



TAURANGA COMMERCIAL RADIO - SURVEY 1 2024

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

Survey Comparisons: 3/2023 - 1/2024

This Survey Period: Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 2024

Last Survey Period: Sun Sep 4 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023

	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	8.7	9.0	-0.3	5	13.1	15.6	-2.5	9.1	11.1	-2.0	6.1	4.9	1.2	5.9	7.1	-1.2	6.2	8.5	-2.3	9.5	9.6	-0.1	9.3	7.0	2.3	
Coast	7.9	5.0	2.9	6	0.3	0.2	0.1	2.3	2.0	0.3	3.6	2.4	1.2	2.9	2.4	0.5	6.9	3.9	3.0	11.2	5.7	5.5	6.9	2.3	4.6	
Edge	4.1	4.4	-0.3	10	10.1	7.8	2.3	8.1	7.7	0.4	6.7	8.8	-2.1	4.4	5.3	-0.9	2.8	2.9	-0.1	2.7	3.1	-0.4	5.4	6.0	-0.6	
Gold	2.0	1.9	0.1	13	0.4	0.4	0.0	0.3	0.3	0.0	0.1	0.5	-0.4	2.5	2.3	0.2	4.8	4.3	0.5	2.6	2.7	-0.1	0.6	0.8	-0.2	
Gold Sport	0.1	0.1	0.0	19	0.5	0.3	0.2	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
Life FM	0.8	1.0	-0.2	14	2.6	3.3	-0.7	1.5	1.3	0.2	1.8	2.0	-0.2	1.0	1.1	-0.1	0.4	0.3	0.1	0.4	0.4	0.0	1.1	1.6	-0.5	
Magic	10.5	11.3	-0.8	2	0.2	0.2	0.0	0.1	0.1	0.0	0.1	0.1	0.0	5.5	5.5	0.0	10.3	10.5	-0.2	11.4	15.4	-4.0	5.4	7.9	-2.5	
Mai FM	5.9	6.1	-0.2	9	20.6	18.5	2.1	15.5	16.4	-0.9	14.9	15.0	-0.1	8.8	8.6	0.2	0.5	0.7	-0.2	*	0.1	*	6.6	4.0	2.6	
Moana Radio	0.2	0.1	0.1	18	*	*	*	*	*	*	*	*	*	0.1	0.2	-0.1	0.1	0.2	-0.1	0.5	0.2	0.3	0.2	0.3	-0.1	
More FM	4.0	4.7	-0.7	11	8.5	8.7	-0.2	3.3	4.6	-1.3	5.6	4.9	0.7	4.8	4.4	0.4	4.5	4.6	-0.1	3.6	3.8	-0.2	6.6	6.5	0.1	
Newstalk ZB	13.1	12.5	0.6	1	3.0	0.9	2.1	2.7	2.0	0.7	2.9	3.1	-0.2	4.0	3.3	0.7	8.7	7.3	1.4	20.5	20.6	-0.1	5.3	4.6	0.7	
Radio Hauraki	2.1	2.1	0.0	12	2.5	4.3	-1.8	4.4	3.9	0.5	4.9	3.8	1.1	3.3	2.5	0.8	1.5	1.3	0.2	1.7	1.6	0.1	1.7	2.9	-1.2	
Rhema	0.7	0.6	0.1	15	0.1	*	*	1.0	0.7	0.3	0.8	0.7	0.1	0.5	0.5	0.0	0.4	0.4	0.0	1.6	1.3	0.3	1.5	1.4	0.1	
Rock	8.8	9.7	-0.9	4	9.0	10.4	-1.4	12.4	13.3	-0.9	16.2	15.9	0.3	17.9	17.3	0.6	11.1	12.9	-1.8	1.6	3.9	-2.3	9.7	10.4	-0.7	
SENZ Sport	0.4	0.4	0.0	16	*	*	*	*	*	*	*	*	*	*	*	*	0.6	0.6	0.0	0.7	0.7	0.0	*	*	*	
Star	0.4	0.2	0.2	16	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.2	0.2	0.0	1.1	0.6	0.5	0.4	0.3	0.1	
Tainui Live	*	*	*	*	0.1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Te Arawa FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
The Hits	6.1	5.8	0.3	8	7.5	5.2	2.3	11.1	10.2	0.9	9.2	9.5	-0.3	6.7	7.6	-0.9	5.6	6.1	-0.5	7.2	5.9	1.3	10.3	12.8	-2.5	
The Sound	8.9	10.3	-1.4	3	5.0	7.8	-2.8	3.4	5.0	-1.6	4.2	4.3	-0.1	10.3	11.9	-1.6	17.9	20.6	-2.7	13.3	14.3	-1.0	5.6	7.4	-1.8	
ZM	7.2	7.8	-0.6	7	11.2	12.8	-1.6	15.1	12.8	2.3	14.9	15.0	-0.1	12.1	12.7	-0.6	6.4	7.1	-0.7	3.0	2.6	0.4	11.0	11.6	-0.6	
MediaWorks Combo	52.0	56.6	-4.6		69.7	71.5	-1.8	55.5	61.6	-6.1	56.0	56.8	-0.8	59.1	61.7	-2.6	53.8	61.2	-7.4	42.3	50.3	-8.0	50.2	50.9	-0.7	
NZME Combo	39.2	35.7	3.5		27.1	24.9	2.2	38.1	33.0	5.1	38.1	35.9	2.2	32.9	31.8	1.1	33.9	30.0	3.9	46.2	39.0	7.2	36.5	35.2	1.3	
Potential (000)	198.0	192.8	5.2		38.4	37.6	0.8	57.8	56.3	1.5	57.0	55.2	1.8	84.7	82.4	2.3	55.1	54.0	1.1	52.1	51.2	0.9	36.7	35.9	0.8	
Sample	924	931	-7		153	147	6	269	265	4	277	274	3	380	379	1	242	243	-1	279	294	-15	191	194	-3	

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, or internet only listening to George FM, Humm FM

NZME Combo: Coast, Gold, Gold Sport, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui, Flava



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Station Share (%) by Daypart, People 10+

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	This	Last	+/-
Potential (000)	198.0	192.8	5.2
Sample Size	924	931	-7

	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	5.7	5.6	0.1	8	11.2	11.5	-0.3	10.4	11.4	-1.0	8.3	9.1	-0.8	3.9	3.5	0.4	2.4	2.9	-0.5	9.5	9.2	0.3
Coast	6.0	3.9	2.1	7	9.0	6.6	2.4	8.4	4.5	3.9	8.7	4.9	3.8	3.7	0.9	2.8	2.8	1.3	1.5	9.7	6.6	3.1
Edge	4.5	3.8	0.7	10	3.1	3.8	-0.7	3.2	4.3	-1.1	6.3	7.0	-0.7	2.0	1.5	0.5	8.2	9.2	-1.0	3.9	3.8	0.1
Gold	1.7	1.4	0.3	13	1.6	1.3	0.3	2.2	2.0	0.2	2.3	2.6	-0.3	1.5	1.6	-0.1	2.0	2.3	-0.3	2.2	2.4	-0.2
Gold Sport	*	0.2	*	*	*	*	*	0.1	0.1	0.0	*	*	*	*	*	*	*	*	*	0.2	0.2	0.0
Life FM	0.9	1.2	-0.3	14	0.6	0.6	0.0	0.7	0.7	0.0	1.1	1.5	-0.4	*	0.7	*	0.5	2.0	-1.5	1.2	1.2	0.0
Magic	7.4	8.2	-0.8	4	14.1	13.9	0.2	12.3	12.5	-0.2	8.7	8.5	0.2	6.7	8.7	-2.0	2.7	4.9	-2.2	11.0	13.4	-2.4
Mai FM	5.6	6.2	-0.6	9	4.2	4.9	-0.7	6.2	6.8	-0.6	2.8	2.5	0.3	0.8	1.1	-0.3	24.1	19.7	4.4	6.3	6.6	-0.3
Moana Radio	*	*	*	*	0.2	0.2	0.0	0.2	0.2	0.0	0.1	0.3	-0.2	0.3	0.3	0.0	*	*	*	0.3	0.1	0.2
More FM	3.2	3.8	-0.6	11	4.1	4.9	-0.8	4.1	4.3	-0.2	4.8	5.5	-0.7	2.4	2.4	0.0	2.7	3.2	-0.5	4.7	6.3	-1.6
Newstalk ZB	21.1	19.9	1.2	1	8.7	8.3	0.4	7.2	6.0	1.2	14.0	14.0	0.0	34.7	36.8	-2.1	19.7	19.7	0.0	10.6	10.8	-0.2
Radio Hauraki	2.4	2.0	0.4	12	2.7	2.3	0.4	1.8	2.1	-0.3	2.8	2.5	0.3	0.9	1.8	-0.9	2.7	2.0	0.7	1.6	1.8	-0.2
Rhema	0.8	0.8	0.0	15	0.2	0.1	0.1	0.2	0.2	0.0	0.8	0.9	-0.1	5.3	3.3	2.0	0.2	0.2	0.0	0.9	0.8	0.1
Rock	10.7	12.0	-1.3	2	8.7	10.1	-1.4	9.9	11.2	-1.3	11.6	13.6	-2.0	4.8	2.7	2.1	3.1	3.1	0.0	6.3	5.6	0.7
SENZ Sport	0.5	0.4	0.1	16	0.8	0.8	0.0	0.1	*	*	0.2	0.2	0.0	0.8	0.9	-0.1	0.6	0.7	-0.1	0.6	0.6	0.0
Star	*	0.2	*	*	0.5	0.3	0.2	0.4	0.1	0.3	0.8	0.1	0.7	0.6	0.3	0.3	*	*	*	0.4	0.5	-0.1
Tainui Live	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Te Arawa FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
The Hits	6.6	6.0	0.6	5	6.8	6.7	0.1	6.2	6.9	-0.7	5.3	4.8	0.5	2.2	1.7	0.5	2.1	3.7	-1.6	6.6	5.1	1.5
The Sound	6.4	7.4	-1.0	6	9.0	10.2	-1.2	9.9	11.1	-1.2	7.2	8.5	-1.3	10.1	11.9	-1.8	16.8	20.8	-4.0	9.0	10.7	-1.7
ZM	10.1	10.4	-0.3	3	5.6	5.9	-0.3	7.7	7.9	-0.2	8.0	10.2	-2.2	7.6	7.7	-0.1	2.9	3.1	-0.2	5.7	6.9	-1.2
MediaWorks Combo	44.7	48.1	-3.4		55.3	60.5	-5.2	56.7	62.2	-5.5	50.4	55.6	-5.2	31.3	32.5	-1.2	60.2	63.9	-3.7	53.1	57.7	-4.6
NZME Combo	48.0	43.8	4.2		34.5	31.1	3.4	34.5	30.5	4.0	41.9	38.9	3.0	51.0	50.6	0.4	32.1	32.2	-0.1	38.7	34.9	3.8

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MediaWorks Combo: Breeze, Edge, Magic, Mai FM, More FM, Rock, The Sound, or internet only listening to George FM, Humm FM
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Cumulative Audience (000's) by Demographic, Mon-Sun 12mn-12mn

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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	24.2	21.4	2.8	3	3.3	3.7	-0.4	4.6	4.6	0.0	6.9	5.3	1.6	10.1	8.8	1.3	6.7	6.1	0.6	7.3	5.9	1.4	4.9	3.4	1.5	
Coast	16.3	13.6	2.7	8	0.6	0.6	0.0	1.0	0.9	0.1	2.2	1.2	1.0	3.4	2.6	0.8	4.8	4.8	0.0	8.0	6.8	1.2	2.9	1.4	1.5	
Edge	16.3	16.7	-0.4	8	6.1	6.0	0.1	9.1	9.2	-0.1	7.4	7.8	-0.4	7.9	8.3	-0.4	1.6	1.9	-0.3	1.9	2.1	-0.2	4.2	4.5	-0.3	
Gold	7.7	7.5	0.2	13	0.5	1.0	-0.5	0.9	1.1	-0.2	0.4	0.6	-0.2	2.6	2.2	0.4	5.1	4.6	0.5	3.5	3.4	0.1	0.9	0.6	0.3	
Gold Sport	0.5	0.7	-0.2	19	0.3	0.2	0.1	0.2	0.2	0.0	0.2	0.2	0.0	0.2	0.2	0.0	*	*	*	*	*	*	*	*	*	
Life FM	5.2	5.9	-0.7	14	2.1	2.6	-0.5	2.0	2.0	0.0	2.3	2.5	-0.2	2.3	2.5	-0.2	0.6	0.7	-0.1	0.7	0.7	0.0	1.4	1.7	-0.3	
Magic	15.5	16.1	-0.6	10	0.5	0.5	0.0	0.4	0.4	0.0	0.3	0.4	-0.1	2.6	2.7	-0.1	4.3	4.3	0.0	5.3	6.4	-1.1	1.4	1.8	-0.4	
Mai FM	11.3	12.5	-1.2	12	2.6	3.4	-0.8	6.8	8.2	-1.4	8.0	8.1	-0.1	8.6	8.9	-0.3	0.7	0.9	-0.2	0.1	0.1	0.0	3.5	3.0	0.5	
Moana Radio	0.7	1.1	-0.4	18	0.1	0.1	0.0	0.3	0.4	-0.1	0.3	0.4	-0.1	0.4	0.9	-0.5	0.1	0.5	-0.4	0.1	*	*	0.3	0.4	-0.1	
More FM	20.3	21.0	-0.7	7	5.1	5.4	-0.3	6.1	6.0	0.1	6.8	7.1	-0.3	10.9	11.1	-0.2	7.1	6.7	0.4	4.1	4.0	0.1	5.0	5.2	-0.2	
Newstalk ZB	27.9	26.6	1.3	2	2.6	1.9	0.7	3.0	2.5	0.5	4.0	4.0	0.0	7.1	7.4	-0.3	9.1	8.6	0.5	12.1	11.1	1.0	4.6	4.6	0.0	
Radio Hauraki	12.4	12.0	0.4	11	3.1	3.4	-0.3	4.4	4.6	-0.2	5.0	5.2	-0.2	7.4	7.0	0.4	2.8	2.1	0.7	1.6	1.3	0.3	2.6	2.8	-0.2	
Rhema	3.0	3.0	0.0	15	0.2	*	*	0.9	0.6	0.3	0.7	0.6	0.1	1.4	1.4	0.0	1.4	1.7	-0.3	1.3	1.5	-0.2	0.7	0.8	-0.1	
Rock	23.8	22.4	1.4	4	4.7	4.6	0.1	8.0	8.2	-0.2	9.1	8.6	0.5	16.5	14.9	1.6	9.0	8.2	0.8	2.7	2.8	-0.1	5.3	5.0	0.3	
SENZ Sport	1.3	1.1	0.2	16	0.1	*	*	0.2	0.2	0.0	0.2	0.2	0.0	0.2	0.2	0.0	0.6	0.5	0.1	0.6	0.6	0.0	*	*	*	
Star	0.8	0.7	0.1	17	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	0.2	0.2	0.0	0.5	0.4	0.1	0.5	0.4	0.1	0.1	0.1	0.0	
Tainui Live	0.3	0.2	0.1	20	0.3	0.2	0.1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
Te Arawa FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
The Hits	21.0	18.7	2.3	5	5.3	4.3	1.0	7.4	7.4	0.0	6.2	6.5	-0.3	8.8	9.0	-0.2	6.4	5.4	1.0	6.0	4.9	1.1	4.6	4.7	-0.1	
The Sound	21.0	20.2	0.8	5	4.2	3.8	0.4	3.3	2.6	0.7	3.7	3.4	0.3	8.1	8.7	-0.6	10.4	11.1	-0.7	8.2	7.3	0.9	3.7	4.2	-0.5	
ZM	29.1	29.1	0.0	1	6.4	6.9	-0.5	15.0	13.7	1.3	15.1	14.2	0.9	19.4	19.1	0.3	6.7	7.1	-0.4	3.1	2.9	0.2	7.6	8.4	-0.8	
MediaWorks Combo	95.2	95.1	0.1		15.7	16.7	-1.0	25.1	26.8	-1.7	26.9	27.3	-0.4	43.4	43.7	-0.3	31.2	30.5	0.7	25.2	24.8	0.4	20.4	20.0	0.4	
NZME Combo	85.5	81.0	4.5		13.0	12.7	0.3	23.5	22.5	1.0	25.2	23.7	1.5	36.2	35.5	0.7	24.6	23.6	1.0	25.3	22.7	2.6	17.4	16.2	1.2	
All Commercial Radio	144.9	143.6	1.3		21.6	22.8	-1.2	36.8	37.8	-1.0	40.8	40.6	0.2	65.7	65.0	0.7	46.4	45.0	1.4	39.5	38.8	0.7	30.0	29.7	0.3	
Potential (000)	198.0	192.8	5.2		38.4	37.6	0.8	57.8	56.3	1.5	57.0	55.2	1.8	84.7	82.4	2.3	55.1	54.0	1.1	52.1	51.2	0.9	36.7	35.9	0.8	
Sample	924	931	-7		153	147	6	269	265	4	277	274	3	380	379	1	242	243	-1	279	294	-15	191	194	-3	

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

Survey Comparisons: 3/2023 - 1/2024

This Survey Period: Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 2024

Last Survey Period: Sun Sep 4 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023

	This	Last	+/-
Potential (000)	198.0	192.8	5.2
Sample Size	924	931	-7

	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	12.4	10.5	1.9	4	14.3	12.2	2.1	14.8	13.6	1.2	9.3	9.0	0.3	1.8	1.4	0.4	1.0	1.0	0.0	13.4	12.2	1.2	
Coast	8.4	5.9	2.5	10	10.9	8.2	2.7	10.0	7.2	2.8	7.1	4.7	2.4	1.6	0.9	0.7	1.9	1.2	0.7	12.1	10.5	1.6	
Edge	8.8	9.6	-0.8	9	5.1	6.3	-1.2	6.2	7.9	-1.7	7.6	7.7	-0.1	1.3	1.0	0.3	3.0	3.6	-0.6	8.3	8.2	0.1	
Gold	3.9	3.4	0.5	13	3.7	3.5	0.2	4.7	4.6	0.1	3.8	3.7	0.1	1.4	1.5	-0.1	1.4	1.7	-0.3	5.4	5.2	0.2	
Gold Sport	*	0.2	*	*	0.2	0.2	0.0	0.3	0.2	0.1	*	*	*	0.2	0.2	0.0	0.2	0.2	0.0	0.5	0.7	-0.2	
Life FM	2.6	2.9	-0.3	14	3.0	3.0	0.0	3.1	3.4	-0.3	2.9	3.1	-0.2	*	0.4	*	0.3	0.5	-0.2	2.8	2.8	0.0	
Magic	9.1	9.1	0.0	8	10.4	10.5	-0.1	11.7	11.9	-0.2	8.5	7.5	1.0	2.1	2.4	-0.3	2.1	1.8	0.3	10.7	11.5	-0.8	
Mai FM	6.8	7.4	-0.6	11	3.9	5.1	-1.2	6.8	7.7	-0.9	5.5	4.8	0.7	0.5	0.6	-0.1	3.2	2.7	0.5	7.6	7.7	-0.1	
Moana Radio	0.1	*	*	17	0.3	0.4	-0.1	0.4	0.8	-0.4	0.1	0.4	-0.3	0.2	0.2	0.0	*	*	*	0.3	0.4	-0.1	
More FM	9.5	8.9	0.6	7	6.3	8.2	-1.9	9.2	10.0	-0.8	9.2	9.5	-0.3	1.7	1.8	-0.1	2.2	2.5	-0.3	12.0	12.8	-0.8	
Newstalk ZB	20.0	18.3	1.7	1	11.9	11.6	0.3	12.0	11.5	0.5	11.4	11.3	0.1	9.8	9.9	-0.1	6.3	6.0	0.3	15.1	15.1	0.0	
Radio Hauraki	5.1	4.9	0.2	12	4.2	3.8	0.4	3.3	3.7	-0.4	3.6	2.9	0.7	0.3	0.9	-0.6	1.0	0.8	0.2	4.6	4.9	-0.3	
Rhema	1.4	1.4	0.0	15	0.4	0.4	0.0	1.1	0.9	0.2	0.8	0.9	-0.1	0.8	0.6	0.2	0.1	0.1	0.0	2.0	1.8	0.2	
Rock	13.0	13.0	0.0	3	12.6	12.1	0.5	15.2	14.5	0.7	14.0	13.6	0.4	3.5	2.8	0.7	1.9	1.6	0.3	14.2	12.3	1.9	
SENZ Sport	0.8	0.7	0.1	16	0.7	0.8	-0.1	0.5	0.2	0.3	0.8	0.5	0.3	0.5	0.5	0.0	0.5	0.5	0.0	0.9	0.8	0.1	
Star	0.1	0.2	-0.1	17	0.5	0.4	0.1	0.6	0.5	0.1	0.4	0.2	0.2	0.5	0.3	0.2	*	*	*	0.5	0.4	0.1	
Tainui Live	0.1	0.1	0.0	17	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.1	0.1	0.0
Te Arawa FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
The Hits	11.1	10.0	1.1	5	9.4	8.7	0.7	11.1	9.7	1.4	10.2	8.6	1.6	1.7	1.8	-0.1	1.4	1.6	-0.2	14.2	11.2	3.0	
The Sound	10.9	11.3	-0.4	6	8.7	8.9	-0.2	11.8	11.6	0.2	8.6	8.4	0.2	3.3	3.6	-0.3	2.5	2.8	-0.3	11.7	12.2	-0.5	
ZM	19.0	18.6	0.4	2	11.8	12.2	-0.4	15.7	16.0	-0.3	15.1	15.2	-0.1	3.0	2.9	0.1	2.3	2.4	-0.1	15.7	16.6	-0.9	
MediaWorks Combo	58.1	59.8	-1.7		54.2	56.2	-2.0	63.0	65.6	-2.6	56.0	55.0	1.0	13.5	12.6	0.9	12.8	12.5	0.3	67.8	66.7	1.1	
NZME Combo	60.4	55.8	4.6		45.5	42.3	3.2	51.5	47.7	3.8	45.1	40.5	4.6	17.8	17.3	0.5	12.6	11.8	0.8	57.4	54.8	2.6	
All Commercial Radio	108.9	108.2	0.7		93.0	94.5	-1.5	107.1	106.9	0.2	94.7	90.6	4.1	32.6	31.1	1.5	25.4	23.5	1.9	110.6	107.4	3.2	

MediaWorks Combo: Breeze, Edge, Magic, Mai FM, More FM, Rock, The Sound, or internet only listening to George FM, Humm FM

NZME Combo: Coast, Gold, Gold Sport, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui, Flava



TAURANGA COMMERCIAL RADIO - SURVEY 1 2024

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

Survey Comparisons: 3/2023 - 1/2024

This Survey Period: Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 2024
 Last Survey Period: Sun Sep 4 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023

	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	8:27	9:33	-1:06	10:42	13:38	-2:56	9:01	11:54	-2:53	4:46	4:33	0:12	5:39	7:24	-1:44	7:43	11:08	-3:25	9:25	11:06	-1:40	6:35	7:06	-0:30
Coast	11:25	8:19	3:05	1:18	1:24	-0:05	10:30	10:54	-0:23	8:51	9:27	-0:35	8:14	8:23	-0:09	11:45	6:22	5:23	10:06	5:39	4:27	8:20	5:39	2:41
Edge	5:54	5:56	-0:02	4:25	4:12	0:12	4:05	4:09	-0:04	4:54	5:32	-0:38	5:21	5:49	-0:28	14:20	12:10	2:09	10:35	10:10	0:24	4:29	4:38	-0:09
Gold	6:00	5:39	0:21	1:58	1:13	0:45	1:33	1:15	0:17	1:04	4:24	-3:19	9:09	9:36	-0:27	7:44	7:26	0:17	5:16	5:16	-0:00	2:25	4:13	-1:48
Gold Sport	3:10	3:10	0:00	4:15	4:15	0:00	1:00	1:00	0:00	1:00	1:00	0:00	1:00	1:00	0:00	*	*	*	*	*	*	*	*	*
Life FM	3:51	3:56	-0:05	3:20	4:07	-0:46	3:26	3:10	0:16	4:09	3:50	0:18	4:09	3:50	0:18	5:06	4:08	0:57	4:24	3:42	0:41	2:43	3:12	-0:29
Magic	15:54	15:51	0:03	1:16	1:15	0:00	0:53	0:54	-0:00	1:23	1:19	0:04	19:54	19:04	0:50	20:02	19:13	0:48	15:34	16:17	-0:43	13:16	15:00	-1:43
Mai FM	12:19	11:05	1:13	21:19	17:49	3:29	10:22	9:53	0:29	10:05	9:04	1:00	9:44	8:49	0:55	5:07	5:48	-0:40	3:00	3:00	0:00	6:37	4:42	1:55
Moana Radio	6:10	2:47	3:22	0:45	0:45	0:00	0:36	0:34	0:01	0:36	0:34	0:01	1:35	1:43	-0:08	4:30	2:36	1:53	27:05	28:15	-1:10	2:07	2:18	-0:10
More FM	4:39	5:04	-0:25	4:24	5:13	-0:48	2:30	3:45	-1:15	4:29	3:24	1:04	4:11	3:40	0:30	5:12	5:25	-0:13	6:17	6:28	-0:10	4:35	4:19	0:16
Newstalk ZB	11:00	10:38	0:21	3:04	1:37	1:27	4:13	3:51	0:21	3:51	3:43	0:08	5:24	4:06	1:17	7:49	6:43	1:06	12:20	12:38	-0:18	4:00	3:29	0:30
Radio Hauraki	4:04	3:56	0:07	2:05	4:03	-1:58	4:34	4:10	0:23	5:13	3:39	1:33	4:14	3:12	1:02	4:27	4:40	-0:12	7:37	8:17	-0:39	2:16	3:39	-1:22
Rhema	5:39	4:20	1:18	1:15	*	*	5:09	5:50	-0:40	6:00	5:50	0:09	3:32	3:09	0:23	2:20	2:00	0:19	8:46	5:41	3:04	7:44	6:04	1:39
Rock	8:43	9:46	-1:03	5:06	7:16	-2:09	7:05	7:57	-0:52	9:37	9:06	0:31	10:27	10:38	-0:11	10:17	12:34	-2:17	4:22	9:21	-4:58	6:26	7:12	-0:45
SENZ Sport	7:55	8:37	-0:41	0:45	*	*	0:15	0:15	0:00	0:15	0:15	0:00	0:15	0:15	0:00	8:13	10:00	-1:46	8:13	8:13	-0:00	*	*	*
Star	10:34	6:57	3:36	*	*	*	4:30	4:30	0:00	4:30	4:30	0:00	3:40	3:46	-0:06	3:51	3:40	0:11	15:58	9:54	6:03	8:45	8:45	0:00
Tainui Live	0:30	0:30	0:00	0:30	0:30	0:00	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Te Arawa FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
The Hits	6:48	7:01	-0:13	3:44	3:58	-0:14	6:50	6:50	0:00	7:55	7:08	0:46	7:23	7:48	-0:24	7:17	8:54	-1:37	8:43	8:10	0:32	7:41	9:23	-1:41
The Sound	9:59	11:29	-1:30	3:09	6:39	-3:30	4:37	9:27	-4:50	6:03	6:17	-0:14	12:13	12:30	-0:16	14:14	14:45	-0:30	11:43	13:17	-1:34	5:16	6:01	-0:44
ZM	5:47	6:04	-0:17	4:40	6:00	-1:19	4:35	4:37	-0:01	5:19	5:11	0:08	5:58	6:08	-0:09	7:53	7:57	-0:04	7:14	6:09	1:04	5:01	4:45	0:15
MediaWorks Combo	12:50	13:28	-0:37	11:47	13:54	-2:07	10:07	11:19	-1:11	11:15	10:12	1:02	13:04	13:00	0:04	14:17	15:56	-1:38	12:13	13:49	-1:36	8:34	8:46	-0:12
NZME Combo	10:46	9:58	0:48	5:31	6:21	-0:50	7:24	7:14	0:10	8:09	7:27	0:41	8:42	8:14	0:28	11:24	10:04	1:20	13:16	11:44	1:32	7:16	7:28	-0:12
All Commercial Radio	16:14	15:45	0:28	12:17	14:15	-1:58	12:26	13:00	-0:34	13:12	12:06	1:06	14:36	14:09	0:27	17:49	17:37	0:12	18:23	17:34	0:49	11:36	11:37	-0:01
Potential (000)	198.0	192.8	5.2	38.4	37.6	0.8	57.8	56.3	1.5	57.0	55.2	1.8	84.7	82.4	2.3	55.1	54.0	1.1	52.1	51.2	0.9	36.7	35.9	0.8
Sample	924	931	-7	153	147	6	269	265	4	277	274	3	380	379	1	242	243	-1	279	294	-15	191	194	-3

MediaWorks Combo: Breeze, Edge, Magic, Mai FM, More FM, Rock, The Sound, or internet only listening to George FM, Humm FM
 NZME Combo: Coast, Gold, Gold Sport, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui, Flava



TAURANGA COMMERCIAL RADIO - SURVEY 1 2024

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

Survey Comparisons: 3/2023 - 1/2024

This Survey Period: Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 2024

Last Survey Period: Sun Sep 4 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023

	This	Last	+/-
Potential (000)	198.0	192.8	5.2
Sample Size	924	931	-7

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

MediaWorks Combo: Breeze, Edge, Magic, Mai FM, More FM, Rock, The Sound, or internet only listening to George FM, Humm FM
 NZME Combo: Coast, Gold, Gold Sport, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui, Flava