



## WELLINGTON COMMERCIAL RADIO - SURVEY 2 2022

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

Survey Comparisons: 1/2022 - 2/2022

This Survey Period: Sun Jan 30 to Sat Jun 18 2022

Last Survey Period: Sun Aug 29 to Sat Nov 6 2021 & Sun Jan 30 to Sat Apr 9 2022

	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	1.0	-0.5	21	0.3	1.1	-0.8	0.3	0.9	-0.6	0.5	0.6	-0.1	0.4	1.7	-1.3	0.8	1.9	-1.1	0.9	0.1	0.8	0.3	2.9	-2.6
Breeze	12.7	10.7	2.0	2	8.7	11.2	-2.5	8.3	8.6	-0.3	13.0	10.2	2.8	16.1	11.1	5.0	16.0	11.8	4.2	10.3	9.4	0.9	9.7	8.7	1.0
Coast	4.1	4.6	-0.5	10	1.5	2.9	-1.4	2.5	1.8	0.7	3.3	3.1	0.2	4.1	3.8	0.3	4.6	4.7	-0.1	5.4	6.7	-1.3	5.3	3.6	1.7
Edge	4.0	6.6	-2.6	11	9.9	10.6	-0.7	6.9	15.1	-8.2	4.9	12.8	-7.9	4.9	9.5	-4.6	3.1	2.9	0.2	1.0	0.8	0.2	6.6	9.7	-3.1
George FM	1.1	1.1	0.0	17	4.7	3.1	1.6	3.5	2.0	1.5	1.2	0.4	0.8	0.9	0.6	0.3	0.3	1.0	-0.7	*	1.2	*	*	0.6	*
Gold	1.0	1.1	-0.1	18	0.6	0.7	-0.1	0.6	0.2	0.4	1.4	0.9	0.5	1.8	1.3	0.5	1.5	1.7	-0.2	0.3	1.0	-0.7	2.7	1.3	1.4
Gold AM	0.4	0.2	0.2	22	*	0.2	*	*	0.1	*	*	0.1	*	0.2	0.1	0.1	0.6	0.2	0.4	0.8	0.3	0.5	0.5	0.1	0.4
Life FM	2.4	1.9	0.5	14	3.1	1.4	1.7	4.6	4.7	-0.1	5.1	4.2	0.9	2.9	2.9	0.0	1.0	1.0	0.0	2.0	0.8	1.2	4.1	4.9	-0.8
Magic	5.9	5.1	0.8	4	0.7	*	*	0.6	0.6	0.0	0.3	0.5	-0.2	0.9	0.8	0.1	5.2	4.2	1.0	14.6	14.9	-0.3	1.2	2.2	-1.0
Mai FM	3.8	3.8	0.0	12	10.1	13.1	-3.0	8.7	6.3	2.4	6.1	3.7	2.4	4.5	3.8	0.7	1.8	2.2	-0.4	0.9	*	*	8.5	4.7	3.8
More FM	4.3	5.0	-0.7	9	5.5	4.9	0.6	4.9	4.6	0.3	4.5	4.2	0.3	5.6	4.6	1.0	5.0	6.8	-1.8	2.0	5.9	-3.9	6.2	4.5	1.7
Newstalk ZB	19.5	17.8	1.7	1	3.2	2.5	0.7	5.7	6.1	-0.4	8.7	8.6	0.1	11.5	9.0	2.5	19.2	18.1	1.1	30.5	31.6	-1.1	13.9	14.3	-0.4
Radio Hauraki	4.4	3.6	0.8	8	5.4	1.2	4.2	4.4	6.8	-2.4	7.7	7.6	0.1	6.1	5.9	0.2	4.1	3.0	1.1	2.5	1.6	0.9	4.9	4.3	0.6
Rhema	0.7	0.6	0.1	19	0.9	0.4	0.5	0.8	0.8	0.0	0.6	0.8	-0.2	1.0	1.0	0.0	0.9	0.7	0.2	0.4	0.1	0.3	0.5	0.2	0.3
Rock	4.5	5.7	-1.2	7	13.2	9.6	3.6	11.3	7.0	4.3	5.6	7.7	-2.1	4.7	6.9	-2.2	2.8	5.2	-2.4	1.4	3.0	-1.6	4.7	6.6	-1.9
SENZ Sport	1.5	0.6	0.9	16	0.3	*	*	0.3	0.1	0.2	0.2	0.1	0.1	0.1	0.1	0.0	3.5	1.3	2.2	4.5	1.9	2.6	0.1	0.2	-0.1
Star	0.7	0.5	0.2	19	0.6	0.1	0.5	0.3	*	*	*	*	*	0.3	0.3	0.0	0.9	0.8	0.1	1.4	1.1	0.3	0.9	0.5	0.4
Tarana	3.4	4.0	-0.6	13	1.6	2.9	-1.3	1.4	1.0	0.4	6.5	5.7	0.8	5.5	5.9	-0.4	2.4	3.7	-1.3	0.1	0.4	-0.3	7.8	8.2	-0.4
Te Upoko o Te Ika	0.3	*	*	23	0.2	*	*	0.1	*	*	*	*	*	*	*	*	0.7	*	*	0.9	*	*	*	*	*
The Hits	5.6	6.3	-0.7	5	5.6	7.7	-2.1	9.2	10.7	-1.5	10.4	10.6	-0.2	8.6	8.9	-0.3	5.4	4.8	0.6	2.5	1.9	0.6	5.5	6.3	-0.8
The Sound	4.8	4.5	0.3	6	4.2	3.8	0.4	2.0	1.1	0.9	1.6	1.1	0.5	3.5	5.3	-1.8	8.6	8.7	-0.1	7.9	4.3	3.6	3.1	3.4	-0.3
Today FM/Magic Talk*	1.8	1.8	0.0	15	0.9	*	*	0.5	0.3	0.2	0.1	0.5	-0.4	0.4	1.3	-0.9	1.5	2.2	-0.7	3.0	3.7	-0.7	1.2	1.8	-0.6
ZM	7.9	8.0	-0.1	3	13.5	15.7	-2.2	17.0	15.3	1.7	14.6	12.5	2.1	11.3	9.9	1.4	5.2	5.0	0.2	2.1	2.6	-0.5	10.1	9.0	1.1
MediaWorks Combo	43.0	44.2	-1.2		57.9	56.4	1.5	46.8	45.6	1.2	37.2	41.1	-3.9	41.5	43.9	-2.4	44.3	45.0	-0.7	41.1	43.3	-2.2	41.2	42.2	-1.0
NZME Combo	43.3	42.1	1.2		30.7	32.7	-2.0	40.0	41.1	-1.1	46.2	43.3	2.9	44.2	39.5	4.7	41.2	38.3	2.9	44.1	45.6	-1.5	43.0	39.1	3.9
Potential (000)	387.2	387.2	0.0		92.3	92.3	0.0	151.1	149.6	1.5	133.7	133.7	0.0	191.6	191.6	0.0	107.3	107.3	0.0	81.2	81.2	0.0	68.6	71.5	-2.9
Sample	1,502	1,704	-202		259	275	-16	460	498	-38	466	512	-46	702	766	-64	447	500	-53	428	505	-77	268	293	-25

