



TAURANGA COMMERCIAL RADIO - SURVEY 4 2017

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

Survey Comparisons: 3/2017 - 4/2017

This Survey Period: Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017

Last 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

| | 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 | 4.5 | 4.1 | 0.4 | 11 | 2.1 | 1.8 | 0.3 | 1.1 | 1.3 | -0.2 | 1.5 | 1.5 | 0.0 | 3.4 | 2.9 | 0.5 | 4.7 | 4.0 | 0.7 | 3.5 | 3.1 | 0.4 | 4.8 | 4.7 | 0.1 | |
| Coast | 12.4 | 12.3 | 0.1 | 1 | 2.2 | 1.7 | 0.5 | 5.7 | 3.8 | 1.9 | 4.5 | 2.6 | 1.9 | 3.9 | 2.4 | 1.5 | 9.5 | 10.8 | -1.3 | 22.6 | 26.4 | -3.8 | 1.6 | 1.9 | -0.3 | |
| Edge | 6.0 | 6.1 | -0.1 | 8 | 19.9 | 27.8 | -7.9 | 8.0 | 10.3 | -2.3 | 12.8 | 11.3 | 1.5 | 9.1 | 7.4 | 1.7 | 3.1 | 3.0 | 0.1 | 1.6 | 2.4 | -0.8 | 18.1 | 14.9 | 3.2 | |
| Flava | 2.5 | 2.1 | 0.4 | 13 | 14.1 | 10.9 | 3.2 | 5.1 | 5.2 | -0.1 | 2.5 | 1.2 | 1.3 | 1.9 | 1.2 | 0.7 | 0.7 | 0.8 | -0.1 | 0.2 | 0.2 | 0.0 | 3.5 | 2.5 | 1.0 | |
| Life FM | 1.4 | 3.1 | -1.7 | 15 | 0.4 | 0.4 | 0.0 | 3.3 | 4.0 | -0.7 | 2.1 | 1.9 | 0.2 | 2.0 | 6.5 | -4.5 | 1.1 | 6.2 | -5.1 | 0.3 | 0.1 | 0.2 | 3.3 | 3.4 | -0.1 | |
| Magic | 7.6 | 6.2 | 1.4 | 6 | 1.2 | 1.4 | -0.2 | 3.2 | 1.9 | 1.3 | 3.8 | 2.1 | 1.7 | 3.3 | 2.0 | 1.3 | 5.9 | 5.4 | 0.5 | 12.2 | 10.2 | 2.0 | 2.2 | 1.4 | 0.8 | |
| Mai FM | 1.5 | 1.6 | -0.1 | 14 | 1.4 | 2.0 | -0.6 | 6.1 | 7.3 | -1.2 | 2.2 | 2.6 | -0.4 | 1.4 | 1.6 | -0.2 | 0.2 | 0.1 | 0.1 | 0.1 | 0.2 | -0.1 | 2.7 | 3.0 | -0.3 | |
| Moana Radio | 0.4 | 0.4 | 0.0 | 17 | 4.1 | 4.3 | -0.2 | 0.3 | 0.3 | 0.0 | 0.3 | 0.3 | 0.0 | 0.2 | 0.2 | 0.0 | * | * | * | * | * | * | 0.4 | 0.4 | 0.0 | |
| More FM | 6.7 | 5.5 | 1.2 | 7 | 8.3 | 7.2 | 1.1 | 3.8 | 4.1 | -0.3 | 8.3 | 7.1 | 1.2 | 10.8 | 8.6 | 2.2 | 9.0 | 6.9 | 2.1 | 3.5 | 2.4 | 1.1 | 10.3 | 9.4 | 0.9 | |
| Newstalk ZB | 10.0 | 10.4 | -0.4 | 3 | 0.5 | 0.4 | 0.1 | 1.3 | 0.5 | 0.8 | 2.0 | 0.6 | 1.4 | 3.2 | 2.6 | 0.6 | 5.8 | 6.5 | -0.7 | 14.0 | 14.4 | -0.4 | 2.7 | 3.5 | -0.8 | |
| Radio Hauraki | 4.7 | 5.3 | -0.6 | 10 | 0.3 | 0.4 | -0.1 | 5.2 | 6.2 | -1.0 | 10.8 | 10.3 | 0.5 | 10.3 | 11.6 | -1.3 | 5.7 | 7.6 | -1.9 | 1.3 | 1.3 | 0.0 | 2.0 | 2.2 | -0.2 | |
| RadioLIVE | 2.8 | 2.6 | 0.2 | 12 | 0.7 | 0.5 | 0.2 | 1.7 | 0.4 | 1.3 | 1.4 | 0.4 | 1.0 | 1.9 | 1.3 | 0.6 | 4.0 | 2.9 | 1.1 | 5.3 | 4.6 | 0.7 | 0.3 | * | * | |
| Radio Sport | 1.3 | 1.4 | -0.1 | 16 | * | * | * | * | * | * | 0.9 | 1.1 | -0.2 | 1.1 | 1.3 | -0.2 | 2.0 | 1.9 | 0.1 | 2.4 | 2.3 | 0.1 | 1.8 | 2.0 | -0.2 | |
| Radio Tainui | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * |
| Rhema | 0.4 | 0.4 | 0.0 | 17 | 1.2 | 1.4 | -0.2 | 0.2 | 0.4 | -0.2 | 0.3 | 0.5 | -0.2 | 0.2 | 0.3 | -0.1 | 0.2 | * | * | 0.3 | 0.3 | 0.0 | 0.5 | 0.4 | 0.1 | |
| Rock | 8.0 | 8.7 | -0.7 | 4 | 4.1 | 5.9 | -1.8 | 20.6 | 22.2 | -1.6 | 19.2 | 22.9 | -3.7 | 13.8 | 15.5 | -1.7 | 3.6 | 4.6 | -1.0 | 1.3 | 2.6 | -1.3 | 10.9 | 12.5 | -1.6 | |
| Star | 0.3 | 0.2 | 0.1 | 19 | * | * | * | * | * | * | * | * | * | 0.1 | * | * | 0.1 | * | * | 0.5 | * | * | 0.3 | * | * | |
| The Hits | 7.8 | 8.3 | -0.5 | 5 | 18.0 | 16.5 | 1.5 | 8.1 | 8.6 | -0.5 | 7.0 | 11.6 | -4.6 | 8.8 | 9.9 | -1.1 | 9.2 | 7.5 | 1.7 | 6.4 | 7.4 | -1.0 | 8.6 | 14.1 | -5.5 | |
| The Sound | 11.6 | 10.8 | 0.8 | 2 | 3.1 | 5.0 | -1.9 | 8.7 | 9.7 | -1.0 | 7.4 | 6.2 | 1.2 | 12.5 | 14.1 | -1.6 | 25.2 | 23.0 | 2.2 | 17.9 | 13.0 | 4.9 | 10.1 | 11.7 | -1.6 | |
| ZM | 5.2 | 4.9 | 0.3 | 9 | 11.0 | 11.2 | -0.2 | 13.9 | 10.4 | 3.5 | 10.6 | 13.5 | -2.9 | 7.9 | 8.3 | -0.4 | 2.3 | 0.9 | 1.4 | 0.6 | 0.5 | 0.1 | 10.0 | 8.6 | 1.4 | |
| Others | 4.9 | 5.3 | -0.4 | | 7.3 | 0.9 | 6.4 | 3.5 | 3.6 | -0.1 | 2.3 | 2.3 | 0.0 | 4.0 | 2.4 | 1.6 | 7.5 | 7.9 | -0.4 | 6.1 | 8.7 | -2.6 | 5.9 | 3.4 | 2.5 | |
| Mediaworks Combo | 48.6 | 45.7 | 2.9 | | 40.7 | 51.6 | -10.9 | 53.3 | 57.1 | -3.8 | 56.7 | 54.2 | 2.5 | 56.3 | 53.5 | 2.8 | 55.9 | 49.9 | 6.0 | 45.3 | 38.4 | 6.9 | 59.5 | 57.6 | 1.9 | |
| NZME Combo | 44.0 | 44.8 | -0.8 | | 46.2 | 41.3 | 4.9 | 39.3 | 34.6 | 4.7 | 38.4 | 40.8 | -2.4 | 37.2 | 37.2 | 0.0 | 35.3 | 36.1 | -0.8 | 47.5 | 52.5 | -5.0 | 30.2 | 34.9 | -4.7 | |
| Potential (000) | 160.7 | 160.7 | 0.0 | | 19.0 | 18.8 | 0.2 | 33.4 | 33.6 | -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 | 26.0 | 23.4 | 2.6 | |
| Sample | 870 | 866 | 4 | | 91 | 84 | 7 | 171 | 175 | -4 | 202 | 207 | -5 | 309 | 316 | -7 | 252 | 249 | 3 | 322 | 320 | 2 | 134 | 131 | 3 | |

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 4 2017

Station Share (%) by Daypart, People 10+
 Survey Comparisons: 3/2017 - 4/2017

This Survey Period: Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017

Last 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

| | This | Last | +/- |
|-----------------|-------|-------|-----|
| Potential (000) | 160.7 | 160.7 | 0.0 |
| Sample Size | 870 | 866 | 4 |

| | Mon-Fri 6am-9am | | | | Mon-Fri 9am-12md | | | Mon-Fri 12md-4pm | | | Mon-Fri 4pm-7pm | | | Mon-Fri 7pm-12mn | | | Mon-Fri 12mn-6am | | | Sat-Sun 12mn-12mn | | |
|------------------|-----------------|------|------|------|------------------|------|------|------------------|------|------|-----------------|------|------|------------------|------|------|------------------|------|-------|-------------------|------|------|
| | This | Last | +/- | Rank | This | Last | +/- | This | Last | +/- | This | Last | +/- | This | Last | +/- | This | Last | +/- | This | Last | +/- |
| Breeze | 4.2 | 3.2 | 1.0 | 10 | 3.4 | 3.7 | -0.3 | 3.6 | 4.1 | -0.5 | 5.3 | 4.5 | 0.8 | 6.7 | 6.6 | 0.1 | 2.8 | 1.5 | 1.3 | 5.7 | 4.8 | 0.9 |
| Coast | 11.6 | 11.2 | 0.4 | 2 | 14.5 | 13.4 | 1.1 | 12.6 | 12.5 | 0.1 | 9.4 | 9.9 | -0.5 | 6.1 | 9.4 | -3.3 | 6.8 | 4.8 | 2.0 | 14.8 | 14.9 | -0.1 |
| Edge | 6.5 | 4.7 | 1.8 | 6 | 4.6 | 4.4 | 0.2 | 7.4 | 5.9 | 1.5 | 8.1 | 9.5 | -1.4 | 4.4 | 8.7 | -4.3 | 2.1 | 3.0 | -0.9 | 5.1 | 7.1 | -2.0 |
| Flava | 2.2 | 1.9 | 0.3 | 13 | 1.6 | 1.5 | 0.1 | 1.9 | 1.5 | 0.4 | 2.8 | 2.5 | 0.3 | 1.9 | 1.3 | 0.6 | 5.4 | 4.6 | 0.8 | 3.6 | 2.9 | 0.7 |
| Life FM | 1.2 | 2.7 | -1.5 | 14 | 0.9 | 3.9 | -3.0 | 2.1 | 5.2 | -3.1 | 1.4 | 3.7 | -2.3 | 0.7 | 0.8 | -0.1 | 0.6 | 1.2 | -0.6 | 1.3 | 1.4 | -0.1 |
| Magic | 6.3 | 5.3 | 1.0 | 8 | 7.7 | 5.5 | 2.2 | 7.5 | 5.6 | 1.9 | 8.5 | 6.3 | 2.2 | 9.9 | 11.0 | -1.1 | 5.0 | 4.3 | 0.7 | 8.0 | 7.3 | 0.7 |
| Mai FM | 1.1 | 0.9 | 0.2 | 16 | 1.1 | 0.9 | 0.2 | 1.2 | 0.9 | 0.3 | 2.0 | 2.8 | -0.8 | 0.9 | 1.4 | -0.5 | 2.2 | 1.4 | 0.8 | 2.2 | 3.1 | -0.9 |
| Moana Radio | 0.2 | 0.2 | 0.0 | 18 | 0.3 | 0.2 | 0.1 | 0.8 | 0.9 | -0.1 | 0.3 | 0.3 | 0.0 | 0.1 | 0.1 | 0.0 | 1.1 | 1.0 | 0.1 | 0.3 | 0.3 | 0.0 |
| More FM | 9.6 | 7.8 | 1.8 | 3 | 7.2 | 5.5 | 1.7 | 7.6 | 6.1 | 1.5 | 4.6 | 4.1 | 0.5 | 2.8 | 2.5 | 0.3 | 1.1 | 0.5 | 0.6 | 5.4 | 4.9 | 0.5 |
| Newstalk ZB | 14.8 | 15.3 | -0.5 | 1 | 8.9 | 10.0 | -1.1 | 4.6 | 5.8 | -1.2 | 6.3 | 5.7 | 0.6 | 15.4 | 17.5 | -2.1 | 36.5 | 25.2 | 11.3 | 9.5 | 10.0 | -0.5 |
| Radio Hauraki | 3.6 | 4.0 | -0.4 | 11 | 5.5 | 5.7 | -0.2 | 6.9 | 7.4 | -0.5 | 5.6 | 6.3 | -0.7 | 1.4 | 2.1 | -0.7 | 1.9 | 3.5 | -1.6 | 3.8 | 4.6 | -0.8 |
| RadioLIVE | 3.6 | 4.0 | -0.4 | 11 | 2.0 | 2.1 | -0.1 | 1.7 | 1.8 | -0.1 | 2.3 | 2.1 | 0.2 | 6.4 | 2.8 | 3.6 | 3.1 | 5.0 | -1.9 | 3.0 | 2.6 | 0.4 |
| Radio Sport | 1.2 | 1.2 | 0.0 | 14 | 1.0 | 0.7 | 0.3 | 1.0 | 0.8 | 0.2 | 1.1 | 1.3 | -0.2 | 3.0 | 2.4 | 0.6 | 0.9 | 1.1 | -0.2 | 1.7 | 2.3 | -0.6 |
| Radio Tainui | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * | * |
| Rhema | 0.9 | 0.9 | 0.0 | 17 | 0.2 | 0.2 | 0.0 | 0.5 | 0.5 | 0.0 | 0.2 | 0.3 | -0.1 | * | * | * | 0.5 | 0.3 | 0.2 | 0.3 | 0.2 | 0.1 |
| Rock | 8.9 | 8.2 | 0.7 | 4 | 9.6 | 10.3 | -0.7 | 9.0 | 11.2 | -2.2 | 9.8 | 12.1 | -2.3 | 3.3 | 4.5 | -1.2 | 7.8 | 6.7 | 1.1 | 5.3 | 4.8 | 0.5 |
| Star | 0.1 | 0.2 | -0.1 | 19 | 0.5 | 0.4 | 0.1 | 0.3 | 0.1 | 0.2 | 0.1 | 0.2 | -0.1 | 0.5 | 0.5 | 0.0 | * | * | * | 0.2 | 0.3 | -0.1 |
| The Hits | 6.4 | 8.8 | -2.4 | 7 | 8.7 | 8.9 | -0.2 | 8.0 | 7.9 | 0.1 | 8.3 | 8.0 | 0.3 | 12.0 | 9.5 | 2.5 | 5.7 | 6.3 | -0.6 | 7.2 | 8.2 | -1.0 |
| The Sound | 8.8 | 9.5 | -0.7 | 5 | 14.6 | 12.4 | 2.2 | 14.3 | 12.8 | 1.5 | 13.1 | 10.7 | 2.4 | 6.3 | 6.7 | -0.4 | 5.9 | 16.4 | -10.5 | 10.3 | 8.9 | 1.4 |
| ZM | 6.2 | 5.8 | 0.4 | 9 | 3.5 | 4.8 | -1.3 | 4.3 | 4.6 | -0.3 | 5.8 | 5.5 | 0.3 | 6.8 | 5.4 | 1.4 | 2.1 | 2.5 | -0.4 | 6.2 | 4.5 | 1.7 |
| Others | 2.5 | 4.1 | -1.6 | | 4.3 | 5.5 | -1.2 | 4.6 | 4.4 | 0.2 | 4.7 | 4.2 | 0.5 | 11.5 | 7.0 | 4.5 | 8.4 | 10.7 | -2.3 | 6.0 | 6.7 | -0.7 |
| Mediaworks Combo | 49.0 | 43.7 | 5.3 | | 50.3 | 44.8 | 5.5 | 52.4 | 48.4 | 4.0 | 53.8 | 52.0 | 1.8 | 40.6 | 44.2 | -3.6 | 29.9 | 38.7 | -8.8 | 45.0 | 43.6 | 1.4 |
| NZME Combo | 46.0 | 48.2 | -2.2 | | 43.7 | 45.1 | -1.4 | 39.4 | 40.4 | -1.0 | 39.4 | 39.2 | 0.2 | 46.6 | 47.5 | -0.9 | 59.3 | 48.0 | 11.3 | 46.8 | 47.5 | -0.7 |

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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 4 2017

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

Survey Comparisons: 3/2017 - 4/2017

This Survey Period: Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 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 | 16.3 | 14.9 | 1.4 | 10 | 2.1 | 1.3 | 0.8 | 2.2 | 2.2 | 0.0 | 3.1 | 2.7 | 0.4 | 6.8 | 6.2 | 0.6 | 6.4 | 6.0 | 0.4 | 4.8 | 4.4 | 0.4 | 3.3 | 3.2 | 0.1 |
| Coast | 23.1 | 26.2 | -3.1 | 1 | 1.1 | 0.8 | 0.3 | 1.9 | 2.2 | -0.3 | 1.9 | 2.1 | -0.2 | 4.3 | 4.5 | -0.2 | 7.3 | 8.6 | -1.3 | 12.4 | 15.3 | -2.9 | 1.6 | 1.3 | 0.3 |
| Edge | 22.1 | 22.8 | -0.7 | 3 | 5.3 | 6.4 | -1.1 | 6.5 | 7.9 | -1.4 | 10.1 | 8.8 | 1.3 | 12.1 | 10.7 | 1.4 | 4.5 | 5.2 | -0.7 | 2.5 | 3.4 | -0.9 | 8.3 | 7.3 | 1.0 |
| Flava | 11.8 | 8.4 | 3.4 | 11 | 4.3 | 1.8 | 2.5 | 4.4 | 4.8 | -0.4 | 3.1 | 1.9 | 1.2 | 3.8 | 2.7 | 1.1 | 1.3 | 1.4 | -0.1 | 0.6 | 0.6 | 0.0 | 2.8 | 1.4 | 1.4 |
| Life FM | 4.9 | 5.9 | -1.0 | 16 | 0.6 | 0.8 | -0.2 | 1.1 | 0.9 | 0.2 | 1.8 | 1.5 | 0.3 | 2.9 | 4.1 | -1.2 | 1.6 | 2.8 | -1.2 | 0.8 | 0.5 | 0.3 | 1.8 | 1.5 | 0.3 |
| Magic | 17.2 | 14.9 | 2.3 | 9 | 0.7 | 0.9 | -0.2 | 0.7 | 0.3 | 0.4 | 1.9 | 1.1 | 0.8 | 3.6 | 2.5 | 1.1 | 6.4 | 5.8 | 0.6 | 10.6 | 9.4 | 1.2 | 1.9 | 1.2 | 0.7 |
| Mai FM | 9.7 | 11.7 | -2.0 | 12 | 1.8 | 1.3 | 0.5 | 5.3 | 7.8 | -2.5 | 3.3 | 3.8 | -0.5 | 3.7 | 4.2 | -0.5 | 0.8 | 0.7 | 0.1 | 0.5 | 0.6 | -0.1 | 2.4 | 1.9 | 0.5 |
| Moana Radio | 1.1 | 1.0 | 0.1 | 18 | 0.2 | 0.3 | -0.1 | 0.3 | 0.3 | 0.0 | 0.5 | 0.5 | 0.0 | 0.5 | 0.5 | 0.0 | * | * | * | * | * | * | 0.1 | 0.1 | 0.0 |
| More FM | 21.2 | 15.8 | 5.4 | 4 | 3.3 | 2.0 | 1.3 | 3.3 | 3.0 | 0.3 | 8.1 | 6.6 | 1.5 | 12.7 | 10.3 | 2.4 | 7.7 | 5.2 | 2.5 | 3.7 | 1.9 | 1.8 | 6.3 | 5.3 | 1.0 |
| Newstalk ZB | 18.4 | 18.9 | -0.5 | 8 | 0.5 | 0.4 | 0.1 | 1.0 | 0.9 | 0.1 | 1.8 | 1.4 | 0.4 | 4.0 | 3.8 | 0.2 | 6.1 | 6.7 | -0.6 | 8.2 | 8.9 | -0.7 | 1.3 | 1.3 | 0.0 |
| Radio Hauraki | 9.3 | 12.8 | -3.5 | 13 | 0.3 | 0.8 | -0.5 | 3.9 | 5.2 | -1.3 | 4.1 | 4.7 | -0.6 | 5.9 | 7.9 | -2.0 | 3.6 | 4.7 | -1.1 | 1.8 | 1.5 | 0.3 | 1.2 | 1.5 | -0.3 |
| RadioLIVE | 9.2 | 8.4 | 0.8 | 14 | 0.3 | 0.3 | 0.0 | 0.9 | 0.3 | 0.6 | 1.4 | 0.6 | 0.8 | 3.5 | 2.5 | 1.0 | 4.2 | 4.1 | 0.1 | 3.8 | 4.1 | -0.3 | 0.2 | * | * |
| Radio Sport | 5.8 | 5.2 | 0.6 | 15 | * | * | * | 0.1 | 0.1 | 0.0 | 1.7 | 1.6 | 0.1 | 2.5 | 2.5 | 0.0 | 2.7 | 1.7 | 1.0 | 2.7 | 1.8 | 0.9 | 0.9 | 0.8 | 0.1 |
| Radio Tainui | 0.2 | 0.1 | 0.1 | 20 | * | * | * | 0.1 | 0.1 | 0.0 | * | * | * | 0.1 | 0.1 | 0.0 | 0.1 | 0.1 | 0.0 | * | * | * | 0.1 | 0.1 | 0.0 |
| Rhema | 1.9 | 1.7 | 0.2 | 17 | 0.2 | 0.3 | -0.1 | 0.5 | 0.4 | 0.1 | 0.4 | 0.2 | 0.2 | 0.6 | 0.2 | 0.4 | 0.5 | * | * | 0.5 | 0.5 | 0.0 | 0.3 | 0.1 | 0.2 |
| Rock | 20.3 | 20.5 | -0.2 | 5 | 1.4 | 1.8 | -0.4 | 8.5 | 9.2 | -0.7 | 8.9 | 10.0 | -1.1 | 12.4 | 12.3 | 0.1 | 5.7 | 5.3 | 0.4 | 2.8 | 3.5 | -0.7 | 6.0 | 4.7 | 1.3 |
| Star | 0.8 | 1.0 | -0.2 | 19 | 0.1 | 0.1 | 0.0 | 0.1 | 0.1 | 0.0 | * | * | * | 0.2 | * | * | 0.2 | * | * | 0.2 | 0.2 | 0.0 | 0.2 | * | * |
| The Hits | 20.3 | 21.8 | -1.5 | 5 | 3.2 | 2.8 | 0.4 | 5.0 | 6.0 | -1.0 | 5.9 | 6.8 | -0.9 | 9.8 | 10.6 | -0.8 | 6.6 | 6.9 | -0.3 | 4.1 | 4.7 | -0.6 | 3.4 | 4.2 | -0.8 |
| The Sound | 20.3 | 22.1 | -1.8 | 5 | 1.0 | 1.5 | -0.5 | 3.5 | 4.2 | -0.7 | 5.2 | 5.8 | -0.6 | 11.0 | 12.9 | -1.9 | 11.8 | 12.3 | -0.5 | 6.9 | 6.3 | 0.6 | 3.8 | 3.7 | 0.1 |
| ZM | 22.6 | 21.9 | 0.7 | 2 | 4.2 | 4.2 | 0.0 | 8.9 | 8.8 | 0.1 | 10.6 | 10.9 | -0.3 | 13.0 | 12.5 | 0.5 | 3.7 | 2.8 | 0.9 | 1.4 | 1.4 | 0.0 | 5.7 | 5.0 | 0.7 |
| Others | 14.8 | 16.2 | -1.4 | | 1.1 | 0.9 | 0.2 | 3.8 | 4.2 | -0.4 | 2.6 | 2.0 | 0.6 | 5.1 | 4.2 | 0.9 | 5.2 | 5.5 | -0.3 | 4.5 | 5.4 | -0.9 | 2.6 | 1.9 | 0.7 |
| Mediaworks Combo | 92.7 | 88.7 | 4.0 | | 9.6 | 9.5 | 0.1 | 22.1 | 23.8 | -1.7 | 26.4 | 24.3 | 2.1 | 42.1 | 39.5 | 2.6 | 31.3 | 29.6 | 1.7 | 25.5 | 23.4 | 2.1 | 20.2 | 16.4 | 3.8 |
| NZME Combo | 88.4 | 91.3 | -2.9 | | 10.2 | 9.0 | 1.2 | 19.7 | 20.5 | -0.8 | 22.3 | 22.0 | 0.3 | 33.5 | 34.4 | -0.9 | 25.3 | 26.2 | -0.9 | 26.0 | 27.5 | -1.5 | 14.6 | 13.5 | 1.1 |
| All Commercial Radio | 132.5 | 135.4 | -2.9 | | 14.6 | 15.1 | -0.5 | 26.2 | 27.0 | -0.8 | 32.5 | 32.5 | 0.0 | 53.6 | 54.5 | -0.9 | 43.1 | 43.4 | -0.3 | 39.6 | 39.7 | -0.1 | 24.6 | 21.6 | 3.0 |
| Potential (000) | 160.7 | 160.7 | 0.0 | | 19.0 | 18.8 | 0.2 | 33.4 | 33.6 | -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 | 26.0 | 23.4 | 2.6 |
| Sample | 870 | 866 | 4 | | 91 | 84 | 7 | 171 | 175 | -4 | 202 | 207 | -5 | 309 | 316 | -7 | 252 | 249 | 3 | 322 | 320 | 2 | 134 | 131 | 3 |

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 4 2017

Cumulative Audience (000's) by Daypart, People 10+
Survey Comparisons: 3/2017 - 4/2017

This Survey Period: Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017

Last 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

| | This | Last | +/- |
|-----------------|-------|-------|-----|
| Potential (000) | 160.7 | 160.7 | 0.0 |
| Sample Size | 870 | 866 | 4 |

| | 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 | 7.5 | 6.4 | 1.1 | 10 | 5.6 | 7.0 | -1.4 | 7.8 | 9.0 | -1.2 | 5.9 | 4.8 | 1.1 | 2.7 | 2.5 | 0.2 | 0.8 | 0.5 | 0.3 | 8.7 | 7.7 | 1.0 | |
| Coast | 12.6 | 13.5 | -0.9 | 6 | 13.1 | 14.4 | -1.3 | 14.3 | 16.9 | -2.6 | 9.7 | 12.1 | -2.4 | 4.3 | 6.4 | -2.1 | 1.9 | 1.6 | 0.3 | 17.6 | 18.6 | -1.0 | |
| Edge | 13.0 | 11.6 | 1.4 | 4 | 7.1 | 6.9 | 0.2 | 13.2 | 12.0 | 1.2 | 11.1 | 12.5 | -1.4 | 3.6 | 4.7 | -1.1 | 0.6 | 0.9 | -0.3 | 11.9 | 13.7 | -1.8 | |
| Flava | 5.9 | 5.1 | 0.8 | 11 | 3.2 | 2.7 | 0.5 | 7.6 | 4.4 | 3.2 | 4.8 | 4.5 | 0.3 | 1.5 | 1.5 | 0.0 | 1.4 | 0.9 | 0.5 | 8.1 | 4.4 | 3.7 | |
| Life FM | 2.0 | 3.4 | -1.4 | 16 | 1.6 | 3.1 | -1.5 | 2.8 | 3.7 | -0.9 | 2.4 | 3.9 | -1.5 | 1.1 | 1.2 | -0.1 | 0.1 | 0.6 | -0.5 | 3.2 | 3.6 | -0.4 | |
| Magic | 10.8 | 8.7 | 2.1 | 8 | 9.9 | 7.9 | 2.0 | 10.7 | 8.5 | 2.2 | 9.4 | 8.0 | 1.4 | 4.7 | 4.2 | 0.5 | 1.9 | 2.3 | -0.4 | 12.2 | 11.3 | 0.9 | |
| Mai FM | 4.2 | 3.0 | 1.2 | 14 | 3.9 | 3.6 | 0.3 | 4.4 | 3.5 | 0.9 | 4.1 | 5.8 | -1.7 | 1.2 | 2.1 | -0.9 | 1.5 | 0.8 | 0.7 | 4.6 | 7.7 | -3.1 | |
| Moana Radio | 0.4 | 0.4 | 0.0 | 18 | 0.6 | 0.4 | 0.2 | 0.6 | 0.4 | 0.2 | 0.6 | 0.7 | -0.1 | 0.1 | 0.1 | 0.0 | 0.2 | 0.3 | -0.1 | 0.7 | 0.6 | 0.1 | |
| More FM | 14.5 | 11.0 | 3.5 | 1 | 8.9 | 6.7 | 2.2 | 9.5 | 8.6 | 0.9 | 7.4 | 5.8 | 1.6 | 2.6 | 1.6 | 1.0 | 0.8 | 0.6 | 0.2 | 11.8 | 8.9 | 2.9 | |
| Newstalk ZB | 14.3 | 14.0 | 0.3 | 2 | 8.7 | 9.6 | -0.9 | 7.9 | 8.9 | -1.0 | 7.8 | 7.7 | 0.1 | 5.0 | 5.3 | -0.3 | 4.3 | 4.5 | -0.2 | 13.2 | 13.6 | -0.4 | |
| Radio Hauraki | 5.8 | 7.2 | -1.4 | 12 | 4.6 | 4.6 | 0.0 | 6.2 | 7.6 | -1.4 | 4.8 | 5.8 | -1.0 | 1.7 | 2.6 | -0.9 | 1.0 | 2.4 | -1.4 | 5.3 | 7.5 | -2.2 | |
| RadioLIVE | 5.3 | 5.0 | 0.3 | 13 | 3.1 | 3.2 | -0.1 | 3.7 | 2.8 | 0.9 | 3.4 | 3.0 | 0.4 | 1.6 | 1.3 | 0.3 | 1.1 | 1.1 | 0.0 | 5.4 | 5.4 | 0.0 | |
| Radio Sport | 3.1 | 2.5 | 0.6 | 15 | 2.7 | 2.2 | 0.5 | 3.0 | 2.5 | 0.5 | 2.8 | 2.0 | 0.8 | 1.5 | 1.1 | 0.4 | 0.2 | 0.5 | -0.3 | 3.6 | 3.3 | 0.3 | |
| Radio Tainui | * | * | * | * | * | * | * | 0.1 | 0.1 | 0.0 | * | * | * | * | * | * | * | * | * | * | 0.1 | 0.1 | 0.0 |
| Rhema | 1.0 | 0.9 | 0.1 | 17 | 0.4 | 0.4 | 0.0 | 1.1 | 0.9 | 0.2 | 0.3 | 0.4 | -0.1 | 0.1 | 0.1 | 0.0 | 0.2 | 0.2 | 0.0 | 0.8 | 0.7 | 0.1 | |
| Rock | 12.8 | 11.2 | 1.6 | 5 | 9.6 | 9.4 | 0.2 | 11.2 | 12.0 | -0.8 | 9.5 | 10.5 | -1.0 | 2.2 | 3.3 | -1.1 | 2.0 | 2.4 | -0.4 | 10.2 | 10.4 | -0.2 | |
| Star | 0.1 | 0.2 | -0.1 | 19 | 0.6 | 0.4 | 0.2 | 0.6 | 0.4 | 0.2 | 0.2 | 0.3 | -0.1 | 0.2 | 0.2 | 0.0 | 0.1 | 0.1 | 0.0 | 0.3 | 0.7 | -0.4 | |
| The Hits | 10.2 | 13.3 | -3.1 | 9 | 9.2 | 9.7 | -0.5 | 10.0 | 10.0 | 0.0 | 10.6 | 10.0 | 0.6 | 4.7 | 4.2 | 0.5 | 2.1 | 3.0 | -0.9 | 12.5 | 13.4 | -0.9 | |
| The Sound | 12.5 | 13.0 | -0.5 | 7 | 10.4 | 8.9 | 1.5 | 13.1 | 13.6 | -0.5 | 11.2 | 10.8 | 0.4 | 3.8 | 3.9 | -0.1 | 1.9 | 2.9 | -1.0 | 11.7 | 13.4 | -1.7 | |
| ZM | 13.7 | 12.7 | 1.0 | 3 | 8.1 | 6.4 | 1.7 | 10.5 | 9.1 | 1.4 | 12.5 | 11.4 | 1.1 | 5.9 | 5.1 | 0.8 | 0.7 | 1.0 | -0.3 | 14.7 | 14.6 | 0.1 | |
| Others | 5.1 | 6.4 | -1.3 | | 4.8 | 6.0 | -1.2 | 6.5 | 5.4 | 1.1 | 5.5 | 5.9 | -0.4 | 3.2 | 2.3 | 0.9 | 2.0 | 3.3 | -1.3 | 7.3 | 7.6 | -0.3 | |
| Mediaworks Combo | 63.5 | 56.8 | 6.7 | | 48.0 | 45.0 | 3.0 | 58.8 | 54.5 | 4.3 | 52.4 | 49.5 | 2.9 | 20.3 | 20.7 | -0.4 | 9.5 | 10.1 | -0.6 | 63.4 | 64.7 | -1.3 | |
| NZME Combo | 59.9 | 62.1 | -2.2 | | 43.7 | 44.7 | -1.0 | 53.2 | 53.5 | -0.3 | 47.3 | 49.1 | -1.8 | 23.5 | 25.7 | -2.2 | 11.3 | 13.6 | -2.3 | 62.6 | 64.4 | -1.8 | |
| All Commercial Radio | 105.8 | 105.3 | 0.5 | | 80.0 | 81.7 | -1.7 | 98.6 | 98.0 | 0.6 | 87.4 | 89.4 | -2.0 | 42.8 | 45.6 | -2.8 | 18.2 | 22.6 | -4.4 | 108.0 | 110.4 | -2.4 | |

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 4 2017

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

Survey Comparisons: 3/2017 - 4/2017

This Survey Period: Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017

Last 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

| | 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 | 6:21 | 6:26 | -0:04 | 1:32 | 2:28 | -0:56 | 2:18 | 2:23 | -0:05 | 2:37 | 2:52 | -0:14 | 4:35 | 4:18 | 0:16 | 5:49 | 5:18 | 0:30 | 5:21 | 5:09 | 0:11 | 5:39 | 4:59 | 0:39 |
| Coast | 12:22 | 10:59 | 1:23 | 3:16 | 4:04 | -0:48 | 13:02 | 7:10 | 5:52 | 13:14 | 6:28 | 6:46 | 8:28 | 4:52 | 3:35 | 10:15 | 10:03 | 0:11 | 13:21 | 12:25 | 0:56 | 3:53 | 4:53 | -0:59 |
| Edge | 6:15 | 6:16 | -0:01 | 5:48 | 7:44 | -1:55 | 5:21 | 5:20 | 0:01 | 7:02 | 6:45 | 0:16 | 6:57 | 6:17 | 0:40 | 5:30 | 4:36 | 0:54 | 4:41 | 5:10 | -0:28 | 8:29 | 6:51 | 1:37 |
| Flava | 4:50 | 5:46 | -0:55 | 5:05 | 10:30 | -5:25 | 5:05 | 4:29 | 0:36 | 4:29 | 3:19 | 1:09 | 4:35 | 4:01 | 0:33 | 4:11 | 4:39 | -0:27 | 2:53 | 2:52 | 0:00 | 4:56 | 5:59 | -1:03 |
| Life FM | 6:20 | 12:22 | -6:02 | 1:00 | 1:02 | -0:02 | 13:33 | 17:51 | -4:17 | 6:24 | 6:39 | -0:15 | 6:23 | 14:18 | -7:55 | 5:25 | 17:43 | -12:18 | 2:39 | 1:43 | 0:56 | 7:07 | 7:53 | -0:46 |
| Magic | 10:07 | 9:45 | 0:22 | 2:51 | 2:47 | 0:04 | 21:21 | 23:17 | -1:56 | 10:48 | 10:07 | 0:40 | 8:31 | 7:22 | 1:09 | 7:19 | 7:22 | -0:03 | 8:32 | 7:49 | 0:43 | 4:24 | 3:55 | 0:28 |
| Mai FM | 3:33 | 3:16 | 0:16 | 1:10 | 2:35 | -1:25 | 5:00 | 3:52 | 1:07 | 3:45 | 3:38 | 0:06 | 3:30 | 3:25 | 0:04 | 1:39 | 1:36 | 0:02 | 1:37 | 1:57 | -0:20 | 4:16 | 5:09 | -0:52 |
| Moana Radio | 8:42 | 9:15 | -0:33 | 27:30 | 27:30 | 0:00 | 4:52 | 4:52 | 0:00 | 3:11 | 2:37 | 0:33 | 3:11 | 2:37 | 0:33 | * | * | * | * | * | * | 9:30 | 9:30 | 0:00 |
| More FM | 7:14 | 8:04 | -0:50 | 3:58 | 6:27 | -2:28 | 5:03 | 5:36 | -0:32 | 5:41 | 5:39 | 0:02 | 7:48 | 7:39 | 0:08 | 9:19 | 10:32 | -1:12 | 6:58 | 9:13 | -2:14 | 6:19 | 5:56 | 0:22 |
| Newstalk ZB | 12:27 | 12:53 | -0:25 | 1:39 | 1:44 | -0:05 | 5:29 | 2:16 | 3:13 | 6:05 | 2:08 | 3:56 | 7:21 | 6:16 | 1:05 | 7:29 | 7:47 | -0:17 | 12:38 | 11:39 | 0:58 | 8:06 | 8:59 | -0:52 |
| Radio Hauraki | 11:43 | 9:40 | 2:02 | 1:31 | 0:52 | 0:38 | 5:48 | 4:53 | 0:54 | 14:20 | 11:28 | 2:52 | 16:03 | 13:22 | 2:40 | 12:37 | 12:59 | -0:22 | 5:23 | 6:09 | -0:46 | 6:19 | 4:51 | 1:28 |
| RadioLIVE | 6:54 | 7:23 | -0:28 | 3:13 | 2:46 | 0:27 | 8:28 | 4:34 | 3:53 | 5:51 | 3:46 | 2:05 | 5:09 | 4:38 | 0:30 | 7:33 | 5:40 | 1:53 | 10:24 | 8:02 | 2:22 | 4:45 | * | * |
| Radio Sport | 5:12 | 6:06 | -0:54 | * | * | * | 2:00 | 2:00 | 0:00 | 2:57 | 3:29 | -0:32 | 4:14 | 4:33 | -0:19 | 5:58 | 9:02 | -3:03 | 6:20 | 9:26 | -3:06 | 7:39 | 8:14 | -0:35 |
| Radio Tainui | 0:35 | 0:31 | 0:04 | * | * | * | 0:15 | 0:15 | 0:00 | * | * | * | 1:00 | 1:00 | 0:00 | 1:00 | 1:00 | 0:00 | * | * | * | 1:00 | 1:00 | 0:00 |
| Rhema | 4:55 | 5:51 | -0:56 | 9:30 | 9:30 | 0:00 | 1:48 | 4:08 | -2:20 | 4:16 | 10:04 | -5:48 | 3:41 | 10:04 | -6:23 | 2:48 | 2:30 | 0:18 | 4:29 | 4:17 | 0:12 | 6:25 | 15:00 | -8:34 |
| Rock | 9:05 | 9:52 | -0:47 | 4:41 | 5:48 | -1:06 | 10:40 | 9:59 | 0:40 | 11:59 | 12:03 | -0:04 | 10:13 | 11:26 | -1:12 | 5:01 | 6:54 | -1:52 | 3:25 | 5:13 | -1:47 | 7:06 | 8:56 | -1:49 |
| Star | 7:02 | 5:24 | 1:37 | 0:15 | 0:15 | 0:00 | 0:15 | 0:15 | 0:00 | * | * | * | 4:30 | * | * | 4:30 | * | * | 18:41 | 1:09 | 17:31 | 4:30 | * | * |
| The Hits | 8:51 | 8:56 | -0:04 | 8:39 | 10:25 | -1:45 | 7:05 | 5:55 | 1:09 | 6:33 | 8:54 | -2:20 | 8:20 | 8:26 | -0:05 | 11:03 | 8:41 | 2:21 | 11:19 | 11:15 | 0:03 | 9:44 | 11:23 | -1:38 |
| The Sound | 13:10 | 11:24 | 1:45 | 4:49 | 6:00 | -1:11 | 11:01 | 9:36 | 1:25 | 7:48 | 5:35 | 2:12 | 10:28 | 9:55 | 0:32 | 16:57 | 14:53 | 2:03 | 19:01 | 14:57 | 4:04 | 10:18 | 10:43 | -0:24 |
| ZM | 5:17 | 5:14 | 0:03 | 4:06 | 4:42 | -0:36 | 6:49 | 4:53 | 1:56 | 5:31 | 6:30 | -0:59 | 5:35 | 6:01 | -0:26 | 4:57 | 2:38 | 2:18 | 3:03 | 2:27 | 0:35 | 6:51 | 5:45 | 1:06 |
| Others | 7:42 | 7:41 | 0:00 | 10:11 | 1:54 | 8:17 | 4:04 | 3:28 | 0:36 | 4:50 | 5:56 | -1:06 | 7:06 | 5:18 | 1:47 | 11:25 | 11:32 | -0:06 | 9:58 | 11:42 | -1:43 | 8:53 | 5:59 | 2:53 |
| Mediaworks Combo | 12:04 | 12:02 | 0:02 | 6:35 | 9:36 | -3:00 | 10:34 | 9:52 | 0:41 | 11:51 | 11:43 | 0:07 | 12:17 | 12:19 | -0:02 | 14:07 | 13:28 | 0:38 | 13:06 | 11:48 | 1:17 | 11:25 | 11:50 | -0:25 |
| NZME Combo | 11:26 | 11:27 | -0:00 | 7:05 | 8:06 | -1:01 | 8:43 | 6:58 | 1:45 | 9:28 | 9:43 | -0:14 | 10:14 | 9:50 | 0:24 | 11:02 | 11:01 | 0:00 | 13:28 | 13:46 | -0:17 | 8:02 | 8:40 | -0:37 |
| All Commercial Radio | 17:21 | 17:14 | 0:06 | 10:38 | 11:44 | -1:05 | 16:42 | 15:15 | 1:27 | 16:58 | 16:08 | 0:50 | 17:10 | 16:42 | 0:28 | 18:23 | 18:26 | -0:02 | 18:36 | 18:10 | 0:26 | 15:49 | 15:37 | 0:12 |
| Potential (000) | 160.7 | 160.7 | 0.0 | 19.0 | 18.8 | 0.2 | 33.4 | 33.6 | -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 | 26.0 | 23.4 | 2.6 |
| Sample | 870 | 866 | 4 | 91 | 84 | 7 | 171 | 175 | -4 | 202 | 207 | -5 | 309 | 316 | -7 | 252 | 249 | 3 | 322 | 320 | 2 | 134 | 131 | 3 |

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TAURANGA COMMERCIAL RADIO - SURVEY 4 2017

Average Time Spent Listening (hh:mm) by Daypart, People 10+
 Survey Comparisons: 3/2017 - 4/2017

This Survey Period: Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017

Last 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

| | This | Last | +/- |
|-----------------|-------|-------|-----|
| Potential (000) | 160.7 | 160.7 | 0.0 |
| Sample Size | 870 | 866 | 4 |

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