



TARANAKI COMMERCIAL RADIO - SURVEY 1 2017

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

Survey Comparisons: 1/2016 - 1/2017

This Survey Period: Sun Apr 10 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Apr 8 2017

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

	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	5.1	5.5	-0.4	8	1.1	0.4	0.7	3.2	4.5	-1.3	4.2	4.7	-0.5	5.1	5.1	0.0	7.7	8.3	-0.6	8.3	9.7	-1.4	4.9	6.6	-1.7
Coast	8.2	7.4	0.8	6	0.6	0.1	0.5	1.7	1.9	-0.2	2.4	2.5	-0.1	2.4	2.0	0.4	6.7	4.9	1.8	18.9	16.4	2.5	4.6	5.5	-0.9
Edge	12.6	12.4	0.2	2	39.8	42.6	-2.8	25.7	21.9	3.8	17.3	17.5	-0.2	15.0	14.7	0.3	6.5	6.0	0.5	2.1	2.3	-0.2	21.5	22.5	-1.0
Flava	2.6	2.8	-0.2	11	5.3	4.8	0.5	7.3	7.0	0.3	3.4	3.6	-0.2	2.7	3.0	-0.3	0.7	1.1	-0.4	0.3	0.3	0.0	4.2	5.3	-1.1
Hokonui	1.9	1.5	0.4	13	*	*	*	*	0.1	*	*	0.1	*	*	0.1	*	4.9	3.6	1.3	5.5	4.2	1.3	*	*	*
Life FM	0.4	0.4	0.0	17	0.1	0.2	-0.1	0.3	0.2	0.1	1.4	1.1	0.3	0.9	0.7	0.2	0.1	0.1	0.0	0.1	0.1	0.0	0.3	0.3	0.0
More FM	7.5	6.8	0.7	7	2.7	4.6	-1.9	4.6	2.8	1.8	11.2	9.2	2.0	12.4	10.3	2.1	10.5	10.5	0.0	5.0	5.9	-0.9	11.2	11.5	-0.3
Newstalk ZB	10.8	10.1	0.7	3	*	*	*	0.1	0.1	0.0	1.3	1.1	0.2	1.8	2.3	-0.5	5.6	6.2	-0.6	13.5	13.0	0.5	1.8	0.5	1.3
Radio Hauraki	2.0	2.7	-0.7	12	2.2	3.3	-1.1	2.3	5.5	-3.2	2.7	5.6	-2.9	2.4	4.4	-2.0	1.4	1.6	-0.2	0.8	0.7	0.1	3.0	2.7	0.3
Radio Live	4.3	4.9	-0.6	9	0.6	0.4	0.2	0.8	1.4	-0.6	2.3	2.3	0.0	3.1	3.6	-0.5	5.1	7.0	-1.9	7.1	8.9	-1.8	1.7	2.1	-0.4
Radio Sport	1.2	1.2	0.0	14	*	*	*	0.5	0.5	0.0	0.9	1.2	-0.3	1.0	1.3	-0.3	1.2	1.5	-0.3	2.0	2.0	0.0	0.6	0.1	0.5
Rhema	1.2	1.5	-0.3	14	0.1	0.1	0.0	*	*	*	0.6	0.5	0.1	1.0	1.8	-0.8	3.0	4.1	-1.1	2.4	2.3	0.1	*	*	*
Rock	13.4	12.6	0.8	1	9.1	9.9	-0.8	29.4	29.4	0.0	25.1	18.0	7.1	20.6	16.8	3.8	7.1	7.8	-0.7	2.0	1.4	0.6	18.6	12.7	5.9
Star	0.2	0.1	0.1	18	*	*	*	*	*	*	*	*	*	*	*	*	0.4	0.3	0.1	0.5	0.4	0.1	*	*	*
Te Korimako o Taranaki	0.8	1.0	-0.2	16	*	*	*	0.9	0.9	0.0	0.9	0.9	0.0	0.9	0.8	0.1	0.5	0.7	-0.2	1.3	1.6	-0.3	1.0	1.1	-0.1
The Hits	10.8	9.3	1.5	3	19.7	14.9	4.8	11.6	13.1	-1.5	9.9	10.5	-0.6	14.0	10.6	3.4	12.4	7.7	4.7	5.7	5.9	-0.2	16.4	15.0	1.4
The Sound	10.3	13.2	-2.9	5	4.1	6.1	-2.0	4.2	4.9	-0.7	9.1	13.2	-4.1	9.8	15.3	-5.5	18.9	22.4	-3.5	18.6	19.2	-0.6	3.8	7.3	-3.5
ZM	3.1	2.4	0.7	10	8.5	6.3	2.2	5.7	4.9	0.8	3.6	3.0	0.6	3.6	2.6	1.0	2.6	1.8	0.8	1.1	1.0	0.1	2.0	1.6	0.4
Other	3.6	4.0	-0.4		6.1	6.4	-0.3	1.6	1.1	0.5	3.6	5.2	-1.6	3.3	4.6	-1.3	4.6	4.3	0.3	5.0	4.6	0.4	4.5	5.2	-0.7
Mediaworks Combo	53.1	55.5	-2.4		57.4	64.0	-6.6	68.0	64.8	3.2	69.3	64.9	4.4	66.0	65.8	0.2	55.9	62.0	-6.1	43.1	47.4	-4.3	61.6	62.7	-1.1
NZME Combo	40.7	37.5	3.2		36.4	29.4	7.0	29.1	33.0	-3.9	24.2	27.4	-3.2	27.8	26.3	1.5	35.5	28.4	7.1	47.7	43.5	4.2	32.6	30.7	1.9
Potential (000)	98.4	98.0	0.4		12.5	12.2	0.3	22.1	22.3	-0.2	27.4	27.1	0.3	42.7	42.6	0.1	29.9	29.9	0.0	25.7	25.4	0.3	20.1	18.6	1.5
Sample	885	894	-9		112	100	12	179	171	8	257	263	-6	382	394	-12	264	284	-20	255	272	-17	179	182	-3

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

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

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



TARANAKI COMMERCIAL RADIO - SURVEY 1 2017

Station Share (%) by Daypart, People 10+

Survey Comparisons: 1/2016 - 1/2017

This Survey Period: Sun Apr 10 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Apr 8 2017

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

	This	Last	+/-
Potential (000)	98.4	98.0	0.4
Sample Size	885	894	-9

	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	4.4	5.3	-0.9	9	4.8	4.7	0.1	5.8	6.3	-0.5	4.8	5.1	-0.3	5.6	3.8	1.8	4.1	7.1	-3.0	5.4	6.0	-0.6
Coast	6.7	6.6	0.1	8	8.8	7.2	1.6	9.2	8.3	0.9	7.0	6.4	0.6	7.3	5.4	1.9	4.0	4.5	-0.5	9.6	9.0	0.6
Edge	12.3	12.2	0.1	2	10.7	11.4	-0.7	12.0	12.2	-0.2	14.7	14.8	-0.1	14.7	11.9	2.8	12.9	15.2	-2.3	13.3	11.9	1.4
Flava	2.1	2.2	-0.1	12	3.0	3.0	0.0	3.2	2.6	0.6	3.3	4.0	-0.7	3.6	6.6	-3.0	1.2	1.2	0.0	2.1	2.3	-0.2
Hokonui	1.7	1.5	0.2	13	2.4	2.0	0.4	1.8	1.1	0.7	2.0	1.5	0.5	0.4	0.2	0.2	1.1	0.4	0.7	2.5	2.0	0.5
Life FM	0.3	0.3	0.0	17	0.3	0.3	0.0	0.3	0.2	0.1	0.2	0.2	0.0	0.2	0.1	0.1	0.2	0.2	0.0	1.0	0.9	0.1
More FM	7.8	8.1	-0.3	6	8.9	7.6	1.3	8.6	7.7	0.9	7.6	6.7	0.9	3.4	3.3	0.1	5.6	4.1	1.5	6.3	5.8	0.5
Newstalk ZB	11.7	10.3	1.4	3	7.9	7.4	0.5	4.6	4.8	-0.2	6.0	6.1	-0.1	26.6	26.0	0.6	35.9	30.9	5.0	11.9	11.3	0.6
Radio Hauraki	3.1	3.2	-0.1	11	2.1	2.7	-0.6	2.3	2.9	-0.6	2.4	3.8	-1.4	0.7	3.0	-2.3	0.7	1.3	-0.6	1.2	1.8	-0.6
Radio Live	7.1	7.7	-0.6	7	2.7	3.4	-0.7	2.6	3.5	-0.9	5.5	6.1	-0.6	5.7	6.5	-0.8	6.1	7.3	-1.2	3.4	3.7	-0.3
Radio Sport	1.0	1.0	0.0	15	1.0	1.1	-0.1	1.1	1.1	0.0	0.7	0.8	-0.1	1.3	1.2	0.1	0.8	0.8	0.0	2.1	1.8	0.3
Rhema	0.9	1.2	-0.3	16	1.0	1.2	-0.2	1.1	1.4	-0.3	1.7	2.1	-0.4	3.2	3.7	-0.5	1.2	1.3	-0.1	0.9	1.3	-0.4
Rock	13.5	12.9	0.6	1	16.6	15.5	1.1	17.7	16.5	1.2	13.2	12.6	0.6	7.3	5.9	1.4	10.5	8.8	1.7	8.8	8.3	0.5
Star	*	*	*	*	0.1	0.1	0.0	0.3	0.2	0.1	0.2	0.2	0.0	0.3	0.2	0.1	0.6	0.3	0.3	0.1	0.1	0.0
Te Korimako o Taranaki	1.4	1.8	-0.4	14	0.5	0.9	-0.4	0.2	0.5	-0.3	0.5	0.7	-0.2	2.9	2.2	0.7	0.3	0.5	-0.2	0.7	0.8	-0.1
The Hits	10.3	7.9	2.4	4	11.4	10.4	1.0	11.7	10.2	1.5	10.3	9.2	1.1	4.7	3.7	1.0	6.2	2.0	4.2	12.5	11.5	1.0
The Sound	8.4	10.7	-2.3	5	11.8	14.7	-2.9	12.0	15.7	-3.7	11.4	12.5	-1.1	5.3	9.0	-3.7	6.5	11.1	-4.6	10.4	13.7	-3.3
ZM	3.7	3.4	0.3	10	2.1	1.7	0.4	3.3	2.1	1.2	4.5	4.1	0.4	2.5	1.6	0.9	0.8	0.3	0.5	3.0	2.2	0.8
Other	3.5	3.7	-0.2		3.7	4.7	-1.0	2.3	2.6	-0.3	3.9	3.0	0.9	4.5	5.6	-1.1	1.3	2.8	-1.5	5.0	5.4	-0.4
Mediaworks Combo	53.5	57.0	-3.5		55.6	57.4	-1.8	58.6	61.9	-3.3	57.2	57.9	-0.7	42.0	40.4	1.6	45.6	53.6	-8.0	47.6	49.4	-1.8
NZME Combo	40.3	36.0	4.3		38.8	35.6	3.2	37.2	33.2	4.0	36.2	35.9	0.3	47.0	47.7	-0.7	50.7	41.3	9.4	44.8	42.0	2.8

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

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

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

Survey Comparisons: 1/2016 - 1/2017

This Survey Period: Sun Apr 10 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Apr 8 2017