NB: SUM OF INDIVIDUAL STATIONS MAY NOT ADD TO NETWORK COMBO TOTAL DUE TO ROUNDING

MediaWorks Combo: Breeze, Edge, George FM, Magic, Magic Talk (until 20th March 2022), Mai FM, More FM, Rock, The Sound, Today FM (from 21st March 2022) or internet only listening to Humm FM (from S2 2022)

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

\*Today FM/Magic Talk includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period for S1 2022 / 13 weeks of survey period for S2 2022)



# WELLINGTON COMMERCIAL RADIO - SURVEY 2 2022

Station Share (%) by Daypart, People 10+

Survey Comparisons: 1/2022 - 2/2022

This Survey Period: Sun Jan 30 to Sat Jun 18 2022

Last Survey Period: Sun Aug 29 to Sat Nov 6 2021 & Sun Jan 30 to Sat Apr 9 2022

	This	Last	+/-
<b>Potential (000)</b>	387.2	387.2	0.0
<b>Sample Size</b>	1,502	1,704	-202

	Breakfast				Morning			Afternoon			Drive				Night			Mid Dawn			Weekend		
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	
Atiawa Toa FM	0.5	1.3	-0.8	19	0.9	1.5	-0.6	0.5	1.5	-1.0	0.6	1.0	-0.4	0.1	0.2	-0.1	*	0.1	*	0.3	0.5	-0.2	
Breeze	15.3	11.8	3.5	2	13.7	12.7	1.0	12.9	11.0	1.9	9.1	6.6	2.5	9.8	13.1	-3.3	7.0	6.1	0.9	13.3	10.7	2.6	
Coast	3.8	5.5	-1.7	12	4.0	5.3	-1.3	4.4	4.8	-0.4	3.4	3.1	0.3	1.7	3.3	-1.6	3.8	3.7	0.1	4.9	4.6	0.3	
Edge	4.1	6.0	-1.9	8	4.7	5.5	-0.8	4.9	6.9	-2.0	4.1	8.2	-4.1	2.1	5.1	-3.0	2.2	5.9	-3.7	3.5	6.9	-3.4	
George FM	0.7	0.4	0.3	18	1.0	0.7	0.3	1.4	1.0	0.4	1.4	0.7	0.7	0.2	2.5	-2.3	0.3	1.3	-1.0	1.4	1.7	-0.3	
Gold	0.5	0.5	0.0	19	1.4	1.5	-0.1	1.4	1.8	-0.4	1.8	1.1	0.7	1.5	0.7	0.8	1.6	1.9	-0.3	0.2	0.6	-0.4	
Gold AM	*	0.1	*	*	0.2	0.1	0.1	0.5	0.1	0.4	0.4	0.3	0.1	0.3	0.3	0.0	*	*	*	0.7	0.2	0.5	
Life FM	1.8	2.0	-0.2	13	2.0	1.0	1.0	2.6	3.0	-0.4	2.7	1.9	0.8	2.3	0.8	1.5	0.6	0.8	-0.2	3.1	2.0	1.1	
Magic	5.7	3.3	2.4	4	7.5	7.8	-0.3	4.0	5.0	-1.0	6.6	4.7	1.9	4.7	1.6	3.1	5.5	1.0	4.5	6.3	6.5	-0.2	
Mai FM	4.2	2.7	1.5	6	2.2	2.5	-0.3	3.4	5.0	-1.6	5.2	4.1	1.1	4.2	1.6	2.6	11.6	17.7	-6.1	3.0	2.8	0.2	
More FM	4.2	4.5	-0.3	6	4.2	4.6	-0.4	4.5	5.0	-0.5	4.3	6.0	-1.7	4.1	4.2	-0.1	2.4	5.0	-2.6	4.6	5.5	-0.9	
Newstalk ZB	24.4	24.3	0.1	1	17.5	15.1	2.4	15.2	12.2	3.0	16.8	17.2	-0.4	32.7	30.3	2.4	32.9	30.8	2.1	17.3	14.8	2.5	
Radio Hauraki	4.1	3.8	0.3	8	5.7	4.7	1.0	5.2	3.7	1.5	4.7	3.7	1.0	1.5	1.0	0.5	0.5	2.0	-1.5	4.1	3.3	0.8	
Rhema	0.5	0.5	0.0	19	0.4	0.3	0.1	1.0	0.6	0.4	1.3	1.2	0.1	1.1	0.3	0.8	0.3	0.4	-0.1	0.6	0.5	0.1	
Rock	3.9	4.7	-0.8	10	4.7	6.7	-2.0	5.8	6.3	-0.5	3.6	7.2	-3.6	5.1	6.2	-1.1	6.6	2.7	3.9	3.6	4.8	-1.2	
SENZ Sport	1.6	0.7	0.9	14	1.7	0.7	1.0	1.5	0.6	0.9	0.7	0.1	0.6	1.4	0.3	1.1	1.2	0.2	1.0	1.6	0.8	0.8	
Star	0.8	0.6	0.2	17	0.4	0.3	0.1	0.5	0.2	0.3	0.2	*	*	1.5	0.6	0.9	1.4	0.2	1.2	1.2	1.1	0.1	
Tarana	1.4	1.6	-0.2	15	2.8	3.4	-0.6	4.5	5.6	-1.1	4.4	4.7	-0.3	1.4	1.4	0.0	3.4	6.6	-3.2	4.4	5.0	-0.6	
Te Upoko o Te Ika	0.1	*	*	22	0.5	*	*	0.6	*	*	0.6	*	*	*	*	*	0.4	*	*	0.1	*	*	
The Hits	5.6	7.2	-1.6	5	5.0	6.0	-1.0	6.0	5.9	0.1	6.9	6.5	0.4	4.3	2.7	1.6	4.5	4.5	0.0	5.6	7.0	-1.4	
The Sound	3.9	3.1	0.8	10	4.9	3.9	1.0	4.9	5.3	-0.4	5.7	6.2	-0.5	6.7	7.6	-0.9	2.3	0.6	1.7	4.9	4.2	0.7	
Today FM/Magic Talk*	1.4	2.4	-1.0	15	2.1	1.9	0.2	1.7	1.7	0.0	1.4	1.9	-0.5	1.7	0.5	1.2	2.9	0.5	2.4	2.0	1.7	0.3	
ZM	8.3	10.0	-1.7	3	8.1	8.1	0.0	9.7	8.1	1.6	9.9	9.0	0.9	3.9	6.7	-2.8	3.6	5.0	-1.4	6.2	6.4	-0.2	
MediaWorks Combo	43.4	38.8	4.6		45.1	46.2	-1.1	43.7	47.3	-3.6	41.3	45.4	-4.1	38.6	42.3	-3.7	40.7	40.7	0.0	42.7	45.0	-2.3	
NZME Combo	46.8	51.3	-4.5		41.9	40.9	1.0	42.5	36.7	5.8	44.1	40.9	3.2	46.6	47.5	-0.9	47.1	47.8	-0.7	40.4	38.5	1.9	

NB: SUM OF INDIVIDUAL STATIONS MAY NOT ADD TO NETWORK COMBO TOTAL DUE TO ROUNDING

MediaWorks Combo: Breeze, Edge, George FM, Magic, Magic Talk (until 20th March 2022), Mai FM, More FM, Rock, The Sound, Today FM (from 21st March 2022) or internet only listening to Humm FM (from S2 2022)

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\*Today FM/Magic Talk includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period for S1 2022 / 13 weeks of survey period for S2 2022)



