



TAURANGA COMMERCIAL RADIO - SURVEY 2 2023

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

Survey Comparisons: 1/2023 - 2/2023

This Survey Period: Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 2023

Last Survey Period: Sun Apr 10 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 2023

	All 10+				People 10-24			People 18-39			People 25-44			People 25-54			People 45-64			People 55-74			MGS with Kids		
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	6.5	8.4	-1.9	7	7.7	9.3	-1.6	6.1	7.4	-1.3	4.9	6.6	-1.7	6.6	6.6	0.0	6.9	7.6	-0.7	6.7	9.6	-2.9	5.7	4.4	1.3
Coast	5.1	5.9	-0.8	10	0.3	0.3	0.0	2.8	2.8	0.0	3.3	3.5	-0.2	3.8	3.9	-0.1	4.2	3.6	0.6	7.8	10.3	-2.5	2.8	2.0	0.8
Edge	5.5	5.8	-0.3	9	9.3	9.2	0.1	7.6	7.4	0.2	8.7	10.0	-1.3	6.4	7.6	-1.2	5.5	5.5	0.0	5.0	4.3	0.7	5.3	4.5	0.8
Gold	2.8	3.7	-0.9	12	0.1	0.4	-0.3	0.2	0.9	-0.7	0.8	2.3	-1.5	5.0	5.3	-0.3	6.1	7.7	-1.6	2.2	4.7	-2.5	8.7	10.8	-2.1
Gold Sport	0.1	0.2	-0.1	19	0.3	0.2	0.1	0.1	0.3	-0.2	0.1	0.3	-0.2	*	0.2	*	*	0.2	*	*	0.2	*	*	0.1	*
Life FM	1.3	1.4	-0.1	14	3.5	3.1	0.4	0.9	1.0	-0.1	1.7	0.9	0.8	1.2	0.8	0.4	1.0	1.6	-0.6	0.9	1.8	-0.9	1.6	1.6	0.0
Magic	8.2	7.8	0.4	4	*	0.4	*	0.1	*	*	0.1	0.1	0.0	1.3	1.3	0.0	3.8	5.9	-2.1	13.8	15.1	-1.3	5.2	2.9	2.3
Mai FM	6.2	4.5	1.7	8	21.1	18.0	3.1	14.3	12.9	1.4	13.3	6.4	6.9	7.5	3.9	3.6	0.3	0.3	0.0	*	0.1	*	3.7	4.2	-0.5
Moana Radio	0.3	0.5	-0.2	16	0.6	0.7	-0.1	1.1	1.4	-0.3	1.1	1.6	-0.5	0.6	0.9	-0.3	0.1	0.1	0.0	*	*	*	*	*	*
More FM	5.0	4.9	0.1	11	9.9	5.1	4.8	5.8	3.6	2.2	4.5	3.5	1.0	5.6	5.2	0.4	5.2	7.1	-1.9	2.6	4.3	-1.7	3.0	4.9	-1.9
Newstalk ZB	12.1	12.3	-0.2	1	0.8	0.6	0.2	1.1	0.7	0.4	2.3	2.3	0.0	3.5	7.3	-3.8	7.9	11.2	-3.3	16.2	13.4	2.8	4.3	5.5	-1.2
Radio Hauraki	2.1	3.0	-0.9	13	4.4	4.8	-0.4	4.0	5.5	-1.5	4.2	5.9	-1.7	3.0	5.3	-2.3	0.9	2.7	-1.8	0.7	0.5	0.2	3.2	8.3	-5.1
Rhema	0.7	0.3	0.4	15	*	*	*	1.4	*	*	1.4	*	*	0.8	0.1	0.7	0.5	0.3	0.2	1.3	0.6	0.7	2.1	*	*
Rock	9.3	10.1	-0.8	3	10.9	14.1	-3.2	17.1	21.9	-4.8	17.9	21.8	-3.9	15.3	15.5	-0.2	10.0	9.1	0.9	4.7	6.0	-1.3	11.7	12.1	-0.4
SENZ Sport	0.3	0.1	0.2	16	*	*	*	*	0.1	*	*	0.1	*	*	*	*	0.6	*	*	0.7	*	*	*	*	*
Star	0.2	0.2	0.0	18	*	*	*	*	*	*	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	0.5	0.6	-0.1	*	*	*
Tainui Live	*	*	*	*	*	0.1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Te Arawa FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
The Hits	7.0	7.6	-0.6	6	8.5	10.5	-2.0	10.6	10.0	0.6	10.7	10.4	0.3	9.4	10.6	-1.2	6.6	8.1	-1.5	5.7	5.6	0.1	11.9	12.1	-0.2
The Sound	10.6	7.2	3.4	2	7.1	7.9	-0.8	5.4	6.4	-1.0	4.6	5.2	-0.6	9.6	5.8	3.8	21.8	11.7	10.1	18.7	11.6	7.1	7.3	7.3	0.0
ZM	8.2	7.6	0.6	4	11.3	11.5	-0.2	13.6	10.7	2.9	13.3	11.5	1.8	13.1	12.5	0.6	8.1	7.7	0.4	2.0	1.2	0.8	10.4	6.8	3.6
MediaWorks Combo	52.1	49.7	2.4		67.2	65.5	1.7	58.4	62.9	-4.5	55.6	56.7	-1.1	53.5	47.9	5.6	54.0	47.7	6.3	51.7	51.0	0.7	43.7	42.0	1.7
NZME Combo	37.7	40.5	-2.8		26.3	28.5	-2.2	33.4	31.5	1.9	35.7	37.1	-1.4	38.4	45.6	-7.2	33.8	41.2	-7.4	34.6	36.0	-1.4	41.5	45.7	-4.2
Potential (000)	192.8	192.8	0.0		37.6	37.6	0.0	57.6	56.6	1.0	55.2	55.2	0.0	82.4	82.4	0.0	54.0	54.0	0.0	51.2	51.2	0.0	35.5	31.8	3.7
Sample	923	806	117		143	119	24	249	197	52	253	198	55	364	306	58	239	229	10	288	260	28	184	146	38

