



TARANAKI COMMERCIAL RADIO - SURVEY 4 2017

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

Survey Comparisons: 3/2017 - 4/2017

This Survey Period: Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017

Last Survey Period: Sun Aug 21 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Sep 9 2017

	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	6.3	4.2	2.1	7	1.4	1.6	-0.2	4.2	2.5	1.7	4.9	3.0	1.9	4.5	4.0	0.5	8.4	7.3	1.1	14.1	7.1	7.0	5.9	3.6	2.3
Coast	7.6	9.9	-2.3	6	1.6	1.7	-0.1	0.2	1.4	-1.2	0.1	1.1	-1.0	1.7	1.6	0.1	7.1	7.9	-0.8	15.3	22.6	-7.3	0.3	1.4	-1.1
Edge	10.8	12.5	-1.7	5	31.7	27.3	4.4	22.2	25.3	-3.1	16.5	21.3	-4.8	12.3	17.3	-5.0	4.2	6.9	-2.7	1.3	2.6	-1.3	16.0	24.2	-8.2
Flava	4.1	3.8	0.3	9	10.6	4.7	5.9	7.3	9.4	-2.1	8.0	7.3	0.7	5.1	5.0	0.1	0.4	0.2	0.2	*	*	*	9.6	8.3	1.3
Hokonui	1.9	3.0	-1.1	13	*	*	*	*	*	*	0.2	*	*	0.1	*	*	1.9	4.6	-2.7	2.8	5.6	-2.8	*	*	*
Life FM	0.5	0.4	0.1	15	0.2	0.3	-0.1	0.4	0.2	0.2	0.9	1.2	-0.3	0.5	0.8	-0.3	0.5	0.2	0.3	0.7	0.2	0.5	1.2	0.4	0.8
More FM	5.8	7.6	-1.8	8	5.6	5.1	0.5	3.4	3.8	-0.4	6.0	6.0	0.0	6.7	9.4	-2.7	6.7	13.9	-7.2	5.6	8.4	-2.8	7.9	8.6	-0.7
Newstalk ZB	11.3	9.0	2.3	3	0.4	*	*	*	*	*	0.5	1.0	-0.5	3.6	1.4	2.2	8.2	3.6	4.6	19.3	14.0	5.3	2.1	1.6	0.5
Radio Hauraki	2.6	2.4	0.2	12	3.6	4.7	-1.1	4.9	3.3	1.6	3.2	3.1	0.1	2.8	2.9	-0.1	1.6	1.6	0.0	0.6	0.4	0.2	4.2	4.2	0.0
RadioLIVE	3.3	3.5	-0.2	11	0.5	0.5	0.0	2.8	2.4	0.4	4.0	4.4	-0.4	4.2	3.6	0.6	3.9	2.5	1.4	2.8	3.8	-1.0	2.0	1.7	0.3
Radio Sport	1.3	1.4	-0.1	14	0.1	0.1	0.0	0.1	*	*	0.3	0.1	0.2	0.5	0.4	0.1	1.5	1.6	-0.1	2.5	2.5	0.0	1.0	0.8	0.2
Rhema	0.1	0.5	-0.4	17	*	0.1	*	*	*	*	*	0.7	*	*	1.1	*	0.1	0.9	-0.8	0.4	0.1	0.3	*	*	*
Rock	12.0	10.3	1.7	2	8.0	4.6	3.4	14.6	19.0	-4.4	19.9	18.6	1.3	17.2	14.4	2.8	11.6	5.2	6.4	5.5	2.8	2.7	17.5	14.8	2.7
Star	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	*	*	*
Te Korimako o Taranaki	0.4	0.8	-0.4	16	1.5	2.1	-0.6	*	0.4	*	0.3	0.3	0.0	0.5	0.5	0.0	0.4	0.6	-0.2	0.2	1.3	-1.1	0.7	0.5	0.2
The Hits	12.3	11.8	0.5	1	17.8	24.0	-6.2	16.4	13.9	2.5	12.8	11.2	1.6	15.4	14.7	0.7	15.6	15.9	-0.3	10.0	8.0	2.0	12.9	12.9	0.0
The Sound	11.1	9.7	1.4	4	3.7	6.7	-3.0	10.4	7.9	2.5	11.0	9.4	1.6	14.2	12.3	1.9	20.2	17.8	2.4	14.7	13.2	1.5	8.1	7.4	0.7
ZM	3.4	2.9	0.5	10	7.2	6.5	0.7	7.3	6.7	0.6	4.5	4.4	0.1	4.0	4.1	-0.1	2.7	1.8	0.9	1.2	0.1	1.1	4.7	2.8	1.9
Others	5.1	6.3	-1.2		6.2	10.0	-3.8	6.0	3.9	2.1	7.0	7.1	-0.1	6.5	6.6	-0.1	4.8	7.6	-2.8	2.9	7.1	-4.2	5.9	6.8	-0.9
Mediaworks Combo	49.3	47.7	1.6		51.0	45.7	5.3	57.5	60.9	-3.4	62.2	62.6	-0.4	59.1	61.0	-1.9	54.9	53.6	1.3	44.0	37.9	6.1	57.3	60.3	-3.0
NZME Combo	44.6	44.3	0.3		41.2	41.8	-0.6	36.2	34.6	1.6	29.6	28.2	1.4	33.3	30.1	3.2	39.1	37.1	2.0	51.7	53.3	-1.6	34.9	31.9	3.0
Potential (000)	98.4	98.4	0.0		13.0	12.2	0.8	21.6	22.4	-0.8	27.4	27.4	0.0	42.7	42.7	0.0	29.9	29.9	0.0	25.7	25.7	0.0	19.9	20.8	-0.9
Sample	831	802	29		97	103	-6	155	166	-11	200	213	-13	339	335	4	262	241	21	248	229	19	169	170	-1

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

NZME Combo: Coast or Flava or Hokonui or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM



TARANAKI COMMERCIAL RADIO - SURVEY 4 2017

Station Share (%) by Daypart, People 10+

Survey Comparisons: 3/2017 - 4/2017

This Survey Period: Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017

Last Survey Period: Sun Aug 21 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Sep 9 2017

	This	Last	+/-
Potential (000)	98.4	98.4	0.0
Sample Size	831	802	29

	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	4.3	3.2	1.1	8	7.5	4.7	2.8	7.0	4.6	2.4	6.6	4.0	2.6	8.6	5.6	3.0	4.1	3.4	0.7	5.9	4.0	1.9
Coast	6.8	9.2	-2.4	7	8.3	11.3	-3.0	8.4	10.6	-2.2	4.8	6.4	-1.6	7.9	9.3	-1.4	1.3	2.4	-1.1	9.3	11.3	-2.0
Edge	11.0	12.9	-1.9	4	8.7	10.8	-2.1	9.5	10.3	-0.8	12.1	14.6	-2.5	10.6	13.0	-2.4	14.8	21.5	-6.7	12.1	13.3	-1.2
Flava	3.5	2.4	1.1	10	3.6	4.2	-0.6	4.7	4.1	0.6	5.2	5.4	-0.2	5.8	6.9	-1.1	0.4	*	*	3.9	3.1	0.8
Hokonui	1.7	2.0	-0.3	13	1.7	2.8	-1.1	2.3	3.0	-0.7	2.0	4.0	-2.0	2.3	2.8	-0.5	1.3	2.0	-0.7	1.9	3.7	-1.8
Life FM	0.6	0.4	0.2	15	0.4	0.3	0.1	0.3	0.3	0.0	0.6	0.4	0.2	0.2	0.3	-0.1	0.6	1.0	-0.4	0.5	0.6	-0.1
More FM	7.0	8.3	-1.3	6	6.6	8.8	-2.2	5.7	8.0	-2.3	4.6	7.4	-2.8	2.3	3.8	-1.5	5.0	5.0	0.0	6.0	7.1	-1.1
Newstalk ZB	16.3	12.8	3.5	1	11.6	7.2	4.4	5.6	4.7	0.9	7.2	6.3	0.9	18.2	17.1	1.1	23.6	21.5	2.1	11.0	9.4	1.6
Radio Hauraki	2.7	2.3	0.4	11	3.0	3.1	-0.1	3.1	2.9	0.2	3.4	2.6	0.8	1.2	1.3	-0.1	1.6	2.5	-0.9	1.9	1.7	0.2
RadioLIVE	3.6	6.8	-3.2	9	1.9	2.3	-0.4	2.0	2.0	0.0	2.9	3.7	-0.8	8.4	4.0	4.4	7.2	5.7	1.5	3.6	3.0	0.6
Radio Sport	1.3	1.1	0.2	14	1.2	1.0	0.2	1.4	1.1	0.3	0.8	0.8	0.0	0.9	1.3	-0.4	*	1.9	*	2.0	2.4	-0.4
Rhema	*	0.2	*	*	*	0.7	*	0.3	0.8	-0.5	0.1	0.4	-0.3	0.2	0.7	-0.5	0.4	0.5	-0.1	*	0.3	*
Rock	13.0	10.5	2.5	2	14.5	13.3	1.2	13.8	14.3	-0.5	14.5	9.3	5.2	8.1	7.0	1.1	15.6	10.8	4.8	7.4	5.6	1.8
Star	*	*	*	*	*	*	*	0.1	0.1	0.0	*	*	*	*	*	*	0.2	0.5	-0.3	*	*	*
Te Korimako o Taranaki	0.1	0.8	-0.7	16	0.1	0.6	-0.5	0.1	0.2	-0.1	0.4	0.4	0.0	2.0	2.5	-0.5	1.3	1.8	-0.5	0.7	1.0	-0.3
The Hits	11.6	11.0	0.6	3	13.7	12.6	1.1	13.3	13.8	-0.5	11.8	10.9	0.9	7.3	5.8	1.5	7.7	7.6	0.1	12.9	12.4	0.5
The Sound	10.5	9.2	1.3	5	10.6	8.7	1.9	13.4	10.8	2.6	13.3	11.5	1.8	4.7	4.8	-0.1	5.4	3.1	2.3	11.2	10.9	0.3
ZM	2.6	2.6	0.0	12	2.9	2.0	0.9	5.1	3.8	1.3	3.8	4.6	-0.8	1.3	1.7	-0.4	1.3	1.5	-0.2	3.5	2.8	0.7
Others	3.4	4.0	-0.6		3.9	5.7	-1.8	4.0	4.9	-0.9	5.9	7.3	-1.4	10.0	12.0	-2.0	8.1	7.3	0.8	6.0	7.6	-1.6
Mediaworks Combo	49.3	50.9	-1.6		49.7	48.5	1.2	51.3	49.9	1.4	54.0	50.4	3.6	42.7	38.2	4.5	52.1	49.6	2.5	46.3	43.8	2.5
NZME Combo	46.5	43.5	3.0		46.0	44.2	1.8	43.8	43.9	-0.1	38.9	41.1	-2.2	45.0	46.4	-1.4	37.2	39.4	-2.2	46.5	46.7	-0.2

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

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This Survey Period: Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017

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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	10.8	8.9	1.9	7	0.9	0.7	0.2	1.7	1.4	0.3	3.3	2.6	0.7	4.4	4.0	0.4	4.2	3.5	0.7	4.8	3.3	1.5	2.3	1.9	0.4
Coast	8.8	9.4	-0.6	9	0.4	0.4	0.0	0.2	0.4	-0.2	0.2	0.4	-0.2	0.8	0.7	0.1	2.8	2.3	0.5	5.3	6.3	-1.0	0.1	0.4	-0.3
Edge	22.2	23.3	-1.1	1	5.8	4.4	1.4	8.1	9.8	-1.7	8.1	9.7	-1.6	11.0	12.9	-1.9	4.0	4.2	-0.2	1.2	1.1	0.1	7.0	8.9	-1.9
Flava	8.0	7.5	0.5	10	3.0	1.6	1.4	3.6	4.7	-1.1	2.3	2.7	-0.4	2.6	2.9	-0.3	0.3	0.2	0.1	*	*	*	2.5	2.6	-0.1
Hokonui	1.8	1.6	0.2	14	*	*	*	0.1	0.1	0.0	0.3	0.2	0.1	0.3	0.3	0.0	1.0	0.7	0.3	1.1	0.7	0.4	0.1	0.1	0.0
Life FM	0.6	1.0	-0.4	16	0.1	0.2	-0.1	0.2	0.2	0.0	0.3	0.6	-0.3	0.3	0.6	-0.3	0.2	0.2	0.0	0.2	0.2	0.0	0.2	0.1	0.1
More FM	11.8	12.9	-1.1	6	1.6	1.7	-0.1	2.1	2.3	-0.2	3.6	3.7	-0.1	6.0	6.9	-0.9	3.8	5.0	-1.2	2.5	2.8	-0.3	3.3	3.2	0.1
Newstalk ZB	13.0	9.5	3.5	4	0.3	0.1	0.2	0.1	0.1	0.0	0.5	0.6	-0.1	2.4	1.5	0.9	4.6	2.2	2.4	6.5	4.7	1.8	0.9	0.5	0.4
Radio Hauraki	7.9	7.0	0.9	11	1.3	1.2	0.1	2.0	1.7	0.3	2.6	2.8	-0.2	3.9	4.0	-0.1	2.3	1.4	0.9	1.2	0.5	0.7	2.2	2.4	-0.2
RadioLIVE	7.2	6.4	0.8	12	0.3	0.2	0.1	1.4	1.5	-0.1	2.4	2.6	-0.2	3.9	3.5	0.4	2.9	1.7	1.2	1.8	1.7	0.1	1.5	1.3	0.2
Radio Sport	3.1	3.7	-0.6	13	0.1	0.1	0.0	0.2	0.2	0.0	0.4	0.3	0.1	0.9	0.9	0.0	1.2	1.6	-0.4	1.2	1.7	-0.5	0.8	0.7	0.1
Rhema	0.4	0.6	-0.2	17	*	0.1	*	*	*	*	*	0.1	*	0.1	0.4	-0.3	0.3	0.4	-0.1	0.2	0.2	0.0	*	*	*
Rock	15.2	13.7	1.5	3	1.9	1.5	0.4	5.3	4.8	0.5	6.9	6.9	0.0	9.0	8.5	0.5	3.9	2.9	1.0	2.0	1.6	0.4	4.3	4.8	-0.5
Star	0.1	0.1	0.0	18	*	*	*	*	*	*	*	*	*	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	*	*	*
Te Korimako o Taranaki	1.4	2.1	-0.7	15	0.2	0.2	0.0	*	0.3	*	0.1	0.3	-0.2	0.9	1.2	-0.3	0.9	1.2	-0.3	0.2	0.6	-0.4	0.7	0.8	-0.1
The Hits	20.1	20.1	0.0	2	3.4	3.2	0.2	6.6	5.8	0.8	6.5	5.7	0.8	10.9	10.6	0.3	7.1	7.8	-0.7	3.9	4.1	-0.2	6.0	6.7	-0.7
The Sound	12.8	10.1	2.7	5	1.5	1.0	0.5	1.8	1.2	0.6	2.6	2.3	0.3	6.4	5.4	1.0	7.4	5.7	1.7	4.4	3.6	0.8	2.3	2.2	0.1
ZM	10.3	9.3	1.0	8	2.4	1.2	1.2	3.9	3.9	0.0	4.2	4.7	-0.5	5.4	6.0	-0.6	1.7	1.6	0.1	0.7	0.4	0.3	3.5	3.3	0.2
Others	10.7	12.1	-1.4		1.9	1.8	0.1	1.8	1.9	-0.1	3.1	3.8	-0.7	5.5	5.7	-0.2	4.0	4.5	-0.5	2.2	3.5	-1.3	2.8	3.3	-0.5
Mediaworks Combo	56.4	54.3	2.1		8.4	7.1	1.3	13.5	15.0	-1.5	19.0	19.5	-0.5	28.9	28.9	0.0	18.5	16.6	1.9	12.2	10.4	1.8	14.6	15.6	-1.0
NZME Combo	56.6	53.7	2.9		8.5	6.4	2.1	12.2	12.6	-0.4	13.4	13.8	-0.4	21.5	21.6	-0.1	16.3	14.3	2.0	15.4	14.3	1.1	12.0	13.2	-1.2
All Commercial Radio	84.8	83.7	1.1		11.7	9.8	1.9	17.8	19.4	-1.6	23.6	24.6	-1.0	36.8	37.4	-0.6	26.7	25.4	1.3	22.5	21.9	0.6	18.6	20.0	-1.4
Potential (000)	98.4	98.4	0.0		13.0	12.2	0.8	21.6	22.4	-0.8	27.4	27.4	0.0	42.7	42.7	0.0	29.9	29.9	0.0	25.7	25.7	0.0	19.9	20.8	-0.9
Sample	831	802	29		97	103	-6	155	166	-11	200	213	-13	339	335	4	262	241	21	248	229	19	169	170	-1

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	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	5.5	4.8	0.7	7	5.1	4.6	0.5	6.4	4.8	1.6	5.1	4.6	0.5	3.4	3.1	0.3	1.0	0.6	0.4	5.6	4.7	0.9
Coast	5.3	5.9	-0.6	8	5.4	6.3	-0.9	5.3	6.0	-0.7	4.3	5.1	-0.8	1.5	1.6	-0.1	0.4	0.6	-0.2	6.6	7.1	-0.5
Edge	11.3	13.0	-1.7	2	8.8	11.3	-2.5	11.7	12.8	-1.1	10.0	11.5	-1.5	5.2	5.5	-0.3	3.9	4.6	-0.7	16.1	16.1	0.0
Flava	4.7	3.6	1.1	9	3.0	3.3	-0.3	4.8	4.2	0.6	3.8	4.0	-0.2	2.1	1.9	0.2	0.2	*	*	5.8	5.2	0.6
Hokonui	0.9	1.0	-0.1	14	1.1	1.0	0.1	1.0	1.1	-0.1	0.5	0.8	-0.3	0.4	0.4	0.0	0.3	0.6	-0.3	1.3	1.5	-0.2
Life FM	0.4	0.7	-0.3	15	0.4	0.5	-0.1	0.3	0.4	-0.1	0.4	0.6	-0.2	0.3	0.3	0.0	0.2	0.2	0.0	0.5	0.5	0.0
More FM	7.0	7.7	-0.7	6	5.5	7.0	-1.5	7.2	8.6	-1.4	5.0	6.0	-1.0	1.5	1.6	-0.1	1.6	1.7	-0.1	6.6	7.6	-1.0
Newstalk ZB	9.7	7.5	2.2	3	6.5	5.5	1.0	5.5	4.9	0.6	4.8	4.2	0.6	5.5	4.0	1.5	5.0	3.3	1.7	9.5	7.3	2.2
Radio Hauraki	4.2	4.3	-0.1	10	3.9	4.1	-0.2	3.7	4.0	-0.3	3.3	2.7	0.6	1.1	0.8	0.3	0.6	0.6	0.0	3.6	3.1	0.5
RadioLIVE	4.1	4.4	-0.3	11	2.5	2.9	-0.4	2.2	1.9	0.3	2.8	2.7	0.1	1.8	1.4	0.4	1.2	0.9	0.3	5.3	3.6	1.7
Radio Sport	1.2	1.1	0.1	13	1.6	1.3	0.3	1.2	1.2	0.0	0.9	1.1	-0.2	0.8	0.9	-0.1	0.1	0.5	-0.4	2.2	2.9	-0.7
Rhema	0.2	0.4	-0.2	16	*	0.2	*	0.1	0.3	-0.2	0.2	0.4	-0.2	0.3	0.4	-0.1	0.2	0.3	-0.1	0.2	0.3	-0.1
Rock	8.9	7.8	1.1	4	7.8	7.3	0.5	9.5	8.4	1.1	8.7	6.7	2.0	3.4	2.4	1.0	2.6	1.7	0.9	7.8	6.8	1.0
Star	*	*	*	*	*	*	*	0.1	0.1	0.0	*	*	*	*	*	*	0.1	0.1	0.0	*	*	*
Te Korimako o Taranaki	0.1	0.6	-0.5	17	0.1	0.5	-0.4	0.3	0.4	-0.1	0.3	0.5	-0.2	0.6	0.8	-0.2	0.3	0.4	-0.1	1.0	1.4	-0.4
The Hits	11.5	12.5	-1.0	1	10.0	10.9	-0.9	11.5	13.5	-2.0	9.9	10.5	-0.6	4.1	2.8	1.3	1.8	1.9	-0.1	12.5	12.7	-0.2
The Sound	7.6	7.0	0.6	5	8.0	6.2	1.8	7.6	6.4	1.2	8.0	6.6	1.4	2.5	2.6	-0.1	1.4	0.9	0.5	8.6	7.7	0.9
ZM	3.0	2.8	0.2	12	3.6	3.3	0.3	6.5	5.7	0.8	4.4	5.4	-1.0	1.4	1.3	0.1	0.6	0.5	0.1	4.6	3.8	0.8
Others	3.7	5.2	-1.5		3.5	5.0	-1.5	4.2	5.5	-1.3	5.2	6.5	-1.3	3.3	3.6	-0.3	1.0	1.1	-0.1	6.3	7.5	-1.2
Mediaworks Combo	37.9	38.1	-0.2		32.2	33.9	-1.7	37.6	35.7	1.9	34.0	33.0	1.0	16.0	15.3	0.7	10.3	9.1	1.2	41.3	39.3	2.0
NZME Combo	35.4	34.3	1.1		30.2	31.0	-0.8	32.7	34.5	-1.8	28.8	30.8	-2.0	16.0	12.9	3.1	8.7	7.6	1.1	40.8	38.9	1.9
All Commercial Radio	64.2	64.8	-0.6		53.9	56.5	-2.6	58.9	60.7	-1.8	57.2	58.2	-1.0	31.8	29.6	2.2	18.1	16.9	1.2	70.4	70.2	0.2

Mediaworks Combo: Breeze or Edge or More FM or RadioLIVE or Rock or The Sound

NZME Combo: Coast or Flava or Hokonui or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM



TARANAKI COMMERCIAL RADIO - SURVEY 4 2017

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

Survey Comparisons: 3/2017 - 4/2017

This Survey Period: Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017

Last Survey Period: Sun Aug 21 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Sep 9 2017

	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	9:40	7:53	1:47	2:19	2:33	-0:14	8:24	6:39	1:45	6:59	5:43	1:16	8:02	7:27	0:35	11:20	11:00	0:20	13:00	9:47	3:13	10:33	8:10	2:22
Coast	14:30	17:31	-3:01	5:27	5:00	0:26	2:58	12:33	-9:35	2:58	12:33	-9:35	17:04	18:38	-1:34	14:38	18:12	-3:33	12:55	16:34	-3:39	11:00	14:34	-3:34
Edge	8:05	8:55	-0:49	7:32	7:23	0:09	9:24	10:04	-0:40	9:43	10:45	-1:02	8:49	10:00	-1:10	5:52	8:41	-2:48	4:59	10:44	-5:45	9:28	11:53	-2:25
Flava	8:35	8:22	0:12	4:48	3:27	1:20	6:58	7:45	-0:46	16:47	13:30	3:17	15:25	12:50	2:34	6:06	5:18	0:48	*	*	*	16:17	13:51	2:25
Hokonui	17:38	32:24	-14:45	*	*	*	1:30	1:30	0:00	2:48	0:57	1:50	2:14	0:38	1:36	10:46	33:23	-22:37	11:25	35:33	-24:08	0:30	0:30	0:00
Life FM	11:40	6:39	5:00	1:45	1:52	-0:07	6:30	3:48	2:41	16:30	9:21	7:08	16:30	9:21	7:08	17:26	4:30	12:56	17:26	4:30	12:56	23:07	14:25	8:42
More FM	8:10	9:48	-1:38	4:52	3:36	1:16	5:31	6:28	-0:56	8:03	7:59	0:03	8:51	10:17	-1:26	10:05	14:57	-4:51	10:00	13:57	-3:57	9:53	11:42	-1:48
Newstalk ZB	14:24	15:52	-1:28	1:58	0:30	1:28	0:30	0:30	0:00	4:59	7:39	-2:39	11:54	6:44	5:10	10:00	8:46	1:14	13:14	13:41	-0:26	9:41	14:45	-5:03
Radio Hauraki	5:27	5:45	-0:17	3:50	4:39	-0:49	8:21	7:24	0:57	6:02	5:20	0:42	5:46	5:28	0:17	4:00	5:47	-1:46	2:14	4:04	-1:50	7:56	7:40	0:15
RadioLIVE	7:39	9:09	-1:29	1:58	2:30	-0:31	6:55	6:33	0:22	7:53	8:11	-0:18	8:26	7:35	0:51	7:43	7:39	0:03	6:58	10:23	-3:25	5:30	5:34	-0:04
Radio Sport	7:06	6:10	0:56	1:00	1:00	0:00	1:00	1:00	0:00	3:48	1:19	2:29	4:21	3:47	0:34	7:28	5:36	1:51	9:08	6:40	2:28	5:17	4:55	0:21
Rhema	4:55	13:44	-8:48	*	1:15	*	*	*	*	*	38:15	*	2:00	22:24	-20:24	1:51	11:00	-9:09	6:41	1:45	4:56	*	*	*
Rock	13:12	12:33	0:38	5:55	3:44	2:11	9:20	15:21	-6:01	13:42	13:12	0:29	15:06	12:33	2:33	16:35	9:39	6:56	12:20	8:26	3:53	16:48	13:26	3:21
Star	3:45	3:45	0:00	*	*	*	*	*	*	*	*	*	*	*	*	3:45	3:45	0:00	3:45	3:45	0:00	*	*	*
Te Korimako o Taranaki	5:21	6:09	-0:47	11:17	11:17	-0:00	*	5:18	*	10:45	5:18	5:26	4:02	3:12	0:49	2:35	2:32	0:02	6:33	10:21	-3:47	4:21	2:37	1:43
The Hits	10:08	9:48	0:20	7:19	8:58	-1:38	8:32	9:20	-0:48	9:23	9:35	-0:11	11:13	10:19	0:54	12:32	10:53	1:38	11:25	9:03	2:22	8:50	8:25	0:25
The Sound	14:22	15:55	-1:33	3:23	7:57	-4:33	20:02	25:04	-5:01	20:01	20:21	-0:19	17:37	17:08	0:28	15:25	16:35	-1:10	14:49	16:51	-2:01	14:19	14:23	-0:04
ZM	5:32	5:17	0:14	4:12	6:27	-2:14	6:28	6:39	-0:11	5:06	4:37	0:29	5:53	5:06	0:47	8:55	6:00	2:54	7:15	1:21	5:53	5:36	3:40	1:56
Others	7:56	8:37	-0:41	4:28	6:36	-2:07	11:15	7:58	3:16	10:57	9:11	1:45	9:28	8:37	0:51	6:50	8:58	-2:07	5:53	9:32	-3:39	8:35	8:56	-0:21
Mediaworks Combo	14:32	14:40	-0:08	8:23	7:38	0:44	14:33	15:45	-1:12	15:42	15:45	-0:03	16:13	15:46	0:27	16:46	17:11	-0:24	16:05	16:48	-0:42	16:18	16:51	-0:33
NZME Combo	13:07	13:45	-0:38	6:42	7:40	-0:57	10:08	10:42	-0:34	10:35	9:58	0:37	12:16	10:24	1:52	13:36	13:51	-0:15	14:59	17:13	-2:14	12:03	10:29	1:34
All Commercial Radio	19:38	19:57	-0:18	11:47	12:01	-0:14	19:13	20:01	-0:48	20:17	19:55	0:21	21:31	20:00	1:31	21:12	20:59	0:12	19:53	21:07	-1:14	22:19	21:46	0:32
Potential (000)	98.4	98.4	0.0	13.0	12.2	0.8	21.6	22.4	-0.8	27.4	27.4	0.0	42.7	42.7	0.0	29.9	29.9	0.0	25.7	25.7	0.0	19.9	20.8	-0.9
Sample	831	802	29	97	103	-6	155	166	-11	200	213	-13	339	335	4	262	241	21	248	229	19	169	170	-1

Mediaworks Combo: Breeze or Edge or More FM or RadioLIVE or Rock or The Sound

NZME Combo: Coast or Flava or Hokonui or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM



TARANAKI COMMERCIAL RADIO - SURVEY 4 2017

Average Time Spent Listening (hh:mm) by Daypart, People 10+
 Survey Comparisons: 3/2017 - 4/2017

This Survey Period: Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017

Last Survey Period: Sun Aug 21 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Sep 9 2017

	This	Last	+/-
Potential (000)	98.4	98.4	0.0
Sample Size	831	802	29

	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	2:14	1:59	0:14	4:04	3:02	1:02	3:46	3:18	0:27	2:32	1:36	0:55	2:34	1:44	0:50	2:00	2:27	-0:27	4:17	3:22	0:55
Coast	3:44	4:36	-0:52	4:14	5:18	-1:03	5:23	6:14	-0:50	2:10	2:22	-0:11	5:24	5:30	-0:06	1:40	1:51	-0:10	5:42	6:18	-0:36
Edge	2:49	2:53	-0:03	2:45	2:52	-0:06	2:46	2:50	-0:03	2:22	2:22	-0:00	2:03	2:16	-0:12	1:54	2:03	-0:09	3:03	3:16	-0:13
Flava	2:10	1:57	0:12	3:23	3:50	-0:27	3:21	3:26	-0:05	2:42	2:33	0:09	2:44	3:29	-0:44	0:48	*	*	2:44	2:19	0:24
Hokonui	5:37	6:05	-0:27	4:12	7:59	-3:47	7:31	10:10	-2:39	7:14	9:00	-1:46	5:25	6:05	-0:39	1:59	1:33	0:26	6:01	9:52	-3:51
Life FM	4:02	1:50	2:12	2:32	2:03	0:28	3:14	2:18	0:56	2:45	1:15	1:30	0:42	0:46	-0:03	1:34	1:44	-0:10	3:58	4:10	-0:12
More FM	2:52	3:10	-0:17	3:21	3:44	-0:22	2:41	3:18	-0:36	1:46	2:18	-0:31	1:36	2:19	-0:43	1:33	1:18	0:14	3:41	3:43	-0:01
Newstalk ZB	4:52	5:01	-0:08	5:00	3:53	1:07	3:28	3:21	0:06	2:54	2:47	0:07	3:19	4:10	-0:50	2:21	2:56	-0:34	4:42	5:05	-0:22
Radio Hauraki	1:49	1:33	0:15	2:10	2:16	-0:06	2:55	2:32	0:23	2:01	1:48	0:13	1:06	1:39	-0:33	1:20	1:54	-0:33	2:08	2:07	0:00
RadioLIVE	2:36	4:28	-1:51	2:08	2:21	-0:13	3:06	3:39	-0:33	2:03	2:33	-0:30	4:32	2:47	1:45	2:55	2:52	0:03	2:46	3:16	-0:30
Radio Sport	3:05	2:57	0:07	2:10	2:16	-0:06	3:54	3:05	0:49	1:41	1:18	0:23	1:08	1:25	-0:17	0:15	1:51	-1:36	3:33	3:17	0:16
Rhema	0:34	1:48	-1:13	*	10:00	*	15:45	9:01	6:43	0:49	1:59	-1:09	0:30	1:48	-1:18	1:15	0:52	0:22	0:43	3:32	-2:48
Rock	4:13	3:57	0:16	5:11	5:28	-0:16	4:59	5:57	-0:58	3:15	2:35	0:40	2:23	2:51	-0:28	2:56	2:48	0:08	3:50	3:13	0:37
Star	*	*	*	*	*	*	2:15	2:15	0:00	*	*	*	*	*	*	1:30	1:30	0:00	*	*	*
Te Korimako o Taranaki	5:30	4:24	1:05	3:00	3:47	-0:47	1:31	1:42	-0:11	2:43	1:37	1:05	3:28	3:03	0:25	1:58	1:54	0:04	2:46	2:55	-0:08
The Hits	2:56	2:34	0:22	3:48	3:27	0:21	3:59	3:36	0:23	2:19	1:57	0:22	1:48	1:58	-0:10	2:04	1:46	0:17	4:12	3:52	0:20
The Sound	4:00	3:49	0:11	3:42	4:11	-0:28	6:03	5:57	0:05	3:14	3:14	-0:00	1:52	1:48	0:03	1:55	1:32	0:23	5:14	5:36	-0:21
ZM	2:28	2:42	-0:14	2:18	1:50	0:28	2:42	2:20	0:22	1:42	1:37	0:05	0:55	1:14	-0:18	0:59	1:13	-0:13	3:05	2:55	0:09
Others	2:41	2:16	0:25	3:06	3:21	-0:15	3:18	3:06	0:11	2:13	2:06	0:06	3:04	3:12	-0:07	3:59	2:51	1:07	3:50	4:00	-0:10
Mediaworks Combo	3:46	3:54	-0:07	4:18	4:16	0:02	4:41	4:55	-0:13	3:06	2:51	0:14	2:41	2:25	0:16	2:31	2:25	0:05	4:32	4:25	0:07
NZME Combo	3:49	3:42	0:06	4:15	4:15	-0:00	4:36	4:29	0:06	2:38	2:29	0:08	2:49	3:29	-0:39	2:07	2:19	-0:12	4:36	4:46	-0:09
All Commercial Radio	4:31	4:30	0:01	5:10	5:16	-0:05	5:50	5:48	0:01	3:24	3:13	0:11	3:09	3:16	-0:06	2:44	2:38	0:06	5:45	5:39	0:05

Mediaworks Combo: Breeze or Edge or More FM or RadioLIVE or Rock or The Sound

NZME Combo: Coast or Flava or Hokonui or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM