



# WELLINGTON COMMERCIAL RADIO - SURVEY 3 2018

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

Survey Comparisons: 2/2018 - 3/2018

This Survey Period: Sun Apr 8 to Sat Jun 16 & Sun Jun 24 to Sat Sep 1 2018

Last Survey Period: Sun Jan 28 to Sat Jun 16 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     | 0.6   | 0.0  | 19   | *            | 2.3  | *    | 0.8          | 0.7   | 0.1  | 0.7          | 0.7   | 0.0  | 0.7          | 0.8   | -0.1 | 1.0          | 0.6   | 0.4  | 0.8          | 0.1  | 0.7  | 1.2           | 2.1  | -0.9 |   |
| Breeze            | 11.9    | 10.4  | 1.5  | 2    | 21.1         | 12.3 | 8.8  | 8.1          | 8.2   | -0.1 | 10.5         | 7.6   | 2.9  | 12.9         | 9.7   | 3.2  | 14.8         | 12.7  | 2.1  | 11.0         | 12.2 | -1.2 | 8.3           | 6.9  | 1.4  |   |
| Coast             | 4.8     | 4.5   | 0.3  | 10   | 1.0          | 0.1  | 0.9  | 1.1          | 0.7   | 0.4  | 1.7          | 1.3   | 0.4  | 3.0          | 1.9   | 1.1  | 7.6          | 8.0   | -0.4 | 10.1         | 10.7 | -0.6 | 6.1           | 3.0  | 3.1  |   |
| Edge              | 7.0     | 6.3   | 0.7  | 5    | 10.2         | 7.7  | 2.5  | 16.1         | 10.8  | 5.3  | 7.5          | 5.8   | 1.7  | 6.0          | 5.2   | 0.8  | 2.2          | 4.7   | -2.5 | 1.9          | 3.6  | -1.7 | 6.4           | 5.9  | 0.5  |   |
| George FM         | 1.1     | 2.2   | -1.1 | 17   | 1.9          | 2.8  | -0.9 | 2.6          | 5.2   | -2.6 | 2.4          | 4.6   | -2.2 | 1.7          | 3.3   | -1.6 | 0.2          | 0.7   | -0.5 | 0.2          | 0.2  | 0.0  | 0.4           | 2.0  | -1.6 |   |
| Life FM           | 0.2     | 0.5   | -0.3 | 21   | 0.8          | 0.3  | 0.5  | 0.3          | 0.7   | -0.4 | 0.1          | 0.3   | -0.2 | 0.1          | 0.4   | -0.3 | *            | 0.4   | *    | 0.2          | 0.5  | -0.3 | 0.1           | 0.3  | -0.2 |   |
| Magic             | 5.0     | 4.3   | 0.7  | 8    | 0.4          | 0.2  | 0.2  | 0.7          | 1.2   | -0.5 | 0.3          | 0.4   | -0.1 | 1.1          | 0.9   | 0.2  | 7.4          | 5.4   | 2.0  | 13.9         | 11.0 | 2.9  | 2.8           | 0.8  | 2.0  |   |
| Mai FM            | 5.7     | 3.9   | 1.8  | 6    | 14.2         | 15.8 | -1.6 | 8.5          | 6.9   | 1.6  | 11.4         | 6.3   | 5.1  | 7.8          | 4.7   | 3.1  | 0.3          | 1.0   | -0.7 | 0.1          | *    | *    | 13.5          | 6.6  | 6.9  |   |
| Mix               | 1.9     | 2.3   | -0.4 | 14   | 1.6          | 0.4  | 1.2  | 1.0          | 0.7   | 0.3  | 2.8          | 2.9   | -0.1 | 2.8          | 3.3   | -0.5 | 2.4          | 3.8   | -1.4 | 1.3          | 1.9  | -0.6 | 3.8           | 3.6  | 0.2  |   |
| More FM           | 5.7     | 5.6   | 0.1  | 6    | 16.9         | 11.6 | 5.3  | 4.0          | 3.2   | 0.8  | 5.9          | 4.2   | 1.7  | 6.3          | 6.5   | -0.2 | 5.8          | 7.3   | -1.5 | 2.7          | 3.3  | -0.6 | 4.8           | 8.3  | -3.5 |   |
| Newstalk ZB       | 14.5    | 12.8  | 1.7  | 1    | 1.7          | 1.8  | -0.1 | 5.7          | 6.3   | -0.6 | 4.5          | 4.3   | 0.2  | 8.2          | 7.3   | 0.9  | 15.7         | 13.6  | 2.1  | 24.4         | 21.6 | 2.8  | 10.4          | 13.1 | -2.7 |   |
| Radio Hauraki     | 2.8     | 4.3   | -1.5 | 13   | 0.6          | 1.3  | -0.7 | 3.6          | 7.4   | -3.8 | 4.7          | 7.7   | -3.0 | 3.9          | 6.4   | -2.5 | 2.4          | 4.1   | -1.7 | 1.8          | 2.4  | -0.6 | 3.9           | 3.0  | 0.9  |   |
| RadioLIVE         | 3.9     | 2.7   | 1.2  | 11   | 0.5          | 0.5  | 0.0  | 2.3          | 1.5   | 0.8  | 2.1          | 1.1   | 1.0  | 2.8          | 1.5   | 1.3  | 4.3          | 1.8   | 2.5  | 5.3          | 3.1  | 2.2  | 4.8           | 1.6  | 3.2  |   |
| Radio Sport       | 0.9     | 2.3   | -1.4 | 18   | 0.6          | 2.2  | -1.6 | 0.3          | 0.3   | 0.0  | 0.8          | 0.8   | 0.0  | 0.8          | 2.7   | -1.9 | 0.8          | 3.9   | -3.1 | 1.4          | 1.7  | -0.3 | 0.7           | 0.5  | 0.2  |   |
| Tarana            | 1.2     | 2.0   | -0.8 | 15   | 0.5          | 0.2  | 0.3  | 2.4          | 1.9   | 0.5  | 1.3          | 1.9   | -0.6 | 1.6          | 1.5   | 0.1  | 1.4          | 1.1   | 0.3  | 0.2          | 4.0  | -3.8 | 2.4           | 1.5  | 0.9  |   |
| Rhema             | 1.2     | 1.1   | 0.1  | 15   | 2.5          | 1.3  | 1.2  | 1.1          | 0.9   | 0.2  | 0.9          | 0.6   | 0.3  | 1.0          | 0.5   | 0.5  | 0.8          | 0.4   | 0.4  | 1.8          | 2.4  | -0.6 | 0.7           | 1.1  | -0.4 |   |
| Rock              | 4.9     | 4.9   | 0.0  | 9    | 2.9          | 3.7  | -0.8 | 9.5          | 8.9   | 0.6  | 9.5          | 10.5  | -1.0 | 7.3          | 7.6   | -0.3 | 1.9          | 2.2   | -0.3 | 0.8          | 1.0  | -0.2 | 2.8           | 5.0  | -2.2 |   |
| Star              | 0.5     | 1.2   | -0.7 | 20   | *            | 0.8  | *    | 0.1          | 0.1   | 0.0  | 0.1          | 1.5   | -1.4 | 0.4          | 1.1   | -0.7 | 0.5          | 0.3   | 0.2  | 0.1          | 1.1  | -1.0 | 0.2           | 1.9  | -1.7 |   |
| Te Upoko o Te Ika | 0.1     | *     | *    | 22   | *            | *    | *    | 0.1          | *     | *    | 0.1          | *     | *    | 0.2          | *     | *    | 0.2          | *     | *    | *            | *    | *    | *             | 0.1  | *    | * |
| The Hits          | 3.5     | 5.1   | -1.6 | 12   | 3.5          | 5.7  | -2.2 | 3.4          | 6.1   | -2.7 | 3.7          | 6.4   | -2.7 | 4.6          | 6.9   | -2.3 | 4.9          | 5.7   | -0.8 | 2.1          | 2.4  | -0.3 | 6.1           | 8.9  | -2.8 |   |
| The Sound         | 9.3     | 7.8   | 1.5  | 3    | 0.9          | 3.8  | -2.9 | 8.5          | 4.5   | 4.0  | 11.3         | 8.4   | 2.9  | 10.0         | 8.7   | 1.3  | 13.8         | 12.9  | 0.9  | 13.2         | 10.4 | 2.8  | 7.1           | 9.8  | -2.7 |   |
| ZM                | 7.8     | 8.2   | -0.4 | 4    | 17.0         | 23.8 | -6.8 | 12.7         | 13.8  | -1.1 | 11.4         | 12.5  | -1.1 | 9.8          | 9.8   | 0.0  | 5.2          | 3.2   | 2.0  | 2.3          | 1.2  | 1.1  | 9.3           | 9.1  | 0.2  |   |
| Others            | 5.5     | 6.8   | -1.3 |      | 1.3          | 1.7  | -0.4 | 6.9          | 9.9   | -3.0 | 6.3          | 10.4  | -4.1 | 7.0          | 9.3   | -2.3 | 6.4          | 6.3   | 0.1  | 4.5          | 5.3  | -0.8 | 4.1           | 5.0  | -0.9 |   |
| Mediaworks Combo  | 54.6    | 48.3  | 6.3  |      | 69.0         | 58.3 | 10.7 | 60.4         | 50.4  | 10.0 | 60.9         | 48.8  | 12.1 | 56.0         | 48.2  | 7.8  | 50.7         | 48.6  | 2.1  | 49.1         | 44.8 | 4.3  | 50.8          | 46.9 | 3.9  |   |
| NZME Combo        | 36.3    | 39.5  | -3.2 |      | 26.0         | 35.3 | -9.3 | 28.4         | 35.7  | -7.3 | 30.0         | 35.9  | -5.9 | 33.4         | 38.2  | -4.8 | 39.0         | 42.3  | -3.3 | 43.3         | 41.8 | 1.5  | 40.7          | 41.2 | -0.5 |   |
| Potential (000)   | 371.9   | 371.9 | 0.0  |      | 39.7         | 39.7 | 0.0  | 117.9        | 117.9 | 0.0  | 124.9        | 124.9 | 0.0  | 182.9        | 182.9 | 0.0  | 105.7        | 105.7 | 0.0  | 78.2         | 78.2 | 0.0  | 65.6          | 73.8 | -8.2 |   |
| Sample            | 1,679   | 1,773 | -94  |      | 160          | 185  | -25  | 425          | 475   | -50  | 518          | 571   | -53  | 848          | 858   | -10  | 550          | 538   | 12   | 409          | 448  | -39  | 321           | 356  | -35  |   |

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 internet only listening to Flava or Hokonui



# WELLINGTON COMMERCIAL RADIO - SURVEY 3 2018

Station Share (%) by Daypart, People 10+

Survey Comparisons: 2/2018 - 3/2018

This Survey Period: Sun Apr 8 to Sat Jun 16 & Sun Jun 24 to Sat Sep 1 2018

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

|                 | This  | Last  | +/- |
|-----------------|-------|-------|-----|
| Potential (000) | 371.9 | 371.9 | 0.0 |
| Sample Size     | 1,679 | 1,773 | -94 |

|                   | 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             | 1.2  | -0.7 | 19   | 0.4              | 0.1  | 0.3  |  | 0.8              | 0.7  | 0.1  |  | 0.6             | 0.5  | 0.1  |  | 0.7              | 0.3  | 0.4  |  | 0.3              | *    | *    |  | 0.8               | 0.7  | 0.1  |  |
| Breeze            | 12.6            | 10.4 | 2.2  | 2    | 14.1             | 9.9  | 4.2  |  | 13.0             | 10.3 | 2.7  |  | 10.3            | 10.6 | -0.3 |  | 8.3              | 12.7 | -4.4 |  | 6.8              | 6.8  | 0.0  |  | 11.6              | 10.6 | 1.0  |  |
| Coast             | 3.2             | 3.5  | -0.3 | 12   | 5.4              | 4.6  | 0.8  |  | 6.2              | 5.0  | 1.2  |  | 4.5             | 3.3  | 1.2  |  | 3.8              | 3.1  | 0.7  |  | 4.2              | 4.5  | -0.3 |  | 5.2               | 6.0  | -0.8 |  |
| Edge              | 6.4             | 5.7  | 0.7  | 5    | 7.7              | 6.7  | 1.0  |  | 7.4              | 6.9  | 0.5  |  | 8.6             | 8.0  | 0.6  |  | 5.4              | 5.3  | 0.1  |  | 2.7              | 4.3  | -1.6 |  | 7.0               | 5.9  | 1.1  |  |
| George FM         | 0.9             | 2.1  | -1.2 | 17   | 0.8              | 1.1  | -0.3 |  | 1.8              | 2.8  | -1.0 |  | 1.1             | 3.4  | -2.3 |  | 0.6              | 0.4  | 0.2  |  | 1.0              | 0.7  | 0.3  |  | 1.1               | 2.8  | -1.7 |  |
| Life FM           | 0.2             | 0.4  | -0.2 | 21   | 0.4              | 0.6  | -0.2 |  | 0.1              | 0.5  | -0.4 |  | 0.1             | 0.6  | -0.5 |  | 0.1              | 0.1  | 0.0  |  | 0.7              | *    | *    |  | 0.3               | 0.5  | -0.2 |  |
| Magic             | 3.7             | 3.0  | 0.7  | 11   | 7.2              | 6.2  | 1.0  |  | 6.0              | 4.5  | 1.5  |  | 3.5             | 3.1  | 0.4  |  | 2.6              | 3.1  | -0.5 |  | 2.8              | 1.6  | 1.2  |  | 5.7               | 5.5  | 0.2  |  |
| Mai FM            | 5.9             | 4.3  | 1.6  | 6    | 7.5              | 5.4  | 2.1  |  | 6.1              | 4.7  | 1.4  |  | 5.8             | 2.7  | 3.1  |  | 2.4              | 2.1  | 0.3  |  | 9.4              | 4.3  | 5.1  |  | 4.3               | 3.0  | 1.3  |  |
| Mix               | 1.7             | 2.2  | -0.5 | 14   | 1.8              | 3.4  | -1.6 |  | 1.7              | 2.9  | -1.2 |  | 1.6             | 1.7  | -0.1 |  | 1.8              | 1.5  | 0.3  |  | 0.4              | 0.4  | 0.0  |  | 3.0               | 2.0  | 1.0  |  |
| More FM           | 4.7             | 6.3  | -1.6 | 8    | 4.2              | 6.4  | -2.2 |  | 5.6              | 6.1  | -0.5 |  | 8.7             | 6.1  | 2.6  |  | 6.0              | 5.3  | 0.7  |  | 7.2              | 2.5  | 4.7  |  | 6.1               | 4.4  | 1.7  |  |
| Newstalk ZB       | 18.2            | 14.2 | 4.0  | 1    | 10.3             | 9.3  | 1.0  |  | 8.5              | 7.4  | 1.1  |  | 10.3            | 10.3 | 0.0  |  | 23.8             | 22.4 | 1.4  |  | 37.4             | 37.8 | -0.4 |  | 15.4              | 12.8 | 2.6  |  |
| Radio Hauraki     | 2.7             | 3.6  | -0.9 | 13   | 3.1              | 5.4  | -2.3 |  | 3.5              | 5.0  | -1.5 |  | 2.9             | 5.0  | -2.1 |  | 1.1              | 2.3  | -1.2 |  | 1.1              | 0.8  | 0.3  |  | 2.6               | 4.3  | -1.7 |  |
| RadioLIVE         | 4.5             | 4.6  | -0.1 | 9    | 2.3              | 1.4  | 0.9  |  | 2.7              | 1.2  | 1.5  |  | 3.6             | 2.1  | 1.5  |  | 5.9              | 4.4  | 1.5  |  | 6.2              | 7.6  | -1.4 |  | 4.8               | 2.4  | 2.4  |  |
| Radio Sport       | 0.6             | 1.6  | -1.0 | 18   | 0.8              | 2.2  | -1.4 |  | 0.3              | 1.8  | -1.5 |  | 0.8             | 1.9  | -1.1 |  | 1.5              | 2.2  | -0.7 |  | 1.6              | 2.4  | -0.8 |  | 1.5               | 3.7  | -2.2 |  |
| Tarana            | 1.4             | 2.4  | -1.0 | 15   | 0.7              | 0.8  | -0.1 |  | 0.2              | 0.4  | -0.2 |  | 1.2             | 3.2  | -2.0 |  | 4.4              | 4.2  | 0.2  |  | 0.6              | 2.9  | -2.3 |  | 1.3               | 2.3  | -1.0 |  |
| Rhema             | 1.3             | 1.6  | -0.3 | 16   | 1.2              | 1.1  | 0.1  |  | 0.4              | 0.4  | 0.0  |  | 1.5             | 1.3  | 0.2  |  | 3.4              | 1.6  | 1.8  |  | 2.4              | 2.8  | -0.4 |  | 0.7               | 1.0  | -0.3 |  |
| Rock              | 5.1             | 5.3  | -0.2 | 7    | 5.9              | 6.6  | -0.7 |  | 6.4              | 7.6  | -1.2 |  | 5.9             | 4.9  | 1.0  |  | 2.4              | 1.0  | 1.4  |  | 3.2              | 2.1  | 1.1  |  | 2.9               | 2.9  | 0.0  |  |
| Star              | 0.4             | 1.5  | -1.1 | 20   | 0.5              | 1.1  | -0.6 |  | 0.5              | 0.8  | -0.3 |  | 0.3             | 0.7  | -0.4 |  | 0.2              | 1.0  | -0.8 |  | 0.6              | 2.4  | -1.8 |  | 0.7               | 1.5  | -0.8 |  |
| Te Upoko o Te Ika | 0.1             | *    | *    | 22   | *                | *    | *    |  | *                | *    | *    |  | *               | *    | *    |  | 1.1              | *    | *    |  | *                | *    | *    |  | *                 | *    | *    |  |
| The Hits          | 4.0             | 4.9  | -0.9 | 10   | 2.4              | 4.5  | -2.1 |  | 3.2              | 5.8  | -2.6 |  | 3.8             | 5.3  | -1.5 |  | 4.0              | 4.3  | -0.3 |  | 2.3              | 3.8  | -1.5 |  | 3.9               | 5.4  | -1.5 |  |
| The Sound         | 7.3             | 5.1  | 2.2  | 4    | 11.5             | 8.2  | 3.3  |  | 14.1             | 10.8 | 3.3  |  | 9.2             | 7.6  | 1.6  |  | 5.1              | 7.6  | -2.5 |  | 2.0              | 4.1  | -2.1 |  | 7.5               | 8.3  | -0.8 |  |
| ZM                | 9.2             | 10.1 | -0.9 | 3    | 6.7              | 6.8  | -0.1 |  | 6.8              | 7.5  | -0.7 |  | 10.7            | 11.5 | -0.8 |  | 8.0              | 7.7  | 0.3  |  | 4.5              | 5.4  | -0.9 |  | 6.9               | 7.0  | -0.1 |  |
| Others            | 5.1             | 6.1  | -1.0 |      | 5.3              | 8.3  | -3.0 |  | 4.8              | 7.0  | -2.2 |  | 5.0             | 6.1  | -1.1 |  | 7.5              | 7.4  | 0.1  |  | 2.6              | 2.7  | -0.1 |  | 6.9               | 7.1  | -0.2 |  |
| Mediaworks Combo  | 51.3            | 46.6 | 4.7  |      | 61.1             | 51.7 | 9.4  |  | 63.0             | 55.0 | 8.0  |  | 56.8            | 48.6 | 8.2  |  | 38.7             | 41.8 | -3.1 |  | 41.3             | 34.0 | 7.3  |  | 50.9              | 45.7 | 5.2  |  |
| NZME Combo        | 39.9            | 40.1 | -0.2 |      | 30.8             | 36.2 | -5.4 |  | 30.2             | 35.4 | -5.2 |  | 34.8            | 38.9 | -4.1 |  | 44.0             | 43.7 | 0.3  |  | 51.8             | 55.2 | -3.4 |  | 38.5              | 41.3 | -2.8 |  |

**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 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        | 5.8     | 5.7   | 0.1  | 18   | *            | 1.1  | *    | 2.5          | 2.6   | -0.1 | 2.8          | 2.7   | 0.1  | 3.7          | 3.7   | 0.0  | 2.3          | 1.3   | 1.0  | 1.4          | 0.4  | 1.0  | 2.5           | 3.2  | -0.7 |
| Breeze               | 47.1    | 50.1  | -3.0 | 3    | 5.0          | 4.2  | 0.8  | 12.4         | 12.6  | -0.2 | 13.9         | 13.6  | 0.3  | 23.9         | 23.3  | 0.6  | 17.8         | 18.9  | -1.1 | 13.2         | 15.1 | -1.9 | 6.8           | 9.0  | -2.2 |
| Coast                | 23.0    | 20.4  | 2.6  | 10   | 1.2          | 0.1  | 1.1  | 2.1          | 1.7   | 0.4  | 3.5          | 4.1   | -0.6 | 8.3          | 7.5   | 0.8  | 11.4         | 10.8  | 0.6  | 11.1         | 11.0 | 0.1  | 3.5           | 3.4  | 0.1  |
| Edge                 | 47.2    | 46.1  | 1.1  | 2    | 7.4          | 6.9  | 0.5  | 28.2         | 23.7  | 4.5  | 20.4         | 17.0  | 3.4  | 24.3         | 23.0  | 1.3  | 5.3          | 8.5   | -3.2 | 2.2          | 3.0  | -0.8 | 8.3           | 9.4  | -1.1 |
| George FM            | 9.8     | 17.8  | -8.0 | 14   | 0.4          | 1.6  | -1.2 | 6.3          | 12.2  | -5.9 | 7.4          | 10.5  | -3.1 | 7.9          | 11.5  | -3.6 | 0.8          | 1.6   | -0.8 | 0.7          | 0.8  | -0.1 | 1.6           | 2.2  | -0.6 |
| Life FM              | 4.4     | 4.9   | -0.5 | 20   | 0.9          | 0.4  | 0.5  | 1.8          | 2.5   | -0.7 | 1.6          | 1.5   | 0.1  | 1.6          | 2.4   | -0.8 | 0.2          | 1.3   | -1.1 | 0.8          | 1.1  | -0.3 | 0.7           | 0.8  | -0.1 |
| Magic                | 20.3    | 19.0  | 1.3  | 12   | 0.4          | 0.2  | 0.2  | 1.4          | 1.5   | -0.1 | 1.9          | 1.0   | 0.9  | 3.9          | 2.4   | 1.5  | 8.2          | 7.0   | 1.2  | 12.4         | 12.7 | -0.3 | 2.9           | 1.6  | 1.3  |
| Mai FM               | 20.9    | 21.7  | -0.8 | 11   | 2.4          | 4.2  | -1.8 | 12.9         | 12.1  | 0.8  | 12.1         | 11.1  | 1.0  | 12.9         | 12.3  | 0.6  | 1.1          | 1.2   | -0.1 | 0.3          | *    | *    | 5.1           | 6.2  | -1.1 |
| Mix                  | 8.8     | 9.1   | -0.3 | 16   | 0.8          | 0.4  | 0.4  | 1.1          | 1.9   | -0.8 | 3.9          | 4.2   | -0.3 | 6.2          | 5.8   | 0.4  | 3.6          | 3.8   | -0.2 | 1.5          | 2.2  | -0.7 | 3.2           | 2.5  | 0.7  |
| More FM              | 33.7    | 35.3  | -1.6 | 6    | 5.9          | 6.2  | -0.3 | 11.2         | 9.9   | 1.3  | 14.2         | 12.0  | 2.2  | 19.6         | 20.8  | -1.2 | 8.4          | 11.7  | -3.3 | 3.6          | 4.2  | -0.6 | 7.1           | 9.5  | -2.4 |
| Newstalk ZB          | 44.5    | 44.5  | 0.0  | 4    | 2.1          | 2.1  | 0.0  | 5.3          | 7.5   | -2.2 | 8.2          | 9.6   | -1.4 | 16.1         | 17.0  | -0.9 | 17.1         | 16.9  | 0.2  | 17.7         | 17.3 | 0.4  | 7.8           | 9.7  | -1.9 |
| Radio Hauraki        | 24.4    | 24.5  | -0.1 | 9    | 0.3          | 0.5  | -0.2 | 10.5         | 11.4  | -0.9 | 16.0         | 15.8  | 0.2  | 19.3         | 18.1  | 1.2  | 5.1          | 5.5   | -0.4 | 2.2          | 3.5  | -1.3 | 4.7           | 4.6  | 0.1  |
| RadioLIVE            | 19.1    | 14.2  | 4.9  | 13   | 0.5          | 0.6  | -0.1 | 4.4          | 3.9   | 0.5  | 6.3          | 3.8   | 2.5  | 10.9         | 6.4   | 4.5  | 7.5          | 4.4   | 3.1  | 5.3          | 3.9  | 1.4  | 4.0           | 2.7  | 1.3  |
| Radio Sport          | 9.8     | 14.5  | -4.7 | 14   | 0.3          | 0.8  | -0.5 | 1.4          | 1.8   | -0.4 | 2.4          | 3.1   | -0.7 | 4.7          | 7.0   | -2.3 | 4.0          | 6.7   | -2.7 | 3.0          | 4.6  | -1.6 | 1.9           | 2.0  | -0.1 |
| Tarana               | 6.2     | 8.3   | -2.1 | 17   | 0.8          | 0.5  | 0.3  | 2.7          | 3.0   | -0.3 | 1.9          | 3.2   | -1.3 | 4.1          | 4.9   | -0.8 | 2.7          | 2.8   | -0.1 | 0.5          | 2.4  | -1.9 | 2.2           | 2.5  | -0.3 |
| Rhema                | 5.5     | 5.6   | -0.1 | 19   | 0.2          | 0.2  | 0.0  | 2.8          | 1.9   | 0.9  | 2.8          | 2.2   | 0.6  | 4.1          | 2.9   | 1.2  | 1.7          | 1.2   | 0.5  | 1.0          | 1.7  | -0.7 | 1.5           | 2.1  | -0.6 |
| Rock                 | 28.3    | 23.8  | 4.5  | 8    | 1.2          | 2.1  | -0.9 | 16.5         | 9.9   | 6.6  | 18.7         | 14.8  | 3.9  | 21.1         | 18.5  | 2.6  | 4.0          | 5.0   | -1.0 | 1.5          | 1.4  | 0.1  | 4.2           | 5.6  | -1.4 |
| Star                 | 2.7     | 5.2   | -2.5 | 21   | 0.1          | 0.7  | -0.6 | 0.9          | 0.6   | 0.3  | 0.9          | 1.7   | -0.8 | 1.4          | 2.1   | -0.7 | 0.7          | 0.6   | 0.1  | 0.6          | 1.6  | -1.0 | 0.4           | 1.4  | -1.0 |
| Te Upoko o Te Ika    | 1.5     | 0.2   | 1.3  | 22   | *            | *    | *    | 0.5          | 0.2   | 0.3  | 0.8          | 0.2   | 0.6  | 1.5          | 0.2   | 1.3  | 0.7          | *     | *    | *            | *    | *    | 0.3           | 0.2  | 0.1  |
| The Hits             | 34.0    | 39.3  | -5.3 | 5    | 4.0          | 4.7  | -0.7 | 13.1         | 15.5  | -2.4 | 15.2         | 16.8  | -1.6 | 22.3         | 25.8  | -3.5 | 10.1         | 11.0  | -0.9 | 3.3          | 2.9  | 0.4  | 9.6           | 12.8 | -3.2 |
| The Sound            | 29.4    | 26.1  | 3.3  | 7    | 1.0          | 1.1  | -0.1 | 7.3          | 6.0   | 1.3  | 11.9         | 9.9   | 2.0  | 16.1         | 14.7  | 1.4  | 12.3         | 12.4  | -0.1 | 9.8          | 8.8  | 1.0  | 4.9           | 5.6  | -0.7 |
| ZM                   | 52.7    | 55.2  | -2.5 | 1    | 7.8          | 11.0 | -3.2 | 28.9         | 27.5  | 1.4  | 28.5         | 24.4  | 4.1  | 33.3         | 30.7  | 2.6  | 7.0          | 8.0   | -1.0 | 2.2          | 2.2  | 0.0  | 11.1          | 11.5 | -0.4 |
| Others               | 34.7    | 34.7  | 0.0  |      | 1.6          | 1.2  | 0.4  | 11.6         | 13.2  | -1.6 | 15.3         | 16.3  | -1.0 | 22.6         | 22.1  | 0.5  | 10.9         | 9.8   | 1.1  | 5.3          | 5.9  | -0.6 | 6.5           | 7.2  | -0.7 |
| Mediaworks Combo     | 177.9   | 177.5 | 0.4  |      | 17.7         | 20.5 | -2.8 | 62.2         | 57.5  | 4.7  | 67.1         | 61.5  | 5.6  | 92.1         | 90.2  | 1.9  | 48.6         | 51.1  | -2.5 | 37.7         | 36.7 | 1.0  | 31.6          | 34.3 | -2.7 |
| NZME Combo           | 157.9   | 160.3 | -2.4 |      | 13.1         | 15.3 | -2.2 | 51.1         | 52.9  | -1.8 | 61.9         | 59.9  | 2.0  | 87.0         | 86.0  | 1.0  | 45.3         | 46.8  | -1.5 | 32.6         | 32.7 | -0.1 | 34.2          | 34.8 | -0.6 |
| All Commercial Radio | 263.2   | 269.3 | -6.1 |      | 22.8         | 26.3 | -3.5 | 84.3         | 84.2  | 0.1  | 98.7         | 97.8  | 0.9  | 141.3        | 144.0 | -2.7 | 78.6         | 82.2  | -3.6 | 56.2         | 57.4 | -1.2 | 52.0          | 57.8 | -5.8 |
| Potential (000)      | 371.9   | 371.9 | 0.0  |      | 39.7         | 39.7 | 0.0  | 117.9        | 117.9 | 0.0  | 124.9        | 124.9 | 0.0  | 182.9        | 182.9 | 0.0  | 105.7        | 105.7 | 0.0  | 78.2         | 78.2 | 0.0  | 65.6          | 73.8 | -8.2 |
| Sample               | 1,679   | 1,773 | -94  |      | 160          | 185  | -25  | 425          | 475   | -50  | 518          | 571   | -53  | 848          | 858   | -10  | 550          | 538   | 12   | 409          | 448  | -39  | 321           | 356  | -35  |

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 internet only listening to Flava or Hokonui

# WELLINGTON COMMERCIAL RADIO - SURVEY 3 2018

## Cumulative Audience (000's) by Daypart, People 10+ Survey Comparisons: 2/2018 - 3/2018

This Survey Period: Sun Apr 8 to Sat Jun 16 & Sun Jun 24 to Sat Sep 1 2018

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

|                        | This  | Last  | +/- |
|------------------------|-------|-------|-----|
| <b>Potential (000)</b> | 371.9 | 371.9 | 0.0 |
| <b>Sample Size</b>     | 1,679 | 1,773 | -94 |

|                      | 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        | 2.5             | 4.3   | -1.8 | 18   | 1.5              | 1.1   | 0.4  |  | 2.8              | 3.1   | -0.3 |  | 2.0             | 1.8   | 0.2  |  | 0.8              | 0.8   | 0.0  |  | 0.2              | *    | *    |  | 2.7               | 3.1   | -0.4  |  |
| Breeze               | 26.8            | 27.1  | -0.3 | 3    | 19.8             | 16.2  | 3.6  |  | 19.4             | 19.1  | 0.3  |  | 20.5            | 23.2  | -2.7 |  | 8.2              | 13.6  | -5.4 |  | 6.2              | 6.5  | -0.3 |  | 27.0              | 32.3  | -5.3  |  |
| Coast                | 13.1            | 10.9  | 2.2  | 9    | 11.9             | 10.8  | 1.1  |  | 13.4             | 10.8  | 2.6  |  | 11.8            | 8.2   | 3.6  |  | 5.4              | 4.8   | 0.6  |  | 2.8              | 3.3  | -0.5 |  | 12.4              | 11.6  | 0.8   |  |
| Edge                 | 21.7            | 21.6  | 0.1  | 4    | 15.9             | 16.5  | -0.6 |  | 18.8             | 20.4  | -1.6 |  | 24.1            | 24.7  | -0.6 |  | 10.8             | 10.5  | 0.3  |  | 3.0              | 3.9  | -0.9 |  | 28.6              | 26.8  | 1.8   |  |
| George FM            | 3.8             | 8.4   | -4.6 | 16   | 2.5              | 4.7   | -2.2 |  | 3.8              | 7.1   | -3.3 |  | 4.4             | 9.2   | -4.8 |  | 1.0              | 2.3   | -1.3 |  | 1.2              | 0.9  | 0.3  |  | 5.8               | 10.1  | -4.3  |  |
| Life FM              | 1.5             | 2.0   | -0.5 | 20   | 1.7              | 2.1   | -0.4 |  | 1.6              | 2.3   | -0.7 |  | 0.8             | 2.0   | -1.2 |  | 0.7              | 0.8   | -0.1 |  | 0.7              | 0.1  | 0.6  |  | 1.8               | 3.4   | -1.6  |  |
| Magic                | 9.8             | 8.6   | 1.2  | 13   | 12.1             | 10.4  | 1.7  |  | 12.3             | 9.9   | 2.4  |  | 8.8             | 8.7   | 0.1  |  | 4.5              | 3.9   | 0.6  |  | 2.2              | 1.5  | 0.7  |  | 12.6              | 11.9  | 0.7   |  |
| Mai FM               | 12.6            | 11.8  | 0.8  | 10   | 10.9             | 8.8   | 2.1  |  | 8.8              | 8.0   | 0.8  |  | 8.8             | 7.3   | 1.5  |  | 5.2              | 3.7   | 1.5  |  | 5.6              | 3.6  | 2.0  |  | 10.5              | 12.7  | -2.2  |  |
| Mix                  | 5.1             | 5.6   | -0.5 | 14   | 4.2              | 4.4   | -0.2 |  | 3.9              | 5.1   | -1.2 |  | 3.9             | 4.7   | -0.8 |  | 1.8              | 2.1   | -0.3 |  | 0.3              | 0.3  | 0.0  |  | 5.3               | 5.9   | -0.6  |  |
| More FM              | 13.8            | 17.8  | -4.0 | 8    | 7.6              | 12.4  | -4.8 |  | 11.2             | 12.3  | -1.1 |  | 13.5            | 12.5  | 1.0  |  | 8.0              | 9.2   | -1.2 |  | 3.1              | 1.8  | 1.3  |  | 17.5              | 19.6  | -2.1  |  |
| Newstalk ZB          | 31.9            | 31.4  | 0.5  | 2    | 17.9             | 19.8  | -1.9 |  | 15.9             | 17.3  | -1.4 |  | 19.2            | 18.9  | 0.3  |  | 18.0             | 19.8  | -1.8 |  | 10.6             | 10.7 | -0.1 |  | 30.8              | 29.1  | 1.7   |  |
| Radio Hauraki        | 12.3            | 12.4  | -0.1 | 11   | 7.4              | 8.0   | -0.6 |  | 10.0             | 10.4  | -0.4 |  | 10.5            | 11.7  | -1.2 |  | 4.7              | 4.8   | -0.1 |  | 0.9              | 0.9  | 0.0  |  | 14.7              | 15.4  | -0.7  |  |
| RadioLIVE            | 11.7            | 10.1  | 1.6  | 12   | 5.7              | 3.2   | 2.5  |  | 5.9              | 4.1   | 1.8  |  | 6.4             | 4.3   | 2.1  |  | 5.8              | 4.3   | 1.5  |  | 3.6              | 2.7  | 0.9  |  | 9.8               | 6.9   | 2.9   |  |
| Radio Sport          | 3.0             | 3.2   | -0.2 | 17   | 1.9              | 4.0   | -2.1 |  | 2.6              | 5.7   | -3.1 |  | 2.7             | 6.0   | -3.3 |  | 3.5              | 4.8   | -1.3 |  | 1.4              | 1.3  | 0.1  |  | 7.1               | 10.5  | -3.4  |  |
| Tarana               | 4.0             | 4.1   | -0.1 | 15   | 1.6              | 3.4   | -1.8 |  | 1.1              | 1.9   | -0.8 |  | 1.5             | 4.1   | -2.6 |  | 3.4              | 4.9   | -1.5 |  | 0.7              | 1.7  | -1.0 |  | 4.6               | 6.5   | -1.9  |  |
| Rhema                | 2.2             | 2.9   | -0.7 | 19   | 2.6              | 1.9   | 0.7  |  | 1.7              | 1.8   | -0.1 |  | 4.1             | 3.1   | 1.0  |  | 3.0              | 1.8   | 1.2  |  | 0.6              | 0.7  | -0.1 |  | 2.2               | 3.7   | -1.5  |  |
| Rock                 | 14.8            | 12.2  | 2.6  | 5    | 11.0             | 9.6   | 1.4  |  | 11.0             | 11.1  | -0.1 |  | 13.3            | 11.9  | 1.4  |  | 4.6              | 3.2   | 1.4  |  | 3.1              | 1.1  | 2.0  |  | 13.0              | 11.4  | 1.6   |  |
| Star                 | 0.7             | 3.0   | -2.3 | 21   | 0.7              | 2.4   | -1.7 |  | 1.2              | 2.9   | -1.7 |  | 1.0             | 3.1   | -2.1 |  | 0.9              | 2.7   | -1.8 |  | 0.5              | 2.1  | -1.6 |  | 1.3               | 4.0   | -2.7  |  |
| Te Upoko o Te Ika    | 0.3             | *     | *    | 22   | 0.3              | *     | *    |  | *                | *     | *    |  | 0.7             | 0.2   | 0.5  |  | 1.1              | *     | *    |  | *                | *    | *    |  | *                 | *     | *     |  |
| The Hits             | 14.3            | 20.3  | -6.0 | 6    | 9.4              | 12.5  | -3.1 |  | 11.8             | 15.2  | -3.4 |  | 13.2            | 16.8  | -3.6 |  | 7.6              | 7.9   | -0.3 |  | 1.7              | 2.5  | -0.8 |  | 19.6              | 21.1  | -1.5  |  |
| The Sound            | 14.0            | 14.0  | 0.0  | 7    | 12.9             | 12.4  | 0.5  |  | 15.8             | 13.5  | 2.3  |  | 16.4            | 14.9  | 1.5  |  | 8.1              | 7.7   | 0.4  |  | 1.4              | 3.1  | -1.7 |  | 14.7              | 15.5  | -0.8  |  |
| ZM                   | 32.3            | 33.7  | -1.4 | 1    | 20.0             | 17.3  | 2.7  |  | 21.7             | 23.4  | -1.7 |  | 25.5            | 29.6  | -4.1 |  | 11.8             | 12.8  | -1.0 |  | 3.3              | 2.7  | 0.6  |  | 27.3              | 31.1  | -3.8  |  |
| Others               | 12.3            | 13.1  | -0.8 |      | 10.3             | 13.8  | -3.5 |  | 11.9             | 12.3  | -0.4 |  | 14.6            | 11.5  | 3.1  |  | 9.2              | 9.2   | 0.0  |  | 2.2              | 2.2  | 0.0  |  | 19.7              | 21.6  | -1.9  |  |
| Mediaworks Combo     | 108.2           | 112.0 | -3.8 |      | 84.0             | 81.0  | 3.0  |  | 91.8             | 91.1  | 0.7  |  | 98.7            | 99.6  | -0.9 |  | 51.0             | 51.4  | -0.4 |  | 26.7             | 22.7 | 4.0  |  | 114.7             | 122.8 | -8.1  |  |
| NZME Combo           | 100.0           | 101.5 | -1.5 |      | 67.4             | 67.3  | 0.1  |  | 72.1             | 78.4  | -6.3 |  | 77.4            | 85.4  | -8.0 |  | 49.6             | 52.6  | -3.0 |  | 20.0             | 20.5 | -0.5 |  | 105.2             | 111.8 | -6.6  |  |
| All Commercial Radio | 187.2           | 194.2 | -7.0 |      | 137.4            | 140.5 | -3.1 |  | 149.4            | 153.1 | -3.7 |  | 166.1           | 173.5 | -7.4 |  | 102.9            | 106.0 | -3.1 |  | 46.6             | 43.6 | 3.0  |  | 198.6             | 213.9 | -15.3 |  |

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 internet only listening to Flava or Hokonui



# WELLINGTON COMMERCIAL RADIO - SURVEY 3 2018

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

Survey Comparisons: 2/2018 - 3/2018

This Survey Period: Sun Apr 8 to Sat Jun 16 & Sun Jun 24 to Sat Sep 1 2018

Last Survey Period: Sun Jan 28 to Sat Jun 16 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        | 4:13    | 4:35  | -0:22 | *            | 6:20  | *     | 3:39         | 3:11  | 0:28  | 3:21         | 3:29  | -0:08 | 3:53         | 4:29  | -0:35 | 5:34         | 6:39  | -1:04 | 5:36         | 4:49  | 0:47   | 3:44          | 4:42  | -0:58 |
| Breeze               | 9:54    | 8:28  | 1:25  | 10:23        | 9:02  | 1:20  | 7:30         | 7:27  | 0:03  | 10:23        | 7:30  | 2:53  | 10:59        | 8:42  | 2:16  | 10:37        | 9:36  | 1:01  | 8:48         | 9:38  | -0:49  | 9:11          | 5:33  | 3:37  |
| Coast                | 8:12    | 9:00  | -0:48 | 1:54         | 5:30  | -3:35 | 6:11         | 4:39  | 1:31  | 6:37         | 4:15  | 2:21  | 7:14         | 5:07  | 2:06  | 8:35         | 10:35 | -2:00 | 9:37         | 11:28 | -1:51  | 12:54         | 6:25  | 6:28  |
| Edge                 | 5:49    | 5:37  | 0:12  | 3:24         | 3:24  | -0:00 | 6:34         | 5:11  | 1:22  | 5:03         | 4:32  | 0:30  | 5:00         | 4:45  | 0:14  | 5:25         | 7:52  | -2:26 | 8:56         | 14:21 | -5:24  | 5:43          | 4:36  | 1:06  |
| George FM            | 4:25    | 5:02  | -0:36 | 10:51        | 5:29  | 5:22  | 4:44         | 4:53  | -0:08 | 4:28         | 5:48  | -1:20 | 4:19         | 5:57  | -1:38 | 3:35         | 6:04  | -2:29 | 3:27         | 3:27  | 0:00   | 1:41          | 6:51  | -5:10 |
| Life FM              | 2:00    | 3:53  | -1:53 | 2:14         | 2:29  | -0:15 | 2:01         | 3:14  | -1:12 | 0:49         | 2:30  | -1:41 | 0:49         | 3:17  | -2:28 | 1:00         | 4:23  | -3:23 | 3:11         | 5:15  | -2:04  | 1:00          | 3:08  | -2:08 |
| Magic                | 9:41    | 9:15  | 0:26  | 2:06         | 2:24  | -0:18 | 6:09         | 8:53  | -2:44 | 2:02         | 5:38  | -3:35 | 5:52         | 8:12  | -2:19 | 11:42        | 11:03 | 0:39  | 11:51        | 10:19 | 1:31   | 7:11          | 3:44  | 3:27  |
| Mai FM               | 10:42   | 7:25  | 3:17  | 14:26        | 11:32 | 2:54  | 7:34         | 6:27  | 1:06  | 12:53        | 7:39  | 5:14  | 12:19        | 8:00  | 4:18  | 3:08         | 11:11 | -8:02 | 3:45         | *     | *      | 19:51         | 7:46  | 12:05 |
| Mix                  | 8:37    | 10:26 | -1:49 | 4:52         | 3:00  | 1:51  | 10:29        | 4:09  | 6:19  | 9:55         | 9:09  | 0:45  | 9:07         | 11:59 | -2:51 | 8:36         | 14:04 | -5:28 | 9:18         | 10:14 | -0:56  | 8:53          | 10:34 | -1:40 |
| More FM              | 6:40    | 6:29  | 0:11  | 7:07         | 5:46  | 1:20  | 4:08         | 3:43  | 0:24  | 5:45         | 4:44  | 1:01  | 6:32         | 6:30  | 0:02  | 8:53         | 8:58  | -0:04 | 8:01         | 9:12  | -1:10  | 5:01          | 6:22  | -1:21 |
| Newstalk ZB          | 12:46   | 11:43 | 1:02  | 1:59         | 2:36  | -0:36 | 12:28        | 9:34  | 2:53  | 7:33         | 5:56  | 1:36  | 10:24        | 8:55  | 1:28  | 11:47        | 11:31 | 0:16  | 14:31        | 14:50 | -0:18  | 10:02         | 9:49  | 0:13  |
| Radio Hauraki        | 4:25    | 7:09  | -2:44 | 4:02         | 7:56  | -3:53 | 4:00         | 7:27  | -3:26 | 4:03         | 6:29  | -2:25 | 4:08         | 7:21  | -3:13 | 5:54         | 10:33 | -4:39 | 8:18         | 8:14  | 0:04   | 6:17          | 4:50  | 1:26  |
| RadioLIVE            | 8:00    | 7:50  | 0:09  | 2:11         | 2:31  | -0:20 | 6:03         | 4:19  | 1:44  | 4:37         | 3:50  | 0:47  | 5:16         | 4:42  | 0:34  | 7:16         | 5:54  | 1:22  | 10:33        | 9:36  | 0:56   | 8:54          | 4:18  | 4:35  |
| Radio Sport          | 3:35    | 6:27  | -2:51 | 4:30         | 8:49  | -4:19 | 2:24         | 2:14  | 0:09  | 4:27         | 3:33  | 0:54  | 3:33         | 7:54  | -4:21 | 2:32         | 8:19  | -5:47 | 4:51         | 4:19  | 0:32   | 2:50          | 1:49  | 1:00  |
| Tarana               | 7:31    | 9:45  | -2:14 | 1:35         | 1:00  | 0:35  | 10:14        | 7:03  | 3:10  | 9:23         | 7:46  | 1:36  | 7:57         | 6:35  | 1:21  | 6:26         | 5:23  | 1:03  | 5:00         | 19:59 | -14:59 | 8:10          | 4:18  | 3:52  |
| Rhema                | 8:31    | 8:26  | 0:05  | 32:45        | 20:14 | 12:30 | 4:40         | 5:21  | -0:41 | 4:40         | 3:26  | 1:13  | 5:05         | 3:27  | 1:38  | 6:17         | 4:14  | 2:02  | 19:25        | 16:22 | 3:02   | 3:40          | 3:53  | -0:13 |
| Rock                 | 6:44    | 8:31  | -1:46 | 6:10         | 5:17  | 0:52  | 6:39         | 10:09 | -3:30 | 7:01         | 9:27  | -2:26 | 6:59         | 8:36  | -1:37 | 6:17         | 6:07  | 0:10  | 5:33         | 8:37  | -3:03  | 5:07          | 6:28  | -1:21 |
| Star                 | 7:00    | 9:29  | -2:28 | 0:30         | 3:07  | -2:37 | 1:36         | 2:54  | -1:18 | 1:36         | 11:11 | -9:35 | 5:09         | 11:05 | -5:56 | 9:11         | 8:04  | 1:06  | 2:45         | 8:07  | -5:22  | 3:39          | 10:06 | -6:26 |
| Te Upoko o Te Ika    | 2:35    | 1:15  | 1:20  | *            | *     | *     | 2:15         | 1:15  | 1:00  | 2:03         | 1:15  | 0:48  | 2:35         | 1:15  | 1:20  | 3:15         | *     | *     | *            | *     | *      | 1:45          | 1:15  | 0:30  |
| The Hits             | 3:59    | 5:15  | -1:16 | 2:11         | 3:43  | -1:32 | 2:59         | 4:30  | -1:30 | 3:20         | 5:05  | -1:45 | 4:09         | 5:34  | -1:25 | 6:10         | 7:23  | -1:12 | 6:44         | 9:44  | -2:59  | 4:48          | 5:05  | -0:17 |
| The Sound            | 12:20   | 12:15 | 0:04  | 2:20         | 10:10 | -7:50 | 13:19        | 8:26  | 4:52  | 13:06        | 11:18 | 1:48  | 12:38        | 12:19 | 0:18  | 14:19        | 14:51 | -0:32 | 14:13        | 14:07 | 0:05   | 10:45         | 12:56 | -2:10 |
| ZM                   | 5:46    | 6:04  | -0:18 | 5:25         | 6:38  | -1:12 | 5:02         | 5:42  | -0:39 | 5:30         | 6:52  | -1:22 | 5:58         | 6:40  | -0:41 | 9:31         | 5:43  | 3:48  | 11:07        | 6:27  | 4:39   | 6:17          | 5:45  | 0:32  |
| Others               | 6:14    | 8:02  | -1:47 | 1:56         | 4:11  | -2:14 | 6:49         | 8:30  | -1:40 | 5:42         | 8:32  | -2:49 | 6:18         | 8:44  | -2:26 | 7:35         | 9:13  | -1:38 | 8:56         | 10:50 | -1:54  | 4:47          | 5:06  | -0:19 |
| Mediaworks Combo     | 12:01   | 11:07 | 0:53  | 9:39         | 8:44  | 0:54  | 11:10        | 9:57  | 1:12  | 12:29        | 10:37 | 1:51  | 12:20        | 11:07 | 1:12  | 13:23        | 13:35 | -0:12 | 13:47        | 14:30 | -0:43  | 12:04         | 10:00 | 2:03  |
| NZME Combo           | 8:59    | 10:04 | -1:04 | 4:55         | 7:05  | -2:09 | 6:23         | 7:40  | -1:16 | 6:40         | 8:02  | -1:21 | 7:47         | 9:16  | -1:28 | 11:02        | 12:54 | -1:52 | 14:01        | 15:13 | -1:11  | 8:56          | 8:39  | 0:16  |
| All Commercial Radio | 14:53   | 15:11 | -0:17 | 10:52        | 11:39 | -0:46 | 13:38        | 13:30 | 0:07  | 13:58        | 13:41 | 0:16  | 14:23        | 14:28 | -0:05 | 16:19        | 17:22 | -1:02 | 18:48        | 20:44 | -1:55  | 14:27         | 12:38 | 1:48  |
| Potential (000)      | 371.9   | 371.9 | 0.0   | 39.7         | 39.7  | 0.0   | 117.9        | 117.9 | 0.0   | 124.9        | 124.9 | 0.0   | 182.9        | 182.9 | 0.0   | 105.7        | 105.7 | 0.0   | 78.2         | 78.2  | 0.0    | 65.6          | 73.8  | -8.2  |
| Sample               | 1,679   | 1,773 | -94   | 160          | 185   | -25   | 425          | 475   | -50   | 518          | 571   | -53   | 848          | 858   | -10   | 550          | 538   | 12    | 409          | 448   | -39    | 321           | 356   | -35   |

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 internet only listening to Flava or Hokonui



# WELLINGTON COMMERCIAL RADIO - SURVEY 3 2018

Average Time Spent Listening (hh:mm) by Daypart, People 10+  
 Survey Comparisons: 2/2018 - 3/2018

This Survey Period: Sun Apr 8 to Sat Jun 16 & Sun Jun 24 to Sat Sep 1 2018

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

|                 | This  | Last  | +/- |
|-----------------|-------|-------|-----|
| Potential (000) | 371.9 | 371.9 | 0.0 |
| Sample Size     | 1,679 | 1,773 | -94 |

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

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 internet only listening to Flava or Hokonui