



# TAURANGA 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 Feb 14 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	6.9	6.3	0.6	7	6.9	7.8	-0.9	2.4	2.0	0.4	2.5	2.0	0.5	4.9	4.8	0.1	9.0	9.6	-0.6	10.8	10.4	0.4	3.5	3.8	-0.3	
Coast	5.0	6.2	-1.2	10	1.3	2.1	-0.8	0.4	1.1	-0.7	0.5	1.1	-0.6	1.8	2.5	-0.7	4.3	5.0	-0.7	8.1	10.7	-2.6	4.0	5.1	-1.1	
Edge	5.3	6.4	-1.1	8	13.7	10.0	3.7	9.2	10.6	-1.4	8.6	9.3	-0.7	7.2	10.3	-3.1	4.0	7.2	-3.2	1.2	0.6	0.6	12.9	12.4	0.5	
Gold	3.4	3.3	0.1	12	0.4	1.2	-0.8	0.5	0.5	0.0	5.7	3.8	1.9	6.4	5.3	1.1	5.5	5.8	-0.3	1.8	2.0	-0.2	6.5	5.3	1.2	
Gold AM	0.4	0.4	0.0	18	0.1	*	*	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	0.5	0.4	0.1	1.1	1.1	0.0	0.1	0.1	0.0	
Life FM	1.2	1.1	0.1	14	1.3	1.6	-0.3	1.2	0.9	0.3	2.8	1.8	1.0	2.0	1.6	0.4	0.9	1.2	-0.3	0.5	0.5	0.0	2.5	2.1	0.4	
Magic Music & Talk	13.7	13.0	0.7	1	4.4	4.5	-0.1	1.5	2.6	-1.1	1.7	2.5	-0.8	2.7	3.7	-1.0	9.2	10.3	-1.1	20.5	20.8	-0.3	4.7	5.0	-0.3	
Mai FM	7.0	5.5	1.5	6	18.0	9.3	8.7	16.2	13.1	3.1	14.6	12.4	2.2	10.4	9.0	1.4	3.2	2.9	0.3	0.3	0.4	-0.1	2.8	4.1	-1.3	
Moana Radio	0.8	0.7	0.1	15	1.4	1.1	0.3	2.5	1.9	0.6	1.8	1.3	0.5	1.5	1.2	0.3	0.7	0.7	0.0	*	*	*	0.5	0.4	0.1	
More FM	5.1	4.9	0.2	9	4.5	2.6	1.9	6.7	5.4	1.3	6.1	6.8	-0.7	7.0	6.6	0.4	5.3	4.5	0.8	4.5	4.8	-0.3	6.5	6.5	0.0	
Newstalk ZB	12.9	10.9	2.0	2	5.3	5.5	-0.2	3.3	3.3	0.0	3.0	2.7	0.3	4.2	4.9	-0.7	10.2	9.7	0.5	21.5	17.6	3.9	7.8	4.0	3.8	
Radio Hauraki	1.7	2.5	-0.8	13	3.1	2.7	0.4	5.1	5.6	-0.5	4.3	4.7	-0.4	2.8	4.4	-1.6	0.9	2.6	-1.7	0.3	0.4	-0.1	1.4	1.5	-0.1	
Rhema	0.7	0.8	-0.1	16	0.6	0.7	-0.1	0.6	0.5	0.1	0.6	0.5	0.1	0.4	0.3	0.1	0.6	0.6	0.0	1.4	1.8	-0.4	1.6	1.5	0.1	
Rock	10.4	10.0	0.4	3	11.9	12.9	-1.0	20.8	21.0	-0.2	18.9	16.8	2.1	17.4	14.8	2.6	12.2	10.5	1.7	4.2	4.3	-0.1	3.7	4.9	-1.2	
Star	0.7	0.8	-0.1	16	*	*	*	*	*	*	*	*	*	*	*	*	0.5	0.6	-0.1	0.7	0.9	-0.2	*	0.7	*	
Tainui Live	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
The Hits	3.6	5.6	-2.0	11	2.8	11.1	-8.3	4.1	3.7	0.4	3.8	6.2	-2.4	4.9	5.7	-0.8	3.9	4.5	-0.6	3.2	4.5	-1.3	5.0	4.6	0.4	
The Sound	7.9	6.9	1.0	5	2.2	2.3	-0.1	3.3	4.6	-1.3	5.3	4.4	0.9	7.1	5.9	1.2	14.5	11.5	3.0	13.8	12.4	1.4	14.6	9.2	5.4	
ZM	9.5	11.3	-1.8	4	19.9	22.8	-2.9	19.9	20.9	-1.0	16.6	21.0	-4.4	15.0	16.5	-1.5	7.8	7.3	0.5	1.1	1.7	-0.6	16.2	26.2	-10.0	
MediaWorks Combo	56.6	53.3	3.3		63.4	50.9	12.5	60.9	60.2	0.7	57.9	54.6	3.3	56.9	55.3	1.6	57.6	56.7	0.9	55.3	53.7	1.6	48.8	46.0	2.8	
NZME Combo	36.6	40.4	-3.8		33.0	45.6	-12.6	33.5	35.4	-1.9	34.3	40.0	-5.7	35.4	39.4	-4.0	33.0	35.4	-2.4	37.2	38.1	-0.9	41.0	46.8	-5.8	
Potential (000)	186.3	186.3	0.0		36.4	36.4	0.0	52.5	52.2	0.3	52.0	52.0	0.0	79.2	79.2	0.0	53.6	53.6	0.0	50.7	50.7	0.0	32.8	37.1	-4.3	
Sample	832	870	-38		144	151	-7	202	220	-18	203	223	-20	321	350	-29	252	259	-7	297	305	-8	151	175	-24	

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



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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 Feb 14 to Sat Jun 19 2021

	This	Last	+/-
Potential (000)	186.3	186.3	0.0
Sample Size	832	870	-38

	Breakfast				Morning			Afternoon			Drive				Night			Mid Dawn			Weekend		
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	
Breeze	5.5	4.6	0.9	8	7.3	6.5	0.8	6.3	5.6	0.7	9.6	9.8	-0.2	6.3	4.8	1.5	1.0	1.7	-0.7	8.6	8.1	0.5	
Coast	3.5	5.1	-1.6	10	5.2	7.1	-1.9	5.2	6.3	-1.1	4.6	5.5	-0.9	2.4	3.8	-1.4	3.4	3.7	-0.3	6.9	7.8	-0.9	
Edge	5.9	6.8	-0.9	7	5.5	7.4	-1.9	6.4	7.9	-1.5	5.5	4.5	1.0	2.1	2.6	-0.5	5.6	5.2	0.4	3.7	5.1	-1.4	
Gold	2.6	2.5	0.1	12	3.6	3.4	0.2	3.6	3.3	0.3	4.2	4.1	0.1	6.6	7.5	-0.9	0.6	0.5	0.1	3.5	3.3	0.2	
Gold AM	0.6	0.6	0.0	16	0.4	0.4	0.0	0.4	0.3	0.1	0.1	0.1	0.0	0.1	0.1	0.0	*	*	*	0.4	0.4	0.0	
Life FM	1.3	1.3	0.0	14	1.0	1.0	0.0	1.2	1.0	0.2	1.5	1.5	0.0	0.7	0.7	0.0	0.1	0.1	0.0	1.3	1.4	-0.1	
Magic Music & Talk	14.3	13.7	0.6	2	13.6	11.6	2.0	11.4	11.0	0.4	9.0	8.5	0.5	19.1	19.4	-0.3	17.0	22.0	-5.0	16.6	15.0	1.6	
Mai FM	9.1	6.9	2.2	5	6.3	5.6	0.7	5.8	4.3	1.5	4.7	3.8	0.9	2.6	3.5	-0.9	27.8	25.6	2.2	4.3	2.8	1.5	
Moana Radio	0.3	0.4	-0.1	18	0.4	0.3	0.1	1.4	1.2	0.2	0.6	0.5	0.1	*	*	*	2.2	2.0	0.2	1.2	0.9	0.3	
More FM	3.7	3.7	0.0	9	3.6	3.0	0.6	4.5	4.0	0.5	5.2	5.1	0.1	4.9	3.7	1.2	1.8	1.9	-0.1	9.1	9.8	-0.7	
Newstalk ZB	18.3	17.2	1.1	1	10.7	8.8	1.9	7.6	7.1	0.5	10.8	8.2	2.6	24.2	19.0	5.2	27.8	20.9	6.9	11.0	9.0	2.0	
Radio Hauraki	1.4	2.3	-0.9	13	1.3	3.0	-1.7	1.9	2.9	-1.0	2.4	3.0	-0.6	3.0	3.8	-0.8	1.1	0.9	0.2	1.7	1.8	-0.1	
Rhema	0.4	0.4	0.0	17	0.3	0.2	0.1	0.5	0.5	0.0	0.8	0.9	-0.1	4.0	5.7	-1.7	1.0	1.2	-0.2	0.8	0.9	-0.1	
Rock	10.3	9.7	0.6	4	13.4	12.3	1.1	14.7	13.7	1.0	10.2	10.3	-0.1	5.2	5.2	0.0	3.3	3.2	0.1	5.6	5.9	-0.3	
Star	1.0	0.9	0.1	15	0.4	0.4	0.0	0.7	0.6	0.1	0.8	0.8	0.0	0.9	1.1	-0.2	0.1	0.3	-0.2	0.8	1.3	-0.5	
Tainui Live	*	*	*	*	*	*	*	*	*	*	0.1	*	*	*	*	*	*	*	*	*	*	*	
The Hits	3.2	4.7	-1.5	11	4.5	6.9	-2.4	3.6	5.8	-2.2	4.1	7.4	-3.3	1.6	2.1	-0.5	1.2	1.8	-0.6	3.9	5.5	-1.6	
The Sound	6.0	4.8	1.2	6	9.0	7.2	1.8	10.6	8.8	1.8	8.1	8.3	-0.2	2.8	3.4	-0.6	1.3	3.8	-2.5	8.3	7.2	1.1	
ZM	11.1	13.0	-1.9	3	8.8	11.1	-2.3	10.5	12.2	-1.7	13.8	14.0	-0.2	5.5	5.7	-0.2	3.6	4.0	-0.4	7.6	10.1	-2.5	
MediaWorks Combo	54.8	50.3	4.5		59.1	54.0	5.1	60.2	55.8	4.4	52.5	50.5	2.0	43.2	43.2	0.0	57.7	63.5	-5.8	56.5	54.2	2.3	
NZME Combo	40.5	45.4	-4.9		34.6	40.7	-6.1	32.8	37.9	-5.1	40.3	42.6	-2.3	44.2	43.2	1.0	38.2	32.4	5.8	35.1	37.8	-2.7	

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

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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	24.2	22.1	2.1	5	2.4	2.3	0.1	4.4	4.5	-0.1	5.3	5.2	0.1	9.9	9.5	0.4	10.6	9.8	0.8	10.5	9.6	0.9	3.7	3.7	0.0
Coast	17.2	20.0	-2.8	10	1.3	1.6	-0.3	1.9	2.2	-0.3	2.0	2.7	-0.7	5.1	5.6	-0.5	6.5	6.4	0.1	7.3	8.7	-1.4	1.8	2.2	-0.4
Edge	28.0	27.2	0.8	3	12.2	11.0	1.2	12.9	13.0	-0.1	9.4	9.6	-0.2	13.1	13.7	-0.6	6.1	6.3	-0.2	2.7	2.3	0.4	6.9	8.6	-1.7
Gold	6.2	6.1	0.1	13	0.9	1.4	-0.5	0.6	0.5	0.1	1.1	0.7	0.4	3.2	2.8	0.4	3.7	3.7	0.0	1.8	1.9	-0.1	1.5	1.6	-0.1
Gold AM	2.4	1.6	0.8	17	0.3	*	*	*	*	*	0.6	0.5	0.1	1.0	0.8	0.2	1.2	0.9	0.3	1.1	0.8	0.3	0.6	0.5	0.1
Life FM	5.9	6.3	-0.4	14	1.4	1.3	0.1	2.1	2.2	-0.1	2.9	2.7	0.2	3.6	4.0	-0.4	1.4	2.0	-0.6	1.0	1.0	0.0	1.8	2.0	-0.2
Magic Music & Talk	29.7	31.2	-1.5	2	2.3	1.4	0.9	2.2	3.1	-0.9	2.7	3.5	-0.8	6.1	7.3	-1.2	9.5	10.0	-0.5	13.4	13.8	-0.4	2.7	3.2	-0.5
Mai FM	16.6	14.2	2.4	11	8.4	4.8	3.6	7.0	4.9	2.1	5.3	6.6	-1.3	7.3	8.5	-1.2	2.9	2.6	0.3	0.9	0.8	0.1	2.4	3.7	-1.3
Moana Radio	5.0	3.9	1.1	15	1.7	1.0	0.7	2.6	1.8	0.8	1.2	0.8	0.4	3.3	2.9	0.4	2.1	2.1	0.0	*	*	*	0.9	0.6	0.3
More FM	22.9	22.4	0.5	6	4.2	4.9	-0.7	8.2	7.4	0.8	9.1	9.0	0.1	14.5	13.7	0.8	7.2	6.0	1.2	3.7	3.2	0.5	5.0	4.9	0.1
Newstalk ZB	25.2	25.4	-0.2	4	1.9	1.4	0.5	1.9	2.2	-0.3	2.1	3.1	-1.0	5.4	7.0	-1.6	9.6	10.5	-0.9	11.7	11.6	0.1	2.7	2.7	0.0
Radio Hauraki	10.0	11.6	-1.6	12	2.7	2.5	0.2	5.0	5.4	-0.4	4.3	4.9	-0.6	5.7	7.3	-1.6	2.5	3.6	-1.1	1.1	1.3	-0.2	2.1	2.4	-0.3
Rhema	2.8	3.6	-0.8	16	1.0	1.1	-0.1	0.8	0.7	0.1	0.8	0.7	0.1	1.0	0.7	0.3	0.8	0.4	0.4	0.8	0.9	-0.1	0.3	0.3	0.0
Rock	22.9	23.9	-1.0	6	4.6	5.0	-0.4	10.6	11.8	-1.2	11.8	11.9	-0.1	16.2	16.2	0.0	5.9	6.1	-0.2	1.7	2.3	-0.6	4.2	5.5	-1.3
Star	0.9	1.3	-0.4	19	*	*	*	*	*	*	*	*	*	*	*	*	0.3	0.7	-0.4	0.6	1.1	-0.5	*	0.5	*
Tainui Live	1.1	0.8	0.3	18	0.3	*	*	*	*	*	*	*	*	*	*	*	0.8	0.8	0.0	0.8	0.8	0.0	*	*	*
The Hits	18.5	17.3	1.2	9	4.7	2.7	2.0	7.0	6.1	0.9	5.8	6.9	-1.1	10.1	10.1	0.0	5.7	5.3	0.4	3.0	3.2	-0.2	4.5	4.4	0.1
The Sound	22.7	20.7	2.0	8	5.0	3.2	1.8	4.2	4.1	0.1	3.4	3.6	-0.2	9.2	9.3	-0.1	11.9	11.1	0.8	7.9	7.6	0.3	4.3	4.8	-0.5
ZM	32.9	34.7	-1.8	1	12.9	12.8	0.1	17.0	17.7	-0.7	13.1	14.7	-1.6	17.6	18.6	-1.0	6.1	6.4	-0.3	2.2	3.0	-0.8	8.1	11.6	-3.5
MediaWorks Combo	111.8	111.2	0.6		23.4	19.5	3.9	29.5	30.4	-0.9	28.9	32.2	-3.3	47.9	51.5	-3.6	36.1	35.4	0.7	30.5	29.9	0.6	19.4	22.2	-2.8
NZME Combo	88.4	91.6	-3.2		19.7	19.8	-0.1	26.5	27.0	-0.5	23.4	25.0	-1.6	37.4	38.1	-0.7	25.7	26.7	-1.0	21.6	23.9	-2.3	15.7	18.7	-3.0
All Commercial Radio	151.1	151.8	-0.7		28.6	27.5	1.1	39.6	41.2	-1.6	40.0	42.1	-2.1	65.2	67.1	-1.9	48.1	47.6	0.5	41.7	42.1	-0.4	27.6	31.3	-3.7
Potential (000)	186.3	186.3	0.0		36.4	36.4	0.0	52.5	52.2	0.3	52.0	52.0	0.0	79.2	79.2	0.0	53.6	53.6	0.0	50.7	50.7	0.0	32.8	37.1	-4.3
Sample	832	870	-38		144	151	-7	202	220	-18	203	223	-20	321	350	-29	252	259	-7	297	305	-8	151	175	-24

