

TAURANGA COMMERCIAL RADIO - SURVEY 4 2021

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

Survey Comparisons: 3/2021 - 4/2021

This Survey Period: Sun Feb 14 to Sat Nov 6 2021

Last Survey Period: Sun Sept 13 to Sat Nov 14 2020 & Sun Feb 14 to Sat Aug 28 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	6.2	6.9	-0.7	7	2.9	6.9	-4.0	3.3	2.4	0.9	3.2	2.5	0.7	5.0	4.9	0.1	8.4	9.0	-0.6	8.8	10.8	-2.0	4.1	3.5	0.6	
Coast	5.4	5.0	0.4	8	1.8	1.3	0.5	0.7	0.4	0.3	1.2	0.5	0.7	2.5	1.8	0.7	4.8	4.3	0.5	8.4	8.1	0.3	4.9	4.0	0.9	
Edge	6.4	5.3	1.1	6	19.3	13.7	5.6	9.4	9.2	0.2	7.7	8.6	-0.9	8.3	7.2	1.1	5.8	4.0	1.8	1.1	1.2	-0.1	12.3	12.9	-0.6	
Gold	3.0	3.4	-0.4	13	0.4	0.4	0.0	0.6	0.5	0.1	3.5	5.7	-2.2	5.1	6.4	-1.3	5.7	5.5	0.2	2.2	1.8	0.4	6.7	6.5	0.2	
Gold AM	0.4	0.4	0.0	19	0.1	0.1	0.0	*	*	*	*	0.1	*	*	0.1	*	0.3	0.5	-0.2	1.0	1.1	-0.1	0.1	0.1	0.0	
Life FM	0.9	1.2	-0.3	17	0.4	1.3	-0.9	0.8	1.2	-0.4	2.1	2.8	-0.7	1.6	2.0	-0.4	1.0	0.9	0.1	0.5	0.5	0.0	2.8	2.5	0.3	
Magic Music*	8.8	n.a.	*	4	0.1	n.a.	*	0.4	n.a.	*	0.4	n.a.	*	0.4	n.a.	*	4.6	n.a.	*	13.0	n.a.	*	0.5	n.a.	*	
Magic Talk*	4.2	n.a.	*	12	*	n.a.	*	0.9	n.a.	*	0.9	n.a.	*	2.0	n.a.	*	4.4	n.a.	*	7.0	n.a.	*	2.4	n.a.	*	
Mai FM	5.0	7.0	-2.0	10	15.0	18.0	-3.0	4.4	16.2	-11.8	5.3	14.6	-9.3	7.0	10.4	-3.4	5.3	3.2	2.1	0.4	0.3	0.1	3.4	2.8	0.6	
Moana Radio	0.5	0.8	-0.3	18	0.1	1.4	-1.3	*	2.5	*	*	1.8	*	0.6	1.5	-0.9	0.7	0.7	0.0	0.9	*	*	0.2	0.5	-0.3	
More FM	5.3	5.1	0.2	9	7.1	4.5	2.6	7.2	6.7	0.5	8.1	6.1	2.0	7.4	7.0	0.4	4.5	5.3	-0.8	4.0	4.5	-0.5	8.3	6.5	1.8	
Newstalk ZB	13.1	12.9	0.2	1	1.2	5.3	-4.1	3.2	3.3	-0.1	3.5	3.0	0.5	5.0	4.2	0.8	13.2	10.2	3.0	25.1	21.5	3.6	10.8	7.8	3.0	
Radio Hauraki	2.6	1.7	0.9	14	2.7	3.1	-0.4	6.5	5.1	1.4	6.7	4.3	2.4	4.2	2.8	1.4	1.9	0.9	1.0	1.4	0.3	1.1	2.4	1.4	1.0	
Rhema	1.1	0.7	0.4	16	*	0.6	*	1.2	0.6	0.6	1.2	0.6	0.6	0.7	0.4	0.3	2.3	0.6	1.7	2.4	1.4	1.0	0.4	1.6	-1.2	
Rock	10.7	10.4	0.3	2	18.1	11.9	6.2	26.7	20.8	5.9	23.1	18.9	4.2	19.1	17.4	1.7	8.2	12.2	-4.0	0.9	4.2	-3.3	3.7	3.7	0.0	
Star	1.5	0.7	0.8	15	*	*	*	*	*	*	*	*	*	*	*	*	0.3	0.5	-0.2	0.4	0.7	-0.3	*	*	*	
Tainui Live	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
The Hits	4.5	3.6	0.9	11	3.5	2.8	0.7	8.3	4.1	4.2	7.4	3.8	3.6	6.3	4.9	1.4	3.7	3.9	-0.2	3.9	3.2	0.7	7.4	5.0	2.4	
The Sound	7.9	7.9	0.0	5	2.2	2.2	0.0	1.0	3.3	-2.3	5.3	5.3	0.0	6.9	7.1	-0.2	15.3	14.5	0.8	14.8	13.8	1.0	9.6	14.6	-5.0	
ZM	9.0	9.5	-0.5	3	22.4	19.9	2.5	22.4	19.9	2.5	17.2	16.6	0.6	13.5	15.0	-1.5	5.1	7.8	-2.7	1.0	1.1	-0.1	14.1	16.2	-2.1	
MediaWorks Combo	54.8	56.6	-1.8		67.2	63.4	3.8	54.5	60.9	-6.4	54.1	57.9	-3.8	56.1	56.9	-0.8	56.7	57.6	-0.9	49.8	55.3	-5.5	44.4	48.8	-4.4	
NZME Combo	38.1	36.6	1.5		32.2	33.0	-0.8	42.0	33.5	8.5	39.7	34.3	5.4	36.8	35.4	1.4	34.7	33.0	1.7	43.2	37.2	6.0	46.4	41.0	5.4	
Potential (000)	186.3	186.3	0.0		36.4	36.4	0.0	53.4	52.5	0.9	52.0	52.0	0.0	79.2	79.2	0.0	53.6	53.6	0.0	50.7	50.7	0.0	32.5	32.8	-0.3	
Sample	827	832	-5		137	144	-7	175	202	-27	184	203	-19	303	321	-18	254	252	2	310	297	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 Magic Music (from S4 2021) or Magic Talk (from S4 2021) or Magic Music & Talk (until S3 2021) 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 or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Hokonui or Flava

*Magic Music & Magic Talk were reported together as Magic Music & Talk in S3 2021 and therefore the individual station results cannot be compared in S4 2021

TAURANGA COMMERCIAL RADIO - SURVEY 4 2021

Station Share (%) by Daypart, People 10+

Survey Comparisons: 3/2021 - 4/2021

This Survey Period: Sun Feb 14 to Sat Nov 6 2021

Last Survey Period: Sun Sept 13 to Sat Nov 14 2020 & Sun Feb 14 to Sat Aug 28 2021

	This	Last	+/-
Potential (000)	186.3	186.3	0.0
Sample Size	827	832	-5

	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	5.9	5.5	0.4	8	6.4	7.3	-0.9	5.2	6.3	-1.1	7.2	9.6	-2.4	5.3	6.3	-1.0	0.4	1.0	-0.6	7.9	8.6	-0.7	
Coast	4.0	3.5	0.5	9	5.5	5.2	0.3	5.4	5.2	0.2	4.8	4.6	0.2	3.1	2.4	0.7	4.2	3.4	0.8	7.7	6.9	0.8	
Edge	6.4	5.9	0.5	6	4.4	5.5	-1.1	6.8	6.4	0.4	8.9	5.5	3.4	6.8	2.1	4.7	15.4	5.6	9.8	4.9	3.7	1.2	
Gold	1.8	2.6	-0.8	14	3.5	3.6	-0.1	2.7	3.6	-0.9	3.5	4.2	-0.7	6.5	6.6	-0.1	*	0.6	*	3.5	3.5	0.0	
Gold AM	0.5	0.6	-0.1	18	0.5	0.4	0.1	0.3	0.4	-0.1	*	0.1	*	0.2	0.1	0.1	*	*	*	0.4	0.4	0.0	
Life FM	0.9	1.3	-0.4	17	0.8	1.0	-0.2	1.0	1.2	-0.2	0.8	1.5	-0.7	0.6	0.7	-0.1	0.2	0.1	0.1	1.1	1.3	-0.2	
Magic Music*	8.1	n.a.	*	4	9.8	n.a.	*	7.6	n.a.	*	4.6	n.a.	*	5.8	n.a.	*	4.2	n.a.	*	13.5	n.a.	*	
Magic Talk*	4.0	n.a.	*	9	5.0	n.a.	*	2.7	n.a.	*	4.0	n.a.	*	8.8	n.a.	*	7.0	n.a.	*	4.0	n.a.	*	
Mai FM	6.2	9.1	-2.9	7	3.6	6.3	-2.7	4.7	5.8	-1.1	4.1	4.7	-0.6	6.4	2.6	3.8	11.9	27.8	-15.9	4.9	4.3	0.6	
Moana Radio	0.3	0.3	0.0	19	0.4	0.4	0.0	1.1	1.4	-0.3	0.3	0.6	-0.3	*	*	*	*	2.2	*	0.5	1.2	-0.7	
More FM	3.6	3.7	-0.1	11	4.0	3.6	0.4	4.5	4.5	0.0	5.6	5.2	0.4	9.3	4.9	4.4	3.2	1.8	1.4	8.7	9.1	-0.4	
Newstalk ZB	17.7	18.3	-0.6	1	11.2	10.7	0.5	9.4	7.6	1.8	14.3	10.8	3.5	22.2	24.2	-2.0	33.5	27.8	5.7	9.5	11.0	-1.5	
Radio Hauraki	3.0	1.4	1.6	13	2.1	1.3	0.8	2.6	1.9	0.7	2.9	2.4	0.5	3.2	3.0	0.2	4.1	1.1	3.0	2.2	1.7	0.5	
Rhema	1.8	0.4	1.4	14	0.5	0.3	0.2	0.8	0.5	0.3	1.2	0.8	0.4	0.1	4.0	-3.9	0.8	1.0	-0.2	1.6	0.8	0.8	
Rock	11.5	10.3	1.2	2	15.0	13.4	1.6	15.5	14.7	0.8	7.3	10.2	-2.9	3.7	5.2	-1.5	2.4	3.3	-0.9	4.6	5.6	-1.0	
Star	1.7	1.0	0.7	16	0.8	0.4	0.4	1.7	0.7	1.0	2.1	0.8	1.3	*	0.9	*	0.2	0.1	0.1	2.1	0.8	1.3	
Tainui Live	*	*	*	*	0.1	*	*	*	*	*	*	0.1	*	*	*	*	*	*	*	*	*	*	*
The Hits	3.6	3.2	0.4	11	6.1	4.5	1.6	4.7	3.6	1.1	5.7	4.1	1.6	2.2	1.6	0.6	1.7	1.2	0.5	3.8	3.9	-0.1	
The Sound	7.2	6.0	1.2	5	8.5	9.0	-0.5	8.7	10.6	-1.9	6.9	8.1	-1.2	5.7	2.8	2.9	4.6	1.3	3.3	8.5	8.3	0.2	
ZM	9.8	11.1	-1.3	3	7.8	8.8	-1.0	10.4	10.5	-0.1	12.6	13.8	-1.2	6.9	5.5	1.4	5.3	3.6	1.7	6.9	7.6	-0.7	
MediaWorks Combo	53.1	54.8	-1.7		57.2	59.1	-1.9	56.2	60.2	-4.0	49.0	52.5	-3.5	52.1	43.2	8.9	49.1	57.7	-8.6	57.2	56.5	0.7	
NZME Combo	40.4	40.5	-0.1		36.5	34.6	1.9	35.5	32.8	2.7	44.1	40.3	3.8	45.5	44.2	1.3	48.8	38.2	10.6	34.1	35.1	-1.0	

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

Survey Comparisons: 3/2021 - 4/2021

This Survey Period: Sun Feb 14 to Sat Nov 6 2021

Last Survey Period: Sun Sept 13 to Sat Nov 14 2020 & Sun Feb 14 to Sat Aug 28 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	21.3	24.2	-2.9	7	1.2	2.4	-1.2		5.4	4.4	1.0		5.4	5.3	0.1		9.8	9.9	-0.1		9.4	10.6	-1.2		8.5	10.5	-2.0		4.0	3.7	0.3	
Coast	18.6	17.2	1.4	9	2.0	1.3	0.7		1.6	1.9	-0.3		2.0	2.0	0.0		5.0	5.1	-0.1		6.1	6.5	-0.4		7.0	7.3	-0.3		2.0	1.8	0.2	
Edge	29.2	28.0	1.2	2	12.8	12.2	0.6		14.8	12.9	1.9		10.3	9.4	0.9		14.2	13.1	1.1		5.9	6.1	-0.2		2.1	2.7	-0.6		7.4	6.9	0.5	
Gold	7.0	6.2	0.8	14	0.8	0.9	-0.1		0.7	0.6	0.1		1.1	1.1	0.0		3.5	3.2	0.3		4.1	3.7	0.4		2.1	1.8	0.3		1.4	1.5	-0.1	
Gold AM	1.7	2.4	-0.7	18	0.2	0.3	-0.1		0.1	*	*		0.1	0.6	-0.5		0.6	1.0	-0.4		1.0	1.2	-0.2		0.9	1.1	-0.2		0.6	0.6	0.0	
Life FM	5.3	5.9	-0.6	15	1.1	1.4	-0.3		2.0	2.1	-0.1		2.5	2.9	-0.4		3.2	3.6	-0.4		1.5	1.4	0.1		1.0	1.0	0.0		2.5	1.8	0.7	
Magic Music*	14.8	n.a.	*	11	0.4	n.a.	*		0.8	n.a.	*		0.8	n.a.	*		1.6	n.a.	*		3.7	n.a.	*		7.4	n.a.	*		0.5	n.a.	*	
Magic Talk*	12.6	n.a.	*	12	0.6	n.a.	*		0.5	n.a.	*		0.5	n.a.	*		3.2	n.a.	*		5.2	n.a.	*		4.7	n.a.	*		0.9	n.a.	*	
Mai FM	15.9	16.6	-0.7	10	6.1	8.4	-2.3		5.3	7.0	-1.7		5.5	5.3	0.2		8.8	7.3	1.5		4.3	2.9	1.4		1.1	0.9	0.2		2.5	2.4	0.1	
Moana Radio	3.5	5.0	-1.5	16	0.7	1.7	-1.0		0.1	2.6	-2.5		0.1	1.2	-1.1		2.5	3.3	-0.8		2.4	2.1	0.3		0.3	*	*		0.7	0.9	-0.2	
More FM	23.0	22.9	0.1	4	4.5	4.2	0.3		9.7	8.2	1.5		10.8	9.1	1.7		14.9	14.5	0.4		5.6	7.2	-1.6		3.3	3.7	-0.4		6.3	5.0	1.3	
Newstalk ZB	24.9	25.2	-0.3	3	1.3	1.9	-0.6		2.7	1.9	0.8		2.9	2.1	0.8		6.4	5.4	1.0		9.5	9.6	-0.1		11.9	11.7	0.2		4.4	2.7	1.7	
Radio Hauraki	10.3	10.0	0.3	13	1.9	2.7	-0.8		5.7	5.0	0.7		5.6	4.3	1.3		7.0	5.7	1.3		2.4	2.5	-0.1		1.1	1.1	0.0		2.9	2.1	0.8	
Rhema	2.3	2.8	-0.5	17	*	1.0	*		1.1	0.8	0.3		1.1	0.8	0.3		1.2	1.0	0.2		0.7	0.8	-0.1		0.7	0.8	-0.1		0.4	0.3	0.1	
Rock	22.8	22.9	-0.1	5	4.8	4.6	0.2		11.2	10.6	0.6		12.1	11.8	0.3		16.5	16.2	0.3		5.5	5.9	-0.4		1.2	1.7	-0.5		4.4	4.2	0.2	
Star	1.4	0.9	0.5	19	*	*	*		*	*	*		*	*	*		*	*	*		*	*	*		*	*	*		*	*	*	
Tainui Live	1.3	1.1	0.2	20	0.2	0.3	-0.1		*	*	*		*	*	*		0.2	*	*		1.0	0.8	0.2		0.9	0.8	0.1		0.2	*	*	
The Hits	22.1	18.5	3.6	6	6.0	4.7	1.3		9.5	7.0	2.5		7.4	5.8	1.6		11.6	10.1	1.5		5.7	5.7	0.0		3.5	3.0	0.5		5.5	4.5	1.0	
The Sound	20.6	22.7	-2.1	8	4.9	5.0	-0.1		3.5	4.2	-0.7		2.8	3.4	-0.6		8.9	9.2	-0.3		11.6	11.9	-0.3		6.8	7.9	-1.1		3.6	4.3	-0.7	
ZM	33.0	32.9	0.1	1	11.9	12.9	-1.0		18.3	17.0	1.3		14.1	13.1	1.0		18.4	17.6	0.8		5.9	6.1	-0.2		2.4	2.2	0.2		8.2	8.1	0.1	
MediaWorks Combo	107.3	111.8	-4.5		21.9	23.4	-1.5		30.8	29.5	1.3		29.4	28.9	0.5		49.5	47.9	1.6		35.3	36.1	-0.8		25.9	30.5	-4.6		19.7	19.4	0.3	
NZME Combo	91.5	88.4	3.1		18.4	19.7	-1.3		29.7	26.5	3.2		26.1	23.4	2.7		40.5	37.4	3.1		25.7	25.7	0.0		22.5	21.6	0.9		18.1	15.7	2.4	
All Commercial Radio	150.0	151.1	-1.1		27.4	28.6	-1.2		40.4	39.6	0.8		40.8	40.0	0.8		66.6	65.2	1.4		47.6	48.1	-0.5		40.1	41.7	-1.6		28.1	27.6	0.5	
Potential (000)	186.3	186.3	0.0		36.4	36.4	0.0		53.4	52.5	0.9		52.0	52.0	0.0		79.2	79.2	0.0		53.6	53.6	0.0		50.7	50.7	0.0		32.5	32.8	-0.3	
Sample	827	832	-5		137	144	-7		175	202	-27		184	203	-19		303	321	-18		254	252	2		310	297	13		144	151	-7	

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Last Survey Period: Sun Sept 13 to Sat Nov 14 2020 & Sun Feb 14 to Sat Aug 28 2021

	This	Last	+/-
Potential (000)	186.3	186.3	0.0
Sample Size	827	832	-5

	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	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	
Breeze	11.3	10.6	0.7	5	7.7	8.2	-0.5	11.8	12.7	-0.9	9.5	11.9	-2.4	2.7	3.9	-1.2	0.3	0.3	0.0	12.1	13.7	-1.6	
Coast	7.1	7.1	0.0	11	6.8	7.5	-0.7	10.0	10.0	0.0	6.7	6.7	0.0	2.4	1.9	0.5	0.8	0.9	-0.1	11.8	9.4	2.4	
Edge	15.1	14.4	0.7	3	7.6	8.8	-1.2	15.7	15.7	0.0	13.8	10.7	3.1	5.3	2.8	2.5	3.9	2.5	1.4	14.2	12.7	1.5	
Gold	2.6	2.8	-0.2	15	3.8	3.2	0.6	4.3	3.7	0.6	3.2	3.4	-0.2	1.0	0.8	0.2	*	0.2	*	3.8	3.3	0.5	
Gold AM	0.4	0.5	-0.1	19	0.7	1.3	-0.6	0.3	1.0	-0.7	0.2	0.4	-0.2	0.1	0.1	0.0	*	0.2	*	0.9	1.0	-0.1	
Life FM	2.9	3.8	-0.9	14	1.3	2.2	-0.9	3.2	3.4	-0.2	2.3	3.5	-1.2	1.2	1.6	-0.4	0.2	0.2	0.0	2.4	3.5	-1.1	
Magic Music*	8.1	n.a.	*	10	9.2	n.a.	*	9.4	n.a.	*	6.4	n.a.	*	1.9	n.a.	*	1.5	n.a.	*	11.1	n.a.	*	
Magic Talk*	5.6	n.a.	*	13	6.6	n.a.	*	5.9	n.a.	*	5.9	n.a.	*	2.5	n.a.	*	1.9	n.a.	*	5.1	n.a.	*	
Mai FM	11.2	13.1	-1.9	6	6.5	8.5	-2.0	10.2	11.0	-0.8	8.0	7.9	0.1	2.7	1.7	1.0	2.9	3.8	-0.9	9.6	10.1	-0.5	
Moana Radio	1.1	1.3	-0.2	18	0.9	2.2	-1.3	1.8	3.7	-1.9	1.1	3.0	-1.9	*	*	*	*	1.0	*	1.1	3.0	-1.9	
More FM	10.2	10.8	-0.6	8	7.2	6.9	0.3	8.6	7.8	0.8	9.3	8.2	1.1	3.0	2.3	0.7	2.2	2.0	0.2	14.0	12.8	1.2	
Newstalk ZB	17.9	18.6	-0.7	2	14.3	14.6	-0.3	11.7	10.1	1.6	11.4	10.0	1.4	6.1	6.3	-0.2	6.4	6.7	-0.3	14.7	16.3	-1.6	
Radio Hauraki	5.7	4.3	1.4	12	2.9	2.6	0.3	4.6	4.7	-0.1	5.7	3.8	1.9	1.9	1.7	0.2	1.4	0.8	0.6	4.1	4.7	-0.6	
Rhema	1.6	0.9	0.7	16	1.9	1.6	0.3	1.6	1.8	-0.2	0.9	0.9	0.0	0.4	0.9	-0.5	0.2	0.6	-0.4	0.7	0.8	-0.1	
Rock	13.7	13.1	0.6	4	10.8	11.2	-0.4	11.8	13.0	-1.2	9.7	11.1	-1.4	2.1	2.2	-0.1	2.2	2.3	-0.1	10.8	10.5	0.3	
Star	1.3	0.8	0.5	17	1.3	0.6	0.7	1.3	0.6	0.7	1.1	0.3	0.8	*	0.2	*	0.3	0.3	0.0	1.1	0.5	0.6	
Tainui Live	*	*	*	*	0.8	0.6	0.2	*	*	*	0.2	0.3	-0.1	*	*	*	*	*	*	0.3	0.3	0.0	
The Hits	10.5	10.2	0.3	7	8.7	6.8	1.9	13.2	9.9	3.3	8.8	6.6	2.2	2.4	1.9	0.5	1.0	0.8	0.2	11.8	11.3	0.5	
The Sound	8.6	9.8	-1.2	9	8.0	8.8	-0.8	10.8	12.6	-1.8	8.9	9.9	-1.0	1.3	2.3	-1.0	2.4	1.6	0.8	13.8	14.1	-0.3	
ZM	20.3	21.8	-1.5	1	14.9	15.7	-0.8	17.4	17.3	0.1	16.2	15.6	0.6	5.0	4.4	0.6	4.1	4.5	-0.4	20.4	19.8	0.6	
MediaWorks Combo	67.3	71.7	-4.4		52.5	58.4	-5.9	67.0	72.7	-5.7	59.0	60.5	-1.5	19.6	19.6	0.0	15.2	15.0	0.2	72.5	74.7	-2.2	
NZME Combo	56.8	58.0	-1.2		44.6	45.2	-0.6	53.7	51.2	2.5	48.7	43.5	5.2	19.2	17.0	2.2	13.4	13.8	-0.4	58.8	57.0	1.8	
All Commercial Radio	113.0	114.5	-1.5		88.3	92.2	-3.9	105.8	108.3	-2.5	98.2	98.4	-0.2	36.1	37.1	-1.0	27.6	27.3	0.3	113.4	115.7	-2.3	

MediaWorks Combo: Breeze or Edge or Magic Music (from S4 2021) or Magic Talk (from S4 2021) or Magic Music & Talk (until S3 2021) 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 or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Hokonui or Flava

*Magic Music & Magic Talk were reported together as Magic Music & Talk in S3 2021 and therefore the individual station results cannot be compared in S4 2021

TAURANGA COMMERCIAL RADIO - SURVEY 4 2021

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

Survey Comparisons: 3/2021 - 4/2021

This Survey Period: Sun Feb 14 to Sat Nov 6 2021

Last Survey Period: Sun Sept 13 to Sat Nov 14 2020 & Sun Feb 14 to Sat Aug 28 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	6:49	6:46	0:03	7:33	9:12	-1:38	3:28	3:03	0:25	3:16	2:31	0:44	4:58	5:05	-0:07	7:10	7:18	-0:08	7:45	7:54	-0:09	3:58	3:44	0:14
Coast	6:49	6:51	-0:01	2:47	3:18	-0:31	2:20	1:04	1:15	3:12	1:18	1:53	5:01	3:38	1:22	6:24	5:38	0:45	9:04	8:34	0:30	9:36	8:22	1:14
Edge	5:06	4:30	0:36	4:36	3:36	0:59	3:33	4:00	-0:27	4:09	4:58	-0:48	5:45	5:34	0:11	7:59	5:38	2:20	3:47	3:21	0:26	6:24	7:20	-0:55
Gold	10:07	13:15	-3:07	1:41	1:37	0:04	4:53	4:53	-0:00	18:05	29:28	-11:22	14:30	20:10	-5:39	11:16	12:45	-1:29	7:58	7:52	0:06	17:48	17:01	0:47
Gold AM	4:49	4:00	0:48	0:45	0:45	0:00	0:30	*	*	0:30	1:00	-0:30	0:30	0:47	-0:17	2:15	3:42	-1:27	8:38	7:36	1:01	0:46	0:48	-0:02
Life FM	3:54	4:42	-0:48	1:05	3:07	-2:01	2:19	3:12	-0:53	4:31	5:18	-0:47	4:53	5:35	-0:41	5:19	5:34	-0:15	3:52	3:44	0:08	4:11	5:19	-1:07
Magic Music*	14:01	n.a.	*	0:45	n.a.	*	2:39	n.a.	*	2:39	n.a.	*	2:21	n.a.	*	9:49	n.a.	*	13:06	n.a.	*	4:02	n.a.	*
Magic Talk*	7:42	n.a.	*	0:15	n.a.	*	9:26	n.a.	*	9:26	n.a.	*	6:05	n.a.	*	6:46	n.a.	*	11:09	n.a.	*	10:32	n.a.	*
Mai FM	7:23	9:57	-2:33	7:32	6:52	0:39	4:38	13:07	-8:28	5:19	15:10	-9:51	7:53	14:23	-6:30	9:51	9:25	0:26	2:43	2:40	0:02	5:10	4:34	0:35
Moana Radio	3:33	4:03	-0:30	0:24	2:43	-2:18	1:15	5:30	-4:15	1:15	8:13	-6:58	2:09	4:44	-2:34	2:12	2:48	-0:35	25:30	*	*	1:02	2:23	-1:20
More FM	5:25	5:16	0:08	4:50	3:25	1:25	4:09	4:36	-0:27	4:09	3:42	0:26	4:53	4:57	-0:03	6:29	6:17	0:11	9:08	9:08	-0:00	5:00	5:03	-0:02
Newstalk ZB	12:22	12:09	0:12	2:58	9:03	-6:04	6:32	9:51	-3:19	6:37	8:02	-1:24	7:40	7:53	-0:13	11:10	9:05	2:05	15:45	14:04	1:40	9:25	11:18	-1:53
Radio Hauraki	5:51	4:05	1:45	4:23	3:39	0:43	6:23	5:46	0:37	6:34	5:25	1:09	5:54	5:01	0:53	6:12	3:02	3:10	10:04	2:05	7:59	3:12	2:32	0:40
Rhema	11:29	5:56	5:33	*	1:52	*	6:06	4:31	1:34	6:06	4:31	1:34	5:31	3:51	1:40	26:22	6:56	19:25	27:25	12:58	14:26	4:30	17:46	-13:16
Rock	10:59	10:50	0:09	11:33	8:15	3:17	13:23	11:07	2:15	10:33	8:47	1:46	11:24	10:56	0:28	12:03	17:52	-5:48	5:25	18:48	-13:22	3:15	3:23	-0:07
Star	26:14	20:12	6:02	*	*	*	*	*	*	*	*	*	*	*	*	19:30	12:46	6:43	8:14	8:23	-0:09	*	*	*
Tainui Live	0:19	0:18	0:01	0:30	0:30	0:00	*	*	*	*	*	*	0:30	*	*	0:17	0:15	0:02	0:15	0:15	0:00	0:30	*	*
The Hits	4:43	4:38	0:05	1:47	1:56	-0:08	4:53	3:16	1:37	5:31	3:35	1:56	5:18	4:54	0:23	5:11	5:56	-0:45	8:25	8:17	0:08	5:11	4:18	0:53
The Sound	9:00	8:19	0:40	1:22	1:26	-0:04	1:40	4:24	-2:43	10:16	8:30	1:45	7:35	7:46	-0:10	10:39	10:33	0:05	16:21	13:23	2:58	10:14	13:20	-3:06
ZM	6:24	6:54	-0:30	5:45	4:55	0:49	6:52	6:35	0:17	6:44	6:55	-0:11	7:12	8:42	-1:30	7:00	11:03	-4:03	3:01	3:56	-0:55	6:33	7:46	-1:12
MediaWorks Combo	11:58	12:03	-0:04	9:20	8:42	0:38	9:55	11:37	-1:41	10:11	10:59	-0:47	11:10	12:05	-0:55	12:53	13:42	-0:48	14:22	13:56	0:26	8:37	9:48	-1:10
NZME Combo	9:45	9:52	-0:07	5:20	5:22	-0:02	7:55	7:08	0:47	8:24	8:01	0:23	8:58	9:38	-0:39	10:51	11:02	-0:10	14:22	13:13	1:08	9:50	10:09	-0:18
All Commercial Radio	15:37	15:46	-0:08	11:09	11:12	-0:03	13:51	14:13	-0:22	13:34	13:42	-0:08	14:48	15:37	-0:48	16:51	17:53	-1:01	18:40	18:24	0:16	13:38	14:06	-0:27
Potential (000)	186.3	186.3	0.0	36.4	36.4	0.0	53.4	52.5	0.9	52.0	52.0	0.0	79.2	79.2	0.0	53.6	53.6	0.0	50.7	50.7	0.0	32.5	32.8	-0.3
Sample	827	832	-5	137	144	-7	175	202	-27	184	203	-19	303	321	-18	254	252	2	310	297	13	144	151	-7

MediaWorks Combo: Breeze or Edge or Magic Music (from S4 2021) or Magic Talk (from S4 2021) or Magic Music & Talk (until S3 2021) 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 or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Hokonui or Flava

*Magic Music & Magic Talk were reported together as Magic Music & Talk in S3 2021 and therefore the individual station results cannot be compared in S4 2021

TAURANGA COMMERCIAL RADIO - SURVEY 4 2021

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

Survey Comparisons: 3/2021 - 4/2021

This Survey Period: Sun Feb 14 to Sat Nov 6 2021

Last Survey Period: Sun Sept 13 to Sat Nov 14 2020 & Sun Feb 14 to Sat Aug 28 2021

	This	Last	+/-
Potential (000)	186.3	186.3	0.0
Sample Size	827	832	-5

	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	2:25	2:28	-0:02	3:41	3:57	-0:16	2:24	2:39	-0:15	1:52	1:58	-0:05	1:49	1:31	0:18	1:08	3:05	-1:57	3:08	2:59	0:08
Coast	2:37	2:21	0:15	3:31	3:06	0:24	2:58	2:48	0:10	1:45	1:41	0:03	1:11	1:11	0:00	3:48	3:39	0:08	3:06	3:30	-0:23
Edge	1:58	1:57	0:01	2:31	2:46	-0:14	2:22	2:11	0:10	1:35	1:15	0:20	1:10	0:42	0:27	2:44	2:17	0:27	1:40	1:22	0:17
Gold	3:13	4:18	-1:05	4:11	5:07	-0:55	3:25	5:13	-1:47	2:42	3:01	-0:18	5:55	7:42	-1:47	*	2:30	*	4:22	5:04	-0:41
Gold AM	5:33	5:01	0:31	3:11	1:30	1:40	4:52	2:07	2:44	0:15	0:42	-0:27	1:30	1:30	0:00	*	0:15	*	2:19	2:09	0:09
Life FM	1:23	1:41	-0:18	2:33	2:05	0:28	1:41	1:49	-0:07	0:51	1:04	-0:12	0:24	0:23	0:01	0:30	0:30	0:00	2:16	1:43	0:32
Magic Music*	4:36	n.a.	*	4:42	n.a.	*	4:27	n.a.	*	1:47	n.a.	*	2:42	n.a.	*	1:53	n.a.	*	5:51	n.a.	*
Magic Talk*	3:16	n.a.	*	3:19	n.a.	*	2:30	n.a.	*	1:40	n.a.	*	3:09	n.a.	*	2:32	n.a.	*	3:47	n.a.	*
Mai FM	2:32	3:18	-0:46	2:26	3:17	-0:51	2:30	2:51	-0:20	1:16	1:27	-0:11	2:10	1:28	0:41	2:53	7:25	-4:32	2:27	2:01	0:26
Moana Radio	1:15	1:16	-0:01	1:52	0:43	1:08	3:16	2:01	1:15	0:44	0:30	0:14	*	*	*	*	2:15	*	2:14	1:53	0:20
More FM	1:36	1:38	-0:01	2:26	2:18	0:08	2:50	3:08	-0:17	1:29	1:33	-0:04	2:48	2:02	0:45	1:02	0:54	0:07	2:58	3:25	-0:26
Newstalk ZB	4:36	4:41	-0:05	3:26	3:15	0:10	4:26	4:06	0:20	3:06	2:39	0:27	3:19	3:39	-0:20	3:38	4:11	-0:33	3:06	3:13	-0:07
Radio Hauraki	2:24	1:31	0:52	3:10	2:15	0:55	3:03	2:13	0:50	1:13	1:32	-0:18	1:29	1:40	-0:11	2:04	1:22	0:42	2:34	1:46	0:48
Rhema	5:28	2:03	3:25	1:14	0:44	0:29	2:41	1:31	1:09	3:14	2:25	0:48	0:15	4:08	-3:53	3:00	1:41	1:18	12:00	4:46	7:14
Rock	3:52	3:45	0:07	6:09	5:18	0:50	7:14	6:06	1:07	1:52	2:14	-0:22	1:36	2:12	-0:36	0:46	1:27	-0:40	2:03	2:32	-0:29
Star	6:04	6:14	-0:10	2:53	3:13	-0:19	7:13	6:43	0:30	4:43	5:37	-0:54	*	4:15	*	0:30	0:30	0:00	9:12	7:21	1:50
Tainui Live	*	*	*	0:18	0:15	0:03	*	*	*	0:30	0:30	0:00	*	*	*	*	*	*	0:15	0:15	0:00
The Hits	1:33	1:28	0:05	3:04	2:55	0:09	1:55	1:58	-0:02	1:35	1:31	0:03	0:49	0:47	0:02	1:12	1:40	-0:28	1:34	1:38	-0:04
The Sound	3:52	2:54	0:58	4:41	4:30	0:10	4:28	4:32	-0:03	1:54	1:59	-0:04	3:52	1:09	2:42	1:18	0:49	0:29	2:57	2:47	0:10
ZM	2:14	2:26	-0:12	2:18	2:29	-0:10	3:15	3:16	-0:00	1:54	2:09	-0:14	1:15	1:11	0:03	0:54	0:48	0:05	1:38	1:49	-0:11
MediaWorks Combo	3:39	3:39	0:00	4:48	4:29	0:19	4:36	4:29	0:07	2:03	2:07	-0:04	2:24	2:05	0:19	2:15	3:54	-1:39	3:48	3:37	0:10
NZME Combo	3:17	3:20	-0:02	3:37	3:24	0:13	3:37	3:28	0:09	2:14	2:15	-0:01	2:09	2:27	-0:18	2:32	2:48	-0:15	2:47	2:56	-0:09
All Commercial Radio	4:06	4:10	-0:04	5:00	4:48	0:12	5:11	5:00	0:11	2:31	2:29	0:02	2:31	2:33	-0:01	2:30	3:43	-1:12	4:15	4:08	0:06

MediaWorks Combo: Breeze or Edge or Magic Music (from S4 2021) or Magic Talk (from S4 2021) or Magic Music & Talk (until S3 2021) 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 or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Hokonui or Flava

*Magic Music & Magic Talk were reported together as Magic Music & Talk in S3 2021 and therefore the individual station results cannot be compared in S4 2021