



TAURANGA COMMERCIAL RADIO - SURVEY 3 2024

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

Survey Comparisons: 2/2024 - 3/2024

This Survey Period: Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024 & Sun Aug 11 to Sat Nov 2 2024
 Last 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

	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	9.0	-0.6	4	20.5	18.4	2.1	14.3	12.3	2.0	5.7	3.8	1.9	4.8	5.8	-1.0	5.1	8.0	-2.9	8.1	9.4	-1.3	5.4	7.0	-1.6	
Channel X	5.4	2.4	3.0	9	3.1	1.1	2.0	9.1	3.6	5.5	10.3	3.1	7.2	10.8	5.2	5.6	5.8	4.3	1.5	2.4	0.4	2.0	3.7	1.4	2.3	
Coast	7.8	7.2	0.6	6	0.1	0.4	-0.3	0.1	0.2	-0.1	1.7	1.5	0.2	2.9	1.9	1.0	8.4	7.7	0.7	11.9	10.8	1.1	10.6	5.2	5.4	
Edge	2.5	2.7	-0.2	12	6.6	5.1	1.5	3.9	5.2	-1.3	4.7	5.6	-0.9	3.7	3.4	0.3	1.1	0.6	0.5	0.1	1.1	-1.0	7.1	5.2	1.9	
Gold	2.5	1.8	0.7	12	0.6	0.4	0.2	0.2	0.2	0.0	0.2	*	*	2.0	2.5	-0.5	6.7	4.9	1.8	4.9	2.4	2.5	1.4	1.7	-0.3	
Gold Sport	0.3	0.2	0.1	19	0.1	0.6	-0.5	*	*	*	*	*	*	*	*	*	0.5	*	*	1.0	0.3	0.7	*	*	*	
Life FM	0.6	0.7	-0.1	18	2.0	2.3	-0.3	0.7	0.6	0.1	0.3	1.1	-0.8	0.4	0.6	-0.2	0.7	0.3	0.4	0.5	0.3	0.2	0.2	1.2	-1.0	
Magic	9.4	8.2	1.2	2	0.4	0.1	0.3	0.1	*	*	0.2	0.1	0.1	6.4	2.3	4.1	10.5	5.1	5.4	8.7	7.6	1.1	1.3	5.5	-4.2	
Mai FM	3.4	4.9	-1.5	11	6.9	2.2	4.7	8.9	10.1	-1.2	8.5	18.8	-10.3	6.1	11.9	-5.8	1.8	1.1	0.7	0.4	0.1	0.3	7.0	6.2	0.8	
Moana Radio	0.8	0.6	0.2	16	1.8	1.2	0.6	1.1	0.8	0.3	0.3	0.1	0.2	0.3	0.2	0.1	1.1	0.2	0.9	1.4	0.9	0.5	2.1	0.3	1.8	
More FM	4.7	4.4	0.3	10	2.9	4.9	-2.0	3.4	3.3	0.1	6.5	5.2	1.3	4.9	5.1	-0.2	5.1	4.7	0.4	5.3	3.4	1.9	12.5	7.5	5.0	
Newstalk ZB	14.2	14.7	-0.5	1	4.0	3.7	0.3	3.4	3.3	0.1	5.7	3.9	1.8	6.4	5.6	0.8	10.2	12.1	-1.9	20.3	24.3	-4.0	6.6	4.4	2.2	
Radio Hauraki	2.3	2.7	-0.4	14	3.1	5.7	-2.6	6.4	5.4	1.0	5.4	3.6	1.8	3.9	3.5	0.4	2.1	2.8	-0.7	1.3	1.9	-0.6	0.6	1.1	-0.5	
Rhema	0.3	1.3	-1.0	19	0.1	0.1	0.0	0.3	1.0	-0.7	0.5	1.1	-0.6	0.3	0.7	-0.4	*	0.4	*	0.7	3.2	-2.5	0.9	2.6	-1.7	
Rock	8.6	8.4	0.2	3	18.8	16.9	1.9	13.9	12.6	1.3	14.4	12.3	2.1	14.9	14.0	0.9	9.0	9.6	-0.6	1.6	2.3	-0.7	7.2	10.5	-3.3	
SENZ (Sport Nation)*	2.0	0.6	1.4	15	*	0.1	*	*	*	*	*	*	*	*	*	*	0.5	0.8	-0.3	2.2	0.8	1.4	*	*	*	
Star	0.7	0.8	-0.1	17	0.6	1.1	-0.5	0.1	0.1	0.0	0.1	0.1	0.0	*	0.1	*	0.4	0.5	-0.1	1.4	1.6	-0.2	0.5	0.9	-0.4	
Tainui Live	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Te Arawa FM	0.3	0.2	0.1	19	0.8	0.5	0.3	0.2	*	*	0.9	0.6	0.3	0.5	0.4	0.1	*	*	*	*	*	*	0.7	0.5	0.2	
The Hits	5.8	6.6	-0.8	8	13.7	14.9	-1.2	11.4	12.1	-0.7	6.3	5.7	0.6	5.1	4.6	0.5	4.6	6.7	-2.1	6.0	7.4	-1.4	6.3	11.4	-5.1	
The Sound	7.8	9.1	-1.3	6	2.9	3.9	-1.0	2.1	2.2	-0.1	2.2	3.5	-1.3	5.6	10.1	-4.5	16.8	18.9	-2.1	16.1	14.3	1.8	6.3	8.8	-2.5	
ZM	7.9	8.2	-0.3	5	8.0	13.1	-5.1	15.3	16.7	-1.4	18.7	18.7	0.0	14.9	13.4	1.5	6.8	5.8	1.0	3.5	3.9	-0.4	16.7	15.0	1.7	
MediaWorks Combo	51.6	50.3	1.3		63.6	54.3	9.3	57.9	52.1	5.8	56.8	56.1	0.7	60.2	60.0	0.2	55.7	52.8	2.9	42.7	38.8	3.9	51.2	52.5	-1.3	
NZME Combo	41.6	42.7	-1.1		30.9	40.1	-9.2	38.9	43.1	-4.2	40.3	38.6	1.7	36.6	34.6	2.0	39.3	40.0	-0.7	49.0	50.9	-1.9	42.8	39.4	3.4	
Potential (000)	198.0	198.0	0.0		38.4	38.4	0.0	59.4	58.8	0.6	57.0	57.0	0.0	84.7	84.7	0.0	55.1	55.1	0.0	52.1	52.1	0.0	34.0	38.6	-4.6	
Sample	832	904	-72		153	165	-12	216	264	-48	218	269	-51	338	376	-38	226	229	-3	230	250	-20	153	178	-25	

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

*SENZ rebranded to Sport Nation from Nov 19th 2024



TAURANGA COMMERCIAL RADIO - SURVEY 3 2024

Station Share (%) by Daypart, People 10+

Survey Comparisons: 2/2024 - 3/2024

This Survey Period: Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024 & Sun Aug 11 to Sat Nov 2 2024

Last 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

	This	Last	+/-
Potential (000)	198.0	198.0	0.0
Sample Size	832	904	-72

	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	5.0	6.8	-1.8	7	12.6	11.4	1.2	12.0	11.5	0.5	6.7	9.5	-2.8	3.9	4.3	-0.4	3.0	1.5	1.5	6.8	8.1	-1.3	
Channel X	4.9	1.7	3.2	8	7.2	2.8	4.4	7.6	3.3	4.3	5.1	2.6	2.5	1.3	1.0	0.3	0.7	*	*	3.7	2.1	1.6	
Coast	6.2	6.4	-0.2	6	8.9	8.2	0.7	8.6	7.0	1.6	7.8	7.5	0.3	3.5	3.4	0.1	5.3	3.8	1.5	8.8	8.3	0.5	
Edge	3.7	3.2	0.5	12	1.0	2.4	-1.4	2.1	2.1	0.0	3.0	3.1	-0.1	2.4	2.4	0.0	6.1	4.6	1.5	2.6	2.5	0.1	
Gold	2.9	1.3	1.6	13	2.0	2.1	-0.1	2.8	2.5	0.3	2.8	1.6	1.2	1.3	1.5	-0.2	1.5	1.4	0.1	2.5	1.6	0.9	
Gold Sport	0.5	0.3	0.2	18	0.2	*	*	0.2	0.2	0.0	0.5	0.2	0.3	0.5	*	*	0.2	*	*	0.4	0.3	0.1	
Life FM	1.5	0.5	1.0	16	0.2	0.6	-0.4	0.1	0.6	-0.5	0.8	0.5	0.3	0.2	0.3	-0.1	0.1	1.1	-1.0	0.5	1.1	-0.6	
Magic	6.5	5.5	1.0	4	11.5	10.9	0.6	9.5	9.8	-0.3	7.1	6.1	1.0	12.8	6.0	6.8	11.0	1.9	9.1	10.4	9.1	1.3	
Mai FM	4.4	8.0	-3.6	11	1.5	5.3	-3.8	2.2	3.1	-0.9	4.8	4.6	0.2	3.5	2.0	1.5	16.9	5.8	11.1	2.8	4.4	-1.6	
Moana Radio	1.1	0.2	0.9	17	0.5	0.5	0.0	0.4	0.5	-0.1	1.8	0.4	1.4	1.0	1.3	-0.3	0.1	0.1	0.0	0.8	1.0	-0.2	
More FM	4.6	3.9	0.7	9	5.2	3.7	1.5	5.3	4.7	0.6	5.4	5.4	0.0	1.3	3.5	-2.2	2.6	3.2	-0.6	4.0	4.8	-0.8	
Newstalk ZB	20.5	22.3	-1.8	1	9.0	10.2	-1.2	7.3	8.8	-1.5	11.8	16.4	-4.6	31.4	32.0	-0.6	25.9	27.3	-1.4	16.8	12.4	4.4	
Radio Hauraki	2.1	2.7	-0.6	14	2.3	2.2	0.1	2.3	1.6	0.7	2.8	3.3	-0.5	1.1	1.1	0.0	2.2	5.3	-3.1	2.5	4.0	-1.5	
Rhema	0.4	1.5	-1.1	20	0.2	0.4	-0.2	0.4	0.4	0.0	0.2	1.3	-1.1	1.2	10.1	-8.9	*	0.9	*	0.3	1.5	-1.2	
Rock	9.3	9.1	0.2	3	6.9	7.7	-0.8	8.6	9.0	-0.4	12.0	9.8	2.2	9.3	8.9	0.4	3.9	4.2	-0.3	8.1	7.6	0.5	
SENZ (Sport Nation)*	2.0	0.7	1.3	15	2.6	0.9	1.7	0.8	0.1	0.7	2.1	0.2	1.9	0.8	1.1	-0.3	2.9	0.9	2.0	2.7	0.6	2.1	
Star	0.5	0.3	0.2	18	1.2	1.1	0.1	0.6	0.8	-0.2	0.9	1.3	-0.4	0.9	1.5	-0.6	*	*	*	0.7	0.7	0.0	
Tainui Live	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Te Arawa FM	0.1	0.1	0.0	21	*	*	*	0.1	*	*	1.1	0.8	0.3	*	*	*	*	*	*	0.6	0.5	0.1	
The Hits	4.5	5.8	-1.3	10	6.2	6.8	-0.6	6.1	6.3	-0.2	4.3	5.4	-1.1	4.0	3.9	0.1	2.3	2.8	-0.5	7.9	8.9	-1.0	
The Sound	6.4	6.6	-0.2	5	8.5	9.9	-1.4	9.5	11.2	-1.7	6.7	7.3	-0.6	11.7	6.8	4.9	2.5	20.4	-17.9	7.4	7.5	-0.1	
ZM	10.2	10.3	-0.1	2	7.6	7.4	0.2	10.2	9.8	0.4	8.4	8.4	0.0	4.5	4.2	0.3	4.4	6.7	-2.3	4.4	6.2	-1.8	
MediaWorks Combo	46.7	46.1	0.6		56.7	56.5	0.2	57.1	55.6	1.5	51.7	49.2	2.5	48.0	37.1	10.9	47.1	42.1	5.0	47.0	47.1	-0.1	
NZME Combo	46.9	49.1	-2.2		36.2	36.9	-0.7	38.4	39.0	-0.6	39.2	43.2	-4.0	46.4	46.2	0.2	42.7	47.3	-4.6	45.1	44.7	0.4	

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

*SENZ rebranded to Sport Nation from Nov 19th 2024



TAURANGA COMMERCIAL RADIO - SURVEY 3 2024

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

Survey Comparisons: 2/2024 - 3/2024

This Survey Period: Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024 & Sun Aug 11 to Sat Nov 2 2024

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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	22.5	23.6	-1.1	4	3.6	4.5	-0.9	6.1	5.7	0.4	5.5	5.6	-0.1	8.9	9.5	-0.6	7.3	7.5	-0.2	7.7	7.6	0.1	3.4	4.7	-1.3	
Channel X	10.6	5.8	4.8	12	1.6	0.5	1.1	2.8	1.6	1.2	2.7	1.4	1.3	7.5	4.2	3.3	5.3	3.3	2.0	1.2	0.7	0.5	2.7	1.3	1.4	
Coast	16.5	15.0	1.5	9	0.5	1.1	-0.6	0.6	1.0	-0.4	1.0	1.6	-0.6	2.3	2.9	-0.6	5.4	4.5	0.9	8.0	6.2	1.8	1.8	1.9	-0.1	
Edge	17.2	15.1	2.1	8	5.2	4.7	0.5	7.7	7.7	0.0	8.7	8.0	0.7	10.9	8.7	2.2	3.0	1.1	1.9	0.8	1.3	-0.5	5.5	5.3	0.2	
Gold	10.0	6.8	3.2	13	1.2	0.7	0.5	0.7	0.8	-0.1	1.1	0.2	0.9	2.6	2.1	0.5	6.1	5.1	1.0	5.9	3.6	2.3	1.6	1.2	0.4	
Gold Sport	1.4	0.8	0.6	20	0.8	0.6	0.2	0.8	0.1	0.7	*	*	*	*	*	*	0.3	*	*	0.5	0.2	0.3	*	*	*	
Life FM	4.6	5.1	-0.5	16	1.9	2.4	-0.5	2.3	1.8	0.5	1.5	1.8	-0.3	1.9	1.8	0.1	1.2	0.6	0.6	0.8	0.9	-0.1	0.2	1.0	-0.8	
Magic	16.3	13.6	2.7	10	0.9	0.3	0.6	0.4	0.3	0.1	0.9	0.5	0.4	4.0	1.3	2.7	4.6	1.8	2.8	5.3	4.9	0.4	1.1	1.0	0.1	
Mai FM	15.9	15.8	0.1	11	4.4	2.4	2.0	8.1	9.6	-1.5	7.0	10.9	-3.9	10.3	12.7	-2.4	4.5	2.6	1.9	1.2	0.8	0.4	4.7	3.9	0.8	
Moana Radio	6.5	3.7	2.8	15	4.0	2.9	1.1	4.4	2.9	1.5	0.7	0.4	0.3	0.9	0.5	0.4	1.7	0.2	1.5	1.6	0.3	1.3	1.7	0.5	1.2	
More FM	21.4	23.2	-1.8	5	5.3	5.9	-0.6	8.2	8.0	0.2	7.1	7.2	-0.1	9.5	11.4	-1.9	6.8	7.6	-0.8	6.0	5.0	1.0	5.8	6.7	-0.9	
Newstalk ZB	32.1	32.9	-0.8	2	5.5	5.7	-0.2	6.2	5.5	0.7	4.0	3.1	0.9	7.1	7.1	0.0	9.1	10.9	-1.8	13.2	14.3	-1.1	3.6	3.4	0.2	
Radio Hauraki	9.2	14.6	-5.4	14	1.6	3.6	-2.0	5.1	5.2	-0.1	4.7	5.3	-0.6	6.7	8.6	-1.9	2.6	4.0	-1.4	0.9	2.5	-1.6	1.6	2.6	-1.0	
Rhema	0.8	2.7	-1.9	21	0.2	0.3	-0.1	0.4	1.3	-0.9	0.3	1.1	-0.8	0.3	1.1	-0.8	*	0.4	*	0.3	0.9	-0.6	0.3	1.1	-0.8	
Rock	26.8	26.9	-0.1	3	7.9	7.7	0.2	10.7	10.3	0.4	10.3	9.3	1.0	15.2	14.9	0.3	8.4	8.5	-0.1	3.7	4.3	-0.6	3.7	6.2	-2.5	
SENZ (Sport Nation)*	2.5	1.3	1.2	17	0.2	0.2	0.0	*	*	*	*	*	*	*	*	*	0.5	0.7	-0.2	1.4	0.7	0.7	*	*	*	
Star	2.0	1.7	0.3	18	0.1	0.3	-0.2	0.1	0.1	0.0	0.1	0.1	0.0	0.3	0.1	0.2	0.7	0.7	0.0	1.0	0.9	0.1	0.2	0.4	-0.2	
Tainui Live	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Te Arawa FM	1.6	1.0	0.6	19	0.4	0.3	0.1	0.4	*	*	1.2	0.7	0.5	1.2	0.7	0.5	*	*	*	*	*	*	0.5	0.5	0.0	
The Hits	20.6	23.4	-2.8	6	6.5	7.5	-1.0	7.8	7.7	0.1	4.3	4.7	-0.4	7.0	8.1	-1.1	7.2	8.1	-0.9	6.4	6.9	-0.5	3.8	5.2	-1.4	
The Sound	20.2	21.0	-0.8	7	5.1	4.3	0.8	4.1	3.0	1.1	3.8	3.6	0.2	6.3	6.7	-0.4	7.9	9.7	-1.8	8.5	9.5	-1.0	2.5	2.7	-0.2	
ZM	32.4	34.7	-2.3	1	7.9	10.3	-2.4	14.7	17.8	-3.1	14.2	16.5	-2.3	20.0	20.8	-0.8	8.8	7.1	1.7	4.5	3.6	0.9	8.7	10.2	-1.5	
MediaWorks Combo	110.3	108.6	1.7		22.0	19.8	2.2	35.4	33.4	2.0	33.7	32.7	1.0	51.8	50.2	1.6	34.3	33.6	0.7	27.3	28.1	-0.8	20.3	22.1	-1.8	
NZME Combo	93.1	96.4	-3.3		16.7	18.4	-1.7	27.4	30.2	-2.8	24.6	27.0	-2.4	37.0	39.7	-2.7	28.4	28.7	-0.3	29.1	28.2	0.9	16.7	18.5	-1.8	
All Commercial Radio	153.1	156.7	-3.6		26.7	26.8	-0.1	45.3	45.4	-0.1	44.6	45.9	-1.3	68.6	70.5	-1.9	47.4	47.9	-0.5	42.3	43.0	-0.7	27.0	31.5	-4.5	
Potential (000)	198.0	198.0	0.0		38.4	38.4	0.0	59.4	58.8	0.6	57.0	57.0	0.0	84.7	84.7	0.0	55.1	55.1	0.0	52.1	52.1	0.0	34.0	38.6	-4.6	
Sample	832	904	-72		153	165	-12	216	264	-48	218	269	-51	338	376	-38	226	229	-3	230	250	-20	153	178	-25	

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

*SENZ rebranded to Sport Nation from Nov 19th 2024



TAURANGA COMMERCIAL RADIO - SURVEY 3 2024

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

Survey Comparisons: 2/2024 - 3/2024

This Survey Period: Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024 & Sun Aug 11 to Sat Nov 2 2024

Last 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

	This	Last	+/-
Potential (000)	198.0	198.0	0.0
Sample Size	832	904	-72

	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	12.6	14.3	-1.7	4	13.0	13.2	-0.2	13.2	13.4	-0.2	7.7	10.5	-2.8	2.6	2.3	0.3	1.5	1.0	0.5	9.8	12.4	-2.6	
Channel X	6.7	3.3	3.4	12	6.0	2.7	3.3	7.4	3.9	3.5	6.4	3.6	2.8	0.9	1.2	-0.3	0.6	*	*	5.0	3.9	1.1	
Coast	8.3	7.5	0.8	11	10.3	10.1	0.2	10.5	9.8	0.7	8.0	7.0	1.0	1.4	1.6	-0.2	1.7	2.2	-0.5	10.2	10.4	-0.2	
Edge	9.5	7.4	2.1	9	3.0	4.3	-1.3	8.2	6.2	2.0	9.1	6.2	2.9	2.9	2.2	0.7	2.1	1.6	0.5	8.8	7.9	0.9	
Gold	5.2	2.9	2.3	13	4.6	3.1	1.5	7.0	4.7	2.3	5.3	3.3	2.0	1.1	1.2	-0.1	1.7	0.9	0.8	5.5	5.0	0.5	
Gold Sport	0.5	0.2	0.3	19	0.5	0.2	0.3	0.4	0.7	-0.3	1.4	0.3	1.1	0.1	*	*	0.3	*	*	0.4	0.7	-0.3	
Life FM	3.3	2.2	1.1	15	0.9	2.2	-1.3	0.4	2.2	-1.8	2.5	2.1	0.4	0.2	0.4	-0.2	*	0.6	*	2.4	2.5	-0.1	
Magic	9.0	7.5	1.5	10	10.6	9.1	1.5	12.2	10.2	2.0	7.9	6.8	1.1	3.1	1.7	1.4	3.6	1.5	2.1	10.5	10.0	0.5	
Mai FM	9.7	10.8	-1.1	8	4.3	6.8	-2.5	8.8	5.9	2.9	9.1	8.2	0.9	2.6	1.4	1.2	2.9	1.5	1.4	7.4	10.7	-3.3	
Moana Radio	2.5	0.7	1.8	16	1.2	0.9	0.3	0.6	0.5	0.1	2.7	0.3	2.4	1.9	2.1	-0.2	0.1	0.3	-0.2	3.2	3.0	0.2	
More FM	12.1	11.9	0.2	5	6.5	6.2	0.3	7.7	8.3	-0.6	9.5	10.3	-0.8	1.7	3.0	-1.3	1.4	2.2	-0.8	10.6	12.5	-1.9	
Newstalk ZB	22.0	23.3	-1.3	1	13.1	15.0	-1.9	11.6	15.1	-3.5	9.8	13.3	-3.5	8.8	9.6	-0.8	6.8	8.0	-1.2	22.3	19.5	2.8	
Radio Hauraki	4.2	4.9	-0.7	14	2.7	4.2	-1.5	2.7	3.3	-0.6	3.6	4.0	-0.4	0.4	0.6	-0.2	1.1	2.5	-1.4	2.8	6.0	-3.2	
Rhema	0.5	1.6	-1.1	19	0.6	1.2	-0.6	0.8	1.4	-0.6	0.4	1.1	-0.7	0.3	1.3	-1.0	*	0.3	*	0.5	2.4	-1.9	
Rock	16.0	13.8	2.2	3	12.4	13.0	-0.6	13.0	14.9	-1.9	14.9	14.4	0.5	5.4	5.8	-0.4	2.2	2.3	-0.1	16.4	17.2	-0.8	
SENZ (Sport Nation)*	1.5	1.0	0.5	17	1.1	0.6	0.5	1.6	0.7	0.9	1.4	0.9	0.5	0.2	0.5	-0.3	0.7	0.5	0.2	2.1	0.8	1.3	
Star	0.9	0.3	0.6	18	1.6	1.4	0.2	1.0	1.0	0.0	0.8	1.0	-0.2	0.7	0.8	-0.1	*	*	*	1.3	1.0	0.3	
Tainui Live	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Te Arawa FM	0.3	0.3	0.0	21	*	*	*	0.3	*	*	1.6	1.0	0.6	*	*	*	*	*	*	1.2	1.0	0.2	
The Hits	10.6	11.6	-1.0	6	9.2	12.2	-3.0	10.9	13.0	-2.1	8.9	10.5	-1.6	2.2	2.3	-0.1	1.7	1.7	0.0	14.5	16.4	-1.9	
The Sound	10.6	9.8	0.8	6	7.1	9.3	-2.2	10.7	12.2	-1.5	8.0	8.4	-0.4	3.3	2.5	0.8	1.0	2.2	-1.2	8.1	11.9	-3.8	
ZM	21.8	22.8	-1.0	2	13.7	14.8	-1.1	20.7	22.2	-1.5	16.8	17.9	-1.1	4.4	3.6	0.8	2.3	4.4	-2.1	15.6	17.9	-2.3	
MediaWorks Combo	73.6	66.7	6.9		57.3	57.7	-0.4	69.3	66.1	3.2	65.8	61.8	4.0	20.9	19.0	1.9	14.8	11.1	3.7	67.9	76.1	-8.2	
NZME Combo	65.4	64.0	1.4		46.5	52.0	-5.5	56.4	61.7	-5.3	48.7	51.6	-2.9	17.7	18.4	-0.7	14.3	16.5	-2.2	62.4	65.8	-3.4	
All Commercial Radio	119.5	117.9	1.6		93.1	99.0	-5.9	110.3	113.8	-3.5	105.8	104.7	1.1	37.4	38.6	-1.2	27.6	27.5	0.1	112.1	124.3	-12.2	

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

*SENZ rebranded to Sport Nation from Nov 19th 2024



TAURANGA COMMERCIAL RADIO - SURVEY 3 2024

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

Survey Comparisons: 2/2024 - 3/2024

This Survey Period: Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024 & Sun Aug 11 to Sat Nov 2 2024

Last 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

	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	9:17	9:37	-0:20	17:49	13:57	3:52	13:40	11:52	1:48	5:46	3:56	1:50	5:03	5:52	-0:48	5:43	8:36	-2:53	8:35	10:09	-1:33	4:53	5:28	-0:34	
Channel X	12:43	10:26	2:16	5:59	6:39	-0:40	19:13	12:07	7:06	21:15	13:06	8:09	13:38	11:56	1:41	9:05	10:15	-1:10	16:27	4:04	12:22	4:13	4:13	0:00	
Coast	11:43	12:01	-0:17	0:37	1:18	-0:41	0:51	1:15	-0:23	9:53	5:15	4:38	12:09	6:30	5:39	12:52	13:52	-1:00	12:09	14:08	-1:59	18:00	9:48	8:11	
Edge	3:37	4:25	-0:48	3:56	3:38	0:17	3:00	3:44	-0:44	3:02	4:01	-0:59	3:12	3:45	-0:33	3:01	4:35	-1:33	1:13	6:51	-5:37	3:56	3:37	0:19	
Gold	6:12	6:46	-0:33	1:37	1:54	-0:17	1:56	1:38	0:17	1:12	0:30	0:42	7:15	11:18	-4:03	8:59	7:45	1:14	6:46	5:20	1:26	2:35	4:56	-2:20	
Gold Sport	5:49	6:05	-0:15	0:15	3:20	-3:05	0:15	0:15	0:00	*	*	*	*	*	*	16:15	*	*	14:19	15:30	-1:10	*	*	*	
Life FM	3:02	3:16	-0:13	3:11	3:14	-0:02	1:51	1:46	0:05	1:16	3:23	-2:07	2:08	3:23	-1:15	4:57	4:39	0:18	4:54	3:07	1:47	4:00	4:24	-0:24	
Magic	14:13	15:12	-0:59	1:30	1:30	0:00	0:42	1:00	-0:17	1:11	1:28	-0:16	15:27	16:59	-1:32	18:52	22:39	-3:47	13:32	12:44	0:47	3:50	19:43	-15:52	
Mai FM	5:14	7:47	-2:32	4:55	3:04	1:50	6:24	5:47	0:37	6:45	9:53	-3:07	5:39	9:04	-3:24	3:14	3:19	-0:05	2:49	1:26	1:23	4:34	5:51	-1:16	
Moana Radio	3:06	3:45	-0:38	1:25	1:27	-0:01	1:32	1:37	-0:05	2:00	2:00	0:00	3:32	3:59	-0:26	5:17	8:24	-3:07	7:02	27:05	-20:02	3:42	2:32	1:10	
More FM	5:23	4:44	0:39	1:42	2:47	-1:04	2:26	2:18	0:08	5:01	4:08	0:52	4:52	4:19	0:32	6:13	5:01	1:11	7:14	5:31	1:42	6:38	4:08	2:29	
Newstalk ZB	10:55	11:10	-0:14	2:14	2:10	0:04	3:13	3:21	-0:07	7:48	7:10	0:37	8:37	7:40	0:57	9:14	8:57	0:17	12:35	13:50	-1:15	5:41	4:47	0:54	
Radio Hauraki	6:14	4:40	1:33	6:01	5:26	0:34	7:24	5:43	1:40	6:22	3:51	2:31	5:32	3:54	1:38	6:42	5:39	1:03	11:41	6:17	5:23	1:10	1:32	-0:22	
Rhema	10:26	12:22	-1:55	1:35	1:21	0:14	5:10	4:25	0:44	8:47	5:37	3:09	8:47	5:37	3:09	*	7:54	*	19:07	27:54	-8:47	8:47	8:25	0:21	
Rock	7:57	7:49	0:07	7:24	7:24	0:00	7:38	6:43	0:54	7:48	7:31	0:17	9:19	9:04	0:15	8:48	9:06	-0:17	3:28	4:18	-0:49	6:00	6:10	-0:10	
SENZ (Sport Nation)*	19:28	11:07	8:20	0:45	0:45	0:00	*	*	*	*	*	*	*	*	*	8:16	9:01	-0:44	13:09	9:01	4:08	*	*	*	
Star	9:18	11:46	-2:28	12:30	12:30	0:00	4:30	4:30	0:00	4:30	4:30	0:00	1:43	4:30	-2:46	4:09	6:08	-1:59	11:26	14:40	-3:14	8:45	8:45	0:00	
Tainui Live	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Te Arawa FM	4:29	5:06	-0:37	6:00	6:00	0:00	2:43	*	*	3:57	4:46	-0:48	3:57	4:46	-0:48	*	*	*	*	*	*	4:00	4:00	0:00	
The Hits	6:56	7:01	-0:04	6:34	6:43	-0:08	8:34	8:36	-0:02	8:08	6:53	1:14	6:56	5:32	1:24	5:16	6:37	-1:21	7:36	8:41	-1:05	5:05	8:09	-3:04	
The Sound	9:34	10:48	-1:14	1:45	3:00	-1:14	3:05	3:57	-0:51	3:16	5:33	-2:16	8:21	14:29	-6:08	17:35	15:44	1:51	15:29	12:11	3:17	7:55	11:57	-4:01	
ZM	6:01	5:54	0:07	3:10	4:17	-1:07	6:07	5:09	0:57	7:19	6:27	0:51	7:03	6:12	0:51	6:19	6:33	-0:14	6:23	8:46	-2:22	5:52	5:25	0:26	
MediaWorks Combo	11:35	11:37	-0:02	9:02	9:16	-0:13	9:37	8:34	1:02	9:22	9:46	-0:23	11:02	11:31	-0:29	13:24	12:42	0:41	12:46	11:16	1:30	7:45	8:44	-0:59	
NZME Combo	11:02	11:06	-0:03	5:45	7:20	-1:34	8:20	7:50	0:29	9:05	8:08	0:56	9:23	8:24	0:59	11:24	11:13	0:10	13:43	14:45	-1:02	7:53	7:49	0:04	
All Commercial Radio	16:09	16:00	0:09	11:40	12:34	-0:54	12:58	12:07	0:51	12:26	12:23	0:02	13:50	13:41	0:08	17:24	16:50	0:34	19:14	18:59	0:14	11:22	11:42	-0:20	
Potential (000)	198.0	198.0	0.0	38.4	38.4	0.0	59.4	58.8	0.6	57.0	57.0	0.0	84.7	84.7	0.0	55.1	55.1	0.0	52.1	52.1	0.0	34.0	38.6	-4.6	
Sample	832	904	-72	153	165	-12	216	264	-48	218	269	-51	338	376	-38	226	229	-3	230	250	-20	153	178	-25	

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

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TAURANGA COMMERCIAL RADIO - SURVEY 3 2024

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

Survey Comparisons: 2/2024 - 3/2024

This Survey Period: Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024 & Sun Aug 11 to Sat Nov 2 2024

Last 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

	This	Last	+/-
Potential (000)	198.0	198.0	0.0
Sample Size	832	904	-72

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

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

*SENZ rebranded to Sport Nation from Nov 19th 2024