



WELLINGTON COMMERCIAL RADIO - SURVEY 1 2025

Station Share (%) by Demographic, Mon-Sun 12mn-12mn
Survey Comparisons: 3/2024 - 1/2025

This Survey Period: Sun Aug 11 to Sat Nov 2 2024 & Sun Feb 9 to Sat May 3 2025
Last Survey Period: Sun May 12 to Sat Aug 3 & Sun Aug 11 to Sat Nov 2 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	1.2	1.6	-0.4	16	1.1	1.6	-0.5	0.2	0.6	-0.4	0.3	0.7	-0.4	0.6	1.0	-0.4	2.4	2.9	-0.5	2.1	2.5	-0.4	2.0	1.6	0.4
Breeze	13.6	9.9	3.7	2	4.4	5.2	-0.8	4.1	3.1	1.0	7.4	4.8	2.6	13.3	8.2	5.1	20.4	16.3	4.1	16.2	14.5	1.7	7.2	10.7	-3.5
Channel X	3.7	4.5	-0.8	13	5.1	4.6	0.5	7.0	8.9	-1.9	7.6	9.7	-2.1	6.2	7.5	-1.3	2.4	2.3	0.1	0.2	0.2	0.0	3.7	3.9	-0.2
Coast	4.6	4.6	0.0	8	1.6	1.6	0.0	1.5	1.3	0.2	2.1	1.6	0.5	3.7	3.3	0.4	6.2	6.8	-0.6	6.2	8.7	-2.5	5.5	3.9	1.6
Edge	4.0	4.7	-0.7	12	8.5	10.5	-2.0	7.3	9.8	-2.5	5.4	5.9	-0.5	5.3	4.8	0.5	3.6	3.0	0.6	0.8	1.7	-0.9	4.2	4.0	0.2
George FM	1.3	1.1	0.2	14	1.1	1.0	0.1	1.0	1.2	-0.2	0.4	0.7	-0.3	2.4	1.9	0.5	3.3	2.3	1.0	*	*	*	6.8	4.7	2.1
Gold***	0.3	0.3	0.0	19	0.4	0.6	-0.2	0.2	0.2	0.0	0.2	0.3	-0.1	0.3	0.3	0.0	0.5	0.3	0.2	0.4	0.2	0.2	0.1	*	*
Gold Sport	0.2	0.5	-0.3	22	0.2	0.1	0.1	0.1	0.2	-0.1	0.1	0.2	-0.1	0.2	0.2	0.0	0.4	0.5	-0.1	0.5	1.5	-1.0	0.3	0.3	0.0
Life FM	1.3	1.5	-0.2	14	1.9	1.1	0.8	2.8	3.1	-0.3	3.0	3.2	-0.2	2.2	2.6	-0.4	0.6	1.0	-0.4	0.1	0.1	0.0	2.2	2.0	0.2
Magic	4.5	4.9	-0.4	9	0.5	1.0	-0.5	1.9	0.9	1.0	1.7	0.8	0.9	1.5	1.2	0.3	2.2	2.4	-0.2	10.1	11.4	-1.3	3.1	4.2	-1.1
Mai FM	6.0	6.7	-0.7	5	18.4	15.1	3.3	11.1	12.9	-1.8	8.0	9.4	-1.4	5.9	7.2	-1.3	2.5	3.3	-0.8	1.4	1.9	-0.5	10.8	8.0	2.8
More FM	4.5	3.3	1.2	9	8.2	6.7	1.5	3.4	2.8	0.6	3.8	2.6	1.2	3.1	3.0	0.1	4.9	3.6	1.3	5.5	2.7	2.8	4.3	3.3	1.0
Newstalk ZB	16.3	15.6	0.7	1	3.1	3.0	0.1	4.5	3.0	1.5	7.3	5.6	1.7	7.8	7.6	0.2	10.3	13.0	-2.7	25.5	24.7	0.8	6.9	13.0	-6.1
Radio Hauraki	4.2	5.0	-0.8	11	4.8	4.0	0.8	6.7	5.4	1.3	5.9	7.6	-1.7	5.5	7.6	-2.1	4.7	6.3	-1.6	3.2	2.6	0.6	3.9	4.4	-0.5
Rhema	0.7	0.6	0.1	17	*	0.1	*	1.0	0.9	0.1	1.0	0.9	0.1	1.0	0.7	0.3	1.1	0.7	0.4	1.0	1.0	0.0	0.3	0.2	0.1
Rock	8.3	9.0	-0.7	3	13.8	9.5	4.3	17.1	13.9	3.2	15.5	18.2	-2.7	11.7	14.4	-2.7	5.0	5.7	-0.7	2.3	1.7	0.6	5.6	6.9	-1.3
Sanctuary**	0.3	0.5	-0.2	19	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	0.2	0.4	-0.2	0.6	1.0	-0.4	0.7	1.1	-0.4	0.1	0.3	-0.2
Sport Nation*	0.2	0.2	0.0	22	0.1	*	*	0.3	*	*	0.3	0.1	0.2	0.2	0.3	-0.1	*	0.4	*	0.4	0.3	0.1	0.4	0.7	-0.3
Tarana	0.5	0.5	0.0	18	1.3	1.1	0.2	0.1	0.2	-0.1	0.7	1.0	-0.3	0.4	0.6	-0.2	0.2	*	*	0.2	*	*	0.4	0.1	0.3
Te Upoko o Te Ika	0.3	0.4	-0.1	19	1.3	1.3	0.0	0.3	0.2	0.1	0.1	0.1	0.0	0.1	0.2	-0.1	0.2	0.2	0.0	0.2	0.3	-0.1	*	0.2	*
The Hits	4.7	5.6	-0.9	7	8.2	10.5	-2.3	7.6	9.5	-1.9	6.2	6.7	-0.5	5.4	5.8	-0.4	3.4	3.5	-0.1	2.8	3.5	-0.7	8.5	5.0	3.5
The Sound	5.7	6.1	-0.4	6	1.4	0.8	0.6	2.1	2.4	-0.3	4.8	4.7	0.1	6.2	6.7	-0.5	10.4	12.8	-2.4	9.7	10.6	-0.9	5.1	5.2	-0.1
ZM	8.3	7.5	0.8	3	9.4	17.1	-7.7	13.8	15.4	-1.6	11.8	9.5	2.3	11.3	8.3	3.0	8.7	4.2	4.5	4.4	1.6	2.8	12.5	9.5	3.0
MediaWorks Combo	51.7	50.2	1.5		61.4	54.6	6.8	55.1	55.9	-0.8	54.7	56.7	-2.0	55.5	55.0	0.5	54.7	51.8	2.9	46.1	44.6	1.5	51.1	51.0	0.1
NZME Combo	39.1	39.7	-0.6		28.2	37.5	-9.3	35.6	35.8	-0.2	34.7	32.5	2.2	35.0	34.0	1.0	34.1	34.8	-0.7	42.9	43.0	-0.1	37.8	36.7	1.1
Potential (000)	392.5	392.0	0.5		89.9	93.2	-3.3	149.3	152.2	-2.9	138.8	135.9	2.9	195.6	192.9	2.7	106.3	106.8	-0.5	82.0	81.8	0.2	71.0	75.8	-4.8
Sample	1,694	1,588	106		327	299	28	474	434	40	527	485	42	816	732	84	514	448	66	427	432	-5	316	321	-5

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, **Star rebranded to Sanctuary from S1 2025
***Gold FM ceased broadcasting on May 9. As Gold FM was broadcasting for the duration of Survey 1 2025 it remains included in the above audience data



WELLINGTON COMMERCIAL RADIO - SURVEY 1 2025

Station Share (%) by Daypart, People 10+
Survey Comparisons: 3/2024 - 1/2025

This Survey Period: Sun Aug 11 to Sat Nov 2 2024 & Sun Feb 9 to Sat May 3 2025
Last Survey Period: Sun May 12 to Sat Aug 3 & Sun Aug 11 to Sat Nov 2 2024

	This	Last	+/-
Potential (000)	392.5	392.0	0.5
Sample Size	1,694	1,588	106

	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	1.0	1.8	-0.8	15	0.8	0.9	-0.1	1.0	1.1	-0.1	0.9	1.2	-0.3	1.5	2.2	-0.7	4.8	8.4	-3.6	1.4	1.6	-0.2
Breeze	13.0	11.7	1.3	2	15.5	10.3	5.2	14.7	9.4	5.3	11.6	7.6	4.0	15.7	10.1	5.6	16.8	12.4	4.4	11.7	9.5	2.2
Channel X	3.9	4.3	-0.4	11	3.2	4.1	-0.9	3.5	4.1	-0.6	4.2	5.3	-1.1	2.5	2.4	0.1	2.0	2.1	-0.1	4.6	5.7	-1.1
Coast	4.1	3.2	0.9	9	4.8	4.8	0.0	5.1	5.1	0.0	4.9	5.4	-0.5	4.5	4.5	0.0	0.6	1.0	-0.4	4.8	5.4	-0.6
Edge	4.7	5.1	-0.4	7	3.5	4.0	-0.5	4.9	3.8	1.1	4.7	6.3	-1.6	1.3	5.4	-4.1	4.1	8.9	-4.8	3.4	3.8	-0.4
George FM	1.0	0.7	0.3	15	1.4	1.2	0.2	1.4	1.1	0.3	2.0	1.0	1.0	1.3	1.2	0.1	0.6	0.6	0.0	1.1	1.5	-0.4
Gold***	0.1	0.2	-0.1	23	0.5	0.4	0.1	0.4	0.3	0.1	0.2	0.1	0.1	0.5	0.3	0.2	0.1	0.5	-0.4	0.4	0.5	-0.1
Gold Sport	0.2	0.5	-0.3	21	0.1	0.5	-0.4	0.2	0.7	-0.5	0.1	0.2	-0.1	0.9	0.8	0.1	0.1	0.1	0.0	0.4	0.6	-0.2
Life FM	1.7	1.3	0.4	14	0.6	0.5	0.1	0.8	0.9	-0.1	1.7	1.9	-0.2	1.1	1.5	-0.4	0.7	0.6	0.1	2.1	2.9	-0.8
Magic	2.0	2.7	-0.7	13	5.2	5.4	-0.2	5.9	5.4	0.5	3.8	3.2	0.6	6.2	5.5	0.7	1.0	2.2	-1.2	5.5	7.1	-1.6
Mai FM	8.3	8.8	-0.5	4	4.1	4.9	-0.8	4.2	4.3	-0.1	6.3	9.4	-3.1	6.1	7.2	-1.1	8.3	6.5	1.8	6.5	6.6	-0.1
More FM	3.6	3.3	0.3	12	5.6	2.7	2.9	6.5	4.2	2.3	4.2	3.7	0.5	1.7	3.2	-1.5	3.3	3.4	-0.1	3.8	2.9	0.9
Newstalk ZB	19.2	18.7	0.5	1	15.7	14.3	1.4	11.7	11.2	0.5	14.7	13.5	1.2	21.3	21.4	-0.1	29.6	30.8	-1.2	15.7	15.8	-0.1
Radio Hauraki	4.2	5.3	-1.1	8	4.4	5.6	-1.2	3.8	6.0	-2.2	5.7	6.1	-0.4	3.7	1.9	1.8	1.9	1.7	0.2	4.1	4.1	0.0
Rhema	1.0	0.6	0.4	15	0.7	0.3	0.4	1.0	0.9	0.1	0.8	0.6	0.2	0.4	0.6	-0.2	*	*	*	0.5	0.6	-0.1
Rock	9.5	9.0	0.5	3	9.8	11.3	-1.5	9.8	12.5	-2.7	8.9	11.0	-2.1	3.1	4.6	-1.5	10.9	4.0	6.9	5.1	4.6	0.5
Sanctuary**	0.2	0.4	-0.2	21	0.1	0.3	-0.2	0.1	0.2	-0.1	0.1	0.1	0.0	0.3	0.8	-0.5	*	*	*	0.8	1.4	-0.6
Sport Nation*	0.5	0.3	0.2	18	0.1	0.4	-0.3	*	0.4	*	0.2	*	*	0.1	*	*	*	*	*	0.3	0.1	0.2
Tarana	0.4	0.6	-0.2	19	0.1	0.1	0.0	0.5	0.4	0.1	0.6	0.6	0.0	1.1	1.0	0.1	*	1.1	*	0.6	0.7	-0.1
Te Upoko o Te Ika	0.3	0.4	-0.1	20	0.1	0.9	-0.8	0.2	0.3	-0.1	0.4	0.2	0.2	0.1	*	*	2.7	2.2	0.5	0.2	0.1	0.1
The Hits	5.5	5.4	0.1	6	5.4	5.1	0.3	4.3	6.7	-2.4	5.2	6.2	-1.0	3.8	5.1	-1.3	1.4	1.4	0.0	4.5	5.5	-1.0
The Sound	4.1	4.5	-0.4	9	5.5	6.7	-1.2	5.8	6.7	-0.9	5.6	4.9	0.7	8.6	7.6	1.0	5.0	5.4	-0.4	6.8	6.8	0.0
ZM	7.5	6.6	0.9	5	7.8	10.1	-2.3	9.9	9.5	0.4	9.7	8.0	1.7	5.9	3.7	2.2	3.5	1.6	1.9	8.4	5.7	2.7
MediaWorks Combo	50.0	50.0	0.0		53.9	50.6	3.3	56.7	51.6	5.1	51.2	52.4	-1.2	46.9	47.5	-0.6	51.9	45.5	6.4	48.5	48.5	0.0
NZME Combo	41.0	40.1	0.9		39.3	41.7	-2.4	35.4	39.8	-4.4	40.9	39.9	1.0	42.8	39.3	3.5	37.3	37.2	0.1	38.8	38.1	0.7

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

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***Gold FM ceased broadcasting on May 9. As Gold FM was broadcasting for the duration of Survey 1 2025 it remains included in the above audience data



WELLINGTON COMMERCIAL RADIO - SURVEY 1 2025

Cumulative Audience (000's) by Demographic, Mon-Sun 12mn-12mn
Survey Comparisons: 3/2024 - 1/2025

This Survey Period: Sun Aug 11 to Sat Nov 2 2024 & Sun Feb 9 to Sat May 3 2025
Last Survey Period: Sun May 12 to Sat Aug 3 & Sun Aug 11 to Sat Nov 2 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	6.8	7.5	-0.7	15	3.0	2.1	0.9	0.5	2.1	-1.6	1.1	2.3	-1.2	2.0	4.2	-2.2	2.2	2.6	-0.4	1.4	0.6	0.8	1.8	2.2	-0.4
Breeze	49.4	51.8	-2.4	1	5.0	7.8	-2.8	12.5	15.4	-2.9	15.0	16.5	-1.5	26.2	27.0	-0.8	20.5	20.6	-0.1	15.6	14.4	1.2	7.4	9.4	-2.0
Channel X	16.9	21.9	-5.0	12	2.8	3.9	-1.1	8.9	12.8	-3.9	11.7	14.2	-2.5	13.6	17.1	-3.5	2.4	3.7	-1.3	0.4	0.8	-0.4	4.8	5.1	-0.3
Coast	21.5	26.3	-4.8	11	2.9	5.0	-2.1	4.2	7.7	-3.5	5.1	5.9	-0.8	9.7	10.6	-0.9	8.0	8.9	-0.9	6.5	8.9	-2.4	3.1	5.0	-1.9
Edge	33.7	37.1	-3.4	5	11.1	14.1	-3.0	18.2	23.5	-5.3	16.0	16.7	-0.7	21.0	21.2	-0.2	6.4	5.8	0.6	1.4	1.8	-0.4	8.2	7.8	0.4
George FM	2.3	4.0	-1.7	20	1.1	1.4	-0.3	1.4	2.9	-1.5	0.6	2.1	-1.5	1.1	2.6	-1.5	0.6	0.5	0.1	*	*	*	0.6	0.9	-0.3
Gold***	5.7	5.6	0.1	16	1.0	1.0	0.0	1.4	2.0	-0.6	1.2	1.8	-0.6	2.3	2.4	-0.1	2.4	2.2	0.2	2.1	2.1	0.0	0.6	0.5	0.1
Gold Sport	2.4	3.2	-0.8	18	0.6	0.6	0.0	0.5	1.2	-0.7	0.5	1.2	-0.7	1.1	1.7	-0.6	0.9	0.9	0.0	0.7	1.0	-0.3	0.9	1.1	-0.2
Life FM	11.2	15.1	-3.9	14	2.1	4.0	-1.9	7.2	9.3	-2.1	8.0	9.2	-1.2	8.8	10.6	-1.8	1.0	1.9	-0.9	0.2	0.5	-0.3	2.6	3.0	-0.4
Magic	16.6	17.9	-1.3	13	1.0	2.1	-1.1	3.2	2.9	0.3	3.0	1.8	1.2	3.7	3.0	0.7	4.4	4.3	0.1	9.2	9.2	0.0	0.7	1.8	-1.1
Mai FM	31.0	33.7	-2.7	6	14.7	11.9	2.8	18.8	19.7	-0.9	12.3	16.3	-4.0	14.8	20.1	-5.3	3.7	5.2	-1.5	1.5	1.7	-0.2	8.8	6.4	2.4
More FM	24.5	26.1	-1.6	8	8.6	8.6	0.0	7.9	9.2	-1.3	7.6	8.0	-0.4	10.9	12.7	-1.8	6.6	8.4	-1.8	4.9	4.7	0.2	4.0	4.7	-0.7
Newstalk ZB	41.7	45.0	-3.3	2	4.9	3.9	1.0	5.7	8.5	-2.8	8.5	11.3	-2.8	13.7	19.1	-5.4	14.0	15.4	-1.4	16.8	14.9	1.9	5.4	10.3	-4.9
Radio Hauraki	23.8	27.9	-4.1	9	4.7	3.8	0.9	9.3	9.5	-0.2	10.2	13.0	-2.8	15.9	20.2	-4.3	7.8	10.5	-2.7	3.1	3.8	-0.7	4.8	5.9	-1.1
Rhema	1.8	3.5	-1.7	21	*	0.6	*	0.3	1.2	-0.9	0.3	0.6	-0.3	0.6	1.5	-0.9	0.9	1.9	-1.0	1.3	1.4	-0.1	0.4	0.6	-0.2
Rock	29.1	30.5	-1.4	7	7.9	6.9	1.0	13.8	13.4	0.4	13.4	15.6	-2.2	18.2	21.3	-3.1	7.4	7.7	-0.3	2.9	2.3	0.6	5.1	7.6	-2.5
Sanctuary**	1.0	2.6	-1.6	23	*	*	*	0.2	0.2	0.0	0.2	0.2	0.0	0.3	1.2	-0.9	0.5	1.5	-1.0	0.6	1.0	-0.4	0.1	0.4	-0.3
Sport Nation*	1.5	0.9	0.6	22	0.4	0.2	0.2	0.8	*	*	0.7	0.2	0.5	0.7	0.4	0.3	*	0.2	*	0.2	0.2	0.0	0.4	0.2	0.2
Tarana	2.4	2.8	-0.4	18	0.9	0.9	0.0	0.2	0.8	-0.6	1.2	1.9	-0.7	1.2	1.9	-0.7	0.2	*	*	0.2	*	*	0.5	0.4	0.1
Te Upoko o Te Ika	4.1	3.1	1.0	17	2.2	1.7	0.5	1.3	0.9	0.4	0.8	0.5	0.3	1.1	1.0	0.1	0.7	0.8	-0.1	0.7	0.4	0.3	0.3	0.2	0.1
The Hits	34.2	36.7	-2.5	4	12.9	12.8	0.1	14.8	16.5	-1.7	12.3	12.7	-0.4	17.6	19.6	-2.0	6.9	8.9	-2.0	3.3	4.2	-0.9	8.5	7.9	0.6
The Sound	23.5	22.9	0.6	10	3.1	2.2	0.9	5.0	4.6	0.4	6.1	6.2	-0.1	11.9	12.3	-0.4	11.9	12.7	-0.8	8.3	8.3	0.0	3.4	4.3	-0.9
ZM	41.1	44.4	-3.3	3	12.8	14.6	-1.8	24.0	30.2	-6.2	19.7	22.4	-2.7	23.7	26.3	-2.6	6.0	5.9	0.1	4.4	3.3	1.1	9.7	10.0	-0.3
MediaWorks Combo	171.9	181.3	-9.4		38.6	39.9	-1.3	66.8	72.3	-5.5	64.0	70.6	-6.6	91.4	99.2	-7.8	50.3	52.9	-2.6	36.5	36.0	0.5	33.8	36.3	-2.5
NZME Combo	138.5	152.4	-13.9		32.7	31.4	1.3	48.8	60.8	-12.0	46.1	56.6	-10.5	66.7	81.4	-14.7	37.8	42.3	-4.5	30.3	31.2	-0.9	27.9	33.5	-5.6
All Commercial Radio	252.5	268.7	-16.2		55.5	55.1	0.4	90.7	103.6	-12.9	89.1	101.9	-12.8	128.6	143.6	-15.0	72.3	76.7	-4.4	55.8	56.8	-1.0	50.6	57.4	-6.8
Potential (000)	392.5	392.0	0.5		89.9	93.2	-3.3	149.3	152.2	-2.9	138.8	135.9	2.9	195.6	192.9	2.7	106.3	106.8	-0.5	82.0	81.8	0.2	71.0	75.8	-4.8
Sample	1,694	1,588	106		327	299	28	474	434	40	527	485	42	816	732	84	514	448	66	427	432	-5	316	321	-5

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, **Star rebranded to Sanctuary from S1 2025

***Gold FM ceased broadcasting on May 9. As Gold FM was broadcasting for the duration of Survey 1 2025 it remains included in the above audience data



WELLINGTON COMMERCIAL RADIO - SURVEY 1 2025

Cumulative Audience (000's) by Daypart, People 10+
Survey Comparisons: 3/2024 - 1/2025

This Survey Period: Sun Aug 11 to Sat Nov 2 2024 & Sun Feb 9 to Sat May 3 2025
Last Survey Period: Sun May 12 to Sat Aug 3 & Sun Aug 11 to Sat Nov 2 2024

	This	Last	+/-
Potential (000)	392.5	392.0	0.5
Sample Size	1,694	1,588	106

	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	3.1	4.6	-1.5	15	3.4	3.8	-0.4	3.6	4.0	-0.4	2.8	3.6	-0.8	0.8	1.0	-0.2	1.1	1.1	0.0	3.7	3.9	-0.2
Breeze	24.9	25.0	-0.1	2	21.5	19.4	2.1	22.3	21.2	1.1	22.3	20.6	1.7	12.1	12.5	-0.4	4.7	4.2	0.5	30.9	32.5	-1.6
Channel X	8.4	11.0	-2.6	12	4.2	6.9	-2.7	6.9	8.7	-1.8	8.8	12.4	-3.6	4.6	4.9	-0.3	1.5	1.2	0.3	10.0	13.2	-3.2
Coast	9.2	8.5	0.7	11	9.8	10.7	-0.9	8.6	10.4	-1.8	10.2	12.4	-2.2	5.6	6.2	-0.6	1.5	2.0	-0.5	13.7	15.5	-1.8
Edge	13.9	16.2	-2.3	7	10.0	13.7	-3.7	15.4	12.9	2.5	14.6	17.2	-2.6	4.4	5.5	-1.1	4.0	3.0	1.0	17.0	18.2	-1.2
George FM	0.8	1.4	-0.6	21	1.0	2.4	-1.4	0.4	1.3	-0.9	1.5	2.0	-0.5	0.9	1.1	-0.2	0.9	0.8	0.1	1.1	2.6	-1.5
Gold***	0.9	1.5	-0.6	20	1.7	1.8	-0.1	1.9	2.0	-0.1	1.0	0.4	0.6	0.6	0.1	0.5	0.2	0.4	-0.2	2.5	2.4	0.1
Gold Sport	1.0	1.6	-0.6	19	0.3	0.7	-0.4	0.8	1.7	-0.9	0.6	0.9	-0.3	0.7	0.5	0.2	0.1	0.1	0.0	1.0	1.5	-0.5
Life FM	3.8	4.8	-1.0	14	2.6	1.8	0.8	3.3	4.0	-0.7	4.6	7.0	-2.4	2.5	3.9	-1.4	1.6	1.3	0.3	7.9	10.7	-2.8
Magic	6.1	6.2	-0.1	13	8.1	9.0	-0.9	9.2	9.6	-0.4	8.9	7.7	1.2	3.8	4.3	-0.5	1.3	2.5	-1.2	11.2	12.5	-1.3
Mai FM	18.7	22.4	-3.7	4	10.8	10.4	0.4	13.9	14.1	-0.2	16.8	18.6	-1.8	9.1	11.9	-2.8	5.8	4.0	1.8	19.4	18.3	1.1
More FM	10.2	12.5	-2.3	9	8.2	7.3	0.9	12.0	11.3	0.7	12.4	13.3	-0.9	4.3	6.2	-1.9	3.1	3.0	0.1	13.6	12.3	1.3
Newstalk ZB	27.4	32.1	-4.7	1	19.5	20.1	-0.6	19.2	20.1	-0.9	19.4	24.3	-4.9	11.1	11.3	-0.2	9.1	10.0	-0.9	25.5	29.8	-4.3
Radio Hauraki	11.2	13.7	-2.5	8	10.3	12.9	-2.6	10.5	14.2	-3.7	9.9	14.1	-4.2	4.7	3.9	0.8	1.6	1.6	0.0	13.9	15.7	-1.8
Rhema	1.4	1.3	0.1	16	1.0	1.4	-0.4	1.1	1.6	-0.5	0.9	1.2	-0.3	0.4	1.2	-0.8	*	*	*	1.2	2.5	-1.3
Rock	18.4	19.1	-0.7	5	11.9	15.8	-3.9	12.3	15.7	-3.4	13.8	16.7	-2.9	5.4	4.9	0.5	4.8	2.9	1.9	13.5	12.3	1.2
Sanctuary**	0.4	1.2	-0.8	23	0.6	1.4	-0.8	0.6	1.4	-0.8	0.2	0.7	-0.5	0.4	1.2	-0.8	*	*	*	1.0	2.6	-1.6
Sport Nation*	0.6	0.2	0.4	22	0.3	0.4	-0.1	*	0.6	*	0.4	0.2	0.2	0.2	*	*	*	*	*	1.1	0.6	0.5
Tarana	1.1	1.8	-0.7	18	0.7	0.6	0.1	1.5	1.8	-0.3	1.3	0.8	0.5	0.6	0.4	0.2	*	0.7	*	1.9	2.2	-0.3
Te Upoko o Te Ika	1.4	1.4	0.0	16	0.3	0.8	-0.5	1.0	1.3	-0.3	1.3	0.5	0.8	0.4	*	*	1.1	0.6	0.5	1.5	1.0	0.5
The Hits	15.0	18.0	-3.0	6	10.0	12.2	-2.2	14.7	16.6	-1.9	17.3	17.7	-0.4	8.4	8.6	-0.2	1.8	1.6	0.2	20.0	19.3	0.7
The Sound	10.0	9.2	0.8	10	7.4	7.6	-0.2	11.3	10.2	1.1	10.3	9.3	1.0	5.7	5.9	-0.2	3.3	2.3	1.0	14.8	14.6	0.2
ZM	21.9	23.8	-1.9	3	15.4	18.6	-3.2	24.1	22.3	1.8	23.8	27.3	-3.5	8.3	8.1	0.2	3.7	2.1	1.6	24.5	24.4	0.1
MediaWorks Combo	98.1	103.5	-5.4		72.6	78.5	-5.9	92.5	91.4	1.1	94.8	101.1	-6.3	45.5	53.2	-7.7	27.3	21.1	6.2	113.5	118.4	-4.9
NZME Combo	80.5	92.3	-11.8		64.3	73.4	-9.1	72.4	80.1	-7.7	76.7	90.9	-14.2	37.8	37.4	0.4	17.6	16.7	0.9	88.4	98.2	-9.8
All Commercial Radio	165.7	181.2	-15.5		128.2	142.4	-14.2	154.7	159.9	-5.2	161.7	176.9	-15.2	83.5	90.0	-6.5	45.8	39.8	6.0	188.7	199.0	-10.3

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, **Star rebranded to Sanctuary from S1 2025
***Gold FM ceased broadcasting on May 9. As Gold FM was broadcasting for the duration of Survey 1 2025 it remains included in the above audience data



WELLINGTON COMMERCIAL RADIO - SURVEY 1 2025

Average Time Spent Listening (hh:mm) by Demographic, Mon-Sun 12mn-12mn
Survey Comparisons: 3/2024 - 1/2025

This Survey Period: Sun Aug 11 to Sat Nov 2 2024 & Sun Feb 9 to Sat May 3 2025
Last Survey Period: Sun May 12 to Sat Aug 3 & Sun Aug 11 to Sat Nov 2 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	5:33	7:12	-1:39	1:50	4:36	-2:46	3:02	3:18	-0:15	2:29	3:13	-0:43	4:15	3:48	0:26	10:42	11:54	-1:12	12:30	36:24	-23:54	5:43	4:36	1:06
Breeze	8:32	6:32	1:59	4:11	4:10	0:00	2:54	2:11	0:42	4:26	3:00	1:26	7:27	4:59	2:27	9:35	8:19	1:15	8:40	8:41	-0:00	4:55	6:54	-1:58
Channel X	6:53	7:00	-0:06	8:30	7:17	1:13	7:03	7:37	-0:33	5:54	7:00	-1:06	6:39	7:11	-0:31	9:48	6:40	3:07	3:24	1:50	1:34	3:57	4:41	-0:43
Coast	6:34	6:03	0:31	2:42	1:57	0:45	3:13	1:50	1:22	3:41	2:50	0:51	5:39	5:05	0:33	7:26	8:01	-0:34	7:54	8:26	-0:32	8:54	4:41	4:12
Edge	3:41	4:17	-0:36	3:38	4:38	-0:59	3:34	4:36	-1:01	3:03	3:37	-0:34	3:39	3:44	-0:04	5:28	5:26	0:02	4:54	8:11	-3:17	2:35	3:08	-0:32
George FM	17:47	9:31	8:16	4:41	4:25	0:15	6:10	4:29	1:40	5:59	3:28	2:30	30:37	12:21	18:16	56:56	49:21	7:34	*	*	*	59:15	31:15	27:59
Gold***	1:48	2:00	-0:12	1:53	4:13	-2:19	1:14	1:13	0:00	1:30	1:39	-0:08	2:10	2:07	0:02	1:52	1:35	0:17	1:31	0:58	0:32	0:42	0:37	0:04
Gold Sport	3:13	5:28	-2:15	1:27	1:20	0:07	2:20	1:47	0:32	2:20	1:47	0:32	2:20	2:10	0:10	4:35	5:20	-0:44	6:06	13:54	-7:47	1:56	1:56	0:00
Life FM	3:44	3:23	0:20	4:14	1:44	2:29	3:27	3:37	-0:10	3:23	3:36	-0:13	3:40	4:04	-0:24	5:22	5:48	-0:25	1:45	1:58	-0:13	4:12	4:03	0:09
Magic	8:26	9:18	-0:51	2:24	3:00	-0:36	5:16	3:27	1:48	5:09	4:22	0:47	5:45	6:25	-0:40	4:50	5:50	-0:59	9:10	10:44	-1:34	22:22	14:27	7:55
Mai FM	5:58	6:46	-0:47	5:56	7:56	-2:00	5:16	7:11	-1:54	5:50	5:56	-0:05	5:50	5:50	0:00	6:31	6:45	-0:14	7:42	9:48	-2:06	6:13	7:41	-1:28
More FM	5:42	4:22	1:20	4:32	4:53	-0:21	3:53	3:23	0:30	4:27	3:19	1:08	4:12	3:49	0:23	7:06	4:32	2:33	9:22	4:56	4:25	5:30	4:17	1:13
Newstalk ZB	12:07	11:51	0:15	3:03	4:44	-1:41	7:05	3:51	3:13	7:44	5:10	2:33	8:18	6:32	1:45	7:04	8:53	-1:48	12:43	14:18	-1:35	6:30	7:43	-1:12
Radio Hauraki	5:29	6:10	-0:41	4:51	6:31	-1:39	6:23	6:13	0:09	5:12	6:02	-0:49	5:06	6:09	-1:03	5:46	6:19	-0:33	8:25	5:55	2:30	4:02	4:34	-0:31
Rhema	12:18	5:36	6:42	*	1:00	*	27:15	8:42	18:32	27:15	16:34	10:40	24:32	7:17	17:15	11:31	3:46	7:45	6:38	5:45	0:52	4:11	2:03	2:07
Rock	8:48	10:08	-1:19	8:17	8:38	-0:20	11:07	11:23	-0:15	10:26	12:01	-1:35	9:24	11:01	-1:37	6:29	7:46	-1:17	6:28	6:21	0:06	5:38	5:30	0:07
Sanctuary**	8:56	6:56	1:59	*	*	*	3:30	3:30	0:00	3:30	3:30	0:00	7:59	5:02	2:57	11:02	7:17	3:44	9:28	9:31	-0:03	3:00	3:51	-0:51
Sport Nation*	3:57	8:39	-4:41	1:00	1:00	0:00	2:59	*	*	3:25	4:30	-1:04	3:25	13:56	-10:31	*	25:30	*	12:30	12:30	0:00	5:15	25:30	-20:15
Tarana	6:15	6:15	-0:00	6:40	8:22	-1:42	2:30	3:06	-0:36	5:27	5:18	0:08	5:27	5:18	0:08	8:30	*	*	8:30	*	*	3:34	1:30	2:04
Te Upoko o Te Ika	2:16	4:28	-2:12	2:51	4:47	-1:55	1:55	2:14	-0:18	0:45	2:45	-2:00	1:05	2:56	-1:51	2:11	3:09	-0:58	2:16	7:15	-4:58	0:15	5:00	-4:45
The Hits	4:17	5:12	-0:55	2:59	5:07	-2:07	4:36	6:20	-1:43	4:31	5:26	-0:54	4:28	4:49	-0:21	4:43	4:08	0:35	7:02	7:13	-0:10	5:04	3:51	1:12
The Sound	7:34	9:03	-1:28	2:10	2:17	-0:07	3:47	5:46	-1:59	7:06	7:52	-0:45	7:34	8:57	-1:22	8:24	10:36	-2:11	9:46	11:03	-1:16	7:35	7:17	0:17
ZM	6:15	5:47	0:27	3:28	7:19	-3:51	5:09	5:36	-0:27	5:22	4:21	1:01	7:01	5:09	1:51	13:54	7:26	6:27	8:20	4:14	4:05	6:30	5:45	0:44
MediaWorks Combo	9:19	9:27	-0:08	7:34	8:32	-0:58	7:22	8:30	-1:07	7:41	8:17	-0:35	8:54	9:03	-0:09	10:27	10:19	0:08	10:32	10:42	-0:09	7:38	8:33	-0:54
NZME Combo	8:44	8:55	-0:10	4:06	7:26	-3:20	6:31	6:28	0:02	6:46	5:56	0:50	7:40	6:50	0:50	8:42	8:39	0:02	11:50	11:51	-0:01	6:51	6:40	0:10
All Commercial Radio	12:16	12:43	-0:26	8:34	11:20	-2:45	9:51	10:36	-0:45	10:06	10:08	-0:02	11:23	11:23	0:00	13:18	13:43	-0:24	14:58	15:11	-0:13	10:00	10:37	-0:36
Potential (000)	392.5	392.0	0.5	89.9	93.2	-3.3	149.3	152.2	-2.9	138.8	135.9	2.9	195.6	192.9	2.7	106.3	106.8	-0.5	82.0	81.8	0.2	71.0	75.8	-4.8
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Last Survey Period: Sun May 12 to Sat Aug 3 & Sun Aug 11 to Sat Nov 2 2024

	This	Last	+/-
Potential (000)	392.5	392.0	0.5
Sample Size	1,694	1,588	106

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

*SENZ rebranded to Sport Nation from Nov 19th 2024, **Star rebranded to Sanctuary from S1 2025
***Gold FM ceased broadcasting on May 9. As Gold FM was broadcasting for the duration of Survey 1 2025 it remains included in the above audience data