



TAURANGA 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 Survev 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	4.9	1.0	7	1.3	6.6	-5.3	3.5	5.6	-2.1	4.1	3.2	0.9	4.8	3.4	1.4	7.3	2.9	4.4	8.7	5.1	3.6	2.9	2.5	0.4
Channel X	9.4	8.7	0.7	4	15.9	13.8	2.1	17.6	15.4	2.2	18.4	14.7	3.7	14.7	13.6	1.1	6.6	7.5	-0.9	4.3	4.0	0.3	3.1	3.6	-0.5
Coast	5.9	5.7	0.2	7	0.5	0.5	0.0	0.1	0.3	-0.2	1.5	1.4	0.1	3.0	2.8	0.2	5.8	6.1	-0.3	11.1	10.0	1.1	10.0	8.8	1.2
Edge	3.3	3.5	-0.2	12	9.6	8.0	1.6	4.8	5.1	-0.3	2.9	4.9	-2.0	3.2	4.5	-1.3	2.9	3.0	-0.1	2.3	1.7	0.6	4.4	6.4	-2.0
Flava	1.0	0.6	0.4	15	2.6	0.9	1.7	0.5	0.4	0.1	*	*	*	0.8	0.3	0.5	1.1	0.5	0.6	1.0	1.1	-0.1	1.4	*	*
George FM	1.7	2.0	-0.3	14	0.6	0.5	0.1	3.8	1.8	2.0	4.7	5.7	-1.0	4.0	5.1	-1.1	1.3	1.9	-0.6	*	*	*	2.9	3.2	-0.3
Gold Sport	0.3	0.5	-0.2	22	*	*	*	*	*	*	*	*	*	*	*	*	0.6	0.8	-0.2	0.8	1.4	-0.6	*	*	*
Life FM	0.9	0.8	0.1	17	1.4	1.8	-0.4	1.4	1.3	0.1	1.6	1.3	0.3	1.2	1.0	0.2	0.9	0.9	0.0	0.6	0.6	0.0	1.0	0.4	0.6
Magic (Breeze Classic)*	9.7	8.6	1.1	3	0.7	0.2	0.5	0.8	0.6	0.2	0.9	0.8	0.1	1.6	1.7	-0.1	4.2	3.6	0.6	15.4	13.7	1.7	4.9	4.9	0.0
Mai FM	4.7	5.4	-0.7	9	24.4	19.0	5.4	16.9	15.2	1.7	4.5	6.7	-2.2	3.7	5.9	-2.2	1.6	2.6	-1.0	0.4	0.5	-0.1	3.0	5.3	-2.3
Moana Radio	1.0	1.2	-0.2	15	0.3	1.5	-1.2	1.1	1.5	-0.4	0.8	0.8	0.0	0.5	1.0	-0.5	0.6	1.3	-0.7	0.7	0.7	0.0	0.9	1.5	-0.6
More FM	4.6	5.5	-0.9	10	3.3	3.5	-0.2	4.6	4.2	0.4	7.3	7.3	0.0	6.5	7.3	-0.8	6.2	7.4	-1.2	4.7	4.9	-0.2	12.1	13.4	-1.3
Newstalk ZB	15.2	16.5	-1.3	1	1.1	2.1	-1.0	1.8	2.7	-0.9	4.5	6.6	-2.1	6.3	7.6	-1.3	13.3	13.4	-0.1	18.9	21.1	-2.2	11.4	11.0	0.4
Radio Hauraki	2.2	1.7	0.5	13	3.3	2.7	0.6	1.8	3.0	-1.2	4.0	2.3	1.7	3.3	2.4	0.9	1.4	1.6	-0.2	1.3	1.2	0.1	3.0	1.2	1.8
Rhema	0.5	0.5	0.0	19	0.2	0.3	-0.1	*	0.3	*	0.1	0.7	-0.6	0.6	0.5	0.1	0.7	0.1	0.6	0.7	0.6	0.1	1.6	1.3	0.3
Rock	11.2	8.0	3.2	2	10.7	14.0	-3.3	18.5	10.8	7.7	22.2	12.2	10.0	22.6	13.8	8.8	13.4	9.7	3.7	2.0	2.2	-0.2	10.3	7.2	3.1
Sanctuary	0.4	0.6	-0.2	21	*	0.9	*	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	0.2	0.4	-0.2	0.5	0.7	-0.2	0.1	0.1	0.0
Sport Nation	0.8	1.1	-0.3	18	*	*	*	*	*	*	*	*	*	*	*	*	*	0.4	*	0.7	1.2	-0.5	*	*	*
Tainui Live	*	*	*	*	0.2	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.1	0.1	0.0	0.1	0.2	-0.1
Te Arawa FM	0.5	0.6	-0.1	19	1.4	0.8	0.6	1.8	1.4	0.4	1.2	1.8	-0.6	0.7	1.1	-0.4	*	*	*	0.1	0.2	-0.1	1.2	1.9	-0.7
The Hits	4.5	6.0	-1.5	11	3.7	8.9	-5.2	5.1	11.9	-6.8	5.8	9.1	-3.3	6.1	7.2	-1.1	7.3	6.7	0.6	4.7	6.0	-1.3	4.1	4.5	-0.4
The Sound	6.9	7.8	-0.9	5	7.1	4.6	2.5	2.3	2.6	-0.3	1.5	2.2	-0.7	3.3	4.0	-0.7	15.8	18.7	-2.9	14.3	17.8	-3.5	8.3	6.1	2.2
ZM	6.8	7.6	-0.8	6	10.7	9.2	1.5	13.3	15.0	-1.7	13.4	16.7	-3.3	11.9	15.2	-3.3	5.4	6.8	-1.4	1.9	1.6	0.3	11.5	14.5	-3.0
MediaWorks Combo	57.3	54.4	2.9		73.6	70.1	3.5	72.9	61.2	11.7	66.5	57.9	8.6	64.3	59.2	5.1	59.2	57.4	1.8	52.2	49.8	2.4	51.8	52.7	-0.9
NZME Combo	35.8	38.6	-2.8		21.9	24.3	-2.4	22.6	33.3	-10.7	29.2	36.2	-7.0	31.3	35.4	-4.1	35.0	35.9	-0.9	39.7	42.3	-2.6	41.4	39.9	1.5
Potential (000)	201.4	201.4	0.0		40.1	40.1	0.0	60.4	61.8	-1.4	59.5	59.5	0.0	86.8	86.8	0.0	54.4	54.4	0.0	51.3	51.3	0.0	35.0	35.5	-0.5
Sample	812	804	8		142	147	-5	189	207	-18	197	207	-10	330	334	-4	238	218	20	227	210	17	153	148	5

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

*Magic rebranded to Breeze Classic from Nov 1st 2025



TAURANGA COMMERCIAL RADIO - SURVEY 3 2025

Station Share (%) 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
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	This	Last	+/-
Potential (000)	201.4	201.4	0.0
Sample Size	812	804	8

	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	5.4	3.2	2.2	7	6.4	6.8	-0.4	6.2	6.6	-0.4	5.1	3.9	1.2	3.4	2.8	0.6	3.9	3.6	0.3	7.1	3.9	3.2
Channel X	9.7	8.1	1.6	3	13.6	12.4	1.2	12.5	12.1	0.4	7.6	6.7	0.9	1.2	1.0	0.2	1.4	0.8	0.6	4.6	5.1	-0.5
Coast	3.9	4.5	-0.6	11	7.6	6.9	0.7	6.1	5.6	0.5	4.6	4.9	-0.3	4.0	4.6	-0.6	3.4	4.0	-0.6	7.2	6.8	0.4
Edge	3.8	4.2	-0.4	12	1.7	1.5	0.2	2.7	3.0	-0.3	2.5	3.3	-0.8	3.6	5.1	-1.5	6.7	10.5	-3.8	4.8	4.0	0.8
Flava	0.9	0.4	0.5	17	0.7	0.7	0.0	0.7	0.5	0.2	0.8	0.6	0.2	*	*	*	2.4	2.0	0.4	1.8	0.8	1.0
George FM	2.3	2.5	-0.2	13	2.0	2.4	-0.4	1.7	2.0	-0.3	2.2	2.4	-0.2	0.3	1.4	-1.1	*	0.3	*	0.9	1.2	-0.3
Gold Sport	0.3	0.6	-0.3	21	0.2	0.3	-0.1	0.2	0.3	-0.1	0.4	0.6	-0.2	0.7	0.7	0.0	0.2	0.3	-0.1	0.4	0.6	-0.2
Life FM	1.6	1.6	0.0	15	0.8	0.7	0.1	0.5	0.3	0.2	1.2	1.3	-0.1	*	0.4	*	*	*	*	1.0	0.8	0.2
Magic (Breeze Classic)*	5.4	4.6	0.8	7	9.4	9.2	0.2	10.6	9.7	0.9	8.4	6.8	1.6	11.6	8.9	2.7	12.1	9.2	2.9	13.0	11.5	1.5
Mai FM	5.7	6.2	-0.5	5	3.7	3.9	-0.2	4.4	5.1	-0.7	5.6	7.8	-2.2	3.9	6.8	-2.9	17.4	14.7	2.7	3.1	3.4	-0.3
Moana Radio	1.2	1.1	0.1	16	0.9	1.2	-0.3	1.0	1.0	0.0	1.9	2.1	-0.2	0.1	0.7	-0.6	*	0.1	*	0.7	1.1	-0.4
More FM	5.6	5.9	-0.3	6	5.1	6.4	-1.3	4.4	5.8	-1.4	3.8	4.7	-0.9	1.1	1.2	-0.1	2.0	2.6	-0.6	4.8	5.4	-0.6
Newstalk ZB	19.7	23.7	-4.0	1	11.7	12.5	-0.8	9.7	9.6	0.1	14.6	15.2	-0.6	39.4	34.1	5.3	16.8	21.7	-4.9	15.9	17.8	-1.9
Radio Hauraki	2.3	1.6	0.7	13	1.4	0.8	0.6	2.3	1.3	1.0	3.6	2.5	1.1	2.6	1.4	1.2	1.9	1.6	0.3	1.9	2.7	-0.8
Rhema	0.3	0.7	-0.4	21	0.4	0.4	0.0	0.6	0.7	-0.1	0.2	0.3	-0.1	0.7	0.1	0.6	2.5	2.0	0.5	0.7	0.1	0.6
Rock	10.2	7.4	2.8	2	11.8	6.7	5.1	14.3	8.8	5.5	15.6	11.9	3.7	9.2	8.2	1.0	6.8	4.2	2.6	6.1	7.3	-1.2
Sanctuary	0.5	0.7	-0.2	19	0.8	1.0	-0.2	0.1	0.3	-0.2	0.1	0.5	-0.4	*	0.7	*	*	*	*	0.4	0.6	-0.2
Sport Nation	0.7	1.0	-0.3	18	1.5	1.7	-0.2	0.3	0.4	-0.1	0.8	0.9	-0.1	*	0.6	*	1.4	2.2	-0.8	1.2	1.5	-0.3
Tainui Live	0.1	0.1	0.0	23	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.1	*	*
Te Arawa FM	0.4	0.4	0.0	20	0.4	0.3	0.1	0.6	0.6	0.0	0.5	1.0	-0.5	0.5	0.4	0.1	*	*	*	0.8	0.9	-0.1
The Hits	4.7	5.5	-0.8	10	4.9	7.1	-2.2	5.2	7.2	-2.0	4.7	4.4	0.3	3.0	4.0	-1.0	2.2	5.5	-3.3	3.6	5.5	-1.9
The Sound	5.3	5.7	-0.4	9	7.6	8.6	-1.0	7.2	9.5	-2.3	6.2	7.5	-1.3	7.5	9.1	-1.6	4.1	4.4	-0.3	7.8	7.3	0.5
ZM	8.0	8.4	-0.4	4	4.6	6.5	-1.9	6.5	7.6	-1.1	7.6	8.7	-1.1	6.1	5.6	0.5	14.7	10.2	4.5	6.9	7.5	-0.6
MediaWorks Combo	53.4	48.0	5.4		61.5	57.9	3.6	64.2	62.7	1.5	57.0	55.1	1.9	41.7	44.5	-2.8	54.3	50.3	4.0	52.3	49.1	3.2
NZME Combo	39.8	44.7	-4.9		31.1	34.8	-3.7	30.7	32.1	-1.4	36.3	37.0	-0.7	55.8	50.3	5.5	41.7	45.3	-3.6	37.8	41.8	-4.0

