



# TAURANGA 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	8.2	5.9	2.3	5	2.3	1.3	1.0	7.5	3.5	4.0	9.1	4.1	5.0	8.1	4.8	3.3	9.0	7.3	1.7	11.2	8.7	2.5	5.5	2.9	2.6	
Breeze Classic*	8.7	9.7	-1.0	3	0.6	0.7	-0.1	1.0	0.8	0.2	1.0	0.9	0.1	0.8	1.6	-0.8	2.4	4.2	-1.8	13.3	15.4	-2.1	2.9	4.9	-2.0	
Channel X	8.5	9.4	-0.9	4	12.9	15.9	-3.0	11.7	17.6	-5.9	12.7	18.4	-5.7	13.7	14.7	-1.0	10.6	6.6	4.0	3.4	4.3	-0.9	7.0	3.1	3.9	
Coast	6.2	5.9	0.3	8	1.1	0.5	0.6	0.4	0.1	0.3	0.7	1.5	-0.8	2.2	3.0	-0.8	9.0	5.8	3.2	12.9	11.1	1.8	4.2	10.0	-5.8	
Edge	3.3	3.3	0.0	12	8.0	9.6	-1.6	6.3	4.8	1.5	4.3	2.9	1.4	3.2	3.2	0.0	2.2	2.9	-0.7	3.1	2.3	0.8	3.1	4.4	-1.3	
Flava	2.5	1.0	1.5	14	5.8	2.6	3.2	3.3	0.5	2.8	1.4	*	*	1.8	0.8	1.0	1.4	1.1	0.3	3.1	1.0	2.1	5.2	1.4	3.8	
George FM	1.0	1.7	-0.7	15	0.2	0.6	-0.4	1.6	3.8	-2.2	2.1	4.7	-2.6	2.3	4.0	-1.7	1.2	1.3	-0.1	*	*	*	2.0	2.9	-0.9	
Gold Sport	0.1	0.3	-0.2	20	*	*	*	*	*	*	*	*	*	0.1	*	*	0.1	0.6	-0.5	*	0.8	*	*	*	*	
Life FM	0.9	0.9	0.0	16	0.6	1.4	-0.8	1.4	1.4	0.0	2.7	1.6	1.1	1.7	1.2	0.5	0.3	0.9	-0.6	0.4	0.6	-0.2	1.8	1.0	0.8	
Mai FM	5.4	4.7	0.7	9	23.5	24.4	-0.9	17.2	16.9	0.3	5.6	4.5	1.1	4.6	3.7	0.9	2.1	1.6	0.5	0.8	0.4	0.4	5.9	3.0	2.9	
Moana Radio	0.8	1.0	-0.2	17	*	0.3	*	0.6	1.1	-0.5	0.6	0.8	-0.2	0.4	0.5	-0.1	*	0.6	*	0.1	0.7	-0.6	0.2	0.9	-0.7	
More FM	4.3	4.6	-0.3	11	4.2	3.3	0.9	4.0	4.6	-0.6	6.2	7.3	-1.1	7.3	6.5	0.8	6.4	6.2	0.2	2.3	4.7	-2.4	13.3	12.1	1.2	
Newstalk ZB	13.7	15.2	-1.5	1	0.6	1.1	-0.5	2.7	1.8	0.9	4.3	4.5	-0.2	5.1	6.3	-1.2	13.2	13.3	-0.1	16.1	18.9	-2.8	8.2	11.4	-3.2	
Radio Hauraki	2.8	2.2	0.6	13	3.7	3.3	0.4	1.6	1.8	-0.2	3.5	4.0	-0.5	4.5	3.3	1.2	3.5	1.4	2.1	1.5	1.3	0.2	3.2	3.0	0.2	
Rhema	0.6	0.5	0.1	18	0.1	0.2	-0.1	*	*	*	0.1	0.1	0.0	0.7	0.6	0.1	0.8	0.7	0.1	0.8	0.7	0.1	1.5	1.6	-0.1	
Rock	10.6	11.2	-0.6	2	6.5	10.7	-4.2	19.3	18.5	0.8	23.0	22.2	0.8	22.2	22.6	-0.4	11.1	13.4	-2.3	1.7	2.0	-0.3	7.4	10.3	-2.9	
Sanctuary	0.1	0.4	-0.3	20	*	*	*	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	0.2	0.2	0.0	0.2	0.5	-0.3	0.2	0.1	0.1	
Sport Nation	0.4	0.8	-0.4	19	0.2	*	*	0.4	*	*	0.4	*	*	0.3	*	*	0.1	*	*	*	0.7	*	*	*	*	
Tainui Live	*	*	*	*	0.1	0.2	-0.1	*	*	*	*	*	*	*	*	*	*	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0
The Hits	5.1	4.5	0.6	10	5.9	3.7	2.2	3.7	5.1	-1.4	5.2	5.8	-0.6	5.4	6.1	-0.7	8.1	7.3	0.8	6.6	4.7	1.9	5.1	4.1	1.0	
The Sound	7.5	6.9	0.6	6	8.6	7.1	1.5	3.2	2.3	0.9	2.6	1.5	1.1	3.4	3.3	0.1	11.8	15.8	-4.0	16.2	14.3	1.9	8.1	8.3	-0.2	
ZM	6.5	6.8	-0.3	7	11.5	10.7	0.8	12.6	13.3	-0.7	13.3	13.4	-0.1	10.7	11.9	-1.2	3.8	5.4	-1.6	1.6	1.9	-0.3	13.5	11.5	2.0	
MediaWorks Combo	57.5	57.3	0.2		66.9	73.6	-6.7	71.7	72.9	-1.2	66.6	66.5	0.1	65.5	64.3	1.2	56.8	59.2	-2.4	52.0	52.2	-0.2	55.3	51.8	3.5	
NZME Combo	36.9	35.8	1.1		28.6	21.9	6.7	24.3	22.6	1.7	28.4	29.2	-0.8	29.7	31.3	-1.6	39.0	35.0	4.0	41.8	39.7	2.1	39.4	41.4	-2.0	
Potential (000)	200.4	201.4	-1.0		40.1	40.1	0.0	59.0	60.4	-1.4	59.6	59.5	0.1	86.2	86.8	-0.6	53.1	54.4	-1.3	50.6	51.3	-0.7	38.4	35.0	3.4	
Sample	808	812	-4		139	142	-3	214	189	25	233	197	36	358	330	28	225	238	-13	220	227	-7	175	153	22	

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

MediaWorks Combo: Breeze, Breeze Classic, Channel X, Edge, George FM, 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 - GfK SURVEY 1 2026

Station Share (%) 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)	200.4	201.4	-1.0
Sample Size	808	812	-4

	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	7.9	5.4	2.5	4	7.7	6.4	1.3	8.9	6.2	2.7	9.6	5.1	4.5	6.5	3.4	3.1	2.7	3.9	-1.2	8.2	7.1	1.1
Breeze Classic*	7.0	5.4	1.6	5	9.7	9.4	0.3	9.7	10.6	-0.9	6.8	8.4	-1.6	5.3	11.6	-6.3	4.0	12.1	-8.1	10.2	13.0	-2.8
Channel X	8.1	9.7	-1.6	3	12.0	13.6	-1.6	10.8	12.5	-1.7	7.2	7.6	-0.4	4.8	1.2	3.6	2.6	1.4	1.2	4.4	4.6	-0.2
Coast	4.8	3.9	0.9	11	8.1	7.6	0.5	6.1	6.1	0.0	6.2	4.6	1.6	4.2	4.0	0.2	1.5	3.4	-1.9	6.8	7.2	-0.4
Edge	3.7	3.8	-0.1	12	2.1	1.7	0.4	2.4	2.7	-0.3	3.5	2.5	1.0	4.8	3.6	1.2	8.7	6.7	2.0	4.5	4.8	-0.3
Flava	2.6	0.9	1.7	14	2.2	0.7	1.5	2.3	0.7	1.6	1.9	0.8	1.1	*	*	*	1.5	2.4	-0.9	3.8	1.8	2.0
George FM	0.5	2.3	-1.8	17	1.3	2.0	-0.7	0.8	1.7	-0.9	1.8	2.2	-0.4	0.6	0.3	0.3	1.0	*	*	0.9	0.9	0.0
Gold Sport	0.1	0.3	-0.2	20	*	0.2	*	0.1	0.2	-0.1	0.1	0.4	-0.3	0.4	0.7	-0.3	*	0.2	*	0.1	0.4	-0.3
Life FM	1.4	1.6	-0.2	15	0.7	0.8	-0.1	0.7	0.5	0.2	0.6	1.2	-0.6	0.3	*	*	*	*	*	1.2	1.0	0.2
Mai FM	6.8	5.7	1.1	7	4.6	3.7	0.9	5.4	4.4	1.0	6.8	5.6	1.2	0.8	3.9	-3.1	16.2	17.4	-1.2	3.7	3.1	0.6
Moana Radio	0.9	1.2	-0.3	16	0.8	0.9	-0.1	0.9	1.0	-0.1	0.9	1.9	-1.0	0.9	0.1	0.8	*	*	*	0.6	0.7	-0.1
More FM	5.0	5.6	-0.6	10	4.9	5.1	-0.2	4.0	4.4	-0.4	3.4	3.8	-0.4	1.0	1.1	-0.1	2.0	2.0	0.0	4.8	4.8	0.0
Newstalk ZB	18.5	19.7	-1.2	1	10.5	11.7	-1.2	9.3	9.7	-0.4	11.4	14.6	-3.2	38.6	39.4	-0.8	17.7	16.8	0.9	13.6	15.9	-2.3
Radio Hauraki	3.2	2.3	0.9	13	2.1	1.4	0.7	3.3	2.3	1.0	3.8	3.6	0.2	3.3	2.6	0.7	3.4	1.9	1.5	1.9	1.9	0.0
Rhema	0.4	0.3	0.1	18	0.4	0.4	0.0	0.4	0.6	-0.2	0.2	0.2	0.0	1.3	0.7	0.6	3.4	2.5	0.9	1.0	0.7	0.3
Rock	9.3	10.2	-0.9	2	10.6	11.8	-1.2	13.5	14.3	-0.8	15.1	15.6	-0.5	11.9	9.2	2.7	7.0	6.8	0.2	6.0	6.1	-0.1
Sanctuary	0.2	0.5	-0.3	19	*	0.8	*	*	0.1	*	0.1	0.1	0.0	*	*	*	*	*	*	0.1	0.4	-0.3
Sport Nation	0.1	0.7	-0.6	20	1.4	1.5	-0.1	*	0.3	*	*	0.8	*	0.5	*	*	*	1.4	*	0.4	1.2	-0.8
Tainui Live	0.1	0.1	0.0	20	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.1	0.1	0.0
The Hits	5.1	4.7	0.4	9	5.1	4.9	0.2	5.9	5.2	0.7	5.8	4.7	1.1	3.3	3.0	0.3	2.4	2.2	0.2	4.3	3.6	0.7
The Sound	5.8	5.3	0.5	8	8.3	7.6	0.7	7.8	7.2	0.6	4.8	6.2	-1.4	5.2	7.5	-2.3	5.7	4.1	1.6	9.8	7.8	2.0
ZM	7.0	8.0	-1.0	5	4.2	4.6	-0.4	5.0	6.5	-1.5	8.5	7.6	0.9	5.9	6.1	-0.2	20.0	14.7	5.3	7.8	6.9	0.9
MediaWorks Combo	54.1	53.4	0.7		61.4	61.5	-0.1	63.4	64.2	-0.8	59.0	57.0	2.0	40.8	41.7	-0.9	49.9	54.3	-4.4	52.6	52.3	0.3
NZME Combo	41.2	39.8	1.4		32.3	31.1	1.2	32.0	30.7	1.3	37.6	36.3	1.3	55.7	55.8	-0.1	46.5	41.7	4.8	38.3	37.8	0.5

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

MediaWorks Combo: Breeze, Breeze Classic, Channel X, Edge, George FM, 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 - GfK SURVEY 1 2026

Cumulative Audience (000's) 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  
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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	22.7	19.7	3.0	3	2.2	1.2	1.0	4.4	3.1	1.3	5.9	5.2	0.7	7.9	7.2	0.7	8.5	7.5	1.0	10.8	9.3	1.5	4.5	3.7	0.8
Breeze Classic*	15.9	17.2	-1.3	8	0.7	0.7	0.0	0.5	0.7	-0.2	0.5	1.2	-0.7	1.0	1.7	-0.7	2.3	3.1	-0.8	7.9	9.1	-1.2	0.5	1.8	-1.3
Channel X	18.3	17.8	0.5	7	3.5	3.6	-0.1	7.1	7.5	-0.4	7.7	8.2	-0.5	12.3	11.9	0.4	7.0	5.5	1.5	2.6	2.3	0.3	3.5	3.0	0.5
Coast	13.8	13.2	0.6	12	1.6	1.0	0.6	1.4	0.6	0.8	1.2	0.5	0.7	2.8	2.3	0.5	5.6	5.2	0.4	7.4	7.4	0.0	1.5	2.3	-0.8
Edge	20.8	19.4	1.4	5	7.1	7.1	0.0	9.2	6.1	3.1	7.8	5.1	2.7	9.2	8.1	1.1	3.7	5.2	-1.5	4.5	4.2	0.3	4.3	3.4	0.9
Flava	6.5	3.0	3.5	14	1.9	1.3	0.6	2.7	0.5	2.2	2.3	0.2	2.1	3.4	0.9	2.5	1.6	1.0	0.6	1.2	0.9	0.3	1.6	0.3	1.3
George FM	2.8	3.9	-1.1	18	0.3	0.6	-0.3	1.3	1.5	-0.2	1.5	2.3	-0.8	2.4	3.2	-0.8	0.9	1.0	-0.1	*	*	*	0.7	1.2	-0.5
Gold Sport	0.6	0.7	-0.1	21	*	*	*	*	*	*	*	*	*	0.2	*	*	0.2	0.3	-0.1	0.1	0.4	-0.3	*	*	*
Life FM	4.4	4.4	0.0	15	0.7	1.3	-0.6	1.4	1.2	0.2	3.0	1.4	1.6	3.0	1.8	1.2	0.4	1.2	-0.8	0.6	1.1	-0.5	1.9	0.8	1.1
Mai FM	15.2	12.3	2.9	10	5.2	4.9	0.3	10.6	7.5	3.1	7.6	4.9	2.7	8.7	6.5	2.2	2.3	2.3	0.0	1.3	0.8	0.5	3.8	2.2	1.6
Moana Radio	2.9	4.5	-1.6	17	*	0.8	*	1.2	2.5	-1.3	1.2	1.7	-0.5	1.2	1.7	-0.5	*	0.8	*	0.1	1.0	-0.9	0.1	0.6	-0.5
More FM	14.6	16.6	-2.0	11	2.9	2.6	0.3	4.8	5.2	-0.4	4.9	5.9	-1.0	7.9	8.7	-0.8	6.0	7.0	-1.0	3.6	5.1	-1.5	5.8	4.9	0.9
Newstalk ZB	26.9	29.6	-2.7	2	0.6	1.1	-0.5	3.2	3.0	0.2	4.5	5.1	-0.6	6.9	8.7	-1.8	9.8	10.0	-0.2	11.2	11.7	-0.5	4.3	5.6	-1.3
Radio Hauraki	12.8	10.4	2.4	13	3.2	2.7	0.5	3.0	2.8	0.2	4.5	4.5	0.0	7.3	6.0	1.3	4.3	2.5	1.8	2.3	1.7	0.6	2.9	2.1	0.8
Rhema	3.2	2.4	0.8	16	0.2	0.4	-0.2	*	*	*	0.3	0.2	0.1	0.8	0.7	0.1	0.8	0.5	0.3	1.6	0.8	0.8	0.8	0.7	0.1
Rock	20.9	22.4	-1.5	4	3.5	4.7	-1.2	7.3	7.1	0.2	9.4	9.1	0.3	14.9	14.5	0.4	7.5	8.4	-0.9	2.5	3.1	-0.6	3.9	4.3	-0.4
Sanctuary	0.8	1.8	-1.0	20	*	*	*	*	*	*	0.3	0.2	0.1	0.3	0.4	-0.1	0.2	0.6	-0.4	0.2	0.7	-0.5	0.3	0.2	0.1
Sport Nation	1.1	0.9	0.2	19	0.3	*	*	0.2	*	*	0.2	*	*	0.4	*	*	0.2	*	*	*	0.4	*	*	*	*
Tainui Live	0.4	0.5	-0.1	22	0.3	0.3	0.0	*	*	*	*	*	*	*	*	*	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0
The Hits	18.6	16.7	1.9	6	4.4	3.7	0.7	6.0	5.0	1.0	7.6	6.5	1.1	9.7	9.1	0.6	5.5	5.4	0.1	4.3	3.6	0.7	4.3	3.9	0.4
The Sound	15.7	15.2	0.5	9	2.6	3.2	-0.6	4.3	3.2	1.1	3.7	3.2	0.5	6.0	5.2	0.8	6.1	6.2	-0.1	6.9	6.5	0.4	2.6	2.8	-0.2
ZM	27.4	26.4	1.0	1	7.8	7.0	0.8	13.4	10.5	2.9	13.8	11.9	1.9	16.9	16.4	0.5	4.7	5.7	-1.0	2.8	2.9	-0.1	9.1	7.4	1.7
MediaWorks Combo	105.5	103.7	1.8		18.6	19.3	-0.7	31.5	27.9	3.6	32.9	30.5	2.4	48.3	45.9	2.4	32.5	33.6	-1.1	30.4	30.7	-0.3	21.4	19.3	2.1
NZME Combo	81.5	80.1	1.4		15.7	14.2	1.5	20.8	17.6	3.2	23.0	21.0	2.0	33.2	32.6	0.6	23.8	23.9	-0.1	22.2	22.8	-0.6	18.7	15.9	2.8
All Commercial Radio	149.7	147.2	2.5		25.8	24.7	1.1	39.3	36.1	3.2	43.7	40.9	2.8	63.6	61.5	2.1	42.8	44.4	-1.6	42.8	43.7	-0.9	30.7	27.4	3.3
Potential (000)	200.4	201.4	-1.0		40.1	40.1	0.0	59.0	60.4	-1.4	59.6	59.5	0.1	86.2	86.8	-0.6	53.1	54.4	-1.3	50.6	51.3	-0.7	38.4	35.0	3.4
Sample	808	812	-4		139	142	-3	214	189	25	233	197	36	358	330	28	225	238	-13	220	227	-7	175	153	22

MediaWorks Combo: Breeze, Breeze Classic, Channel X, Edge, George FM, 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 - GfK SURVEY 1 2026

Cumulative Audience (000's) 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)	200.4	201.4	-1.0
Sample Size	808	812	-4

	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	11.8	10.3	1.5	4	9.1	7.9	1.2	10.5	8.8	1.7	10.2	7.2	3.0	4.3	2.9	1.4	1.3	2.0	-0.7	12.2	8.9	3.3
Breeze Classic*	7.5	7.7	-0.2	11	11.1	10.7	0.4	10.8	10.2	0.6	8.7	9.2	-0.5	2.1	2.9	-0.8	0.8	2.1	-1.3	12.9	13.4	-0.5
Channel X	10.3	11.1	-0.8	6	10.1	10.1	0.0	10.7	11.1	-0.4	9.1	10.1	-1.0	1.3	0.9	0.4	0.9	0.9	0.0	8.5	7.3	1.2
Coast	6.3	5.8	0.5	12	8.6	8.7	-0.1	8.4	9.1	-0.7	6.4	6.4	0.0	1.3	1.1	0.2	0.7	0.8	-0.1	5.4	6.8	-1.4
Edge	10.7	11.3	-0.6	5	7.4	5.8	1.6	7.8	8.4	-0.6	6.5	5.6	0.9	3.6	3.2	0.4	4.0	2.9	1.1	11.7	11.2	0.5
Flava	3.6	2.0	1.6	14	2.6	0.8	1.8	3.0	1.1	1.9	2.8	1.9	0.9	0.1	*	*	0.2	0.5	-0.3	5.0	2.5	2.5
George FM	1.4	3.3	-1.9	17	1.5	2.8	-1.3	0.8	2.0	-1.2	2.3	2.6	-0.3	0.7	0.4	0.3	0.7	*	*	1.6	1.5	0.1
Gold Sport	0.3	0.4	-0.1	20	0.2	0.4	-0.2	0.3	0.5	-0.2	0.2	0.4	-0.2	0.2	0.2	0.0	*	0.3	*	0.3	0.5	-0.2
Life FM	2.7	2.9	-0.2	15	1.2	1.0	0.2	1.8	1.2	0.6	1.6	2.4	-0.8	0.2	*	*	*	*	*	2.5	1.6	0.9
Mai FM	9.9	8.1	1.8	7	5.2	3.3	1.9	7.0	6.5	0.5	8.5	6.7	1.8	0.6	2.5	-1.9	1.8	2.2	-0.4	9.8	5.9	3.9
Moana Radio	2.0	2.7	-0.7	16	0.6	0.8	-0.2	1.4	1.5	-0.1	2.2	3.5	-1.3	0.8	0.2	0.6	*	*	*	0.6	1.0	-0.4
More FM	7.6	9.8	-2.2	10	7.3	7.1	0.2	7.9	7.5	0.4	5.3	6.2	-0.9	0.6	0.9	-0.3	1.5	1.5	0.0	8.2	8.5	-0.3
Newstalk ZB	17.2	18.5	-1.3	1	10.4	11.7	-1.3	14.6	14.7	-0.1	9.7	10.6	-0.9	8.4	9.6	-1.2	4.1	5.1	-1.0	17.3	21.0	-3.7
Radio Hauraki	6.2	4.3	1.9	13	5.0	4.1	0.9	5.5	3.7	1.8	5.8	5.1	0.7	1.6	1.1	0.5	1.0	0.5	0.5	4.8	4.4	0.4
Rhema	1.2	1.0	0.2	18	1.8	1.4	0.4	1.5	1.3	0.2	0.6	0.3	0.3	1.1	0.7	0.4	1.1	0.7	0.4	0.8	0.6	0.2
Rock	12.9	15.0	-2.1	3	8.1	10.0	-1.9	12.1	12.1	0.0	11.5	13.2	-1.7	4.4	3.9	0.5	2.5	2.7	-0.2	9.9	10.0	-0.1
Sanctuary	0.5	1.2	-0.7	19	0.3	1.0	-0.7	0.2	0.8	-0.6	0.3	0.4	-0.1	*	0.2	*	*	*	*	0.5	1.1	-0.6
Sport Nation	0.3	0.5	-0.2	20	0.7	0.6	0.1	0.3	0.6	-0.3	*	0.2	*	0.6	*	*	*	0.2	*	0.9	0.9	0.0
Tainui Live	0.1	0.1	0.0	22	*	*	*	*	*	*	0.1	0.1	0.0	*	*	*	*	*	*	0.3	0.3	0.0
The Hits	9.2	8.5	0.7	9	8.1	7.7	0.4	9.7	9.3	0.4	8.6	6.8	1.8	2.1	1.9	0.2	1.1	1.6	-0.5	8.6	7.9	0.7
The Sound	9.3	8.7	0.6	8	7.0	7.1	-0.1	7.2	7.1	0.1	7.9	6.7	1.2	4.6	3.7	0.9	1.8	1.0	0.8	10.1	8.9	1.2
ZM	15.3	16.3	-1.0	2	11.7	10.4	1.3	15.0	16.0	-1.0	13.9	12.9	1.0	5.4	6.4	-1.0	5.1	3.8	1.3	13.7	13.8	-0.1
MediaWorks Combo	66.4	69.8	-3.4		54.6	53.9	0.7	63.1	62.7	0.4	57.2	57.5	-0.3	20.1	19.2	0.9	12.0	13.7	-1.7	69.8	65.1	4.7
NZME Combo	50.3	51.2	-0.9		41.1	38.4	2.7	49.2	47.9	1.3	42.1	41.6	0.5	17.5	18.7	-1.2	11.7	12.0	-0.3	49.8	50.9	-1.1
All Commercial Radio	105.0	110.4	-5.4		86.3	86.0	0.3	100.9	101.2	-0.3	90.5	92.8	-2.3	38.0	37.8	0.2	21.7	24.6	-2.9	109.7	104.7	5.0

MediaWorks Combo: Breeze, Breeze Classic, Channel X, Edge, George FM, 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 - 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	7:25	6:31	0:54	3:01	2:58	0:03	9:00	5:30	3:30	8:33	4:20	4:12	8:48	5:50	2:58	6:51	6:25	0:26	6:23	6:30	-0:06	4:30	2:36	1:54
Breeze Classic*	11:18	12:05	-0:46	2:45	2:45	0:00	10:07	5:34	4:33	10:07	3:58	6:09	6:46	8:28	-1:41	6:30	8:47	-2:17	10:23	11:46	-1:23	22:09	8:51	13:17
Channel X	9:34	11:22	-1:48	10:32	11:58	-1:25	8:44	11:26	-2:42	9:10	12:24	-3:13	9:35	10:53	-1:17	9:41	7:49	1:51	8:11	13:00	-4:48	7:26	3:17	4:09
Coast	9:19	9:36	-0:17	2:01	1:17	0:43	1:41	1:03	0:38	3:21	18:06	-14:45	6:50	11:26	-4:35	10:12	7:18	2:53	10:42	10:27	0:15	10:12	14:23	-4:10
Edge	3:18	3:37	-0:18	3:12	3:43	-0:31	3:41	3:52	-0:10	3:00	3:09	-0:08	2:57	3:30	-0:33	3:46	3:36	0:10	4:13	3:42	0:31	2:37	4:15	-1:37
Flava	7:53	6:54	0:58	8:34	5:31	3:02	6:27	5:15	1:12	3:17	0:30	2:47	4:32	8:11	-3:38	5:36	7:43	-2:06	16:21	7:42	8:38	12:17	17:15	-4:57
George FM	7:21	9:26	-2:05	1:45	2:26	-0:41	6:27	12:14	-5:46	7:47	11:29	-3:42	8:10	10:49	-2:38	8:50	9:14	-0:24	*	*	*	10:39	7:57	2:42
Gold Sport	3:31	9:54	-6:23	*	*	*	*	*	*	*	*	*	4:15	*	*	4:15	16:15	-12:00	2:00	13:21	-11:21	*	*	*
Life FM	4:13	4:24	-0:10	2:23	3:07	-0:44	5:19	5:44	-0:25	4:56	6:18	-1:21	4:56	6:11	-1:15	4:44	4:33	0:11	4:09	3:52	0:16	3:27	4:11	-0:44
Mai FM	7:20	8:18	-0:58	12:49	13:40	-0:51	8:38	11:08	-2:30	4:05	5:03	-0:58	4:35	4:58	-0:23	5:57	4:27	1:29	3:47	3:36	0:10	5:39	4:22	1:16
Moana Radio	5:44	4:42	1:01	*	1:00	*	2:49	2:09	0:39	2:49	2:44	0:04	2:49	2:44	0:04	*	4:46	*	4:45	4:46	-0:01	4:45	4:56	-0:11
More FM	6:06	5:58	0:07	4:02	3:23	0:39	4:25	4:19	0:05	7:00	6:50	0:09	7:54	6:32	1:22	6:51	5:52	0:59	3:56	6:27	-2:30	8:32	8:07	0:24
Newstalk ZB	10:31	11:04	-0:32	2:42	2:55	-0:12	4:26	2:57	1:29	5:16	4:49	0:26	6:18	6:20	-0:01	8:37	8:44	-0:07	8:52	11:10	-2:18	7:04	6:39	0:24
Radio Hauraki	4:32	4:31	0:00	3:12	3:23	-0:10	2:57	3:07	-0:09	4:15	4:50	-0:35	5:18	4:46	0:32	5:12	3:45	1:26	3:57	5:23	-1:25	4:01	4:41	-0:40
Rhema	3:51	4:57	-1:05	1:15	1:15	0:00	*	*	*	2:00	2:00	0:00	7:00	7:40	-0:39	6:25	10:14	-3:49	2:53	5:22	-2:28	7:00	7:40	-0:39
Rock	10:30	10:49	-0:19	5:14	6:10	-0:56	14:13	12:52	1:20	13:29	13:25	0:03	12:48	13:41	-0:53	9:28	10:32	-1:04	4:08	4:23	-0:15	7:06	7:43	-0:37
Sanctuary	2:11	4:30	-2:18	*	*	*	*	*	*	2:00	2:00	0:00	2:00	1:23	0:36	4:15	2:16	1:58	4:15	4:37	-0:22	2:00	2:00	0:00
Sport Nation	7:49	21:20	-13:30	2:00	*	*	9:45	*	*	9:45	*	*	6:56	*	*	4:15	*	*	*	12:09	*	*	*	*
Tainui Live	1:54	1:50	0:03	1:15	1:15	0:00	*	*	*	*	*	*	*	*	*	*	*	*	3:15	3:15	0:00	3:15	3:15	0:00
The Hits	5:38	5:50	-0:11	3:44	2:41	1:03	3:18	5:03	-1:45	3:48	4:55	-1:07	4:48	5:51	-1:03	9:30	8:55	0:35	9:34	9:01	0:32	4:22	3:29	0:53
The Sound	9:47	9:44	0:02	9:12	6:00	3:11	3:58	3:30	0:27	3:48	2:34	1:13	4:52	5:39	-0:46	12:30	16:50	-4:19	14:27	15:13	-0:45	11:41	9:43	1:57
ZM	4:52	5:34	-0:41	4:10	4:07	0:02	5:02	6:13	-1:10	5:19	6:12	-0:53	5:26	6:24	-0:57	5:10	6:19	-1:08	3:28	4:22	-0:53	5:27	5:03	0:24
MediaWorks Combo	11:15	11:55	-0:40	10:10	10:22	-0:11	12:11	12:49	-0:38	11:08	11:59	-0:51	11:40	12:20	-0:39	11:13	11:38	-0:24	10:34	11:44	-1:09	9:32	8:45	0:46
NZME Combo	9:21	9:39	-0:18	5:09	4:11	0:57	6:15	6:18	-0:03	6:48	7:40	-0:51	7:41	8:28	-0:46	10:31	9:41	0:50	11:38	12:03	-0:25	7:48	8:30	-0:42
All Commercial Radio	13:47	14:40	-0:52	10:56	11:01	-0:05	13:37	13:35	0:01	12:36	13:28	-0:51	13:31	14:19	-0:47	15:01	14:51	0:09	14:25	15:49	-1:23	12:01	11:55	0:06
Potential (000)	200.4	201.4	-1.0	40.1	40.1	0.0	59.0	60.4	-1.4	59.6	59.5	0.1	86.2	86.8	-0.6	53.1	54.4	-1.3	50.6	51.3	-0.7	38.4	35.0	3.4
Sample	808	812	-4	139	142	-3	214	189	25	233	197	36	358	330	28	225	238	-13	220	227	-7	175	153	22

MediaWorks Combo: Breeze, Breeze Classic, Channel X, Edge, George FM, 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 - 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)	200.4	201.4	-1.0
Sample Size	808	812	-4

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

MediaWorks Combo: Breeze, Breeze Classic, Channel X, Edge, George FM, 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