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

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

NZME Combo: Coast, Gold, Gold 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 Hokonui, Flava



TAURANGA COMMERCIAL RADIO - SURVEY 2 2023

Station Share (%) by Daypart, People 10+

Survey Comparisons: 1/2023 - 2/2023

This Survey Period: Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 2023

Last Survey Period: Sun Apr 10 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 2023

	This	Last	+/-
Potential (000)	192.8	192.8	0.0
Sample Size	923	806	117

	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	4.7	6.7	-2.0	8	8.2	10.6	-2.4	7.8	10.5	-2.7	7.5	7.4	0.1	2.5	3.1	-0.6	2.2	6.4	-4.2	6.1	7.5	-1.4	
Coast	4.7	4.6	0.1	8	7.2	7.9	-0.7	4.4	5.2	-0.8	4.0	4.6	-0.6	2.6	4.7	-2.1	1.0	1.6	-0.6	6.2	7.7	-1.5	
Edge	3.9	4.2	-0.3	11	5.0	5.0	0.0	6.4	6.8	-0.4	8.5	8.5	0.0	2.8	4.5	-1.7	7.7	8.4	-0.7	5.2	5.4	-0.2	
Gold	1.7	2.5	-0.8	13	3.5	5.4	-1.9	3.4	3.5	-0.1	3.2	3.0	0.2	1.2	0.9	0.3	2.9	7.0	-4.1	2.8	3.8	-1.0	
Gold Sport	0.2	0.6	-0.4	17	*	0.2	*	0.1	*	*	*	*	*	0.1	0.5	-0.4	0.1	0.6	-0.5	0.2	0.3	-0.1	
Life FM	1.5	1.6	-0.1	14	0.7	1.0	-0.3	0.7	0.6	0.1	2.2	2.1	0.1	0.7	1.4	-0.7	2.6	2.8	-0.2	1.7	1.8	-0.1	
Magic	4.8	5.0	-0.2	7	9.8	9.4	0.4	8.5	8.2	0.3	5.8	5.1	0.7	7.3	8.2	-0.9	2.8	3.3	-0.5	11.9	10.8	1.1	
Mai FM	9.0	6.8	2.2	4	4.5	1.4	3.1	6.6	4.3	2.3	2.0	1.2	0.8	1.5	2.4	-0.9	19.1	21.2	-2.1	5.5	4.5	1.0	
Moana Radio	0.3	0.5	-0.2	16	0.1	0.2	-0.1	0.5	0.6	-0.1	0.6	0.7	-0.1	0.2	0.2	0.0	*	*	*	0.4	0.6	-0.2	
More FM	4.3	4.3	0.0	10	5.0	6.1	-1.1	4.6	4.5	0.1	5.5	5.6	-0.1	3.3	2.4	0.9	1.4	1.7	-0.3	7.2	5.4	1.8	
Newstalk ZB	18.7	18.3	0.4	1	6.6	6.8	-0.2	5.8	5.7	0.1	13.7	13.6	0.1	38.3	38.4	-0.1	23.2	21.4	1.8	10.3	11.8	-1.5	
Radio Hauraki	2.3	2.4	-0.1	12	2.3	3.5	-1.2	2.3	4.3	-2.0	2.5	3.5	-1.0	1.1	2.2	-1.1	1.9	0.8	1.1	1.5	1.8	-0.3	
Rhema	1.1	0.2	0.9	15	0.1	*	*	0.2	0.1	0.1	1.0	1.0	0.0	4.4	*	*	0.2	*	*	0.9	0.4	0.5	
Rock	10.6	11.4	-0.8	2	10.8	10.8	0.0	11.1	11.8	-0.7	10.4	11.5	-1.1	2.0	3.0	-1.0	3.3	3.9	-0.6	6.4	7.9	-1.5	
SENZ Sport	0.1	0.1	0.0	19	0.7	0.4	0.3	*	0.1	*	0.1	*	*	0.7	*	*	0.7	*	*	0.3	0.1	0.2	
Star	0.2	0.3	-0.1	17	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0	*	0.1	*	*	*	*	0.4	0.6	-0.2	
Tainui Live	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.3	*	*	*	*	*
Te Arawa FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
The Hits	6.8	7.6	-0.8	5	7.9	8.3	-0.4	8.6	9.6	-1.0	6.3	8.0	-1.7	1.5	1.8	-0.3	4.7	6.8	-2.1	6.1	5.9	0.2	
The Sound	6.8	5.9	0.9	5	10.9	6.9	4.0	12.5	9.2	3.3	10.1	7.1	3.0	9.0	2.8	6.2	16.8	1.8	15.0	11.3	8.4	2.9	
ZM	9.9	8.8	1.1	3	6.2	5.2	1.0	7.4	6.1	1.3	12.0	12.1	-0.1	8.4	11.4	-3.0	5.4	5.9	-0.5	7.9	7.7	0.2	
MediaWorks Combo	44.8	45.4	-0.6		54.5	51.0	3.5	58.1	56.3	1.8	50.4	47.5	2.9	28.6	26.7	1.9	53.4	46.7	6.7	55.2	51.4	3.8	
NZME Combo	44.4	44.9	-0.5		34.2	37.9	-3.7	32.4	34.3	-1.9	41.7	44.8	-3.1	53.4	60.3	-6.9	39.4	44.0	-4.6	35.4	39.1	-3.7	

