combo	9:04	9:33	-0:29	4:21	5:16	-0:54	7:25	7:50	-0:25	8:35	9:41	-1:05	8:23	9:30	-1:06	8:43	10:42	-1:58	13:41	13:31	0:10	8:19	9:43	-1:23
All Commercial Radio	14:55	15:01	-0:06	9:34	10:03	-0:28	13:25	12:29	0:56	15:34	14:06	1:28	15:12	14:32	0:40	15:26	17:36	-2:10	19:24	21:38	-2:14	14:31	14:51	-0:20
Potential (000)	357.7	347.1	10.6	42.3	43.0	-0.7	107.1	101.4	5.7	118.2	114.7	3.5	175.0	170.4	4.6	101.9	99.0	2.9	74.7	72.5	2.2	67.8	68.7	-0.9
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WELLINGTON COMMERCIAL RADIO - SURVEY 1 2017

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

Survey Comparisons: 3/2016 - 1/2017

This Survey Period: Sun Jul 17 to Sat Oct 22 2016 & Sun Jan 29 to Sat Apr 22 2017

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	This	Last	+/-
Potential (000)	357.7	347.1	10.6
Sample Size	1,505	1,161	344

	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	2:21	1:25	0:55	1:00	1:27	-0:27	1:08	1:50	-0:41	2:28	1:43	0:44	1:55	1:03	0:52	2:47	0:15	2:32	2:46	3:02	-0:15
Breeze	3:10	3:07	0:03	3:47	4:26	-0:39	3:47	4:09	-0:22	2:26	1:36	0:50	1:48	2:55	-1:06	2:02	1:13	0:48	3:21	3:41	-0:20
Coast	2:28	2:21	0:06	2:43	2:20	0:23	2:57	3:12	-0:15	1:47	1:51	-0:03	1:28	2:45	-1:17	1:24	1:55	-0:31	3:17	3:10	0:07
Edge	2:35	2:36	-0:01	2:20	2:24	-0:04	2:49	2:38	0:11	1:49	1:31	0:18	2:21	2:13	0:08	6:05	10:24	-4:19	2:33	2:34	-0:01
George FM	1:51	1:19	0:32	3:01	2:04	0:57	3:53	4:10	-0:17	1:29	1:20	0:08	2:05	0:44	1:20	5:04	0:22	4:41	1:34	1:49	-0:14
Life FM	3:00	0:37	2:22	7:41	*	*	8:48	0:15	8:33	2:49	0:37	2:12	2:51	*	*	0:54	0:22	0:31	5:09	0:22	4:47
Magic	3:04	3:53	-0:49	3:01	3:37	-0:35	3:00	4:46	-1:46	1:55	3:16	-1:20	1:30	5:13	-3:43	2:38	2:02	0:36	2:49	3:46	-0:57
Mai FM	3:43	3:00	0:42	2:59	2:46	0:13	4:08	3:40	0:27	2:37	2:28	0:08	2:58	1:30	1:27	1:48	3:47	-1:59	3:29	3:00	0:28
Mix	1:32	1:34	-0:01	1:19	1:38	-0:19	1:47	2:02	-0:15	0:37	1:45	-1:08	3:12	0:53	2:19	0:40	1:00	-0:19	2:01	1:15	0:45
More FM	1:49	2:32	-0:43	2:34	1:56	0:37	2:16	2:32	-0:16	1:54	1:49	0:05	0:51	1:02	-0:11	2:01	0:52	1:08	2:08	2:11	-0:02
Newstalk ZB	4:04	4:13	-0:08	4:09	3:34	0:34	3:31	2:56	0:35	2:09	1:59	0:10	3:16	3:05	0:11	2:26	2:08	0:18	3:23	3:20	0:02
Radio Hauraki	2:34	3:50	-1:15	2:49	4:58	-2:08	3:23	5:10	-1:47	2:15	2:33	-0:17	1:11	1:04	0:07	1:07	0:56	0:10	2:20	2:51	-0:31
Radio Live	3:16	4:00	-0:44	2:45	2:23	0:21	3:35	3:10	0:24	1:19	2:18	-0:58	2:26	3:26	-0:59	4:59	4:20	0:39	2:53	3:28	-0:35
Radio Sport	2:29	3:15	-0:46	3:41	3:14	0:26	1:57	2:32	-0:34	1:21	1:18	0:02	1:46	2:10	-0:24	0:45	0:31	0:13	2:03	3:04	-1:01
Radio Tarana	3:29	1:45	1:43	2:18	1:57	0:20	2:41	2:30	0:11	1:35	1:48	-0:13	2:02	3:35	-1:33	0:15	0:15	0:00	4:03	2:07	1:55
Rhema	2:32	3:12	-0:39	3:52	3:44	0:07	6:22	4:28	1:54	2:31	2:12	0:19	2:15	1:40	0:35	1:27	1:34	-0:06	3:20	2:09	1:11
Rock	3:05	2:49	0:15	4:10	4:38	-0:27	4:10	4:33	-0:22	1:58	2:05	-0:07	1:06	1:22	-0:16	3:28	1:18	2:09	2:23	2:16	0:07
Star	0:55	4:13	-3:18	4:53	3:39	1:14	1:47	2:56	-1:08	2:08	2:14	-0:06	1:39	1:50	-0:11	1:23	1:08	0:14	2:10	5:20	-3:09
Te Upoko o Te Ika	0:56	2:04	-1:07	0:41	0:35	0:05	1:00	*	*	*	1:49	*	*	3:00	*	*	0:15	*	2:45	0:51	1:53
The Hits	2:14	2:29	-0:15	2:25	3:34	-1:09	2:32	3:05	-0:33	1:41	1:45	-0:03	1:42	1:29	0:12	1:01	1:23	-0:22	2:00	2:40	-0:40
The Sound	2:30	3:20	-0:50	3:22	4:24	-1:02	3:32	4:30	-0:57	2:01	2:04	-0:03	1:23	1:56	-0:33	1:18	2:51	-1:33	3:03	3:12	-0:09
ZM	2:14	2:05	0:08	2:38	2:25	0:13	2:26	2:14	0:12	1:38	1:39	-0:01	0:58	1:18	-0:19	1:33	1:08	0:24	2:37	2:29	0:08
Other	3:15	2:50	0:24	4:00	3:19	0:40	2:50	3:44	-0:54	2:32	1:40	0:52	2:49	2:05	0:44	1:51	3:34	-1:42	2:38	3:39	-1:01
Mediaworks Combo	3:28	3:34	-0:06	3:48	4:03	-0:15	4:14	4:27	-0:12	2:22	2:16	0:06	2:04	2:28	-0:24	4:16	3:56	0:20	3:22	3:34	-0:11
NZME Combo	3:10	3:20	-0:09	3:20	3:37	-0:16	3:05	3:17	-0:12	2:01	2:04	-0:02	2:12	2:18	-0:05	1:58	1:51	0:07	3:10	3:24	-0:13
All Commercial Radio	4:03	4:04	-0:01	4:30	4:35	-0:04	4:42	4:53	-0:10	2:45	2:38	0:06	2:29	2:38	-0:09	3:35	3:27	0:08	4:11	4:26	-0:14

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 Mix or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM