



# TARANAKI COMMERCIAL RADIO - SURVEY 2 2019

Station Share (%) by Demographic, Mon-Sun 12mn-12mn  
 Survey Comparisons: 1/2019 - 2/2019

This Survey Period: Sun Jun 24 to Sat Nov 10 2018 & Sun Jan 20 to Sat Jun 8 2019

Last Survey Period: Sun Apr 8 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018 & Sun Jan 20 to Sat Mar 30 2019

	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	7.9	8.9	-1.0	8	3.0	1.7	1.3		5.3	3.6	1.7		4.1	3.2	0.9		4.9	4.6	0.3		10.1	14.7	-4.6		16.0	20.7	-4.7		4.6	4.0	0.6	
Coast	8.1	7.8	0.3	7	0.1	0.1	0.0		4.4	3.3	1.1		3.5	2.5	1.0		4.2	3.6	0.6		7.2	5.3	1.9		9.3	8.5	0.8		1.8	0.3	1.5	
Edge	10.0	8.9	1.1	3	30.4	24.2	6.2		16.1	16.5	-0.4		14.3	15.0	-0.7		11.2	12.2	-1.0		6.2	4.8	1.4		4.2	1.7	2.5		17.2	12.3	4.9	
Hokonui	0.7	0.9	-0.2	16	0.2	0.1	0.1		*	*	*		*	*	*		0.1	*	*		0.2	0.8	-0.6		1.1	2.1	-1.0		0.1	*	*	
Life FM	0.8	0.7	0.1	14	0.7	0.5	0.2		1.0	0.6	0.4		2.2	1.6	0.6		1.6	1.2	0.4		0.3	0.2	0.1		*	0.2	*		1.1	1.0	0.1	
Magic Talk	2.6	3.0	-0.4	11	1.1	1.4	-0.3		0.3	0.6	-0.3		0.7	0.9	-0.2		2.3	2.2	0.1		3.6	4.0	-0.4		3.7	5.1	-1.4		1.7	2.3	-0.6	
More FM	8.8	8.6	0.2	4	8.9	11.0	-2.1		8.8	9.7	-0.9		7.4	6.1	1.3		9.6	8.6	1.0		11.1	11.1	0.0		9.1	9.0	0.1		14.6	13.3	1.3	
Newstalk ZB	10.5	10.9	-0.4	2	0.4	*	*		0.8	0.9	-0.1		1.3	1.4	-0.1		4.9	4.9	0.0		8.2	8.5	-0.3		11.2	12.6	-1.4		4.5	4.6	-0.1	
Radio Hauraki	5.3	4.6	0.7	9	6.5	4.7	1.8		6.5	6.8	-0.3		10.5	8.2	2.3		8.2	6.5	1.7		3.1	2.7	0.4		1.0	1.1	-0.1		7.9	8.4	-0.5	
Radio Sport	1.6	1.8	-0.2	12	0.4	0.6	-0.2		0.4	0.5	-0.1		0.6	0.5	0.1		1.6	1.4	0.2		1.9	2.3	-0.4		0.8	1.4	-0.6		0.1	*	*	
Rhema	0.8	0.8	0.0	14	*	*	*		0.1	0.2	-0.1		0.2	0.1	0.1		0.2	0.1	0.1		0.6	0.5	0.1		0.8	0.7	0.1		1.0	0.8	0.2	
Rock	8.8	7.1	1.7	4	16.0	13.3	2.7		9.9	6.7	3.2		13.1	10.5	2.6		12.9	11.5	1.4		9.8	8.0	1.8		4.6	1.8	2.8		6.8	6.7	0.1	
Star	0.1	0.5	-0.4	17	*	*	*		*	*	*		*	*	*		0.1	0.8	-0.7		0.1	1.1	-1.0		*	0.3	*		*	1.9	*	
Te Korimako o Taranaki	1.1	0.5	0.6	13	0.3	0.8	-0.5		0.2	1.8	-1.6		0.3	1.3	-1.0		0.2	0.9	-0.7		0.9	0.2	0.7		3.2	0.3	2.9		0.3	0.2	0.1	
The Hits	8.4	8.9	-0.5	6	14.6	19.5	-4.9		10.3	11.0	-0.7		9.3	10.2	-0.9		8.9	9.8	-0.9		8.9	9.0	-0.1		8.3	7.6	0.7		12.1	11.8	0.3	
The Sound	13.7	12.3	1.4	1	8.8	4.3	4.5		9.7	8.9	0.8		11.8	13.7	-1.9		14.5	13.8	0.7		21.3	18.4	2.9		20.0	17.5	2.5		9.6	10.2	-0.6	
ZM	5.0	5.1	-0.1	10	5.8	6.3	-0.5		18.1	16.7	1.4		12.7	11.9	0.8		7.9	7.7	0.2		0.7	1.5	-0.8		0.6	1.5	-0.9		9.0	9.4	-0.4	
Others	5.7	8.6	-2.9		3.1	11.3	-8.2		8.1	12.3	-4.2		7.9	12.8	-4.9		6.7	10.2	-3.5		5.9	6.8	-0.9		6.1	8.0	-1.9		7.6	12.7	-5.1	
MediaWorks Combo	52.0	49.0	3.0		68.2	56.0	12.2		50.2	46.0	4.2		51.6	49.5	2.1		55.6	53.0	2.6		62.1	61.1	1.0		57.5	55.9	1.6		54.6	48.8	5.8	
NZME Combo	40.9	43.9	-3.0		29.8	41.3	-11.5		44.9	49.8	-4.9		41.1	44.1	-3.0		38.0	39.8	-1.8		30.7	30.4	0.3		32.7	35.2	-2.5		38.9	43.9	-5.0	
Potential (000)	103.0	103.0	0.0		13.3	12.9	0.4		23.1	23.5	-0.4		28.2	28.2	0.0		43.8	43.8	0.0		31.5	31.5	0.0		28.1	28.1	0.0		17.8	16.9	0.9	
Sample	916	920	-4		109	102	7		158	160	-2		227	216	11		420	414	6		304	328	-24		239	254	-15		169	161	8	

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

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

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



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Station Share (%) by Daypart, People 10+  
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Last Survey Period: Sun Apr 8 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018 & Sun Jan 20 to Sat Mar 30 2019

	This	Last	+/-
Potential (000)	103.0	103.0	0.0
Sample Size	916	920	-4

	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	7.3	7.8	-0.5	7	8.7	10.9	-2.2		7.8	9.4	-1.6		6.8	6.6	0.2		6.5	8.6	-2.1		7.0	8.7	-1.7		8.9	9.1	-0.2	
Coast	8.2	7.3	0.9	6	8.8	9.3	-0.5		9.1	9.0	0.1		6.7	6.8	-0.1		8.2	7.2	1.0		4.7	4.8	-0.1		7.8	6.9	0.9	
Edge	9.2	7.5	1.7	4	8.4	7.4	1.0		10.0	9.7	0.3		11.3	10.7	0.6		9.5	8.8	0.7		9.3	5.3	4.0		11.6	10.1	1.5	
Hokonui	0.6	0.5	0.1	16	0.5	1.0	-0.5		0.9	1.2	-0.3		0.9	1.1	-0.2		0.3	0.1	0.2		*	*	*		1.0	1.1	-0.1	
Life FM	0.8	0.5	0.3	14	0.5	0.4	0.1		0.5	0.6	-0.1		1.1	0.7	0.4		0.3	0.2	0.1		0.4	0.4	0.0		1.4	1.3	0.1	
Magic Talk	3.6	4.5	-0.9	11	3.3	2.9	0.4		2.4	2.3	0.1		2.0	2.6	-0.6		3.6	4.0	-0.4		3.2	4.8	-1.6		1.6	2.5	-0.9	
More FM	13.1	11.6	1.5	2	6.5	7.2	-0.7		7.6	8.4	-0.8		11.8	11.4	0.4		2.3	1.6	0.7		5.5	5.2	0.3		8.9	8.3	0.6	
Newstalk ZB	13.9	15.7	-1.8	1	7.4	8.0	-0.6		3.9	3.9	0.0		5.1	5.4	-0.3		25.7	22.5	3.2		34.9	37.5	-2.6		11.6	11.6	0.0	
Radio Hauraki	4.3	4.4	-0.1	10	6.6	5.7	0.9		5.6	5.3	0.3		6.7	5.2	1.5		5.5	3.3	2.2		2.9	3.6	-0.7		4.4	3.3	1.1	
Radio Sport	1.6	2.0	-0.4	12	1.4	1.8	-0.4		1.4	1.6	-0.2		2.0	1.7	0.3		2.3	2.2	0.1		1.2	1.8	-0.6		1.7	1.8	-0.1	
Rhema	0.7	0.3	0.4	15	0.6	0.6	0.0		0.7	0.8	-0.1		0.5	0.6	-0.1		1.9	1.7	0.2		1.7	1.8	-0.1		1.0	1.0	0.0	
Rock	8.3	7.5	0.8	5	9.6	5.8	3.8		11.1	7.2	3.9		9.6	8.2	1.4		7.6	7.4	0.2		4.1	4.7	-0.6		7.1	7.5	-0.4	
Star	*	0.5	*	*	*	0.4	*		*	0.6	*		*	0.5	*		*	*	*		*	0.8	*		0.2	0.5	-0.3	
Te Korimako o Taranaki	1.5	0.8	0.7	13	1.8	0.5	1.3		1.0	0.7	0.3		0.4	0.4	0.0		0.2	0.1	0.1		0.7	0.4	0.3		0.8	0.4	0.4	
The Hits	7.1	8.0	-0.9	8	7.9	7.8	0.1		9.4	9.0	0.4		9.1	8.9	0.2		6.9	7.6	-0.7		7.3	7.3	0.0		9.0	10.8	-1.8	
The Sound	11.7	11.5	0.2	3	16.6	15.9	0.7		16.8	14.9	1.9		13.4	13.2	0.2		10.2	5.6	4.6		13.5	6.5	7.0		11.3	9.9	1.4	
ZM	4.7	4.9	-0.2	9	5.2	6.3	-1.1		5.6	5.4	0.2		5.8	5.9	-0.1		1.6	1.1	0.5		2.0	1.7	0.3		5.2	5.4	-0.2	
Others	3.4	4.9	-1.5		6.1	8.1	-2.0		6.2	9.7	-3.5		7.0	10.0	-3.0		7.5	17.9	-10.4		1.4	4.8	-3.4		6.4	8.7	-2.3	
MediaWorks Combo	53.2	50.3	2.9		53.1	50.1	3.0		55.7	52.0	3.7		55.0	52.9	2.1		39.9	36.1	3.8		42.7	35.1	7.6		49.4	47.5	1.9	
NZME Combo	40.8	44.0	-3.2		39.5	42.3	-2.8		37.0	39.4	-2.4		37.6	39.8	-2.2		53.0	58.2	-5.2		53.0	60.1	-7.1		42.5	45.2	-2.7	

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

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

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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	14.2	15.5	-1.3	6	0.8	0.7	0.1	3.9	3.6	0.3	3.2	3.7	-0.5	5.1	5.8	-0.7	5.9	7.2	-1.3	6.1	7.1	-1.0	2.4	2.7	-0.3
Coast	10.0	9.6	0.4	10	0.1	0.1	0.0	0.5	0.4	0.1	0.9	0.8	0.1	2.8	2.4	0.4	4.5	3.0	1.5	4.4	4.0	0.4	0.5	0.3	0.2
Edge	22.7	21.3	1.4	1	4.8	4.2	0.6	9.4	9.5	-0.1	8.8	8.5	0.3	11.5	11.2	0.3	4.2	3.8	0.4	1.7	1.3	0.4	7.1	6.2	0.9
Hokonui	0.9	0.9	0.0	16	0.3	0.2	0.1	*	*	*	*	*	*	0.2	0.2	0.0	0.2	0.4	-0.2	0.2	0.5	-0.3	0.1	*	*
Life FM	1.8	1.5	0.3	14	0.3	0.2	0.1	0.9	0.6	0.3	1.1	0.6	0.5	1.3	0.9	0.4	0.1	0.2	-0.1	*	0.1	*	0.4	0.5	-0.1
Magic Talk	6.6	7.7	-1.1	11	0.7	0.8	-0.1	0.3	0.4	-0.1	1.0	1.3	-0.3	2.8	2.7	0.1	2.4	2.6	-0.2	2.2	3.1	-0.9	0.9	1.1	-0.2
More FM	18.9	16.7	2.2	3	3.1	2.0	1.1	4.4	4.1	0.3	5.8	4.7	1.1	9.4	8.3	1.1	6.6	6.3	0.3	4.5	4.3	0.2	4.9	4.4	0.5
Newstalk ZB	11.1	11.4	-0.3	7	0.3	*	*	0.5	0.7	-0.2	0.9	1.2	-0.3	3.1	3.5	-0.4	3.8	3.5	0.3	4.1	4.3	-0.2	1.0	0.9	0.1
Radio Hauraki	10.4	9.3	1.1	8	1.9	1.7	0.2	2.6	2.3	0.3	4.6	3.6	1.0	6.2	5.1	1.1	2.9	2.6	0.3	1.4	1.5	-0.1	1.8	1.7	0.1
Radio Sport	4.6	5.5	-0.9	12	0.3	0.5	-0.2	0.3	0.3	0.0	1.0	0.8	0.2	2.1	1.6	0.5	1.7	2.0	-0.3	1.0	2.1	-1.1	0.4	0.2	0.2
Rhema	1.1	0.9	0.2	15	*	*	*	0.3	0.3	0.0	0.4	0.3	0.1	0.5	0.4	0.1	0.3	0.2	0.1	0.4	0.2	0.2	0.2	0.1	0.1
Rock	15.7	14.8	0.9	5	2.6	2.2	0.4	4.4	4.0	0.4	6.7	6.0	0.7	10.2	9.6	0.6	5.4	5.2	0.2	2.1	2.0	0.1	2.9	3.0	-0.1
Star	0.6	0.9	-0.3	17	*	*	*	*	*	*	*	*	*	0.1	0.2	-0.1	0.1	0.2	-0.1	*	0.1	*	*	0.1	*
Te Korimako o Taranaki	2.1	1.3	0.8	13	0.1	0.2	-0.1	0.1	0.4	-0.3	0.5	0.6	-0.1	0.8	0.8	0.0	1.3	0.5	0.8	1.2	0.3	0.9	0.3	0.3	0.0
The Hits	22.2	22.2	0.0	2	3.4	3.4	0.0	7.2	6.6	0.6	7.8	7.5	0.3	11.2	11.2	0.0	6.1	6.8	-0.7	4.7	4.7	0.0	5.7	5.2	0.5
The Sound	16.6	15.8	0.8	4	1.2	1.0	0.2	3.3	2.4	0.9	4.5	4.3	0.2	9.0	8.0	1.0	8.6	8.6	0.0	5.3	5.8	-0.5	2.5	2.4	0.1
ZM	10.4	9.8	0.6	8	1.3	1.4	-0.1	6.4	5.5	0.9	6.1	5.7	0.4	6.7	6.2	0.5	1.1	0.8	0.3	0.7	0.5	0.2	3.3	3.2	0.1
Others	10.8	13.9	-3.1		1.1	2.2	-1.1	3.9	4.4	-0.5	3.8	5.0	-1.2	5.3	6.5	-1.2	3.3	3.6	-0.3	2.6	3.2	-0.6	2.2	2.6	-0.4
MediaWorks Combo	64.1	62.8	1.3		9.2	7.8	1.4	15.9	15.6	0.3	19.2	18.4	0.8	30.8	29.8	1.0	22.5	22.6	-0.1	16.2	17.1	-0.9	13.2	12.6	0.6
NZME Combo	53.4	55.9	-2.5		5.7	6.4	-0.7	13.6	14.2	-0.6	15.7	16.4	-0.7	23.3	23.5	-0.2	15.1	14.5	0.6	13.3	14.2	-0.9	9.6	9.4	0.2
All Commercial Radio	88.3	88.7	-0.4		10.9	10.4	0.5	19.9	20.7	-0.8	25.0	25.3	-0.3	39.6	39.6	0.0	28.2	27.8	0.4	23.4	23.6	-0.2	16.8	15.8	1.0
Potential (000)	103.0	103.0	0.0		13.3	12.9	0.4	23.1	23.5	-0.4	28.2	28.2	0.0	43.8	43.8	0.0	31.5	31.5	0.0	28.1	28.1	0.0	17.8	16.9	0.9
Sample	916	920	-4		109	102	7	158	160	-2	227	216	11	420	414	6	304	328	-24	239	254	-15	169	161	8

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Potential (000)	103.0	103.0	0.0
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	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	8.3	8.4	-0.1	6	8.4	9.0	-0.6	7.4	8.9	-1.5	5.4	6.4	-1.0	2.1	3.0	-0.9	2.0	2.1	-0.1	8.9	10.1	-1.2
Coast	6.3	5.6	0.7	10	6.7	6.5	0.2	6.4	6.3	0.1	4.6	4.6	0.0	2.7	2.5	0.2	1.8	1.6	0.2	6.0	5.8	0.2
Edge	11.9	10.1	1.8	1	9.6	9.1	0.5	13.2	12.3	0.9	11.0	11.3	-0.3	5.1	5.8	-0.7	2.7	2.1	0.6	15.7	14.7	1.0
Hokonui	0.7	0.6	0.1	14	0.2	0.4	-0.2	0.5	0.6	-0.1	0.5	0.5	0.0	0.3	0.2	0.1	*	*	*	0.5	0.6	-0.1
Life FM	1.1	0.5	0.6	13	0.8	0.5	0.3	0.8	0.8	0.0	1.1	0.8	0.3	0.2	0.1	0.1	0.1	0.0	0.1	1.0	0.9	0.1
Magic Talk	3.6	4.3	-0.7	11	3.4	3.0	0.4	3.3	3.4	-0.1	2.1	2.5	-0.4	1.2	1.3	-0.1	1.2	1.5	-0.3	3.2	4.3	-1.1
More FM	10.5	9.1	1.4	4	7.4	6.9	0.5	9.0	9.3	-0.3	8.8	8.3	0.5	2.3	1.9	0.4	1.9	1.9	0.0	12.9	11.0	1.9
Newstalk ZB	8.2	9.1	-0.9	7	5.7	5.6	0.1	4.9	4.9	0.0	4.7	4.5	0.2	4.9	5.0	-0.1	4.4	4.7	-0.3	8.9	9.4	-0.5
Radio Hauraki	6.4	6.1	0.3	8	5.7	4.9	0.8	6.1	5.5	0.6	6.0	4.9	1.1	2.4	1.6	0.8	1.2	1.2	0.0	5.8	4.5	1.3
Radio Sport	2.0	2.2	-0.2	12	2.0	2.7	-0.7	1.8	2.1	-0.3	2.1	1.9	0.2	0.5	0.5	0.0	0.2	0.5	-0.3	3.0	3.3	-0.3
Rhema	0.7	0.2	0.5	14	0.4	0.4	0.0	0.4	0.6	-0.2	0.4	0.3	0.1	0.2	0.2	0.0	0.1	0.1	0.0	0.7	0.6	0.1
Rock	10.3	9.0	1.3	5	6.7	5.5	1.2	9.3	8.0	1.3	8.3	7.7	0.6	3.3	4.0	-0.7	2.4	2.3	0.1	8.8	9.4	-0.6
Star	*	0.3	*	*	0.1	0.2	-0.1	*	0.2	*	*	0.2	*	*	*	*	*	0.1	*	0.6	0.8	-0.2
Te Korimako o Taranaki	0.6	0.3	0.3	16	0.8	0.2	0.6	0.8	0.6	0.2	0.5	0.5	0.0	0.2	0.3	-0.1	0.4	0.1	0.3	1.7	1.0	0.7
The Hits	10.8	10.8	0.0	2	10.0	9.6	0.4	13.7	13.2	0.5	10.7	10.4	0.3	4.2	4.4	-0.2	2.2	2.1	0.1	12.1	13.1	-1.0
The Sound	10.7	9.4	1.3	3	9.7	9.2	0.5	10.7	9.3	1.4	8.9	9.2	-0.3	2.4	2.5	-0.1	2.8	2.5	0.3	9.9	9.5	0.4
ZM	6.4	6.1	0.3	8	5.1	5.6	-0.5	6.9	6.3	0.6	5.6	5.2	0.4	1.8	1.6	0.2	1.1	0.8	0.3	6.1	6.1	0.0
Others	3.9	6.0	-2.1		5.0	7.6	-2.6	5.0	7.8	-2.8	3.9	6.9	-3.0	2.3	4.3	-2.0	0.5	1.0	-0.5	5.6	7.9	-2.3
MediaWorks Combo	44.5	42.2	2.3		38.1	36.5	1.6	43.0	42.2	0.8	38.8	39.2	-0.4	15.0	16.8	-1.8	11.1	10.3	0.8	48.1	47.7	0.4
NZME Combo	35.7	36.9	-1.2		32.0	33.6	-1.6	35.9	37.3	-1.4	30.0	31.7	-1.7	16.4	17.6	-1.2	10.3	10.7	-0.4	37.0	39.4	-2.4
All Commercial Radio	69.0	67.6	1.4		61.5	61.9	-0.4	67.1	67.7	-0.6	59.2	60.6	-1.4	29.7	31.3	-1.6	19.2	18.3	0.9	73.3	73.3	0.0

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

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



# TARANAKI COMMERCIAL RADIO - SURVEY 2 2019

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

Survey Comparisons: 1/2019 - 2/2019

This Survey Period: Sun Jun 24 to Sat Nov 10 2018 & Sun Jan 20 to Sat Jun 8 2019

Last Survey Period: Sun Apr 8 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018 & Sun Jan 20 to Sat Mar 30 2019

	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	10:29	10:41	-0:12	5:03	3:16	1:46	5:08	3:44	1:24	6:50	4:43	2:06	8:30	6:59	1:30	11:54	13:04	-1:10	14:18	15:27	-1:08	6:43	5:13	1:30
Coast	15:15	15:07	0:07	1:00	1:00	0:00	33:42	33:44	-0:01	20:03	16:44	3:19	13:30	13:25	0:04	11:07	11:23	-0:15	11:36	11:19	0:16	13:54	3:32	10:21
Edge	8:17	7:45	0:31	8:45	7:31	1:13	6:34	6:21	0:12	8:46	9:48	-1:01	8:38	9:36	-0:57	10:08	8:06	2:02	13:14	6:38	6:36	8:23	6:48	1:35
Hokonui	15:30	17:50	-2:19	0:45	0:45	0:00	*	*	*	*	*	*	5:33	2:10	3:23	5:33	13:48	-8:14	28:44	23:34	5:10	5:30	*	*
Life FM	8:28	8:31	-0:03	3:00	3:00	0:00	4:17	3:31	0:45	10:42	13:47	-3:05	10:59	11:59	-1:00	13:10	6:52	6:18	*	7:30	*	8:36	7:53	0:43
Magic Talk	7:30	7:20	0:10	2:16	2:17	-0:01	3:55	4:44	-0:48	3:51	3:59	-0:07	7:21	7:09	0:12	10:21	9:38	0:42	9:09	8:34	0:35	6:42	7:05	-0:22
More FM	8:44	9:33	-0:48	3:57	7:04	-3:07	7:47	8:44	-0:56	6:56	7:09	-0:12	9:07	9:08	-0:01	11:39	11:16	0:22	11:01	11:02	-0:00	10:25	10:21	0:04
Newstalk ZB	17:45	17:47	-0:01	1:30	*	*	5:45	4:50	0:54	8:02	6:24	1:38	14:20	12:26	1:54	14:57	15:17	-0:20	14:48	15:34	-0:46	15:42	17:31	-1:48
Radio Hauraki	9:34	9:07	0:26	4:45	3:40	1:04	9:34	10:52	-1:18	12:20	12:38	-0:17	11:39	11:19	0:20	7:26	6:27	0:59	3:54	3:41	0:13	14:56	16:55	-1:58
Radio Sport	6:30	6:06	0:23	1:30	1:33	-0:02	4:34	5:49	-1:15	3:03	3:21	-0:17	6:34	7:47	-1:12	7:46	7:10	0:35	4:09	3:27	0:42	1:16	0:51	0:25
Rhema	14:23	16:19	-1:55	*	*	*	1:28	1:41	-0:12	2:29	1:41	0:48	3:10	2:39	0:31	11:30	14:50	-3:20	12:41	16:38	-3:57	20:29	18:20	2:08
Rock	10:32	8:55	1:36	8:26	7:54	0:32	8:37	6:09	2:27	10:31	9:40	0:50	11:15	10:34	0:41	12:42	9:47	2:54	11:44	4:46	6:57	8:11	7:47	0:24
Star	1:58	10:39	-8:41	*	*	*	*	*	*	*	*	*	3:43	28:34	-24:50	3:43	28:34	-24:50	*	10:00	*	*	54:18	*
Te Korimako o Taranaki	9:41	7:25	2:16	5:45	5:22	0:22	8:00	17:11	-9:11	3:52	11:27	-7:34	2:41	9:02	-6:20	5:11	3:05	2:05	14:37	4:22	10:15	2:38	2:39	-0:00
The Hits	7:04	7:25	-0:20	5:58	7:31	-1:33	5:31	6:05	-0:34	6:26	7:36	-1:10	7:06	7:39	-0:33	10:02	8:25	1:36	9:35	8:30	1:04	7:25	7:50	-0:25
The Sound	15:35	14:29	1:05	9:50	5:18	4:32	11:17	13:54	-2:36	13:57	17:54	-3:57	14:22	15:15	-0:52	17:10	13:40	3:29	20:35	15:51	4:44	13:05	14:58	-1:52
ZM	8:59	9:46	-0:46	6:14	5:59	0:14	10:49	11:08	-0:19	11:19	11:31	-0:12	10:35	10:50	-0:15	4:23	11:25	-7:02	4:49	17:33	-12:43	9:38	10:08	-0:29
Others	9:55	11:31	-1:36	3:47	6:47	-2:59	7:53	10:19	-2:26	11:09	14:19	-3:09	11:08	13:40	-2:32	12:20	12:05	0:15	12:46	13:24	-0:38	12:07	16:49	-4:42
MediaWorks Combo	15:14	14:28	0:46	10:17	9:21	0:56	12:07	10:49	1:17	14:27	14:54	-0:26	16:02	15:40	0:22	19:07	17:11	1:55	19:18	17:14	2:04	14:22	13:22	1:00
NZME Combo	14:22	14:34	-0:12	7:16	8:20	-1:04	12:39	12:52	-0:13	14:04	14:56	-0:51	14:28	14:56	-0:27	14:06	13:20	0:46	13:18	13:01	0:17	14:06	16:10	-2:03
All Commercial Radio	21:17	20:57	0:19	12:39	12:27	0:12	19:16	17:46	1:30	21:34	21:57	-0:22	22:27	22:14	0:13	24:31	22:55	1:36	23:11	22:17	0:53	20:40	21:51	-1:10
Potential (000)	103.0	103.0	0.0	13.3	12.9	0.4	23.1	23.5	-0.4	28.2	28.2	0.0	43.8	43.8	0.0	31.5	31.5	0.0	28.1	28.1	0.0	17.8	16.9	0.9
Sample	916	920	-4	109	102	7	158	160	-2	227	216	11	420	414	6	304	328	-24	239	254	-15	169	161	8

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

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



# TARANAKI COMMERCIAL RADIO - SURVEY 2 2019

Average Time Spent Listening (hh:mm) by Daypart, People 10+  
Survey Comparisons: 1/2019 - 2/2019

This Survey Period: Sun Jun 24 to Sat Nov 10 2018 & Sun Jan 20 to Sat Jun 8 2019

Last Survey Period: Sun Apr 8 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018 & Sun Jan 20 to Sat Mar 30 2019

	This	Last	+/-
Potential (000)	103.0	103.0	0.0
Sample Size	916	920	-4

	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	3:03	3:07	-0:03	3:31	3:54	-0:23	4:09	4:08	0:01	2:30	2:05	0:25	2:47	2:57	-0:09	2:28	2:35	-0:06	4:25	3:59	0:26
Coast	4:33	4:24	0:09	4:23	4:34	-0:10	5:33	5:39	-0:06	2:54	3:02	-0:07	2:42	2:53	-0:11	1:51	1:52	-0:01	5:41	5:14	0:26
Edge	2:43	2:30	0:13	2:57	2:36	0:21	2:58	3:05	-0:06	2:01	1:55	0:06	1:40	1:33	0:06	2:22	1:35	0:46	3:14	3:00	0:14
Hokonui	3:04	2:59	0:04	7:32	7:19	0:12	7:41	7:36	0:05	3:27	4:12	-0:44	0:47	0:30	0:17	*	*	*	9:33	7:11	2:22
Life FM	2:41	3:17	-0:36	2:08	3:11	-1:02	2:22	3:17	-0:55	1:59	1:55	0:03	1:03	1:32	-0:28	3:00	3:00	0:00	6:07	6:03	0:03
Magic Talk	3:25	3:30	-0:04	3:18	3:05	0:13	2:54	2:37	0:16	1:53	2:05	-0:11	2:36	3:06	-0:29	1:54	2:01	-0:07	2:11	2:32	-0:20
More FM	4:21	4:17	0:04	2:58	3:20	-0:21	3:19	3:35	-0:15	2:39	2:46	-0:07	0:52	0:51	0:01	1:56	1:45	0:11	3:01	3:18	-0:17
Newstalk ZB	5:52	5:48	0:03	4:21	4:34	-0:13	3:07	3:08	-0:01	2:09	2:26	-0:17	4:42	4:32	0:09	5:28	4:58	0:29	5:46	5:24	0:22
Radio Hauraki	2:22	2:27	-0:05	3:55	3:41	0:13	3:34	3:48	-0:14	2:13	2:10	0:03	2:01	2:10	-0:09	1:37	1:56	-0:18	3:22	3:11	0:10
Radio Sport	2:47	3:03	-0:16	2:24	2:07	0:16	3:00	3:01	-0:00	1:49	1:47	0:02	4:27	5:03	-0:36	3:53	2:06	1:46	2:32	2:21	0:11
Rhema	3:26	3:32	-0:05	4:52	4:38	0:14	6:49	5:26	1:23	2:37	3:32	-0:54	9:09	9:50	-0:40	12:30	12:30	0:00	6:42	7:01	-0:19
Rock	2:50	2:48	0:01	4:48	3:24	1:24	4:42	3:33	1:08	2:18	2:08	0:10	2:01	1:52	0:09	1:11	1:18	-0:06	3:32	3:29	0:03
Star	*	6:36	*	2:00	7:25	-5:25	*	9:38	*	*	4:36	*	*	*	*	3:30	*	*	1:46	2:39	-0:52
Te Korimako o Taranaki	8:40	8:07	0:32	7:39	7:36	0:03	5:22	5:07	0:15	1:27	1:30	-0:02	0:45	0:29	0:15	1:18	2:00	-0:41	2:02	1:38	0:23
The Hits	2:19	2:30	-0:10	2:38	2:37	0:01	2:41	2:41	0:00	1:40	1:43	-0:02	1:28	1:44	-0:16	2:14	2:12	0:01	3:15	3:35	-0:20
The Sound	3:48	4:08	-0:19	5:46	5:31	0:15	6:11	6:17	-0:06	2:59	2:55	0:03	3:42	2:15	1:27	3:21	1:39	1:42	5:02	4:37	0:25
ZM	2:34	2:43	-0:08	3:29	3:37	-0:08	3:11	3:21	-0:09	2:03	2:17	-0:13	0:49	0:41	0:07	1:14	1:15	-0:01	3:43	3:51	-0:07
Others	3:02	2:44	0:18	4:08	3:25	0:43	4:50	4:52	-0:02	3:33	2:57	0:35	2:57	4:11	-1:14	2:03	3:00	-0:56	5:02	4:52	0:09
MediaWorks Combo	4:11	4:01	0:10	4:42	4:24	0:18	5:06	4:50	0:15	2:49	2:44	0:05	2:21	2:11	0:10	2:38	2:08	0:30	4:31	4:22	0:08
NZME Combo	4:00	4:01	-0:01	4:09	4:02	0:07	4:03	4:08	-0:04	2:29	2:32	-0:03	2:52	3:21	-0:28	3:32	3:30	0:01	5:03	5:02	0:01
All Commercial Radio	5:04	5:00	0:04	5:29	5:11	0:18	5:51	5:47	0:04	3:21	3:21	0:00	2:59	3:14	-0:14	3:34	3:25	0:08	6:00	5:59	0:01

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

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