



WELLINGTON COMMERCIAL RADIO - SURVEY 1 2024

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

Survey Comparisons: 3/2023 - 1/2024

This Survey Period: Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 2024

Last Survey Period: Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 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 | 0.9 | 1.0 | -0.1 | 15 | 2.1 | 1.7 | 0.4 | 1.3 | 1.7 | -0.4 | 1.0 | 1.3 | -0.3 | 1.0 | 1.3 | -0.3 | 0.7 | 0.7 | 0.0 | 0.3 | 0.6 | -0.3 | 0.8 | 1.2 | -0.4 |
| Breeze | 12.5 | 9.9 | 2.6 | 2 | 10.6 | 5.1 | 5.5 | 5.0 | 3.8 | 1.2 | 4.4 | 4.8 | -0.4 | 9.3 | 8.5 | 0.8 | 18.9 | 14.8 | 4.1 | 18.4 | 13.6 | 4.8 | 7.9 | 7.1 | 0.8 |
| Channel X | 1.2 | 0.6 | 0.6 | 14 | 1.1 | 0.9 | 0.2 | 2.5 | 0.8 | 1.7 | 2.6 | 0.8 | 1.8 | 2.1 | 0.9 | 1.2 | 0.7 | 0.5 | 0.2 | 0.2 | * | * | 1.3 | 0.4 | 0.9 |
| Coast | 4.6 | 4.8 | -0.2 | 12 | 3.1 | 4.3 | -1.2 | 1.2 | 2.4 | -1.2 | 1.8 | 3.2 | -1.4 | 2.6 | 4.2 | -1.6 | 4.9 | 5.4 | -0.5 | 7.4 | 5.6 | 1.8 | 3.4 | 4.7 | -1.3 |
| Edge | 5.9 | 5.9 | 0.0 | 8 | 17.6 | 13.3 | 4.3 | 10.1 | 11.6 | -1.5 | 9.0 | 9.7 | -0.7 | 7.1 | 7.5 | -0.4 | 2.3 | 2.9 | -0.6 | 0.8 | 1.1 | -0.3 | 8.4 | 8.6 | -0.2 |
| George FM | 0.9 | 1.2 | -0.3 | 15 | 1.4 | 1.1 | 0.3 | 2.3 | 2.4 | -0.1 | 1.9 | 2.2 | -0.3 | 1.5 | 2.1 | -0.6 | 0.4 | 1.0 | -0.6 | * | * | * | 0.5 | 2.0 | -1.5 |
| Gold | 0.6 | 0.3 | 0.3 | 18 | 0.4 | 0.5 | -0.1 | 0.6 | 0.2 | 0.4 | 0.5 | 0.4 | 0.1 | 0.6 | 0.4 | 0.2 | 0.4 | 0.3 | 0.1 | 0.1 | * | * | 0.4 | 0.2 | 0.2 |
| Gold Sport | * | 0.1 | * | * | 0.1 | 0.3 | -0.2 | * | * | * | * | 0.1 | * | * | 0.1 | * | * | 0.1 | * | * | * | 0.2 | * | * | * |
| Life FM | 0.7 | 0.9 | -0.2 | 17 | 0.9 | 1.7 | -0.8 | 1.2 | 1.6 | -0.4 | 1.1 | 1.6 | -0.5 | 0.9 | 1.3 | -0.4 | 0.7 | 0.4 | 0.3 | 0.6 | 0.1 | 0.5 | 0.6 | 0.7 | -0.1 |
| Magic | 6.3 | 7.5 | -1.2 | 5 | 1.3 | 1.6 | -0.3 | 1.2 | 1.3 | -0.1 | 1.1 | 1.3 | -0.2 | 2.2 | 1.8 | 0.4 | 3.2 | 3.3 | -0.1 | 11.7 | 16.5 | -4.8 | 2.8 | 3.6 | -0.8 |
| Mai FM | 5.8 | 8.6 | -2.8 | 9 | 11.7 | 18.6 | -6.9 | 12.2 | 17.9 | -5.7 | 11.6 | 16.5 | -4.9 | 8.9 | 11.8 | -2.9 | 2.0 | 2.4 | -0.4 | 0.1 | 0.5 | -0.4 | 6.2 | 7.1 | -0.9 |
| More FM | 4.8 | 5.1 | -0.3 | 11 | 6.6 | 5.1 | 1.5 | 5.0 | 4.4 | 0.6 | 3.8 | 4.9 | -1.1 | 4.9 | 5.4 | -0.5 | 7.4 | 7.4 | 0.0 | 5.0 | 5.9 | -0.9 | 7.5 | 9.1 | -1.6 |
| Newstalk ZB | 16.4 | 15.7 | 0.7 | 1 | 3.3 | 2.8 | 0.5 | 4.6 | 5.3 | -0.7 | 5.9 | 5.6 | 0.3 | 7.2 | 8.1 | -0.9 | 17.9 | 19.4 | -1.5 | 27.9 | 26.3 | 1.6 | 12.9 | 7.1 | 5.8 |
| Radio Hauraki | 6.7 | 5.4 | 1.3 | 4 | 4.6 | 3.0 | 1.6 | 7.1 | 4.0 | 3.1 | 10.0 | 5.9 | 4.1 | 10.6 | 7.5 | 3.1 | 7.5 | 7.8 | -0.3 | 3.2 | 4.2 | -1.0 | 10.6 | 8.4 | 2.2 |
| Rhema | 1.3 | 1.0 | 0.3 | 13 | 0.1 | 0.6 | -0.5 | 1.1 | 0.9 | 0.2 | 1.8 | 0.8 | 1.0 | 2.5 | 1.4 | 1.1 | 2.0 | 1.7 | 0.3 | 0.3 | 0.6 | -0.3 | 4.0 | 2.4 | 1.6 |
| Rock | 7.5 | 8.1 | -0.6 | 3 | 11.5 | 10.1 | 1.4 | 14.2 | 15.3 | -1.1 | 12.8 | 14.5 | -1.7 | 11.6 | 11.9 | -0.3 | 5.9 | 5.9 | 0.0 | 1.6 | 2.5 | -0.9 | 9.0 | 10.2 | -1.2 |
| SENZ Sport | 0.6 | 0.6 | 0.0 | 18 | * | 0.2 | * | 0.1 | * | * | 0.1 | 0.2 | -0.1 | 0.2 | 0.4 | -0.2 | 0.5 | 0.4 | 0.1 | 0.9 | 1.1 | -0.2 | 0.1 | 0.2 | -0.1 |
| Star | 0.1 | 0.3 | -0.2 | 22 | * | 0.2 | * | * | * | * | * | * | * | * | 0.4 | * | * | 0.5 | * | 0.2 | 0.4 | -0.2 | * | * | * |
| Tarana | 0.3 | 0.3 | 0.0 | 20 | 0.9 | 0.8 | 0.1 | 0.5 | 0.6 | -0.1 | 0.4 | 0.6 | -0.2 | 0.3 | 0.4 | -0.1 | * | * | * | * | * | * | * | 0.1 | * |
| Te Upoko o Te Ika | 0.2 | 0.2 | 0.0 | 21 | * | 0.2 | * | 0.6 | 0.5 | 0.1 | 0.5 | 0.5 | 0.0 | 0.3 | 0.3 | 0.0 | * | * | * | * | * | * | * | * | * |
| The Hits | 6.0 | 7.1 | -1.1 | 7 | 7.3 | 8.5 | -1.2 | 8.0 | 7.3 | 0.7 | 7.0 | 8.4 | -1.4 | 7.1 | 8.5 | -1.4 | 7.8 | 8.4 | -0.6 | 5.3 | 6.0 | -0.7 | 8.4 | 10.7 | -2.3 |
| The Sound | 5.3 | 5.2 | 0.1 | 10 | 1.9 | 3.6 | -1.7 | 3.2 | 2.1 | 1.1 | 5.3 | 2.7 | 2.6 | 4.5 | 3.7 | 0.8 | 7.1 | 9.3 | -2.2 | 9.5 | 9.9 | -0.4 | 4.8 | 4.2 | 0.6 |
| ZM | 6.3 | 6.5 | -0.2 | 5 | 10.5 | 9.8 | 0.7 | 12.1 | 12.2 | -0.1 | 11.4 | 11.6 | -0.2 | 8.8 | 9.1 | -0.3 | 3.9 | 4.3 | -0.4 | 2.3 | 2.3 | 0.0 | 7.6 | 9.1 | -1.5 |
| MediaWorks Combo | 50.2 | 52.2 | -2.0 | | 63.8 | 59.7 | 4.1 | 55.6 | 59.5 | -3.9 | 52.5 | 57.5 | -5.0 | 52.0 | 53.7 | -1.7 | 47.9 | 47.5 | 0.4 | 47.2 | 50.0 | -2.8 | 48.3 | 52.3 | -4.0 |
| NZME Combo | 40.7 | 40.1 | 0.6 | | 29.4 | 29.6 | -0.2 | 33.6 | 31.6 | 2.0 | 36.7 | 35.2 | 1.5 | 36.9 | 38.1 | -1.2 | 42.5 | 45.7 | -3.2 | 46.2 | 44.5 | 1.7 | 43.4 | 40.2 | 3.2 |
| Potential (000) | 392.0 | 385.5 | 6.5 | | 93.2 | 92.8 | 0.4 | 152.5 | 150.3 | 2.2 | 135.9 | 131.4 | 4.5 | 192.9 | 188.5 | 4.4 | 106.8 | 106.4 | 0.4 | 81.8 | 81.1 | 0.7 | 75.7 | 71.1 | 4.6 |
| Sample | 1,727 | 1,596 | 131 | | 362 | 314 | 48 | 511 | 523 | -12 | 514 | 532 | -18 | 796 | 780 | 16 | 525 | 454 | 71 | 450 | 393 | 57 | 341 | 315 | 26 |

