



WELLINGTON COMMERCIAL RADIO - SURVEY 3 2024

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

Survey Comparisons: 2/2024 - 3/2024

This Survey Period: Sun May 12 to Sat Aug 3 & Sun Aug 11 to Sat Nov 2 2024

Last Survey Period: Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 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	1.6	0.6	1.0	14	1.6	1.4	0.2	0.6	0.9	-0.3	0.7	0.9	-0.2	1.0	0.7	0.3	2.9	0.4	2.5	2.5	0.2	2.3	1.6	0.9	0.7
Breeze	9.9	11.5	-1.6	2	5.2	9.6	-4.4	3.1	3.5	-0.4	4.8	4.1	0.7	8.2	7.8	0.4	16.3	19.7	-3.4	14.5	18.6	-4.1	10.7	10.6	0.1
Channel X	4.5	2.2	2.3	12	4.6	1.5	3.1	8.9	4.9	4.0	9.7	5.5	4.2	7.5	4.2	3.3	2.3	1.0	1.3	0.2	0.3	-0.1	3.9	2.6	1.3
Coast	4.6	5.2	-0.6	11	1.6	2.2	-0.6	1.3	0.9	0.4	1.6	1.0	0.6	3.3	1.7	1.6	6.8	6.3	0.5	8.7	11.5	-2.8	3.9	3.3	0.6
Edge	4.7	6.8	-2.1	10	10.5	19.9	-9.4	9.8	12.6	-2.8	5.9	7.2	-1.3	4.8	5.6	-0.8	3.0	3.0	0.0	1.7	2.2	-0.5	4.0	4.5	-0.5
George FM	1.1	1.2	-0.1	16	1.0	1.8	-0.8	1.2	2.4	-1.2	0.7	1.5	-0.8	1.9	2.0	-0.1	2.3	1.3	1.0	*	*	*	4.7	2.1	2.6
Gold	0.3	0.6	-0.3	22	0.6	0.7	-0.1	0.2	0.5	-0.3	0.3	0.5	-0.2	0.3	0.5	-0.2	0.3	0.3	0.0	0.2	0.1	0.1	*	0.3	*
Gold Sport	0.5	0.3	0.2	18	0.1	*	*	0.2	*	*	0.2	*	*	0.2	*	*	0.5	*	*	1.5	1.0	0.5	0.3	*	*
Life FM	1.5	1.1	0.4	15	1.1	1.0	0.1	3.1	1.3	1.8	3.2	1.3	1.9	2.6	1.9	0.7	1.0	1.7	-0.7	0.1	0.4	-0.3	2.0	0.9	1.1
Magic	4.9	5.5	-0.6	9	1.0	1.0	0.0	0.9	0.9	0.0	0.8	0.8	0.0	1.2	2.0	-0.8	2.4	3.3	-0.9	11.4	9.6	1.8	4.2	2.0	2.2
Mai FM	6.7	4.4	2.3	5	15.1	9.5	5.6	12.9	11.3	1.6	9.4	8.5	0.9	7.2	5.8	1.4	3.3	0.6	2.7	1.9	0.2	1.7	8.0	3.1	4.9
More FM	3.3	3.4	-0.1	13	6.7	5.2	1.5	2.8	2.9	-0.1	2.6	2.1	0.5	3.0	2.9	0.1	3.6	5.2	-1.6	2.7	3.7	-1.0	3.3	4.0	-0.7
Newstalk ZB	15.6	17.4	-1.8	1	3.0	3.4	-0.4	3.0	4.4	-1.4	5.6	7.6	-2.0	7.6	10.4	-2.8	13.0	18.1	-5.1	24.7	26.3	-1.6	13.0	21.6	-8.6
Radio Hauraki	5.0	6.8	-1.8	8	4.0	4.8	-0.8	5.4	8.3	-2.9	7.6	11.5	-3.9	7.6	11.4	-3.8	6.3	7.8	-1.5	2.6	2.9	-0.3	4.4	7.9	-3.5
Rhema	0.6	0.7	-0.1	17	0.1	0.1	0.0	0.9	1.3	-0.4	0.9	2.0	-1.1	0.7	1.4	-0.7	0.7	0.2	0.5	1.0	0.2	0.8	0.2	1.3	-1.1
Rock	9.0	5.7	3.3	3	9.5	5.1	4.4	13.9	5.3	8.6	18.2	10.6	7.6	14.4	9.9	4.5	5.7	5.3	0.4	1.7	1.3	0.4	6.9	6.9	0.0
SENZ (Sport Nation)*	0.2	0.7	-0.5	23	*	*	*	*	0.1	*	0.1	0.2	-0.1	0.3	0.5	-0.2	0.4	0.8	-0.4	0.3	1.2	-0.9	0.7	1.0	-0.3
Star	0.5	0.2	0.3	18	*	*	*	0.1	*	*	0.1	*	*	0.4	0.2	0.2	1.0	0.3	0.7	1.1	0.1	1.0	0.3	0.3	0.0
Tarana	0.5	0.4	0.1	18	1.1	0.8	0.3	0.2	0.4	-0.2	1.0	0.7	0.3	0.6	0.4	0.2	*	*	*	*	*	*	0.1	0.1	0.0
Te Upoko o Te Ika	0.4	0.3	0.1	21	1.3	0.5	0.8	0.2	0.2	0.0	0.1	0.2	-0.1	0.2	0.2	0.0	0.2	0.1	0.1	0.3	0.3	0.0	0.2	0.2	0.0
The Hits	5.6	6.2	-0.6	7	10.5	9.8	0.7	9.5	10.3	-0.8	6.7	7.4	-0.7	5.8	7.0	-1.2	3.5	5.8	-2.3	3.5	4.3	-0.8	5.0	5.3	-0.3
The Sound	6.1	5.7	0.4	6	0.8	0.9	-0.1	2.4	2.9	-0.5	4.7	5.3	-0.6	6.7	6.0	0.7	12.8	10.4	2.4	10.6	9.7	0.9	5.2	6.4	-1.2
ZM	7.5	7.7	-0.2	4	17.1	19.0	-1.9	15.4	17.1	-1.7	9.5	11.9	-2.4	8.3	8.5	-0.2	4.2	1.7	2.5	1.6	1.5	0.1	9.5	9.0	0.5
MediaWorks Combo	50.2	46.3	3.9		54.6	54.4	0.2	55.9	46.6	9.3	56.7	45.5	11.2	55.0	46.1	8.9	51.8	49.8	2.0	44.6	45.7	-1.1	51.0	42.1	8.9
NZME Combo	39.7	44.5	-4.8		37.5	39.9	-2.4	35.8	41.9	-6.1	32.5	40.5	-8.0	34.0	40.3	-6.3	34.8	40.6	-5.8	43.0	47.6	-4.6	36.7	48.5	-11.8
Potential (000)	392.0	392.0	0.0		93.2	93.2	0.0	152.2	152.6	-0.4	135.9	135.9	0.0	192.9	192.9	0.0	106.8	106.8	0.0	81.8	81.8	0.0	75.8	73.3	2.5
Sample	1,588	1,554	34		299	322	-23	434	459	-25	485	470	15	732	712	20	448	457	-9	432	411	21	321	314	7

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

*SENZ rebranded to Sport Nation from Nov 19th 2024



WELLINGTON COMMERCIAL RADIO - SURVEY 3 2024

Station Share (%) by Daypart, People 10+

Survey Comparisons: 2/2024 - 3/2024

This Survey Period: Sun May 12 to Sat Aug 3 & Sun Aug 11 to Sat Nov 2 2024

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

	This	Last	+/-
Potential (000)	392.0	392.0	0.0
Sample Size	1,588	1,554	34

	Breakfast				Morning			Afternoon			Drive			Night			Mid Dawn			Weekend		
	Mon-Fri 6am-9am				Mon-Fri 9am-12md			Mon-Fri 12md-4pm			Mon-Fri 4pm-7pm			Mon-Fri 7pm-12mn			Mon-Fri 12mn-6am			Sat-Sun 12mn-12mn		
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Atiawa Toa FM	1.8	0.7	1.1	14	0.9	0.3	0.6	1.1	0.6	0.5	1.2	1.5	-0.3	2.2	1.1	1.1	8.4	0.4	8.0	1.6	0.4	1.2
Breeze	11.7	14.4	-2.7	2	10.3	11.3	-1.0	9.4	11.0	-1.6	7.6	8.6	-1.0	10.1	8.7	1.4	12.4	11.4	1.0	9.5	11.9	-2.4
Channel X	4.3	1.6	2.7	10	4.1	1.5	2.6	4.1	1.5	2.6	5.3	4.6	0.7	2.4	1.6	0.8	2.1	2.5	-0.4	5.7	2.5	3.2
Coast	3.2	4.2	-1.0	12	4.8	5.8	-1.0	5.1	4.7	0.4	5.4	5.2	0.2	4.5	4.9	-0.4	1.0	2.0	-1.0	5.4	6.3	-0.9
Edge	5.1	5.0	0.1	8	4.0	6.5	-2.5	3.8	6.0	-2.2	6.3	7.1	-0.8	5.4	12.9	-7.5	8.9	20.8	-11.9	3.8	5.9	-2.1
George FM	0.7	0.9	-0.2	16	1.2	1.3	-0.1	1.1	1.6	-0.5	1.0	0.5	0.5	1.2	0.5	0.7	0.6	*	*	1.5	1.8	-0.3
Gold	0.2	0.8	-0.6	23	0.4	0.8	-0.4	0.3	0.6	-0.3	0.1	0.3	-0.2	0.3	0.2	0.1	0.5	0.4	0.1	0.5	0.8	-0.3
Gold Sport	0.5	0.4	0.1	19	0.5	0.5	0.0	0.7	0.6	0.1	0.2	0.1	0.1	0.8	*	*	0.1	*	*	0.6	0.1	0.5
Life FM	1.3	0.5	0.8	15	0.5	0.3	0.2	0.9	0.4	0.5	1.9	2.2	-0.3	1.5	1.6	-0.1	0.6	0.1	0.5	2.9	2.3	0.6
Magic	2.7	4.1	-1.4	13	5.4	5.4	0.0	5.4	5.2	0.2	3.2	3.8	-0.6	5.5	5.9	-0.4	2.2	4.1	-1.9	7.1	7.9	-0.8
Mai FM	8.8	5.2	3.6	4	4.9	4.4	0.5	4.3	4.6	-0.3	9.4	6.7	2.7	7.2	3.5	3.7	6.5	1.4	5.1	6.6	2.7	3.9
More FM	3.3	4.2	-0.9	11	2.7	3.2	-0.5	4.2	4.1	0.1	3.7	3.0	0.7	3.2	2.5	0.7	3.4	0.4	3.0	2.9	2.9	0.0
Newstalk ZB	18.7	20.8	-2.1	1	14.3	15.9	-1.6	11.2	12.9	-1.7	13.5	14.4	-0.9	21.4	27.1	-5.7	30.8	34.0	-3.2	15.8	16.8	-1.0
Radio Hauraki	5.3	5.9	-0.6	7	5.6	6.9	-1.3	6.0	8.1	-2.1	6.1	9.0	-2.9	1.9	3.2	-1.3	1.7	4.9	-3.2	4.1	6.1	-2.0
Rhema	0.6	0.1	0.5	17	0.3	0.4	-0.1	0.9	0.9	0.0	0.6	1.4	-0.8	0.6	0.7	-0.1	*	*	*	0.6	0.9	-0.3
Rock	9.0	6.2	2.8	3	11.3	5.0	6.3	12.5	6.4	6.1	11.0	6.7	4.3	4.6	4.6	0.0	4.0	2.8	1.2	4.6	5.1	-0.5
SENZ (Sport Nation)*	0.3	0.8	-0.5	22	0.4	1.4	-1.0	0.4	0.6	-0.2	*	0.2	*	*	*	*	*	*	*	0.1	0.7	-0.6
Star	0.4	0.2	0.2	20	0.3	0.2	0.1	0.2	*	*	0.1	0.1	0.0	0.8	0.5	0.3	*	*	*	1.4	0.5	0.9
Tarana	0.6	0.2	0.4	17	0.1	0.1	0.0	0.4	0.2	0.2	0.6	0.4	0.2	1.0	0.7	0.3	1.1	1.6	-0.5	0.7	0.5	0.2
Te Upoko o Te Ika	0.4	0.4	0.0	20	0.9	0.8	0.1	0.3	0.2	0.1	0.2	0.1	0.1	*	*	*	2.2	*	*	0.1	0.1	0.0
The Hits	5.4	5.6	-0.2	6	5.1	5.2	-0.1	6.7	7.4	-0.7	6.2	6.8	-0.6	5.1	6.1	-1.0	1.4	2.5	-1.1	5.5	6.4	-0.9
The Sound	4.5	4.1	0.4	9	6.7	6.9	-0.2	6.7	7.1	-0.4	4.9	3.8	1.1	7.6	4.2	3.4	5.4	6.1	-0.7	6.8	6.2	0.6
ZM	6.6	8.7	-2.1	5	10.1	9.5	0.6	9.5	9.4	0.1	8.0	7.5	0.5	3.7	3.5	0.2	1.6	0.2	1.4	5.7	6.2	-0.5
MediaWorks Combo	50.0	45.7	4.3		50.6	45.7	4.9	51.6	47.6	4.0	52.4	44.9	7.5	47.5	44.3	3.2	45.5	49.7	-4.2	48.5	46.9	1.6
NZME Combo	40.1	46.5	-6.4		41.7	45.5	-3.8	39.8	44.1	-4.3	39.9	43.3	-3.4	39.3	45.2	-5.9	37.2	44.0	-6.8	38.1	43.0	-4.9

