



# TARANAKI COMMERCIAL RADIO - SURVEY 4 2022

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

Survey Comparisons: 3/2022 - 4/2022

This Survey Period: Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022

Last Survey Period: Sun Aug 29 to Sat Nov 6 2021 & Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Sep 3 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	6.7	7.8	-1.1	7	4.7	6.3	-1.6	2.9	9.4	-6.5	3.3	9.8	-6.5	2.8	6.8	-4.0	2.5	3.3	-0.8	9.3	9.2	0.1	6.7	7.8	-1.1
Coast	3.0	3.8	-0.8	10	1.0	2.4	-1.4	1.9	2.1	-0.2	2.0	1.4	0.6	1.3	1.1	0.2	1.7	3.3	-1.6	3.0	4.5	-1.5	0.9	1.0	-0.1
Edge	10.1	9.0	1.1	4	35.6	26.8	8.8	12.6	12.9	-0.3	11.2	10.8	0.4	9.4	9.5	-0.1	4.4	5.5	-1.1	2.3	3.3	-1.0	11.2	10.5	0.7
Gold Sport*	1.7	1.2	0.5	12	*	*	*	*	*	*	*	0.2	*	1.7	1.2	0.5	2.4	1.9	0.5	2.5	1.7	0.8	*	*	*
Life FM	0.8	1.2	-0.4	13	3.4	3.1	0.3	0.3	1.3	-1.0	0.3	1.4	-1.1	0.3	1.8	-1.5	0.4	1.1	-0.7	0.3	0.1	0.2	0.1	0.8	-0.7
Magic	15.0	13.4	1.6	1	4.0	2.4	1.6	3.6	1.7	1.9	2.3	1.0	1.3	10.5	8.5	2.0	21.5	19.2	2.3	24.7	23.7	1.0	14.8	11.4	3.4
More FM	7.6	8.7	-1.1	6	4.0	11.9	-7.9	6.6	10.3	-3.7	15.2	12.4	2.8	11.6	10.7	0.9	6.2	7.4	-1.2	6.2	6.2	0.0	17.2	11.1	6.1
Newstalk ZB	14.4	15.9	-1.5	2	2.9	3.0	-0.1	5.5	4.7	0.8	7.6	8.7	-1.1	8.1	8.2	-0.1	10.1	10.2	-0.1	14.5	16.9	-2.4	6.9	6.5	0.4
Radio Hauraki	2.0	2.2	-0.2	11	3.4	4.1	-0.7	3.3	3.0	0.3	2.9	3.0	-0.1	2.8	2.8	0.0	2.3	2.3	0.0	1.3	1.5	-0.2	3.1	3.1	0.0
Rhema	0.2	0.1	0.1	16	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.2	-0.1	0.4	0.3	0.1	*	*	*
Rock	14.2	11.5	2.7	3	20.7	21.9	-1.2	31.6	27.3	4.3	21.6	21.7	-0.1	18.9	17.0	1.9	17.0	8.8	8.2	10.8	4.4	6.4	11.6	13.1	-1.5
SENZ Sport	0.4	0.1	0.3	14	*	*	*	*	*	*	*	*	*	0.8	0.3	0.5	0.9	0.3	0.6	0.2	*	*	0.1	0.2	-0.1
Star	0.2	0.2	0.0	16	*	*	*	0.3	0.3	0.0	0.3	0.3	0.0	0.3	0.2	0.1	0.2	0.2	0.0	0.4	0.4	0.0	0.5	0.4	0.1
Te Korimako o Taranaki	0.3	0.8	-0.5	15	0.4	0.4	0.0	0.5	0.1	0.4	0.6	1.2	-0.6	0.4	1.2	-0.8	0.2	1.0	-0.8	0.2	0.8	-0.6	0.4	0.5	-0.1
The Hits	5.3	7.1	-1.8	8	8.7	8.3	0.4	7.7	8.8	-1.1	8.6	9.6	-1.0	6.2	9.9	-3.7	4.7	8.3	-3.6	4.3	5.2	-0.9	10.9	14.2	-3.3
The Sound	8.4	9.7	-1.3	5	0.4	1.3	-0.9	4.5	5.6	-1.1	5.8	7.3	-1.5	9.4	10.1	-0.7	15.5	18.3	-2.8	14.1	16.3	-2.2	4.6	12.2	-7.6
ZM	4.4	2.6	1.8	9	8.4	4.6	3.8	11.1	5.6	5.5	10.9	5.2	5.7	7.3	3.9	3.4	1.9	1.9	0.0	0.8	1.1	-0.3	7.5	3.8	3.7
MediaWorks Combo	63.2	61.4	1.8		70.5	72.8	-2.3	64.8	71.1	-6.3	61.9	65.8	-3.9	64.9	65.3	-0.4	68.4	63.8	4.6	67.7	63.1	4.6	66.4	66.4	0.0
NZME Combo	31.2	33.2	-2.0		25.0	22.9	2.1	31.1	24.9	6.2	33.3	28.9	4.4	28.1	27.8	0.3	23.0	28.3	-5.3	26.2	30.9	-4.7	30.9	28.7	2.2
Potential (000)	109.8	109.8	0.0		23.2	23.2	0.0	31.1	31.6	-0.5	30.9	30.9	0.0	47.1	47.1	0.0	32.7	32.7	0.0	29.6	29.6	0.0	17.6	16.9	0.7
Sample	839	808	31		117	131	-14	180	179	1	200	195	5	312	302	10	236	220	16	282	266	16	141	129	12

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, Humm FM (from S4 2022), Today FM (from S4 2022)

NZME Combo: Coast, Gold AM (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui

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



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Station Share (%) by Daypart, People 10+

Survey Comparisons: 3/2022 - 4/2022

This Survey Period: Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022

Last Survey Period: Sun Aug 29 to Sat Nov 6 2021 & Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Sep 3 2022

	This	Last	+/-
Potential (000)	109.8	109.8	0.0
Sample Size	839	808	31

	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	5.1	5.7	-0.6	8	7.7	8.8	-1.1	6.4	7.8	-1.4	6.3	7.4	-1.1	5.8	6.8	-1.0	6.6	6.4	0.2	7.9	9.2	-1.3
Coast	2.9	3.3	-0.4	10	3.7	4.3	-0.6	3.3	3.8	-0.5	2.4	3.4	-1.0	2.3	4.9	-2.6	*	1.1	*	3.0	4.2	-1.2
Edge	9.3	6.4	2.9	4	8.3	7.8	0.5	6.6	7.4	-0.8	12.4	10.7	1.7	18.3	15.7	2.6	11.4	12.4	-1.0	12.1	10.3	1.8
Gold Sport*	0.8	0.9	-0.1	12	3.2	2.2	1.0	3.8	2.1	1.7	0.8	0.6	0.2	0.1	0.2	-0.1	*	*	*	0.7	0.5	0.2
Life FM	0.3	0.5	-0.2	13	0.5	0.9	-0.4	0.6	1.3	-0.7	1.3	1.7	-0.4	2.3	2.8	-0.5	*	0.2	*	1.0	1.3	-0.3
Magic	11.6	11.2	0.4	3	14.2	13.5	0.7	15.3	14.0	1.3	15.4	13.8	1.6	18.0	12.5	5.5	10.8	7.2	3.6	17.8	15.3	2.5
More FM	8.9	11.4	-2.5	5	7.5	8.7	-1.2	8.2	8.8	-0.6	8.3	8.4	-0.1	4.1	4.5	-0.4	5.4	6.4	-1.0	6.7	7.8	-1.1
Newstalk ZB	23.7	24.2	-0.5	1	9.7	12.0	-2.3	9.0	9.8	-0.8	10.5	12.1	-1.6	29.8	27.5	2.3	24.7	27.1	-2.4	12.9	15.9	-3.0
Radio Hauraki	2.2	2.3	-0.1	11	1.6	1.6	0.0	2.2	2.3	-0.1	1.6	1.8	-0.2	0.6	2.0	-1.4	4.6	2.5	2.1	2.2	2.7	-0.5
Rhema	0.2	0.2	0.0	16	0.2	*	*	0.1	0.1	0.0	0.2	*	*	0.1	0.9	-0.8	0.3	0.3	0.0	0.2	0.1	0.1
Rock	13.9	11.2	2.7	2	17.8	13.2	4.6	16.0	13.4	2.6	14.0	11.9	2.1	2.5	4.7	-2.2	16.9	13.5	3.4	12.6	9.8	2.8
SENZ Sport	0.3	0.1	0.2	13	0.7	0.4	0.3	0.7	0.1	0.6	0.4	0.1	0.3	0.1	*	*	0.1	*	*	0.1	*	*
Star	0.1	0.1	0.0	17	0.1	0.2	-0.1	0.4	0.4	0.0	0.1	0.1	0.0	0.2	0.3	-0.1	*	*	*	0.3	0.3	0.0
Te Korimako o Taranaki	0.3	0.6	-0.3	13	0.2	0.6	-0.4	0.2	1.4	-1.2	0.3	1.3	-1.0	0.5	0.3	0.2	2.1	0.9	1.2	0.4	0.3	0.1
The Hits	4.2	6.5	-2.3	9	4.5	6.0	-1.5	7.0	8.0	-1.0	7.2	9.5	-2.3	3.2	5.7	-2.5	2.4	5.2	-2.8	5.1	6.8	-1.7
The Sound	6.9	8.1	-1.2	6	10.6	12.7	-2.1	10.5	12.3	-1.8	8.0	8.4	-0.4	2.3	2.4	-0.1	8.4	11.4	-3.0	7.8	8.6	-0.8
ZM	5.5	3.7	1.8	7	3.6	2.4	1.2	3.2	2.6	0.6	5.0	2.7	2.3	3.7	1.3	2.4	4.5	2.5	2.0	5.0	2.1	2.9
MediaWorks Combo	56.3	54.8	1.5		66.7	65.6	1.1	64.0	64.8	-0.8	65.4	62.5	2.9	54.7	50.8	3.9	60.1	57.4	2.7	66.3	62.8	3.5
NZME Combo	39.2	40.9	-1.7		26.3	28.7	-2.4	28.9	28.7	0.2	28.0	30.5	-2.5	40.0	42.8	-2.8	37.3	40.8	-3.5	29.6	32.5	-2.9

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



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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	12.4	13.5	-1.1	7	2.6	2.4	0.2	3.2	3.7	-0.5	2.7	3.4	-0.7	4.6	6.2	-1.6	4.2	5.0	-0.8	4.3	4.3	0.0	2.5	2.7	-0.2
Coast	4.5	5.4	-0.9	11	0.7	1.0	-0.3	0.9	1.1	-0.2	0.8	0.8	0.0	1.2	1.2	0.0	1.4	1.9	-0.5	1.8	2.4	-0.6	0.6	0.6	0.0
Edge	20.1	19.9	0.2	1	7.9	7.5	0.4	9.8	10.2	-0.4	7.6	7.6	0.0	10.4	10.4	0.0	3.9	4.2	-0.3	1.7	2.0	-0.3	4.3	4.0	0.3
Gold Sport*	2.7	2.2	0.5	12	*	*	*	*	*	*	*	0.1	*	0.5	0.7	-0.2	1.4	1.3	0.1	1.9	1.4	0.5	*	*	*
Life FM	1.5	2.1	-0.6	14	0.6	0.6	0.0	0.3	0.8	-0.5	0.3	0.9	-0.6	0.4	1.3	-0.9	0.5	0.7	-0.2	0.4	0.3	0.1	0.2	0.4	-0.2
Magic	14.4	12.8	1.6	6	1.7	1.3	0.4	1.7	0.9	0.8	1.5	0.9	0.6	5.0	3.9	1.1	6.1	5.9	0.2	5.8	5.9	-0.1	1.8	1.5	0.3
More FM	16.6	17.0	-0.4	5	3.0	4.3	-1.3	4.3	4.2	0.1	5.5	4.3	1.2	8.4	7.7	0.7	5.5	6.2	-0.7	4.8	4.4	0.4	4.2	3.6	0.6
Newstalk ZB	17.3	17.4	-0.1	4	1.1	1.1	0.0	1.8	2.1	-0.3	3.3	3.8	-0.5	5.4	5.9	-0.5	6.0	5.7	0.3	6.4	6.0	0.4	1.4	1.8	-0.4
Radio Hauraki	6.9	8.3	-1.4	10	1.6	2.4	-0.8	2.5	2.9	-0.4	2.5	2.7	-0.2	3.8	4.0	-0.2	2.6	2.9	-0.3	1.5	1.8	-0.3	1.8	1.8	0.0
Rhema	1.1	1.3	-0.2	15	*	*	*	0.2	0.2	0.0	0.2	0.2	0.0	0.2	0.2	0.0	0.5	0.7	-0.2	0.8	0.9	-0.1	*	*	*
Rock	19.3	17.5	1.8	2	3.7	3.7	0.0	6.2	6.8	-0.6	6.1	6.7	-0.6	11.1	10.5	0.6	9.0	6.7	2.3	4.5	3.2	1.3	4.3	4.2	0.1
SENZ Sport	0.5	0.4	0.1	17	*	*	*	*	*	*	*	*	*	0.3	0.3	0.0	0.4	0.3	0.1	0.2	0.1	0.1	0.2	0.2	0.0
Star	0.9	0.9	0.0	16	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	0.5	0.3	0.2	0.5	0.5	0.0	0.4	0.5	-0.1	0.1	0.1	0.0
Te Korimako o Taranaki	2.1	2.2	-0.1	13	0.5	0.6	-0.1	1.2	0.5	0.7	1.1	0.5	0.6	1.4	1.0	0.4	0.4	1.0	-0.6	0.1	0.6	-0.5	0.5	0.4	0.1
The Hits	17.7	22.4	-4.7	3	5.5	6.9	-1.4	5.4	8.0	-2.6	6.2	7.9	-1.7	9.3	11.6	-2.3	4.8	6.5	-1.7	2.4	3.3	-0.9	4.4	6.0	-1.6
The Sound	11.8	12.7	-0.9	8	0.6	1.1	-0.5	1.4	2.0	-0.6	1.8	2.5	-0.7	4.8	5.8	-1.0	7.2	7.3	-0.1	5.8	5.2	0.6	1.0	2.1	-1.1
ZM	10.7	8.9	1.8	9	3.9	2.9	1.0	6.6	6.1	0.5	4.9	4.1	0.8	6.0	5.2	0.8	1.4	1.5	-0.1	0.6	0.6	0.0	3.2	2.9	0.3
MediaWorks Combo	66.5	64.7	1.8		13.4	13.5	-0.1	18.3	17.9	0.4	18.5	18.0	0.5	31.2	30.5	0.7	23.3	23.2	0.1	18.0	17.6	0.4	11.7	11.0	0.7
NZME Combo	48.8	51.3	-2.5		9.7	10.8	-1.1	13.7	15.5	-1.8	14.0	15.3	-1.3	21.3	22.9	-1.6	15.1	16.0	-0.9	12.5	12.6	-0.1	8.4	9.8	-1.4
All Commercial Radio	87.4	88.6	-1.2		16.5	17.7	-1.2	23.6	24.7	-1.1	25.3	25.4	-0.1	39.5	40.0	-0.5	28.4	29.4	-1.0	23.9	24.4	-0.5	14.6	14.8	-0.2
Potential (000)	109.8	109.8	0.0		23.2	23.2	0.0	31.1	31.6	-0.5	30.9	30.9	0.0	47.1	47.1	0.0	32.7	32.7	0.0	29.6	29.6	0.0	17.6	16.9	0.7
Sample	839	808	31		117	131	-14	180	179	1	200	195	5	312	302	10	236	220	16	282	266	16	141	129	12

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

NZME Combo: Coast, Gold AM (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui

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

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	This	Last	+/-
Potential (000)	109.8	109.8	0.0
Sample Size	839	808	31

	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	5.5	5.9	-0.4	9	5.2	6.5	-1.3	7.0	8.3	-1.3	5.8	6.6	-0.8	1.9	2.4	-0.5	1.3	1.4	-0.1	7.4	7.9	-0.5
Coast	2.7	3.3	-0.6	11	3.3	3.3	0.0	2.4	3.1	-0.7	2.2	2.6	-0.4	0.6	1.3	-0.7	0.1	0.4	-0.3	2.4	2.8	-0.4
Edge	12.3	9.9	2.4	2	8.1	8.0	0.1	10.7	11.5	-0.8	10.1	9.8	0.3	5.3	6.0	-0.7	3.3	3.7	-0.4	12.5	13.3	-0.8
Gold Sport*	1.0	1.1	-0.1	12	1.6	1.3	0.3	2.5	1.4	1.1	1.2	0.8	0.4	0.3	0.2	0.1	*	*	*	1.7	1.1	0.6
Life FM	0.7	1.3	-0.6	13	1.0	1.2	-0.2	1.0	1.8	-0.8	1.0	1.3	-0.3	0.8	1.0	-0.2	*	0.1	*	0.8	1.3	-0.5
Magic	7.7	6.8	0.9	5	9.6	7.8	1.8	9.4	8.9	0.5	9.6	8.4	1.2	5.3	4.0	1.3	2.6	1.8	0.8	10.4	8.6	1.8
More FM	9.6	10.2	-0.6	4	7.4	6.9	0.5	8.1	9.1	-1.0	8.5	9.0	-0.5	2.9	3.4	-0.5	1.4	1.9	-0.5	9.3	9.8	-0.5
Newstalk ZB	12.5	13.2	-0.7	1	5.9	7.0	-1.1	7.9	8.5	-0.6	7.5	8.7	-1.2	7.8	6.6	1.2	4.4	4.2	0.2	11.1	12.9	-1.8
Radio Hauraki	4.0	4.9	-0.9	10	2.6	3.0	-0.4	3.4	3.9	-0.5	3.1	2.8	0.3	0.9	0.7	0.2	1.3	0.9	0.4	3.6	5.1	-1.5
Rhema	0.7	0.4	0.3	13	0.5	0.2	0.3	0.4	0.1	0.3	0.3	*	*	0.3	0.4	-0.1	0.1	0.1	0.0	0.4	0.3	0.1
Rock	10.8	8.8	2.0	3	10.4	8.5	1.9	12.0	11.1	0.9	11.2	10.8	0.4	1.5	3.3	-1.8	2.6	2.4	0.2	10.7	10.1	0.6
SENZ Sport	0.2	0.2	0.0	16	0.4	0.3	0.1	0.3	0.3	0.0	0.2	0.2	0.0	*	*	*	*	*	*	0.3	0.2	0.1
Star	0.1	0.1	0.0	17	0.2	0.3	-0.1	0.7	0.6	0.1	0.2	0.2	0.0	0.2	0.2	0.0	*	*	*	0.8	0.8	0.0
Te Korimako o Taranaki	0.6	1.1	-0.5	15	1.0	0.7	0.3	0.6	0.9	-0.3	0.5	0.7	-0.2	0.6	0.2	0.4	0.7	0.4	0.3	0.9	0.8	0.1
The Hits	7.3	9.5	-2.2	6	6.3	8.0	-1.7	9.4	11.1	-1.7	9.1	11.2	-2.1	3.0	4.6	-1.6	0.7	1.6	-0.9	8.9	11.8	-2.9
The Sound	6.5	7.7	-1.2	7	6.0	7.0	-1.0	7.3	8.2	-0.9	7.2	7.4	-0.2	1.8	1.3	0.5	2.3	2.6	-0.3	7.2	6.9	0.3
ZM	6.4	4.6	1.8	8	3.8	3.4	0.4	4.7	3.5	1.2	5.3	3.9	1.4	1.4	1.0	0.4	1.3	1.0	0.3	7.8	5.9	1.9
MediaWorks Combo	45.5	43.4	2.1		39.6	37.4	2.2	46.3	46.9	-0.6	45.5	44.3	1.2	17.4	18.4	-1.0	11.6	12.1	-0.5	47.8	46.4	1.4
NZME Combo	31.4	32.4	-1.0		21.9	24.3	-2.4	27.8	28.4	-0.6	26.3	28.0	-1.7	13.5	14.2	-0.7	7.4	7.6	-0.2	33.1	36.0	-2.9
All Commercial Radio	69.0	68.9	0.1		54.9	55.1	-0.2	65.0	67.7	-2.7	62.4	64.2	-1.8	29.4	30.6	-1.2	17.4	18.0	-0.6	68.8	71.5	-2.7

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

NZME Combo: Coast, Gold AM (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui

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

# TARANAKI COMMERCIAL RADIO - SURVEY 4 2022

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

Survey Comparisons: 3/2022 - 4/2022

This Survey Period: Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022

Last Survey Period: Sun Aug 29 to Sat Nov 6 2021 & Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Sep 3 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	8:17	9:00	-0:42	4:31	6:17	-1:45	2:50	8:51	-6:00	3:45	9:47	-6:01	3:33	6:33	-3:00	3:23	3:39	-0:16	11:10	11:07	0:03	4:51	5:52	-1:00
Coast	10:15	11:06	-0:51	3:47	6:01	-2:14	6:31	6:46	-0:15	7:43	5:39	2:04	6:38	5:22	1:16	7:06	9:45	-2:39	8:29	10:03	-1:34	2:58	3:18	-0:19
Edge	7:43	7:02	0:40	11:13	8:43	2:30	4:00	4:27	-0:26	4:39	4:50	-0:11	5:13	5:30	-0:16	6:19	7:22	-1:03	7:00	8:33	-1:33	4:43	5:21	-0:37
Gold Sport*	10:00	8:14	1:45	*	*	*	*	*	*	*	7:45	*	18:30	10:38	7:51	9:32	8:15	1:16	6:37	6:29	0:08	*	*	*
Life FM	7:52	8:44	-0:51	13:15	13:12	0:02	3:15	5:35	-2:20	3:11	5:32	-2:20	3:34	8:18	-4:44	4:06	9:02	-4:56	3:55	1:24	2:30	0:57	3:45	-2:47
Magic	16:01	16:20	-0:18	6:01	4:35	1:26	6:24	6:55	-0:31	4:39	3:47	0:51	12:17	13:16	-0:58	19:53	18:32	1:20	21:54	21:00	0:54	14:43	15:16	-0:32
More FM	7:01	7:57	-0:55	3:22	6:41	-3:19	4:48	8:40	-3:51	8:38	9:55	-1:17	8:01	8:19	-0:18	6:24	6:44	-0:20	6:36	7:18	-0:41	7:25	6:21	1:04
Newstalk ZB	12:50	14:16	-1:25	6:32	6:33	-0:00	9:20	7:56	1:23	7:19	7:49	-0:29	8:43	8:20	0:23	9:28	10:06	-0:37	11:35	14:48	-3:13	9:08	7:35	1:33
Radio Hauraki	4:28	4:07	0:20	5:25	4:02	1:23	4:08	3:39	0:29	3:39	3:45	-0:06	4:12	4:11	0:01	4:54	4:30	0:24	4:17	4:08	0:08	3:07	3:23	-0:15
Rhema	2:21	1:41	0:40	*	*	*	1:45	1:45	0:00	1:45	1:45	0:00	1:45	1:45	0:00	1:15	1:32	-0:17	2:25	1:36	0:49	*	*	*
Rock	11:19	10:13	1:05	13:51	14:28	-0:37	15:45	14:07	1:38	11:11	11:02	0:09	9:56	9:42	0:14	10:36	7:29	3:07	12:28	7:04	5:23	4:58	6:21	-1:23
SENZ Sport	11:09	4:56	6:12	*	*	*	*	*	*	*	*	*	16:02	6:00	10:02	12:40	6:00	6:40	5:17	3:00	2:17	1:19	2:00	-0:40
Star	4:06	4:03	0:03	*	*	*	9:45	9:45	0:00	9:45	9:45	0:00	3:40	4:19	-0:39	2:01	1:52	0:09	4:35	3:52	0:42	9:45	9:45	0:00
Te Korimako o Taranaki	2:34	5:27	-2:53	1:53	1:29	0:23	1:22	0:57	0:24	1:51	8:37	-6:45	1:37	6:59	-5:22	3:18	5:41	-2:22	9:12	6:44	2:28	1:27	2:34	-1:06
The Hits	4:38	4:55	-0:17	3:58	2:57	1:01	4:24	3:51	0:33	4:19	4:08	0:11	3:54	5:08	-1:14	5:26	7:14	-1:47	9:08	8:09	0:58	4:31	4:48	-0:16
The Sound	10:59	11:55	-0:56	1:36	2:45	-1:08	9:57	9:35	0:22	9:59	10:04	-0:04	11:24	10:22	1:02	12:07	14:09	-2:02	12:29	16:26	-3:57	8:09	11:44	-3:35
ZM	6:20	4:32	1:48	5:24	3:47	1:37	5:14	3:13	2:00	6:58	4:19	2:39	7:01	4:29	2:31	7:50	7:15	0:35	6:09	8:39	-2:30	4:21	2:39	1:42
MediaWorks Combo	14:37	14:48	-0:11	13:07	13:09	-0:01	11:00	13:57	-2:56	10:28	12:25	-1:57	12:05	12:54	-0:49	16:32	15:33	0:59	19:19	18:47	0:31	10:22	12:19	-1:57
NZME Combo	9:50	10:05	-0:14	6:25	5:11	1:14	7:06	5:39	1:27	7:28	6:26	1:01	7:39	7:19	0:20	8:36	10:02	-1:26	10:43	12:50	-2:06	6:40	6:00	0:40
All Commercial Radio	17:36	17:37	-0:00	15:05	13:45	1:20	13:12	14:12	-0:59	12:25	13:26	-1:01	14:42	15:04	-0:22	19:50	19:16	0:34	21:28	21:30	-0:01	12:27	13:47	-1:20
Potential (000)	109.8	109.8	0.0	23.2	23.2	0.0	31.1	31.6	-0.5	30.9	30.9	0.0	47.1	47.1	0.0	32.7	32.7	0.0	29.6	29.6	0.0	17.6	16.9	0.7
Sample	839	808	31	117	131	-14	180	179	1	200	195	5	312	302	10	236	220	16	282	266	16	141	129	12

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

NZME Combo: Coast, Gold AM (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui

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



# TARANAKI COMMERCIAL RADIO - SURVEY 4 2022

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

Survey Comparisons: 3/2022 - 4/2022

This Survey Period: Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022

Last Survey Period: Sun Aug 29 to Sat Nov 6 2021 & Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Sep 3 2022

	This	Last	+/-
Potential (000)	109.8	109.8	0.0
Sample Size	839	808	31

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

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

NZME Combo: Coast, Gold AM (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui

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