



WELLINGTON COMMERCIAL RADIO - SURVEY 3 2025

Station Share (%) by Demographic, Mon-Sun 12mn-12mn
Survey Comparisons: 2/2025 - 3/2025

This Survey Period: Sun May 11 to Sat Aug 2 & Sun Aug 10 to Sat Nov 1 2025
Last Survey Period: Sun Feb 9 to Sat May 3 & Sun May 11 to Sat Aug 2 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	0.1	0.6	-0.5	22	*	0.7	*	0.1	0.1	0.0	0.1	0.2	-0.1	0.2	0.4	-0.2	0.2	1.2	-1.0	0.1	1.1	-1.0	0.1	1.9	-1.8
Breeze	10.7	14.7	-4.0	2	18.8	13.9	4.9	11.5	6.5	5.0	7.9	8.8	-0.9	8.2	12.4	-4.2	10.5	19.4	-8.9	12.2	16.7	-4.5	13.6	12.0	1.6
Channel X	5.4	3.4	2.0	7	11.2	1.6	9.6	8.4	2.7	5.7	7.3	6.4	0.9	7.5	6.3	1.2	4.8	4.0	0.8	0.9	0.9	0.0	7.8	8.4	-0.6
Coast	3.3	3.9	-0.6	13	4.8	5.3	-0.5	2.1	2.3	-0.2	0.8	1.4	-0.6	1.7	2.7	-1.0	3.3	4.7	-1.4	5.4	5.2	0.2	2.0	5.7	-3.7
Edge	6.1	5.5	0.6	4	7.8	9.3	-1.5	15.1	13.7	1.4	12.9	11.3	1.6	10.1	8.5	1.6	3.2	2.8	0.4	0.6	0.7	-0.1	4.8	5.2	-0.4
Flava	0.8	0.2	0.6	19	1.1	0.2	0.9	1.2	0.5	0.7	1.0	0.5	0.5	0.7	0.4	0.3	1.0	0.1	0.9	1.0	*	*	1.3	0.3	1.0
George FM	0.9	0.4	0.5	18	1.8	1.3	0.5	1.4	0.9	0.5	1.3	0.3	1.0	1.4	0.5	0.9	0.8	0.3	0.5	0.1	0.1	0.0	0.2	0.2	0.0
Gold Sport	0.1	0.1	0.0	22	*	*	*	*	*	*	*	*	*	*	*	*	0.2	*	*	0.2	0.3	-0.1	*	*	*
Life FM	1.2	1.1	0.1	17	0.2	2.1	-1.9	1.3	1.0	0.3	1.4	1.5	-0.1	1.5	1.6	-0.1	1.1	0.9	0.2	0.6	0.1	0.5	0.8	1.6	-0.8
Magic (Breeze Classic)*	3.5	5.1	-1.6	12	0.5	0.1	0.4	0.4	2.5	-2.1	0.4	2.6	-2.2	0.7	1.8	-1.1	1.5	1.8	-0.3	8.5	10.0	-1.5	3.5	0.4	3.1
Mai FM	4.9	4.1	0.8	9	8.7	12.4	-3.7	6.5	9.3	-2.8	6.1	6.1	0.0	4.3	4.3	0.0	5.3	1.5	3.8	5.5	1.1	4.4	2.0	7.6	-5.6
More FM	4.0	5.3	-1.3	11	3.1	4.6	-1.5	4.1	4.1	0.0	4.7	5.0	-0.3	5.4	4.8	0.6	5.7	7.9	-2.2	3.1	6.5	-3.4	6.1	6.1	0.0
Newstalk ZB	20.8	20.1	0.7	1	4.4	3.8	0.6	2.3	4.9	-2.6	6.6	9.0	-2.4	7.6	10.4	-2.8	18.5	16.7	1.8	35.8	34.7	1.1	12.4	8.2	4.2
Radio Active	3.3	2.8	0.5	13	1.2	1.4	-0.2	2.5	3.8	-1.3	5.9	4.2	1.7	5.1	3.8	1.3	3.1	3.1	0.0	1.8	2.3	-0.5	2.7	2.9	-0.2
Radio Hauraki	5.0	4.9	0.1	8	7.8	7.3	0.5	6.6	7.2	-0.6	5.7	5.8	-0.1	6.6	6.4	0.2	5.6	5.8	-0.2	2.3	3.1	-0.8	4.4	5.0	-0.6
Rhema	1.7	0.7	1.0	16	0.3	0.3	0.0	0.9	0.9	0.0	0.9	1.0	-0.1	0.6	1.1	-0.5	2.8	0.7	2.1	4.1	0.7	3.4	0.1	0.4	-0.3
Rock	6.0	5.3	0.7	5	3.9	11.0	-7.1	6.6	8.3	-1.7	9.2	5.2	4.0	10.4	7.1	3.3	7.8	6.8	1.0	1.6	1.3	0.3	10.4	6.4	4.0
Sanctuary	0.8	0.2	0.6	19	0.4	*	*	0.2	*	*	*	*	*	0.7	*	*	1.5	0.4	1.1	0.6	0.5	0.1	*	*	*
Sport Nation	0.1	0.2	-0.1	22	*	0.1	*	0.1	0.4	-0.3	0.1	0.4	-0.3	0.2	0.3	-0.1	0.3	0.2	0.1	0.1	0.1	0.0	*	0.5	*
Tarana	2.9	0.5	2.4	15	0.4	0.7	-0.3	4.7	0.9	3.8	4.8	1.2	3.6	4.1	0.7	3.4	3.8	0.2	3.6	2.9	0.3	2.6	2.9	0.8	2.1
Te Upoko o Te Ika	0.2	0.2	0.0	21	0.5	0.6	-0.1	0.3	0.3	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.2	-0.1	0.1	*	*
The Hits	4.6	5.1	-0.5	10	5.9	9.0	-3.1	8.3	10.3	-2.0	9.7	9.9	-0.2	6.9	7.0	-0.1	2.3	2.2	0.1	1.7	1.2	0.5	7.7	11.9	-4.2
The Sound	5.8	4.6	1.2	6	7.7	4.6	3.1	4.6	4.0	0.6	1.8	2.8	-1.0	5.0	4.7	0.3	8.4	7.6	0.8	7.0	5.7	1.3	8.2	2.8	5.4
ZM	6.2	8.6	-2.4	3	9.1	7.9	1.2	8.2	12.2	-4.0	7.7	12.2	-4.5	8.5	12.0	-3.5	6.5	9.3	-2.8	2.7	4.8	-2.1	8.1	10.6	-2.5
MediaWorks Combo	47.2	48.3	-1.1		63.5	58.8	4.7	58.6	52.1	6.5	51.7	48.5	3.2	53.1	50.3	2.8	48.1	52.1	-4.0	39.5	43.1	-3.6	56.6	48.9	7.7
NZME Combo	40.9	43.0	-2.1		33.2	33.6	-0.4	29.0	37.3	-8.3	31.9	38.8	-6.9	32.1	38.8	-6.7	37.5	38.7	-1.2	49.2	49.3	-0.1	36.0	41.8	-5.8
Potential (000)	392.5	392.5	0.0		89.9	89.9	0.0	155.2	153.6	1.6	138.8	138.8	0.0	195.6	195.6	0.0	106.3	106.3	0.0	82.0	82.0	0.0	62.6	65.4	-2.8
Sample	1,509	1,522	-13		259	296	-37	434	482	-48	464	492	-28	709	747	-38	449	472	-23	397	367	30	273	272	1

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

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

NZME Combo: Coast, Flava, Gold Sport, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui, iHeartCountry (from S3 2025)

*Magic rebranded to Breeze Classic from Nov 1st 2025



WELLINGTON COMMERCIAL RADIO - SURVEY 3 2025

Station Share (%) by Daypart, People 10+
Survey Comparisons: 2/2025 - 3/2025

This Survey Period: Sun May 11 to Sat Aug 2 & Sun Aug 10 to Sat Nov 1 2025
Last Survey Period: Sun Feb 9 to Sat May 3 & Sun May 11 to Sat Aug 2 2025

	This	Last	+/-
Potential (000)	392.5	392.5	0.0
Sample Size	1,509	1,522	-13

	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	0.2	0.5	-0.3	21	*	0.4	*	*	0.8	*	0.1	1.0	-0.9	*	0.1	*	0.3	1.1	-0.8	0.3	0.6	-0.3
Breeze	9.9	12.8	-2.9	2	9.3	15.2	-5.9	10.3	17.9	-7.6	10.3	13.4	-3.1	14.8	15.7	-0.9	5.5	8.7	-3.2	12.3	14.6	-2.3
Channel X	4.9	2.6	2.3	7	5.5	3.1	2.4	9.1	4.2	4.9	4.3	3.9	0.4	1.5	2.6	-1.1	0.8	0.9	-0.1	5.1	4.0	1.1
Coast	2.9	3.7	-0.8	12	3.3	3.4	-0.1	3.2	3.3	-0.1	3.7	3.6	0.1	1.5	6.5	-5.0	3.2	1.0	2.2	4.1	5.2	-1.1
Edge	4.7	4.4	0.3	9	7.5	5.8	1.7	8.3	8.1	0.2	5.4	4.7	0.7	2.6	1.3	1.3	4.4	7.1	-2.7	6.2	5.1	1.1
Flava	0.4	0.3	0.1	20	0.3	0.1	0.2	0.7	0.1	0.6	1.5	0.4	1.1	2.0	0.2	1.8	1.5	*	*	0.8	0.3	0.5
George FM	0.5	0.1	0.4	19	2.3	0.4	1.9	0.9	0.4	0.5	0.8	1.2	-0.4	0.8	0.6	0.2	0.1	0.1	0.0	0.6	0.3	0.3
Gold Sport	*	0.2	*	*	*	0.1	*	0.2	0.1	0.1	*	*	*	0.3	0.1	0.2	*	*	*	0.1	0.1	0.0
Life FM	0.9	1.5	-0.6	17	1.3	0.9	0.4	1.5	0.7	0.8	1.4	2.2	-0.8	0.8	1.0	-0.2	0.1	0.2	-0.1	1.1	1.0	0.1
Magic (Breeze Classic)*	1.8	1.7	0.1	14	4.9	6.8	-1.9	5.1	7.4	-2.3	2.2	4.6	-2.4	1.9	3.9	-2.0	0.1	0.6	-0.5	4.3	5.9	-1.6
Mai FM	6.7	6.3	0.4	4	4.6	4.5	0.1	4.5	3.5	1.0	5.2	3.5	1.7	5.8	4.0	1.8	3.9	2.7	1.2	3.5	3.1	0.4
More FM	6.1	7.1	-1.0	5	3.4	5.7	-2.3	4.6	6.7	-2.1	3.5	4.1	-0.6	2.5	1.4	1.1	1.6	3.1	-1.5	2.8	4.0	-1.2
Newstalk ZB	28.3	25.3	3.0	1	17.7	20.2	-2.5	13.1	14.2	-1.1	17.5	16.3	1.2	23.7	25.1	-1.4	42.4	40.6	1.8	20.5	18.2	2.3
Radio Active	2.0	1.9	0.1	13	2.4	1.8	0.6	2.1	1.4	0.7	4.8	4.0	0.8	3.9	5.6	-1.7	3.2	2.7	0.5	5.0	4.3	0.7
Radio Hauraki	4.1	4.5	-0.4	10	4.5	4.4	0.1	4.6	4.4	0.2	7.3	6.8	0.5	3.7	6.7	-3.0	12.3	5.1	7.2	4.4	4.4	0.0
Rhema	1.3	0.6	0.7	16	1.5	0.7	0.8	2.0	0.7	1.3	2.3	0.8	1.5	2.4	0.9	1.5	0.1	*	*	1.7	1.0	0.7
Rock	5.2	7.1	-1.9	6	6.4	4.5	1.9	6.3	3.5	2.8	8.4	4.7	3.7	6.1	2.2	3.9	2.5	15.3	-12.8	5.3	5.1	0.2
Sanctuary	0.6	0.3	0.3	18	1.0	0.6	0.4	0.4	0.1	0.3	0.1	*	*	1.8	*	*	0.4	*	*	1.4	0.1	1.3
Sport Nation	0.1	*	*	22	0.1	0.1	0.0	0.1	*	*	0.3	0.5	-0.2	*	0.1	*	*	*	*	0.2	0.4	-0.2
Tarana	1.7	0.1	1.6	15	1.9	0.5	1.4	1.9	0.6	1.3	2.4	1.1	1.3	9.1	0.7	8.4	1.4	*	*	4.1	0.6	3.5
Te Upoko o Te Ika	0.1	0.2	-0.1	22	0.1	0.1	0.0	*	*	*	0.1	0.3	-0.2	1.0	0.7	0.3	1.2	0.9	0.3	*	0.2	*
The Hits	4.9	5.0	-0.1	7	5.0	5.6	-0.6	5.0	4.1	0.9	5.1	5.9	-0.8	3.3	4.5	-1.2	5.4	4.7	0.7	3.7	5.5	-1.8
The Sound	3.1	2.4	0.7	11	8.4	5.6	2.8	8.6	6.1	2.5	4.7	5.1	-0.4	3.4	4.3	-0.9	2.4	1.2	1.2	5.8	4.6	1.2
ZM	7.9	9.8	-1.9	3	6.2	7.4	-1.2	6.0	8.6	-2.6	6.9	9.3	-2.4	3.9	8.1	-4.2	6.1	3.1	3.0	5.2	9.3	-4.1
MediaWorks Combo	42.9	44.6	-1.7		52.3	51.8	0.5	57.7	57.8	-0.1	44.8	45.1	-0.3	39.5	35.9	3.6	21.3	39.7	-18.4	46.0	46.7	-0.7
NZME Combo	48.6	48.7	-0.1		37.0	41.4	-4.4	32.8	34.9	-2.1	42.3	42.3	0.0	39.0	51.2	-12.2	70.9	54.5	16.4	38.9	43.0	-4.1

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

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NZME Combo: Coast, Flava, Gold Sport, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui, iHeartCountry (from S3 2025)

*Magic rebranded to Breeze Classic from Nov 1st 2025



WELLINGTON COMMERCIAL RADIO - SURVEY 3 2025

Cumulative Audience (000's) by Demographic, Mon-Sun 12mn-12mn
Survey Comparisons: 2/2025 - 3/2025

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Last Survey Period: Sun Feb 9 to Sat May 3 & Sun May 11 to Sat Aug 2 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	2.7	4.7	-2.0	21	*	1.6	*	0.5	0.2	0.3	1.1	0.5	0.6	1.5	1.1	0.4	1.5	2.1	-0.6	1.2	2.0	-0.8	0.7	1.2	-0.5
Breeze	43.7	43.2	0.5	2	7.4	6.5	0.9	10.2	7.6	2.6	10.6	8.9	1.7	19.2	18.7	0.5	16.5	18.8	-2.3	14.4	14.8	-0.4	9.1	8.2	0.9
Channel X	20.9	14.0	6.9	9	3.3	1.5	1.8	9.2	5.2	4.0	10.5	8.2	2.3	15.7	11.4	4.3	6.5	4.0	2.5	1.8	1.1	0.7	5.7	5.1	0.6
Coast	20.0	15.7	4.3	10	3.4	2.9	0.5	5.2	2.7	2.5	4.3	2.6	1.7	7.3	5.8	1.5	6.6	5.2	1.4	7.5	5.0	2.5	1.7	2.3	-0.6
Edge	34.6	32.6	2.0	4	9.3	9.6	-0.3	23.9	20.0	3.9	19.4	16.5	2.9	22.6	20.4	2.2	5.4	5.8	-0.4	2.3	2.1	0.2	7.3	7.3	0.0
Flava	4.4	1.7	2.7	18	0.7	0.3	0.4	2.2	1.1	1.1	2.3	1.1	1.2	3.0	1.4	1.6	1.4	0.3	1.1	0.6	*	*	1.5	0.8	0.7
George FM	5.9	2.3	3.6	16	2.4	1.1	1.3	2.9	1.3	1.6	2.4	0.8	1.6	3.4	1.0	2.4	1.0	0.3	0.7	0.2	0.2	0.0	0.4	0.3	0.1
Gold Sport	1.3	1.2	0.1	24	*	*	*	*	*	*	*	*	*	0.2	0.1	0.1	0.9	0.3	0.6	0.9	0.8	0.1	*	0.1	*
Life FM	7.4	6.0	1.4	15	0.8	0.4	0.4	2.8	2.4	0.4	3.7	3.9	-0.2	5.2	4.7	0.5	2.0	0.8	1.2	1.1	0.6	0.5	2.2	1.7	0.5
Magic (Breeze Classic)*	16.6	14.8	1.8	14	1.2	0.3	0.9	1.8	2.3	-0.5	1.8	2.5	-0.7	5.0	3.6	1.4	4.8	3.4	1.4	7.9	8.4	-0.5	2.9	0.7	2.2
Mai FM	24.1	21.5	2.6	8	6.5	9.3	-2.8	14.2	14.4	-0.2	12.1	8.2	3.9	13.6	9.8	3.8	4.6	3.4	1.2	3.8	2.2	1.6	3.7	6.1	-2.4
More FM	19.3	19.8	-0.5	11	4.8	5.4	-0.6	5.9	6.2	-0.3	5.4	6.5	-1.1	9.7	9.8	-0.1	7.6	6.8	0.8	4.5	4.2	0.3	4.4	3.0	1.4
Newstalk ZB	47.9	45.0	2.9	1	5.7	5.8	-0.1	7.3	8.2	-0.9	9.1	9.6	-0.5	15.4	15.0	0.4	15.9	15.0	0.9	19.6	18.7	0.9	8.5	5.8	2.7
Radio Active	17.6	16.3	1.3	13	2.5	1.9	0.6	4.2	6.2	-2.0	5.8	6.1	-0.3	10.1	9.5	0.6	8.2	7.0	1.2	4.7	4.4	0.3	3.6	3.3	0.3
Radio Hauraki	26.0	21.1	4.9	6	4.8	4.5	0.3	8.3	7.6	0.7	9.7	8.1	1.6	17.0	14.3	2.7	9.4	8.0	1.4	3.7	2.3	1.4	6.1	3.6	2.5
Rhema	3.1	1.7	1.4	19	0.2	0.2	0.0	0.6	0.5	0.1	0.6	0.5	0.1	0.6	0.7	-0.1	1.3	0.5	0.8	1.8	0.8	1.0	0.5	0.6	-0.1
Rock	24.5	21.7	2.8	7	3.5	5.6	-2.1	9.2	9.8	-0.6	12.0	9.1	2.9	18.0	13.7	4.3	9.1	7.0	2.1	3.1	2.4	0.7	5.8	3.7	2.1
Sanctuary	2.0	0.4	1.6	22	0.3	*	*	0.3	*	*	*	*	*	0.6	*	*	1.0	0.2	0.8	0.5	0.2	0.3	*	*	*
Sport Nation	1.7	2.3	-0.6	23	*	0.3	*	0.2	0.9	-0.7	0.2	0.8	-0.6	0.8	1.3	-0.5	1.2	0.9	0.3	0.7	0.5	0.2	0.3	0.6	-0.3
Tarana	5.3	1.9	3.4	17	0.3	0.6	-0.3	3.7	0.8	2.9	3.9	1.1	2.8	4.3	1.1	3.2	0.9	0.2	0.7	0.7	0.2	0.5	0.9	0.8	0.1
Te Upoko o Te Ika	2.9	3.2	-0.3	20	1.1	1.0	0.1	1.4	1.3	0.1	0.6	0.9	-0.3	1.2	1.4	-0.2	0.6	0.7	-0.1	0.6	0.7	-0.1	0.7	0.4	0.3
The Hits	31.5	29.4	2.1	5	7.2	10.8	-3.6	17.5	17.9	-0.4	17.7	13.4	4.3	21.0	16.1	4.9	5.8	4.5	1.3	3.4	2.2	1.2	7.6	8.9	-1.3
The Sound	19.0	18.1	0.9	12	2.2	2.4	-0.2	4.5	5.6	-1.1	3.9	5.1	-1.2	9.2	9.6	-0.4	8.9	8.2	0.7	6.7	5.5	1.2	3.6	2.4	1.2
ZM	37.7	37.3	0.4	3	9.8	10.2	-0.4	17.7	18.9	-1.2	17.1	17.1	0.0	23.3	22.1	1.2	9.6	7.6	2.0	4.4	4.5	-0.1	8.3	8.0	0.3
MediaWorks Combo	151.0	143.4	7.6		26.2	30.1	-3.9	57.8	54.7	3.1	56.2	48.2	8.0	84.3	72.4	11.9	47.7	45.8	1.9	34.4	34.6	-0.2	31.3	29.5	1.8
NZME Combo	139.1	127.4	11.7		25.4	29.5	-4.1	49.1	45.4	3.7	49.8	41.8	8.0	71.6	61.2	10.4	39.2	35.4	3.8	32.9	29.2	3.7	27.9	25.8	2.1
All Commercial Radio	237.8	225.6	12.2		42.5	48.4	-5.9	82.2	80.0	2.2	83.4	73.1	10.3	124.2	110.8	13.4	74.9	69.3	5.6	57.2	53.2	4.0	48.2	44.8	3.4
Potential (000)	392.5	392.5	0.0		89.9	89.9	0.0	155.2	153.6	1.6	138.8	138.8	0.0	195.6	195.6	0.0	106.3	106.3	0.0	82.0	82.0	0.0	62.6	65.4	-2.8
Sample	1,509	1,522	-13		259	296	-37	434	482	-48	464	492	-28	709	747	-38	449	472	-23	397	367	30	273	272	1

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

NZME Combo: Coast, Flava, Gold Sport, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui, iHeartCountry (from S3 2025)

*Magic rebranded to Breeze Classic from Nov 1st 2025



WELLINGTON COMMERCIAL RADIO - SURVEY 3 2025

Cumulative Audience (000's) by Daypart, People 10+
Survey Comparisons: 2/2025 - 3/2025

This Survey Period: Sun May 11 to Sat Aug 2 & Sun Aug 10 to Sat Nov 1 2025
Last Survey Period: Sun Feb 9 to Sat May 3 & Sun May 11 to Sat Aug 2 2025

	This	Last	+/-
Potential (000)	392.5	392.5	0.0
Sample Size	1,509	1,522	-13

	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	1.9	-0.9	21	0.1	0.9	-0.8	0.3	1.7	-1.4	0.4	2.8	-2.4	0.2	0.2	0.0	0.6	0.7	-0.1	1.8	2.5	-0.7
Breeze	23.8	22.4	1.4	2	15.9	18.8	-2.9	19.6	22.2	-2.6	17.3	19.0	-1.7	11.5	9.7	1.8	2.7	3.3	-0.6	27.0	25.5	1.5
Channel X	10.3	6.1	4.2	10	6.6	4.5	2.1	11.9	6.6	5.3	11.1	6.6	4.5	3.2	3.3	-0.1	0.4	0.5	-0.1	15.1	9.7	5.4
Coast	10.7	6.3	4.4	9	8.4	6.8	1.6	7.8	6.3	1.5	10.6	7.2	3.4	2.9	4.7	-1.8	1.2	0.9	0.3	11.4	11.1	0.3
Edge	16.9	13.2	3.7	4	13.0	11.5	1.5	13.6	16.0	-2.4	11.4	10.6	0.8	4.2	2.6	1.6	2.7	5.0	-2.3	18.8	17.6	1.2
Flava	1.1	0.3	0.8	19	1.2	0.4	0.8	2.1	0.3	1.8	1.9	0.5	1.4	1.5	0.1	1.4	0.6	*	*	2.9	0.9	2.0
George FM	3.0	0.6	2.4	17	3.3	0.6	2.7	3.9	1.1	2.8	2.5	1.6	0.9	1.1	0.3	0.8	0.1	0.1	0.0	2.3	1.2	1.1
Gold Sport	*	0.2	*	*	0.1	0.4	-0.3	0.6	0.7	-0.1	*	*	*	0.3	0.2	0.1	*	*	*	0.7	0.5	0.2
Life FM	3.6	3.1	0.5	16	3.2	3.1	0.1	4.0	3.0	1.0	3.1	2.9	0.2	2.0	1.2	0.8	0.2	0.2	0.0	4.6	3.7	0.9
Magic (Breeze Classic)*	5.8	6.3	-0.5	13	9.1	9.2	-0.1	10.7	10.1	0.6	6.3	8.7	-2.4	2.5	2.6	-0.1	0.2	0.7	-0.5	8.8	10.3	-1.5
Mai FM	16.2	12.1	4.1	5	12.2	10.5	1.7	14.8	9.2	5.6	11.1	11.3	-0.2	3.9	4.1	-0.2	1.9	3.3	-1.4	10.6	12.8	-2.2
More FM	8.8	8.4	0.4	11	6.2	5.9	0.3	8.6	10.4	-1.8	7.2	9.3	-2.1	3.6	2.4	1.2	0.9	1.7	-0.8	9.4	11.9	-2.5
Newstalk ZB	33.6	29.6	4.0	1	21.6	22.9	-1.3	21.1	21.6	-0.5	22.9	21.2	1.7	13.6	11.6	2.0	11.0	10.7	0.3	27.8	24.2	3.6
Radio Active	5.8	4.3	1.5	13	6.0	4.7	1.3	6.1	4.4	1.7	10.2	8.6	1.6	4.8	5.0	-0.2	1.0	1.0	0.0	9.8	9.7	0.1
Radio Hauraki	11.6	10.4	1.2	8	8.0	6.8	1.2	9.4	8.5	0.9	13.0	8.9	4.1	6.3	5.8	0.5	2.3	1.8	0.5	14.8	11.9	2.9
Rhema	2.0	1.0	1.0	18	1.7	1.1	0.6	1.9	1.2	0.7	1.5	1.4	0.1	1.0	0.5	0.5	0.2	*	*	1.9	0.6	1.3
Rock	14.3	12.6	1.7	7	9.4	7.4	2.0	10.9	8.4	2.5	14.9	10.0	4.9	6.2	4.4	1.8	2.1	5.0	-2.9	12.9	12.8	0.1
Sanctuary	1.1	0.4	0.7	19	1.5	0.4	1.1	1.0	0.2	0.8	0.5	*	*	1.0	*	*	0.2	*	*	1.7	0.2	1.5
Sport Nation	0.1	0.3	-0.2	23	0.4	0.5	-0.1	0.5	0.3	0.2	0.6	0.8	-0.2	*	0.2	*	*	*	*	1.3	1.8	-0.5
Tarana	4.0	0.2	3.8	15	1.5	1.5	0.0	1.5	1.4	0.1	3.4	1.6	1.8	4.2	0.6	3.6	0.3	*	*	5.0	1.4	3.6
Te Upoko o Te Ika	0.6	1.1	-0.5	22	0.3	0.2	0.1	0.3	0.3	0.0	0.5	1.4	-0.9	1.1	0.8	0.3	0.6	0.4	0.2	0.1	0.7	-0.6
The Hits	15.0	10.7	4.3	6	12.5	9.4	3.1	13.0	13.5	-0.5	11.1	14.5	-3.4	5.5	5.8	-0.3	3.5	4.4	-0.9	13.4	18.7	-5.3
The Sound	7.0	5.9	1.1	12	6.9	6.0	0.9	11.7	11.1	0.6	8.6	9.4	-0.8	4.9	3.6	1.3	2.1	1.2	0.9	10.5	9.2	1.3
ZM	20.5	19.6	0.9	3	14.2	14.9	-0.7	16.1	19.4	-3.3	17.8	18.2	-0.4	5.7	6.0	-0.3	3.6	2.2	1.4	21.5	23.5	-2.0
MediaWorks Combo	88.3	78.9	9.4		70.7	65.0	5.7	85.2	81.3	3.9	77.4	74.9	2.5	34.5	30.5	4.0	11.8	19.6	-7.8	99.6	95.7	3.9
NZME Combo	86.0	72.1	13.9		62.1	57.8	4.3	65.6	64.1	1.5	72.8	66.2	6.6	33.2	32.2	1.0	21.1	19.1	2.0	83.8	82.2	1.6
All Commercial Radio	167.3	143.8	23.5		124.3	115.9	8.4	138.7	133.8	4.9	146.8	136.9	9.9	75.0	67.9	7.1	30.5	35.8	-5.3	175.3	166.2	9.1

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

NZME Combo: Coast, Flava, Gold Sport, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui, iHeartCountry (from S3 2025)

*Magic rebranded to Breeze Classic from Nov 1st 2025



WELLINGTON COMMERCIAL RADIO - SURVEY 3 2025

Average Time Spent Listening (hh:mm) by Demographic, Mon-Sun 12mn-12mn
Survey Comparisons: 2/2025 - 3/2025

This Survey Period: Sun May 11 to Sat Aug 2 & Sun Aug 10 to Sat Nov 1 2025
Last Survey Period: Sun Feb 9 to Sat May 3 & Sun May 11 to Sat Aug 2 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	1:21	3:22	-2:01	*	1:42	*	1:00	5:00	-4:00	1:00	2:50	-1:50	1:36	4:16	-2:40	1:34	4:41	-3:07	1:02	4:11	-3:09	0:52	6:38	-5:45
Breeze	6:58	8:32	-1:33	9:51	7:44	2:06	9:57	6:32	3:24	6:34	7:09	-0:35	5:50	7:43	-1:53	6:08	8:10	-2:02	7:11	8:19	-1:07	8:10	6:12	1:57
Channel X	7:24	6:06	1:17	13:04	3:55	9:09	8:02	3:58	4:03	6:06	5:41	0:24	6:35	6:23	0:11	7:01	8:05	-1:04	4:07	6:10	-2:02	7:33	6:57	0:36
Coast	4:45	6:18	-1:32	5:33	6:42	-1:09	3:37	6:30	-2:52	1:42	3:44	-2:02	3:08	5:26	-2:17	4:51	7:06	-2:15	6:11	7:39	-1:27	6:31	10:40	-4:09
Edge	5:03	4:14	0:49	3:16	3:29	-0:13	5:33	5:14	0:18	5:49	4:58	0:50	6:08	4:52	1:16	5:44	3:47	1:57	2:14	2:22	-0:08	3:37	3:01	0:35
Flava	5:11	3:04	2:07	5:48	2:40	3:08	5:02	3:25	1:36	3:56	3:25	0:31	3:19	3:10	0:09	6:53	2:15	4:38	13:15	*	*	4:52	1:36	3:15
George FM	4:26	4:27	-0:01	2:54	4:04	-1:10	4:12	4:54	-0:42	4:50	3:22	1:28	5:36	5:10	0:26	7:25	10:23	-2:57	2:45	2:45	0:00	1:54	2:30	-0:35
Gold Sport	2:04	2:09	-0:04	*	*	*	*	*	*	*	*	*	1:15	0:30	0:45	2:24	0:30	1:54	2:16	2:26	-0:10	*	0:30	*
Life FM	4:32	4:45	-0:13	0:46	17:28	-16:41	4:09	3:04	1:05	3:25	2:48	0:36	4:04	3:49	0:15	5:25	8:28	-3:03	5:12	1:45	3:26	2:03	3:59	-1:56
Magic (Breeze Classic)*	6:00	8:35	-2:35	1:32	1:15	0:17	2:03	8:26	-6:23	2:03	7:42	-5:39	1:57	5:45	-3:48	3:05	4:08	-1:03	9:09	8:47	0:22	6:36	2:19	4:17
Mai FM	5:50	4:48	1:01	5:11	4:48	0:22	4:03	4:55	-0:52	4:24	5:28	-1:03	4:20	5:02	-0:41	11:10	3:27	7:42	12:18	3:44	8:33	2:55	5:18	-2:23
More FM	5:53	6:39	-0:45	2:33	3:04	-0:30	6:04	4:59	1:05	7:36	5:34	2:01	7:38	5:45	1:53	7:16	9:13	-1:56	5:52	11:13	-5:20	7:34	8:36	-1:01
Newstalk ZB	12:26	11:11	1:14	3:02	2:22	0:39	2:50	4:32	-1:42	6:22	6:47	-0:25	6:45	8:02	-1:17	11:12	8:47	2:24	15:30	13:39	1:51	7:58	5:59	1:58
Radio Active	5:18	4:18	0:59	1:57	2:40	-0:42	5:12	4:37	0:34	8:59	5:00	3:58	6:53	4:39	2:14	3:39	3:32	0:06	3:15	3:44	-0:29	4:05	3:44	0:20
Radio Hauraki	5:28	5:49	-0:21	6:21	5:50	0:30	6:57	7:12	-0:15	5:10	5:16	-0:05	5:20	5:10	0:09	5:46	5:43	0:03	5:08	9:51	-4:42	3:56	6:01	-2:05
Rhema	15:41	10:36	5:05	5:30	5:30	0:00	13:14	16:00	-2:45	13:14	16:00	-2:45	13:14	17:45	-4:31	20:53	9:52	11:01	18:50	5:52	12:58	0:45	3:04	-2:19
Rock	6:58	6:03	0:54	4:24	7:04	-2:40	6:18	6:26	-0:08	6:42	4:09	2:32	7:56	6:00	1:55	8:19	7:44	0:35	4:16	3:59	0:17	9:44	7:13	2:31
Sanctuary	11:51	11:12	0:38	4:30	*	*	4:30	*	*	*	*	*	16:58	*	*	14:21	16:45	-2:23	11:15	16:45	-5:30	*	*	*
Sport Nation	2:27	2:06	0:20	*	1:00	*	3:00	3:03	-0:03	3:00	3:09	-0:09	3:21	2:56	0:25	2:08	1:51	0:17	0:56	1:00	-0:04	1:00	3:08	-2:08
Tarana	15:34	6:41	8:52	6:00	4:15	1:45	11:14	8:48	2:25	10:52	7:39	3:12	13:00	7:39	5:20	39:19	8:30	30:49	35:19	8:30	26:49	17:55	4:18	13:37
Te Upoko o Te Ika	1:41	1:48	-0:07	1:45	2:04	-0:19	1:37	1:46	-0:09	1:15	0:39	0:35	1:27	1:09	0:18	1:39	1:45	-0:05	1:21	1:57	-0:35	1:00	0:15	0:45
The Hits	4:10	4:21	-0:11	3:11	2:59	0:12	4:10	4:21	-0:11	4:48	5:24	-0:35	4:29	5:06	-0:37	3:45	3:54	-0:09	4:16	3:56	0:19	5:31	5:43	-0:11
The Sound	8:41	6:18	2:23	13:27	6:59	6:28	9:02	5:28	3:34	4:12	4:02	0:10	7:29	5:42	1:46	9:03	7:17	1:45	8:54	7:34	1:19	12:18	5:02	7:16
ZM	4:44	5:48	-1:04	3:37	2:47	0:50	4:03	4:55	-0:51	3:57	5:13	-1:16	5:00	6:18	-1:18	6:33	9:41	-3:08	5:15	7:44	-2:29	5:22	5:39	-0:16
MediaWorks Combo	8:57	8:27	0:29	9:26	7:02	2:23	8:56	7:15	1:41	8:04	7:21	0:43	8:38	8:06	0:32	9:41	9:00	0:40	9:43	9:09	0:34	9:52	7:03	2:49
NZME Combo	8:25	8:27	-0:02	5:05	4:06	0:58	5:12	6:15	-1:03	5:37	6:46	-1:08	6:09	7:23	-1:14	9:13	8:40	0:32	12:41	12:24	0:17	7:02	6:53	0:09
All Commercial Radio	12:02	11:07	0:54	9:10	7:27	1:42	10:43	9:30	1:12	10:31	9:58	0:32	11:03	10:31	0:31	12:50	11:26	1:24	14:49	13:49	1:00	11:19	9:30	1:49
Potential (000)	392.5	392.5	0.0	89.9	89.9	0.0	155.2	153.6	1.6	138.8	138.8	0.0	195.6	195.6	0.0	106.3	106.3	0.0	82.0	82.0	0.0	62.6	65.4	-2.8
Sample	1,509	1,522	-13	259	296	-37	434	482	-48	464	492	-28	709	747	-38	449	472	-23	397	367	30	273	272	1

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*Magic rebranded to Breeze Classic from Nov 1st 2025



WELLINGTON COMMERCIAL RADIO - SURVEY 3 2025

Average Time Spent Listening (hh:mm) by Daypart, People 10+
Survey Comparisons: 2/2025 - 3/2025

This Survey Period: Sun May 11 to Sat Aug 2 & Sun Aug 10 to Sat Nov 1 2025
Last Survey Period: Sun Feb 9 to Sat May 3 & Sun May 11 to Sat Aug 2 2025

	This	Last	+/-
Potential (000)	392.5	392.5	0.0
Sample Size	1,509	1,522	-13

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

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

NZME Combo: Coast, Flava, Gold Sport, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui, iHeartCountry (from S3 2025)

*Magic rebranded to Breeze Classic from Nov 1st 2025