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 1 2024

Station Share (%) by Daypart, People 10+

Survey Comparisons: 3/2023 - 1/2024

This Survey Period: Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 2024

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

| | This | Last | +/- |
|-----------------|-------|-------|-----|
| Potential (000) | 392.0 | 385.5 | 6.5 |
| Sample Size | 1,727 | 1,596 | 131 |

| | 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 | 0.7 | 1.0 | -0.3 | 16 | 1.0 | 1.5 | -0.5 | 0.8 | 1.0 | -0.2 | 1.2 | 1.3 | -0.1 | 1.5 | 1.1 | 0.4 | 0.4 | 1.1 | -0.7 | 0.7 | 0.7 | 0.0 | |
| Breeze | 14.3 | 10.8 | 3.5 | 2 | 13.5 | 10.1 | 3.4 | 10.1 | 7.9 | 2.2 | 9.8 | 7.4 | 2.4 | 14.2 | 11.8 | 2.4 | 9.7 | 9.6 | 0.1 | 13.6 | 11.8 | 1.8 | |
| Channel X | 0.9 | 0.3 | 0.6 | 13 | 0.5 | 0.2 | 0.3 | 1.2 | 0.3 | 0.9 | 2.7 | 0.7 | 2.0 | 0.7 | 0.1 | 0.6 | 2.1 | 0.5 | 1.6 | 1.2 | 1.4 | -0.2 | |
| Coast | 3.8 | 4.4 | -0.6 | 11 | 6.6 | 6.6 | 0.0 | 5.1 | 5.7 | -0.6 | 3.9 | 3.9 | 0.0 | 3.7 | 2.9 | 0.8 | 1.4 | 1.8 | -0.4 | 4.4 | 4.3 | 0.1 | |
| Edge | 4.2 | 6.6 | -2.4 | 9 | 6.9 | 5.8 | 1.1 | 5.9 | 5.3 | 0.6 | 5.6 | 7.1 | -1.5 | 6.8 | 3.9 | 2.9 | 13.4 | 7.9 | 5.5 | 5.6 | 5.5 | 0.1 | |
| George FM | 0.9 | 1.0 | -0.1 | 13 | 1.0 | 1.5 | -0.5 | 0.9 | 1.7 | -0.8 | 0.4 | 0.9 | -0.5 | 0.4 | 1.1 | -0.7 | 0.2 | 1.7 | -1.5 | 1.2 | 1.0 | 0.2 | |
| Gold | 0.6 | 0.1 | 0.5 | 18 | 0.7 | 0.1 | 0.6 | 0.7 | 0.2 | 0.5 | 0.5 | 0.3 | 0.2 | 0.9 | 0.7 | 0.2 | * | 0.1 | * | 0.5 | 0.6 | -0.1 | |
| Gold Sport | * | 0.1 | * | * | * | * | * | * | 0.1 | * | 0.1 | 0.1 | 0.0 | * | 0.5 | * | * | 0.1 | * | * | * | 0.3 | * |
| Life FM | 0.2 | 0.3 | -0.1 | 20 | 0.7 | 1.0 | -0.3 | 0.8 | 1.1 | -0.3 | 0.7 | 1.3 | -0.6 | 1.0 | 0.8 | 0.2 | 0.3 | 0.9 | -0.6 | 1.3 | 1.0 | 0.3 | |
| Magic | 4.1 | 4.9 | -0.8 | 10 | 7.5 | 10.5 | -3.0 | 7.5 | 8.9 | -1.4 | 4.7 | 5.6 | -0.9 | 5.7 | 6.5 | -0.8 | 2.7 | 2.6 | 0.1 | 7.7 | 8.6 | -0.9 | |
| Mai FM | 6.9 | 10.6 | -3.7 | 5 | 4.1 | 7.0 | -2.9 | 5.0 | 9.5 | -4.5 | 6.7 | 8.4 | -1.7 | 8.3 | 9.4 | -1.1 | 2.9 | 5.0 | -2.1 | 6.1 | 7.5 | -1.4 | |
| More FM | 5.5 | 5.5 | 0.0 | 6 | 5.3 | 4.9 | 0.4 | 6.1 | 5.8 | 0.3 | 4.8 | 5.8 | -1.0 | 1.8 | 4.9 | -3.1 | 1.1 | 3.9 | -2.8 | 3.8 | 4.1 | -0.3 | |
| Newstalk ZB | 21.0 | 20.5 | 0.5 | 1 | 13.8 | 12.6 | 1.2 | 12.6 | 12.8 | -0.2 | 14.2 | 14.3 | -0.1 | 24.6 | 16.0 | 8.6 | 36.5 | 35.2 | 1.3 | 14.1 | 14.0 | 0.1 | |
| Radio Hauraki | 5.2 | 4.8 | 0.4 | 7 | 6.5 | 5.1 | 1.4 | 8.0 | 6.3 | 1.7 | 8.9 | 6.9 | 2.0 | 2.9 | 2.7 | 0.2 | 6.1 | 2.3 | 3.8 | 6.9 | 5.7 | 1.2 | |
| Rhema | 0.7 | 0.6 | 0.1 | 16 | 1.5 | 1.4 | 0.1 | 1.6 | 1.0 | 0.6 | 2.5 | 1.5 | 1.0 | 0.5 | 0.3 | 0.2 | 0.5 | 0.9 | -0.4 | 1.0 | 0.9 | 0.1 | |
| Rock | 8.3 | 8.7 | -0.4 | 3 | 7.3 | 8.8 | -1.5 | 7.8 | 7.7 | 0.1 | 8.9 | 10.1 | -1.2 | 5.7 | 6.4 | -0.7 | 3.6 | 4.7 | -1.1 | 6.9 | 7.0 | -0.1 | |
| SENZ Sport | 0.8 | 0.6 | 0.2 | 15 | 0.7 | 0.7 | 0.0 | 0.1 | 0.5 | -0.4 | 0.4 | 0.6 | -0.2 | 0.1 | 0.1 | 0.0 | 0.5 | 0.5 | 0.0 | 0.9 | 0.7 | 0.2 | |
| Star | * | 0.2 | * | * | 0.1 | 0.1 | 0.0 | * | 0.1 | * | * | 0.1 | * | 0.1 | 2.1 | -2.0 | * | 0.1 | * | 0.2 | 0.6 | -0.4 | |
| Tarana | 0.1 | 0.4 | -0.3 | 21 | * | 0.1 | * | * | 0.1 | * | 0.2 | 0.2 | 0.0 | 0.3 | 0.4 | -0.1 | 1.3 | 0.9 | 0.4 | 0.5 | 0.4 | 0.1 | |
| Te Upoko o Te Ika | 0.6 | 0.5 | 0.1 | 18 | * | * | * | * | * | * | * | * | * | * | 0.1 | * | * | 0.2 | * | 0.2 | 0.2 | 0.0 | |
| The Hits | 5.2 | 6.0 | -0.8 | 7 | 6.4 | 6.9 | -0.5 | 7.5 | 7.9 | -0.4 | 6.3 | 6.5 | -0.2 | 6.3 | 10.4 | -4.1 | 4.2 | 7.5 | -3.3 | 5.1 | 7.2 | -2.1 | |
| The Sound | 3.5 | 2.7 | 0.8 | 12 | 6.1 | 6.4 | -0.3 | 6.8 | 5.9 | 0.9 | 5.0 | 5.9 | -0.9 | 4.0 | 5.8 | -1.8 | 6.3 | 2.7 | 3.6 | 5.5 | 5.7 | -0.2 | |
| ZM | 8.2 | 7.5 | 0.7 | 4 | 3.7 | 4.8 | -1.1 | 6.0 | 5.7 | 0.3 | 7.9 | 8.2 | -0.3 | 6.8 | 8.5 | -1.7 | 2.8 | 4.3 | -1.5 | 6.3 | 6.6 | -0.3 | |
| MediaWorks Combo | 48.6 | 51.1 | -2.5 | | 52.3 | 55.2 | -2.9 | 51.3 | 53.0 | -1.7 | 48.7 | 52.1 | -3.4 | 47.5 | 49.9 | -2.4 | 42.0 | 38.8 | 3.2 | 51.7 | 52.7 | -1.0 | |
| NZME Combo | 44.1 | 43.4 | 0.7 | | 37.8 | 36.2 | 1.6 | 39.9 | 38.7 | 1.2 | 41.8 | 40.3 | 1.5 | 45.2 | 41.7 | 3.5 | 51.3 | 51.7 | -0.4 | 37.4 | 39.1 | -1.7 | |

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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 1 2024

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

Survey Comparisons: 3/2023 - 1/2024

This Survey Period: Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 2024

Last Survey Period: Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 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 | 7.9 | 10.4 | -2.5 | 14 | 3.0 | 3.7 | -0.7 | 4.1 | 5.0 | -0.9 | 3.1 | 3.4 | -0.3 | 4.2 | 5.5 | -1.3 | 1.5 | 2.9 | -1.4 | 0.8 | 1.2 | -0.4 | 1.9 | 2.2 | -0.3 |
| Breeze | 51.6 | 46.9 | 4.7 | 1 | 10.6 | 9.0 | 1.6 | 13.7 | 11.6 | 2.1 | 11.2 | 10.1 | 1.1 | 21.0 | 20.8 | 0.2 | 21.2 | 20.9 | 0.3 | 18.0 | 14.1 | 3.9 | 10.3 | 9.9 | 0.4 |
| Channel X | 11.0 | 5.3 | 5.7 | 13 | 2.1 | 1.2 | 0.9 | 6.8 | 2.2 | 4.6 | 7.1 | 2.7 | 4.4 | 8.5 | 4.1 | 4.4 | 1.8 | 1.4 | 0.4 | 0.4 | * | * | 2.2 | 0.7 | 1.5 |
| Coast | 20.2 | 25.7 | -5.5 | 10 | 2.6 | 3.5 | -0.9 | 3.1 | 4.5 | -1.4 | 3.6 | 6.2 | -2.6 | 6.8 | 11.8 | -5.0 | 7.3 | 10.0 | -2.7 | 8.5 | 7.6 | 0.9 | 3.9 | 5.2 | -1.3 |
| Edge | 35.6 | 44.3 | -8.7 | 5 | 11.5 | 16.1 | -4.6 | 20.3 | 27.7 | -7.4 | 18.3 | 21.9 | -3.6 | 21.5 | 25.6 | -4.1 | 5.7 | 6.0 | -0.3 | 2.5 | 2.4 | 0.1 | 10.3 | 9.0 | 1.3 |
| George FM | 7.3 | 6.9 | 0.4 | 15 | 1.9 | 1.5 | 0.4 | 5.6 | 4.5 | 1.1 | 4.6 | 4.2 | 0.4 | 5.3 | 5.0 | 0.3 | 0.7 | 0.8 | -0.1 | 0.1 | 0.3 | -0.2 | 1.0 | 1.2 | -0.2 |
| Gold | 3.8 | 5.4 | -1.6 | 17 | 1.1 | 1.2 | -0.1 | 1.6 | 1.6 | 0.0 | 1.2 | 2.1 | -0.9 | 2.2 | 4.0 | -1.8 | 1.2 | 1.9 | -0.7 | 0.4 | 0.2 | 0.2 | 0.8 | 0.6 | 0.2 |
| Gold Sport | 1.0 | 1.9 | -0.9 | 23 | 0.5 | 0.9 | -0.4 | * | * | * | * | 0.2 | * | 0.3 | 0.6 | -0.3 | 0.3 | 0.5 | -0.2 | 0.2 | 0.4 | -0.2 | * | * | * |
| Life FM | 7.1 | 9.1 | -2.0 | 16 | 1.3 | 3.6 | -2.3 | 2.4 | 3.8 | -1.4 | 2.5 | 3.7 | -1.2 | 4.4 | 5.1 | -0.7 | 2.8 | 1.7 | 1.1 | 1.1 | 0.4 | 0.7 | 1.9 | 2.3 | -0.4 |
| Magic | 17.7 | 22.0 | -4.3 | 12 | 1.5 | 1.3 | 0.2 | 3.2 | 3.3 | -0.1 | 3.2 | 3.7 | -0.5 | 5.2 | 4.6 | 0.6 | 4.1 | 5.0 | -0.9 | 8.2 | 11.3 | -3.1 | 2.5 | 2.6 | -0.1 |
| Mai FM | 30.3 | 36.8 | -6.5 | 7 | 10.9 | 12.7 | -1.8 | 15.7 | 21.1 | -5.4 | 14.3 | 18.6 | -4.3 | 17.7 | 22.4 | -4.7 | 4.3 | 5.1 | -0.8 | 1.0 | 1.3 | -0.3 | 8.7 | 9.0 | -0.3 |
| More FM | 26.1 | 30.2 | -4.1 | 9 | 6.3 | 8.1 | -1.8 | 9.5 | 14.9 | -5.4 | 7.9 | 12.7 | -4.8 | 14.1 | 16.8 | -2.7 | 10.4 | 7.6 | 2.8 | 5.2 | 5.1 | 0.1 | 7.2 | 6.8 | 0.4 |
| Newstalk ZB | 46.5 | 49.0 | -2.5 | 2 | 5.6 | 5.8 | -0.2 | 9.4 | 10.5 | -1.1 | 11.7 | 11.4 | 0.3 | 18.3 | 21.0 | -2.7 | 15.6 | 19.9 | -4.3 | 16.2 | 16.4 | -0.2 | 8.7 | 7.7 | 1.0 |
| Radio Hauraki | 32.4 | 29.2 | 3.2 | 6 | 6.3 | 5.8 | 0.5 | 11.7 | 9.4 | 2.3 | 14.5 | 12.4 | 2.1 | 20.8 | 19.4 | 1.4 | 10.3 | 10.0 | 0.3 | 4.9 | 3.7 | 1.2 | 7.1 | 7.1 | 0.0 |
| Rhema | 3.0 | 3.9 | -0.9 | 19 | 0.3 | 1.0 | -0.7 | 0.8 | 1.0 | -0.2 | 1.2 | 0.8 | 0.4 | 1.6 | 1.4 | 0.2 | 1.1 | 1.4 | -0.3 | 1.0 | 1.5 | -0.5 | 1.1 | 0.6 | 0.5 |
| Rock | 28.2 | 31.0 | -2.8 | 8 | 6.9 | 5.0 | 1.9 | 13.2 | 16.5 | -3.3 | 14.1 | 17.9 | -3.8 | 18.2 | 23.3 | -5.1 | 7.0 | 7.8 | -0.8 | 3.2 | 2.7 | 0.5 | 7.1 | 7.8 | -0.7 |
| SENZ Sport | 3.5 | 3.0 | 0.5 | 18 | 0.5 | 1.0 | -0.5 | 0.3 | 0.3 | 0.0 | 0.3 | 0.5 | -0.2 | 1.2 | 1.4 | -0.2 | 1.2 | 0.8 | 0.4 | 0.9 | 0.5 | 0.4 | 0.3 | 0.2 | 0.1 |
| Star | 1.4 | 2.3 | -0.9 | 21 | 0.1 | 0.7 | -0.6 | 0.1 | 0.5 | -0.4 | 0.1 | 0.5 | -0.4 | 0.4 | 0.8 | -0.4 | 0.3 | 0.3 | 0.0 | 0.6 | 0.9 | -0.3 | 0.1 | 0.2 | -0.1 |
| Tarana | 1.6 | 3.6 | -2.0 | 20 | 0.7 | 1.8 | -1.1 | 0.7 | 1.8 | -1.1 | 0.7 | 1.6 | -0.9 | 0.7 | 1.6 | -0.9 | 0.2 | * | * | 0.2 | 0.3 | -0.1 | * | 0.3 | * |
| Te Upoko o Te Ika | 1.4 | 2.4 | -1.0 | 21 | * | 0.9 | * | 0.9 | 1.1 | -0.2 | 0.9 | 1.1 | -0.2 | 1.1 | 1.4 | -0.3 | 0.2 | 0.3 | -0.1 | 0.3 | 0.2 | 0.1 | * | * | * |
| The Hits | 37.2 | 45.7 | -8.5 | 4 | 12.0 | 14.8 | -2.8 | 15.5 | 19.3 | -3.8 | 13.0 | 17.9 | -4.9 | 18.9 | 25.3 | -6.4 | 10.9 | 11.3 | -0.4 | 6.2 | 5.3 | 0.9 | 7.4 | 9.9 | -2.5 |
| The Sound | 19.0 | 20.7 | -1.7 | 11 | 2.5 | 4.2 | -1.7 | 5.5 | 4.4 | 1.1 | 6.1 | 4.4 | 1.7 | 8.8 | 8.0 | 0.8 | 8.3 | 10.3 | -2.0 | 7.8 | 8.6 | -0.8 | 3.7 | 3.5 | 0.2 |
| ZM | 39.6 | 46.1 | -6.5 | 3 | 10.8 | 13.0 | -2.2 | 22.2 | 27.4 | -5.2 | 20.5 | 24.6 | -4.1 | 25.2 | 30.4 | -5.2 | 7.6 | 8.0 | -0.4 | 3.5 | 2.6 | 0.9 | 9.6 | 10.8 | -1.2 |
| MediaWorks Combo | 168.1 | 173.1 | -5.0 | | 36.0 | 36.1 | -0.1 | 67.8 | 71.5 | -3.7 | 63.6 | 66.4 | -2.8 | 90.5 | 93.8 | -3.3 | 49.3 | 50.7 | -1.4 | 36.0 | 36.1 | -0.1 | 39.2 | 36.7 | 2.5 |
| NZME Combo | 138.7 | 152.4 | -13.7 | | 27.3 | 31.4 | -4.1 | 45.8 | 54.4 | -8.6 | 47.3 | 54.8 | -7.5 | 69.8 | 82.9 | -13.1 | 43.4 | 48.1 | -4.7 | 33.1 | 30.7 | 2.4 | 29.3 | 32.3 | -3.0 |
| All Commercial Radio | 249.4 | 257.7 | -8.3 | | 48.6 | 51.9 | -3.3 | 91.1 | 98.8 | -7.7 | 89.0 | 95.1 | -6.1 | 131.6 | 139.2 | -7.6 | 78.4 | 78.9 | -0.5 | 57.5 | 56.0 | 1.5 | 56.2 | 53.0 | 3.2 |
| Potential (000) | 392.0 | 385.5 | 6.5 | | 93.2 | 92.8 | 0.4 | 152.5 | 150.3 | 2.2 | 135.9 | 131.4 | 4.5 | 192.9 | 188.5 | 4.4 | 106.8 | 106.4 | 0.4 | 81.8 | 81.1 | 0.7 | 75.7 | 71.1 | 4.6 |
| Sample | 1,727 | 1,596 | 131 | | 362 | 314 | 48 | 511 | 523 | -12 | 514 | 532 | -18 | 796 | 780 | 16 | 525 | 454 | 71 | 450 | 393 | 57 | 341 | 315 | 26 |

