



TARANAKI COMMERCIAL RADIO - SURVEY 3 2025

Station Share (%) by Demographic, Mon-Sun 12mn-12mn
Survey Comparisons: 2/2025 - 3/2025

This Survey Period: Sun Aug 11 to Sat Nov 2 2024 & Sun Feb 9 to Sat May 3 & Sun May 11 to Sat Aug 2
Sun Aug 10 to Sat Nov 1 2025
Last 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

	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	5.9	6.0	-0.1	8	4.6	2.4	2.2	0.9	2.0	-1.1	2.0	2.6	-0.6	3.0	3.1	-0.1	9.4	9.1	0.3	8.9	9.4	-0.5	3.0	2.9	0.1
Coast	4.9	4.1	0.8	10	0.9	1.6	-0.7	1.2	2.4	-1.2	0.9	1.9	-1.0	2.8	3.4	-0.6	6.3	5.6	0.7	8.3	6.0	2.3	1.8	2.4	-0.6
Edge	5.2	5.3	-0.1	9	13.2	11.2	2.0	9.4	9.4	0.0	8.4	9.8	-1.4	6.7	8.0	-1.3	3.6	3.8	-0.2	2.1	1.8	0.3	8.9	11.8	-2.9
Gold Sport	0.2	0.2	0.0	17	*	0.5	*	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.4	0.3	0.1	0.4	0.3	0.1	*	*	*
Life FM	0.5	0.7	-0.2	15	0.2	*	*	*	*	*	0.2	0.2	0.0	0.2	0.2	0.0	0.8	1.2	-0.4	1.1	1.7	-0.6	*	*	*
Magic (Breeze Classic)*	10.7	10.9	-0.2	2	1.2	1.5	-0.3	5.3	2.3	3.0	8.1	5.1	3.0	6.4	4.5	1.9	11.0	11.2	-0.2	15.4	17.4	-2.0	5.6	5.0	0.6
More FM	7.0	10.0	-3.0	6	13.3	17.9	-4.6	5.4	5.7	-0.3	5.9	7.6	-1.7	5.2	8.2	-3.0	4.6	8.3	-3.7	7.2	10.2	-3.0	10.2	12.6	-2.4
Newstalk ZB	13.8	13.3	0.5	1	3.7	1.6	2.1	1.5	3.6	-2.1	1.6	4.0	-2.4	4.9	5.1	-0.2	11.7	9.5	2.2	16.5	15.8	0.7	4.1	3.9	0.2
Radio Hauraki	3.5	3.1	0.4	11	2.4	3.7	-1.3	3.4	4.7	-1.3	4.0	4.4	-0.4	4.0	3.6	0.4	4.6	2.1	2.5	4.3	3.3	1.0	5.0	4.7	0.3