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

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

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

*Magic rebranded to Breeze Classic from Nov 1st 2025



TAURANGA COMMERCIAL RADIO - SURVEY 3 2025

Cumulative Audience (000's) 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
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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

	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	19.7	14.9	4.8	4	1.2	2.3	-1.1	3.1	3.1	0.0	5.2	3.8	1.4	7.2	5.4	1.8	7.5	3.9	3.6	9.3	5.0	4.3	3.7	3.4	0.3
Channel X	17.8	15.5	2.3	6	3.6	3.8	-0.2	7.5	5.4	2.1	8.2	5.0	3.2	11.9	9.4	2.5	5.5	5.9	-0.4	2.3	2.0	0.3	3.0	3.2	-0.2
Coast	13.2	14.5	-1.3	11	1.0	1.5	-0.5	0.6	1.5	-0.9	0.5	0.6	-0.1	2.3	2.3	0.0	5.2	4.8	0.4	7.4	6.8	0.6	2.3	1.8	0.5
Edge	19.4	21.2	-1.8	5	7.1	6.6	0.5	6.1	7.8	-1.7	5.1	8.0	-2.9	8.1	11.3	-3.2	5.2	5.4	-0.2	4.2	3.3	0.9	3.4	5.3	-1.9
Flava	3.0	2.6	0.4	17	1.3	1.0	0.3	0.5	0.7	-0.2	0.2	0.2	0.0	0.9	0.7	0.2	1.0	0.8	0.2	0.9	1.0	-0.1	0.3	*	*
George FM	3.9	4.7	-0.8	16	0.6	0.8	-0.2	1.5	1.2	0.3	2.3	2.7	-0.4	3.2	3.9	-0.7	1.0	1.2	-0.2	*	*	*	1.2	1.2	0.0
Gold Sport	0.7	1.4	-0.7	22	*	0.5	*	*	0.5	*	*	*	*	*	*	*	0.3	0.3	0.0	0.4	0.7	-0.3	*	*	*
Life FM	4.4	4.7	-0.3	15	1.3	2.2	-0.9	1.2	1.8	-0.6	1.4	1.2	0.2	1.8	1.6	0.2	1.2	1.1	0.1	1.1	0.9	0.2	0.8	0.3	0.5
Magic (Breeze Classic)*	17.2	14.9	2.3	7	0.7	0.3	0.4	0.7	0.8	-0.1	1.2	1.3	-0.1	1.7	1.8	-0.1	3.1	2.7	0.4	9.1	7.8	1.3	1.8	1.7	0.1
Mai FM	12.3	18.1	-5.8	12	4.9	6.7	-1.8	7.5	9.1	-1.6	4.9	6.9	-2.0	6.5	10.0	-3.5	2.3	4.2	-1.9	0.8	1.2	-0.4	2.2	4.1	-1.9
Moana Radio	4.5	5.3	-0.8	14	0.8	2.7	-1.9	2.5	3.0	-0.5	1.7	0.8	0.9	1.7	1.2	0.5	0.8	1.4	-0.6	1.0	1.1	-0.1	0.6	1.2	-0.6
More FM	16.6	19.1	-2.5	9	2.6	4.1	-1.5	5.2	5.9	-0.7	5.9	5.8	0.1	8.7	9.4	-0.7	7.0	8.1	-1.1	5.1	5.1	0.0	4.9	5.2	-0.3
Newstalk ZB	29.6	31.8	-2.2	1	1.1	3.7	-2.6	3.0	5.1	-2.1	5.1	4.6	0.5	8.7	8.7	0.0	10.0	9.9	0.1	11.7	11.2	0.5	5.6	5.6	0.0
Radio Hauraki	10.4	8.6	1.8	13	2.7	1.7	1.0	2.8	3.1	-0.3	4.5	3.8	0.7	6.0	5.1	0.9	2.5	2.4	0.1	1.7	1.8	-0.1	2.1	1.4	0.7
Rhema	2.4	2.4	0.0	19	0.4	0.6	-0.2	*	0.2	*	0.2	0.6	-0.4	0.7	0.7	0.0	0.5	0.2	0.3	0.8	0.8	0.0	0.7	0.7	0.0
Rock	22.4	23.5	-1.1	3	4.7	6.6	-1.9	7.1	7.9	-0.8	9.1	8.3	0.8	14.5	13.5	1.0	8.4	8.5	-0.1	3.1	3.4	-0.3	4.3	4.1	0.2
Sanctuary	1.8	2.2	-0.4	20	*	0.3	*	*	*	*	0.2	0.2	0.0	0.4	0.4	0.0	0.6	0.9	-0.3	0.7	1.0	-0.3	0.2	0.2	0.0
Sport Nation	0.9	1.2	-0.3	21	*	*	*	*	*	*	*	*	*	*	*	*	*	0.2	*	0.4	0.6	-0.2	*	*	*
Tainui Live	0.5	0.2	0.3	23	0.3	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.1	0.2	-0.1	0.1	0.2	-0.1
Te Arawa FM	2.5	2.8	-0.3	18	0.5	0.4	0.1	1.8	1.4	0.4	1.5	1.9	-0.4	1.5	1.9	-0.4	*	*	*	0.4	0.5	-0.1	0.3	0.7	-0.4
The Hits	16.7	17.8	-1.1	8	3.7	4.4	-0.7	5.0	7.7	-2.7	6.5	6.4	0.1	9.1	8.9	0.2	5.4	5.3	0.1	3.6	4.0	-0.4	3.9	4.0	-0.1
The Sound	15.2	15.9	-0.7	10	3.2	3.4	-0.2	3.2	2.9	0.3	3.2	2.5	0.7	5.2	4.5	0.7	6.2	7.5	-1.3	6.5	8.0	-1.5	2.8	2.1	0.7
ZM	26.4	30.8	-4.4	2	7.0	8.2	-1.2	10.5	13.3	-2.8	11.9	13.8	-1.9	16.4	19.7	-3.3	5.7	7.9	-2.2	2.9	2.8	0.1	7.4	9.7	-2.3
MediaWorks Combo	103.7	104.6	-0.9		19.3	23.4	-4.1	27.9	30.1	-2.2	30.5	29.7	0.8	45.9	47.1	-1.2	33.6	33.6	0.0	30.7	26.7	4.0	19.3	20.8	-1.5
NZME Combo	80.1	84.2	-4.1		14.2	14.7	-0.5	17.6	22.3	-4.7	21.0	21.8	-0.8	32.6	34.0	-1.4	23.9	25.8	-1.9	22.8	24.1	-1.3	15.9	16.0	-0.1
All Commercial Radio	147.2	150.8	-3.6		24.7	27.8	-3.1	36.1	40.8	-4.7	40.9	41.8	-0.9	61.5	64.2	-2.7	44.4	45.6	-1.2	43.7	42.4	1.3	27.4	28.6	-1.2
Potential (000)	201.4	201.4	0.0		40.1	40.1	0.0	60.4	61.8	-1.4	59.5	59.5	0.0	86.8	86.8	0.0	54.4	54.4	0.0	51.3	51.3	0.0	35.0	35.5	-0.5
Sample	812	804	8		142	147	-5	189	207	-18	197	207	-10	330	334	-4	238	218	20	227	210	17	153	148	5

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

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

*Magic rebranded to Breeze Classic from Nov 1st 2025



TAURANGA COMMERCIAL RADIO - SURVEY 3 2025

Cumulative Audience (000's) 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)	201.4	201.4	0.0
Sample Size	812	804	8

	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	10.3	7.7	2.6	6	7.9	6.9	1.0	8.8	7.7	1.1	7.2	5.9	1.3	2.9	2.1	0.8	2.0	1.8	0.2	8.9	5.4	3.5
Channel X	11.1	10.0	1.1	5	10.1	9.2	0.9	11.1	10.5	0.6	10.1	8.5	1.6	0.9	0.7	0.2	0.9	0.5	0.4	7.3	7.2	0.1
Coast	5.8	6.4	-0.6	12	8.7	9.2	-0.5	9.1	8.8	0.3	6.4	6.5	-0.1	1.1	1.3	-0.2	0.8	1.0	-0.2	6.8	8.2	-1.4
Edge	11.3	11.6	-0.3	4	5.8	5.3	0.5	8.4	10.5	-2.1	5.6	8.9	-3.3	3.2	4.7	-1.5	2.9	3.7	-0.8	11.2	10.8	0.4
Flava	2.0	1.5	0.5	17	0.8	0.9	-0.1	1.1	0.6	0.5	1.9	1.5	0.4	*	*	*	0.5	0.4	0.1	2.5	2.0	0.5
George FM	3.3	3.7	-0.4	14	2.8	3.0	-0.2	2.0	1.7	0.3	2.6	2.4	0.2	0.4	0.8	-0.4	*	0.2	*	1.5	2.3	-0.8
Gold Sport	0.4	0.7	-0.3	22	0.4	0.7	-0.3	0.5	0.7	-0.2	0.4	1.2	-0.8	0.2	0.2	0.0	0.3	0.3	0.0	0.5	0.7	-0.2
Life FM	2.9	2.7	0.2	15	1.0	1.0	0.0	1.2	1.2	0.0	2.4	2.4	0.0	*	0.9	*	*	*	*	1.6	1.9	-0.3
Magic (Breeze Classic)*	7.7	6.9	0.8	11	10.7	9.4	1.3	10.2	9.1	1.1	9.2	7.5	1.7	2.9	2.5	0.4	2.1	1.6	0.5	13.4	11.1	2.3
Mai FM	8.1	10.8	-2.7	10	3.3	5.3	-2.0	6.5	9.5	-3.0	6.7	10.8	-4.1	2.5	3.6	-1.1	2.2	2.1	0.1	5.9	9.0	-3.1
Moana Radio	2.7	2.1	0.6	16	0.8	1.7	-0.9	1.5	1.4	0.1	3.5	2.5	1.0	0.2	1.5	-1.3	*	0.3	*	1.0	2.6	-1.6
More FM	9.8	11.0	-1.2	7	7.1	9.3	-2.2	7.5	9.7	-2.2	6.2	8.0	-1.8	0.9	1.1	-0.2	1.5	2.0	-0.5	8.5	10.1	-1.6
Newstalk ZB	18.5	21.5	-3.0	1	11.7	14.6	-2.9	14.7	15.5	-0.8	10.6	9.9	0.7	9.6	9.4	0.2	5.1	7.1	-2.0	21.0	23.4	-2.4
Radio Hauraki	4.3	3.7	0.6	13	4.1	2.9	1.2	3.7	3.1	0.6	5.1	3.3	1.8	1.1	0.9	0.2	0.5	0.8	-0.3	4.4	3.4	1.0
Rhema	1.0	1.3	-0.3	19	1.4	1.5	-0.1	1.3	1.6	-0.3	0.3	0.5	-0.2	0.7	0.4	0.3	0.7	0.5	0.2	0.6	0.6	0.0
Rock	15.0	14.6	0.4	3	10.0	8.9	1.1	12.1	10.4	1.7	13.2	13.2	0.0	3.9	4.8	-0.9	2.7	2.0	0.7	10.0	11.8	-1.8
Sanctuary	1.2	1.5	-0.3	18	1.0	1.7	-0.7	0.8	0.9	-0.1	0.4	1.0	-0.6	0.2	0.4	-0.2	*	*	*	1.1	1.4	-0.3
Sport Nation	0.5	0.8	-0.3	21	0.6	0.7	-0.1	0.6	0.9	-0.3	0.2	0.5	-0.3	*	0.2	*	0.2	0.5	-0.3	0.9	1.2	-0.3
Tainui Live	0.1	0.2	-0.1	23	*	*	*	*	*	*	0.1	0.2	-0.1	*	*	*	*	*	*	0.3	*	*
Te Arawa FM	0.6	0.8	-0.2	20	0.6	0.6	0.0	1.3	1.4	-0.1	0.8	1.3	-0.5	0.7	0.4	0.3	*	*	*	1.3	1.8	-0.5
The Hits	8.5	10.3	-1.8	9	7.7	10.1	-2.4	9.3	10.4	-1.1	6.8	5.6	1.2	1.9	1.6	0.3	1.6	2.2	-0.6	7.9	9.9	-2.0
The Sound	8.7	8.2	0.5	8	7.1	7.2	-0.1	7.1	8.9	-1.8	6.7	7.6	-0.9	3.7	4.5	-0.8	1.0	0.9	0.1	8.9	8.8	0.1
ZM	16.3	19.7	-3.4	2	10.4	13.9	-3.5	16.0	19.4	-3.4	12.9	15.1	-2.2	6.4	5.9	0.5	3.8	3.5	0.3	13.8	16.2	-2.4
MediaWorks Combo	69.8	68.9	0.9		53.9	54.5	-0.6	62.7	67.8	-5.1	57.5	62.7	-5.2	19.2	21.3	-2.1	13.7	13.5	0.2	65.1	65.2	-0.1
NZME Combo	51.2	57.7	-6.5		38.4	44.9	-6.5	47.9	52.0	-4.1	41.6	40.6	1.0	18.7	17.9	0.8	12.0	14.2	-2.2	50.9	55.6	-4.7
All Commercial Radio	110.4	114.9	-4.5		86.0	93.7	-7.7	101.2	110.8	-9.6	92.8	99.3	-6.5	37.8	39.7	-1.9	24.6	25.7	-1.1	104.7	109.6	-4.9

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

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

*Magic rebranded to Breeze Classic from Nov 1st 2025



TAURANGA 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	6:31	7:28	-0:56	2:58	10:12	-7:14	5:30	10:26	-4:56	4:20	4:33	-0:12	5:50	5:13	0:36	6:25	5:00	1:24	6:30	7:10	-0:40	2:36	2:17	0:18
Channel X	11:22	12:37	-1:14	11:58	12:53	-0:55	11:26	16:10	-4:43	12:24	15:36	-3:12	10:53	12:15	-1:22	7:49	8:25	-0:36	13:00	13:59	-0:59	3:17	3:30	-0:12
Coast	9:36	8:54	0:42	1:17	1:08	0:09	1:03	1:02	0:00	18:06	12:16	5:50	11:26	10:11	1:14	7:18	8:27	-1:09	10:27	10:25	0:01	14:23	15:07	-0:44
Edge	3:37	3:41	-0:03	3:43	4:19	-0:36	3:52	3:43	0:09	3:09	3:16	-0:07	3:30	3:21	0:09	3:36	3:39	-0:03	3:42	3:31	0:11	4:15	3:41	0:33
Flava	6:54	5:12	1:42	5:31	3:07	2:24	5:15	3:38	1:36	0:30	0:30	0:00	8:11	4:07	4:03	7:43	4:11	3:31	7:42	8:03	-0:21	17:15	*	*
George FM	9:26	9:32	-0:05	2:26	2:22	0:03	12:14	8:48	3:26	11:29	11:24	0:05	10:49	10:57	-0:08	9:14	9:59	-0:45	*	*	*	7:57	7:51	0:05
Gold Sport	9:54	7:24	2:30	*	0:15	*	*	0:15	*	*	*	*	*	*	*	16:15	16:15	0:00	13:21	14:14	-0:53	*	*	*
Life FM	4:24	4:01	0:22	3:07	2:47	0:20	5:44	4:05	1:38	6:18	5:37	0:40	6:11	5:37	0:34	4:33	4:57	-0:24	3:52	4:18	-0:26	4:11	3:12	0:58
Magic (Breeze Classic)*	12:05	13:00	-0:54	2:45	2:45	0:00	5:34	4:45	0:48	3:58	3:26	0:32	8:28	7:48	0:39	8:47	8:52	-0:04	11:46	12:23	-0:37	8:51	8:47	0:04
Mai FM	8:18	6:43	1:35	13:40	10:05	3:34	11:08	9:30	1:38	5:03	5:15	-0:12	4:58	4:59	-0:01	4:27	3:59	0:28	3:36	2:40	0:55	4:22	3:59	0:23
Moana Radio	4:42	4:59	-0:16	1:00	2:01	-1:01	2:09	2:58	-0:49	2:44	5:30	-2:45	2:44	7:13	-4:28	4:46	6:31	-1:44	4:46	4:44	0:01	4:56	3:51	1:05
More FM	5:58	6:28	-0:29	3:23	3:01	0:21	4:19	4:06	0:13	6:50	6:43	0:06	6:32	6:32	-0:00	5:52	6:05	-0:12	6:27	6:41	-0:13	8:07	7:56	0:10
Newstalk ZB	11:04	11:40	-0:36	2:55	2:03	0:51	2:57	2:57	-0:00	4:49	7:43	-2:53	6:20	7:23	-1:03	8:44	8:56	-0:11	11:10	13:17	-2:06	6:39	6:01	0:38
Radio Hauraki	4:31	4:23	0:08	3:23	5:32	-2:09	3:07	5:28	-2:20	4:50	3:13	1:37	4:46	3:55	0:51	3:45	4:15	-0:30	5:23	4:35	0:47	4:41	2:36	2:05
Rhema	4:57	4:35	0:21	1:15	1:58	-0:43	*	9:15	*	2:00	6:23	-4:23	7:40	5:39	2:00	10:14	3:00	7:14	5:22	5:21	0:01	7:40	5:39	2:00
Rock	10:49	7:43	3:05	6:10	7:33	-1:23	12:52	7:47	5:04	13:25	7:52	5:33	13:41	8:37	5:04	10:32	7:36	2:56	4:23	4:30	-0:06	7:43	5:24	2:19
Sanctuary	4:30	6:21	-1:51	*	12:30	*	*	*	*	2:00	2:00	0:00	1:23	1:22	0:00	2:16	3:11	-0:54	4:37	4:42	-0:04	2:00	2:00	0:00
Sport Nation	21:20	20:08	1:11	*	*	*	*	*	*	*	*	*	*	*	*	*	13:00	*	12:09	12:47	-0:38	*	*	*
Tainui Live	1:50	3:15	-1:24	1:15	*	*	*	*	*	*	*	*	*	*	*	*	*	*	3:15	3:15	0:00	3:15	3:15	0:00
Te Arawa FM	4:31	4:47	-0:16	7:13	6:50	0:23	4:53	5:37	-0:43	4:18	5:10	-0:52	4:18	5:10	-0:52	*	*	*	2:00	2:00	0:00	11:30	8:09	3:20
The Hits	5:50	7:38	-1:48	2:41	7:14	-4:32	5:03	8:54	-3:51	4:55	7:37	-2:41	5:51	6:50	-0:59	8:55	8:24	0:30	9:01	10:26	-1:25	3:29	3:28	0:01
The Sound	9:44	11:00	-1:16	6:00	4:50	1:10	3:30	5:11	-1:40	2:34	4:51	-2:16	5:39	7:29	-1:50	16:50	16:27	0:23	15:13	15:45	-0:32	9:43	9:00	0:43
ZM	5:34	5:34	-0:00	4:07	3:58	0:09	6:13	6:28	-0:15	6:12	6:28	-0:15	6:24	6:29	-0:05	6:19	5:38	0:40	4:22	3:53	0:28	5:03	4:34	0:28
MediaWorks Combo	11:55	11:43	0:12	10:22	10:39	-0:17	12:49	11:39	1:10	11:59	10:26	1:33	12:20	10:38	1:42	11:38	11:17	0:20	11:44	13:08	-1:23	8:45	7:47	0:57
NZME Combo	9:39	10:19	-0:40	4:11	5:51	-1:40	6:18	8:32	-2:14	7:40	8:54	-1:14	8:28	8:47	-0:19	9:41	9:14	0:27	12:03	12:21	-0:17	8:30	7:39	0:50
All Commercial Radio	14:40	14:57	-0:17	11:01	12:44	-1:43	13:35	14:01	-0:25	13:28	12:48	0:40	14:19	13:10	1:09	14:51	14:30	0:21	15:49	16:34	-0:44	11:55	10:45	1:09
Potential (000)	201.4	201.4	0.0	40.1	40.1	0.0	60.4	61.8	-1.4	59.5	59.5	0.0	86.8	86.8	0.0	54.4	54.4	0.0	51.3	51.3	0.0	35.0	35.5	-0.5
Sample	812	804	8	142	147	-5	189	207	-18	197	207	-10	330	334	-4	238	218	20	227	210	17	153	148	5

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

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

*Magic rebranded to Breeze Classic from Nov 1st 2025



TAURANGA 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)	201.4	201.4	0.0
Sample Size	812	804	8

	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	2:11	1:47	0:23	3:32	4:23	-0:51	3:37	4:34	-0:56	1:36	1:44	-0:07	1:05	1:19	-0:14	1:07	1:11	-0:04	3:15	3:03	0:11
Channel X	3:40	3:26	0:13	5:51	6:01	-0:10	5:49	6:08	-0:19	1:43	2:03	-0:20	1:16	1:23	-0:06	0:52	0:49	0:02	2:33	3:02	-0:29
Coast	2:49	3:01	-0:11	3:47	3:23	0:24	3:29	3:24	0:05	1:38	1:59	-0:20	3:12	3:28	-0:15	2:23	2:16	0:06	4:21	3:34	0:46
Edge	1:25	1:32	-0:06	1:18	1:16	0:01	1:41	1:32	0:08	1:01	0:57	0:03	1:02	1:03	-0:01	1:17	1:42	-0:24	1:44	1:35	0:08
Flava	1:51	1:11	0:40	3:39	3:49	-0:09	3:02	4:15	-1:12	0:55	1:02	-0:06	*	*	*	2:45	2:45	0:00	3:00	1:40	1:19
George FM	2:56	2:51	0:05	3:08	3:42	-0:33	4:22	6:19	-1:57	1:58	2:33	-0:34	0:33	1:38	-1:05	*	1:00	*	2:29	2:14	0:14
Gold Sport	2:42	3:49	-1:07	2:06	1:50	0:15	2:15	2:20	-0:04	1:59	1:15	0:44	4:00	4:00	0:00	0:30	0:30	0:00	3:33	3:39	-0:05
Life FM	2:15	2:33	-0:17	3:30	3:16	0:14	2:06	1:29	0:37	1:10	1:24	-0:14	*	0:27	*	*	*	*	2:29	1:44	0:44
Magic (Breeze Classic)*	2:58	2:52	0:06	3:48	4:22	-0:34	5:25	5:39	-0:14	2:05	2:21	-0:16	3:41	3:31	0:10	3:20	3:24	-0:04	3:58	4:27	-0:29
Mai FM	2:57	2:27	0:29	4:54	3:17	1:37	3:30	2:49	0:41	1:55	1:52	0:02	1:25	1:52	-0:26	4:28	4:06	0:21	2:09	1:38	0:30
Moana Radio	1:53	2:14	-0:21	5:22	3:10	2:12	3:28	3:49	-0:21	1:16	2:11	-0:54	0:15	0:29	-0:14	*	0:15	*	2:43	1:45	0:58
More FM	2:22	2:17	0:05	3:08	3:05	0:02	3:01	3:11	-0:10	1:24	1:31	-0:07	1:05	1:05	0:00	0:46	0:46	-0:00	2:18	2:19	-0:00
Newstalk ZB	4:28	4:41	-0:13	4:22	3:50	0:31	3:24	3:17	0:07	3:10	4:00	-0:50	3:46	3:33	0:12	1:53	1:49	0:03	3:05	3:16	-0:11
Radio Hauraki	2:16	1:51	0:25	1:27	1:09	0:17	3:13	2:10	1:03	1:37	1:59	-0:22	2:05	1:35	0:30	2:15	1:12	1:02	1:47	3:29	-1:42
Rhema	1:04	2:24	-1:19	1:26	1:17	0:08	2:18	2:14	0:04	1:47	1:20	0:26	0:57	0:21	0:35	2:02	2:38	-0:36	5:28	0:52	4:35
Rock	2:52	2:09	0:42	5:09	3:23	1:46	6:07	4:29	1:38	2:42	2:21	0:21	2:08	1:40	0:28	1:23	1:14	0:09	2:30	2:39	-0:08
Sanctuary	1:52	1:59	-0:07	3:25	2:45	0:39	0:37	1:42	-1:04	0:35	1:12	-0:36	0:15	1:41	-1:26	*	*	*	1:26	1:48	-0:22
Sport Nation	6:15	5:22	0:52	10:29	10:37	-0:08	2:07	2:02	0:05	8:00	5:03	2:56	*	3:15	*	3:15	2:44	0:30	5:34	5:14	0:19
Tainui Live	3:00	3:00	0:00	*	*	*	*	*	*	0:15	0:15	0:00	*	*	*	*	*	*	1:15	*	*
Te Arawa FM	2:25	2:06	0:19	2:43	2:38	0:04	2:19	2:19	-0:00	1:25	1:59	-0:33	0:37	1:00	-0:22	*	*	*	2:37	2:13	0:24
The Hits	2:19	2:15	0:03	2:46	3:08	-0:21	2:53	3:41	-0:47	1:35	2:02	-0:26	1:25	2:25	-0:59	0:45	1:29	-0:43	1:51	2:23	-0:32
The Sound	2:34	2:57	-0:23	4:42	5:21	-0:39	5:18	5:42	-0:24	2:07	2:34	-0:26	1:50	1:58	-0:07	2:19	3:04	-0:44	3:32	3:34	-0:01
ZM	2:03	1:49	0:14	1:57	2:04	-0:07	2:06	2:04	0:01	1:21	1:30	-0:09	0:52	0:55	-0:02	2:12	1:45	0:26	2:02	1:59	0:02
MediaWorks Combo	3:12	2:57	0:15	4:58	4:45	0:12	5:17	4:55	0:22	2:16	2:17	-0:00	1:59	2:03	-0:03	2:14	2:13	0:01	3:16	3:14	0:01
NZME Combo	3:15	3:18	-0:02	3:31	3:28	0:03	3:18	3:16	0:01	2:00	2:22	-0:22	2:44	2:45	-0:01	1:58	1:54	0:04	3:01	3:14	-0:13
All Commercial Radio	3:48	3:42	0:06	5:04	4:46	0:17	5:06	4:48	0:18	2:28	2:37	-0:09	2:26	2:28	-0:02	2:18	2:19	-0:01	3:53	3:55	-0:02

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

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

*Magic rebranded to Breeze Classic from Nov 1st 2025