



WELLINGTON COMMERCIAL RADIO - SURVEY 3 2021

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

Survey Comparisons: 2/2021 - 3/2021

This Survey Period: Sun Apr 11 to Sat Aug 28 2021

Last Survey Period: Sun Jan 31 to Sat Jun 19 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 | 0.5 | 0.3 | 0.2 | 18 | 0.7 | 0.4 | 0.3 | 1.1 | 0.9 | 0.2 | 0.9 | 0.8 | 0.1 | 0.7 | 0.5 | 0.2 | 0.2 | * | * | * | 0.1 | * | 0.4 | 0.5 | -0.1 |
| Breeze | 13.4 | 13.2 | 0.2 | 2 | 9.2 | 7.8 | 1.4 | 8.6 | 8.1 | 0.5 | 8.9 | 9.4 | -0.5 | 12.3 | 11.4 | 0.9 | 17.7 | 18.6 | -0.9 | 15.6 | 17.5 | -1.9 | 12.4 | 11.2 | 1.2 |
| Coast | 4.5 | 4.6 | -0.1 | 11 | 1.0 | 1.1 | -0.1 | 2.6 | 1.7 | 0.9 | 3.1 | 2.6 | 0.5 | 4.4 | 4.1 | 0.3 | 5.9 | 7.0 | -1.1 | 4.6 | 6.4 | -1.8 | 4.1 | 3.1 | 1.0 |
| Edge | 6.2 | 7.3 | -1.1 | 6 | 16.0 | 14.2 | 1.8 | 11.7 | 13.5 | -1.8 | 8.4 | 11.2 | -2.8 | 7.6 | 10.1 | -2.5 | 3.9 | 4.5 | -0.6 | 1.5 | 1.3 | 0.2 | 8.6 | 10.5 | -1.9 |
| George FM | 1.5 | 1.9 | -0.4 | 14 | 2.6 | 2.3 | 0.3 | 5.3 | 6.2 | -0.9 | 3.8 | 5.0 | -1.2 | 2.5 | 3.3 | -0.8 | 0.1 | 0.1 | 0.0 | 0.1 | * | * | 1.7 | 2.1 | -0.4 |
| Gold | 1.3 | 0.7 | 0.6 | 15 | 1.8 | 1.7 | 0.1 | 0.4 | 0.6 | -0.2 | 0.4 | 0.6 | -0.2 | 1.1 | 0.7 | 0.4 | 2.3 | 0.7 | 1.6 | 1.5 | 0.5 | 1.0 | 1.3 | 0.4 | 0.9 |
| Gold AM | 0.5 | 0.2 | 0.3 | 18 | * | * | * | * | * | * | 0.3 | 0.2 | 0.1 | 0.3 | 0.2 | 0.1 | 1.3 | 0.4 | 0.9 | 1.2 | 0.5 | 0.7 | 0.3 | * | * |
| Life FM | 0.7 | 0.5 | 0.2 | 17 | 0.2 | 0.1 | 0.1 | 2.0 | 1.2 | 0.8 | 1.9 | 1.1 | 0.8 | 1.5 | 0.7 | 0.8 | 0.4 | 0.2 | 0.2 | 0.2 | 0.3 | -0.1 | 1.2 | 0.2 | 1.0 |
| Magic Music | 4.8 | 4.0 | 0.8 | 10 | 0.8 | 0.8 | 0.0 | 0.3 | 1.7 | -1.4 | 0.4 | 1.9 | -1.5 | 0.8 | 1.8 | -1.0 | 3.9 | 3.5 | 0.4 | 10.9 | 8.3 | 2.6 | 6.2 | 3.4 | 2.8 |
| Magic Talk | 2.7 | 3.0 | -0.3 | 12 | 0.1 | 0.1 | 0.0 | 1.6 | 0.8 | 0.8 | 2.1 | 1.1 | 1.0 | 2.3 | 1.6 | 0.7 | 3.6 | 4.5 | -0.9 | 4.4 | 6.0 | -1.6 | 2.1 | 1.3 | 0.8 |
| Mai FM | 5.5 | 6.7 | -1.2 | 8 | 19.6 | 25.9 | -6.3 | 9.7 | 8.4 | 1.3 | 7.6 | 7.2 | 0.4 | 5.5 | 5.8 | -0.3 | 0.9 | 1.7 | -0.8 | 0.4 | 0.5 | -0.1 | 6.3 | 5.8 | 0.5 |
| More FM | 5.2 | 4.2 | 1.0 | 9 | 3.7 | 2.3 | 1.4 | 4.6 | 4.8 | -0.2 | 6.0 | 6.3 | -0.3 | 4.5 | 5.0 | -0.5 | 7.1 | 4.7 | 2.4 | 7.8 | 4.3 | 3.5 | 5.4 | 5.0 | 0.4 |
| Newstalk ZB | 14.9 | 13.4 | 1.5 | 1 | 2.1 | 2.0 | 0.1 | 3.4 | 2.0 | 1.4 | 4.3 | 2.6 | 1.7 | 5.4 | 4.8 | 0.6 | 14.2 | 14.0 | 0.2 | 26.0 | 25.0 | 1.0 | 11.6 | 12.1 | -0.5 |
| Radio Hauraki | 2.7 | 3.4 | -0.7 | 12 | 1.4 | 1.8 | -0.4 | 4.9 | 5.7 | -0.8 | 6.2 | 7.1 | -0.9 | 5.2 | 5.8 | -0.6 | 1.9 | 2.5 | -0.6 | 0.6 | 1.3 | -0.7 | 4.1 | 5.2 | -1.1 |
| Rhema | 0.4 | 0.5 | -0.1 | 20 | 0.3 | 0.3 | 0.0 | 0.1 | 0.5 | -0.4 | 1.1 | 1.2 | -0.1 | 0.7 | 0.8 | -0.1 | 0.2 | 0.1 | 0.1 | 0.2 | 0.1 | 0.1 | 0.1 | * | * |
| Rock | 7.0 | 6.3 | 0.7 | 5 | 7.3 | 5.0 | 2.3 | 11.6 | 8.4 | 3.2 | 10.7 | 8.8 | 1.9 | 11.5 | 9.6 | 1.9 | 7.7 | 7.8 | -0.1 | 2.7 | 3.2 | -0.5 | 2.9 | 4.4 | -1.5 |
| Star | 0.4 | 0.7 | -0.3 | 20 | 0.5 | 0.4 | 0.1 | * | * | * | * | * | * | 0.1 | 0.7 | -0.6 | 0.2 | 1.0 | -0.8 | 0.5 | 0.8 | -0.3 | * | * | * |
| Tarana | 0.9 | 1.1 | -0.2 | 16 | 0.4 | 0.5 | -0.1 | 0.1 | 0.2 | -0.1 | 1.8 | 1.0 | 0.8 | 1.7 | 1.4 | 0.3 | 0.7 | 0.9 | -0.2 | 0.2 | 1.1 | -0.9 | 2.9 | 3.4 | -0.5 |
| Te Upoko o Te Ika | 0.3 | 0.1 | 0.2 | 22 | 0.1 | 0.1 | 0.0 | 0.3 | 0.3 | 0.0 | 0.3 | 0.3 | 0.0 | 0.5 | 0.2 | 0.3 | 0.4 | * | * | 0.1 | * | * | * | * | * |
| The Hits | 5.6 | 6.9 | -1.3 | 7 | 10.3 | 15.5 | -5.2 | 7.8 | 10.2 | -2.4 | 7.7 | 7.6 | 0.1 | 8.2 | 8.1 | 0.1 | 5.1 | 6.2 | -1.1 | 1.4 | 2.7 | -1.3 | 11.2 | 13.2 | -2.0 |
| The Sound | 7.5 | 7.4 | 0.1 | 4 | 1.3 | 2.6 | -1.3 | 6.9 | 8.3 | -1.4 | 7.1 | 7.8 | -0.7 | 6.7 | 7.9 | -1.2 | 13.1 | 10.8 | 2.3 | 12.5 | 9.8 | 2.7 | 3.3 | 3.1 | 0.2 |
| ZM | 8.2 | 8.2 | 0.0 | 3.0 | 18.7 | 13.6 | 5.1 | 13.1 | 13.4 | -0.3 | 12.2 | 12.8 | -0.6 | 11.3 | 10.7 | 0.6 | 4.8 | 5.4 | -0.6 | 1.5 | 3.4 | -1.9 | 10.8 | 12.8 | -2.0 |
| MediaWorks Combo | 53.8 | 53.9 | -0.1 | | 60.6 | 61.0 | -0.4 | 60.4 | 60.3 | 0.1 | 55.0 | 58.8 | -3.8 | 53.7 | 56.6 | -2.9 | 58.1 | 56.2 | 1.9 | 56.0 | 51.0 | 5.0 | 48.9 | 46.9 | 2.0 |
| NZME Combo | 38.0 | 37.8 | 0.2 | | 35.8 | 36.0 | -0.2 | 32.6 | 34.1 | -1.5 | 34.6 | 33.8 | 0.8 | 36.3 | 34.6 | 1.7 | 35.7 | 36.4 | -0.7 | 36.7 | 39.7 | -3.0 | 43.9 | 47.3 | -3.4 |
| Potential (000) | 385.3 | 385.3 | 0.0 | | 92.1 | 92.1 | 0.0 | 149.7 | 149.1 | 0.6 | 132.8 | 132.8 | 0.0 | 190.8 | 190.8 | 0.0 | 107.0 | 107.0 | 0.0 | 80.6 | 80.6 | 0.0 | 68.7 | 64.2 | 4.5 |
| Sample | 1,571 | 1,669 | -98 | | 299 | 335 | -36 | 548 | 582 | -34 | 554 | 570 | -16 | 802 | 851 | -49 | 446 | 506 | -60 | 367 | 399 | -32 | 308 | 311 | -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

WELLINGTON COMMERCIAL RADIO - SURVEY 3 2021

Station Share (%) by Daypart, People 10+

Survey Comparisons: 2/2021 - 3/2021

This Survey Period: Sun Apr 11 to Sat Aug 28 2021

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

| | This | Last | +/- |
|------------------------|-------|-------|-----|
| Potential (000) | 385.3 | 385.3 | 0.0 |
| Sample Size | 1,571 | 1,669 | -98 |

| | Breakfast | | | | Morning | | | Afternoon | | | Drive | | | | Night | | | Mid Dawn | | | Weekend | | | | | | | | | | | | | |
|-------------------|-----------|------|------|------|-----------------|------|------|-----------|------|------|------------------|------|------|------|-------|------|------------------|----------|------|------|---------|------|-----------------|------|------|------------------|------|------|------------------|------|------|-------------------|------|------|
| | This | Last | +/- | Rank | Mon-Fri 6am-9am | Last | +/- | This | Last | +/- | Mon-Fri 9am-12md | Last | +/- | This | Last | +/- | Mon-Fri 12md-4pm | Last | +/- | This | Last | +/- | Mon-Fri 4pm-7pm | Last | +/- | Mon-Fri 7pm-12mn | Last | +/- | Mon-Fri 12mn-6am | Last | +/- | Sat-Sun 12mn-12mn | Last | +/- |
| Atiawa Toa FM | 0.5 | 0.2 | 0.3 | 19 | 0.2 | 0.2 | 0.0 | 0.3 | 0.3 | 0.0 | 0.7 | 0.7 | 0.0 | 0.7 | 0.3 | 0.4 | * | 0.1 | * | 0.7 | 0.3 | 0.4 | 0.7 | 0.7 | 0.0 | 0.7 | 0.3 | 0.4 | * | 0.1 | * | 0.7 | 0.3 | 0.4 |
| Breeze | 14.5 | 14.3 | 0.2 | 2 | 15.0 | 15.4 | -0.4 | 12.6 | 12.2 | 0.4 | 12.3 | 11.2 | 1.1 | 9.7 | 10.6 | -0.9 | 7.9 | 8.2 | -0.3 | 14.1 | 13.8 | 0.3 | 14.1 | 13.8 | 0.3 | 9.7 | 10.6 | -0.9 | 7.9 | 8.2 | -0.3 | 14.1 | 13.8 | 0.3 |
| Coast | 3.0 | 3.0 | 0.0 | 12 | 6.0 | 5.4 | 0.6 | 6.3 | 6.4 | -0.1 | 3.6 | 4.1 | -0.5 | 1.2 | 4.6 | -3.4 | 3.0 | 2.4 | 0.6 | 4.4 | 4.5 | -0.1 | 3.0 | 2.4 | 0.6 | 1.2 | 4.6 | -3.4 | 3.0 | 2.4 | 0.6 | 4.4 | 4.5 | -0.1 |
| Edge | 5.7 | 7.4 | -1.7 | 8 | 5.9 | 7.2 | -1.3 | 7.1 | 7.8 | -0.7 | 6.7 | 8.1 | -1.4 | 5.4 | 4.8 | 0.6 | 3.1 | 2.8 | 0.3 | 6.6 | 7.7 | -1.1 | 3.1 | 2.8 | 0.3 | 5.4 | 4.8 | 0.6 | 3.1 | 2.8 | 0.3 | 6.6 | 7.7 | -1.1 |
| George FM | 1.0 | 1.3 | -0.3 | 14 | 2.0 | 2.6 | -0.6 | 2.5 | 2.9 | -0.4 | 2.3 | 3.0 | -0.7 | 0.3 | 1.1 | -0.8 | 0.1 | 0.1 | 0.0 | 0.8 | 1.0 | -0.2 | 0.3 | 3.0 | -0.7 | 0.3 | 1.1 | -0.8 | 0.1 | 0.1 | 0.0 | 0.8 | 1.0 | -0.2 |
| Gold | 0.8 | 0.8 | 0.0 | 16 | 0.6 | 0.4 | 0.2 | 1.2 | 0.5 | 0.7 | 2.0 | 1.2 | 0.8 | 1.1 | 0.6 | 0.5 | 1.4 | 1.6 | -0.2 | 1.9 | 0.8 | 1.1 | 1.1 | 0.6 | 0.5 | 1.1 | 0.6 | 0.5 | 1.4 | 1.6 | -0.2 | 1.9 | 0.8 | 1.1 |
| Gold AM | 0.7 | 0.5 | 0.2 | 17 | 0.6 | 0.1 | 0.5 | 0.6 | 0.1 | 0.5 | 0.5 | 0.1 | 0.4 | 0.9 | 0.6 | 0.3 | 0.1 | * | * | 0.4 | 0.3 | 0.1 | 0.5 | 0.1 | 0.4 | 0.9 | 0.6 | 0.3 | 0.1 | * | * | 0.4 | 0.3 | 0.1 |
| Life FM | 0.9 | 0.3 | 0.6 | 15 | 0.5 | 0.3 | 0.2 | 0.3 | 0.6 | -0.3 | 1.5 | 0.7 | 0.8 | 0.5 | 0.1 | 0.4 | * | * | * | 0.9 | 0.6 | 0.3 | 0.5 | 0.7 | 0.8 | 0.5 | 0.1 | 0.4 | * | * | * | 0.9 | 0.6 | 0.3 |
| Magic Music | 3.3 | 2.7 | 0.6 | 10 | 5.2 | 4.0 | 1.2 | 6.2 | 4.4 | 1.8 | 4.6 | 3.7 | 0.9 | 2.4 | 2.6 | -0.2 | 3.7 | 7.0 | -3.3 | 5.6 | 4.8 | 0.8 | 2.4 | 2.6 | -0.2 | 2.4 | 2.6 | -0.2 | 3.7 | 7.0 | -3.3 | 5.6 | 4.8 | 0.8 |
| Magic Talk | 4.2 | 4.2 | 0.0 | 9 | 2.2 | 3.0 | -0.8 | 1.8 | 1.9 | -0.1 | 4.7 | 5.2 | -0.5 | 6.2 | 6.6 | -0.4 | 9.5 | 13.1 | -3.6 | 7.8 | 9.9 | -2.1 | 2.1 | 3.5 | -1.4 | 2.1 | 3.5 | -1.4 | 7.4 | 8.1 | -0.7 | 2.3 | 2.6 | -0.3 |
| Mai FM | 6.6 | 7.8 | -1.2 | 4 | 3.5 | 3.7 | -0.2 | 4.7 | 5.2 | -0.5 | 6.2 | 6.6 | -0.4 | 9.5 | 13.1 | -3.6 | 7.8 | 9.9 | -2.1 | 4.9 | 7.3 | -2.4 | 6.2 | 6.6 | -0.4 | 9.5 | 13.1 | -3.6 | 7.8 | 9.9 | -2.1 | 4.9 | 7.3 | -2.4 |
| More FM | 3.3 | 3.0 | 0.3 | 10 | 5.5 | 3.9 | 1.6 | 6.9 | 6.2 | 0.7 | 5.8 | 5.5 | 0.3 | 4.4 | 1.2 | 3.2 | 7.4 | 0.6 | 6.8 | 4.9 | 4.1 | 0.8 | 4.4 | 1.2 | 3.2 | 4.4 | 1.2 | 3.2 | 7.4 | 0.6 | 6.8 | 4.9 | 4.1 | 0.8 |
| Newstalk ZB | 17.5 | 15.0 | 2.5 | 1 | 10.4 | 9.9 | 0.5 | 8.5 | 9.1 | -0.6 | 12.5 | 11.2 | 1.3 | 28.9 | 23.5 | 5.4 | 34.6 | 32.0 | 2.6 | 16.7 | 14.8 | 1.9 | 12.5 | 11.2 | 1.3 | 28.9 | 23.5 | 5.4 | 34.6 | 32.0 | 2.6 | 16.7 | 14.8 | 1.9 |
| Radio Hauraki | 2.6 | 3.0 | -0.4 | 13 | 2.5 | 3.9 | -1.4 | 2.6 | 4.1 | -1.5 | 3.5 | 3.6 | -0.1 | 3.2 | 2.3 | 0.9 | 2.5 | 1.0 | 1.5 | 2.5 | 3.4 | -0.9 | 3.2 | 2.3 | 0.9 | 3.2 | 2.3 | 0.9 | 2.5 | 1.0 | 1.5 | 2.5 | 3.4 | -0.9 |
| Rhema | 0.2 | 0.2 | 0.0 | 21 | 0.9 | 0.6 | 0.3 | 0.8 | 0.7 | 0.1 | 0.3 | 0.5 | -0.2 | 0.2 | 0.3 | -0.1 | * | 0.5 | * | 0.2 | 0.4 | -0.2 | 0.3 | 0.5 | -0.2 | 0.2 | 0.3 | -0.1 | * | 0.5 | * | 0.2 | 0.4 | -0.2 |
| Rock | 6.2 | 6.1 | 0.1 | 5 | 7.1 | 6.0 | 1.1 | 8.4 | 7.4 | 1.0 | 8.4 | 8.2 | 0.2 | 6.4 | 5.7 | 0.7 | 5.3 | 5.4 | -0.1 | 6.3 | 5.0 | 1.3 | 6.4 | 5.7 | 0.7 | 6.4 | 5.7 | 0.7 | 5.3 | 5.4 | -0.1 | 6.3 | 5.0 | 1.3 |
| Star | 0.6 | 0.9 | -0.3 | 18 | * | 0.9 | * | 0.3 | 0.7 | -0.4 | 0.4 | 0.2 | 0.2 | 0.5 | 0.6 | -0.1 | * | 0.2 | * | 0.5 | 0.5 | 0.0 | 0.5 | 0.6 | -0.1 | 0.5 | 0.6 | -0.1 | * | 0.2 | * | 0.5 | 0.5 | 0.0 |
| Tarana | 0.4 | 0.9 | -0.5 | 20 | 1.3 | 1.2 | 0.1 | 0.7 | 0.5 | 0.2 | 0.4 | 0.5 | -0.1 | 0.5 | 0.3 | 0.2 | 3.6 | 4.5 | -0.9 | 1.0 | 1.7 | -0.7 | 0.4 | 0.5 | -0.1 | 0.5 | 0.3 | 0.2 | 3.6 | 4.5 | -0.9 | 1.0 | 1.7 | -0.7 |
| Te Upoko o Te Ika | 0.2 | 0.1 | 0.1 | 21 | 0.5 | 0.1 | 0.4 | 0.1 | * | * | 0.1 | 0.1 | 0.0 | * | * | * | * | * | * | 0.4 | 0.3 | 0.1 | 0.1 | 0.1 | 0.0 | * | * | * | * | * | * | 0.4 | 0.3 | 0.1 |
| The Hits | 6.1 | 7.0 | -0.9 | 6 | 5.5 | 5.5 | 0.0 | 6.8 | 6.6 | 0.2 | 7.0 | 7.9 | -0.9 | 4.4 | 9.1 | -4.7 | 1.2 | 7.4 | -6.2 | 4.3 | 7.2 | -2.9 | 4.4 | 9.1 | -4.7 | 4.4 | 9.1 | -4.7 | 1.2 | 7.4 | -6.2 | 4.3 | 7.2 | -2.9 |
| The Sound | 6.0 | 6.3 | -0.3 | 7 | 9.8 | 10.7 | -0.9 | 8.1 | 8.2 | -0.1 | 6.1 | 4.8 | 1.3 | 6.1 | 7.0 | -0.9 | 4.1 | 4.2 | -0.1 | 8.1 | 7.1 | 1.0 | 6.1 | 7.0 | -0.9 | 6.1 | 7.0 | -0.9 | 4.1 | 4.2 | -0.1 | 8.1 | 7.1 | 1.0 |
| ZM | 11.2 | 10.8 | 0.4 | 3 | 6.9 | 7.2 | -0.3 | 7.8 | 7.8 | 0.0 | 9.4 | 11.4 | -2.0 | 7.5 | 5.2 | 2.3 | 1.8 | 2.0 | -0.2 | 7.5 | 6.5 | 1.0 | 7.5 | 5.2 | 2.3 | 7.5 | 5.2 | 2.3 | 1.8 | 2.0 | -0.2 | 7.5 | 6.5 | 1.0 |
| MediaWorks Combo | 50.7 | 53.1 | -2.4 | | 56.3 | 56.4 | -0.1 | 58.3 | 56.4 | 1.9 | 54.0 | 52.7 | 1.3 | 46.3 | 49.5 | -3.2 | 46.8 | 46.2 | 0.6 | 53.5 | 53.2 | 0.3 | 46.3 | 49.5 | -3.2 | 46.3 | 49.5 | -3.2 | 46.8 | 46.2 | 0.6 | 53.5 | 53.2 | 0.3 |
| NZME Combo | 42.2 | 40.5 | 1.7 | | 33.0 | 32.7 | 0.3 | 34.1 | 34.8 | -0.7 | 38.6 | 39.7 | -1.1 | 47.3 | 46.1 | 1.2 | 44.6 | 46.5 | -1.9 | 37.9 | 37.7 | 0.2 | 38.6 | 39.7 | -1.1 | 47.3 | 46.1 | 1.2 | 44.6 | 46.5 | -1.9 | 37.9 | 37.7 | 0.2 |

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



WELLINGTON COMMERCIAL RADIO - SURVEY 3 2021

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

Survey Comparisons: 2/2021 - 3/2021

This Survey Period: Sun Apr 11 to Sat Aug 28 2021

Last Survey Period: Sun Jan 31 to Sat Jun 19 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 | 6.9 | 6.1 | 0.8 | 15 | 2.2 | 1.4 | 0.8 | 5.2 | 5.0 | 0.2 | 3.6 | 4.2 | -0.6 | 4.2 | 4.2 | 0.0 | 0.6 | 0.3 | 0.3 | 0.2 | 0.5 | -0.3 | 1.3 | 1.2 | 0.1 |
| Breeze | 53.4 | 53.1 | 0.3 | 1 | 7.2 | 8.7 | -1.5 | 12.2 | 13.0 | -0.8 | 14.5 | 14.4 | 0.1 | 24.0 | 23.5 | 0.5 | 23.5 | 23.1 | 0.4 | 19.4 | 19.4 | 0.0 | 10.6 | 11.0 | -0.4 |
| Coast | 20.7 | 23.2 | -2.5 | 11 | 2.3 | 2.5 | -0.2 | 4.1 | 3.9 | 0.2 | 4.5 | 5.3 | -0.8 | 9.2 | 10.4 | -1.2 | 10.0 | 10.8 | -0.8 | 8.1 | 9.4 | -1.3 | 3.5 | 4.1 | -0.6 |
| Edge | 44.6 | 46.3 | -1.7 | 3 | 18.0 | 17.6 | 0.4 | 24.0 | 28.8 | -4.8 | 18.2 | 22.0 | -3.8 | 22.9 | 25.7 | -2.8 | 7.4 | 5.6 | 1.8 | 3.6 | 3.0 | 0.6 | 10.8 | 10.2 | 0.6 |
| George FM | 8.0 | 8.3 | -0.3 | 14 | 3.8 | 3.0 | 0.8 | 6.1 | 6.6 | -0.5 | 3.3 | 4.7 | -1.4 | 3.5 | 5.1 | -1.6 | 0.7 | 0.5 | 0.2 | 0.5 | 0.2 | 0.3 | 0.8 | 1.1 | -0.3 |
| Gold | 5.7 | 3.9 | 1.8 | 17 | 1.4 | 0.7 | 0.7 | 0.8 | 1.1 | -0.3 | 0.8 | 1.1 | -0.3 | 2.9 | 2.3 | 0.6 | 3.3 | 1.8 | 1.5 | 1.4 | 0.9 | 0.5 | 1.2 | 0.4 | 0.8 |
| Gold AM | 3.1 | 2.1 | 1.0 | 20 | 0.2 | 0.5 | -0.3 | * | * | * | 0.7 | 0.7 | 0.0 | 1.2 | 0.9 | 0.3 | 1.9 | 0.4 | 1.5 | 1.7 | 0.7 | 1.0 | 0.5 | 0.5 | 0.0 |
| Life FM | 6.3 | 3.9 | 2.4 | 16 | 1.0 | 0.6 | 0.4 | 3.3 | 1.6 | 1.7 | 3.3 | 1.6 | 1.7 | 4.0 | 1.6 | 2.4 | 1.5 | 1.3 | 0.2 | 1.3 | 1.7 | -0.4 | 1.3 | 0.4 | 0.9 |
| Magic Music | 14.9 | 14.2 | 0.7 | 13 | 2.1 | 1.4 | 0.7 | 1.3 | 2.0 | -0.7 | 1.3 | 2.5 | -1.2 | 2.7 | 3.7 | -1.0 | 5.1 | 4.7 | 0.4 | 8.5 | 7.1 | 1.4 | 2.7 | 2.1 | 0.6 |
| Magic Talk | 16.3 | 15.6 | 0.7 | 12 | 0.8 | 1.2 | -0.4 | 3.3 | 2.5 | 0.8 | 4.6 | 3.5 | 1.1 | 7.2 | 5.4 | 1.8 | 6.1 | 7.0 | -0.9 | 6.8 | 7.8 | -1.0 | 2.4 | 2.1 | 0.3 |
| Mai FM | 24.9 | 24.2 | 0.7 | 8 | 10.6 | 10.9 | -0.3 | 15.2 | 13.9 | 1.3 | 12.1 | 11.3 | 0.8 | 13.3 | 12.5 | 0.8 | 1.8 | 1.8 | 0.0 | 0.8 | 0.8 | 0.0 | 4.7 | 4.3 | 0.4 |
| More FM | 30.0 | 28.7 | 1.3 | 6 | 9.2 | 7.4 | 1.8 | 11.1 | 11.1 | 0.0 | 9.8 | 11.1 | -1.3 | 14.0 | 15.4 | -1.4 | 9.0 | 8.5 | 0.5 | 6.1 | 5.5 | 0.6 | 7.8 | 7.1 | 0.7 |
| Newstalk ZB | 44.3 | 42.7 | 1.6 | 4 | 3.2 | 3.4 | -0.2 | 8.5 | 7.7 | 0.8 | 10.9 | 9.2 | 1.7 | 17.9 | 16.1 | 1.8 | 15.2 | 15.1 | 0.1 | 16.5 | 16.6 | -0.1 | 9.6 | 7.8 | 1.8 |
| Radio Hauraki | 23.4 | 24.9 | -1.5 | 9 | 3.3 | 3.3 | 0.0 | 8.6 | 10.2 | -1.6 | 11.6 | 13.0 | -1.4 | 16.8 | 17.9 | -1.1 | 7.5 | 7.6 | -0.1 | 3.2 | 3.7 | -0.5 | 6.0 | 6.3 | -0.3 |
| Rhema | 3.3 | 2.5 | 0.8 | 19 | 0.4 | 0.7 | -0.3 | 0.4 | 0.8 | -0.4 | 1.0 | 1.0 | 0.0 | 1.4 | 1.1 | 0.3 | 1.0 | 0.3 | 0.7 | 1.3 | 0.7 | 0.6 | 0.4 | 0.3 | 0.1 |
| Rock | 27.1 | 27.8 | -0.7 | 7 | 6.0 | 5.9 | 0.1 | 11.9 | 11.6 | 0.3 | 13.7 | 14.4 | -0.7 | 18.5 | 19.2 | -0.7 | 6.4 | 6.8 | -0.4 | 2.2 | 2.4 | -0.2 | 5.6 | 6.2 | -0.6 |
| Star | 2.9 | 1.7 | 1.2 | 21 | 0.2 | 0.3 | -0.1 | * | * | * | 0.4 | * | * | 0.6 | 0.4 | 0.2 | 0.6 | 0.5 | 0.1 | 1.6 | 1.0 | 0.6 | 0.6 | 0.2 | 0.4 |
| Tarana | 3.9 | 3.6 | 0.3 | 18 | 0.4 | 0.6 | -0.2 | 0.7 | 0.4 | 0.3 | 1.5 | 0.6 | 0.9 | 2.3 | 1.6 | 0.7 | 1.2 | 1.6 | -0.4 | 1.2 | 1.5 | -0.3 | 1.7 | 1.5 | 0.2 |
| Te Upoko o Te Ika | 2.0 | 1.8 | 0.2 | 22 | 0.3 | 0.3 | 0.0 | 1.2 | 1.5 | -0.3 | 1.2 | 1.5 | -0.3 | 1.5 | 1.5 | 0.0 | 0.3 | * | * | 0.2 | * | * | * | * | * |
| The Hits | 39.4 | 43.1 | -3.7 | 5 | 11.6 | 13.3 | -1.7 | 18.1 | 19.7 | -1.6 | 18.4 | 19.8 | -1.4 | 25.0 | 25.0 | 0.0 | 8.8 | 8.8 | 0.0 | 2.9 | 4.9 | -2.0 | 9.8 | 10.9 | -1.1 |
| The Sound | 23.4 | 26.1 | -2.7 | 9 | 3.5 | 3.5 | 0.0 | 7.3 | 7.6 | -0.3 | 7.8 | 8.3 | -0.5 | 11.5 | 13.7 | -2.2 | 10.0 | 11.5 | -1.5 | 8.4 | 8.7 | -0.3 | 3.9 | 4.0 | -0.1 |
| ZM | 52.7 | 53.9 | -1.2 | 2 | 17.4 | 15.5 | 1.9 | 29.1 | 31.0 | -1.9 | 24.4 | 27.2 | -2.8 | 32.0 | 32.7 | -0.7 | 9.4 | 9.5 | -0.1 | 3.3 | 5.5 | -2.2 | 14.0 | 14.4 | -0.4 |
| MediaWorks Combo | 173.1 | 173.2 | -0.1 | | 38.1 | 38.0 | 0.1 | 64.7 | 65.5 | -0.8 | 60.7 | 62.7 | -2.0 | 86.4 | 88.4 | -2.0 | 54.9 | 55.0 | -0.1 | 42.6 | 42.0 | 0.6 | 35.3 | 32.6 | 2.7 |
| NZME Combo | 145.2 | 146.1 | -0.9 | | 28.9 | 28.9 | 0.0 | 51.2 | 54.4 | -3.2 | 53.8 | 56.0 | -2.2 | 78.8 | 78.0 | 0.8 | 42.5 | 41.4 | 1.1 | 30.0 | 32.1 | -2.1 | 34.1 | 32.0 | 2.1 |
| All Commercial Radio | 248.4 | 248.3 | 0.1 | | 50.3 | 50.7 | -0.4 | 89.9 | 90.0 | -0.1 | 88.8 | 89.7 | -0.9 | 127.7 | 129.8 | -2.1 | 76.4 | 77.2 | -0.8 | 58.9 | 57.9 | 1.0 | 50.1 | 47.7 | 2.4 |
| Potential (000) | 385.3 | 385.3 | 0.0 | | 92.1 | 92.1 | 0.0 | 149.7 | 149.1 | 0.6 | 132.8 | 132.8 | 0.0 | 190.8 | 190.8 | 0.0 | 107.0 | 107.0 | 0.0 | 80.6 | 80.6 | 0.0 | 68.7 | 64.2 | 4.5 |
| Sample | 1,571 | 1,669 | -98 | | 299 | 335 | -36 | 548 | 582 | -34 | 554 | 570 | -16 | 802 | 851 | -49 | 446 | 506 | -60 | 367 | 399 | -32 | 308 | 311 | -3 |

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



WELLINGTON COMMERCIAL RADIO - SURVEY 3 2021

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

Survey Comparisons: 2/2021 - 3/2021

This Survey Period: Sun Apr 11 to Sat Aug 28 2021

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

| | This | Last | +/- |
|-----------------|-------|-------|-----|
| Potential (000) | 385.3 | 385.3 | 0.0 |
| Sample Size | 1,571 | 1,669 | -98 |

| | 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 | +/- | This | Last | +/- | |
| Atiawa Toa FM | 2.4 | 2.1 | 0.3 | 16 | 1.0 | 1.5 | -0.5 | 2.0 | 1.7 | 0.3 | 2.1 | 2.9 | -0.8 | 1.4 | 0.7 | 0.7 | * | 0.2 | * | 3.3 | 2.3 | 1.0 | | | | |
| Breeze | 26.2 | 25.7 | 0.5 | 3 | 25.5 | 24.7 | 0.8 | 26.5 | 25.7 | 0.8 | 22.8 | 21.8 | 1.0 | 10.4 | 7.3 | 3.1 | 4.8 | 4.6 | 0.2 | 34.5 | 31.3 | 3.2 | | | | |
| Coast | 7.6 | 9.0 | -1.4 | 11 | 8.5 | 9.5 | -1.0 | 9.3 | 11.1 | -1.8 | 8.0 | 10.8 | -2.8 | 2.4 | 4.6 | -2.2 | 1.8 | 1.1 | 0.7 | 11.7 | 13.0 | -1.3 | | | | |
| Edge | 21.5 | 24.1 | -2.6 | 4 | 13.7 | 16.4 | -2.7 | 17.3 | 19.7 | -2.4 | 18.1 | 18.5 | -0.4 | 7.9 | 6.9 | 1.0 | 3.7 | 3.0 | 0.7 | 23.8 | 25.9 | -2.1 | | | | |
| George FM | 2.4 | 2.6 | -0.2 | 16 | 2.9 | 2.8 | 0.1 | 3.0 | 3.2 | -0.2 | 5.5 | 5.8 | -0.3 | 1.0 | 1.2 | -0.2 | 0.6 | 0.5 | 0.1 | 2.7 | 3.5 | -0.8 | | | | |
| Gold | 3.8 | 2.3 | 1.5 | 14 | 2.6 | 1.7 | 0.9 | 3.0 | 2.6 | 0.4 | 3.6 | 2.7 | 0.9 | 1.8 | 1.1 | 0.7 | 0.4 | 0.4 | 0.0 | 3.8 | 2.6 | 1.2 | | | | |
| Gold AM | 1.1 | 0.6 | 0.5 | 21 | 0.9 | 0.2 | 0.7 | 1.1 | 0.9 | 0.2 | 1.4 | 0.5 | 0.9 | 1.0 | 0.7 | 0.3 | 0.2 | * | * | 1.6 | 1.2 | 0.4 | | | | |
| Life FM | 3.5 | 1.5 | 2.0 | 15 | 2.5 | 1.9 | 0.6 | 1.1 | 0.9 | 0.2 | 3.2 | 2.2 | 1.0 | 1.3 | 0.1 | 1.2 | * | * | * | 4.1 | 2.5 | 1.6 | | | | |
| Magic Music | 6.0 | 5.5 | 0.5 | 13 | 7.1 | 7.6 | -0.5 | 7.1 | 8.0 | -0.9 | 7.1 | 6.8 | 0.3 | 2.5 | 2.7 | -0.2 | 1.7 | 1.6 | 0.1 | 9.9 | 10.1 | -0.2 | | | | |
| Magic Talk | 7.5 | 7.6 | -0.1 | 12 | 5.1 | 4.2 | 0.9 | 4.6 | 4.4 | 0.2 | 4.8 | 4.9 | -0.1 | 2.6 | 3.2 | -0.6 | 3.3 | 2.6 | 0.7 | 8.1 | 8.2 | -0.1 | | | | |
| Mai FM | 16.0 | 15.7 | 0.3 | 6 | 10.1 | 7.9 | 2.2 | 9.5 | 9.3 | 0.2 | 12.1 | 12.8 | -0.7 | 5.5 | 7.4 | -1.9 | 4.3 | 3.8 | 0.5 | 12.1 | 11.6 | 0.5 | | | | |
| More FM | 12.6 | 12.3 | 0.3 | 8 | 11.0 | 9.6 | 1.4 | 11.7 | 12.7 | -1.0 | 11.2 | 12.2 | -1.0 | 4.1 | 3.9 | 0.2 | 1.1 | 0.9 | 0.2 | 14.6 | 13.5 | 1.1 | | | | |
| Newstalk ZB | 30.5 | 26.1 | 4.4 | 1 | 19.2 | 16.3 | 2.9 | 16.4 | 18.9 | -2.5 | 19.6 | 20.9 | -1.3 | 16.5 | 11.2 | 5.3 | 12.0 | 9.7 | 2.3 | 28.8 | 28.2 | 0.6 | | | | |
| Radio Hauraki | 10.8 | 9.2 | 1.6 | 10 | 7.0 | 8.4 | -1.4 | 7.3 | 11.2 | -3.9 | 9.9 | 10.3 | -0.4 | 5.5 | 4.7 | 0.8 | 2.0 | 1.9 | 0.1 | 11.2 | 14.2 | -3.0 | | | | |
| Rhema | 1.4 | 1.0 | 0.4 | 19 | 2.0 | 1.0 | 1.0 | 0.8 | 0.9 | -0.1 | 0.6 | 0.8 | -0.2 | 0.6 | 0.4 | 0.2 | * | 0.6 | * | 1.3 | 1.0 | 0.3 | | | | |
| Rock | 14.1 | 14.1 | 0.0 | 7 | 10.1 | 10.1 | 0.0 | 13.8 | 13.9 | -0.1 | 14.4 | 14.8 | -0.4 | 6.1 | 6.6 | -0.5 | 2.7 | 3.2 | -0.5 | 16.9 | 15.9 | 1.0 | | | | |
| Star | 1.1 | 1.3 | -0.2 | 21 | 0.3 | 0.7 | -0.4 | 1.1 | 1.0 | 0.1 | 0.7 | 0.5 | 0.2 | 0.5 | 0.4 | 0.1 | * | 0.2 | * | 2.3 | 0.9 | 1.4 | | | | |
| Tarana | 1.7 | 1.5 | 0.2 | 18 | 1.2 | 1.4 | -0.2 | 1.7 | 1.3 | 0.4 | 0.8 | 0.9 | -0.1 | 0.5 | 0.5 | 0.0 | 1.1 | 0.9 | 0.2 | 2.4 | 2.6 | -0.2 | | | | |
| Te Upoko o Te Ika | 1.2 | 0.7 | 0.5 | 20 | 1.0 | 0.5 | 0.5 | 0.5 | 0.5 | 0.0 | 0.2 | 0.5 | -0.3 | * | * | * | * | * | * | 1.5 | 1.5 | 0.0 | | | | |
| The Hits | 18.0 | 20.0 | -2.0 | 5 | 11.9 | 11.2 | 0.7 | 18.1 | 19.5 | -1.4 | 18.1 | 19.9 | -1.8 | 6.8 | 8.0 | -1.2 | 2.0 | 3.6 | -1.6 | 20.2 | 23.6 | -3.4 | | | | |
| The Sound | 11.6 | 12.9 | -1.3 | 9 | 11.2 | 12.6 | -1.4 | 10.7 | 12.5 | -1.8 | 10.5 | 9.8 | 0.7 | 5.4 | 4.9 | 0.5 | 2.2 | 2.1 | 0.1 | 13.7 | 14.2 | -0.5 | | | | |
| ZM | 29.0 | 29.6 | -0.6 | 2 | 19.8 | 21.2 | -1.4 | 23.3 | 25.0 | -1.7 | 27.4 | 31.0 | -3.6 | 9.9 | 10.4 | -0.5 | 2.3 | 2.4 | -0.1 | 27.3 | 26.8 | 0.5 | | | | |
| MediaWorks Combo | 101.2 | 103.7 | -2.5 | | 83.1 | 84.6 | -1.5 | 90.5 | 95.5 | -5.0 | 92.6 | 93.0 | -0.4 | 41.5 | 39.6 | 1.9 | 22.8 | 20.1 | 2.7 | 118.3 | 113.1 | 5.2 | | | | |
| NZME Combo | 89.1 | 85.8 | 3.3 | | 61.6 | 60.1 | 1.5 | 71.0 | 77.3 | -6.3 | 78.2 | 83.7 | -5.5 | 40.6 | 37.5 | 3.1 | 19.9 | 18.7 | 1.2 | 93.2 | 96.6 | -3.4 | | | | |
| All Commercial Radio | 173.9 | 171.1 | 2.8 | | 134.4 | 134.4 | 0.0 | 144.0 | 149.6 | -5.6 | 153.6 | 158.1 | -4.5 | 80.6 | 77.5 | 3.1 | 41.1 | 37.4 | 3.7 | 190.7 | 188.1 | 2.6 | | | | |

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



WELLINGTON COMMERCIAL RADIO - SURVEY 3 2021

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

Survey Comparisons: 2/2021 - 3/2021

This Survey Period: Sun Apr 11 to Sat Aug 28 2021

Last Survey Period: Sun Jan 31 to Sat Jun 19 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 | 2:14 | 1:41 | 0:32 | 1:27 | 1:11 | 0:16 | 1:59 | 1:46 | 0:13 | 2:17 | 1:53 | 0:24 | 2:26 | 1:53 | 0:33 | 3:20 | 1:15 | 2:05 | 2:00 | 1:33 | 0:26 | 2:07 | 2:27 | -0:19 |
| Breeze | 8:27 | 8:17 | 0:09 | 6:24 | 4:19 | 2:05 | 6:23 | 6:11 | 0:11 | 5:48 | 6:42 | -0:54 | 7:34 | 7:41 | -0:06 | 9:18 | 9:53 | -0:34 | 9:23 | 10:01 | -0:38 | 7:20 | 6:06 | 1:13 |
| Coast | 7:18 | 6:39 | 0:38 | 2:09 | 2:09 | -0:00 | 5:41 | 4:24 | 1:17 | 6:21 | 5:01 | 1:20 | 7:05 | 6:14 | 0:50 | 7:19 | 7:55 | -0:35 | 6:39 | 7:28 | -0:49 | 7:19 | 4:35 | 2:43 |
| Edge | 4:42 | 5:16 | -0:33 | 4:27 | 3:54 | 0:33 | 4:24 | 4:39 | -0:14 | 4:20 | 5:17 | -0:56 | 4:52 | 6:16 | -1:23 | 6:35 | 9:54 | -3:18 | 4:51 | 4:43 | 0:07 | 5:02 | 6:09 | -1:06 |
| George FM | 6:18 | 7:44 | -1:25 | 3:28 | 3:40 | -0:11 | 7:50 | 9:18 | -1:28 | 10:45 | 11:00 | -0:15 | 10:14 | 10:23 | -0:09 | 1:44 | 2:05 | -0:20 | 1:22 | 1:30 | -0:07 | 13:22 | 11:29 | 1:52 |
| Gold | 7:24 | 6:14 | 1:10 | 6:37 | 11:22 | -4:44 | 4:17 | 5:33 | -1:16 | 4:36 | 5:33 | -0:57 | 5:18 | 4:36 | 0:42 | 8:28 | 4:39 | 3:49 | 12:42 | 6:18 | 6:23 | 6:53 | 5:54 | 0:58 |
| Gold AM | 5:56 | 3:44 | 2:12 | 0:15 | 0:15 | 0:00 | * | * | * | 3:48 | 3:30 | 0:17 | 3:23 | 2:58 | 0:25 | 8:11 | 10:59 | -2:47 | 8:19 | 6:53 | 1:25 | 4:25 | 0:32 | 3:53 |
| Life FM | 3:56 | 3:58 | -0:02 | 0:47 | 0:41 | 0:05 | 5:20 | 7:01 | -1:40 | 5:29 | 7:02 | -1:32 | 5:29 | 7:02 | -1:32 | 3:21 | 2:05 | 1:16 | 1:35 | 2:15 | -0:40 | 5:50 | 3:09 | 2:41 |
| Magic Music | 10:57 | 9:20 | 1:36 | 1:49 | 2:35 | -0:46 | 1:57 | 8:05 | -6:07 | 3:12 | 7:50 | -4:37 | 4:41 | 7:27 | -2:46 | 9:36 | 9:11 | 0:24 | 15:05 | 12:57 | 2:08 | 14:34 | 9:40 | 4:53 |
| Magic Talk | 5:30 | 6:20 | -0:50 | 0:41 | 0:33 | 0:08 | 4:23 | 3:04 | 1:18 | 4:19 | 3:11 | 1:07 | 4:41 | 4:49 | -0:07 | 7:19 | 7:56 | -0:36 | 7:39 | 8:39 | -0:59 | 5:21 | 3:41 | 1:39 |
| Mai FM | 7:23 | 9:13 | -1:50 | 9:14 | 11:32 | -2:17 | 5:46 | 5:59 | -0:12 | 5:53 | 6:34 | -0:40 | 6:01 | 7:23 | -1:21 | 6:33 | 11:46 | -5:12 | 6:40 | 6:32 | 0:07 | 8:26 | 8:07 | 0:18 |
| More FM | 5:54 | 4:51 | 1:02 | 2:03 | 1:31 | 0:31 | 3:46 | 4:17 | -0:30 | 5:43 | 5:54 | -0:10 | 4:46 | 5:12 | -0:25 | 9:45 | 6:50 | 2:55 | 14:46 | 8:48 | 5:58 | 4:19 | 4:15 | 0:04 |
| Newstalk ZB | 11:22 | 10:30 | 0:52 | 3:19 | 2:47 | 0:32 | 3:34 | 2:30 | 1:03 | 3:43 | 2:53 | 0:50 | 4:25 | 4:42 | -0:16 | 11:31 | 11:26 | 0:04 | 18:22 | 16:43 | 1:39 | 7:33 | 9:19 | -1:45 |
| Radio Hauraki | 3:51 | 4:37 | -0:46 | 2:05 | 2:36 | -0:31 | 5:09 | 5:30 | -0:20 | 5:01 | 5:40 | -0:38 | 4:34 | 5:06 | -0:32 | 3:08 | 4:06 | -0:57 | 2:06 | 4:02 | -1:56 | 4:16 | 4:56 | -0:39 |
| Rhema | 4:25 | 6:05 | -1:40 | 4:31 | 1:59 | 2:32 | 1:59 | 6:08 | -4:08 | 9:30 | 12:33 | -3:03 | 7:15 | 11:02 | -3:47 | 2:31 | 2:10 | 0:20 | 1:56 | 2:17 | -0:21 | 1:45 | 0:15 | 1:30 |
| Rock | 8:45 | 7:37 | 1:08 | 6:07 | 4:05 | 2:01 | 8:47 | 7:10 | 1:36 | 7:21 | 6:20 | 1:01 | 9:05 | 7:55 | 1:10 | 14:51 | 13:57 | 0:54 | 14:51 | 14:26 | 0:25 | 3:17 | 4:19 | -1:02 |
| Star | 4:28 | 13:16 | -8:48 | 13:00 | 6:37 | 6:22 | * | * | * | 0:15 | * | * | 1:24 | 29:00 | -27:35 | 4:18 | 22:32 | -18:14 | 3:53 | 9:10 | -5:17 | 0:24 | 0:45 | -0:20 |
| Tarana | 7:47 | 9:52 | -2:04 | 5:15 | 3:51 | 1:23 | 1:03 | 5:30 | -4:26 | 11:10 | 16:50 | -5:40 | 11:14 | 13:39 | -2:24 | 7:04 | 6:42 | 0:21 | 2:01 | 8:09 | -6:07 | 10:39 | 13:24 | -2:45 |
| Te Upoko o Te Ika | 4:24 | 2:07 | 2:17 | 1:00 | 1:00 | 0:00 | 2:31 | 2:20 | 0:10 | 2:31 | 2:20 | 0:10 | 4:58 | 2:20 | 2:37 | 15:00 | * | * | 5:30 | * | * | * | * | * |
| The Hits | 4:47 | 5:23 | -0:36 | 4:29 | 5:38 | -1:09 | 3:52 | 5:07 | -1:14 | 3:56 | 3:57 | -0:00 | 4:48 | 5:07 | -0:19 | 7:08 | 8:38 | -1:30 | 5:48 | 6:02 | -0:13 | 7:12 | 7:17 | -0:05 |
| The Sound | 10:46 | 9:30 | 1:15 | 1:54 | 3:38 | -1:43 | 8:31 | 10:51 | -2:19 | 8:31 | 9:46 | -1:14 | 8:38 | 9:09 | -0:31 | 16:08 | 11:30 | 4:37 | 17:22 | 12:35 | 4:47 | 5:25 | 4:39 | 0:46 |
| ZM | 5:16 | 5:04 | 0:12 | 5:25 | 4:14 | 1:11 | 4:02 | 4:15 | -0:12 | 4:43 | 4:51 | -0:08 | 5:13 | 5:12 | 0:00 | 6:14 | 7:02 | -0:47 | 5:08 | 6:49 | -1:40 | 4:51 | 5:19 | -0:27 |
| MediaWorks Combo | 10:29 | 10:24 | 0:04 | 7:59 | 7:47 | 0:12 | 8:26 | 9:06 | -0:39 | 8:31 | 9:41 | -1:09 | 9:09 | 10:09 | -1:00 | 13:03 | 12:33 | 0:30 | 15:23 | 13:30 | 1:53 | 8:42 | 8:37 | 0:04 |
| NZME Combo | 8:49 | 8:39 | 0:10 | 6:14 | 6:02 | 0:12 | 5:45 | 6:11 | -0:26 | 6:02 | 6:14 | -0:11 | 6:46 | 7:02 | -0:16 | 10:22 | 10:48 | -0:25 | 14:20 | 13:43 | 0:37 | 8:05 | 8:53 | -0:47 |
| All Commercial Radio | 13:35 | 13:28 | 0:07 | 9:59 | 9:33 | 0:25 | 10:03 | 10:59 | -0:55 | 10:35 | 11:31 | -0:55 | 11:31 | 12:14 | -0:43 | 16:09 | 15:55 | 0:14 | 19:52 | 19:10 | 0:42 | 12:32 | 12:35 | -0:02 |
| Potential (000) | 385.3 | 385.3 | 0.0 | 92.1 | 92.1 | 0.0 | 149.7 | 149.1 | 0.6 | 132.8 | 132.8 | 0.0 | 190.8 | 190.8 | 0.0 | 107.0 | 107.0 | 0.0 | 80.6 | 80.6 | 0.0 | 68.7 | 64.2 | 4.5 |
| Sample | 1,571 | 1,669 | -98 | 299 | 335 | -36 | 548 | 582 | -34 | 554 | 570 | -16 | 802 | 851 | -49 | 446 | 506 | -60 | 367 | 399 | -32 | 308 | 311 | -3 |

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

WELLINGTON COMMERCIAL RADIO - SURVEY 3 2021

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

Survey Comparisons: 2/2021 - 3/2021

This Survey Period: Sun Apr 11 to Sat Aug 28 2021

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

| | This | Last | +/- |
|-----------------|-------|-------|-----|
| Potential (000) | 385.3 | 385.3 | 0.0 |
| Sample Size | 1,571 | 1,669 | -98 |

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

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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