



# TARANAKI COMMERCIAL RADIO - SURVEY 3 2022

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

Survey Comparisons: 2/2022 - 3/2022

This Survey Period: Sun Aug 29 to Sat Nov 6 2021 & Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Sep 3 2022

Last Survey Period: Sun Jun 20 to Sat Nov 6 2021 & Sun Jan 30 to Sat Jun 18 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	+/-															
Breeze	7.8	6.6	1.2	7	6.3	6.8	-0.5	9.4	9.3	0.1	9.8	9.8	0.0	6.8	6.6	0.2	3.3	3.2	0.1	9.2	8.7	0.5	7.8	6.6	1.2
Coast	3.8	5.1	-1.3	9	2.4	2.4	0.0	2.1	1.9	0.2	1.4	3.4	-2.0	1.1	2.1	-1.0	3.3	4.1	-0.8	4.5	7.7	-3.2	1.0	2.2	-1.2
Edge	9.0	8.4	0.6	5	26.8	23.6	3.2	12.9	13.7	-0.8	10.8	11.6	-0.8	9.5	8.8	0.7	5.5	5.2	0.3	3.3	3.3	0.0	10.5	12.8	-2.3
Gold Sport*	1.2	1.0	0.2	12	*	*	*	*	*	*	0.2	0.2	0.0	1.2	0.8	0.4	1.9	1.9	0.0	1.7	2.1	-0.4	*	*	*
Life FM	1.2	1.5	-0.3	12	3.1	3.2	-0.1	1.3	1.9	-0.6	1.4	1.9	-0.5	1.8	2.4	-0.6	1.1	1.5	-0.4	0.1	0.1	0.0	0.8	0.9	-0.1
Magic	13.4	11.6	1.8	2	2.4	2.4	0.0	1.7	1.8	-0.1	1.0	1.4	-0.4	8.5	10.3	-1.8	19.2	18.0	1.2	23.7	16.6	7.1	11.4	10.3	1.1
More FM	8.7	8.8	-0.1	6	11.9	11.7	0.2	10.3	10.1	0.2	12.4	11.3	1.1	10.7	10.6	0.1	7.4	8.7	-1.3	6.2	6.6	-0.4	11.1	10.3	0.8
Newstalk ZB	15.9	16.9	-1.0	1	3.0	3.5	-0.5	4.7	4.9	-0.2	8.7	8.7	0.0	8.2	10.2	-2.0	10.2	11.4	-1.2	16.9	19.3	-2.4	6.5	6.9	-0.4
Radio Hauraki	2.2	2.6	-0.4	11	4.1	4.5	-0.4	3.0	3.0	0.0	3.0	3.2	-0.2	2.8	3.4	-0.6	2.3	3.0	-0.7	1.5	1.6	-0.1	3.1	3.2	-0.1
Rhema	0.1	0.1	0.0	16	*	*	*	0.1	*	*	0.1	*	*	0.1	*	*	0.2	0.1	0.1	0.3	0.2	0.1	*	*	*
Rock	11.5	10.2	1.3	3	21.9	23.9	-2.0	27.3	29.0	-1.7	21.7	22.0	-0.3	17.0	13.5	3.5	8.8	3.7	5.1	4.4	2.8	1.6	13.1	10.5	2.6
SENZ Sport	0.1	n.a.	*	16	*	n.a.	*	*	n.a.	*	*	n.a.	*	0.3	n.a.	*	0.3	n.a.	*	*	n.a.	*	0.2	n.a.	*
Star	0.2	0.2	0.0	15	*	*	*	0.3	0.3	0.0	0.3	0.3	0.0	0.2	0.3	-0.1	0.2	0.3	-0.1	0.4	0.2	0.2	0.4	0.5	-0.1
Te Korimako o Taranaki	0.8	0.7	0.1	14	0.4	0.7	-0.3	0.1	0.1	0.0	1.2	1.0	0.2	1.2	1.0	0.2	1.0	0.9	0.1	0.8	0.8	0.0	0.5	0.3	0.2
The Hits	7.1	9.4	-2.3	8	8.3	8.7	-0.4	8.8	8.9	-0.1	9.6	9.2	0.4	9.9	11.3	-1.4	8.3	11.1	-2.8	5.2	6.6	-1.4	14.2	16.1	-1.9
The Sound	9.7	10.7	-1.0	4	1.3	1.3	0.0	5.6	5.9	-0.3	7.3	7.9	-0.6	10.1	10.0	0.1	18.3	20.1	-1.8	16.3	19.4	-3.1	12.2	13.4	-1.2
ZM	2.6	2.0	0.6	10	4.6	3.9	0.7	5.6	4.4	1.2	5.2	4.3	0.9	3.9	2.8	1.1	1.9	1.1	0.8	1.1	0.8	0.3	3.8	1.9	1.9
MediaWorks Combo	61.4	57.7	3.7		72.8	71.8	1.0	71.1	72.7	-1.6	65.8	65.8	0.0	65.3	62.3	3.0	63.8	60.4	3.4	63.1	57.3	5.8	66.4	64.3	2.1
NZME Combo	33.2	37.4	-4.2		22.9	23.6	-0.7	24.9	23.6	1.3	28.9	29.4	-0.5	27.8	31.2	-3.4	28.3	32.9	-4.6	30.9	38.1	-7.2	28.7	30.5	-1.8
Potential (000)	109.8	109.8	0.0		23.2	23.2	0.0	31.6	31.6	0.0	30.9	30.9	0.0	47.1	47.1	0.0	32.7	32.7	0.0	29.6	29.6	0.0	16.9	17.3	-0.4
Sample	808	801	7		131	125	6	179	164	15	195	188	7	302	290	12	220	225	-5	266	276	-10	129	127	2

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 (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui

\*Gold AM renamed to Gold Sport from Mon Jun 27 2022



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Station Share (%) by Daypart, People 10+

Survey Comparisons: 2/2022 - 3/2022

This Survey Period: Sun Aug 29 to Sat Nov 6 2021 & Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Sep 3 2022

Last Survey Period: Sun Jun 20 to Sat Nov 6 2021 & Sun Jan 30 to Sat Jun 18 2022

	This	Last	+/-
Potential (000)	109.8	109.8	0.0
Sample Size	808	801	7

	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	5.7	5.5	0.2	8	8.8	7.7	1.1	7.8	6.7	1.1	7.4	5.4	2.0	6.8	3.8	3.0	6.4	5.1	1.3	9.2	8.3	0.9
Coast	3.3	3.4	-0.1	10	4.3	5.2	-0.9	3.8	4.8	-1.0	3.4	5.1	-1.7	4.9	8.9	-4.0	1.1	4.1	-3.0	4.2	5.7	-1.5
Edge	6.4	6.2	0.2	7	7.8	6.4	1.4	7.4	6.5	0.9	10.7	9.7	1.0	15.7	15.9	-0.2	12.4	11.9	0.5	10.3	10.3	0.0
Gold Sport*	0.9	0.8	0.1	12	2.2	2.3	-0.1	2.1	1.4	0.7	0.6	0.5	0.1	0.2	0.2	0.0	*	*	*	0.5	0.5	0.0
Life FM	0.5	0.4	0.1	14	0.9	2.0	-1.1	1.3	1.4	-0.1	1.7	2.2	-0.5	2.8	3.2	-0.4	0.2	0.3	-0.1	1.3	1.5	-0.2
Magic	11.2	9.1	2.1	3	13.5	12.2	1.3	14.0	13.6	0.4	13.8	11.5	2.3	12.5	11.3	1.2	7.2	2.5	4.7	15.3	12.7	2.6
More FM	11.4	11.0	0.4	2	8.7	9.3	-0.6	8.8	9.0	-0.2	8.4	8.8	-0.4	4.5	3.9	0.6	6.4	7.1	-0.7	7.8	8.0	-0.2
Newstalk ZB	24.2	26.2	-2.0	1	12.0	11.6	0.4	9.8	10.2	-0.4	12.1	14.2	-2.1	27.5	27.4	0.1	27.1	29.5	-2.4	15.9	16.7	-0.8
Radio Hauraki	2.3	2.7	-0.4	11	1.6	2.1	-0.5	2.3	3.1	-0.8	1.8	2.1	-0.3	2.0	2.2	-0.2	2.5	3.0	-0.5	2.7	2.7	0.0
Rhema	0.2	*	*	15	*	*	*	0.1	*	*	*	*	*	0.9	1.1	-0.2	0.3	0.3	0.0	0.1	*	*
Rock	11.2	10.6	0.6	3	13.2	12.1	1.1	13.4	12.8	0.6	11.9	10.8	1.1	4.7	4.2	0.5	13.5	13.1	0.4	9.8	6.7	3.1
SENZ Sport	0.1	n.a.	*	16	0.4	n.a.	*	0.1	n.a.	*	0.1	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*
Star	0.1	0.1	0.0	16	0.2	0.3	-0.1	0.4	0.3	0.1	0.1	0.1	0.0	0.3	0.1	0.2	*	*	*	0.3	0.3	0.0
Te Korimako o Taranaki	0.6	0.6	0.0	13	0.6	0.4	0.2	1.4	1.4	0.0	1.3	1.2	0.1	0.3	0.2	0.1	0.9	1.2	-0.3	0.3	0.3	0.0
The Hits	6.5	8.7	-2.2	6	6.0	9.1	-3.1	8.0	10.5	-2.5	9.5	12.8	-3.3	5.7	6.3	-0.6	5.2	7.9	-2.7	6.8	8.4	-1.6
The Sound	8.1	9.3	-1.2	5	12.7	14.1	-1.4	12.3	13.0	-0.7	8.4	8.5	-0.1	2.4	2.1	0.3	11.4	9.8	1.6	8.6	10.8	-2.2
ZM	3.7	2.7	1.0	9	2.4	2.0	0.4	2.6	2.0	0.6	2.7	2.4	0.3	1.3	0.7	0.6	2.5	1.8	0.7	2.1	1.6	0.5
MediaWorks Combo	54.8	52.1	2.7		65.6	62.4	3.2	64.8	62.7	2.1	62.5	56.3	6.2	50.8	45.8	5.0	57.4	49.6	7.8	62.8	58.8	4.0
NZME Combo	40.9	44.7	-3.8		28.7	32.3	-3.6	28.7	32.2	-3.5	30.5	37.6	-7.1	42.8	46.9	-4.1	40.8	48.0	-7.2	32.5	36.0	-3.5

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\*Gold AM renamed to Gold Sport from Mon Jun 27 2022



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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	+/-															
Breeze	13.5	12.9	0.6	6	2.4	2.4	0.0	3.7	3.6	0.1	3.4	3.4	0.0	6.2	6.1	0.1	5.0	4.9	0.1	4.3	4.1	0.2	2.7	2.6	0.1
Coast	5.4	6.5	-1.1	11	1.0	0.9	0.1	1.1	0.9	0.2	0.8	0.9	-0.1	1.2	1.2	0.0	1.9	2.9	-1.0	2.4	3.7	-1.3	0.6	0.8	-0.2
Edge	19.9	17.8	2.1	2	7.5	7.0	0.5	10.2	9.8	0.4	7.6	7.2	0.4	10.4	9.0	1.4	4.2	3.4	0.8	2.0	1.8	0.2	4.0	3.9	0.1
Gold Sport*	2.2	2.2	0.0	12	*	*	*	*	*	*	0.1	0.1	0.0	0.7	0.5	0.2	1.3	1.4	-0.1	1.4	1.7	-0.3	*	*	*
Life FM	2.1	2.4	-0.3	14	0.6	0.4	0.2	0.8	1.1	-0.3	0.9	1.1	-0.2	1.3	1.7	-0.4	0.7	0.8	-0.1	0.3	0.3	0.0	0.4	0.5	-0.1
Magic	12.8	12.3	0.5	7	1.3	1.1	0.2	0.9	0.8	0.1	0.9	0.9	0.0	3.9	3.9	0.0	5.9	5.5	0.4	5.9	5.2	0.7	1.5	1.8	-0.3
More FM	17.0	16.7	0.3	5	4.3	4.3	0.0	4.2	4.3	-0.1	4.3	4.4	-0.1	7.7	7.9	-0.2	6.2	6.6	-0.4	4.4	4.1	0.3	3.6	3.7	-0.1
Newstalk ZB	17.4	18.6	-1.2	4	1.1	1.3	-0.2	2.1	2.3	-0.2	3.8	4.2	-0.4	5.9	6.8	-0.9	5.7	6.0	-0.3	6.0	6.3	-0.3	1.8	1.7	0.1
Radio Hauraki	8.3	9.6	-1.3	10	2.4	2.7	-0.3	2.9	2.8	0.1	2.7	2.5	0.2	4.0	4.4	-0.4	2.9	4.1	-1.2	1.8	2.5	-0.7	1.8	1.8	0.0
Rhema	1.3	0.9	0.4	15	*	*	*	0.2	0.1	0.1	0.2	0.1	0.1	0.2	0.1	0.1	0.7	0.3	0.4	0.9	0.6	0.3	*	*	*
Rock	17.5	15.1	2.4	3	3.7	4.1	-0.4	6.8	7.2	-0.4	6.7	6.9	-0.2	10.5	9.0	1.5	6.7	3.8	2.9	3.2	2.1	1.1	4.2	3.5	0.7
SENZ Sport	0.4	n.a.	*	17	*	n.a.	*	*	n.a.	*	*	n.a.	*	0.3	n.a.	*	0.3	n.a.	*	0.1	n.a.	*	0.2	n.a.	*
Star	0.9	1.1	-0.2	16	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	0.3	0.5	-0.2	0.5	0.8	-0.3	0.5	0.6	-0.1	0.1	0.1	0.0
Te Korimako o Taranaki	2.2	2.5	-0.3	12	0.6	1.0	-0.4	0.5	0.4	0.1	0.5	0.3	0.2	1.0	1.0	0.0	1.0	1.1	-0.1	0.6	0.6	0.0	0.4	0.1	0.3
The Hits	22.4	24.0	-1.6	1	6.9	7.3	-0.4	8.0	8.2	-0.2	7.9	7.8	0.1	11.6	11.7	-0.1	6.5	7.1	-0.6	3.3	4.0	-0.7	6.0	6.1	-0.1
The Sound	12.7	12.9	-0.2	8	1.1	1.2	-0.1	2.0	2.3	-0.3	2.5	2.8	-0.3	5.8	6.1	-0.3	7.3	7.2	0.1	5.2	5.1	0.1	2.1	2.6	-0.5
ZM	8.9	7.8	1.1	9	2.9	2.5	0.4	6.1	5.5	0.6	4.1	3.9	0.2	5.2	4.7	0.5	1.5	1.1	0.4	0.6	0.6	0.0	2.9	2.4	0.5
MediaWorks Combo	64.7	61.5	3.2		13.5	13.4	0.1	17.9	17.5	0.4	18.0	17.5	0.5	30.5	28.6	1.9	23.2	21.4	1.8	17.6	16.3	1.3	11.0	11.3	-0.3
NZME Combo	51.3	53.7	-2.4		10.8	11.1	-0.3	15.5	15.2	0.3	15.3	15.2	0.1	22.9	23.4	-0.5	16.0	17.2	-1.2	12.6	14.1	-1.5	9.8	9.9	-0.1
All Commercial Radio	88.6	86.9	1.7		17.7	17.7	0.0	24.7	24.2	0.5	25.4	24.7	0.7	40.0	39.0	1.0	29.4	28.8	0.6	24.4	23.8	0.6	14.8	15.3	-0.5
Potential (000)	109.8	109.8	0.0		23.2	23.2	0.0	31.6	31.6	0.0	30.9	30.9	0.0	47.1	47.1	0.0	32.7	32.7	0.0	29.6	29.6	0.0	16.9	17.3	-0.4
Sample	808	801	7		131	125	6	179	164	15	195	188	7	302	290	12	220	225	-5	266	276	-10	129	127	2

