



TAURANGA 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	8.4	8.2	0.2	3	9.3	5.1	4.2	7.4	5.5	1.9	6.6	8.6	-2.0	6.6	9.0	-2.4	7.6	10.4	-2.8	9.6	7.7	1.9	4.4	5.9	-1.5
Coast	5.9	6.3	-0.4	8	0.3	3.1	-2.8	2.8	2.7	0.1	3.5	1.2	2.3	3.9	2.5	1.4	3.6	4.3	-0.7	10.3	10.5	-0.2	2.0	1.2	0.8
Edge	5.8	4.8	1.0	9	9.2	7.9	1.3	7.4	5.9	1.5	10.0	10.9	-0.9	7.6	7.8	-0.2	5.5	2.4	3.1	4.3	1.4	2.9	4.5	6.5	-2.0
Gold	3.7	5.4	-1.7	12	0.4	0.5	-0.1	0.9	3.0	-2.1	2.3	4.5	-2.2	5.3	6.9	-1.6	7.7	12.3	-4.6	4.7	8.2	-3.5	10.8	11.0	-0.2
Gold Sport*	0.2	0.2	0.0	17	0.2	0.3	-0.1	0.3	*	*	0.3	*	*	0.2	0.1	0.1	0.2	0.4	-0.2	0.2	0.4	-0.2	0.1	0.1	0.0
Life FM	1.4	1.2	0.2	14	3.1	2.6	0.5	1.0	0.4	0.6	0.9	*	*	0.8	0.2	0.6	1.6	1.8	-0.2	1.8	1.8	0.0	1.6	0.8	0.8
Magic	7.8	6.7	1.1	4	0.4	0.4	0.0	*	0.5	*	0.1	0.7	-0.6	1.3	1.5	-0.2	5.9	4.7	1.2	15.1	11.7	3.4	2.9	4.0	-1.1
Mai FM	4.5	4.0	0.5	11	18.0	9.6	8.4	12.9	8.5	4.4	6.4	9.2	-2.8	3.9	5.9	-2.0	0.3	0.5	-0.2	0.1	0.2	-0.1	4.2	6.9	-2.7
Moana Radio	0.5	0.5	0.0	15	0.7	0.8	-0.1	1.4	1.2	0.2	1.6	1.4	0.2	0.9	0.9	0.0	0.1	0.1	0.0	*	0.1	*	*	*	*
More FM	4.9	7.5	-2.6	10	5.1	4.6	0.5	3.6	10.8	-7.2	3.5	12.3	-8.8	5.2	10.2	-5.0	7.1	9.5	-2.4	4.3	7.4	-3.1	4.9	5.4	-0.5
Newstalk ZB	12.3	12.0	0.3	1	0.6	0.4	0.2	0.7	1.2	-0.5	2.3	3.1	-0.8	7.3	7.5	-0.2	11.2	11.0	0.2	13.4	14.0	-0.6	5.5	4.1	1.4
Radio Hauraki	3.0	2.8	0.2	13	4.8	4.4	0.4	5.5	4.5	1.0	5.9	4.1	1.8	5.3	4.9	0.4	2.7	3.2	-0.5	0.5	0.4	0.1	8.3	7.2	1.1
Rhema	0.3	0.3	0.0	16	*	0.2	*	*	*	*	*	0.1	*	0.1	0.0	0.0	0.3	0.2	0.1	0.6	0.7	-0.1	*	0.7	*
Rock	10.1	9.4	0.7	2	14.1	17.8	-3.7	21.9	24.3	-2.4	21.8	16.2	5.6	15.5	11.8	3.7	9.1	7.9	1.2	6.0	5.6	0.4	12.1	8.2	3.9
SENZ Sport	0.1	0.4	-0.3	19	*	*	*	0.1	*	*	0.1	*	*	*	*	*	*	0.2	*	*	0.9	*	*	*	*
Star	0.2	0.4	-0.2	17	*	*	*	*	*	*	*	*	*	0.1	*	*	0.1	*	*	0.6	1.2	-0.6	*	*	*
Tainui Live	*	*	*	*	0.1	0.1	0.0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Te Arawa FM	*	n.a.	*	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*
The Hits	7.6	6.2	1.4	5	10.5	8.6	1.9	10.0	6.1	3.9	10.4	5.9	4.5	10.6	8.4	2.2	8.1	8.2	-0.1	5.6	4.0	1.6	12.1	13.7	-1.6
The Sound	7.2	8.9	-1.7	7	7.9	10.0	-2.1	6.4	7.5	-1.1	5.2	5.4	-0.2	5.8	5.5	0.3	11.7	10.4	1.3	11.6	15.4	-3.8	7.3	6.1	1.2
ZM	7.6	8.0	-0.4	5	11.5	16.7	-5.2	10.7	8.9	1.8	11.5	9.2	2.3	12.5	11.3	1.2	7.7	8.0	-0.3	1.2	1.2	0.0	6.8	7.9	-1.1
MediaWorks Combo	49.7	52.4	-2.7		65.5	56.3	9.2	62.9	65.5	-2.6	56.7	65.9	-9.2	47.9	54.0	-6.1	47.7	47.6	0.1	51.0	52.8	-1.8	42.0	44.5	-2.5
NZME Combo	40.5	40.9	-0.4		28.5	34.0	-5.5	31.5	26.8	4.7	37.1	28.6	8.5	45.6	42.0	3.6	41.2	47.5	-6.3	36.0	38.6	-2.6	45.7	45.3	0.4
Potential (000)	192.8	189.0	3.8		37.6	37.0	0.6	56.6	54.1	2.5	55.2	53.1	2.1	82.4	80.2	2.2	54.0	53.9	0.1	51.2	51.2	0.0	31.8	30.1	1.7
Sample	806	808	-2		119	107	12	197	156	41	198	165	33	306	266	40	229	225	4	260	276	-16	146	116	30

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

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

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



TAURANGA 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)	192.8	189.0	3.8
Sample Size	806	808	-2

	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	6.7	6.6	0.1	6	10.6	10.3	0.3	10.5	9.4	1.1	7.4	6.5	0.9	3.1	3.9	-0.8	6.4	8.5	-2.1	7.5	8.1	-0.6
Coast	4.6	5.0	-0.4	9	7.9	7.0	0.9	5.2	6.4	-1.2	4.6	8.3	-3.7	4.7	4.5	0.2	1.6	0.8	0.8	7.7	6.7	1.0
Edge	4.2	4.1	0.1	11	5.0	4.7	0.3	6.8	5.4	1.4	8.5	5.2	3.3	4.5	4.7	-0.2	8.4	1.8	6.6	5.4	5.1	0.3
Gold	2.5	4.8	-2.3	12	5.4	7.7	-2.3	3.5	5.9	-2.4	3.0	3.7	-0.7	0.9	1.4	-0.5	7.0	6.2	0.8	3.8	4.9	-1.1
Gold Sport*	0.6	0.7	-0.1	15	0.2	0.1	0.1	*	*	*	*	0.2	*	0.5	0.1	0.4	0.6	*	*	0.3	0.2	0.1
Life FM	1.6	1.3	0.3	14	1.0	0.5	0.5	0.6	0.5	0.1	2.1	1.9	0.2	1.4	1.8	-0.4	2.8	1.7	1.1	1.8	1.7	0.1
Magic	5.0	5.1	-0.1	8	9.4	7.6	1.8	8.2	7.1	1.1	5.1	4.5	0.6	8.2	7.3	0.9	3.3	3.6	-0.3	10.8	8.4	2.4
Mai FM	6.8	7.0	-0.2	5	1.4	2.8	-1.4	4.3	3.8	0.5	1.2	1.8	-0.6	2.4	3.9	-1.5	21.2	4.5	16.7	4.5	3.4	1.1
Moana Radio	0.5	0.6	-0.1	16	0.2	0.2	0.0	0.6	0.7	-0.1	0.7	0.6	0.1	0.2	*	*	*	*	*	0.6	0.6	0.0
More FM	4.3	6.1	-1.8	10	6.1	9.0	-2.9	4.5	7.0	-2.5	5.6	8.9	-3.3	2.4	4.4	-2.0	1.7	1.7	0.0	5.4	8.6	-3.2
Newstalk ZB	18.3	16.6	1.7	1	6.8	6.4	0.4	5.7	5.5	0.2	13.6	13.4	0.2	38.4	32.6	5.8	21.4	37.7	-16.3	11.8	11.4	0.4
Radio Hauraki	2.4	2.1	0.3	13	3.5	2.7	0.8	4.3	3.8	0.5	3.5	2.9	0.6	2.2	2.0	0.2	0.8	3.1	-2.3	1.8	2.3	-0.5
Rhema	0.2	0.3	-0.1	18	*	0.1	*	0.1	0.1	0.0	1.0	0.5	0.5	*	0.1	*	*	1.0	*	0.4	0.6	-0.2
Rock	11.4	9.1	2.3	2	10.8	10.0	0.8	11.8	11.5	0.3	11.5	9.8	1.7	3.0	3.4	-0.4	3.9	5.5	-1.6	7.9	8.3	-0.4
SENZ Sport	0.1	0.3	-0.2	19	0.4	0.7	-0.3	0.1	0.4	-0.3	*	*	*	*	*	*	*	*	*	0.1	0.4	-0.3
Star	0.3	0.2	0.1	17	0.1	0.4	-0.3	0.1	0.4	-0.3	0.1	0.1	0.0	0.1	0.5	-0.4	*	0.8	*	0.6	0.6	0.0
Tainui Live	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.3	0.3	0.0	*	*	*
Te Arawa FM	*	n.a.	*	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*
The Hits	7.6	6.5	1.1	4	8.3	6.6	1.7	9.6	7.1	2.5	8.0	6.8	1.2	1.8	2.2	-0.4	6.8	6.4	0.4	5.9	5.3	0.6
The Sound	5.9	7.1	-1.2	7	6.9	8.5	-1.6	9.2	11.1	-1.9	7.1	9.8	-2.7	2.8	9.7	-6.9	1.8	2.0	-0.2	8.4	8.9	-0.5
ZM	8.8	9.3	-0.5	3	5.2	5.7	-0.5	6.1	6.6	-0.5	12.1	11.2	0.9	11.4	9.7	1.7	5.9	6.2	-0.3	7.7	8.5	-0.8
MediaWorks Combo	45.4	48.9	-3.5		51.0	56.4	-5.4	56.3	57.3	-1.0	47.5	48.0	-0.5	26.7	39.2	-12.5	46.7	35.3	11.4	51.4	53.7	-2.3
NZME Combo	44.9	45.1	-0.2		37.9	36.8	1.1	34.3	35.3	-1.0	44.8	46.6	-1.8	60.3	52.6	7.7	44.0	60.4	-16.4	39.1	39.3	-0.2

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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

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



TAURANGA COMMERCIAL RADIO - SURVEY 1 2023

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

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	19.4	22.5	-3.1	7	3.8	3.6	0.2	3.9	3.8	0.1	4.2	4.4	-0.2	8.0	9.8	-1.8	6.0	9.7	-3.7	5.2	6.7	-1.5	3.3	4.6	-1.3
Coast	18.1	18.5	-0.4	9	1.5	2.9	-1.4	2.8	4.0	-1.2	3.6	4.0	-0.4	5.8	6.5	-0.7	4.9	5.3	-0.4	8.0	6.6	1.4	2.2	1.5	0.7
Edge	22.5	24.8	-2.3	3	8.2	10.3	-2.1	9.2	8.4	0.8	8.1	9.1	-1.0	11.1	12.6	-1.5	5.5	5.0	0.5	3.0	1.9	1.1	4.5	4.9	-0.4
Gold	10.2	12.8	-2.6	13	2.3	2.8	-0.5	1.4	2.5	-1.1	1.6	2.6	-1.0	3.6	5.1	-1.5	4.3	5.7	-1.4	3.5	4.7	-1.2	1.4	1.3	0.1
Gold Sport*	3.6	2.7	0.9	16	1.1	1.6	-0.5	1.5	*	*	1.5	*	*	1.7	0.2	1.5	0.5	0.9	-0.4	0.3	0.7	-0.4	0.2	0.2	0.0
Life FM	7.0	6.1	0.9	14	3.5	3.7	-0.2	1.5	1.1	0.4	1.4	0.3	1.1	1.9	0.6	1.3	1.7	1.7	0.0	1.5	1.7	-0.2	1.6	0.7	0.9
Magic	15.6	17.9	-2.3	11	1.0	1.0	0.0	0.2	1.5	-1.3	0.7	2.4	-1.7	1.6	3.3	-1.7	4.6	5.7	-1.1	7.9	9.3	-1.4	1.8	3.7	-1.9
Mai FM	16.9	21.0	-4.1	10	8.1	9.3	-1.2	8.3	9.6	-1.3	7.7	10.1	-2.4	8.2	10.7	-2.5	0.7	0.7	0.0	0.5	0.9	-0.4	3.9	4.0	-0.1
Moana Radio	4.4	4.8	-0.4	15	2.3	2.9	-0.6	1.8	1.4	0.4	1.8	1.4	0.4	2.1	1.7	0.4	0.3	0.3	0.0	*	*	*	0.3	*	*
More FM	19.1	21.5	-2.4	8	5.7	6.9	-1.2	6.8	7.4	-0.6	5.6	5.5	0.1	9.7	9.5	0.2	6.3	7.6	-1.3	3.0	4.3	-1.3	4.1	4.0	0.1
Newstalk ZB	26.6	27.5	-0.9	1	2.1	2.0	0.1	1.9	2.6	-0.7	3.4	3.8	-0.4	8.3	8.9	-0.6	9.7	10.2	-0.5	9.7	10.3	-0.6	4.5	3.7	0.8
Radio Hauraki	14.2	13.1	1.1	12	4.7	4.3	0.4	5.0	4.3	0.7	5.8	5.6	0.2	8.1	7.6	0.5	3.5	3.1	0.4	1.2	1.1	0.1	4.5	4.0	0.5
Rhema	3.0	4.1	-1.1	17	*	0.2	*	*	*	*	*	0.5	*	0.7	0.5	0.2	1.4	2.0	-0.6	1.4	2.8	-1.4	0.2	2.4	-2.2
Rock	21.0	25.7	-4.7	4	6.8	9.4	-2.6	10.0	14.4	-4.4	8.4	10.2	-1.8	11.2	12.4	-1.2	5.5	5.6	-0.1	3.0	3.9	-0.9	3.8	3.6	0.2
SENZ Sport	2.5	1.5	1.0	18	*	*	*	1.5	*	*	1.5	*	*	1.5	*	*	0.2	0.5	-0.3	0.4	1.1	-0.7	*	*	*
Star	0.9	1.1	-0.2	19	*	*	*	*	*	*	*	*	*	0.3	*	*	0.3	0.1	0.2	0.6	1.1	-0.5	*	*	*
Tainui Live	0.5	0.3	0.2	20	0.5	0.3	0.2	0.1	0.1	0.0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Te Arawa FM	*	n.a.	*	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*
The Hits	20.9	20.4	0.5	5	4.2	4.4	-0.2	7.9	6.1	1.8	7.1	6.2	0.9	11.2	10.7	0.5	6.7	7.7	-1.0	5.0	4.7	0.3	6.0	5.7	0.3
The Sound	20.3	21.9	-1.6	6	4.2	4.8	-0.6	3.5	3.5	0.0	5.4	5.7	-0.3	9.2	9.6	-0.4	8.3	8.5	-0.2	6.2	7.0	-0.8	3.9	2.9	1.0
ZM	26.2	27.8	-1.6	2	7.0	11.3	-4.3	12.3	10.7	1.6	12.1	9.2	2.9	16.6	14.1	2.5	5.8	6.8	-1.0	1.8	1.9	-0.1	6.3	5.1	1.2
MediaWorks Combo	96.8	108.9	-12.1		23.1	26.5	-3.4	27.6	33.1	-5.5	26.6	30.8	-4.2	41.4	46.4	-5.0	29.1	31.5	-2.4	23.9	27.7	-3.8	18.3	18.9	-0.6
NZME Combo	87.2	93.6	-6.4		14.5	19.0	-4.5	23.3	25.8	-2.5	24.6	25.2	-0.6	39.6	42.0	-2.4	27.5	31.3	-3.8	23.9	24.4	-0.5	18.1	15.2	2.9
All Commercial Radio	147.0	152.9	-5.9		27.9	31.2	-3.3	37.9	43.6	-5.7	38.9	43.2	-4.3	63.0	66.4	-3.4	45.7	46.5	-0.8	39.7	41.7	-2.0	27.5	27.2	0.3
Potential (000)	192.8	189.0	3.8		37.6	37.0	0.6	56.6	54.1	2.5	55.2	53.1	2.1	82.4	80.2	2.2	54.0	53.9	0.1	51.2	51.2	0.0	31.8	30.1	1.7
Sample	806	808	-2		119	107	12	197	156	41	198	165	33	306	266	40	229	225	4	260	276	-16	146	116	30

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

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



TAURANGA COMMERCIAL RADIO - SURVEY 1 2023

Cumulative Audience (000's) 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)	192.8	189.0	3.8
Sample Size	806	808	-2

	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	8.6	9.8	-1.2	8	10.5	10.4	0.1	12.6	13.2	-0.6	9.4	11.7	-2.3	2.0	4.2	-2.2	1.9	2.5	-0.6	12.1	13.6	-1.5
Coast	7.6	7.9	-0.3	10	8.0	7.3	0.7	8.2	9.6	-1.4	5.6	8.7	-3.1	1.7	2.4	-0.7	2.8	1.1	1.7	11.4	9.4	2.0
Edge	10.6	13.4	-2.8	7	8.7	9.0	-0.3	11.1	11.8	-0.7	8.9	8.5	0.4	2.5	2.6	-0.1	2.6	1.7	0.9	12.3	14.9	-2.6
Gold	4.5	6.1	-1.6	13	5.4	6.3	-0.9	4.4	6.5	-2.1	3.8	4.3	-0.5	1.5	1.5	0.0	1.4	1.4	0.0	4.9	7.3	-2.4
Gold Sport*	1.3	1.7	-0.4	16	1.8	0.4	1.4	*	*	*	*	0.3	*	1.7	0.3	1.4	1.5	*	*	2.9	1.5	1.4
Life FM	3.7	2.9	0.8	14	3.4	1.9	1.5	2.7	1.9	0.8	3.4	3.7	-0.3	0.9	1.1	-0.2	0.3	0.2	0.1	3.7	3.5	0.2
Magic	7.5	9.4	-1.9	11	9.2	11.5	-2.3	7.8	9.0	-1.2	4.9	5.0	-0.1	3.8	4.9	-1.1	1.1	1.3	-0.2	11.8	10.4	1.4
Mai FM	12.0	14.5	-2.5	4	4.1	7.3	-3.2	7.9	10.2	-2.3	3.0	3.9	-0.9	2.3	5.7	-3.4	3.1	3.5	-0.4	8.3	9.9	-1.6
Moana Radio	2.4	2.9	-0.5	15	1.0	0.8	0.2	2.4	3.0	-0.6	2.0	2.0	0.0	0.2	*	*	*	*	*	2.0	2.2	-0.2
More FM	7.9	9.7	-1.8	9	8.5	10.2	-1.7	9.9	10.6	-0.7	9.4	10.7	-1.3	2.1	3.2	-1.1	0.8	0.4	0.4	8.0	7.3	0.7
Newstalk ZB	19.4	19.1	0.3	1	10.4	11.6	-1.2	12.1	12.5	-0.4	11.7	12.2	-0.5	9.5	7.8	1.7	5.6	6.2	-0.6	14.7	16.8	-2.1
Radio Hauraki	5.2	4.4	0.8	12	4.3	4.0	0.3	5.8	5.9	-0.1	5.7	4.1	1.6	1.7	2.0	-0.3	0.7	1.4	-0.7	6.1	7.2	-1.1
Rhema	0.8	1.3	-0.5	17	0.3	0.9	-0.6	0.8	0.5	0.3	1.0	0.4	0.6	*	0.2	*	*	0.2	*	1.4	2.9	-1.5
Rock	11.3	10.4	0.9	5	9.8	11.3	-1.5	12.5	13.4	-0.9	11.5	11.7	-0.2	2.9	3.9	-1.0	2.3	3.8	-1.5	10.6	14.9	-4.3
SENZ Sport	0.6	1.1	-0.5	18	0.5	1.0	-0.5	1.5	0.4	1.1	*	*	*	*	*	*	*	*	*	0.1	0.4	-0.3
Star	0.4	0.1	0.3	19	0.3	0.7	-0.4	0.4	0.5	-0.1	0.3	0.3	0.0	0.4	0.2	0.2	*	0.3	*	0.8	0.8	0.0
Tainui Live	0.1	*	*	20	*	*	*	*	*	*	*	*	*	*	*	*	0.1	0.1	0.0	0.2	0.1	0.1
Te Arawa FM	*	n.a.	*	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*
The Hits	13.2	13.0	0.2	3	11.4	10.6	0.8	12.0	10.0	2.0	10.5	9.8	0.7	2.4	2.1	0.3	2.6	2.4	0.2	11.0	10.0	1.0
The Sound	10.9	13.7	-2.8	6	8.1	8.7	-0.6	11.0	12.1	-1.1	9.0	11.1	-2.1	3.2	3.9	-0.7	1.1	1.7	-0.6	13.7	13.7	0.0
ZM	18.0	19.1	-1.1	2	9.3	10.1	-0.8	13.5	15.3	-1.8	15.5	16.6	-1.1	4.5	5.3	-0.8	3.4	4.3	-0.9	14.7	16.8	-2.1
MediaWorks Combo	60.3	72.2	-11.9		51.4	60.2	-8.8	61.3	67.8	-6.5	48.9	52.9	-4.0	16.9	24.9	-8.0	10.1	12.5	-2.4	66.7	74.7	-8.0
NZME Combo	62.8	64.7	-1.9		45.6	46.1	-0.5	49.3	53.3	-4.0	46.7	51.6	-4.9	22.3	20.5	1.8	14.9	15.5	-0.6	58.0	62.8	-4.8
All Commercial Radio	113.5	119.5	-6.0		91.7	98.1	-6.4	106.1	109.3	-3.2	90.0	95.5	-5.5	37.6	42.8	-5.2	24.1	25.6	-1.5	109.4	117.0	-7.6

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

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



TAURANGA 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	9:34	8:40	0:54	9:04	5:53	3:10	10:08	9:10	0:57	7:26	10:29	-3:03	6:56	8:16	-1:19	9:35	8:18	1:17	12:47	8:53	3:53	4:40	4:11	0:28
Coast	7:13	8:06	-0:52	0:44	4:28	-3:43	5:15	4:12	1:02	4:36	1:37	2:59	5:40	3:29	2:11	5:36	6:18	-0:42	8:54	12:23	-3:29	3:14	2:37	0:37
Edge	5:40	4:36	1:04	4:05	3:10	0:54	4:19	4:21	-0:02	5:54	6:24	-0:29	5:47	5:38	0:09	7:28	3:45	3:43	9:47	5:36	4:10	3:28	4:22	-0:53
Gold	7:55	10:01	-2:06	0:41	0:43	-0:01	3:22	7:37	-4:14	6:57	9:04	-2:06	12:24	12:10	0:13	13:42	16:41	-2:58	9:14	13:27	-4:12	27:26	28:15	-0:49
Gold Sport*	1:32	1:53	-0:20	0:43	0:41	0:02	1:00	*	*	1:00	*	*	1:09	2:30	-1:20	3:26	3:38	-0:12	3:59	3:55	0:03	2:30	2:30	0:00
Life FM	4:21	4:32	-0:10	3:14	2:58	0:15	3:23	2:37	0:45	3:06	0:42	2:24	3:38	3:26	0:11	7:17	7:55	-0:37	7:58	8:30	-0:32	3:25	4:04	-0:39
Magic	11:05	8:57	2:07	1:31	1:49	-0:17	0:45	2:01	-1:16	0:45	1:31	-0:46	6:55	4:04	2:50	9:34	6:28	3:05	13:15	9:48	3:27	5:37	3:32	2:05
Mai FM	5:53	4:32	1:20	8:09	4:19	3:50	8:23	5:30	2:52	3:55	4:52	-0:57	3:59	4:59	-1:00	3:43	6:07	-2:24	0:51	1:17	-0:25	3:43	5:35	-1:51
Moana Radio	2:25	2:31	-0:05	1:09	1:07	0:01	4:15	5:19	-1:03	4:15	5:19	-1:03	3:50	4:39	-0:48	1:30	1:30	0:00	*	17:00	*	0:27	*	*
More FM	5:38	8:15	-2:37	3:17	2:49	0:27	2:52	9:05	-6:12	2:58	11:53	-8:54	4:31	9:38	-5:07	8:33	9:40	-1:07	9:50	13:16	-3:26	4:10	4:23	-0:13
Newstalk ZB	10:14	10:23	-0:09	1:02	0:49	0:13	1:52	2:46	-0:54	3:17	4:26	-1:09	7:23	7:39	-0:16	8:43	8:19	0:23	9:34	10:32	-0:58	4:15	3:38	0:37
Radio Hauraki	4:39	5:01	-0:22	3:44	4:14	-0:29	5:56	6:32	-0:36	4:48	3:56	0:51	5:31	5:48	-0:17	5:51	8:05	-2:14	2:54	2:41	0:13	6:22	5:55	0:26
Rhema	1:59	1:48	0:10	*	3:32	*	*	*	*	*	1:15	*	1:00	1:15	-0:15	1:25	0:58	0:27	2:39	1:47	0:52	0:30	1:00	-0:30
Rock	10:42	8:43	1:59	7:37	7:53	-0:15	11:44	10:30	1:14	12:16	8:28	3:48	11:42	8:35	3:06	12:27	11:01	1:25	14:00	11:05	2:55	11:01	7:24	3:36
SENZ Sport	1:11	5:58	-4:47	*	*	*	0:15	*	*	0:15	*	*	0:15	*	*	1:15	3:36	-2:21	0:50	6:24	-5:33	*	*	*
Star	6:01	8:10	-2:08	*	*	*	*	*	*	*	*	*	3:15	*	*	3:15	0:45	2:30	7:10	8:10	-0:59	*	*	*
Tainui Live	0:46	1:00	-0:14	0:46	1:00	-0:14	2:00	2:00	0:00	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Te Arawa FM	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*
The Hits	8:06	7:19	0:46	9:11	8:07	1:03	6:46	6:17	0:29	6:59	5:07	1:52	8:03	7:08	0:54	9:05	8:20	0:45	7:45	6:31	1:13	6:58	7:55	-0:57
The Sound	7:54	9:41	-1:47	6:57	8:38	-1:41	9:56	13:27	-3:30	4:32	5:01	-0:28	5:20	5:10	0:10	10:43	9:29	1:13	12:57	17:07	-4:09	6:26	6:53	-0:27
ZM	6:27	6:50	-0:23	5:59	6:07	-0:08	4:40	5:11	-0:30	4:29	5:23	-0:54	6:23	7:15	-0:52	10:03	9:06	0:56	4:34	4:44	-0:09	3:43	5:07	-1:24
MediaWorks Combo	11:23	11:29	-0:05	10:24	8:51	1:33	12:15	12:22	-0:07	10:05	11:26	-1:21	9:48	10:32	-0:43	12:25	11:42	0:42	14:43	14:48	-0:05	7:56	7:41	0:15
NZME Combo	10:18	10:26	-0:08	7:11	7:27	-0:15	7:16	6:30	0:46	7:09	6:04	1:05	9:45	9:02	0:42	11:19	11:47	-0:28	10:23	12:18	-1:54	8:44	9:46	-1:02
All Commercial Radio	15:05	15:36	-0:31	13:08	13:21	-0:12	14:10	14:19	-0:09	12:12	12:23	-0:11	13:28	13:36	-0:08	16:32	16:41	-0:09	17:23	18:39	-1:16	12:35	12:02	0:33
Potential (000)	192.8	189.0	3.8	37.6	37.0	0.6	56.6	54.1	2.5	55.2	53.1	2.1	82.4	80.2	2.2	54.0	53.9	0.1	51.2	51.2	0.0	31.8	30.1	1.7
Sample	806	808	-2	119	107	12	197	156	41	198	165	33	306	266	40	229	225	4	260	276	-16	146	116	30

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

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



TAURANGA 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)	192.8	189.0	3.8
Sample Size	806	808	-2

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

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

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