



WELLINGTON COMMERCIAL RADIO - SURVEY 1 2022

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

Survey Comparisons: 4/2021 - 1/2022

This Survey Period: Sun Aug 29 to Sat Nov 6 2021 & Sun Jan 30 to Sat Apr 9 2022

Last Survey Period: Sun Jun 20 to Sat Nov 6 2021

	All 10+				People 10-24			People 18-39			People 25-44			People 25-54			People 45-64			People 55-74			MGS with Kids			
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	
Atiawa Toa FM	1.0	1.3	-0.3	18	1.1	1.7	-0.6	0.9	1.5	-0.6	0.6	0.7	-0.1	1.7	2.2	-0.5	1.9	2.3	-0.4	0.1	0.1	0.0	2.9	3.6	-0.7	
Breeze	10.7	12.1	-1.4	2	11.2	11.4	-0.2	8.6	10.2	-1.6	10.2	9.5	0.7	11.1	12.0	-0.9	11.8	13.6	-1.8	9.4	11.2	-1.8	8.7	12.3	-3.6	
Coast	4.6	4.4	0.2	9	2.9	1.9	1.0	1.8	2.1	-0.3	3.1	3.2	-0.1	3.8	3.0	0.8	4.7	4.5	0.2	6.7	6.8	-0.1	3.6	3.1	0.5	
Edge	6.6	6.6	0.0	4	10.6	10.7	-0.1	15.1	12.4	2.7	12.8	12.6	0.2	9.5	10.1	-0.6	2.9	3.3	-0.4	0.8	0.9	-0.1	9.7	9.7	0.0	
George FM	1.1	1.2	-0.1	16	3.1	4.9	-1.8	2.0	2.8	-0.8	0.4	0.1	0.3	0.6	*	*	1.0	0.6	0.4	1.2	1.1	0.1	0.6	0.8	-0.2	
Gold	1.1	1.4	-0.3	16	0.7	0.8	-0.1	0.2	*	*	0.9	0.2	0.7	1.3	1.0	0.3	1.7	3.3	-1.6	1.0	2.6	-1.6	1.3	1.7	-0.4	
Gold AM	0.2	0.4	-0.2	22	0.2	0.2	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.2	-0.1	0.2	0.9	-0.7	0.3	0.9	-0.6	0.1	0.5	-0.4	
Life FM	1.9	2.2	-0.3	14	1.4	1.3	0.1	4.7	5.1	-0.4	4.2	5.1	-0.9	2.9	4.0	-1.1	1.0	1.1	-0.1	0.8	0.3	0.5	4.9	4.7	0.2	
Magic*	5.1	5.0	0.1	7	*	*	*	0.6	0.8	-0.2	0.5	0.8	-0.3	0.8	0.9	-0.1	4.2	3.9	0.3	14.9	12.8	2.1	2.2	4.6	-2.4	
Mai FM	3.8	4.4	-0.6	12	13.1	10.7	2.4	6.3	10.0	-3.7	3.7	7.2	-3.5	3.8	5.9	-2.1	2.2	1.7	0.5	*	0.1	*	4.7	5.0	-0.3	
More FM	5.0	5.2	-0.2	8	4.9	4.1	0.8	4.6	3.3	1.3	4.2	3.3	0.9	4.6	3.8	0.8	6.8	8.8	-2.0	5.9	8.6	-2.7	4.5	3.3	1.2	
