



## WELLINGTON COMMERCIAL RADIO - SURVEY 1 2018

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

Survey Comparisons: 4/2017 - 1/2018

This Survey Period: Sun Sep 17 to Sat Nov 18 2017 & Sun Jan 28 to Sat Apr 7 2018

Last Survey Period: Sun Jul 2 to Sat Nov 18 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	0.7	1.9	-1.2	19	4.6	11.0	-6.4	0.8	0.3	0.5	0.4	1.1	-0.7	0.6	1.6	-1.0	0.5	2.2	-1.7	0.1	0.9	-0.8	1.2	1.5	-0.3	
Breeze	11.1	12.6	-1.5	2	11.1	9.4	1.7	7.0	6.9	0.1	8.7	8.9	-0.2	11.0	11.8	-0.8	12.7	14.2	-1.5	12.6	16.7	-4.1	10.7	11.5	-0.8	
Coast	5.0	4.6	0.4	8	0.3	0.5	-0.2	1.1	1.2	-0.1	2.1	2.5	-0.4	2.4	3.8	-1.4	8.1	7.4	0.7	13.1	9.0	4.1	2.9	5.4	-2.5	
Edge	7.3	6.7	0.6	4	17.1	20.4	-3.3	12.3	12.8	-0.5	5.9	5.9	0.0	5.5	5.3	0.2	5.6	3.6	2.0	4.1	1.2	2.9	5.7	6.1	-0.4	
George FM	2.3	1.2	1.1	15	4.3	1.7	2.6	4.2	2.7	1.5	4.0	2.3	1.7	3.2	1.7	1.5	1.1	0.4	0.7	0.1	0.1	0.0	2.3	0.8	1.5	
Life FM	0.4	0.2	0.2	21	0.1	0.1	0.0	0.8	0.1	0.7	0.3	0.4	-0.1	0.3	0.4	-0.1	0.4	0.2	0.2	0.3	*	*	0.3	0.6	-0.3	
Magic	3.1	2.6	0.5	12	0.3	0.4	-0.1	0.6	0.3	0.3	0.7	0.4	0.3	0.6	0.5	0.1	3.9	3.4	0.5	8.5	7.8	0.7	0.6	1.6	-1.0	
Mai FM	4.7	4.6	0.1	11	4.2	10.2	-6.0	11.0	11.2	-0.2	10.5	7.9	2.6	7.4	5.5	1.9	1.1	0.5	0.6	*	*	*	6.0	5.0	1.0	
Mix	1.3	0.7	0.6	17	0.5	2.8	-2.3	0.6	1.0	-0.4	0.9	0.5	0.4	1.8	0.5	1.3	2.7	0.3	2.4	0.9	*	*	2.0	0.1	1.9	
More FM	6.3	5.9	0.4	5	9.9	8.7	1.2	5.8	4.8	1.0	5.4	7.2	-1.8	7.3	7.9	-0.6	7.6	6.8	0.8	3.6	2.5	1.1	9.5	5.4	4.1	
Newstalk ZB	13.3	14.8	-1.5	1	1.1	1.5	-0.4	3.7	4.8	-1.1	7.9	7.8	0.1	9.2	8.1	1.1	13.2	13.3	-0.1	21.8	27.0	-5.2	15.8	12.9	2.9	
Radio Hauraki	4.9	4.2	0.7	9	1.7	1.7	0.0	8.3	7.2	1.1	8.8	7.0	1.8	7.6	5.9	1.7	4.5	3.2	1.3	1.7	1.4	0.3	3.6	3.4	0.2	
