



TARANAKI 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	10.3	9.8	0.5	4	8.3	7.0	1.3	7.7	7.4	0.3	7.7	8.2	-0.5	6.3	6.2	0.1	6.2	5.6	0.6	12.2	12.8	-0.6	9.4	9.3	0.1
Coast	2.5	2.7	-0.2	10	0.1	1.2	-1.1	2.0	2.2	-0.2	2.0	2.0	0.0	3.1	1.9	1.2	3.3	2.0	1.3	1.7	2.2	-0.5	2.4	1.9	0.5
Edge	8.4	8.6	-0.2	6	31.2	27.5	3.7	13.0	13.8	-0.8	9.3	11.3	-2.0	8.2	10.6	-2.4	5.4	5.8	-0.4	3.7	2.6	1.1	8.5	11.1	-2.6
Gold Sport	0.8	1.3	-0.5	15	*	*	*	*	*	*	*	*	*	*	*	*	0.4	0.9	-0.5	1.0	2.5	-1.5	*	*	*
Life FM	0.9	0.8	0.1	14	0.7	5.4	-4.7	0.3	*	*	0.3	0.1	0.2	1.8	0.1	1.7	2.0	0.2	1.8	0.3	0.3	0.0	0.4	0.2	0.2
Magic	15.7	15.6	0.1	1	3.2	3.2	0.0	3.8	3.4	0.4	2.9	3.9	-1.0	6.8	8.3	-1.5	16.8	20.2	-3.4	25.6	25.2	0.4	5.8	6.3	-0.5
More FM	9.4	7.9	1.5	5	4.5	4.8	-0.3	8.5	7.1	1.4	18.5	13.5	5.0	14.9	11.3	3.6	9.1	7.7	1.4	8.3	7.5	0.8	15.3	15.2	0.1
Newstalk ZB	11.2	13.7	-2.5	3	2.3	1.4	0.9	2.0	6.6	-4.6	6.2	7.9	-1.7	5.5	9.2	-3.7	7.4	10.8	-3.4	10.0	12.4	-2.4	4.0	7.3	-3.3
Radio Hauraki	1.7	2.2	-0.5	13	2.1	3.0	-0.9	3.6	4.8	-1.2	3.1	4.4	-1.3	3.3	4.2	-0.9	1.8	2.0	-0.2	0.2	0.4	-0.2	3.1	4.4	-1.3
Rhema	0.2	0.2	0.0	17	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	*	0.1	*	0.1	0.1	0.0	0.3	0.4	-0.1	*	*	*
Rock	11.8	12.4	-0.6	2	3.0	10.5	-7.5	7.3	13.4	-6.1	12.5	13.9	-1.4	18.1	18.2	-0.1	23.2	20.9	2.3	12.2	10.9	1.3	16.0	14.1	1.9
SENZ Sport	1.9	0.4	1.5	12	*	*	*	8.1	*	*	6.3	*	*	4.6	0.8	3.8	1.0	0.9	0.1	0.2	0.2	0.0	*	*	*
Star	0.3	0.2	0.1	16	*	*	*	*	0.3	*	*	0.2	*	*	0.1	*	*	*	*	0.8	0.5	0.3	*	0.3	*
Te Korimako o Taranaki	2.2	1.1	1.1	11	1.6	1.5	0.1	3.1	1.1	2.0	1.9	0.7	1.2	1.1	0.4	0.7	0.6	0.4	0.2	4.4	2.0	2.4	0.5	0.3	0.2
The Hits	6.6	7.0	-0.4	7	17.8	12.5	5.3	11.6	11.9	-0.3	9.2	11.6	-2.4	8.2	9.6	-1.4	5.1	6.0	-0.9	2.9	3.7	-0.8	13.8	12.4	1.4
The Sound	5.8	6.4	-0.6	8	5.9	3.9	2.0	4.0	4.7	-0.7	3.2	4.2	-1.0	5.5	5.9	-0.4	9.4	8.8	0.6	8.3	10.0	-1.7	6.9	4.5	2.4
ZM	4.6	4.9	-0.3	9	14.0	13.1	0.9	15.7	14.4	1.3	9.3	9.9	-0.6	6.9	7.5	-0.6	1.5	2.2	-0.7	0.1	0.6	-0.5	6.5	7.4	-0.9
MediaWorks Combo	61.9	61.5	0.4		56.4	58.0	-1.6	45.8	52.7	-6.9	55.3	57.4	-2.1	60.9	62.4	-1.5	70.6	69.5	1.1	70.5	69.1	1.4	62.3	61.0	1.3
NZME Combo	27.7	31.9	-4.2		37.8	32.3	5.5	35.8	40.8	-5.0	30.3	36.6	-6.3	27.4	32.8	-5.4	19.7	23.9	-4.2	15.9	21.9	-6.0	30.5	34.1	-3.6
Potential (000)	110.8	110.8	0.0		23.2	23.2	0.0	32.0	31.2	0.8	31.2	31.2	0.0	47.4	47.4	0.0	32.8	32.8	0.0	30.0	30.0	0.0	17.0	18.7	-1.7
Sample	817	862	-45		122	127	-5	208	209	-1	223	221	2	335	334	1	238	245	-7	260	288	-28	150	153	-3

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

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



TARANAKI 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)	110.8	110.8	0.0
Sample Size	817	862	-45

	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	7.9	7.5	0.4	5	12.2	11.7	0.5	9.7	9.7	0.0	9.9	9.5	0.4	11.1	8.7	2.4	11.4	11.9	-0.5	11.2	10.4	0.8
Coast	3.1	2.5	0.6	10	3.2	3.2	0.0	2.2	2.8	-0.6	1.2	2.0	-0.8	0.6	1.7	-1.1	2.2	0.7	1.5	3.1	3.0	0.1
Edge	7.5	8.2	-0.7	6	7.1	8.3	-1.2	6.7	7.0	-0.3	10.3	8.8	1.5	11.5	7.6	3.9	5.9	10.1	-4.2	10.0	10.5	-0.5
Gold Sport	0.1	0.3	-0.2	17	0.2	1.9	-1.7	3.0	3.1	-0.1	0.3	0.5	-0.2	0.1	0.1	0.0	*	*	*	0.4	0.7	-0.3
Life FM	0.7	0.2	0.5	14	1.2	0.4	0.8	1.6	0.5	1.1	0.3	1.6	-1.3	0.3	2.7	-2.4	*	*	*	0.7	1.2	-0.5
Magic	13.4	13.4	0.0	2	15.2	15.1	0.1	15.0	16.0	-1.0	16.3	15.5	0.8	22.1	20.9	1.2	10.1	11.2	-1.1	17.2	16.5	0.7
More FM	10.4	9.3	1.1	4	9.2	8.8	0.4	11.7	8.7	3.0	11.1	8.7	2.4	2.7	3.0	-0.3	8.4	5.9	2.5	7.5	6.3	1.2
Newstalk ZB	17.1	23.4	-6.3	1	9.0	8.5	0.5	5.3	8.0	-2.7	9.5	10.3	-0.8	26.2	27.4	-1.2	23.3	26.1	-2.8	9.9	12.0	-2.1
Radio Hauraki	1.5	2.0	-0.5	12	1.5	2.1	-0.6	1.3	1.8	-0.5	2.5	3.4	-0.9	1.5	2.1	-0.6	3.4	4.0	-0.6	1.6	1.8	-0.2
Rhema	0.2	0.3	-0.1	16	0.1	0.1	0.0	0.1	0.1	0.0	0.2	0.2	0.0	0.1	0.1	0.0	*	0.3	*	0.2	0.2	0.0
Rock	11.9	11.4	0.5	3	14.5	16.0	-1.5	13.3	13.5	-0.2	8.8	10.9	-2.1	3.2	3.3	-0.1	10.3	11.0	-0.7	12.1	12.3	-0.2
SENZ Sport	2.0	0.3	1.7	11	3.2	0.7	2.5	3.3	0.7	2.6	2.1	0.4	1.7	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0
Star	0.5	0.3	0.2	15	0.2	0.2	0.0	0.5	0.4	0.1	0.1	0.2	-0.1	0.2	0.2	0.0	*	*	*	0.2	0.1	0.1
Te Korimako o Taranaki	1.0	0.5	0.5	13	2.1	1.3	0.8	2.0	1.2	0.8	3.0	1.3	1.7	2.7	1.0	1.7	4.8	1.5	3.3	2.5	1.3	1.2
The Hits	6.7	5.9	0.8	7	6.1	5.2	0.9	6.8	8.9	-2.1	5.5	7.3	-1.8	4.9	6.0	-1.1	6.5	4.1	2.4	7.7	8.0	-0.3
The Sound	5.5	5.6	-0.1	8	4.8	7.1	-2.3	6.4	7.6	-1.2	6.7	7.0	-0.3	3.7	3.6	0.1	7.2	6.7	0.5	6.0	5.7	0.3
ZM	5.2	5.0	0.2	9	4.0	4.3	-0.3	4.2	4.8	-0.6	5.3	6.1	-0.8	3.3	4.3	-1.0	2.4	2.4	0.0	5.1	5.2	-0.1
MediaWorks Combo	57.1	55.8	1.3		63.5	67.7	-4.2	63.4	63.2	0.2	63.8	61.3	2.5	54.5	49.8	4.7	53.5	57.0	-3.5	64.4	62.9	1.5
NZME Combo	33.8	39.1	-5.3		24.2	25.2	-1.0	23.3	29.8	-6.5	24.9	30.0	-5.1	36.6	41.8	-5.2	37.9	38.4	-0.5	28.4	31.3	-2.9

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

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



TARANAKI COMMERCIAL RADIO - SURVEY 2 2023

Cumulative Audience (000's) 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	15.7	15.6	0.1	4	2.5	3.1	-0.6	3.2	4.2	-1.0	3.3	3.9	-0.6	5.0	5.6	-0.6	5.4	4.8	0.6	6.3	5.5	0.8	2.2	3.0	-0.8
Coast	4.1	4.4	-0.3	11	0.1	0.5	-0.4	1.2	1.2	0.0	1.1	1.1	0.0	1.9	1.7	0.2	1.4	1.3	0.1	1.1	1.3	-0.2	1.0	1.0	0.0
Edge	17.7	20.0	-2.3	3	6.0	6.6	-0.6	8.1	9.6	-1.5	7.1	8.3	-1.2	9.9	11.8	-1.9	4.0	4.5	-0.5	1.6	1.5	0.1	3.7	5.2	-1.5
Gold Sport	1.3	2.3	-1.0	14	*	*	*	*	*	*	*	*	*	*	*	*	0.5	1.0	-0.5	0.9	1.9	-1.0	*	*	*
Life FM	1.2	1.1	0.1	15	0.3	0.6	-0.3	0.1	*	*	0.3	0.3	0.0	0.7	0.3	0.4	0.6	0.2	0.4	0.2	0.2	0.0	0.1	0.1	0.0
Magic	12.3	13.6	-1.3	6	1.3	1.3	0.0	1.3	1.3	0.0	1.2	1.8	-0.6	2.7	4.3	-1.6	4.1	5.3	-1.2	5.9	6.0	-0.1	0.9	1.8	-0.9
More FM	17.8	16.2	1.6	2	2.4	2.5	-0.1	5.8	4.7	1.1	7.0	6.0	1.0	10.2	8.6	1.6	5.4	5.1	0.3	4.8	4.7	0.1	4.2	4.2	0.0
Newstalk ZB	12.0	15.2	-3.2	7	0.9	1.0	-0.1	1.6	2.2	-0.6	2.0	2.5	-0.5	2.9	4.4	-1.5	4.1	5.3	-1.2	4.9	5.7	-0.8	0.8	1.3	-0.5
Radio Hauraki	5.8	7.1	-1.3	10	1.2	1.6	-0.4	2.1	2.6	-0.5	2.5	3.0	-0.5	4.1	4.6	-0.5	1.7	2.1	-0.4	0.3	0.8	-0.5	1.5	2.1	-0.6
Rhema	1.0	1.2	-0.2	16	*	*	*	0.1	0.2	-0.1	0.1	0.2	-0.1	0.1	0.2	-0.1	0.4	0.6	-0.2	0.7	0.9	-0.2	*	*	*
