



TARANAKI COMMERCIAL RADIO - GfK SURVEY 2 2026

Station Share (%) by Demographic, Mon-Sun 12mn-12mn
Survey Comparisons: 1/2026 - 2/2026

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

	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	4.4	4.3	0.1	11	4.8	6.7	-1.9	2.7	2.0	0.7	2.0	1.5	0.5	2.9	2.8	0.1	4.3	5.3	-1.0	5.3	4.2	1.1	2.7	2.5	0.2
Breeze Classic	7.8	11.1	-3.3	6	11.7	10.2	1.5	2.2	4.2	-2.0	2.4	5.1	-2.7	1.8	5.2	-3.4	5.2	9.7	-4.5	11.3	14.0	-2.7	2.1	6.9	-4.8
Coast	5.5	5.3	0.2	8	*	0.1	*	*	1.9	*	*	1.7	*	1.7	2.6	-0.9	4.7	5.8	-1.1	9.2	9.0	0.2	0.6	1.6	-1.0
Edge	6.2	5.9	0.3	7	8.6	12.2	-3.6	16.8	13.8	3.0	17.6	12.4	5.2	12.1	8.9	3.2	2.7	3.9	-1.2	1.0	2.8	-1.8	11.3	8.4	2.9
Life FM	0.6	0.4	0.2	13	0.1	0.1	0.0	0.1	*	*	0.1	*	*	0.1	0.1	0.0	1.1	0.5	0.6	1.6	0.9	0.7	0.1	*	*
More FM	4.6	6.5	-1.9	10	5.1	9.5	-4.4	5.6	7.7	-2.1	5.6	7.6	-2.0	4.6	6.1	-1.5	4.9	4.4	0.5	5.6	6.8	-1.2	8.4	11.5	-3.1
Newstalk ZB	17.2	15.2	2.0	1	0.8	0.8	0.0	1.8	1.2	0.6	2.4	1.4	1.0	7.3	5.6	1.7	17.7	16.1	1.6	22.1	19.6	2.5	3.2	5.4	-2.2
Radio Hauraki	5.0	4.6	0.4	9	3.7	3.2	0.5	3.0	2.8	0.2	4.3	3.9	0.4	5.0	4.7	0.3	8.1	7.3	0.8	7.0	6.4	0.6	4.0	5.2	-1.2
Rhema	0.2	0.2	0.0	15	0.9	0.8	0.1	*	*	*	0.1	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rock	11.0	8.7	2.3	2	19.4	13.0	6.4	19.1	11.6	7.5	15.1	9.8	5.3	16.2	12.1	4.1	10.8	10.0	0.8	5.4	5.9	-0.5	21.0	12.6	8.4
Sanctuary	*	0.6	*	*	*	*	*	*	*	*	0.1	0.1	0.0	*	*	*	0.1	*	*	0.1	*	*	*	*	*
Sport Nation	0.3	0.4	-0.1	14	0.2	0.2	0.0	0.2	0.2	0.0	0.1	0.5	-0.4	0.2	0.4	-0.2	0.1	0.1	0.0	0.6	0.7	-0.1	*	*	*
Te Korimako o Taranaki	1.1	1.3	-0.2	12	0.3	0.3	0.0	3.7	2.9	0.8	3.8	2.8	1.0	2.3	2.2	0.1	0.3	1.3	-1.0	0.2	0.8	-0.6	3.0	3.5	-0.5
The Hits	9.4	9.9	-0.5	4	19.0	16.1	2.9	12.8	19.5	-6.7	13.9	18.7	-4.8	14.7	17.0	-2.3	8.5	7.0	1.5	3.4	3.5	-0.1	17.3	13.9	3.4
The Sound	10.0	9.8	0.2	3	13.7	15.1	-1.4	2.8	2.8	0.0	3.9	3.7	0.2	6.8	6.6	0.2	13.5	14.4	-0.9	14.5	14.5	0.0	12.2	11.3	0.9
ZM	8.0	7.3	0.7	5	4.6	4.7	-0.1	21.3	19.7	1.6	20.2	17.3	2.9	16.2	14.7	1.5	6.6	6.4	0.2	2.5	2.5	0.0	7.3	10.5	-3.2
MediaWorks Combo	45.5	48.0	-2.5		67.9	71.6	-3.7	52.7	47.2	5.5	50.0	44.6	5.4	46.6	44.6	2.0	41.6	47.8	-6.2	43.2	48.2	-5.0	60.3	57.3	3.0
NZME Combo	45.6	42.9	2.7		28.3	25.1	3.2	39.6	46.3	-6.7	41.5	44.0	-2.5	45.5	45.5	0.0	45.8	43.3	2.5	44.7	41.7	3.0	32.8	37.0	-4.2
Potential (000)	114.8	114.8	0.0		24.4	24.4	0.0	31.9	31.3	0.6	32.1	32.1	0.0	48.0	48.0	0.0	32.3	32.3	0.0	30.7	30.7	0.0	20.8	21.3	-0.5
Sample	801	820	-19		137	147	-10	194	193	1	206	211	-5	299	315	-16	198	205	-7	258	249	9	152	159	-7

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 (until S1 26), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui, iHeartCountry (from S2 26)



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Station Share (%) by Daypart, People 10+
Survey Comparisons: 1/2026 - 2/2026

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	This	Last	+/-
Potential (000)	114.8	114.8	0.0
Sample Size	801	820	-19

	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	3.6	3.3	0.3	10	5.2	3.9	1.3	4.5	4.2	0.3	3.5	4.1	-0.6	2.1	5.6	-3.5	0.8	1.1	-0.3	6.2	6.2	0.0
Breeze Classic	6.1	7.5	-1.4	7	9.4	12.4	-3.0	6.6	11.0	-4.4	7.0	10.3	-3.3	6.1	13.8	-7.7	2.3	4.6	-2.3	11.3	14.3	-3.0
Coast	3.4	4.7	-1.3	11	6.1	5.6	0.5	6.1	6.0	0.1	4.7	5.4	-0.7	9.8	6.1	3.7	0.7	1.8	-1.1	7.1	5.3	1.8
Edge	6.3	5.7	0.6	6	4.8	5.6	-0.8	5.6	6.7	-1.1	7.2	6.1	1.1	8.2	5.5	2.7	18.8	14.3	4.5	4.6	3.8	0.8
Life FM	0.3	0.3	0.0	13	0.5	0.3	0.2	0.8	0.3	0.5	0.4	0.3	0.1	2.1	1.5	0.6	*	*	*	0.8	0.5	0.3
More FM	5.2	8.4	-3.2	9	4.3	6.9	-2.6	5.1	6.4	-1.3	4.2	7.4	-3.2	4.2	1.8	2.4	2.9	3.1	-0.2	4.5	5.8	-1.3
Newstalk ZB	29.5	24.9	4.6	1	10.5	10.7	-0.2	8.9	7.9	1.0	14.3	13.0	1.3	36.4	27.7	8.7	34.7	27.2	7.5	14.3	14.4	-0.1
Radio Hauraki	5.4	5.2	0.2	8	5.2	4.9	0.3	4.9	4.9	0.0	8.7	7.0	1.7	0.9	0.5	0.4	0.2	0.3	-0.1	4.5	4.1	0.4
Rhema	*	*	*	*	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	*	*	*	*	*	*	0.7	0.6	0.1
Rock	7.4	7.3	0.1	5	16.4	11.0	5.4	17.4	11.9	5.5	9.8	8.6	1.2	2.4	2.5	-0.1	2.3	5.1	-2.8	5.8	6.7	-0.9
Sanctuary	*	0.4	*	*	*	0.4	*	*	0.3	*	0.1	0.7	-0.6	0.3	2.0	-1.7	*	1.1	*	0.1	0.7	-0.6
Sport Nation	0.1	0.4	-0.3	14	0.8	0.8	0.0	0.2	0.3	-0.1	0.1	0.1	0.0	*	*	*	0.3	0.3	0.0	0.5	0.5	0.0
Te Korimako o Taranaki	1.4	1.3	0.1	12	2.3	3.0	-0.7	0.8	0.7	0.1	0.3	0.3	0.0	0.4	0.5	-0.1	0.3	0.3	0.0	0.6	1.1	-0.5
The Hits	10.0	8.8	1.2	2	9.1	10.7	-1.6	10.2	12.0	-1.8	11.6	12.5	-0.9	7.7	6.4	1.3	8.1	9.0	-0.9	7.5	7.4	0.1
The Sound	8.1	7.5	0.6	3	11.2	10.8	0.4	12.5	12.9	-0.4	10.3	9.5	0.8	3.4	4.5	-1.1	1.6	1.9	-0.3	10.7	10.5	0.2
ZM	8.0	8.4	-0.4	4	6.6	5.4	1.2	7.5	6.5	1.0	7.3	7.7	-0.4	6.7	5.1	1.6	21.8	18.5	3.3	8.2	7.1	1.1
MediaWorks Combo	38.1	41.7	-3.6		52.3	51.9	0.4	53.0	54.3	-1.3	42.9	46.5	-3.6	27.7	36.2	-8.5	30.3	32.4	-2.1	45.5	49.9	-4.4
NZME Combo	56.5	52.6	3.9		37.7	37.4	0.3	38.5	38.2	0.3	47.7	46.0	1.7	62.2	46.6	15.6	65.5	56.7	8.8	42.2	39.1	3.1

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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	10.0	12.3	-2.3	8	2.1	2.6	-0.5	2.9	2.8	0.1	2.7	3.3	-0.6	4.3	5.3	-1.0	3.2	4.8	-1.6	3.0	3.6	-0.6	1.8	2.3	-0.5
Breeze Classic	12.6	14.6	-2.0	5	1.8	1.9	-0.1	1.3	1.1	0.2	1.0	1.6	-0.6	1.6	2.4	-0.8	3.2	4.0	-0.8	6.3	7.1	-0.8	0.6	1.3	-0.7
Coast	6.2	7.2	-1.0	11	*	0.2	*	*	1.2	*	*	1.0	*	0.9	2.0	-1.1	2.5	2.9	-0.4	3.9	3.7	0.2	0.3	0.7	-0.4
Edge	15.2	13.2	2.0	2	2.9	3.1	-0.2	8.4	7.0	1.4	9.7	7.5	2.2	11.1	8.7	2.4	2.5	2.4	0.1	1.2	1.4	-0.2	6.7	4.8	1.9
Life FM	0.6	0.5	0.1	14	*	*	*	0.1	*	*	0.2	0.1	0.1	0.2	0.2	0.0	0.2	0.2	0.0	0.3	0.2	0.1	0.1	*	*
More FM	12.4	13.3	-0.9	6	2.6	2.2	0.4	5.2	4.5	0.7	5.2	5.0	0.2	6.9	6.6	0.3	3.6	3.9	-0.3	2.7	4.0	-1.3	5.1	4.9	0.2
Newstalk ZB	14.7	14.9	-0.2	4	0.2	0.2	0.0	0.9	0.8	0.1	1.3	1.1	0.2	4.1	3.5	0.6	7.0	7.0	0.0	7.3	7.6	-0.3	0.8	1.0	-0.2
Radio Hauraki	8.2	8.7	-0.5	10	1.2	1.2	0.0	2.0	2.7	-0.7	2.7	3.5	-0.8	4.7	5.1	-0.4	3.4	3.2	0.2	2.2	2.4	-0.2	2.0	2.3	-0.3
Rhema	0.4	0.5	-0.1	15	*	*	*	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	0.2	0.1	0.1	0.2	0.1	0.1	*	*	*
Rock	14.9	14.8	0.1	3	3.1	3.3	-0.2	4.3	2.6	1.7	4.8	4.6	0.2	9.2	9.0	0.2	6.4	6.5	-0.1	2.5	2.4	0.1	3.5	3.0	0.5
Sanctuary	0.2	0.3	-0.1	16	*	*	*	*	*	*	*	0.1	*	*	0.1	*	0.1	0.1	0.0	0.1	0.1	0.0	*	*	*
Sport Nation	0.8	1.1	-0.3	13	0.1	0.1	0.0	0.2	0.3	-0.1	0.1	0.4	-0.3	0.3	0.6	-0.3	0.2	0.2	0.0	0.3	0.4	-0.1	*	*	*
Te Korimako o Taranaki	1.3	1.9	-0.6	12	0.1	0.2	-0.1	0.8	0.9	-0.1	0.9	1.0	-0.1	1.0	1.2	-0.2	0.3	0.6	-0.3	0.2	0.3	-0.1	0.6	0.8	-0.2
The Hits	18.5	20.2	-1.7	1	4.2	4.0	0.2	6.6	7.8	-1.2	7.0	8.7	-1.7	10.7	12.0	-1.3	5.6	5.6	0.0	3.1	3.6	-0.5	5.1	6.0	-0.9
The Sound	9.6	10.5	-0.9	9	1.3	1.7	-0.4	0.9	1.6	-0.7	1.5	2.3	-0.8	3.4	4.0	-0.6	4.6	4.6	0.0	4.5	4.3	0.2	2.0	2.3	-0.3
ZM	11.6	10.3	1.3	7	2.6	2.5	0.1	5.6	5.1	0.5	5.9	5.4	0.5	7.6	7.0	0.6	1.9	1.9	0.0	0.9	0.6	0.3	2.5	2.9	-0.4
MediaWorks Combo	53.8	56.5	-2.7		8.8	10.6	-1.8	14.3	12.8	1.5	16.1	15.3	0.8	24.5	23.4	1.1	17.8	19.0	-1.2	16.4	17.9	-1.5	12.0	11.5	0.5
NZME Combo	47.6	49.3	-1.7		7.3	7.2	0.1	12.9	13.8	-0.9	14.4	15.7	-1.3	22.2	23.0	-0.8	14.8	15.3	-0.5	12.9	13.9	-1.0	8.7	10.9	-2.2
All Commercial Radio	81.9	83.8	-1.9		12.6	14.3	-1.7	21.3	20.5	0.8	24.8	24.5	0.3	37.3	36.4	0.9	26.3	26.2	0.1	24.2	25.0	-0.8	16.9	16.8	0.1
Potential (000)	114.8	114.8	0.0		24.4	24.4	0.0	31.9	31.3	0.6	32.1	32.1	0.0	48.0	48.0	0.0	32.3	32.3	0.0	30.7	30.7	0.0	20.8	21.3	-0.5
Sample	801	820	-19		137	147	-10	194	193	1	206	211	-5	299	315	-16	198	205	-7	258	249	9	152	159	-7

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	This	Last	+/-
Potential (000)	114.8	114.8	0.0
Sample Size	801	820	-19

	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	3.9	4.2	-0.3	10	3.9	4.6	-0.7	5.5	6.9	-1.4	3.4	4.0	-0.6	1.3	1.9	-0.6	0.3	0.6	-0.3	6.4	7.2	-0.8
Breeze Classic	5.6	6.5	-0.9	7	6.9	9.2	-2.3	6.4	9.3	-2.9	5.0	5.9	-0.9	1.7	2.4	-0.7	0.8	1.6	-0.8	9.0	10.4	-1.4
Coast	3.7	4.4	-0.7	11	3.8	3.9	-0.1	3.9	3.7	0.2	3.1	3.4	-0.3	0.8	1.2	-0.4	0.6	0.7	-0.1	4.0	3.9	0.1
Edge	11.1	8.7	2.4	3	8.2	7.1	1.1	7.7	7.2	0.5	6.3	6.2	0.1	3.1	3.0	0.1	3.4	1.7	1.7	5.3	5.1	0.2
Life FM	0.4	0.2	0.2	13	0.2	0.1	0.1	0.4	0.3	0.1	0.4	0.3	0.1	0.1	0.2	-0.1	0.1	0.1	0.0	0.4	0.3	0.1
More FM	6.1	7.7	-1.6	6	5.0	6.0	-1.0	6.8	7.4	-0.6	4.4	6.5	-2.1	1.9	1.3	0.6	1.4	1.6	-0.2	7.3	7.2	0.1
Newstalk ZB	12.3	11.8	0.5	1	9.7	9.6	0.1	8.2	8.8	-0.6	5.7	6.0	-0.3	5.0	4.6	0.4	4.4	4.6	-0.2	8.6	9.1	-0.5
Radio Hauraki	4.9	5.0	-0.1	9	5.8	5.0	0.8	4.7	4.8	-0.1	3.9	3.6	0.3	0.8	0.6	0.2	0.2	0.2	0.0	5.0	5.4	-0.4
Rhema	*	*	*	*	0.1	0.1	0.0	0.4	0.4	0.0	0.1	0.2	-0.1	*	*	*	*	*	*	0.1	0.1	0.0
Rock	7.1	6.1	1.0	5	8.5	6.8	1.7	9.2	8.4	0.8	6.1	6.0	0.1	1.1	1.6	-0.5	1.2	1.8	-0.6	5.5	7.1	-1.6
Sanctuary	0.1	0.2	-0.1	15	*	0.1	*	0.1	0.2	-0.1	0.2	0.3	-0.1	*	0.2	*	*	0.1	*	0.2	0.3	-0.1
Sport Nation	0.2	0.5	-0.3	14	0.5	0.6	-0.1	0.5	0.6	-0.1	0.2	0.1	0.1	0.1	*	*	0.1	0.1	0.0	0.7	0.6	0.1
Te Korimako o Taranaki	1.1	1.2	-0.1	12	0.8	1.0	-0.2	0.8	0.8	0.0	0.3	0.4	-0.1	0.2	0.4	-0.2	0.2	0.1	0.1	0.8	0.9	-0.1
The Hits	11.6	11.7	-0.1	2	9.3	10.2	-0.9	12.6	13.2	-0.6	8.4	10.3	-1.9	3.1	3.2	-0.1	1.6	1.7	-0.1	8.6	9.2	-0.6
The Sound	5.2	5.0	0.2	8	6.5	6.2	0.3	6.2	7.0	-0.8	5.2	6.3	-1.1	0.8	1.1	-0.3	0.7	1.0	-0.3	6.7	7.5	-0.8
ZM	7.8	7.6	0.2	4	5.4	5.0	0.4	5.5	5.2	0.3	5.6	5.1	0.5	3.2	1.9	1.3	2.1	2.2	-0.1	5.8	5.3	0.5
MediaWorks Combo	32.5	32.9	-0.4		35.0	34.5	0.5	36.5	39.2	-2.7	25.1	28.1	-3.0	8.2	9.7	-1.5	7.6	7.8	-0.2	33.0	36.8	-3.8
NZME Combo	34.7	35.7	-1.0		30.0	30.0	0.0	30.7	31.7	-1.0	24.0	25.4	-1.4	12.7	11.9	0.8	8.5	8.8	-0.3	28.2	30.1	-1.9
All Commercial Radio	63.2	63.1	0.1		57.6	57.1	0.5	60.7	63.1	-2.4	47.3	49.8	-2.5	21.7	22.4	-0.7	15.7	16.2	-0.5	56.4	60.1	-3.7

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 (until S1 26), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui, iHeartCountry (from S2 26)



TARANAKI COMMERCIAL RADIO - GfK SURVEY 2 2026

Average Time Spent Listening (hh:mm) by Demographic, Mon-Sun 12mn-12mn
Survey Comparisons: 1/2026 - 2/2026

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

	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	5:45	5:12	0:33	3:09	4:05	-0:56	2:56	2:22	0:34	2:18	1:37	0:40	3:31	3:00	0:30	6:27	6:12	0:15	8:39	6:30	2:08	3:23	2:53	0:29
Breeze Classic	8:02	11:16	-3:14	8:42	8:28	0:13	5:07	12:33	-7:26	7:42	11:43	-4:01	6:02	12:33	-6:30	7:43	13:33	-5:50	8:44	10:56	-2:11	7:30	14:15	-6:44
Coast	11:31	10:52	0:38	*	0:30	*	0:15	5:09	-4:54	0:15	6:19	-6:04	9:52	7:41	2:11	9:04	11:05	-2:00	11:32	13:26	-1:53	4:11	6:16	-2:05
Edge	5:14	6:34	-1:20	4:03	6:12	-2:09	6:13	6:31	-0:17	5:41	6:01	-0:20	5:41	5:57	-0:15	5:03	8:51	-3:47	4:03	11:16	-7:13	3:44	4:45	-1:00
Life FM	13:53	11:24	2:29	3:45	3:45	0:00	1:45	*	*	1:16	1:03	0:13	1:16	2:04	-0:47	21:59	13:42	8:16	24:08	23:32	0:36	1:45	*	*
More FM	4:51	7:10	-2:19	2:43	6:45	-4:02	3:21	5:42	-2:21	3:21	5:34	-2:13	3:29	5:23	-1:53	6:29	6:18	0:10	9:58	9:27	0:31	3:42	6:20	-2:38
Newstalk ZB	15:11	15:00	0:11	6:27	6:34	-0:06	5:47	4:54	0:52	5:38	4:43	0:54	9:28	9:11	0:16	12:07	12:47	-0:39	14:49	14:13	0:36	8:54	14:21	-5:26
Radio Hauraki	7:55	7:45	0:10	4:05	4:18	-0:12	4:39	3:31	1:08	4:57	4:04	0:52	5:35	5:20	0:15	11:25	12:49	-1:23	15:12	14:36	0:35	4:22	6:08	-1:46
Rhema	5:17	5:12	0:04	30:15	30:15	0:00	*	*	*	2:15	2:15	0:00	2:15	2:15	0:00	0:53	0:45	0:08	0:53	0:45	0:08	*	*	*
Rock	9:38	8:42	0:56	8:27	6:23	2:04	13:55	14:38	-0:43	9:48	7:46	2:02	9:16	7:47	1:28	8:02	8:36	-0:33	10:38	13:25	-2:46	13:08	11:16	1:52
Sanctuary	2:29	27:10	-24:40	*	*	*	*	*	*	5:15	5:15	0:00	5:15	5:15	0:00	2:00	2:00	0:00	2:00	2:00	0:00	*	*	*
Sport Nation	5:38	5:49	-0:10	2:30	2:30	0:00	2:15	1:39	0:35	1:58	4:02	-2:04	2:49	3:48	-0:59	3:15	3:15	0:00	11:03	9:50	1:13	*	*	*
Te Korimako o Taranaki	10:57	10:09	0:47	5:15	2:12	3:02	14:45	11:01	3:43	13:20	10:10	3:10	12:14	10:16	1:58	4:43	12:55	-8:11	5:45	14:47	-9:02	10:52	12:38	-1:46
The Hits	6:34	7:12	-0:38	6:05	6:30	-0:24	6:01	8:20	-2:19	6:15	7:46	-1:31	7:14	8:08	-0:53	7:13	6:57	0:16	5:22	5:26	-0:03	7:30	6:20	1:09
The Sound	13:30	13:46	-0:16	14:41	13:54	0:47	9:32	5:45	3:47	8:19	5:56	2:23	10:35	9:22	1:13	13:56	17:36	-3:39	15:31	18:24	-2:52	13:36	13:31	0:04
ZM	9:00	10:26	-1:25	2:23	3:02	-0:38	11:44	12:52	-1:08	10:46	11:36	-0:50	11:14	12:04	-0:50	16:46	18:24	-1:37	13:35	22:14	-8:39	6:27	9:45	-3:17
MediaWorks Combo	10:58	12:32	-1:33	10:25	10:46	-0:20	11:24	12:15	-0:51	9:42	10:36	-0:54	9:59	10:59	-0:59	11:13	14:03	-2:49	12:48	14:52	-2:03	11:09	13:35	-2:25
NZME Combo	12:26	12:49	-0:23	5:14	5:36	-0:21	9:32	11:07	-1:34	9:01	10:13	-1:12	10:48	11:24	-0:35	14:52	15:50	-0:57	16:48	16:36	0:12	8:20	9:14	-0:53
All Commercial Radio	15:50	17:35	-1:45	10:44	11:13	-0:29	14:35	16:12	-1:36	12:37	14:50	-2:13	14:07	15:51	-1:44	18:16	21:19	-3:03	20:05	22:07	-2:01	13:08	16:15	-3:07
Potential (000)	114.8	114.8	0.0	24.4	24.4	0.0	31.9	31.3	0.6	32.1	32.1	0.0	48.0	48.0	0.0	32.3	32.3	0.0	30.7	30.7	0.0	20.8	21.3	-0.5
Sample	801	820	-19	137	147	-10	194	193	1	206	211	-5	299	315	-16	198	205	-7	258	249	9	152	159	-7

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 (until S1 26), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui, iHeartCountry (from S2 26)



TARANAKI COMMERCIAL RADIO - GfK SURVEY 2 2026

Average Time Spent Listening (hh:mm) by Daypart, People 10+
Survey Comparisons: 1/2026 - 2/2026

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

	This	Last	+/-
Potential (000)	114.8	114.8	0.0
Sample Size	801	820	-19

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

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 (until S1 26), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui, iHeartCountry (from S2 26)