TARANAKI COMMERCIAL RADIO - GfK SURVEY 3 2026

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

Survey Comparisons: 2/2026 - 3/2026

This Survey Period: Sun Aug 10 to Sat Nov 1 2025 & Sun Feb 8 to Sat May 2 & Sun May 10 to Sat Aug 1 & Sun Aug 9 to Sat Oct 31 2026
Last Survey Period: Sun May 11 to Sat Aug 2 & Sun Aug 10 to Sat Nov 1 2025 & Sun Feb 8 to Sat May 2 & Sun May 10 to Sat Aug 1 2026

	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	+/-
Breeze	4.4	4.4	0.0	10	3.4	4.8	-1.4	2.5	2.7	-0.2	2.9	2.0	0.9	3.6	2.9	0.7	5.6	4.3	1.3	7.2	5.3	1.9	5.9	2.7	3.2
Breeze Classic	9.9	7.8	2.1	4	9.1	11.7	-2.6	4.3	2.2	2.1	5.3	2.4	2.9	3.9	1.8	2.1	5.9	5.2	0.7	13.3	11.3	2.0	4.0	2.1	1.9
Coast	5.5	5.5	0.0	9	2.9	*	*	*	*	*	*	*	*	1.4	1.7	-0.3	5.6	4.7	0.9	9.2	9.2	0.0	0.7	0.6	0.1
Edge	5.6	6.2	-0.6	8	8.2	8.6	-0.4	12.7	16.8	-4.1	13.1	17.6	-4.5	9.9	12.1	-2.2	2.9	2.7	0.2	1.3	1.0	0.3	7.4	11.3	-3.9
Life FM	0.8	0.6	0.2	13	0.2	0.1	0.1	0.9	0.1	0.8	1.0	0.1	0.9	0.8	0.1	0.7	1.7	1.1	0.6	1.4	1.6	-0.2	1.0	0.1	0.9
More FM	5.7	4.6	1.1	7	4.9	5.1	-0.2	3.7	5.6	-1.9	4.6	5.6	-1.0	4.4	4.6	-0.2	9.3	4.9	4.4	9.6	5.6	4.0	6.6	8.4	-1.8
Newstalk ZB	13.9	17.2	-3.3	1	2.6	0.8	1.8	1.6	1.8	-0.2	2.2	2.4	-0.2	4.3	7.3	-3.0	13.1	17.7	-4.6	18.2	22.1	-3.9	2.3	3.2	-0.9
Radio Hauraki	3.2	5.0	-1.8	11	4.9	3.7	1.2	4.0	3.0	1.0	2.9	4.3	-1.4	4.5	5.0	-0.5	4.9	8.1	-3.2	1.8	7.0	-5.2	2.4	4.0	-1.6
Rhema	0.6	0.2	0.4	14	1.8	0.9	0.9	*	*	*	0.2	0.1	0.1	0.4	*	*	0.4	*	*	0.3	*	*	*	*	*
Rock	12.7	11.0	1.7	2	23.1	19.4	3.7	19.5	19.1	0.4	12.5	15.1	-2.6	17.4	16.2	1.2	13.8	10.8	3.0	4.1	5.4	-1.3	18.8	21.0	-2.2
Sport Nation	0.4	0.3	0.1	15	0.5	0.2	0.3	0.4	0.2	0.2	0.2	0.1	0.1	0.1	0.2	-0.1	*	0.1	*	0.8	0.6	0.2	*	*	*
Te Korimako o Taranaki	2.3	1.1	1.2	12	1.5	0.3	1.2	6.0	3.7	2.3	6.7	3.8	2.9	5.0	2.3	2.7	0.9	0.3	0.6	0.5	0.2	0.3	2.4	3.0	-0.6
The Hits	10.0	9.4	0.6	3	15.8	19.0	-3.2	13.2	12.8	0.4	15.2	13.9	1.3	15.9	14.7	1.2	10.1	8.5	1.6	3.4	3.4	0.0	18.4	17.3	1.1
The Sound	6.7	10.0	-3.3	5	3.6	13.7	-10.1	1.5	2.8	-1.3	3.6	3.9	-0.3	4.0	6.8	-2.8	9.1	13.5	-4.4	12.7	14.5	-1.8	7.5	12.2	-4.7
ZM	6.0	8.0	-2.0	6	4.7	4.6	0.1	13.1	21.3	-8.2	13.5	20.2	-6.7	10.0	16.2	-6.2	5.5	6.6	-1.1	4.3	2.5	1.8	11.4	7.3	4.1
MediaWorks Combo	47.8	45.5	2.3		62.9	67.9	-5.0	49.1	52.7	-3.6	44.2	50.0	-5.8	45.0	46.6	-1.6	47.7	41.6	6.1	49.0	43.2	5.8	52.3	60.3	-8.0
NZME Combo	39.7	45.6	-5.9		31.0	28.3	2.7	35.0	39.6	-4.6	37.3	41.5	-4.2	38.4	45.5	-7.1	39.4	45.8	-6.4	37.4	44.7	-7.3	35.5	32.8	2.7
Potential (000)	114.8	114.8	0.0		24.4	24.4	0.0	32.6	31.9	0.7	32.1	32.1	0.0	48.0	48.0	0.0	32.3	32.3	0.0	30.7	30.7	0.0	21.5	20.8	0.7
Sample	817	801	16		132	137	-5	227	194	33	229	206	23	320	299	21	204	198	6	272	258	14	161	152	9

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

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

NZME Combo: Coast, Gold Sport (until S1 26), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui, iHeartCountry (from S2 26)

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TARANAKI COMMERCIAL RADIO - GfK SURVEY 3 2026

Station Share (%) by Daypart, People 10+
Survey Comparisons: 2/2026 - 3/2026

This Survey Period: Sun Aug 10 to Sat Nov 1 2025 & Sun Feb 8 to Sat May 2 & Sun May 10 to Sat Aug 1 & Sun Aug 9 to Sat Oct 31 2026
Last Survey Period: Sun May 11 to Sat Aug 2 & Sun Aug 10 to Sat Nov 1 2025 & Sun Feb 8 to Sat May 2 & Sun May 10 to Sat Aug 1 2026

	This	Last	+/-
Potential (000)	114.8	114.8	0.0
Sample Size	817	801	16

	Breakfast Mon-Fri 6am-9am				Morning Mon-Fri 9am-12md			Afternoon Mon-Fri 12md-4pm			Drive Mon-Fri 4pm-7pm			Night Mon-Fri 7pm-12mn			Mid Dawn Mon-Fri 12mn-6am			Weekend Sat-Sun 12mn-12mn		
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	4.3	3.6	0.7	9	4.5	5.2	-0.7	4.5	4.5	0.0	3.1	3.5	-0.4	5.2	2.1	3.1	2.7	0.8	1.9	5.2	6.2	-1.0
Breeze Classic	7.9	6.1	1.8	4	11.6	9.4	2.2	9.5	6.6	2.9	9.2	7.0	2.2	8.3	6.1	2.2	3.2	2.3	0.9	12.5	11.3	1.2
Coast	3.4	3.4	0.0	11	6.5	6.1	0.4	6.6	6.1	0.5	5.5	4.7	0.8	4.5	9.8	-5.3	0.3	0.7	-0.4	6.5	7.1	-0.6
Edge	5.1	6.3	-1.2	7	6.0	4.8	1.2	5.9	5.6	0.3	4.6	7.2	-2.6	5.7	8.2	-2.5	10.3	18.8	-8.5	5.2	4.6	0.6
Life FM	0.4	0.3	0.1	13	1.0	0.5	0.5	1.2	0.8	0.4	0.8	0.4	0.4	0.2	2.1	-1.9	0.1	*	*	1.0	0.8	0.2
More FM	5.8	5.2	0.6	5	5.3	4.3	1.0	6.7	5.1	1.6	7.1	4.2	2.9	6.1	4.2	1.9	2.8	2.9	-0.1	4.5	4.5	0.0
Newstalk ZB	25.7	29.5	-3.8	1	6.8	10.5	-3.7	6.2	8.9	-2.7	10.5	14.3	-3.8	29.6	36.4	-6.8	26.8	34.7	-7.9	13.2	14.3	-1.1
Radio Hauraki	3.6	5.4	-1.8	10	2.6	5.2	-2.6	3.3	4.9	-1.6	4.8	8.7	-3.9	0.6	0.9	-0.3	0.7	0.2	0.5	3.3	4.5	-1.2
Rhema	0.1	*	*	14	0.5	*	*	0.3	0.1	0.2	0.1	0.1	0.0	0.2	*	*	*	*	*	1.8	0.7	1.1
Rock	13.2	7.4	5.8	2	15.9	16.4	-0.5	14.5	17.4	-2.9	13.2	9.8	3.4	5.0	2.4	2.6	13.6	2.3	11.3	8.9	5.8	3.1
Sport Nation	0.1	0.1	0.0	14	0.7	0.8	-0.1	0.1	0.2	-0.1	0.6	0.1	0.5	0.3	*	*	0.3	0.3	0.0	0.8	0.5	0.3
Te Korimako o Taranaki	1.1	1.4	-0.3	12	1.7	2.3	-0.6	1.7	0.8	0.9	1.1	0.3	0.8	10.7	0.4	10.3	9.4	0.3	9.1	1.9	0.6	1.3
The Hits	11.3	10.0	1.3	3	9.2	9.1	0.1	11.0	10.2	0.8	10.7	11.6	-0.9	7.4	7.7	-0.3	10.9	8.1	2.8	8.5	7.5	1.0
The Sound	4.5	8.1	-3.6	8	8.1	11.2	-3.1	7.9	12.5	-4.6	6.8	10.3	-3.5	3.6	3.4	0.2	3.6	1.6	2.0	7.5	10.7	-3.2
ZM	5.7	8.0	-2.3	6	7.6	6.6	1.0	6.7	7.5	-0.8	5.4	7.3	-1.9	4.6	6.7	-2.1	6.9	21.8	-14.9	4.7	8.2	-3.5
MediaWorks Combo	42.6	38.1	4.5		54.7	52.3	2.4	52.3	53.0	-0.7	46.2	42.9	3.3	35.5	27.7	7.8	38.8	30.3	8.5	46.9	45.5	1.4
NZME Combo	50.0	56.5	-6.5		33.1	37.7	-4.6	35.1	38.5	-3.4	39.2	47.7	-8.5	47.8	62.2	-14.4	46.0	65.5	-19.5	37.9	42.2	-4.3

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

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

NZME Combo: Coast, Gold Sport (until S1 26), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui, iHeartCountry (from S2 26)

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TARANAKI COMMERCIAL RADIO - GfK SURVEY 3 2026

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

Survey Comparisons: 2/2026 - 3/2026

This Survey Period: Sun Aug 10 to Sat Nov 1 2025 & Sun Feb 8 to Sat May 2 & Sun May 10 to Sat Aug 1 & Sun Aug 9 to Sat Oct 31 2026
Last Survey Period: Sun May 11 to Sat Aug 2 & Sun Aug 10 to Sat Nov 1 2025 & Sun Feb 8 to Sat May 2 & Sun May 10 to Sat Aug 1 2026

	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	+/-
Breeze	9.5	10.0	-0.5	7	1.8	2.1	-0.3	2.3	2.9	-0.6	2.2	2.7	-0.5	3.7	4.3	-0.6	3.4	3.2	0.2	3.3	3.0	0.3	1.7	1.8	-0.1
Breeze Classic	15.6	12.6	3.0	4	3.1	1.8	1.3	2.4	1.3	1.1	1.9	1.0	0.9	2.6	1.6	1.0	3.6	3.2	0.4	6.6	6.3	0.3	1.4	0.6	0.8
Coast	6.2	6.2	0.0	11	0.2	*	*	0.2	*	*	0.2	*	*	1.1	0.9	0.2	2.7	2.5	0.2	3.6	3.9	-0.3	0.4	0.3	0.1
Edge	13.8	15.2	-1.4	5	4.4	2.9	1.5	7.2	8.4	-1.2	7.0	9.7	-2.7	8.3	11.1	-2.8	2.0	2.5	-0.5	1.0	1.2	-0.2	3.6	6.7	-3.1
Life FM	1.6	0.6	1.0	13	0.1	*	*	0.5	0.1	0.4	0.8	0.2	0.6	1.0	0.2	0.8	0.5	0.2	0.3	0.3	0.3	0.0	0.4	0.1	0.3
More FM	11.7	12.4	-0.7	6	2.8	2.6	0.2	3.6	5.2	-1.6	3.3	5.2	-1.9	4.9	6.9	-2.0	4.4	3.6	0.8	3.8	2.7	1.1	2.8	5.1	-2.3
Newstalk ZB	16.0	14.7	1.3	2	0.8	0.2	0.6	1.1	0.9	0.2	1.3	1.3	0.0	3.2	4.1	-0.9	6.4	7.0	-0.6	7.7	7.3	0.4	0.6	0.8	-0.2
Radio Hauraki	6.7	8.2	-1.5	10	1.4	1.2	0.2	1.8	2.0	-0.2	2.1	2.7	-0.6	4.1	4.7	-0.6	2.7	3.4	-0.7	1.2	2.2	-1.0	1.2	2.0	-0.8
Rhema	1.1	0.4	0.7	15	0.1	*	*	*	*	*	0.3	0.1	0.2	0.4	0.1	0.3	0.4	0.2	0.2	0.4	0.2	0.2	*	*	*
Rock	15.9	14.9	1.0	3	4.2	3.1	1.1	5.2	4.3	0.9	4.9	4.8	0.1	9.8	9.2	0.6	6.2	6.4	-0.2	1.7	2.5	-0.8	4.3	3.5	0.8
Sport Nation	1.3	0.8	0.5	14	0.6	0.1	0.5	0.7	0.2	0.5	0.3	0.1	0.2	0.3	0.3	0.0	*	0.2	*	0.2	0.3	-0.1	*	*	*
Te Korimako o Taranaki	2.9	1.3	1.6	12	0.5	0.1	0.4	1.4	0.8	0.6	1.6	0.9	0.7	2.2	1.0	1.2	0.7	0.3	0.4	0.2	0.2	0.0	0.8	0.6	0.2
The Hits	20.6	18.5	2.1	1	5.4	4.2	1.2	7.4	6.6	0.8	8.1	7.0	1.1	11.8	10.7	1.1	5.8	5.6	0.2	2.9	3.1	-0.2	5.5	5.1	0.4
The Sound	9.4	9.6	-0.2	8	0.7	1.3	-0.6	1.2	0.9	0.3	1.9	1.5	0.4	3.3	3.4	-0.1	4.2	4.6	-0.4	4.8	4.5	0.3	2.3	2.0	0.3
ZM	8.8	11.6	-2.8	9	1.8	2.6	-0.8	5.1	5.6	-0.5	5.0	5.9	-0.9	5.9	7.6	-1.7	1.3	1.9	-0.6	0.9	0.9	0.0	2.4	2.5	-0.1
MediaWorks Combo	55.8	53.8	2.0		11.4	8.8	2.6	14.9	14.3	0.6	14.8	16.1	-1.3	23.6	24.5	-0.9	17.8	17.8	0.0	16.2	16.4	-0.2	11.6	12.0	-0.4
NZME Combo	48.9	47.6	1.3		8.6	7.3	1.3	13.1	12.9	0.2	14.0	14.4	-0.4	21.2	22.2	-1.0	14.7	14.8	-0.1	13.0	12.9	0.1	8.9	8.7	0.2
All Commercial Radio	84.5	81.9	2.6		14.5	12.6	1.9	22.1	21.3	0.8	24.3	24.8	-0.5	37.3	37.3	0.0	25.9	26.3	-0.4	23.7	24.2	-0.5	17.0	16.9	0.1
Potential (000)	114.8	114.8	0.0		24.4	24.4	0.0	32.6	31.9	0.7	32.1	32.1	0.0	48.0	48.0	0.0	32.3	32.3	0.0	30.7	30.7	0.0	21.5	20.8	0.7
Sample	817	801	16		132	137	-5	227	194	33	229	206	23	320	299	21	204	198	6	272	258	14	161	152	9

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TARANAKI COMMERCIAL RADIO - GfK SURVEY 3 2026

Cumulative Audience (000's) by Daypart, People 10+
Survey Comparisons: 2/2026 - 3/2026

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	This	Last	+/-
Potential (000)	114.8	114.8	0.0
Sample Size	817	801	16

