



WELLINGTON COMMERCIAL RADIO - SURVEY 2 2023

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

Survey Comparisons: 1/2023 - 2/2023

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

Last Survey Period: Sun Sep 4 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 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	0.7	0.5	0.2	15	0.7	0.5	0.2	0.6	0.3	0.3	0.6	0.3	0.3	0.7	0.6	0.1	0.5	0.8	-0.3	0.9	0.3	0.6	0.6	1.3	-0.7	
Breeze	9.9	10.6	-0.7	2	7.7	9.2	-1.5	4.1	4.5	-0.4	5.7	8.4	-2.7	7.3	7.7	-0.4	13.2	12.9	0.3	13.5	15.4	-1.9	7.5	8.0	-0.5	
Coast	5.7	5.5	0.2	11	3.9	5.0	-1.1	1.5	3.1	-1.6	1.7	3.1	-1.4	3.2	4.0	-0.8	9.0	8.0	1.0	11.1	8.8	2.3	4.9	6.5	-1.6	
Edge	6.5	5.9	0.6	7	16.6	14.9	1.7	12.8	12.8	0.0	8.6	8.6	0.0	7.1	7.5	-0.4	2.8	2.9	-0.1	1.6	0.6	1.0	8.1	9.2	-1.1	
George FM	1.8	0.8	1.0	13	1.3	2.4	-1.1	3.8	1.8	2.0	3.5	1.0	2.5	3.1	0.7	2.4	1.2	0.1	1.1	*	0.2	*	5.0	0.3	4.7	
Gold	0.5	0.4	0.1	17	0.3	0.2	0.1	0.6	0.6	0.0	0.8	0.6	0.2	0.7	0.5	0.2	0.5	0.4	0.1	0.4	0.3	0.1	0.1	0.2	-0.1	
Gold Sport	0.1	0.1	0.0	21	0.2	0.1	0.1	*	*	*	0.1	*	*	0.1	0.1	0.0	*	0.2	*	0.1	0.1	0.0	0.1	0.2	-0.1	
Life FM	0.8	1.2	-0.4	14	2.0	1.7	0.3	1.7	2.8	-1.1	1.3	2.4	-1.1	1.1	1.9	-0.8	0.3	0.5	-0.2	*	*	*	0.7	2.4	-1.7	
Magic	6.2	5.0	1.2	8	0.9	0.5	0.4	0.5	1.1	-0.6	0.7	1.8	-1.1	1.9	2.6	-0.7	5.8	5.5	0.3	13.6	9.2	4.4	3.8	3.0	0.8	
Mai FM	6.0	2.9	3.1	9	12.3	7.6	4.7	13.2	7.7	5.5	11.8	5.5	6.3	8.0	3.6	4.4	0.8	0.3	0.5	0.6	0.3	0.3	3.7	2.1	1.6	
More FM	5.8	5.2	0.6	10	5.6	5.2	0.4	3.9	4.2	-0.3	5.9	4.2	1.7	7.4	6.5	0.9	7.4	6.8	0.6	4.6	4.0	0.6	12.6	11.0	1.6	
Newstalk ZB	15.3	20.2	-4.9	1	4.1	4.2	-0.1	4.4	4.7	-0.3	5.2	6.1	-0.9	8.7	9.8	-1.1	17.5	18.7	-1.2	22.9	31.2	-8.3	14.3	13.9	0.4	
Radio Hauraki	4.1	5.4	-1.3	12	3.8	4.4	-0.6	3.6	6.0	-2.4	5.3	9.6	-4.3	5.8	8.5	-2.7	5.1	4.8	0.3	2.5	2.7	-0.2	3.8	6.9	-3.1	
Rhema	0.5	0.6	-0.1	17	0.5	*	*	0.6	1.0	-0.4	0.5	1.1	-0.6	0.6	1.0	-0.4	0.6	0.8	-0.2	0.4	0.5	-0.1	*	0.2	*	
Rock	7.2	6.9	0.3	3	8.3	9.0	-0.7	14.0	12.3	1.7	12.5	10.4	2.1	10.5	11.1	-0.6	5.3	7.3	-2.0	3.0	1.6	1.4	7.0	5.9	1.1	
SENZ Sport	0.6	0.8	-0.2	16	0.2	*	*	0.1	0.2	-0.1	0.3	0.2	0.1	0.4	0.3	0.1	0.3	1.6	-1.3	0.8	1.6	-0.8	0.3	*	*	
Star	0.4	0.1	0.3	19	0.2	*	*	*	*	*	*	*	*	0.4	0.2	0.2	0.6	0.3	0.3	0.4	0.1	0.3	*	*	*	
Tarana	0.4	0.7	-0.3	19	0.5	1.7	-1.2	0.5	1.2	-0.7	0.5	1.1	-0.6	0.3	0.7	-0.4	*	*	*	0.1	*	*	0.1	0.7	-0.6	
Te Upoko o Te Ika	*	*	*	*	0.1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.1	0.1	0.0
The Hits	6.8	6.7	0.1	5	7.5	9.4	-1.9	7.0	8.7	-1.7	8.7	9.2	-0.5	8.4	8.6	-0.2	6.7	6.8	-0.1	5.7	4.4	1.3	8.5	9.4	-0.9	
The Sound	7.1	5.9	1.2	4	5.3	6.4	-1.1	3.7	4.3	-0.6	4.0	4.3	-0.3	6.3	5.6	0.7	13.5	9.1	4.4	11.6	7.9	3.7	5.5	3.4	2.1	
ZM	6.7	6.9	-0.2	6	10.5	13.2	-2.7	12.2	12.4	-0.2	10.7	9.7	1.0	8.6	8.4	0.2	4.3	5.4	-1.1	2.9	3.5	-0.6	7.5	7.5	0.0	
MediaWorks Combo	50.7	43.2	7.5		58.4	55.6	2.8	55.9	48.7	7.2	52.6	44.2	8.4	51.6	45.3	6.3	50.1	44.9	5.2	48.5	39.1	9.4	53.2	42.9	10.3	
NZME Combo	39.5	45.4	-5.9		30.9	37.0	-6.1	29.9	36.3	-6.4	33.1	39.0	-5.9	35.9	40.4	-4.5	43.2	44.4	-1.2	45.5	50.9	-5.4	39.8	45.8	-6.0	
Potential (000)	385.5	385.5	0.0		92.8	92.8	0.0	151.0	149.5	1.5	131.4	131.4	0.0	188.5	188.5	0.0	106.4	106.4	0.0	81.1	81.1	0.0	62.8	67.3	-4.5	
Sample	1,514	1,530	-16		287	286	1	513	444	69	521	446	75	763	712	51	458	503	-45	371	405	-34	282	284	-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, 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 2 2023

