



TAURANGA COMMERCIAL RADIO - SURVEY 1 2016

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

Survey Comparisons: 2/2015 - 1/2016

This Survey Period: Sun Jan 31 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016

Last Survey Period: Sat Aug 8 to Sat Sep 19 2015

	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	4.0	5.1	-1.1	9	0.3	2.0	-1.7	0.9	2.1	-1.2	1.0	3.1	-2.1	2.0	4.0	-2.0	6.2	8.7	-2.5	8.1	9.2	-1.1	2.9	6.9	-4.0
Coast	11.5	15.7	-4.2	1	2.5	0.2	2.3	0.9	1.0	-0.1	1.1	2.2	-1.1	2.2	4.1	-1.9	8.7	14.5	-5.8	23.7	31.1	-7.4	4.6	10.8	-6.2
Edge	6.9	6.5	0.4	7	23.8	38.4	-14.6	17.0	8.8	8.2	12.3	6.5	5.8	9.1	8.5	0.6	4.4	7.4	-3.0	2.0	2.0	0.0	10.9	5.5	5.4
Flava	1.7	1.1	0.6	15	13.3	5.9	7.4	3.8	2.0	1.8	1.3	1.9	-0.6	0.7	1.3	-0.6	0.3	0.4	-0.1	0.3	0.1	0.2	1.0	1.5	-0.5
George FM	0.4	0.9	-0.5	21	1.3	*	*	1.3	2.9	-1.6	0.8	2.8	-2.0	0.6	1.7	-1.1	0.2	0.2	0.0	*	0.1	*	0.3	0.1	0.2
Hits	7.0	5.6	1.4	6	4.3	8.3	-4.0	7.9	4.0	3.9	11.9	7.3	4.6	10.5	7.3	3.2	8.8	5.4	3.4	5.4	3.0	2.4	16.5	8.8	7.7
Life FM	1.3	n.a.	*	16	2.7	n.a.	*	0.1	n.a.	*	0.4	n.a.	*	1.5	n.a.	*	2.9	n.a.	*	1.5	n.a.	*	0.9	n.a.	*
Magic	5.5	3.0	2.5	8	1.1	5.4	-4.3	0.5	1.0	-0.5	0.3	1.2	-0.9	1.6	1.3	0.3	5.2	3.2	2.0	8.9	5.5	3.4	1.7	0.6	1.1
Mai FM	2.8	2.8	0.0	13	9.4	11.0	-1.6	5.8	8.5	-2.7	4.8	4.7	0.1	3.7	3.1	0.6	1.7	0.7	1.0	0.4	0.2	0.2	4.0	8.4	-4.4
Moana Radio	0.7	n.a.	*	20	0.3	n.a.	*	0.2	n.a.	*	1.2	n.a.	*	1.3	n.a.	*	0.9	n.a.	*	0.2	n.a.	*	1.3	n.a.	*
More FM	3.3	4.4	-1.1	12	2.9	4.9	-2.0	4.2	7.6	-3.4	4.3	7.0	-2.7	3.6	5.6	-2.0	2.9	3.9	-1.0	2.8	2.2	0.6	5.0	5.1	-0.1
Newstalk ZB	9.7	10.5	-0.8	4	9.5	1.3	8.2	0.8	0.4	0.4	2.6	1.4	1.2	2.4	3.4	-1.0	4.7	7.1	-2.4	12.8	17.8	-5.0	5.8	6.8	-1.0
Radio Hauraki	3.4	3.3	0.1	11	0.7	*	*	7.2	7.4	-0.2	7.8	6.2	1.6	7.2	5.6	1.6	3.6	3.2	0.4	0.4	0.7	-0.3	3.2	1.7	1.5
Radio Live	3.7	4.0	-0.3	10	*	*	*	0.3	0.6	-0.3	1.8	1.2	0.6	2.1	2.2	-0.1	2.6	4.2	-1.6	4.8	7.6	-2.8	1.8	4.2	-2.4
Radio Sport	1.0	1.4	-0.4	18	*	0.4	*	*	0.2	*	0.5	1.6	-1.1	0.4	1.7	-1.3	1.2	1.7	-0.5	1.8	1.1	0.7	*	0.7	*
Radio Tainui	*	n.a.	*	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*
Radio Tarana	0.9	n.a.	*	19	0.6	n.a.	*	2.6	n.a.	*	0.5	n.a.	*	1.4	n.a.	*	1.3	n.a.	*	*	n.a.	*	1.8	n.a.	*
Rhema	2.0	n.a.	*	14	0.1	n.a.	*	1.1	n.a.	*	1.2	n.a.	*	1.6	n.a.	*	1.1	n.a.	*	1.7	n.a.	*	0.8	n.a.	*
Rock	10.4	12.6	-2.2	2	9.3	10.4	-1.1	22.5	25.1	-2.6	22.3	23.3	-1.0	18.5	19.5	-1.0	9.9	10.4	-0.5	3.5	2.7	0.8	12.1	13.9	-1.8
Star	1.2	n.a.	*	17	0.2	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	0.5	n.a.	*	2.9	n.a.	*	*	n.a.	*
The Sound	9.8	10.5	-0.7	3	0.8	*	*	3.3	4.0	-0.7	3.8	8.7	-4.9	11.9	14.6	-2.7	21.4	19.1	2.3	12.4	10.2	2.2	8.0	8.4	-0.4
ZM	7.7	5.7	2.0	5	14.2	5.2	9.0	14.7	15.1	-0.4	16.3	13.5	2.8	14.1	8.6	5.5	6.2	1.9	4.3	0.4	0.8	-0.4	14.2	9.7	4.5
Other	5.0	6.9	-1.9		2.7	6.6	-3.9	4.8	9.4	-4.6	3.8	7.1	-3.3	3.5	7.3	-3.8	5.5	7.9	-2.4	6.1	5.8	0.3	2.9	7.1	-4.2
Mediaworks Combo	46.8	49.8	-3.0		48.9	72.1	-23.2	55.9	60.5	-4.6	51.3	58.6	-7.3	53.1	60.6	-7.5	54.3	57.8	-3.5	42.8	39.8	3.0	46.8	53.0	-6.2
NZME Combo	42.1	43.3	-1.2		44.6	21.3	23.3	35.4	30.1	5.3	41.6	34.2	7.4	37.5	32.2	5.3	33.5	34.3	-0.8	44.8	54.5	-9.7	45.4	39.9	5.5
Potential (000)	154.1	140.3	13.8		18.6	17.4	1.2	31.6	28.5	3.1	37.9	36.0	1.9	62.3	59.2	3.1	47.0	42.5	4.5	43.1	36.9	6.2	25.1	25.5	-0.4
Sample	899	1,050	-151		93	82	11	169	189	-20	220	265	-45	356	447	-91	287	337	-50	292	335	-43	145	206	-61

Please note: Survey 1 2016 supplied by GfK; Survey 2 2015 supplied by TNS. Please take into account if comparing Survey 2 2015 and Survey 1 2016 results

Mediaworks Combo : Breeze or Edge or George FM or Magic or Mai FM or More FM or Radio Live or Rock or The Sound

NZME Combo : Coast or Flava or Hits or Newstalk ZB or Radio Hauraki or Radio Sport or ZM

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



TAURANGA COMMERCIAL RADIO - SURVEY 1 2016

Station Share (%) by Daypart, People 10+

Survey Comparisons: 2/2015 - 1/2016

This Survey Period: Sun Jan 31 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016

Last Survey Period: Sat Aug 8 to Sat Sep 19 2015

	This	Last	+/-
Potential (000)	154.1	140.3	13.8
Sample Size	899	1,050	-151

	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	3.6	4.3	-0.7	10	5.0	5.4	-0.4	4.6	5.8	-1.2	2.9	4.5	-1.6	4.4	2.3	2.1	3.0	3.6	-0.6	3.7	6.0	-2.3
Coast	10.5	13.3	-2.8	2	12.8	17.5	-4.7	12.0	16.7	-4.7	8.9	11.6	-2.7	9.1	9.5	-0.4	6.1	6.9	-0.8	13.4	20.3	-6.9
Edge	5.6	6.2	-0.6	8	6.6	6.2	0.4	6.6	7.5	-0.9	6.6	7.3	-0.7	10.5	7.9	2.6	8.9	2.6	6.3	7.6	6.0	1.6
Flava	1.5	1.0	0.5	15	1.2	0.7	0.5	2.0	1.4	0.6	2.8	2.2	0.6	2.4	1.4	1.0	1.3	0.5	0.8	1.3	0.8	0.5
George FM	0.5	0.7	-0.2	19	0.3	1.3	-1.0	0.4	1.2	-0.8	0.5	1.3	-0.8	0.4	1.1	-0.7	*	0.3	*	0.4	0.3	0.1
Hits	8.3	8.4	-0.1	6	7.0	6.7	0.3	7.2	4.9	2.3	6.3	5.6	0.7	4.8	1.4	3.4	11.0	2.2	8.8	6.3	4.5	1.8
Life FM	0.9	n.a.	*	18	2.0	n.a.	*	1.6	n.a.	*	1.1	n.a.	*	0.2	n.a.	*	0.6	n.a.	*	1.5	n.a.	*
Magic	3.9	3.4	0.5	9	5.8	3.5	2.3	6.1	3.3	2.8	5.1	2.6	2.5	5.8	1.4	4.4	3.5	1.5	2.0	6.5	2.7	3.8
Mai FM	3.2	3.2	0.0	12	1.8	2.8	-1.0	1.9	3.1	-1.2	3.9	2.4	1.5	4.6	4.0	0.6	1.0	1.9	-0.9	3.0	2.1	0.9
Moana Radio	1.0	n.a.	*	17	0.6	n.a.	*	0.9	n.a.	*	0.8	n.a.	*	1.0	n.a.	*	0.2	n.a.	*	0.3	n.a.	*
More FM	3.5	5.9	-2.4	11	3.7	3.9	-0.2	2.8	4.3	-1.5	4.0	5.0	-1.0	1.2	3.2	-2.0	0.8	3.6	-2.8	3.8	3.8	0.0
Newstalk ZB	11.7	11.1	0.6	1	10.7	6.5	4.2	7.0	4.3	2.7	5.5	6.8	-1.3	15.9	29.0	-13.1	17.8	39.8	-22.0	9.1	12.5	-3.4
Radio Hauraki	3.2	2.8	0.4	12	3.6	3.3	0.3	4.1	4.2	-0.1	4.4	4.8	-0.4	3.1	2.9	0.2	0.4	2.4	-2.0	2.9	2.5	0.4
Radio Live	5.9	6.0	-0.1	7	1.5	2.4	-0.9	1.0	2.0	-1.0	1.6	2.4	-0.8	7.1	5.9	1.2	17.4	17.1	0.3	4.2	3.7	0.5
Radio Sport	0.4	1.6	-1.2	20	0.9	2.1	-1.2	0.5	0.7	-0.2	1.5	1.1	0.4	1.0	1.2	-0.2	0.3	1.5	-1.2	1.8	1.4	0.4
Radio Tainui	*	n.a.	*	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*
Radio Tarana	0.1	n.a.	*	21	*	n.a.	*	0.2	n.a.	*	2.2	n.a.	*	4.5	n.a.	*	0.2	n.a.	*	1.5	n.a.	*
Rhema	1.9	n.a.	*	14	1.8	n.a.	*	1.8	n.a.	*	1.5	n.a.	*	3.8	n.a.	*	1.3	n.a.	*	2.3	n.a.	*
Rock	10.4	13.1	-2.7	3	12.7	15.0	-2.3	15.1	15.3	-0.2	13.3	15.0	-1.7	3.8	7.0	-3.2	3.4	6.7	-3.3	5.6	8.4	-2.8
Star	1.2	n.a.	*	16	1.4	n.a.	*	1.2	n.a.	*	1.4	n.a.	*	0.3	n.a.	*	2.6	n.a.	*	1.0	n.a.	*
The Sound	9.9	8.6	1.3	4	8.6	11.0	-2.4	8.4	13.4	-5.0	11.1	13.3	-2.2	7.5	6.9	0.6	11.0	3.8	7.2	11.5	9.6	1.9
ZM	8.4	5.5	2.9	5	7.1	4.2	2.9	8.7	6.2	2.5	9.3	9.1	0.2	5.3	6.6	-1.3	6.9	2.5	4.4	6.6	5.2	1.4
Other	4.5	5.1	-0.6		4.9	7.4	-2.5	5.7	5.8	-0.1	5.2	5.0	0.2	3.1	8.3	-5.2	2.2	3.2	-1.0	5.6	10.5	-4.9
Mediaworks Combo	46.5	51.3	-4.8		45.9	51.7	-5.8	47.1	55.8	-8.7	49.1	53.8	-4.7	45.4	39.7	5.7	49.1	41.0	8.1	46.4	42.5	3.9
NZME Combo	43.9	43.6	0.3		43.4	41.0	2.4	41.6	38.4	3.2	38.7	41.2	-2.5	41.6	52.0	-10.4	43.9	55.8	-11.9	41.4	47.1	-5.7

Please note: Survey 1 2016 supplied by GfK; Survey 2 2015 supplied by TNS. Please take into account if comparing Survey 2 2015 and Survey 1 2016 results

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NZME Combo : Coast or Flava or Hits or Newstalk ZB or Radio Hauraki or Radio Sport or ZM

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



TAURANGA COMMERCIAL RADIO - SURVEY 1 2016

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

Survey Comparisons: 2/2015 - 1/2016

This Survey Period: Sun Jan 31 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016

Last Survey Period: Sat Aug 8 to Sat Sep 19 2015

	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	10.9	11.2	-0.3	11	0.1	0.6	-0.5	1.0	1.5	-0.5	1.6	2.8	-1.2	4.2	6.0	-1.8	5.8	5.7	0.1	5.4	3.6	1.8	1.6	2.8	-1.2
Coast	22.9	20.4	2.5	2	1.2	0.1	1.1	0.4	0.6	-0.2	1.3	1.1	0.2	3.4	4.1	-0.7	6.5	8.5	-2.0	13.3	12.3	1.0	1.9	2.1	-0.2
Edge	24.4	17.6	6.8	1	5.6	4.6	1.0	9.2	5.0	4.2	9.4	6.1	3.3	12.6	9.3	3.3	4.9	4.5	0.4	2.5	1.8	0.7	7.0	4.2	2.8
Flava	7.9	6.4	1.5	13	2.8	1.3	1.5	2.9	2.2	0.7	2.3	2.5	-0.2	2.6	3.7	-1.1	0.7	1.4	-0.7	0.5	0.3	0.2	1.7	2.2	-0.5
George FM	2.2	1.9	0.3	20	0.4	*	*	1.0	0.8	0.2	1.2	0.7	0.5	1.3	1.0	0.3	0.2	0.6	-0.4	*	0.3	*	0.2	0.3	-0.1
Hits	20.4	16.6	3.8	5	1.6	1.8	-0.2	4.8	3.3	1.5	7.3	6.1	1.2	11.6	10.3	1.3	8.4	5.7	2.7	5.4	2.3	3.1	5.6	4.7	0.9
Life FM	4.6	n.a.	*	15	0.5	n.a.	*	0.4	n.a.	*	1.3	n.a.	*	2.3	n.a.	*	2.6	n.a.	*	1.6	n.a.	*	0.9	n.a.	*
Magic	11.6	6.1	5.5	10	0.3	0.3	0.0	1.2	0.9	0.3	1.1	1.0	0.1	2.7	1.9	0.8	4.0	2.1	1.9	6.0	2.9	3.1	0.9	0.8	0.1
Mai FM	11.9	7.9	4.0	9	2.8	2.0	0.8	4.3	3.2	1.1	5.2	2.6	2.6	6.4	3.4	3.0	1.9	1.1	0.8	0.8	0.5	0.3	2.4	2.0	0.4
Moana Radio	2.9	n.a.	*	19	0.1	n.a.	*	0.4	n.a.	*	1.0	n.a.	*	2.0	n.a.	*	1.2	n.a.	*	0.3	n.a.	*	0.9	n.a.	*
More FM	12.4	11.9	0.5	8	1.3	0.7	0.6	2.3	2.1	0.2	4.3	4.7	-0.4	7.1	8.5	-1.4	5.3	5.6	-0.3	3.2	2.0	1.2	3.7	3.2	0.5
Newstalk ZB	17.7	14.9	2.8	7	1.4	0.4	1.0	0.7	0.9	-0.2	2.7	1.5	1.2	4.1	3.5	0.6	4.6	4.1	0.5	7.6	6.3	1.3	2.5	1.7	0.8
Radio Hauraki	10.3	6.5	3.8	12	0.8	*	*	2.9	2.7	0.2	4.5	2.4	2.1	7.0	4.3	2.7	3.2	2.6	0.6	1.2	0.9	0.3	1.4	0.7	0.7
Radio Live	7.2	7.1	0.1	14	*	*	*	0.2	0.7	-0.5	1.1	1.9	-0.8	2.7	3.4	-0.7	3.1	2.9	0.2	3.0	2.5	0.5	0.6	1.6	-1.0
Radio Sport	4.1	5.1	-1.0	16	*	0.5	*	*	0.2	*	0.5	1.1	-0.6	1.1	2.3	-1.2	1.2	2.5	-1.3	1.9	1.8	0.1	*	0.5	*
Radio Tainui	0.1	n.a.	*	22	*	n.a.	*	*	n.a.	*	0.1	n.a.	*	0.1	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*
Radio Tarana	3.4	n.a.	*	18	0.8	n.a.	*	2.0	n.a.	*	0.2	n.a.	*	0.9	n.a.	*	0.6	n.a.	*	*	n.a.	*	0.4	n.a.	*
Rhema	3.6	n.a.	*	17	0.3	n.a.	*	0.2	n.a.	*	0.7	n.a.	*	1.1	n.a.	*	0.5	n.a.	*	1.1	n.a.	*	0.3	n.a.	*
Rock	21.7	22.0	-0.3	4	3.4	1.9	1.5	8.2	8.1	0.1	9.7	10.8	-1.1	13.1	14.5	-1.4	5.5	5.4	0.1	2.6	2.0	0.6	3.9	4.4	-0.5
Star	2.0	n.a.	*	21	0.2	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	0.4	n.a.	*	1.3	n.a.	*	*	n.a.	*
The Sound	18.7	13.9	4.8	6	1.2	*	*	2.4	1.8	0.6	2.8	3.7	-0.9	9.3	8.8	0.5	12.4	8.6	3.8	7.3	4.2	3.1	3.2	2.1	1.1
ZM	22.3	17.6	4.7	3	4.8	1.4	3.4	8.5	8.2	0.3	9.1	9.1	0.0	13.0	10.8	2.2	4.2	2.7	1.5	0.8	1.3	-0.5	4.7	4.8	-0.1
Other	14.2	17.4	-3.2		1.0	1.7	-0.7	3.0	4.0	-1.0	2.6	4.4	-1.8	3.3	7.5	-4.2	4.1	5.2	-1.1	6.0	4.5	1.5	1.6	2.2	-0.6
Mediaworks Combo	83.7	70.7	13.0		9.3	9.0	0.3	19.8	16.6	3.2	24.2	23.1	1.1	40.2	38.2	2.0	30.0	24.7	5.3	22.3	14.6	7.7	16.0	15.1	0.9
NZME Combo	81.8	67.5	14.3		9.6	4.7	4.9	15.3	13.0	2.3	20.5	17.6	2.9	33.2	29.3	3.9	23.6	21.4	2.2	24.1	19.7	4.4	14.3	12.1	2.2
All Commercial Radio	129.7	110.6	19.1		14.0	10.8	3.2	26.7	23.7	3.0	33.5	31.2	2.3	54.7	51.9	2.8	41.2	36.7	4.5	38.2	28.5	9.7	22.8	21.3	1.5
Potential (000)	154.1	140.3	13.8		18.6	17.4	1.2	31.6	28.5	3.1	37.9	36.0	1.9	62.3	59.2	3.1	47.0	42.5	4.5	43.1	36.9	6.2	25.1	25.5	-0.4
Sample	899	1,050	-151		93	82	11	169	189	-20	220	265	-45	356	447	-91	287	337	-50	292	335	-43	145	206	-61

Please note: Survey 1 2016 supplied by GfK; Survey 2 2015 supplied by TNS. Please take into account if comparing Survey 2 2015 and Survey 1 2016 results

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TAURANGA COMMERCIAL RADIO - SURVEY 1 2016

Cumulative Audience (000's) by Daypart, People 10+

Survey Comparisons: 2/2015 - 1/2016

This Survey Period: Sun Jan 31 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016

Last Survey Period: Sat Aug 8 to Sat Sep 19 2015

	This	Last	+/-
Potential (000)	154.1	140.3	13.8
Sample Size	899	1,050	-151

	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	6.0	5.8	0.2	10	6.3	4.7	1.6	5.7	5.6	0.1	3.3	4.8	-1.5	1.9	2.2	-0.3	0.7	1.1	-0.4	6.1	5.4	0.7
Coast	12.1	11.8	0.3	3	12.7	10.8	1.9	13.9	11.3	2.6	10.8	8.7	2.1	5.0	3.4	1.6	3.0	2.8	0.2	17.1	14.0	3.1
Edge	11.4	9.4	2.0	6	7.9	5.5	2.4	10.4	7.7	2.7	11.1	7.8	3.3	6.7	2.8	3.9	3.0	1.7	1.3	16.4	10.5	5.9
Flava	4.5	2.4	2.1	14	2.2	2.2	0.0	3.7	2.4	1.3	4.1	2.3	1.8	1.7	1.0	0.7	0.7	0.3	0.4	3.9	2.2	1.7
George FM	0.7	0.9	-0.2	20	0.8	0.8	0.0	0.9	1.1	-0.2	1.1	0.8	0.3	0.4	0.5	-0.1	*	0.3	*	1.3	0.7	0.6
Hits	11.7	10.7	1.0	5	8.6	5.5	3.1	8.3	7.8	0.5	7.8	6.6	1.2	3.9	1.9	2.0	1.9	1.4	0.5	10.9	8.4	2.5
Life FM	1.4	n.a.	*	17	1.7	n.a.	*	2.1	n.a.	*	1.5	n.a.	*	0.8	n.a.	*	0.8	n.a.	*	3.2	n.a.	*
Magic	6.6	3.4	3.2	8	6.4	2.6	3.8	6.5	3.7	2.8	5.1	3.0	2.1	2.2	1.3	0.9	2.2	0.7	1.5	7.7	3.9	3.8
Mai FM	6.0	4.7	1.3	10	4.7	3.3	1.4	3.9	3.2	0.7	5.8	3.3	2.5	2.4	2.1	0.3	1.0	0.8	0.2	6.9	3.4	3.5
Moana Radio	1.9	n.a.	*	16	0.4	n.a.	*	1.4	n.a.	*	1.1	n.a.	*	0.8	n.a.	*	0.2	n.a.	*	1.3	n.a.	*
More FM	6.2	7.1	-0.9	9	4.3	4.4	-0.1	5.3	4.8	0.5	5.5	5.1	0.4	1.7	1.2	0.5	0.6	1.4	-0.8	7.5	6.3	1.2
Newstalk ZB	12.1	10.3	1.8	3	9.3	5.8	3.5	7.7	5.8	1.9	6.9	5.8	1.1	6.1	5.3	0.8	4.6	5.3	-0.7	12.2	10.1	2.1
Radio Hauraki	5.2	3.6	1.6	13	3.9	3.1	0.8	4.0	3.5	0.5	4.7	3.6	1.1	1.7	1.2	0.5	0.5	0.3	0.2	6.4	3.4	3.0
Radio Live	5.4	4.9	0.5	12	3.0	1.8	1.2	1.9	1.9	0.0	2.6	1.8	0.8	2.1	1.7	0.4	1.4	2.6	-1.2	4.9	3.4	1.5
Radio Sport	1.2	2.7	-1.5	19	1.7	2.2	-0.5	2.1	1.4	0.7	1.7	2.0	-0.3	1.1	1.0	0.1	0.3	1.0	-0.7	3.0	2.7	0.3
Radio Tainui	*	n.a.	*	*	*	n.a.	*	0.1	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*
Radio Tarana	0.5	n.a.	*	21	*	n.a.	*	0.9	n.a.	*	0.6	n.a.	*	2.3	n.a.	*	0.3	n.a.	*	2.9	n.a.	*
Rhema	2.3	n.a.	*	15	1.3	n.a.	*	1.8	n.a.	*	1.0	n.a.	*	0.9	n.a.	*	0.8	n.a.	*	2.7	n.a.	*
Rock	12.5	14.3	-1.8	2	10.0	12.2	-2.2	13.0	12.9	0.1	11.5	13.1	-1.6	4.1	4.4	-0.3	1.8	2.0	-0.2	12.2	11.8	0.4
Star	1.3	n.a.	*	18	1.0	n.a.	*	1.1	n.a.	*	1.0	n.a.	*	0.2	n.a.	*	0.3	n.a.	*	1.5	n.a.	*
The Sound	11.4	7.5	3.9	6	8.3	6.9	1.4	9.0	8.3	0.7	10.3	8.7	1.6	4.2	3.6	0.6	2.1	2.0	0.1	13.8	7.9	5.9
ZM	12.8	10.0	2.8	1	8.4	6.1	2.3	11.6	9.3	2.3	12.5	9.4	3.1	5.5	3.0	2.5	2.4	1.2	1.2	15.0	9.6	5.4
Other	5.3	6.6	-1.3		5.7	7.8	-2.1	7.1	7.1	0.0	6.1	6.2	-0.1	3.0	3.4	-0.4	1.5	1.6	-0.1	10.9	10.5	0.4
Mediaworks Combo	54.9	49.3	5.6		44.4	36.0	8.4	47.7	41.1	6.6	45.7	40.8	4.9	22.2	16.6	5.6	10.2	11.3	-1.1	61.9	45.3	16.6
NZME Combo	52.6	46.1	6.5		43.0	32.5	10.5	48.0	36.4	11.6	44.3	34.7	9.6	22.6	16.0	6.6	11.6	12.0	-0.4	59.2	42.5	16.7
All Commercial Radio	96.6	85.0	11.6		79.4	64.0	15.4	87.0	71.3	15.7	84.1	69.2	14.9	44.8	31.9	12.9	21.2	22.4	-1.2	108.5	80.2	28.3

Please note: Survey 1 2016 supplied by GfK; Survey 2 2015 supplied by TNS. Please take into account if comparing Survey 2 2015 and Survey 1 2016 results

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NZME Combo : Coast or Flava or Hits or Newstalk ZB or Radio Hauraki or Radio Sport or ZM



TAURANGA COMMERCIAL RADIO - SURVEY 1 2016

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

Survey Comparisons: 2/2015 - 1/2016

This Survey Period: Sun Jan 31 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016

Last Survey Period: Sat Aug 8 to Sat Sep 19 2015

	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	8:16	9:20	-1:03	2:30	1:23	1:07	3:04	5:55	-2:50	3:04	6:22	-3:17	4:29	6:43	-2:13	8:59	11:53	-2:53	12:16	16:43	-4:26	6:50	8:59	-2:08
Coast	11:15	15:52	-4:36	2:39	0:30	2:09	7:11	6:41	0:30	4:18	11:04	-6:45	6:03	10:01	-3:57	11:11	13:14	-2:02	14:39	16:31	-1:51	9:05	18:04	-8:58
Edge	6:21	7:38	-1:16	5:17	3:40	1:37	6:11	7:33	-1:21	6:37	6:00	0:37	6:46	9:05	-2:18	7:31	12:45	-5:13	6:46	7:25	-0:38	5:46	4:43	1:03
Flava	4:43	3:36	1:07	5:56	2:03	3:53	4:26	3:47	0:39	2:46	4:13	-1:26	2:36	3:37	-1:00	3:53	2:23	1:30	5:27	2:45	2:42	2:15	2:21	-0:05
George FM	3:57	9:44	-5:46	3:42	*	*	4:06	15:14	-11:07	3:15	22:41	-19:25	4:00	16:46	-12:45	10:00	2:09	7:51	*	1:29	*	5:15	1:37	3:38
Hits	7:41	7:00	0:41	3:19	2:00	1:19	5:27	5:09	0:18	8:10	6:45	1:25	8:26	7:02	1:24	8:48	7:24	1:24	8:18	8:30	-0:11	10:57	6:44	4:13
Life FM	6:32	n.a.	*	7:24	n.a.	*	0:30	n.a.	*	1:27	n.a.	*	6:21	n.a.	*	9:30	n.a.	*	7:31	n.a.	*	3:57	n.a.	*
Magic	10:36	10:09	0:27	4:05	9:15	-5:09	1:32	4:24	-2:51	1:16	6:37	-5:20	5:18	6:54	-1:35	11:04	11:49	-0:44	12:13	12:31	-0:17	6:53	2:42	4:11
Mai FM	5:09	7:14	-2:04	4:13	2:22	1:51	4:29	11:11	-6:41	4:35	10:02	-5:26	5:25	9:02	-3:36	7:30	5:00	2:30	4:16	2:24	1:52	6:06	14:59	-8:52
Moana Radio	5:23	n.a.	*	6:00	n.a.	*	2:12	n.a.	*	5:58	n.a.	*	6:04	n.a.	*	6:08	n.a.	*	5:30	n.a.	*	5:39	n.a.	*
More FM	5:57	7:40	-1:42	2:48	2:56	-0:07	6:06	15:35	-9:28	5:02	8:19	-3:16	4:48	6:36	-1:47	4:35	5:27	-0:51	7:04	7:19	-0:14	5:02	5:43	-0:40
Newstalk ZB	12:17	14:37	-2:19	8:26	1:17	7:09	3:55	2:05	1:50	4:57	5:08	-0:10	5:38	9:48	-4:09	8:35	13:26	-4:50	13:45	18:22	-4:36	8:34	14:25	-5:50
Radio Hauraki	7:27	10:33	-3:05	1:07	*	*	8:25	11:50	-3:24	8:44	14:13	-5:28	9:32	13:01	-3:28	9:32	9:47	-0:14	2:24	4:52	-2:27	8:41	8:48	-0:06
Radio Live	11:31	11:36	-0:04	*	*	*	6:45	3:30	3:15	8:20	3:38	4:42	7:25	6:23	1:02	7:08	11:19	-4:10	12:57	19:45	-6:47	10:16	9:14	1:02
Radio Sport	5:20	5:33	-0:12	*	0:22	*	*	3:15	*	5:49	8:16	-2:26	3:31	7:21	-3:49	8:12	5:22	2:50	7:49	4:01	3:48	*	5:10	*
Radio Tainui	0:30	n.a.	*	*	n.a.	*	*	n.a.	*	0:30	n.a.	*	0:30	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*
Radio Tarana	5:48	n.a.	*	0:55	n.a.	*	4:09	n.a.	*	10:15	n.a.	*	15:30	n.a.	*	17:36	n.a.	*	*	n.a.	*	18:00	n.a.	*
Rhema	12:37	n.a.	*	0:15	n.a.	*	19:00	n.a.	*	8:27	n.a.	*	13:59	n.a.	*	18:21	n.a.	*	12:51	n.a.	*	9:27	n.a.	*
Rock	10:41	11:51	-1:09	3:28	2:20	1:08	9:06	13:08	-4:01	11:30	12:06	-0:35	13:11	13:26	-0:14	14:59	14:49	0:10	10:46	8:49	1:57	11:20	11:20	0:00
Star	13:23	n.a.	*	1:09	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	10:46	n.a.	*	17:38	n.a.	*	*	n.a.	*
The Sound	11:38	15:41	-4:02	0:52	*	*	4:28	9:43	-5:14	6:52	13:17	-6:24	11:56	16:28	-4:31	14:28	17:21	-2:52	13:53	15:55	-2:01	9:12	14:22	-5:09
ZM	7:41	6:39	1:02	3:41	1:34	2:07	5:44	7:52	-2:07	9:03	8:20	0:43	10:11	7:57	2:14	12:30	5:29	7:01	3:52	4:04	-0:11	11:12	7:22	3:50
Other	7:50	8:09	-0:18	3:25	1:45	1:40	5:17	9:59	-4:41	7:19	9:00	-1:40	9:57	9:37	0:20	11:17	11:48	-0:30	8:19	8:21	-0:01	6:34	11:50	-5:15
Mediaworks Combo	12:29	14:32	-2:02	6:33	3:31	3:02	9:23	15:32	-6:08	10:40	14:13	-3:32	12:21	15:46	-3:24	15:16	18:11	-2:54	15:45	17:53	-2:07	10:47	12:37	-1:49
NZME Combo	11:29	13:15	-1:45	5:51	2:00	3:51	7:42	9:51	-2:08	10:10	10:53	-0:42	10:34	10:55	-0:20	11:59	12:27	-0:27	15:17	18:06	-2:48	11:42	11:55	-0:12
All Commercial Radio	17:13	18:39	-1:25	8:57	4:03	4:54	12:28	17:58	-5:29	15:00	17:58	-2:57	17:07	19:09	-2:01	20:27	21:12	-0:44	21:32	22:59	-1:26	16:09	16:55	-0:45
Potential (000)	154.1	140.3	13.8	18.6	17.4	1.2	31.6	28.5	3.1	37.9	36.0	1.9	62.3	59.2	3.1	47.0	42.5	4.5	43.1	36.9	6.2	25.1	25.5	-0.4
Sample	899	1,050	-151	93	82	11	169	189	-20	220	265	-45	356	447	-91	287	337	-50	292	335	-43	145	206	-61

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	This	Last	+/-
Potential (000)	154.1	140.3	13.8
Sample Size	899	1,050	-151

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

Please note: Survey 1 2016 supplied by GfK; Survey 2 2015 supplied by TNS. Please take into account if comparing Survey 2 2015 and Survey 1 2016 results

Mediaworks Combo : Breeze or Edge or George FM or Magic or Mai FM or More FM or Radio Live or Rock or The Sound

NZME Combo : Coast or Flava or Hits or Newstalk ZB or Radio Hauraki or Radio Sport or ZM