



TAURANGA COMMERCIAL RADIO - SURVEY 1 2018

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

Survey Comparisons: 4/2017 - 1/2018

This Survey Period: Sun Apr 9 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Apr 7 2018

Last Survey Period: Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 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	5.1	4.5	0.6	10	5.6	2.1	3.5	1.0	1.1	-0.1	3.2	1.5	1.7	4.1	3.4	0.7	5.3	4.7	0.6	5.0	3.5	1.5	4.3	4.8	-0.5	
Coast	12.7	12.4	0.3	1	1.8	2.2	-0.4	5.6	5.7	-0.1	4.1	4.5	-0.4	5.2	3.9	1.3	10.8	9.5	1.3	21.1	22.6	-1.5	1.0	1.6	-0.6	
Edge	5.2	6.0	-0.8	9	16.0	19.9	-3.9	8.2	8.0	0.2	12.0	12.8	-0.8	8.7	9.1	-0.4	2.7	3.1	-0.4	1.1	1.6	-0.5	17.4	18.1	-0.7	
Flava	1.7	2.5	-0.8	14	13.8	14.1	-0.3	2.0	5.1	-3.1	2.8	2.5	0.3	1.8	1.9	-0.1	0.1	0.7	-0.6	*	0.2	*	3.4	3.5	-0.1	
Life FM	2.2	1.4	0.8	13	*	0.4	*	7.9	3.3	4.6	2.4	2.1	0.3	2.1	2.0	0.1	1.0	1.1	-0.1	0.3	0.3	0.0	3.7	3.3	0.4	
Magic	8.0	7.6	0.4	5	0.7	1.2	-0.5	4.6	3.2	1.4	4.7	3.8	0.9	3.1	3.3	-0.2	6.0	5.9	0.1	12.8	12.2	0.6	1.2	2.2	-1.0	
Mai FM	1.3	1.5	-0.2	15	1.7	1.4	0.3	4.5	6.1	-1.6	2.3	2.2	0.1	1.4	1.4	0.0	0.1	0.2	-0.1	0.1	0.1	0.0	1.9	2.7	-0.8	
Moana Radio	0.7	0.4	0.3	17	4.7	4.1	0.6	0.6	0.3	0.3	0.7	0.3	0.4	0.8	0.2	0.6	0.5	*	*	*	*	*	*	0.6	0.4	0.2
More FM	6.3	6.7	-0.4	7	10.3	8.3	2.0	2.3	3.8	-1.5	6.7	8.3	-1.6	9.7	10.8	-1.1	9.3	9.0	0.3	4.0	3.5	0.5	9.7	10.3	-0.6	
Newstalk ZB	8.9	10.0	-1.1	3	0.4	0.5	-0.1	1.2	1.3	-0.1	1.7	2.0	-0.3	2.6	3.2	-0.6	5.1	5.8	-0.7	13.4	14.0	-0.6	1.2	2.7	-1.5	
Radio Hauraki	2.8	4.7	-1.9	12	0.3	0.3	0.0	3.1	5.2	-2.1	4.0	10.8	-6.8	5.2	10.3	-5.1	4.7	5.7	-1.0	1.6	1.3	0.3	3.7	2.0	1.7	
RadioLIVE	3.2	2.8	0.4	11	0.9	0.7	0.2	1.8	1.7	0.1	1.8	1.4	0.4	2.9	1.9	1.0	4.7	4.0	0.7	5.4	5.3	0.1	0.6	0.3	0.3	
Radio Sport	1.1	1.3	-0.2	16	0.2	*	*	*	*	*	0.8	0.9	-0.1	0.6	1.1	-0.5	1.4	2.0	-0.6	2.5	2.4	0.1	0.7	1.8	-1.1	
Radio Tainui	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Rhema	0.6	0.4	0.2	18	*	1.2	*	0.2	0.2	0.0	0.2	0.3	-0.1	0.7	0.2	0.5	0.8	0.2	0.6	0.4	0.3	0.1	0.6	0.5	0.1	
Rock	6.0	8.0	-2.0	8	2.3	4.1	-1.8	12.5	20.6	-8.1	16.2	19.2	-3.0	12.3	13.8	-1.5	3.6	3.6	0.0	1.1	1.3	-0.2	8.8	10.9	-2.1	
Star	0.4	0.3	0.1	19	*	*	*	*	*	*	*	*	*	0.3	0.1	0.2	0.4	0.1	0.3	0.4	0.5	-0.1	0.2	0.3	-0.1	
The Hits	8.8	7.8	1.0	4	10.7	18.0	-7.3	16.2	8.1	8.1	6.9	7.0	-0.1	8.5	8.8	-0.3	8.7	9.2	-0.5	5.6	6.4	-0.8	10.2	8.6	1.6	
The Sound	12.5	11.6	0.9	2	3.9	3.1	0.8	11.4	8.7	2.7	8.6	7.4	1.2	14.4	12.5	1.9	26.3	25.2	1.1	17.8	17.9	-0.1	11.7	10.1	1.6	
ZM	7.8	5.2	2.6	6	18.5	11.0	7.5	13.8	13.9	-0.1	18.3	10.6	7.7	12.7	7.9	4.8	2.6	2.3	0.3	0.7	0.6	0.1	13.9	10.0	3.9	
Others	4.8	4.9	-0.1		8.1	7.3	0.8	3.0	3.5	-0.5	2.6	2.3	0.3	2.9	4.0	-1.1	5.6	7.5	-1.9	6.8	6.1	0.7	5.2	5.9	-0.7	
Mediaworks Combo	48.2	48.6	-0.4		41.4	40.7	0.7	47.1	53.3	-6.2	57.0	56.7	0.3	57.7	56.3	1.4	58.7	55.9	2.8	47.5	45.3	2.2	57.7	59.5	-1.8	
NZME Combo	44.6	44.0	0.6		51.0	46.2	4.8	42.5	39.3	3.2	38.7	38.4	0.3	37.4	37.2	0.2	34.6	35.3	-0.7	44.8	47.5	-2.7	36.6	30.2	6.4	
Potential (000)	161.2	160.7	0.5		20.2	19.0	1.2	32.7	33.4	-0.7	39.8	38.9	0.9	64.2	64.0	0.2	48.7	49.5	-0.8	45.8	45.7	0.1	24.9	26.0	-1.1	
Sample	847	870	-23		105	91	14	163	171	-8	207	202	5	317	309	8	236	252	-16	285	322	-37	138	134	4	

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 or (from S1 2018) internet only listening to George FM

NZME Combo: Coast or Flava or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or (from S1 2018) internet only listening to Hokonui or Mix



TAURANGA COMMERCIAL RADIO - SURVEY 1 2018

Station Share (%) by Daypart, People 10+
Survey Comparisons: 4/2017 - 1/2018

This Survey Period: Sun Apr 9 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Apr 7 2018
Last Survey Period: Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017

	This	Last	+/-
Potential (000)	161.2	160.7	0.5
Sample Size	847	870	-23

	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	5.0	4.2	0.8	10	3.9	3.4	0.5		4.0	3.6	0.4		5.8	5.3	0.5		6.0	6.7	-0.7		2.5	2.8	-0.3		6.9	5.7	1.2	
Coast	12.5	11.6	0.9	2	14.2	14.5	-0.3		12.6	12.6	0.0		9.8	9.4	0.4		11.5	6.1	5.4		9.8	6.8	3.0		13.6	14.8	-1.2	
Edge	6.1	6.5	-0.4	8	4.6	4.6	0.0		6.3	7.4	-1.1		7.1	8.1	-1.0		5.2	4.4	0.8		2.9	2.1	0.8		3.2	5.1	-1.9	
Flava	2.0	2.2	-0.2	13	0.8	1.6	-0.8		1.3	1.9	-0.6		1.6	2.8	-1.2		1.0	1.9	-0.9		4.3	5.4	-1.1		2.3	3.6	-1.3	
Life FM	1.7	1.2	0.5	14	1.9	0.9	1.0		3.2	2.1	1.1		1.4	1.4	0.0		1.0	0.7	0.3		0.6	0.6	0.0		2.9	1.3	1.6	
Magic	5.6	6.3	-0.7	9	6.9	7.7	-0.8		8.6	7.5	1.1		9.4	8.5	0.9		11.9	9.9	2.0		6.5	5.0	1.5		9.1	8.0	1.1	
Mai FM	1.4	1.1	0.3	15	1.1	1.1	0.0		1.0	1.2	-0.2		2.2	2.0	0.2		0.2	0.9	-0.7		1.8	2.2	-0.4		1.2	2.2	-1.0	
Moana Radio	0.4	0.2	0.2	18	0.6	0.3	0.3		1.1	0.8	0.3		0.8	0.3	0.5		0.1	0.1	0.0		0.8	1.1	-0.3		0.7	0.3	0.4	
More FM	9.0	9.6	-0.6	5	6.1	7.2	-1.1		5.7	7.6	-1.9		5.9	4.6	1.3		2.4	2.8	-0.4		3.7	1.1	2.6		6.1	5.4	0.7	
Newstalk ZB	13.1	14.8	-1.7	1	7.7	8.9	-1.2		4.5	4.6	-0.1		6.3	6.3	0.0		16.4	15.4	1.0		32.0	36.5	-4.5		7.6	9.5	-1.9	
Radio Hauraki	2.2	3.6	-1.4	12	2.0	5.5	-3.5		3.5	6.9	-3.4		3.7	5.6	-1.9		1.0	1.4	-0.4		2.7	1.9	0.8		3.0	3.8	-0.8	
RadioLIVE	4.0	3.6	0.4	11	2.5	2.0	0.5		1.4	1.7	-0.3		2.5	2.3	0.2		8.8	6.4	2.4		6.0	3.1	2.9		3.7	3.0	0.7	
Radio Sport	0.8	1.2	-0.4	17	1.0	1.0	0.0		0.5	1.0	-0.5		1.1	1.1	0.0		4.3	3.0	1.3		0.7	0.9	-0.2		1.2	1.7	-0.5	
Radio Tainui	*	*	*	*	*	*	*		*	*	*		*	*	*		*	*	*		*	*	*		*	*	*	
Rhema	1.0	0.9	0.1	16	0.5	0.2	0.3		0.8	0.5	0.3		0.5	0.2	0.3		0.1	*	*		0.5	0.5	0.0		0.2	0.3	-0.1	
Rock	6.8	8.9	-2.1	7	7.6	9.6	-2.0		6.2	9.0	-2.8		7.3	9.8	-2.5		1.2	3.3	-2.1		5.3	7.8	-2.5		4.5	5.3	-0.8	
Star	0.2	0.1	0.1	19	0.5	0.5	0.0		0.3	0.3	0.0		0.1	0.1	0.0		0.6	0.5	0.1		*	*	*		0.5	0.2	0.3	
The Hits	7.3	6.4	0.9	6	10.8	8.7	2.1		11.0	8.0	3.0		7.3	8.3	-1.0		5.6	12.0	-6.4		2.9	5.7	-2.8		8.6	7.2	1.4	
The Sound	9.2	8.8	0.4	4	16.2	14.6	1.6		15.6	14.3	1.3		14.5	13.1	1.4		4.6	6.3	-1.7		3.2	5.9	-2.7		11.4	10.3	1.1	
ZM	9.3	6.2	3.1	3	7.2	3.5	3.7		7.7	4.3	3.4		7.8	5.8	2.0		6.7	6.8	-0.1		3.1	2.1	1.0		7.8	6.2	1.6	
Others	2.5	2.5	0.0		4.0	4.3	-0.3		4.5	4.6	-0.1		4.8	4.7	0.1		11.3	11.5	-0.2		10.8	8.4	2.4		5.6	6.0	-0.4	
Mediaworks Combo	47.4	49.0	-1.6		49.1	50.3	-1.2		49.3	52.4	-3.1		55.1	53.8	1.3		42.0	40.6	1.4		35.9	29.9	6.0		46.5	45.0	1.5	
NZME Combo	47.6	46.0	1.6		43.8	43.7	0.1		41.5	39.4	2.1		38.9	39.4	-0.5		51.1	46.6	4.5		56.4	59.3	-2.9		45.6	46.8	-1.2	