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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	8.6	9.4	-0.8	8	0.5	0.4	0.1	1.4	1.7	-0.3	2.5	3.2	-0.7	3.8	4.4	-0.6	3.4	3.4	0.0	3.4	3.7	-0.3	2.1	2.0	0.1
Coast	9.1	9.2	-0.1	7	0.2	0.1	0.1	0.7	0.7	0.0	0.9	1.0	-0.1	1.3	1.5	-0.2	2.7	2.5	0.2	6.1	5.5	0.6	1.1	1.3	-0.2
Edge	24.4	25.1	-0.7	1	5.8	5.1	0.7	10.3	10.4	-0.1	8.2	9.3	-1.1	11.3	12.6	-1.3	4.5	4.8	-0.3	1.6	1.9	-0.3	7.0	6.8	0.2
Flava	6.6	7.3	-0.7	11	1.3	0.6	0.7	3.7	3.7	0.0	1.8	3.0	-1.2	2.4	3.7	-1.3	0.8	1.3	-0.5	0.4	0.7	-0.3	1.5	1.4	0.1
Hokonui	1.3	1.7	-0.4	15	*	*	*	*	0.3	*	*	0.3	*	*	0.3	*	0.8	0.5	0.3	1.2	1.1	0.1	*	*	*
Life FM	1.1	1.2	-0.1	16	0.1	0.1	0.0	0.3	0.2	0.1	0.9	0.9	0.0	0.9	0.9	0.0	0.1	0.3	-0.2	0.1	0.2	-0.1	0.2	0.2	0.0
More FM	12.7	11.7	1.0	5	0.7	1.1	-0.4	3.1	2.7	0.4	4.4	4.3	0.1	8.2	8.0	0.2	5.3	5.1	0.2	2.0	1.7	0.3	3.3	3.2	0.1
Newstalk ZB	10.6	9.8	0.8	6	0.1	*	*	0.3	0.3	0.0	0.4	0.3	0.1	1.5	1.4	0.1	3.0	2.9	0.1	5.2	4.8	0.4	0.4	0.2	0.2
Radio Hauraki	6.1	5.8	0.3	12	0.8	0.5	0.3	1.3	1.7	-0.4	3.0	2.7	0.3	3.9	3.8	0.1	1.1	1.5	-0.4	0.4	0.5	-0.1	2.1	1.7	0.4
Radio Live	7.1	7.7	-0.6	10	0.3	0.2	0.1	0.7	0.7	0.0	1.9	1.9	0.0	3.5	4.1	-0.6	2.7	3.5	-0.8	2.4	2.5	-0.1	1.1	0.9	0.2
Radio Sport	3.9	3.9	0.0	13	*	*	*	0.4	0.5	-0.1	0.6	0.8	-0.2	1.3	1.6	-0.3	1.6	1.9	-0.3	1.9	1.9	0.0	0.3	0.1	0.2
Rhema	0.7	1.4	-0.7	17	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.4	0.7	-0.3	0.5	0.9	-0.4	0.3	0.6	-0.3	*	0.1	*
Rock	19.7	18.3	1.4	3	2.3	1.8	0.5	7.7	7.7	0.0	10.5	9.6	0.9	13.3	12.5	0.8	4.0	3.9	0.1	1.6	1.3	0.3	6.1	4.7	1.4
Star	0.7	0.6	0.1	17	*	*	*	*	0.1	*	*	0.1	*	0.3	0.4	-0.1	0.5	0.4	0.1	0.4	0.2	0.2	*	*	*
Te Korimako o Taranaki	2.6	3.3	-0.7	14	*	*	*	0.7	0.8	-0.1	1.0	1.1	-0.1	1.8	1.3	0.5	1.1	0.7	0.4	0.8	1.2	-0.4	1.2	0.7	0.5
The Hits	21.1	19.3	1.8	2	2.9	2.2	0.7	5.8	5.9	-0.1	5.9	5.9	0.0	10.5	9.5	1.0	7.4	5.9	1.5	4.8	4.3	0.5	6.5	5.2	1.3
The Sound	12.8	16.4	-3.6	4	0.7	0.6	0.1	2.3	2.4	-0.1	4.1	5.1	-1.0	6.6	9.4	-2.8	6.6	8.7	-2.1	5.3	5.9	-0.6	2.3	2.7	-0.4
ZM	7.3	7.0	0.3	9	1.4	0.9	0.5	2.9	3.5	-0.6	2.8	2.9	-0.1	4.0	3.6	0.4	1.7	1.5	0.2	0.8	0.8	0.0	1.4	1.3	0.1
Other	9.0	9.1	-0.1		1.6	1.1	0.5	1.5	1.0	0.5	1.7	2.3	-0.6	3.5	4.1	-0.6	3.5	3.5	0.0	2.5	3.0	-0.5	1.8	1.7	0.1
Mediaworks Combo	57.6	59.4	-1.8		7.9	6.8	1.1	17.2	17.3	-0.1	20.3	20.2	0.1	29.8	31.0	-1.2	17.6	19.7	-2.1	11.5	12.9	-1.4	13.3	12.6	0.7
NZME Combo	51.0	49.2	1.8		5.6	3.8	1.8	11.3	11.9	-0.6	12.8	14.1	-1.3	20.6	20.9	-0.3	14.4	13.3	1.1	14.6	13.8	0.8	11.0	9.4	1.6
All Commercial Radio	84.3	85.0	-0.7		10.2	9.4	0.8	20.1	20.5	-0.4	24.9	25.1	-0.2	37.7	38.7	-1.0	25.6	26.4	-0.8	22.2	21.8	0.4	17.9	16.6	1.3
Potential (000)	98.4	98.0	0.4		12.5	12.2	0.3	22.1	22.3	-0.2	27.4	27.1	0.3	42.7	42.6	0.1	29.9	29.9	0.0	25.7	25.4	0.3	20.1	18.6	1.5
Sample	885	894	-9		112	100	12	179	171	8	257	263	-6	382	394	-12	264	284	-20	255	272	-17	179	182	-3

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Sample Size	885	894	-9

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	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	4.6	5.8	-1.2	9	4.0	4.4	-0.4	4.5	5.9	-1.4	4.3	4.1	0.2	2.6	2.0	0.6	1.0	1.9	-0.9	5.7	6.9	-1.2
Coast	5.1	5.0	0.1	7	5.2	5.1	0.1	5.2	5.3	-0.1	5.3	5.6	-0.3	2.0	1.9	0.1	1.3	1.8	-0.5	6.7	6.3	0.4
Edge	14.5	14.9	-0.4	1	9.7	11.3	-1.6	13.7	15.1	-1.4	11.4	13.0	-1.6	5.9	5.7	0.2	4.1	4.3	-0.2	17.3	16.7	0.6
Flava	3.5	4.0	-0.5	12	2.8	3.3	-0.5	3.6	3.4	0.2	3.2	3.0	0.2	1.4	1.9	-0.5	0.6	0.9	-0.3	4.0	3.8	0.2
Hokonui	0.9	1.1	-0.2	15	0.8	0.8	0.0	0.7	0.5	0.2	0.4	0.3	0.1	0.1	0.1	0.0	0.4	0.4	0.0	0.8	1.0	-0.2
Life FM	0.8	0.7	0.1	16	0.4	0.4	0.0	0.7	0.7	0.0	0.4	0.4	0.0	0.2	0.1	0.1	0.1	0.1	0.0	0.8	0.9	-0.1
More FM	7.1	7.2	-0.1	6	5.6	5.1	0.5	8.5	7.3	1.2	6.5	6.1	0.4	1.6	1.7	-0.1	1.6	1.2	0.4	7.3	7.2	0.1
Newstalk ZB	7.6	6.6	1.0	4	5.1	4.7	0.4	4.7	4.6	0.1	4.6	4.5	0.1	4.5	4.6	-0.1	3.5	3.5	0.0	7.9	7.0	0.9
Radio Hauraki	3.8	3.4	0.4	11	3.2	2.8	0.4	3.1	3.1	0.0	2.7	2.6	0.1	0.6	1.3	-0.7	0.4	0.8	-0.4	2.9	3.2	-0.3
Radio Live	5.0	5.6	-0.6	8	2.7	2.6	0.1	2.1	2.8	-0.7	2.7	3.2	-0.5	1.6	1.9	-0.3	0.8	1.3	-0.5	3.3	3.8	-0.5
Radio Sport	1.6	1.7	-0.1	13	0.9	1.0	-0.1	1.4	1.5	-0.1	1.1	1.3	-0.2	0.8	0.8	0.0	0.3	0.4	-0.1	2.9	2.8	0.1
Rhema	0.6	0.9	-0.3	17	0.5	0.9	-0.4	0.6	0.9	-0.3	0.5	0.6	-0.1	0.4	0.5	-0.1	0.3	0.5	-0.2	0.5	1.0	-0.5
Rock	12.8	11.8	1.0	2	9.7	8.8	0.9	10.5	9.7	0.8	10.2	9.9	0.3	4.0	3.6	0.4	2.3	2.5	-0.2	10.9	10.5	0.4
Star	0.1	0.1	0.0	18	0.1	0.1	0.0	0.4	0.2	0.2	0.2	0.3	-0.1	0.1	0.1	0.0	0.2	0.1	0.1	0.4	0.4	0.0
Te Korimako o Taranaki	1.0	1.8	-0.8	14	0.6	1.2	-0.6	0.7	1.0	-0.3	0.5	0.8	-0.3	0.9	0.7	0.2	0.4	0.2	0.2	1.0	1.0	0.0
The Hits	12.4	10.2	2.2	3	10.0	9.0	1.0	13.5	11.6	1.9	9.3	8.7	0.6	2.7	2.1	0.6	2.0	1.4	0.6	13.2	11.8	1.4
The Sound	7.4	9.1	-1.7	5	7.0	9.2	-2.2	7.0	9.6	-2.6	7.6	9.0	-1.4	2.4	3.6	-1.2	1.4	2.9	-1.5	8.6	10.3	-1.7
ZM	3.9	4.1	-0.2	10	2.0	2.2	-0.2	4.4	3.8	0.6	3.7	3.8	-0.1	1.5	1.5	0.0	0.3	0.1	0.2	3.7	3.7	0.0
Other	3.8	4.3	-0.5		3.6	4.2	-0.6	3.2	4.1	-0.9	3.2	3.0	0.2	1.6	1.9	-0.3	0.7	1.5	-0.8	5.6	6.1	-0.5
Mediaworks Combo	41.6	43.5	-1.9		32.5	34.6	-2.1	37.9	39.9	-2.0	36.0	38.0	-2.0	16.4	16.6	-0.2	9.8	11.1	-1.3	42.4	42.4	0.0
NZME Combo	34.9	32.6	2.3		27.2	26.5	0.7	32.3	30.8	1.5	26.7	26.4	0.3	12.2	12.4	-0.2	8.7	8.7	0.0	36.9	34.2	2.7
All Commercial Radio	68.1	69.1	-1.0		53.1	55.2	-2.1	60.9	62.6	-1.7	57.6	59.2	-1.6	28.6	29.7	-1.1	18.1	18.7	-0.6	70.4	68.3	2.1

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

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



TARANAKI COMMERCIAL RADIO - SURVEY 1 2017

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

Survey Comparisons: 1/2016 - 1/2017

This Survey Period: Sun Apr 10 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Apr 8 2017

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

	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	9:47	10:24	-0:37	2:33	0:59	1:33	8:15	10:51	-2:36	7:42	7:53	-0:11	9:23	9:12	0:10	12:16	13:28	-1:11	12:38	13:46	-1:08	8:17	9:38	-1:21
Coast	14:56	14:13	0:42	4:29	1:00	3:29	9:18	11:12	-1:53	12:34	12:56	-0:22	13:02	10:49	2:12	13:30	10:45	2:44	15:53	15:40	0:12	14:46	12:39	2:07
Edge	8:35	8:42	-0:07	8:27	9:05	-0:38	8:52	8:35	0:17	9:45	10:11	-0:25	9:23	9:21	0:01	7:52	6:50	1:02	6:45	6:11	0:33	10:53	9:48	1:04
Flava	6:42	6:54	-0:12	5:04	8:13	-3:08	7:00	7:40	-0:39	8:45	6:34	2:10	7:57	6:38	1:19	4:38	4:46	-0:07	3:17	2:22	0:55	10:01	11:22	-1:20
Hokonui	24:57	15:33	9:23	*	*	*	*	1:57	*	*	1:57	*	*	1:57	*	35:29	38:34	-3:05	24:37	19:17	5:20	*	*	*
Life FM	6:34	5:31	1:03	2:00	2:00	0:00	4:31	3:03	1:27	6:55	6:48	0:06	6:55	6:24	0:30	6:15	2:29	3:45	6:15	3:04	3:10	4:45	4:57	-0:12
More FM	9:51	10:20	-0:29	4:30	4:41	-0:11	5:21	4:09	1:11	11:37	11:49	-0:12	10:43	10:23	0:20	10:49	11:19	-0:29	12:31	18:06	-5:35	11:54	10:54	1:00
Newstalk ZB	16:51	18:17	-1:26	0:30	*	*	0:45	0:53	-0:07	15:05	19:29	-4:24	8:21	13:05	-4:44	10:08	11:44	-1:35	13:28	14:28	-0:59	16:37	6:31	10:06
Radio Hauraki	5:30	8:18	-2:47	3:34	7:50	-4:16	6:10	13:21	-7:10	3:59	11:04	-7:04	4:16	9:23	-5:07	7:05	5:53	1:11	9:41	7:54	1:46	5:04	4:46	0:17
Radio Live	10:01	11:18	-1:17	2:30	2:25	0:04	4:06	8:17	-4:11	5:37	6:40	-1:03	6:14	6:59	-0:44	10:21	11:15	-0:53	15:04	18:46	-3:42	5:38	6:41	-1:03
Radio Sport	5:16	5:25	-0:09	*	*	*	4:30	3:45	0:44	6:58	7:59	-1:01	5:28	6:14	-0:45	3:54	4:32	-0:38	5:19	5:35	-0:16	6:25	4:45	1:40
Rhema	26:16	19:10	7:05	1:15	1:15	0:00	2:15	2:15	0:00	22:24	21:58	0:25	20:06	20:22	-0:16	34:56	24:44	10:11	38:35	20:19	18:16	*	0:30	*
Rock	11:20	12:08	-0:48	4:55	5:52	-0:57	13:38	15:37	-1:58	11:01	10:15	0:46	10:58	10:50	0:07	9:44	10:59	-1:15	6:36	5:43	0:53	10:40	8:05	2:34
Star	4:03	3:50	0:12	*	*	*	*	0:15	*	*	0:15	*	0:15	0:00	0:00	4:08	4:35	-0:27	7:23	10:03	-2:40	*	*	*
Te Korimako o Taranaki	5:09	5:22	-0:13	*	*	*	4:36	4:38	-0:01	4:24	4:22	0:02	3:39	5:08	-1:28	2:36	5:08	-2:31	8:21	6:49	1:31	2:59	4:47	-1:48
The Hits	8:31	8:30	0:00	8:20	7:22	0:57	7:06	9:01	-1:55	7:39	9:35	-1:56	9:23	9:00	0:22	9:13	7:10	2:03	6:03	7:09	-1:06	8:50	8:32	0:17
The Sound	13:19	14:19	-1:00	7:49	10:43	-2:54	6:30	8:25	-1:54	10:19	14:13	-3:54	10:27	13:04	-2:37	15:45	14:18	1:26	18:12	17:09	1:03	5:43	8:04	-2:20
ZM	7:04	6:05	0:58	7:44	7:19	0:25	7:03	5:40	1:23	5:48	5:38	0:10	6:20	5:45	0:35	8:13	6:47	1:26	7:05	6:55	0:10	5:15	3:44	1:31
Other	6:43	7:49	-1:06	4:41	6:13	-1:31	3:53	4:45	-0:52	9:46	12:25	-2:39	6:38	9:01	-2:23	7:03	6:45	0:18	10:03	8:18	1:44	8:40	8:53	-0:12
Mediaworks Combo	15:19	16:32	-1:13	9:01	10:09	-1:07	14:02	15:16	-1:13	15:41	17:28	-1:47	15:39	17:03	-1:24	17:23	17:22	0:01	19:17	19:27	-0:10	16:22	14:46	1:35
NZME Combo	13:17	13:29	-0:12	8:06	8:27	-0:20	9:10	11:13	-2:03	8:39	10:35	-1:55	9:32	10:07	-0:34	13:29	11:50	1:38	16:53	16:41	0:11	10:25	9:46	0:38
All Commercial Radio	19:43	20:50	-1:07	12:08	11:31	0:36	17:41	19:47	-2:06	18:26	21:40	-3:14	18:45	20:46	-2:00	21:22	20:55	0:27	23:14	24:16	-1:02	19:38	17:58	1:39
Potential (000)	98.4	98.0	0.4	12.5	12.2	0.3	22.1	22.3	-0.2	27.4	27.1	0.3	42.7	42.6	0.1	29.9	29.9	0.0	25.7	25.4	0.3	20.1	18.6	1.5
Sample	885	894	-9	112	100	12	179	171	8	257	263	-6	382	394	-12	264	284	-20	255	272	-17	179	182	-3

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

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



TARANAKI COMMERCIAL RADIO - SURVEY 1 2017

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

Survey Comparisons: 1/2016 - 1/2017

This Survey Period: Sun Apr 10 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Apr 8 2017

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

	This	Last	+/-
Potential (000)	98.4	98.0	0.4
Sample Size	885	894	-9

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

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

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