



WELLINGTON COMMERCIAL RADIO - SURVEY 2 2021

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

Survey Comparisons: 1/2021 - 2/2021

This Survey Period: Sun Jan 31 to Sat Jun 19 2021

Last Survey Period: Sun Sept 13 to Sat Nov 14 2020 & Sun Jan 31 to Sat Apr 10 2021

	All 10+				People 10-24			People 18-39			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	0.3	0.3	0.0	20	0.4	0.5	-0.1	0.9	0.8	0.1	0.8	0.7	0.1	0.5	0.5	0.0	*	*	*	0.1	*	*	0.5	0.5	0.0
Breeze	13.2	12.8	0.4	2	7.8	6.6	1.2	8.1	5.1	3.0	9.4	6.8	2.6	11.4	10.7	0.7	18.6	20.9	-2.3	17.5	19.0	-1.5	11.2	9.6	1.6
Coast	4.6	4.8	-0.2	9	1.1	1.3	-0.2	1.7	1.5	0.2	2.6	3.7	-1.1	4.1	4.1	0.0	7.0	6.4	0.6	6.4	8.0	-1.6	3.1	2.8	0.3
Edge	7.3	6.9	0.4	5	14.2	15.7	-1.5	13.5	13.7	-0.2	11.2	10.9	0.3	10.1	8.7	1.4	4.5	2.7	1.8	1.3	0.9	0.4	10.5	4.2	6.3
George FM	1.9	1.7	0.2	14	2.3	3.3	-1.0	6.2	4.3	1.9	5.0	3.5	1.5	3.3	2.4	0.9	0.1	0.1	0.0	*	*	*	2.1	0.8	1.3
Gold	0.7	0.6	0.1	16	1.7	1.4	0.3	0.6	0.2	0.4	0.6	0.3	0.3	0.7	0.4	0.3	0.7	0.6	0.1	0.5	0.7	-0.2	0.4	0.9	-0.5
Gold AM	0.2	0.1	0.1	21	*	*	*	*	*	*	0.2	*	*	0.2	0.1	0.1	0.4	0.3	0.1	0.5	0.3	0.2	*	0.2	*
Life FM	0.5	0.6	-0.1	18	0.1	0.5	-0.4	1.2	1.5	-0.3	1.1	1.4	-0.3	0.7	0.9	-0.2	0.2	0.2	0.0	0.3	0.2	0.1	0.2	0.3	-0.1
Magic Music*	4.0	n.a.	*	11	0.8	n.a.	*	1.7	n.a.	*	1.9	n.a.	*	1.8	n.a.	*	3.5	n.a.	*	8.3	n.a.	*	3.4	n.a.	*
Magic Talk*	3.0	n.a.	*	13	0.1	n.a.	*	0.8	n.a.	*	1.1	n.a.	*	1.6	n.a.	*	4.5	n.a.	*	6.0	n.a.	*	1.3	n.a.	*
Mai FM	6.7	7.3	-0.6	7	25.9	23.3	2.6	8.4	10.4	-2.0	7.2	8.7	-1.5	5.8	7.8	-2.0	1.7	3.1	-1.4	0.5	0.2	0.3	5.8	7.6	-1.8
More FM	4.2	5.0	-0.8	10	2.3	4.1	-1.8	4.8	5.1	-0.3	6.3	6.3	0.0	5.0	5.8	-0.8	4.7	6.3	-1.6	4.3	4.8	-0.5	5.0	4.8	0.2