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

*SENZ rebranded to Sport Nation from Nov 19th 2024



WELLINGTON COMMERCIAL RADIO - SURVEY 3 2024

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

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	All 10+				People 10-24			People 18-39			People 25-44			People 25-54			People 45-64			People 55-74			MGS with Kids		
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Atiawa Toa FM	7.5	6.6	0.9	15	2.1	1.5	0.6	2.1	3.2	-1.1	2.3	3.0	-0.7	4.2	4.4	-0.2	2.6	2.0	0.6	0.6	0.7	-0.1	2.2	1.8	0.4
Breeze	51.8	53.8	-2.0	1	7.8	11.1	-3.3	15.4	13.3	2.1	16.5	11.6	4.9	27.0	22.4	4.6	20.6	23.5	-2.9	14.4	18.2	-3.8	9.4	9.7	-0.3
Channel X	21.9	20.1	1.8	12	3.9	3.3	0.6	12.8	12.4	0.4	14.2	12.7	1.5	17.1	15.8	1.3	3.7	4.1	-0.4	0.8	1.0	-0.2	5.1	4.5	0.6
Coast	26.3	20.7	5.6	9	5.0	2.4	2.6	7.7	4.0	3.7	5.9	3.3	2.6	10.6	6.1	4.5	8.9	7.5	1.4	8.9	10.2	-1.3	5.0	3.5	1.5
Edge	37.1	37.5	-0.4	4	14.1	14.0	0.1	23.5	21.7	1.8	16.7	16.0	0.7	21.2	19.5	1.7	5.8	6.7	-0.9	1.8	3.9	-2.1	7.8	6.9	0.9
George FM	4.0	7.5	-3.5	17	1.4	2.2	-0.8	2.9	5.8	-2.9	2.1	4.2	-2.1	2.6	5.3	-2.7	0.5	1.1	-0.6	*	*	*	0.9	1.2	-0.3
Gold	5.6	4.7	0.9	16	1.0	0.9	0.1	2.0	2.2	-0.2	1.8	1.7	0.1	2.4	2.6	-0.2	2.2	1.5	0.7	2.1	1.0	1.1	0.5	0.8	-0.3
Gold Sport	3.2	1.2	2.0	19	0.6	*	*	1.2	0.4	0.8	1.2	0.4	0.8	1.7	0.4	1.3	0.9	0.3	0.6	1.0	0.7	0.3	1.1	0.3	0.8
Life FM	15.1	9.2	5.9	14	4.0	3.0	1.0	9.3	3.4	5.9	9.2	3.2	6.0	10.6	5.1	5.5	1.9	2.6	-0.7	0.5	0.7	-0.2	3.0	1.3	1.7
Magic	17.9	17.2	0.7	13	2.1	1.7	0.4	2.9	2.7	0.2	1.8	2.2	-0.4	3.0	4.6	-1.6	4.3	4.1	0.2	9.2	7.9	1.3	1.8	1.7	0.1
Mai FM	33.7	24.6	9.1	6	11.9	8.9	3.0	19.7	13.6	6.1	16.3	11.5	4.8	20.1	13.9	6.2	5.2	3.9	1.3	1.7	1.5	0.2	6.4	4.1	2.3
More FM	26.1	25.9	0.2	10	8.6	6.4	2.2	9.2	6.8	2.4	8.0	6.8	1.2	12.7	13.7	-1.0	8.4	11.1	-2.7	4.7	5.1	-0.4	4.7	4.9	-0.2
Newstalk ZB	45.0	49.6	-4.6	2	3.9	5.2	-1.3	8.5	12.4	-3.9	11.3	14.8	-3.5	19.1	22.8	-3.7	15.4	15.8	-0.4	14.9	14.5	0.4	10.3	10.9	-0.6
Radio Hauraki	27.9	33.2	-5.3	8	3.8	5.5	-1.7	9.5	13.1	-3.6	13.0	16.2	-3.2	20.2	22.9	-2.7	10.5	10.8	-0.3	3.8	4.8	-1.0	5.9	6.0	-0.1
Rhema	3.5	3.4	0.1	18	0.6	0.5	0.1	1.2	1.2	0.0	0.6	1.1	-0.5	1.5	2.0	-0.5	1.9	1.3	0.6	1.4	0.6	0.8	0.6	0.9	-0.3
Rock	30.5	28.5	2.0	7	6.9	6.0	0.9	13.4	11.3	2.1	15.6	15.0	0.6	21.3	19.8	1.5	7.7	7.5	0.2	2.3	2.7	-0.4	7.6	7.8	-0.2
SENZ (Sport Nation)*	0.9	3.2	-2.3	23	0.2	0.2	0.0	*	0.3	*	0.2	0.5	-0.3	0.4	1.3	-0.9	0.2	1.1	-0.9	0.2	0.8	-0.6	0.2	0.5	-0.3
Star	2.6	1.9	0.7	22	*	*	*	0.2	*	*	0.2	*	*	1.2	1.1	0.1	1.5	1.1	0.4	1.0	0.2	0.8	0.4	0.3	0.1
Tarana	2.8	2.2	0.6	21	0.9	0.6	0.3	0.8	1.1	-0.3	1.9	1.4	0.5	1.9	1.4	0.5	*	0.2	*	*	0.2	*	0.4	0.3	0.1
Te Upoko o Te Ika	3.1	1.6	1.5	20	1.7	0.3	1.4	0.9	0.6	0.3	0.5	0.6	-0.1	1.0	0.9	0.1	0.8	0.3	0.5	0.4	0.4	0.0	0.2	0.3	-0.1
The Hits	36.7	38.9	-2.2	5	12.8	12.5	0.3	16.5	16.8	-0.3	12.7	11.6	1.1	19.6	19.7	-0.1	8.9	12.8	-3.9	4.2	6.5	-2.3	7.9	7.9	0.0
The Sound	22.9	20.1	2.8	11	2.2	1.7	0.5	4.6	6.2	-1.6	6.2	7.3	-1.1	12.3	10.7	1.6	12.7	9.3	3.4	8.3	7.4	0.9	4.3	4.3	0.0
ZM	44.4	42.0	2.4	3	14.6	13.0	1.6	30.2	25.9	4.3	22.4	21.8	0.6	26.3	25.0	1.3	5.9	6.4	-0.5	3.3	3.8	-0.5	10.0	9.2	0.8
MediaWorks Combo	181.3	174.0	7.3		39.9	39.3	0.6	72.3	68.1	4.2	70.6	63.5	7.1	99.2	90.9	8.3	52.9	52.2	0.7	36.0	37.7	-1.7	36.3	34.8	1.5
NZME Combo	152.4	150.0	2.4		31.4	27.7	3.7	60.8	55.8	5.0	56.6	54.9	1.7	81.4	78.8	2.6	42.3	45.0	-2.7	31.2	34.8	-3.6	33.5	31.6	1.9
All Commercial Radio	268.7	261.4	7.3		55.1	52.9	2.2	103.6	99.2	4.4	101.9	95.0	6.9	143.6	137.8	5.8	76.7	79.0	-2.3	56.8	57.2	-0.4	57.4	54.4	3.0
Potential (000)	392.0	392.0	0.0		93.2	93.2	0.0	152.2	152.6	-0.4	135.9	135.9	0.0	192.9	192.9	0.0	106.8	106.8	0.0	81.8	81.8	0.0	75.8	73.3	2.5
Sample	1,588	1,554	34		299	322	-23	434	459	-25	485	470	15	732	712	20	448	457	-9	432	411	21	321	314	7

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

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*SENZ rebranded to Sport Nation from Nov 19th 2024



WELLINGTON COMMERCIAL RADIO - SURVEY 3 2024

Cumulative Audience (000's) by Daypart, People 10+
Survey Comparisons: 2/2024 - 3/2024

This Survey Period: Sun May 12 to Sat Aug 3 & Sun Aug 11 to Sat Nov 2 2024

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

	This	Last	+/-
Potential (000)	392.0	392.0	0.0
Sample Size	1,588	1,554	34

	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	4.6	2.6	2.0	15	3.8	0.9	2.9	4.0	2.1	1.9	3.6	4.8	-1.2	1.0	1.8	-0.8	1.1	0.8	0.3	3.9	3.2	0.7
Breeze	25.0	28.0	-3.0	2	19.4	22.7	-3.3	21.2	23.7	-2.5	20.6	22.3	-1.7	12.5	13.0	-0.5	4.2	5.3	-1.1	32.5	33.0	-0.5
Channel X	11.0	8.2	2.8	10	6.9	6.2	0.7	8.7	7.0	1.7	12.4	10.9	1.5	4.9	2.9	2.0	1.2	0.6	0.6	13.2	10.0	3.2
Coast	8.5	8.1	0.4	12	10.7	8.9	1.8	10.4	8.2	2.2	12.4	9.2	3.2	6.2	4.3	1.9	2.0	1.8	0.2	15.5	12.3	3.2
Edge	16.2	15.0	1.2	7	13.7	15.8	-2.1	12.9	14.9	-2.0	17.2	13.8	3.4	5.5	5.9	-0.4	3.0	3.6	-0.6	18.2	19.0	-0.8
George FM	1.4	3.2	-1.8	19	2.4	3.6	-1.2	1.3	3.3	-2.0	2.0	2.0	0.0	1.1	1.6	-0.5	0.8	*	*	2.6	3.7	-1.1
Gold	1.5	2.5	-1.0	18	1.8	1.3	0.5	2.0	2.4	-0.4	0.4	1.1	-0.7	0.1	0.3	-0.2	0.4	0.3	0.1	2.4	2.0	0.4
Gold Sport	1.6	0.4	1.2	17	0.7	0.4	0.3	1.7	0.9	0.8	0.9	0.2	0.7	0.5	*	*	0.1	*	*	1.5	0.6	0.9
Life FM	4.8	2.5	2.3	14	1.8	1.6	0.2	4.0	2.4	1.6	7.0	4.8	2.2	3.9	2.2	1.7	1.3	0.3	1.0	10.7	6.8	3.9
Magic	6.2	8.0	-1.8	13	9.0	8.8	0.2	9.6	8.0	1.6	7.7	7.8	-0.1	4.3	4.9	-0.6	2.5	3.4	-0.9	12.5	12.0	0.5
Mai FM	22.4	15.8	6.6	4	10.4	9.7	0.7	14.1	10.9	3.2	18.6	11.4	7.2	11.9	4.0	7.9	4.0	2.5	1.5	18.3	12.5	5.8
More FM	12.5	13.6	-1.1	9	7.3	8.7	-1.4	11.3	11.7	-0.4	13.3	12.3	1.0	6.2	4.6	1.6	3.0	0.8	2.2	12.3	12.6	-0.3
Newstalk ZB	32.1	33.1	-1.0	1	20.1	22.8	-2.7	20.1	21.6	-1.5	24.3	26.2	-1.9	11.3	14.4	-3.1	10.0	12.0	-2.0	29.8	32.8	-3.0
Radio Hauraki	13.7	16.4	-2.7	8	12.9	12.4	0.5	14.2	15.7	-1.5	14.1	17.6	-3.5	3.9	5.0	-1.1	1.6	1.8	-0.2	15.7	20.8	-5.1
Rhema	1.3	0.9	0.4	21	1.4	1.3	0.1	1.6	1.7	-0.1	1.2	2.0	-0.8	1.2	1.5	-0.3	*	*	*	2.5	2.2	0.3
Rock	19.1	15.4	3.7	5	15.8	11.1	4.7	15.7	13.5	2.2	16.7	14.0	2.7	4.9	4.5	0.4	2.9	2.4	0.5	12.3	15.7	-3.4
SENZ (Sport Nation)*	0.2	1.2	-1.0	23	0.4	1.3	-0.9	0.6	1.5	-0.9	0.2	1.0	-0.8	*	0.2	*	*	*	*	0.6	2.0	-1.4
Star	1.2	0.7	0.5	22	1.4	0.8	0.6	1.4	0.5	0.9	0.7	0.5	0.2	1.2	0.9	0.3	*	*	*	2.6	1.7	0.9
Tarana	1.8	1.3	0.5	16	0.6	0.8	-0.2	1.8	1.5	0.3	0.8	0.8	0.0	0.4	0.4	0.0	0.7	1.0	-0.3	2.2	1.7	0.5
Te Upoko o Te Ika	1.4	1.1	0.3	19	0.8	0.4	0.4	1.3	0.5	0.8	0.5	0.3	0.2	*	*	*	0.6	*	*	1.0	0.4	0.6
The Hits	18.0	19.8	-1.8	6	12.2	13.6	-1.4	16.6	19.6	-3.0	17.7	16.0	1.7	8.6	9.0	-0.4	1.6	1.7	-0.1	19.3	23.0	-3.7
The Sound	9.2	7.7	1.5	11	7.6	9.5	-1.9	10.2	9.5	0.7	9.3	9.6	-0.3	5.9	3.2	2.7	2.3	1.6	0.7	14.6	13.3	1.3
ZM	23.8	23.3	0.5	3	18.6	17.4	1.2	22.3	18.9	3.4	27.3	22.8	4.5	8.1	5.5	2.6	2.1	0.4	1.7	24.4	24.0	0.4
MediaWorks Combo	103.5	99.5	4.0		78.5	82.6	-4.1	91.4	87.7	3.7	101.1	90.2	10.9	53.2	41.3	11.9	21.1	18.3	2.8	118.4	113.3	5.1
NZME Combo	92.3	95.0	-2.7		73.4	71.8	1.6	80.1	77.5	2.6	90.9	85.9	5.0	37.4	35.1	2.3	16.7	17.3	-0.6	98.2	103.2	-5.0
All Commercial Radio	181.2	175.7	5.5		142.4	144.6	-2.2	159.9	152.4	7.5	176.9	163.3	13.6	90.0	77.6	12.4	39.8	36.9	2.9	199.0	195.8	3.2

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

*SENZ rebranded to Sport Nation from Nov 19th 2024



WELLINGTON COMMERCIAL RADIO - SURVEY 3 2024

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

Survey Comparisons: 2/2024 - 3/2024

This Survey Period: Sun May 12 to Sat Aug 3 & Sun Aug 11 to Sat Nov 2 2024

Last Survey Period: Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 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	7:12	3:09	4:03	4:36	5:34	-0:57	3:18	2:37	0:41	3:13	2:46	0:26	3:48	2:21	1:27	11:54	1:55	9:59	36:24	2:58	33:26	4:36	2:57	1:39
Breeze	6:32	6:52	-0:19	4:10	5:11	-1:01	2:11	2:35	-0:23	3:00	3:15	-0:15	4:59	4:55	0:04	8:19	8:39	-0:19	8:41	9:38	-0:57	6:54	6:25	0:28
Channel X	7:00	3:29	3:30	7:17	2:40	4:37	7:37	3:48	3:48	7:00	3:59	3:01	7:11	3:42	3:29	6:40	2:37	4:02	1:50	2:53	-1:03	4:41	3:22	1:19
Coast	6:03	7:59	-1:55	1:57	5:23	-3:26	1:50	2:10	-0:19	2:50	2:45	0:04	5:05	3:54	1:11	8:01	8:44	-0:43	8:26	10:36	-2:09	4:41	5:27	-0:45
Edge	4:17	5:50	-1:32	4:38	8:29	-3:51	4:36	5:39	-1:02	3:37	4:06	-0:29	3:44	4:03	-0:18	5:26	4:36	0:50	8:11	5:13	2:57	3:08	3:47	-0:39
George FM	9:31	5:10	4:20	4:25	4:57	-0:32	4:29	4:06	0:22	3:28	3:21	0:06	12:21	5:15	7:05	49:21	12:36	36:45	*	*	*	31:15	10:26	20:49
Gold	2:00	4:21	-2:21	4:13	4:18	-0:05	1:13	2:19	-1:05	1:39	2:43	-1:04	2:07	2:42	-0:34	1:35	2:22	-0:46	0:58	1:04	-0:05	0:37	2:01	-1:23
Gold Sport	5:28	8:18	-2:50	1:20	*	*	1:47	1:00	0:47	1:47	1:00	0:47	2:10	1:00	1:10	5:20	0:30	4:50	13:54	12:36	1:17	1:56	0:30	1:26
Life FM	3:23	3:54	-0:30	1:44	1:55	-0:10	3:37	3:37	0:00	3:36	3:49	-0:12	4:04	5:09	-1:04	5:48	6:44	-0:56	1:58	4:38	-2:40	4:03	3:49	0:14
Magic	9:18	10:13	-0:55	3:00	3:29	-0:28	3:27	3:10	0:17	4:22	3:27	0:55	6:25	6:01	0:24	5:50	8:23	-2:33	10:44	11:35	-0:50	14:27	7:02	7:25
Mai FM	6:46	5:43	1:03	7:56	6:21	1:34	7:11	8:05	-0:54	5:56	6:48	-0:52	5:50	5:53	-0:03	6:45	1:30	5:15	9:48	1:22	8:26	7:41	4:21	3:20
More FM	4:22	4:11	0:11	4:53	4:51	0:01	3:23	4:06	-0:43	3:19	2:47	0:31	3:49	2:57	0:52	4:32	4:49	-0:16	4:56	6:52	-1:55	4:17	4:45	-0:28
Newstalk ZB	11:51	11:15	0:36	4:44	3:55	0:48	3:51	3:28	0:22	5:10	4:44	0:26	6:32	6:24	0:07	8:53	11:50	-2:56	14:18	17:02	-2:43	7:43	11:34	-3:51
Radio Hauraki	6:10	6:33	-0:22	6:31	5:15	1:15	6:13	6:11	0:02	6:02	6:32	-0:29	6:09	7:01	-0:51	6:19	7:25	-1:05	5:55	5:46	0:09	4:34	7:47	-3:13
Rhema	5:36	6:41	-1:05	1:00	1:00	0:00	8:42	10:41	-1:58	16:34	17:31	-0:56	7:17	9:52	-2:35	3:46	1:21	2:24	5:45	2:30	3:14	2:03	9:04	-7:00
Rock	10:08	6:23	3:44	8:38	5:03	3:34	11:23	4:36	6:46	12:01	6:28	5:32	11:01	7:01	4:00	7:46	7:17	0:28	6:21	4:45	1:35	5:30	5:10	0:20
SENZ (Sport Nation)*	8:39	7:04	1:34	1:00	1:00	0:00	*	2:00	*	4:30	3:02	1:27	13:56	5:54	8:01	25:30	7:37	17:52	12:30	14:18	-1:48	25:30	10:43	14:46
Star	6:56	3:42	3:14	*	*	*	3:30	*	*	3:30	*	*	5:02	2:51	2:11	7:17	2:51	4:26	9:31	2:45	6:46	3:51	4:30	-0:38
Tarana	6:15	5:05	1:09	8:22	8:00	0:22	3:06	3:35	-0:28	5:18	4:28	0:50	5:18	4:28	0:50	*	1:15	*	*	1:15	*	1:30	1:30	0:00
Te Upoko o Te Ika	4:28	5:16	-0:47	4:47	12:00	-7:12	2:14	2:46	-0:32	2:45	2:46	-0:00	2:56	3:08	-0:12	3:09	4:00	-0:50	7:15	5:47	1:28	5:00	5:00	0:00
The Hits	5:12	5:06	0:06	5:07	4:40	0:27	6:20	5:58	0:21	5:26	5:54	-0:27	4:49	5:01	-0:12	4:08	4:38	-0:29	7:13	6:15	0:57	3:51	3:54	-0:03
The Sound	9:03	9:05	-0:02	2:17	2:58	-0:40	5:46	4:29	1:17	7:52	6:41	1:11	8:57	7:52	1:05	10:36	11:34	-0:58	11:03	12:24	-1:21	7:17	8:40	-1:22
ZM	5:47	5:54	-0:06	7:19	8:45	-1:25	5:36	6:25	-0:49	4:21	5:02	-0:41	5:09	4:46	0:23	7:26	2:48	4:37	4:14	3:47	0:27	5:45	5:45	0:00
MediaWorks Combo	9:27	8:32	0:54	8:32	8:17	0:15	8:30	6:40	1:49	8:17	6:36	1:41	9:03	7:08	1:55	10:19	9:51	0:27	10:42	11:26	-0:44	8:33	7:05	1:28
NZME Combo	8:55	9:31	-0:36	7:26	8:37	-1:10	6:28	7:20	-0:51	5:56	6:48	-0:52	6:50	7:12	-0:21	8:39	9:20	-0:41	11:51	12:55	-1:03	6:40	8:59	-2:19
All Commercial Radio	12:43	12:17	0:26	11:20	11:19	0:01	10:36	9:50	0:46	10:08	9:41	0:26	11:23	10:12	1:10	13:43	13:05	0:37	15:11	16:28	-1:16	10:37	10:46	-0:08
Potential (000)	392.0	392.0	0.0	93.2	93.2	0.0	152.2	152.6	-0.4	135.9	135.9	0.0	192.9	192.9	0.0	106.8	106.8	0.0	81.8	81.8	0.0	75.8	73.3	2.5
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WELLINGTON COMMERCIAL RADIO - SURVEY 3 2024

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

Survey Comparisons: 2/2024 - 3/2024

This Survey Period: Sun May 12 to Sat Aug 3 & Sun Aug 11 to Sat Nov 2 2024

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

	This	Last	+/-
Potential (000)	392.0	392.0	0.0
Sample Size	1,588	1,554	34

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

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

*SENZ rebranded to Sport Nation from Nov 19th 2024