Station Share (%) by Daypart, People 10+

Survey Comparisons: 1/2023 - 2/2023

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

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

	This	Last	+/-
Potential (000)	385.5	385.5	0.0
Sample Size	1,514	1,530	-16

	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	0.6	0.5	0.1	14	0.8	0.3	0.5	0.7	0.3	0.4	1.0	0.5	0.5	0.8	0.2	0.6	0.8	*	*	0.5	0.7	-0.2
Breeze	11.3	11.7	-0.4	2	11.4	13.0	-1.6	8.4	9.3	-0.9	7.8	9.2	-1.4	9.5	6.7	2.8	7.4	7.2	0.2	10.5	11.2	-0.7
Coast	4.9	3.2	1.7	9	7.6	6.6	1.0	7.1	7.4	-0.3	5.1	4.8	0.3	3.5	6.8	-3.3	3.3	4.4	-1.1	5.0	5.4	-0.4
Edge	6.3	4.9	1.4	6	5.9	4.8	1.1	7.1	6.1	1.0	8.5	7.4	1.1	5.2	7.5	-2.3	7.1	6.0	1.1	5.9	6.4	-0.5
George FM	1.5	0.2	1.3	13	1.9	0.5	1.4	2.7	0.9	1.8	1.4	1.2	0.2	2.7	1.6	1.1	1.6	*	*	1.0	1.1	-0.1
Gold	0.3	0.3	0.0	18	0.7	0.5	0.2	0.4	0.4	0.0	0.1	0.1	0.0	0.8	0.7	0.1	1.0	0.7	0.3	0.7	0.3	0.4
Gold Sport	*	*	*	*	*	0.1	*	0.1	*	*	*	*	*	0.3	*	*	0.1	*	*	0.2	0.3	-0.1
Life FM	0.6	1.0	-0.4	14	0.9	1.6	-0.7	0.8	1.0	-0.2	0.9	0.8	0.1	0.8	1.3	-0.5	1.5	1.1	0.4	0.9	1.4	-0.5
Magic	4.7	3.4	1.3	10	7.6	4.8	2.8	6.2	5.1	1.1	4.8	4.2	0.6	6.0	6.0	0.0	7.3	5.3	2.0	7.4	6.6	0.8
Mai FM	7.2	3.4	3.8	4	5.4	2.7	2.7	8.3	2.6	5.7	5.3	2.9	2.4	5.0	2.9	2.1	4.5	4.4	0.1	4.1	2.8	1.3
More FM	4.5	4.1	0.4	11	5.5	6.2	-0.7	7.6	7.0	0.6	7.2	5.5	1.7	6.1	3.2	2.9	2.8	2.1	0.7	5.3	4.7	0.6
Newstalk ZB	21.9	27.6	-5.7	1	11.6	16.6	-5.0	9.5	11.8	-2.3	15.0	18.6	-3.6	15.2	30.6	-15.4	28.6	38.8	-10.2	14.8	18.1	-3.3
Radio Hauraki	3.7	5.0	-1.3	12	2.8	4.8	-2.0	4.9	7.5	-2.6	5.0	6.8	-1.8	4.4	3.0	1.4	3.2	3.5	-0.3	4.4	4.4	0.0
Rhema	0.1	0.4	-0.3	20	0.4	0.2	0.2	0.7	1.1	-0.4	0.6	0.7	-0.1	0.2	0.1	0.1	0.8	0.6	0.2	0.7	0.8	-0.1
Rock	8.0	7.6	0.4	3	7.8	6.9	0.9	7.3	9.2	-1.9	8.9	8.1	0.8	4.2	3.2	1.0	7.1	4.5	2.6	5.9	5.0	0.9
SENZ Sport	0.6	0.9	-0.3	14	0.5	0.5	0.0	0.6	1.0	-0.4	0.8	0.3	0.5	0.1	0.1	0.0	0.1	0.1	0.0	0.7	1.2	-0.5
Star	0.2	*	*	19	0.1	0.1	0.0	0.1	0.1	0.0	0.1	*	*	2.2	0.3	1.9	0.7	0.7	0.0	0.5	0.2	0.3
Tarana	0.6	0.4	0.2	14	0.3	0.7	-0.4	0.2	0.6	-0.4	0.1	0.8	-0.7	0.6	1.5	-0.9	1.2	1.1	0.1	0.4	0.9	-0.5
Te Upoko o Te Ika	0.1	0.1	0.0	20	*	*	*	*	*	*	*	*	*	0.1	*	*	0.1	*	*	*	*	*
The Hits	5.8	7.0	-1.2	7	6.2	5.4	0.8	6.8	7.2	-0.4	6.0	7.8	-1.8	9.7	5.8	3.9	5.1	2.9	2.2	8.3	7.2	1.1
The Sound	5.0	5.2	-0.2	8	9.1	7.2	1.9	7.7	6.6	1.1	7.5	5.3	2.2	10.3	6.7	3.6	2.7	3.0	-0.3	7.0	5.9	1.1
ZM	7.2	6.9	0.3	4	5.6	5.6	0.0	5.8	6.2	-0.4	7.5	8.0	-0.5	6.8	7.0	-0.2	8.0	9.0	-1.0	7.4	7.4	0.0
MediaWorks Combo	48.6	40.5	8.1		54.7	46.0	8.7	55.3	46.7	8.6	51.4	43.7	7.7	49.1	37.8	11.3	40.8	32.7	8.1	47.4	43.8	3.6
NZME Combo	44.2	50.7	-6.5		34.5	39.8	-5.3	34.6	40.8	-6.2	39.0	46.5	-7.5	41.0	54.0	-13.0	49.3	59.4	-10.1	41.4	43.3	-1.9

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, 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 2 2023

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

Survey Comparisons: 1/2023 - 2/2023

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

Last Survey Period: Sun Sep 4 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 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	8.2	7.5	0.7	13	2.7	2.1	0.6	2.8	2.6	0.2	2.2	2.3	-0.1	4.6	3.7	0.9	2.9	3.0	-0.1	0.9	1.5	-0.6	2.1	3.7	-1.6
Breeze	53.1	51.6	1.5	1	9.1	9.0	0.1	12.8	12.1	0.7	11.4	13.1	-1.7	22.4	24.0	-1.6	23.3	22.7	0.6	16.1	15.7	0.4	8.4	9.1	-0.7
Coast	27.5	26.6	0.9	10	3.5	3.8	-0.3	5.1	6.9	-1.8	5.6	6.1	-0.5	11.1	11.3	-0.2	11.8	10.1	1.7	9.7	9.7	0.0	3.4	4.6	-1.2
Edge	46.0	41.2	4.8	5	17.6	16.6	1.0	28.3	26.8	1.5	20.4	17.4	3.0	24.0	21.4	2.6	6.8	5.9	0.9	3.9	2.6	1.3	7.4	9.4	-2.0
George FM	7.1	7.1	0.0	15	2.0	4.6	-2.6	4.5	5.1	-0.6	3.6	1.8	1.8	4.9	2.3	2.6	1.3	0.5	0.8	0.2	0.2	0.0	1.6	1.1	0.5
Gold	6.8	4.4	2.4	16	0.6	0.4	0.2	1.8	1.3	0.5	2.7	1.6	1.1	4.5	2.6	1.9	3.1	2.1	1.0	1.7	1.5	0.2	0.4	0.5	-0.1
Gold Sport	0.8	0.9	-0.1	22	0.4	0.2	0.2	*	*	*	0.2	*	*	0.4	0.3	0.1	0.2	0.7	-0.5	0.1	0.4	-0.3	0.2	0.3	-0.1
Life FM	7.3	7.2	0.1	14	4.0	2.5	1.5	3.9	3.7	0.2	2.5	2.7	-0.2	3.1	4.2	-1.1	0.6	1.5	-0.9	0.2	0.2	0.0	1.2	1.9	-0.7
Magic	20.7	18.7	2.0	12	0.6	0.6	0.0	1.9	2.0	-0.1	2.5	3.5	-1.0	3.9	4.6	-0.7	6.7	5.5	1.2	11.5	10.7	0.8	1.3	1.6	-0.3
Mai FM	26.9	19.8	7.1	11	8.9	6.8	2.1	18.8	14.3	4.5	15.1	10.7	4.4	16.9	11.1	5.8	2.9	1.6	1.3	1.1	1.5	-0.4	4.3	2.5	1.8
More FM	30.9	30.0	0.9	7	7.5	7.6	-0.1	12.8	9.9	2.9	12.7	8.3	4.4	18.1	15.2	2.9	7.7	10.4	-2.7	5.0	6.0	-1.0	7.5	7.4	0.1
Newstalk ZB	51.3	59.0	-7.7	2	6.7	7.0	-0.3	12.6	13.0	-0.4	11.5	12.7	-1.2	21.4	23.5	-2.1	19.5	21.2	-1.7	17.0	21.0	-4.0	8.2	10.4	-2.2
