



WELLINGTON COMMERCIAL RADIO - SURVEY 1 2023

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

Survey Comparisons: 4/2022 - 1/2023

This Survey Period: Sun Sep 4 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 2023

Last Survey Period: Sun Jun 26 to Sat Nov 12 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	0.6	-0.1	18	0.5	0.2	0.3	0.3	0.9	-0.6	0.3	0.9	-0.6	0.6	0.7	-0.1	0.8	0.9	-0.1	0.3	0.8	-0.5	1.3	0.7	0.6	
Breeze	10.6	9.0	1.6	2	9.2	13.8	-4.6	4.5	6.9	-2.4	8.4	6.1	2.3	7.7	5.7	2.0	12.9	9.0	3.9	15.4	11.1	4.3	8.0	7.1	0.9	
Coast	5.5	4.0	1.5	8	5.0	3.5	1.5	3.1	3.1	0.0	3.1	3.4	-0.3	4.0	3.7	0.3	8.0	4.7	3.3	8.8	5.5	3.3	6.5	3.1	3.4	
Edge	5.9	5.0	0.9	6	14.9	9.7	5.2	12.8	9.5	3.3	8.6	8.6	0.0	7.5	7.3	0.2	2.9	3.2	-0.3	0.6	0.7	-0.1	9.2	6.6	2.6	
George FM	0.8	1.8	-1.0	14	2.4	1.8	0.6	1.8	4.4	-2.6	1.0	4.3	-3.3	0.7	3.3	-2.6	0.1	1.0	-0.9	0.2	0.2	0.0	0.3	0.4	-0.1	
Gold	0.4	0.7	-0.3	19	0.2	0.1	0.1	0.6	0.8	-0.2	0.6	1.9	-1.3	0.5	1.5	-1.0	0.4	0.4	0.0	0.3	*	*	0.2	2.0	-1.8	
Gold Sport*	0.1	0.2	-0.1	20	0.1	0.1	0.0	*	*	*	*	*	*	0.1	0.1	0.0	0.2	0.3	-0.1	0.1	0.4	-0.3	0.2	0.2	0.0	
Life FM	1.2	1.1	0.1	13	1.7	1.2	0.5	2.8	2.5	0.3	2.4	2.7	-0.3	1.9	1.9	0.0	0.5	0.5	0.0	*	0.2	*	2.4	2.2	0.2	
Magic	5.0	5.3	-0.3	11	0.5	0.6	-0.1	1.1	0.9	0.2	1.8	1.7	0.1	2.6	1.2	1.4	5.5	3.4	2.1	9.2	11.8	-2.6	3.0	0.6	2.4	
Mai FM	2.9	4.8	-1.9	12	7.6	12.6	-5.0	7.7	10.5	-2.8	5.5	10.3	-4.8	3.6	6.3	-2.7	0.3	0.1	0.2	0.3	0.1	0.2	2.1	7.4	-5.3	
More FM	5.2	5.9	-0.7	10	5.2	8.8	-3.6	4.2	4.9	-0.7	4.2	3.2	1.0	6.5	3.9	2.6	6.8	7.4	-0.6	4.0	8.4	-4.4	11.0	8.6	2.4	
Newstalk ZB	20.2	21.6	-1.4	1	4.2	3.1	1.1	4.7	6.2	-1.5	6.1	7.3	-1.2	9.8	12.2	-2.4	18.7	21.4	-2.7	31.2	31.6	-0.4	13.9	12.1	1.8	
Radio Hauraki	5.4	4.6	0.8	9	4.4	3.9	0.5	6.0	6.5	-0.5	9.6	9.0	0.6	8.5	7.7	0.8	4.8	3.8	1.0	2.7	1.5	1.2	6.9	7.6	-0.7	
Rhema	0.6	0.5	0.1	17	*	0.1	*	1.0	1.2	-0.2	1.1	1.2	-0.1	1.0	0.8	0.2	0.8	0.3	0.5	0.5	0.4	0.1	0.2	0.3	-0.1	
Rock	6.9	5.9	1.0	3	9.0	7.8	1.2	12.3	9.4	2.9	10.4	7.7	2.7	11.1	9.3	1.8	7.3	7.2	0.1	1.6	1.5	0.1	5.9	3.7	2.2	
SENZ Sport	0.8	0.8	0.0	14	*	*	*	0.2	0.1	0.1	0.2	0.1	0.1	0.3	0.1	0.2	1.6	1.9	-0.3	1.6	2.2	-0.6	*	*	*	
Star	0.1	1.5	-1.4	20	*	*	*	*	*	*	*	*	*	0.2	3.1	-2.9	0.3	4.0	-3.7	0.1	0.1	0.0	*	*	*	
Tarana	0.7	1.3	-0.6	16	1.7	2.8	-1.1	1.2	2.5	-1.3	1.1	3.0	-1.9	0.7	1.9	-1.2	*	*	*	*	*	*	0.7	0.5	0.2	
Te Upoko o Te Ika	*	*	*	*	*	*	*	*	0.1	*	*	0.1	*	*	0.1	*	*	*	*	*	*	*	*	0.1	0.2	-0.1
The Hits	6.7	6.8	-0.1	5	9.4	7.9	1.5	8.7	8.1	0.6	9.2	9.1	0.1	8.6	8.8	-0.2	6.8	8.1	-1.3	4.4	5.0	-0.6	9.4	9.5	-0.1	
The Sound	5.9	6.4	-0.5	6	6.4	6.0	0.4	4.3	6.8	-2.5	4.3	6.7	-2.4	5.6	6.1	-0.5	9.1	8.5	0.6	7.9	8.5	-0.6	3.4	9.1	-5.7	
ZM	6.9	6.3	0.6	3	13.2	12.5	0.7	12.4	9.6	2.8	9.7	7.5	2.2	8.4	8.2	0.2	5.4	5.6	-0.2	3.5	2.5	1.0	7.5	11.7	-4.2	
MediaWorks Combo	43.2	45.4	-2.2		55.6	61.2	-5.6	48.7	53.5	-4.8	44.2	49.1	-4.9	45.3	43.4	1.9	44.9	41.0	3.9	39.1	45.5	-6.4	42.9	44.1	-1.2	
NZME Combo	45.4	44.5	0.9		37.0	31.2	5.8	36.3	34.7	1.6	39.0	38.7	0.3	40.4	42.8	-2.4	44.4	44.7	-0.3	50.9	46.6	4.3	45.8	46.6	-0.8	
Potential (000)	385.5	387.2	-1.7		92.8	92.3	0.5	149.5	152.1	-2.6	131.4	133.7	-2.3	188.5	191.6	-3.1	106.4	107.3	-0.9	81.1	81.2	-0.1	67.3	70.1	-2.8	
Sample	1,530	1,567	-37		286	280	6	444	446	-2	446	440	6	712	692	20	503	498	5	405	458	-53	284	286	-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 (until S4 2022) or internet only listening to Humm FM

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



WELLINGTON COMMERCIAL RADIO - SURVEY 1 2023

Station Share (%) by Daypart, People 10+

Survey Comparisons: 4/2022 - 1/2023

This Survey Period: Sun Sep 4 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 2023

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

	This	Last	+/-
Potential (000)	385.5	387.2	-1.7
Sample Size	1,530	1,567	-37

	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	15	0.3	0.4	-0.1	0.3	0.3	0.0	0.5	0.8	-0.3	0.2	1.3	-1.1	*	0.3	*	0.7	0.9	-0.2	
Breeze	11.7	10.2	1.5	2	13.0	10.5	2.5	9.3	7.2	2.1	9.2	7.8	1.4	6.7	5.4	1.3	7.2	8.2	-1.0	11.2	10.2	1.0	
Coast	3.2	2.0	1.2	12	6.6	4.0	2.6	7.4	5.3	2.1	4.8	2.9	1.9	6.8	5.2	1.6	4.4	3.3	1.1	5.4	5.2	0.2	
Edge	4.9	4.8	0.1	8	4.8	4.5	0.3	6.1	5.2	0.9	7.4	5.7	1.7	7.5	5.1	2.4	6.0	1.3	4.7	6.4	5.6	0.8	
George FM	0.2	0.8	-0.6	19	0.5	1.7	-1.2	0.9	2.0	-1.1	1.2	2.0	-0.8	1.6	2.7	-1.1	*	2.5	*	1.1	2.3	-1.2	
Gold	0.3	0.7	-0.4	18	0.5	0.6	-0.1	0.4	0.2	0.2	0.1	1.1	-1.0	0.7	1.2	-0.5	0.7	0.3	0.4	0.3	0.9	-0.6	
Gold Sport*	*	0.1	*	*	0.1	0.2	-0.1	*	0.1	*	*	*	*	*	0.1	*	*	0.1	*	0.3	0.4	-0.1	
Life FM	1.0	1.1	-0.1	13	1.6	1.4	0.2	1.0	0.9	0.1	0.8	1.2	-0.4	1.3	1.0	0.3	1.1	*	*	1.4	1.3	0.1	
Magic	3.4	3.8	-0.4	10	4.8	5.0	-0.2	5.1	5.2	-0.1	4.2	5.5	-1.3	6.0	6.5	-0.5	5.3	1.5	3.8	6.6	7.1	-0.5	
Mai FM	3.4	8.2	-4.8	10	2.7	2.8	-0.1	2.6	2.3	0.3	2.9	7.4	-4.5	2.9	4.1	-1.2	4.4	3.0	1.4	2.8	4.2	-1.4	
More FM	4.1	5.1	-1.0	9	6.2	6.0	0.2	7.0	6.1	0.9	5.5	4.2	1.3	3.2	8.0	-4.8	2.1	10.8	-8.7	4.7	5.9	-1.2	
Newstalk ZB	27.6	27.4	0.2	1	16.6	19.6	-3.0	11.8	16.5	-4.7	18.6	20.7	-2.1	30.6	30.3	0.3	38.8	36.9	1.9	18.1	17.2	0.9	
Radio Hauraki	5.0	4.9	0.1	7	4.8	4.6	0.2	7.5	5.5	2.0	6.8	6.8	0.0	3.0	1.5	1.5	3.5	1.0	2.5	4.4	3.9	0.5	
Rhema	0.4	0.3	0.1	16	0.2	0.1	0.1	1.1	0.8	0.3	0.7	0.8	-0.1	0.1	0.1	0.0	0.6	0.1	0.5	0.8	0.8	0.0	
Rock	7.6	5.2	2.4	3	6.9	6.7	0.2	9.2	9.2	0.0	8.1	6.5	1.6	3.2	2.6	0.6	4.5	1.2	3.3	5.0	4.4	0.6	
SENZ Sport	0.9	1.0	-0.1	14	0.5	0.8	-0.3	1.0	1.1	-0.1	0.3	0.1	0.2	0.1	0.1	0.0	0.1	0.1	0.0	1.2	1.0	0.2	
Star	*	0.7	*	*	0.1	0.4	-0.3	0.1	0.7	-0.6	*	*	*	0.3	1.6	-1.3	0.7	14.6	-13.9	0.2	2.0	-1.8	
Tarana	0.4	0.7	-0.3	16	0.7	1.1	-0.4	0.6	1.3	-0.7	0.8	1.1	-0.3	1.5	1.7	-0.2	1.1	2.7	-1.6	0.9	1.5	-0.6	
Te Upoko o Te Ika	0.1	*	*	20	*	0.1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.1	*
The Hits	7.0	6.3	0.7	4	5.4	6.7	-1.3	7.2	8.3	-1.1	7.8	7.4	0.4	5.8	4.5	1.3	2.9	2.9	0.0	7.2	7.0	0.2	
The Sound	5.2	4.5	0.7	6	7.2	8.6	-1.4	6.6	7.7	-1.1	5.3	5.1	0.2	6.7	5.2	1.5	3.0	2.1	0.9	5.9	7.3	-1.4	
ZM	6.9	6.9	0.0	5	5.6	6.5	-0.9	6.2	7.6	-1.4	8.0	6.5	1.5	7.0	5.0	2.0	9.0	4.2	4.8	7.4	5.3	2.1	
MediaWorks Combo	40.5	43.6	-3.1		46.0	47.5	-1.5	46.7	46.4	0.3	43.7	47.0	-3.3	37.8	39.8	-2.0	32.7	31.3	1.4	43.8	47.9	-4.1	
NZME Combo	50.7	48.2	2.5		39.8	42.4	-2.6	40.8	43.7	-2.9	46.5	45.6	0.9	54.0	49.5	4.5	59.4	48.6	10.8	43.3	40.6	2.7	

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 (until S4 2022) or internet only listening to Humm FM

