



WELLINGTON COMMERCIAL RADIO - SURVEY 3 2023

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

Survey Comparisons: 2/2023 - 3/2023

This Survey Period: Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023

Last Survey Period: Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 2023

	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	1.0	0.7	0.3	14	1.7	0.7	1.0	1.7	0.6	1.1	1.3	0.6	0.7	1.3	0.7	0.6	0.7	0.5	0.2	0.6	0.9	-0.3	1.2	0.6	0.6	
Breeze	9.9	9.9	0.0	2	5.1	7.7	-2.6	3.8	4.1	-0.3	4.8	5.7	-0.9	8.5	7.3	1.2	14.8	13.2	1.6	13.6	13.5	0.1	7.1	7.5	-0.4	
Channel X	0.6	n.a.	*	17	0.9	n.a.	*	0.8	n.a.	*	0.8	n.a.	*	0.9	n.a.	*	0.5	n.a.	*	*	n.a.	*	0.4	n.a.	*	
Coast	4.8	5.7	-0.9	12	4.3	3.9	0.4	2.4	1.5	0.9	3.2	1.7	1.5	4.2	3.2	1.0	5.4	9.0	-3.6	5.6	11.1	-5.5	4.7	4.9	-0.2	
Edge	5.9	6.5	-0.6	8	13.3	16.6	-3.3	11.6	12.8	-1.2	9.7	8.6	1.1	7.5	7.1	0.4	2.9	2.8	0.1	1.1	1.6	-0.5	8.6	8.1	0.5	
George FM	1.2	1.8	-0.6	13	1.1	1.3	-0.2	2.4	3.8	-1.4	2.2	3.5	-1.3	2.1	3.1	-1.0	1.0	1.2	-0.2	*	*	*	2.0	5.0	-3.0	
Gold	0.3	0.5	-0.2	19	0.5	0.3	0.2	0.2	0.6	-0.4	0.4	0.8	-0.4	0.4	0.7	-0.3	0.3	0.5	-0.2	*	0.4	*	0.2	0.1	0.1	
Gold Sport	0.1	0.1	0.0	23	0.3	0.2	0.1	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	0.1	*	*	0.2	0.1	0.1	*	0.1	*	
Life FM	0.9	0.8	0.1	16	1.7	2.0	-0.3	1.6	1.7	-0.1	1.6	1.3	0.3	1.3	1.1	0.2	0.4	0.3	0.1	0.1	*	*	0.7	0.7	0.0	
Magic	7.5	6.2	1.3	5	1.6	0.9	0.7	1.3	0.5	0.8	1.3	0.7	0.6	1.8	1.9	-0.1	3.3	5.8	-2.5	16.5	13.6	2.9	3.6	3.8	-0.2	
Mai FM	8.6	6.0	2.6	3	18.6	12.3	6.3	17.9	13.2	4.7	16.5	11.8	4.7	11.8	8.0	3.8	2.4	0.8	1.6	0.5	0.6	-0.1	7.1	3.7	3.4	
More FM	5.1	5.8	-0.7	11	5.1	5.6	-0.5	4.4	3.9	0.5	4.9	5.9	-1.0	5.4	7.4	-2.0	7.4	7.4	0.0	5.9	4.6	1.3	9.1	12.6	-3.5	
Newstalk ZB	15.7	15.3	0.4	1	2.8	4.1	-1.3	5.3	4.4	0.9	5.6	5.2	0.4	8.1	8.7	-0.6	19.4	17.5	1.9	26.3	22.9	3.4	7.1	14.3	-7.2	
Radio Hauraki	5.4	4.1	1.3	9	3.0	3.8	-0.8	4.0	3.6	0.4	5.9	5.3	0.6	7.5	5.8	1.7	7.8	5.1	2.7	4.2	2.5	1.7	8.4	3.8	4.6	
Rhema	1.0	0.5	0.5	14	0.6	0.5	0.1	0.9	0.6	0.3	0.8	0.5	0.3	1.4	0.6	0.8	1.7	0.6	1.1	0.6	0.4	0.2	2.4	*	*	
Rock	8.1	7.2	0.9	4	10.1	8.3	1.8	15.3	14.0	1.3	14.5	12.5	2.0	11.9	10.5	1.4	5.9	5.3	0.6	2.5	3.0	-0.5	10.2	7.0	3.2	
SENZ Sport	0.6	0.6	0.0	17	0.2	0.2	0.0	*	0.1	*	0.2	0.3	-0.1	0.4	0.4	0.0	0.4	0.3	0.1	1.1	0.8	0.3	0.2	0.3	-0.1	
Star	0.3	0.4	-0.1	19	0.2	0.2	0.0	*	*	*	*	*	*	0.4	0.4	0.0	0.5	0.6	-0.1	0.4	0.4	0.0	*	*	*	
Tarana	0.3	0.4	-0.1	19	0.8	0.5	0.3	0.6	0.5	0.1	0.6	0.5	0.1	0.4	0.3	0.1	*	*	*	*	0.1	*	0.1	0.1	0.0	
Te Upoko o Te Ika	0.2	*	*	22	0.2	0.1	0.1	0.5	*	*	0.5	*	*	0.3	*	*	*	*	*	*	*	*	*	0.1	0.1	*
The Hits	7.1	6.8	0.3	6	8.5	7.5	1.0	7.3	7.0	0.3	8.4	8.7	-0.3	8.5	8.4	0.1	8.4	6.7	1.7	6.0	5.7	0.3	10.7	8.5	2.2	
The Sound	5.2	7.1	-1.9	10	3.6	5.3	-1.7	2.1	3.7	-1.6	2.7	4.0	-1.3	3.7	6.3	-2.6	9.3	13.5	-4.2	9.9	11.6	-1.7	4.2	5.5	-1.3	
ZM	6.5	6.7	-0.2	7	9.8	10.5	-0.7	12.2	12.2	0.0	11.6	10.7	0.9	9.1	8.6	0.5	4.3	4.3	0.0	2.3	2.9	-0.6	9.1	7.5	1.6	
MediaWorks Combo	52.2	50.7	1.5		59.7	58.4	1.3	59.5	55.9	3.6	57.5	52.6	4.9	53.7	51.6	2.1	47.5	50.1	-2.6	50.0	48.5	1.5	52.3	53.2	-0.9	
NZME Combo	40.1	39.5	0.6		29.6	30.9	-1.3	31.6	29.9	1.7	35.2	33.1	2.1	38.1	35.9	2.2	45.7	43.2	2.5	44.5	45.5	-1.0	40.2	39.8	0.4	
Potential (000)	385.5	385.5	0.0		92.8	92.8	0.0	150.3	151.0	-0.7	131.4	131.4	0.0	188.5	188.5	0.0	106.4	106.4	0.0	81.1	81.1	0.0	71.1	62.8	8.3	
Sample	1,596	1,514	82		314	287	27	523	513	10	532	521	11	780	763	17	454	458	-4	393	371	22	315	282	33	

