



# TARANAKI COMMERCIAL RADIO - SURVEY 1 2016

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

Survey Comparisons: 2/2015 - 1/2016

This Survey Period: Sun Jan 31 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016

Last Survey Period: Sat Aug 8 to Sat Sep 19 2015

	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	5.5	6.5	-1.0	8	0.4	3.9	-3.5	4.5	3.8	0.7	4.7	3.7	1.0	5.1	5.3	-0.2	8.3	9.7	-1.4	9.7	10.2	-0.5	6.6	6.1	0.5
Coast	7.4	10.4	-3.0	6	0.1	*	*	1.9	0.2	1.7	2.5	2.8	-0.3	2.0	2.6	-0.6	4.9	8.3	-3.4	16.4	25.0	-8.6	5.5	1.5	4.0
Edge	12.4	12.5	-0.1	3	42.6	46.1	-3.5	21.9	19.5	2.4	17.5	15.8	1.7	14.7	13.6	1.1	6.0	10.6	-4.6	2.3	6.1	-3.8	22.5	18.7	3.8
Flava	2.8	2.0	0.8	10	4.8	3.4	1.4	7.0	7.1	-0.1	3.6	2.0	1.6	3.0	1.7	1.3	1.1	0.7	0.4	0.3	*	*	5.3	3.0	2.3
Hits	9.3	8.7	0.6	5	14.9	9.2	5.7	13.1	5.0	8.1	10.5	8.5	2.0	10.6	10.1	0.5	7.7	10.8	-3.1	5.9	7.9	-2.0	15.0	13.0	2.0
Hokonui	1.5	0.6	0.9	13	*	*	*	0.1	*	*	0.1	*	*	0.1	0.3	-0.2	3.6	1.1	2.5	4.2	0.9	3.3	*	1.0	*
Life FM	0.4	n.a.	*	17	0.2	n.a.	*	0.2	n.a.	*	1.1	n.a.	*	0.7	n.a.	*	0.1	n.a.	*	0.1	n.a.	*	0.3	n.a.	*
More FM	6.8	7.1	-0.3	7	4.6	14.1	-9.5	2.8	4.4	-1.6	9.2	7.6	1.6	10.3	7.9	2.4	10.5	8.8	1.7	5.9	6.8	-0.9	11.5	11.2	0.3
Newstalk ZB	10.1	11.3	-1.2	4	*	1.6	*	0.1	0.7	-0.6	1.1	1.6	-0.5	2.3	2.1	0.2	6.2	5.2	1.0	13.0	21.4	-8.4	0.5	3.8	-3.3
Radio Hauraki	2.7	1.7	1.0	11	3.3	0.7	2.6	5.5	3.4	2.1	5.6	3.9	1.7	4.4	3.2	1.2	1.6	1.4	0.2	0.7	0.2	0.5	2.7	1.3	1.4
Radio Live	4.9	3.5	1.4	9	0.4	1.1	-0.7	1.4	0.5	0.9	2.3	1.7	0.6	3.6	5.4	-1.8	7.0	6.9	0.1	8.9	2.1	6.8	2.1	6.8	-4.7
Radio Sport	1.2	1.9	-0.7	15	*	*	*	0.5	0.2	0.3	1.2	1.4	-0.2	1.3	2.4	-1.1	1.5	2.7	-1.2	2.0	1.7	0.3	0.1	3.6	-3.5
Rhema	1.5	n.a.	*	13	0.1	n.a.	*	*	n.a.	*	0.5	n.a.	*	1.8	n.a.	*	4.1	n.a.	*	2.3	n.a.	*	*	n.a.	*
Rock	12.6	15.6	-3.0	2	9.9	10.3	-0.4	29.4	36.8	-7.4	18.0	28.8	-10.8	16.8	21.5	-4.7	7.8	8.7	-0.9	1.4	2.8	-1.4	12.7	13.8	-1.1
Star	0.1	n.a.	*	18	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	0.3	n.a.	*	0.4	n.a.	*	*	n.a.	*
Te Korimako o Taranaki	1.0	n.a.	*	16	*	n.a.	*	0.9	n.a.	*	0.9	n.a.	*	0.8	n.a.	*	0.7	n.a.	*	1.6	n.a.	*	1.1	n.a.	*
The Sound	13.2	11.4	1.8	1	6.1	5.9	0.2	4.9	9.6	-4.7	13.2	10.9	2.3	15.3	14.5	0.8	22.4	17.5	4.9	19.2	9.4	9.8	7.3	9.7	-2.4
ZM	2.4	3.4	-1.0	12	6.3	3.4	2.9	4.9	6.5	-1.6	3.0	6.7	-3.7	2.6	5.3	-2.7	1.8	3.0	-1.2	1.0	1.4	-0.4	1.6	4.2	-2.6
Other	4.0	3.3	0.7		6.4	0.3	6.1	1.1	2.2	-1.1	5.2	4.6	0.6	4.6	4.1	0.5	4.3	4.6	-0.3	4.6	4.1	0.5	5.2	2.3	2.9
Mediaworks Combo	55.5	56.6	-1.1		64.0	81.3	-17.3	64.8	74.7	-9.9	64.9	68.5	-3.6	65.8	68.1	-2.3	62.0	62.2	-0.2	47.4	37.4	10.0	62.7	66.2	-3.5
NZME Combo	37.5	40.1	-2.6		29.4	18.4	11.0	33.0	23.1	9.9	27.4	26.9	0.5	26.3	27.8	-1.5	28.4	33.1	-4.7	43.5	58.6	-15.1	30.7	31.5	-0.8
Potential (000)	98.0	87.4	10.6		12.2	11.5	0.7	22.3	19.3	3.0	27.1	25.1	2.0	42.6	40.1	2.5	29.9	26.7	3.2	25.4	22.0	3.4	18.6	15.6	3.0
Sample	894	1,087	-193		100	98	2	171	248	-77	263	354	-91	394	544	-150	284	337	-53	272	300	-28	182	225	-43

Please note: Survey 1 2016 supplied by GfK; Survey 2 2015 supplied by TNS. Please take into account if comparing Survey 2 2015 and Survey 1 2016 results

Mediaworks Combo : Breeze or Edge or More FM or Radio Live or Rock or The Sound

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

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



# TARANAKI COMMERCIAL RADIO - SURVEY 1 2016

Station Share (%) by Daypart, People 10+

Survey Comparisons: 2/2015 - 1/2016

This Survey Period: Sun Jan 31 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016

Last Survey Period: Sat Aug 8 to Sat Sep 19 2015

	This	Last	+/-
Potential (000)	98.0	87.4	10.6
Sample Size	894	1,087	-193

	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	5.3	5.2	0.1	9	4.7	7.1	-2.4	6.3	8.2	-1.9	5.1	5.6	-0.5	3.8	5.9	-2.1	7.1	7.4	-0.3	6.0	5.9	0.1
Coast	6.6	8.1	-1.5	8	7.2	10.3	-3.1	8.3	11.1	-2.8	6.4	10.0	-3.6	5.4	11.5	-6.1	4.5	4.5	0.0	9.0	12.3	-3.3
Edge	12.2	13.3	-1.1	2	11.4	10.1	1.3	12.2	11.2	1.0	14.8	15.9	-1.1	11.9	9.0	2.9	15.2	10.7	4.5	11.9	14.6	-2.7
Flava	2.2	1.6	0.6	12	3.0	2.2	0.8	2.6	1.5	1.1	4.0	2.7	1.3	6.6	3.3	3.3	1.2	1.4	-0.2	2.3	2.2	0.1
Hits	7.9	8.7	-0.8	6	10.4	9.1	1.3	10.2	10.1	0.1	9.2	8.6	0.6	3.7	5.7	-2.0	2.0	4.6	-2.6	11.5	8.2	3.3
Hokonui	1.5	1.0	0.5	14	2.0	1.3	0.7	1.1	0.5	0.6	1.5	0.2	1.3	0.2	*	*	0.4	*	*	2.0	0.3	1.7
Life FM	0.3	n.a.	*	17	0.3	n.a.	*	0.2	n.a.	*	0.2	n.a.	*	0.1	n.a.	*	0.2	n.a.	*	0.9	n.a.	*
More FM	8.1	8.6	-0.5	5	7.6	7.3	0.3	7.7	6.3	1.4	6.7	6.6	0.1	3.3	4.6	-1.3	4.1	6.4	-2.3	5.8	7.1	-1.3
Newstalk ZB	10.3	13.0	-2.7	4	7.4	10.6	-3.2	4.8	7.0	-2.2	6.1	9.0	-2.9	26.0	21.3	4.7	30.9	24.2	6.7	11.3	11.8	-0.5
Radio Hauraki	3.2	1.4	1.8	11	2.7	2.3	0.4	2.9	2.4	0.5	3.8	1.7	2.1	3.0	2.3	0.7	1.3	0.6	0.7	1.8	0.9	0.9
Radio Live	7.7	4.7	3.0	7	3.4	3.4	0.0	3.5	2.4	1.1	6.1	2.9	3.2	6.5	6.4	0.1	7.3	3.7	3.6	3.7	3.4	0.3
Radio Sport	1.0	1.6	-0.6	16	1.1	1.5	-0.4	1.1	1.4	-0.3	0.8	1.1	-0.3	1.2	2.1	-0.9	0.8	3.9	-3.1	1.8	3.2	-1.4
Rhema	1.2	n.a.	*	15	1.2	n.a.	*	1.4	n.a.	*	2.1	n.a.	*	3.7	n.a.	*	1.3	n.a.	*	1.3	n.a.	*
Rock	12.9	15.2	-2.3	1	15.5	17.1	-1.6	16.5	19.6	-3.1	12.6	17.6	-5.0	5.9	12.5	-6.6	8.8	12.1	-3.3	8.3	10.8	-2.5
Star	*	n.a.	*	*	0.1	n.a.	*	0.2	n.a.	*	0.2	n.a.	*	0.2	n.a.	*	0.3	n.a.	*	0.1	n.a.	*
Te Korimako o Taranaki	1.8	n.a.	*	13	0.9	n.a.	*	0.5	n.a.	*	0.7	n.a.	*	2.2	n.a.	*	0.5	n.a.	*	0.8	n.a.	*
The Sound	10.7	9.5	1.2	3	14.7	12.2	2.5	15.7	13.0	2.7	12.5	11.0	1.5	9.0	7.5	1.5	11.1	12.6	-1.5	13.7	11.7	2.0
ZM	3.4	5.6	-2.2	10	1.7	3.3	-1.6	2.1	3.1	-1.0	4.1	3.7	0.4	1.6	1.3	0.3	0.3	2.3	-2.0	2.2	2.6	-0.4
Other	3.7	2.6	1.1		4.7	2.1	2.6	2.6	2.3	0.3	3.0	3.3	-0.3	5.6	6.6	-1.0	2.8	5.6	-2.8	5.4	5.0	0.4
Mediaworks Combo	57.0	56.5	0.5		57.4	57.3	0.1	61.9	60.6	1.3	57.9	59.7	-1.8	40.4	45.9	-5.5	53.6	52.8	0.8	49.4	53.6	-4.2
NZME Combo	36.0	40.9	-4.9		35.6	40.6	-5.0	33.2	37.1	-3.9	35.9	37.0	-1.1	47.7	47.4	0.3	41.3	41.6	-0.3	42.0	41.4	0.6

Please note: Survey 1 2016 supplied by GfK; Survey 2 2015 supplied by TNS. Please take into account if comparing Survey 2 2015 and Survey 1 2016 results

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

Survey Comparisons: 2/2015 - 1/2016

This Survey Period: Sun Jan 31 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016

Last Survey Period: Sat Aug 8 to Sat Sep 19 2015

	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	9.4	8.1	1.3	7	0.4	0.8	-0.4	1.7	1.3	0.4	3.2	2.0	1.2	4.4	3.2	1.2	3.4	2.9	0.5	3.7	2.7	1.0	2.0	1.1	0.9
Coast	9.2	8.3	0.9	8	0.1	*	*	0.7	0.4	0.3	1.0	0.9	0.1	1.5	1.5	0.0	2.5	3.0	-0.5	5.5	5.3	0.2	1.3	0.3	1.0
Edge	25.1	21.1	4.0	1	5.1	5.4	-0.3	10.4	7.2	3.2	9.3	7.7	1.6	12.6	10.8	1.8	4.8	4.8	0.0	1.9	1.9	0.0	6.8	5.3	1.5
Flava	7.3	4.9	2.4	10	0.6	1.1	-0.5	3.7	3.3	0.4	3.0	1.4	1.6	3.7	1.7	2.0	1.3	0.3	1.0	0.7	0.1	0.6	1.4	0.8	0.6
Hits	19.3	12.3	7.0	2	2.2	2.3	-0.1	5.9	2.1	3.8	5.9	4.0	1.9	9.5	6.6	2.9	5.9	3.6	2.3	4.3	2.3	2.0	5.2	3.4	1.8
Hokonui	1.7	0.9	0.8	15	*	0.1	*	0.3	*	*	0.3	*	*	0.3	0.3	0.0	0.5	0.5	0.0	1.1	0.4	0.7	*	0.1	*
Life FM	1.2	n.a.	*	17	0.1	n.a.	*	0.2	n.a.	*	0.9	n.a.	*	0.9	n.a.	*	0.3	n.a.	*	0.2	n.a.	*	0.2	n.a.	*
More FM	11.7	12.0	-0.3	5	1.1	2.0	-0.9	2.7	2.5	0.2	4.3	4.5	-0.2	8.0	6.6	1.4	5.1	3.9	1.2	1.7	2.5	-0.8	3.2	2.6	0.6
Newstalk ZB	9.8	10.0	-0.2	6	*	0.5	*	0.3	0.6	-0.3	0.3	1.2	-0.9	1.4	2.5	-1.1	2.9	3.0	-0.1	4.8	4.7	0.1	0.2	1.2	-1.0
Radio Hauraki	5.8	3.0	2.8	12	0.5	0.4	0.1	1.7	0.9	0.8	2.7	1.5	1.2	3.8	2.0	1.8	1.5	0.7	0.8	0.5	0.2	0.3	1.7	0.8	0.9
Radio Live	7.7	5.2	2.5	9	0.2	0.5	-0.3	0.7	0.5	0.2	1.9	1.4	0.5	4.1	3.0	1.1	3.5	2.4	1.1	2.5	1.5	1.0	0.9	1.3	-0.4
Radio Sport	3.9	4.4	-0.5	13	*	*	*	0.5	0.2	0.3	0.8	1.2	-0.4	1.6	2.2	-0.6	1.9	1.6	0.3	1.9	1.6	0.3	0.1	0.7	-0.6
Rhema	1.4	n.a.	*	16	0.1	n.a.	*	0.1	n.a.	*	0.1	n.a.	*	0.7	n.a.	*	0.9	n.a.	*	0.6	n.a.	*	0.1	n.a.	*
Rock	18.3	18.0	0.3	3	1.8	2.3	-0.5	7.7	7.5	0.2	9.6	8.3	1.3	12.5	11.0	1.5	3.9	3.9	0.0	1.3	1.4	-0.1	4.7	3.7	1.0
Star	0.6	n.a.	*	18	*	n.a.	*	0.1	n.a.	*	0.1	n.a.	*	0.4	n.a.	*	0.4	n.a.	*	0.2	n.a.	*	*	n.a.	*
Te Korimako o Taranaki	3.3	n.a.	*	14	*	n.a.	*	0.8	n.a.	*	1.1	n.a.	*	1.3	n.a.	*	0.7	n.a.	*	1.2	n.a.	*	0.7	n.a.	*
The Sound	16.4	9.3	7.1	4	0.6	0.5	0.1	2.4	1.6	0.8	5.1	2.7	2.4	9.4	5.3	4.1	8.7	4.6	4.1	5.9	2.6	3.3	2.7	1.8	0.9
ZM	7.0	6.8	0.2	11	0.9	1.1	-0.2	3.5	2.9	0.6	2.9	3.1	-0.2	3.6	4.3	-0.7	1.5	1.6	-0.1	0.8	0.5	0.3	1.3	2.0	-0.7
Other	9.1	7.7	1.4		1.1	0.2	0.9	1.0	1.9	-0.9	2.3	2.5	-0.2	4.1	4.0	0.1	3.5	3.4	0.1	3.0	2.7	0.3	1.7	1.2	0.5
Mediaworks Combo	59.4	49.7	9.7		6.8	7.9	-1.1	17.3	13.2	4.1	20.2	17.1	3.1	31.0	26.4	4.6	19.7	15.6	4.1	12.9	9.1	3.8	12.6	10.2	2.4
NZME Combo	49.2	39.2	10.0		3.8	4.5	-0.7	11.9	8.5	3.4	14.1	10.7	3.4	20.9	17.1	3.8	13.3	11.2	2.1	13.8	10.5	3.3	9.4	7.5	1.9
All Commercial Radio	85.0	68.6	16.4		9.4	8.8	0.6	20.5	16.4	4.1	25.1	21.1	4.0	38.7	33.0	5.7	26.4	20.8	5.6	21.8	16.6	5.2	16.6	13.2	3.4
Potential (000)	98.0	87.4	10.6		12.2	11.5	0.7	22.3	19.3	3.0	27.1	25.1	2.0	42.6	40.1	2.5	29.9	26.7	3.2	25.4	22.0	3.4	18.6	15.6	3.0
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	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	5.8	4.9	0.9	7	4.4	3.4	1.0	5.9	4.5	1.4	4.1	2.7	1.4	2.0	1.3	0.7	1.9	1.0	0.9	6.9	4.2	2.7
Coast	5.0	5.0	0.0	9	5.1	4.6	0.5	5.3	5.2	0.1	5.6	4.3	1.3	1.9	2.0	-0.1	1.8	1.2	0.6	6.3	6.6	-0.3
Edge	14.9	13.0	1.9	1	11.3	8.0	3.3	15.1	9.9	5.2	13.0	10.2	2.8	5.7	4.4	1.3	4.3	1.8	2.5	16.7	13.5	3.2
Flava	4.0	1.7	2.3	11	3.3	1.9	1.4	3.4	2.0	1.4	3.0	1.8	1.2	1.9	1.7	0.2	0.9	0.7	0.2	3.8	2.8	1.0
Hits	10.2	8.0	2.2	3	9.0	5.6	3.4	11.6	6.4	5.2	8.7	5.7	3.0	2.1	1.7	0.4	1.4	1.0	0.4	11.8	7.3	4.5
Hokonui	1.1	0.5	0.6	15	0.8	0.5	0.3	0.5	0.4	0.1	0.3	0.1	0.2	0.1	*	*	0.4	*	*	1.0	0.5	0.5
Life FM	0.7	n.a.	*	17	0.4	n.a.	*	0.7	n.a.	*	0.4	n.a.	*	0.1	n.a.	*	0.1	n.a.	*	0.9	n.a.	*
More FM	7.2	6.7	0.5	5	5.1	4.4	0.7	7.3	5.0	2.3	6.1	4.9	1.2	1.7	1.3	0.4	1.2	0.9	0.3	7.2	6.2	1.0
Newstalk ZB	6.6	6.7	-0.1	6	4.7	5.0	-0.3	4.6	4.6	0.0	4.5	3.9	0.6	4.6	3.2	1.4	3.5	2.6	0.9	7.0	7.0	0.0
Radio Hauraki	3.4	1.3	2.1	12	2.8	0.9	1.9	3.1	1.5	1.6	2.6	1.4	1.2	1.3	0.7	0.6	0.8	0.2	0.6	3.2	1.4	1.8
Radio Live	5.6	2.8	2.8	8	2.6	1.9	0.7	2.8	1.8	1.0	3.2	1.6	1.6	1.9	1.1	0.8	1.3	0.6	0.7	3.8	2.8	1.0
Radio Sport	1.7	1.8	-0.1	14	1.0	1.4	-0.4	1.5	1.9	-0.4	1.3	1.2	0.1	0.8	1.1	-0.3	0.4	0.6	-0.2	2.8	3.4	-0.6
Rhema	0.9	n.a.	*	16	0.9	n.a.	*	0.9	n.a.	*	0.6	n.a.	*	0.5	n.a.	*	0.5	n.a.	*	1.0	n.a.	*
Rock	11.8	10.3	1.5	2	8.8	8.3	0.5	9.7	9.7	0.0	9.9	9.6	0.3	3.6	4.1	-0.5	2.5	2.6	-0.1	10.5	8.1	2.4
Star	0.1	n.a.	*	18	0.1	n.a.	*	0.2	n.a.	*	0.3	n.a.	*	0.1	n.a.	*	0.1	n.a.	*	0.4	n.a.	*
Te Korimako o Taranaki	1.8	n.a.	*	13	1.2	n.a.	*	1.0	n.a.	*	0.8	n.a.	*	0.7	n.a.	*	0.2	n.a.	*	1.0	n.a.	*
The Sound	9.1	5.7	3.4	4	9.2	5.1	4.1	9.6	6.1	3.5	9.0	5.5	3.5	3.6	1.8	1.8	2.9	1.2	1.7	10.3	6.5	3.8
ZM	4.1	3.7	0.4	10	2.2	2.3	-0.1	3.8	2.9	0.9	3.8	3.1	0.7	1.5	0.9	0.6	0.1	0.9	-0.8	3.7	3.6	0.1
Other	4.3	2.3	2.0		4.2	1.7	2.5	4.1	1.5	2.6	3.0	2.6	0.4	1.9	1.8	0.1	1.5	1.0	0.5	6.1	4.9	1.2
Mediaworks Combo	43.5	35.6	7.9		34.6	26.1	8.5	39.9	30.8	9.1	38.0	28.9	9.1	16.6	12.6	4.0	11.1	7.4	3.7	42.4	34.5	7.9
NZME Combo	32.6	26.0	6.6		26.5	19.8	6.7	30.8	22.3	8.5	26.4	19.9	6.5	12.4	10.6	1.8	8.7	6.8	1.9	34.2	28.2	6.0
All Commercial Radio	69.1	54.5	14.6		55.2	41.0	14.2	62.6	46.6	16.0	59.2	44.5	14.7	29.7	22.8	6.9	18.7	14.1	4.6	68.3	55.0	13.3

Please note: Survey 1 2016 supplied by GfK; Survey 2 2015 supplied by TNS. Please take into account if comparing Survey 2 2015 and Survey 1 2016 results

Mediaworks Combo : Breeze or Edge or More FM or Radio Live or Rock or The Sound  
 NZME Combo : Coast or Flava or Hits or Hokonui or Newstalk ZB or Radio Hauraki or Radio Sport or ZM



# TARANAKI COMMERCIAL RADIO - SURVEY 1 2016

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

Survey Comparisons: 2/2015 - 1/2016

This Survey Period: Sun Jan 31 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016

Last Survey Period: Sat Aug 8 to Sat Sep 19 2015

	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	10:24	11:41	-1:16	0:59	3:42	-2:42	10:51	9:14	1:37	7:53	7:53	0:00	9:12	11:47	-2:34	13:28	16:36	-3:07	13:46	15:36	-1:49	9:38	13:54	-4:15
Coast	14:13	18:08	-3:54	1:00	*	*	11:12	1:44	9:28	12:56	12:51	0:05	10:49	12:41	-1:51	10:45	13:54	-3:08	15:40	19:37	-3:56	12:39	11:29	1:10
Edge	8:42	8:40	0:02	9:05	6:24	2:41	8:35	8:45	-0:09	10:11	8:47	1:24	9:21	9:01	0:20	6:50	11:07	-4:16	6:11	13:03	-6:51	9:48	9:03	0:45
Flava	6:54	6:01	0:53	8:13	2:18	5:55	7:40	6:57	0:43	6:34	6:08	0:26	6:38	7:00	-0:21	4:46	10:58	-6:11	2:22	1:00	1:22	11:22	9:56	1:26
Hits	8:30	10:21	-1:50	7:22	2:59	4:23	9:01	7:36	1:25	9:35	9:09	0:26	9:00	11:03	-2:02	7:10	15:03	-7:52	7:09	14:33	-7:23	8:32	9:48	-1:15
Hokonui	15:33	9:43	5:50	*	0:15	*	1:57	*	*	1:57	*	*	1:57	8:24	-6:26	38:34	10:54	27:40	19:17	10:05	9:12	*	31:00	*
Life FM	5:31	n.a.	*	2:00	n.a.	*	3:03	n.a.	*	6:48	n.a.	*	6:24	n.a.	*	2:29	n.a.	*	3:04	n.a.	*	4:57	n.a.	*
More FM	10:20	8:35	1:45	4:41	5:25	-0:43	4:09	5:42	-1:32	11:49	7:17	4:32	10:23	8:33	1:50	11:19	11:05	0:14	18:06	11:21	6:45	10:54	11:04	-0:09
Newstalk ZB	18:17	16:26	1:51	*	2:19	*	0:53	3:55	-3:01	19:29	5:23	14:06	13:05	6:10	6:55	11:44	8:28	3:16	14:28	19:05	-4:36	6:31	8:25	-1:53
Radio Hauraki	8:18	8:24	-0:05	7:50	1:30	6:20	13:21	11:44	1:37	11:04	11:19	-0:14	9:23	11:18	-1:54	5:53	10:21	-4:27	7:54	3:07	4:47	4:46	4:23	0:23
Radio Live	11:18	9:53	1:25	2:25	1:48	0:37	8:17	3:29	4:48	6:40	5:01	1:39	6:59	12:46	-5:46	11:15	14:27	-3:11	18:46	5:58	12:48	6:41	12:53	-6:11
Radio Sport	5:25	6:22	-0:56	*	*	*	3:45	2:38	1:07	7:59	5:04	2:55	6:14	7:54	-1:39	4:32	8:35	-4:02	5:35	4:13	1:22	4:45	13:04	-8:19
Rhema	19:10	n.a.	*	1:15	n.a.	*	2:15	n.a.	*	21:58	n.a.	*	20:22	n.a.	*	24:44	n.a.	*	20:19	n.a.	*	0:30	n.a.	*
Rock	12:08	12:40	-0:31	5:52	3:20	2:32	15:37	15:54	-0:16	10:15	14:51	-4:36	10:50	14:08	-3:17	10:59	10:58	0:01	5:43	8:25	-2:41	8:05	9:26	-1:20
Star	3:50	n.a.	*	*	n.a.	*	0:15	n.a.	*	0:15	n.a.	*	0:15	n.a.	*	4:35	n.a.	*	10:03	n.a.	*	*	n.a.	*
Te Korimako o Taranaki	5:22	n.a.	*	*	n.a.	*	4:38	n.a.	*	4:22	n.a.	*	5:08	n.a.	*	5:08	n.a.	*	6:49	n.a.	*	4:47	n.a.	*
The Sound	14:19	18:00	-3:40	10:43	8:16	2:27	8:25	19:45	-11:19	14:13	17:35	-3:21	13:04	19:41	-6:36	14:18	18:52	-4:33	17:09	14:51	2:18	8:04	13:45	-5:40
ZM	6:05	7:21	-1:15	7:19	2:20	4:59	5:40	7:12	-1:31	5:38	9:12	-3:33	5:45	8:50	-3:04	6:47	9:20	-2:32	6:55	11:25	-4:29	3:44	5:18	-1:33
Other	7:49	6:20	1:29	6:13	0:51	5:22	4:45	3:52	0:53	12:25	7:59	4:26	9:01	7:22	1:39	6:45	6:45	0:00	8:18	6:20	1:58	8:53	4:49	4:04
Mediaworks Combo	16:32	16:37	-0:04	10:09	7:42	2:27	15:16	18:10	-2:53	17:28	17:08	0:20	17:03	18:33	-1:29	17:22	19:47	-2:24	19:27	17:08	2:19	14:46	16:34	-1:47
NZME Combo	13:29	14:55	-1:25	8:27	3:03	5:24	11:13	8:45	2:28	10:35	10:47	-0:12	10:07	11:40	-1:32	11:50	14:41	-2:50	16:41	23:07	-6:25	9:46	10:38	-0:51
All Commercial Radio	20:50	21:17	-0:26	11:31	8:30	3:01	19:47	19:37	0:10	21:40	20:15	1:25	20:46	21:48	-1:01	20:55	23:52	-2:56	24:16	25:04	-0:47	17:58	19:19	-1:20
Potential (000)	98.0	87.4	10.6	12.2	11.5	0.7	22.3	19.3	3.0	27.1	25.1	2.0	42.6	40.1	2.5	29.9	26.7	3.2	25.4	22.0	3.4	18.6	15.6	3.0
Sample	894	1,087	-193	100	98	2	171	248	-77	263	354	-91	394	544	-150	284	337	-53	272	300	-28	182	225	-43

Please note: Survey 1 2016 supplied by GfK; Survey 2 2015 supplied by TNS. Please take into account if comparing Survey 2 2015 and Survey 1 2016 results

Mediaworks Combo: Breeze or Edge or More FM or Radio Live or Rock or The Sound

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



# TARANAKI COMMERCIAL RADIO - SURVEY 1 2016

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

Survey Comparisons: 2/2015 - 1/2016

This Survey Period: Sun Jan 31 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016

Last Survey Period: Sat Aug 8 to Sat Sep 19 2015

	This	Last	+/-
Potential (000)	98.0	87.4	10.6
Sample Size	894	1,087	-193

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

Please note: Survey 1 2016 supplied by GfK; Survey 2 2015 supplied by TNS. Please take into account if comparing Survey 2 2015 and Survey 1 2016 results

Mediaworks Combo : Breeze or Edge or More FM or Radio Live or Rock or The Sound

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