Newstalk ZB	17.8	16.6	1.2	1	2.5	1.5	1.0	6.1	5.8	0.3	8.6	9.0	-0.4	9.0	8.9	0.1	18.1	15.5	2.6	31.6	27.1	4.5	14.3	13.4	0.9	
Radio Hauraki	3.6	3.3	0.3	13	1.2	1.6	-0.4	6.8	6.4	0.4	7.6	7.2	0.4	5.9	5.7	0.2	3.0	2.8	0.2	1.6	1.7	-0.1	4.3	3.7	0.6	
Rhema	0.6	0.7	-0.1	19	0.4	0.6	-0.2	0.8	1.4	-0.6	0.8	1.7	-0.9	1.0	1.1	-0.1	0.7	0.2	0.5	0.1	0.3	-0.2	0.2	0.4	-0.2	
Rock	5.7	7.2	-1.5	6	9.6	11.2	-1.6	7.0	10.0	-3.0	7.7	11.4	-3.7	6.9	9.7	-2.8	5.2	5.4	-0.2	3.0	3.1	-0.1	6.6	6.5	0.1	
SENZ Sport	0.6	n.a.	*	19	*	n.a.	*	0.1	n.a.	*	0.1	n.a.	*	0.1	n.a.	*	1.3	n.a.	*	1.9	n.a.	*	0.2	n.a.	*	
Star	0.5	0.3	0.2	21	0.1	*	*	*	*	*	*	*	*	0.3	0.2	0.1	0.8	0.4	0.4	1.1	0.5	0.6	0.5	*	*	
Tarana	4.0	0.7	3.3	11	2.9	1.5	1.4	1.0	0.3	0.7	5.7	1.0	4.7	5.9	0.8	5.1	3.7	0.3	3.4	0.4	0.2	0.2	8.2	0.5	7.7	
Te Upoko o Te Ika	*	0.3	*	*	*	*	*	*	*	*	*	*	*	*	0.5	*	*	0.7	*	*	0.1	*	*	*	*	*
The Hits	6.3	4.4	1.9	5	7.7	7.4	0.3	10.7	6.8	3.9	10.6	6.5	4.1	8.9	6.0	2.9	4.8	3.3	1.5	1.9	1.2	0.7	6.3	5.8	0.5	
The Sound	4.5	6.8	-2.3	10	3.8	4.0	-0.2	1.1	3.2	-2.1	1.1	3.4	-2.3	5.3	7.2	-1.9	8.7	12.9	-4.2	4.3	9.1	-4.8	3.4	5.1	-1.7	
Today FM/Magic Talk**	1.8	1.8	0.0	15	*	*	*	0.3	1.8	-1.5	0.5	2.1	-1.6	1.3	2.4	-1.1	2.2	2.0	0.2	3.7	1.9	1.8	1.8	3.4	-1.6	
ZM	8.0	8.1	-0.1	3	15.7	19.7	-4.0	15.3	11.1	4.2	12.5	9.6	2.9	9.9	9.2	0.7	5.0	5.5	-0.5	2.6	2.2	0.4	9.0	9.1	-0.1	
MediaWorks Combo	44.2	50.3	-6.1		56.4	57.2	-0.8	45.6	54.3	-8.7	41.1	50.3	-9.2	43.9	52.1	-8.2	45.0	52.1	-7.1	43.3	48.8	-5.5	42.2	50.7	-8.5	
NZME Combo	42.1	38.9	3.2		32.7	34.4	-1.7	41.1	32.3	8.8	43.3	35.8	7.5	39.5	34.0	5.5	38.3	36.0	2.3	45.6	42.5	3.1	39.1	37.2	1.9	
Potential (000)	387.2	385.3	1.9		92.3	92.1	0.2	149.6	147.5	2.1	133.7	132.8	0.9	191.6	190.8	0.8	107.3	107.0	0.3	81.2	80.6	0.6	71.5	70.5	1.0	
Sample	1,704	1,512	192		275	247	28	498	407	91	512	439	73	766	666	100	500	446	54	505	444	61	293	269	24	

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

MediaWorks Combo: Breeze, Edge, George FM, Magic, Magic Talk (until 20th March 2022), Mai FM, More FM, Rock, The Sound, Today FM (from 21st March 2022)

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

*Listed as Magic Music in S4 2021

**Today FM/Magic Talk includes Magic Talk for S4 2021 and Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period) for S1 2022



WELLINGTON COMMERCIAL RADIO - SURVEY 1 2022

Station Share (%) by Daypart, People 10+

Survey Comparisons: 4/2021 - 1/2022

This Survey Period: Sun Aug 29 to Sat Nov 6 2021 & Sun Jan 30 to Sat Apr 9 2022

Last Survey Period: Sun Jun 20 to Sat Nov 6 2021

	This	Last	+/-
Potential (000)	387.2	385.3	1.9
Sample Size	1,704	1,512	192

	Breakfast				Morning			Afternoon			Drive				Night			Mid Dawn			Weekend		
	Mon-Fri 6am-9am		Rank		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	+/-				
Atiawa Toa FM	1.3	1.5	-0.2	16	1.5	1.8	-0.3	1.5	1.7	-0.2	1.0	1.1	-0.1	0.2	0.5	-0.3	0.1	0.1	0.0	0.5	1.1	-0.6	
Breeze	11.8	11.0	0.8	2	12.7	13.2	-0.5	11.0	12.2	-1.2	6.6	10.9	-4.3	13.1	14.1	-1.0	6.1	7.2	-1.1	10.7	12.9	-2.2	
Coast	5.5	4.1	1.4	6	5.3	6.3	-1.0	4.8	5.3	-0.5	3.1	2.9	0.2	3.3	2.7	0.6	3.7	2.6	1.1	4.6	4.2	0.4	
Edge	6.0	5.6	0.4	5	5.5	5.2	0.3	6.9	7.2	-0.3	8.2	8.6	-0.4	5.1	6.5	-1.4	5.9	7.3	-1.4	6.9	6.8	0.1	
George FM	0.4	0.5	-0.1	21	0.7	0.7	0.0	1.0	1.7	-0.7	0.7	0.9	-0.2	2.5	2.9	-0.4	1.3	1.4	-0.1	1.7	1.5	0.2	
Gold	0.5	0.6	-0.1	19	1.5	1.2	0.3	1.8	2.1	-0.3	1.1	1.4	-0.3	0.7	0.7	0.0	1.9	0.7	1.2	0.6	2.0	-1.4	
Gold AM	0.1	0.2	-0.1	22	0.1	0.5	-0.4	0.1	0.6	-0.5	0.3	0.6	-0.3	0.3	0.3	0.0	*	0.2	*	0.2	0.4	-0.2	
Life FM	2.0	2.5	-0.5	14	1.0	1.4	-0.4	3.0	3.2	-0.2	1.9	2.5	-0.6	0.8	0.9	-0.1	0.8	0.8	0.0	2.0	2.0	0.0	
Magic*	3.3	3.3	0.0	10	7.8	6.7	1.1	5.0	6.3	-1.3	4.7	3.7	1.0	1.6	1.3	0.3	1.0	1.0	0.0	6.5	6.6	-0.1	
Mai FM	2.7	4.8	-2.1	12	2.5	3.8	-1.3	5.0	4.4	0.6	4.1	6.3	-2.2	1.6	1.9	-0.3	17.7	12.7	5.0	2.8	3.0	-0.2	
More FM	4.5	4.0	0.5	8	4.6	5.5	-0.9	5.0	5.2	-0.2	6.0	6.4	-0.4	4.2	4.3	-0.1	5.0	9.2	-4.2	5.5	5.0	0.5	
Newstalk ZB	24.3	23.1	1.2	1	15.1	11.8	3.3	12.2	10.4	1.8	17.2	15.2	2.0	30.3	25.6	4.7	30.8	34.5	-3.7	14.8	15.1	-0.3	
Radio Hauraki	3.8	3.7	0.1	9	4.7	3.7	1.0	3.7	3.2	0.5	3.7	3.6	0.1	1.0	1.8	-0.8	2.0	5.3	-3.3	3.3	2.8	0.5	
Rhema	0.5	0.5	0.0	19	0.3	0.8	-0.5	0.6	0.4	0.2	1.2	1.1	0.1	0.3	0.4	-0.1	0.4	0.4	0.0	0.5	0.9	-0.4	
Rock	4.7	6.0	-1.3	7	6.7	8.3	-1.6	6.3	7.8	-1.5	7.2	7.9	-0.7	6.2	5.6	0.6	2.7	3.9	-1.2	4.8	7.5	-2.7	
SENZ Sport	0.7	n.a.	*	17	0.7	n.a.	*	0.6	n.a.	*	0.1	n.a.	*	0.3	n.a.	*	0.2	n.a.	*	0.8	n.a.	*	
Star	0.6	0.3	0.3	18	0.3	0.1	0.2	0.2	0.2	0.0	*	0.3	*	0.6	0.3	0.3	0.2	0.1	0.1	1.1	0.8	0.3	
Tarana	1.6	0.6	1.0	15	3.4	0.9	2.5	5.6	0.7	4.9	4.7	0.6	4.1	1.4	0.7	0.7	6.6	2.2	4.4	5.0	0.4	4.6	
Te Upoko o Te Ika	*	0.2	*	*	*	0.7	*	*	0.2	*	*	*	*	*	*	*	*	*	*	*	*	0.3	*
The Hits	7.2	5.0	2.2	4	6.0	4.6	1.4	5.9	4.8	1.1	6.5	4.4	2.1	2.7	2.6	0.1	4.5	1.0	3.5	7.0	4.6	2.4	
The Sound	3.1	5.2	-2.1	11	3.9	6.9	-3.0	5.3	8.2	-2.9	6.2	8.6	-2.4	7.6	8.1	-0.5	0.6	0.6	0.0	4.2	6.5	-2.3	
Today FM/Magic Talk**	2.4	3.4	-1.0	13	1.9	1.5	0.4	1.7	1.2	0.5	1.9	1.5	0.4	0.5	0.4	0.1	0.5	1.9	-1.4	1.7	1.6	0.1	
ZM	10.0	9.6	0.4	3	8.1	7.2	0.9	8.1	8.3	-0.2	9.0	8.1	0.9	6.7	10.5	-3.8	5.0	2.9	2.1	6.4	7.3	-0.9	
MediaWorks Combo	38.8	43.8	-5.0		46.2	51.9	-5.7	47.3	54.1	-6.8	45.4	54.7	-9.3	42.3	45.1	-2.8	40.7	45.2	-4.5	45.0	51.4	-6.4	
NZME Combo	51.3	46.2	5.1		40.9	35.6	5.3	36.7	35.0	1.7	40.9	36.2	4.7	47.5	46.4	1.1	47.8	47.1	0.7	38.5	36.7	1.8	

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

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Last Survey Period: Sun Jun 20 to Sat Nov 6 2021

	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	5.5	8.5	-3.0	16	2.3	4.4	-2.1		2.0	4.1	-2.1		1.5	1.8	-0.3		2.4	3.4	-1.0		1.3	1.9	-0.6		0.8	0.5	0.3		0.9	1.3	-0.4	
Breeze	45.6	54.3	-8.7	3	7.3	8.7	-1.4		14.1	18.0	-3.9		15.5	19.2	-3.7		26.4	30.6	-4.2		17.2	19.4	-2.2		10.4	12.4	-2.0		11.0	12.1	-1.1	
Coast	22.5	19.0	3.5	8	4.6	3.8	0.8		4.1	2.7	1.4		3.9	2.9	1.0		7.6	5.0	2.6		7.8	6.9	0.9		8.4	8.6	-0.2		2.8	2.2	0.6	
Edge	39.9	39.8	0.1	5	14.9	14.6	0.3		25.0	19.3	5.7		19.1	17.2	1.9		22.7	23.1	-0.4		5.6	8.1	-2.5		2.3	2.1	0.2		9.0	9.6	-0.6	
George FM	4.1	5.8	-1.7	18	1.9	4.2	-2.3		2.0	2.9	-0.9		1.1	0.4	0.7		1.3	0.4	0.9		0.8	0.9	-0.1		0.8	1.0	-0.2		0.1	0.3	-0.2	
Gold	5.5	7.8	-2.3	16	1.4	2.2	-0.8		0.5	0.5	0.0		0.9	0.7	0.2		2.0	2.6	-0.6		2.4	4.1	-1.7		2.0	2.8	-0.8		0.9	1.5	-0.6	
Gold AM	2.3	3.9	-1.6	21	1.2	1.3	-0.1		0.4	0.4	0.0		0.4	0.4	0.0		0.4	1.0	-0.6		0.5	1.7	-1.2		0.6	1.4	-0.8		0.4	1.0	-0.6	
Life FM	12.8	15.9	-3.1	13	3.6	4.7	-1.1		5.1	7.3	-2.2		4.8	6.6	-1.8		7.3	9.5	-2.2		3.6	3.5	0.1		1.7	1.5	0.2		3.6	4.5	-0.9	
Magic*	14.3	14.6	-0.3	12	*	0.9	*		1.3	1.9	-0.6		1.3	1.6	-0.3		2.5	3.0	-0.5		4.6	4.5	0.1		10.3	9.3	1.0		1.3	2.1	-0.8	
Mai FM	20.0	26.0	-6.0	10	7.4	11.1	-3.7		12.9	17.7	-4.8		9.5	12.0	-2.5		12.1	14.3	-2.2		3.1	2.8	0.3		0.5	0.5	0.0		6.1	5.8	0.3	
More FM	29.4	27.8	1.6	6	7.2	8.9	-1.7		9.7	8.3	1.4		9.4	7.0	2.4		16.1	12.7	3.4		10.9	10.3	0.6		5.4	5.5	-0.1		6.4	5.5	0.9	
Newstalk ZB	50.3	47.3	3.0	1	4.1	2.9	1.2		10.1	8.6	1.5		14.7	13.7	1.0		21.5	19.7	1.8		17.2	16.1	1.1		18.5	17.6	0.9		12.7	11.1	1.6	
Radio Hauraki	22.4	21.1	1.3	9	3.5	4.6	-1.1		11.1	9.1	2.0		13.9	11.1	2.8		17.0	14.2	2.8		4.7	4.8	-0.1		1.8	2.1	-0.3		6.1	5.5	0.6	
