



WELLINGTON COMMERCIAL RADIO - SURVEY 2 2018

Station Share (%) by Demographic, Mon-Sun 12mn-12mn
 Survey Comparisons: 1/2018 - 2/2018

This Survey Period: Sun Jan 28 to Sat Jun 16 2018
 Last Survey Period: Sun Sep 10 to Sat Nov 18 2017 & Sun Jan 28 to Sat Apr 7 2018

	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	0.7	-0.1	20	2.3	4.6	-2.3	0.7	0.8	-0.1	0.7	0.4	0.3	0.8	0.6	0.2	0.6	0.5	0.1	0.1	0.1	0.0	2.1	1.2	0.9	
Breeze	10.4	11.1	-0.7	2	12.3	11.1	1.2	8.2	7.0	1.2	7.6	8.7	-1.1	9.7	11.0	-1.3	12.7	12.7	0.0	12.2	12.6	-0.4	6.9	10.7	-3.8	
Coast	4.5	5.0	-0.5	9	0.1	0.3	-0.2	0.7	1.1	-0.4	1.3	2.1	-0.8	1.9	2.4	-0.5	8.0	8.1	-0.1	10.7	13.1	-2.4	3.0	2.9	0.1	
Edge	6.3	7.3	-1.0	5	7.7	17.1	-9.4	10.8	12.3	-1.5	5.8	5.9	-0.1	5.2	5.5	-0.3	4.7	5.6	-0.9	3.6	4.1	-0.5	5.9	5.7	0.2	
George FM	2.2	2.3	-0.1	16	2.8	4.3	-1.5	5.2	4.2	1.0	4.6	4.0	0.6	3.3	3.2	0.1	0.7	1.1	-0.4	0.2	0.1	0.1	2.0	2.3	-0.3	
Life FM	0.5	0.4	0.1	21	0.3	0.1	0.2	0.7	0.8	-0.1	0.3	0.3	0.0	0.4	0.3	0.1	0.4	0.4	0.0	0.5	0.3	0.2	0.3	0.3	0.0	
Magic	4.3	3.1	1.2	10	0.2	0.3	-0.1	1.2	0.6	0.6	0.4	0.7	-0.3	0.9	0.6	0.3	5.4	3.9	1.5	11.0	8.5	2.5	0.8	0.6	0.2	
Mai FM	3.9	4.7	-0.8	12	15.8	4.2	11.6	6.9	11.0	-4.1	6.3	10.5	-4.2	4.7	7.4	-2.7	1.0	1.1	-0.1	*	*	*	6.6	6.0	0.6	
Mix	2.3	1.3	1.0	14	0.4	0.5	-0.1	0.7	0.6	0.1	2.9	0.9	2.0	3.3	1.8	1.5	3.8	2.7	1.1	1.9	0.9	1.0	3.6	2.0	1.6	
More FM	5.6	6.3	-0.7	6	11.6	9.9	1.7	3.2	5.8	-2.6	4.2	5.4	-1.2	6.5	7.3	-0.8	7.3	7.6	-0.3	3.3	3.6	-0.3	8.3	9.5	-1.2	
Newstalk ZB	12.8	13.3	-0.5	1	1.8	1.1	0.7	6.3	3.7	2.6	4.3	7.9	-3.6	7.3	9.2	-1.9	13.6	13.2	0.4	21.6	21.8	-0.2	13.1	15.8	-2.7	
Radio Hauraki	4.3	4.9	-0.6	10	1.3	1.7	-0.4	7.4	8.3	-0.9	7.7	8.8	-1.1	6.4	7.6	-1.2	4.1	4.5	-0.4	2.4	1.7	0.7	3.0	3.6	-0.6	
RadioLIVE	2.7	2.9	-0.2	13	0.5	0.2	0.3	1.5	1.0	0.5	1.1	1.0	0.1	1.5	1.3	0.2	1.8	2.1	-0.3	3.1	4.3	-1.2	1.6	1.0	0.6	
Radio Sport	2.3	2.8	-0.5	14	2.2	2.2	0.0	0.3	0.5	-0.2	0.8	1.4	-0.6	2.7	3.1	-0.4	3.9	4.7	-0.8	1.7	2.5	-0.8	0.5	0.7	-0.2	
Tarana	2.0	2.0	0.0	17	0.2	*	*	1.9	2.1	-0.2	1.9	2.2	-0.3	1.5	2.1	-0.6	1.1	1.4	-0.3	4.0	3.1	0.9	1.5	4.4	-2.9	
Rhema	1.1	0.5	0.6	19	1.3	0.1	1.2	0.9	0.6	0.3	0.6	0.3	0.3	0.5	0.2	0.3	0.4	0.4	0.0	2.4	1.2	1.2	1.1	0.9	0.2	
Rock	4.9	5.5	-0.6	8	3.7	1.9	1.8	8.9	8.4	0.5	10.5	10.2	0.3	7.6	8.4	-0.8	2.2	4.3	-2.1	1.0	1.6	-0.6	5.0	3.6	1.4	
Star	1.2	1.0	0.2	18	0.8	0.9	-0.1	0.1	0.1	0.0	1.5	1.3	0.2	1.1	1.0	0.1	0.3	0.3	0.0	1.1	1.5	-0.4	1.9	1.5	0.4	
Te Upoko o Te Ika	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
The Hits	5.1	5.6	-0.5	7	5.7	5.9	-0.2	6.1	8.0	-1.9	6.4	6.3	0.1	6.9	6.3	0.6	5.7	5.9	-0.2	2.4	4.5	-2.1	8.9	6.3	2.6	
The Sound	7.8	4.9	2.9	4	3.8	3.4	0.4	4.5	2.9	1.6	8.4	3.2	5.2	8.7	5.0	3.7	12.9	9.4	3.5	10.4	7.0	3.4	9.8	5.1	4.7	
ZM	8.2	8.6	-0.4	3	23.8	18.5	5.3	13.8	16.5	-2.7	12.5	11.9	0.6	9.8	10.3	-0.5	3.2	4.6	-1.4	1.2	1.1	0.1	9.1	10.2	-1.1	
Others	6.8	5.8	1.0		1.7	11.7	-10.0	9.9	4.0	5.9	10.4	6.6	3.8	9.3	5.4	3.9	6.3	5.7	0.6	5.3	6.4	-1.1	5.0	5.8	-0.8	
Mediaworks Combo	48.3	48.2	0.1		58.3	52.4	5.9	50.4	53.1	-2.7	48.8	49.5	-0.7	48.2	49.7	-1.5	48.6	47.7	0.9	44.8	41.8	3.0	46.9	44.5	2.4	
NZME Combo	39.5	41.5	-2.0		35.3	30.4	4.9	35.7	39.0	-3.3	35.9	39.4	-3.5	38.2	40.7	-2.5	42.3	43.7	-1.4	41.8	45.7	-3.9	41.2	41.6	-0.4	
Potential (000)	371.9	371.9	0.0		39.7	42.7	-3.0	117.9	114.9	3.0	124.9	124.9	0.0	182.9	182.9	0.0	105.7	105.7	0.0	78.2	78.2	0.0	73.8	74.0	-0.2	
Sample	1,773	1,694	79		185	176	9	475	436	39	571	556	15	858	818	40	538	511	27	448	446	2	356	353	3	

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 2 2018

Station Share (%) by Daypart, People 10+
Survey Comparisons: 1/2018 - 2/2018

This Survey Period: Sun Jan 28 to Sat Jun 16 2018

Last Survey Period: Sun Sep 10 to Sat Nov 18 2017 & Sun Jan 28 to Sat Apr 7 2018

	This	Last	+/-
Potential (000)	371.9	371.9	0.0
Sample Size	1,773	1,694	79

	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	1.2	1.4	-0.2	20	0.1	1.0	-0.9	0.7	0.5	0.2	0.5	0.5	0.0	0.3	0.1	0.2	*	*	*	0.7	0.6	0.1
Breeze	10.4	11.2	-0.8	2	9.9	10.1	-0.2	10.3	10.4	-0.1	10.6	10.9	-0.3	12.7	12.7	0.0	6.8	12.3	-5.5	10.6	11.9	-1.3
Coast	3.5	3.9	-0.4	12	4.6	6.9	-2.3	5.0	6.0	-1.0	3.3	3.6	-0.3	3.1	3.1	0.0	4.5	2.1	2.4	6.0	5.4	0.6
Edge	5.7	7.0	-1.3	5	6.7	8.3	-1.6	6.9	7.0	-0.1	8.0	9.2	-1.2	5.3	6.4	-1.1	4.3	3.3	1.0	5.9	7.2	-1.3
George FM	2.1	2.0	0.1	16	1.1	1.2	-0.1	2.8	2.3	0.5	3.4	4.2	-0.8	0.4	1.2	-0.8	0.7	0.8	-0.1	2.8	3.2	-0.4
Life FM	0.4	0.4	0.0	21	0.6	0.3	0.3	0.5	0.5	0.0	0.6	0.6	0.0	0.1	*	*	*	*	*	0.5	0.4	0.1
Magic	3.0	2.1	0.9	13	6.2	3.2	3.0	4.5	3.3	1.2	3.1	2.4	0.7	3.1	4.4	-1.3	1.6	0.7	0.9	5.5	4.2	1.3
Mai FM	4.3	4.0	0.3	10	5.4	4.0	1.4	4.7	5.6	-0.9	2.7	6.1	-3.4	2.1	3.3	-1.2	4.3	5.2	-0.9	3.0	4.6	-1.6
Mix	2.2	1.0	1.2	15	3.4	1.9	1.5	2.9	2.0	0.9	1.7	0.8	0.9	1.5	0.9	0.6	0.4	0.3	0.1	2.0	1.1	0.9
More FM	6.3	6.1	0.2	4	6.4	8.0	-1.6	6.1	7.6	-1.5	6.1	6.2	-0.1	5.3	4.9	0.4	2.5	1.0	1.5	4.4	5.4	-1.0
Newstalk ZB	14.2	16.2	-2.0	1	9.3	8.9	0.4	7.4	7.2	0.2	10.3	13.1	-2.8	22.4	21.9	0.5	37.8	33.9	3.9	12.8	13.1	-0.3
Radio Hauraki	3.6	4.3	-0.7	11	5.4	6.0	-0.6	5.0	5.9	-0.9	5.0	5.5	-0.5	2.3	3.1	-0.8	0.8	0.5	0.3	4.3	4.6	-0.3
RadioLIVE	4.6	3.9	0.7	9	1.4	1.8	-0.4	1.2	1.4	-0.2	2.1	1.9	0.2	4.4	5.0	-0.6	7.6	7.8	-0.2	2.4	3.0	-0.6
Radio Sport	1.6	1.8	-0.2	17	2.2	2.8	-0.6	1.8	2.1	-0.3	1.9	2.6	-0.7	2.2	2.3	-0.1	2.4	1.9	0.5	3.7	4.4	-0.7
Tarana	2.4	2.3	0.1	14	0.8	0.6	0.2	0.4	2.1	-1.7	3.2	2.2	1.0	4.2	2.8	1.4	2.9	1.5	1.4	2.3	2.2	0.1
Rhema	1.6	0.5	1.1	17	1.1	0.3	0.8	0.4	0.4	0.0	1.3	0.5	0.8	1.6	1.3	0.3	2.8	0.4	2.4	1.0	0.6	0.4
Rock	5.3	5.8	-0.5	6	6.6	7.0	-0.4	7.6	8.0	-0.4	4.9	5.4	-0.5	1.0	2.0	-1.0	2.1	1.5	0.6	2.9	3.9	-1.0
Star	1.5	1.2	0.3	19	1.1	1.0	0.1	0.8	0.5	0.3	0.7	0.6	0.1	1.0	1.5	-0.5	2.4	2.2	0.2	1.5	1.1	0.4
Te Upoko o Te Ika	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
The Hits	4.9	5.2	-0.3	8	4.5	5.7	-1.2	5.8	6.4	-0.6	5.3	5.4	-0.1	4.3	5.0	-0.7	3.8	2.5	1.3	5.4	6.1	-0.7
The Sound	5.1	4.1	1.0	7	8.2	5.3	2.9	10.8	6.7	4.1	7.6	4.5	3.1	7.6	6.0	1.6	4.1	5.0	-0.9	8.3	4.0	4.3
ZM	10.1	10.4	-0.3	3	6.8	7.8	-1.0	7.5	8.7	-1.2	11.5	10.2	1.3	7.7	7.3	0.4	5.4	5.0	0.4	7.0	7.6	-0.6
Others	6.1	5.2	0.9		8.3	8.2	0.1	7.0	5.3	1.7	6.1	3.7	2.4	7.4	4.6	2.8	2.7	12.1	-9.4	7.1	5.3	1.8
Mediaworks Combo	46.6	46.2	0.4		51.7	48.8	2.9	55.0	52.3	2.7	48.6	50.7	-2.1	41.8	45.9	-4.1	34.0	37.5	-3.5	45.7	47.4	-1.7
NZME Combo	40.1	42.8	-2.7		36.2	40.0	-3.8	35.4	38.5	-3.1	38.9	41.2	-2.3	43.7	43.7	0.0	55.2	46.6	8.6	41.3	42.7	-1.4

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WELLINGTON COMMERCIAL RADIO - SURVEY 2 2018

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

Survey Comparisons: 1/2018 - 2/2018

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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	5.7	6.4	-0.7	18	1.1	2.5	-1.4	2.6	2.3	0.3	2.7	1.5	1.2	3.7	2.3	1.4	1.3	1.6	-0.3	0.4	0.8	-0.4	3.2	2.1	1.1
Breeze	50.1	53.9	-3.8	2	4.2	6.0	-1.8	12.6	14.6	-2.0	13.6	18.7	-5.1	23.3	25.3	-2.0	18.9	14.7	4.2	15.1	13.6	1.5	9.0	11.2	-2.2
Coast	20.4	22.5	-2.1	11	0.1	0.5	-0.4	1.7	2.5	-0.8	4.1	5.6	-1.5	7.5	7.9	-0.4	10.8	10.3	0.5	11.0	12.9	-1.9	3.4	3.4	0.0
Edge	46.1	49.9	-3.8	3	6.9	7.7	-0.8	23.7	26.5	-2.8	17.0	19.1	-2.1	23.0	24.5	-1.5	8.5	8.7	-0.2	3.0	3.6	-0.6	9.4	8.7	0.7
George FM	17.8	20.7	-2.9	13	1.6	4.2	-2.6	12.2	11.4	0.8	10.5	9.7	0.8	11.5	11.0	0.5	1.6	1.5	0.1	0.8	0.4	0.4	2.2	2.4	-0.2
Life FM	4.9	3.6	1.3	21	0.4	0.4	0.0	2.5	2.1	0.4	1.5	1.3	0.2	2.4	2.0	0.4	1.3	0.9	0.4	1.1	0.3	0.8	0.8	0.5	0.3
Magic	19.0	15.4	3.6	12	0.2	0.5	-0.3	1.5	0.8	0.7	1.0	1.9	-0.9	2.4	2.7	-0.3	7.0	5.5	1.5	12.7	9.9	2.8	1.6	0.6	1.0
Mai FM	21.7	19.5	2.2	10	4.2	4.1	0.1	12.1	11.5	0.6	11.1	10.2	0.9	12.3	11.4	0.9	1.2	1.1	0.1	*	*	*	6.2	4.8	1.4
Mix	9.1	7.7	1.4	16	0.4	0.4	0.0	1.9	2.4	-0.5	4.2	3.9	0.3	5.8	4.8	1.0	3.8	2.5	1.3	2.2	1.5	0.7	2.5	1.1	1.4
More FM	35.3	33.5	1.8	6	6.2	4.1	2.1	9.9	9.6	0.3	12.0	12.6	-0.6	20.8	21.4	-0.6	11.7	11.3	0.4	4.2	3.5	0.7	9.5	9.2	0.3
Newstalk ZB	44.5	43.8	0.7	4	2.1	1.5	0.6	7.5	6.5	1.0	9.6	10.6	-1.0	17.0	18.9	-1.9	16.9	16.4	0.5	17.3	16.3	1.0	9.7	8.2	1.5
Radio Hauraki	24.5	25.2	-0.7	8	0.5	1.6	-1.1	11.4	10.4	1.0	15.8	15.9	-0.1	18.1	19.6	-1.5	5.5	5.8	-0.3	3.5	2.0	1.5	4.6	5.0	-0.4
RadioLIVE	14.2	13.0	1.2	15	0.6	0.3	0.3	3.9	2.7	1.2	3.8	4.2	-0.4	6.4	5.8	0.6	4.4	3.7	0.7	3.9	4.5	-0.6	2.7	2.1	0.6
Radio Sport	14.5	17.9	-3.4	14	0.8	1.5	-0.7	1.8	2.1	-0.3	3.1	5.0	-1.9	7.0	8.6	-1.6	6.7	7.2	-0.5	4.6	5.8	-1.2	2.0	1.5	0.5
Tarana	8.3	5.0	3.3	17	0.5	0.1	0.4	3.0	2.5	0.5	3.2	2.9	0.3	4.9	3.2	1.7	2.8	0.6	2.2	2.4	1.2	1.2	2.5	2.4	0.1
Rhema	5.6	4.7	0.9	19	0.2	0.3	-0.1	1.9	1.3	0.6	2.2	1.8	0.4	2.9	2.0	0.9	1.2	0.8	0.4	1.7	2.1	-0.4	2.1	1.7	0.4
Rock	23.8	25.1	-1.3	9	2.1	2.1	0.0	9.9	10.1	-0.2	14.8	15.7	-0.9	18.5	19.8	-1.3	5.0	5.7	-0.7	1.4	1.6	-0.2	5.6	4.4	1.2
Star	5.2	5.9	-0.7	20	0.7	1.1	-0.4	0.6	0.7	-0.1	1.7	1.8	-0.1	2.1	2.1	0.0	0.6	0.7	-0.1	1.6	2.3	-0.7	1.4	1.4	0.0
Te Upoko o Te Ika	0.2	0.4	-0.2	22	*	0.1	*	0.2	0.2	0.0	0.2	0.2	0.0	0.2	0.3	-0.1	*	0.1	*	*	*	*	0.2	0.2	0.0
The Hits	39.3	39.1	0.2	5	4.7	5.5	-0.8	15.5	14.0	1.5	16.8	15.6	1.2	25.8	23.8	2.0	11.0	11.0	0.0	2.9	4.2	-1.3	12.8	10.2	2.6
The Sound	26.1	23.7	2.4	7	1.1	1.5	-0.4	6.0	4.8	1.2	9.9	6.0	3.9	14.7	11.8	2.9	12.4	12.4	0.0	8.8	7.8	1.0	5.6	5.2	0.4
ZM	55.2	54.3	0.9	1	11.0	10.7	0.3	27.5	27.2	0.3	24.4	22.6	1.8	30.7	29.4	1.3	8.0	8.3	-0.3	2.2	2.1	0.1	11.5	12.7	-1.2
Others	34.7	30.1	4.6		1.2	3.0	-1.8	13.2	9.5	3.7	16.3	13.2	3.1	22.1	17.0	5.1	9.8	7.9	1.9	5.9	5.6	0.3	7.2	6.3	0.9
Mediaworks Combo	177.5	173.1	4.4		20.5	18.5	2.0	57.5	57.4	0.1	61.5	63.2	-1.7	90.2	91.1	-0.9	51.1	49.8	1.3	36.7	34.6	2.1	34.3	34.4	-0.1
NZME Combo	160.3	158.9	1.4		15.3	15.8	-0.5	52.9	50.5	2.4	59.9	58.7	1.2	86.0	83.6	2.4	46.8	45.2	1.6	32.7	34.2	-1.5	34.8	31.5	3.3
All Commercial Radio	269.3	265.6	3.7		26.3	27.6	-1.3	84.2	84.7	-0.5	97.8	98.0	-0.2	144.0	140.2	3.8	82.2	76.4	5.8	57.4	55.5	1.9	57.8	56.9	0.9
Potential (000)	371.9	371.9	0.0		39.7	42.7	-3.0	117.9	114.9	3.0	124.9	124.9	0.0	182.9	182.9	0.0	105.7	105.7	0.0	78.2	78.2	0.0	73.8	74.0	-0.2
Sample	1,773	1,694	79		185	176	9	475	436	39	571	556	15	858	818	40	538	511	27	448	446	2	356	353	3

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 2018

Cumulative Audience (000's) by Daypart, People 10+
Survey Comparisons: 1/2018 - 2/2018

This Survey Period: Sun Jan 28 to Sat Jun 16 2018

Last Survey Period: Sun Sep 10 to Sat Nov 18 2017 & Sun Jan 28 to Sat Apr 7 2018

	This	Last	+/-
Potential (000)	371.9	371.9	0.0
Sample Size	1,773	1,694	79

	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	4.3	5.1	-0.8	16	1.1	2.9	-1.8		3.1	1.9	1.2		1.8	1.2	0.6		0.8	0.5	0.3		*	*	*		3.1	2.7	0.4	
Breeze	27.1	27.4	-0.3	3	16.2	16.9	-0.7		19.1	20.9	-1.8		23.2	22.1	1.1		13.6	15.0	-1.4		6.5	6.3	0.2		32.3	34.1	-1.8	
Coast	10.9	11.5	-0.6	11	10.8	11.7	-0.9		10.8	10.8	0.0		8.2	8.5	-0.3		4.8	5.3	-0.5		3.3	2.2	1.1		11.6	14.1	-2.5	
Edge	21.6	27.1	-5.5	4	16.5	20.5	-4.0		20.4	21.8	-1.4		24.7	26.2	-1.5		10.5	10.8	-0.3		3.9	3.3	0.6		26.8	27.7	-0.9	
George FM	8.4	6.0	2.4	14	4.7	4.8	-0.1		7.1	6.9	0.2		9.2	10.8	-1.6		2.3	4.0	-1.7		0.9	0.8	0.1		10.1	10.6	-0.5	
Life FM	2.0	2.0	0.0	21	2.1	0.9	1.2		2.3	2.2	0.1		2.0	1.6	0.4		0.8	0.1	0.7		0.1	*	*		3.4	2.3	1.1	
Magic	8.6	7.0	1.6	13	10.4	7.9	2.5		9.9	6.8	3.1		8.7	7.6	1.1		3.9	3.4	0.5		1.5	1.2	0.3		11.9	9.4	2.5	
Mai FM	11.8	10.8	1.0	10	8.8	6.2	2.6		8.0	6.7	1.3		7.3	8.9	-1.6		3.7	3.9	-0.2		3.6	3.7	-0.1		12.7	12.6	0.1	
Mix	5.6	4.1	1.5	15	4.4	2.2	2.2		5.1	2.9	2.2		4.7	3.2	1.5		2.1	1.6	0.5		0.3	0.2	0.1		5.9	4.6	1.3	
More FM	17.8	17.8	0.0	6	12.4	13.0	-0.6		12.3	14.5	-2.2		12.5	12.8	-0.3		9.2	7.9	1.3		1.8	0.9	0.9		19.6	20.4	-0.8	
Newstalk ZB	31.4	31.0	0.4	2	19.8	16.7	3.1		17.3	15.7	1.6		18.9	19.4	-0.5		19.8	16.1	3.7		10.7	11.7	-1.0		29.1	28.7	0.4	
Radio Hauraki	12.4	13.1	-0.7	8	8.0	8.4	-0.4		10.4	11.0	-0.6		11.7	12.7	-1.0		4.8	4.2	0.6		0.9	0.6	0.3		15.4	14.3	1.1	
RadioLIVE	10.1	7.9	2.2	12	3.2	3.0	0.2		4.1	2.9	1.2		4.3	3.5	0.8		4.3	3.1	1.2		2.7	2.8	-0.1		6.9	6.7	0.2	
Radio Sport	3.2	5.4	-2.2	18	4.0	4.9	-0.9		5.7	6.3	-0.6		6.0	6.9	-0.9		4.8	4.6	0.2		1.3	1.5	-0.2		10.5	13.1	-2.6	
Tarana	4.1	3.7	0.4	17	3.4	3.0	0.4		1.9	2.5	-0.6		4.1	2.5	1.6		4.9	2.2	2.7		1.7	0.7	1.0		6.5	4.5	2.0	
Rhema	2.9	1.9	1.0	20	1.9	1.7	0.2		1.8	1.6	0.2		3.1	1.5	1.6		1.8	1.7	0.1		0.7	0.3	0.4		3.7	3.1	0.6	
Rock	12.2	12.8	-0.6	9	9.6	9.2	0.4		11.1	10.6	0.5		11.9	12.2	-0.3		3.2	4.0	-0.8		1.1	1.0	0.1		11.4	13.8	-2.4	
Star	3.0	2.6	0.4	19	2.4	2.5	-0.1		2.9	2.7	0.2		3.1	2.6	0.5		2.7	2.5	0.2		2.1	2.3	-0.2		4.0	3.9	0.1	
Te Upoko o Te Ika	*	*	*	*	*	0.1	*		*	*	*		0.2	0.2	0.0		*	0.1	*		*	*	*		*	0.1	*	
The Hits	20.3	20.1	0.2	5	12.5	14.6	-2.1		15.2	16.4	-1.2		16.8	16.9	-0.1		7.9	7.3	0.6		2.5	1.8	0.7		21.1	21.7	-0.6	
The Sound	14.0	12.6	1.4	7	12.4	10.2	2.2		13.5	10.4	3.1		14.9	12.3	2.6		7.7	5.2	2.5		3.1	3.8	-0.7		15.5	12.2	3.3	
ZM	33.7	34.9	-1.2	1	17.3	17.2	0.1		23.4	24.8	-1.4		29.6	30.2	-0.6		12.8	13.0	-0.2		2.7	2.2	0.5		31.1	29.9	1.2	
Others	13.1	10.9	2.2		13.8	12.7	1.1		12.3	12.6	-0.3		11.5	9.3	2.2		9.2	5.6	3.6		2.2	4.1	-1.9		21.6	17.4	4.2	
Mediaworks Combo	112.0	108.4	3.6		81.0	78.4	2.6		91.1	87.8	3.3		99.6	99.1	0.5		51.4	49.4	2.0		22.7	20.7	2.0		122.8	117.1	5.7	
NZME Combo	101.5	103.4	-1.9		67.3	66.7	0.6		78.4	78.0	0.4		85.4	87.5	-2.1		52.6	47.6	5.0		20.5	19.7	0.8		111.8	109.7	2.1	
All Commercial Radio	194.2	192.7	1.5		140.5	138.1	2.4		153.1	155.7	-2.6		173.5	172.3	1.2		106.0	97.5	8.5		43.6	40.8	2.8		213.9	206.7	7.2	

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WELLINGTON COMMERCIAL RADIO - SURVEY 2 2018

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

Survey Comparisons: 1/2018 - 2/2018

This Survey Period: Sun Jan 28 to Sat Jun 16 2018

Last Survey Period: Sun Sep 10 to Sat Nov 18 2017 & Sun Jan 28 to Sat Apr 7 2018

	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	4:35	4:22	0:13	6:20	5:39	0:41	3:11	3:27	-0:15	3:29	3:41	-0:12	4:29	4:43	-0:14	6:39	3:42	2:57	4:49	0:41	4:07	4:42	4:32	0:10
Breeze	8:28	7:53	0:35	9:02	5:41	3:21	7:27	4:50	2:37	7:30	5:59	1:31	8:42	8:41	0:00	9:36	10:53	-1:17	9:38	9:27	0:10	5:33	7:38	-2:05
Coast	9:00	8:25	0:34	5:30	1:42	3:47	4:39	4:37	0:02	4:15	4:43	-0:27	5:07	6:01	-0:53	10:35	9:56	0:39	11:28	10:18	1:10	6:25	6:40	-0:14
Edge	5:37	5:37	0:00	3:24	6:53	-3:29	5:11	4:39	0:31	4:32	3:59	0:33	4:45	4:29	0:15	7:52	8:05	-0:13	14:21	11:40	2:40	4:36	5:14	-0:37
George FM	5:02	4:19	0:42	5:29	3:06	2:23	4:53	3:43	1:09	5:48	5:13	0:35	5:57	5:50	0:07	6:04	9:10	-3:05	3:27	1:31	1:56	6:51	7:36	-0:45
Life FM	3:53	4:10	-0:17	2:29	0:41	1:48	3:14	3:40	-0:26	2:30	2:45	-0:14	3:17	3:27	-0:09	4:23	5:18	-0:55	5:15	10:01	-4:45	3:08	4:00	-0:51
Magic	9:15	7:37	1:38	2:24	2:06	0:18	8:53	6:52	2:00	5:38	4:49	0:49	8:12	4:40	3:31	11:03	9:00	2:02	10:19	8:47	1:31	3:44	7:41	-3:57
Mai FM	7:25	9:12	-1:47	11:32	3:11	8:20	6:27	9:40	-3:12	7:39	13:09	-5:29	8:00	13:02	-5:02	11:11	11:59	-0:48	*	*	*	7:46	9:55	-2:09
Mix	10:26	6:28	3:57	3:00	3:40	-0:39	4:09	2:19	1:50	9:09	2:54	6:15	11:59	7:22	4:36	14:04	13:50	0:14	10:14	6:21	3:53	10:34	13:54	-3:19
More FM	6:29	7:08	-0:39	5:46	7:20	-1:33	3:43	6:06	-2:22	4:44	5:27	-0:42	6:30	6:47	-0:17	8:58	8:34	0:24	9:12	10:24	-1:12	6:22	8:12	-1:49
Newstalk ZB	11:43	11:37	0:06	2:36	2:13	0:22	9:34	5:42	3:51	5:56	9:32	-3:36	8:55	9:43	-0:48	11:31	10:13	1:18	14:50	13:39	1:11	9:49	15:25	-5:36
Radio Hauraki	7:09	7:20	-0:10	7:56	3:19	4:37	7:27	8:04	-0:37	6:29	7:05	-0:36	7:21	7:45	-0:23	10:33	9:45	0:47	8:14	8:21	-0:07	4:50	5:45	-0:55
RadioLIVE	7:50	8:25	-0:35	2:31	1:46	0:44	4:19	3:42	0:37	3:50	3:02	0:47	4:42	4:20	0:21	5:54	7:07	-1:12	9:36	9:42	-0:05	4:18	3:53	0:24
Radio Sport	6:27	5:53	0:33	8:49	4:42	4:07	2:14	2:17	-0:02	3:33	3:40	-0:06	7:54	7:11	0:43	8:19	8:12	0:07	4:19	4:29	-0:09	1:49	3:41	-1:52
Tarana	9:45	14:55	-5:10	1:00	1:00	0:00	7:03	8:24	-1:21	7:46	9:36	-1:49	6:35	12:53	-6:17	5:23	27:47	-22:23	19:59	26:28	-6:29	4:18	14:39	-10:20
Rhema	8:26	4:11	4:15	20:14	1:27	18:46	5:21	4:15	1:05	3:26	2:23	1:02	3:27	2:23	1:03	4:14	6:32	-2:17	16:22	5:42	10:40	3:53	4:26	-0:33
Rock	8:31	8:25	0:05	5:17	2:45	2:32	10:09	8:22	1:47	9:27	8:17	1:10	8:36	8:31	0:05	6:07	9:33	-3:26	8:37	9:56	-1:19	6:28	6:27	0:00
Star	9:29	6:32	2:56	3:07	2:26	0:41	2:54	1:30	1:24	11:11	9:19	1:52	11:05	9:33	1:31	8:04	5:27	2:36	8:07	6:27	1:40	10:06	8:17	1:48
Te Upoko o Te Ika	1:15	0:51	0:23	*	0:45	*	1:15	1:15	0:00	1:15	1:15	0:00	1:15	0:54	0:20	*	0:15	*	*	*	*	1:15	1:15	0:00
The Hits	5:15	5:27	-0:12	3:43	3:16	0:27	4:30	5:46	-1:16	5:05	5:11	-0:05	5:34	5:14	0:20	7:23	6:46	0:36	9:44	10:58	-1:13	5:05	4:53	0:12
The Sound	12:15	7:56	4:19	10:10	7:00	3:09	8:26	6:08	2:17	11:18	6:45	4:32	12:19	8:24	3:55	14:51	9:33	5:18	14:07	9:06	5:01	12:56	7:45	5:10
ZM	6:04	6:02	0:02	6:38	5:19	1:18	5:42	6:06	-0:24	6:52	6:46	0:06	6:40	6:59	-0:19	5:43	7:02	-1:19	6:27	5:20	1:07	5:45	6:24	-0:38
Others	8:02	7:22	0:39	4:11	11:53	-7:42	8:30	4:13	4:16	8:32	6:23	2:08	8:44	6:20	2:24	9:13	9:09	0:04	10:50	11:36	-0:46	5:06	7:21	-2:14
Mediaworks Combo	11:07	10:37	0:29	8:44	8:43	0:00	9:57	9:20	0:37	10:37	10:02	0:35	11:07	10:54	0:13	13:35	12:06	1:28	14:30	12:20	2:10	10:00	10:17	-0:16
NZME Combo	10:04	9:58	0:06	7:05	5:57	1:07	7:40	7:47	-0:07	8:02	8:36	-0:34	9:16	9:44	-0:27	12:54	12:15	0:38	15:13	13:37	1:35	8:39	10:31	-1:51
All Commercial Radio	15:11	14:22	0:48	11:39	11:10	0:28	13:30	11:55	1:35	13:41	13:04	0:37	14:28	14:14	0:13	17:22	16:34	0:48	20:44	18:22	2:21	12:38	13:58	-1:19
Potential (000)	371.9	371.9	0.0	39.7	42.7	-3.0	117.9	114.9	3.0	124.9	124.9	0.0	182.9	182.9	0.0	105.7	105.7	0.0	78.2	78.2	0.0	73.8	74.0	-0.2
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	This	Last	+/-
Potential (000)	371.9	371.9	0.0
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	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	2:19	2:07	0.12	0:53	2:04	-1:10	1:44	1:55	-0:10	1:30	1:53	-0:23	1:01	0:32	0:28	*	*	*	2:07	1:49	0:18
Breeze	3:05	3:09	-0:03	4:09	3:44	0:25	4:09	3:34	0:35	2:13	2:17	-0:03	2:42	1:54	0:48	1:35	3:07	-1:31	2:57	3:00	-0:03
Coast	2:37	2:36	0:00	2:56	3:41	-0:44	3:33	3:56	-0:23	1:57	1:58	-0:01	1:52	1:19	0:33	2:04	1:32	0:31	4:38	3:17	1:20
Edge	2:07	1:59	0:07	2:46	2:31	0:15	2:36	2:18	0:18	1:35	1:37	-0:02	1:27	1:19	0:08	1:40	1:36	0:04	1:59	2:14	-0:15
George FM	1:59	2:33	-0:34	1:37	1:31	0:05	3:02	2:20	0:42	1:47	1:46	0:01	0:33	0:40	-0:06	1:13	1:38	-0:25	2:28	2:35	-0:07
Life FM	1:47	1:35	0:11	2:00	2:07	-0:06	1:34	1:39	-0:04	1:30	1:48	-0:17	0:15	0:30	-0:15	0:30	*	*	1:14	1:20	-0:06
Magic	2:46	2:20	0:25	4:04	2:32	1:32	3:29	3:26	0:03	1:43	1:28	0:14	2:20	2:53	-0:32	1:36	0:55	0:40	4:08	3:49	0:18
Mai FM	2:56	2:52	0:03	4:13	3:58	0:14	4:29	5:55	-1:25	1:50	3:10	-1:20	1:40	1:52	-0:11	1:50	2:17	-0:26	2:09	3:08	-0:59
Mix	3:08	1:56	1:11	5:18	5:22	-0:03	4:26	4:53	-0:27	1:44	1:10	0:34	2:01	1:15	0:45	2:06	2:18	-0:11	3:00	2:00	0:59
More FM	2:50	2:38	0:12	3:29	3:52	-0:22	3:48	3:46	0:02	2:24	2:13	0:11	1:39	1:23	0:15	2:05	1:41	0:24	2:00	2:16	-0:16
Newstalk ZB	3:38	4:02	-0:23	3:11	3:19	-0:08	3:17	3:16	0:00	2:40	3:07	-0:27	3:16	3:03	0:13	5:24	4:39	0:44	3:57	3:55	0:01
Radio Hauraki	2:19	2:30	-0:11	4:38	4:26	0:12	3:41	3:50	-0:08	2:05	1:59	0:05	1:24	1:38	-0:13	1:24	1:22	0:02	2:31	2:46	-0:14
RadioLIVE	3:38	3:48	-0:09	2:55	3:41	-0:46	2:12	3:37	-1:24	2:23	2:27	-0:03	2:57	3:33	-0:35	4:23	4:26	-0:02	3:05	3:51	-0:46
Radio Sport	3:54	2:37	1:17	3:38	3:36	0:02	2:26	2:26	-0:00	1:30	1:42	-0:12	1:19	1:08	0:10	2:40	2:01	0:39	3:10	2:54	0:15
Tarana	4:36	4:47	-0:11	1:33	1:15	0:18	1:47	6:04	-4:17	3:50	4:14	-0:23	2:29	2:52	-0:22	2:35	3:18	-0:42	3:15	4:14	-0:59
Rhema	4:19	1:52	2:27	4:00	1:12	2:47	1:36	1:46	-0:09	2:03	1:33	0:29	2:33	1:44	0:49	6:19	2:04	4:15	2:22	1:40	0:41
Rock	3:29	3:30	-0:00	4:40	4:45	-0:05	5:19	5:26	-0:07	2:02	2:02	0:00	0:53	1:08	-0:15	2:51	2:28	0:23	2:17	2:24	-0:07
Star	4:01	3:39	0:22	3:09	2:27	0:41	2:02	1:16	0:45	1:09	1:00	0:09	1:04	1:21	-0:17	1:46	1:30	0:16	3:25	2:29	0:56
Te Upoko o Te Ika	*	*	*	*	0:15	*	*	*	*	1:15	1:15	0:00	*	0:15	*	*	*	*	*	0:30	*
The Hits	1:55	1:58	-0:02	2:26	2:26	0:00	2:55	2:48	0:07	1:32	1:28	0:03	1:34	1:32	0:02	2:19	2:08	0:11	2:18	2:25	-0:07
The Sound	2:56	2:29	0:27	4:30	3:14	1:15	6:12	4:35	1:36	2:30	1:41	0:48	2:50	2:33	0:17	2:02	2:07	-0:04	4:49	2:48	2:00
ZM	2:25	2:17	0:07	2:41	2:49	-0:08	2:27	2:30	-0:02	1:54	1:34	0:20	1:44	1:15	0:28	3:00	3:43	-0:42	2:00	2:10	-0:09
Others	3:45	3:40	0:04	4:06	4:02	0:03	4:22	3:00	1:21	2:35	1:50	0:45	2:19	1:49	0:30	1:53	4:41	-2:48	2:57	2:38	0:18
Mediaworks Combo	3:21	3:17	0:03	4:21	3:53	0:27	4:38	4:15	0:23	2:23	2:22	0:01	2:21	2:04	0:16	2:16	2:54	-0:37	3:21	3:28	-0:07
NZME Combo	3:10	3:11	-0:00	3:40	3:44	-0:04	3:28	3:31	-0:02	2:13	2:10	0:03	2:24	2:03	0:21	4:06	3:47	0:19	3:19	3:20	-0:01
All Commercial Radio	4:08	4:00	0:08	4:51	4:31	0:19	5:01	4:35	0:26	2:49	2:41	0:07	2:44	2:17	0:26	3:30	3:56	-0:26	4:12	4:09	0:03

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