



TARANAKI COMMERCIAL RADIO - SURVEY 4 2018

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

Survey Comparisons: 3/2018 - 4/2018

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

Last 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

	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	9.5	8.3	1.2	4	1.9	0.6	1.3		5.9	7.2	-1.3		4.9	6.6	-1.7		8.0	6.2	1.8		15.0	9.8	5.2		18.3	16.8	1.5		7.7	7.8	-0.1	
Coast	6.4	4.9	1.5	8	0.1	0.8	-0.7		1.1	0.3	0.8		1.3	0.6	0.7		1.4	1.3	0.1		2.7	2.5	0.2		9.5	6.6	2.9		1.0	0.8	0.2	
Edge	10.3	8.4	1.9	2	37.9	34.7	3.2		19.0	14.7	4.3		13.6	11.7	1.9		11.5	8.5	3.0		5.4	2.6	2.8		2.6	1.8	0.8		10.2	10.6	-0.4	
Hokonui	0.4	0.9	-0.5	18	0.1	*	*		0.7	1.1	-0.4		*	0.1	*		*	0.1	*		0.5	1.8	-1.3		0.9	2.2	-1.3		*	*	*	
Life FM	0.8	0.7	0.1	13	0.2	*	*		0.5	0.4	0.1		2.1	1.9	0.2		1.3	1.2	0.1		*	0.3	*		0.2	0.5	-0.3		0.9	1.0	-0.1	
Mix	0.8	0.4	0.4	13	0.3	1.0	-0.7		1.8	0.4	1.4		2.2	0.6	1.6		1.3	0.4	0.9		0.2	0.1	0.1		0.2	0.1	0.1		0.4	0.1	0.3	
More FM	9.5	8.3	1.2	4	10.6	11.1	-0.5		8.9	9.4	-0.5		10.7	9.2	1.5		12.8	10.0	2.8		11.7	8.8	2.9		5.9	6.0	-0.1		20.7	12.3	8.4	
Newstalk ZB	9.5	10.8	-1.3	4	*	1.0	*		0.7	0.8	-0.1		0.6	0.6	0.0		1.2	3.3	-2.1		5.1	7.6	-2.5		16.0	18.7	-2.7		1.3	1.8	-0.5	
Radio Hauraki	3.2	2.5	0.7	10	3.1	2.1	1.0		3.1	4.0	-0.9		6.4	4.8	1.6		4.9	3.8	1.1		2.1	1.7	0.4		1.0	0.6	0.4		4.7	2.5	2.2	
RadioLIVE	2.8	3.0	-0.2	11	0.5	0.5	0.0		0.4	1.0	-0.6		1.4	1.7	-0.3		1.8	3.3	-1.5		3.4	5.1	-1.7		5.3	3.4	1.9		2.4	3.2	-0.8	
Radio Sport	1.9	1.7	0.2	12	0.1	0.1	0.0		0.5	0.3	0.2		0.5	0.5	0.0		1.5	1.4	0.1		2.5	2.5	0.0		2.6	2.3	0.3		*	0.3	*	
Rhema	0.5	0.3	0.2	17	*	*	*		0.1	0.1	0.0		0.1	0.1	0.0		0.1	*	*		0.2	*	*		0.3	0.2	0.1		0.1	0.1	0.0	
Rock	9.8	12.2	-2.4	3	10.5	19.4	-8.9		15.0	16.7	-1.7		13.3	15.9	-2.6		14.2	17.2	-3.0		10.1	12.8	-2.7		1.8	2.3	-0.5		8.7	8.6	0.1	
Star	0.7	n.a.	*	15	*	n.a.	*		*	n.a.	*		*	n.a.	*		1.0	n.a.	*		1.4	n.a.	*		0.6	n.a.	*		2.2	n.a.	*	
Te Korimako o Taranaki	0.6	0.8	-0.2	16	1.0	1.0	0.0		1.6	1.9	-0.3		1.3	2.2	-0.9		0.8	1.4	-0.6		0.3	0.2	0.1		0.4	0.2	0.2		0.5	1.8	-1.3	
The Hits	9.1	10.7	-1.6	7	13.5	8.0	5.5		11.3	15.0	-3.7		8.6	11.4	-2.8		8.3	11.8	-3.5		10.4	10.5	-0.1		9.9	10.7	-0.8		10.6	13.1	-2.5	
The Sound	11.1	11.3	-0.2	1	3.8	2.9	0.9		6.3	4.0	2.3		14.0	9.9	4.1		13.9	11.2	2.7		17.8	22.4	-4.6		14.4	19.0	-4.6		8.0	7.3	0.7	
ZM	4.4	3.7	0.7	9	6.5	3.6	2.9		12.2	10.1	2.1		8.0	5.3	2.7		5.9	4.2	1.7		2.6	3.3	-0.7		1.4	2.3	-0.9		8.7	7.1	1.6	
Others	8.7	10.9	-2.2		9.9	13.2	-3.3		10.9	12.6	-1.7		11.0	16.9	-5.9		10.1	14.8	-4.7		8.5	7.9	0.6		8.7	6.2	2.5		12.0	21.6	-9.6	
MediaWorks Combo	53.2	52.0	1.2		65.3	69.1	-3.8		56.4	54.4	2.0		58.5	55.9	2.6		62.4	56.9	5.5		63.5	61.5	2.0		48.4	49.5	-1.1		57.7	50.0	7.7	
NZME Combo	39.2	41.1	-1.9		32.1	28.8	3.3		40.3	42.2	-1.9		34.2	36.2	-2.0		29.7	34.7	-5.0		27.8	31.5	-3.7		41.4	43.5	-2.1		34.4	40.4	-6.0	
Potential (000)	101.5	101.5	0.0		12.9	14.0	-1.1		22.8	21.7	1.1		27.9	27.9	0.0		43.5	43.5	0.0		31.2	31.2	0.0		27.4	27.4	0.0		17.9	17.5	0.4	
Sample	855	903	-48		98	98	0		158	147	11		219	218	1		350	372	-22		254	279	-25		250	262	-12		159	169	-10	

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 4 2018

Station Share (%) by Daypart, People 10+
 Survey Comparisons: 3/2018 - 4/2018

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

Last 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

	This	Last	+/-
Potential (000)	101.5	101.5	0.0
Sample Size	855	903	-48

	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	8.9	7.1	1.8	6	11.9	9.7	2.2		9.6	8.4	1.2		6.7	7.3	-0.6		8.2	9.0	-0.8		11.7	11.1	0.6		9.2	7.9	1.3	
Coast	5.6	4.0	1.6	8	8.6	5.8	2.8		7.4	5.6	1.8		4.2	3.0	1.2		4.8	2.4	2.4		3.1	1.8	1.3		6.7	6.3	0.4	
Edge	9.1	7.1	2.0	5	8.5	5.3	3.2		10.8	8.8	2.0		12.2	11.2	1.0		10.9	8.3	2.6		4.7	6.1	-1.4		12.0	10.4	1.6	
Hokonui	0.5	1.0	-0.5	15	0.6	1.2	-0.6		0.5	1.9	-1.4		0.2	0.2	0.0		0.3	0.2	0.1		*	*	*		0.3	0.5	-0.2	
Life FM	0.4	0.5	-0.1	16	0.4	0.4	0.0		0.7	0.5	0.2		0.6	0.6	0.0		0.3	0.3	0.0		1.2	1.2	0.0		1.4	1.4	0.0	
Mix	0.4	0.1	0.3	16	0.7	0.5	0.2		1.9	0.6	1.3		0.7	0.3	0.4		0.6	0.4	0.2		*	*	*		0.5	0.3	0.2	
More FM	11.7	11.1	0.6	2	7.9	8.0	-0.1		10.1	8.5	1.6		11.5	8.0	3.5		1.5	1.6	-0.1		11.4	10.8	0.6		9.4	7.7	1.7	
Newstalk ZB	14.8	14.9	-0.1	1	7.5	11.7	-4.2		4.1	5.8	-1.7		5.2	6.4	-1.2		17.3	15.4	1.9		22.9	17.5	5.4		9.2	10.9	-1.7	
Radio Hauraki	2.8	2.1	0.7	11	2.8	1.9	0.9		3.0	2.5	0.5		5.0	5.0	0.0		2.4	1.2	1.2		3.2	2.2	1.0		3.2	2.5	0.7	
RadioLIVE	5.1	4.4	0.7	9	2.5	1.5	1.0		1.8	1.5	0.3		2.5	3.3	-0.8		2.6	5.9	-3.3		2.6	6.5	-3.9		2.2	2.9	-0.7	
Radio Sport	2.3	1.9	0.4	12	2.2	1.9	0.3		2.4	2.5	-0.1		1.9	1.7	0.2		0.4	0.3	0.1		0.5	0.5	0.0		1.7	1.4	0.3	
Rhema	0.2	*	*	18	0.3	0.1	0.2		0.6	0.5	0.1		0.4	0.2	0.2		1.2	0.7	0.5		1.1	0.6	0.5		0.7	0.4	0.3	
Rock	7.9	10.6	-2.7	7	7.4	11.3	-3.9		8.7	12.0	-3.3		11.9	14.8	-2.9		19.9	18.0	1.9		16.5	21.2	-4.7		9.0	10.0	-1.0	
Star	0.8	n.a.	*	13	0.9	n.a.	*		0.9	n.a.	*		0.7	n.a.	*		*	n.a.	*		0.6	n.a.	*		0.7	n.a.	*	
Te Korimako o Taranaki	0.7	0.8	-0.1	14	0.5	0.5	0.0		0.5	0.6	-0.1		0.4	0.8	-0.4		*	2.8	*		0.3	*	*		0.8	0.9	-0.1	
The Hits	9.2	11.4	-2.2	4	9.2	11.5	-2.3		10.0	11.0	-1.0		8.3	10.0	-1.7		7.0	6.7	0.3		7.3	6.3	1.0		9.4	11.7	-2.3	
The Sound	10.7	11.0	-0.3	3	13.5	12.8	0.7		13.6	14.9	-1.3		12.7	12.8	-0.1		5.2	5.8	-0.6		6.2	4.9	1.3		9.4	9.4	0.0	
ZM	3.6	3.5	0.1	10	5.3	4.6	0.7		4.8	4.4	0.4		5.0	4.0	1.0		2.4	1.4	1.0		1.1	0.6	0.5		4.6	3.6	1.0	
Others	5.2	8.5	-3.3		9.3	11.3	-2.0		8.4	9.9	-1.5		10.1	10.4	-0.3		15.0	19.6	-4.6		5.7	8.7	-3.0		9.5	11.7	-2.2	
MediaWorks Combo	53.4	51.5	1.9		51.7	48.8	2.9		54.8	54.3	0.5		57.5	57.5	0.0		48.4	48.6	-0.2		54.6	62.9	-8.3		51.8	49.0	2.8	
NZME Combo	40.7	42.0	-1.3		40.3	44.4	-4.1		36.4	38.2	-1.8		34.8	36.6	-1.8		46.5	44.0	2.5		40.4	31.9	8.5		39.6	43.4	-3.8	

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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	14.0	12.4	1.6	6	0.8	0.5	0.3	3.0	2.3	0.7	3.4	3.6	-0.2	5.9	5.2	0.7	6.6	5.2	1.4	5.7	5.8	-0.1	2.9	2.6	0.3
Coast	7.9	7.3	0.6	10	0.1	0.3	-0.2	0.6	0.5	0.1	0.9	0.6	0.3	1.5	1.3	0.2	1.7	1.7	0.0	3.7	3.4	0.3	0.3	0.2	0.1
Edge	23.8	21.0	2.8	1	4.9	6.8	-1.9	11.0	7.7	3.3	8.6	7.5	1.1	11.9	9.6	2.3	4.6	3.1	1.5	1.7	1.3	0.4	6.1	5.1	1.0
Hokonui	0.9	1.8	-0.9	16	0.1	0.1	0.0	0.1	0.1	0.0	*	0.1	*	0.2	0.2	0.0	0.3	1.3	-1.0	0.5	1.4	-0.9	*	*	*
Life FM	1.6	1.1	0.5	15	0.1	*	*	0.6	0.5	0.1	0.9	0.8	0.1	1.1	0.8	0.3	0.1	0.1	0.0	0.3	0.3	0.0	0.4	0.2	0.2
Mix	2.3	1.9	0.4	13	0.2	0.7	-0.5	0.9	0.4	0.5	1.1	0.7	0.4	1.1	0.8	0.3	0.5	0.3	0.2	0.5	0.1	0.4	0.5	0.2	0.3
More FM	16.9	15.4	1.5	3	2.4	2.1	0.3	3.9	3.9	0.0	5.1	5.0	0.1	9.2	8.3	0.9	6.3	5.6	0.7	3.2	3.3	-0.1	4.7	4.2	0.5
Newstalk ZB	10.8	13.0	-2.2	7	*	0.6	*	0.6	0.6	0.0	0.8	0.9	-0.1	1.9	2.8	-0.9	2.6	3.8	-1.2	5.3	5.9	-0.6	0.6	1.0	-0.4
Radio Hauraki	8.3	7.6	0.7	9	1.2	1.1	0.1	1.6	1.9	-0.3	3.6	3.3	0.3	5.4	4.7	0.7	2.8	2.5	0.3	1.2	1.2	0.0	1.3	1.0	0.3
RadioLIVE	6.7	7.1	-0.4	11	0.4	0.4	0.0	0.4	0.7	-0.3	1.4	1.4	0.0	2.4	3.3	-0.9	2.5	3.5	-1.0	3.1	2.6	0.5	1.1	1.5	-0.4
Radio Sport	4.6	3.6	1.0	12	0.1	0.1	0.0	0.3	0.1	0.2	0.8	0.5	0.3	1.5	1.0	0.5	2.1	1.6	0.5	2.4	2.0	0.4	0.2	0.2	0.0
Rhema	0.8	0.4	0.4	17	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	0.2	0.1	0.1	0.3	0.1	0.2	0.3	0.2	0.1	0.1	0.1	0.0
Rock	16.7	17.2	-0.5	4	1.7	2.7	-1.0	5.2	5.5	-0.3	7.3	7.1	0.2	11.4	10.7	0.7	5.9	5.2	0.7	1.8	1.6	0.2	4.1	3.5	0.6
Star	0.7	n.a.	*	18	*	n.a.	*	*	n.a.	*	*	n.a.	*	0.3	n.a.	*	0.3	n.a.	*	0.2	n.a.	*	0.2	n.a.	*
Te Korimako o Taranaki	1.8	2.2	-0.4	14	0.7	0.8	-0.1	0.7	0.7	0.0	0.8	1.2	-0.4	0.8	1.3	-0.5	0.4	0.2	0.2	0.4	0.1	0.3	0.3	0.8	-0.5
The Hits	21.2	21.0	0.2	2	3.4	2.3	1.1	5.5	6.8	-1.3	6.4	7.0	-0.6	10.3	11.6	-1.3	7.2	7.0	0.2	4.8	4.4	0.4	5.3	5.4	-0.1
The Sound	15.3	16.8	-1.5	5	0.9	1.3	-0.4	1.9	1.5	0.4	3.8	3.4	0.4	7.6	7.2	0.4	9.0	10.3	-1.3	6.2	7.6	-1.4	2.3	2.1	0.2
ZM	8.7	8.5	0.2	8	1.3	1.8	-0.5	4.8	4.2	0.6	4.3	3.3	1.0	4.8	3.9	0.9	0.9	1.3	-0.4	0.5	0.8	-0.3	2.9	2.7	0.2
Others	14.4	15.7	-1.3		2.6	3.9	-1.3	4.7	4.6	0.1	4.7	5.1	-0.4	6.8	7.8	-1.0	3.8	4.0	-0.2	3.0	2.3	0.7	2.4	3.6	-1.2
MediaWorks Combo	64.1	63.5	0.6		7.7	9.2	-1.5	17.6	14.9	2.7	19.3	19.0	0.3	31.5	30.3	1.2	23.2	23.2	0.0	15.9	17.1	-1.2	13.8	13.0	0.8
NZME Combo	53.6	54.9	-1.3		6.5	8.0	-1.5	13.4	13.5	-0.1	15.3	14.7	0.6	21.8	22.0	-0.2	13.9	14.6	-0.7	14.2	14.8	-0.6	9.0	8.6	0.4
All Commercial Radio	88.8	88.3	0.5		10.5	12.3	-1.8	21.3	19.8	1.5	25.8	25.5	0.3	40.4	39.7	0.7	28.3	28.6	-0.3	23.1	23.7	-0.6	16.7	15.9	0.8
Potential (000)	101.5	101.5	0.0		12.9	14.0	-1.1	22.8	21.7	1.1	27.9	27.9	0.0	43.5	43.5	0.0	31.2	31.2	0.0	27.4	27.4	0.0	17.9	17.5	0.4
Sample	855	903	-48		98	98	0	158	147	11	219	218	1	350	372	-22	254	279	-25	250	262	-12	159	169	-10

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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)



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	This	Last	+/-
Potential (000)	101.5	101.5	0.0
Sample Size	855	903	-48

	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	8.1	7.1	1.0	7	8.3	7.2	1.1	8.8	8.3	0.5	6.4	6.2	0.2	2.6	2.9	-0.3	2.3	2.3	0.0	9.2	7.5	1.7
Coast	4.5	4.1	0.4	10	5.4	4.1	1.3	5.2	4.3	0.9	3.1	2.8	0.3	1.5	1.1	0.4	1.5	0.9	0.6	6.0	5.6	0.4
Edge	11.8	9.7	2.1	2	10.5	7.4	3.1	13.7	11.1	2.6	12.3	10.7	1.6	6.0	4.8	1.2	3.0	2.5	0.5	16.2	14.9	1.3
Hokonui	0.6	0.8	-0.2	13	0.5	1.3	-0.8	0.2	1.0	-0.8	0.2	0.3	-0.1	0.1	0.1	0.0	*	*	*	0.5	0.6	-0.1
Life FM	0.3	0.3	0.0	17	0.4	0.3	0.1	0.7	0.6	0.1	0.7	0.4	0.3	0.2	0.2	0.0	0.5	0.5	0.0	0.9	0.6	0.3
Mix	0.6	0.2	0.4	13	1.3	1.1	0.2	1.0	0.4	0.6	0.9	0.5	0.4	0.5	0.3	0.2	*	*	*	1.2	0.6	0.6
More FM	8.9	9.1	-0.2	4	7.3	6.5	0.8	10.2	8.9	1.3	8.5	7.6	0.9	1.9	1.3	0.6	2.0	2.3	-0.3	11.2	9.3	1.9
Newstalk ZB	8.9	10.2	-1.3	4	5.0	6.0	-1.0	4.8	4.9	-0.1	4.3	4.5	-0.2	4.7	4.7	0.0	4.0	4.5	-0.5	8.2	9.7	-1.5
Radio Hauraki	4.7	3.5	1.2	9	3.4	2.3	1.1	3.9	3.2	0.7	4.6	4.0	0.6	1.1	0.8	0.3	1.2	0.7	0.5	4.5	4.3	0.2
RadioLIVE	4.4	4.3	0.1	11	3.1	2.4	0.7	3.0	2.6	0.4	2.5	3.3	-0.8	1.1	2.1	-1.0	1.1	1.5	-0.4	3.7	5.2	-1.5
Radio Sport	2.0	1.5	0.5	12	2.1	1.8	0.3	2.3	2.1	0.2	1.9	1.8	0.1	0.4	0.3	0.1	0.4	0.4	0.0	3.0	2.5	0.5
Rhema	0.3	0.2	0.1	17	0.5	0.2	0.3	0.7	0.4	0.3	0.2	0.2	0.0	0.3	0.2	0.1	0.1	*	*	0.5	0.3	0.2
Rock	9.3	9.9	-0.6	3	5.8	8.0	-2.2	8.7	10.5	-1.8	9.3	10.7	-1.4	6.0	5.7	0.3	2.7	3.4	-0.7	11.7	12.5	-0.8
Star	0.5	n.a.	*	15	0.4	n.a.	*	0.5	n.a.	*	0.5	n.a.	*	*	n.a.	*	0.2	n.a.	*	0.6	n.a.	*
Te Korimako o Taranaki	0.5	0.5	0.0	15	0.3	0.2	0.1	0.5	0.6	-0.1	0.6	0.9	-0.3	0.1	0.6	-0.5	0.1	*	*	1.7	2.0	-0.3
The Hits	11.9	12.1	-0.2	1	10.0	10.0	0.0	12.4	12.0	0.4	10.6	10.6	0.0	4.3	4.6	-0.3	2.1	1.9	0.2	12.3	12.7	-0.4
The Sound	8.5	9.0	-0.5	6	8.6	9.6	-1.0	9.0	10.1	-1.1	9.3	10.2	-0.9	2.5	3.0	-0.5	3.2	2.8	0.4	10.5	11.2	-0.7
ZM	4.9	4.0	0.9	8	5.2	4.6	0.6	5.3	4.8	0.5	4.6	3.4	1.2	1.6	1.3	0.3	0.7	0.5	0.2	5.6	5.5	0.1
Others	7.0	8.9	-1.9		7.7	7.8	-0.1	7.6	8.8	-1.2	7.9	8.2	-0.3	5.1	5.6	-0.5	1.3	2.6	-1.3	8.4	10.2	-1.8
MediaWorks Combo	42.6	41.8	0.8		37.4	35.0	2.4	43.6	42.8	0.8	40.8	41.4	-0.6	18.4	18.3	0.1	12.7	13.4	-0.7	50.4	49.8	0.6
NZME Combo	36.1	35.7	0.4		31.9	31.5	0.4	34.9	32.8	2.1	31.6	29.7	1.9	17.1	16.4	0.7	9.9	9.9	0.0	38.9	40.3	-1.4
All Commercial Radio	69.0	69.1	-0.1		61.3	57.9	3.4	67.6	63.8	3.8	63.3	63.2	0.1	33.4	31.9	1.5	20.3	20.9	-0.6	76.1	74.4	1.7

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 4 2018

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

Survey Comparisons: 3/2018 - 4/2018

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

Last 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

	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	13:18	12:56	0:22	3:29	1:51	1:38	7:49	11:41	-3:52	8:24	10:36	-2:12	12:54	11:04	1:49	15:08	12:06	3:02	16:50	16:15	0:35	10:25	11:58	-1:32
Coast	15:56	12:53	3:03	1:00	3:59	-2:59	7:56	2:25	5:30	8:46	5:36	3:09	8:32	9:10	-0:38	10:31	9:07	1:24	13:30	10:50	2:40	12:13	18:55	-6:42
Edge	8:32	7:45	0:47	11:28	8:30	2:58	6:57	6:58	-0:00	9:11	8:52	0:19	9:10	8:12	0:58	7:47	5:22	2:25	8:14	7:57	0:16	6:37	8:12	-1:34
Hokonui	9:16	9:44	-0:27	0:45	0:45	0:00	49:00	49:00	0:00	*	7:00	*	0:45	3:49	-3:04	9:55	8:58	0:57	9:58	8:37	1:21	*	*	*
Life FM	9:16	12:11	-2:55	3:00	*	*	3:28	3:07	0:20	13:16	14:23	-1:07	11:43	13:10	-1:27	1:00	16:56	-15:56	4:00	10:06	-6:06	8:54	20:06	-11:12
Mix	7:07	3:44	3:22	3:15	2:10	1:04	7:48	3:42	4:05	11:05	5:12	5:52	11:05	4:45	6:19	2:06	3:01	-0:54	2:06	3:00	-0:53	3:05	1:41	1:23
More FM	11:06	10:24	0:42	6:34	8:40	-2:06	9:11	8:52	0:19	12:14	10:30	1:43	13:19	11:10	2:09	12:26	10:05	2:20	9:38	10:15	-0:36	17:26	11:28	5:57
Newstalk ZB	17:22	16:00	1:22	*	2:47	*	4:40	4:56	-0:15	4:07	4:12	-0:05	5:56	10:37	-4:40	13:06	12:58	0:07	15:53	17:48	-1:54	8:05	7:17	0:47
Radio Hauraki	7:32	6:27	1:05	3:49	3:14	0:34	7:40	7:43	-0:02	10:34	8:17	2:16	8:48	7:31	1:16	5:09	4:28	0:40	4:12	2:45	1:26	14:07	9:27	4:39
RadioLIVE	8:06	8:10	-0:04	2:00	2:10	-0:10	4:15	5:12	-0:57	6:05	6:49	-0:44	7:08	9:16	-2:07	9:17	9:20	-0:02	9:02	7:21	1:41	8:59	8:37	0:21
Radio Sport	8:12	9:11	-0:59	0:45	0:45	0:00	5:55	11:15	-5:19	3:44	5:41	-1:56	9:53	13:36	-3:43	8:03	9:58	-1:55	5:40	6:26	-0:46	0:44	4:28	-3:43
Rhema	14:04	12:53	1:11	*	*	*	3:45	3:45	0:00	3:45	3:45	0:00	5:38	3:45	1:53	3:25	1:45	1:40	5:39	7:23	-1:43	3:45	3:45	0:00
Rock	11:36	13:43	-2:06	8:59	12:00	-3:00	11:32	11:07	0:24	10:36	12:39	-2:02	11:53	14:52	-2:59	11:32	15:56	-4:23	5:22	8:13	-2:50	8:30	9:47	-1:17
Star	21:37	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	33:58	n.a.	*	33:58	n.a.	*	13:30	n.a.	*	53:40	n.a.	*
Te Korimako o Taranaki	6:06	7:14	-1:07	2:07	2:08	-0:00	9:44	10:13	-0:29	9:26	10:14	-0:47	9:26	9:49	-0:23	6:24	8:55	-2:31	6:24	14:30	-8:05	6:45	9:16	-2:31
The Hits	8:27	9:52	-1:25	5:57	5:42	0:14	8:10	8:06	0:04	7:53	9:18	-1:25	7:45	9:28	-1:42	9:40	9:39	0:01	10:40	13:32	-2:52	7:53	9:36	-1:42
The Sound	14:19	13:00	1:19	6:08	3:44	2:24	13:26	10:01	3:25	21:31	16:32	4:59	17:26	14:20	3:06	13:15	14:02	-0:47	12:04	13:58	-1:53	13:46	13:48	-0:01
ZM	9:55	8:21	1:34	7:16	3:15	4:00	10:14	8:53	1:20	10:47	9:03	1:43	11:39	10:00	1:39	18:26	16:27	1:59	15:05	15:08	-0:02	11:46	10:22	1:24
Others	11:59	13:25	-1:26	5:40	5:34	0:05	9:25	10:01	-0:35	13:31	18:42	-5:11	14:12	17:39	-3:27	14:48	12:51	1:56	15:10	15:23	-0:13	19:29	23:37	-4:07
MediaWorks Combo	16:23	15:46	0:36	12:40	12:31	0:09	12:52	13:23	-0:31	17:41	16:44	0:56	18:56	17:25	1:30	18:15	17:03	1:12	15:54	16:09	-0:14	16:36	15:14	1:22
NZME Combo	14:26	14:26	0:00	7:20	5:58	1:21	12:06	11:28	0:37	13:00	14:00	-0:59	13:01	14:40	-1:39	13:20	13:54	-0:33	15:13	16:25	-1:11	15:06	18:31	-3:24
All Commercial Radio	22:14	21:50	0:23	14:07	13:30	0:37	18:54	18:34	0:20	22:37	22:19	0:18	23:40	23:22	0:18	23:37	22:31	1:05	22:41	23:39	-0:57	23:42	24:51	-1:08
Potential (000)	101.5	101.5	0.0	12.9	14.0	-1.1	22.8	21.7	1.1	27.9	27.9	0.0	43.5	43.5	0.0	31.2	31.2	0.0	27.4	27.4	0.0	17.9	17.5	0.4
Sample	855	903	-48	98	98	0	158	147	11	219	218	1	350	372	-22	254	279	-25	250	262	-12	159	169	-10

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 4 2018

Average Time Spent Listening (hh:mm) by Daypart, People 10+
 Survey Comparisons: 3/2018 - 4/2018

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

Last 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

	This	Last	+/-
Potential (000)	101.5	101.5	0.0
Sample Size	855	903	-48

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