



# TARANAKI COMMERCIAL RADIO - SURVEY 2 2024

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

Survey Comparisons: 1/2024 - 2/2024

This Survey Period: Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024

Last Survey Period: Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 2024

	All 10+				People 10-24			People 18-39			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	6.2	8.3	-2.1	8	3.5	4.8	-1.3	10.9	12.2	-1.3	9.4	12.6	-3.2	6.9	9.6	-2.7	5.6	7.0	-1.4	7.3	8.8	-1.5	4.1	6.4	-2.3
Coast	5.0	4.8	0.2	9	1.0	0.5	0.5	2.5	1.3	1.2	2.9	1.8	1.1	2.9	2.8	0.1	3.4	4.2	-0.8	7.7	7.3	0.4	3.7	3.4	0.3
Edge	7.4	6.9	0.5	6	31.7	29.0	2.7	11.7	10.3	1.4	10.7	7.6	3.1	8.2	6.4	1.8	3.4	4.0	-0.6	0.6	1.6	-1.0	15.6	13.1	2.5
Gold Sport	0.1	0.1	0.0	15	0.7	*	*	*	*	*	*	*	*	*	*	*	*	0.3	*	*	0.3	*	*	*	*
Life FM	0.8	0.8	0.0	14	*	*	*	0.4	0.3	0.1	0.5	0.5	0.0	1.3	1.2	0.1	1.7	1.8	-0.1	0.7	0.8	-0.1	0.1	0.3	-0.2
Magic	10.7	10.2	0.5	3	0.7	2.8	-2.1	0.5	3.0	-2.5	0.4	2.1	-1.7	1.7	3.4	-1.7	8.6	9.5	-0.9	20.1	16.8	3.3	4.5	6.2	-1.7
More FM	9.8	8.7	1.1	4	10.1	9.0	1.1	8.6	8.1	0.5	12.2	11.6	0.6	11.7	11.2	0.5	12.3	10.6	1.7	10.5	7.4	3.1	14.9	15.5	-0.6
Newstalk ZB	11.6	9.6	2.0	2	2.0	2.4	-0.4	2.1	0.6	1.5	4.3	3.0	1.3	3.9	2.8	1.1	7.8	7.0	0.8	15.6	15.4	0.2	1.5	1.5	0.0
Radio Hauraki	2.1	2.6	-0.5	12	2.1	2.5	-0.4	7.0	7.4	-0.4	5.9	6.6	-0.7	3.6	4.5	-0.9	0.6	1.2	-0.6	0.5	0.3	0.2	2.7	3.3	-0.6
Rhema	0.1	*	*	15	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rock	16.8	17.3	-0.5	1	5.2	3.8	1.4	29.5	29.8	-0.3	27.6	30.0	-2.4	30.6	30.9	-0.3	23.0	22.1	0.9	6.0	5.8	0.2	12.3	11.2	1.1
SENZ Sport	1.4	1.3	0.1	13	*	*	*	1.9	1.8	0.1	1.8	1.6	0.2	2.2	1.9	0.3	1.7	1.5	0.2	0.7	0.8	-0.1	0.3	0.3	0.0
Star	*	0.1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.3	*	*	*	*
Te Korimako o Taranaki	2.3	2.7	-0.4	11	3.3	1.7	1.6	2.3	1.7	0.6	3.1	2.2	0.9	2.2	1.9	0.3	2.7	2.7	0.0	2.8	5.2	-2.4	2.6	2.2	0.4
The Hits	8.3	9.8	-1.5	5	13.6	16.5	-2.9	7.3	8.9	-1.6	8.2	8.9	-0.7	8.8	10.9	-2.1	8.3	10.2	-1.9	7.0	6.2	0.8	14.5	17.3	-2.8
The Sound	6.6	7.2	-0.6	7	13.1	13.2	-0.1	1.0	1.3	-0.3	1.8	1.8	0.0	3.5	3.1	0.4	8.2	8.6	-0.4	10.9	13.4	-2.5	6.2	5.8	0.4
ZM	4.1	4.1	0.0	10	8.5	9.1	-0.6	10.4	9.7	0.7	7.4	7.1	0.3	6.8	6.3	0.5	3.6	3.1	0.5	0.3	0.1	0.2	9.7	8.7	1.0
MediaWorks Combo	59.0	59.6	-0.6		65.9	63.5	2.4	63.4	65.3	-1.9	64.1	66.4	-2.3	64.6	65.8	-1.2	62.8	63.2	-0.4	55.9	54.3	1.6	59.2	59.1	0.1
NZME Combo	31.5	31.2	0.3		29.9	33.1	-3.2	30.3	28.7	1.6	28.5	27.4	1.1	26.0	27.2	-1.2	23.8	26.1	-2.3	31.1	29.6	1.5	32.2	34.3	-2.1
Potential (000)	112.2	112.2	0.0		23.6	23.6	0.0	32.7	32.8	-0.1	31.6	31.6	0.0	47.8	47.8	0.0	32.8	32.8	0.0	30.1	30.1	0.0	20.8	19.7	1.1
Sample	815	826	-11		140	144	-4	209	218	-9	212	213	-1	322	336	-14	248	260	-12	257	257	0	150	152	-2