Newstalk ZB	13.4	13.5	-0.1	1	2.0	1.6	0.4	2.0	3.9	-1.9	2.6	5.1	-2.5	4.8	6.9	-2.1	14.0	13.0	1.0	25.0	22.8	2.2	12.1	11.8	0.3
Radio Hauraki	3.4	2.8	0.6	12	1.8	1.6	0.2	5.7	4.5	1.2	7.1	5.5	1.6	5.8	4.4	1.4	2.5	2.1	0.4	1.3	1.4	-0.1	5.2	4.7	0.5
Rhema	0.5	0.3	0.2	18	0.3	0.5	-0.2	0.5	0.4	0.1	1.2	0.4	0.8	0.8	0.3	0.5	0.1	*	*	0.1	0.1	0.0	*	0.1	*
Rock	6.3	4.7	1.6	8	5.0	6.0	-1.0	8.4	6.5	1.9	8.8	6.7	2.1	9.6	6.4	3.2	7.8	4.6	3.2	3.2	2.2	1.0	4.4	6.6	-2.2
Star	0.7	1.5	-0.8	16	0.4	0.5	-0.1	*	*	*	*	*	*	0.7	1.2	-0.5	1.0	2.5	-1.5	0.8	1.8	-1.0	*	1.9	*
Tarana	1.1	1.8	-0.7	15	0.5	0.4	0.1	0.2	0.5	-0.3	1.0	0.6	0.4	1.4	2.7	-1.3	0.9	3.2	-2.3	1.1	1.2	-0.1	3.4	3.2	0.2
Te Upoko o Te Ika	0.1	*	*	22	0.1	*	*	0.3	0.1	0.2	0.3	0.1	0.2	0.2	*	*	*	*	*	*	*	*	*	*	*
The Hits	6.9	6.9	0.0	6	15.5	12.9	2.6	10.2	10.5	-0.3	7.6	8.0	-0.4	8.1	8.0	0.1	6.2	6.2	0.0	2.7	3.2	-0.5	13.2	10.3	2.9
The Sound	7.4	8.2	-0.8	4	2.6	6.0	-3.4	8.3	10.5	-2.2	7.8	9.2	-1.4	7.9	9.7	-1.8	10.8	10.2	0.6	9.8	8.0	1.8	3.1	6.0	-2.9
ZM	8.2	7.5	0.7	3.0	13.6	11.6	2.0	13.4	14.3	-0.9	12.8	12.7	0.1	10.7	9.7	1.0	5.4	4.3	1.1	3.4	3.2	0.2	12.8	11.9	0.9
MediaWorks Combo	53.9	54.6	-0.7		61.0	65.8	-4.8	60.3	60.2	0.1	58.8	57.4	1.4	56.6	56.2	0.4	56.2	57.2	-1.0	51.0	51.3	-0.3	46.9	46.3	0.6
NZME Combo	37.8	36.7	1.1		36.0	30.9	5.1	34.1	35.0	-0.9	33.8	35.4	-1.6	34.6	34.3	0.3	36.4	33.9	2.5	39.7	39.5	0.2	47.3	42.7	4.6
NZME and Partners	385.3	385.3	0.0		92.1	92.1	0.0	149.1	147.1	2.0	132.8	132.8	0.0	190.8	190.8	0.0	107.0	107.0	0.0	80.6	80.6	0.0	64.2	64.9	-0.7
Sample	1,669	1,539	130		335	329	6	582	526	56	570	531	39	851	779	72	506	455	51	399	355	44	311	293	18

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 Music or Magic Talk or Mai FM or More FM or Rock or The Sound

NZME Combo: Coast or Gold or Gold AM or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Flava or Hokonui

*Magic Music & Magic Talk were reported together as Magic Music & Talk in S1 2021 and therefore the individual station results cannot be compared in S2 2021

WELLINGTON COMMERCIAL RADIO - SURVEY 2 2021

Station Share (%) by Daypart, People 10+

Survey Comparisons: 1/2021 - 2/2021

This Survey Period: Sun Jan 31 to Sat Jun 19 2021

Last Survey Period: Sun Sept 13 to Sat Nov 14 2020 & Sun Jan 31 to Sat Apr 10 2021

	This	Last	+/-
Potential (000)	385.3	385.3	0.0
Sample Size	1,669	1,539	130

	Breakfast				Morning			Afternoon			Drive				Night			Mid Dawn			Weekend		
	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	0.2	0.1	0.1	20	0.2	0.3	-0.1	0.3	0.3	0.0	0.7	0.7	0.0	0.3	0.1	0.2	0.1	0.1	0.0	0.3	0.4	-0.1	
Breeze	14.3	12.0	2.3	2	15.4	13.7	1.7	12.2	11.4	0.8	11.2	10.6	0.6	10.6	12.8	-2.2	8.2	7.5	0.7	13.8	16.1	-2.3	
Coast	3.0	2.2	0.8	10	5.4	4.3	1.1	6.4	5.7	0.7	4.1	5.0	-0.9	4.6	9.2	-4.6	2.4	1.0	1.4	4.5	6.0	-1.5	
Edge	7.4	7.0	0.4	5	7.2	5.6	1.6	7.8	7.1	0.7	8.1	8.1	0.0	4.8	5.6	-0.8	2.8	2.0	0.8	7.7	7.8	-0.1	
George FM	1.3	1.0	0.3	14	2.6	1.8	0.8	2.9	2.6	0.3	3.0	2.4	0.6	1.1	1.3	-0.2	0.1	0.5	-0.4	1.0	1.2	-0.2	
Gold	0.8	0.4	0.4	17	0.4	0.4	0.0	0.5	0.4	0.1	1.2	0.7	0.5	0.6	0.9	-0.3	1.6	1.3	0.3	0.8	0.8	0.0	
Gold AM	0.5	0.5	0.0	18	0.1	*	*	0.1	*	*	0.1	*	*	0.6	*	*	*	*	*	0.3	0.1	0.2	
Life FM	0.3	0.3	0.0	19	0.3	0.4	-0.1	0.6	1.0	-0.4	0.7	1.0	-0.3	0.1	0.3	-0.2	*	0.3	*	0.6	0.5	0.1	
Magic Music*	2.7	n.a.	*	13	4.0	n.a.	*	4.4	n.a.	*	3.7	n.a.	*	2.6	n.a.	*	7.0	n.a.	*	4.8	n.a.	*	
Magic Talk*	4.2	n.a.	*	9	3.0	n.a.	*	1.9	n.a.	*	1.6	n.a.	*	3.5	n.a.	*	8.1	n.a.	*	2.6	n.a.	*	
Mai FM	7.8	9.7	-1.9	4	3.7	5.3	-1.6	5.2	5.5	-0.3	6.6	8.5	-1.9	13.1	11.2	1.9	9.9	7.0	2.9	7.3	6.7	0.6	
More FM	3.0	6.3	-3.3	10	3.9	6.5	-2.6	6.2	5.2	1.0	5.5	5.1	0.4	1.2	2.4	-1.2	0.6	1.2	-0.6	4.1	3.6	0.5	
Newstalk ZB	15.0	14.3	0.7	1	9.9	10.9	-1.0	9.1	9.8	-0.7	11.2	9.3	1.9	23.5	21.0	2.5	32.0	44.9	-12.9	14.8	14.4	0.4	
Radio Hauraki	3.0	2.9	0.1	10	3.9	2.6	1.3	4.1	2.9	1.2	3.6	3.7	-0.1	2.3	1.9	0.4	1.0	1.2	-0.2	3.4	2.9	0.5	
Rhema	0.2	0.2	0.0	20	0.6	*	*	0.7	0.2	0.5	0.5	0.3	0.2	0.3	0.4	-0.1	0.5	0.7	-0.2	0.4	0.5	-0.1	
Rock	6.1	5.4	0.7	8	6.0	5.3	0.7	7.4	5.2	2.2	8.2	6.4	1.8	5.7	2.6	3.1	5.4	3.2	2.2	5.0	3.0	2.0	
Star	0.9	1.7	-0.8	15	0.9	2.1	-1.2	0.7	2.1	-1.4	0.2	0.8	-0.6	0.6	0.6	0.0	0.2	0.3	-0.1	0.5	1.1	-0.6	
Tarana	0.9	1.9	-1.0	15	1.2	1.3	-0.1	0.5	1.5	-1.0	0.5	1.5	-1.0	0.3	0.9	-0.6	4.5	0.7	3.8	1.7	2.7	-1.0	
Te Upoko o Te Ika	0.1	*	*	22	0.1	*	*	*	*	*	0.1	0.1	0.0	*	*	*	*	*	*	0.3	*	*	
The Hits	7.0	6.6	0.4	6	5.5	5.7	-0.2	6.6	6.8	-0.2	7.9	7.8	0.1	9.1	9.1	0.0	7.4	10.3	-2.9	7.2	6.6	0.6	
The Sound	6.3	7.2	-0.9	7	10.7	11.4	-0.7	8.2	10.1	-1.9	4.8	6.2	-1.4	7.0	6.5	0.5	4.2	2.7	1.5	7.1	7.1	0.0	
ZM	10.8	8.7	2.1	3	7.2	6.8	0.4	7.8	8.9	-1.1	11.4	10.6	0.8	5.2	4.3	0.9	2.0	2.4	-0.4	6.5	5.6	0.9	
MediaWorks Combo	53.1	56.0	-2.9		56.4	58.8	-2.4	56.4	55.3	1.1	52.7	54.2	-1.5	49.5	48.5	1.0	46.2	33.6	12.6	53.2	53.8	-0.6	
NZME Combo	40.5	36.2	4.3		32.7	31.6	1.1	34.8	35.2	-0.4	39.7	37.1	2.6	46.1	46.5	-0.4	46.5	61.6	-15.1	37.7	36.4	1.3	

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 Music or Magic Talk or Mai FM or More FM or Rock or The Sound