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Potential (000)	186.3	186.3	0.0
Sample Size	832	870	-38

	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	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-			
Breeze	10.6	10.0	0.6	8	8.2	8.0	0.2	12.7	12.7	0.0	11.9	11.9	0.0	3.9	3.3	0.6	0.3	0.7	-0.4	13.7	13.0	0.7						
Coast	7.1	10.4	-3.3	11	7.5	10.3	-2.8	10.0	12.2	-2.2	6.7	8.6	-1.9	1.9	3.0	-1.1	0.9	1.2	-0.3	9.4	10.9	-1.5						
Edge	14.4	13.4	1.0	4	8.8	8.6	0.2	15.7	15.1	0.6	10.7	8.1	2.6	2.8	2.7	0.1	2.5	2.2	0.3	12.7	13.8	-1.1						
Gold	2.8	2.7	0.1	14	3.2	3.1	0.1	3.7	3.9	-0.2	3.4	3.3	0.1	0.8	1.0	-0.2	0.2	0.2	0.0	3.3	3.7	-0.4						
Gold AM	0.5	0.5	0.0	18	1.3	1.1	0.2	1.0	0.8	0.2	0.4	0.2	0.2	0.1	0.1	0.0	0.2	0.2	0.0	1.0	0.5	0.5						
Life FM	3.8	4.4	-0.6	13	2.2	2.7	-0.5	3.4	4.1	-0.7	3.5	4.1	-0.6	1.6	1.6	0.0	0.2	0.2	0.0	3.5	3.9	-0.4						
Magic Music & Talk	16.4	16.4	0.0	3	17.1	16.3	0.8	16.8	19.4	-2.6	12.3	12.2	0.1	6.2	6.1	0.1	3.7	5.1	-1.4	17.1	18.3	-1.2						
Mai FM	13.1	10.3	2.8	5	8.5	8.6	-0.1	11.0	9.0	2.0	7.9	6.2	1.7	1.7	2.2	-0.5	3.8	3.2	0.6	10.1	7.6	2.5						
Moana Radio	1.3	1.2	0.1	15	2.2	1.6	0.6	3.7	3.0	0.7	3.0	2.4	0.6	*	*	*	1.0	0.8	0.2	3.0	2.1	0.9						
More FM	10.8	9.7	1.1	7	6.9	6.3	0.6	7.8	6.8	1.0	8.2	7.2	1.0	2.3	2.8	-0.5	2.0	2.0	0.0	12.8	13.5	-0.7						
Newstalk ZB	18.6	18.0	0.6	2	14.6	11.7	2.9	10.1	12.7	-2.6	10.0	9.3	0.7	6.3	6.2	0.1	6.7	6.5	0.2	16.3	16.8	-0.5						
Radio Hauraki	4.3	6.6	-2.3	12	2.6	3.7	-1.1	4.7	6.4	-1.7	3.8	4.1	-0.3	1.7	2.4	-0.7	0.8	0.6	0.2	4.7	4.6	0.1						
Rhema	0.9	0.9	0.0	16	1.6	1.4	0.2	1.8	1.6	0.2	0.9	0.9	0.0	0.9	1.9	-1.0	0.6	0.7	-0.1	0.8	0.8	0.0						
Rock	13.1	12.6	0.5	5	11.2	11.4	-0.2	13.0	13.7	-0.7	11.1	10.6	0.5	2.2	2.4	-0.2	2.3	2.1	0.2	10.5	11.0	-0.5						
Star	0.8	1.2	-0.4	17	0.6	0.6	0.0	0.6	0.4	0.2	0.3	0.4	-0.1	0.2	0.2	0.0	0.3	0.7	-0.4	0.5	1.0	-0.5						
Tainui Live	*	*	*	*	0.6	0.8	-0.2	*	*	*	0.3	*	*	*	*	*	*	*	*	*	0.3	*	*					
The Hits	10.2	9.0	1.2	9	6.8	8.3	-1.5	9.9	9.0	0.9	6.6	7.8	-1.2	1.9	2.1	-0.2	0.8	1.2	-0.4	11.3	11.3	0.0						
The Sound	9.8	9.2	0.6	10	8.8	8.7	0.1	12.6	10.6	2.0	9.9	9.0	0.9	2.3	2.3	0.0	1.6	1.7	-0.1	14.1	11.9	2.2						
ZM	21.8	25.5	-3.7	1	15.7	18.6	-2.9	17.3	19.9	-2.6	15.6	16.5	-0.9	4.4	4.2	0.2	4.5	3.1	1.4	19.8	22.2	-2.4						
MediaWorks Combo	71.7	67.6	4.1		58.4	58.7	-0.3	72.7	72.6	0.1	60.5	55.8	4.7	19.6	20.7	-1.1	15.0	16.4	-1.4	74.7	73.6	1.1						
NZME Combo	58.0	62.2	-4.2		45.2	50.4	-5.2	51.2	58.7	-7.5	43.5	46.5	-3.0	17.0	18.1	-1.1	13.8	12.6	1.2	57.0	59.6	-2.6						
All Commercial Radio	114.5	115.3	-0.8		92.2	96.5	-4.3	108.3	113.8	-5.5	98.4	95.9	2.5	37.1	39.4	-2.3	27.3	27.1	0.2	115.7	118.8	-3.1						

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



## TAURANGA 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 Feb 14 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	6:46	6:52	-0:06	9:12	10:09	-0:57	3:03	2:36	0:26	2:31	2:25	0:06	5:05	5:44	-0:38	7:18	8:30	-1:12	7:54	7:37	0:16	3:44	4:36	-0:51
Coast	6:51	7:29	-0:37	3:18	3:57	-0:39	1:04	2:44	-1:39	1:18	2:42	-1:23	3:38	5:01	-1:23	5:38	6:46	-1:07	8:34	8:42	-0:08	8:22	10:28	-2:05
Edge	4:30	5:37	-1:07	3:36	2:44	0:51	4:00	4:43	-0:42	4:58	6:12	-1:14	5:34	8:35	-3:00	5:38	9:58	-4:19	3:21	1:55	1:25	7:20	6:33	0:47
Gold	13:15	12:45	0:30	1:37	2:34	-0:57	4:53	5:56	-1:02	29:28	33:57	-4:29	20:10	21:18	-1:08	12:45	13:35	-0:49	7:52	7:39	0:12	17:01	15:20	1:40
Gold AM	4:00	5:25	-1:24	0:45	*	*	*	*	*	1:00	1:00	0:00	0:47	0:49	-0:02	3:42	4:05	-0:22	7:36	9:39	-2:03	0:48	0:54	-0:06
Life FM	4:42	4:15	0:26	3:07	3:36	-0:29	3:12	2:24	0:47	5:18	4:13	1:05	5:35	4:38	0:57	5:34	5:08	0:26	3:44	3:39	0:05	5:19	4:51	0:27
Magic Music & Talk	11:01	9:58	1:03	6:11	9:17	-3:06	3:54	4:48	-0:54	3:26	4:25	-0:58	4:27	5:54	-1:27	8:20	8:53	-0:33	11:45	10:37	1:08	6:44	7:15	-0:31
Mai FM	9:57	9:21	0:35	6:52	5:46	1:05	13:07	15:31	-2:24	15:10	11:58	3:12	14:23	11:59	2:23	9:25	9:42	-0:17	2:40	3:02	-0:21	4:34	4:58	-0:23
Moana Radio	4:03	4:29	-0:26	2:43	3:19	-0:35	5:30	6:13	-0:43	8:13	9:30	-1:16	4:44	4:53	-0:08	2:48	2:59	-0:10	*	*	*	2:23	2:43	-0:19
More FM	5:16	5:16	-0:00	3:25	1:33	1:51	4:36	4:13	0:22	3:42	4:45	-1:03	4:57	5:32	-0:35	6:17	6:27	-0:10	9:08	10:40	-1:31	5:03	5:58	-0:55
Newstalk ZB	12:09	10:19	1:50	9:03	11:51	-2:47	9:51	8:34	1:16	8:02	5:27	2:34	7:53	7:56	-0:02	9:05	8:00	1:05	14:04	10:42	3:21	11:18	6:40	4:37
Radio Hauraki	4:05	5:16	-1:10	3:39	3:18	0:20	5:46	6:04	-0:18	5:25	6:08	-0:43	5:01	6:53	-1:52	3:02	6:14	-3:12	2:05	2:10	-0:04	2:32	2:43	-0:11
Rhema	5:56	5:06	0:49	1:52	1:52	0:00	4:31	4:20	0:11	4:31	4:20	0:11	3:51	4:20	-0:28	6:56	12:22	-5:25	12:58	14:08	-1:10	17:46	20:23	-2:37
Rock	10:50	10:00	0:50	8:15	7:41	0:33	11:07	10:17	0:49	8:47	8:59	-0:12	10:56	10:28	0:27	17:52	14:59	2:52	18:48	13:15	5:33	3:23	4:03	-0:40
Star	20:12	14:31	5:40	*	*	*	*	*	*	*	*	*	*	*	*	12:46	7:24	5:21	8:23	5:50	2:33	*	6:45	*
Tainui Live	0:18	0:15	0:03	0:30	*	*	*	*	*	*	*	*	*	*	*	0:15	0:15	0:00	0:15	0:15	0:00	*	*	*
The Hits	4:38	7:45	-3:06	1:56	12:10	-10:13	3:16	3:32	-0:16	3:35	5:44	-2:09	4:54	6:24	-1:30	5:56	7:23	-1:27	8:17	9:54	-1:37	4:18	4:40	-0:22
The Sound	8:19	8:01	0:18	1:26	2:09	-0:42	4:24	6:30	-2:06	8:30	7:52	0:37	7:46	7:13	0:33	10:33	9:00	1:32	13:23	11:33	1:49	13:20	8:39	4:41
ZM	6:54	7:49	-0:55	4:55	5:20	-0:24	6:35	6:52	-0:16	6:55	9:07	-2:11	8:42	10:10	-1:27	11:03	9:57	1:06	3:56	3:59	-0:03	7:46	10:16	-2:30
MediaWorks Combo	12:03	11:30	0:33	8:42	7:49	0:52	11:37	11:29	0:07	10:59	10:49	0:10	12:05	12:17	-0:11	13:42	13:50	-0:08	13:56	12:41	1:15	9:48	9:25	0:23
NZME Combo	9:52	10:34	-0:42	5:22	6:55	-1:32	7:08	7:36	-0:28	8:01	10:11	-2:10	9:38	11:50	-2:12	11:02	11:29	-0:26	13:13	11:13	1:59	10:09	11:22	-1:12
All Commercial Radio	15:46	15:48	-0:02	11:12	10:55	0:16	14:13	14:05	0:08	13:42	15:08	-1:25	15:37	17:04	-1:26	17:53	18:10	-0:16	18:24	16:48	1:36	14:06	14:28	-0:21
Potential (000)	186.3	186.3	0.0	36.4	36.4	0.0	52.5	52.2	0.3	52.0	52.0	0.0	79.2	79.2	0.0	53.6	53.6	0.0	50.7	50.7	0.0	32.8	37.1	-4.3
Sample	832	870	-38	144	151	-7	202	220	-18	203	223	-20	321	350	-29	252	259	-7	297	305	-8	151	175	-24

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

# TAURANGA 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 Feb 14 to Sat Jun 19 2021

	This	Last	+/-
Potential (000)	186.3	186.3	0.0
Sample Size	832	870	-38

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

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