



TARANAKI COMMERCIAL RADIO - SURVEY 3 2021

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

Survey Comparisons: 2/2021 - 3/2021

This Survey Period: Sun Sept 13 to Sat Nov 14 2020 & Sun Jan 31 to Sat Aug 28 2021

Last Survey Period: Sun Jul 19 to Sat Nov 14 2020 & Sun Jan 31 to Sat Jun 19 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	6.8	6.1	0.7	9	3.1	4.5	-1.4	12.3	11.0	1.3	12.9	11.1	1.8	9.3	8.2	1.1	6.0	5.3	0.7	7.1	5.3	1.8	10.3	11.6	-1.3
Coast	6.9	8.8	-1.9	8	2.0	1.2	0.8	2.3	4.8	-2.5	4.1	5.5	-1.4	4.8	6.5	-1.7	8.5	10.4	-1.9	10.9	12.9	-2.0	3.0	3.3	-0.3
Edge	10.5	6.5	4.0	3	36.6	20.0	16.6	19.9	9.2	10.7	8.1	5.8	2.3	8.3	7.0	1.3	6.2	5.6	0.6	2.5	1.7	0.8	28.8	12.3	16.5
Gold AM	0.3	0.6	-0.3	15	*	*	*	*	*	*	*	*	*	*	*	*	0.5	1.6	-1.1	0.9	1.9	-1.0	0.1	0.1	0.0
Life FM	1.1	1.3	-0.2	12	0.3	1.0	-0.7	2.2	3.0	-0.8	2.3	2.7	-0.4	1.7	1.9	-0.2	1.1	1.1	0.0	1.1	1.1	0.0	1.1	2.3	-1.2
Magic Music	7.8	10.0	-2.2	7	0.7	1.5	-0.8	0.5	1.4	-0.9	1.5	1.8	-0.3	3.9	2.8	1.1	8.3	9.1	-0.8	15.5	21.0	-5.5	4.8	8.5	-3.7
More FM	8.9	8.8	0.1	6	12.0	10.0	2.0	10.2	9.5	0.7	11.2	11.6	-0.4	11.0	11.8	-0.8	9.2	9.4	-0.2	5.8	5.2	0.6	13.6	16.2	-2.6
Newstalk ZB	14.7	13.9	0.8	1	3.1	3.7	-0.6	2.6	2.7	-0.1	4.3	3.0	1.3	6.0	5.6	0.4	8.1	8.0	0.1	19.1	16.8	2.3	1.4	1.9	-0.5
Radio Hauraki	2.0	2.5	-0.5	11	2.1	3.0	-0.9	2.6	5.2	-2.6	3.4	5.1	-1.7	3.3	4.3	-1.0	2.1	2.1	0.0	0.7	0.8	-0.1	1.6	5.4	-3.8
Rhema	0.4	0.6	-0.2	14	0.1	*	*	*	0.1	*	0.2	0.2	0.0	0.1	0.7	-0.6	0.1	0.8	-0.7	0.9	0.6	0.3	0.3	1.6	-1.3
Rock	13.0	14.0	-1.0	2	19.9	25.1	-5.2	20.8	20.6	0.2	23.6	25.0	-1.4	19.5	21.4	-1.9	8.7	10.5	-1.8	3.8	4.1	-0.3	10.1	13.2	-3.1
Star	0.1	0.2	-0.1	16	*	*	*	*	*	*	*	*	*	*	0.1	*	*	0.1	*	0.1	0.1	0.0	0.1	0.2	-0.1
Te Kōwhiri o Taranaki	0.6	0.2	0.4	13	0.4	*	*	*	*	*	1.5	*	*	1.2	0.3	0.9	0.5	0.5	0.0	0.1	0.1	0.0	0.3	0.2	0.1
The Hits	9.1	8.6	0.5	5	8.3	18.0	-9.7	8.0	11.1	-3.1	10.0	9.3	0.7	10.8	8.1	2.7	11.2	8.4	2.8	8.6	7.7	0.9	9.3	8.8	0.5
The Sound	10.4	10.2	0.2	4	2.2	2.7	-0.5	7.4	8.3	-0.9	8.1	8.4	-0.3	11.9	12.2	-0.3	21.1	19.0	2.1	15.9	13.9	2.0	9.3	8.7	0.6
ZM	2.4	2.6	-0.2	10	5.4	5.2	0.2	4.2	5.7	-1.5	2.8	4.1	-1.3	3.2	3.9	-0.7	2.2	2.1	0.1	0.4	0.5	-0.1	1.7	2.3	-0.6
MediaWorks Combo	57.9	56.1	1.8		76.6	65.6	11.0	72.5	61.2	11.3	65.8	64.0	1.8	64.4	63.8	0.6	59.8	59.6	0.2	50.6	51.5	-0.9	77.4	71.0	6.4
NZME Combo	36.4	38.1	-1.7		21.9	32.3	-10.4	22.6	32.5	-9.9	27.3	29.5	-2.2	29.8	30.2	-0.4	32.7	32.6	0.1	40.7	40.8	-0.1	17.1	21.9	-4.8
Potential (000)	108.1	108.1	0.0		22.5	22.5	0.0	32.4	31.6	0.8	30.6	30.6	0.0	46.9	46.9	0.0	32.6	32.6	0.0	29.2	29.2	0.0	17.6	17.7	-0.1
Sample	809	825	-16		119	117	2	158	142	16	175	163	12	288	305	-17	261	287	-26	298	299	-1	130	140	-10

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 3 2021

Station Share (%) by Daypart, People 10+

Survey Comparisons: 2/2021 - 3/2021

This Survey Period: Sun Sept 13 to Sat Nov 14 2020 & Sun Jan 31 to Sat Aug 28 2021

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

	This	Last	+/-
Potential (000)	108.1	108.1	0.0
Sample Size	809	825	-16

	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	6.0	5.6	0.4	8	6.6	5.8	0.8	7.3	6.9	0.4	6.8	6.2	0.6	6.0	6.1	-0.1	3.7	2.8	0.9	7.8	6.2	1.6
Coast	5.5	8.2	-2.7	9	7.6	11.1	-3.5	6.5	9.4	-2.9	7.5	7.3	0.2	7.3	6.7	0.6	3.4	0.5	2.9	7.8	9.2	-1.4
Edge	6.4	5.9	0.5	7	11.1	5.5	5.6	10.8	5.5	5.3	7.0	5.8	1.2	10.5	7.8	2.7	10.8	9.7	1.1	13.9	8.3	5.6
Gold AM	0.1	0.1	0.0	14	0.4	0.8	-0.4	0.1	0.7	-0.6	0.2	0.6	-0.4	0.7	0.8	-0.1	*	*	*	0.5	0.9	-0.4
Life FM	1.7	1.8	-0.1	12	2.0	2.3	-0.3	0.9	0.9	0.0	0.3	0.7	-0.4	0.8	0.9	-0.1	1.8	1.7	0.1	0.6	0.8	-0.2
Magic Music	6.7	8.7	-2.0	6	8.1	10.0	-1.9	9.0	10.4	-1.4	8.4	12.2	-3.8	4.5	6.0	-1.5	0.4	0.7	-0.3	8.7	11.8	-3.1
More FM	12.2	10.7	1.5	2	9.5	9.9	-0.4	9.5	9.7	-0.2	8.7	8.7	0.0	2.7	3.3	-0.6	5.8	2.9	2.9	7.5	7.7	-0.2
Newstalk ZB	22.5	18.1	4.4	1	8.8	8.5	0.3	8.7	9.2	-0.5	12.3	11.3	1.0	28.5	31.0	-2.5	37.4	38.3	-0.9	14.3	13.9	0.4
Radio Hauraki	1.9	2.1	-0.2	11	2.5	3.1	-0.6	3.0	2.8	0.2	1.9	2.3	-0.4	0.7	1.2	-0.5	2.2	2.4	-0.2	1.1	2.5	-1.4
Rhema	*	0.3	*	*	0.4	0.7	-0.3	0.4	0.7	-0.3	0.6	0.5	0.1	1.2	1.0	0.2	*	*	*	0.4	0.6	-0.2
Rock	10.8	12.7	-1.9	3	15.5	16.9	-1.4	15.0	16.2	-1.2	15.0	15.9	-0.9	8.7	7.1	1.6	7.4	8.4	-1.0	11.3	12.0	-0.7
Star	0.1	0.1	0.0	14	0.2	0.2	0.0	*	*	*	*	*	*	0.1	0.4	-0.3	*	0.9	*	0.1	0.3	-0.2
Te Korimako o Taranaki	0.2	*	*	13	0.5	0.1	0.4	1.2	0.1	1.1	1.4	0.1	1.3	1.2	1.3	-0.1	*	*	*	0.2	0.2	0.0
The Hits	9.2	10.6	-1.4	4	9.1	7.8	1.3	9.8	9.8	0.0	10.7	8.5	2.2	8.1	6.7	1.4	14.4	10.0	4.4	7.2	7.1	0.1
The Sound	9.2	8.2	1.0	4	10.9	11.1	-0.2	11.5	10.6	0.9	9.1	10.4	-1.3	9.0	7.8	1.2	5.7	14.5	-8.8	11.4	10.2	1.2
ZM	3.3	3.2	0.1	10	2.2	2.3	-0.1	1.9	2.3	-0.4	4.1	3.5	0.6	1.7	1.3	0.4	2.8	3.5	-0.7	1.9	2.2	-0.3
MediaWorks Combo	51.7	51.9	-0.2		61.9	59.3	2.6	63.8	59.9	3.9	56.0	60.2	-4.2	43.2	40.4	2.8	33.9	39.0	-5.1	61.1	56.8	4.3
NZME Combo	43.5	43.7	-0.2		31.6	34.6	-3.0	31.1	35.2	-4.1	37.8	34.6	3.2	48.9	50.0	-1.1	60.2	54.8	5.4	33.3	36.5	-3.2

