



## WELLINGTON COMMERCIAL RADIO - SURVEY 3 2022

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

Survey Comparisons: 2/2022 - 3/2022

This Survey Period: Sun Apr 10 to Sat Jun 18 & Sun Jun 26 to Sat Sep 3 2022

Last Survey Period: Sun Jan 30 to Sat Jun 18 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	0.8	0.5	0.3	19	0.3	0.3	0.0	0.6	0.3	0.3	0.7	0.5	0.2	0.5	0.4	0.1	1.4	0.8	0.6	1.4	0.9	0.5	0.3	0.3	0.0
Breeze	11.8	12.7	-0.9	2	12.4	8.7	3.7	8.4	8.3	0.1	9.1	13.0	-3.9	12.7	16.1	-3.4	13.8	16.0	-2.2	10.4	10.3	0.1	8.2	9.7	-1.5
Coast	3.4	4.1	-0.7	12	1.2	1.5	-0.3	1.0	2.5	-1.5	2.0	3.3	-1.3	2.2	4.1	-1.9	4.0	4.6	-0.6	6.2	5.4	0.8	3.9	5.3	-1.4
Edge	4.6	4.0	0.6	9	9.2	9.9	-0.7	7.0	6.9	0.1	6.4	4.9	1.5	6.1	4.9	1.2	3.4	3.1	0.3	1.2	1.0	0.2	6.5	6.6	-0.1
George FM	2.1	1.1	1.0	13	4.5	4.7	-0.2	6.2	3.5	2.7	4.5	1.2	3.3	3.2	0.9	2.3	0.8	0.3	0.5	*	*	*	0.1	*	*
Gold	1.1	1.0	0.1	17	0.7	0.6	0.1	1.1	0.6	0.5	2.1	1.4	0.7	2.0	1.8	0.2	1.2	1.5	-0.3	0.3	0.3	0.0	3.4	2.7	0.7
Gold Sport**	0.3	0.4	-0.1	23	*	*	*	*	*	*	*	*	*	0.2	0.2	0.0	0.4	0.6	-0.2	0.7	0.8	-0.1	0.5	0.5	0.0
Life FM	2.1	2.4	-0.3	13	3.3	3.1	0.2	3.1	4.6	-1.5	4.0	5.1	-1.1	2.3	2.9	-0.6	0.7	1.0	-0.3	1.7	2.0	-0.3	1.1	4.1	-3.0
Magic	5.6	5.9	-0.3	6	0.8	0.7	0.1	1.0	0.6	0.4	0.9	0.3	0.6	1.0	0.9	0.1	4.2	5.2	-1.0	12.5	14.6	-2.1	0.9	1.2	-0.3
Mai FM	4.9	3.8	1.1	7	8.9	10.1	-1.2	12.1	8.7	3.4	11.8	6.1	5.7	7.2	4.5	2.7	0.9	1.8	-0.9	0.9	0.9	0.0	12.0	8.5	3.5
More FM	5.8	4.3	1.5	5	8.7	5.5	3.2	5.3	4.9	0.4	3.8	4.5	-0.7	5.7	5.6	0.1	7.7	5.0	2.7	5.7	2.0	3.7	8.2	6.2	2.0
Newstalk ZB	19.7	19.5	0.2	1	3.7	3.2	0.5	7.2	5.7	1.5	9.9	8.7	1.2	14.3	11.5	2.8	21.3	19.2	2.1	28.6	30.5	-1.9	16.5	13.9	2.6
Radio Hauraki	4.0	4.4	-0.4	10	5.7	5.4	0.3	3.3	4.4	-1.1	7.0	7.7	-0.7	5.5	6.1	-0.6	3.2	4.1	-0.9	1.8	2.5	-0.7	5.3	4.9	0.4
Rhema	0.5	0.7	-0.2	21	1.2	0.9	0.3	0.9	0.8	0.1	0.7	0.6	0.1	0.5	1.0	-0.5	0.2	0.9	-0.7	0.3	0.4	-0.1	0.4	0.5	-0.1
Rock	4.0	4.5	-0.5	10	10.9	13.2	-2.3	9.9	11.3	-1.4	5.7	5.6	0.1	4.5	4.7	-0.2	1.9	2.8	-0.9	0.8	1.4	-0.6	2.0	4.7	-2.7
SENZ Sport	0.8	1.5	-0.7	19	0.3	0.3	0.0	0.2	0.3	-0.1	*	0.2	*	*	0.1	*	1.9	3.5	-1.6	2.4	4.5	-2.1	*	0.1	*
Star	1.6	0.7	0.9	15	0.4	0.6	-0.2	0.2	0.3	-0.1	*	*	*	3.0	0.3	2.7	3.5	0.9	2.6	0.3	1.4	-1.1	*	0.9	*
Tarana	0.9	3.4	-2.5	18	1.6	1.6	0.0	1.9	1.4	0.5	2.3	6.5	-4.2	1.3	5.5	-4.2	*	2.4	*	*	0.1	*	*	7.8	*
Te Upoko o Te Ika	0.4	0.3	0.1	22	0.2	0.2	0.0	0.2	0.1	0.1	0.1	*	*	0.1	*	*	0.6	0.7	-0.1	0.9	0.9	0.0	0.2	*	*
The Hits	4.8	5.6	-0.8	8	3.6	5.6	-2.0	6.2	9.2	-3.0	6.9	10.4	-3.5	6.8	8.6	-1.8	6.0	5.4	0.6	3.6	2.5	1.1	5.4	5.5	-0.1
The Sound	7.9	4.8	3.1	3	6.1	4.2	1.9	7.3	2.0	5.3	7.6	1.6	6.0	6.8	3.5	3.3	10.8	8.6	2.2	11.0	7.9	3.1	9.8	3.1	6.7
Today FM*	1.3	1.8	-0.5	16	0.9	0.9	0.0	0.5	0.5	0.0	0.5	0.1	0.4	0.4	0.4	0.0	1.1	1.5	-0.4	1.4	3.0	-1.6	1.2	1.2	0.0
ZM	6.4	7.9	-1.5	4	10.7	13.5	-2.8	9.9	17.0	-7.1	8.8	14.6	-5.8	8.6	11.3	-2.7	5.3	5.2	0.1	2.5	2.1	0.4	10.8	10.1	0.7
MediaWorks Combo	48.0	43.0	5.0		62.3	57.9	4.4	57.8	46.8	11.0	50.3	37.2	13.1	47.5	41.5	6.0	44.5	44.3	0.2	43.9	41.1	2.8	49.0	41.2	7.8
NZME Combo	40.1	43.3	-3.2		26.4	30.7	-4.3	29.4	40.0	-10.6	37.0	46.2	-9.2	40.0	44.2	-4.2	41.7	41.2	0.5	43.8	44.1	-0.3	45.8	43.0	2.8
Potential (000)	387.2	387.2	0.0		92.3	92.3	0.0	151.1	151.1	0.0	133.7	133.7	0.0	191.6	191.6	0.0	107.3	107.3	0.0	81.2	81.2	0.0	68.3	68.6	-0.3
Sample	1,531	1,502	29		275	259	16	440	460	-20	439	466	-27	675	702	-27	475	447	28	469	428	41	267	268	-1

