



WELLINGTON COMMERCIAL RADIO - SURVEY 4 2022

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

Survey Comparisons: 3/2022 - 4/2022

This Survey Period: Sun Jun 26 to Sat Nov 12 2022

Last Survey Period: Sun Apr 10 to Sat Jun 18 & Sun Jun 26 to Sat Sep 3 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	0.6	0.8	-0.2	20	0.2	0.3	-0.1	0.9	0.6	0.3	0.9	0.7	0.2	0.7	0.5	0.2	0.9	1.4	-0.5	0.8	1.4	-0.6	0.7	0.3	0.4
Breeze	9.0	11.8	-2.8	2	13.8	12.4	1.4	6.9	8.4	-1.5	6.1	9.1	-3.0	5.7	12.7	-7.0	9.0	13.8	-4.8	11.1	10.4	0.7	7.1	8.2	-1.1
Coast	4.0	3.4	0.6	12	3.5	1.2	2.3	3.1	1.0	2.1	3.4	2.0	1.4	3.7	2.2	1.5	4.7	4.0	0.7	5.5	6.2	-0.7	3.1	3.9	-0.8
Edge	5.0	4.6	0.4	9	9.7	9.2	0.5	9.5	7.0	2.5	8.6	6.4	2.2	7.3	6.1	1.2	3.2	3.4	-0.2	0.7	1.2	-0.5	6.6	6.5	0.1
George FM	1.8	2.1	-0.3	13	1.8	4.5	-2.7	4.4	6.2	-1.8	4.3	4.5	-0.2	3.3	3.2	0.1	1.0	0.8	0.2	0.2	*	*	0.4	0.1	0.3
Gold	0.7	1.1	-0.4	19	0.1	0.7	-0.6	0.8	1.1	-0.3	1.9	2.1	-0.2	1.5	2.0	-0.5	0.4	1.2	-0.8	*	0.3	*	2.0	3.4	-1.4
Gold Sport*	0.2	0.3	-0.1	22	0.1	*	*	*	*	*	*	*	*	0.1	0.2	-0.1	0.3	0.4	-0.1	0.4	0.7	-0.3	0.2	0.5	-0.3
Life FM	1.1	2.1	-1.0	17	1.2	3.3	-2.1	2.5	3.1	-0.6	2.7	4.0	-1.3	1.9	2.3	-0.4	0.5	0.7	-0.2	0.2	1.7	-1.5	2.2	1.1	1.1
Magic	5.3	5.6	-0.3	8	0.6	0.8	-0.2	0.9	1.0	-0.1	1.7	0.9	0.8	1.2	1.0	0.2	3.4	4.2	-0.8	11.8	12.5	-0.7	0.6	0.9	-0.3
Mai FM	4.8	4.9	-0.1	10	12.6	8.9	3.7	10.5	12.1	-1.6	10.3	11.8	-1.5	6.3	7.2	-0.9	0.1	0.9	-0.8	0.1	0.9	-0.8	7.4	12.0	-4.6
More FM	5.9	5.8	0.1	6	8.8	8.7	0.1	4.9	5.3	-0.4	3.2	3.8	-0.6	3.9	5.7	-1.8	7.4	7.7	-0.3	8.4	5.7	2.7	8.6	8.2	0.4
Newstalk ZB	21.6	19.7	1.9	1	3.1	3.7	-0.6	6.2	7.2	-1.0	7.3	9.9	-2.6	12.2	14.3	-2.1	21.4	21.3	0.1	31.6	28.6	3.0	12.1	16.5	-4.4
Radio Hauraki	4.6	4.0	0.6	11	3.9	5.7	-1.8	6.5	3.3	3.2	9.0	7.0	2.0	7.7	5.5	2.2	3.8	3.2	0.6	1.5	1.8	-0.3	7.6	5.3	2.3
Rhema	0.5	0.5	0.0	21	0.1	1.2	-1.1	1.2	0.9	0.3	1.2	0.7	0.5	0.8	0.5	0.3	0.3	0.2	0.1	0.4	0.3	0.1	0.3	0.4	-0.1
Rock	5.9	4.0	1.9	6	7.8	10.9	-3.1	9.4	9.9	-0.5	7.7	5.7	2.0	9.3	4.5	4.8	7.2	1.9	5.3	1.5	0.8	0.7	3.7	2.0	1.7
SENZ Sport	0.8	0.8	0.0	18	*	0.3	*	0.1	0.2	-0.1	0.1	*	*	0.1	*	*	1.9	1.9	0.0	2.2	2.4	-0.2	*	*	*
Star	1.5	1.6	-0.1	14	*	0.4	*	*	0.2	*	*	*	*	3.1	3.0	0.1	4.0	3.5	0.5	0.1	0.3	-0.2	*	*	*
Tarana	1.3	0.9	0.4	16	2.8	1.6	1.2	2.5	1.9	0.6	3.0	2.3	0.7	1.9	1.3	0.6	*	*	*	*	*	*	0.5	*	*
Te Upoko o Te Ika	*	0.4	*	*	*	0.2	*	0.1	0.2	-0.1	0.1	0.1	0.0	0.1	0.1	0.0	*	0.6	*	*	0.9	*	0.2	0.2	0.0
The Hits	6.8	4.8	2.0	3	7.9	3.6	4.3	8.1	6.2	1.9	9.1	6.9	2.2	8.8	6.8	2.0	8.1	6.0	2.1	5.0	3.6	1.4	9.5	5.4	4.1
The Sound	6.4	7.9	-1.5	4	6.0	6.1	-0.1	6.8	7.3	-0.5	6.7	7.6	-0.9	6.1	6.8	-0.7	8.5	10.8	-2.3	8.5	11.0	-2.5	9.1	9.8	-0.7
Today FM	1.4	1.3	0.1	15	*	0.9	*	0.1	0.5	-0.4	0.6	0.5	0.1	0.4	0.4	0.0	1.2	1.1	0.1	3.1	1.4	1.7	0.6	1.2	-0.6
ZM	6.3	6.4	-0.1	5	12.5	10.7	1.8	9.6	9.9	-0.3	7.5	8.8	-1.3	8.2	8.6	-0.4	5.6	5.3	0.3	2.5	2.5	0.0	11.7	10.8	0.9
MediaWorks Combo	45.4	48.0	-2.6		61.2	62.3	-1.1	53.5	57.8	-4.3	49.1	50.3	-1.2	43.4	47.5	-4.1	41.0	44.5	-3.5	45.5	43.9	1.6	44.1	49.0	-4.9
NZME Combo	44.5	40.1	4.4		31.2	26.4	4.8	34.7	29.4	5.3	38.7	37.0	1.7	42.8	40.0	2.8	44.7	41.7	3.0	46.6	43.8	2.8	46.6	45.8	0.8
Potential (000)	387.2	387.2	0.0		92.3	92.3	0.0	152.1	151.1	1.0	133.7	133.7	0.0	191.6	191.6	0.0	107.3	107.3	0.0	81.2	81.2	0.0	70.1	68.3	1.8
Sample	1,567	1,531	36		280	275	5	446	440	6	440	439	1	692	675	17	498	475	23	458	469	-11	286	267	19

