



WELLINGTON COMMERCIAL RADIO - GfK SURVEY 1 2026

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

Survey Comparisons: 3/2025 - 1/2026

This Survey Period: Sun Aug 10 to Sat Nov 1 2025 & Sun Feb 8 to Sat May 2 2026

Last Survey Period: Sun May 11 to Sat Aug 2 & Sun Aug 10 to Sat Nov 1 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	0.1	0.5	22	1.0	*	*	1.4	0.1	1.3	1.6	0.1	1.5	1.0	0.2	0.8	0.1	0.2	-0.1	0.1	0.1	0.0	0.2	0.1	0.1
Breeze	8.1	10.7	-2.6	2	6.1	18.8	-12.7	6.5	11.5	-5.0	7.8	7.9	-0.1	7.7	8.2	-0.5	7.9	10.5	-2.6	9.9	12.2	-2.3	11.4	13.6	-2.2
Breeze Classic*	3.8	3.5	0.3	12	0.5	0.5	0.0	0.3	0.4	-0.1	0.3	0.4	-0.1	0.8	0.7	0.1	2.6	1.5	1.1	8.9	8.5	0.4	3.5	3.5	0.0
Channel X	4.6	5.4	-0.8	10	6.9	11.2	-4.3	7.5	8.4	-0.9	6.5	7.3	-0.8	7.5	7.5	0.0	4.8	4.8	0.0	0.4	0.9	-0.5	4.0	7.8	-3.8
Coast	3.8	3.3	0.5	12	0.8	4.8	-4.0	3.2	2.1	1.1	3.1	0.8	2.3	2.7	1.7	1.0	3.1	3.3	-0.2	6.4	5.4	1.0	2.8	2.0	0.8
Edge	5.4	6.1	-0.7	6	11.2	7.8	3.4	9.5	15.1	-5.6	8.9	12.9	-4.0	7.5	10.1	-2.6	3.1	3.2	-0.1	0.5	0.6	-0.1	8.1	4.8	3.3
Flava	1.0	0.8	0.2	19	1.0	1.1	-0.1	1.8	1.2	0.6	1.4	1.0	0.4	1.0	0.7	0.3	1.2	1.0	0.2	1.3	1.0	0.3	1.4	1.3	0.1
George FM	0.8	0.9	-0.1	20	1.4	1.8	-0.4	1.4	1.4	0.0	1.5	1.3	0.2	1.3	1.4	-0.1	0.5	0.8	-0.3	*	0.1	*	0.3	0.2	0.1
Gold Sport	0.1	0.1	0.0	24	*	*	*	*	*	*	*	*	*	*	*	*	0.2	0.2	0.0	0.2	0.2	0.0	*	*	*
Life FM	1.9	1.2	0.7	16	2.4	0.2	2.2	1.5	1.3	0.2	1.5	1.4	0.1	2.6	1.5	1.1	2.3	1.1	1.2	0.5	0.6	-0.1	0.7	0.8	-0.1
Mai FM	7.2	4.9	2.3	3	16.4	8.7	7.7	7.8	6.5	1.3	7.9	6.1	1.8	5.1	4.3	0.8	6.5	5.3	1.2	7.2	5.5	1.7	3.1	2.0	1.1
More FM	3.8	4.0	-0.2	12	2.5	3.1	-0.6	2.5	4.1	-1.6	3.2	4.7	-1.5	4.4	5.4	-1.0	6.1	5.7	0.4	4.6	3.1	1.5	4.0	6.1	-2.1
Newstalk ZB	18.2	20.8	-2.6	1	6.1	4.4	1.7	1.9	2.3	-0.4	6.4	6.6	-0.2	8.2	7.6	0.6	16.5	18.5	-2.0	27.6	35.8	-8.2	12.3	12.4	-0.1
Radio Active	2.4	3.3	-0.9	15	1.6	1.2	0.4	2.2	2.5	-0.3	4.1	5.9	-1.8	4.3	5.1	-0.8	2.8	3.1	-0.3	0.7	1.8	-1.1	2.1	2.7	-0.6
Radio Hauraki	5.3	5.0	0.3	7	5.9	7.8	-1.9	6.6	6.6	0.0	6.4	5.7	0.7	7.8	6.6	1.2	6.5	5.6	0.9	2.4	2.3	0.1	7.6	4.4	3.2
Rhema	1.4	1.7	-0.3	17	*	0.3	*	0.6	0.9	-0.3	0.6	0.9	-0.3	0.4	0.6	-0.2	2.3	2.8	-0.5	3.4	4.1	-0.7	0.1	0.1	0.0
Rock	6.6	6.0	0.6	5	14.6	3.9	10.7	13.0	6.6	6.4	8.9	9.2	-0.3	8.0	10.4	-2.4	5.0	7.8	-2.8	2.1	1.6	0.5	5.1	10.4	-5.3
Sanctuary	0.8	0.8	0.0	20	0.3	0.4	-0.1	0.2	0.2	0.0	*	*	*	0.7	0.7	0.0	1.0	1.5	-0.5	0.4	0.6	-0.2	0.2	*	*
Sport Nation	0.2	0.1	0.1	23	0.1	*	*	0.1	0.1	0.0	0.1	0.1	0.0	0.2	0.2	0.0	0.3	0.3	0.0	0.2	0.1	0.1	0.2	*	*
Tarana	4.0	2.9	1.1	11	0.5	0.4	0.1	6.0	4.7	1.3	5.8	4.8	1.0	5.2	4.1	1.1	6.6	3.8	2.8	5.3	2.9	2.4	5.3	2.9	2.4
Te Upoko o Te Ika	1.2	0.2	1.0	18	*	0.5	*	0.1	0.3	-0.2	0.1	0.1	0.0	0.1	0.1	0.0	3.3	0.1	3.2	3.9	0.1	3.8	0.5	0.1	0.4
The Hits	5.0	4.6	0.4	8	7.1	5.9	1.2	9.6	8.3	1.3	9.7	9.7	0.0	7.3	6.9	0.4	2.9	2.3	0.6	1.8	1.7	0.1	7.4	7.7	-0.3
The Sound	4.9	5.8	-0.9	9	1.3	7.7	-6.4	1.2	4.6	-3.4	1.5	1.8	-0.3	4.6	5.0	-0.4	7.8	8.4	-0.6	7.9	7.0	0.9	7.5	8.2	-0.7
ZM	7.1	6.2	0.9	4	9.2	9.1	0.1	10.8	8.2	2.6	10.4	7.7	2.7	9.9	8.5	1.4	5.8	6.5	-0.7	3.6	2.7	0.9	12.1	8.1	4.0
MediaWorks Combo	45.3	47.2	-1.9		60.8	63.5	-2.7	49.8	58.6	-8.8	46.4	51.7	-5.3	46.8	53.1	-6.3	44.2	48.1	-3.9	41.4	39.5	1.9	47.0	56.6	-9.6
NZME Combo	40.9	40.9	0.0		32.7	33.2	-0.5	35.5	29.0	6.5	37.5	31.9	5.6	37.0	32.1	4.9	36.3	37.5	-1.2	43.2	49.2	-6.0	43.7	36.0	7.7
Potential (000)	390.5	392.5	-2.0		89.7	89.9	-0.2	148.5	155.2	-6.7	136.2	138.8	-2.6	192.4	195.6	-3.2	105.3	106.3	-1.0	82.7	82.0	0.7	68.4	62.6	5.8
Sample	1,532	1,509	23		270	259	11	490	434	56	526	464	62	773	709	64	434	449	-15	365	397	-32	295	273	22

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

MediaWorks Combo: Breeze, Breeze Classic, Channel X, Edge, George FM, 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

*Magic rebranded to Breeze Classic from Nov 1st 2025



WELLINGTON COMMERCIAL RADIO - GfK SURVEY 1 2026

Station Share (%) by Daypart, People 10+
Survey Comparisons: 3/2025 - 1/2026

This Survey Period: Sun Aug 10 to Sat Nov 1 2025 & Sun Feb 8 to Sat May 2 2026
Last Survey Period: Sun May 11 to Sat Aug 2 & Sun Aug 10 to Sat Nov 1 2025

	This	Last	+/-
Potential (000)	390.5	392.5	-2.0
Sample Size	1,532	1,509	23

	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	0.1	0.2	-0.1	22	1.1	*	*	0.9	*	*	0.4	0.1	0.3	0.2	*	*	*	0.3	*	0.9	0.3	0.6
Breeze	7.5	9.9	-2.4	3	9.2	9.3	-0.1	8.9	10.3	-1.4	7.4	10.3	-2.9	6.9	14.8	-7.9	5.2	5.5	-0.3	8.5	12.3	-3.8
Breeze Classic*	1.8	1.8	0.0	15	5.4	4.9	0.5	5.7	5.1	0.6	2.9	2.2	0.7	1.6	1.9	-0.3	0.4	0.1	0.3	4.3	4.3	0.0
Channel X	5.1	4.9	0.2	8	4.7	5.5	-0.8	5.9	9.1	-3.2	4.5	4.3	0.2	2.0	1.5	0.5	0.7	0.8	-0.1	4.4	5.1	-0.7
Coast	3.8	2.9	0.9	11	3.4	3.3	0.1	3.5	3.2	0.3	4.0	3.7	0.3	1.9	1.5	0.4	4.2	3.2	1.0	4.6	4.1	0.5
Edge	6.6	4.7	1.9	5	6.8	7.5	-0.7	4.4	8.3	-3.9	6.4	5.4	1.0	5.0	2.6	2.4	1.0	4.4	-3.4	4.2	6.2	-2.0
Flava	0.4	0.4	0.0	19	0.5	0.3	0.2	0.7	0.7	0.0	1.8	1.5	0.3	2.7	2.0	0.7	2.1	1.5	0.6	0.9	0.8	0.1
George FM	0.6	0.5	0.1	18	1.8	2.3	-0.5	0.5	0.9	-0.4	0.4	0.8	-0.4	2.2	0.8	1.4	0.5	0.1	0.4	0.3	0.6	-0.3
Gold Sport	*	*	*	*	*	*	*	0.2	0.2	0.0	*	*	*	0.3	0.3	0.0	*	*	*	0.1	0.1	0.0
Life FM	2.0	0.9	1.1	14	1.8	1.3	0.5	2.7	1.5	1.2	1.5	1.4	0.1	0.6	0.8	-0.2	0.1	0.1	0.0	2.1	1.1	1.0
Mai FM	7.2	6.7	0.5	4	6.2	4.6	1.6	6.0	4.5	1.5	8.7	5.2	3.5	10.2	5.8	4.4	9.0	3.9	5.1	6.9	3.5	3.4
More FM	4.5	6.1	-1.6	9	2.8	3.4	-0.6	3.9	4.6	-0.7	4.7	3.5	1.2	2.6	2.5	0.1	1.0	1.6	-0.6	4.2	2.8	1.4
Newstalk ZB	26.0	28.3	-2.3	1	13.0	17.7	-4.7	11.7	13.1	-1.4	16.1	17.5	-1.4	22.0	23.7	-1.7	39.7	42.4	-2.7	17.6	20.5	-2.9
Radio Active	1.3	2.0	-0.7	16	2.1	2.4	-0.3	2.3	2.1	0.2	3.1	4.8	-1.7	2.0	3.9	-1.9	0.4	3.2	-2.8	3.6	5.0	-1.4
Radio Hauraki	4.0	4.1	-0.1	10	7.1	4.5	2.6	7.0	4.6	2.4	6.2	7.3	-1.1	3.2	3.7	-0.5	2.8	12.3	-9.5	4.2	4.4	-0.2
Rhema	1.3	1.3	0.0	16	1.5	1.5	0.0	1.5	2.0	-0.5	2.0	2.3	-0.3	1.8	2.4	-0.6	0.1	0.1	0.0	1.1	1.7	-0.6
Rock	6.3	5.2	1.1	6	6.4	6.4	0.0	7.5	6.3	1.2	7.3	8.4	-1.1	7.3	6.1	1.2	1.5	2.5	-1.0	6.5	5.3	1.2
Sanctuary	0.4	0.6	-0.2	19	0.6	1.0	-0.4	0.3	0.4	-0.1	0.2	0.1	0.1	2.2	1.8	0.4	1.1	0.4	0.7	1.6	1.4	0.2
Sport Nation	0.3	0.1	0.2	21	*	0.1	*	0.1	0.1	0.0	0.3	0.3	0.0	0.1	*	*	0.5	*	*	0.2	0.2	0.0
Tarana	2.6	1.7	0.9	13	4.0	1.9	2.1	3.8	1.9	1.9	2.2	2.4	-0.2	10.6	9.1	1.5	0.6	1.4	-0.8	5.3	4.1	1.2
Te Upoko o Te Ika	0.1	0.1	0.0	22	1.3	0.1	1.2	1.1	*	*	0.1	0.1	0.0	3.5	1.0	2.5	7.0	1.2	5.8	1.5	*	*
The Hits	5.4	4.9	0.5	7	4.8	5.0	-0.2	6.2	5.0	1.2	6.3	5.1	1.2	2.8	3.3	-0.5	5.2	5.4	-0.2	3.7	3.7	0.0
The Sound	3.3	3.1	0.2	12	5.9	8.4	-2.5	7.3	8.6	-1.3	4.1	4.7	-0.6	2.1	3.4	-1.3	1.4	2.4	-1.0	5.5	5.8	-0.3
ZM	7.8	7.9	-0.1	2	7.2	6.2	1.0	6.3	6.0	0.3	8.0	6.9	1.1	4.9	3.9	1.0	13.0	6.1	6.9	6.1	5.2	0.9
MediaWorks Combo	43.0	42.9	0.1		49.2	52.3	-3.1	50.2	57.7	-7.5	46.4	44.8	1.6	40.0	39.5	0.5	20.7	21.3	-0.6	44.7	46.0	-1.3
NZME Combo	47.6	48.6	-1.0		36.6	37.0	-0.4	36.3	32.8	3.5	42.7	42.3	0.4	38.0	39.0	-1.0	67.1	70.9	-3.8	37.9	38.9	-1.0

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MediaWorks Combo: Breeze, Breeze Classic, Channel X, Edge, George FM, 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

*Magic rebranded to Breeze Classic from Nov 1st 2025



WELLINGTON COMMERCIAL RADIO - GfK SURVEY 1 2026

Cumulative Audience (000's) by Demographic, Mon-Sun 12mn-12mn
 Survey Comparisons: 3/2025 - 1/2026

This Survey Period: Sun Aug 10 to Sat Nov 1 2025 & Sun Feb 8 to Sat May 2 2026
 Last Survey Period: Sun May 11 to Sat Aug 2 & Sun Aug 10 to Sat Nov 1 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	8.8	2.7	6.1	15	1.5	*	*	4.5	0.5	4.0	6.0	1.1	4.9	6.6	1.5	5.1	1.1	1.5	-0.4	0.7	1.2	-0.5	1.3	0.7	0.6
Breeze	45.9	43.7	2.2	4	7.2	7.4	-0.2	12.7	10.2	2.5	15.2	10.6	4.6	23.2	19.2	4.0	15.7	16.5	-0.8	14.1	14.4	-0.3	10.1	9.1	1.0
Breeze Classic*	16.9	16.6	0.3	14	1.5	1.2	0.3	1.5	1.8	-0.3	1.6	1.8	-0.2	5.3	5.0	0.3	5.9	4.8	1.1	8.1	7.9	0.2	3.4	2.9	0.5
Channel X	23.1	20.9	2.2	11	4.1	3.3	0.8	9.5	9.2	0.3	11.5	10.5	1.0	17.3	15.7	1.6	7.1	6.5	0.6	1.7	1.8	-0.1	4.6	5.7	-1.1
Coast	23.3	20.0	3.3	10	2.6	3.4	-0.8	4.3	5.2	-0.9	4.8	4.3	0.5	8.3	7.3	1.0	9.3	6.6	2.7	10.0	7.5	2.5	2.8	1.7	1.1
Edge	38.3	34.6	3.7	5	15.5	9.3	6.2	18.9	23.9	-5.0	16.3	19.4	-3.1	21.0	22.6	-1.6	6.2	5.4	0.8	1.5	2.3	-0.8	7.6	7.3	0.3
Flava	6.8	4.4	2.4	18	1.7	0.7	1.0	3.1	2.2	0.9	3.1	2.3	0.8	4.2	3.0	1.2	2.1	1.4	0.7	0.9	0.6	0.3	1.4	1.5	-0.1
George FM	5.9	5.9	0.0	19	2.1	2.4	-0.3	2.2	2.9	-0.7	2.4	2.4	0.0	3.7	3.4	0.3	1.3	1.0	0.3	*	0.2	*	0.4	0.4	0.0
Gold Sport	1.0	1.3	-0.3	24	0.2	*	*	*	*	*	*	*	*	0.2	0.2	0.0	0.8	0.9	-0.1	0.7	0.9	-0.2	*	*	*
Life FM	7.5	7.4	0.1	16	2.2	0.8	1.4	2.7	2.8	-0.1	2.6	3.7	-1.1	4.4	5.2	-0.8	2.4	2.0	0.4	0.7	1.1	-0.4	2.2	2.2	0.0
Mai FM	29.8	24.1	5.7	6	11.7	6.5	5.2	16.5	14.2	2.3	13.8	12.1	1.7	15.0	13.6	1.4	4.0	4.6	-0.6	3.2	3.8	-0.6	5.0	3.7	1.3
More FM	23.6	19.3	4.3	9	5.8	4.8	1.0	5.5	5.9	-0.4	6.4	5.4	1.0	11.5	9.7	1.8	9.1	7.6	1.5	5.8	4.5	1.3	5.1	4.4	0.7
Newstalk ZB	49.6	47.9	1.7	2	3.7	5.7	-2.0	6.2	7.3	-1.1	12.0	9.1	2.9	19.4	15.4	4.0	17.6	15.9	1.7	19.0	19.6	-0.6	9.0	8.5	0.5
Radio Active	20.3	17.6	2.7	12	3.7	2.5	1.2	7.4	4.2	3.2	8.1	5.8	2.3	14.0	10.1	3.9	8.1	8.2	-0.1	2.6	4.7	-2.1	4.7	3.6	1.1
Radio Hauraki	29.5	26.0	3.5	7	6.2	4.8	1.4	9.4	8.3	1.1	10.7	9.7	1.0	18.2	17.0	1.2	9.8	9.4	0.4	4.5	3.7	0.8	9.3	6.1	3.2
Rhema	3.1	3.1	0.0	21	*	0.2	*	0.4	0.6	-0.2	0.4	0.6	-0.2	0.6	0.6	0.0	1.2	1.3	-0.1	1.9	1.8	0.1	0.2	0.5	-0.3
Rock	27.7	24.5	3.2	8	6.1	3.5	2.6	11.4	9.2	2.2	11.5	12.0	-0.5	17.6	18.0	-0.4	10.1	9.1	1.0	4.0	3.1	0.9	5.3	5.8	-0.5
Sanctuary	2.8	2.0	0.8	22	0.4	0.3	0.1	0.4	0.3	0.1	*	*	*	0.6	0.6	0.0	0.8	1.0	-0.2	0.8	0.5	0.3	0.2	*	*
Sport Nation	2.3	1.7	0.6	23	0.7	*	*	0.7	0.2	0.5	0.4	0.2	0.2	0.9	0.8	0.1	1.0	1.2	-0.2	0.5	0.7	-0.2	1.4	0.3	1.1
Tarana	7.4	5.3	2.1	17	0.7	0.3	0.4	4.2	3.7	0.5	3.8	3.9	-0.1	5.0	4.3	0.7	2.5	0.9	1.6	1.6	0.7	0.9	1.5	0.9	0.6
Te Upoko o Te Ika	3.2	2.9	0.3	20	0.9	1.1	-0.2	0.5	1.4	-0.9	0.8	0.6	0.2	0.8	1.2	-0.4	0.9	0.6	0.3	1.4	0.6	0.8	1.1	0.7	0.4
The Hits	48.1	31.5	16.6	3	17.2	7.2	10.0	24.3	17.5	6.8	20.5	17.7	2.8	27.6	21.0	6.6	9.2	5.8	3.4	3.3	3.4	-0.1	14.5	7.6	6.9
The Sound	19.1	19.0	0.1	13	1.3	2.2	-0.9	2.4	4.5	-2.1	3.0	3.9	-0.9	8.4	9.2	-0.8	10.2	8.9	1.3	8.4	6.7	1.7	3.4	3.6	-0.2
ZM	50.2	37.7	12.5	1	15.5	9.8	5.7	22.2	17.7	4.5	22.5	17.1	5.4	30.1	23.3	6.8	10.5	9.6	0.9	4.6	4.4	0.2	12.1	8.3	3.8
MediaWorks Combo	171.0	151.0	20.0		40.1	26.2	13.9	61.0	57.8	3.2	60.2	56.2	4.0	90.5	84.3	6.2	50.9	47.7	3.2	35.8	34.4	1.4	34.4	31.3	3.1
NZME Combo	161.4	139.1	22.3		36.5	25.4	11.1	55.9	49.1	6.8	55.7	49.8	5.9	81.5	71.6	9.9	44.0	39.2	4.8	33.7	32.9	0.8	37.6	27.9	9.7
All Commercial Radio	272.9	237.8	35.1		59.5	42.5	17.0	97.5	82.2	15.3	97.4	83.4	14.0	141.7	124.2	17.5	79.1	74.9	4.2	59.2	57.2	2.0	57.1	48.2	8.9
Potential (000)	390.5	392.5	-2.0		89.7	89.9	-0.2	148.5	155.2	-6.7	136.2	138.8	-2.6	192.4	195.6	-3.2	105.3	106.3	-1.0	82.7	82.0	0.7	68.4	62.6	5.8
Sample	1,532	1,509	23		270	259	11	490	434	56	526	464	62	773	709	64	434	449	-15	365	397	-32	295	273	22

MediaWorks Combo: Breeze, Breeze Classic, Channel X, Edge, George FM, 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

*Magic rebranded to Breeze Classic from Nov 1st 2025



WELLINGTON COMMERCIAL RADIO - GfK SURVEY 1 2026

Cumulative Audience (000's) by Daypart, People 10+
Survey Comparisons: 3/2025 - 1/2026

This Survey Period: Sun Aug 10 to Sat Nov 1 2025 & Sun Feb 8 to Sat May 2 2026
Last Survey Period: Sun May 11 to Sat Aug 2 & Sun Aug 10 to Sat Nov 1 2025

	This	Last	+/-
Potential (000)	390.5	392.5	-2.0
Sample Size	1,532	1,509	23

	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	0.7	1.0	-0.3	23	4.1	0.1	4.0	5.8	0.3	5.5	2.0	0.4	1.6	1.3	0.2	1.1	*	0.6	*	6.9	1.8	5.1
Breeze	21.4	23.8	-2.4	4	19.6	15.9	3.7	20.0	19.6	0.4	18.8	17.3	1.5	11.7	11.5	0.2	3.5	2.7	0.8	29.8	27.0	2.8
Breeze Classic*	6.0	5.8	0.2	14	8.2	9.1	-0.9	10.5	10.7	-0.2	6.6	6.3	0.3	2.8	2.5	0.3	1.1	0.2	0.9	10.6	8.8	1.8
Channel X	14.1	10.3	3.8	9	8.0	6.6	1.4	11.9	11.9	0.0	11.9	11.1	0.8	4.8	3.2	1.6	1.0	0.4	0.6	15.6	15.1	0.5
Coast	11.4	10.7	0.7	10	8.8	8.4	0.4	9.6	7.8	1.8	10.6	10.6	0.0	3.7	2.9	0.8	2.0	1.2	0.8	13.1	11.4	1.7
Edge	21.6	16.9	4.7	3	16.9	13.0	3.9	17.6	13.6	4.0	16.0	11.4	4.6	8.1	4.2	3.9	0.8	2.7	-1.9	19.5	18.8	0.7
Flava	2.2	1.1	1.1	18	2.4	1.2	1.2	3.1	2.1	1.0	3.0	1.9	1.1	2.6	1.5	1.1	1.4	0.6	0.8	3.8	2.9	0.9
George FM	2.9	3.0	-0.1	17	3.0	3.3	-0.3	2.6	3.9	-1.3	1.3	2.5	-1.2	1.7	1.1	0.6	0.4	0.1	0.3	1.4	2.3	-0.9
Gold Sport	*	*	*	*	*	0.1	*	0.6	0.6	0.0	*	*	*	0.3	0.3	0.0	*	*	*	0.4	0.7	-0.3
Life FM	3.7	3.6	0.1	16	3.5	3.2	0.3	4.6	4.0	0.6	2.9	3.1	-0.2	1.8	2.0	-0.2	0.3	0.2	0.1	5.0	4.6	0.4
Mai FM	20.3	16.2	4.1	5	12.0	12.2	-0.2	15.3	14.8	0.5	15.8	11.1	4.7	7.7	3.9	3.8	2.8	1.9	0.9	14.4	10.6	3.8
More FM	10.7	8.8	1.9	11	6.4	6.2	0.2	9.1	8.6	0.5	9.4	7.2	2.2	5.0	3.6	1.4	1.2	0.9	0.3	12.6	9.4	3.2
Newstalk ZB	35.0	33.6	1.4	1	21.5	21.6	-0.1	20.8	21.1	-0.3	24.6	22.9	1.7	13.6	13.6	0.0	11.6	11.0	0.6	31.6	27.8	3.8
Radio Active	7.0	5.8	1.2	13	7.2	6.0	1.2	7.1	6.1	1.0	9.1	10.2	-1.1	3.9	4.8	-0.9	0.6	1.0	-0.4	11.8	9.8	2.0
Radio Hauraki	14.2	11.6	2.6	8	10.2	8.0	2.2	11.0	9.4	1.6	11.0	13.0	-2.0	5.0	6.3	-1.3	1.1	2.3	-1.2	14.7	14.8	-0.1
Rhema	2.2	2.0	0.2	18	1.7	1.7	0.0	1.4	1.9	-0.5	1.3	1.5	-0.2	0.9	1.0	-0.1	0.3	0.2	0.1	2.0	1.9	0.1
Rock	16.9	14.3	2.6	7	9.8	9.4	0.4	12.2	10.9	1.3	16.1	14.9	1.2	6.8	6.2	0.6	1.7	2.1	-0.4	14.8	12.9	1.9
Sanctuary	1.0	1.1	-0.1	20	2.0	1.5	0.5	1.1	1.0	0.1	0.8	0.5	0.3	1.3	1.0	0.3	0.5	0.2	0.3	2.5	1.7	0.8
Sport Nation	0.8	0.1	0.7	21	0.5	0.4	0.1	0.5	0.5	0.0	0.7	0.6	0.1	0.3	*	*	0.7	*	*	1.1	1.3	-0.2
Tarana	4.9	4.0	0.9	15	3.4	1.5	1.9	3.2	1.5	1.7	3.6	3.4	0.2	4.7	4.2	0.5	0.1	0.3	-0.2	7.2	5.0	2.2
Te Upoko o Te Ika	0.8	0.6	0.2	21	0.8	0.3	0.5	0.9	0.3	0.6	0.3	0.5	-0.2	0.7	1.1	-0.4	1.0	0.6	0.4	1.6	0.1	1.5
The Hits	18.6	15.0	3.6	6	14.9	12.5	2.4	16.5	13.0	3.5	19.3	11.1	8.2	6.8	5.5	1.3	6.6	3.5	3.1	20.0	13.4	6.6
The Sound	9.5	7.0	2.5	12	7.1	6.9	0.2	11.5	11.7	-0.2	8.5	8.6	-0.1	3.9	4.9	-1.0	1.6	2.1	-0.5	11.9	10.5	1.4
ZM	25.9	20.5	5.4	2	19.9	14.2	5.7	19.9	16.1	3.8	21.7	17.8	3.9	8.4	5.7	2.7	5.9	3.6	2.3	28.3	21.5	6.8
MediaWorks Combo	102.5	88.3	14.2		77.8	70.7	7.1	93.1	85.2	7.9	92.3	77.4	14.9	42.6	34.5	8.1	13.1	11.8	1.3	114.0	99.6	14.4
NZME Combo	94.1	86.0	8.1		71.9	62.1	9.8	73.8	65.6	8.2	81.1	72.8	8.3	37.1	33.2	3.9	27.7	21.1	6.6	97.9	83.8	14.1
All Commercial Radio	186.7	167.3	19.4		143.7	124.3	19.4	158.9	138.7	20.2	168.0	146.8	21.2	85.6	75.0	10.6	40.1	30.5	9.6	207.0	175.3	31.7

MediaWorks Combo: Breeze, Breeze Classic, Channel X, Edge, George FM, 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

*Magic rebranded to Breeze Classic from Nov 1st 2025



WELLINGTON COMMERCIAL RADIO - GfK SURVEY 1 2026

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

Survey Comparisons: 3/2025 - 1/2026

This Survey Period: Sun Aug 10 to Sat Nov 1 2025 & Sun Feb 8 to Sat May 2 2026

Last Survey Period: Sun May 11 to Sat Aug 2 & Sun Aug 10 to Sat Nov 1 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	2:24	1:21	1:03	3:46	*	*	2:41	1:00	1:41	2:25	1:00	1:25	2:14	1:36	0:38	0:35	1:34	-0:58	1:04	1:02	0:01	0:50	0:52	-0:02
Breeze	5:48	6:58	-1:10	4:35	9:51	-5:16	4:27	9:57	-5:29	4:34	6:34	-2:00	4:52	5:50	-0:58	5:47	6:08	-0:20	6:55	7:11	-0:15	6:56	8:10	-1:14
Breeze Classic*	7:17	6:00	1:17	1:58	1:32	0:26	1:50	2:03	-0:12	1:49	2:03	-0:14	2:20	1:57	0:23	5:03	3:05	1:58	10:57	9:09	1:47	6:24	6:36	-0:12
Channel X	6:33	7:24	-0:51	9:14	13:04	-3:50	6:57	8:02	-1:05	5:00	6:06	-1:06	6:20	6:35	-0:14	7:43	7:01	0:42	2:13	4:07	-1:54	5:16	7:33	-2:17
Coast	5:19	4:45	0:33	1:35	5:33	-3:57	6:20	3:37	2:43	5:46	1:42	4:04	4:45	3:08	1:36	3:47	4:51	-1:03	6:18	6:11	0:06	6:07	6:31	-0:24
Edge	4:35	5:03	-0:27	3:55	3:16	0:38	4:23	5:33	-1:09	4:52	5:49	-0:56	5:15	6:08	-0:53	5:42	5:44	-0:02	2:58	2:14	0:43	6:28	3:37	2:51
Flava	4:44	5:11	-0:26	3:22	5:48	-2:25	5:07	5:02	0:04	4:06	3:56	0:09	3:22	3:19	0:02	6:49	6:53	-0:03	13:15	13:15	0:00	6:13	4:52	1:21
George FM	4:25	4:26	-0:00	3:28	2:54	0:33	5:30	4:12	1:18	5:28	4:50	0:37	4:58	5:36	-0:38	4:03	7:25	-3:22	*	2:45	*	4:40	1:54	2:45
Gold Sport	2:07	2:04	0:02	0:45	*	*	*	*	*	*	*	*	1:15	1:15	0:00	2:26	2:24	0:01	2:46	2:16	0:29	*	*	*
Life FM	8:24	4:32	3:52	6:05	0:46	5:19	4:54	4:09	0:44	5:08	3:25	1:43	8:34	4:04	4:29	11:26	5:25	6:01	7:52	5:12	2:40	1:54	2:03	-0:09
Mai FM	7:53	5:50	2:03	7:38	5:11	2:27	4:05	4:03	0:02	5:05	4:24	0:40	4:58	4:20	0:37	18:38	11:10	7:28	22:31	12:18	10:12	3:49	2:55	0:54
More FM	5:18	5:53	-0:34	2:20	2:33	-0:13	3:59	6:04	-2:05	4:26	7:36	-3:10	5:37	7:38	-2:01	7:44	7:16	0:27	7:57	5:52	2:04	4:53	7:34	-2:41
Newstalk ZB	12:01	12:26	-0:24	8:55	3:02	5:53	2:38	2:50	-0:11	4:42	6:22	-1:39	6:10	6:45	-0:34	10:49	11:12	-0:22	14:27	15:30	-1:03	8:20	7:58	0:22
Radio Active	3:50	5:18	-1:27	2:21	1:57	0:24	2:32	5:12	-2:39	4:28	8:59	-4:30	4:29	6:53	-2:24	3:57	3:39	0:18	2:31	3:15	-0:44	2:42	4:05	-1:23
Radio Hauraki	5:53	5:28	0:25	5:10	6:21	-1:11	6:07	6:57	-0:49	5:22	5:10	0:11	6:20	5:20	1:00	7:40	5:46	1:54	5:19	5:08	0:10	5:02	3:56	1:06
Rhema	15:05	15:41	-0:36	*	5:30	*	14:03	13:14	0:49	14:03	13:14	0:49	10:39	13:14	-2:34	22:12	20:53	1:18	17:54	18:50	-0:56	3:00	0:45	2:15
Rock	7:49	6:58	0:51	12:59	4:24	8:35	9:54	6:18	3:36	6:54	6:42	0:12	6:37	7:56	-1:18	5:45	8:19	-2:34	5:12	4:16	0:55	5:48	9:44	-3:56
Sanctuary	9:00	11:51	-2:51	4:30	4:30	0:00	4:30	4:30	0:00	*	*	*	18:10	16:58	1:11	14:36	14:21	0:14	4:54	11:15	-6:20	6:00	*	*
Sport Nation	2:37	2:27	0:10	0:45	*	*	0:45	3:00	-2:15	1:47	3:00	-1:12	2:28	3:21	-0:53	3:45	2:08	1:36	4:35	0:56	3:39	0:59	1:00	-0:00
Tarana	17:53	15:34	2:19	3:37	6:00	-2:22	12:35	11:14	1:21	13:31	10:52	2:39	15:23	13:00	2:23	30:39	39:19	-8:39	33:51	35:19	-1:27	21:22	17:55	3:26
Te Upoko o Te Ika	12:45	1:41	11:03	0:15	1:45	-1:30	1:39	1:37	0:02	1:12	1:15	-0:02	1:12	1:27	-0:14	43:18	1:39	41:38	28:15	1:21	26:54	2:35	1:00	1:35
The Hits	3:24	4:10	-0:45	2:15	3:11	-0:56	3:27	4:10	-0:43	4:14	4:48	-0:34	3:53	4:29	-0:35	3:41	3:45	-0:03	5:16	4:16	1:00	3:06	5:31	-2:24
The Sound	8:27	8:41	-0:13	5:38	13:27	-7:49	4:26	9:02	-4:35	4:27	4:12	0:15	8:06	7:29	0:37	8:49	9:03	-0:13	9:16	8:54	0:21	13:32	12:18	1:13
ZM	4:36	4:44	-0:08	3:13	3:37	-0:24	4:15	4:03	0:11	4:06	3:57	0:09	4:50	5:00	-0:09	6:23	6:33	-0:09	7:43	5:15	2:28	6:07	5:22	0:44
MediaWorks Combo	8:40	8:57	-0:16	8:15	9:26	-1:10	7:06	8:56	-1:50	6:52	8:04	-1:11	7:35	8:38	-1:02	10:03	9:41	0:21	11:29	9:43	1:45	8:22	9:52	-1:29
NZME Combo	8:17	8:25	-0:07	4:52	5:05	-0:12	5:32	5:12	0:19	6:00	5:37	0:22	6:40	6:09	0:31	9:31	9:13	0:18	12:43	12:41	0:01	7:07	7:02	0:04
All Commercial Radio	11:59	12:02	-0:02	9:08	9:10	-0:01	8:55	10:43	-1:47	9:09	10:31	-1:21	10:21	11:03	-0:41	14:37	12:50	1:46	16:44	14:49	1:55	10:43	11:19	-0:36
Potential (000)	390.5	392.5	-2.0	89.7	89.9	-0.2	148.5	155.2	-6.7	136.2	138.8	-2.6	192.4	195.6	-3.2	105.3	106.3	-1.0	82.7	82.0	0.7	68.4	62.6	5.8
Sample	1,532	1,509	23	270	259	11	490	434	56	526	464	62	773	709	64	434	449	-15	365	397	-32	295	273	22

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*Magic rebranded to Breeze Classic from Nov 1st 2025



WELLINGTON COMMERCIAL RADIO - GfK SURVEY 1 2026

Average Time Spent Listening (hh:mm) by Daypart, People 10+
 Survey Comparisons: 3/2025 - 1/2026

This Survey Period: Sun Aug 10 to Sat Nov 1 2025 & Sun Feb 8 to Sat May 2 2026
 Last Survey Period: Sun May 11 to Sat Aug 2 & Sun Aug 10 to Sat Nov 1 2025

	This	Last	+/-
Potential (000)	390.5	392.5	-2.0
Sample Size	1,532	1,509	23

	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	1:21	0:56	0:25	1:27	0:30	0:57	0:58	0:38	0:19	0:53	1:16	-0:23	0:21	0:30	-0:08	*	0:30	*	0:56	0:55	0:00
Breeze	2:19	2:29	-0:10	2:31	2:40	-0:08	2:44	2:45	-0:01	1:35	2:09	-0:33	1:11	2:20	-1:08	1:33	1:43	-0:10	2:06	2:57	-0:51
Breeze Classic*	2:00	1:52	0:07	3:33	2:25	1:08	3:22	2:30	0:52	1:46	1:16	0:30	1:12	1:22	-0:10	0:26	0:15	0:11	2:58	3:11	-0:12
Channel X	2:23	2:52	-0:28	3:08	3:47	-0:38	3:03	4:00	-0:57	1:33	1:23	0:09	0:51	0:52	-0:00	0:46	1:52	-1:05	2:05	2:12	-0:06
Coast	2:13	1:38	0:35	2:03	1:47	0:15	2:16	2:08	0:08	1:31	1:17	0:14	1:04	0:57	0:06	2:12	2:21	-0:09	2:34	2:20	0:14
Edge	2:01	1:41	0:19	2:10	2:38	-0:27	1:32	3:11	-1:39	1:38	1:42	-0:04	1:15	1:08	0:07	1:11	1:22	-0:11	1:34	2:09	-0:34
Flava	1:18	1:53	-0:35	1:09	1:11	-0:02	1:28	1:42	-0:14	2:30	2:52	-0:22	2:04	2:25	-0:20	1:37	2:00	-0:22	1:49	1:47	0:01
George FM	1:23	0:57	0:25	3:14	3:07	0:06	1:11	1:15	-0:03	1:24	1:11	0:12	2:43	1:19	1:23	1:15	0:30	0:45	1:33	1:37	-0:04
Gold Sport	*	*	*	*	0:30	*	1:45	1:35	0:10	*	*	*	2:00	2:00	0:00	*	*	*	1:31	1:25	0:06
Life FM	3:32	1:33	1:58	2:43	1:54	0:49	3:38	1:56	1:41	2:13	1:40	0:32	0:41	0:40	0:00	0:30	0:30	0:00	3:07	1:36	1:30
Mai FM	2:21	2:29	-0:07	2:45	1:42	1:03	2:26	1:36	0:50	2:14	1:43	0:31	2:41	2:43	-0:01	3:18	1:40	1:37	3:33	2:07	1:25
More FM	2:49	4:10	-1:21	2:18	2:30	-0:11	2:40	2:47	-0:07	2:01	1:47	0:13	1:03	1:15	-0:11	0:54	1:27	-0:33	2:28	1:57	0:30
Newstalk ZB	4:55	5:04	-0:08	3:14	3:44	-0:29	3:28	3:15	0:12	2:40	2:47	-0:06	3:18	3:10	0:08	3:34	3:14	0:20	4:07	4:46	-0:39
Radio Active	1:16	2:01	-0:45	1:36	1:47	-0:11	1:59	1:48	0:11	1:22	1:42	-0:20	1:04	1:30	-0:25	0:45	2:35	-1:50	2:13	3:20	-1:06
Radio Hauraki	1:51	2:08	-0:17	3:43	2:32	1:10	3:55	2:34	1:20	2:18	2:03	0:14	1:19	1:04	0:15	2:39	4:26	-1:47	2:06	1:55	0:10
Rhema	4:03	3:45	0:17	4:37	4:01	0:35	6:41	5:35	1:05	6:11	5:21	0:50	4:17	4:27	-0:09	0:15	0:15	0:00	4:12	5:55	-1:43
Rock	2:27	2:10	0:16	3:29	3:06	0:22	3:48	3:01	0:47	1:51	2:02	-0:11	2:11	1:46	0:25	0:55	1:00	-0:04	3:14	2:38	0:35
Sanctuary	2:29	3:09	-0:40	1:42	3:00	-1:18	1:33	2:04	-0:31	0:53	0:44	0:09	3:20	3:23	-0:02	2:26	1:15	1:11	4:42	5:15	-0:33
Sport Nation	2:10	5:00	-2:49	0:28	0:30	-0:02	1:10	1:15	-0:04	2:01	1:34	0:27	0:30	*	*	0:45	*	*	1:18	1:10	0:08
Tarana	3:27	2:37	0:50	6:17	5:45	0:32	7:13	6:30	0:43	2:29	2:33	-0:04	4:33	3:59	0:34	4:30	4:30	0:00	5:26	5:19	0:06
Te Upoko o Te Ika	0:42	1:09	-0:27	8:43	1:36	7:06	7:21	0:45	6:36	1:00	0:36	0:23	9:58	1:45	8:13	7:38	1:42	5:55	7:11	2:30	4:41
The Hits	1:56	1:58	-0:02	1:43	1:48	-0:05	2:18	2:01	0:17	1:19	1:40	-0:20	0:50	1:04	-0:14	0:48	1:17	-0:28	1:22	1:46	-0:24
The Sound	2:20	2:41	-0:20	4:28	5:31	-1:02	3:54	3:51	0:03	1:58	2:00	-0:02	1:06	1:16	-0:10	0:56	0:58	-0:02	3:23	3:36	-0:13
ZM	2:00	2:20	-0:20	1:56	1:58	-0:02	1:58	1:56	0:01	1:30	1:25	0:05	1:10	1:14	-0:03	2:19	1:26	0:52	1:35	1:35	0:00
MediaWorks Combo	2:46	2:55	-0:08	3:23	3:22	0:01	3:19	3:33	-0:13	2:03	2:06	-0:03	1:54	2:05	-0:10	1:39	1:30	0:08	2:54	3:00	-0:05
NZME Combo	3:21	3:23	-0:02	2:44	2:42	0:01	3:01	2:37	0:24	2:09	2:06	0:02	2:05	2:08	-0:03	2:31	2:49	-0:17	2:51	3:01	-0:09
All Commercial Radio	3:33	3:35	-0:02	3:44	3:39	0:04	3:52	3:46	0:06	2:25	2:28	-0:02	2:22	2:26	-0:03	2:36	2:45	-0:09	3:34	3:42	-0:07

MediaWorks Combo: Breeze, Breeze Classic, Channel X, Edge, George FM, 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

*Magic rebranded to Breeze Classic from Nov 1st 2025