



WELLINGTON COMMERCIAL RADIO - SURVEY 2 2017

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

Survey Comparisons: 1/2017 - 2/2017

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

Last Survey Period: Sun Jul 17 to Sat Oct 22 2016 & Sun Jan 29 to Sat Apr 22 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	0.6	0.8	-0.2	18	1.5	0.5	1.0	0.3	0.1	0.2	0.5	0.4	0.1	0.8	0.8	0.0	1.0	1.7	-0.7	0.4	1.0	-0.6	1.1	1.1	0.0
Breeze	13.9	11.9	2.0	1	6.9	6.4	0.5	12.9	10.3	2.6	13.2	11.6	1.6	14.0	11.5	2.5	17.8	13.8	4.0	16.5	16.8	-0.3	12.3	9.0	3.3
Coast	6.7	5.8	0.9	5	1.7	0.8	0.9	1.1	2.4	-1.3	3.0	3.3	-0.3	4.3	4.3	0.0	9.5	7.6	1.9	11.3	10.2	1.1	5.3	4.5	0.8
Edge	8.6	10.2	-1.6	4	16.6	27.7	-11.1	13.0	16.1	-3.1	12.3	12.8	-0.5	10.3	10.8	-0.5	4.9	5.4	-0.5	2.7	2.3	0.4	15.9	13.9	2.0
George FM	1.3	1.4	-0.1	15	2.0	1.1	0.9	1.7	1.1	0.6	1.0	2.0	-1.0	1.5	2.0	-0.5	1.5	1.1	0.4	0.2	0.1	0.1	1.1	1.3	-0.2
Life FM	0.9	0.8	0.1	17	0.2	0.3	-0.1	0.8	0.7	0.1	1.5	1.6	-0.1	1.3	1.1	0.2	0.6	0.1	0.5	0.1	0.1	0.0	3.1	2.8	0.3
Magic	3.4	3.6	-0.2	11	0.1	3.7	-3.6	0.2	1.3	-1.1	1.3	1.5	-0.2	1.8	1.5	0.3	5.7	5.7	0.0	6.7	9.5	-2.8	1.2	2.1	-0.9
Mai FM	6.1	6.1	0.0	7	21.2	15.3	5.9	14.1	13.1	1.0	8.9	10.8	-1.9	6.3	7.5	-1.2	0.4	0.1	0.3	*	*	*	3.8	4.6	-0.8
Mix	0.6	0.5	0.1	18	0.2	0.5	-0.3	1.2	1.5	-0.3	0.5	0.3	0.2	0.5	0.3	0.2	0.5	0.2	0.3	0.3	0.1	0.2	0.2	0.3	-0.1
More FM	4.6	3.9	0.7	9	4.2	3.1	1.1	3.4	4.1	-0.7	4.4	4.5	-0.1	6.0	5.3	0.7	6.9	5.4	1.5	2.2	1.8	0.4	7.2	5.2	2.0
Newstalk ZB	12.4	12.3	0.1	2	1.1	2.0	-0.9	1.6	2.2	-0.6	3.3	3.4	-0.1	4.1	4.8	-0.7	12.4	14.1	-1.7	30.8	29.2	1.6	6.1	7.4	-1.3
Radio Hauraki	3.1	2.9	0.2	13	1.2	0.8	0.4	4.6	6.0	-1.4	5.7	4.9	0.8	4.8	4.1	0.7	2.2	2.0	0.2	1.0	0.9	0.1	2.6	1.9	0.7
RadioLIVE	3.4	3.5	-0.1	11	0.7	0.3	0.4	0.5	0.9	-0.4	1.4	1.6	-0.2	2.8	3.6	-0.8	5.3	6.2	-0.9	6.0	5.0	1.0	1.7	2.5	-0.8
Radio Sport	1.4	2.2	-0.8	14	0.2	0.9	-0.7	0.7	0.6	0.1	1.0	1.6	-0.6	1.0	2.1	-1.1	1.2	2.7	-1.5	1.8	2.5	-0.7	0.6	2.3	-1.7
Tarana	1.2	0.9	0.3	16	0.9	1.0	-0.1	1.1	1.0	0.1	2.6	1.8	0.8	1.9	1.3	0.6	0.1	*	*	0.6	0.6	0.0	1.4	1.4	0.0
Rhema	0.6	1.3	-0.7	18	0.4	0.4	0.0	0.5	0.5	0.0	0.4	0.4	0.0	0.4	1.4	-1.0	1.1	3.2	-2.1	1.1	1.5	-0.4	0.5	0.4	0.1
Rock	6.7	6.8	-0.1	5	2.7	2.3	0.4	10.9	10.1	0.8	10.8	10.2	0.6	9.8	10.0	-0.2	6.1	6.1	0.0	2.3	0.9	1.4	7.0	7.6	-0.6
Star	0.2	0.3	-0.1	21	0.2	0.2	0.0	0.1	0.1	0.0	*	*	*	0.1	0.1	0.0	0.4	0.7	-0.3	0.4	0.6	-0.2	0.5	0.8	-0.3
Te Upoko o Te Ika	0.1	*	*	22	0.1	*	*	0.1	0.1	0.0	*	*	*	0.2	*	*	0.3	*	*	*	*	*	0.1	0.1	0.0
The Hits	4.8	6.6	-1.8	8	5.1	11.1	-6.0	5.3	6.5	-1.2	5.9	7.3	-1.4	6.4	7.9	-1.5	4.9	6.6	-1.7	1.4	2.2	-0.8	8.1	9.7	-1.6
The Sound	4.6	4.4	0.2	9	6.2	1.6	4.6	2.2	2.9	-0.7	2.2	2.8	-0.6	3.8	4.1	-0.3	7.7	8.3	-0.6	8.0	7.0	1.0	3.2	4.5	-1.3
ZM	10.6	7.9	2.7	3	20.0	12.0	8.0	19.3	13.2	6.1	14.6	11.4	3.2	12.9	9.6	3.3	5.8	4.1	1.7	2.6	2.5	0.1	13.2	10.4	2.8
Others	4.3	5.9	-1.6		6.5	8.1	-1.6	4.5	5.3	-0.8	5.3	5.8	-0.5	5.1	6.0	-0.9	3.8	5.2	-1.4	3.6	5.3	-1.7	3.4	6.6	-3.2
Mediaworks Combo	52.5	51.8	0.7		60.6	61.4	-0.8	59.0	60.0	-1.0	55.6	57.8	-2.2	56.3	56.2	0.1	56.2	52.1	4.1	44.6	43.3	1.3	53.5	50.6	2.9
NZME Combo	39.6	38.2	1.4		29.6	28.0	1.6	33.7	32.3	1.4	34.0	32.3	1.7	34.0	33.1	0.9	36.5	37.1	-0.6	49.2	47.6	1.6	36.3	36.4	-0.1
Potential (000)	357.7	357.7	0.0		40.9	42.3	-1.4	108.5	107.1	1.4	118.2	118.2	0.0	175.0	175.0	0.0	101.9	101.9	0.0	74.7	74.7	0.0	64.5	67.8	-3.3
Sample	1,667	1,505	162		187	153	34	434	419	15	552	509	43	862	792	70	513	453	60	377	337	40	333	314	19

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 2 2017

Station Share (%) by Daypart, People 10+
 Survey Comparisons: 1/2017 - 2/2017

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

	This	Last	+/-
Potential (000)	357.7	357.7	0.0
Sample Size	1,667	1,505	162

	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	0.9	1.1	-0.2	15	0.5	0.4	0.1	0.2	0.3	-0.1	0.8	1.0	-0.2	0.6	0.1	0.5	1.2	0.7	0.5	0.5	1.1	-0.6
Breeze	13.0	11.6	1.4	2	15.5	14.3	1.2	14.8	14.4	0.4	11.3	11.2	0.1	11.0	7.0	4.0	18.3	5.4	12.9	14.4	11.0	3.4
Coast	4.6	4.5	0.1	9	7.9	6.1	1.8	6.7	4.7	2.0	6.2	6.1	0.1	4.4	3.8	0.6	4.8	2.5	2.3	9.0	8.5	0.5
Edge	9.7	9.7	0.0	4	6.7	7.8	-1.1	9.6	10.2	-0.6	12.0	10.8	1.2	6.4	10.3	-3.9	5.2	21.8	-16.6	7.5	9.9	-2.4
George FM	0.9	1.0	-0.1	15	1.0	1.4	-0.4	1.1	2.0	-0.9	1.6	1.4	0.2	0.9	1.1	-0.2	4.3	4.7	-0.4	1.4	0.8	0.6
Life FM	0.8	0.5	0.3	17	1.1	1.0	0.1	1.1	1.1	0.0	0.6	0.5	0.1	0.6	0.2	0.4	0.2	0.4	-0.2	1.1	1.1	0.0
Magic	1.9	2.7	-0.8	13	4.1	4.2	-0.1	3.6	3.9	-0.3	3.4	3.6	-0.2	2.1	1.5	0.6	5.9	4.4	1.5	3.9	4.0	-0.1
Mai FM	7.6	6.4	1.2	5	5.0	5.5	-0.5	7.1	7.2	-0.1	6.3	5.8	0.5	7.2	7.5	-0.3	3.8	2.2	1.6	4.8	5.7	-0.9
Mix	0.2	0.2	0.0	21	0.6	0.3	0.3	0.3	0.5	-0.2	0.5	0.1	0.4	2.3	2.9	-0.6	*	0.1	*	0.6	0.5	0.1
More FM	4.3	3.4	0.9	10	5.0	4.0	1.0	5.0	4.5	0.5	4.9	4.8	0.1	3.2	2.1	1.1	3.2	4.1	-0.9	4.6	3.9	0.7
Newstalk ZB	16.0	16.5	-0.5	1	12.0	11.2	0.8	8.6	7.9	0.7	6.3	7.6	-1.3	20.0	23.1	-3.1	18.7	18.0	0.7	12.1	11.5	0.6
Radio Hauraki	2.3	2.6	-0.3	12	3.6	3.2	0.4	3.8	3.9	-0.1	6.0	4.7	1.3	2.2	1.7	0.5	1.1	0.6	0.5	2.2	2.1	0.1
RadioLIVE	3.3	4.3	-1.0	11	2.3	2.4	-0.1	2.5	2.5	0.0	2.4	2.1	0.3	6.4	3.4	3.0	10.2	13.9	-3.7	3.2	3.7	-0.5
Radio Sport	0.8	2.4	-1.6	17	2.3	2.5	-0.2	0.9	1.0	-0.1	1.0	2.0	-1.0	1.8	2.5	-0.7	0.4	0.4	0.0	2.0	3.0	-1.0
Tarana	1.4	1.2	0.2	14	1.9	0.8	1.1	0.8	0.5	0.3	0.6	0.8	-0.2	1.0	0.7	0.3	*	*	*	1.5	1.5	0.0
Rhema	0.5	0.8	-0.3	19	0.3	1.6	-1.3	0.4	1.7	-1.3	0.4	1.3	-0.9	0.7	1.6	-0.9	0.7	0.7	0.0	0.9	1.0	-0.1
Rock	7.0	7.1	-0.1	6	8.5	8.9	-0.4	8.0	7.8	0.2	7.9	7.5	0.4	3.4	4.0	-0.6	8.1	7.3	0.8	4.2	4.6	-0.4
Star	*	0.1	*	*	0.2	0.2	0.0	0.3	0.3	0.0	0.1	0.1	0.0	0.5	0.6	-0.1	0.6	0.7	-0.1	0.4	0.4	0.0
Te Upoko o Te Ika	0.3	*	*	20	0.1	0.1	0.0	*	*	*	*	*	*	0.1	*	*	*	*	*	0.2	*	*
The Hits	5.5	7.6	-2.1	7	4.1	5.5	-1.4	5.5	7.1	-1.6	4.8	7.6	-2.8	4.9	6.0	-1.1	1.4	2.2	-0.8	4.8	6.5	-1.7
The Sound	4.9	3.4	1.5	8	4.5	5.0	-0.5	6.1	6.2	-0.1	4.9	5.4	-0.5	3.9	3.1	0.8	1.8	1.9	-0.1	3.9	3.6	0.3
ZM	11.2	7.5	3.7	3	9.9	7.4	2.5	10.0	7.2	2.8	13.3	9.6	3.7	7.1	6.0	1.1	6.0	5.1	0.9	11.6	9.3	2.3
Others	2.9	5.2	-2.3		3.0	6.1	-3.1	3.5	5.0	-1.5	4.5	6.1	-1.6	9.3	10.7	-1.4	4.0	2.9	1.1	5.3	6.2	-0.9
Mediaworks Combo	52.6	49.7	2.9		52.5	53.6	-1.1	57.9	58.8	-0.9	54.8	52.5	2.3	44.5	40.0	4.5	60.9	65.7	-4.8	47.9	47.3	0.6
NZME Combo	40.6	41.3	-0.7		40.3	36.3	4.0	35.8	32.4	3.4	38.1	37.7	0.4	42.6	46.1	-3.5	32.4	28.9	3.5	42.3	41.3	1.0

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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 2 2017

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	4.8	6.3	-1.5	16	0.8	0.6	0.2	0.5	0.4	0.1	1.4	1.7	-0.3	2.5	3.6	-1.1	2.2	3.6	-1.4	1.4	1.7	-0.3	0.9	1.2	-0.3
Breeze	55.0	52.2	2.8	2	2.9	3.7	-0.8	14.9	13.7	1.2	21.3	19.4	1.9	31.4	29.4	2.0	19.5	17.9	1.6	13.8	12.3	1.5	11.6	11.6	0.0
Coast	31.5	30.8	0.7	6	1.5	1.3	0.2	2.3	3.3	-1.0	6.6	6.9	-0.3	11.6	13.6	-2.0	14.1	15.2	-1.1	14.8	13.0	1.8	5.8	6.6	-0.8
Edge	58.6	58.7	-0.1	1	9.5	10.3	-0.8	29.0	27.5	1.5	24.8	24.5	0.3	31.9	31.0	0.9	9.8	10.4	-0.6	3.1	3.9	-0.8	14.5	15.0	-0.5
George FM	10.5	9.6	0.9	15	0.9	1.0	-0.1	4.3	3.4	0.9	4.4	4.2	0.2	7.1	6.0	1.1	3.0	1.9	1.1	0.5	0.2	0.3	1.9	2.1	-0.2
Life FM	3.6	2.8	0.8	20	0.2	0.3	-0.1	1.7	1.0	0.7	1.6	1.4	0.2	2.3	1.6	0.7	0.9	0.6	0.3	0.3	0.5	-0.2	1.2	1.0	0.2
Magic	14.7	17.0	-2.3	13	0.3	1.4	-1.1	0.7	1.5	-0.8	1.9	2.2	-0.3	3.9	3.6	0.3	7.2	8.4	-1.2	8.0	10.6	-2.6	1.9	2.4	-0.5
Mai FM	25.3	24.9	0.4	9	6.1	6.4	-0.3	15.1	13.1	2.0	12.5	13.1	-0.6	13.0	13.7	-0.7	0.5	0.5	0.0	*	*	*	4.2	5.5	-1.3
Mix	4.7	5.1	-0.4	17	0.5	0.9	-0.4	2.1	2.4	-0.3	1.9	1.6	0.3	2.4	1.9	0.5	1.4	1.0	0.4	0.9	0.7	0.2	1.0	1.2	-0.2
More FM	30.9	29.3	1.6	7	3.9	3.4	0.5	7.1	7.5	-0.4	10.7	12.1	-1.4	19.2	19.6	-0.4	12.4	10.7	1.7	4.1	3.6	0.5	8.4	8.5	-0.1
Newstalk ZB	44.2	45.9	-1.7	4	1.2	2.0	-0.8	5.1	5.1	0.0	10.6	11.1	-0.5	17.1	18.9	-1.8	16.7	19.6	-2.9	18.1	18.6	-0.5	7.1	8.6	-1.5
Radio Hauraki	24.4	18.9	5.5	10	2.0	1.4	0.6	8.8	6.9	1.9	11.4	8.7	2.7	15.9	12.2	3.7	7.3	6.1	1.2	3.5	3.0	0.5	4.7	3.4	1.3
RadioLIVE	16.4	19.7	-3.3	12	0.4	0.4	0.0	1.7	3.0	-1.3	3.9	6.0	-2.1	8.5	11.3	-2.8	7.6	8.9	-1.3	5.1	5.4	-0.3	2.7	3.9	-1.2
Radio Sport	14.4	21.1	-6.7	14	0.6	1.1	-0.5	2.7	2.5	0.2	3.9	5.6	-1.7	6.5	10.8	-4.3	5.0	9.3	-4.3	4.8	6.3	-1.5	1.7	3.5	-1.8
Tarana	3.8	3.8	0.0	19	0.4	0.5	-0.1	0.9	1.8	-0.9	2.7	2.9	-0.2	3.0	2.9	0.1	0.3	*	*	0.3	0.3	0.0	1.0	0.9	0.1
Rhema	4.3	4.4	-0.1	18	0.1	0.1	0.0	1.4	1.4	0.0	1.5	1.4	0.1	2.1	2.9	-0.8	2.2	2.3	-0.1	1.7	0.8	0.9	0.8	0.6	0.2
Rock	30.6	33.6	-3.0	8	2.6	3.3	-0.7	14.0	15.3	-1.3	17.1	17.2	-0.1	22.0	24.0	-2.0	6.7	8.1	-1.4	1.9	1.3	0.6	6.8	7.2	-0.4
Star	2.8	2.8	0.0	21	0.2	0.3	-0.1	0.7	0.5	0.2	0.5	0.5	0.0	1.2	1.6	-0.4	0.8	1.4	-0.6	0.4	0.4	0.0	0.4	0.6	-0.2
Te Upoko o Te Ika	1.3	0.8	0.5	22	0.1	0.1	0.0	0.5	0.4	0.1	0.3	0.3	0.0	0.8	0.3	0.5	0.7	0.4	0.3	0.1	0.3	-0.2	0.4	0.4	0.0
The Hits	38.8	50.9	-12.1	5	5.5	9.8	-4.3	12.3	16.7	-4.4	14.7	17.7	-3.0	23.4	28.3	-4.9	11.4	13.3	-1.9	3.3	3.2	0.1	10.9	13.9	-3.0
The Sound	23.4	22.0	1.4	11	2.7	1.0	1.7	5.1	5.3	-0.2	7.6	8.5	-0.9	12.5	13.0	-0.5	10.0	9.5	0.5	7.2	6.3	0.9	4.4	5.3	-0.9
ZM	54.5	50.9	3.6	3	7.5	7.1	0.4	26.8	23.5	3.3	23.8	23.6	0.2	31.0	30.5	0.5	8.6	8.9	-0.3	2.9	3.0	-0.1	11.2	13.4	-2.2
Others	31.3	35.4	-4.1		3.9	4.5	-0.6	8.8	10.9	-2.1	12.7	13.0	-0.3	19.1	20.0	-0.9	9.1	10.5	-1.4	4.0	5.5	-1.5	4.7	6.0	-1.3
Mediaworks Combo	185.0	179.4	5.6		20.5	19.5	1.0	60.8	58.4	2.4	68.6	68.2	0.4	101.7	99.8	1.9	56.4	54.3	2.1	34.2	32.9	1.3	38.1	40.8	-2.7
NZME Combo	159.3	165.5	-6.2		14.4	17.4	-3.0	46.6	46.1	0.5	55.1	57.2	-2.1	80.5	87.2	-6.7	47.0	53.0	-6.0	35.6	34.4	1.2	30.8	36.5	-5.7
All Commercial Radio	269.2	263.5	5.7		26.6	28.2	-1.6	83.6	78.8	4.8	99.5	97.7	1.8	145.2	145.7	-0.5	78.6	80.8	-2.2	53.1	50.9	2.2	54.1	57.4	-3.3
Potential (000)	357.7	357.7	0.0		40.9	42.3	-1.4	108.5	107.1	1.4	118.2	118.2	0.0	175.0	175.0	0.0	101.9	101.9	0.0	74.7	74.7	0.0	64.5	67.8	-3.3
Sample	1,667	1,505	162		187	153	34	434	419	15	552	509	43	862	792	70	513	453	60	377	337	40	333	314	19

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

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WELLINGTON COMMERCIAL RADIO - SURVEY 2 2017

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

Survey Comparisons: 1/2017 - 2/2017

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

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

	This	Last	+/-
Potential (000)	357.7	357.7	0.0
Sample Size	1,667	1,505	162

	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	2.6	3.7	-1.1	17	2.5	2.8	-0.3	1.4	1.7	-0.3	1.6	1.9	-0.3	0.6	0.2	0.4	0.5	0.4	0.1	2.4	3.6	-1.2
Breeze	32.9	28.4	4.5	1	24.0	24.2	-0.2	26.1	27.9	-1.8	23.3	22.2	1.1	12.9	9.9	3.0	7.1	3.9	3.2	33.0	29.5	3.5
Coast	14.5	14.1	0.4	9	14.3	14.4	-0.1	13.1	11.8	1.3	15.2	16.6	-1.4	6.0	6.7	-0.7	2.7	2.6	0.1	21.3	23.1	-1.8
Edge	27.3	29.1	-1.8	4	18.5	21.2	-2.7	25.9	26.5	-0.6	30.4	28.6	1.8	10.1	11.2	-1.1	4.7	5.2	-0.5	31.6	34.9	-3.3
George FM	5.5	4.3	1.2	13	3.5	3.0	0.5	3.5	3.8	-0.3	5.4	4.5	0.9	1.1	1.3	-0.2	2.7	1.4	1.3	6.7	4.6	2.1
Life FM	2.2	1.2	1.0	18	1.2	0.8	0.4	1.4	0.9	0.5	1.4	0.9	0.5	0.8	0.2	0.6	0.4	0.6	-0.2	1.8	2.0	-0.2
Magic	5.3	6.9	-1.6	14	7.5	8.9	-1.4	8.9	9.5	-0.6	9.1	9.0	0.1	3.1	2.6	0.5	2.0	2.4	-0.4	10.8	12.9	-2.1
Mai FM	15.2	13.3	1.9	8	10.1	11.7	-1.6	12.2	12.7	-0.5	12.1	10.7	1.4	9.4	6.5	2.9	2.8	1.7	1.1	15.8	14.7	1.1
Mix	1.4	1.0	0.4	20	1.4	1.6	-0.2	1.9	2.1	-0.2	1.7	0.9	0.8	1.9	2.3	-0.4	0.2	0.2	0.0	2.9	2.3	0.6
More FM	15.8	14.4	1.4	7	9.8	10.0	-0.2	14.1	14.5	-0.4	13.1	12.1	1.0	9.3	6.3	3.0	2.4	2.9	-0.5	16.8	16.3	0.5
Newstalk ZB	29.6	31.3	-1.7	3	17.7	17.3	0.4	16.8	16.4	0.4	16.3	17.0	-0.7	14.7	18.1	-3.4	9.8	10.7	-0.9	27.0	30.5	-3.5
Radio Hauraki	9.1	7.8	1.3	11	7.7	7.3	0.4	8.1	8.4	-0.3	14.9	10.0	4.9	5.0	3.7	1.3	1.5	0.7	0.8	11.5	8.0	3.5
RadioLIVE	8.7	10.1	-1.4	12	5.9	5.7	0.2	5.1	5.2	-0.1	7.1	7.6	-0.5	3.5	3.5	0.0	3.3	4.0	-0.7	10.2	11.5	-1.3
Radio Sport	4.9	7.4	-2.5	15	3.9	4.3	-0.4	3.5	3.9	-0.4	4.3	7.0	-2.7	2.5	3.6	-1.1	0.5	0.8	-0.3	9.4	13.2	-3.8
Tarana	3.4	2.6	0.8	16	2.4	2.2	0.2	1.6	1.3	0.3	1.3	2.5	-1.2	1.6	0.9	0.7	*	0.1	*	3.2	3.3	-0.1
Rhema	2.1	2.6	-0.5	19	1.4	2.6	-1.2	0.7	2.0	-1.3	1.1	2.5	-1.4	1.4	1.8	-0.4	1.4	0.7	0.7	3.9	2.7	1.2
Rock	16.9	17.9	-1.0	6	11.7	13.6	-1.9	13.1	13.7	-0.6	16.6	18.4	-1.8	8.5	9.3	-0.8	4.0	3.1	0.9	15.2	17.3	-2.1
Star	0.4	0.6	-0.2	22	0.2	0.3	-0.1	1.3	1.2	0.1	0.1	0.2	-0.1	0.7	0.9	-0.2	0.5	0.7	-0.2	1.8	1.8	0.0
Te Upoko o Te Ika	0.8	0.3	0.5	21	0.9	0.6	0.3	0.1	0.1	0.0	0.1	*	*	0.5	*	*	*	*	*	0.7	0.1	0.6
The Hits	18.4	26.4	-8.0	5	12.0	14.5	-2.5	16.7	20.6	-3.9	15.2	21.6	-6.4	8.4	9.0	-0.6	2.7	3.1	-0.4	22.7	29.1	-6.4
The Sound	11.9	10.6	1.3	10	7.4	9.4	-2.0	11.6	12.9	-1.3	12.5	12.9	-0.4	5.4	5.7	-0.3	2.4	2.1	0.3	13.6	10.7	2.9
ZM	30.7	26.1	4.6	2	19.2	17.8	1.4	23.0	21.5	1.5	29.8	28.3	1.5	14.5	15.6	-1.1	5.9	4.8	1.1	36.0	31.7	4.3
Others	10.9	12.5	-1.6		9.1	9.7	-0.6	11.2	12.9	-1.7	10.1	11.6	-1.5	8.8	9.7	-0.9	3.4	2.3	1.1	18.0	21.2	-3.2
Mediaworks Combo	118.3	111.0	7.3		83.2	90.1	-6.9	97.5	101.8	-4.3	108.6	106.9	1.7	55.3	49.5	5.8	27.9	22.3	5.6	128.5	126.1	2.4
NZME Combo	96.0	100.7	-4.7		69.2	69.3	-0.1	74.2	76.9	-2.7	86.6	90.0	-3.4	48.1	53.2	-5.1	21.4	21.2	0.2	112.5	116.8	-4.3
All Commercial Radio	192.9	190.9	2.0		137.3	141.7	-4.4	153.7	155.8	-2.1	174.3	176.2	-1.9	101.5	102.9	-1.4	47.4	40.3	7.1	213.8	214.3	-0.5

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 2 2017

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

Survey Comparisons: 1/2017 - 2/2017

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

Last Survey Period: Sun Jul 17 to Sat Oct 22 2016 & Sun Jan 29 to Sat Apr 22 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	4:54	4:40	0:13	4:26	2:00	2:26	6:48	1:31	5:16	5:23	3:18	2:05	6:04	4:43	1:20	5:04	5:45	-0:41	3:03	5:28	-2:25	8:28	7:03	1:25
Breeze	9:45	8:55	0:49	6:06	4:41	1:25	9:29	7:57	1:31	8:32	9:06	-0:34	9:00	8:37	0:22	10:48	9:40	1:08	11:39	13:33	-1:54	7:29	6:26	1:02
Coast	8:11	7:24	0:47	2:53	1:36	1:17	5:03	7:39	-2:35	6:17	7:14	-0:57	7:25	7:00	0:25	7:54	6:13	1:40	7:28	7:43	-0:14	6:25	5:36	0:49
Edge	5:39	6:48	-1:08	4:26	7:13	-2:47	4:53	6:11	-1:18	6:49	7:56	-1:06	6:29	7:45	-1:16	5:54	6:33	-0:38	8:15	5:45	2:29	7:46	7:40	0:05
George FM	4:46	5:47	-1:01	5:52	2:56	2:56	4:17	3:19	0:58	3:14	7:17	-4:02	4:17	7:20	-3:02	5:46	7:02	-1:16	4:14	3:10	1:04	4:02	5:02	-1:00
Life FM	9:41	11:20	-1:38	2:52	2:44	0:07	4:58	6:43	-1:45	12:35	17:26	-4:51	11:40	15:12	-3:31	7:10	1:32	5:37	2:02	1:31	0:30	18:47	23:31	-4:44
Magic	8:51	8:16	0:35	0:54	7:02	-6:07	3:31	9:27	-5:55	9:32	10:16	-0:44	9:26	9:12	0:13	9:16	8:24	0:52	8:07	8:49	-0:41	4:36	7:34	-2:58
Mai FM	9:24	9:36	-0:12	8:50	6:26	2:23	10:11	10:36	-0:25	9:45	12:36	-2:50	9:42	12:13	-2:31	8:19	3:07	5:11	*	*	*	6:20	6:55	-0:34
Mix	4:37	3:59	0:37	1:10	1:34	-0:24	6:05	6:30	-0:25	3:33	2:57	0:35	4:26	3:14	1:11	4:27	2:20	2:06	2:42	1:17	1:25	1:44	1:50	-0:05
More FM	5:42	5:15	0:26	2:44	2:27	0:17	5:07	5:47	-0:40	5:36	5:36	0:00	6:16	6:01	0:14	6:35	6:14	0:21	5:20	4:56	0:23	6:05	5:06	0:59
Newstalk ZB	10:49	10:30	0:18	2:19	2:43	-0:24	3:20	4:30	-1:09	4:16	4:44	-0:27	4:48	5:37	-0:48	8:42	8:57	-0:14	16:36	15:30	1:06	6:08	7:13	-1:04
Radio Hauraki	4:56	6:07	-1:10	1:28	1:31	-0:02	5:39	9:19	-3:39	6:52	8:38	-1:46	6:03	7:30	-1:26	3:35	4:00	-0:25	2:53	3:06	-0:13	3:56	4:36	-0:40
RadioLIVE	7:59	7:05	0:54	5:09	2:20	2:49	2:55	3:12	-0:17	4:45	4:09	0:36	6:30	6:56	-0:25	8:12	8:40	-0:27	11:34	9:06	2:28	4:35	5:30	-0:55
Radio Sport	3:44	4:03	-0:19	0:59	2:08	-1:08	2:42	2:33	0:08	3:26	4:22	-0:56	3:06	4:15	-1:08	2:52	3:37	-0:45	3:45	3:53	-0:08	2:46	5:27	-2:40
Tarana	12:01	9:44	2:16	5:59	5:55	0:04	13:56	6:11	7:44	13:21	9:43	3:38	12:24	9:43	2:41	4:30	*	*	20:15	20:15	0:00	10:21	13:02	-2:40
Rhema	4:57	11:22	-6:25	8:37	14:30	-5:52	3:40	3:24	0:16	3:30	4:06	-0:35	3:52	10:38	-6:45	6:02	17:16	-11:14	6:23	18:26	-12:03	4:53	4:33	0:20
Rock	8:23	7:58	0:24	2:32	1:50	0:42	8:27	7:00	1:26	8:41	9:02	-0:20	8:58	9:15	-0:16	10:38	9:24	1:14	12:08	6:55	5:12	7:17	8:51	-1:33
Star	3:23	3:56	-0:32	1:34	1:42	-0:07	2:25	2:40	-0:14	0:59	1:02	-0:02	1:36	1:38	-0:02	5:59	6:01	-0:01	9:59	15:35	-5:35	10:06	10:51	-0:44
Te Upoko o Te Ika	3:43	1:21	2:22	1:33	1:00	0:33	2:17	2:14	0:02	2:00	2:00	0:00	4:50	1:44	3:06	5:09	0:28	4:41	0:30	0:24	0:05	2:00	1:28	0:31
The Hits	4:47	5:06	-0:18	2:21	3:03	-0:41	4:42	4:07	0:35	5:33	6:17	-0:43	5:32	6:10	-0:37	5:04	6:08	-1:03	4:06	6:48	-2:41	5:15	5:46	-0:31
The Sound	7:38	7:53	-0:15	5:43	4:22	1:21	4:47	5:51	-1:04	4:00	5:01	-1:00	6:09	6:55	-0:46	9:04	10:53	-1:48	10:53	10:50	0:02	5:14	6:58	-1:44
ZM	7:31	6:06	1:25	6:45	4:35	2:10	7:50	5:57	1:52	8:24	7:19	1:04	8:22	6:56	1:26	7:54	5:40	2:13	8:48	8:18	0:29	8:19	6:27	1:51
Others	5:18	6:34	-1:16	4:09	4:52	-0:42	5:31	5:05	0:25	5:46	6:46	-1:00	5:24	6:42	-1:17	4:52	6:11	-1:18	8:38	9:30	-0:51	5:13	9:13	-4:00
Mediaworks Combo	10:58	11:20	-0:22	7:30	8:30	-1:00	10:33	10:52	-0:18	11:07	12:54	-1:47	11:09	12:29	-1:19	11:45	11:57	-0:12	12:44	12:59	-0:14	9:55	10:20	-0:24
NZME Combo	9:35	9:04	0:30	5:13	4:21	0:51	7:51	7:25	0:26	8:28	8:35	-0:07	8:30	8:23	0:06	9:09	8:43	0:25	13:30	13:41	-0:10	8:18	8:19	-0:00
All Commercial Radio	14:21	14:55	-0:34	9:32	9:34	-0:02	13:01	13:25	-0:24	13:48	15:34	-1:46	13:52	15:12	-1:19	15:00	15:26	-0:26	18:24	19:24	-1:00	13:03	14:31	-1:27
Potential (000)	357.7	357.7	0.0	40.9	42.3	-1.4	108.5	107.1	1.4	118.2	118.2	0.0	175.0	175.0	0.0	101.9	101.9	0.0	74.7	74.7	0.0	64.5	67.8	-3.3
Sample	1,667	1,505	162	187	153	34	434	419	15	552	509	43	862	792	70	513	453	60	377	337	40	333	314	19

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WELLINGTON COMMERCIAL RADIO - SURVEY 2 2017

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

Survey Comparisons: 1/2017 - 2/2017

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

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	This	Last	+/-
Potential (000)	357.7	357.7	0.0
Sample Size	1,667	1,505	162

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

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