



TAURANGA 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	9.0	6.5	2.5	5	15.6	7.7	7.9	11.1	6.1	5.0	4.9	4.9	0.0	7.1	6.6	0.5	8.5	6.9	1.6	9.6	6.7	2.9	7.0	5.7	1.3	
Coast	5.0	5.1	-0.1	9	0.2	0.3	-0.1	2.0	2.8	-0.8	2.4	3.3	-0.9	2.4	3.8	-1.4	3.9	4.2	-0.3	5.7	7.8	-2.1	2.3	2.8	-0.5	
Edge	4.4	5.5	-1.1	11	7.8	9.3	-1.5	7.7	7.6	0.1	8.8	8.7	0.1	5.3	6.4	-1.1	2.9	5.5	-2.6	3.1	5.0	-1.9	6.0	5.3	0.7	
Gold	1.9	2.8	-0.9	13	0.4	0.1	0.3	0.3	0.2	0.1	0.5	0.8	-0.3	2.3	5.0	-2.7	4.3	6.1	-1.8	2.7	2.2	0.5	0.8	8.7	-7.9	
Gold Sport	0.1	0.1	0.0	18	0.3	0.3	0.0	*	0.1	*	*	0.1	*	*	*	*	*	*	*	*	*	*	*	*	*	
Life FM	1.0	1.3	-0.3	14	3.3	3.5	-0.2	1.3	0.9	0.4	2.0	1.7	0.3	1.1	1.2	-0.1	0.3	1.0	-0.7	0.4	0.9	-0.5	1.6	1.6	0.0	
Magic	11.3	8.2	3.1	2	0.2	*	*	0.1	0.1	0.0	0.1	0.1	0.0	5.5	1.3	4.2	10.5	3.8	6.7	15.4	13.8	1.6	7.9	5.2	2.7	
Mai FM	6.1	6.2	-0.1	7	18.5	21.1	-2.6	16.4	14.3	2.1	15.0	13.3	1.7	8.6	7.5	1.1	0.7	0.3	0.4	0.1	*	*	4.0	3.7	0.3	
Moana Radio	0.1	0.3	-0.2	18	*	0.6	*	*	1.1	*	*	1.1	*	0.2	0.6	-0.4	0.2	0.1	0.1	0.2	*	*	0.3	*	*	
More FM	4.7	5.0	-0.3	10	8.7	9.9	-1.2	4.6	5.8	-1.2	4.9	4.5	0.4	4.4	5.6	-1.2	4.6	5.2	-0.6	3.8	2.6	1.2	6.5	3.0	3.5	
Newstalk ZB	12.5	12.1	0.4	1	0.9	0.8	0.1	2.0	1.1	0.9	3.1	2.3	0.8	3.3	3.5	-0.2	7.3	7.9	-0.6	20.6	16.2	4.4	4.6	4.3	0.3	
Radio Hauraki	2.1	2.1	0.0	12	4.3	4.4	-0.1	3.9	4.0	-0.1	3.8	4.2	-0.4	2.5	3.0	-0.5	1.3	0.9	0.4	1.6	0.7	0.9	2.9	3.2	-0.3	
Rhema	0.6	0.7	-0.1	15	*	*	*	0.7	1.4	-0.7	0.7	1.4	-0.7	0.5	0.8	-0.3	0.4	0.5	-0.1	1.3	1.3	0.0	1.4	2.1	-0.7	
Rock	9.7	9.3	0.4	4	10.4	10.9	-0.5	13.3	17.1	-3.8	15.9	17.9	-2.0	17.3	15.3	2.0	12.9	10.0	2.9	3.9	4.7	-0.8	10.4	11.7	-1.3	
SENZ Sport	0.4	0.3	0.1	16	*	*	*	*	*	*	*	*	*	*	*	*	0.6	0.6	0.0	0.7	0.7	0.0	*	*	*	
Star	0.2	0.2	0.0	17	*	*	*	0.1	*	*	0.1	*	*	0.1	0.1	0.0	0.2	0.1	0.1	0.6	0.5	0.1	0.3	*	*	
Tainui Live	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Te Arawa FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
The Hits	5.8	7.0	-1.2	8	5.2	8.5	-3.3	10.2	10.6	-0.4	9.5	10.7	-1.2	7.6	9.4	-1.8	6.1	6.6	-0.5	5.9	5.7	0.2	12.8	11.9	0.9	
The Sound	10.3	10.6	-0.3	3	7.8	7.1	0.7	5.0	5.4	-0.4	4.3	4.6	-0.3	11.9	9.6	2.3	20.6	21.8	-1.2	14.3	18.7	-4.4	7.4	7.3	0.1	
ZM	7.8	8.2	-0.4	6	12.8	11.3	1.5	12.8	13.6	-0.8	15.0	13.3	1.7	12.7	13.1	-0.4	7.1	8.1	-1.0	2.6	2.0	0.6	11.6	10.4	1.2	
MediaWorks Combo	56.6	52.1	4.5		71.5	67.2	4.3	61.6	58.4	3.2	56.8	55.6	1.2	61.7	53.5	8.2	61.2	54.0	7.2	50.3	51.7	-1.4	50.9	43.7	7.2	
NZME Combo	35.7	37.7	-2.0		24.9	26.3	-1.4	33.0	33.4	-0.4	35.9	35.7	0.2	31.8	38.4	-6.6	30.0	33.8	-3.8	39.0	34.6	4.4	35.2	41.5	-6.3	
Potential (000)	192.8	192.8	0.0		37.6	37.6	0.0	56.3	57.6	-1.3	55.2	55.2	0.0	82.4	82.4	0.0	54.0	54.0	0.0	51.2	51.2	0.0	35.9	35.5	0.4	
Sample	931	923	8		147	143	4	265	249	16	274	253	21	379	364	15	243	239	4	294	288	6	194	184	10	

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

MediaWorks Combo: Breeze, Edge, Magic, Mai FM, More FM, Rock, The Sound, or internet only listening to George FM, Humm FM
 NZME Combo: Coast, Gold, Gold Sport, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui, Flava



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Station Share (%) by Daypart, People 10+

Survey Comparisons: 2/2023 - 3/2023

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	This	Last	+/-
Potential (000)	192.8	192.8	0.0
Sample Size	931	923	8

	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	5.6	4.7	0.9	8	11.5	8.2	3.3	11.4	7.8	3.6	9.1	7.5	1.6	3.5	2.5	1.0	2.9	2.2	0.7	9.2	6.1	3.1	
Coast	3.9	4.7	-0.8	9	6.6	7.2	-0.6	4.5	4.4	0.1	4.9	4.0	0.9	0.9	2.6	-1.7	1.3	1.0	0.3	6.6	6.2	0.4	
Edge	3.8	3.9	-0.1	10	3.8	5.0	-1.2	4.3	6.4	-2.1	7.0	8.5	-1.5	1.5	2.8	-1.3	9.2	7.7	1.5	3.8	5.2	-1.4	
Gold	1.4	1.7	-0.3	13	1.3	3.5	-2.2	2.0	3.4	-1.4	2.6	3.2	-0.6	1.6	1.2	0.4	2.3	2.9	-0.6	2.4	2.8	-0.4	
Gold Sport	0.2	0.2	0.0	17	*	*	*	0.1	0.1	0.0	*	*	*	*	0.1	*	*	0.1	*	0.2	0.2	0.0	
Life FM	1.2	1.5	-0.3	14	0.6	0.7	-0.1	0.7	0.7	0.0	1.5	2.2	-0.7	0.7	0.7	0.0	2.0	2.6	-0.6	1.2	1.7	-0.5	
Magic	8.2	4.8	3.4	4	13.9	9.8	4.1	12.5	8.5	4.0	8.5	5.8	2.7	8.7	7.3	1.4	4.9	2.8	2.1	13.4	11.9	1.5	
Mai FM	6.2	9.0	-2.8	6	4.9	4.5	0.4	6.8	6.6	0.2	2.5	2.0	0.5	1.1	1.5	-0.4	19.7	19.1	0.6	6.6	5.5	1.1	
Moana Radio	*	0.3	*	*	0.2	0.1	0.1	0.2	0.5	-0.3	0.3	0.6	-0.3	0.3	0.2	0.1	*	*	*	0.1	0.4	-0.3	
More FM	3.8	4.3	-0.5	10	4.9	5.0	-0.1	4.3	4.6	-0.3	5.5	5.5	0.0	2.4	3.3	-0.9	3.2	1.4	1.8	6.3	7.2	-0.9	
Newstalk ZB	19.9	18.7	1.2	1	8.3	6.6	1.7	6.0	5.8	0.2	14.0	13.7	0.3	36.8	38.3	-1.5	19.7	23.2	-3.5	10.8	10.3	0.5	
Radio Hauraki	2.0	2.3	-0.3	12	2.3	2.3	0.0	2.1	2.3	-0.2	2.5	2.5	0.0	1.8	1.1	0.7	2.0	1.9	0.1	1.8	1.5	0.3	
Rhema	0.8	1.1	-0.3	15	0.1	0.1	0.0	0.2	0.2	0.0	0.9	1.0	-0.1	3.3	4.4	-1.1	0.2	0.2	0.0	0.8	0.9	-0.1	
Rock	12.0	10.6	1.4	2	10.1	10.8	-0.7	11.2	11.1	0.1	13.6	10.4	3.2	2.7	2.0	0.7	3.1	3.3	-0.2	5.6	6.4	-0.8	
SENZ Sport	0.4	0.1	0.3	16	0.8	0.7	0.1	*	*	*	0.2	0.1	0.1	0.9	0.7	0.2	0.7	0.7	0.0	0.6	0.3	0.3	
Star	0.2	0.2	0.0	17	0.3	0.1	0.2	0.1	0.1	0.0	0.1	0.1	0.0	0.3	*	*	*	*	*	0.5	0.4	0.1	
Tainui Live	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Te Arawa FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
The Hits	6.0	6.8	-0.8	7	6.7	7.9	-1.2	6.9	8.6	-1.7	4.8	6.3	-1.5	1.7	1.5	0.2	3.7	4.7	-1.0	5.1	6.1	-1.0	
The Sound	7.4	6.8	0.6	5	10.2	10.9	-0.7	11.1	12.5	-1.4	8.5	10.1	-1.6	11.9	9.0	2.9	20.8	16.8	4.0	10.7	11.3	-0.6	
ZM	10.4	9.9	0.5	3	5.9	6.2	-0.3	7.9	7.4	0.5	10.2	12.0	-1.8	7.7	8.4	-0.7	3.1	5.4	-2.3	6.9	7.9	-1.0	
MediaWorks Combo	48.1	44.8	3.3		60.5	54.5	6.0	62.2	58.1	4.1	55.6	50.4	5.2	32.5	28.6	3.9	63.9	53.4	10.5	57.7	55.2	2.5	
NZME Combo	43.8	44.4	-0.6		31.1	34.2	-3.1	30.5	32.4	-1.9	38.9	41.7	-2.8	50.6	53.4	-2.8	32.2	39.4	-7.2	34.9	35.4	-0.5	

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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	21.4	17.9	3.5	4	3.7	2.6	1.1	4.6	3.9	0.7	5.3	5.4	-0.1	8.8	8.5	0.3	6.1	4.9	1.2	5.9	4.4	1.5	3.4	3.7	-0.3	
Coast	13.6	14.1	-0.5	10	0.6	0.7	-0.1	0.9	1.0	-0.1	1.2	1.7	-0.5	2.6	3.7	-1.1	4.8	4.6	0.2	6.8	7.0	-0.2	1.4	2.4	-1.0	
Edge	16.7	20.1	-3.4	8	6.0	7.0	-1.0	9.2	9.4	-0.2	7.8	7.4	0.4	8.3	10.0	-1.7	1.9	4.8	-2.9	2.1	3.0	-0.9	4.5	4.7	-0.2	
Gold	7.5	7.9	-0.4	13	1.0	0.7	0.3	1.1	0.9	0.2	0.6	0.9	-0.3	2.2	3.4	-1.2	4.6	4.3	0.3	3.4	2.8	0.6	0.6	1.6	-1.0	
Gold Sport	0.7	1.2	-0.5	18	0.2	0.5	-0.3	0.2	0.4	-0.2	0.2	0.4	-0.2	0.2	0.4	-0.2	*	0.1	*	*	0.1	*	*	*	*	
Life FM	5.9	5.9	0.0	14	2.6	2.5	0.1	2.0	1.3	0.7	2.5	1.9	0.6	2.5	2.4	0.1	0.7	1.4	-0.7	0.7	1.0	-0.3	1.7	2.0	-0.3	
Magic	16.1	14.3	1.8	9	0.5	0.2	0.3	0.4	0.6	-0.2	0.4	0.7	-0.3	2.7	1.7	1.0	4.3	3.1	1.2	6.4	7.0	-0.6	1.8	1.9	-0.1	
Mai FM	12.5	16.9	-4.4	11	3.4	7.9	-4.5	8.2	8.4	-0.2	8.1	8.3	-0.2	8.9	8.7	0.2	0.9	0.4	0.5	0.1	0.1	0.0	3.0	3.1	-0.1	
Moana Radio	1.1	3.2	-2.1	16	0.1	1.6	-1.5	0.4	1.2	-0.8	0.4	1.2	-0.8	0.9	1.6	-0.7	0.5	0.4	0.1	*	*	*	0.4	0.1	0.3	
More FM	21.0	21.3	-0.3	5	5.4	6.7	-1.3	6.0	7.1	-1.1	7.1	6.8	0.3	11.1	11.2	-0.1	6.7	6.4	0.3	4.0	3.1	0.9	5.2	4.7	0.5	
Newstalk ZB	26.6	27.2	-0.6	2	1.9	1.8	0.1	2.5	1.8	0.7	4.0	3.2	0.8	7.4	7.7	-0.3	8.6	9.7	-1.1	11.1	10.5	0.6	4.6	4.8	-0.2	
Radio Hauraki	12.0	11.3	0.7	12	3.4	3.6	-0.2	4.6	3.4	1.2	5.2	4.5	0.7	7.0	6.5	0.5	2.1	2.3	-0.2	1.3	1.0	0.3	2.8	3.3	-0.5	
Rhema	3.0	3.4	-0.4	15	*	*	*	0.6	1.1	-0.5	0.6	1.1	-0.5	1.4	1.7	-0.3	1.7	1.6	0.1	1.5	1.6	-0.1	0.8	1.3	-0.5	
Rock	22.4	18.9	3.5	3	4.6	4.8	-0.2	8.2	7.9	0.3	8.6	7.1	1.5	14.9	11.0	3.9	8.2	6.2	2.0	2.8	3.1	-0.3	5.0	4.9	0.1	
SENZ Sport	1.1	1.2	-0.1	16	*	*	*	0.2	0.4	-0.2	0.2	0.4	-0.2	0.2	0.4	-0.2	0.5	0.4	0.1	0.6	0.6	0.0	*	*	*	
Star	0.7	0.5	0.2	18	*	*	*	0.1	*	*	0.1	*	*	0.2	0.2	0.0	0.4	0.4	0.0	0.4	0.4	0.0	0.1	*	*	
Tainui Live	0.2	0.2	0.0	20	0.2	0.2	0.0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
Te Arawa FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
The Hits	18.7	18.5	0.2	7	4.3	4.2	0.1	7.4	7.0	0.4	6.5	6.6	-0.1	9.0	9.5	-0.5	5.4	5.0	0.4	4.9	4.3	0.6	4.7	5.5	-0.8	
The Sound	20.2	17.6	2.6	6	3.8	2.7	1.1	2.6	2.0	0.6	3.4	3.2	0.2	8.7	7.1	1.6	11.1	9.4	1.7	7.3	7.3	0.0	4.2	4.4	-0.2	
ZM	29.1	28.4	0.7	1	6.9	6.5	0.4	13.7	14.1	-0.4	14.2	14.1	0.1	19.1	18.9	0.2	7.1	6.6	0.5	2.9	2.4	0.5	8.4	8.6	-0.2	
MediaWorks Combo	95.1	94.4	0.7		16.7	20.5	-3.8	26.8	26.8	0.0	27.3	26.0	1.3	43.7	41.1	2.6	30.5	29.2	1.3	24.8	24.5	0.3	20.0	19.7	0.3	
NZME Combo	81.0	82.6	-1.6		12.7	12.7	0.0	22.5	21.8	0.7	23.7	23.4	0.3	35.5	37.5	-2.0	23.6	25.2	-1.6	22.7	22.4	0.3	16.2	19.4	-3.2	
All Commercial Radio	143.6	146.1	-2.5		22.8	25.9	-3.1	37.8	38.7	-0.9	40.6	40.0	0.6	65.0	64.2	0.8	45.0	45.4	-0.4	38.8	39.5	-0.7	29.7	31.2	-1.5	
Potential (000)	192.8	192.8	0.0		37.6	37.6	0.0	56.3	57.6	-1.3	55.2	55.2	0.0	82.4	82.4	0.0	54.0	54.0	0.0	51.2	51.2	0.0	35.9	35.5	0.4	
Sample	931	923	8		147	143	4	265	249	16	274	253	21	379	364	15	243	239	4	294	288	6	194	184	10	

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Cumulative Audience (000's) 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)	192.8	192.8	0.0
Sample Size	931	923	8

	Breakfast Mon-Fri 6am-9am				Morning Mon-Fri 9am-12md			Afternoon Mon-Fri 12md-4pm			Drive Mon-Fri 4pm-7pm			Night Mon-Fri 7pm-12mn			Mid Dawn Mon-Fri 12mn-6am			Weekend Sat-Sun 12mn-12mn			
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	
Breeze	10.5	8.2	2.3	5	12.2	10.2	2.0	13.6	10.9	2.7	9.0	9.7	-0.7	1.4	1.7	-0.3	1.0	0.8	0.2	12.2	10.1	2.1	
Coast	5.9	6.4	-0.5	11	8.2	7.9	0.3	7.2	7.8	-0.6	4.7	5.0	-0.3	0.9	1.6	-0.7	1.2	1.3	-0.1	10.5	10.6	-0.1	
Edge	9.6	9.8	-0.2	7	6.3	8.2	-1.9	7.9	11.1	-3.2	7.7	8.6	-0.9	1.0	1.5	-0.5	3.6	2.7	0.9	8.2	10.7	-2.5	
Gold	3.4	2.3	1.1	13	3.5	4.6	-1.1	4.6	4.5	0.1	3.7	3.6	0.1	1.5	1.6	-0.1	1.7	1.2	0.5	5.2	3.7	1.5	
Gold Sport	0.2	0.5	-0.3	17	0.2	0.4	-0.2	0.2	0.2	0.0	*	*	*	0.2	0.4	-0.2	0.2	0.4	-0.2	0.7	1.0	-0.3	
Life FM	2.9	3.3	-0.4	14	3.0	3.5	-0.5	3.4	3.3	0.1	3.1	3.1	0.0	0.4	0.6	-0.2	0.5	0.5	0.0	2.8	3.5	-0.7	
Magic	9.1	7.2	1.9	8	10.5	8.4	2.1	11.9	8.0	3.9	7.5	5.4	2.1	2.4	2.7	-0.3	1.8	1.1	0.7	11.5	11.3	0.2	
Mai FM	7.4	12.7	-5.3	10	5.1	5.3	-0.2	7.7	8.5	-0.8	4.8	3.9	0.9	0.6	1.4	-0.8	2.7	2.4	0.3	7.7	8.5	-0.8	
Moana Radio	*	1.5	*	*	0.4	0.6	-0.2	0.8	1.9	-1.1	0.4	1.9	-1.5	0.2	0.2	0.0	*	*	*	0.4	1.5	-1.1	
More FM	8.9	9.0	-0.1	9	8.2	8.9	-0.7	10.0	11.7	-1.7	9.5	9.5	0.0	1.8	2.0	-0.2	2.5	1.3	1.2	12.8	12.4	0.4	
Newstalk ZB	18.3	19.5	-1.2	2	11.6	10.2	1.4	11.5	12.0	-0.5	11.3	10.4	0.9	9.9	9.2	0.7	6.0	6.7	-0.7	15.1	14.4	0.7	
Radio Hauraki	4.9	5.0	-0.1	12	3.8	3.5	0.3	3.7	3.7	0.0	2.9	3.3	-0.4	0.9	0.9	0.0	0.8	0.6	0.2	4.9	4.8	0.1	
Rhema	1.4	2.0	-0.6	15	0.4	0.5	-0.1	0.9	1.0	-0.1	0.9	0.9	0.0	0.6	1.0	-0.4	0.1	0.1	0.0	1.8	2.1	-0.3	
Rock	13.0	9.8	3.2	3	12.1	10.0	2.1	14.5	12.3	2.2	13.6	11.8	1.8	2.8	2.2	0.6	1.6	2.2	-0.6	12.3	10.8	1.5	
SENZ Sport	0.7	0.4	0.3	16	0.8	0.7	0.1	0.2	0.4	-0.2	0.5	0.4	0.1	0.5	0.4	0.1	0.5	0.4	0.1	0.8	0.6	0.2	
Star	0.2	0.3	-0.1	17	0.4	0.1	0.3	0.5	0.5	0.0	0.2	0.2	0.0	0.3	0.2	0.1	*	*	*	0.4	0.3	0.1	
Tainui Live	0.1	0.1	0.0	19	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.1	0.1	0.0
Te Arawa FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
The Hits	10.0	10.1	-0.1	6	8.7	9.3	-0.6	9.7	11.2	-1.5	8.6	8.7	-0.1	1.8	1.7	0.1	1.6	1.6	0.0	11.2	10.8	0.4	
The Sound	11.3	9.6	1.7	4	8.9	9.1	-0.2	11.6	11.5	0.1	8.4	9.2	-0.8	3.6	3.1	0.5	2.8	1.4	1.4	12.2	12.0	0.2	
ZM	18.6	19.0	-0.4	1	12.2	12.1	0.1	16.0	15.9	0.1	15.2	15.5	-0.3	2.9	3.5	-0.6	2.4	3.6	-1.2	16.6	17.2	-0.6	
MediaWorks Combo	59.8	57.6	2.2		56.2	52.7	3.5	65.6	63.9	1.7	55.0	51.2	3.8	12.6	14.2	-1.6	12.5	9.2	3.3	66.7	66.9	-0.2	
NZME Combo	55.8	57.0	-1.2		42.3	42.5	-0.2	47.7	48.6	-0.9	40.5	40.6	-0.1	17.3	18.0	-0.7	11.8	13.6	-1.8	54.8	55.5	-0.7	
All Commercial Radio	108.2	110.1	-1.9		94.5	93.3	1.2	106.9	107.7	-0.8	90.6	89.3	1.3	31.1	34.4	-3.3	23.5	22.8	0.7	107.4	109.1	-1.7	

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

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



TAURANGA 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	9:33	8:01	1:32	13:38	10:00	3:38	11:54	7:53	4:01	4:33	4:34	-0:01	7:24	6:59	0:24	11:08	10:44	0:24	11:06	9:59	1:06	7:06	6:04	1:01
Coast	8:19	8:00	0:18	1:24	1:33	-0:08	10:54	13:35	-2:41	9:27	9:34	-0:07	8:23	9:13	-0:49	6:22	7:03	-0:41	5:39	7:19	-1:40	5:39	4:39	0:59
Edge	5:56	6:05	-0:08	4:12	4:25	-0:13	4:09	4:03	0:05	5:32	5:50	-0:18	5:49	5:47	0:01	12:10	8:49	3:21	10:10	11:03	-0:53	4:38	4:24	0:13
Gold	5:39	7:58	-2:18	1:13	0:37	0:35	1:15	0:57	0:18	4:24	4:23	0:00	9:36	13:19	-3:42	7:26	11:10	-3:44	5:16	5:13	0:03	4:13	21:31	-17:18
Gold Sport	3:10	2:09	1:00	4:15	2:02	2:12	1:00	1:00	0:00	1:00	1:00	0:00	1:00	1:00	0:00	*	2:30	*	5:16	5:13	0:03	*	*	*
Life FM	3:56	4:45	-0:48	4:07	4:39	-0:32	3:10	3:25	-0:15	3:50	4:17	-0:27	3:50	4:29	-0:39	4:08	5:45	-1:36	3:42	5:34	-1:51	3:12	3:15	-0:02
Magic	15:51	12:36	3:14	1:15	0:45	0:30	0:54	0:55	-0:01	1:19	0:47	0:32	19:04	6:58	12:05	19:13	9:27	9:46	16:17	13:00	3:17	15:00	10:35	4:25
Mai FM	11:05	8:12	2:52	17:49	8:49	9:00	9:53	8:30	1:23	9:04	7:56	1:08	8:49	7:52	0:56	5:48	5:56	-0:08	3:00	3:00	0:00	4:42	4:44	-0:01
Moana Radio	2:47	2:25	0:22	0:45	1:11	-0:26	0:34	4:16	-3:41	0:34	4:16	-3:41	1:43	3:37	-1:53	2:36	1:30	1:06	28:15	*	*	2:18	0:24	1:53
More FM	5:04	5:14	-0:09	5:13	4:52	0:20	3:45	4:04	-0:19	3:24	3:20	0:03	3:40	4:31	-0:51	5:25	6:14	-0:48	6:28	5:24	1:03	4:19	2:32	1:46
Newstalk ZB	10:38	9:52	0:46	1:37	1:24	0:12	3:51	3:04	0:47	3:43	3:33	0:10	4:06	4:09	-0:02	6:43	6:20	0:23	12:38	10:09	2:28	3:29	3:34	-0:04
Radio Hauraki	3:56	4:08	-0:11	4:03	4:02	0:01	4:10	5:53	-1:42	3:39	4:40	-1:00	3:12	4:13	-1:01	4:40	3:00	1:40	8:17	4:33	3:43	3:39	3:49	-0:10
Rhema	4:20	4:45	-0:25	*	*	*	5:50	6:10	-0:19	5:50	6:10	-0:19	3:09	4:20	-1:11	2:00	2:13	-0:12	5:41	5:24	0:16	6:04	6:17	-0:13
Rock	9:46	10:55	-1:08	7:16	7:28	-0:12	7:57	10:48	-2:51	9:06	12:31	-3:25	10:38	12:42	-2:04	12:34	12:29	0:05	9:21	9:58	-0:37	7:12	9:29	-2:16
SENZ Sport	8:37	5:17	3:20	*	*	*	0:15	0:15	0:00	0:15	0:15	0:00	0:15	0:15	0:00	10:00	10:00	0:00	8:13	7:50	0:23	*	*	*
Star	6:57	7:35	-0:37	*	*	*	4:30	*	*	4:30	*	*	3:46	3:15	0:31	3:40	1:35	2:04	9:54	9:27	0:27	8:45	*	*
Tainui Live	0:30	0:30	0:00	0:30	0:30	0:00	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Te Arawa FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
The Hits	7:01	8:20	-1:18	3:58	6:35	-2:37	6:50	7:36	-0:46	7:08	8:04	-0:55	7:48	8:58	-1:10	8:54	10:17	-1:23	8:10	8:36	-0:25	9:23	8:37	0:45
The Sound	11:29	13:24	-1:54	6:39	8:33	-1:54	9:27	13:49	-4:21	6:17	7:02	-0:45	12:30	12:14	0:15	14:45	17:55	-3:09	13:17	16:56	-3:38	6:01	6:34	-0:32
ZM	6:04	6:23	-0:19	6:00	5:44	0:15	4:37	4:48	-0:11	5:11	4:40	0:30	6:08	6:19	-0:11	7:57	9:31	-1:34	6:09	5:35	0:34	4:45	4:44	0:01
MediaWorks Combo	13:28	12:13	1:14	13:54	10:50	3:04	11:19	10:55	0:23	10:12	10:37	-0:25	13:00	11:50	1:10	15:56	14:19	1:36	13:49	13:56	-0:06	8:46	8:46	0:00
NZME Combo	9:58	10:07	-0:09	6:21	6:52	-0:30	7:14	7:40	-0:25	7:27	7:34	-0:07	8:14	9:19	-1:05	10:04	10:24	-0:19	11:44	10:11	1:33	7:28	8:27	-0:58
All Commercial Radio	15:45	15:10	0:34	14:15	12:46	1:28	13:00	12:55	0:05	12:06	12:24	-0:17	14:09	14:09	-0:00	17:37	17:02	0:35	17:34	16:43	0:50	11:37	12:38	-1:01
Potential (000)	192.8	192.8	0.0	37.6	37.6	0.0	56.3	57.6	-1.3	55.2	55.2	0.0	82.4	82.4	0.0	54.0	54.0	0.0	51.2	51.2	0.0	35.9	35.5	0.4
Sample	931	923	8	147	143	4	265	249	16	274	253	21	379	364	15	243	239	4	294	288	6	194	184	10

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

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



TAURANGA 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)	192.8	192.8	0.0
Sample Size	931	923	8

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

MediaWorks Combo: Breeze, Edge, Magic, Mai FM, More FM, Rock, The Sound, or internet only listening to George FM, Humm FM
 NZME Combo: Coast, Gold, Gold Sport, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui, Flava