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

MediaWorks Combo: Breeze, Edge, More FM, Rock, The Sound, Magic, or internet only listening to George FM, Mai, Humm FM, Channel X (from S2 2024)

NZME Combo: Coast, Gold Sport, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui



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Station Share (%) by Daypart, People 10+

Survey Comparisons: 1/2024 - 2/2024

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Last Survey Period: Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 2024

	This	Last	+/-
Potential (000)	112.2	112.2	0.0
Sample Size	815	826	-11

	Breakfast				Morning			Afternoon			Drive			Night			Mid Dawn			Weekend		
	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	5.4	6.9	-1.5	8	7.3	10.4	-3.1	7.0	9.4	-2.4	4.6	6.2	-1.6	3.9	5.7	-1.8	7.6	10.1	-2.5	6.2	8.2	-2.0
Coast	3.5	3.4	0.1	10	5.5	5.2	0.3	5.7	5.2	0.5	4.1	3.7	0.4	4.8	4.2	0.6	1.9	2.8	-0.9	6.2	6.2	0.0
Edge	7.4	6.8	0.6	5	5.6	5.3	0.3	8.2	7.3	0.9	5.7	6.0	-0.3	14.0	12.2	1.8	2.3	1.9	0.4	8.6	8.0	0.6
Gold Sport	0.3	0.1	0.2	15	*	0.1	*	*	0.2	*	*	*	*	*	*	*	*	*	*	0.1	0.1	0.0
Life FM	0.7	0.6	0.1	13	1.1	1.2	-0.1	0.9	1.0	-0.1	0.8	0.8	0.0	0.3	0.3	0.0	0.1	0.1	0.0	0.8	0.8	0.0
Magic	9.9	10.4	-0.5	4	11.9	10.0	1.9	8.2	8.0	0.2	10.7	10.7	0.0	11.4	14.9	-3.5	5.9	4.7	1.2	13.6	12.0	1.6
More FM	10.4	9.1	1.3	3	9.2	8.9	0.3	10.2	10.4	-0.2	12.6	11.5	1.1	2.5	4.0	-1.5	7.7	2.9	4.8	9.6	6.5	3.1
Newstalk ZB	16.6	13.5	3.1	2	8.7	7.9	0.8	6.8	4.6	2.2	12.4	11.1	1.3	29.5	21.7	7.8	20.2	19.5	0.7	10.1	7.9	2.2
Radio Hauraki	1.7	2.2	-0.5	11	1.9	2.1	-0.2	2.5	2.8	-0.3	3.6	4.4	-0.8	2.0	2.5	-0.5	0.9	1.2	-0.3	1.3	2.2	-0.9
Rhema	*	*	*	*	0.2	*	*	0.3	*	*	*	*	*	*	*	*	*	*	*	0.1	0.1	0.0
Rock	18.1	19.0	-0.9	1	17.6	18.1	-0.5	17.1	17.1	0.0	17.3	17.1	0.2	5.5	6.5	-1.0	27.0	29.8	-2.8	14.8	16.3	-1.5
SENZ Sport	0.7	0.6	0.1	13	1.6	1.7	-0.1	2.8	2.5	0.3	1.5	1.2	0.3	1.0	0.7	0.3	*	*	*	0.4	0.4	0.0
Star	*	0.2	*	*	*	0.2	*	*	0.1	*	*	0.1	*	*	*	*	*	*	*	*	*	*
Te Korimako o Taranaki	1.5	1.8	-0.3	12	1.7	2.0	-0.3	1.3	2.1	-0.8	2.4	3.0	-0.6	2.3	2.8	-0.5	3.5	3.1	0.4	4.5	4.4	0.1
The Hits	7.2	9.3	-2.1	6	8.4	9.2	-0.8	8.6	10.0	-1.4	7.5	8.1	-0.6	11.0	13.9	-2.9	8.0	9.6	-1.6	8.6	10.7	-2.1
The Sound	5.7	6.4	-0.7	7	7.1	7.6	-0.5	7.5	8.7	-1.2	5.1	5.6	-0.5	4.5	3.4	1.1	5.4	6.2	-0.8	7.2	7.8	-0.6
ZM	4.9	4.9	0.0	9	4.1	4.6	-0.5	4.7	4.7	0.0	4.5	3.9	0.6	3.2	2.9	0.3	4.4	3.8	0.6	2.8	3.0	-0.2
MediaWorks Combo	59.2	60.4	-1.2		59.4	60.4	-1.0	59.2	61.1	-1.9	59.0	59.0	0.0	41.8	46.8	-5.0	59.2	57.7	1.5	61.2	59.8	1.4
NZME Combo	34.6	33.8	0.8		28.6	29.1	-0.5	28.9	28.0	0.9	32.1	31.2	0.9	51.2	45.9	5.3	35.5	36.8	-1.3	29.3	30.4	-1.1

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MediaWorks Combo: Breeze, Edge, More FM, Rock, The Sound, Magic, or internet only listening to George FM, Mai, Humm FM, Channel X (from S2 2024)

NZME Combo: Coast, Gold Sport, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui



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

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	All 10+				People 10-24			People 18-39			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	10.7	13.2	-2.5	7	1.1	1.4	-0.3	3.8	3.7	0.1	3.6	4.0	-0.4	5.6	5.8	-0.2	3.9	4.4	-0.5	3.4	4.2	-0.8	1.5	1.6	-0.1
Coast	6.2	5.9	0.3	10	0.2	0.1	0.1	0.8	0.8	0.0	1.0	1.0	0.0	1.9	2.2	-0.3	1.9	2.2	-0.3	3.3	2.7	0.6	1.0	1.0	0.0
Edge	18.0	15.9	2.1	3	7.7	6.8	0.9	6.9	7.0	-0.1	6.4	5.6	0.8	9.6	8.1	1.5	3.6	3.4	0.2	0.6	0.9	-0.3	6.0	5.3	0.7
Gold Sport	0.4	0.3	0.1	16	0.2	*	*	*	*	*	*	*	*	*	*	*	0.1	0.2	-0.1	0.2	0.3	-0.1	*	*	*
Life FM	1.6	1.5	0.1	14	0.1	*	*	0.2	0.1	0.1	0.2	0.3	-0.1	0.7	0.7	0.0	1.0	0.9	0.1	0.7	0.6	0.1	*	0.1	*
Magic	10.9	9.6	1.3	6	0.4	0.7	-0.3	0.4	1.1	-0.7	0.5	0.9	-0.4	1.0	1.5	-0.5	3.8	3.3	0.5	6.7	5.3	1.4	0.8	0.9	-0.1
More FM	16.5	13.9	2.6	4	3.2	2.5	0.7	5.4	5.1	0.3	6.0	5.6	0.4	9.3	8.2	1.1	6.3	5.0	1.3	3.9	3.0	0.9	3.5	3.5	0.0
Newstalk ZB	11.5	8.9	2.6	5	0.7	0.9	-0.2	1.6	0.8	0.8	2.2	1.2	1.0	3.1	1.6	1.5	3.1	2.7	0.4	4.2	4.1	0.1	0.5	0.3	0.2
Radio Hauraki	4.5	5.8	-1.3	11	0.6	1.4	-0.8	2.0	2.5	-0.5	2.3	2.7	-0.4	3.2	3.9	-0.7	1.0	1.4	-0.4	0.6	0.5	0.1	1.3	1.3	0.0
Rhema	0.6	0.1	0.5	15	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rock	18.9	17.1	1.8	2	3.6	2.1	1.5	6.1	6.1	0.0	6.5	6.3	0.2	12.3	11.8	0.5	7.9	7.5	0.4	2.7	2.9	-0.2	3.0	3.1	-0.1
SENZ Sport	2.5	2.1	0.4	13	*	*	*	0.3	0.3	0.0	0.5	0.3	0.2	1.4	0.9	0.5	1.0	0.7	0.3	1.1	1.1	0.0	0.1	0.1	0.0
Star	*	0.1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.1	*	*	*
Te Korimako o Taranaki	4.2	2.8	1.4	12	1.4	0.8	0.6	1.0	1.0	0.0	1.0	0.6	0.4	1.3	1.0	0.3	0.9	0.9	0.0	1.4	0.9	0.5	0.6	0.3	0.3
The Hits	19.3	21.4	-2.1	1	3.6	4.9	-1.3	6.5	6.5	0.0	7.7	7.4	0.3	11.2	11.5	-0.3	5.9	6.0	-0.1	3.7	3.0	0.7	4.9	4.9	0.0
The Sound	10.3	10.2	0.1	8	1.9	2.1	-0.2	1.3	1.2	0.1	1.5	1.2	0.3	3.3	2.8	0.5	5.1	5.0	0.1	4.5	5.0	-0.5	1.4	1.3	0.1
ZM	10.0	10.0	0.0	9	3.1	3.0	0.1	5.8	6.6	-0.8	4.4	5.2	-0.8	6.4	6.9	-0.5	2.5	1.8	0.7	0.4	*	*	4.0	3.6	0.4
MediaWorks Combo	65.4	61.8	3.6		13.1	11.5	1.6	18.1	18.1	0.0	18.1	17.0	1.1	29.5	28.5	1.0	23.3	22.7	0.6	18.1	17.2	0.9	11.6	11.5	0.1
NZME Combo	43.4	44.1	-0.7		7.4	8.4	-1.0	14.3	14.8	-0.5	14.5	14.8	-0.3	20.9	21.6	-0.7	11.8	11.7	0.1	10.4	9.3	1.1	9.7	9.0	0.7
All Commercial Radio	87.6	82.6	5.0		16.1	15.0	1.1	24.4	23.8	0.6	25.2	23.9	1.3	39.4	37.9	1.5	28.8	28.0	0.8	24.0	23.1	0.9	15.5	14.5	1.0
Potential (000)	112.2	112.2	0.0		23.6	23.6	0.0	32.7	32.8	-0.1	31.6	31.6	0.0	47.8	47.8	0.0	32.8	32.8	0.0	30.1	30.1	0.0	20.8	19.7	1.1
Sample	815	826	-11		140	144	-4	209	218	-9	212	213	-1	322	336	-14	248	260	-12	257	257	0	150	152	-2

MediaWorks Combo: Breeze, Edge, More FM, Rock, The Sound, Magic, or internet only listening to George FM, Mai, Humm FM, Channel X (from S2 2024)

NZME Combo: Coast, Gold Sport, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui



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	This	Last	+/-
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Sample Size	815	826	-11

	Breakfast				Morning			Afternoon			Drive			Night			Mid Dawn			Weekend		
	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	4.8	6.1	-1.3	9	5.9	6.9	-1.0	5.6	8.1	-2.5	4.9	6.9	-2.0	1.8	2.3	-0.5	0.9	1.3	-0.4	6.9	9.2	-2.3
Coast	2.5	2.4	0.1	10	3.1	2.6	0.5	3.7	3.2	0.5	2.4	2.3	0.1	1.7	1.4	0.3	0.6	0.6	0.0	3.8	4.0	-0.2
Edge	11.3	9.9	1.4	1	7.0	7.0	0.0	9.8	8.5	1.3	8.4	6.6	1.8	4.0	3.7	0.3	1.0	0.7	0.3	10.1	9.4	0.7
Gold Sport	0.3	0.2	0.1	15	*	0.1	*	0.1	0.2	-0.1	*	*	*	*	*	*	*	*	*	0.3	0.2	0.1
Life FM	0.7	0.7	0.0	14	0.9	0.9	0.0	0.5	0.6	-0.1	0.8	0.7	0.1	0.3	0.3	0.0	0.1	0.1	0.0	0.9	0.8	0.1
Magic	7.3	6.3	1.0	6	7.4	5.5	1.9	7.2	6.4	0.8	6.3	6.2	0.1	2.0	2.8	-0.8	1.1	1.3	-0.2	8.1	7.0	1.1
More FM	9.6	7.8	1.8	3	6.2	5.7	0.5	9.5	8.6	0.9	8.9	7.3	1.6	1.8	1.1	0.7	1.0	0.6	0.4	9.9	8.3	1.6
Newstalk ZB	8.1	6.4	1.7	5	7.6	5.7	1.9	5.9	3.9	2.0	4.8	4.1	0.7	4.2	3.7	0.5	3.0	2.6	0.4	7.2	5.8	1.4
Radio Hauraki	1.9	2.2	-0.3	11	2.0	2.7	-0.7	2.3	2.8	-0.5	2.2	2.5	-0.3	1.2	1.5	-0.3	0.3	0.4	-0.1	2.2	3.4	-1.2
Rhema	*	*	*	*	0.6	0.1	0.5	0.6	0.1	0.5	0.1	0.1	0.0	*	*	*	*	*	*	0.2	0.1	0.1
Rock	10.8	9.7	1.1	2	8.6	8.5	0.1	12.6	10.9	1.7	10.1	9.5	0.6	1.5	2.0	-0.5	3.6	3.6	0.0	9.1	9.6	-0.5
SENZ Sport	1.1	0.7	0.4	12	0.7	0.6	0.1	2.0	1.8	0.2	1.5	1.1	0.4	0.4	0.3	0.1	*	*	*	0.5	0.3	0.2
Star	*	0.1	*	*	*	0.1	*	*	0.1	*	*	0.1	*	*	*	*	*	*	*	*	0.1	*
Te Korimako o Taranaki	1.0	1.0	0.0	13	1.8	1.3	0.5	0.9	1.1	-0.2	1.3	1.4	-0.1	0.4	0.5	-0.1	0.3	0.2	0.1	3.8	2.1	1.7
The Hits	9.4	11.1	-1.7	4	9.0	10.5	-1.5	12.3	13.5	-1.2	8.3	8.9	-0.6	3.1	3.4	-0.3	1.1	1.6	-0.5	9.9	11.9	-2.0
The Sound	6.0	6.4	-0.4	8	5.2	4.9	0.3	5.3	5.6	-0.3	5.0	5.7	-0.7	2.0	1.6	0.4	1.7	1.7	0.0	4.8	5.0	-0.2
ZM	7.0	5.9	1.1	7	4.8	5.0	-0.2	4.9	4.6	0.3	5.2	4.5	0.7	1.5	1.4	0.1	1.2	1.0	0.2	5.8	5.7	0.1
MediaWorks Combo	43.7	41.9	1.8		35.5	33.3	2.2	43.9	42.1	1.8	40.0	38.9	1.1	11.9	12.0	-0.1	9.4	9.0	0.4	44.6	43.3	1.3
NZME Combo	27.3	26.1	1.2		23.6	23.7	-0.1	26.5	26.8	-0.3	21.1	20.0	1.1	10.6	10.3	0.3	6.1	6.0	0.1	26.9	28.8	-1.9
All Commercial Radio	65.1	61.6	3.5		57.7	53.7	4.0	64.4	61.3	3.1	58.0	55.0	3.0	21.6	21.1	0.5	14.6	14.2	0.4	64.4	62.5	1.9

MediaWorks Combo: Breeze, Edge, More FM, Rock, The Sound, Magic, or internet only listening to George FM, Mai, Humm FM, Channel X (from S2 2024)

NZME Combo: Coast, Gold Sport, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui



# TARANAKI COMMERCIAL RADIO - SURVEY 2 2024

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

Survey Comparisons: 1/2024 - 2/2024

This Survey Period: Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024

Last Survey Period: Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 2024

	All 10+			People 10-24			People 18-39			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	8:46	9:08	-0:22	5:14	5:49	-0:34	9:00	11:14	-2:13	9:53	12:29	-2:36	8:48	11:50	-3:02	8:29	8:45	-0:16	10:29	9:10	1:19	7:01	9:49	-2:48
Coast	12:18	11:45	0:33	9:52	7:59	1:52	9:39	5:20	4:19	10:46	7:15	3:30	10:48	8:46	2:02	10:26	10:44	-0:18	11:26	11:46	-0:20	9:34	7:52	1:42
Edge	6:13	6:19	-0:06	6:37	7:06	-0:28	5:19	4:59	0:19	6:22	5:21	1:01	6:02	5:35	0:26	5:35	6:35	-0:59	4:50	7:26	-2:35	6:45	5:53	0:52
Gold Sport	3:19	5:27	-2:07	7:00	*	*	*	*	*	*	*	*	*	*	*	0:45	8:59	-8:14	0:37	5:27	-4:49	*	*	*
Life FM	7:48	7:58	-0:10	0:15	0:15	0:00	6:56	6:54	0:02	9:00	6:25	2:35	13:43	12:41	1:01	9:59	10:21	-0:22	4:28	5:12	-0:43	5:15	9:02	-3:47
Magic	14:56	15:30	-0:34	2:55	6:21	-3:25	3:24	9:26	-6:01	2:50	9:14	-6:24	11:31	15:53	-4:22	13:20	15:51	-2:31	14:29	14:00	0:28	14:06	15:49	-1:42
More FM	9:04	9:12	-0:08	5:07	5:58	-0:51	4:56	5:25	-0:28	7:38	8:07	-0:29	8:53	9:40	-0:46	11:29	11:40	-0:11	13:00	10:56	2:04	10:58	10:35	0:22
Newstalk ZB	15:24	15:43	-0:18	4:24	4:11	0:13	4:01	2:20	1:41	7:11	9:30	-2:19	8:49	12:07	-3:17	14:51	14:14	0:36	18:01	16:32	1:29	7:04	10:10	-3:05
Radio Hauraki	7:06	6:31	0:34	5:49	3:00	2:48	11:07	9:52	1:15	9:25	9:44	-0:19	8:00	8:20	-0:20	3:47	4:46	-0:58	3:31	2:18	1:13	5:22	6:11	-0:49
Rhema	3:04	4:11	-1:07	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rock	13:27	14:51	-1:24	2:19	3:01	-0:41	15:11	16:32	-1:20	15:59	18:44	-2:45	17:33	18:42	-1:09	17:07	16:09	0:57	10:55	9:01	1:54	10:35	8:33	2:01
SENZ Sport	8:14	8:38	-0:24	*	*	*	17:39	18:25	-0:46	14:36	18:25	-3:49	11:15	14:18	-3:03	9:37	11:41	-2:03	3:16	3:12	0:04	7:15	7:15	0:00
Star	*	13:42	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	21:00	*	*	*	*
Te Korimako o Taranaki	8:15	14:14	-5:59	3:39	3:43	-0:04	7:21	5:44	1:36	12:01	14:41	-2:40	12:16	14:00	-1:43	17:36	16:51	0:45	9:31	24:21	-14:49	11:30	14:58	-3:28
The Hits	6:30	6:43	-0:13	6:01	5:38	0:23	3:31	4:38	-1:06	4:00	4:42	-0:42	5:37	6:47	-1:10	8:15	9:24	-1:08	9:03	9:21	-0:17	7:40	8:16	-0:36
The Sound	9:40	10:19	-0:39	11:02	10:19	0:43	2:27	3:45	-1:17	4:35	5:47	-1:12	7:30	7:52	-0:22	9:26	9:24	0:02	11:36	11:57	-0:21	11:32	10:56	0:36
ZM	6:18	6:05	0:12	4:22	5:06	-0:43	5:35	4:59	0:35	6:20	5:21	0:58	7:27	6:28	0:59	8:43	9:46	-1:02	3:06	6:45	-3:38	6:22	5:46	0:35
MediaWorks Combo	13:42	14:06	-0:24	8:03	9:12	-1:08	10:57	12:14	-1:17	13:21	15:20	-1:58	15:33	16:27	-0:53	15:53	15:20	0:32	14:54	13:59	0:55	13:12	12:06	1:06
NZME Combo	11:01	10:22	0:38	6:28	6:35	-0:07	6:37	6:33	0:03	7:24	7:17	0:07	8:48	9:00	-0:11	11:52	12:14	-0:22	14:27	14:06	0:20	8:36	8:57	-0:20
All Commercial Radio	17:21	17:44	-0:22	9:57	11:04	-1:06	12:50	14:12	-1:22	14:57	16:30	-1:33	17:58	18:51	-0:52	20:28	19:43	0:45	20:04	19:14	0:50	16:46	16:16	0:29
Potential (000)	112.2	112.2	0.0	23.6	23.6	0.0	32.7	32.8	-0.1	31.6	31.6	0.0	47.8	47.8	0.0	32.8	32.8	0.0	30.1	30.1	0.0	20.8	19.7	1.1
Sample	815	826	-11	140	144	-4	209	218	-9	212	213	-1	322	336	-14	248	260	-12	257	257	0	150	152	-2

MediaWorks Combo: Breeze, Edge, More FM, Rock, The Sound, Magic, or internet only listening to George FM, Mai, Humm FM, Channel X (from S2 2024)

NZME Combo: Coast, Gold Sport, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui



# TARANAKI COMMERCIAL RADIO - SURVEY 2 2024

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

Survey Comparisons: 1/2024 - 2/2024

This Survey Period: Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024

Last Survey Period: Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 2024

	This	Last	+/-
Potential (000)	112.2	112.2	0.0
Sample Size	815	826	-11

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

MediaWorks Combo: Breeze, Edge, More FM, Rock, The Sound, Magic, or internet only listening to George FM, Mai, Humm FM, Channel X (from S2 2024)

NZME Combo: Coast, Gold Sport, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui