



## TARANAKI COMMERCIAL RADIO - SURVEY 1 2022

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

Survey Comparisons: 4/2021 - 1/2022

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

Last Survey Period: Sun Jan 31 to Sat Nov 6 2021

	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	7.0	8.0	-1.0	8	8.2	9.3	-1.1	10.6	14.1	-3.5	10.9	14.5	-3.6	7.6	9.8	-2.2	6.6	6.9	-0.3	7.9	7.9	0.0	6.6	8.0	-1.4
Coast	6.8	6.9	-0.1	9	3.3	4.2	-0.9	1.4	1.6	-0.2	3.6	3.3	0.3	4.7	5.3	-0.6	8.0	7.8	0.2	9.4	8.4	1.0	3.7	3.7	0.0
Edge	8.3	7.0	1.3	7	21.1	13.8	7.3	13.5	13.3	0.2	11.6	11.5	0.1	9.5	10.0	-0.5	5.6	5.8	-0.2	2.7	2.5	0.2	16.6	15.2	1.4
Gold AM	0.6	0.5	0.1	14	*	*	*	*	*	*	0.2	0.3	-0.1	0.7	0.2	0.5	1.3	0.8	0.5	1.0	1.1	-0.1	*	*	*
Life FM	1.6	1.9	-0.3	12	0.7	0.8	-0.1	3.9	3.9	0.0	3.7	3.7	0.0	3.1	3.6	-0.5	1.8	2.4	-0.6	0.6	1.1	-0.5	1.5	2.4	-0.9
Magic*	9.9	9.9	0.0	3	2.0	2.5	-0.5	2.0	2.2	-0.2	1.6	2.1	-0.5	7.1	6.4	0.7	10.5	9.5	1.0	14.9	14.9	0.0	9.0	7.6	1.4
More FM	9.6	9.8	-0.2	5	13.5	16.3	-2.8	13.5	13.6	-0.1	11.3	9.6	1.7	11.6	12.2	-0.6	11.0	12.3	-1.3	7.1	6.7	0.4	10.4	10.1	0.3
Newstalk ZB	16.5	16.4	0.1	1	6.8	7.1	-0.3	2.0	1.7	0.3	3.7	3.8	-0.1	5.8	5.6	0.2	9.2	9.1	0.1	22.0	20.6	1.4	4.6	4.3	0.3
Radio Hauraki	3.0	2.6	0.4	10	7.4	5.9	1.5	4.6	3.7	0.9	2.7	3.0	-0.3	3.3	3.4	-0.1	3.1	2.5	0.6	1.3	0.9	0.4	1.2	1.0	0.2
Rhema	0.2	0.2	0.0	15	*	*	*	*	*	*	*	*	*	*	*	*	0.1	0.1	0.0	0.7	0.7	0.0	*	*	*
Rock	10.0	9.5	0.5	2	17.2	20.1	-2.9	21.9	18.5	3.4	21.4	18.7	2.7	14.1	13.0	1.1	5.9	5.5	0.4	4.3	3.6	0.7	10.9	12.2	-1.3
Star	0.2	0.1	0.1	15	*	*	*	*	*	*	0.2	*	*	0.2	*	*	0.2	0.1	0.1	0.2	0.1	0.1	*	*	*
Te Kōwhiri o Taranaki	1.0	1.0	0.0	13	0.7	0.2	0.5	0.3	*	*	1.9	1.9	0.0	1.6	1.7	-0.1	1.0	1.1	-0.1	0.7	0.7	0.0	0.7	0.8	-0.1
The Hits	8.4	10.1	-1.7	6	7.9	9.2	-1.3	8.5	9.0	-0.5	10.0	10.6	-0.6	11.4	12.6	-1.2	9.7	11.2	-1.5	5.1	7.3	-2.2	18.1	18.2	-0.1
The Sound	9.7	9.6	0.1	4	2.9	3.9	-1.0	8.0	9.2	-1.2	9.7	10.0	-0.3	10.0	8.4	1.6	16.8	16.3	0.5	16.2	17.2	-1.0	9.2	9.4	-0.2
ZM	2.7	2.4	0.3	11	4.9	4.7	0.2	5.1	5.6	-0.5	4.8	3.8	1.0	4.3	3.9	0.4	2.1	2.0	0.1	0.4	0.3	0.1	2.7	3.3	-0.6
MediaWorks Combo	55.4	54.6	0.8		66.7	67.6	-0.9	71.2	72.1	-0.9	66.9	66.8	0.1	61.5	60.9	0.6	58.0	57.4	0.6	53.1	52.7	0.4	62.8	62.5	0.3
NZME Combo	38.5	39.0	-0.5		31.7	31.4	0.3	23.0	21.8	1.2	25.4	25.0	0.4	30.7	31.4	-0.7	33.6	33.8	-0.2	39.2	38.7	0.5	31.0	30.6	0.4
Potential (000)	109.8	108.1	1.7		23.2	22.5	0.7	31.7	31.3	0.4	30.9	30.6	0.3	47.1	46.9	0.2	32.7	32.6	0.1	29.6	29.2	0.4	15.8	16.4	-0.6
Sample	900	810	90		121	108	13	143	128	15	175	152	23	298	260	38	288	265	23	348	330	18	131	122	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

