



TARANAKI COMMERCIAL RADIO - SURVEY 1 2025

Station Share (%) by Demographic, Mon-Sun 12mn-12mn
Survey Comparisons: 3/2024 - 1/2025

This Survey Period: Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 & Sun Aug 11 to Sat Nov 2 2024 & Sun Feb 9 to Sat May 3 2025
Last Survev Period: Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat Mav 4 & Sun May 12 to Sat Aug 3 2024 & Sun Aug 11 to Sat Nov 2 2024

	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	5.6	5.7	-0.1	8	1.9	0.9	1.0	4.9	7.0	-2.1	5.0	7.3	-2.3	3.9	4.7	-0.8	7.8	6.5	1.3	9.4	9.3	0.1	2.3	3.1	-0.8
Coast	5.4	5.0	0.4	9	1.6	1.9	-0.3	3.5	2.1	1.4	3.5	2.0	1.5	4.1	3.0	1.1	6.0	4.9	1.1	8.2	7.9	0.3	3.2	3.0	0.2
Edge	5.9	6.6	-0.7	7	16.5	17.3	-0.8	9.6	12.7	-3.1	9.1	12.8	-3.7	7.7	9.7	-2.0	4.1	3.6	0.5	1.5	0.5	1.0	12.4	16.9	-4.5
Gold Sport	0.2	0.1	0.1	17	0.5	0.3	0.2	0.1	0.2	-0.1	0.1	0.1	0.0	0.1	0.1	0.0	0.3	*	*	0.3	*	*	*	*	*
Life FM	0.7	0.9	-0.2	14	*	*	*	*	*	*	0.4	0.4	0.0	0.4	0.4	0.0	1.4	1.7	-0.3	1.4	2.1	-0.7	*	*	*
Magic	11.2	10.3	0.9	3	1.6	1.1	0.5	2.3	0.8	1.5	4.4	1.6	2.8	3.8	2.2	1.6	10.6	9.3	1.3	18.1	17.8	0.3	4.3	4.0	0.3
More FM	10.0	9.6	0.4	4	19.3	14.7	4.6	5.0	6.0	-1.0	8.1	9.6	-1.5	8.5	10.3	-1.8	8.6	9.8	-1.2	10.5	9.2	1.3	12.4	14.5	-2.1
Newstalk ZB	13.2	13.2	0.0	1	1.4	1.9	-0.5	3.1	2.3	0.8	3.5	3.3	0.2	4.2	4.9	-0.7	8.9	9.9	-1.0	17.8	19.2	-1.4	2.8	1.2	1.6
Radio Hauraki	2.2	1.9	0.3	11	1.6	1.3	0.3	5.7	5.5	0.2	4.7	5.1	-0.4	3.9	3.2	0.7	1.9	1.1	0.8	0.9	0.9	0.0	4.6	2.8	1.8
Rhema	0.4	0.4	0.0	16	*	*	*	*	*	*	*	*	*	*	*	*	0.2	0.3	-0.1	1.0	1.1	-0.1	1.4	1.2	0.2
Rock	11.9	15.1	-3.2	2	17.7	18.4	-0.7	21.2	30.5	-9.3	14.0	23.9	-9.9	19.2	25.3	-6.1	16.0	17.4	-1.4	4.6	4.4	0.2	12.9	10.6	2.3
Sanctuary**	0.5	0.1	0.4	15	*	*	*	*	*	*	*	*	*	*	*	*	0.1	0.2	-0.1	0.3	0.5	-0.2	*	*	*
Sport Nation*	0.8	0.9	-0.1	13	*	*	*	0.7	0.6	0.1	1.1	0.8	0.3	1.3	1.4	-0.1	0.7	1.3	-0.6	0.5	0.5	0.0	0.3	0.3	0.0
Te Korimako o Taranaki	1.7	2.3	-0.6	12	2.1	2.4	-0.3	1.2	1.3	-0.1	2.8	2.1	0.7	1.9	1.6	0.3	1.3	2.8	-1.5	2.0	4.0	-2.0	1.1	2.3	-1.2
The Hits	9.6	8.6	1.0	5	12.7	15.3	-2.6	17.1	10.0	7.1	15.8	10.2	5.6	13.4	9.8	3.6	8.5	7.9	0.6	6.6	6.2	0.4	14.6	13.9	0.7
The Sound	7.7	6.6	1.1	6	15.2	12.9	2.3	1.2	1.0	0.2	1.6	1.9	-0.3	5.7	5.0	0.7	10.6	8.1	2.5	9.3	8.4	0.9	4.8	3.5	1.3
ZM	5.4	4.7	0.7	9	5.4	7.6	-2.2	15.1	9.2	5.9	13.1	7.6	5.5	10.5	7.6	2.9	4.4	4.9	-0.5	1.1	1.1	0.0	11.1	8.8	2.3
MediaWorks Combo	53.9	55.9	-2.0		73.6	66.4	7.2	48.1	62.8	-14.7	46.5	62.6	-16.1	51.5	61.0	-9.5	58.1	56.1	2.0	53.7	50.0	3.7	52.5	57.6	-5.1
NZME Combo	36.3	33.8	2.5		23.2	29.2	-6.0	44.9	30.0	14.9	41.0	28.7	12.3	36.3	28.7	7.6	30.4	29.1	1.3	35.5	35.7	-0.2	36.4	29.7	6.7
Potential (000)	114.8	112.2	2.6		24.2	23.6	0.6	32.0	32.6	-0.6	32.1	31.6	0.5	48.3	47.8	0.5	32.9	32.8	0.1	31.0	30.1	0.9	20.2	21.2	-1.0
Sample	1,009	940	69		174	163	11	237	239	-2	246	235	11	371	351	20	291	271	20	328	302	26	176	166	10

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

MediaWorks Combo: Breeze, Edge, More FM, Rock, The Sound, Magic, or internet only listening to George FM, Mai, Humm FM, Channel X (from S2 2024)

NZME Combo: Coast, Gold Sport, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui

*SENZ rebranded to Sport Nation from Nov 19th 2024, **Star rebranded to Sanctuary from S1 2025



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Station Share (%) by Daypart, People 10+
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	This	Last	+/-
Potential (000)	114.8	112.2	2.6
Sample Size	1,009	940	69

	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	+/-
Breeze	4.3	4.7	-0.4	9	5.6	6.4	-0.8	5.8	6.2	-0.4	6.1	5.4	0.7	6.4	3.3	3.1	5.3	5.2	0.1	6.2	6.1	0.1
Coast	4.1	2.8	1.3	10	4.7	4.9	-0.2	5.5	5.4	0.1	6.3	4.5	1.8	5.7	6.4	-0.7	4.9	5.5	-0.6	6.5	6.9	-0.4
Edge	5.9	6.6	-0.7	7	6.3	6.5	-0.2	7.1	7.4	-0.3	5.0	5.5	-0.5	5.0	6.7	-1.7	1.2	1.8	-0.6	5.7	7.2	-1.5
Gold Sport	0.5	0.1	0.4	14	0.1	0.1	0.0	0.2	0.1	0.1	*	0.1	*	0.2	*	*	*	*	*	0.3	0.1	0.2
Life FM	0.8	0.8	0.0	13	0.6	0.9	-0.3	0.4	0.6	-0.2	1.4	1.5	-0.1	0.3	0.4	-0.1	*	*	*	0.8	1.0	-0.2
Magic	9.4	9.8	-0.4	4	11.6	10.7	0.9	9.2	7.6	1.6	11.3	10.1	1.2	14.6	13.7	0.9	5.7	4.0	1.7	14.4	13.6	0.8
More FM	13.0	11.0	2.0	2	11.1	9.6	1.5	9.4	9.6	-0.2	9.9	10.5	-0.6	1.6	2.3	-0.7	5.1	6.2	-1.1	9.9	9.5	0.4
Newstalk ZB	17.3	17.7	-0.4	1	8.5	9.0	-0.5	5.9	6.5	-0.6	12.4	12.2	0.2	29.3	35.6	-6.3	37.2	34.1	3.1	14.7	13.6	1.1
Radio Hauraki	2.2	2.0	0.2	11	2.2	1.6	0.6	2.8	2.4	0.4	3.1	3.4	-0.3	1.6	1.7	-0.1	0.3	0.4	-0.1	1.3	1.1	0.2
Rhema	0.3	0.3	0.0	16	0.3	0.3	0.0	0.4	0.4	0.0	0.3	0.2	0.1	0.4	0.5	-0.1	0.5	0.5	0.0	0.7	0.8	-0.1
Rock	11.9	15.6	-3.7	3	15.4	18.6	-3.2	14.8	17.9	-3.1	10.8	14.5	-3.7	3.9	3.7	0.2	12.3	20.1	-7.8	8.0	10.1	-2.1
Sanctuary**	0.3	0.1	0.2	16	0.5	0.3	0.2	0.5	0.3	0.2	0.5	0.1	0.4	1.1	*	*	0.9	*	*	0.4	*	*
Sport Nation*	0.4	0.2	0.2	15	0.8	1.1	-0.3	1.2	1.5	-0.3	0.9	1.1	-0.2	0.7	1.0	-0.3	1.4	1.2	0.2	0.5	0.6	-0.1
Te Korimako o Taranaki	1.4	1.7	-0.3	12	2.0	2.6	-0.6	1.3	2.0	-0.7	1.1	1.9	-0.8	1.2	0.8	0.4	*	2.0	*	2.9	3.5	-0.6
The Hits	8.6	8.1	0.5	5	10.4	8.2	2.2	12.1	9.0	3.1	10.0	9.9	0.1	7.9	10.0	-2.1	5.5	6.8	-1.3	8.2	8.1	0.1
The Sound	4.6	4.7	-0.1	8	7.6	6.7	0.9	10.7	8.5	2.2	6.9	5.9	1.0	6.8	5.9	0.9	3.2	3.4	-0.2	8.7	7.2	1.5
ZM	8.4	5.8	2.6	6	3.2	4.2	-1.0	4.6	5.4	-0.8	8.0	5.9	2.1	3.7	3.0	0.7	7.6	3.9	3.7	4.3	3.1	1.2
MediaWorks Combo	50.8	55.2	-4.4		58.6	59.2	-0.6	58.5	59.1	-0.6	51.7	54.7	-3.0	39.8	36.6	3.2	34.6	43.6	-9.0	54.7	56.1	-1.4
NZME Combo	41.2	36.8	4.4		29.3	28.1	1.2	31.4	29.2	2.2	40.0	36.0	4.0	48.7	57.8	-9.1	55.5	50.7	4.8	35.7	33.0	2.7

