



TARANAKI COMMERCIAL RADIO - SURVEY 2 2017

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

Survey Comparisons: 1/2017 - 2/2017

This Survey Period: Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 2017

Last 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

	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	5.3	5.1	0.2	8	2.0	1.1	0.9	2.5	3.2	-0.7	2.7	4.2	-1.5	4.8	5.1	-0.3	9.7	7.7	2.0	9.8	8.3	1.5	3.6	4.9	-1.3
Coast	10.0	8.2	1.8	5	1.4	0.6	0.8	1.5	1.7	-0.2	1.2	2.4	-1.2	2.1	2.4	-0.3	8.7	6.7	2.0	22.7	18.9	3.8	2.6	4.6	-2.0
Edge	13.4	12.6	0.8	1	33.4	39.8	-6.4	28.3	25.7	2.6	20.9	17.3	3.6	17.7	15.0	2.7	7.6	6.5	1.1	2.6	2.1	0.5	25.5	21.5	4.0
Flava	2.3	2.6	-0.3	12	3.9	5.3	-1.4	7.7	7.3	0.4	2.9	3.4	-0.5	2.0	2.7	-0.7	0.2	0.7	-0.5	0.1	0.3	-0.2	4.6	4.2	0.4
Hokonui	3.0	1.9	1.1	10	*	*	*	*	*	*	*	*	*	*	*	*	4.8	4.9	-0.1	5.4	5.5	-0.1	*	*	*
Life FM	0.5	0.4	0.1	17	0.2	0.1	0.1	0.2	0.3	-0.1	1.7	1.4	0.3	1.1	0.9	0.2	*	0.1	*	*	0.1	*	1.0	0.3	0.7
More FM	7.2	7.5	-0.3	7	5.3	2.7	2.6	4.1	4.6	-0.5	6.5	11.2	-4.7	9.9	12.4	-2.5	13.0	10.5	2.5	7.2	5.0	2.2	9.4	11.2	-1.8
Newstalk ZB	10.2	10.8	-0.6	4	2.1	*	*	*	0.1	*	2.1	1.3	0.8	2.2	1.8	0.4	3.6	5.6	-2.0	13.0	13.5	-0.5	1.6	1.8	-0.2
Radio Hauraki	2.0	2.0	0.0	13	3.2	2.2	1.0	2.3	2.3	0.0	3.2	2.7	0.5	3.0	2.4	0.6	1.1	1.4	-0.3	*	0.8	*	3.7	3.0	0.7
RadioLIVE	3.7	4.3	-0.6	9	0.4	0.6	-0.2	2.7	0.8	1.9	3.9	2.3	1.6	3.7	3.1	0.6	3.8	5.1	-1.3	4.7	7.1	-2.4	1.6	1.7	-0.1
Radio Sport	1.1	1.2	-0.1	14	*	*	*	0.1	0.5	-0.4	0.1	0.9	-0.8	0.2	1.0	-0.8	0.9	1.2	-0.3	2.2	2.0	0.2	0.5	0.6	-0.1
Rhema	0.6	1.2	-0.6	15	0.1	0.1	0.0	*	*	*	1.0	0.6	0.4	1.3	1.0	0.3	1.0	3.0	-2.0	0.1	2.4	-2.3	*	*	*
Rock	13.0	13.4	-0.4	2	6.1	9.1	-3.0	27.9	29.4	-1.5	25.1	25.1	0.0	19.9	20.6	-0.7	6.5	7.1	-0.6	2.5	2.0	0.5	19.1	18.6	0.5
Star	0.1	0.2	-0.1	18	*	*	*	*	*	*	*	*	*	*	*	*	0.2	0.4	-0.2	0.3	0.5	-0.2	*	*	*
Te Korimako o Taranaki	0.6	0.8	-0.2	15	*	*	*	0.3	0.9	-0.6	0.4	0.9	-0.5	0.6	0.9	-0.3	0.6	0.5	0.1	1.0	1.3	-0.3	0.8	1.0	-0.2
The Hits	10.4	10.8	-0.4	3	17.5	19.7	-2.2	13.5	11.6	1.9	11.3	9.9	1.4	13.9	14.0	-0.1	13.4	12.4	1.0	6.9	5.7	1.2	13.8	16.4	-2.6
The Sound	9.1	10.3	-1.2	6	4.1	4.1	0.0	1.9	4.2	-2.3	8.8	9.1	-0.3	9.6	9.8	-0.2	17.4	18.9	-1.5	15.9	18.6	-2.7	5.1	3.8	1.3
ZM	2.7	3.1	-0.4	11	7.3	8.5	-1.2	5.7	5.7	0.0	4.2	3.6	0.6	3.9	3.6	0.3	1.6	2.6	-1.0	0.1	1.1	-1.0	2.1	2.0	0.1
Others	4.9	3.6	1.3		13.0	6.1	6.9	1.2	1.6	-0.4	3.9	3.6	0.3	4.0	3.3	0.7	6.0	4.6	1.4	5.4	5.0	0.4	5.0	4.5	0.5
Mediaworks Combo	51.6	53.1	-1.5		51.4	57.4	-6.0	67.5	68.0	-0.5	68.0	69.3	-1.3	65.6	66.0	-0.4	57.9	55.9	2.0	42.7	43.1	-0.4	64.3	61.6	2.7
NZME Combo	41.7	40.7	1.0		35.4	36.4	-1.0	30.7	29.1	1.6	25.0	24.2	0.8	27.3	27.8	-0.5	34.3	35.5	-1.2	50.4	47.7	2.7	29.0	32.6	-3.6
Potential (000)	98.4	98.4	0.0		12.7	12.5	0.2	21.9	22.1	-0.2	27.4	27.4	0.0	42.7	42.7	0.0	29.9	29.9	0.0	25.7	25.7	0.0	19.6	20.1	-0.5
Sample	818	885	-67		105	112	-7	165	179	-14	222	257	-35	334	382	-48	240	264	-24	244	255	-11	156	179	-23

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

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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Station Share (%) by Daypart, People 10+
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	This	Last	+/-
Potential (000)	98.4	98.4	0.0
Sample Size	818	885	-67

	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	4.4	0.0	9	6.0	4.8	1.2	6.6	5.8	0.8	5.4	4.8	0.6	5.9	5.6	0.3	3.9	4.1	-0.2	4.5	5.4	-0.9
Coast	9.1	6.7	2.4	5	11.4	8.8	2.6	9.9	9.2	0.7	7.3	7.0	0.3	9.8	7.3	2.5	3.7	4.0	-0.3	12.1	9.6	2.5
Edge	13.6	12.3	1.3	1	11.5	10.7	0.8	12.4	12.0	0.4	17.5	14.7	2.8	14.8	14.7	0.1	12.9	12.9	0.0	13.5	13.3	0.2
Flava	1.7	2.1	-0.4	13	2.6	3.0	-0.4	2.5	3.2	-0.7	2.7	3.3	-0.6	3.3	3.6	-0.3	0.7	1.2	-0.5	2.2	2.1	0.1
Hokonui	2.3	1.7	0.6	12	3.3	2.4	0.9	2.5	1.8	0.7	4.1	2.0	2.1	3.1	0.4	2.7	1.4	1.1	0.3	3.8	2.5	1.3
Life FM	0.6	0.3	0.3	15	0.3	0.3	0.0	0.4	0.3	0.1	0.4	0.2	0.2	0.1	0.2	-0.1	0.3	0.2	0.1	0.8	1.0	-0.2
More FM	7.5	7.8	-0.3	7	7.6	8.9	-1.3	7.7	8.6	-0.9	7.2	7.6	-0.4	3.3	3.4	-0.1	4.6	5.6	-1.0	7.4	6.3	1.1
Newstalk ZB	12.7	11.7	1.0	3	7.9	7.9	0.0	4.9	4.6	0.3	6.3	6.0	0.3	19.6	26.6	-7.0	33.5	35.9	-2.4	10.5	11.9	-1.4
Radio Hauraki	2.7	3.1	-0.4	11	2.4	2.1	0.3	2.0	2.3	-0.3	2.3	2.4	-0.1	0.3	0.7	-0.4	1.1	0.7	0.4	1.5	1.2	0.3
RadioLIVE	6.2	7.1	-0.9	8	2.3	2.7	-0.4	2.6	2.6	0.0	4.6	5.5	-0.9	3.7	5.7	-2.0	5.4	6.1	-0.7	2.8	3.4	-0.6
Radio Sport	0.6	1.0	-0.4	15	1.1	1.0	0.1	1.0	1.1	-0.1	0.5	0.7	-0.2	0.9	1.3	-0.4	1.0	0.8	0.2	1.8	2.1	-0.3
Rhema	0.2	0.9	-0.7	17	0.8	1.0	-0.2	1.0	1.1	-0.1	0.4	1.7	-1.3	0.9	3.2	-2.3	0.3	1.2	-0.9	0.4	0.9	-0.5
Rock	13.4	13.5	-0.1	2	16.4	16.6	-0.2	17.3	17.7	-0.4	12.5	13.2	-0.7	8.2	7.3	0.9	8.3	10.5	-2.2	8.0	8.8	-0.8
Star	*	*	*	*	*	0.1	*	0.2	0.3	-0.1	0.2	0.2	0.0	*	0.3	*	0.5	0.6	-0.1	*	0.1	*
Te Korimako o Taranaki	0.7	1.4	-0.7	14	0.5	0.5	0.0	0.1	0.2	-0.1	0.4	0.5	-0.1	2.3	2.9	-0.6	0.3	0.3	0.0	0.7	0.7	0.0
The Hits	9.7	10.3	-0.6	4	10.6	11.4	-0.8	11.3	11.7	-0.4	10.0	10.3	-0.3	7.1	4.7	2.4	5.7	6.2	-0.5	11.7	12.5	-0.8
The Sound	8.2	8.4	-0.2	6	9.5	11.8	-2.3	10.6	12.0	-1.4	9.3	11.4	-2.1	5.4	5.3	0.1	6.1	6.5	-0.4	9.4	10.4	-1.0
ZM	3.0	3.7	-0.7	10	1.8	2.1	-0.3	3.0	3.3	-0.3	3.6	4.5	-0.9	2.2	2.5	-0.3	1.5	0.8	0.7	3.0	3.0	0.0
Others	3.5	3.5	0.0		4.0	3.7	0.3	4.0	2.3	1.7	5.3	3.9	1.4	9.1	4.5	4.6	8.8	1.3	7.5	5.8	5.0	0.8
Mediaworks Combo	53.4	53.5	-0.1		53.3	55.6	-2.3	57.2	58.6	-1.4	56.5	57.2	-0.7	41.3	42.0	-0.7	41.2	45.6	-4.4	45.7	47.6	-1.9
NZME Combo	41.7	40.3	1.4		41.0	38.8	2.2	37.1	37.2	-0.1	36.8	36.2	0.6	46.2	47.0	-0.8	48.6	50.7	-2.1	46.7	44.8	1.9

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	9.2	8.6	0.6	8	1.2	0.5	0.7	1.4	1.4	0.0	2.3	2.5	-0.2	3.7	3.8	-0.1	3.6	3.4	0.2	3.6	3.4	0.2	1.7	2.1	-0.4
Coast	9.3	9.1	0.2	7	0.4	0.2	0.2	0.5	0.7	-0.2	0.5	0.9	-0.4	0.8	1.3	-0.5	2.3	2.7	-0.4	6.3	6.1	0.2	0.7	1.1	-0.4
Edge	23.8	24.4	-0.6	1	5.3	5.8	-0.5	10.0	10.3	-0.3	8.8	8.2	0.6	11.9	11.3	0.6	4.4	4.5	-0.1	1.4	1.6	-0.2	7.4	7.0	0.4
Flava	6.5	6.6	-0.1	11	1.3	1.3	0.0	4.2	3.7	0.5	2.0	1.8	0.2	2.3	2.4	-0.1	0.3	0.8	-0.5	0.1	0.4	-0.3	2.1	1.5	0.6
Hokonui	1.4	1.3	0.1	15	*	*	*	*	*	*	*	*	*	0.2	*	*	0.8	0.8	0.0	0.7	1.2	-0.5	*	*	*
Life FM	1.1	1.1	0.0	16	0.2	0.1	0.1	0.2	0.3	-0.1	0.9	0.9	0.0	0.9	0.9	0.0	*	0.1	*	*	0.1	*	0.3	0.2	0.1
More FM	12.6	12.7	-0.1	4	1.5	0.7	0.8	2.4	3.1	-0.7	3.6	4.4	-0.8	6.9	8.2	-1.3	5.1	5.3	-0.2	2.8	2.0	0.8	2.9	3.3	-0.4
Newstalk ZB	9.4	10.6	-1.2	6	0.2	0.1	0.1	0.1	0.3	-0.2	0.6	0.4	0.2	1.5	1.5	0.0	2.2	3.0	-0.8	4.7	5.2	-0.5	0.3	0.4	-0.1
Radio Hauraki	6.4	6.1	0.3	12	1.1	0.8	0.3	1.1	1.3	-0.2	3.3	3.0	0.3	4.4	3.9	0.5	1.2	1.1	0.1	0.2	0.4	-0.2	2.4	2.1	0.3
RadioLIVE	6.9	7.1	-0.2	10	0.2	0.3	-0.1	1.3	0.7	0.6	2.4	1.9	0.5	3.8	3.5	0.3	2.3	2.7	-0.4	1.9	2.4	-0.5	1.2	1.1	0.1
Radio Sport	2.8	3.9	-1.1	13	*	*	*	0.2	0.4	-0.2	0.3	0.6	-0.3	0.5	1.3	-0.8	0.7	1.6	-0.9	1.5	1.9	-0.4	0.3	0.3	0.0
Rhema	0.6	0.7	-0.1	17	0.1	0.1	0.0	*	0.1	*	0.1	0.1	0.0	0.4	0.4	0.0	0.4	0.5	-0.1	0.2	0.3	-0.1	*	*	*
Rock	17.7	19.7	-2.0	3	2.1	2.3	-0.2	7.1	7.7	-0.6	9.4	10.5	-1.1	11.6	13.3	-1.7	3.5	4.0	-0.5	1.5	1.6	-0.1	5.5	6.1	-0.6
Star	0.4	0.7	-0.3	18	*	*	*	*	*	*	*	*	*	*	0.3	*	0.2	0.5	-0.3	0.4	0.4	0.0	*	*	*
Te Korimako o Taranaki	1.9	2.6	-0.7	14	*	*	*	0.2	0.7	-0.5	0.4	1.0	-0.6	1.3	1.8	-0.5	1.2	1.1	0.1	0.6	0.8	-0.2	0.9	1.2	-0.3
The Hits	19.8	21.1	-1.3	2	3.2	2.9	0.3	6.1	5.8	0.3	5.9	5.9	0.0	10.1	10.5	-0.4	7.1	7.4	-0.3	4.3	4.8	-0.5	6.0	6.5	-0.5
The Sound	12.0	12.8	-0.8	5	0.8	0.7	0.1	1.7	2.3	-0.6	3.7	4.1	-0.4	6.3	6.6	-0.3	5.9	6.6	-0.7	4.7	5.3	-0.6	2.6	2.3	0.3
ZM	7.5	7.3	0.2	9	1.5	1.4	0.1	3.2	2.9	0.3	3.1	2.8	0.3	4.4	4.0	0.4	1.6	1.7	-0.1	0.5	0.8	-0.3	1.6	1.4	0.2
Others	9.6	9.0	0.6		2.2	1.6	0.6	1.3	1.5	-0.2	1.8	1.7	0.1	3.4	3.5	-0.1	3.5	3.5	0.0	2.8	2.5	0.3	1.8	1.8	0.0
Mediaworks Combo	57.1	57.6	-0.5		7.9	7.9	0.0	16.5	17.2	-0.7	19.9	20.3	-0.4	29.7	29.8	-0.1	17.8	17.6	0.2	11.4	11.5	-0.1	13.9	13.3	0.6
NZME Combo	49.8	51.0	-1.2		6.4	5.6	0.8	11.5	11.3	0.2	12.5	12.8	-0.3	19.5	20.6	-1.1	12.9	14.4	-1.5	14.0	14.6	-0.6	10.5	11.0	-0.5
All Commercial Radio	83.9	84.3	-0.4		10.7	10.2	0.5	19.4	20.1	-0.7	24.8	24.9	-0.1	37.6	37.7	-0.1	25.3	25.6	-0.3	22.2	22.2	0.0	18.4	17.9	0.5
Potential (000)	98.4	98.4	0.0		12.7	12.5	0.2	21.9	22.1	-0.2	27.4	27.4	0.0	42.7	42.7	0.0	29.9	29.9	0.0	25.7	25.7	0.0	19.6	20.1	-0.5
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Sample Size	818	885	-67