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

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



WELLINGTON COMMERCIAL RADIO - SURVEY 4 2022

Station Share (%) by Daypart, People 10+

Survey Comparisons: 3/2022 - 4/2022

This Survey Period: Sun Jun 26 to Sat Nov 12 2022

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

	This	Last	+/-
Potential (000)	387.2	387.2	0.0
Sample Size	1,567	1,531	36

	Breakfast				Morning			Afternoon			Drive			Night			Mid Dawn			Weekend		
	Mon-Fri 6am-9am				Mon-Fri 9am-12md			Mon-Fri 12md-4pm			Mon-Fri 4pm-7pm			Mon-Fri 7pm-12mn			Mon-Fri 12mn-6am			Sat-Sun 12mn-12mn		
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Atiawa Toa FM	0.5	0.5	0.0	20	0.4	0.9	-0.5	0.3	0.6	-0.3	0.8	1.1	-0.3	1.3	1.5	-0.2	0.3	0.2	0.1	0.9	0.8	0.1
Breeze	10.2	12.8	-2.6	2	10.5	12.4	-1.9	7.2	11.2	-4.0	7.8	10.1	-2.3	5.4	9.7	-4.3	8.2	7.1	1.1	10.2	13.3	-3.1
Coast	2.0	2.0	0.0	12	4.0	3.4	0.6	5.3	4.1	1.2	2.9	2.8	0.1	5.2	1.7	3.5	3.3	1.2	2.1	5.2	5.0	0.2
Edge	4.8	4.8	0.0	9	4.5	5.8	-1.3	5.2	5.9	-0.7	5.7	4.4	1.3	5.1	2.1	3.0	1.3	0.4	0.9	5.6	3.7	1.9
George FM	0.8	1.2	-0.4	16	1.7	2.1	-0.4	2.0	2.3	-0.3	2.0	2.7	-0.7	2.7	2.5	0.2	2.5	2.8	-0.3	2.3	2.4	-0.1
Gold	0.7	0.9	-0.2	17	0.6	1.0	-0.4	0.2	0.8	-0.6	1.1	2.0	-0.9	1.2	2.2	-1.0	0.3	0.9	-0.6	0.9	1.0	-0.1
Gold Sport*	0.1	*	*	22	0.2	0.1	0.1	0.1	0.5	-0.4	*	0.1	*	0.1	0.1	0.0	0.1	0.1	0.0	0.4	0.8	-0.4
Life FM	1.1	2.1	-1.0	13	1.4	2.1	-0.7	0.9	2.2	-1.3	1.2	1.8	-0.6	1.0	1.6	-0.6	*	0.5	*	1.3	2.5	-1.2
Magic	3.8	5.4	-1.6	11	5.0	5.5	-0.5	5.2	4.2	1.0	5.5	5.9	-0.4	6.5	6.5	0.0	1.5	6.0	-4.5	7.1	6.4	0.7
Mai FM	8.2	8.2	0.0	3	2.8	2.5	0.3	2.3	2.5	-0.2	7.4	9.3	-1.9	4.1	3.9	0.2	3.0	5.6	-2.6	4.2	3.9	0.3
More FM	5.1	5.0	0.1	7	6.0	5.6	0.4	6.1	6.4	-0.3	4.2	4.5	-0.3	8.0	8.1	-0.1	10.8	10.0	0.8	5.9	5.6	0.3
Newstalk ZB	27.4	25.9	1.5	1	19.6	18.9	0.7	16.5	17.4	-0.9	20.7	18.5	2.2	30.3	22.5	7.8	36.9	24.4	12.5	17.2	16.1	1.1
Radio Hauraki	4.9	4.1	0.8	8	4.6	4.0	0.6	5.5	4.4	1.1	6.8	4.9	1.9	1.5	1.6	-0.1	1.0	0.8	0.2	3.9	4.4	-0.5
Rhema	0.3	0.5	-0.2	21	0.1	0.4	-0.3	0.8	0.7	0.1	0.8	0.5	0.3	0.1	0.7	-0.6	0.1	0.3	-0.2	0.8	0.6	0.2
Rock	5.2	2.4	2.8	6	6.7	4.2	2.5	9.2	5.5	3.7	6.5	3.2	3.3	2.6	3.7	-1.1	1.2	5.8	-4.6	4.4	3.9	0.5
SENZ Sport	1.0	0.8	0.2	14	0.8	1.0	-0.2	1.1	0.8	0.3	0.1	0.6	-0.5	0.1	0.9	-0.8	0.1	1.0	-0.9	1.0	0.8	0.2
Star	0.7	0.9	-0.2	17	0.4	0.4	0.0	0.7	0.9	-0.2	*	0.2	*	1.6	2.1	-0.5	14.6	16.0	-1.4	2.0	1.9	0.1
Tarana	0.7	0.7	0.0	17	1.1	0.6	0.5	1.3	0.8	0.5	1.1	0.8	0.3	1.7	0.6	1.1	2.7	2.4	0.3	1.5	1.0	0.5
Te Upoko o Te Ika	*	0.1	*	*	0.1	0.6	-0.5	*	0.6	*	*	0.6	*	*	*	*	*	0.3	*	0.1	0.2	-0.1
The Hits	6.3	4.1	2.2	5	6.7	4.7	2.0	8.3	5.9	2.4	7.4	5.4	2.0	4.5	4.6	-0.1	2.9	2.1	0.8	7.0	4.8	2.2
The Sound	4.5	5.4	-0.9	10	8.6	9.6	-1.0	7.7	8.8	-1.1	5.1	7.5	-2.4	5.2	9.1	-3.9	2.1	3.6	-1.5	7.3	8.5	-1.2
Today FM	0.9	1.5	-0.6	15	1.7	1.4	0.3	1.6	0.9	0.7	2.8	1.0	1.8	0.3	1.4	-1.1	0.8	2.9	-2.1	0.9	1.2	-0.3
ZM	6.9	6.1	0.8	4	6.5	6.6	-0.1	7.6	8.6	-1.0	6.5	7.1	-0.6	5.0	4.7	0.3	4.2	0.8	3.4	5.3	5.4	-0.1
MediaWorks Combo	43.6	46.7	-3.1		47.5	49.2	-1.7	46.4	47.7	-1.3	47.0	48.5	-1.5	39.8	47.0	-7.2	31.3	44.2	-12.9	47.9	48.9	-1.0
NZME Combo	48.2	43.3	4.9		42.4	39.0	3.4	43.7	41.6	2.1	45.6	41.1	4.5	49.5	38.7	10.8	48.6	30.5	18.1	40.6	38.2	2.4

