



# TARANAKI COMMERCIAL RADIO - SURVEY 3 2020

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

Survey Comparisons: 1/2020 - 3/2020

This Survey Period: Sun Jun 16 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020 & Sun July 19 to Sat Sep 12 2020

Last 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

	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	7.1	8.6	-1.5	8	8.5	6.5	2.0	4.8	7.2	-2.4	5.4	7.0	-1.6	6.9	8.4	-1.5	10.1	10.5	-0.4	8.8	10.9	-2.1	4.3	5.9	-1.6
Coast	10.0	8.0	2.0	4	0.3	0.3	0.0	2.3	1.0	1.3	2.0	1.2	0.8	3.9	1.9	2.0	10.4	8.5	1.9	17.8	16.7	1.1	5.3	5.5	-0.2
Edge	7.2	8.7	-1.5	7	25.7	35.0	-9.3	17.0	15.3	1.7	12.2	12.4	-0.2	11.0	10.0	1.0	4.9	5.4	-0.5	0.7	2.3	-1.6	11.9	14.2	-2.3
Hokonui	2.0	1.6	0.4	12	*	*	*	0.2	0.1	0.1	*	*	*	*	0.3	*	0.1	0.4	-0.3	0.2	0.1	0.1	0.1	0.4	-0.3
Life FM	1.0	1.0	0.0	13	*	*	*	2.2	1.8	0.4	2.3	2.1	0.2	1.5	1.6	-0.1	0.8	1.0	-0.2	0.5	0.5	0.0	1.2	1.0	0.2
Magic	6.3	2.6	3.7	9	0.1	*	*	1.1	0.5	0.6	1.0	0.6	0.4	2.1	1.1	1.0	5.2	2.0	3.2	10.7	4.3	6.4	3.3	0.4	2.9
More FM	11.6	10.0	1.6	2	11.3	10.3	1.0	6.6	3.8	2.8	8.1	5.4	2.7	13.4	11.8	1.6	15.5	14.7	0.8	12.3	10.5	1.8	16.2	14.8	1.4
Newstalk ZB	11.7	9.9	1.8	1	3.1	2.7	0.4	3.9	0.8	3.1	3.1	0.9	2.2	5.2	1.6	3.6	7.5	5.6	1.9	14.7	16.5	-1.8	3.7	3.8	-0.1
Radio Hauraki	4.1	5.0	-0.9	10	2.1	3.8	-1.7	6.5	6.9	-0.4	12.1	13.5	-1.4	8.2	9.2	-1.0	2.3	2.9	-0.6	1.3	1.5	-0.2	7.6	6.0	1.6
Rhema	0.6	0.5	0.1	14	0.5	0.5	0.0	0.1	0.1	0.0	0.3	0.5	-0.2	0.6	0.3	0.3	1.0	0.4	0.6	0.5	0.5	0.0	1.2	0.6	0.6
Rock	9.2	10.9	-1.7	6	25.8	19.8	6.0	15.5	20.7	-5.2	18.8	19.4	-0.6	14.1	15.0	-0.9	5.1	8.0	-2.9	2.6	4.7	-2.1	10.6	9.7	0.9
Star	0.4	0.2	0.2	16	*	*	*	*	*	*	*	*	*	*	*	*	0.6	0.4	0.2	0.5	0.5	0.0	*	*	*
Te Korimako o Taranaki	0.6	1.3	-0.7	14	*	*	*	0.1	0.2	-0.1	0.7	0.7	0.0	0.7	0.6	0.1	0.6	0.9	-0.3	0.9	2.9	-2.0	0.8	0.8	0.0
The Hits	10.1	8.9	1.2	3	12.1	7.0	5.1	13.0	9.5	3.5	11.2	9.5	1.7	8.9	7.6	1.3	11.9	10.1	1.8	11.4	11.0	0.4	16.2	12.8	3.4
The Sound	10.0	12.8	-2.8	4	3.1	8.6	-5.5	9.6	7.3	2.3	8.7	7.0	1.7	11.5	14.7	-3.2	16.5	22.2	-5.7	12.1	14.2	-2.1	10.3	11.7	-1.4
ZM	3.9	4.9	-1.0	11	5.5	4.4	1.1	13.3	16.0	-2.7	8.7	11.5	-2.8	6.5	7.7	-1.2	1.8	1.6	0.2	0.4	0.6	-0.2	3.7	6.8	-3.1
MediaWorks Combo	51.6	53.9	-2.3		74.5	80.1	-5.6	55.0	55.4	-0.4	54.6	52.3	2.3	59.2	61.4	-2.2	57.6	62.9	-5.3	47.5	46.7	0.8	56.7	56.8	-0.1
NZME Combo	41.8	40.8	1.0		24.3	18.9	5.4	39.2	36.2	3.0	37.3	38.3	-1.0	32.7	31.9	0.8	34.1	33.0	1.1	45.9	48.1	-2.2	36.9	37.5	-0.6
Potential (000)	105.2	105.2	0.0		14.6	14.7	-0.1	22.2	22.1	0.1	28.9	28.9	0.0	44.6	44.6	0.0	32.1	32.1	0.0	29.1	29.1	0.0	18.5	18.4	0.1
Sample	862	804	58		96	96	0	126	123	3	211	203	8	350	314	36	271	233	38	278	266	12	158	145	13

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 or internet only listening to George FM or Mai

NZME Combo: Coast or Hokonui or Newstalk ZB or Radio Hauraki or Radio Sport (until S1 2020) or The Hits or ZM or internet only listening to Mix (until S1 2020) or Flava

Please note: Due to COVID-19 survey 2 was cancelled, last survey in this report is Survey 1 2020.



# TARANAKI COMMERCIAL RADIO - SURVEY 3 2020

Station Share (%) by Daypart, People 10+  
Survey Comparisons: 1/2020 - 3/2020

This Survey Period: Sun Jun 16 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020 & Sun July 19 to Sat Sep 12 2020  
Last 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

	This	Last	+/-
Potential (000)	105.2	105.2	0.0
Sample Size	862	804	58

	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	6.1	7.0	-0.9	8	7.6	9.3	-1.7		7.8	8.2	-0.4		7.4	8.7	-1.3		5.1	7.2	-2.1		2.5	5.9	-3.4		7.8	10.4	-2.6	
Coast	9.6	7.1	2.5	4	10.0	8.1	1.9		9.7	7.4	2.3		7.7	6.1	1.6		8.8	6.8	2.0		11.3	8.8	2.5		11.6	10.2	1.4	
Edge	7.9	9.9	-2.0	7	8.3	9.0	-0.7		6.5	7.5	-1.0		9.1	11.4	-2.3		5.7	6.3	-0.6		5.0	8.5	-3.5		6.1	8.0	-1.9	
Hokonui	2.1	1.7	0.4	12	1.4	1.1	0.3		1.5	1.4	0.1		2.0	1.5	0.5		1.7	1.4	0.3		5.8	3.4	2.4		2.3	1.9	0.4	
Life FM	0.8	1.0	-0.2	14	1.2	0.9	0.3		0.9	0.8	0.1		1.2	1.1	0.1		0.6	0.5	0.1		0.4	0.2	0.2		1.0	1.2	-0.2	
Magic	4.7	2.7	2.0	9	7.1	3.4	3.7		6.9	3.0	3.9		6.8	2.3	4.5		4.7	2.4	2.3		2.4	2.0	0.4		7.0	2.1	4.9	
More FM	11.9	12.2	-0.3	3	12.0	8.0	4.0		10.2	8.2	2.0		12.9	11.5	1.4		10.7	7.5	3.2		10.9	10.8	0.1		12.2	11.3	0.9	
Newstalk ZB	14.9	12.5	2.4	1	8.0	6.1	1.9		7.4	5.1	2.3		6.9	5.1	1.8		27.8	24.6	3.2		36.6	30.7	5.9		11.3	10.5	0.8	
Radio Hauraki	3.8	4.0	-0.2	11	4.3	5.8	-1.5		5.4	6.5	-1.1		4.4	6.0	-1.6		3.3	4.5	-1.2		0.6	0.8	-0.2		3.3	4.3	-1.0	
Rhema	0.3	0.5	-0.2	16	0.6	0.3	0.3		0.6	0.3	0.3		0.3	0.3	0.0		3.2	2.5	0.7		*	*	*		0.6	0.4	0.2	
Rock	8.4	10.3	-1.9	5	10.2	14.2	-4.0		11.3	14.9	-3.6		10.1	12.0	-1.9		2.6	4.3	-1.7		4.0	3.4	0.6		8.7	7.7	1.0	
Star	0.4	0.3	0.1	15	0.2	0.1	0.1		0.2	0.1	0.1		0.4	0.3	0.1		0.9	0.4	0.5		0.9	*	*		0.5	0.3	0.2	
Te Korimako o Taranaki	0.9	2.0	-1.1	13	0.4	1.9	-1.5		0.2	1.0	-0.8		0.4	0.4	0.0		1.0	0.2	0.8		0.8	1.2	-0.4		1.0	1.3	-0.3	
The Hits	12.2	9.4	2.8	2	10.9	10.5	0.4		11.9	10.9	1.0		9.6	8.2	1.4		5.6	5.5	0.1		4.8	4.7	0.1		8.3	7.3	1.0	
The Sound	8.4	10.4	-2.0	5	10.8	13.7	-2.9		10.4	13.6	-3.2		11.6	13.7	-2.1		7.7	14.2	-6.5		10.6	16.4	-5.8		9.6	12.1	-2.5	
ZM	4.7	5.7	-1.0	9	3.7	4.4	-0.7		5.1	6.5	-1.4		4.6	5.9	-1.3		2.4	3.8	-1.4		2.1	1.8	0.3		2.7	3.5	-0.8	
MediaWorks Combo	47.6	52.7	-5.1		56.3	57.7	-1.4		53.3	55.5	-2.2		58.6	59.8	-1.2		36.7	41.9	-5.2		35.4	47.0	-11.6		51.8	51.7	0.1	
NZME Combo	47.3	41.5	5.8		38.6	38.6	0.0		41.1	40.5	0.6		35.5	35.4	0.1		49.5	49.8	-0.3		61.2	51.5	9.7		39.7	40.8	-1.1	

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Please note: Due to COVID-19 survey 2 was cancelled, last survey in this report is Survey 1 2020.



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

Survey Comparisons: 1/2020 - 3/2020

This Survey Period: Sun Jun 16 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020 & Sun July 19 to Sat Sep 12 2020

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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	13.3	13.6	-0.3	6	1.9	1.6	0.3		2.1	2.6	-0.5		2.6	2.7	-0.1		5.3	5.5	-0.2		5.7	5.6	0.1		4.6	4.9	-0.3		1.8	1.7	0.1	
Coast	11.9	10.4	1.5	8	0.2	0.2	0.0		1.1	0.6	0.5		1.6	1.0	0.6		3.8	2.8	1.0		4.4	4.3	0.1		5.5	5.3	0.2		2.4	1.4	1.0	
Edge	20.8	23.3	-2.5	1	4.7	5.7	-1.0		8.2	8.8	-0.6		8.6	9.7	-1.1		12.4	13.0	-0.6		4.4	4.4	0.0		1.0	1.4	-0.4		5.3	6.2	-0.9	
Hokonui	1.6	1.4	0.2	15	*	*	*		0.2	0.1	0.1		*	*	*		0.1	0.4	-0.3		0.3	0.6	-0.3		0.4	0.2	0.2		0.2	0.3	-0.1	
Life FM	2.4	2.1	0.3	14	0.1	*	*		0.9	0.8	0.1		1.3	1.3	0.0		1.3	1.4	-0.1		0.5	0.5	0.0		0.5	0.4	0.1		0.5	0.5	0.0	
Magic	6.8	5.2	1.6	11	0.1	*	*		0.6	0.6	0.0		0.9	0.9	0.0		2.2	1.8	0.4		2.3	1.5	0.8		3.2	2.5	0.7		1.0	0.5	0.5	
More FM	19.0	18.8	0.2	3	3.1	3.5	-0.4		2.9	2.9	0.0		4.4	4.4	0.0		9.4	9.9	-0.5		7.4	7.8	-0.4		4.6	3.7	0.9		4.9	5.0	-0.1	
Newstalk ZB	14.4	13.1	1.3	5	0.4	0.6	-0.2		1.0	0.6	0.4		1.4	0.9	0.5		4.2	2.4	1.8		5.1	4.3	0.8		6.3	6.2	0.1		1.2	0.9	0.3	
Radio Hauraki	10.0	10.0	0.0	10	1.2	0.9	0.3		2.8	3.3	-0.5		5.7	6.1	-0.4		6.6	7.1	-0.5		2.6	2.6	0.0		1.8	1.8	0.0		3.1	2.3	0.8	
Rhema	3.0	2.9	0.1	12	0.4	0.5	-0.1		0.3	0.3	0.0		0.5	0.7	-0.2		0.7	0.8	-0.1		1.3	1.0	0.3		1.0	0.9	0.1		0.3	0.4	-0.1	
Rock	18.9	17.4	1.5	4	3.4	2.6	0.8		5.7	6.3	-0.6		8.6	8.0	0.6		11.6	11.1	0.5		4.9	4.9	0.0		2.6	2.2	0.4		4.0	3.0	1.0	
Star	0.7	0.6	0.1	16	*	*	*		*	*	*		*	*	*		0.1	*	*		0.5	0.3	0.2		0.4	0.3	0.1		0.1	*	*	
Te Korimako o Taranaki	2.6	3.1	-0.5	13	*	*	*		0.3	0.4	-0.1		0.8	1.1	-0.3		1.7	1.8	-0.1		1.2	1.3	-0.1		0.6	1.2	-0.6		0.7	0.8	-0.1	
The Hits	19.7	19.7	0.0	2	2.7	2.2	0.5		6.9	7.1	-0.2		8.0	8.4	-0.4		10.8	10.9	-0.1		5.5	4.7	0.8		3.5	3.8	-0.3		5.9	5.8	0.1	
The Sound	13.2	16.7	-3.5	7	0.5	0.9	-0.4		2.3	3.1	-0.8		3.4	4.6	-1.2		7.0	9.6	-2.6		6.8	8.3	-1.5		4.7	5.0	-0.3		2.5	3.2	-0.7	
ZM	11.8	14.0	-2.2	9	1.4	1.5	-0.1		7.2	8.3	-1.1		6.5	8.1	-1.6		7.7	9.4	-1.7		1.5	1.8	-0.3		0.4	0.6	-0.2		3.3	3.8	-0.5	
MediaWorks Combo	62.5	63.6	-1.1		8.9	9.8	-0.9		13.4	14.6	-1.2		18.9	20.0	-1.1		30.7	32.1	-1.4		21.0	21.2	-0.2		16.0	15.0	1.0		11.7	12.0	-0.3	
NZME Combo	53.5	54.8	-1.3		4.9	4.3	0.6		13.0	13.7	-0.7		16.5	17.7	-1.2		24.1	25.5	-1.4		15.5	16.1	-0.6		15.3	15.4	-0.1		10.6	10.7	-0.1	
All Commercial Radio	89.2	89.9	-0.7		11.7	12.0	-0.3		18.7	19.3	-0.6		26.3	27.1	-0.8		40.1	41.3	-1.2		28.1	28.4	-0.3		24.9	24.4	0.5		16.9	17.2	-0.3	
Potential (000)	105.2	105.2	0.0		14.6	14.7	-0.1		22.2	22.1	0.1		28.9	28.9	0.0		44.6	44.6	0.0		32.1	32.1	0.0		29.1	29.1	0.0		18.5	18.4	0.1	
Sample	862	804	58		96	96	0		126	123	3		211	203	8		350	314	36		271	233	38		278	266	12		158	145	13	

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

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	This	Last	+/-
Potential (000)	105.2	105.2	0.0
Sample Size	862	804	58

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	This	Last	+/-	Rank	This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-	
Breeze	7.3	7.2	0.1	7	6.8	7.5	-0.7		7.7	7.2	0.5		7.5	7.3	0.2		2.5	2.7	-0.2		1.3	1.7	-0.4		10.2	10.0	0.2	
Coast	6.9	5.9	1.0	8	7.0	6.1	0.9		6.8	5.4	1.4		5.1	4.3	0.8		2.2	2.0	0.2		0.9	1.4	-0.5		8.5	7.6	0.9	
Edge	12.0	12.6	-0.6	2	9.2	9.4	-0.2		10.6	12.1	-1.5		9.8	11.8	-2.0		4.1	4.7	-0.6		1.6	2.1	-0.5		12.6	14.6	-2.0	
Hokonui	0.9	1.0	-0.1	14	0.8	0.5	0.3		1.0	0.8	0.2		1.0	0.9	0.1		0.7	0.7	0.0		0.7	0.3	0.4		0.9	0.7	0.2	
Life FM	1.2	1.3	-0.1	12	1.5	1.3	0.2		1.5	1.0	0.5		1.3	1.2	0.1		0.4	0.4	0.0		0.2	0.2	0.0		1.7	1.6	0.1	
Magic	3.5	2.3	1.2	11	3.9	2.7	1.2		5.1	3.5	1.6		3.8	2.3	1.5		1.7	1.1	0.6		0.6	0.5	0.1		4.5	2.4	2.1	
More FM	10.5	11.0	-0.5	4	8.4	7.1	1.3		11.2	10.1	1.1		9.8	9.0	0.8		3.9	3.6	0.3		2.3	2.9	-0.6		13.3	13.6	-0.3	
Newstalk ZB	10.0	8.9	1.1	5	6.6	5.9	0.7		8.0	6.3	1.7		7.3	5.7	1.6		4.5	5.3	-0.8		4.3	4.1	0.2		10.5	9.4	1.1	
Radio Hauraki	5.8	5.2	0.6	10	4.4	5.1	-0.7		6.0	5.9	0.1		5.2	5.8	-0.6		2.5	2.5	0.0		0.6	0.5	0.1		5.9	5.9	0.0	
Rhema	0.8	1.0	-0.2	15	1.0	0.7	0.3		1.2	1.0	0.2		0.8	0.8	0.0		1.2	1.1	0.1		0.1	0.1	0.0		1.6	1.7	-0.1	
Rock	10.7	10.3	0.4	3	7.9	8.0	-0.1		10.2	10.4	-0.2		8.9	8.9	0.0		2.1	2.1	0.0		2.2	2.0	0.2		12.3	9.6	2.7	
Star	0.4	0.3	0.1	16	0.4	0.2	0.2		0.3	0.2	0.1		0.3	0.2	0.1		0.4	0.3	0.1		0.2	*	*		0.6	0.6	0.0	
Te Korimako o Taranaki	1.0	1.5	-0.5	13	1.2	1.7	-0.5		1.4	1.7	-0.3		0.5	0.5	0.0		0.5	0.3	0.2		0.3	0.6	-0.3		1.6	2.4	-0.8	
The Hits	12.7	11.2	1.5	1	9.5	8.8	0.7		12.9	12.5	0.4		9.6	9.2	0.4		3.3	3.4	-0.1		1.6	1.9	-0.3		12.1	11.5	0.6	
The Sound	7.6	10.0	-2.4	6	8.3	9.6	-1.3		9.2	11.3	-2.1		7.8	10.0	-2.2		2.1	2.9	-0.8		0.8	1.5	-0.7		7.9	10.3	-2.4	
ZM	6.1	7.3	-1.2	9	4.9	5.4	-0.5		7.5	8.7	-1.2		6.8	8.4	-1.6		1.4	2.4	-1.0		0.7	0.9	-0.2		7.5	9.2	-1.7	
MediaWorks Combo	42.8	43.9	-1.1		36.9	36.4	0.5		43.2	42.7	0.5		40.6	41.1	-0.5		15.4	15.4	0.0		8.4	10.1	-1.7		47.4	47.5	-0.1	
NZME Combo	37.5	36.4	1.1		28.9	29.0	-0.1		36.1	36.1	0.0		31.8	32.4	-0.6		13.7	15.8	-2.1		7.9	8.9	-1.0		39.5	41.2	-1.7	
All Commercial Radio	68.1	68.8	-0.7		59.1	57.6	1.5		68.8	67.7	1.1		65.3	64.4	0.9		29.9	31.9	-2.0		14.7	17.6	-2.9		75.8	77.9	-2.1	

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

NZME Combo: Coast or Hokonui or Newstalk ZB or Radio Hauraki or Radio Sport (until S1 2020) or The Hits or ZM or internet only listening to Mix (until S1 2020) or Flava

Please note: Due to COVID-19 survey 2 was cancelled, last survey in this report is Survey 1 2020.



# TARANAKI COMMERCIAL RADIO - SURVEY 3 2020

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

Survey Comparisons: 1/2020 - 3/2020

This Survey Period: Sun Jun 16 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020 & Sun July 19 to Sat Sep 12 2020

Last 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

	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	10:00	11:37	-1:36	4:19	5:01	-0:41	7:29	9:43	-2:13	9:47	12:44	-2:56	10:17	12:52	-2:35	11:41	12:45	-1:04	12:55	13:46	-0:51	8:15	10:52	-2:37
Coast	15:33	14:14	1:19	1:37	2:00	-0:22	7:07	6:22	0:44	5:44	5:32	0:12	8:02	5:51	2:11	15:46	13:39	2:06	21:38	19:23	2:14	7:51	12:14	-4:23
Edge	6:25	6:50	-0:24	5:18	7:28	-2:09	6:39	6:13	0:25	6:37	6:11	0:26	6:58	6:26	0:31	7:28	8:22	-0:53	4:32	9:51	-5:18	7:54	7:03	0:50
Hokonui	23:24	21:40	1:43	*	*	*	2:30	2:30	0:00	*	*	*	4:00	5:57	-1:57	2:41	4:48	-2:06	4:07	2:15	1:52	2:30	4:05	-1:35
Life FM	7:17	8:20	-1:02	0:45	*	*	7:32	7:42	-0:10	8:19	7:37	0:42	9:10	9:26	-0:16	9:43	12:44	-3:00	7:30	7:50	-0:19	8:12	6:34	1:37
Magic	17:21	9:20	8:01	1:30	*	*	5:26	3:11	2:14	4:51	3:26	1:25	7:19	5:08	2:10	14:51	9:09	5:42	22:28	10:36	11:51	12:00	2:20	9:39
More FM	11:23	9:48	1:35	3:30	3:35	-0:05	7:21	4:44	2:37	8:41	5:55	2:45	11:15	9:55	1:19	13:51	13:04	0:46	17:54	17:15	0:39	11:28	9:05	2:23
Newstalk ZB	15:01	13:56	1:04	7:07	5:29	1:37	12:51	4:55	7:56	10:05	4:39	5:26	9:40	5:28	4:12	9:51	9:00	0:50	15:47	16:29	-0:42	10:56	12:30	-1:34
Radio Hauraki	7:36	9:09	-1:33	1:39	5:02	-3:22	7:24	7:28	-0:03	9:54	10:49	-0:54	9:41	10:55	-1:13	6:01	7:35	-1:33	4:54	5:18	-0:23	8:36	8:17	0:19
Rhema	3:53	3:13	0:39	1:04	1:04	0:00	1:00	1:37	-0:37	2:50	3:29	-0:38	6:30	3:06	3:23	5:29	2:55	2:33	3:24	3:12	0:12	12:55	4:18	8:36
Rock	9:02	11:28	-2:26	7:16	9:12	-1:55	8:45	11:48	-3:02	10:10	11:49	-1:39	9:33	11:18	-1:45	6:52	11:17	-4:24	6:38	13:00	-6:21	9:14	10:06	-0:52
Star	10:18	7:12	3:06	*	*	*	*	*	*	2:00	*	*	7:21	8:29	-1:08	8:20	8:29	-0:08	2:00	*	*	2:00	*	*
Te Korimako o Taranaki	4:41	7:37	-2:56	*	*	*	1:30	1:30	0:00	4:04	3:03	1:01	3:20	2:58	0:22	3:17	4:49	-1:32	8:56	14:39	-5:42	4:26	3:24	1:01
The Hits	9:31	8:14	1:17	4:25	3:52	0:32	6:01	4:46	1:15	6:32	5:32	0:59	6:26	5:53	0:32	14:26	14:39	-0:13	21:33	17:49	3:43	9:33	6:48	2:44
The Sound	14:02	14:08	-0:05	5:35	11:38	-6:03	13:42	8:27	5:14	12:03	7:24	4:38	12:54	12:52	0:01	16:04	18:18	-2:14	17:13	17:25	-0:12	14:16	11:25	2:50
ZM	6:08	6:22	-0:14	3:39	3:28	0:11	5:57	6:54	-0:56	6:16	6:55	-0:39	6:36	6:50	-0:13	8:15	6:06	2:09	7:21	5:54	1:27	3:53	5:30	-1:37
MediaWorks Combo	15:22	15:31	-0:08	8:03	10:03	-1:59	13:11	13:32	-0:20	13:29	12:43	0:45	15:08	16:01	-0:53	18:15	20:23	-2:07	19:59	19:12	0:47	16:51	14:37	2:14
NZME Combo	14:31	13:40	0:51	4:45	5:20	-0:34	9:42	9:29	0:13	10:34	10:33	0:01	10:41	10:30	0:10	14:38	14:06	0:31	20:07	19:11	0:56	12:07	10:51	1:16
All Commercial Radio	20:52	20:24	0:28	8:16	10:14	-1:57	17:10	18:29	-1:19	17:45	17:59	-0:13	19:34	20:19	-0:45	23:40	24:12	-0:32	27:00	25:15	1:45	20:38	17:59	2:39
Potential (000)	105.2	105.2	0.0	14.6	14.7	-0.1	22.2	22.1	0.1	28.9	28.9	0.0	44.6	44.6	0.0	32.1	32.1	0.0	29.1	29.1	0.0	18.5	18.4	0.1
Sample	862	804	58	96	96	0	126	123	3	211	203	8	350	314	36	271	233	38	278	266	12	158	145	13

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

NZME Combo: Coast or Hokonui or Newstalk ZB or Radio Hauraki or Radio Sport (until S1 2020) or The Hits or ZM or internet only listening to Mix (until S1 2020) or Flava

Please note: Due to COVID-19 survey 2 was cancelled, last survey in this report is Survey 1 2020.



# TARANAKI COMMERCIAL RADIO - SURVEY 3 2020

Average Time Spent Listening (hh:mm) by Daypart, People 10+  
Survey Comparisons: 1/2020 - 3/2020

This Survey Period: Sun Jun 16 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020 & Sun July 19 to Sat Sep 12 2020

Last 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

	This	Last	+/-
Potential (000)	105.2	105.2	0.0
Sample Size	862	804	58

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

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

NZME Combo: Coast or Hokonui or Newstalk ZB or Radio Hauraki or Radio Sport (until S1 2020) or The Hits or ZM or internet only listening to Mix (until S1 2020) or Flava

Please note: Due to COVID-19 survey 2 was cancelled, last survey in this report is Survey 1 2020.