Rhema	3.2	4.8	-1.6	20	0.4	0.8	-0.4		0.7	0.7	0.0		1.0	2.1	-1.1		1.6	2.3	-0.7		1.1	1.1	0.0		1.0	1.5	-0.5		0.6	1.2	-0.6	
Rock	25.7	29.7	-4.0	7	6.8	7.9	-1.1		9.6	12.7	-3.1		11.2	14.6	-3.4		16.0	19.4	-3.4		7.2	6.6	0.6		2.7	2.2	0.5		4.7	5.5	-0.8	
SENZ Sport	2.3	n.a.	*	21	0.2	n.a.	*		0.2	n.a.	*		0.5	n.a.	*		0.9	n.a.	*		1.0	n.a.	*		1.1	n.a.	*		0.9	n.a.	*	
Star	3.7	4.4	-0.7	19	0.2	*	*		0.2	*	*		0.2	1.0	-0.8		1.3	1.9	-0.6		1.7	1.7	0.0		1.7	1.8	-0.1		0.3	1.0	-0.7	
Tarana	9.5	4.5	5.0	15	3.6	1.7	1.9		2.5	1.4	1.1		3.0	2.1	0.9		4.7	2.3	2.4		2.3	0.4	1.9		0.6	0.4	0.2		2.9	1.5	1.4	
Te Upoko o Te Ika	0.2	0.8	-0.6	23	*	*	*		*	*	*		*	*	*		*	0.5	*		0.2	0.7	-0.5		0.2	0.3	-0.1		*	*	*	
The Hits	41.5	36.0	5.5	4	12.3	11.5	0.8		19.5	14.5	5.0		19.5	13.4	6.1		25.5	21.4	4.1		8.8	10.1	-1.3		3.4	2.8	0.6		8.6	7.4	1.2	
The Sound	18.1	22.4	-4.3	11	2.4	4.5	-2.1		2.7	4.9	-2.2		4.0	5.9	-1.9		9.7	10.8	-1.1		9.9	10.4	-0.5		5.8	6.9	-1.1		3.2	4.4	-1.2	
Today FM/Magic Talk**	9.6	13.8	-4.2	14	0.2	0.3	-0.1		0.6	2.6	-2.0		1.9	3.9	-2.0		4.3	7.1	-2.8		4.8	5.9	-1.1		4.4	5.3	-0.9		2.9	4.3	-1.4	
ZM	48.9	50.7	-1.8	2	16.4	18.9	-2.5		28.9	26.4	2.5		24.5	20.9	3.6		28.4	28.2	0.2		7.6	10.5	-2.9		4.0	3.6	0.4		10.4	10.5	-0.1	
MediaWorks Combo	151.2	165.7	-14.5		30.7	36.4	-5.7		53.4	61.8	-8.4		51.8	58.6	-6.8		81.6	88.0	-6.4		51.2	52.3	-1.1		34.6	35.7	-1.1		33.1	35.4	-2.3	
NZME Combo	146.3	142.2	4.1		30.3	31.2	-0.9		55.3	49.2	6.1		57.1	50.0	7.1		77.8	72.8	5.0		38.4	40.3	-1.9		30.2	29.5	0.7		32.8	31.0	1.8	
All Commercial Radio	246.8	248.9	-2.1		48.7	52.2	-3.5		87.7	90.9	-3.2		87.9	87.2	0.7		132.2	128.8	3.4		78.7	76.7	2.0		54.9	55.6	-0.7		57.1	52.6	4.5	
Potential (000)	387.2	385.3	1.9		92.3	92.1	0.2		149.6	147.5	2.1		133.7	132.8	0.9		191.6	190.8	0.8		107.3	107.0	0.3		81.2	80.6	0.6		71.5	70.5	1.0	
Sample	1,704	1,512	192		275	247	28		498	407	91		512	439	73		766	666	100		500	446	54		505	444	61		293	269	24	

