



TARANAKI COMMERCIAL RADIO - SURVEY 1 2024

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

Survey Comparisons: 3/2023 - 1/2024

This 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
Last Survey Period: Sun Sep 4 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023

	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	8.3	10.5	-2.2	6	4.8	6.9	-2.1	12.2	11.1	1.1	12.6	11.2	1.4	9.6	8.9	0.7	7.0	7.0	0.0	8.8	14.0	-5.2	6.4	7.1	-0.7
Coast	4.8	2.0	2.8	9	0.5	*	*	1.3	1.1	0.2	1.8	1.4	0.4	2.8	2.1	0.7	4.2	2.5	1.7	7.3	1.6	5.7	3.4	1.7	1.7
Edge	6.9	7.2	-0.3	8	29.0	26.3	2.7	10.3	10.6	-0.3	7.6	7.8	-0.2	6.4	6.0	0.4	4.0	4.9	-0.9	1.6	3.7	-2.1	13.1	8.4	4.7
Gold Sport	0.1	0.4	-0.3	15	*	*	*	*	*	*	*	*	*	*	*	*	0.3	0.4	-0.1	0.3	1.0	-0.7	*	*	*
Life FM	0.8	1.0	-0.2	14	*	*	*	0.3	0.2	0.1	0.5	0.2	0.3	1.2	2.1	-0.9	1.8	2.3	-0.5	0.8	0.3	0.5	0.3	0.2	0.1
Magic	10.2	13.7	-3.5	2	2.8	3.1	-0.3	3.0	2.7	0.3	2.1	2.4	-0.3	3.4	8.8	-5.4	9.5	13.8	-4.3	16.8	16.8	0.0	6.2	12.5	-6.3
More FM	8.7	9.1	-0.4	5	9.0	5.2	3.8	8.1	10.1	-2.0	11.6	14.2	-2.6	11.2	13.9	-2.7	10.6	10.6	0.0	7.4	6.6	0.8	15.5	15.5	0.0
Newstalk ZB	9.6	11.2	-1.6	4	2.4	1.4	1.0	0.6	1.4	-0.8	3.0	5.7	-2.7	2.8	5.1	-2.3	7.0	11.6	-4.6	15.4	15.5	-0.1	1.5	1.7	-0.2
Radio Hauraki	2.6	1.5	1.1	12	2.5	1.8	0.7	7.4	2.9	4.5	6.6	2.8	3.8	4.5	2.8	1.7	1.2	1.4	-0.2	0.3	0.1	0.2	3.3	2.2	1.1
Rhema	*	0.1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.2	*	*	*	*
Rock	17.3	13.8	3.5	1	3.8	5.5	-1.7	29.8	19.3	10.5	30.0	22.2	7.8	30.9	20.8	10.1	22.1	18.6	3.5	5.8	11.6	-5.8	11.2	12.0	-0.8
SENZ Sport	1.3	2.3	-1.0	13	*	*	*	1.8	7.2	-5.4	1.6	6.3	-4.7	1.9	4.7	-2.8	1.5	1.7	-0.2	0.8	0.5	0.3	0.3	*	*
Star	0.1	0.1	0.0	15	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.3	0.3	0.0	*	*	*
Te Korimako o Taranaki	2.7	4.1	-1.4	11	1.7	4.3	-2.6	1.7	3.8	-2.1	2.2	1.5	0.7	1.9	2.3	-0.4	2.7	3.4	-0.7	5.2	7.5	-2.3	2.2	4.2	-2.0
The Hits	9.8	7.7	2.1	3	16.5	17.3	-0.8	8.9	8.2	0.7	8.9	8.9	0.0	10.9	8.7	2.2	10.2	7.0	3.2	6.2	4.3	1.9	17.3	14.7	2.6
The Sound	7.2	6.3	0.9	7	13.2	6.8	6.4	1.3	3.2	-1.9	1.8	2.9	-1.1	3.1	4.3	-1.2	8.6	9.4	-0.8	13.4	10.5	2.9	5.8	10.3	-4.5
ZM	4.1	4.3	-0.2	10	9.1	14.2	-5.1	9.7	11.6	-1.9	7.1	7.7	-0.6	6.3	5.6	0.7	3.1	1.5	1.6	0.1	0.1	0.0	8.7	4.3	4.4
MediaWorks Combo	59.6	61.1	-1.5		63.5	54.8	8.7	65.3	57.9	7.4	66.4	61.0	5.4	65.8	63.5	2.3	63.2	64.9	-1.7	54.3	63.3	-9.0	59.1	66.7	-7.6
NZME Combo	31.2	27.6	3.6		33.1	37.8	-4.7	28.7	26.9	1.8	27.4	27.0	0.4	27.2	24.6	2.6	26.1	24.3	1.8	29.6	22.6	7.0	34.3	25.4	8.9
Potential (000)	112.2	110.8	1.4		23.6	23.2	0.4	32.8	32.4	0.4	31.6	31.2	0.4	47.8	47.4	0.4	32.8	32.8	0.0	30.1	30.0	0.1	19.7	19.7	0.0
Sample	826	841	-15		144	140	4	218	237	-19	213	239	-26	336	357	-21	260	240	20	257	249	8	152	163	-11

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

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



TARANAKI COMMERCIAL RADIO - SURVEY 1 2024

Station Share (%) by Daypart, People 10+
Survey Comparisons: 3/2023 - 1/2024

This 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
Last Survey Period: Sun Sep 4 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023

	This	Last	+/-
Potential (000)	112.2	110.8	1.4
Sample Size	826	841	-15

	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	6.9	7.7	-0.8	6	10.4	12.7	-2.3	9.4	11.7	-2.3	6.2	7.9	-1.7	5.7	7.2	-1.5	10.1	8.0	2.1	8.2	12.1	-3.9
Coast	3.4	2.4	1.0	10	5.2	2.3	2.9	5.2	1.9	3.3	3.7	0.9	2.8	4.2	0.2	4.0	2.8	1.6	1.2	6.2	2.5	3.7
Edge	6.8	6.9	-0.1	7	5.3	5.6	-0.3	7.3	5.3	2.0	6.0	8.3	-2.3	12.2	12.4	-0.2	1.9	3.6	-1.7	8.0	9.3	-1.3
Gold Sport	0.1	0.1	0.0	16	0.1	0.1	0.0	0.2	1.2	-1.0	*	*	*	*	0.1	*	*	*	*	0.1	0.4	-0.3
Life FM	0.6	0.6	0.0	13	1.2	1.5	-0.3	1.0	1.9	-0.9	0.8	0.3	0.5	0.3	0.4	-0.1	0.1	*	*	0.8	0.8	0.0
Magic	10.4	11.7	-1.3	3	10.0	13.8	-3.8	8.0	12.1	-4.1	10.7	13.3	-2.6	14.9	22.8	-7.9	4.7	4.2	0.5	12.0	16.1	-4.1
More FM	9.1	9.9	-0.8	5	8.9	8.1	0.8	10.4	10.8	-0.4	11.5	12.8	-1.3	4.0	3.2	0.8	2.9	5.9	-3.0	6.5	6.8	-0.3
Newstalk ZB	13.5	15.4	-1.9	2	7.9	9.6	-1.7	4.6	6.6	-2.0	11.1	10.7	0.4	21.7	25.5	-3.8	19.5	22.1	-2.6	7.9	9.6	-1.7
Radio Hauraki	2.2	1.5	0.7	11	2.1	1.3	0.8	2.8	1.1	1.7	4.4	2.3	2.1	2.5	1.5	1.0	1.2	2.6	-1.4	2.2	1.5	0.7
Rhema	*	*	*	*	*	0.1	*	*	0.1	*	*	0.2	*	*	0.1	*	*	*	*	0.1	0.1	0.0
Rock	19.0	17.4	1.6	1	18.1	15.4	2.7	17.1	15.1	2.0	17.1	12.0	5.1	6.5	1.5	5.0	29.8	26.7	3.1	16.3	10.8	5.5
SENZ Sport	0.6	2.2	-1.6	13	1.7	3.8	-2.1	2.5	3.8	-1.3	1.2	2.3	-1.1	0.7	0.1	0.6	*	0.1	*	0.4	0.2	0.2
Star	0.2	0.2	0.0	15	0.2	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.0	*	*	*	*	*	*	*	*	*
Te Korimako o Taranaki	1.8	2.5	-0.7	12	2.0	3.6	-1.6	2.1	4.1	-2.0	3.0	4.9	-1.9	2.8	3.7	-0.9	3.1	4.1	-1.0	4.4	5.5	-1.1
The Hits	9.3	7.1	2.2	4	9.2	7.7	1.5	10.0	8.1	1.9	8.1	8.4	-0.3	13.9	6.9	7.0	9.6	6.8	2.8	10.7	7.6	3.1
The Sound	6.4	5.9	0.5	8	7.6	6.0	1.6	8.7	5.9	2.8	5.6	6.2	-0.6	3.4	4.3	-0.9	6.2	6.9	-0.7	7.8	7.7	0.1
ZM	4.9	4.1	0.8	9	4.6	4.4	0.2	4.7	4.6	0.1	3.9	5.1	-1.2	2.9	3.5	-0.6	3.8	3.1	0.7	3.0	4.1	-1.1
MediaWorks Combo	60.4	60.5	-0.1		60.4	61.9	-1.5	61.1	61.3	-0.2	59.0	61.1	-2.1	46.8	51.6	-4.8	57.7	56.2	1.5	59.8	63.4	-3.6
NZME Combo	33.8	30.9	2.9		29.1	25.4	3.7	28.0	24.5	3.5	31.2	28.0	3.2	45.9	37.9	8.0	36.8	36.1	0.7	30.4	26.4	4.0

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
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	13.2	16.1	-2.9	5	1.4	2.2	-0.8	3.7	3.0	0.7	4.0	3.0	1.0	5.8	5.2	0.6	4.4	5.7	-1.3	4.2	6.5	-2.3	1.6	2.1	-0.5
Coast	5.9	3.5	2.4	10	0.1	*	*	0.8	0.6	0.2	1.0	0.7	0.3	2.2	1.6	0.6	2.2	1.5	0.7	2.7	1.0	1.7	1.0	0.8	0.2
Edge	15.9	16.2	-0.3	3	6.8	6.3	0.5	7.0	6.7	0.3	5.6	5.8	-0.2	8.1	8.3	-0.2	3.4	3.8	-0.4	0.9	1.4	-0.5	5.3	4.4	0.9
Gold Sport	0.3	0.9	-0.6	15	*	*	*	*	*	*	*	*	*	*	*	*	0.2	0.5	-0.3	0.3	0.9	-0.6	*	*	*
Life FM	1.5	1.1	0.4	14	*	0.1	*	0.1	0.1	0.0	0.3	0.2	0.1	0.7	0.7	0.0	0.9	0.7	0.2	0.6	0.3	0.3	0.1	0.1	0.0
Magic	9.6	12.5	-2.9	8	0.7	1.3	-0.6	1.1	1.0	0.1	0.9	1.1	-0.2	1.5	3.1	-1.6	3.3	4.0	-0.7	5.3	5.8	-0.5	0.9	1.4	-0.5
More FM	13.9	15.1	-1.2	4	2.5	2.6	-0.1	5.1	5.4	-0.3	5.6	6.0	-0.4	8.2	9.2	-1.0	5.0	5.2	-0.2	3.0	3.1	-0.1	3.5	3.8	-0.3
Newstalk ZB	8.9	10.5	-1.6	9	0.9	0.7	0.2	0.8	1.4	-0.6	1.2	1.7	-0.5	1.6	2.4	-0.8	2.7	4.3	-1.6	4.1	5.1	-1.0	0.3	0.3	0.0
Radio Hauraki	5.8	5.5	0.3	11	1.4	1.1	0.3	2.5	1.8	0.7	2.7	2.2	0.5	3.9	3.9	0.0	1.4	1.8	-0.4	0.5	0.3	0.2	1.3	1.4	-0.1
Rhema	0.1	0.4	-0.3	16	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.3	*	*	*	*
Rock	17.1	18.5	-1.4	2	2.1	2.2	-0.1	6.1	5.5	0.6	6.3	6.3	0.0	11.8	11.8	0.0	7.5	9.1	-1.6	2.9	4.4	-1.5	3.1	3.9	-0.8
SENZ Sport	2.1	1.9	0.2	13	*	*	*	0.3	1.1	-0.8	0.3	1.1	-0.8	0.9	1.5	-0.6	0.7	0.7	0.0	1.1	0.3	0.8	0.1	0.1	0.0
Star	0.1	0.1	0.0	16	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.1	0.1	0.0	*	*	*
Te Korimako o Taranaki	2.8	4.7	-1.9	12	0.8	1.6	-0.8	1.0	2.1	-1.1	0.6	1.0	-0.4	1.0	1.5	-0.5	0.9	1.5	-0.6	0.9	1.4	-0.5	0.3	0.6	-0.3
The Hits	21.4	16.5	4.9	1	4.9	3.7	1.2	6.5	5.1	1.4	7.4	6.0	1.4	11.5	8.5	3.0	6.0	4.9	1.1	3.0	3.1	-0.1	4.9	4.7	0.2
The Sound	10.2	11.4	-1.2	6	2.1	1.4	0.7	1.2	1.8	-0.6	1.2	2.0	-0.8	2.8	4.0	-1.2	5.0	6.0	-1.0	5.0	5.9	-0.9	1.3	1.6	-0.3
ZM	10.0	10.5	-0.5	7	3.0	3.7	-0.7	6.6	6.1	0.5	5.2	5.2	0.0	6.9	6.5	0.4	1.8	1.4	0.4	*	0.2	*	3.6	2.5	1.1
MediaWorks Combo	61.8	66.8	-5.0		11.5	13.2	-1.7	18.1	18.0	0.1	17.0	17.3	-0.3	28.5	29.3	-0.8	22.7	23.1	-0.4	17.2	19.7	-2.5	11.5	12.5	-1.0
NZME Combo	44.1	41.1	3.0		8.4	8.0	0.4	14.8	13.2	1.6	14.8	13.5	1.3	21.6	19.8	1.8	11.7	12.6	-0.9	9.3	9.0	0.3	9.0	8.6	0.4
All Commercial Radio	82.6	85.0	-2.4		15.0	16.0	-1.0	23.8	23.4	0.4	23.9	23.8	0.1	37.9	37.9	0.0	28.0	28.2	-0.2	23.1	24.5	-1.4	14.5	15.2	-0.7
Potential (000)	112.2	110.8	1.4		23.6	23.2	0.4	32.8	32.4	0.4	31.6	31.2	0.4	47.8	47.4	0.4	32.8	32.8	0.0	30.1	30.0	0.1	19.7	19.7	0.0
Sample	826	841	-15		144	140	4	218	237	-19	213	239	-26	336	357	-21	260	240	20	257	249	8	152	163	-11

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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 Daypart, People 10+
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	This	Last	+/-
Potential (000)	112.2	110.8	1.4
Sample Size	826	841	-15

	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	6.1	7.4	-1.3	8	6.9	8.6	-1.7	8.1	9.2	-1.1	6.9	7.1	-0.2	2.3	2.2	0.1	1.3	1.0	0.3	9.2	11.2	-2.0
Coast	2.4	1.7	0.7	10	2.6	2.0	0.6	3.2	1.7	1.5	2.3	1.5	0.8	1.4	0.3	1.1	0.6	0.3	0.3	4.0	2.7	1.3
Edge	9.9	8.3	1.6	2	7.0	7.4	-0.4	8.5	8.5	0.0	6.6	6.1	0.5	3.7	4.4	-0.7	0.7	1.5	-0.8	9.4	11.2	-1.8
Gold Sport	0.2	0.1	0.1	15	0.1	0.1	0.0	0.2	0.9	-0.7	*	*	*	*	0.2	*	*	*	*	0.2	0.8	-0.6
Life FM	0.7	0.5	0.2	13	0.9	0.7	0.2	0.6	0.6	0.0	0.7	0.7	0.0	0.3	0.3	0.0	0.1	0.1	0.0	0.8	0.8	0.0
Magic	6.3	6.6	-0.3	7	5.5	8.8	-3.3	6.4	8.2	-1.8	6.2	8.2	-2.0	2.8	5.2	-2.4	1.3	2.1	-0.8	7.0	10.3	-3.3
More FM	7.8	8.6	-0.8	4	5.7	6.2	-0.5	8.6	8.5	0.1	7.3	8.1	-0.8	1.1	1.5	-0.4	0.6	0.8	-0.2	8.3	9.4	-1.1
Newstalk ZB	6.4	6.7	-0.3	5	5.7	5.8	-0.1	3.9	5.1	-1.2	4.1	4.1	0.0	3.7	5.4	-1.7	2.6	3.9	-1.3	5.8	8.1	-2.3
Radio Hauraki	2.2	2.0	0.2	11	2.7	2.1	0.6	2.8	2.3	0.5	2.5	3.0	-0.5	1.5	1.3	0.2	0.4	0.7	-0.3	3.4	2.7	0.7
Rhema	*	0.2	*	*	0.1	0.3	-0.2	0.1	0.3	-0.2	0.1	0.3	-0.2	*	0.2	*	*	*	*	0.1	0.3	-0.2
Rock	9.7	11.6	-1.9	3	8.5	10.0	-1.5	10.9	11.8	-0.9	9.5	10.3	-0.8	2.0	1.4	0.6	3.6	3.6	0.0	9.6	9.8	-0.2
SENZ Sport	0.7	1.5	-0.8	13	0.6	1.3	-0.7	1.8	1.3	0.5	1.1	1.5	-0.4	0.3	*	*	*	*	*	0.3	0.2	0.1
Star	0.1	0.1	0.0	16	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0	*	*	*	*	*	*	0.1	*	*
Te Korimako o Taranaki	1.0	2.1	-1.1	12	1.3	3.3	-2.0	1.1	2.7	-1.6	1.4	2.6	-1.2	0.5	0.9	-0.4	0.2	0.6	-0.4	2.1	3.0	-0.9
The Hits	11.1	8.5	2.6	1	10.5	9.0	1.5	13.5	10.1	3.4	8.9	6.2	2.7	3.4	2.9	0.5	1.6	1.7	-0.1	11.9	9.3	2.6
The Sound	6.4	5.9	0.5	5	4.9	4.7	0.2	5.6	5.0	0.6	5.7	5.6	0.1	1.6	2.1	-0.5	1.7	1.4	0.3	5.0	6.8	-1.8
ZM	5.9	5.4	0.5	9	5.0	5.0	0.0	4.6	5.9	-1.3	4.5	5.5	-1.0	1.4	1.6	-0.2	1.0	1.0	0.0	5.7	6.1	-0.4
MediaWorks Combo	41.9	41.4	0.5		33.3	38.4	-5.1	42.1	44.9	-2.8	38.9	40.3	-1.4	12.0	14.9	-2.9	9.0	9.3	-0.3	43.3	49.2	-5.9
NZME Combo	26.1	23.3	2.8		23.7	22.2	1.5	26.8	25.6	1.2	20.0	19.0	1.0	10.3	10.8	-0.5	6.0	7.3	-1.3	28.8	27.9	0.9
All Commercial Radio	61.6	60.4	1.2		53.7	56.6	-2.9	61.3	63.9	-2.6	55.0	55.8	-0.8	21.1	25.1	-4.0	14.2	15.3	-1.1	62.5	66.9	-4.4

MediaWorks Combo: Breeze, Edge, More FM, Rock, The Sound, Magic, or internet only listening to George FM, Mai, Humm FM
NZME Combo: Coast, Gold Sport, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui



TARANAKI COMMERCIAL RADIO - SURVEY 1 2024

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

Survey Comparisons: 3/2023 - 1/2024

This 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
Last Survey Period: Sun Sep 4 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023

	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	9:08	9:45	-0:37	5:49	5:49	0:00	11:14	11:52	-0:38	12:29	13:42	-1:12	11:50	11:20	0:30	8:45	7:29	1:16	9:10	10:44	-1:34	9:49	8:05	1:44
Coast	11:45	8:29	3:15	7:59	0:45	7:14	5:20	5:48	-0:27	7:15	7:25	-0:09	8:46	8:34	0:11	10:44	9:51	0:53	11:46	8:10	3:35	7:52	5:01	2:51
Edge	6:19	6:42	-0:22	7:06	7:56	-0:50	4:59	5:04	-0:04	5:21	4:55	0:26	5:35	4:48	0:47	6:35	7:54	-1:19	7:26	13:24	-5:58	5:53	4:38	1:15
Gold Sport	5:27	6:27	-1:00	*	*	*	*	*	*	*	*	*	*	*	*	8:59	4:46	4:12	5:27	5:38	-0:11	*	*	*
Life FM	7:58	14:17	-6:18	0:15	0:28	-0:13	6:54	6:47	0:07	6:25	4:25	2:00	12:41	19:58	-7:16	10:21	20:11	-9:49	5:12	5:46	-0:34	9:02	8:23	0:38
Magic	15:30	16:27	-0:56	6:21	4:31	1:49	9:26	8:10	1:16	9:14	7:34	1:39	15:53	18:36	-2:43	15:51	21:05	-5:13	14:00	14:32	-0:31	15:49	21:12	-5:23
More FM	9:12	8:57	0:14	5:58	3:47	2:10	5:25	5:59	-0:34	8:07	8:37	-0:29	9:40	9:53	-0:13	11:40	12:20	-0:39	10:56	10:37	0:18	10:35	9:53	0:42
Newstalk ZB	15:43	15:55	-0:12	4:11	3:52	0:18	2:20	3:11	-0:50	9:30	12:17	-2:46	12:07	13:52	-1:45	14:14	16:18	-2:03	16:32	15:11	1:20	10:10	12:25	-2:15
Radio Hauraki	6:31	4:05	2:26	3:00	3:05	-0:04	9:52	4:56	4:55	9:44	4:34	5:09	8:20	4:38	3:42	4:46	4:35	0:10	2:18	2:13	0:05	6:11	3:53	2:18
Rhema	4:11	3:53	0:17	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	3:49	*	*	*
Rock	14:51	11:12	3:38	3:01	4:41	-1:40	16:32	11:04	5:27	18:44	12:48	5:56	18:42	11:37	7:05	16:09	12:27	3:42	9:01	13:11	-4:10	8:33	7:25	1:08
SENZ Sport	8:38	17:45	-9:07	*	*	*	18:25	21:07	-2:41	18:25	21:07	-2:41	14:18	20:17	-5:59	11:41	13:55	-2:14	3:12	7:52	-4:40	7:15	0:30	6:45
Star	13:42	14:50	-1:08	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	21:00	21:00	0:00	*	*	*
Te Korimako o Taranaki	14:14	13:00	1:13	3:43	5:05	-1:22	5:44	5:37	0:06	14:41	5:19	9:22	14:00	9:59	4:00	16:51	13:28	3:23	24:21	26:12	-1:50	14:58	15:48	-0:50
The Hits	6:43	6:59	-0:15	5:38	8:53	-3:15	4:38	5:09	-0:31	4:42	5:20	-0:37	6:47	6:45	0:02	9:24	8:45	0:38	9:21	6:56	2:24	8:16	7:31	0:45
The Sound	10:19	8:16	2:02	10:19	9:12	1:06	3:45	5:45	-2:00	5:47	5:18	0:29	7:52	7:00	0:52	9:24	9:35	-0:11	11:57	8:59	2:58	10:56	15:09	-4:12
ZM	6:05	6:10	-0:05	5:06	7:09	-2:03	4:59	6:04	-1:05	5:21	5:22	-0:00	6:28	5:40	0:48	9:46	6:39	3:07	6:45	3:32	3:12	5:46	4:09	1:36
MediaWorks Combo	14:06	13:42	0:24	9:12	7:49	1:22	12:14	10:11	2:03	15:20	12:46	2:33	16:27	14:15	2:11	15:20	17:02	-1:41	13:59	16:07	-2:08	12:06	12:56	-0:50
NZME Combo	10:22	10:03	0:19	6:35	8:52	-2:16	6:33	6:26	0:07	7:17	7:14	0:02	9:00	8:09	0:50	12:14	11:45	0:29	14:06	12:37	1:29	8:57	7:13	1:44
All Commercial Radio	17:44	17:37	0:06	11:04	11:45	-0:40	14:12	13:32	0:40	16:30	15:14	1:16	18:51	17:21	1:29	19:43	21:29	-1:45	19:14	20:31	-1:16	16:16	16:00	0:16
Potential (000)	112.2	110.8	1.4	23.6	23.2	0.4	32.8	32.4	0.4	31.6	31.2	0.4	47.8	47.4	0.4	32.8	32.8	0.0	30.1	30.0	0.1	19.7	19.7	0.0
Sample	826	841	-15	144	140	4	218	237	-19	213	239	-26	336	357	-21	260	240	20	257	249	8	152	163	-11

MediaWorks Combo: Breeze, Edge, More FM, Rock, The Sound, Magic, or internet only listening to George FM, Mai, Humm FM

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



TARANAKI COMMERCIAL RADIO - SURVEY 1 2024

Average Time Spent Listening (hh:mm) by Daypart, People 10+
Survey Comparisons: 3/2023 - 1/2024

This 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
Last Survey Period: Sun Sep 4 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023

	This	Last	+/-
Potential (000)	112.2	110.8	1.4
Sample Size	826	841	-15

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

MediaWorks Combo: Breeze, Edge, More FM, Rock, The Sound, Magic, or internet only listening to George FM, Mai, Humm FM
NZME Combo: Coast, Gold Sport, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui