



TARANAKI COMMERCIAL RADIO - SURVEY 4 2019

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

Survey Comparisons: 3/2019 - 4/2019

This Survey Period: Sun Jan 20 to Sat Jun 8 & Sun Jun 16 to Sat Nov 2 2019

Last 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

	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	8.1	8.2	-0.1	7	3.0	3.8	-0.8		7.0	5.8	1.2		6.5	4.7	1.8		6.2	6.0	0.2		9.2	11.6	-2.4		13.1	14.8	-1.7		4.4	4.6	-0.2	
Coast	9.1	10.3	-1.2	5	0.3	0.3	0.0		1.0	5.0	-4.0		1.3	4.6	-3.3		3.5	4.9	-1.4		11.2	8.6	2.6		17.7	16.0	1.7		4.1	3.2	0.9	
Edge	8.1	9.4	-1.3	7	38.6	33.3	5.3		10.1	16.6	-6.5		10.1	13.4	-3.3		7.6	9.9	-2.3		5.3	5.9	-0.6		3.5	4.3	-0.8		14.1	15.9	-1.8	
Hokonui	1.2	0.9	0.3	14	*	*	*		0.1	*	*		*	*	*		0.2	0.2	0.0		0.3	0.2	0.1		1.0	1.0	0.0		0.3	0.2	0.1	
Life FM	0.6	0.5	0.1	15	*	0.6	*		1.2	0.9	0.3		1.6	1.0	0.6		1.2	0.8	0.4		0.3	0.3	0.0		*	*	*		1.1	0.9	0.2	
Magic Talk	2.6	2.3	0.3	11	0.7	0.6	0.1		0.1	0.3	-0.2		0.3	0.6	-0.3		1.7	1.9	-0.2		2.6	2.6	0.0		3.5	2.9	0.6		0.6	1.1	-0.5	
More FM	8.6	8.0	0.6	6	6.8	9.7	-2.9		3.4	4.2	-0.8		4.5	6.4	-1.9		7.7	9.7	-2.0		11.8	11.2	0.6		12.5	8.4	4.1		8.2	12.9	-4.7	
Newstalk ZB	10.6	11.3	-0.7	2	0.7	0.7	0.0		0.8	0.8	0.0		1.6	1.1	0.5		6.1	5.4	0.7		9.1	9.2	-0.1		11.1	11.8	-0.7		7.1	6.4	0.7	
Radio Hauraki	5.3	5.3	0.0	9	4.1	4.9	-0.8		9.3	6.7	2.6		13.1	12.9	0.2		9.8	9.2	0.6		3.3	3.0	0.3		0.7	0.9	-0.2		7.5	8.5	-1.0	
Radio Sport	1.7	1.4	0.3	12	0.4	0.4	0.0		0.4	0.3	0.1		0.6	0.5	0.1		1.4	0.9	0.5		1.6	1.2	0.4		0.7	1.0	-0.3		0.4	0.4	0.0	
Rhema	0.5	0.5	0.0	16	0.6	0.5	0.1		0.1	0.1	0.0		0.5	0.4	0.1		0.3	0.3	0.0		0.7	0.5	0.2		0.7	0.7	0.0		1.7	1.3	0.4	
Rock	10.5	9.7	0.8	3	18.8	16.8	2.0		18.3	14.4	3.9		18.4	15.6	2.8		15.0	14.3	0.7		9.1	9.9	-0.8		5.0	4.3	0.7		8.3	8.9	-0.6	
Star	*	0.1	*	*	*	*	*		*	*	*		*	*	*		*	0.1	*		0.1	0.1	0.0		*	*	*		*	*	*	
Te Korimako o Taranaki	1.6	1.3	0.3	13	*	*	*		*	*	*		0.5	0.2	0.3		0.5	0.3	0.2		1.3	1.3	0.0		4.1	3.8	0.3		0.6	0.4	0.2	
The Hits	10.2	9.3	0.9	4	10.6	14.6	-4.0		12.4	9.0	3.4		12.4	11.4	1.0		10.6	10.1	0.5		10.6	9.2	1.4		10.4	9.4	1.0		16.4	12.6	3.8	
The Sound	12.7	12.6	0.1	1	9.8	7.0	2.8		9.2	10.8	-1.6		8.8	9.0	-0.2		14.5	13.5	1.0		19.6	19.7	-0.1		14.0	16.2	-2.2		10.5	8.5	2.0	
ZM	5.2	4.9	0.3	10	3.8	5.3	-1.5		18.0	17.0	1.0		12.2	11.3	0.9		7.8	7.0	0.8		1.7	1.2	0.5		1.1	0.9	0.2		8.4	9.0	-0.6	
Others	3.4	4.0	-0.6		1.7	1.5	0.2		8.6	8.2	0.4		7.6	6.7	0.9		5.8	5.3	0.5		2.3	4.4	-2.1		0.8	3.5	-2.7		6.1	5.2	0.9	
MediaWorks Combo	50.7	50.2	0.5		77.8	71.4	6.4		48.6	52.0	-3.4		49.1	49.8	-0.7		53.1	55.4	-2.3		57.6	60.8	-3.2		51.7	51.0	0.7		46.3	51.9	-5.6	
NZME Combo	44.4	44.6	-0.2		20.9	26.8	-5.9		46.0	43.1	2.9		44.3	45.3	-1.0		41.5	39.9	1.6		38.4	33.1	5.3		42.9	41.3	1.6		48.2	43.8	4.4	
Potential (000)	103.0	103.0	0.0		13.5	13.4	0.1		22.9	23.0	-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		17.4	17.9	-0.5	
Sample	805	892	-87		95	108	-13		121	146	-25		192	221	-29		362	399	-37		273	300	-27		230	255	-25		144	164	-20	

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



TARANAKI COMMERCIAL RADIO - SURVEY 4 2019

Station Share (%) by Daypart, People 10+

Survey Comparisons: 3/2019 - 4/2019

This Survey Period: Sun Jan 20 to Sat Jun 8 & Sun Jun 16 to Sat Nov 2 2019

Last 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

	This	Last	+/-
Potential (000)	103.0	103.0	0.0
Sample Size	805	892	-87

	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	6.8	7.1	-0.3	8	8.6	9.1	-0.5	8.5	7.9	0.6	7.3	7.4	-0.1	5.0	5.7	-0.7	5.5	6.4	-0.9	10.0	9.8	0.2	
Coast	7.5	9.6	-2.1	7	7.7	10.0	-2.3	8.2	10.4	-2.2	9.0	8.8	0.2	12.2	14.0	-1.8	13.8	13.1	0.7	10.8	10.4	0.4	
Edge	8.7	8.9	-0.2	6	6.9	7.9	-1.0	5.2	8.4	-3.2	12.5	11.9	0.6	6.7	8.4	-1.7	6.7	6.5	0.2	9.8	11.5	-1.7	
Hokonui	1.0	0.8	0.2	14	0.9	0.7	0.2	1.6	1.2	0.4	1.4	1.1	0.3	0.4	0.3	0.1	*	*	*	1.6	1.2	0.4	
Life FM	0.6	0.6	0.0	15	0.7	0.4	0.3	0.7	0.3	0.4	0.6	0.8	-0.2	0.1	*	*	*	*	*	0.6	0.6	0.0	
Magic Talk	2.9	3.6	-0.7	11	3.3	3.1	0.2	2.7	2.2	0.5	1.4	1.0	0.4	4.4	2.8	1.6	2.5	2.0	0.5	1.7	1.4	0.3	
More FM	11.2	10.9	0.3	2	7.6	6.4	1.2	7.7	7.1	0.6	8.6	10.4	-1.8	6.4	2.5	3.9	5.6	3.8	1.8	9.2	8.7	0.5	
Newstalk ZB	14.3	15.5	-1.2	1	5.8	6.4	-0.6	3.8	3.9	-0.1	4.9	5.3	-0.4	25.7	25.8	-0.1	37.3	38.8	-1.5	11.7	12.5	-0.8	
Radio Hauraki	4.0	4.3	-0.3	10	7.4	7.1	0.3	6.4	6.3	0.1	6.2	6.2	0.0	4.5	5.2	-0.7	1.0	1.9	-0.9	4.1	4.0	0.1	
Radio Sport	1.6	1.5	0.1	13	1.2	0.9	0.3	1.3	0.8	0.5	1.8	1.6	0.2	3.5	3.0	0.5	2.5	1.8	0.7	2.0	1.8	0.2	
Rhema	0.6	0.7	-0.1	15	0.6	0.5	0.1	0.6	0.6	0.0	0.4	0.4	0.0	0.2	0.2	0.0	*	*	*	0.6	0.5	0.1	
Rock	10.0	9.2	0.8	4	13.5	11.6	1.9	15.3	13.2	2.1	11.6	11.3	0.3	3.2	5.4	-2.2	3.5	3.4	0.1	6.7	7.1	-0.4	
Star	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.2	0.4	-0.2
Te Korimako o Taranaki	2.4	1.8	0.6	12	2.5	2.1	0.4	1.5	1.2	0.3	0.4	0.5	-0.1	0.3	0.3	0.0	1.2	1.3	-0.1	1.4	1.0	0.4	
The Hits	9.4	7.9	1.5	5	11.4	10.4	1.0	12.3	11.1	1.2	10.5	9.6	0.9	6.5	7.2	-0.7	5.3	4.9	0.4	9.6	9.1	0.5	
The Sound	10.6	10.8	-0.2	3	15.5	15.5	0.0	15.3	15.3	0.0	11.6	11.7	-0.1	12.7	9.7	3.0	14.0	14.7	-0.7	10.2	9.9	0.3	
ZM	6.2	5.0	1.2	9	4.2	4.6	-0.4	6.2	5.8	0.4	7.8	6.2	1.6	4.5	4.6	-0.1	0.9	1.4	-0.5	3.9	4.5	-0.6	
Others	2.2	2.0	0.2		2.2	3.2	-1.0	2.7	4.3	-1.6	4.0	5.7	-1.7	3.7	4.9	-1.2	0.1	0.1	0.0	5.9	5.6	0.3	
MediaWorks Combo	50.4	50.5	-0.1		55.6	53.6	2.0	54.9	54.2	0.7	53.3	53.9	-0.6	38.4	34.6	3.8	37.9	36.7	1.2	47.7	48.4	-0.7	
NZME Combo	44.1	44.9	-0.8		39.6	41.4	-1.8	40.7	40.7	0.0	43.4	40.5	2.9	59.4	61.7	-2.3	60.8	62.0	-1.2	45.5	44.9	0.6	

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

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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	12.5	13.3	-0.8	7	0.3	0.6	-0.3		3.1	3.7	-0.6		3.1	3.3	-0.2		5.1	5.2	-0.1		4.8	5.3	-0.5		4.9	5.3	-0.4		2.1	2.1	0.0	
Coast	10.9	11.2	-0.3	9	0.1	0.3	-0.2		0.4	0.7	-0.3		1.2	1.8	-0.6		3.4	3.5	-0.1		5.0	4.2	0.8		5.2	4.9	0.3		0.9	0.6	0.3	
Edge	21.5	23.5	-2.0	2	5.4	5.2	0.2		7.6	9.8	-2.2		8.2	8.9	-0.7		10.5	11.5	-1.0		3.9	4.4	-0.5		1.9	2.1	-0.2		5.9	6.7	-0.8	
Hokonui	1.1	0.8	0.3	16	*	*	*		0.1	*	*		*	*	*		0.3	0.3	0.0		0.4	0.3	0.1		0.3	0.2	0.1		0.3	0.1	0.2	
Life FM	1.7	1.7	0.0	15	*	0.2	*		1.0	0.9	0.1		1.2	1.0	0.2		1.4	1.1	0.3		0.2	0.2	0.0		*	*	*		0.5	0.5	0.0	
Magic Talk	4.8	5.4	-0.6	11	0.3	0.4	-0.1		0.2	0.4	-0.2		0.3	0.8	-0.5		1.5	2.2	-0.7		1.6	1.9	-0.3		2.2	1.9	0.3		0.5	0.8	-0.3	
More FM	17.3	17.3	0.0	3	2.3	2.9	-0.6		3.4	3.1	0.3		4.9	5.3	-0.4		8.3	8.6	-0.3		6.6	6.3	0.3		5.3	4.4	0.9		4.8	4.8	0.0	
Newstalk ZB	11.6	11.3	0.3	8	0.4	0.4	0.0		0.4	0.5	-0.1		0.9	0.7	0.2		3.3	2.8	0.5		4.0	3.8	0.2		4.1	3.9	0.2		1.3	1.1	0.2	
Radio Hauraki	9.9	10.1	-0.2	10	1.1	1.4	-0.3		3.5	2.8	0.7		5.6	5.2	0.4		6.7	6.4	0.3		2.5	2.5	0.0		1.4	1.5	-0.1		2.4	2.6	-0.2	
Radio Sport	4.7	4.5	0.2	12	0.4	0.4	0.0		0.2	0.3	-0.1		0.6	0.7	-0.1		1.7	1.7	0.0		1.6	1.8	-0.2		1.2	1.4	-0.2		0.5	0.5	0.0	
Rhema	2.0	1.9	0.1	14	0.7	0.6	0.1		0.3	0.3	0.0		0.6	0.5	0.1		0.7	0.6	0.1		0.3	0.3	0.0		0.2	0.3	-0.1		0.5	0.3	0.2	
Rock	15.6	15.6	0.0	5	2.3	2.2	0.1		5.5	4.8	0.7		7.1	6.7	0.4		9.8	10.2	-0.4		4.2	5.1	-0.9		2.1	2.0	0.1		2.6	3.2	-0.6	
Star	0.8	0.8	0.0	17	*	*	*		*	*	*		*	*	*		0.1	0.2	-0.1		0.1	0.2	-0.1		*	*	*		*	*	*	
Te Korimako o Taranaki	3.1	2.5	0.6	13	*	*	*		*	*	*		0.5	0.3	0.2		1.3	1.0	0.3		1.8	1.9	-0.1		1.6	1.5	0.1		0.5	0.4	0.1	
The Hits	23.4	22.5	0.9	1	3.0	3.5	-0.5		8.3	7.2	1.1		9.5	7.7	1.8		12.4	11.0	1.4		5.3	5.8	-0.5		4.8	4.6	0.2		6.5	6.0	0.5	
The Sound	16.1	16.2	-0.1	4	1.0	1.1	-0.1		3.0	3.4	-0.4		4.6	4.7	-0.1		9.8	9.5	0.3		7.8	7.9	-0.1		4.0	4.3	-0.3		3.2	2.9	0.3	
ZM	13.7	11.6	2.1	6	1.5	1.2	0.3		8.3	7.2	1.1		7.3	5.9	1.4		8.3	6.7	1.6		1.8	1.5	0.3		1.0	0.9	0.1		3.5	3.4	0.1	
Others	8.6	9.5	-0.9		0.9	0.9	0.0		3.1	3.3	-0.2		3.7	3.4	0.3		5.6	5.1	0.5		2.4	2.8	-0.4		1.1	2.0	-0.9		2.4	2.1	0.3	
MediaWorks Combo	61.3	62.6	-1.3		8.9	9.3	-0.4		13.9	15.5	-1.6		18.9	19.1	-0.2		29.6	30.2	-0.6		20.0	21.0	-1.0		15.5	15.1	0.4		11.7	12.9	-1.2	
NZME Combo	54.4	54.1	0.3		5.0	5.2	-0.2		14.3	13.7	0.6		17.4	16.1	1.3		25.4	23.8	1.6		14.8	14.7	0.1		13.5	13.4	0.1		10.4	10.3	0.1	
All Commercial Radio	87.5	88.0	-0.5		11.5	11.3	0.2		19.2	19.7	-0.5		25.9	25.2	0.7		39.8	39.5	0.3		26.4	26.9	-0.5		22.8	22.8	0.0		16.8	17.2	-0.4	
Potential (000)	103.0	103.0	0.0		13.5	13.4	0.1		22.9	23.0	-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		17.4	17.9	-0.5	
Sample	805	892	-87		95	108	-13		121	146	-25		192	221	-29		362	399	-37		273	300	-27		230	255	-25		144	164	-20	

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Sample Size	805	892	-87

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	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	
Breeze	7.0	7.5	-0.5	8	7.2	7.4	-0.2	6.6	6.7	-0.1	5.6	5.4	0.2	2.0	2.0	0.0	1.4	1.9	-0.5	8.6	8.7	-0.1	
Coast	6.9	7.1	-0.2	9	6.9	7.4	-0.5	6.1	6.8	-0.7	5.9	5.7	0.2	3.0	3.0	0.0	1.6	1.8	-0.2	6.8	6.7	0.1	
Edge	11.1	11.6	-0.5	2	8.5	9.6	-1.1	9.7	12.3	-2.6	10.7	11.4	-0.7	4.0	5.1	-1.1	1.6	2.0	-0.4	14.2	15.1	-0.9	
Hokonui	0.8	0.6	0.2	15	0.5	0.3	0.2	0.8	0.6	0.2	0.8	0.7	0.1	0.5	0.4	0.1	*	*	*	0.8	0.6	0.2	
Life FM	0.9	0.8	0.1	14	1.0	0.7	0.3	1.1	0.6	0.5	0.7	0.9	-0.2	0.3	0.1	0.2	*	*	*	0.8	0.9	-0.1	
Magic Talk	2.1	2.9	-0.8	12	2.8	3.0	-0.2	3.2	2.8	0.4	1.4	1.4	0.0	1.2	0.7	0.5	0.6	0.8	-0.2	2.2	2.2	0.0	
More FM	9.7	9.6	0.1	5	7.6	7.2	0.4	8.9	8.5	0.4	7.5	8.0	-0.5	2.0	2.5	-0.5	2.2	1.9	0.3	11.7	11.9	-0.2	
Newstalk ZB	8.4	8.5	-0.1	6	5.1	5.7	-0.6	4.8	5.1	-0.3	4.5	4.9	-0.4	5.4	5.2	0.2	4.6	4.6	0.0	8.9	8.6	0.3	
Radio Hauraki	5.7	6.2	-0.5	10	6.1	6.0	0.1	6.3	5.7	0.6	5.5	5.8	-0.3	2.1	2.5	-0.4	0.9	1.0	-0.1	6.1	5.4	0.7	
Radio Sport	2.2	2.0	0.2	11	1.6	1.5	0.1	1.7	1.4	0.3	2.3	2.0	0.3	0.6	0.5	0.1	0.4	0.4	0.0	2.9	2.7	0.2	
Rhema	0.8	0.8	0.0	15	0.6	0.7	-0.1	0.7	0.9	-0.2	0.5	0.5	0.0	0.3	0.3	0.0	0.1	*	*	1.3	1.1	0.2	
Rock	9.8	10.3	-0.5	4	7.8	7.2	0.6	10.5	9.6	0.9	8.6	8.5	0.1	1.5	2.3	-0.8	1.7	2.0	-0.3	7.9	8.2	-0.3	
Star	*	*	*	*	*	0.1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.8	0.8	0.0
Te Korimako o Taranaki	1.1	0.8	0.3	13	1.3	1.2	0.1	1.8	1.2	0.6	0.6	0.5	0.1	0.5	0.3	0.2	0.7	0.7	0.0	2.1	1.8	0.3	
The Hits	12.0	11.2	0.8	1	10.4	10.0	0.4	15.2	14.0	1.2	11.5	10.4	1.1	3.8	4.1	-0.3	2.2	2.7	-0.5	13.9	11.9	2.0	
The Sound	10.8	10.8	0.0	3	9.8	9.3	0.5	10.7	10.1	0.6	8.6	8.0	0.6	2.9	2.2	0.7	1.7	2.2	-0.5	9.3	9.1	0.2	
ZM	7.8	7.3	0.5	7	4.9	4.9	0.0	8.9	8.2	0.7	8.2	6.5	1.7	2.9	2.4	0.5	0.6	0.8	-0.2	7.8	6.0	1.8	
Others	2.9	2.9	0.0		2.3	3.5	-1.2	3.9	4.3	-0.4	2.7	3.4	-0.7	1.5	1.6	-0.1	0.2	0.2	0.0	6.1	6.1	0.0	
MediaWorks Combo	41.6	42.5	-0.9		36.0	36.6	-0.6	39.7	41.1	-1.4	36.8	36.7	0.1	12.8	13.7	-0.9	9.0	10.1	-1.1	44.0	45.0	-1.0	
NZME Combo	37.0	37.4	-0.4		29.8	31.2	-1.4	37.1	36.2	0.9	32.7	31.2	1.5	16.8	17.4	-0.6	9.5	10.4	-0.9	39.1	36.4	2.7	
All Commercial Radio	66.3	67.3	-1.0		57.9	58.9	-1.0	65.9	65.6	0.3	59.4	57.9	1.5	29.1	29.7	-0.6	17.5	18.5	-1.0	73.5	73.0	0.5	

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 4 2019

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

Survey Comparisons: 3/2019 - 4/2019

This Survey Period: Sun Jan 20 to Sat Jun 8 & Sun Jun 16 to Sat Nov 2 2019

Last 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

	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	11:38	11:14	0:23	10:06	7:48	2:17	7:56	5:54	2:02	9:35	6:55	2:40	9:29	9:34	-0:04	12:26	14:47	-2:21	16:11	15:32	0:39	6:37	7:24	-0:46
Coast	15:00	16:53	-1:53	2:00	1:37	0:22	7:46	26:35	-18:48	4:46	12:19	-7:32	8:10	11:35	-3:25	14:33	13:34	0:59	20:22	18:25	1:56	14:05	16:59	-2:54
Edge	6:43	7:18	-0:35	8:00	8:11	-0:10	4:44	6:31	-1:47	5:38	7:14	-1:36	5:42	7:08	-1:26	8:42	9:07	-0:25	11:05	11:35	-0:30	7:46	7:58	-0:11
Hokonui	18:45	22:17	-3:31	*	*	*	2:30	*	*	*	*	*	5:39	5:36	0:02	4:38	5:36	-0:58	19:03	28:42	-9:38	3:51	5:30	-1:39
Life FM	6:01	4:58	1:02	*	3:00	*	4:14	3:45	0:29	6:06	4:52	1:14	6:50	6:04	0:45	11:58	13:16	-1:18	*	*	*	7:10	6:23	0:46
Magic Talk	9:24	7:48	1:36	2:52	1:59	0:52	2:00	3:21	-1:21	3:51	3:29	0:22	8:47	7:15	1:31	10:34	9:01	1:32	9:45	8:39	1:06	4:18	4:33	-0:14
More FM	8:49	8:27	0:21	3:24	4:18	-0:53	3:32	5:06	-1:33	4:10	5:47	-1:37	7:20	9:22	-2:01	11:41	11:57	-0:16	14:15	10:38	3:37	5:30	9:02	-3:31
Newstalk ZB	16:18	18:12	-1:53	2:03	2:07	-0:03	7:14	5:36	1:37	8:14	7:55	0:19	14:32	16:06	-1:33	14:53	16:28	-1:35	16:32	16:47	-0:15	17:42	20:32	-2:49
Radio Hauraki	9:29	9:36	-0:06	4:04	4:19	-0:14	9:31	9:08	0:23	10:53	11:57	-1:04	11:30	11:58	-0:28	8:37	7:53	0:44	3:16	3:35	-0:18	9:59	11:07	-1:07
Radio Sport	6:32	5:45	0:46	1:20	1:25	-0:05	7:00	4:37	2:22	4:38	3:59	0:39	6:30	4:38	1:52	6:25	4:46	1:39	3:40	3:57	-0:16	3:03	2:37	0:25
Rhema	4:41	4:57	-0:16	1:05	1:11	-0:05	1:39	1:35	0:04	3:23	3:50	-0:26	3:05	4:18	-1:12	14:24	11:25	2:59	18:46	12:54	5:51	12:20	12:53	-0:32
Rock	12:00	11:24	0:36	9:15	9:46	-0:30	11:56	11:28	0:27	11:56	11:06	0:50	12:11	11:40	0:31	14:04	12:56	1:08	14:22	11:48	2:34	10:23	9:16	1:06
Star	1:03	2:00	-0:57	*	*	*	*	*	*	*	*	*	3:00	3:39	-0:39	3:00	3:39	-0:39	*	*	*	*	*	*
Te Korimako o Taranaki	9:33	9:24	0:08	*	*	*	*	*	*	4:53	4:36	0:16	3:08	2:46	0:22	4:41	4:26	0:15	14:59	14:01	0:57	3:45	3:39	0:06
The Hits	7:47	7:32	0:15	3:56	5:22	-1:25	5:19	4:49	0:30	6:02	7:08	-1:05	6:46	7:40	-0:54	12:53	10:39	2:14	13:02	11:19	1:43	8:05	7:03	1:02
The Sound	14:04	14:11	-0:07	11:38	7:55	3:43	10:48	12:17	-1:29	8:48	9:11	-0:22	11:42	11:49	-0:07	16:20	16:42	-0:21	21:23	21:14	0:08	10:32	9:42	0:49
ZM	6:45	7:43	-0:58	2:53	5:49	-2:55	7:41	9:03	-1:22	7:40	9:13	-1:33	7:24	8:38	-1:13	6:02	5:16	0:46	6:17	5:45	0:31	7:51	9:00	-1:09
Others	6:57	7:42	-0:45	2:08	2:08	-0:00	9:46	9:39	0:06	9:19	9:26	-0:07	8:10	8:36	-0:26	6:12	10:20	-4:08	4:32	9:51	-5:18	8:22	8:10	0:12
MediaWorks Combo	14:47	14:40	0:07	9:54	9:44	0:09	12:28	12:53	-0:25	11:56	12:30	-0:33	14:12	15:15	-1:03	18:40	19:29	-0:49	20:09	18:52	1:16	12:43	13:35	-0:52
NZME Combo	14:33	15:04	-0:30	4:44	6:29	-1:45	11:24	12:04	-0:39	11:41	13:29	-1:47	12:55	13:57	-1:01	16:49	15:07	1:42	19:10	17:08	2:02	15:01	14:24	0:36
All Commercial Radio	20:25	20:47	-0:22	9:47	11:18	-1:30	18:34	19:29	-0:54	17:48	18:58	-1:10	19:52	21:03	-1:11	24:37	24:57	-0:20	26:24	24:30	1:54	19:15	19:35	-0:20
Potential (000)	103.0	103.0	0.0	13.5	13.4	0.1	22.9	23.0	-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	17.4	17.9	-0.5
Sample	805	892	-87	95	108	-13	121	146	-25	192	221	-29	362	399	-37	273	300	-27	230	255	-25	144	164	-20

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 4 2019

Average Time Spent Listening (hh:mm) by Daypart, People 10+
Survey Comparisons: 3/2019 - 4/2019

This Survey Period: Sun Jan 20 to Sat Jun 8 & Sun Jun 16 to Sat Nov 2 2019

Last 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

	This	Last	+/-
Potential (000)	103.0	103.0	0.0
Sample Size	805	892	-87

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

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