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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	11.4	9.0	2.4	8	1.0	0.4	0.6	2.6	2.8	-0.2	3.1	2.9	0.2	5.0	4.3	0.7	4.9	3.5	1.4	4.4	3.4	1.0	1.6	1.4	0.2
Coast	8.3	6.8	1.5	10	0.7	0.5	0.2	1.8	0.9	0.9	1.6	0.8	0.8	3.1	2.0	1.1	3.3	2.6	0.7	3.6	3.2	0.4	1.0	1.0	0.0
Edge	15.3	17.8	-2.5	5	5.8	6.1	-0.3	6.6	7.7	-1.1	6.2	7.6	-1.4	8.3	10.8	-2.5	3.1	3.8	-0.7	1.2	0.8	0.4	4.9	6.9	-2.0
Gold Sport	0.5	0.3	0.2	16	0.2	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.2	0.1	0.1	0.3	0.2	0.1	*	*	*
Life FM	1.4	1.6	-0.2	14	*	0.1	*	*	*	*	0.2	0.2	0.0	0.4	0.3	0.1	1.0	1.0	0.0	0.8	1.0	-0.2	*	*	*
Magic	13.4	11.6	1.8	6	1.5	1.0	0.5	1.3	0.9	0.4	1.5	0.8	0.7	2.2	1.4	0.8	4.2	3.7	0.5	6.3	5.7	0.6	1.3	1.0	0.3
More FM	17.9	16.8	1.1	3	4.2	3.8	0.4	4.3	4.8	-0.5	5.0	5.7	-0.7	7.8	8.8	-1.0	5.8	5.6	0.2	5.4	3.9	1.5	4.2	4.4	-0.2
Newstalk ZB	15.9	13.3	2.6	4	0.8	0.8	0.0	2.4	1.8	0.6	2.5	2.1	0.4	3.5	3.2	0.3	4.5	3.8	0.7	7.0	5.4	1.6	0.7	0.6	0.1
Radio Hauraki	6.7	5.7	1.0	11	0.4	0.5	-0.1	3.9	2.8	1.1	4.0	3.1	0.9	4.9	4.1	0.8	1.8	1.7	0.1	1.3	1.0	0.3	2.4	2.0	0.4
Rhema	1.0	1.0	0.0	15	*	*	*	*	*	*	*	*	*	*	*	*	0.4	0.5	-0.1	0.5	0.6	-0.1	0.1	0.1	0.0
Rock	19.6	20.5	-0.9	2	6.0	4.9	1.1	6.9	8.2	-1.3	6.3	7.5	-1.2	10.5	12.4	-1.9	6.5	7.5	-1.0	2.8	2.9	-0.1	2.9	3.4	-0.5
Sanctuary**	0.2	0.2	0.0	17	*	*	*	*	*	*	*	*	*	*	*	*	0.1	0.2	-0.1	0.1	0.2	-0.1	*	*	*
Sport Nation*	1.9	2.0	-0.1	13	*	*	*	0.5	0.3	0.2	0.7	0.4	0.3	1.0	1.2	-0.2	0.3	0.8	-0.5	0.8	0.7	0.1	0.1	0.1	0.0
Te Korimako o Taranaki	4.4	4.1	0.3	12	1.4	1.3	0.1	1.3	1.2	0.1	1.5	1.2	0.3	1.7	1.4	0.3	0.9	0.9	0.0	1.3	1.3	0.0	0.6	0.7	-0.1
The Hits	22.2	20.9	1.3	1	4.7	5.1	-0.4	8.2	6.7	1.5	8.7	7.6	1.1	11.9	11.0	0.9	6.7	6.3	0.4	5.1	4.3	0.8	6.1	5.7	0.4
The Sound	12.4	11.0	1.4	7	2.9	2.2	0.7	1.9	1.4	0.5	1.9	1.5	0.4	3.8	3.5	0.3	5.9	5.6	0.3	5.2	4.8	0.4	2.3	2.0	0.3
ZM	9.5	10.3	-0.8	9	2.3	3.0	-0.7	5.6	5.5	0.1	5.3	4.6	0.7	6.5	6.6	-0.1	1.9	2.6	-0.7	0.7	0.6	0.1	3.2	3.8	-0.6
MediaWorks Combo	64.2	64.5	-0.3		14.5	13.3	1.2	16.4	18.9	-2.5	16.7	18.6	-1.9	26.0	29.2	-3.2	21.2	21.9	-0.7	18.4	16.9	1.5	11.8	13.2	-1.4
NZME Combo	49.4	46.2	3.2		7.3	8.2	-0.9	16.1	14.0	2.1	16.3	14.4	1.9	22.6	21.1	1.5	14.0	13.3	0.7	14.0	12.0	2.0	10.5	10.1	0.4
All Commercial Radio	91.0	89.0	2.0		17.6	16.9	0.7	24.4	24.8	-0.4	25.9	25.6	0.3	38.7	39.7	-1.0	27.8	28.8	-1.0	25.6	24.0	1.6	15.9	17.0	-1.1
Potential (000)	114.8	112.2	2.6		24.2	23.6	0.6	32.0	32.6	-0.6	32.1	31.6	0.5	48.3	47.8	0.5	32.9	32.8	0.1	31.0	30.1	0.9	20.2	21.2	-1.0
Sample	1,009	940	69		174	163	11	237	239	-2	246	235	11	371	351	20	291	271	20	328	302	26	176	166	10

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	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	4.5	4.6	-0.1	9	6.3	5.2	1.1	6.8	5.2	1.6	4.9	4.4	0.5	2.3	1.5	0.8	0.8	0.7	0.1	6.1	5.6	0.5
Coast	4.0	2.5	1.5	10	3.7	3.4	0.3	3.5	3.7	-0.2	3.9	2.7	1.2	2.5	1.8	0.7	0.8	0.7	0.1	4.5	4.1	0.4
Edge	9.8	10.6	-0.8	5	7.4	7.4	0.0	7.7	9.2	-1.5	7.5	8.2	-0.7	3.2	3.8	-0.6	0.6	1.0	-0.4	7.9	10.1	-2.2
Gold Sport	0.4	0.3	0.1	15	0.1	0.1	0.0	0.2	0.1	0.1	0.1	0.1	0.0	0.1	*	*	*	*	*	0.4	0.3	0.1
Life FM	1.1	1.1	0.0	12	0.7	0.9	-0.2	0.4	0.5	-0.1	0.9	0.9	0.0	0.4	0.4	0.0	*	*	*	0.8	1.0	-0.2
Magic	7.9	7.6	0.3	6	8.7	7.3	1.4	9.6	7.4	2.2	6.2	5.8	0.4	3.0	2.5	0.5	1.6	1.3	0.3	9.9	8.5	1.4
More FM	11.1	10.0	1.1	2	10.3	8.2	2.1	10.3	10.1	0.2	7.8	7.8	0.0	1.3	1.7	-0.4	1.6	1.6	0.0	9.0	9.0	0.0
Newstalk ZB	10.5	9.1	1.4	3	8.8	7.9	0.9	6.9	5.4	1.5	6.6	6.0	0.6	5.9	5.2	0.7	4.3	3.5	0.8	10.2	8.5	1.7
Radio Hauraki	2.8	2.4	0.4	11	2.2	2.0	0.2	2.9	2.6	0.3	2.4	2.2	0.2	1.2	1.1	0.1	0.1	0.2	-0.1	3.8	2.9	0.9
Rhema	0.1	0.1	0.0	17	0.3	0.3	0.0	0.5	0.5	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.6	0.7	-0.1
Rock	10.5	12.0	-1.5	3	9.2	10.4	-1.2	11.2	12.6	-1.4	9.2	10.6	-1.4	2.2	1.6	0.6	1.8	2.8	-1.0	9.4	9.7	-0.3
Sanctuary**	0.2	0.2	0.0	16	0.2	0.2	0.0	0.2	0.2	0.0	0.1	*	*	0.1	*	*	0.1	*	*	0.1	*	*
Sport Nation*	0.7	0.7	0.0	14	0.7	0.7	0.0	1.3	1.4	-0.1	0.8	1.1	-0.3	0.4	0.4	0.0	0.3	0.2	0.1	0.5	0.7	-0.2
Te Korimako o Taranaki	1.0	0.9	0.1	13	2.4	2.1	0.3	1.2	1.3	-0.1	1.0	1.2	-0.2	0.6	0.3	0.3	*	0.2	*	2.8	2.9	-0.1
The Hits	12.7	12.0	0.7	1	10.5	9.4	1.1	12.8	12.3	0.5	11.2	10.7	0.5	4.8	4.7	0.1	1.5	1.6	-0.1	10.4	10.2	0.2
The Sound	5.7	5.4	0.3	8	5.7	4.9	0.8	7.5	6.3	1.2	5.7	4.9	0.8	2.2	1.6	0.6	1.2	1.0	0.2	6.4	5.0	1.4
ZM	6.7	6.7	0.0	7	3.4	4.5	-1.1	4.0	5.3	-1.3	6.4	5.4	1.0	1.4	1.8	-0.4	1.1	1.2	-0.1	6.4	6.0	0.4
MediaWorks Combo	42.3	43.1	-0.8		39.2	37.5	1.7	43.1	43.6	-0.5	36.1	38.5	-2.4	13.2	12.8	0.4	7.4	8.7	-1.3	41.8	42.3	-0.5
NZME Combo	33.3	29.7	3.6		25.8	24.6	1.2	26.7	26.4	0.3	27.6	24.8	2.8	13.8	13.0	0.8	7.5	6.9	0.6	32.0	28.6	3.4
All Commercial Radio	68.9	66.9	2.0		62.0	59.5	2.5	65.7	65.2	0.5	60.7	60.2	0.5	26.2	25.0	1.2	15.1	15.1	0.0	67.5	65.1	2.4

MediaWorks Combo: Breeze, Edge, More FM, Rock, The Sound, Magic, or internet only listening to George FM, Mai, Humm FM, Channel X (from S2 2024)

NZME Combo: Coast, Gold Sport, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui

*SENZ rebranded to Sport Nation from Nov 19th 2024, **Star rebranded to Sanctuary from S1 2025



TARANAKI COMMERCIAL RADIO - SURVEY 1 2025

Average Time Spent Listening (hh:mm) by Demographic, Mon-Sun 12mn-12mn
Survey Comparisons: 3/2024 - 1/2025

This Survey Period: Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 & Sun Aug 11 to Sat Nov 2 2024 & Sun Feb 9 to Sat May 3 2025
Last Survey Period: Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024 & Sun Aug 11 to Sat Nov 2 2024

	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	8:06	9:49	-1:43	4:25	4:05	0:19	6:41	8:50	-2:09	6:09	9:27	-3:18	5:12	7:41	-2:29	9:25	11:42	-2:16	11:31	13:23	-1:51	4:01	6:35	-2:34
Coast	10:38	11:28	-0:49	5:18	7:24	-2:06	6:48	8:02	-1:14	8:46	9:26	-0:40	8:49	10:40	-1:51	10:47	11:56	-1:09	12:17	12:18	-0:00	8:55	8:46	0:09
Edge	6:19	5:47	0:31	6:28	5:13	1:14	5:06	5:41	-0:34	5:39	6:21	-0:42	6:11	6:21	-0:10	7:48	5:53	1:55	6:53	2:53	3:59	7:08	7:05	0:02
Gold Sport	6:27	3:33	2:53	7:00	7:00	0:00	6:00	6:00	0:00	6:00	6:00	0:00	6:00	6:00	0:00	8:24	0:45	7:39	6:14	0:45	5:29	*	*	*
Life FM	7:57	8:30	-0:32	*	0:15	*	*	*	*	7:17	7:16	0:00	6:33	7:21	-0:47	9:02	10:26	-1:23	9:31	10:18	-0:46	*	*	*
Magic	13:45	13:48	-0:03	2:25	2:09	0:15	6:17	2:57	3:20	11:12	8:02	3:10	11:37	11:34	0:03	15:12	15:23	-0:11	15:32	15:19	0:13	9:09	11:15	-2:06
More FM	9:10	8:51	0:19	10:28	7:12	3:16	4:03	4:17	-0:13	6:12	6:20	-0:07	7:19	8:17	-0:58	8:46	10:51	-2:05	10:25	11:34	-1:08	8:15	9:32	-1:16
Newstalk ZB	13:38	15:29	-1:50	4:07	4:14	-0:07	4:31	4:27	0:04	5:23	5:59	-0:35	8:00	10:52	-2:52	11:50	16:20	-4:29	13:48	17:31	-3:43	11:18	5:44	5:34
Radio Hauraki	5:19	5:19	-0:00	8:50	4:32	4:18	5:06	6:50	-1:43	4:33	6:07	-1:34	5:19	5:36	-0:16	6:27	4:07	2:19	3:58	4:25	-0:27	5:26	4:05	1:21
Rhema	6:38	6:27	0:11	*	*	*	*	*	*	*	*	*	*	*	*	3:02	3:22	-0:20	10:21	8:53	1:27	63:00	63:00	0:00
Rock	9:57	11:28	-1:31	6:44	6:57	-0:13	10:49	12:53	-2:03	8:32	12:00	-3:28	12:17	14:25	-2:07	14:37	14:19	0:17	9:00	7:24	1:35	12:20	8:57	3:22
Sanctuary**	35:48	10:44	25:04	*	*	*	*	*	*	*	*	*	*	*	*	7:15	7:15	0:00	12:39	10:44	1:55	*	*	*
Sport Nation*	6:31	7:27	-0:56	*	*	*	5:08	8:12	-3:03	5:53	7:30	-1:37	8:39	8:47	-0:08	16:35	9:33	7:01	2:58	3:53	-0:55	7:15	7:15	0:00
Te Korimako o Taranaki	6:20	8:49	-2:29	3:21	3:27	-0:06	3:19	3:58	-0:38	7:15	6:39	0:36	7:22	7:56	-0:34	8:35	19:12	-10:36	8:15	15:24	-7:09	4:55	9:09	-4:14
The Hits	7:08	6:23	0:45	6:07	5:34	0:33	7:24	5:10	2:13	7:00	5:01	1:58	7:30	6:18	1:11	7:30	7:46	-0:16	7:00	7:07	-0:07	6:46	7:08	-0:21
The Sound	10:13	9:19	0:54	12:04	10:40	1:24	2:17	2:33	-0:16	3:10	4:28	-1:18	10:01	10:10	-0:08	10:34	9:01	1:32	9:45	8:38	1:06	5:48	5:04	0:43
ZM	9:20	7:07	2:12	5:25	4:43	0:41	9:25	5:48	3:37	9:33	6:07	3:25	10:46	8:05	2:41	13:48	11:35	2:13	8:34	8:18	0:15	9:41	6:49	2:51
MediaWorks Combo	13:46	13:30	0:15	11:35	9:15	2:19	10:20	11:29	-1:08	10:44	12:36	-1:51	13:16	14:48	-1:32	16:20	15:57	0:22	15:45	14:38	1:06	12:36	12:42	-0:05
NZME Combo	12:02	11:26	0:36	7:13	6:38	0:35	9:50	7:26	2:24	9:41	7:29	2:12	10:45	9:38	1:06	12:52	13:36	-0:43	13:41	14:44	-1:03	9:49	8:36	1:12
All Commercial Radio	18:02	17:32	0:29	12:57	10:56	2:01	14:25	13:57	0:28	14:53	14:36	0:16	17:20	17:52	-0:32	21:22	21:34	-0:11	21:04	20:33	0:31	17:44	17:07	0:37
Potential (000)	114.8	112.2	2.6	24.2	23.6	0.6	32.0	32.6	-0.6	32.1	31.6	0.5	48.3	47.8	0.5	32.9	32.8	0.1	31.0	30.1	0.9	20.2	21.2	-1.0
Sample	1,009	940	69	174	163	11	237	239	-2	246	235	11	371	351	20	291	271	20	328	302	26	176	166	10

MediaWorks Combo: Breeze, Edge, More FM, Rock, The Sound, Magic, or internet only listening to George FM, Mai, Humm FM, Channel X (from S2 2024)
NZME Combo: Coast, Gold Sport, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui

*SENZ rebranded to Sport Nation from Nov 19th 2024, **Star rebranded to Sanctuary from S1 2025



TARANAKI COMMERCIAL RADIO - SURVEY 1 2025

Average Time Spent Listening (hh:mm) by Daypart, People 10+
Survey Comparisons: 3/2024 - 1/2025

This Survey Period: Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 & Sun Aug 11 to Sat Nov 2 2024 & Sun Feb 9 to Sat May 3 2025
Last Survey Period: Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024 & Sun Aug 11 to Sat Nov 2 2024

	This	Last	+/-
Potential (000)	114.8	112.2	2.6
Sample Size	1,009	940	69

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

MediaWorks Combo: Breeze, Edge, More FM, Rock, The Sound, Magic, or internet only listening to George FM, Mai, Humm FM, Channel X (from S2 2024)

NZME Combo: Coast, Gold Sport, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui

*SENZ rebranded to Sport Nation from Nov 19th 2024, **Star rebranded to Sanctuary from S1 2025