RadioLIVE	2.9	4.4	-1.5	13	0.2	*	*	1.0	1.4	-0.4	1.0	5.1	-4.1	1.3	4.1	-2.8	2.1	4.5	-2.4	4.3	7.0	-2.7	1.0	5.9	-4.9	
Radio Sport	2.8	1.7	1.1	14	2.2	0.5	1.7	0.5	1.4	-0.9	1.4	1.3	0.1	3.1	1.5	1.6	4.7	2.7	2.0	2.5	2.8	-0.3	0.7	1.1	-0.4	
Tarana	2.0	1.9	0.1	16	*	0.1	*	2.1	2.9	-0.8	2.2	4.0	-1.8	2.1	3.4	-1.3	1.4	1.6	-0.2	3.1	0.3	2.8	4.4	4.5	-0.1	
Rhema	0.5	0.8	-0.3	20	0.1	*	*	0.6	0.5	0.1	0.3	1.0	-0.7	0.2	0.7	-0.5	0.4	0.8	-0.4	1.2	1.5	-0.3	0.9	0.8	0.1	
Rock	5.5	6.4	-0.9	7	1.9	3.5	-1.6	8.4	7.5	0.9	10.2	11.3	-1.1	8.4	10.4	-2.0	4.3	6.2	-1.9	1.6	1.2	0.4	3.6	3.8	-0.2	
Star	1.0	0.5	0.5	18	0.9	0.2	0.7	0.1	0.2	-0.1	1.3	0.1	1.2	1.0	0.2	0.8	0.3	0.2	0.1	1.5	1.7	-0.2	1.5	*	*	
Te Upoko o Te Ika	*	0.1	*	*	*	0.1	*	*	*	*	*	*	*	*	*	*	*	0.3	*	*	0.3	*	*	*	0.1	*
The Hits	5.6	5.2	0.4	6	5.9	8.0	-2.1	8.0	8.2	-0.2	6.3	5.7	0.6	6.3	6.2	0.1	5.9	5.8	0.1	4.5	3.2	1.3	6.3	5.4	0.9	
The Sound	4.9	6.0	-1.1	9	3.4	0.3	3.1	2.9	4.6	-1.7	3.2	5.0	-1.8	5.0	6.5	-1.5	9.4	10.7	-1.3	7.0	7.7	-0.7	5.1	8.3	-3.2	
ZM	8.6	8.3	0.3	3	18.5	12.5	6.0	16.5	16.0	0.5	11.9	8.9	3.0	10.3	9.1	1.2	4.6	6.1	-1.5	1.1	1.9	-0.8	10.2	9.1	1.1	
Others	5.8	4.9	0.9		11.7	6.4	5.3	4.0	4.3	-0.3	6.6	5.7	0.9	5.4	4.9	0.5	5.7	5.7	0.0	6.4	5.8	0.6	5.8	6.3	-0.5	
Mediaworks Combo	48.2	50.4	-2.2		52.4	54.6	-2.2	53.1	52.0	1.1	49.5	53.9	-4.4	49.7	53.6	-3.9	47.7	50.3	-2.6	41.8	44.2	-2.4	44.5	48.6	-4.1	
NZME Combo	41.5	39.3	2.2		30.4	27.5	2.9	39.0	39.8	-0.8	39.4	33.8	5.6	40.7	35.2	5.5	43.7	38.8	4.9	45.7	45.2	0.5	41.6	37.5	4.1	
Potential (000)	371.9	357.7	14.2		42.7	43.3	-0.6	114.9	106.1	8.8	124.9	118.2	6.7	182.9	175.0	7.9	105.7	101.9	3.8	78.2	74.7	3.5	74.0	74.8	-0.8	
Sample	1,694	1,618	76		176	158	18	436	441	-5	556	602	-46	818	846	-28	511	449	62	446	385	61	353	368	-15	

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 or (from S1 2018) Internet only listening to Flava or Hokonui



# WELLINGTON COMMERCIAL RADIO - SURVEY 1 2018

Station Share (%) by Daypart, People 10+  
Survey Comparisons: 4/2017 - 1/2018

This Survey Period: Sun Sep 17 to Sat Nov 18 2017 & Sun Jan 28 to Sat Apr 7 2018  
Last Survey Period: Sun Jul 2 to Sat Nov 18 2017

	This	Last	+/-
Potential (000)	371.9	357.7	14.2
Sample Size	1,694	1,618	76

	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	1.4	1.1	0.3	17	1.0	1.9	-0.9	0.5	2.0	-1.5	0.5	0.7	-0.2	0.1	0.5	-0.4	*	0.5	*	0.6	3.9	-3.3	
Breeze	11.2	12.8	-1.6	2	10.1	12.1	-2.0	10.4	13.4	-3.0	10.9	12.1	-1.2	12.7	6.8	5.9	12.3	14.2	-1.9	11.9	13.6	-1.7	
Coast	3.9	3.2	0.7	11	6.9	6.6	0.3	6.0	6.4	-0.4	3.6	4.3	-0.7	3.1	3.9	-0.8	2.1	1.5	0.6	5.4	3.5	1.9	
Edge	7.0	6.6	0.4	4	8.3	5.8	2.5	7.0	6.1	0.9	9.2	7.9	1.3	6.4	7.2	-0.8	3.3	5.2	-1.9	7.2	7.4	-0.2	
George FM	2.0	0.8	1.2	15	1.2	0.5	0.7	2.3	0.9	1.4	4.2	1.4	2.8	1.2	1.4	-0.2	0.8	1.2	-0.4	3.2	1.9	1.3	
Life FM	0.4	0.1	0.3	21	0.3	0.1	0.2	0.5	0.1	0.4	0.6	0.2	0.4	*	1.4	*	*	0.1	*	0.4	0.3	0.1	
Magic	2.1	2.1	0.0	14	3.2	3.2	0.0	3.3	3.6	-0.3	2.4	2.1	0.3	4.4	2.9	1.5	0.7	0.6	0.1	4.2	2.5	1.7	
Mai FM	4.0	4.5	-0.5	10	4.0	3.4	0.6	5.6	4.6	1.0	6.1	7.1	-1.0	3.3	4.0	-0.7	5.2	4.1	1.1	4.6	4.6	0.0	
Mix	1.0	0.3	0.7	19	1.9	0.7	1.2	2.0	1.2	0.8	0.8	0.5	0.3	0.9	0.8	0.1	0.3	0.3	0.0	1.1	0.6	0.5	
More FM	6.1	7.5	-1.4	5	8.0	7.7	0.3	7.6	6.6	1.0	6.2	4.6	1.6	4.9	2.6	2.3	1.0	3.8	-2.8	5.4	4.4	1.0	
Newstalk ZB	16.2	19.0	-2.8	1	8.9	10.2	-1.3	7.2	9.3	-2.1	13.1	12.7	0.4	21.9	23.5	-1.6	33.9	27.1	6.8	13.1	15.9	-2.8	
Radio Hauraki	4.3	4.6	-0.3	8	6.0	4.4	1.6	5.9	4.7	1.2	5.5	5.6	-0.1	3.1	2.3	0.8	0.5	0.8	-0.3	4.6	3.3	1.3	
RadioLIVE	3.9	4.7	-0.8	11	1.8	3.2	-1.4	1.4	1.6	-0.2	1.9	3.1	-1.2	5.0	4.7	0.3	7.8	19.1	-11.3	3.0	5.5	-2.5	
Radio Sport	1.8	1.5	0.3	16	2.8	2.0	0.8	2.1	1.0	1.1	2.6	1.9	0.7	2.3	1.4	0.9	1.9	0.5	1.4	4.4	2.3	2.1	
Tarana	2.3	1.6	0.7	13	0.6	1.7	-1.1	2.1	2.0	0.1	2.2	1.2	1.0	2.8	3.5	-0.7	1.5	0.2	1.3	2.2	2.4	-0.2	
Rhema	0.5	0.6	-0.1	20	0.3	0.4	-0.1	0.4	0.7	-0.3	0.5	0.4	0.1	1.3	3.2	-1.9	0.4	1.6	-1.2	0.6	0.8	-0.2	
Rock	5.8	5.4	0.4	6	7.0	8.2	-1.2	8.0	8.6	-0.6	5.4	8.0	-2.6	2.0	6.0	-4.0	1.5	0.2	1.3	3.9	4.4	-0.5	
Star	1.2	0.2	1.0	18	1.0	0.7	0.3	0.5	0.6	-0.1	0.6	0.3	0.3	1.5	1.9	-0.4	2.2	0.9	1.3	1.1	0.3	0.8	
Te Upoko o Te Ika	*	*	*	*	*	0.1	*	*	0.1	*	*	*	*	*	0.6	*	*	*	*	*	*	0.1	*
The Hits	5.2	4.8	0.4	7	5.7	5.4	0.3	6.4	5.8	0.6	5.4	4.8	0.6	5.0	8.0	-3.0	2.5	5.6	-3.1	6.1	4.5	1.6	
The Sound	4.1	4.5	-0.4	9	5.3	8.2	-2.9	6.7	9.2	-2.5	4.5	6.1	-1.6	6.0	2.5	3.5	5.0	3.0	2.0	4.0	4.4	-0.4	
ZM	10.4	9.2	1.2	3	7.8	8.2	-0.4	8.7	7.0	1.7	10.2	10.7	-0.5	7.3	6.9	0.4	5.0	2.5	2.5	7.6	8.5	-0.9	
Others	5.2	4.9	0.3		8.2	5.4	2.8	5.3	4.4	0.9	3.7	4.4	-0.7	4.6	4.1	0.5	12.1	7.1	5.0	5.3	5.0	0.3	
Mediaworks Combo	46.2	48.8	-2.6		48.8	52.3	-3.5	52.3	54.7	-2.4	50.7	52.3	-1.6	45.9	37.9	8.0	37.5	51.5	-14.0	47.4	48.6	-1.2	
NZME Combo	42.8	42.6	0.2		40.0	37.5	2.5	38.5	35.4	3.1	41.2	40.6	0.6	43.7	46.8	-3.1	46.6	38.2	8.4	42.7	38.7	4.0	