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

MediaWorks Combo: Breeze, Channel X (from S3 2023), Edge, George FM, Magic, Mai FM, More FM, Rock, The Sound, 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 3 2023

Station Share (%) by Daypart, People 10+

Survey Comparisons: 2/2023 - 3/2023

This Survey Period: Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023

Last Survey Period: Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 2023

	This	Last	+/-
Potential (000)	385.5	385.5	0.0
Sample Size	1,596	1,514	82

	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	1.0	0.6	0.4	13	1.5	0.8	0.7	1.0	0.7	0.3	1.3	1.0	0.3	1.1	0.8	0.3	1.1	0.8	0.3	0.7	0.5	0.2
Breeze	10.8	11.3	-0.5	2	10.1	11.4	-1.3	7.9	8.4	-0.5	7.4	7.8	-0.4	11.8	9.5	2.3	9.6	7.4	2.2	11.8	10.5	1.3
Channel X	0.3	n.a.	*	19	0.2	n.a.	*	0.3	n.a.	*	0.7	n.a.	*	0.1	n.a.	*	0.5	n.a.	*	1.4	n.a.	*
Coast	4.4	4.9	-0.5	11	6.6	7.6	-1.0	5.7	7.1	-1.4	3.9	5.1	-1.2	2.9	3.5	-0.6	1.8	3.3	-1.5	4.3	5.0	-0.7
Edge	6.6	6.3	0.3	6	5.8	5.9	-0.1	5.3	7.1	-1.8	7.1	8.5	-1.4	3.9	5.2	-1.3	7.9	7.1	0.8	5.5	5.9	-0.4
George FM	1.0	1.5	-0.5	13	1.5	1.9	-0.4	1.7	2.7	-1.0	0.9	1.4	-0.5	1.1	2.7	-1.6	1.7	1.6	0.1	1.0	1.0	0.0
Gold	0.1	0.3	-0.2	22	0.1	0.7	-0.6	0.2	0.4	-0.2	0.3	0.1	0.2	0.7	0.8	-0.1	0.1	1.0	-0.9	0.6	0.7	-0.1
Gold Sport	0.1	*	*	22	*	*	*	0.1	0.1	0.0	0.1	*	*	0.5	0.3	0.2	0.1	0.1	0.0	0.3	0.2	0.1
Life FM	0.3	0.6	-0.3	19	1.0	0.9	0.1	1.1	0.8	0.3	1.3	0.9	0.4	0.8	0.8	0.0	0.9	1.5	-0.6	1.0	0.9	0.1
Magic	4.9	4.7	0.2	9	10.5	7.6	2.9	8.9	6.2	2.7	5.6	4.8	0.8	6.5	6.0	0.5	2.6	7.3	-4.7	8.6	7.4	1.2
Mai FM	10.6	7.2	3.4	3	7.0	5.4	1.6	9.5	8.3	1.2	8.4	5.3	3.1	9.4	5.0	4.4	5.0	4.5	0.5	7.5	4.1	3.4
More FM	5.5	4.5	1.0	8	4.9	5.5	-0.6	5.8	7.6	-1.8	5.8	7.2	-1.4	4.9	6.1	-1.2	3.9	2.8	1.1	4.1	5.3	-1.2
Newstalk ZB	20.5	21.9	-1.4	1	12.6	11.6	1.0	12.8	9.5	3.3	14.3	15.0	-0.7	16.0	15.2	0.8	35.2	28.6	6.6	14.0	14.8	-0.8
Radio Hauraki	4.8	3.7	1.1	10	5.1	2.8	2.3	6.3	4.9	1.4	6.9	5.0	1.9	2.7	4.4	-1.7	2.3	3.2	-0.9	5.7	4.4	1.3
Rhema	0.6	0.1	0.5	15	1.4	0.4	1.0	1.0	0.7	0.3	1.5	0.6	0.9	0.3	0.2	0.1	0.9	0.8	0.1	0.9	0.7	0.2
Rock	8.7	8.0	0.7	4	8.8	7.8	1.0	7.7	7.3	0.4	10.1	8.9	1.2	6.4	4.2	2.2	4.7	7.1	-2.4	7.0	5.9	1.1
SENZ Sport	0.6	0.6	0.0	15	0.7	0.5	0.2	0.5	0.6	-0.1	0.6	0.8	-0.2	0.1	0.1	0.0	0.5	0.1	0.4	0.7	0.7	0.0
Star	0.2	0.2	0.0	21	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0	2.1	2.2	-0.1	0.1	0.7	-0.6	0.6	0.5	0.1
Tarana	0.4	0.6	-0.2	18	0.1	0.3	-0.2	0.1	0.2	-0.1	0.2	0.1	0.1	0.4	0.6	-0.2	0.9	1.2	-0.3	0.4	0.4	0.0
Te Upoko o Te Ika	0.5	0.1	0.4	17	*	*	*	*	*	*	*	*	*	0.1	0.1	0.0	0.2	0.1	0.1	0.2	*	*
The Hits	6.0	5.8	0.2	7	6.9	6.2	0.7	7.9	6.8	1.1	6.5	6.0	0.5	10.4	9.7	0.7	7.5	5.1	2.4	7.2	8.3	-1.1
The Sound	2.7	5.0	-2.3	12	6.4	9.1	-2.7	5.9	7.7	-1.8	5.9	7.5	-1.6	5.8	10.3	-4.5	2.7	2.7	0.0	5.7	7.0	-1.3
ZM	7.5	7.2	0.3	5	4.8	5.6	-0.8	5.7	5.8	-0.1	8.2	7.5	0.7	8.5	6.8	1.7	4.3	8.0	-3.7	6.6	7.4	-0.8
MediaWorks Combo	51.1	48.6	2.5		55.2	54.7	0.5	53.0	55.3	-2.3	52.1	51.4	0.7	49.9	49.1	0.8	38.8	40.8	-2.0	52.7	47.4	5.3
NZME Combo	43.4	44.2	-0.8		36.2	34.5	1.7	38.7	34.6	4.1	40.3	39.0	1.3	41.7	41.0	0.7	51.7	49.3	2.4	39.1	41.4	-2.3

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

MediaWorks Combo: Breeze, Channel X (from S3 2023), Edge, George FM, Magic, Mai FM, More FM, Rock, The Sound, 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 3 2023

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

Survey Comparisons: 2/2023 - 3/2023

This Survey Period: Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023

Last Survey Period: Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 2023

	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	10.4	8.2	2.2	13	3.7	2.7	1.0	5.0	2.8	2.2	3.4	2.2	1.2	5.5	4.6	0.9	2.9	2.9	0.0	1.2	0.9	0.3	2.2	2.1	0.1
Breeze	46.9	53.1	-6.2	2	9.0	9.1	-0.1	11.6	12.8	-1.2	10.1	11.4	-1.3	20.8	22.4	-1.6	20.9	23.3	-2.4	14.1	16.1	-2.0	9.9	8.4	1.5
Channel X	5.3	n.a.	*	17	1.2	n.a.	*	2.2	n.a.	*	2.7	n.a.	*	4.1	n.a.	*	1.4	n.a.	*	*	n.a.	*	0.7	n.a.	*
Coast	25.7	27.5	-1.8	10	3.5	3.5	0.0	4.5	5.1	-0.6	6.2	5.6	0.6	11.8	11.1	0.7	10.0	11.8	-1.8	7.6	9.7	-2.1	5.2	3.4	1.8
Edge	44.3	46.0	-1.7	5	16.1	17.6	-1.5	27.7	28.3	-0.6	21.9	20.4	1.5	25.6	24.0	1.6	6.0	6.8	-0.8	2.4	3.9	-1.5	9.0	7.4	1.6
George FM	6.9	7.1	-0.2	15	1.5	2.0	-0.5	4.5	4.5	0.0	4.2	3.6	0.6	5.0	4.9	0.1	0.8	1.3	-0.5	0.3	0.2	0.1	1.2	1.6	-0.4
Gold	5.4	6.8	-1.4	16	1.2	0.6	0.6	1.6	1.8	-0.2	2.1	2.7	-0.6	4.0	4.5	-0.5	1.9	3.1	-1.2	0.2	1.7	-1.5	0.6	0.4	0.2
Gold Sport	1.9	0.8	1.1	23	0.9	0.4	0.5	*	*	*	0.2	0.2	0.0	0.6	0.4	0.2	0.5	0.2	0.3	0.4	0.1	0.3	*	0.2	*
Life FM	9.1	7.3	1.8	14	3.6	4.0	-0.4	3.8	3.9	-0.1	3.7	2.5	1.2	5.1	3.1	2.0	1.7	0.6	1.1	0.4	0.2	0.2	2.3	1.2	1.1
Magic	22.0	20.7	1.3	11	1.3	0.6	0.7	3.3	1.9	1.4	3.7	2.5	1.2	4.6	3.9	0.7	5.0	6.7	-1.7	11.3	11.5	-0.2	2.6	1.3	1.3
Mai FM	36.8	26.9	9.9	6	12.7	8.9	3.8	21.1	18.8	2.3	18.6	15.1	3.5	22.4	16.9	5.5	5.1	2.9	2.2	1.3	1.1	0.2	9.0	4.3	4.7
More FM	30.2	30.9	-0.7	8	8.1	7.5	0.6	14.9	12.8	2.1	12.7	12.7	0.0	16.8	18.1	-1.3	7.6	7.7	-0.1	5.1	5.0	0.1	6.8	7.5	-0.7
Newstalk ZB	49.0	51.3	-2.3	1	5.8	6.7	-0.9	10.5	12.6	-2.1	11.4	11.5	-0.1	21.0	21.4	-0.4	19.9	19.5	0.4	16.4	17.0	-0.6	7.7	8.2	-0.5
Radio Hauraki	29.2	27.8	1.4	9	5.8	5.9	-0.1	9.4	12.5	-3.1	12.4	13.4	-1.0	19.4	19.8	-0.4	10.0	8.1	1.9	3.7	2.1	1.6	7.1	5.5	1.6
Rhema	3.9	3.2	0.7	18	1.0	0.6	0.4	1.0	0.4	0.6	0.8	0.2	0.6	1.4	1.1	0.3	1.4	1.7	-0.3	1.5	1.5	0.0	0.6	0.2	0.4
Rock	31.0	35.1	-4.1	7	5.0	6.5	-1.5	16.5	19.3	-2.8	17.9	18.8	-0.9	23.3	25.6	-2.3	7.8	9.2	-1.4	2.7	3.0	-0.3	7.8	8.3	-0.5
SENZ Sport	3.0	2.8	0.2	20	1.0	0.7	0.3	0.3	0.5	-0.2	0.5	0.7	-0.2	1.4	1.4	0.0	0.8	0.8	0.0	0.5	0.4	0.1	0.2	0.3	-0.1
Star	2.3	1.9	0.4	22	0.7	0.5	0.2	0.5	0.3	0.2	0.5	0.3	0.2	0.8	0.8	0.0	0.3	0.5	-0.2	0.9	0.4	0.5	0.2	*	*
Tarana	3.6	4.3	-0.7	19	1.8	1.9	-0.1	1.8	2.0	-0.2	1.6	1.4	0.2	1.6	1.4	0.2	*	0.3	*	0.3	0.6	-0.3	0.3	0.6	-0.3
Te Upoko o Te Ika	2.4	1.2	1.2	21	0.9	0.8	0.1	1.1	0.3	0.8	1.1	0.3	0.8	1.4	0.3	1.1	0.3	0.2	0.1	0.2	0.2	0.0	*	0.2	*
The Hits	45.7	49.1	-3.4	4	14.8	13.2	1.6	19.3	19.6	-0.3	17.9	19.8	-1.9	25.3	29.1	-3.8	11.3	14.1	-2.8	5.3	6.6	-1.3	9.9	10.4	-0.5
The Sound	20.7	28.8	-8.1	12	4.2	7.0	-2.8	4.4	7.9	-3.5	4.4	5.4	-1.0	8.0	10.7	-2.7	10.3	13.4	-3.1	8.6	10.6	-2.0	3.5	3.4	0.1
ZM	46.1	48.3	-2.2	3	13.0	15.3	-2.3	27.4	29.3	-1.9	24.6	23.9	0.7	30.4	29.4	1.0	8.0	8.3	-0.3	2.6	3.4	-0.8	10.8	9.1	1.7
MediaWorks Combo	173.1	170.9	2.2		36.1	36.7	-0.6	71.5	71.1	0.4	66.4	62.0	4.4	93.8	87.3	6.5	50.7	50.4	0.3	36.1	37.6	-1.5	36.7	29.2	7.5
NZME Combo	152.4	166.1	-13.7		31.4	33.9	-2.5	54.4	63.4	-9.0	54.8	60.6	-5.8	82.9	89.9	-7.0	48.1	51.3	-3.2	30.7	33.8	-3.1	32.3	31.5	0.8
All Commercial Radio	257.7	261.7	-4.0		51.9	56.3	-4.4	98.8	104.2	-5.4	95.1	95.0	0.1	139.2	138.3	0.9	78.9	78.5	0.4	56.0	54.2	1.8	53.0	48.0	5.0
Potential (000)	385.5	385.5	0.0		92.8	92.8	0.0	150.3	151.0	-0.7	131.4	131.4	0.0	188.5	188.5	0.0	106.4	106.4	0.0	81.1	81.1	0.0	71.1	62.8	8.3
Sample	1,596	1,514	82		314	287	27	523	513	10	532	521	11	780	763	17	454	458	-4	393	371	22	315	282	33

MediaWorks Combo: Breeze, Channel X (from S3 2023), Edge, George FM, Magic, Mai FM, More FM, Rock, The Sound, 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 3 2023

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

Survey Comparisons: 2/2023 - 3/2023

This Survey Period: Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023

Last Survey Period: Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 2023

	This	Last	+/-
Potential (000)	385.5	385.5	0.0
Sample Size	1,596	1,514	82

	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	5.5	3.5	2.0	13	3.9	2.4	1.5	1.6	1.4	0.2	4.5	3.4	1.1	2.9	1.5	1.4	1.5	1.2	0.3	4.0	3.1	0.9
Breeze	23.0	27.3	-4.3	4	20.4	21.6	-1.2	20.9	21.6	-0.7	18.9	22.3	-3.4	7.1	8.7	-1.6	4.8	4.5	0.3	29.7	29.5	0.2
Channel X	1.7	n.a.	*	16	1.1	n.a.	*	1.9	n.a.	*	2.7	n.a.	*	0.4	n.a.	*	0.8	n.a.	*	3.4	n.a.	*
Coast	10.8	11.6	-0.8	10	11.6	11.9	-0.3	13.0	12.8	0.2	8.3	10.2	-1.9	3.0	3.9	-0.9	1.3	1.9	-0.6	15.5	16.2	-0.7
Edge	20.3	19.9	0.4	6	13.6	15.1	-1.5	16.3	18.3	-2.0	17.4	17.2	0.2	7.6	8.8	-1.2	4.5	3.7	0.8	25.6	27.5	-1.9
George FM	2.1	2.3	-0.2	15	2.7	2.8	-0.1	3.3	4.6	-1.3	2.1	2.9	-0.8	1.2	2.0	-0.8	1.2	1.5	-0.3	4.0	4.0	0.0
Gold	1.4	1.7	-0.3	19	1.0	2.0	-1.0	1.3	1.8	-0.5	1.5	0.8	0.7	1.1	0.6	0.5	0.1	1.0	-0.9	3.7	4.1	-0.4
Gold Sport	0.4	0.1	0.3	23	*	*	*	0.5	0.3	0.2	0.5	0.1	0.4	0.3	0.2	0.1	0.1	0.1	0.0	1.3	0.8	0.5
Life FM	2.6	2.6	0.0	14	3.7	3.4	0.3	4.9	3.6	1.3	4.0	2.5	1.5	0.7	0.6	0.1	0.9	1.4	-0.5	3.5	3.4	0.1
Magic	10.7	10.7	0.0	11	13.0	12.6	0.4	12.6	11.2	1.4	10.3	8.4	1.9	5.0	4.6	0.4	2.6	2.1	0.5	14.7	14.1	0.6
Mai FM	23.6	17.9	5.7	3	12.9	10.8	2.1	16.1	13.8	2.3	19.1	14.0	5.1	7.4	5.9	1.5	3.5	2.4	1.1	22.4	15.2	7.2
More FM	13.5	13.4	0.1	8	8.8	11.0	-2.2	14.0	14.7	-0.7	13.3	15.1	-1.8	6.6	8.0	-1.4	3.0	2.8	0.2	15.5	16.6	-1.1
Newstalk ZB	33.9	38.2	-4.3	1	21.1	22.1	-1.0	22.9	19.4	3.5	21.7	23.4	-1.7	10.2	9.7	0.5	10.3	10.2	0.1	30.3	29.4	0.9
Radio Hauraki	13.0	12.8	0.2	9	8.6	6.1	2.5	11.3	11.4	-0.1	14.2	11.0	3.2	6.3	5.7	0.6	2.3	1.9	0.4	19.2	18.1	1.1
Rhema	1.7	1.3	0.4	16	1.5	1.6	-0.1	2.2	1.5	0.7	1.6	1.2	0.4	0.7	0.6	0.1	0.9	0.7	0.2	2.7	1.7	1.0
Rock	19.3	20.4	-1.1	7	12.0	13.3	-1.3	12.9	12.6	0.3	14.5	14.8	-0.3	6.0	6.3	-0.3	3.6	4.1	-0.5	19.0	18.2	0.8
SENZ Sport	1.0	1.0	0.0	21	1.1	0.7	0.4	1.0	1.6	-0.6	1.1	1.4	-0.3	0.4	0.1	0.3	0.5	0.1	0.4	2.4	1.9	0.5
Star	1.0	1.3	-0.3	21	0.7	0.5	0.2	0.6	0.6	0.0	0.6	0.4	0.2	0.7	0.7	0.0	0.3	0.5	-0.2	2.2	1.5	0.7
Tarana	1.5	1.9	-0.4	18	0.8	2.0	-1.2	1.2	1.4	-0.2	1.0	0.9	0.1	0.6	1.1	-0.5	1.3	0.9	0.4	2.1	2.8	-0.7
Te Upoko o Te Ika	1.2	0.3	0.9	20	0.3	0.1	0.2	0.1	0.1	0.0	0.1	0.1	0.0	0.7	0.6	0.1	0.1	0.1	0.0	2.1	0.9	1.2
The Hits	20.4	21.2	-0.8	5	15.3	15.3	0.0	19.2	20.5	-1.3	18.6	19.8	-1.2	10.9	11.2	-0.3	4.9	4.2	0.7	23.1	28.7	-5.6
The Sound	10.4	14.0	-3.6	12	8.2	12.8	-4.6	10.2	11.8	-1.6	8.1	12.6	-4.5	3.3	5.2	-1.9	1.3	3.3	-2.0	14.2	16.7	-2.5
ZM	25.6	27.0	-1.4	2	15.4	16.0	-0.6	17.5	17.8	-0.3	22.3	23.0	-0.7	5.9	7.9	-2.0	2.9	3.0	-0.1	26.8	28.4	-1.6
MediaWorks Combo	104.7	103.7	1.0		76.1	81.9	-5.8	85.7	86.3	-0.6	91.4	90.4	1.0	39.0	41.8	-2.8	21.3	18.4	2.9	124.0	116.9	7.1
NZME Combo	93.9	102.5	-8.6		64.3	66.6	-2.3	73.2	75.4	-2.2	78.2	79.5	-1.3	34.9	36.6	-1.7	19.9	20.6	-0.7	98.8	108.6	-9.8
All Commercial Radio	178.6	183.7	-5.1		130.0	137.3	-7.3	146.1	149.0	-2.9	156.2	157.6	-1.4	72.4	78.3	-5.9	38.6	37.8	0.8	196.8	197.9	-1.1

