



TARANAKI COMMERCIAL RADIO - SURVEY 1 2023

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

Survey Comparisons: 4/2022 - 1/2023

This Survey Period: Sun Apr 10 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 2023

Last Survey Period: Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 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	9.8	6.7	3.1	4	7.0	4.7	2.3	7.4	2.9	4.5	8.2	3.3	4.9	6.2	2.8	3.4	5.6	2.5	3.1	12.8	9.3	3.5	9.3	6.7	2.6
Coast	2.7	3.0	-0.3	10	1.2	1.0	0.2	2.2	1.9	0.3	2.0	2.0	0.0	1.9	1.3	0.6	2.0	1.7	0.3	2.2	3.0	-0.8	1.9	0.9	1.0
Edge	8.6	10.1	-1.5	5	27.5	35.6	-8.1	13.8	12.6	1.2	11.3	11.2	0.1	10.6	9.4	1.2	5.8	4.4	1.4	2.6	2.3	0.3	11.1	11.2	-0.1
Gold Sport*	1.3	1.7	-0.4	12	*	*	*	*	*	*	*	*	*	*	1.7	*	0.9	2.4	-1.5	2.5	2.5	0.0	*	*	*
Life FM	0.8	0.8	0.0	14	5.4	3.4	2.0	*	0.3	*	0.1	0.3	-0.2	0.1	0.3	-0.2	0.2	0.4	-0.2	0.3	0.3	0.0	0.2	0.1	0.1
Magic	15.6	15.0	0.6	1	3.2	4.0	-0.8	3.4	3.6	-0.2	3.9	2.3	1.6	8.3	10.5	-2.2	20.2	21.5	-1.3	25.2	24.7	0.5	6.3	14.8	-8.5
More FM	7.9	7.6	0.3	6	4.8	4.0	0.8	7.1	6.6	0.5	13.5	15.2	-1.7	11.3	11.6	-0.3	7.7	6.2	1.5	7.5	6.2	1.3	15.2	17.2	-2.0
Newstalk ZB	13.7	14.4	-0.7	2	1.4	2.9	-1.5	6.6	5.5	1.1	7.9	7.6	0.3	9.2	8.1	1.1	10.8	10.1	0.7	12.4	14.5	-2.1	7.3	6.9	0.4
Radio Hauraki	2.2	2.0	0.2	11	3.0	3.4	-0.4	4.8	3.3	1.5	4.4	2.9	1.5	4.2	2.8	1.4	2.0	2.3	-0.3	0.4	1.3	-0.9	4.4	3.1	1.3
Rhema	0.2	0.2	0.0	16	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.4	0.4	0.0	*	*	*
Rock	12.4	14.2	-1.8	3	10.5	20.7	-10.2	13.4	31.6	-18.2	13.9	21.6	-7.7	18.2	18.9	-0.7	20.9	17.0	3.9	10.9	10.8	0.1	14.1	11.6	2.5
SENZ Sport	0.4	0.4	0.0	15	*	*	*	*	*	*	*	*	*	0.8	0.8	0.0	0.9	0.9	0.0	0.2	0.2	0.0	*	0.1	*
Star	0.2	0.2	0.0	16	*	*	*	0.3	0.3	0.0	0.2	0.3	-0.1	0.1	0.3	-0.2	*	0.2	*	0.5	0.4	0.1	0.3	0.5	-0.2
Te Korimako o Taranaki	1.1	0.3	0.8	13	1.5	0.4	1.1	1.1	0.5	0.6	0.7	0.6	0.1	0.4	0.4	0.0	0.4	0.2	0.2	2.0	0.2	1.8	0.3	0.4	-0.1
The Hits	7.0	5.3	1.7	7	12.5	8.7	3.8	11.9	7.7	4.2	11.6	8.6	3.0	9.6	6.2	3.4	6.0	4.7	1.3	3.7	4.3	-0.6	12.4	10.9	1.5
The Sound	6.4	8.4	-2.0	8	3.9	0.4	3.5	4.7	4.5	0.2	4.2	5.8	-1.6	5.9	9.4	-3.5	8.8	15.5	-6.7	10.0	14.1	-4.1	4.5	4.6	-0.1
ZM	4.9	4.4	0.5	9	13.1	8.4	4.7	14.4	11.1	3.3	9.9	10.9	-1.0	7.5	7.3	0.2	2.2	1.9	0.3	0.6	0.8	-0.2	7.4	7.5	-0.1
MediaWorks Combo	61.5	63.2	-1.7		58.0	70.5	-12.5	52.7	64.8	-12.1	57.4	61.9	-4.5	62.4	64.9	-2.5	69.5	68.4	1.1	69.1	67.7	1.4	61.0	66.4	-5.4
NZME Combo	31.9	31.2	0.7		32.3	25.0	7.3	40.8	31.1	9.7	36.6	33.3	3.3	32.8	28.1	4.7	23.9	23.0	0.9	21.9	26.2	-4.3	34.1	30.9	3.2
Potential (000)	110.8	109.8	1.0		23.2	23.2	0.0	31.2	31.1	0.1	31.2	30.9	0.3	47.4	47.1	0.3	32.8	32.7	0.1	30.0	29.6	0.4	18.7	17.6	1.1
Sample	862	839	23		127	117	10	209	180	29	221	200	21	334	312	22	245	236	9	288	282	6	153	141	12

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

MediaWorks Combo: Breeze, Edge, More FM, Rock, The Sound, Magic, or internet only listening to George FM, Mai, Humm FM, Today FM (until S4 2022)

NZME Combo: Coast, 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 Flava, Hokonui

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



TARANAKI COMMERCIAL RADIO - SURVEY 1 2023

Station Share (%) by Daypart, People 10+

Survey Comparisons: 4/2022 - 1/2023

This Survey Period: Sun Apr 10 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 2023

Last Survey Period: Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022

	This	Last	+/-
Potential (000)	110.8	109.8	1.0
Sample Size	862	839	23

	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	7.5	5.1	2.4	6	11.7	7.7	4.0	9.7	6.4	3.3	9.5	6.3	3.2	8.7	5.8	2.9	11.9	6.6	5.3	10.4	7.9	2.5
Coast	2.5	2.9	-0.4	10	3.2	3.7	-0.5	2.8	3.3	-0.5	2.0	2.4	-0.4	1.7	2.3	-0.6	0.7	*	*	3.0	3.0	0.0
Edge	8.2	9.3	-1.1	5	8.3	8.3	0.0	7.0	6.6	0.4	8.8	12.4	-3.6	7.6	18.3	-10.7	10.1	11.4	-1.3	10.5	12.1	-1.6
Gold Sport*	0.3	0.8	-0.5	13	1.9	3.2	-1.3	3.1	3.8	-0.7	0.5	0.8	-0.3	0.1	0.1	0.0	*	*	*	0.7	0.7	0.0
Life FM	0.2	0.3	-0.1	17	0.4	0.5	-0.1	0.5	0.6	-0.1	1.6	1.3	0.3	2.7	2.3	0.4	*	*	*	1.2	1.0	0.2
Magic	13.4	11.6	1.8	2	15.1	14.2	0.9	16.0	15.3	0.7	15.5	15.4	0.1	20.9	18.0	2.9	11.2	10.8	0.4	16.5	17.8	-1.3
More FM	9.3	8.9	0.4	4	8.8	7.5	1.3	8.7	8.2	0.5	8.7	8.3	0.4	3.0	4.1	-1.1	5.9	5.4	0.5	6.3	6.7	-0.4
Newstalk ZB	23.4	23.7	-0.3	1	8.5	9.7	-1.2	8.0	9.0	-1.0	10.3	10.5	-0.2	27.4	29.8	-2.4	26.1	24.7	1.4	12.0	12.9	-0.9
Radio Hauraki	2.0	2.2	-0.2	11	2.1	1.6	0.5	1.8	2.2	-0.4	3.4	1.6	1.8	2.1	0.6	1.5	4.0	4.6	-0.6	1.8	2.2	-0.4
Rhema	0.3	0.2	0.1	13	0.1	0.2	-0.1	0.1	0.1	0.0	0.2	0.2	0.0	0.1	0.1	0.0	0.3	0.3	0.0	0.2	0.2	0.0
Rock	11.4	13.9	-2.5	3	16.0	17.8	-1.8	13.5	16.0	-2.5	10.9	14.0	-3.1	3.3	2.5	0.8	11.0	16.9	-5.9	12.3	12.6	-0.3
SENZ Sport	0.3	0.3	0.0	13	0.7	0.7	0.0	0.7	0.7	0.0	0.4	0.4	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0
Star	0.3	0.1	0.2	13	0.2	0.1	0.1	0.4	0.4	0.0	0.2	0.1	0.1	0.2	0.2	0.0	*	*	*	0.1	0.3	-0.2
Te Korimako o Taranaki	0.5	0.3	0.2	12	1.3	0.2	1.1	1.2	0.2	1.0	1.3	0.3	1.0	1.0	0.5	0.5	1.5	2.1	-0.6	1.3	0.4	0.9
The Hits	5.9	4.2	1.7	7	5.2	4.5	0.7	8.9	7.0	1.9	7.3	7.2	0.1	6.0	3.2	2.8	4.1	2.4	1.7	8.0	5.1	2.9
The Sound	5.6	6.9	-1.3	8	7.1	10.6	-3.5	7.6	10.5	-2.9	7.0	8.0	-1.0	3.6	2.3	1.3	6.7	8.4	-1.7	5.7	7.8	-2.1
ZM	5.0	5.5	-0.5	9	4.3	3.6	0.7	4.8	3.2	1.6	6.1	5.0	1.1	4.3	3.7	0.6	2.4	4.5	-2.1	5.2	5.0	0.2
MediaWorks Combo	55.8	56.3	-0.5		67.7	66.7	1.0	63.2	64.0	-0.8	61.3	65.4	-4.1	49.8	54.7	-4.9	57.0	60.1	-3.1	62.9	66.3	-3.4
NZME Combo	39.1	39.2	-0.1		25.2	26.3	-1.1	29.8	28.9	0.9	30.0	28.0	2.0	41.8	40.0	1.8	38.4	37.3	1.1	31.3	29.6	1.7

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NZME Combo: Coast, 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 Flava, Hokonui

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



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

Survey Comparisons: 4/2022 - 1/2023

This Survey Period: Sun Apr 10 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 2023

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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	15.6	12.4	3.2	5	3.1	2.6	0.5	4.2	3.2	1.0	3.9	2.7	1.2	5.6	4.6	1.0	4.8	4.2	0.6	5.5	4.3	1.2	3.0	2.5	0.5
Coast	4.4	4.5	-0.1	11	0.5	0.7	-0.2	1.2	0.9	0.3	1.1	0.8	0.3	1.7	1.2	0.5	1.3	1.4	-0.1	1.3	1.8	-0.5	1.0	0.6	0.4
Edge	20.0	20.1	-0.1	1	6.6	7.9	-1.3	9.6	9.8	-0.2	8.3	7.6	0.7	11.8	10.4	1.4	4.5	3.9	0.6	1.5	1.7	-0.2	5.2	4.3	0.9
Gold Sport*	2.3	2.7	-0.4	13	*	*	*	*	*	*	*	*	*	*	0.5	*	1.0	1.4	-0.4	1.9	1.9	0.0	*	*	*
Life FM	1.1	1.5	-0.4	15	0.6	0.6	0.0	*	0.3	*	0.3	0.3	0.0	0.3	0.4	-0.1	0.2	0.5	-0.3	0.2	0.4	-0.2	0.1	0.2	-0.1
Magic	13.6	14.4	-0.8	7	1.3	1.7	-0.4	1.3	1.7	-0.4	1.8	1.5	0.3	4.3	5.0	-0.7	5.3	6.1	-0.8	6.0	5.8	0.2	1.8	1.8	0.0
More FM	16.2	16.6	-0.4	4	2.5	3.0	-0.5	4.7	4.3	0.4	6.0	5.5	0.5	8.6	8.4	0.2	5.1	5.5	-0.4	4.7	4.8	-0.1	4.2	4.2	0.0
Newstalk ZB	15.2	17.3	-2.1	6	1.0	1.1	-0.1	2.2	1.8	0.4	2.5	3.3	-0.8	4.4	5.4	-1.0	5.3	6.0	-0.7	5.7	6.4	-0.7	1.3	1.4	-0.1
Radio Hauraki	7.1	6.9	0.2	10	1.6	1.6	0.0	2.6	2.5	0.1	3.0	2.5	0.5	4.6	3.8	0.8	2.1	2.6	-0.5	0.8	1.5	-0.7	2.1	1.8	0.3
Rhema	1.2	1.1	0.1	14	*	*	*	0.2	0.2	0.0	0.2	0.2	0.0	0.2	0.2	0.0	0.6	0.5	0.1	0.9	0.8	0.1	*	*	*
Rock	18.2	19.3	-1.1	2	2.3	3.7	-1.4	5.0	6.2	-1.2	5.5	6.1	-0.6	11.3	11.1	0.2	9.8	9.0	0.8	4.4	4.5	-0.1	4.5	4.3	0.2
SENZ Sport	0.4	0.5	-0.1	16	*	*	*	*	*	*	*	*	*	0.2	0.3	-0.1	0.3	0.4	-0.1	0.2	0.2	0.0	0.1	0.2	-0.1
Star	0.4	0.9	-0.5	16	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.5	-0.4	*	0.5	*	0.2	0.4	-0.2	0.1	0.1	0.0
Te Korimako o Taranaki	2.4	2.1	0.3	12	0.7	0.5	0.2	1.2	1.2	0.0	1.0	1.1	-0.1	1.0	1.4	-0.4	0.5	0.4	0.1	0.6	0.1	0.5	0.4	0.5	-0.1
The Hits	17.4	17.7	-0.3	3	5.0	5.5	-0.5	6.3	5.4	0.9	6.3	6.2	0.1	8.8	9.3	-0.5	4.2	4.8	-0.6	2.3	2.4	-0.1	4.8	4.4	0.4
The Sound	11.4	11.8	-0.4	9	1.1	0.6	0.5	1.5	1.4	0.1	1.6	1.8	-0.2	3.7	4.8	-1.1	6.3	7.2	-0.9	6.0	5.8	0.2	0.9	1.0	-0.1
ZM	12.3	10.7	1.6	8	4.1	3.9	0.2	8.2	6.6	1.6	6.5	4.9	1.6	7.6	6.0	1.6	1.1	1.4	-0.3	0.5	0.6	-0.1	3.9	3.2	0.7
MediaWorks Combo	66.7	66.5	0.2		12.0	13.4	-1.4	17.1	18.3	-1.2	18.5	18.5	0.0	31.3	31.2	0.1	23.8	23.3	0.5	19.0	18.0	1.0	12.8	11.7	1.1
NZME Combo	48.5	48.8	-0.3		9.7	9.7	0.0	15.9	13.7	2.2	15.8	14.0	1.8	22.3	21.3	1.0	13.0	15.1	-2.1	10.8	12.5	-1.7	9.7	8.4	1.3
All Commercial Radio	87.0	87.4	-0.4		15.7	16.5	-0.8	22.5	23.6	-1.1	24.7	25.3	-0.6	38.9	39.5	-0.6	28.9	28.4	0.5	24.9	23.9	1.0	15.9	14.6	1.3
Potential (000)	110.8	109.8	1.0		23.2	23.2	0.0	31.2	31.1	0.1	31.2	30.9	0.3	47.4	47.1	0.3	32.8	32.7	0.1	30.0	29.6	0.4	18.7	17.6	1.1
Sample	862	839	23		127	117	10	209	180	29	221	200	21	334	312	22	245	236	9	288	282	6	153	141	12

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

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	This	Last	+/-
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Sample Size	862	839	23

	Breakfast Mon-Fri 6am-9am				Morning Mon-Fri 9am-12md			Afternoon Mon-Fri 12md-4pm			Drive Mon-Fri 4pm-7pm			Night Mon-Fri 7pm-12mn			Mid Dawn Mon-Fri 12mn-6am			Weekend Sat-Sun 12mn-12mn		
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	7.4	5.5	1.9	7	7.8	5.2	2.6	8.7	7.0	1.7	6.9	5.8	1.1	2.0	1.9	0.1	1.8	1.3	0.5	10.1	7.4	2.7
Coast	2.5	2.7	-0.2	11	3.1	3.3	-0.2	2.1	2.4	-0.3	1.8	2.2	-0.4	0.5	0.6	-0.1	0.1	0.1	0.0	2.7	2.4	0.3
Edge	11.3	12.3	-1.0	2	8.8	8.1	0.7	10.4	10.7	-0.3	8.4	10.1	-1.7	4.4	5.3	-0.9	2.3	3.3	-1.0	12.9	12.5	0.4
Gold Sport*	0.6	1.0	-0.4	14	1.2	1.6	-0.4	2.1	2.5	-0.4	0.8	1.2	-0.4	0.3	0.3	0.0	*	*	*	1.8	1.7	0.1
Life FM	0.6	0.7	-0.1	14	0.7	1.0	-0.3	0.9	1.0	-0.1	0.6	1.0	-0.4	0.6	0.8	-0.2	*	*	*	0.7	0.8	-0.1
Magic	7.6	7.7	-0.1	6	9.2	9.6	-0.4	8.4	9.4	-1.0	9.0	9.6	-0.6	4.8	5.3	-0.5	2.7	2.6	0.1	9.1	10.4	-1.3
More FM	9.1	9.6	-0.5	4	7.1	7.4	-0.3	8.8	8.1	0.7	6.9	8.5	-1.6	1.7	2.9	-1.2	1.5	1.4	0.1	7.7	9.3	-1.6
Newstalk ZB	11.7	12.5	-0.8	1	5.7	5.9	-0.2	6.6	7.9	-1.3	5.4	7.5	-2.1	6.4	7.8	-1.4	4.3	4.4	-0.1	10.6	11.1	-0.5
Radio Hauraki	3.3	4.0	-0.7	10	3.1	2.6	0.5	3.1	3.4	-0.3	3.4	3.1	0.3	1.5	0.9	0.6	0.9	1.3	-0.4	3.4	3.6	-0.2
Rhema	0.8	0.7	0.1	12	0.4	0.5	-0.1	0.4	0.4	0.0	0.3	0.3	0.0	0.3	0.3	0.0	0.1	0.1	0.0	0.4	0.4	0.0
Rock	10.8	10.8	0.0	3	11.1	10.4	0.7	11.4	12.0	-0.6	9.8	11.2	-1.4	1.9	1.5	0.4	2.3	2.6	-0.3	11.0	10.7	0.3
SENZ Sport	0.2	0.2	0.0	16	0.2	0.4	-0.2	0.2	0.3	-0.1	0.2	0.2	0.0	*	*	*	*	*	*	0.2	0.3	-0.1
Star	0.2	0.1	0.1	16	0.2	0.2	0.0	0.3	0.7	-0.4	0.2	0.2	0.0	0.2	0.2	0.0	*	*	*	0.2	0.8	-0.6
Te Korimako o Taranaki	0.7	0.6	0.1	13	1.7	1.0	0.7	1.1	0.6	0.5	0.8	0.5	0.3	0.7	0.6	0.1	0.5	0.7	-0.2	1.2	0.9	0.3
The Hits	8.3	7.3	1.0	5	7.5	6.3	1.2	10.6	9.4	1.2	7.7	9.1	-1.4	2.9	3.0	-0.1	1.2	0.7	0.5	10.0	8.9	1.1
The Sound	5.6	6.5	-0.9	9	4.7	6.0	-1.3	6.1	7.3	-1.2	6.4	7.2	-0.8	1.8	1.8	0.0	1.7	2.3	-0.6	6.8	7.2	-0.4
ZM	6.1	6.4	-0.3	8	4.7	3.8	0.9	6.3	4.7	1.6	5.4	5.3	0.1	1.8	1.4	0.4	0.8	1.3	-0.5	8.2	7.8	0.4
MediaWorks Combo	44.8	45.5	-0.7		41.4	39.6	1.8	44.9	46.3	-1.4	42.1	45.5	-3.4	15.0	17.4	-2.4	10.6	11.6	-1.0	47.3	47.8	-0.5
NZME Combo	30.2	31.4	-1.2		23.3	21.9	1.4	28.4	27.8	0.6	23.0	26.3	-3.3	12.4	13.5	-1.1	7.2	7.4	-0.2	33.5	33.1	0.4
All Commercial Radio	67.1	69.0	-1.9		57.0	54.9	2.1	64.6	65.0	-0.4	57.3	62.4	-5.1	26.3	29.4	-3.1	16.8	17.4	-0.6	68.8	68.8	0.0

MediaWorks Combo: Breeze, Edge, More FM, Rock, The Sound, Magic, or internet only listening to George FM, Mai, Humm FM, Today FM (until S4 2022)

NZME Combo: Coast, 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 Flava, Hokonui

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



TARANAKI COMMERCIAL RADIO - SURVEY 1 2023

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

Survey Comparisons: 4/2022 - 1/2023

This Survey Period: Sun Apr 10 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 2023

Last Survey Period: Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 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	9:07	8:17	0:49	4:13	4:31	-0:18	5:07	2:50	2:17	6:58	3:45	3:13	6:21	3:33	2:48	6:09	3:23	2:46	11:58	11:10	0:47	6:40	4:51	1:48
Coast	8:45	10:15	-1:29	4:04	3:47	0:16	5:27	6:31	-1:04	6:23	7:43	-1:19	6:13	6:38	-0:25	8:18	7:06	1:11	8:46	8:29	0:16	4:04	2:58	1:06
Edge	6:13	7:43	-1:29	7:39	11:13	-3:34	4:07	4:00	0:06	4:29	4:39	-0:09	5:08	5:13	-0:05	6:51	6:19	0:31	8:42	7:00	1:41	4:43	4:43	-0:00
Gold Sport*	8:15	10:00	-1:45	*	*	*	*	*	*	*	*	*	*	18:30	*	4:47	9:32	-4:44	6:42	6:37	0:04	*	*	*
Life FM	10:46	7:52	2:53	17:21	13:15	4:05	*	3:15	*	1:24	3:11	-1:47	1:24	3:34	-2:09	5:53	4:06	1:47	6:40	3:55	2:45	7:07	0:57	6:10
Magic	16:36	16:01	0:34	4:44	6:01	-1:17	7:48	6:24	1:24	7:07	4:39	2:28	10:54	12:17	-1:22	20:28	19:53	0:34	21:19	21:54	-0:35	7:47	14:43	-6:55
More FM	7:05	7:01	0:03	3:32	3:22	0:10	4:24	4:48	-0:23	7:29	8:38	-1:08	7:27	8:01	-0:33	8:04	6:24	1:40	8:04	6:36	1:27	7:57	7:25	0:31
Newstalk ZB	13:03	12:50	0:12	2:38	6:32	-3:54	8:37	9:20	-0:42	10:12	7:19	2:52	11:44	8:43	3:00	10:52	9:28	1:24	10:58	11:35	-0:36	12:19	9:08	3:11
Radio Hauraki	4:25	4:28	-0:03	3:28	5:25	-1:57	5:13	4:08	1:04	4:48	3:39	1:09	5:06	4:12	0:53	5:07	4:54	0:12	2:51	4:17	-1:26	4:36	3:07	1:29
Rhema	2:19	2:21	-0:02	*	*	*	1:45	1:45	0:00	1:45	1:45	0:00	1:45	1:45	0:00	1:15	1:15	0:00	2:21	2:25	-0:04	*	*	*
Rock	9:54	11:19	-1:25	8:23	13:51	-5:27	7:39	15:45	-8:06	8:24	11:11	-2:47	9:05	9:56	-0:51	11:19	10:36	0:43	12:36	12:28	0:07	6:51	4:58	1:53
SENZ Sport	14:26	11:09	3:16	*	*	*	*	*	*	*	*	*	25:08	16:02	9:06	17:35	12:40	4:55	5:35	5:17	0:17	0:30	1:19	-0:49
Star	9:38	4:06	5:31	*	*	*	9:45	9:45	0:00	9:45	9:45	0:00	9:45	3:40	6:05	*	2:01	*	10:08	4:35	5:33	9:45	9:45	0:00
Te Korimako o Taranaki	6:43	2:34	4:08	3:49	1:53	1:56	2:42	1:22	1:20	2:27	1:51	0:35	2:27	1:37	0:49	4:02	3:18	0:43	16:16	9:12	7:03	1:38	1:27	0:10
The Hits	5:49	4:38	1:11	4:36	3:58	0:37	5:25	4:24	1:00	6:04	4:19	1:44	6:12	3:54	2:17	7:31	5:26	2:04	8:25	9:08	-0:42	5:38	4:31	1:07
The Sound	8:06	10:59	-2:52	6:30	1:36	4:53	9:00	9:57	-0:57	8:32	9:59	-1:27	9:11	11:24	-2:13	7:25	12:07	-4:41	8:32	12:29	-3:56	11:36	8:09	3:26
ZM	5:43	6:20	-0:36	5:54	5:24	0:29	5:04	5:14	-0:10	4:59	6:58	-1:58	5:36	7:01	-1:24	10:14	7:50	2:23	6:09	6:09	-0:00	4:10	4:21	-0:11
MediaWorks Combo	13:22	14:37	-1:14	8:55	13:07	-4:12	8:53	11:00	-2:06	10:16	10:28	-0:12	11:20	12:05	-0:44	15:36	16:32	-0:56	18:32	19:19	-0:46	10:25	10:22	0:03
NZME Combo	9:33	9:50	-0:16	6:08	6:25	-0:17	7:23	7:06	0:16	7:40	7:28	0:11	8:20	7:39	0:40	9:49	8:36	1:13	10:21	10:43	-0:22	7:43	6:40	1:02
All Commercial Radio	16:41	17:36	-0:55	11:49	15:05	-3:16	12:47	13:12	-0:25	13:21	12:25	0:56	14:36	14:42	-0:05	18:29	19:50	-1:21	20:27	21:28	-1:00	13:46	12:27	1:18
Potential (000)	110.8	109.8	1.0	23.2	23.2	0.0	31.2	31.1	0.1	31.2	30.9	0.3	47.4	47.1	0.3	32.8	32.7	0.1	30.0	29.6	0.4	18.7	17.6	1.1
Sample	862	839	23	127	117	10	209	180	29	221	200	21	334	312	22	245	236	9	288	282	6	153	141	12

MediaWorks Combo: Breeze, Edge, More FM, Rock, The Sound, Magic, or internet only listening to George FM, Mai, Humm FM, Today FM (until S4 2022)

NZME Combo: Coast, 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 Flava, Hokonui

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



TARANAKI COMMERCIAL RADIO - SURVEY 1 2023

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

Survey Comparisons: 4/2022 - 1/2023

This Survey Period: Sun Apr 10 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 2023

Last Survey Period: Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022

	This	Last	+/-
Potential (000)	110.8	109.8	1.0
Sample Size	862	839	23

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

MediaWorks Combo: Breeze, Edge, More FM, Rock, The Sound, Magic, or internet only listening to George FM, Mai, Humm FM, Today FM (until S4 2022)

NZME Combo: Coast, 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 Flava, Hokonui

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