



# TAURANGA 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 Feb 2 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 Feb 2 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	8.2	8.4	-0.2	6	1.1	1.0	0.1		4.2	2.9	1.3		4.1	3.0	1.1		6.0	6.3	-0.3		11.8	11.2	0.6		11.5	10.8	0.7		8.8	8.0	0.8	
Coast	9.0	9.3	-0.3	3	1.4	1.1	0.3		2.5	1.8	0.7		2.3	1.3	1.0		3.4	2.4	1.0		6.2	7.1	-0.9		15.0	14.4	0.6		4.8	3.5	1.3	
Edge	6.2	5.3	0.9	9	11.3	11.3	0.0		15.3	15.1	0.2		9.8	8.6	1.2		9.1	7.4	1.7		5.1	4.3	0.8		0.8	1.3	-0.5		10.0	14.0	-4.0	
Gold / Mix*	2.2	2.3	-0.1	13	1.6	1.0	0.6		4.1	3.5	0.6		0.4	0.6	-0.2		2.7	3.1	-0.4		2.9	3.6	-0.7		0.7	1.2	-0.5		0.9	0.8	0.1	
Life FM	1.4	1.4	0.0	14	4.8	3.7	1.1		1.0	0.8	0.2		4.0	4.8	-0.8		2.3	2.7	-0.4		0.4	0.5	-0.1		0.3	0.3	0.0		1.9	2.1	-0.2	
Magic	12.8	13.1	-0.3	1	1.1	1.4	-0.3		3.8	2.2	1.6		3.8	2.9	0.9		6.2	4.9	1.3		10.0	9.0	1.0		20.8	20.5	0.3		3.0	4.1	-1.1	
Mai FM	4.1	3.5	0.6	11	10.6	7.4	3.2		6.7	7.7	-1.0		6.7	4.4	2.3		4.8	3.7	1.1		4.3	4.4	-0.1		3.3	3.0	0.3		6.1	5.0	1.1	
Moana Radio	0.8	0.6	0.2	15	*	*	*		1.3	1.2	0.1		1.1	1.0	0.1		0.6	0.5	0.1		1.3	1.0	0.3		1.4	1.0	0.4		*	*	*	
More FM	6.3	5.9	0.4	8	14.9	19.4	-4.5		1.0	1.4	-0.4		6.5	7.2	-0.7		9.5	9.1	0.4		9.5	8.1	1.4		3.2	2.7	0.5		14.1	13.5	0.6	
Newstalk ZB	8.7	9.7	-1.0	5	1.8	0.5	1.3		2.5	2.2	0.3		0.6	0.5	0.1		2.6	2.7	-0.1		6.2	5.8	0.4		14.4	16.2	-1.8		2.5	1.5	1.0	
Radio Hauraki	3.4	3.6	-0.2	12	0.7	1.2	-0.5		3.9	9.4	-5.5		4.5	8.9	-4.4		4.2	5.6	-1.4		5.2	3.6	1.6		3.8	2.9	0.9		1.2	1.7	-0.5	
Radio Tainui	0.5	0.3	0.2	17	0.4	0.4	0.0		2.7	1.5	1.2		2.1	1.2	0.9		1.1	0.6	0.5		*	*	*		*	*	*		*	*	*	
Rhema	0.3	1.4	-1.1	18	*	*	*		*	*	*		*	0.3	*		*	0.7	*		*	2.4	*		0.7	2.5	-1.8		0.5	2.3	-1.8	
Rock	9.3	9.7	-0.4	2	7.1	6.9	0.2		17.3	17.6	-0.3		12.4	17.7	-5.3		11.8	15.2	-3.4		10.0	10.5	-0.5		5.3	4.8	0.5		8.5	11.4	-2.9	
Star	0.6	0.4	0.2	16	*	*	*		*	*	*		*	*	*		*	*	*		0.8	0.5	0.3		1.0	0.5	0.5		1.8	*	*	
The Hits	5.2	4.7	0.5	10	15.8	16.6	-0.8		5.7	6.8	-1.1		8.1	5.8	2.3		6.5	5.5	1.0		4.7	4.1	0.6		3.7	3.3	0.4		4.2	5.1	-0.9	
The Sound	7.6	8.0	-0.4	7	3.0	1.9	1.1		3.2	3.9	-0.7		4.6	5.8	-1.2		8.0	8.9	-0.9		12.5	13.5	-1.0		10.1	10.3	-0.2		6.2	7.6	-1.4	
ZM	8.8	6.9	1.9	4	22.1	22.5	-0.4		21.8	19.3	2.5		25.4	21.0	4.4		15.2	12.5	2.7		2.9	2.8	0.1		1.1	1.1	0.0		19.1	14.1	5.0	
MediaWorks Combo	54.9	54.4	0.5		49.6	49.9	-0.3		53.6	52.7	0.9		49.6	51.1	-1.5		56.4	56.2	0.2		63.3	61.1	2.2		55.0	53.5	1.5		56.8	63.8	-7.0	
NZME Combo	37.4	38.1	-0.7		44.1	44.3	-0.2		40.4	43.3	-2.9		41.4	39.4	2.0		34.5	34.3	0.2		28.1	29.1	-1.0		38.7	39.8	-1.1		32.8	27.4	5.4	
Potential (000)	170.5	170.5	0.0		21.5	21.7	-0.2		34.7	34.5	0.2		42.4	42.4	0.0		67.9	67.9	0.0		51.4	51.4	0.0		48.7	48.7	0.0		31.3	29.6	1.7	
Sample	864	883	-19		128	130	-2		124	137	-13		194	194	0		329	329	0		251	258	-7		263	268	-5		164	160	4	

