



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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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	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

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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

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

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	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