



TARANAKI COMMERCIAL RADIO - SURVEY 4 2020

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

Survey Comparisons: 3/2020 - 4/2020

This Survey Period: Sun Aug 25 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020 & Sun July 19 to Sat Nov 14 2020

Last 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

	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	7.8	7.1	0.7	7	7.2	8.5	-1.3	9.8	4.8	5.0	10.3	5.4	4.9	9.1	6.9	2.2	7.7	10.1	-2.4	8.5	8.8	-0.3	9.6	4.3	5.3
Coast	9.7	10.0	-0.3	4	0.1	0.3	-0.2	3.9	2.3	1.6	3.6	2.0	1.6	4.6	3.9	0.7	10.5	10.4	0.1	16.0	17.8	-1.8	3.8	5.3	-1.5
Edge	7.8	7.2	0.6	7	35.2	25.7	9.5	16.5	17.0	-0.5	10.0	12.2	-2.2	9.6	11.0	-1.4	4.4	4.9	-0.5	0.7	0.7	0.0	13.5	11.9	1.6
Hokonui	1.7	2.0	-0.3	12	*	*	*	1.5	0.2	1.3	1.0	*	*	0.7	*	*	0.1	0.1	0.0	0.4	0.2	0.2	0.1	0.1	0.0
Life FM	0.9	1.0	-0.1	13	*	*	*	1.8	2.2	-0.4	2.0	2.3	-0.3	1.4	1.5	-0.1	0.7	0.8	-0.1	0.5	0.5	0.0	1.2	1.2	0.0
Magic	7.3	6.3	1.0	9	0.1	0.1	0.0	1.5	1.1	0.4	0.7	1.0	-0.3	2.0	2.1	-0.1	7.6	5.2	2.4	14.0	10.7	3.3	5.5	3.3	2.2
More FM	9.5	11.6	-2.1	5	8.5	11.3	-2.8	6.2	6.6	-0.4	8.0	8.1	-0.1	10.7	13.4	-2.7	11.9	15.5	-3.6	9.9	12.3	-2.4	14.8	16.2	-1.4
Newstalk ZB	11.8	11.7	0.1	2	4.2	3.1	1.1	3.2	3.9	-0.7	3.1	3.1	0.0	5.6	5.2	0.4	7.9	7.5	0.4	14.7	14.7	0.0	4.3	3.7	0.6
Radio Hauraki	3.3	4.1	-0.8	10	0.9	2.1	-1.2	3.3	6.5	-3.2	9.0	12.1	-3.1	6.4	8.2	-1.8	2.0	2.3	-0.3	1.3	1.3	0.0	6.2	7.6	-1.4
Rhema	0.6	0.6	0.0	14	0.1	0.5	-0.4	0.1	0.1	0.0	0.3	0.3	0.0	0.7	0.6	0.1	1.1	1.0	0.1	0.5	0.5	0.0	1.4	1.2	0.2
Rock	12.4	9.2	3.2	1	19.6	25.8	-6.2	22.1	15.5	6.6	22.4	18.8	3.6	18.1	14.1	4.0	7.2	5.1	2.1	3.4	2.6	0.8	10.2	10.6	-0.4
Star	0.4	0.4	0.0	15	*	*	*	*	*	*	*	*	*	0.1	*	*	0.6	0.6	0.0	0.5	0.5	0.0	0.1	*	*
Te Korimako o Taranaki	0.3	0.6	-0.3	16	*	*	*	0.1	0.1	0.0	0.6	0.7	-0.1	0.5	0.7	-0.2	0.2	0.6	-0.4	0.2	0.9	-0.7	0.6	0.8	-0.2
The Hits	8.7	10.1	-1.4	6	11.9	12.1	-0.2	9.7	13.0	-3.3	8.5	11.2	-2.7	7.6	8.9	-1.3	10.9	11.9	-1.0	9.6	11.4	-1.8	9.5	16.2	-6.7
The Sound	10.1	10.0	0.1	3	2.9	3.1	-0.2	6.6	9.6	-3.0	7.7	8.7	-1.0	12.1	11.5	0.6	19.1	16.5	2.6	13.6	12.1	1.5	12.0	10.3	1.7
ZM	3.1	3.9	-0.8	11	6.9	5.5	1.4	8.5	13.3	-4.8	7.4	8.7	-1.3	5.5	6.5	-1.0	1.3	1.8	-0.5	0.2	0.4	-0.2	2.9	3.7	-0.8
MediaWorks Combo	55.3	51.6	3.7		73.5	74.5	-1.0	63.9	55.0	8.9	59.6	54.6	5.0	61.9	59.2	2.7	58.3	57.6	0.7	50.6	47.5	3.1	66.1	56.7	9.4
NZME Combo	38.4	41.8	-3.4		24.1	24.3	-0.2	30.7	39.2	-8.5	32.8	37.3	-4.5	30.6	32.7	-2.1	32.8	34.1	-1.3	42.2	45.9	-3.7	27.2	36.9	-9.7
Potential (000)	105.2	105.2	0.0		14.5	14.6	-0.1	22.3	22.2	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	18.1	18.5	-0.4
Sample	853	862	-9		87	96	-9	139	126	13	210	211	-1	351	350	1	271	271	0	274	278	-4	151	158	-7

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 The Hits or ZM or internet only listening to Flava



TARANAKI COMMERCIAL RADIO - SURVEY 4 2020

Station Share (%) by Daypart, People 10+
Survey Comparisons: 3/2020 - 4/2020

This Survey Period: Sun Aug 25 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020 & Sun July 19 to Sat Nov 14 2020
Last 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

	This	Last	+/-
Potential (000)	105.2	105.2	0.0
Sample Size	853	862	-9

	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	6.1	0.9	8	7.8	7.6	0.2	8.1	7.8	0.3	7.9	7.4	0.5	7.2	5.1	2.1	2.9	2.5	0.4	8.5	7.8	0.7
Coast	9.5	9.6	-0.1	5	11.7	10.0	1.7	10.1	9.7	0.4	8.3	7.7	0.6	6.2	8.8	-2.6	2.1	11.3	-9.2	10.0	11.6	-1.6
Edge	7.6	7.9	-0.3	7	8.5	8.3	0.2	7.7	6.5	1.2	8.2	9.1	-0.9	8.1	5.7	2.4	8.2	5.0	3.2	7.1	6.1	1.0
Hokonui	2.2	2.1	0.1	12	1.3	1.4	-0.1	1.4	1.5	-0.1	1.6	2.0	-0.4	1.2	1.7	-0.5	5.0	5.8	-0.8	1.7	2.3	-0.6
Life FM	0.8	0.8	0.0	13	1.1	1.2	-0.1	0.8	0.9	-0.1	1.1	1.2	-0.1	0.6	0.6	0.0	0.3	0.4	-0.1	0.9	1.0	-0.1
Magic	6.1	4.7	1.4	9	7.8	7.1	0.7	7.7	6.9	0.8	8.6	6.8	1.8	4.9	4.7	0.2	3.0	2.4	0.6	7.8	7.0	0.8
More FM	11.1	11.9	-0.8	2	9.4	12.0	-2.6	8.0	10.2	-2.2	9.6	12.9	-3.3	8.5	10.7	-2.2	10.9	10.9	0.0	9.9	12.2	-2.3
Newstalk ZB	15.0	14.9	0.1	1	8.3	8.0	0.3	8.3	7.4	0.9	8.5	6.9	1.6	27.4	27.8	-0.4	34.8	36.6	-1.8	11.4	11.3	0.1
Radio Hauraki	3.2	3.8	-0.6	11	3.5	4.3	-0.8	4.5	5.4	-0.9	2.8	4.4	-1.6	1.3	3.3	-2.0	0.9	0.6	0.3	2.7	3.3	-0.6
Rhema	0.3	0.3	0.0	15	0.6	0.6	0.0	0.5	0.6	-0.1	0.3	0.3	0.0	2.5	3.2	-0.7	0.1	*	*	0.6	0.6	0.0
Rock	11.0	8.4	2.6	3	14.3	10.2	4.1	14.4	11.3	3.1	13.3	10.1	3.2	5.5	2.6	2.9	10.1	4.0	6.1	11.3	8.7	2.6
Star	0.4	0.4	0.0	14	0.2	0.2	0.0	0.2	0.2	0.0	0.3	0.4	-0.1	0.8	0.9	-0.1	1.2	0.9	0.3	0.5	0.5	0.0
Te Korimako o Taranaki	0.1	0.9	-0.8	16	0.1	0.4	-0.3	0.1	0.2	-0.1	0.1	0.4	-0.3	0.7	1.0	-0.3	*	0.8	*	0.7	1.0	-0.3
The Hits	10.3	12.2	-1.9	4	9.3	10.9	-1.6	10.7	11.9	-1.2	7.5	9.6	-2.1	3.7	5.6	-1.9	7.1	4.8	2.3	6.8	8.3	-1.5
The Sound	8.6	8.4	0.2	6	10.0	10.8	-0.8	9.5	10.4	-0.9	12.3	11.6	0.7	9.5	7.7	1.8	8.8	10.6	-1.8	11.2	9.6	1.6
ZM	3.8	4.7	-0.9	10	2.8	3.7	-0.9	3.5	5.1	-1.6	4.2	4.6	-0.4	0.9	2.4	-1.5	3.4	2.1	1.3	2.5	2.7	-0.2
MediaWorks Combo	51.5	47.6	3.9		58.0	56.3	1.7	55.8	53.3	2.5	61.0	58.6	2.4	45.1	36.7	8.4	43.8	35.4	8.4	56.1	51.8	4.3
NZME Combo	44.0	47.3	-3.3		37.2	38.6	-1.4	38.6	41.1	-2.5	33.0	35.5	-2.5	42.0	49.5	-7.5	53.3	61.2	-7.9	35.4	39.7	-4.3

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

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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	15.4	13.3	2.1	6	2.1	1.9	0.2	3.3	2.1	1.2	4.2	2.6	1.6	7.0	5.3	1.7	5.8	5.7	0.1	4.9	4.6	0.3	2.3	1.8	0.5
Coast	12.4	11.9	0.5	8	0.2	0.2	0.0	0.8	1.1	-0.3	1.3	1.6	-0.3	3.8	3.8	0.0	5.0	4.4	0.6	5.8	5.5	0.3	2.3	2.4	-0.1
Edge	18.6	20.8	-2.2	3	4.7	4.7	0.0	6.6	8.2	-1.6	7.5	8.6	-1.1	11.1	12.4	-1.3	4.3	4.4	-0.1	1.0	1.0	0.0	4.8	5.3	-0.5
Hokonui	1.9	1.6	0.3	14	*	*	*	0.4	0.2	0.2	0.3	*	*	0.6	0.1	0.5	0.5	0.3	0.2	0.5	0.4	0.1	0.1	0.2	-0.1
Life FM	2.4	2.4	0.0	13	0.1	0.1	0.0	0.9	0.9	0.0	1.3	1.3	0.0	1.4	1.3	0.1	0.6	0.5	0.1	0.4	0.5	-0.1	0.5	0.5	0.0
Magic	8.0	6.8	1.2	10	0.1	0.1	0.0	0.5	0.6	-0.1	0.8	0.9	-0.1	2.2	2.2	0.0	3.3	2.3	1.0	4.4	3.2	1.2	1.3	1.0	0.3
More FM	19.2	19.0	0.2	2	3.1	3.1	0.0	3.2	2.9	0.3	4.9	4.4	0.5	9.5	9.4	0.1	6.9	7.4	-0.5	4.3	4.6	-0.3	4.2	4.9	-0.7
Newstalk ZB	15.5	14.4	1.1	5	0.7	0.4	0.3	1.5	1.0	0.5	2.2	1.4	0.8	4.9	4.2	0.7	5.2	5.1	0.1	6.5	6.3	0.2	1.4	1.2	0.2
Radio Hauraki	7.8	10.0	-2.2	11	0.5	1.2	-0.7	2.2	2.8	-0.6	4.7	5.7	-1.0	5.3	6.6	-1.3	2.1	2.6	-0.5	1.6	1.8	-0.2	2.5	3.1	-0.6
Rhema	2.8	3.0	-0.2	12	0.1	0.4	-0.3	0.4	0.3	0.1	0.6	0.5	0.1	0.9	0.7	0.2	1.4	1.3	0.1	1.0	1.0	0.0	0.5	0.3	0.2
Rock	19.9	18.9	1.0	1	2.7	3.4	-0.7	5.8	5.7	0.1	8.5	8.6	-0.1	11.7	11.6	0.1	5.5	4.9	0.6	3.2	2.6	0.6	4.2	4.0	0.2
Star	0.7	0.7	0.0	16	*	*	*	*	*	*	*	*	*	0.2	0.1	0.1	0.5	0.5	0.0	0.4	0.4	0.0	0.2	0.1	0.1
Te Korimako o Taranaki	1.8	2.6	-0.8	15	*	*	*	0.3	0.3	0.0	0.8	0.8	0.0	1.4	1.7	-0.3	0.6	1.2	-0.6	0.2	0.6	-0.4	0.4	0.7	-0.3
The Hits	18.0	19.7	-1.7	4	2.6	2.7	-0.1	4.9	6.9	-2.0	6.8	8.0	-1.2	10.0	10.8	-0.8	5.8	5.5	0.3	3.6	3.5	0.1	4.1	5.9	-1.8
The Sound	13.7	13.2	0.5	7	0.5	0.5	0.0	2.8	2.3	0.5	3.5	3.4	0.1	6.8	7.0	-0.2	6.9	6.8	0.1	5.5	4.7	0.8	2.5	2.5	0.0
ZM	9.5	11.8	-2.3	9	1.4	1.4	0.0	5.5	7.2	-1.7	5.9	6.5	-0.6	6.6	7.7	-1.1	1.0	1.5	-0.5	0.2	0.4	-0.2	2.9	3.3	-0.4
MediaWorks Combo	64.3	62.5	1.8		8.6	8.9	-0.3	14.5	13.4	1.1	19.7	18.9	0.8	31.7	30.7	1.0	21.0	21.0	0.0	16.6	16.0	0.6	12.3	11.7	0.6
NZME Combo	51.1	53.5	-2.4		5.2	4.9	0.3	10.7	13.0	-2.3	15.3	16.5	-1.2	22.9	24.1	-1.2	15.2	15.5	-0.3	15.0	15.3	-0.3	9.5	10.6	-1.1
All Commercial Radio	89.8	89.2	0.6		11.9	11.7	0.2	18.5	18.7	-0.2	26.0	26.3	-0.3	40.3	40.1	0.2	28.6	28.1	0.5	25.1	24.9	0.2	16.6	16.9	-0.3
Potential (000)	105.2	105.2	0.0		14.5	14.6	-0.1	22.3	22.2	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	18.1	18.5	-0.4
Sample	853	862	-9		87	96	-9	139	126	13	210	211	-1	351	350	1	271	271	0	274	278	-4	151	158	-7

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Sample Size	853	862	-9

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	This	Last	+/-	Rank	This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-	
Breeze	8.1	7.3	0.8	6	7.0	6.8	0.2		8.5	7.7	0.8		8.1	7.5	0.6		3.3	2.5	0.8		1.3	1.3	0.0		11.8	10.2	1.6	
Coast	6.9	6.9	0.0	8	7.8	7.0	0.8		7.5	6.8	0.7		4.9	5.1	-0.2		2.5	2.2	0.3		0.7	0.9	-0.2		8.5	8.5	0.0	
Edge	10.9	12.0	-1.1	3	8.6	9.2	-0.6		11.4	10.6	0.8		9.5	9.8	-0.3		4.1	4.1	0.0		1.7	1.6	0.1		12.7	12.6	0.1	
Hokonui	1.1	0.9	0.2	12	0.9	0.8	0.1		0.8	1.0	-0.2		1.0	1.0	0.0		0.6	0.7	-0.1		0.4	0.7	-0.3		1.0	0.9	0.1	
Life FM	1.1	1.2	-0.1	12	1.5	1.5	0.0		1.6	1.5	0.1		1.3	1.3	0.0		0.5	0.4	0.1		0.1	0.2	-0.1		1.6	1.7	-0.1	
Magic	4.3	3.5	0.8	11	5.0	3.9	1.1		6.2	5.1	1.1		4.7	3.8	0.9		1.9	1.7	0.2		0.6	0.6	0.0		5.6	4.5	1.1	
More FM	10.7	10.5	0.2	4	8.4	8.4	0.0		10.8	11.2	-0.4		9.3	9.8	-0.5		3.7	3.9	-0.2		2.1	2.3	-0.2		13.1	13.3	-0.2	
Newstalk ZB	10.7	10.0	0.7	4	6.9	6.6	0.3		9.2	8.0	1.2		8.1	7.3	0.8		5.4	4.5	0.9		4.8	4.3	0.5		11.8	10.5	1.3	
Radio Hauraki	4.5	5.8	-1.3	10	3.9	4.4	-0.5		4.9	6.0	-1.1		3.6	5.2	-1.6		1.6	2.5	-0.9		0.7	0.6	0.1		4.7	5.9	-1.2	
Rhema	0.7	0.8	-0.1	14	1.1	1.0	0.1		1.0	1.2	-0.2		0.7	0.8	-0.1		0.9	1.2	-0.3		0.1	0.1	0.0		1.6	1.6	0.0	
Rock	12.0	10.7	1.3	1	10.5	7.9	2.6		11.5	10.2	1.3		10.6	8.9	1.7		3.0	2.1	0.9		2.6	2.2	0.4		13.2	12.3	0.9	
Star	0.5	0.4	0.1	16	0.5	0.4	0.1		0.3	0.3	0.0		0.3	0.3	0.0		0.4	0.4	0.0		0.2	0.2	0.0		0.6	0.6	0.0	
Te Korimako o Taranaki	0.6	1.0	-0.4	15	0.8	1.2	-0.4		1.0	1.4	-0.4		0.2	0.5	-0.3		0.4	0.5	-0.1		*	0.3	*		1.2	1.6	-0.4	
The Hits	11.7	12.7	-1.0	2	9.3	9.5	-0.2		11.9	12.9	-1.0		9.6	9.6	0.0		3.2	3.3	-0.1		1.4	1.6	-0.2		11.2	12.1	-0.9	
The Sound	7.1	7.6	-0.5	7	7.9	8.3	-0.4		9.1	9.2	-0.1		8.7	7.8	0.9		2.5	2.1	0.4		1.0	0.8	0.2		8.9	7.9	1.0	
ZM	4.7	6.1	-1.4	9	4.3	4.9	-0.6		5.4	7.5	-2.1		5.4	6.8	-1.4		1.1	1.4	-0.3		1.0	0.7	0.3		6.7	7.5	-0.8	
MediaWorks Combo	44.5	42.8	1.7		39.6	36.9	2.7		45.8	43.2	2.6		43.7	40.6	3.1		17.3	15.4	1.9		8.5	8.4	0.1		50.8	47.4	3.4	
NZME Combo	35.3	37.5	-2.2		29.4	28.9	0.5		35.2	36.1	-0.9		30.5	31.8	-1.3		13.6	13.7	-0.1		8.4	7.9	0.5		38.1	39.5	-1.4	
All Commercial Radio	67.7	68.1	-0.4		61.0	59.1	1.9		70.1	68.8	1.3		67.3	65.3	2.0		31.3	29.9	1.4		15.1	14.7	0.4		77.3	75.8	1.5	

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 The Hits or ZM or internet only listening to Flava



TARANAKI COMMERCIAL RADIO - SURVEY 4 2020

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

Survey Comparisons: 3/2020 - 4/2020

This Survey Period: Sun Aug 25 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020 & Sun July 19 to Sat Nov 14 2020

Last 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

	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	9:44	10:00	-0:16	3:47	4:19	-0:32	10:56	7:29	3:26	12:37	9:47	2:49	10:43	10:17	0:26	8:50	11:41	-2:50	11:29	12:55	-1:25	13:48	8:15	5:33
Coast	15:04	15:33	-0:29	0:26	1:37	-1:10	16:56	7:07	9:48	14:10	5:44	8:26	9:57	8:02	1:54	14:03	15:46	-1:43	18:14	21:38	-3:23	5:32	7:51	-2:19
Edge	8:04	6:25	1:38	8:10	5:18	2:52	9:14	6:39	2:35	6:50	6:37	0:12	7:03	6:58	0:04	6:49	7:28	-0:39	5:07	4:32	0:34	9:24	7:54	1:30
Hokonui	17:04	23:24	-6:19	*	*	*	14:19	2:30	11:49	19:19	*	*	10:07	4:00	6:07	1:47	2:41	-0:53	5:02	4:07	0:54	2:30	2:30	0:00
Life FM	6:51	7:17	-0:26	0:45	0:45	0:00	7:31	7:32	-0:00	8:08	8:19	-0:11	8:15	9:10	-0:55	7:56	9:43	-1:47	7:30	7:30	-0:00	7:37	8:12	-0:34
Magic	17:44	17:21	0:23	1:30	1:30	0:00	11:18	5:26	5:52	4:43	4:51	-0:08	7:28	7:19	0:09	15:07	14:51	0:15	21:23	22:28	-1:05	14:04	12:00	2:04
More FM	9:33	11:23	-1:50	3:01	3:30	-0:28	7:03	7:21	-0:18	8:21	8:41	-0:20	9:15	11:15	-1:59	11:34	13:51	-2:16	15:21	17:54	-2:33	11:50	11:28	0:22
Newstalk ZB	14:43	15:01	-0:18	6:16	7:07	-0:50	8:04	12:51	-4:46	7:10	10:05	-2:55	9:27	9:40	-0:13	10:07	9:51	0:16	14:57	15:47	-0:49	10:27	10:56	-0:28
Radio Hauraki	8:03	7:36	0:27	2:02	1:39	0:22	5:37	7:24	-1:47	9:51	9:54	-0:02	9:53	9:41	0:11	6:33	6:01	0:32	5:15	4:54	0:20	8:16	8:36	-0:20
Rhema	4:00	3:53	0:06	1:07	1:04	0:03	1:00	1:00	0:00	2:20	2:50	-0:30	5:48	6:30	-0:41	5:07	5:29	-0:21	2:56	3:24	-0:28	9:00	12:55	-3:55
Rock	12:02	9:02	3:00	7:54	7:16	0:37	14:01	8:45	5:15	13:31	10:10	3:21	12:39	9:33	3:05	8:40	6:52	1:48	6:57	6:38	0:18	8:11	9:14	-1:03
Star	9:52	10:18	-0:25	*	*	*	*	*	*	*	*	*	2:46	2:00	0:46	6:58	7:21	-0:22	8:41	8:20	0:20	2:46	2:00	0:46
Te Korimako o Taranaki	3:13	4:41	-1:27	*	*	*	1:30	1:30	0:00	3:42	4:04	-0:22	3:03	3:20	-0:17	2:08	3:17	-1:08	5:15	8:56	-3:41	4:47	4:26	0:20
The Hits	9:17	9:31	-0:14	5:03	4:25	0:37	7:23	6:01	1:21	6:22	6:32	-0:10	6:17	6:26	-0:08	12:22	14:26	-2:03	17:55	21:33	-3:37	7:41	9:33	-1:51
The Sound	14:17	14:02	0:14	6:36	5:35	1:00	8:38	13:42	-5:03	11:25	12:03	-0:37	14:33	12:54	1:39	18:30	16:04	2:25	16:30	17:13	-0:42	15:48	14:16	1:32
ZM	6:21	6:08	0:13	5:22	3:39	1:42	5:45	5:57	-0:12	6:27	6:16	0:11	6:48	6:36	0:11	8:28	8:15	0:12	5:30	7:21	-1:51	3:17	3:53	-0:35
MediaWorks Combo	16:38	15:22	1:16	9:23	8:03	1:19	16:14	13:11	3:02	15:31	13:29	2:02	16:02	15:08	0:53	18:29	18:15	0:14	20:12	19:59	0:12	17:57	16:51	1:06
NZME Combo	14:31	14:31	0:00	5:02	4:45	0:16	10:36	9:42	0:54	10:57	10:34	0:23	10:57	10:41	0:16	14:21	14:38	-0:17	18:41	20:07	-1:26	9:35	12:07	-2:32
All Commercial Radio	21:32	20:52	0:39	9:13	8:16	0:56	19:56	17:10	2:46	19:42	17:45	1:57	20:20	19:34	0:46	23:17	23:40	-0:22	26:22	27:00	-0:37	20:07	20:38	-0:30
Potential (000)	105.2	105.2	0.0	14.5	14.6	-0.1	22.3	22.2	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	18.1	18.5	-0.4
Sample	853	862	-9	87	96	-9	139	126	13	210	211	-1	351	350	1	271	271	0	274	278	-4	151	158	-7

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 The Hits or ZM or internet only listening to Flava



TARANAKI COMMERCIAL RADIO - SURVEY 4 2020

Average Time Spent Listening (hh:mm) by Daypart, People 10+
Survey Comparisons: 3/2020 - 4/2020

This Survey Period: Sun Aug 25 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020 & Sun July 19 to Sat Nov 14 2020

Last 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

	This	Last	+/-
Potential (000)	105.2	105.2	0.0
Sample Size	853	862	-9

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

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 The Hits or ZM or internet only listening to Flava