



TARANAKI COMMERCIAL RADIO - SURVEY 2 2025

Station Share (%) by Demographic, Mon-Sun 12mn-12mn
Survey Comparisons: 1/2025 - 2/2025

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

	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	6.0	5.6	0.4	7	2.4	1.9	0.5	2.0	4.9	-2.9	2.6	5.0	-2.4	3.1	3.9	-0.8	9.1	7.8	1.3	9.4	9.4	0.0	2.9	2.3	0.6
Coast	4.1	5.4	-1.3	10	1.6	1.6	0.0	2.4	3.5	-1.1	1.9	3.5	-1.6	3.4	4.1	-0.7	5.6	6.0	-0.4	6.0	8.2	-2.2	2.4	3.2	-0.8
Edge	5.3	5.9	-0.6	8	11.2	16.5	-5.3	9.4	9.6	-0.2	9.8	9.1	0.7	8.0	7.7	0.3	3.8	4.1	-0.3	1.8	1.5	0.3	11.8	12.4	-0.6
Gold Sport	0.2	0.2	0.0	17	0.5	0.5	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.3	0.3	0.0	0.3	0.3	0.0	*	*	*
Life FM	0.7	0.7	0.0	13	*	*	*	*	*	*	0.2	0.4	-0.2	0.2	0.4	-0.2	1.2	1.4	-0.2	1.7	1.4	0.3	*	*	*
Magic	10.9	11.2	-0.3	3	1.5	1.6	-0.1	2.3	2.3	0.0	5.1	4.4	0.7	4.5	3.8	0.7	11.2	10.6	0.6	17.4	18.1	-0.7	5.0	4.3	0.7
More FM	10.0	10.0	0.0	4	17.9	19.3	-1.4	5.7	5.0	0.7	7.6	8.1	-0.5	8.2	8.5	-0.3	8.3	8.6	-0.3	10.2	10.5	-0.3	12.6	12.4	0.2
Newstalk ZB	13.3	13.2	0.1	1	1.6	1.4	0.2	3.6	3.1	0.5	4.0	3.5	0.5	5.1	4.2	0.9	9.5	8.9	0.6	15.8	17.8	-2.0	3.9	2.8	1.1
Radio Hauraki	3.1	2.2	0.9	11	3.7	1.6	2.1	4.7	5.7	-1.0	4.4	4.7	-0.3	3.6	3.9	-0.3	2.1	1.9	0.2	3.3	0.9	2.4	4.7	4.6	0.1
Rhema	0.5	0.4	0.1	15	*	*	*	*	*	*	*	*	*	*	*	*	0.3	0.2	0.1	1.0	1.0	0.0	1.4	1.4	0.0
Rock	12.1	11.9	0.2	2	24.9	17.7	7.2	22.4	21.2	1.2	14.5	14.0	0.5	16.9	19.2	-2.3	12.3	16.0	-3.7	5.8	4.6	1.2	13.3	12.9	0.4
Sanctuary**	0.6	0.5	0.1	14	*	*	*	*	*	*	0.1	*	*	0.1	*	*	0.2	0.1	0.1	0.4	0.3	0.1	*	*	*
Sport Nation*	0.5	0.8	-0.3	15	*	*	*	0.7	0.7	0.0	1.3	1.1	0.2	0.9	1.3	-0.4	0.1	0.7	-0.6	0.3	0.5	-0.2	*	0.3	*
Te Korimako o Taranaki	1.5	1.7	-0.2	12	1.9	2.1	-0.2	1.1	1.2	-0.1	1.1	2.8	-1.7	1.0	1.9	-0.9	1.5	1.3	0.2	2.3	2.0	0.3	1.2	1.1	0.1
The Hits	8.8	9.6	-0.8	5	13.2	12.7	0.5	17.3	17.1	0.2	17.2	15.8	1.4	13.1	13.4	-0.3	5.2	8.5	-3.3	5.3	6.6	-1.3	11.5	14.6	-3.1
The Sound	8.2	7.7	0.5	6	9.7	15.2	-5.5	3.0	1.2	1.8	2.7	1.6	1.1	7.7	5.7	2.0	15.1	10.6	4.5	10.2	9.3	0.9	8.3	4.8	3.5
ZM	5.3	5.4	-0.1	8	6.4	5.4	1.0	14.3	15.1	-0.8	12.5	13.1	-0.6	10.2	10.5	-0.3	3.9	4.4	-0.5	1.4	1.1	0.3	10.0	11.1	-1.1
MediaWorks Combo	54.0	53.9	0.1		69.5	73.6	-4.1	49.7	48.1	1.6	47.2	46.5	0.7	51.7	51.5	0.2	60.4	58.1	2.3	54.9	53.7	1.2	57.1	52.5	4.6
NZME Combo	35.3	36.3	-1.0		27.0	23.2	3.8	42.8	44.9	-2.1	40.5	41.0	-0.5	35.8	36.3	-0.5	27.1	30.4	-3.3	32.7	35.5	-2.8	32.6	36.4	-3.8
Potential (000)	114.8	114.8	0.0		24.2	24.2	0.0	31.4	32.0	-0.6	32.1	32.1	0.0	48.3	48.3	0.0	32.9	32.9	0.0	31.0	31.0	0.0	21.7	20.2	1.5
Sample	897	1,009	-112		152	174	-22	206	237	-31	226	246	-20	336	371	-35	234	291	-57	274	328	-54	167	176	-9

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

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	114.8	0.0
Sample Size	897	1,009	-112

	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	3.3	4.3	-1.0	10	5.8	5.6	0.2	6.4	5.8	0.6	7.9	6.1	1.8	7.2	6.4	0.8	3.8	5.3	-1.5	7.3	6.2	1.1
Coast	3.5	4.1	-0.6	9	3.7	4.7	-1.0	3.6	5.5	-1.9	4.1	6.3	-2.2	6.7	5.7	1.0	5.2	4.9	0.3	4.7	6.5	-1.8
Edge	5.8	5.9	-0.1	7	6.0	6.3	-0.3	5.6	7.1	-1.5	4.2	5.0	-0.8	4.6	5.0	-0.4	1.8	1.2	0.6	5.0	5.7	-0.7
Gold Sport	0.5	0.5	0.0	15	0.1	0.1	0.0	0.3	0.2	0.1	*	*	*	0.3	0.2	0.1	*	*	*	0.3	0.3	0.0
Life FM	0.8	0.8	0.0	13	0.6	0.6	0.0	0.3	0.4	-0.1	0.8	1.4	-0.6	1.8	0.3	1.5	*	*	*	0.9	0.8	0.1
Magic	7.9	9.4	-1.5	6	11.9	11.6	0.3	9.3	9.2	0.1	11.4	11.3	0.1	15.2	14.6	0.6	6.9	5.7	1.2	13.3	14.4	-1.1
More FM	13.8	13.0	0.8	2	10.3	11.1	-0.8	8.4	9.4	-1.0	10.3	9.9	0.4	1.5	1.6	-0.1	5.9	5.1	0.8	10.5	9.9	0.6
Newstalk ZB	16.8	17.3	-0.5	1	9.1	8.5	0.6	7.1	5.9	1.2	11.5	12.4	-0.9	26.8	29.3	-2.5	36.1	37.2	-1.1	15.1	14.7	0.4
Radio Hauraki	2.8	2.2	0.6	11	4.4	2.2	2.2	4.6	2.8	1.8	3.1	3.1	0.0	1.4	1.6	-0.2	*	0.3	*	1.5	1.3	0.2
Rhema	0.3	0.3	0.0	17	0.3	0.3	0.0	0.5	0.4	0.1	0.4	0.3	0.1	0.4	0.4	0.0	0.6	0.5	0.1	0.9	0.7	0.2
Rock	12.9	11.9	1.0	3	14.7	15.4	-0.7	16.3	14.8	1.5	12.7	10.8	1.9	2.0	3.9	-1.9	10.7	12.3	-1.6	6.9	8.0	-1.1
Sanctuary**	0.4	0.3	0.1	16	0.6	0.5	0.1	0.6	0.5	0.1	0.6	0.5	0.1	1.7	1.1	0.6	1.0	0.9	0.1	0.5	0.4	0.1
Sport Nation*	0.6	0.4	0.2	14	0.5	0.8	-0.3	0.4	1.2	-0.8	0.5	0.9	-0.4	0.1	0.7	-0.6	1.6	1.4	0.2	0.4	0.5	-0.1
Te Korimako o Taranaki	1.1	1.4	-0.3	12	2.3	2.0	0.3	1.7	1.3	0.4	0.3	1.1	-0.8	0.6	1.2	-0.6	*	*	*	2.0	2.9	-0.9
The Hits	8.0	8.6	-0.6	5	9.8	10.4	-0.6	12.0	12.1	-0.1	10.0	10.0	0.0	5.4	7.9	-2.5	3.6	5.5	-1.9	6.5	8.2	-1.7
The Sound	5.6	4.6	1.0	8	7.2	7.6	-0.4	9.8	10.7	-0.9	8.0	6.9	1.1	6.9	6.8	0.1	3.3	3.2	0.1	11.1	8.7	2.4
ZM	8.9	8.4	0.5	4	2.6	3.2	-0.6	4.2	4.6	-0.4	8.0	8.0	0.0	3.5	3.7	-0.2	9.0	7.6	1.4	4.5	4.3	0.2
MediaWorks Combo	51.0	50.8	0.2		57.4	58.6	-1.2	57.6	58.5	-0.9	55.4	51.7	3.7	39.3	39.8	-0.5	33.6	34.6	-1.0	55.8	54.7	1.1
NZME Combo	40.5	41.2	-0.7		29.9	29.3	0.6	32.2	31.4	0.8	36.8	40.0	-3.2	44.4	48.7	-4.3	53.9	55.5	-1.6	33.1	35.7	-2.6

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

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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	13.4	11.4	2.0	7	1.7	1.0	0.7	2.9	2.6	0.3	3.8	3.1	0.7	6.2	5.0	1.2	5.7	4.9	0.8	4.6	4.4	0.2	2.7	1.6	1.1
Coast	6.6	8.3	-1.7	11	0.7	0.7	0.0	1.5	1.8	-0.3	0.9	1.6	-0.7	2.2	3.1	-0.9	2.8	3.3	-0.5	2.7	3.6	-0.9	0.7	1.0	-0.3
Edge	14.6	15.3	-0.7	5	4.5	5.8	-1.3	7.3	6.6	0.7	6.9	6.2	0.7	8.6	8.3	0.3	3.2	3.1	0.1	1.5	1.2	0.3	5.4	4.9	0.5
Gold Sport	0.5	0.5	0.0	16	0.2	0.2	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.2	0.2	0.0	0.2	0.3	-0.1	0.1	*	*
Life FM	1.1	1.4	-0.3	14	*	*	*	*	*	*	0.3	0.2	0.1	0.4	0.4	0.0	0.6	1.0	-0.4	0.7	0.8	-0.1	*	*	*
Magic	14.4	13.4	1.0	6	1.4	1.5	-0.1	1.4	1.3	0.1	1.6	1.5	0.1	2.1	2.2	-0.1	4.2	4.2	0.0	7.3	6.3	1.0	1.2	1.3	-0.1
More FM	18.7	17.9	0.8	3	4.2	4.2	0.0	4.3	4.3	0.0	5.5	5.0	0.5	8.3	7.8	0.5	5.8	5.8	0.0	5.5	5.4	0.1	5.0	4.2	0.8
Newstalk ZB	15.1	15.9	-0.8	4	0.7	0.8	-0.1	2.6	2.4	0.2	2.8	2.5	0.3	4.0	3.5	0.5	4.3	4.5	-0.2	6.4	7.0	-0.6	0.9	0.7	0.2
Radio Hauraki	8.0	6.7	1.3	10	0.8	0.4	0.4	4.2	3.9	0.3	4.6	4.0	0.6	5.1	4.9	0.2	1.7	1.8	-0.1	2.2	1.3	0.9	2.7	2.4	0.3
Rhema	1.1	1.0	0.1	14	*	*	*	*	*	*	*	*	*	*	*	*	0.5	0.4	0.1	0.5	0.5	0.0	0.1	0.1	0.0
Rock	20.9	19.6	1.3	2	6.9	6.0	0.9	6.9	6.9	0.0	7.2	6.3	0.9	10.8	10.5	0.3	6.5	6.5	0.0	3.2	2.8	0.4	3.1	2.9	0.2
Sanctuary**	0.4	0.2	0.2	17	*	*	*	*	*	*	0.1	*	*	0.1	*	*	0.1	0.1	0.0	0.2	0.1	0.1	*	*	*
Sport Nation*	1.4	1.9	-0.5	13	*	*	*	0.5	0.5	0.0	0.9	0.7	0.2	1.1	1.0	0.1	0.2	0.3	-0.1	0.3	0.8	-0.5	*	0.1	*
Te Korimako o Taranaki	4.2	4.4	-0.2	12	1.3	1.4	-0.1	1.2	1.3	-0.1	1.2	1.5	-0.3	1.4	1.7	-0.3	1.0	0.9	0.1	1.4	1.3	0.1	0.7	0.6	0.1
The Hits	22.0	22.2	-0.2	1	4.3	4.7	-0.4	8.5	8.2	0.3	9.1	8.7	0.4	11.8	11.9	-0.1	6.6	6.7	-0.1	5.6	5.1	0.5	6.8	6.1	0.7
The Sound	12.2	12.4	-0.2	8	2.1	2.9	-0.8	2.0	1.9	0.1	2.3	1.9	0.4	4.4	3.8	0.6	6.6	5.9	0.7	5.2	5.2	0.0	3.0	2.3	0.7
ZM	11.0	9.5	1.5	9	3.3	2.3	1.0	5.6	5.6	0.0	5.5	5.3	0.2	6.6	6.5	0.1	1.9	1.9	0.0	1.1	0.7	0.4	3.0	3.2	-0.2
MediaWorks Combo	65.3	64.2	1.1		14.4	14.5	-0.1	17.0	16.4	0.6	17.7	16.7	1.0	26.3	26.0	0.3	20.9	21.2	-0.3	19.4	18.4	1.0	13.0	11.8	1.2
NZME Combo	48.9	49.4	-0.5		8.0	7.3	0.7	16.3	16.1	0.2	16.7	16.3	0.4	22.5	22.6	-0.1	13.3	14.0	-0.7	13.7	14.0	-0.3	11.3	10.5	0.8
All Commercial Radio	91.3	91.0	0.3		18.2	17.6	0.6	25.4	24.4	1.0	26.6	25.9	0.7	38.6	38.7	-0.1	27.0	27.8	-0.8	26.2	25.6	0.6	17.3	15.9	1.4
Potential (000)	114.8	114.8	0.0		24.2	24.2	0.0	31.4	32.0	-0.6	32.1	32.1	0.0	48.3	48.3	0.0	32.9	32.9	0.0	31.0	31.0	0.0	21.7	20.2	1.5
Sample	897	1,009	-112		152	174	-22	206	237	-31	226	246	-20	336	371	-35	234	291	-57	274	328	-54	167	176	-9

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	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	4.3	4.5	-0.2	9	6.1	6.3	-0.2	7.6	6.8	0.8	5.5	4.9	0.6	2.8	2.3	0.5	0.9	0.8	0.1	7.8	6.1	1.7
Coast	3.6	4.0	-0.4	11	3.3	3.7	-0.4	2.8	3.5	-0.7	2.8	3.9	-1.1	2.0	2.5	-0.5	0.6	0.8	-0.2	3.5	4.5	-1.0
Edge	8.6	9.8	-1.2	5	7.2	7.4	-0.2	7.2	7.7	-0.5	6.8	7.5	-0.7	3.5	3.2	0.3	1.0	0.6	0.4	8.0	7.9	0.1
Gold Sport	0.4	0.4	0.0	15	0.1	0.1	0.0	0.3	0.2	0.1	0.1	0.1	0.0	0.2	0.1	0.1	*	*	*	0.4	0.4	0.0
Life FM	1.1	1.1	0.0	12	0.5	0.7	-0.2	0.3	0.4	-0.1	0.8	0.9	-0.1	0.4	0.4	0.0	0.1	*	*	0.8	0.8	0.0
Magic	7.4	7.9	-0.5	7	9.5	8.7	0.8	9.8	9.6	0.2	6.4	6.2	0.2	3.2	3.0	0.2	2.2	1.6	0.6	10.7	9.9	0.8
More FM	11.1	11.1	0.0	3	10.3	10.3	0.0	10.4	10.3	0.1	7.7	7.8	-0.1	1.5	1.3	0.2	1.7	1.6	0.1	10.0	9.0	1.0
Newstalk ZB	9.7	10.5	-0.8	4	7.8	8.8	-1.0	7.0	6.9	0.1	6.6	6.6	0.0	5.0	5.9	-0.9	4.0	4.3	-0.3	10.3	10.2	0.1
Radio Hauraki	3.9	2.8	1.1	10	2.7	2.2	0.5	3.2	2.9	0.3	3.2	2.4	0.8	1.1	1.2	-0.1	0.1	0.1	0.0	4.3	3.8	0.5
Rhema	0.1	0.1	0.0	17	0.2	0.3	-0.1	0.6	0.5	0.1	0.2	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.0	0.7	0.6	0.1
Rock	11.8	10.5	1.3	2	9.9	9.2	0.7	12.7	11.2	1.5	9.8	9.2	0.6	1.5	2.2	-0.7	2.1	1.8	0.3	10.4	9.4	1.0
Sanctuary**	0.3	0.2	0.1	16	0.3	0.2	0.1	0.3	0.2	0.1	0.2	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.0	0.3	0.1	0.2
Sport Nation*	1.0	0.7	0.3	13	0.8	0.7	0.1	0.8	1.3	-0.5	0.7	0.8	-0.1	0.1	0.4	-0.3	0.3	0.3	0.0	0.7	0.5	0.2
Te Korimako o Taranaki	0.7	1.0	-0.3	14	2.2	2.4	-0.2	1.4	1.2	0.2	0.6	1.0	-0.4	0.4	0.6	-0.2	*	*	*	2.5	2.8	-0.3
The Hits	13.6	12.7	0.9	1	9.7	10.5	-0.8	13.6	12.8	0.8	11.9	11.2	0.7	4.3	4.8	-0.5	1.4	1.5	-0.1	9.2	10.4	-1.2
The Sound	4.8	5.7	-0.9	8	5.0	5.7	-0.7	7.1	7.5	-0.4	5.1	5.7	-0.6	2.0	2.2	-0.2	1.4	1.2	0.2	7.9	6.4	1.5
ZM	7.7	6.7	1.0	6	3.5	3.4	0.1	5.0	4.0	1.0	6.3	6.4	-0.1	1.3	1.4	-0.1	1.5	1.1	0.4	6.6	6.4	0.2
MediaWorks Combo	40.2	42.3	-2.1		39.7	39.2	0.5	45.0	43.1	1.9	34.4	36.1	-1.7	12.5	13.2	-0.7	8.1	7.4	0.7	43.8	41.8	2.0
NZME Combo	34.2	33.3	0.9		25.0	25.8	-0.8	27.7	26.7	1.0	28.2	27.6	0.6	12.1	13.8	-1.7	7.3	7.5	-0.2	30.7	32.0	-1.3
All Commercial Radio	68.2	68.9	-0.7		61.2	62.0	-0.8	68.2	65.7	2.5	58.9	60.7	-1.8	24.9	26.2	-1.3	15.8	15.1	0.7	67.4	67.5	-0.1

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

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 2 2025

Average Time Spent Listening (hh:mm) by Demographic, Mon-Sun 12mn-12mn
Survey Comparisons: 1/2025 - 2/2025

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

	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	6:57	8:06	-1:09	3:05	4:25	-1:20	2:31	6:41	-4:09	2:29	6:09	-3:39	2:55	5:12	-2:17	9:11	9:25	-0:14	11:38	11:31	0:07	2:56	4:01	-1:04
Coast	9:33	10:38	-1:04	4:37	5:18	-0:40	6:08	6:48	-0:39	7:24	8:46	-1:22	9:18	8:49	0:29	11:29	10:47	0:42	12:40	12:17	0:23	8:41	8:55	-0:14
Edge	5:34	6:19	-0:45	5:23	6:28	-1:04	4:45	5:06	-0:21	5:10	5:39	-0:28	5:28	6:11	-0:43	6:53	7:48	-0:54	6:41	6:53	-0:12	5:56	7:08	-1:11
Gold Sport	7:18	6:27	0:50	7:00	7:00	0:00	6:00	6:00	0:00	6:00	6:00	0:00	2:58	6:00	-3:01	8:13	8:24	-0:11	12:00	6:14	5:45	0:30	*	*
Life FM	10:01	7:57	2:03	*	*	*	*	*	*	2:15	7:17	-5:02	2:36	6:33	-3:57	12:01	9:02	2:59	14:28	9:31	4:56	*	*	*
Magic	11:42	13:45	-2:02	2:12	2:25	-0:12	6:01	6:17	-0:16	11:20	11:12	0:08	12:49	11:37	1:11	15:21	15:12	0:09	13:29	15:32	-2:02	11:16	9:09	2:06
More FM	8:16	9:10	-0:54	9:06	10:28	-1:21	4:48	4:03	0:45	5:02	6:12	-1:09	5:48	7:19	-1:30	8:16	8:46	-0:30	10:37	10:25	0:11	6:51	8:15	-1:24
Newstalk ZB	13:39	13:38	0:00	5:00	4:07	0:53	5:01	4:31	0:29	5:10	5:23	-0:12	7:39	8:00	-0:20	12:53	11:50	1:03	13:56	13:48	0:08	12:24	11:18	1:05
Radio Hauraki	5:58	5:19	0:39	10:03	8:50	1:12	4:07	5:06	-0:58	3:32	4:33	-1:01	4:15	5:19	-1:04	7:11	6:27	0:43	8:34	3:58	4:35	4:40	5:26	-0:45
Rhema	7:03	6:38	0:25	*	*	*	*	*	*	*	*	*	*	*	*	3:19	3:02	0:16	10:21	10:21	0:00	63:00	63:00	0:00
Rock	8:55	9:57	-1:01	7:43	6:44	0:59	11:50	10:49	1:00	7:21	8:32	-1:11	9:16	12:17	-3:01	10:51	14:37	-3:45	10:20	9:00	1:19	11:45	12:20	-0:34
Sanctuary**	22:25	35:48	-13:23	*	*	*	*	*	*	5:15	*	*	5:15	*	*	7:15	7:15	0:00	12:38	12:39	-0:01	*	*	*