MediaWorks Combo: Breeze, Edge, George FM, Magic, Magic Talk (until 20th March 2022), Mai FM, More FM, Rock, The Sound, Today FM (from 21st March 2022)

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

*Listed as Magic Music in S4 2021

**Today FM/Magic Talk includes Magic Talk for S4 2021 and Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period) for S1 2022

WELLINGTON COMMERCIAL RADIO - SURVEY 1 2022

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

Survey Comparisons: 4/2021 - 1/2022

This Survey Period: Sun Aug 29 to Sat Nov 6 2021 & Sun Jan 30 to Sat Apr 9 2022

Last Survey Period: Sun Jun 20 to Sat Nov 6 2021

	This	Last	+/-
Potential (000)	387.2	385.3	1.9
Sample Size	1,704	1,512	192

	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	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-			
Atiawa Toa FM	3.6	3.8	-0.2	16	1.3	1.4	-0.1	1.3	1.8	-0.5	1.9	1.6	0.3	0.6	0.7	-0.1	0.4	0.5	-0.1	3.5	6.0	-2.5						
Breeze	24.1	25.6	-1.5	2	16.6	21.5	-4.9	19.3	26.2	-6.9	17.6	21.9	-4.3	7.6	12.6	-5.0	4.3	4.4	-0.1	26.9	32.6	-5.7						
Coast	11.2	7.3	3.9	7	10.3	8.5	1.8	10.6	9.2	1.4	9.0	6.3	2.7	3.7	2.7	1.0	2.9	3.0	-0.1	13.8	10.3	3.5						
Edge	18.1	19.2	-1.1	4	13.7	12.5	1.2	17.6	15.6	2.0	14.8	16.0	-1.2	8.0	8.7	-0.7	5.4	5.8	-0.4	22.9	20.0	2.9						
George FM	1.1	2.6	-1.5	19	1.4	1.8	-0.4	1.3	2.5	-1.2	1.3	2.3	-1.0	1.3	1.8	-0.5	1.0	1.0	0.0	2.5	2.3	0.2						
Gold	1.9	3.5	-1.6	17	1.6	2.5	-0.9	2.8	3.7	-0.9	1.7	2.8	-1.1	0.9	1.1	-0.2	0.8	0.5	0.3	2.4	4.3	-1.9						
Gold AM	0.5	0.9	-0.4	21	0.3	0.8	-0.5	0.3	0.7	-0.4	1.0	1.5	-0.5	0.3	0.4	-0.1	*	0.3	*	1.1	2.0	-0.9						
Life FM	7.1	8.9	-1.8	11	4.7	5.9	-1.2	5.9	5.8	0.1	5.0	6.1	-1.1	1.4	2.4	-1.0	1.5	1.6	-0.1	7.1	8.6	-1.5						
Magic*	6.0	6.0	0.0	13	8.2	8.0	0.2	7.3	6.6	0.7	8.1	7.8	0.3	2.3	2.0	0.3	0.8	0.6	0.2	11.5	9.8	1.7						
Mai FM	7.3	14.7	-7.4	10	6.1	13.1	-7.0	11.5	12.8	-1.3	10.3	12.1	-1.8	3.8	4.0	-0.2	4.8	6.1	-1.3	11.0	14.0	-3.0						
More FM	10.3	10.8	-0.5	8	9.8	9.5	0.3	12.0	9.1	2.9	14.5	12.7	1.8	5.4	4.1	1.3	3.6	3.5	0.1	14.8	13.7	1.1						
Newstalk ZB	35.7	33.8	1.9	1	23.0	23.6	-0.6	23.3	20.1	3.2	25.3	23.1	2.2	14.8	16.1	-1.3	10.6	10.8	-0.2	30.0	28.5	1.5						
Radio Hauraki	8.8	9.8	-1.0	9	8.6	7.3	1.3	10.7	9.2	1.5	8.9	8.2	0.7	2.9	4.0	-1.1	1.0	1.9	-0.9	15.2	12.8	2.4						
Rhema	1.2	1.6	-0.4	18	1.2	2.5	-1.3	1.2	1.2	0.0	0.9	1.0	-0.1	0.3	1.2	-0.9	0.3	0.2	0.1	1.4	2.3	-0.9						
Rock	12.6	13.6	-1.0	6	9.0	11.5	-2.5	13.2	15.4	-2.2	14.6	16.4	-1.8	5.7	5.9	-0.2	2.8	2.8	0.0	13.7	17.8	-4.1						
SENZ Sport	0.5	n.a.	*	21	0.8	n.a.	*	1.1	n.a.	*	0.7	n.a.	*	0.3	n.a.	*	0.2	n.a.	*	1.3	n.a.	*						
Star	1.1	1.1	0.0	19	1.2	0.7	0.5	0.7	0.7	0.0	0.3	0.7	-0.4	0.8	0.4	0.4	0.5	0.2	0.3	3.1	3.7	-0.6						
Tarana	3.9	2.1	1.8	15	4.5	1.0	3.5	5.7	1.2	4.5	6.3	1.4	4.9	1.6	0.9	0.7	2.9	1.6	1.3	6.7	2.0	4.7						
Te Upoko o Te Ika	*	0.6	*	*	*	0.6	*	*	0.5	*	*	*	*	*	*	*	*	*	*	*	0.2	0.7	-0.5					
The Hits	16.3	13.3	3.0	5	12.6	11.0	1.6	15.9	13.5	2.4	14.7	12.5	2.2	5.8	6.7	-0.9	2.8	1.0	1.8	24.4	18.8	5.6						
The Sound	6.3	8.8	-2.5	12	5.6	7.3	-1.7	8.2	9.6	-1.4	9.9	11.7	-1.8	4.6	6.2	-1.6	0.8	0.9	-0.1	10.7	13.1	-2.4						
Today FM/Magic Talk**	5.4	7.6	-2.2	14	3.5	5.4	-1.9	4.5	4.7	-0.2	4.3	4.4	-0.1	1.1	1.0	0.1	0.6	1.4	-0.8	5.0	6.4	-1.4						
ZM	19.5	21.4	-1.9	3	16.6	16.3	0.3	18.3	18.2	0.1	20.4	17.9	2.5	7.6	11.0	-3.4	2.7	2.2	0.5	26.7	26.8	-0.1						
MediaWorks Combo	81.5	94.0	-12.5		65.7	77.9	-12.2	82.1	86.2	-4.1	84.7	93.1	-8.4	36.6	42.6	-6.0	19.4	22.8	-3.4	103.9	115.1	-11.2						
NZME Combo	81.2	79.9	1.3		65.7	62.2	3.5	71.8	64.8	7.0	73.2	66.4	6.8	34.2	39.0	-4.8	18.3	17.4	0.9	101.5	91.7	9.8						
All Commercial Radio	160.6	168.6	-8.0		129.5	133.2	-3.7	148.2	141.7	6.5	152.4	149.0	3.4	73.3	80.2	-6.9	38.3	38.6	-0.3	195.1	192.3	2.8						

MediaWorks Combo: Breeze, Edge, George FM, Magic, Magic Talk (until 20th March 2022), Mai FM, More FM, Rock, The Sound, Today FM (from 21st March 2022)

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

*Listed as Magic Music in S4 2021

**Today FM/Magic Talk includes Magic Talk for S4 2021 and Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period) for S1 2022



WELLINGTON COMMERCIAL RADIO - SURVEY 1 2022

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

Survey Comparisons: 4/2021 - 1/2022

This Survey Period: Sun Aug 29 to Sat Nov 6 2021 & Sun Jan 30 to Sat Apr 9 2022

Last Survey Period: Sun Jun 20 to Sat Nov 6 2021

	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	6:06	4:59	1:07	2:03	1:58	0:05	3:56	3:11	0:44	4:18	3:45	0:33	11:33	9:18	2:14	17:19	13:03	4:16	1:30	1:54	-0:24	22:32	17:16	5:16
Breeze	7:28	7:00	0:27	6:55	6:45	0:09	5:09	5:04	0:05	6:25	4:32	1:53	6:46	5:34	1:12	8:02	7:46	0:15	8:01	8:58	-0:56	5:34	6:08	-0:33
Coast	6:32	7:21	-0:49	2:50	2:40	0:10	3:43	7:10	-3:26	7:36	10:16	-2:39	8:00	8:31	-0:31	7:01	7:14	-0:13	7:05	7:49	-0:44	9:09	8:34	0:35
Edge	5:14	5:13	0:00	3:12	3:48	-0:35	5:06	5:43	-0:37	6:35	6:46	-0:11	6:45	6:13	0:32	6:00	4:30	1:30	3:18	4:07	-0:49	7:37	6:08	1:28
George FM	8:15	6:29	1:45	7:16	6:03	1:13	8:27	8:35	-0:07	3:16	1:34	1:42	6:54	1:34	5:20	14:40	7:45	6:54	12:47	10:56	1:50	30:15	13:50	16:24
Gold	6:12	5:49	0:23	2:27	1:49	0:37	3:04	0:52	2:11	9:40	2:26	7:13	10:30	5:23	5:07	8:18	9:02	-0:43	4:29	9:19	-4:50	10:49	6:53	3:55
Gold AM	2:11	3:19	-1:08	0:44	0:43	0:01	2:00	2:00	0:00	2:00	2:00	0:00	2:00	2:28	-0:28	5:42	5:52	-0:10	4:41	6:09	-1:27	2:00	3:10	-1:10
Life FM	4:46	4:18	0:28	1:43	1:25	0:17	7:45	6:16	1:28	8:34	7:10	1:24	6:28	6:01	0:26	3:21	3:22	-0:00	4:19	2:18	2:01	9:38	6:14	3:23
Magic*	11:22	10:51	0:30	*	0:15	*	3:31	3:45	-0:14	3:31	4:18	-0:46	5:06	4:11	0:55	10:38	9:35	1:03	12:54	13:42	-0:48	11:57	13:18	-1:20
Mai FM	6:03	5:22	0:40	8:01	5:00	3:01	4:07	5:04	-0:57	3:49	5:29	-1:39	5:04	5:49	-0:45	8:11	6:27	1:44	0:34	1:37	-1:02	5:27	5:14	0:13
More FM	5:26	5:53	-0:27	3:05	2:21	0:43	3:59	3:30	0:28	4:25	4:22	0:02	4:38	4:16	0:22	7:15	9:27	-2:11	9:35	15:29	-5:53	4:55	3:37	1:18
Newstalk ZB	11:17	11:03	0:14	2:48	2:36	0:11	5:07	6:02	-0:55	5:43	6:04	-0:21	6:48	6:23	0:24	12:14	10:43	1:30	15:07	15:16	-0:09	7:55	7:18	0:36
Radio Hauraki	5:05	4:59	0:06	1:34	1:45	-0:10	5:10	6:15	-1:05	5:20	5:57	-0:37	5:33	5:42	-0:08	7:22	6:21	1:01	7:57	7:50	0:07	5:00	4:05	0:54
Rhema	5:42	4:33	1:08	3:45	4:06	-0:21	10:50	18:22	-7:32	8:00	7:23	0:36	9:32	6:48	2:43	6:55	2:19	4:35	1:08	1:51	-0:42	2:44	2:09	0:34
Rock	7:02	7:40	-0:37	6:21	7:23	-1:01	6:06	7:04	-0:57	6:46	7:13	-0:27	6:55	7:08	-0:12	8:21	9:08	-0:46	9:41	14:13	-4:31	9:53	7:05	2:48
SENZ Sport	8:19	n.a.	*	0:30	n.a.	*	4:00	n.a.	*	2:45	n.a.	*	1:50	n.a.	*	15:45	n.a.	*	16:02	n.a.	*	1:36	n.a.	*
Star	4:27	2:26	2:00	2:30	*	*	1:00	*	*	1:00	0:15	0:45	3:40	1:28	2:11	5:32	2:52	2:39	5:27	2:46	2:40	14:18	0:15	14:03
Tarana	13:32	4:43	8:49	3:41	4:34	-0:53	3:27	2:07	1:19	18:40	4:30	14:10	20:11	4:49	15:21	18:55	8:56	9:58	7:02	4:44	2:17	20:16	2:08	18:07
Te Upoko o Te Ika	2:00	11:15	-9:15	*	*	*	3:27	*	*	*	*	*	*	15:00	*	2:00	12:11	-10:11	2:00	3:29	-1:29	*	*	*
The Hits	4:48	3:53	0:55	2:49	3:19	-0:30	4:37	4:12	0:24	5:19	4:27	0:52	5:39	3:59	1:39	6:17	3:40	2:37	4:52	4:18	0:33	5:09	4:43	0:25
The Sound	7:51	9:35	-1:44	7:18	4:36	2:41	3:30	5:47	-2:17	2:37	5:18	-2:40	8:51	9:30	-0:39	10:17	13:46	-3:28	6:36	13:12	-6:36	7:22	6:57	0:25
Today FM/Magic Talk**	5:57	4:07	1:49	0:45	0:45	0:00	4:15	6:03	-1:48	2:43	4:55	-2:11	4:55	4:50	0:04	5:25	3:48	1:37	7:30	3:37	3:53	4:16	4:51	-0:35
ZM	5:12	5:01	0:10	4:20	5:23	-1:03	4:27	3:45	0:41	4:59	4:15	0:44	5:40	4:38	1:01	7:37	5:50	1:47	5:38	6:08	-0:30	6:06	5:13	0:52
MediaWorks Combo	9:18	9:35	-0:16	8:18	8:06	0:11	7:11	7:52	-0:40	7:46	7:54	-0:08	8:40	8:25	0:15	10:15	11:04	-0:49	11:05	13:35	-2:29	8:58	8:39	0:18
NZME Combo	9:10	8:39	0:30	4:53	5:42	-0:49	6:16	5:53	0:23	7:25	6:36	0:48	8:11	6:38	1:33	11:37	9:56	1:41	13:22	14:19	-0:56	8:22	7:15	1:07
All Commercial Radio	12:54	12:41	0:13	9:16	9:54	-0:37	9:36	9:51	-0:14	11:09	10:34	0:34	12:13	11:02	1:10	14:48	14:29	0:18	16:07	17:52	-1:45	12:20	11:29	0:51
Potential (000)	387.2	385.3	1.9	92.3	92.1	0.2	149.6	147.5	2.1	133.7	132.8	0.9	191.6	190.8	0.8	107.3	107.0	0.3	81.2	80.6	0.6	71.5	70.5	1.0
Sample	1,704	1,512	192	275	247	28	498	407	91	512	439	73	766	666	100	500	446	54	505	444	61	293	269	24

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WELLINGTON COMMERCIAL RADIO - SURVEY 1 2022

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

Survey Comparisons: 4/2021 - 1/2022

This Survey Period: Sun Aug 29 to Sat Nov 6 2021 & Sun Jan 30 to Sat Apr 9 2022

Last Survey Period: Sun Jun 20 to Sat Nov 6 2021

	This	Last	+/-
Potential (000)	387.2	385.3	1.9
Sample Size	1,704	1,512	192

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

MediaWorks Combo: Breeze, Edge, George FM, Magic, Magic Talk (until 20th March 2022), Mai FM, More FM, Rock, The Sound, Today FM (from 21st March 2022)

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

*Listed as Magic Music in S4 2021

**Today FM/Magic Talk includes Magic Talk for S4 2021 and Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period) for S1 2022