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NZME Combo: Coast, Gold, 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 Hokonui, Flava



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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	17.9	19.4	-1.5	7	2.6	3.8	-1.2	3.9	3.9	0.0	5.4	4.2	1.2	8.5	8.0	0.5	4.9	6.0	-1.1	4.4	5.2	-0.8	3.7	3.3	0.4
Coast	14.1	18.1	-4.0	11	0.7	1.5	-0.8	1.0	2.8	-1.8	1.7	3.6	-1.9	3.7	5.8	-2.1	4.6	4.9	-0.3	7.0	8.0	-1.0	2.4	2.2	0.2
Edge	20.1	22.5	-2.4	4	7.0	8.2	-1.2	9.4	9.2	0.2	7.4	8.1	-0.7	10.0	11.1	-1.1	4.8	5.5	-0.7	3.0	3.0	0.0	4.7	4.5	0.2
Gold	7.9	10.2	-2.3	13	0.7	2.3	-1.6	0.9	1.4	-0.5	0.9	1.6	-0.7	3.4	3.6	-0.2	4.3	4.3	0.0	2.8	3.5	-0.7	1.6	1.4	0.2
Gold Sport	1.2	3.6	-2.4	17	0.5	1.1	-0.6	0.4	1.5	-1.1	0.4	1.5	-1.1	0.4	1.7	-1.3	0.1	0.5	-0.4	0.1	0.3	-0.2	*	0.2	*
Life FM	5.9	7.0	-1.1	14	2.5	3.5	-1.0	1.3	1.5	-0.2	1.9	1.4	0.5	2.4	1.9	0.5	1.4	1.7	-0.3	1.0	1.5	-0.5	2.0	1.6	0.4
Magic	14.3	15.6	-1.3	10	0.2	1.0	-0.8	0.6	0.2	0.4	0.7	0.7	0.0	1.7	1.6	0.1	3.1	4.6	-1.5	7.0	7.9	-0.9	1.9	1.8	0.1
Mai FM	16.9	16.9	0.0	9	7.9	8.1	-0.2	8.4	8.3	0.1	8.3	7.7	0.6	8.7	8.2	0.5	0.4	0.7	-0.3	0.1	0.5	-0.4	3.1	3.9	-0.8
Moana Radio	3.2	4.4	-1.2	16	1.6	2.3	-0.7	1.2	1.8	-0.6	1.2	1.8	-0.6	1.6	2.1	-0.5	0.4	0.3	0.1	*	*	*	0.1	0.3	-0.2
More FM	21.3	19.1	2.2	3	6.7	5.7	1.0	7.1	6.8	0.3	6.8	5.6	1.2	11.2	9.7	1.5	6.4	6.3	0.1	3.1	3.0	0.1	4.7	4.1	0.6
Newstalk ZB	27.2	26.6	0.6	2	1.8	2.1	-0.3	1.8	1.9	-0.1	3.2	3.4	-0.2	7.7	8.3	-0.6	9.7	9.7	0.0	10.5	9.7	0.8	4.8	4.5	0.3
Radio Hauraki	11.3	14.2	-2.9	12	3.6	4.7	-1.1	3.4	5.0	-1.6	4.5	5.8	-1.3	6.5	8.1	-1.6	2.3	3.5	-1.2	1.0	1.2	-0.2	3.3	4.5	-1.2
Rhema	3.4	3.0	0.4	15	*	*	*	1.1	*	*	1.1	*	*	1.7	0.7	1.0	1.6	1.4	0.2	1.6	1.4	0.2	1.3	0.2	1.1
Rock	18.9	21.0	-2.1	5	4.8	6.8	-2.0	7.9	10.0	-2.1	7.1	8.4	-1.3	11.0	11.2	-0.2	6.2	5.5	0.7	3.1	3.0	0.1	4.9	3.8	1.1
SENZ Sport	1.2	2.5	-1.3	17	*	*	*	0.4	1.5	-1.1	0.4	1.5	-1.1	0.4	1.5	-1.1	0.4	0.2	0.2	0.6	0.4	0.2	*	*	*
Star	0.5	0.9	-0.4	19	*	*	*	*	*	*	*	*	*	0.2	0.3	-0.1	0.4	0.3	0.1	0.4	0.6	-0.2	*	*	*
Tainui Live	0.2	0.5	-0.3	20	0.2	0.5	-0.3	*	0.1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Te Arawa FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
The Hits	18.5	20.9	-2.4	6	4.2	4.2	0.0	7.0	7.9	-0.9	6.6	7.1	-0.5	9.5	11.2	-1.7	5.0	6.7	-1.7	4.3	5.0	-0.7	5.5	6.0	-0.5
The Sound	17.6	20.3	-2.7	8	2.7	4.2	-1.5	2.0	3.5	-1.5	3.2	5.4	-2.2	7.1	9.2	-2.1	9.4	8.3	1.1	7.3	6.2	1.1	4.4	3.9	0.5
ZM	28.4	26.2	2.2	1	6.5	7.0	-0.5	14.1	12.3	1.8	14.1	12.1	2.0	18.9	16.6	2.3	6.6	5.8	0.8	2.4	1.8	0.6	8.6	6.3	2.3
MediaWorks Combo	94.4	96.8	-2.4		20.5	23.1	-2.6	26.8	27.6	-0.8	26.0	26.6	-0.6	41.1	41.4	-0.3	29.2	29.1	0.1	24.5	23.9	0.6	19.7	18.3	1.4
NZME Combo	82.6	87.2	-4.6		12.7	14.5	-1.8	21.8	23.3	-1.5	23.4	24.6	-1.2	37.5	39.6	-2.1	25.2	27.5	-2.3	22.4	23.9	-1.5	19.4	18.1	1.3
All Commercial Radio	146.1	147.0	-0.9		25.9	27.9	-2.0	38.7	37.9	0.8	40.0	38.9	1.1	64.2	63.0	1.2	45.4	45.7	-0.3	39.5	39.7	-0.2	31.2	27.5	3.7
Potential (000)	192.8	192.8	0.0		37.6	37.6	0.0	57.6	56.6	1.0	55.2	55.2	0.0	82.4	82.4	0.0	54.0	54.0	0.0	51.2	51.2	0.0	35.5	31.8	3.7
Sample	923	806	117		143	119	24	249	197	52	253	198	55	364	306	58	239	229	10	288	260	28	184	146	38

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

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Survey Comparisons: 1/2023 - 2/2023

This Survey Period: Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 2023

Last Survey Period: Sun Apr 10 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 2023

	This	Last	+/-
Potential (000)	192.8	192.8	0.0
Sample Size	923	806	117

	Breakfast Mon-Fri 6am-9am				Morning Mon-Fri 9am-12md			Afternoon Mon-Fri 12md-4pm			Drive Mon-Fri 4pm-7pm			Night Mon-Fri 7pm-12mn			Mid Dawn Mon-Fri 12mn-6am			Weekend Sat-Sun 12mn-12mn			
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	
Breeze	8.2	8.6	-0.4	9	10.2	10.5	-0.3	10.9	12.6	-1.7	9.7	9.4	0.3	1.7	2.0	-0.3	0.8	1.9	-1.1	10.1	12.1	-2.0	
Coast	6.4	7.6	-1.2	11	7.9	8.0	-0.1	7.8	8.2	-0.4	5.0	5.6	-0.6	1.6	1.7	-0.1	1.3	2.8	-1.5	10.6	11.4	-0.8	
Edge	9.8	10.6	-0.8	5	8.2	8.7	-0.5	11.1	11.1	0.0	8.6	8.9	-0.3	1.5	2.5	-1.0	2.7	2.6	0.1	10.7	12.3	-1.6	
Gold	2.3	4.5	-2.2	14	4.6	5.4	-0.8	4.5	4.4	0.1	3.6	3.8	-0.2	1.6	1.5	0.1	1.2	1.4	-0.2	3.7	4.9	-1.2	
Gold Sport	0.5	1.3	-0.8	17	0.4	1.8	-1.4	0.2	*	*	*	*	*	0.4	1.7	-1.3	0.4	1.5	-1.1	1.0	2.9	-1.9	
Life FM	3.3	3.7	-0.4	13	3.5	3.4	0.1	3.3	2.7	0.6	3.1	3.4	-0.3	0.6	0.9	-0.3	0.5	0.3	0.2	3.5	3.7	-0.2	
Magic	7.2	7.5	-0.3	10	8.4	9.2	-0.8	8.0	7.8	0.2	5.4	4.9	0.5	2.7	3.8	-1.1	1.1	1.1	0.0	11.3	11.8	-0.5	
Mai FM	12.7	12.0	0.7	3	5.3	4.1	1.2	8.5	7.9	0.6	3.9	3.0	0.9	1.4	2.3	-0.9	2.4	3.1	-0.7	8.5	8.3	0.2	
Moana Radio	1.5	2.4	-0.9	16	0.6	1.0	-0.4	1.9	2.4	-0.5	1.9	2.0	-0.1	0.2	0.2	0.0	*	*	*	1.5	2.0	-0.5	
More FM	9.0	7.9	1.1	8	8.9	8.5	0.4	11.7	9.9	1.8	9.5	9.4	0.1	2.0	2.1	-0.1	1.3	0.8	0.5	12.4	8.0	4.4	
Newstalk ZB	19.5	19.4	0.1	1	10.2	10.4	-0.2	12.0	12.1	-0.1	10.4	11.7	-1.3	9.2	9.5	-0.3	6.7	5.6	1.1	14.4	14.7	-0.3	
Radio Hauraki	5.0	5.2	-0.2	12	3.5	4.3	-0.8	3.7	5.8	-2.1	3.3	5.7	-2.4	0.9	1.7	-0.8	0.6	0.7	-0.1	4.8	6.1	-1.3	
Rhema	2.0	0.8	1.2	15	0.5	0.3	0.2	1.0	0.8	0.2	0.9	1.0	-0.1	1.0	*	*	0.1	*	*	2.1	1.4	0.7	
Rock	9.8	11.3	-1.5	5	10.0	9.8	0.2	12.3	12.5	-0.2	11.8	11.5	0.3	2.2	2.9	-0.7	2.2	2.3	-0.1	10.8	10.6	0.2	
SENZ Sport	0.4	0.6	-0.2	18	0.7	0.5	0.2	0.4	1.5	-1.1	0.4	*	*	0.4	*	*	0.4	*	*	0.6	0.1	0.5	
Star	0.3	0.4	-0.1	19	0.1	0.3	-0.2	0.5	0.4	0.1	0.2	0.3	-0.1	0.2	0.4	-0.2	*	*	*	0.3	0.8	-0.5	
Tainui Live	0.1	0.1	0.0	20	*	*	*	*	*	*	*	*	*	*	*	*	*	0.1	*	*	0.1	0.2	-0.1
Te Arawa FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
The Hits	10.1	13.2	-3.1	4	9.3	11.4	-2.1	11.2	12.0	-0.8	8.7	10.5	-1.8	1.7	2.4	-0.7	1.6	2.6	-1.0	10.8	11.0	-0.2	
The Sound	9.6	10.9	-1.3	7	9.1	8.1	1.0	11.5	11.0	0.5	9.2	9.0	0.2	3.1	3.2	-0.1	1.4	1.1	0.3	12.0	13.7	-1.7	
ZM	19.0	18.0	1.0	2	12.1	9.3	2.8	15.9	13.5	2.4	15.5	15.5	0.0	3.5	4.5	-1.0	3.6	3.4	0.2	17.2	14.7	2.5	
MediaWorks Combo	57.6	60.3	-2.7		52.7	51.4	1.3	63.9	61.3	2.6	51.2	48.9	2.3	14.2	16.9	-2.7	9.2	10.1	-0.9	66.9	66.7	0.2	
NZME Combo	57.0	62.8	-5.8		42.5	45.6	-3.1	48.6	49.3	-0.7	40.6	46.7	-6.1	18.0	22.3	-4.3	13.6	14.9	-1.3	55.5	58.0	-2.5	
All Commercial Radio	110.1	113.5	-3.4		93.3	91.7	1.6	107.7	106.1	1.6	89.3	90.0	-0.7	34.4	37.6	-3.2	22.8	24.1	-1.3	109.1	109.4	-0.3	

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

NZME Combo: Coast, Gold, Gold 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 Hokonui, Flava



TAURANGA COMMERCIAL RADIO - SURVEY 2 2023

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

Survey Comparisons: 1/2023 - 2/2023

This Survey Period: Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 2023

Last Survey Period: Sun Apr 10 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 2023

	All 10+			People 10-24			People 18-39			People 25-44			People 25-54			People 45-64			People 55-74			MGS with Kids		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	8:01	9:34	-1:32	10:00	9:04	0:55	7:53	10:08	-2:15	4:34	7:26	-2:51	6:59	6:56	0:03	10:44	9:35	1:08	9:59	12:47	-2:47	6:04	4:40	1:23
Coast	8:00	7:13	0:47	1:33	0:44	0:48	13:35	5:15	8:20	9:34	4:36	4:58	9:13	5:40	3:32	7:03	5:36	1:27	7:19	8:54	-1:34	4:39	3:14	1:24
Edge	6:05	5:40	0:24	4:25	4:05	0:20	4:03	4:19	-0:15	5:50	5:54	-0:04	5:47	5:47	-0:00	8:49	7:28	1:20	11:03	9:47	1:16	4:24	3:28	0:56
Gold	7:58	7:55	0:02	0:37	0:41	-0:03	0:57	3:22	-2:25	4:23	6:57	-2:34	13:19	12:24	0:55	11:10	13:42	-2:32	5:13	9:14	-4:01	21:31	27:26	-5:54
Gold Sport	2:09	1:32	0:36	2:02	0:43	1:19	1:00	1:00	0:00	1:00	1:00	0:00	1:00	1:09	-0:09	2:30	3:26	-0:56	2:30	3:59	-1:29	*	2:30	*
Life FM	4:45	4:21	0:23	4:39	3:14	1:25	3:25	3:23	0:02	4:17	3:06	1:11	4:29	3:38	0:51	5:45	7:17	-1:32	5:34	7:58	-2:23	3:15	3:25	-0:10
Magic	12:36	11:05	1:31	0:45	1:31	-0:46	0:55	0:45	0:10	0:47	0:45	0:01	6:58	6:55	0:02	9:27	9:34	-0:07	13:00	13:15	-0:15	10:35	5:37	4:57
Mai FM	8:12	5:53	2:19	8:49	8:09	0:39	8:30	8:23	0:06	7:56	3:55	4:01	7:52	3:59	3:53	5:56	3:43	2:13	3:00	0:51	2:08	4:44	3:43	1:00
Moana Radio	2:25	2:25	-0:00	1:11	1:09	0:01	4:16	4:15	0:00	4:16	4:15	0:00	3:37	3:50	-0:12	1:30	1:30	0:00	*	*	*	0:24	0:27	-0:02
More FM	5:14	5:38	-0:24	4:52	3:17	1:35	4:04	2:52	1:11	3:20	2:58	0:21	4:31	4:31	-0:00	6:14	8:33	-2:19	5:24	9:50	-4:25	2:32	4:10	-1:38
Newstalk ZB	9:52	10:14	-0:21	1:24	1:02	0:21	3:04	1:52	1:11	3:33	3:17	0:16	4:09	7:23	-3:13	6:20	8:43	-2:23	10:09	9:34	0:35	3:34	4:15	-0:41
Radio Hauraki	4:08	4:39	-0:31	4:02	3:44	0:17	5:53	5:56	-0:03	4:40	4:48	-0:07	4:13	5:31	-1:17	3:00	5:51	-2:51	4:33	2:54	1:38	3:49	6:22	-2:33
Rhema	4:45	1:59	2:46	*	*	*	6:10	*	*	6:10	*	*	4:20	1:00	3:20	2:13	1:25	0:47	5:24	2:39	2:44	6:17	0:30	5:47
Rock	10:55	10:42	0:13	7:28	7:37	-0:09	10:48	11:44	-0:55	12:31	12:16	0:15	12:42	11:42	1:00	12:29	12:27	0:02	9:58	14:00	-4:02	9:29	11:01	-1:31
SENZ Sport	5:17	1:11	4:05	*	*	*	0:15	0:15	0:00	0:15	0:15	0:00	0:15	0:15	0:00	10:00	1:15	8:45	7:50	0:50	6:59	*	*	*
Star	7:35	6:01	1:33	*	*	*	*	*	*	*	*	*	3:15	3:15	0:00	1:35	3:15	-1:39	9:27	7:10	2:16	*	*	*
Tainui Live	0:30	0:46	-0:16	0:30	0:46	-0:16	*	2:00	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Te Arawa FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
The Hits	8:20	8:06	0:14	6:35	9:11	-2:35	7:36	6:46	0:49	8:04	6:59	1:05	8:58	8:03	0:55	10:17	9:05	1:12	8:36	7:45	0:51	8:37	6:58	1:39
The Sound	13:24	7:54	5:29	8:33	6:57	1:36	13:49	9:56	3:52	7:02	4:32	2:29	12:14	5:20	6:54	17:55	10:43	7:12	16:56	12:57	3:58	6:34	6:26	0:07
ZM	6:23	6:27	-0:03	5:44	5:59	-0:14	4:48	4:40	0:08	4:40	4:29	0:11	6:19	6:23	-0:03	9:31	10:03	-0:31	5:35	4:34	1:00	4:44	3:43	1:00
MediaWorks Combo	12:13	11:23	0:50	10:50	10:24	0:25	10:55	12:15	-1:19	10:37	10:05	0:32	11:50	9:48	2:01	14:19	12:25	1:54	13:56	14:43	-0:46	8:46	7:56	0:49
NZME Combo	10:07	10:18	-0:10	6:52	7:11	-0:19	7:40	7:16	0:23	7:34	7:09	0:24	9:19	9:45	-0:25	10:24	11:19	-0:55	10:11	10:23	-0:12	8:27	8:44	-0:17
All Commercial Radio	15:10	15:05	0:05	12:46	13:08	-0:21	12:55	14:10	-1:15	12:24	12:12	0:12	14:09	13:28	0:41	17:02	16:32	0:30	16:43	17:23	-0:39	12:38	12:35	0:03
Potential (000)	192.8	192.8	0.0	37.6	37.6	0.0	57.6	56.6	1.0	55.2	55.2	0.0	82.4	82.4	0.0	54.0	54.0	0.0	51.2	51.2	0.0	35.5	31.8	3.7
Sample	923	806	117	143	119	24	249	197	52	253	198	55	364	306	58	239	229	10	288	260	28	184	146	38

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

NZME Combo: Coast, Gold, Gold 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 Hokonui, Flava



TAURANGA COMMERCIAL RADIO - SURVEY 2 2023

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

Survey Comparisons: 1/2023 - 2/2023

This Survey Period: Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 2023

Last Survey Period: Sun Apr 10 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 2023

	This	Last	+/-
Potential (000)	192.8	192.8	0.0
Sample Size	923	806	117

	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	2:29	3:37	-1:07	3:23	4:08	-0:44	3:45	4:18	-0:32	1:43	1:45	-0:02	1:18	1:16	0:02	2:05	2:17	-0:12	2:39	2:46	-0:07	
Coast	3:13	2:50	0:23	3:50	4:03	-0:12	2:57	3:15	-0:17	1:46	1:48	-0:01	1:31	2:19	-0:48	0:37	0:24	0:13	2:32	3:01	-0:29	
Edge	1:43	1:50	-0:07	2:37	2:21	0:15	3:02	3:09	-0:07	2:11	2:08	0:02	1:36	1:30	0:05	2:15	2:14	0:01	2:06	1:57	0:09	
Gold	3:07	2:31	0:35	3:14	4:03	-0:49	3:59	4:07	-0:08	1:59	1:45	0:13	0:38	0:29	0:09	1:52	3:25	-1:32	3:16	3:27	-0:11	
Gold Sport	2:00	2:05	-0:05	0:15	0:22	-0:07	2:00	*	*	*	*	*	0:15	0:15	0:00	0:15	0:15	0:00	1:01	0:28	0:33	
Life FM	1:56	2:03	-0:06	0:54	1:12	-0:17	1:07	1:05	0:02	1:33	1:25	0:07	1:00	1:18	-0:17	4:18	7:15	-2:56	2:03	2:10	-0:06	
Magic	2:57	3:07	-0:10	4:58	4:13	0:45	5:35	5:25	0:10	2:22	2:19	0:03	2:24	1:51	0:33	2:00	2:03	-0:03	4:33	4:04	0:29	
Mai FM	3:07	2:37	0:30	3:38	1:26	2:12	4:03	2:51	1:12	1:08	0:54	0:14	0:56	0:54	0:02	6:25	4:36	1:48	2:49	2:26	0:22	
Moana Radio	0:54	0:56	-0:02	0:55	0:52	0:03	1:16	1:17	-0:00	0:44	0:46	-0:02	0:45	0:45	0:00	*	*	*	1:12	1:22	-0:09	
More FM	2:06	2:33	-0:26	2:22	2:56	-0:33	2:04	2:19	-0:15	1:16	1:20	-0:03	1:29	0:59	0:30	0:48	1:28	-0:40	2:30	3:00	-0:29	
Newstalk ZB	4:11	4:23	-0:12	2:45	2:41	0:03	2:32	2:26	0:06	2:55	2:36	0:19	3:43	3:25	0:17	2:45	2:37	0:07	3:06	3:35	-0:29	
Radio Hauraki	2:01	2:06	-0:05	2:51	3:19	-0:27	3:18	3:51	-0:32	1:43	1:22	0:20	1:07	1:02	0:05	2:24	0:48	1:36	1:20	1:20	0:00	
Rhema	2:26	1:08	1:17	0:45	0:30	0:15	1:12	0:53	0:19	2:22	2:20	0:02	3:56	*	*	2:30	*	*	1:45	1:22	0:23	
Rock	4:46	4:40	0:05	4:34	4:30	0:04	4:44	4:52	-0:07	1:57	2:14	-0:16	0:49	0:52	-0:02	1:12	1:10	0:02	2:34	3:19	-0:45	
SENZ Sport	1:00	1:11	-0:11	4:09	2:55	1:13	0:15	0:15	0:00	0:45	*	*	1:30	*	*	1:15	*	*	2:26	3:00	-0:33	
Star	3:48	3:23	0:24	3:00	1:50	1:09	0:39	0:39	-0:00	1:00	1:00	0:00	0:15	0:19	-0:04	*	*	*	6:56	3:08	3:47	
Tainui Live	0:30	0:30	0:00	*	*	*	*	*	*	*	*	*	*	*	*	*	2:00	*	*	0:30	0:20	0:09
Te Arawa FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
The Hits	2:55	2:41	0:14	3:35	2:59	0:35	4:03	4:06	-0:02	1:36	1:41	-0:05	0:47	0:39	0:08	2:18	1:47	0:30	2:27	2:25	0:01	
The Sound	3:06	2:29	0:36	5:03	3:27	1:35	5:45	4:19	1:26	2:26	1:45	0:40	2:37	0:44	1:52	9:50	1:05	8:44	4:06	2:46	1:20	
ZM	2:16	2:15	0:01	2:11	2:16	-0:04	2:28	2:19	0:08	1:43	1:45	-0:01	2:09	2:08	0:00	1:10	1:11	-0:00	1:59	2:21	-0:21	
MediaWorks Combo	3:24	3:29	-0:05	4:23	4:04	0:19	4:48	4:45	0:03	2:11	2:10	0:01	1:48	1:20	0:28	4:36	3:09	1:26	3:35	3:27	0:08	
NZME Combo	3:24	3:19	0:04	3:25	3:24	0:00	3:31	3:35	-0:04	2:17	2:08	0:09	2:39	2:17	0:21	2:17	2:01	0:15	2:46	3:01	-0:15	
All Commercial Radio	3:58	4:05	-0:07	4:32	4:28	0:04	4:54	4:52	0:02	2:29	2:28	0:01	2:36	2:15	0:20	3:28	2:50	0:37	3:59	4:05	-0:06	

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

NZME Combo: Coast, Gold, Gold 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 Hokonui, Flava