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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 or (from S1 2018) internet only listening to Flava or Hokonui



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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	6.4	6.1	0.3	17	2.5	2.8	-0.3	2.3	1.0	1.3	1.5	1.3	0.2	2.3	1.7	0.6	1.6	1.4	0.2	0.8	1.2	-0.4	2.1	1.3	0.8
Breeze	53.9	52.0	1.9	2	6.0	5.8	0.2	14.6	11.0	3.6	18.7	15.4	3.3	25.3	25.7	-0.4	14.7	18.5	-3.8	13.6	14.3	-0.7	11.2	10.9	0.3
Coast	22.5	20.3	2.2	10	0.5	0.8	-0.3	2.5	2.4	0.1	5.6	4.3	1.3	7.9	7.5	0.4	10.3	8.2	2.1	12.9	9.9	3.0	3.4	4.0	-0.6
Edge	49.9	49.6	0.3	3	7.7	9.7	-2.0	26.5	23.1	3.4	19.1	18.4	0.7	24.5	24.8	-0.3	8.7	9.1	-0.4	3.6	2.9	0.7	8.7	12.6	-3.9
George FM	20.7	11.1	9.6	11	4.2	2.4	1.8	11.4	5.8	5.6	9.7	5.3	4.4	11.0	5.8	5.2	1.5	0.6	0.9	0.4	0.3	0.1	2.4	1.6	0.8
Life FM	3.6	2.5	1.1	21	0.4	0.4	0.0	2.1	0.9	1.2	1.3	1.6	-0.3	2.0	2.0	0.0	0.9	0.5	0.4	0.3	*	*	0.5	0.8	-0.3
Magic	15.4	12.7	2.7	14	0.5	0.8	-0.3	0.8	1.3	-0.5	1.9	2.0	-0.1	2.7	2.9	-0.2	5.5	3.6	1.9	9.9	6.5	3.4	0.6	1.4	-0.8
Mai FM	19.5	19.3	0.2	12	4.1	4.0	0.1	11.5	11.8	-0.3	10.2	7.8	2.4	11.4	9.6	1.8	1.1	2.1	-1.0	*	0.2	*	4.8	5.5	-0.7
Mix	7.7	4.3	3.4	16	0.4	0.5	-0.1	2.4	1.8	0.6	3.9	2.7	1.2	4.8	3.1	1.7	2.5	0.6	1.9	1.5	0.2	1.3	1.1	0.6	0.5
More FM	33.5	31.4	2.1	6	4.1	3.9	0.2	9.6	7.3	2.3	12.6	13.2	-0.6	21.4	20.7	0.7	11.3	10.2	1.1	3.5	3.4	0.1	9.2	7.7	1.5
Newstalk ZB	43.8	45.8	-2.0	4	1.5	1.8	-0.3	6.5	7.7	-1.2	10.6	11.5	-0.9	18.9	19.7	-0.8	16.4	16.1	0.3	16.3	17.4	-1.1	8.2	8.7	-0.5
Radio Hauraki	25.2	29.0	-3.8	7	1.6	3.0	-1.4	10.4	12.2	-1.8	15.9	14.8	1.1	19.6	19.2	0.4	5.8	6.1	-0.3	2.0	2.0	0.0	5.0	4.8	0.2
RadioLIVE	13.0	15.1	-2.1	15	0.3	0.2	0.1	2.7	3.4	-0.7	4.2	7.3	-3.1	5.8	9.9	-4.1	3.7	5.3	-1.6	4.5	4.3	0.2	2.1	3.9	-1.8
Radio Sport	17.9	13.5	4.4	13	1.5	1.0	0.5	2.1	1.9	0.2	5.0	4.3	0.7	8.6	6.6	2.0	7.2	5.6	1.6	5.8	4.8	1.0	1.5	2.3	-0.8
Tarana	5.0	4.0	1.0	19	0.1	0.2	-0.1	2.5	2.5	0.0	2.9	2.9	0.0	3.2	3.4	-0.2	0.6	0.8	-0.2	1.2	0.3	0.9	2.4	2.4	0.0
Rhema	4.7	5.1	-0.4	20	0.3	0.2	0.1	1.3	1.1	0.2	1.8	2.0	-0.2	2.0	2.6	-0.6	0.8	1.7	-0.9	2.1	2.4	-0.3	1.7	1.4	0.3
Rock	25.1	28.7	-3.6	8	2.1	3.0	-0.9	10.1	11.3	-1.2	15.7	16.2	-0.5	19.8	21.2	-1.4	5.7	6.6	-0.9	1.6	1.5	0.1	4.4	5.9	-1.5
Star	5.9	3.4	2.5	18	1.1	0.6	0.5	0.7	0.8	-0.1	1.8	0.8	1.0	2.1	1.1	1.0	0.7	0.8	-0.1	2.3	1.7	0.6	1.4	0.4	1.0
Te Upoko o Te Ika	0.4	1.3	-0.9	22	0.1	0.4	-0.3	0.2	*	*	0.2	*	*	0.3	0.1	0.2	0.1	0.9	-0.8	*	0.8	*	0.2	0.3	-0.1
The Hits	39.1	35.0	4.1	5	5.5	5.7	-0.2	14.0	11.9	2.1	15.6	14.1	1.5	23.8	22.4	1.4	11.0	10.5	0.5	4.2	3.1	1.1	10.2	9.8	0.4
The Sound	23.7	24.5	-0.8	9	1.5	1.5	0.0	4.8	5.2	-0.4	6.0	7.3	-1.3	11.8	13.1	-1.3	12.4	10.1	2.3	7.8	5.9	1.9	5.2	6.7	-1.5
ZM	54.3	52.3	2.0	1	10.7	9.7	1.0	27.2	22.6	4.6	22.6	22.6	0.0	29.4	31.3	-1.9	8.3	9.6	-1.3	2.1	1.9	0.2	12.7	14.1	-1.4
Others	30.1	29.5	0.6		3.0	2.5	0.5	9.5	10.3	-0.8	13.2	15.0	-1.8	17.0	19.3	-2.3	7.9	7.5	0.4	5.6	4.6	1.0	6.3	7.4	-1.1
Mediaworks Combo	173.1	165.8	7.3		18.5	18.2	0.3	57.4	52.3	5.1	63.2	59.5	3.7	91.1	88.9	2.2	49.8	49.4	0.4	34.6	31.4	3.2	34.4	39.9	-5.5
NZME Combo	158.9	154.1	4.8		15.8	15.6	0.2	50.5	46.4	4.1	58.7	54.9	3.8	83.6	80.5	3.1	45.2	43.5	1.7	34.2	33.6	0.6	31.5	33.7	-2.2
All Commercial Radio	265.6	248.6	17.0		27.6	25.3	2.3	84.7	75.2	9.5	98.0	90.9	7.1	140.2	132.6	7.6	76.4	72.4	4.0	55.5	52.4	3.1	56.9	59.3	-2.4
Potential (000)	371.9	357.7	14.2		42.7	43.3	-0.6	114.9	106.1	8.8	124.9	118.2	6.7	182.9	175.0	7.9	105.7	101.9	3.8	78.2	74.7	3.5	74.0	74.8	-0.8
Sample	1,694	1,618	76		176	158	18	436	441	-5	556	602	-46	818	846	-28	511	449	62	446	385	61	353	368	-15

