



WELLINGTON COMMERCIAL RADIO - SURVEY 4 2017

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

Survey Comparisons: 3/2017 - 4/2017

This Survey Period: Sun Jul 2 to Sat Nov 18 2017

Last Survey Period: Sun Apr 23 to Sat Jun 17 & Sun Jul 2 to Sat Sep 16 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	1.9	1.8	0.1	14	11.0	9.2	1.8	0.3	0.2	0.1	1.1	1.2	-0.1	1.6	1.7	-0.1	2.2	2.1	0.1	0.9	0.9	0.0	1.5	1.7	-0.2
Breeze	12.6	13.4	-0.8	2	9.4	8.2	1.2	6.9	11.0	-4.1	8.9	8.7	0.2	11.8	12.3	-0.5	14.2	16.7	-2.5	16.7	16.9	-0.2	11.5	12.8	-1.3
Coast	4.6	5.3	-0.7	9	0.5	1.8	-1.3	1.2	0.9	0.3	2.5	3.1	-0.6	3.8	4.0	-0.2	7.4	8.2	-0.8	9.0	8.3	0.7	5.4	7.4	-2.0
Edge	6.7	6.1	0.6	4	20.4	15.6	4.8	12.8	11.0	1.8	5.9	6.8	-0.9	5.3	6.0	-0.7	3.6	3.7	-0.1	1.2	1.7	-0.5	6.1	6.7	-0.6
George FM	1.2	0.7	0.5	17	1.7	2.5	-0.8	2.7	1.4	1.3	2.3	0.6	1.7	1.7	0.0	0.4	0.4	0.0	0.1	0.1	0.0	0.8	0.5	0.3	
Life FM	0.2	0.4	-0.2	21	0.1	0.1	0.0	0.1	0.1	0.0	0.4	0.5	-0.1	0.4	0.9	-0.5	0.2	0.9	-0.7	*	*	*	0.6	1.2	-0.6
Magic	2.6	3.4	-0.8	13	0.4	0.2	0.2	0.3	0.4	-0.1	0.4	1.0	-0.6	0.5	1.5	-1.0	3.4	5.2	-1.8	7.8	6.9	0.9	1.6	1.7	-0.1
Mai FM	4.6	5.0	-0.4	9	10.2	13.6	-3.4	11.2	12.5	-1.3	7.9	6.4	1.5	5.5	4.7	0.8	0.5	0.8	-0.3	*	*	*	5.0	5.2	-0.2
Mix	0.7	0.6	0.1	19	2.8	2.2	0.6	1.0	0.8	0.2	0.5	0.6	-0.1	0.5	0.6	-0.1	0.3	0.6	-0.3	*	0.2	*	0.1	0.2	-0.1
More FM	5.9	5.1	0.8	7	8.7	7.0	1.7	4.8	3.2	1.6	7.2	6.7	0.5	7.9	7.2	0.7	6.8	6.1	0.7	2.5	2.1	0.4	5.4	6.3	-0.9
Newstalk ZB	14.8	14.0	0.8	1	1.5	1.2	0.3	4.8	3.5	1.3	7.8	3.8	4.0	8.1	5.3	2.8	13.3	13.3	0.0	27.0	30.6	-3.6	12.9	6.6	6.3
Radio Hauraki	4.2	3.8	0.4	12	1.7	1.2	0.5	7.2	5.9	1.3	7.0	7.1	-0.1	5.9	5.7	0.2	3.2	2.5	0.7	1.4	1.1	0.3	3.4	3.9	-0.5
RadioLIVE	4.4	5.1	-0.7	11	*	*	*	1.4	1.2	0.2	5.1	6.3	-1.2	4.1	4.9	-0.8	4.5	5.4	-0.9	7.0	8.8	-1.8	5.9	7.9	-2.0
Radio Sport	1.7	1.5	0.2	16	0.5	*	*	1.4	1.4	0.0	1.3	1.2	0.1	1.5	1.4	0.1	2.7	2.2	0.5	2.8	2.0	0.8	1.1	0.7	0.4
Tarana	1.9	1.7	0.2	14	0.1	*	*	2.9	2.9	0.0	4.0	4.7	-0.7	3.4	3.2	0.2	1.6	0.5	1.1	0.3	0.4	-0.1	4.5	2.6	1.9
Rhema	0.8	0.5	0.3	18	*	*	*	0.5	0.1	0.4	1.0	0.8	0.2	0.7	0.6	0.1	0.8	0.6	0.2	1.5	0.9	0.6	0.8	0.4	0.4
Rock	6.4	6.5	-0.1	5	3.5	4.6	-1.1	7.5	9.4	-1.9	11.3	13.0	-1.7	10.4	10.4	0.0	6.2	4.6	1.6	1.2	1.7	-0.5	3.8	5.2	-1.4
Star	0.5	0.4	0.1	20	0.2	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.0	0.2	0.1	0.1	0.2	0.1	0.1	1.7	1.1	0.6	*	*	*
Te Upoko o Te Ika	0.1	0.1	0.0	22	0.1	*	*	*	*	*	*	*	*	*	0.1	*	0.3	0.5	-0.2	0.3	0.3	0.0	0.1	0.1	0.0
The Hits	5.2	4.2	1.0	8	8.0	7.6	0.4	8.2	6.4	1.8	5.7	6.3	-0.6	6.2	6.1	0.1	5.8	4.0	1.8	3.2	1.1	2.1	5.4	5.3	0.1
The Sound	6.0	5.8	0.2	6	0.3	4.9	-4.6	4.6	3.3	1.3	5.0	4.1	0.9	6.5	5.4	1.1	10.7	8.9	1.8	7.7	8.4	-0.7	8.3	8.0	0.3
ZM	8.3	10.5	-2.2	3	12.5	17.1	-4.6	16.0	20.3	-4.3	8.9	11.7	-2.8	9.1	12.3	-3.2	6.1	8.3	-2.2	1.9	2.4	-0.5	9.1	10.8	-1.7
Others	4.9	3.9	1.0		6.4	2.9	3.5	4.3	3.9	0.4	5.7	5.1	0.6	4.9	4.8	0.1	5.7	4.5	1.2	5.8	4.1	1.7	6.3	4.6	1.7
Mediaworks Combo	50.4	51.1	-0.7		54.6	56.7	-2.1	52.0	53.4	-1.4	53.9	53.7	0.2	53.6	53.1	0.5	50.3	51.9	-1.6	44.2	46.7	-2.5	48.6	54.3	-5.7
NZME Combo	39.3	40.0	-0.7		27.5	31.1	-3.6	39.8	39.2	0.6	33.8	33.9	-0.1	35.2	35.5	-0.3	38.8	39.0	-0.2	45.2	45.7	-0.5	37.5	35.0	2.5
Potential (000)	357.7	357.7	0.0		43.3	42.7	0.6	106.1	106.7	-0.6	118.2	118.2	0.0	175.0	175.0	0.0	101.9	101.9	0.0	74.7	74.7	0.0	74.8	70.0	4.8
Sample	1,618	1,593	25		158	160	-2	441	441	0	602	582	20	846	835	11	449	448	1	385	359	26	368	342	26

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 4 2017

Station Share (%) by Daypart, People 10+
 Survey Comparisons: 3/2017 - 4/2017

This Survey Period: Sun Jul 2 to Sat Nov 18 2017

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

	This	Last	+/-
Potential (000)	357.7	357.7	0.0
Sample Size	1,618	1,593	25

	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	0.8	0.3	16	1.9	1.7	0.2	2.0	2.1	-0.1	0.7	0.9	-0.2	0.5	0.9	-0.4	0.5	1.1	-0.6	3.9	3.2	0.7
Breeze	12.8	11.3	1.5	2	12.1	13.8	-1.7	13.4	16.3	-2.9	12.1	11.7	0.4	6.8	9.3	-2.5	14.2	16.6	-2.4	13.6	14.1	-0.5
Coast	3.2	3.5	-0.3	12	6.6	6.6	0.0	6.4	7.0	-0.6	4.3	5.1	-0.8	3.9	4.6	-0.7	1.5	4.1	-2.6	3.5	5.3	-1.8
Edge	6.6	6.4	0.2	5	5.8	4.9	0.9	6.1	6.9	-0.8	7.9	7.4	0.5	7.2	5.6	1.6	5.2	4.5	0.7	7.4	5.8	1.6
George FM	0.8	0.3	0.5	17	0.5	0.5	0.0	0.9	0.8	0.1	1.4	0.8	0.6	1.4	0.7	0.7	1.2	0.9	0.3	1.9	1.1	0.8
Life FM	0.1	0.4	-0.3	21	0.1	0.4	-0.3	0.1	0.2	-0.1	0.2	0.4	-0.2	1.4	1.8	-0.4	0.1	0.1	0.0	0.3	0.3	0.0
Magic	2.1	2.6	-0.5	13	3.2	4.5	-1.3	3.6	3.3	0.3	2.1	2.5	-0.4	2.9	2.6	0.3	0.6	4.8	-4.2	2.5	3.8	-1.3
Mai FM	4.5	5.7	-1.2	10	3.4	4.3	-0.9	4.6	5.2	-0.6	7.1	6.3	0.8	4.0	4.1	-0.1	4.1	2.9	1.2	4.6	4.5	0.1
Mix	0.3	0.2	0.1	19	0.7	1.2	-0.5	1.2	1.0	0.2	0.5	0.8	-0.3	0.8	0.7	0.1	0.3	0.2	0.1	0.6	0.4	0.2
More FM	7.5	7.4	0.1	4	7.7	6.2	1.5	6.6	5.0	1.6	4.6	4.2	0.4	2.6	3.4	-0.8	3.8	3.6	0.2	4.4	3.8	0.6
Newstalk ZB	19.0	17.4	1.6	1	10.2	11.3	-1.1	9.3	9.3	0.0	12.7	8.8	3.9	23.5	22.2	1.3	27.1	22.3	4.8	15.9	15.3	0.6
Radio Hauraki	4.6	3.9	0.7	9	4.4	3.3	1.1	4.7	3.7	1.0	5.6	7.6	-2.0	2.3	2.6	-0.3	0.8	1.4	-0.6	3.3	3.1	0.2
RadioLIVE	4.7	5.3	-0.6	8	3.2	3.5	-0.3	1.6	2.2	-0.6	3.1	4.0	-0.9	4.7	6.1	-1.4	19.1	20.1	-1.0	5.5	5.6	-0.1
Radio Sport	1.5	1.2	0.3	15	2.0	2.1	-0.1	1.0	0.7	0.3	1.9	1.3	0.6	1.4	1.4	0.0	0.5	0.5	0.0	2.3	2.1	0.2
Tarana	1.6	1.6	0.0	14	1.7	2.8	-1.1	2.0	0.9	1.1	1.2	0.8	0.4	3.5	3.2	0.3	0.2	0.2	0.0	2.4	1.8	0.6
Rhema	0.6	0.5	0.1	18	0.4	0.1	0.3	0.7	0.4	0.3	0.4	0.2	0.2	3.2	1.9	1.3	1.6	1.4	0.2	0.8	0.6	0.2
Rock	5.4	6.1	-0.7	6	8.2	8.5	-0.3	8.6	8.5	0.1	8.0	8.5	-0.5	6.0	4.8	1.2	0.2	2.2	-2.0	4.4	4.2	0.2
Star	0.2	0.2	0.0	20	0.7	0.5	0.2	0.6	0.5	0.1	0.3	0.1	0.2	1.9	1.3	0.6	0.9	0.4	0.5	0.3	0.3	0.0
Te Upoko o Te Ika	*	0.2	*	*	0.1	0.1	0.0	0.1	0.1	0.0	*	*	*	0.6	0.4	0.2	*	*	*	0.1	0.1	0.0
The Hits	4.8	3.9	0.9	7	5.4	4.4	1.0	5.8	5.1	0.7	4.8	3.7	1.1	8.0	5.1	2.9	5.6	4.6	1.0	4.5	3.8	0.7
The Sound	4.5	5.6	-1.1	10	8.2	6.8	1.4	9.2	8.0	1.2	6.1	5.7	0.4	2.5	4.2	-1.7	3.0	1.1	1.9	4.4	5.1	-0.7
ZM	9.2	12.2	-3.0	3	8.2	9.8	-1.6	7.0	9.2	-2.2	10.7	15.3	-4.6	6.9	6.9	0.0	2.5	3.7	-1.2	8.5	10.5	-2.0
Others	4.9	3.3	1.6		5.4	2.7	2.7	4.4	3.7	0.7	4.4	3.8	0.6	4.1	6.3	-2.2	7.1	3.0	4.1	5.0	5.0	0.0
Mediaworks Combo	48.8	50.8	-2.0		52.3	53.2	-0.9	54.7	56.0	-1.3	52.3	51.1	1.2	37.9	40.8	-2.9	51.5	56.8	-5.3	48.6	48.1	0.5
NZME Combo	42.6	42.3	0.3		37.5	38.6	-1.1	35.4	36.0	-0.6	40.6	42.6	-2.0	46.8	43.4	3.4	38.2	36.9	1.3	38.7	40.5	-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	6.1	5.0	1.1	16	2.8	2.4	0.4	1.0	0.7	0.3	1.3	1.1	0.2	1.7	1.6	0.1	1.4	1.0	0.4	1.2	0.9	0.3	1.3	0.9	0.4
Breeze	52.0	50.7	1.3	2	5.8	3.5	2.3	11.0	10.6	0.4	15.4	14.4	1.0	25.7	26.6	-0.9	18.5	21.3	-2.8	14.3	15.0	-0.7	10.9	11.5	-0.6
Coast	20.3	24.8	-4.5	10	0.8	1.3	-0.5	2.4	3.1	-0.7	4.3	5.0	-0.7	7.5	8.0	-0.5	8.2	9.2	-1.0	9.9	11.7	-1.8	4.0	4.8	-0.8
Edge	49.6	48.2	1.4	3	9.7	8.9	0.8	23.1	24.0	-0.9	18.4	18.0	0.4	24.8	24.6	0.2	9.1	7.7	1.4	2.9	1.6	1.3	12.6	11.9	0.7
George FM	11.1	7.8	3.3	15	2.4	0.8	1.6	5.8	4.4	1.4	5.3	3.4	1.9	5.8	4.3	1.5	0.6	1.2	-0.6	0.3	0.5	-0.2	1.6	1.1	0.5
Life FM	2.5	3.2	-0.7	21	0.4	0.2	0.2	0.9	1.1	-0.2	1.6	1.5	0.1	2.0	2.6	-0.6	0.5	1.1	-0.6	*	*	*	0.8	1.3	-0.5
Magic	12.7	13.3	-0.6	14	0.8	0.5	0.3	1.3	1.9	-0.6	2.0	2.2	-0.2	2.9	3.8	-0.9	3.6	4.8	-1.2	6.5	6.0	0.5	1.4	1.7	-0.3
Mai FM	19.3	21.1	-1.8	11	4.0	4.3	-0.3	11.8	13.4	-1.6	7.8	8.4	-0.6	9.6	10.0	-0.4	2.1	1.8	0.3	0.2	0.2	0.0	5.5	4.4	1.1
Mix	4.3	3.9	0.4	18	0.5	0.3	0.2	1.8	1.4	0.4	2.7	2.0	0.7	3.1	2.7	0.4	0.6	1.3	-0.7	0.2	0.6	-0.4	0.6	0.6	0.0
More FM	31.4	31.4	0.0	6	3.9	4.9	-1.0	7.3	7.2	0.1	13.2	11.9	1.3	20.7	18.9	1.8	10.2	10.1	0.1	3.4	3.4	0.0	7.7	8.5	-0.8
Newstalk ZB	45.8	45.0	0.8	4	1.8	1.6	0.2	7.7	7.0	0.7	11.5	10.2	1.3	19.7	17.1	2.6	16.1	15.3	0.8	17.4	18.2	-0.8	8.7	6.8	1.9
Radio Hauraki	29.0	28.5	0.5	7	3.0	1.7	1.3	12.2	12.7	-0.5	14.8	14.1	0.7	19.2	18.9	0.3	6.1	6.5	-0.4	2.0	2.3	-0.3	4.8	5.2	-0.4
RadioLIVE	15.1	16.3	-1.2	12	0.2	*	*	3.4	2.9	0.5	7.3	6.8	0.5	9.9	10.4	-0.5	5.3	6.5	-1.2	4.3	4.5	-0.2	3.9	4.2	-0.3
Radio Sport	13.5	11.9	1.6	13	1.0	0.2	0.8	1.9	2.4	-0.5	4.3	3.4	0.9	6.6	5.8	0.8	5.6	5.3	0.3	4.8	4.3	0.5	2.3	1.8	0.5
Tarana	4.0	4.6	-0.6	19	0.2	*	*	2.5	2.6	-0.1	2.9	3.7	-0.8	3.4	4.2	-0.8	0.8	0.9	-0.1	0.3	0.4	-0.1	2.4	1.8	0.6
Rhema	5.1	4.3	0.8	17	0.2	*	*	1.1	0.6	0.5	2.0	1.4	0.6	2.6	2.3	0.3	1.7	2.3	-0.6	2.4	1.8	0.6	1.4	1.1	0.3
Rock	28.7	29.1	-0.4	8	3.0	3.1	-0.1	11.3	12.1	-0.8	16.2	16.2	0.0	21.2	20.3	0.9	6.6	5.5	1.1	1.5	1.4	0.1	5.9	6.8	-0.9
Star	3.4	2.2	1.2	20	0.6	0.2	0.4	0.8	0.7	0.1	0.8	0.7	0.1	1.1	1.0	0.1	0.8	0.2	0.6	1.7	0.7	1.0	0.4	0.1	0.3
Te Upoko o Te Ika	1.3	1.3	0.0	22	0.4	0.2	0.2	*	*	*	*	*	*	0.1	0.3	-0.2	0.9	1.1	-0.2	0.8	0.8	0.0	0.3	0.3	0.0
The Hits	35.0	32.5	2.5	5	5.7	5.6	0.1	11.9	11.3	0.6	14.1	14.2	-0.1	22.4	20.9	1.5	10.5	8.6	1.9	3.1	2.1	1.0	9.8	9.1	0.7
The Sound	24.5	27.6	-3.1	9	1.5	3.5	-2.0	5.2	5.7	-0.5	7.3	8.6	-1.3	13.1	14.1	-1.0	10.1	10.2	-0.1	5.9	6.8	-0.9	6.7	6.7	0.0
ZM	52.3	57.4	-5.1	1	9.7	9.2	0.5	22.6	25.8	-3.2	22.6	23.1	-0.5	31.3	33.0	-1.7	9.6	11.4	-1.8	1.9	3.0	-1.1	14.1	12.4	1.7
Others	29.5	28.8	0.7		2.5	1.6	0.9	10.3	9.3	1.0	15.0	14.4	0.6	19.3	20.3	-1.0	7.5	8.3	-0.8	4.6	4.1	0.5	7.4	7.0	0.4
Mediaworks Combo	165.8	172.2	-6.4		18.2	20.1	-1.9	52.3	53.1	-0.8	59.5	59.8	-0.3	88.9	91.4	-2.5	49.4	52.3	-2.9	31.4	32.4	-1.0	39.9	39.3	0.6
NZME Combo	154.1	156.9	-2.8		15.6	15.1	0.5	46.4	48.5	-2.1	54.9	54.0	0.9	80.5	78.4	2.1	43.5	43.3	0.2	33.6	35.4	-1.8	33.7	31.4	2.3
All Commercial Radio	248.6	259.0	-10.4		25.3	25.9	-0.6	75.2	77.2	-2.0	90.9	92.0	-1.1	132.6	136.0	-3.4	72.4	76.4	-4.0	52.4	54.8	-2.4	59.3	57.0	2.3
Potential (000)	357.7	357.7	0.0		43.3	42.7	0.6	106.1	106.7	-0.6	118.2	118.2	0.0	175.0	175.0	0.0	101.9	101.9	0.0	74.7	74.7	0.0	74.8	70.0	4.8
Sample	1,618	1,593	25		158	160	-2	441	441	0	602	582	20	846	835	11	449	448	1	385	359	26	368	342	26

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 4 2017

Cumulative Audience (000's) by Daypart, People 10+
Survey Comparisons: 3/2017 - 4/2017

This Survey Period: Sun Jul 2 to Sat Nov 18 2017

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

	This	Last	+/-
Potential (000)	357.7	357.7	0.0
Sample Size	1,618	1,593	25

	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	2.3	1.3	1.0	17	1.8	1.2	0.6	2.8	2.7	0.1	1.2	1.5	-0.3	0.4	0.8	-0.4	0.4	0.7	-0.3	3.3	2.5	0.8
Breeze	27.5	27.1	0.4	3	19.3	20.6	-1.3	22.4	24.3	-1.9	21.5	22.0	-0.5	9.3	9.4	-0.1	6.1	7.6	-1.5	32.8	31.5	1.3
Coast	9.3	11.1	-1.8	10	12.1	13.0	-0.9	11.3	12.6	-1.3	9.4	10.0	-0.6	4.7	5.9	-1.2	2.3	2.2	0.1	13.3	16.1	-2.8
Edge	23.8	21.5	2.3	4	16.6	13.6	3.0	19.4	20.5	-1.1	23.3	22.0	1.3	8.8	8.3	0.5	3.3	3.4	-0.1	27.9	24.2	3.7
George FM	2.2	2.5	-0.3	19	2.9	1.6	1.3	3.3	2.1	1.2	5.0	2.5	2.5	2.3	1.0	1.3	1.3	1.8	-0.5	6.5	5.5	1.0
Life FM	0.8	1.3	-0.5	21	0.3	1.0	-0.7	0.7	1.7	-1.0	0.7	1.1	-0.4	0.5	1.0	-0.5	0.1	0.1	0.0	1.1	1.3	-0.2
Magic	4.6	5.4	-0.8	14	7.1	7.6	-0.5	7.1	7.3	-0.2	6.0	6.3	-0.3	2.0	2.7	-0.7	1.0	1.0	0.0	7.3	9.2	-1.9
Mai FM	8.6	10.7	-2.1	12	6.5	8.0	-1.5	7.6	9.6	-2.0	9.3	10.7	-1.4	4.9	8.4	-3.5	2.3	1.7	0.6	13.1	15.3	-2.2
Mix	2.3	2.2	0.1	17	0.8	1.5	-0.7	1.5	1.7	-0.2	1.8	2.0	-0.2	1.1	1.5	-0.4	0.6	0.8	-0.2	2.3	2.6	-0.3
More FM	17.1	17.6	-0.5	5	11.4	10.0	1.4	13.2	11.4	1.8	11.5	11.8	-0.3	4.8	6.7	-1.9	1.9	2.4	-0.5	16.0	15.2	0.8
Newstalk ZB	32.6	30.1	2.5	1	15.8	17.4	-1.6	15.1	16.3	-1.2	19.1	16.2	2.9	15.5	14.3	1.2	11.2	11.3	-0.1	30.9	28.1	2.8
Radio Hauraki	14.1	12.4	1.7	8	9.7	8.1	1.6	11.6	9.3	2.3	14.4	16.9	-2.5	5.9	6.5	-0.6	1.2	2.3	-1.1	14.4	15.2	-0.8
RadioLIVE	9.3	11.1	-1.8	10	4.8	6.0	-1.2	3.7	5.1	-1.4	5.8	8.1	-2.3	3.9	3.8	0.1	3.8	4.5	-0.7	7.8	8.8	-1.0
Radio Sport	6.0	5.0	1.0	13	2.9	3.4	-0.5	3.5	2.3	1.2	4.4	2.6	1.8	2.8	2.3	0.5	0.9	0.6	0.3	9.7	9.1	0.6
Tarana	3.1	3.8	-0.7	15	2.0	2.7	-0.7	1.6	0.9	0.7	1.3	0.9	0.4	0.8	1.5	-0.7	0.3	0.3	0.0	3.4	3.6	-0.2
Rhema	2.5	2.1	0.4	16	1.5	0.6	0.9	2.3	1.7	0.6	1.7	1.0	0.7	2.2	1.8	0.4	1.1	1.7	-0.6	2.4	2.1	0.3
Rock	14.8	15.8	-1.0	7	11.4	10.6	0.8	11.0	10.6	0.4	13.9	14.4	-0.5	6.9	7.6	-0.7	0.9	2.3	-1.4	17.3	16.9	0.4
Star	1.0	0.6	0.4	20	1.1	0.5	0.6	1.7	1.3	0.4	0.8	0.6	0.2	0.7	0.8	-0.1	0.9	0.4	0.5	1.5	1.2	0.3
Te Upoko o Te Ika	0.2	0.6	-0.4	22	0.4	0.6	-0.2	0.3	0.3	0.0	*	*	*	0.4	0.5	-0.1	0.2	0.2	0.0	0.5	0.5	0.0
The Hits	15.7	14.2	1.5	6	14.0	11.2	2.8	16.0	14.4	1.6	14.1	12.4	1.7	7.5	6.9	0.6	2.5	3.1	-0.6	19.1	19.1	0.0
The Sound	11.8	13.9	-2.1	9	11.4	10.8	0.6	12.1	11.7	0.4	12.9	13.3	-0.4	3.8	5.3	-1.5	3.1	2.3	0.8	10.9	15.3	-4.4
ZM	29.7	32.2	-2.5	2	18.2	20.4	-2.2	19.9	23.1	-3.2	26.9	30.6	-3.7	12.5	12.9	-0.4	1.8	3.4	-1.6	29.1	35.7	-6.6
Others	10.4	9.7	0.7		10.9	10.5	0.4	13.0	11.8	1.2	12.6	11.6	1.0	6.6	9.0	-2.4	3.1	3.1	0.0	15.5	16.4	-0.9
Mediaworks Combo	99.5	107.3	-7.8		76.5	75.4	1.1	86.0	87.2	-1.2	93.4	95.6	-2.2	40.2	46.8	-6.6	20.6	24.1	-3.5	109.0	116.7	-7.7
NZME Combo	97.4	96.6	0.8		66.9	69.2	-2.3	69.1	69.0	0.1	80.0	81.4	-1.4	46.4	46.5	-0.1	19.5	21.8	-2.3	102.6	109.8	-7.2
All Commercial Radio	178.6	185.7	-7.1		130.5	132.7	-2.2	141.7	143.2	-1.5	159.4	162.5	-3.1	84.4	90.7	-6.3	39.6	44.9	-5.3	189.8	199.0	-9.2

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 4 2017

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

Survey Comparisons: 3/2017 - 4/2017

This Survey Period: Sun Jul 2 to Sat Nov 18 2017

Last Survey Period: Sun Apr 23 to Sat Jun 17 & Sun Jul 2 to Sat Sep 16 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	11:22	13:20	-1:58	10:25	11:40	-1:14	2:38	3:19	-0:41	10:39	13:06	-2:26	18:12	19:21	-1:08	16:36	22:07	-5:31	6:29	8:56	-2:26	10:00	15:07	-5:06
Breeze	8:36	9:54	-1:17	4:21	7:14	-2:53	5:36	9:45	-4:08	7:12	7:23	-0:10	8:34	8:29	0:05	8:05	8:33	-0:27	10:25	10:58	-0:33	9:25	9:01	0:24
Coast	7:56	7:59	-0:03	1:52	4:14	-2:21	4:13	2:43	1:30	7:14	7:39	-0:24	9:35	9:14	0:20	9:26	9:45	-0:18	8:06	6:54	1:12	11:59	12:23	-0:24
Edge	4:47	4:45	0:01	5:36	5:22	0:14	4:56	4:19	0:36	3:57	4:38	-0:41	4:02	4:32	-0:29	4:08	5:12	-1:04	3:45	10:02	-6:16	4:18	4:31	-0:12
George FM	3:40	3:33	0:07	1:55	10:00	-8:04	4:06	3:07	0:59	5:18	2:13	3:05	5:31	2:37	2:54	7:03	3:56	3:06	2:08	2:43	-0:34	4:34	3:57	0:36
Life FM	2:57	5:10	-2:12	0:52	0:45	0:07	0:46	0:59	-0:13	3:19	4:23	-1:03	3:22	6:16	-2:53	3:32	8:42	-5:09	*	*	*	7:31	7:51	-0:19
Magic	7:18	9:29	-2:10	1:10	1:22	-0:11	1:43	2:13	-0:29	2:13	5:47	-3:34	2:58	7:32	-4:34	9:53	11:44	-1:50	10:44	11:06	-0:21	10:06	8:01	2:04
Mai FM	8:33	8:48	-0:14	6:50	9:31	-2:41	8:28	8:47	-0:19	12:37	9:15	3:22	10:41	8:38	2:03	2:24	4:53	-2:28	1:00	1:00	0:00	8:06	9:33	-1:27
Mix	5:22	6:18	-0:56	14:29	21:18	-6:49	4:52	5:06	-0:13	2:07	3:40	-1:33	2:50	4:22	-1:31	5:43	4:58	0:44	1:15	3:29	-2:14	1:47	2:30	-0:43
More FM	6:39	6:05	0:33	5:58	4:19	1:38	5:49	4:12	1:36	6:44	6:55	-0:11	7:08	7:01	0:06	7:02	6:38	0:24	6:40	5:49	0:51	6:17	6:00	0:17
Newstalk ZB	11:25	11:41	-0:16	2:12	2:21	-0:09	5:31	4:43	0:47	8:27	4:37	3:50	7:46	5:42	2:03	8:41	9:26	-0:44	13:52	16:19	-2:27	13:06	7:49	5:17
Radio Hauraki	5:05	5:02	0:02	1:30	2:02	-0:31	5:17	4:24	0:52	5:54	6:11	-0:17	5:43	5:36	0:07	5:34	4:10	1:24	6:23	4:33	1:49	6:20	6:06	0:14
RadioLIVE	10:17	11:41	-1:23	0:15	*	*	3:42	3:50	-0:08	8:39	11:21	-2:42	7:47	8:36	-0:48	9:00	9:08	-0:07	14:33	19:05	-4:32	13:20	15:13	-1:52
Radio Sport	4:24	4:34	-0:10	1:18	0:15	1:03	6:24	5:25	0:59	3:49	4:24	-0:35	4:24	4:25	-0:00	5:00	4:37	0:23	5:07	4:32	0:35	4:13	3:11	1:01
Tarana	16:58	13:26	3:31	1:00	*	*	10:21	10:37	-0:16	17:02	15:23	1:38	18:49	13:57	4:51	20:51	5:38	15:13	8:15	8:15	0:00	16:39	11:21	5:18
Rhema	5:22	4:46	0:36	0:30	*	*	3:38	2:09	1:29	6:25	6:55	-0:29	5:30	5:10	0:19	4:41	2:47	1:53	5:40	4:43	0:56	5:00	2:56	2:03
Rock	7:54	8:21	-0:26	3:07	4:31	-1:24	5:53	7:19	-1:25	8:40	9:49	-1:08	9:09	9:28	-0:19	9:48	9:08	0:39	6:53	12:09	-5:16	5:46	6:11	-0:24
Star	5:18	6:26	-1:08	0:44	1:45	-1:00	1:50	1:54	-0:03	1:50	1:54	-0:03	2:32	2:20	0:12	2:16	3:33	-1:17	8:40	14:46	-6:05	0:45	3:00	-2:15
Te Upoko o Te Ika	2:30	4:00	-1:29	0:30	0:15	0:15	*	*	*	*	*	*	0:15	7:00	-6:45	3:22	4:33	-1:11	3:50	3:34	0:15	2:00	2:00	0:00
The Hits	5:17	4:52	0:24	3:43	4:07	-0:23	6:10	5:19	0:51	5:03	5:25	-0:21	5:10	5:21	-0:10	5:45	5:01	0:44	9:21	5:07	4:14	4:53	4:41	0:11
The Sound	8:42	7:54	0:47	0:32	4:17	-3:45	7:50	5:27	2:22	8:22	5:48	2:34	9:16	6:59	2:16	11:05	9:32	1:33	11:39	12:00	-0:21	11:01	9:34	1:26
ZM	5:35	6:52	-1:17	3:26	5:38	-2:12	6:19	7:26	-1:06	4:53	6:09	-1:15	5:28	6:53	-1:24	6:41	7:53	-1:11	8:39	7:51	0:48	5:44	7:02	-1:18
Others	5:52	5:07	0:45	6:48	5:20	1:27	3:44	3:54	-0:10	4:41	4:21	0:20	4:45	4:22	0:23	8:01	5:53	2:07	11:15	9:44	1:30	7:32	5:21	2:11
Mediaworks Combo	10:47	11:07	-0:19	8:00	8:36	-0:35	8:52	9:30	-0:38	11:15	10:58	0:16	11:18	10:42	0:35	10:42	10:47	-0:05	12:36	14:00	-1:23	10:48	11:09	-0:20
NZME Combo	9:02	9:33	-0:31	4:42	6:15	-1:33	7:38	7:37	0:00	7:37	7:40	-0:02	8:11	8:21	-0:09	9:21	9:48	-0:26	12:02	12:32	-0:29	9:51	8:58	0:53
All Commercial Radio	14:16	14:28	-0:12	10:32	11:45	-1:12	11:52	12:14	-0:22	13:39	13:18	0:21	14:08	13:32	0:35	14:31	14:15	0:16	17:03	17:43	-0:39	14:56	14:08	0:47
Potential (000)	357.7	357.7	0.0	43.3	42.7	0.6	106.1	106.7	-0.6	118.2	118.2	0.0	175.0	175.0	0.0	101.9	101.9	0.0	74.7	74.7	0.0	74.8	70.0	4.8
Sample	1,618	1,593	25	158	160	-2	441	441	0	602	582	20	846	835	11	449	448	1	385	359	26	368	342	26

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	This	Last	+/-
Potential (000)	357.7	357.7	0.0
Sample Size	1,618	1,593	25

	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	3:31	4:58	-1:27	6:00	7:29	-1:28	4:56	5:22	-0:25	2:39	2:32	0:06	2:43	2:39	0:03	1:45	2:45	-1:00	9:29	11:37	-2:08
Breeze	3:18	3:10	0:07	3:34	3:41	-0:07	4:11	4:35	-0:24	2:26	2:20	0:06	1:24	2:29	-1:05	3:06	3:31	-0:24	3:21	4:00	-0:39
Coast	2:24	2:22	0:02	3:06	2:46	0:19	3:57	3:48	0:08	2:00	2:13	-0:13	1:36	1:58	-0:22	0:51	2:58	-2:07	2:08	2:56	-0:47
Edge	1:56	2:16	-0:19	1:59	1:59	0:00	2:10	2:19	-0:08	1:28	1:29	-0:00	1:35	1:41	-0:06	2:03	2:07	-0:03	2:09	2:08	0:01
George FM	2:35	1:02	1:32	0:59	1:46	-0:46	1:54	2:32	-0:37	1:14	1:24	-0:10	1:08	1:52	-0:43	1:16	0:47	0:29	2:23	1:51	0:31
Life FM	0:53	2:33	-1:40	1:00	2:04	-1:04	0:47	0:59	-0:12	1:08	1:37	-0:28	5:45	4:25	1:20	1:00	1:00	0:00	1:51	2:11	-0:19
Magic	3:08	3:43	-0:34	2:33	3:17	-0:43	3:29	3:03	0:25	1:33	1:43	-0:10	2:43	2:28	0:14	0:45	7:35	-6:50	2:43	3:39	-0:55
Mai FM	3:42	4:02	-0:19	3:01	2:56	0:04	4:15	3:41	0:33	3:20	2:36	0:44	1:35	1:15	0:19	2:21	2:42	-0:20	2:48	2:37	0:11
Mix	0:57	0:51	0:05	5:10	4:26	0:44	5:30	3:51	1:38	1:20	1:41	-0:21	1:25	1:11	0:14	0:33	0:30	0:02	2:00	1:28	0:32
More FM	3:06	3:11	-0:05	3:54	3:25	0:28	3:28	3:00	0:28	1:42	1:33	0:09	1:02	1:17	-0:15	2:40	2:25	0:15	2:13	2:13	-0:00
Newstalk ZB	4:07	4:23	-0:15	3:41	3:34	0:06	4:17	3:55	0:21	2:53	2:23	0:30	2:56	3:56	-1:00	3:12	3:09	0:02	4:10	4:51	-0:40
Radio Hauraki	2:18	2:24	-0:05	2:34	2:14	0:19	2:51	2:46	0:04	1:41	1:59	-0:17	0:44	0:59	-0:15	0:49	1:00	-0:10	1:52	1:47	0:04
RadioLIVE	3:33	3:38	-0:04	3:49	3:17	0:32	3:04	2:55	0:08	2:18	2:11	0:07	2:19	4:02	-1:43	6:34	7:10	-0:36	5:44	5:43	0:01
Radio Sport	1:43	1:44	-0:00	3:54	3:23	0:30	2:02	2:06	-0:04	1:55	2:14	-0:19	1:00	1:31	-0:30	0:44	1:19	-0:35	1:54	2:06	-0:11
Tarana	3:44	3:17	0:27	4:50	5:44	-0:53	9:03	7:04	1:59	3:46	4:02	-0:15	8:12	5:20	2:52	1:00	1:00	0:00	5:42	4:34	1:07
Rhema	1:33	1:44	-0:10	1:35	1:04	0:30	1:59	1:41	0:18	0:57	1:02	-0:05	2:51	2:38	0:12	1:58	1:19	0:39	2:47	2:33	0:13
Rock	2:35	2:56	-0:21	4:05	4:27	-0:21	5:25	5:28	-0:02	2:28	2:37	-0:08	1:41	1:36	0:04	0:19	1:35	-1:15	2:02	2:14	-0:11
Star	1:22	1:53	-0:31	3:42	5:12	-1:30	2:34	2:47	-0:12	1:22	0:57	0:24	5:14	4:10	1:03	1:23	2:00	-0:36	1:25	2:03	-0:37
Te Upoko o Te Ika	1:00	2:25	-1:25	1:09	1:17	-0:07	2:00	2:00	0:00	*	*	*	2:53	2:05	0:47	0:15	0:15	0:00	1:37	2:12	-0:34
The Hits	2:08	2:04	0:04	2:12	2:08	0:03	2:31	2:24	0:07	1:28	1:20	0:07	2:02	1:52	0:10	3:00	2:25	0:34	1:55	1:45	0:09
The Sound	2:41	3:01	-0:20	4:06	3:30	0:35	5:19	4:42	0:36	2:02	1:53	0:09	1:15	2:00	-0:44	1:18	0:44	0:33	3:13	3:00	0:13
ZM	2:11	2:52	-0:40	2:35	2:39	-0:04	2:27	2:43	-0:15	1:43	2:12	-0:29	1:03	1:21	-0:17	1:50	1:44	0:06	2:22	2:38	-0:15
Others	3:20	2:34	0:46	2:49	1:25	1:24	2:21	2:08	0:13	1:30	1:27	0:02	1:12	1:46	-0:34	3:01	1:33	1:28	2:36	2:43	-0:06
Mediaworks Combo	3:28	3:35	-0:07	3:54	3:53	0:01	4:26	4:24	0:01	2:26	2:21	0:04	1:49	2:13	-0:23	3:18	3:46	-0:28	3:36	3:41	-0:04
NZME Combo	3:05	3:19	-0:14	3:12	3:04	0:07	3:34	3:34	-0:00	2:12	2:18	-0:06	1:57	2:22	-0:25	2:35	2:43	-0:07	3:03	3:17	-0:14
All Commercial Radio	3:57	4:05	-0:07	4:23	4:09	0:13	4:55	4:47	0:07	2:43	2:43	0:00	2:17	2:48	-0:30	3:20	3:34	-0:13	4:16	4:29	-0:13

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