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 1 2024

Cumulative Audience (000's) by Daypart, People 10+
Survey Comparisons: 3/2023 - 1/2024

This Survey Period: Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 2024

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

| | This | Last | +/- |
|-----------------|-------|-------|-----|
| Potential (000) | 392.0 | 385.5 | 6.5 |
| Sample Size | 1,727 | 1,596 | 131 |

| | 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 | 3.6 | 5.5 | -1.9 | 14 | 1.6 | 3.9 | -2.3 | 2.0 | 1.6 | 0.4 | 3.6 | 4.5 | -0.9 | 2.6 | 2.9 | -0.3 | 0.7 | 1.5 | -0.8 | 4.4 | 4.0 | 0.4 |
| Breeze | 25.9 | 23.0 | 2.9 | 2 | 23.3 | 20.4 | 2.9 | 21.5 | 20.9 | 0.6 | 19.7 | 18.9 | 0.8 | 9.8 | 7.1 | 2.7 | 4.8 | 4.8 | 0.0 | 32.5 | 29.7 | 2.8 |
| Channel X | 4.0 | 1.7 | 2.3 | 13 | 2.9 | 1.1 | 1.8 | 5.1 | 1.9 | 3.2 | 6.4 | 2.7 | 3.7 | 1.0 | 0.4 | 0.6 | 1.0 | 0.8 | 0.2 | 4.9 | 3.4 | 1.5 |
| Coast | 9.0 | 10.8 | -1.8 | 11 | 9.9 | 11.6 | -1.7 | 10.7 | 13.0 | -2.3 | 6.9 | 8.3 | -1.4 | 3.7 | 3.0 | 0.7 | 0.8 | 1.3 | -0.5 | 11.8 | 15.5 | -3.7 |
| Edge | 16.0 | 20.3 | -4.3 | 7 | 12.9 | 13.6 | -0.7 | 13.1 | 16.3 | -3.2 | 12.7 | 17.4 | -4.7 | 4.7 | 7.6 | -2.9 | 4.2 | 4.5 | -0.3 | 19.3 | 25.6 | -6.3 |
| George FM | 3.1 | 2.1 | 1.0 | 15 | 2.8 | 2.7 | 0.1 | 2.1 | 3.3 | -1.2 | 1.6 | 2.1 | -0.5 | 1.3 | 1.2 | 0.1 | 0.2 | 1.2 | -1.0 | 3.3 | 4.0 | -0.7 |
| Gold | 2.3 | 1.4 | 0.9 | 16 | 0.7 | 1.0 | -0.3 | 1.7 | 1.3 | 0.4 | 2.3 | 1.5 | 0.8 | 1.0 | 1.1 | -0.1 | * | 0.1 | * | 2.1 | 3.7 | -1.6 |
| Gold Sport | 0.2 | 0.4 | -0.2 | 22 | * | * | * | 0.2 | 0.5 | -0.3 | 0.3 | 0.5 | -0.2 | * | 0.3 | * | * | 0.1 | * | 0.5 | 1.3 | -0.8 |
| Life FM | 1.7 | 2.6 | -0.9 | 17 | 2.3 | 3.7 | -1.4 | 3.3 | 4.9 | -1.6 | 2.7 | 4.0 | -1.3 | 0.8 | 0.7 | 0.1 | 0.6 | 0.9 | -0.3 | 3.3 | 3.5 | -0.2 |
| Magic | 8.3 | 10.7 | -2.4 | 12 | 9.4 | 13.0 | -3.6 | 9.0 | 12.6 | -3.6 | 8.3 | 10.3 | -2.0 | 4.8 | 5.0 | -0.2 | 2.2 | 2.6 | -0.4 | 11.5 | 14.7 | -3.2 |
| Mai FM | 17.9 | 23.6 | -5.7 | 5 | 9.8 | 12.9 | -3.1 | 11.7 | 16.1 | -4.4 | 13.4 | 19.1 | -5.7 | 5.3 | 7.4 | -2.1 | 3.0 | 3.5 | -0.5 | 19.8 | 22.4 | -2.6 |
| More FM | 14.8 | 13.5 | 1.3 | 8 | 9.2 | 8.8 | 0.4 | 12.0 | 14.0 | -2.0 | 11.0 | 13.3 | -2.3 | 2.7 | 6.6 | -3.9 | 1.1 | 3.0 | -1.9 | 14.4 | 15.5 | -1.1 |
| Newstalk ZB | 29.2 | 33.9 | -4.7 | 1 | 20.2 | 21.1 | -0.9 | 21.2 | 22.9 | -1.7 | 20.4 | 21.7 | -1.3 | 11.9 | 10.2 | 1.7 | 11.0 | 10.3 | 0.7 | 29.0 | 30.3 | -1.3 |
| Radio Hauraki | 13.9 | 13.0 | 0.9 | 9 | 10.9 | 8.6 | 2.3 | 14.4 | 11.3 | 3.1 | 17.4 | 14.2 | 3.2 | 6.1 | 6.3 | -0.2 | 2.9 | 2.3 | 0.6 | 22.9 | 19.2 | 3.7 |
| Rhema | 1.6 | 1.7 | -0.1 | 18 | 1.0 | 1.5 | -0.5 | 1.8 | 2.2 | -0.4 | 1.8 | 1.6 | 0.2 | 0.8 | 0.7 | 0.1 | 0.5 | 0.9 | -0.4 | 2.2 | 2.7 | -0.5 |
| Rock | 16.2 | 19.3 | -3.1 | 6 | 9.9 | 12.0 | -2.1 | 13.7 | 12.9 | 0.8 | 14.2 | 14.5 | -0.3 | 5.5 | 6.0 | -0.5 | 3.2 | 3.6 | -0.4 | 17.0 | 19.0 | -2.0 |
| SENZ Sport | 1.4 | 1.0 | 0.4 | 19 | 0.9 | 1.1 | -0.2 | 0.9 | 1.0 | -0.1 | 1.0 | 1.1 | -0.1 | 0.4 | 0.4 | 0.0 | 0.3 | 0.5 | -0.2 | 2.6 | 2.4 | 0.2 |
| Star | 0.2 | 1.0 | -0.8 | 22 | 0.5 | 0.7 | -0.2 | 0.3 | 0.6 | -0.3 | 0.1 | 0.6 | -0.5 | 0.3 | 0.7 | -0.4 | * | 0.3 | * | 1.2 | 2.2 | -1.0 |
| Tarana | 0.9 | 1.5 | -0.6 | 21 | 0.2 | 0.8 | -0.6 | 0.4 | 1.2 | -0.8 | 0.8 | 1.0 | -0.2 | 0.2 | 0.6 | -0.4 | 0.8 | 1.3 | -0.5 | 1.4 | 2.1 | -0.7 |
| Te Upoko o Te Ika | 1.3 | 1.2 | 0.1 | 20 | 0.1 | 0.3 | -0.2 | * | 0.1 | * | * | 0.1 | * | * | 0.7 | * | * | 0.1 | * | 1.1 | 2.1 | -1.0 |
| The Hits | 18.5 | 20.4 | -1.9 | 4 | 14.0 | 15.3 | -1.3 | 17.9 | 19.2 | -1.3 | 14.0 | 18.6 | -4.6 | 6.7 | 10.9 | -4.2 | 2.5 | 4.9 | -2.4 | 19.0 | 23.1 | -4.1 |
| The Sound | 9.1 | 10.4 | -1.3 | 10 | 8.9 | 8.2 | 0.7 | 10.7 | 10.2 | 0.5 | 8.5 | 8.1 | 0.4 | 2.7 | 3.3 | -0.6 | 1.6 | 1.3 | 0.3 | 13.2 | 14.2 | -1.0 |
| ZM | 20.8 | 25.6 | -4.8 | 3 | 12.6 | 15.4 | -2.8 | 17.0 | 17.5 | -0.5 | 20.6 | 22.3 | -1.7 | 4.5 | 5.9 | -1.4 | 1.8 | 2.9 | -1.1 | 23.3 | 26.8 | -3.5 |
| MediaWorks Combo | 100.8 | 104.7 | -3.9 | | 77.3 | 76.1 | 1.2 | 83.3 | 85.7 | -2.4 | 82.9 | 91.4 | -8.5 | 34.9 | 39.0 | -4.1 | 19.7 | 21.3 | -1.6 | 117.4 | 124.0 | -6.6 |
| NZME Combo | 85.3 | 93.9 | -8.6 | | 61.8 | 64.3 | -2.5 | 70.1 | 73.2 | -3.1 | 75.0 | 78.2 | -3.2 | 31.4 | 34.9 | -3.5 | 18.0 | 19.9 | -1.9 | 90.2 | 98.8 | -8.6 |
| All Commercial Radio | 168.9 | 178.6 | -9.7 | | 130.0 | 130.0 | 0.0 | 142.8 | 146.1 | -3.3 | 147.6 | 156.2 | -8.6 | 66.3 | 72.4 | -6.1 | 36.3 | 38.6 | -2.3 | 189.4 | 196.8 | -7.4 |