NZME Combo: Coast or Gold or Gold AM or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Flava or Hokonui

*Magic Music & Magic Talk were reported together as Magic Music & Talk in S1 2021 and therefore the individual station results cannot be compared in S2 2021



WELLINGTON COMMERCIAL RADIO - SURVEY 2 2021

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

Survey Comparisons: 1/2021 - 2/2021

This Survey Period: Sun Jan 31 to Sat Jun 19 2021

Last Survey Period: Sun Sept 13 to Sat Nov 14 2020 & Sun Jan 31 to Sat Apr 10 2021

	All 10+				People 10-24			People 18-39			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	5.7	0.4	15	1.4	1.2	0.2	5.0	4.8	0.2	4.2	4.2	0.0	4.2	4.2	0.0	0.3	0.3	0.0	0.5	0.3	0.2	1.2	1.6	-0.4
Breeze	53.1	51.6	1.5	2	8.7	10.8	-2.1	13.0	13.2	-0.2	14.4	13.4	1.0	23.5	21.8	1.7	23.1	21.7	1.4	19.4	17.8	1.6	11.0	10.7	0.3
Coast	23.2	24.9	-1.7	11	2.5	2.5	0.0	3.9	3.5	0.4	5.3	5.6	-0.3	10.4	10.9	-0.5	10.8	11.1	-0.3	9.4	10.6	-1.2	4.1	3.6	0.5
Edge	46.3	47.9	-1.6	3	17.6	16.0	1.6	28.8	31.0	-2.2	22.0	25.4	-3.4	25.7	29.7	-4.0	5.6	5.9	-0.3	3.0	2.2	0.8	10.2	6.0	4.2
George FM	8.3	9.9	-1.6	14	3.0	3.5	-0.5	6.6	7.3	-0.7	4.7	5.3	-0.6	5.1	6.0	-0.9	0.5	0.9	-0.4	0.2	0.4	-0.2	1.1	1.4	-0.3
Gold	3.9	4.9	-1.0	16	0.7	1.5	-0.8	1.1	0.8	0.3	1.1	1.3	-0.2	2.3	2.0	0.3	1.8	1.7	0.1	0.9	1.3	-0.4	0.4	1.4	-1.0
Gold AM	2.1	1.3	0.8	20	0.5	0.2	0.3	*	*	*	0.7	*	*	0.9	0.4	0.5	0.4	0.6	-0.2	0.7	0.6	0.1	0.5	0.6	-0.1
Life FM	3.9	4.7	-0.8	16	0.6	1.7	-1.1	1.6	2.5	-0.9	1.6	2.1	-0.5	1.6	2.1	-0.5	1.3	0.9	0.4	1.7	0.9	0.8	0.4	1.0	-0.6
Magic Music*	14.2	n.a.	*	13	1.4	n.a.	*	2.0	n.a.	*	2.5	n.a.	*	3.7	n.a.	*	4.7	n.a.	*	7.1	n.a.	*	2.1	n.a.	*
Magic Talk*	15.6	n.a.	*	12	1.2	n.a.	*	2.5	n.a.	*	3.5	n.a.	*	5.4	n.a.	*	7.0	n.a.	*	7.8	n.a.	*	2.1	n.a.	*
Mai FM	24.2	29.5	-5.3	10	10.9	12.3	-1.4	13.9	18.1	-4.2	11.3	13.8	-2.5	12.5	16.2	-3.7	1.8	3.4	-1.6	0.8	1.0	-0.2	4.3	4.7	-0.4
More FM	28.7	27.6	1.1	6	7.4	5.5	1.9	11.1	11.0	0.1	11.1	12.2	-1.1	15.4	17.1	-1.7	8.5	9.2	-0.7	5.5	5.0	0.5	7.1	6.5	0.6
Newstalk ZB	42.7	42.6	0.1	5	3.4	3.8	-0.4	7.7	8.9	-1.2	9.2	9.9	-0.7	16.1	16.4	-0.3	15.1	14.5	0.6	16.6	15.1	1.5	7.8	6.2	1.6
Radio Hauraki	24.9	23.3	1.6	9	3.3	3.9	-0.6	10.2	11.9	-1.7	13.0	13.2	-0.2	17.9	16.8	1.1	7.6	5.8	1.8	3.7	2.5	1.2	6.3	6.2	0.1
Rhema	2.5	3.4	-0.9	19	0.7	1.2	-0.5	0.8	0.7	0.1	1.0	0.7	0.3	1.1	1.1	0.0	0.3	0.7	-0.4	0.7	0.4	0.3	0.3	0.8	-0.5
Rock	27.8	27.3	0.5	7	5.9	5.7	0.2	11.6	14.2	-2.6	14.4	15.5	-1.1	19.2	19.5	-0.3	6.8	6.0	0.8	2.4	2.1	0.3	6.2	7.0	-0.8
Star	1.7	3.9	-2.2	22	0.3	0.8	-0.5	*	0.8	*	*	0.3	*	0.4	1.5	-1.1	0.5	1.4	-0.9	1.0	1.1	-0.1	0.2	0.8	-0.6
Tarana	3.6	4.1	-0.5	18	0.6	0.5	0.1	0.4	0.7	-0.3	0.6	1.1	-0.5	1.6	2.8	-1.2	1.6	1.8	-0.2	1.5	0.7	0.8	1.5	1.5	0.0
Te Upoko o Te Ika	1.8	0.6	1.2	21	0.3	*	*	1.5	0.6	0.9	1.5	0.6	0.9	1.5	0.6	0.9	*	*	*	*	*	*	*	0.3	*
The Hits	43.1	43.9	-0.8	4	13.3	15.2	-1.9	19.7	19.1	0.6	19.8	16.9	2.9	25.0	23.1	1.9	8.8	10.5	-1.7	4.9	5.6	-0.7	10.9	9.1	1.8
The Sound	26.1	31.7	-5.6	8	3.5	5.2	-1.7	7.6	9.4	-1.8	8.3	11.0	-2.7	13.7	17.5	-3.8	11.5	13.0	-1.5	8.7	8.7	0.0	4.0	6.0	-2.0
ZM	53.9	50.3	3.6	1	15.5	15.1	0.4	31.0	29.9	1.1	27.2	25.4	1.8	32.7	30.4	2.3	9.5	8.8	0.7	5.5	4.3	1.2	14.4	11.6	2.8
MediaWorks Combo	173.2	176.9	-3.7		38.0	40.6	-2.6	65.5	72.6	-7.1	62.7	66.4	-3.7	88.4	93.2	-4.8	55.0	55.5	-0.5	42.0	39.4	2.6	32.6	31.1	1.5
NZME Combo	146.1	147.7	-1.6		28.9	30.8	-1.9	54.4	55.4	-1.0	56.0	54.1	1.9	78.0	76.7	1.3	41.4	42.9	-1.5	32.1	32.0	0.1	32.0	28.6	3.4
All Commercial Radio	248.3	255.7	-7.4		50.7	54.7	-4.0	90.0	97.2	-7.2	89.7	93.3	-3.6	129.8	135.5	-5.7	77.2	78.5	-1.3	57.9	55.1	2.8	47.7	47.1	0.6
Potential (000)	385.3	385.3	0.0		92.1	92.1	0.0	149.1	147.1	2.0	132.8	132.8	0.0	190.8	190.8	0.0	107.0	107.0	0.0	80.6	80.6	0.0	64.2	64.9	-0.7
Sample	1,669	1,539	130		335	329	6	582	526	56	570	531	39	851	779	72	506	455	51	399	355	44	311	293	18

MediaWorks Combo: Breeze or Edge or George FM or Magic Music or Magic Talk or Mai FM or More FM or Rock or The Sound

NZME Combo: Coast or Gold or Gold AM or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Flava or Hokonui

*Magic Music & Magic Talk were reported together as Magic Music & Talk in S1 2021 and therefore the individual station results cannot be compared in S2 2021



WELLINGTON COMMERCIAL RADIO - SURVEY 2 2021

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

Survey Comparisons: 1/2021 - 2/2021

This Survey Period: Sun Jan 31 to Sat Jun 19 2021

Last Survey Period: Sun Sept 13 to Sat Nov 14 2020 & Sun Jan 31 to Sat Apr 10 2021

	This	Last	+/-
Potential (000)	385.3	385.3	0.0
Sample Size	1,669	1,539	130

	Breakfast				Morning				Afternoon				Drive				Night				Mid Dawn				Weekend			
	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	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-			
Atiawa Toa FM	2.1	1.2	0.9	16	1.5	1.5	0.0	1.7	1.5	0.2	2.9	2.9	0.0	0.7	0.8	-0.1	0.2	0.2	0.0	2.3	2.5	-0.2						
Breeze	25.7	24.0	1.7	3	24.7	21.2	3.5	25.7	22.1	3.6	21.8	19.6	2.2	7.3	8.2	-0.9	4.6	5.8	-1.2	31.3	31.7	-0.4						
Coast	9.0	8.1	0.9	11	9.5	8.5	1.0	11.1	11.0	0.1	10.8	11.2	-0.4	4.6	5.5	-0.9	1.1	1.6	-0.5	13.0	14.2	-1.2						
Edge	24.1	23.3	0.8	4	16.4	16.5	-0.1	19.7	20.9	-1.2	18.5	20.4	-1.9	6.9	7.9	-1.0	3.0	1.7	1.3	25.9	27.2	-1.3						
George FM	2.6	3.1	-0.5	14	2.8	2.1	0.7	3.2	4.3	-1.1	5.8	4.8	1.0	1.2	2.0	-0.8	0.5	0.7	-0.2	3.5	5.0	-1.5						
Gold	2.3	1.6	0.7	15	1.7	1.8	-0.1	2.6	1.3	1.3	2.7	2.4	0.3	1.1	1.5	-0.4	0.4	0.3	0.1	2.6	2.4	0.2						
Gold AM	0.6	0.4	0.2	22	0.2	*	*	0.9	0.5	0.4	0.5	*	*	0.7	*	*	*	*	*	1.2	0.6	0.6						
Life FM	1.5	2.3	-0.8	17	1.9	1.7	0.2	0.9	1.2	-0.3	2.2	2.7	-0.5	0.1	0.7	-0.6	*	0.8	*	2.5	2.4	0.1						
Magic Music*	5.5	n.a.	*	13	7.6	n.a.	*	8.0	n.a.	*	6.8	n.a.	*	2.7	n.a.	*	1.6	n.a.	*	10.1	n.a.	*						
Magic Talk*	7.6	n.a.	*	12	4.2	n.a.	*	4.4	n.a.	*	4.9	n.a.	*	3.2	n.a.	*	2.6	n.a.	*	8.2	n.a.	*						
Mai FM	15.7	19.7	-4.0	6	7.9	11.8	-3.9	9.3	10.2	-0.9	12.8	17.1	-4.3	7.4	8.1	-0.7	3.8	2.6	1.2	11.6	15.2	-3.6						
More FM	12.3	14.1	-1.8	9	9.6	12.1	-2.5	12.7	12.2	0.5	12.2	14.0	-1.8	3.9	5.0	-1.1	0.9	1.4	-0.5	13.5	13.5	0.0						
Newstalk ZB	26.1	23.9	2.2	2	16.3	17.5	-1.2	18.9	18.8	0.1	20.9	18.5	2.4	11.2	10.7	0.5	9.7	8.9	0.8	28.2	27.0	1.2						
Radio Hauraki	9.2	8.1	1.1	10	8.4	6.8	1.6	11.2	10.2	1.0	10.3	10.8	-0.5	4.7	3.7	1.0	1.9	1.4	0.5	14.2	13.9	0.3						
Rhema	1.0	1.3	-0.3	20	1.0	0.4	0.6	0.9	1.6	-0.7	0.8	0.7	0.1	0.4	0.5	-0.1	0.6	0.6	0.0	1.0	1.9	-0.9						
Rock	14.1	12.7	1.4	7	10.1	9.5	0.6	13.9	10.9	3.0	14.8	14.3	0.5	6.6	4.9	1.7	3.2	3.8	-0.6	15.9	14.5	1.4						
Star	1.3	2.9	-1.6	19	0.7	2.1	-1.4	1.0	2.4	-1.4	0.5	1.5	-1.0	0.4	0.5	-0.1	0.2	0.2	0.0	0.9	2.7	-1.8						
Tarana	1.5	2.1	-0.6	17	1.4	1.5	-0.1	1.3	2.6	-1.3	0.9	1.9	-1.0	0.5	1.0	-0.5	0.9	0.5	0.4	2.6	3.3	-0.7						
Te Upoko o Te Ika	0.7	0.3	0.4	21	0.5	*	*	0.5	0.3	0.2	0.5	0.6	-0.1	*	*	*	*	*	*	1.5	0.3	1.2						
The Hits	20.0	19.9	0.1	5	11.2	14.3	-3.1	19.5	17.2	2.3	19.9	19.5	0.4	8.0	10.9	-2.9	3.6	5.0	-1.4	23.6	25.4	-1.8						
The Sound	12.9	16.1	-3.2	8	12.6	13.2	-0.6	12.5	14.2	-1.7	9.8	12.1	-2.3	4.9	5.4	-0.5	2.1	2.5	-0.4	14.2	18.7	-4.5						
ZM	29.6	24.8	4.8	1	21.2	17.6	3.6	25.0	23.8	1.2	31.0	26.6	4.4	10.4	9.9	0.5	2.4	3.2	-0.8	26.8	25.3	1.5						
MediaWorks Combo	103.7	108.0	-4.3		84.6	89.1	-4.5	95.5	93.0	2.5	93.0	97.6	-4.6	39.6	42.3	-2.7	20.1	18.6	1.5	113.1	116.0	-2.9						
NZME Combo	85.8	81.4	4.4		60.1	60.6	-0.5	77.3	73.7	3.6	83.7	80.4	3.3	37.5	39.4	-1.9	18.7	19.3	-0.6	96.6	96.3	0.3						
All Commercial Radio	171.1	173.3	-2.2		134.4	137.7	-3.3	149.6	149.1	0.5	158.1	165.2	-7.1	77.5	81.3	-3.8	37.4	36.5	0.9	188.1	190.2	-2.1						

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WELLINGTON COMMERCIAL RADIO - SURVEY 2 2021

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

Survey Comparisons: 1/2021 - 2/2021

This Survey Period: Sun Jan 31 to Sat Jun 19 2021

Last Survey Period: Sun Sept 13 to Sat Nov 14 2020 & Sun Jan 31 to Sat Apr 10 2021

	All 10+			People 10-24			People 18-39			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	1:41	1:53	-0:11	1:11	2:05	-0:54	1:46	1:50	-0:03	1:53	1:51	0:01	1:53	1:51	0:01	1:15	1:15	0:00	1:33	1:15	0:18	2:27	1:55	0:31
Breeze	8:17	8:15	0:02	4:19	2:54	1:24	6:11	4:01	2:10	6:42	5:32	1:09	7:41	8:11	-0:30	9:53	11:32	-1:38	10:01	10:58	-0:56	6:06	5:20	0:46
Coast	6:39	6:25	0:14	2:09	2:34	-0:24	4:24	4:21	0:02	5:01	7:16	-2:15	6:14	6:14	0:00	7:55	6:50	1:04	7:28	7:44	-0:16	4:35	4:40	-0:04
Edge	5:16	4:47	0:29	3:54	4:40	-0:46	4:39	4:36	0:02	5:17	4:42	0:34	6:16	4:53	1:22	9:54	5:31	4:22	4:43	4:06	0:37	6:09	4:09	2:00
George FM	7:44	5:39	2:04	3:40	4:27	-0:46	9:18	6:13	3:04	11:00	7:20	3:40	10:23	6:42	3:41	2:05	1:47	0:17	1:30	0:49	0:40	11:29	3:15	8:14
Gold	6:14	3:56	2:17	11:22	4:17	7:05	5:33	2:34	2:59	5:33	2:48	2:45	4:36	2:59	1:36	4:39	4:03	0:35	6:18	5:01	1:17	5:54	3:58	1:56
Gold AM	3:44	3:17	0:26	0:15	0:15	0:00	*	*	*	3:30	*	*	2:58	2:26	0:32	10:59	5:57	5:02	6:53	4:56	1:56	0:32	1:36	-1:04
Life FM	3:58	4:05	-0:07	0:41	1:21	-0:39	7:01	6:16	0:45	7:02	7:00	0:01	7:02	7:00	0:01	2:05	2:11	-0:06	2:15	2:11	0:04	3:09	1:57	1:11
Magic Music*	9:20	n.a.	*	2:35	n.a.	*	8:05	n.a.	*	7:50	n.a.	*	7:27	n.a.	*	9:11	n.a.	*	12:57	n.a.	*	9:40	n.a.	*
Magic Talk*	6:20	n.a.	*	0:33	n.a.	*	3:04	n.a.	*	3:11	n.a.	*	4:49	n.a.	*	7:56	n.a.	*	8:39	n.a.	*	3:41	n.a.	*
Mai FM	9:13	8:16	0:57	11:32	9:05	2:26	5:59	5:59	0:00	6:34	6:54	-0:20	7:23	8:04	-0:41	11:46	10:46	0:59	6:32	1:33	4:59	8:07	9:33	-1:26
More FM	4:51	6:02	-1:10	1:31	3:35	-2:04	4:17	4:50	-0:33	5:54	5:37	0:16	5:12	5:41	-0:29	6:50	8:08	-1:18	8:48	9:53	-1:05	4:15	4:22	-0:07
Newstalk ZB	10:30	10:31	-0:01	2:47	1:58	0:48	2:30	4:33	-2:03	2:53	5:44	-2:50	4:42	7:03	-2:21	11:26	10:45	0:41	16:43	15:30	1:12	9:19	11:19	-2:00
Radio Hauraki	4:37	4:03	0:33	2:36	1:59	0:36	5:30	3:59	1:30	5:40	4:36	1:03	5:06	4:19	0:46	4:06	4:24	-0:18	4:02	5:30	-1:27	4:56	4:29	0:26
Rhema	6:05	2:38	3:27	1:59	1:52	0:06	6:08	6:16	-0:08	12:33	6:16	6:17	11:02	3:53	7:09	2:10	0:40	1:30	2:17	2:38	-0:20	0:15	0:59	-0:44
Rock	7:37	5:47	1:50	4:05	5:03	-0:57	7:10	4:44	2:25	6:20	4:44	1:35	7:55	5:28	2:26	13:57	9:15	4:41	14:26	10:33	3:52	4:19	5:36	-1:17
Star	13:16	12:59	0:17	6:37	2:44	3:53	*	0:15	*	*	0:15	*	29:00	13:25	15:34	22:32	20:42	1:49	9:10	17:24	-8:13	0:45	13:08	-12:23
Tarana	9:52	14:31	-4:38	3:51	3:28	0:23	5:30	7:10	-1:40	16:50	5:45	11:04	13:39	15:40	-2:01	6:42	21:34	-14:52	8:09	17:55	-9:45	13:24	12:44	0:40
Te Upoko o Te Ika	2:07	1:13	0:53	1:00	*	*	2:20	1:13	1:07	2:20	1:13	1:07	2:20	1:13	1:07	*	*	*	*	*	*	*	0:30	*
The Hits	5:23	5:13	0:09	5:38	4:03	1:34	5:07	5:43	-0:35	3:57	5:10	-1:12	5:07	5:49	-0:41	8:38	7:01	1:36	6:02	5:59	0:02	7:17	6:44	0:32
The Sound	9:30	8:36	0:54	3:38	5:25	-1:46	10:51	11:39	-0:48	9:46	9:15	0:30	9:09	9:12	-0:02	11:30	9:22	2:07	12:35	9:28	3:06	4:39	5:53	-1:14
ZM	5:04	4:58	0:05	4:14	3:41	0:32	4:15	5:00	-0:44	4:51	5:30	-0:38	5:12	5:18	-0:05	7:02	5:50	1:11	6:49	7:41	-0:52	5:19	6:07	-0:48
MediaWorks Combo	10:24	10:16	0:08	7:47	7:44	0:02	9:06	8:39	0:27	9:41	9:30	0:10	10:09	10:03	0:06	12:33	12:19	0:13	13:30	13:25	0:04	8:37	8:50	-0:12
NZME Combo	8:39	8:16	0:22	6:02	4:46	1:15	6:11	6:35	-0:24	6:14	7:12	-0:58	7:02	7:27	-0:25	10:48	9:27	1:20	13:43	12:43	1:00	8:53	8:51	0:01
All Commercial Radio	13:28	13:01	0:26	9:33	8:43	0:50	10:59	10:44	0:14	11:31	11:47	-0:16	12:14	12:18	-0:03	15:55	15:14	0:40	19:10	18:42	0:28	12:35	12:35	-0:00
Potential (000)	385.3	385.3	0.0	92.1	92.1	0.0	149.1	147.1	2.0	132.8	132.8	0.0	190.8	190.8	0.0	107.0	107.0	0.0	80.6	80.6	0.0	64.2	64.9	-0.7
Sample	1,669	1,539	130	335	329	6	582	526	56	570	531	39	851	779	72	506	455	51	399	355	44	311	293	18

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WELLINGTON COMMERCIAL RADIO - SURVEY 2 2021

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

Survey Comparisons: 1/2021 - 2/2021

This Survey Period: Sun Jan 31 to Sat Jun 19 2021

Last Survey Period: Sun Sept 13 to Sat Nov 14 2020 & Sun Jan 31 to Sat Apr 10 2021

	This	Last	+/-
Potential (000)	385.3	385.3	0.0
Sample Size	1,669	1,539	130

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

MediaWorks Combo: Breeze or Edge or George FM or Magic Music or Magic Talk or Mai FM or More FM or Rock or The Sound

NZME Combo: Coast or Gold or Gold AM or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Flava or Hokonui

*Magic Music & Magic Talk were reported together as Magic Music & Talk in S1 2021 and therefore the individual station results cannot be compared in S2 2021