



WELLINGTON COMMERCIAL RADIO - SURVEY 1 2019

Station Share (%) by Demographic, Mon-Sun 12mn-12mn
 Survey Comparisons: 4/2018 - 1/2019

This Survey Period: Sun Sep 2 to Sat Nov 10 2018 & Sun Jan 20 to Sat Mar 30 2019
 Last Survey Period: Sun Jun 24 to Sat Nov 10 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	0.5	0.6	-0.1	20	*	*	*	0.1	0.7	-0.6	0.6	0.8	-0.2	0.5	0.9	-0.4	0.4	0.9	-0.5	0.3	0.4	-0.1	1.1	1.3	-0.2
Breeze	13.3	12.4	0.9	1	13.8	16.6	-2.8	9.1	6.9	2.2	10.7	13.2	-2.5	11.3	12.2	-0.9	16.3	13.9	2.4	16.5	15.2	1.3	13.5	12.5	1.0
Coast	6.2	5.2	1.0	7	0.7	1.1	-0.4	2.5	0.9	1.6	3.7	2.7	1.0	5.1	3.7	1.4	8.8	7.0	1.8	11.4	11.2	0.2	4.7	5.7	-1.0
Edge	7.9	8.4	-0.5	4	18.0	18.3	-0.3	13.5	18.6	-5.1	14.1	11.5	2.6	10.9	9.2	1.7	2.9	3.1	-0.2	0.9	2.0	-1.1	10.5	7.6	2.9
George FM	1.3	0.9	0.4	16	4.2	2.4	1.8	1.3	1.1	0.2	2.2	1.9	0.3	1.8	1.3	0.5	0.6	0.1	0.5	*	*	*	1.4	0.7	0.7
Life FM	0.7	0.3	0.4	19	0.3	0.4	-0.1	1.5	0.3	1.2	1.7	0.5	1.2	1.1	0.3	0.8	*	*	*	*	*	*	1.6	0.2	1.4
Magic Music & Talk*	8.1	9.1	-1.0	3	3.3	1.7	1.6	2.6	1.9	0.7	3.1	2.6	0.5	4.9	3.7	1.2	9.6	10.8	-1.2	14.4	20.2	-5.8	5.8	6.8	-1.0
Mai FM	3.0	5.3	-2.3	12	5.2	8.3	-3.1	5.6	5.5	0.1	6.0	9.8	-3.8	4.9	7.7	-2.8	1.4	1.8	-0.4	*	0.1	*	2.6	11.3	-8.7
Mix	0.8	1.5	-0.7	18	0.3	1.5	-1.2	1.3	1.7	-0.4	1.1	2.0	-0.9	1.1	2.0	-0.9	0.7	1.6	-0.9	0.6	1.2	-0.6	0.8	2.4	-1.6
More FM	3.7	5.2	-1.5	10	7.7	12.1	-4.4	4.0	4.7	-0.7	4.4	5.1	-0.7	3.9	5.1	-1.2	3.7	6.0	-2.3	3.6	3.8	-0.2	5.7	5.6	0.1
Newstalk ZB	13.3	12.3	1.0	1	3.0	2.3	0.7	2.6	0.8	1.8	1.4	1.2	0.2	4.1	5.4	-1.3	13.0	14.5	-1.5	25.9	24.5	1.4	4.9	5.1	-0.2
Radio Hauraki	3.6	2.6	1.0	11	2.3	0.8	1.5	5.4	3.4	2.0	5.9	4.3	1.6	6.0	4.4	1.6	3.4	2.5	0.9	0.6	0.5	0.1	3.6	3.6	0.0
Radio Sport	1.6	0.9	0.7	15	0.7	0.2	0.5	1.4	0.7	0.7	2.3	1.2	1.1	2.0	1.2	0.8	1.3	1.1	0.2	1.2	0.9	0.3	1.9	1.0	0.9
Tarana	2.1	2.1	0.0	13	1.6	1.7	-0.1	4.2	4.2	0.0	4.2	3.2	1.0	3.4	3.2	0.2	1.0	1.8	-0.8	*	*	*	1.7	2.8	-1.1
Rhema	2.0	1.7	0.3	14	4.8	5.2	-0.4	1.8	1.4	0.4	0.5	0.3	0.2	0.7	0.7	0.0	3.2	2.8	0.4	3.2	2.5	0.7	4.9	3.2	1.7
Rock	6.0	5.9	0.1	8	6.0	1.6	4.4	8.3	10.2	-1.9	9.0	8.7	0.3	9.0	9.0	0.0	4.9	5.8	-0.9	0.5	1.0	-0.5	6.8	5.6	1.2
Star	1.1	0.7	0.4	17	*	0.1	*	0.4	*	*	0.3	*	*	0.9	0.5	0.4	2.4	1.9	0.5	1.9	1.5	0.4	2.5	1.9	0.6
Te Upoko o Te Ika	0.1	0.1	0.0	21	0.2	0.1	0.1	*	0.1	*	0.1	0.2	-0.1	0.1	0.2	-0.1	0.1	0.2	-0.1	0.1	*	*	0.1	0.2	-0.1
The Hits	5.4	4.8	0.6	9	4.9	4.6	0.3	10.3	8.1	2.2	8.5	7.3	1.2	7.2	6.2	1.0	3.5	4.0	-0.5	1.8	2.7	-0.9	7.4	5.4	2.0
The Sound	7.9	6.8	1.1	4	2.7	1.2	1.5	4.0	7.5	-3.5	4.3	7.1	-2.8	6.8	7.7	-0.9	15.7	10.4	5.3	14.3	8.0	6.3	4.8	3.1	1.7
ZM	7.9	8.7	-0.8	4	15.2	15.7	-0.5	15.3	15.4	-0.1	11.4	11.7	-0.3	9.5	10.0	-0.5	3.8	4.9	-1.1	1.2	1.9	-0.7	9.3	10.9	-1.6
Others	3.6	4.4	-0.8		5.0	3.9	1.1	4.8	5.7	-0.9	4.6	4.9	-0.3	4.6	5.3	-0.7	3.3	4.8	-1.5	1.5	2.6	-1.1	4.2	2.9	1.3
MediaWorks Combo	51.3	53.9	-2.6		60.9	62.3	-1.4	48.4	56.5	-8.1	53.7	59.8	-6.1	53.6	55.9	-2.3	55.2	52.0	3.2	50.3	50.2	0.1	51.1	53.3	-2.2
NZME Combo	38.9	36.4	2.5		27.9	26.6	1.3	38.8	31.8	7.0	34.7	31.1	3.6	35.3	33.4	1.9	34.5	35.5	-1.0	42.6	42.7	-0.1	32.7	34.4	-1.7
Potential (000)	378.6	371.9	6.7		44.7	42.8	1.9	117.1	114.8	2.3	129.4	124.9	4.5	187.2	182.9	4.3	106.5	105.7	0.8	80.2	78.2	2.0	71.9	68.4	3.5
Sample	1,582	1,638	-56		170	165	5	327	397	-70	432	486	-54	785	824	-39	540	554	-14	397	408	-11	309	322	-13

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 (until S4 2018) or Magic Music & Talk (from S1 2019) or Mai FM or More FM or RadioLive (until S4 2018) 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 Internet only listening to Flava or Hokonui

*Magic Music & Talk includes a combination of Magic and RadioLive for Sunday September 2 – Saturday November 10 2018.



WELLINGTON COMMERCIAL RADIO - SURVEY 1 2019

Station Share (%) by Daypart, People 10+
 Survey Comparisons: 4/2018 - 1/2019

This Survey Period: Sun Sep 2 to Sat Nov 10 2018 & Sun Jan 20 to Sat Mar 30 2019
 Last Survey Period: Sun Jun 24 to Sat Nov 10 2018

	This	Last	+/-
Potential (000)	378.6	371.9	6.7
Sample Size	1,582	1,638	-56

	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	0.5	0.4	0.1	20	0.6	0.7	-0.1		0.6	0.8	-0.2		0.4	0.5	-0.1		0.8	1.0	-0.2		0.3	0.2	0.1		0.4	0.6	-0.2	
Breeze	12.8	13.1	-0.3	2	13.1	15.2	-2.1		15.8	13.6	2.2		12.2	10.4	1.8		14.1	8.2	5.9		12.1	10.1	2.0		12.6	11.5	1.1	
Coast	5.1	3.2	1.9	8	8.0	6.9	1.1		5.8	6.5	-0.7		6.2	4.8	1.4		8.6	5.1	3.5		3.3	2.8	0.5		5.9	5.5	0.4	
Edge	7.2	7.7	-0.5	5	6.9	9.1	-2.2		7.3	8.1	-0.8		9.6	10.1	-0.5		6.0	5.6	0.4		2.4	2.3	0.1		10.2	9.6	0.6	
George FM	0.8	0.5	0.3	17	0.7	0.7	0.0		1.5	1.3	0.2		1.6	1.2	0.4		2.2	1.7	0.5		0.7	0.2	0.5		1.7	0.9	0.8	
Life FM	0.7	0.4	0.3	18	0.4	0.3	0.1		0.7	0.5	0.2		0.8	*	*		1.0	*	*		0.9	1.0	-0.1		0.5	0.2	0.3	
Magic Music & Talk*	8.2	9.0	-0.8	4	8.8	9.3	-0.5		7.9	8.5	-0.6		6.9	6.8	0.1		6.4	9.3	-2.9		8.0	10.1	-2.1		8.9	10.7	-1.8	
Mai FM	3.0	5.3	-2.3	12	1.8	5.3	-3.5		3.6	5.3	-1.7		3.5	5.6	-2.1		3.8	3.4	0.4		2.3	8.5	-6.2		3.0	5.1	-2.1	
Mix	0.6	1.3	-0.7	19	1.0	1.4	-0.4		0.8	1.5	-0.7		0.6	0.9	-0.3		0.4	0.5	-0.1		0.8	1.1	-0.3		1.2	2.5	-1.3	
More FM	4.0	3.0	1.0	10	2.8	3.5	-0.7		3.2	4.7	-1.5		4.2	8.3	-4.1		2.8	4.9	-2.1		2.0	5.7	-3.7		4.5	7.1	-2.6	
Newstalk ZB	17.0	16.7	0.3	1	12.5	9.0	3.5		6.4	5.6	0.8		10.3	9.4	0.9		21.7	21.9	-0.2		32.8	32.0	0.8		12.4	12.1	0.3	
Radio Hauraki	3.9	3.2	0.7	11	3.9	2.4	1.5		4.9	3.3	1.6		5.3	2.9	2.4		1.1	1.2	-0.1		0.6	0.6	0.0		2.1	2.2	-0.1	
Radio Sport	1.0	0.7	0.3	15	1.7	0.8	0.9		1.5	0.6	0.9		1.4	1.0	0.4		1.2	0.9	0.3		0.5	1.4	-0.9		2.4	1.4	1.0	
Tarana	2.1	2.5	-0.4	13	1.6	1.1	0.5		1.5	1.1	0.4		1.4	1.8	-0.4		1.2	4.4	-3.2		5.6	3.6	2.0		3.0	2.6	0.4	
Rhema	1.1	0.7	0.4	14	1.0	0.8	0.2		1.5	1.0	0.5		4.0	3.7	0.3		6.1	6.1	0.0		0.6	0.6	0.0		1.7	1.4	0.3	
Rock	4.7	5.6	-0.9	9	7.7	7.1	0.6		8.0	7.7	0.3		6.0	6.8	-0.8		5.1	4.0	1.1		5.8	7.3	-1.5		4.7	3.5	1.2	
Star	1.0	0.8	0.2	15	1.4	1.1	0.3		0.8	0.3	0.5		0.1	*	*		0.8	0.5	0.3		1.4	0.6	0.8		1.6	1.2	0.4	
Te Upoko o Te Ika	0.1	0.1	0.0	21	*	*	*		*	*	*		*	*	*		0.1	1.1	-1.0		0.3	*	*		0.1	0.1	0.0	
The Hits	5.6	5.4	0.2	7	6.0	4.2	1.8		8.8	6.8	2.0		4.5	4.2	0.3		2.5	3.8	-1.3		5.6	4.8	0.8		3.6	3.7	-0.1	
The Sound	7.0	6.3	0.7	6	9.7	8.2	1.5		8.2	9.8	-1.6		7.8	6.3	1.5		5.3	2.5	2.8		4.3	1.9	2.4		8.7	6.0	2.7	
ZM	10.1	10.1	0.0	3	8.1	9.5	-1.4		8.5	9.8	-1.3		9.0	9.9	-0.9		4.0	5.1	-1.1		4.0	2.2	1.8		6.3	7.1	-0.8	
Others	3.4	4.1	-0.7		2.3	3.3	-1.0		2.7	3.2	-0.5		4.1	5.3	-1.2		4.8	8.7	-3.9		6.0	3.0	3.0		4.6	5.0	-0.4	
MediaWorks Combo	47.8	50.4	-2.6		51.5	58.4	-6.9		55.5	59.0	-3.5		51.9	55.5	-3.6		45.7	39.6	6.1		37.5	46.1	-8.6		54.2	54.4	-0.2	
NZME Combo	43.6	41.0	2.6		41.5	34.8	6.7		36.6	34.1	2.5		37.2	33.4	3.8		39.6	38.5	1.1		47.5	45.3	2.2		34.2	34.9	-0.7	

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 (until S4 2018) or Magic Music & Talk (from S1 2019) or Mai FM or More FM or RadioLive (until S4 2018) 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 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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This Survey Period: Sun Sep 2 to Sat Nov 10 2018 & Sun Jan 20 to Sat Mar 30 2019
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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	3.7	5.5	-1.8	20	0.1	0.1	0.0	0.2	1.8	-1.6	2.2	3.0	-0.8	3.0	4.1	-1.1	1.2	1.8	-0.6	0.4	0.7	-0.3	2.3	2.7	-0.4
Breeze	59.8	53.1	6.7	1	6.8	6.3	0.5	13.0	11.9	1.1	19.3	19.1	0.2	30.3	27.0	3.3	21.3	17.6	3.7	17.1	16.4	0.7	16.0	12.2	3.8
Coast	25.4	26.3	-0.9	10	0.7	1.4	-0.7	4.0	3.0	1.0	6.9	6.4	0.5	11.6	10.7	0.9	11.6	11.6	0.0	11.9	12.8	-0.9	6.5	5.6	0.9
Edge	52.1	53.7	-1.6	3	9.3	9.4	-0.1	24.9	30.9	-6.0	27.2	25.6	1.6	32.3	30.1	2.2	7.1	5.9	1.2	2.9	2.7	0.2	12.2	8.8	3.4
George FM	11.5	7.3	4.2	14	2.3	0.9	1.4	4.1	3.1	1.0	6.9	4.8	2.1	8.0	5.4	2.6	1.3	0.6	0.7	0.2	0.3	-0.1	3.3	1.6	1.7
Life FM	3.9	4.5	-0.6	19	0.7	0.7	0.0	1.0	1.3	-0.3	2.8	2.5	0.3	3.0	2.6	0.4	0.1	0.1	0.0	*	*	*	1.6	1.2	0.4
Magic Music & Talk*	31.4	36.2	-4.8	7	1.8	1.3	0.5	2.4	3.9	-1.5	5.1	7.7	-2.6	11.7	13.4	-1.7	14.3	14.7	-0.4	14.5	17.2	-2.7	6.6	6.1	0.5
Mai FM	17.1	17.5	-0.4	12	1.8	1.5	0.3	9.5	9.6	-0.1	11.2	10.7	0.5	13.0	12.2	0.8	1.9	1.7	0.2	*	0.2	*	5.1	4.3	0.8
Mix	8.5	9.4	-0.9	15	0.7	0.8	-0.1	2.5	1.8	0.7	3.7	4.0	-0.3	6.1	6.7	-0.6	3.4	3.9	-0.5	1.5	1.6	-0.1	2.4	3.1	-0.7
More FM	27.6	26.3	1.3	8	5.5	4.1	1.4	7.3	7.8	-0.5	10.4	9.7	0.7	15.8	14.9	0.9	8.9	8.7	0.2	4.9	3.6	1.3	8.9	7.3	1.6
Newstalk ZB	43.3	38.4	4.9	4	2.3	1.7	0.6	6.5	2.9	3.6	5.6	4.9	0.7	13.9	12.8	1.1	16.0	16.5	-0.5	17.0	17.1	-0.1	7.9	4.7	3.2
Radio Hauraki	21.7	20.9	0.8	11	1.7	0.8	0.9	8.5	8.8	-0.3	11.8	13.7	-1.9	16.0	18.1	-2.1	5.8	4.6	1.2	2.1	0.9	1.2	4.5	4.6	-0.1
Radio Sport	13.7	11.0	2.7	13	1.4	0.8	0.6	1.9	2.2	-0.3	5.1	3.3	1.8	7.8	5.8	2.0	5.0	4.4	0.6	3.4	2.7	0.7	3.8	2.1	1.7
Tarana	7.6	6.3	1.3	16	1.1	0.9	0.2	3.3	3.4	-0.1	4.5	3.0	1.5	5.4	4.4	1.0	0.9	1.5	-0.6	*	*	*	1.6	1.3	0.3
Rhema	6.5	6.2	0.3	17	1.1	1.1	0.0	3.1	2.7	0.4	2.7	2.1	0.6	3.4	3.3	0.1	1.3	1.7	-0.4	0.8	0.8	0.0	2.1	1.9	0.2
Rock	26.8	30.8	-4.0	9	3.1	1.4	1.7	9.3	15.1	-5.8	12.8	17.5	-4.7	18.3	23.0	-4.7	6.8	7.1	-0.3	2.6	2.6	0.0	5.2	4.8	0.4
Star	4.5	3.2	1.3	18	0.2	0.3	-0.1	1.6	0.3	1.3	1.6	0.3	1.3	2.7	1.6	1.1	1.9	1.7	0.2	1.2	0.9	0.3	0.8	0.8	0.0
Te Upoko o Te Ika	1.5	2.1	-0.6	21	0.7	0.3	0.4	*	0.5	*	0.4	1.2	-0.8	0.6	1.8	-1.2	0.3	0.6	-0.3	0.2	*	*	0.6	0.8	-0.2
The Hits	39.9	35.5	4.4	5	5.1	5.0	0.1	18.0	13.0	5.0	17.6	16.4	1.2	24.0	22.9	1.1	9.5	9.3	0.2	3.9	3.8	0.1	12.0	9.4	2.6
The Sound	33.6	28.8	4.8	6	3.6	1.9	1.7	7.4	6.5	0.9	10.9	9.9	1.0	17.2	15.5	1.7	15.3	12.9	2.4	10.8	9.0	1.8	6.3	4.3	2.0
ZM	54.8	55.0	-0.2	2	7.8	8.2	-0.4	30.1	29.2	0.9	28.6	30.2	-1.6	34.4	35.2	-0.8	8.8	7.4	1.4	3.3	2.4	0.9	13.6	13.6	0.0
Others	28.4	32.1	-3.7		3.4	2.6	0.8	9.8	9.9	-0.1	12.4	12.9	-0.5	17.6	20.3	-2.7	8.5	10.6	-2.1	3.6	4.4	-0.8	5.1	4.7	0.4
MediaWorks Combo	183.5	181.6	1.9		21.7	19.4	2.3	54.0	58.8	-4.8	73.1	71.2	1.9	104.4	98.4	6.0	56.1	52.0	4.1	38.7	39.3	-0.6	43.7	37.4	6.3
NZME Combo	162.7	156.1	6.6		14.2	14.3	-0.1	53.4	48.0	5.4	63.0	63.5	-0.5	90.0	88.6	1.4	47.1	44.2	2.9	35.2	33.1	2.1	36.8	34.5	2.3
All Commercial Radio	276.9	267.6	9.3		28.2	26.0	2.2	87.8	84.2	3.6	109.0	103.3	5.7	153.4	146.2	7.2	81.7	78.2	3.5	59.2	56.7	2.5	62.2	56.4	5.8
Potential (000)	378.6	371.9	6.7		44.7	42.8	1.9	117.1	114.8	2.3	129.4	124.9	4.5	187.2	182.9	4.3	106.5	105.7	0.8	80.2	78.2	2.0	71.9	68.4	3.5
Sample	1,582	1,638	-56		170	165	5	327	397	-70	432	486	-54	785	824	-39	540	554	-14	397	408	-11	309	322	-13

