



# TARANAKI COMMERCIAL RADIO - SURVEY 3 2017

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

Survey Comparisons: 2/2017 - 3/2017

This Survey Period: Sun Aug 21 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Sep 9 2017

Last Survey Period: Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 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	4.2	5.3	-1.1	8	1.6	2.0	-0.4	2.5	2.5	0.0	3.0	2.7	0.3	4.0	4.8	-0.8	7.3	9.7	-2.4	7.1	9.8	-2.7	3.6	3.6	0.0
Coast	9.9	10.0	-0.1	4	1.7	1.4	0.3	1.4	1.5	-0.1	1.1	1.2	-0.1	1.6	2.1	-0.5	7.9	8.7	-0.8	22.6	22.7	-0.1	1.4	2.6	-1.2
Edge	12.5	13.4	-0.9	1	27.3	33.4	-6.1	25.3	28.3	-3.0	21.3	20.9	0.4	17.3	17.7	-0.4	6.9	7.6	-0.7	2.6	2.6	0.0	24.2	25.5	-1.3
Flava	3.8	2.3	1.5	9	4.7	3.9	0.8	9.4	7.7	1.7	7.3	2.9	4.4	5.0	2.0	3.0	0.2	0.2	0.0	*	0.1	*	8.3	4.6	3.7
Hokonui	3.0	3.0	0.0	11	*	*	*	*	*	*	*	*	*	*	*	*	4.6	4.8	-0.2	5.6	5.4	0.2	*	*	*
Life FM	0.4	0.5	-0.1	17	0.3	0.2	0.1	0.2	0.2	0.0	1.2	1.7	-0.5	0.8	1.1	-0.3	0.2	*	*	0.2	*	*	0.4	1.0	-0.6
More FM	7.6	7.2	0.4	7	5.1	5.3	-0.2	3.8	4.1	-0.3	6.0	6.5	-0.5	9.4	9.9	-0.5	13.9	13.0	0.9	8.4	7.2	1.2	8.6	9.4	-0.8
Newstalk ZB	9.0	10.2	-1.2	6	*	2.1	*	*	*	*	1.0	2.1	-1.1	1.4	2.2	-0.8	3.6	3.6	0.0	14.0	13.0	1.0	1.6	1.6	0.0
Radio Hauraki	2.4	2.0	0.4	13	4.7	3.2	1.5	3.3	2.3	1.0	3.1	3.2	-0.1	2.9	3.0	-0.1	1.6	1.1	0.5	0.4	*	*	4.2	3.7	0.5
RadioLIVE	3.5	3.7	-0.2	10	0.5	0.4	0.1	2.4	2.7	-0.3	4.4	3.9	0.5	3.6	3.7	-0.1	2.5	3.8	-1.3	3.8	4.7	-0.9	1.7	1.6	0.1
Radio Sport	1.4	1.1	0.3	14	0.1	*	*	*	0.1	*	0.1	0.1	0.0	0.4	0.2	0.2	1.6	0.9	0.7	2.5	2.2	0.3	0.8	0.5	0.3
Rhema	0.5	0.6	-0.1	16	0.1	0.1	0.0	*	*	*	0.7	1.0	-0.3	1.1	1.3	-0.2	0.9	1.0	-0.1	0.1	0.1	0.0	*	*	*
Rock	10.3	13.0	-2.7	3	4.6	6.1	-1.5	19.0	27.9	-8.9	18.6	25.1	-6.5	14.4	19.9	-5.5	5.2	6.5	-1.3	2.8	2.5	0.3	14.8	19.1	-4.3
Star	*	0.1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.1	0.2	-0.1	0.1	0.3	-0.2	*	*	*
Te Korimako o Taranaki	0.8	0.6	0.2	15	2.1	*	*	0.4	0.3	0.1	0.3	0.4	-0.1	0.5	0.6	-0.1	0.6	0.6	0.0	1.3	1.0	0.3	0.5	0.8	-0.3
The Hits	11.8	10.4	1.4	2	24.0	17.5	6.5	13.9	13.5	0.4	11.2	11.3	-0.1	14.7	13.9	0.8	15.9	13.4	2.5	8.0	6.9	1.1	12.9	13.8	-0.9
The Sound	9.7	9.1	0.6	5	6.7	4.1	2.6	7.9	1.9	6.0	9.4	8.8	0.6	12.3	9.6	2.7	17.8	17.4	0.4	13.2	15.9	-2.7	7.4	5.1	2.3
ZM	2.9	2.7	0.2	12	6.5	7.3	-0.8	6.7	5.7	1.0	4.4	4.2	0.2	4.1	3.9	0.2	1.8	1.6	0.2	0.1	0.1	0.0	2.8	2.1	0.7
Others	6.3	4.9	1.4		10.0	13.0	-3.0	3.9	1.2	2.7	7.1	3.9	3.2	6.6	4.0	2.6	7.6	6.0	1.6	7.1	5.4	1.7	6.8	5.0	1.8
Mediaworks Combo	47.7	51.6	-3.9		45.7	51.4	-5.7	60.9	67.5	-6.6	62.6	68.0	-5.4	61.0	65.6	-4.6	53.6	57.9	-4.3	37.9	42.7	-4.8	60.3	64.3	-4.0
NZME Combo	44.3	41.7	2.6		41.8	35.4	6.4	34.6	30.7	3.9	28.2	25.0	3.2	30.1	27.3	2.8	37.1	34.3	2.8	53.3	50.4	2.9	31.9	29.0	2.9
Potential (000)	98.4	98.4	0.0		12.2	12.7	-0.5	22.4	21.9	0.5	27.4	27.4	0.0	42.7	42.7	0.0	29.9	29.9	0.0	25.7	25.7	0.0	20.8	19.6	1.2
Sample	802	818	-16		103	105	-2	166	165	1	213	222	-9	335	334	1	241	240	1	229	244	-15	170	156	14

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+

Survey Comparisons: 2/2017 - 3/2017

This Survey Period: Sun Aug 21 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Sep 9 2017

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

	This	Last	+/-
Potential (000)	98.4	98.4	0.0
Sample Size	802	818	-16

	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	3.2	4.4	-1.2	9	4.7	6.0	-1.3	4.6	6.6	-2.0	4.0	5.4	-1.4	5.6	5.9	-0.3	3.4	3.9	-0.5	4.0	4.5	-0.5
Coast	9.2	9.1	0.1	5	11.3	11.4	-0.1	10.6	9.9	0.7	6.4	7.3	-0.9	9.3	9.8	-0.5	2.4	3.7	-1.3	11.3	12.1	-0.8
Edge	12.9	13.6	-0.7	1	10.8	11.5	-0.7	10.3	12.4	-2.1	14.6	17.5	-2.9	13.0	14.8	-1.8	21.5	12.9	8.6	13.3	13.5	-0.2
Flava	2.4	1.7	0.7	11	4.2	2.6	1.6	4.1	2.5	1.6	5.4	2.7	2.7	6.9	3.3	3.6	*	0.7	*	3.1	2.2	0.9
Hokonui	2.0	2.3	-0.3	13	2.8	3.3	-0.5	3.0	2.5	0.5	4.0	4.1	-0.1	2.8	3.1	-0.3	2.0	1.4	0.6	3.7	3.8	-0.1
Life FM	0.4	0.6	-0.2	16	0.3	0.3	0.0	0.3	0.4	-0.1	0.4	0.4	0.0	0.3	0.1	0.2	1.0	0.3	0.7	0.6	0.8	-0.2
More FM	8.3	7.5	0.8	7	8.8	7.6	1.2	8.0	7.7	0.3	7.4	7.2	0.2	3.8	3.3	0.5	5.0	4.6	0.4	7.1	7.4	-0.3
Newstalk ZB	12.8	12.7	0.1	2	7.2	7.9	-0.7	4.7	4.9	-0.2	6.3	6.3	0.0	17.1	19.6	-2.5	21.5	33.5	-12.0	9.4	10.5	-1.1
Radio Hauraki	2.3	2.7	-0.4	12	3.1	2.4	0.7	2.9	2.0	0.9	2.6	2.3	0.3	1.3	0.3	1.0	2.5	1.1	1.4	1.7	1.5	0.2
RadioLIVE	6.8	6.2	0.6	8	2.3	2.3	0.0	2.0	2.6	-0.6	3.7	4.6	-0.9	4.0	3.7	0.3	5.7	5.4	0.3	3.0	2.8	0.2
Radio Sport	1.1	0.6	0.5	14	1.0	1.1	-0.1	1.1	1.0	0.1	0.8	0.5	0.3	1.3	0.9	0.4	1.9	1.0	0.9	2.4	1.8	0.6
Rhema	0.2	0.2	0.0	17	0.7	0.8	-0.1	0.8	1.0	-0.2	0.4	0.4	0.0	0.7	0.9	-0.2	0.5	0.3	0.2	0.3	0.4	-0.1
Rock	10.5	13.4	-2.9	4	13.3	16.4	-3.1	14.3	17.3	-3.0	9.3	12.5	-3.2	7.0	8.2	-1.2	10.8	8.3	2.5	5.6	8.0	-2.4
Star	*	*	*	*	*	*	*	0.1	0.2	-0.1	*	0.2	*	*	*	*	0.5	0.5	0.0	*	*	*
Te Korimako o Taranaki	0.8	0.7	0.1	15	0.6	0.5	0.1	0.2	0.1	0.1	0.4	0.4	0.0	2.5	2.3	0.2	1.8	0.3	1.5	1.0	0.7	0.3
The Hits	11.0	9.7	1.3	3	12.6	10.6	2.0	13.8	11.3	2.5	10.9	10.0	0.9	5.8	7.1	-1.3	7.6	5.7	1.9	12.4	11.7	0.7
The Sound	9.2	8.2	1.0	5	8.7	9.5	-0.8	10.8	10.6	0.2	11.5	9.3	2.2	4.8	5.4	-0.6	3.1	6.1	-3.0	10.9	9.4	1.5
ZM	2.6	3.0	-0.4	10	2.0	1.8	0.2	3.8	3.0	0.8	4.6	3.6	1.0	1.7	2.2	-0.5	1.5	1.5	0.0	2.8	3.0	-0.2
Others	4.0	3.5	0.5		5.7	4.0	1.7	4.9	4.0	0.9	7.3	5.3	2.0	12.0	9.1	2.9	7.3	8.8	-1.5	7.6	5.8	1.8
Mediaworks Combo	50.9	53.4	-2.5		48.5	53.3	-4.8	49.9	57.2	-7.3	50.4	56.5	-6.1	38.2	41.3	-3.1	49.6	41.2	8.4	43.8	45.7	-1.9
NZME Combo	43.5	41.7	1.8		44.2	41.0	3.2	43.9	37.1	6.8	41.1	36.8	4.3	46.4	46.2	0.2	39.4	48.6	-9.2	46.7	46.7	0.0

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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	8.9	9.2	-0.3	9	0.7	1.2	-0.5	1.4	1.4	0.0	2.6	2.3	0.3	4.0	3.7	0.3	3.5	3.6	-0.1	3.3	3.6	-0.3	1.9	1.7	0.2
Coast	9.4	9.3	0.1	7	0.4	0.4	0.0	0.4	0.5	-0.1	0.4	0.5	-0.1	0.7	0.8	-0.1	2.3	2.3	0.0	6.3	6.3	0.0	0.4	0.7	-0.3
Edge	23.3	23.8	-0.5	1	4.4	5.3	-0.9	9.8	10.0	-0.2	9.7	8.8	0.9	12.9	11.9	1.0	4.2	4.4	-0.2	1.1	1.4	-0.3	8.9	7.4	1.5
Flava	7.5	6.5	1.0	10	1.6	1.3	0.3	4.7	4.2	0.5	2.7	2.0	0.7	2.9	2.3	0.6	0.2	0.3	-0.1	*	0.1	*	2.6	2.1	0.5
Hokonui	1.6	1.4	0.2	15	*	*	*	0.1	*	*	0.2	*	*	0.3	0.2	0.1	0.7	0.8	-0.1	0.7	0.7	0.0	0.1	*	*
Life FM	1.0	1.1	-0.1	16	0.2	0.2	0.0	0.2	0.2	0.0	0.6	0.9	-0.3	0.6	0.9	-0.3	0.2	*	*	0.2	*	*	0.1	0.3	-0.2
More FM	12.9	12.6	0.3	4	1.7	1.5	0.2	2.3	2.4	-0.1	3.7	3.6	0.1	6.9	6.9	0.0	5.0	5.1	-0.1	2.8	2.8	0.0	3.2	2.9	0.3
Newstalk ZB	9.5	9.4	0.1	6	0.1	0.2	-0.1	0.1	0.1	0.0	0.6	0.6	0.0	1.5	1.5	0.0	2.2	2.2	0.0	4.7	4.7	0.0	0.5	0.3	0.2
Radio Hauraki	7.0	6.4	0.6	11	1.2	1.1	0.1	1.7	1.1	0.6	2.8	3.3	-0.5	4.0	4.4	-0.4	1.4	1.2	0.2	0.5	0.2	0.3	2.4	2.4	0.0
RadioLIVE	6.4	6.9	-0.5	12	0.2	0.2	0.0	1.5	1.3	0.2	2.6	2.4	0.2	3.5	3.8	-0.3	1.7	2.3	-0.6	1.7	1.9	-0.2	1.3	1.2	0.1
Radio Sport	3.7	2.8	0.9	13	0.1	*	*	0.2	0.2	0.0	0.3	0.3	0.0	0.9	0.5	0.4	1.6	0.7	0.9	1.7	1.5	0.2	0.7	0.3	0.4
Rhema	0.6	0.6	0.0	17	0.1	0.1	0.0	*	*	*	0.1	0.1	0.0	0.4	0.4	0.0	0.4	0.4	0.0	0.2	0.2	0.0	*	*	*
Rock	13.7	17.7	-4.0	3	1.5	2.1	-0.6	4.8	7.1	-2.3	6.9	9.4	-2.5	8.5	11.6	-3.1	2.9	3.5	-0.6	1.6	1.5	0.1	4.8	5.5	-0.7
Star	0.1	0.4	-0.3	18	*	*	*	*	*	*	*	*	*	*	*	*	0.1	0.2	-0.1	0.1	0.4	-0.3	*	*	*
Te Korimako o Taranaki	2.1	1.9	0.2	14	0.2	*	*	0.3	0.2	0.1	0.3	0.4	-0.1	1.2	1.3	-0.1	1.2	1.2	0.0	0.6	0.6	0.0	0.8	0.9	-0.1
The Hits	20.1	19.8	0.3	2	3.2	3.2	0.0	5.8	6.1	-0.3	5.7	5.9	-0.2	10.6	10.1	0.5	7.8	7.1	0.7	4.1	4.3	-0.2	6.7	6.0	0.7
The Sound	10.1	12.0	-1.9	5	1.0	0.8	0.2	1.2	1.7	-0.5	2.3	3.7	-1.4	5.4	6.3	-0.9	5.7	5.9	-0.2	3.6	4.7	-1.1	2.2	2.6	-0.4
ZM	9.3	7.5	1.8	8	1.2	1.5	-0.3	3.9	3.2	0.7	4.7	3.1	1.6	6.0	4.4	1.6	1.6	1.6	0.0	0.4	0.5	-0.1	3.3	1.6	1.7
Others	12.1	9.6	2.5		1.8	2.2	-0.4	1.9	1.3	0.6	3.8	1.8	2.0	5.7	3.4	2.3	4.5	3.5	1.0	3.5	2.8	0.7	3.3	1.8	1.5
Mediaworks Combo	54.3	57.1	-2.8		7.1	7.9	-0.8	15.0	16.5	-1.5	19.5	19.9	-0.4	28.9	29.7	-0.8	16.6	17.8	-1.2	10.4	11.4	-1.0	15.6	13.9	1.7
NZME Combo	53.7	49.8	3.9		6.4	6.4	0.0	12.6	11.5	1.1	13.8	12.5	1.3	21.6	19.5	2.1	14.3	12.9	1.4	14.3	14.0	0.3	13.2	10.5	2.7
All Commercial Radio	83.7	83.9	-0.2		9.8	10.7	-0.9	19.4	19.4	0.0	24.6	24.8	-0.2	37.4	37.6	-0.2	25.4	25.3	0.1	21.9	22.2	-0.3	20.0	18.4	1.6
Potential (000)	98.4	98.4	0.0		12.2	12.7	-0.5	22.4	21.9	0.5	27.4	27.4	0.0	42.7	42.7	0.0	29.9	29.9	0.0	25.7	25.7	0.0	20.8	19.6	1.2
Sample	802	818	-16		103	105	-2	166	165	1	213	222	-9	335	334	1	241	240	1	229	244	-15	170	156	14

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Potential (000)	98.4	98.4	0.0
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	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	4.8	4.8	0.0	8	4.6	5.1	-0.5	4.8	5.5	-0.7	4.6	4.8	-0.2	3.1	2.8	0.3	0.6	0.8	-0.2	4.7	5.1	-0.4
Coast	5.9	5.9	0.0	7	6.3	6.0	0.3	6.0	5.8	0.2	5.1	4.7	0.4	1.6	1.6	0.0	0.6	1.0	-0.4	7.1	7.1	0.0
Edge	13.0	14.3	-1.3	1	11.3	10.5	0.8	12.8	13.4	-0.6	11.5	12.4	-0.9	5.5	6.2	-0.7	4.6	3.7	0.9	16.1	16.2	-0.1
Flava	3.6	3.2	0.4	11	3.3	2.8	0.5	4.2	3.5	0.7	4.0	3.1	0.9	1.9	1.5	0.4	*	0.4	*	5.2	4.4	0.8
Hokonui	1.0	1.1	-0.1	14	1.0	1.1	-0.1	1.1	0.8	0.3	0.8	0.7	0.1	0.4	0.4	0.0	0.6	0.6	0.0	1.5	1.4	0.1
Life FM	0.7	0.8	-0.1	15	0.5	0.4	0.1	0.4	0.7	-0.3	0.6	0.5	0.1	0.3	0.2	0.1	0.2	0.2	0.0	0.5	0.8	-0.3
More FM	7.7	7.2	0.5	4	7.0	6.0	1.0	8.6	7.8	0.8	6.0	6.0	0.0	1.6	1.4	0.2	1.7	2.0	-0.3	7.6	7.9	-0.3
Newstalk ZB	7.5	7.3	0.2	5	5.5	5.4	0.1	4.9	4.5	0.4	4.2	3.8	0.4	4.0	3.5	0.5	3.3	3.2	0.1	7.3	7.0	0.3
Radio Hauraki	4.3	3.9	0.4	10	4.1	3.7	0.4	4.0	3.2	0.8	2.7	2.3	0.4	0.8	0.4	0.4	0.6	0.5	0.1	3.1	3.2	-0.1
RadioLIVE	4.4	5.0	-0.6	9	2.9	2.8	0.1	1.9	2.1	-0.2	2.7	2.6	0.1	1.4	1.4	0.0	0.9	1.0	-0.1	3.6	3.5	0.1
Radio Sport	1.1	0.8	0.3	13	1.3	1.0	0.3	1.2	1.2	0.0	1.1	0.7	0.4	0.9	0.5	0.4	0.5	0.3	0.2	2.9	2.0	0.9
Rhema	0.4	0.4	0.0	17	0.2	0.2	0.0	0.3	0.4	-0.1	0.4	0.4	0.0	0.4	0.4	0.0	0.3	0.2	0.1	0.3	0.3	0.0
Rock	7.8	11.3	-3.5	3	7.3	8.7	-1.4	8.4	9.7	-1.3	6.7	8.4	-1.7	2.4	3.3	-0.9	1.7	2.0	-0.3	6.8	9.5	-2.7
Star	*	*	*	*	*	*	*	0.1	0.4	-0.3	*	0.2	*	*	*	*	0.1	0.2	-0.1	*	*	*
Te Korimako o Taranaki	0.6	0.6	0.0	16	0.5	0.5	0.0	0.4	0.1	0.3	0.5	0.4	0.1	0.8	0.7	0.1	0.4	0.4	0.0	1.4	1.2	0.2
The Hits	12.5	12.7	-0.2	2	10.9	9.8	1.1	13.5	12.7	0.8	10.5	9.6	0.9	2.8	2.9	-0.1	1.9	1.9	0.0	12.7	13.2	-0.5
The Sound	7.0	7.3	-0.3	6	6.2	6.4	-0.2	6.4	6.5	-0.1	6.6	7.3	-0.7	2.6	1.9	0.7	0.9	1.1	-0.2	7.7	8.4	-0.7
ZM	2.8	2.8	0.0	12	3.3	2.5	0.8	5.7	4.3	1.4	5.4	3.3	2.1	1.3	1.2	0.1	0.5	0.7	-0.2	3.8	3.8	0.0
Others	5.2	3.9	1.3		5.0	3.3	1.7	5.5	4.2	1.3	6.5	3.9	2.6	3.6	2.7	0.9	1.1	1.1	0.0	7.5	5.7	1.8
Mediaworks Combo	38.1	41.0	-2.9		33.9	34.6	-0.7	35.7	37.1	-1.4	33.0	35.4	-2.4	15.3	15.6	-0.3	9.1	9.1	0.0	39.3	41.1	-1.8
NZME Combo	34.3	34.2	0.1		31.0	29.0	2.0	34.5	31.5	3.0	30.8	25.6	5.2	12.9	11.2	1.7	7.6	8.1	-0.5	38.9	37.3	1.6
All Commercial Radio	64.8	66.9	-2.1		56.5	55.3	1.2	60.7	60.4	0.3	58.2	56.3	1.9	29.6	27.3	2.3	16.9	16.8	0.1	70.2	70.3	-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 3 2017

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

Survey Comparisons: 2/2017 - 3/2017

This Survey Period: Sun Aug 21 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Sep 9 2017

Last Survey Period: Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 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	7:53	9:25	-1:32	2:33	2:17	0:16	6:39	6:28	0:10	5:43	5:25	0:17	7:27	8:55	-1:28	11:00	13:40	-2:39	9:47	13:04	-3:16	8:10	7:28	0:41
Coast	17:31	17:34	-0:02	5:00	4:25	0:34	12:33	11:35	0:58	12:33	11:35	0:58	18:38	18:38	0:00	18:12	19:32	-1:19	16:34	17:25	-0:50	14:34	13:17	1:17
Edge	8:55	9:09	-0:13	7:23	8:44	-1:21	10:04	10:10	-0:05	10:45	10:42	0:02	10:00	10:07	-0:06	8:41	8:46	-0:04	10:44	8:53	1:51	11:53	12:18	-0:25
Flava	8:22	5:43	2:39	3:27	4:07	-0:40	7:45	6:35	1:10	13:30	6:30	6:59	12:50	5:58	6:52	5:18	2:29	2:48	*	6:15	*	13:51	7:41	6:09
Hokonui	32:24	34:18	-1:53	*	*	*	1:30	*	*	0:57	*	*	0:38	0:15	0:23	33:23	30:15	3:08	35:33	36:38	-1:04	0:30	*	*
Life FM	6:39	7:30	-0:50	1:52	1:52	0:00	3:48	4:09	-0:20	9:21	8:27	0:54	9:21	8:27	0:54	4:30	*	*	4:30	*	*	14:25	11:41	2:44
More FM	9:48	9:13	0:35	3:36	4:51	-1:14	6:28	6:10	0:17	7:59	8:05	-0:05	10:17	9:46	0:31	14:57	12:44	2:13	13:57	12:23	1:34	11:42	11:27	0:14
Newstalk ZB	15:52	17:41	-1:48	0:30	15:34	-15:04	0:30	0:30	0:00	7:39	14:48	-7:09	6:44	10:05	-3:21	8:46	8:06	0:39	13:41	13:28	0:13	14:45	16:37	-1:51
Radio Hauraki	5:45	5:02	0:42	4:39	4:05	0:34	7:24	7:19	0:05	5:20	4:26	0:53	5:28	4:31	0:57	5:47	4:33	1:13	4:04	0:36	3:28	7:40	5:30	2:10
RadioLIVE	9:09	8:34	0:34	2:30	2:30	0:00	6:33	7:17	-0:43	8:11	7:15	0:56	7:35	6:37	0:57	7:39	8:15	-0:35	10:23	11:35	-1:12	5:34	4:41	0:53
Radio Sport	6:10	6:15	-0:04	1:00	*	*	1:00	1:00	0:00	1:19	1:22	-0:03	3:47	2:23	1:24	5:36	6:04	-0:27	6:40	7:07	-0:27	4:55	7:03	-2:08
Rhema	13:44	14:47	-1:03	1:15	1:15	0:00	*	*	*	38:15	38:15	0:00	22:24	24:34	-2:10	11:00	13:09	-2:08	1:45	2:19	-0:34	*	*	*
Rock	12:33	11:55	0:38	3:44	4:04	-0:19	15:21	14:08	1:13	13:12	12:07	1:05	12:33	11:38	0:55	9:39	9:18	0:20	8:26	7:58	0:28	13:26	12:15	1:10
Star	3:45	3:45	0:00	*	*	*	*	*	*	*	*	*	*	*	*	3:45	3:45	0:00	3:45	3:45	0:00	*	*	*
Te Korimako o Taranaki	6:09	4:54	1:14	11:17	*	*	5:18	5:18	0:00	5:18	5:06	0:11	3:12	3:26	-0:13	2:32	2:27	0:05	10:21	7:56	2:25	2:37	3:17	-0:39
The Hits	9:48	8:33	1:14	8:58	7:32	1:25	9:20	7:57	1:23	9:35	8:40	0:54	10:19	9:21	0:57	10:53	9:29	1:24	9:03	7:49	1:14	8:25	8:13	0:11
The Sound	15:55	12:19	3:36	7:57	7:19	0:38	25:04	3:59	21:05	20:21	10:42	9:38	17:08	10:20	6:48	16:35	14:42	1:52	16:51	16:25	0:25	14:23	6:52	7:31
ZM	5:17	5:56	-0:39	6:27	6:44	-0:16	6:39	6:16	0:22	4:37	6:04	-1:27	5:06	6:05	-0:59	6:00	5:09	0:50	1:21	1:17	0:03	3:40	4:49	-1:08
Others	8:37	8:18	0:18	6:36	8:17	-1:40	7:58	3:17	4:40	9:11	9:40	-0:29	8:37	8:00	0:37	8:58	8:43	0:14	9:32	9:13	0:18	8:56	9:38	-0:41
Mediaworks Combo	14:40	14:42	-0:02	7:38	8:57	-1:18	15:45	14:37	1:08	15:45	15:28	0:17	15:46	15:02	0:44	17:11	16:25	0:46	16:48	18:03	-1:15	16:51	16:27	0:24
NZME Combo	13:45	13:38	0:07	7:40	7:40	0:00	10:42	9:32	1:09	9:58	9:03	0:55	10:24	9:32	0:51	13:51	13:21	0:30	17:13	17:23	-0:09	10:29	9:51	0:38
All Commercial Radio	19:57	19:24	0:32	12:01	12:58	-0:57	20:01	18:24	1:37	19:55	18:15	1:40	20:00	18:06	1:53	20:59	19:55	1:04	21:07	21:45	-0:38	21:46	19:17	2:29
Potential (000)	98.4	98.4	0.0	12.2	12.7	-0.5	22.4	21.9	0.5	27.4	27.4	0.0	42.7	42.7	0.0	29.9	29.9	0.0	25.7	25.7	0.0	20.8	19.6	1.2
Sample	802	818	-16	103	105	-2	166	165	1	213	222	-9	335	334	1	241	240	1	229	244	-15	170	156	14

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 3 2017

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

Survey Comparisons: 2/2017 - 3/2017

This Survey Period: Sun Aug 21 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Sep 9 2017

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

	This	Last	+/-
Potential (000)	98.4	98.4	0.0
Sample Size	802	818	-16

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

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