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 or (from S1 2018) Internet only listening to Flava or Hokonui



# WELLINGTON COMMERCIAL RADIO - SURVEY 1 2018

Cumulative Audience (000's) by Daypart, People 10+  
 Survey Comparisons: 4/2017 - 1/2018

This Survey Period: Sun Sep 17 to Sat Nov 18 2017 & Sun Jan 28 to Sat Apr 7 2018  
 Last Survey Period: Sun Jul 2 to Sat Nov 18 2017

	This	Last	+/-
Potential (000)	371.9	357.7	14.2
Sample Size	1,694	1,618	76

	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	5.1	2.3	2.8	16	2.9	1.8	1.1		1.9	2.8	-0.9		1.2	1.2	0.0		0.5	0.4	0.1		*	0.4	*		2.7	3.3	-0.6	
Breeze	27.4	27.5	-0.1	3	16.9	19.3	-2.4		20.9	22.4	-1.5		22.1	21.5	0.6		15.0	9.3	5.7		6.3	6.1	0.2		34.1	32.8	1.3	
Coast	11.5	9.3	2.2	10	11.7	12.1	-0.4		10.8	11.3	-0.5		8.5	9.4	-0.9		5.3	4.7	0.6		2.2	2.3	-0.1		14.1	13.3	0.8	
Edge	27.1	23.8	3.3	4	20.5	16.6	3.9		21.8	19.4	2.4		26.2	23.3	2.9		10.8	8.8	2.0		3.3	3.3	0.0		27.7	27.9	-0.2	
George FM	6.0	2.2	3.8	14	4.8	2.9	1.9		6.9	3.3	3.6		10.8	5.0	5.8		4.0	2.3	1.7		0.8	1.3	-0.5		10.6	6.5	4.1	
Life FM	2.0	0.8	1.2	20	0.9	0.3	0.6		2.2	0.7	1.5		1.6	0.7	0.9		0.1	0.5	-0.4		*	0.1	*		2.3	1.1	1.2	
Magic	7.0	4.6	2.4	13	7.9	7.1	0.8		6.8	7.1	-0.3		7.6	6.0	1.6		3.4	2.0	1.4		1.2	1.0	0.2		9.4	7.3	2.1	
Mai FM	10.8	8.6	2.2	11	6.2	6.5	-0.3		6.7	7.6	-0.9		8.9	9.3	-0.4		3.9	4.9	-1.0		3.7	2.3	1.4		12.6	13.1	-0.5	
Mix	4.1	2.3	1.8	17	2.2	0.8	1.4		2.9	1.5	1.4		3.2	1.8	1.4		1.6	1.1	0.5		0.2	0.6	-0.4		4.6	2.3	2.3	
More FM	17.8	17.1	0.7	6	13.0	11.4	1.6		14.5	13.2	1.3		12.8	11.5	1.3		7.9	4.8	3.1		0.9	1.9	-1.0		20.4	16.0	4.4	
Newstalk ZB	31.0	32.6	-1.6	2	16.7	15.8	0.9		15.7	15.1	0.6		19.4	19.1	0.3		16.1	15.5	0.6		11.7	11.2	0.5		28.7	30.9	-2.2	
Radio Hauraki	13.1	14.1	-1.0	7	8.4	9.7	-1.3		11.0	11.6	-0.6		12.7	14.4	-1.7		4.2	5.9	-1.7		0.6	1.2	-0.6		14.3	14.4	-0.1	
RadioLIVE	7.9	9.3	-1.4	12	3.0	4.8	-1.8		2.9	3.7	-0.8		3.5	5.8	-2.3		3.1	3.9	-0.8		2.8	3.8	-1.0		6.7	7.8	-1.1	
Radio Sport	5.4	6.0	-0.6	15	4.9	2.9	2.0		6.3	3.5	2.8		6.9	4.4	2.5		4.6	2.8	1.8		1.5	0.9	0.6		13.1	9.7	3.4	
Tarana	3.7	3.1	0.6	18	3.0	2.0	1.0		2.5	1.6	0.9		2.5	1.3	1.2		2.2	0.8	1.4		0.7	0.3	0.4		4.5	3.4	1.1	
Rhema	1.9	2.5	-0.6	21	1.7	1.5	0.2		1.6	2.3	-0.7		1.5	1.7	-0.2		1.7	2.2	-0.5		0.3	1.1	-0.8		3.1	2.4	0.7	
Rock	12.8	14.8	-2.0	8	9.2	11.4	-2.2		10.6	11.0	-0.4		12.2	13.9	-1.7		4.0	6.9	-2.9		1.0	0.9	0.1		13.8	17.3	-3.5	
Star	2.6	1.0	1.6	19	2.5	1.1	1.4		2.7	1.7	1.0		2.6	0.8	1.8		2.5	0.7	1.8		2.3	0.9	1.4		3.9	1.5	2.4	
Te Upoko o Te Ika	*	0.2	*	*	0.1	0.4	-0.3		*	0.3	*		0.2	*	*		0.1	0.4	-0.3		*	0.2	*		0.1	0.5	-0.4	
The Hits	20.1	15.7	4.4	5	14.6	14.0	0.6		16.4	16.0	0.4		16.9	14.1	2.8		7.3	7.5	-0.2		1.8	2.5	-0.7		21.7	19.1	2.6	
The Sound	12.6	11.8	0.8	9	10.2	11.4	-1.2		10.4	12.1	-1.7		12.3	12.9	-0.6		5.2	3.8	1.4		3.8	3.1	0.7		12.2	10.9	1.3	
ZM	34.9	29.7	5.2	1	17.2	18.2	-1.0		24.8	19.9	4.9		30.2	26.9	3.3		13.0	12.5	0.5		2.2	1.8	0.4		29.9	29.1	0.8	
Others	10.9	10.4	0.5		12.7	10.9	1.8		12.6	13.0	-0.4		9.3	12.6	-3.3		5.6	6.6	-1.0		4.1	3.1	1.0		17.4	15.5	1.9	
Mediaworks Combo	108.4	99.5	8.9		78.4	76.5	1.9		87.8	86.0	1.8		99.1	93.4	5.7		49.4	40.2	9.2		20.7	20.6	0.1		117.1	109.0	8.1	
NZME Combo	103.4	97.4	6.0		66.7	66.9	-0.2		78.0	69.1	8.9		87.5	80.0	7.5		47.6	46.4	1.2		19.7	19.5	0.2		109.7	102.6	7.1	
All Commercial Radio	192.7	178.6	14.1		138.1	130.5	7.6		155.7	141.7	14.0		172.3	159.4	12.9		97.5	84.4	13.1		40.8	39.6	1.2		206.7	189.8	16.9	

