



TARANAKI COMMERCIAL RADIO - SURVEY 2 2021

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

Survey Comparisons: 1/2021 - 2/2021

This Survey Period: Sun Jul 19 to Sat Nov 14 2020 & Sun Jan 31 to Sat Jun 19 2021

Last 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

	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	6.1	6.9	-0.8	9	4.5	5.3	-0.8	11.0	10.9	0.1	11.1	10.1	1.0	8.2	9.0	-0.8	5.3	7.0	-1.7	5.3	5.7	-0.4	11.6	10.3	1.3
Coast	8.8	9.7	-0.9	5	1.2	0.1	1.1	4.8	3.6	1.2	5.5	3.9	1.6	6.5	4.8	1.7	10.4	8.6	1.8	12.9	16.3	-3.4	3.3	3.5	-0.2
Edge	6.5	7.1	-0.6	8	20.0	23.8	-3.8	9.2	12.7	-3.5	5.8	9.0	-3.2	7.0	8.5	-1.5	5.6	4.0	1.6	1.7	1.0	0.7	12.3	10.5	1.8
Gold AM	0.6	n.a.	*	13	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	1.6	n.a.	*	1.9	n.a.	*	0.1	n.a.	*
Life FM	1.3	1.0	0.3	12	1.0	0.6	0.4	3.0	1.8	1.2	2.7	1.7	1.0	1.9	1.3	0.6	1.1	1.1	0.0	1.1	1.2	-0.1	2.3	1.9	0.4
Magic Music	10.0	8.4	1.6	4	1.5	1.4	0.1	1.4	1.3	0.1	1.8	0.7	1.1	2.8	2.0	0.8	9.1	8.8	0.3	21.0	17.2	3.8	8.5	5.7	2.8
More FM	8.8	8.6	0.2	5	10.0	6.7	3.3	9.5	6.1	3.4	11.6	8.5	3.1	11.8	11.7	0.1	9.4	11.5	-2.1	5.2	6.2	-1.0	16.2	17.0	-0.8
Newstalk ZB	13.9	12.1	1.8	2	3.7	2.3	1.4	2.7	3.1	-0.4	3.0	3.2	-0.2	5.6	5.2	0.4	8.0	8.8	-0.8	16.8	15.6	1.2	1.9	3.8	-1.9
Radio Hauraki	2.5	3.1	-0.6	11	3.0	0.6	2.4	5.2	7.2	-2.0	5.1	8.2	-3.1	4.3	5.8	-1.5	2.1	1.9	0.2	0.8	1.4	-0.6	5.4	5.7	-0.3
Rhema	0.6	0.5	0.1	13	*	0.1	*	0.1	0.1	0.0	0.2	0.3	-0.1	0.7	0.6	0.1	0.8	0.9	-0.1	0.6	0.4	0.2	1.6	1.4	0.2
Rock	14.0	14.1	-0.1	1	25.1	31.0	-5.9	20.6	21.7	-1.1	25.0	25.6	-0.6	21.4	21.1	0.3	10.5	8.4	2.1	4.1	3.1	1.0	13.2	12.4	0.8
Star	0.2	0.4	-0.2	15	*	*	*	*	*	*	*	*	*	0.1	0.1	0.0	0.1	0.5	-0.4	0.1	0.5	-0.4	0.2	0.1	0.1
Te Korimako o Taranaki	0.2	0.2	0.0	15	*	*	*	*	0.4	*	*	0.4	*	0.3	0.5	-0.2	0.5	0.3	0.2	0.1	*	*	0.2	0.7	-0.5
The Hits	8.6	8.1	0.5	7	18.0	16.5	1.5	11.1	9.8	1.3	9.3	7.7	1.6	8.1	7.0	1.1	8.4	8.5	-0.1	7.7	8.7	-1.0	8.8	9.3	-0.5
The Sound	10.2	10.5	-0.3	3	2.7	2.1	0.6	8.3	6.9	1.4	8.4	8.2	0.2	12.2	12.6	-0.4	19.0	20.8	-1.8	13.9	14.7	-0.8	8.7	10.5	-1.8
ZM	2.6	3.1	-0.5	10	5.2	6.1	-0.9	5.7	7.3	-1.6	4.1	7.0	-2.9	3.9	5.1	-1.2	2.1	1.1	1.0	0.5	0.2	0.3	2.3	2.5	-0.2
MediaWorks Combo	56.1	56.0	0.1		65.6	71.8	-6.2	61.2	60.6	0.6	64.0	62.3	1.7	63.8	65.0	-1.2	59.6	61.0	-1.4	51.5	48.4	3.1	71.0	66.8	4.2
NZME Combo	38.1	37.9	0.2		32.3	26.6	5.7	32.5	33.1	-0.6	29.5	31.4	-1.9	30.2	28.9	1.3	32.6	29.0	3.6	40.8	42.6	-1.8	21.9	25.1	-3.2
Potential (000)	108.1	108.1	0.0		22.5	22.5	0.0	31.6	31.0	0.6	30.6	30.6	0.0	46.9	46.9	0.0	32.6	32.6	0.0	29.2	29.2	0.0	17.7	17.5	0.2
Sample	825	806	19		117	123	-6	142	174	-32	163	190	-27	305	330	-25	287	266	21	299	261	38	140	144	-4

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 Gold AM (from S2 2021) 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 2 2021

Station Share (%) by Daypart, People 10+

Survey Comparisons: 1/2021 - 2/2021

This Survey Period: Sun Jul 19 to Sat Nov 14 2020 & Sun Jan 31 to Sat Jun 19 2021

Last 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

	This	Last	+/-
Potential (000)	108.1	108.1	0.0
Sample Size	825	806	19

	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	5.6	5.9	-0.3	9	5.8	7.1	-1.3	6.9	7.0	-0.1	6.2	7.1	-0.9	6.1	8.0	-1.9	2.8	2.3	0.5	6.2	7.8	-1.6	
Coast	8.2	9.7	-1.5	6	11.1	12.0	-0.9	9.4	10.3	-0.9	7.3	7.6	-0.3	6.7	6.1	0.6	0.5	1.8	-1.3	9.2	10.3	-1.1	
Edge	5.9	7.4	-1.5	8	5.5	7.3	-1.8	5.5	7.2	-1.7	5.8	6.3	-0.5	7.8	7.3	0.5	9.7	7.9	1.8	8.3	6.8	1.5	
Gold AM	0.1	n.a.	*	14	0.8	n.a.	*	0.7	n.a.	*	0.6	n.a.	*	0.8	n.a.	*	*	n.a.	*	0.9	n.a.	*	
Life FM	1.8	1.0	0.8	12	2.3	1.6	0.7	0.9	0.8	0.1	0.7	1.0	-0.3	0.9	0.9	0.0	1.7	0.2	1.5	0.8	1.1	-0.3	
Magic Music	8.7	6.5	2.2	5	10.0	8.5	1.5	10.4	8.8	1.6	12.2	10.2	2.0	6.0	5.5	0.5	0.7	2.3	-1.6	11.8	9.7	2.1	
More FM	10.7	10.5	0.2	3	9.9	7.9	2.0	9.7	8.0	1.7	8.7	10.2	-1.5	3.3	4.5	-1.2	2.9	7.7	-4.8	7.7	8.6	-0.9	
Newstalk ZB	18.1	15.5	2.6	1	8.5	8.3	0.2	9.2	8.4	0.8	11.3	8.9	2.4	31.0	28.9	2.1	38.3	29.9	8.4	13.9	11.8	2.1	
Radio Hauraki	2.1	3.0	-0.9	11	3.1	3.4	-0.3	2.8	4.4	-1.6	2.3	2.6	-0.3	1.2	0.9	0.3	2.4	0.6	1.8	2.5	2.6	-0.1	
Rhema	0.3	0.3	0.0	13	0.7	0.6	0.1	0.7	0.5	0.2	0.5	0.3	0.2	1.0	2.0	-1.0	*	*	*	0.6	0.5	0.1	
Rock	12.7	13.0	-0.3	2	16.9	16.5	0.4	16.2	16.2	0.0	15.9	15.8	0.1	7.1	6.9	0.2	8.4	8.8	-0.4	12.0	12.7	-0.7	
Star	0.1	0.4	-0.3	14	0.2	0.2	0.0	*	0.2	*	*	0.3	*	0.4	0.7	-0.3	0.9	0.9	0.0	0.3	0.5	-0.2	
Te Korimako o Taranaki	*	0.1	*	*	0.1	0.2	-0.1	0.1	0.1	0.0	0.1	*	*	1.3	1.4	-0.1	*	*	*	0.2	0.4	-0.2	
The Hits	10.6	9.9	0.7	4	7.8	8.2	-0.4	9.8	9.3	0.5	8.5	7.3	1.2	6.7	5.3	1.4	10.0	11.0	-1.0	7.1	6.2	0.9	
The Sound	8.2	9.2	-1.0	6	11.1	10.8	0.3	10.6	10.2	0.4	10.4	12.3	-1.9	7.8	6.8	1.0	14.5	12.7	1.8	10.2	11.3	-1.1	
ZM	3.2	3.7	-0.5	10	2.3	3.1	-0.8	2.3	3.6	-1.3	3.5	4.0	-0.5	1.3	0.6	0.7	3.5	4.8	-1.3	2.2	2.3	-0.1	
MediaWorks Combo	51.9	52.4	-0.5		59.3	58.3	1.0	59.9	57.7	2.2	60.2	63.0	-2.8	40.4	40.6	-0.2	39.0	41.6	-2.6	56.8	57.3	-0.5	
NZME Combo	43.7	43.8	-0.1		34.6	36.5	-1.9	35.2	37.3	-2.1	34.6	32.0	2.6	50.0	44.3	5.7	54.8	51.3	3.5	36.5	34.8	1.7	

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

Survey Comparisons: 1/2021 - 2/2021

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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	17.4	16.6	0.8	5	2.3	3.1	-0.8	6.4	5.3	1.1	6.1	4.7	1.4	9.5	8.0	1.5	6.7	6.4	0.3	4.5	4.7	-0.2	3.0	2.2	0.8
Coast	12.7	11.8	0.9	8	0.6	0.4	0.2	1.4	1.1	0.3	2.1	1.3	0.8	4.3	3.3	1.0	5.2	3.9	1.3	5.4	5.4	0.0	1.9	1.6	0.3
Edge	18.0	20.0	-2.0	4	6.1	6.6	-0.5	7.1	9.0	-1.9	5.5	7.8	-2.3	9.8	11.8	-2.0	5.8	5.0	0.8	2.1	1.5	0.6	4.3	4.3	0.0
Gold AM	1.0	n.a.	*	15	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	0.5	n.a.	*	0.8	n.a.	*	0.1	n.a.	*
Life FM	3.3	2.6	0.7	12	0.7	0.4	0.3	2.2	1.2	1.0	1.7	1.1	0.6	1.9	1.3	0.6	0.6	0.6	0.0	0.5	0.7	-0.2	0.7	0.6	0.1
Magic Music	11.4	8.6	2.8	9	0.3	0.2	0.1	0.6	0.7	-0.1	1.0	0.9	0.1	2.6	2.3	0.3	4.1	3.6	0.5	6.6	4.5	2.1	1.5	1.3	0.2
More FM	20.4	20.9	-0.5	3	3.7	4.3	-0.6	6.2	5.2	1.0	7.1	5.8	1.3	11.9	11.6	0.3	7.1	7.8	-0.7	3.4	3.4	0.0	3.8	4.1	-0.3
Newstalk ZB	15.1	15.7	-0.6	6	0.9	0.8	0.1	2.1	2.0	0.1	2.4	2.3	0.1	4.5	4.5	0.0	4.0	4.8	-0.8	5.4	6.4	-1.0	0.8	0.9	-0.1
Radio Hauraki	9.8	8.7	1.1	10	1.9	0.8	1.1	3.7	3.6	0.1	3.8	4.8	-1.0	4.7	5.3	-0.6	3.7	2.8	0.9	3.0	2.5	0.5	2.4	2.5	-0.1
Rhema	1.6	2.3	-0.7	14	0.1	0.1	0.0	0.3	0.3	0.0	0.3	0.5	-0.2	0.7	0.7	0.0	0.7	1.1	-0.4	0.4	0.9	-0.5	0.5	0.5	0.0
Rock	22.8	22.9	-0.1	1	4.6	5.5	-0.9	8.4	8.5	-0.1	10.0	10.1	-0.1	13.7	13.8	-0.1	7.5	6.3	1.2	4.4	3.4	1.0	5.2	4.4	0.8
Star	0.5	0.7	-0.2	16	*	*	*	*	*	*	*	*	*	0.2	0.2	0.0	0.2	0.5	-0.3	0.1	0.3	-0.2	0.2	0.2	0.0
Te Korimako o Taranaki	1.9	2.1	-0.2	13	*	*	*	*	0.9	*	*	0.9	*	1.2	1.8	-0.6	1.4	0.9	0.5	0.2	*	*	0.2	0.6	-0.4
The Hits	22.0	19.3	2.7	2	6.9	5.1	1.8	6.7	7.2	-0.5	6.4	6.8	-0.4	9.6	10.3	-0.7	7.2	5.9	1.3	5.1	3.7	1.4	3.7	4.3	-0.6
The Sound	13.5	13.6	-0.1	7	1.3	1.0	0.3	3.9	3.4	0.5	3.8	3.7	0.1	6.8	6.8	0.0	6.4	6.7	-0.3	5.1	5.4	-0.3	2.9	2.1	0.8
ZM	8.7	9.7	-1.0	11	2.5	2.8	-0.3	6.1	6.8	-0.7	4.4	5.5	-1.1	5.3	6.2	-0.9	1.5	1.1	0.4	0.6	0.5	0.1	2.3	3.0	-0.7
MediaWorks Combo	67.4	66.8	0.6		13.1	13.2	-0.1	20.4	19.8	0.6	20.5	20.8	-0.3	32.6	33.8	-1.2	21.9	22.2	-0.3	17.6	16.4	1.2	12.9	11.6	1.3
NZME Combo	53.2	52.7	0.5		11.3	9.0	2.3	15.4	15.5	-0.1	14.6	15.6	-1.0	22.0	22.3	-0.3	15.0	14.4	0.6	14.1	15.3	-1.2	8.0	8.8	-0.8
All Commercial Radio	92.9	92.3	0.6		19.1	17.6	1.5	27.3	25.9	1.4	27.1	26.9	0.2	41.9	41.8	0.1	28.5	29.3	-0.8	24.3	25.2	-0.9	16.3	15.8	0.5
Potential (000)	108.1	108.1	0.0		22.5	22.5	0.0	31.6	31.0	0.6	30.6	30.6	0.0	46.9	46.9	0.0	32.6	32.6	0.0	29.2	29.2	0.0	17.7	17.5	0.2
Sample	825	806	19		117	123	-6	142	174	-32	163	190	-27	305	330	-25	287	266	21	299	261	38	140	144	-4

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

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	This	Last	+/-
Potential (000)	108.1	108.1	0.0
Sample Size	825	806	19

	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	8.0	8.3	-0.3	6	6.9	7.5	-0.6	10.5	9.4	1.1	7.2	7.7	-0.5	2.5	3.5	-1.0	1.6	1.4	0.2	10.5	11.2	-0.7	
Coast	5.7	6.3	-0.6	9	7.4	7.4	0.0	7.6	7.2	0.4	6.0	4.7	1.3	2.9	2.5	0.4	0.3	0.8	-0.5	8.2	8.3	-0.1	
Edge	8.1	10.1	-2.0	5	5.9	7.6	-1.7	8.9	10.8	-1.9	7.5	8.3	-0.8	3.1	3.9	-0.8	3.7	2.4	1.3	12.1	13.1	-1.0	
Gold AM	0.4	n.a.	*	13	0.3	n.a.	*	0.4	n.a.	*	0.4	n.a.	*	0.3	n.a.	*	0.1	n.a.	*	0.9	n.a.	*	
Life FM	1.4	1.2	0.2	12	2.4	1.7	0.7	2.5	1.7	0.8	1.3	1.5	-0.2	0.8	0.5	0.3	0.2	0.1	0.1	1.8	1.9	-0.1	
Magic Music	6.3	4.7	1.6	8	7.5	5.4	2.1	8.8	6.8	2.0	7.4	5.5	1.9	2.7	2.0	0.7	0.5	0.7	-0.2	8.1	6.4	1.7	
More FM	11.4	11.2	0.2	3	8.8	7.9	0.9	11.3	11.1	0.2	8.8	9.9	-1.1	2.3	3.6	-1.3	2.3	2.6	-0.3	9.7	12.4	-2.7	
Newstalk ZB	11.3	10.6	0.7	4	6.4	6.8	-0.4	9.5	9.5	0.0	8.1	8.4	-0.3	5.9	5.6	0.3	5.5	4.9	0.6	11.7	11.9	-0.2	
Radio Hauraki	3.5	4.0	-0.5	11	4.5	3.3	1.2	4.0	4.7	-0.7	3.6	3.4	0.2	2.0	1.4	0.6	1.8	0.6	1.2	5.4	5.4	0.0	
Rhema	0.4	0.7	-0.3	13	1.1	1.1	0.0	0.6	0.9	-0.3	0.4	0.7	-0.3	0.2	0.8	-0.6	*	*	*	1.1	1.3	-0.2	
Rock	13.6	14.3	-0.7	2	12.1	12.5	-0.4	13.5	13.6	-0.1	11.9	12.8	-0.9	3.9	4.2	-0.3	2.8	2.8	0.0	14.7	14.8	-0.1	
Star	0.3	0.5	-0.2	15	0.4	0.4	0.0	0.1	0.3	-0.2	0.1	0.3	-0.2	0.2	0.4	-0.2	0.2	0.2	0.0	0.4	0.6	-0.2	
Te Korimako o Taranaki	0.1	0.6	-0.5	16	0.7	1.0	-0.3	0.7	0.9	-0.2	0.3	0.1	0.2	0.6	0.6	0.0	*	*	*	0.6	1.3	-0.7	
The Hits	14.0	12.5	1.5	1	10.4	8.8	1.6	14.6	12.6	2.0	11.5	9.8	1.7	3.5	3.3	0.2	1.8	1.9	-0.1	12.1	11.5	0.6	
The Sound	6.8	7.0	-0.2	7	7.9	7.5	0.4	8.9	9.1	-0.2	6.2	7.9	-1.7	2.1	1.9	0.2	1.4	1.4	0.0	8.2	8.6	-0.4	
ZM	4.2	4.5	-0.3	10	3.5	4.4	-0.9	4.9	5.5	-0.6	3.7	4.7	-1.0	0.9	0.4	0.5	2.0	2.1	-0.1	4.2	6.1	-1.9	
MediaWorks Combo	43.9	45.1	-1.2		40.4	39.3	1.1	49.0	47.7	1.3	42.2	44.2	-2.0	15.9	17.2	-1.3	10.1	9.9	0.2	51.0	51.9	-0.9	
NZME Combo	35.6	35.4	0.2		28.6	28.2	0.4	36.8	36.2	0.6	31.8	30.0	1.8	15.3	13.5	1.8	10.8	9.9	0.9	37.8	38.4	-0.6	
All Commercial Radio	67.2	68.1	-0.9		62.7	59.8	2.9	73.6	71.2	2.4	66.2	67.1	-0.9	30.7	31.5	-0.8	18.5	17.6	0.9	77.5	78.1	-0.6	

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 Gold AM (from S2 2021) 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 2 2021

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

Survey Comparisons: 1/2021 - 2/2021

This Survey Period: Sun Jul 19 to Sat Nov 14 2020 & Sun Jan 31 to Sat Jun 19 2021

Last 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

	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	6:29	8:02	-1:32	5:23	4:20	1:02	9:02	10:42	-1:40	9:06	11:24	-2:18	6:46	9:23	-2:37	4:35	6:55	-2:20	7:01	7:31	-0:30	11:46	14:42	-2:55
Coast	12:55	15:55	-2:59	5:21	0:43	4:38	17:59	17:22	0:37	13:00	15:59	-2:58	11:41	12:08	-0:27	11:46	13:51	-2:04	14:14	18:50	-4:36	5:30	6:46	-1:16
Edge	6:40	6:51	-0:11	8:58	8:59	-0:01	6:47	7:19	-0:32	5:20	6:15	-0:54	5:36	6:00	-0:23	5:41	5:00	0:40	4:57	4:12	0:45	8:45	7:32	1:13
Gold AM	11:25	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	19:52	n.a.	*	13:50	n.a.	*	3:00	n.a.	*
Life FM	7:26	7:35	-0:09	3:57	4:08	-0:10	7:08	7:53	-0:44	8:16	8:08	0:07	7:42	8:24	-0:41	10:15	10:51	-0:35	13:40	10:52	2:48	9:38	10:31	-0:52
Magic Music	16:17	18:51	-2:34	15:46	18:00	-2:13	11:20	9:28	1:51	8:49	4:30	4:19	8:21	6:59	1:21	12:57	15:05	-2:07	19:09	23:49	-4:39	16:48	13:36	3:12
More FM	7:59	7:55	0:03	7:22	3:50	3:31	8:00	6:03	1:56	8:17	7:52	0:24	7:44	8:27	-0:42	7:42	9:15	-1:33	9:15	11:12	-1:56	12:58	13:05	-0:07
Newstalk ZB	17:03	14:53	2:09	11:04	6:58	4:06	6:48	8:06	-1:17	6:26	7:32	-1:05	9:49	9:47	0:02	11:48	11:25	0:23	18:36	15:12	3:24	7:14	13:30	-6:15
Radio Hauraki	4:48	6:46	-1:57	4:15	2:04	2:10	7:21	10:27	-3:05	6:45	9:11	-2:25	7:09	9:07	-1:57	3:20	4:14	-0:54	1:32	3:26	-1:54	6:54	7:07	-0:13
Rhema	6:28	4:17	2:11	1:45	1:45	0:00	1:00	1:00	0:00	2:35	3:00	-0:24	7:54	6:55	0:58	7:05	5:17	1:48	8:43	2:46	5:57	9:37	8:54	0:43
Rock	11:26	11:55	-0:29	14:54	13:59	0:54	12:52	13:15	-0:23	12:33	13:39	-1:05	12:16	12:47	-0:31	8:16	8:24	-0:07	5:35	5:39	-0:03	7:47	8:46	-0:59
Star	7:28	10:05	-2:36	*	*	*	*	*	*	*	*	*	2:44	2:57	-0:12	2:44	6:55	-4:11	3:45	8:47	-5:02	2:44	2:57	-0:12
Te Korimako o Taranaki	1:38	2:08	-0:30	*	*	*	*	2:31	*	*	2:31	*	2:01	2:22	-0:21	2:00	2:14	-0:14	1:54	*	*	4:56	3:32	1:23
The Hits	7:18	8:04	-0:45	7:07	8:02	-0:55	8:45	7:03	1:41	7:17	6:01	1:16	6:37	5:41	0:55	6:51	9:05	-2:14	9:03	14:42	-5:38	7:11	6:43	0:28
The Sound	13:59	14:55	-0:55	5:49	5:13	0:36	11:01	10:28	0:33	11:15	11:54	-0:38	14:03	15:27	-1:23	17:23	19:18	-1:54	16:21	17:01	-0:40	9:03	15:31	-6:28
ZM	5:28	6:09	-0:41	5:34	5:21	0:13	4:50	5:36	-0:46	4:38	6:49	-2:10	5:41	6:55	-1:13	8:17	5:48	2:29	4:34	3:08	1:26	3:03	2:35	0:28
MediaWorks Combo	15:27	16:11	-0:43	13:41	13:35	0:05	15:42	15:52	-0:09	15:41	16:09	-0:28	15:19	16:05	-0:46	15:57	17:11	-1:13	17:36	18:32	-0:55	16:46	17:56	-1:09
NZME Combo	13:17	13:51	-0:33	7:49	7:22	0:26	11:05	11:02	0:02	10:13	10:52	-0:39	10:44	10:50	-0:05	12:45	12:36	0:09	17:21	17:24	-0:02	8:22	8:54	-0:31
All Commercial Radio	19:59	20:55	-0:55	14:17	14:09	0:08	19:11	20:04	-0:53	18:36	20:00	-1:23	18:41	20:00	-1:19	20:38	21:24	-0:45	24:41	24:51	-0:10	18:44	19:45	-1:01
Potential (000)	108.1	108.1	0.0	22.5	22.5	0.0	31.6	31.0	0.6	30.6	30.6	0.0	46.9	46.9	0.0	32.6	32.6	0.0	29.2	29.2	0.0	17.7	17.5	0.2
Sample	825	806	19	117	123	-6	142	174	-32	163	190	-27	305	330	-25	287	266	21	299	261	38	140	144	-4

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 Gold AM (from S2 2021) 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 2 2021

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

Survey Comparisons: 1/2021 - 2/2021

This Survey Period: Sun Jul 19 to Sat Nov 14 2020 & Sun Jan 31 to Sat Jun 19 2021

Last 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

	This	Last	+/-
Potential (000)	108.1	108.1	0.0
Sample Size	825	806	19

	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	2:08	2:13	-0:04	3:01	3:18	-0:16	2:47	3:11	-0:23	1:40	1:57	-0:17	2:19	2:24	-0:05	1:04	0:57	0:06	2:25	3:11	-0:45
Coast	4:29	4:49	-0:20	5:18	5:42	-0:23	5:14	6:13	-0:58	2:23	3:26	-1:03	2:14	2:30	-0:15	0:55	1:21	-0:26	4:38	5:42	-1:03
Edge	2:15	2:18	-0:02	3:19	3:21	-0:02	2:36	2:53	-0:16	1:31	1:36	-0:05	2:24	1:59	0:25	1:33	1:52	-0:18	2:51	2:23	0:27
Gold AM	1:08	n.a.	*	8:53	n.a.	*	7:14	n.a.	*	2:33	n.a.	*	2:57	n.a.	*	0:15	n.a.	*	4:03	n.a.	*
Life FM	4:00	2:31	1:28	3:25	3:07	0:17	1:35	1:54	-0:19	1:08	1:29	-0:21	1:04	1:42	-0:37	6:00	1:00	5:00	2:00	2:38	-0:38
Magic Music	4:15	4:21	-0:06	4:45	5:29	-0:44	5:00	5:32	-0:31	3:14	3:59	-0:45	2:09	2:48	-0:39	0:54	1:51	-0:57	6:01	6:56	-0:55
More FM	2:54	2:56	-0:01	3:58	3:29	0:29	3:37	3:06	0:31	1:55	2:11	-0:16	1:22	1:18	0:03	0:44	1:40	-0:56	3:17	3:13	0:04
Newstalk ZB	4:57	4:35	0:21	4:42	4:13	0:28	4:05	3:47	0:18	2:43	2:14	0:29	5:05	5:25	-0:19	4:06	3:29	0:37	4:54	4:34	0:19
Radio Hauraki	1:53	2:21	-0:28	2:29	3:39	-1:09	2:58	3:58	-1:00	1:13	1:38	-0:24	0:34	0:43	-0:09	0:48	0:35	0:12	1:55	2:13	-0:18
Rhema	2:09	1:11	0:58	2:11	1:45	0:26	4:40	2:11	2:28	2:32	0:51	1:40	5:37	2:40	2:57	*	*	*	2:14	1:56	0:17
Rock	2:52	2:51	0:00	4:57	4:38	0:19	5:05	5:06	-0:00	2:37	2:37	-0:00	1:45	1:42	0:02	1:47	1:46	0:00	3:22	3:58	-0:35
Star	0:57	2:42	-1:44	2:08	1:57	0:10	1:45	2:34	-0:49	0:30	2:08	-1:38	2:01	2:00	0:01	2:52	3:05	-0:13	3:44	3:40	0:03
Te Korimako o Taranaki	2:15	0:30	1:44	0:33	0:34	-0:01	0:33	0:25	0:07	0:47	1:15	-0:27	2:05	2:24	-0:19	*	*	*	1:18	1:25	-0:06
The Hits	2:20	2:29	-0:09	2:38	3:14	-0:36	2:51	3:10	-0:18	1:27	1:34	-0:07	1:50	1:42	0:07	3:15	3:15	-0:00	2:26	2:30	-0:03
The Sound	3:44	4:07	-0:22	5:00	5:01	-0:00	5:04	4:50	0:14	3:15	3:18	-0:02	3:34	3:42	-0:08	6:12	5:09	1:02	5:10	6:04	-0:54
ZM	2:21	2:33	-0:11	2:21	2:24	-0:03	2:01	2:49	-0:48	1:50	1:50	-0:00	1:24	1:24	0:00	1:01	1:17	-0:16	2:11	1:41	0:30
MediaWorks Combo	3:39	3:39	0:00	5:12	5:10	0:02	5:11	5:12	-0:00	2:47	3:01	-0:13	2:27	2:28	-0:01	2:17	2:24	-0:07	4:37	5:05	-0:27
NZME Combo	3:47	3:53	-0:05	4:18	4:31	-0:13	4:03	4:27	-0:23	2:07	2:16	-0:08	3:08	3:26	-0:18	3:00	2:58	0:02	4:01	4:10	-0:09
All Commercial Radio	4:35	4:37	-0:01	5:40	5:50	-0:09	5:46	6:03	-0:17	2:57	3:10	-0:12	3:08	3:19	-0:11	3:12	3:14	-0:02	5:21	5:53	-0:32

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 Gold AM (from S2 2021) or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Flava or Hokonui (from S1 2021)