



TARANAKI COMMERCIAL RADIO - SURVEY 2 2018

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

Survey Comparisons: 1/2018 - 2/2018

This Survey Period: Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 2018

Last Survey Period: Sun Apr 9 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Apr 7 2018

	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	8.4	7.1	1.3	6	0.6	1.4	-0.8		7.5	6.8	0.7		6.9	5.5	1.4		6.5	5.6	0.9		10.5	9.0	1.5		17.4	14.4	3.0		7.8	8.8	-1.0	
Coast	5.1	7.0	-1.9	9	1.2	1.2	0.0		0.3	0.3	0.0		0.6	0.6	0.0		1.0	1.5	-0.5		2.9	5.1	-2.2		8.7	13.7	-5.0		0.7	0.7	0.0	
Edge	8.9	10.0	-1.1	5	35.3	32.6	2.7		16.4	20.4	-4.0		13.2	15.7	-2.5		9.2	11.1	-1.9		2.4	2.7	-0.3		1.8	1.8	0.0		12.1	13.1	-1.0	
Flava	6.3	4.8	1.5	7	14.3	9.7	4.6		10.7	8.6	2.1		14.1	10.1	4.0		9.6	7.5	2.1		1.6	1.9	-0.3		*	*	*		14.5	10.6	3.9	
Hokonui	0.9	1.7	-0.8	14	*	*	*		1.0	0.9	0.1		0.1	0.1	0.0		0.1	0.1	0.0		1.6	1.1	0.5		2.1	2.0	0.1		*	*	*	
Life FM	0.3	0.5	-0.2	16	*	0.3	*		0.4	0.3	0.1		0.4	0.9	-0.5		0.2	0.5	-0.3		0.4	0.5	-0.1		0.6	0.6	0.0		0.5	1.3	-0.8	
More FM	6.1	7.4	-1.3	8	9.3	10.7	-1.4		3.8	4.2	-0.4		7.6	10.6	-3.0		7.7	9.4	-1.7		6.1	6.9	-0.8		4.7	6.5	-1.8		9.3	13.5	-4.2	
Newstalk ZB	11.2	10.8	0.4	4	0.7	0.4	0.3		0.7	0.5	0.2		0.5	0.7	-0.2		3.4	3.7	-0.3		8.1	8.8	-0.7		20.0	18.9	1.1		1.4	0.9	0.5	
Radio Hauraki	2.4	2.3	0.1	12	0.8	1.6	-0.8		4.3	3.5	0.8		4.0	3.8	0.2		3.3	3.2	0.1		1.9	1.8	0.1		0.8	0.6	0.2		2.1	2.5	-0.4	
RadioLIVE	3.1	3.3	-0.2	11	0.2	0.1	0.1		0.9	2.3	-1.4		2.0	3.4	-1.4		3.5	4.0	-0.5		4.8	4.7	0.1		2.9	2.7	0.2		3.3	3.0	0.3	
Radio Sport	1.6	1.5	0.1	13	0.3	0.2	0.1		0.3	0.1	0.2		0.4	0.3	0.1		0.7	0.5	0.2		1.8	1.3	0.5		2.7	2.5	0.2		0.6	0.7	-0.1	
Rhema	0.1	0.1	0.0	17	*	*	*		0.1	*	*		0.1	*	*		*	*	*		*	0.1	*		0.2	0.3	-0.1		0.1	*	*	
Rock	12.6	11.5	1.1	1	15.8	11.8	4.0		18.3	17.1	1.2		16.8	16.3	0.5		17.5	15.8	1.7		12.8	11.1	1.7		2.5	3.2	-0.7		11.0	10.6	0.4	
Te Korimako o Taranaki	0.8	0.7	0.1	15	1.6	2.2	-0.6		1.7	0.8	0.9		2.0	1.2	0.8		1.3	0.8	0.5		0.2	0.4	-0.2		0.3	0.4	-0.1		1.4	1.3	0.1	
The Hits	11.9	12.5	-0.6	2	12.6	12.8	-0.2		14.4	17.2	-2.8		10.6	11.8	-1.2		11.7	12.8	-1.1		13.3	15.6	-2.3		12.4	13.1	-0.7		13.5	12.7	0.8	
The Sound	11.7	11.3	0.4	3	1.9	2.5	-0.6		7.9	6.9	1.0		11.3	10.6	0.7		14.6	14.8	-0.2		22.7	22.0	0.7		15.6	14.4	1.2		9.0	10.2	-1.2	
ZM	3.3	3.1	0.2	10	3.7	7.3	-3.6		6.7	5.8	0.9		3.7	3.0	0.7		3.5	3.3	0.2		3.8	3.1	0.7		2.4	1.3	1.1		5.8	5.2	0.6	
Others	5.0	4.5	0.5		1.8	5.3	-3.5		4.7	4.4	0.3		5.8	5.5	0.3		6.2	5.3	0.9		5.1	4.1	1.0		4.9	3.5	1.4		7.0	4.9	2.1	
Mediaworks Combo	51.4	51.1	0.3		63.1	59.0	4.1		56.1	59.3	-3.2		59.0	63.6	-4.6		59.7	61.7	-2.0		59.3	56.3	3.0		45.1	43.1	2.0		52.8	59.7	-6.9	
NZME Combo	43.5	44.1	-0.6		34.3	33.7	0.6		40.7	38.5	2.2		35.9	31.7	4.2		34.4	33.5	0.9		35.1	38.8	-3.7		49.3	52.3	-3.0		39.1	33.6	5.5	
Potential (000)	101.5	101.5	0.0		13.9	13.6	0.3		21.8	22.1	-0.3		27.9	27.9	0.0		43.5	43.5	0.0		31.2	31.2	0.0		27.4	27.4	0.0		19.2	18.9	0.3	
Sample	873	829	44		98	88	10		147	145	2		219	202	17		362	338	24		273	251	22		264	249	15		180	167	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 RadioLIVE or Rock or The Sound or (from S1 2018) internet only listening to George FM or Magic or Mai

NZME Combo: Coast or Flava or Hokonui or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or (from S1 2018) internet only listening to Mix



TARANAKI COMMERCIAL RADIO - SURVEY 2 2018

Station Share (%) by Daypart, People 10+
Survey Comparisons: 1/2018 - 2/2018

This Survey Period: Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 2018

Last Survey Period: Sun Apr 9 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Apr 7 2018

	This	Last	+/-
Potential (000)	101.5	101.5	0.0
Sample Size	873	829	44

	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	7.2	5.2	2.0	6	10.2	9.2	1.0		8.1	7.1	1.0		7.7	7.1	0.6		9.2	8.1	1.1		10.0	5.9	4.1		8.2	6.9	1.3	
Coast	4.3	6.5	-2.2	9	6.1	8.5	-2.4		6.7	8.5	-1.8		3.2	4.1	-0.9		2.1	5.0	-2.9		1.0	1.0	0.0		6.2	8.0	-1.8	
Edge	7.8	9.4	-1.6	5	6.3	8.5	-2.2		8.7	9.8	-1.1		11.3	11.3	0.0		7.8	8.3	-0.5		6.7	9.3	-2.6		11.3	11.4	-0.1	
Flava	3.9	3.8	0.1	10	5.7	5.2	0.5		5.1	4.7	0.4		7.4	6.3	1.1		15.9	8.5	7.4		3.3	0.4	2.9		6.7	4.5	2.2	
Hokonui	1.0	2.1	-1.1	14	1.1	1.9	-0.8		1.9	1.8	0.1		0.2	1.5	-1.3		0.2	1.5	-1.3		*	0.4	*		0.6	1.6	-1.0	
Life FM	0.2	0.4	-0.2	16	0.1	0.2	-0.1		0.2	0.3	-0.1		0.4	0.6	-0.2		0.2	0.2	0.0		1.0	1.3	-0.3		0.5	0.6	-0.1	
More FM	6.6	8.9	-2.3	7	6.4	6.8	-0.4		7.2	7.5	-0.3		5.4	6.2	-0.8		1.8	1.9	-0.1		10.5	12.8	-2.3		5.7	7.9	-2.2	
Newstalk ZB	16.0	15.8	0.2	1	11.2	10.9	0.3		5.8	6.1	-0.3		6.7	7.3	-0.6		16.5	15.5	1.0		19.9	18.0	1.9		11.4	10.2	1.2	
Radio Hauraki	2.2	1.9	0.3	12	1.9	1.6	0.3		3.1	2.6	0.5		3.7	3.9	-0.2		0.8	0.9	-0.1		2.0	2.2	-0.2		2.2	2.4	-0.2	
RadioLIVE	5.2	4.9	0.3	8	1.5	2.1	-0.6		1.1	2.1	-1.0		3.1	3.1	0.0		5.8	6.8	-1.0		6.1	5.7	0.4		3.1	2.8	0.3	
Radio Sport	1.9	1.7	0.2	13	1.6	1.5	0.1		1.9	1.7	0.2		1.3	1.2	0.1		0.4	0.7	-0.3		0.3	*	*		1.7	1.7	0.0	
Rhema	*	*	*	*	*	*	*		0.3	0.2	0.1		0.1	*	*		0.1	0.2	-0.1		*	0.4	*		0.1	*	*	
Rock	10.6	9.5	1.1	4	11.7	10.8	0.9		11.9	10.5	1.4		14.8	14.6	0.2		19.5	20.1	-0.6		25.2	24.7	0.5		10.0	8.1	1.9	
Te Korimako o Taranaki	0.6	0.3	0.3	15	0.6	0.3	0.3		0.7	0.2	0.5		0.7	0.5	0.2		2.2	1.5	0.7		0.5	0.8	-0.3		1.1	1.5	-0.4	
The Hits	13.2	13.2	0.0	2	15.0	15.5	-0.5		14.0	15.4	-1.4		9.8	11.2	-1.4		5.8	5.9	-0.1		3.3	3.8	-0.5		11.6	11.4	0.2	
The Sound	12.6	11.4	1.2	3	11.5	10.5	1.0		13.6	13.5	0.1		15.0	13.7	1.3		6.1	5.7	0.4		5.5	5.5	0.0		10.8	11.5	-0.7	
ZM	3.3	2.4	0.9	11	3.7	2.7	1.0		3.9	4.1	-0.2		4.4	3.6	0.8		1.3	1.3	0.0		0.4	0.6	-0.2		3.2	3.9	-0.7	
Others	3.5	2.6	0.9		5.2	3.6	1.6		5.8	4.0	1.8		4.6	4.0	0.6		4.5	7.9	-3.4		4.3	7.0	-2.7		5.7	5.6	0.1	
Mediaworks Combo	50.1	49.4	0.7		47.9	48.2	-0.3		50.7	50.7	0.0		57.5	56.3	1.2		50.3	51.2	-0.9		66.2	66.7	-0.5		49.9	49.6	0.3	
NZME Combo	45.9	47.5	-1.6		47.1	48.3	-1.2		43.8	45.5	-1.7		38.3	40.0	-1.7		44.2	40.7	3.5		30.2	26.5	3.7		44.0	43.9	0.1	

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

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NZME Combo: Coast or Flava or Hokonui or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or (from S1 2018) internet only listening to Mix



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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	11.7	10.6	1.1	7	0.5	1.1	-0.6	2.1	2.0	0.1	3.9	2.6	1.3	5.4	4.0	1.4	4.7	4.0	0.7	5.2	4.6	0.6	2.8	2.8	0.0
Coast	7.4	8.0	-0.6	11	0.3	0.3	0.0	0.5	0.5	0.0	0.6	0.5	0.1	1.0	1.1	-0.1	1.7	1.9	-0.2	4.0	4.6	-0.6	0.2	0.2	0.0
Edge	21.6	22.0	-0.4	1	6.5	6.2	0.3	8.1	8.3	-0.2	8.2	8.6	-0.4	10.6	11.2	-0.6	3.4	3.6	-0.2	1.2	1.2	0.0	5.9	5.8	0.1
Flava	8.4	9.6	-1.2	9	3.4	3.6	-0.2	3.2	4.1	-0.9	3.7	4.0	-0.3	4.2	4.8	-0.6	0.5	0.8	-0.3	*	*	*	2.1	2.6	-0.5
Hokonui	1.8	2.0	-0.2	15	*	*	*	0.1	0.1	0.0	0.2	0.3	-0.1	0.3	0.3	0.0	1.2	0.9	0.3	1.3	1.2	0.1	0.1	0.1	0.0
Life FM	1.1	1.2	-0.1	16	*	0.2	*	0.6	0.5	0.1	0.5	0.6	-0.1	0.6	0.6	0.0	0.3	0.2	0.1	0.4	0.3	0.1	0.2	0.2	0.0
More FM	12.6	13.5	-0.9	6	2.3	2.7	-0.4	2.1	2.1	0.0	4.0	4.4	-0.4	6.7	6.9	-0.2	4.3	4.4	-0.1	2.5	3.0	-0.5	3.5	4.0	-0.5
Newstalk ZB	13.1	12.4	0.7	5	0.4	0.2	0.2	0.5	0.2	0.3	0.7	0.5	0.2	2.7	2.4	0.3	4.0	4.0	0.0	6.1	6.0	0.1	0.9	0.7	0.2
Radio Hauraki	7.5	7.6	-0.1	10	0.5	0.7	-0.2	2.2	1.8	0.4	3.1	2.9	0.2	4.3	4.5	-0.2	2.5	2.8	-0.3	1.4	1.3	0.1	1.3	1.4	-0.1
RadioLIVE	7.0	7.0	0.0	12	0.2	0.1	0.1	0.6	1.3	-0.7	1.4	2.1	-0.7	3.3	3.8	-0.5	3.6	3.1	0.5	2.4	1.8	0.6	1.7	1.8	-0.1
Radio Sport	4.2	3.2	1.0	13	0.5	0.3	0.2	0.1	0.2	-0.1	0.3	0.6	-0.3	1.0	1.2	-0.2	2.2	1.3	0.9	2.2	1.1	1.1	0.7	0.7	0.0
Rhema	0.4	0.5	-0.1	17	*	*	*	0.1	*	*	0.1	*	*	0.1	*	*	0.1	0.4	-0.3	0.2	0.4	-0.2	0.1	*	*
Rock	16.0	14.0	2.0	4	2.0	1.5	0.5	5.0	4.7	0.3	7.2	7.0	0.2	10.3	9.4	0.9	4.7	3.9	0.8	1.5	1.6	-0.1	4.4	3.7	0.7
Te Korimako o Taranaki	2.1	2.8	-0.7	14	0.8	1.4	-0.6	0.6	0.6	0.0	1.1	1.0	0.1	1.2	1.2	0.0	0.2	0.3	-0.1	0.1	0.1	0.0	0.7	0.7	0.0
The Hits	21.6	21.0	0.6	1	2.9	3.0	-0.1	6.5	6.9	-0.4	7.0	6.9	0.1	11.7	11.4	0.3	7.3	7.1	0.2	4.5	4.1	0.4	6.1	5.8	0.3
The Sound	16.4	14.2	2.2	3	1.2	1.2	0.0	1.7	1.5	0.2	3.4	2.5	0.9	8.0	7.1	0.9	10.2	8.9	1.3	6.8	5.4	1.4	2.8	2.9	-0.1
ZM	8.6	9.7	-1.1	8	1.9	2.3	-0.4	3.5	3.9	-0.4	3.1	3.3	-0.2	3.9	4.4	-0.5	1.6	1.8	-0.2	0.9	0.8	0.1	2.8	2.8	0.0
Others	9.5	9.5	0.0		0.9	1.3	-0.4	1.7	1.4	0.3	3.2	3.0	0.2	5.5	5.1	0.4	3.6	3.6	0.0	2.4	2.3	0.1	2.8	2.5	0.3
Mediaworks Combo	60.2	58.1	2.1		8.0	8.2	-0.2	13.8	13.7	0.1	19.2	19.3	-0.1	30.4	29.9	0.5	22.0	20.4	1.6	15.4	13.9	1.5	14.3	14.4	-0.1
NZME Combo	56.7	57.6	-0.9		8.2	8.6	-0.4	13.4	13.6	-0.2	14.9	15.0	-0.1	22.6	23.4	-0.8	15.7	15.8	-0.1	15.5	14.7	0.8	10.4	10.4	0.0
All Commercial Radio	85.9	86.1	-0.2		11.3	11.7	-0.4	19.3	18.9	0.4	25.1	24.7	0.4	38.9	38.2	0.7	28.0	27.6	0.4	22.8	22.8	0.0	17.6	17.7	-0.1
Potential (000)	101.5	101.5	0.0		13.9	13.6	0.3	21.8	22.1	-0.3	27.9	27.9	0.0	43.5	43.5	0.0	31.2	31.2	0.0	27.4	27.4	0.0	19.2	18.9	0.3
Sample	873	829	44		98	88	10	147	145	2	219	202	17	362	338	24	273	251	22	264	249	15	180	167	13

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	This	Last	+/-	Rank	This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-	
Breeze	6.7	6.1	0.6	7	6.4	5.8	0.6		7.5	6.6	0.9		6.2	5.2	1.0		3.1	2.8	0.3		2.3	1.2	1.1		6.8	5.9	0.9	
Coast	4.1	4.9	-0.8	9	4.4	5.2	-0.8		4.5	5.1	-0.6		3.2	3.7	-0.5		1.0	1.1	-0.1		0.7	0.5	0.2		5.4	5.8	-0.4	
Edge	10.3	11.4	-1.1	2	7.8	8.6	-0.8		11.2	11.5	-0.3		11.2	10.5	0.7		4.4	4.2	0.2		2.7	4.7	-2.0		15.0	14.0	1.0	
Flava	5.7	6.6	-0.9	8	3.9	4.2	-0.3		5.4	5.9	-0.5		5.8	5.3	0.5		4.5	3.3	1.2		1.2	0.4	0.8		5.6	5.8	-0.2	
Hokonui	0.7	1.2	-0.5	14	1.1	1.3	-0.2		1.0	1.0	0.0		0.3	0.4	-0.1		0.1	0.3	-0.2		*	0.3	*		0.7	1.3	-0.6	
Life FM	0.2	0.4	-0.2	16	0.2	0.3	-0.1		0.4	0.3	0.1		0.3	0.4	-0.1		0.2	0.3	-0.1		0.5	0.6	-0.1		0.5	0.6	-0.1	
More FM	6.9	8.0	-1.1	6	5.6	6.3	-0.7		8.2	8.1	0.1		6.0	6.7	-0.7		1.4	1.4	0.0		2.0	1.9	0.1		6.4	8.2	-1.8	
Newstalk ZB	10.2	9.8	0.4	3	5.8	6.0	-0.2		5.0	5.3	-0.3		5.0	4.8	0.2		5.4	5.1	0.3		5.3	5.1	0.2		10.2	9.3	0.9	
Radio Hauraki	3.6	3.3	0.3	11	2.4	2.3	0.1		3.1	3.0	0.1		3.8	3.4	0.4		1.2	1.2	0.0		0.7	0.8	-0.1		3.7	4.0	-0.3	
RadioLIVE	4.0	4.0	0.0	10	2.1	2.3	-0.2		2.0	2.0	0.0		3.3	3.2	0.1		1.8	2.1	-0.3		1.3	1.3	0.0		4.9	4.7	0.2	
Radio Sport	1.8	1.3	0.5	13	1.8	1.6	0.2		1.8	1.1	0.7		1.6	1.2	0.4		0.5	0.7	-0.2		0.4	0.1	0.3		2.7	2.1	0.6	
Rhema	0.2	0.2	0.0	16	0.2	0.1	0.1		0.4	0.3	0.1		0.1	*	*		0.2	0.4	-0.2		*	0.2	*		0.3	0.2	0.1	
Rock	9.6	7.5	2.1	4	7.6	6.4	1.2		9.9	8.0	1.9		10.1	8.7	1.4		4.7	4.7	0.0		3.6	3.3	0.3		11.0	8.8	2.2	
Te Korimako o Taranaki	0.4	0.3	0.1	15	0.3	0.2	0.1		0.7	0.6	0.1		0.7	0.5	0.2		0.6	0.4	0.2		0.1	0.1	0.0		1.9	2.7	-0.8	
The Hits	13.0	12.5	0.5	1	10.4	10.2	0.2		12.6	12.2	0.4		10.5	10.9	-0.4		4.6	4.1	0.5		1.6	1.7	-0.1		12.3	12.6	-0.3	
The Sound	9.4	8.6	0.8	5	9.1	8.2	0.9		8.8	8.3	0.5		10.3	8.8	1.5		4.0	3.3	0.7		3.1	2.8	0.3		11.3	10.5	0.8	
ZM	3.5	3.3	0.2	12	4.1	3.7	0.4		4.9	5.2	-0.3		3.9	4.1	-0.2		1.3	1.3	0.0		0.4	0.6	-0.2		4.6	5.3	-0.7	
Others	3.6	3.2	0.4		4.6	3.1	1.5		5.2	4.5	0.7		4.5	4.4	0.1		2.2	3.7	-1.5		1.2	1.3	-0.1		5.7	5.7	0.0	
Mediaworks Combo	40.1	38.9	1.2		33.1	32.1	1.0		39.3	37.1	2.2		39.9	37.2	2.7		17.8	17.0	0.8		13.9	14.1	-0.2		45.9	43.7	2.2	
NZME Combo	36.8	37.5	-0.7		31.1	31.2	-0.1		34.1	34.4	-0.3		31.5	31.5	0.0		17.6	16.8	0.8		9.8	9.1	0.7		40.2	41.7	-1.5	
All Commercial Radio	66.8	66.7	0.1		55.1	54.6	0.5		61.2	60.2	1.0		62.8	61.4	1.4		33.6	33.8	-0.2		21.7	21.8	-0.1		71.7	72.8	-1.1	

Mediaworks Combo: Breeze or Edge or More FM or RadioLIVE or Rock or The Sound or (from S1 2018) internet only listening to George FM or Magic or Mai

NZME Combo: Coast or Flava or Hokonui or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or (from S1 2018) internet only listening to Mix



TARANAKI COMMERCIAL RADIO - SURVEY 2 2018

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

Survey Comparisons: 1/2018 - 2/2018

This Survey Period: Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 2018

Last Survey Period: Sun Apr 9 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Apr 7 2018

	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	13:21	12:05	1:16	1:54	1:52	0:01	13:34	12:59	0:34	9:44	11:16	-1:31	10:47	12:25	-1:37	13:55	13:12	0:42	17:32	15:00	2:31	11:55	12:46	-0:50
Coast	12:44	15:47	-3:03	5:13	5:03	0:09	2:30	2:29	0:00	5:28	5:57	-0:29	9:04	12:43	-3:38	10:18	15:30	-5:11	11:17	14:34	-3:16	17:09	17:09	-0:00
Edge	7:39	8:12	-0:32	8:21	7:45	0:35	7:38	9:25	-1:47	8:49	9:56	-1:07	7:51	8:44	-0:53	4:24	4:27	-0:02	7:29	7:13	0:15	8:50	9:13	-0:23
Flava	13:54	9:05	4:48	6:29	3:55	2:33	12:40	8:03	4:36	21:09	13:51	7:18	20:52	13:49	7:03	18:55	13:42	5:13	*	*	*	29:16	17:01	12:14
Hokonui	9:14	15:13	-5:58	*	*	*	28:38	27:26	1:12	3:13	3:08	0:04	2:26	2:27	-0:01	8:26	7:18	1:08	8:19	8:01	0:17	0:30	0:30	0:00
Life FM	4:56	6:42	-1:46	*	1:45	*	2:48	2:22	0:25	3:48	7:44	-3:56	3:21	7:44	-4:23	9:29	14:06	-4:36	8:12	9:35	-1:22	8:42	22:23	-13:41
More FM	9:03	9:59	-0:55	6:17	5:52	0:25	6:53	7:39	-0:46	10:29	13:08	-2:39	10:21	11:56	-1:35	8:49	9:10	-0:20	9:48	10:34	-0:45	11:22	13:43	-2:20
Newstalk ZB	15:55	15:49	0:06	2:49	2:49	0:00	5:00	8:30	-3:29	3:48	7:09	-3:21	11:08	13:23	-2:14	12:36	13:02	-0:26	17:13	15:10	2:03	6:34	4:54	1:39
Radio Hauraki	5:57	5:26	0:31	2:22	3:09	-0:47	7:15	7:24	-0:08	7:01	7:13	-0:12	6:49	6:13	0:36	4:43	3:45	0:57	2:56	2:29	0:27	7:10	7:00	0:09
RadioLIVE	8:17	8:38	-0:20	1:30	0:45	0:45	5:26	6:52	-1:25	7:42	8:46	-1:03	9:36	9:22	0:13	8:14	8:48	-0:33	6:09	7:21	-1:12	8:14	6:42	1:32
Radio Sport	6:55	8:20	-1:24	0:54	0:53	0:01	11:15	1:00	10:15	6:15	2:40	3:34	6:09	3:41	2:27	5:14	5:58	-0:43	6:14	10:56	-4:41	3:55	4:26	-0:30
Rhema	4:32	3:06	1:26	*	*	*	3:45	*	*	3:45	*	*	3:45	*	*	1:45	1:45	0:00	6:35	3:31	3:04	3:45	*	*
Rock	14:39	14:51	-0:12	12:15	11:41	0:33	13:51	13:52	-0:00	12:47	12:40	0:07	15:19	14:44	0:35	17:00	16:39	0:21	8:36	9:55	-1:19	10:49	11:53	-1:04
Te Korimako o Taranaki	7:38	4:32	3:05	3:05	2:22	0:42	10:16	4:28	5:47	10:30	6:36	3:53	9:59	5:53	4:06	8:46	6:21	2:24	13:55	14:02	-0:06	9:26	7:33	1:53
The Hits	10:16	10:44	-0:28	6:34	6:16	0:18	8:20	9:33	-1:12	8:15	9:21	-1:05	9:03	9:54	-0:51	11:22	12:55	-1:32	14:16	15:27	-1:11	9:29	9:00	0:29
The Sound	13:13	14:24	-1:11	2:27	2:57	-0:30	17:22	17:43	-0:20	18:02	23:21	-5:19	16:31	18:18	-1:46	13:55	14:32	-0:36	11:59	12:58	-0:58	13:49	14:19	-0:29
ZM	7:08	5:52	1:16	2:58	4:35	-1:37	7:11	5:43	1:28	6:30	4:55	1:34	8:01	6:28	1:33	14:42	10:12	4:29	14:47	8:15	6:31	8:53	7:33	1:20
Others	9:46	8:33	1:13	2:56	6:00	-3:03	10:25	11:40	-1:14	9:55	9:50	0:05	10:20	9:06	1:14	8:51	6:41	2:10	10:42	7:13	3:29	10:52	8:03	2:49
Mediaworks Combo	15:51	15:55	-0:04	12:03	10:33	1:29	15:21	16:29	-1:08	16:49	17:56	-1:06	17:45	18:10	-0:24	16:51	16:15	0:35	15:12	15:00	0:12	15:53	16:55	-1:01
NZME Combo	14:14	13:52	0:22	6:24	5:43	0:41	11:25	10:49	0:36	13:12	11:29	1:42	13:48	12:34	1:13	13:57	14:30	-0:32	16:35	17:11	-0:36	16:09	13:11	2:57
All Commercial Radio	21:35	21:00	0:34	13:31	12:27	1:04	19:30	20:10	-0:40	21:51	22:04	-0:13	23:15	23:00	0:14	22:18	21:21	0:57	22:47	21:15	1:32	24:25	23:05	1:20
Potential (000)	101.5	101.5	0.0	13.9	13.6	0.3	21.8	22.1	-0.3	27.9	27.9	0.0	43.5	43.5	0.0	31.2	31.2	0.0	27.4	27.4	0.0	19.2	18.9	0.3
Sample	873	829	44	98	88	10	147	145	2	219	202	17	362	338	24	273	251	22	264	249	15	180	167	13

Mediaworks Combo: Breeze or Edge or More FM or RadioLIVE or Rock or The Sound or (from S1 2018) internet only listening to George FM or Magic or Mai

NZME Combo: Coast or Flava or Hokonui or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or (from S1 2018) internet only listening to Mix



TARANAKI COMMERCIAL RADIO - SURVEY 2 2018

Average Time Spent Listening (hh:mm) by Daypart, People 10+
Survey Comparisons: 1/2018 - 2/2018

This Survey Period: Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 2018

Last Survey Period: Sun Apr 9 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Apr 7 2018

	This	Last	+/-
Potential (000)	101.5	101.5	0.0
Sample Size	873	829	44

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

Mediaworks Combo: Breeze or Edge or More FM or RadioLIVE or Rock or The Sound or (from S1 2018) internet only listening to George FM or Magic or Mai

NZME Combo: Coast or Flava or Hokonui or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or (from S1 2018) internet only listening to Mix