# WELLINGTON COMMERCIAL RADIO - SURVEY 2 2022

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

Survey Comparisons: 1/2022 - 2/2022

This Survey Period: Sun Jan 30 to Sat Jun 18 2022

Last Survey Period: Sun Aug 29 to Sat Nov 6 2021 & Sun Jan 30 to Sat Apr 9 2022

	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	3.1	5.5	-2.4	20	0.9	2.3	-1.4	0.8	2.0	-1.2	1.0	1.5	-0.5	1.3	2.4	-1.1	0.9	1.3	-0.4	0.9	0.8	0.1	0.9	0.9	0.0
Breeze	49.5	45.6	3.9	2	9.6	7.3	2.3	13.3	14.1	-0.8	14.0	15.5	-1.5	25.6	26.4	-0.8	19.6	17.2	2.4	12.5	10.4	2.1	11.3	11.0	0.3
Coast	28.0	22.5	5.5	7	3.7	4.6	-0.9	5.8	4.1	1.7	7.3	3.9	3.4	13.7	7.6	6.1	12.1	7.8	4.3	8.9	8.4	0.5	5.6	2.8	2.8
Edge	31.2	39.9	-8.7	5	11.6	14.9	-3.3	21.0	25.0	-4.0	14.8	19.1	-4.3	17.5	22.7	-5.2	4.2	5.6	-1.4	2.1	2.3	-0.2	7.2	9.0	-1.8
George FM	3.7	4.1	-0.4	19	1.3	1.9	-0.6	2.5	2.0	0.5	1.9	1.1	0.8	2.3	1.3	1.0	0.3	0.8	-0.5	0.2	0.8	-0.6	*	0.1	*
Gold	6.0	5.5	0.5	16	1.1	1.4	-0.3	2.1	0.5	1.6	1.8	0.9	0.9	4.1	2.0	2.1	2.9	2.4	0.5	0.7	2.0	-1.3	1.7	0.9	0.8
Gold AM	1.4	2.3	-0.9	22	0.5	1.2	-0.7	0.5	0.4	0.1	*	0.4	*	0.3	0.4	-0.1	0.7	0.5	0.2	0.7	0.6	0.1	0.3	0.4	-0.1
Life FM	10.3	12.8	-2.5	13	1.8	3.6	-1.8	4.6	5.1	-0.5	5.6	4.8	0.8	6.7	7.3	-0.6	2.6	3.6	-1.0	1.7	1.7	0.0	2.3	3.6	-1.3
Magic	17.7	14.3	3.4	12	1.2	*	*	2.3	1.3	1.0	1.3	1.3	0.0	2.9	2.5	0.4	5.6	4.6	1.0	10.6	10.3	0.3	1.5	1.3	0.2
Mai FM	22.0	20.0	2.0	11	7.6	7.4	0.2	13.2	12.9	0.3	10.0	9.5	0.5	13.0	12.1	0.9	4.0	3.1	0.9	1.3	0.5	0.8	7.5	6.1	1.4
More FM	30.7	29.4	1.3	6	8.4	7.2	1.2	12.1	9.7	2.4	10.3	9.4	0.9	17.4	16.1	1.3	10.5	10.9	-0.4	4.7	5.4	-0.7	7.2	6.4	0.8
Newstalk ZB	52.5	50.3	2.2	1	5.4	4.1	1.3	9.9	10.1	-0.2	12.1	14.7	-2.6	22.2	21.5	0.7	19.9	17.2	2.7	18.7	18.5	0.2	9.8	12.7	-2.9
Radio Hauraki	26.9	22.4	4.5	8	4.3	3.5	0.8	10.6	11.1	-0.5	13.5	13.9	-0.4	18.6	17.0	1.6	8.4	4.7	3.7	3.9	1.8	2.1	6.7	6.1	0.6