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 1 2024

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

Survey Comparisons: 3/2023 - 1/2024

This Survey Period: Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 2024

Last Survey Period: Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 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 | 3:19 | 3:14 | 0:05 | 2:51 | 2:04 | 0:47 | 2:50 | 3:16 | -0:26 | 2:58 | 3:57 | -0:58 | 3:36 | 3:41 | -0:04 | 4:45 | 2:51 | 1:54 | 3:37 | 4:42 | -1:04 | 2:58 | 3:24 | -0:26 |
| Breeze | 7:32 | 6:46 | 0:46 | 4:06 | 2:31 | 1:34 | 3:16 | 3:09 | 0:07 | 3:41 | 4:46 | -1:05 | 6:27 | 6:32 | -0:04 | 9:39 | 8:04 | 1:34 | 9:56 | 8:43 | 1:12 | 5:13 | 4:34 | 0:39 |
| Channel X | 3:23 | 3:24 | -0:00 | 2:11 | 3:21 | -1:09 | 3:17 | 3:22 | -0:05 | 3:32 | 3:02 | 0:29 | 3:37 | 3:25 | 0:12 | 4:14 | 4:08 | 0:06 | 4:48 | * | * | 4:03 | 3:58 | 0:05 |
| Coast | 7:05 | 5:56 | 1:08 | 4:59 | 5:20 | -0:21 | 3:26 | 5:11 | -1:44 | 4:48 | 5:03 | -0:14 | 5:28 | 5:41 | -0:12 | 7:19 | 6:10 | 1:08 | 8:27 | 6:37 | 1:50 | 6:01 | 5:43 | 0:18 |
| Edge | 5:09 | 4:16 | 0:53 | 6:20 | 3:40 | 2:40 | 4:29 | 4:03 | 0:26 | 4:41 | 4:23 | 0:17 | 4:48 | 4:39 | 0:08 | 4:23 | 5:28 | -1:04 | 2:58 | 4:21 | -1:22 | 5:33 | 6:08 | -0:34 |
| George FM | 3:46 | 5:40 | -1:54 | 3:00 | 3:08 | -0:08 | 3:43 | 5:12 | -1:28 | 3:52 | 5:12 | -1:19 | 4:05 | 6:44 | -2:38 | 5:30 | 14:48 | -9:18 | 0:45 | 1:13 | -0:28 | 3:23 | 10:58 | -7:34 |
| Gold | 5:00 | 1:46 | 3:13 | 1:33 | 1:51 | -0:17 | 3:10 | 1:12 | 1:58 | 4:11 | 1:55 | 2:16 | 3:45 | 1:44 | 2:00 | 3:21 | 1:33 | 1:47 | 2:50 | 2:00 | 0:50 | 2:49 | 2:27 | 0:21 |
| Gold Sport | 0:55 | 2:08 | -1:13 | 0:27 | 1:28 | -1:00 | * | * | * | * | 3:00 | * | 1:16 | 1:44 | -0:28 | 1:16 | 1:17 | -0:01 | 1:30 | 4:25 | -2:55 | * | * | * |
| Life FM | 3:13 | 3:12 | 0:01 | 2:44 | 2:05 | 0:38 | 4:23 | 4:11 | 0:11 | 4:10 | 4:29 | -0:18 | 3:05 | 4:02 | -0:57 | 2:51 | 2:52 | -0:01 | 4:56 | 2:36 | 2:19 | 1:57 | 2:04 | -0:07 |
| Magic | 11:01 | 10:55 | 0:05 | 3:34 | 5:22 | -1:48 | 3:17 | 3:38 | -0:20 | 3:11 | 3:30 | -0:18 | 6:09 | 6:05 | 0:03 | 8:40 | 7:22 | 1:17 | 13:52 | 13:11 | 0:41 | 7:41 | 8:43 | -1:02 |
| Mai FM | 5:57 | 7:28 | -1:30 | 4:25 | 6:32 | -2:07 | 6:58 | 8:11 | -1:12 | 7:41 | 8:48 | -1:06 | 7:23 | 8:20 | -0:57 | 4:58 | 5:24 | -0:25 | 0:58 | 3:13 | -2:15 | 4:53 | 5:03 | -0:09 |
| More FM | 5:41 | 5:23 | 0:17 | 4:21 | 2:47 | 1:34 | 4:47 | 2:50 | 1:56 | 4:35 | 3:52 | 0:43 | 5:04 | 5:08 | -0:03 | 7:47 | 11:06 | -3:19 | 9:26 | 10:37 | -1:11 | 7:07 | 8:27 | -1:19 |
| Newstalk ZB | 10:56 | 10:13 | 0:43 | 2:26 | 2:10 | 0:16 | 4:27 | 4:52 | -0:25 | 4:48 | 4:53 | -0:04 | 5:45 | 6:09 | -0:24 | 12:25 | 11:06 | 1:18 | 16:42 | 14:34 | 2:08 | 10:06 | 5:54 | 4:12 |
| Radio Hauraki | 6:26 | 5:56 | 0:29 | 3:01 | 2:17 | 0:44 | 5:29 | 4:05 | 1:23 | 6:34 | 4:44 | 1:50 | 7:26 | 6:10 | 1:16 | 7:55 | 8:53 | -0:58 | 6:18 | 10:18 | -3:59 | 10:13 | 7:34 | 2:38 |
| Rhema | 13:09 | 8:03 | 5:05 | 1:15 | 2:46 | -1:31 | 13:03 | 9:21 | 3:41 | 14:19 | 9:46 | 4:33 | 22:49 | 16:34 | 6:14 | 19:23 | 13:54 | 5:28 | 2:51 | 3:46 | -0:54 | 24:55 | 23:48 | 1:07 |
