



TAURANGA 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 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	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	6.1	8.4	-2.3	9	10.4	20.5	-10.1	8.4	14.3	-5.9	4.0	5.7	-1.7	3.2	4.8	-1.6	3.7	5.1	-1.4	5.6	8.1	-2.5	5.0	5.4	-0.4
Channel X	8.1	5.4	2.7	3	8.4	3.1	5.3	14.5	9.1	5.4	16.0	10.3	5.7	15.1	10.8	4.3	7.2	5.8	1.4	3.5	2.4	1.1	3.5	3.7	-0.2
Coast	8.4	7.8	0.6	2	0.3	0.1	0.2	0.3	0.1	0.2	1.8	1.7	0.1	3.1	2.9	0.2	10.5	8.4	2.1	14.7	11.9	2.8	11.6	10.6	1.0
Edge	3.2	2.5	0.7	12	8.5	6.6	1.9	4.2	3.9	0.3	5.4	4.7	0.7	4.4	3.7	0.7	2.2	1.1	1.1	1.1	0.1	1.0	5.0	7.1	-2.1
George FM	1.9	n.a.	*	14	0.6	n.a.	*	1.7	n.a.	*	5.7	n.a.	*	4.7	n.a.	*	1.3	n.a.	*	*	n.a.	*	2.2	n.a.	*
Gold***	1.6	2.5	-0.9	15	0.2	0.6	-0.4	*	0.2	*	0.2	0.2	0.0	1.2	2.0	-0.8	3.7	6.7	-3.0	3.3	4.9	-1.6	2.3	1.4	0.9
Gold Sport	0.4	0.3	0.1	20	*	0.1	*	*	*	*	*	*	*	*	*	*	0.8	0.5	0.3	1.3	1.0	0.3	*	*	*
Life FM	0.7	0.6	0.1	19	1.9	2.0	-0.1	0.8	0.7	0.1	0.4	0.3	0.1	0.5	0.4	0.1	1.2	0.7	0.5	0.9	0.5	0.4	0.3	0.2	0.1
Magic	7.7	9.4	-1.7	4	*	0.4	*	0.7	0.1	0.6	0.8	0.2	0.6	1.6	6.4	-4.8	3.4	10.5	-7.1	10.3	8.7	1.6	2.4	1.3	1.1
Mai FM	4.1	3.4	0.7	11	8.8	6.9	1.9	9.0	8.9	0.1	9.1	8.5	0.6	7.4	6.1	1.3	2.3	1.8	0.5	0.4	0.4	0.0	7.7	7.0	0.7
Moana Radio	1.3	0.8	0.5	16	2.1	1.8	0.3	1.9	1.1	0.8	0.8	0.3	0.5	1.0	0.3	0.7	1.2	1.1	0.1	2.1	1.4	0.7	1.7	2.1	-0.4
More FM	5.0	4.7	0.3	10	3.4	2.9	0.5	5.4	3.4	2.0	8.0	6.5	1.5	7.1	4.9	2.2	5.2	5.1	0.1	3.6	5.3	-1.7	10.3	12.5	-2.2
Newstalk ZB	16.0	14.2	1.8	1	4.1	4.0	0.1	2.3	3.4	-1.1	4.6	5.7	-1.1	7.7	6.4	1.3	15.8	10.2	5.6	21.0	20.3	0.7	8.6	6.6	2.0
Radio Hauraki	2.2	2.3	-0.1	13	3.5	3.1	0.4	6.1	6.4	-0.3	4.4	5.4	-1.0	3.8	3.9	-0.1	1.5	2.1	-0.6	0.9	1.3	-0.4	0.6	0.6	0.0
Rhema	0.4	0.3	0.1	20	0.3	0.1	0.2	0.4	0.3	0.1	0.5	0.5	0.0	0.3	0.3	0.0	*	*	*	0.7	0.7	0.0	1.0	0.9	0.1
Rock	7.3	8.6	-1.3	6	17.4	18.8	-1.4	9.5	13.9	-4.4	8.8	14.4	-5.6	11.4	14.9	-3.5	9.0	9.0	0.0	2.2	1.6	0.6	7.2	7.2	0.0
Sanctuary**	0.8	0.7	0.1	18	0.9	0.6	0.3	*	0.1	*	*	0.1	*	*	*	*	0.4	0.4	0.0	1.4	1.4	0.0	*	0.5	*
Sport Nation*	1.0	2.0	-1.0	17	*	*	*	*	*	*	*	*	*	*	*	*	0.6	0.5	0.1	1.4	2.2	-0.8	*	*	*
Tainui Live	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.1	*	*	0.2	*	*
Te Arawa FM	0.3	0.3	0.0	22	0.9	0.8	0.1	0.5	0.2	0.3	0.8	0.9	-0.1	0.5	0.5	0.0	*	*	*	*	*	*	0.6	0.7	-0.1
The Hits	6.5	5.8	0.7	7	12.3	13.7	-1.4	14.1	11.4	2.7	9.6	6.3	3.3	7.6	5.1	2.5	6.2	4.6	1.6	5.9	6.0	-0.1	7.5	6.3	1.2
The Sound	6.2	7.8	-1.6	8	4.9	2.9	2.0	2.3	2.1	0.2	1.9	2.2	-0.3	3.5	5.6	-2.1	13.4	16.8	-3.4	12.9	16.1	-3.2	4.8	6.3	-1.5
ZM	7.5	7.9	-0.4	5	9.4	8.0	1.4	16.1	15.3	0.8	15.5	18.7	-3.2	13.9	14.9	-1.0	7.3	6.8	0.5	3.0	3.5	-0.5	15.3	16.7	-1.4
MediaWorks Combo	49.7	51.6	-1.9		62.3	63.6	-1.3	55.8	57.9	-2.1	59.6	56.8	2.8	58.4	60.2	-1.8	47.7	55.7	-8.0	39.7	42.7	-3.0	48.2	51.2	-3.0
NZME Combo	43.5	41.6	1.9		31.4	30.9	0.5	39.7	38.9	0.8	37.0	40.3	-3.3	37.8	36.6	1.2	46.0	39.3	6.7	51.2	49.0	2.2	46.5	42.8	3.7
Potential (000)	201.4	198.0	3.4		40.1	38.4	1.7	62.1	59.4	2.7	59.5	57.0	2.5	86.8	84.7	2.1	54.4	55.1	-0.7	51.3	52.1	-0.8	33.4	34.0	-0.6
Sample	821	832	-11		150	153	-3	213	216	-3	210	218	-8	337	338	-1	220	226	-6	213	230	-17	148	153	-5