Rhema	5.2	3.2	2.0	17	0.9	0.4	0.5	1.2	0.7	0.5	0.8	1.0	-0.2	2.4	1.6	0.8	2.0	1.1	0.9	1.4	1.0	0.4	1.3	0.6	0.7
Rock	23.3	25.7	-2.4	9	7.3	6.8	0.5	10.7	9.6	1.1	9.1	11.2	-2.1	13.6	16.0	-2.4	6.4	7.2	-0.8	2.5	2.7	-0.2	5.4	4.7	0.7
SENZ Sport	2.3	2.3	0.0	21	0.5	0.2	0.3	0.7	0.2	0.5	0.5	0.5	0.0	0.8	0.9	-0.1	1.1	1.0	0.1	1.0	1.1	-0.1	0.5	0.9	-0.4
Star	4.9	3.7	1.2	18	1.4	0.2	1.2	0.7	0.2	0.5	0.3	0.2	0.1	1.2	1.3	-0.1	1.5	1.7	-0.2	2.0	1.7	0.3	0.4	0.3	0.1
Tarana	7.7	9.5	-1.8	14	2.5	3.6	-1.1	2.8	2.5	0.3	2.8	3.0	-0.2	4.0	4.7	-0.7	1.5	2.3	-0.8	0.3	0.6	-0.3	1.9	2.9	-1.0
Te Upoko o Te Ika	1.4	0.2	1.2	22	0.5	*	*	0.5	*	*	*	*	*	0.2	*	*	0.7	0.2	0.5	0.7	0.2	0.5	0.2	*	*
The Hits	37.8	41.5	-3.7	4	10.7	12.3	-1.6	18.1	19.5	-1.4	17.7	19.5	-1.8	23.0	25.5	-2.5	8.7	8.8	-0.1	3.9	3.4	0.5	7.3	8.6	-1.3
The Sound	22.3	18.1	4.2	10	4.6	2.4	2.2	4.7	2.7	2.0	4.4	4.0	0.4	9.6	9.7	-0.1	10.5	9.9	0.6	7.7	5.8	1.9	4.3	3.2	1.1
Today FM/Magic Talk*	7.3	9.6	-2.3	15	1.1	0.2	0.9	1.3	0.6	0.7	0.9	1.9	-1.0	2.1	4.3	-2.2	3.0	4.8	-1.8	3.1	4.4	-1.3	1.7	2.9	-1.2
ZM	47.6	48.9	-1.3	3	11.9	16.4	-4.5	29.1	28.9	0.2	26.2	24.5	1.7	32.1	28.4	3.7	8.6	7.6	1.0	3.3	4.0	-0.7	11.5	10.4	1.1
MediaWorks Combo	150.2	151.2	-1.0		31.9	30.7	1.2	53.2	53.4	-0.2	47.7	51.8	-4.1	77.0	81.6	-4.6	51.7	51.2	0.5	36.1	34.6	1.5	30.9	33.1	-2.2
NZME Combo	147.5	146.3	1.2		26.4	30.3	-3.9	53.4	55.3	-1.9	56.8	57.1	-0.3	82.6	77.8	4.8	45.1	38.4	6.7	31.1	30.2	0.9	32.7	32.8	-0.1
All Commercial Radio	240.3	246.8	-6.5		43.7	48.7	-5.0	84.5	87.7	-3.2	85.0	87.9	-2.9	130.2	132.2	-2.0	79.9	78.7	1.2	55.4	54.9	0.5	52.0	57.1	-5.1
Potential (000)	387.2	387.2	0.0		92.3	92.3	0.0	151.1	149.6	1.5	133.7	133.7	0.0	191.6	191.6	0.0	107.3	107.3	0.0	81.2	81.2	0.0	68.6	71.5	-2.9
Sample	1,502	1,704	-202		259	275	-16	460	498	-38	466	512	-46	702	766	-64	447	500	-53	428	505	-77	268	293	-25

