



# TAURANGA COMMERCIAL RADIO - SURVEY 1 2021

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

Survey Comparisons: 4/2020 - 1/2021

This Survey Period: Sun Feb 2 to Sat Mar 28 2020 & Sun Jul 19 to Sat Nov 14 2020 & Sun Feb 14 to Sat Apr 10 2021

Last Survey Period: Sun Aug 25 to Sat Nov 2 2019 & Sun Feb 2 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	8.2	-1.3	6	6.3	3.5	2.8		2.2	2.1	0.1		1.9	2.1	-0.2		4.6	5.6	-1.0		9.8	12.7	-2.9		10.5	11.1	-0.6		5.3	7.9	-2.6	
Coast	6.4	7.7	-1.3	8	2.4	1.4	1.0		1.6	2.5	-0.9		1.1	2.3	-1.2		3.0	4.1	-1.1		4.5	6.2	-1.7		9.4	10.9	-1.5		4.3	5.2	-0.9	
Edge	6.9	5.5	1.4	6	13.1	15.2	-2.1		13.6	12.2	1.4		10.9	7.2	3.7		10.7	8.7	2.0		6.5	5.5	1.0		0.5	0.3	0.2		11.5	6.9	4.6	
Gold*	2.1	1.7	0.4	13	0.9	0.9	0.0		0.5	0.5	0.0		1.8	2.6	-0.8		2.4	2.8	-0.4		3.6	2.1	1.5		2.9	1.3	1.6		0.6	0.4	0.2	
Life FM	1.2	0.9	0.3	14	1.6	1.2	0.4		2.1	2.3	-0.2		2.7	3.0	-0.3		2.1	1.8	0.3		1.0	0.3	0.7		0.2	0.2	0.0		2.0	1.9	0.1	
Magic Music & Talk	14.2	15.2	-1.0	1	4.8	3.3	1.5		3.5	3.4	0.1		3.7	3.7	0.0		4.7	4.7	0.0		8.9	10.3	-1.4		23.9	25.8	-1.9		7.7	6.7	1.0	
Mai FM	5.5	5.1	0.4	9	12.1	11.0	1.1		13.6	15.2	-1.6		12.3	13.3	-1.0		8.5	8.0	0.5		2.8	2.6	0.2		0.2	1.6	-1.4		4.8	5.8	-1.0	
Moana Radio	0.4	0.9	-0.5	17	1.1	1.5	-0.4		1.9	3.3	-1.4		1.3	2.5	-1.2		0.7	1.3	-0.6		0.1	0.6	-0.5		*	0.6	*		0.4	0.5	-0.1	
More FM	4.7	4.9	-0.2	11	3.2	4.7	-1.5		3.6	2.1	1.5		5.1	6.2	-1.1		6.4	7.5	-1.1		5.7	6.5	-0.8		4.1	3.1	1.0		9.3	9.6	-0.3	
