



TARANAKI COMMERCIAL RADIO - SURVEY 1 2021

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

Survey Comparisons: 4/2020 - 1/2021

This Survey Period: Sun Jan 19 to Sat Mar 28 2020 & Sun Jul 19 to Sat Nov 14 2020 & Sun Jan 31 to Sat Apr 10 2021

Last Survey Period: Sun Aug 25 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020 & Sun July 19 to Sat Nov 14 2020

	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	6.9	7.8	-0.9	9	5.3	4.7	0.6	10.9	10.4	0.5	10.1	10.3	-0.2	9.0	9.1	-0.1	7.0	7.7	-0.7	5.7	8.5	-2.8	10.3	9.6	0.7
Coast	9.7	9.7	0.0	4	0.1	0.2	-0.1	3.6	3.4	0.2	3.9	3.6	0.3	4.8	4.6	0.2	8.6	10.5	-1.9	16.3	16.0	0.3	3.5	3.8	-0.3
Edge	7.1	7.8	-0.7	8	23.8	28.9	-5.1	12.7	15.5	-2.8	9.0	10.0	-1.0	8.5	9.6	-1.1	4.0	4.4	-0.4	1.0	0.7	0.3	10.5	13.5	-3.0
Life FM	1.0	0.9	0.1	12	0.6	0.5	0.1	1.8	2.1	-0.3	1.7	2.0	-0.3	1.3	1.4	-0.1	1.1	0.7	0.4	1.2	0.5	0.7	1.9	1.2	0.7
Magic Music	8.4	7.3	1.1	6	1.4	1.3	0.1	1.3	1.2	0.1	0.7	0.7	0.0	2.0	2.0	0.0	8.8	7.6	1.2	17.2	14.0	3.2	5.7	5.5	0.2
More FM	8.6	9.5	-0.9	5	6.7	6.1	0.6	6.1	5.8	0.3	8.5	8.0	0.5	11.7	10.7	1.0	11.5	11.9	-0.4	6.2	9.9	-3.7	17.0	14.8	2.2
Newstalk ZB	12.1	11.8	0.3	2	2.3	2.0	0.3	3.1	2.8	0.3	3.2	3.1	0.1	5.2	5.6	-0.4	8.8	7.9	0.9	15.6	14.7	0.9	3.8	4.3	-0.5
Radio Hauraki	3.1	3.3	-0.2	10	0.6	0.8	-0.2	7.2	7.9	-0.7	8.2	9.0	-0.8	5.8	6.4	-0.6	1.9	2.0	-0.1	1.4	1.3	0.1	5.7	6.2	-0.5
Rhema	0.5	0.6	-0.1	13	0.1	0.1	0.0	0.1	0.1	0.0	0.3	0.3	0.0	0.6	0.7	-0.1	0.9	1.1	-0.2	0.4	0.5	-0.1	1.4	1.4	0.0
Rock	14.1	12.4	1.7	1	31.0	29.9	1.1	21.7	18.9	2.8	25.6	22.4	3.2	21.1	18.1	3.0	8.4	7.2	1.2	3.1	3.4	-0.3	12.4	10.2	2.2
Star	0.4	0.4	0.0	14	*	*	*	*	*	*	*	*	*	0.1	0.1	0.0	0.5	0.6	-0.1	0.5	0.5	0.0	0.1	0.1	0.0
Te Korimako o Taranaki	0.2	0.3	-0.1	15	*	*	*	0.4	0.5	-0.1	0.4	0.6	-0.2	0.5	0.5	0.0	0.3	0.2	0.1	*	0.2	*	0.7	0.6	0.1
The Hits	8.1	8.7	-0.6	7	16.5	13.7	2.8	9.8	9.5	0.3	7.7	8.5	-0.8	7.0	7.6	-0.6	8.5	10.9	-2.4	8.7	9.6	-0.9	9.3	9.5	-0.2
The Sound	10.5	10.1	0.4	3	2.1	2.5	-0.4	6.9	6.2	0.7	8.2	7.7	0.5	12.6	12.1	0.5	20.8	19.1	1.7	14.7	13.6	1.1	10.5	12.0	-1.5
ZM	3.1	3.1	0.0	10	6.1	5.9	0.2	7.3	8.3	-1.0	7.0	7.4	-0.4	5.1	5.5	-0.4	1.1	1.3	-0.2	0.2	0.2	0.0	2.5	2.9	-0.4
MediaWorks Combo	56.0	55.3	0.7		71.8	74.7	-2.9	60.6	59.0	1.6	62.3	59.6	2.7	65.0	61.9	3.1	61.0	58.3	2.7	48.4	50.6	-2.2	66.8	66.1	0.7
NZME Combo	37.9	38.4	-0.5		26.6	23.6	3.0	33.1	33.6	-0.5	31.4	32.8	-1.4	28.9	30.6	-1.7	29.0	32.8	-3.8	42.6	42.2	0.4	25.1	27.2	-2.1
Potential (000)	108.1	105.2	2.9		22.5	22.1	0.4	31.0	29.4	1.6	30.6	28.9	1.7	46.9	44.6	2.3	32.6	32.1	0.5	29.2	29.1	0.1	17.5	18.1	-0.6
Sample	806	853	-47		123	136	-13	174	197	-23	190	210	-20	330	351	-21	266	271	-5	261	274	-13	144	151	-7