NB: SUM OF INDIVIDUAL STATIONS MAY NOT ADD TO NETWORK COMBO TOTAL DUE TO ROUNDING

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

NZME Combo: Coast or Gold (from S3 2020) or Newstalk ZB or Radio Hauraki or Radio Sport (until S1 2020) or The Hits or ZM or Mix (until S1 2020) or internet only listening to Hokonui or Flava

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

\*Gold / Mix includes a combination of Gold and Mix for Sun Jun 16 to Sat Nov 2 2019 & Sun Feb 2 to Sat Mar 28 2020.



# TAURANGA 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 Feb 2 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 Feb 2 to Sat Mar 28 2020

	This	Last	+/-
Potential (000)	170.5	170.5	0.0
Sample Size	864	883	-19

	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	4.5	4.3	0.2	11	9.8	10.3	-0.5	10.5	11.4	-0.9	7.2	7.3	-0.1	4.3	7.7	-3.4	3.7	5.5	-1.8	9.7	8.7	1.0
Coast	8.1	7.7	0.4	5	10.4	10.1	0.3	10.3	10.3	0.0	6.4	6.4	0.0	3.0	3.8	-0.8	2.6	2.4	0.2	10.7	12.4	-1.7
Edge	5.5	6.0	-0.5	9	5.7	3.5	2.2	6.4	4.4	2.0	5.7	6.9	-1.2	7.4	5.2	2.2	8.8	15.6	-6.8	6.5	5.1	1.4
Gold / Mix*	2.0	2.0	0.0	13	2.8	3.0	-0.2	3.1	3.3	-0.2	3.7	3.6	0.1	0.3	0.1	0.2	*	*	*	1.1	1.2	-0.1
Life FM	1.3	1.4	-0.1	14	0.9	1.1	-0.2	0.9	1.0	-0.1	2.4	2.5	-0.1	2.0	1.9	0.1	2.5	2.3	0.2	1.4	1.3	0.1
Magic	10.3	10.2	0.1	3	13.5	14.4	-0.9	10.4	11.2	-0.8	10.0	9.9	0.1	19.9	19.9	0.0	24.6	18.1	6.5	15.5	16.2	-0.7
Mai FM	5.8	5.4	0.4	7	1.9	1.5	0.4	1.9	1.3	0.6	6.3	6.3	0.0	7.0	5.1	1.9	6.3	4.2	2.1	4.5	3.9	0.6
Moana Radio	0.4	0.3	0.1	17	0.4	0.3	0.1	0.1	0.1	0.0	1.4	1.1	0.3	4.6	3.4	1.2	*	*	*	1.0	0.8	0.2
More FM	7.2	7.2	0.0	6	5.5	5.2	0.3	7.1	6.6	0.5	6.9	6.3	0.6	4.5	4.4	0.1	2.0	1.9	0.1	5.9	5.2	0.7
Newstalk ZB	13.7	14.4	-0.7	1	5.9	7.3	-1.4	4.7	5.7	-1.0	6.3	5.3	1.0	18.4	19.4	-1.0	25.0	26.9	-1.9	7.9	9.2	-1.3
Radio Hauraki	2.9	3.2	-0.3	12	3.7	3.7	0.0	3.4	3.5	-0.1	4.4	4.9	-0.5	5.0	4.6	0.4	2.4	2.7	-0.3	2.8	3.2	-0.4
Radio Tainui	0.9	0.5	0.4	15	*	*	*	0.8	0.4	0.4	1.2	0.6	0.6	*	*	*	*	*	*	0.1	0.1	0.0
Rhema	0.1	1.0	-0.9	18	0.1	1.2	-1.1	0.1	1.2	-1.1	0.4	1.7	-1.3	1.2	1.7	-0.5	0.7	2.0	-1.3	0.4	1.6	-1.2
Rock	9.4	10.2	-0.8	4	10.9	11.7	-0.8	12.6	13.4	-0.8	9.0	8.9	0.1	3.8	4.1	-0.3	9.9	8.6	1.3	5.6	5.5	0.1
Star	0.8	0.5	0.3	16	0.4	0.5	-0.1	0.2	0.3	-0.1	*	0.1	*	0.2	0.2	0.0	0.5	0.7	-0.2	1.4	0.5	0.9
The Hits	4.7	4.2	0.5	10	6.2	5.1	1.1	5.0	4.2	0.8	6.0	5.2	0.8	4.6	4.1	0.5	1.8	1.7	0.1	5.0	5.3	-0.3
The Sound	5.6	6.9	-1.3	8	9.0	9.8	-0.8	9.6	9.6	0.0	8.0	8.0	0.0	6.2	6.9	-0.7	2.1	2.2	-0.1	7.0	7.0	0.0
ZM	11.0	9.0	2.0	2	7.6	5.1	2.5	7.9	6.1	1.8	11.4	10.8	0.6	4.6	4.1	0.5	5.5	2.7	2.8	8.9	6.6	2.3
MediaWorks Combo	49.3	51.0	-1.7		56.4	56.6	-0.2	58.8	58.1	0.7	53.9	54.2	-0.3	54.2	54.0	0.2	58.0	56.7	1.3	55.0	51.8	3.2
NZME Combo	42.3	41.7	0.6		36.6	36.2	0.4	34.5	35.5	-1.0	38.0	37.4	0.6	35.9	37.6	-1.7	37.3	36.8	0.5	36.5	39.8	-3.3

NB: SUM OF INDIVIDUAL STATIONS MAY NOT ADD TO NETWORK COMBO TOTAL DUE TO ROUNDING

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

NZME Combo: Coast or Gold (from S3 2020) or Newstalk ZB or Radio Hauraki or Radio Sport (until S1 2020) or The Hits or ZM or Mix (until S1 2020) or internet only listening to Hokonui or Flava

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

\*Gold / Mix includes a combination of Gold and Mix for Sun Jun 16 to Sat Nov 2 2019 & Sun Feb 2 to Sat Mar 28 2020.



# TAURANGA COMMERCIAL RADIO - SURVEY 3 2020

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 Feb 2 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 Feb 2 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	19.7	17.6	2.1	9	0.9	0.8	0.1		3.8	2.6	1.2		4.3	3.4	0.9		7.0	6.1	0.9		8.5	6.9	1.6		9.5	8.3	1.2		3.9	2.6	1.3	
Coast	22.6	22.5	0.1	5	0.6	0.5	0.1		2.1	1.4	0.7		3.3	2.2	1.1		6.4	5.3	1.1		7.7	8.7	-1.0		11.8	12.0	-0.2		2.7	2.7	0.0	
Edge	23.6	21.5	2.1	3	3.4	3.4	0.0		10.6	9.2	1.4		6.3	5.9	0.4		9.4	9.1	0.3		6.4	5.7	0.7		3.5	3.0	0.5		8.3	6.6	1.7	
Gold / Mix*	4.5	4.8	-0.3	14	0.6	0.3	0.3		1.3	1.1	0.2		1.1	1.1	0.0		2.4	2.6	-0.2		1.7	2.4	-0.7		0.8	1.2	-0.4		0.8	0.5	0.3	
Life FM	8.3	7.2	1.1	13	2.2	1.7	0.5		3.1	2.2	0.9		3.8	3.5	0.3		4.5	4.0	0.5		1.4	1.2	0.2		0.8	0.8	0.0		2.0	2.2	-0.2	
Magic	28.9	27.6	1.3	2	0.4	0.6	-0.2		1.8	0.7	1.1		4.2	3.4	0.8		7.9	6.2	1.7		9.0	7.6	1.4		14.0	14.1	-0.1		2.1	1.7	0.4	
Mai FM	15.2	13.7	1.5	11	2.0	1.5	0.5		6.2	6.4	-0.2		7.8	5.9	1.9		9.4	7.6	1.8		3.4	3.7	-0.3		2.2	2.4	-0.2		4.8	3.9	0.9	
Moana Radio	3.1	2.5	0.6	15	0.1	0.1	0.0		0.9	0.7	0.2		1.7	1.4	0.3		1.7	1.4	0.3		1.3	0.9	0.4		1.3	0.9	0.4		*	*	*	
More FM	21.6	22.4	-0.8	8	3.2	3.4	-0.2		3.2	3.2	0.0		5.8	6.4	-0.6		12.0	12.1	-0.1		10.2	9.7	0.5		4.7	5.2	-0.5		6.4	6.2	0.2	
Newstalk ZB	21.7	20.2	1.5	7	1.0	0.4	0.6		1.2	1.0	0.2		1.7	0.9	0.8		5.9	4.6	1.3		8.1	7.6	0.5		8.5	9.5	-1.0		2.4	1.4	1.0	
Radio Hauraki	12.6	13.6	-1.0	12	0.3	0.7	-0.4		4.6	4.9	-0.3		5.9	6.7	-0.8		8.1	8.7	-0.6		4.9	4.3	0.6		3.5	3.6	-0.1		1.4	1.3	0.1	
Radio Tairāwhiti	1.7	1.0	0.7	17	0.2	0.2	0.0		1.0	0.5	0.5		1.4	0.7	0.7		1.4	0.7	0.7		0.1	*	*		0.1	*	*		0.3	0.2	0.1	
Rhema	1.6	2.9	-1.3	18	*	*	*		0.1	0.2	-0.1		0.1	0.7	-0.6		0.1	0.8	-0.7		0.2	1.0	-0.8		1.2	1.8	-0.6		0.5	1.1	-0.6	
Rock	22.1	22.3	-0.2	6	2.4	2.0	0.4		7.9	7.4	0.5		8.2	9.3	-1.1		12.0	13.7	-1.7		7.3	7.0	0.3		3.7	3.3	0.4		4.2	3.8	0.4	
Star	2.5	1.7	0.8	16	*	*	*		*	*	*		*	*	*		0.2	0.2	0.0		1.4	0.7	0.7		1.5	0.9	0.6		1.1	*	*	
The Hits	17.1	18.0	-0.9	10	2.1	2.1	0.0		4.9	5.3	-0.4		7.6	7.5	0.1		10.0	10.1	-0.1		4.8	4.5	0.3		3.4	4.1	-0.7		5.0	4.9	0.1	
The Sound	23.1	20.9	2.2	4	2.0	1.4	0.6		4.3	3.0	1.3		4.4	3.8	0.6		10.6	11.0	-0.4		12.6	12.1	0.5		8.8	7.3	1.5		4.6	3.2	1.4	
ZM	31.7	25.5	6.2	1	3.9	4.6	-0.7		15.2	11.2	4.0		15.8	12.1	3.7		19.3	15.5	3.8		6.0	4.7	1.3		2.8	1.6	1.2		10.8	8.1	2.7	
MediaWorks Combo	108.3	103.7	4.6		9.3	8.9	0.4		26.0	22.3	3.7		29.7	26.9	2.8		47.8	45.2	2.6		37.7	36.5	1.2		32.7	32.5	0.2		21.2	19.0	2.2	
NZME Combo	85.9	84.8	1.1		7.3	7.8	-0.5		21.4	18.9	2.5		25.7	24.2	1.5		38.6	37.8	0.8		25.8	25.8	0.0		25.2	25.7	-0.5		17.9	15.6	2.3	
All Commercial Radio	145.6	140.1	5.5		14.3	13.8	0.5		33.0	28.1	4.9		39.6	36.6	3.0		63.1	60.0	3.1		46.6	45.6	1.0		42.9	42.7	0.2		28.7	26.0	2.7	
Potential (000)	170.5	170.5	0.0		21.5	21.7	-0.2		34.7	34.5	0.2		42.4	42.4	0.0		67.9	67.9	0.0		51.4	51.4	0.0		48.7	48.7	0.0		31.3	29.6	1.7	
Sample	864	883	-19		128	130	-2		124	137	-13		194	194	0		329	329	0		251	258	-7		263	268	-5		164	160	4	

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

NZME Combo: Coast or Gold (from S3 2020) or Newstalk ZB or Radio Hauraki or Radio Sport (until S1 2020) or The Hits or ZM or Mix (until S1 2020) or internet only listening to Hokonui or Flava

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

\*Gold / Mix includes a combination of Gold and Mix for Sun Jun 16 to Sat Nov 2 2019 & Sun Feb 2 to Sat Mar 28 2020.