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

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

WELLINGTON COMMERCIAL RADIO - SURVEY 4 2022

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

Survey Comparisons: 3/2022 - 4/2022

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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	9.0	6.8	2.2	14	1.3	1.4	-0.1	3.6	2.1	1.5	3.6	2.0	1.6	5.0	3.6	1.4	3.8	3.2	0.6	2.6	1.7	0.9	2.4	1.5	0.9
Breeze	45.0	51.8	-6.8	3	8.2	10.2	-2.0	10.9	15.1	-4.2	10.3	15.2	-4.9	19.5	25.7	-6.2	19.1	18.3	0.8	15.8	14.1	1.7	8.8	10.4	-1.6
Coast	27.6	28.9	-1.3	8	3.0	3.4	-0.4	7.2	6.5	0.7	7.4	8.6	-1.2	13.4	14.4	-1.0	13.0	13.3	-0.3	10.3	10.1	0.2	4.8	5.7	-0.9
Edge	42.6	35.6	7.0	5	14.1	10.9	3.2	27.2	21.5	5.7	21.1	17.9	3.2	25.4	22.1	3.3	6.3	5.9	0.4	2.9	2.6	0.3	9.2	7.3	1.9
George FM	9.1	8.2	0.9	13	4.3	3.3	1.0	5.5	5.2	0.3	3.6	3.6	0.0	4.3	4.5	-0.2	0.9	1.1	-0.2	0.5	0.2	0.3	1.2	0.6	0.6
Gold	3.8	7.3	-3.5	18	0.2	1.2	-1.0	1.3	2.6	-1.3	2.0	2.3	-0.3	3.2	5.2	-2.0	1.6	3.7	-2.1	0.4	0.8	-0.4	0.9	2.0	-1.1
Gold Sport*	1.7	1.6	0.1	22	0.3	0.4	-0.1	*	0.4	*	*	*	*	0.4	0.4	0.0	1.1	0.8	0.3	1.0	0.8	0.2	0.4	0.4	0.0
Life FM	6.8	9.2	-2.4	16	2.4	2.7	-0.3	2.3	3.9	-1.6	2.7	4.9	-2.2	3.8	5.2	-1.4	1.4	1.2	0.2	0.4	1.3	-0.9	1.1	1.5	-0.4
Magic	21.4	21.2	0.2	12	0.8	1.4	-0.6	2.5	3.7	-1.2	4.1	3.3	0.8	5.5	5.0	0.5	6.5	6.6	-0.1	12.8	11.9	0.9	1.4	1.5	-0.1
Mai FM	26.8	26.7	0.1	10	11.3	9.9	1.4	17.6	17.7	-0.1	12.9	13.1	-0.2	13.6	15.1	-1.5	2.1	3.2	-1.1	1.5	1.6	-0.1	6.4	8.6	-2.2
More FM	32.2	31.3	0.9	6	7.5	8.9	-1.4	10.2	10.3	-0.1	7.9	8.0	-0.1	13.5	14.1	-0.6	13.2	12.3	0.9	10.0	7.8	2.2	5.6	6.0	-0.4
Newstalk ZB	59.4	56.0	3.4	1	4.6	5.6	-1.0	13.1	12.0	1.1	14.5	13.1	1.4	26.4	25.4	1.0	22.9	22.4	0.5	20.9	18.4	2.5	9.8	9.6	0.2
Radio Hauraki	30.3	30.5	-0.2	7	5.4	6.2	-0.8	13.6	11.4	2.2	16.2	14.3	1.9	22.2	20.0	2.2	7.9	8.8	-0.9	2.6	3.9	-1.3	8.1	7.9	0.2
Rhema	2.5	4.7	-2.2	19	0.3	1.4	-1.1	0.3	1.0	-0.7	0.3	0.6	-0.3	0.9	1.8	-0.9	1.2	1.4	-0.2	1.2	1.2	0.0	0.2	0.8	-0.6
Rock	27.5	25.0	2.5	9	5.0	7.4	-2.4	13.6	12.3	1.3	13.1	10.4	2.7	19.6	15.5	4.1	8.7	6.4	2.3	2.9	2.0	0.9	6.0	6.0	0.0
SENZ Sport	2.4	1.9	0.5	20	0.5	0.8	-0.3	0.4	0.4	0.0	0.4	*	*	0.6	*	*	0.9	0.6	0.3	1.1	1.0	0.1	0.2	0.2	0.0
Star	2.0	3.7	-1.7	21	0.5	1.5	-1.0	*	0.4	*	*	*	*	1.0	1.5	-0.5	1.0	1.5	-0.5	0.3	0.6	-0.3	*	*	*
Tarana	5.2	4.0	1.2	17	1.6	1.7	-0.1	2.5	1.7	0.8	2.9	1.7	1.2	3.3	1.9	1.4	0.6	0.5	0.1	0.2	0.2	0.0	0.7	*	*
Te Upoko o Te Ika	0.6	1.8	-1.2	23	*	0.4	*	0.3	0.8	-0.5	0.3	0.4	-0.1	0.3	0.6	-0.3	*	0.7	*	0.2	0.7	-0.5	0.3	0.6	-0.3
The Hits	44.6	38.4	6.2	4	11.0	9.4	1.6	16.9	14.7	2.2	17.9	15.2	2.7	27.1	22.9	4.2	13.8	12.7	1.1	6.6	6.2	0.4	11.0	8.2	2.8
The Sound	26.6	31.1	-4.5	11	5.4	7.6	-2.2	9.4	9.2	0.2	7.5	7.7	-0.2	12.8	13.3	-0.5	11.3	12.6	-1.3	8.1	9.4	-1.3	4.5	6.1	-1.6
Today FM	6.9	6.7	0.2	15	*	1.0	*	1.3	1.5	-0.2	2.8	1.6	1.2	3.0	1.9	1.1	1.9	2.0	-0.1	2.6	2.4	0.2	1.1	1.6	-0.5
ZM	48.6	44.9	3.7	2	15.5	12.2	3.3	27.1	25.5	1.6	19.2	21.8	-2.6	27.3	28.2	-0.9	12.1	9.4	2.7	5.5	4.2	1.3	10.3	11.0	-0.7
MediaWorks Combo	157.1	156.5	0.6		34.6	35.9	-1.3	63.6	57.8	5.8	55.4	52.2	3.2	78.8	79.0	-0.2	46.1	48.3	-2.2	37.4	36.0	1.4	29.6	31.2	-1.6
NZME Combo	163.8	154.3	9.5		28.3	27.0	1.3	63.2	54.8	8.4	61.9	57.5	4.4	91.0	86.1	4.9	50.4	49.9	0.5	36.1	33.4	2.7	34.1	34.0	0.1
All Commercial Radio	245.8	241.1	4.7		46.0	46.4	-0.4	94.4	84.2	10.2	89.1	83.8	5.3	131.3	127.8	3.5	77.0	78.6	-1.6	56.9	55.9	1.0	53.2	51.1	2.1
Potential (000)	387.2	387.2	0.0		92.3	92.3	0.0	152.1	151.1	1.0	133.7	133.7	0.0	191.6	191.6	0.0	107.3	107.3	0.0	81.2	81.2	0.0	70.1	68.3	1.8
Sample	1,567	1,531	36		280	275	5	446	440	6	440	439	1	692	675	17	498	475	23	458	469	-11	286	267	19

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

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



WELLINGTON COMMERCIAL RADIO - SURVEY 4 2022

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

Survey Comparisons: 3/2022 - 4/2022

This Survey Period: Sun Jun 26 to Sat Nov 12 2022

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

	This	Last	+/-
Potential (000)	387.2	387.2	0.0
Sample Size	1,567	1,531	36

	Breakfast Mon-Fri 6am-9am				Morning Mon-Fri 9am-12md			Afternoon Mon-Fri 12md-4pm			Drive Mon-Fri 4pm-7pm			Night Mon-Fri 7pm-12mn			Mid Dawn Mon-Fri 12mn-6am			Weekend Sat-Sun 12mn-12mn		
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Atiawa Toa FM	1.8	2.2	-0.4	17	2.1	1.7	0.4	2.4	1.5	0.9	3.8	4.0	-0.2	2.7	2.4	0.3	1.4	1.1	0.3	5.1	4.5	0.6
Breeze	21.6	28.2	-6.6	3	19.4	23.3	-3.9	17.2	23.8	-6.6	17.8	22.3	-4.5	6.4	10.6	-4.2	4.7	3.7	1.0	26.3	32.9	-6.6
Coast	9.6	11.7	-2.1	11	8.8	8.7	0.1	12.5	12.0	0.5	8.6	10.1	-1.5	5.9	3.6	2.3	1.9	1.0	0.9	14.3	16.5	-2.2
Edge	21.6	18.0	3.6	3	16.9	13.5	3.4	21.5	16.2	5.3	20.4	14.5	5.9	9.0	4.6	4.4	1.1	0.8	0.3	25.8	18.6	7.2
George FM	3.4	4.0	-0.6	14	2.9	3.6	-0.7	2.8	2.9	-0.1	4.4	3.9	0.5	2.1	2.1	0.0	1.4	1.6	-0.2	4.8	3.2	1.6
Gold	2.0	2.7	-0.7	16	1.9	2.7	-0.8	1.5	2.4	-0.9	1.8	3.2	-1.4	1.7	2.3	-0.6	0.3	0.7	-0.4	2.1	3.6	-1.5
Gold Sport*	0.5	0.4	0.1	22	0.6	0.5	0.1	0.2	0.8	-0.6	0.2	0.9	-0.7	0.3	0.3	0.0	0.1	0.1	0.0	1.3	1.5	-0.2
Life FM	3.7	6.2	-2.5	13	2.7	3.7	-1.0	2.8	5.0	-2.2	2.8	3.0	-0.2	2.9	4.3	-1.4	*	1.2	*	3.2	6.3	-3.1
Magic	7.6	9.4	-1.8	12	10.2	10.7	-0.5	11.6	11.3	0.3	9.8	9.5	0.3	6.5	5.9	0.6	1.9	2.1	-0.2	13.9	11.7	2.2
Mai FM	18.6	17.7	0.9	5	10.1	8.3	1.8	8.5	9.1	-0.6	14.9	15.1	-0.2	5.4	5.3	0.1	1.4	2.8	-1.4	14.9	15.8	-0.9
More FM	11.9	11.8	0.1	10	9.7	9.0	0.7	11.5	13.9	-2.4	14.2	14.8	-0.6	4.7	5.2	-0.5	2.8	1.7	1.1	19.7	18.7	1.0
Newstalk ZB	38.9	38.1	0.8	1	29.6	25.0	4.6	27.4	24.4	3.0	28.4	26.3	2.1	16.1	12.7	3.4	11.6	10.3	1.3	33.1	30.6	2.5
Radio Hauraki	12.6	12.4	0.2	8	9.9	9.5	0.4	9.6	9.8	-0.2	14.0	10.8	3.2	3.4	4.5	-1.1	2.3	2.0	0.3	15.4	18.0	-2.6
Rhema	0.7	1.7	-1.0	20	0.8	2.0	-1.2	1.4	2.9	-1.5	1.2	1.9	-0.7	0.2	0.9	-0.7	0.2	0.6	-0.4	1.8	3.3	-1.5
Rock	12.5	6.9	5.6	9	8.6	8.1	0.5	12.1	9.5	2.6	14.7	10.1	4.6	5.5	5.4	0.1	1.7	2.3	-0.6	14.3	14.7	-0.4
SENZ Sport	0.7	0.7	0.0	20	0.8	0.9	-0.1	0.5	0.4	0.1	0.6	0.9	-0.3	0.3	0.7	-0.4	0.3	0.7	-0.4	1.4	1.2	0.2
Star	1.1	1.9	-0.8	19	1.0	1.7	-0.7	1.6	3.0	-1.4	*	1.0	*	0.8	2.0	-1.2	1.0	1.5	-0.5	1.3	1.6	-0.3
Tarana	1.7	1.0	0.7	18	2.7	1.3	1.4	1.8	1.4	0.4	3.2	2.1	1.1	2.4	2.0	0.4	0.7	0.7	0.0	3.5	2.3	1.2
Te Upoko o Te Ika	0.1	1.1	-1.0	23	0.1	1.1	-1.0	*	0.4	*	*	0.4	*	*	*	*	*	0.4	*	0.5	0.8	-0.3
The Hits	16.9	15.1	1.8	6	14.2	11.7	2.5	21.4	14.6	6.8	17.3	14.2	3.1	7.0	6.1	0.9	3.5	2.3	1.2	24.4	20.5	3.9
The Sound	13.5	15.0	-1.5	7	13.9	15.1	-1.2	13.3	15.3	-2.0	10.4	15.0	-4.6	5.2	7.7	-2.5	1.3	2.0	-0.7	14.2	16.4	-2.2
Today FM	2.8	2.6	0.2	15	1.7	2.2	-0.5	2.7	2.5	0.2	3.6	2.5	1.1	0.7	0.6	0.1	1.2	1.2	0.0	2.8	3.3	-0.5
ZM	23.7	19.4	4.3	2	19.3	16.8	2.5	19.2	22.3	-3.1	18.5	19.1	-0.6	9.4	7.7	1.7	3.3	0.9	2.4	23.5	23.5	0.0
MediaWorks Combo	95.7	95.2	0.5		77.7	78.5	-0.8	77.5	81.1	-3.6	93.1	90.8	2.3	40.1	40.5	-0.4	16.7	16.4	0.3	107.4	106.3	1.1
NZME Combo	94.2	88.4	5.8		73.4	65.6	7.8	81.9	75.9	6.0	80.1	76.3	3.8	42.6	36.4	6.2	21.2	15.8	5.4	101.5	97.0	4.5
All Commercial Radio	168.2	167.8	0.4		133.5	133.0	0.5	141.1	142.4	-1.3	155.3	151.3	4.0	80.2	80.4	-0.2	36.3	33.0	3.3	185.9	187.4	-1.5

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

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



WELLINGTON COMMERCIAL RADIO - SURVEY 4 2022

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

Survey Comparisons: 3/2022 - 4/2022

This Survey Period: Sun Jun 26 to Sat Nov 12 2022

Last Survey Period: Sun Apr 10 to Sat Jun 18 & Sun Jun 26 to Sat Sep 3 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	2:03	3:33	-1:30	0:34	1:08	-0:34	2:11	2:34	-0:22	2:11	2:41	-0:29	1:56	2:05	-0:08	2:32	5:17	-2:44	3:04	8:32	-5:28	1:27	1:07	0:20
Breeze	6:03	7:09	-1:06	7:22	5:46	1:35	5:41	4:47	0:54	5:01	4:53	0:07	4:01	7:01	-3:00	5:05	9:15	-4:09	6:44	7:42	-0:58	4:20	4:18	0:01
Coast	4:26	3:38	0:48	5:06	1:44	3:22	3:56	1:17	2:38	3:53	1:54	1:59	3:48	2:08	1:40	3:53	3:44	0:09	5:08	6:21	-1:12	3:31	3:43	-0:12
Edge	3:32	4:01	-0:28	3:00	4:01	-1:00	3:09	2:47	0:21	3:26	2:54	0:32	3:59	3:57	0:02	5:30	7:07	-1:37	2:22	4:38	-2:16	3:50	4:51	-1:01
George FM	6:07	8:13	-2:05	1:52	6:33	-4:40	7:12	10:16	-3:04	9:52	10:00	-0:08	10:45	10:04	0:40	11:19	8:37	2:42	4:38	2:00	2:38	1:40	1:10	0:30
Gold	5:36	4:47	0:48	3:45	2:56	0:48	5:21	3:42	1:38	7:57	7:14	0:43	6:25	5:33	0:51	2:49	4:00	-1:11	0:30	3:19	-2:49	11:55	9:07	2:48
Gold Sport*	3:00	6:23	-3:23	2:00	0:30	1:30	*	0:30	*	*	*	*	2:37	6:37	-4:00	3:08	6:26	-3:18	3:26	9:26	-6:00	2:37	6:37	-4:00
Life FM	4:57	7:08	-2:10	2:11	5:45	-3:33	9:51	6:46	3:04	8:31	6:37	1:53	6:45	6:18	0:26	3:48	7:11	-3:23	5:28	13:26	-7:58	11:05	4:01	7:03
Magic	7:27	8:13	-0:46	3:25	2:37	0:47	3:17	2:13	1:03	3:25	2:08	1:17	3:00	2:44	0:16	5:42	7:46	-2:04	8:50	10:55	-2:04	2:12	3:20	-1:08
Mai FM	5:23	5:47	-0:24	4:52	4:16	0:35	5:22	5:49	-0:26	6:44	7:21	-0:36	6:23	6:48	-0:25	0:35	3:27	-2:52	0:46	5:52	-5:06	6:12	7:40	-1:28
More FM	5:34	5:49	-0:14	5:05	4:40	0:25	4:18	4:23	-0:05	3:25	3:52	-0:26	3:58	5:43	-1:45	6:01	7:41	-1:40	8:03	7:35	0:27	8:15	7:25	0:49
Newstalk ZB	11:02	11:02	0:00	2:59	3:09	-0:10	4:15	5:06	-0:50	4:14	6:10	-1:55	6:24	8:00	-1:36	10:03	11:41	-1:37	14:31	16:08	-1:37	6:33	9:24	-2:50
Radio Hauraki	4:35	4:09	0:26	3:07	4:23	-1:15	4:18	2:29	1:48	4:40	4:00	0:39	4:50	3:56	0:53	5:11	4:25	0:45	5:31	4:54	0:37	5:00	3:39	1:21
Rhema	6:01	3:39	2:22	2:15	4:19	-2:04	31:30	7:09	24:20	31:30	9:27	22:02	11:57	4:15	7:41	2:59	1:52	1:06	3:07	2:37	0:30	7:15	2:52	4:22
Rock	6:27	4:58	1:29	6:51	6:57	-0:05	6:12	6:51	-0:39	4:56	4:29	0:26	6:35	4:05	2:29	8:54	3:37	5:17	5:05	4:18	0:46	3:15	1:49	1:26
SENZ Sport	10:10	13:49	-3:39	0:15	1:59	-1:44	2:00	3:30	-1:30	2:00	*	*	2:34	*	*	22:52	38:52	-16:00	18:42	25:14	-6:31	0:45	0:45	0:00
Star	22:47	13:16	9:30	0:15	1:21	-1:06	*	4:15	*	*	*	*	45:32	29:27	16:05	45:32	29:27	16:05	3:56	4:53	-0:56	*	*	*
Tarana	7:23	6:49	0:33	7:38	4:39	2:58	9:03	9:29	-0:26	8:52	11:19	-2:26	7:53	9:52	-1:58	0:24	0:15	0:09	0:15	0:15	0:00	3:49	*	*
Te Upoko o Te Ika	2:04	6:18	-4:13	*	2:00	*	2:30	2:13	0:16	2:30	2:30	0:00	2:30	2:02	0:27	*	12:07	*	0:15	12:51	-12:36	2:30	2:02	0:27
The Hits	4:36	3:56	0:39	3:09	1:50	1:19	4:18	3:37	0:40	4:16	3:43	0:33	4:31	4:14	0:16	6:19	5:51	0:28	7:18	6:01	1:16	4:37	3:36	1:00
The Sound	7:17	7:56	-0:38	4:55	3:47	1:07	6:33	6:51	-0:17	7:28	8:06	-0:37	6:32	7:17	-0:44	8:04	10:33	-2:29	10:10	12:14	-2:03	10:52	8:47	2:05
Today FM	6:03	6:05	-0:01	*	3:52	*	0:56	2:59	-2:02	1:53	2:16	-0:22	1:48	2:54	-1:05	6:53	6:55	-0:02	11:30	5:49	5:41	2:59	4:12	-1:13
ZM	3:58	4:26	-0:28	3:30	4:12	-0:41	3:11	3:18	-0:07	3:17	3:17	-0:00	4:09	4:20	-0:10	4:58	6:59	-2:01	4:26	6:15	-1:48	6:06	5:21	0:45
MediaWorks Combo	8:45	9:36	-0:50	7:42	8:15	-0:32	7:34	8:33	-0:59	7:28	7:51	-0:23	7:38	8:34	-0:56	9:35	11:22	-1:46	11:40	12:42	-1:02	7:57	8:36	-0:38
NZME Combo	8:14	8:08	0:06	4:48	4:39	0:09	4:57	4:35	0:22	5:16	5:15	0:00	6:31	6:37	-0:05	9:33	10:18	-0:44	12:23	13:37	-1:13	7:17	7:22	-0:04
All Commercial Radio	12:20	13:00	-0:39	9:29	10:16	-0:47	9:33	10:09	-0:36	9:28	9:44	-0:16	10:33	11:09	-0:35	13:59	15:41	-1:41	16:52	18:37	-1:45	10:03	10:43	-0:39
Potential (000)	387.2	387.2	0.0	92.3	92.3	0.0	152.1	151.1	1.0	133.7	133.7	0.0	191.6	191.6	0.0	107.3	107.3	0.0	81.2	81.2	0.0	70.1	68.3	1.8
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WELLINGTON COMMERCIAL RADIO - SURVEY 4 2022

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

Survey Comparisons: 3/2022 - 4/2022

This Survey Period: Sun Jun 26 to Sat Nov 12 2022

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

	This	Last	+/-
Potential (000)	387.2	387.2	0.0
Sample Size	1,567	1,531	36

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

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

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