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



WELLINGTON COMMERCIAL RADIO - SURVEY 1 2023

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

Survey Comparisons: 4/2022 - 1/2023

This Survey Period: Sun Sep 4 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 2023

Last Survey Period: Sun Jun 26 to Sat Nov 12 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	7.5	9.0	-1.5	13	2.1	1.3	0.8	2.6	3.6	-1.0	2.3	3.6	-1.3	3.7	5.0	-1.3	3.0	3.8	-0.8	1.5	2.6	-1.1	3.7	2.4	1.3
Breeze	51.6	45.0	6.6	3	9.0	8.2	0.8	12.1	10.9	1.2	13.1	10.3	2.8	24.0	19.5	4.5	22.7	19.1	3.6	15.7	15.8	-0.1	9.1	8.8	0.3
Coast	26.6	27.6	-1.0	9	3.8	3.0	0.8	6.9	7.2	-0.3	6.1	7.4	-1.3	11.3	13.4	-2.1	10.1	13.0	-2.9	9.7	10.3	-0.6	4.6	4.8	-0.2
Edge	41.2	42.6	-1.4	5	16.6	14.1	2.5	26.8	27.2	-0.4	17.4	21.1	-3.7	21.4	25.4	-4.0	5.9	6.3	-0.4	2.6	2.9	-0.3	9.4	9.2	0.2
George FM	7.1	9.1	-2.0	15	4.6	4.3	0.3	5.1	5.5	-0.4	1.8	3.6	-1.8	2.3	4.3	-2.0	0.5	0.9	-0.4	0.2	0.5	-0.3	1.1	1.2	-0.1
Gold	4.4	3.8	0.6	16	0.4	0.2	0.2	1.3	1.3	0.0	1.6	2.0	-0.4	2.6	3.2	-0.6	2.1	1.6	0.5	1.5	0.4	1.1	0.5	0.9	-0.4
Gold Sport*	0.9	1.7	-0.8	21	0.2	0.3	-0.1	*	*	*	*	*	*	0.3	0.4	-0.1	0.7	1.1	-0.4	0.4	1.0	-0.6	0.3	0.4	-0.1
Life FM	7.2	6.8	0.4	14	2.5	2.4	0.1	3.7	2.3	1.4	2.7	2.7	0.0	4.2	3.8	0.4	1.5	1.4	0.1	0.2	0.4	-0.2	1.9	1.1	0.8
Magic	18.7	21.4	-2.7	12	0.6	0.8	-0.2	2.0	2.5	-0.5	3.5	4.1	-0.6	4.6	5.5	-0.9	5.5	6.5	-1.0	10.7	12.8	-2.1	1.6	1.4	0.2
Mai FM	19.8	26.8	-7.0	11	6.8	11.3	-4.5	14.3	17.6	-3.3	10.7	12.9	-2.2	11.1	13.6	-2.5	1.6	2.1	-0.5	1.5	1.5	0.0	2.5	6.4	-3.9
More FM	30.0	32.2	-2.2	7	7.6	7.5	0.1	9.9	10.2	-0.3	8.3	7.9	0.4	15.2	13.5	1.7	10.4	13.2	-2.8	6.0	10.0	-4.0	7.4	5.6	1.8
Newstalk ZB	59.0	59.4	-0.4	1	7.0	4.6	2.4	13.0	13.1	-0.1	12.7	14.5	-1.8	23.5	26.4	-2.9	21.2	22.9	-1.7	21.0	20.9	0.1	10.4	9.8	0.6
Radio Hauraki	27.6	30.3	-2.7	8	5.0	5.4	-0.4	12.3	13.6	-1.3	14.5	16.2	-1.7	20.2	22.2	-2.0	7.6	7.9	-0.3	2.4	2.6	-0.2	7.3	8.1	-0.8
Rhema	2.5	2.5	0.0	18	*	0.3	*	0.3	0.3	0.0	0.3	0.3	0.0	1.0	0.9	0.1	1.8	1.2	0.6	1.4	1.2	0.2	0.3	0.2	0.1
Rock	31.2	27.5	3.7	6	6.8	5.0	1.8	16.7	13.6	3.1	15.0	13.1	1.9	21.4	19.6	1.8	8.8	8.7	0.1	2.9	2.9	0.0	6.8	6.0	0.8
SENZ Sport	2.4	2.4	0.0	19	0.2	0.5	-0.3	0.6	0.4	0.2	0.6	0.4	0.2	1.0	0.6	0.4	1.0	0.9	0.1	0.7	1.1	-0.4	*	0.2	*
Star	1.1	2.0	-0.9	20	*	0.5	*	*	*	*	*	*	*	0.4	1.0	-0.6	0.4	1.0	-0.6	0.2	0.3	-0.1	*	*	*
Tarana	4.4	5.2	-0.8	16	1.8	1.6	0.2	2.8	2.5	0.3	1.6	2.9	-1.3	1.8	3.3	-1.5	0.5	0.6	-0.1	0.3	0.2	0.1	1.4	0.7	0.7
Te Upoko o Te Ika	0.3	0.6	-0.3	22	*	*	*	*	0.3	*	*	0.3	*	*	0.3	*	0.2	*	*	0.3	0.2	0.1	0.2	0.3	-0.1
The Hits	44.6	44.6	0.0	4	13.1	11.0	2.1	17.9	16.9	1.0	17.8	17.9	-0.1	26.4	27.1	-0.7	12.2	13.8	-1.6	5.2	6.6	-1.4	10.8	11.0	-0.2
The Sound	26.3	26.6	-0.3	10	6.0	5.4	0.6	8.6	9.4	-0.8	5.9	7.5	-1.6	11.6	12.8	-1.2	11.6	11.3	0.3	8.3	8.1	0.2	3.3	4.5	-1.2
ZM	52.4	48.6	3.8	2	17.0	15.5	1.5	30.3	27.1	3.2	21.9	19.2	2.7	29.9	27.3	2.6	12.2	12.1	0.1	5.3	5.5	-0.2	10.2	10.3	-0.1
MediaWorks Combo	155.4	157.1	-1.7		37.1	34.6	2.5	64.8	63.6	1.2	52.5	55.4	-2.9	75.9	78.8	-2.9	46.1	46.1	0.0	35.3	37.4	-2.1	28.2	29.6	-1.4
NZME Combo	169.8	163.8	6.0		34.8	28.3	6.5	64.5	63.2	1.3	59.8	61.9	-2.1	89.1	91.0	-1.9	50.5	50.4	0.1	36.7	36.1	0.6	34.9	34.1	0.8
All Commercial Radio	250.2	245.8	4.4		52.4	46.0	6.4	97.4	94.4	3.0	86.6	89.1	-2.5	129.2	131.3	-2.1	77.3	77.0	0.3	55.5	56.9	-1.4	51.6	53.2	-1.6
Potential (000)	385.5	387.2	-1.7		92.8	92.3	0.5	149.5	152.1	-2.6	131.4	133.7	-2.3	188.5	191.6	-3.1	106.4	107.3	-0.9	81.1	81.2	-0.1	67.3	70.1	-2.8
Sample	1,530	1,567	-37		286	280	6	444	446	-2	446	440	6	712	692	20	503	498	5	405	458	-53	284	286	-2

MediaWorks Combo: Breeze, Edge, George FM, Magic, Mai FM, More FM, Rock, The Sound, Today FM (until S4 2022) or internet only listening to Humm FM

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



WELLINGTON COMMERCIAL RADIO - SURVEY 1 2023

Cumulative Audience (000's) by Daypart, People 10+
Survey Comparisons: 4/2022 - 1/2023

This Survey Period: Sun Sep 4 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 2023

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

	This	Last	+/-
Potential (000)	385.5	387.2	-1.7
Sample Size	1,530	1,567	-37

	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	1.8	1.8	0.0	15	1.4	2.1	-0.7	2.4	2.4	0.0	2.0	3.8	-1.8	0.8	2.7	-1.9	0.2	1.4	-1.2	4.3	5.1	-0.8	
Breeze	25.5	21.6	3.9	3	20.7	19.4	1.3	19.9	17.2	2.7	20.2	17.8	2.4	7.5	6.4	1.1	5.1	4.7	0.4	28.3	26.3	2.0	
Coast	8.7	9.6	-0.9	12	8.8	8.8	0.0	12.8	12.5	0.3	9.6	8.6	1.0	6.4	5.9	0.5	2.3	1.9	0.4	16.6	14.3	2.3	
Edge	19.8	21.6	-1.8	4	16.9	16.9	0.0	19.1	21.5	-2.4	18.6	20.4	-1.8	11.8	9.0	2.8	3.1	1.1	2.0	26.3	25.8	0.5	
George FM	0.9	3.4	-2.5	19	0.5	2.9	-2.4	2.1	2.8	-0.7	4.5	4.4	0.1	1.6	2.1	-0.5	*	1.4	*	4.6	4.8	-0.2	
Gold	1.5	2.0	-0.5	16	1.2	1.9	-0.7	1.2	1.5	-0.3	1.1	1.8	-0.7	0.7	1.7	-1.0	0.8	0.3	0.5	2.1	2.1	0.0	
Gold Sport*	*	0.5	*	*	0.2	0.6	-0.4	*	0.2	*	*	0.2	*	*	0.3	*	*	0.1	*	0.7	1.3	-0.6	
Life FM	3.3	3.7	-0.4	13	3.7	2.7	1.0	3.5	2.8	0.7	2.0	2.8	-0.8	1.3	2.9	-1.6	1.0	*	*	4.1	3.2	0.9	
Magic	8.8	7.6	1.2	11	10.3	10.2	0.1	10.3	11.6	-1.3	8.4	9.8	-1.4	4.7	6.5	-1.8	1.7	1.9	-0.2	12.3	13.9	-1.6	
Mai FM	10.9	18.6	-7.7	10	8.9	10.1	-1.2	7.6	8.5	-0.9	8.4	14.9	-6.5	4.1	5.4	-1.3	1.9	1.4	0.5	11.0	14.9	-3.9	
More FM	12.8	11.9	0.9	8	11.2	9.7	1.5	12.4	11.5	0.9	13.0	14.2	-1.2	5.3	4.7	0.6	2.2	2.8	-0.6	16.7	19.7	-3.0	
Newstalk ZB	42.7	38.9	3.8	1	27.1	29.6	-2.5	24.9	27.4	-2.5	29.1	28.4	0.7	14.9	16.1	-1.2	11.8	11.6	0.2	31.9	33.1	-1.2	
Radio Hauraki	13.5	12.6	0.9	7	7.4	9.9	-2.5	12.3	9.6	2.7	12.7	14.0	-1.3	4.3	3.4	0.9	2.8	2.3	0.5	16.3	15.4	0.9	
Rhema	1.3	0.7	0.6	17	1.0	0.8	0.2	1.2	1.4	-0.2	1.1	1.2	-0.1	0.2	0.2	0.0	0.6	0.2	0.4	1.5	1.8	-0.3	
Rock	18.0	12.5	5.5	6	11.1	8.6	2.5	13.3	12.1	1.2	15.9	14.7	1.2	6.3	5.5	0.8	3.4	1.7	1.7	14.1	14.3	-0.2	
SENZ Sport	1.0	0.7	0.3	18	0.4	0.8	-0.4	1.2	0.5	0.7	0.7	0.6	0.1	0.2	0.3	-0.1	0.2	0.3	-0.1	1.6	1.4	0.2	
Star	0.2	1.1	-0.9	20	0.2	1.0	-0.8	0.4	1.6	-1.2	*	*	*	0.2	0.8	-0.6	0.4	1.0	-0.6	0.6	1.3	-0.7	
Tarana	2.1	1.7	0.4	14	2.9	2.7	0.2	1.9	1.8	0.1	2.0	3.2	-1.2	1.5	2.4	-0.9	0.5	0.7	-0.2	3.6	3.5	0.1	
Te Upoko o Te Ika	0.2	0.1	0.1	20	*	0.1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.2	0.5	-0.3
The Hits	19.1	16.9	2.2	5	12.2	14.2	-2.0	21.5	21.4	0.1	16.9	17.3	-0.4	7.9	7.0	0.9	3.8	3.5	0.3	24.5	24.4	0.1	
The Sound	12.4	13.5	-1.1	9	11.1	13.9	-2.8	11.3	13.3	-2.0	10.2	10.4	-0.2	4.8	5.2	-0.4	3.1	1.3	1.8	14.3	14.2	0.1	
ZM	27.4	23.7	3.7	2	18.2	19.3	-1.1	19.4	19.2	0.2	25.0	18.5	6.5	12.3	9.4	2.9	4.3	3.3	1.0	30.0	23.5	6.5	
MediaWorks Combo	92.5	95.7	-3.2		77.8	77.7	0.1	77.9	77.5	0.4	83.4	93.1	-9.7	41.1	40.1	1.0	16.4	16.7	-0.3	105.5	107.4	-1.9	
NZME Combo	104.9	94.2	10.7		69.4	73.4	-4.0	83.4	81.9	1.5	86.2	80.1	6.1	42.7	42.6	0.1	24.3	21.2	3.1	107.3	101.5	5.8	
All Commercial Radio	176.5	168.2	8.3		134.8	133.5	1.3	146.8	141.1	5.7	154.4	155.3	-0.9	82.6	80.2	2.4	38.7	36.3	2.4	186.8	185.9	0.9	

MediaWorks Combo: Breeze, Edge, George FM, Magic, Mai FM, More FM, Rock, The Sound, Today FM (until S4 2022) or internet only listening to Humm FM

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



WELLINGTON COMMERCIAL RADIO - SURVEY 1 2023

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

Survey Comparisons: 4/2022 - 1/2023

This Survey Period: Sun Sep 4 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 2023

Last Survey Period: Sun Jun 26 to Sat Nov 12 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	1:47	2:03	-0:15	1:00	0:34	0:25	1:07	2:11	-1:04	1:16	2:11	-0:55	2:14	1:56	0:17	2:49	2:32	0:17	1:56	3:04	-1:07	1:54	1:27	0:26
Breeze	6:05	6:03	0:02	4:40	7:22	-2:41	3:24	5:41	-2:17	5:34	5:01	0:33	4:23	4:01	0:22	5:51	5:05	0:45	8:45	6:44	2:01	4:58	4:20	0:37
Coast	6:06	4:26	1:40	6:07	5:06	1:01	4:10	3:56	0:13	4:20	3:53	0:26	4:51	3:48	1:02	8:13	3:53	4:19	8:08	5:08	3:00	7:51	3:31	4:20
Edge	4:17	3:32	0:44	4:06	3:00	1:05	4:21	3:09	1:12	4:14	3:26	0:48	4:45	3:59	0:45	5:08	5:30	-0:22	1:53	2:22	-0:29	5:27	3:50	1:37
George FM	3:12	6:07	-2:55	2:24	1:52	0:31	3:18	7:12	-3:54	4:42	9:52	-5:09	4:18	10:45	-6:27	2:50	11:19	-8:28	9:45	4:38	5:06	1:27	1:40	-0:13
Gold	2:26	5:36	-3:10	2:45	3:45	-1:00	4:19	5:21	-1:02	3:23	7:57	-4:34	2:48	6:25	-3:37	1:54	2:49	-0:55	1:43	0:30	1:13	2:03	11:55	-9:52
Gold Sport*	2:14	3:00	-0:45	2:00	2:00	0:00	*	*	*	*	*	*	2:45	2:37	0:07	2:18	3:08	-0:50	1:57	3:26	-1:28	2:45	2:37	0:07
Life FM	4:48	4:57	-0:09	3:08	2:11	0:57	6:55	9:51	-2:56	7:43	8:31	-0:48	6:05	6:45	-0:39	3:08	3:48	-0:39	1:30	5:28	-3:58	7:02	11:05	-4:02
Magic	7:53	7:27	0:25	3:54	3:25	0:29	4:50	3:17	1:32	4:24	3:25	0:58	7:46	3:00	4:45	10:18	5:42	4:36	7:41	8:50	-1:09	10:52	2:12	8:40
Mai FM	4:25	5:23	-0:57	5:06	4:52	0:14	4:56	5:22	-0:26	4:28	6:44	-2:16	4:23	6:23	-2:00	1:59	0:35	1:23	1:59	0:46	1:13	4:39	6:12	-1:32
More FM	5:07	5:34	-0:27	3:09	5:05	-1:55	3:50	4:18	-0:28	4:23	3:25	0:57	5:46	3:58	1:48	6:48	6:01	0:47	5:55	8:03	-2:07	8:23	8:15	0:07
Newstalk ZB	10:11	11:02	-0:50	2:43	2:59	-0:15	3:15	4:15	-0:59	4:08	4:14	-0:06	5:38	6:24	-0:45	9:07	10:03	-0:56	13:19	14:31	-1:11	7:31	6:33	0:57
Radio Hauraki	5:49	4:35	1:13	4:03	3:07	0:55	4:27	4:18	0:09	5:42	4:40	1:02	5:45	4:50	0:55	6:33	5:11	1:22	9:55	5:31	4:23	5:19	5:00	0:19
Rhema	7:13	6:01	1:12	*	2:15	*	31:30	31:30	0:00	31:30	31:30	0:00	12:50	11:57	0:53	4:38	2:59	1:39	3:11	3:07	0:04	3:52	7:15	-3:22
Rock	6:37	6:27	0:09	5:59	6:51	-0:52	6:42	6:12	0:29	5:59	4:56	1:03	7:05	6:35	0:29	8:32	8:54	-0:21	4:50	5:05	-0:14	4:55	3:15	1:39
SENZ Sport	9:47	10:10	-0:22	0:30	0:15	0:15	2:37	2:00	0:37	2:37	2:00	0:37	4:00	2:34	1:26	16:38	22:52	-6:13	19:50	18:42	1:08	*	0:45	*
Star	4:00	22:47	-18:46	*	0:15	*	*	*	*	*	*	*	7:00	45:32	-38:32	7:00	45:32	-38:32	3:00	3:56	-0:56	*	*	*
Tarana	4:47	7:23	-2:36	4:06	7:38	-3:32	3:43	9:03	-5:19	5:50	8:52	-3:02	5:21	7:53	-2:32	1:03	0:24	0:39	1:15	0:15	1:00	2:33	3:49	-1:16
Te Upoko o Te Ika	1:06	2:04	-0:58	*	*	*	*	2:30	*	*	2:30	*	*	2:30	*	2:00	*	*	1:06	0:15	0:51	2:00	2:30	-0:30
The Hits	4:28	4:36	-0:08	3:17	3:09	0:07	4:26	4:18	0:07	4:28	4:16	0:11	4:25	4:31	-0:05	5:46	6:19	-0:33	7:36	7:18	0:18	4:53	4:37	0:16
The Sound	6:41	7:17	-0:35	4:51	4:55	-0:04	4:31	6:33	-2:01	6:20	7:28	-1:08	6:31	6:32	-0:01	8:04	8:04	0:00	8:29	10:10	-1:40	5:41	10:52	-5:10
ZM	3:56	3:58	-0:02	3:31	3:30	0:00	3:44	3:11	0:32	3:49	3:17	0:31	3:48	4:09	-0:21	4:37	4:58	-0:21	5:51	4:26	1:24	4:09	6:06	-1:56
MediaWorks Combo	8:16	8:45	-0:29	6:49	7:42	-0:53	6:51	7:34	-0:42	7:16	7:28	-0:12	8:06	7:38	0:28	10:03	9:35	0:27	9:52	11:40	-1:47	8:32	7:57	0:34
NZME Combo	7:57	8:14	-0:17	4:50	4:48	0:01	5:08	4:57	0:10	5:37	5:16	0:21	6:10	6:31	-0:21	9:05	9:33	-0:27	12:24	12:23	0:00	7:21	7:17	0:04
All Commercial Radio	11:53	12:20	-0:27	8:41	9:29	-0:47	9:21	9:33	-0:11	9:58	9:28	0:29	10:31	10:33	-0:01	13:21	13:59	-0:37	16:06	16:52	-0:46	10:53	10:03	0:50
Potential (000)	385.5	387.2	-1.7	92.8	92.3	0.5	149.5	152.1	-2.6	131.4	133.7	-2.3	188.5	191.6	-3.1	106.4	107.3	-0.9	81.1	81.2	-0.1	67.3	70.1	-2.8
Sample	1,530	1,567	-37	286	280	6	444	446	-2	446	440	6	712	692	20	503	498	5	405	458	-53	284	286	-2

MediaWorks Combo: Breeze, Edge, George FM, Magic, Mai FM, More FM, Rock, The Sound, Today FM (until S4 2022) or internet only listening to Humm FM

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WELLINGTON COMMERCIAL RADIO - SURVEY 1 2023

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

Survey Comparisons: 4/2022 - 1/2023

This Survey Period: Sun Sep 4 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 2023

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

	This	Last	+/-
Potential (000)	385.5	387.2	-1.7
Sample Size	1,530	1,567	-37

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

MediaWorks Combo: Breeze, Edge, George FM, Magic, Mai FM, More FM, Rock, The Sound, Today FM (until S4 2022) or internet only listening to Humm FM

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