Rhema	0.6	0.5	0.1	13	1.7	*	*	*	*	*	*	*	*	*	*	*	0.2	0.3	-0.1	0.8	1.0	-0.2	1.3	1.4	-0.1
Rock	10.5	12.1	-1.6	3	22.6	24.9	-2.3	19.8	22.4	-2.6	14.5	14.5	0.0	14.6	16.9	-2.3	9.5	12.3	-2.8	4.9	5.8	-0.9	9.1	13.3	-4.2
Sanctuary	0.6	0.6	0.0	13	*	*	*	*	*	*	0.2	0.1	0.1	0.1	0.1	0.0	0.1	0.2	-0.1	0.4	0.4	0.0	*	*	*
Sport Nation	0.5	0.5	0.0	15	*	*	*	0.7	0.7	0.0	1.0	1.3	-0.3	0.7	0.9	-0.2	0.1	0.1	0.0	0.6	0.3	0.3	*	*	*
Te Korimako o Taranaki	1.2	1.5	-0.3	12	0.3	1.9	-1.6	1.9	1.1	0.8	1.9	1.1	0.8	1.5	1.0	0.5	1.2	1.5	-0.3	1.5	2.3	-0.8	2.7	1.2	1.5
The Hits	9.3	8.8	0.5	5	15.0	13.2	1.8	15.7	17.3	-1.6	14.9	17.2	-2.3	14.2	13.1	1.1	8.0	5.2	2.8	4.5	5.3	-0.8	16.3	11.5	4.8
The Sound	9.9	8.2	1.7	4	12.4	9.7	2.7	2.9	3.0	-0.1	3.0	2.7	0.3	7.5	7.7	-0.2	14.6	15.1	-0.5	14.3	10.2	4.1	10.8	8.3	2.5
ZM	6.6	5.3	1.3	7	4.5	6.4	-1.9	17.6	14.3	3.3	16.8	12.5	4.3	14.0	10.2	3.8	4.8	3.9	0.9	1.3	1.4	-0.1	10.5	10.0	0.5
MediaWorks Combo	51.0	54.0	-3.0		69.6	69.5	0.1	49.3	49.7	-0.4	47.1	47.2	-0.1	47.0	51.7	-4.7	53.2	60.4	-7.2	52.9	54.9	-2.0	52.8	57.1	-4.3
NZME Combo	38.5	35.3	3.2		26.5	27.0	-0.5	39.8	42.8	-3.0	38.7	40.5	-1.8	40.1	35.8	4.3	36.2	27.1	9.1	35.6	32.7	2.9	37.8	32.6	5.2
Potential (000)	114.8	114.8	0.0		24.2	24.2	0.0	31.4	31.4	0.0	32.1	32.1	0.0	48.3	48.3	0.0	32.9	32.9	0.0	31.0	31.0	0.0	21.8	21.7	0.1
Sample	885	897	-12		149	152	-3	203	206	-3	217	226	-9	324	336	-12	220	234	-14	278	274	4	163	167	-4

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 (Breeze Classic), 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

*Magic rebranded to Breeze Classic from Nov 1st 2025



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Station Share (%) by Daypart, People 10+
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Last 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

	This	Last	+/-
Potential (000)	114.8	114.8	0.0
Sample Size	885	897	-12

	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	4.7	3.3	1.4	9	5.3	5.8	-0.5	6.1	6.4	-0.3	7.4	7.9	-0.5	6.5	7.2	-0.7	2.4	3.8	-1.4	7.2	7.3	-0.1
Coast	4.3	3.5	0.8	10	4.9	3.7	1.2	4.5	3.6	0.9	3.6	4.1	-0.5	7.0	6.7	0.3	4.2	5.2	-1.0	6.1	4.7	1.4
Edge	5.2	5.8	-0.6	8	5.7	6.0	-0.3	6.0	5.6	0.4	5.5	4.2	1.3	3.7	4.6	-0.9	9.1	1.8	7.3	3.3	5.0	-1.7
Gold Sport	0.3	0.5	-0.2	15	0.1	0.1	0.0	0.3	0.3	0.0	*	*	*	0.3	0.3	0.0	*	*	*	0.2	0.3	-0.1
Life FM	0.6	0.8	-0.2	13	0.4	0.6	-0.2	0.3	0.3	0.0	0.7	0.8	-0.1	1.6	1.8	-0.2	*	*	*	0.7	0.9	-0.2
Magic (Breeze Classic)*	7.4	7.9	-0.5	6	12.4	11.9	0.5	9.9	9.3	0.6	11.1	11.4	-0.3	15.3	15.2	0.1	4.7	6.9	-2.2	13.0	13.3	-0.3
More FM	9.5	13.8	-4.3	3	7.8	10.3	-2.5	6.7	8.4	-1.7	6.5	10.3	-3.8	1.0	1.5	-0.5	4.6	5.9	-1.3	6.5	10.5	-4.0
Newstalk ZB	18.7	16.8	1.9	1	8.7	9.1	-0.4	6.1	7.1	-1.0	11.8	11.5	0.3	30.4	26.8	3.6	31.3	36.1	-4.8	15.4	15.1	0.3
Radio Hauraki	4.1	2.8	1.3	11	4.0	4.4	-0.4	4.1	4.6	-0.5	4.9	3.1	1.8	0.9	1.4	-0.5	*	*	*	2.2	1.5	0.7
Rhema	0.3	0.3	0.0	15	0.2	0.3	-0.1	0.4	0.5	-0.1	0.5	0.4	0.1	0.4	0.4	0.0	0.4	0.6	-0.2	1.9	0.9	1.0
Rock	11.0	12.9	-1.9	2	13.4	14.7	-1.3	14.5	16.3	-1.8	10.3	12.7	-2.4	2.2	2.0	0.2	10.1	10.7	-0.6	5.6	6.9	-1.3
Sanctuary	0.3	0.4	-0.1	15	0.5	0.6	-0.1	0.5	0.6	-0.1	0.6	0.6	0.0	1.8	1.7	0.1	0.7	1.0	-0.3	0.5	0.5	0.0
Sport Nation	0.4	0.6	-0.2	14	1.0	0.5	0.5	0.4	0.4	0.0	0.3	0.5	-0.2	0.1	0.1	0.0	1.2	1.6	-0.4	0.4	0.4	0.0
Te Korimako o Taranaki	1.2	1.1	0.1	12	2.7	2.3	0.4	1.1	1.7	-0.6	0.2	0.3	-0.1	0.5	0.6	-0.1	*	*	*	0.8	2.0	-1.2
The Hits	9.3	8.0	1.3	4	8.9	9.8	-0.9	11.3	12.0	-0.7	12.7	10.0	2.7	5.5	5.4	0.1	5.3	3.6	1.7	7.8	6.5	1.3
The Sound	7.1	5.6	1.5	7	10.6	7.2	3.4	13.5	9.8	3.7	9.2	8.0	1.2	5.2	6.9	-1.7	2.6	3.3	-0.7	10.7	11.1	-0.4
ZM	8.2	8.9	-0.7	5	4.8	2.6	2.2	5.9	4.2	1.7	8.2	8.0	0.2	5.2	3.5	1.7	13.5	9.0	4.5	5.8	4.5	1.3
MediaWorks Combo	47.0	51.0	-4.0		56.3	57.4	-1.1	58.2	57.6	0.6	50.4	55.4	-5.0	36.0	39.3	-3.3	35.4	33.6	1.8	49.1	55.8	-6.7
NZME Combo	45.1	40.5	4.6		31.5	29.9	1.6	32.5	32.2	0.3	41.3	36.8	4.5	49.5	44.4	5.1	54.3	53.9	0.4	37.9	33.1	4.8

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 (Breeze Classic), or internet only listening to George FM, Mai, Humm FM, Channel X
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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	12.9	13.4	-0.5	7	2.2	1.7	0.5	1.9	2.9	-1.0	3.0	3.8	-0.8	5.4	6.2	-0.8	5.8	5.7	0.1	4.4	4.6	-0.2	2.4	2.7	-0.3
Coast	7.2	6.6	0.6	11	0.5	0.7	-0.2	1.1	1.5	-0.4	0.7	0.9	-0.2	2.0	2.2	-0.2	3.3	2.8	0.5	3.6	2.7	0.9	0.7	0.7	0.0
Edge	15.0	14.6	0.4	5	4.7	4.5	0.2	7.6	7.3	0.3	7.0	6.9	0.1	8.5	8.6	-0.1	3.2	3.2	0.0	1.8	1.5	0.3	4.7	5.4	-0.7
Gold Sport	0.4	0.5	-0.1	17	*	0.2	*	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.3	0.2	0.1	0.2	0.2	0.0	0.1	0.1	0.0
Life FM	1.1	1.1	0.0	14	0.1	*	*	*	*	*	0.4	0.3	0.1	0.5	0.4	0.1	0.4	0.6	-0.2	0.4	0.7	-0.3	*	*	*
Magic (Breeze Classic)*	14.4	14.4	0.0	6	1.2	1.4	-0.2	1.9	1.4	0.5	2.0	1.6	0.4	2.6	2.1	0.5	4.2	4.2	0.0	7.1	7.3	-0.2	1.2	1.2	0.0
More FM	15.6	18.7	-3.1	3	3.1	4.2	-1.1	4.3	4.3	0.0	5.2	5.5	-0.3	7.0	8.3	-1.3	4.5	5.8	-1.3	4.7	5.5	-0.8	4.8	5.0	-0.2
Newstalk ZB	15.3	15.1	0.2	4	1.1	0.7	0.4	1.4	2.6	-1.2	1.5	2.8	-1.3	3.0	4.0	-1.0	5.5	4.3	1.2	7.1	6.4	0.7	0.9	0.9	0.0
Radio Hauraki	8.9	8.0	0.9	10	0.9	0.8	0.1	3.9	4.2	-0.3	4.3	4.6	-0.3	5.5	5.1	0.4	2.8	1.7	1.1	2.4	2.2	0.2	3.0	2.7	0.3
Rhema	1.0	1.1	-0.1	15	0.1	*	*	*	*	*	*	*	*	*	*	*	0.3	0.5	-0.2	0.4	0.5	-0.1	0.1	0.1	0.0
Rock	18.9	20.9	-2.0	2	5.4	6.9	-1.5	6.0	6.9	-0.9	6.0	7.2	-1.2	10.3	10.8	-0.5	7.3	6.5	0.8	3.2	3.2	0.0	3.2	3.1	0.1
Sanctuary	0.5	0.4	0.1	16	*	*	*	*	*	*	0.2	0.1	0.1	0.2	0.1	0.1	0.2	0.1	0.1	0.2	0.2	0.0	*	*	*
Sport Nation	1.3	1.4	-0.1	13	*	*	*	0.5	0.5	0.0	0.7	0.9	-0.2	0.9	1.1	-0.2	0.2	0.2	0.0	0.4	0.3	0.1	*	*	*
Te Korimako o Taranaki	2.6	4.2	-1.6	12	0.3	1.3	-1.0	1.3	1.2	0.1	1.3	1.2	0.1	1.6	1.4	0.2	0.7	1.0	-0.3	0.7	1.4	-0.7	0.9	0.7	0.2
The Hits	22.4	22.0	0.4	1	5.2	4.3	0.9	8.1	8.5	-0.4	8.6	9.1	-0.5	11.9	11.8	0.1	6.7	6.6	0.1	4.8	5.6	-0.8	7.0	6.8	0.2
The Sound	12.4	12.2	0.2	8	2.3	2.1	0.2	1.9	2.0	-0.1	2.3	2.3	0.0	4.5	4.4	0.1	5.9	6.6	-0.7	5.3	5.2	0.1	3.3	3.0	0.3
ZM	11.8	11.0	0.8	9	3.0	3.3	-0.3	6.4	5.6	0.8	6.4	5.5	0.9	8.1	6.6	1.5	2.1	1.9	0.2	0.7	1.1	-0.4	3.5	3.0	0.5
MediaWorks Combo	63.5	65.3	-1.8		13.5	14.4	-0.9	16.3	17.0	-0.7	16.8	17.7	-0.9	25.9	26.3	-0.4	21.2	20.9	0.3	19.4	19.4	0.0	12.5	13.0	-0.5
NZME Combo	51.4	48.9	2.5		8.6	8.0	0.6	15.5	16.3	-0.8	16.1	16.7	-0.6	23.5	22.5	1.0	15.3	13.3	2.0	14.1	13.7	0.4	11.8	11.3	0.5
All Commercial Radio	89.5	91.3	-1.8		17.4	18.2	-0.8	24.0	25.4	-1.4	25.4	26.6	-1.2	38.0	38.6	-0.6	27.5	27.0	0.5	26.2	26.2	0.0	17.2	17.3	-0.1
Potential (000)	114.8	114.8	0.0		24.2	24.2	0.0	31.4	31.4	0.0	32.1	32.1	0.0	48.3	48.3	0.0	32.9	32.9	0.0	31.0	31.0	0.0	21.8	21.7	0.1
Sample	885	897	-12		149	152	-3	203	206	-3	217	226	-9	324	336	-12	220	234	-14	278	274	4	163	167	-4

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	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	5.6	4.3	1.3	8	5.2	6.1	-0.9	7.6	7.6	0.0	4.8	5.5	-0.7	2.4	2.8	-0.4	0.9	0.9	0.0	7.8	7.8	0.0
Coast	4.0	3.6	0.4	11	3.9	3.3	0.6	3.5	2.8	0.7	2.8	2.8	0.0	1.8	2.0	-0.2	0.8	0.6	0.2	4.2	3.5	0.7
Edge	9.3	8.6	0.7	4	7.4	7.2	0.2	8.0	7.2	0.8	6.8	6.8	0.0	3.2	3.5	-0.3	1.7	1.0	0.7	6.2	8.0	-1.8
Gold Sport	0.3	0.4	-0.1	15	0.1	0.1	0.0	0.3	0.3	0.0	0.1	0.1	0.0	0.3	0.2	0.1	*	*	*	0.3	0.4	-0.1
Life FM	1.1	1.1	0.0	12	0.5	0.5	0.0	0.5	0.3	0.2	0.7	0.8	-0.1	0.5	0.4	0.1	0.1	0.1	0.0	0.8	0.8	0.0
Magic (Breeze Classic)*	7.5	7.4	0.1	7	9.5	9.5	0.0	9.5	9.8	-0.3	5.8	6.4	-0.6	3.2	3.2	0.0	2.4	2.2	0.2	10.3	10.7	-0.4
More FM	8.6	11.1	-2.5	5	8.8	10.3	-1.5	9.6	10.4	-0.8	6.0	7.7	-1.7	0.7	1.5	-0.8	2.0	1.7	0.3	8.3	10.0	-1.7
Newstalk ZB	10.4	9.7	0.7	3	7.9	7.8	0.1	7.8	7.0	0.8	7.1	6.6	0.5	5.8	5.0	0.8	5.0	4.0	1.0	10.5	10.3	0.2
Radio Hauraki	4.7	3.9	0.8	10	3.8	2.7	1.1	3.8	3.2	0.6	3.4	3.2	0.2	0.9	1.1	-0.2	0.1	0.1	0.0	5.1	4.3	0.8
Rhema	0.1	0.1	0.0	17	0.1	0.2	-0.1	0.4	0.6	-0.2	0.2	0.2	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.8	0.7	0.1
Rock	10.7	11.8	-1.1	2	9.6	9.9	-0.3	11.0	12.7	-1.7	8.7	9.8	-1.1	2.3	1.5	0.8	2.2	2.1	0.1	9.6	10.4	-0.8
Sanctuary	0.2	0.3	-0.1	16	0.2	0.3	-0.1	0.3	0.3	0.0	0.3	0.2	0.1	0.2	0.2	0.0	0.1	0.1	0.0	0.4	0.3	0.1
Sport Nation	0.8	1.0	-0.2	14	0.8	0.8	0.0	0.7	0.8	-0.1	0.5	0.7	-0.2	0.1	0.1	0.0	0.3	0.3	0.0	0.6	0.7	-0.1
Te Korimako o Taranaki	1.1	0.7	0.4	12	1.2	2.2	-1.0	1.2	1.4	-0.2	0.6	0.6	0.0	0.4	0.4	0.0	*	*	*	0.9	2.5	-1.6
The Hits	13.7	13.6	0.1	1	9.5	9.7	-0.2	13.8	13.6	0.2	11.9	11.9	0.0	4.4	4.3	0.1	2.2	1.4	0.8	10.6	9.2	1.4
The Sound	5.2	4.8	0.4	9	6.3	5.0	1.3	8.3	7.1	1.2	6.3	5.1	1.2	1.4	2.0	-0.6	1.6	1.4	0.2	8.2	7.9	0.3
ZM	7.9	7.7	0.2	6	4.9	3.5	1.4	6.3	5.0	1.3	6.2	6.3	-0.1	1.4	1.3	0.1	2.2	1.5	0.7	6.2	6.6	-0.4
MediaWorks Combo	40.1	40.2	-0.1		39.8	39.7	0.1	45.5	45.0	0.5	32.9	34.4	-1.5	11.7	12.5	-0.8	9.7	8.1	1.6	41.0	43.8	-2.8
NZME Combo	36.0	34.2	1.8		27.4	25.0	2.4	31.0	27.7	3.3	28.7	28.2	0.5	13.5	12.1	1.4	9.7	7.3	2.4	32.8	30.7	2.1
All Commercial Radio	69.0	68.2	0.8		60.4	61.2	-0.8	69.0	68.2	0.8	57.0	58.9	-1.9	25.7	24.9	0.8	18.8	15.8	3.0	65.4	67.4	-2.0

MediaWorks Combo: Breeze, Edge, More FM, Rock, The Sound, Magic (Breeze Classic), 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

*Magic rebranded to Breeze Classic from Nov 1st 2025



TARANAKI COMMERCIAL RADIO - SURVEY 3 2025

Average Time Spent Listening (hh:mm) by Demographic, Mon-Sun 12mn-12mn
Survey Comparisons: 2/2025 - 3/2025

This Survey Period: Sun Aug 11 to Sat Nov 2 2024 & Sun Feb 9 to Sat May 3 & Sun May 11 to Sat Aug 2
Sun Aug 10 to Sat Nov 1 2025
Last 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

	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	7:25	6:57	0:28	4:21	3:05	1:15	1:59	2:31	-0:31	2:43	2:29	0:14	3:33	2:55	0:38	9:36	9:11	0:24	11:45	11:38	0:06	3:21	2:56	0:24
Coast	11:01	9:33	1:28	3:37	4:37	-1:00	4:49	6:08	-1:18	5:14	7:24	-2:09	9:11	9:18	-0:07	11:13	11:29	-0:16	13:28	12:40	0:47	6:52	8:41	-1:49
Edge	5:36	5:34	0:02	5:59	5:23	0:35	5:09	4:45	0:24	4:54	5:10	-0:16	5:08	5:28	-0:19	6:35	6:53	-0:17	6:51	6:41	0:10	5:05	5:56	-0:51
Gold Sport	8:00	7:18	0:41	*	7:00	*	6:00	6:00	0:00	6:00	6:00	0:00	3:05	2:58	0:06	9:00	8:13	0:47	12:00	12:00	0:00	0:30	0:30	0:00
Life FM	7:46	10:01	-2:15	3:45	*	*	*	*	*	2:15	2:15	0:00	2:26	2:36	-0:10	11:18	12:01	-0:43	15:46	14:28	1:18	*	*	*
Magic (Breeze Classic)*	12:02	11:42	0:20	2:05	2:12	-0:06	11:49	6:01	5:47	16:15	11:20	4:54	16:02	12:49	3:13	15:21	15:21	0:00	12:31	13:29	-0:58	12:10	11:16	0:54
More FM	7:17	8:16	-0:58	9:03	9:06	-0:03	5:09	4:48	0:20	4:37	5:02	-0:24	4:48	5:48	-0:59	5:59	8:16	-2:17	8:48	10:37	-1:48	5:45	6:51	-1:05
Newstalk ZB	14:34	13:39	0:55	7:02	5:00	2:01	4:19	5:01	-0:41	4:35	5:10	-0:35	10:19	7:39	2:39	12:29	12:53	-0:24	13:33	13:56	-0:23	12:46	12:24	0:21
Radio Hauraki	6:19	5:58	0:21	5:25	10:03	-4:37	3:31	4:07	-0:36	3:49	3:32	0:16	4:40	4:15	0:25	9:47	7:11	2:36	10:28	8:34	1:54	4:31	4:40	-0:09
Rhema	10:40	7:03	3:37	30:15	*	*	*	*	*	*	*	*	*	*	*	3:10	3:19	-0:08	11:37	10:21	1:15	63:00	63:00	0:00
Rock	9:00	8:55	0:04	8:56	7:43	1:12	13:43	11:50	1:53	9:49	7:21	2:28	9:06	9:16	-0:10	7:43	10:51	-3:08	8:49	10:20	-1:30	7:33	11:45	-4:11
Sanctuary	17:34	22:25	-4:50	*	*	*	*	*	*	5:15	5:15	0:00	5:15	5:15	0:00	4:41	7:15	-2:33	10:19	12:38	-2:19	*	*	*
Sport Nation	6:26	5:12	1:14	*	*	*	5:09	4:42	0:27	5:47	5:37	0:09	5:17	5:04	0:13	3:15	2:37	0:37	9:06	5:32	3:33	*	*	*
Te Korimako o Taranaki	7:28	5:41	1:46	1:37	3:08	-1:30	5:44	3:21	2:22	5:44	3:21	2:22	6:09	4:14	1:55	10:19	8:55	1:23	13:06	9:20	3:46	8:17	4:34	3:43
The Hits	6:46	6:13	0:32	6:08	6:30	-0:22	8:00	7:23	0:37	7:06	6:54	0:11	7:42	6:33	1:09	6:58	4:33	2:25	5:24	5:24	-0:00	6:17	4:37	1:39
The Sound	12:53	10:27	2:26	11:14	9:39	1:34	6:14	5:26	0:47	5:11	4:22	0:49	10:35	10:22	0:13	14:29	13:16	1:13	15:46	11:10	4:36	8:49	7:29	1:19
ZM	9:04	7:27	1:37	3:10	4:07	-0:57	11:27	9:18	2:08	10:40	8:21	2:18	11:05	9:07	1:58	13:20	11:32	1:47	10:57	7:36	3:21	8:07	8:59	-0:52
MediaWorks Combo	13:01	12:48	0:13	10:57	10:18	0:38	12:32	10:41	1:51	11:27	9:40	1:46	11:42	11:37	0:05	14:46	16:38	-1:51	15:49	16:05	-0:15	11:23	11:55	-0:32
NZME Combo	12:08	11:09	0:59	6:32	7:11	-0:39	10:36	9:35	1:00	9:48	8:50	0:57	11:00	9:25	1:35	13:56	11:45	2:10	14:38	13:34	1:03	8:36	7:50	0:46
All Commercial Radio	18:07	16:56	1:10	12:15	11:47	0:27	17:12	14:22	2:50	16:01	13:40	2:21	16:58	15:19	1:38	21:23	21:21	0:01	22:10	21:44	0:25	15:37	15:45	-0:08
Potential (000)	114.8	114.8	0.0	24.2	24.2	0.0	31.4	31.4	0.0	32.1	32.1	0.0	48.3	48.3	0.0	32.9	32.9	0.0	31.0	31.0	0.0	21.8	21.7	0.1
Sample	885	897	-12	149	152	-3	203	206	-3	217	226	-9	324	336	-12	220	234	-14	278	274	4	163	167	-4

MediaWorks Combo: Breeze, Edge, More FM, Rock, The Sound, Magic (Breeze Classic), 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

*Magic rebranded to Breeze Classic from Nov 1st 2025



TARANAKI COMMERCIAL RADIO - SURVEY 3 2025

Average Time Spent Listening (hh:mm) by Daypart, People 10+
Survey Comparisons: 2/2025 - 3/2025

This Survey Period: Sun Aug 11 to Sat Nov 2 2024 & Sun Feb 9 to Sat May 3 & Sun May 11 to Sat Aug 2
Sun Aug 10 to Sat Nov 1 2025
Last 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

	This	Last	+/-
Potential (000)	114.8	114.8	0.0
Sample Size	885	897	-12

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

MediaWorks Combo: Breeze, Edge, More FM, Rock, The Sound, Magic (Breeze Classic), 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

*Magic rebranded to Breeze Classic from Nov 1st 2025