



WELLINGTON COMMERCIAL RADIO - SURVEY 2 2024

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

Survey Comparisons: 1/2024 - 2/2024

This Survey Period: Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024

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

	All 10+				People 10-24			People 18-39			People 25-44			People 25-54			People 45-64			People 55-74			MGS with Kids		
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Atiawa Toa FM	0.6	0.9	-0.3	18	1.4	2.1	-0.7	0.9	1.3	-0.4	0.9	1.0	-0.1	0.7	1.0	-0.3	0.4	0.7	-0.3	0.2	0.3	-0.1	0.9	0.8	0.1
Breeze	11.5	12.5	-1.0	2	9.6	10.6	-1.0	3.5	5.0	-1.5	4.1	4.4	-0.3	7.8	9.3	-1.5	19.7	18.9	0.8	18.6	18.4	0.2	10.6	7.9	2.7
Channel X	2.2	1.2	1.0	13	1.5	1.1	0.4	4.9	2.5	2.4	5.5	2.6	2.9	4.2	2.1	2.1	1.0	0.7	0.3	0.3	0.2	0.1	2.6	1.3	1.3
Coast	5.2	4.6	0.6	10	2.2	3.1	-0.9	0.9	1.2	-0.3	1.0	1.8	-0.8	1.7	2.6	-0.9	6.3	4.9	1.4	11.5	7.4	4.1	3.3	3.4	-0.1
Edge	6.8	5.9	0.9	4	19.9	17.6	2.3	12.6	10.1	2.5	7.2	9.0	-1.8	5.6	7.1	-1.5	3.0	2.3	0.7	2.2	0.8	1.4	4.5	8.4	-3.9
George FM	1.2	0.9	0.3	14	1.8	1.4	0.4	2.4	2.3	0.1	1.5	1.9	-0.4	2.0	1.5	0.5	1.3	0.4	0.9	*	*	*	2.1	0.5	1.6
Gold	0.6	0.6	0.0	18	0.7	0.4	0.3	0.5	0.6	-0.1	0.5	0.5	0.0	0.5	0.6	-0.1	0.3	0.4	-0.1	0.1	0.1	0.0	0.3	0.4	-0.1
Gold Sport	0.3	*	*	21	*	0.1	*	*	*	*	*	*	*	*	*	*	*	*	*	1.0	*	*	*	*	*
Life FM	1.1	0.7	0.4	15	1.0	0.9	0.1	1.3	1.2	0.1	1.3	1.1	0.2	1.9	0.9	1.0	1.7	0.7	1.0	0.4	0.6	-0.2	0.9	0.6	0.3
Magic	5.5	6.3	-0.8	9	1.0	1.3	-0.3	0.9	1.2	-0.3	0.8	1.1	-0.3	2.0	2.2	-0.2	3.3	3.2	0.1	9.6	11.7	-2.1	2.0	2.8	-0.8
Mai FM	4.4	5.8	-1.4	11	9.5	11.7	-2.2	11.3	12.2	-0.9	8.5	11.6	-3.1	5.8	8.9	-3.1	0.6	2.0	-1.4	0.2	0.1	0.1	3.1	6.2	-3.1
More FM	3.4	4.8	-1.4	12	5.2	6.6	-1.4	2.9	5.0	-2.1	2.1	3.8	-1.7	2.9	4.9	-2.0	5.2	7.4	-2.2	3.7	5.0	-1.3	4.0	7.5	-3.5
Newstalk ZB	17.4	16.4	1.0	1	3.4	3.3	0.1	4.4	4.6	-0.2	7.6	5.9	1.7	10.4	7.2	3.2	18.1	17.9	0.2	26.3	27.9	-1.6	21.6	12.9	8.7
Radio Hauraki	6.8	6.7	0.1	4	4.8	4.6	0.2	8.3	7.1	1.2	11.5	10.0	1.5	11.4	10.6	0.8	7.8	7.5	0.3	2.9	3.2	-0.3	7.9	10.6	-2.7
Rhema	0.7	1.3	-0.6	16	0.1	0.1	0.0	1.3	1.1	0.2	2.0	1.8	0.2	1.4	2.5	-1.1	0.2	2.0	-1.8	0.2	0.3	-0.1	1.3	4.0	-2.7
Rock	5.7	7.5	-1.8	7	5.1	11.5	-6.4	5.3	14.2	-8.9	10.6	12.8	-2.2	9.9	11.6	-1.7	5.3	5.9	-0.6	1.3	1.6	-0.3	6.9	9.0	-2.1
SENZ Sport	0.7	0.6	0.1	16	*	*	*	0.1	0.1	0.0	0.2	0.1	0.1	0.5	0.2	0.3	0.8	0.5	0.3	1.2	0.9	0.3	1.0	0.1	0.9
Star	0.2	0.1	0.1	23	*	*	*	*	*	*	*	*	*	0.2	*	*	0.3	*	*	0.1	0.2	-0.1	0.3	*	*
Tarana	0.4	0.3	0.1	20	0.8	0.9	-0.1	0.4	0.5	-0.1	0.7	0.4	0.3	0.4	0.3	0.1	*	*	*	*	*	*	0.1	*	*
Te Upoko o Te Ika	0.3	0.2	0.1	21	0.5	*	*	0.2	0.6	-0.4	0.2	0.5	-0.3	0.2	0.3	-0.1	0.1	*	*	0.3	*	*	0.2	*	*
The Hits	6.2	6.0	0.2	6	9.8	7.3	2.5	10.3	8.0	2.3	7.4	7.0	0.4	7.0	7.1	-0.1	5.8	7.8	-2.0	4.3	5.3	-1.0	5.3	8.4	-3.1
The Sound	5.7	5.3	0.4	7	0.9	1.9	-1.0	2.9	3.2	-0.3	5.3	5.3	0.0	6.0	4.5	1.5	10.4	7.1	3.3	9.7	9.5	0.2	6.4	4.8	1.6
ZM	7.7	6.3	1.4	3	19.0	10.5	8.5	17.1	12.1	5.0	11.9	11.4	0.5	8.5	8.8	-0.3	1.7	3.9	-2.2	1.5	2.3	-0.8	9.0	7.6	1.4
MediaWorks Combo	46.3	50.2	-3.9		54.4	63.8	-9.4	46.6	55.6	-9.0	45.5	52.5	-7.0	46.1	52.0	-5.9	49.8	47.9	1.9	45.7	47.2	-1.5	42.1	48.3	-6.2
NZME Combo	44.5	40.7	3.8		39.9	29.4	10.5	41.9	33.6	8.3	40.5	36.7	3.8	40.3	36.9	3.4	40.6	42.5	-1.9	47.6	46.2	1.4	48.5	43.4	5.1
Potential (000)	392.0	392.0	0.0		93.2	93.2	0.0	152.6	152.5	0.1	135.9	135.9	0.0	192.9	192.9	0.0	106.8	106.8	0.0	81.8	81.8	0.0	73.3	75.7	-2.4
Sample	1,554	1,727	-173		322	362	-40	459	511	-52	470	514	-44	712	796	-84	457	525	-68	411	450	-39	314	341	-27

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

MediaWorks Combo: Breeze, Channel X, 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 2024

Station Share (%) by Daypart, People 10+

Survey Comparisons: 1/2024 - 2/2024

This Survey Period: Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024

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

	This	Last	+/-
Potential (000)	392.0	392.0	0.0
Sample Size	1,554	1,727	-173

	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	0.7	0.0	17	0.3	1.0	-0.7	0.6	0.8	-0.2	1.5	1.2	0.3	1.1	1.5	-0.4	0.4	0.4	0.0	0.4	0.7	-0.3
Breeze	14.4	14.3	0.1	2	11.3	13.5	-2.2	11.0	10.1	0.9	8.6	9.8	-1.2	8.7	14.2	-5.5	11.4	9.7	1.7	11.9	13.6	-1.7
Channel X	1.6	0.9	0.7	13	1.5	0.5	1.0	1.5	1.2	0.3	4.6	2.7	1.9	1.6	0.7	0.9	2.5	2.1	0.4	2.5	1.2	1.3
Coast	4.2	3.8	0.4	9	5.8	6.6	-0.8	4.7	5.1	-0.4	5.2	3.9	1.3	4.9	3.7	1.2	2.0	1.4	0.6	6.3	4.4	1.9
Edge	5.0	4.2	0.8	8	6.5	6.9	-0.4	6.0	5.9	0.1	7.1	5.6	1.5	12.9	6.8	6.1	20.8	13.4	7.4	5.9	5.6	0.3
George FM	0.9	0.9	0.0	14	1.3	1.0	0.3	1.6	0.9	0.7	0.5	0.4	0.1	0.5	0.4	0.1	*	0.2	*	1.8	1.2	0.6
Gold	0.8	0.6	0.2	15	0.8	0.7	0.1	0.6	0.7	-0.1	0.3	0.5	-0.2	0.2	0.9	-0.7	0.4	*	*	0.8	0.5	0.3
Gold Sport	0.4	*	*	19	0.5	*	*	0.6	*	*	0.1	0.1	0.0	*	*	*	*	*	*	0.1	*	*
Life FM	0.5	0.2	0.3	18	0.3	0.7	-0.4	0.4	0.8	-0.4	2.2	0.7	1.5	1.6	1.0	0.6	0.1	0.3	-0.2	2.3	1.3	1.0
Magic	4.1	4.1	0.0	11	5.4	7.5	-2.1	5.2	7.5	-2.3	3.8	4.7	-0.9	5.9	5.7	0.2	4.1	2.7	1.4	7.9	7.7	0.2
Mai FM	5.2	6.9	-1.7	7	4.4	4.1	0.3	4.6	5.0	-0.4	6.7	6.7	0.0	3.5	8.3	-4.8	1.4	2.9	-1.5	2.7	6.1	-3.4
More FM	4.2	5.5	-1.3	9	3.2	5.3	-2.1	4.1	6.1	-2.0	3.0	4.8	-1.8	2.5	1.8	0.7	0.4	1.1	-0.7	2.9	3.8	-0.9
Newstalk ZB	20.8	21.0	-0.2	1	15.9	13.8	2.1	12.9	12.6	0.3	14.4	14.2	0.2	27.1	24.6	2.5	34.0	36.5	-2.5	16.8	14.1	2.7
Radio Hauraki	5.9	5.2	0.7	5	6.9	6.5	0.4	8.1	8.0	0.1	9.0	8.9	0.1	3.2	2.9	0.3	4.9	6.1	-1.2	6.1	6.9	-0.8
Rhema	0.1	0.7	-0.6	23	0.4	1.5	-1.1	0.9	1.6	-0.7	1.4	2.5	-1.1	0.7	0.5	0.2	*	0.5	*	0.9	1.0	-0.1
Rock	6.2	8.3	-2.1	4	5.0	7.3	-2.3	6.4	7.8	-1.4	6.7	8.9	-2.2	4.6	5.7	-1.1	2.8	3.6	-0.8	5.1	6.9	-1.8
SENZ Sport	0.8	0.8	0.0	15	1.4	0.7	0.7	0.6	0.1	0.5	0.2	0.4	-0.2	*	0.1	*	*	0.5	*	0.7	0.9	-0.2
Star	0.2	*	*	21	0.2	0.1	0.1	*	*	*	0.1	*	*	0.5	0.1	0.4	*	*	*	0.5	0.2	0.3
Tarana	0.2	0.1	0.1	21	0.1	*	*	0.2	*	*	0.4	0.2	0.2	0.7	0.3	0.4	1.6	1.3	0.3	0.5	0.5	0.0
Te Upoko o Te Ika	0.4	0.6	-0.2	19	0.8	*	*	0.2	*	*	0.1	*	*	*	*	*	*	*	*	0.1	0.2	-0.1
The Hits	5.6	5.2	0.4	6	5.2	6.4	-1.2	7.4	7.5	-0.1	6.8	6.3	0.5	6.1	6.3	-0.2	2.5	4.2	-1.7	6.4	5.1	1.3
The Sound	4.1	3.5	0.6	11	6.9	6.1	0.8	7.1	6.8	0.3	3.8	5.0	-1.2	4.2	4.0	0.2	6.1	6.3	-0.2	6.2	5.5	0.7
ZM	8.7	8.2	0.5	3	9.5	3.7	5.8	9.4	6.0	3.4	7.5	7.9	-0.4	3.5	6.8	-3.3	0.2	2.8	-2.6	6.2	6.3	-0.1
MediaWorks Combo	45.7	48.6	-2.9		45.7	52.3	-6.6	47.6	51.3	-3.7	44.9	48.7	-3.8	44.3	47.5	-3.2	49.7	42.0	7.7	46.9	51.7	-4.8
NZME Combo	46.5	44.1	2.4		45.5	37.8	7.7	44.1	39.9	4.2	43.3	41.8	1.5	45.2	45.2	0.0	44.0	51.3	-7.3	43.0	37.4	5.6

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

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WELLINGTON COMMERCIAL RADIO - SURVEY 2 2024

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

Survey Comparisons: 1/2024 - 2/2024

This Survey Period: Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024

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

	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	6.6	7.9	-1.3	16	1.5	3.0	-1.5	3.2	4.1	-0.9	3.0	3.1	-0.1	4.4	4.2	0.2	2.0	1.5	0.5	0.7	0.8	-0.1	1.8	1.9	-0.1
Breeze	53.8	51.6	2.2	1	11.1	10.6	0.5	13.3	13.7	-0.4	11.6	11.2	0.4	22.4	21.0	1.4	23.5	21.2	2.3	18.2	18.0	0.2	9.7	10.3	-0.6
Channel X	20.1	11.0	9.1	11	3.3	2.1	1.2	12.4	6.8	5.6	12.7	7.1	5.6	15.8	8.5	7.3	4.1	1.8	2.3	1.0	0.4	0.6	4.5	2.2	2.3
Coast	20.7	20.2	0.5	10	2.4	2.6	-0.2	4.0	3.1	0.9	3.3	3.6	-0.3	6.1	6.8	-0.7	7.5	7.3	0.2	10.2	8.5	1.7	3.5	3.9	-0.4
Edge	37.5	35.6	1.9	5	14.0	11.5	2.5	21.7	20.3	1.4	16.0	18.3	-2.3	19.5	21.5	-2.0	6.7	5.7	1.0	3.9	2.5	1.4	6.9	10.3	-3.4
George FM	7.5	7.3	0.2	15	2.2	1.9	0.3	5.8	5.6	0.2	4.2	4.6	-0.4	5.3	5.3	0.0	1.1	0.7	0.4	*	0.1	*	1.2	1.0	0.2
Gold	4.7	3.8	0.9	17	0.9	1.1	-0.2	2.2	1.6	0.6	1.7	1.2	0.5	2.6	2.2	0.4	1.5	1.2	0.3	1.0	0.4	0.6	0.8	0.8	0.0
Gold Sport	1.2	1.0	0.2	23	*	0.5	*	0.4	*	*	0.4	*	*	0.4	0.3	0.1	0.3	0.3	0.0	0.7	0.2	0.5	0.3	*	*
Life FM	9.2	7.1	2.1	14	3.0	1.3	1.7	3.4	2.4	1.0	3.2	2.5	0.7	5.1	4.4	0.7	2.6	2.8	-0.2	0.7	1.1	-0.4	1.3	1.9	-0.6
Magic	17.2	17.7	-0.5	13	1.7	1.5	0.2	2.7	3.2	-0.5	2.2	3.2	-1.0	4.6	5.2	-0.6	4.1	4.1	0.0	7.9	8.2	-0.3	1.7	2.5	-0.8
Mai FM	24.6	30.3	-5.7	9	8.9	10.9	-2.0	13.6	15.7	-2.1	11.5	14.3	-2.8	13.9	17.7	-3.8	3.9	4.3	-0.4	1.5	1.0	0.5	4.1	8.7	-4.6
More FM	25.9	26.1	-0.2	8	6.4	6.3	0.1	6.8	9.5	-2.7	6.8	7.9	-1.1	13.7	14.1	-0.4	11.1	10.4	0.7	5.1	5.2	-0.1	4.9	7.2	-2.3
Newstalk ZB	49.6	46.5	3.1	2	5.2	5.6	-0.4	12.4	9.4	3.0	14.8	11.7	3.1	22.8	18.3	4.5	15.8	15.6	0.2	14.5	16.2	-1.7	10.9	8.7	2.2
Radio Hauraki	33.2	32.4	0.8	6	5.5	6.3	-0.8	13.1	11.7	1.4	16.2	14.5	1.7	22.9	20.8	2.1	10.8	10.3	0.5	4.8	4.9	-0.1	6.0	7.1	-1.1
Rhema	3.4	3.0	0.4	18	0.5	0.3	0.2	1.2	0.8	0.4	1.1	1.2	-0.1	2.0	1.6	0.4	1.3	1.1	0.2	0.6	1.0	-0.4	0.9	1.1	-0.2
Rock	28.5	28.2	0.3	7	6.0	6.9	-0.9	11.3	13.2	-1.9	15.0	14.1	0.9	19.8	18.2	1.6	7.5	7.0	0.5	2.7	3.2	-0.5	7.8	7.1	0.7
SENZ Sport	3.2	3.5	-0.3	19	0.2	0.5	-0.3	0.3	0.3	0.0	0.5	0.3	0.2	1.3	1.2	0.1	1.1	1.2	-0.1	0.8	0.9	-0.1	0.5	0.3	0.2
Star	1.9	1.4	0.5	21	*	0.1	*	*	0.1	*	*	0.1	*	1.1	0.4	0.7	1.1	0.3	0.8	0.2	0.6	-0.4	0.3	0.1	0.2
Tarana	2.2	1.6	0.6	20	0.6	0.7	-0.1	1.1	0.7	0.4	1.4	0.7	0.7	1.4	0.7	0.7	0.2	0.2	0.0	0.2	0.2	0.0	0.3	*	*
Te Upoko o Te Ika	1.6	1.4	0.2	22	0.3	*	*	0.6	0.9	-0.3	0.6	0.9	-0.3	0.9	1.1	-0.2	0.3	0.2	0.1	0.4	0.3	0.1	0.3	*	*
The Hits	38.9	37.2	1.7	4	12.5	12.0	0.5	16.8	15.5	1.3	11.6	13.0	-1.4	19.7	18.9	0.8	12.8	10.9	1.9	6.5	6.2	0.3	7.9	7.4	0.5
The Sound	20.1	19.0	1.1	11	1.7	2.5	-0.8	6.2	5.5	0.7	7.3	6.1	1.2	10.7	8.8	1.9	9.3	8.3	1.0	7.4	7.8	-0.4	4.3	3.7	0.6
ZM	42.0	39.6	2.4	3	13.0	10.8	2.2	25.9	22.2	3.7	21.8	20.5	1.3	25.0	25.2	-0.2	6.4	7.6	-1.2	3.8	3.5	0.3	9.2	9.6	-0.4
MediaWorks Combo	174.0	168.1	5.9		39.3	36.0	3.3	68.1	67.8	0.3	63.5	63.6	-0.1	90.9	90.5	0.4	52.2	49.3	2.9	37.7	36.0	1.7	34.8	39.2	-4.4
NZME Combo	150.0	138.7	11.3		27.7	27.3	0.4	55.8	45.8	10.0	54.9	47.3	7.6	78.8	69.8	9.0	45.0	43.4	1.6	34.8	33.1	1.7	31.6	29.3	2.3
All Commercial Radio	261.4	249.4	12.0		52.9	48.6	4.3	99.2	91.1	8.1	95.0	89.0	6.0	137.8	131.6	6.2	79.0	78.4	0.6	57.2	57.5	-0.3	54.4	56.2	-1.8
Potential (000)	392.0	392.0	0.0		93.2	93.2	0.0	152.6	152.5	0.1	135.9	135.9	0.0	192.9	192.9	0.0	106.8	106.8	0.0	81.8	81.8	0.0	73.3	75.7	-2.4
Sample	1,554	1,727	-173		322	362	-40	459	511	-52	470	514	-44	712	796	-84	457	525	-68	411	450	-39	314	341	-27

MediaWorks Combo: Breeze, Channel X, 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 2024

Cumulative Audience (000's) by Daypart, People 10+
Survey Comparisons: 1/2024 - 2/2024

This Survey Period: Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024
Last Survey Period: Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 2024

	This	Last	+/-
Potential (000)	392.0	392.0	0.0
Sample Size	1,554	1,727	-173

	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	2.6	3.6	-1.0	15	0.9	1.6	-0.7	2.1	2.0	0.1	4.8	3.6	1.2	1.8	2.6	-0.8	0.8	0.7	0.1	3.2	4.4	-1.2
Breeze	28.0	25.9	2.1	2	22.7	23.3	-0.6	23.7	21.5	2.2	22.3	19.7	2.6	13.0	9.8	3.2	5.3	4.8	0.5	33.0	32.5	0.5
Channel X	8.2	4.0	4.2	10	6.2	2.9	3.3	7.0	5.1	1.9	10.9	6.4	4.5	2.9	1.0	1.9	0.6	1.0	-0.4	10.0	4.9	5.1
Coast	8.1	9.0	-0.9	11	8.9	9.9	-1.0	8.2	10.7	-2.5	9.2	6.9	2.3	4.3	3.7	0.6	1.8	0.8	1.0	12.3	11.8	0.5
Edge	15.0	16.0	-1.0	8	15.8	12.9	2.9	14.9	13.1	1.8	13.8	12.7	1.1	5.9	4.7	1.2	3.6	4.2	-0.6	19.0	19.3	-0.3
George FM	3.2	3.1	0.1	14	3.6	2.8	0.8	3.3	2.1	1.2	2.0	1.6	0.4	1.6	1.3	0.3	*	0.2	*	3.7	3.3	0.4
Gold	2.5	2.3	0.2	16	1.3	0.7	0.6	2.4	1.7	0.7	1.1	2.3	-1.2	0.3	1.0	-0.7	0.3	*	*	2.0	2.1	-0.1
Gold Sport	0.4	0.2	0.2	23	0.4	*	*	0.9	0.2	0.7	0.2	0.3	-0.1	*	*	*	*	*	*	0.6	0.5	0.1
Life FM	2.5	1.7	0.8	16	1.6	2.3	-0.7	2.4	3.3	-0.9	4.8	2.7	2.1	2.2	0.8	1.4	0.3	0.6	-0.3	6.8	3.3	3.5
Magic	8.0	8.3	-0.3	12	8.8	9.4	-0.6	8.0	9.0	-1.0	7.8	8.3	-0.5	4.9	4.8	0.1	3.4	2.2	1.2	12.0	11.5	0.5
Mai FM	15.8	17.9	-2.1	6	9.7	9.8	-0.1	10.9	11.7	-0.8	11.4	13.4	-2.0	4.0	5.3	-1.3	2.5	3.0	-0.5	12.5	19.8	-7.3
More FM	13.6	14.8	-1.2	9	8.7	9.2	-0.5	11.7	12.0	-0.3	12.3	11.0	1.3	4.6	2.7	1.9	0.8	1.1	-0.3	12.6	14.4	-1.8
Newstalk ZB	33.1	29.2	3.9	1	22.8	20.2	2.6	21.6	21.2	0.4	26.2	20.4	5.8	14.4	11.9	2.5	12.0	11.0	1.0	32.8	29.0	3.8
Radio Hauraki	16.4	13.9	2.5	5	12.4	10.9	1.5	15.7	14.4	1.3	17.6	17.4	0.2	5.0	6.1	-1.1	1.8	2.9	-1.1	20.8	22.9	-2.1
Rhema	0.9	1.6	-0.7	21	1.3	1.0	0.3	1.7	1.8	-0.1	2.0	1.8	0.2	1.5	0.8	0.7	*	0.5	*	2.2	2.2	0.0
Rock	15.4	16.2	-0.8	7	11.1	9.9	1.2	13.5	13.7	-0.2	14.0	14.2	-0.2	4.5	5.5	-1.0	2.4	3.2	-0.8	15.7	17.0	-1.3
SENZ Sport	1.2	1.4	-0.2	19	1.3	0.9	0.4	1.5	0.9	0.6	1.0	1.0	0.0	0.2	0.4	-0.2	*	0.3	*	2.0	2.6	-0.6
Star	0.7	0.2	0.5	22	0.8	0.5	0.3	0.5	0.3	0.2	0.5	0.1	0.4	0.9	0.3	0.6	*	*	*	1.7	1.2	0.5
Tarana	1.3	0.9	0.4	18	0.8	0.2	0.6	1.5	0.4	1.1	0.8	0.8	0.0	0.4	0.2	0.2	1.0	0.8	0.2	1.7	1.4	0.3
Te Upoko o Te Ika	1.1	1.3	-0.2	20	0.4	0.1	0.3	0.5	*	*	0.3	*	*	*	*	*	*	*	*	0.4	1.1	-0.7
The Hits	19.8	18.5	1.3	4	13.6	14.0	-0.4	19.6	17.9	1.7	16.0	14.0	2.0	9.0	6.7	2.3	1.7	2.5	-0.8	23.0	19.0	4.0
The Sound	7.7	9.1	-1.4	13	9.5	8.9	0.6	9.5	10.7	-1.2	9.6	8.5	1.1	3.2	2.7	0.5	1.6	1.6	0.0	13.3	13.2	0.1
ZM	23.3	20.8	2.5	3	17.4	12.6	4.8	18.9	17.0	1.9	22.8	20.6	2.2	5.5	4.5	1.0	0.4	1.8	-1.4	24.0	23.3	0.7
MediaWorks Combo	99.5	100.8	-1.3		82.6	77.3	5.3	87.7	83.3	4.4	90.2	82.9	7.3	41.3	34.9	6.4	18.3	19.7	-1.4	113.3	117.4	-4.1
NZME Combo	95.0	85.3	9.7		71.8	61.8	10.0	77.5	70.1	7.4	85.9	75.0	10.9	35.1	31.4	3.7	17.3	18.0	-0.7	103.2	90.2	13.0
All Commercial Radio	175.7	168.9	6.8		144.6	130.0	14.6	152.4	142.8	9.6	163.3	147.6	15.7	77.6	66.3	11.3	36.9	36.3	0.6	195.8	189.4	6.4

MediaWorks Combo: Breeze, Channel X, 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 2024

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

Survey Comparisons: 1/2024 - 2/2024

This Survey Period: Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024

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

	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	3:09	3:19	-0:10	5:34	2:51	2:42	2:37	2:50	-0:12	2:46	2:58	-0:11	2:21	3:36	-1:15	1:55	4:45	-2:49	2:58	3:37	-0:39	2:57	2:58	-0:00
Breeze	6:52	7:32	-0:40	5:11	4:06	1:05	2:35	3:16	-0:41	3:15	3:41	-0:25	4:55	6:27	-1:32	8:39	9:39	-1:00	9:38	9:56	-0:18	6:25	5:13	1:11
Channel X	3:29	3:23	0:05	2:40	2:11	0:28	3:48	3:17	0:31	3:59	3:32	0:27	3:42	3:37	0:04	2:37	4:14	-1:37	2:53	4:48	-1:55	3:22	4:03	-0:41
Coast	7:59	7:05	0:53	5:23	4:59	0:24	2:10	3:26	-1:16	2:45	4:48	-2:02	3:54	5:28	-1:34	8:44	7:19	1:24	10:36	8:27	2:09	5:27	6:01	-0:34
Edge	5:50	5:09	0:41	8:29	6:20	2:08	5:39	4:29	1:09	4:06	4:41	-0:34	4:03	4:48	-0:45	4:36	4:23	0:12	5:13	2:58	2:15	3:47	5:33	-1:45
George FM	5:10	3:46	1:24	4:57	3:00	1:57	4:06	3:43	0:22	3:21	3:52	-0:31	5:15	4:05	1:09	12:36	5:30	7:06	*	0:45	*	10:26	3:23	7:02
Gold	4:21	5:00	-0:38	4:18	1:33	2:45	2:19	3:10	-0:51	2:43	4:11	-1:27	2:42	3:45	-1:03	2:22	3:21	-0:58	1:04	2:50	-1:45	2:01	2:49	-0:48
Gold Sport	8:18	0:55	7:22	*	0:27	*	1:00	*	*	1:00	*	*	1:00	1:16	-0:16	0:30	1:16	-0:46	12:36	1:30	11:06	0:30	*	*
Life FM	3:54	3:13	0:40	1:55	2:44	-0:48	3:37	4:23	-0:46	3:49	4:10	-0:21	5:09	3:05	2:04	6:44	2:51	3:53	4:38	4:56	-0:17	3:49	1:57	1:52
Magic	10:13	11:01	-0:47	3:29	3:34	-0:04	3:10	3:17	-0:07	3:27	3:11	0:15	6:01	6:09	-0:07	8:23	8:40	-0:16	11:35	13:52	-2:17	7:02	7:41	-0:39
Mai FM	5:43	5:57	-0:14	6:21	4:25	1:55	8:05	6:58	1:06	6:48	7:41	-0:52	5:53	7:23	-1:29	1:30	4:58	-3:27	1:22	0:58	0:23	4:21	4:53	-0:31
More FM	4:11	5:41	-1:29	4:51	4:21	0:30	4:06	4:47	-0:40	2:47	4:35	-1:47	2:57	5:04	-2:07	4:49	7:47	-2:58	6:52	9:26	-2:33	4:45	7:07	-2:22
Newstalk ZB	11:15	10:56	0:18	3:55	2:26	1:28	3:28	4:27	-0:58	4:44	4:48	-0:04	6:24	5:45	0:39	11:50	12:25	-0:35	17:02	16:42	0:20	11:34	10:06	1:27
Radio Hauraki	6:33	6:26	0:06	5:15	3:01	2:14	6:11	5:29	0:42	6:32	6:34	-0:02	7:01	7:26	-0:25	7:25	7:55	-0:30	5:46	6:18	-0:32	7:47	10:13	-2:26
Rhema	6:41	13:09	-6:27	1:00	1:15	-0:15	10:41	13:03	-2:22	17:31	14:19	3:11	9:52	22:49	-12:56	1:21	19:23	-18:01	2:30	2:51	-0:20	9:04	24:55	-15:51
Rock	6:23	8:15	-1:51	5:03	6:54	-1:50	4:36	9:38	-5:01	6:28	8:35	-2:07	7:01	9:21	-2:20	7:17	9:05	-1:47	4:45	4:51	-0:06	5:10	8:38	-3:27
SENZ Sport	7:04	5:12	1:51	1:00	0:23	0:36	2:00	2:00	0:00	3:02	2:00	1:02	5:54	3:01	2:52	7:37	4:07	3:30	14:18	10:22	3:55	10:43	2:45	7:58
Star	3:42	2:04	1:37	*	0:30	*	*	1:30	*	*	1:30	*	2:51	1:19	1:31	2:51	1:15	1:36	2:45	2:37	0:07	4:30	0:30	4:00
Tarana	5:05	4:56	0:09	8:00	5:01	2:58	3:35	6:00	-2:24	4:28	6:00	-1:31	4:28	6:00	-1:31	1:15	1:15	0:00	1:15	1:15	0:00	1:30	*	*
Te Upoko o Te Ika	5:16	3:46	1:29	12:00	*	*	2:46	5:24	-2:38	2:46	5:24	-2:38	3:08	4:36	-1:28	4:00	0:45	3:15	5:47	0:50	4:56	5:00	*	*
The Hits	5:06	4:59	0:06	4:40	2:30	2:09	5:58	4:39	1:18	5:54	5:05	0:48	5:01	5:32	-0:30	4:38	7:44	-3:06	6:15	8:17	-2:01	3:54	7:43	-3:49
The Sound	9:05	8:41	0:23	2:58	3:13	-0:15	4:29	5:13	-0:43	6:41	8:14	-1:33	7:52	7:30	0:21	11:34	9:17	2:17	12:24	11:45	0:38	8:40	8:39	0:00
ZM	5:54	4:56	0:58	8:45	3:59	4:45	6:25	4:54	1:31	5:02	5:17	-0:14	4:46	5:08	-0:21	2:48	5:35	-2:47	3:47	6:23	-2:35	5:45	5:27	0:17
MediaWorks Combo	8:32	9:16	-0:43	8:17	7:19	0:57	6:40	7:23	-0:42	6:36	7:50	-1:13	7:08	8:24	-1:16	9:51	10:33	-0:41	11:26	12:43	-1:17	7:05	8:24	-1:18
NZME Combo	9:31	9:06	0:25	8:37	4:26	4:10	7:20	6:36	0:44	6:48	7:22	-0:33	7:12	7:44	-0:32	9:20	10:37	-1:17	12:55	13:32	-0:37	8:59	10:07	-1:07
All Commercial Radio	12:17	12:26	-0:09	11:19	8:30	2:49	9:50	9:53	-0:03	9:41	10:39	-0:57	10:12	11:07	-0:54	13:05	13:50	-0:44	16:28	16:53	-0:24	10:46	12:08	-1:22
Potential (000)	392.0	392.0	0.0	93.2	93.2	0.0	152.6	152.5	0.1	135.9	135.9	0.0	192.9	192.9	0.0	106.8	106.8	0.0	81.8	81.8	0.0	73.3	75.7	-2.4
Sample	1,554	1,727	-173	322	362	-40	459	511	-52	470	514	-44	712	796	-84	457	525	-68	411	450	-39	314	341	-27

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WELLINGTON COMMERCIAL RADIO - SURVEY 2 2024

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

Survey Comparisons: 1/2024 - 2/2024

This Survey Period: Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024

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

	This	Last	+/-
Potential (000)	392.0	392.0	0.0
Sample Size	1,554	1,727	-173

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

MediaWorks Combo: Breeze, Channel X, 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