

TARANAKI COMMERCIAL RADIO - SURVEY 1 2020

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

Survey Comparisons: 4/2019 - 1/2020

This Survey Period: Sun Mar 31 to Sat Jun 8 2019 & Sun Jun 16 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020

Last Survey Period: Sun Jan 20 to Sat Jun 8 & Sun Jun 16 to Sat Nov 2 2019

	All 10+				People 10-17			People 18-34			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	8.6	8.1	0.5	7	6.5	3.0	3.5	7.2	7.0	0.2	7.0	6.5	0.5	8.4	6.2	2.2	10.5	9.2	1.3	10.9	13.1	-2.2	5.9	4.4	1.5
Coast	8.0	9.1	-1.1	8	0.3	0.3	0.0	1.0	1.0	0.0	1.2	1.3	-0.1	1.9	3.5	-1.6	8.5	11.2	-2.7	16.7	17.7	-1.0	5.5	4.1	1.4
Edge	8.7	8.1	0.6	6	35.0	38.6	-3.6	15.3	10.1	5.2	12.4	10.1	2.3	10.0	7.6	2.4	5.4	5.3	0.1	2.3	3.5	-1.2	14.2	14.1	0.1
Hokonui	1.6	1.2	0.4	13	*	*	*	0.1	0.1	0.0	*	*	*	0.3	0.2	0.1	0.4	0.3	0.1	0.1	1.0	-0.9	0.4	0.3	0.1
Life FM	1.0	0.6	0.4	15	*	*	*	1.8	1.2	0.6	2.1	1.6	0.5	1.6	1.2	0.4	1.0	0.3	0.7	0.5	*	*	1.0	1.1	-0.1
Magic	2.6	2.6	0.0	11	*	0.7	*	0.5	0.1	0.4	0.6	0.3	0.3	1.1	1.7	-0.6	2.0	2.6	-0.6	4.3	3.5	0.8	0.4	0.6	-0.2
More FM	10.0	8.6	1.4	3	10.3	6.8	3.5	3.8	3.4	0.4	5.4	4.5	0.9	11.8	7.7	4.1	14.7	11.8	2.9	10.5	12.5	-2.0	14.8	8.2	6.6
Newstalk ZB	9.9	10.6	-0.7	4	2.7	0.7	2.0	0.8	0.8	0.0	0.9	1.6	-0.7	1.6	6.1	-4.5	5.6	9.1	-3.5	16.5	11.1	5.4	3.8	7.1	-3.3
Radio Hauraki	5.0	5.3	-0.3	9	3.8	4.1	-0.3	6.9	9.3	-2.4	13.5	13.1	0.4	9.2	9.8	-0.6	2.9	3.3	-0.4	1.5	0.7	0.8	6.0	7.5	-1.5
Radio Sport	2.0	1.7	0.3	12	*	0.4	*	0.6	0.4	0.2	0.8	0.6	0.2	2.6	1.4	1.2	3.4	1.6	1.8	1.8	0.7	1.1	0.8	0.4	0.4
Rhema	0.5	0.5	0.0	16	0.5	0.6	-0.1	0.1	0.1	0.0	0.5	0.5	0.0	0.3	0.3	0.0	0.4	0.7	-0.3	0.5	0.7	-0.2	0.6	1.7	-1.1
Rock	10.9	10.5	0.4	2	19.8	18.8	1.0	20.7	18.3	2.4	19.4	18.4	1.0	15.0	15.0	0.0	8.0	9.1	-1.1	4.7	5.0	-0.3	9.7	8.3	1.4
Star	0.2	*	*	17	*	*	*	*	*	*	*	*	*	*	*	*	0.4	0.1	0.3	0.5	*	*	*	*	*
Te Korimako o Taranaki	1.3	1.6	-0.3	14	*	*	*	0.2	*	*	0.7	0.5	0.2	0.6	0.5	0.1	0.9	1.3	-0.4	2.9	4.1	-1.2	0.8	0.6	0.2
The Hits	8.9	10.2	-1.3	5	7.0	10.6	-3.6	9.5	12.4	-2.9	9.5	12.4	-2.9	7.6	10.6	-3.0	10.1	10.6	-0.5	11.0	10.4	0.6	12.8	16.4	-3.6
The Sound	12.8	12.7	0.1	1	8.6	9.8	-1.2	7.3	9.2	-1.9	7.0	8.8	-1.8	14.7	14.5	0.2	22.2	19.6	2.6	14.2	14.0	0.2	11.7	10.5	1.2
ZM	4.9	5.2	-0.3	10	4.4	3.8	0.6	16.0	18.0	-2.0	11.5	12.2	-0.7	7.7	7.8	-0.1	1.6	1.7	-0.1	0.6	1.1	-0.5	6.8	8.4	-1.6
MediaWorks Combo	53.9	50.7	3.2		80.1	77.8	2.3	55.4	48.6	6.8	52.3	49.1	3.2	61.4	53.1	8.3	62.9	57.6	5.3	46.7	51.7	-5.0	56.8	46.3	10.5
NZME Combo	40.8	44.4	-3.6		18.9	20.9	-2.0	36.2	46.0	-9.8	38.3	44.3	-6.0	31.9	41.5	-9.6	33.0	38.4	-5.4	48.1	42.9	5.2	37.5	48.2	-10.7
Potential (000)	105.2	103.0	2.2		14.7	13.5	1.2	22.1	22.9	-0.8	28.9	28.2	0.7	44.6	43.8	0.8	32.1	31.5	0.6	29.1	28.1	1.0	18.4	17.4	1.0
Sample	804	805	-1		96	95	1	123	121	2	203	192	11	314	362	-48	233	273	-40	266	230	36	145	144	1

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 Talk or internet only listening to George FM or Mai

NZME Combo: Coast or Hokonui or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or internet only listening to Mix or Flava

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Station Share (%) by Daypart, People 10+

Survey Comparisons: 4/2019 - 1/2020

This Survey Period: Sun Mar 31 to Sat Jun 8 2019 & Sun Jun 16 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020

Last Survey Period: Sun Jan 20 to Sat Jun 8 & Sun Jun 16 to Sat Nov 2 2019

	This	Last	+/-
Potential (000)	105.2	103.0	2.2
Sample Size	804	805	-1

	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	+/-	Rank	This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-	
Breeze	7.0	6.8	0.2	8	9.3	8.6	0.7		8.2	8.5	-0.3		8.7	7.3	1.4		7.2	5.0	2.2		5.9	5.5	0.4		10.4	10.0	0.4	
Coast	7.1	7.5	-0.4	7	8.1	7.7	0.4		7.4	8.2	-0.8		6.1	9.0	-2.9		6.8	12.2	-5.4		8.8	13.8	-5.0		10.2	10.8	-0.6	
Edge	9.9	8.7	1.2	5	9.0	6.9	2.1		7.5	5.2	2.3		11.4	12.5	-1.1		6.3	6.7	-0.4		8.5	6.7	1.8		8.0	9.8	-1.8	
Hokonui	1.7	1.0	0.7	13	1.1	0.9	0.2		1.4	1.6	-0.2		1.5	1.4	0.1		1.4	0.4	1.0		3.4	*	*		1.9	1.6	0.3	
Life FM	1.0	0.6	0.4	15	0.9	0.7	0.2		0.8	0.7	0.1		1.1	0.6	0.5		0.5	0.1	0.4		0.2	*	*		1.2	0.6	0.6	
Magic	2.7	2.9	-0.2	11	3.4	3.3	0.1		3.0	2.7	0.3		2.3	1.4	0.9		2.4	4.4	-2.0		2.0	2.5	-0.5		2.1	1.7	0.4	
More FM	12.2	11.2	1.0	2	8.0	7.6	0.4		8.2	7.7	0.5		11.5	8.6	2.9		7.5	6.4	1.1		10.8	5.6	5.2		11.3	9.2	2.1	
Newstalk ZB	12.5	14.3	-1.8	1	6.1	5.8	0.3		5.1	3.8	1.3		5.1	4.9	0.2		24.6	25.7	-1.1		30.7	37.3	-6.6		10.5	11.7	-1.2	
Radio Hauraki	4.0	4.0	0.0	10	5.8	7.4	-1.6		6.5	6.4	0.1		6.0	6.2	-0.2		4.5	4.5	0.0		0.8	1.0	-0.2		4.3	4.1	0.2	
Radio Sport	1.2	1.6	-0.4	14	1.7	1.2	0.5		1.9	1.3	0.6		1.9	1.8	0.1		3.1	3.5	-0.4		1.3	2.5	-1.2		2.6	2.0	0.6	
Rhema	0.5	0.6	-0.1	16	0.3	0.6	-0.3		0.3	0.6	-0.3		0.3	0.4	-0.1		2.5	0.2	2.3		*	*	*		0.4	0.6	-0.2	
Rock	10.3	10.0	0.3	4	14.2	13.5	0.7		14.9	15.3	-0.4		12.0	11.6	0.4		4.3	3.2	1.1		3.4	3.5	-0.1		7.7	6.7	1.0	
Star	0.3	*	*	17	0.1	*	*		0.1	*	*		0.3	*	*		0.4	*	*		*	*	*		0.3	0.2	0.1	
Te Korimako o Taranaki	2.0	2.4	-0.4	12	1.9	2.5	-0.6		1.0	1.5	-0.5		0.4	0.4	0.0		0.2	0.3	-0.1		1.2	1.2	0.0		1.3	1.4	-0.1	
The Hits	9.4	9.4	0.0	6	10.5	11.4	-0.9		10.9	12.3	-1.4		8.2	10.5	-2.3		5.5	6.5	-1.0		4.7	5.3	-0.6		7.3	9.6	-2.3	
The Sound	10.4	10.6	-0.2	3	13.7	15.5	-1.8		13.6	15.3	-1.7		13.7	11.6	2.1		14.2	12.7	1.5		16.4	14.0	2.4		12.1	10.2	1.9	
ZM	5.7	6.2	-0.5	9	4.4	4.2	0.2		6.5	6.2	0.3		5.9	7.8	-1.9		3.8	4.5	-0.7		1.8	0.9	0.9		3.5	3.9	-0.4	
MediaWorks Combo	52.7	50.4	2.3		57.7	55.6	2.1		55.5	54.9	0.6		59.8	53.3	6.5		41.9	38.4	3.5		47.0	37.9	9.1		51.7	47.7	4.0	
NZME Combo	41.5	44.1	-2.6		38.6	39.6	-1.0		40.5	40.7	-0.2		35.4	43.4	-8.0		49.8	59.4	-9.6		51.5	60.8	-9.3		40.8	45.5	-4.7	

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	All 10+				People 10-17			People 18-34			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	13.6	12.5	1.1	7	1.6	0.3	1.3	2.6	3.1	-0.5	2.7	3.1	-0.4	5.5	5.1	0.4	5.6	4.8	0.8	4.9	4.9	0.0	1.7	2.1	-0.4
Coast	10.4	10.9	-0.5	9	0.2	0.1	0.1	0.6	0.4	0.2	1.0	1.2	-0.2	2.8	3.4	-0.6	4.3	5.0	-0.7	5.3	5.2	0.1	1.4	0.9	0.5
Edge	23.3	21.5	1.8	1	5.7	5.4	0.3	8.8	7.6	1.2	9.7	8.2	1.5	13.0	10.5	2.5	4.4	3.9	0.5	1.4	1.9	-0.5	6.2	5.9	0.3
Hokonui	1.4	1.1	0.3	16	*	*	*	0.1	0.1	0.0	*	*	*	0.4	0.3	0.1	0.6	0.4	0.2	0.2	0.3	-0.1	0.3	0.3	0.0
Life FM	2.1	1.7	0.4	15	*	*	*	0.8	1.0	-0.2	1.3	1.2	0.1	1.4	1.4	0.0	0.5	0.2	0.3	0.4	*	*	0.5	0.5	0.0
Magic	5.2	4.8	0.4	11	*	0.3	*	0.6	0.2	0.4	0.9	0.3	0.6	1.8	1.5	0.3	1.5	1.6	-0.1	2.5	2.2	0.3	0.5	0.5	0.0
More FM	18.8	17.3	1.5	3	3.5	2.3	1.2	2.9	3.4	-0.5	4.4	4.9	-0.5	9.9	8.3	1.6	7.8	6.6	1.2	3.7	5.3	-1.6	5.0	4.8	0.2
Newstalk ZB	13.1	11.6	1.5	8	0.6	0.4	0.2	0.6	0.4	0.2	0.9	0.9	0.0	2.4	3.3	-0.9	4.3	4.0	0.3	6.2	4.1	2.1	0.9	1.3	-0.4
Radio Hauraki	10.0	9.9	0.1	10	0.9	1.1	-0.2	3.3	3.5	-0.2	6.1	5.6	0.5	7.1	6.7	0.4	2.6	2.5	0.1	1.8	1.4	0.4	2.3	2.4	-0.1
Radio Sport	5.2	4.7	0.5	11	*	0.4	*	0.9	0.2	0.7	1.2	0.6	0.6	2.9	1.7	1.2	2.5	1.6	0.9	1.6	1.2	0.4	0.8	0.5	0.3
Rhema	2.9	2.0	0.9	14	0.5	0.7	-0.2	0.3	0.3	0.0	0.7	0.6	0.1	0.8	0.7	0.1	1.0	0.3	0.7	0.9	0.2	0.7	0.4	0.5	-0.1
Rock	17.4	15.6	1.8	4	2.6	2.3	0.3	6.3	5.5	0.8	8.0	7.1	0.9	11.1	9.8	1.3	4.9	4.2	0.7	2.2	2.1	0.1	3.0	2.6	0.4
Star	0.6	0.8	-0.2	17	*	*	*	*	*	*	*	*	*	*	0.1	*	0.3	0.1	0.2	0.3	*	*	*	*	*
Te Korimako o Taranaki	3.1	3.1	0.0	13	*	*	*	0.4	*	*	1.1	0.5	0.6	1.8	1.3	0.5	1.3	1.8	-0.5	1.2	1.6	-0.4	0.8	0.5	0.3
The Hits	19.7	23.4	-3.7	2	2.2	3.0	-0.8	7.1	8.3	-1.2	8.4	9.5	-1.1	10.9	12.4	-1.5	4.7	5.3	-0.6	3.8	4.8	-1.0	5.8	6.5	-0.7
The Sound	16.7	16.1	0.6	5	0.9	1.0	-0.1	3.1	3.0	0.1	4.6	4.6	0.0	9.6	9.8	-0.2	8.3	7.8	0.5	5.0	4.0	1.0	3.2	3.2	0.0
ZM	14.0	13.7	0.3	6	1.5	1.5	0.0	8.3	8.3	0.0	8.1	7.3	0.8	9.4	8.3	1.1	1.8	1.8	0.0	0.6	1.0	-0.4	3.8	3.5	0.3
MediaWorks Combo	63.6	61.3	2.3		9.8	8.9	0.9	14.6	13.9	0.7	20.0	18.9	1.1	32.1	29.6	2.5	21.2	20.0	1.2	15.0	15.5	-0.5	12.0	11.7	0.3
NZME Combo	54.8	54.4	0.4		4.3	5.0	-0.7	13.7	14.3	-0.6	17.7	17.4	0.3	25.5	25.4	0.1	16.1	14.8	1.3	15.4	13.5	1.9	10.7	10.4	0.3
All Commercial Radio	89.9	87.5	2.4		12.0	11.5	0.5	19.3	19.2	0.1	27.1	25.9	1.2	41.3	39.8	1.5	28.4	26.4	2.0	24.4	22.8	1.6	17.2	16.8	0.4
Potential (000)	105.2	103.0	2.2		14.7	13.5	1.2	22.1	22.9	-0.8	28.9	28.2	0.7	44.6	43.8	0.8	32.1	31.5	0.6	29.1	28.1	1.0	18.4	17.4	1.0
Sample	804	805	-1		96	95	1	123	121	2	203	192	11	314	362	-48	233	273	-40	266	230	36	145	144	1

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Sample Size	804	805	-1

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	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	7.2	7.0	0.2	8	7.5	7.2	0.3	7.2	6.6	0.6	7.3	5.6	1.7	2.7	2.0	0.7	1.7	1.4	0.3	10.0	8.6	1.4
Coast	5.9	6.9	-1.0	9	6.1	6.9	-0.8	5.4	6.1	-0.7	4.3	5.9	-1.6	2.0	3.0	-1.0	1.4	1.6	-0.2	7.6	6.8	0.8
Edge	12.6	11.1	1.5	1	9.4	8.5	0.9	12.1	9.7	2.4	11.8	10.7	1.1	4.7	4.0	0.7	2.1	1.6	0.5	14.6	14.2	0.4
Hokonui	1.0	0.8	0.2	15	0.5	0.5	0.0	0.8	0.8	0.0	0.9	0.8	0.1	0.7	0.5	0.2	0.3	*	*	0.7	0.8	-0.1
Life FM	1.3	0.9	0.4	14	1.3	1.0	0.3	1.0	1.1	-0.1	1.2	0.7	0.5	0.4	0.3	0.1	0.2	*	*	1.6	0.8	0.8
Magic	2.3	2.1	0.2	11	2.7	2.8	-0.1	3.5	3.2	0.3	2.3	1.4	0.9	1.1	1.2	-0.1	0.5	0.6	-0.1	2.4	2.2	0.2
More FM	11.0	9.7	1.3	3	7.1	7.6	-0.5	10.1	8.9	1.2	9.0	7.5	1.5	3.6	2.0	1.6	2.9	2.2	0.7	13.6	11.7	1.9
Newstalk ZB	8.9	8.4	0.5	6	5.9	5.1	0.8	6.3	4.8	1.5	5.7	4.5	1.2	5.3	5.4	-0.1	4.1	4.6	-0.5	9.4	8.9	0.5
Radio Hauraki	5.2	5.7	-0.5	10	5.1	6.1	-1.0	5.9	6.3	-0.4	5.8	5.5	0.3	2.5	2.1	0.4	0.5	0.9	-0.4	5.9	6.1	-0.2
Radio Sport	1.9	2.2	-0.3	12	2.1	1.6	0.5	2.6	1.7	0.9	2.8	2.3	0.5	0.6	0.6	0.0	0.5	0.4	0.1	3.4	2.9	0.5
Rhema	1.0	0.8	0.2	15	0.7	0.6	0.1	1.0	0.7	0.3	0.8	0.5	0.3	1.1	0.3	0.8	0.1	0.1	0.0	1.7	1.3	0.4
Rock	10.3	9.8	0.5	4	8.0	7.8	0.2	10.4	10.5	-0.1	8.9	8.6	0.3	2.1	1.5	0.6	2.0	1.7	0.3	9.6	7.9	1.7
Star	0.3	*	*	17	0.2	*	*	0.2	*	*	0.2	*	*	0.3	*	*	*	*	*	0.6	0.8	-0.2
Te Korimako o Taranaki	1.5	1.1	0.4	13	1.7	1.3	0.4	1.7	1.8	-0.1	0.5	0.6	-0.1	0.3	0.5	-0.2	0.6	0.7	-0.1	2.4	2.1	0.3
The Hits	11.2	12.0	-0.8	2	8.8	10.4	-1.6	12.5	15.2	-2.7	9.2	11.5	-2.3	3.4	3.8	-0.4	1.9	2.2	-0.3	11.5	13.9	-2.4
The Sound	10.0	10.8	-0.8	5	9.6	9.8	-0.2	11.3	10.7	0.6	10.0	8.6	1.4	2.9	2.9	0.0	1.5	1.7	-0.2	10.3	9.3	1.0
ZM	7.3	7.8	-0.5	7	5.4	4.9	0.5	8.7	8.9	-0.2	8.4	8.2	0.2	2.4	2.9	-0.5	0.9	0.6	0.3	9.2	7.8	1.4
MediaWorks Combo	43.9	41.6	2.3		36.4	36.0	0.4	42.7	39.7	3.0	41.1	36.8	4.3	15.4	12.8	2.6	10.1	9.0	1.1	47.5	44.0	3.5
NZME Combo	36.4	37.0	-0.6		29.0	29.8	-0.8	36.1	37.1	-1.0	32.4	32.7	-0.3	15.8	16.8	-1.0	8.9	9.5	-0.6	41.2	39.1	2.1
All Commercial Radio	68.8	66.3	2.5		57.6	57.9	-0.3	67.7	65.9	1.8	64.4	59.4	5.0	31.9	29.1	2.8	17.6	17.5	0.1	77.9	73.5	4.4

MediaWorks Combo: Breeze or Edge or More FM or Rock or The Sound or Magic Talk or internet only listening to George FM or Mai

NZME Combo: Coast or Hokonui or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or internet only listening to Mix or Flava

TARANAKI COMMERCIAL RADIO - SURVEY 1 2020

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

Survey Comparisons: 4/2019 - 1/2020

This Survey Period: Sun Mar 31 to Sat Jun 8 2019 & Sun Jun 16 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020

Last Survey Period: Sun Jan 20 to Sat Jun 8 & Sun Jun 16 to Sat Nov 2 2019

	All 10+			People 10-17			People 18-34			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	11:37	11:38	-0:00	5:01	10:06	-5:05	9:43	7:56	1:46	12:44	9:35	3:08	12:52	9:29	3:22	12:45	12:26	0:19	13:46	16:11	-2:25	10:52	6:37	4:14
Coast	14:14	15:00	-0:45	2:00	2:00	0:00	6:22	7:46	-1:24	5:32	4:46	0:45	5:51	8:10	-2:18	13:39	14:33	-0:53	19:23	20:22	-0:58	12:14	14:05	-1:50
Edge	6:50	6:43	0:06	7:28	8:00	-0:32	6:13	4:44	1:29	6:11	5:38	0:32	6:26	5:42	0:43	8:22	8:42	-0:19	9:51	11:05	-1:13	7:03	7:46	-0:42
Hokonui	21:40	18:45	2:54	*	*	*	2:30	2:30	0:00	*	*	*	5:57	5:39	0:17	4:48	4:38	0:10	2:15	19:03	-16:48	4:05	3:51	0:14
Life FM	8:20	6:01	2:19	*	*	*	7:42	4:14	3:28	7:37	6:06	1:30	9:26	6:50	2:36	12:44	11:58	0:46	7:50	*	*	6:34	7:10	-0:35
Magic	9:20	9:24	-0:04	*	2:52	*	3:11	2:00	1:11	3:26	3:51	-0:25	5:08	8:47	-3:38	9:09	10:34	-1:25	10:36	9:45	0:50	2:20	4:18	-1:58
More FM	9:48	8:49	0:58	3:35	3:24	0:11	4:44	3:32	1:11	5:55	4:10	1:45	9:55	7:20	2:34	13:04	11:41	1:23	17:15	14:15	2:59	9:05	5:30	3:34
Newstalk ZB	13:56	16:18	-2:21	5:29	2:03	3:25	4:55	7:14	-2:18	4:39	8:14	-3:35	5:28	14:32	-9:03	9:00	14:53	-5:52	16:29	16:32	-0:02	12:30	17:42	-5:11
Radio Hauraki	9:09	9:29	-0:20	5:02	4:04	0:58	7:28	9:31	-2:03	10:49	10:53	-0:04	10:55	11:30	-0:34	7:35	8:37	-1:02	5:18	3:16	2:02	8:17	9:59	-1:42
Radio Sport	6:53	6:32	0:21	*	1:20	*	2:34	7:00	-4:25	3:04	4:38	-1:34	7:32	6:30	1:02	9:29	6:25	3:03	6:50	3:40	3:09	3:13	3:03	0:10
Rhema	3:13	4:41	-1:28	1:04	1:05	-0:01	1:37	1:39	-0:01	3:29	3:23	0:06	3:06	3:05	0:01	2:55	14:24	-11:28	3:12	18:46	-15:34	4:18	12:20	-8:01
Rock	11:28	12:00	-0:32	9:12	9:15	-0:03	11:48	11:56	-0:07	11:49	11:56	-0:07	11:18	12:11	-0:52	11:17	14:04	-2:47	13:00	14:22	-1:21	10:06	10:23	-0:16
Star	7:12	1:03	6:09	*	*	*	*	*	*	*	*	*	*	3:00	*	8:29	3:00	5:29	8:29	*	*	*	*	*
Te Korimako o Taranaki	7:37	9:33	-1:55	*	*	*	1:30	*	*	3:03	4:53	-1:50	2:58	3:08	-0:10	4:49	4:41	0:07	14:39	14:59	-0:19	3:24	3:45	-0:20
The Hits	8:14	7:47	0:26	3:52	3:56	-0:03	4:46	5:19	-0:33	5:32	6:02	-0:29	5:53	6:46	-0:53	14:39	12:53	1:45	17:49	13:02	4:47	6:48	8:05	-1:17
The Sound	14:08	14:04	0:03	11:38	11:38	-0:00	8:27	10:48	-2:21	7:24	8:48	-1:23	12:52	11:42	1:09	18:18	16:20	1:58	17:25	21:23	-3:57	11:25	10:32	0:53
ZM	6:22	6:45	-0:22	3:28	2:53	0:34	6:54	7:41	-0:47	6:55	7:40	-0:44	6:50	7:24	-0:34	6:06	6:02	0:04	5:54	6:17	-0:23	5:30	7:51	-2:21
MediaWorks Combo	15:31	14:47	0:44	10:03	9:54	0:08	13:32	12:28	1:04	12:43	11:56	0:46	16:01	14:12	1:49	20:23	18:40	1:42	19:12	20:09	-0:56	14:37	12:43	1:53
NZME Combo	13:40	14:33	-0:53	5:20	4:44	0:36	9:29	11:24	-1:55	10:33	11:41	-1:07	10:30	12:55	-2:25	14:06	16:49	-2:42	19:11	19:10	0:00	10:51	15:01	-4:10
All Commercial Radio	20:24	20:25	-0:01	10:14	9:47	0:26	18:29	18:34	-0:05	17:59	17:48	0:10	20:19	19:52	0:27	24:12	24:37	-0:25	25:15	26:24	-1:09	17:59	19:15	-1:15
Potential (000)	105.2	103.0	2.2	14.7	13.5	1.2	22.1	22.9	-0.8	28.9	28.2	0.7	44.6	43.8	0.8	32.1	31.5	0.6	29.1	28.1	1.0	18.4	17.4	1.0
Sample	804	805	-1	96	95	1	123	121	2	203	192	11	314	362	-48	233	273	-40	266	230	36	145	144	1

MediaWorks Combo: Breeze or Edge or More FM or Rock or The Sound or Magic Talk or internet only listening to George FM or Mai

NZME Combo: Coast or Hokonui or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or internet only listening to Mix or Flava

TARANAKI COMMERCIAL RADIO - SURVEY 1 2020

Average Time Spent Listening (hh:mm) by Daypart, People 10+
Survey Comparisons: 4/2019 - 1/2020

This Survey Period: Sun Mar 31 to Sat Jun 8 2019 & Sun Jun 16 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020
Last Survey Period: Sun Jan 20 to Sat Jun 8 & Sun Jun 16 to Sat Nov 2 2019

	This	Last	+/-
Potential (000)	105.2	103.0	2.2
Sample Size	804	805	-1

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

MediaWorks Combo: Breeze or Edge or More FM or Rock or The Sound or Magic Talk or internet only listening to George FM or Mai

NZME Combo: Coast or Hokonui or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or internet only listening to Mix or Flava