



# TARANAKI COMMERCIAL RADIO - SURVEY 3 2024

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

Survey Comparisons: 2/2024 - 3/2024

This Survey Period: Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024 & Sun Aug 11 to Sat Nov 2 2024

Last 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

	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	5.7	6.2	-0.5	8	0.9	3.5	-2.6	7.0	10.9	-3.9	7.3	9.4	-2.1	4.7	6.9	-2.2	6.5	5.6	0.9	9.3	7.3	2.0	3.1	4.1	-1.0
Coast	5.0	5.0	0.0	9	1.9	1.0	0.9	2.1	2.5	-0.4	2.0	2.9	-0.9	3.0	2.9	0.1	4.9	3.4	1.5	7.9	7.7	0.2	3.0	3.7	-0.7
Edge	6.6	7.4	-0.8	6	17.3	31.7	-14.4	12.7	11.7	1.0	12.8	10.7	2.1	9.7	8.2	1.5	3.6	3.4	0.2	0.5	0.6	-0.1	16.9	15.6	1.3
Gold Sport	0.1	0.1	0.0	16	0.3	0.7	-0.4	0.2	*	*	0.1	*	*	0.1	*	*	*	*	*	*	*	*	*	*	*
Life FM	0.9	0.8	0.1	13	*	*	*	*	0.4	*	0.4	0.5	-0.1	0.4	1.3	-0.9	1.7	1.7	0.0	2.1	0.7	1.4	*	0.1	*
Magic	10.3	10.7	-0.4	3	1.1	0.7	0.4	0.8	0.5	0.3	1.6	0.4	1.2	2.2	1.7	0.5	9.3	8.6	0.7	17.8	20.1	-2.3	4.0	4.5	-0.5
More FM	9.6	9.8	-0.2	4	14.7	10.1	4.6	6.0	8.6	-2.6	9.6	12.2	-2.6	10.3	11.7	-1.4	9.8	12.3	-2.5	9.2	10.5	-1.3	14.5	14.9	-0.4
Newstalk ZB	13.2	11.6	1.6	2	1.9	2.0	-0.1	2.3	2.1	0.2	3.3	4.3	-1.0	4.9	3.9	1.0	9.9	7.8	2.1	19.2	15.6	3.6	1.2	1.5	-0.3
Radio Hauraki	1.9	2.1	-0.2	12	1.3	2.1	-0.8	5.5	7.0	-1.5	5.1	5.9	-0.8	3.2	3.6	-0.4	1.1	0.6	0.5	0.9	0.5	0.4	2.8	2.7	0.1
Rhema	0.4	0.1	0.3	15	*	*	*	*	*	*	*	*	*	*	*	*	0.3	*	*	1.1	*	*	1.2	*	*
Rock	15.1	16.8	-1.7	1	18.4	5.2	13.2	30.5	29.5	1.0	23.9	27.6	-3.7	25.3	30.6	-5.3	17.4	23.0	-5.6	4.4	6.0	-1.6	10.6	12.3	-1.7
SENZ (Sport Nation)*	0.9	1.4	-0.5	13	*	*	*	0.6	1.9	-1.3	0.8	1.8	-1.0	1.4	2.2	-0.8	1.3	1.7	-0.4	0.5	0.7	-0.2	0.3	0.3	0.0
Star	0.1	*	*	16	*	*	*	*	*	*	*	*	*	*	*	*	0.2	*	*	0.5	*	*	*	*	*
Te Korimako o Taranaki	2.3	2.3	0.0	11	2.4	3.3	-0.9	1.3	2.3	-1.0	2.1	3.1	-1.0	1.6	2.2	-0.6	2.8	2.7	0.1	4.0	2.8	1.2	2.3	2.6	-0.3
The Hits	8.6	8.3	0.3	5	15.3	13.6	1.7	10.0	7.3	2.7	10.2	8.2	2.0	9.8	8.8	1.0	7.9	8.3	-0.4	6.2	7.0	-0.8	13.9	14.5	-0.6
The Sound	6.6	6.6	0.0	6	12.9	13.1	-0.2	1.0	1.0	0.0	1.9	1.8	0.1	5.0	3.5	1.5	8.1	8.2	-0.1	8.4	10.9	-2.5	3.5	6.2	-2.7
ZM	4.7	4.1	0.6	10	7.6	8.5	-0.9	9.2	10.4	-1.2	7.6	7.4	0.2	7.6	6.8	0.8	4.9	3.6	1.3	1.1	0.3	0.8	8.8	9.7	-0.9
MediaWorks Combo	55.9	59.0	-3.1		66.4	65.9	0.5	62.8	63.4	-0.6	62.6	64.1	-1.5	61.0	64.6	-3.6	56.1	62.8	-6.7	50.0	55.9	-5.9	57.6	59.2	-1.6
NZME Combo	33.8	31.5	2.3		29.2	29.9	-0.7	30.0	30.3	-0.3	28.7	28.5	0.2	28.7	26.0	2.7	29.1	23.8	5.3	35.7	31.1	4.6	29.7	32.2	-2.5
Potential (000)	112.2	112.2	0.0		23.6	23.6	0.0	32.6	32.7	-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	21.2	20.8	0.4
Sample	940	815	125		163	140	23	239	209	30	235	212	23	351	322	29	271	248	23	302	257	45	166	150	16

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

\*SENZ rebranded to Sport Nation from Nov 19th 2024



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Station Share (%) by Daypart, People 10+

Survey Comparisons: 2/2024 - 3/2024

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Last 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

	This	Last	+/-
Potential (000)	112.2	112.2	0.0
Sample Size	940	815	125

	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	4.7	5.4	-0.7	8	6.4	7.3	-0.9	6.2	7.0	-0.8	5.4	4.6	0.8	3.3	3.9	-0.6	5.2	7.6	-2.4	6.1	6.2	-0.1
Coast	2.8	3.5	-0.7	10	4.9	5.5	-0.6	5.4	5.7	-0.3	4.5	4.1	0.4	6.4	4.8	1.6	5.5	1.9	3.6	6.9	6.2	0.7
Edge	6.6	7.4	-0.8	6	6.5	5.6	0.9	7.4	8.2	-0.8	5.5	5.7	-0.2	6.7	14.0	-7.3	1.8	2.3	-0.5	7.2	8.6	-1.4
Gold Sport	0.1	0.3	-0.2	16	0.1	*	*	0.1	*	*	0.1	*	*	*	*	*	*	*	*	0.1	0.1	0.0
Life FM	0.8	0.7	0.1	13	0.9	1.1	-0.2	0.6	0.9	-0.3	1.5	0.8	0.7	0.4	0.3	0.1	*	0.1	*	1.0	0.8	0.2
Magic	9.8	9.9	-0.1	4	10.7	11.9	-1.2	7.6	8.2	-0.6	10.1	10.7	-0.6	13.7	11.4	2.3	4.0	5.9	-1.9	13.6	13.6	0.0
More FM	11.0	10.4	0.6	3	9.6	9.2	0.4	9.6	10.2	-0.6	10.5	12.6	-2.1	2.3	2.5	-0.2	6.2	7.7	-1.5	9.5	9.6	-0.1
Newstalk ZB	17.7	16.6	1.1	1	9.0	8.7	0.3	6.5	6.8	-0.3	12.2	12.4	-0.2	35.6	29.5	6.1	34.1	20.2	13.9	13.6	10.1	3.5
Radio Hauraki	2.0	1.7	0.3	11	1.6	1.9	-0.3	2.4	2.5	-0.1	3.4	3.6	-0.2	1.7	2.0	-0.3	0.4	0.9	-0.5	1.1	1.3	-0.2
Rhema	0.3	*	*	14	0.3	0.2	0.1	0.4	0.3	0.1	0.2	*	*	0.5	*	*	0.5	*	*	0.8	0.1	0.7
Rock	15.6	18.1	-2.5	2	18.6	17.6	1.0	17.9	17.1	0.8	14.5	17.3	-2.8	3.7	5.5	-1.8	20.1	27.0	-6.9	10.1	14.8	-4.7
SENZ (Sport Nation)*	0.2	0.7	-0.5	15	1.1	1.6	-0.5	1.5	2.8	-1.3	1.1	1.5	-0.4	1.0	1.0	0.0	1.2	*	*	0.6	0.4	0.2
Star	0.1	*	*	16	0.3	*	*	0.3	*	*	0.1	*	*	*	*	*	*	*	*	*	*	*
Te Korimako o Taranaki	1.7	1.5	0.2	12	2.6	1.7	0.9	2.0	1.3	0.7	1.9	2.4	-0.5	0.8	2.3	-1.5	2.0	3.5	-1.5	3.5	4.5	-1.0
The Hits	8.1	7.2	0.9	5	8.2	8.4	-0.2	9.0	8.6	0.4	9.9	7.5	2.4	10.0	11.0	-1.0	6.8	8.0	-1.2	8.1	8.6	-0.5
The Sound	4.7	5.7	-1.0	8	6.7	7.1	-0.4	8.5	7.5	1.0	5.9	5.1	0.8	5.9	4.5	1.4	3.4	5.4	-2.0	7.2	7.2	0.0
ZM	5.8	4.9	0.9	7	4.2	4.1	0.1	5.4	4.7	0.7	5.9	4.5	1.4	3.0	3.2	-0.2	3.9	4.4	-0.5	3.1	2.8	0.3
MediaWorks Combo	55.2	59.2	-4.0		59.2	59.4	-0.2	59.1	59.2	-0.1	54.7	59.0	-4.3	36.6	41.8	-5.2	43.6	59.2	-15.6	56.1	61.2	-5.1
NZME Combo	36.8	34.6	2.2		28.1	28.6	-0.5	29.2	28.9	0.3	36.0	32.1	3.9	57.8	51.2	6.6	50.7	35.5	15.2	33.0	29.3	3.7

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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	9.0	10.7	-1.7	9	0.4	1.1	-0.7	2.8	3.8	-1.0	2.9	3.6	-0.7	4.3	5.6	-1.3	3.5	3.9	-0.4	3.4	3.4	0.0	1.4	1.5	-0.1
Coast	6.8	6.2	0.6	10	0.5	0.2	0.3	0.9	0.8	0.1	0.8	1.0	-0.2	2.0	1.9	0.1	2.6	1.9	0.7	3.2	3.3	-0.1	1.0	1.0	0.0
Edge	17.8	18.0	-0.2	3	6.1	7.7	-1.6	7.7	6.9	0.8	7.6	6.4	1.2	10.8	9.6	1.2	3.8	3.6	0.2	0.8	0.6	0.2	6.9	6.0	0.9
Gold Sport	0.3	0.4	-0.1	16	0.1	0.2	-0.1	0.1	*	*	0.1	*	*	0.1	*	*	0.1	0.1	0.0	0.2	0.2	0.0	*	*	*
Life FM	1.6	1.6	0.0	14	0.1	0.1	0.0	*	0.2	*	0.2	0.2	0.0	0.3	0.7	-0.4	1.0	1.0	0.0	1.0	0.7	0.3	*	*	*
Magic	11.6	10.9	0.7	6	1.0	0.4	0.6	0.9	0.4	0.5	0.8	0.5	0.3	1.4	1.0	0.4	3.7	3.8	-0.1	5.7	6.7	-1.0	1.0	0.8	0.2
More FM	16.8	16.5	0.3	4	3.8	3.2	0.6	4.8	5.4	-0.6	5.7	6.0	-0.3	8.8	9.3	-0.5	5.6	6.3	-0.7	3.9	3.9	0.0	4.4	3.5	0.9
Newstalk ZB	13.3	11.5	1.8	5	0.8	0.7	0.1	1.8	1.6	0.2	2.1	2.2	-0.1	3.2	3.1	0.1	3.8	3.1	0.7	5.4	4.2	1.2	0.6	0.5	0.1
Radio Hauraki	5.7	4.5	1.2	11	0.5	0.6	-0.1	2.8	2.0	0.8	3.1	2.3	0.8	4.1	3.2	0.9	1.7	1.0	0.7	1.0	0.6	0.4	2.0	1.3	0.7
Rhema	1.0	0.6	0.4	15	*	*	*	*	*	*	*	*	*	*	*	*	0.5	*	*	0.6	*	*	0.1	*	*
Rock	20.5	18.9	1.6	2	4.9	3.6	1.3	8.2	6.1	2.1	7.5	6.5	1.0	12.4	12.3	0.1	7.5	7.9	-0.4	2.9	2.7	0.2	3.4	3.0	0.4
SENZ (Sport Nation)*	2.0	2.5	-0.5	13	*	*	*	0.3	0.3	0.0	0.4	0.5	-0.1	1.2	1.4	-0.2	0.8	1.0	-0.2	0.7	1.1	-0.4	0.1	0.1	0.0
Star	0.2	*	*	17	*	*	*	*	*	*	*	*	*	*	*	*	0.2	*	*	0.2	*	*	*	*	*
Te Korimako o Taranaki	4.1	4.2	-0.1	12	1.3	1.4	-0.1	1.2	1.0	0.2	1.2	1.0	0.2	1.4	1.3	0.1	0.9	0.9	0.0	1.3	1.4	-0.1	0.7	0.6	0.1
The Hits	20.9	19.3	1.6	1	5.1	3.6	1.5	6.7	6.5	0.2	7.6	7.7	-0.1	11.0	11.2	-0.2	6.3	5.9	0.4	4.3	3.7	0.6	5.7	4.9	0.8
The Sound	11.0	10.3	0.7	7	2.2	1.9	0.3	1.4	1.3	0.1	1.5	1.5	0.0	3.5	3.3	0.2	5.6	5.1	0.5	4.8	4.5	0.3	2.0	1.4	0.6
ZM	10.3	10.0	0.3	8	3.0	3.1	-0.1	5.5	5.8	-0.3	4.6	4.4	0.2	6.6	6.4	0.2	2.6	2.5	0.1	0.6	0.4	0.2	3.8	4.0	-0.2
MediaWorks Combo	64.5	65.4	-0.9		13.3	13.1	0.2	18.9	18.1	0.8	18.6	18.1	0.5	29.2	29.5	-0.3	21.9	23.3	-1.4	16.9	18.1	-1.2	13.2	11.6	1.6
NZME Combo	46.2	43.4	2.8		8.2	7.4	0.8	14.0	14.3	-0.3	14.4	14.5	-0.1	21.1	20.9	0.2	13.3	11.8	1.5	12.0	10.4	1.6	10.1	9.7	0.4
All Commercial Radio	89.0	87.6	1.4		16.9	16.1	0.8	24.8	24.4	0.4	25.6	25.2	0.4	39.7	39.4	0.3	28.8	28.8	0.0	24.0	24.0	0.0	17.0	15.5	1.5
Potential (000)	112.2	112.2	0.0		23.6	23.6	0.0	32.6	32.7	-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	21.2	20.8	0.4
Sample	940	815	125		163	140	23	239	209	30	235	212	23	351	322	29	271	248	23	302	257	45	166	150	16

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Potential (000)	112.2	112.2	0.0
Sample Size	940	815	125

	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	4.6	4.8	-0.2	9	5.2	5.9	-0.7	5.2	5.6	-0.4	4.4	4.9	-0.5	1.5	1.8	-0.3	0.7	0.9	-0.2	5.6	6.9	-1.3	
Coast	2.5	2.5	0.0	10	3.4	3.1	0.3	3.7	3.7	0.0	2.7	2.4	0.3	1.8	1.7	0.1	0.7	0.6	0.1	4.1	3.8	0.3	
Edge	10.6	11.3	-0.7	3	7.4	7.0	0.4	9.2	9.8	-0.6	8.2	8.4	-0.2	3.8	4.0	-0.2	1.0	1.0	0.0	10.1	10.1	0.0	
Gold Sport	0.3	0.3	0.0	15	0.1	*	*	0.1	0.1	0.0	0.1	*	*	*	*	*	*	*	*	0.3	0.3	0.0	
Life FM	1.1	0.7	0.4	12	0.9	0.9	0.0	0.5	0.5	0.0	0.9	0.8	0.1	0.4	0.3	0.1	*	0.1	*	1.0	0.9	0.1	
Magic	7.6	7.3	0.3	6	7.3	7.4	-0.1	7.4	7.2	0.2	5.8	6.3	-0.5	2.5	2.0	0.5	1.3	1.1	0.2	8.5	8.1	0.4	
More FM	10.0	9.6	0.4	4	8.2	6.2	2.0	10.1	9.5	0.6	7.8	8.9	-1.1	1.7	1.8	-0.1	1.6	1.0	0.6	9.0	9.9	-0.9	
Newstalk ZB	9.1	8.1	1.0	5	7.9	7.6	0.3	5.4	5.9	-0.5	6.0	4.8	1.2	5.2	4.2	1.0	3.5	3.0	0.5	8.5	7.2	1.3	
Radio Hauraki	2.4	1.9	0.5	11	2.0	2.0	0.0	2.6	2.3	0.3	2.2	2.2	0.0	1.1	1.2	-0.1	0.2	0.3	-0.1	2.9	2.2	0.7	
Rhema	0.1	*	*	17	0.3	0.6	-0.3	0.5	0.6	-0.1	0.1	0.1	0.0	0.1	*	*	0.1	*	*	0.7	0.2	0.5	
Rock	12.0	10.8	1.2	1	10.4	8.6	1.8	12.6	12.6	0.0	10.6	10.1	0.5	1.6	1.5	0.1	2.8	3.6	-0.8	9.7	9.1	0.6	
SENZ (Sport Nation)*	0.7	1.1	-0.4	14	0.7	0.7	0.0	1.4	2.0	-0.6	1.1	1.5	-0.4	0.4	0.4	0.0	0.2	*	*	0.7	0.5	0.2	
Star	0.2	*	*	16	0.2	*	*	0.2	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Te Korimako o Taranaki	0.9	1.0	-0.1	13	2.1	1.8	0.3	1.3	0.9	0.4	1.2	1.3	-0.1	0.3	0.4	-0.1	0.2	0.3	-0.1	2.9	3.8	-0.9	
The Hits	12.0	9.4	2.6	1	9.4	9.0	0.4	12.3	12.3	0.0	10.7	8.3	2.4	4.7	3.1	1.6	1.6	1.1	0.5	10.2	9.9	0.3	
The Sound	5.4	6.0	-0.6	8	4.9	5.2	-0.3	6.3	5.3	1.0	4.9	5.0	-0.1	1.6	2.0	-0.4	1.0	1.7	-0.7	5.0	4.8	0.2	
ZM	6.7	7.0	-0.3	7	4.5	4.8	-0.3	5.3	4.9	0.4	5.4	5.2	0.2	1.8	1.5	0.3	1.2	1.2	0.0	6.0	5.8	0.2	
MediaWorks Combo	43.1	43.7	-0.6		37.5	35.5	2.0	43.6	43.9	-0.3	38.5	40.0	-1.5	12.8	11.9	0.9	8.7	9.4	-0.7	42.3	44.6	-2.3	
NZME Combo	29.7	27.3	2.4		24.6	23.6	1.0	26.4	26.5	-0.1	24.8	21.1	3.7	13.0	10.6	2.4	6.9	6.1	0.8	28.6	26.9	1.7	
All Commercial Radio	66.9	65.1	1.8		59.5	57.7	1.8	65.2	64.4	0.8	60.2	58.0	2.2	25.0	21.6	3.4	15.1	14.6	0.5	65.1	64.4	0.7	

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

\*SENZ rebranded to Sport Nation from Nov 19th 2024



# TARANAKI COMMERCIAL RADIO - SURVEY 3 2024

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

Survey Comparisons: 2/2024 - 3/2024

This Survey Period: Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024 & Sun Aug 11 to Sat Nov 2 2024

Last 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

	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	9:49	8:46	1:03	4:05	5:14	-1:09	8:50	9:00	-0:09	9:27	9:53	-0:25	7:41	8:48	-1:06	11:42	8:29	3:12	13:23	10:29	2:53	6:35	7:01	-0:25
Coast	11:28	12:18	-0:50	7:24	9:52	-2:27	8:02	9:39	-1:37	9:26	10:46	-1:19	10:40	10:48	-0:08	11:56	10:26	1:30	12:18	11:26	0:51	8:46	9:34	-0:48
Edge	5:47	6:13	-0:25	5:13	6:37	-1:23	5:41	5:19	0:22	6:21	6:22	-0:00	6:21	6:02	0:19	5:53	5:35	0:18	2:53	4:50	-1:57	7:05	6:45	0:19
Gold Sport	3:33	3:19	0:14	7:00	7:00	0:00	6:00	*	*	6:00	*	*	6:00	*	*	0:45	0:45	0:00	0:45	0:37	0:07	*	*	*
Life FM	8:30	7:48	0:41	0:15	0:15	0:00	*	6:56	*	7:16	9:00	-1:43	7:21	13:43	-6:21	10:26	9:59	0:27	10:18	4:28	5:49	*	5:15	*
Magic	13:48	14:56	-1:08	2:09	2:55	-0:46	2:57	3:24	-0:27	8:02	2:50	5:11	11:34	11:31	0:03	15:23	13:20	2:03	15:19	14:29	0:49	11:15	14:06	-2:50
More FM	8:51	9:04	-0:12	7:12	5:07	2:05	4:17	4:56	-0:38	6:20	7:38	-1:17	8:17	8:53	-0:36	10:51	11:29	-0:37	11:34	13:00	-1:26	9:32	10:58	-1:26
Newstalk ZB	15:29	15:24	0:05	4:14	4:24	-0:10	4:27	4:01	0:25	5:59	7:11	-1:12	10:52	8:49	2:03	16:20	14:51	1:29	17:31	18:01	-0:30	5:44	7:04	-1:20
Radio Hauraki	5:19	7:06	-1:46	4:32	5:49	-1:16	6:50	11:07	-4:16	6:07	9:25	-3:17	5:36	8:00	-2:24	4:07	3:47	0:20	4:25	3:31	0:53	4:05	5:22	-1:16
Rhema	6:27	3:04	3:22	*	*	*	*	*	*	*	*	*	*	*	*	3:22	*	*	8:53	*	*	63:00	*	*
Rock	11:28	13:27	-1:58	6:57	2:19	4:37	12:53	15:11	-2:18	12:00	15:59	-3:58	14:25	17:33	-3:07	14:19	17:07	-2:47	7:24	10:55	-3:31	8:57	10:35	-1:37
SENZ (Sport Nation)*	7:27	8:14	-0:46	*	*	*	8:12	17:39	-9:27	7:30	14:36	-7:06	8:47	11:15	-2:27	9:33	9:37	-0:03	3:53	3:16	0:36	7:15	7:15	0:00
Star	10:44	*	*	*	*	*	*	*	*	*	*	*	*	*	*	7:15	*	*	10:44	*	*	*	*	*
Te Korimako o Taranaki	8:49	8:15	0:34	3:27	3:39	-0:12	3:58	7:21	-3:22	6:39	12:01	-5:21	7:56	12:16	-4:20	19:12	17:36	1:35	15:24	9:31	5:52	9:09	11:30	-2:21
The Hits	6:23	6:30	-0:07	5:34	6:01	-0:26	5:10	3:31	1:39	5:01	4:00	1:01	6:18	5:37	0:41	7:46	8:15	-0:29	7:07	9:03	-1:55	7:08	7:40	-0:31
The Sound	9:19	9:40	-0:20	10:40	11:02	-0:22	2:33	2:27	0:06	4:28	4:35	-0:07	10:10	7:30	2:39	9:01	9:26	-0:24	8:38	11:36	-2:57	5:04	11:32	-6:28
ZM	7:07	6:18	0:49	4:43	4:22	0:21	5:48	5:35	0:12	6:07	6:20	-0:12	8:05	7:27	0:38	11:35	8:43	2:52	8:18	3:06	5:12	6:49	6:22	0:27
MediaWorks Combo	13:30	13:42	-0:11	9:15	8:03	1:12	11:29	10:57	0:32	12:36	13:21	-0:44	14:48	15:33	-0:44	15:57	15:53	0:03	14:38	14:54	-0:16	12:42	13:12	-0:30
NZME Combo	11:26	11:01	0:25	6:38	6:28	0:10	7:26	6:37	0:48	7:29	7:24	0:04	9:38	8:48	0:50	13:36	11:52	1:44	14:44	14:27	0:17	8:36	8:36	-0:00
All Commercial Radio	17:32	17:21	0:11	10:56	9:57	0:58	13:57	12:50	1:07	14:36	14:57	-0:20	17:52	17:58	-0:06	21:34	20:28	1:05	20:33	20:04	0:28	17:07	16:46	0:20
Potential (000)	112.2	112.2	0.0	23.6	23.6	0.0	32.6	32.7	-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	21.2	20.8	0.4
Sample	940	815	125	163	140	23	239	209	30	235	212	23	351	322	29	271	248	23	302	257	45	166	150	16

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

\*SENZ rebranded to Sport Nation from Nov 19th 2024



# TARANAKI COMMERCIAL RADIO - SURVEY 3 2024

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

Survey Comparisons: 2/2024 - 3/2024

This Survey Period: Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024 & Sun Aug 11 to Sat Nov 2 2024

Last 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

	This	Last	+/-
Potential (000)	112.2	112.2	0.0
Sample Size	940	815	125

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

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

\*SENZ rebranded to Sport Nation from Nov 19th 2024