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

\*Listed as Magic Music in S4 2021



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Station Share (%) by Daypart, People 10+

Survey Comparisons: 4/2021 - 1/2022

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

Last Survey Period: Sun Jan 31 to Sat Nov 6 2021

	This	Last	+/-
Potential (000)	109.8	108.1	1.7
Sample Size	900	810	90

	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	6.1	7.0	-0.9	7	8.1	9.6	-1.5	7.0	8.9	-1.9	5.3	6.4	-1.1	4.4	4.9	-0.5	4.9	3.1	1.8	8.7	9.2	-0.5
Coast	4.7	4.7	0.0	9	6.2	6.3	-0.1	6.9	6.6	0.3	7.5	8.0	-0.5	7.7	7.4	0.3	5.3	5.2	0.1	8.3	9.0	-0.7
Edge	5.0	3.7	1.3	8	6.8	6.1	0.7	6.8	7.1	-0.3	10.5	7.5	3.0	16.6	12.9	3.7	11.1	8.2	2.9	9.6	7.9	1.7
Gold AM	0.5	0.3	0.2	14	1.0	0.6	0.4	0.7	0.3	0.4	0.3	0.3	0.0	0.7	0.8	-0.1	*	*	*	0.5	0.8	-0.3
Life FM	2.1	2.3	-0.2	12	2.7	3.0	-0.3	1.3	1.6	-0.3	0.7	0.9	-0.2	1.5	1.9	-0.4	1.3	1.6	-0.3	1.0	1.4	-0.4
Magic*	7.3	7.4	-0.1	6	10.5	10.7	-0.2	11.5	11.2	0.3	9.9	10.6	-0.7	7.1	7.6	-0.5	0.6	0.5	0.1	11.8	11.6	0.2
More FM	13.8	15.2	-1.4	2	10.5	10.0	0.5	10.5	10.4	0.1	9.0	9.5	-0.5	3.2	3.6	-0.4	4.9	6.8	-1.9	7.5	7.6	-0.1
Newstalk ZB	22.8	21.1	1.7	1	11.6	11.0	0.6	10.0	9.6	0.4	13.8	14.0	-0.2	31.8	30.9	0.9	32.9	37.7	-4.8	16.6	17.0	-0.4
Radio Hauraki	2.8	2.3	0.5	11	2.9	2.7	0.2	4.0	3.2	0.8	2.2	2.3	-0.1	2.8	2.9	-0.1	4.3	2.1	2.2	2.7	2.2	0.5
Rhema	*	*	*	*	0.2	0.2	0.0	0.2	0.2	0.0	0.3	0.3	0.0	1.3	1.2	0.1	*	*	*	0.2	0.2	0.0
Rock	10.0	9.6	0.4	3	12.1	11.8	0.3	12.4	12.1	0.3	10.6	10.4	0.2	4.2	5.3	-1.1	10.8	6.9	3.9	7.2	6.7	0.5
Star	0.1	0.1	0.0	15	0.2	0.2	0.0	0.2	0.1	0.1	*	*	*	0.1	0.1	0.0	*	*	*	0.4	0.1	0.3
Te Kōrimako o Taranaki	0.7	0.6	0.1	13	0.7	0.7	0.0	1.8	2.0	-0.2	1.7	1.9	-0.2	0.3	0.5	-0.2	2.5	0.3	2.2	0.3	0.3	0.0
The Hits	8.8	11.0	-2.2	4	8.7	9.4	-0.7	8.4	9.5	-1.1	11.9	13.4	-1.5	5.5	7.8	-2.3	7.7	12.1	-4.4	6.9	9.1	-2.2
The Sound	8.3	9.6	-1.3	5	11.1	11.2	-0.1	11.8	11.7	0.1	7.8	6.3	1.5	4.4	4.5	-0.1	9.7	9.2	0.5	10.3	9.7	0.6
ZM	3.5	2.0	1.5	10	2.7	2.4	0.3	2.6	2.7	-0.1	2.8	3.3	-0.5	1.6	1.8	-0.2	3.0	2.8	0.2	2.5	2.2	0.3
MediaWorks Combo	50.9	52.7	-1.8		59.4	59.5	-0.1	61.0	61.9	-0.9	54.1	51.8	2.3	42.5	40.8	1.7	42.1	34.6	7.5	56.8	54.0	2.8
NZME Combo	43.4	41.6	1.8		33.1	32.6	0.5	32.7	32.0	0.7	39.4	41.4	-2.0	51.2	52.0	-0.8	53.3	60.0	-6.7	38.1	40.4	-2.3

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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	13.9	15.4	-1.5	6	2.6	2.5	0.1	3.3	4.4	-1.1	3.2	4.2	-1.0	6.3	7.6	-1.3	6.8	7.1	-0.3	4.8	4.9	-0.1	1.9	2.6	-0.7
Coast	8.3	8.7	-0.4	11	0.9	1.0	-0.1	0.9	0.9	0.0	1.1	1.0	0.1	2.1	2.3	-0.2	3.4	3.1	0.3	3.7	3.4	0.3	0.8	0.7	0.1
Edge	19.4	18.7	0.7	2	7.7	6.5	1.2	10.5	9.4	1.1	7.7	7.3	0.4	10.1	10.5	-0.4	3.9	4.6	-0.7	1.6	1.7	-0.1	3.9	3.9	0.0
Gold AM	1.3	1.4	-0.1	14	*	*	*	*	*	*	0.1	0.1	0.0	0.4	0.3	0.1	0.7	0.7	0.0	0.7	0.9	-0.2	*	*	*
Life FM	3.6	3.6	0.0	13	0.6	0.6	0.0	2.5	2.5	0.0	2.0	1.9	0.1	2.6	2.6	0.0	1.0	1.0	0.0	0.4	0.4	0.0	0.6	0.6	0.0
Magic*	12.1	11.7	0.4	8	0.9	1.0	-0.1	1.1	1.3	-0.2	1.2	1.4	-0.2	3.3	3.0	0.3	4.0	3.3	0.7	5.3	5.1	0.2	1.2	1.0	0.2
More FM	18.5	19.7	-1.2	3	5.4	5.1	0.3	5.6	5.7	-0.1	4.7	5.1	-0.4	9.0	10.9	-1.9	7.3	8.3	-1.0	3.7	3.1	0.6	3.5	3.7	-0.2
Newstalk ZB	17.1	14.9	2.2	5	1.6	1.3	0.3	2.1	2.1	0.0	3.2	2.7	0.5	5.4	4.1	1.3	5.1	3.9	1.2	6.2	5.5	0.7	1.1	0.8	0.3
Radio Hauraki	11.1	10.3	0.8	9	4.2	3.2	1.0	3.7	3.4	0.3	2.3	2.8	-0.5	4.3	4.7	-0.4	4.5	4.1	0.4	2.7	2.4	0.3	0.9	0.9	0.0
Rhema	0.9	0.9	0.0	16	*	*	*	*	*	*	0.1	0.1	0.0	0.4	0.4	0.0	0.6	0.6	0.0	0.1	0.1	0.0	0.1	0.1	0.0
Rock	17.5	18.2	-0.7	4	3.3	3.4	-0.1	7.0	7.8	-0.8	8.1	9.2	-1.1	10.5	11.2	-0.7	5.8	5.5	0.3	3.8	3.6	0.2	3.9	4.4	-0.5
Star	1.1	0.3	0.8	15	*	*	*	*	*	*	0.4	*	*	0.4	*	*	0.6	*	*	0.5	0.2	0.3	*	*	*
Te Korimako o Taranaki	3.8	3.1	0.7	12	1.3	0.6	0.7	1.0	0.4	0.6	0.4	0.4	0.0	1.4	1.3	0.1	1.7	1.7	0.0	0.9	0.8	0.1	0.3	0.3	0.0
The Hits	24.9	23.4	1.5	1	7.7	7.1	0.6	8.7	8.6	0.1	8.6	8.2	0.4	12.6	11.5	1.1	7.1	6.3	0.8	4.0	4.2	-0.2	6.1	6.3	-0.2
The Sound	13.6	12.9	0.7	7	1.7	1.4	0.3	3.1	3.6	-0.5	3.5	3.8	-0.3	6.5	6.5	0.0	6.7	6.2	0.5	5.2	4.9	0.3	2.6	3.0	-0.4
ZM	8.7	8.8	-0.1	10	3.1	3.1	0.0	5.8	6.3	-0.5	3.9	4.0	-0.1	5.1	5.2	-0.1	1.5	1.5	0.0	0.5	0.5	0.0	1.6	2.2	-0.6
MediaWorks Combo	64.8	64.0	0.8		14.2	12.9	1.3	18.4	18.3	0.1	18.7	19.2	-0.5	29.8	30.5	-0.7	22.2	22.0	0.2	17.4	16.9	0.5	11.1	11.7	-0.6
NZME Combo	54.7	51.8	2.9		13.0	12.2	0.8	15.7	15.7	0.0	14.7	14.4	0.3	23.5	21.9	1.6	16.8	14.6	2.2	13.1	12.4	0.7	8.8	9.0	-0.2
All Commercial Radio	89.9	87.6	2.3		19.1	18.3	0.8	25.8	25.4	0.4	25.7	25.0	0.7	40.5	39.9	0.6	29.1	28.5	0.6	23.8	23.0	0.8	14.3	14.9	-0.6
Potential (000)	109.8	108.1	1.7		23.2	22.5	0.7	31.7	31.3	0.4	30.9	30.6	0.3	47.1	46.9	0.2	32.7	32.6	0.1	29.6	29.2	0.4	15.8	16.4	-0.6
Sample	900	810	90		121	108	13	143	128	15	175	152	23	298	260	38	288	265	23	348	330	18	131	122	9

