TAURANGA 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	9.9	10.5	-0.6	3	3.7	3.5	0.2	7.9	8.4	-0.5	9.5	10.7	-1.2	8.8	9.8	-1.0	8.6	9.7	-1.1	10.4	11.9	-1.5	7.1	7.0	0.1
Breeze Classic	7.5	8.5	-1.0	5	0.7	0.6	0.1	0.6	0.5	0.1	0.4	0.5	-0.1	0.5	0.5	0.0	4.0	2.6	1.4	8.8	9.7	-0.9	0.2	1.5	-1.3
Channel X	7.9	8.2	-0.3	4	6.2	15.1	-8.9	4.7	8.6	-3.9	9.2	8.3	0.9	12.7	11.3	1.4	13.3	11.5	1.8	5.1	4.1	1.0	8.9	7.5	1.4
Coast	6.8	6.1	0.7	8	0.5	0.7	-0.2	0.4	0.4	0.0	1.0	0.9	0.1	2.1	1.9	0.2	8.4	8.0	0.4	12.2	12.2	0.0	6.6	5.2	1.4
Edge	4.3	3.3	1.0	10	12.7	6.8	5.9	5.9	5.6	0.3	4.6	4.6	0.0	3.6	3.7	-0.1	2.5	2.3	0.2	3.3	2.4	0.9	5.4	4.4	1.0
Flava	2.0	1.8	0.2	14	4.5	4.0	0.5	3.7	2.6	1.1	2.3	1.5	0.8	2.0	1.8	0.2	0.7	1.0	-0.3	1.6	1.5	0.1	3.6	3.6	0.0
George FM	1.4	1.4	0.0	15	2.4	2.5	-0.1	2.4	2.6	-0.2	1.3	1.5	-0.2	1.3	1.3	0.0	2.2	1.9	0.3	1.7	1.5	0.2	0.2	0.5	-0.3
iHeartCountry*	0.9	0.5	0.4	16	0.4	0.4	0.0	0.1	0.1	0.0	0.7	0.7	0.0	1.0	0.7	0.3	1.8	0.6	1.2	1.2	0.4	0.8	0.8	0.7	0.1
Life FM	0.9	0.9	0.0	16	1.2	1.3	-0.1	1.3	1.3	0.0	2.2	2.4	-0.2	1.5	1.7	-0.2	0.2	0.3	-0.1	0.3	0.1	0.2	2.3	1.6	0.7
Mai FM	3.3	5.0	-1.7	11	7.9	19.6	-11.7	8.9	15.5	-6.6	5.5	5.7	-0.2	4.8	4.6	0.2	2.1	1.8	0.3	0.7	0.7	0.0	6.2	5.8	0.4
Moana Radio	0.2	0.5	-0.3	19	*	*	*	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	0.1	0.1	0.0
More FM	3.0	3.5	-0.5	12	5.4	3.9	1.5	3.9	2.9	1.0	3.6	4.1	-0.5	4.3	5.2	-0.9	3.2	5.0	-1.8	1.2	2.1	-0.9	9.1	10.8	-1.7
Newstalk ZB	12.0	11.6	0.4	2	0.5	0.5	0.0	2.6	2.7	-0.1	3.3	4.7	-1.4	3.3	3.8	-0.5	16.2	15.0	1.2	23.4	21.9	1.5	5.8	9.0	-3.2
Radio Hauraki	2.7	2.8	-0.1	13	4.6	4.0	0.6	1.5	1.8	-0.3	3.2	3.6	-0.4	4.5	4.8	-0.3	3.4	3.7	-0.3	0.5	0.6	-0.1	4.0	3.9	0.1
Rhema	0.4	0.5	-0.1	18	0.2	0.3	-0.1	*	*	*	*	0.1	*	0.4	0.6	-0.2	0.5	0.8	-0.3	0.6	0.6	0.0	0.8	1.3	-0.5
Rock	13.9	13.1	0.8	1	17.8	13.7	4.1	32.3	28.1	4.2	26.9	26.5	0.4	26.0	25.8	0.2	11.8	12.0	-0.2	1.5	1.5	0.0	11.9	9.5	2.4
Sport Nation	0.2	0.2	0.0	19	0.4	0.3	0.1	0.3	0.3	0.0	0.3	0.3	0.0	0.3	0.3	0.0	0.1	0.2	-0.1	*	*	*	*	*	*
Tainui Live	*	*	*	*	0.1	0.1	0.0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
The Hits	6.2	6.1	0.1	9	6.7	5.3	1.4	6.0	3.4	2.6	9.0	8.0	1.0	7.5	6.8	0.7	5.5	7.3	-1.8	6.4	7.6	-1.2	7.1	6.8	0.3
The Sound	7.1	7.2	-0.1	6	9.9	7.4	2.5	2.7	2.9	-0.2	1.7	2.4	-0.7	3.4	4.0	-0.6	8.5	9.7	-1.2	13.3	14.3	-1.0	6.3	7.2	-0.9
ZM	7.1	5.9	1.2	6	11.3	7.6	3.7	14.5	11.4	3.1	14.7	12.5	2.2	11.2	10.1	1.1	3.9	3.8	0.1	2.6	2.0	0.6	13.1	12.2	0.9
MediaWorks Combo	58.2	60.6	-2.4		66.6	73.1	-6.5	69.3	75.0	-5.7	62.7	64.2	-1.5	65.3	66.3	-1.0	56.2	56.5	-0.3	46.1	48.2	-2.1	55.2	54.3	0.9
NZME Combo	37.5	34.7	2.8		28.5	22.5	6.0	28.7	22.5	6.2	34.3	31.9	2.4	31.7	29.9	1.8	39.8	39.3	0.5	47.9	46.1	1.8	41.0	41.5	-0.5
Potential (000)	200.4	200.4	0.0		40.1	40.1	0.0	59.5	59.2	0.3	59.6	59.6	0.0	86.2	86.2	0.0	53.1	53.1	0.0	50.6	50.6	0.0	38.1	39.3	-1.2
Sample	876	805	71		173	155	18	238	204	34	253	226	27	380	349	31	226	215	11	233	221	12	193	179	14

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 (until S1 26), iHeartCountry (from S2 26), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui

**iHeartCountry was rebranded from Gold Sport from May 4th 2026. S2 & S3 2026 include combined iHeartCountry / Gold Sport listening*

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TAURANGA 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)	200.4	200.4	0.0
Sample Size	876	805	71

	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	9.2	10.5	-1.3	3	9.4	9.6	-0.2	9.9	10.6	-0.7	8.8	10.3	-1.5	9.2	8.4	0.8	0.9	1.4	-0.5	12.5	12.7	-0.2
Breeze Classic	6.0	6.5	-0.5	7	7.9	9.2	-1.3	7.9	9.0	-1.1	5.8	6.9	-1.1	8.1	6.5	1.6	7.6	7.0	0.6	8.9	10.4	-1.5
Channel X	6.8	7.4	-0.6	5	10.9	11.2	-0.3	9.0	9.8	-0.8	8.1	7.9	0.2	8.1	7.2	0.9	5.0	3.9	1.1	5.1	4.8	0.3
Coast	5.9	5.0	0.9	8	8.8	8.0	0.8	6.1	6.1	0.0	6.1	5.4	0.7	2.0	1.8	0.2	0.2	1.0	-0.8	8.2	6.8	1.4
Edge	5.4	4.6	0.8	9	3.5	2.2	1.3	4.0	2.2	1.8	3.9	2.9	1.0	3.5	3.1	0.4	8.5	5.7	2.8	4.3	4.4	-0.1
Flava	2.0	2.2	-0.2	14	1.5	1.4	0.1	1.7	1.6	0.1	2.8	1.7	1.1	0.2	*	*	3.1	1.5	1.6	2.5	2.3	0.2
George FM	0.4	0.3	0.1	17	1.2	1.3	-0.1	1.5	1.5	0.0	2.8	3.4	-0.6	1.1	0.9	0.2	1.6	1.1	0.5	1.5	1.3	0.2
iHeartCountry*	0.4	0.4	0.0	17	1.1	0.4	0.7	1.4	0.7	0.7	0.8	0.2	0.6	0.4	0.3	0.1	*	*	*	0.7	0.8	-0.1
Life FM	1.4	1.5	-0.1	15	0.3	0.8	-0.5	0.8	0.9	-0.1	1.0	0.7	0.3	0.7	0.4	0.3	*	*	*	1.2	1.0	0.2
Mai FM	5.2	6.5	-1.3	10	2.2	5.0	-2.8	2.3	5.1	-2.8	4.4	6.0	-1.6	0.7	0.9	-0.2	3.9	11.6	-7.7	3.3	2.9	0.4
Moana Radio	0.7	0.7	0.0	16	*	0.3	*	0.2	0.7	-0.5	0.1	0.3	-0.2	0.9	0.9	0.0	*	*	*	0.1	0.4	-0.3
More FM	2.6	4.5	-1.9	13	3.4	4.1	-0.7	3.2	3.4	-0.2	2.7	2.2	0.5	1.2	1.4	-0.2	1.6	0.8	0.8	3.4	3.4	0.0
Newstalk ZB	16.7	14.4	2.3	1	9.8	9.0	0.8	11.3	9.8	1.5	9.9	10.8	-0.9	24.2	29.5	-5.3	23.0	23.6	-0.6	8.6	9.7	-1.1
Radio Hauraki	3.4	3.6	-0.2	12	2.0	2.2	-0.2	2.8	3.2	-0.4	3.7	3.5	0.2	2.2	1.9	0.3	4.3	2.8	1.5	1.9	1.7	0.2
Rhema	0.2	0.3	-0.1	19	0.3	0.3	0.0	0.3	0.4	-0.1	0.2	0.2	0.0	1.2	1.3	-0.1	1.2	1.9	-0.7	0.9	0.9	0.0
Rock	13.2	13.2	0.0	2	16.3	14.4	1.9	17.4	15.7	1.7	13.9	14.4	-0.5	13.7	12.2	1.5	11.2	9.4	1.8	8.5	8.6	-0.1
Sport Nation	*	*	*	*	0.4	0.5	-0.1	*	*	*	*	*	*	0.7	0.6	0.1	*	*	*	0.3	0.3	0.0
Tainui Live	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.1	0.1	0.0
The Hits	4.8	5.1	-0.3	11	5.2	5.5	-0.3	6.3	6.2	0.1	6.4	6.6	-0.2	13.2	12.7	0.5	6.5	3.8	2.7	6.9	6.0	0.9
The Sound	6.3	6.4	-0.1	6	7.7	7.7	0.0	5.9	6.3	-0.4	7.2	7.1	0.1	3.2	3.5	-0.3	5.1	5.1	0.0	9.4	9.5	-0.1
ZM	8.5	6.0	2.5	4	5.3	4.0	1.3	6.3	5.2	1.1	9.9	8.0	1.9	4.5	5.2	-0.7	15.9	19.2	-3.3	6.3	6.0	0.3
MediaWorks Combo	55.1	59.8	-4.7		62.6	64.7	-2.1	61.2	63.6	-2.4	57.6	61.1	-3.5	48.7	44.2	4.5	45.4	46.0	-0.6	56.7	58.1	-1.4
NZME Combo	41.7	36.7	5.0		33.6	30.5	3.1	35.9	32.8	3.1	39.6	36.3	3.3	46.7	51.5	-4.8	53.0	51.9	1.1	35.0	33.4	1.6

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 (until S1 26), iHeartCountry (from S2 26), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui

**iHeartCountry was rebranded from Gold Sport from May 4th 2026. S2 & S3 2026 include combined iHeartCountry / Gold Sport listening*

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TAURANGA 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
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	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	26.1	27.8	-1.7	3	2.3	3.3	-1.0	5.6	5.7	-0.1	7.3	7.8	-0.5	9.0	9.7	-0.7	7.8	8.8	-1.0	11.4	11.9	-0.5	3.6	4.6	-1.0
Breeze Classic	15.6	16.7	-1.1	10	0.6	0.6	0.0	1.0	1.1	-0.1	0.9	1.1	-0.2	1.5	1.9	-0.4	1.8	2.2	-0.4	6.2	7.0	-0.8	0.4	0.3	0.1
Channel X	20.4	21.4	-1.0	7	3.2	4.2	-1.0	6.5	6.8	-0.3	8.4	8.0	0.4	14.5	14.4	0.1	8.5	9.2	-0.7	2.7	2.9	-0.2	4.9	5.2	-0.3
Coast	14.8	14.9	-0.1	11	0.4	0.8	-0.4	1.2	1.4	-0.2	1.9	2.1	-0.2	3.0	2.8	0.2	4.9	5.2	-0.3	7.9	8.4	-0.5	2.3	2.3	0.0
Edge	23.7	22.6	1.1	4	7.0	6.7	0.3	10.8	10.5	0.3	10.1	9.8	0.3	12.0	11.4	0.6	4.9	4.4	0.5	4.8	4.5	0.3	5.0	4.6	0.4
Flava	7.0	6.0	1.0	14	1.9	1.8	0.1	4.1	3.2	0.9	3.8	2.9	0.9	4.8	4.0	0.8	1.0	1.1	-0.1	0.2	0.2	0.0	1.4	1.3	0.1
George FM	4.3	4.4	-0.1	16	1.2	1.5	-0.3	2.3	2.4	-0.1	1.7	1.6	0.1	2.4	2.2	0.2	1.4	1.3	0.1	0.7	0.7	0.0	0.2	0.4	-0.2
iHeartCountry*	2.5	2.7	-0.2	17	0.6	0.6	0.0	0.2	0.2	0.0	0.8	0.9	-0.1	1.3	1.2	0.1	0.9	0.8	0.1	0.5	0.7	-0.2	0.6	0.6	0.0
Life FM	5.1	5.1	0.0	15	1.1	1.2	-0.1	2.0	1.6	0.4	3.1	2.9	0.2	3.4	3.3	0.1	0.5	0.6	-0.1	0.4	0.3	0.1	1.9	1.8	0.1
Mai FM	15.7	16.7	-1.0	9	4.3	5.4	-1.1	10.2	11.6	-1.4	8.5	8.6	-0.1	9.9	9.7	0.2	2.9	2.6	0.3	1.5	1.5	0.0	5.0	5.0	0.0
Moana Radio	2.0	2.4	-0.4	19	*	*	*	0.5	0.8	-0.3	0.5	0.8	-0.3	0.5	0.8	-0.3	0.3	*	*	0.5	0.2	0.3	0.2	0.2	0.0
More FM	13.3	13.9	-0.6	13	3.1	3.1	0.0	6.1	5.2	0.9	5.5	4.8	0.7	7.2	7.0	0.2	3.1	4.6	-1.5	2.5	3.2	-0.7	4.1	4.9	-0.8
Newstalk ZB	26.3	27.4	-1.1	2	1.6	1.2	0.4	3.9	4.0	-0.1	4.7	5.0	-0.3	6.6	6.8	-0.2	10.0	10.1	-0.1	12.9	12.7	0.2	3.4	4.3	-0.9
Radio Hauraki	13.5	12.8	0.7	12	3.9	3.9	0.0	3.8	3.0	0.8	5.1	4.2	0.9	8.1	7.1	1.0	4.2	4.6	-0.4	1.5	1.9	-0.4	3.1	3.4	-0.3
Rhema	2.1	3.1	-1.0	18	0.3	0.5	-0.2	*	*	*	*	0.2	*	0.3	0.8	-0.5	0.7	1.0	-0.3	1.1	1.6	-0.5	0.2	0.7	-0.5
Rock	22.5	22.2	0.3	5	4.4	4.3	0.1	9.7	9.0	0.7	10.9	10.3	0.6	15.3	15.2	0.1	6.9	7.2	-0.3	2.9	2.6	0.3	4.7	4.3	0.4
Sport Nation	1.0	0.9	0.1	20	0.5	0.4	0.1	0.2	0.2	0.0	0.2	0.2	0.0	0.4	0.5	-0.1	0.2	0.3	-0.1	0.2	*	*	*	*	*
Tainui Live	0.2	0.2	0.0	21	0.2	0.2	0.0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
The Hits	21.4	20.9	0.5	6	4.9	4.7	0.2	8.4	6.4	2.0	9.5	8.4	1.1	11.4	10.5	0.9	4.9	5.8	-0.9	5.1	5.3	-0.2	5.0	5.5	-0.5
The Sound	18.4	18.0	0.4	8	2.7	2.3	0.4	3.6	3.8	-0.2	3.7	3.8	-0.1	6.0	6.4	-0.4	6.4	6.7	-0.3	9.3	9.0	0.3	2.7	3.2	-0.5
ZM	26.9	27.1	-0.2	1	6.4	6.6	-0.2	14.7	14.3	0.4	14.8	14.6	0.2	17.1	17.2	-0.1	4.5	4.8	-0.3	3.5	3.4	0.1	8.7	9.3	-0.6
MediaWorks Combo	109.0	112.9	-3.9		17.9	19.9	-2.0	34.0	34.8	-0.8	36.2	36.2	0.0	50.8	51.3	-0.5	30.9	33.5	-2.6	30.3	32.1	-1.8	21.6	22.8	-1.2
NZME Combo	83.5	82.6	0.9		14.6	14.7	-0.1	24.2	21.7	2.5	27.5	25.1	2.4	37.1	34.6	2.5	24.2	24.7	-0.5	24.5	24.4	0.1	20.5	20.8	-0.3
All Commercial Radio	149.5	153.3	-3.8		26.3	27.9	-1.6	43.0	42.7	0.3	46.3	45.7	0.6	65.8	65.5	0.3	41.6	43.1	-1.5	42.2	43.2	-1.0	31.7	33.1	-1.4
Potential (000)	200.4	200.4	0.0		40.1	40.1	0.0	59.5	59.2	0.3	59.6	59.6	0.0	86.2	86.2	0.0	53.1	53.1	0.0	50.6	50.6	0.0	38.1	39.3	-1.2
Sample	876	805	71		173	155	18	238	204	34	253	226	27	380	349	31	226	215	11	233	221	12	193	179	14

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 (until S1 26), iHeartCountry (from S2 26), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui

**iHeartCountry was rebranded from Gold Sport from May 4th 2026. S2 & S3 2026 include combined iHeartCountry / Gold Sport listening*

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TAURANGA COMMERCIAL RADIO - GfK SURVEY 3 2026

Cumulative Audience (000's) 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)	200.4	200.4	0.0
Sample Size	876	805	71

	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	12.6	14.9	-2.3	4	13.1	13.0	0.1	13.1	13.7	-0.6	9.4	11.7	-2.3	4.0	4.7	-0.7	0.8	1.3	-0.5	17.1	17.0	0.1
Breeze Classic	7.5	8.4	-0.9	11	9.5	10.7	-1.2	9.0	9.7	-0.7	7.4	8.3	-0.9	2.8	2.1	0.7	1.2	1.1	0.1	12.5	14.1	-1.6
Channel X	10.8	11.6	-0.8	6	9.9	10.2	-0.3	11.0	12.4	-1.4	10.9	11.7	-0.8	3.2	3.3	-0.1	1.2	1.1	0.1	10.3	10.9	-0.6
Coast	8.0	7.5	0.5	10	7.9	7.9	0.0	7.9	7.3	0.6	7.3	6.6	0.7	1.9	1.6	0.3	0.3	0.5	-0.2	9.2	8.5	0.7
Edge	11.8	11.0	0.8	5	8.9	7.9	1.0	9.8	8.3	1.5	6.6	6.2	0.4	2.6	3.1	-0.5	3.0	3.1	-0.1	12.9	13.0	-0.1
Flava	3.1	3.3	-0.2	15	2.3	2.3	0.0	2.5	2.6	-0.1	3.8	3.0	0.8	0.4	0.1	0.3	0.8	0.3	0.5	3.6	3.6	0.0
George FM	1.6	1.3	0.3	16	2.1	2.4	-0.3	1.9	2.1	-0.2	2.6	2.7	-0.1	1.0	0.9	0.1	0.8	0.7	0.1	2.0	1.9	0.1
iHeartCountry*	1.2	1.0	0.2	18	1.4	1.1	0.3	1.6	1.6	0.0	1.6	1.1	0.5	0.2	0.2	0.0	*	*	*	1.0	1.5	-0.5
Life FM	3.4	3.2	0.2	14	1.2	1.4	-0.2	2.0	1.6	0.4	1.9	1.7	0.2	0.4	0.3	0.1	*	*	*	3.0	2.6	0.4
Mai FM	9.4	10.5	-1.1	9	5.8	6.5	-0.7	5.6	6.7	-1.1	7.0	8.8	-1.8	0.5	0.7	-0.2	1.2	1.7	-0.5	9.7	10.0	-0.3
Moana Radio	1.5	1.7	-0.2	17	*	0.2	*	0.8	1.1	-0.3	0.9	1.5	-0.6	0.6	0.7	-0.1	*	*	*	0.5	0.4	0.1
More FM	6.6	7.7	-1.1	13	5.5	6.9	-1.4	7.8	7.9	-0.1	4.1	4.2	-0.1	0.7	0.9	-0.2	0.8	0.8	0.0	6.5	8.3	-1.8
Newstalk ZB	17.0	17.0	0.0	1	9.9	10.0	-0.1	14.5	14.8	-0.3	12.8	12.6	0.2	5.9	7.9	-2.0	3.8	3.8	0.0	14.2	17.3	-3.1
Radio Hauraki	6.7	6.9	-0.2	12	4.4	5.0	-0.6	4.9	4.9	0.0	6.5	6.4	0.1	1.1	1.1	0.0	1.1	1.0	0.1	6.1	4.8	1.3
Rhema	0.6	0.9	-0.3	19	0.8	1.5	-0.7	0.9	1.6	-0.7	0.6	0.7	-0.1	0.7	1.0	-0.3	0.7	0.9	-0.2	1.2	0.9	0.3
Rock	14.6	15.0	-0.4	3	11.7	12.1	-0.4	15.8	15.9	-0.1	12.1	11.7	0.4	4.8	5.2	-0.4	3.0	3.1	-0.1	10.8	11.5	-0.7
Sport Nation	*	*	*	*	0.4	0.5	-0.1	0.2	*	*	*	*	*	0.7	0.7	0.0	*	*	*	0.7	0.7	0.0
Tainui Live	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.2	0.2	0.0
The Hits	9.5	9.8	-0.3	8	8.2	9.3	-1.1	10.0	11.1	-1.1	10.2	9.7	0.5	3.8	3.4	0.4	1.4	1.5	-0.1	10.6	10.5	0.1
The Sound	10.3	9.9	0.4	7	8.7	8.5	0.2	7.9	7.5	0.4	8.2	8.2	0.0	3.2	3.7	-0.5	1.7	1.7	0.0	10.7	10.9	-0.2
ZM	16.2	14.3	1.9	2	12.3	12.0	0.3	14.3	13.7	0.6	14.5	13.7	0.8	4.9	5.7	-0.8	4.8	5.1	-0.3	12.9	12.8	0.1
MediaWorks Combo	68.2	72.2	-4.0		60.9	63.1	-2.2	67.3	71.3	-4.0	55.8	59.9	-4.1	20.5	21.4	-0.9	11.9	11.9	0.0	73.6	77.6	-4.0
NZME Combo	54.1	52.2	1.9		42.1	41.7	0.4	48.2	47.4	0.8	47.5	44.3	3.2	16.3	18.3	-2.0	11.8	11.8	0.0	52.1	53.4	-1.3
All Commercial Radio	108.5	110.1	-1.6		90.9	93.8	-2.9	99.6	102.2	-2.6	93.7	95.5	-1.8	37.3	41.1	-3.8	21.8	21.4	0.4	111.9	116.9	-5.0

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 (until S1 26), iHeartCountry (from S2 26), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui

**iHeartCountry was rebranded from Gold Sport from May 4th 2026. S2 & S3 2026 include combined iHeartCountry / Gold Sport listening*

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TAURANGA 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	**7:54**	8:19	-0:24	**4:21**	3:25	0:55	**7:39**	8:44	-1:05	**7:32**	8:10	-0:37	**8:42**	9:14	-0:31	**7:50**	7:47	0:02	**6:13**	6:53	-0:40	**7:05**	6:01	1:03
Breeze Classic	**10:03**	11:12	-1:09	**3:09**	2:45	0:24	**3:11**	2:21	0:49	**2:59**	2:21	0:37	**2:51**	2:29	0:22	**15:20**	8:10	7:09	**9:37**	9:27	0:09	**1:45**	21:19	-19:33
Channel X	**8:07**	8:21	-0:14	**5:17**	11:28	-6:10	**3:54**	7:26	-3:32	**6:24**	6:13	0:11	**7:50**	7:10	0:39	**11:02**	8:50	2:11	**12:57**	9:42	3:15	**6:40**	5:46	0:53
Coast	**9:31**	9:00	0:30	**3:04**	3:00	0:04	**1:50**	1:54	-0:03	**3:01**	2:43	0:17	**6:24**	6:15	0:09	**12:13**	10:58	1:14	**10:34**	9:55	0:38	**10:24**	8:55	1:29
Edge	**3:45**	3:11	0:34	**4:51**	3:14	1:37	**2:57**	3:10	-0:13	**2:37**	2:49	-0:11	**2:41**	2:59	-0:17	**3:36**	3:39	-0:03	**4:46**	3:36	1:10	**3:56**	3:44	0:11
Flava	**5:56**	6:32	-0:36	**6:19**	7:10	-0:50	**4:53**	4:50	0:03	**3:31**	3:09	0:22	**3:47**	3:58	-0:11	**4:48**	6:01	-1:12	**52:30**	52:30	0:00	**9:11**	10:55	-1:43
George FM	**6:44**	6:56	-0:12	**5:21**	5:24	-0:03	**5:33**	6:34	-1:00	**4:19**	5:29	-1:09	**4:40**	5:30	-0:50	**10:44**	10:30	0:13	**16:10**	15:12	0:58	**3:16**	5:12	-1:56
iHeartCountry*	**7:25**	4:06	3:18	**1:35**	2:08	-0:33	**3:37**	3:37	0:00	**4:59**	4:51	0:08	**7:10**	5:25	1:44	**15:00**	5:12	9:48	**15:09**	3:45	11:23	**5:11**	5:02	0:09
Life FM	**3:49**	4:03	-0:14	**2:55**	3:28	-0:32	**3:28**	4:49	-1:21	**4:03**	4:50	-0:46	**4:00**	4:41	-0:40	**3:10**	3:10	0:00	**6:16**	2:21	3:54	**4:27**	3:26	1:00
Mai FM	**4:21**	6:34	-2:12	**4:58**	11:26	-6:28	**4:43**	7:53	-3:09	**3:47**	3:56	-0:09	**4:18**	4:22	-0:04	**5:08**	5:04	0:04	**3:02**	3:01	0:00	**4:30**	4:34	-0:03
Moana Radio	**2:34**	4:31	-1:56	*	*	*	**1:00**	0:56	0:03	**1:00**	0:56	0:03	**1:00**	0:56	0:03	**2:30**	*	*	**2:17**	2:00	0:17	**2:00**	2:00	0:00
More FM	**4:43**	5:31	-0:48	**4:38**	3:59	0:39	**3:31**	3:18	0:13	**3:51**	5:11	-1:19	**5:21**	6:50	-1:28	**7:28**	7:43	-0:14	**3:12**	4:34	-1:21	**8:07**	8:38	-0:30
Newstalk ZB	**9:30**	9:17	0:13	**0:53**	1:24	-0:31	**3:33**	4:02	-0:29	**4:07**	5:31	-1:24	**4:28**	5:04	-0:35	**11:28**	10:30	0:58	**12:21**	11:49	0:32	**6:12**	8:11	-1:59
Radio Hauraki	**4:10**	4:43	-0:33	**3:09**	3:16	-0:07	**2:05**	3:30	-1:25	**3:43**	5:02	-1:18	**5:00**	6:11	-1:10	**5:43**	5:40	0:03	**2:16**	2:08	0:07	**4:44**	4:29	0:14
Rhema	**4:24**	3:35	0:48	**2:15**	1:39	0:35	*	*	*	*	2:00	*	**11:04**	6:55	4:08	**5:08**	5:18	-0:10	**3:50**	2:43	1:07	**14:30**	7:12	7:17
Rock	**12:52**	13:02	-0:10	**10:58**	10:04	0:53	**18:09**	18:28	-0:19	**14:26**	15:24	-0:58	**15:07**	15:27	-0:20	**12:07**	11:52	0:14	**3:40**	3:54	-0:13	**9:19**	8:48	0:31
Sport Nation	**3:35**	4:30	-0:54	**2:00**	2:00	0:00	**9:45**	9:45	0:00	**9:45**	9:45	0:00	**6:36**	6:44	-0:08	**4:15**	4:15	0:00	**1:00**	*	*	*	*	*
Tainui Live	**1:15**	1:15	0:00	**1:15**	1:15	0:00	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
The Hits	**6:01**	6:23	-0:22	**3:40**	3:34	0:05	**3:52**	3:06	0:45	**5:29**	5:41	-0:11	**5:52**	5:55	-0:03	**8:04**	8:48	-0:43	**8:38**	9:52	-1:14	**5:12**	4:53	0:18
The Sound	**8:05**	8:49	-0:43	**9:45**	10:16	-0:31	**4:02**	4:25	-0:23	**2:45**	3:49	-1:04	**5:01**	5:39	-0:38	**9:30**	10:17	-0:46	**9:48**	10:58	-1:10	**8:32**	8:45	-0:12
ZM	**5:29**	4:46	0:42	**4:47**	3:41	1:06	**5:21**	4:41	0:40	**5:46**	5:06	0:40	**5:51**	5:20	0:30	**6:03**	5:36	0:27	**5:00**	4:02	0:58	**5:30**	5:09	0:20
MediaWorks Combo	**11:09**	11:48	-0:38	**10:00**	11:43	-1:42	**11:04**	12:46	-1:41	**10:07**	10:36	-0:28	**11:29**	11:47	-0:18	**12:53**	11:56	0:57	**10:22**	10:17	0:04	**9:21**	9:24	-0:02
NZME Combo	**9:22**	9:13	0:09	**5:15**	4:53	0:22	**6:25**	6:06	0:18	**7:16**	7:35	-0:18	**7:38**	7:51	-0:13	**11:39**	11:16	0:22	**13:19**	12:59	0:19	**7:18**	7:50	-0:31
All Commercial Radio	**13:58**	14:20	-0:22	**10:14**	11:25	-1:10	**12:37**	13:52	-1:14	**12:36**	13:05	-0:28	**13:34**	13:54	-0:19	**17:01**	16:25	0:36	**16:10**	15:53	0:17	**11:30**	11:55	-0:24
Potential (000)	**200.4**	200.4	0.0	**40.1**	40.1	0.0	**59.5**	59.2	0.3	**59.6**	59.6	0.0	**86.2**	86.2	0.0	**53.1**	53.1	0.0	**50.6**	50.6	0.0	**38.1**	39.3	-1.2
Sample	**876**	805	71	**173**	155	18	**238**	204	34	**253**	226	27	**380**	349	31	**226**	215	11	**233**	221	12	**193**	179	14

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 (until S1 26), iHeartCountry (from S2 26), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui

**iHeartCountry was rebranded from Gold Sport from May 4th 2026. S2 & S3 2026 include combined iHeartCountry / Gold Sport listening*

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TAURANGA 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)	200.4	200.4	0.0
Sample Size	876	805	71

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

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 (until S1 26), iHeartCountry (from S2 26), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui

**iHeartCountry was rebranded from Gold Sport from May 4th 2026. S2 & S3 2026 include combined iHeartCountry / Gold Sport listening*

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