



# TAURANGA COMMERCIAL RADIO - SURVEY 2 2024

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

Survey Comparisons: 1/2024 - 2/2024

This Survey Period: Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024

Last 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

	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	9.0	8.7	0.3	3	18.4	13.1	5.3	12.3	9.1	3.2	3.8	6.1	-2.3	5.8	5.9	-0.1	8.0	6.2	1.8	9.4	9.5	-0.1	7.0	9.3	-2.3
Channel X	2.4	n.a.	*	13	1.1	n.a.	*	3.6	n.a.	*	3.1	n.a.	*	5.2	n.a.	*	4.3	n.a.	*	0.4	n.a.	*	1.4	n.a.	*
Coast	7.2	7.9	-0.7	7	0.4	0.3	0.1	0.2	2.3	-2.1	1.5	3.6	-2.1	1.9	2.9	-1.0	7.7	6.9	0.8	10.8	11.2	-0.4	5.2	6.9	-1.7
Edge	2.7	4.1	-1.4	11	5.1	10.1	-5.0	5.2	8.1	-2.9	5.6	6.7	-1.1	3.4	4.4	-1.0	0.6	2.8	-2.2	1.1	2.7	-1.6	5.2	5.4	-0.2
Gold	1.8	2.0	-0.2	14	0.4	0.4	0.0	0.2	0.3	-0.1	*	0.1	*	2.5	2.5	0.0	4.9	4.8	0.1	2.4	2.6	-0.2	1.7	0.6	1.1
Gold Sport	0.2	0.1	0.1	20	0.6	0.5	0.1	*	*	*	*	*	*	*	*	*	*	*	0.3	*	*	*	*	*	
Life FM	0.7	0.8	-0.1	17	2.3	2.6	-0.3	0.6	1.5	-0.9	1.1	1.8	-0.7	0.6	1.0	-0.4	0.3	0.4	-0.1	0.3	0.4	-0.1	1.2	1.1	0.1
Magic	8.2	10.5	-2.3	5	0.1	0.2	-0.1	*	0.1	*	0.1	0.1	0.0	2.3	5.5	-3.2	5.1	10.3	-5.2	7.6	11.4	-3.8	5.5	5.4	0.1
Mai FM	4.9	5.9	-1.0	9	2.2	20.6	-18.4	10.1	15.5	-5.4	18.8	14.9	3.9	11.9	8.8	3.1	1.1	0.5	0.6	0.1	*	*	6.2	6.6	-0.4
Moana Radio	0.6	0.2	0.4	18	1.2	*	*	0.8	*	*	0.1	*	*	0.2	0.1	0.1	0.2	0.1	0.1	0.9	0.5	0.4	0.3	0.2	0.1
More FM	4.4	4.0	0.4	10	4.9	8.5	-3.6	3.3	3.3	0.0	5.2	5.6	-0.4	5.1	4.8	0.3	4.7	4.5	0.2	3.4	3.6	-0.2	7.5	6.6	0.9
Newstalk ZB	14.7	13.1	1.6	1	3.7	3.0	0.7	3.3	2.7	0.6	3.9	2.9	1.0	5.6	4.0	1.6	12.1	8.7	3.4	24.3	20.5	3.8	4.4	5.3	-0.9
Radio Hauraki	2.7	2.1	0.6	11	5.7	2.5	3.2	5.4	4.4	1.0	3.6	4.9	-1.3	3.5	3.3	0.2	2.8	1.5	1.3	1.9	1.7	0.2	1.1	1.7	-0.6
Rhema	1.3	0.7	0.6	15	0.1	0.1	0.0	1.0	1.0	0.0	1.1	0.8	0.3	0.7	0.5	0.2	0.4	0.4	0.0	3.2	1.6	1.6	2.6	1.5	1.1
Rock	8.4	8.8	-0.4	4	16.9	9.0	7.9	12.6	12.4	0.2	12.3	16.2	-3.9	14.0	17.9	-3.9	9.6	11.1	-1.5	2.3	1.6	0.7	10.5	9.7	0.8
SENZ Sport	0.6	0.4	0.2	18	0.1	*	*	*	*	*	*	*	*	*	*	*	0.8	0.6	0.2	0.8	0.7	0.1	*	*	*
Star	0.8	0.4	0.4	16	1.1	*	*	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.5	0.2	0.3	1.6	1.1	0.5	0.9	0.4	0.5
Tainui Live	*	*	*	*	*	0.1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Te Arawa FM	0.2	*	*	20	0.5	*	*	*	*	*	0.6	*	*	0.4	*	*	*	*	*	*	*	*	0.5	*	*
The Hits	6.6	6.1	0.5	8	14.9	7.5	7.4	12.1	11.1	1.0	5.7	9.2	-3.5	4.6	6.7	-2.1	6.7	5.6	1.1	7.4	7.2	0.2	11.4	10.3	1.1
The Sound	9.1	8.9	0.2	2	3.9	5.0	-1.1	2.2	3.4	-1.2	3.5	4.2	-0.7	10.1	10.3	-0.2	18.9	17.9	1.0	14.3	13.3	1.0	8.8	5.6	3.2
ZM	8.2	7.2	1.0	5	13.1	11.2	1.9	16.7	15.1	1.6	18.7	14.9	3.8	13.4	12.1	1.3	5.8	6.4	-0.6	3.9	3.0	0.9	15.0	11.0	4.0
MediaWorks Combo	50.3	52.0	-1.7		54.3	69.7	-15.4	52.1	55.5	-3.4	56.1	56.0	0.1	60.0	59.1	0.9	52.8	53.8	-1.0	38.8	42.3	-3.5	52.5	50.2	2.3
NZME Combo	42.7	39.2	3.5		40.1	27.1	13.0	43.1	38.1	5.0	38.6	38.1	0.5	34.6	32.9	1.7	40.0	33.9	6.1	50.9	46.2	4.7	39.4	36.5	2.9
Potential (000)	198.0	198.0	0.0		38.4	38.4	0.0	58.8	57.8	1.0	57.0	57.0	0.0	84.7	84.7	0.0	55.1	55.1	0.0	52.1	52.1	0.0	38.6	36.7	1.9
Sample	904	924	-20		165	153	12	264	269	-5	269	277	-8	376	380	-4	229	242	-13	250	279	-29	178	191	-13

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

MediaWorks Combo: Breeze, Channel X (from S2 2024), 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 2 2024

Station Share (%) by Daypart, People 10+

Survey Comparisons: 1/2024 - 2/2024

This Survey Period: Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024

Last 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

	This	Last	+/-
Potential (000)	198.0	198.0	0.0
Sample Size	904	924	-20

	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	6.8	5.7	1.1	5	11.4	11.2	0.2	11.5	10.4	1.1	9.5	8.3	1.2	4.3	3.9	0.4	1.5	2.4	-0.9	8.1	9.5	-1.4	
Channel X	1.7	n.a.	*	13	2.8	n.a.	*	3.3	n.a.	*	2.6	n.a.	*	1.0	n.a.	*	*	n.a.	*	2.1	n.a.	*	
Coast	6.4	6.0	0.4	7	8.2	9.0	-0.8	7.0	8.4	-1.4	7.5	8.7	-1.2	3.4	3.7	-0.3	3.8	2.8	1.0	8.3	9.7	-1.4	
Edge	3.2	4.5	-1.3	11	2.4	3.1	-0.7	2.1	3.2	-1.1	3.1	6.3	-3.2	2.4	2.0	0.4	4.6	8.2	-3.6	2.5	3.9	-1.4	
Gold	1.3	1.7	-0.4	15	2.1	1.6	0.5	2.5	2.2	0.3	1.6	2.3	-0.7	1.5	1.5	0.0	1.4	2.0	-0.6	1.6	2.2	-0.6	
Gold Sport	0.3	*	*	18	*	*	*	0.2	0.1	0.1	0.2	*	*	*	*	*	*	*	*	0.3	0.2	0.1	
Life FM	0.5	0.9	-0.4	17	0.6	0.6	0.0	0.6	0.7	-0.1	0.5	1.1	-0.6	0.3	*	*	1.1	0.5	0.6	1.1	1.2	-0.1	
Magic	5.5	7.4	-1.9	9	10.9	14.1	-3.2	9.8	12.3	-2.5	6.1	8.7	-2.6	6.0	6.7	-0.7	1.9	2.7	-0.8	9.1	11.0	-1.9	
Mai FM	8.0	5.6	2.4	4	5.3	4.2	1.1	3.1	6.2	-3.1	4.6	2.8	1.8	2.0	0.8	1.2	5.8	24.1	-18.3	4.4	6.3	-1.9	
Moana Radio	0.2	*	*	20	0.5	0.2	0.3	0.5	0.2	0.3	0.4	0.1	0.3	1.3	0.3	1.0	0.1	*	*	1.0	0.3	0.7	
More FM	3.9	3.2	0.7	10	3.7	4.1	-0.4	4.7	4.1	0.6	5.4	4.8	0.6	3.5	2.4	1.1	3.2	2.7	0.5	4.8	4.7	0.1	
Newstalk ZB	22.3	21.1	1.2	1	10.2	8.7	1.5	8.8	7.2	1.6	16.4	14.0	2.4	32.0	34.7	-2.7	27.3	19.7	7.6	12.4	10.6	1.8	
Radio Hauraki	2.7	2.4	0.3	12	2.2	2.7	-0.5	1.6	1.8	-0.2	3.3	2.8	0.5	1.1	0.9	0.2	5.3	2.7	2.6	4.0	1.6	2.4	
Rhema	1.5	0.8	0.7	14	0.4	0.2	0.2	0.4	0.2	0.2	1.3	0.8	0.5	10.1	5.3	4.8	0.9	0.2	0.7	1.5	0.9	0.6	
Rock	9.1	10.7	-1.6	3	7.7	8.7	-1.0	9.0	9.9	-0.9	9.8	11.6	-1.8	8.9	4.8	4.1	4.2	3.1	1.1	7.6	6.3	1.3	
SENZ Sport	0.7	0.5	0.2	16	0.9	0.8	0.1	0.1	0.1	0.0	0.2	0.2	0.0	1.1	0.8	0.3	0.9	0.6	0.3	0.6	0.6	0.0	
Star	0.3	*	*	18	1.1	0.5	0.6	0.8	0.4	0.4	1.3	0.8	0.5	1.5	0.6	0.9	*	*	*	0.7	0.4	0.3	
Tainui Live	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Te Arawa FM	0.1	*	*	21	*	*	*	*	*	*	0.8	*	*	*	*	*	*	*	*	0.5	*	*	
The Hits	5.8	6.6	-0.8	8	6.8	6.8	0.0	6.3	6.2	0.1	5.4	5.3	0.1	3.9	2.2	1.7	2.8	2.1	0.7	8.9	6.6	2.3	
The Sound	6.6	6.4	0.2	6	9.9	9.0	0.9	11.2	9.9	1.3	7.3	7.2	0.1	6.8	10.1	-3.3	20.4	16.8	3.6	7.5	9.0	-1.5	
ZM	10.3	10.1	0.2	2	7.4	5.6	1.8	9.8	7.7	2.1	8.4	8.0	0.4	4.2	7.6	-3.4	6.7	2.9	3.8	6.2	5.7	0.5	
MediaWorks Combo	46.1	44.7	1.4		56.5	55.3	1.2	55.6	56.7	-1.1	49.2	50.4	-1.2	37.1	31.3	5.8	42.1	60.2	-18.1	47.1	53.1	-6.0	
NZME Combo	49.1	48.0	1.1		36.9	34.5	2.4	39.0	34.5	4.5	43.2	41.9	1.3	46.2	51.0	-4.8	47.3	32.1	15.2	44.7	38.7	6.0	

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

MediaWorks Combo: Breeze, Channel X (from S2 2024), 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 2 2024

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

Survey Comparisons: 1/2024 - 2/2024

This Survey Period: Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024

Last 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

	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	23.6	24.2	-0.6	4	4.5	3.3	1.2	5.7	4.6	1.1	5.6	6.9	-1.3	9.5	10.1	-0.6	7.5	6.7	0.8	7.6	7.3	0.3	4.7	4.9	-0.2	
Channel X	5.8	n.a.	*	14	0.5	n.a.	*	1.6	n.a.	*	1.4	n.a.	*	4.2	n.a.	*	3.3	n.a.	*	0.7	n.a.	*	1.3	n.a.	*	
Coast	15.0	16.3	-1.3	10	1.1	0.6	0.5	1.0	1.0	0.0	1.6	2.2	-0.6	2.9	3.4	-0.5	4.5	4.8	-0.3	6.2	8.0	-1.8	1.9	2.9	-1.0	
Edge	15.1	16.3	-1.2	9	4.7	6.1	-1.4	7.7	9.1	-1.4	8.0	7.4	0.6	8.7	7.9	0.8	1.1	1.6	-0.5	1.3	1.9	-0.6	5.3	4.2	1.1	
Gold	6.8	7.7	-0.9	13	0.7	0.5	0.2	0.8	0.9	-0.1	0.2	0.4	-0.2	2.1	2.6	-0.5	5.1	5.1	0.0	3.6	3.5	0.1	1.2	0.9	0.3	
Gold Sport	0.8	0.5	0.3	21	0.6	0.3	0.3	0.1	0.2	-0.1	*	0.2	*	*	0.2	*	*	*	0.2	*	*	*	*	*	*	
Life FM	5.1	5.2	-0.1	15	2.4	2.1	0.3	1.8	2.0	-0.2	1.8	2.3	-0.5	1.8	2.3	-0.5	0.6	0.6	0.0	0.9	0.7	0.2	1.0	1.4	-0.4	
Magic	13.6	15.5	-1.9	12	0.3	0.5	-0.2	0.3	0.4	-0.1	0.5	0.3	0.2	1.3	2.6	-1.3	1.8	4.3	-2.5	4.9	5.3	-0.4	1.0	1.4	-0.4	
Mai FM	15.8	11.3	4.5	8	2.4	2.6	-0.2	9.6	6.8	2.8	10.9	8.0	2.9	12.7	8.6	4.1	2.6	0.7	1.9	0.8	0.1	0.7	3.9	3.5	0.4	
Moana Radio	3.7	0.7	3.0	16	2.9	0.1	2.8	2.9	0.3	2.6	0.4	0.3	0.1	0.5	0.4	0.1	0.2	0.1	0.1	0.3	0.1	0.2	0.5	0.3	0.2	
More FM	23.2	20.3	2.9	6	5.9	5.1	0.8	8.0	6.1	1.9	7.2	6.8	0.4	11.4	10.9	0.5	7.6	7.1	0.5	5.0	4.1	0.9	6.7	5.0	1.7	
Newstalk ZB	32.9	27.9	5.0	2	5.7	2.6	3.1	5.5	3.0	2.5	3.1	4.0	-0.9	7.1	7.1	0.0	10.9	9.1	1.8	14.3	12.1	2.2	3.4	4.6	-1.2	
Radio Hauraki	14.6	12.4	2.2	11	3.6	3.1	0.5	5.2	4.4	0.8	5.3	5.0	0.3	8.6	7.4	1.2	4.0	2.8	1.2	2.5	1.6	0.9	2.6	2.6	0.0	
Rhema	2.7	3.0	-0.3	17	0.3	0.2	0.1	1.3	0.9	0.4	1.1	0.7	0.4	1.1	1.4	-0.3	0.4	1.4	-1.0	0.9	1.3	-0.4	1.1	0.7	0.4	
Rock	26.9	23.8	3.1	3	7.7	4.7	3.0	10.3	8.0	2.3	9.3	9.1	0.2	14.9	16.5	-1.6	8.5	9.0	-0.5	4.3	2.7	1.6	6.2	5.3	0.9	
SENZ Sport	1.3	1.3	0.0	19	0.2	0.1	0.1	*	0.2	*	*	0.2	*	*	0.2	*	0.7	0.6	0.1	0.7	0.6	0.1	*	*	*	
Star	1.7	0.8	0.9	18	0.3	*	*	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.2	-0.1	0.7	0.5	0.2	0.9	0.5	0.4	0.4	0.1	0.3	
Tainui Live	*	0.3	*	*	*	0.3	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Te Arawa FM	1.0	*	*	20	0.3	*	*	*	*	*	0.7	*	*	0.7	*	*	*	*	*	*	*	*	0.5	*	*	
The Hits	23.4	21.0	2.4	5	7.5	5.3	2.2	7.7	7.4	0.3	4.7	6.2	-1.5	8.1	8.8	-0.7	8.1	6.4	1.7	6.9	6.0	0.9	5.2	4.6	0.6	
The Sound	21.0	21.0	0.0	7	4.3	4.2	0.1	3.0	3.3	-0.3	3.6	3.7	-0.1	6.7	8.1	-1.4	9.7	10.4	-0.7	9.5	8.2	1.3	2.7	3.7	-1.0	
ZM	34.7	29.1	5.6	1	10.3	6.4	3.9	17.8	15.0	2.8	16.5	15.1	1.4	20.8	19.4	1.4	7.1	6.7	0.4	3.6	3.1	0.5	10.2	7.6	2.6	
MediaWorks Combo	108.6	95.2	13.4		19.8	15.7	4.1	33.4	25.1	8.3	32.7	26.9	5.8	50.2	43.4	6.8	33.6	31.2	2.4	28.1	25.2	2.9	22.1	20.4	1.7	
NZME Combo	96.4	85.5	10.9		18.4	13.0	5.4	30.2	23.5	6.7	27.0	25.2	1.8	39.7	36.2	3.5	28.7	24.6	4.1	28.2	25.3	2.9	18.5	17.4	1.1	
All Commercial Radio	156.7	144.9	11.8		26.8	21.6	5.2	45.4	36.8	8.6	45.9	40.8	5.1	70.5	65.7	4.8	47.9	46.4	1.5	43.0	39.5	3.5	31.5	30.0	1.5	
Potential (000)	198.0	198.0	0.0		38.4	38.4	0.0	58.8	57.8	1.0	57.0	57.0	0.0	84.7	84.7	0.0	55.1	55.1	0.0	52.1	52.1	0.0	38.6	36.7	1.9	
Sample	904	924	-20		165	153	12	264	269	-5	269	277	-8	376	380	-4	229	242	-13	250	279	-29	178	191	-13	

MediaWorks Combo: Breeze, Channel X (from S2 2024), 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 2 2024

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

Survey Comparisons: 1/2024 - 2/2024

This Survey Period: Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024

Last 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

	This	Last	+/-
Potential (000)	198.0	198.0	0.0
Sample Size	904	924	-20

	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	14.3	12.4	1.9	3	13.2	14.3	-1.1	13.4	14.8	-1.4	10.5	9.3	1.2	2.3	1.8	0.5	1.0	1.0	0.0	12.4	13.4	-1.0	
Channel X	3.3	n.a.	*	13	2.7	n.a.	*	3.9	n.a.	*	3.6	n.a.	*	1.2	n.a.	*	*	n.a.	*	3.9	n.a.	*	
Coast	7.5	8.4	-0.9	9	10.1	10.9	-0.8	9.8	10.0	-0.2	7.0	7.1	-0.1	1.6	1.6	0.0	2.2	1.9	0.3	10.4	12.1	-1.7	
Edge	7.4	8.8	-1.4	11	4.3	5.1	-0.8	6.2	6.2	0.0	6.2	7.6	-1.4	2.2	1.3	0.9	1.6	3.0	-1.4	7.9	8.3	-0.4	
Gold	2.9	3.9	-1.0	14	3.1	3.7	-0.6	4.7	4.7	0.0	3.3	3.8	-0.5	1.2	1.4	-0.2	0.9	1.4	-0.5	5.0	5.4	-0.4	
Gold Sport	0.2	*	*	21	0.2	0.2	0.0	0.7	0.3	0.4	0.3	*	*	*	0.2	*	*	0.2	*	0.7	0.5	0.2	
Life FM	2.2	2.6	-0.4	15	2.2	3.0	-0.8	2.2	3.1	-0.9	2.1	2.9	-0.8	0.4	*	*	0.6	0.3	0.3	2.5	2.8	-0.3	
Magic	7.5	9.1	-1.6	9	9.1	10.4	-1.3	10.2	11.7	-1.5	6.8	8.5	-1.7	1.7	2.1	-0.4	1.5	2.1	-0.6	10.0	10.7	-0.7	
Mai FM	10.8	6.8	4.0	7	6.8	3.9	2.9	5.9	6.8	-0.9	8.2	5.5	2.7	1.4	0.5	0.9	1.5	3.2	-1.7	10.7	7.6	3.1	
Moana Radio	0.7	0.1	0.6	18	0.9	0.3	0.6	0.5	0.4	0.1	0.3	0.1	0.2	2.1	0.2	1.9	0.3	*	*	3.0	0.3	2.7	
More FM	11.9	9.5	2.4	5	6.2	6.3	-0.1	8.3	9.2	-0.9	10.3	9.2	1.1	3.0	1.7	1.3	2.2	2.2	0.0	12.5	12.0	0.5	
Newstalk ZB	23.3	20.0	3.3	1	15.0	11.9	3.1	15.1	12.0	3.1	13.3	11.4	1.9	9.6	9.8	-0.2	8.0	6.3	1.7	19.5	15.1	4.4	
Radio Hauraki	4.9	5.1	-0.2	12	4.2	4.2	0.0	3.3	3.3	0.0	4.0	3.6	0.4	0.6	0.3	0.3	2.5	1.0	1.5	6.0	4.6	1.4	
Rhema	1.6	1.4	0.2	16	1.2	0.4	0.8	1.4	1.1	0.3	1.1	0.8	0.3	1.3	0.8	0.5	0.3	0.1	0.2	2.4	2.0	0.4	
Rock	13.8	13.0	0.8	4	13.0	12.6	0.4	14.9	15.2	-0.3	14.4	14.0	0.4	5.8	3.5	2.3	2.3	1.9	0.4	17.2	14.2	3.0	
SENZ Sport	1.0	0.8	0.2	17	0.6	0.7	-0.1	0.7	0.5	0.2	0.9	0.8	0.1	0.5	0.5	0.0	0.5	0.5	0.0	0.8	0.9	-0.1	
Star	0.3	0.1	0.2	19	1.4	0.5	0.9	1.0	0.6	0.4	1.0	0.4	0.6	0.8	0.5	0.3	*	*	*	1.0	0.5	0.5	
Tainui Live	*	0.1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.1	*
Te Arawa FM	0.3	*	*	19	*	*	*	*	*	*	1.0	*	*	*	*	*	*	*	*	*	1.0	*	*
The Hits	11.6	11.1	0.5	6	12.2	9.4	2.8	13.0	11.1	1.9	10.5	10.2	0.3	2.3	1.7	0.6	1.7	1.4	0.3	16.4	14.2	2.2	
The Sound	9.8	10.9	-1.1	8	9.3	8.7	0.6	12.2	11.8	0.4	8.4	8.6	-0.2	2.5	3.3	-0.8	2.2	2.5	-0.3	11.9	11.7	0.2	
ZM	22.8	19.0	3.8	2	14.8	11.8	3.0	22.2	15.7	6.5	17.9	15.1	2.8	3.6	3.0	0.6	4.4	2.3	2.1	17.9	15.7	2.2	
MediaWorks Combo	66.7	58.1	8.6		57.7	54.2	3.5	66.1	63.0	3.1	61.8	56.0	5.8	19.0	13.5	5.5	11.1	12.8	-1.7	76.1	67.8	8.3	
NZME Combo	64.0	60.4	3.6		52.0	45.5	6.5	61.7	51.5	10.2	51.6	45.1	6.5	18.4	17.8	0.6	16.5	12.6	3.9	65.8	57.4	8.4	
All Commercial Radio	117.9	108.9	9.0		99.0	93.0	6.0	113.8	107.1	6.7	104.7	94.7	10.0	38.6	32.6	6.0	27.5	25.4	2.1	124.3	110.6	13.7	

MediaWorks Combo: Breeze, Channel X (from S2 2024), 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 2 2024

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

Survey Comparisons: 1/2024 - 2/2024

This Survey Period: Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024

Last 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

	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	9:37	8:27	1:09	13:57	10:42	3:14	11:52	9:01	2:51	3:56	4:46	-0:50	5:52	5:39	0:13	8:36	7:43	0:53	10:09	9:25	0:43	5:28	6:35	-1:07
Channel X	10:26	n.a.	*	6:39	n.a.	*	12:07	n.a.	*	13:06	n.a.	*	11:56	n.a.	*	10:15	n.a.	*	4:04	n.a.	*	4:13	n.a.	*
Coast	12:01	11:25	0:36	1:18	1:18	0:00	1:15	10:30	-9:15	5:15	8:51	-3:36	6:30	8:14	-1:44	13:52	11:45	2:07	14:08	10:06	4:01	9:48	8:20	1:27
Edge	4:25	5:54	-1:28	3:38	4:25	-0:46	3:44	4:05	-0:20	4:01	4:54	-0:52	3:45	5:21	-1:35	4:35	14:20	-9:44	6:51	10:35	-3:43	3:37	4:29	-0:51
Gold	6:46	6:00	0:45	1:54	1:58	-0:04	1:38	1:33	0:05	0:30	1:04	-0:34	11:18	9:09	2:09	7:45	7:44	0:01	5:20	5:16	0:03	4:56	2:25	2:31
Gold Sport	6:05	3:10	2:54	3:20	4:15	-0:54	0:15	1:00	-0:45	*	1:00	*	*	1:00	*	*	*	*	15:30	*	*	*	*	*
Life FM	3:16	3:51	-0:34	3:14	3:20	-0:06	1:46	3:26	-1:40	3:23	4:09	-0:45	3:23	4:09	-0:45	4:39	5:06	-0:27	3:07	4:24	-1:16	4:24	2:43	1:40
Magic	15:12	15:54	-0:41	1:30	1:16	0:13	1:00	0:53	0:06	1:28	1:23	0:04	16:59	19:54	-2:55	22:39	20:02	2:36	12:44	15:34	-2:49	19:43	13:16	6:26
Mai FM	7:47	12:19	-4:32	3:04	21:19	-18:15	5:47	10:22	-4:35	9:53	10:05	-0:12	9:04	9:44	-0:39	3:19	5:07	-1:47	1:26	3:00	-1:33	5:51	6:37	-0:46
Moana Radio	3:45	6:10	-2:25	1:27	0:45	0:42	1:37	0:36	1:01	2:00	0:36	1:23	3:59	1:35	2:24	8:24	4:30	3:54	27:05	27:05	0:00	2:32	2:07	0:25
More FM	4:44	4:39	0:04	2:47	4:24	-1:36	2:18	2:30	-0:11	4:08	4:29	-0:20	4:19	4:11	0:08	5:01	5:12	-0:10	5:31	6:17	-0:45	4:08	4:35	-0:27
Newstalk ZB	11:10	11:00	0:10	2:10	3:04	-0:53	3:21	4:13	-0:51	7:10	3:51	3:19	7:40	5:24	2:16	8:57	7:49	1:07	13:50	12:20	1:30	4:47	4:00	0:46
Radio Hauraki	4:40	4:04	0:36	5:26	2:05	3:21	5:43	4:34	1:09	3:51	5:13	-1:22	3:54	4:14	-0:20	5:39	4:27	1:11	6:17	7:37	-1:20	1:32	2:16	-0:44
Rhema	12:22	5:39	6:43	1:21	1:15	0:06	4:25	5:09	-0:44	5:37	6:00	-0:22	5:37	3:32	2:05	7:54	2:20	5:34	27:54	8:46	19:08	8:25	7:44	0:41
Rock	7:49	8:43	-0:53	7:24	5:06	2:17	6:43	7:05	-0:21	7:31	9:37	-2:06	9:04	10:27	-1:22	9:06	10:17	-1:10	4:18	4:22	-0:04	6:10	6:26	-0:15
SENZ Sport	11:07	7:55	3:11	0:45	0:45	0:00	*	0:15	*	*	0:15	*	*	0:15	*	9:01	8:13	0:47	9:01	8:13	0:47	*	*	*
Star	11:46	10:34	1:12	12:30	*	*	4:30	4:30	0:00	4:30	4:30	0:00	4:30	3:40	0:49	6:08	3:51	2:17	14:40	15:58	-1:17	8:45	8:45	0:00
Tainui Live	*	0:30	*	*	0:30	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Te Arawa FM	5:06	*	*	6:00	*	*	*	*	*	4:46	*	*	4:46	*	*	*	*	*	*	*	*	4:00	*	*
The Hits	7:01	6:48	0:12	6:43	3:44	2:59	8:36	6:50	1:46	6:53	7:55	-1:01	5:32	7:23	-1:51	6:37	7:17	-0:39	8:41	8:43	-0:01	8:09	7:41	0:28
The Sound	10:48	9:59	0:49	3:00	3:09	-0:08	3:57	4:37	-0:40	5:33	6:03	-0:30	14:29	12:13	2:15	15:44	14:14	1:29	12:11	11:43	0:28	11:57	5:16	6:40
ZM	5:54	5:47	0:06	4:17	4:40	-0:23	5:09	4:35	0:33	6:27	5:19	1:07	6:12	5:58	0:14	6:33	7:53	-1:19	8:46	7:14	1:31	5:25	5:01	0:24
MediaWorks Combo	11:37	12:50	-1:13	9:16	11:47	-2:31	8:34	10:07	-1:32	9:46	11:15	-1:28	11:31	13:04	-1:32	12:42	14:17	-1:35	11:16	12:13	-0:57	8:44	8:34	0:10
NZME Combo	11:06	10:46	0:19	7:20	5:31	1:48	7:50	7:24	0:26	8:08	8:09	-0:00	8:24	8:42	-0:18	11:13	11:24	-0:10	14:45	13:16	1:29	7:49	7:16	0:32
All Commercial Radio	16:00	16:14	-0:13	12:34	12:17	0:17	12:07	12:26	-0:19	12:23	13:12	-0:48	13:41	14:36	-0:55	16:50	17:49	-0:59	18:59	18:23	0:36	11:42	11:36	0:06
Potential (000)	198.0	198.0	0.0	38.4	38.4	0.0	58.8	57.8	1.0	57.0	57.0	0.0	84.7	84.7	0.0	55.1	55.1	0.0	52.1	52.1	0.0	38.6	36.7	1.9
Sample	904	924	-20	165	153	12	264	269	-5	269	277	-8	376	380	-4	229	242	-13	250	279	-29	178	191	-13

MediaWorks Combo: Breeze, Channel X (from S2 2024), 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 2 2024

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

Survey Comparisons: 1/2024 - 2/2024

This Survey Period: Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024

Last 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

	This	Last	+/-
Potential (000)	198.0	198.0	0.0
Sample Size	904	924	-20

	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	2:08	2:02	0:06	4:07	3:34	0:33	4:53	3:54	0:59	2:35	2:19	0:16	1:48	1:56	-0:07	1:20	2:25	-1:04	3:29	3:14	0:15	
Channel X	2:22	n.a.	*	4:58	n.a.	*	4:51	n.a.	*	2:09	n.a.	*	0:47	n.a.	*	*	n.a.	*	2:53	n.a.	*	
Coast	3:50	3:10	0:39	3:51	3:44	0:07	4:06	4:35	-0:29	3:05	3:12	-0:07	2:03	2:03	0:00	1:32	1:26	0:06	4:14	3:39	0:34	
Edge	1:56	2:15	-0:19	2:42	2:45	-0:03	1:55	2:51	-0:55	1:25	2:10	-0:45	1:02	1:19	-0:17	2:28	2:45	-0:16	1:43	2:09	-0:25	
Gold	2:00	1:54	0:06	3:10	1:57	1:13	3:05	2:37	0:28	1:24	1:34	-0:10	1:14	0:59	0:14	1:21	1:28	-0:07	1:44	1:50	-0:06	
Gold Sport	7:00	*	*	0:30	0:15	0:15	2:08	2:00	0:08	1:30	*	*	*	0:15	*	*	0:15	*	2:27	1:35	0:51	
Life FM	0:57	1:33	-0:35	1:14	0:56	0:18	1:26	1:15	0:11	0:42	1:02	-0:19	0:48	*	*	1:46	1:46	0:00	2:17	2:01	0:16	
Magic	3:15	3:33	-0:17	5:44	6:12	-0:27	5:29	5:47	-0:17	2:33	2:42	-0:08	3:31	2:51	0:40	1:07	1:19	-0:11	4:51	4:40	0:11	
Mai FM	3:21	3:35	-0:14	3:45	4:56	-1:10	3:02	5:01	-1:59	1:36	1:20	0:15	1:24	1:23	0:00	3:21	7:33	-4:12	2:11	3:48	-1:37	
Moana Radio	1:06	0:30	0:36	2:44	2:37	0:07	5:41	3:34	2:06	4:25	4:45	-0:19	0:35	1:05	-0:30	0:15	*	*	1:43	3:27	-1:44	
More FM	1:27	1:29	-0:01	2:51	2:58	-0:07	3:15	2:29	0:46	1:31	1:21	0:09	1:09	1:13	-0:04	1:19	1:14	0:05	2:03	1:47	0:15	
Newstalk ZB	4:18	4:37	-0:19	3:13	3:20	-0:06	3:20	3:16	0:03	3:33	3:13	0:20	3:13	3:10	0:02	3:02	3:06	-0:03	3:25	3:12	0:13	
Radio Hauraki	2:29	2:02	0:26	2:29	2:57	-0:28	2:44	2:58	-0:14	2:21	2:02	0:19	1:40	2:34	-0:54	1:55	2:32	-0:37	3:33	1:34	1:59	
Rhema	4:20	2:27	1:52	1:25	1:56	-0:31	1:37	1:17	0:19	3:25	2:29	0:56	7:21	5:39	1:42	2:30	2:30	0:00	3:22	2:08	1:13	
Rock	2:58	3:36	-0:38	2:49	3:08	-0:19	3:28	3:36	-0:07	1:58	2:10	-0:12	1:29	1:14	0:15	1:35	1:38	-0:02	2:21	1:59	0:21	
SENZ Sport	3:08	2:20	0:48	7:23	5:26	1:57	0:59	0:42	0:16	0:30	0:36	-0:05	2:19	1:30	0:49	1:36	1:15	0:21	4:10	3:21	0:49	
Star	3:40	1:15	2:25	3:44	4:32	-0:47	4:14	3:40	0:33	3:47	5:00	-1:12	1:52	1:03	0:48	*	*	*	3:25	3:27	-0:01	
Tainui Live	*	0:30	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0:30	*
Te Arawa FM	1:00	*	*	*	*	*	*	*	*	2:16	*	*	*	*	*	*	*	*	2:33	*	*	
The Hits	2:16	2:37	-0:20	2:37	3:18	-0:40	2:47	3:06	-0:18	1:29	1:22	0:07	1:38	1:06	0:32	1:26	1:28	-0:01	2:55	2:06	0:48	
The Sound	3:01	2:34	0:26	5:04	4:42	0:21	5:15	4:38	0:37	2:30	2:13	0:17	2:40	2:44	-0:03	8:18	6:42	1:36	3:22	3:31	-0:08	
ZM	2:02	2:19	-0:17	2:22	2:09	0:12	2:31	2:41	-0:10	1:21	1:23	-0:01	1:08	2:15	-1:06	1:21	1:17	0:04	1:50	1:38	0:11	
MediaWorks Combo	3:06	3:22	-0:15	4:39	4:39	0:00	4:48	4:58	-0:09	2:17	2:21	-0:03	1:53	2:04	-0:10	3:22	4:43	-1:21	3:18	3:33	-0:14	
NZME Combo	3:27	3:29	-0:01	3:22	3:27	-0:05	3:36	3:41	-0:04	2:24	2:26	-0:01	2:25	2:33	-0:08	2:33	2:33	-0:00	3:38	3:03	0:34	
All Commercial Radio	3:49	4:02	-0:12	4:48	4:54	-0:05	5:01	5:09	-0:07	2:45	2:46	-0:00	2:30	2:44	-0:13	3:14	3:56	-0:41	4:18	4:06	0:12	

MediaWorks Combo: Breeze, Channel X (from S2 2024), 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