



TARANAKI COMMERCIAL RADIO - SURVEY 1 2018

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

Survey Comparisons: 4/2017 - 1/2018

This Survey Period: Sun Apr 9 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Apr 7 2018

Last Survey Period: Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 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	7.1	6.3	0.8	7	1.4	1.4	0.0	6.8	4.2	2.6	5.5	4.9	0.6	5.6	4.5	1.1	9.0	8.4	0.6	14.4	14.1	0.3	8.8	5.9	2.9
Coast	7.0	7.6	-0.6	8	1.2	1.6	-0.4	0.3	0.2	0.1	0.6	0.1	0.5	1.5	1.7	-0.2	5.1	7.1	-2.0	13.7	15.3	-1.6	0.7	0.3	0.4
Edge	10.0	10.8	-0.8	5	32.6	31.7	0.9	20.4	22.2	-1.8	15.7	16.5	-0.8	11.1	12.3	-1.2	2.7	4.2	-1.5	1.8	1.3	0.5	13.1	16.0	-2.9
Flava	4.8	4.1	0.7	9	9.7	10.6	-0.9	8.6	7.3	1.3	10.1	8.0	2.1	7.5	5.1	2.4	1.9	0.4	1.5	*	*	*	10.6	9.6	1.0
Hokonui	1.7	1.9	-0.2	13	*	*	*	0.9	*	*	0.1	0.2	-0.1	0.1	0.1	0.0	1.1	1.9	-0.8	2.0	2.8	-0.8	*	*	*
Life FM	0.5	0.5	0.0	16	0.3	0.2	0.1	0.3	0.4	-0.1	0.9	0.9	0.0	0.5	0.5	0.0	0.5	0.5	0.0	0.6	0.7	-0.1	1.3	1.2	0.1
More FM	7.4	5.8	1.6	6	10.7	5.6	5.1	4.2	3.4	0.8	10.6	6.0	4.6	9.4	6.7	2.7	6.9	6.7	0.2	6.5	5.6	0.9	13.5	7.9	5.6
Newstalk ZB	10.8	11.3	-0.5	4	0.4	0.4	0.0	0.5	*	*	0.7	0.5	0.2	3.7	3.6	0.1	8.8	8.2	0.6	18.9	19.3	-0.4	0.9	2.1	-1.2
Radio Hauraki	2.3	2.6	-0.3	12	1.6	3.6	-2.0	3.5	4.9	-1.4	3.8	3.2	0.6	3.2	2.8	0.4	1.8	1.6	0.2	0.6	0.6	0.0	2.5	4.2	-1.7
RadioLIVE	3.3	3.3	0.0	10	0.1	0.5	-0.4	2.3	2.8	-0.5	3.4	4.0	-0.6	4.0	4.2	-0.2	4.7	3.9	0.8	2.7	2.8	-0.1	3.0	2.0	1.0
Radio Sport	1.5	1.3	0.2	14	0.2	0.1	0.1	0.1	0.1	0.0	0.3	0.3	0.0	0.5	0.5	0.0	1.3	1.5	-0.2	2.5	2.5	0.0	0.7	1.0	-0.3
Rhema	0.1	0.1	0.0	17	*	*	*	*	*	*	*	*	*	*	*	*	0.1	0.1	0.0	0.3	0.4	-0.1	*	*	*
Rock	11.5	12.0	-0.5	2	11.8	8.0	3.8	17.1	14.6	2.5	16.3	19.9	-3.6	15.8	17.2	-1.4	11.1	11.6	-0.5	3.2	5.5	-2.3	10.6	17.5	-6.9
Te Korimako o Taranaki	0.7	0.4	0.3	15	2.2	1.5	0.7	0.8	*	*	1.2	0.3	0.9	0.8	0.5	0.3	0.4	0.4	0.0	0.4	0.2	0.2	1.3	0.7	0.6
The Hits	12.5	12.3	0.2	1	12.8	17.8	-5.0	17.2	16.4	0.8	11.8	12.8	-1.0	12.8	15.4	-2.6	15.6	15.6	0.0	13.1	10.0	3.1	12.7	12.9	-0.2
The Sound	11.3	11.1	0.2	3	2.5	3.7	-1.2	6.9	10.4	-3.5	10.6	11.0	-0.4	14.8	14.2	0.6	22.0	20.2	1.8	14.4	14.7	-0.3	10.2	8.1	2.1
ZM	3.1	3.4	-0.3	11	7.3	7.2	0.1	5.8	7.3	-1.5	3.0	4.5	-1.5	3.3	4.0	-0.7	3.1	2.7	0.4	1.3	1.2	0.1	5.2	4.7	0.5
Others	4.5	5.1	-0.6		5.3	6.2	-0.9	4.4	6.0	-1.6	5.5	7.0	-1.5	5.3	6.5	-1.2	4.1	4.8	-0.7	3.5	2.9	0.6	4.9	5.9	-1.0
Mediaworks Combo	51.1	49.3	1.8		59.0	51.0	8.0	59.3	57.5	1.8	63.6	62.2	1.4	61.7	59.1	2.6	56.3	54.9	1.4	43.1	44.0	-0.9	59.7	57.3	2.4
NZME Combo	44.1	44.6	-0.5		33.7	41.2	-7.5	38.5	36.2	2.3	31.7	29.6	2.1	33.5	33.3	0.2	38.8	39.1	-0.3	52.3	51.7	0.6	33.6	34.9	-1.3
Potential (000)	101.5	98.4	3.1		13.6	13.0	0.6	22.1	21.6	0.5	27.9	27.4	0.5	43.5	42.7	0.8	31.2	29.9	1.3	27.4	25.7	1.7	18.9	19.9	-1.0
Sample	829	831	-2		88	97	-9	145	155	-10	202	200	2	338	339	-1	251	262	-11	249	248	1	167	169	-2

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 (from S1 2018) internet only listening to George FM or Magic or Mai

NZME Combo: Coast or Flava or Hokonui or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or (from S1 2018) internet only listening to Mix



TARANAKI COMMERCIAL RADIO - SURVEY 1 2018

Station Share (%) by Daypart, People 10+
Survey Comparisons: 4/2017 - 1/2018

This Survey Period: Sun Apr 9 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Apr 7 2018

Last Survey Period: Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017

	This	Last	+/-
Potential (000)	101.5	98.4	3.1
Sample Size	829	831	-2

	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	5.2	4.3	0.9	8	9.2	7.5	1.7		7.1	7.0	0.1		7.1	6.6	0.5		8.1	8.6	-0.5		5.9	4.1	1.8		6.9	5.9	1.0	
Coast	6.5	6.8	-0.3	7	8.5	8.3	0.2		8.5	8.4	0.1		4.1	4.8	-0.7		5.0	7.9	-2.9		1.0	1.3	-0.3		8.0	9.3	-1.3	
Edge	9.4	11.0	-1.6	5	8.5	8.7	-0.2		9.8	9.5	0.3		11.3	12.1	-0.8		8.3	10.6	-2.3		9.3	14.8	-5.5		11.4	12.1	-0.7	
Flava	3.8	3.5	0.3	10	5.2	3.6	1.6		4.7	4.7	0.0		6.3	5.2	1.1		8.5	5.8	2.7		0.4	0.4	0.0		4.5	3.9	0.6	
Hokonui	2.1	1.7	0.4	12	1.9	1.7	0.2		1.8	2.3	-0.5		1.5	2.0	-0.5		1.5	2.3	-0.8		0.4	1.3	-0.9		1.6	1.9	-0.3	
Life FM	0.4	0.6	-0.2	15	0.2	0.4	-0.2		0.3	0.3	0.0		0.6	0.6	0.0		0.2	0.2	0.0		1.3	0.6	0.7		0.6	0.5	0.1	
More FM	8.9	7.0	1.9	6	6.8	6.6	0.2		7.5	5.7	1.8		6.2	4.6	1.6		1.9	2.3	-0.4		12.8	5.0	7.8		7.9	6.0	1.9	
Newstalk ZB	15.8	16.3	-0.5	1	10.9	11.6	-0.7		6.1	5.6	0.5		7.3	7.2	0.1		15.5	18.2	-2.7		18.0	23.6	-5.6		10.2	11.0	-0.8	
Radio Hauraki	1.9	2.7	-0.8	13	1.6	3.0	-1.4		2.6	3.1	-0.5		3.9	3.4	0.5		0.9	1.2	-0.3		2.2	1.6	0.6		2.4	1.9	0.5	
RadioLIVE	4.9	3.6	1.3	9	2.1	1.9	0.2		2.1	2.0	0.1		3.1	2.9	0.2		6.8	8.4	-1.6		5.7	7.2	-1.5		2.8	3.6	-0.8	
Radio Sport	1.7	1.3	0.4	14	1.5	1.2	0.3		1.7	1.4	0.3		1.2	0.8	0.4		0.7	0.9	-0.2		*	*	*		1.7	2.0	-0.3	
Rhema	*	*	*	*	*	*	*		0.2	0.3	-0.1		*	0.1	*		0.2	0.2	0.0		0.4	0.4	0.0		*	*	*	
Rock	9.5	13.0	-3.5	4	10.8	14.5	-3.7		10.5	13.8	-3.3		14.6	14.5	0.1		20.1	8.1	12.0		24.7	15.6	9.1		8.1	7.4	0.7	
Te Korimako o Taranaki	0.3	0.1	0.2	16	0.3	0.1	0.2		0.2	0.1	0.1		0.5	0.4	0.1		1.5	2.0	-0.5		0.8	1.3	-0.5		1.5	0.7	0.8	
The Hits	13.2	11.6	1.6	2	15.5	13.7	1.8		15.4	13.3	2.1		11.2	11.8	-0.6		5.9	7.3	-1.4		3.8	7.7	-3.9		11.4	12.9	-1.5	
The Sound	11.4	10.5	0.9	3	10.5	10.6	-0.1		13.5	13.4	0.1		13.7	13.3	0.4		5.7	4.7	1.0		5.5	5.4	0.1		11.5	11.2	0.3	
ZM	2.4	2.6	-0.2	11	2.7	2.9	-0.2		4.1	5.1	-1.0		3.6	3.8	-0.2		1.3	1.3	0.0		0.6	1.3	-0.7		3.9	3.5	0.4	
Others	2.6	3.4	-0.8		3.6	3.9	-0.3		4.0	4.0	0.0		4.0	5.9	-1.9		7.9	10.0	-2.1		7.0	8.1	-1.1		5.6	6.0	-0.4	
Mediaworks Combo	49.4	49.3	0.1		48.2	49.7	-1.5		50.7	51.3	-0.6		56.3	54.0	2.3		51.2	42.7	8.5		66.7	52.1	14.6		49.6	46.3	3.3	
NZME Combo	47.5	46.5	1.0		48.3	46.0	2.3		45.5	43.8	1.7		40.0	38.9	1.1		40.7	45.0	-4.3		26.5	37.2	-10.7		43.9	46.5	-2.6	

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NZME Combo: Coast or Flava or Hokonui or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or (from S1 2018) internet only listening to Mix



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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	10.6	10.8	-0.2	7	1.1	0.9	0.2	2.0	1.7	0.3	2.6	3.3	-0.7	4.0	4.4	-0.4	4.0	4.2	-0.2	4.6	4.8	-0.2	2.8	2.3	0.5
Coast	8.0	8.8	-0.8	10	0.3	0.4	-0.1	0.5	0.2	0.3	0.5	0.2	0.3	1.1	0.8	0.3	1.9	2.8	-0.9	4.6	5.3	-0.7	0.2	0.1	0.1
Edge	22.0	22.2	-0.2	1	6.2	5.8	0.4	8.3	8.1	0.2	8.6	8.1	0.5	11.2	11.0	0.2	3.6	4.0	-0.4	1.2	1.2	0.0	5.8	7.0	-1.2
Flava	9.6	8.0	1.6	9	3.6	3.0	0.6	4.1	3.6	0.5	4.0	2.3	1.7	4.8	2.6	2.2	0.8	0.3	0.5	*	*	*	2.6	2.5	0.1
Hokonui	2.0	1.8	0.2	15	*	*	*	0.1	0.1	0.0	0.3	0.3	0.0	0.3	0.3	0.0	0.9	1.0	-0.1	1.2	1.1	0.1	0.1	0.1	0.0
Life FM	1.2	0.6	0.6	16	0.2	0.1	0.1	0.5	0.2	0.3	0.6	0.3	0.3	0.6	0.3	0.3	0.2	0.2	0.0	0.3	0.2	0.1	0.2	0.2	0.0
More FM	13.5	11.8	1.7	5	2.7	1.6	1.1	2.1	2.1	0.0	4.4	3.6	0.8	6.9	6.0	0.9	4.4	3.8	0.6	3.0	2.5	0.5	4.0	3.3	0.7
Newstalk ZB	12.4	13.0	-0.6	6	0.2	0.3	-0.1	0.2	0.1	0.1	0.5	0.5	0.0	2.4	2.4	0.0	4.0	4.6	-0.6	6.0	6.5	-0.5	0.7	0.9	-0.2
Radio Hauraki	7.6	7.9	-0.3	11	0.7	1.3	-0.6	1.8	2.0	-0.2	2.9	2.6	0.3	4.5	3.9	0.6	2.8	2.3	0.5	1.3	1.2	0.1	1.4	2.2	-0.8
RadioLIVE	7.0	7.2	-0.2	12	0.1	0.3	-0.2	1.3	1.4	-0.1	2.1	2.4	-0.3	3.8	3.9	-0.1	3.1	2.9	0.2	1.8	1.8	0.0	1.8	1.5	0.3
Radio Sport	3.2	3.1	0.1	13	0.3	0.1	0.2	0.2	0.2	0.0	0.6	0.4	0.2	1.2	0.9	0.3	1.3	1.2	0.1	1.1	1.2	-0.1	0.7	0.8	-0.1
Rhema	0.5	0.4	0.1	17	*	*	*	*	*	*	*	*	*	*	0.1	*	0.4	0.3	0.1	0.4	0.2	0.2	*	*	*
Rock	14.0	15.2	-1.2	4	1.5	1.9	-0.4	4.7	5.3	-0.6	7.0	6.9	0.1	9.4	9.0	0.4	3.9	3.9	0.0	1.6	2.0	-0.4	3.7	4.3	-0.6
Te Korimako o Taranaki	2.8	1.4	1.4	14	1.4	0.2	1.2	0.6	*	*	1.0	0.1	0.9	1.2	0.9	0.3	0.3	0.9	-0.6	0.1	0.2	-0.1	0.7	0.7	0.0
The Hits	21.0	20.1	0.9	2	3.0	3.4	-0.4	6.9	6.6	0.3	6.9	6.5	0.4	11.4	10.9	0.5	7.1	7.1	0.0	4.1	3.9	0.2	5.8	6.0	-0.2
The Sound	14.2	12.8	1.4	3	1.2	1.5	-0.3	1.5	1.8	-0.3	2.5	2.6	-0.1	7.1	6.4	0.7	8.9	7.4	1.5	5.4	4.4	1.0	2.9	2.3	0.6
ZM	9.7	10.3	-0.6	8	2.3	2.4	-0.1	3.9	3.9	0.0	3.3	4.2	-0.9	4.4	5.4	-1.0	1.8	1.7	0.1	0.8	0.7	0.1	2.8	3.5	-0.7
Others	9.5	10.7	-1.2		1.3	1.9	-0.6	1.4	1.8	-0.4	3.0	3.1	-0.1	5.1	5.5	-0.4	3.6	4.0	-0.4	2.3	2.2	0.1	2.5	2.8	-0.3
Mediaworks Combo	58.1	56.4	1.7		8.2	8.4	-0.2	13.7	13.5	0.2	19.3	19.0	0.3	29.9	28.9	1.0	20.4	18.5	1.9	13.9	12.2	1.7	14.4	14.6	-0.2
NZME Combo	57.6	56.6	1.0		8.6	8.5	0.1	13.6	12.2	1.4	15.0	13.4	1.6	23.4	21.5	1.9	15.8	16.3	-0.5	14.7	15.4	-0.7	10.4	12.0	-1.6
All Commercial Radio	86.1	84.8	1.3		11.7	11.7	0.0	18.9	17.8	1.1	24.7	23.6	1.1	38.2	36.8	1.4	27.6	26.7	0.9	22.8	22.5	0.3	17.7	18.6	-0.9
Potential (000)	101.5	98.4	3.1		13.6	13.0	0.6	22.1	21.6	0.5	27.9	27.4	0.5	43.5	42.7	0.8	31.2	29.9	1.3	27.4	25.7	1.7	18.9	19.9	-1.0
Sample	829	831	-2		88	97	-9	145	155	-10	202	200	2	338	339	-1	251	262	-11	249	248	1	167	169	-2

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	This	Last	+/-	Rank	This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-	
Breeze	6.1	5.5	0.6	8	5.8	5.1	0.7		6.6	6.4	0.2		5.2	5.1	0.1		2.8	3.4	-0.6		1.2	1.0	0.2		5.9	5.6	0.3	
Coast	4.9	5.3	-0.4	9	5.2	5.4	-0.2		5.1	5.3	-0.2		3.7	4.3	-0.6		1.1	1.5	-0.4		0.5	0.4	0.1		5.8	6.6	-0.8	
Edge	11.4	11.3	0.1	2	8.6	8.8	-0.2		11.5	11.7	-0.2		10.5	10.0	0.5		4.2	5.2	-1.0		4.7	3.9	0.8		14.0	16.1	-2.1	
Flava	6.6	4.7	1.9	7	4.2	3.0	1.2		5.9	4.8	1.1		5.3	3.8	1.5		3.3	2.1	1.2		0.4	0.2	0.2		5.8	5.8	0.0	
Hokonui	1.2	0.9	0.3	14	1.3	1.1	0.2		1.0	1.0	0.0		0.4	0.5	-0.1		0.3	0.4	-0.1		0.3	0.3	0.0		1.3	1.3	0.0	
Life FM	0.4	0.4	0.0	15	0.3	0.4	-0.1		0.3	0.3	0.0		0.4	0.4	0.0		0.3	0.3	0.0		0.6	0.2	0.4		0.6	0.5	0.1	
More FM	8.0	7.0	1.0	5	6.3	5.5	0.8		8.1	7.2	0.9		6.7	5.0	1.7		1.4	1.5	-0.1		1.9	1.6	0.3		8.2	6.6	1.6	
Newstalk ZB	9.8	9.7	0.1	3	6.0	6.5	-0.5		5.3	5.5	-0.2		4.8	4.8	0.0		5.1	5.5	-0.4		5.1	5.0	0.1		9.3	9.5	-0.2	
Radio Hauraki	3.3	4.2	-0.9	11	2.3	3.9	-1.6		3.0	3.7	-0.7		3.4	3.3	0.1		1.2	1.1	0.1		0.8	0.6	0.2		4.0	3.6	0.4	
RadioLIVE	4.0	4.1	-0.1	10	2.3	2.5	-0.2		2.0	2.2	-0.2		3.2	2.8	0.4		2.1	1.8	0.3		1.3	1.2	0.1		4.7	5.3	-0.6	
Radio Sport	1.3	1.2	0.1	13	1.6	1.6	0.0		1.1	1.2	-0.1		1.2	0.9	0.3		0.7	0.8	-0.1		0.1	0.1	0.0		2.1	2.2	-0.1	
Rhema	0.2	0.2	0.0	17	0.1	*	*		0.3	0.1	0.2		*	0.2	*		0.4	0.3	0.1		0.2	0.2	0.0		0.2	0.2	0.0	
Rock	7.5	8.9	-1.4	6	6.4	7.8	-1.4		8.0	9.5	-1.5		8.7	8.7	0.0		4.7	3.4	1.3		3.3	2.6	0.7		8.8	7.8	1.0	
Te Korimako o Taranaki	0.3	0.1	0.2	16	0.2	0.1	0.1		0.6	0.3	0.3		0.5	0.3	0.2		0.4	0.6	-0.2		0.1	0.3	-0.2		2.7	1.0	1.7	
The Hits	12.5	11.5	1.0	1	10.2	10.0	0.2		12.2	11.5	0.7		10.9	9.9	1.0		4.1	4.1	0.0		1.7	1.8	-0.1		12.6	12.5	0.1	
The Sound	8.6	7.6	1.0	4	8.2	8.0	0.2		8.3	7.6	0.7		8.8	8.0	0.8		3.3	2.5	0.8		2.8	1.4	1.4		10.5	8.6	1.9	
ZM	3.3	3.0	0.3	11	3.7	3.6	0.1		5.2	6.5	-1.3		4.1	4.4	-0.3		1.3	1.4	-0.1		0.6	0.6	0.0		5.3	4.6	0.7	
Others	3.2	3.7	-0.5		3.1	3.5	-0.4		4.5	4.2	0.3		4.4	5.2	-0.8		3.7	3.3	0.4		1.3	1.0	0.3		5.7	6.3	-0.6	
Mediaworks Combo	38.9	37.9	1.0		32.1	32.2	-0.1		37.1	37.6	-0.5		37.2	34.0	3.2		17.0	16.0	1.0		14.1	10.3	3.8		43.7	41.3	2.4	
NZME Combo	37.5	35.4	2.1		31.2	30.2	1.0		34.4	32.7	1.7		31.5	28.8	2.7		16.8	16.0	0.8		9.1	8.7	0.4		41.7	40.8	0.9	
All Commercial Radio	66.7	64.2	2.5		54.6	53.9	0.7		60.2	58.9	1.3		61.4	57.2	4.2		33.8	31.8	2.0		21.8	18.1	3.7		72.8	70.4	2.4	

Mediaworks Combo: Breeze or Edge or More FM or RadioLIVE or Rock or The Sound or (from S1 2018) internet only listening to George FM or Magic or Mai
NZME Combo: Coast or Flava or Hokonui or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or (from S1 2018) internet only listening to Mix



TARANAKI COMMERCIAL RADIO - SURVEY 1 2018

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

Survey Comparisons: 4/2017 - 1/2018

This Survey Period: Sun Apr 9 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Apr 7 2018

Last Survey Period: Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 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	12:05	9:40	2:25	1:52	2:19	-0:26	12:59	8:24	4:35	11:16	6:59	4:16	12:25	8:02	4:23	13:12	11:20	1:51	15:00	13:00	2:00	12:46	10:33	2:13
Coast	15:47	14:30	1:17	5:03	5:27	-0:23	2:29	2:58	-0:28	5:57	2:58	2:59	12:43	17:04	-4:20	15:30	14:38	0:51	14:34	12:55	1:38	17:09	11:00	6:09
Edge	8:12	8:05	0:06	7:45	7:32	0:12	9:25	9:24	0:01	9:56	9:43	0:13	8:44	8:49	-0:04	4:27	5:52	-1:25	7:13	4:59	2:14	9:13	9:28	-0:14
Flava	9:05	8:35	0:30	3:55	4:48	-0:52	8:03	6:58	1:05	13:51	16:47	-2:56	13:49	15:25	-1:35	13:42	6:06	7:35	*	*	*	17:01	16:17	0:44
Hokonui	15:13	17:38	-2:25	*	*	*	27:26	1:30	25:56	3:08	2:48	0:20	2:27	2:14	0:12	7:18	10:46	-3:28	8:01	11:25	-3:24	0:30	0:30	0:00
Life FM	6:42	11:40	-4:57	1:45	1:45	0:00	2:22	6:30	-4:07	7:44	16:30	-8:45	7:44	16:30	-8:45	14:06	17:26	-3:20	9:35	17:26	-7:50	22:23	23:07	-0:44
More FM	9:59	8:10	1:48	5:52	4:52	0:59	7:39	5:31	2:07	13:08	8:03	5:04	11:56	8:51	3:05	9:10	10:05	-0:54	10:34	10:00	0:34	13:43	9:53	3:49
Newstalk ZB	15:49	14:24	1:25	2:49	1:58	0:50	8:30	0:30	8:00	7:09	4:59	2:10	13:23	11:54	1:28	13:02	10:00	3:02	15:10	13:14	1:55	4:54	9:41	-4:46
Radio Hauraki	5:26	5:27	-0:00	3:09	3:50	-0:40	7:24	8:21	-0:57	7:13	6:02	1:10	6:13	5:46	0:26	3:45	4:00	-0:15	2:29	2:14	0:14	7:00	7:56	-0:55
RadioLIVE	8:38	7:39	0:58	0:45	1:58	-1:13	6:52	6:55	-0:02	8:46	7:53	0:53	9:22	8:26	0:55	8:48	7:43	1:05	7:21	6:58	0:23	6:42	5:30	1:11
Radio Sport	8:20	7:06	1:13	0:53	1:00	-0:06	1:00	1:00	0:00	2:40	3:48	-1:08	3:41	4:21	-0:40	5:58	7:28	-1:29	10:56	9:08	1:47	4:26	5:17	-0:51
Rhema	3:06	4:55	-1:49	*	*	*	*	*	*	*	*	*	*	2:00	*	1:45	1:51	-0:06	3:31	6:41	-3:10	*	*	*
Rock	14:51	13:12	1:39	11:41	5:55	5:45	13:52	9:20	4:31	12:40	13:42	-1:01	14:44	15:06	-0:21	16:39	16:35	0:03	9:55	12:20	-2:24	11:53	16:48	-4:54
Te Korimako o Taranaki	4:32	5:21	-0:48	2:22	11:17	-8:54	4:28	*	*	6:36	10:45	-4:08	5:53	4:02	1:50	6:21	2:35	3:46	14:02	6:33	7:28	7:33	4:21	3:12
The Hits	10:44	10:08	0:35	6:16	7:19	-1:02	9:33	8:32	1:00	9:21	9:23	-0:02	9:54	11:13	-1:18	12:55	12:32	0:22	15:27	11:25	4:01	9:00	8:50	0:09
The Sound	14:24	14:22	0:02	2:57	3:23	-0:25	17:43	20:02	-2:19	23:21	20:01	3:19	18:18	17:37	0:40	14:32	15:25	-0:52	12:58	14:49	-1:51	14:19	14:19	0:00
ZM	5:52	5:32	0:20	4:35	4:12	0:23	5:43	6:28	-0:44	4:55	5:06	-0:10	6:28	5:53	0:34	10:12	8:55	1:17	8:15	7:15	1:00	7:33	5:36	1:56
Others	8:33	7:56	0:36	6:00	4:28	1:31	11:40	11:15	0:24	9:50	10:57	-1:06	9:06	9:28	-0:22	6:41	6:50	-0:09	7:13	5:53	1:20	8:03	8:35	-0:32
Mediaworks Combo	15:55	14:32	1:23	10:33	8:23	2:10	16:29	14:33	1:55	17:56	15:42	2:13	18:10	16:13	1:56	16:15	16:46	-0:30	15:00	16:05	-1:05	16:55	16:18	0:37
NZME Combo	13:52	13:07	0:44	5:43	6:42	-0:59	10:49	10:08	0:41	11:29	10:35	0:53	12:34	12:16	0:18	14:30	13:36	0:53	17:11	14:59	2:12	13:11	12:03	1:07
All Commercial Radio	21:00	19:38	1:22	12:27	11:47	0:40	20:10	19:13	0:57	22:04	20:17	1:47	23:00	21:31	1:29	21:21	21:12	0:08	21:15	19:53	1:22	23:05	22:19	0:45
Potential (000)	2436:00	2361:36	74:24	326:24	312:00	14:24	530:24	518:24	12:00	669:36	657:36	12:00	1044:00	1024:48	19:12	748:48	717:36	31:12	657:36	616:48	40:48	453:36	477:36	-24:00
Sample	829	831	-2	88	97	-9	145	155	-10	202	200	2	338	339	-1	251	262	-11	249	248	1	167	169	-2

Mediaworks Combo: Breeze or Edge or More FM or RadioLIVE or Rock or The Sound or (from S1 2018) internet only listening to George FM or Magic or Mai

NZME Combo: Coast or Flava or Hokonui or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or (from S1 2018) internet only listening to Mix



TARANAKI COMMERCIAL RADIO - SURVEY 1 2018

Average Time Spent Listening (hh:mm) by Daypart, People 10+
Survey Comparisons: 4/2017 - 1/2018

This Survey Period: Sun Apr 9 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Apr 7 2018

Last Survey Period: Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017

	This	Last	+/-
Potential (000)	101.5	98.4	3.1
Sample Size	829	831	-2

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

Mediaworks Combo: Breeze or Edge or More FM or RadioLIVE or Rock or The Sound or (from S1 2018) internet only listening to George FM or Magic or Mai

NZME Combo: Coast or Flava or Hokonui or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or (from S1 2018) internet only listening to Mix