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Potential (000)	109.8	108.1	1.7
Sample Size	900	810	90

	Breakfast				Morning				Afternoon				Drive				Night				Mid Dawn				Weekend			
	Mon-Fri 6am-9am		Rank		Mon-Fri 9am-12md		Rank		Mon-Fri 12md-4pm		Rank		Mon-Fri 4pm-7pm		Rank		Mon-Fri 7pm-12mn		Rank		Mon-Fri 12mn-6am		Rank		Sat-Sun 12mn-12mn		Rank	
	This	Last	+/-	Rank	This	Last	+/-	Rank	This	Last	+/-	Rank	This	Last	+/-	Rank	This	Last	+/-	Rank	This	Last	+/-	Rank	This	Last	+/-	Rank
Breeze	6.5	6.9	-0.4	7	6.4	7.5	-1.1		8.6	9.3	-0.7		5.8	5.8	0.0		2.7	2.7	0.0		1.4	1.4	0.0		8.0	8.5	-0.5	
Coast	3.4	3.2	0.2	11	4.2	4.0	0.2		4.7	4.9	-0.2		5.2	5.1	0.1		2.5	3.0	-0.5		1.0	1.2	-0.2		5.3	5.6	-0.3	
Edge	8.3	6.4	1.9	4	7.5	6.8	0.7		11.2	10.7	0.5		9.9	8.5	1.4		6.3	6.4	-0.1		4.9	4.0	0.9		12.9	12.0	0.9	
Gold AM	0.7	0.5	0.2	14	0.6	0.5	0.1		0.5	0.3	0.2		0.4	0.3	0.1		0.3	0.3	0.0		*	*	*		0.7	1.0	-0.3	
Life FM	1.2	1.4	-0.2	13	2.6	2.7	-0.1		2.8	2.9	-0.1		1.1	1.1	0.0		1.1	1.2	-0.1		0.3	0.4	-0.1		1.7	2.2	-0.5	
Magic*	5.8	5.4	0.4	8	7.0	6.9	0.1		8.7	8.3	0.4		7.0	6.3	0.7		3.7	3.9	-0.2		0.5	0.4	0.1		8.4	7.9	0.5	
More FM	12.1	13.2	-1.1	1	7.8	7.6	0.2		10.0	9.8	0.2		9.3	10.0	-0.7		2.6	2.7	-0.1		2.3	2.7	-0.4		8.7	9.6	-0.9	
Newstalk ZB	12.0	11.1	0.9	2	7.6	7.4	0.2		8.5	7.9	0.6		8.4	7.2	1.2		6.3	5.7	0.6		4.8	4.5	0.3		13.1	12.1	1.0	
Radio Hauraki	4.7	4.1	0.6	9	3.9	3.4	0.5		5.2	4.4	0.8		3.9	3.6	0.3		1.7	1.8	-0.1		2.0	1.3	0.7		5.6	5.4	0.2	
Rhema	*	*	*	*	0.1	0.1	0.0		0.2	0.2	0.0		0.1	0.1	0.0		0.3	0.3	0.0		*	*	*		0.6	0.5	0.1	
Rock	8.0	8.6	-0.6	5	7.7	8.4	-0.7		10.1	10.8	-0.7		10.6	10.7	-0.1		4.0	4.8	-0.8		2.3	1.5	0.8		10.5	11.3	-0.8	
Star	0.3	0.3	0.0	15	0.2	0.1	0.1		0.6	0.2	0.4		*	*	*		0.1	0.1	0.0		*	*	*		1.1	0.3	0.8	
Te Korimako o Taranaki	1.7	1.2	0.5	12	0.9	1.0	-0.1		1.2	1.3	-0.1		1.3	1.2	0.1		0.2	0.4	-0.2		1.0	0.3	0.7		1.2	1.3	-0.1	
The Hits	11.3	11.5	-0.2	3	9.8	10.3	-0.5		12.4	12.7	-0.3		13.1	12.2	0.9		5.0	5.3	-0.3		2.9	3.0	-0.1		12.3	13.5	-1.2	
The Sound	6.9	7.2	-0.3	6	7.8	7.5	0.3		7.8	7.2	0.6		6.2	5.0	1.2		1.6	1.3	0.3		1.7	1.2	0.5		8.1	7.9	0.2	
ZM	3.8	3.6	0.2	10	3.4	3.5	-0.1		4.8	5.3	-0.5		3.7	3.8	-0.1		1.5	1.4	0.1		1.6	1.7	-0.1		5.3	5.1	0.2	
MediaWorks Combo	40.5	39.6	0.9		36.5	35.6	0.9		45.4	43.7	1.7		40.7	37.9	2.8		18.8	18.4	0.4		10.7	9.1	1.6		48.0	47.1	0.9	
NZME Combo	31.9	30.0	1.9		27.1	26.1	1.0		32.4	31.9	0.5		31.7	29.3	2.4		17.3	17.2	0.1		10.8	10.6	0.2		39.3	38.4	0.9	
All Commercial Radio	65.2	62.5	2.7		59.6	58.5	1.1		71.2	69.3	1.9		64.5	60.3	4.2		32.7	32.3	0.4		18.6	17.8	0.8		74.7	73.3	1.4	

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

\*Listed as Magic Music in S4 2021



## TARANAKI COMMERCIAL RADIO - SURVEY 1 2022

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

Survey Comparisons: 4/2021 - 1/2022

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

Last Survey Period: Sun Jan 31 to Sat Nov 6 2021

	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	7:50	7:49	0:01	8:52	8:58	-0:06	12:19	11:55	0:24	12:00	11:49	0:10	7:22	7:35	-0:12	5:16	5:06	0:09	8:10	7:50	0:19	6:50	6:28	0:22
Coast	12:49	11:54	0:55	10:31	10:22	0:09	6:13	6:37	-0:23	11:23	11:13	0:10	13:39	13:53	-0:14	12:40	13:01	-0:21	12:35	12:06	0:28	9:28	11:38	-2:10
Edge	6:42	5:34	1:07	7:35	5:09	2:25	4:53	5:17	-0:24	5:16	5:25	-0:08	5:49	5:35	0:13	7:47	6:35	1:11	8:02	7:04	0:57	8:19	8:23	-0:03
Gold AM	7:27	5:14	2:12	*	*	*	*	*	*	7:45	7:45	0:00	10:30	4:33	5:57	9:28	6:03	3:25	6:44	6:14	0:29	*	*	*
Life FM	6:40	7:52	-1:11	3:01	3:15	-0:13	5:44	5:53	-0:09	6:21	6:41	-0:19	7:29	8:12	-0:43	9:32	12:28	-2:55	6:58	11:53	-4:54	5:18	7:50	-2:32
Magic*	12:45	12:37	0:07	6:05	5:55	0:09	6:48	6:37	0:11	4:54	4:57	-0:03	13:23	12:44	0:39	14:17	14:55	-0:37	13:53	14:12	-0:18	14:43	15:34	-0:50
More FM	8:04	7:29	0:34	6:53	7:49	-0:55	9:06	8:54	0:11	8:27	6:27	1:59	7:52	6:33	1:18	8:10	7:44	0:26	9:26	10:16	-0:50	5:52	5:44	0:07
Newstalk ZB	15:05	16:28	-1:22	11:38	13:25	-1:46	3:34	3:03	0:31	4:02	4:52	-0:50	6:37	8:04	-1:27	9:54	12:05	-2:11	17:32	18:10	-0:38	8:24	10:48	-2:23
Radio Hauraki	4:14	3:43	0:30	4:51	4:27	0:24	4:44	4:08	0:36	4:10	3:44	0:25	4:44	4:15	0:29	3:42	3:11	0:31	2:26	1:44	0:41	2:34	2:18	0:16
Rhema	4:01	3:52	0:08	*	*	*	*	*	*	0:30	0:30	0:00	1:04	1:04	-0:00	5:42	5:42	-0:00	0:30	0:30	0:00	0:30	0:30	0:00
Rock	8:54	7:50	1:04	14:35	14:22	0:12	11:54	8:54	2:59	9:13	7:03	2:09	8:19	6:51	1:27	5:30	5:10	0:19	5:38	4:47	0:51	5:33	5:51	-0:18
Star	2:44	4:34	-1:49	*	*	*	*	*	*	2:15	*	*	2:01	*	*	2:02	2:37	-0:34	*	*	*	*	*	*
Te Korimako o Taranaki	4:04	4:39	-0:34	1:24	0:57	0:26	1:08	0:15	0:53	15:10	17:33	-2:23	7:09	7:36	-0:26	3:14	3:32	-0:18	4:05	4:18	-0:13	3:58	4:39	-0:40
The Hits	5:14	6:26	-1:11	2:50	3:09	-0:19	3:42	3:54	-0:11	4:04	4:27	-0:23	5:35	6:29	-0:54	7:20	9:21	-2:00	6:17	8:31	-2:13	5:49	6:09	-0:20
The Sound	11:10	11:08	0:01	4:35	6:38	-2:02	9:40	9:40	0:00	9:41	9:09	0:31	9:27	7:38	1:49	13:37	13:37	0:00	15:24	16:53	-1:28	7:01	6:32	0:29
ZM	4:51	4:06	0:45	4:24	3:44	0:39	3:19	3:23	-0:03	4:18	3:18	1:00	5:12	4:24	0:48	7:30	7:07	0:22	4:21	3:20	1:01	3:22	3:13	0:09
MediaWorks Combo	13:22	12:47	0:34	13:01	12:41	0:20	14:35	14:48	-0:13	12:33	12:00	0:32	12:44	11:47	0:56	14:10	13:37	0:32	15:01	15:05	-0:03	11:11	11:22	-0:10
NZME Combo	10:59	11:16	-0:16	6:44	6:14	0:30	5:32	5:11	0:21	6:04	6:00	0:04	8:02	8:28	-0:25	10:50	12:02	-1:12	14:45	15:09	-0:24	6:55	7:14	-0:18
All Commercial Radio	17:22	17:06	0:16	14:30	13:13	1:16	14:37	14:46	-0:09	13:37	13:50	-0:13	15:13	14:49	0:24	18:36	18:17	0:19	20:38	21:07	-0:28	13:50	14:15	-0:25
Potential (000)	109.8	108.1	1.7	23.2	22.5	0.7	31.7	31.3	0.4	30.9	30.6	0.3	47.1	46.9	0.2	32.7	32.6	0.1	29.6	29.2	0.4	15.8	16.4	-0.6
Sample	900	810	90	121	108	13	143	128	15	175	152	23	298	260	38	288	265	23	348	330	18	131	122	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

\*Listed as Magic Music in S4 2021



# TARANAKI COMMERCIAL RADIO - SURVEY 1 2022

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

Survey Comparisons: 4/2021 - 1/2022

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

Last Survey Period: Sun Jan 31 to Sat Nov 6 2021

	This	Last	+/-
Potential (000)	109.8	108.1	1.7
Sample Size	900	810	90

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

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

\*Listed as Magic Music in S4 2021