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

MediaWorks Combo: Breeze, Channel X (from S2 2024), Edge, George FM (from S1 2025), Magic, Mai FM, More FM, Rock, The Sound, or internet only listening to George FM (until S3 2024), Humm FM

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

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

***Gold FM ceased broadcasting on May 9. As Gold FM was broadcasting for the duration of Survey 1 2025 it remains included in the above audience data



TAURANGA COMMERCIAL RADIO - SURVEY 1 2025

Station Share (%) 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)	201.4	198.0	3.4
Sample Size	821	832	-11

	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	3.8	5.0	-1.2	12	9.2	12.6	-3.4	8.6	12.0	-3.4	4.7	6.7	-2.0	1.7	3.9	-2.2	3.3	3.0	0.3	4.8	6.8	-2.0
Channel X	7.2	4.9	2.3	3	11.7	7.2	4.5	11.6	7.6	4.0	6.3	5.1	1.2	1.0	1.3	-0.3	0.8	0.7	0.1	5.3	3.7	1.6
Coast	6.8	6.2	0.6	5	10.1	8.9	1.2	8.4	8.6	-0.2	8.0	7.8	0.2	7.1	3.5	3.6	7.0	5.3	1.7	9.2	8.8	0.4
Edge	5.0	3.7	1.3	7	1.5	1.0	0.5	2.6	2.1	0.5	3.1	3.0	0.1	4.1	2.4	1.7	10.1	6.1	4.0	3.0	2.6	0.4
George FM	2.4	n.a.	*	13	2.5	n.a.	*	2.0	n.a.	*	2.0	n.a.	*	1.3	n.a.	*	0.3	n.a.	*	1.1	n.a.	*
Gold***	1.4	2.9	-1.5	15	1.8	2.0	-0.2	2.0	2.8	-0.8	1.3	2.8	-1.5	0.6	1.3	-0.7	0.1	1.5	-1.4	1.7	2.5	-0.8
Gold Sport	0.6	0.5	0.1	20	0.3	0.2	0.1	0.3	0.2	0.1	0.5	0.5	0.0	0.6	0.5	0.1	0.3	0.2	0.1	0.5	0.4	0.1
Life FM	1.4	1.5	-0.1	15	0.2	0.2	0.0	0.3	0.1	0.2	1.1	0.8	0.3	0.4	0.2	0.2	0.6	0.1	0.5	0.8	0.5	0.3
Magic	4.3	6.5	-2.2	10	8.6	11.5	-2.9	8.3	9.5	-1.2	6.4	7.1	-0.7	8.8	12.8	-4.0	7.7	11.0	-3.3	10.0	10.4	-0.4
Mai FM	4.8	4.4	0.4	8	1.6	1.5	0.1	2.8	2.2	0.6	6.2	4.8	1.4	6.9	3.5	3.4	16.6	16.9	-0.3	3.8	2.8	1.0
Moana Radio	1.1	1.1	0.0	17	1.4	0.5	0.9	1.2	0.4	0.8	2.1	1.8	0.3	0.9	1.0	-0.1	0.1	0.1	0.0	1.4	0.8	0.6
More FM	4.4	4.6	-0.2	9	6.0	5.2	0.8	5.8	5.3	0.5	5.0	5.4	-0.4	1.2	1.3	-0.1	2.7	2.6	0.1	4.8	4.0	0.8
Newstalk ZB	23.8	20.5	3.3	1	11.3	9.0	2.3	9.5	7.3	2.2	15.1	11.8	3.3	30.9	31.4	-0.5	23.8	25.9	-2.1	16.7	16.8	-0.1
Radio Hauraki	1.8	2.1	-0.3	14	1.8	2.3	-0.5	2.5	2.3	0.2	2.5	2.8	-0.3	1.3	1.1	0.2	2.1	2.2	-0.1	2.6	2.5	0.1
Rhema	0.5	0.4	0.1	21	0.3	0.2	0.1	0.5	0.4	0.1	0.2	0.2	0.0	1.2	1.2	0.0	1.3	*	*	0.3	0.3	0.0
Rock	7.2	9.3	-2.1	3	5.3	6.9	-1.6	7.1	8.6	-1.5	10.0	12.0	-2.0	12.3	9.3	3.0	2.6	3.9	-1.3	7.5	8.1	-0.6
Sanctuary**	0.7	0.5	0.2	19	1.1	1.2	-0.1	0.6	0.6	0.0	0.9	0.9	0.0	0.9	0.9	0.0	*	*	*	0.8	0.7	0.1
Sport Nation*	0.9	2.0	-1.1	18	1.4	2.6	-1.2	0.5	0.8	-0.3	1.0	2.1	-1.1	0.7	0.8	-0.1	1.9	2.9	-1.0	1.3	2.7	-1.4
Tainui Live	0.1	*	*	22	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Te Arawa FM	0.1	0.1	0.0	22	0.1	*	*	0.2	0.1	0.1	1.0	1.1	-0.1	*	*	*	*	*	*	0.6	0.6	0.0
The Hits	6.5	4.5	2.0	6	7.1	6.2	0.9	6.4	6.1	0.3	4.9	4.3	0.6	4.8	4.0	0.8	6.5	2.3	4.2	7.5	7.9	-0.4
The Sound	4.3	6.4	-2.1	10	6.6	8.5	-1.9	8.0	9.5	-1.5	6.0	6.7	-0.7	7.7	11.7	-4.0	0.6	2.5	-1.9	6.0	7.4	-1.4
ZM	9.3	10.2	-0.9	2	6.7	7.6	-0.9	8.1	10.2	-2.1	8.8	8.4	0.4	4.3	4.5	-0.2	6.0	4.4	1.6	5.9	4.4	1.5
MediaWorks Combo	43.4	46.7	-3.3		53.1	56.7	-3.6	56.8	57.1	-0.3	49.6	51.7	-2.1	44.9	48.0	-3.1	44.7	47.1	-2.4	46.4	47.0	-0.6
NZME Combo	50.4	46.9	3.5		39.9	36.2	3.7	37.8	38.4	-0.6	42.0	39.2	2.8	49.8	46.4	3.4	47.5	42.7	4.8	45.7	45.1	0.6

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

MediaWorks Combo: Breeze, Channel X (from S2 2024), Edge, George FM (from S1 2025), Magic, Mai FM, More FM, Rock, The Sound, or internet only listening to George FM (until S3 2024), Humm FM

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

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

***Gold FM ceased broadcasting on May 9. As Gold FM was broadcasting for the duration of Survey 1 2025 it remains included in the above audience data



TAURANGA COMMERCIAL RADIO - SURVEY 1 2025

Cumulative Audience (000's) 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
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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	16.3	22.5	-6.2	8	1.8	3.6	-1.8	3.9	6.1	-2.2	4.3	5.5	-1.2	5.9	8.9	-3.0	4.9	7.3	-2.4	6.2	7.7	-1.5	3.8	3.4	0.4
Channel X	13.9	10.6	3.3	11	2.6	1.6	1.0	5.3	2.8	2.5	5.1	2.7	2.4	9.3	7.5	1.8	5.4	5.3	0.1	1.7	1.2	0.5	2.5	2.7	-0.2
Coast	15.6	16.5	-0.9	9	1.2	0.5	0.7	1.7	0.6	1.1	1.1	1.0	0.1	3.0	2.3	0.7	4.7	5.4	-0.7	6.9	8.0	-1.1	2.4	1.8	0.6
Edge	19.7	17.2	2.5	4	6.7	5.2	1.5	7.2	7.7	-0.5	8.0	8.7	-0.7	10.5	10.9	-0.4	4.3	3.0	1.3	2.3	0.8	1.5	5.0	5.5	-0.5
George FM	4.4	n.a.	*	17	0.7	n.a.	*	1.1	n.a.	*	2.7	n.a.	*	3.7	n.a.	*	1.0	n.a.	*	*	n.a.	*	1.0	n.a.	*
Gold***	6.9	10.0	-3.1	14	0.5	1.2	-0.7	0.2	0.7	-0.5	1.2	1.1	0.1	1.8	2.6	-0.8	3.9	6.1	-2.2	4.5	5.9	-1.4	2.0	1.6	0.4
Gold Sport	1.3	1.4	-0.1	21	0.6	0.8	-0.2	0.6	0.8	-0.2	*	*	*	*	*	*	0.4	0.3	0.1	0.7	0.5	0.2	*	*	*
Life FM	4.7	4.6	0.1	16	2.0	1.9	0.1	2.2	2.3	-0.1	1.1	1.5	-0.4	1.5	1.9	-0.4	1.6	1.2	0.4	1.2	0.8	0.4	0.2	0.2	0.0
Magic	13.1	16.3	-3.2	12	*	0.9	*	0.8	0.4	0.4	1.1	0.9	0.2	1.7	4.0	-2.3	2.1	4.6	-2.5	5.8	5.3	0.5	1.4	1.1	0.3
Mai FM	18.2	15.9	2.3	7	5.6	4.4	1.2	8.6	8.1	0.5	7.9	7.0	0.9	11.3	10.3	1.0	4.4	4.5	-0.1	1.2	1.2	0.0	4.7	4.7	0.0
Moana Radio	6.1	6.5	-0.4	15	3.2	4.0	-0.8	3.6	4.4	-0.8	0.9	0.7	0.2	1.3	0.9	0.4	1.4	1.7	-0.3	1.6	1.6	0.0	1.3	1.7	-0.4
More FM	19.5	21.4	-1.9	5	4.3	5.3	-1.0	7.5	8.2	-0.7	6.9	7.1	-0.2	10.2	9.5	0.7	7.0	6.8	0.2	4.6	6.0	-1.4	5.1	5.8	-0.7
Newstalk ZB	32.3	32.1	0.2	1	4.9	5.5	-0.6	4.7	6.2	-1.5	3.4	4.0	-0.6	7.8	7.1	0.7	11.4	9.1	2.3	13.2	13.2	0.0	4.8	3.6	1.2
Radio Hauraki	8.8	9.2	-0.4	13	2.2	1.6	0.6	3.4	5.1	-1.7	3.5	4.7	-1.2	5.3	6.7	-1.4	2.6	2.6	0.0	1.3	0.9	0.4	1.2	1.6	-0.4
Rhema	1.2	0.8	0.4	22	0.3	0.2	0.1	0.4	0.4	0.0	0.4	0.3	0.1	0.4	0.3	0.1	*	*	*	0.3	0.3	0.0	0.4	0.3	0.1
Rock	25.0	26.8	-1.8	3	7.0	7.9	-0.9	8.6	10.7	-2.1	8.9	10.3	-1.4	14.3	15.2	-0.9	8.8	8.4	0.4	3.6	3.7	-0.1	4.6	3.7	0.9
Sanctuary**	2.0	2.0	0.0	18	0.2	0.1	0.1	*	0.1	*	*	0.1	*	0.2	0.3	-0.1	0.9	0.7	0.2	1.2	1.0	0.2	*	0.2	*
Sport Nation*	1.7	2.5	-0.8	19	0.2	0.2	0.0	*	*	*	*	*	*	*	*	*	0.6	0.5	0.1	1.1	1.4	-0.3	*	*	*
Tainui Live	0.2	*	*	23	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.2	*	*	0.2	*	*
Te Arawa FM	1.6	1.6	0.0	20	0.4	0.4	0.0	0.6	0.4	0.2	1.2	1.2	0.0	1.2	1.2	0.0	*	*	*	*	*	*	0.4	0.5	-0.1
The Hits	19.1	20.6	-1.5	6	5.4	6.5	-1.1	7.7	7.8	-0.1	5.8	4.3	1.5	7.9	7.0	0.9	5.8	7.2	-1.4	5.1	6.4	-1.3	3.7	3.8	-0.1
The Sound	14.7	20.2	-5.5	10	3.9	5.1	-1.2	3.1	4.1	-1.0	2.5	3.8	-1.3	4.2	6.3	-2.1	5.9	7.9	-2.0	6.5	8.5	-2.0	1.6	2.5	-0.9
ZM	30.0	32.4	-2.4	2	7.9	7.9	0.0	13.7	14.7	-1.0	13.3	14.2	-0.9	19.2	20.0	-0.8	8.1	8.8	-0.7	2.9	4.5	-1.6	8.5	8.7	-0.2
MediaWorks Combo	104.0	110.3	-6.3		22.7	22.0	0.7	31.9	35.4	-3.5	31.4	33.7	-2.3	48.2	51.8	-3.6	31.6	34.3	-2.7	24.5	27.3	-2.8	19.7	20.3	-0.6
NZME Combo	90.5	93.1	-2.6		15.9	16.7	-0.8	23.7	27.4	-3.7	23.7	24.6	-0.9	36.1	37.0	-0.9	28.6	28.4	0.2	28.3	29.1	-0.8	17.5	16.7	0.8
All Commercial Radio	150.5	153.1	-2.6		27.4	26.7	0.7	42.1	45.3	-3.2	43.1	44.6	-1.5	64.9	68.6	-3.7	45.0	47.4	-2.4	42.5	42.3	0.2	26.4	27.0	-0.6
Potential (000)	201.4	198.0	3.4		40.1	38.4	1.7	62.1	59.4	2.7	59.5	57.0	2.5	86.8	84.7	2.1	54.4	55.1	-0.7	51.3	52.1	-0.8	33.4	34.0	-0.6
Sample	821	832	-11		150	153	-3	213	216	-3	210	218	-8	337	338	-1	220	226	-6	213	230	-17	148	153	-5

MediaWorks Combo: Breeze, Channel X (from S2 2024), Edge, George FM (from S1 2025), Magic, Mai FM, More FM, Rock, The Sound, or internet only listening to George FM (until S3 2024), Humm FM

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

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

***Gold FM ceased broadcasting on May 9. As Gold FM was broadcasting for the duration of Survey 1 2025 it remains included in the above audience data



TAURANGA COMMERCIAL RADIO - SURVEY 1 2025

Cumulative Audience (000's) 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)	201.4	198.0	3.4
Sample Size	821	832	-11

	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	9.1	12.6	-3.5	8	9.5	13.0	-3.5	9.7	13.2	-3.5	6.8	7.7	-0.9	1.4	2.6	-1.2	1.7	1.5	0.2	7.1	9.8	-2.7
Channel X	8.6	6.7	1.9	9	8.8	6.0	2.8	9.2	7.4	1.8	7.5	6.4	1.1	0.7	0.9	-0.2	0.6	0.6	0.0	6.5	5.0	1.5
Coast	7.7	8.3	-0.6	10	10.7	10.3	0.4	9.7	10.5	-0.8	8.1	8.0	0.1	2.3	1.4	0.9	2.1	1.7	0.4	9.4	10.2	-0.8
Edge	11.1	9.5	1.6	6	3.8	3.0	0.8	8.9	8.2	0.7	9.3	9.1	0.2	3.8	2.9	0.9	3.2	2.1	1.1	10.0	8.8	1.2
George FM	3.6	n.a.	*	14	2.8	n.a.	*	1.5	n.a.	*	2.2	n.a.	*	0.8	n.a.	*	0.2	n.a.	*	2.2	n.a.	*
Gold***	3.9	5.2	-1.3	13	3.1	4.6	-1.5	5.0	7.0	-2.0	3.2	5.3	-2.1	1.0	1.1	-0.1	0.2	1.7	-1.5	2.3	5.5	-3.2
Gold Sport	0.7	0.5	0.2	21	0.7	0.5	0.2	0.6	0.4	0.2	1.3	1.4	-0.1	0.1	0.1	0.0	0.4	0.3	0.1	0.6	0.4	0.2
Life FM	2.9	3.3	-0.4	16	0.7	0.9	-0.2	1.4	0.4	1.0	2.5	2.5	0.0	0.8	0.2	0.6	0.1	*	*	2.4	2.4	0.0
Magic	6.5	9.0	-2.5	12	8.4	10.6	-2.2	8.5	12.2	-3.7	7.2	7.9	-0.7	2.5	3.1	-0.6	1.7	3.6	-1.9	9.8	10.5	-0.7
Mai FM	10.6	9.7	0.9	7	4.7	4.3	0.4	9.7	8.8	0.9	10.6	9.1	1.5	3.3	2.6	0.7	2.6	2.9	-0.3	9.8	7.4	2.4
Moana Radio	2.5	2.5	0.0	17	1.9	1.2	0.7	1.5	0.6	0.9	2.9	2.7	0.2	1.8	1.9	-0.1	0.2	0.1	0.1	3.0	3.2	-0.2
More FM	11.3	12.1	-0.8	4	8.3	6.5	1.8	9.3	7.7	1.6	9.1	9.5	-0.4	1.2	1.7	-0.5	2.0	1.4	0.6	9.3	10.6	-1.3
Newstalk ZB	22.4	22.0	0.4	1	13.7	13.1	0.6	14.2	11.6	2.6	9.9	9.8	0.1	8.5	8.8	-0.3	6.7	6.8	-0.1	21.6	22.3	-0.7
Radio Hauraki	3.5	4.2	-0.7	15	2.6	2.7	-0.1	3.2	2.7	0.5	3.8	3.6	0.2	0.8	0.4	0.4	0.9	1.1	-0.2	3.6	2.8	0.8
Rhema	0.9	0.5	0.4	20	0.7	0.6	0.1	1.0	0.8	0.2	0.4	0.4	0.0	0.3	0.3	0.0	0.3	*	*	0.8	0.5	0.3
Rock	15.1	16.0	-0.9	3	8.4	12.4	-4.0	10.2	13.0	-2.8	13.9	14.9	-1.0	5.7	5.4	0.3	1.8	2.2	-0.4	13.7	16.4	-2.7
Sanctuary**	1.3	0.9	0.4	18	1.5	1.6	-0.1	0.9	1.0	-0.1	0.9	0.8	0.1	0.5	0.7	-0.2	*	*	*	1.4	1.3	0.1
Sport Nation*	1.0	1.5	-0.5	19	0.6	1.1	-0.5	1.5	1.6	-0.1	1.1	1.4	-0.3	0.2	0.2	0.0	0.4	0.7	-0.3	1.2	2.1	-0.9
Tainui Live	0.2	*	*	23	*	*	*	*	*	*	0.2	*	*	*	*	*	*	*	*	*	*	*
Te Arawa FM	0.4	0.3	0.1	22	0.2	*	*	0.5	0.3	0.2	1.4	1.6	-0.2	*	*	*	*	*	*	1.1	1.2	-0.1
The Hits	11.2	10.6	0.6	5	9.9	9.2	0.7	10.5	10.9	-0.4	7.8	8.9	-1.1	1.9	2.2	-0.3	2.4	1.7	0.7	11.9	14.5	-2.6
The Sound	7.5	10.6	-3.1	11	6.0	7.1	-1.1	7.8	10.7	-2.9	6.9	8.0	-1.1	4.0	3.3	0.7	0.1	1.0	-0.9	7.7	8.1	-0.4
ZM	20.6	21.8	-1.2	2	12.5	13.7	-1.2	19.3	20.7	-1.4	15.8	16.8	-1.0	4.9	4.4	0.5	3.5	2.3	1.2	15.2	15.6	-0.4
MediaWorks Combo	67.3	73.6	-6.3		52.4	57.3	-4.9	64.1	69.3	-5.2	64.0	65.8	-1.8	20.7	20.9	-0.2	12.9	14.8	-1.9	66.2	67.9	-1.7
NZME Combo	63.1	65.4	-2.3		47.5	46.5	1.0	56.5	56.4	0.1	47.1	48.7	-1.6	18.3	17.7	0.6	15.3	14.3	1.0	57.5	62.4	-4.9
All Commercial Radio	115.0	119.5	-4.5		90.4	93.1	-2.7	108.9	110.3	-1.4	103.5	105.8	-2.3	38.4	37.4	1.0	25.7	27.6	-1.9	110.9	112.1	-1.2

MediaWorks Combo: Breeze, Channel X (from S2 2024), Edge, George FM (from S1 2025), Magic, Mai FM, More FM, Rock, The Sound, or internet only listening to George FM (until S3 2024), Humm FM
NZME Combo: Coast, Gold, Gold Sport, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui, Flava

*SENZ rebranded to Sport Nation from Nov 19th 2024, **Star rebranded to Sanctuary from S1 2025
***Gold FM ceased broadcasting on May 9. As Gold FM was broadcasting for the duration of Survey 1 2025 it remains included in the above audience data



TAURANGA 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	8:41	9:17	-0:35	17:12	17:49	-0:36	11:37	13:40	-2:02	5:19	5:46	-0:27	4:53	5:03	-0:10	5:28	5:43	-0:15	6:55	8:35	-1:40	4:07	4:53	-0:45
Channel X	13:35	12:43	0:52	9:33	5:59	3:33	14:44	19:13	-4:28	17:49	21:15	-3:26	14:26	13:38	0:47	9:42	9:05	0:37	15:25	16:27	-1:02	4:22	4:13	0:09
Coast	12:32	11:43	0:48	0:48	0:37	0:10	1:00	0:51	0:08	8:58	9:53	-0:55	9:13	12:09	-2:56	16:18	12:52	3:26	16:19	12:09	4:10	14:32	18:00	-3:28
Edge	3:49	3:37	0:11	3:41	3:56	-0:14	3:09	3:00	0:09	3:54	3:02	0:51	3:47	3:12	0:34	3:40	3:01	0:39	3:50	1:13	2:36	3:05	3:56	-0:51
George FM	10:05	n.a.	*	2:22	n.a.	*	8:40	n.a.	*	12:19	n.a.	*	11:33	n.a.	*	9:27	n.a.	*	*	n.a.	*	7:00	n.a.	*
Gold***	5:21	6:12	-0:51	1:11	1:37	-0:26	0:30	1:56	-1:26	1:08	1:12	-0:03	5:51	7:15	-1:24	7:00	8:59	-1:59	5:38	6:46	-1:08	3:30	2:35	0:54
Gold Sport	8:09	5:49	2:19	0:15	0:15	0:00	0:15	0:15	0:00	*	*	*	*	*	*	16:15	16:15	0:00	14:35	14:19	0:16	*	*	*
Life FM	3:26	3:02	0:23	2:42	3:11	-0:29	2:04	1:51	0:13	1:51	1:16	0:35	2:49	2:08	0:40	5:25	4:57	0:28	5:27	4:54	0:32	4:00	4:00	0:00
Magic	13:43	14:13	-0:30	*	1:30	*	4:53	0:42	4:10	3:46	1:11	2:34	8:23	15:27	-7:03	11:35	18:52	-7:17	13:31	13:32	-0:01	5:25	3:50	1:34
Mai FM	5:15	5:14	0:00	4:37	4:55	-0:17	5:38	6:24	-0:45	6:36	6:45	-0:08	5:51	5:39	0:11	3:46	3:14	0:32	2:40	2:49	-0:09	5:05	4:34	0:31
Moana Radio	5:08	3:06	2:01	1:56	1:25	0:31	2:47	1:32	1:15	5:30	2:00	3:30	7:02	3:32	3:30	6:23	5:17	1:05	10:08	7:02	3:05	3:52	3:42	0:09
More FM	5:56	5:23	0:33	2:21	1:42	0:38	3:49	2:26	1:23	6:34	5:01	1:32	6:14	4:52	1:22	5:25	6:13	-0:47	6:03	7:14	-1:11	6:15	6:38	-0:22
Newstalk ZB	11:28	10:55	0:32	2:26	2:14	0:12	2:36	3:13	-0:37	7:41	7:48	-0:07	8:46	8:37	0:08	10:01	9:14	0:46	12:11	12:35	-0:23	5:34	5:41	-0:06
Radio Hauraki	5:46	6:14	-0:27	4:46	6:01	-1:14	9:34	7:24	2:10	7:16	6:22	0:54	6:20	5:32	0:47	4:08	6:42	-2:33	5:09	11:41	-6:31	1:41	1:10	0:31
Rhema	8:31	10:26	-1:55	2:26	1:35	0:50	5:18	5:10	0:08	8:45	8:47	-0:01	8:45	8:47	-0:01	*	*	*	19:07	19:07	0:00	8:45	8:47	-0:01
Rock	6:47	7:57	-1:09	7:14	7:24	-0:09	5:56	7:38	-1:41	5:40	7:48	-2:07	7:07	9:19	-2:12	7:24	8:48	-1:24	4:36	3:28	1:07	4:49	6:00	-1:11
Sanctuary**	9:01	9:18	-0:17	12:30	12:30	0:00	*	4:30	*	*	4:30	*	0:45	1:43	-0:58	3:15	4:09	-0:53	9:10	11:26	-2:16	*	8:45	*
Sport Nation*	13:47	19:28	-5:40	0:45	0:45	0:00	*	*	*	*	*	*	*	*	*	7:13	8:16	-1:03	9:45	13:09	-3:24	*	*	*
Tainui Live	3:15	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	3:15	*	*	3:15	*	*
Te Arawa FM	4:37	4:29	0:08	6:46	6:00	0:46	3:58	2:43	1:15	3:52	3:57	-0:05	3:52	3:57	-0:05	*	*	*	*	*	*	4:00	4:00	0:00
The Hits	7:57	6:56	1:01	6:36	6:34	0:02	9:44	8:34	1:10	9:25	8:08	1:17	8:34	6:56	1:37	7:44	5:16	2:28	8:52	7:36	1:15	6:21	5:05	1:16
The Sound	9:44	9:34	0:10	3:41	1:45	1:55	3:55	3:05	0:49	4:14	3:16	0:58	7:21	8:21	-0:59	16:31	17:35	-1:04	15:00	15:29	-0:28	9:14	7:55	1:18
ZM	5:47	6:01	-0:13	3:27	3:10	0:17	6:18	6:07	0:11	6:43	7:19	-0:35	6:27	7:03	-0:36	6:32	6:19	0:13	7:48	6:23	1:25	5:31	5:52	-0:20
MediaWorks Combo	11:06	11:35	-0:28	8:01	9:02	-1:00	9:21	9:37	-0:16	10:54	9:22	1:31	10:49	11:02	-0:13	10:57	13:24	-2:26	12:22	12:46	-0:23	7:31	7:45	-0:13
NZME Combo	11:08	11:02	0:05	5:46	5:45	0:00	8:58	8:20	0:38	8:58	9:05	-0:06	9:21	9:23	-0:02	11:39	11:24	0:15	13:49	13:43	0:06	8:10	7:53	0:17
All Commercial Radio	15:25	16:09	-0:44	10:41	11:40	-0:59	12:42	12:58	-0:15	13:19	12:26	0:52	13:46	13:50	-0:04	16:07	17:24	-1:17	17:58	19:14	-1:15	11:41	11:22	0:18
Potential (000)	201.4	198.0	3.4	40.1	38.4	1.7	62.1	59.4	2.7	59.5	57.0	2.5	86.8	84.7	2.1	54.4	55.1	-0.7	51.3	52.1	-0.8	33.4	34.0	-0.6
Sample	821	832	-11	150	153	-3	213	216	-3	210	218	-8	337	338	-1	220	226	-6	213	230	-17	148	153	-5

MediaWorks Combo: Breeze, Channel X (from S2 2024), Edge, George FM (from S1 2025), Magic, Mai FM, More FM, Rock, The Sound, or internet only listening to George FM (until S3 2024), Humm FM

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***Gold FM ceased broadcasting on May 9. As Gold FM was broadcasting for the duration of Survey 1 2025 it remains included in the above audience data



TAURANGA 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)	201.4	198.0	3.4
Sample Size	821	832	-11

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

MediaWorks Combo: Breeze, Channel X (from S2 2024), Edge, George FM (from S1 2025), Magic, Mai FM, More FM, Rock, The Sound, or internet only listening to George FM (until S3 2024), Humm FM
NZME Combo: Coast, Gold, Gold Sport, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui, Flava

*SENZ rebranded to Sport Nation from Nov 19th 2024, **Star rebranded to Sanctuary from S1 2025
***Gold FM ceased broadcasting on May 9. As Gold FM was broadcasting for the duration of Survey 1 2025 it remains included in the above audience data