



TARANAKI COMMERCIAL RADIO - SURVEY 3 2018

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

Survey Comparisons: 2/2018 - 3/2018

This Survey Period: Sun Sep 10 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Sep 1 2018

Last Survey Period: Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 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	8.3	8.4	-0.1	6	0.6	0.6	0.0	7.2	7.5	-0.3	6.6	6.9	-0.3	6.2	6.5	-0.3	9.8	10.5	-0.7	16.8	17.4	-0.6	7.8	7.8	0.0
Coast	4.9	5.1	-0.2	8	0.8	1.2	-0.4	0.3	0.3	0.0	0.6	0.6	0.0	1.3	1.0	0.3	2.5	2.9	-0.4	6.6	8.7	-2.1	0.8	0.7	0.1
Edge	8.4	8.9	-0.5	5	34.7	35.3	-0.6	14.7	16.4	-1.7	11.7	13.2	-1.5	8.5	9.2	-0.7	2.6	2.4	0.2	1.8	1.8	0.0	10.6	12.1	-1.5
Hokonui	0.9	0.9	0.0	13	*	*	*	1.1	1.0	0.1	0.1	0.1	0.0	0.1	0.1	0.0	1.8	1.6	0.2	2.2	2.1	0.1	*	*	*
Life FM	0.7	0.3	0.4	15	*	*	*	0.4	0.4	0.0	1.9	0.4	1.5	1.2	0.2	1.0	0.3	0.4	-0.1	0.5	0.6	-0.1	1.0	0.5	0.5
Mix	0.4	n.a.	*	16	1.0	n.a.	*	0.4	n.a.	*	0.6	n.a.	*	0.4	n.a.	*	0.1	n.a.	*	0.1	n.a.	*	0.1	n.a.	*
More FM	8.3	6.1	2.2	6	11.1	9.3	1.8	9.4	3.8	5.6	9.2	7.6	1.6	10.0	7.7	2.3	8.8	6.1	2.7	6.0	4.7	1.3	12.3	9.3	3.0
Newstalk ZB	10.8	11.2	-0.4	3	1.0	0.7	0.3	0.8	0.7	0.1	0.6	0.5	0.1	3.3	3.4	-0.1	7.6	8.1	-0.5	18.7	20.0	-1.3	1.8	1.4	0.4
Radio Hauraki	2.5	2.4	0.1	11	2.1	0.8	1.3	4.0	4.3	-0.3	4.8	4.0	0.8	3.8	3.3	0.5	1.7	1.9	-0.2	0.6	0.8	-0.2	2.5	2.1	0.4
RadioLIVE	3.0	3.1	-0.1	10	0.5	0.2	0.3	1.0	0.9	0.1	1.7	2.0	-0.3	3.3	3.5	-0.2	5.1	4.8	0.3	3.4	2.9	0.5	3.2	3.3	-0.1
Radio Sport	1.7	1.6	0.1	12	0.1	0.3	-0.2	0.3	0.3	0.0	0.5	0.4	0.1	1.4	0.7	0.7	2.5	1.8	0.7	2.3	2.7	-0.4	0.3	0.6	-0.3
Rhema	0.3	0.1	0.2	17	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	*	*	*	*	*	*	0.2	0.2	0.0	0.1	0.1	0.0
Rock	12.2	12.6	-0.4	1	19.4	15.8	3.6	16.7	18.3	-1.6	15.9	16.8	-0.9	17.2	17.5	-0.3	12.8	12.8	0.0	2.3	2.5	-0.2	8.6	11.0	-2.4
Te Korimako o Taranaki	0.8	0.8	0.0	14	1.0	1.6	-0.6	1.9	1.7	0.2	2.2	2.0	0.2	1.4	1.3	0.1	0.2	0.2	0.0	0.2	0.3	-0.1	1.8	1.4	0.4
The Hits	10.7	11.9	-1.2	4	8.0	12.6	-4.6	15.0	14.4	0.6	11.4	10.6	0.8	11.8	11.7	0.1	10.5	13.3	-2.8	10.7	12.4	-1.7	13.1	13.5	-0.4
The Sound	11.3	11.7	-0.4	2	2.9	1.9	1.0	4.0	7.9	-3.9	9.9	11.3	-1.4	11.2	14.6	-3.4	22.4	22.7	-0.3	19.0	15.6	3.4	7.3	9.0	-1.7
ZM	3.7	3.3	0.4	9	3.6	3.7	-0.1	10.1	6.7	3.4	5.3	3.7	1.6	4.2	3.5	0.7	3.3	3.8	-0.5	2.3	2.4	-0.1	7.1	5.8	1.3
Others	10.9	10.5	0.4		13.2	15.4	-2.2	12.6	13.1	-0.5	16.9	17.9	-1.0	14.8	14.6	0.2	7.9	6.6	1.3	6.2	4.7	1.5	21.6	20.8	0.8
Mediaworks Combo	52.0	51.4	0.6		69.1	63.1	6.0	54.4	56.1	-1.7	55.9	59.0	-3.1	56.9	59.7	-2.8	61.5	59.3	2.2	49.5	45.1	4.4	50.0	52.8	-2.8
NZME Combo	41.1	43.5	-2.4		28.8	34.3	-5.5	42.2	40.7	1.5	36.2	35.9	0.3	34.7	34.4	0.3	31.5	35.1	-3.6	43.5	49.3	-5.8	40.4	39.1	1.3
Potential (000)	101.5	101.5	0.0		14.0	13.9	0.1	21.7	21.8	-0.1	27.9	27.9	0.0	43.5	43.5	0.0	31.2	31.2	0.0	27.4	27.4	0.0	17.5	19.2	-1.7
Sample	903	873	30		98	98	0	147	147	0	218	219	-1	372	362	10	279	273	6	262	264	-2	169	180	-11

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 internet only listening to George FM or Magic or Mai

NZME Combo: Coast or Flava (until S2 2018) or Hokonui or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or Mix (from S3 2018) internet only listening to Mix (until S2 2018) or Flava (from S3 2018)



TARANAKI COMMERCIAL RADIO - SURVEY 3 2018

Station Share (%) by Daypart, People 10+
 Survey Comparisons: 2/2018 - 3/2018

This Survey Period: Sun Sep 10 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Sep 1 2018
 Last Survey Period: Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 2018

	This	Last	+/-
Potential (000)	101.5	101.5	0.0
Sample Size	903	873	30

	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	7.2	-0.1	6	9.7	10.2	-0.5		8.4	8.1	0.3		7.3	7.7	-0.4		9.0	9.2	-0.2		11.1	10.0	1.1		7.9	8.2	-0.3	
Coast	4.0	4.3	-0.3	9	5.8	6.1	-0.3		5.6	6.7	-1.1		3.0	3.2	-0.2		2.4	2.1	0.3		1.8	1.0	0.8		6.3	6.2	0.1	
Edge	7.1	7.8	-0.7	6	5.3	6.3	-1.0		8.8	8.7	0.1		11.2	11.3	-0.1		8.3	7.8	0.5		6.1	6.7	-0.6		10.4	11.3	-0.9	
Hokonui	1.0	1.0	0.0	13	1.2	1.1	0.1		1.9	1.9	0.0		0.2	0.2	0.0		0.2	0.2	0.0	*	*	*	*	*	0.5	0.6	-0.1	
Life FM	0.5	0.2	0.3	15	0.4	0.1	0.3		0.5	0.2	0.3		0.6	0.4	0.2		0.3	0.2	0.1		1.2	1.0	0.2		1.4	0.5	0.9	
Mix	0.1	n.a.	*	16	0.5	n.a.	*		0.6	n.a.	*		0.3	n.a.	*		0.4	n.a.	*		*	n.a.	*	*	0.3	n.a.	*	
More FM	11.1	6.6	4.5	3	8.0	6.4	1.6		8.5	7.2	1.3		8.0	5.4	2.6		1.6	1.8	-0.2		10.8	10.5	0.3		7.7	5.7	2.0	
Newstalk ZB	14.9	16.0	-1.1	1	11.7	11.2	0.5		5.8	5.8	0.0		6.4	6.7	-0.3		15.4	16.5	-1.1		17.5	19.9	-2.4		10.9	11.4	-0.5	
Radio Hauraki	2.1	2.2	-0.1	11	1.9	1.9	0.0		2.5	3.1	-0.6		5.0	3.7	1.3		1.2	0.8	0.4		2.2	2.0	0.2		2.5	2.2	0.3	
RadioLIVE	4.4	5.2	-0.8	8	1.5	1.5	0.0		1.5	1.1	0.4		3.3	3.1	0.2		5.9	5.8	0.1		6.5	6.1	0.4		2.9	3.1	-0.2	
Radio Sport	1.9	1.9	0.0	12	1.9	1.6	0.3		2.5	1.9	0.6		1.7	1.3	0.4		0.3	0.4	-0.1		0.5	0.3	0.2		1.4	1.7	-0.3	
Rhema	*	*	*	*	0.1	*	*		0.5	0.3	0.2		0.2	0.1	0.1		0.7	0.1	0.6		0.6	*	*		0.4	0.1	0.3	
Rock	10.6	10.6	0.0	5	11.3	11.7	-0.4		12.0	11.9	0.1		14.8	14.8	0.0		18.0	19.5	-1.5		21.2	25.2	-4.0		10.0	10.0	0.0	
Te Korimako o Taranaki	0.8	0.6	0.2	14	0.5	0.6	-0.1		0.6	0.7	-0.1		0.8	0.7	0.1		2.8	2.2	0.6		*	0.5	*		0.9	1.1	-0.2	
The Hits	11.4	13.2	-1.8	2	11.5	15.0	-3.5		11.0	14.0	-3.0		10.0	9.8	0.2		6.7	5.8	0.9		6.3	3.3	3.0		11.7	11.6	0.1	
The Sound	11.0	12.6	-1.6	4	12.8	11.5	1.3		14.9	13.6	1.3		12.8	15.0	-2.2		5.8	6.1	-0.3		4.9	5.5	-0.6		9.4	10.8	-1.4	
ZM	3.5	3.3	0.2	10	4.6	3.7	0.9		4.4	3.9	0.5		4.0	4.4	-0.4		1.4	1.3	0.1		0.6	0.4	0.2		3.6	3.2	0.4	
Others	8.5	7.2	1.3		11.3	10.1	1.2		9.9	9.5	0.4		10.4	10.7	-0.3		19.6	19.0	0.6		8.7	7.6	1.1		11.7	12.0	-0.3	
Mediaworks Combo	51.5	50.1	1.4		48.8	47.9	0.9		54.3	50.7	3.6		57.5	57.5	0.0		48.6	50.3	-1.7		62.9	66.2	-3.3		49.0	49.9	-0.9	
NZME Combo	42.0	45.9	-3.9		44.4	47.1	-2.7		38.2	43.8	-5.6		36.6	38.3	-1.7		44.0	44.2	-0.2		31.9	30.2	1.7		43.4	44.0	-0.6	

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 internet only listening to George FM or Magic or Mai

NZME Combo: Coast or Flava (until S2 2018) or Hokonui or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or Mix (from S3 2018) internet only listening to Mix (until S2 2018) or Flava (from S3 2018)

TARANAKI COMMERCIAL RADIO - SURVEY 3 2018

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

Survey Comparisons: 2/2018 - 3/2018

This Survey Period: Sun Sep 10 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Sep 1 2018

Last Survey Period: Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 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	12.4	11.7	0.7	7	0.5	0.5	0.0	2.3	2.1	0.2	3.6	3.9	-0.3	5.2	5.4	-0.2	5.2	4.7	0.5	5.8	5.2	0.6	2.6	2.8	-0.2
Coast	7.3	7.4	-0.1	10	0.3	0.3	0.0	0.5	0.5	0.0	0.6	0.6	0.0	1.3	1.0	0.3	1.7	1.7	0.0	3.4	4.0	-0.6	0.2	0.2	0.0
Edge	21.0	21.6	-0.6	1	6.8	6.5	0.3	7.7	8.1	-0.4	7.5	8.2	-0.7	9.6	10.6	-1.0	3.1	3.4	-0.3	1.3	1.2	0.1	5.1	5.9	-0.8
Hokonui	1.8	1.8	0.0	15	0.1	*	*	0.1	0.1	0.0	0.1	0.2	-0.1	0.2	0.3	-0.1	1.3	1.2	0.1	1.4	1.3	0.1	*	0.1	*
Life FM	1.1	1.1	0.0	16	*	*	*	0.5	0.6	-0.1	0.8	0.5	0.3	0.8	0.6	0.2	0.1	0.3	-0.2	0.3	0.4	-0.1	0.2	0.2	0.0
Mix	1.9	n.a.	*	14	0.7	n.a.	*	0.4	n.a.	*	0.7	n.a.	*	0.8	n.a.	*	0.3	n.a.	*	0.1	n.a.	*	0.2	n.a.	*
More FM	15.4	12.6	2.8	5	2.1	2.3	-0.2	3.9	2.1	1.8	5.0	4.0	1.0	8.3	6.7	1.6	5.6	4.3	1.3	3.3	2.5	0.8	4.2	3.5	0.7
Newstalk ZB	13.0	13.1	-0.1	6	0.6	0.4	0.2	0.6	0.5	0.1	0.9	0.7	0.2	2.8	2.7	0.1	3.8	4.0	-0.2	5.9	6.1	-0.2	1.0	0.9	0.1
Radio Hauraki	7.6	7.5	0.1	9	1.1	0.5	0.6	1.9	2.2	-0.3	3.3	3.1	0.2	4.7	4.3	0.4	2.5	2.5	0.0	1.2	1.4	-0.2	1.0	1.3	-0.3
RadioLIVE	7.1	7.0	0.1	11	0.4	0.2	0.2	0.7	0.6	0.1	1.4	1.4	0.0	3.3	3.3	0.0	3.5	3.6	-0.1	2.6	2.4	0.2	1.5	1.7	-0.2
Radio Sport	3.6	4.2	-0.6	12	0.1	0.5	-0.4	0.1	0.1	0.0	0.5	0.3	0.2	1.0	1.0	0.0	1.6	2.2	-0.6	2.0	2.2	-0.2	0.2	0.7	-0.5
Rhema	0.4	0.4	0.0	17	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.2	0.2	0.0	0.1	0.1	0.0
Rock	17.2	16.0	1.2	3	2.7	2.0	0.7	5.5	5.0	0.5	7.1	7.2	-0.1	10.7	10.3	0.4	5.2	4.7	0.5	1.6	1.5	0.1	3.5	4.4	-0.9
Te Korimako o Taranaki	2.2	2.1	0.1	13	0.8	0.8	0.0	0.7	0.6	0.1	1.2	1.1	0.1	1.3	1.2	0.1	0.2	0.2	0.0	0.1	0.1	0.0	0.8	0.7	0.1
The Hits	21.0	21.6	-0.6	1	2.3	2.9	-0.6	6.8	6.5	0.3	7.0	7.0	0.0	11.6	11.7	-0.1	7.0	7.3	-0.3	4.4	4.5	-0.1	5.4	6.1	-0.7
The Sound	16.8	16.4	0.4	4	1.3	1.2	0.1	1.5	1.7	-0.2	3.4	3.4	0.0	7.2	8.0	-0.8	10.3	10.2	0.1	7.6	6.8	0.8	2.1	2.8	-0.7
ZM	8.5	8.6	-0.1	8	1.8	1.9	-0.1	4.2	3.5	0.7	3.3	3.1	0.2	3.9	3.9	0.0	1.3	1.6	-0.3	0.8	0.9	-0.1	2.7	2.8	-0.1
Others	15.7	15.3	0.4		3.9	3.6	0.3	4.6	4.0	0.6	5.1	5.5	-0.4	7.8	8.0	-0.2	4.0	3.8	0.2	2.3	2.2	0.1	3.6	4.2	-0.6
Mediaworks Combo	63.5	60.2	3.3		9.2	8.0	1.2	14.9	13.8	1.1	19.0	19.2	-0.2	30.3	30.4	-0.1	23.2	22.0	1.2	17.1	15.4	1.7	13.0	14.3	-1.3
NZME Combo	54.9	56.7	-1.8		8.0	8.2	-0.2	13.5	13.4	0.1	14.7	14.9	-0.2	22.0	22.6	-0.6	14.6	15.7	-1.1	14.8	15.5	-0.7	8.6	10.4	-1.8
All Commercial Radio	88.3	85.9	2.4		12.3	11.3	1.0	19.8	19.3	0.5	25.5	25.1	0.4	39.7	38.9	0.8	28.6	28.0	0.6	23.7	22.8	0.9	15.9	17.6	-1.7
Potential (000)	101.5	101.5	0.0		14.0	13.9	0.1	21.7	21.8	-0.1	27.9	27.9	0.0	43.5	43.5	0.0	31.2	31.2	0.0	27.4	27.4	0.0	17.5	19.2	-1.7
Sample	903	873	30		98	98	0	147	147	0	218	219	-1	372	362	10	279	273	6	262	264	-2	169	180	-11

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

NZME Combo: Coast or Flava (until S2 2018) or Hokonui or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or Mix (from S3 2018) internet only listening to Mix (until S2 2018) or Flava (from S3 2018)

TARANAKI COMMERCIAL RADIO - SURVEY 3 2018

Cumulative Audience (000's) by Daypart, People 10+
Survey Comparisons: 2/2018 - 3/2018

This Survey Period: Sun Sep 10 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Sep 1 2018
Last Survey Period: Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 2018

	This	Last	+/-
Potential (000)	101.5	101.5	0.0
Sample Size	903	873	30

	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	6.7	0.4	7	7.2	6.4	0.8	8.3	7.5	0.8	6.2	6.2	0.0	2.9	3.1	-0.2	2.3	2.3	0.0	7.5	6.8	0.7
Coast	4.1	4.1	0.0	9	4.1	4.4	-0.3	4.3	4.5	-0.2	2.8	3.2	-0.4	1.1	1.0	0.1	0.9	0.7	0.2	5.6	5.4	0.2
Edge	9.7	10.3	-0.6	4	7.4	7.8	-0.4	11.1	11.2	-0.1	10.7	11.2	-0.5	4.8	4.4	0.4	2.5	2.7	-0.2	14.9	15.0	-0.1
Hokonui	0.8	0.7	0.1	13	1.3	1.1	0.2	1.0	1.0	0.0	0.3	0.3	0.0	0.1	0.1	0.0	*	*	*	0.6	0.7	-0.1
Life FM	0.3	0.2	0.1	15	0.3	0.2	0.1	0.6	0.4	0.2	0.4	0.3	0.1	0.2	0.2	0.0	0.5	0.5	0.0	0.6	0.5	0.1
Mix	0.2	n.a.	*	16	1.1	n.a.	*	0.4	n.a.	*	0.5	n.a.	*	0.3	n.a.	*	*	n.a.	*	0.6	n.a.	*
More FM	9.1	6.9	2.2	5	6.5	5.6	0.9	8.9	8.2	0.7	7.6	6.0	1.6	1.3	1.4	-0.1	2.3	2.0	0.3	9.3	6.4	2.9
Newstalk ZB	10.2	10.2	0.0	2	6.0	5.8	0.2	4.9	5.0	-0.1	4.5	5.0	-0.5	4.7	5.4	-0.7	4.5	5.3	-0.8	9.7	10.2	-0.5
Radio Hauraki	3.5	3.6	-0.1	11	2.3	2.4	-0.1	3.2	3.1	0.1	4.0	3.8	0.2	0.8	1.2	-0.4	0.7	0.7	0.0	4.3	3.7	0.6
RadioLIVE	4.3	4.0	0.3	8	2.4	2.1	0.3	2.6	2.0	0.6	3.3	3.3	0.0	2.1	1.8	0.3	1.5	1.3	0.2	5.2	4.9	0.3
Radio Sport	1.5	1.8	-0.3	12	1.8	1.8	0.0	2.1	1.8	0.3	1.8	1.6	0.2	0.3	0.5	-0.2	0.4	0.4	0.0	2.5	2.7	-0.2
Rhema	0.2	0.2	0.0	16	0.2	0.2	0.0	0.4	0.4	0.0	0.2	0.1	0.1	0.2	0.2	0.0	*	*	*	0.3	0.3	0.0
Rock	9.9	9.6	0.3	3	8.0	7.6	0.4	10.5	9.9	0.6	10.7	10.1	0.6	5.7	4.7	1.0	3.4	3.6	-0.2	12.5	11.0	1.5
Te Korimako o Taranaki	0.5	0.4	0.1	14	0.2	0.3	-0.1	0.6	0.7	-0.1	0.9	0.7	0.2	0.6	0.6	0.0	*	0.1	*	2.0	1.9	0.1
The Hits	12.1	13.0	-0.9	1	10.0	10.4	-0.4	12.0	12.6	-0.6	10.6	10.5	0.1	4.6	4.6	0.0	1.9	1.6	0.3	12.7	12.3	0.4
The Sound	9.0	9.4	-0.4	6	9.6	9.1	0.5	10.1	8.8	1.3	10.2	10.3	-0.1	3.0	4.0	-1.0	2.8	3.1	-0.3	11.2	11.3	-0.1
ZM	4.0	3.5	0.5	10	4.6	4.1	0.5	4.8	4.9	-0.1	3.4	3.9	-0.5	1.3	1.3	0.0	0.5	0.4	0.1	5.5	4.6	0.9
Others	8.9	9.0	-0.1		7.8	7.2	0.6	8.8	9.6	-0.8	8.2	9.0	-0.8	5.6	6.2	-0.6	2.6	2.3	0.3	10.2	10.7	-0.5
Mediaworks Combo	41.8	40.1	1.7		35.0	33.1	1.9	42.8	39.3	3.5	41.4	39.9	1.5	18.3	17.8	0.5	13.4	13.9	-0.5	49.8	45.9	3.9
NZME Combo	35.7	36.8	-1.1		31.5	31.1	0.4	32.8	34.1	-1.3	29.7	31.5	-1.8	16.4	17.6	-1.2	9.9	9.8	0.1	40.3	40.2	0.1
All Commercial Radio	69.1	66.8	2.3		57.9	55.1	2.8	63.8	61.2	2.6	63.2	62.8	0.4	31.9	33.6	-1.7	20.9	21.7	-0.8	74.4	71.7	2.7

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

NZME Combo: Coast or Flava (until S2 2018) or Hokonui or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or Mix (from S3 2018) internet only listening to Mix (until S2 2018) or Flava (from S3 2018)

TARANAKI COMMERCIAL RADIO - SURVEY 3 2018

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

Survey Comparisons: 2/2018 - 3/2018

This Survey Period: Sun Sep 10 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Sep 1 2018

Last Survey Period: Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 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	12:56	13:21	-0:25	1:51	1:54	-0:02	11:41	13:34	-1:53	10:36	9:44	0:51	11:04	10:47	0:16	12:06	13:55	-1:48	16:15	17:32	-1:16	11:58	11:55	0:03
Coast	12:53	12:44	0:08	3:59	5:13	-1:13	2:25	2:30	-0:05	5:36	5:28	0:08	9:10	9:04	0:05	9:07	10:18	-1:11	10:50	11:17	-0:27	18:55	17:09	1:46
Edge	7:45	7:39	0:05	8:30	8:21	0:09	6:58	7:38	-0:40	8:52	8:49	0:03	8:12	7:51	0:20	5:22	4:24	0:58	7:57	7:29	0:28	8:12	8:50	-0:37
Hokonui	9:44	9:14	0:30	0:45	*	*	49:00	28:38	20:21	7:00	3:13	3:46	3:49	2:26	1:22	8:58	8:26	0:31	8:37	8:19	0:18	*	0:30	*
Life FM	12:11	4:56	7:15	*	*	*	3:07	2:48	0:19	14:23	3:48	10:35	13:10	3:21	9:49	16:56	9:29	7:26	10:06	8:12	1:53	20:06	8:42	11:24
Mix	3:44	n.a.	*	2:10	n.a.	*	3:42	n.a.	*	5:12	n.a.	*	4:45	n.a.	*	3:01	n.a.	*	3:00	n.a.	*	1:41	n.a.	*
More FM	10:24	9:03	1:20	8:40	6:17	2:22	8:52	6:53	1:59	10:30	10:29	0:01	11:10	10:21	0:48	10:05	8:49	1:15	10:15	9:48	0:26	11:28	11:22	0:05
Newstalk ZB	16:00	15:55	0:04	2:47	2:49	-0:01	4:56	5:00	-0:04	4:12	3:48	0:24	10:37	11:08	-0:30	12:58	12:36	0:22	17:48	17:13	0:34	7:17	6:34	0:43
Radio Hauraki	6:27	5:57	0:29	3:14	2:22	0:52	7:43	7:15	0:28	8:17	7:01	1:16	7:31	6:49	0:42	4:28	4:43	-0:14	2:45	2:56	-0:11	9:27	7:10	2:17
RadioLIVE	8:10	8:17	-0:06	2:10	1:30	0:40	5:12	5:26	-0:13	6:49	7:42	-0:53	9:16	9:36	-0:20	9:20	8:14	1:06	7:21	6:09	1:11	8:37	8:14	0:22
Radio Sport	9:11	6:55	2:15	0:45	0:54	-0:09	11:15	11:15	0:00	5:41	6:15	-0:34	13:36	6:09	7:27	9:58	5:14	4:43	6:26	6:14	0:12	4:28	3:55	0:32
Rhema	12:53	4:32	8:20	*	*	*	3:45	3:45	0:00	3:45	3:45	0:00	3:45	3:45	0:00	1:45	1:45	0:00	7:23	6:35	0:48	3:45	3:45	0:00
Rock	13:43	14:39	-0:55	12:00	12:15	-0:14	11:07	13:51	-2:43	12:39	12:47	-0:08	14:52	15:19	-0:26	15:56	17:00	-1:04	8:13	8:36	-0:22	9:47	10:49	-1:02
Te Korimako o Taranaki	7:14	7:38	-0:23	2:08	3:05	-0:56	10:13	10:16	-0:02	10:14	10:30	-0:16	9:49	9:59	-0:09	8:55	8:46	0:09	14:30	13:55	0:34	9:16	9:26	-0:09
The Hits	9:52	10:16	-0:23	5:42	6:34	-0:52	8:06	8:20	-0:14	9:18	8:15	1:03	9:28	9:03	0:25	9:39	11:22	-1:43	13:32	14:16	-0:44	9:36	9:29	0:06
The Sound	13:00	13:13	-0:13	3:44	2:27	1:16	10:01	17:22	-7:21	16:32	18:02	-1:29	14:20	16:31	-2:10	14:02	13:55	0:06	13:58	11:59	1:58	13:48	13:49	-0:01
ZM	8:21	7:08	1:12	3:15	2:58	0:17	8:53	7:11	1:42	9:03	6:30	2:32	10:00	8:01	1:58	16:27	14:42	1:44	15:08	14:47	0:21	10:22	8:53	1:28
Others	13:25	12:44	0:40	5:34	6:25	-0:51	10:01	12:20	-2:19	18:42	17:59	0:43	17:39	16:34	1:05	12:51	10:54	1:57	15:23	11:11	4:11	23:37	21:20	2:17
Mediaworks Combo	15:46	15:51	-0:04	12:31	12:03	0:27	13:23	15:21	-1:57	16:44	16:49	-0:05	17:25	17:45	-0:20	17:03	16:51	0:11	16:09	15:12	0:56	15:14	15:53	-0:39
NZME Combo	14:26	14:14	0:12	5:58	6:24	-0:25	11:28	11:25	0:03	14:00	13:12	0:48	14:40	13:48	0:52	13:54	13:57	-0:03	16:25	16:35	-0:10	18:31	16:09	2:22
All Commercial Radio	21:50	21:35	0:15	13:30	13:31	-0:01	18:34	19:30	-0:55	22:19	21:51	0:27	23:22	23:15	0:07	22:31	22:18	0:12	23:39	22:47	0:51	24:51	24:25	0:25
Potential (000)	101.5	101.5	0.0	14.0	13.9	0.1	21.7	21.8	-0.1	27.9	27.9	0.0	43.5	43.5	0.0	31.2	31.2	0.0	27.4	27.4	0.0	17.5	19.2	-1.7
Sample	903	873	30	98	98	0	147	147	0	218	219	-1	372	362	10	279	273	6	262	264	-2	169	180	-11

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

NZME Combo: Coast or Flava (until S2 2018) or Hokonui or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or Mix (from S3 2018) internet only listening to Mix (until S2 2018) or Flava (from S3 2018)



TARANAKI COMMERCIAL RADIO - SURVEY 3 2018

Average Time Spent Listening (hh:mm) by Daypart, People 10+
 Survey Comparisons: 2/2018 - 3/2018

This Survey Period: Sun Sep 10 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Sep 1 2018
 Last Survey Period: Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 2018

	This	Last	+/-
Potential (000)	101.5	101.5	0.0
Sample Size	903	873	30

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

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

NZME Combo: Coast or Flava (until S2 2018) or Hokonui or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or Mix (from S3 2018) internet only listening to Mix (until S2 2018) or Flava (from S3 2018)