



TARANAKI COMMERCIAL RADIO - SURVEY 1 2019

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

Survey Comparisons: 4/2018 - 1/2019

This Survey Period: Sun Apr 8 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018 & Sun Jan 20 to Sat Mar 30 2019

Last Survey Period: Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018

	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	9.5	-0.6	3	1.7	1.9	-0.2	3.6	5.9	-2.3	3.2	4.9	-1.7	4.6	8.0	-3.4	14.7	15.0	-0.3	20.7	18.3	2.4	4.0	7.7	-3.7
Coast	7.8	6.4	1.4	7	0.1	0.1	0.0	3.3	1.1	2.2	2.5	1.3	1.2	3.6	1.4	2.2	5.3	2.7	2.6	8.5	9.5	-1.0	0.3	1.0	-0.7
Edge	8.9	10.3	-1.4	3	24.2	37.9	-13.7	16.5	19.0	-2.5	15.0	13.6	1.4	12.2	11.5	0.7	4.8	5.4	-0.6	1.7	2.6	-0.9	12.3	10.2	2.1
Hokonui	0.9	0.4	0.5	13	0.1	0.1	0.0	*	0.7	*	*	*	*	*	*	*	0.8	0.5	0.3	2.1	0.9	1.2	*	*	*
Life FM	0.7	0.8	-0.1	15	0.5	0.2	0.3	0.6	0.5	0.1	1.6	2.1	-0.5	1.2	1.3	-0.1	0.2	*	*	0.2	0.2	0.0	1.0	0.9	0.1
Magic Music & Talk*	3.0	2.8	0.2	11	1.4	0.5	0.9	0.6	0.6	0.0	0.9	1.4	-0.5	2.2	1.8	0.4	4.0	3.4	0.6	5.1	5.4	-0.3	2.3	2.4	-0.1
More FM	8.6	9.5	-0.9	6	11.0	10.6	0.4	9.7	8.9	0.8	6.1	10.7	-4.6	8.6	12.8	-4.2	11.1	11.7	-0.6	9.0	5.9	3.1	13.3	20.7	-7.4
Newstalk ZB	10.9	9.5	1.4	2	*	*	*	0.9	0.7	0.2	1.4	0.6	0.8	4.9	1.2	3.7	8.5	5.1	3.4	12.6	16.0	-3.4	4.6	1.3	3.3
Radio Hauraki	4.6	3.2	1.4	10	4.7	3.1	1.6	6.8	3.1	3.7	8.2	6.4	1.8	6.5	4.9	1.6	2.7	2.1	0.6	1.1	1.0	0.1	8.4	4.7	3.7
Radio Sport	1.8	1.9	-0.1	12	0.6	0.1	0.5	0.5	0.5	0.0	0.5	0.5	0.0	1.4	1.5	-0.1	2.3	2.5	-0.2	1.4	2.6	-1.2	*	*	*
Rhema	0.8	0.5	0.3	14	*	*	*	0.2	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.0	0.5	0.2	0.3	0.7	0.3	0.4	0.8	0.1	0.7
Rock	7.1	9.8	-2.7	8	13.3	10.5	2.8	6.7	15.0	-8.3	10.5	13.3	-2.8	11.5	14.2	-2.7	8.0	10.1	-2.1	1.8	1.8	0.0	6.7	8.7	-2.0
Star	0.5	0.7	-0.2	16	*	*	*	*	*	*	*	*	*	0.8	1.0	-0.2	1.1	1.4	-0.3	0.3	0.6	-0.3	1.9	2.2	-0.3
Te Korimako o Taranaki	0.5	0.6	-0.1	16	0.8	1.0	-0.2	1.8	1.6	0.2	1.3	1.3	0.0	0.9	0.8	0.1	0.2	0.3	-0.1	0.3	0.4	-0.1	0.2	0.5	-0.3
The Hits	8.9	9.1	-0.2	3	19.5	13.5	6.0	11.0	11.3	-0.3	10.2	8.6	1.6	9.8	8.3	1.5	9.0	10.4	-1.4	7.6	9.9	-2.3	11.8	10.6	1.2
The Sound	12.3	11.1	1.2	1	4.3	3.8	0.5	8.9	6.3	2.6	13.7	14.0	-0.3	13.8	13.9	-0.1	18.4	17.8	0.6	17.5	14.4	3.1	10.2	8.0	2.2
ZM	5.1	4.4	0.7	9	6.3	6.5	-0.2	16.7	12.2	4.5	11.9	8.0	3.9	7.7	5.9	1.8	1.5	2.6	-1.1	1.5	1.4	0.1	9.4	8.7	0.7
Others	8.6	9.5	-0.9		11.3	10.2	1.1	12.3	12.5	-0.2	12.8	13.1	-0.3	10.2	11.5	-1.3	6.8	8.7	-1.9	8.0	8.9	-0.9	12.7	12.3	0.4
MediaWorks Combo	49.0	53.2	-4.2		56.0	65.3	-9.3	46.0	56.4	-10.4	49.5	58.5	-9.0	53.0	62.4	-9.4	61.1	63.5	-2.4	55.9	48.4	7.5	48.8	57.7	-8.9
NZME Combo	43.9	39.2	4.7		41.3	32.1	9.2	49.8	40.3	9.5	44.1	34.2	9.9	39.8	29.7	10.1	30.4	27.8	2.6	35.2	41.4	-6.2	43.9	34.4	9.5
Potential (000)	103.0	101.5	1.5		12.9	12.9	0.0	23.5	22.8	0.7	28.2	27.9	0.3	43.8	43.5	0.3	31.5	31.2	0.3	28.1	27.4	0.7	16.9	17.9	-1.0
Sample	920	855	65		102	98	4	160	158	2	216	219	-3	414	350	64	328	254	74	254	250	4	161	159	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 (until S4 2018) or Rock or The Sound or Magic Music & Talk (from S1 2019) or internet only listening to George FM or Magic (until S4 2018) or Mal

NZME Combo: Coast or Flava (until S2 2018) or Hokonui or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or Mix (until S4 2018) internet only listening to Mix (from S1 2019) or Flava (from S3 2018)

*Magic Music & Talk includes a combination of Magic and RadioLIVE for S4 2018 and the following dates in S1 2019: Sunday April 8 – Saturday June 16 & Sunday June 24 – Saturday November 10 2018.



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Station Share (%) by Daypart, People 10+

Survey Comparisons: 4/2018 - 1/2019

This Survey Period: Sun Apr 8 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018 & Sun Jan 20 to Sat Mar 30 2019

Last Survey Period: Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018

	This	Last	+/-
Potential (000)	103.0	101.5	1.5
Sample Size	920	855	65

	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	7.8	8.9	-1.1	5	10.9	11.9	-1.0	9.4	9.6	-0.2	6.6	6.7	-0.1	8.6	8.2	0.4	8.7	11.7	-3.0	9.1	9.2	-0.1
Coast	7.3	5.6	1.7	8	9.3	8.6	0.7	9.0	7.4	1.6	6.8	4.2	2.6	7.2	4.8	2.4	4.8	3.1	1.7	6.9	6.7	0.2
Edge	7.5	9.1	-1.6	6	7.4	8.5	-1.1	9.7	10.8	-1.1	10.7	12.2	-1.5	8.8	10.9	-2.1	5.3	4.7	0.6	10.1	12.0	-1.9
Hokonui	0.5	0.5	0.0	14	1.0	0.6	0.4	1.2	0.5	0.7	1.1	0.2	0.9	0.1	0.3	-0.2	*	*	*	1.1	0.3	0.8
Life FM	0.5	0.4	0.1	14	0.4	0.4	0.0	0.6	0.7	-0.1	0.7	0.6	0.1	0.2	0.3	-0.1	0.4	1.2	-0.8	1.3	1.4	-0.1
Magic Music & Talk*	4.5	5.1	-0.6	10	2.9	2.5	0.4	2.3	1.8	0.5	2.6	2.5	0.1	4.0	2.6	1.4	4.8	2.6	2.2	2.5	2.4	0.1
More FM	11.6	11.7	-0.1	2	7.2	7.9	-0.7	8.4	10.1	-1.7	11.4	11.5	-0.1	1.6	1.5	0.1	5.2	11.4	-6.2	8.3	9.4	-1.1
Newstalk ZB	15.7	14.8	0.9	1	8.0	7.5	0.5	3.9	4.1	-0.2	5.4	5.2	0.2	22.5	17.3	5.2	37.5	22.9	14.6	11.6	9.2	2.4
Radio Hauraki	4.4	2.8	1.6	11	5.7	2.8	2.9	5.3	3.0	2.3	5.2	5.0	0.2	3.3	2.4	0.9	3.6	3.2	0.4	3.3	3.2	0.1
Radio Sport	2.0	2.3	-0.3	12	1.8	2.2	-0.4	1.6	2.4	-0.8	1.7	1.9	-0.2	2.2	0.4	1.8	1.8	0.5	1.3	1.8	1.7	0.1
Rhema	0.3	0.2	0.1	17	0.6	0.3	0.3	0.8	0.6	0.2	0.6	0.4	0.2	1.7	1.2	0.5	1.8	1.1	0.7	1.0	0.7	0.3
Rock	7.5	7.9	-0.4	6	5.8	7.4	-1.6	7.2	8.7	-1.5	8.2	11.9	-3.7	7.4	19.9	-12.5	4.7	16.5	-11.8	7.5	9.0	-1.5
Star	0.5	0.8	-0.3	14	0.4	0.9	-0.5	0.6	0.9	-0.3	0.5	0.7	-0.2	*	*	*	0.8	0.6	0.2	0.5	0.7	-0.2
Te Korimako o Taranaki	0.8	0.7	0.1	13	0.5	0.5	0.0	0.7	0.5	0.2	0.4	0.4	0.0	0.1	*	*	0.4	0.3	0.1	0.4	0.8	-0.4
The Hits	8.0	9.2	-1.2	4	7.8	9.2	-1.4	9.0	10.0	-1.0	8.9	8.3	0.6	7.6	7.0	0.6	7.3	7.3	0.0	10.8	9.4	1.4
The Sound	11.5	10.7	0.8	3	15.9	13.5	2.4	14.9	13.6	1.3	13.2	12.7	0.5	5.6	5.2	0.4	6.5	6.2	0.3	9.9	9.4	0.5
ZM	4.9	3.6	1.3	9	6.3	5.3	1.0	5.4	4.8	0.6	5.9	5.0	0.9	1.1	2.4	-1.3	1.7	1.1	0.6	5.4	4.6	0.8
Others	4.9	5.6	-0.7		8.1	10.1	-2.0	9.7	10.3	-0.6	10.0	10.7	-0.7	17.9	15.6	2.3	4.8	5.7	-0.9	8.7	9.7	-1.0
MediaWorks Combo	50.3	53.4	-3.1		50.1	51.7	-1.6	52.0	54.8	-2.8	52.9	57.5	-4.6	36.1	48.4	-12.3	35.1	54.6	-19.5	47.5	51.8	-4.3
NZME Combo	44.0	40.7	3.3		42.3	40.3	2.0	39.4	36.4	3.0	39.8	34.8	5.0	58.2	46.5	11.7	60.1	40.4	19.7	45.2	39.6	5.6

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 (until S4 2018) or Rock or The Sound or Magic Music & Talk (from S1 2019) or internet only listening to George FM or Magic (until S4 2018) or Mai

NZME Combo: Coast or Flava (until S2 2018) or Hokonui or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or Mix (until S4 2018) internet only listening to Mix (from S1 2019) or Flava (from S3 2018)

*Magic Music & Talk includes a combination of Magic and RadioLIVE for S4 2018 and the following dates in S1 2019: Sunday April 8 – Saturday June 16 & Sunday June 24 – Saturday November 10 2018.



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

Survey Comparisons: 4/2018 - 1/2019

This Survey Period: Sun Apr 8 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018 & Sun Jan 20 to Sat Mar 30 2019

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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	15.5	14.0	1.5	5	0.7	0.8	-0.1	3.6	3.0	0.6	3.7	3.4	0.3	5.8	5.9	-0.1	7.2	6.6	0.6	7.1	5.7	1.4	2.7	2.9	-0.2
Coast	9.6	7.9	1.7	9	0.1	0.1	0.0	0.4	0.6	-0.2	0.8	0.9	-0.1	2.4	1.5	0.9	3.0	1.7	1.3	4.0	3.7	0.3	0.3	0.3	0.0
Edge	21.3	23.8	-2.5	2	4.2	4.9	-0.7	9.5	11.0	-1.5	8.5	8.6	-0.1	11.2	11.9	-0.7	3.8	4.6	-0.8	1.3	1.7	-0.4	6.2	6.1	0.1
Hokonui	0.9	0.9	0.0	15	0.2	0.1	0.1	*	0.1	*	*	*	*	0.2	0.2	0.0	0.4	0.3	0.1	0.5	0.5	0.0	*	*	*
Life FM	1.5	1.6	-0.1	13	0.2	0.1	0.1	0.6	0.6	0.0	0.6	0.9	-0.3	0.9	1.1	-0.2	0.2	0.1	0.1	0.1	0.3	-0.2	0.5	0.4	0.1
Magic Music & Talk*	7.7	6.9	0.8	11	0.8	0.4	0.4	0.4	0.5	-0.1	1.3	1.4	-0.1	2.7	2.4	0.3	2.6	2.5	0.1	3.1	3.1	0.0	1.1	1.1	0.0
More FM	16.7	16.9	-0.2	3	2.0	2.4	-0.4	4.1	3.9	0.2	4.7	5.1	-0.4	8.3	9.2	-0.9	6.3	6.3	0.0	4.3	3.2	1.1	4.4	4.7	-0.3
Newstalk ZB	11.4	10.8	0.6	7	*	*	*	0.7	0.6	0.1	1.2	0.8	0.4	3.5	1.9	1.6	3.5	2.6	0.9	4.3	5.3	-1.0	0.9	0.6	0.3
Radio Hauraki	9.3	8.3	1.0	10	1.7	1.2	0.5	2.3	1.6	0.7	3.6	3.6	0.0	5.1	5.4	-0.3	2.6	2.8	-0.2	1.5	1.2	0.3	1.7	1.3	0.4
Radio Sport	5.5	4.6	0.9	12	0.5	0.1	0.4	0.3	0.3	0.0	0.8	0.8	0.0	1.6	1.5	0.1	2.0	2.1	-0.1	2.1	2.4	-0.3	0.2	0.2	0.0
Rhema	0.9	0.8	0.1	15	*	*	*	0.3	0.1	0.2	0.3	0.1	0.2	0.4	0.2	0.2	0.2	0.3	-0.1	0.2	0.3	-0.1	0.1	0.1	0.0
Rock	14.8	16.7	-1.9	6	2.2	1.7	0.5	4.0	5.2	-1.2	6.0	7.3	-1.3	9.6	11.4	-1.8	5.2	5.9	-0.7	2.0	1.8	0.2	3.0	4.1	-1.1
Star	0.9	0.7	0.2	15	*	*	*	*	*	*	*	*	*	0.2	0.3	-0.1	0.2	0.3	-0.1	0.1	0.2	-0.1	0.1	0.2	-0.1
Te Korimako o Taranaki	1.3	1.8	-0.5	14	0.2	0.7	-0.5	0.4	0.7	-0.3	0.6	0.8	-0.2	0.8	0.8	0.0	0.5	0.4	0.1	0.3	0.4	-0.1	0.3	0.3	0.0
The Hits	22.2	21.2	1.0	1	3.4	3.4	0.0	6.6	5.5	1.1	7.5	6.4	1.1	11.2	10.3	0.9	6.8	7.2	-0.4	4.7	4.8	-0.1	5.2	5.3	-0.1
The Sound	15.8	15.3	0.5	4	1.0	0.9	0.1	2.4	1.9	0.5	4.3	3.8	0.5	8.0	7.6	0.4	8.6	9.0	-0.4	5.8	6.2	-0.4	2.4	2.3	0.1
ZM	9.8	8.7	1.1	8	1.4	1.3	0.1	5.5	4.8	0.7	5.7	4.3	1.4	6.2	4.8	1.4	0.8	0.9	-0.1	0.5	0.5	0.0	3.2	2.9	0.3
Others	13.9	16.0	-2.1		2.2	2.6	-0.4	4.4	5.3	-0.9	5.0	5.8	-0.8	6.5	7.9	-1.4	3.6	4.4	-0.8	3.2	3.5	-0.3	2.6	2.8	-0.2
MediaWorks Combo	62.8	64.1	-1.3		7.8	7.7	0.1	15.6	17.6	-2.0	18.4	19.3	-0.9	29.8	31.5	-1.7	22.6	23.2	-0.6	17.1	15.9	1.2	12.6	13.8	-1.2
NZME Combo	55.9	53.6	2.3		6.4	6.5	-0.1	14.2	13.4	0.8	16.4	15.3	1.1	23.5	21.8	1.7	14.5	13.9	0.6	14.2	14.2	0.0	9.4	9.0	0.4
All Commercial Radio	88.7	88.8	-0.1		10.4	10.5	-0.1	20.7	21.3	-0.6	25.3	25.8	-0.5	39.6	40.4	-0.8	27.8	28.3	-0.5	23.6	23.1	0.5	15.8	16.7	-0.9
Potential (000)	103.0	101.5	1.5		12.9	12.9	0.0	23.5	22.8	0.7	28.2	27.9	0.3	43.8	43.5	0.3	31.5	31.2	0.3	28.1	27.4	0.7	16.9	17.9	-1.0
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	This	Last	+/-	Rank	This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-	
Breeze	8.4	8.1	0.3	7	9.0	8.3	0.7		8.9	8.8	0.1		6.4	6.4	0.0		3.0	2.6	0.4		2.1	2.3	-0.2		10.1	9.2	0.9	
Coast	5.6	4.5	1.1	10	6.5	5.4	1.1		6.3	5.2	1.1		4.6	3.1	1.5		2.5	1.5	1.0		1.6	1.5	0.1		5.8	6.0	-0.2	
Edge	10.1	11.8	-1.7	2	9.1	10.5	-1.4		12.3	13.7	-1.4		11.3	12.3	-1.0		5.8	6.0	-0.2		2.1	3.0	-0.9		14.7	16.2	-1.5	
Hokonui	0.6	0.6	0.0	13	0.4	0.5	-0.1		0.6	0.2	0.4		0.5	0.2	0.3		0.2	0.1	0.1		*	*	*		0.6	0.5	0.1	
Life FM	0.5	0.3	0.2	14	0.5	0.4	0.1		0.8	0.7	0.1		0.8	0.7	0.1		0.1	0.2	-0.1		0.1	0.5	-0.4		0.9	0.9	0.0	
Magic Music & Talk*	4.3	4.4	-0.1	11	3.0	3.1	-0.1		3.4	3.0	0.4		2.5	2.5	0.0		1.3	1.1	0.2		1.5	1.1	0.4		4.3	3.9	0.4	
More FM	9.1	8.9	0.2	4	6.9	7.3	-0.4		9.3	10.2	-0.9		8.3	8.5	-0.2		1.9	1.9	0.0		1.9	2.0	-0.1		11.0	11.2	-0.2	
Newstalk ZB	9.1	8.9	0.2	4	5.6	5.0	0.6		4.9	4.8	0.1		4.5	4.3	0.2		5.0	4.7	0.3		4.7	4.0	0.7		9.4	8.2	1.2	
Radio Hauraki	6.1	4.7	1.4	8	4.9	3.4	1.5		5.5	3.9	1.6		4.9	4.6	0.3		1.6	1.1	0.5		1.2	1.2	0.0		4.5	4.5	0.0	
Radio Sport	2.2	2.0	0.2	12	2.7	2.1	0.6		2.1	2.3	-0.2		1.9	1.9	0.0		0.5	0.4	0.1		0.5	0.4	0.1		3.3	3.0	0.3	
Rhema	0.2	0.3	-0.1	17	0.4	0.5	-0.1		0.6	0.7	-0.1		0.3	0.2	0.1		0.2	0.3	-0.1		0.1	0.1	0.0		0.6	0.5	0.1	
Rock	9.0	9.3	-0.3	6	5.5	5.8	-0.3		8.0	8.7	-0.7		7.7	9.3	-1.6		4.0	6.0	-2.0		2.3	2.7	-0.4		9.4	11.7	-2.3	
Star	0.3	0.5	-0.2	15	0.2	0.4	-0.2		0.2	0.5	-0.3		0.2	0.5	-0.3		*	*	*		0.1	0.2	-0.1		0.8	0.6	0.2	
Te Korimako o Taranaki	0.3	0.5	-0.2	15	0.2	0.3	-0.1		0.6	0.5	0.1		0.5	0.6	-0.1		0.3	0.1	0.2		0.1	0.1	0.0		1.0	1.7	-0.7	
The Hits	10.8	11.9	-1.1	1	9.6	10.0	-0.4		13.2	12.4	0.8		10.4	10.6	-0.2		4.4	4.3	0.1		2.1	2.1	0.0		13.1	12.3	0.8	
The Sound	9.4	8.5	0.9	3	9.2	8.6	0.6		9.3	9.0	0.3		9.2	9.3	-0.1		2.5	2.5	0.0		2.5	3.2	-0.7		9.5	10.5	-1.0	
ZM	6.1	4.9	1.2	8	5.6	5.2	0.4		6.3	5.3	1.0		5.2	4.6	0.6		1.6	1.6	0.0		0.8	0.7	0.1		6.1	5.6	0.5	
Others	6.0	7.4	-1.4		7.6	8.9	-1.3		7.8	8.6	-0.8		6.9	8.7	-1.8		4.3	5.6	-1.3		1.0	1.3	-0.3		7.9	9.3	-1.4	
MediaWorks Combo	42.2	42.6	-0.4		36.5	37.4	-0.9		42.2	43.6	-1.4		39.2	40.8	-1.6		16.8	18.4	-1.6		10.3	12.7	-2.4		47.7	50.4	-2.7	
NZME Combo	36.9	36.1	0.8		33.6	31.9	1.7		37.3	34.9	2.4		31.7	31.6	0.1		17.6	17.1	0.5		10.7	9.9	0.8		39.4	38.9	0.5	
All Commercial Radio	67.6	69.0	-1.4		61.9	61.3	0.6		67.7	67.6	0.1		60.6	63.3	-2.7		31.3	33.4	-2.1		18.3	20.3	-2.0		73.3	76.1	-2.8	

MediaWorks Combo: Breeze or Edge or More FM or RadioLive (until S4 2018) or Rock or The Sound or Magic Music & Talk (from S1 2019) or internet only listening to George FM or Magic (until S4 2018) or Mai

NZME Combo: Coast or Flava (until S2 2018) or Hokonui or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or Mix (until S4 2018) internet only listening to Mix (from S1 2019) or Flava (from S3 2018)

*Magic Music & Talk includes a combination of Magic and RadioLIVE for S4 2018 and the following dates in S1 2019: Sunday April 8 – Saturday June 16 & Sunday June 24 – Saturday November 10 2018.



TARANAKI COMMERCIAL RADIO - SURVEY 1 2019

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

Survey Comparisons: 4/2018 - 1/2019

This Survey Period: Sun Apr 8 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018 & Sun Jan 20 to Sat Mar 30 2019

Last Survey Period: Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018

	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	10:41	13:18	-2:36	3:16	3:29	-0:13	3:44	7:49	-4:05	4:43	8:24	-3:40	6:59	12:54	-5:54	13:04	15:08	-2:04	15:27	16:50	-1:22	5:13	10:25	-5:11
Coast	15:07	15:56	-0:49	1:00	1:00	0:00	33:44	7:56	25:48	16:44	8:46	7:57	13:25	8:32	4:53	11:23	10:31	0:52	11:19	13:30	-2:10	3:32	12:13	-8:40
Edge	7:45	8:32	-0:46	7:31	11:28	-3:56	6:21	6:57	-0:35	9:48	9:11	0:36	9:36	9:10	0:25	8:06	7:47	0:18	6:38	8:14	-1:36	6:48	6:37	0:10
Hokonui	17:50	9:16	8:33	0:45	0:45	0:00	*	49:00	*	*	*	*	2:10	0:45	1:25	13:48	9:55	3:52	23:34	9:58	13:35	*	*	*
Life FM	8:31	9:16	-0:44	3:00	3:00	0:00	3:31	3:28	0:02	13:47	13:16	0:31	11:59	11:43	0:16	6:52	1:00	5:52	7:30	4:00	3:29	7:53	8:54	-1:01
Magic Music & Talk*	7:20	8:01	-0:41	2:17	2:00	0:17	4:44	4:49	-0:05	3:59	6:05	-2:06	7:09	7:08	0:00	9:38	9:17	0:20	8:34	8:54	-0:20	7:05	8:59	-1:54
More FM	9:33	11:06	-1:33	7:04	6:34	0:30	8:44	9:11	-0:27	7:09	12:14	-5:04	9:08	13:19	-4:10	11:16	12:26	-1:09	11:02	9:38	1:24	10:21	17:26	-7:04
Newstalk ZB	17:47	17:22	0:24	*	*	*	4:50	4:40	0:09	6:24	4:07	2:16	12:26	5:56	6:29	15:17	13:06	2:11	15:34	15:53	-0:19	17:31	8:05	9:25
Radio Hauraki	9:07	7:32	1:35	3:40	3:49	-0:08	10:52	7:40	3:11	12:38	10:34	2:04	11:19	8:48	2:31	6:27	5:09	1:17	3:41	4:12	-0:30	16:55	14:07	2:48
Radio Sport	6:06	8:12	-2:05	1:33	0:45	0:48	5:49	5:55	-0:06	3:21	3:44	-0:23	7:47	9:53	-2:06	7:10	8:03	-0:52	3:27	5:40	-2:12	0:51	0:44	0:07
Rhema	16:19	14:04	2:14	*	*	*	1:41	3:45	-2:03	1:41	3:45	-2:03	2:39	5:38	-2:58	14:50	3:25	11:25	16:38	5:39	10:58	18:20	3:45	14:35
Rock	8:55	11:36	-2:41	7:54	8:59	-1:05	6:09	11:32	-5:23	9:40	10:36	-0:55	10:34	11:53	-1:18	9:47	11:32	-1:44	4:46	5:22	-0:35	7:47	8:30	-0:42
Star	10:39	21:37	-10:58	*	*	*	*	*	*	*	*	*	28:34	33:58	-5:24	28:34	33:58	-5:24	10:00	13:30	-3:30	54:18	53:40	0:37
Te Korimako o Taranaki	7:25	6:06	1:19	5:22	2:07	3:14	17:11	9:44	7:27	11:27	9:26	2:01	9:02	9:26	-0:24	3:05	6:24	-3:18	4:22	6:24	-2:01	2:39	6:45	-4:06
The Hits	7:25	8:27	-1:01	7:31	5:57	1:33	6:05	8:10	-2:04	7:36	7:53	-0:16	7:39	7:45	-0:05	8:25	9:40	-1:15	8:30	10:40	-2:09	7:50	7:53	-0:03
The Sound	14:29	14:19	0:09	5:18	6:08	-0:49	13:54	13:26	0:28	17:54	21:31	-3:36	15:15	17:26	-2:11	13:40	13:15	0:25	15:51	12:04	3:46	14:58	13:46	1:11
ZM	9:46	9:55	-0:09	5:59	7:16	-1:16	11:08	10:14	0:53	11:31	10:47	0:44	10:50	11:39	-0:48	11:25	18:26	-7:01	17:33	15:05	2:27	10:08	11:46	-1:38
Others	11:31	11:40	-0:09	6:47	5:51	0:55	10:19	9:29	0:50	14:19	13:15	1:03	13:40	13:55	-0:15	12:05	13:14	-1:08	13:24	13:24	0:00	16:49	17:14	-0:24
MediaWorks Combo	14:28	16:23	-1:54	9:21	12:40	-3:18	10:49	12:52	-2:02	14:54	17:41	-2:46	15:40	18:56	-3:15	17:11	18:15	-1:03	17:14	15:54	1:19	13:22	16:36	-3:14
NZME Combo	14:34	14:26	0:08	8:20	7:20	0:59	12:52	12:06	0:45	14:56	13:00	1:55	14:56	13:01	1:55	13:20	13:20	-0:00	13:01	15:13	-2:12	16:10	15:06	1:03
All Commercial Radio	20:57	22:14	-1:16	12:27	14:07	-1:40	17:46	18:54	-1:08	21:57	22:37	-0:40	22:14	23:40	-1:26	22:55	23:37	-0:42	22:17	22:41	-0:24	21:51	23:42	-1:50
Potential (000)	103.0	101.5	1.5	12.9	12.9	0.0	23.5	22.8	0.7	28.2	27.9	0.3	43.8	43.5	0.3	31.5	31.2	0.3	28.1	27.4	0.7	16.9	17.9	-1.0
Sample	920	855	65	102	98	4	160	158	2	216	219	-3	414	350	64	328	254	74	254	250	4	161	159	2

MediaWorks Combo: Breeze or Edge or More FM or RadioLive (until S4 2018) or Rock or The Sound or Magic Music & Talk (from S1 2019) or internet only listening to George FM or Magic (until S4 2018) or Mai

NZME Combo: Coast or Flava (until S2 2018) or Hokonui or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or Mix (until S4 2018) internet only listening to Mix (from S1 2019) or Flava (from S3 2018)

*Magic Music & Talk includes a combination of Magic and RadioLIVE for S4 2018 and the following dates in S1 2019: Sunday April 8 – Saturday June 16 & Sunday June 24 – Saturday November 10 2018.



TARANAKI COMMERCIAL RADIO - SURVEY 1 2019

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

Survey Comparisons: 4/2018 - 1/2019

This Survey Period: Sun Apr 8 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018 & Sun Jan 20 to Sat Mar 30 2019

Last Survey Period: Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018

	This	Last	+/-
Potential (000)	103.0	101.5	1.5
Sample Size	920	855	65

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

MediaWorks Combo: Breeze or Edge or More FM or RadioLive (until S4 2018) or Rock or The Sound or Magic Music & Talk (from S1 2019) or internet only listening to George FM or Magic (until S4 2018) or Mai

NZME Combo: Coast or Flava (until S2 2018) or Hokonui or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or Mix (until S4 2018) internet only listening to Mix (from S1 2019) or Flava (from S3 2018)

*Magic Music & Talk includes a combination of Magic and RadioLIVE for S4 2018 and the following dates in S1 2019: Sunday April 8 – Saturday June 16 & Sunday June 24 – Saturday November 10 2018.