MediaWorks Combo: Breeze or Edge or George FM or Magic (until S4 2018) or Magic Music & Talk (from S1 2019) or Mai FM or More FM or RadioLive (until S4 2018) or Rock or The Sound

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*Magic Music & Talk includes a combination of Magic and RadioLive for Sunday September 2 – Saturday November 10 2018.



WELLINGTON COMMERCIAL RADIO - SURVEY 1 2019

Cumulative Audience (000's) by Daypart, People 10+
Survey Comparisons: 4/2018 - 1/2019

This Survey Period: Sun Sep 2 to Sat Nov 10 2018 & Sun Jan 20 to Sat Mar 30 2019

Last Survey Period: Sun Jun 24 to Sat Nov 10 2018

	This	Last	+/-
Potential (000)	378.6	371.9	6.7
Sample Size	1,582	1,638	-56

	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	1.8	2.5	-0.7	20	1.7	2.2	-0.5	1.7	2.6	-0.9	1.5	1.8	-0.3	1.0	0.6	0.4	0.2	0.2	0.0	1.6	1.9	-0.3
Breeze	32.5	28.1	4.4	1	25.5	23.8	1.7	29.1	22.7	6.4	30.2	24.5	5.7	16.1	10.1	6.0	6.9	5.6	1.3	34.7	29.4	5.3
Coast	12.5	13.2	-0.7	10	13.5	13.8	-0.3	13.0	13.7	-0.7	13.6	13.0	0.6	7.8	6.3	1.5	2.6	1.7	0.9	16.4	15.6	0.8
Edge	25.8	24.3	1.5	4	21.3	20.9	0.4	20.8	22.0	-1.2	28.1	27.5	0.6	12.4	12.2	0.2	3.2	2.5	0.7	34.8	35.9	-1.1
George FM	3.7	1.9	1.8	16	1.6	1.8	-0.2	4.8	3.6	1.2	4.7	3.6	1.1	4.1	2.5	1.6	0.9	0.3	0.6	5.9	4.1	1.8
Life FM	2.3	2.6	-0.3	19	1.6	1.7	-0.1	2.5	3.0	-0.5	1.1	0.2	0.9	0.9	*	*	1.0	0.7	0.3	1.0	1.0	0.0
Magic Music & Talk*	17.7	20.5	-2.8	7	15.4	16.6	-1.2	13.8	14.6	-0.8	15.8	14.3	1.5	6.8	8.6	-1.8	3.3	5.4	-2.1	18.9	20.5	-1.6
Mai FM	9.5	11.6	-2.1	12	5.9	7.8	-1.9	8.2	8.2	0.0	7.7	9.1	-1.4	6.0	5.0	1.0	1.0	4.2	-3.2	12.1	11.9	0.2
Mix	3.9	5.2	-1.3	15	2.6	3.5	-0.9	2.5	2.8	-0.3	2.5	2.7	-0.2	1.4	0.6	0.8	1.1	1.2	-0.1	3.4	5.4	-2.0
More FM	15.2	10.8	4.4	8	7.3	7.3	0.0	9.8	10.7	-0.9	12.1	13.9	-1.8	7.1	6.8	0.3	2.2	2.0	0.2	17.3	15.6	1.7
Newstalk ZB	32.4	27.6	4.8	2	18.2	14.3	3.9	13.7	12.0	1.7	20.3	16.7	3.6	14.6	13.2	1.4	11.6	11.0	0.6	26.8	25.0	1.8
Radio Hauraki	12.0	10.8	1.2	11	5.5	4.2	1.3	9.5	7.9	1.6	12.2	10.0	2.2	3.5	4.4	-0.9	1.4	0.5	0.9	9.2	12.0	-2.8
Radio Sport	4.9	3.6	1.3	13	3.8	2.3	1.5	4.0	2.3	1.7	4.1	2.5	1.6	2.5	2.1	0.4	0.9	1.2	-0.3	8.6	6.4	2.2
Tarana	4.3	4.5	-0.2	14	2.1	1.6	0.5	2.2	2.1	0.1	3.1	2.9	0.2	1.7	3.1	-1.4	2.4	1.4	1.0	6.2	5.4	0.8
Rhema	2.8	1.7	1.1	17	1.4	1.1	0.3	2.8	2.3	0.5	3.8	4.0	-0.2	3.3	3.6	-0.3	0.5	0.5	0.0	4.2	3.7	0.5
Rock	14.6	16.7	-2.1	9	13.0	12.7	0.3	14.8	13.3	1.5	14.3	15.2	-0.9	5.9	6.5	-0.6	3.2	4.5	-1.3	14.9	15.5	-0.6
Star	2.7	1.6	1.1	18	1.6	1.2	0.4	1.9	0.8	1.1	1.1	0.4	0.7	1.0	0.7	0.3	0.9	0.9	0.0	3.6	2.0	1.6
Te Upoko o Te Ika	0.5	0.6	-0.1	21	0.2	0.4	-0.2	0.3	0.2	0.1	*	0.5	*	0.2	1.0	-0.8	0.2	*	*	1.0	0.4	0.6
The Hits	18.7	15.5	3.2	5	12.0	9.3	2.7	21.8	16.5	5.3	17.0	13.4	3.6	6.0	7.6	-1.6	3.0	2.3	0.7	18.0	17.9	0.1
The Sound	18.1	13.7	4.4	6	13.6	9.4	4.2	16.3	13.3	3.0	16.6	14.1	2.5	6.7	6.9	-0.2	3.6	1.2	2.4	22.3	14.9	7.4
ZM	32.2	31.9	0.3	3	18.3	22.1	-3.8	20.3	23.2	-2.9	24.8	25.0	-0.2	8.1	7.2	0.9	2.8	2.2	0.6	28.1	28.4	-0.3
Others	12.7	13.9	-1.2		9.0	9.9	-0.9	8.2	10.8	-2.6	10.5	14.7	-4.2	6.8	9.7	-2.9	2.3	2.2	0.1	16.8	16.2	0.6
MediaWorks Combo	112.1	109.0	3.1		89.3	86.7	2.6	99.6	92.8	6.8	110.4	105.6	4.8	58.3	54.3	4.0	21.7	24.1	-2.4	131.6	122.4	9.2
NZME Combo	104.9	98.5	6.4		70.0	65.6	4.4	76.9	72.1	4.8	85.0	75.3	9.7	41.3	39.5	1.8	22.2	19.6	2.6	99.4	100.3	-0.9
All Commercial Radio	200.5	188.9	11.6		145.0	138.1	6.9	160.8	154.0	6.8	182.6	173.5	9.1	101.8	100.8	1.0	47.3	45.6	1.7	209.8	201.3	8.5

MediaWorks Combo: Breeze or Edge or George FM or Magic (until S4 2018) or Magic Music & Talk (from S1 2019) or Mai FM or More FM or RadioLive (until S4 2018) 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 Internet only listening to Flava or Hokonui

*Magic Music & Talk includes a combination of Magic and RadioLive for Sunday September 2 - Saturday November 10 2018.



WELLINGTON COMMERCIAL RADIO - SURVEY 1 2019

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

Survey Comparisons: 4/2018 - 1/2019

This Survey Period: Sun Sep 2 to Sat Nov 10 2018 & Sun Jan 20 to Sat Mar 30 2019

Last Survey Period: Sun Jun 24 to Sat Nov 10 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	5:20	4:17	1:03	1:15	1:15	0:00	7:15	3:57	3:17	3:37	3:36	0:01	3:32	4:12	-0:40	5:01	5:51	2:18	8:09	5:51	2:18	4:02	4:07	-0:05
Breeze	8:39	8:38	0:01	5:10	6:14	-1:03	7:20	6:01	1:19	7:37	9:21	-1:44	7:42	9:04	-1:22	10:33	9:28	1:04	10:43	9:06	1:36	7:16	8:39	-1:23
Coast	9:26	7:22	2:04	2:39	1:54	0:45	6:27	3:11	3:16	7:25	5:41	1:43	9:00	6:52	2:07	10:24	7:16	3:08	10:34	8:38	1:56	6:11	8:35	-2:24
Edge	5:54	5:49	0:04	4:52	4:35	0:17	5:42	6:13	-0:31	7:06	6:04	1:01	6:58	6:04	0:53	5:43	6:19	-0:36	3:39	7:13	-3:34	7:24	7:19	0:04
George FM	4:25	4:39	-0:13	4:39	6:39	-1:59	3:18	3:32	-0:13	4:23	5:15	-0:51	4:46	4:57	-0:11	6:08	2:33	3:35	1:30	0:30	1:00	3:33	3:46	-0:13
Life FM	6:37	2:24	4:13	0:56	1:13	-0:16	15:55	2:30	13:25	8:09	2:31	5:38	7:55	2:32	5:22	3:00	3:00	0:00	*	*	*	8:18	1:34	6:43
Magic Music & Talk*	10:01	9:22	0:38	4:45	3:09	1:35	11:18	5:08	6:10	8:13	4:37	3:36	8:38	5:29	3:09	9:11	8:45	0:26	10:58	11:31	-0:33	7:39	9:19	-1:40
Mai FM	6:50	11:13	-4:22	7:32	13:24	-5:51	6:11	5:54	0:16	7:20	12:27	-5:06	7:46	12:34	-4:47	10:20	12:06	-1:46	*	3:45	*	4:22	22:03	-17:40
Mix	3:43	6:00	-2:16	1:02	4:24	-3:22	5:15	10:03	-4:47	4:05	6:41	-2:36	3:51	5:58	-2:06	2:38	4:50	-2:12	4:25	7:08	-2:42	3:02	6:37	-3:35
More FM	5:10	7:22	-2:11	3:33	6:55	-3:22	5:46	6:18	-0:31	5:45	7:05	-1:20	5:07	6:52	-1:44	5:45	8:13	-2:28	8:05	10:23	-2:17	5:33	6:23	-0:50
Newstalk ZB	11:54	11:55	-0:00	3:19	3:08	0:10	4:14	2:41	1:33	3:21	3:20	0:01	6:02	8:28	-2:26	11:07	10:30	0:36	16:51	14:03	2:48	5:25	9:08	-3:43
Radio Hauraki	6:20	4:37	1:43	3:21	2:31	0:49	6:36	4:03	2:33	6:51	4:14	2:36	7:40	4:52	2:48	7:59	6:32	1:27	3:21	5:32	-2:11	6:54	6:32	0:21
Radio Sport	4:26	3:13	1:13	1:17	0:46	0:31	7:46	3:33	4:13	6:01	5:00	1:00	5:22	4:11	1:11	3:38	2:52	0:45	4:00	3:12	0:47	4:26	4:01	0:24
Tarana	10:46	12:36	-1:50	3:34	4:19	-0:44	13:09	13:02	0:07	12:48	14:27	-1:38	13:06	14:29	-1:22	14:35	14:34	0:01	*	*	*	9:19	18:10	-8:50
Rhema	11:46	9:54	1:51	10:37	10:50	-0:13	6:08	5:16	0:52	2:45	2:00	0:44	4:33	4:14	0:19	33:04	20:03	13:00	46:06	30:38	15:27	19:56	13:50	6:06
Rock	8:40	7:04	1:35	4:57	2:42	2:14	9:23	7:02	2:20	9:36	6:45	2:51	10:09	7:48	2:20	9:56	9:53	0:02	2:21	3:37	-1:16	11:16	9:46	1:30
Star	9:09	8:22	0:46	0:21	0:30	-0:08	2:56	1:00	1:56	2:56	1:00	1:56	6:37	6:25	0:12	17:18	13:10	4:07	18:30	16:03	2:27	26:28	20:36	5:51
Te Upoko o Te Ika	1:54	2:12	-0:18	0:45	0:55	-0:09	*	2:15	*	2:00	2:03	-0:03	2:13	2:27	-0:13	4:39	3:11	1:27	6:00	*	*	2:13	2:06	0:07
The Hits	5:16	5:01	0:15	2:26	2:11	0:15	6:03	6:26	-0:23	6:39	5:59	0:39	6:11	5:27	0:43	5:00	5:04	-0:03	4:56	6:50	-1:54	5:20	4:53	0:27
The Sound	9:10	8:42	0:28	1:51	1:33	0:18	5:39	12:05	-6:26	5:28	9:40	-4:11	8:04	10:01	-1:56	14:03	9:38	4:24	14:42	8:44	5:57	6:38	6:10	0:27
ZM	5:33	5:50	-0:16	4:54	4:29	0:25	5:20	5:27	-0:07	5:29	5:15	0:13	5:43	5:39	0:03	5:57	7:55	-1:57	4:01	7:39	-3:37	5:52	6:43	-0:51
Others	4:59	5:06	-0:07	3:42	3:27	0:14	5:06	5:58	-0:51	5:04	5:11	-0:06	5:21	5:13	0:07	5:20	5:25	-0:05	4:27	5:40	-1:13	7:07	5:07	2:00
MediaWorks Combo	10:51	11:02	-0:10	7:07	7:32	-0:25	9:25	9:57	-0:32	10:05	11:24	-1:18	10:35	11:22	-0:46	13:31	11:57	1:34	14:24	12:34	1:49	10:04	11:59	-1:55
NZME Combo	9:17	8:39	0:37	4:58	4:22	0:36	7:38	6:51	0:47	7:33	6:38	0:54	8:04	7:33	0:31	10:03	9:36	0:27	13:26	12:41	0:45	7:39	8:23	-0:44
All Commercial Radio	14:01	13:52	0:08	8:59	9:02	-0:03	11:58	12:18	-0:19	12:35	13:07	-0:32	13:26	13:40	-0:14	16:50	15:17	1:32	18:44	17:21	1:22	13:50	14:54	-1:03
Potential (000)	378.6	371.9	6.7	44.7	42.8	1.9	117.1	114.8	2.3	129.4	124.9	4.5	187.2	182.9	4.3	106.5	105.7	0.8	80.2	78.2	2.0	71.9	68.4	3.5
Sample	1,582	1,638	-56	170	165	5	327	397	-70	432	486	-54	785	824	-39	540	554	-14	397	408	-11	309	322	-13

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

MediaWorks Combo: Breeze or Edge or George FM or Magic (until S4 2018) or Magic Music & Talk (from S1 2019) or Mai FM or More FM or RadioLive (until S4 2018) 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 internet only listening to Flava or Hokonui

*Magic Music & Talk includes a combination of Magic and RadioLive for Sunday September 2 – Saturday November 10 2018.