



TAURANGA 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 Feb 13 to Sat Apr 9 2022

Last Survey Period: Sun Feb 14 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	6.2	0.8	6	1.0	2.9	-1.9	3.3	3.3	0.0	3.4	3.2	0.2	5.7	5.0	0.7	11.8	8.4	3.4	9.7	8.8	0.9	3.0	4.1	-1.1	
Coast	6.9	5.4	1.5	7	4.8	1.8	3.0	3.7	0.7	3.0	2.0	1.2	0.8	3.5	2.5	1.0	6.6	4.8	1.8	9.8	8.4	1.4	5.4	4.9	0.5	
Edge	5.6	6.4	-0.8	9	18.7	19.3	-0.6	6.9	9.4	-2.5	5.1	7.7	-2.6	6.4	8.3	-1.9	4.7	5.8	-1.1	0.7	1.1	-0.4	7.4	12.3	-4.9	
Gold	3.3	3.0	0.3	13	0.6	0.4	0.2	0.6	0.6	0.0	2.7	3.5	-0.8	5.4	5.1	0.3	7.5	5.7	1.8	2.9	2.2	0.7	6.9	6.7	0.2	
Gold AM	0.3	0.4	-0.1	19	0.1	0.1	0.0	*	*	*	*	*	*	*	*	*	0.2	0.3	-0.1	0.9	1.0	-0.1	0.1	0.1	0.0	
Life FM	0.6	0.9	-0.3	17	1.1	0.4	0.7	0.7	0.8	-0.1	1.2	2.1	-0.9	0.8	1.6	-0.8	0.3	1.0	-0.7	0.3	0.5	-0.2	1.5	2.8	-1.3	
Magic*	7.3	8.8	-1.5	5	0.5	0.1	0.4	0.7	0.4	0.3	0.8	0.4	0.4	0.7	0.4	0.3	5.4	4.6	0.8	10.1	13.0	-2.9	0.5	0.5	0.0	
Mai FM	4.4	5.0	-0.6	11	13.8	15.0	-1.2	4.1	4.4	-0.3	4.5	5.3	-0.8	5.2	7.0	-1.8	3.6	5.3	-1.7	0.6	0.4	0.2	4.0	3.4	0.6	
Moana Radio	0.5	0.5	0.0	18	0.1	0.1	0.0	*	*	*	*	*	*	0.5	0.6	-0.1	0.7	0.7	0.0	0.9	0.9	0.0	*	0.2	*	
More FM	6.9	5.3	1.6	7	6.4	7.1	-0.7	10.2	7.2	3.0	11.2	8.1	3.1	9.3	7.4	1.9	5.8	4.5	1.3	6.3	4.0	2.3	5.5	8.3	-2.8	
Newstalk ZB	13.0	13.1	-0.1	1	1.0	1.2	-0.2	4.6	3.2	1.4	6.5	3.5	3.0	6.8	5.0	1.8	11.0	13.2	-2.2	20.5	25.1	-4.6	13.1	10.8	2.3	
Radio Hauraki	2.8	2.6	0.2	14	1.8	2.7	-0.9	5.0	6.5	-1.5	5.7	6.7	-1.0	5.4	4.2	1.2	3.5	1.9	1.6	1.3	1.4	-0.1	2.9	2.4	0.5	
Rhema	1.6	1.1	0.5	15	0.4	*	*	1.6	1.2	0.4	1.7	1.2	0.5	1.1	0.7	0.4	3.2	2.3	0.9	3.2	2.4	0.8	0.5	0.4	0.1	
Rock	9.2	10.7	-1.5	2	16.2	18.1	-1.9	23.1	26.7	-3.6	19.3	23.1	-3.8	14.6	19.1	-4.5	5.2	8.2	-3.0	2.8	0.9	1.9	4.7	3.7	1.0	
Star	0.7	1.5	-0.8	16	*	*	*	*	*	*	*	*	*	*	*	*	0.3	0.3	0.0	0.7	0.4	0.3	*	*	*	
Tainui Live	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.1	*	*	*	*	*	*	*	*	*
The Hits	5.6	4.5	1.1	9	4.2	3.5	0.7	10.7	8.3	2.4	10.6	7.4	3.2	9.1	6.3	2.8	5.2	3.7	1.5	3.3	3.9	-0.6	12.6	7.4	5.2	
The Sound	8.0	7.9	0.1	4	2.2	2.2	0.0	1.3	1.0	0.3	6.0	5.3	0.7	7.4	6.9	0.5	13.4	15.3	-1.9	14.3	14.8	-0.5	11.2	9.6	1.6	
Today FM/Magic Talk**	3.5	4.2	-0.7	12	*	*	*	0.5	0.9	-0.4	0.6	0.9	-0.3	1.6	2.0	-0.4	4.1	4.4	-0.3	6.8	7.0	-0.2	1.9	2.4	-0.5	
ZM	8.5	9.0	-0.5	3	23.5	22.4	1.1	18.5	22.4	-3.9	14.3	17.2	-2.9	11.7	13.5	-1.8	3.6	5.1	-1.5	0.6	1.0	-0.4	12.5	14.1	-1.6	
MediaWorks Combo	52.5	54.8	-2.3		61.9	67.2	-5.3	51.7	54.5	-2.8	50.8	54.1	-3.3	51.3	56.1	-4.8	54.4	56.7	-2.3	51.3	49.8	1.5	38.7	44.4	-5.7	
NZME Combo	40.5	38.1	2.4		35.9	32.2	3.7	43.2	42.0	1.2	41.8	39.7	2.1	42.0	36.8	5.2	37.7	34.7	3.0	39.4	43.2	-3.8	53.4	46.4	7.0	
Potential (000)	189.0	186.3	2.7		37.0	36.4	0.6	54.1	53.4	0.7	53.1	52.0	1.1	80.2	79.2	1.0	53.9	53.6	0.3	51.2	50.7	0.5	29.1	32.5	-3.4	
Sample	830	827	3		127	137	-10	155	175	-20	166	184	-18	267	303	-36	240	254	-14	309	310	-1	115	144	-29	

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

MediaWorks Combo: Breeze, Edge, Magic, Magic Talk (until 20th March 2022), Mai FM, More FM, Rock, The Sound, Today FM (from 21st March 2022), or internet only listening to George FM

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

*Listed as Magic Music in S4 2021

**Today FM/Magic Talk includes Magic Talk for S4 2021 and Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period) for S1 2022

TAURANGA COMMERCIAL RADIO - SURVEY 1 2022

Station Share (%) by Daypart, People 10+

Survey Comparisons: 4/2021 - 1/2022

This Survey Period: Sun Apr 11 to Sat Nov 6 2021 & Sun Feb 13 to Sat Apr 9 2022

Last Survey Period: Sun Feb 14 to Sat Nov 6 2021

	This	Last	+/-
Potential (000)	189.0	186.3	2.7
Sample Size	830	827	3

	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	6.2	5.9	0.3	5	8.7	6.4	2.3	6.4	5.2	1.2	7.2	7.2	0.0	4.6	5.3	-0.7	0.9	0.4	0.5	8.5	7.9	0.6	
Coast	4.5	4.0	0.5	11	7.8	5.5	2.3	8.6	5.4	3.2	8.3	4.8	3.5	5.2	3.1	2.1	1.0	4.2	-3.2	6.9	7.7	-0.8	
Edge	5.9	6.4	-0.5	7	4.1	4.4	-0.3	5.7	6.8	-1.1	7.2	8.9	-1.7	7.4	6.8	0.6	4.8	15.4	-10.6	5.5	4.9	0.6	
Gold	2.6	1.8	0.8	14	3.7	3.5	0.2	2.9	2.7	0.2	3.5	3.5	0.0	6.3	6.5	-0.2	*	*	*	3.6	3.5	0.1	
Gold AM	0.4	0.5	-0.1	19	0.4	0.5	-0.1	0.3	0.3	0.0	0.2	*	*	0.2	0.2	0.0	*	*	*	0.4	0.4	0.0	
Life FM	0.6	0.9	-0.3	17	0.4	0.8	-0.4	0.7	1.0	-0.3	0.9	0.8	0.1	0.2	0.6	-0.4	*	0.2	*	0.6	1.1	-0.5	
Magic*	6.2	8.1	-1.9	5	8.5	9.8	-1.3	6.6	7.6	-1.0	4.2	4.6	-0.4	3.3	5.8	-2.5	4.1	4.2	-0.1	10.7	13.5	-2.8	
Mai FM	4.7	6.2	-1.5	9	2.2	3.6	-1.4	3.3	4.7	-1.4	4.2	4.1	0.1	7.6	6.4	1.2	11.1	11.9	-0.8	5.6	4.9	0.7	
Moana Radio	0.5	0.3	0.2	18	0.4	0.4	0.0	1.1	1.1	0.0	0.1	0.3	-0.2	*	*	*	*	*	*	0.5	0.5	0.0	
More FM	4.7	3.6	1.1	9	6.1	4.0	2.1	5.5	4.5	1.0	7.7	5.6	2.1	8.8	9.3	-0.5	2.7	3.2	-0.5	10.6	8.7	1.9	
Newstalk ZB	18.9	17.7	1.2	1	10.3	11.2	-0.9	8.4	9.4	-1.0	12.6	14.3	-1.7	22.3	22.2	0.1	40.7	33.5	7.2	9.1	9.5	-0.4	
Radio Hauraki	2.4	3.0	-0.6	15	1.9	2.1	-0.2	2.5	2.6	-0.1	2.9	2.9	0.0	2.2	3.2	-1.0	8.2	4.1	4.1	3.5	2.2	1.3	
Rhema	2.7	1.8	0.9	13	0.6	0.5	0.1	1.4	0.8	0.6	1.3	1.2	0.1	0.3	0.1	0.2	1.5	0.8	0.7	2.2	1.6	0.6	
Rock	9.5	11.5	-2.0	3	12.6	15.0	-2.4	12.8	15.5	-2.7	7.2	7.3	-0.1	3.5	3.7	-0.2	2.5	2.4	0.1	5.5	4.6	0.9	
Star	0.9	1.7	-0.8	16	0.4	0.8	-0.4	0.9	1.7	-0.8	0.7	2.1	-1.4	0.4	*	*	0.4	0.2	0.2	0.8	2.1	-1.3	
Tainui Live	*	*	*	*	0.1	0.1	0.0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
The Hits	5.9	3.6	2.3	7	7.5	6.1	1.4	5.4	4.7	0.7	5.9	5.7	0.2	2.8	2.2	0.6	4.6	1.7	2.9	4.7	3.8	0.9	
The Sound	7.5	7.2	0.3	4	8.5	8.5	0.0	9.6	8.7	0.9	7.1	6.9	0.2	6.2	5.7	0.5	5.4	4.6	0.8	7.5	8.5	-1.0	
Today FM/Magic Talk**	3.8	4.0	-0.2	12	4.0	5.0	-1.0	2.1	2.7	-0.6	2.8	4.0	-1.2	7.6	8.8	-1.2	6.2	7.0	-0.8	3.6	4.0	-0.4	
ZM	9.6	9.8	-0.2	2	6.6	7.8	-1.2	10.5	10.4	0.1	12.0	12.6	-0.6	7.6	6.9	0.7	4.8	5.3	-0.5	5.9	6.9	-1.0	
MediaWorks Combo	48.9	53.1	-4.2		55.7	57.2	-1.5	52.6	56.2	-3.6	48.4	49.0	-0.6	49.3	52.1	-2.8	38.7	49.1	-10.4	57.8	57.2	0.6	
NZME Combo	44.2	40.4	3.8		38.1	36.5	1.6	38.7	35.5	3.2	45.4	44.1	1.3	46.6	45.5	1.1	59.4	48.8	10.6	34.1	34.1	0.0	

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MediaWorks Combo: Breeze, Edge, Magic, Magic Talk (until 20th March 2022), Mai FM, More FM, Rock, The Sound, Today FM (from 21st March 2022), or internet only listening to George FM

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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	23.2	21.3	1.9	7	2.5	1.2	1.3	5.2	5.4	-0.2	5.3	5.4	-0.1	9.3	9.8	-0.5	9.6	9.4	0.2	8.9	8.5	0.4	2.7	4.0	-1.3
Coast	21.6	18.6	3.0	9	2.6	2.0	0.6	3.6	1.6	2.0	3.1	2.0	1.1	6.6	5.0	1.6	7.4	6.1	1.3	8.3	7.0	1.3	2.0	2.0	0.0
Edge	27.7	29.2	-1.5	2	14.4	12.8	1.6	14.5	14.8	-0.3	9.2	10.3	-1.1	11.6	14.2	-2.6	4.0	5.9	-1.9	1.6	2.1	-0.5	5.6	7.4	-1.8
Gold	9.2	7.0	2.2	14	1.5	0.8	0.7	1.1	0.7	0.4	1.4	1.1	0.3	4.0	3.5	0.5	5.2	4.1	1.1	3.3	2.1	1.2	1.1	1.4	-0.3
Gold AM	1.2	1.7	-0.5	19	0.3	0.2	0.1	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.6	-0.5	0.5	1.0	-0.5	0.8	0.9	-0.1	0.1	0.6	-0.5
Life FM	4.2	5.3	-1.1	16	1.6	1.1	0.5	1.6	2.0	-0.4	1.8	2.5	-0.7	1.8	3.2	-1.4	0.6	1.5	-0.9	0.7	1.0	-0.3	1.5	2.5	-1.0
Magic*	16.1	14.8	1.3	11	0.8	0.4	0.4	1.8	0.8	1.0	1.8	0.8	1.0	2.5	1.6	0.9	4.6	3.7	0.9	7.6	7.4	0.2	0.7	0.5	0.2
Mai FM	18.0	15.9	2.1	10	7.1	6.1	1.0	6.5	5.3	1.2	5.6	5.5	0.1	9.1	8.8	0.3	5.1	4.3	0.8	1.8	1.1	0.7	2.4	2.5	-0.1
Moana Radio	2.9	3.5	-0.6	17	0.7	0.7	0.0	0.1	0.1	0.0	0.1	0.1	0.0	1.5	2.5	-1.0	1.4	2.4	-1.0	0.3	0.3	0.0	0.1	0.7	-0.6
More FM	22.9	23.0	-0.1	8	5.1	4.5	0.6	8.8	9.7	-0.9	9.5	10.8	-1.3	13.1	14.9	-1.8	5.7	5.6	0.1	3.8	3.3	0.5	5.0	6.3	-1.3
Newstalk ZB	27.3	24.9	2.4	3	1.3	1.3	0.0	4.8	2.7	2.1	6.2	2.9	3.3	9.8	6.4	3.4	8.8	9.5	-0.7	10.7	11.9	-1.2	5.7	4.4	1.3
Radio Hauraki	11.6	10.3	1.3	12	1.4	1.9	-0.5	6.2	5.7	0.5	6.8	5.6	1.2	8.6	7.0	1.6	3.3	2.4	0.9	1.5	1.1	0.4	3.4	2.9	0.5
Rhema	4.4	2.3	2.1	15	0.4	*	*	1.6	1.1	0.5	1.9	1.1	0.8	2.0	1.2	0.8	1.3	0.7	0.6	1.7	0.7	1.0	0.8	0.4	0.4
Rock	24.1	22.8	1.3	5	5.8	4.8	1.0	12.1	11.2	0.9	11.2	12.1	-0.9	15.1	16.5	-1.4	6.4	5.5	0.9	2.9	1.2	1.7	3.9	4.4	-0.5
Star	1.1	1.4	-0.3	20	*	*	*	*	*	*	*	*	*	*	*	*	0.3	0.1	0.2	0.7	0.4	0.3	*	*	*
Tainui Live	1.9	1.3	0.6	18	0.3	0.2	0.1	*	*	*	*	*	*	0.3	0.2	0.1	1.6	1.0	0.6	1.3	0.9	0.4	0.3	0.2	0.1
The Hits	26.2	22.1	4.1	4	8.7	6.0	2.7	10.1	9.5	0.6	8.9	7.4	1.5	12.2	11.6	0.6	6.0	5.7	0.3	4.1	3.5	0.6	5.1	5.5	-0.4
The Sound	23.7	20.6	3.1	6	5.5	4.9	0.6	4.9	3.5	1.4	3.8	2.8	1.0	10.4	8.9	1.5	12.5	11.6	0.9	7.9	6.8	1.1	3.5	3.6	-0.1
Today FM/Magic Talk**	10.5	12.6	-2.1	13	0.7	0.6	0.1	0.4	0.5	-0.1	0.4	0.5	-0.1	2.3	3.2	-0.9	4.8	5.2	-0.4	5.1	4.7	0.4	0.5	0.9	-0.4
ZM	36.6	33.0	3.6	1	15.5	11.9	3.6	19.5	18.3	1.2	14.5	14.1	0.4	19.0	18.4	0.6	5.4	5.9	-0.5	2.0	2.4	-0.4	7.9	8.2	-0.3
MediaWorks Combo	107.8	107.3	0.5		24.4	21.9	2.5	32.5	30.8	1.7	27.9	29.4	-1.5	46.5	49.5	-3.0	35.9	35.3	0.6	27.8	25.9	1.9	16.4	19.7	-3.3
NZME Combo	99.6	91.5	8.1		22.4	18.4	4.0	33.3	29.7	3.6	28.9	26.1	2.8	44.7	40.5	4.2	28.1	25.7	2.4	23.1	22.5	0.6	17.6	18.1	-0.5
All Commercial Radio	152.7	150.0	2.7		29.5	27.4	2.1	42.9	40.4	2.5	42.4	40.8	1.6	67.8	66.6	1.2	48.1	47.6	0.5	41.4	40.1	1.3	25.9	28.1	-2.2
Potential (000)	189.0	186.3	2.7		37.0	36.4	0.6	54.1	53.4	0.7	53.1	52.0	1.1	80.2	79.2	1.0	53.9	53.6	0.3	51.2	50.7	0.5	29.1	32.5	-3.4
Sample	830	827	3		127	137	-10	155	175	-20	166	184	-18	267	303	-36	240	254	-14	309	310	-1	115	144	-29

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Potential (000)	189.0	186.3	2.7
Sample Size	830	827	3

	Breakfast				Morning			Afternoon			Drive			Night			Mid Dawn			Weekend		
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	11.8	11.3	0.5	6	10.5	7.7	2.8	14.2	11.8	2.4	11.9	9.5	2.4	3.4	2.7	0.7	0.5	0.3	0.2	12.0	12.1	-0.1
Coast	7.5	7.1	0.4	11	9.1	6.8	2.3	13.8	10.0	3.8	9.8	6.7	3.1	3.6	2.4	1.2	0.5	0.8	-0.3	12.0	11.8	0.2
Edge	16.5	15.1	1.4	3	9.6	7.6	2.0	14.2	15.7	-1.5	13.6	13.8	-0.2	5.6	5.3	0.3	2.3	3.9	-1.6	16.5	14.2	2.3
Gold	3.7	2.6	1.1	14	4.5	3.8	0.7	4.5	4.3	0.2	4.0	3.2	0.8	1.2	1.0	0.2	0.1	*	*	4.8	3.8	1.0
Gold AM	0.4	0.4	0.0	19	0.2	0.7	-0.5	0.3	0.3	0.0	0.5	0.2	0.3	0.1	0.1	0.0	*	*	*	0.7	0.9	-0.2
Life FM	2.0	2.9	-0.9	16	0.9	1.3	-0.4	2.4	3.2	-0.8	2.2	2.3	-0.1	0.8	1.2	-0.4	*	0.2	*	1.5	2.4	-0.9
Magic*	8.9	8.1	0.8	10	10.6	9.2	1.4	9.4	9.4	0.0	6.8	6.4	0.4	2.2	1.9	0.3	1.8	1.5	0.3	10.4	11.1	-0.7
Mai FM	11.5	11.2	0.3	7	8.8	6.5	2.3	10.2	10.2	0.0	9.6	8.0	1.6	3.8	2.7	1.1	3.1	2.9	0.2	11.5	9.6	1.9
Moana Radio	1.6	1.1	0.5	17	1.0	0.9	0.1	2.2	1.8	0.4	0.3	1.1	-0.8	*	*	*	*	*	*	1.0	1.1	-0.1
More FM	9.3	10.2	-0.9	9	8.0	7.2	0.8	8.8	8.6	0.2	10.5	9.3	1.2	4.1	3.0	1.1	1.6	2.2	-0.6	13.0	14.0	-1.0
Newstalk ZB	19.9	17.9	2.0	2	15.9	14.3	1.6	13.6	11.7	1.9	13.3	11.4	1.9	7.0	6.1	0.9	7.2	6.4	0.8	15.9	14.7	1.2
Radio Hauraki	4.7	5.7	-1.0	13	2.3	2.9	-0.6	5.3	4.6	0.7	6.1	5.7	0.4	2.2	1.9	0.3	2.6	1.4	1.2	6.8	4.1	2.7
Rhema	3.0	1.6	1.4	15	2.8	1.9	0.9	2.8	1.6	1.2	1.0	0.9	0.1	0.8	0.4	0.4	0.6	0.2	0.4	1.9	0.7	1.2
Rock	13.3	13.7	-0.4	5	10.9	10.8	0.1	10.8	11.8	-1.0	9.8	9.7	0.1	2.6	2.1	0.5	2.4	2.2	0.2	12.2	10.8	1.4
Star	0.7	1.3	-0.6	18	0.9	1.3	-0.4	0.8	1.3	-0.5	0.6	1.1	-0.5	0.1	*	*	0.2	0.3	-0.1	0.7	1.1	-0.4
Tainui Live	*	*	*	*	1.4	0.8	0.6	*	*	*	0.3	0.2	0.1	*	*	*	*	*	*	0.2	0.3	-0.1
The Hits	13.4	10.5	2.9	4	9.1	8.7	0.4	13.0	13.2	-0.2	10.5	8.8	1.7	3.2	2.4	0.8	1.7	1.0	0.7	15.4	11.8	3.6
The Sound	9.4	8.6	0.8	8	8.5	8.0	0.5	12.9	10.8	2.1	10.7	8.9	1.8	1.5	1.3	0.2	3.6	2.4	1.2	15.3	13.8	1.5
Today FM/Magic Talk**	5.1	5.6	-0.5	12	5.6	6.6	-1.0	3.8	5.9	-2.1	4.2	5.9	-1.7	2.3	2.5	-0.2	1.7	1.9	-0.2	5.1	5.1	0.0
ZM	20.2	20.3	-0.1	1	13.1	14.9	-1.8	18.1	17.4	0.7	21.8	16.2	5.6	6.6	5.0	1.6	4.4	4.1	0.3	21.6	20.4	1.2
MediaWorks Combo	69.2	67.3	1.9		60.8	52.5	8.3	67.1	67.0	0.1	65.2	59.0	6.2	23.3	19.6	3.7	14.6	15.2	-0.6	76.4	72.5	3.9
NZME Combo	61.9	56.8	5.1		45.5	44.6	0.9	59.6	53.7	5.9	57.7	48.7	9.0	23.2	19.2	4.0	16.2	13.4	2.8	66.5	58.8	7.7
All Commercial Radio	117.0	113.0	4.0		95.4	88.3	7.1	110.9	105.8	5.1	107.6	98.2	9.4	42.1	36.1	6.0	28.3	27.6	0.7	121.0	113.4	7.6

MediaWorks Combo: Breeze, Edge, Magic, Magic Talk (until 20th March 2022), Mai FM, More FM, Rock, The Sound, Today FM (from 21st March 2022), or internet only listening to George FM

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

*Listed as Magic Music in S4 2021

**Today FM/Magic Talk includes Magic Talk for S4 2021 and Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period) for S1 2022



TAURANGA 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 Feb 13 to Sat Apr 9 2022

Last Survey Period: Sun Feb 14 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	7:33	6:49	0:44	1:29	7:33	-6:04	4:12	3:28	0:43	3:59	3:16	0:43	6:05	4:58	1:06	9:37	7:10	2:26	8:51	7:45	1:05	3:52	3:58	-0:06
Coast	7:53	6:49	1:03	6:55	2:47	4:08	6:51	2:20	4:31	3:57	3:12	0:44	5:19	5:01	0:18	6:55	6:24	0:31	9:37	9:04	0:32	9:47	9:36	0:10
Edge	5:03	5:06	-0:02	4:56	4:36	0:20	3:08	3:33	-0:25	3:28	4:09	-0:41	5:25	5:45	-0:20	9:08	7:59	1:08	3:30	3:47	-0:17	4:39	6:24	-1:44
Gold	8:47	10:07	-1:19	1:38	1:41	-0:03	3:49	4:53	-1:03	11:58	18:05	-6:07	13:32	14:30	-0:58	11:13	11:16	-0:02	7:12	7:58	-0:46	22:31	17:48	4:43
Gold AM	6:28	4:49	1:38	0:45	0:45	0:00	0:30	0:30	0:00	0:30	0:30	0:00	0:30	0:30	0:00	3:21	2:15	1:06	9:31	8:38	0:52	1:30	0:46	0:43
Life FM	3:27	3:54	-0:27	2:33	1:05	1:27	3:05	2:19	0:45	4:06	4:31	-0:25	4:06	4:53	-0:47	4:24	5:19	-0:54	3:47	3:52	-0:05	3:37	4:11	-0:34
Magic*	11:10	14:01	-2:50	2:30	0:45	1:45	2:35	2:39	-0:03	2:35	2:39	-0:03	2:39	2:21	0:17	9:14	9:49	-0:35	10:51	13:06	-2:15	2:09	4:02	-1:53
Mai FM	6:06	7:23	-1:17	7:25	7:32	-0:06	4:07	4:38	-0:31	5:00	5:19	-0:18	5:42	7:53	-2:11	5:30	9:51	-4:20	2:41	2:43	-0:02	5:46	5:10	0:36
Moana Radio	4:38	3:33	1:05	0:23	0:24	-0:00	1:15	1:15	0:00	1:15	1:15	0:00	3:38	2:09	1:28	3:50	2:12	1:37	21:15	25:30	-4:15	1:15	1:02	0:12
More FM	7:28	5:25	2:03	4:44	4:50	-0:05	7:36	4:09	3:27	7:23	4:09	3:14	7:01	4:53	2:07	7:55	6:29	1:26	13:44	9:08	4:36	3:52	5:00	-1:07
Newstalk ZB	11:51	12:22	-0:31	2:45	2:58	-0:12	6:18	6:32	-0:14	6:36	6:37	-0:01	6:53	7:40	-0:46	9:44	11:10	-1:26	15:40	15:45	-0:05	8:07	9:25	-1:18
Radio Hauraki	6:04	5:51	0:12	4:41	4:23	0:18	5:16	6:23	-1:06	5:14	6:34	-1:20	6:10	5:54	0:16	8:22	6:12	2:10	6:42	10:04	-3:22	2:59	3:12	-0:12
Rhema	9:03	11:29	-2:25	3:40	*	*	6:20	6:06	0:14	5:46	6:06	-0:19	5:27	5:31	-0:04	19:13	26:22	-7:08	15:34	27:25	-11:51	2:02	4:30	-2:27
Rock	9:29	10:59	-1:30	10:33	11:33	-1:00	12:33	13:23	-0:50	10:46	10:33	0:12	9:32	11:24	-1:51	6:22	12:03	-5:41	7:38	5:25	2:12	4:12	3:15	0:56
Star	15:53	26:14	-10:21	*	*	*	*	*	*	*	*	*	*	*	*	9:36	19:30	-9:53	8:47	8:14	0:32	*	*	*
Tainui Live	0:19	0:19	-0:00	0:30	0:30	0:00	*	*	*	*	*	*	0:30	0:30	0:00	0:17	0:17	0:00	0:15	0:15	0:00	0:30	0:30	0:00
The Hits	5:21	4:43	0:37	1:48	1:47	0:00	6:58	4:53	2:05	7:31	5:31	2:00	7:21	5:18	2:02	6:46	5:11	1:34	6:32	8:25	-1:52	8:42	5:11	3:30
The Sound	8:21	9:00	-0:39	1:32	1:22	0:09	1:46	1:40	0:06	9:51	10:16	-0:24	7:04	7:35	-0:31	8:21	10:39	-2:17	14:45	16:21	-1:36	11:09	10:14	0:54
Today FM/Magic Talk**	8:20	7:42	0:38	0:15	0:15	0:00	8:24	9:26	-1:01	8:24	9:26	-1:01	6:44	6:05	0:38	6:36	6:46	-0:09	10:47	11:09	-0:21	13:20	10:32	2:48
ZM	5:47	6:24	-0:36	5:46	5:45	0:00	6:14	6:52	-0:38	6:11	6:44	-0:33	6:07	7:12	-1:04	5:13	7:00	-1:46	2:30	3:01	-0:30	5:35	6:33	-0:58
MediaWorks Combo	12:07	11:58	0:08	9:37	9:20	0:16	10:27	9:55	0:31	11:25	10:11	1:13	10:55	11:10	-0:14	11:49	12:53	-1:04	15:01	14:22	0:38	8:18	8:37	-0:19
NZME Combo	10:06	9:45	0:21	6:04	5:20	0:44	8:32	7:55	0:36	9:04	8:24	0:39	9:18	8:58	0:19	10:28	10:51	-0:23	13:52	14:22	-0:29	10:45	9:50	0:54
All Commercial Radio	16:17	15:37	0:39	12:51	11:09	1:42	15:19	13:51	1:28	14:47	13:34	1:13	14:36	14:48	-0:11	16:14	16:51	-0:37	19:40	18:40	0:59	13:38	13:38	-0:00
Potential (000)	189.0	186.3	2.7	37.0	36.4	0.6	54.1	53.4	0.7	53.1	52.0	1.1	80.2	79.2	1.0	53.9	53.6	0.3	51.2	50.7	0.5	29.1	32.5	-3.4
Sample	830	827	3	127	137	-10	155	175	-20	166	184	-18	267	303	-36	240	254	-14	309	310	-1	115	144	-29

MediaWorks Combo: Breeze, Edge, Magic, Magic Talk (until 20th March 2022), Mai FM, More FM, Rock, The Sound, Today FM (from 21st March 2022), or internet only listening to George FM

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

*Listed as Magic Music in S4 2021

**Today FM/Magic Talk includes Magic Talk for S4 2021 and Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period) for S1 2022

TAURANGA 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 Feb 13 to Sat Apr 9 2022

Last Survey Period: Sun Feb 14 to Sat Nov 6 2021

	This	Last	+/-
Potential (000)	189.0	186.3	2.7
Sample Size	830	827	3

	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	2:26	2:25	0:00	3:37	3:41	-0:03	2:32	2:24	0:07	1:45	1:52	-0:07	1:30	1:49	-0:19	1:19	1:08	0:10	3:48	3:08	0:40
Coast	2:49	2:37	0:12	3:43	3:31	0:11	3:30	2:58	0:31	2:26	1:45	0:41	1:36	1:11	0:25	1:27	3:48	-2:21	3:03	3:06	-0:03
Edge	1:40	1:58	-0:18	1:54	2:31	-0:37	2:15	2:22	-0:06	1:31	1:35	-0:04	1:28	1:10	0:18	1:38	2:44	-1:06	1:46	1:40	0:05
Gold	3:13	3:13	-0:00	3:37	4:11	-0:33	3:39	3:25	0:13	2:32	2:42	-0:10	5:37	5:55	-0:18	0:15	*	*	3:59	4:22	-0:22
Gold AM	4:20	5:33	-1:13	10:28	3:11	7:16	5:04	4:52	0:12	0:59	0:15	0:44	1:30	1:30	0:00	*	*	*	2:35	2:19	0:16
Life FM	1:20	1:23	-0:02	2:03	2:33	-0:30	1:36	1:41	-0:04	1:13	0:51	0:21	0:19	0:24	-0:05	*	0:30	*	1:59	2:16	-0:16
Magic*	3:18	4:36	-1:18	3:32	4:42	-1:10	3:56	4:27	-0:30	1:47	1:47	-0:00	1:40	2:42	-1:02	1:52	1:53	-0:00	5:31	5:51	-0:20
Mai FM	1:55	2:32	-0:37	1:06	2:26	-1:20	1:48	2:30	-0:42	1:16	1:16	0:00	2:13	2:10	0:03	2:54	2:53	0:01	2:34	2:27	0:07
Moana Radio	1:23	1:15	0:08	1:29	1:52	-0:22	2:54	3:16	-0:22	1:15	0:44	0:30	*	*	*	*	*	*	2:37	2:14	0:22
More FM	2:23	1:36	0:46	3:20	2:26	0:53	3:31	2:50	0:40	2:07	1:29	0:38	2:22	2:48	-0:26	1:22	1:02	0:20	4:21	2:58	1:22
Newstalk ZB	4:26	4:36	-0:09	2:50	3:26	-0:36	3:29	4:26	-0:56	2:44	3:06	-0:21	3:31	3:19	0:11	4:32	3:38	0:54	3:02	3:06	-0:04
Radio Hauraki	2:24	2:24	0:00	3:35	3:10	0:24	2:41	3:03	-0:22	1:22	1:13	0:08	1:07	1:29	-0:22	2:29	2:04	0:25	2:47	2:34	0:12
Rhema	4:09	5:28	-1:19	0:59	1:14	-0:15	2:47	2:41	0:05	3:45	3:14	0:31	0:21	0:15	0:06	1:52	3:00	-1:07	5:56	12:00	-6:04
Rock	3:22	3:52	-0:29	5:04	6:09	-1:05	6:43	7:14	-0:30	2:06	1:52	0:14	1:31	1:36	-0:04	0:49	0:46	0:02	2:24	2:03	0:21
Star	5:35	6:04	-0:28	2:00	2:53	-0:52	6:23	7:13	-0:49	3:22	4:43	-1:21	4:00	*	*	2:00	0:30	1:30	5:56	9:12	-3:16
Tainui Live	*	*	*	0:18	0:18	0:00	*	*	*	0:30	0:30	0:00	*	*	*	*	*	*	0:15	0:15	0:00
The Hits	2:03	1:33	0:29	3:37	3:04	0:33	2:22	1:55	0:26	1:37	1:35	0:01	0:58	0:49	0:09	2:12	1:12	1:00	1:38	1:34	0:04
The Sound	3:44	3:52	-0:08	4:21	4:41	-0:19	4:12	4:28	-0:15	1:54	1:54	-0:00	4:29	3:52	0:37	1:11	1:18	-0:06	2:37	2:57	-0:19
Today FM/Magic Talk**	3:29	3:16	0:12	3:08	3:19	-0:11	3:03	2:30	0:33	1:53	1:40	0:13	3:38	3:09	0:28	2:49	2:32	0:17	3:48	3:47	0:00
ZM	2:14	2:14	0:00	2:12	2:18	-0:05	3:17	3:15	0:01	1:35	1:54	-0:19	1:17	1:15	0:01	0:51	0:54	-0:02	1:28	1:38	-0:10
MediaWorks Combo	3:19	3:39	-0:20	4:01	4:48	-0:47	4:25	4:36	-0:11	2:08	2:03	0:05	2:21	2:24	-0:03	2:07	2:15	-0:08	4:02	3:48	0:14
NZME Combo	3:21	3:17	0:03	3:40	3:37	0:03	3:40	3:37	0:02	2:16	2:14	0:01	2:14	2:09	0:04	2:55	2:32	0:23	2:44	2:47	-0:02
All Commercial Radio	4:00	4:06	-0:05	4:35	5:00	-0:24	5:05	5:11	-0:05	2:41	2:31	0:10	2:38	2:31	0:07	2:49	2:30	0:19	4:25	4:15	0:10

MediaWorks Combo: Breeze, Edge, Magic, Magic Talk (until 20th March 2022), Mai FM, More FM, Rock, The Sound, Today FM (from 21st March 2022), or internet only listening to George FM

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

*Listed as Magic Music in S4 2021

**Today FM/Magic Talk includes Magic Talk for S4 2021 and Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period) for S1 2022