

TARANAKI COMMERCIAL RADIO - SURVEY 4 2021

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

Survey Comparisons: 3/2021 - 4/2021

This Survey Period: Sun Jan 31 to Sat Nov 6 2021

Last Survey Period: Sun Sept 13 to Sat Nov 14 2020 & Sun Jan 31 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	8.0	6.8	1.2	7	9.3	3.1	6.2	14.1	12.3	1.8	14.5	12.9	1.6	9.8	9.3	0.5	6.9	6.0	0.9	7.9	7.1	0.8	8.0	10.3	-2.3
Coast	6.9	6.9	0.0	9	4.2	2.0	2.2	1.6	2.3	-0.7	3.3	4.1	-0.8	5.3	4.8	0.5	7.8	8.5	-0.7	8.4	10.9	-2.5	3.7	3.0	0.7
Edge	7.0	10.5	-3.5	8	13.8	36.6	-22.8	13.3	19.9	-6.6	11.5	8.1	3.4	10.0	8.3	1.7	5.8	6.2	-0.4	2.5	2.5	0.0	15.2	28.8	-13.6
Gold AM	0.5	0.3	0.2	14	*	*	*	*	*	*	0.3	*	*	0.2	*	*	0.8	0.5	0.3	1.1	0.9	0.2	*	0.1	*
Life FM	1.9	1.1	0.8	12	0.8	0.3	0.5	3.9	2.2	1.7	3.7	2.3	1.4	3.6	1.7	1.9	2.4	1.1	1.3	1.1	1.1	0.0	2.4	1.1	1.3
Magic Music	9.9	7.8	2.1	3	2.5	0.7	1.8	2.2	0.5	1.7	2.1	1.5	0.6	6.4	3.9	2.5	9.5	8.3	1.2	14.9	15.5	-0.6	7.6	4.8	2.8
More FM	9.8	8.9	0.9	4	16.3	12.0	4.3	13.6	10.2	3.4	9.6	11.2	-1.6	12.2	11.0	1.2	12.3	9.2	3.1	6.7	5.8	0.9	10.1	13.6	-3.5
Newstalk ZB	16.4	14.7	1.7	1	7.1	3.1	4.0	1.7	2.6	-0.9	3.8	4.3	-0.5	5.6	6.0	-0.4	9.1	8.1	1.0	20.6	19.1	1.5	4.3	1.4	2.9
Radio Hauraki	2.6	2.0	0.6	10	5.9	2.1	3.8	3.7	2.6	1.1	3.0	3.4	-0.4	3.4	3.3	0.1	2.5	2.1	0.4	0.9	0.7	0.2	1.0	1.6	-0.6
Rhema	0.2	0.4	-0.2	15	*	0.1	*	*	*	*	*	0.2	*	*	0.1	*	0.1	0.1	0.0	0.7	0.9	-0.2	*	0.3	*
Rock	9.5	13.0	-3.5	6	20.1	19.9	0.2	18.5	20.8	-2.3	18.7	23.6	-4.9	13.0	19.5	-6.5	5.5	8.7	-3.2	3.6	3.8	-0.2	12.2	10.1	2.1
Star	0.1	0.1	0.0	16	*	*	*	*	*	*	*	*	*	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	*	0.1	*
Te Korimako o Taranaki	1.0	0.6	0.4	13	0.2	0.4	-0.2	*	*	*	1.9	1.5	0.4	1.7	1.2	0.5	1.1	0.5	0.6	0.7	0.1	0.6	0.8	0.3	0.5
The Hits	10.1	9.1	1.0	2	9.2	8.3	0.9	9.0	8.0	1.0	10.6	10.0	0.6	12.6	10.8	1.8	11.2	11.2	0.0	7.3	8.6	-1.3	18.2	9.3	8.9
The Sound	9.6	10.4	-0.8	5	3.9	2.2	1.7	9.2	7.4	1.8	10.0	8.1	1.9	8.4	11.9	-3.5	16.3	21.1	-4.8	17.2	15.9	1.3	9.4	9.3	0.1
ZM	2.4	2.4	0.0	11	4.7	5.4	-0.7	5.6	4.2	1.4	3.8	2.8	1.0	3.9	3.2	0.7	2.0	2.2	-0.2	0.3	0.4	-0.1	3.3	1.7	1.6
MediaWorks Combo	54.6	57.9	-3.3		67.6	76.6	-9.0	72.1	72.5	-0.4	66.8	65.8	1.0	60.9	64.4	-3.5	57.4	59.8	-2.4	52.7	50.6	2.1	62.5	77.4	-14.9
NZME Combo	39.0	36.4	2.6		31.4	21.9	9.5	21.8	22.6	-0.8	25.0	27.3	-2.3	31.4	29.8	1.6	33.8	32.7	1.1	38.7	40.7	-2.0	30.6	17.1	13.5
Potential (000)	108.1	108.1	0.0		22.5	22.5	0.0	31.3	32.4	-1.1	30.6	30.6	0.0	46.9	46.9	0.0	32.6	32.6	0.0	29.2	29.2	0.0	16.4	17.6	-1.2
Sample	810	809	1		108	119	-11	128	158	-30	152	175	-23	260	288	-28	265	261	4	330	298	32	122	130	-8

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 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 4 2021

Station Share (%) by Daypart, People 10+

Survey Comparisons: 3/2021 - 4/2021

This Survey Period: Sun Jan 31 to Sat Nov 6 2021

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

	This	Last	+/-
Potential (000)	108.1	108.1	0.0
Sample Size	810	809	1

	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	7.0	6.0	1.0	7	9.6	6.6	3.0	8.9	7.3	1.6	6.4	6.8	-0.4	4.9	6.0	-1.1	3.1	3.7	-0.6	9.2	7.8	1.4
Coast	4.7	5.5	-0.8	8	6.3	7.6	-1.3	6.6	6.5	0.1	8.0	7.5	0.5	7.4	7.3	0.1	5.2	3.4	1.8	9.0	7.8	1.2
Edge	3.7	6.4	-2.7	9	6.1	11.1	-5.0	7.1	10.8	-3.7	7.5	7.0	0.5	12.9	10.5	2.4	8.2	10.8	-2.6	7.9	13.9	-6.0
Gold AM	0.3	0.1	0.2	14	0.6	0.4	0.2	0.3	0.1	0.2	0.3	0.2	0.1	0.8	0.7	0.1	*	*	*	0.8	0.5	0.3
Life FM	2.3	1.7	0.6	10	3.0	2.0	1.0	1.6	0.9	0.7	0.9	0.3	0.6	1.9	0.8	1.1	1.6	1.8	-0.2	1.4	0.6	0.8
Magic Music	7.4	6.7	0.7	6	10.7	8.1	2.6	11.2	9.0	2.2	10.6	8.4	2.2	7.6	4.5	3.1	0.5	0.4	0.1	11.6	8.7	2.9
More FM	15.2	12.2	3.0	2	10.0	9.5	0.5	10.4	9.5	0.9	9.5	8.7	0.8	3.6	2.7	0.9	6.8	5.8	1.0	7.6	7.5	0.1
Newstalk ZB	21.1	22.5	-1.4	1	11.0	8.8	2.2	9.6	8.7	0.9	14.0	12.3	1.7	30.9	28.5	2.4	37.7	37.4	0.3	17.0	14.3	2.7
Radio Hauraki	2.3	1.9	0.4	10	2.7	2.5	0.2	3.2	3.0	0.2	2.3	1.9	0.4	2.9	0.7	2.2	2.1	2.2	-0.1	2.2	1.1	1.1
Rhema	*	*	*	*	0.2	0.4	-0.2	0.2	0.4	-0.2	0.3	0.6	-0.3	1.2	1.2	0.0	*	*	*	0.2	0.4	-0.2
Rock	9.6	10.8	-1.2	4	11.8	15.5	-3.7	12.1	15.0	-2.9	10.4	15.0	-4.6	5.3	8.7	-3.4	6.9	7.4	-0.5	6.7	11.3	-4.6
Star	0.1	0.1	0.0	15	0.2	0.2	0.0	0.1	*	*	*	*	*	0.1	0.1	0.0	*	*	*	0.1	0.1	0.0
Te Korimako o Taranaki	0.6	0.2	0.4	13	0.7	0.5	0.2	2.0	1.2	0.8	1.9	1.4	0.5	0.5	1.2	-0.7	0.3	*	*	0.3	0.2	0.1
The Hits	11.0	9.2	1.8	3	9.4	9.1	0.3	9.5	9.8	-0.3	13.4	10.7	2.7	7.8	8.1	-0.3	12.1	14.4	-2.3	9.1	7.2	1.9
The Sound	9.6	9.2	0.4	4	11.2	10.9	0.3	11.7	11.5	0.2	6.3	9.1	-2.8	4.5	9.0	-4.5	9.2	5.7	3.5	9.7	11.4	-1.7
ZM	2.0	3.3	-1.3	12	2.4	2.2	0.2	2.7	1.9	0.8	3.3	4.1	-0.8	1.8	1.7	0.1	2.8	2.8	0.0	2.2	1.9	0.3
MediaWorks Combo	52.7	51.7	1.0		59.5	61.9	-2.4	61.9	63.8	-1.9	51.8	56.0	-4.2	40.8	43.2	-2.4	34.6	33.9	0.7	54.0	61.1	-7.1
NZME Combo	41.6	43.5	-1.9		32.6	31.6	1.0	32.0	31.1	0.9	41.4	37.8	3.6	52.0	48.9	3.1	60.0	60.2	-0.2	40.4	33.3	7.1

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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	15.4	15.2	0.2	5	2.5	1.4	1.1	4.4	5.1	-0.7	4.2	5.0	-0.8	7.6	8.4	-0.8	7.1	7.0	0.1	4.9	5.0	-0.1	2.6	2.7	-0.1
Coast	8.7	10.3	-1.6	11	1.0	0.8	0.2	0.9	0.8	0.1	1.0	1.3	-0.3	2.3	2.8	-0.5	3.1	4.1	-1.0	3.4	4.6	-1.2	0.7	1.3	-0.6
Edge	18.7	19.4	-0.7	3	6.5	7.6	-1.1	9.4	8.8	0.6	7.3	5.8	1.5	10.5	9.7	0.8	4.6	5.3	-0.7	1.7	2.1	-0.4	3.9	5.3	-1.4
Gold AM	1.4	0.9	0.5	14	*	*	*	*	*	*	0.1	*	*	0.3	*	*	0.7	0.4	0.3	0.9	0.7	0.2	*	0.1	*
Life FM	3.6	2.4	1.2	12	0.6	0.3	0.3	2.5	1.6	0.9	1.9	1.3	0.6	2.6	1.7	0.9	1.0	0.7	0.3	0.4	0.4	0.0	0.6	0.3	0.3
Magic Music	11.7	11.4	0.3	8	1.0	0.3	0.7	1.3	0.3	1.0	1.4	0.8	0.6	3.0	2.4	0.6	3.3	3.7	-0.4	5.1	5.8	-0.7	1.0	1.2	-0.2
More FM	19.7	19.7	0.0	2	5.1	4.3	0.8	5.7	6.2	-0.5	5.1	6.8	-1.7	10.9	11.9	-1.0	8.3	7.2	1.1	3.1	2.7	0.4	3.7	3.9	-0.2
Newstalk ZB	14.9	15.1	-0.2	6	1.3	0.9	0.4	2.1	1.9	0.2	2.7	2.7	0.0	4.1	4.3	-0.2	3.9	3.7	0.2	5.5	5.1	0.4	0.8	0.5	0.3
Radio Hauraki	10.3	9.2	1.1	9	3.2	1.8	1.4	3.4	2.5	0.9	2.8	3.3	-0.5	4.7	4.7	0.0	4.1	3.8	0.3	2.4	2.7	-0.3	0.9	1.6	-0.7
Rhema	0.9	1.2	-0.3	15	*	0.1	*	*	0.2	*	*	0.3	*	0.1	0.5	-0.4	0.4	0.5	-0.1	0.6	0.5	0.1	0.1	0.4	-0.3
Rock	18.2	21.7	-3.5	4	3.4	4.9	-1.5	7.8	9.0	-1.2	9.2	10.1	-0.9	11.2	13.1	-1.9	5.5	6.2	-0.7	3.6	3.7	-0.1	4.4	4.2	0.2
Star	0.3	0.4	-0.1	16	*	*	*	*	*	*	*	*	*	*	0.1	*	*	0.1	*	0.2	0.2	0.0	*	0.1	*
Te Korimako o Taranaki	3.1	2.5	0.6	13	0.6	0.7	-0.1	0.4	0.2	0.2	0.4	0.3	0.1	1.3	1.2	0.1	1.7	1.2	0.5	0.8	0.2	0.6	0.3	0.2	0.1
The Hits	23.4	21.7	1.7	1	7.1	5.3	1.8	8.6	7.9	0.7	8.2	7.7	0.5	11.5	11.3	0.2	6.3	6.6	-0.3	4.2	4.5	-0.3	6.3	4.0	2.3
The Sound	12.9	13.1	-0.2	7	1.4	1.3	0.1	3.6	4.0	-0.4	3.8	4.0	-0.2	6.5	6.8	-0.3	6.2	6.1	0.1	4.9	4.9	0.0	3.0	3.2	-0.2
ZM	8.8	7.2	1.6	10	3.1	2.7	0.4	6.3	4.6	1.7	4.0	3.1	0.9	5.2	4.0	1.2	1.5	1.3	0.2	0.5	0.4	0.1	2.2	1.4	0.8
MediaWorks Combo	64.0	66.6	-2.6		12.9	13.6	-0.7	18.3	20.7	-2.4	19.2	20.0	-0.8	30.5	31.6	-1.1	22.0	21.5	0.5	16.9	17.0	-0.1	11.7	13.5	-1.8
NZME Combo	51.8	50.1	1.7		12.2	9.4	2.8	15.7	14.7	1.0	14.4	14.9	-0.5	21.9	22.0	-0.1	14.6	13.9	0.7	12.4	12.7	-0.3	9.0	7.5	1.5
All Commercial Radio	87.6	89.6	-2.0		18.3	17.8	0.5	25.4	26.9	-1.5	25.0	26.0	-1.0	39.9	40.8	-0.9	28.5	28.3	0.2	23.0	23.8	-0.8	14.9	16.2	-1.3
Potential (000)	108.1	108.1	0.0		22.5	22.5	0.0	31.3	32.4	-1.1	30.6	30.6	0.0	46.9	46.9	0.0	32.6	32.6	0.0	29.2	29.2	0.0	16.4	17.6	-1.2
Sample	810	809	1		108	119	-11	128	158	-30	152	175	-23	260	288	-28	265	261	4	330	298	32	122	130	-8

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

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

	This	Last	+/-
Potential (000)	108.1	108.1	0.0
Sample Size	810	809	1

	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	6.9	6.8	0.1	6	7.5	6.2	1.3	9.3	9.2	0.1	5.8	6.6	-0.8	2.7	2.3	0.4	1.4	1.6	-0.2	8.5	8.6	-0.1						
Coast	3.2	4.2	-1.0	11	4.0	5.5	-1.5	4.9	5.8	-0.9	5.1	5.7	-0.6	3.0	2.9	0.1	1.2	0.8	0.4	5.6	6.6	-1.0						
Edge	6.4	8.6	-2.2	7	6.8	8.0	-1.2	10.7	11.3	-0.6	8.5	9.3	-0.8	6.4	5.1	1.3	4.0	3.6	0.4	12.0	14.0	-2.0						
Gold AM	0.5	0.3	0.2	14	0.5	0.3	0.2	0.3	0.2	0.1	0.3	0.3	0.0	0.3	0.2	0.1	*	0.1	*	1.0	0.7	0.3						
Life FM	1.4	0.9	0.5	12	2.7	1.8	0.9	2.9	1.8	1.1	1.1	0.6	0.5	1.2	0.6	0.6	0.4	0.2	0.2	2.2	1.1	1.1						
Magic Music	5.4	5.4	0.0	8	6.9	6.6	0.3	8.3	8.9	-0.6	6.3	5.8	0.5	3.9	2.5	1.4	0.4	0.3	0.1	7.9	7.0	0.9						
More FM	13.2	12.1	1.1	1	7.6	8.1	-0.5	9.8	10.1	-0.3	10.0	8.9	1.1	2.7	2.2	0.5	2.7	3.3	-0.6	9.6	9.6	0.0						
Newstalk ZB	11.1	12.0	-0.9	3	7.4	6.8	0.6	7.9	8.3	-0.4	7.2	7.2	0.0	5.7	6.6	-0.9	4.5	5.3	-0.8	12.1	12.2	-0.1						
Radio Hauraki	4.1	3.4	0.7	9	3.4	3.9	-0.5	4.4	4.0	0.4	3.6	3.2	0.4	1.8	1.5	0.3	1.3	1.5	-0.2	5.4	4.6	0.8						
Rhema	*	0.1	*	*	0.1	0.6	-0.5	0.2	0.5	-0.3	0.1	0.2	-0.1	0.3	0.2	0.1	*	*	*	0.5	1.1	-0.6						
Rock	8.6	11.0	-2.4	4	8.4	11.1	-2.7	10.8	13.2	-2.4	10.7	11.5	-0.8	4.8	6.0	-1.2	1.5	2.4	-0.9	11.3	15.2	-3.9						
Star	0.3	0.3	0.0	15	0.1	0.2	-0.1	0.2	0.1	0.1	*	*	*	0.1	0.1	0.0	*	*	*	0.3	0.4	-0.1						
Te Kōrimako o Taranaki	1.2	0.6	0.6	13	1.0	1.0	0.0	1.3	0.8	0.5	1.2	1.1	0.1	0.4	0.6	-0.2	0.3	*	*	1.3	1.1	0.2						
The Hits	11.5	11.7	-0.2	2	10.3	10.0	0.3	12.7	14.3	-1.6	12.2	11.6	0.6	5.3	5.1	0.2	3.0	2.7	0.3	13.5	11.3	2.2						
The Sound	7.2	6.6	0.6	5	7.5	7.0	0.5	7.2	8.0	-0.8	5.0	6.2	-1.2	1.3	2.1	-0.8	1.2	1.0	0.2	7.9	8.0	-0.1						
ZM	3.6	3.5	0.1	10	3.5	2.7	0.8	5.3	3.9	1.4	3.8	3.2	0.6	1.4	1.3	0.1	1.7	1.7	0.0	5.1	3.7	1.4						
MediaWorks Combo	39.6	42.1	-2.5		35.6	39.8	-4.2	43.7	48.6	-4.9	37.9	41.0	-3.1	18.4	17.1	1.3	9.1	9.9	-0.8	47.1	50.2	-3.1						
NZME Combo	30.0	31.7	-1.7		26.1	26.6	-0.5	31.9	32.7	-0.8	29.3	30.1	-0.8	17.2	17.6	-0.4	10.6	11.2	-0.6	38.4	35.1	3.3						
All Commercial Radio	62.5	63.9	-1.4		58.5	60.5	-2.0	69.3	71.4	-2.1	60.3	63.5	-3.2	32.3	32.4	-0.1	17.8	18.6	-0.8	73.3	74.2	-0.9						

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 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 4 2021

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

Survey Comparisons: 3/2021 - 4/2021

This Survey Period: Sun Jan 31 to Sat Nov 6 2021

Last Survey Period: Sun Sept 13 to Sat Nov 14 2020 & Sun Jan 31 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	7:49	7:50	-0:01	8:58	6:26	2:32	11:55	12:49	-0:54	11:49	12:43	-0:53	7:35	8:30	-0:54	5:06	4:36	0:29	7:50	7:21	0:29	6:28	11:52	-5:24
Coast	11:54	11:39	0:15	10:22	7:04	3:17	6:37	15:44	-9:07	11:13	15:10	-3:57	13:53	13:07	0:45	13:01	11:10	1:50	12:06	12:09	-0:02	11:38	7:09	4:29
Edge	5:34	9:25	-3:50	5:09	13:54	-8:44	5:17	12:02	-6:44	5:25	6:55	-1:30	5:35	6:38	-1:02	6:35	6:19	0:16	7:04	6:02	1:02	8:23	17:01	-8:37
Gold AM	5:14	5:34	-0:19	*	*	*	*	*	*	7:45	*	*	4:33	*	*	6:03	6:08	-0:05	6:14	6:14	-0:00	*	3:00	*
Life FM	7:52	8:02	-0:10	3:15	3:15	0:00	5:53	7:26	-1:32	6:41	8:34	-1:52	8:12	7:32	0:40	12:28	8:46	3:41	11:53	13:30	-1:36	7:50	10:10	-2:19
Magic Music	12:37	11:55	0:42	5:55	6:33	-0:37	6:37	9:18	-2:41	4:57	9:00	-4:02	12:44	12:20	0:23	14:55	12:17	2:38	14:12	13:41	0:30	15:34	12:20	3:14
More FM	7:29	7:50	-0:21	7:49	8:01	-0:12	8:54	8:50	0:04	6:27	8:09	-1:42	6:33	7:03	-0:29	7:44	6:58	0:46	10:16	11:02	-0:45	5:44	10:52	-5:07
Newstalk ZB	16:28	16:58	-0:29	13:25	9:25	4:00	3:03	7:20	-4:16	4:52	7:48	-2:55	8:04	10:42	-2:37	12:05	11:42	0:23	18:10	18:57	-0:46	10:48	9:13	1:35
Radio Hauraki	3:43	3:48	-0:05	4:27	3:28	0:58	4:08	5:31	-1:22	3:44	5:04	-1:19	4:15	5:23	-1:08	3:11	2:57	0:13	1:44	1:17	0:27	2:18	3:03	-0:44
Rhema	3:52	5:40	-1:47	*	1:45	*	*	1:00	*	*	2:44	*	0:30	2:01	-1:31	1:04	0:40	0:24	5:42	8:38	-2:55	0:30	2:03	-1:33
Rock	7:50	10:26	-2:35	14:22	11:47	2:35	8:54	12:16	-3:21	7:03	11:38	-4:35	6:51	11:26	-4:35	5:10	7:35	-2:25	4:47	5:10	-0:23	5:51	7:31	-1:39
Star	4:34	4:08	0:25	*	*	*	*	*	*	*	*	*	4:00	*	*	2:37	2:42	-0:04	*	*	*	*	4:00	*
Te Korimako o Taranaki	4:39	4:34	0:04	0:57	1:42	-0:44	0:15	0:15	0:00	17:33	26:00	-8:26	7:36	7:41	-0:04	3:32	2:07	1:25	4:18	1:42	2:36	4:39	5:19	-0:40
The Hits	6:26	7:21	-0:55	3:09	4:34	-1:24	3:54	5:26	-1:32	4:27	6:26	-1:58	6:29	7:19	-0:49	9:21	9:14	0:06	8:31	9:41	-1:09	6:09	7:11	-1:01
The Sound	11:08	13:54	-2:45	6:38	4:53	1:44	9:40	9:53	-0:12	9:09	10:04	-0:54	7:38	13:35	-5:56	13:37	18:52	-5:14	16:53	16:42	0:10	6:32	9:09	-2:37
ZM	4:06	5:54	-1:48	3:44	5:54	-2:09	3:23	4:52	-1:29	3:18	4:29	-1:11	4:24	6:03	-1:39	7:07	9:25	-2:17	3:20	5:01	-1:41	3:13	3:51	-0:38
MediaWorks Combo	12:47	15:11	-2:23	12:41	16:19	-3:38	14:48	18:41	-3:53	12:00	16:18	-4:17	11:47	15:37	-3:50	13:37	15:02	-1:24	15:05	15:10	-0:04	11:22	17:58	-6:35
NZME Combo	11:16	12:41	-1:25	6:14	6:47	-0:32	5:11	8:11	-3:00	6:00	9:04	-3:03	8:28	10:24	-1:56	12:02	12:41	-0:39	15:09	16:23	-1:13	7:14	7:07	0:07
All Commercial Radio	17:06	19:29	-2:23	13:13	16:18	-3:04	14:46	19:49	-5:03	13:50	19:06	-5:15	14:49	18:49	-3:59	18:17	19:07	-0:50	21:07	21:27	-0:20	14:15	19:19	-5:03
Potential (000)	108.1	108.1	0.0	22.5	22.5	0.0	31.3	32.4	-1.1	30.6	30.6	0.0	46.9	46.9	0.0	32.6	32.6	0.0	29.2	29.2	0.0	16.4	17.6	-1.2
Sample	810	809	1	108	119	-11	128	158	-30	152	175	-23	260	288	-28	265	261	4	330	298	32	122	130	-8

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 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 4 2021

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

Survey Comparisons: 3/2021 - 4/2021

This Survey Period: Sun Jan 31 to Sat Nov 6 2021

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

	This	Last	+/-
Potential (000)	108.1	108.1	0.0
Sample Size	810	809	1

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

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