Newstalk ZB	10.7	10.9	-0.2	2	10.1	10.2	-0.1		3.6	4.3	-0.7		0.9	0.7	0.2		3.6	3.8	-0.2		8.6	9.2	-0.6		17.6	15.3	2.3		2.7	3.3	-0.6	
Radio Hauraki	3.1	3.0	0.1	12	3.1	2.2	0.9		6.7	4.1	2.6		6.5	4.3	2.2		5.1	4.6	0.5		2.8	4.2	-1.4		1.0	2.2	-1.2		1.9	1.5	0.4	
Radio Tainui	*	*	*	*	*	0.2	*		*	*	*		*	*	*		*	*	*		*	*	*		*	*	*		*	*	*	
Rhema	0.8	0.8	0.0	16	0.5	0.3	0.2		0.4	0.4	0.0		0.3	0.3	0.0		0.2	0.2	0.0		0.5	0.5	0.0		1.9	1.9	0.0		2.4	2.9	-0.5	
Rock	10.2	8.3	1.9	3	4.4	9.2	-4.8		18.7	16.4	2.3		19.8	15.3	4.5		17.5	13.0	4.5		12.4	9.3	3.1		4.6	5.3	-0.7		5.9	9.5	-3.6	
Star	0.9	0.4	0.5	15	*	*	*		*	*	*		*	*	*		*	*	*		1.1	0.6	0.5		1.5	0.7	0.8		1.7	0.9	0.8	
The Hits	5.0	4.4	0.6	10	13.9	12.2	1.7		3.6	4.9	-1.3		6.2	7.8	-1.6		4.7	6.2	-1.5		3.2	3.3	-0.1		3.4	1.2	2.2		3.1	2.6	0.5	
The Sound	7.1	7.9	-0.8	5	3.3	2.9	0.4		5.3	4.2	1.1		4.3	3.5	0.8		7.1	7.2	-0.1		13.2	13.5	-0.3		10.0	12.3	-2.3		11.6	9.6	2.0	
ZM	9.6	8.8	0.8	4	18.2	18.1	0.1		16.2	18.4	-2.2		18.3	21.9	-3.6		14.6	15.2	-0.6		7.6	4.9	2.7		1.9	1.1	0.8		22.0	20.9	1.1	
MediaWorks Combo	55.6	55.4	0.2		47.7	50.6	-2.9		61.3	56.7	4.6		58.8	52.1	6.7		60.0	55.2	4.8		59.4	60.6	-1.2		53.9	59.5	-5.6		56.3	56.2	0.1	
NZME Combo	37.0	36.4	0.6		48.9	45.6	3.3		32.6	34.9	-2.3		35.2	39.8	-4.6		33.6	36.6	-3.0		30.3	30.0	0.3		36.1	32.0	4.1		34.6	33.9	0.7	
Potential (000)	186.3	170.5	15.8		36.4	34.8	1.6		53.7	44.9	8.8		52.0	42.4	9.6		79.2	67.9	11.3		53.6	51.4	2.2		50.7	48.7	2.0		36.1	29.2	6.9	
Sample	836	815	21		145	152	-7		209	189	20		215	194	21		340	319	21		245	239	6		270	256	14		166	151	15	

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

NZME and Partners Breeze or Edge or Magic Music & Talk or Mai FM or More FM or Rock or The Sound or internet only listening to George FM

NZME Combo: Coast or Gold (from S3 2020) or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Hokonui or Flava

\*Gold includes a combination of Gold and Mix for Sun Aug 25 to Sat Nov 2 2019 & Sun Feb 2 to Sat Mar 28 2020.



# TAURANGA COMMERCIAL RADIO - SURVEY 1 2021

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

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

	This	Last	+/-
Potential (000)	186.3	170.5	15.8
Sample Size	836	815	21

	Breakfast				Morning			Afternoon			Drive			Night			Mid Dawn			Weekend			
	Mon-Fri 6am-9am		+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	
Breeze	3.8	4.2	-0.4	11	8.0	10.2	-2.2	7.1	10.4	-3.3	8.8	8.3	0.5	2.8	4.4	-1.6	1.8	3.1	-1.3	9.6	9.3	0.3	
Coast	6.0	7.4	-1.4	7	7.5	8.5	-1.0	6.9	8.7	-1.8	6.0	5.8	0.2	3.2	2.4	0.8	2.5	1.2	1.3	7.0	9.2	-2.2	
Edge	6.8	4.9	1.9	6	7.3	6.5	0.8	7.3	6.4	0.9	6.6	5.6	1.0	6.5	6.0	0.5	6.4	2.4	4.0	6.3	4.8	1.5	
Gold*	2.0	1.7	0.3	13	2.6	1.9	0.7	3.1	2.5	0.6	2.7	2.4	0.3	0.2	0.3	-0.1	0.3	0.5	-0.2	1.3	1.0	0.3	
Life FM	1.5	1.3	0.2	14	0.7	0.5	0.2	0.9	0.5	0.4	2.1	1.8	0.3	0.8	0.9	-0.1	1.8	1.7	0.1	1.4	1.0	0.4	
Magic Music & Talk	13.8	14.0	-0.2	2	13.8	16.2	-2.4	13.2	14.0	-0.8	10.5	11.0	-0.5	18.8	18.3	0.5	21.8	22.2	-0.4	15.4	16.8	-1.4	
Mai FM	7.9	7.9	0.0	5	5.0	3.8	1.2	3.8	2.8	1.0	2.9	4.6	-1.7	6.5	5.5	1.0	21.7	20.3	1.4	3.0	3.5	-0.5	
Moana Radio	*	0.4	*	*	0.1	0.5	-0.4	0.6	0.8	-0.2	0.4	1.4	-1.0	*	2.2	*	1.6	1.7	-0.1	0.9	1.4	-0.5	
More FM	4.8	5.3	-0.5	8	3.2	3.3	-0.1	4.9	5.4	-0.5	5.0	5.5	-0.5	2.4	4.5	-2.1	0.8	1.2	-0.4	6.8	5.7	1.1	
Newstalk ZB	14.9	16.9	-2.0	1	6.8	7.3	-0.5	5.9	5.5	0.4	7.9	7.3	0.6	22.5	22.0	0.5	25.5	27.1	-1.6	11.1	10.4	0.7	
Radio Hauraki	3.1	2.6	0.5	12	3.9	3.9	0.0	3.6	3.5	0.1	3.7	3.5	0.2	3.9	2.6	1.3	1.1	0.6	0.5	1.6	2.2	-0.6	
Radio Tainui	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.1	*
Rhema	0.4	0.4	0.0	16	0.1	0.1	0.0	0.3	0.3	0.0	1.3	1.2	0.1	5.3	5.0	0.3	1.3	1.2	0.1	1.1	1.1	0.0	
Rock	10.0	8.1	1.9	4	13.0	9.3	3.7	14.0	11.0	3.0	9.8	9.5	0.3	4.1	5.1	-1.0	5.3	7.9	-2.6	5.8	5.1	0.7	
Star	1.0	0.5	0.5	15	0.4	0.2	0.2	0.5	0.2	0.3	0.5	*	*	1.8	1.1	0.7	0.3	0.1	0.2	1.7	0.8	0.9	
The Hits	4.2	3.9	0.3	10	5.2	5.2	0.0	5.2	4.4	0.8	6.6	5.3	1.3	3.0	3.1	-0.1	0.3	1.2	-0.9	5.8	4.4	1.4	
The Sound	4.6	6.0	-1.4	9	8.9	9.3	-0.4	9.0	10.0	-1.0	8.4	9.5	-1.1	4.5	4.6	-0.1	2.6	1.7	0.9	6.7	7.4	-0.7	
ZM	11.4	9.9	1.5	3	8.7	7.6	1.1	9.9	8.3	1.6	12.2	12.2	0.0	5.0	4.2	0.8	3.3	3.7	-0.4	9.4	9.3	0.1	
MediaWorks Combo	52.0	50.8	1.2		59.2	58.6	0.6	59.6	60.4	-0.8	52.4	54.6	-2.2	45.9	49.1	-3.2	60.3	59.4	0.9	54.0	52.9	1.1	
NZME Combo	41.7	42.4	-0.7		34.6	34.6	0.0	34.6	33.0	1.6	39.5	36.5	3.0	38.8	34.5	4.3	33.7	35.2	-1.5	36.4	36.7	-0.3	

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

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

NZME Combo: Coast or Gold (from S3 2020) or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Hokonui or Flava

\*Gold includes a combination of Gold and Mix for Sun Aug 25 to Sat Nov 2 2019 & Sun Feb 2 to Sat Mar 28 2020.



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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	21.8	19.6	2.2	8	2.8	2.3	0.5	4.2	3.1	1.1	4.2	3.4	0.8	8.7	7.2	1.5	9.9	9.1	0.8	9.0	8.6	0.4	4.1	3.2	0.9
Coast	20.7	23.8	-3.1	9	1.3	0.7	0.6	1.9	2.8	-0.9	2.2	3.5	-1.3	6.6	7.4	-0.8	7.8	9.1	-1.3	8.6	11.0	-2.4	2.4	2.5	-0.1
Edge	29.0	20.8	8.2	3	11.5	9.9	1.6	14.0	10.6	3.4	9.7	5.3	4.4	13.7	8.2	5.5	7.2	5.3	1.9	3.4	2.4	1.0	8.3	5.2	3.1
Gold*	5.2	4.4	0.8	14	1.2	0.9	0.3	0.9	1.1	-0.2	1.1	1.3	-0.2	1.9	2.1	-0.2	2.1	1.7	0.4	2.2	1.3	0.9	1.3	0.7	0.6
Life FM	8.4	6.5	1.9	13	3.0	2.4	0.6	4.0	3.3	0.7	3.1	2.8	0.3	4.6	3.4	1.2	2.2	1.1	1.1	0.8	0.7	0.1	1.9	1.1	0.8
Magic Music & Talk	33.1	32.6	0.5	2	2.0	1.3	0.7	3.3	3.1	0.2	4.6	4.3	0.3	8.9	7.9	1.0	10.0	10.8	-0.8	14.8	16.8	-2.0	4.1	3.3	0.8
Mai FM	15.3	15.0	0.3	11	5.6	5.2	0.4	5.9	7.0	-1.1	7.0	7.2	-0.2	8.8	8.4	0.4	2.3	2.3	0.0	0.9	1.4	-0.5	3.6	3.6	0.0
Moana Radio	2.7	4.1	-1.4	16	0.9	1.2	-0.3	1.6	3.0	-1.4	1.0	2.3	-1.3	1.8	2.3	-0.5	0.8	0.6	0.2	*	0.6	*	0.6	0.4	0.2
More FM	22.7	19.5	3.2	7	5.6	4.6	1.0	7.1	3.9	3.2	7.2	5.0	2.2	12.1	10.3	1.8	8.6	9.0	-0.4	5.1	4.4	0.7	5.8	4.4	1.4
Newstalk ZB	26.6	24.6	2.0	5	3.1	2.5	0.6	3.1	2.3	0.8	2.4	1.9	0.5	6.6	6.1	0.5	11.2	10.4	0.8	12.2	10.5	1.7	2.4	2.6	-0.2
Radio Hauraki	14.3	10.7	3.6	12	2.9	1.7	1.2	6.4	3.6	2.8	6.2	3.6	2.6	7.5	5.9	1.6	3.8	4.3	-0.5	3.1	2.9	0.2	2.1	1.5	0.6
Radio Tainui	0.6	0.6	0.0	18	*	0.3	*	0.3	0.1	0.2	0.3	0.1	0.2	0.3	0.1	0.2	0.3	0.2	0.1	0.3	0.2	0.1	0.3	0.1	0.2
Rhema	2.9	2.5	0.4	15	0.7	0.4	0.3	0.5	0.6	-0.1	0.5	0.6	-0.1	0.5	0.6	-0.1	0.4	0.5	-0.1	1.1	1.3	-0.2	0.6	0.7	-0.1
Rock	26.8	21.4	5.4	4	5.6	4.9	0.7	12.6	10.1	2.5	13.4	9.6	3.8	18.1	13.3	4.8	7.4	6.4	1.0	3.1	3.2	-0.1	5.8	4.5	1.3
Star	2.4	1.5	0.9	17	*	*	*	*	*	*	*	*	*	*	0.2	*	1.4	0.9	0.5	1.8	0.9	0.9	1.0	0.5	0.5
The Hits	15.9	13.4	2.5	10	3.8	3.7	0.1	6.4	5.7	0.7	6.6	5.9	0.7	9.1	7.6	1.5	4.1	3.4	0.7	2.7	1.9	0.8	4.4	3.1	1.3
The Sound	24.6	22.6	2.0	6	4.5	3.5	1.0	4.8	4.1	0.7	3.5	3.1	0.4	9.5	8.4	1.1	14.0	12.0	2.0	10.0	10.2	-0.2	5.1	3.3	1.8
ZM	34.9	29.1	5.8	1	12.9	10.7	2.2	16.2	14.6	1.6	13.3	11.4	1.9	17.8	15.7	2.1	8.1	6.3	1.8	3.8	2.2	1.6	11.2	8.8	2.4
MediaWorks Combo	114.8	104.3	10.5		20.3	19.1	1.2	32.0	27.2	4.8	32.5	25.6	6.9	51.6	42.7	8.9	38.4	36.9	1.5	33.6	33.9	-0.3	22.8	17.5	5.3
NZME Combo	92.7	81.8	10.9		20.0	16.5	3.5	27.2	21.8	5.4	24.4	19.4	5.0	37.5	32.4	5.1	28.1	26.7	1.4	26.0	23.8	2.2	18.0	14.8	3.2
All Commercial Radio	153.0	139.1	13.9		28.7	26.7	2.0	43.1	35.5	7.6	41.9	33.2	8.7	66.6	55.5	11.1	48.8	46.1	2.7	43.9	43.3	0.6	31.2	24.9	6.3
Potential (000)	186.3	170.5	15.8		36.4	34.8	1.6	53.7	44.9	8.8	52.0	42.4	9.6	79.2	67.9	11.3	53.6	51.4	2.2	50.7	48.7	2.0	36.1	29.2	6.9
Sample	836	815	21		145	152	-7	209	189	20	215	194	21	340	319	21	245	239	6	270	256	14	166	151	15

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	This	Last	+/-
Potential (000)	186.3	170.5	15.8
Sample Size	836	815	21

	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	9.2	7.0	2.2	10	8.7	9.2	-0.5	13.8	12.9	0.9	12.6	9.5	3.1	2.4	3.0	-0.6	0.7	1.0	-0.3	14.0	12.5	1.5	
Coast	12.7	14.6	-1.9	6	11.1	12.5	-1.4	12.4	14.7	-2.3	9.8	9.5	0.3	2.5	2.1	0.4	0.9	1.3	-0.4	11.2	13.9	-2.7	
Edge	15.2	10.5	4.7	4	8.4	7.8	0.6	14.4	11.3	3.1	9.7	8.0	1.7	3.8	3.1	0.7	1.7	0.7	1.0	15.3	10.9	4.4	
Gold*	2.4	2.0	0.4	14	1.8	1.4	0.4	3.7	2.3	1.4	2.2	2.2	0.0	0.2	0.4	-0.2	0.1	0.2	-0.1	2.9	2.3	0.6	
Life FM	4.6	3.9	0.7	13	2.3	1.7	0.6	3.8	2.0	1.8	6.4	4.7	1.7	1.0	0.8	0.2	0.7	0.3	0.4	4.1	3.0	1.1	
Magic Music & Talk	18.1	19.7	-1.6	2	18.2	18.5	-0.3	21.7	20.0	1.7	14.4	15.4	-1.0	6.7	7.3	-0.6	5.3	5.1	0.2	19.4	21.7	-2.3	
Mai FM	11.5	11.1	0.4	8	7.8	7.1	0.7	7.2	6.6	0.6	5.3	5.5	-0.2	3.1	3.4	-0.3	3.7	4.1	-0.4	8.5	8.9	-0.4	
Moana Radio	*	1.3	*	*	0.9	2.4	-1.5	1.6	2.7	-1.1	2.2	3.2	-1.0	*	0.9	*	0.8	0.7	0.1	2.2	3.3	-1.1	
More FM	12.4	11.1	1.3	7	6.1	5.8	0.3	9.0	9.8	-0.8	8.1	8.5	-0.4	2.3	2.9	-0.6	1.3	1.3	0.0	12.8	11.1	1.7	
Newstalk ZB	17.8	17.7	0.1	3	10.0	8.8	1.2	10.6	9.0	1.6	8.9	7.6	1.3	5.6	5.8	-0.2	9.2	8.2	1.0	16.4	15.2	1.2	
Radio Hauraki	8.4	5.9	2.5	11	5.9	4.9	1.0	7.0	5.9	1.1	5.4	4.1	1.3	2.7	1.5	1.2	1.4	1.0	0.4	5.2	5.4	-0.2	
Radio Tainui	*	*	*	*	0.6	0.3	0.3	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.3	*
Rhema	0.8	0.9	-0.1	16	0.9	0.8	0.1	1.0	0.8	0.2	1.1	1.0	0.1	1.7	1.5	0.2	0.8	0.6	0.2	1.2	1.3	-0.1	
Rock	14.1	12.0	2.1	5	12.3	9.5	2.8	15.1	12.4	2.7	12.5	10.8	1.7	2.3	3.1	-0.8	4.2	3.9	0.3	12.8	10.2	2.6	
Star	2.2	1.5	0.7	15	0.7	0.4	0.3	0.4	0.2	0.2	0.4	0.2	0.2	0.8	0.7	0.1	1.2	0.5	0.7	2.0	1.1	0.9	
The Hits	7.8	6.8	1.0	12	5.9	5.8	0.1	8.1	5.7	2.4	7.5	6.1	1.4	3.0	2.5	0.5	0.8	1.0	-0.2	10.2	8.7	1.5	
The Sound	10.7	11.9	-1.2	9	9.2	9.5	-0.3	11.8	11.9	-0.1	11.3	10.9	0.4	3.0	2.7	0.3	1.0	0.6	0.4	12.6	11.3	1.3	
ZM	24.5	19.2	5.3	1	17.7	13.0	4.7	19.7	16.4	3.3	14.4	14.9	-0.5	3.5	3.4	0.1	2.9	2.2	0.7	19.4	16.2	3.2	
MediaWorks Combo	74.5	70.4	4.1		60.9	57.4	3.5	75.7	71.9	3.8	62.2	59.5	2.7	23.3	25.5	-2.2	17.7	16.3	1.4	77.2	72.3	4.9	
NZME Combo	63.8	57.3	6.5		47.2	41.2	6.0	56.1	48.5	7.6	44.8	40.2	4.6	17.4	14.1	3.3	13.7	12.8	0.9	57.2	52.5	4.7	
All Commercial Radio	121.9	111.8	10.1		95.1	87.6	7.5	113.7	105.5	8.2	98.0	93.6	4.4	41.0	40.8	0.2	29.9	27.7	2.2	118.1	111.3	6.8	

