



TAURANGA COMMERCIAL RADIO - SURVEY 1 2017

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

Survey Comparisons: 1/2016 - 1/2017

This 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

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

	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	4.0	-0.4	10	0.8	0.3	0.5	0.8	0.9	-0.1	1.3	1.0	0.3	3.1	2.0	1.1	4.0	6.2	-2.2	4.7	8.1	-3.4	2.9	2.9	0.0
Coast	11.7	11.5	0.2	1	1.2	2.5	-1.3	0.9	0.9	0.0	2.1	1.1	1.0	2.5	2.2	0.3	10.4	8.7	1.7	27.1	23.7	3.4	3.7	4.6	-0.9
Edge	7.2	6.9	0.3	7	26.2	23.8	2.4	15.4	17.0	-1.6	12.6	12.3	0.3	8.3	9.1	-0.8	3.5	4.4	-0.9	2.1	2.0	0.1	12.6	10.9	1.7
Flava	2.1	1.7	0.4	14	11.2	13.3	-2.1	5.8	3.8	2.0	1.2	1.3	-0.1	1.0	0.7	0.3	0.6	0.3	0.3	0.3	0.3	0.0	1.9	1.0	0.9
George FM	n.a.	0.4	*	*	n.a.	1.3	*	n.a.	1.3	*	n.a.	0.8	*	n.a.	0.6	*	n.a.	0.2	*	n.a.	*	*	n.a.	0.3	*
Life FM	1.3	1.3	0.0	15	2.4	2.7	-0.3	*	0.1	*	0.7	0.4	0.3	1.7	1.5	0.2	2.5	2.9	-0.4	1.2	1.5	-0.3	1.3	0.9	0.4
Magic	5.9	5.5	0.4	8	0.8	1.1	-0.3	0.3	0.5	-0.2	0.6	0.3	0.3	1.7	1.6	0.1	6.2	5.2	1.0	10.5	8.9	1.6	1.9	1.7	0.2
Mai FM	2.9	2.8	0.1	13	7.5	9.4	-1.9	7.0	5.8	1.2	4.0	4.8	-0.8	3.3	3.7	-0.4	1.8	1.7	0.1	0.7	0.4	0.3	4.1	4.0	0.1
Moana Radio	0.7	0.7	0.0	19	0.4	0.3	0.1	0.2	0.2	0.0	1.6	1.2	0.4	1.5	1.3	0.2	0.8	0.9	-0.1	0.3	0.2	0.1	1.4	1.3	0.1
More FM	3.6	3.3	0.3	10	4.0	2.9	1.1	4.4	4.2	0.2	4.8	4.3	0.5	4.9	3.6	1.3	5.0	2.9	2.1	2.9	2.8	0.1	5.1	5.0	0.1
Newstalk ZB	10.6	9.7	0.9	2	6.9	9.5	-2.6	0.8	0.8	0.0	2.5	2.6	-0.1	2.5	2.4	0.1	4.9	4.7	0.2	12.8	12.8	0.0	3.9	5.8	-1.9
Radio Hauraki	4.0	3.4	0.6	9	0.1	0.7	-0.6	7.1	7.2	-0.1	9.8	7.8	2.0	8.7	7.2	1.5	4.3	3.6	0.7	0.5	0.4	0.1	3.4	3.2	0.2
Radio Live	3.2	3.7	-0.5	12	*	*	*	*	0.3	*	1.3	1.8	-0.5	1.1	2.1	-1.0	2.2	2.6	-0.4	4.5	4.8	-0.3	1.4	1.8	-0.4
Radio Sport	1.0	1.0	0.0	16	*	*	*	0.2	*	*	0.3	0.5	-0.2	0.5	0.4	0.1	1.5	1.2	0.3	1.9	1.8	0.1	0.4	*	*
Radio Tainui	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	0.9	2.0	-1.1	17	1.3	0.1	1.2	0.8	1.1	-0.3	1.0	1.2	-0.2	1.1	1.6	-0.5	0.7	1.1	-0.4	0.9	1.7	-0.8	0.4	0.8	-0.4
Rock	10.1	10.4	-0.3	3	9.4	9.3	0.1	24.4	22.5	1.9	20.8	22.3	-1.5	16.6	18.5	-1.9	8.3	9.9	-1.6	2.4	3.5	-1.1	13.9	12.1	1.8
Star	0.8	1.2	-0.4	18	0.1	0.2	-0.1	*	*	*	*	*	*	*	*	*	0.5	0.5	0.0	1.6	2.9	-1.3	*	*	*
The Hits	7.4	7.0	0.4	6	11.3	4.3	7.0	7.8	7.9	-0.1	10.5	11.9	-1.4	8.8	10.5	-1.7	8.6	8.8	-0.2	7.4	5.4	2.0	10.3	16.5	-6.2
The Sound	8.2	9.8	-1.6	5	0.3	0.8	-0.5	2.8	3.3	-0.5	3.4	3.8	-0.4	9.6	11.9	-2.3	17.2	21.4	-4.2	12.2	12.4	-0.2	6.6	8.0	-1.4
ZM	9.1	7.7	1.4	4	13.7	14.2	-0.5	15.6	14.7	0.9	17.2	16.3	0.9	17.2	14.1	3.1	9.4	6.2	3.2	0.5	0.4	0.1	18.1	14.2	3.9
Other	5.7	5.9	-0.2		2.5	3.2	-0.7	5.7	7.3	-1.6	4.3	4.3	0.0	5.8	4.9	0.9	7.4	6.8	0.6	5.6	6.1	-0.5	6.9	4.7	2.2
Mediaworks Combo	44.7	46.8	-2.1		48.9	48.9	0.0	55.0	55.9	-0.9	48.9	51.3	-2.4	48.6	53.1	-4.5	48.2	54.3	-6.1	40.0	42.8	-2.8	48.5	46.8	1.7
NZME Combo	45.9	42.1	3.8		44.5	44.6	-0.1	38.3	35.4	2.9	43.6	41.6	2.0	41.2	37.5	3.7	39.8	33.5	6.3	50.4	44.8	5.6	41.6	45.4	-3.8
Potential (000)	160.7	154.1	6.6		18.4	18.6	-0.2	34.0	31.6	2.4	38.9	37.9	1.0	64.0	62.3	1.7	49.5	47.0	2.5	45.7	43.1	2.6	26.2	25.1	1.1
Sample	895	899	-4		94	93	1	185	169	16	230	220	10	361	356	5	280	287	-7	295	292	3	145	145	0

Mediaworks Combo : Breeze or Edge or George FM (S1 2016 Only) 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 2017

Station Share (%) by Daypart, People 10+

Survey Comparisons: 1/2016 - 1/2017

This 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

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

	This	Last	+/-
Potential (000)	160.7	154.1	6.6
Sample Size	895	899	-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	3.2	3.6	-0.4	12	3.5	5.0	-1.5	2.5	4.6	-2.1	3.1	2.9	0.2	8.3	4.4	3.9	3.3	3.0	0.3	3.9	3.7	0.2	
Coast	10.1	10.5	-0.4	3	13.1	12.8	0.3	12.6	12.0	0.6	9.5	8.9	0.6	6.9	9.1	-2.2	7.9	6.1	1.8	13.9	13.4	0.5	
Edge	6.4	5.6	0.8	7	6.1	6.6	-0.5	7.3	6.6	0.7	7.3	6.6	0.7	8.7	10.5	-1.8	7.4	8.9	-1.5	8.0	7.6	0.4	
Flava	1.7	1.5	0.2	14	1.5	1.2	0.3	2.3	2.0	0.3	3.3	2.8	0.5	3.0	2.4	0.6	1.1	1.3	-0.2	2.2	1.3	0.9	
George FM	n.a.	0.5	*	*	n.a.	0.3	*	n.a.	0.4	*	n.a.	0.5	*	n.a.	0.4	*	n.a.	*	*	n.a.	0.4	*	
Life FM	0.8	0.9	-0.1	17	1.9	2.0	-0.1	1.6	1.6	0.0	1.3	1.1	0.2	0.2	0.2	0.0	0.4	0.6	-0.2	1.4	1.5	-0.1	
Magic	5.0	3.9	1.1	8	6.5	5.8	0.7	5.9	6.1	-0.2	6.0	5.1	0.9	6.1	5.8	0.3	4.4	3.5	0.9	6.4	6.5	-0.1	
Mai FM	3.2	3.2	0.0	12	1.9	1.8	0.1	2.0	1.9	0.1	4.2	3.9	0.3	4.5	4.6	-0.1	0.3	1.0	-0.7	3.6	3.0	0.6	
Moana Radio	1.0	1.0	0.0	15	0.7	0.6	0.1	1.1	0.9	0.2	0.5	0.8	-0.3	1.0	1.0	0.0	0.1	0.2	-0.1	0.4	0.3	0.1	
More FM	3.7	3.5	0.2	11	3.7	3.7	0.0	4.5	2.8	1.7	4.0	4.0	0.0	2.4	1.2	1.2	0.5	0.8	-0.3	3.1	3.8	-0.7	
Newstalk ZB	14.2	11.7	2.5	1	11.0	10.7	0.3	6.1	7.0	-0.9	4.5	5.5	-1.0	17.3	15.9	1.4	23.0	17.8	5.2	10.7	9.1	1.6	
Radio Hauraki	3.8	3.2	0.6	10	4.6	3.6	1.0	5.2	4.1	1.1	5.3	4.4	0.9	2.6	3.1	-0.5	*	0.4	*	3.0	2.9	0.1	
Radio Live	4.3	5.9	-1.6	9	2.1	1.5	0.6	1.7	1.0	0.7	1.6	1.6	0.0	4.3	7.1	-2.8	11.9	17.4	-5.5	3.7	4.2	-0.5	
Radio Sport	0.6	0.4	0.2	19	0.8	0.9	-0.1	0.8	0.5	0.3	1.4	1.5	-0.1	0.6	1.0	-0.4	0.3	0.3	0.0	1.8	1.8	0.0	
Radio Tainui	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	0.9	1.9	-1.0	16	0.8	1.8	-1.0	0.8	1.8	-1.0	0.4	1.5	-1.1	2.3	3.8	-1.5	1.1	1.3	-0.2	0.9	2.3	-1.4	
Rock	10.3	10.4	-0.1	2	11.9	12.7	-0.8	14.7	15.1	-0.4	11.9	13.3	-1.4	5.4	3.8	1.6	4.5	3.4	1.1	5.6	5.6	0.0	
Star	0.8	1.2	-0.4	17	0.5	1.4	-0.9	0.5	1.2	-0.7	0.8	1.4	-0.6	0.3	0.3	0.0	2.0	2.6	-0.6	1.0	1.0	0.0	
The Hits	8.4	8.3	0.1	5	7.7	7.0	0.7	7.1	7.2	-0.1	7.4	6.3	1.1	7.0	4.8	2.2	9.3	11.0	-1.7	6.6	6.3	0.3	
The Sound	8.1	9.9	-1.8	6	7.6	8.6	-1.0	7.9	8.4	-0.5	9.0	11.1	-2.1	7.4	7.5	-0.1	11.4	11.0	0.4	8.6	11.5	-2.9	
ZM	9.8	8.4	1.4	4	9.8	7.1	2.7	10.9	8.7	2.2	8.7	9.3	-0.6	5.3	5.3	0.0	8.1	6.9	1.2	7.5	6.6	0.9	
Other	3.6	4.5	-0.9		4.2	4.9	-0.7	4.7	5.9	-1.2	9.8	7.4	2.4	6.4	7.6	-1.2	3.0	2.4	0.6	7.7	7.1	0.6	
Mediaworks Combo	44.2	46.5	-2.3		43.3	45.9	-2.6	46.4	47.1	-0.7	47.1	49.1	-2.0	47.2	45.4	1.8	43.7	49.1	-5.4	42.9	46.4	-3.5	
NZME Combo	48.7	43.9	4.8		48.5	43.4	5.1	44.9	41.6	3.3	40.1	38.7	1.4	42.6	41.6	1.0	49.7	43.9	5.8	45.6	41.4	4.2	

