



TARANAKI COMMERCIAL RADIO - SURVEY 2 2022

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

Survey Comparisons: 1/2022 - 2/2022

This Survey Period: Sun Jun 20 to Sat Nov 6 2021 & Sun Jan 30 to Sat Jun 18 2022

Last Survey Period: Sun Apr 11 to Sat Nov 6 2021 & Sun Jan 30 to Sat Apr 9 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 | 6.6 | 7.0 | -0.4 | 8 | 6.8 | 8.2 | -1.4 | 9.3 | 10.6 | -1.3 | 9.8 | 10.9 | -1.1 | 6.6 | 7.6 | -1.0 | 3.2 | 6.6 | -3.4 | 8.7 | 7.9 | 0.8 | 6.6 | 6.6 | 0.0 |
| Coast | 5.1 | 6.8 | -1.7 | 9 | 2.4 | 3.3 | -0.9 | 1.9 | 1.4 | 0.5 | 3.4 | 3.6 | -0.2 | 2.1 | 4.7 | -2.6 | 4.1 | 8.0 | -3.9 | 7.7 | 9.4 | -1.7 | 2.2 | 3.7 | -1.5 |
| Edge | 8.4 | 8.3 | 0.1 | 7 | 23.6 | 21.1 | 2.5 | 13.7 | 13.5 | 0.2 | 11.6 | 11.6 | 0.0 | 8.8 | 9.5 | -0.7 | 5.2 | 5.6 | -0.4 | 3.3 | 2.7 | 0.6 | 12.8 | 16.6 | -3.8 |
| Gold AM | 1.0 | 0.6 | 0.4 | 13 | * | * | * | * | * | * | 0.2 | 0.2 | 0.0 | 0.8 | 0.7 | 0.1 | 1.9 | 1.3 | 0.6 | 2.1 | 1.0 | 1.1 | * | * | * |
| Life FM | 1.5 | 1.6 | -0.1 | 12 | 3.2 | 0.7 | 2.5 | 1.9 | 3.9 | -2.0 | 1.9 | 3.7 | -1.8 | 2.4 | 3.1 | -0.7 | 1.5 | 1.8 | -0.3 | 0.1 | 0.6 | -0.5 | 0.9 | 1.5 | -0.6 |
| Magic | 11.6 | 9.9 | 1.7 | 2 | 2.4 | 2.0 | 0.4 | 1.8 | 2.0 | -0.2 | 1.4 | 1.6 | -0.2 | 10.3 | 7.1 | 3.2 | 18.0 | 10.5 | 7.5 | 16.6 | 14.9 | 1.7 | 10.3 | 9.0 | 1.3 |
| More FM | 8.8 | 9.6 | -0.8 | 6 | 11.7 | 13.5 | -1.8 | 10.1 | 13.5 | -3.4 | 11.3 | 11.3 | 0.0 | 10.6 | 11.6 | -1.0 | 8.7 | 11.0 | -2.3 | 6.6 | 7.1 | -0.5 | 10.3 | 10.4 | -0.1 |
| Newstalk ZB | 16.9 | 16.5 | 0.4 | 1 | 3.5 | 6.8 | -3.3 | 4.9 | 2.0 | 2.9 | 8.7 | 3.7 | 5.0 | 10.2 | 5.8 | 4.4 | 11.4 | 9.2 | 2.2 | 19.3 | 22.0 | -2.7 | 6.9 | 4.6 | 2.3 |
| Radio Hauraki | 2.6 | 3.0 | -0.4 | 10 | 4.5 | 7.4 | -2.9 | 3.0 | 4.6 | -1.6 | 3.2 | 2.7 | 0.5 | 3.4 | 3.3 | 0.1 | 3.0 | 3.1 | -0.1 | 1.6 | 1.3 | 0.3 | 3.2 | 1.2 | 2.0 |
| Rhema | 0.1 | 0.2 | -0.1 | 16 | * | * | * | * | * | * | * | * | * | * | * | * | 0.1 | 0.1 | 0.0 | 0.2 | 0.7 | -0.5 | * | * | * |
| Rock | 10.2 | 10.0 | 0.2 | 4 | 23.9 | 17.2 | 6.7 | 29.0 | 21.9 | 7.1 | 22.0 | 21.4 | 0.6 | 13.5 | 14.1 | -0.6 | 3.7 | 5.9 | -2.2 | 2.8 | 4.3 | -1.5 | 10.5 | 10.9 | -0.4 |
| Star | 0.2 | 0.2 | 0.0 | 15 | * | * | * | 0.3 | * | * | 0.3 | * | * | 0.3 | 0.2 | 0.1 | 0.3 | 0.2 | 0.1 | 0.2 | 0.2 | 0.0 | 0.5 | * | * |
| Te Korimako o Taranaki | 0.7 | 1.0 | -0.3 | 14 | 0.7 | 0.7 | 0.0 | 0.1 | 0.3 | -0.2 | 1.0 | 1.9 | -0.9 | 1.0 | 1.6 | -0.6 | 0.9 | 1.0 | -0.1 | 0.8 | 0.7 | 0.1 | 0.3 | 0.7 | -0.4 |
| The Hits | 9.4 | 8.4 | 1.0 | 5 | 8.7 | 7.9 | 0.8 | 8.9 | 8.5 | 0.4 | 9.2 | 10.0 | -0.8 | 11.3 | 11.4 | -0.1 | 11.1 | 9.7 | 1.4 | 6.6 | 5.1 | 1.5 | 16.1 | 18.1 | -2.0 |
| The Sound | 10.7 | 9.7 | 1.0 | 3 | 1.3 | 2.9 | -1.6 | 5.9 | 8.0 | -2.1 | 7.9 | 9.7 | -1.8 | 10.0 | 10.0 | 0.0 | 20.1 | 16.8 | 3.3 | 19.4 | 16.2 | 3.2 | 13.4 | 9.2 | 4.2 |
| ZM | 2.0 | 2.7 | -0.7 | 11 | 3.9 | 4.9 | -1.0 | 4.4 | 5.1 | -0.7 | 4.3 | 4.8 | -0.5 | 2.8 | 4.3 | -1.5 | 1.1 | 2.1 | -1.0 | 0.8 | 0.4 | 0.4 | 1.9 | 2.7 | -0.8 |
| MediaWorks Combo | 57.7 | 55.4 | 2.3 | | 71.8 | 66.7 | 5.1 | 72.7 | 71.2 | 1.5 | 65.8 | 66.9 | -1.1 | 62.3 | 61.5 | 0.8 | 60.4 | 58.0 | 2.4 | 57.3 | 53.1 | 4.2 | 64.3 | 62.8 | 1.5 |
| NZME Combo | 37.4 | 38.5 | -1.1 | | 23.6 | 31.7 | -8.1 | 23.6 | 23.0 | 0.6 | 29.4 | 25.4 | 4.0 | 31.2 | 30.7 | 0.5 | 32.9 | 33.6 | -0.7 | 38.1 | 39.2 | -1.1 | 30.5 | 31.0 | -0.5 |
| Potential (000) | 109.8 | 109.8 | 0.0 | | 23.2 | 23.2 | 0.0 | 31.6 | 31.7 | -0.1 | 30.9 | 30.9 | 0.0 | 47.1 | 47.1 | 0.0 | 32.7 | 32.7 | 0.0 | 29.6 | 29.6 | 0.0 | 17.3 | 15.8 | 1.5 |
| Sample | 801 | 900 | -99 | | 125 | 121 | 4 | 164 | 143 | 21 | 188 | 175 | 13 | 290 | 298 | -8 | 225 | 288 | -63 | 276 | 348 | -72 | 127 | 131 | -4 |

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

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



TARANAKI COMMERCIAL RADIO - SURVEY 2 2022

Station Share (%) by Daypart, People 10+

Survey Comparisons: 1/2022 - 2/2022

This Survey Period: Sun Jun 20 to Sat Nov 6 2021 & Sun Jan 30 to Sat Jun 18 2022

Last Survey Period: Sun Apr 11 to Sat Nov 6 2021 & Sun Jan 30 to Sat Apr 9 2022

| | This | Last | +/- |
|-----------------|-------|-------|-----|
| Potential (000) | 109.8 | 109.8 | 0.0 |
| Sample Size | 801 | 900 | -99 |

| | Breakfast | | | | Morning | | | Afternoon | | | Drive | | | Night | | | Mid Dawn | | | Weekend | | |
|------------------------|-----------|----------------------|------|------|---------|------|------|-----------|------|------|-------|------|------|-------|------|------|----------|------|------|---------|------|------|
| | This | Mon-Fri 6am-9am Last | +/- | Rank | This | Last | +/- | This | Last | +/- | This | Last | +/- | This | Last | +/- | This | Last | +/- | This | Last | +/- |
| Breeze | 5.5 | 6.1 | -0.6 | 8 | 7.7 | 8.1 | -0.4 | 6.7 | 7.0 | -0.3 | 5.4 | 5.3 | 0.1 | 3.8 | 4.4 | -0.6 | 5.1 | 4.9 | 0.2 | 8.3 | 8.7 | -0.4 |
| Coast | 3.4 | 4.7 | -1.3 | 9 | 5.2 | 6.2 | -1.0 | 4.8 | 6.9 | -2.1 | 5.1 | 7.5 | -2.4 | 8.9 | 7.7 | 1.2 | 4.1 | 5.3 | -1.2 | 5.7 | 8.3 | -2.6 |
| Edge | 6.2 | 5.0 | 1.2 | 7 | 6.4 | 6.8 | -0.4 | 6.5 | 6.8 | -0.3 | 9.7 | 10.5 | -0.8 | 15.9 | 16.6 | -0.7 | 11.9 | 11.1 | 0.8 | 10.3 | 9.6 | 0.7 |
| Gold AM | 0.8 | 0.5 | 0.3 | 12 | 2.3 | 1.0 | 1.3 | 1.4 | 0.7 | 0.7 | 0.5 | 0.3 | 0.2 | 0.2 | 0.7 | -0.5 | * | * | * | 0.5 | 0.5 | 0.0 |
| Life FM | 0.4 | 2.1 | -1.7 | 14 | 2.0 | 2.7 | -0.7 | 1.4 | 1.3 | 0.1 | 2.2 | 0.7 | 1.5 | 3.2 | 1.5 | 1.7 | 0.3 | 1.3 | -1.0 | 1.5 | 1.0 | 0.5 |
| Magic | 9.1 | 7.3 | 1.8 | 5 | 12.2 | 10.5 | 1.7 | 13.6 | 11.5 | 2.1 | 11.5 | 9.9 | 1.6 | 11.3 | 7.1 | 4.2 | 2.5 | 0.6 | 1.9 | 12.7 | 11.8 | 0.9 |
| More FM | 11.0 | 13.8 | -2.8 | 2 | 9.3 | 10.5 | -1.2 | 9.0 | 10.5 | -1.5 | 8.8 | 9.0 | -0.2 | 3.9 | 3.2 | 0.7 | 7.1 | 4.9 | 2.2 | 8.0 | 7.5 | 0.5 |
| Newstalk ZB | 26.2 | 22.8 | 3.4 | 1 | 11.6 | 11.6 | 0.0 | 10.2 | 10.0 | 0.2 | 14.2 | 13.8 | 0.4 | 27.4 | 31.8 | -4.4 | 29.5 | 32.9 | -3.4 | 16.7 | 16.6 | 0.1 |
| Radio Hauraki | 2.7 | 2.8 | -0.1 | 10 | 2.1 | 2.9 | -0.8 | 3.1 | 4.0 | -0.9 | 2.1 | 2.2 | -0.1 | 2.2 | 2.8 | -0.6 | 3.0 | 4.3 | -1.3 | 2.7 | 2.7 | 0.0 |
| Rhema | * | * | * | * | * | 0.2 | * | * | 0.2 | * | * | 0.3 | * | 1.1 | 1.3 | -0.2 | 0.3 | * | * | * | 0.2 | * |
| Rock | 10.6 | 10.0 | 0.6 | 3 | 12.1 | 12.1 | 0.0 | 12.8 | 12.4 | 0.4 | 10.8 | 10.6 | 0.2 | 4.2 | 4.2 | 0.0 | 13.1 | 10.8 | 2.3 | 6.7 | 7.2 | -0.5 |
| Star | 0.1 | 0.1 | 0.0 | 15 | 0.3 | 0.2 | 0.1 | 0.3 | 0.2 | 0.1 | 0.1 | * | * | 0.1 | 0.1 | 0.0 | * | * | * | 0.3 | 0.4 | -0.1 |
| Te Korimako o Taranaki | 0.6 | 0.7 | -0.1 | 13 | 0.4 | 0.7 | -0.3 | 1.4 | 1.8 | -0.4 | 1.2 | 1.7 | -0.5 | 0.2 | 0.3 | -0.1 | 1.2 | 2.5 | -1.3 | 0.3 | 0.3 | 0.0 |
| The Hits | 8.7 | 8.8 | -0.1 | 6 | 9.1 | 8.7 | 0.4 | 10.5 | 8.4 | 2.1 | 12.8 | 11.9 | 0.9 | 6.3 | 5.5 | 0.8 | 7.9 | 7.7 | 0.2 | 8.4 | 6.9 | 1.5 |
| The Sound | 9.3 | 8.3 | 1.0 | 4 | 14.1 | 11.1 | 3.0 | 13.0 | 11.8 | 1.2 | 8.5 | 7.8 | 0.7 | 2.1 | 4.4 | -2.3 | 9.8 | 9.7 | 0.1 | 10.8 | 10.3 | 0.5 |
| ZM | 2.7 | 3.5 | -0.8 | 10 | 2.0 | 2.7 | -0.7 | 2.0 | 2.6 | -0.6 | 2.4 | 2.8 | -0.4 | 0.7 | 1.6 | -0.9 | 1.8 | 3.0 | -1.2 | 1.6 | 2.5 | -0.9 |
| MediaWorks Combo | 52.1 | 50.9 | 1.2 | | 62.4 | 59.4 | 3.0 | 62.7 | 61.0 | 1.7 | 56.3 | 54.1 | 2.2 | 45.8 | 42.5 | 3.3 | 49.6 | 42.1 | 7.5 | 58.8 | 56.8 | 2.0 |
| NZME Combo | 44.7 | 43.4 | 1.3 | | 32.3 | 33.1 | -0.8 | 32.2 | 32.7 | -0.5 | 37.6 | 39.4 | -1.8 | 46.9 | 51.2 | -4.3 | 48.0 | 53.3 | -5.3 | 36.0 | 38.1 | -2.1 |

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

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



TARANAKI COMMERCIAL RADIO - SURVEY 2 2022

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

Survey Comparisons: 1/2022 - 2/2022

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Last Survey Period: Sun Apr 11 to Sat Nov 6 2021 & Sun Jan 30 to Sat Apr 9 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 | 12.9 | 13.9 | -1.0 | 6 | 2.4 | 2.6 | -0.2 | | 3.6 | 3.3 | 0.3 | | 3.4 | 3.2 | 0.2 | | 6.1 | 6.3 | -0.2 | | 4.9 | 6.8 | -1.9 | | 4.1 | 4.8 | -0.7 | | 2.6 | 1.9 | 0.7 | |
| Coast | 6.5 | 8.3 | -1.8 | 11 | 0.9 | 0.9 | 0.0 | | 0.9 | 0.9 | 0.0 | | 0.9 | 1.1 | -0.2 | | 1.2 | 2.1 | -0.9 | | 2.9 | 3.4 | -0.5 | | 3.7 | 3.7 | 0.0 | | 0.8 | 0.8 | 0.0 | |
| Edge | 17.8 | 19.4 | -1.6 | 3 | 7.0 | 7.7 | -0.7 | | 9.8 | 10.5 | -0.7 | | 7.2 | 7.7 | -0.5 | | 9.0 | 10.1 | -1.1 | | 3.4 | 3.9 | -0.5 | | 1.8 | 1.6 | 0.2 | | 3.9 | 3.9 | 0.0 | |
| Gold AM | 2.2 | 1.3 | 0.9 | 14 | * | * | * | | * | * | * | | 0.1 | 0.1 | 0.0 | | 0.5 | 0.4 | 0.1 | | 1.4 | 0.7 | 0.7 | | 1.7 | 0.7 | 1.0 | | * | * | * | |
| Life FM | 2.4 | 3.6 | -1.2 | 13 | 0.4 | 0.6 | -0.2 | | 1.1 | 2.5 | -1.4 | | 1.1 | 2.0 | -0.9 | | 1.7 | 2.6 | -0.9 | | 0.8 | 1.0 | -0.2 | | 0.3 | 0.4 | -0.1 | | 0.5 | 0.6 | -0.1 | |
| Magic | 12.3 | 12.1 | 0.2 | 8 | 1.1 | 0.9 | 0.2 | | 0.8 | 1.1 | -0.3 | | 0.9 | 1.2 | -0.3 | | 3.9 | 3.3 | 0.6 | | 5.5 | 4.0 | 1.5 | | 5.2 | 5.3 | -0.1 | | 1.8 | 1.2 | 0.6 | |
| More FM | 16.7 | 18.5 | -1.8 | 4 | 4.3 | 5.4 | -1.1 | | 4.3 | 5.6 | -1.3 | | 4.4 | 4.7 | -0.3 | | 7.9 | 9.0 | -1.1 | | 6.6 | 7.3 | -0.7 | | 4.1 | 3.7 | 0.4 | | 3.7 | 3.5 | 0.2 | |
| Newstalk ZB | 18.6 | 17.1 | 1.5 | 2 | 1.3 | 1.6 | -0.3 | | 2.3 | 2.1 | 0.2 | | 4.2 | 3.2 | 1.0 | | 6.8 | 5.4 | 1.4 | | 6.0 | 5.1 | 0.9 | | 6.3 | 6.2 | 0.1 | | 1.7 | 1.1 | 0.6 | |
| Radio Hauraki | 9.6 | 11.1 | -1.5 | 9 | 2.7 | 4.2 | -1.5 | | 2.8 | 3.7 | -0.9 | | 2.5 | 2.3 | 0.2 | | 4.4 | 4.3 | 0.1 | | 4.1 | 4.5 | -0.4 | | 2.5 | 2.7 | -0.2 | | 1.8 | 0.9 | 0.9 | |
| Rhema | 0.9 | 0.9 | 0.0 | 16 | * | * | * | | 0.1 | * | * | | 0.1 | * | * | | 0.1 | 0.1 | 0.0 | | 0.3 | 0.4 | -0.1 | | 0.6 | 0.6 | 0.0 | | * | 0.1 | * | |
| Rock | 15.1 | 17.5 | -2.4 | 5 | 4.1 | 3.3 | 0.8 | | 7.2 | 7.0 | 0.2 | | 6.9 | 8.1 | -1.2 | | 9.0 | 10.5 | -1.5 | | 3.8 | 5.8 | -2.0 | | 2.1 | 3.8 | -1.7 | | 3.5 | 3.9 | -0.4 | |
| Star | 1.1 | 1.1 | 0.0 | 15 | * | * | * | | 0.1 | * | * | | 0.1 | * | * | | 0.5 | 0.4 | 0.1 | | 0.8 | 0.6 | 0.2 | | 0.6 | 0.5 | 0.1 | | 0.1 | * | * | |
| Te Korimako o Taranaki | 2.5 | 3.8 | -1.3 | 12 | 1.0 | 1.3 | -0.3 | | 0.4 | 1.0 | -0.6 | | 0.3 | 0.4 | -0.1 | | 1.0 | 1.4 | -0.4 | | 1.1 | 1.7 | -0.6 | | 0.6 | 0.9 | -0.3 | | 0.1 | 0.3 | -0.2 | |
| The Hits | 24.0 | 24.9 | -0.9 | 1 | 7.3 | 7.7 | -0.4 | | 8.2 | 8.7 | -0.5 | | 7.8 | 8.6 | -0.8 | | 11.7 | 12.6 | -0.9 | | 7.1 | 7.1 | 0.0 | | 4.0 | 4.0 | 0.0 | | 6.1 | 6.1 | 0.0 | |
| The Sound | 12.9 | 13.6 | -0.7 | 6 | 1.2 | 1.7 | -0.5 | | 2.3 | 3.1 | -0.8 | | 2.8 | 3.5 | -0.7 | | 6.1 | 6.5 | -0.4 | | 7.2 | 6.7 | 0.5 | | 5.1 | 5.2 | -0.1 | | 2.6 | 2.6 | 0.0 | |
| ZM | 7.8 | 8.7 | -0.9 | 10 | 2.5 | 3.1 | -0.6 | | 5.5 | 5.8 | -0.3 | | 3.9 | 3.9 | 0.0 | | 4.7 | 5.1 | -0.4 | | 1.1 | 1.5 | -0.4 | | 0.6 | 0.5 | 0.1 | | 2.4 | 1.6 | 0.8 | |
| MediaWorks Combo | 61.5 | 64.8 | -3.3 | | 13.4 | 14.2 | -0.8 | | 17.5 | 18.4 | -0.9 | | 17.5 | 18.7 | -1.2 | | 28.6 | 29.8 | -1.2 | | 21.4 | 22.2 | -0.8 | | 16.3 | 17.4 | -1.1 | | 11.3 | 11.1 | 0.2 | |
| NZME Combo | 53.7 | 54.7 | -1.0 | | 11.1 | 13.0 | -1.9 | | 15.2 | 15.7 | -0.5 | | 15.2 | 14.7 | 0.5 | | 23.4 | 23.5 | -0.1 | | 17.2 | 16.8 | 0.4 | | 14.1 | 13.1 | 1.0 | | 9.9 | 8.8 | 1.1 | |
| All Commercial Radio | 86.9 | 89.9 | -3.0 | | 17.7 | 19.1 | -1.4 | | 24.2 | 25.8 | -1.6 | | 24.7 | 25.7 | -1.0 | | 39.0 | 40.5 | -1.5 | | 28.8 | 29.1 | -0.3 | | 23.8 | 23.8 | 0.0 | | 15.3 | 14.3 | 1.0 | |
| Potential (000) | 109.8 | 109.8 | 0.0 | | 23.2 | 23.2 | 0.0 | | 31.6 | 31.7 | -0.1 | | 30.9 | 30.9 | 0.0 | | 47.1 | 47.1 | 0.0 | | 32.7 | 32.7 | 0.0 | | 29.6 | 29.6 | 0.0 | | 17.3 | 15.8 | 1.5 | |
| Sample | 801 | 900 | -99 | | 125 | 121 | 4 | | 164 | 143 | 21 | | 188 | 175 | 13 | | 290 | 298 | -8 | | 225 | 288 | -63 | | 276 | 348 | -72 | | 127 | 131 | -4 | |

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

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



TARANAKI COMMERCIAL RADIO - SURVEY 2 2022

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

Survey Comparisons: 1/2022 - 2/2022

This Survey Period: Sun Jun 20 to Sat Nov 6 2021 & Sun Jan 30 to Sat Jun 18 2022

Last Survey Period: Sun Apr 11 to Sat Nov 6 2021 & Sun Jan 30 to Sat Apr 9 2022

| | This | Last | +/- |
|-----------------|-------|-------|-----|
| Potential (000) | 109.8 | 109.8 | 0.0 |
| Sample Size | 801 | 900 | -99 |

| | 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 | +/- | Rank | This | Last | +/- | This | Last | +/- | This | Last | +/- | This | Last | +/- | This | Last | +/- | This | Last | +/- | This | Last | +/- | | | |
| Breeze | 5.7 | 6.5 | -0.8 | 8 | 6.2 | 6.4 | -0.2 | 7.9 | 8.6 | -0.7 | 5.8 | 5.8 | 0.0 | 2.1 | 2.7 | -0.6 | 1.0 | 1.4 | -0.4 | 7.3 | 8.0 | -0.7 | | | | | | |
| Coast | 3.8 | 3.4 | 0.4 | 10 | 3.5 | 4.2 | -0.7 | 3.4 | 4.7 | -1.3 | 3.7 | 5.2 | -1.5 | 1.8 | 2.5 | -0.7 | 0.8 | 1.0 | -0.2 | 3.2 | 5.3 | -2.1 | | | | | | |
| Edge | 8.6 | 8.3 | 0.3 | 4 | 7.2 | 7.5 | -0.3 | 9.8 | 11.2 | -1.4 | 8.4 | 9.9 | -1.5 | 5.3 | 6.3 | -1.0 | 3.8 | 4.9 | -1.1 | 12.6 | 12.9 | -0.3 | | | | | | |
| Gold AM | 1.2 | 0.7 | 0.5 | 13 | 1.3 | 0.6 | 0.7 | 1.2 | 0.5 | 0.7 | 0.7 | 0.4 | 0.3 | 0.2 | 0.3 | -0.1 | * | * | * | 1.1 | 0.7 | 0.4 | | | | | | |
| Life FM | 1.2 | 1.2 | 0.0 | 13 | 1.7 | 2.6 | -0.9 | 2.1 | 2.8 | -0.7 | 1.2 | 1.1 | 0.1 | 1.2 | 1.1 | 0.1 | 0.2 | 0.3 | -0.1 | 1.2 | 1.7 | -0.5 | | | | | | |
| Magic | 6.3 | 5.8 | 0.5 | 7 | 7.2 | 7.0 | 0.2 | 8.2 | 8.7 | -0.5 | 7.0 | 7.0 | 0.0 | 4.1 | 3.7 | 0.4 | 1.0 | 0.5 | 0.5 | 8.1 | 8.4 | -0.3 | | | | | | |
| More FM | 9.9 | 12.1 | -2.2 | 3 | 7.5 | 7.8 | -0.3 | 8.9 | 10.0 | -1.1 | 8.7 | 9.3 | -0.6 | 2.7 | 2.6 | 0.1 | 2.5 | 2.3 | 0.2 | 9.6 | 8.7 | 0.9 | | | | | | |
| Newstalk ZB | 14.1 | 12.0 | 2.1 | 1 | 7.5 | 7.6 | -0.1 | 8.8 | 8.5 | 0.3 | 9.5 | 8.4 | 1.1 | 6.1 | 6.3 | -0.2 | 5.1 | 4.8 | 0.3 | 13.8 | 13.1 | 0.7 | | | | | | |
| Radio Hauraki | 5.3 | 4.7 | 0.6 | 9 | 3.7 | 3.9 | -0.2 | 4.7 | 5.2 | -0.5 | 3.0 | 3.9 | -0.9 | 0.6 | 1.7 | -1.1 | 1.1 | 2.0 | -0.9 | 5.3 | 5.6 | -0.3 | | | | | | |
| Rhema | * | * | * | * | * | 0.1 | * | 0.1 | 0.2 | -0.1 | * | 0.1 | * | 0.5 | 0.3 | 0.2 | 0.1 | * | * | 0.2 | 0.6 | -0.4 | | | | | | |
| Rock | 7.7 | 8.0 | -0.3 | 5 | 6.9 | 7.7 | -0.8 | 8.9 | 10.1 | -1.2 | 9.2 | 10.6 | -1.4 | 3.2 | 4.0 | -0.8 | 2.6 | 2.3 | 0.3 | 8.5 | 10.5 | -2.0 | | | | | | |
| Star | 0.2 | 0.3 | -0.1 | 15 | 0.2 | 0.2 | 0.0 | 0.8 | 0.6 | 0.2 | 0.1 | * | * | 0.1 | 0.1 | 0.0 | * | * | * | 1.0 | 1.1 | -0.1 | | | | | | |
| Te Korimako o Taranaki | 1.3 | 1.7 | -0.4 | 12 | 0.6 | 0.9 | -0.3 | 1.1 | 1.2 | -0.1 | 0.8 | 1.3 | -0.5 | 0.1 | 0.2 | -0.1 | 0.5 | 1.0 | -0.5 | 1.0 | 1.2 | -0.2 | | | | | | |
| The Hits | 10.4 | 11.3 | -0.9 | 2 | 9.1 | 9.8 | -0.7 | 12.2 | 12.4 | -0.2 | 12.6 | 13.1 | -0.5 | 5.0 | 5.0 | 0.0 | 2.5 | 2.9 | -0.4 | 13.0 | 12.3 | 0.7 | | | | | | |
| The Sound | 7.5 | 6.9 | 0.6 | 6 | 7.7 | 7.8 | -0.1 | 8.1 | 7.8 | 0.3 | 6.7 | 6.2 | 0.5 | 1.1 | 1.6 | -0.5 | 2.0 | 1.7 | 0.3 | 7.9 | 8.1 | -0.2 | | | | | | |
| ZM | 3.7 | 3.8 | -0.1 | 11 | 2.6 | 3.4 | -0.8 | 3.3 | 4.8 | -1.5 | 3.1 | 3.7 | -0.6 | 0.8 | 1.5 | -0.7 | 0.8 | 1.6 | -0.8 | 5.2 | 5.3 | -0.1 | | | | | | |
| MediaWorks Combo | 40.1 | 40.5 | -0.4 | | 35.4 | 36.5 | -1.1 | 42.8 | 45.4 | -2.6 | 38.9 | 40.7 | -1.8 | 16.9 | 18.8 | -1.9 | 11.2 | 10.7 | 0.5 | 45.2 | 48.0 | -2.8 | | | | | | |
| NZME Combo | 33.9 | 31.9 | 2.0 | | 25.5 | 27.1 | -1.6 | 30.4 | 32.4 | -2.0 | 30.2 | 31.7 | -1.5 | 14.2 | 17.3 | -3.1 | 9.7 | 10.8 | -1.1 | 38.1 | 39.3 | -1.2 | | | | | | |
| All Commercial Radio | 66.7 | 65.2 | 1.5 | | 54.1 | 59.6 | -5.5 | 66.2 | 71.2 | -5.0 | 61.5 | 64.5 | -3.0 | 29.5 | 32.7 | -3.2 | 18.7 | 18.6 | 0.1 | 71.8 | 74.7 | -2.9 | | | | | | |

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

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



TARANAKI COMMERCIAL RADIO - SURVEY 2 2022

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

Survey Comparisons: 1/2022 - 2/2022

This Survey Period: Sun Jun 20 to Sat Nov 6 2021 & Sun Jan 30 to Sat Jun 18 2022

Last Survey Period: Sun Apr 11 to Sat Nov 6 2021 & Sun Jan 30 to Sat Apr 9 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 | 8:00 | 7:50 | 0:10 | 7:10 | 8:52 | -1:41 | 9:15 | 12:19 | -3:04 | 9:48 | 12:00 | -2:11 | 6:36 | 7:22 | -0:46 | 3:39 | 5:16 | -1:36 | 10:45 | 8:10 | 2:35 | 5:32 | 6:50 | -1:17 |
| Coast | 12:01 | 12:49 | -0:47 | 7:05 | 10:31 | -3:26 | 7:11 | 6:13 | 0:58 | 12:54 | 11:23 | 1:30 | 11:11 | 13:39 | -2:27 | 7:54 | 12:40 | -4:45 | 10:43 | 12:35 | -1:51 | 6:24 | 9:28 | -3:04 |
| Edge | 7:17 | 6:42 | 0:35 | 8:29 | 7:35 | 0:53 | 4:59 | 4:53 | 0:05 | 5:31 | 5:16 | 0:15 | 5:57 | 5:49 | 0:08 | 8:38 | 7:47 | 0:51 | 9:22 | 8:02 | 1:20 | 7:10 | 8:19 | -1:08 |
| Gold AM | 7:17 | 7:27 | -0:10 | * | * | * | * | * | * | 7:45 | 7:45 | 0:00 | 10:29 | 10:30 | -0:00 | 7:31 | 9:28 | -1:57 | 6:34 | 6:44 | -0:09 | * | * | * |
| Life FM | 9:37 | 6:40 | 2:57 | 17:58 | 3:01 | 14:57 | 5:53 | 5:44 | 0:09 | 5:53 | 6:21 | -0:28 | 8:51 | 7:29 | 1:21 | 10:15 | 9:32 | 0:42 | 1:19 | 6:58 | -5:39 | 3:59 | 5:18 | -1:18 |
| Magic | 14:32 | 12:45 | 1:47 | 5:26 | 6:05 | -0:38 | 8:08 | 6:48 | 1:19 | 5:15 | 4:54 | 0:21 | 16:14 | 13:23 | 2:50 | 18:42 | 14:17 | 4:25 | 16:17 | 13:53 | 2:23 | 12:25 | 14:43 | -2:18 |
| More FM | 8:12 | 8:04 | 0:08 | 6:53 | 6:53 | -0:00 | 8:21 | 9:06 | -0:44 | 8:46 | 8:27 | 0:19 | 8:13 | 7:52 | 0:20 | 7:28 | 8:10 | -0:42 | 8:22 | 9:26 | -1:04 | 5:59 | 5:52 | 0:07 |
| Newstalk ZB | 14:06 | 15:05 | -0:59 | 6:33 | 11:38 | -5:05 | 7:40 | 3:34 | 4:05 | 7:07 | 4:02 | 3:04 | 9:11 | 6:37 | 2:34 | 10:44 | 9:54 | 0:50 | 15:38 | 17:32 | -1:53 | 8:38 | 8:24 | 0:13 |
| Radio Hauraki | 4:12 | 4:14 | -0:01 | 4:15 | 4:51 | -0:36 | 3:50 | 4:44 | -0:53 | 4:15 | 4:10 | 0:04 | 4:39 | 4:44 | -0:05 | 4:08 | 3:42 | 0:25 | 3:22 | 2:26 | 0:55 | 3:56 | 2:34 | 1:21 |
| Rhema | 1:27 | 4:01 | -2:33 | * | * | * | 1:15 | * | * | 1:15 | * | * | 1:15 | 0:30 | 0:45 | 2:00 | 1:04 | 0:55 | 1:42 | 5:42 | -3:59 | * | 0:30 | * |
| Rock | 10:23 | 8:54 | 1:29 | 14:37 | 14:35 | 0:01 | 14:23 | 11:54 | 2:28 | 10:52 | 9:13 | 1:39 | 9:15 | 8:19 | 0:56 | 5:36 | 5:30 | 0:05 | 6:55 | 5:38 | 1:16 | 6:36 | 5:33 | 1:03 |
| Star | 3:17 | 2:44 | 0:32 | * | * | * | 9:45 | * | * | 9:45 | * | * | 3:40 | 2:15 | 1:25 | 1:55 | 2:01 | -0:05 | 1:34 | 2:02 | -0:27 | 9:45 | * | * |
| Te Korimako o Taranaki | 4:32 | 4:04 | 0:27 | 1:42 | 1:24 | 0:18 | 1:09 | 1:08 | 0:00 | 13:10 | 15:10 | -1:59 | 5:58 | 7:09 | -1:10 | 4:18 | 3:14 | 1:03 | 7:08 | 4:05 | 3:03 | 4:15 | 3:58 | 0:16 |
| The Hits | 6:03 | 5:14 | 0:48 | 2:58 | 2:50 | 0:08 | 3:51 | 3:42 | 0:08 | 4:04 | 4:04 | -0:00 | 5:57 | 5:35 | 0:22 | 8:56 | 7:20 | 1:35 | 8:22 | 6:17 | 2:05 | 5:44 | 5:49 | -0:04 |
| The Sound | 12:51 | 11:10 | 1:40 | 2:38 | 4:35 | -1:57 | 9:19 | 9:40 | -0:21 | 9:39 | 9:41 | -0:01 | 10:01 | 9:27 | 0:34 | 15:49 | 13:37 | 2:11 | 19:25 | 15:24 | 4:00 | 11:08 | 7:01 | 4:06 |
| ZM | 3:58 | 4:51 | -0:52 | 3:51 | 4:24 | -0:33 | 2:49 | 3:19 | -0:29 | 3:46 | 4:18 | -0:32 | 3:43 | 5:12 | -1:29 | 5:43 | 7:30 | -1:46 | 6:46 | 4:21 | 2:24 | 1:42 | 3:22 | -1:40 |
| MediaWorks Combo | 14:31 | 13:22 | 1:09 | 13:22 | 13:01 | 0:20 | 14:46 | 14:35 | 0:11 | 12:49 | 12:33 | 0:16 | 13:21 | 12:44 | 0:37 | 16:07 | 14:10 | 1:56 | 18:06 | 15:01 | 3:04 | 12:21 | 11:11 | 1:09 |
| NZME Combo | 10:46 | 10:59 | -0:13 | 5:19 | 6:44 | -1:25 | 5:31 | 5:32 | -0:00 | 6:36 | 6:04 | 0:32 | 8:11 | 8:02 | 0:09 | 10:53 | 10:50 | 0:02 | 13:51 | 14:45 | -0:53 | 6:42 | 6:55 | -0:13 |
| All Commercial Radio | 17:49 | 17:22 | 0:27 | 14:10 | 14:30 | -0:19 | 14:42 | 14:37 | 0:05 | 13:51 | 13:37 | 0:13 | 15:43 | 15:13 | 0:29 | 19:45 | 18:36 | 1:08 | 21:33 | 20:38 | 0:55 | 14:13 | 13:50 | 0:23 |
| Potential (000) | 109.8 | 109.8 | 0.0 | 23.2 | 23.2 | 0.0 | 31.6 | 31.7 | -0.1 | 30.9 | 30.9 | 0.0 | 47.1 | 47.1 | 0.0 | 32.7 | 32.7 | 0.0 | 29.6 | 29.6 | 0.0 | 17.3 | 15.8 | 1.5 |
| Sample | 801 | 900 | -99 | 125 | 121 | 4 | 164 | 143 | 21 | 188 | 175 | 13 | 290 | 298 | -8 | 225 | 288 | -63 | 276 | 348 | -72 | 127 | 131 | -4 |

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

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



TARANAKI COMMERCIAL RADIO - SURVEY 2 2022

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

Survey Comparisons: 1/2022 - 2/2022

This Survey Period: Sun Jun 20 to Sat Nov 6 2021 & Sun Jan 30 to Sat Jun 18 2022

Last Survey Period: Sun Apr 11 to Sat Nov 6 2021 & Sun Jan 30 to Sat Apr 9 2022

| | This | Last | +/- |
|-----------------|-------|-------|-----|
| Potential (000) | 109.8 | 109.8 | 0.0 |
| Sample Size | 801 | 900 | -99 |

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

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

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