Radio Hauraki	27.8	27.6	0.2	9	5.9	5.0	0.9	12.5	12.3	0.2	13.4	14.5	-1.1	19.8	20.2	-0.4	8.1	7.6	0.5	2.1	2.4	-0.3	5.5	7.3	-1.8
Rhema	3.2	2.5	0.7	18	0.6	*	*	0.4	0.3	0.1	0.2	0.3	-0.1	1.1	1.0	0.1	1.7	1.8	-0.1	1.5	1.4	0.1	0.2	0.3	-0.1
Rock	35.1	31.2	3.9	6	6.5	6.8	-0.3	19.3	16.7	2.6	18.8	15.0	3.8	25.6	21.4	4.2	9.2	8.8	0.4	3.0	2.9	0.1	8.3	6.8	1.5
SENZ Sport	2.8	2.4	0.4	19	0.7	0.2	0.5	0.5	0.6	-0.1	0.7	0.6	0.1	1.4	1.0	0.4	0.8	1.0	-0.2	0.4	0.7	-0.3	0.3	*	*
Star	1.9	1.1	0.8	20	0.5	*	*	0.3	*	*	0.3	*	*	0.8	0.4	0.4	0.5	0.4	0.1	0.4	0.2	0.2	*	*	*
Tarana	4.3	4.4	-0.1	17	1.9	1.8	0.1	2.0	2.8	-0.8	1.4	1.6	-0.2	1.4	1.8	-0.4	0.3	0.5	-0.2	0.6	0.3	0.3	0.6	1.4	-0.8
Te Upoko o Te Ika	1.2	0.3	0.9	21	0.8	*	*	0.3	*	*	0.3	*	*	0.3	*	*	0.2	0.2	0.0	0.2	0.3	-0.1	0.2	0.2	0.0
The Hits	49.1	44.6	4.5	3	13.2	13.1	0.1	19.6	17.9	1.7	19.8	17.8	2.0	29.1	26.4	2.7	14.1	12.2	1.9	6.6	5.2	1.4	10.4	10.8	-0.4
The Sound	28.8	26.3	2.5	8	7.0	6.0	1.0	7.9	8.6	-0.7	5.4	5.9	-0.5	10.7	11.6	-0.9	13.4	11.6	1.8	10.6	8.3	2.3	3.4	3.3	0.1
ZM	48.3	52.4	-4.1	4	15.3	17.0	-1.7	29.3	30.3	-1.0	23.9	21.9	2.0	29.4	29.9	-0.5	8.3	12.2	-3.9	3.4	5.3	-1.9	9.1	10.2	-1.1
MediaWorks Combo	170.9	155.4	15.5		36.7	37.1	-0.4	71.1	64.8	6.3	62.0	52.5	9.5	87.3	75.9	11.4	50.4	46.1	4.3	37.6	35.3	2.3	29.2	28.2	1.0
NZME Combo	166.1	169.8	-3.7		33.9	34.8	-0.9	63.4	64.5	-1.1	60.6	59.8	0.8	89.9	89.1	0.8	51.3	50.5	0.8	33.8	36.7	-2.9	31.5	34.9	-3.4
All Commercial Radio	261.7	250.2	11.5		56.3	52.4	3.9	104.2	97.4	6.8	95.0	86.6	8.4	138.3	129.2	9.1	78.5	77.3	1.2	54.2	55.5	-1.3	48.0	51.6	-3.6
Potential (000)	385.5	385.5	0.0		92.8	92.8	0.0	151.0	149.5	1.5	131.4	131.4	0.0	188.5	188.5	0.0	106.4	106.4	0.0	81.1	81.1	0.0	62.8	67.3	-4.5
Sample	1,514	1,530	-16		287	286	1	513	444	69	521	446	75	763	712	51	458	503	-45	371	405	-34	282	284	-2

MediaWorks Combo: Breeze, 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 2 2023

Cumulative Audience (000's) by Daypart, People 10+
 Survey Comparisons: 1/2023 - 2/2023

This Survey Period: Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 2023
 Last Survey Period: Sun Sep 4 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 2023

	This	Last	+/-
Potential (000)	385.5	385.5	0.0
Sample Size	1,514	1,530	-16

	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	3.5	1.8	1.7	13	2.4	1.4	1.0	1.4	2.4	-1.0	3.4	2.0	1.4	1.5	0.8	0.7	1.2	0.2	1.0	3.1	4.3	-1.2
Breeze	27.3	25.5	1.8	2	21.6	20.7	0.9	21.6	19.9	1.7	22.3	20.2	2.1	8.7	7.5	1.2	4.5	5.1	-0.6	29.5	28.3	1.2
Coast	11.6	8.7	2.9	11	11.9	8.8	3.1	12.8	12.8	0.0	10.2	9.6	0.6	3.9	6.4	-2.5	1.9	2.3	-0.4	16.2	16.6	-0.4
Edge	19.9	19.8	0.1	6	15.1	16.9	-1.8	18.3	19.1	-0.8	17.2	18.6	-1.4	8.8	11.8	-3.0	3.7	3.1	0.6	27.5	26.3	1.2
George FM	2.3	0.9	1.4	15	2.8	0.5	2.3	4.6	2.1	2.5	2.9	4.5	-1.6	2.0	1.6	0.4	1.5	*	*	4.0	4.6	-0.6
Gold	1.7	1.5	0.2	17	2.0	1.2	0.8	1.8	1.2	0.6	0.8	1.1	-0.3	0.6	0.7	-0.1	1.0	0.8	0.2	4.1	2.1	2.0
Gold Sport	0.1	*	*	22	*	0.2	*	0.3	*	*	0.1	*	*	0.2	*	*	0.1	*	*	0.8	0.7	0.1
Life FM	2.6	3.3	-0.7	14	3.4	3.7	-0.3	3.6	3.5	0.1	2.5	2.0	0.5	0.6	1.3	-0.7	1.4	1.0	0.4	3.4	4.1	-0.7
Magic	10.7	8.8	1.9	12	12.6	10.3	2.3	11.2	10.3	0.9	8.4	8.4	0.0	4.6	4.7	-0.1	2.1	1.7	0.4	14.1	12.3	1.8
Mai FM	17.9	10.9	7.0	7	10.8	8.9	1.9	13.8	7.6	6.2	14.0	8.4	5.6	5.9	4.1	1.8	2.4	1.9	0.5	15.2	11.0	4.2
More FM	13.4	12.8	0.6	9	11.0	11.2	-0.2	14.7	12.4	2.3	15.1	13.0	2.1	8.0	5.3	2.7	2.8	2.2	0.6	16.6	16.7	-0.1
Newstalk ZB	38.2	42.7	-4.5	1	22.1	27.1	-5.0	19.4	24.9	-5.5	23.4	29.1	-5.7	9.7	14.9	-5.2	10.2	11.8	-1.6	29.4	31.9	-2.5
Radio Hauraki	12.8	13.5	-0.7	10	6.1	7.4	-1.3	11.4	12.3	-0.9	11.0	12.7	-1.7	5.7	4.3	1.4	1.9	2.8	-0.9	18.1	16.3	1.8
Rhema	1.3	1.3	0.0	18	1.6	1.0	0.6	1.5	1.2	0.3	1.2	1.1	0.1	0.6	0.2	0.4	0.7	0.6	0.1	1.7	1.5	0.2
Rock	20.4	18.0	2.4	5	13.3	11.1	2.2	12.6	13.3	-0.7	14.8	15.9	-1.1	6.3	6.3	0.0	4.1	3.4	0.7	18.2	14.1	4.1
SENZ Sport	1.0	1.0	0.0	20	0.7	0.4	0.3	1.6	1.2	0.4	1.4	0.7	0.7	0.1	0.2	-0.1	0.1	0.2	-0.1	1.9	1.6	0.3
Star	1.3	0.2	1.1	18	0.5	0.2	0.3	0.6	0.4	0.2	0.4	*	*	0.7	0.2	0.5	0.5	0.4	0.1	1.5	0.6	0.9
Tarana	1.9	2.1	-0.2	16	2.0	2.9	-0.9	1.4	1.9	-0.5	0.9	2.0	-1.1	1.1	1.5	-0.4	0.9	0.5	0.4	2.8	3.6	-0.8
Te Upoko o Te Ika	0.3	0.2	0.1	21	0.1	*	*	0.1	*	*	0.1	*	*	0.6	*	*	0.1	*	*	0.9	0.2	0.7
The Hits	21.2	19.1	2.1	4	15.3	12.2	3.1	20.5	21.5	-1.0	19.8	16.9	2.9	11.2	7.9	3.3	4.2	3.8	0.4	28.7	24.5	4.2
The Sound	14.0	12.4	1.6	8	12.8	11.1	1.7	11.8	11.3	0.5	12.6	10.2	2.4	5.2	4.8	0.4	3.3	3.1	0.2	16.7	14.3	2.4
ZM	27.0	27.4	-0.4	3	16.0	18.2	-2.2	17.8	19.4	-1.6	23.0	25.0	-2.0	7.9	12.3	-4.4	3.0	4.3	-1.3	28.4	30.0	-1.6
MediaWorks Combo	103.7	92.5	11.2		81.9	77.8	4.1	86.3	77.9	8.4	90.4	83.4	7.0	41.8	41.1	0.7	18.4	16.4	2.0	116.9	105.5	11.4
NZME Combo	102.5	104.9	-2.4		66.6	69.4	-2.8	75.4	83.4	-8.0	79.5	86.2	-6.7	36.6	42.7	-6.1	20.6	24.3	-3.7	108.6	107.3	1.3
All Commercial Radio	183.7	176.5	7.2		137.3	134.8	2.5	149.0	146.8	2.2	157.6	154.4	3.2	78.3	82.6	-4.3	37.8	38.7	-0.9	197.9	186.8	11.1

