



WELLINGTON COMMERCIAL RADIO - SURVEY 2 2025

Station Share (%) by Demographic, Mon-Sun 12mn-12mn
Survey Comparisons: 1/2025 - 2/2025

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

	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	1.2	-0.6	17	0.7	1.1	-0.4	0.1	0.2	-0.1	0.2	0.3	-0.1	0.4	0.6	-0.2	1.2	2.4	-1.2	1.1	2.1	-1.0	1.9	2.0	-0.1
Breeze	14.7	13.6	1.1	2	13.9	4.4	9.5	6.5	4.1	2.4	8.8	7.4	1.4	12.4	13.3	-0.9	19.4	20.4	-1.0	16.7	16.2	0.5	12.0	7.2	4.8
Channel X	3.4	3.7	-0.3	13	1.6	5.1	-3.5	2.7	7.0	-4.3	6.4	7.6	-1.2	6.3	6.2	0.1	4.0	2.4	1.6	0.9	0.2	0.7	8.4	3.7	4.7
Coast	3.9	4.6	-0.7	12	5.3	1.6	3.7	2.3	1.5	0.8	1.4	2.1	-0.7	2.7	3.7	-1.0	4.7	6.2	-1.5	5.2	6.2	-1.0	5.7	5.5	0.2
Edge	5.5	4.0	1.5	4	9.3	8.5	0.8	13.7	7.3	6.4	11.3	5.4	5.9	8.5	5.3	3.2	2.8	3.6	-0.8	0.7	0.8	-0.1	5.2	4.2	1.0
Flava	0.2	n.a.	*	20	0.2	n.a.	*	0.5	n.a.	*	0.5	n.a.	*	0.4	n.a.	*	0.1	n.a.	*	*	n.a.	*	0.3	n.a.	*
George FM	0.4	1.3	-0.9	19	1.3	1.1	0.2	0.9	1.0	-0.1	0.3	0.4	-0.1	0.5	2.4	-1.9	0.3	3.3	-3.0	0.1	*	*	0.2	6.8	-6.6
Gold Sport	0.1	0.2	-0.1	24	*	0.2	*	*	0.1	*	*	0.1	*	*	0.2	*	*	0.4	*	0.3	0.5	-0.2	*	0.3	*
Life FM	1.1	1.3	-0.2	15	2.1	1.9	0.2	1.0	2.8	-1.8	1.5	3.0	-1.5	1.6	2.2	-0.6	0.9	0.6	0.3	0.1	0.1	0.0	1.6	2.2	-0.6
Magic	5.1	4.5	0.6	7	0.1	0.5	-0.4	2.5	1.9	0.6	2.6	1.7	0.9	1.8	1.5	0.3	1.8	2.2	-0.4	10.0	10.1	-0.1	0.4	3.1	-2.7
Mai FM	4.1	6.0	-1.9	11	12.4	18.4	-6.0	9.3	11.1	-1.8	6.1	8.0	-1.9	4.3	5.9	-1.6	1.5	2.5	-1.0	1.1	1.4	-0.3	7.6	10.8	-3.2
More FM	5.3	4.5	0.8	5	4.6	8.2	-3.6	4.1	3.4	0.7	5.0	3.8	1.2	4.8	3.1	1.7	7.9	4.9	3.0	6.5	5.5	1.0	6.1	4.3	1.8
Newstalk ZB	20.1	16.3	3.8	1	3.8	3.1	0.7	4.9	4.5	0.4	9.0	7.3	1.7	10.4	7.8	2.6	16.7	10.3	6.4	34.7	25.5	9.2	8.2	6.9	1.3
Radio Active*	2.8	n.a.	*	14	1.4	n.a.	*	3.8	n.a.	*	4.2	n.a.	*	3.8	n.a.	*	3.1	n.a.	*	2.3	n.a.	*	2.9	n.a.	*
Radio Hauraki	4.9	4.2	0.7	9	7.3	4.8	2.5	7.2	6.7	0.5	5.8	5.9	-0.1	6.4	5.5	0.9	5.8	4.7	1.1	3.1	3.2	-0.1	5.0	3.9	1.1
Rhema	0.7	0.7	0.0	16	0.3	*	*	0.9	1.0	-0.1	1.0	1.0	0.0	1.1	1.0	0.1	0.7	1.1	-0.4	0.7	1.0	-0.3	0.4	0.3	0.1
Rock	5.3	8.3	-3.0	5	11.0	13.8	-2.8	8.3	17.1	-8.8	5.2	15.5	-10.3	7.1	11.7	-4.6	6.8	5.0	1.8	1.3	2.3	-1.0	6.4	5.6	0.8
Sanctuary	0.2	0.3	-0.1	20	*	*	*	*	0.1	*	*	0.1	*	*	0.2	*	0.4	0.6	-0.2	0.5	0.7	-0.2	*	0.1	*
Sport Nation	0.2	0.2	0.0	20	0.1	0.1	0.0	0.4	0.3	0.1	0.4	0.3	0.1	0.3	0.2	0.1	0.2	*	*	0.1	0.4	-0.3	0.5	0.4	0.1
Tarana	0.5	0.5	0.0	18	0.7	1.3	-0.6	0.9	0.1	0.8	1.2	0.7	0.5	0.7	0.4	0.3	0.2	0.2	0.0	0.3	0.2	0.1	0.8	0.4	0.4
Te Upoko o Te Ika	0.2	0.3	-0.1	20	0.6	1.3	-0.7	0.3	0.3	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.2	-0.1	0.2	0.2	0.0	*	*	*
The Hits	5.1	4.7	0.4	7	9.0	8.2	0.8	10.3	7.6	2.7	9.9	6.2	3.7	7.0	5.4	1.6	2.2	3.4	-1.2	1.2	2.8	-1.6	11.9	8.5	3.4
The Sound	4.6	5.7	-1.1	10	4.6	1.4	3.2	4.0	2.1	1.9	2.8	4.8	-2.0	4.7	6.2	-1.5	7.6	10.4	-2.8	5.7	9.7	-4.0	2.8	5.1	-2.3
ZM	8.6	8.3	0.3	3	7.9	9.4	-1.5	12.2	13.8	-1.6	12.2	11.8	0.4	12.0	11.3	0.7	9.3	8.7	0.6	4.8	4.4	0.4	10.6	12.5	-1.9
MediaWorks Combo	48.3	51.7	-3.4		58.8	61.4	-2.6	52.1	55.1	-3.0	48.5	54.7	-6.2	50.3	55.5	-5.2	52.1	54.7	-2.6	43.1	46.1	-3.0	48.9	51.1	-2.2
NZME Combo	43.0	39.1	3.9		33.6	28.2	5.4	37.3	35.6	1.7	38.8	34.7	4.1	38.8	35.0	3.8	38.7	34.1	4.6	49.3	42.9	6.4	41.8	37.8	4.0
Potential (000)	392.5	392.5	0.0		89.9	89.9	0.0	153.6	149.3	4.3	138.8	138.8	0.0	195.6	195.6	0.0	106.3	106.3	0.0	82.0	82.0	0.0	65.4	71.0	-5.6
Sample	1,522	1,694	-172		296	327	-31	482	474	8	492	527	-35	747	816	-69	472	514	-42	367	427	-60	272	316	-44

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, Flava (from S2 2025), Gold (until S1 2025), Gold Sport, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava (until S1 2025), Hokonui

*Radio Active included from S2 2025



WELLINGTON COMMERCIAL RADIO - SURVEY 2 2025

Station Share (%) by Daypart, People 10+
Survey Comparisons: 1/2025 - 2/2025

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

	This	Last	+/-
Potential (000)	392.5	392.5	0.0
Sample Size	1,522	1,694	-172

	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	0.5	1.0	-0.5	17	0.4	0.8	-0.4	0.8	1.0	-0.2	1.0	0.9	0.1	0.1	1.5	-1.4	1.1	4.8	-3.7	0.6	1.4	-0.8
Breeze	12.8	13.0	-0.2	2	15.2	15.5	-0.3	17.9	14.7	3.2	13.4	11.6	1.8	15.7	15.7	0.0	8.7	16.8	-8.1	14.6	11.7	2.9
Channel X	2.6	3.9	-1.3	11	3.1	3.2	-0.1	4.2	3.5	0.7	3.9	4.2	-0.3	2.6	2.5	0.1	0.9	2.0	-1.1	4.0	4.6	-0.6
Coast	3.7	4.1	-0.4	10	3.4	4.8	-1.4	3.3	5.1	-1.8	3.6	4.9	-1.3	6.5	4.5	2.0	1.0	0.6	0.4	5.2	4.8	0.4
Edge	4.4	4.7	-0.3	9	5.8	3.5	2.3	8.1	4.9	3.2	4.7	4.7	0.0	1.3	1.3	0.0	7.1	4.1	3.0	5.1	3.4	1.7
Flava	0.3	n.a.	*	18	0.1	n.a.	*	0.1	n.a.	*	0.4	n.a.	*	0.2	n.a.	*	*	n.a.	*	0.3	n.a.	*
George FM	0.1	1.0	-0.9	22	0.4	1.4	-1.0	0.4	1.4	-1.0	1.2	2.0	-0.8	0.6	1.3	-0.7	0.1	0.6	-0.5	0.3	1.1	-0.8
Gold Sport	0.2	0.2	0.0	20	0.1	0.1	0.0	0.1	0.2	-0.1	*	0.1	*	0.1	0.9	-0.8	*	0.1	*	0.1	0.4	-0.3
Life FM	1.5	1.7	-0.2	15	0.9	0.6	0.3	0.7	0.8	-0.1	2.2	1.7	0.5	1.0	1.1	-0.1	0.2	0.7	-0.5	1.0	2.1	-1.1
Magic	1.7	2.0	-0.3	14	6.8	5.2	1.6	7.4	5.9	1.5	4.6	3.8	0.8	3.9	6.2	-2.3	0.6	1.0	-0.4	5.9	5.5	0.4
Mai FM	6.3	8.3	-2.0	6	4.5	4.1	0.4	3.5	4.2	-0.7	3.5	6.3	-2.8	4.0	6.1	-2.1	2.7	8.3	-5.6	3.1	6.5	-3.4
More FM	7.1	3.6	3.5	4	5.7	5.6	0.1	6.7	6.5	0.2	4.1	4.2	-0.1	1.4	1.7	-0.3	3.1	3.3	-0.2	4.0	3.8	0.2
Newstalk ZB	25.3	19.2	6.1	1	20.2	15.7	4.5	14.2	11.7	2.5	16.3	14.7	1.6	25.1	21.3	3.8	40.6	29.6	11.0	18.2	15.7	2.5
Radio Active*	1.9	n.a.	*	13	1.8	n.a.	*	1.4	n.a.	*	4.0	n.a.	*	5.6	n.a.	*	2.7	n.a.	*	4.3	n.a.	*
Radio Hauraki	4.5	4.2	0.3	8	4.4	4.4	0.0	4.4	3.8	0.6	6.8	5.7	1.1	6.7	3.7	3.0	5.1	1.9	3.2	4.4	4.1	0.3
Rhema	0.6	1.0	-0.4	16	0.7	0.7	0.0	0.7	1.0	-0.3	0.8	0.8	0.0	0.9	0.4	0.5	*	*	*	1.0	0.5	0.5
Rock	7.1	9.5	-2.4	4	4.5	9.8	-5.3	3.5	9.8	-6.3	4.7	8.9	-4.2	2.2	3.1	-0.9	15.3	10.9	4.4	5.1	5.1	0.0
Sanctuary	0.3	0.2	0.1	18	0.6	0.1	0.5	0.1	0.1	0.0	*	0.1	*	*	0.3	*	*	*	*	0.1	0.8	-0.7
Sport Nation	*	0.5	*	*	0.1	0.1	0.0	*	*	*	0.5	0.2	0.3	0.1	0.1	0.0	*	*	*	0.4	0.3	0.1
Tarana	0.1	0.4	-0.3	22	0.5	0.1	0.4	0.6	0.5	0.1	1.1	0.6	0.5	0.7	1.1	-0.4	*	*	*	0.6	0.6	0.0
Te Upoko o Te Ika	0.2	0.3	-0.1	20	0.1	0.1	0.0	*	0.2	*	0.3	0.4	-0.1	0.7	0.1	0.6	0.9	2.7	-1.8	0.2	0.2	0.0
The Hits	5.0	5.5	-0.5	7	5.6	5.4	0.2	4.1	4.3	-0.2	5.9	5.2	0.7	4.5	3.8	0.7	4.7	1.4	3.3	5.5	4.5	1.0
The Sound	2.4	4.1	-1.7	12	5.6	5.5	0.1	6.1	5.8	0.3	5.1	5.6	-0.5	4.3	8.6	-4.3	1.2	5.0	-3.8	4.6	6.8	-2.2
ZM	9.8	7.5	2.3	3	7.4	7.8	-0.4	8.6	9.9	-1.3	9.3	9.7	-0.4	8.1	5.9	2.2	3.1	3.5	-0.4	9.3	8.4	0.9
MediaWorks Combo	44.6	50.0	-5.4		51.8	53.9	-2.1	57.8	56.7	1.1	45.1	51.2	-6.1	35.9	46.9	-11.0	39.7	51.9	-12.2	46.7	48.5	-1.8
NZME Combo	48.7	41.0	7.7		41.4	39.3	2.1	34.9	35.4	-0.5	42.3	40.9	1.4	51.2	42.8	8.4	54.5	37.3	17.2	43.0	38.8	4.2

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, Flava (from S2 2025), Gold (until S1 2025), Gold Sport, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava (until S1 2025), Hokonui

*Radio Active included from S2 2025



WELLINGTON COMMERCIAL RADIO - SURVEY 2 2025

Cumulative Audience (000's) by Demographic, Mon-Sun 12mn-12mn
Survey Comparisons: 1/2025 - 2/2025

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

	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	4.7	6.8	-2.1	16	1.6	3.0	-1.4	0.2	0.5	-0.3	0.5	1.1	-0.6	1.1	2.0	-0.9	2.1	2.2	-0.1	2.0	1.4	0.6	1.2	1.8	-0.6
Breeze	43.2	49.4	-6.2	2	6.5	5.0	1.5	7.6	12.5	-4.9	8.9	15.0	-6.1	18.7	26.2	-7.5	18.8	20.5	-1.7	14.8	15.6	-0.8	8.2	7.4	0.8
Channel X	14.0	16.9	-2.9	14	1.5	2.8	-1.3	5.2	8.9	-3.7	8.2	11.7	-3.5	11.4	13.6	-2.2	4.0	2.4	1.6	1.1	0.4	0.7	5.1	4.8	0.3
Coast	15.7	21.5	-5.8	12	2.9	2.9	0.0	2.7	4.2	-1.5	2.6	5.1	-2.5	5.8	9.7	-3.9	5.2	8.0	-2.8	5.0	6.5	-1.5	2.3	3.1	-0.8
Edge	32.6	33.7	-1.1	4	9.6	11.1	-1.5	20.0	18.2	1.8	16.5	16.0	0.5	20.4	21.0	-0.6	5.8	6.4	-0.6	2.1	1.4	0.7	7.3	8.2	-0.9
Flava	1.7	n.a.	*	21	0.3	n.a.	*	1.1	n.a.	*	1.1	n.a.	*	1.4	n.a.	*	0.3	n.a.	*	*	n.a.	*	0.8	n.a.	*
George FM	2.3	2.3	0.0	18	1.1	1.1	0.0	1.3	1.4	-0.1	0.8	0.6	0.2	1.0	1.1	-0.1	0.3	0.6	-0.3	0.2	*	*	0.3	0.6	-0.3
Gold Sport	1.2	2.4	-1.2	23	*	0.6	*	*	0.5	*	*	0.5	*	0.1	1.1	-1.0	0.3	0.9	-0.6	0.8	0.7	0.1	0.1	0.9	-0.8
Life FM	6.0	11.2	-5.2	15	0.4	2.1	-1.7	2.4	7.2	-4.8	3.9	8.0	-4.1	4.7	8.8	-4.1	0.8	1.0	-0.2	0.6	0.2	0.4	1.7	2.6	-0.9
Magic	14.8	16.6	-1.8	13	0.3	1.0	-0.7	2.3	3.2	-0.9	2.5	3.0	-0.5	3.6	3.7	-0.1	3.4	4.4	-1.0	8.4	9.2	-0.8	0.7	0.7	0.0
Mai FM	21.5	31.0	-9.5	7	9.3	14.7	-5.4	14.4	18.8	-4.4	8.2	12.3	-4.1	9.8	14.8	-5.0	3.4	3.7	-0.3	2.2	1.5	0.7	6.1	8.8	-2.7
More FM	19.8	24.5	-4.7	9	5.4	8.6	-3.2	6.2	7.9	-1.7	6.5	7.6	-1.1	9.8	10.9	-1.1	6.8	6.6	0.2	4.2	4.9	-0.7	3.0	4.0	-1.0
Newstalk ZB	45.0	41.7	3.3	1	5.8	4.9	0.9	8.2	5.7	2.5	9.6	8.5	1.1	15.0	13.7	1.3	15.0	14.0	1.0	18.7	16.8	1.9	5.8	5.4	0.4
Radio Active*	16.3	n.a.	*	11	1.9	n.a.	*	6.2	n.a.	*	6.1	n.a.	*	9.5	n.a.	*	7.0	n.a.	*	4.4	n.a.	*	3.3	n.a.	*
Radio Hauraki	21.1	23.8	-2.7	8	4.5	4.7	-0.2	7.6	9.3	-1.7	8.1	10.2	-2.1	14.3	15.9	-1.6	8.0	7.8	0.2	2.3	3.1	-0.8	3.6	4.8	-1.2
Rhema	1.7	1.8	-0.1	21	0.2	*	*	0.5	0.3	0.2	0.5	0.3	0.2	0.7	0.6	0.1	0.5	0.9	-0.4	0.8	1.3	-0.5	0.6	0.4	0.2
Rock	21.7	29.1	-7.4	6	5.6	7.9	-2.3	9.8	13.8	-4.0	9.1	13.4	-4.3	13.7	18.2	-4.5	7.0	7.4	-0.4	2.4	2.9	-0.5	3.7	5.1	-1.4
Sanctuary	0.4	1.0	-0.6	24	*	*	*	*	0.2	*	*	0.2	*	*	0.3	*	0.2	0.5	-0.3	0.2	0.6	-0.4	*	0.1	*
Sport Nation	2.3	1.5	0.8	18	0.3	0.4	-0.1	0.9	0.8	0.1	0.8	0.7	0.1	1.3	0.7	0.6	0.9	*	*	0.5	0.2	0.3	0.6	0.4	0.2
Tarana	1.9	2.4	-0.5	20	0.6	0.9	-0.3	0.8	0.2	0.6	1.1	1.2	-0.1	1.1	1.2	-0.1	0.2	0.2	0.0	0.2	0.2	0.0	0.8	0.5	0.3
Te Upoko o Te Ika	3.2	4.1	-0.9	17	1.0	2.2	-1.2	1.3	1.3	0.0	0.9	0.8	0.1	1.4	1.1	0.3	0.7	0.7	0.0	0.7	0.7	0.0	0.4	0.3	0.1
The Hits	29.4	34.2	-4.8	5	10.8	12.9	-2.1	17.9	14.8	3.1	13.4	12.3	1.1	16.1	17.6	-1.5	4.5	6.9	-2.4	2.2	3.3	-1.1	8.9	8.5	0.4
The Sound	18.1	23.5	-5.4	10	2.4	3.1	-0.7	5.6	5.0	0.6	5.1	6.1	-1.0	9.6	11.9	-2.3	8.2	11.9	-3.7	5.5	8.3	-2.8	2.4	3.4	-1.0
ZM	37.3	41.1	-3.8	3	10.2	12.8	-2.6	18.9	24.0	-5.1	17.1	19.7	-2.6	22.1	23.7	-1.6	7.6	6.0	1.6	4.5	4.4	0.1	8.0	9.7	-1.7
MediaWorks Combo	143.4	171.9	-28.5		30.1	38.6	-8.5	54.7	66.8	-12.1	48.2	64.0	-15.8	72.4	91.4	-19.0	45.8	50.3	-4.5	34.6	36.5	-1.9	29.5	33.8	-4.3
NZME Combo	127.4	138.5	-11.1		29.5	32.7	-3.2	45.4	48.8	-3.4	41.8	46.1	-4.3	61.2	66.7	-5.5	35.4	37.8	-2.4	29.2	30.3	-1.1	25.8	27.9	-2.1
All Commercial Radio	225.6	252.5	-26.9		48.4	55.5	-7.1	80.0	90.7	-10.7	73.1	89.1	-16.0	110.8	128.6	-17.8	69.3	72.3	-3.0	53.2	55.8	-2.6	44.8	50.6	-5.8
Potential (000)	392.5	392.5	0.0		89.9	89.9	0.0	153.6	149.3	4.3	138.8	138.8	0.0	195.6	195.6	0.0	106.3	106.3	0.0	82.0	82.0	0.0	65.4	71.0	-5.6
Sample	1,522	1,694	-172		296	327	-31	482	474	8	492	527	-35	747	816	-69	472	514	-42	367	427	-60	272	316	-44

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, Flava (from S2 2025), Gold (until S1 2025), Gold Sport, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava (until S1 2025), Hokonui

*Radio Active included from S2 2025



WELLINGTON COMMERCIAL RADIO - SURVEY 2 2025

Cumulative Audience (000's) by Daypart, People 10+
Survey Comparisons: 1/2025 - 2/2025

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

	This	Last	+/-
Potential (000)	392.5	392.5	0.0
Sample Size	1,522	1,694	-172

	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	1.9	3.1	-1.2	16	0.9	3.4	-2.5	1.7	3.6	-1.9	2.8	2.8	0.0	0.2	0.8	-0.6	0.7	1.1	-0.4	2.5	3.7	-1.2
Breeze	22.4	24.9	-2.5	2	18.8	21.5	-2.7	22.2	22.3	-0.1	19.0	22.3	-3.3	9.7	12.1	-2.4	3.3	4.7	-1.4	25.5	30.9	-5.4
Channel X	6.1	8.4	-2.3	12	4.5	4.2	0.3	6.6	6.9	-0.3	6.6	8.8	-2.2	3.3	4.6	-1.3	0.5	1.5	-1.0	9.7	10.0	-0.3
Coast	6.3	9.2	-2.9	10	6.8	9.8	-3.0	6.3	8.6	-2.3	7.2	10.2	-3.0	4.7	5.6	-0.9	0.9	1.5	-0.6	11.1	13.7	-2.6
Edge	13.2	13.9	-0.7	4	11.5	10.0	1.5	16.0	15.4	0.6	10.6	14.6	-4.0	2.6	4.4	-1.8	5.0	4.0	1.0	17.6	17.0	0.6
Flava	0.3	n.a.	*	21	0.4	n.a.	*	0.3	n.a.	*	0.5	n.a.	*	0.1	n.a.	*	*	n.a.	*	0.9	n.a.	*
George FM	0.6	0.8	-0.2	19	0.6	1.0	-0.4	1.1	0.4	0.7	1.6	1.5	0.1	0.3	0.9	-0.6	0.1	0.9	-0.8	1.2	1.1	0.1
Gold Sport	0.2	1.0	-0.8	23	0.4	0.3	0.1	0.7	0.8	-0.1	*	0.6	*	0.2	0.7	-0.5	*	0.1	*	0.5	1.0	-0.5
Life FM	3.1	3.8	-0.7	15	3.1	2.6	0.5	3.0	3.3	-0.3	2.9	4.6	-1.7	1.2	2.5	-1.3	0.2	1.6	-1.4	3.7	7.9	-4.2
Magic	6.3	6.1	0.2	10	9.2	8.1	1.1	10.1	9.2	0.9	8.7	8.9	-0.2	2.6	3.8	-1.2	0.7	1.3	-0.6	10.3	11.2	-0.9
Mai FM	12.1	18.7	-6.6	6	10.5	10.8	-0.3	9.2	13.9	-4.7	11.3	16.8	-5.5	4.1	9.1	-5.0	3.3	5.8	-2.5	12.8	19.4	-6.6
More FM	8.4	10.2	-1.8	9	5.9	8.2	-2.3	10.4	12.0	-1.6	9.3	12.4	-3.1	2.4	4.3	-1.9	1.7	3.1	-1.4	11.9	13.6	-1.7
Newstalk ZB	29.6	27.4	2.2	1	22.9	19.5	3.4	21.6	19.2	2.4	21.2	19.4	1.8	11.6	11.1	0.5	10.7	9.1	1.6	24.2	25.5	-1.3
Radio Active*	4.3	n.a.	*	14	4.7	n.a.	*	4.4	n.a.	*	8.6	n.a.	*	5.0	n.a.	*	1.0	n.a.	*	9.7	n.a.	*
Radio Hauraki	10.4	11.2	-0.8	8	6.8	10.3	-3.5	8.5	10.5	-2.0	8.9	9.9	-1.0	5.8	4.7	1.1	1.8	1.6	0.2	11.9	13.9	-2.0
Rhema	1.0	1.4	-0.4	18	1.1	1.0	0.1	1.2	1.1	0.1	1.4	0.9	0.5	0.5	0.4	0.1	*	*	*	0.6	1.2	-0.6
Rock	12.6	18.4	-5.8	5	7.4	11.9	-4.5	8.4	12.3	-3.9	10.0	13.8	-3.8	4.4	5.4	-1.0	5.0	4.8	0.2	12.8	13.5	-0.7
Sanctuary	0.4	0.4	0.0	20	0.4	0.6	-0.2	0.2	0.6	-0.4	*	0.2	*	*	0.4	*	*	*	*	0.2	1.0	-0.8
Sport Nation	0.3	0.6	-0.3	21	0.5	0.3	0.2	0.3	*	*	0.8	0.4	0.4	0.2	0.2	0.0	*	*	*	1.8	1.1	0.7
Tarana	0.2	1.1	-0.9	23	1.5	0.7	0.8	1.4	1.5	-0.1	1.6	1.3	0.3	0.6	0.6	0.0	*	*	*	1.4	1.9	-0.5
Te Upoko o Te Ika	1.1	1.4	-0.3	17	0.2	0.3	-0.1	0.3	1.0	-0.7	1.4	1.3	0.1	0.8	0.4	0.4	0.4	1.1	-0.7	0.7	1.5	-0.8
The Hits	10.7	15.0	-4.3	7	9.4	10.0	-0.6	13.5	14.7	-1.2	14.5	17.3	-2.8	5.8	8.4	-2.6	4.4	1.8	2.6	18.7	20.0	-1.3
The Sound	5.9	10.0	-4.1	13	6.0	7.4	-1.4	11.1	11.3	-0.2	9.4	10.3	-0.9	3.6	5.7	-2.1	1.2	3.3	-2.1	9.2	14.8	-5.6
ZM	19.6	21.9	-2.3	3	14.9	15.4	-0.5	19.4	24.1	-4.7	18.2	23.8	-5.6	6.0	8.3	-2.3	2.2	3.7	-1.5	23.5	24.5	-1.0
MediaWorks Combo	78.9	98.1	-19.2		65.0	72.6	-7.6	81.3	92.5	-11.2	74.9	94.8	-19.9	30.5	45.5	-15.0	19.6	27.3	-7.7	95.7	113.5	-17.8
NZME Combo	72.1	80.5	-8.4		57.8	64.3	-6.5	64.1	72.4	-8.3	66.2	76.7	-10.5	32.2	37.8	-5.6	19.1	17.6	1.5	82.2	88.4	-6.2
All Commercial Radio	143.8	165.7	-21.9		115.9	128.2	-12.3	133.8	154.7	-20.9	136.9	161.7	-24.8	67.9	83.5	-15.6	35.8	45.8	-10.0	166.2	188.7	-22.5

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, Flava (from S2 2025), Gold (until S1 2025), Gold Sport, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava (until S1 2025), Hokonui

*Radio Active included from S2 2025



WELLINGTON COMMERCIAL RADIO - SURVEY 2 2025

Average Time Spent Listening (hh:mm) by Demographic, Mon-Sun 12mn-12mn
Survey Comparisons: 1/2025 - 2/2025

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

	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	3:22	5:33	-2:11	1:42	1:50	-0:07	5:00	3:02	1:57	2:50	2:29	0:20	4:16	4:15	0:01	4:41	10:42	-6:00	4:11	12:30	-8:18	6:38	5:43	0:55
Breeze	8:32	8:32	0:00	7:44	4:11	3:33	6:32	2:54	3:38	7:09	4:26	2:42	7:43	7:27	0:16	8:10	9:35	-1:24	8:19	8:40	-0:21	6:12	4:55	1:17
Channel X	6:06	6:53	-0:46	3:55	8:30	-4:35	3:58	7:03	-3:04	5:41	5:54	-0:12	6:23	6:39	-0:16	8:05	9:48	-1:42	6:10	3:24	2:45	6:57	3:57	2:59
Coast	6:18	6:34	-0:15	6:42	2:42	4:00	6:30	3:13	3:17	3:44	3:41	0:03	5:26	5:39	-0:12	7:06	7:26	-0:20	7:39	7:54	-0:15	10:40	8:54	1:46
Edge	4:14	3:41	0:33	3:29	3:38	-0:09	5:14	3:34	1:40	4:58	3:03	1:55	4:52	3:39	1:12	3:47	5:28	-1:40	2:22	4:54	-2:31	3:01	2:35	0:26
Flava	3:04	n.a.	*	2:40	n.a.	*	3:25	n.a.	*	3:25	n.a.	*	3:10	n.a.	*	2:15	n.a.	*	*	n.a.	*	1:36	n.a.	*
George FM	4:27	17:47	-13:20	4:04	4:41	-0:36	4:54	6:10	-1:15	3:22	5:59	-2:37	5:10	30:37	-25:26	10:23	56:56	-46:32	2:45	*	*	2:30	59:15	-56:45
Gold Sport	2:09	3:13	-1:03	*	1:27	*	*	2:20	*	*	2:20	*	0:30	2:20	-1:50	0:30	4:35	-4:05	2:26	6:06	-3:39	0:30	1:56	-1:26
Life FM	4:45	3:44	1:01	17:28	4:14	13:13	3:04	3:27	-0:23	2:48	3:23	-0:34	3:49	3:40	0:09	8:28	5:22	3:05	1:45	1:45	0:00	3:59	4:12	-0:13
Magic	8:35	8:26	0:09	1:15	2:24	-1:09	8:26	5:16	3:09	7:42	5:09	2:33	5:45	5:45	0:00	4:08	4:50	-0:41	8:47	9:10	-0:22	2:19	22:22	-20:03
Mai FM	4:48	5:58	-1:10	4:48	5:56	-1:07	4:55	5:16	-0:21	5:28	5:50	-0:22	5:02	5:50	-0:47	3:27	6:31	-3:03	3:44	7:42	-3:57	5:18	6:13	-0:54
More FM	6:39	5:42	0:56	3:04	4:32	-1:27	4:59	3:53	1:06	5:34	4:27	1:06	5:45	4:12	1:32	9:13	7:06	2:07	11:13	9:22	1:50	8:36	5:30	3:05
Newstalk ZB	11:11	12:07	-0:55	2:22	3:03	-0:40	4:32	7:05	-2:32	6:47	7:44	-0:56	8:02	8:18	-0:15	8:47	7:04	1:43	13:39	12:43	0:55	5:59	6:30	-0:30
Radio Active*	4:18	n.a.	*	2:40	n.a.	*	4:37	n.a.	*	5:00	n.a.	*	4:39	n.a.	*	3:32	n.a.	*	3:44	n.a.	*	3:44	n.a.	*
Radio Hauraki	5:49	5:29	0:20	5:50	4:51	0:59	7:12	6:23	0:49	5:16	5:12	0:03	5:10	5:06	0:04	5:43	5:46	-0:03	9:51	8:25	1:25	6:01	4:02	1:59
Rhema	10:36	12:18	-1:42	5:30	*	*	16:00	27:15	-11:15	16:00	27:15	-11:15	17:45	24:32	-6:47	9:52	11:31	-1:39	5:52	6:38	-0:45	3:04	4:11	-1:06
Rock	6:03	8:48	-2:44	7:04	8:17	-1:13	6:26	11:07	-4:40	4:09	10:26	-6:16	6:00	9:24	-3:23	7:44	6:29	1:15	3:59	6:28	-2:28	7:13	5:38	1:35
Sanctuary	11:12	8:56	2:16	*	*	*	*	3:30	*	*	3:30	*	*	7:59	*	16:45	11:02	5:42	16:45	9:28	7:16	*	3:00	*
Sport Nation	2:06	3:57	-1:50	1:00	1:00	0:00	3:03	2:59	0:04	3:09	3:25	-0:15	2:56	3:25	-0:28	1:51	*	*	1:00	12:30	-11:29	3:08	5:15	-2:06
Tarana	6:41	6:15	0:26	4:15	6:40	-2:25	8:48	2:30	6:18	7:39	5:27	2:12	7:39	5:27	2:12	8:30	8:30	0:00	8:30	8:30	0:00	4:18	3:34	0:44
Te Upoko o Te Ika	1:48	2:16	-0:27	2:04	2:51	-0:47	1:46	1:55	-0:08	0:39	0:45	-0:06	1:09	1:05	0:03	1:45	2:11	-0:25	1:57	2:16	-0:19	0:15	0:15	0:00
The Hits	4:21	4:17	0:04	2:59	2:59	-0:00	4:21	4:36	-0:14	5:24	4:31	0:52	5:06	4:28	0:38	3:54	4:43	-0:49	3:56	7:02	-3:06	5:43	5:04	0:38
The Sound	6:18	7:34	-1:16	6:59	2:10	4:49	5:28	3:47	1:40	4:02	7:06	-3:04	5:42	7:34	-1:51	7:17	8:24	-1:07	7:34	9:46	-2:12	5:02	7:35	-2:33
ZM	5:48	6:15	-0:26	2:47	3:28	-0:40	4:55	5:09	-0:14	5:13	5:22	-0:09	6:18	7:01	-0:43	9:41	13:54	-4:12	7:44	8:20	-0:35	5:39	6:30	-0:51
MediaWorks Combo	8:27	9:19	-0:52	7:02	7:34	-0:31	7:15	7:22	-0:07	7:21	7:41	-0:20	8:06	8:54	-0:47	9:00	10:27	-1:26	9:09	10:32	-1:23	7:03	7:38	-0:34
NZME Combo	8:27	8:44	-0:17	4:06	4:06	0:00	6:15	6:31	-0:15	6:46	6:46	-0:00	7:23	7:40	-0:17	8:40	8:42	-0:01	12:24	11:50	0:34	6:53	6:51	0:01
All Commercial Radio	11:07	12:16	-1:09	7:27	8:34	-1:06	9:30	9:51	-0:20	9:58	10:06	-0:07	10:31	11:23	-0:52	11:26	13:18	-1:52	13:49	14:58	-1:09	9:30	10:00	-0:29
Potential (000)	392.5	392.5	0.0	89.9	89.9	0.0	153.6	149.3	4.3	138.8	138.8	0.0	195.6	195.6	0.0	106.3	106.3	0.0	82.0	82.0	0.0	65.4	71.0	-5.6
Sample	1,522	1,694	-172	296	327	-31	482	474	8	492	527	-35	747	816	-69	472	514	-42	367	427	-60	272	316	-44

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*Radio Active included from S2 2025



WELLINGTON COMMERCIAL RADIO - SURVEY 2 2025

Average Time Spent Listening (hh:mm) by Daypart, People 10+
Survey Comparisons: 1/2025 - 2/2025

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

	This	Last	+/-
Potential (000)	392.5	392.5	0.0
Sample Size	1,522	1,694	-172

	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	1:08	1:57	-0:49	1:48	1:14	0:33	2:30	1:44	0:46	1:12	1:20	-0:08	1:00	3:22	-2:22	1:34	5:06	-3:32	1:12	2:28	-1:16
Breeze	2:42	3:02	-0:20	3:20	3:40	-0:19	4:06	4:09	-0:03	2:19	2:07	0:12	2:07	2:22	-0:15	2:38	4:15	-1:37	3:10	2:32	0:37
Channel X	1:58	2:44	-0:45	2:53	3:52	-0:58	3:14	3:11	0:03	1:56	1:55	0:00	1:01	0:58	0:02	1:44	1:36	0:07	2:16	3:05	-0:49
Coast	2:47	2:36	0:11	2:05	2:29	-0:24	2:40	3:44	-1:03	1:40	1:57	-0:16	1:48	1:28	0:19	1:09	0:28	0:40	2:36	2:21	0:15
Edge	1:34	1:57	-0:22	2:05	1:45	0:19	2:34	1:59	0:35	1:27	1:18	0:08	0:38	0:32	0:05	1:23	1:12	0:11	1:35	1:19	0:15
Flava	4:15	n.a.	*	1:00	n.a.	*	1:15	n.a.	*	2:29	n.a.	*	2:00	n.a.	*	*	n.a.	*	1:48	n.a.	*
George FM	0:30	7:27	-6:57	2:53	6:59	-4:06	2:01	19:00	-16:58	2:26	5:27	-3:00	2:30	2:36	-0:06	0:30	0:42	-0:12	1:23	6:54	-5:31
Gold Sport	4:00	1:19	2:40	1:22	1:17	0:04	0:54	1:11	-0:16	*	0:37	*	1:00	2:19	-1:19	*	1:00	*	1:01	2:53	-1:51
Life FM	2:19	2:35	-0:16	1:10	1:14	-0:03	1:07	1:34	-0:26	2:30	1:28	1:02	1:06	0:47	0:18	1:00	0:28	0:31	1:27	1:47	-0:20
Magic	1:17	1:54	-0:36	3:01	3:15	-0:13	3:44	4:00	-0:16	1:44	1:45	-0:01	1:59	3:00	-1:01	0:52	0:52	0:00	3:10	3:18	-0:08
Mai FM	2:28	2:36	-0:07	1:46	1:56	-0:09	1:56	1:52	0:04	1:01	1:32	-0:30	1:17	1:13	0:03	0:48	1:41	-0:52	1:21	2:14	-0:52
More FM	4:01	2:03	1:58	3:58	3:29	0:28	3:16	3:25	-0:09	1:27	1:22	0:04	0:47	0:44	0:02	1:48	1:16	0:32	1:51	1:52	-0:00
Newstalk ZB	4:02	4:06	-0:03	3:38	4:05	-0:27	3:21	3:49	-0:27	2:32	3:05	-0:32	2:50	3:30	-0:40	3:45	3:51	-0:05	4:09	4:07	0:01
Radio Active*	2:04	n.a.	*	1:32	n.a.	*	1:35	n.a.	*	1:31	n.a.	*	1:28	n.a.	*	2:50	n.a.	*	2:25	n.a.	*
Radio Hauraki	2:03	2:10	-0:07	2:41	2:08	0:32	2:39	2:16	0:22	2:31	2:21	0:09	1:30	1:27	0:02	2:50	1:25	1:25	2:04	1:59	0:04
Rhema	2:53	4:06	-1:12	2:45	3:46	-1:00	2:59	5:33	-2:33	1:49	3:36	-1:46	2:25	2:01	0:23	*	*	*	8:09	2:45	5:24
Rock	2:40	3:01	-0:20	2:31	4:10	-1:38	2:07	5:00	-2:52	1:34	2:36	-1:02	0:39	1:03	-0:24	3:02	2:40	0:22	2:11	2:33	-0:21
Sanctuary	3:41	2:40	1:00	5:17	1:11	4:06	3:00	1:08	1:51	*	1:30	*	*	1:18	*	*	*	*	1:30	5:24	-3:54
Sport Nation	0:30	4:46	-4:16	0:41	1:00	-0:18	0:50	*	*	1:55	2:00	-0:04	1:00	1:00	0:00	*	*	*	1:22	1:41	-0:18
Tarana	1:15	2:20	-1:05	1:16	0:37	0:38	2:17	2:09	0:07	2:10	1:46	0:23	1:33	3:30	-1:57	*	*	*	2:12	2:12	0:00
Te Upoko o Te Ika	1:06	1:06	-0:00	2:30	1:00	1:30	0:30	1:06	-0:36	0:43	1:08	-0:25	1:08	0:15	0:53	1:57	2:48	-0:51	1:45	0:58	0:47
The Hits	2:11	2:09	0:02	2:28	2:43	-0:14	1:34	1:50	-0:16	1:21	1:12	0:08	1:01	0:49	0:11	1:02	0:57	0:04	1:37	1:31	0:05
The Sound	1:55	2:22	-0:27	3:51	3:44	0:06	2:47	3:12	-0:25	1:47	2:13	-0:26	1:34	2:43	-1:09	0:59	1:47	-0:48	2:44	3:06	-0:21
ZM	2:21	2:00	0:21	2:03	2:33	-0:29	2:16	2:34	-0:18	1:41	1:40	0:01	1:46	1:18	0:28	1:22	1:06	0:15	2:11	2:18	-0:07
MediaWorks Combo	2:40	2:58	-0:18	3:17	3:45	-0:28	3:37	3:51	-0:13	1:59	2:12	-0:12	1:32	1:53	-0:20	2:00	2:15	-0:15	2:41	2:52	-0:10
NZME Combo	3:11	2:59	0:12	2:57	3:06	-0:08	2:46	3:03	-0:17	2:06	2:10	-0:03	2:05	2:04	0:00	2:49	2:30	0:18	2:53	2:56	-0:03
All Commercial Radio	3:17	3:31	-0:14	3:33	3:57	-0:23	3:48	4:03	-0:14	2:24	2:31	-0:06	1:55	2:11	-0:15	2:45	2:35	0:10	3:19	3:33	-0:13

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, Flava (from S2 2025), Gold (until S1 2025), Gold Sport, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava (until S1 2025), Hokonui

*Radio Active included from S2 2025