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

NZME Combo: Coast or Gold (from S3 2020) or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Hokonui or Flava

\*Gold includes a combination of Gold and Mix for Sun Aug 25 to Sat Nov 2 2019 & Sun Feb 2 to Sat Mar 28 2020.



# TAURANGA 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 Feb 2 to Sat Mar 28 2020 & Sun Jul 19 to Sat Nov 14 2020 & Sun Feb 14 to Sat Apr 10 2021

Last Survey Period: Sun Aug 25 to Sat Nov 2 2019 & Sun Feb 2 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	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	7:43	9:44	-2:01	6:21	3:50	2:31	2:52	3:15	-0:22	2:41	3:03	-0:22	6:03	7:31	-1:28	9:29	12:47	-3:17	9:17	11:01	-1:44	5:12	9:06	-3:53
Coast	7:34	7:30	0:03	5:29	4:50	0:38	4:26	4:17	0:08	3:04	3:20	-0:16	5:09	5:20	-0:10	5:29	6:18	-0:49	8:41	8:25	0:16	7:16	7:34	-0:18
Edge	5:47	6:11	-0:23	3:15	3:52	-0:36	5:14	5:31	-0:16	6:33	6:54	-0:20	8:54	10:18	-1:24	8:39	9:32	-0:53	1:12	1:00	0:11	5:41	4:51	0:50
Gold*	10:03	9:15	0:47	2:07	2:34	-0:27	3:09	2:08	1:01	9:46	9:52	-0:06	14:39	12:41	1:57	16:02	11:51	4:11	10:28	8:16	2:11	1:49	1:59	-0:10
Life FM	3:34	3:21	0:13	1:33	1:18	0:14	2:51	3:22	-0:30	5:00	5:17	-0:17	5:06	5:03	0:03	4:10	2:35	1:35	2:10	2:02	0:08	4:25	6:02	-1:37
Magic Music & Talk	10:28	10:54	-0:25	6:59	6:11	0:47	5:46	5:16	0:30	4:44	4:23	0:21	6:00	5:42	0:18	8:32	8:48	-0:16	12:46	13:09	-0:22	7:38	7:22	0:15
Mai FM	8:44	7:58	0:46	6:09	5:17	0:51	12:32	10:19	2:13	10:09	9:21	0:48	11:06	9:16	1:49	11:15	10:04	1:11	1:36	10:14	-8:38	5:31	5:53	-0:22
Moana Radio	4:05	5:16	-1:10	3:27	3:03	0:23	6:14	5:16	0:57	7:31	5:25	2:05	4:24	5:25	-1:01	0:40	9:15	-8:34	*	9:15	*	2:54	4:45	-1:50
More FM	5:02	5:48	-0:46	1:38	2:36	-0:58	2:44	2:31	0:12	4:05	6:16	-2:11	6:02	7:00	-0:57	6:25	6:40	-0:15	6:26	6:03	0:23	6:34	8:04	-1:29
Newstalk ZB	9:47	10:18	-0:30	9:17	10:09	-0:51	6:19	8:55	-2:36	2:13	2:01	0:11	6:16	6:02	0:13	7:21	8:06	-0:44	11:24	12:25	-1:00	4:35	4:41	-0:05
Radio Hauraki	5:16	6:29	-1:12	3:06	3:11	-0:04	5:41	5:22	0:18	6:11	6:01	0:09	7:40	7:35	0:05	6:58	8:49	-1:50	2:26	6:23	-3:57	3:38	3:34	0:03
Radio Tainui	0:15	0:56	-0:41	*	1:45	*	0:15	0:15	0:00	0:15	0:15	0:00	0:15	0:15	0:00	0:15	0:15	0:00	0:15	0:15	0:00	0:15	0:15	0:00
Rhema	6:30	7:36	-1:05	1:52	1:52	0:00	3:33	2:40	0:52	3:33	2:40	0:52	3:33	2:40	0:52	11:29	10:13	1:15	13:56	12:51	1:04	17:49	14:04	3:45
Rock	9:16	9:03	0:12	2:13	4:44	-2:30	7:59	7:45	0:13	8:39	8:04	0:35	10:59	9:26	1:32	16:08	13:15	2:52	11:57	13:56	-1:58	4:08	7:42	-3:33
Star	9:05	6:15	2:50	*	*	*	*	*	*	*	*	*	*	1:00	*	7:18	5:58	1:19	6:22	6:14	0:07	6:45	6:45	0:00
The Hits	7:39	7:37	0:02	10:31	8:20	2:10	3:00	4:06	-1:05	5:24	6:43	-1:19	5:57	7:54	-1:57	7:32	8:56	-1:23	9:47	5:30	4:16	2:51	3:05	-0:13
The Sound	7:04	8:13	-1:08	2:05	2:04	0:00	5:58	4:51	1:06	7:19	5:37	1:42	8:35	8:22	0:13	9:01	10:20	-1:18	7:57	10:20	-2:23	9:21	10:33	-1:11
ZM	6:46	7:01	-0:15	4:02	4:14	-0:11	5:23	6:02	-0:38	8:01	9:44	-1:42	9:22	9:22	0:00	9:00	7:12	1:47	3:55	4:24	-0:28	8:03	8:45	-0:41
MediaWorks Combo	11:51	12:24	-0:33	6:46	6:39	0:06	10:23	9:57	0:25	10:33	10:20	0:13	13:15	12:32	0:42	14:50	15:04	-0:13	12:42	15:01	-2:18	10:06	11:45	-1:38
NZME Combo	9:46	10:24	-0:37	7:00	6:58	0:02	6:29	7:38	-1:08	8:25	10:24	-1:58	10:14	10:58	-0:44	10:19	10:18	0:01	11:00	11:29	-0:29	7:51	8:22	-0:31
All Commercial Radio	16:00	16:47	-0:47	10:00	9:26	0:34	12:34	13:26	-0:52	13:54	15:17	-1:22	17:08	17:27	-0:19	19:37	19:54	-0:16	18:01	19:43	-1:42	13:06	14:45	-1:39
Potential (000)	186.3	170.5	15.8	36.4	34.8	1.6	53.7	44.9	8.8	52.0	42.4	9.6	79.2	67.9	11.3	53.6	51.4	2.2	50.7	48.7	2.0	36.1	29.2	6.9
Sample	836	815	21	145	152	-7	209	189	20	215	194	21	340	319	21	245	239	6	270	256	14	166	151	15

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

NZME Combo: Coast or Gold (from S3 2020) or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Hokonui or Flava

\*Gold includes a combination of Gold and Mix for Sun Aug 25 to Sat Nov 2 2019 & Sun Feb 2 to Sat Mar 28 2020.



# TAURANGA 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 Feb 2 to Sat Mar 28 2020 & Sun Jul 19 to Sat Nov 14 2020 & Sun Feb 14 to Sat Apr 10 2021  
Last Survey Period: Sun Aug 25 to Sat Nov 2 2019 & Sun Feb 2 to Sat Mar 28 2020 & Sun July 19 to Sat Nov 14 2020

	This	Last	+/-
Potential (000)	186.3	170.5	15.8
Sample Size	836	815	21

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

MediaWorks Combo: Breeze or Edge or Magic Music & Talk or Mai FM or More FM or Rock or The Sound or internet only listening to George FM  
NZME Combo: Coast or Gold (from S3 2020) or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Hokonui or Flava

\*Gold includes a combination of Gold and Mix for Sun Aug 25 to Sat Nov 2 2019 & Sun Feb 2 to Sat Mar 28 2020.