



# TAURANGA COMMERCIAL RADIO - SURVEY 3 2022

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

Survey Comparisons: 2/2022 - 3/2022

This Survey Period: Sun Aug 29 to Sat Nov 6 2021 & Sun Feb 13 to Sat Jun 18 & Sun Jun 26 to Sat Sep 3 2022

Last Survey Period: Sun Jun 20 to Sat Nov 6 2021 & Sun Feb 13 to Sat Jun 18 2022

	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	6.1	7.3	-1.2	8	2.9	2.2	0.7		3.7	3.5	0.2		4.5	4.2	0.3		5.2	5.3	-0.1		8.2	9.7	-1.5		6.3	9.0	-2.7		5.6	5.7	-0.1	
Coast	6.9	7.1	-0.2	5	4.3	7.1	-2.8		3.4	4.5	-1.1		2.3	2.0	0.3		3.5	3.1	0.4		4.2	5.3	-1.1		10.3	10.6	-0.3		3.7	4.2	-0.5	
Edge	5.0	5.4	-0.4	11	14.1	17.6	-3.5		7.1	8.2	-1.1		7.5	7.4	0.1		6.7	7.2	-0.5		2.8	3.5	-0.7		7.0	0.8	0.2		5.9	8.7	-2.8	
Gold	5.2	3.5	1.7	10	0.5	0.4	0.1		4.3	3.5	0.8		5.7	4.8	0.9		7.0	3.9	3.1		10.3	6.0	4.3		7.0	5.3	1.7		10.2	2.3	7.9	
Gold Sport**	0.2	0.2	0.0	20	0.3	0.2	0.1		*	*	*		*	*	*		0.1	0.1	0.0		0.3	0.4	-0.1		0.2	0.3	-0.1		0.2	0.2	0.0	
Life FM	0.6	0.5	0.1	16	1.1	1.1	0.0		0.2	0.7	-0.5		0.2	0.7	-0.5		0.4	0.5	-0.1		0.8	0.2	0.6		0.7	0.4	0.3		0.7	0.5	0.2	
Magic	6.8	8.1	-1.3	6	0.5	0.5	0.0		0.4	0.8	-0.4		0.5	0.9	-0.4		1.0	0.6	0.4		7.3	7.1	0.2		11.6	12.2	-0.6		1.4	0.8	0.6	
Mai FM	4.2	4.3	-0.1	12	10.1	12.2	-2.1		7.7	5.9	1.8		8.2	5.9	2.3		6.9	6.0	0.9		2.0	3.3	-1.3		0.1	0.8	-0.7		8.2	8.7	-0.5	
Moana Radio	0.4	0.2	0.2	18	0.7	0.3	0.4		0.8	*	*		0.8	*	*		0.5	*	*		*	*	*		0.4	0.4	0.0		*	0.1	*	
More FM	7.5	6.9	0.6	4	7.2	7.0	0.2		11.0	9.8	1.2		11.2	10.5	0.7		9.7	9.4	0.3		9.7	8.1	1.6		7.7	6.1	1.6		6.9	8.3	-1.4	
Newstalk ZB	13.3	14.4	-1.1	1	1.2	1.3	-0.1		1.5	1.5	0.0		3.5	3.3	0.2		8.0	7.7	0.3		14.3	16.7	-2.4		16.8	21.2	-4.4		9.4	14.5	-5.1	
Radio Hauraki	3.2	3.3	-0.1	13	3.2	4.8	-1.6		3.3	4.1	-0.8		4.4	4.2	0.2		5.4	5.2	0.2		5.0	4.7	0.3		1.8	1.6	0.2		7.4	8.1	-0.7	
Rhema	1.2	1.6	-0.4	15	0.2	0.4	-0.2		0.5	2.4	-1.9		0.6	2.5	-1.9		0.4	1.7	-1.3		2.7	2.1	0.6		2.7	2.1	0.6		1.1	0.9	0.2	
Rock	9.9	8.3	1.6	2	13.3	13.0	0.3		24.1	17.6	6.5		22.4	17.2	5.2		17.1	14.0	3.1		6.7	5.3	1.4		3.9	2.9	1.0		9.8	4.7	5.1	
SENZ Sport	0.4	n.a.	*	18	*	n.a.	*		*	n.a.	*		*	n.a.	*		*	n.a.	*		0.4	n.a.	*		1.0	n.a.	*		*	n.a.	*	
Star	0.6	0.8	-0.2	16	*	*	*		*	*	*		*	*	*		*	*	*		*	0.5	*		0.7	1.0	-0.3		*	*	*	
Tainui Live	*	*	*	*	0.1	0.1	0.0		*	*	*		*	*	*		*	*	*		*	0.1	*		*	*	*		0.1	0.1	0.0	
The Hits	5.9	6.1	-0.2	9	11.8	6.3	5.5		7.7	11.8	-4.1		6.3	11.4	-5.1		6.6	9.8	-3.2		5.4	4.9	0.5		4.0	3.3	0.7		12.0	10.9	1.1	
The Sound	8.3	7.8	0.5	3	2.3	2.5	-0.2		4.9	3.8	1.1		7.1	6.0	1.1		6.5	6.9	-0.4		10.9	11.8	-0.9		16.1	13.9	2.2		4.3	5.3	-1.0	
Today FM*	3.0	2.7	0.3	14	*	*	*		0.1	0.2	-0.1		0.3	0.3	0.0		1.7	1.6	0.1		2.7	3.0	-0.3		3.8	3.8	0.0		2.9	2.7	0.2	
ZM	6.8	6.8	0.0	6	16.3	20.1	-3.8		10.3	13.4	-3.1		9.6	10.7	-1.1		9.3	9.4	-0.1		4.7	3.6	1.1		1.1	1.0	0.1		6.3	5.6	0.7	
MediaWorks Combo	51.8	51.8	0.0		51.7	56.8	-5.1		61.7	52.8	8.9		64.0	54.7	9.3		56.8	53.1	3.7		50.7	52.4	-1.7		50.5	49.5	1.0		46.1	46.4	-0.3	
NZME Combo	41.5	41.3	0.2		37.7	40.4	-2.7		30.7	38.9	-8.2		32.1	36.4	-4.3		40.1	39.2	0.9		44.4	41.7	2.7		41.3	43.3	-2.0		49.1	45.7	3.4	
Potential (000)	189.0	189.0	0.0		37.0	37.0	0.0		53.9	53.6	0.3		53.1	53.1	0.0		80.2	80.2	0.0		53.9	53.9	0.0		51.2	51.2	0.0		27.2	27.8	-0.6	
Sample	860	807	53		119	114	5		159	147	12		172	164	8		281	265	16		248	243	5		300	290	10		113	105	8	

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

MediaWorks Combo: Breeze, Edge, Magic, Magic Talk (until 20th March 2022), Mai FM, More FM, Rock, The Sound, Today FM (from 21st March 2022), or internet only listening to George FM

NZME Combo: Coast, Gold, Gold AM (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui, Flava

\*Today FM includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022

\*\*Gold AM renamed to Gold Sport from Mon Jun 27 2022



# TAURANGA COMMERCIAL RADIO - SURVEY 3 2022

Station Share (%) by Daypart, People 10+

Survey Comparisons: 2/2022 - 3/2022

This Survey Period: Sun Aug 29 to Sat Nov 6 2021 & Sun Feb 13 to Sat Jun 18 & Sun Jun 26 to Sat Sep 3 2022

Last Survey Period: Sun Jun 20 to Sat Nov 6 2021 & Sun Feb 13 to Sat Jun 18 2022

	This	Last	+/-
Potential (000)	189.0	189.0	0.0
Sample Size	860	807	53

	Breakfast				Morning			Afternoon			Drive			Night			Mid Dawn			Weekend		
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	5.5	6.5	-1.0	8	7.2	9.5	-2.3	6.0	7.6	-1.6	4.4	4.4	0.0	2.6	2.3	0.3	7.2	6.0	1.2	7.2	8.7	-1.5
Coast	5.3	4.7	0.6	9	6.8	7.5	-0.7	7.8	8.8	-1.0	9.1	8.5	0.6	4.8	5.0	-0.2	0.5	0.4	0.1	7.5	7.6	-0.1
Edge	4.6	5.9	-1.3	11	3.7	4.0	-0.3	5.2	4.7	0.5	6.9	7.6	-0.7	7.5	8.5	-1.0	2.3	3.6	-1.3	5.2	5.6	-0.4
Gold	4.3	2.8	1.5	12	8.2	5.3	2.9	5.7	3.5	2.2	3.0	1.4	1.6	1.5	1.5	0.0	4.4	3.1	1.3	4.9	3.9	1.0
Gold Sport**	0.4	0.4	0.0	18	0.1	*	*	*	0.2	*	0.2	0.2	0.0	*	*	*	*	*	*	0.1	0.1	0.0
Life FM	0.5	0.4	0.1	16	0.4	0.3	0.1	0.4	0.7	-0.3	1.0	0.9	0.1	0.2	0.1	0.1	*	*	*	0.9	0.6	0.3
Magic	4.8	5.9	-1.1	10	8.0	9.2	-1.2	6.7	8.1	-1.4	4.9	5.5	-0.6	5.2	3.0	2.2	3.2	2.9	0.3	9.4	12.0	-2.6
Mai FM	6.3	4.1	2.2	5	3.1	3.3	-0.2	4.3	4.7	-0.4	2.6	4.0	-1.4	6.1	5.7	0.4	5.2	6.1	-0.9	3.6	4.5	-0.9
Moana Radio	0.5	0.1	0.4	16	0.2	0.1	0.1	0.7	0.3	0.4	0.4	0.1	0.3	*	*	*	*	*	*	0.6	0.3	0.3
More FM	6.0	5.1	0.9	7	9.3	7.9	1.4	6.9	6.4	0.5	9.3	7.8	1.5	7.7	10.5	-2.8	3.2	2.9	0.3	7.6	7.4	0.2
Newstalk ZB	18.7	20.9	-2.2	1	8.3	10.0	-1.7	7.8	8.0	-0.2	15.1	16.6	-1.5	29.3	26.0	3.3	40.7	47.3	-6.6	10.5	11.5	-1.0
Radio Hauraki	3.5	3.5	0.0	13	3.4	3.6	-0.2	3.4	3.5	-0.1	3.7	3.5	0.2	1.7	1.9	-0.2	4.5	4.7	-0.2	2.4	2.4	0.0
Rhema	1.9	2.4	-0.5	15	0.3	0.8	-0.5	0.4	1.7	-1.3	1.6	1.2	0.4	0.2	0.3	-0.1	1.8	2.1	-0.3	1.9	1.6	0.3
Rock	7.8	7.7	0.1	4	10.7	8.5	2.2	11.8	10.1	1.7	7.9	6.4	1.5	5.6	6.0	-0.4	5.4	3.6	1.8	11.4	8.6	2.8
SENZ Sport	0.3	n.a.	*	19	0.8	n.a.	*	0.5	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	0.5	n.a.	*
Star	0.3	1.0	-0.7	19	0.5	0.5	0.0	0.9	1.0	-0.1	0.7	0.7	0.0	0.5	0.6	-0.1	0.8	0.5	0.3	0.7	0.8	-0.1
Tainui Live	*	*	*	*	0.1	0.1	0.0	*	*	*	0.1	*	*	*	*	*	0.3	0.5	-0.2	*	*	*
The Hits	6.2	7.1	-0.9	6	7.4	9.1	-1.7	6.8	6.0	0.8	5.8	5.3	0.5	1.6	3.1	-1.5	3.1	3.1	0.0	4.9	4.1	0.8
The Sound	8.2	7.5	0.7	2	7.6	7.4	0.2	10.2	9.1	1.1	8.6	7.3	1.3	7.4	7.2	0.2	3.5	4.4	-0.9	7.8	7.9	-0.1
Today FM*	3.4	2.8	0.6	14	3.5	3.6	-0.1	1.7	1.8	-0.1	2.4	2.6	-0.2	4.1	3.6	0.5	7.0	3.3	3.7	3.3	2.6	0.7
ZM	8.1	6.8	1.3	3	4.4	3.8	0.6	6.3	8.3	-2.0	9.7	10.4	-0.7	10.1	9.7	0.4	6.2	4.5	1.7	6.0	5.3	0.7
MediaWorks Combo	47.7	46.7	1.0		54.6	55.1	-0.5	54.0	53.6	0.4	47.7	46.9	0.8	46.6	47.4	-0.8	37.3	33.2	4.1	55.9	57.7	-1.8
NZME Combo	46.4	46.2	0.2		38.9	39.3	-0.4	37.9	38.5	-0.6	46.7	46.0	0.7	49.0	47.2	1.8	59.4	63.1	-3.7	36.6	35.0	1.6

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

MediaWorks Combo: Breeze, Edge, Magic, Magic Talk (until 20th March 2022), Mai FM, More FM, Rock, The Sound, Today FM (from 21st March 2022), or internet only listening to George FM

NZME Combo: Coast, Gold, Gold AM (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui, Flava

\*Today FM includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022

\*\*Gold AM renamed to Gold Sport from Mon Jun 27 2022



## TAURANGA COMMERCIAL RADIO - SURVEY 3 2022

Cumulative Audience (000's) by Demographic, Mon-Sun 12mn-12mn

Survey Comparisons: 2/2022 - 3/2022

This Survey Period: Sun Aug 29 to Sat Nov 6 2021 & Sun Feb 13 to Sat Jun 18 & Sun Jun 26 to Sat Sep 3 2022

Last Survey Period: Sun Jun 20 to Sat Nov 6 2021 & Sun Feb 13 to Sat Jun 18 2022

	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	20.7	21.8	-1.1	10	3.7	3.2	0.5		4.4	3.5	0.9		4.7	4.1	0.6		9.5	8.4	1.1		8.1	9.0	-0.9		5.5	7.9	-2.4		3.9	2.9	1.0	
Coast	22.7	23.1	-0.4	6	3.5	3.5	0.0		5.8	5.9	-0.1		6.1	5.6	0.5		8.8	8.9	-0.1		5.3	7.2	-1.9		7.1	7.3	-0.2		2.3	2.0	0.3	
Edge	24.1	27.3	-3.2	4	11.2	14.1	-2.9		9.8	12.8	-3.0		8.1	8.8	-0.7		11.3	11.3	0.0		4.6	4.4	0.2		1.7	2.0	-0.3		4.2	5.5	-1.3	
Gold	13.4	11.9	1.5	13	2.3	1.6	0.7		2.9	2.7	0.2		3.7	3.6	0.1		6.1	5.0	1.1		5.2	5.1	0.1		4.4	4.8	-0.4		1.1	0.4	0.7	
Gold Sport**	2.6	2.0	0.6	18	1.7	0.8	0.9		0.1	0.2	-0.1		0.1	0.2	-0.1		0.3	0.4	-0.1		0.8	0.9	-0.1		0.5	0.8	-0.3		0.2	0.2	0.0	
Life FM	4.6	3.8	0.8	15	2.9	2.3	0.6		0.5	1.1	-0.6		0.4	0.9	-0.5		0.8	0.9	-0.1		0.9	0.2	0.7		0.7	0.5	0.2		0.5	0.4	0.1	
Magic	16.6	15.9	0.7	11	1.0	0.7	0.3		1.4	1.8	-0.4		2.2	2.1	0.1		3.1	2.5	0.6		5.8	4.9	0.9		8.2	7.6	0.6		1.8	1.2	0.6	
Mai FM	21.6	19.4	2.2	9	9.0	6.7	2.3		9.8	8.3	1.5		9.7	7.4	2.3		11.7	9.9	1.8		2.4	4.7	-2.3		0.8	2.7	-1.9		4.5	4.2	0.3	
Moana Radio	3.9	1.9	2.0	16	2.7	1.4	1.3		0.9	0.1	0.8		0.9	0.1	0.8		0.9	0.1	0.8		*	*	*		0.1	0.2	-0.1		*	0.1	*	
More FM	22.7	17.8	4.9	6	6.5	3.4	3.1		9.3	6.0	3.3		8.2	6.8	1.4		11.3	9.7	1.6		6.7	6.0	0.7		4.2	3.8	0.4		4.5	4.3	0.2	
Newstalk ZB	30.1	27.4	2.7	1	3.0	1.3	1.7		3.1	2.5	0.6		4.1	4.0	0.1		9.6	9.3	0.3		11.6	11.6	0.0		11.5	11.3	0.2		4.7	5.0	-0.3	
Radio Hauraki	13.6	12.2	1.4	12	3.9	2.8	1.1		4.5	5.0	-0.5		6.1	5.5	0.6		8.2	7.4	0.8		3.5	3.8	-0.3		1.4	1.9	-0.5		4.4	3.7	0.7	
Rhema	3.6	5.9	-2.3	17	0.2	0.3	-0.1		0.6	2.5	-1.9		1.1	2.9	-1.8		1.1	3.1	-2.0		1.0	1.1	-0.1		1.6	1.6	0.0		1.3	1.1	0.2	
Rock	28.8	24.8	4.0	2	9.4	7.4	2.0		16.6	13.4	3.2		12.6	11.6	1.0		15.7	14.8	0.9		6.0	5.2	0.8		3.7	2.7	1.0		3.6	2.8	0.8	
SENZ Sport	1.3	n.a.	*	19	*	n.a.	*		*	n.a.	*		*	n.a.	*		*	n.a.	*		0.4	n.a.	*		0.9	n.a.	*		*	n.a.	*	
Star	1.3	1.6	-0.3	19	*	*	*		*	*	*		*	*	*		*	*	*		0.1	0.3	-0.2		1.0	1.2	-0.2		*	*	*	
Tainui Live	1.0	2.5	-1.5	21	0.6	0.5	0.1		0.1	0.2	-0.1		*	*	*		0.4	0.4	0.0		0.4	1.9	-1.5		*	1.5	*		0.4	0.4	0.0	
The Hits	23.5	26.7	-3.2	5	6.3	8.0	-1.7		7.2	10.6	-3.4		7.2	9.3	-2.1		11.0	13.5	-2.5		7.3	7.1	0.2		5.6	4.6	1.0		6.2	5.6	0.6	
The Sound	22.6	26.0	-3.4	8	3.6	5.9	-2.3		4.3	7.2	-2.9		5.9	5.8	0.1		10.0	11.1	-1.1		9.5	11.5	-2.0		8.6	8.7	-0.1		2.1	2.4	-0.3	
Today FM*	9.6	8.7	0.9	14	0.4	0.4	0.0		0.1	0.1	0.0		0.4	0.4	0.0		3.0	2.2	0.8		4.7	3.8	0.9		4.1	3.8	0.3		1.1	0.5	0.6	
ZM	28.2	31.2	-3.0	3	11.3	13.0	-1.7		13.4	17.3	-3.9		10.8	12.1	-1.3		14.2	16.1	-1.9		5.3	5.5	-0.2		2.1	1.8	0.3		5.2	5.9	-0.7	
MediaWorks Combo	110.0	110.2	-0.2		26.9	26.4	0.5		35.3	34.7	0.6		31.7	29.9	1.8		48.0	46.5	1.5		33.0	34.8	-1.8		26.8	28.1	-1.3		17.6	17.4	0.2	
NZME Combo	100.5	100.2	0.3		19.9	21.5	-1.6		30.5	33.5	-3.0		29.4	29.2	0.2		45.2	44.9	0.3		31.0	31.2	-0.2		26.5	25.4	1.1		17.5	16.4	1.1	
All Commercial Radio	152.9	153.4	-0.5		29.4	29.5	-0.1		44.9	44.9	0.0		44.9	44.0	0.9		68.4	68.5	-0.1		46.6	48.8	-2.2		41.3	41.5	-0.2		25.1	25.2	-0.1	
Potential (000)	189.0	189.0	0.0		37.0	37.0	0.0		53.9	53.6	0.3		53.1	53.1	0.0		80.2	80.2	0.0		53.9	53.9	0.0		51.2	51.2	0.0		27.2	27.8	-0.6	
Sample	860	807	53		119	114	5		159	147	12		172	164	8		281	265	16		248	243	5		300	290	10		113	105	8	

MediaWorks Combo: Breeze, Edge, Magic, Magic Talk (until 20th March 2022), Mai FM, More FM, Rock, The Sound, Today FM (from 21st March 2022), or internet only listening to George FM

NZME Combo: Coast, Gold, Gold AM (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui, Flava

\*Today FM includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022

\*\*Gold AM renamed to Gold Sport from Mon Jun 27 2022



# TAURANGA COMMERCIAL RADIO - SURVEY 3 2022

Cumulative Audience (000's) by Daypart, People 10+

Survey Comparisons: 2/2022 - 3/2022

This Survey Period: Sun Aug 29 to Sat Nov 6 2021 & Sun Feb 13 to Sat Jun 18 & Sun Jun 26 to Sat Sep 3 2022

Last Survey Period: Sun Jun 20 to Sat Nov 6 2021 & Sun Feb 13 to Sat Jun 18 2022

	This	Last	+/-
Potential (000)	189.0	189.0	0.0
Sample Size	860	807	53

	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	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-			
Breeze	10.4	10.7	-0.3	9	9.7	11.4	-1.7	13.0	14.8	-1.8	9.0	8.7	0.3	2.8	1.9	0.9	2.5	2.1	0.4	12.0	12.8	-0.8						
Coast	8.2	7.1	1.1	10	8.5	9.1	-0.6	11.8	12.7	-0.9	11.3	11.0	0.3	2.5	3.0	-0.5	0.8	0.9	-0.1	11.9	12.6	-0.7						
Edge	12.0	15.0	-3.0	7	8.2	8.3	-0.1	12.4	11.4	1.0	9.9	10.8	-0.9	4.4	4.8	-0.4	1.2	2.7	-1.5	15.4	16.5	-1.1						
Gold	6.2	5.5	0.7	12	7.6	6.7	0.9	7.3	6.1	1.2	4.0	3.0	1.0	1.4	1.1	0.3	0.8	0.4	0.4	8.4	6.7	1.7						
Gold Sport**	1.4	0.9	0.5	18	0.3	0.2	0.1	*	0.2	*	0.6	0.5	0.1	0.1	*	*	*	*	*	1.5	1.4	0.1						
Life FM	1.5	1.1	0.4	17	1.3	0.6	0.7	1.3	1.7	-0.4	2.4	2.0	0.4	0.5	0.2	0.3	*	*	*	2.2	1.6	0.6						
Magic	8.1	8.6	-0.5	11	10.5	10.9	-0.4	7.9	9.2	-1.3	6.1	7.0	-0.9	3.4	2.4	1.0	2.2	1.7	0.5	11.6	11.3	0.3						
Mai FM	13.4	10.2	3.2	4	7.6	9.4	-1.8	11.2	12.7	-1.5	6.8	9.9	-3.1	6.2	5.0	1.2	3.5	3.5	0.0	11.1	10.5	0.6						
Moana Radio	2.2	0.6	1.6	15	0.7	0.3	0.4	2.1	1.2	0.9	1.2	0.2	1.0	*	*	*	*	*	*	2.1	0.7	1.4						
More FM	11.2	8.0	3.2	8	10.4	8.2	2.2	10.4	8.5	1.9	12.1	9.3	2.8	3.7	3.7	0.0	0.7	0.7	0.0	7.9	8.6	-0.7						
Newstalk ZB	21.1	19.8	1.3	1	14.9	16.3	-1.4	14.7	13.7	1.0	14.9	17.1	-2.2	8.2	7.7	0.5	7.4	8.0	-0.6	16.4	16.1	0.3						
Radio Hauraki	5.9	5.2	0.7	13	4.4	4.4	0.0	5.9	6.1	-0.2	6.1	5.8	0.3	2.1	2.2	-0.1	1.8	1.7	0.1	6.6	6.2	0.4						
Rhema	1.9	3.8	-1.9	16	1.6	3.6	-2.0	1.2	3.3	-2.1	1.3	1.2	0.1	0.7	0.6	0.1	0.5	0.6	-0.1	1.9	2.1	-0.2						
Rock	12.5	12.4	0.1	6	13.9	11.7	2.2	14.2	11.4	2.8	11.9	9.2	2.7	5.3	5.4	-0.1	3.9	2.4	1.5	17.6	14.2	3.4						
SENZ Sport	1.0	n.a.	*	19	0.7	n.a.	*	0.6	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	0.6	n.a.	*						
Star	0.4	0.6	-0.2	20	0.9	1.2	-0.3	0.7	0.9	-0.2	0.7	0.6	0.1	0.2	0.3	-0.1	0.3	0.2	0.1	1.0	1.1	-0.1						
Tainui Live	*	*	*	*	0.4	1.8	-1.4	*	*	*	0.3	0.2	0.1	*	*	*	0.1	0.2	-0.1	0.1	0.3	-0.2						
The Hits	12.7	14.7	-2.0	5	11.6	12.2	-0.6	12.7	13.6	-0.9	11.1	11.9	-0.8	1.7	2.7	-1.0	1.5	1.5	0.0	12.8	13.8	-1.0						
The Sound	14.5	12.7	1.8	3	10.8	9.8	1.0	12.7	14.0	-1.3	11.9	11.8	0.1	2.7	2.6	0.1	2.3	2.6	-0.3	14.0	16.7	-2.7						
Today FM*	4.2	3.8	0.4	14	4.6	4.8	-0.2	3.8	3.5	0.3	4.1	3.7	0.4	1.5	1.3	0.2	1.0	0.7	0.3	5.4	3.6	1.8						
ZM	17.8	15.2	2.6	2	9.8	9.5	0.3	15.4	16.3	-0.9	16.1	19.1	-3.0	5.2	6.3	-1.1	4.4	2.7	1.7	16.0	16.7	-0.7						
MediaWorks Combo	71.5	68.2	3.3		59.8	61.0	-1.2	67.9	68.1	-0.2	58.1	61.7	-3.6	27.2	24.8	2.4	14.4	13.4	1.0	78.2	77.7	0.5						
NZME Combo	66.8	62.4	4.4		50.8	49.1	1.7	59.1	59.1	0.0	57.3	60.8	-3.5	20.6	22.5	-1.9	16.2	14.9	1.3	64.6	63.7	0.9						
All Commercial Radio	119.7	114.9	4.8		99.5	96.7	2.8	110.7	109.5	1.2	99.4	104.9	-5.5	44.5	44.2	0.3	28.6	26.5	2.1	119.8	118.0	1.8						

MediaWorks Combo: Breeze, Edge, Magic, Magic Talk (until 20th March 2022), Mai FM, More FM, Rock, The Sound, Today FM (from 21st March 2022), or internet only listening to George FM  
 NZME Combo: Coast, Gold, Gold AM (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui, Flava

\*Today FM includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022

\*\*Gold AM renamed to Gold Sport from Mon Jun 27 2022



## TAURANGA COMMERCIAL RADIO - SURVEY 3 2022

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

Survey Comparisons: 2/2022 - 3/2022

This Survey Period: Sun Aug 29 to Sat Nov 6 2021 & Sun Feb 13 to Sat Jun 18 & Sun Jun 26 to Sat Sep 3 2022

Last Survey Period: Sun Jun 20 to Sat Nov 6 2021 & Sun Feb 13 to Sat Jun 18 2022

	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	7:20	8:15	-0:55	2:56	2:12	0:43	5:36	7:00	-1:24	5:50	6:46	-0:55	5:12	6:10	-0:57	8:04	8:20	-0:16	9:40	9:31	0:09	4:17	5:38	-1:21
Coast	7:30	7:34	-0:03	4:29	6:33	-2:04	3:55	5:12	-1:16	2:18	2:26	-0:07	3:46	3:24	0:21	6:23	5:39	0:44	12:12	12:02	0:10	4:47	5:57	-1:10
Edge	5:09	4:53	0:15	4:40	4:02	0:38	4:49	4:26	0:22	5:42	5:37	0:04	5:38	6:13	-0:34	4:56	6:11	-1:15	4:59	3:18	1:40	4:13	4:32	-0:18
Gold	9:34	7:08	2:26	0:45	0:47	-0:02	9:53	8:57	0:55	9:30	8:48	0:42	10:58	7:35	3:22	15:49	9:13	6:36	13:13	9:14	3:58	28:45	15:11	13:33
Gold Sport**	1:30	2:00	-0:30	0:44	0:46	-0:02	0:30	0:30	0:00	0:30	0:30	0:00	1:49	1:37	0:11	3:18	3:44	-0:26	3:38	3:34	0:04	2:30	2:30	0:00
Life FM	3:05	3:12	-0:07	1:22	1:35	-0:13	2:33	4:26	-1:52	3:08	5:12	-2:03	4:14	5:12	-0:57	7:24	5:29	1:55	8:49	6:53	1:56	3:40	4:00	-0:20
Magic	10:10	12:24	-2:14	1:54	2:23	-0:28	1:56	3:03	-1:06	1:28	2:46	-1:17	3:13	2:26	0:46	10:05	11:12	-1:06	11:55	13:22	-1:27	2:15	1:52	0:23
Mai FM	4:52	5:26	-0:33	4:09	5:53	-1:43	5:14	4:53	0:20	5:12	5:16	-0:03	5:36	5:54	-0:18	6:43	5:22	1:20	1:35	2:23	-0:48	5:29	6:02	-0:33
Moana Radio	2:48	2:26	0:22	1:00	0:37	0:22	5:29	1:15	4:14	5:29	1:15	4:14	5:29	1:15	4:14	*	*	*	21:15	21:15	0:00	*	1:15	*
More FM	8:12	9:28	-1:15	4:08	6:40	-2:32	7:49	11:16	-3:26	8:23	10:21	-1:58	8:11	9:28	-1:17	11:32	10:25	1:07	15:21	13:15	2:06	4:30	5:30	-0:59
Newstalk ZB	10:57	12:54	-1:57	1:29	3:06	-1:36	3:14	4:09	-0:54	5:15	5:29	-0:14	7:56	8:03	-0:06	9:50	11:08	-1:18	12:16	15:33	-3:17	5:58	8:20	-2:22
Radio Hauraki	5:47	6:35	-0:47	3:00	5:29	-2:28	4:47	5:32	-0:44	4:22	5:03	-0:41	6:17	6:55	-0:38	11:25	9:35	1:49	10:41	6:53	3:47	5:01	6:14	-1:13
Rhema	8:01	6:27	1:33	3:28	3:34	-0:06	5:00	6:27	-1:27	3:19	5:47	-2:27	3:19	5:31	-2:11	22:12	14:22	7:50	14:45	10:56	3:49	2:22	2:26	-0:04
Rock	8:30	8:09	0:20	5:16	5:43	-0:27	9:36	9:02	0:34	10:52	9:52	0:59	10:22	9:13	1:08	8:52	7:52	1:00	8:50	8:58	-0:07	8:06	4:46	3:20
SENZ Sport	8:05	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	6:43	n.a.	*	9:33	n.a.	*	*	n.a.	*
Star	11:46	12:16	-0:29	*	*	*	*	*	*	*	*	*	*	*	*	0:45	11:38	-10:53	6:10	6:43	-0:33	*	*	*
Tainui Live	0:37	0:25	0:11	0:42	0:52	-0:09	2:00	2:00	0:00	*	*	*	0:30	0:30	0:00	0:30	0:18	0:11	*	0:15	*	0:30	0:30	0:00
The Hits	6:14	5:37	0:37	7:02	2:34	4:28	7:02	7:39	-0:36	5:25	8:14	-2:48	5:45	7:07	-1:21	5:57	5:19	0:37	5:59	5:49	0:10	5:43	5:34	0:08
The Sound	9:06	7:23	1:42	2:24	1:23	1:00	7:33	3:38	3:54	7:23	6:54	0:28	6:10	6:05	0:05	9:09	7:56	1:13	15:41	13:22	2:18	6:03	6:16	-0:13
Today FM*	7:52	7:33	0:19	0:15	0:15	0:00	7:45	7:45	0:00	4:15	4:35	-0:19	5:28	6:53	-1:24	4:37	6:03	-1:26	7:39	8:15	-0:36	7:46	16:13	-8:27
ZM	5:58	5:20	0:37	5:23	4:59	0:24	5:05	5:20	-0:15	5:26	5:53	-0:26	6:10	5:42	0:27	7:09	5:05	2:04	4:16	4:25	-0:08	3:38	2:42	0:56
MediaWorks Combo	11:40	11:32	0:08	7:09	6:57	0:11	11:36	10:27	1:08	12:21	12:13	0:08	11:13	11:10	0:03	12:18	11:38	0:40	15:46	14:40	1:06	7:48	7:38	0:10
NZME Combo	10:14	10:07	0:07	7:02	6:03	0:58	6:41	7:58	-1:17	6:41	8:19	-1:37	8:26	8:32	-0:06	11:27	10:20	1:07	13:05	14:11	-1:05	8:23	7:59	0:24
All Commercial Radio	16:13	16:00	0:12	12:39	10:57	1:41	14:46	15:18	-0:32	13:38	15:09	-1:31	13:53	14:16	-0:23	17:10	15:50	1:20	20:16	20:02	0:14	11:53	11:23	0:29
Potential (000)	189.0	189.0	0.0	37.0	37.0	0.0	53.9	53.6	0.3	53.1	53.1	0.0	80.2	80.2	0.0	53.9	53.9	0.0	51.2	51.2	0.0	27.2	27.8	-0.6
Sample	860	807	53	119	114	5	159	147	12	172	164	8	281	265	16	248	243	5	300	290	10	113	105	8

MediaWorks Combo: Breeze, Edge, Magic, Magic Talk (until 20th March 2022), Mai FM, More FM, Rock, The Sound, Today FM (from 21st March 2022), or internet only listening to George FM  
 NZME Combo: Coast, Gold, Gold AM (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui, Flava

\*Today FM includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022

\*\*Gold AM renamed to Gold Sport from Mon Jun 27 2022



# TAURANGA COMMERCIAL RADIO - SURVEY 3 2022

Average Time Spent Listening (hh:mm) by Daypart, People 10+

Survey Comparisons: 2/2022 - 3/2022

This Survey Period: Sun Aug 29 to Sat Nov 6 2021 & Sun Feb 13 to Sat Jun 18 & Sun Jun 26 to Sat Sep 3 2022

Last Survey Period: Sun Jun 20 to Sat Nov 6 2021 & Sun Feb 13 to Sat Jun 18 2022

	This	Last	+/-
Potential (000)	189.0	189.0	0.0
Sample Size	860	807	53

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

MediaWorks Combo: Breeze, Edge, Magic, Magic Talk (until 20th March 2022), Mai FM, More FM, Rock, The Sound, Today FM (from 21st March 2022), or internet only listening to George FM  
 NZME Combo: Coast, Gold, Gold AM (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui, Flava

\*Today FM includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022

\*\*Gold AM renamed to Gold Sport from Mon Jun 27 2022