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

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

NZME Combo: Coast or Hokonui (until S4 2020) or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Flava or Hokonui (from S1 2021)

NZME and Partners



TARANAKI COMMERCIAL RADIO - SURVEY 1 2021

Station Share (%) by Daypart, People 10+
Survey Comparisons: 4/2020 - 1/2021

This Survey Period: Sun Jan 19 to Sat Mar 28 2020 & Sun Jul 19 to Sat Nov 14 2020 & Sun Jan 31 to Sat Apr 10 2021
Last Survey Period: Sun Aug 25 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020 & Sun Jul 19 to Sat Nov 14 2020

	This	Last	+/-
Potential (000)	108.1	105.2	2.9
Sample Size	806	853	-47

	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	5.9	7.0	-1.1	9	7.1	7.8	-0.7	7.0	8.1	-1.1	7.1	7.9	-0.8	8.0	7.2	0.8	2.3	2.9	-0.6	7.8	8.5	-0.7
Coast	9.7	9.5	0.2	5	12.0	11.7	0.3	10.3	10.1	0.2	7.6	8.3	-0.7	6.1	6.2	-0.1	1.8	2.1	-0.3	10.3	10.0	0.3
Edge	7.4	7.6	-0.2	7	7.3	8.5	-1.2	7.2	7.7	-0.5	6.3	8.2	-1.9	7.3	8.1	-0.8	7.9	8.2	-0.3	6.8	7.1	-0.3
Life FM	1.0	0.8	0.2	12	1.6	1.1	0.5	0.8	0.8	0.0	1.0	1.1	-0.1	0.9	0.6	0.3	0.2	0.3	-0.1	1.1	0.9	0.2
Magic Music	6.5	6.1	0.4	8	8.5	7.8	0.7	8.8	7.7	1.1	10.2	8.6	1.6	5.5	4.9	0.6	2.3	3.0	-0.7	9.7	7.8	1.9
More FM	10.5	11.1	-0.6	3	7.9	9.4	-1.5	8.0	8.0	0.0	10.2	9.6	0.6	4.5	8.5	-4.0	7.7	10.9	-3.2	8.6	9.9	-1.3
Newstalk ZB	15.5	15.0	0.5	1	8.3	8.3	0.0	8.4	8.3	0.1	8.9	8.5	0.4	28.9	27.4	1.5	29.9	34.8	-4.9	11.8	11.4	0.4
Radio Hauraki	3.0	3.2	-0.2	11	3.4	3.5	-0.1	4.4	4.5	-0.1	2.6	2.8	-0.2	0.9	1.3	-0.4	0.6	0.9	-0.3	2.6	2.7	-0.1
Rhema	0.3	0.3	0.0	14	0.6	0.6	0.0	0.5	0.5	0.0	0.3	0.3	0.0	2.0	2.5	-0.5	*	0.1	*	0.5	0.6	-0.1
Rock	13.0	11.0	2.0	2	16.5	14.3	2.2	16.2	14.4	1.8	15.8	13.3	2.5	6.9	5.5	1.4	8.8	10.1	-1.3	12.7	11.3	1.4
Star	0.4	0.4	0.0	13	0.2	0.2	0.0	0.2	0.2	0.0	0.3	0.3	0.0	0.7	0.8	-0.1	0.9	1.2	-0.3	0.5	0.5	0.0
Te Korimako o Taranaki	0.1	0.1	0.0	15	0.2	0.1	0.1	0.1	0.1	0.0	*	0.1	*	1.4	0.7	0.7	*	*	*	0.4	0.7	-0.3
The Hits	9.9	10.3	-0.4	4	8.2	9.3	-1.1	9.3	10.7	-1.4	7.3	7.5	-0.2	5.3	3.7	1.6	11.0	7.1	3.9	6.2	6.8	-0.6
The Sound	9.2	8.6	0.6	6	10.8	10.0	0.8	10.2	9.5	0.7	12.3	12.3	0.0	6.8	9.5	-2.7	12.7	8.8	3.9	11.3	11.2	0.1
ZM	3.7	3.8	-0.1	10	3.1	2.8	0.3	3.6	3.5	0.1	4.0	4.2	-0.2	0.6	0.9	-0.3	4.8	3.4	1.4	2.3	2.5	-0.2
MediaWorks Combo	52.4	51.5	0.9		58.3	58.0	0.3	57.7	55.8	1.9	63.0	61.0	2.0	40.6	45.1	-4.5	41.6	43.8	-2.2	57.3	56.1	1.2
NZME Combo	43.8	44.0	-0.2		36.5	37.2	-0.7	37.3	38.6	-1.3	32.0	33.0	-1.0	44.3	42.0	2.3	51.3	53.3	-2.0	34.8	35.4	-0.6

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

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

NZME Combo: Coast or Hokonui (until S4 2020) or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Flava or Hokonui (from S1 2021)



TARANAKI COMMERCIAL RADIO - SURVEY 1 2021

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

Survey Comparisons: 4/2020 - 1/2021

This Survey Period: Sun Jan 19 to Sat Mar 28 2020 & Sun Jul 19 to Sat Nov 14 2020 & Sun Jan 31 to Sat Apr 10 2021

Last Survey Period: Sun Aug 25 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020 & Sun July 19 to Sat Nov 14 2020

	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	16.6	15.4	1.2	5	3.1	2.8	0.3	5.3	4.5	0.8	4.7	4.2	0.5	8.0	7.0	1.0	6.4	5.8	0.6	4.7	4.9	-0.2	2.2	2.3	-0.1
Coast	11.8	12.4	-0.6	8	0.4	0.4	0.0	1.1	1.1	0.0	1.3	1.3	0.0	3.3	3.8	-0.5	3.9	5.0	-1.1	5.4	5.8	-0.4	1.6	2.3	-0.7
Edge	20.0	18.6	1.4	3	6.6	6.5	0.1	9.0	8.5	0.5	7.8	7.5	0.3	11.8	11.1	0.7	5.0	4.3	0.7	1.5	1.0	0.5	4.3	4.8	-0.5
Life FM	2.6	2.4	0.2	12	0.4	0.3	0.1	1.2	1.3	-0.1	1.1	1.3	-0.2	1.3	1.4	-0.1	0.6	0.6	0.0	0.7	0.4	0.3	0.6	0.5	0.1
Magic Music	8.6	8.0	0.6	11	0.2	0.1	0.1	0.7	0.6	0.1	0.9	0.8	0.1	2.3	2.2	0.1	3.6	3.3	0.3	4.5	4.4	0.1	1.3	1.3	0.0
More FM	20.9	19.2	1.7	2	4.3	4.0	0.3	5.2	4.2	1.0	5.8	4.9	0.9	11.6	9.5	2.1	7.8	6.9	0.9	3.4	4.3	-0.9	4.1	4.2	-0.1
Newstalk ZB	15.7	15.5	0.2	6	0.8	0.7	0.1	2.0	1.8	0.2	2.3	2.2	0.1	4.5	4.9	-0.4	4.8	5.2	-0.4	6.4	6.5	-0.1	0.9	1.4	-0.5
Radio Hauraki	8.7	7.8	0.9	10	0.8	0.8	0.0	3.6	3.4	0.2	4.8	4.7	0.1	5.3	5.3	0.0	2.8	2.1	0.7	2.5	1.6	0.9	2.5	2.5	0.0
Rhema	2.3	2.8	-0.5	13	0.1	0.1	0.0	0.3	0.4	-0.1	0.5	0.6	-0.1	0.7	0.9	-0.2	1.1	1.4	-0.3	0.9	1.0	-0.1	0.5	0.5	0.0
Rock	22.9	19.9	3.0	1	5.5	4.8	0.7	8.5	7.5	1.0	10.1	8.5	1.6	13.8	11.7	2.1	6.3	5.5	0.8	3.4	3.2	0.2	4.4	4.2	0.2
Star	0.7	0.7	0.0	15	*	*	*	*	*	*	*	*	*	0.2	0.2	0.0	0.5	0.5	0.0	0.3	0.4	-0.1	0.2	0.2	0.0
Te Korimako o Taranaki	2.1	1.8	0.3	14	*	*	*	0.9	0.7	0.2	0.9	0.8	0.1	1.8	1.4	0.4	0.9	0.6	0.3	*	0.2	*	0.6	0.4	0.2
The Hits	19.3	18.0	1.3	4	5.1	4.0	1.1	7.2	6.8	0.4	6.8	6.8	0.0	10.3	10.0	0.3	5.9	5.8	0.1	3.7	3.6	0.1	4.3	4.1	0.2
The Sound	13.6	13.7	-0.1	7	1.0	1.1	-0.1	3.4	3.2	0.2	3.7	3.5	0.2	6.8	6.8	0.0	6.7	6.9	-0.2	5.4	5.5	-0.1	2.1	2.5	-0.4
ZM	9.7	9.5	0.2	9	2.8	2.4	0.4	6.8	6.7	0.1	5.5	5.9	-0.4	6.2	6.6	-0.4	1.1	1.0	0.1	0.5	0.2	0.3	3.0	2.9	0.1
MediaWorks Combo	66.8	64.3	2.5		13.2	12.8	0.4	19.8	19.0	0.8	20.8	19.7	1.1	33.8	31.7	2.1	22.2	21.0	1.2	16.4	16.6	-0.2	11.6	12.3	-0.7
NZME Combo	52.7	51.1	1.6		9.0	7.5	1.5	15.5	14.3	1.2	15.6	15.3	0.3	22.3	22.9	-0.6	14.4	15.2	-0.8	15.3	15.0	0.3	8.8	9.5	-0.7
All Commercial Radio	92.3	89.8	2.5		17.6	16.7	0.9	25.9	24.7	1.2	26.9	26.0	0.9	41.8	40.3	1.5	29.3	28.6	0.7	25.2	25.1	0.1	15.8	16.6	-0.8
Potential (000)	108.1	105.2	2.9		22.5	22.1	0.4	31.0	29.4	1.6	30.6	28.9	1.7	46.9	44.6	2.3	32.6	32.1	0.5	29.2	29.1	0.1	17.5	18.1	-0.6
Sample	806	853	-47		123	136	-13	174	197	-23	190	210	-20	330	351	-21	266	271	-5	261	274	-13	144	151	-7

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

NZME Combo: Coast or Hokonui (until S4 2020) or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Flava or Hokonui (from S1 2021)



TARANAKI COMMERCIAL RADIO - SURVEY 1 2021

Cumulative Audience (000's) by Daypart, People 10+
Survey Comparisons: 4/2020 - 1/2021

This Survey Period: Sun Jan 19 to Sat Mar 28 2020 & Sun Jul 19 to Sat Nov 14 2020 & Sun Jan 31 to Sat Apr 10 2021
Last Survey Period: Sun Aug 25 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020 & Sun July 19 to Sat Nov 14 2020

	This	Last	+/-
Potential (000)	108.1	105.2	2.9
Sample Size	806	853	-47

	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	8.3	8.1	0.2	6	7.5	7.0	0.5	9.4	8.5	0.9	7.7	8.1	-0.4	3.5	3.3	0.2	1.4	1.3	0.1	11.2	11.8	-0.6
Coast	6.3	6.9	-0.6	8	7.4	7.8	-0.4	7.2	7.5	-0.3	4.7	4.9	-0.2	2.5	2.5	0.0	0.8	0.7	0.1	8.3	8.5	-0.2
Edge	10.1	10.9	-0.8	5	7.6	8.6	-1.0	10.8	11.4	-0.6	8.3	9.5	-1.2	3.9	4.1	-0.2	2.4	1.7	0.7	13.1	12.7	0.4
Life FM	1.2	1.1	0.1	12	1.7	1.5	0.2	1.7	1.6	0.1	1.5	1.3	0.2	0.5	0.5	0.0	0.1	0.1	0.0	1.9	1.6	0.3
Magic Music	4.7	4.3	0.4	9	5.4	5.0	0.4	6.8	6.2	0.6	5.5	4.7	0.8	2.0	1.9	0.1	0.7	0.6	0.1	6.4	5.6	0.8
More FM	11.2	10.7	0.5	3	7.9	8.4	-0.5	11.1	10.8	0.3	9.9	9.3	0.6	3.6	3.7	-0.1	2.6	2.1	0.5	12.4	13.1	-0.7
Newstalk ZB	10.6	10.7	-0.1	4	6.8	6.9	-0.1	9.5	9.2	0.3	8.4	8.1	0.3	5.6	5.4	0.2	4.9	4.8	0.1	11.9	11.8	0.1
Radio Hauraki	4.0	4.5	-0.5	11	3.3	3.9	-0.6	4.7	4.9	-0.2	3.4	3.6	-0.2	1.4	1.6	-0.2	0.6	0.7	-0.1	5.4	4.7	0.7
Rhema	0.7	0.7	0.0	13	1.1	1.1	0.0	0.9	1.0	-0.1	0.7	0.7	0.0	0.8	0.9	-0.1	*	0.1	*	1.3	1.6	-0.3
Rock	14.3	12.0	2.3	1	12.5	10.5	2.0	13.6	11.5	2.1	12.8	10.6	2.2	4.2	3.0	1.2	2.8	2.6	0.2	14.8	13.2	1.6
Star	0.5	0.5	0.0	15	0.4	0.5	-0.1	0.3	0.3	0.0	0.3	0.3	0.0	0.4	0.4	0.0	0.2	0.2	0.0	0.6	0.6	0.0
Te Korimako o Taranaki	0.6	0.6	0.0	14	1.0	0.8	0.2	0.9	1.0	-0.1	0.1	0.2	-0.1	0.6	0.4	0.2	*	*	*	1.3	1.2	0.1
The Hits	12.5	11.7	0.8	2	8.8	9.3	-0.5	12.6	11.9	0.7	9.8	9.6	0.2	3.3	3.2	0.1	1.9	1.4	0.5	11.5	11.2	0.3
The Sound	7.0	7.1	-0.1	7	7.5	7.9	-0.4	9.1	9.1	0.0	7.9	8.7	-0.8	1.9	2.5	-0.6	1.4	1.0	0.4	8.6	8.9	-0.3
ZM	4.5	4.7	-0.2	10	4.4	4.3	0.1	5.5	5.4	0.1	4.7	5.4	-0.7	0.4	1.1	-0.7	2.1	1.0	1.1	6.1	6.7	-0.6
MediaWorks Combo	45.1	44.5	0.6		39.3	39.6	-0.3	47.7	45.8	1.9	44.2	43.7	0.5	17.2	17.3	-0.1	9.9	8.5	1.4	51.9	50.8	1.1
NZME Combo	35.4	35.3	0.1		28.2	29.4	-1.2	36.2	35.2	1.0	30.0	30.5	-0.5	13.5	13.6	-0.1	9.9	8.4	1.5	38.4	38.1	0.3
All Commercial Radio	68.1	67.7	0.4		59.8	61.0	-1.2	71.2	70.1	1.1	67.1	67.3	-0.2	31.5	31.3	0.2	17.6	15.1	2.5	78.1	77.3	0.8

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

NZME Combo: Coast or Hokonui (until S4 2020) or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Flava or Hokonui (from S1 2021)



TARANAKI COMMERCIAL RADIO - SURVEY 1 2021

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

Survey Comparisons: 4/2020 - 1/2021

This Survey Period: Sun Jan 19 to Sat Mar 28 2020 & Sun Jul 19 to Sat Nov 14 2020 & Sun Jan 31 to Sat Apr 10 2021

Last Survey Period: Sun Aug 25 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020 & Sun Jul 19 to Sat Nov 14 2020

	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	8:02	9:44	-1:41	4:20	3:48	0:32	10:42	11:10	-0:28	11:24	12:37	-1:12	9:23	10:43	-1:19	6:55	8:50	-1:54	7:31	11:29	-3:58	14:42	13:48	0:53
Coast	15:55	15:04	0:51	0:43	1:06	-0:23	17:22	15:29	1:53	15:59	14:10	1:48	12:08	9:57	2:11	13:51	14:03	-0:12	18:50	18:14	0:35	6:46	5:32	1:13
Edge	6:51	8:04	-1:12	8:59	10:14	-1:15	7:19	8:50	-1:30	6:15	6:50	-0:35	6:00	7:03	-1:02	5:00	6:49	-1:48	4:12	5:07	-0:55	7:32	9:24	-1:52
Life FM	7:35	6:51	0:44	4:08	4:36	-0:27	7:53	8:04	-0:10	8:08	8:08	0:00	8:24	8:15	0:08	10:51	7:56	2:55	10:52	7:30	3:22	10:31	7:37	2:53
Magic Music	18:51	17:44	1:06	18:00	22:02	-4:02	9:28	9:57	-0:29	4:30	4:43	-0:12	6:59	7:28	-0:28	15:05	15:07	-0:02	23:49	21:23	2:26	13:36	14:04	-0:28
More FM	7:55	9:33	-1:37	3:50	3:30	0:19	6:03	6:42	-0:38	7:52	8:21	-0:28	8:27	9:15	-0:48	9:15	11:34	-2:19	11:12	15:21	-4:09	13:05	11:50	1:15
Newstalk ZB	14:53	14:43	0:10	6:58	6:16	0:41	8:06	7:25	0:40	7:32	7:10	0:22	9:47	9:27	0:20	11:25	10:07	1:18	15:12	14:57	0:14	13:30	10:27	3:02
Radio Hauraki	6:46	8:03	-1:17	2:04	2:23	-0:19	10:27	11:19	-0:52	9:11	9:51	-0:40	9:07	9:53	-0:45	4:14	6:33	-2:18	3:26	5:15	-1:48	7:07	8:16	-1:09
Rhema	4:17	4:00	0:17	1:45	1:07	0:37	1:00	1:00	0:00	3:00	2:20	0:40	6:55	5:48	1:06	5:17	5:07	0:09	2:46	2:56	-0:10	8:54	9:00	-0:05
Rock	11:55	12:02	-0:07	13:59	14:18	-0:18	13:15	12:13	1:01	13:39	13:31	0:07	12:47	12:39	0:08	8:24	8:40	-0:16	5:39	6:57	-1:18	8:46	8:11	0:35
Star	10:05	9:52	0:12	*	*	*	*	*	*	*	*	*	2:57	2:46	0:10	6:55	6:58	-0:02	8:47	8:41	0:06	2:57	2:46	0:10