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	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	4.8	4.6	0.2	9	5.1	4.0	1.1	5.5	4.5	1.0	4.8	4.3	0.5	2.8	2.6	0.2	0.8	1.0	-0.2	5.1	5.7	-0.6
Coast	5.9	5.1	0.8	7	6.0	5.2	0.8	5.8	5.2	0.6	4.7	5.3	-0.6	1.6	2.0	-0.4	1.0	1.3	-0.3	7.1	6.7	0.4
Edge	14.3	14.5	-0.2	1	10.5	9.7	0.8	13.4	13.7	-0.3	12.4	11.4	1.0	6.2	5.9	0.3	3.7	4.1	-0.4	16.2	17.3	-1.1
Flava	3.2	3.5	-0.3	11	2.8	2.8	0.0	3.5	3.6	-0.1	3.1	3.2	-0.1	1.5	1.4	0.1	0.4	0.6	-0.2	4.4	4.0	0.4
Hokonui	1.1	0.9	0.2	13	1.1	0.8	0.3	0.8	0.7	0.1	0.7	0.4	0.3	0.4	0.1	0.3	0.6	0.4	0.2	1.4	0.8	0.6
Life FM	0.8	0.8	0.0	14	0.4	0.4	0.0	0.7	0.7	0.0	0.5	0.4	0.1	0.2	0.2	0.0	0.2	0.1	0.1	0.8	0.8	0.0
More FM	7.2	7.1	0.1	6	6.0	5.6	0.4	7.8	8.5	-0.7	6.0	6.5	-0.5	1.4	1.6	-0.2	2.0	1.6	0.4	7.9	7.3	0.6
Newstalk ZB	7.3	7.6	-0.3	4	5.4	5.1	0.3	4.5	4.7	-0.2	3.8	4.6	-0.8	3.5	4.5	-1.0	3.2	3.5	-0.3	7.0	7.9	-0.9
Radio Hauraki	3.9	3.8	0.1	10	3.7	3.2	0.5	3.2	3.1	0.1	2.3	2.7	-0.4	0.4	0.6	-0.2	0.5	0.4	0.1	3.2	2.9	0.3
RadioLIVE	5.0	5.0	0.0	8	2.8	2.7	0.1	2.1	2.1	0.0	2.6	2.7	-0.1	1.4	1.6	-0.2	1.0	0.8	0.2	3.5	3.3	0.2
Radio Sport	0.8	1.6	-0.8	14	1.0	0.9	0.1	1.2	1.4	-0.2	0.7	1.1	-0.4	0.5	0.8	-0.3	0.3	0.3	0.0	2.0	2.9	-0.9
Rhema	0.4	0.6	-0.2	17	0.2	0.5	-0.3	0.4	0.6	-0.2	0.4	0.5	-0.1	0.4	0.4	0.0	0.2	0.3	-0.1	0.3	0.5	-0.2
Rock	11.3	12.8	-1.5	3	8.7	9.7	-1.0	9.7	10.5	-0.8	8.4	10.2	-1.8	3.3	4.0	-0.7	2.0	2.3	-0.3	9.5	10.9	-1.4
Star	*	0.1	*	*	*	0.1	*	0.4	0.4	0.0	0.2	0.2	0.0	*	0.1	*	0.2	0.2	0.0	*	0.4	*
Te Korimako o Taranaki	0.6	1.0	-0.4	16	0.5	0.6	-0.1	0.1	0.7	-0.6	0.4	0.5	-0.1	0.7	0.9	-0.2	0.4	0.4	0.0	1.2	1.0	0.2
The Hits	12.7	12.4	0.3	2	9.8	10.0	-0.2	12.7	13.5	-0.8	9.6	9.3	0.3	2.9	2.7	0.2	1.9	2.0	-0.1	13.2	13.2	0.0
The Sound	7.3	7.4	-0.1	4	6.4	7.0	-0.6	6.5	7.0	-0.5	7.3	7.6	-0.3	1.9	2.4	-0.5	1.1	1.4	-0.3	8.4	8.6	-0.2
ZM	2.8	3.9	-1.1	12	2.5	2.0	0.5	4.3	4.4	-0.1	3.3	3.7	-0.4	1.2	1.5	-0.3	0.7	0.3	0.4	3.8	3.7	0.1
Others	3.9	3.8	0.1		3.3	3.6	-0.3	4.2	3.2	1.0	3.9	3.2	0.7	2.7	1.6	1.1	1.1	0.7	0.4	5.7	5.6	0.1
Mediaworks Combo	41.0	41.6	-0.6		34.6	32.5	2.1	37.1	37.9	-0.8	35.4	36.0	-0.6	15.6	16.4	-0.8	9.1	9.8	-0.7	41.1	42.4	-1.3
NZME Combo	34.2	34.9	-0.7		29.0	27.2	1.8	31.5	32.3	-0.8	25.6	26.7	-1.1	11.2	12.2	-1.0	8.1	8.7	-0.6	37.3	36.9	0.4
All Commercial Radio	66.9	68.1	-1.2		55.3	53.1	2.2	60.4	60.9	-0.5	56.3	57.6	-1.3	27.3	28.6	-1.3	16.8	18.1	-1.3	70.3	70.4	-0.1

Mediaworks Combo: Breeze or Edge or More FM or RadioLIVE 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 2 2017

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

Survey Comparisons: 1/2017 - 2/2017

This Survey Period: Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 2017

Last 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

	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	9:25	9:47	-0:22	2:17	2:33	-0:16	6:28	8:15	-1:46	5:25	7:42	-2:16	8:55	9:23	-0:28	13:40	12:16	1:23	13:04	12:38	0:25	7:28	8:17	-0:48
Coast	17:34	14:56	2:37	4:25	4:29	-0:03	11:35	9:18	2:17	11:35	12:34	-0:58	18:38	13:02	5:36	19:32	13:30	6:01	17:25	15:53	1:32	13:17	14:46	-1:29
Edge	9:09	8:35	0:33	8:44	8:27	0:16	10:10	8:52	1:17	10:42	9:45	0:56	10:07	9:23	0:43	8:46	7:52	0:53	8:53	6:45	2:08	12:18	10:53	1:25
Flava	5:43	6:42	-0:58	4:07	5:04	-0:56	6:35	7:00	-0:25	6:30	8:45	-2:15	5:58	7:57	-1:58	2:29	4:38	-2:09	6:15	3:17	2:57	7:41	10:01	-2:19
Hokonui	34:18	24:57	9:21	*	*	*	*	*	*	*	*	*	0:15	*	*	30:15	35:29	-5:13	36:38	24:37	12:00	*	*	*
Life FM	7:30	6:34	0:55	1:52	2:00	-0:07	4:09	4:31	-0:21	8:27	6:55	1:32	8:27	6:55	1:32	*	6:15	*	*	6:15	*	11:41	4:45	6:56
More FM	9:13	9:51	-0:37	4:51	4:30	0:21	6:10	5:21	0:49	8:05	11:37	-3:31	9:46	10:43	-0:57	12:44	10:49	1:54	12:23	12:31	-0:08	11:27	11:54	-0:27
Newstalk ZB	17:41	16:51	0:50	15:34	0:30	15:04	0:30	0:45	-0:15	14:48	15:05	-0:16	10:05	8:21	1:44	8:06	10:08	-2:02	13:28	13:28	-0:00	16:37	16:37	-0:00
Radio Hauraki	5:02	5:30	-0:28	4:05	3:34	0:31	7:19	6:10	1:08	4:26	3:59	0:26	4:31	4:16	0:15	4:33	7:05	-2:31	0:36	9:41	-9:04	5:30	5:04	0:25
RadioLIVE	8:34	10:01	-1:26	2:30	2:30	0:00	7:17	4:06	3:10	7:15	5:37	1:38	6:37	6:14	0:22	8:15	10:21	-2:06	11:35	15:04	-3:28	4:41	5:38	-0:56
Radio Sport	6:15	5:16	0:59	*	*	*	1:00	4:30	-3:30	1:22	6:58	-5:35	2:23	5:28	-3:05	6:04	3:54	2:09	7:07	5:19	1:48	7:03	6:25	0:38
Rhema	14:47	26:16	-11:29	1:15	1:15	0:00	*	2:15	*	38:15	22:24	15:50	24:34	20:06	4:28	13:09	34:56	-21:46	2:19	38:35	-36:16	*	*	*
Rock	11:55	11:20	0:35	4:04	4:55	-0:51	14:08	13:38	0:29	12:07	11:01	1:05	11:38	10:58	0:39	9:18	9:44	-0:25	7:58	6:36	1:21	12:15	10:40	1:35
Star	3:45	4:03	-0:18	*	*	*	*	*	*	*	*	*	*	0:15	*	3:45	4:08	-0:23	3:45	7:23	-3:38	*	*	*
Te Korimako o Taranaki	4:54	5:09	-0:14	*	*	*	5:18	4:36	0:41	5:06	4:24	0:42	3:26	3:39	-0:13	2:27	2:36	-0:09	7:56	8:21	-0:25	3:17	2:59	0:18
The Hits	8:33	8:31	0:02	7:32	8:20	-0:47	7:57	7:06	0:51	8:40	7:39	1:01	9:21	9:23	-0:01	9:29	9:13	0:16	7:49	6:03	1:45	8:13	8:50	-0:36
The Sound	12:19	13:19	-1:00	7:19	7:49	-0:30	3:59	6:30	-2:31	10:42	10:19	0:23	10:20	10:27	-0:06	14:42	15:45	-1:02	16:25	18:12	-1:47	6:52	5:43	1:09
ZM	5:56	7:04	-1:07	6:44	7:44	-1:00	6:16	7:03	-0:46	6:04	5:48	0:15	6:05	6:20	-0:15	5:09	8:13	-3:03	1:17	7:05	-5:48	4:49	5:15	-0:26
Others	8:18	6:43	1:35	8:17	4:41	3:35	3:17	3:53	-0:35	9:40	9:46	-0:05	8:00	6:38	1:21	8:43	7:03	1:39	9:13	10:03	-0:49	9:38	8:40	0:57
Mediaworks Combo	14:42	15:19	-0:36	8:57	9:01	-0:03	14:37	14:02	0:35	15:28	15:41	-0:13	15:02	15:39	-0:37	16:25	17:23	-0:58	18:03	19:17	-1:14	16:27	16:22	0:04
NZME Combo	13:38	13:17	0:21	7:40	8:06	-0:26	9:32	9:10	0:22	9:03	8:39	0:23	9:32	9:32	-0:00	13:21	13:29	-0:08	17:23	16:53	0:30	9:51	10:25	-0:34
All Commercial Radio	19:24	19:43	-0:18	12:58	12:08	0:50	18:24	17:41	0:43	18:15	18:26	-0:10	18:06	18:45	-0:38	19:55	21:22	-1:27	21:45	23:14	-1:28	19:17	19:38	-0:21
Potential (000)	98.4	98.4	0.0	12.7	12.5	0.2	21.9	22.1	-0.2	27.4	27.4	0.0	42.7	42.7	0.0	29.9	29.9	0.0	25.7	25.7	0.0	19.6	20.1	-0.5
Sample	818	885	-67	105	112	-7	165	179	-14	222	257	-35	334	382	-48	240	264	-24	244	255	-11	156	179	-23

Mediaworks Combo: Breeze or Edge or More FM or RadioLIVE 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 2 2017

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

Survey Comparisons: 1/2017 - 2/2017

This Survey Period: Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 2017

Last 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

	This	Last	+/-
Potential (000)	98.4	98.4	0.0
Sample Size	818	885	-67

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

Mediaworks Combo: Breeze or Edge or More FM or RadioLIVE 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