



TAURANGA COMMERCIAL RADIO - SURVEY 2 2022

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

Survey Comparisons: 1/2022 - 2/2022

This Survey Period: Sun Jun 20 to Sat Nov 6 2021 & Sun Feb 13 to Sat Jun 18 2022

Last Survey Period: Sun Apr 11 to Sat Nov 6 2021 & Sun Feb 13 to Sat Apr 9 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	7.3	7.0	0.3	5	2.2	1.0	1.2	3.5	3.3	0.2	4.2	3.4	0.8	5.3	5.7	-0.4	9.7	11.8	-2.1	9.0	9.7	-0.7	5.7	3.0	2.7
Coast	7.1	6.9	0.2	6	7.1	4.8	2.3	4.5	3.7	0.8	2.0	2.0	0.0	3.1	3.5	-0.4	5.3	6.6	-1.3	10.6	9.8	0.8	4.2	5.4	-1.2
Edge	5.4	5.6	-0.2	10	17.6	18.7	-1.1	8.2	6.9	1.3	7.4	5.1	2.3	7.2	6.4	0.8	3.5	4.7	-1.2	0.8	0.7	0.1	8.7	7.4	1.3
Gold	3.5	3.3	0.2	12	0.4	0.6	-0.2	3.5	0.6	2.9	4.8	2.7	2.1	3.9	5.4	-1.5	6.0	7.5	-1.5	5.3	2.9	2.4	2.3	6.9	-4.6
Gold AM	0.2	0.3	-0.1	18	0.2	0.1	0.1	*	*	*	*	*	*	0.1	*	*	0.4	0.2	0.2	0.3	0.9	-0.6	0.2	0.1	0.1
Life FM	0.5	0.6	-0.1	17	1.1	1.1	0.0	0.7	0.7	0.0	0.7	1.2	-0.5	0.5	0.8	-0.3	0.2	0.3	-0.1	0.4	0.3	0.1	0.5	1.5	-1.0
Magic	8.1	7.3	0.8	3	0.5	0.5	0.0	0.8	0.7	0.1	0.9	0.8	0.1	0.6	0.7	-0.1	7.1	5.4	1.7	12.2	10.1	2.1	0.8	0.5	0.3
Mai FM	4.3	4.4	-0.1	11	12.2	13.8	-1.6	5.9	4.1	1.8	5.9	4.5	1.4	6.0	5.2	0.8	3.3	3.6	-0.3	0.8	0.6	0.2	8.7	4.0	4.7
Moana Radio	0.2	0.5	-0.3	18	0.3	0.1	0.2	*	*	*	*	*	*	*	0.5	*	*	0.7	*	0.4	0.9	-0.5	0.1	*	*
More FM	6.9	6.9	0.0	7	7.0	6.4	0.6	9.8	10.2	-0.4	10.5	11.2	-0.7	9.4	9.3	0.1	8.1	5.8	2.3	6.1	6.3	-0.2	8.3	5.5	2.8
Newstalk ZB	14.4	13.0	1.4	1	1.3	1.0	0.3	1.5	4.6	-3.1	3.3	6.5	-3.2	7.7	6.8	0.9	16.7	11.0	5.7	21.2	20.5	0.7	14.5	13.1	1.4
Radio Hauraki	3.3	2.8	0.5	13	4.8	1.8	3.0	4.1	5.0	-0.9	4.2	5.7	-1.5	5.2	5.4	-0.2	4.7	3.5	1.2	1.6	1.3	0.3	8.1	2.9	5.2
Rhema	1.6	1.6	0.0	15	0.4	0.4	0.0	2.4	1.6	0.8	2.5	1.7	0.8	1.7	1.1	0.6	2.1	3.2	-1.1	2.1	3.2	-1.1	0.9	0.5	0.4
Rock	8.3	9.2	-0.9	2	13.0	16.2	-3.2	17.6	23.1	-5.5	17.2	19.3	-2.1	14.0	14.6	-0.6	5.3	5.2	0.1	2.9	2.8	0.1	4.7	4.7	0.0
Star	0.8	0.7	0.1	16	*	*	*	*	*	*	*	*	*	*	*	*	0.5	0.3	0.2	1.0	0.7	0.3	*	*	*
Tainui Live	*	*	*	*	0.1	*	*	*	*	*	*	*	*	*	*	*	0.1	0.1	0.0	*	*	*	0.1	*	*
The Hits	6.1	5.6	0.5	9	6.3	4.2	2.1	11.8	10.7	1.1	11.4	10.6	0.8	9.8	9.1	0.7	4.9	5.2	-0.3	3.3	3.3	0.0	10.9	12.6	-1.7
The Sound	7.8	8.0	-0.2	4	2.5	2.2	0.3	3.8	1.3	2.5	6.0	6.0	0.0	6.9	7.4	-0.5	11.8	13.4	-1.6	13.9	14.3	-0.4	5.3	11.2	-5.9
Today FM/Magic Talk*	2.7	3.5	-0.8	14	*	*	*	0.2	0.5	-0.3	0.3	0.6	-0.3	1.6	1.6	0.0	3.0	4.1	-1.1	3.8	6.8	-3.0	2.7	1.9	0.8
ZM	6.8	8.5	-1.7	8	20.1	23.5	-3.4	13.4	18.5	-5.1	10.7	14.3	-3.6	9.4	11.7	-2.3	3.6	3.6	0.0	1.0	0.6	0.4	5.6	12.5	-6.9
MediaWorks Combo	51.8	52.5	-0.7		56.8	61.9	-5.1	52.8	51.7	1.1	54.7	50.8	3.9	53.1	51.3	1.8	52.4	54.4	-2.0	49.5	51.3	-1.8	46.4	38.7	7.7
NZME Combo	41.3	40.5	0.8		40.4	35.9	4.5	38.9	43.2	-4.3	36.4	41.8	-5.4	39.2	42.0	-2.8	41.7	37.7	4.0	43.3	39.4	3.9	45.7	53.4	-7.7
Potential (000)	189.0	189.0	0.0		37.0	37.0	0.0	53.6	54.1	-0.5	53.1	53.1	0.0	80.2	80.2	0.0	53.9	53.9	0.0	51.2	51.2	0.0	27.8	29.1	-1.3
Sample	807	830	-23		114	127	-13	147	155	-8	164	166	-2	265	267	-2	243	240	3	290	309	-19	105	115	-10

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

*Today FM/Magic Talk includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period for S1 2022 / 13 weeks of survey period for S2 2022)



TAURANGA COMMERCIAL RADIO - SURVEY 2 2022

Station Share (%) by Daypart, People 10+

Survey Comparisons: 1/2022 - 2/2022

This Survey Period: Sun Jun 20 to Sat Nov 6 2021 & Sun Feb 13 to Sat Jun 18 2022

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

	This	Last	+/-
Potential (000)	189.0	189.0	0.0
Sample Size	807	830	-23

	Breakfast				Morning			Afternoon			Drive				Night			Mid Dawn			Weekend		
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	
Breeze	6.5	6.2	0.3	6	9.5	8.7	0.8	7.6	6.4	1.2	4.4	7.2	-2.8	2.3	4.6	-2.3	6.0	0.9	5.1	8.7	8.5	0.2	
Coast	4.7	4.5	0.2	10	7.5	7.8	-0.3	8.8	8.6	0.2	8.5	8.3	0.2	5.0	5.2	-0.2	0.4	1.0	-0.6	7.6	6.9	0.7	
Edge	5.9	5.9	0.0	7	4.0	4.1	-0.1	4.7	5.7	-1.0	7.6	7.2	0.4	8.5	7.4	1.1	3.6	4.8	-1.2	5.6	5.5	0.1	
Gold	2.8	2.6	0.2	13	5.3	3.7	1.6	3.5	2.9	0.6	1.4	3.5	-2.1	1.5	6.3	-4.8	3.1	*	*	3.9	3.6	0.3	
Gold AM	0.4	0.4	0.0	17	*	0.4	*	0.2	0.3	-0.1	0.2	0.2	0.0	*	0.2	*	*	*	*	0.1	0.4	-0.3	
Life FM	0.4	0.6	-0.2	17	0.3	0.4	-0.1	0.7	0.7	0.0	0.9	0.9	0.0	0.1	0.2	-0.1	*	*	*	0.6	0.6	0.0	
Magic	5.9	6.2	-0.3	7	9.2	8.5	0.7	8.1	6.6	1.5	5.5	4.2	1.3	3.0	3.3	-0.3	2.9	4.1	-1.2	12.0	10.7	1.3	
Mai FM	4.1	4.7	-0.6	11	3.3	2.2	1.1	4.7	3.3	1.4	4.0	4.2	-0.2	5.7	7.6	-1.9	6.1	11.1	-5.0	4.5	5.6	-1.1	
Moana Radio	0.1	0.5	-0.4	19	0.1	0.4	-0.3	0.3	1.1	-0.8	0.1	0.1	0.0	*	*	*	*	*	*	0.3	0.5	-0.2	
More FM	5.1	4.7	0.4	9	7.9	6.1	1.8	6.4	5.5	0.9	7.8	7.7	0.1	10.5	8.8	1.7	2.9	2.7	0.2	7.4	10.6	-3.2	
Newstalk ZB	20.9	18.9	2.0	1	10.0	10.3	-0.3	8.0	8.4	-0.4	16.6	12.6	4.0	26.0	22.3	3.7	47.3	40.7	6.6	11.5	9.1	2.4	
Radio Hauraki	3.5	2.4	1.1	12	3.6	1.9	1.7	3.5	2.5	1.0	3.5	2.9	0.6	1.9	2.2	-0.3	4.7	8.2	-3.5	2.4	3.5	-1.1	
Rhema	2.4	2.7	-0.3	15	0.8	0.6	0.2	1.7	1.4	0.3	1.2	1.3	-0.1	0.3	0.3	0.0	2.1	1.5	0.6	1.6	2.2	-0.6	
Rock	7.7	9.5	-1.8	2	8.5	12.6	-4.1	10.1	12.8	-2.7	6.4	7.2	-0.8	6.0	3.5	2.5	3.6	2.5	1.1	8.6	5.5	3.1	
Star	1.0	0.9	0.1	16	0.5	0.4	0.1	1.0	0.9	0.1	0.7	0.7	0.0	0.6	0.4	0.2	0.5	0.4	0.1	0.8	0.8	0.0	
Tainui Live	*	*	*	*	0.1	0.1	0.0	*	*	*	*	*	*	*	*	*	0.5	*	*	*	*	*	
The Hits	7.1	5.9	1.2	4	9.1	7.5	1.6	6.0	5.4	0.6	5.3	5.9	-0.6	3.1	2.8	0.3	3.1	4.6	-1.5	4.1	4.7	-0.6	
The Sound	7.5	7.5	0.0	3	7.4	8.5	-1.1	9.1	9.6	-0.5	7.3	7.1	0.2	7.2	6.2	1.0	4.4	5.4	-1.0	7.9	7.5	0.4	
Today FM/Magic Talk*	2.8	3.8	-1.0	13	3.6	4.0	-0.4	1.8	2.1	-0.3	2.6	2.8	-0.2	3.6	7.6	-4.0	3.3	6.2	-2.9	2.6	3.6	-1.0	
ZM	6.8	9.6	-2.8	5	3.8	6.6	-2.8	8.3	10.5	-2.2	10.4	12.0	-1.6	9.7	7.6	2.1	4.5	4.8	-0.3	5.3	5.9	-0.6	
MediaWorks Combo	46.7	48.9	-2.2		55.1	55.7	-0.6	53.6	52.6	1.0	46.9	48.4	-1.5	47.4	49.3	-1.9	33.2	38.7	-5.5	57.7	57.8	-0.1	
NZME Combo	46.2	44.2	2.0		39.3	38.1	1.2	38.5	38.7	-0.2	46.0	45.4	0.6	47.2	46.6	0.6	63.1	59.4	3.7	35.0	34.1	0.9	

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

*Today FM/Magic Talk includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period for S1 2022 / 13 weeks of survey period for S2 2022)



TAURANGA COMMERCIAL RADIO - SURVEY 2 2022

Cumulative Audience (000's) by Demographic, Mon-Sun 12mn-12mn

Survey Comparisons: 1/2022 - 2/2022

This Survey Period: Sun Jun 20 to Sat Nov 6 2021 & Sun Feb 13 to Sat Jun 18 2022

Last Survey Period: Sun Apr 11 to Sat Nov 6 2021 & Sun Feb 13 to Sat Apr 9 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	21.8	23.2	-1.4	8	3.2	2.5	0.7		3.5	5.2	-1.7		4.1	5.3	-1.2		8.4	9.3	-0.9		9.0	9.6	-0.6		7.9	8.9	-1.0		2.9	2.7	0.2	
Coast	23.1	21.6	1.5	7	3.5	2.6	0.9		5.9	3.6	2.3		5.6	3.1	2.5		8.9	6.6	2.3		7.2	7.4	-0.2		7.3	8.3	-1.0		2.0	2.0	0.0	
Edge	27.3	27.7	-0.4	3	14.1	14.4	-0.3		12.8	14.5	-1.7		8.8	9.2	-0.4		11.3	11.6	-0.3		4.4	4.0	0.4		2.0	1.6	0.4		5.5	5.6	-0.1	
Gold	11.9	9.2	2.7	13	1.6	1.5	0.1		2.7	1.1	1.6		3.6	1.4	2.2		5.0	4.0	1.0		5.1	5.2	-0.1		4.8	3.3	1.5		0.4	1.1	-0.7	
Gold AM	2.0	1.2	0.8	18	0.8	0.3	0.5		0.2	0.1	0.1		0.2	0.1	0.1		0.4	0.1	0.3		0.9	0.5	0.4		0.8	0.8	0.0		0.2	0.1	0.1	
Life FM	3.8	4.2	-0.4	16	2.3	1.6	0.7		1.1	1.6	-0.5		0.9	1.8	-0.9		0.9	1.8	-0.9		0.2	0.6	-0.4		0.5	0.7	-0.2		0.4	1.5	-1.1	
Magic	15.9	16.1	-0.2	11	0.7	0.8	-0.1		1.8	1.8	0.0		2.1	1.8	0.3		2.5	2.5	0.0		4.9	4.6	0.3		7.6	7.6	0.0		1.2	0.7	0.5	
Mai FM	19.4	18.0	1.4	9	6.7	7.1	-0.4		8.3	6.5	1.8		7.4	5.6	1.8		9.9	9.1	0.8		4.7	5.1	-0.4		2.7	1.8	0.9		4.2	2.4	1.8	
Moana Radio	1.9	2.9	-1.0	19	1.4	0.7	0.7		0.1	0.1	0.0		0.1	0.1	0.0		0.1	1.5	-1.4		*	1.4	*		0.2	0.3	-0.1		0.1	0.1	0.0	
More FM	17.8	22.9	-5.1	10	3.4	5.1	-1.7		6.0	8.8	-2.8		6.8	9.5	-2.7		9.7	13.1	-3.4		6.0	5.7	0.3		3.8	3.8	0.0		4.3	5.0	-0.7	
Newstalk ZB	27.4	27.3	0.1	2	1.3	1.3	0.0		2.5	4.8	-2.3		4.0	6.2	-2.2		9.3	9.8	-0.5		11.6	8.8	2.8		11.3	10.7	0.6		5.0	5.7	-0.7	