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

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	This	Last	+/-
Potential (000)	109.8	109.8	0.0
Sample Size	808	801	7

	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	5.9	5.7	0.2	8	6.5	6.2	0.3		8.3	7.9	0.4		6.6	5.8	0.8		2.4	2.1	0.3		1.4	1.0	0.4		7.9	7.3	0.6	
Coast	3.3	3.8	-0.5	11	3.3	3.5	-0.2		3.1	3.4	-0.3		2.6	3.7	-1.1		1.3	1.8	-0.5		0.4	0.8	-0.4		2.8	3.2	-0.4	
Edge	9.9	8.6	1.3	3	8.0	7.2	0.8		11.5	9.8	1.7		9.8	8.4	1.4		6.0	5.3	0.7		3.7	3.8	-0.1		13.3	12.6	0.7	
Gold Sport*	1.1	1.2	-0.1	13	1.3	1.3	0.0		1.4	1.2	0.2		0.8	0.7	0.1		0.2	0.2	0.0		*	*	*		1.1	1.1	0.0	
Life FM	1.3	1.2	0.1	12	1.2	1.7	-0.5		1.8	2.1	-0.3		1.3	1.2	0.1		1.0	1.2	-0.2		0.1	0.2	-0.1		1.3	1.2	0.1	
Magic	6.8	6.3	0.5	7	7.8	7.2	0.6		8.9	8.2	0.7		8.4	7.0	1.4		4.0	4.1	-0.1		1.8	1.0	0.8		8.6	8.1	0.5	
More FM	10.2	9.9	0.3	2	6.9	7.5	-0.6		9.1	8.9	0.2		9.0	8.7	0.3		3.4	2.7	0.7		1.9	2.5	-0.6		9.8	9.6	0.2	
Newstalk ZB	13.2	14.1	-0.9	1	7.0	7.5	-0.5		8.5	8.8	-0.3		8.7	9.5	-0.8		6.6	6.1	0.5		4.2	5.1	-0.9		12.9	13.8	-0.9	
Radio Hauraki	4.9	5.3	-0.4	9	3.0	3.7	-0.7		3.9	4.7	-0.8		2.8	3.0	-0.2		0.7	0.6	0.1		0.9	1.1	-0.2		5.1	5.3	-0.2	
Rhema	0.4	*	*	15	0.2	*	*		0.1	0.1	0.0		*	*	*		0.4	0.5	-0.1		0.1	0.1	0.0		0.3	0.2	0.1	
Rock	8.8	7.7	1.1	5	8.5	6.9	1.6		11.1	8.9	2.2		10.8	9.2	1.6		3.3	3.2	0.1		2.4	2.6	-0.2		10.1	8.5	1.6	
SENZ Sport	0.2	n.a.	*	16	0.3	n.a.	*		0.3	n.a.	*		0.2	n.a.	*		*	n.a.	*		*	n.a.	*		0.2	n.a.	*	
Star	0.1	0.2	-0.1	17	0.3	0.2	0.1		0.6	0.8	-0.2		0.2	0.1	0.1		0.2	0.1	0.1		*	*	*		0.8	1.0	-0.2	
Te Korimako o Taranaki	1.1	1.3	-0.2	13	0.7	0.6	0.1		0.9	1.1	-0.2		0.7	0.8	-0.1		0.2	0.1	0.1		0.4	0.5	-0.1		0.8	1.0	-0.2	
The Hits	9.5	10.4	-0.9	4	8.0	9.1	-1.1		11.1	12.2	-1.1		11.2	12.6	-1.4		4.6	5.0	-0.4		1.6	2.5	-0.9		11.8	13.0	-1.2	
The Sound	7.7	7.5	0.2	6	7.0	7.7	-0.7		8.2	8.1	0.1		7.4	6.7	0.7		1.3	1.1	0.2		2.6	2.0	0.6		6.9	7.9	-1.0	
ZM	4.6	3.7	0.9	10	3.4	2.6	0.8		3.5	3.3	0.2		3.9	3.1	0.8		1.0	0.8	0.2		1.0	0.8	0.2		5.9	5.2	0.7	
MediaWorks Combo	43.4	40.1	3.3		37.4	35.4	2.0		46.9	42.8	4.1		44.3	38.9	5.4		18.4	16.9	1.5		12.1	11.2	0.9		46.4	45.2	1.2	
NZME Combo	32.4	33.9	-1.5		24.3	25.5	-1.2		28.4	30.4	-2.0		28.0	30.2	-2.2		14.2	14.2	0.0		7.6	9.7	-2.1		36.0	38.1	-2.1	
All Commercial Radio	68.9	66.7	2.2		55.1	54.1	1.0		67.7	66.2	1.5		64.2	61.5	2.7		30.6	29.5	1.1		18.0	18.7	-0.7		71.5	71.8	-0.3	

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

NZME Combo: Coast, Gold AM (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui

\*Gold AM renamed to Gold Sport from Mon Jun 27 2022



# TARANAKI COMMERCIAL RADIO - SURVEY 3 2022

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

Survey Comparisons: 2/2022 - 3/2022

This Survey Period: Sun Aug 29 to Sat Nov 6 2021 & Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Sep 3 2022

Last Survey Period: Sun Jun 20 to Sat Nov 6 2021 & Sun Jan 30 to Sat Jun 18 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	9:00	8:00	0:59	6:17	7:10	-0:53	8:51	9:15	-0:23	9:47	9:48	-0:01	6:33	6:36	-0:02	3:39	3:39	0:00	11:07	10:45	0:22	5:52	5:32	0:19
Coast	11:06	12:01	-0:55	6:01	7:05	-1:03	6:46	7:11	-0:25	5:39	12:54	-7:15	5:22	11:11	-5:49	9:45	7:54	1:50	10:03	10:43	-0:39	3:18	6:24	-3:06
Edge	7:02	7:17	-0:15	8:43	8:29	0:14	4:27	4:59	-0:31	4:50	5:31	-0:40	5:30	5:57	-0:27	7:22	8:38	-1:15	8:33	9:22	-0:48	5:21	7:10	-1:49
Gold Sport*	8:14	7:17	0:57	*	*	*	*	*	*	7:45	7:45	0:00	10:38	10:29	0:09	8:15	7:31	0:43	6:29	6:34	-0:04	*	*	*
Life FM	8:44	9:37	-0:53	13:12	17:58	-4:45	5:35	5:53	-0:18	5:32	5:53	-0:21	8:18	8:51	-0:32	9:02	10:15	-1:12	1:24	1:19	0:05	3:45	3:59	-0:14
Magic	16:20	14:32	1:47	4:35	5:26	-0:50	6:55	8:08	-1:12	3:47	5:15	-1:28	13:16	16:14	-2:58	18:32	18:42	-0:10	21:00	16:17	4:43	15:16	12:25	2:50
More FM	7:57	8:12	-0:15	6:41	6:53	-0:11	8:40	8:21	0:18	9:55	8:46	1:08	8:19	8:13	0:06	6:44	7:28	-0:43	7:18	8:22	-1:04	6:21	5:59	0:22
Newstalk ZB	14:16	14:06	0:10	6:33	6:33	0:00	7:56	7:40	0:16	7:49	7:07	0:42	8:20	9:11	-0:51	10:06	10:44	-0:38	14:48	15:38	-0:50	7:35	8:38	-1:02
Radio Hauraki	4:07	4:12	-0:04	4:02	4:15	-0:13	3:39	3:50	-0:11	3:45	4:15	-0:29	4:11	4:39	-0:28	4:30	4:08	0:22	4:08	3:22	0:46	3:23	3:56	-0:32
Rhema	1:41	1:27	0:13	*	*	*	1:45	1:15	0:30	1:45	1:15	0:30	1:32	2:00	-0:27	1:36	1:42	-0:06	1:36	1:42	-0:06	*	*	*
Rock	10:13	10:23	-0:10	14:28	14:37	-0:08	14:07	14:23	-0:15	11:02	10:52	0:09	9:42	9:15	0:26	7:29	5:36	1:52	7:04	6:55	0:08	6:21	6:36	-0:15
SENZ Sport	4:56	n.a.	*	*	n.a.	*	*	n.a.	*	6:00	n.a.	*	6:00	n.a.	*	6:00	n.a.	*	3:00	n.a.	*	2:00	n.a.	*
Star	4:03	3:17	0:45	*	*	*	9:45	9:45	0:00	9:45	9:45	0:00	4:19	3:40	0:38	1:52	1:55	-0:02	3:52	1:34	2:18	9:45	9:45	0:00
Te Korimako o Taranaki	5:27	4:32	0:55	1:29	1:42	-0:13	0:57	1:09	-0:11	8:37	13:10	-4:32	6:59	5:58	1:00	5:41	4:18	1:23	6:44	7:08	-0:24	2:34	4:15	-1:40
The Hits	4:55	6:03	-1:07	2:57	2:58	-0:01	3:51	3:51	0:00	4:08	4:04	0:04	5:08	5:57	-0:49	7:14	8:56	-1:41	8:09	8:22	-0:13	4:48	5:44	-0:56
The Sound	11:55	12:51	-0:55	2:45	2:38	0:06	9:35	9:19	0:15	10:04	9:39	0:24	10:22	10:01	0:20	14:09	15:49	-1:39	16:26	19:25	-2:58	11:44	11:08	0:36
ZM	4:32	3:58	0:33	3:47	3:51	-0:03	3:13	2:49	0:24	4:19	3:46	0:32	4:29	3:43	0:46	7:15	5:43	1:32	8:39	6:46	1:53	2:39	1:42	0:57
MediaWorks Combo	14:48	14:31	0:16	13:09	13:22	-0:12	13:57	14:46	-0:49	12:25	12:49	-0:23	12:54	13:21	-0:27	15:33	16:07	-0:34	18:47	18:06	0:41	12:19	12:21	-0:01
NZME Combo	10:05	10:46	-0:40	5:11	5:19	-0:08	5:39	5:31	0:07	6:26	6:36	-0:09	7:19	8:11	-0:52	10:02	10:53	-0:50	12:50	13:51	-1:00	6:00	6:42	-0:41
All Commercial Radio	17:37	17:49	-0:12	13:45	14:10	-0:25	14:12	14:42	-0:30	13:26	13:51	-0:24	15:04	15:43	-0:38	19:16	19:45	-0:28	21:30	21:33	-0:03	13:47	14:13	-0:25
Potential (000)	109.8	109.8	0.0	23.2	23.2	0.0	31.6	31.6	0.0	30.9	30.9	0.0	47.1	47.1	0.0	32.7	32.7	0.0	29.6	29.6	0.0	16.9	17.3	-0.4
Sample	808	801	7	131	125	6	179	164	15	195	188	7	302	290	12	220	225	-5	266	276	-10	129	127	2

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

NZME Combo: Coast, Gold AM (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui

\*Gold AM renamed to Gold Sport from Mon Jun 27 2022



# TARANAKI COMMERCIAL RADIO - SURVEY 3 2022

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

Survey Comparisons: 2/2022 - 3/2022

This Survey Period: Sun Aug 29 to Sat Nov 6 2021 & Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Sep 3 2022

Last Survey Period: Sun Jun 20 to Sat Nov 6 2021 & Sun Jan 30 to Sat Jun 18 2022

	This	Last	+/-
Potential (000)	109.8	109.8	0.0
Sample Size	808	801	7

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

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

NZME Combo: Coast, Gold AM (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui

\*Gold AM renamed to Gold Sport from Mon Jun 27 2022