Mediaworks Combo : Breeze or Edge or George FM (S1 2016 Only) 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 2017

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

Survey Comparisons: 1/2016 - 1/2017

This 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

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

	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	13.3	10.9	2.4	10	0.8	0.1	0.7	1.0	1.0	0.0	2.4	1.6	0.8	5.6	4.2	1.4	5.9	5.8	0.1	5.0	5.4	-0.4	2.7	1.6	1.1
Coast	24.5	22.9	1.6	1	0.4	1.2	-0.8	0.6	0.4	0.2	1.3	1.3	0.0	4.4	3.4	1.0	8.9	6.5	2.4	15.0	13.3	1.7	2.3	1.9	0.4
Edge	23.2	24.4	-1.2	4	5.7	5.6	0.1	9.2	9.2	0.0	9.4	9.4	0.0	11.8	12.6	-0.8	3.6	4.9	-1.3	1.8	2.5	-0.7	6.9	7.0	-0.1
Flava	8.9	7.9	1.0	13	2.1	2.8	-0.7	4.1	2.9	1.2	2.2	2.3	-0.1	2.8	2.6	0.2	1.3	0.7	0.6	0.8	0.5	0.3	2.2	1.7	0.5
George FM	n.a.	2.2	*	*	n.a.	0.4	*	n.a.	1.0	*	n.a.	1.2	*	n.a.	1.3	*	n.a.	0.2	*	n.a.	*	*	n.a.	0.2	*
Life FM	4.3	4.6	-0.3	15	0.8	0.5	0.3	0.3	0.4	-0.1	1.0	1.3	-0.3	1.9	2.3	-0.4	2.3	2.6	-0.3	1.4	1.6	-0.2	1.0	0.9	0.1
Magic	14.2	11.6	2.6	8	0.3	0.3	0.0	0.7	1.2	-0.5	1.2	1.1	0.1	2.9	2.7	0.2	6.3	4.0	2.3	8.6	6.0	2.6	1.2	0.9	0.3
Mai FM	11.6	11.9	-0.3	11	2.6	2.8	-0.2	5.0	4.3	0.7	4.3	5.2	-0.9	5.2	6.4	-1.2	1.5	1.9	-0.4	1.0	0.8	0.2	2.7	2.4	0.3
Moana Radio	2.4	2.9	-0.5	17	0.1	0.1	0.0	0.4	0.4	0.0	0.7	1.0	-0.3	1.7	2.0	-0.3	1.2	1.2	0.0	0.4	0.3	0.1	0.9	0.9	0.0
More FM	14.1	12.4	1.7	9	1.1	1.3	-0.2	2.9	2.3	0.6	5.7	4.3	1.4	8.8	7.1	1.7	6.5	5.3	1.2	3.5	3.2	0.3	4.4	3.7	0.7
Newstalk ZB	19.5	17.7	1.8	6	1.0	1.4	-0.4	0.8	0.7	0.1	2.1	2.7	-0.6	3.7	4.1	-0.4	5.7	4.6	1.1	8.5	7.6	0.9	1.9	2.5	-0.6
Radio Hauraki	11.1	10.3	0.8	12	0.5	0.8	-0.3	3.6	2.9	0.7	5.1	4.5	0.6	8.1	7.0	1.1	4.3	3.2	1.1	1.5	1.2	0.3	1.5	1.4	0.1
Radio Live	7.3	7.2	0.1	14	*	*	*	*	0.2	*	0.4	1.1	-0.7	1.3	2.7	-1.4	3.3	3.1	0.2	3.9	3.0	0.9	0.2	0.6	-0.4
Radio Sport	4.1	4.1	0.0	16	*	*	*	0.3	*	*	0.6	0.5	0.1	1.6	1.1	0.5	1.7	1.2	0.5	1.4	1.9	-0.5	0.2	*	*
Radio Tainui	0.2	0.1	0.1	20	*	*	*	*	*	*	0.2	0.1	0.1	0.2	0.1	0.1	*	*	*	*	*	*	*	*	*
Rhema	2.3	3.6	-1.3	18	0.2	0.3	-0.1	0.3	0.2	0.1	0.4	0.7	-0.3	0.5	1.1	-0.6	0.3	0.5	-0.2	1.1	1.1	0.0	0.1	0.3	-0.2
Rock	23.3	21.7	1.6	3	2.9	3.4	-0.5	9.4	8.2	1.2	9.6	9.7	-0.1	13.5	13.1	0.4	6.3	5.5	0.8	3.1	2.6	0.5	5.2	3.9	1.3
Star	1.8	2.0	-0.2	19	0.2	0.2	0.0	*	*	*	*	*	*	*	*	*	0.4	0.4	0.0	1.0	1.3	-0.3	*	*	*
The Hits	21.5	20.4	1.1	5	2.3	1.6	0.7	5.1	4.8	0.3	6.8	7.3	-0.5	10.9	11.6	-0.7	8.8	8.4	0.4	6.3	5.4	0.9	4.5	5.6	-1.1
The Sound	17.7	18.7	-1.0	7	0.4	1.2	-0.8	2.6	2.4	0.2	3.5	2.8	0.7	10.0	9.3	0.7	11.3	12.4	-1.1	6.3	7.3	-1.0	3.2	3.2	0.0
ZM	24.1	22.3	1.8	2	4.8	4.8	0.0	9.6	8.5	1.1	11.1	9.1	2.0	15.1	13.0	2.1	4.5	4.2	0.3	0.5	0.8	-0.3	6.3	4.7	1.6
Other	16.4	15.4	1.0		0.9	1.2	-0.3	3.0	3.3	-0.3	3.1	2.8	0.3	6.6	4.1	2.5	7.5	4.7	2.8	5.9	6.0	-0.1	3.0	2.0	1.0
Mediaworks Combo	87.2	83.7	3.5		9.4	9.3	0.1	21.9	19.8	2.1	24.3	24.2	0.1	38.8	40.2	-1.4	29.7	30.0	-0.3	23.9	22.3	1.6	17.1	16.0	1.1
NZME Combo	90.2	81.8	8.4		9.1	9.6	-0.5	18.3	15.3	3.0	23.0	20.5	2.5	37.1	33.2	3.9	27.4	23.6	3.8	26.9	24.1	2.8	15.4	14.3	1.1
All Commercial Radio	136	130	7		15	14	1	28	27	2	34	34	1	56	55	2	44	41	3	40	38	2	25	23	2
Potential (000)	160.7	154.1	6.6		18.4	18.6	-0.2	34.0	31.6	2.4	38.9	37.9	1.0	64.0	62.3	1.7	49.5	47.0	2.5	45.7	43.1	2.6	26.2	25.1	1.1
Sample	895	899	-4		94	93	1	185	169	16	230	220	10	361	356	5	280	287	-7	295	292	3	145	145	0

Mediaworks Combo : Breeze or Edge or George FM (S1 2016 Only) 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



TAURANGA COMMERCIAL RADIO - SURVEY 1 2017

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

Survey Comparisons: 1/2016 - 1/2017

This 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

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

	This	Last	+/-
Potential (000)	160.7	154.1	6.6
Sample Size	895	899	-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	6.2	6.0	0.2	10	6.2	6.3	-0.1	5.5	5.7	-0.2	3.6	3.3	0.3	3.6	1.9	1.7	0.9	0.7	0.2	7.5	6.1	1.4
Coast	13.4	12.1	1.3	4	13.6	12.7	0.9	15.1	13.9	1.2	11.6	10.8	0.8	5.1	5.0	0.1	2.6	3.0	-0.4	18.2	17.1	1.1
Edge	12.0	11.4	0.6	6	7.8	7.9	-0.1	10.5	10.4	0.1	11.1	11.1	0.0	5.6	6.7	-1.1	1.9	3.0	-1.1	16.0	16.4	-0.4
Flava	5.6	4.5	1.1	13	3.3	2.2	1.1	4.5	3.7	0.8	4.3	4.1	0.2	2.2	1.7	0.5	0.6	0.7	-0.1	4.6	3.9	0.7
George FM	n.a.	0.7	*	*	n.a.	0.8	*	n.a.	0.9	*	n.a.	1.1	*	n.a.	0.4	*	n.a.	*	*	n.a.	1.3	*
Life FM	1.4	1.4	0.0	17	2.3	1.7	0.6	2.3	2.1	0.2	2.0	1.5	0.5	0.9	0.8	0.1	0.4	0.8	-0.4	3.1	3.2	-0.1
Magic	9.4	6.6	2.8	8	8.2	6.4	1.8	8.0	6.5	1.5	6.6	5.1	1.5	2.7	2.2	0.5	2.8	2.2	0.6	9.8	7.7	2.1
Mai FM	6.0	6.0	0.0	12	5.1	4.7	0.4	4.1	3.9	0.2	6.1	5.8	0.3	2.7	2.4	0.3	0.3	1.0	-0.7	6.9	6.9	0.0
Moana Radio	1.9	1.9	0.0	15	0.5	0.4	0.1	1.1	1.4	-0.3	0.7	1.1	-0.4	0.9	0.8	0.1	0.1	0.2	-0.1	1.3	1.3	0.0
More FM	7.4	6.2	1.2	9	6.1	4.3	1.8	7.6	5.3	2.3	5.0	5.5	-0.5	2.4	1.7	0.7	0.4	0.6	-0.2	7.8	7.5	0.3
Newstalk ZB	14.5	12.1	2.4	1	10.0	9.3	0.7	8.5	7.7	0.8	6.0	6.9	-0.9	6.2	6.1	0.1	4.7	4.6	0.1	14.7	12.2	2.5
Radio Hauraki	6.2	5.2	1.0	10	4.5	3.9	0.6	4.6	4.0	0.6	5.2	4.7	0.5	2.5	1.7	0.8	*	0.5	*	7.6	6.4	1.2
Radio Live	4.4	5.4	-1.0	14	2.7	3.0	-0.3	2.1	1.9	0.2	1.7	2.6	-0.9	1.5	2.1	-0.6	1.0	1.4	-0.4	5.4	4.9	0.5
Radio Sport	1.8	1.2	0.6	16	1.7	1.7	0.0	1.8	2.1	-0.3	1.9	1.7	0.2	0.7	1.1	-0.4	0.2	0.3	-0.1	2.4	3.0	-0.6
Radio Tainui	*	*	*	*	*	*	*	0.2	0.1	0.1	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	1.2	2.3	-1.1	18	0.9	1.3	-0.4	0.8	1.8	-1.0	0.6	1.0	-0.4	0.9	0.9	0.0	0.6	0.8	-0.2	1.9	2.7	-0.8
Rock	14.5	12.5	2.0	1	10.0	10.0	0.0	14.4	13.0	1.4	12.4	11.5	0.9	4.3	4.1	0.2	1.7	1.8	-0.1	11.9	12.2	-0.3
Star	1.0	1.3	-0.3	19	0.7	1.0	-0.3	0.8	1.1	-0.3	0.6	1.0	-0.4	0.2	0.2	0.0	0.3	0.3	0.0	1.4	1.5	-0.1
The Hits	12.3	11.7	0.6	5	8.6	8.6	0.0	8.1	8.3	-0.2	8.2	7.8	0.4	4.3	3.9	0.4	2.0	1.9	0.1	11.6	10.9	0.7
The Sound	11.5	11.4	0.1	7	7.2	8.3	-1.1	9.9	9.0	0.9	8.1	10.3	-2.2	4.2	4.2	0.0	2.4	2.1	0.3	10.8	13.8	-3.0
ZM	14.4	12.8	1.6	3	10.1	8.4	1.7	12.2	11.6	0.6	13.7	12.5	1.2	5.5	5.5	0.0	2.2	2.4	-0.2	17.4	15.0	2.4
Other	4.8	5.6	-0.8		6.0	5.7	0.3	8.0	7.7	0.3	8.9	6.7	2.2	3.6	4.7	-1.1	1.0	1.5	-0.5	11.1	11.8	-0.7
Mediaworks Combo	58.3	54.9	3.4		44.4	44.4	0.0	51.5	47.7	3.8	46.0	45.7	0.3	23.2	22.2	1.0	10.3	10.2	0.1	63.5	61.9	1.6
NZME Combo	61.4	52.6	8.8		46.8	43.0	3.8	50.3	48.0	2.3	46.3	44.3	2.0	24.2	22.6	1.6	11.7	11.6	0.1	66.6	59.2	7.4
All Commercial Radio	104.8	96.6	8.2		83.2	79.4	3.8	91.9	87.0	4.9	86.8	84.1	2.7	45.9	44.8	1.1	21.7	21.2	0.5	113.0	108.5	4.5

Mediaworks Combo : Breeze or Edge or George FM (S1 2016 Only) 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



TAURANGA COMMERCIAL RADIO - SURVEY 1 2017

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

Survey Comparisons: 1/2016 - 1/2017

This 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

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

	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	6:27	8:16	-1:48	1:38	2:30	-0:51	3:10	3:04	0:05	2:42	3:04	-0:22	5:31	4:29	1:01	6:20	8:59	-2:39	7:32	12:16	-4:43	4:33	6:50	-2:16
Coast	11:25	11:15	0:09	4:36	2:39	1:57	6:26	7:11	-0:45	8:09	4:18	3:50	5:46	6:03	-0:16	11:02	11:11	-0:09	14:25	14:39	-0:13	6:50	9:05	-2:14
Edge	7:21	6:21	1:00	7:26	5:17	2:08	6:28	6:11	0:16	6:47	6:37	0:09	7:04	6:46	0:18	9:10	7:31	1:39	9:23	6:46	2:36	7:47	5:46	2:01
Flava	5:42	4:43	0:58	8:34	5:56	2:38	5:26	4:26	1:00	2:48	2:46	0:02	3:31	2:36	0:54	4:36	3:53	0:43	2:39	5:27	-2:48	3:36	2:15	1:21
George FM	n.a.	3:57	*	n.a.	3:42	*	n.a.	4:06	*	n.a.	3:15	*	n.a.	4:00	*	n.a.	10:00	*	n.a.	*	*	n.a.	5:15	*
Life FM	7:14	6:32	0:42	4:46	7:24	-2:37	0:30	0:30	0:00	3:23	1:27	1:55	9:14	6:21	2:53	10:23	9:30	0:53	6:59	7:31	-0:31	5:17	3:57	1:19
Magic	9:57	10:36	-0:39	3:43	4:05	-0:21	1:42	1:32	0:09	2:32	1:16	1:16	5:46	5:18	0:28	9:07	11:04	-1:57	9:43	12:13	-2:29	6:29	6:53	-0:24
Mai FM	5:58	5:09	0:49	4:39	4:13	0:26	5:23	4:29	0:54	4:44	4:35	0:08	6:15	5:25	0:49	11:16	7:30	3:45	5:22	4:16	1:05	6:28	6:06	0:21
Moana Radio	7:31	5:23	2:08	6:00	6:00	0:00	2:12	2:12	0:00	11:45	5:58	5:46	8:40	6:04	2:36	6:22	6:08	0:13	5:18	5:30	-0:11	6:14	5:39	0:34
More FM	6:01	5:57	0:03	5:50	2:48	3:02	5:43	6:06	-0:23	4:16	5:02	-0:45	5:30	4:48	0:41	7:10	4:35	2:35	6:31	7:04	-0:33	4:52	5:02	-0:10
Newstalk ZB	12:55	12:17	0:37	11:10	8:26	2:44	4:00	3:55	0:05	5:54	4:57	0:56	6:39	5:38	1:01	8:03	8:35	-0:31	12:06	13:45	-1:38	8:24	8:34	-0:09
Radio Hauraki	8:39	7:27	1:11	0:27	1:07	-0:39	7:36	8:25	-0:48	9:52	8:44	1:08	10:38	9:32	1:05	9:31	9:32	-0:00	2:48	2:24	0:24	9:38	8:41	0:56
Radio Live	10:30	11:31	-1:00	*	*	*	*	6:45	*	14:55	8:20	6:35	8:24	7:25	0:59	6:13	7:08	-0:54	9:09	12:57	-3:47	34:25	10:16	24:09
Radio Sport	5:57	5:20	0:37	*	*	*	2:00	*	*	2:32	5:49	-3:17	3:04	3:31	-0:26	8:12	8:12	-0:00	10:28	7:49	2:38	11:00	*	*
Radio Tainui	0:30	0:30	0:00	*	*	*	*	*	*	0:30	0:30	0:00	0:30	0:30	0:00	*	*	*	*	*	*	*	*	*
Rhema	9:26	12:37	-3:11	9:30	0:15	9:15	10:16	19:00	-8:43	11:43	8:27	3:16	20:22	13:59	6:22	18:42	18:21	0:21	6:44	12:51	-6:07	15:45	9:27	6:17
Rock	10:22	10:41	-0:18	5:12	3:28	1:44	9:59	9:06	0:53	10:57	11:30	-0:32	12:17	13:11	-0:54	12:15	14:59	-2:44	6:13	10:46	-4:33	11:16	11:20	-0:04
Star	9:53	13:23	-3:30	0:45	1:09	-0:24	*	*	*	*	*	*	*	*	*	12:38	10:46	1:51	12:56	17:38	-4:41	*	*	*
The Hits	8:16	7:41	0:34	7:55	3:19	4:36	5:55	5:27	0:27	7:47	8:10	-0:22	8:05	8:26	-0:20	9:08	8:48	0:19	9:23	8:18	1:04	9:43	10:57	-1:14
The Sound	11:09	11:38	-0:28	1:20	0:52	0:28	4:09	4:28	-0:18	4:58	6:52	-1:54	9:36	11:56	-2:19	14:18	14:28	-0:10	15:29	13:53	1:36	8:52	9:12	-0:19
ZM	8:58	7:41	1:16	4:36	3:41	0:55	6:14	5:44	0:29	7:51	9:03	-1:11	11:21	10:11	1:10	19:32	12:30	7:02	7:23	3:52	3:31	12:06	11:12	0:53
Other	8:15	8:34	-0:18	4:18	3:17	1:01	7:18	7:30	-0:11	7:00	7:35	-0:34	8:45	11:06	-2:20	9:16	12:06	-2:49	7:40	8:19	-0:38	9:40	8:42	0:58
Mediaworks Combo	12:14	12:29	-0:14	8:27	6:33	1:54	9:41	9:23	0:18	10:12	10:40	-0:27	12:29	12:21	0:08	15:13	15:16	-0:02	13:22	15:45	-2:23	12:01	10:47	1:14
NZME Combo	12:11	11:29	0:41	7:53	5:51	2:02	8:03	7:42	0:20	9:38	10:10	-0:32	11:05	10:34	0:30	13:36	11:59	1:36	14:59	15:17	-0:18	11:26	11:42	-0:15
All Commercial Radio	17:32	17:13	0:18	10:59	8:57	2:02	13:37	12:28	1:08	14:46	15:00	-0:13	17:41	17:07	0:34	21:20	20:27	0:53	19:57	21:32	-1:35	17:08	16:09	0:58
Potential (000)	160.7	154.1	6.6	18.4	18.6	-0.2	34.0	31.6	2.4	38.9	37.9	1.0	64.0	62.3	1.7	49.5	47.0	2.5	45.7	43.1	2.6	26.2	25.1	1.1
Sample	895	899	-4	94	93	1	185	169	16	230	220	10	361	356	5	280	287	-7	295	292	3	145	145	0

Mediaworks Combo : Breeze or Edge or George FM (S1 2016 Only) 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



TAURANGA COMMERCIAL RADIO - SURVEY 1 2017

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

Survey Comparisons: 1/2016 - 1/2017

This 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

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

	This	Last	+/-
Potential (000)	160.7	154.1	6.6
Sample Size	895	899	-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	2:19	2:32	-0:12	2:27	3:08	-0:41	2:17	3:44	-1:27	2:11	2:04	0:06	3:19	3:04	0:14	2:27	3:06	-0:38	2:51	3:10	-0:19
Coast	3:23	3:38	-0:15	4:08	3:59	0:09	4:08	3:58	0:09	2:03	1:57	0:06	1:54	2:22	-0:27	2:06	1:23	0:42	4:12	4:07	0:05
Edge	2:23	2:01	0:21	3:21	3:18	0:02	3:26	2:56	0:29	1:38	1:23	0:14	2:11	2:01	0:10	2:40	2:01	0:39	2:46	2:26	0:19
Flava	1:19	1:21	-0:02	1:55	2:08	-0:13	2:30	2:25	0:05	1:55	1:37	0:18	1:56	1:50	0:06	1:21	1:19	0:02	2:41	1:41	1:00
George FM	n.a.	2:40	*	n.a.	1:26	*	n.a.	1:45	*	n.a.	1:13	*	n.a.	1:25	*	n.a.	*	*	n.a.	1:41	*
Life FM	2:38	2:45	-0:07	3:40	4:29	-0:48	3:23	3:28	-0:05	1:36	1:47	-0:11	0:22	0:21	0:01	0:42	0:28	0:13	2:33	2:22	0:11
Magic	2:23	2:27	-0:04	3:26	3:35	-0:09	3:41	4:19	-0:38	2:15	2:21	-0:06	3:14	3:27	-0:12	1:04	1:05	-0:00	3:36	4:24	-0:48
Mai FM	2:21	2:14	0:06	1:37	1:32	0:04	2:22	2:15	0:07	1:43	1:36	0:06	2:23	2:27	-0:04	0:40	0:43	-0:02	2:54	2:17	0:37
Moana Radio	2:16	2:07	0:08	6:43	6:16	0:26	4:47	3:06	1:41	1:51	1:34	0:16	1:36	1:37	-0:00	0:45	0:45	0:00	1:44	1:20	0:23
More FM	2:12	2:23	-0:10	2:35	3:26	-0:50	2:54	2:28	0:25	1:57	1:42	0:15	1:24	0:56	0:28	0:47	0:49	-0:01	2:10	2:39	-0:29
Newstalk ZB	4:24	4:01	0:23	4:44	4:36	0:07	3:32	4:10	-0:38	1:51	1:52	-0:01	3:56	3:25	0:31	3:22	2:35	0:46	4:01	3:54	0:06
Radio Hauraki	2:44	2:34	0:09	4:24	3:40	0:44	5:34	4:46	0:48	2:31	2:13	0:17	1:30	2:22	-0:52	*	0:36	*	2:12	2:20	-0:08
Radio Live	4:22	4:33	-0:10	3:28	1:55	1:32	3:57	2:31	1:26	2:24	1:31	0:53	4:01	4:25	-0:24	8:17	8:24	-0:06	3:49	4:31	-0:42
Radio Sport	1:39	1:14	0:24	2:02	2:03	-0:00	2:08	1:09	0:58	1:47	2:00	-0:13	1:14	1:08	0:05	1:00	0:41	0:18	4:00	3:10	0:49
Radio Tainui	*	*	*	*	*	*	0:30	0:30	0:00	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	3:07	3:23	-0:15	3:56	5:26	-1:30	5:14	4:38	0:36	1:34	3:38	-2:04	3:29	5:17	-1:47	1:18	1:02	0:15	2:34	4:30	-1:55
Rock	3:10	3:27	-0:17	5:10	5:03	0:07	5:02	5:21	-0:19	2:23	2:44	-0:20	1:48	1:12	0:35	1:48	1:15	0:33	2:35	2:25	0:09
Star	3:40	4:00	-0:19	3:07	5:58	-2:50	2:55	4:53	-1:58	3:17	3:24	-0:06	2:00	2:00	0:00	5:15	5:15	0:00	4:07	3:38	0:28
The Hits	3:04	2:57	0:07	3:52	3:14	0:38	4:22	4:00	0:21	2:15	1:54	0:21	2:18	1:35	0:43	3:09	3:57	-0:48	3:08	3:01	0:06
The Sound	3:10	3:36	-0:26	4:32	4:07	0:25	3:58	4:18	-0:19	2:46	2:31	0:15	2:30	2:20	0:10	3:21	3:28	-0:07	4:24	4:23	0:01
ZM	3:03	2:43	0:20	4:12	3:22	0:50	4:25	3:27	0:58	1:34	1:45	-0:11	1:21	1:15	0:05	2:31	1:55	0:35	2:22	2:18	0:03
Other	3:19	3:23	-0:03	2:59	3:24	-0:24	2:55	3:31	-0:35	2:45	2:37	0:08	2:34	2:05	0:29	2:06	1:04	1:01	3:50	3:09	0:41
Mediaworks Combo	3:24	3:32	-0:07	4:13	4:06	0:07	4:28	4:32	-0:03	2:33	2:32	0:01	2:52	2:39	0:13	2:56	3:15	-0:18	3:44	3:55	-0:10
NZME Combo	3:33	3:29	0:04	4:28	4:00	0:28	4:25	3:59	0:25	2:09	2:03	0:05	2:29	2:23	0:05	2:57	2:33	0:24	3:47	3:40	0:07
All Commercial Radio	4:16	4:19	-0:02	5:11	5:00	0:11	5:24	5:18	0:05	2:52	2:48	0:03	3:05	2:54	0:11	3:12	3:11	0:01	4:53	4:50	0:03

Mediaworks Combo : Breeze or Edge or George FM (S1 2016 Only) 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