Rock	19.1	18.2	0.9	1	1.8	2.3	-0.5	4.0	5.0	-1.0	5.5	5.5	0.0	12.2	11.3	0.9	11.2	9.8	1.4	5.0	4.4	0.6	4.0	4.5	-0.5
SENZ Sport	1.4	0.4	1.0	13	*	*	*	0.9	*	*	0.9	*	*	1.1	0.2	0.9	0.3	0.3	0.0	0.2	0.2	0.0	0.1	0.1	0.0
Star	0.5	0.4	0.1	17	*	*	*	*	0.1	*	*	0.1	*	*	0.1	*	*	*	*	0.4	0.2	0.2	*	0.1	*
Te Korimako o Taranaki	3.4	2.4	1.0	12	0.8	0.7	0.1	1.8	1.2	0.6	1.4	1.0	0.4	1.4	1.0	0.4	0.8	0.5	0.3	1.1	0.6	0.5	0.5	0.4	0.1
The Hits	14.6	17.4	-2.8	5	3.7	5.0	-1.3	5.6	6.3	-0.7	5.8	6.3	-0.5	8.2	8.8	-0.6	4.0	4.2	-0.2	2.2	2.3	-0.1	3.8	4.8	-1.0
The Sound	11.4	11.4	0.0	9	1.3	1.1	0.2	1.7	1.5	0.2	1.9	1.6	0.3	4.4	3.7	0.7	6.2	6.3	-0.1	5.6	6.0	-0.4	0.7	0.9	-0.2
ZM	11.9	12.3	-0.4	8	4.3	4.1	0.2	7.9	8.2	-0.3	6.3	6.5	-0.2	7.2	7.6	-0.4	1.0	1.1	-0.1	0.2	0.5	-0.3	2.7	3.9	-1.2
MediaWorks Combo	65.8	66.7	-0.9		11.1	12.0	-0.9	15.9	17.1	-1.2	17.6	18.5	-0.9	29.9	31.3	-1.4	24.0	23.8	0.2	20.1	19.0	1.1	10.8	12.8	-2.0
NZME Combo	41.9	48.5	-6.6		8.5	9.7	-1.2	15.1	15.9	-0.8	14.6	15.8	-1.2	20.2	22.3	-2.1	10.9	13.0	-2.1	8.3	10.8	-2.5	7.3	9.7	-2.4
All Commercial Radio	84.8	87.0	-2.2		14.2	15.7	-1.5	22.1	22.5	-0.4	24.3	24.7	-0.4	38.4	38.9	-0.5	28.3	28.9	-0.6	24.6	24.9	-0.3	13.1	15.9	-2.8
Potential (000)	110.8	110.8	0.0		23.2	23.2	0.0	32.0	31.2	0.8	31.2	31.2	0.0	47.4	47.4	0.0	32.8	32.8	0.0	30.0	30.0	0.0	17.0	18.7	-1.7
Sample	817	862	-45		122	127	-5	208	209	-1	223	221	2	335	334	1	238	245	-7	260	288	-28	150	153	-3

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

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



TARANAKI COMMERCIAL RADIO - SURVEY 2 2023

Cumulative Audience (000's) 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)	110.8	110.8	0.0
Sample Size	817	862	-45

	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	7.9	7.4	0.5	5	8.9	7.8	1.1	8.8	8.7	0.1	6.8	6.9	-0.1	2.5	2.0	0.5	1.6	1.8	-0.2	9.9	10.1	-0.2
Coast	2.3	2.5	-0.2	10	2.9	3.1	-0.2	1.8	2.1	-0.3	1.4	1.8	-0.4	0.5	0.5	0.0	0.4	0.1	0.3	3.2	2.7	0.5
Edge	9.8	11.3	-1.5	2	8.0	8.8	-0.8	9.4	10.4	-1.0	8.1	8.4	-0.3	4.5	4.4	0.1	2.4	2.3	0.1	10.9	12.9	-2.0
Gold Sport	0.1	0.6	-0.5	17	0.5	1.2	-0.7	1.3	2.1	-0.8	0.4	0.8	-0.4	0.3	0.3	0.0	*	*	*	0.9	1.8	-0.9
Life FM	0.7	0.6	0.1	14	0.7	0.7	0.0	0.8	0.9	-0.1	0.7	0.6	0.1	0.3	0.6	-0.3	0.1	*	*	0.9	0.7	0.2
Magic	6.5	7.6	-1.1	7	9.2	9.2	0.0	8.9	8.4	0.5	8.7	9.0	-0.3	4.9	4.8	0.1	2.5	2.7	-0.2	9.6	9.1	0.5
More FM	9.5	9.1	0.4	3	7.0	7.1	-0.1	10.2	8.8	1.4	8.4	6.9	1.5	1.8	1.7	0.1	1.7	1.5	0.2	10.0	7.7	2.3
Newstalk ZB	8.3	11.7	-3.4	4	6.4	5.7	0.7	5.2	6.6	-1.4	4.3	5.4	-1.1	6.6	6.4	0.2	3.9	4.3	-0.4	8.9	10.6	-1.7
Radio Hauraki	2.2	3.3	-1.1	11	2.5	3.1	-0.6	2.5	3.1	-0.6	3.2	3.4	-0.2	1.4	1.5	-0.1	0.9	0.9	0.0	3.1	3.4	-0.3
Rhema	0.7	0.8	-0.1	14	0.5	0.4	0.1	0.4	0.4	0.0	0.3	0.3	0.0	0.3	0.3	0.0	*	0.1	*	0.4	0.4	0.0
Rock	10.3	10.8	-0.5	1	10.9	11.1	-0.2	11.7	11.4	0.3	9.9	9.8	0.1	2.3	1.9	0.4	1.7	2.3	-0.6	11.3	11.0	0.3
SENZ Sport	1.2	0.2	1.0	12	1.0	0.2	0.8	1.0	0.2	0.8	1.2	0.2	1.0	0.1	*	*	0.1	*	*	0.1	0.2	-0.1
Star	0.3	0.2	0.1	16	0.2	0.2	0.0	0.4	0.3	0.1	0.2	0.2	0.0	0.1	0.2	-0.1	*	*	*	0.4	0.2	0.2
Te Korimako o Taranaki	1.1	0.7	0.4	13	2.2	1.7	0.5	1.3	1.1	0.2	1.2	0.8	0.4	1.0	0.7	0.3	0.7	0.5	0.2	1.6	1.2	0.4
The Hits	7.4	8.3	-0.9	6	6.9	7.5	-0.6	8.5	10.6	-2.1	6.0	7.7	-1.7	2.6	2.9	-0.3	1.2	1.2	0.0	8.6	10.0	-1.4
The Sound	6.1	5.6	0.5	8	4.4	4.7	-0.3	5.1	6.1	-1.0	5.8	6.4	-0.6	2.4	1.8	0.6	1.8	1.7	0.1	6.7	6.8	-0.1
ZM	5.8	6.1	-0.3	9	4.9	4.7	0.2	6.1	6.3	-0.2	5.3	5.4	-0.1	1.6	1.8	-0.2	0.9	0.8	0.1	7.5	8.2	-0.7
MediaWorks Combo	42.7	44.8	-2.1		40.7	41.4	-0.7	45.6	44.9	0.7	41.9	42.1	-0.2	15.7	15.0	0.7	10.0	10.6	-0.6	47.9	47.3	0.6
NZME Combo	24.7	30.2	-5.5		22.1	23.3	-1.2	24.1	28.4	-4.3	19.6	23.0	-3.4	12.0	12.4	-0.4	7.0	7.2	-0.2	30.2	33.5	-3.3
All Commercial Radio	62.8	67.1	-4.3		58.9	57.0	1.9	63.9	64.6	-0.7	57.5	57.3	0.2	27.0	26.3	0.7	16.0	16.8	-0.8	67.9	68.8	-0.9

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

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



TARANAKI 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	10:01	9:07	0:53	6:18	4:13	2:05	6:39	5:07	1:31	8:21	6:58	1:23	7:33	6:21	1:12	6:14	6:09	0:04	9:52	11:58	-2:05	8:15	6:40	1:35	
Coast	9:25	8:45	0:40	1:07	4:04	-2:56	4:50	5:27	-0:36	6:20	6:23	-0:03	9:48	6:13	3:35	12:59	8:18	4:41	7:45	8:46	-1:00	4:34	4:04	0:29	
Edge	7:11	6:13	0:57	9:46	7:39	2:07	4:26	4:07	0:18	4:45	4:29	0:15	5:00	5:08	-0:07	7:20	6:51	0:29	11:26	8:42	2:44	4:27	4:43	-0:15	
Gold Sport	9:40	8:15	1:25	*	*	*	*	*	*	*	*	*	*	*	*	5:09	4:47	0:21	5:50	6:42	-0:52	*	*	*	
Life FM	11:20	10:46	0:34	4:53	17:21	-12:27	6:34	*	*	3:36	1:24	2:11	16:32	1:24	15:07	19:43	5:53	13:49	6:06	6:40	-0:34	6:30	7:07	-0:37	
Magic	19:27	16:36	2:50	4:46	4:44	0:01	8:24	7:48	0:35	8:27	7:07	1:20	15:06	10:54	4:12	22:19	20:28	1:51	22:15	21:19	0:56	12:28	7:47	4:40	
More FM	8:01	7:05	0:55	3:29	3:32	-0:03	4:03	4:24	-0:21	9:30	7:29	2:00	8:52	7:27	1:25	9:06	8:04	1:01	8:50	8:04	0:46	7:05	7:57	-0:52	
Newstalk ZB	14:07	13:03	1:04	4:31	2:38	1:53	3:21	8:37	-5:16	11:22	10:12	1:10	11:37	11:44	-0:07	9:54	10:52	-0:58	10:21	10:58	-0:36	10:16	12:19	-2:03	
Radio Hauraki	4:18	4:25	-0:06	3:13	3:28	-0:15	4:44	5:13	-0:28	4:25	4:48	-0:23	4:52	5:06	-0:14	5:33	5:07	0:26	3:30	2:51	0:38	4:09	4:36	-0:27	
Rhema	2:44	2:19	0:25	*	*	*	2:15	1:45	0:30	2:15	1:45	0:30	2:15	1:45	0:30	1:15	1:15	0:00	2:25	2:21	0:04	*	*	*	
Rock	9:22	9:54	-0:31	3:08	8:23	-5:15	5:06	7:39	-2:32	8:11	8:24	-0:13	8:57	9:05	-0:07	11:11	11:19	-0:08	12:22	12:36	-0:13	7:51	6:51	1:00	
SENZ Sport	21:21	14:26	6:55	*	*	*	23:56	*	*	23:56	*	*	24:19	25:08	-0:49	17:28	17:35	-0:07	6:04	5:35	0:28	0:30	0:30	0:00	
Star	9:41	9:38	0:03	*	*	*	*	9:45	*	*	9:45	*	*	9:45	*	*	10:02	10:08	-0:06	*	*	*	*	9:45	*
Te Korimako o Taranaki	9:43	6:43	3:00	4:05	3:49	0:15	4:48	2:42	2:05	4:52	2:27	2:25	4:52	2:27	2:25	4:17	4:02	0:14	20:09	16:16	3:53	2:05	1:38	0:26	
The Hits	6:49	5:49	0:59	9:01	4:36	4:24	5:45	5:25	0:20	5:41	6:04	-0:22	6:06	6:12	-0:05	6:49	7:31	-0:41	6:35	8:25	-1:49	7:06	5:38	1:27	
The Sound	7:42	8:06	-0:24	8:40	6:30	2:10	6:26	9:00	-2:33	5:57	8:32	-2:35	7:40	9:11	-1:30	8:07	7:25	0:41	7:32	8:32	-1:00	19:13	11:36	7:37	
ZM	5:52	5:43	0:08	6:12	5:54	0:17	5:32	5:04	0:27	5:19	4:59	0:19	5:46	5:36	0:10	8:35	10:14	-1:38	3:33	6:09	-2:36	4:46	4:10	0:36	
MediaWorks Combo	14:16	13:22	0:53	9:35	8:55	0:40	8:00	8:53	-0:53	11:19	10:16	1:02	12:18	11:20	0:58	15:48	15:36	0:12	17:47	18:32	-0:44	11:14	10:25	0:49	
NZME Combo	10:02	9:33	0:29	8:25	6:08	2:16	6:35	7:23	-0:47	7:27	7:40	-0:12	8:11	8:20	-0:08	9:44	9:49	-0:05	9:46	10:21	-0:34	8:07	7:43	0:23	
All Commercial Radio	17:54	16:41	1:12	13:12	11:49	1:23	12:35	12:47	-0:11	14:48	13:21	1:27	15:45	14:36	1:08	19:01	18:29	0:31	20:42	20:27	0:14	14:53	13:46	1:06	
Potential (000)	110.8	110.8	0.0	23.2	23.2	0.0	32.0	31.2	0.8	31.2	31.2	0.0	47.4	47.4	0.0	32.8	32.8	0.0	30.0	30.0	0.0	17.0	18.7	-1.7	
Sample	817	862	-45	122	127	-5	208	209	-1	223	221	2	335	334	1	238	245	-7	260	288	-28	150	153	-3	

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

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



TARANAKI 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)	110.8	110.8	0.0
Sample Size	817	862	-45

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

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

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