



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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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	14.5	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

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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+
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	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