MediaWorks Combo: Breeze, 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 2 2023

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

Survey Comparisons: 1/2023 - 2/2023

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

Last Survey Period: Sun Sep 4 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 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	2:36	1:47	0:48	1:14	1:00	0:14	2:11	1:07	1:04	2:40	1:16	1:23	2:16	2:14	0:01	1:56	2:49	-0:53	8:11	1:56	6:15	1:35	1:54	-0:18
Breeze	5:36	6:05	-0:28	3:57	4:40	-0:43	3:07	3:24	-0:16	4:50	5:34	-0:44	4:47	4:23	0:23	5:54	5:51	0:03	6:56	8:45	-1:49	4:44	4:58	-0:14
Coast	6:10	6:06	0:03	5:06	6:07	-1:00	2:47	4:10	-1:23	3:02	4:20	-1:18	4:12	4:51	-0:38	7:59	8:13	-0:14	9:25	8:08	1:16	7:32	7:51	-0:18
Edge	4:15	4:17	-0:01	4:23	4:06	0:17	4:26	4:21	0:04	4:05	4:14	-0:08	4:19	4:45	-0:25	4:24	5:08	-0:44	3:19	1:53	1:26	5:47	5:27	0:20
George FM	7:22	3:12	4:10	2:59	2:24	0:35	8:15	3:18	4:57	9:26	4:42	4:43	9:24	4:18	5:06	9:19	2:50	6:29	1:45	9:45	-8:00	16:42	1:27	15:15
Gold	2:14	2:26	-0:12	2:30	2:45	-0:14	3:26	4:19	-0:52	3:04	3:23	-0:19	2:22	2:48	-0:26	1:34	1:54	-0:19	1:45	1:43	0:01	1:22	2:03	-0:40
Gold Sport	3:15	2:14	1:01	2:35	2:00	0:35	*	*	*	3:00	*	*	2:27	2:45	-0:17	1:45	2:18	-0:33	7:45	1:57	5:47	1:45	2:45	-1:00
Life FM	3:28	4:48	-1:19	2:23	3:08	-0:45	4:20	6:55	-2:34	5:03	7:43	-2:39	5:00	6:05	-1:05	4:47	3:08	1:38	1:30	1:30	0:00	2:52	7:02	-4:10
Magic	9:03	7:53	1:10	6:35	3:54	2:41	2:49	4:50	-2:00	2:30	4:24	-1:53	7:09	7:46	-0:36	9:03	10:18	-1:15	9:45	7:41	2:04	14:50	10:52	3:57
Mai FM	6:42	4:25	2:16	6:26	5:06	1:20	6:53	4:56	1:57	7:34	4:28	3:05	6:59	4:23	2:36	2:55	1:59	0:56	4:19	1:59	2:20	4:27	4:39	-0:11
More FM	5:36	5:07	0:29	3:27	3:09	0:18	2:58	3:50	-0:51	4:31	4:23	0:08	6:01	5:46	0:14	10:04	6:48	3:16	7:36	5:55	1:40	8:49	8:23	0:26
Newstalk ZB	8:55	10:11	-1:16	2:52	2:43	0:08	3:24	3:15	0:08	4:23	4:08	0:14	5:59	5:38	0:20	9:21	9:07	0:13	11:09	13:19	-2:09	9:06	7:31	1:34
Radio Hauraki	4:27	5:49	-1:22	2:57	4:03	-1:05	2:50	4:27	-1:37	3:48	5:42	-1:54	4:18	5:45	-1:27	6:30	6:33	-0:03	10:06	9:55	0:11	3:34	5:19	-1:45
Rhema	4:35	7:13	-2:38	3:32	*	*	15:39	31:30	-15:50	21:30	31:30	-10:00	8:18	12:50	-4:32	3:43	4:38	-0:55	2:19	3:11	-0:51	0:30	3:52	-3:22
