



WHERE ARE THE AUDIENCES?

EXTRA ANALYSIS
September 2020

Summary of the net daily reach of the main TV broadcasters on air and online in 2020



Daily reach 2020 – net reach of TV broadcasters. All New Zealanders 15+

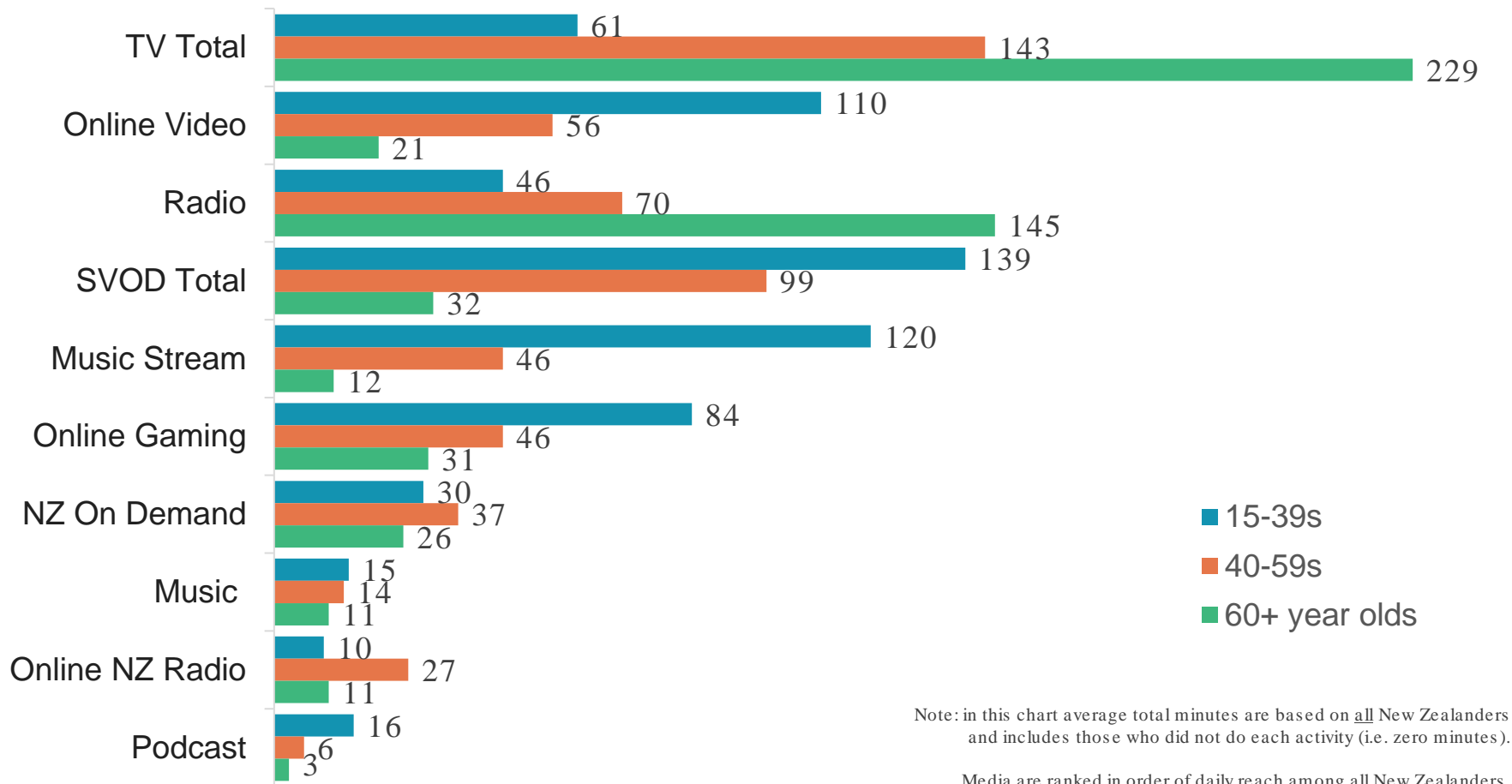
- **Net daily reach of TVNZ: 56%**
 - Includes TVNZ 1, TVNZ 2, DUKE, TVNZ OnDemand
- **Net daily reach of Mediaworks: 25%**
 - Includes Three, 3NOW
- **Net daily reach of SKY TV: 22%**
 - Includes all SKY channels and SKY OnDemand

The difference in the time each generation dedicate to different media each day is vast. 60+ year olds spend an average of nearly four hours watching TV and nearly 2½ hours listening to the radio each day. Conversely 15-39 year olds spend nearly 2½ hours watching SVOD, nearly two hours a day watching online video or listening to streamed music and nearly 1½ hours online gaming.



Time spent consuming media 2020 – average minutes per day. Three generations of New Zealanders

Q: Between (TIME PERIOD) about how long did you do (activity) for?

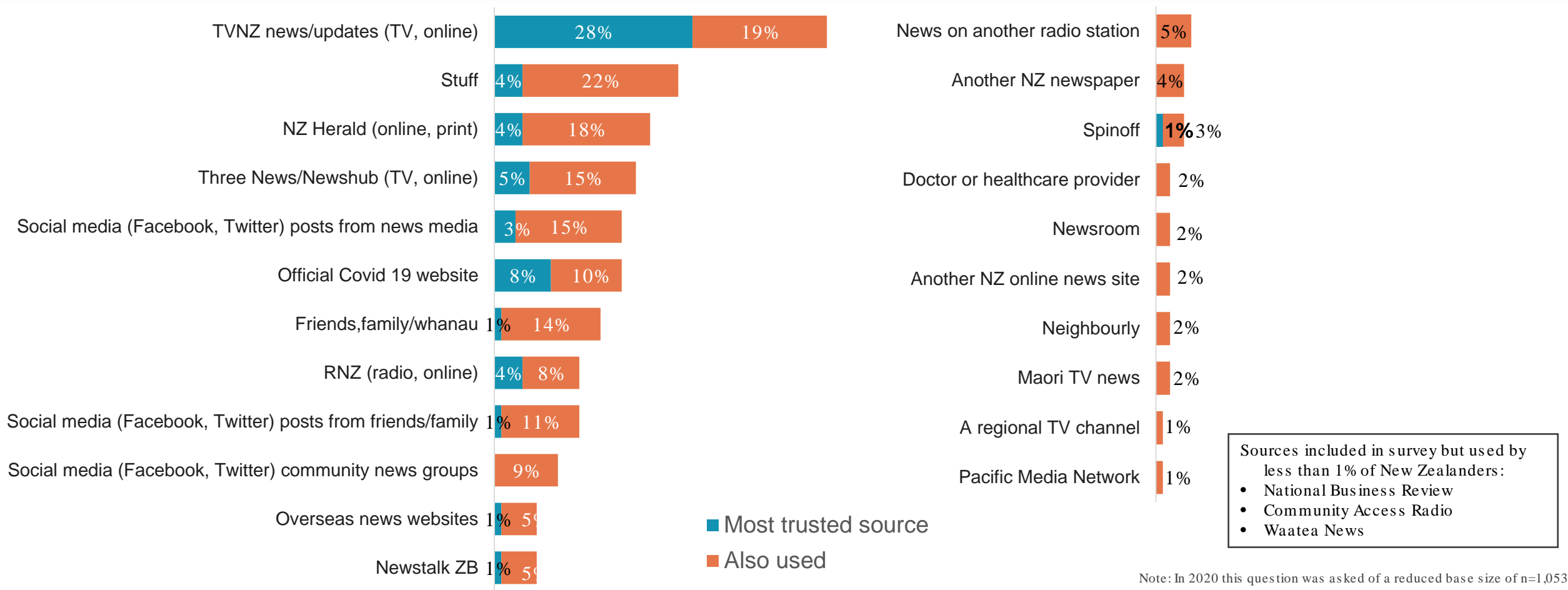


Summary of usage and trust of all news sources surveyed.



Sources of news and information during COVID 19 lockdown (all sources)

Q: Which of the following sources of news and information did you use to keep updated about the COVID 19 outbreak?
And of these, which was your most trusted **source** of news that you used to keep updated about the COVID 19 outbreak?



Note: In 2020 this question was asked of a reduced base size of n=1,053.