



WELLINGTON COMMERCIAL RADIO - SURVEY 3 2017

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

Survey Comparisons: 2/2017 - 3/2017

This Survey Period: Sun Apr 23 to Sat Jun 17 & Sun Jul 2 to Sat Sep 16 2017

Last Survey Period: Sun Jan 29 to Sat Jun 17 2017

	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	1.8	0.6	1.2	14	9.2	1.5	7.7	0.2	0.3	-0.1	1.2	0.5	0.7	1.7	0.8	0.9	2.1	1.0	1.1	0.9	0.4	0.5	1.7	1.1	0.6
Breeze	13.4	13.9	-0.5	2	8.2	6.9	1.3	11.0	12.9	-1.9	8.7	13.2	-4.5	12.3	14.0	-1.7	16.7	17.8	-1.1	16.9	16.5	0.4	12.8	12.3	0.5
Coast	5.3	6.7	-1.4	7	1.8	1.7	0.1	0.9	1.1	-0.2	3.1	3.0	0.1	4.0	4.3	-0.3	8.2	9.5	-1.3	8.3	11.3	-3.0	7.4	5.3	2.1
Edge	6.1	8.6	-2.5	5	15.6	16.6	-1.0	11.0	13.0	-2.0	6.8	12.3	-5.5	6.0	10.3	-4.3	3.7	4.9	-1.2	1.7	2.7	-1.0	6.7	15.9	-9.2
George FM	0.7	1.3	-0.6	17	2.5	2.0	0.5	1.4	1.7	-0.3	0.6	1.0	-0.4	0.6	1.5	-0.9	0.4	1.5	-1.1	0.1	0.2	-0.1	0.5	1.1	-0.6
Life FM	0.4	0.9	-0.5	20	0.1	0.2	-0.1	0.1	0.8	-0.7	0.5	1.5	-1.0	0.9	1.3	-0.4	0.9	0.6	0.3	*	0.1	*	1.2	3.1	-1.9
Magic	3.4	3.4	0.0	13	0.2	0.1	0.1	0.4	0.2	0.2	1.0	1.3	-0.3	1.5	1.8	-0.3	5.2	5.7	-0.5	6.9	6.7	0.2	1.7	1.2	0.5
Mai FM	5.0	6.1	-1.1	10	13.6	21.2	-7.6	12.5	14.1	-1.6	6.4	8.9	-2.5	4.7	6.3	-1.6	0.8	0.4	0.4	*	*	*	5.2	3.8	1.4
Mix	0.6	0.6	0.0	18	2.2	0.2	2.0	0.8	1.2	-0.4	0.6	0.5	0.1	0.6	0.5	0.1	0.6	0.5	0.1	0.2	0.3	-0.1	0.2	0.2	0.0
More FM	5.1	4.6	0.5	8	7.0	4.2	2.8	3.2	3.4	-0.2	6.7	4.4	2.3	7.2	6.0	1.2	6.1	6.9	-0.8	2.1	2.2	-0.1	6.3	7.2	-0.9
Newstalk ZB	14.0	12.4	1.6	1	1.2	1.1	0.1	3.5	1.6	1.9	3.8	3.3	0.5	5.3	4.1	1.2	13.3	12.4	0.9	30.6	30.8	-0.2	6.6	6.1	0.5
Radio Hauraki	3.8	3.1	0.7	12	1.2	1.2	0.0	5.9	4.6	1.3	7.1	5.7	1.4	5.7	4.8	0.9	2.5	2.2	0.3	1.1	1.0	0.1	3.9	2.6	1.3
RadioLIVE	5.1	3.4	1.7	8	*	0.7	*	1.2	0.5	0.7	6.3	1.4	4.9	4.9	2.8	2.1	5.4	5.3	0.1	8.8	6.0	2.8	7.9	1.7	6.2
Radio Sport	1.5	1.4	0.1	16	*	0.2	*	1.4	0.7	0.7	1.2	1.0	0.2	1.4	1.0	0.4	2.2	1.2	1.0	2.0	1.8	0.2	0.7	0.6	0.1
Tarana	1.7	1.2	0.5	15	*	0.9	*	2.9	1.1	1.8	4.7	2.6	2.1	3.2	1.9	1.3	0.5	0.1	0.4	0.4	0.6	-0.2	2.6	1.4	1.2
Rhema	0.5	0.6	-0.1	19	*	0.4	*	0.1	0.5	-0.4	0.8	0.4	0.4	0.6	0.4	0.2	0.6	1.1	-0.5	0.9	1.1	-0.2	0.4	0.5	-0.1
Rock	6.5	6.7	-0.2	4	4.6	2.7	1.9	9.4	10.9	-1.5	13.0	10.8	2.2	10.4	9.8	0.6	4.6	6.1	-1.5	1.7	2.3	-0.6	5.2	7.0	-1.8
Star	0.4	0.2	0.2	20	0.1	0.2	-0.1	0.1	0.1	0.0	0.1	*	*	0.1	0.1	0.0	0.1	0.4	-0.3	1.1	0.4	0.7	*	0.5	*
Te Upoko o Te Ika	0.1	0.1	0.0	22	*	0.1	*	*	0.1	*	*	*	*	0.1	0.2	-0.1	0.5	0.3	0.2	0.3	*	*	0.1	0.1	0.0
The Hits	4.2	4.8	-0.6	11	7.6	5.1	2.5	6.4	5.3	1.1	6.3	5.9	0.4	6.1	6.4	-0.3	4.0	4.9	-0.9	1.1	1.4	-0.3	5.3	8.1	-2.8
The Sound	5.8	4.6	1.2	6	4.9	6.2	-1.3	3.3	2.2	1.1	4.1	2.2	1.9	5.4	3.8	1.6	8.9	7.7	1.2	8.4	8.0	0.4	8.0	3.2	4.8
ZM	10.5	10.6	-0.1	3	17.1	20.0	-2.9	20.3	19.3	1.0	11.7	14.6	-2.9	12.3	12.9	-0.6	8.3	5.8	2.5	2.4	2.6	-0.2	10.8	13.2	-2.4
Others	3.9	4.3	-0.4		2.9	6.5	-3.6	3.9	4.5	-0.6	5.1	5.3	-0.2	4.8	5.1	-0.3	4.5	3.8	0.7	4.1	3.6	0.5	4.6	3.4	1.2
Mediaworks Combo	51.1	52.5	-1.4		56.7	60.6	-3.9	53.4	59.0	-5.6	53.7	55.6	-1.9	53.1	56.3	-3.2	51.9	56.2	-4.3	46.7	44.6	2.1	54.3	53.5	0.8
NZME Combo	40.0	39.6	0.4		31.1	29.6	1.5	39.2	33.7	5.5	33.9	34.0	-0.1	35.5	34.0	1.5	39.0	36.5	2.5	45.7	49.2	-3.5	35.0	36.3	-1.3
Potential (000)	357.7	357.7	0.0		42.7	40.9	1.8	106.7	108.5	-1.8	118.2	118.2	0.0	175.0	175.0	0.0	101.9	101.9	0.0	74.7	74.7	0.0	70.0	64.5	5.5
Sample	1,593	1,667	-74		160	187	-27	441	434	7	582	552	30	835	862	-27	448	513	-65	359	377	-18	342	333	9

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 RadioLIVE 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 3 2017

Station Share (%) by Daypart, People 10+

Survey Comparisons: 2/2017 - 3/2017

This Survey Period: Sun Apr 23 to Sat Jun 17 & Sun Jul 2 to Sat Sep 16 2017

Last Survey Period: Sun Jan 29 to Sat Jun 17 2017

	This	Last	+/-
Potential (000)	357.7	357.7	0.0
Sample Size	1,593	1,667	-74

	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	0.8	0.9	-0.1	16	1.7	0.5	1.2	2.1	0.2	1.9	0.9	0.8	0.1	0.9	0.6	0.3	1.1	1.2	-0.1	3.2	0.5	2.7
Breeze	11.3	13.0	-1.7	3	13.8	15.5	-1.7	16.3	14.8	1.5	11.7	11.3	0.4	9.3	11.0	-1.7	16.6	18.3	-1.7	14.1	14.4	-0.3
Coast	3.5	4.6	-1.1	12	6.6	7.9	-1.3	7.0	6.7	0.3	5.1	6.2	-1.1	4.6	4.4	0.2	4.1	4.8	-0.7	5.3	9.0	-3.7
Edge	6.4	9.7	-3.3	5	4.9	6.7	-1.8	6.9	9.6	-2.7	7.4	12.0	-4.6	5.6	6.4	-0.8	4.5	5.2	-0.7	5.8	7.5	-1.7
George FM	0.3	0.9	-0.6	19	0.5	1.0	-0.5	0.8	1.1	-0.3	0.8	1.6	-0.8	0.7	0.9	-0.2	0.9	4.3	-3.4	1.1	1.4	-0.3
Life FM	0.4	0.8	-0.4	18	0.4	1.1	-0.7	0.2	1.1	-0.9	0.4	0.6	-0.2	1.8	0.6	1.2	0.1	0.2	-0.1	0.3	1.1	-0.8
Magic	2.6	1.9	0.7	13	4.5	4.1	0.4	3.3	3.6	-0.3	2.5	3.4	-0.9	2.6	2.1	0.5	4.8	5.9	-1.1	3.8	3.9	-0.1
Mai FM	5.7	7.6	-1.9	7	4.3	5.0	-0.7	5.2	7.1	-1.9	6.3	6.3	0.0	4.1	7.2	-3.1	2.9	3.8	-0.9	4.5	4.8	-0.3
Mix	0.2	0.2	0.0	20	1.2	0.6	0.6	1.0	0.3	0.7	0.8	0.5	0.3	0.7	2.3	-1.6	0.2	*	*	0.4	0.6	-0.2
More FM	7.4	4.3	3.1	4	6.2	5.0	1.2	5.0	5.0	0.0	4.2	4.9	-0.7	3.4	3.2	0.2	3.6	3.2	0.4	3.8	4.6	-0.8
Newstalk ZB	17.4	16.0	1.4	1	11.3	12.0	-0.7	9.3	8.6	0.7	8.8	6.3	2.5	22.2	20.0	2.2	22.3	18.7	3.6	15.3	12.1	3.2
Radio Hauraki	3.9	2.3	1.6	10	3.3	3.6	-0.3	3.7	3.8	-0.1	7.6	6.0	1.6	2.6	2.2	0.4	1.4	1.1	0.3	3.1	2.2	0.9
RadioLIVE	5.3	3.3	2.0	9	3.5	2.3	1.2	2.2	2.5	-0.3	4.0	2.4	1.6	6.1	6.4	-0.3	20.1	10.2	9.9	5.6	3.2	2.4
Radio Sport	1.2	0.8	0.4	15	2.1	2.3	-0.2	0.7	0.9	-0.2	1.3	1.0	0.3	1.4	1.8	-0.4	0.5	0.4	0.1	2.1	2.0	0.1
Tarana	1.6	1.4	0.2	14	2.8	1.9	0.9	0.9	0.8	0.1	0.8	0.6	0.2	3.2	1.0	2.2	0.2	*	*	1.8	1.5	0.3
Rhema	0.5	0.5	0.0	17	0.1	0.3	-0.2	0.4	0.4	0.0	0.2	0.4	-0.2	1.9	0.7	1.2	1.4	0.7	0.7	0.6	0.9	-0.3
Rock	6.1	7.0	-0.9	6	8.5	8.5	0.0	8.5	8.0	0.5	8.5	7.9	0.6	4.8	3.4	1.4	2.2	8.1	-5.9	4.2	4.2	0.0
Star	0.2	*	*	20	0.5	0.2	0.3	0.5	0.3	0.2	0.1	0.1	0.0	1.3	0.5	0.8	0.4	0.6	-0.2	0.3	0.4	-0.1
Te Upoko o Te Ika	0.2	0.3	-0.1	20	0.1	0.1	0.0	0.1	*	*	*	*	*	0.4	0.1	0.3	*	*	*	0.1	0.2	-0.1
The Hits	3.9	5.5	-1.6	10	4.4	4.1	0.3	5.1	5.5	-0.4	3.7	4.8	-1.1	5.1	4.9	0.2	4.6	1.4	3.2	3.8	4.8	-1.0
The Sound	5.6	4.9	0.7	8	6.8	4.5	2.3	8.0	6.1	1.9	5.7	4.9	0.8	4.2	3.9	0.3	1.1	1.8	-0.7	5.1	3.9	1.2
ZM	12.2	11.2	1.0	2	9.8	9.9	-0.1	9.2	10.0	-0.8	15.3	13.3	2.0	6.9	7.1	-0.2	3.7	6.0	-2.3	10.5	11.6	-1.1
Others	3.3	2.9	0.4		2.7	3.0	-0.3	3.7	3.5	0.2	3.8	4.5	-0.7	6.3	9.3	-3.0	3.0	4.0	-1.0	5.0	5.3	-0.3
Mediaworks Combo	50.8	52.6	-1.8		53.2	52.5	0.7	56.0	57.9	-1.9	51.1	54.8	-3.7	40.8	44.5	-3.7	56.8	60.9	-4.1	48.1	47.9	0.2
NZME Combo	42.3	40.6	1.7		38.6	40.3	-1.7	36.0	35.8	0.2	42.6	38.1	4.5	43.4	42.6	0.8	36.9	32.4	4.5	40.5	42.3	-1.8

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

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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	5.0	4.8	0.2	16	2.4	0.8	1.6	0.7	0.5	0.2	1.1	1.4	-0.3	1.6	2.5	-0.9	1.0	2.2	-1.2	0.9	1.4	-0.5	0.9	0.9	0.0
Breeze	50.7	55.0	-4.3	2	3.5	2.9	0.6	10.6	14.9	-4.3	14.4	21.3	-6.9	26.6	31.4	-4.8	21.3	19.5	1.8	15.0	13.8	1.2	11.5	11.6	-0.1
Coast	24.8	31.5	-6.7	10	1.3	1.5	-0.2	3.1	2.3	0.8	5.0	6.6	-1.6	8.0	11.6	-3.6	9.2	14.1	-4.9	11.7	14.8	-3.1	4.8	5.8	-1.0
Edge	48.2	58.6	-10.4	3	8.9	9.5	-0.6	24.0	29.0	-5.0	18.0	24.8	-6.8	24.6	31.9	-7.3	7.7	9.8	-2.1	1.6	3.1	-1.5	11.9	14.5	-2.6
George FM	7.8	10.5	-2.7	15	0.8	0.9	-0.1	4.4	4.3	0.1	3.4	4.4	-1.0	4.3	7.1	-2.8	1.2	3.0	-1.8	0.5	0.5	0.0	1.1	1.9	-0.8
Life FM	3.2	3.6	-0.4	20	0.2	0.2	0.0	1.1	1.7	-0.6	1.5	1.6	-0.1	2.6	2.3	0.3	1.1	0.9	0.2	*	0.3	*	1.3	1.2	0.1
Magic	13.3	14.7	-1.4	13	0.5	0.3	0.2	1.9	0.7	1.2	2.2	1.9	0.3	3.8	3.9	-0.1	4.8	7.2	-2.4	6.0	8.0	-2.0	1.7	1.9	-0.2
Mai FM	21.1	25.3	-4.2	11	4.3	6.1	-1.8	13.4	15.1	-1.7	8.4	12.5	-4.1	10.0	13.0	-3.0	1.8	0.5	1.3	0.2	*	*	4.4	4.2	0.2
Mix	3.9	4.7	-0.8	19	0.3	0.5	-0.2	1.4	2.1	-0.7	2.0	1.9	0.1	2.7	2.4	0.3	1.3	1.4	-0.1	0.6	0.9	-0.3	0.6	1.0	-0.4
More FM	31.4	30.9	0.5	6	4.9	3.9	1.0	7.2	7.1	0.1	11.9	10.7	1.2	18.9	19.2	-0.3	10.1	12.4	-2.3	3.4	4.1	-0.7	8.5	8.4	0.1
Newstalk ZB	45.0	44.2	0.8	4	1.6	1.2	0.4	7.0	5.1	1.9	10.2	10.6	-0.4	17.1	17.1	0.0	15.3	16.7	-1.4	18.2	18.1	0.1	6.8	7.1	-0.3
Radio Hauraki	28.5	24.4	4.1	8	1.7	2.0	-0.3	12.7	8.8	3.9	14.1	11.4	2.7	18.9	15.9	3.0	6.5	7.3	-0.8	2.3	3.5	-1.2	5.2	4.7	0.5
RadioLIVE	16.3	16.4	-0.1	12	*	0.4	*	2.9	1.7	1.2	6.8	3.9	2.9	10.4	8.5	1.9	6.5	7.6	-1.1	4.5	5.1	-0.6	4.2	2.7	1.5
Radio Sport	11.9	14.4	-2.5	14	0.2	0.6	-0.4	2.4	2.7	-0.3	3.4	3.9	-0.5	5.8	6.5	-0.7	5.3	5.0	0.3	4.3	4.8	-0.5	1.8	1.7	0.1
Tarana	4.6	3.8	0.8	17	*	0.4	*	2.6	0.9	1.7	3.7	2.7	1.0	4.2	3.0	1.2	0.9	0.3	0.6	0.4	0.3	0.1	1.8	1.0	0.8
Rhema	4.3	4.3	0.0	18	*	0.1	*	0.6	1.4	-0.8	1.4	1.5	-0.1	2.3	2.1	0.2	2.3	2.2	0.1	1.8	1.7	0.1	1.1	0.8	0.3
Rock	29.1	30.6	-1.5	7	3.1	2.6	0.5	12.1	14.0	-1.9	16.2	17.1	-0.9	20.3	22.0	-1.7	5.5	6.7	-1.2	1.4	1.9	-0.5	6.8	6.8	0.0
Star	2.2	2.8	-0.6	21	0.2	0.2	0.0	0.7	0.7	0.0	0.7	0.5	0.2	1.0	1.2	-0.2	0.2	0.8	-0.6	0.7	0.4	0.3	0.1	0.4	-0.3
Te Upoko o Te Ika	1.3	1.3	0.0	22	0.2	0.1	0.1	*	0.5	*	*	0.3	*	0.3	0.8	-0.5	1.1	0.7	0.4	0.8	0.1	0.7	0.3	0.4	-0.1
The Hits	32.5	38.8	-6.3	5	5.6	5.5	0.1	11.3	12.3	-1.0	14.2	14.7	-0.5	20.9	23.4	-2.5	8.6	11.4	-2.8	2.1	3.3	-1.2	9.1	10.9	-1.8
The Sound	27.6	23.4	4.2	9	3.5	2.7	0.8	5.7	5.1	0.6	8.6	7.6	1.0	14.1	12.5	1.6	10.2	10.0	0.2	6.8	7.2	-0.4	6.7	4.4	2.3
ZM	57.4	54.5	2.9	1	9.2	7.5	1.7	25.8	26.8	-1.0	23.1	23.8	-0.7	33.0	31.0	2.0	11.4	8.6	2.8	3.0	2.9	0.1	12.4	11.2	1.2
Others	28.8	31.3	-2.5		1.6	3.9	-2.3	9.3	8.8	0.5	14.4	12.7	1.7	20.3	19.1	1.2	8.3	9.1	-0.8	4.1	4.0	0.1	7.0	4.7	2.3
Mediaworks Combo	172.2	185.0	-12.8		20.1	20.5	-0.4	53.1	60.8	-7.7	59.8	68.6	-8.8	91.4	101.7	-10.3	52.3	56.4	-4.1	32.4	34.2	-1.8	39.3	38.1	1.2
NZME Combo	156.9	159.3	-2.4		15.1	14.4	0.7	48.5	46.6	1.9	54.0	55.1	-1.1	78.4	80.5	-2.1	43.3	47.0	-3.7	35.4	35.6	-0.2	31.4	30.8	0.6
All Commercial Radio	259.0	269.2	-10.2		25.9	26.6	-0.7	77.2	83.6	-6.4	92.0	99.5	-7.5	136.0	145.2	-9.2	76.4	78.6	-2.2	54.8	53.1	1.7	57.0	54.1	2.9
Potential (000)	357.7	357.7	0.0		42.7	40.9	1.8	106.7	108.5	-1.8	118.2	118.2	0.0	175.0	175.0	0.0	101.9	101.9	0.0	74.7	74.7	0.0	70.0	64.5	5.5
Sample	1,593	1,667	-74		160	187	-27	441	434	7	582	552	30	835	862	-27	448	513	-65	359	377	-18	342	333	9

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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 3 2017

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

Survey Comparisons: 2/2017 - 3/2017

This Survey Period: Sun Apr 23 to Sat Jun 17 & Sun Jul 2 to Sat Sep 16 2017

Last Survey Period: Sun Jan 29 to Sat Jun 17 2017

	This	Last	+/-
Potential (000)	357.7	357.7	0.0
Sample Size	1,593	1,667	-74

	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	1.3	2.6	-1.3	19	1.2	2.5	-1.3	2.7	1.4	1.3	1.5	1.6	-0.1	0.8	0.6	0.2	0.7	0.5	0.2	2.5	2.4	0.1
Breeze	27.1	32.9	-5.8	3	20.6	24.0	-3.4	24.3	26.1	-1.8	22.0	23.3	-1.3	9.4	12.9	-3.5	7.6	7.1	0.5	31.5	33.0	-1.5
Coast	11.1	14.5	-3.4	10	13.0	14.3	-1.3	12.6	13.1	-0.5	10.0	15.2	-5.2	5.9	6.0	-0.1	2.2	2.7	-0.5	16.1	21.3	-5.2
Edge	21.5	27.3	-5.8	4	13.6	18.5	-4.9	20.5	25.9	-5.4	22.0	30.4	-8.4	8.3	10.1	-1.8	3.4	4.7	-1.3	24.2	31.6	-7.4
George FM	2.5	5.5	-3.0	16	1.6	3.5	-1.9	2.1	3.5	-1.4	2.5	5.4	-2.9	1.0	1.1	-0.1	1.8	2.7	-0.9	5.5	6.7	-1.2
Life FM	1.3	2.2	-0.9	19	1.0	1.2	-0.2	1.7	1.4	0.3	1.1	1.4	-0.3	1.0	0.8	0.2	0.1	0.4	-0.3	1.3	1.8	-0.5
Magic	5.4	5.3	0.1	13	7.6	7.5	0.1	7.3	8.9	-1.6	6.3	9.1	-2.8	2.7	3.1	-0.4	1.0	2.0	-1.0	9.2	10.8	-1.6
Mai FM	10.7	15.2	-4.5	12	8.0	10.1	-2.1	9.6	12.2	-2.6	10.7	12.1	-1.4	8.4	9.4	-1.0	1.7	2.8	-1.1	15.3	15.8	-0.5
Mix	2.2	1.4	0.8	17	1.5	1.4	0.1	1.7	1.9	-0.2	2.0	1.7	0.3	1.5	1.9	-0.4	0.8	0.2	0.6	2.6	2.9	-0.3
More FM	17.6	15.8	1.8	5	10.0	9.8	0.2	11.4	14.1	-2.7	11.8	13.1	-1.3	6.7	9.3	-2.6	2.4	2.4	0.0	15.2	16.8	-1.6
Newstalk ZB	30.1	29.6	0.5	2	17.4	17.7	-0.3	16.3	16.8	-0.5	16.2	16.3	-0.1	14.3	14.7	-0.4	11.3	9.8	1.5	28.1	27.0	1.1
Radio Hauraki	12.4	9.1	3.3	9	8.1	7.7	0.4	9.3	8.1	1.2	16.9	14.9	2.0	6.5	5.0	1.5	2.3	1.5	0.8	15.2	11.5	3.7
RadioLIVE	11.1	8.7	2.4	10	6.0	5.9	0.1	5.1	5.1	0.0	8.1	7.1	1.0	3.8	3.5	0.3	4.5	3.3	1.2	8.8	10.2	-1.4
Radio Sport	5.0	4.9	0.1	14	3.4	3.9	-0.5	2.3	3.5	-1.2	2.6	4.3	-1.7	2.3	2.5	-0.2	0.6	0.5	0.1	9.1	9.4	-0.3
Tarana	3.8	3.4	0.4	15	2.7	2.4	0.3	0.9	1.6	-0.7	0.9	1.3	-0.4	1.5	1.6	-0.1	0.3	*	*	3.6	3.2	0.4
Rhema	2.1	2.1	0.0	18	0.6	1.4	-0.8	1.7	0.7	1.0	1.0	1.1	-0.1	1.8	1.4	0.4	1.7	1.4	0.3	2.1	3.9	-1.8
Rock	15.8	16.9	-1.1	6	10.6	11.7	-1.1	10.6	13.1	-2.5	14.4	16.6	-2.2	7.6	8.5	-0.9	2.3	4.0	-1.7	16.9	15.2	1.7
Star	0.6	0.4	0.2	21	0.5	0.2	0.3	1.3	1.3	0.0	0.6	0.1	0.5	0.8	0.7	0.1	0.4	0.5	-0.1	1.2	1.8	-0.6
Te Upoko o Te Ika	0.6	0.8	-0.2	21	0.6	0.9	-0.3	0.3	0.1	0.2	*	0.1	*	0.5	0.5	0.0	0.2	*	*	0.5	0.7	-0.2
The Hits	14.2	18.4	-4.2	7	11.2	12.0	-0.8	14.4	16.7	-2.3	12.4	15.2	-2.8	6.9	8.4	-1.5	3.1	2.7	0.4	19.1	22.7	-3.6
The Sound	13.9	11.9	2.0	8	10.8	7.4	3.4	11.7	11.6	0.1	13.3	12.5	0.8	5.3	5.4	-0.1	2.3	2.4	-0.1	15.3	13.6	1.7
ZM	32.2	30.7	1.5	1	20.4	19.2	1.2	23.1	23.0	0.1	30.6	29.8	0.8	12.9	14.5	-1.6	3.4	5.9	-2.5	35.7	36.0	-0.3
Others	9.7	10.9	-1.2		10.5	9.1	1.4	11.8	11.2	0.6	11.6	10.1	1.5	9.0	8.8	0.2	3.1	3.4	-0.3	16.4	18.0	-1.6
Mediaworks Combo	107.3	118.3	-11.0		75.4	83.2	-7.8	87.2	97.5	-10.3	95.6	108.6	-13.0	46.8	55.3	-8.5	24.1	27.9	-3.8	116.7	128.5	-11.8
NZME Combo	96.6	96.0	0.6		69.2	69.2	0.0	69.0	74.2	-5.2	81.4	86.6	-5.2	46.5	48.1	-1.6	21.8	21.4	0.4	109.8	112.5	-2.7
All Commercial Radio	185.7	192.9	-7.2		132.7	137.3	-4.6	143.2	153.7	-10.5	162.5	174.3	-11.8	90.7	101.5	-10.8	44.9	47.4	-2.5	199.0	213.8	-14.8

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WELLINGTON COMMERCIAL RADIO - SURVEY 3 2017

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

Survey Comparisons: 2/2017 - 3/2017

This Survey Period: Sun Apr 23 to Sat Jun 17 & Sun Jul 2 to Sat Sep 16 2017

Last Survey Period: Sun Jan 29 to Sat Jun 17 2017

	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	13:20	4:54	8:26	11:40	4:26	7:13	3:19	6:48	-3:28	13:06	5:23	7:43	19:21	6:04	13:17	22:07	5:04	17:03	8:56	3:03	5:52	15:07	8:28	6:38
Breeze	9:54	9:45	0:08	7:14	6:06	1:07	9:45	9:29	0:15	7:23	8:32	-1:08	8:29	9:00	-0:30	8:33	10:48	-2:14	10:58	11:39	-0:40	9:01	7:29	1:31
Coast	7:59	8:11	-0:11	4:14	2:53	1:20	2:43	5:03	-2:20	7:39	6:17	1:22	9:14	7:25	1:48	9:45	7:54	1:50	6:54	7:28	-0:34	12:23	6:25	5:57
Edge	4:45	5:39	-0:53	5:22	4:26	0:56	4:19	4:53	-0:33	4:38	6:49	-2:10	4:32	6:29	-1:57	5:12	5:54	-0:41	10:02	8:15	1:46	4:31	7:46	-3:15
George FM	3:33	4:46	-1:12	10:00	5:52	4:07	3:07	4:17	-1:10	2:13	3:14	-1:00	2:37	4:17	-1:40	3:56	5:46	-1:49	2:43	4:14	-1:31	3:57	4:02	-0:04
Life FM	5:10	9:41	-4:31	0:45	2:52	-2:07	0:59	4:58	-3:58	4:23	12:35	-8:12	6:16	11:40	-5:24	8:42	7:10	1:31	*	2:02	*	7:51	18:47	-10:56
Magic	9:29	8:51	0:37	1:22	0:54	0:27	2:13	3:31	-1:18	5:47	9:32	-3:44	7:32	9:26	-1:53	11:44	9:16	2:27	11:06	8:07	2:58	8:01	4:36	3:25
Mai FM	8:48	9:24	-0:35	9:31	8:50	0:41	8:47	10:11	-1:23	9:15	9:45	-0:30	8:38	9:42	-1:03	4:53	8:19	-3:26	1:00	*	*	9:33	6:20	3:13
Mix	6:18	4:37	1:41	21:18	1:10	20:08	5:06	6:05	-0:59	3:40	3:33	0:07	4:22	4:26	-0:04	4:58	4:27	0:31	3:29	2:42	0:46	2:30	1:44	0:45
More FM	6:05	5:42	0:23	4:19	2:44	1:34	4:12	5:07	-0:54	6:55	5:36	1:19	7:01	6:16	0:45	6:38	6:35	0:02	5:49	5:20	0:29	6:00	6:05	-0:05
Newstalk ZB	11:41	10:49	0:52	2:21	2:19	0:01	4:43	3:20	1:23	4:37	4:16	0:20	5:42	4:48	0:54	9:26	8:42	0:43	16:19	16:36	-0:17	7:49	6:08	1:41
Radio Hauraki	5:02	4:56	0:05	2:02	1:28	0:33	4:24	5:39	-1:14	6:11	6:52	-0:40	5:36	6:03	-0:26	4:10	3:35	0:34	4:33	2:53	1:40	6:06	3:56	2:10
RadioLIVE	11:41	7:59	3:41	*	5:09	*	3:50	2:55	0:55	11:21	4:45	6:36	8:36	6:30	2:05	9:08	8:12	0:55	19:05	11:34	7:30	15:13	4:35	10:38
Radio Sport	4:34	3:44	0:50	0:15	0:59	-0:44	5:25	2:42	2:42	4:24	3:26	0:58	4:25	3:06	1:19	4:37	2:52	1:44	4:32	3:45	0:46	3:11	2:46	0:25
Tarana	13:26	12:01	1:24	*	5:59	*	10:37	13:56	-3:19	15:23	13:21	2:02	13:57	12:24	1:32	5:38	4:30	1:08	8:15	20:15	-12:00	11:21	10:21	0:59
Rhema	4:46	4:57	-0:11	*	8:37	*	2:09	3:40	-1:30	6:55	3:30	3:24	5:10	3:52	1:17	2:47	6:02	-3:14	4:43	6:23	-1:39	2:56	4:53	-1:56
Rock	8:21	8:23	-0:02	4:31	2:32	1:59	7:19	8:27	-1:08	9:49	8:41	1:07	9:28	8:58	0:30	9:08	10:38	-1:30	12:09	12:08	0:01	6:11	7:17	-1:06
Star	6:26	3:23	3:02	1:45	1:34	0:10	1:54	2:25	-0:31	1:54	0:59	0:54	2:20	1:36	0:44	3:33	5:59	-2:26	14:46	9:59	4:46	3:00	10:06	-7:06
Te Upoko o Te Ika	4:00	3:43	0:16	0:15	1:33	-1:18	*	2:17	*	*	2:00	*	7:00	4:50	2:09	4:33	5:09	-0:35	3:34	0:30	3:04	2:00	2:00	0:00
The Hits	4:52	4:47	0:05	4:07	2:21	1:45	5:19	4:42	0:36	5:25	5:33	-0:08	5:21	5:32	-0:11	5:01	5:04	-0:03	5:07	4:06	1:01	4:41	5:15	-0:33
The Sound	7:54	7:38	0:16	4:17	5:43	-1:25	5:27	4:47	0:40	5:48	4:00	1:47	6:59	6:09	0:50	9:32	9:04	0:27	12:00	10:53	1:07	9:34	5:14	4:20
ZM	6:52	7:31	-0:38	5:38	6:45	-1:06	7:26	7:50	-0:23	6:09	8:24	-2:15	6:53	8:22	-1:29	7:53	7:54	-0:00	7:51	8:48	-0:56	7:02	8:19	-1:17
Others	5:07	5:18	-0:10	5:20	4:09	1:10	3:54	5:31	-1:36	4:21	5:46	-1:24	4:22	5:24	-1:02	5:53	4:52	1:01	9:44	8:38	1:06	5:21	5:13	0:08
Mediaworks Combo	11:07	10:58	0:09	8:36	7:30	1:05	9:30	10:33	-1:03	10:58	11:07	-0:09	10:42	11:09	-0:27	10:47	11:45	-0:57	14:00	12:44	1:15	11:09	9:55	1:13
NZME Combo	9:33	9:35	-0:01	6:15	5:13	1:02	7:37	7:51	-0:13	7:40	8:28	-0:47	8:21	8:30	-0:09	9:48	9:09	0:39	12:32	13:30	-0:58	8:58	8:18	0:39
All Commercial Radio	14:28	14:21	0:07	11:45	9:32	2:12	12:14	13:01	-0:46	13:18	13:48	-0:30	13:32	13:52	-0:19	14:15	15:00	-0:44	17:43	18:24	-0:41	14:08	13:03	1:05
Potential (000)	357.7	357.7	0.0	42.7	40.9	1.8	106.7	108.5	-1.8	118.2	118.2	0.0	175.0	175.0	0.0	101.9	101.9	0.0	74.7	74.7	0.0	70.0	64.5	5.5
Sample	1,593	1,667	-74	160	187	-27	441	434	7	582	552	30	835	862	-27	448	513	-65	359	377	-18	342	333	9

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WELLINGTON COMMERCIAL RADIO - SURVEY 3 2017

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

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This Survey Period: Sun Apr 23 to Sat Jun 17 & Sun Jul 2 to Sat Sep 16 2017

Last Survey Period: Sun Jan 29 to Sat Jun 17 2017

	This	Last	+/-
Potential (000)	357.7	357.7	0.0
Sample Size	1,593	1,667	-74

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

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

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