



# TARANAKI COMMERCIAL RADIO - SURVEY 3 2023

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

Survey Comparisons: 2/2023 - 3/2023

This Survey Period: Sun Sep 4 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023

Last 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

	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	10.5	10.3	0.2	4	6.9	8.3	-1.4	11.1	7.7	3.4	11.2	7.7	3.5	8.9	6.3	2.6	7.0	6.2	0.8	14.0	12.2	1.8	7.1	9.4	-2.3
Coast	2.0	2.5	-0.5	12	*	0.1	*	1.1	2.0	-0.9	1.4	2.0	-0.6	2.1	3.1	-1.0	2.5	3.3	-0.8	1.6	1.7	-0.1	1.7	2.4	-0.7
Edge	7.2	8.4	-1.2	7	26.3	31.2	-4.9	10.6	13.0	-2.4	7.8	9.3	-1.5	6.0	8.2	-2.2	4.9	5.4	-0.5	3.7	3.7	0.0	8.4	8.5	-0.1
Gold Sport	0.4	0.8	-0.4	15	*	*	*	*	*	*	*	*	*	*	*	*	0.4	0.4	0.0	1.0	1.0	0.0	*	*	*
Life FM	1.0	0.9	0.1	14	*	0.7	*	0.2	0.3	-0.1	0.2	0.3	-0.1	2.1	1.8	0.3	2.3	2.0	0.3	0.3	0.3	0.0	0.2	0.4	-0.2
Magic	13.7	15.7	-2.0	2	3.1	3.2	-0.1	2.7	3.8	-1.1	2.4	2.9	-0.5	8.8	6.8	2.0	13.8	16.8	-3.0	16.8	25.6	-8.8	12.5	5.8	6.7
More FM	9.1	9.4	-0.3	5	5.2	4.5	0.7	10.1	8.5	1.6	14.2	18.5	-4.3	13.9	14.9	-1.0	10.6	9.1	1.5	6.6	8.3	-1.7	15.5	15.3	0.2
Newstalk ZB	11.2	11.2	0.0	3	1.4	2.3	-0.9	1.4	2.0	-0.6	5.7	6.2	-0.5	5.1	5.5	-0.4	11.6	7.4	4.2	15.5	10.0	5.5	1.7	4.0	-2.3
Radio Hauraki	1.5	1.7	-0.2	13	1.8	2.1	-0.3	2.9	3.6	-0.7	2.8	3.1	-0.3	2.8	3.3	-0.5	1.4	1.8	-0.4	0.1	0.2	-0.1	2.2	3.1	-0.9
Rhema	0.1	0.2	-0.1	16	*	*	*	*	0.1	*	*	0.1	*	*	*	*	*	0.1	*	0.2	0.3	-0.1	*	*	*
Rock	13.8	11.8	2.0	1	5.5	3.0	2.5	19.3	7.3	12.0	22.2	12.5	9.7	20.8	18.1	2.7	18.6	23.2	-4.6	11.6	12.2	-0.6	12.0	16.0	-4.0
SENZ Sport	2.3	1.9	0.4	11	*	*	*	7.2	8.1	-0.9	6.3	6.3	0.0	4.7	4.6	0.1	1.7	1.0	0.7	0.5	0.2	0.3	*	*	*
Star	0.1	0.3	-0.2	16	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.3	0.8	-0.5	*	*	*
Te Korimako o Taranaki	4.1	2.2	1.9	10	4.3	1.6	2.7	3.8	3.1	0.7	1.5	1.9	-0.4	2.3	1.1	1.2	3.4	0.6	2.8	7.5	4.4	3.1	4.2	0.5	3.7
The Hits	7.7	6.6	1.1	6	17.3	17.8	-0.5	8.2	11.6	-3.4	8.9	9.2	-0.3	8.7	8.2	0.5	7.0	5.1	1.9	4.3	2.9	1.4	14.7	13.8	0.9
The Sound	6.3	5.8	0.5	8	6.8	5.9	0.9	3.2	4.0	-0.8	2.9	3.2	-0.3	4.3	5.5	-1.2	9.4	9.4	0.0	10.5	8.3	2.2	10.3	6.9	3.4
ZM	4.3	4.6	-0.3	9	14.2	14.0	0.2	11.6	15.7	-4.1	7.7	9.3	-1.6	5.6	6.9	-1.3	1.5	1.5	0.0	0.1	0.1	0.0	4.3	6.5	-2.2
MediaWorks Combo	61.1	61.9	-0.8		54.8	56.4	-1.6	57.9	45.8	12.1	61.0	55.3	5.7	63.5	60.9	2.6	64.9	70.6	-5.7	63.3	70.5	-7.2	66.7	62.3	4.4
NZME Combo	27.6	27.7	-0.1		37.8	37.8	0.0	26.9	35.8	-8.9	27.0	30.3	-3.3	24.6	27.4	-2.8	24.3	19.7	4.6	22.6	15.9	6.7	25.4	30.5	-5.1
Potential (000)	110.8	110.8	0.0		23.2	23.2	0.0	32.4	32.0	0.4	31.2	31.2	0.0	47.4	47.4	0.0	32.8	32.8	0.0	30.0	30.0	0.0	19.7	17.0	2.7
Sample	841	817	24		140	122	18	237	208	29	239	223	16	357	335	22	240	238	2	249	260	-11	163	150	13

