



TAURANGA COMMERCIAL RADIO - SURVEY 3 2017

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

Survey Comparisons: 2/2017 - 3/2017

This Survey Period: Sun Aug 21 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Sep 9 2017

Last Survey Period: Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 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	4.1	3.6	0.5	11	1.8	2.5	-0.7	1.3	1.4	-0.1	1.5	1.2	0.3	2.9	2.7	0.2	4.0	3.7	0.3	3.1	3.5	-0.4	4.7	3.2	1.5	
Coast	12.3	12.3	0.0	1	1.7	2.5	-0.8	3.8	2.1	1.7	2.6	2.2	0.4	2.4	2.2	0.2	10.8	10.1	0.7	26.4	27.4	-1.0	1.9	3.0	-1.1	
Edge	6.1	7.7	-1.6	7	27.8	27.4	0.4	10.3	17.7	-7.4	11.3	13.2	-1.9	7.4	8.5	-1.1	3.0	3.6	-0.6	2.4	2.6	-0.2	14.9	12.4	2.5	
Flava	2.1	1.8	0.3	14	10.9	8.7	2.2	5.2	5.0	0.2	1.2	1.2	0.0	1.2	1.0	0.2	0.8	0.6	0.2	0.2	0.2	0.0	2.5	2.0	0.5	
Life FM	3.1	1.2	1.9	12	0.4	0.4	0.0	4.0	1.0	3.0	1.9	1.0	0.9	6.5	2.1	4.4	6.2	2.5	3.7	0.1	0.7	-0.6	3.4	1.2	2.2	
Magic	6.2	6.6	-0.4	6	1.4	1.3	0.1	1.9	0.6	1.3	2.1	0.6	1.5	2.0	1.7	0.3	5.4	6.6	-1.2	10.2	12.5	-2.3	1.4	1.5	-0.1	
Mai FM	1.6	1.7	-0.1	15	2.0	6.0	-4.0	7.3	6.0	1.3	2.6	2.3	0.3	1.6	1.5	0.1	0.1	0.5	-0.4	0.2	0.2	0.0	3.0	2.1	0.9	
Moana Radio	0.4	0.4	0.0	17	4.3	*	*	0.3	1.0	-0.7	0.3	0.6	-0.3	0.2	0.7	-0.5	*	0.4	*	*	*	*	0.4	1.4	-1.0	
More FM	5.5	4.2	1.3	8	7.2	5.8	1.4	4.1	4.3	-0.2	7.1	6.1	1.0	8.6	6.4	2.2	6.9	5.5	1.4	2.4	2.1	0.3	9.4	7.7	1.7	
Newstalk ZB	10.4	9.5	0.9	3	0.4	5.2	-4.8	0.5	0.3	0.2	0.6	2.7	-2.1	2.6	3.0	-0.4	6.5	5.7	0.8	14.4	13.1	1.3	3.5	3.7	-0.2	
Radio Hauraki	5.3	4.2	1.1	9	0.4	0.9	-0.5	6.2	5.2	1.0	10.3	9.5	0.8	11.6	8.6	3.0	7.6	4.8	2.8	1.3	0.7	0.6	2.2	2.4	-0.2	
RadioLIVE	2.6	3.2	-0.6	13	0.5	*	*	0.4	*	*	0.4	0.3	0.1	1.3	1.2	0.1	2.9	3.4	-0.5	4.6	5.3	-0.7	*	0.2	*	
Radio Sport	1.4	1.3	0.1	16	*	*	*	*	0.1	*	1.1	1.0	0.1	1.3	1.0	0.3	1.9	1.7	0.2	2.3	2.5	-0.2	2.0	1.2	0.8	
Radio Tainui	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	0.4	0.6	-0.2	17	1.4	1.1	0.3	0.4	0.8	-0.4	0.5	0.4	0.1	0.3	0.2	0.1	*	*	*	0.3	0.9	-0.6	0.4	*	*	
Rock	8.7	9.3	-0.6	4	5.9	8.3	-2.4	22.2	21.6	0.6	22.9	22.9	0.0	15.5	15.4	0.1	4.6	5.7	-1.1	2.6	2.5	0.1	12.5	13.5	-1.0	
Star	0.2	0.7	-0.5	19	*	0.1	*	*	*	*	*	*	*	*	*	*	*	0.6	*	*	1.6	*	*	*	*	*
The Hits	8.3	8.0	0.3	5	16.5	15.5	1.0	8.6	7.4	1.2	11.6	9.5	2.1	9.9	8.7	1.2	7.5	9.0	-1.5	7.4	8.5	-1.1	14.1	10.9	3.2	
The Sound	10.8	8.4	2.4	2	5.0	0.3	4.7	9.7	3.0	6.7	6.2	3.1	3.1	14.1	12.3	1.8	23.0	19.3	3.7	13.0	9.9	3.1	11.7	9.0	2.7	
ZM	4.9	9.4	-4.5	10	11.2	11.5	-0.3	10.4	16.3	-5.9	13.5	18.5	-5.0	8.3	17.5	-9.2	0.9	9.4	-8.5	0.5	0.6	-0.1	8.6	18.4	-9.8	
Others	5.3	5.8	-0.5		0.9	2.5	-1.6	3.6	6.2	-2.6	2.3	3.7	-1.4	2.4	5.3	-2.9	7.9	6.9	1.0	8.7	5.0	3.7	3.4	6.2	-2.8	
Mediaworks Combo	45.7	44.7	1.0		51.6	51.7	-0.1	57.1	54.6	2.5	54.2	49.7	4.5	53.5	49.6	3.9	49.9	48.2	1.7	38.4	38.7	-0.3	57.6	49.6	8.0	
NZME Combo	44.8	46.6	-1.8		41.3	44.3	-3.0	34.6	36.5	-1.9	40.8	44.6	-3.8	37.2	42.1	-4.9	36.1	41.4	-5.3	52.5	53.0	-0.5	34.9	41.6	-6.7	
Potential (000)	160.7	160.7	0.0		18.8	18.6	0.2	33.6	33.8	-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	23.4	27.0	-3.6	
Sample	866	854	12		84	86	-2	175	169	6	207	200	7	316	317	-1	249	264	-15	320	299	21	131	137	-6	

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 3 2017

Station Share (%) by Daypart, People 10+

Survey Comparisons: 2/2017 - 3/2017

This Survey Period: Sun Aug 21 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Sep 9 2017

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

	This	Last	+/-
Potential (000)	160.7	160.7	0.0
Sample Size	866	854	12

	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	3.2	3.0	0.2	12	3.7	3.0	0.7	4.1	2.9	1.2	4.5	3.8	0.7	6.6	8.3	-1.7	1.5	1.6	-0.1	4.8	4.3	0.5
Coast	11.2	11.4	-0.2	2	13.4	14.3	-0.9	12.5	12.3	0.2	9.9	9.3	0.6	9.4	8.2	1.2	4.8	5.4	-0.6	14.9	15.0	-0.1
Edge	4.7	6.5	-1.8	9	4.4	6.0	-1.6	5.9	7.9	-2.0	9.5	9.4	0.1	8.7	10.1	-1.4	3.0	5.3	-2.3	7.1	8.8	-1.7
Flava	1.9	1.7	0.2	14	1.5	1.3	0.2	1.5	2.0	-0.5	2.5	2.3	0.2	1.3	1.8	-0.5	4.6	1.1	3.5	2.9	2.0	0.9
Life FM	2.7	0.9	1.8	13	3.9	1.1	2.8	5.2	1.8	3.4	3.7	1.7	2.0	0.8	0.4	0.4	1.2	0.9	0.3	1.4	1.0	0.4
Magic	5.3	6.1	-0.8	8	5.5	6.4	-0.9	5.6	5.8	-0.2	6.3	6.0	0.3	11.0	8.7	2.3	4.3	3.8	0.5	7.3	8.0	-0.7
Mai FM	0.9	1.8	-0.9	16	0.9	1.1	-0.2	0.9	1.3	-0.4	2.8	1.9	0.9	1.4	1.9	-0.5	1.4	0.8	0.6	3.1	2.5	0.6
Moana Radio	0.2	0.5	-0.3	18	0.2	0.2	0.0	0.9	0.3	0.6	0.3	0.7	-0.4	0.1	0.6	-0.5	1.0	*	*	0.3	0.3	0.0
More FM	7.8	5.6	2.2	6	5.5	4.0	1.5	6.1	5.2	0.9	4.1	4.1	0.0	2.5	2.3	0.2	0.5	0.6	-0.1	4.9	3.5	1.4
Newstalk ZB	15.3	12.6	2.7	1	10.0	9.6	0.4	5.8	5.4	0.4	5.7	4.7	1.0	17.5	17.2	0.3	25.2	21.1	4.1	10.0	9.5	0.5
Radio Hauraki	4.0	3.9	0.1	10	5.7	5.5	0.2	7.4	6.2	1.2	6.3	4.7	1.6	2.1	1.4	0.7	3.5	1.7	1.8	4.6	2.5	2.1
RadioLIVE	4.0	4.8	-0.8	10	2.1	2.2	-0.1	1.8	1.8	0.0	2.1	1.7	0.4	2.8	4.5	-1.7	5.0	8.7	-3.7	2.6	3.4	-0.8
Radio Sport	1.2	1.1	0.1	15	0.7	1.0	-0.3	0.8	0.8	0.0	1.3	1.4	-0.1	2.4	1.5	0.9	1.1	0.8	0.3	2.3	2.3	0.0
Radio Tainui	*	*	*	*	*	*	*	*	0.1	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	0.9	1.0	-0.1	16	0.2	0.4	-0.2	0.5	0.6	-0.1	0.3	0.2	0.1	*	1.8	*	0.3	1.0	-0.7	0.2	0.4	-0.2
Rock	8.2	9.3	-1.1	5	10.3	11.3	-1.0	11.2	13.4	-2.2	12.1	11.7	0.4	4.5	3.8	0.7	6.7	4.5	2.2	4.8	4.7	0.1
Star	0.2	0.8	-0.6	18	0.4	0.6	-0.2	0.1	0.5	-0.4	0.2	0.7	-0.5	0.5	0.6	-0.1	*	1.3	*	0.3	1.0	-0.7
The Hits	8.8	8.3	0.5	4	8.9	8.4	0.5	7.9	8.0	-0.1	8.0	9.0	-1.0	9.5	7.9	1.6	6.3	10.6	-4.3	8.2	6.8	1.4
The Sound	9.5	7.7	1.8	3	12.4	7.4	5.0	12.8	8.0	4.8	10.7	10.0	0.7	6.7	7.3	-0.6	16.4	15.1	1.3	8.9	8.7	0.2
ZM	5.8	10.2	-4.4	7	4.8	11.3	-6.5	4.6	10.5	-5.9	5.5	8.0	-2.5	5.4	5.7	-0.3	2.5	8.8	-6.3	4.5	7.6	-3.1
Others	4.1	2.9	1.2		5.5	4.9	0.6	4.4	5.2	-0.8	4.2	8.7	-4.5	7.0	6.0	1.0	10.7	6.9	3.8	6.7	7.8	-1.1
Mediaworks Combo	43.7	44.7	-1.0		44.8	41.5	3.3	48.4	46.3	2.1	52.0	48.7	3.3	44.2	46.9	-2.7	38.7	40.4	-1.7	43.6	43.9	-0.3
NZME Combo	48.2	49.2	-1.0		45.1	51.4	-6.3	40.4	45.3	-4.9	39.2	39.3	-0.1	47.5	43.7	3.8	48.0	49.4	-1.4	47.5	45.7	1.8

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

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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	14.9	14.5	0.4	9	1.3	1.3	0.0	2.2	2.1	0.1	2.7	2.3	0.4	6.2	5.6	0.6	6.0	5.9	0.1	4.4	4.6	-0.2	3.2	3.1	0.1
Coast	26.2	26.4	-0.2	1	0.8	0.6	0.2	2.2	1.3	0.9	2.1	1.6	0.5	4.5	4.5	0.0	8.6	8.9	-0.3	15.3	15.5	-0.2	1.3	2.5	-1.2
Edge	22.8	24.2	-1.4	2	6.4	6.3	0.1	7.9	9.7	-1.8	8.8	10.0	-1.2	10.7	12.1	-1.4	5.2	3.8	1.4	3.4	2.0	1.4	7.3	6.9	0.4
Flava	8.4	8.6	-0.2	13	1.8	2.0	-0.2	4.8	3.8	1.0	1.9	2.6	-0.7	2.7	3.4	-0.7	1.4	1.3	0.1	0.6	0.7	-0.1	1.4	2.7	-1.3
Life FM	5.9	3.7	2.2	15	0.8	0.6	0.2	0.9	0.7	0.2	1.5	1.0	0.5	4.1	2.0	2.1	2.8	1.7	1.1	0.5	0.7	-0.2	1.5	0.9	0.6
Magic	14.9	16.4	-1.5	9	0.9	0.6	0.3	0.3	1.0	-0.7	1.1	1.1	0.0	2.5	2.8	-0.3	5.8	7.0	-1.2	9.4	10.3	-0.9	1.2	1.1	0.1
Mai FM	11.7	11.5	0.2	12	1.3	2.0	-0.7	7.8	6.5	1.3	3.8	3.8	0.0	4.2	4.4	-0.2	0.7	1.2	-0.5	0.6	1.0	-0.4	1.9	2.1	-0.2
Moana Radio	1.0	1.7	-0.7	18	0.3	*	*	0.3	0.9	-0.6	0.5	0.8	-0.3	0.5	1.0	-0.5	*	0.2	*	*	*	*	0.1	0.4	-0.3
More FM	15.8	15.8	0.0	8	2.0	1.7	0.3	3.0	2.7	0.3	6.6	6.5	0.1	10.3	11.0	-0.7	5.2	6.9	-1.7	1.9	2.3	-0.4	5.3	6.3	-1.0
Newstalk ZB	18.9	19.0	-0.1	7	0.4	0.7	-0.3	0.9	0.8	0.1	1.4	2.7	-1.3	3.8	4.4	-0.6	6.7	6.1	0.6	8.9	8.8	0.1	1.3	1.9	-0.6
Radio Hauraki	12.8	11.6	1.2	11	0.8	0.8	0.0	5.2	4.3	0.9	4.7	5.1	-0.4	7.9	7.7	0.2	4.7	3.8	0.9	1.5	1.2	0.3	1.5	1.9	-0.4
RadioLIVE	8.4	8.7	-0.3	13	0.3	0.2	0.1	0.3	*	*	0.6	0.5	0.1	2.5	2.0	0.5	4.1	4.3	-0.2	4.1	4.7	-0.6	*	0.1	*
Radio Sport	5.2	5.2	0.0	16	*	*	*	0.1	0.2	-0.1	1.6	1.4	0.2	2.5	2.6	-0.1	1.7	2.0	-0.3	1.8	1.7	0.1	0.8	0.6	0.2
Radio Tainui	0.1	0.7	-0.6	20	*	*	*	0.1	0.1	0.0	*	0.4	*	0.1	0.5	-0.4	0.1	0.1	0.0	*	*	*	0.1	0.1	0.0
Rhema	1.7	2.3	-0.6	17	0.3	0.2	0.1	0.4	0.5	-0.1	0.2	0.3	-0.1	0.2	0.3	-0.1	*	0.2	*	0.5	1.0	-0.5	0.1	*	*
Rock	20.5	22.3	-1.8	6	1.8	2.7	-0.9	9.2	8.7	0.5	10.0	10.3	-0.3	12.3	13.3	-1.0	5.3	5.7	-0.4	3.5	3.3	0.2	4.7	5.2	-0.5
Star	1.0	1.9	-0.9	18	0.1	0.2	-0.1	0.1	0.1	0.0	*	*	*	*	*	*	*	0.4	*	0.2	0.9	-0.7	*	*	*
The Hits	21.8	20.5	1.3	5	2.8	2.5	0.3	6.0	4.5	1.5	6.8	6.5	0.3	10.6	10.5	0.1	6.9	7.7	-0.8	4.7	5.3	-0.6	4.2	5.1	-0.9
The Sound	22.1	20.5	1.6	3	1.5	0.6	0.9	4.2	3.5	0.7	5.8	4.2	1.6	12.9	12.2	0.7	12.3	12.7	-0.4	6.3	6.3	0.0	3.7	3.8	-0.1
ZM	21.9	24.9	-3.0	4	4.2	4.6	-0.4	8.8	9.6	-0.8	10.9	12.0	-1.1	12.5	15.9	-3.4	2.8	4.5	-1.7	1.4	0.8	0.6	5.0	6.3	-1.3
Others	16.2	17.2	-1.0		0.9	1.1	-0.2	4.2	3.8	0.4	2.0	2.4	-0.4	4.2	5.8	-1.6	5.5	7.0	-1.5	5.4	5.4	0.0	1.9	2.9	-1.0
Mediaworks Combo	88.7	91.4	-2.7		9.5	10.1	-0.6	23.8	22.9	0.9	24.3	25.1	-0.8	39.5	41.0	-1.5	29.6	31.2	-1.6	23.4	24.7	-1.3	16.4	18.6	-2.2
NZME Combo	91.3	92.7	-1.4		9.0	8.9	0.1	20.5	18.9	1.6	22.0	24.2	-2.2	34.4	38.3	-3.9	26.2	27.9	-1.7	27.5	27.6	-0.1	13.5	17.2	-3.7
All Commercial Radio	135.4	137.8	-2.4		15.1	15.2	-0.1	27.0	27.4	-0.4	32.5	34.6	-2.1	54.5	57.1	-2.6	43.4	44.0	-0.6	39.7	40.0	-0.3	21.6	25.5	-3.9
Potential (000)	160.7	160.7	0.0		18.8	18.6	0.2	33.6	33.8	-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	23.4	27.0	-3.6
Sample	866	854	12		84	86	-2	175	169	6	207	200	7	316	317	-1	249	264	-15	320	299	21	131	137	-6

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

Survey Comparisons: 2/2017 - 3/2017

This Survey Period: Sun Aug 21 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Sep 9 2017

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

	This	Last	+/-
Potential (000)	160.7	160.7	0.0
Sample Size	866	854	12

	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	6.4	6.9	-0.5	11	7.0	5.6	1.4	9.0	6.7	2.3	4.8	4.4	0.4	2.5	3.3	-0.8	0.5	0.8	-0.3	7.7	8.2	-0.5
Coast	13.5	14.3	-0.8	2	14.4	14.7	-0.3	16.9	16.3	0.6	12.1	12.1	0.0	6.4	5.9	0.5	1.6	2.3	-0.7	18.6	18.8	-0.2
Edge	11.6	12.9	-1.3	6	6.9	7.9	-1.0	12.0	11.0	1.0	12.5	12.6	-0.1	4.7	6.4	-1.7	0.9	1.8	-0.9	13.7	15.7	-2.0
Flava	5.1	6.5	-1.4	12	2.7	3.2	-0.5	4.4	4.5	-0.1	4.5	3.5	1.0	1.5	1.5	0.0	0.9	0.5	0.4	4.4	4.2	0.2
Life FM	3.4	1.8	1.6	14	3.1	1.7	1.4	3.7	1.8	1.9	3.9	2.1	1.8	1.2	1.0	0.2	0.6	0.3	0.3	3.6	2.7	0.9
Magic	8.7	10.6	-1.9	9	7.9	9.3	-1.4	8.5	9.4	-0.9	8.0	6.9	1.1	4.2	2.6	1.6	2.3	2.6	-0.3	11.3	11.4	-0.1
Mai FM	3.0	4.9	-1.9	15	3.6	4.9	-1.3	3.5	3.9	-0.4	5.8	5.1	0.7	2.1	1.9	0.2	0.8	0.4	0.4	7.7	7.0	0.7
Moana Radio	0.4	1.2	-0.8	18	0.4	0.4	0.0	0.4	0.8	-0.4	0.7	0.4	0.3	0.1	0.7	-0.6	0.3	*	*	0.6	0.6	0.0
More FM	11.0	9.3	1.7	8	6.7	6.5	0.2	8.6	8.3	0.3	5.8	5.3	0.5	1.6	1.9	-0.3	0.6	0.7	-0.1	8.9	8.4	0.5
Newstalk ZB	14.0	13.5	0.5	1	9.6	8.9	0.7	8.9	8.4	0.5	7.7	6.8	0.9	5.3	5.5	-0.2	4.5	4.6	-0.1	13.6	13.1	0.5
Radio Hauraki	7.2	6.8	0.4	10	4.6	3.9	0.7	7.6	5.9	1.7	5.8	4.9	0.9	2.6	2.0	0.6	2.4	1.2	1.2	7.5	6.6	0.9
RadioLIVE	5.0	5.2	-0.2	13	3.2	3.3	-0.1	2.8	2.7	0.1	3.0	2.3	0.7	1.3	1.6	-0.3	1.1	1.5	-0.4	5.4	5.6	-0.2
Radio Sport	2.5	2.5	0.0	16	2.2	2.0	0.2	2.5	2.3	0.2	2.0	2.4	-0.4	1.1	1.0	0.1	0.5	0.4	0.1	3.3	3.0	0.3
Radio Tainui	*	*	*	*	*	*	*	0.1	0.5	-0.4	*	*	*	*	*	*	*	*	*	0.1	0.1	0.0
Rhema	0.9	1.1	-0.2	17	0.4	0.6	-0.2	0.9	0.8	0.1	0.4	0.3	0.1	0.1	0.6	-0.5	0.2	0.6	-0.4	0.7	1.5	-0.8
Rock	11.2	13.2	-2.0	7	9.4	9.3	0.1	12.0	13.5	-1.5	10.5	10.5	0.0	3.3	3.1	0.2	2.4	1.4	1.0	10.4	10.1	0.3
Star	0.2	0.9	-0.7	19	0.4	0.9	-0.5	0.4	0.9	-0.5	0.3	0.5	-0.2	0.2	0.3	-0.1	0.1	0.2	-0.1	0.7	1.4	-0.7
The Hits	13.3	12.5	0.8	3	9.7	8.4	1.3	10.0	9.2	0.8	10.0	9.1	0.9	4.2	4.6	-0.4	3.0	2.9	0.1	13.4	11.1	2.3
The Sound	13.0	12.3	0.7	4	8.9	7.3	1.6	13.6	10.8	2.8	10.8	9.4	1.4	3.9	4.2	-0.3	2.9	2.7	0.2	13.4	12.1	1.3
ZM	12.7	15.3	-2.6	5	6.4	9.4	-3.0	9.1	11.1	-2.0	11.4	13.9	-2.5	5.1	5.7	-0.6	1.0	2.0	-1.0	14.6	17.1	-2.5
Others	6.4	4.6	1.8		6.0	6.4	-0.4	5.4	7.5	-2.1	5.9	8.4	-2.5	2.3	3.0	-0.7	3.3	2.3	1.0	7.6	10.2	-2.6
Mediaworks Combo	56.8	59.4	-2.6		45.0	45.5	-0.5	54.5	53.9	0.6	49.5	46.7	2.8	20.7	21.5	-0.8	10.1	11.0	-0.9	64.7	65.1	-0.4
NZME Combo	62.1	64.5	-2.4		44.7	45.5	-0.8	53.5	52.7	0.8	49.1	48.3	0.8	25.7	24.7	1.0	13.6	13.1	0.5	64.4	65.3	-0.9
All Commercial Radio	105.3	106.9	-1.6		81.7	82.8	-1.1	98.0	95.7	2.3	89.4	87.3	2.1	45.6	44.9	0.7	22.6	23.1	-0.5	110.4	111.5	-1.1

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 3 2017

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

Survey Comparisons: 2/2017 - 3/2017

This Survey Period: Sun Aug 21 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Sep 9 2017

Last Survey Period: Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 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	6:26	5:44	0:42	2:28	3:25	-0:56	2:23	2:29	-0:05	2:52	2:39	0:13	4:18	4:43	-0:25	5:18	5:17	0:01	5:09	5:22	-0:12	4:59	4:16	0:42
Coast	10:59	10:47	0:12	4:04	7:22	-3:17	7:10	5:53	1:16	6:28	7:17	-0:49	4:52	4:54	-0:01	10:03	9:36	0:27	12:25	12:31	-0:05	4:53	5:00	-0:07
Edge	6:16	7:20	-1:03	7:44	7:28	0:16	5:20	6:27	-1:06	6:45	6:48	-0:03	6:17	6:51	-0:34	4:36	8:02	-3:26	5:10	9:15	-4:05	6:51	7:24	-0:32
Flava	5:46	4:48	0:57	10:30	7:18	3:12	4:29	4:41	-0:12	3:19	2:26	0:53	4:01	2:59	1:02	4:39	4:04	0:34	2:52	2:30	0:22	5:59	3:09	2:50
Life FM	12:22	7:32	4:49	1:02	1:07	-0:04	17:51	5:21	12:29	6:39	5:09	1:30	14:18	10:41	3:37	17:43	12:26	5:16	1:43	7:10	-5:27	7:53	5:33	2:20
Magic	9:45	9:15	0:29	2:47	3:40	-0:53	23:17	1:55	21:22	10:07	2:52	7:15	7:22	5:46	1:35	7:22	7:58	-0:35	7:49	8:31	-0:41	3:55	5:50	-1:54
Mai FM	3:16	3:27	-0:10	2:35	5:14	-2:38	3:52	3:15	0:37	3:38	3:07	0:31	3:25	3:24	0:00	1:36	3:16	-1:39	1:57	1:30	0:26	5:09	4:03	1:05
Moana Radio	9:15	4:56	4:19	27:30	*	*	4:52	3:56	0:56	2:37	3:33	-0:55	2:37	6:19	-3:42	*	16:45	*	*	*	*	9:30	13:06	-3:36
More FM	8:04	6:12	1:52	6:27	5:49	0:37	5:36	5:41	-0:05	5:39	4:51	0:47	7:39	5:44	1:55	10:32	6:46	3:45	9:13	6:22	2:50	5:56	5:06	0:50
Newstalk ZB	12:53	11:32	1:20	1:44	13:22	-11:37	2:16	1:25	0:51	2:08	5:03	-2:55	6:16	6:43	-0:26	7:47	7:54	-0:07	11:39	10:31	1:08	8:59	8:13	0:45
Radio Hauraki	9:40	8:21	1:19	0:52	1:57	-1:04	4:53	4:20	0:32	11:28	9:43	1:45	13:22	11:03	2:18	12:59	10:39	2:19	6:09	4:07	2:02	4:51	5:15	-0:24
RadioLIVE	7:23	8:26	-1:03	2:46	0:15	2:31	4:34	*	*	3:46	3:15	0:30	4:38	5:36	-0:58	5:40	6:46	-1:06	8:02	8:00	0:01	*	6:15	*
Radio Sport	6:06	5:52	0:13	*	*	*	2:00	2:00	0:00	3:29	3:45	-0:15	4:33	3:48	0:44	9:02	7:12	1:50	9:26	10:23	-0:56	8:14	7:55	0:19
Radio Tainui	0:31	0:33	-0:01	*	*	*	0:15	0:15	0:00	*	0:30	*	1:00	0:38	0:21	1:00	1:00	0:00	*	*	*	1:00	1:00	0:00
Rhema	5:51	6:14	-0:23	9:30	9:30	0:00	4:08	4:57	-0:48	10:04	8:10	1:54	10:04	8:10	1:54	2:30	1:30	1:00	4:17	6:44	-2:26	15:00	*	*
Rock	9:52	9:35	0:16	5:48	5:12	0:35	9:59	8:52	1:06	12:03	11:33	0:29	11:26	11:21	0:04	6:54	8:24	-1:30	5:13	5:26	-0:13	8:56	10:49	-1:53
Star	5:24	8:50	-3:25	0:15	0:45	-0:30	0:15	0:15	0:00	*	*	*	*	*	*	*	12:22	*	1:09	13:01	-11:51	*	*	*
The Hits	8:56	9:02	-0:06	10:25	10:48	-0:23	5:55	5:49	0:06	8:54	7:30	1:24	8:26	8:09	0:17	8:41	9:51	-1:09	11:15	11:17	-0:02	11:23	8:52	2:31
The Sound	11:24	9:25	1:59	6:00	0:52	5:08	9:36	3:03	6:32	5:35	3:45	1:50	9:55	9:50	0:04	14:53	12:53	2:00	14:57	11:00	3:57	10:43	9:49	0:53
ZM	5:14	8:40	-3:26	4:42	4:19	0:23	4:53	6:01	-1:08	6:30	7:59	-1:28	6:01	10:49	-4:48	2:38	17:56	-15:17	2:27	5:06	-2:39	5:45	12:03	-6:17
Others	7:41	7:44	-0:03	1:54	3:43	-1:49	3:28	5:46	-2:18	5:56	7:55	-1:58	5:18	8:55	-3:36	11:32	8:22	3:09	11:42	6:36	5:05	5:59	8:49	-2:49
Mediaworks Combo	12:02	11:16	0:45	9:36	8:46	0:50	9:52	8:27	1:24	11:43	10:15	1:27	12:19	11:54	0:25	13:28	13:05	0:23	11:48	11:04	0:44	11:50	11:03	0:46
NZME Combo	11:27	11:35	-0:07	8:06	8:30	-0:24	6:58	6:52	0:06	9:43	9:33	0:10	9:50	10:48	-0:58	11:01	12:34	-1:33	13:46	13:32	0:13	8:40	10:02	-1:22
All Commercial Radio	17:14	16:44	0:30	11:44	11:16	0:28	15:15	12:59	2:16	16:08	14:58	1:09	16:42	17:13	-0:31	18:26	19:16	-0:50	18:10	17:39	0:30	15:37	16:17	-0:40
Potential (000)	160.7	160.7	0.0	18.8	18.6	0.2	33.6	33.8	-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	23.4	27.0	-3.6
Sample	866	854	12	84	86	-2	175	169	6	207	200	7	316	317	-1	249	264	-15	320	299	21	131	137	-6

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 3 2017

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

Survey Comparisons: 2/2017 - 3/2017

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

	This	Last	+/-
Potential (000)	160.7	160.7	0.0
Sample Size	866	854	12

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

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