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## WELLINGTON COMMERCIAL RADIO - SURVEY 1 2018

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

Survey Comparisons: 4/2017 - 1/2018

This Survey Period: Sun Sep 17 to Sat Nov 18 2017 & Sun Jan 28 to Sat Apr 7 2018

Last Survey Period: Sun Jul 2 to Sat Nov 18 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	4:22	11:22	-6:59	5:39	10:25	-4:46	3:27	2:38	0:49	3:41	10:39	-6:57	4:43	18:12	-13:29	3:42	16:36	-12:54	0:41	6:29	-5:48	4:32	10:00	-5:27
Breeze	7:53	8:36	-0:43	5:41	4:21	1:20	4:50	5:36	-0:46	5:59	7:12	-1:13	8:41	8:34	0:07	10:53	8:05	2:47	9:27	10:25	-0:57	7:38	9:25	-1:46
Coast	8:25	7:56	0:29	1:42	1:52	-0:10	4:37	4:13	0:23	4:43	7:14	-2:31	6:01	9:35	-3:34	9:56	9:26	0:29	10:18	8:06	2:11	6:40	11:59	-5:18
Edge	5:37	4:47	0:50	6:53	5:36	1:17	4:39	4:56	-0:16	3:59	3:57	0:01	4:29	4:02	0:26	8:05	4:08	3:57	11:40	3:45	7:54	5:14	4:18	0:55
George FM	4:19	3:40	0:38	3:06	1:55	1:10	3:43	4:06	-0:22	5:13	5:18	-0:05	5:50	5:31	0:19	9:10	7:03	2:06	1:31	2:08	-0:37	7:36	4:34	3:02
Life FM	4:10	2:57	1:12	0:41	0:52	-0:11	3:40	0:46	2:53	2:45	3:19	-0:33	3:27	3:22	0:04	5:18	3:32	1:46	10:01	*	*	4:00	7:31	-3:31
Magic	7:37	7:18	0:18	2:06	1:10	0:55	6:52	1:43	5:09	4:49	2:13	2:35	4:40	2:58	1:42	9:00	9:53	-0:53	8:47	10:44	-1:56	7:41	10:06	-2:25
Mai FM	9:12	8:33	0:38	3:11	6:50	-3:38	9:40	8:28	1:12	13:09	12:37	0:31	13:02	10:41	2:20	11:59	2:24	9:35	*	1:00	*	9:55	8:06	1:49
Mix	6:28	5:22	1:06	3:40	14:29	-10:49	2:19	4:52	-2:32	2:54	2:07	0:47	7:22	2:50	4:32	13:50	5:43	8:06	6:21	1:15	5:06	13:54	1:47	12:07
More FM	7:08	6:39	0:29	7:20	5:58	1:22	6:06	5:49	0:16	5:27	6:44	-1:17	6:47	7:08	-0:20	8:34	7:02	1:31	10:24	6:40	3:43	8:12	6:17	1:54
Newstalk ZB	11:37	11:25	0:11	2:13	2:12	0:01	5:42	5:31	0:11	9:32	8:27	1:05	9:43	7:46	1:57	10:13	8:41	1:31	13:39	13:52	-0:13	15:25	13:06	2:18
Radio Hauraki	7:20	5:05	2:15	3:19	1:30	1:49	8:04	5:17	2:46	7:05	5:54	1:11	7:45	5:43	2:01	9:45	5:34	4:10	8:21	6:23	1:57	5:45	6:20	-0:34
RadioLIVE	8:25	10:17	-1:52	1:46	0:15	1:31	3:42	3:42	-0:00	3:02	8:39	-5:37	4:20	7:47	-3:26	7:07	9:00	-1:53	9:42	14:33	-4:50	3:53	13:20	-9:26