| Rock | 8:15 | 8:18 | -0:02 | 6:54 | 8:58 | -2:04 | 9:38 | 8:56 | 0:41 | 8:35 | 8:04 | 0:31 | 9:21 | 8:08 | 1:13 | 9:05 | 8:38 | 0:26 | 4:51 | 8:29 | -3:37 | 8:38 | 8:24 | 0:13 |
| SENZ Sport | 5:12 | 6:13 | -1:00 | 0:23 | 1:01 | -0:38 | 2:00 | 0:30 | 1:30 | 2:00 | 3:00 | -1:00 | 3:01 | 4:14 | -1:12 | 4:07 | 5:02 | -0:55 | 10:22 | 21:11 | -10:48 | 2:45 | 6:30 | -3:45 |
| Star | 2:04 | 4:35 | -2:30 | 0:30 | 1:25 | -0:55 | 1:30 | 0:39 | 0:50 | 1:30 | 0:39 | 0:50 | 1:19 | 7:35 | -6:15 | 1:15 | 18:45 | -17:30 | 2:37 | 4:35 | -1:58 | 0:30 | 0:30 | 0:00 |
| Tarana | 4:56 | 2:35 | 2:21 | 5:01 | 1:55 | 3:06 | 6:00 | 3:10 | 2:49 | 6:00 | 3:41 | 2:18 | 6:00 | 3:41 | 2:18 | 1:15 | * | * | 1:15 | 0:45 | 0:30 | * | 2:30 | * |
| Te Upoko o Te Ika | 3:46 | 2:19 | 1:27 | * | 0:55 | * | 5:24 | 4:05 | 1:18 | 5:24 | 4:05 | 1:18 | 4:36 | 3:25 | 1:11 | 0:45 | 0:45 | 0:00 | 0:50 | 0:30 | 0:20 | * | * | * |
| The Hits | 4:59 | 4:59 | 0:00 | 2:30 | 2:34 | -0:03 | 4:39 | 3:39 | 1:00 | 5:05 | 4:39 | 0:26 | 5:32 | 5:20 | 0:12 | 7:44 | 8:26 | -0:41 | 8:17 | 10:19 | -2:01 | 7:43 | 6:55 | 0:48 |
| The Sound | 8:41 | 7:56 | 0:44 | 3:13 | 3:50 | -0:36 | 5:13 | 4:43 | 0:29 | 8:14 | 6:06 | 2:08 | 7:30 | 7:24 | 0:05 | 9:17 | 10:16 | -0:58 | 11:45 | 10:26 | 1:18 | 8:39 | 7:40 | 0:59 |
| ZM | 4:56 | 4:32 | 0:23 | 3:59 | 3:20 | 0:39 | 4:54 | 4:18 | 0:36 | 5:17 | 4:41 | 0:35 | 5:08 | 4:45 | 0:22 | 5:35 | 6:08 | -0:32 | 6:23 | 7:50 | -1:27 | 5:27 | 5:23 | 0:04 |
| MediaWorks Combo | 9:16 | 9:37 | -0:20 | 7:19 | 7:22 | -0:03 | 7:23 | 8:01 | -0:38 | 7:50 | 8:36 | -0:45 | 8:24 | 9:05 | -0:40 | 10:33 | 10:40 | -0:07 | 12:43 | 12:34 | 0:08 | 8:24 | 9:07 | -0:43 |
| NZME Combo | 9:06 | 8:24 | 0:41 | 4:26 | 4:11 | 0:14 | 6:36 | 5:36 | 0:59 | 7:22 | 6:23 | 0:58 | 7:44 | 7:18 | 0:26 | 10:37 | 10:48 | -0:10 | 13:32 | 13:10 | 0:22 | 10:07 | 7:57 | 2:09 |
| All Commercial Radio | 12:26 | 12:23 | 0:03 | 8:30 | 8:34 | -0:04 | 9:53 | 9:46 | 0:07 | 10:39 | 10:26 | 0:12 | 11:07 | 11:25 | -0:18 | 13:50 | 14:26 | -0:36 | 16:53 | 16:13 | 0:39 | 12:08 | 12:04 | 0:04 |
| Potential (000) | 392.0 | 385.5 | 6.5 | 93.2 | 92.8 | 0.4 | 152.5 | 150.3 | 2.2 | 135.9 | 131.4 | 4.5 | 192.9 | 188.5 | 4.4 | 106.8 | 106.4 | 0.4 | 81.8 | 81.1 | 0.7 | 75.7 | 71.1 | 4.6 |
| Sample | 1,727 | 1,596 | 131 | 362 | 314 | 48 | 511 | 523 | -12 | 514 | 532 | -18 | 796 | 780 | 16 | 525 | 454 | 71 | 450 | 393 | 57 | 341 | 315 | 26 |

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 1 2024

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

Survey Comparisons: 3/2023 - 1/2024

This Survey Period: Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 2024

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

| | This | Last | +/- |
|-----------------|-------|-------|-----|
| Potential (000) | 392.0 | 385.5 | 6.5 |
| Sample Size | 1,727 | 1,596 | 131 |

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

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