Radio Hauraki	12.2	11.6	0.6	12	2.8	1.4	1.4		5.0	6.2	-1.2		5.5	6.8	-1.3		7.4	8.6	-1.2		3.8	3.3	0.5		1.9	1.5	0.4		3.7	3.4	0.3	
Rhema	5.9	4.4	1.5	15	0.3	0.4	-0.1		2.5	1.6	0.9		2.9	1.9	1.0		3.1	2.0	1.1		1.1	1.3	-0.2		1.6	1.7	-0.1		1.1	0.8	0.3	
Rock	24.8	24.1	0.7	6	7.4	5.8	1.6		13.4	12.1	1.3		11.6	11.2	0.4		14.8	15.1	-0.3		5.2	6.4	-1.2		2.7	2.9	-0.2		2.8	3.9	-1.1	
Star	1.6	1.1	0.5	20	*	*	*		*	*	*		*	*	*		*	*	*		0.3	0.3	0.0		1.2	0.7	0.5		*	*	*	
Tainui Live	2.5	1.9	0.6	17	0.5	0.3	0.2		0.2	*	*		*	*	*		0.4	0.3	0.1		1.9	1.6	0.3		1.5	1.3	0.2		0.4	0.3	0.1	
The Hits	26.7	26.2	0.5	4	8.0	8.7	-0.7		10.6	10.1	0.5		9.3	8.9	0.4		13.5	12.2	1.3		7.1	6.0	1.1		4.6	4.1	0.5		5.6	5.1	0.5	
The Sound	26.0	23.7	2.3	5	5.9	5.5	0.4		7.2	4.9	2.3		5.8	3.8	2.0		11.1	10.4	0.7		11.5	12.5	-1.0		8.7	7.9	0.8		2.4	3.5	-1.1	
Today FM/Magic Talk*	8.7	10.5	-1.8	14	0.4	0.7	-0.3		0.1	0.4	-0.3		0.4	0.4	0.0		2.2	2.3	-0.1		3.8	4.8	-1.0		3.8	5.1	-1.3		0.5	0.5	0.0	
ZM	31.2	36.6	-5.4	1	13.0	15.5	-2.5		17.3	19.5	-2.2		12.1	14.5	-2.4		16.1	19.0	-2.9		5.5	5.4	0.1		1.8	2.0	-0.2		5.9	7.9	-2.0	
MediaWorks Combo	110.2	107.8	2.4		26.4	24.4	2.0		34.7	32.5	2.2		29.9	27.9	2.0		46.5	46.5	0.0		34.8	35.9	-1.1		28.1	27.8	0.3		17.4	16.4	1.0	
NZME Combo	100.2	99.6	0.6		21.5	22.4	-0.9		33.5	33.3	0.2		29.2	28.9	0.3		44.9	44.7	0.2		31.2	28.1	3.1		25.4	23.1	2.3		16.4	17.6	-1.2	
All Commercial Radio	153.4	152.7	0.7		29.5	29.5	0.0		44.9	42.9	2.0		44.0	42.4	1.6		68.5	67.8	0.7		48.8	48.1	0.7		41.5	41.4	0.1		25.2	25.9	-0.7	
Potential (000)	189.0	189.0	0.0		37.0	37.0	0.0		53.6	54.1	-0.5		53.1	53.1	0.0		80.2	80.2	0.0		53.9	53.9	0.0		51.2	51.2	0.0		27.8	29.1	-1.3	
Sample	807	830	-23		114	127	-13		147	155	-8		164	166	-2		265	267	-2		243	240	3		290	309	-19		105	115	-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

*Today FM/Magic Talk includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period for S1 2022 / 13 weeks of survey period for S2 2022)



TAURANGA COMMERCIAL RADIO - SURVEY 2 2022

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

Survey Comparisons: 1/2022 - 2/2022

This Survey Period: Sun Jun 20 to Sat Nov 6 2021 & Sun Feb 13 to Sat Jun 18 2022

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

	This	Last	+/-
Potential (000)	189.0	189.0	0.0
Sample Size	807	830	-23

	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	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-			
Breeze	10.7	11.8	-1.1	7	11.4	10.5	0.9	14.8	14.2	0.6	8.7	11.9	-3.2	1.9	3.4	-1.5	2.1	0.5	1.6	12.8	12.0	0.8						
Coast	7.1	7.5	-0.4	11	9.1	9.1	0.0	12.7	13.8	-1.1	11.0	9.8	1.2	3.0	3.6	-0.6	0.9	0.5	0.4	12.6	12.0	0.6						
Edge	15.0	16.5	-1.5	3	8.3	9.6	-1.3	11.4	14.2	-2.8	10.8	13.6	-2.8	4.8	5.6	-0.8	2.7	2.3	0.4	16.5	16.5	0.0						
Gold	5.5	3.7	1.8	12	6.7	4.5	2.2	6.1	4.5	1.6	3.0	4.0	-1.0	1.1	1.2	-0.1	0.4	0.1	0.3	6.7	4.8	1.9						
Gold AM	0.9	0.4	0.5	17	0.2	0.2	0.0	0.2	0.3	-0.1	0.5	0.5	0.0	*	0.1	*	*	*	*	1.4	0.7	0.7						
Life FM	1.1	2.0	-0.9	16	0.6	0.9	-0.3	1.7	2.4	-0.7	2.0	2.2	-0.2	0.2	0.8	-0.6	*	*	*	1.6	1.5	0.1						
Magic	8.6	8.9	-0.3	9	10.9	10.6	0.3	9.2	9.4	-0.2	7.0	6.8	0.2	2.4	2.2	0.2	1.7	1.8	-0.1	11.3	10.4	0.9						
Mai FM	10.2	11.5	-1.3	8	9.4	8.8	0.6	12.7	10.2	2.5	9.9	9.6	0.3	5.0	3.8	1.2	3.5	3.1	0.4	10.5	11.5	-1.0						
Moana Radio	0.6	1.6	-1.0	18	0.3	1.0	-0.7	1.2	2.2	-1.0	0.2	0.3	-0.1	*	*	*	*	*	*	0.7	1.0	-0.3						
More FM	8.0	9.3	-1.3	10	8.2	8.0	0.2	8.5	8.8	-0.3	9.3	10.5	-1.2	3.7	4.1	-0.4	0.7	1.6	-0.9	8.6	13.0	-4.4						
Newstalk ZB	19.8	19.9	-0.1	1	16.3	15.9	0.4	13.7	13.6	0.1	17.1	13.3	3.8	7.7	7.0	0.7	8.0	7.2	0.8	16.1	15.9	0.2						
Radio Hauraki	5.2	4.7	0.5	13	4.4	2.3	2.1	6.1	5.3	0.8	5.8	6.1	-0.3	2.2	2.2	0.0	1.7	2.6	-0.9	6.2	6.8	-0.6						
Rhema	3.8	3.0	0.8	14	3.6	2.8	0.8	3.3	2.8	0.5	1.2	1.0	0.2	0.6	0.8	-0.2	0.6	0.6	0.0	2.1	1.9	0.2						
Rock	12.4	13.3	-0.9	6	11.7	10.9	0.8	11.4	10.8	0.6	9.2	9.8	-0.6	5.4	2.6	2.8	2.4	2.4	0.0	14.2	12.2	2.0						
Star	0.6	0.7	-0.1	18	1.2	0.9	0.3	0.9	0.8	0.1	0.6	0.6	0.0	0.3	0.1	0.2	0.2	0.2	0.0	1.1	0.7	0.4						
Tainui Live	*	*	*	*	1.8	1.4	0.4	*	*	*	0.2	0.3	-0.1	*	*	*	0.2	*	*	0.3	0.2	0.1						
The Hits	14.7	13.4	1.3	4	12.2	9.1	3.1	13.6	13.0	0.6	11.9	10.5	1.4	2.7	3.2	-0.5	1.5	1.7	-0.2	13.8	15.4	-1.6						
The Sound	12.7	9.4	3.3	5	9.8	8.5	1.3	14.0	12.9	1.1	11.8	10.7	1.1	2.6	1.5	1.1	2.6	3.6	-1.0	16.7	15.3	1.4						
Today FM/Magic Talk*	3.8	5.1	-1.3	14	4.8	5.6	-0.8	3.5	3.8	-0.3	3.7	4.2	-0.5	1.3	2.3	-1.0	0.7	1.7	-1.0	3.6	5.1	-1.5						
ZM	15.2	20.2	-5.0	2	9.5	13.1	-3.6	16.3	18.1	-1.8	19.1	21.8	-2.7	6.3	6.6	-0.3	2.7	4.4	-1.7	16.7	21.6	-4.9						
MediaWorks Combo	68.2	69.2	-1.0		61.0	60.8	0.2	68.1	67.1	1.0	61.7	65.2	-3.5	24.8	23.3	1.5	13.4	14.6	-1.2	77.7	76.4	1.3						
NZME Combo	62.4	61.9	0.5		49.1	45.5	3.6	59.1	59.6	-0.5	60.8	57.7	3.1	22.5	23.2	-0.7	14.9	16.2	-1.3	63.7	66.5	-2.8						
All Commercial Radio	114.9	117.0	-2.1		96.7	95.4	1.3	109.5	110.9	-1.4	104.9	107.6	-2.7	44.2	42.1	2.1	26.5	28.3	-1.8	118.0	121.0	-3.0						

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

*Today FM/Magic Talk includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period for S1 2022 / 13 weeks of survey period for S2 2022)



TAURANGA COMMERCIAL RADIO - SURVEY 2 2022

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

Survey Comparisons: 1/2022 - 2/2022

This Survey Period: Sun Jun 20 to Sat Nov 6 2021 & Sun Feb 13 to Sat Jun 18 2022

Last Survey Period: Sun Apr 11 to Sat Nov 6 2021 & Sun Feb 13 to Sat Apr 9 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	8:15	7:33	0:41	2:12	1:29	0:43	7:00	4:12	2:48	6:46	3:59	2:47	6:10	6:05	0:05	8:20	9:37	-1:16	9:31	8:51	0:40	5:38	3:52	1:46
Coast	7:34	7:53	-0:19	6:33	6:55	-0:22	5:12	6:51	-1:39	2:26	3:57	-1:31	3:24	5:19	-1:54	5:39	6:55	-1:16	12:02	9:37	2:25	5:57	9:47	-3:49
Edge	4:53	5:03	-0:10	4:02	4:56	-0:54	4:26	3:08	1:17	5:37	3:28	2:09	6:13	5:25	0:48	6:11	9:08	-2:56	3:18	3:30	-0:11	4:32	4:39	-0:07
Gold	7:08	8:47	-1:39	0:47	1:38	-0:50	8:57	3:49	5:07	8:48	11:58	-3:09	7:35	13:32	-5:57	9:13	11:13	-1:59	9:14	7:12	2:01	15:11	22:31	-7:19
Gold AM	2:00	6:28	-4:27	0:46	0:45	0:01	0:30	0:30	0:00	0:30	0:30	0:00	1:37	0:30	1:07	3:44	3:21	0:22	3:34	9:31	-5:57	2:30	1:30	1:00
Life FM	3:12	3:27	-0:15	1:35	2:33	-0:57	4:26	3:05	1:21	5:12	4:06	1:06	5:12	4:06	1:06	5:29	4:24	1:04	6:53	3:47	3:06	4:00	3:37	0:23
Magic	12:24	11:10	1:13	2:23	2:30	-0:07	3:03	2:35	0:28	2:46	2:35	0:11	2:26	2:39	-0:12	11:12	9:14	1:58	13:22	10:51	2:31	1:52	2:09	-0:16
Mai FM	5:26	6:06	-0:40	5:53	7:25	-1:31	4:53	4:07	0:46	5:16	5:00	0:15	5:54	5:42	0:12	5:22	5:30	-0:07	2:23	2:41	-0:17	6:02	5:46	0:15
Moana Radio	2:26	4:38	-2:12	0:37	0:23	0:13	1:15	1:15	0:00	1:15	1:15	0:00	1:15	3:38	-2:23	*	3:50	*	21:15	21:15	0:00	1:15	1:15	0:00
More FM	9:28	7:28	1:59	6:40	4:44	1:56	11:16	7:36	3:39	10:21	7:23	2:58	9:28	7:01	2:27	10:25	7:55	2:29	13:15	13:44	-0:29	5:30	3:52	1:37
Newstalk ZB	12:54	11:51	1:03	3:06	2:45	0:21	4:09	6:18	-2:08	5:29	6:36	-1:07	8:03	6:53	1:09	11:08	9:44	1:23	15:33	15:40	-0:06	8:20	8:07	0:13
Radio Hauraki	6:35	6:04	0:31	5:29	4:41	0:47	5:32	5:16	0:15	5:03	5:14	-0:10	6:55	6:10	0:44	9:35	8:22	1:12	6:53	6:42	0:11	6:14	2:59	3:14
Rhema	6:27	9:03	-2:36	3:34	3:40	-0:06	6:27	6:20	0:06	5:47	5:46	0:00	5:31	5:27	0:03	14:22	19:13	-4:51	10:56	15:34	-4:37	2:26	2:02	0:24
Rock	8:09	9:29	-1:19	5:43	10:33	-4:49	9:02	12:33	-3:31	9:52	10:46	-0:53	9:13	9:32	-0:18	7:52	6:22	1:29	8:58	7:38	1:19	4:46	4:12	0:34
Star	12:16	15:53	-3:37	*	*	*	*	*	*	*	*	*	*	*	*	11:38	9:36	2:02	6:43	8:47	-2:03	*	*	*
Tainui Live	0:25	0:19	0:06	0:52	0:30	0:22	2:00	*	*	*	*	*	0:30	0:30	0:00	0:18	0:17	0:00	0:15	0:15	0:00	0:30	0:30	0:00
The Hits	5:37	5:21	0:15	2:34	1:48	0:45	7:39	6:58	0:41	8:14	7:31	0:42	7:07	7:21	-0:13	5:19	6:46	-1:26	5:49	6:32	-0:43	5:34	8:42	-3:07
The Sound	7:23	8:21	-0:57	1:23	1:32	-0:09	3:38	1:46	1:52	6:54	9:51	-2:56	6:05	7:04	-0:59	7:56	8:21	-0:25	13:22	14:45	-1:22	6:16	11:09	-4:53
Today FM/Magic Talk*	7:33	8:20	-0:47	0:15	0:15	0:00	7:45	8:24	-0:39	4:35	8:24	-3:49	6:53	6:44	0:08	6:03	6:36	-0:33	8:15	10:47	-2:32	16:13	13:20	2:53
ZM	5:20	5:47	-0:27	4:59	5:46	-0:47	5:20	6:14	-0:53	5:53	6:11	-0:18	5:42	6:07	-0:25	5:05	5:13	-0:08	4:25	2:30	1:54	2:42	5:35	-2:53
MediaWorks Combo	11:32	12:07	-0:34	6:57	9:37	-2:39	10:27	10:27	0:00	12:13	11:25	0:47	11:10	10:55	0:14	11:38	11:49	-0:11	14:40	15:01	-0:20	7:38	8:18	-0:40
NZME Combo	10:07	10:06	0:01	6:03	6:04	-0:01	7:58	8:32	-0:33	8:19	9:04	-0:45	8:32	9:18	-0:45	10:20	10:28	-0:07	14:11	13:52	0:18	7:59	10:45	-2:46
All Commercial Radio	16:00	16:17	-0:17	10:57	12:51	-1:53	15:18	15:19	-0:00	15:09	14:47	0:22	14:16	14:36	-0:20	15:50	16:14	-0:24	20:02	19:40	0:22	11:23	13:38	-2:14
Potential (000)	189.0	189.0	0.0	37.0	37.0	0.0	53.6	54.1	-0.5	53.1	53.1	0.0	80.2	80.2	0.0	53.9	53.9	0.0	51.2	51.2	0.0	27.8	29.1	-1.3
Sample	807	830	-23	114	127	-13	147	155	-8	164	166	-2	265	267	-2	243	240	3	290	309	-19	105	115	-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

*Today FM/Magic Talk includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period for S1 2022 / 13 weeks of survey period for S2 2022)



TAURANGA COMMERCIAL RADIO - SURVEY 2 2022

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

Survey Comparisons: 1/2022 - 2/2022

This Survey Period: Sun Jun 20 to Sat Nov 6 2021 & Sun Feb 13 to Sat Jun 18 2022

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

	This	Last	+/-
Potential (000)	189.0	189.0	0.0
Sample Size	807	830	-23

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

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

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