



TAURANGA 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	4.9	6.1	-1.2	11	6.6	10.4	-3.8	5.6	8.4	-2.8	3.2	4.0	-0.8	3.4	3.2	0.2	2.9	3.7	-0.8	5.1	5.6	-0.5	2.5	5.0	-2.5
Channel X	8.7	8.1	0.6	2	13.8	8.4	5.4	15.4	14.5	0.9	14.7	16.0	-1.3	13.6	15.1	-1.5	7.5	7.2	0.3	4.0	3.5	0.5	3.6	3.5	0.1
Coast	5.7	8.4	-2.7	8	0.5	0.3	0.2	0.3	0.3	0.0	1.4	1.8	-0.4	2.8	3.1	-0.3	6.1	10.5	-4.4	10.0	14.7	-4.7	8.8	11.6	-2.8
Edge	3.5	3.2	0.3	12	8.0	8.5	-0.5	5.1	4.2	0.9	4.9	5.4	-0.5	4.5	4.4	0.1	3.0	2.2	0.8	1.7	1.1	0.6	6.4	5.0	1.4
Flava	0.6	n.a.	*	18	0.9	n.a.	*	0.4	n.a.	*	*	n.a.	*	0.3	n.a.	*	0.5	n.a.	*	1.1	n.a.	*	*	n.a.	*
George FM	2.0	1.9	0.1	13	0.5	0.6	-0.1	1.8	1.7	0.1	5.7	5.7	0.0	5.1	4.7	0.4	1.9	1.3	0.6	*	*	*	3.2	2.2	1.0
Gold Sport	0.5	0.4	0.1	21	*	*	*	*	*	*	*	*	*	*	*	*	0.8	0.8	0.0	1.4	1.3	0.1	*	*	*
Life FM	0.8	0.7	0.1	17	1.8	1.9	-0.1	1.3	0.8	0.5	1.3	0.4	0.9	1.0	0.5	0.5	0.9	1.2	-0.3	0.6	0.9	-0.3	0.4	0.3	0.1
Magic	8.6	7.7	0.9	3	0.2	*	*	0.6	0.7	-0.1	0.8	0.8	0.0	1.7	1.6	0.1	3.6	3.4	0.2	13.7	10.3	3.4	4.9	2.4	2.5
Mai FM	5.4	4.1	1.3	10	19.0	8.8	10.2	15.2	9.0	6.2	6.7	9.1	-2.4	5.9	7.4	-1.5	2.6	2.3	0.3	0.5	0.4	0.1	5.3	7.7	-2.4
Moana Radio	1.2	1.3	-0.1	15	1.5	2.1	-0.6	1.5	1.9	-0.4	0.8	0.8	0.0	1.0	1.0	0.0	1.3	1.2	0.1	0.7	2.1	-1.4	1.5	1.7	-0.2
More FM	5.5	5.0	0.5	9	3.5	3.4	0.1	4.2	5.4	-1.2	7.3	8.0	-0.7	7.3	7.1	0.2	7.4	5.2	2.2	4.9	3.6	1.3	13.4	10.3	3.1
Newstalk ZB	16.5	16.0	0.5	1	2.1	4.1	-2.0	2.7	2.3	0.4	6.6	4.6	2.0	7.6	7.7	-0.1	13.4	15.8	-2.4	21.1	21.0	0.1	11.0	8.6	2.4
Radio Hauraki	1.7	2.2	-0.5	14	2.7	3.5	-0.8	3.0	6.1	-3.1	2.3	4.4	-2.1	2.4	3.8	-1.4	1.6	1.5	0.1	1.2	0.9	0.3	1.2	0.6	0.6
Rhema	0.5	0.4	0.1	21	0.3	0.3	0.0	0.3	0.4	-0.1	0.7	0.5	0.2	0.5	0.3	0.2	0.1	*	*	0.6	0.7	-0.1	1.3	1.0	0.3
Rock	8.0	7.3	0.7	4	14.0	17.4	-3.4	10.8	9.5	1.3	12.2	8.8	3.4	13.8	11.4	2.4	9.7	9.0	0.7	2.2	2.2	0.0	7.2	7.2	0.0
Sanctuary**	0.6	0.8	-0.2	18	0.9	0.9	0.0	*	*	*	0.1	*	*	0.1	*	*	0.4	0.4	0.0	0.7	1.4	-0.7	0.1	*	*
Sport Nation*	1.1	1.0	0.1	16	*	*	*	*	*	*	*	*	*	*	*	*	0.4	0.6	-0.2	1.2	1.4	-0.2	*	*	*
Tainui Live	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.1	0.1	0.0	0.2	0.2	0.0
Te Arawa FM	0.6	0.3	0.3	18	0.8	0.9	-0.1	1.4	0.5	0.9	1.8	0.8	1.0	1.1	0.5	0.6	*	*	*	0.2	*	*	1.9	0.6	1.3
The Hits	6.0	6.5	-0.5	7	8.9	12.3	-3.4	11.9	14.1	-2.2	9.1	9.6	-0.5	7.2	7.6	-0.4	6.7	6.2	0.5	6.0	5.9	0.1	4.5	7.5	-3.0
The Sound	7.8	6.2	1.6	5	4.6	4.9	-0.3	2.6	2.3	0.3	2.2	1.9	0.3	4.0	3.5	0.5	18.7	13.4	5.3	17.8	12.9	4.9	6.1	4.8	1.3
ZM	7.6	7.5	0.1	6	9.2	9.4	-0.2	15.0	16.1	-1.1	16.7	15.5	1.2	15.2	13.9	1.3	6.8	7.3	-0.5	1.6	3.0	-1.4	14.5	15.3	-0.8
MediaWorks Combo	54.4	49.7	4.7		70.1	62.3	7.8	61.2	55.8	5.4	57.9	59.6	-1.7	59.2	58.4	0.8	57.4	47.7	9.7	49.8	39.7	10.1	52.7	48.2	4.5
NZME Combo	38.6	43.5	-4.9		24.3	31.4	-7.1	33.3	39.7	-6.4	36.2	37.0	-0.8	35.4	37.8	-2.4	35.9	46.0	-10.1	42.3	51.2	-8.9	39.9	46.5	-6.6
Potential (000)	201.4	201.4	0.0		40.1	40.1	0.0	61.8	62.1	-0.3	59.5	59.5	0.0	86.8	86.8	0.0	54.4	54.4	0.0	51.3	51.3	0.0	35.5	33.4	2.1
Sample	804	821	-17		147	150	-3	207	213	-6	207	210	-3	334	337	-3	218	220	-2	210	213	-3	148	148	0

NB: SUM OF INDIVIDUAL STATIONS MAY NOT ADD TO NETWORK COMBO TOTAL DUE TO ROUNDING
MediaWorks Combo: Breeze, Channel X, Edge, George FM, Magic, Mai FM, More FM, Rock, The Sound, or internet only listening to Humm FM
NZME Combo: Coast, Flava (from S2 2025), Gold (until S1 2025), Gold Sport, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui, Flava (until S1 2025)

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



TAURANGA COMMERCIAL RADIO - SURVEY 2 2025

Station Share (%) 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)	201.4	201.4	0.0
Sample Size	804	821	-17

	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	3.2	3.8	-0.6	12	6.8	9.2	-2.4	6.6	8.6	-2.0	3.9	4.7	-0.8	2.8	1.7	1.1	3.6	3.3	0.3	3.9	4.8	-0.9
Channel X	8.1	7.2	0.9	3	12.4	11.7	0.7	12.1	11.6	0.5	6.7	6.3	0.4	1.0	1.0	0.0	0.8	0.8	0.0	5.1	5.3	-0.2
Coast	4.5	6.8	-2.3	10	6.9	10.1	-3.2	5.6	8.4	-2.8	4.9	8.0	-3.1	4.6	7.1	-2.5	4.0	7.0	-3.0	6.8	9.2	-2.4
Edge	4.2	5.0	-0.8	11	1.5	1.5	0.0	3.0	2.6	0.4	3.3	3.1	0.2	5.1	4.1	1.0	10.5	10.1	0.4	4.0	3.0	1.0
Flava	0.4	n.a.	*	21	0.7	n.a.	*	0.5	n.a.	*	0.6	n.a.	*	*	n.a.	*	2.0	n.a.	*	0.8	n.a.	*
George FM	2.5	2.4	0.1	13	2.4	2.5	-0.1	2.0	2.0	0.0	2.4	2.0	0.4	1.4	1.3	0.1	0.3	0.3	0.0	1.2	1.1	0.1
Gold Sport	0.6	0.6	0.0	20	0.3	0.3	0.0	0.3	0.3	0.0	0.6	0.5	0.1	0.7	0.6	0.1	0.3	0.3	0.0	0.6	0.5	0.1
Life FM	1.6	1.4	0.2	14	0.7	0.2	0.5	0.3	0.3	0.0	1.3	1.1	0.2	0.4	0.4	0.0	*	0.6	*	0.8	0.8	0.0
Magic	4.6	4.3	0.3	9	9.2	8.6	0.6	9.7	8.3	1.4	6.8	6.4	0.4	8.9	8.8	0.1	9.2	7.7	1.5	11.5	10.0	1.5
Mai FM	6.2	4.8	1.4	5	3.9	1.6	2.3	5.1	2.8	2.3	7.8	6.2	1.6	6.8	6.9	-0.1	14.7	16.6	-1.9	3.4	3.8	-0.4
Moana Radio	1.1	1.1	0.0	16	1.2	1.4	-0.2	1.0	1.2	-0.2	2.1	2.1	0.0	0.7	0.9	-0.2	0.1	0.1	0.0	1.1	1.4	-0.3
More FM	5.9	4.4	1.5	6	6.4	6.0	0.4	5.8	5.8	0.0	4.7	5.0	-0.3	1.2	1.2	0.0	2.6	2.7	-0.1	5.4	4.8	0.6
Newstalk ZB	23.7	23.8	-0.1	1	12.5	11.3	1.2	9.6	9.5	0.1	15.2	15.1	0.1	34.1	30.9	3.2	21.7	23.8	-2.1	17.8	16.7	1.1
Radio Hauraki	1.6	1.8	-0.2	14	0.8	1.8	-1.0	1.3	2.5	-1.2	2.5	2.5	0.0	1.4	1.3	0.1	1.6	2.1	-0.5	2.7	2.6	0.1
Rhema	0.7	0.5	0.2	18	0.4	0.3	0.1	0.7	0.5	0.2	0.3	0.2	0.1	0.1	1.2	-1.1	2.0	1.3	0.7	0.1	0.3	-0.2
Rock	7.4	7.2	0.2	4	6.7	5.3	1.4	8.8	7.1	1.7	11.9	10.0	1.9	8.2	12.3	-4.1	4.2	2.6	1.6	7.3	7.5	-0.2
Sanctuary**	0.7	0.7	0.0	18	1.0	1.1	-0.1	0.3	0.6	-0.3	0.5	0.9	-0.4	0.7	0.9	-0.2	*	*	*	0.6	0.8	-0.2
Sport Nation*	1.0	0.9	0.1	17	1.7	1.4	0.3	0.4	0.5	-0.1	0.9	1.0	-0.1	0.6	0.7	-0.1	2.2	1.9	0.3	1.5	1.3	0.2
Tainui Live	0.1	0.1	0.0	23	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Te Arawa FM	0.4	0.1	0.3	21	0.3	0.1	0.2	0.6	0.2	0.4	1.0	1.0	0.0	0.4	*	*	*	*	*	0.9	0.6	0.3
The Hits	5.5	6.5	-1.0	8	7.1	7.1	0.0	7.2	6.4	0.8	4.4	4.9	-0.5	4.0	4.8	-0.8	5.5	6.5	-1.0	5.5	7.5	-2.0
The Sound	5.7	4.3	1.4	7	8.6	6.6	2.0	9.5	8.0	1.5	7.5	6.0	1.5	9.1	7.7	1.4	4.4	0.6	3.8	7.3	6.0	1.3
ZM	8.4	9.3	-0.9	2	6.5	6.7	-0.2	7.6	8.1	-0.5	8.7	8.8	-0.1	5.6	4.3	1.3	10.2	6.0	4.2	7.5	5.9	1.6
MediaWorks Combo	48.0	43.4	4.6		57.9	53.1	4.8	62.7	56.8	5.9	55.1	49.6	5.5	44.5	44.9	-0.4	50.3	44.7	5.6	49.1	46.4	2.7
NZME Combo	44.7	50.4	-5.7		34.8	39.9	-5.1	32.1	37.8	-5.7	37.0	42.0	-5.0	50.3	49.8	0.5	45.3	47.5	-2.2	41.8	45.7	-3.9

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

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

NZME Combo: Coast, Flava (from S2 2025), Gold (until S1 2025), Gold Sport, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui, Flava (until S1 2025)

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



TAURANGA COMMERCIAL RADIO - SURVEY 2 2025

Cumulative Audience (000's) 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	14.9	16.3	-1.4	10	2.3	1.8	0.5	3.1	3.9	-0.8	3.8	4.3	-0.5	5.4	5.9	-0.5	3.9	4.9	-1.0	5.0	6.2	-1.2	3.4	3.8	-0.4
Channel X	15.5	13.9	1.6	9	3.8	2.6	1.2	5.4	5.3	0.1	5.0	5.1	-0.1	9.4	9.3	0.1	5.9	5.4	0.5	2.0	1.7	0.3	3.2	2.5	0.7
Coast	14.5	15.6	-1.1	12	1.5	1.2	0.3	1.5	1.7	-0.2	0.6	1.1	-0.5	2.3	3.0	-0.7	4.8	4.7	0.1	6.8	6.9	-0.1	1.8	2.4	-0.6
Edge	21.2	19.7	1.5	4	6.6	6.7	-0.1	7.8	7.2	0.6	8.0	8.0	0.0	11.3	10.5	0.8	5.4	4.3	1.1	3.3	2.3	1.0	5.3	5.0	0.3
Flava	2.6	n.a.	*	18	1.0	n.a.	*	0.7	n.a.	*	0.2	n.a.	*	0.7	n.a.	*	0.8	n.a.	*	1.0	n.a.	*	*	n.a.	*
George FM	4.7	4.4	0.3	15	0.8	0.7	0.1	1.2	1.1	0.1	2.7	2.7	0.0	3.9	3.7	0.2	1.2	1.0	0.2	*	*	*	1.2	1.0	0.2
Gold Sport	1.4	1.3	0.1	21	0.5	0.6	-0.1	0.5	0.6	-0.1	*	*	*	*	*	*	0.3	0.4	-0.1	0.7	0.7	0.0	*	*	*
Life FM	4.7	4.7	0.0	15	2.2	2.0	0.2	1.8	2.2	-0.4	1.2	1.1	0.1	1.6	1.5	0.1	1.1	1.6	-0.5	0.9	1.2	-0.3	0.3	0.2	0.1
Magic	14.9	13.1	1.8	10	0.3	*	*	0.8	0.8	0.0	1.3	1.1	0.2	1.8	1.7	0.1	2.7	2.1	0.6	7.8	5.8	2.0	1.7	1.4	0.3
Mai FM	18.1	18.2	-0.1	6	6.7	5.6	1.1	9.1	8.6	0.5	6.9	7.9	-1.0	10.0	11.3	-1.3	4.2	4.4	-0.2	1.2	1.2	0.0	4.1	4.7	-0.6
Moana Radio	5.3	6.1	-0.8	14	2.7	3.2	-0.5	3.0	3.6	-0.6	0.8	0.9	-0.1	1.2	1.3	-0.1	1.4	1.4	0.0	1.1	1.6	-0.5	1.2	1.3	-0.1
More FM	19.1	19.5	-0.4	5	4.1	4.3	-0.2	5.9	7.5	-1.6	5.8	6.9	-1.1	9.4	10.2	-0.8	8.1	7.0	1.1	5.1	4.6	0.5	5.2	5.1	0.1
Newstalk ZB	31.8	32.3	-0.5	1	3.7	4.9	-1.2	5.1	4.7	0.4	4.6	3.4	1.2	8.7	7.8	0.9	9.9	11.4	-1.5	11.2	13.2	-2.0	5.6	4.8	0.8
Radio Hauraki	8.6	8.8	-0.2	13	1.7	2.2	-0.5	3.1	3.4	-0.3	3.8	3.5	0.3	5.1	5.3	-0.2	2.4	2.6	-0.2	1.8	1.3	0.5	1.4	1.2	0.2
Rhema	2.4	1.2	1.2	19	0.6	0.3	0.3	0.2	0.4	-0.2	0.6	0.4	0.2	0.7	0.4	0.3	0.2	*	*	0.8	0.3	0.5	0.7	0.4	0.3
Rock	23.5	25.0	-1.5	3	6.6	7.0	-0.4	7.9	8.6	-0.7	8.3	8.9	-0.6	13.5	14.3	-0.8	8.5	8.8	-0.3	3.4	3.6	-0.2	4.1	4.6	-0.5
Sanctuary**	2.2	2.0	0.2	20	0.3	0.2	0.1	*	*	*	0.2	*	*	0.4	0.2	0.2	0.9	0.9	0.0	1.0	1.2	-0.2	0.2	*	*
Sport Nation*	1.2	1.7	-0.5	22	*	0.2	*	*	*	*	*	*	*	*	*	*	0.2	0.6	-0.4	0.6	1.1	-0.5	*	*	*
Tainui Live	0.2	0.2	0.0	23	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.2	0.2	0.0	0.2	0.2	0.0
Te Arawa FM	2.8	1.6	1.2	17	0.4	0.4	0.0	1.4	0.6	0.8	1.9	1.2	0.7	1.9	1.2	0.7	*	*	*	0.5	*	*	0.7	0.4	0.3
The Hits	17.8	19.1	-1.3	7	4.4	5.4	-1.0	7.7	7.7	0.0	6.4	5.8	0.6	8.9	7.9	1.0	5.3	5.8	-0.5	4.0	5.1	-1.1	4.0	3.7	0.3
The Sound	15.9	14.7	1.2	8	3.4	3.9	-0.5	2.9	3.1	-0.2	2.5	2.5	0.0	4.5	4.2	0.3	7.5	5.9	1.6	8.0	6.5	1.5	2.1	1.6	0.5
ZM	30.8	30.0	0.8	2	8.2	7.9	0.3	13.3	13.7	-0.4	13.8	13.3	0.5	19.7	19.2	0.5	7.9	8.1	-0.2	2.8	2.9	-0.1	9.7	8.5	1.2
MediaWorks Combo	104.6	104.0	0.6		23.4	22.7	0.7	30.1	31.9	-1.8	29.7	31.4	-1.7	47.1	48.2	-1.1	33.6	31.6	2.0	26.7	24.5	2.2	20.8	19.7	1.1
NZME Combo	84.2	90.5	-6.3		14.7	15.9	-1.2	22.3	23.7	-1.4	21.8	23.7	-1.9	34.0	36.1	-2.1	25.8	28.6	-2.8	24.1	28.3	-4.2	16.0	17.5	-1.5
All Commercial Radio	150.8	150.5	0.3		27.8	27.4	0.4	40.8	42.1	-1.3	41.8	43.1	-1.3	64.2	64.9	-0.7	45.6	45.0	0.6	42.4	42.5	-0.1	28.6	26.4	2.2
Potential (000)	201.4	201.4	0.0		40.1	40.1	0.0	61.8	62.1	-0.3	59.5	59.5	0.0	86.8	86.8	0.0	54.4	54.4	0.0	51.3	51.3	0.0	35.5	33.4	2.1
Sample	804	821	-17		147	150	-3	207	213	-6	207	210	-3	334	337	-3	218	220	-2	210	213	-3	148	148	0

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

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



TAURANGA COMMERCIAL RADIO - SURVEY 2 2025

Cumulative Audience (000's) 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)	201.4	201.4	0.0
Sample Size	804	821	-17

	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	7.7	9.1	-1.4	10	6.9	9.5	-2.6	7.7	9.7	-2.0	5.9	6.8	-0.9	2.1	1.4	0.7	1.8	1.7	0.1	5.4	7.1	-1.7
Channel X	10.0	8.6	1.4	8	9.2	8.8	0.4	10.5	9.2	1.3	8.5	7.5	1.0	0.7	0.7	0.0	0.5	0.6	-0.1	7.2	6.5	0.7
Coast	6.4	7.7	-1.3	12	9.2	10.7	-1.5	8.8	9.7	-0.9	6.5	8.1	-1.6	1.3	2.3	-1.0	1.0	2.1	-1.1	8.2	9.4	-1.2
Edge	11.6	11.1	0.5	4	5.3	3.8	1.5	10.5	8.9	1.6	8.9	9.3	-0.4	4.7	3.8	0.9	3.7	3.2	0.5	10.8	10.0	0.8
Flava	1.5	n.a.	*	17	0.9	n.a.	*	0.6	n.a.	*	1.5	n.a.	*	*	n.a.	*	0.4	n.a.	*	2.0	n.a.	*
George FM	3.7	3.6	0.1	13	3.0	2.8	0.2	1.7	1.5	0.2	2.4	2.2	0.2	0.8	0.8	0.0	0.2	0.2	0.0	2.3	2.2	0.1
Gold Sport	0.7	0.7	0.0	22	0.7	0.7	0.0	0.7	0.6	0.1	1.2	1.3	-0.1	0.2	0.1	0.1	0.3	0.4	-0.1	0.7	0.6	0.1
Life FM	2.7	2.9	-0.2	15	1.0	0.7	0.3	1.2	1.4	-0.2	2.4	2.5	-0.1	0.9	0.8	0.1	*	0.1	*	1.9	2.4	-0.5
Magic	6.9	6.5	0.4	11	9.4	8.4	1.0	9.1	8.5	0.6	7.5	7.2	0.3	2.5	2.5	0.0	1.6	1.7	-0.1	11.1	9.8	1.3
Mai FM	10.8	10.6	0.2	6	5.3	4.7	0.6	9.5	9.7	-0.2	10.8	10.6	0.2	3.6	3.3	0.3	2.1	2.6	-0.5	9.0	9.8	-0.8
Moana Radio	2.1	2.5	-0.4	16	1.7	1.9	-0.2	1.4	1.5	-0.1	2.5	2.9	-0.4	1.5	1.8	-0.3	0.3	0.2	0.1	2.6	3.0	-0.4
More FM	11.0	11.3	-0.3	5	9.3	8.3	1.0	9.7	9.3	0.4	8.0	9.1	-1.1	1.1	1.2	-0.1	2.0	2.0	0.0	10.1	9.3	0.8
Newstalk ZB	21.5	22.4	-0.9	1	14.6	13.7	0.9	15.5	14.2	1.3	9.9	9.9	0.0	9.4	8.5	0.9	7.1	6.7	0.4	23.4	21.6	1.8
Radio Hauraki	3.7	3.5	0.2	13	2.9	2.6	0.3	3.1	3.2	-0.1	3.3	3.8	-0.5	0.9	0.8	0.1	0.8	0.9	-0.1	3.4	3.6	-0.2
Rhema	1.3	0.9	0.4	19	1.5	0.7	0.8	1.6	1.0	0.6	0.5	0.4	0.1	0.4	0.3	0.1	0.5	0.3	0.2	0.6	0.8	-0.2
Rock	14.6	15.1	-0.5	3	8.9	8.4	0.5	10.4	10.2	0.2	13.2	13.9	-0.7	4.8	5.7	-0.9	2.0	1.8	0.2	11.8	13.7	-1.9
Sanctuary**	1.5	1.3	0.2	17	1.7	1.5	0.2	0.9	0.9	0.0	1.0	0.9	0.1	0.4	0.5	-0.1	*	*	*	1.4	1.4	0.0
Sport Nation*	0.8	1.0	-0.2	20	0.7	0.6	0.1	0.9	1.5	-0.6	0.5	1.1	-0.6	0.2	0.2	0.0	0.5	0.4	0.1	1.2	1.2	0.0
Tainui Live	0.2	0.2	0.0	23	*	*	*	*	*	*	0.2	0.2	0.0	*	*	*	*	*	*	*	*	*
Te Arawa FM	0.8	0.4	0.4	20	0.6	0.2	0.4	1.4	0.5	0.9	1.3	1.4	-0.1	0.4	*	*	*	*	*	1.8	1.1	0.7
The Hits	10.3	11.2	-0.9	7	10.1	9.9	0.2	10.4	10.5	-0.1	5.6	7.8	-2.2	1.6	1.9	-0.3	2.2	2.4	-0.2	9.9	11.9	-2.0
The Sound	8.2	7.5	0.7	9	7.2	6.0	1.2	8.9	7.8	1.1	7.6	6.9	0.7	4.5	4.0	0.5	0.9	0.1	0.8	8.8	7.7	1.1
ZM	19.7	20.6	-0.9	2	13.9	12.5	1.4	19.4	19.3	0.1	15.1	15.8	-0.7	5.9	4.9	1.0	3.5	3.5	0.0	16.2	15.2	1.0
MediaWorks Combo	68.9	67.3	1.6		54.5	52.4	2.1	67.8	64.1	3.7	62.7	64.0	-1.3	21.3	20.7	0.6	13.5	12.9	0.6	65.2	66.2	-1.0
NZME Combo	57.7	63.1	-5.4		44.9	47.5	-2.6	52.0	56.5	-4.5	40.6	47.1	-6.5	17.9	18.3	-0.4	14.2	15.3	-1.1	55.6	57.5	-1.9
All Commercial Radio	114.9	115.0	-0.1		93.7	90.4	3.3	110.8	108.9	1.9	99.3	103.5	-4.2	39.7	38.4	1.3	25.7	25.7	0.0	109.6	110.9	-1.3

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

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



TAURANGA 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 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

	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	7:28	8:41	-1:13	10:12	17:12	-6:59	10:26	11:37	-1:11	4:33	5:19	-0:46	5:13	4:53	0:19	5:00	5:28	-0:28	7:10	6:55	0:14	2:17	4:07	-1:49
Channel X	12:37	13:35	-0:58	12:53	9:33	3:20	16:10	14:44	1:26	15:36	17:49	-2:13	12:15	14:26	-2:10	8:25	9:42	-1:16	13:59	15:25	-1:25	3:30	4:22	-0:52
Coast	8:54	12:32	-3:37	1:08	0:48	0:20	1:02	1:00	0:02	12:16	8:58	3:18	10:11	9:13	0:58	8:27	16:18	-7:51	10:25	16:19	-5:54	15:07	14:32	0:35
Edge	3:41	3:49	-0:08	4:19	3:41	0:37	3:43	3:09	0:33	3:16	3:54	-0:37	3:21	3:47	-0:25	3:39	3:40	-0:00	3:31	3:50	-0:19	3:41	3:05	0:36
Flava	5:12	n.a.	*	3:07	n.a.	*	3:38	n.a.	*	0:30	n.a.	*	4:07	n.a.	*	4:11	n.a.	*	8:03	n.a.	*	*	n.a.	*
George FM	9:32	10:05	-0:33	2:22	2:22	-0:00	8:48	8:40	0:07	11:24	12:19	-0:55	10:57	11:33	-0:35	9:59	9:27	0:32	*	*	*	7:51	7:00	0:51
Gold Sport	7:24	8:09	-0:45	0:15	0:15	0:00	0:15	0:15	0:00	*	*	*	*	*	*	16:15	16:15	0:00	14:14	14:35	-0:21	*	*	*
Life FM	4:01	3:26	0:35	2:47	2:42	0:04	4:05	2:04	2:00	5:37	1:51	3:46	5:37	2:49	2:48	4:57	5:25	-0:27	4:18	5:27	-1:09	3:12	4:00	-0:47
Magic	13:00	13:43	-0:42	2:45	*	*	4:45	4:53	-0:07	3:26	3:46	-0:20	7:48	8:23	-0:35	8:52	11:35	-2:43	12:23	13:31	-1:07	8:47	5:25	3:21
Mai FM	6:43	5:15	1:27	10:05	4:37	5:28	9:30	5:38	3:51	5:15	6:36	-1:21	4:59	5:51	-0:51	3:59	3:46	0:13	2:40	2:40	0:00	3:59	5:05	-1:05
Moana Radio	4:59	5:08	-0:08	2:01	1:56	0:04	2:58	2:47	0:11	5:30	5:30	0:00	7:13	7:02	0:10	6:31	6:23	0:07	4:44	10:08	-5:23	3:51	3:52	-0:01
More FM	6:28	5:56	0:31	3:01	2:21	0:40	4:06	3:49	0:17	6:43	6:34	0:08	6:32	6:14	0:18	6:05	5:25	0:39	6:41	6:03	0:37	7:56	6:15	1:41
Newstalk ZB	11:40	11:28	0:11	2:03	2:26	-0:23	2:57	2:36	0:21	7:43	7:41	0:01	7:23	8:46	-1:22	8:56	10:01	-1:04	13:17	12:11	1:06	6:01	5:34	0:26
Radio Hauraki	4:23	5:46	-1:23	5:32	4:46	0:46	5:28	9:34	-4:06	3:13	7:16	-4:02	3:55	6:20	-2:25	4:15	4:08	0:07	4:35	5:09	-0:33	2:36	1:41	0:54
Rhema	4:35	8:31	-3:56	1:58	2:26	-0:27	9:15	5:18	3:56	6:23	8:45	-2:21	5:39	8:45	-3:06	3:00	*	*	5:21	19:07	-13:46	5:39	8:45	-3:06
Rock	7:43	6:47	0:56	7:33	7:14	0:19	7:47	5:56	1:50	7:52	5:40	2:12	8:37	7:07	1:29	7:36	7:24	0:12	4:30	4:36	-0:06	5:24	4:49	0:35
Sanctuary**	6:21	9:01	-2:39	12:30	12:30	0:00	*	*	*	2:00	*	*	1:22	0:45	0:37	3:11	3:15	-0:04	4:42	9:10	-4:27	2:00	*	*
Sport Nation*	20:08	13:47	6:20	*	0:45	*	*	*	*	*	*	*	*	*	*	13:00	7:13	5:46	12:47	9:45	3:02	*	*	*
Tainui Live	3:15	3:15	0:00	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	3:15	3:15	0:00	3:15	3:15	0:00
Te Arawa FM	4:47	4:37	0:10	6:50	6:46	0:03	5:37	3:58	1:39	5:10	3:52	1:17	5:10	3:52	1:17	*	*	*	2:00	*	*	8:09	4:00	4:09
The Hits	7:38	7:57	-0:19	7:14	6:36	0:37	8:54	9:44	-0:49	7:37	9:25	-1:48	6:50	8:34	-1:43	8:24	7:44	0:39	10:26	8:52	1:34	3:28	6:21	-2:53
The Sound	11:00	9:44	1:16	4:50	3:41	1:08	5:11	3:55	1:16	4:51	4:14	0:36	7:29	7:21	0:08	16:27	16:31	-0:03	15:45	15:00	0:44	9:00	9:14	-0:14
ZM	5:34	5:47	-0:13	3:58	3:27	0:30	6:28	6:18	0:09	6:28	6:43	-0:15	6:29	6:27	0:01	5:38	6:32	-0:54	3:53	7:48	-3:55	4:34	5:31	-0:56
MediaWorks Combo	11:43	11:06	0:36	10:39	8:01	2:37	11:39	9:21	2:17	10:26	10:54	-0:27	10:38	10:49	-0:10	11:17	10:57	0:19	13:08	12:22	0:45	7:47	7:31	0:15
NZME Combo	10:19	11:08	-0:48	5:51	5:46	0:05	8:32	8:58	-0:26	8:54	8:58	-0:03	8:47	9:21	-0:33	9:14	11:39	-2:25	12:21	13:49	-1:28	7:39	8:10	-0:31
All Commercial Radio	14:57	15:25	-0:27	12:44	10:41	2:03	14:01	12:42	1:18	12:48	13:19	-0:31	13:10	13:46	-0:36	14:30	16:07	-1:37	16:34	17:58	-1:24	10:45	11:41	-0:55
Potential (000)	201.4	201.4	0.0	40.1	40.1	0.0	61.8	62.1	-0.3	59.5	59.5	0.0	86.8	86.8	0.0	54.4	54.4	0.0	51.3	51.3	0.0	35.5	33.4	2.1
Sample	804	821	-17	147	150	-3	207	213	-6	207	210	-3	334	337	-3	218	220	-2	210	213	-3	148	148	0

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

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



TAURANGA 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)	201.4	201.4	0.0
Sample Size	804	821	-17

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

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

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