Sport Nation*	5:12	6:31	-1:18	*	*	*	4:42	5:08	-0:26	5:37	5:53	-0:15	5:04	8:39	-3:34	2:37	16:35	-13:57	5:32	2:58	2:34	*	7:15	*
Te Korimako o Taranaki	5:41	6:20	-0:38	3:08	3:21	-0:12	3:21	3:19	0:02	3:21	7:15	-3:53	4:14	7:22	-3:08	8:55	8:35	0:20	9:20	8:15	1:04	4:34	4:55	-0:20
The Hits	6:13	7:08	-0:55	6:30	6:07	0:22	7:23	7:24	-0:00	6:54	7:00	-0:05	6:33	7:30	-0:57	4:33	7:30	-2:57	5:24	7:00	-1:36	4:37	6:46	-2:09
The Sound	10:27	10:13	0:13	9:39	12:04	-2:25	5:26	2:17	3:09	4:22	3:10	1:12	10:22	10:01	0:20	13:16	10:34	2:41	11:10	9:45	1:24	7:29	5:48	1:41
ZM	7:27	9:20	-1:52	4:07	5:25	-1:17	9:18	9:25	-0:06	8:21	9:33	-1:11	9:07	10:46	-1:39	11:32	13:48	-2:16	7:36	8:34	-0:58	8:59	9:41	-0:41
MediaWorks Combo	12:48	13:46	-0:57	10:18	11:35	-1:16	10:41	10:20	0:20	9:40	10:44	-1:04	11:37	13:16	-1:39	16:38	16:20	0:17	16:05	15:45	0:19	11:55	12:36	-0:40
NZME Combo	11:09	12:02	-0:53	7:11	7:13	-0:02	9:35	9:50	-0:15	8:50	9:41	-0:50	9:25	10:45	-1:19	11:45	12:52	-1:07	13:34	13:41	-0:06	7:50	9:49	-1:58
All Commercial Radio	16:56	18:02	-1:05	11:47	12:57	-1:09	14:22	14:25	-0:02	13:40	14:53	-1:12	15:19	17:20	-2:00	21:21	21:22	-0:01	21:44	21:04	0:39	15:45	17:44	-1:59
Potential (000)	114.8	114.8	0.0	24.2	24.2	0.0	31.4	32.0	-0.6	32.1	32.1	0.0	48.3	48.3	0.0	32.9	32.9	0.0	31.0	31.0	0.0	21.7	20.2	1.5
Sample	897	1,009	-112	152	174	-22	206	237	-31	226	246	-20	336	371	-35	234	291	-57	274	328	-54	167	176	-9

MediaWorks Combo: Breeze, Edge, More FM, Rock, The Sound, Magic, or internet only listening to George FM, Mai, Humm FM, Channel X
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 2 2025

Average Time Spent Listening (hh:mm) by Daypart, People 10+
Survey Comparisons: 1/2025 - 2/2025

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

	This	Last	+/-
Potential (000)	114.8	114.8	0.0
Sample Size	897	1,009	-112

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

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

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