Te Korimako o Taranaki	2:08	3:13	-1:05	*	*	*	2:31	3:30	-0:59	2:31	3:42	-1:11	2:22	3:03	-0:40	2:14	2:08	0:06	*	5:15	*	3:32	4:47	-1:14
The Hits	8:04	9:17	-1:13	8:02	7:54	0:08	7:03	6:47	0:16	6:01	6:22	-0:21	5:41	6:17	-0:36	9:05	12:22	-3:17	14:42	17:55	-3:13	6:43	7:41	-0:58
The Sound	14:55	14:17	0:38	5:13	5:09	0:03	10:28	9:14	1:14	11:54	11:25	0:28	15:27	14:33	0:53	19:18	18:30	0:48	17:01	16:30	0:31	15:31	15:48	-0:16
ZM	6:09	6:21	-0:11	5:21	5:34	-0:12	5:36	6:00	-0:23	6:49	6:27	0:21	6:55	6:48	0:07	5:48	8:28	-2:40	3:08	5:30	-2:21	2:35	3:17	-0:42
MediaWorks Combo	16:11	16:38	-0:27	13:35	13:25	0:10	15:52	15:04	0:47	16:09	15:31	0:38	16:05	16:02	0:03	17:11	18:29	-1:18	18:32	20:12	-1:40	17:56	17:57	-0:01
NZME Combo	13:51	14:31	-0:40	7:22	7:16	0:05	11:02	11:24	-0:21	10:52	10:57	-0:05	10:50	10:57	-0:07	12:36	14:21	-1:44	17:24	18:41	-1:17	8:54	9:35	-0:40
All Commercial Radio	20:55	21:32	-0:37	14:09	13:48	0:20	20:04	19:38	0:26	20:00	19:42	0:17	20:00	20:20	-0:20	21:24	23:17	-1:53	24:51	26:22	-1:30	19:45	20:07	-0:22
Potential (000)	108.1	105.2	2.9	22.5	22.1	0.4	31.0	29.4	1.6	30.6	28.9	1.7	46.9	44.6	2.3	32.6	32.1	0.5	29.2	29.1	0.1	17.5	18.1	-0.6
Sample	806	853	-47	123	136	-13	174	197	-23	190	210	-20	330	351	-21	266	271	-5	261	274	-13	144	151	-7

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

NZME Combo: Coast or Hokonui (until S4 2020) or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Flava or Hokonui (from S1 2021)



TARANAKI COMMERCIAL RADIO - SURVEY 1 2021

Average Time Spent Listening (hh:mm) by Daypart, People 10+
Survey Comparisons: 4/2020 - 1/2021

This Survey Period: Sun Jan 19 to Sat Mar 28 2020 & Sun Jul 19 to Sat Nov 14 2020 & Sun Jan 31 to Sat Apr 10 2021
Last Survey Period: Sun Aug 25 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020 & Sun Jul 19 to Sat Nov 14 2020

	This	Last	+/-
Potential (000)	108.1	105.2	2.9
Sample Size	806	853	-47

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

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

NZME Combo: Coast or Hokonui (until S4 2020) or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Flava or Hokonui (from S1 2021)