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 Sport, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui



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Station Share (%) by Daypart, People 10+

Survey Comparisons: 2/2023 - 3/2023

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Last 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

	This	Last	+/-
Potential (000)	110.8	110.8	0.0
Sample Size	841	817	24

	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	7.7	7.9	-0.2	5	12.7	12.2	0.5	11.7	9.7	2.0	7.9	9.9	-2.0	7.2	11.1	-3.9	8.0	11.4	-3.4	12.1	11.2	0.9
Coast	2.4	3.1	-0.7	11	2.3	3.2	-0.9	1.9	2.2	-0.3	0.9	1.2	-0.3	0.2	0.6	-0.4	1.6	2.2	-0.6	2.5	3.1	-0.6
Edge	6.9	7.5	-0.6	7	5.6	7.1	-1.5	5.3	6.7	-1.4	8.3	10.3	-2.0	12.4	11.5	0.9	3.6	5.9	-2.3	9.3	10.0	-0.7
Gold Sport	0.1	0.1	0.0	16	0.1	0.2	-0.1	1.2	3.0	-1.8	*	0.3	*	0.1	0.1	0.0	*	*	*	0.4	0.4	0.0
Life FM	0.6	0.7	-0.1	14	1.5	1.2	0.3	1.9	1.6	0.3	0.3	0.3	0.0	0.4	0.3	0.1	*	*	*	0.8	0.7	0.1
Magic	11.7	13.4	-1.7	3	13.8	15.2	-1.4	12.1	15.0	-2.9	13.3	16.3	-3.0	22.8	22.1	0.7	4.2	10.1	-5.9	16.1	17.2	-1.1
More FM	9.9	10.4	-0.5	4	8.1	9.2	-1.1	10.8	11.7	-0.9	12.8	11.1	1.7	3.2	2.7	0.5	5.9	8.4	-2.5	6.8	7.5	-0.7
Newstalk ZB	15.4	17.1	-1.7	2	9.6	9.0	0.6	6.6	5.3	1.3	10.7	9.5	1.2	25.5	26.2	-0.7	22.1	23.3	-1.2	9.6	9.9	-0.3
Radio Hauraki	1.5	1.5	0.0	13	1.3	1.5	-0.2	1.1	1.3	-0.2	2.3	2.5	-0.2	1.5	1.5	0.0	2.6	3.4	-0.8	1.5	1.6	-0.1
Rhema	*	0.2	*	*	0.1	0.1	0.0	0.1	0.1	0.0	0.2	0.2	0.0	0.1	0.1	0.0	*	*	*	0.1	0.2	-0.1
Rock	17.4	11.9	5.5	1	15.4	14.5	0.9	15.1	13.3	1.8	12.0	8.8	3.2	1.5	3.2	-1.7	26.7	10.3	16.4	10.8	12.1	-1.3
SENZ Sport	2.2	2.0	0.2	12	3.8	3.2	0.6	3.8	3.3	0.5	2.3	2.1	0.2	0.1	0.1	0.0	0.1	0.1	0.0	0.2	0.1	0.1
Star	0.2	0.5	-0.3	15	0.1	0.2	-0.1	0.1	0.5	-0.4	0.1	0.1	0.0	*	0.2	*	*	*	*	*	0.2	*
Te Korimako o Taranaki	2.5	1.0	1.5	10	3.6	2.1	1.5	4.1	2.0	2.1	4.9	3.0	1.9	3.7	2.7	1.0	4.1	4.8	-0.7	5.5	2.5	3.0
The Hits	7.1	6.7	0.4	6	7.7	6.1	1.6	8.1	6.8	1.3	8.4	5.5	2.9	6.9	4.9	2.0	6.8	6.5	0.3	7.6	7.7	-0.1
The Sound	5.9	5.5	0.4	8	6.0	4.8	1.2	5.9	6.4	-0.5	6.2	6.7	-0.5	4.3	3.7	0.6	6.9	7.2	-0.3	7.7	6.0	1.7
ZM	4.1	5.2	-1.1	9	4.4	4.0	0.4	4.6	4.2	0.4	5.1	5.3	-0.2	3.5	3.3	0.2	3.1	2.4	0.7	4.1	5.1	-1.0
MediaWorks Combo	60.5	57.1	3.4		61.9	63.5	-1.6	61.3	63.4	-2.1	61.1	63.8	-2.7	51.6	54.5	-2.9	56.2	53.5	2.7	63.4	64.4	-1.0
NZME Combo	30.9	33.8	-2.9		25.4	24.2	1.2	24.5	23.3	1.2	28.0	24.9	3.1	37.9	36.6	1.3	36.1	37.9	-1.8	26.4	28.4	-2.0

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 Sport, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui



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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	16.1	15.7	0.4	4	2.2	2.5	-0.3	3.0	3.2	-0.2	3.0	3.3	-0.3	5.2	5.0	0.2	5.7	5.4	0.3	6.5	6.3	0.2	2.1	2.2	-0.1
Coast	3.5	4.1	-0.6	12	*	0.1	*	0.6	1.2	-0.6	0.7	1.1	-0.4	1.6	1.9	-0.3	1.5	1.4	0.1	1.0	1.1	-0.1	0.8	1.0	-0.2
Edge	16.2	17.7	-1.5	3	6.3	6.0	0.3	6.7	8.1	-1.4	5.8	7.1	-1.3	8.3	9.9	-1.6	3.8	4.0	-0.2	1.4	1.6	-0.2	4.4	3.7	0.7
Gold Sport	0.9	1.3	-0.4	15	*	*	*	*	*	*	*	*	*	*	*	*	0.5	0.5	0.0	0.9	0.9	0.0	*	*	*
Life FM	1.1	1.2	-0.1	14	0.1	0.3	-0.2	0.1	0.1	0.0	0.2	0.3	-0.1	0.7	0.7	0.0	0.7	0.6	0.1	0.3	0.2	0.1	0.1	0.1	0.0
Magic	12.5	12.3	0.2	6	1.3	1.3	0.0	1.0	1.3	-0.3	1.1	1.2	-0.1	3.1	2.7	0.4	4.0	4.1	-0.1	5.8	5.9	-0.1	1.4	0.9	0.5
More FM	15.1	17.8	-2.7	5	2.6	2.4	0.2	5.4	5.8	-0.4	6.0	7.0	-1.0	9.2	10.2	-1.0	5.2	5.4	-0.2	3.1	4.8	-1.7	3.8	4.2	-0.4
Newstalk ZB	10.5	12.0	-1.5	8	0.7	0.9	-0.2	1.4	1.6	-0.2	1.7	2.0	-0.3	2.4	2.9	-0.5	4.3	4.1	0.2	5.1	4.9	0.2	0.3	0.8	-0.5
Radio Hauraki	5.5	5.8	-0.3	10	1.1	1.2	-0.1	1.8	2.1	-0.3	2.2	2.5	-0.3	3.9	4.1	-0.2	1.8	1.7	0.1	0.3	0.3	0.0	1.4	1.5	-0.1
Rhema	0.4	1.0	-0.6	16	*	*	*	*	0.1	*	*	0.1	*	*	0.1	*	*	0.4	*	0.3	0.7	-0.4	*	*	*
Rock	18.5	19.1	-0.6	1	2.2	1.8	0.4	5.5	4.0	1.5	6.3	5.5	0.8	11.8	12.2	-0.4	9.1	11.2	-2.1	4.4	5.0	-0.6	3.9	4.0	-0.1
SENZ Sport	1.9	1.4	0.5	13	*	*	*	1.1	0.9	0.2	1.1	0.9	0.2	1.5	1.1	0.4	0.7	0.3	0.4	0.3	0.2	0.1	0.1	0.1	0.0
Star	0.1	0.5	-0.4	17	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.1	0.4	-0.3	*	*	*
Te Korimako o Taranaki	4.7	3.4	1.3	11	1.6	0.8	0.8	2.1	1.8	0.3	1.0	1.4	-0.4	1.5	1.4	0.1	1.5	0.8	0.7	1.4	1.1	0.3	0.6	0.5	0.1
The Hits	16.5	14.6	1.9	2	3.7	3.7	0.0	5.1	5.6	-0.5	6.0	5.8	0.2	8.5	8.2	0.3	4.9	4.0	0.9	3.1	2.2	0.9	4.7	3.8	0.9
The Sound	11.4	11.4	0.0	7	1.4	1.3	0.1	1.8	1.7	0.1	2.0	1.9	0.1	4.0	4.4	-0.4	6.0	6.2	-0.2	5.9	5.6	0.3	1.6	0.7	0.9
ZM	10.5	11.9	-1.4	8	3.7	4.3	-0.6	6.1	7.9	-1.8	5.2	6.3	-1.1	6.5	7.2	-0.7	1.4	1.0	0.4	0.2	0.2	0.0	2.5	2.7	-0.2
MediaWorks Combo	66.8	65.8	1.0		13.2	11.1	2.1	18.0	15.9	2.1	17.3	17.6	-0.3	29.3	29.9	-0.6	23.1	24.0	-0.9	19.7	20.1	-0.4	12.5	10.8	1.7
NZME Combo	41.1	41.9	-0.8		8.0	8.5	-0.5	13.2	15.1	-1.9	13.5	14.6	-1.1	19.8	20.2	-0.4	12.6	10.9	1.7	9.0	8.3	0.7	8.6	7.3	1.3
All Commercial Radio	85.0	84.8	0.2		16.0	14.2	1.8	23.4	22.1	1.3	23.8	24.3	-0.5	37.9	38.4	-0.5	28.2	28.3	-0.1	24.5	24.6	-0.1	15.2	13.1	2.1
Potential (000)	110.8	110.8	0.0		23.2	23.2	0.0	32.4	32.0	0.4	31.2	31.2	0.0	47.4	47.4	0.0	32.8	32.8	0.0	30.0	30.0	0.0	19.7	17.0	2.7
Sample	841	817	24		140	122	18	237	208	29	239	223	16	357	335	22	240	238	2	249	260	-11	163	150	13

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

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	This	Last	+/-
Potential (000)	110.8	110.8	0.0
Sample Size	841	817	24

	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	7.4	7.9	-0.5	5	8.6	8.9	-0.3	9.2	8.8	0.4	7.1	6.8	0.3	2.2	2.5	-0.3	1.0	1.6	-0.6	11.2	9.9	1.3
Coast	1.7	2.3	-0.6	12	2.0	2.9	-0.9	1.7	1.8	-0.1	1.5	1.4	0.1	0.3	0.5	-0.2	0.3	0.4	-0.1	2.7	3.2	-0.5
Edge	8.3	9.8	-1.5	4	7.4	8.0	-0.6	8.5	9.4	-0.9	6.1	8.1	-2.0	4.4	4.5	-0.1	1.5	2.4	-0.9	11.2	10.9	0.3
Gold Sport	0.1	0.1	0.0	16	0.1	0.5	-0.4	0.9	1.3	-0.4	*	0.4	*	0.2	0.3	-0.1	*	*	*	0.8	0.9	-0.1
Life FM	0.5	0.7	-0.2	14	0.7	0.7	0.0	0.6	0.8	-0.2	0.7	0.7	0.0	0.3	0.3	0.0	0.1	0.1	0.0	0.8	0.9	-0.1
Magic	6.6	6.5	0.1	7	8.8	9.2	-0.4	8.2	8.9	-0.7	8.2	8.7	-0.5	5.2	4.9	0.3	2.1	2.5	-0.4	10.3	9.6	0.7
More FM	8.6	9.5	-0.9	2	6.2	7.0	-0.8	8.5	10.2	-1.7	8.1	8.4	-0.3	1.5	1.8	-0.3	0.8	1.7	-0.9	9.4	10.0	-0.6
Newstalk ZB	6.7	8.3	-1.6	6	5.8	6.4	-0.6	5.1	5.2	-0.1	4.1	4.3	-0.2	5.4	6.6	-1.2	3.9	3.9	0.0	8.1	8.9	-0.8
Radio Hauraki	2.0	2.2	-0.2	11	2.1	2.5	-0.4	2.3	2.5	-0.2	3.0	3.2	-0.2	1.3	1.4	-0.1	0.7	0.9	-0.2	2.7	3.1	-0.4
Rhema	0.2	0.7	-0.5	15	0.3	0.5	-0.2	0.3	0.4	-0.1	0.3	0.3	0.0	0.2	0.3	-0.1	*	*	*	0.3	0.4	-0.1
Rock	11.6	10.3	1.3	1	10.0	10.9	-0.9	11.8	11.7	0.1	10.3	9.9	0.4	1.4	2.3	-0.9	3.6	1.7	1.9	9.8	11.3	-1.5
SENZ Sport	1.5	1.2	0.3	13	1.3	1.0	0.3	1.3	1.0	0.3	1.5	1.2	0.3	*	0.1	*	*	0.1	*	0.2	0.1	0.1
Star	0.1	0.3	-0.2	16	0.1	0.2	-0.1	0.1	0.4	-0.3	0.1	0.2	-0.1	*	0.1	*	*	*	*	*	0.4	*
Te Korimako o Taranaki	2.1	1.1	1.0	10	3.3	2.2	1.1	2.7	1.3	1.4	2.6	1.2	1.4	0.9	1.0	-0.1	0.6	0.7	-0.1	3.0	1.6	1.4
The Hits	8.5	7.4	1.1	3	9.0	6.9	2.1	10.1	8.5	1.6	6.2	6.0	0.2	2.9	2.6	0.3	1.7	1.2	0.5	9.3	8.6	0.7
The Sound	5.9	6.1	-0.2	8	4.7	4.4	0.3	5.0	5.1	-0.1	5.6	5.8	-0.2	2.1	2.4	-0.3	1.4	1.8	-0.4	6.8	6.7	0.1
ZM	5.4	5.8	-0.4	9	5.0	4.9	0.1	5.9	6.1	-0.2	5.5	5.3	0.2	1.6	1.6	0.0	1.0	0.9	0.1	6.1	7.5	-1.4
MediaWorks Combo	41.4	42.7	-1.3		38.4	40.7	-2.3	44.9	45.6	-0.7	40.3	41.9	-1.6	14.9	15.7	-0.8	9.3	10.0	-0.7	49.2	47.9	1.3
NZME Combo	23.3	24.7	-1.4		22.2	22.1	0.1	25.6	24.1	1.5	19.0	19.6	-0.6	10.8	12.0	-1.2	7.3	7.0	0.3	27.9	30.2	-2.3
All Commercial Radio	60.4	62.8	-2.4		56.6	58.9	-2.3	63.9	63.9	0.0	55.8	57.5	-1.7	25.1	27.0	-1.9	15.3	16.0	-0.7	66.9	67.9	-1.0

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

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



# TARANAKI COMMERCIAL RADIO - SURVEY 3 2023

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

Survey Comparisons: 2/2023 - 3/2023

This Survey Period: Sun Sep 4 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023

Last 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

	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	9:45	10:01	-0:15	5:49	6:18	-0:28	11:52	6:39	5:13	13:42	8:21	5:20	11:20	7:33	3:46	7:29	6:14	1:14	10:44	9:52	0:51	8:05	8:15	-0:10
Coast	8:29	9:25	-0:55	0:45	1:07	-0:22	5:48	4:50	0:58	7:25	6:20	1:04	8:34	9:48	-1:14	9:51	12:59	-3:08	8:10	7:45	0:25	5:01	4:34	0:26
Edge	6:42	7:11	-0:28	7:56	9:46	-1:49	5:04	4:26	0:37	4:55	4:45	0:10	4:48	5:00	-0:11	7:54	7:20	0:33	13:24	11:26	1:57	4:38	4:27	0:10
Gold Sport	6:27	9:40	-3:12	*	*	*	*	*	*	*	*	*	*	*	*	4:46	5:09	-0:23	5:38	5:50	-0:12	*	*	*
Life FM	14:17	11:20	2:57	0:28	4:53	-4:25	6:47	6:34	0:12	4:25	3:36	0:48	19:58	16:32	3:25	20:11	19:43	0:27	5:46	6:06	-0:19	8:23	6:30	1:52
Magic	16:27	19:27	-2:59	4:31	4:46	-0:14	8:10	8:24	-0:14	7:34	8:27	-0:52	18:36	15:06	3:29	21:05	22:19	-1:14	14:32	22:15	-7:43	21:12	12:28	8:43
More FM	8:57	8:01	0:56	3:47	3:29	0:18	5:59	4:03	1:56	8:37	9:30	-0:52	9:53	8:52	1:00	12:20	9:06	3:13	10:37	8:50	1:47	9:53	7:05	2:48
Newstalk ZB	15:55	14:07	1:47	3:52	4:31	-0:39	3:11	3:21	-0:10	12:17	11:22	0:54	13:52	11:37	2:15	16:18	9:54	6:24	15:11	10:21	4:49	12:25	10:16	2:09
Radio Hauraki	4:05	4:18	-0:13	3:05	3:13	-0:07	4:56	4:44	0:12	4:34	4:25	0:09	4:38	4:52	-0:13	4:35	5:33	-0:58	2:13	3:30	-1:16	3:53	4:09	-0:15
Rhema	3:53	2:44	1:09	*	*	*	*	2:15	*	*	2:15	*	*	2:15	*	*	1:15	*	3:49	2:25	1:23	*	*	*
Rock	11:12	9:22	1:49	4:41	3:08	1:33	11:04	5:06	5:57	12:48	8:11	4:37	11:37	8:57	2:39	12:27	11:11	1:16	13:11	12:22	0:49	7:25	7:51	-0:26
SENZ Sport	17:45	21:21	-3:36	*	*	*	21:07	23:56	-2:49	21:07	23:56	-2:49	20:17	24:19	-4:02	13:55	17:28	-3:32	7:52	6:04	1:48	0:30	0:30	0:00
Star	14:50	9:41	5:08	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	21:00	10:02	10:57	*	*	*
Te Korimako o Taranaki	13:00	9:43	3:17	5:05	4:05	1:00	5:37	4:48	0:49	5:19	4:52	0:27	9:59	4:52	5:07	13:28	4:17	9:10	26:12	20:09	6:02	15:48	2:05	13:43
The Hits	6:59	6:49	0:09	8:53	9:01	-0:07	5:09	5:45	-0:35	5:20	5:41	-0:20	6:45	6:06	0:38	8:45	6:49	1:56	6:56	6:35	0:20	7:31	7:06	0:25
The Sound	8:16	7:42	0:34	9:12	8:40	0:32	5:45	6:26	-0:41	5:18	5:57	-0:38	7:00	7:40	-0:40	9:35	8:07	1:27	8:59	7:32	1:26	15:09	19:13	-4:04
ZM	6:10	5:52	0:18	7:09	6:12	0:57	6:04	5:32	0:32	5:22	5:19	0:03	5:40	5:46	-0:06	6:39	8:35	-1:56	3:32	3:33	-0:01	4:09	4:46	-0:36
MediaWorks Combo	13:42	14:16	-0:34	7:49	9:35	-1:45	10:11	8:00	2:11	12:46	11:19	1:27	14:15	12:18	1:57	17:02	15:48	1:13	16:07	17:47	-1:40	12:56	11:14	1:42
NZME Combo	10:03	10:02	0:00	8:52	8:25	0:27	6:26	6:35	-0:08	7:14	7:27	-0:13	8:09	8:11	-0:02	11:45	9:44	2:01	12:37	9:46	2:50	7:13	8:07	-0:54
All Commercial Radio	17:37	17:54	-0:16	11:45	13:12	-1:27	13:32	12:35	0:56	15:14	14:48	0:25	17:21	15:45	1:36	21:29	19:01	2:28	20:31	20:42	-0:10	16:00	14:53	1:07
Potential (000)	110.8	110.8	0.0	23.2	23.2	0.0	32.4	32.0	0.4	31.2	31.2	0.0	47.4	47.4	0.0	32.8	32.8	0.0	30.0	30.0	0.0	19.7	17.0	2.7
Sample	841	817	24	140	122	18	237	208	29	239	223	16	357	335	22	240	238	2	249	260	-11	163	150	13

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

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



# TARANAKI COMMERCIAL RADIO - SURVEY 3 2023

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

Survey Comparisons: 2/2023 - 3/2023

This Survey Period: Sun Sep 4 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023

Last 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

	This	Last	+/-
Potential (000)	110.8	110.8	0.0
Sample Size	841	817	24

	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	2:40	2:31	0:08	4:07	3:50	0:16	4:08	3:33	0:34	2:10	2:43	-0:32	2:21	3:53	-1:32	3:06	2:39	0:26	3:34	3:55	-0:21
Coast	3:37	3:29	0:07	3:15	3:02	0:12	3:28	3:55	-0:26	1:10	1:36	-0:25	0:21	1:05	-0:43	1:58	1:56	0:02	3:04	3:19	-0:15
Edge	2:08	1:58	0:10	2:08	2:29	-0:20	2:02	2:18	-0:15	2:37	2:22	0:15	2:03	2:14	-0:11	0:54	0:56	-0:02	2:44	3:11	-0:26
Gold Sport	2:15	2:15	0:00	2:45	1:18	1:26	4:19	7:36	-3:16	*	1:30	*	0:15	0:15	0:00	*	*	*	1:44	1:43	0:01
Life FM	2:52	2:35	0:16	5:53	5:00	0:53	10:17	6:29	3:47	0:55	0:52	0:02	0:52	0:56	-0:04	0:15	0:15	0:00	3:12	2:36	0:36
Magic	4:35	5:15	-0:40	4:24	4:39	-0:15	4:47	5:24	-0:36	3:10	3:29	-0:18	3:12	3:55	-0:43	0:45	1:29	-0:43	5:09	6:12	-1:02
More FM	2:58	2:47	0:10	3:39	3:40	-0:00	4:08	3:41	0:27	3:04	2:27	0:36	1:30	1:16	0:13	2:54	1:54	1:00	2:24	2:36	-0:12
Newstalk ZB	5:55	5:17	0:37	4:38	3:57	0:40	4:15	3:14	1:01	5:04	4:06	0:58	3:25	3:31	-0:06	2:06	2:13	-0:06	3:56	3:52	0:03
Radio Hauraki	1:52	1:49	0:02	1:40	1:42	-0:01	1:33	1:42	-0:09	1:30	1:26	0:03	0:49	0:54	-0:05	1:18	1:24	-0:06	1:49	1:48	0:01
Rhema	0:30	0:57	-0:27	0:54	0:52	0:01	0:57	1:03	-0:05	1:09	1:10	-0:00	0:15	0:15	0:00	*	*	*	1:21	1:53	-0:31
Rock	3:51	2:56	0:54	4:19	3:42	0:36	4:09	3:39	0:30	2:17	1:40	0:36	0:45	1:14	-0:29	2:45	2:18	0:27	3:39	3:44	-0:05
SENZ Sport	3:44	4:18	-0:34	8:29	8:28	0:01	9:21	10:50	-1:29	2:52	3:16	-0:23	2:00	2:00	0:00	1:00	1:00	0:00	2:19	1:42	0:36
Star	5:00	3:18	1:41	6:00	3:03	2:56	7:30	3:59	3:30	2:30	1:21	1:08	*	1:30	*	*	*	*	1:30	1:43	-0:13
Te Korimako o Taranaki	3:02	2:19	0:43	3:00	2:34	0:26	4:59	5:01	-0:01	3:41	4:34	-0:52	2:54	2:27	0:26	2:45	2:41	0:03	6:05	5:22	0:42
The Hits	2:09	2:18	-0:08	2:23	2:29	-0:05	2:36	2:33	0:02	2:40	1:42	0:57	1:44	1:40	0:04	1:32	2:00	-0:28	2:41	3:05	-0:24
The Sound	2:33	2:20	0:13	3:32	3:03	0:28	3:52	4:00	-0:08	2:10	2:09	0:01	1:27	1:21	0:05	1:47	1:31	0:15	3:43	3:07	0:35
ZM	1:55	2:16	-0:20	2:28	2:18	0:09	2:32	2:14	0:18	1:47	1:52	-0:04	1:33	1:50	-0:16	1:08	1:02	0:05	2:12	2:21	-0:09
MediaWorks Combo	3:45	3:25	0:20	4:31	4:21	0:09	4:27	4:28	-0:01	2:57	2:50	0:06	2:30	3:03	-0:32	2:14	2:00	0:14	4:15	4:40	-0:25
NZME Combo	3:24	3:29	-0:04	3:12	3:03	0:09	3:06	3:06	-0:00	2:52	2:22	0:29	2:33	2:40	-0:07	1:51	2:01	-0:10	3:07	3:16	-0:09
All Commercial Radio	4:15	4:04	0:11	4:57	4:45	0:11	5:06	5:02	0:04	3:29	3:14	0:14	2:53	3:15	-0:21	2:26	2:20	0:06	4:55	5:07	-0:11

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

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