MediaWorks Combo: Breeze, Edge, George FM, Magic, Magic Talk (until 20th March 2022), Mai FM, More FM, Rock, The Sound, Today FM (from 21st March 2022) or internet only listening to Humm FM (from S2 2022)

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

\*Today FM/Magic Talk includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period for S1 2022 / 13 weeks of survey period for S2 2022)



## WELLINGTON COMMERCIAL RADIO - SURVEY 2 2022

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

Survey Comparisons: 1/2022 - 2/2022

This Survey Period: Sun Jan 30 to Sat Jun 18 2022

Last Survey Period: Sun Aug 29 to Sat Nov 6 2021 & Sun Jan 30 to Sat Apr 9 2022

	This	Last	+/-
Potential (000)	387.2	387.2	0.0
Sample Size	1,502	1,704	-202

	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	1.7	3.6	-1.9	19	1.1	1.3	-0.2	1.3	1.3	0.0	1.4	1.9	-0.5	0.4	0.6	-0.2	*	0.4	*	2.1	3.5	-1.4						
Breeze	28.4	24.1	4.3	2	22.0	16.6	5.4	23.9	19.3	4.6	19.8	17.6	2.2	9.1	7.6	1.5	4.7	4.3	0.4	32.4	26.9	5.5						
Coast	12.9	11.2	1.7	6	9.0	10.3	-1.3	11.1	10.6	0.5	11.2	9.0	2.2	3.1	3.7	-0.6	2.2	2.9	-0.7	18.5	13.8	4.7						
Edge	13.8	18.1	-4.3	5	10.9	13.7	-2.8	12.2	17.6	-5.4	12.6	14.8	-2.2	5.6	8.0	-2.4	2.8	5.4	-2.6	17.3	22.9	-5.6						
George FM	2.0	1.1	0.9	16	1.8	1.4	0.4	1.6	1.3	0.3	2.2	1.3	0.9	0.6	1.3	-0.7	0.3	1.0	-0.7	1.5	2.5	-1.0						
Gold	1.8	1.9	-0.1	18	1.7	1.6	0.1	1.7	2.8	-1.1	2.4	1.7	0.7	1.6	0.9	0.7	0.7	0.8	-0.1	2.0	2.4	-0.4						
Gold AM	*	0.5	*	*	0.4	0.3	0.1	0.9	0.3	0.6	1.1	1.0	0.1	0.3	0.3	0.0	*	*	*	1.1	1.1	0.0						
Life FM	6.9	7.1	-0.2	13	4.7	4.7	0.0	6.7	5.9	0.8	4.7	5.0	-0.3	4.2	1.4	2.8	1.3	1.5	-0.2	8.3	7.1	1.2						
Magic	9.2	6.0	3.2	11	10.3	8.2	2.1	9.1	7.3	1.8	10.3	8.1	2.2	4.6	2.3	2.3	1.7	0.8	0.9	11.0	11.5	-0.5						
Mai FM	10.7	7.3	3.4	8	5.7	6.1	-0.4	9.1	11.5	-2.4	12.7	10.3	2.4	5.5	3.8	1.7	4.7	4.8	-0.1	14.7	11.0	3.7						
More FM	9.9	10.3	-0.4	9	9.7	9.8	-0.1	14.7	12.0	2.7	15.2	14.5	0.7	6.0	5.4	0.6	0.8	3.6	-2.8	16.9	14.8	2.1						
Newstalk ZB	36.6	35.7	0.9	1	21.0	23.0	-2.0	22.6	23.3	-0.7	24.9	25.3	-0.4	13.7	14.8	-1.1	12.0	10.6	1.4	29.6	30.0	-0.4						
Radio Hauraki	11.0	8.8	2.2	7	10.6	8.6	2.0	11.4	10.7	0.7	9.6	8.9	0.7	4.6	2.9	1.7	1.2	1.0	0.2	15.8	15.2	0.6						
Rhema	1.9	1.2	0.7	17	2.5	1.2	1.3	3.0	1.2	1.8	2.0	0.9	1.1	1.1	0.3	0.8	0.8	0.3	0.5	3.6	1.4	2.2						
Rock	8.5	12.6	-4.1	12	7.9	9.0	-1.1	9.0	13.2	-4.2	10.6	14.6	-4.0	4.7	5.7	-1.0	2.6	2.8	-0.2	14.2	13.7	0.5						
SENZ Sport	1.1	0.5	0.6	21	1.0	0.8	0.2	1.1	1.1	0.0	1.0	0.7	0.3	0.9	0.3	0.6	0.7	0.2	0.5	1.5	1.3	0.2						
Star	1.6	1.1	0.5	20	1.8	1.2	0.6	2.6	0.7	1.9	1.3	0.3	1.0	2.3	0.8	1.5	1.2	0.5	0.7	3.0	3.1	-0.1						
Tarana	3.2	3.9	-0.7	14	4.0	4.5	-0.5	5.0	5.7	-0.7	5.2	6.3	-1.1	2.1	1.6	0.5	1.6	2.9	-1.3	5.6	6.7	-1.1						
Te Upoko o Te Ika	0.9	*	*	22	0.9	*	*	0.5	*	*	0.5	*	*	*	*	*	0.5	*	*	0.5	0.2	0.3						
The Hits	15.0	16.3	-1.3	4	10.0	12.6	-2.6	14.4	15.9	-1.5	14.1	14.7	-0.6	6.4	5.8	0.6	3.2	2.8	0.4	21.8	24.4	-2.6						
The Sound	9.3	6.3	3.0	10	8.4	5.6	2.8	10.6	8.2	2.4	11.5	9.9	1.6	5.6	4.6	1.0	1.5	0.8	0.7	12.0	10.7	1.3						
Today FM/Magic Talk*	2.5	5.4	-2.9	15	3.4	3.5	-0.1	4.3	4.5	-0.2	3.0	4.3	-1.3	0.8	1.1	-0.3	1.3	0.6	0.7	4.2	5.0	-0.8						
ZM	19.9	19.5	0.4	3	16.4	16.6	-0.2	22.2	18.3	3.9	25.2	20.4	4.8	7.5	7.6	-0.1	2.6	2.7	-0.1	26.6	26.7	-0.1						
MediaWorks Combo	81.8	81.5	0.3		69.8	65.7	4.1	79.8	82.1	-2.3	84.5	84.7	-0.2	37.7	36.6	1.1	17.3	19.4	-2.1	101.2	103.9	-2.7						
NZME Combo	84.5	81.2	3.3		63.1	65.7	-2.6	75.2	71.8	3.4	79.6	73.2	6.4	35.4	34.2	1.2	20.0	18.3	1.7	98.0	101.5	-3.5						
All Commercial Radio	158.5	160.6	-2.1		130.8	129.5	1.3	150.3	148.2	2.1	154.9	152.4	2.5	78.9	73.3	5.6	37.5	38.3	-0.8	191.2	195.1	-3.9						

MediaWorks Combo: Breeze, Edge, George FM, Magic, Magic Talk (until 20th March 2022), Mai FM, More FM, Rock, The Sound, Today FM (from 21st March 2022) or internet only listening to Humm FM (from S2 2022)

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

\*Today FM/Magic Talk includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period for S1 2022 / 13 weeks of survey period for S2 2022)



# WELLINGTON COMMERCIAL RADIO - SURVEY 2 2022

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

Survey Comparisons: 1/2022 - 2/2022

This Survey Period: Sun Jan 30 to Sat Jun 18 2022

Last Survey Period: Sun Aug 29 to Sat Nov 6 2021 & Sun Jan 30 to Sat Apr 9 2022

	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	5:12	6:06	-0:54	1:29	2:03	-0:34	3:14	3:56	-0:41	4:22	4:18	0:03	4:17	11:33	-7:15	11:16	17:19	-6:03	10:14	1:30	8:44	1:58	22:32	-20:34
Breeze	8:21	7:28	0:52	4:11	6:55	-2:43	5:02	5:09	-0:07	7:51	6:25	1:25	9:34	6:46	2:47	10:24	8:02	2:21	8:16	8:01	0:14	5:07	5:34	-0:27
Coast	4:43	6:32	-1:48	1:56	2:50	-0:54	3:26	3:43	-0:17	3:47	7:36	-3:49	4:32	8:00	-3:27	4:51	7:01	-2:09	6:02	7:05	-1:03	5:37	9:09	-3:32
Edge	4:13	5:14	-1:00	3:58	3:12	0:45	2:38	5:06	-2:27	2:46	6:35	-3:48	4:18	6:45	-2:27	9:19	6:00	3:18	4:51	3:18	1:33	5:26	7:37	-2:11
George FM	9:47	8:15	1:31	17:17	7:16	10:00	11:25	8:27	2:57	5:10	3:16	1:54	6:15	6:54	-0:38	12:17	14:40	-2:22	0:30	12:47	-12:17	*	30:15	*
Gold	5:31	6:12	-0:40	2:47	2:27	0:20	2:10	3:04	-0:53	6:22	9:40	-3:17	6:28	10:30	-4:02	6:29	8:18	-1:48	5:05	4:29	0:36	9:41	10:49	-1:07
Gold AM	8:25	2:11	6:14	0:30	0:44	-0:14	0:30	2:00	-1:30	*	2:00	*	11:15	2:00	9:15	9:52	5:42	4:10	12:51	4:41	8:10	11:15	2:00	9:15
Life FM	7:37	4:46	2:50	7:51	1:43	6:08	8:11	7:45	0:26	7:39	8:34	-0:55	6:36	6:28	0:08	5:01	3:21	1:40	12:00	4:19	7:41	10:35	9:38	0:57
Magic	10:47	11:22	-0:35	2:35	*	*	2:08	3:31	-1:23	2:06	3:31	-1:25	4:45	5:06	-0:21	11:49	10:38	1:10	13:46	12:54	0:52	5:02	11:57	-6:55
Mai FM	5:40	6:03	-0:22	6:11	8:01	-1:50	5:21	4:07	1:14	5:06	3:49	1:17	5:16	5:04	0:11	5:43	8:11	-2:28	7:04	0:34	6:29	6:44	5:27	1:17
More FM	4:34	5:26	-0:52	3:03	3:05	-0:02	3:17	3:59	-0:42	3:39	4:25	-0:46	4:52	4:38	0:13	6:01	7:15	-1:13	4:15	9:35	-5:19	5:10	4:55	0:14
Newstalk ZB	12:07	11:17	0:49	2:47	2:48	-0:00	4:40	5:07	-0:26	6:01	5:43	0:17	7:55	6:48	1:06	12:18	12:14	0:03	16:17	15:07	1:10	8:28	7:55	0:32
Radio Hauraki	5:18	5:05	0:13	5:50	1:34	4:15	3:23	5:10	-1:47	4:48	5:20	-0:32	4:59	5:33	-0:34	6:12	7:22	-1:09	6:26	7:57	-1:31	4:22	5:00	-0:38
Rhema	4:38	5:42	-1:03	4:38	3:45	0:53	5:16	10:50	-5:33	6:12	8:00	-1:47	6:21	9:32	-3:10	5:38	6:55	-1:16	2:36	1:08	1:27	2:33	2:44	-0:10
Rock	6:15	7:02	-0:47	8:25	6:21	2:03	8:34	6:06	2:28	5:09	6:46	-1:37	5:13	6:55	-1:42	5:36	8:21	-2:45	5:33	9:41	-4:07	5:14	9:53	-4:38
SENZ Sport	20:24	8:19	12:05	3:30	0:30	3:00	3:39	4:00	-0:20	2:56	2:45	0:11	2:05	1:50	0:14	39:13	15:45	23:28	45:25	16:02	29:23	1:18	1:36	-0:17
Star	4:54	4:27	0:26	2:03	2:30	-0:26	3:02	1:00	2:02	1:00	1:00	0:00	4:21	3:40	0:40	7:52	5:32	2:20	6:49	5:27	1:22	15:34	14:18	1:16
Tarana	14:25	13:32	0:52	2:51	3:41	-0:49	3:57	3:27	0:29	19:32	18:40	0:51	21:02	20:11	0:51	20:22	18:55	1:26	4:00	7:02	-3:02	23:48	20:16	3:32
Te Upoko o Te Ika	7:39	2:00	5:39	2:00	*	*	2:00	*	*	*	*	*	1:15	*	*	12:23	2:00	10:23	13:03	2:00	11:03	1:15	*	*
The Hits	4:50	4:48	0:01	2:24	2:49	-0:25	4:07	4:37	-0:30	4:55	5:19	-0:24	5:42	5:39	0:03	7:53	6:17	1:35	6:35	4:52	1:43	4:28	5:09	-0:40
The Sound	7:00	7:51	-0:51	4:13	7:18	-3:04	3:29	3:30	-0:00	2:57	2:37	0:20	5:32	8:51	-3:18	10:30	10:17	0:12	10:15	6:36	3:39	4:14	7:22	-3:08
Today FM/Magic Talk*	8:02	5:57	2:05	3:49	0:45	3:04	3:18	4:15	-0:56	1:09	2:43	-1:34	2:43	4:55	-2:11	6:20	5:25	0:55	9:51	7:30	2:21	4:05	4:16	-0:10
ZM	5:22	5:12	0:10	5:17	4:20	0:56	4:44	4:27	0:17	4:41	4:59	-0:17	5:21	5:40	-0:18	7:41	7:37	0:03	6:19	5:38	0:41	5:15	6:06	-0:50
MediaWorks Combo	9:18	9:18	-0:00	8:25	8:18	0:07	7:08	7:11	-0:03	6:33	7:46	-1:12	8:12	8:40	-0:28	10:55	10:15	0:40	11:22	11:05	0:17	7:58	8:58	-1:00
NZME Combo	9:32	9:10	0:22	5:24	4:53	0:30	6:03	6:16	-0:12	6:50	7:25	-0:34	8:09	8:11	-0:02	11:38	11:37	0:00	14:10	13:22	0:47	7:51	8:22	-0:31
All Commercial Radio	13:32	12:54	0:38	10:38	9:16	1:21	9:35	9:36	-0:00	9:54	11:09	-1:14	11:41	12:13	-0:31	15:58	14:48	1:09	18:02	16:07	1:54	11:29	12:20	-0:50
Potential (000)	387.2	387.2	0.0	92.3	92.3	0.0	151.1	149.6	1.5	133.7	133.7	0.0	191.6	191.6	0.0	107.3	107.3	0.0	81.2	81.2	0.0	68.6	71.5	-2.9
Sample	1,502	1,704	-202	259	275	-16	460	498	-38	466	512	-46	702	766	-64	447	500	-53	428	505	-77	268	293	-25

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## WELLINGTON COMMERCIAL RADIO - SURVEY 2 2022

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

Survey Comparisons: 1/2022 - 2/2022

This Survey Period: Sun Jan 30 to Sat Jun 18 2022

Last Survey Period: Sun Aug 29 to Sat Nov 6 2021 & Sun Jan 30 to Sat Apr 9 2022

	This	Last	+/-
Potential (000)	387.2	387.2	0.0
Sample Size	1,502	1,704	-202

	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	1:33	2:13	-0:39	4:09	5:51	-1:41	2:43	7:07	-4:24	1:45	2:07	-0:22	0:30	0:38	-0:08	*	0:15	*	1:09	1:02	0:06
Breeze	3:11	2:56	0:14	3:29	3:48	-0:18	3:35	3:33	0:01	1:47	1:32	0:15	1:45	2:56	-1:11	1:51	1:36	0:14	3:05	3:02	0:02
Coast	1:44	2:59	-1:15	2:29	2:33	-0:03	2:37	2:48	-0:11	1:11	1:24	-0:13	0:53	1:31	-0:38	2:09	1:24	0:45	2:00	2:33	-0:32
Edge	1:44	2:00	-0:15	2:24	2:00	0:24	2:40	2:27	0:12	1:16	2:16	-1:00	0:36	1:05	-0:29	0:57	1:13	-0:15	1:31	2:18	-0:46
George FM	2:11	2:25	-0:14	3:14	2:34	0:39	5:52	4:37	1:15	2:27	2:08	0:19	0:30	3:15	-2:45	1:00	1:32	-0:32	7:01	5:05	1:56
Gold	1:42	1:33	0:09	4:31	4:53	-0:22	5:28	4:00	1:27	2:57	2:37	0:20	1:31	1:23	0:08	3:04	2:38	0:25	0:54	1:52	-0:57
Gold AM	*	1:09	*	2:10	1:58	0:11	3:50	2:34	1:15	1:16	1:25	-0:08	1:45	1:22	0:22	*	*	*	4:41	1:10	3:31
Life FM	1:33	1:44	-0:11	2:23	1:06	1:17	2:37	3:13	-0:35	2:18	1:32	0:45	0:54	0:59	-0:04	0:35	0:34	0:01	2:50	2:06	0:44
Magic	3:41	3:19	0:21	4:03	4:42	-0:38	2:55	4:19	-1:23	2:30	2:21	0:09	1:40	1:08	0:31	4:04	1:28	2:36	4:18	4:21	-0:02
Mai FM	2:19	2:12	0:06	2:11	2:01	0:09	2:29	2:44	-0:15	1:37	1:37	0:00	1:14	0:43	0:30	3:05	4:07	-1:02	1:33	1:57	-0:23
More FM	2:32	2:38	-0:06	2:26	2:20	0:05	2:02	2:35	-0:32	1:06	1:40	-0:33	1:07	1:20	-0:12	3:37	1:34	2:03	2:03	2:49	-0:45
Newstalk ZB	3:57	4:06	-0:09	4:40	3:16	1:24	4:28	3:17	1:11	2:39	2:47	-0:07	3:54	3:29	0:24	3:26	3:16	0:10	4:24	3:45	0:38
Radio Hauraki	2:13	2:36	-0:22	2:59	2:45	0:14	2:59	2:11	0:48	1:55	1:43	0:12	0:31	0:36	-0:04	0:30	2:12	-1:42	1:56	1:39	0:17
Rhema	1:38	2:28	-0:49	0:55	1:28	-0:33	2:16	3:15	-0:59	2:27	5:32	-3:04	1:39	2:00	-0:20	0:33	1:28	-0:55	1:17	3:01	-1:44
Rock	2:42	2:13	0:29	3:18	3:42	-0:23	4:16	3:00	1:15	1:19	2:00	-0:41	1:47	1:51	-0:03	3:10	1:03	2:07	1:55	2:39	-0:44
SENZ Sport	8:52	7:59	0:52	9:58	4:45	5:12	8:34	3:12	5:21	2:55	0:53	2:02	2:32	2:00	0:32	2:10	1:15	0:55	7:54	4:37	3:16
Star	3:02	2:58	0:03	1:15	1:20	-0:05	1:14	1:36	-0:21	0:43	0:41	0:01	1:05	1:14	-0:09	1:29	0:34	0:54	2:53	2:46	0:07
Tarana	2:32	2:26	0:06	3:54	3:44	0:09	5:55	6:11	-0:16	3:21	3:03	0:18	1:04	1:26	-0:22	2:45	2:35	0:10	5:49	5:39	0:09
Te Upoko o Te Ika	0:40	*	*	2:48	*	*	9:00	*	*	4:45	*	*	*	*	*	1:00	*	*	1:00	2:00	-1:00
The Hits	2:12	2:40	-0:27	2:47	2:22	0:25	2:45	2:18	0:27	1:56	1:48	0:07	1:05	0:47	0:17	1:44	1:46	-0:01	1:56	2:11	-0:15
The Sound	2:31	3:02	-0:30	3:13	3:29	-0:16	3:05	4:00	-0:54	1:57	2:33	-0:36	1:56	2:49	-0:52	1:51	0:47	1:04	3:02	3:01	0:00
Today FM/Magic Talk*	3:20	2:37	0:42	3:26	2:42	0:44	2:41	2:23	0:17	1:49	1:49	0:00	3:18	0:44	2:33	2:51	0:50	2:01	3:35	2:37	0:57
ZM	2:28	3:05	-0:37	2:44	2:26	0:18	2:54	2:46	0:07	1:32	1:47	-0:15	0:51	1:30	-0:38	1:46	2:04	-0:18	1:45	1:50	-0:04
MediaWorks Combo	3:09	2:52	0:16	3:37	3:30	0:06	3:37	3:35	0:01	1:55	2:11	-0:16	1:40	1:58	-0:18	2:57	2:21	0:35	3:10	3:17	-0:07
NZME Combo	3:17	3:49	-0:32	3:43	3:06	0:36	3:44	3:11	0:33	2:10	2:17	-0:06	2:09	2:22	-0:13	2:58	2:56	0:01	3:06	2:53	0:12
All Commercial Radio	3:45	3:46	-0:00	4:17	3:51	0:25	4:24	4:13	0:11	2:32	2:41	-0:08	2:04	2:19	-0:15	3:21	2:56	0:25	3:56	3:54	0:01

MediaWorks Combo: Breeze, Edge, George FM, Magic, Magic Talk (until 20th March 2022), Mai FM, More FM, Rock, The Sound, Today FM (from 21st March 2022) or internet only listening to Humm FM (from S2 2022)

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

\*Today FM/Magic Talk includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period for S1 2022 / 13 weeks of survey period for S2 2022)