Radio Sport	5:53	4:24	1:29	4:42	1:18	3:24	2:17	6:24	-4:07	3:40	3:49	-0:08	7:11	4:24	2:46	8:12	5:00	3:12	4:29	5:07	-0:38	3:41	4:13	-0:31
Tarana	14:55	16:58	-2:02	1:00	1:00	0:00	8:24	10:21	-1:56	9:36	17:02	-7:25	12:53	18:49	-5:56	27:47	20:51	6:55	26:28	8:15	18:13	14:39	16:39	-2:00
Rhema	4:11	5:22	-1:11	1:27	0:30	0:57	4:15	3:38	0:36	2:23	6:25	-4:01	2:23	5:30	-3:06	6:32	4:41	1:50	5:42	5:40	0:02	4:26	5:00	-0:33
Rock	8:25	7:54	0:31	2:45	3:07	-0:22	8:22	5:53	2:28	8:17	8:40	-0:23	8:31	9:09	-0:38	9:33	9:48	-0:14	9:56	6:53	3:03	6:27	5:46	0:41
Star	6:32	5:18	1:14	2:26	0:44	1:42	1:30	1:50	-0:20	9:19	1:50	7:28	9:33	2:32	7:00	5:27	2:16	3:11	6:27	8:40	-2:13	8:17	0:45	7:32
Te Upoko o Te Ika	0:51	2:30	-1:39	0:45	0:30	0:14	1:15	*	*	1:15	*	*	0:54	0:15	0:39	0:15	3:22	-3:07	*	3:50	*	1:15	2:00	-0:45
The Hits	5:27	5:17	0:10	3:16	3:43	-0:27	5:46	6:10	-0:24	5:11	5:03	0:08	5:14	5:10	0:03	6:46	5:45	1:01	10:58	9:21	1:36	4:53	4:53	0:00
The Sound	7:56	8:42	-0:45	7:00	0:32	6:28	6:08	7:50	-1:41	6:45	8:22	-1:37	8:24	9:16	-0:52	9:33	11:05	-1:32	9:06	11:39	-2:33	7:45	11:01	-3:16
ZM	6:02	5:35	0:26	5:19	3:26	1:52	6:06	6:19	-0:12	6:46	4:53	1:52	6:59	5:28	1:30	7:02	6:41	0:20	5:20	8:39	-3:19	6:24	5:44	0:40
Others	7:22	5:52	1:30	11:53	6:48	5:05	4:13	3:44	0:29	6:23	4:41	1:42	6:20	4:45	1:34	9:09	8:01	1:08	11:36	11:15	0:21	7:21	7:32	-0:11
Mediaworks Combo	10:37	10:47	-0:09	8:43	8:00	0:42	9:20	8:52	0:27	10:02	11:15	-1:12	10:54	11:18	-0:23	12:06	10:42	1:24	12:20	12:36	-0:16	10:17	10:48	-0:31
NZME Combo	9:58	9:02	0:56	5:57	4:42	1:15	7:47	7:38	0:09	8:36	7:37	0:58	9:44	8:11	1:32	12:15	9:21	2:53	13:37	12:02	1:34	10:31	9:51	0:39
All Commercial Radio	14:22	14:16	0:06	11:10	10:32	0:38	11:55	11:52	0:03	13:04	13:39	-0:35	14:14	14:08	0:06	16:34	14:31	2:02	18:22	17:03	1:18	13:58	14:56	-0:57
Potential (000)	371.9	357.7	14.2	42.7	43.3	-0.6	114.9	106.1	8.8	124.9	118.2	6.7	182.9	175.0	7.9	105.7	101.9	3.8	78.2	74.7	3.5	74.0	74.8	-0.8
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	This	Last	+/-
Potential (000)	371.9	357.7	14.2
Sample Size	1,694	1,618	76

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

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 or (from S1 2018) internet only listening to Flava or Hokonui