



TAURANGA 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 Feb 2 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 Feb 2 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	8.2	8.2	0.0	5	5.8	1.1	4.7		1.7	4.2	-2.5		2.1	4.1	-2.0		5.6	6.0	-0.4		12.7	11.8	0.9		11.1	11.5	-0.4		7.9	8.8	-0.9	
Coast	7.7	9.0	-1.3	7	1.2	1.4	-0.2		2.7	2.5	0.2		2.3	2.3	0.0		4.1	3.4	0.7		6.2	6.2	0.0		10.9	15.0	-4.1		5.2	4.8	0.4	
Edge	5.5	6.2	-0.7	8	9.2	11.3	-2.1		14.5	15.3	-0.8		7.2	9.8	-2.6		8.7	9.1	-0.4		5.5	5.1	0.4		0.3	0.8	-0.5		6.9	10.0	-3.1	
Gold*	1.7	2.2	-0.5	13	0.7	1.6	-0.9		0.6	4.1	-3.5		2.6	0.4	2.2		2.8	2.7	0.1		2.1	2.9	-0.8		1.3	0.7	0.6		0.4	0.9	-0.5	
Life FM	0.9	1.4	-0.5	14	2.1	4.8	-2.7		1.5	1.0	0.5		3.0	4.0	-1.0		1.8	2.3	-0.5		0.3	0.4	-0.1		0.2	0.3	-0.1		1.9	1.9	0.0	
Magic	15.2	12.8	2.4	1	6.4	1.1	5.3		3.5	3.8	-0.3		3.7	3.8	-0.1		4.7	6.2	-1.5		10.3	10.0	0.3		25.8	20.8	5.0		6.7	3.0	3.7	
Mai FM	5.1	4.1	1.0	9	9.0	10.6	-1.6		18.6	6.7	11.9		13.3	6.7	6.6		8.0	4.8	3.2		2.6	4.3	-1.7		1.6	3.3	-1.7		5.8	6.1	-0.3	
Moana Radio	0.9	0.8	0.1	14	*	*	*		4.3	1.3	3.0		2.5	1.1	1.4		1.3	0.6	0.7		0.6	1.3	-0.7		0.6	1.4	-0.8		0.5	*	*	
More FM	4.9	6.3	-1.4	10	7.9	14.9	-7.0		1.1	1.0	0.1		6.2	6.5	-0.3		7.5	9.5	-2.0		6.5	9.5	-3.0		3.1	3.2	-0.1		9.6	14.1	-4.5	
Newstalk ZB	10.9	8.7	2.2	2	5.3	1.8	3.5		5.2	2.5	2.7		0.7	0.6	0.1		3.8	2.6	1.2		9.2	6.2	3.0		15.3	14.4	0.9		3.3	2.5	0.8	
Radio Hauraki	3.0	3.4	-0.4	12	1.8	0.7	1.1		3.8	3.9	-0.1		4.3	4.5	-0.2		4.6	4.2	0.4		4.2	5.2	-1.0		2.2	3.8	-1.6		1.5	1.2	0.3	
Radio Tainui	*	0.5	*	*	0.4	0.4	0.0		*	2.7	*		*	2.1	*		*	1.1	*		*	*	*		*	*	*		*	*	*	
Rhema	0.8	0.3	0.5	16	0.5	*	*		0.4	*	*		0.3	*	*		0.2	*	*		0.5	*	*		1.9	0.7	1.2		2.9	0.5	2.4	
Rock	8.3	9.3	-1.0	4	3.5	7.1	-3.6		11.5	17.3	-5.8		15.3	12.4	2.9		13.0	11.8	1.2		9.3	10.0	-0.7		5.3	5.3	0.0		9.5	8.5	1.0	
Star	0.4	0.6	-0.2	17	*	*	*		*	*	*		*	*	*		*	*	*		0.6	0.8	-0.2		0.7	1.0	-0.3		0.9	1.8	-0.9	
The Hits	4.4	5.2	-0.8	11	19.6	15.8	3.8		5.5	5.7	-0.2		7.8	8.1	-0.3		6.2	6.5	-0.3		3.3	4.7	-1.4		1.2	3.7	-2.5		2.6	4.2	-1.6	
The Sound	7.9	7.6	0.3	6	2.0	3.0	-1.0		3.6	3.2	0.4		3.5	4.6	-1.1		7.2	8.0	-0.8		13.5	12.5	1.0		12.3	10.1	2.2		9.6	6.2	3.4	
ZM	8.8	8.8	0.0	3	21.2	22.1	-0.9		19.5	21.8	-2.3		21.9	25.4	-3.5		15.2	15.2	0.0		4.9	2.9	2.0		1.1	1.1	0.0		20.9	19.1	1.8	
MediaWorks Combo	55.4	54.9	0.5		44.9	49.6	-4.7		56.0	53.6	2.4		52.1	49.6	2.5		55.2	56.4	-1.2		60.6	63.3	-2.7		59.5	55.0	4.5		56.2	56.8	-0.6	
NZME Combo	36.4	37.4	-1.0		51.1	44.1	7.0		37.4	40.4	-3.0		39.8	41.4	-1.6		36.6	34.5	2.1		30.0	28.1	1.9		32.0	38.7	-6.7		33.9	32.8	1.1	
Potential (000)	170.5	170.5	0.0		21.3	21.5	-0.2		34.9	34.7	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		29.2	31.3	-2.1	
Sample	815	864	-49		103	128	-25		130	124	6		194	194	0		319	329	-10		239	251	-12		256	263	-7		151	164	-13	

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 The Hits or ZM or internet only listening to Hokonui or Flava

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



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	This	Last	+/-
Potential (000)	170.5	170.5	0.0
Sample Size	815	864	-49

	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	4.2	4.5	-0.3	10	10.2	9.8	0.4		10.4	10.5	-0.1		8.3	7.2	1.1		4.4	4.3	0.1		3.1	3.7	-0.6		9.3	9.7	-0.4				
Coast	7.4	8.1	-0.7	6	8.5	10.4	-1.9		8.7	10.3	-1.6		5.8	6.4	-0.6		2.4	3.0	-0.6		1.2	2.6	-1.4		9.2	10.7	-1.5				
Edge	4.9	5.5	-0.6	9	6.5	5.7	0.8		6.4	6.4	0.0		5.6	5.7	-0.1		6.0	7.4	-1.4		2.4	8.8	-6.4		4.8	6.5	-1.7				
Gold*	1.7	2.0	-0.3	13	1.9	2.8	-0.9		2.5	3.1	-0.6		2.4	3.7	-1.3		0.3	0.3	0.0		0.5	*	*		1.0	1.1	-0.1				
Life FM	1.3	1.3	0.0	14	0.5	0.9	-0.4		0.5	0.9	-0.4		1.8	2.4	-0.6		0.9	2.0	-1.1		1.7	2.5	-0.8		1.0	1.4	-0.4				
Magic	14.0	10.3	3.7	2	16.2	13.5	2.7		14.0	10.4	3.6		11.0	10.0	1.0		18.3	19.9	-1.6		22.2	24.6	-2.4		16.8	15.5	1.3				
Mai FM	7.9	5.8	2.1	5	3.8	1.9	1.9		2.8	1.9	0.9		4.6	6.3	-1.7		5.5	7.0	-1.5		20.3	6.3	14.0		3.5	4.5	-1.0				
Moana Radio	0.4	0.4	0.0	16	0.5	0.4	0.1		0.8	0.1	0.7		1.4	1.4	0.0		2.2	4.6	-2.4		1.7	*	*		1.4	1.0	0.4				
More FM	5.3	7.2	-1.9	8	3.3	5.5	-2.2		5.4	7.1	-1.7		5.5	6.9	-1.4		4.5	4.5	0.0		1.2	2.0	-0.8		5.7	5.9	-0.2				
Newstalk ZB	16.9	13.7	3.2	1	7.3	5.9	1.4		5.5	4.7	0.8		7.3	6.3	1.0		22.0	18.4	3.6		27.1	25.0	2.1		10.4	7.9	2.5				
Radio Hauraki	2.6	2.9	-0.3	12	3.9	3.7	0.2		3.5	3.4	0.1		3.5	4.4	-0.9		2.6	5.0	-2.4		0.6	2.4	-1.8		2.2	2.8	-0.6				
Radio Tainui	*	0.9	*	*	*	*	*		*	0.8	*		*	1.2	*		*	*	*		*	*	*		0.1	0.1	0.0				
Rhema	0.4	0.1	0.3	16	0.1	0.1	0.0		0.3	0.1	0.2		1.2	0.4	0.8		5.0	1.2	3.8		1.2	0.7	0.5		1.1	0.4	0.7				
Rock	8.1	9.4	-1.3	4	9.3	10.9	-1.6		11.0	12.6	-1.6		9.5	9.0	0.5		5.1	3.8	1.3		7.9	9.9	-2.0		5.1	5.6	-0.5				
Star	0.5	0.8	-0.3	15	0.2	0.4	-0.2		0.2	0.2	0.0		*	*	*		1.1	0.2	0.9		0.1	0.5	-0.4		0.8	1.4	-0.6				
The Hits	3.9	4.7	-0.8	11	5.2	6.2	-1.0		4.4	5.0	-0.6		5.3	6.0	-0.7		3.1	4.6	-1.5		1.2	1.8	-0.6		4.4	5.0	-0.6				
The Sound	6.0	5.6	0.4	7	9.3	9.0	0.3		10.0	9.6	0.4		9.5	8.0	1.5		4.6	6.2	-1.6		1.7	2.1	-0.4		7.4	7.0	0.4				
ZM	9.9	11.0	-1.1	3	7.6	7.6	0.0		8.3	7.9	0.4		12.2	11.4	0.8		4.2	4.6	-0.4		3.7	5.5	-1.8		9.3	8.9	0.4				
MediaWorks Combo	50.8	49.3	1.5		58.6	56.4	2.2		60.4	58.8	1.6		54.6	53.9	0.7		49.1	54.2	-5.1		59.4	58.0	1.4		52.9	55.0	-2.1				
NZME Combo	42.4	42.3	0.1		34.6	36.6	-2.0		33.0	34.5	-1.5		36.5	38.0	-1.5		34.5	35.9	-1.4		35.2	37.3	-2.1		36.7	36.5	0.2				

