

TARANAKI COMMERCIAL RADIO - SURVEY 3 2019

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

Survey Comparisons: 2/2019 - 3/2019

This Survey Period: Sun Sep 2 to Sat Nov 10 2018 & Sun Jan 20 to Sat Jun 8 & Sun Jun 16 to Sat Aug 24 2019

Last Survey Period: Sun Jun 24 to Sat Nov 10 2018 & Sun Jan 20 to Sat Jun 8 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	8.2	7.9	0.3	7	3.8	3.0	0.8	5.8	5.3	0.5	4.7	4.1	0.6	6.0	4.9	1.1	11.6	10.1	1.5	14.8	16.0	-1.2	4.6	4.6	0.0
Coast	10.3	8.1	2.2	3	0.3	0.1	0.2	5.0	4.4	0.6	4.6	3.5	1.1	4.9	4.2	0.7	8.6	7.2	1.4	16.0	9.3	6.7	3.2	1.8	1.4
Edge	9.4	10.0	-0.6	5	33.3	30.4	2.9	16.6	16.1	0.5	13.4	14.3	-0.9	9.9	11.2	-1.3	5.9	6.2	-0.3	4.3	4.2	0.1	15.9	17.2	-1.3
Hokonui	0.9	0.7	0.2	14	*	0.2	*	*	*	*	*	*	*	0.2	0.1	0.1	0.2	0.2	0.0	1.0	1.1	-0.1	0.2	0.1	0.1
Life FM	0.5	0.8	-0.3	15	0.6	0.7	-0.1	0.9	1.0	-0.1	1.0	2.2	-1.2	0.8	1.6	-0.8	0.3	0.3	0.0	*	*	*	0.9	1.1	-0.2
Magic Talk	2.3	2.6	-0.3	11	0.6	1.1	-0.5	0.3	0.3	0.0	0.6	0.7	-0.1	1.9	2.3	-0.4	2.6	3.6	-1.0	2.9	3.7	-0.8	1.1	1.7	-0.6
More FM	8.0	8.8	-0.8	8	9.7	8.9	0.8	4.2	8.8	-4.6	6.4	7.4	-1.0	9.7	9.6	0.1	11.2	11.1	0.1	8.4	9.1	-0.7	12.9	14.6	-1.7
Newstalk ZB	11.3	10.5	0.8	2	0.7	0.4	0.3	0.8	0.8	0.0	1.1	1.3	-0.2	5.4	4.9	0.5	9.2	8.2	1.0	11.8	11.2	0.6	6.4	4.5	1.9
Radio Hauraki	5.3	5.3	0.0	9	4.9	6.5	-1.6	6.7	6.5	0.2	12.9	10.5	2.4	9.2	8.2	1.0	3.0	3.1	-0.1	0.9	1.0	-0.1	8.5	7.9	0.6
Radio Sport	1.4	1.6	-0.2	12	0.4	0.4	0.0	0.3	0.4	-0.1	0.5	0.6	-0.1	0.9	1.6	-0.7	1.2	1.9	-0.7	1.0	0.8	0.2	0.4	0.1	0.3
Rhema	0.5	0.8	-0.3	15	0.5	*	*	0.1	0.1	0.0	0.4	0.2	0.2	0.3	0.2	0.1	0.5	0.6	-0.1	0.7	0.8	-0.1	1.3	1.0	0.3
Rock	9.7	8.8	0.9	4	16.8	16.0	0.8	14.4	9.9	4.5	15.6	13.1	2.5	14.3	12.9	1.4	9.9	9.8	0.1	4.3	4.6	-0.3	8.9	6.8	2.1
Star	0.1	0.1	0.0	17	*	*	*	*	*	*	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	*	*	*	*	*	*
Te Korimako o Taranaki	1.3	1.1	0.2	13	*	0.3	*	*	0.2	*	0.2	0.3	-0.1	0.3	0.2	0.1	1.3	0.9	0.4	3.8	3.2	0.6	0.4	0.3	0.1
The Hits	9.3	8.4	0.9	6	14.6	14.6	0.0	9.0	10.3	-1.3	11.4	9.3	2.1	10.1	8.9	1.2	9.2	8.9	0.3	9.4	8.3	1.1	12.6	12.1	0.5
The Sound	12.6	13.7	-1.1	1	7.0	8.8	-1.8	10.8	9.7	1.1	9.0	11.8	-2.8	13.5	14.5	-1.0	19.7	21.3	-1.6	16.2	20.0	-3.8	8.5	9.6	-1.1
ZM	4.9	5.0	-0.1	10	5.3	5.8	-0.5	17.0	18.1	-1.1	11.3	12.7	-1.4	7.0	7.9	-0.9	1.2	0.7	0.5	0.9	0.6	0.3	9.0	9.0	0.0
Others	4.0	5.7	-1.7		1.5	3.1	-1.6	8.2	8.1	0.1	6.7	7.9	-1.2	5.3	6.7	-1.4	4.4	5.9	-1.5	3.5	6.1	-2.6	5.2	7.6	-2.4
MediaWorks Combo	50.2	52.0	-1.8		71.4	68.2	3.2	52.0	50.2	1.8	49.8	51.6	-1.8	55.4	55.6	-0.2	60.8	62.1	-1.3	51.0	57.5	-6.5	51.9	54.6	-2.7
NZME Combo	44.6	40.9	3.7		26.8	29.8	-3.0	43.1	44.9	-1.8	45.3	41.1	4.2	39.9	38.0	1.9	33.1	30.7	2.4	41.3	32.7	8.6	43.8	38.9	4.9
Potential (000)	103.0	103.0	0.0		13.4	13.3	0.1	23.0	23.1	-0.1	28.2	28.2	0.0	43.8	43.8	0.0	31.5	31.5	0.0	28.1	28.1	0.0	17.9	17.8	0.1
Sample	892	916	-24		108	109	-1	146	158	-12	221	227	-6	399	420	-21	300	304	-4	255	239	16	164	169	-5

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+

Survey Comparisons: 2/2019 - 3/2019

This Survey Period: Sun Sep 2 to Sat Nov 10 2018 & Sun Jan 20 to Sat Jun 8 & Sun Jun 16 to Sat Aug 24 2019

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

	This	Last	+/-
Potential (000)	103.0	103.0	0.0
Sample Size	892	916	-24

	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	7.3	-0.2	8	9.1	8.7	0.4		7.9	7.8	0.1		7.4	6.8	0.6		5.7	6.5	-0.8		6.4	7.0	-0.6		9.8	8.9	0.9	
Coast	9.6	8.2	1.4	4	10.0	8.8	1.2		10.4	9.1	1.3		8.8	6.7	2.1		14.0	8.2	5.8		13.1	4.7	8.4		10.4	7.8	2.6	
Edge	8.9	9.2	-0.3	6	7.9	8.4	-0.5		8.4	10.0	-1.6		11.9	11.3	0.6		8.4	9.5	-1.1		6.5	9.3	-2.8		11.5	11.6	-0.1	
Hokonui	0.8	0.6	0.2	14	0.7	0.5	0.2		1.2	0.9	0.3		1.1	0.9	0.2		0.3	0.3	0.0		*	*	*		1.2	1.0	0.2	
Life FM	0.6	0.8	-0.2	16	0.4	0.5	-0.1		0.3	0.5	-0.2		0.8	1.1	-0.3		*	0.3	*		*	0.4	*		0.6	1.4	-0.8	
Magic Talk	3.6	3.6	0.0	11	3.1	3.3	-0.2		2.2	2.4	-0.2		1.0	2.0	-1.0		2.8	3.6	-0.8		2.0	3.2	-1.2		1.4	1.6	-0.2	
More FM	10.9	13.1	-2.2	2	6.4	6.5	-0.1		7.1	7.6	-0.5		10.4	11.8	-1.4		2.5	2.3	0.2		3.8	5.5	-1.7		8.7	8.9	-0.2	
Newstalk ZB	15.5	13.9	1.6	1	6.4	7.4	-1.0		3.9	3.9	0.0		5.3	5.1	0.2		25.8	25.7	0.1		38.8	34.9	3.9		12.5	11.6	0.9	
Radio Hauraki	4.3	4.3	0.0	10	7.1	6.6	0.5		6.3	5.6	0.7		6.2	6.7	-0.5		5.2	5.5	-0.3		1.9	2.9	-1.0		4.0	4.4	-0.4	
Radio Sport	1.5	1.6	-0.1	13	0.9	1.4	-0.5		0.8	1.4	-0.6		1.6	2.0	-0.4		3.0	2.3	0.7		1.8	1.2	0.6		1.8	1.7	0.1	
Rhema	0.7	0.7	0.0	15	0.5	0.6	-0.1		0.6	0.7	-0.1		0.4	0.5	-0.1		0.2	1.9	-1.7		*	1.7	*		0.5	1.0	-0.5	
Rock	9.2	8.3	0.9	5	11.6	9.6	2.0		13.2	11.1	2.1		11.3	9.6	1.7		5.4	7.6	-2.2		3.4	4.1	-0.7		7.1	7.1	0.0	
Star	*	*	*	*	*	*	*		*	*	*		*	*	*		*	*	*		*	*	*		0.4	0.2	0.2	
Te Korimako o Taranaki	1.8	1.5	0.3	12	2.1	1.8	0.3		1.2	1.0	0.2		0.5	0.4	0.1		0.3	0.2	0.1		1.3	0.7	0.6		1.0	0.8	0.2	
The Hits	7.9	7.1	0.8	7	10.4	7.9	2.5		11.1	9.4	1.7		9.6	9.1	0.5		7.2	6.9	0.3		4.9	7.3	-2.4		9.1	9.0	0.1	
The Sound	10.8	11.7	-0.9	3	15.5	16.6	-1.1		15.3	16.8	-1.5		11.7	13.4	-1.7		9.7	10.2	-0.5		14.7	13.5	1.2		9.9	11.3	-1.4	
ZM	5.0	4.7	0.3	9	4.6	5.2	-0.6		5.8	5.6	0.2		6.2	5.8	0.4		4.6	1.6	3.0		1.4	2.0	-0.6		4.5	5.2	-0.7	
Others	2.0	3.4	-1.4		3.2	6.1	-2.9		4.3	6.2	-1.9		5.7	7.0	-1.3		4.9	7.5	-2.6		0.1	1.4	-1.3		5.6	6.4	-0.8	
MediaWorks Combo	50.5	53.2	-2.7		53.6	53.1	0.5		54.2	55.7	-1.5		53.9	55.0	-1.1		34.6	39.9	-5.3		36.7	42.7	-6.0		48.4	49.4	-1.0	
NZME Combo	44.9	40.8	4.1		41.4	39.5	1.9		40.7	37.0	3.7		40.5	37.6	2.9		61.7	53.0	8.7		62.0	53.0	9.0		44.9	42.5	2.4	

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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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	13.3	14.2	-0.9	6	0.6	0.8	-0.2		3.7	3.9	-0.2		3.3	3.2	0.1		5.2	5.1	0.1		5.3	5.9	-0.6		5.3	6.1	-0.8		2.1	2.4	-0.3	
Coast	11.2	10.0	1.2	9	0.3	0.1	0.2		0.7	0.5	0.2		1.8	0.9	0.9		3.5	2.8	0.7		4.2	4.5	-0.3		4.9	4.4	0.5		0.6	0.5	0.1	
Edge	23.5	22.7	0.8	1	5.2	4.8	0.4		9.8	9.4	0.4		8.9	8.8	0.1		11.5	11.5	0.0		4.4	4.2	0.2		2.1	1.7	0.4		6.7	7.1	-0.4	
Hokonui	0.8	0.9	-0.1	16	*	0.3	*		*	*	*		*	*	*		0.3	0.2	0.1		0.3	0.2	0.1		0.2	0.2	0.0		0.1	0.1	0.0	
Life FM	1.7	1.8	-0.1	15	0.2	0.3	-0.1		0.9	0.9	0.0		1.0	1.1	-0.1		1.1	1.3	-0.2		0.2	0.1	0.1		*	*	*		0.5	0.4	0.1	
Magic Talk	5.4	6.6	-1.2	11	0.4	0.7	-0.3		0.4	0.3	0.1		0.8	1.0	-0.2		2.2	2.8	-0.6		1.9	2.4	-0.5		1.9	2.2	-0.3		0.8	0.9	-0.1	
More FM	17.3	18.9	-1.6	3	2.9	3.1	-0.2		3.1	4.4	-1.3		5.3	5.8	-0.5		8.6	9.4	-0.8		6.3	6.6	-0.3		4.4	4.5	-0.1		4.8	4.9	-0.1	
Newstalk ZB	11.3	11.1	0.2	8	0.4	0.3	0.1		0.5	0.5	0.0		0.7	0.9	-0.2		2.8	3.1	-0.3		3.8	3.8	0.0		3.9	4.1	-0.2		1.1	1.0	0.1	
Radio Hauraki	10.1	10.4	-0.3	10	1.4	1.9	-0.5		2.8	2.6	0.2		5.2	4.6	0.6		6.4	6.2	0.2		2.5	2.9	-0.4		1.5	1.4	0.1		2.6	1.8	0.8	
Radio Sport	4.5	4.6	-0.1	12	0.4	0.3	0.1		0.3	0.3	0.0		0.7	1.0	-0.3		1.7	2.1	-0.4		1.8	1.7	0.1		1.4	1.0	0.4		0.5	0.4	0.1	
Rhema	1.9	1.1	0.8	14	0.6	*	*		0.3	0.3	0.0		0.5	0.4	0.1		0.6	0.5	0.1		0.3	0.3	0.0		0.3	0.4	-0.1		0.3	0.2	0.1	
Rock	15.6	15.7	-0.1	5	2.2	2.6	-0.4		4.8	4.4	0.4		6.7	6.7	0.0		10.2	10.2	0.0		5.1	5.4	-0.3		2.0	2.1	-0.1		3.2	2.9	0.3	
Star	0.8	0.6	0.2	16	*	*	*		*	*	*		*	*	*		0.2	0.1	0.1		0.2	0.1	0.1		*	*	*		*	*	*	
Te Korimako o Taranaki	2.5	2.1	0.4	13	*	0.1	*		*	0.1	*		0.3	0.5	-0.2		1.0	0.8	0.2		1.9	1.3	0.6		1.5	1.2	0.3		0.4	0.3	0.1	
The Hits	22.5	22.2	0.3	2	3.5	3.4	0.1		7.2	7.2	0.0		7.7	7.8	-0.1		11.0	11.2	-0.2		5.8	6.1	-0.3		4.6	4.7	-0.1		6.0	5.7	0.3	
The Sound	16.2	16.6	-0.4	4	1.1	1.2	-0.1		3.4	3.3	0.1		4.7	4.5	0.2		9.5	9.0	0.5		7.9	8.6	-0.7		4.3	5.3	-1.0		2.9	2.5	0.4	
ZM	11.6	10.4	1.2	7	1.2	1.3	-0.1		7.2	6.4	0.8		5.9	6.1	-0.2		6.7	6.7	0.0		1.5	1.1	0.4		0.9	0.7	0.2		3.4	3.3	0.1	
Others	9.5	10.8	-1.3		0.9	1.1	-0.2		3.3	3.9	-0.6		3.4	3.8	-0.4		5.1	5.3	-0.2		2.8	3.3	-0.5		2.0	2.6	-0.6		2.1	2.2	-0.1	
MediaWorks Combo	62.6	64.1	-1.5		9.3	9.2	0.1		15.5	15.9	-0.4		19.1	19.2	-0.1		30.2	30.8	-0.6		21.0	22.5	-1.5		15.1	16.2	-1.1		12.9	13.2	-0.3	
NZME Combo	54.1	53.4	0.7		5.2	5.7	-0.5		13.7	13.6	0.1		16.1	15.7	0.4		23.8	23.3	0.5		14.7	15.1	-0.4		13.4	13.3	0.1		10.3	9.6	0.7	
All Commercial Radio	88.0	88.3	-0.3		11.3	10.9	0.4		19.7	19.9	-0.2		25.2	25.0	0.2		39.5	39.6	-0.1		26.9	28.2	-1.3		22.8	23.4	-0.6		17.2	16.8	0.4	
Potential (000)	103.0	103.0	0.0		13.4	13.3	0.1		23.0	23.1	-0.1		28.2	28.2	0.0		43.8	43.8	0.0		31.5	31.5	0.0		28.1	28.1	0.0		17.9	17.8	0.1	
Sample	892	916	-24		108	109	-1		146	158	-12		221	227	-6		399	420	-21		300	304	-4		255	239	16		164	169	-5	

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	This	Last	+/-
Potential (000)	103.0	103.0	0.0
Sample Size	892	916	-24

	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	7.5	8.3	-0.8	7	7.4	8.4	-1.0		6.7	7.4	-0.7		5.4	5.4	0.0		2.0	2.1	-0.1		1.9	2.0	-0.1		8.7	8.9	-0.2	
Coast	7.1	6.3	0.8	9	7.4	6.7	0.7		6.8	6.4	0.4		5.7	4.6	1.1		3.0	2.7	0.3		1.8	1.8	0.0		6.7	6.0	0.7	
Edge	11.6	11.9	-0.3	1	9.6	9.6	0.0		12.3	13.2	-0.9		11.4	11.0	0.4		5.1	5.1	0.0		2.0	2.7	-0.7		15.1	15.7	-0.6	
Hokonui	0.6	0.7	-0.1	16	0.3	0.2	0.1		0.6	0.5	0.1		0.7	0.5	0.2		0.4	0.3	0.1		*	*	*		0.6	0.5	0.1	
Life FM	0.8	1.1	-0.3	13	0.7	0.8	-0.1		0.6	0.8	-0.2		0.9	1.1	-0.2		0.1	0.2	-0.1		*	0.1	*		0.9	1.0	-0.1	
Magic Talk	2.9	3.6	-0.7	11	3.0	3.4	-0.4		2.8	3.3	-0.5		1.4	2.1	-0.7		0.7	1.2	-0.5		0.8	1.2	-0.4		2.2	3.2	-1.0	
More FM	9.6	10.5	-0.9	5	7.2	7.4	-0.2		8.5	9.0	-0.5		8.0	8.8	-0.8		2.5	2.3	0.2		1.9	1.9	0.0		11.9	12.9	-1.0	
Newstalk ZB	8.5	8.2	0.3	6	5.7	5.7	0.0		5.1	4.9	0.2		4.9	4.7	0.2		5.2	4.9	0.3		4.6	4.4	0.2		8.6	8.9	-0.3	
Radio Hauraki	6.2	6.4	-0.2	10	6.0	5.7	0.3		5.7	6.1	-0.4		5.8	6.0	-0.2		2.5	2.4	0.1		1.0	1.2	-0.2		5.4	5.8	-0.4	
Radio Sport	2.0	2.0	0.0	12	1.5	2.0	-0.5		1.4	1.8	-0.4		2.0	2.1	-0.1		0.5	0.5	0.0		0.4	0.2	0.2		2.7	3.0	-0.3	
Rhema	0.8	0.7	0.1	13	0.7	0.4	0.3		0.9	0.4	0.5		0.5	0.4	0.1		0.3	0.2	0.1		*	0.1	*		1.1	0.7	0.4	
Rock	10.3	10.3	0.0	4	7.2	6.7	0.5		9.6	9.3	0.3		8.5	8.3	0.2		2.3	3.3	-1.0		2.0	2.4	-0.4		8.2	8.8	-0.6	
Star	*	*	*	*	0.1	0.1	0.0		*	*	*		*	*	*		*	*	*		*	*	*		0.8	0.6	0.2	
Te Korimako o Taranaki	0.8	0.6	0.2	13	1.2	0.8	0.4		1.2	0.8	0.4		0.5	0.5	0.0		0.3	0.2	0.1		0.7	0.4	0.3		1.8	1.7	0.1	
The Hits	11.2	10.8	0.4	2	10.0	10.0	0.0		14.0	13.7	0.3		10.4	10.7	-0.3		4.1	4.2	-0.1		2.7	2.2	0.5		11.9	12.1	-0.2	
The Sound	10.8	10.7	0.1	3	9.3	9.7	-0.4		10.1	10.7	-0.6		8.0	8.9	-0.9		2.2	2.4	-0.2		2.2	2.8	-0.6		9.1	9.9	-0.8	
ZM	7.3	6.4	0.9	8	4.9	5.1	-0.2		8.2	6.9	1.3		6.5	5.6	0.9		2.4	1.8	0.6		0.8	1.1	-0.3		6.0	6.1	-0.1	
Others	2.9	3.9	-1.0		3.5	5.0	-1.5		4.3	5.0	-0.7		3.4	3.9	-0.5		1.6	2.3	-0.7		0.2	0.5	-0.3		6.1	5.6	0.5	
MediaWorks Combo	42.5	44.5	-2.0		36.6	38.1	-1.5		41.1	43.0	-1.9		36.7	38.8	-2.1		13.7	15.0	-1.3		10.1	11.1	-1.0		45.0	48.1	-3.1	
NZME Combo	37.4	35.7	1.7		31.2	32.0	-0.8		36.2	35.9	0.3		31.2	30.0	1.2		17.4	16.4	1.0		10.4	10.3	0.1		36.4	37.0	-0.6	
All Commercial Radio	67.3	69.0	-1.7		58.9	61.5	-2.6		65.6	67.1	-1.5		57.9	59.2	-1.3		29.7	29.7	0.0		18.5	19.2	-0.7		73.0	73.3	-0.3	

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 3 2019

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

Survey Comparisons: 2/2019 - 3/2019

This Survey Period: Sun Sep 2 to Sat Nov 10 2018 & Sun Jan 20 to Sat Jun 8 & Sun Jun 16 to Sat Aug 24 2019

Last Survey Period: Sun Jun 24 to Sat Nov 10 2018 & Sun Jan 20 to Sat Jun 8 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	11:14	10:29	0:45	7:48	5:03	2:45	5:54	5:08	0:46	6:55	6:50	0:05	9:34	8:30	1:04	14:47	11:54	2:53	15:32	14:18	1:13	7:24	6:43	0:40
Coast	16:53	15:15	1:38	1:37	1:00	0:37	26:35	33:42	-7:07	12:19	20:03	-7:44	11:35	13:30	-1:54	13:34	11:07	2:26	18:25	11:36	6:49	16:59	13:54	3:05
Edge	7:18	8:17	-0:58	8:11	8:45	-0:33	6:31	6:34	-0:02	7:14	8:46	-1:31	7:08	8:38	-1:29	9:07	10:08	-1:01	11:35	13:14	-1:39	7:58	8:23	-0:25
Hokonui	22:17	15:30	6:47	*	0:45	*	*	*	*	*	*	*	5:36	5:33	0:03	5:36	5:33	0:03	28:42	28:44	-0:02	5:30	5:30	0:00
Life FM	4:58	8:28	-3:30	3:00	3:00	0:00	3:45	4:17	-0:32	4:52	10:42	-5:49	6:04	10:59	-4:54	13:16	13:10	0:05	*	*	*	6:23	8:36	-2:13
Magic Talk	7:48	7:30	0:17	1:59	2:16	-0:17	3:21	3:55	-0:33	3:29	3:51	-0:22	7:15	7:21	-0:06	9:01	10:21	-1:19	8:39	9:09	-0:30	4:33	6:42	-2:09
More FM	8:27	8:44	-0:16	4:18	3:57	0:21	5:06	7:47	-2:41	5:47	6:56	-1:09	9:22	9:07	0:14	11:57	11:39	0:18	10:38	11:01	-0:23	9:02	10:25	-1:23
Newstalk ZB	18:12	17:45	0:27	2:07	1:30	0:37	5:36	5:45	-0:08	7:55	8:02	-0:07	16:06	14:20	1:45	16:28	14:57	1:31	16:47	14:48	1:59	20:32	15:42	4:49
Radio Hauraki	9:36	9:34	0:01	4:19	4:45	-0:25	9:08	9:34	-0:25	11:57	12:20	-0:22	11:58	11:39	0:18	7:53	7:26	0:26	3:35	3:54	-0:19	11:07	14:56	-3:49
Radio Sport	5:45	6:30	-0:44	1:25	1:30	-0:04	4:37	4:34	0:03	3:59	3:03	0:55	4:38	6:34	-1:56	4:46	7:46	-2:59	3:57	4:09	-0:12	2:37	1:16	1:20
Rhema	4:57	14:23	-9:25	1:11	*	*	1:35	1:28	0:06	3:50	2:29	1:20	4:18	3:10	1:07	11:25	11:30	-0:05	12:54	12:41	0:13	12:53	20:29	-7:36
Rock	11:24	10:32	0:51	9:46	8:26	1:19	11:28	8:37	2:51	11:06	10:31	0:34	11:40	11:15	0:24	12:56	12:42	0:14	11:48	11:44	0:04	9:16	8:11	1:05
Star	2:00	1:58	0:02	*	*	*	*	*	*	*	*	*	3:39	3:43	-0:04	3:39	3:43	-0:04	*	*	*	*	*	*
Te Korimako o Taranaki	9:24	9:41	-0:17	*	5:45	*	*	8:00	*	4:36	3:52	0:43	2:46	2:41	0:04	4:26	5:11	-0:44	14:01	14:37	-0:36	3:39	2:38	1:00
The Hits	7:32	7:04	0:27	5:22	5:58	-0:36	4:49	5:31	-0:42	7:08	6:26	0:41	7:40	7:06	0:33	10:39	10:02	0:36	11:19	9:35	1:44	7:03	7:25	-0:22
The Sound	14:11	15:35	-1:23	7:55	9:50	-1:55	12:17	11:17	0:59	9:11	13:57	-4:46	11:49	14:22	-2:32	16:42	17:10	-0:28	21:14	20:35	0:38	9:42	13:05	-3:22
ZM	7:43	8:59	-1:15	5:49	6:14	-0:24	9:03	10:49	-1:45	9:13	11:19	-2:06	8:38	10:35	-1:56	5:16	4:23	0:52	5:45	4:49	0:56	9:00	9:38	-0:37
Others	7:42	9:55	-2:12	2:08	3:47	-1:39	9:39	7:53	1:46	9:26	11:09	-1:42	8:36	11:08	-2:31	10:20	12:20	-2:00	9:51	12:46	-2:54	8:10	12:07	-3:56
MediaWorks Combo	14:40	15:14	-0:34	9:44	10:17	-0:32	12:53	12:07	0:46	12:30	14:27	-1:57	15:15	16:02	-0:47	19:29	19:07	0:21	18:52	19:18	-0:26	13:35	14:22	-0:47
NZME Combo	15:04	14:22	0:42	6:29	7:16	-0:46	12:04	12:39	-0:34	13:29	14:04	-0:35	13:57	14:28	-0:31	15:07	14:06	1:00	17:08	13:18	3:50	14:24	14:06	0:18
All Commercial Radio	20:47	21:17	-0:29	11:18	12:39	-1:21	19:29	19:16	0:12	18:58	21:34	-2:35	21:03	22:27	-1:24	24:57	24:31	0:26	24:30	23:11	1:19	19:35	20:40	-1:05
Potential (000)	103.0	103.0	0.0	13.4	13.3	0.1	23.0	23.1	-0.1	28.2	28.2	0.0	43.8	43.8	0.0	31.5	31.5	0.0	28.1	28.1	0.0	17.9	17.8	0.1
Sample	892	916	-24	108	109	-1	146	158	-12	221	227	-6	399	420	-21	300	304	-4	255	239	16	164	169	-5

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 3 2019

Average Time Spent Listening (hh:mm) by Daypart, People 10+

Survey Comparisons: 2/2019 - 3/2019

This Survey Period: Sun Sep 2 to Sat Nov 10 2018 & Sun Jan 20 to Sat Jun 8 & Sun Jun 16 to Sat Aug 24 2019

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

	This	Last	+/-
Potential (000)	103.0	103.0	0.0
Sample Size	892	916	-24

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

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