



TAURANGA COMMERCIAL RADIO - SURVEY 2 2017

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

Survey Comparisons: 1/2017 - 2/2017

This Survey Period: Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 2017

Last Survey Period: Sun Apr 10 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Apr 8 2017

| | 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 | 3.6 | 3.6 | 0.0 | 11 | 2.5 | 0.8 | 1.7 | 1.4 | 0.8 | 0.6 | 1.2 | 1.3 | -0.1 | 2.7 | 3.1 | -0.4 | 3.7 | 4.0 | -0.3 | 3.5 | 4.7 | -1.2 | 3.2 | 2.9 | 0.3 | |
| Coast | 12.3 | 11.7 | 0.6 | 1 | 2.5 | 1.2 | 1.3 | 2.1 | 0.9 | 1.2 | 2.2 | 2.1 | 0.1 | 2.2 | 2.5 | -0.3 | 10.1 | 10.4 | -0.3 | 27.4 | 27.1 | 0.3 | 3.0 | 3.7 | -0.7 | |
| Edge | 7.7 | 7.2 | 0.5 | 7 | 27.4 | 26.2 | 1.2 | 17.7 | 15.4 | 2.3 | 13.2 | 12.6 | 0.6 | 8.5 | 8.3 | 0.2 | 3.6 | 3.5 | 0.1 | 2.6 | 2.1 | 0.5 | 12.4 | 12.6 | -0.2 | |
| Flava | 1.8 | 2.1 | -0.3 | 13 | 8.7 | 11.2 | -2.5 | 5.0 | 5.8 | -0.8 | 1.2 | 1.2 | 0.0 | 1.0 | 1.0 | 0.0 | 0.6 | 0.6 | 0.0 | 0.2 | 0.3 | -0.1 | 2.0 | 1.9 | 0.1 | |
| Life FM | 1.2 | 1.3 | -0.1 | 16 | 0.4 | 2.4 | -2.0 | 1.0 | * | * | 1.0 | 0.7 | 0.3 | 2.1 | 1.7 | 0.4 | 2.5 | 2.5 | 0.0 | 0.7 | 1.2 | -0.5 | 1.2 | 1.3 | -0.1 | |
| Magic | 6.6 | 5.9 | 0.7 | 8 | 1.3 | 0.8 | 0.5 | 0.6 | 0.3 | 0.3 | 0.6 | 0.6 | 0.0 | 1.7 | 1.7 | 0.0 | 6.6 | 6.2 | 0.4 | 12.5 | 10.5 | 2.0 | 1.5 | 1.9 | -0.4 | |
| Mai FM | 1.7 | 2.9 | -1.2 | 14 | 6.0 | 7.5 | -1.5 | 6.0 | 7.0 | -1.0 | 2.3 | 4.0 | -1.7 | 1.5 | 3.3 | -1.8 | 0.5 | 1.8 | -1.3 | 0.2 | 0.7 | -0.5 | 2.1 | 4.1 | -2.0 | |
| Moana Radio | 0.4 | 0.7 | -0.3 | 19 | * | 0.4 | * | 1.0 | 0.2 | 0.8 | 0.6 | 1.6 | -1.0 | 0.7 | 1.5 | -0.8 | 0.4 | 0.8 | -0.4 | * | 0.3 | * | 1.4 | 1.4 | 0.0 | |
| More FM | 4.2 | 3.6 | 0.6 | 9 | 5.8 | 4.0 | 1.8 | 4.3 | 4.4 | -0.1 | 6.1 | 4.8 | 1.3 | 6.4 | 4.9 | 1.5 | 5.5 | 5.0 | 0.5 | 2.1 | 2.9 | -0.8 | 7.7 | 5.1 | 2.6 | |
| Newstalk ZB | 9.5 | 10.6 | -1.1 | 2 | 5.2 | 6.9 | -1.7 | 0.3 | 0.8 | -0.5 | 2.7 | 2.5 | 0.2 | 3.0 | 2.5 | 0.5 | 5.7 | 4.9 | 0.8 | 13.1 | 12.8 | 0.3 | 3.7 | 3.9 | -0.2 | |
| Radio Hauraki | 4.2 | 4.0 | 0.2 | 9 | 0.9 | 0.1 | 0.8 | 5.2 | 7.1 | -1.9 | 9.5 | 9.8 | -0.3 | 8.6 | 8.7 | -0.1 | 4.8 | 4.3 | 0.5 | 0.7 | 0.5 | 0.2 | 2.4 | 3.4 | -1.0 | |
| RadioLIVE | 3.2 | 3.2 | 0.0 | 12 | * | * | * | * | * | * | 0.3 | 1.3 | -1.0 | 1.2 | 1.1 | 0.1 | 3.4 | 2.2 | 1.2 | 5.3 | 4.5 | 0.8 | 0.2 | 1.4 | -1.2 | |
| Radio Sport | 1.3 | 1.0 | 0.3 | 15 | * | * | * | 0.1 | 0.2 | -0.1 | 1.0 | 0.3 | 0.7 | 1.0 | 0.5 | 0.5 | 1.7 | 1.5 | 0.2 | 2.5 | 1.9 | 0.6 | 1.2 | 0.4 | 0.8 | |
| Radio Tainui | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * |
| Rhema | 0.6 | 0.9 | -0.3 | 18 | 1.1 | 1.3 | -0.2 | 0.8 | 0.8 | 0.0 | 0.4 | 1.0 | -0.6 | 0.2 | 1.1 | -0.9 | * | 0.7 | * | 0.9 | 0.9 | 0.0 | * | 0.4 | * | |
| Rock | 9.3 | 10.1 | -0.8 | 4 | 8.3 | 9.4 | -1.1 | 21.6 | 24.4 | -2.8 | 22.9 | 20.8 | 2.1 | 15.4 | 16.6 | -1.2 | 5.7 | 8.3 | -2.6 | 2.5 | 2.4 | 0.1 | 13.5 | 13.9 | -0.4 | |
| Star | 0.7 | 0.8 | -0.1 | 17 | 0.1 | 0.1 | 0.0 | * | * | * | * | * | * | * | * | * | 0.6 | 0.5 | 0.1 | 1.6 | 1.6 | 0.0 | * | * | * | |
| The Hits | 8.0 | 7.4 | 0.6 | 6 | 15.5 | 11.3 | 4.2 | 7.4 | 7.8 | -0.4 | 9.5 | 10.5 | -1.0 | 8.7 | 8.8 | -0.1 | 9.0 | 8.6 | 0.4 | 8.5 | 7.4 | 1.1 | 10.9 | 10.3 | 0.6 | |
| The Sound | 8.4 | 8.2 | 0.2 | 5 | 0.3 | 0.3 | 0.0 | 3.0 | 2.8 | 0.2 | 3.1 | 3.4 | -0.3 | 12.3 | 9.6 | 2.7 | 19.3 | 17.2 | 2.1 | 9.9 | 12.2 | -2.3 | 9.0 | 6.6 | 2.4 | |
| ZM | 9.4 | 9.1 | 0.3 | 3 | 11.5 | 13.7 | -2.2 | 16.3 | 15.6 | 0.7 | 18.5 | 17.2 | 1.3 | 17.5 | 17.2 | 0.3 | 9.4 | 9.4 | 0.0 | 0.6 | 0.5 | 0.1 | 18.4 | 18.1 | 0.3 | |
| Others | 5.8 | 5.7 | 0.1 | | 2.5 | 2.5 | 0.0 | 6.2 | 5.7 | 0.5 | 3.7 | 4.3 | -0.6 | 5.3 | 5.8 | -0.5 | 6.9 | 7.4 | -0.5 | 5.0 | 5.6 | -0.6 | 6.2 | 6.9 | -0.7 | |
| Mediaworks Combo | 44.7 | 44.7 | 0.0 | | 51.7 | 48.9 | 2.8 | 54.6 | 55.0 | -0.4 | 49.7 | 48.9 | 0.8 | 49.6 | 48.6 | 1.0 | 48.2 | 48.2 | 0.0 | 38.7 | 40.0 | -1.3 | 49.6 | 48.5 | 1.1 | |
| NZME Combo | 46.6 | 45.9 | 0.7 | | 44.3 | 44.5 | -0.2 | 36.5 | 38.3 | -1.8 | 44.6 | 43.6 | 1.0 | 42.1 | 41.2 | 0.9 | 41.4 | 39.8 | 1.6 | 53.0 | 50.4 | 2.6 | 41.6 | 41.6 | 0.0 | |
| Potential (000) | 160.7 | 160.7 | 0.0 | | 18.6 | 18.4 | 0.2 | 33.8 | 34.0 | -0.2 | 38.9 | 38.9 | 0.0 | 64.0 | 64.0 | 0.0 | 49.5 | 49.5 | 0.0 | 45.7 | 45.7 | 0.0 | 27.0 | 26.2 | 0.8 | |
| Sample | 854 | 895 | -41 | | 86 | 94 | -8 | 169 | 185 | -16 | 200 | 230 | -30 | 317 | 361 | -44 | 264 | 280 | -16 | 299 | 295 | 4 | 137 | 145 | -8 | |

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

Mediaworks Combo: Breeze or Edge or Magic or Mai FM or More FM or RadioLIVE or Rock or The Sound

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



TAURANGA COMMERCIAL RADIO - SURVEY 2 2017

Station Share (%) by Daypart, People 10+

Survey Comparisons: 1/2017 - 2/2017

This Survey Period: Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 2017

Last Survey Period: Sun Apr 10 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Apr 8 2017

| | This | Last | +/- |
|-----------------|-------|-------|-----|
| Potential (000) | 160.7 | 160.7 | 0.0 |
| Sample Size | 854 | 895 | -41 |

| | 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 | 3.0 | 3.2 | -0.2 | 12 | 3.0 | 3.5 | -0.5 | 2.9 | 2.5 | 0.4 | 3.8 | 3.1 | 0.7 | 8.3 | 8.3 | 0.0 | 1.6 | 3.3 | -1.7 | 4.3 | 3.9 | 0.4 | |
| Coast | 11.4 | 10.1 | 1.3 | 2 | 14.3 | 13.1 | 1.2 | 12.3 | 12.6 | -0.3 | 9.3 | 9.5 | -0.2 | 8.2 | 6.9 | 1.3 | 5.4 | 7.9 | -2.5 | 15.0 | 13.9 | 1.1 | |
| Edge | 6.5 | 6.4 | 0.1 | 7 | 6.0 | 6.1 | -0.1 | 7.9 | 7.3 | 0.6 | 9.4 | 7.3 | 2.1 | 10.1 | 8.7 | 1.4 | 5.3 | 7.4 | -2.1 | 8.8 | 8.0 | 0.8 | |
| Flava | 1.7 | 1.7 | 0.0 | 14 | 1.3 | 1.5 | -0.2 | 2.0 | 2.3 | -0.3 | 2.3 | 3.3 | -1.0 | 1.8 | 3.0 | -1.2 | 1.1 | 1.1 | 0.0 | 2.0 | 2.2 | -0.2 | |
| Life FM | 0.9 | 0.8 | 0.1 | 17 | 1.1 | 1.9 | -0.8 | 1.8 | 1.6 | 0.2 | 1.7 | 1.3 | 0.4 | 0.4 | 0.2 | 0.2 | 0.9 | 0.4 | 0.5 | 1.0 | 1.4 | -0.4 | |
| Magic | 6.1 | 5.0 | 1.1 | 8 | 6.4 | 6.5 | -0.1 | 5.8 | 5.9 | -0.1 | 6.0 | 6.0 | 0.0 | 8.7 | 6.1 | 2.6 | 3.8 | 4.4 | -0.6 | 8.0 | 6.4 | 1.6 | |
| Mai FM | 1.8 | 3.2 | -1.4 | 13 | 1.1 | 1.9 | -0.8 | 1.3 | 2.0 | -0.7 | 1.9 | 4.2 | -2.3 | 1.9 | 4.5 | -2.6 | 0.8 | 0.3 | 0.5 | 2.5 | 3.6 | -1.1 | |
| Moana Radio | 0.5 | 1.0 | -0.5 | 19 | 0.2 | 0.7 | -0.5 | 0.3 | 1.1 | -0.8 | 0.7 | 0.5 | 0.2 | 0.6 | 1.0 | -0.4 | * | 0.1 | * | 0.3 | 0.4 | -0.1 | |
| More FM | 5.6 | 3.7 | 1.9 | 9 | 4.0 | 3.7 | 0.3 | 5.2 | 4.5 | 0.7 | 4.1 | 4.0 | 0.1 | 2.3 | 2.4 | -0.1 | 0.6 | 0.5 | 0.1 | 3.5 | 3.1 | 0.4 | |
| Newstalk ZB | 12.6 | 14.2 | -1.6 | 1 | 9.6 | 11.0 | -1.4 | 5.4 | 6.1 | -0.7 | 4.7 | 4.5 | 0.2 | 17.2 | 17.3 | -0.1 | 21.1 | 23.0 | -1.9 | 9.5 | 10.7 | -1.2 | |
| Radio Hauraki | 3.9 | 3.8 | 0.1 | 11 | 5.5 | 4.6 | 0.9 | 6.2 | 5.2 | 1.0 | 4.7 | 5.3 | -0.6 | 1.4 | 2.6 | -1.2 | 1.7 | * | * | 2.5 | 3.0 | -0.5 | |
| RadioLIVE | 4.8 | 4.3 | 0.5 | 10 | 2.2 | 2.1 | 0.1 | 1.8 | 1.7 | 0.1 | 1.7 | 1.6 | 0.1 | 4.5 | 4.3 | 0.2 | 8.7 | 11.9 | -3.2 | 3.4 | 3.7 | -0.3 | |
| Radio Sport | 1.1 | 0.6 | 0.5 | 15 | 1.0 | 0.8 | 0.2 | 0.8 | 0.8 | 0.0 | 1.4 | 1.4 | 0.0 | 1.5 | 0.6 | 0.9 | 0.8 | 0.3 | 0.5 | 2.3 | 1.8 | 0.5 | |
| Radio Tainui | * | * | * | * | * | * | * | 0.1 | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * |
| Rhema | 1.0 | 0.9 | 0.1 | 16 | 0.4 | 0.8 | -0.4 | 0.6 | 0.8 | -0.2 | 0.2 | 0.4 | -0.2 | 1.8 | 2.3 | -0.5 | 1.0 | 1.1 | -0.1 | 0.4 | 0.9 | -0.5 | |
| Rock | 9.3 | 10.3 | -1.0 | 4 | 11.3 | 11.9 | -0.6 | 13.4 | 14.7 | -1.3 | 11.7 | 11.9 | -0.2 | 3.8 | 5.4 | -1.6 | 4.5 | 4.5 | 0.0 | 4.7 | 5.6 | -0.9 | |
| Star | 0.8 | 0.8 | 0.0 | 18 | 0.6 | 0.5 | 0.1 | 0.5 | 0.5 | 0.0 | 0.7 | 0.8 | -0.1 | 0.6 | 0.3 | 0.3 | 1.3 | 2.0 | -0.7 | 1.0 | 1.0 | 0.0 | |
| The Hits | 8.3 | 8.4 | -0.1 | 5 | 8.4 | 7.7 | 0.7 | 8.0 | 7.1 | 0.9 | 9.0 | 7.4 | 1.6 | 7.9 | 7.0 | 0.9 | 10.6 | 9.3 | 1.3 | 6.8 | 6.6 | 0.2 | |
| The Sound | 7.7 | 8.1 | -0.4 | 6 | 7.4 | 7.6 | -0.2 | 8.0 | 7.9 | 0.1 | 10.0 | 9.0 | 1.0 | 7.3 | 7.4 | -0.1 | 15.1 | 11.4 | 3.7 | 8.7 | 8.6 | 0.1 | |
| ZM | 10.2 | 9.8 | 0.4 | 3 | 11.3 | 9.8 | 1.5 | 10.5 | 10.9 | -0.4 | 8.0 | 8.7 | -0.7 | 5.7 | 5.3 | 0.4 | 8.8 | 8.1 | 0.7 | 7.6 | 7.5 | 0.1 | |
| Others | 2.9 | 3.6 | -0.7 | | 4.9 | 4.2 | 0.7 | 5.2 | 4.7 | 0.5 | 8.7 | 9.8 | -1.1 | 6.0 | 6.4 | -0.4 | 6.9 | 3.0 | 3.9 | 7.8 | 7.7 | 0.1 | |
| Mediaworks Combo | 44.7 | 44.2 | 0.5 | | 41.5 | 43.3 | -1.8 | 46.3 | 46.4 | -0.1 | 48.7 | 47.1 | 1.6 | 46.9 | 47.2 | -0.3 | 40.4 | 43.7 | -3.3 | 43.9 | 42.9 | 1.0 | |
| NZME Combo | 49.2 | 48.7 | 0.5 | | 51.4 | 48.5 | 2.9 | 45.3 | 44.9 | 0.4 | 39.3 | 40.1 | -0.8 | 43.7 | 42.6 | 1.1 | 49.4 | 49.7 | -0.3 | 45.7 | 45.6 | 0.1 | |

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



TAURANGA COMMERCIAL RADIO - SURVEY 2 2017

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

Survey Comparisons: 1/2017 - 2/2017

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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 | 14.5 | 13.3 | 1.2 | 10 | 1.3 | 0.8 | 0.5 | 2.1 | 1.0 | 1.1 | 2.3 | 2.4 | -0.1 | 5.6 | 5.6 | 0.0 | 5.9 | 5.9 | 0.0 | 4.6 | 5.0 | -0.4 | 3.1 | 2.7 | 0.4 |
| Coast | 26.4 | 24.5 | 1.9 | 1 | 0.6 | 0.4 | 0.2 | 1.3 | 0.6 | 0.7 | 1.6 | 1.3 | 0.3 | 4.5 | 4.4 | 0.1 | 8.9 | 8.9 | 0.0 | 15.5 | 15.0 | 0.5 | 2.5 | 2.3 | 0.2 |
| Edge | 24.2 | 23.2 | 1.0 | 3 | 6.3 | 5.7 | 0.6 | 9.7 | 9.2 | 0.5 | 10.0 | 9.4 | 0.6 | 12.1 | 11.8 | 0.3 | 3.8 | 3.6 | 0.2 | 2.0 | 1.8 | 0.2 | 6.9 | 6.9 | 0.0 |
| Flava | 8.6 | 8.9 | -0.3 | 14 | 2.0 | 2.1 | -0.1 | 3.8 | 4.1 | -0.3 | 2.6 | 2.2 | 0.4 | 3.4 | 2.8 | 0.6 | 1.3 | 1.3 | 0.0 | 0.7 | 0.8 | -0.1 | 2.7 | 2.2 | 0.5 |
| Life FM | 3.7 | 4.3 | -0.6 | 16 | 0.6 | 0.8 | -0.2 | 0.7 | 0.3 | 0.4 | 1.0 | 1.0 | 0.0 | 2.0 | 1.9 | 0.1 | 1.7 | 2.3 | -0.6 | 0.7 | 1.4 | -0.7 | 0.9 | 1.0 | -0.1 |
| Magic | 16.4 | 14.2 | 2.2 | 8 | 0.6 | 0.3 | 0.3 | 1.0 | 0.7 | 0.3 | 1.1 | 1.2 | -0.1 | 2.8 | 2.9 | -0.1 | 7.0 | 6.3 | 0.7 | 10.3 | 8.6 | 1.7 | 1.1 | 1.2 | -0.1 |
| Mai FM | 11.5 | 11.6 | -0.1 | 12 | 2.0 | 2.6 | -0.6 | 6.5 | 5.0 | 1.5 | 3.8 | 4.3 | -0.5 | 4.4 | 5.2 | -0.8 | 1.2 | 1.5 | -0.3 | 1.0 | 1.0 | 0.0 | 2.1 | 2.7 | -0.6 |
| Moana Radio | 1.7 | 2.4 | -0.7 | 19 | * | 0.1 | * | 0.9 | 0.4 | 0.5 | 0.8 | 0.7 | 0.1 | 1.0 | 1.7 | -0.7 | 0.2 | 1.2 | -1.0 | * | 0.4 | * | 0.4 | 0.9 | -0.5 |
| More FM | 15.8 | 14.1 | 1.7 | 9 | 1.7 | 1.1 | 0.6 | 2.7 | 2.9 | -0.2 | 6.5 | 5.7 | 0.8 | 11.0 | 8.8 | 2.2 | 6.9 | 6.5 | 0.4 | 2.3 | 3.5 | -1.2 | 6.3 | 4.4 | 1.9 |
| Newstalk ZB | 19.0 | 19.5 | -0.5 | 7 | 0.7 | 1.0 | -0.3 | 0.8 | 0.8 | 0.0 | 2.7 | 2.1 | 0.6 | 4.4 | 3.7 | 0.7 | 6.1 | 5.7 | 0.4 | 8.8 | 8.5 | 0.3 | 1.9 | 1.9 | 0.0 |
| Radio Hauraki | 11.6 | 11.1 | 0.5 | 11 | 0.8 | 0.5 | 0.3 | 4.3 | 3.6 | 0.7 | 5.1 | 5.1 | 0.0 | 7.7 | 8.1 | -0.4 | 3.8 | 4.3 | -0.5 | 1.2 | 1.5 | -0.3 | 1.9 | 1.5 | 0.4 |
| RadioLIVE | 8.7 | 7.3 | 1.4 | 13 | 0.2 | * | * | * | * | * | 0.5 | 0.4 | 0.1 | 2.0 | 1.3 | 0.7 | 4.3 | 3.3 | 1.0 | 4.7 | 3.9 | 0.8 | 0.1 | 0.2 | -0.1 |
| Radio Sport | 5.2 | 4.1 | 1.1 | 15 | * | * | * | 0.2 | 0.3 | -0.1 | 1.4 | 0.6 | 0.8 | 2.6 | 1.6 | 1.0 | 2.0 | 1.7 | 0.3 | 1.7 | 1.4 | 0.3 | 0.6 | 0.2 | 0.4 |
| Radio Tainui | 0.7 | 0.2 | 0.5 | 20 | * | * | * | 0.1 | * | * | 0.4 | 0.2 | 0.2 | 0.5 | 0.2 | 0.3 | 0.1 | * | * | * | * | 0.1 | * | * | * |
| Rhema | 2.3 | 2.3 | 0.0 | 17 | 0.2 | 0.2 | 0.0 | 0.5 | 0.3 | 0.2 | 0.3 | 0.4 | -0.1 | 0.3 | 0.5 | -0.2 | 0.2 | 0.3 | -0.1 | 1.0 | 1.1 | -0.1 | * | 0.1 | * |
| Rock | 22.3 | 23.3 | -1.0 | 4 | 2.7 | 2.9 | -0.2 | 8.7 | 9.4 | -0.7 | 10.3 | 9.6 | 0.7 | 13.3 | 13.5 | -0.2 | 5.7 | 6.3 | -0.6 | 3.3 | 3.1 | 0.2 | 5.2 | 5.2 | 0.0 |
| Star | 1.9 | 1.8 | 0.1 | 18 | 0.2 | 0.2 | 0.0 | 0.1 | * | * | * | * | * | * | * | * | 0.4 | 0.4 | 0.0 | 0.9 | 1.0 | -0.1 | * | * | * |
| The Hits | 20.5 | 21.5 | -1.0 | 5 | 2.5 | 2.3 | 0.2 | 4.5 | 5.1 | -0.6 | 6.5 | 6.8 | -0.3 | 10.5 | 10.9 | -0.4 | 7.7 | 8.8 | -1.1 | 5.3 | 6.3 | -1.0 | 5.1 | 4.5 | 0.6 |
| The Sound | 20.5 | 17.7 | 2.8 | 5 | 0.6 | 0.4 | 0.2 | 3.5 | 2.6 | 0.9 | 4.2 | 3.5 | 0.7 | 12.2 | 10.0 | 2.2 | 12.7 | 11.3 | 1.4 | 6.3 | 6.3 | 0.0 | 3.8 | 3.2 | 0.6 |
| ZM | 24.9 | 24.1 | 0.8 | 2 | 4.6 | 4.8 | -0.2 | 9.6 | 9.6 | 0.0 | 12.0 | 11.1 | 0.9 | 15.9 | 15.1 | 0.8 | 4.5 | 4.5 | 0.0 | 0.8 | 0.5 | 0.3 | 6.3 | 6.3 | 0.0 |
| Others | 17.2 | 16.4 | 0.8 | | 1.1 | 0.9 | 0.2 | 3.8 | 3.0 | 0.8 | 2.4 | 3.1 | -0.7 | 5.8 | 6.6 | -0.8 | 7.0 | 7.5 | -0.5 | 5.4 | 5.9 | -0.5 | 2.9 | 3.0 | -0.1 |
| Mediaworks Combo | 91.4 | 87.2 | 4.2 | | 10.1 | 9.4 | 0.7 | 22.9 | 21.9 | 1.0 | 25.1 | 24.3 | 0.8 | 41.0 | 38.8 | 2.2 | 31.2 | 29.7 | 1.5 | 24.7 | 23.9 | 0.8 | 18.6 | 17.1 | 1.5 |
| NZME Combo | 92.7 | 90.2 | 2.5 | | 8.9 | 9.1 | -0.2 | 18.9 | 18.3 | 0.6 | 24.2 | 23.0 | 1.2 | 38.3 | 37.1 | 1.2 | 27.9 | 27.4 | 0.5 | 27.6 | 26.9 | 0.7 | 17.2 | 15.4 | 1.8 |
| All Commercial Radio | 137.8 | 136.3 | 1.5 | | 15.2 | 14.8 | 0.4 | 27.4 | 28.3 | -0.9 | 34.6 | 34.3 | 0.3 | 57.1 | 56.4 | 0.7 | 44.0 | 43.9 | 0.1 | 40.0 | 40.1 | -0.1 | 25.5 | 24.7 | 0.8 |
| Potential (000) | 160.7 | 160.7 | 0.0 | | 18.6 | 18.4 | 0.2 | 33.8 | 34.0 | -0.2 | 38.9 | 38.9 | 0.0 | 64.0 | 64.0 | 0.0 | 49.5 | 49.5 | 0.0 | 45.7 | 45.7 | 0.0 | 27.0 | 26.2 | 0.8 |
| Sample | 854 | 895 | -41 | | 86 | 94 | -8 | 169 | 185 | -16 | 200 | 230 | -30 | 317 | 361 | -44 | 264 | 280 | -16 | 299 | 295 | 4 | 137 | 145 | -8 |

Mediaworks Combo: Breeze or Edge or Magic or Mai FM or More FM or RadioLIVE or Rock or The Sound

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



TAURANGA COMMERCIAL RADIO - SURVEY 2 2017

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

Survey Comparisons: 1/2017 - 2/2017

This Survey Period: Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 2017

Last Survey Period: Sun Apr 10 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Apr 8 2017

| | This | Last | +/- |
|-----------------|-------|-------|-----|
| Potential (000) | 160.7 | 160.7 | 0.0 |
| Sample Size | 854 | 895 | -41 |

| | 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 | 6.2 | 0.7 | 10 | 5.6 | 6.2 | -0.6 | 6.7 | 5.5 | 1.2 | 4.4 | 3.6 | 0.8 | 3.3 | 3.6 | -0.3 | 0.8 | 0.9 | -0.1 | 8.2 | 7.5 | 0.7 |
| Coast | 14.3 | 13.4 | 0.9 | 2 | 14.7 | 13.6 | 1.1 | 16.3 | 15.1 | 1.2 | 12.1 | 11.6 | 0.5 | 5.9 | 5.1 | 0.8 | 2.3 | 2.6 | -0.3 | 18.8 | 18.2 | 0.6 |
| Edge | 12.9 | 12.0 | 0.9 | 5 | 7.9 | 7.8 | 0.1 | 11.0 | 10.5 | 0.5 | 12.6 | 11.1 | 1.5 | 6.4 | 5.6 | 0.8 | 1.8 | 1.9 | -0.1 | 15.7 | 16.0 | -0.3 |
| Flava | 6.5 | 5.6 | 0.9 | 12 | 3.2 | 3.3 | -0.1 | 4.5 | 4.5 | 0.0 | 3.5 | 4.3 | -0.8 | 1.5 | 2.2 | -0.7 | 0.5 | 0.6 | -0.1 | 4.2 | 4.6 | -0.4 |
| Life FM | 1.8 | 1.4 | 0.4 | 16 | 1.7 | 2.3 | -0.6 | 1.8 | 2.3 | -0.5 | 2.1 | 2.0 | 0.1 | 1.0 | 0.9 | 0.1 | 0.3 | 0.4 | -0.1 | 2.7 | 3.1 | -0.4 |
| Magic | 10.6 | 9.4 | 1.2 | 8 | 9.3 | 8.2 | 1.1 | 9.4 | 8.0 | 1.4 | 6.9 | 6.6 | 0.3 | 2.6 | 2.7 | -0.1 | 2.6 | 2.8 | -0.2 | 11.4 | 9.8 | 1.6 |
| Mai FM | 4.9 | 6.0 | -1.1 | 14 | 4.9 | 5.1 | -0.2 | 3.9 | 4.1 | -0.2 | 5.1 | 6.1 | -1.0 | 1.9 | 2.7 | -0.8 | 0.4 | 0.3 | 0.1 | 7.0 | 6.9 | 0.1 |
| Moana Radio | 1.2 | 1.9 | -0.7 | 17 | 0.4 | 0.5 | -0.1 | 0.8 | 1.1 | -0.3 | 0.4 | 0.7 | -0.3 | 0.7 | 0.9 | -0.2 | * | 0.1 | * | 0.6 | 1.3 | -0.7 |
| More FM | 9.3 | 7.4 | 1.9 | 9 | 6.5 | 6.1 | 0.4 | 8.3 | 7.6 | 0.7 | 5.3 | 5.0 | 0.3 | 1.9 | 2.4 | -0.5 | 0.7 | 0.4 | 0.3 | 8.4 | 7.8 | 0.6 |
| Newstalk ZB | 13.5 | 14.5 | -1.0 | 3 | 8.9 | 10.0 | -1.1 | 8.4 | 8.5 | -0.1 | 6.8 | 6.0 | 0.8 | 5.5 | 6.2 | -0.7 | 4.6 | 4.7 | -0.1 | 13.1 | 14.7 | -1.6 |
| Radio Hauraki | 6.8 | 6.2 | 0.6 | 11 | 3.9 | 4.5 | -0.6 | 5.9 | 4.6 | 1.3 | 4.9 | 5.2 | -0.3 | 2.0 | 2.5 | -0.5 | 1.2 | * | * | 6.6 | 7.6 | -1.0 |
| RadioLIVE | 5.2 | 4.4 | 0.8 | 13 | 3.3 | 2.7 | 0.6 | 2.7 | 2.1 | 0.6 | 2.3 | 1.7 | 0.6 | 1.6 | 1.5 | 0.1 | 1.5 | 1.0 | 0.5 | 5.6 | 5.4 | 0.2 |
| Radio Sport | 2.5 | 1.8 | 0.7 | 15 | 2.0 | 1.7 | 0.3 | 2.3 | 1.8 | 0.5 | 2.4 | 1.9 | 0.5 | 1.0 | 0.7 | 0.3 | 0.4 | 0.2 | 0.2 | 3.0 | 2.4 | 0.6 |
| Radio Tainui | * | * | * | * | * | * | * | 0.5 | 0.2 | 0.3 | * | * | * | * | * | * | * | * | * | 0.1 | * | * |
| Rhema | 1.1 | 1.2 | -0.1 | 18 | 0.6 | 0.9 | -0.3 | 0.8 | 0.8 | 0.0 | 0.3 | 0.6 | -0.3 | 0.6 | 0.9 | -0.3 | 0.6 | 0.6 | 0.0 | 1.5 | 1.9 | -0.4 |
| Rock | 13.2 | 14.5 | -1.3 | 4 | 9.3 | 10.0 | -0.7 | 13.5 | 14.4 | -0.9 | 10.5 | 12.4 | -1.9 | 3.1 | 4.3 | -1.2 | 1.4 | 1.7 | -0.3 | 10.1 | 11.9 | -1.8 |
| Star | 0.9 | 1.0 | -0.1 | 19 | 0.9 | 0.7 | 0.2 | 0.9 | 0.8 | 0.1 | 0.5 | 0.6 | -0.1 | 0.3 | 0.2 | 0.1 | 0.2 | 0.3 | -0.1 | 1.4 | 1.4 | 0.0 |
| The Hits | 12.5 | 12.3 | 0.2 | 6 | 8.4 | 8.6 | -0.2 | 9.2 | 8.1 | 1.1 | 9.1 | 8.2 | 0.9 | 4.6 | 4.3 | 0.3 | 2.9 | 2.0 | 0.9 | 11.1 | 11.6 | -0.5 |
| The Sound | 12.3 | 11.5 | 0.8 | 7 | 7.3 | 7.2 | 0.1 | 10.8 | 9.9 | 0.9 | 9.4 | 8.1 | 1.3 | 4.2 | 4.2 | 0.0 | 2.7 | 2.4 | 0.3 | 12.1 | 10.8 | 1.3 |
| ZM | 15.3 | 14.4 | 0.9 | 1 | 9.4 | 10.1 | -0.7 | 11.1 | 12.2 | -1.1 | 13.9 | 13.7 | 0.2 | 5.7 | 5.5 | 0.2 | 2.0 | 2.2 | -0.2 | 17.1 | 17.4 | -0.3 |
| Others | 4.6 | 4.8 | -0.2 | | 6.4 | 6.0 | 0.4 | 7.5 | 8.0 | -0.5 | 8.4 | 8.9 | -0.5 | 3.0 | 3.6 | -0.6 | 2.3 | 1.0 | 1.3 | 10.2 | 11.1 | -0.9 |
| Mediaworks Combo | 59.4 | 58.3 | 1.1 | | 45.5 | 44.4 | 1.1 | 53.9 | 51.5 | 2.4 | 46.7 | 46.0 | 0.7 | 21.5 | 23.2 | -1.7 | 11.0 | 10.3 | 0.7 | 65.1 | 63.5 | 1.6 |
| NZME Combo | 64.5 | 61.4 | 3.1 | | 45.5 | 46.8 | -1.3 | 52.7 | 50.3 | 2.4 | 48.3 | 46.3 | 2.0 | 24.7 | 24.2 | 0.5 | 13.1 | 11.7 | 1.4 | 65.3 | 66.6 | -1.3 |
| All Commercial Radio | 106.9 | 104.8 | 2.1 | | 82.8 | 83.2 | -0.4 | 95.7 | 91.9 | 3.8 | 87.3 | 86.8 | 0.5 | 44.9 | 45.9 | -1.0 | 23.1 | 21.7 | 1.4 | 111.5 | 113.0 | -1.5 |

Mediaworks Combo: Breeze or Edge or Magic or Mai FM or More FM or RadioLIVE or Rock or The Sound

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



TAURANGA COMMERCIAL RADIO - SURVEY 2 2017

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

Survey Comparisons: 1/2017 - 2/2017

This Survey Period: Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 2017

Last Survey Period: Sun Apr 10 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Apr 8 2017

| | 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 | 5:44 | 6:27 | -0:43 | 3:25 | 1:38 | 1:47 | 2:29 | 3:10 | -0:40 | 2:39 | 2:42 | -0:03 | 4:43 | 5:31 | -0:47 | 5:17 | 6:20 | -1:02 | 5:22 | 7:32 | -2:10 | 4:16 | 4:33 | -0:16 |
| Coast | 10:47 | 11:25 | -0:37 | 7:22 | 4:36 | 2:45 | 5:53 | 6:26 | -0:33 | 7:17 | 8:09 | -0:51 | 4:54 | 5:46 | -0:52 | 9:36 | 11:02 | -1:25 | 12:31 | 14:25 | -1:54 | 5:00 | 6:50 | -1:50 |
| Edge | 7:20 | 7:21 | -0:01 | 7:28 | 7:26 | 0:01 | 6:27 | 6:28 | -0:00 | 6:48 | 6:47 | 0:01 | 6:51 | 7:04 | -0:13 | 8:02 | 9:10 | -1:07 | 9:15 | 9:23 | -0:07 | 7:24 | 7:47 | -0:23 |
| Flava | 4:48 | 5:42 | -0:53 | 7:18 | 8:34 | -1:16 | 4:41 | 5:26 | -0:45 | 2:26 | 2:48 | -0:22 | 2:59 | 3:31 | -0:31 | 4:04 | 4:36 | -0:32 | 2:30 | 2:39 | -0:08 | 3:09 | 3:36 | -0:26 |
| Life FM | 7:32 | 7:14 | 0:18 | 1:07 | 4:46 | -3:39 | 5:21 | 0:30 | 4:51 | 5:09 | 3:23 | 1:45 | 10:41 | 9:14 | 1:26 | 12:26 | 10:23 | 2:02 | 7:10 | 6:59 | 0:10 | 5:33 | 5:17 | 0:15 |
| Magic | 9:15 | 9:57 | -0:42 | 3:40 | 3:43 | -0:02 | 1:55 | 1:42 | 0:13 | 2:52 | 2:32 | 0:20 | 5:46 | 5:46 | -0:00 | 7:58 | 9:07 | -1:08 | 8:31 | 9:43 | -1:12 | 5:50 | 6:29 | -0:38 |
| Mai FM | 3:27 | 5:58 | -2:31 | 5:14 | 4:39 | 0:34 | 3:15 | 5:23 | -2:07 | 3:07 | 4:44 | -1:37 | 3:24 | 6:15 | -2:50 | 3:16 | 11:16 | -7:59 | 1:30 | 5:22 | -3:51 | 4:03 | 6:28 | -2:24 |
| Moana Radio | 4:56 | 7:31 | -2:34 | * | 6:00 | * | 3:56 | 2:12 | 1:43 | 3:33 | 11:45 | -8:11 | 6:19 | 8:40 | -2:20 | 16:45 | 6:22 | 10:22 | * | 5:18 | * | 13:06 | 6:14 | 6:51 |
| More FM | 6:12 | 6:01 | 0:11 | 5:49 | 5:50 | -0:01 | 5:41 | 5:43 | -0:01 | 4:51 | 4:16 | 0:35 | 5:44 | 5:30 | 0:13 | 6:46 | 7:10 | -0:24 | 6:22 | 6:31 | -0:08 | 5:06 | 4:52 | 0:14 |
| Newstalk ZB | 11:32 | 12:55 | -1:22 | 13:22 | 11:10 | 2:11 | 1:25 | 4:00 | -2:35 | 5:03 | 5:54 | -0:50 | 6:43 | 6:39 | 0:03 | 7:54 | 8:03 | -0:08 | 10:31 | 12:06 | -1:34 | 8:13 | 8:24 | -0:10 |
| Radio Hauraki | 8:21 | 8:39 | -0:17 | 1:57 | 0:27 | 1:29 | 4:20 | 7:36 | -3:16 | 9:43 | 9:52 | -0:08 | 11:03 | 10:38 | 0:25 | 10:39 | 9:31 | 1:07 | 4:07 | 2:48 | 1:19 | 5:15 | 9:38 | -4:23 |
| RadioLIVE | 8:26 | 10:30 | -2:03 | 0:15 | * | * | * | * | * | 3:15 | 14:55 | -11:39 | 5:36 | 8:24 | -2:48 | 6:46 | 6:13 | 0:32 | 8:00 | 9:09 | -1:08 | 6:15 | 34:25 | -28:10 |
| Radio Sport | 5:52 | 5:57 | -0:04 | * | * | * | 2:00 | 2:00 | 0:00 | 3:45 | 2:32 | 1:12 | 3:48 | 3:04 | 0:43 | 7:12 | 8:12 | -1:00 | 10:23 | 10:28 | -0:05 | 7:55 | 11:00 | -3:04 |
| Radio Tainui | 0:33 | 0:30 | 0:03 | * | * | * | 0:15 | * | * | 0:30 | 0:30 | 0:00 | 0:38 | 0:30 | 0:08 | 1:00 | * | * | * | * | * | 1:00 | * | * |
| Rhema | 6:14 | 9:26 | -3:11 | 9:30 | 9:30 | 0:00 | 4:57 | 10:16 | -5:18 | 8:10 | 11:43 | -3:33 | 8:10 | 20:22 | -12:11 | 1:30 | 18:42 | -17:12 | 6:44 | 6:44 | -0:00 | * | 15:45 | * |
| Rock | 9:35 | 10:22 | -0:46 | 5:12 | 5:12 | -0:00 | 8:52 | 9:59 | -1:06 | 11:33 | 10:57 | 0:35 | 11:21 | 12:17 | -0:55 | 8:24 | 12:15 | -3:50 | 5:26 | 6:13 | -0:46 | 10:49 | 11:16 | -0:26 |
| Star | 8:50 | 9:53 | -1:03 | 0:45 | 0:45 | 0:00 | 0:15 | * | * | * | * | * | * | * | * | 12:22 | 12:38 | -0:15 | 13:01 | 12:56 | 0:04 | * | * | * |
| The Hits | 9:02 | 8:16 | 0:46 | 10:48 | 7:55 | 2:52 | 5:49 | 5:55 | -0:05 | 7:30 | 7:47 | -0:17 | 8:09 | 8:05 | 0:03 | 9:51 | 9:08 | 0:43 | 11:17 | 9:23 | 1:54 | 8:52 | 9:43 | -0:51 |
| The Sound | 9:25 | 11:09 | -1:44 | 0:52 | 1:20 | -0:28 | 3:03 | 4:09 | -1:06 | 3:45 | 4:58 | -1:13 | 9:50 | 9:36 | 0:14 | 12:53 | 14:18 | -1:25 | 11:00 | 15:29 | -4:29 | 9:49 | 8:52 | 0:56 |
| ZM | 8:40 | 8:58 | -0:17 | 4:19 | 4:36 | -0:17 | 6:01 | 6:14 | -0:12 | 7:59 | 7:51 | 0:07 | 10:49 | 11:21 | -0:31 | 17:56 | 19:32 | -1:36 | 5:06 | 7:23 | -2:16 | 12:03 | 12:06 | -0:02 |
| Others | 7:44 | 8:15 | -0:30 | 3:43 | 4:18 | -0:35 | 5:46 | 7:18 | -1:32 | 7:55 | 7:00 | 0:54 | 8:55 | 8:45 | 0:09 | 8:22 | 9:16 | -0:54 | 6:36 | 7:40 | -1:04 | 8:49 | 9:40 | -0:51 |
| Mediaworks Combo | 11:16 | 12:14 | -0:58 | 8:46 | 8:27 | 0:19 | 8:27 | 9:41 | -1:13 | 10:15 | 10:12 | 0:02 | 11:54 | 12:29 | -0:35 | 13:05 | 15:13 | -2:08 | 11:04 | 13:22 | -2:17 | 11:03 | 12:01 | -0:57 |
| NZME Combo | 11:35 | 12:11 | -0:35 | 8:30 | 7:53 | 0:36 | 6:52 | 8:03 | -1:11 | 9:33 | 9:38 | -0:04 | 10:48 | 11:05 | -0:16 | 12:34 | 13:36 | -1:01 | 13:32 | 14:59 | -1:26 | 10:02 | 11:26 | -1:24 |
| All Commercial Radio | 16:44 | 17:32 | -0:48 | 11:16 | 10:59 | 0:16 | 12:59 | 13:37 | -0:37 | 14:58 | 14:46 | 0:11 | 17:13 | 17:41 | -0:28 | 19:16 | 21:20 | -2:03 | 17:39 | 19:57 | -2:17 | 16:17 | 17:08 | -0:50 |
| Potential (000) | 160.7 | 160.7 | 0.0 | 18.6 | 18.4 | 0.2 | 33.8 | 34.0 | -0.2 | 38.9 | 38.9 | 0.0 | 64.0 | 64.0 | 0.0 | 49.5 | 49.5 | 0.0 | 45.7 | 45.7 | 0.0 | 27.0 | 26.2 | 0.8 |
| Sample | 854 | 895 | -41 | 86 | 94 | -8 | 169 | 185 | -16 | 200 | 230 | -30 | 317 | 361 | -44 | 264 | 280 | -16 | 299 | 295 | 4 | 137 | 145 | -8 |

Mediaworks Combo: Breeze or Edge or Magic or Mai FM or More FM or RadioLIVE or Rock or The Sound

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



TAURANGA COMMERCIAL RADIO - SURVEY 2 2017

Average Time Spent Listening (hh:mm) by Daypart, People 10+
 Survey Comparisons: 1/2017 - 2/2017

This Survey Period: Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 2017
 Last Survey Period: Sun Apr 10 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Apr 8 2017

| | This | Last | +/- |
|-----------------|-------|-------|-----|
| Potential (000) | 160.7 | 160.7 | 0.0 |
| Sample Size | 854 | 895 | -41 |

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

Mediaworks Combo: Breeze or Edge or Magic or Mai FM or More FM or RadioLIVE or Rock or The Sound
 NZME Combo: Coast or Flava or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM