



TAURANGA 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	10.5	8.2	2.3	3	3.5	2.3	1.2	8.4	7.5	0.9	10.7	9.1	1.6	9.8	8.1	1.7	9.7	9.0	0.7	11.9	11.2	0.7	7.0	5.5	1.5
Breeze Classic	8.5	8.7	-0.2	4	0.6	0.6	0.0	0.5	1.0	-0.5	0.5	1.0	-0.5	0.5	0.8	-0.3	2.6	2.4	0.2	9.7	13.3	-3.6	1.5	2.9	-1.4
Channel X	8.2	8.5	-0.3	5	15.1	12.9	2.2	8.6	11.7	-3.1	8.3	12.7	-4.4	11.3	13.7	-2.4	11.5	10.6	0.9	4.1	3.4	0.7	7.5	7.0	0.5
Coast	6.1	6.2	-0.1	7	0.7	1.1	-0.4	0.4	0.4	0.0	0.9	0.7	0.2	1.9	2.2	-0.3	8.0	9.0	-1.0	12.2	12.9	-0.7	5.2	4.2	1.0
Edge	3.3	3.3	0.0	12	6.8	8.0	-1.2	5.6	6.3	-0.7	4.6	4.3	0.3	3.7	3.2	0.5	2.3	2.2	0.1	2.4	3.1	-0.7	4.4	3.1	1.3
Flava	1.8	2.5	-0.7	14	4.0	5.8	-1.8	2.6	3.3	-0.7	1.5	1.4	0.1	1.8	1.8	0.0	1.0	1.4	-0.4	1.5	3.1	-1.6	3.6	5.2	-1.6
George FM	1.4	1.0	0.4	15	2.5	0.2	2.3	2.6	1.6	1.0	1.5	2.1	-0.6	1.3	2.3	-1.0	1.9	1.2	0.7	1.5	*	*	0.5	2.0	-1.5
iHeartCountry*	0.5	n.a.	*	17	0.4	n.a.	*	0.1	n.a.	*	0.7	n.a.	*	0.7	n.a.	*	0.6	n.a.	*	0.4	n.a.	*	0.7	n.a.	*
Life FM	0.9	0.9	0.0	16	1.3	0.6	0.7	1.3	1.4	-0.1	2.4	2.7	-0.3	1.7	1.7	0.0	0.3	0.3	0.0	0.1	0.4	-0.3	1.6	1.8	-0.2
Mai FM	5.0	5.4	-0.4	10	19.6	23.5	-3.9	15.5	17.2	-1.7	5.7	5.6	0.1	4.6	4.6	0.0	1.8	2.1	-0.3	0.7	0.8	-0.1	5.8	5.9	-0.1
Moana Radio	0.5	0.8	-0.3	17	*	*	*	0.1	0.6	-0.5	0.1	0.6	-0.5	0.1	0.4	-0.3	*	*	*	0.1	0.1	0.0	0.1	0.2	-0.1
More FM	3.5	4.3	-0.8	11	3.9	4.2	-0.3	2.9	4.0	-1.1	4.1	6.2	-2.1	5.2	7.3	-2.1	5.0	6.4	-1.4	2.1	2.3	-0.2	10.8	13.3	-2.5
Newstalk ZB	11.6	13.7	-2.1	2	0.5	0.6	-0.1	2.7	2.7	0.0	4.7	4.3	0.4	3.8	5.1	-1.3	15.0	13.2	1.8	21.9	16.1	5.8	9.0	8.2	0.8
Radio Hauraki	2.8	2.8	0.0	13	4.0	3.7	0.3	1.8	1.6	0.2	3.6	3.5	0.1	4.8	4.5	0.3	3.7	3.5	0.2	0.6	1.5	-0.9	3.9	3.2	0.7
Rhema	0.5	0.6	-0.1	17	0.3	0.1	0.2	*	*	*	0.1	0.1	0.0	0.6	0.7	-0.1	0.8	0.8	0.0	0.6	0.8	-0.2	1.3	1.5	-0.2
Rock	13.1	10.6	2.5	1	13.7	6.5	7.2	28.1	19.3	8.8	26.5	23.0	3.5	25.8	22.2	3.6	12.0	11.1	0.9	1.5	1.7	-0.2	9.5	7.4	2.1
Sanctuary	*	0.1	*	*	*	*	*	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	*	0.2	*	*	0.2	*	0.1	0.2	-0.1
Sport Nation	0.2	0.4	-0.2	20	0.3	0.2	0.1	0.3	0.4	-0.1	0.3	0.4	-0.1	0.3	0.3	0.0	0.2	0.1	0.1	*	*	*	*	*	*
Tainui Live	*	*	*	*	0.1	0.1	0.0	*	*	*	*	*	*	*	*	*	*	*	*	*	0.1	*	*	0.1	*
The Hits	6.1	5.1	1.0	7	5.3	5.9	-0.6	3.4	3.7	-0.3	8.0	5.2	2.8	6.8	5.4	1.4	7.3	8.1	-0.8	7.6	6.6	1.0	6.8	5.1	1.7
The Sound	7.2	7.5	-0.3	6	7.4	8.6	-1.2	2.9	3.2	-0.3	2.4	2.6	-0.2	4.0	3.4	0.6	9.7	11.8	-2.1	14.3	16.2	-1.9	7.2	8.1	-0.9
ZM	5.9	6.5	-0.6	9	7.6	11.5	-3.9	11.4	12.6	-1.2	12.5	13.3	-0.8	10.1	10.7	-0.6	3.8	3.8	0.0	2.0	1.6	0.4	12.2	13.5	-1.3
MediaWorks Combo	60.6	57.5	3.1		73.1	66.9	6.2	75.0	71.7	3.3	64.2	66.6	-2.4	66.3	65.5	0.8	56.5	56.8	-0.3	48.2	52.0	-3.8	54.3	55.3	-1.0
NZME Combo	34.7	36.9	-2.2		22.5	28.6	-6.1	22.5	24.3	-1.8	31.9	28.4	3.5	29.9	29.7	0.2	39.3	39.0	0.3	46.1	41.8	4.3	41.5	39.4	2.1
Potential (000)	200.4	200.4	0.0		40.1	40.1	0.0	59.2	59.0	0.2	59.6	59.6	0.0	86.2	86.2	0.0	53.1	53.1	0.0	50.6	50.6	0.0	39.3	38.4	0.9
Sample	805	808	-3		155	139	16	204	214	-10	226	233	-7	349	358	-9	215	225	-10	221	220	1	179	175	4

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

*iHeartCountry was rebranded from Gold Sport from May 4th 2026. S2 2026 includes combined iHeartCountry / Gold Sport listening



TAURANGA COMMERCIAL RADIO - GfK SURVEY 2 2026

Station Share (%) 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)	200.4	200.4	0.0
Sample Size	805	808	-3

	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	10.5	7.9	2.6	3	9.6	7.7	1.9	10.6	8.9	1.7	10.3	9.6	0.7	8.4	6.5	1.9	1.4	2.7	-1.3	12.7	8.2	4.5
Breeze Classic	6.5	7.0	-0.5	5	9.2	9.7	-0.5	9.0	9.7	-0.7	6.9	6.8	0.1	6.5	5.3	1.2	7.0	4.0	3.0	10.4	10.2	0.2
Channel X	7.4	8.1	-0.7	4	11.2	12.0	-0.8	9.8	10.8	-1.0	7.9	7.2	0.7	7.2	4.8	2.4	3.9	2.6	1.3	4.8	4.4	0.4
Coast	5.0	4.8	0.2	10	8.0	8.1	-0.1	6.1	6.1	0.0	5.4	6.2	-0.8	1.8	4.2	-2.4	1.0	1.5	-0.5	6.8	6.8	0.0
Edge	4.6	3.7	0.9	11	2.2	2.1	0.1	2.2	2.4	-0.2	2.9	3.5	-0.6	3.1	4.8	-1.7	5.7	8.7	-3.0	4.4	4.5	-0.1
Flava	2.2	2.6	-0.4	14	1.4	2.2	-0.8	1.6	2.3	-0.7	1.7	1.9	-0.2	*	*	*	1.5	1.5	0.0	2.3	3.8	-1.5
George FM	0.3	0.5	-0.2	18	1.3	1.3	0.0	1.5	0.8	0.7	3.4	1.8	1.6	0.9	0.6	0.3	1.1	1.0	0.1	1.3	0.9	0.4
iHeartCountry*	0.4	n.a.	*	17	0.4	n.a.	*	0.7	n.a.	*	0.2	n.a.	*	0.3	n.a.	*	*	n.a.	*	0.8	n.a.	*
Life FM	1.5	1.4	0.1	15	0.8	0.7	0.1	0.9	0.7	0.2	0.7	0.6	0.1	0.4	0.3	0.1	*	*	*	1.0	1.2	-0.2
Mai FM	6.5	6.8	-0.3	5	5.0	4.6	0.4	5.1	5.4	-0.3	6.0	6.8	-0.8	0.9	0.8	0.1	11.6	16.2	-4.6	2.9	3.7	-0.8
Moana Radio	0.7	0.9	-0.2	16	0.3	0.8	-0.5	0.7	0.9	-0.2	0.3	0.9	-0.6	0.9	0.9	0.0	*	*	*	0.4	0.6	-0.2
More FM	4.5	5.0	-0.5	12	4.1	4.9	-0.8	3.4	4.0	-0.6	2.2	3.4	-1.2	1.4	1.0	0.4	0.8	2.0	-1.2	3.4	4.8	-1.4
Newstalk ZB	14.4	18.5	-4.1	1	9.0	10.5	-1.5	9.8	9.3	0.5	10.8	11.4	-0.6	29.5	38.6	-9.1	23.6	17.7	5.9	9.7	13.6	-3.9
Radio Hauraki	3.6	3.2	0.4	13	2.2	2.1	0.1	3.2	3.3	-0.1	3.5	3.8	-0.3	1.9	3.3	-1.4	2.8	3.4	-0.6	1.7	1.9	-0.2
Rhema	0.3	0.4	-0.1	18	0.3	0.4	-0.1	0.4	0.4	0.0	0.2	0.2	0.0	1.3	1.3	0.0	1.9	3.4	-1.5	0.9	1.0	-0.1
Rock	13.2	9.3	3.9	2	14.4	10.6	3.8	15.7	13.5	2.2	14.4	15.1	-0.7	12.2	11.9	0.3	9.4	7.0	2.4	8.6	6.0	2.6
Sanctuary	*	0.2	*	*	*	*	*	*	*	*	*	0.1	*	*	*	*	*	*	*	0.1	0.1	0.0
Sport Nation	*	0.1	*	*	0.5	1.4	-0.9	*	*	*	*	*	*	0.6	0.5	0.1	*	*	*	0.3	0.4	-0.1
Tainui Live	*	0.1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.1	0.1	0.0
The Hits	5.1	5.1	0.0	9	5.5	5.1	0.4	6.2	5.9	0.3	6.6	5.8	0.8	12.7	3.3	9.4	3.8	2.4	1.4	6.0	4.3	1.7
The Sound	6.4	5.8	0.6	7	7.7	8.3	-0.6	6.3	7.8	-1.5	7.1	4.8	2.3	3.5	5.2	-1.7	5.1	5.7	-0.6	9.5	9.8	-0.3
ZM	6.0	7.0	-1.0	8	4.0	4.2	-0.2	5.2	5.0	0.2	8.0	8.5	-0.5	5.2	5.9	-0.7	19.2	20.0	-0.8	6.0	7.8	-1.8
MediaWorks Combo	59.8	54.1	5.7		64.7	61.4	3.3	63.6	63.4	0.2	61.1	59.0	2.1	44.2	40.8	3.4	46.0	49.9	-3.9	58.1	52.6	5.5
NZME Combo	36.7	41.2	-4.5		30.5	32.3	-1.8	32.8	32.0	0.8	36.3	37.6	-1.3	51.5	55.7	-4.2	51.9	46.5	5.4	33.4	38.3	-4.9

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NZME Combo: Coast, Flava, Gold Sport (until S1 26), iHeartCountry (from S2 26), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui

*iHeartCountry was rebranded from Gold Sport from May 4th 2026. S2 2026 includes combined iHeartCountry / Gold Sport listening



TAURANGA COMMERCIAL RADIO - GfK SURVEY 2 2026

Cumulative Audience (000's) 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 Survev Period: Sun Feb 9 to Sat Mav 3 & Sun Mav 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	27.8	22.7	5.1	1	3.3	2.2	1.1	5.7	4.4	1.3	7.8	5.9	1.9	9.7	7.9	1.8	8.8	8.5	0.3	11.9	10.8	1.1	4.6	4.5	0.1
Breeze Classic	16.7	15.9	0.8	9	0.6	0.7	-0.1	1.1	0.5	0.6	1.1	0.5	0.6	1.9	1.0	0.9	2.2	2.3	-0.1	7.0	7.9	-0.9	0.3	0.5	-0.2
Channel X	21.4	18.3	3.1	6	4.2	3.5	0.7	6.8	7.1	-0.3	8.0	7.7	0.3	14.4	12.3	2.1	9.2	7.0	2.2	2.9	2.6	0.3	5.2	3.5	1.7
Coast	14.9	13.8	1.1	11	0.8	1.6	-0.8	1.4	1.4	0.0	2.1	1.2	0.9	2.8	2.8	0.0	5.2	5.6	-0.4	8.4	7.4	1.0	2.3	1.5	0.8
Edge	22.6	20.8	1.8	4	6.7	7.1	-0.4	10.5	9.2	1.3	9.8	7.8	2.0	11.4	9.2	2.2	4.4	3.7	0.7	4.5	4.5	0.0	4.6	4.3	0.3
Flava	6.0	6.5	-0.5	14	1.8	1.9	-0.1	3.2	2.7	0.5	2.9	2.3	0.6	4.0	3.4	0.6	1.1	1.6	-0.5	0.2	1.2	-1.0	1.3	1.6	-0.3
George FM	4.4	2.8	1.6	16	1.5	0.3	1.2	2.4	1.3	1.1	1.6	1.5	0.1	2.2	2.4	-0.2	1.3	0.9	0.4	0.7	*	*	0.4	0.7	-0.3
iHeartCountry*	2.7	n.a.	*	18	0.6	n.a.	*	0.2	n.a.	*	0.9	n.a.	*	1.2	n.a.	*	0.8	n.a.	*	0.7	n.a.	*	0.6	n.a.	*
Life FM	5.1	4.4	0.7	15	1.2	0.7	0.5	1.6	1.4	0.2	2.9	3.0	-0.1	3.3	3.0	0.3	0.6	0.4	0.2	0.3	0.6	-0.3	1.8	1.9	-0.1
Mai FM	16.7	15.2	1.5	9	5.4	5.2	0.2	11.6	10.6	1.0	8.6	7.6	1.0	9.7	8.7	1.0	2.6	2.3	0.3	1.5	1.3	0.2	5.0	3.8	1.2
Moana Radio	2.4	2.9	-0.5	19	*	*	*	0.8	1.2	-0.4	0.8	1.2	-0.4	0.8	1.2	-0.4	*	*	*	0.2	0.1	0.1	0.2	0.1	0.1
More FM	13.9	14.6	-0.7	12	3.1	2.9	0.2	5.2	4.8	0.4	4.8	4.9	-0.1	7.0	7.9	-0.9	4.6	6.0	-1.4	3.2	3.6	-0.4	4.9	5.8	-0.9
Newstalk ZB	27.4	26.9	0.5	2	1.2	0.6	0.6	4.0	3.2	0.8	5.0	4.5	0.5	6.8	6.9	-0.1	10.1	9.8	0.3	12.7	11.2	1.5	4.3	4.3	0.0
Radio Hauraki	12.8	12.8	0.0	13	3.9	3.2	0.7	3.0	3.0	0.0	4.2	4.5	-0.3	7.1	7.3	-0.2	4.6	4.3	0.3	1.9	2.3	-0.4	3.4	2.9	0.5
Rhema	3.1	3.2	-0.1	17	0.5	0.2	0.3	*	*	*	0.2	0.3	-0.1	0.8	0.8	0.0	1.0	0.8	0.2	1.6	1.6	0.0	0.7	0.8	-0.1
Rock	22.2	20.9	1.3	5	4.3	3.5	0.8	9.0	7.3	1.7	10.3	9.4	0.9	15.2	14.9	0.3	7.2	7.5	-0.3	2.6	2.5	0.1	4.3	3.9	0.4
Sanctuary	0.5	0.8	-0.3	21	*	*	*	*	*	*	0.2	0.3	-0.1	0.2	0.3	-0.1	*	0.2	*	*	0.2	*	0.2	0.3	-0.1
Sport Nation	0.9	1.1	-0.2	20	0.4	0.3	0.1	0.2	0.2	0.0	0.2	0.2	0.0	0.5	0.4	0.1	0.3	0.2	0.1	*	*	*	*	*	*
Tainui Live	0.2	0.4	-0.2	22	0.2	0.3	-0.1	*	*	*	*	*	*	*	*	*	*	*	*	*	0.1	*	*	0.1	*
The Hits	20.9	18.6	2.3	7	4.7	4.4	0.3	6.4	6.0	0.4	8.4	7.6	0.8	10.5	9.7	0.8	5.8	5.5	0.3	5.3	4.3	1.0	5.5	4.3	1.2
The Sound	18.0	15.7	2.3	8	2.3	2.6	-0.3	3.8	4.3	-0.5	3.8	3.7	0.1	6.4	6.0	0.4	6.7	6.1	0.6	9.0	6.9	2.1	3.2	2.6	0.6
ZM	27.1	27.4	-0.3	3	6.6	7.8	-1.2	14.3	13.4	0.9	14.6	13.8	0.8	17.2	16.9	0.3	4.8	4.7	0.1	3.4	2.8	0.6	9.3	9.1	0.2
MediaWorks Combo	112.9	105.5	7.4		19.9	18.6	1.3	34.8	31.5	3.3	36.2	32.9	3.3	51.3	48.3	3.0	33.5	32.5	1.0	32.1	30.4	1.7	22.8	21.4	1.4
NZME Combo	82.6	81.5	1.1		14.7	15.7	-1.0	21.7	20.8	0.9	25.1	23.0	2.1	34.6	33.2	1.4	24.7	23.8	0.9	24.4	22.2	2.2	20.8	18.7	2.1
All Commercial Radio	153.3	149.7	3.6		27.9	25.8	2.1	42.7	39.3	3.4	45.7	43.7	2.0	65.5	63.6	1.9	43.1	42.8	0.3	43.2	42.8	0.4	33.1	30.7	2.4
Potential (000)	200.4	200.4	0.0		40.1	40.1	0.0	59.2	59.0	0.2	59.6	59.6	0.0	86.2	86.2	0.0	53.1	53.1	0.0	50.6	50.6	0.0	39.3	38.4	0.9
Sample	805	808	-3		155	139	16	204	214	-10	226	233	-7	349	358	-9	215	225	-10	221	220	1	179	175	4

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

*iHeartCountry was rebranded from Gold Sport from May 4th 2026. S2 2026 includes combined iHeartCountry / Gold Sport listening



TAURANGA COMMERCIAL RADIO - GfK SURVEY 2 2026

Cumulative Audience (000's) 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)	200.4	200.4	0.0
Sample Size	805	808	-3

	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	14.9	11.8	3.1	3	13.0	9.1	3.9	13.7	10.5	3.2	11.7	10.2	1.5	4.7	4.3	0.4	1.3	1.3	0.0	17.0	12.2	4.8
Breeze Classic	8.4	7.5	0.9	10	10.7	11.1	-0.4	9.7	10.8	-1.1	8.3	8.7	-0.4	2.1	2.1	0.0	1.1	0.8	0.3	14.1	12.9	1.2
Channel X	11.6	10.3	1.3	5	10.2	10.1	0.1	12.4	10.7	1.7	11.7	9.1	2.6	3.3	1.3	2.0	1.1	0.9	0.2	10.9	8.5	2.4
Coast	7.5	6.3	1.2	12	7.9	8.6	-0.7	7.3	8.4	-1.1	6.6	6.4	0.2	1.6	1.3	0.3	0.5	0.7	-0.2	8.5	5.4	3.1
Edge	11.0	10.7	0.3	6	7.9	7.4	0.5	8.3	7.8	0.5	6.2	6.5	-0.3	3.1	3.6	-0.5	3.1	4.0	-0.9	13.0	11.7	1.3
Flava	3.3	3.6	-0.3	14	2.3	2.6	-0.3	2.6	3.0	-0.4	3.0	2.8	0.2	0.1	0.1	0.0	0.3	0.2	0.1	3.6	5.0	-1.4
George FM	1.3	1.4	-0.1	17	2.4	1.5	0.9	2.1	0.8	1.3	2.7	2.3	0.4	0.9	0.7	0.2	0.7	0.7	0.0	1.9	1.6	0.3
iHeartCountry*	1.0	n.a.	*	18	1.1	n.a.	*	1.6	n.a.	*	1.1	n.a.	*	0.2	n.a.	*	*	n.a.	*	1.5	n.a.	*
Life FM	3.2	2.7	0.5	15	1.4	1.2	0.2	1.6	1.8	-0.2	1.7	1.6	0.1	0.3	0.2	0.1	*	*	*	2.6	2.5	0.1
Mai FM	10.5	9.9	0.6	7	6.5	5.2	1.3	6.7	7.0	-0.3	8.8	8.5	0.3	0.7	0.6	0.1	1.7	1.8	-0.1	10.0	9.8	0.2
Moana Radio	1.7	2.0	-0.3	16	0.2	0.6	-0.4	1.1	1.4	-0.3	1.5	2.2	-0.7	0.7	0.8	-0.1	*	*	*	0.4	0.6	-0.2
More FM	7.7	7.6	0.1	11	6.9	7.3	-0.4	7.9	7.9	0.0	4.2	5.3	-1.1	0.9	0.6	0.3	0.8	1.5	-0.7	8.3	8.2	0.1
Newstalk ZB	17.0	17.2	-0.2	1	10.0	10.4	-0.4	14.8	14.6	0.2	12.6	9.7	2.9	7.9	8.4	-0.5	3.8	4.1	-0.3	17.3	17.3	0.0
Radio Hauraki	6.9	6.2	0.7	13	5.0	5.0	0.0	4.9	5.5	-0.6	6.4	5.8	0.6	1.1	1.6	-0.5	1.0	1.0	0.0	4.8	4.8	0.0
Rhema	0.9	1.2	-0.3	19	1.5	1.8	-0.3	1.6	1.5	0.1	0.7	0.6	0.1	1.0	1.1	-0.1	0.9	1.1	-0.2	0.9	0.8	0.1
Rock	15.0	12.9	2.1	2	12.1	8.1	4.0	15.9	12.1	3.8	11.7	11.5	0.2	5.2	4.4	0.8	3.1	2.5	0.6	11.5	9.9	1.6
Sanctuary	0.2	0.5	-0.3	20	0.2	0.3	-0.1	0.2	0.2	0.0	0.2	0.3	-0.1	*	*	*	*	*	*	0.2	0.5	-0.3
Sport Nation	*	0.3	*	*	0.5	0.7	-0.2	*	0.3	*	*	*	*	0.7	0.6	0.1	*	*	*	0.7	0.9	-0.2
Tainui Live	*	0.1	*	*	*	*	*	*	*	*	*	0.1	*	*	*	*	*	*	*	0.2	0.3	-0.1
The Hits	9.8	9.2	0.6	9	9.3	8.1	1.2	11.1	9.7	1.4	9.7	8.6	1.1	3.4	2.1	1.3	1.5	1.1	0.4	10.5	8.6	1.9
The Sound	9.9	9.3	0.6	8	8.5	7.0	1.5	7.5	7.2	0.3	8.2	7.9	0.3	3.7	4.6	-0.9	1.7	1.8	-0.1	10.9	10.1	0.8
ZM	14.3	15.3	-1.0	4	12.0	11.7	0.3	13.7	15.0	-1.3	13.7	13.9	-0.2	5.7	5.4	0.3	5.1	5.1	0.0	12.8	13.7	-0.9
MediaWorks Combo	72.2	66.4	5.8		63.1	54.6	8.5	71.3	63.1	8.2	59.9	57.2	2.7	21.4	20.1	1.3	11.9	12.0	-0.1	77.6	69.8	7.8
NZME Combo	52.2	50.3	1.9		41.7	41.1	0.6	47.4	49.2	-1.8	44.3	42.1	2.2	18.3	17.5	0.8	11.8	11.7	0.1	53.4	49.8	3.6
All Commercial Radio	110.1	105.0	5.1		93.8	86.3	7.5	102.2	100.9	1.3	95.5	90.5	5.0	41.1	38.0	3.1	21.4	21.7	-0.3	116.9	109.7	7.2

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

*iHeartCountry was rebranded from Gold Sport from May 4th 2026. S2 2026 includes combined iHeartCountry / Gold Sport listening



TAURANGA 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	8:19	7:25	0:53	3:25	3:01	0:23	8:44	9:00	-0:15	8:10	8:33	-0:23	9:14	8:48	0:25	7:47	6:51	0:55	6:53	6:23	0:30	6:01	4:30	1:31
Breeze Classic	11:12	11:18	-0:06	2:45	2:45	0:00	2:21	10:07	-7:45	2:21	10:07	-7:45	2:29	6:46	-4:17	8:10	6:30	1:40	9:27	10:23	-0:55	21:19	22:09	-0:49
Channel X	8:21	9:34	-1:12	11:28	10:32	0:56	7:26	8:44	-1:17	6:13	9:10	-2:56	7:10	9:35	-2:24	8:50	9:41	-0:50	9:42	8:11	1:30	5:46	7:26	-1:40
Coast	9:00	9:19	-0:19	3:00	2:01	0:58	1:54	1:41	0:12	2:43	3:21	-0:38	6:15	6:50	-0:34	10:58	10:12	0:46	9:55	10:42	-0:47	8:55	10:12	-1:17
Edge	3:11	3:18	-0:07	3:14	3:12	0:02	3:10	3:41	-0:30	2:49	3:00	-0:11	2:59	2:57	0:01	3:39	3:46	-0:07	3:36	4:13	-0:37	3:44	2:37	1:07
Flava	6:32	7:53	-1:20	7:10	8:34	-1:24	4:50	6:27	-1:36	3:09	3:17	-0:08	3:58	4:32	-0:34	6:01	5:36	0:24	52:30	16:21	36:08	10:55	12:17	-1:22
George FM	6:56	7:21	-0:25	5:24	1:45	3:39	6:34	6:27	0:06	5:29	7:47	-2:17	5:30	8:10	-2:40	10:30	8:50	1:40	15:12	*	*	5:12	10:39	-5:26
iHeartCountry*	4:06	n.a.	*	2:08	n.a.	*	3:37	n.a.	*	4:51	n.a.	*	5:25	n.a.	*	5:12	n.a.	*	3:45	n.a.	*	5:02	n.a.	*
Life FM	4:03	4:13	-0:09	3:28	2:23	1:05	4:49	5:19	-0:29	4:50	4:56	-0:06	4:41	4:56	-0:14	3:10	4:44	-1:34	2:21	4:09	-1:47	3:26	3:27	-0:00
Mai FM	6:34	7:20	-0:46	11:26	12:49	-1:22	7:53	8:38	-0:45	3:56	4:05	-0:09	4:22	4:35	-0:12	5:04	5:57	-0:52	3:01	3:47	-0:45	4:34	5:39	-1:05
Moana Radio	4:31	5:44	-1:13	*	*	*	0:56	2:49	-1:52	0:56	2:49	-1:52	0:56	2:49	-1:52	*	*	*	2:00	4:45	-2:45	2:00	4:45	-2:45
More FM	5:31	6:06	-0:34	3:59	4:02	-0:03	3:18	4:25	-1:07	5:11	7:00	-1:48	6:50	7:54	-1:04	7:43	6:51	0:52	4:34	3:56	0:37	8:38	8:32	0:05
Newstalk ZB	9:17	10:31	-1:14	1:24	2:42	-1:18	4:02	4:26	-0:24	5:31	5:16	0:15	5:04	6:18	-1:13	10:30	8:37	1:53	11:49	8:52	2:57	8:11	7:04	1:07
Radio Hauraki	4:43	4:32	0:11	3:16	3:12	0:03	3:30	2:57	0:32	5:02	4:15	0:47	6:11	5:18	0:53	5:40	5:12	0:27	2:08	3:57	-1:49	4:29	4:01	0:27
Rhema	3:35	3:51	-0:16	1:39	1:15	0:24	*	*	*	2:00	2:00	0:00	6:55	7:00	-0:05	5:18	6:25	-1:06	2:43	2:53	-0:10	7:12	7:00	0:11
Rock	13:02	10:30	2:31	10:04	5:14	4:49	18:28	14:13	4:15	15:24	13:29	1:55	15:27	12:48	2:39	11:52	9:28	2:24	3:54	4:08	-0:13	8:48	7:06	1:42
Sanctuary	1:09	2:11	-1:01	*	*	*	*	*	*	2:00	2:00	0:00	2:00	2:00	0:00	*	4:15	*	*	4:15	*	2:00	2:00	0:00
Sport Nation	4:30	7:49	-3:19	2:00	2:00	0:00	9:45	9:45	0:00	9:45	9:45	0:00	6:44	6:56	-0:11	4:15	4:15	0:00	*	*	*	*	*	*
Tainui Live	1:15	1:54	-0:39	1:15	1:15	0:00	*	*	*	*	*	*	*	*	*	*	*	*	*	3:15	*	*	3:15	*
The Hits	6:23	5:38	0:44	3:34	3:44	-0:10	3:06	3:18	-0:12	5:41	3:48	1:53	5:55	4:48	1:07	8:48	9:30	-0:42	9:52	9:34	0:18	4:53	4:22	0:31
The Sound	8:49	9:47	-0:58	10:16	9:12	1:04	4:25	3:58	0:26	3:49	3:48	0:01	5:39	4:52	0:46	10:17	12:30	-2:13	10:58	14:27	-3:29	8:45	11:41	-2:55
ZM	4:46	4:52	-0:06	3:41	4:10	-0:29	4:41	5:02	-0:21	5:06	5:19	-0:12	5:20	5:26	-0:06	5:36	5:10	0:25	4:02	3:28	0:33	5:09	5:27	-0:17
MediaWorks Combo	11:48	11:15	0:33	11:43	10:10	1:32	12:46	12:11	0:35	10:36	11:08	-0:32	11:47	11:40	0:06	11:56	11:13	0:43	10:17	10:34	-0:16	9:24	9:32	-0:08
NZME Combo	9:13	9:21	-0:07	4:53	5:09	-0:15	6:06	6:15	-0:08	7:35	6:48	0:47	7:51	7:41	0:09	11:16	10:31	0:45	12:59	11:38	1:21	7:50	7:48	0:02
All Commercial Radio	14:20	13:47	0:32	11:25	10:56	0:29	13:52	13:37	0:14	13:05	12:36	0:28	13:54	13:31	0:22	16:25	15:01	1:24	15:53	14:25	1:27	11:55	12:01	-0:06
Potential (000)	200.4	200.4	0.0	40.1	40.1	0.0	59.2	59.0	0.2	59.6	59.6	0.0	86.2	86.2	0.0	53.1	53.1	0.0	50.6	50.6	0.0	39.3	38.4	0.9
Sample	805	808	-3	155	139	16	204	214	-10	226	233	-7	349	358	-9	215	225	-10	221	220	1	179	175	4

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

*iHeartCountry was rebranded from Gold Sport from May 4th 2026. S2 2026 includes combined iHeartCountry / Gold Sport listening



TAURANGA 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)	200.4	200.4	0.0
Sample Size	805	808	-3

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

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

*iHeartCountry was rebranded from Gold Sport from May 4th 2026. S2 2026 includes combined iHeartCountry / Gold Sport listening