



## TAURANGA 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 Feb 14 to Sat Jun 19 2021

Last 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

	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	6.3	6.9	-0.6	7	7.8	6.3	1.5	2.0	2.2	-0.2	2.0	1.9	0.1	4.8	4.6	0.2	9.6	9.8	-0.2	10.4	10.5	-0.1	3.8	5.3	-1.5	
Coast	6.2	6.4	-0.2	8	2.1	2.4	-0.3	1.1	1.6	-0.5	1.1	1.1	0.0	2.5	3.0	-0.5	5.0	4.5	0.5	10.7	9.4	1.3	5.1	4.3	0.8	
Edge	6.4	6.9	-0.5	6	10.0	13.1	-3.1	10.6	13.6	-3.0	9.3	10.9	-1.6	10.3	10.7	-0.4	7.2	6.5	0.7	0.6	0.5	0.1	12.4	11.5	0.9	
Gold*	3.3	2.1	1.2	12	1.2	0.9	0.3	0.5	0.5	0.0	3.8	1.8	2.0	5.3	2.4	2.9	5.8	3.6	2.2	2.0	2.9	-0.9	5.3	0.6	4.7	
Gold AM	0.4	n.a.	*	18	*	n.a.	*	*	n.a.	*	0.1	n.a.	*	0.1	n.a.	*	0.4	n.a.	*	1.1	n.a.	*	0.1	n.a.	*	
Life FM	1.1	1.2	-0.1	14	1.6	1.6	0.0	0.9	2.1	-1.2	1.8	2.7	-0.9	1.6	2.1	-0.5	1.2	1.0	0.2	0.5	0.2	0.3	2.1	2.0	0.1	
Magic Music & Talk	13.0	14.2	-1.2	1	4.5	4.8	-0.3	2.6	3.5	-0.9	2.5	3.7	-1.2	3.7	4.7	-1.0	10.3	8.9	1.4	20.8	23.9	-3.1	5.0	7.7	-2.7	
Mai FM	5.5	5.5	0.0	10	9.3	12.1	-2.8	13.1	13.6	-0.5	12.4	12.3	0.1	9.0	8.5	0.5	2.9	2.8	0.1	0.4	0.2	0.2	4.1	4.8	-0.7	
Moana Radio	0.7	0.4	0.3	17	1.1	1.1	0.0	1.9	1.9	0.0	1.3	1.3	0.0	1.2	0.7	0.5	0.7	0.1	0.6	*	*	*	0.4	0.4	0.0	
More FM	4.9	4.7	0.2	11	2.6	3.2	-0.6	5.4	3.6	1.8	6.8	5.1	1.7	6.6	6.4	0.2	4.5	5.7	-1.2	4.8	4.1	0.7	6.5	9.3	-2.8	
Newstalk ZB	10.9	10.7	0.2	3	5.5	10.1	-4.6	3.3	3.6	-0.3	2.7	0.9	1.8	4.9	3.6	1.3	9.7	8.6	1.1	17.6	17.6	0.0	4.0	2.7	1.3	
Radio Hauraki	2.5	3.1	-0.6	13	2.7	3.1	-0.4	5.6	6.7	-1.1	4.7	6.5	-1.8	4.4	5.1	-0.7	2.6	2.8	-0.2	0.4	1.0	-0.6	1.5	1.9	-0.4	
Rhema	0.8	0.8	0.0	15	0.7	0.5	0.2	0.5	0.4	0.1	0.5	0.3	0.2	0.3	0.2	0.1	0.6	0.5	0.1	1.8	1.9	-0.1	1.5	2.4	-0.9	
Rock	10.0	10.2	-0.2	4	12.9	4.4	8.5	21.0	18.7	2.3	16.8	19.8	-3.0	14.8	17.5	-2.7	10.5	12.4	-1.9	4.3	4.6	-0.3	4.9	5.9	-1.0	
Star	0.8	0.9	-0.1	15	*	*	*	*	*	*	*	*	*	*	*	*	0.6	1.1	-0.5	0.9	1.5	-0.6	0.7	1.7	-1.0	
Tainui Live**	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
The Hits	5.6	5.0	0.6	9	11.1	13.9	-2.8	3.7	3.6	0.1	6.2	6.2	0.0	5.7	4.7	1.0	4.5	3.2	1.3	4.5	3.4	1.1	4.6	3.1	1.5	
The Sound	6.9	7.1	-0.2	5	2.3	3.3	-1.0	4.6	5.3	-0.7	4.4	4.3	0.1	5.9	7.1	-1.2	11.5	13.2	-1.7	12.4	10.0	2.4	9.2	11.6	-2.4	
ZM	11.3	9.6	1.7	2	22.8	18.2	4.6	20.9	16.2	4.7	21.0	18.3	2.7	16.5	14.6	1.9	7.3	7.6	-0.3	1.7	1.9	-0.2	26.2	22.0	4.2	
MediaWorks Combo	53.3	55.6	-2.3		50.9	47.7	3.2	60.2	61.3	-1.1	54.6	58.8	-4.2	55.3	60.0	-4.7	56.7	59.4	-2.7	53.7	53.9	-0.2	46.0	56.3	-10.3	
NZME Combo	40.4	37.0	3.4		45.6	48.9	-3.3	35.4	32.6	2.8	40.0	35.2	4.8	39.4	33.6	5.8	35.4	30.3	5.1	38.1	36.1	2.0	46.8	34.6	12.2	
Potential (000)	186.3	186.3	0.0		36.4	36.4	0.0	52.2	53.7	-1.5	52.0	52.0	0.0	79.2	79.2	0.0	53.6	53.6	0.0	50.7	50.7	0.0	37.1	36.1	1.0	
Sample	870	836	34		151	145	6	220	209	11	223	215	8	350	340	10	259	245	14	305	270	35	175	166	9	

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

\*Gold includes a combination of Gold and Mix for Sun Feb 2 to Sat Mar 28 2020.

\*\*Tainui Live was previously listed as Radio Tainui



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Station Share (%) by Daypart, People 10+

Survey Comparisons: 1/2021 - 2/2021

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

Last 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

	This	Last	+/-
Potential (000)	186.3	186.3	0.0
Sample Size	870	836	34

	Breakfast				Morning			Afternoon			Drive				Night			Mid Dawn			Weekend		
	Mon-Fri 6am-9am		+/-	Rank	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		This
Breeze	4.6	3.8	0.8	10	6.5	8.0	-1.5	5.6	7.1	-1.5	9.8	8.8	1.0	4.8	2.8	2.0	1.7	1.8	-0.1	8.1	9.6	-1.5	
Coast	5.1	6.0	-0.9	7	7.1	7.5	-0.4	6.3	6.9	-0.6	5.5	6.0	-0.5	3.8	3.2	0.6	3.7	2.5	1.2	7.8	7.0	0.8	
Edge	6.8	6.8	0.0	6	7.4	7.3	0.1	7.9	7.3	0.6	4.5	6.6	-2.1	2.6	6.5	-3.9	5.2	6.4	-1.2	5.1	6.3	-1.2	
Gold*	2.5	2.0	0.5	12	3.4	2.6	0.8	3.3	3.1	0.2	4.1	2.7	1.4	7.5	0.2	7.3	0.5	0.3	0.2	3.3	1.3	2.0	
Gold AM	0.6	n.a.	*	16	0.4	n.a.	*	0.3	n.a.	*	0.1	n.a.	*	0.1	n.a.	*	*	n.a.	*	0.4	n.a.	*	
Life FM	1.3	1.5	-0.2	14	1.0	0.7	0.3	1.0	0.9	0.1	1.5	2.1	-0.6	0.7	0.8	-0.1	0.1	1.8	-1.7	1.4	1.4	0.0	
Magic Music & Talk	13.7	13.8	-0.1	2	11.6	13.8	-2.2	11.0	13.2	-2.2	8.5	10.5	-2.0	19.4	18.8	0.6	22.0	21.8	0.2	15.0	15.4	-0.4	
Mai FM	6.9	7.9	-1.0	5	5.6	5.0	0.6	4.3	3.8	0.5	3.8	2.9	0.9	3.5	6.5	-3.0	25.6	21.7	3.9	2.8	3.0	-0.2	
Moana Radio	0.4	*	*	17	0.3	0.1	0.2	1.2	0.6	0.6	0.5	0.4	0.1	*	*	*	2.0	1.6	0.4	0.9	0.9	0.0	
More FM	3.7	4.8	-1.1	11	3.0	3.2	-0.2	4.0	4.9	-0.9	5.1	5.0	0.1	3.7	2.4	1.3	1.9	0.8	1.1	9.8	6.8	3.0	
Newstalk ZB	17.2	14.9	2.3	1	8.8	6.8	2.0	7.1	5.9	1.2	8.2	7.9	0.3	19.0	22.5	-3.5	20.9	25.5	-4.6	9.0	11.1	-2.1	
Radio Hauraki	2.3	3.1	-0.8	13	3.0	3.9	-0.9	2.9	3.6	-0.7	3.0	3.7	-0.7	3.8	3.9	-0.1	0.9	1.1	-0.2	1.8	1.6	0.2	
Rhema	0.4	0.4	0.0	17	0.2	0.1	0.1	0.5	0.3	0.2	0.9	1.3	-0.4	5.7	5.3	0.4	1.2	1.3	-0.1	0.9	1.1	-0.2	
Rock	9.7	10.0	-0.3	4	12.3	13.0	-0.7	13.7	14.0	-0.3	10.3	9.8	0.5	5.2	4.1	1.1	3.2	5.3	-2.1	5.9	5.8	0.1	
Star	0.9	1.0	-0.1	15	0.4	0.4	0.0	0.6	0.5	0.1	0.8	0.5	0.3	1.1	1.8	-0.7	0.3	0.3	0.0	1.3	1.7	-0.4	
Tainui Live**	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
The Hits	4.7	4.2	0.5	9	6.9	5.2	1.7	5.8	5.2	0.6	7.4	6.6	0.8	2.1	3.0	-0.9	1.8	0.3	1.5	5.5	5.8	-0.3	
The Sound	4.8	4.6	0.2	8	7.2	8.9	-1.7	8.8	9.0	-0.2	8.3	8.4	-0.1	3.4	4.5	-1.1	3.8	2.6	1.2	7.2	6.7	0.5	
ZM	13.0	11.4	1.6	3	11.1	8.7	2.4	12.2	9.9	2.3	14.0	12.2	1.8	5.7	5.0	0.7	4.0	3.3	0.7	10.1	9.4	0.7	
MediaWorks Combo	50.3	52.0	-1.7		54.0	59.2	-5.2	55.8	59.6	-3.8	50.5	52.4	-1.9	43.2	45.9	-2.7	63.5	60.3	3.2	54.2	54.0	0.2	
NZME Combo	45.4	41.7	3.7		40.7	34.6	6.1	37.9	34.6	3.3	42.6	39.5	3.1	43.2	38.8	4.4	32.4	33.7	-1.3	37.8	36.4	1.4	

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

\*Gold includes a combination of Gold and Mix for 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	22.1	21.8	0.3	7	2.3	2.8	-0.5		4.5	4.2	0.3		5.2	4.2	1.0		9.5	8.7	0.8		9.8	9.9	-0.1		9.6	9.0	0.6		3.7	4.1	-0.4	
Coast	20.0	20.7	-0.7	9	1.6	1.3	0.3		2.2	1.9	0.3		2.7	2.2	0.5		5.6	6.6	-1.0		6.4	7.8	-1.4		8.7	8.6	0.1		2.2	2.4	-0.2	
Edge	27.2	29.0	-1.8	3	11.0	11.5	-0.5		13.0	14.0	-1.0		9.6	9.7	-0.1		13.7	13.7	0.0		6.3	7.2	-0.9		2.3	3.4	-1.1		8.6	8.3	0.3	
Gold*	6.1	5.2	0.9	14	1.4	1.2	0.2		0.5	0.9	-0.4		0.7	1.1	-0.4		2.8	1.9	0.9		3.7	2.1	1.6		1.9	2.2	-0.3		1.6	1.3	0.3	
Gold AM	1.6	n.a.	*	17	*	n.a.	*		*	n.a.	*		0.5	n.a.	*		0.8	n.a.	*		0.9	n.a.	*		0.8	n.a.	*		0.5	n.a.	*	
Life FM	6.3	8.4	-2.1	13	1.3	3.0	-1.7		2.2	4.0	-1.8		2.7	3.1	-0.4		4.0	4.6	-0.6		2.0	2.2	-0.2		1.0	0.8	0.2		2.0	1.9	0.1	
Magic Music & Talk	31.2	33.1	-1.9	2	1.4	2.0	-0.6		3.1	3.3	-0.2		3.5	4.6	-1.1		7.3	8.9	-1.6		10.0	10.0	0.0		13.8	14.8	-1.0		3.2	4.1	-0.9	
Mai FM	14.2	15.3	-1.1	11	4.8	5.6	-0.8		4.9	5.9	-1.0		6.6	7.0	-0.4		8.5	8.8	-0.3		2.6	2.3	0.3		0.8	0.9	-0.1		3.7	3.6	0.1	
Moana Radio	3.9	2.7	1.2	15	1.0	0.9	0.1		1.8	1.6	0.2		0.8	1.0	-0.2		2.9	1.8	1.1		2.1	0.8	1.3		*	*	*		0.6	0.6	0.0	
More FM	22.4	22.7	-0.3	6	4.9	5.6	-0.7		7.4	7.1	0.3		9.0	7.2	1.8		13.7	12.1	1.6		6.0	8.6	-2.6		3.2	5.1	-1.9		4.9	5.8	-0.9	
Newstalk ZB	25.4	26.6	-1.2	4	1.4	3.1	-1.7		2.2	3.1	-0.9		3.1	2.4	0.7		7.0	6.6	0.4		10.5	11.2	-0.7		11.6	12.2	-0.6		2.7	2.4	0.3	
Radio Hauraki	11.6	14.3	-2.7	12	2.5	2.9	-0.4		5.4	6.4	-1.0		4.9	6.2	-1.3		7.3	7.5	-0.2		3.6	3.8	-0.2		1.3	3.1	-1.8		2.4	2.1	0.3	
Rhema	3.6	2.9	0.7	16	1.1	0.7	0.4		0.7	0.5	0.2		0.7	0.5	0.2		0.7	0.5	0.2		0.4	0.4	0.0		0.9	1.1	-0.2		0.3	0.6	-0.3	
Rock	23.9	26.8	-2.9	5	5.0	5.6	-0.6		11.8	12.6	-0.8		11.9	13.4	-1.5		16.2	18.1	-1.9		6.1	7.4	-1.3		2.3	3.1	-0.8		5.5	5.8	-0.3	
Star	1.3	2.4	-1.1	18	*	*	*		*	*	*		*	*	*		*	*	*		0.7	1.4	-0.7		1.1	1.8	-0.7		0.5	1.0	-0.5	
Tainui Live**	0.8	0.6	0.2	19	*	*	*		*	0.3	*		*	0.3	*		*	0.3	*		0.8	0.3	0.5		0.8	0.3	0.5		*	0.3	*	
The Hits	17.3	15.9	1.4	10	2.7	3.8	-1.1		6.1	6.4	-0.3		6.9	6.6	0.3		10.1	9.1	1.0		5.3	4.1	1.2		3.2	2.7	0.5		4.4	4.4	0.0	
The Sound	20.7	24.6	-3.9	8	3.2	4.5	-1.3		4.1	4.8	-0.7		3.6	3.5	0.1		9.3	9.5	-0.2		11.1	14.0	-2.9		7.6	10.0	-2.4		4.8	5.1	-0.3	
ZM	34.7	34.9	-0.2	1	12.8	12.9	-0.1		17.7	16.2	1.5		14.7	13.3	1.4		18.6	17.8	0.8		6.4	8.1	-1.7		3.0	3.8	-0.8		11.6	11.2	0.4	
MediaWorks Combo	111.2	114.8	-3.6		19.5	20.3	-0.8		30.4	32.0	-1.6		32.2	32.5	-0.3		51.5	51.6	-0.1		35.4	38.4	-3.0		29.9	33.6	-3.7		22.2	22.8	-0.6	
NZME Combo	91.6	92.7	-1.1		19.8	20.0	-0.2		27.0	27.2	-0.2		25.0	24.4	0.6		38.1	37.5	0.6		26.7	28.1	-1.4		23.9	26.0	-2.1		18.7	18.0	0.7	
All Commercial Radio	151.8	153.0	-1.2		27.5	28.7	-1.2		41.2	43.1	-1.9		42.1	41.9	0.2		67.1	66.6	0.5		47.6	48.8	-1.2		42.1	43.9	-1.8		31.3	31.2	0.1	
Potential (000)	186.3	186.3	0.0		36.4	36.4	0.0		52.2	53.7	-1.5		52.0	52.0	0.0		79.2	79.2	0.0		53.6	53.6	0.0		50.7	50.7	0.0		37.1	36.1	1.0	
Sample	870	836	34		151	145	6		220	209	11		223	215	8		350	340	10		259	245	14		305	270	35		175	166	9	

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	This	Last	+/-
Potential (000)	186.3	186.3	0.0
Sample Size	870	836	34

	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	10.0	9.2	0.8	8	8.0	8.7	-0.7	12.7	13.8	-1.1	11.9	12.6	-0.7	3.3	2.4	0.9	0.7	0.7	0.0	13.0	14.0	-1.0						
Coast	10.4	12.7	-2.3	6	10.3	11.1	-0.8	12.2	12.4	-0.2	8.6	9.8	-1.2	3.0	2.5	0.5	1.2	0.9	0.3	10.9	11.2	-0.3						
Edge	13.4	15.2	-1.8	4	8.6	8.4	0.2	15.1	14.4	0.7	8.1	9.7	-1.6	2.7	3.8	-1.1	2.2	1.7	0.5	13.8	15.3	-1.5						
Gold*	2.7	2.4	0.3	14	3.1	1.8	1.3	3.9	3.7	0.2	3.3	2.2	1.1	1.0	0.2	0.8	0.2	0.1	0.1	3.7	2.9	0.8						
Gold AM	0.5	n.a.	*	18	1.1	n.a.	*	0.8	n.a.	*	0.2	n.a.	*	0.1	n.a.	*	0.2	n.a.	*	0.5	n.a.	*						
Life FM	4.4	4.6	-0.2	13	2.7	2.3	0.4	4.1	3.8	0.3	4.1	6.4	-2.3	1.6	1.0	0.6	0.2	0.7	-0.5	3.9	4.1	-0.2						
Magic Music & Talk	16.4	18.1	-1.7	3	16.3	18.2	-1.9	19.4	21.7	-2.3	12.2	14.4	-2.2	6.1	6.7	-0.6	5.1	5.3	-0.2	18.3	19.4	-1.1						
Mai FM	10.3	11.5	-1.2	7	8.6	7.8	0.8	9.0	7.2	1.8	6.2	5.3	0.9	2.2	3.1	-0.9	3.2	3.7	-0.5	7.6	8.5	-0.9						
Moana Radio	1.2	*	*	15	1.6	0.9	0.7	3.0	1.6	1.4	2.4	2.2	0.2	*	*	*	0.8	0.8	0.0	2.1	2.2	-0.1						
More FM	9.7	12.4	-2.7	9	6.3	6.1	0.2	6.8	9.0	-2.2	7.2	8.1	-0.9	2.8	2.3	0.5	2.0	1.3	0.7	13.5	12.8	0.7						
Newstalk ZB	18.0	17.8	0.2	2	11.7	10.0	1.7	12.7	10.6	2.1	9.3	8.9	0.4	6.2	5.6	0.6	6.5	9.2	-2.7	16.8	16.4	0.4						
Radio Hauraki	6.6	8.4	-1.8	12	3.7	5.9	-2.2	6.4	7.0	-0.6	4.1	5.4	-1.3	2.4	2.7	-0.3	0.6	1.4	-0.8	4.6	5.2	-0.6						
Rhema	0.9	0.8	0.1	17	1.4	0.9	0.5	1.6	1.0	0.6	0.9	1.1	-0.2	1.9	1.7	0.2	0.7	0.8	-0.1	0.8	1.2	-0.4						
Rock	12.6	14.1	-1.5	5	11.4	12.3	-0.9	13.7	15.1	-1.4	10.6	12.5	-1.9	2.4	2.3	0.1	2.1	4.2	-2.1	11.0	12.8	-1.8						
Star	1.2	2.2	-1.0	15	0.6	0.7	-0.1	0.4	0.4	0.0	0.4	0.4	0.0	0.2	0.8	-0.6	0.7	1.2	-0.5	1.0	2.0	-1.0						
Tainui Live**	*	*	*	*	0.8	0.6	0.2	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*			
The Hits	9.0	7.8	1.2	11	8.3	5.9	2.4	9.0	8.1	0.9	7.8	7.5	0.3	2.1	3.0	-0.9	1.2	0.8	0.4	11.3	10.2	1.1						
The Sound	9.2	10.7	-1.5	10	8.7	9.2	-0.5	10.6	11.8	-1.2	9.0	11.3	-2.3	2.3	3.0	-0.7	1.7	1.0	0.7	11.9	12.6	-0.7						
ZM	25.5	24.5	1.0	1	18.6	17.7	0.9	19.9	19.7	0.2	16.5	14.4	2.1	4.2	3.5	0.7	3.1	2.9	0.2	22.2	19.4	2.8						
MediaWorks Combo	67.6	74.5	-6.9		58.7	60.9	-2.2	72.6	75.7	-3.1	55.8	62.2	-6.4	20.7	23.3	-2.6	16.4	17.7	-1.3	73.6	77.2	-3.6						
NZME Combo	62.2	63.8	-1.6		50.4	47.2	3.2	58.7	56.1	2.6	46.5	44.8	1.7	18.1	17.4	0.7	12.6	13.7	-1.1	59.6	57.2	2.4						
All Commercial Radio	115.3	121.9	-6.6		96.5	95.1	1.4	113.8	113.7	0.1	95.9	98.0	-2.1	39.4	41.0	-1.6	27.1	29.9	-2.8	118.8	118.1	0.7						

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

\*Gold includes a combination of Gold and Mix for Sun Feb 2 to Sat Mar 28 2020.

\*\*Tainui Live was previously listed as Radio Tainui



## TAURANGA 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 Feb 14 to Sat Jun 19 2021

Last 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

	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	6:52	7:43	-0:50	10:09	6:21	3:47	2:36	2:52	-0:16	2:25	2:41	-0:15	5:44	6:03	-0:18	8:30	9:29	-0:58	7:37	9:17	-1:40	4:36	5:12	-0:36
Coast	7:29	7:34	-0:05	3:57	5:29	-1:31	2:44	4:26	-1:42	2:42	3:04	-0:22	5:01	5:09	-0:08	6:46	5:29	1:16	8:42	8:41	0:01	10:28	7:16	3:12
Edge	5:37	5:47	-0:10	2:44	3:15	-0:30	4:43	5:14	-0:31	6:12	6:33	-0:21	8:35	8:54	-0:19	9:58	8:39	1:18	1:55	1:12	0:43	6:33	5:41	0:51
Gold*	12:45	10:03	2:42	2:34	2:07	0:27	5:56	3:09	2:46	33:57	9:46	24:11	21:18	14:39	6:39	13:35	16:02	-2:27	7:39	10:28	-2:48	15:20	1:49	13:30
Gold AM	5:25	n.a.	*	*	n.a.	*	*	n.a.	*	1:00	n.a.	*	0:49	n.a.	*	4:05	n.a.	*	9:39	n.a.	*	0:54	n.a.	*
Life FM	4:15	3:34	0:41	3:36	1:33	2:03	2:24	2:51	-0:27	4:13	5:00	-0:46	4:38	5:06	-0:28	5:08	4:10	0:57	3:39	2:10	1:28	4:51	4:25	0:26
Magic Music & Talk	9:58	10:28	-0:30	9:17	6:59	2:17	4:48	5:46	-0:58	4:25	4:44	-0:19	5:54	6:00	-0:06	8:53	8:32	0:21	10:37	12:46	-2:08	7:15	7:38	-0:22
Mai FM	9:21	8:44	0:36	5:46	6:09	-0:22	15:31	12:32	2:58	11:58	10:09	1:49	11:59	11:06	0:53	9:42	11:15	-1:32	3:02	1:36	1:26	4:58	5:31	-0:33
Moana Radio	4:29	4:05	0:24	3:19	3:27	-0:08	6:13	6:14	-0:00	9:30	7:31	1:58	4:53	4:24	0:28	2:59	0:40	2:18	*	*	*	2:43	2:54	-0:11
More FM	5:16	5:02	0:14	1:33	1:38	-0:05	4:13	2:44	1:29	4:45	4:05	0:40	5:32	6:02	-0:29	6:27	6:25	0:02	10:40	6:26	4:13	5:58	6:34	-0:36
Newstalk ZB	10:19	9:47	0:31	11:51	9:17	2:33	8:34	6:19	2:15	5:27	2:13	3:14	7:56	6:16	1:39	8:00	7:21	0:38	10:42	11:24	-0:42	6:40	4:35	2:05
Radio Hauraki	5:16	5:16	0:00	3:18	3:06	0:12	6:04	5:41	0:23	6:08	6:11	-0:02	6:53	7:40	-0:47	6:14	6:58	-0:44	2:10	2:26	-0:15	2:43	3:38	-0:54
Rhema	5:06	6:30	-1:23	1:52	1:52	0:00	4:20	3:33	0:46	4:20	3:33	0:46	4:20	3:33	0:46	12:22	11:29	0:53	14:08	13:56	0:12	20:23	17:49	2:34
Rock	10:00	9:16	0:43	7:41	2:13	5:27	10:17	7:59	2:18	8:59	8:39	0:20	10:28	10:59	-0:31	14:59	16:08	-1:08	13:15	11:57	1:17	4:03	4:08	-0:04
Star	14:31	9:05	5:26	*	*	*	*	*	*	*	*	*	*	*	*	7:24	7:18	0:06	5:50	6:22	-0:31	6:45	6:45	0:00
Tainui Live**	0:15	0:15	0:00	*	*	*	*	0:15	*	*	0:15	*	*	0:15	*	0:15	0:15	0:00	0:15	0:15	0:00	*	0:15	*
The Hits	7:45	7:39	0:06	12:10	10:31	1:38	3:32	3:00	0:32	5:44	5:24	0:20	6:24	5:57	0:27	7:23	7:32	-0:08	9:54	9:47	0:07	4:40	2:51	1:48
The Sound	8:01	7:04	0:56	2:09	2:05	0:03	6:30	5:58	0:32	7:52	7:19	0:33	7:13	8:35	-1:22	9:00	9:01	-0:01	11:33	7:57	3:36	8:39	9:21	-0:42
ZM	7:49	6:46	1:03	5:20	4:02	1:17	6:52	5:23	1:28	9:07	8:01	1:05	10:10	9:22	0:47	9:57	9:00	0:56	3:59	3:55	0:04	10:16	8:03	2:12
MediaWorks Combo	11:30	11:51	-0:21	7:49	6:46	1:03	11:29	10:23	1:05	10:49	10:33	0:15	12:17	13:15	-0:58	13:50	14:50	-0:59	12:41	12:42	-0:01	9:25	10:06	-0:41
NZME Combo	10:34	9:46	0:47	6:55	7:00	-0:05	7:36	6:29	1:07	10:11	8:25	1:46	11:50	10:14	1:36	11:29	10:19	1:10	11:13	11:00	0:13	11:22	7:51	3:31
All Commercial Radio	15:48	16:00	-0:11	10:55	10:00	0:55	14:05	12:34	1:31	15:08	13:54	1:13	17:04	17:08	-0:04	18:10	19:37	-1:27	16:48	18:01	-1:13	14:28	13:06	1:21
Potential (000)	186.3	186.3	0.0	36.4	36.4	0.0	52.2	53.7	-1.5	52.0	52.0	0.0	79.2	79.2	0.0	53.6	53.6	0.0	50.7	50.7	0.0	37.1	36.1	1.0
Sample	870	836	34	151	145	6	220	209	11	223	215	8	350	340	10	259	245	14	305	270	35	175	166	9

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

\*Gold includes a combination of Gold and Mix for Sun Feb 2 to Sat Mar 28 2020.

\*\*Tainui Live was previously listed as Radio Tainui

# TAURANGA 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 Feb 14 to Sat Jun 19 2021

Last 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

	This	Last	+/-
Potential (000)	186.3	186.3	0.0
Sample Size	870	836	34

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

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

\*Gold includes a combination of Gold and Mix for Sun Feb 2 to Sat Mar 28 2020.

\*\*Tainui Live was previously listed as Radio Tainui