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

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



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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	19.6	19.7	-0.1	8	1.7	0.9	0.8		2.4	3.8	-1.4		3.4	4.3	-0.9		7.2	7.0	0.2		9.1	8.5	0.6		8.6	9.5	-0.9		3.2	3.9	-0.7	
Coast	23.8	22.6	1.2	4	0.6	0.6	0.0		2.0	2.1	-0.1		3.5	3.3	0.2		7.4	6.4	1.0		9.1	7.7	1.4		11.0	11.8	-0.8		2.5	2.7	-0.2	
Edge	20.8	23.6	-2.8	7	3.7	3.4	0.3		8.9	10.6	-1.7		5.3	6.3	-1.0		8.2	9.4	-1.2		5.3	6.4	-1.1		2.4	3.5	-1.1		5.2	8.3	-3.1	
Gold*	4.4	4.5	-0.1	14	0.6	0.6	0.0		1.0	1.3	-0.3		1.3	1.1	0.2		2.1	2.4	-0.3		1.7	1.7	0.0		1.3	0.8	0.5		0.7	0.8	-0.1	
Life FM	6.5	8.3	-1.8	13	1.4	2.2	-0.8		2.4	3.1	-0.7		2.8	3.8	-1.0		3.4	4.5	-1.1		1.1	1.4	-0.3		0.7	0.8	-0.1		1.1	2.0	-0.9	
Magic	32.6	28.9	3.7	1	1.1	0.4	0.7		2.0	1.8	0.2		4.3	4.2	0.1		7.9	7.9	0.0		10.8	9.0	1.8		16.8	14.0	2.8		3.3	2.1	1.2	
Mai FM	15.0	15.2	-0.2	10	2.7	2.0	0.7		6.1	6.2	-0.1		7.2	7.8	-0.6		8.4	9.4	-1.0		2.3	3.4	-1.1		1.4	2.2	-0.8		3.6	4.8	-1.2	
Moana Radio	4.1	3.1	1.0	15	0.2	0.1	0.1		2.6	0.9	1.7		2.3	1.7	0.6		2.3	1.7	0.6		0.6	1.3	-0.7		0.6	1.3	-0.7		0.4	*	*	
More FM	19.5	21.6	-2.1	9	3.3	3.2	0.1		2.5	3.2	-0.7		5.0	5.8	-0.8		10.3	12.0	-1.7		9.0	10.2	-1.2		4.4	4.7	-0.3		4.4	6.4	-2.0	
Newstalk ZB	24.6	21.7	2.9	3	1.1	1.0	0.1		1.5	1.2	0.3		1.9	1.7	0.2		6.1	5.9	0.2		10.4	8.1	2.3		10.5	8.5	2.0		2.6	2.4	0.2	
Radio Hauraki	10.7	12.6	-1.9	12	1.0	0.3	0.7		2.3	4.6	-2.3		3.6	5.9	-2.3		5.9	8.1	-2.2		4.3	4.9	-0.6		2.9	3.5	-0.6		1.5	1.4	0.1	
Radio Tainui	0.6	1.7	-1.1	18	0.3	0.2	0.1		*	1.0	*		0.1	1.4	-1.3		0.1	1.4	-1.3		0.2	0.1	0.1		0.2	0.1	0.1		0.1	0.3	-0.2	
Rhema	2.5	1.6	0.9	16	0.4	*	*		0.4	0.1	0.3		0.6	0.1	0.5		0.6	0.1	0.5		0.5	0.2	0.3		1.3	1.2	0.1		0.7	0.5	0.2	
Rock	21.4	22.1	-0.7	6	1.7	2.4	-0.7		8.0	7.9	0.1		9.6	8.2	1.4		13.3	12.0	1.3		6.4	7.3	-0.9		3.2	3.7	-0.5		4.5	4.2	0.3	
Star	1.5	2.5	-1.0	17	*	*	*		*	*	*		*	*	*		0.2	0.2	0.0		0.9	1.4	-0.5		0.9	1.5	-0.6		0.5	1.1	-0.6	
The Hits	13.4	17.1	-3.7	11	2.1	2.1	0.0		4.1	4.9	-0.8		5.9	7.6	-1.7		7.6	10.0	-2.4		3.4	4.8	-1.4		1.9	3.4	-1.5		3.1	5.0	-1.9	
The Sound	22.6	23.1	-0.5	5	2.0	2.0	0.0		3.5	4.3	-0.8		3.1	4.4	-1.3		8.4	10.6	-2.2		12.0	12.6	-0.6		10.2	8.8	1.4		3.3	4.6	-1.3	
ZM	29.1	31.7	-2.6	2	5.4	3.9	1.5		11.6	15.2	-3.6		11.4	15.8	-4.4		15.7	19.3	-3.6		6.3	6.0	0.3		2.2	2.8	-0.6		8.8	10.8	-2.0	
MediaWorks Combo	104.3	108.3	-4.0		9.7	9.3	0.4		21.6	26.0	-4.4		25.6	29.7	-4.1		42.7	47.8	-5.1		36.9	37.7	-0.8		33.9	32.7	1.2		17.5	21.2	-3.7	
NZME Combo	81.8	85.9	-4.1		9.2	7.3	1.9		15.9	21.4	-5.5		19.4	25.7	-6.3		32.4	38.6	-6.2		26.7	25.8	0.9		23.8	25.2	-1.4		14.8	17.9	-3.1	
All Commercial Radio	139.1	145.6	-6.5		14.8	14.3	0.5		26.9	33.0	-6.1		33.2	39.6	-6.4		55.5	63.1	-7.6		46.1	46.6	-0.5		43.3	42.9	0.4		24.9	28.7	-3.8	
Potential (000)	170.5	170.5	0.0		21.3	21.5	-0.2		34.9	34.7	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		29.2	31.3	-2.1	
Sample	815	864	-49		103	128	-25		130	124	6		194	194	0		319	329	-10		239	251	-12		256	263	-7		151	164	-13	

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Sample Size	815	864	-49

	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	7.1	-0.1	10	9.2	9.9	-0.7		12.9	14.3	-1.4		9.5	10.4	-0.9		3.0	2.2	0.8		1.0	1.0	0.0		12.5	12.1	0.4	
Coast	14.6	15.3	-0.7	4	12.5	11.1	1.4		14.7	14.6	0.1		9.5	8.8	0.7		2.1	2.2	-0.1		1.3	1.9	-0.6		13.9	15.1	-1.2	
Edge	10.5	13.2	-2.7	9	7.8	8.1	-0.3		11.3	11.5	-0.2		8.0	10.6	-2.6		3.1	3.9	-0.8		0.7	1.5	-0.8		10.9	14.6	-3.7	
Gold*	2.0	2.4	-0.4	14	1.4	1.7	-0.3		2.3	2.7	-0.4		2.2	3.0	-0.8		0.4	0.5	-0.1		0.2	*	*		2.3	2.2	0.1	
Life FM	3.9	4.9	-1.0	13	1.7	2.3	-0.6		2.0	3.1	-1.1		4.7	5.3	-0.6		0.8	1.1	-0.3		0.3	0.3	0.0		3.0	3.5	-0.5	
Magic	19.7	17.1	2.6	1	18.5	16.3	2.2		20.0	18.2	1.8		15.4	14.3	1.1		7.3	7.2	0.1		5.1	5.1	0.0		21.7	20.0	1.7	
Mai FM	11.1	9.9	1.2	7	7.1	7.7	-0.6		6.6	5.5	1.1		5.5	6.9	-1.4		3.4	5.3	-1.9		4.1	3.9	0.2		8.9	9.8	-0.9	
Moana Radio	1.3	1.3	0.0	16	2.4	1.9	0.5		2.7	1.0	1.7		3.2	2.2	1.0		0.9	1.6	-0.7		0.7	*	*		3.3	2.2	1.1	
More FM	11.1	13.3	-2.2	7	5.8	7.3	-1.5		9.8	11.2	-1.4		8.5	11.0	-2.5		2.9	3.1	-0.2		1.3	1.4	-0.1		11.1	12.8	-1.7	
Newstalk ZB	17.7	14.5	3.2	3	8.8	6.5	2.3		9.0	7.9	1.1		7.6	6.9	0.7		5.8	5.1	0.7		8.2	6.1	2.1		15.2	13.6	1.6	
Radio Hauraki	5.9	6.2	-0.3	12	4.9	4.9	0.0		5.9	5.7	0.2		4.1	6.4	-2.3		1.5	3.0	-1.5		1.0	1.2	-0.2		5.4	6.3	-0.9	
Radio Tainui	*	1.0	*	*	0.3	0.4	-0.1		*	1.0	*		*	1.0	*		*	*	*		*	*	*		0.3	0.2	0.1	
Rhema	0.9	0.4	0.5	17	0.8	0.3	0.5		0.8	0.6	0.2		1.0	0.5	0.5		1.5	0.8	0.7		0.6	0.3	0.3		1.3	1.3	0.0	
Rock	12.0	12.9	-0.9	5	9.5	8.8	0.7		12.4	13.2	-0.8		10.8	10.6	0.2		3.1	2.9	0.2		3.9	3.1	0.8		10.2	11.1	-0.9	
Star	1.5	2.5	-1.0	15	0.4	0.7	-0.3		0.2	0.1	0.1		0.2	0.1	0.1		0.7	0.6	0.1		0.5	1.1	-0.6		1.1	1.9	-0.8	
The Hits	6.8	8.9	-2.1	11	5.8	7.3	-1.5		5.7	8.0	-2.3		6.1	7.6	-1.5		2.5	2.9	-0.4		1.0	1.2	-0.2		8.7	10.4	-1.7	
The Sound	11.9	11.4	0.5	6	9.5	9.1	0.4		11.9	11.3	0.6		10.9	9.8	1.1		2.7	3.4	-0.7		0.6	0.4	0.2		11.3	12.7	-1.4	
ZM	19.2	18.9	0.3	2	13.0	13.1	-0.1		16.4	20.8	-4.4		14.9	16.9	-2.0		3.4	5.5	-2.1		2.2	1.9	0.3		16.2	16.4	-0.2	
MediaWorks Combo	70.4	73.1	-2.7		57.4	58.7	-1.3		71.9	73.3	-1.4		59.5	64.3	-4.8		25.5	28.1	-2.6		16.3	16.2	0.1		72.3	76.0	-3.7	
NZME Combo	57.3	57.9	-0.6		41.2	40.1	1.1		48.5	53.0	-4.5		40.2	45.0	-4.8		14.1	17.2	-3.1		12.8	11.4	1.4		52.5	55.3	-2.8	
All Commercial Radio	111.8	117.6	-5.8		87.6	89.3	-1.7		105.5	110.5	-5.0		93.6	98.7	-5.1		40.8	45.1	-4.3		27.7	26.9	0.8		111.3	116.6	-5.3	

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 The Hits or ZM or internet only listening to Hokonui or Flava

*Gold 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 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 Feb 2 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 Feb 2 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	9:50	-0:06	4:08	1:15	2:53	2:40	4:42	-2:01	3:03	5:15	-2:11	7:31	9:02	-1:31	12:47	12:54	-0:07	11:01	10:14	0:47	9:06	9:31	-0:25
Coast	7:30	9:25	-1:54	2:34	2:28	0:05	4:46	4:59	-0:12	3:20	3:50	-0:30	5:20	5:36	-0:16	6:18	7:30	-1:11	8:25	10:45	-2:20	7:34	7:30	0:04
Edge	6:11	6:09	0:01	3:03	3:23	-0:20	5:55	6:06	-0:11	6:54	8:42	-1:47	10:18	10:13	0:04	9:32	7:25	2:07	1:00	1:59	-0:58	4:51	5:08	-0:17
Gold*	9:15	11:44	-2:28	1:23	2:53	-1:30	2:18	13:46	-11:28	9:52	2:03	7:48	12:41	11:52	0:49	11:51	15:53	-4:02	8:16	7:36	0:39	1:59	4:46	-2:46
Life FM	3:21	3:50	-0:29	1:49	2:15	-0:25	2:19	1:20	0:59	5:17	5:47	-0:30	5:03	5:25	-0:22	2:35	2:49	-0:14	2:02	2:40	-0:38	6:02	3:53	2:09
Magic	10:54	10:27	0:26	6:57	2:46	4:10	6:32	8:51	-2:19	4:23	5:04	-0:40	5:42	8:18	-2:36	8:48	10:21	-1:32	13:09	12:36	0:32	7:22	6:04	1:17
Mai FM	7:58	6:18	1:39	4:05	5:18	-1:13	11:04	4:34	6:29	9:21	4:49	4:32	9:16	5:21	3:54	10:04	11:45	-1:40	10:14	12:52	-2:37	5:53	5:26	0:27
Moana Radio	5:16	5:46	-0:30	0:15	0:15	0:00	5:55	5:55	-0:00	5:25	3:35	1:50	5:25	3:35	1:50	9:15	9:15	0:00	9:15	9:15	0:00	4:45	*	*
More FM	5:48	6:51	-1:02	3:00	4:40	-1:39	1:39	1:21	0:18	6:16	6:15	0:01	7:00	8:23	-1:23	6:40	8:41	-2:00	6:03	5:48	0:14	8:04	9:22	-1:17
Newstalk ZB	10:18	9:25	0:53	6:05	1:43	4:22	13:10	8:30	4:40	2:01	2:05	-0:03	6:02	4:40	1:22	8:06	7:08	0:57	12:25	14:25	-1:59	4:41	4:30	0:10
Radio Hauraki	6:29	6:20	0:08	2:18	2:03	0:15	5:55	3:34	2:21	6:01	4:17	1:44	7:35	5:25	2:09	8:49	9:50	-1:01	6:23	9:07	-2:43	3:34	3:51	-0:16
Radio Tainui	0:56	7:04	-6:07	1:45	1:45	0:00	*	11:00	*	0:15	8:31	-8:16	0:15	8:31	-8:16	0:15	0:15	0:00	0:15	0:15	0:00	0:15	0:15	0:00
Rhema	7:36	4:11	3:24	1:52	*	*	3:10	0:45	2:25	2:40	0:45	1:55	2:40	0:45	1:55	10:13	1:00	9:13	12:51	5:25	7:25	14:04	4:33	9:30
Rock	9:03	9:53	-0:50	2:31	2:58	-0:26	5:14	9:17	-4:03	8:04	8:29	-0:25	9:26	10:22	-0:55	13:15	12:47	0:27	13:56	12:00	1:55	7:42	8:30	-0:47
Star	6:15	5:26	0:49	*	*	*	*	*	*	*	*	*	1:00	1:00	0:00	5:58	5:50	0:08	6:14	5:34	0:40	6:45	6:45	0:00
The Hits	7:37	7:08	0:28	11:29	7:43	3:45	4:56	4:53	0:02	6:43	5:58	0:45	7:54	6:48	1:06	8:56	9:04	-0:08	5:30	9:21	-3:51	3:05	3:37	-0:31
The Sound	8:13	7:47	0:25	1:13	1:31	-0:18	3:44	3:06	0:37	5:37	5:54	-0:17	8:22	8:00	0:21	10:20	9:17	1:03	10:20	9:41	0:39	10:33	5:45	4:47
ZM	7:01	6:34	0:27	4:52	5:46	-0:54	6:08	6:02	0:05	9:44	8:58	0:45	9:22	8:18	1:03	7:12	4:27	2:44	4:24	3:21	1:02	8:45	7:32	1:13
MediaWorks Combo	12:24	11:57	0:26	5:44	5:26	0:18	9:25	8:45	0:40	10:20	9:20	0:59	12:32	12:28	0:04	15:04	15:41	-0:37	15:01	14:17	0:43	11:45	11:23	0:21
NZME Combo	10:24	10:15	0:08	6:52	6:08	0:43	8:34	8:01	0:33	10:24	9:00	1:23	10:58	9:26	1:32	10:18	10:09	0:09	11:29	13:04	-1:34	8:22	7:48	0:34
All Commercial Radio	16:47	16:12	0:34	8:22	7:07	1:15	13:34	12:49	0:45	15:17	14:07	1:09	17:27	16:44	0:43	19:54	20:02	-0:07	19:43	19:48	-0:04	14:45	14:49	-0:03
Potential (000)	170.5	170.5	0.0	21.3	21.5	-0.2	34.9	34.7	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	29.2	31.3	-2.1
Sample	815	864	-49	103	128	-25	130	124	6	194	194	0	319	329	-10	239	251	-12	256	263	-7	151	164	-13

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 The Hits or ZM or internet only listening to Hokonui or Flava

*Gold 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 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 Feb 2 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 Feb 2 to Sat Mar 28 2020 & Sun July 19 to Sat Sep 12 2020

	This	Last	+/-
Potential (000)	170.5	170.5	0.0
Sample Size	815	864	-49

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

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 The Hits or ZM or internet only listening to Hokonui or Flava

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