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

MediaWorks Combo: Breeze, Edge, George FM, Magic, Mai FM, More FM, Rock, The Sound, Today FM or internet only listening to Humm FM

NZME Combo: Coast, Gold, Gold AM (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui

\*Today FM includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022

\*\*Gold AM renamed to Gold Sport from Mon Jun 27 2022



# WELLINGTON COMMERCIAL RADIO - SURVEY 3 2022

Station Share (%) by Daypart, People 10+

Survey Comparisons: 2/2022 - 3/2022

This Survey Period: Sun Apr 10 to Sat Jun 18 & Sun Jun 26 to Sat Sep 3 2022

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

	This	Last	+/-
Potential (000)	387.2	387.2	0.0
Sample Size	1,531	1,502	29

	Breakfast				Morning			Afternoon			Drive			Night			Mid Dawn			Weekend		
	Mon-Fri 6am-9am		+/-	Rank	Mon-Fri 9am-12md		+/-	Mon-Fri 12md-4pm		+/-	Mon-Fri 4pm-7pm		+/-	Mon-Fri 7pm-12mn		+/-	Mon-Fri 12mn-6am		+/-	Sat-Sun 12mn-12mn		+/-
	This	Last			This	Last		This	Last		This	Last		This	Last		This	Last		This	Last	
Atiawa Toa FM	0.5	0.5	0.0	20	0.9	0.9	0.0	0.6	0.5	0.1	1.1	0.6	0.5	1.5	0.1	1.4	0.2	*	*	0.8	0.3	0.5
Breeze	12.8	15.3	-2.5	2	12.4	13.7	-1.3	11.2	12.9	-1.7	10.1	9.1	1.0	9.7	9.8	-0.1	7.1	7.0	0.1	13.3	13.3	0.0
Coast	2.0	3.8	-1.8	13	3.4	4.0	-0.6	4.1	4.4	-0.3	2.8	3.4	-0.6	1.7	1.7	0.0	1.2	3.8	-2.6	5.0	4.9	0.1
Edge	4.8	4.1	0.7	8	5.8	4.7	1.1	5.9	4.9	1.0	4.4	4.1	0.3	2.1	2.1	0.0	0.4	2.2	-1.8	3.7	3.5	0.2
George FM	1.2	0.7	0.5	15	2.1	1.0	1.1	2.3	1.4	0.9	2.7	1.4	1.3	2.5	0.2	2.3	2.8	0.3	2.5	2.4	1.4	1.0
Gold	0.9	0.5	0.4	16	1.0	1.4	-0.4	0.8	1.4	-0.6	2.0	1.8	0.2	2.2	1.5	0.7	0.9	1.6	-0.7	1.0	0.2	0.8
Gold Sport**	*	*	*	*	0.1	0.2	-0.1	0.5	0.5	0.0	0.1	0.4	-0.3	0.1	0.3	-0.2	0.1	*	*	0.8	0.7	0.1
Life FM	2.1	1.8	0.3	12	2.1	2.0	0.1	2.2	2.6	-0.4	1.8	2.7	-0.9	1.6	2.3	-0.7	0.5	0.6	-0.1	2.5	3.1	-0.6
Magic	5.4	5.7	-0.3	5	5.5	7.5	-2.0	4.2	4.0	0.2	5.9	6.6	-0.7	6.5	4.7	1.8	6.0	5.5	0.5	6.4	6.3	0.1
Mai FM	8.2	4.2	4.0	3	2.5	2.2	0.3	2.5	3.4	-0.9	9.3	5.2	4.1	3.9	4.2	-0.3	5.6	11.6	-6.0	3.9	3.0	0.9
More FM	5.0	4.2	0.8	7	5.6	4.2	1.4	6.4	4.5	1.9	4.5	4.3	0.2	8.1	4.1	4.0	10.0	2.4	7.6	5.6	4.6	1.0
Newstalk ZB	25.9	24.4	1.5	1	18.9	17.5	1.4	17.4	15.2	2.2	18.5	16.8	1.7	22.5	32.7	-10.2	24.4	32.9	-8.5	16.1	17.3	-1.2
Radio Hauraki	4.1	4.1	0.0	9	4.0	5.7	-1.7	4.4	5.2	-0.8	4.9	4.7	0.2	1.6	1.5	0.1	0.8	0.5	0.3	4.4	4.1	0.3
Rhema	0.5	0.5	0.0	20	0.4	0.4	0.0	0.7	1.0	-0.3	0.5	1.3	-0.8	0.7	1.1	-0.4	0.3	0.3	0.0	0.6	0.6	0.0
Rock	2.4	3.9	-1.5	11	4.2	4.7	-0.5	5.5	5.8	-0.3	3.2	3.6	-0.4	3.7	5.1	-1.4	5.8	6.6	-0.8	3.9	3.6	0.3
SENZ Sport	0.8	1.6	-0.8	18	1.0	1.7	-0.7	0.8	1.5	-0.7	0.6	0.7	-0.1	0.9	1.4	-0.5	1.0	1.2	-0.2	0.8	1.6	-0.8
Star	0.9	0.8	0.1	16	0.4	0.4	0.0	0.9	0.5	0.4	0.2	0.2	0.0	2.1	1.5	0.6	16.0	1.4	14.6	1.9	1.2	0.7
Tarana	0.7	1.4	-0.7	19	0.6	2.8	-2.2	0.8	4.5	-3.7	0.8	4.4	-3.6	0.6	1.4	-0.8	2.4	3.4	-1.0	1.0	4.4	-3.4
Te Upoko o Te Ika	0.1	0.1	0.0	22	0.6	0.5	0.1	0.6	0.6	0.0	0.6	0.6	0.0	*	*	*	0.3	0.4	-0.1	0.2	0.1	0.1
The Hits	4.1	5.6	-1.5	9	4.7	5.0	-0.3	5.9	6.0	-0.1	5.4	6.9	-1.5	4.6	4.3	0.3	2.1	4.5	-2.4	4.8	5.6	-0.8
The Sound	5.4	3.9	1.5	5	9.6	4.9	4.7	8.8	4.9	3.9	7.5	5.7	1.8	9.1	6.7	2.4	3.6	2.3	1.3	8.5	4.9	3.6
Today FM*	1.5	1.4	0.1	14	1.4	2.1	-0.7	0.9	1.7	-0.8	1.0	1.4	-0.4	1.4	1.7	-0.3	2.9	2.9	0.0	1.2	2.0	-0.8
ZM	6.1	8.3	-2.2	4	6.6	8.1	-1.5	8.6	9.7	-1.1	7.1	9.9	-2.8	4.7	3.9	0.8	0.8	3.6	-2.8	5.4	6.2	-0.8
MediaWorks Combo	46.7	43.4	3.3		49.2	45.1	4.1	47.7	43.7	4.0	48.5	41.3	7.2	47.0	38.6	8.4	44.2	40.7	3.5	48.9	42.7	6.2
NZME Combo	43.3	46.8	-3.5		39.0	41.9	-2.9	41.6	42.5	-0.9	41.1	44.1	-3.0	38.7	46.6	-7.9	30.5	47.1	-16.6	38.2	40.4	-2.2

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

MediaWorks Combo: Breeze, Edge, George FM, Magic, Mai FM, More FM, Rock, The Sound, Today FM or internet only listening to Humm FM

NZME Combo: Coast, Gold, Gold AM (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui

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

Survey Comparisons: 2/2022 - 3/2022

This Survey Period: Sun Apr 10 to Sat Jun 18 & Sun Jun 26 to Sat Sep 3 2022

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	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	6.8	3.1	3.7	16	1.4	0.9	0.5	2.1	0.8	1.3	2.0	1.0	1.0	3.6	1.3	2.3	3.2	0.9	2.3	1.7	0.9	0.8	1.5	0.9	0.6
Breeze	51.8	49.5	2.3	2	10.2	9.6	0.6	15.1	13.3	1.8	15.2	14.0	1.2	25.7	25.6	0.1	18.3	19.6	-1.3	14.1	12.5	1.6	10.4	11.3	-0.9
Coast	28.9	28.0	0.9	9	3.4	3.7	-0.3	6.5	5.8	0.7	8.6	7.3	1.3	14.4	13.7	0.7	13.3	12.1	1.2	10.1	8.9	1.2	5.7	5.6	0.1
Edge	35.6	31.2	4.4	5	10.9	11.6	-0.7	21.5	21.0	0.5	17.9	14.8	3.1	22.1	17.5	4.6	5.9	4.2	1.7	2.6	2.1	0.5	7.3	7.2	0.1
George FM	8.2	3.7	4.5	14	3.3	1.3	2.0	5.2	2.5	2.7	3.6	1.9	1.7	4.5	2.3	2.2	1.1	0.3	0.8	0.2	0.2	0.0	0.6	*	*
Gold	7.3	6.0	1.3	15	1.2	1.1	0.1	2.6	2.1	0.5	2.3	1.8	0.5	5.2	4.1	1.1	3.7	2.9	0.8	0.8	0.7	0.1	2.0	1.7	0.3
Gold Sport**	1.6	1.4	0.2	23	0.4	0.5	-0.1	0.4	0.5	-0.1	*	*	*	0.4	0.3	0.1	0.8	0.7	0.1	0.8	0.7	0.1	0.4	0.3	0.1
Life FM	9.2	10.3	-1.1	13	2.7	1.8	0.9	3.9	4.6	-0.7	4.9	5.6	-0.7	5.2	6.7	-1.5	1.2	2.6	-1.4	1.3	1.7	-0.4	1.5	2.3	-0.8
Magic	21.2	17.7	3.5	12	1.4	1.2	0.2	3.7	2.3	1.4	3.3	1.3	2.0	5.0	2.9	2.1	6.6	5.6	1.0	11.9	10.6	1.3	1.5	1.5	0.0
Mai FM	26.7	22.0	4.7	10	9.9	7.6	2.3	17.7	13.2	4.5	13.1	10.0	3.1	15.1	13.0	2.1	3.2	4.0	-0.8	1.6	1.3	0.3	8.6	7.5	1.1
More FM	31.3	30.7	0.6	6	8.9	8.4	0.5	10.3	12.1	-1.8	8.0	10.3	-2.3	14.1	17.4	-3.3	12.3	10.5	1.8	7.8	4.7	3.1	6.0	7.2	-1.2
Newstalk ZB	56.0	52.5	3.5	1	5.6	5.4	0.2	12.0	9.9	2.1	13.1	12.1	1.0	25.4	22.2	3.2	22.4	19.9	2.5	18.4	18.7	-0.3	9.6	9.8	-0.2
Radio Hauraki	30.5	26.9	3.6	8	6.2	4.3	1.9	11.4	10.6	0.8	14.3	13.5	0.8	20.0	18.6	1.4	8.8	8.4	0.4	3.9	3.9	0.0	7.9	6.7	1.2
Rhema	4.7	5.2	-0.5	18	1.4	0.9	0.5	1.0	1.2	-0.2	0.6	0.8	-0.2	1.8	2.4	-0.6	1.4	2.0	-0.6	1.2	1.4	-0.2	0.8	1.3	-0.5
Rock	25.0	23.3	1.7	11	7.4	7.3	0.1	12.3	10.7	1.6	10.4	9.1	1.3	15.5	13.6	1.9	6.4	6.4	0.0	2.0	2.5	-0.5	6.0	5.4	0.6
SENZ Sport	1.9	2.3	-0.4	21	0.8	0.5	0.3	0.4	0.7	-0.3	*	0.5	*	*	0.8	*	0.6	1.1	-0.5	1.0	1.0	0.0	0.2	0.5	-0.3
Star	3.7	4.9	-1.2	20	1.5	1.4	0.1	0.4	0.7	-0.3	*	0.3	*	1.5	1.2	0.3	1.5	1.5	0.0	0.6	2.0	-1.4	*	0.4	*
Tarana	4.0	7.7	-3.7	19	1.7	2.5	-0.8	1.7	2.8	-1.1	1.7	2.8	-1.1	1.9	4.0	-2.1	0.5	1.5	-1.0	0.2	0.3	-0.1	*	1.9	*
Te Upoko o Te Ika	1.8	1.4	0.4	22	0.4	0.5	-0.1	0.8	0.5	0.3	0.4	*	*	0.6	0.2	0.4	0.7	0.7	0.0	0.7	0.7	0.0	0.6	0.2	0.4
The Hits	38.4	37.8	0.6	4	9.4	10.7	-1.3	14.7	18.1	-3.4	15.2	17.7	-2.5	22.9	23.0	-0.1	12.7	8.7	4.0	6.2	3.9	2.3	8.2	7.3	0.9
The Sound	31.1	22.3	8.8	7	7.6	4.6	3.0	9.2	4.7	4.5	7.7	4.4	3.3	13.3	9.6	3.7	12.6	10.5	2.1	9.4	7.7	1.7	6.1	4.3	1.8
Today FM*	6.7	7.3	-0.6	17	1.0	1.1	-0.1	1.5	1.3	0.2	1.6	0.9	0.7	1.9	2.1	-0.2	2.0	3.0	-1.0	2.4	3.1	-0.7	1.6	1.7	-0.1
ZM	44.9	47.6	-2.7	3	12.2	11.9	0.3	25.5	29.1	-3.6	21.8	26.2	-4.4	28.2	32.1	-3.9	9.4	8.6	0.8	4.2	3.3	0.9	11.0	11.5	-0.5
MediaWorks Combo	156.5	150.2	6.3		35.9	31.9	4.0	57.8	53.2	4.6	52.2	47.7	4.5	79.0	77.0	2.0	48.3	51.7	-3.4	36.0	36.1	-0.1	31.2	30.9	0.3
NZME Combo	154.3	147.5	6.8		27.0	26.4	0.6	54.8	53.4	1.4	57.5	56.8	0.7	86.1	82.6	3.5	49.9	45.1	4.8	33.4	31.1	2.3	34.0	32.7	1.3
All Commercial Radio	241.1	240.3	0.8		46.4	43.7	2.7	84.2	84.5	-0.3	83.8	85.0	-1.2	127.8	130.2	-2.4	78.6	79.9	-1.3	55.9	55.4	0.5	51.1	52.0	-0.9
Potential (000)	387.2	387.2	0.0		92.3	92.3	0.0	151.1	151.1	0.0	133.7	133.7	0.0	191.6	191.6	0.0	107.3	107.3	0.0	81.2	81.2	0.0	68.3	68.6	-0.3
Sample	1,531	1,502	29		275	259	16	440	460	-20	439	466	-27	675	702	-27	475	447	28	469	428	41	267	268	-1

MediaWorks Combo: Breeze, Edge, George FM, Magic, Mai FM, More FM, Rock, The Sound, Today FM or internet only listening to Humm FM

NZME Combo: Coast, Gold, Gold AM (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui

\*Today FM includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022

\*\*Gold AM renamed to Gold Sport from Mon Jun 27 2022



# WELLINGTON COMMERCIAL RADIO - SURVEY 3 2022

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

Survey Comparisons: 2/2022 - 3/2022

This Survey Period: Sun Apr 10 to Sat Jun 18 & Sun Jun 26 to Sat Sep 3 2022

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

	This	Last	+/-
Potential (000)	387.2	387.2	0.0
Sample Size	1,531	1,502	29

	Breakfast				Morning				Afternoon				Drive				Night				Mid Dawn				Weekend			
	Mon-Fri 6am-9am		Mon-Fri 9am-12md		Mon-Fri 12md-4pm		Mon-Fri 4pm-7pm		Mon-Fri 7pm-12mn		Mon-Fri 12mn-6am		Sat-Sun 12mn-12mn		This		Last		+/-		This		Last		+/-			
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-			
Atiawa Toa FM	2.2	1.7	0.5	17	1.7	1.1	0.6	1.5	1.3	0.2	4.0	1.4	2.6	2.4	0.4	2.0	1.1	*	*	4.5	2.1	2.4						
Breeze	28.2	28.4	-0.2	2	23.3	22.0	1.3	23.8	23.9	-0.1	22.3	19.8	2.5	10.6	9.1	1.5	3.7	4.7	-1.0	32.9	32.4	0.5						
Coast	11.7	12.9	-1.2	10	8.7	9.0	-0.3	12.0	11.1	0.9	10.1	11.2	-1.1	3.6	3.1	0.5	1.0	2.2	-1.2	16.5	18.5	-2.0						
Edge	18.0	13.8	4.2	4	13.5	10.9	2.6	16.2	12.2	4.0	14.5	12.6	1.9	4.6	5.6	-1.0	0.8	2.8	-2.0	18.6	17.3	1.3						
George FM	4.0	2.0	2.0	14	3.6	1.8	1.8	2.9	1.6	1.3	3.9	2.2	1.7	2.1	0.6	1.5	1.6	0.3	1.3	3.2	1.5	1.7						
Gold	2.7	1.8	0.9	15	2.7	1.7	1.0	2.4	1.7	0.7	3.2	2.4	0.8	2.3	1.6	0.7	0.7	0.7	0.0	3.6	2.0	1.6						
Gold Sport**	0.4	*	*	23	0.5	0.4	0.1	0.8	0.9	-0.1	0.9	1.1	-0.2	0.3	0.3	0.0	0.1	*	*	1.5	1.1	0.4						
Life FM	6.2	6.9	-0.7	13	3.7	4.7	-1.0	5.0	6.7	-1.7	3.0	4.7	-1.7	4.3	4.2	0.1	1.2	1.3	-0.1	6.3	8.3	-2.0						
Magic	9.4	9.2	0.2	11	10.7	10.3	0.4	11.3	9.1	2.2	9.5	10.3	-0.8	5.9	4.6	1.3	2.1	1.7	0.4	11.7	11.0	0.7						
Mai FM	17.7	10.7	7.0	5	8.3	5.7	2.6	9.1	9.1	0.0	15.1	12.7	2.4	5.3	5.5	-0.2	2.8	4.7	-1.9	15.8	14.7	1.1						
More FM	11.8	9.9	1.9	9	9.0	9.7	-0.7	13.9	14.7	-0.8	14.8	15.2	-0.4	5.2	6.0	-0.8	1.7	0.8	0.9	18.7	16.9	1.8						
Newstalk ZB	38.1	36.6	1.5	1	25.0	21.0	4.0	24.4	22.6	1.8	26.3	24.9	1.4	12.7	13.7	-1.0	10.3	12.0	-1.7	30.6	29.6	1.0						
Radio Hauraki	12.4	11.0	1.4	8	9.5	10.6	-1.1	9.8	11.4	-1.6	10.8	9.6	1.2	4.5	4.6	-0.1	2.0	1.2	0.8	18.0	15.8	2.2						
Rhema	1.7	1.9	-0.2	19	2.0	2.5	-0.5	2.9	3.0	-0.1	1.9	2.0	-0.1	0.9	1.1	-0.2	0.6	0.8	-0.2	3.3	3.6	-0.3						
Rock	6.9	8.5	-1.6	12	8.1	7.9	0.2	9.5	9.0	0.5	10.1	10.6	-0.5	5.4	4.7	0.7	2.3	2.6	-0.3	14.7	14.2	0.5						
SENZ Sport	0.7	1.1	-0.4	22	0.9	1.0	-0.1	0.4	1.1	-0.7	0.9	1.0	-0.1	0.7	0.9	-0.2	0.7	0.7	0.0	1.2	1.5	-0.3						
Star	1.9	1.6	0.3	18	1.7	1.8	-0.1	3.0	2.6	0.4	1.0	1.3	-0.3	2.0	2.3	-0.3	1.5	1.2	0.3	1.6	3.0	-1.4						
Tarana	1.0	3.2	-2.2	21	1.3	4.0	-2.7	1.4	5.0	-3.6	2.1	5.2	-3.1	2.0	2.1	-0.1	0.7	1.6	-0.9	2.3	5.6	-3.3						
Te Upoko o Te Ika	1.1	0.9	0.2	20	1.1	0.9	0.2	0.4	0.5	-0.1	0.4	0.5	-0.1	*	*	*	0.4	0.5	-0.1	0.8	0.5	0.3						
The Hits	15.1	15.0	0.1	6	11.7	10.0	1.7	14.6	14.4	0.2	14.2	14.1	0.1	6.1	6.4	-0.3	2.3	3.2	-0.9	20.5	21.8	-1.3						
The Sound	15.0	9.3	5.7	7	15.1	8.4	6.7	15.3	10.6	4.7	15.0	11.5	3.5	7.7	5.6	2.1	2.0	1.5	0.5	16.4	12.0	4.4						
Today FM*	2.6	2.5	0.1	16	2.2	3.4	-1.2	2.5	4.3	-1.8	2.5	3.0	-0.5	0.6	0.8	-0.2	1.2	1.3	-0.1	3.3	4.2	-0.9						
ZM	19.4	19.9	-0.5	3	16.8	16.4	0.4	22.3	22.2	0.1	19.1	25.2	-6.1	7.7	7.5	0.2	0.9	2.6	-1.7	23.5	26.6	-3.1						
MediaWorks Combo	95.2	81.8	13.4		78.5	69.8	8.7	81.1	79.8	1.3	90.8	84.5	6.3	40.5	37.7	2.8	16.4	17.3	-0.9	106.3	101.2	5.1						
NZME Combo	88.4	84.5	3.9		65.6	63.1	2.5	75.9	75.2	0.7	76.3	79.6	-3.3	36.4	35.4	1.0	15.8	20.0	-4.2	97.0	98.0	-1.0						
All Commercial Radio	167.8	158.5	9.3		133.0	130.8	2.2	142.4	150.3	-7.9	151.3	154.9	-3.6	80.4	78.9	1.5	33.0	37.5	-4.5	187.4	191.2	-3.8						

MediaWorks Combo: Breeze, Edge, George FM, Magic, Mai FM, More FM, Rock, The Sound, Today FM or internet only listening to Humm FM

NZME Combo: Coast, Gold, Gold AM (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui

\*Today FM includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022

\*\*Gold AM renamed to Gold Sport from Mon Jun 27 2022



## WELLINGTON COMMERCIAL RADIO - SURVEY 3 2022

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

Survey Comparisons: 2/2022 - 3/2022

This Survey Period: Sun Apr 10 to Sat Jun 18 & Sun Jun 26 to Sat Sep 3 2022

Last Survey Period: Sun Jan 30 to Sat Jun 18 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	3:33	5:12	-1:38	1:08	1:29	-0:20	2:34	3:14	-0:39	2:41	4:22	-1:40	2:05	4:17	-2:12	5:17	11:16	-5:58	8:32	10:14	-1:42	1:07	1:58	-0:51
Breeze	7:09	8:21	-1:11	5:46	4:11	1:35	4:47	5:02	-0:14	4:53	7:51	-2:57	7:01	9:34	-2:33	9:15	10:24	-1:08	7:42	8:16	-0:33	4:18	5:07	-0:48
Coast	3:38	4:43	-1:05	1:44	1:56	-0:11	1:17	3:26	-2:08	1:54	3:47	-1:53	2:08	4:32	-2:24	3:44	4:51	-1:07	6:21	6:02	0:19	3:43	5:37	-1:54
Edge	4:01	4:13	-0:11	4:01	3:58	0:02	2:47	2:38	0:08	2:54	2:46	0:07	3:57	4:18	-0:21	7:07	9:19	-2:11	4:38	4:51	-0:13	4:51	5:26	-0:34
George FM	8:13	9:47	-1:33	6:33	17:17	-10:44	10:16	11:25	-1:08	10:00	5:10	4:49	10:04	6:15	3:48	8:37	12:17	-3:40	2:00	0:30	1:30	1:10	*	*
Gold	4:47	5:31	-0:44	2:56	2:47	0:08	3:42	2:10	1:31	7:14	6:22	0:51	5:33	6:28	-0:54	4:00	6:29	-2:28	3:19	5:05	-1:46	9:07	9:41	-0:34
Gold Sport**	6:23	8:25	-2:01	0:30	0:30	0:00	0:30	0:30	0:00	*	*	*	6:37	11:15	-4:37	6:26	9:52	-3:25	9:26	12:51	-3:25	6:37	11:15	-4:37
Life FM	7:08	7:37	-0:28	5:45	7:51	-2:06	6:46	8:11	-1:24	6:37	7:39	-1:01	6:18	6:36	-0:18	7:11	5:01	2:10	13:26	12:00	1:26	4:01	10:35	-6:33
Magic	8:13	10:47	-2:33	2:37	2:35	0:01	2:13	2:08	0:05	2:08	2:06	0:02	2:44	4:45	-2:00	7:46	11:49	-4:02	10:55	13:46	-2:51	3:20	5:02	-1:42
Mai FM	5:47	5:40	0:07	4:16	6:11	-1:54	5:49	5:21	0:27	7:21	5:06	2:14	6:48	5:16	1:32	3:27	5:43	-2:15	5:52	7:04	-1:11	7:40	6:44	0:55
More FM	5:49	4:34	1:14	4:40	3:03	1:36	4:23	3:17	1:06	3:52	3:39	0:12	5:43	4:52	0:50	7:41	6:01	1:39	7:35	4:15	3:19	7:25	5:10	2:14
Newstalk ZB	11:02	12:07	-1:04	3:09	2:47	0:22	5:06	4:40	0:26	6:10	6:01	0:09	8:00	7:55	0:05	11:41	12:18	-0:36	16:08	16:17	-0:09	9:24	8:28	0:55
Radio Hauraki	4:09	5:18	-1:09	4:23	5:50	-1:27	2:29	3:23	-0:53	4:00	4:48	-0:47	3:56	4:59	-1:02	4:25	6:12	-1:47	4:54	6:26	-1:32	3:39	4:22	-0:42
Rhema	3:39	4:38	-0:59	4:19	4:38	-0:19	7:09	5:16	1:52	9:27	6:12	3:15	4:15	6:21	-2:06	1:52	5:38	-3:46	2:37	2:36	0:00	2:52	2:33	0:19
Rock	4:58	6:15	-1:17	6:57	8:25	-1:27	6:51	8:34	-1:43	4:29	5:09	-0:39	4:05	5:13	-1:07	3:37	5:36	-1:59	4:18	5:33	-1:15	1:49	5:14	-3:24
SENZ Sport	13:49	20:24	-6:34	1:59	3:30	-1:30	3:30	3:39	-0:09	*	2:56	*	*	2:05	*	38:52	39:13	-0:21	25:14	45:25	-20:11	0:45	1:18	-0:33
Star	13:16	4:54	8:22	1:21	2:03	-0:42	4:15	3:02	1:12	*	1:00	*	29:27	4:21	25:05	29:27	7:52	21:34	4:53	6:49	-1:55	*	15:34	*
Tarana	6:49	14:25	-7:35	4:39	2:51	1:47	9:29	3:57	5:31	11:19	19:32	-8:13	9:52	21:02	-11:09	0:15	20:22	-20:07	0:15	4:00	-3:45	*	23:48	*
Te Upoko o Te Ika	6:18	7:39	-1:21	2:00	2:00	0:00	2:13	2:00	0:13	2:30	*	*	2:02	1:15	0:47	12:07	12:23	-0:15	12:51	13:03	-0:12	2:02	1:15	0:47
The Hits	3:56	4:50	-0:53	1:50	2:24	-0:33	3:37	4:07	-0:29	3:43	4:55	-1:11	4:14	5:42	-1:27	5:51	7:53	-2:01	6:01	6:35	-0:33	3:36	4:28	-0:51
The Sound	7:56	7:00	0:56	3:47	4:13	-0:25	6:51	3:29	3:21	8:06	2:57	5:08	7:17	5:32	1:44	10:33	10:30	0:03	12:14	10:15	1:58	8:47	4:14	4:33
Today FM*	6:05	8:02	-1:57	3:52	3:49	0:03	2:59	3:18	-0:19	2:16	1:09	1:07	2:54	2:43	0:10	6:55	6:20	0:34	5:49	9:51	-4:02	4:12	4:05	0:07
ZM	4:26	5:22	-0:55	4:12	5:17	-1:05	3:18	4:44	-1:25	3:17	4:41	-1:23	4:20	5:21	-1:01	6:59	7:41	-0:41	6:15	6:19	-0:03	5:21	5:15	0:05
MediaWorks Combo	9:36	9:18	0:17	8:15	8:25	-0:09	8:33	7:08	1:25	7:51	6:33	1:18	8:34	8:12	0:22	11:22	10:55	0:26	12:42	11:22	1:19	8:36	7:58	0:38
NZME Combo	8:08	9:32	-1:24	4:39	5:24	-0:44	4:35	6:03	-1:28	5:15	6:50	-1:35	6:37	8:09	-1:32	10:18	11:38	-1:20	13:37	14:10	-0:32	7:22	7:51	-0:28
All Commercial Radio	13:00	13:32	-0:32	10:16	10:38	-0:22	10:09	9:35	0:34	9:44	9:54	-0:10	11:09	11:41	-0:32	15:41	15:58	-0:16	18:37	18:02	0:34	10:43	11:29	-0:46
Potential (000)	387.2	387.2	0.0	92.3	92.3	0.0	151.1	151.1	0.0	133.7	133.7	0.0	191.6	191.6	0.0	107.3	107.3	0.0	81.2	81.2	0.0	68.3	68.6	-0.3
Sample	1,531	1,502	29	275	259	16	440	460	-20	439	466	-27	675	702	-27	475	447	28	469	428	41	267	268	-1

MediaWorks Combo: Breeze, Edge, George FM, Magic, Mai FM, More FM, Rock, The Sound, Today FM or internet only listening to Humm FM

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\*Today FM includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022

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# WELLINGTON COMMERCIAL RADIO - SURVEY 3 2022

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

Survey Comparisons: 2/2022 - 3/2022

This Survey Period: Sun Apr 10 to Sat Jun 18 & Sun Jun 26 to Sat Sep 3 2022

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

	This	Last	+/-
Potential (000)	387.2	387.2	0.0
Sample Size	1,531	1,502	29

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

MediaWorks Combo: Breeze, Edge, George FM, Magic, Mai FM, More FM, Rock, The Sound, Today FM or internet only listening to Humm FM

NZME Combo: Coast, Gold, Gold AM (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui

\*Today FM includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022

\*\*Gold AM renamed to Gold Sport from Mon Jun 27 2022