# TAURANGA COMMERCIAL RADIO - SURVEY 3 2020

Cumulative Audience (000's) by Daypart, People 10+  
Survey Comparisons: 1/2020 - 3/2020

This Survey Period: Sun Jun 16 to Sat Nov 2 2019 & Sun Feb 2 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 Feb 2 to Sat Mar 28 2020

	This	Last	+/-
Potential (000)	170.5	170.5	0.0
Sample Size	864	883	-19

	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	7.1	6.8	0.3	11	9.9	10.3	-0.4	14.3	12.2	2.1	10.4	7.9	2.5	2.2	2.6	-0.4	1.0	1.4	-0.4	12.1	10.3	1.8
Coast	15.3	14.0	1.3	3	11.1	10.9	0.2	14.6	13.6	1.0	8.8	8.2	0.6	2.2	2.7	-0.5	1.9	2.1	-0.2	15.1	15.8	-0.7
Edge	13.2	12.2	1.0	6	8.1	8.5	-0.4	11.5	12.0	-0.5	10.6	10.5	0.1	3.9	3.0	0.9	1.5	1.8	-0.3	14.6	13.3	1.3
Gold / Mix*	2.4	2.8	-0.4	15	1.7	2.2	-0.5	2.7	3.2	-0.5	3.0	3.2	-0.2	0.5	0.3	0.2	*	*	*	2.2	2.4	-0.2
Life FM	4.9	4.1	0.8	13	2.3	2.5	-0.2	3.1	2.6	0.5	5.3	4.1	1.2	1.1	1.1	0.0	0.3	0.5	-0.2	3.5	3.3	0.2
Magic	17.1	16.7	0.4	2	16.3	15.6	0.7	18.2	16.7	1.5	14.3	13.0	1.3	7.2	7.6	-0.4	5.1	4.3	0.8	20.0	19.5	0.5
Mai FM	9.9	8.7	1.2	9	7.7	6.2	1.5	5.5	4.0	1.5	6.9	6.6	0.3	5.3	4.0	1.3	3.9	3.4	0.5	9.8	9.3	0.5
Moana Radio	1.3	1.1	0.2	16	1.9	1.6	0.3	1.0	0.9	0.1	2.2	1.7	0.5	1.6	1.1	0.5	*	*	*	2.2	1.8	0.4
More FM	13.3	13.5	-0.2	5	7.3	8.1	-0.8	11.2	12.5	-1.3	11.0	10.8	0.2	3.1	3.0	0.1	1.4	1.4	0.0	12.8	11.9	0.9
Newstalk ZB	14.5	14.2	0.3	4	6.5	8.2	-1.7	7.9	7.5	0.4	6.9	5.9	1.0	5.1	5.1	0.0	6.1	6.3	-0.2	13.6	11.9	1.7
Radio Hauraki	6.2	6.5	-0.3	12	4.9	5.3	-0.4	5.7	5.4	0.3	6.4	7.3	-0.9	3.0	2.9	0.1	1.2	1.5	-0.3	6.3	7.9	-1.6
Radio Tainui	1.0	0.5	0.5	17	0.4	0.2	0.2	1.0	0.5	0.5	1.0	0.5	0.5	*	*	*	*	*	*	0.2	0.2	0.0
Rhema	0.4	1.2	-0.8	18	0.3	1.8	-1.5	0.6	1.5	-0.9	0.5	1.0	-0.5	0.8	1.0	-0.2	0.3	0.5	-0.2	1.3	2.2	-0.9
Rock	12.9	14.5	-1.6	7	8.8	9.9	-1.1	13.2	13.1	0.1	10.6	11.1	-0.5	2.9	3.2	-0.3	3.1	2.9	0.2	11.1	12.2	-1.1
Star	2.5	1.0	1.5	14	0.7	0.4	0.3	0.1	0.3	-0.2	0.1	0.4	-0.3	0.6	0.4	0.2	1.1	0.2	0.9	1.9	1.1	0.8
The Hits	8.9	8.5	0.4	10	7.3	7.9	-0.6	8.0	8.6	-0.6	7.6	7.7	-0.1	2.9	2.4	0.5	1.2	0.8	0.4	10.4	10.8	-0.4
The Sound	11.4	11.4	0.0	8	9.1	8.9	0.2	11.3	10.6	0.7	9.8	10.1	-0.3	3.4	3.9	-0.5	0.4	0.6	-0.2	12.7	11.6	1.1
ZM	18.9	15.9	3.0	1	13.1	10.1	3.0	20.8	16.6	4.2	16.9	14.6	2.3	5.5	4.4	1.1	1.9	1.6	0.3	16.4	14.0	2.4
MediaWorks Combo	73.1	71.2	1.9		58.7	59.1	-0.4	73.3	69.1	4.2	64.3	60.6	3.7	28.1	26.9	1.2	16.2	15.7	0.5	76.0	73.3	2.7
NZME Combo	57.9	57.7	0.2		40.1	42.5	-2.4	53.0	52.4	0.6	45.0	43.9	1.1	17.2	16.8	0.4	11.4	11.7	-0.3	55.3	57.2	-1.9
All Commercial Radio	117.6	112.6	5.0		89.3	90.6	-1.3	110.5	104.9	5.6	98.7	93.8	4.9	45.1	43.8	1.3	26.9	26.5	0.4	116.6	113.3	3.3

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

NZME Combo: Coast or Gold (from S3 2020) or Newstalk ZB or Radio Hauraki or Radio Sport (until S1 2020) or The Hits or ZM or Mix (until S1 2020) or internet only listening to Hokonui or Flava

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

\*Gold / Mix includes a combination of Gold and Mix for Sun Jun 16 to Sat Nov 2 2019 & Sun Feb 2 to Sat Mar 28 2020.



# TAURANGA 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 Feb 2 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 Feb 2 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	9:50	11:09	-1:18	1:15	1:15	0:00	4:42	4:11	0:30	5:15	4:28	0:47	9:02	10:03	-1:01	12:54	14:18	-1:23	10:14	11:45	-1:31	9:31	11:01	-1:30
Coast	9:25	9:35	-0:09	2:28	2:10	0:18	4:59	4:45	0:13	3:50	2:47	1:02	5:36	4:26	1:10	7:30	7:13	0:16	10:45	10:48	-0:02	7:30	4:41	2:49
Edge	6:09	5:47	0:21	3:23	3:29	-0:05	6:06	6:08	-0:01	8:42	7:17	1:25	10:13	7:51	2:22	7:25	6:41	0:44	1:59	3:50	-1:51	5:08	7:36	-2:27
Gold / Mix*	11:44	11:12	0:32	2:53	3:27	-0:33	13:46	11:39	2:07	2:03	2:45	-0:42	11:52	11:07	0:44	15:53	13:25	2:28	7:36	8:40	-1:03	4:46	5:35	-0:49
Life FM	3:50	4:33	-0:42	2:15	2:20	-0:04	1:20	1:25	-0:04	5:47	6:45	-0:57	5:25	6:25	-0:59	2:49	3:20	-0:31	2:40	3:22	-0:41	3:53	3:26	0:27
Magic	10:27	11:06	-0:38	2:46	2:27	0:19	8:51	12:36	-3:44	5:04	4:16	0:47	8:18	7:41	0:37	10:21	10:37	-0:16	12:36	13:09	-0:32	6:04	8:47	-2:42
Mai FM	6:18	5:57	0:21	5:18	5:12	0:05	4:34	4:27	0:06	4:49	3:46	1:02	5:21	4:38	0:43	11:45	10:30	1:14	12:52	11:06	1:46	5:26	4:42	0:43
Moana Radio	5:46	5:30	0:16	0:15	0:15	0:00	5:55	6:05	-0:09	3:35	3:34	0:01	3:35	3:34	0:01	9:15	9:15	0:00	9:15	9:15	0:00	*	*	*
More FM	6:51	6:07	0:43	4:40	5:56	-1:16	1:21	1:39	-0:18	6:15	5:36	0:38	8:23	7:13	1:10	8:41	7:26	1:14	5:48	4:41	1:07	9:22	7:53	1:28
Newstalk ZB	9:25	11:09	-1:44	1:43	1:19	0:23	8:30	7:55	0:35	2:05	2:27	-0:21	4:40	5:35	-0:55	7:08	6:45	0:22	14:25	15:22	-0:56	4:30	3:53	0:37
Radio Hauraki	6:20	6:10	0:10	2:03	1:53	0:10	3:34	7:10	-3:35	4:17	6:37	-2:20	5:25	6:11	-0:46	9:50	7:28	2:22	9:07	7:20	1:47	3:51	4:30	-0:38
Radio Tainui	7:04	6:21	0:43	1:45	1:45	0:00	11:00	11:00	0:00	8:31	7:44	0:47	8:31	7:44	0:47	0:15	*	*	0:15	*	*	0:15	0:15	0:00
Rhema	4:11	11:01	-6:50	*	*	*	0:45	0:45	0:00	0:45	2:06	-1:21	0:45	7:28	-6:43	1:00	21:21	-20:21	5:25	13:06	-7:41	4:33	7:12	-2:39
Rock	9:53	10:06	-0:12	2:58	3:34	-0:35	9:17	8:55	0:21	8:29	9:27	-0:58	10:22	10:41	-0:18	12:47	13:23	-0:35	12:00	13:14	-1:13	8:30	10:48	-2:18
Star	5:26	5:30	-0:04	*	*	*	*	*	*	*	*	*	1:00	1:00	0:00	5:50	5:44	0:06	5:34	4:59	0:35	6:45	*	*
The Hits	7:08	6:02	1:05	7:43	8:22	-0:38	4:53	4:48	0:05	5:58	3:51	2:07	6:48	5:15	1:33	9:04	8:04	1:00	9:21	7:15	2:06	3:37	3:44	-0:07
The Sound	7:47	8:57	-1:09	1:31	1:27	0:04	3:06	4:51	-1:45	5:54	7:42	-1:47	8:00	7:51	0:09	9:17	9:51	-0:33	9:41	12:45	-3:03	5:45	8:30	-2:45
ZM	6:34	6:20	0:13	5:46	5:09	0:37	6:02	6:25	-0:22	8:58	8:38	0:20	8:18	7:45	0:32	4:27	5:12	-0:44	3:21	6:01	-2:39	7:32	6:14	1:17
MediaWorks Combo	11:57	12:14	-0:16	5:26	5:53	-0:26	8:45	8:50	-0:05	9:20	9:28	-0:08	12:28	11:58	0:29	15:41	14:55	0:46	14:17	14:52	-0:34	11:23	12:05	-0:41
NZME Combo	10:15	10:29	-0:13	6:08	5:57	0:11	8:01	8:34	-0:33	9:00	8:07	0:53	9:26	8:44	0:41	10:09	10:02	0:06	13:04	13:57	-0:53	7:48	6:20	1:27
All Commercial Radio	16:12	16:38	-0:26	7:07	7:35	-0:28	12:49	13:17	-0:28	14:07	13:38	0:29	16:44	16:04	0:40	20:02	19:31	0:31	19:48	21:07	-1:19	14:49	13:53	0:55
Potential (000)	170.5	170.5	0.0	21.5	21.7	-0.2	34.7	34.5	0.2	42.4	42.4	0.0	67.9	67.9	0.0	51.4	51.4	0.0	48.7	48.7	0.0	31.3	29.6	1.7
Sample	864	883	-19	128	130	-2	124	137	-13	194	194	0	329	329	0	251	258	-7	263	268	-5	164	160	4

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

NZME Combo: Coast or Gold (from S3 2020) or Newstalk ZB or Radio Hauraki or Radio Sport (until S1 2020) or The Hits or ZM or Mix (until S1 2020) or internet only listening to Hokonui or Flava

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

\*Gold / Mix includes a combination of Gold and Mix for Sun Jun 16 to Sat Nov 2 2019 & Sun Feb 2 to Sat Mar 28 2020.



# TAURANGA 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 Feb 2 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 Feb 2 to Sat Mar 28 2020

	This	Last	+/-
Potential (000)	170.5	170.5	0.0
Sample Size	864	883	-19

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

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

NZME Combo: Coast or Gold (from S3 2020) or Newstalk ZB or Radio Hauraki or Radio Sport (until S1 2020) or The Hits or ZM or Mix (until S1 2020) or internet only listening to Hokonui or Flava

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

\*Gold / Mix includes a combination of Gold and Mix for Sun Jun 16 to Sat Nov 2 2019 & Sun Feb 2 to Sat Mar 28 2020.