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

Survey Comparisons: 2/2021 - 3/2021

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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	15.2	17.4	-2.2	5	1.4	2.3	-0.9	5.1	6.4	-1.3	5.0	6.1	-1.1	8.4	9.5	-1.1	7.0	6.7	0.3	5.0	4.5	0.5	2.7	3.0	-0.3
Coast	10.3	12.7	-2.4	9	0.8	0.6	0.2	0.8	1.4	-0.6	1.3	2.1	-0.8	2.8	4.3	-1.5	4.1	5.2	-1.1	4.6	5.4	-0.8	1.3	1.9	-0.6
Edge	19.4	18.0	1.4	4	7.6	6.1	1.5	8.8	7.1	1.7	5.8	5.5	0.3	9.7	9.8	-0.1	5.3	5.8	-0.5	2.1	2.1	0.0	5.3	4.3	1.0
Gold AM	0.9	1.0	-0.1	15	*	*	*	*	*	*	*	*	*	*	*	*	0.4	0.5	-0.1	0.7	0.8	-0.1	0.1	0.1	0.0
Life FM	2.4	3.3	-0.9	13	0.3	0.7	-0.4	1.6	2.2	-0.6	1.3	1.7	-0.4	1.7	1.9	-0.2	0.7	0.6	0.1	0.4	0.5	-0.1	0.3	0.7	-0.4
Magic Music	11.4	11.4	0.0	8	0.3	0.3	0.0	0.3	0.6	-0.3	0.8	1.0	-0.2	2.4	2.6	-0.2	3.7	4.1	-0.4	5.8	6.6	-0.8	1.2	1.5	-0.3
More FM	19.7	20.4	-0.7	3	4.3	3.7	0.6	6.2	6.2	0.0	6.8	7.1	-0.3	11.9	11.9	0.0	7.2	7.1	0.1	2.7	3.4	-0.7	3.9	3.8	0.1
Newstalk ZB	15.1	15.1	0.0	6	0.9	0.9	0.0	1.9	2.1	-0.2	2.7	2.4	0.3	4.3	4.5	-0.2	3.7	4.0	-0.3	5.1	5.4	-0.3	0.5	0.8	-0.3
Radio Hauraki	9.2	9.8	-0.6	10	1.8	1.9	-0.1	2.5	3.7	-1.2	3.3	3.8	-0.5	4.7	4.7	0.0	3.8	3.7	0.1	2.7	3.0	-0.3	1.6	2.4	-0.8
Rhema	1.2	1.6	-0.4	14	0.1	0.1	0.0	0.2	0.3	-0.1	0.3	0.3	0.0	0.5	0.7	-0.2	0.5	0.7	-0.2	0.5	0.4	0.1	0.4	0.5	-0.1
Rock	21.7	22.8	-1.1	1	4.9	4.6	0.3	9.0	8.4	0.6	10.1	10.0	0.1	13.1	13.7	-0.6	6.2	7.5	-1.3	3.7	4.4	-0.7	4.2	5.2	-1.0
Star	0.4	0.5	-0.1	16	*	*	*	*	*	*	*	*	*	0.1	0.2	-0.1	0.1	0.2	-0.1	0.2	0.1	0.1	0.1	0.2	-0.1
Te Korimako o Taranaki	2.5	1.9	0.6	12	0.7	*	*	0.2	*	*	0.3	*	*	1.2	1.2	0.0	1.2	1.4	-0.2	0.2	0.2	0.0	0.2	0.2	0.0
The Hits	21.7	22.0	-0.3	1	5.3	6.9	-1.6	7.9	6.7	1.2	7.7	6.4	1.3	11.3	9.6	1.7	6.6	7.2	-0.6	4.5	5.1	-0.6	4.0	3.7	0.3
The Sound	13.1	13.5	-0.4	7	1.3	1.3	0.0	4.0	3.9	0.1	4.0	3.8	0.2	6.8	6.8	0.0	6.1	6.4	-0.3	4.9	5.1	-0.2	3.2	2.9	0.3
ZM	7.2	8.7	-1.5	11	2.7	2.5	0.2	4.6	6.1	-1.5	3.1	4.4	-1.3	4.0	5.3	-1.3	1.3	1.5	-0.2	0.4	0.6	-0.2	1.4	2.3	-0.9
MediaWorks Combo	66.6	67.4	-0.8		13.6	13.1	0.5	20.7	20.4	0.3	20.0	20.5	-0.5	31.6	32.6	-1.0	21.5	21.9	-0.4	17.0	17.6	-0.6	13.5	12.9	0.6
NZME Combo	50.1	53.2	-3.1		9.4	11.3	-1.9	14.7	15.4	-0.7	14.9	14.6	0.3	22.0	22.0	0.0	13.9	15.0	-1.1	12.7	14.1	-1.4	7.5	8.0	-0.5
All Commercial Radio	89.6	92.9	-3.3		17.8	19.1	-1.3	26.9	27.3	-0.4	26.0	27.1	-1.1	40.8	41.9	-1.1	28.3	28.5	-0.2	23.8	24.3	-0.5	16.2	16.3	-0.1
Potential (000)	108.1	108.1	0.0		22.5	22.5	0.0	32.4	31.6	0.8	30.6	30.6	0.0	46.9	46.9	0.0	32.6	32.6	0.0	29.2	29.2	0.0	17.6	17.7	-0.1
Sample	809	825	-16		119	117	2	158	142	16	175	163	12	288	305	-17	261	287	-26	298	299	-1	130	140	-10

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

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This Survey Period: Sun Sept 13 to Sat Nov 14 2020 & Sun Jan 31 to Sat Aug 28 2021

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	This	Last	+/-
Potential (000)	108.1	108.1	0.0
Sample Size	809	825	-16

	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	6.8	8.0	-1.2	6	6.2	6.9	-0.7		9.2	10.5	-1.3		6.6	7.2	-0.6		2.3	2.5	-0.2		1.6	1.6	0.0		8.6	10.5	-1.9	
Coast	4.2	5.7	-1.5	9	5.5	7.4	-1.9		5.8	7.6	-1.8		5.7	6.0	-0.3		2.9	2.9	0.0		0.8	0.3	0.5		6.6	8.2	-1.6	
Edge	8.6	8.1	0.5	5	8.0	5.9	2.1		11.3	8.9	2.4		9.3	7.5	1.8		5.1	3.1	2.0		3.6	3.7	-0.1		14.0	12.1	1.9	
Gold AM	0.3	0.4	-0.1	14	0.3	0.3	0.0		0.2	0.4	-0.2		0.3	0.4	-0.1		0.2	0.3	-0.1		0.1	0.1	0.0		0.7	0.9	-0.2	
Life FM	0.9	1.4	-0.5	12	1.8	2.4	-0.6		1.8	2.5	-0.7		0.6	1.3	-0.7		0.6	0.8	-0.2		0.2	0.2	0.0		1.1	1.8	-0.7	
Magic Music	5.4	6.3	-0.9	8	6.6	7.5	-0.9		8.9	8.8	0.1		5.8	7.4	-1.6		2.5	2.7	-0.2		0.3	0.5	-0.2		7.0	8.1	-1.1	
More FM	12.1	11.4	0.7	1	8.1	8.8	-0.7		10.1	11.3	-1.2		8.9	8.8	0.1		2.2	2.3	-0.1		3.3	2.3	1.0		9.6	9.7	-0.1	
Newstalk ZB	12.0	11.3	0.7	2	6.8	6.4	0.4		8.3	9.5	-1.2		7.2	8.1	-0.9		6.6	5.9	0.7		5.3	5.5	-0.2		12.2	11.7	0.5	
Radio Hauraki	3.4	3.5	-0.1	11	3.9	4.5	-0.6		4.0	4.0	0.0		3.2	3.6	-0.4		1.5	2.0	-0.5		1.5	1.8	-0.3		4.6	5.4	-0.8	
Rhema	0.1	0.4	-0.3	16	0.6	1.1	-0.5		0.5	0.6	-0.1		0.2	0.4	-0.2		0.2	0.2	0.0		*	*	*		1.1	1.1	0.0	
Rock	11.0	13.6	-2.6	4	11.1	12.1	-1.0		13.2	13.5	-0.3		11.5	11.9	-0.4		6.0	3.9	2.1		2.4	2.8	-0.4		15.2	14.7	0.5	
Star	0.3	0.3	0.0	14	0.2	0.4	-0.2		0.1	0.1	0.0		*	0.1	*		0.1	0.2	-0.1		*	0.2	*		0.4	0.4	0.0	
Te Korimako o Taranaki	0.6	0.1	0.5	13	1.0	0.7	0.3		0.8	0.7	0.1		1.1	0.3	0.8		0.6	0.6	0.0		*	*	*		1.1	0.6	0.5	
The Hits	11.7	14.0	-2.3	3	10.0	10.4	-0.4		14.3	14.6	-0.3		11.6	11.5	0.1		5.1	3.5	1.6		2.7	1.8	0.9		11.3	12.1	-0.8	
The Sound	6.6	6.8	-0.2	7	7.0	7.9	-0.9		8.0	8.9	-0.9		6.2	6.2	0.0		2.1	2.1	0.0		1.0	1.4	-0.4		8.0	8.2	-0.2	
ZM	3.5	4.2	-0.7	10	2.7	3.5	-0.8		3.9	4.9	-1.0		3.2	3.7	-0.5		1.3	0.9	0.4		1.7	2.0	-0.3		3.7	4.2	-0.5	
MediaWorks Combo	42.1	43.9	-1.8		39.8	40.4	-0.6		48.6	49.0	-0.4		41.0	42.2	-1.2		17.1	15.9	1.2		9.9	10.1	-0.2		50.2	51.0	-0.8	
NZME Combo	31.7	35.6	-3.9		26.6	28.6	-2.0		32.7	36.8	-4.1		30.1	31.8	-1.7		17.6	15.3	2.3		11.2	10.8	0.4		35.1	37.8	-2.7	
All Commercial Radio	63.9	67.2	-3.3		60.5	62.7	-2.2		71.4	73.6	-2.2		63.5	66.2	-2.7		32.4	30.7	1.7		18.6	18.5	0.1		74.2	77.5	-3.3	

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 3 2021

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

Survey Comparisons: 2/2021 - 3/2021

This Survey Period: Sun Sept 13 to Sat Nov 14 2020 & Sun Jan 31 to Sat Aug 28 2021

Last Survey Period: Sun Jul 19 to Sat Nov 14 2020 & Sun Jan 31 to Sat Jun 19 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	7:50	6:29	1:20	6:26	5:23	1:03	12:49	9:02	3:46	12:43	9:06	3:37	8:30	6:46	1:44	4:36	4:35	0:01	7:21	7:01	0:19	11:52	11:46	0:06
Coast	11:39	12:55	-1:16	7:04	5:21	1:42	15:44	17:59	-2:14	15:10	13:00	2:09	13:07	11:41	1:26	11:10	11:46	-0:36	12:09	14:14	-2:05	7:09	5:30	1:39
Edge	9:25	6:40	2:45	13:54	8:58	4:55	12:02	6:47	5:15	6:55	5:20	1:34	6:38	5:36	1:01	6:19	5:41	0:37	6:02	4:57	1:04	17:01	8:45	8:15
Gold AM	5:34	11:25	-5:50	*	*	*	*	*	*	*	*	*	*	*	*	6:08	19:52	-13:43	6:14	13:50	-7:35	3:00	3:00	0:00
Life FM	8:02	7:26	0:36	3:15	3:57	-0:42	7:26	7:08	0:17	8:34	8:16	0:17	7:32	7:42	-0:10	8:46	10:15	-1:28	13:30	13:40	-0:10	10:10	9:38	0:31
Magic Music	11:55	16:17	-4:21	6:33	15:46	-9:12	9:18	11:20	-2:01	9:00	8:49	0:10	12:20	8:21	3:58	12:17	12:57	-0:40	13:41	19:09	-5:28	12:20	16:48	-4:28
More FM	7:50	7:59	-0:08	8:01	7:22	0:39	8:50	8:00	0:49	8:09	8:17	-0:07	7:03	7:44	-0:40	6:58	7:42	-0:43	11:02	9:15	1:47	10:52	12:58	-2:06
Newstalk ZB	16:58	17:03	-0:05	9:25	11:04	-1:39	7:20	6:48	0:31	7:48	6:26	1:21	10:42	9:49	0:52	11:42	11:48	-0:06	18:57	18:36	0:21	9:13	7:14	1:58
Radio Hauraki	3:48	4:48	-0:59	3:28	4:15	-0:46	5:31	7:21	-1:50	5:04	6:45	-1:41	5:23	7:09	-1:46	2:57	3:20	-0:22	1:17	1:32	-0:14	3:03	6:54	-3:50
Rhema	5:40	6:28	-0:47	1:45	1:45	0:00	1:00	1:00	0:00	2:44	2:35	0:09	2:01	7:54	-5:53	0:40	7:05	-6:25	8:38	8:43	-0:05	2:03	9:37	-7:34
Rock	10:26	11:26	-0:59	11:47	14:54	-3:07	12:16	12:52	-0:35	11:38	12:33	-0:54	11:26	12:16	-0:49	7:35	8:16	-0:40	5:10	5:35	-0:24	7:31	7:47	-0:16
Star	4:08	7:28	-3:20	*	*	*	*	*	*	*	*	*	4:00	2:44	1:15	4:00	2:44	1:15	2:42	3:45	-1:02	4:00	2:44	1:15
Te Korimako o Taranaki	4:34	1:38	2:56	1:42	*	*	0:15	*	*	26:00	*	*	7:41	2:01	5:40	2:07	2:00	0:07	1:42	1:54	-0:12	5:19	4:56	0:23
The Hits	7:21	7:18	0:02	4:34	7:07	-2:33	5:26	8:45	-3:18	6:26	7:17	-0:51	7:19	6:37	0:42	9:14	6:51	2:23	9:41	9:03	0:37	7:11	7:11	-0:00
The Sound	13:54	13:59	-0:05	4:53	5:49	-0:55	9:53	11:01	-1:08	10:04	11:15	-1:11	13:35	14:03	-0:28	18:52	17:23	1:28	16:42	16:21	0:20	9:09	9:03	0:05
ZM	5:54	5:28	0:26	5:54	5:34	0:19	4:52	4:50	0:01	4:29	4:38	-0:08	6:03	5:41	0:21	9:25	8:17	1:08	5:01	4:34	0:26	3:51	3:03	0:47
MediaWorks Combo	15:11	15:27	-0:16	16:19	13:41	2:38	18:41	15:42	2:59	16:18	15:41	0:36	15:37	15:19	0:18	15:02	15:57	-0:55	15:10	17:36	-2:26	17:58	16:46	1:11
NZME Combo	12:41	13:17	-0:36	6:47	7:49	-1:02	8:11	11:05	-2:53	9:04	10:13	-1:09	10:24	10:44	-0:19	12:41	12:45	-0:04	16:23	17:21	-0:57	7:07	8:22	-1:15
All Commercial Radio	19:29	19:59	-0:30	16:18	14:17	2:00	19:49	19:11	0:38	19:06	18:36	0:29	18:49	18:41	0:08	19:07	20:38	-1:30	21:27	24:41	-3:13	19:19	18:44	0:35
Potential (000)	108.1	108.1	0.0	22.5	22.5	0.0	32.4	31.6	0.8	30.6	30.6	0.0	46.9	46.9	0.0	32.6	32.6	0.0	29.2	29.2	0.0	17.6	17.7	-0.1
Sample	809	825	-16	119	117	2	158	142	16	175	163	12	288	305	-17	261	287	-26	298	299	-1	130	140	-10

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 3 2021

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

Survey Comparisons: 2/2021 - 3/2021

This Survey Period: Sun Sept 13 to Sat Nov 14 2020 & Sun Jan 31 to Sat Aug 28 2021

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

	This	Last	+/-
Potential (000)	108.1	108.1	0.0
Sample Size	809	825	-16

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

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)