	Breakfast Mon-Fri 6am-9am				Morning Mon-Fri 9am-12md			Afternoon Mon-Fri 12md-4pm			Drive Mon-Fri 4pm-7pm			Night Mon-Fri 7pm-12mn			Mid Dawn Mon-Fri 12mn-6am			Weekend Sat-Sun 12mn-12mn		
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	4.5	3.9	0.6	8	4.1	3.9	0.2	5.5	5.5	0.0	3.5	3.4	0.1	1.8	1.3	0.5	0.6	0.3	0.3	5.5	6.4	-0.9
Breeze Classic	8.5	5.6	2.9	5	8.4	6.9	1.5	8.3	6.4	1.9	6.4	5.0	1.4	2.6	1.7	0.9	1.1	0.8	0.3	10.5	9.0	1.5
Coast	3.3	3.7	-0.4	11	3.6	3.8	-0.2	4.1	3.9	0.2	3.0	3.1	-0.1	1.0	0.8	0.2	0.4	0.6	-0.2	3.7	4.0	-0.3
Edge	8.6	11.1	-2.5	4	6.6	8.2	-1.6	7.2	7.7	-0.5	5.5	6.3	-0.8	2.2	3.1	-0.9	1.8	3.4	-1.6	6.1	5.3	0.8
Life FM	0.5	0.4	0.1	13	0.5	0.2	0.3	1.3	0.4	0.9	0.8	0.4	0.4	0.1	0.1	0.0	0.1	0.1	0.0	1.1	0.4	0.7
More FM	6.6	6.1	0.5	6	4.5	5.0	-0.5	6.2	6.8	-0.6	5.0	4.4	0.6	1.8	1.9	-0.1	0.9	1.4	-0.5	6.3	7.3	-1.0
Newstalk ZB	12.3	12.3	0.0	2	8.3	9.7	-1.4	7.5	8.2	-0.7	5.3	5.7	-0.4	5.4	5.0	0.4	5.3	4.4	0.9	10.2	8.6	1.6
Radio Hauraki	3.8	4.9	-1.1	10	3.9	5.8	-1.9	3.5	4.7	-1.2	3.2	3.9	-0.7	0.5	0.8	-0.3	0.5	0.2	0.3	4.6	5.0	-0.4
Rhema	0.4	*	*	14	0.6	0.1	0.5	0.7	0.4	0.3	0.4	0.1	0.3	0.1	*	*	*	*	*	0.4	0.1	0.3
Rock	9.1	7.1	2.0	3	8.7	8.5	0.2	8.7	9.2	-0.5	7.6	6.1	1.5	3.0	1.1	1.9	2.2	1.2	1.0	7.3	5.5	1.8
Sport Nation	0.2	0.2	0.0	15	0.2	0.5	-0.3	0.2	0.5	-0.3	0.5	0.2	0.3	0.2	0.1	0.1	0.1	0.1	0.0	0.8	0.7	0.1
Te Korimako o Taranaki	1.2	1.1	0.1	12	1.5	0.8	0.7	1.8	0.8	1.0	1.6	0.3	1.3	0.5	0.2	0.3	0.5	0.2	0.3	2.1	0.8	1.3
The Hits	12.4	11.6	0.8	1	10.4	9.3	1.1	13.4	12.6	0.8	7.8	8.4	-0.6	3.2	3.1	0.1	2.1	1.6	0.5	10.7	8.6	2.1
The Sound	4.4	5.2	-0.8	9	5.3	6.5	-1.2	5.4	6.2	-0.8	5.5	5.2	0.3	1.3	0.8	0.5	0.8	0.7	0.1	6.7	6.7	0.0
ZM	5.2	7.8	-2.6	7	5.4	5.4	0.0	5.8	5.5	0.3	4.4	5.6	-1.2	1.3	3.2	-1.9	1.6	2.1	-0.5	4.4	5.8	-1.4
MediaWorks Combo	35.5	32.5	3.0		34.0	35.0	-1.0	36.5	36.5	0.0	28.4	25.1	3.3	10.4	8.2	2.2	7.5	7.6	-0.1	35.9	33.0	2.9
NZME Combo	32.9	34.7	-1.8		29.0	30.0	-1.0	31.6	30.7	0.9	22.7	24.0	-1.3	11.4	12.7	-1.3	9.4	8.5	0.9	31.3	28.2	3.1
All Commercial Radio	63.3	63.2	0.1		58.0	57.6	0.4	61.4	60.7	0.7	51.2	47.3	3.9	23.1	21.7	1.4	16.4	15.7	0.7	62.9	56.4	6.5

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

NZME Combo: Coast, Gold Sport (until S1 26), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui, iHeartCountry (from S2 26)

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TARANAKI COMMERCIAL RADIO - GfK SURVEY 3 2026

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

Survey Comparisons: 2/2026 - 3/2026

This Survey Period: Sun Aug 10 to Sat Nov 1 2025 & Sun Feb 8 to Sat May 2 & Sun May 10 to Sat Aug 1 & Sun Aug 9 to Sat Oct 31 2026
Last Survey Period: Sun May 11 to Sat Aug 2 & Sun Aug 10 to Sat Nov 1 2025 & Sun Feb 8 to Sat May 2 & Sun May 10 to Sat Aug 1 2026

	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	+/-
Breeze	**6:21**	5:45	0:35	**4:35**	3:09	1:26	**3:59**	2:56	1:03	**4:26**	2:18	2:08	**5:01**	3:31	1:30	**6:58**	6:27	0:30	**9:45**	8:39	1:06	**7:20**	3:23	3:57
Breeze Classic	**8:39**	8:02	0:36	**7:06**	8:42	-1:35	**6:35**	5:07	1:27	**9:34**	7:42	1:52	**7:55**	6:02	1:52	**6:49**	7:43	-0:53	**9:00**	8:44	0:15	**6:02**	7:30	-1:27
Coast	**12:08**	11:31	0:36	**35:30**	*	*	**0:22**	0:15	0:07	**0:22**	0:15	0:07	**7:00**	9:52	-2:51	**8:39**	9:04	-0:25	**11:30**	11:32	-0:02	**3:33**	4:11	-0:38
Edge	**5:34**	5:14	0:20	**4:30**	4:03	0:27	**6:26**	6:13	0:12	**6:15**	5:41	0:33	**6:11**	5:41	0:29	**6:18**	5:03	1:14	**5:49**	4:03	1:46	**4:22**	3:44	0:37
Life FM	**7:09**	13:53	-6:44	**3:45**	3:45	0:00	**5:59**	1:45	4:14	**4:07**	1:16	2:50	**4:08**	1:16	2:51	**15:19**	21:59	-6:39	**21:26**	24:08	-2:41	**4:42**	1:45	2:57
More FM	**6:39**	4:51	1:48	**4:20**	2:43	1:36	**3:44**	3:21	0:22	**4:36**	3:21	1:15	**4:36**	3:29	1:07	**8:57**	6:29	2:28	**11:15**	9:58	1:16	**4:54**	3:42	1:12
Newstalk ZB	**11:55**	15:11	-3:16	**8:00**	6:27	1:32	**5:15**	5:47	-0:31	**5:38**	5:38	0:00	**6:53**	9:28	-2:35	**8:33**	12:07	-3:34	**10:36**	14:49	-4:12	**7:59**	8:54	-0:55
Radio Hauraki	**6:26**	7:55	-1:29	**8:26**	4:05	4:20	**7:53**	4:39	3:13	**4:37**	4:57	-0:20	**5:45**	5:35	0:09	**7:40**	11:25	-3:45	**6:51**	15:12	-8:20	**4:15**	4:22	-0:07
Rhema	**7:25**	5:17	2:08	**30:15**	30:15	0:00	*	*	*	**2:15**	2:15	0:00	**4:44**	2:15	2:29	**3:35**	0:53	2:42	**3:08**	0:53	2:15	*	*	*
Rock	**10:56**	9:38	1:17	**13:19**	8:27	4:51	**13:42**	13:55	-0:12	**8:33**	9:48	-1:15	**9:11**	9:16	-0:04	**9:23**	8:02	1:20	**10:47**	10:38	0:08	**9:19**	13:08	-3:49
Sport Nation	**4:29**	5:38	-1:09	**2:04**	2:30	-0:25	**2:16**	2:15	0:00	**1:58**	1:58	0:00	**1:58**	2:49	-0:50	*	3:15	*	**14:04**	11:03	3:01	*	*	*
Te Korimako o Taranaki	**10:50**	10:57	-0:07	**7:30**	5:15	2:15	**15:43**	14:45	0:58	**14:14**	13:20	0:53	**11:52**	12:14	-0:21	**5:28**	4:43	0:44	**8:12**	5:45	2:27	**6:29**	10:52	-4:22
The Hits	**6:40**	6:34	0:06	**7:09**	6:05	1:04	**6:30**	6:01	0:29	**6:19**	6:15	0:04	**6:56**	7:14	-0:18	**7:20**	7:13	0:06	**5:09**	5:22	-0:13	**7:08**	7:30	-0:21
The Sound	**9:44**	13:30	-3:45	**12:05**	14:41	-2:36	**4:37**	9:32	-4:55	**6:25**	8:19	-1:54	**6:10**	10:35	-4:25	**9:06**	13:56	-4:49	**11:43**	15:31	-3:47	**6:59**	13:36	-6:36
ZM	**9:23**	9:00	0:22	**6:29**	2:23	4:06	**9:21**	11:44	-2:22	**9:02**	10:46	-1:44	**8:43**	11:14	-2:31	**17:34**	16:46	0:48	**21:09**	13:35	7:33	**9:59**	6:27	3:31
MediaWorks Combo	**11:44**	10:58	0:46	**13:29**	10:25	3:04	**11:59**	11:24	0:34	**10:00**	9:42	0:17	**9:51**	9:59	-0:07	**11:16**	11:13	0:02	**13:31**	12:48	0:43	**9:32**	11:09	-1:36
NZME Combo	**11:08**	12:26	-1:17	**8:45**	5:14	3:30	**9:45**	9:32	0:12	**8:56**	9:01	-0:04	**9:20**	10:48	-1:27	**11:16**	14:52	-3:36	**12:50**	16:48	-3:58	**8:24**	8:20	0:03
All Commercial Radio	**16:13**	15:50	0:23	**16:52**	10:44	6:07	**16:31**	14:35	1:56	**13:47**	12:37	1:10	**13:51**	14:07	-0:15	**16:14**	18:16	-2:01	**18:53**	20:05	-1:12	**12:25**	13:08	-0:43
Potential (000)	**114.8**	114.8	0.0	**24.4**	24.4	0.0	**32.6**	31.9	0.7	**32.1**	32.1	0.0	**48.0**	48.0	0.0	**32.3**	32.3	0.0	**30.7**	30.7	0.0	**21.5**	20.8	0.7
Sample	**817**	801	16	**132**	137	-5	**227**	194	33	**229**	206	23	**320**	299	21	**204**	198	6	**272**	258	14	**161**	152	9

MediaWorks Combo: Breeze, Breeze Classic, Edge, More FM, Rock, The Sound, or internet only listening to George FM, Mai, Humm FM, Channel X
NZME Combo: Coast, Gold Sport (until S1 26), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui, iHeartCountry (from S2 26)

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TARANAKI COMMERCIAL RADIO - GfK SURVEY 3 2026

Average Time Spent Listening (hh:mm) by Daypart, People 10+
Survey Comparisons: 2/2026 - 3/2026

This Survey Period: Sun Aug 10 to Sat Nov 1 2025 & Sun Feb 8 to Sat May 2 & Sun May 10 to Sat Aug 1 & Sun Aug 9 to Sat Oct 31 2026
Last Survey Period: Sun May 11 to Sat Aug 2 & Sun Aug 10 to Sat Nov 1 2025 & Sun Feb 8 to Sat May 2 & Sun May 10 to Sat Aug 1 2026

	This	Last	+/-
Potential (000)	114.8	114.8	0.0
Sample Size	817	801	16

	Breakfast Mon-Fri 6am-9am			Morning Mon-Fri 9am-12md			Afternoon Mon-Fri 12md-4pm			Drive Mon-Fri 4pm-7pm			Night Mon-Fri 7pm-12mn			Mid Dawn Mon-Fri 12mn-6am			Weekend Sat-Sun 12mn-12mn		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	**2:38**	2:30	0:07	**2:49**	3:30	-0:41	**2:30**	2:26	0:03	**1:13**	1:14	-0:00	**1:50**	0:50	0:59	**2:13**	1:04	1:08	**2:39**	2:23	0:16
Breeze Classic	**2:32**	2:58	-0:26	**3:33**	3:31	0:01	**3:28**	3:05	0:23	**1:59**	1:42	0:16	**1:58**	1:57	0:01	**1:27**	1:20	0:07	**3:23**	3:03	0:20
Coast	**2:47**	2:28	0:18	**4:38**	4:10	0:28	**4:52**	4:41	0:11	**2:30**	1:52	0:38	**2:48**	6:44	-3:56	**0:28**	0:33	-0:04	**5:04**	4:23	0:41
Edge	**1:36**	1:32	0:03	**2:20**	1:30	0:50	**2:29**	2:11	0:18	**1:09**	1:23	-0:13	**1:36**	1:24	0:11	**3:04**	2:38	0:26	**2:25**	2:07	0:18
Life FM	**2:07**	2:06	0:00	**5:28**	5:45	-0:16	**2:48**	6:17	-3:29	**1:21**	1:16	0:04	**1:00**	14:15	-13:15	**0:30**	0:15	0:15	**2:27**	5:03	-2:35
More FM	**2:23**	2:17	0:05	**3:01**	2:13	0:47	**3:16**	2:14	1:01	**1:57**	1:09	0:48	**2:04**	1:10	0:53	**1:33**	1:01	0:32	**2:01**	1:30	0:31
Newstalk ZB	**5:43**	6:30	-0:46	**2:06**	2:49	-0:42	**2:30**	3:14	-0:43	**2:44**	3:03	-0:18	**3:24**	3:58	-0:33	**2:38**	3:45	-1:06	**3:39**	4:02	-0:22
Radio Hauraki	**2:34**	2:58	-0:23	**1:42**	2:19	-0:37	**2:53**	3:08	-0:14	**2:05**	2:42	-0:37	**0:42**	0:37	0:05	**0:45**	0:26	0:19	**2:00**	2:12	-0:12
Rhema	**0:49**	0:30	0:19	**2:07**	1:11	0:55	**1:30**	1:02	0:27	**0:24**	0:44	-0:20	**1:00**	*	*	*	*	*	**12:20**	18:32	-6:11
Rock	**3:58**	2:50	1:08	**4:41**	5:03	-0:21	**5:01**	5:38	-0:37	**2:24**	1:57	0:26	**1:02**	1:09	-0:06	**3:10**	0:56	2:14	**3:26**	2:34	0:52
Sport Nation	**0:58**	1:07	-0:08	**11:08**	4:13	6:54	**1:07**	1:11	-0:04	**1:56**	0:47	1:09	**1:07**	0:15	0:52	**1:45**	1:45	0:00	**2:57**	1:55	1:02
Te Korimako o Taranaki	**2:28**	3:36	-1:08	**2:59**	7:07	-4:08	**2:54**	2:56	-0:02	**0:57**	1:11	-0:14	**14:20**	0:59	13:20	**10:40**	1:00	9:40	**2:36**	1:47	0:48
The Hits	**2:29**	2:20	0:09	**2:16**	2:31	-0:15	**2:30**	2:24	0:05	**1:54**	1:40	0:14	**1:24**	1:19	0:05	**2:41**	2:23	0:18	**2:14**	2:08	0:06
The Sound	**2:50**	4:13	-1:23	**3:54**	4:29	-0:34	**4:22**	6:04	-1:42	**1:42**	2:24	-0:42	**1:40**	2:19	-0:39	**2:28**	1:08	1:20	**3:11**	3:53	-0:42
ZM	**2:59**	2:46	0:13	**3:37**	3:11	0:26	**3:31**	4:07	-0:35	**1:42**	1:35	0:06	**2:08**	1:08	0:59	**2:18**	4:57	-2:38	**3:01**	3:25	-0:23
MediaWorks Combo	**3:17**	3:11	0:06	**4:08**	3:53	0:14	**4:20**	4:20	0:00	**2:15**	2:03	0:11	**2:06**	1:50	0:16	**2:43**	1:55	0:48	**3:43**	3:22	0:21
NZME Combo	**4:09**	4:24	-0:15	**2:56**	3:16	-0:20	**3:21**	3:45	-0:23	**2:23**	2:24	-0:00	**2:35**	2:39	-0:03	**2:32**	3:43	-1:10	**3:27**	3:39	-0:11
All Commercial Radio	**4:19**	4:17	0:01	**4:26**	4:31	-0:05	**4:55**	4:55	0:00	**2:42**	2:33	0:09	**2:41**	2:29	0:11	**3:11**	3:04	0:07	**4:31**	4:19	0:12

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

NZME Combo: Coast, Gold Sport (until S1 26), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui, iHeartCountry (from S2 26)

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