



TARANAKI COMMERCIAL RADIO - GfK SURVEY 1 2026

Station Share (%) by Demographic, Mon-Sun 12mn-12mn

Survey Comparisons: 3/2025 - 1/2026

This Survey Period: Sun Feb 9 to Sat May 3 & Sun May 11 to Sat Aug 2 & Sun Aug 10 to Sat Nov 1 2025 & Sun Feb 8 to Sat May 2 2026
 Last 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

	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	4.3	5.9	-1.6	11	6.7	4.6	2.1	2.0	0.9	1.1	1.5	2.0	-0.5	2.8	3.0	-0.2	5.3	9.4	-4.1	4.2	8.9	-4.7	2.5	3.0	-0.5
Breeze Classic*	11.1	10.7	0.4	2	10.2	1.2	9.0	4.2	5.3	-1.1	5.1	8.1	-3.0	5.2	6.4	-1.2	9.7	11.0	-1.3	14.0	15.4	-1.4	6.9	5.6	1.3
Coast	5.3	4.9	0.4	9	0.1	0.9	-0.8	1.9	1.2	0.7	1.7	0.9	0.8	2.6	2.8	-0.2	5.8	6.3	-0.5	9.0	8.3	0.7	1.6	1.8	-0.2
Edge	5.9	5.2	0.7	8	12.2	13.2	-1.0	13.8	9.4	4.4	12.4	8.4	4.0	8.9	6.7	2.2	3.9	3.6	0.3	2.8	2.1	0.7	8.4	8.9	-0.5
Gold Sport	0.3	0.2	0.1	16	*	*	*	*	0.1	*	*	0.1	*	0.1	0.1	0.0	0.8	0.4	0.4	0.7	0.4	0.3	*	*	*
Life FM	0.4	0.5	-0.1	14	0.1	0.2	-0.1	*	*	*	*	0.2	*	0.1	0.2	-0.1	0.5	0.8	-0.3	0.9	1.1	-0.2	*	*	*
More FM	6.5	7.0	-0.5	7	9.5	13.3	-3.8	7.7	5.4	2.3	7.6	5.9	1.7	6.1	5.2	0.9	4.4	4.6	-0.2	6.8	7.2	-0.4	11.5	10.2	1.3
Newstalk ZB	15.2	13.8	1.4	1	0.8	3.7	-2.9	1.2	1.5	-0.3	1.4	1.6	-0.2	5.6	4.9	0.7	16.1	11.7	4.4	19.6	16.5	3.1	5.4	4.1	1.3
Radio Hauraki	4.6	3.5	1.1	10	3.2	2.4	0.8	2.8	3.4	-0.6	3.9	4.0	-0.1	4.7	4.0	0.7	7.3	4.6	2.7	6.4	4.3	2.1	5.2	5.0	0.2
Rhema	0.2	0.6	-0.4	17	0.8	1.7	-0.9	*	*	*	*	*	*	*	*	*	*	0.2	*	*	0.8	*	*	1.3	*
Rock	8.7	10.5	-1.8	5	13.0	22.6	-9.6	11.6	19.8	-8.2	9.8	14.5	-4.7	12.1	14.6	-2.5	10.0	9.5	0.5	5.9	4.9	1.0	12.6	9.1	3.5
Sanctuary	0.6	0.6	0.0	13	*	*	*	*	*	*	0.1	0.2	-0.1	*	0.1	*	*	0.1	*	*	0.4	*	*	*	*
Sport Nation	0.4	0.5	-0.1	14	0.2	*	*	0.2	0.7	-0.5	0.5	1.0	-0.5	0.4	0.7	-0.3	0.1	0.1	0.0	0.7	0.6	0.1	*	*	*
Te Korimako o Taranaki	1.3	1.2	0.1	12	0.3	0.3	0.0	2.9	1.9	1.0	2.8	1.9	0.9	2.2	1.5	0.7	1.3	1.2	0.1	0.8	1.5	-0.7	3.5	2.7	0.8
The Hits	9.9	9.3	0.6	3	16.1	15.0	1.1	19.5	15.7	3.8	18.7	14.9	3.8	17.0	14.2	2.8	7.0	8.0	-1.0	3.5	4.5	-1.0	13.9	16.3	-2.4
The Sound	9.8	9.9	-0.1	4	15.1	12.4	2.7	2.8	2.9	-0.1	3.7	3.0	0.7	6.6	7.5	-0.9	14.4	14.6	-0.2	14.5	14.3	0.2	11.3	10.8	0.5
ZM	7.3	6.6	0.7	6	4.7	4.5	0.2	19.7	17.6	2.1	17.3	16.8	0.5	14.7	14.0	0.7	6.4	4.8	1.6	2.5	1.3	1.2	10.5	10.5	0.0
MediaWorks Combo	48.0	51.0	-3.0		71.6	69.6	2.0	47.2	49.3	-2.1	44.6	47.1	-2.5	44.6	47.0	-2.4	47.8	53.2	-5.4	48.2	52.9	-4.7	57.3	52.8	4.5
NZME Combo	42.9	38.5	4.4		25.1	26.5	-1.4	46.3	39.8	6.5	44.0	38.7	5.3	45.5	40.1	5.4	43.3	36.2	7.1	41.7	35.6	6.1	37.0	37.8	-0.8
Potential (000)	114.8	114.8	0.0		24.4	24.2	0.2	31.3	31.4	-0.1	32.1	32.1	0.0	48.0	48.3	-0.3	32.3	32.9	-0.6	30.7	31.0	-0.3	21.3	21.8	-0.5
Sample	820	885	-65		147	149	-2	193	203	-10	211	217	-6	315	324	-9	205	220	-15	249	278	-29	159	163	-4

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

MediaWorks Combo: Breeze, Breeze Classic, Edge, More FM, Rock, The Sound, 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 - GfK SURVEY 1 2026

Station Share (%) by Daypart, People 10+
Survey Comparisons: 3/2025 - 1/2026

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	This	Last	+/-
Potential (000)	114.8	114.8	0.0
Sample Size	820	885	-65

	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	4.7	-1.4	11	3.9	5.3	-1.4	4.2	6.1	-1.9	4.1	7.4	-3.3	5.6	6.5	-0.9	1.1	2.4	-1.3	6.2	7.2	-1.0
Breeze Classic*	7.5	7.4	0.1	5	12.4	12.4	0.0	11.0	9.9	1.1	10.3	11.1	-0.8	13.8	15.3	-1.5	4.6	4.7	-0.1	14.3	13.0	1.3
Coast	4.7	4.3	0.4	10	5.6	4.9	0.7	6.0	4.5	1.5	5.4	3.6	1.8	6.1	7.0	-0.9	1.8	4.2	-2.4	5.3	6.1	-0.8
Edge	5.7	5.2	0.5	8	5.6	5.7	-0.1	6.7	6.0	0.7	6.1	5.5	0.6	5.5	3.7	1.8	14.3	9.1	5.2	3.8	3.3	0.5
Gold Sport	0.6	0.3	0.3	13	*	0.1	*	0.5	0.3	0.2	*	*	*	0.5	0.3	0.2	*	*	*	0.4	0.2	0.2
Life FM	0.3	0.6	-0.3	16	0.3	0.4	-0.1	0.3	0.3	0.0	0.3	0.7	-0.4	1.5	1.6	-0.1	*	*	*	0.5	0.7	-0.2
More FM	8.4	9.5	-1.1	3	6.9	7.8	-0.9	6.4	6.7	-0.3	7.4	6.5	0.9	1.8	1.0	0.8	3.1	4.6	-1.5	5.8	6.5	-0.7
Newstalk ZB	24.9	18.7	6.2	1	10.7	8.7	2.0	7.9	6.1	1.8	13.0	11.8	1.2	27.7	30.4	-2.7	27.2	31.3	-4.1	14.4	15.4	-1.0
Radio Hauraki	5.2	4.1	1.1	9	4.9	4.0	0.9	4.9	4.1	0.8	7.0	4.9	2.1	0.5	0.9	-0.4	0.3	*	*	4.1	2.2	1.9
Rhema	*	0.3	*	*	*	0.2	*	0.1	0.4	-0.3	0.1	0.5	-0.4	*	0.4	*	*	0.4	*	0.6	1.9	-1.3
Rock	7.3	11.0	-3.7	7	11.0	13.4	-2.4	11.9	14.5	-2.6	8.6	10.3	-1.7	2.5	2.2	0.3	5.1	10.1	-5.0	6.7	5.6	1.1
Sanctuary	0.4	0.3	0.1	14	0.4	0.5	-0.1	0.3	0.5	-0.2	0.7	0.6	0.1	2.0	1.8	0.2	1.1	0.7	0.4	0.7	0.5	0.2
Sport Nation	0.4	0.4	0.0	14	0.8	1.0	-0.2	0.3	0.4	-0.1	0.1	0.3	-0.2	*	0.1	*	0.3	1.2	-0.9	0.5	0.4	0.1
Te Korimako o Taranaki	1.3	1.2	0.1	12	3.0	2.7	0.3	0.7	1.1	-0.4	0.3	0.2	0.1	0.5	0.5	0.0	0.3	*	*	1.1	0.8	0.3
The Hits	8.8	9.3	-0.5	2	10.7	8.9	1.8	12.0	11.3	0.7	12.5	12.7	-0.2	6.4	5.5	0.9	9.0	5.3	3.7	7.4	7.8	-0.4
The Sound	7.5	7.1	0.4	5	10.8	10.6	0.2	12.9	13.5	-0.6	9.5	9.2	0.3	4.5	5.2	-0.7	1.9	2.6	-0.7	10.5	10.7	-0.2
ZM	8.4	8.2	0.2	3	5.4	4.8	0.6	6.5	5.9	0.6	7.7	8.2	-0.5	5.1	5.2	-0.1	18.5	13.5	5.0	7.1	5.8	1.3
MediaWorks Combo	41.7	47.0	-5.3		51.9	56.3	-4.4	54.3	58.2	-3.9	46.5	50.4	-3.9	36.2	36.0	0.2	32.4	35.4	-3.0	49.9	49.1	0.8
NZME Combo	52.6	45.1	7.5		37.4	31.5	5.9	38.2	32.5	5.7	46.0	41.3	4.7	46.6	49.5	-2.9	56.7	54.3	2.4	39.1	37.9	1.2

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

MediaWorks Combo: Breeze, Breeze Classic, Edge, More FM, Rock, The Sound, 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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Cumulative Audience (000's) by Demographic, Mon-Sun 12mn-12mn
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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	12.3	12.9	-0.6	7	2.6	2.2	0.4	2.8	1.9	0.9	3.3	3.0	0.3	5.3	5.4	-0.1	4.8	5.8	-1.0	3.6	4.4	-0.8	2.3	2.4	-0.1
Breeze Classic*	14.6	14.4	0.2	4	1.9	1.2	0.7	1.1	1.9	-0.8	1.6	2.0	-0.4	2.4	2.6	-0.2	4.0	4.2	-0.2	7.1	7.1	0.0	1.3	1.2	0.1
Coast	7.2	7.2	0.0	11	0.2	0.5	-0.3	1.2	1.1	0.1	1.0	0.7	0.3	2.0	2.0	0.0	2.9	3.3	-0.4	3.7	3.6	0.1	0.7	0.7	0.0
Edge	13.2	15.0	-1.8	6	3.1	4.7	-1.6	7.0	7.6	-0.6	7.5	7.0	0.5	8.7	8.5	0.2	2.4	3.2	-0.8	1.4	1.8	-0.4	4.8	4.7	0.1
Gold Sport	0.6	0.4	0.2	14	*	*	*	*	0.1	*	*	0.1	*	0.2	0.1	0.1	0.5	0.3	0.2	0.3	0.2	0.1	*	0.1	*
Life FM	0.5	1.1	-0.6	15	*	0.1	*	*	*	*	0.1	0.4	-0.3	0.2	0.5	-0.3	0.2	0.4	-0.2	0.2	0.4	-0.2	*	*	*
More FM	13.3	15.6	-2.3	5	2.2	3.1	-0.9	4.5	4.3	0.2	5.0	5.2	-0.2	6.6	7.0	-0.4	3.9	4.5	-0.6	4.0	4.7	-0.7	4.9	4.8	0.1
Newstalk ZB	14.9	15.3	-0.4	2	0.2	1.1	-0.9	0.8	1.4	-0.6	1.1	1.5	-0.4	3.5	3.0	0.5	7.0	5.5	1.5	7.6	7.1	0.5	1.0	0.9	0.1
Radio Hauraki	8.7	8.9	-0.2	10	1.2	0.9	0.3	2.7	3.9	-1.2	3.5	4.3	-0.8	5.1	5.5	-0.4	3.2	2.8	0.4	2.4	2.4	0.0	2.3	3.0	-0.7
Rhema	0.5	1.0	-0.5	15	*	0.1	*	*	*	*	0.1	*	*	0.1	*	*	0.1	0.3	-0.2	0.1	0.4	-0.3	*	0.1	*
Rock	14.8	18.9	-4.1	3	3.3	5.4	-2.1	2.6	6.0	-3.4	4.6	6.0	-1.4	9.0	10.3	-1.3	6.5	7.3	-0.8	2.4	3.2	-0.8	3.0	3.2	-0.2
Sanctuary	0.3	0.5	-0.2	17	*	*	*	*	*	*	0.1	0.2	-0.1	0.1	0.2	-0.1	0.1	0.2	-0.1	0.1	0.2	-0.1	*	*	*
Sport Nation	1.1	1.3	-0.2	13	0.1	*	*	0.3	0.5	-0.2	0.4	0.7	-0.3	0.6	0.9	-0.3	0.2	0.2	0.0	0.4	0.4	0.0	*	*	*
Te Korimako o Taranaki	1.9	2.6	-0.7	12	0.2	0.3	-0.1	0.9	1.3	-0.4	1.0	1.3	-0.3	1.2	1.6	-0.4	0.6	0.7	-0.1	0.3	0.7	-0.4	0.8	0.9	-0.1
The Hits	20.2	22.4	-2.2	1	4.0	5.2	-1.2	7.8	8.1	-0.3	8.7	8.6	0.1	12.0	11.9	0.1	5.6	6.7	-1.1	3.6	4.8	-1.2	6.0	7.0	-1.0
The Sound	10.5	12.4	-1.9	8	1.7	2.3	-0.6	1.6	1.9	-0.3	2.3	2.3	0.0	4.0	4.5	-0.5	4.6	5.9	-1.3	4.3	5.3	-1.0	2.3	3.3	-1.0
ZM	10.3	11.8	-1.5	9	2.5	3.0	-0.5	5.1	6.4	-1.3	5.4	6.4	-1.0	7.0	8.1	-1.1	1.9	2.1	-0.2	0.6	0.7	-0.1	2.9	3.5	-0.6
MediaWorks Combo	56.5	63.5	-7.0		10.6	13.5	-2.9	12.8	16.3	-3.5	15.3	16.8	-1.5	23.4	25.9	-2.5	19.0	21.2	-2.2	17.9	19.4	-1.5	11.5	12.5	-1.0
NZME Combo	49.3	51.4	-2.1		7.2	8.6	-1.4	13.8	15.5	-1.7	15.7	16.1	-0.4	23.0	23.5	-0.5	15.3	15.3	0.0	13.9	14.1	-0.2	10.9	11.8	-0.9
All Commercial Radio	83.8	89.5	-5.7		14.3	17.4	-3.1	20.5	24.0	-3.5	24.5	25.4	-0.9	36.4	38.0	-1.6	26.2	27.5	-1.3	25.0	26.2	-1.2	16.8	17.2	-0.4
Potential (000)	114.8	114.8	0.0		24.4	24.2	0.2	31.3	31.4	-0.1	32.1	32.1	0.0	48.0	48.3	-0.3	32.3	32.9	-0.6	30.7	31.0	-0.3	21.3	21.8	-0.5
Sample	820	885	-65		147	149	-2	193	203	-10	211	217	-6	315	324	-9	205	220	-15	249	278	-29	159	163	-4

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Sample Size	820	885	-65

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	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	4.2	5.6	-1.4	11	4.6	5.2	-0.6	6.9	7.6	-0.7	4.0	4.8	-0.8	1.9	2.4	-0.5	0.6	0.9	-0.3	7.2	7.8	-0.6
Breeze Classic*	6.5	7.5	-1.0	6	9.2	9.5	-0.3	9.3	9.5	-0.2	5.9	5.8	0.1	2.4	3.2	-0.8	1.6	2.4	-0.8	10.4	10.3	0.1
Coast	4.4	4.0	0.4	10	3.9	3.9	0.0	3.7	3.5	0.2	3.4	2.8	0.6	1.2	1.8	-0.6	0.7	0.8	-0.1	3.9	4.2	-0.3
Edge	8.7	9.3	-0.6	3	7.1	7.4	-0.3	7.2	8.0	-0.8	6.2	6.8	-0.6	3.0	3.2	-0.2	1.7	1.7	0.0	5.1	6.2	-1.1
Gold Sport	0.5	0.3	0.2	13	0.3	0.1	0.2	0.6	0.3	0.3	*	0.1	*	0.4	0.3	0.1	*	*	*	0.6	0.3	0.3
Life FM	0.2	1.1	-0.9	15	0.1	0.5	-0.4	0.3	0.5	-0.2	0.3	0.7	-0.4	0.2	0.5	-0.3	0.1	0.1	0.0	0.3	0.8	-0.5
More FM	7.7	8.6	-0.9	4	6.0	8.8	-2.8	7.4	9.6	-2.2	6.5	6.0	0.5	1.3	0.7	0.6	1.6	2.0	-0.4	7.2	8.3	-1.1
Newstalk ZB	11.8	10.4	1.4	1	9.6	7.9	1.7	8.8	7.8	1.0	6.0	7.1	-1.1	4.6	5.8	-1.2	4.6	5.0	-0.4	9.1	10.5	-1.4
Radio Hauraki	5.0	4.7	0.3	8	5.0	3.8	1.2	4.8	3.8	1.0	3.6	3.4	0.2	0.6	0.9	-0.3	0.2	0.1	0.1	5.4	5.1	0.3
Rhema	*	0.1	*	*	0.1	0.1	0.0	0.4	0.4	0.0	0.2	0.2	0.0	*	0.1	*	*	0.1	*	0.1	0.8	-0.7
Rock	6.1	10.7	-4.6	7	6.8	9.6	-2.8	8.4	11.0	-2.6	6.0	8.7	-2.7	1.6	2.3	-0.7	1.8	2.2	-0.4	7.1	9.6	-2.5
Sanctuary	0.2	0.2	0.0	15	0.1	0.2	-0.1	0.2	0.3	-0.1	0.3	0.3	0.0	0.2	0.2	0.0	0.1	0.1	0.0	0.3	0.4	-0.1
Sport Nation	0.5	0.8	-0.3	13	0.6	0.8	-0.2	0.6	0.7	-0.1	0.1	0.5	-0.4	*	0.1	*	0.1	0.3	-0.2	0.6	0.6	0.0
Te Korimako o Taranaki	1.2	1.1	0.1	12	1.0	1.2	-0.2	0.8	1.2	-0.4	0.4	0.6	-0.2	0.4	0.4	0.0	0.1	*	*	0.9	0.9	0.0
The Hits	11.7	13.7	-2.0	2	10.2	9.5	0.7	13.2	13.8	-0.6	10.3	11.9	-1.6	3.2	4.4	-1.2	1.7	2.2	-0.5	9.2	10.6	-1.4
The Sound	5.0	5.2	-0.2	8	6.2	6.3	-0.1	7.0	8.3	-1.3	6.3	6.3	0.0	1.1	1.4	-0.3	1.0	1.6	-0.6	7.5	8.2	-0.7
ZM	7.6	7.9	-0.3	5	5.0	4.9	0.1	5.2	6.3	-1.1	5.1	6.2	-1.1	1.9	1.4	0.5	2.2	2.2	0.0	5.3	6.2	-0.9
MediaWorks Combo	32.9	40.1	-7.2		34.5	39.8	-5.3	39.2	45.5	-6.3	28.1	32.9	-4.8	9.7	11.7	-2.0	7.8	9.7	-1.9	36.8	41.0	-4.2
NZME Combo	35.7	36.0	-0.3		30.0	27.4	2.6	31.7	31.0	0.7	25.4	28.7	-3.3	11.9	13.5	-1.6	8.8	9.7	-0.9	30.1	32.8	-2.7
All Commercial Radio	63.1	69.0	-5.9		57.1	60.4	-3.3	63.1	69.0	-5.9	49.8	57.0	-7.2	22.4	25.7	-3.3	16.2	18.8	-2.6	60.1	65.4	-5.3

MediaWorks Combo: Breeze, Breeze Classic, Edge, More FM, Rock, The Sound, 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 - GfK SURVEY 1 2026

Average Time Spent Listening (hh:mm) by Demographic, Mon-Sun 12mn-12mn

Survey Comparisons: 3/2025 - 1/2026

This Survey Period: Sun Feb 9 to Sat May 3 & Sun May 11 to Sat Aug 2 & Sun Aug 10 to Sat Nov 1 2025 & Sun Feb 8 to Sat May 2 2026
 Last 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

	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	5:12	7:25	-2:12	4:05	4:21	-0:15	2:22	1:59	0:22	1:37	2:43	-1:06	3:00	3:33	-0:32	6:12	9:36	-3:23	6:30	11:45	-5:14	2:53	3:21	-0:28
Breeze Classic*	11:16	12:02	-0:46	8:28	2:05	6:23	12:33	11:49	0:44	11:43	16:15	-4:31	12:33	16:02	-3:29	13:33	15:21	-1:48	10:56	12:31	-1:34	14:15	12:10	2:04
Coast	10:52	11:01	-0:09	0:30	3:37	-3:07	5:09	4:49	0:19	6:19	5:14	1:05	7:41	9:11	-1:30	11:05	11:13	-0:08	13:26	13:28	-0:01	6:16	6:52	-0:35
Edge	6:34	5:36	0:57	6:12	5:59	0:13	6:31	5:09	1:21	6:01	4:54	1:07	5:57	5:08	0:49	8:51	6:35	2:15	11:16	6:51	4:24	4:45	5:05	-0:20
Gold Sport	8:09	8:00	0:09	*	*	*	*	6:00	*	*	6:00	*	3:22	3:05	0:16	8:32	9:00	-0:27	12:00	12:00	0:00	0:30	0:30	0:00
Life FM	11:24	7:46	3:38	3:45	3:45	0:00	*	*	*	1:03	2:15	-1:11	2:04	2:26	-0:22	13:42	11:18	2:24	23:32	15:46	7:45	*	*	*
More FM	7:10	7:17	-0:07	6:45	9:03	-2:18	5:42	5:09	0:33	5:34	4:37	0:56	5:23	4:48	0:34	6:18	5:59	0:19	9:27	8:48	0:39	6:20	5:45	0:35
Newstalk ZB	15:00	14:34	0:26	6:34	7:02	-0:27	4:54	4:19	0:35	4:43	4:35	0:08	9:11	10:19	-1:07	12:47	12:29	0:17	14:13	13:33	0:39	14:21	12:46	1:35
Radio Hauraki	7:45	6:19	1:25	4:18	5:25	-1:07	3:31	3:31	-0:00	4:04	3:49	0:15	5:20	4:40	0:40	12:49	9:47	3:01	14:36	10:28	4:07	6:08	4:31	1:37
Rhema	5:12	10:40	-5:28	30:15	30:15	0:00	*	*	*	2:15	*	*	2:15	*	*	0:45	3:10	-2:25	0:45	11:37	-10:52	*	63:00	*
Rock	8:42	9:00	-0:18	6:23	8:56	-2:33	14:38	13:43	0:55	7:46	9:49	-2:03	7:47	9:06	-1:19	8:36	7:43	0:53	13:25	8:49	4:35	11:16	7:33	3:42
Sanctuary	27:10	17:34	9:35	*	*	*	*	*	*	5:15	5:15	0:00	5:15	5:15	0:00	2:00	4:41	-2:41	2:00	10:19	-8:19	*	*	*
Sport Nation	5:49	6:26	-0:37	2:30	*	*	1:39	5:09	-3:30	4:02	5:47	-1:44	3:48	5:17	-1:29	3:15	3:15	0:00	9:50	9:06	0:43	*	*	*
Te Korimako o Taranaki	10:09	7:28	2:41	2:12	1:37	0:34	11:01	5:44	5:17	10:10	5:44	4:26	10:16	6:09	4:06	12:55	10:19	2:35	14:47	13:06	1:41	12:38	8:17	4:20
The Hits	7:12	6:46	0:26	6:30	6:08	0:22	8:20	8:00	0:20	7:46	7:06	0:40	8:08	7:42	0:25	6:57	6:58	-0:01	5:26	5:24	0:01	6:20	6:17	0:03
The Sound	13:46	12:53	0:52	13:54	11:14	2:40	5:45	6:14	-0:28	5:56	5:11	0:44	9:22	10:35	-1:13	17:36	14:29	3:06	18:24	15:46	2:37	13:31	8:49	4:42
ZM	10:26	9:04	1:21	3:02	3:10	-0:08	12:52	11:27	1:25	11:36	10:40	0:55	12:04	11:05	0:59	18:24	13:20	5:03	22:14	10:57	11:16	9:45	8:07	1:38
MediaWorks Combo	12:32	13:01	-0:29	10:46	10:57	-0:10	12:15	12:32	-0:16	10:36	11:27	-0:50	10:59	11:42	-0:43	14:03	14:46	-0:43	14:52	15:49	-0:57	13:35	11:23	2:11
NZME Combo	12:49	12:08	0:40	5:36	6:32	-0:55	11:07	10:36	0:31	10:13	9:48	0:25	11:24	11:00	0:23	15:50	13:56	1:54	16:36	14:38	1:58	9:14	8:36	0:37
All Commercial Radio	17:35	18:07	-0:31	11:13	12:15	-1:01	16:12	17:12	-1:00	14:50	16:01	-1:10	15:51	16:58	-1:07	21:19	21:23	-0:03	22:07	22:10	-0:03	16:15	15:37	0:38
Potential (000)	114.8	114.8	0.0	24.4	24.2	0.2	31.3	31.4	-0.1	32.1	32.1	0.0	48.0	48.3	-0.3	32.3	32.9	-0.6	30.7	31.0	-0.3	21.3	21.8	-0.5
Sample	820	885	-65	147	149	-2	193	203	-10	211	217	-6	315	324	-9	205	220	-15	249	278	-29	159	163	-4

MediaWorks Combo: Breeze, Breeze Classic, Edge, More FM, Rock, The Sound, 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 - GfK SURVEY 1 2026

Average Time Spent Listening (hh:mm) by Daypart, People 10+
Survey Comparisons: 3/2025 - 1/2026

This Survey Period: Sun Feb 9 to Sat May 3 & Sun May 11 to Sat Aug 2 & Sun Aug 10 to Sat Nov 1 2025 & Sun Feb 8 to Sat May 2 2026
Last 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

	This	Last	+/-
Potential (000)	114.8	114.8	0.0
Sample Size	820	885	-65

	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	2:12	2:37	-0:24	2:26	3:07	-0:40	2:02	2:52	-0:49	1:31	2:26	-0:54	2:11	2:21	-0:10	1:01	1:37	-0:35	2:33	3:06	-0:33
Breeze Classic*	3:13	3:03	0:09	3:51	4:02	-0:10	3:54	3:41	0:12	2:39	3:04	-0:24	4:23	4:09	0:13	1:31	1:15	0:15	4:05	4:12	-0:07
Coast	2:57	3:21	-0:23	4:03	3:48	0:15	5:20	4:35	0:44	2:26	2:00	0:26	3:54	3:23	0:31	1:23	3:23	-2:00	4:07	4:53	-0:46
Edge	1:49	1:43	0:05	2:15	2:21	-0:05	3:04	2:40	0:23	1:29	1:18	0:11	1:23	0:59	0:24	4:27	3:23	1:03	2:14	1:48	0:25
Gold Sport	3:07	3:49	-0:42	0:20	1:31	-1:11	2:52	3:11	-0:19	*	1:00	*	0:56	0:55	0:00	*	*	*	2:10	2:15	-0:04
Life FM	2:50	1:35	1:14	5:45	2:18	3:26	3:57	1:57	1:59	1:21	1:33	-0:11	7:06	2:37	4:29	0:15	0:15	0:00	4:47	3:04	1:42
More FM	3:01	3:25	-0:24	3:15	2:43	0:32	2:51	2:29	0:21	1:42	1:43	-0:01	1:03	1:14	-0:11	1:01	1:27	-0:26	2:23	2:37	-0:14
Newstalk ZB	5:52	5:33	0:18	3:10	3:22	-0:11	2:58	2:48	0:10	3:16	2:38	0:37	4:32	4:31	0:01	3:09	3:59	-0:49	4:40	4:55	-0:15
Radio Hauraki	2:52	2:43	0:08	2:49	3:15	-0:26	3:22	3:49	-0:26	2:56	2:18	0:37	0:35	0:46	-0:11	0:38	0:15	0:23	2:13	1:28	0:44
Rhema	0:30	15:00	-14:30	1:10	10:15	-9:04	1:12	3:20	-2:08	1:07	3:17	-2:09	*	2:20	*	*	4:00	*	13:55	7:48	6:06
Rock	3:20	3:11	0:08	4:36	4:17	0:18	4:39	4:41	-0:01	2:10	1:52	0:17	1:12	0:51	0:21	1:29	2:55	-1:25	2:47	1:58	0:49
Sanctuary	8:18	4:42	3:35	11:45	7:01	4:43	7:40	6:57	0:42	3:42	3:26	0:15	9:26	6:45	2:40	5:45	5:45	0:00	6:15	3:40	2:34
Sport Nation	1:54	1:37	0:16	3:38	3:50	-0:12	2:05	1:44	0:20	1:00	1:05	-0:05	*	1:00	*	2:00	2:39	-0:39	2:15	2:29	-0:13
Te Korimako o Taranaki	3:06	3:37	-0:30	8:32	6:45	1:47	2:37	3:25	-0:47	0:57	0:24	0:33	1:01	1:12	-0:10	1:00	*	*	3:50	3:15	0:35
The Hits	2:06	2:07	-0:00	3:00	2:53	0:06	3:00	2:55	0:04	1:50	1:42	0:08	1:31	1:05	0:26	2:54	1:31	1:23	2:22	2:27	-0:04
The Sound	4:13	4:15	-0:01	4:58	5:14	-0:15	6:08	5:49	0:18	2:16	2:20	-0:04	3:01	3:20	-0:19	1:02	1:05	-0:02	4:11	4:23	-0:11
ZM	3:04	3:13	-0:09	3:06	3:00	0:05	4:06	3:22	0:44	2:17	2:06	0:11	2:02	3:08	-1:06	4:33	3:56	0:36	3:58	3:07	0:50
MediaWorks Combo	3:32	3:38	-0:06	4:18	4:22	-0:03	4:35	4:34	0:00	2:30	2:27	0:03	2:50	2:40	0:10	2:13	2:20	-0:06	4:01	4:00	0:01
NZME Combo	4:06	3:52	0:13	3:34	3:33	0:00	3:59	3:44	0:14	2:44	2:18	0:26	2:58	3:10	-0:12	3:27	3:33	-0:05	3:51	3:51	0:00
All Commercial Radio	4:25	4:29	-0:04	5:01	5:06	-0:05	5:14	5:10	0:04	3:02	2:48	0:14	3:23	3:22	0:01	3:19	3:23	-0:04	4:56	5:06	-0:10

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