Rock	6:10	6:37	-0:26	5:55	5:59	-0:04	7:06	6:42	0:23	6:28	5:59	0:28	6:00	7:05	-1:05	6:01	8:32	-2:31	8:14	4:50	3:24	4:25	4:55	-0:30
SENZ Sport	6:03	9:47	-3:43	1:09	0:30	0:39	2:02	2:37	-0:34	3:37	2:37	0:59	4:33	4:00	0:33	4:34	16:38	-12:03	15:04	19:50	-4:45	6:30	*	*
Star	5:40	4:00	1:39	1:39	*	*	0:15	*	*	0:15	*	*	8:23	7:00	1:23	12:31	7:00	5:31	8:16	3:00	5:16	*	*	*
Tarana	2:36	4:47	-2:10	1:18	4:06	-2:47	2:31	3:43	-1:12	3:22	5:50	-2:28	3:22	5:21	-1:59	1:15	1:03	0:11	1:00	1:15	-0:14	1:18	2:33	-1:14
Te Upoko o Te Ika	0:58	1:06	-0:07	0:53	*	*	0:30	*	*	0:30	*	*	0:30	*	*	2:00	2:00	0:00	2:00	1:06	0:53	2:00	2:00	0:00
The Hits	4:10	4:28	-0:17	2:36	3:17	-0:40	3:31	4:26	-0:54	4:16	4:28	-0:11	4:15	4:25	-0:10	4:58	5:46	-0:47	7:07	7:36	-0:29	4:18	4:53	-0:35
The Sound	7:27	6:41	0:45	3:30	4:51	-1:20	4:35	4:31	0:03	7:04	6:20	0:44	8:38	6:31	2:06	10:33	8:04	2:28	9:07	8:29	0:37	8:23	5:41	2:41
ZM	4:11	3:56	0:15	3:10	3:31	-0:20	4:04	3:44	0:20	4:22	3:49	0:33	4:18	3:48	0:29	5:27	4:37	0:50	7:09	5:51	1:18	4:18	4:09	0:08
MediaWorks Combo	8:53	8:16	0:37	7:22	6:49	0:33	7:43	6:51	0:52	8:14	7:16	0:58	8:41	8:06	0:34	10:22	10:03	0:19	10:41	9:52	0:48	9:34	8:32	1:01
NZME Combo	7:08	7:57	-0:49	4:13	4:50	-0:37	4:38	5:08	-0:29	5:19	5:37	-0:18	5:52	6:10	-0:17	8:46	9:05	-0:18	11:10	12:24	-1:14	6:38	7:21	-0:43
All Commercial Radio	11:27	11:53	-0:25	8:13	8:41	-0:27	9:25	9:21	0:03	10:14	9:58	0:16	10:37	10:31	0:05	13:18	13:21	-0:03	15:16	16:06	-0:49	10:57	10:53	0:03
Potential (000)	385.5	385.5	0.0	92.8	92.8	0.0	151.0	149.5	1.5	131.4	131.4	0.0	188.5	188.5	0.0	106.4	106.4	0.0	81.1	81.1	0.0	62.8	67.3	-4.5
Sample	1,514	1,530	-16	287	286	1	513	444	69	521	446	75	763	712	51	458	503	-45	371	405	-34	282	284	-2

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

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WELLINGTON COMMERCIAL RADIO - SURVEY 2 2023

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

Survey Comparisons: 1/2023 - 2/2023

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

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

	This	Last	+/-
Potential (000)	385.5	385.5	0.0
Sample Size	1,514	1,530	-16

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

MediaWorks Combo: Breeze, 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