MediaWorks Combo: Breeze, Channel X (from S3 2023), Edge, George FM, Magic, Mai FM, More FM, Rock, The Sound, 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 3 2023

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

Survey Comparisons: 2/2023 - 3/2023

This Survey Period: Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023

Last Survey Period: Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 2023

	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	3:14	2:36	0:37	2:04	1:14	0:50	3:16	2:11	1:05	3:57	2:40	1:16	3:41	2:16	1:25	2:51	1:56	0:55	4:42	8:11	-3:29	3:24	1:35	1:48
Breeze	6:46	5:36	1:09	2:31	3:57	-1:25	3:09	3:07	0:02	4:46	4:50	-0:03	6:32	4:47	1:44	8:04	5:54	2:10	8:43	6:56	1:47	4:34	4:44	-0:09
Channel X	3:24	n.a.	*	3:21	n.a.	*	3:22	n.a.	*	3:02	n.a.	*	3:25	n.a.	*	4:08	n.a.	*	*	n.a.	*	3:58	n.a.	*
Coast	5:56	6:10	-0:14	5:20	5:06	0:14	5:11	2:47	2:24	5:03	3:02	2:01	5:41	4:12	1:28	6:10	7:59	-1:48	6:37	9:25	-2:47	5:43	7:32	-1:49
Edge	4:16	4:15	0:00	3:40	4:23	-0:42	4:03	4:26	-0:23	4:23	4:05	0:18	4:39	4:19	0:19	5:28	4:24	1:04	4:21	3:19	1:01	6:08	5:47	0:20
George FM	5:40	7:22	-1:42	3:08	2:59	0:09	5:12	8:15	-3:03	5:12	9:26	-4:13	6:44	9:24	-2:40	14:48	9:19	5:28	1:13	1:45	-0:31	10:58	16:42	-5:44
Gold	1:46	2:14	-0:27	1:51	2:30	-0:39	1:12	3:26	-2:14	1:55	3:04	-1:08	1:44	2:22	-0:37	1:33	1:34	-0:01	2:00	1:45	0:14	2:27	1:22	1:05
Gold Sport	2:08	3:15	-1:06	1:28	2:35	-1:06	*	*	*	3:00	3:00	0:00	1:44	2:27	-0:43	1:17	1:45	-0:27	4:25	7:45	-3:19	*	1:45	*
Life FM	3:12	3:28	-0:15	2:05	2:23	-0:17	4:11	4:20	-0:09	4:29	5:03	-0:34	4:02	5:00	-0:58	2:52	4:47	-1:55	2:36	1:30	1:06	2:04	2:52	-0:47
Magic	10:55	9:03	1:52	5:22	6:35	-1:13	3:38	2:49	0:48	3:30	2:30	0:59	6:05	7:09	-1:03	7:22	9:03	-1:40	13:11	9:45	3:26	8:43	14:50	-6:06
Mai FM	7:28	6:42	0:46	6:32	6:26	0:06	8:11	6:53	1:18	8:48	7:34	1:13	8:20	6:59	1:20	5:24	2:55	2:28	3:13	4:19	-1:05	5:03	4:27	0:35
More FM	5:23	5:36	-0:12	2:47	3:27	-0:40	2:50	2:58	-0:07	3:52	4:31	-0:39	5:08	6:01	-0:52	11:06	10:04	1:02	10:37	7:36	3:01	8:27	8:49	-0:21
Newstalk ZB	10:13	8:55	1:17	2:10	2:52	-0:41	4:52	3:24	1:28	4:53	4:23	0:29	6:09	5:59	0:10	11:06	9:21	1:45	14:34	11:09	3:24	5:54	9:06	-3:11
Radio Hauraki	5:56	4:27	1:29	2:17	2:57	-0:40	4:05	2:50	1:15	4:44	3:48	0:55	6:10	4:18	1:51	8:53	6:30	2:23	10:18	10:06	0:11	7:34	3:34	4:00
Rhema	8:03	4:35	3:28	2:46	3:32	-0:46	9:21	15:39	-6:17	9:46	21:30	-11:44	16:34	8:18	8:16	13:54	3:43	10:11	3:46	2:19	1:26	23:48	0:30	23:18
Rock	8:18	6:10	2:07	8:58	5:55	3:03	8:56	7:06	1:50	8:04	6:28	1:35	8:08	6:00	2:08	8:38	6:01	2:37	8:29	8:14	0:14	8:24	4:25	3:59
SENZ Sport	6:13	6:03	0:09	1:01	1:09	-0:07	0:30	2:02	-1:32	3:00	3:37	-0:36	4:14	4:33	-0:19	5:02	4:34	0:27	21:11	15:04	6:06	6:30	6:30	0:00
Star	4:35	5:40	-1:04	1:25	1:39	-0:13	0:39	0:15	0:24	0:39	0:15	0:24	7:35	8:23	-0:47	18:45	12:31	6:13	4:35	8:16	-3:40	0:30	*	*
Tarana	2:35	2:36	-0:00	1:55	1:18	0:36	3:10	2:31	0:39	3:41	3:22	0:19	3:41	3:22	0:19	*	1:15	*	0:45	1:00	-0:15	2:30	1:18	1:11
Te Upoko o Te Ika	2:19	0:58	1:20	0:55	0:53	0:02	4:05	0:30	3:35	4:05	0:30	3:35	3:25	0:30	2:55	0:45	2:00	-1:15	0:30	2:00	-1:30	*	2:00	*
The Hits	4:59	4:10	0:48	2:34	2:36	-0:02	3:39	3:31	0:08	4:39	4:16	0:22	5:20	4:15	1:05	8:26	4:58	3:27	10:19	7:07	3:12	6:55	4:18	2:36
The Sound	7:56	7:27	0:29	3:50	3:30	0:19	4:43	4:35	0:08	6:06	7:04	-0:57	7:24	8:38	-1:13	10:16	10:33	-0:17	10:26	9:07	1:19	7:40	8:23	-0:42
ZM	4:32	4:11	0:21	3:20	3:10	0:09	4:18	4:04	0:13	4:41	4:22	0:19	4:45	4:18	0:27	6:08	5:27	0:40	7:50	7:09	0:40	5:23	4:18	1:04
MediaWorks Combo	9:37	8:53	0:43	7:22	7:22	-0:00	8:01	7:43	0:18	8:36	8:14	0:21	9:05	8:41	0:24	10:40	10:22	0:17	12:34	10:41	1:53	9:07	9:34	-0:27
NZME Combo	8:24	7:08	1:16	4:11	4:13	-0:01	5:36	4:38	0:58	6:23	5:19	1:04	7:18	5:52	1:26	10:48	8:46	2:01	13:10	11:10	2:00	7:57	6:38	1:18
All Commercial Radio	12:23	11:27	0:55	8:34	8:13	0:20	9:46	9:25	0:21	10:26	10:14	0:12	11:25	10:37	0:48	14:26	13:18	1:08	16:13	15:16	0:56	12:04	10:57	1:07
Potential (000)	385.5	385.5	0.0	92.8	92.8	0.0	150.3	151.0	-0.7	131.4	131.4	0.0	188.5	188.5	0.0	106.4	106.4	0.0	81.1	81.1	0.0	71.1	62.8	8.3
Sample	1,596	1,514	82	314	287	27	523	513	10	532	521	11	780	763	17	454	458	-4	393	371	22	315	282	33

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WELLINGTON COMMERCIAL RADIO - SURVEY 3 2023

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

Survey Comparisons: 2/2023 - 3/2023

This Survey Period: Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023

Last Survey Period: Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 2023

	This	Last	+/-
Potential (000)	385.5	385.5	0.0
Sample Size	1,596	1,514	82

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

MediaWorks Combo: Breeze, Channel X (from S3 2023), Edge, George FM, Magic, Mai FM, More FM, Rock, The Sound, 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