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NZME Combo: Coast or Flava or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or (from S1 2018) Internet only listening to Hokonui or Mix



TAURANGA COMMERCIAL RADIO - SURVEY 1 2018

Cumulative Audience (000's) by Demographic, Mon-Sun 12mn-12mn
 Survey Comparisons: 4/2017 - 1/2018

This Survey Period: Sun Apr 9 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Apr 7 2018
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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	17.0	16.3	0.7	9	1.9	2.1	-0.2	2.6	2.2	0.4	2.5	3.1	-0.6	6.7	6.8	-0.1	7.4	6.4	1.0	6.1	4.8	1.3	1.7	3.3	-1.6
Coast	22.3	23.1	-0.8	2	0.7	1.1	-0.4	1.9	1.9	0.0	1.4	1.9	-0.5	4.7	4.3	0.4	7.8	7.3	0.5	11.3	12.4	-1.1	0.8	1.6	-0.8
Edge	20.1	22.1	-2.0	6	4.8	5.3	-0.5	6.4	6.5	-0.1	9.0	10.1	-1.1	11.2	12.1	-0.9	4.3	4.5	-0.2	2.3	2.5	-0.2	6.9	8.3	-1.4
Flava	9.8	11.8	-2.0	14	4.2	4.3	-0.1	3.3	4.4	-1.1	3.4	3.1	0.3	3.9	3.8	0.1	0.6	1.3	-0.7	*	0.6	*	2.2	2.8	-0.6
Life FM	5.3	4.9	0.4	15	0.1	0.6	-0.5	2.4	1.1	1.3	2.4	1.8	0.6	3.1	2.9	0.2	1.2	1.6	-0.4	1.0	0.8	0.2	1.7	1.8	-0.1
Magic	15.5	17.2	-1.7	10	0.3	0.7	-0.4	1.0	0.7	0.3	1.4	1.9	-0.5	2.4	3.6	-1.2	5.2	6.4	-1.2	9.9	10.6	-0.7	1.0	1.9	-0.9
Mai FM	9.9	9.7	0.2	13	2.1	1.8	0.3	5.5	5.3	0.2	3.4	3.3	0.1	3.6	3.7	-0.1	0.6	0.8	-0.2	0.5	0.5	0.0	2.4	2.4	0.0
Moana Radio	2.4	1.1	1.3	17	0.5	0.2	0.3	0.6	0.3	0.3	1.1	0.5	0.6	1.5	0.5	1.0	0.4	*	*	*	*	0.5	0.1	0.4	
More FM	20.6	21.2	-0.6	4	3.7	3.3	0.4	2.4	3.3	-0.9	6.7	8.1	-1.4	11.5	12.7	-1.2	7.7	7.7	0.0	4.0	3.7	0.3	5.5	6.3	-0.8
Newstalk ZB	17.6	18.4	-0.8	8	0.3	0.5	-0.2	1.0	1.0	0.0	2.0	1.8	0.2	3.9	4.0	-0.1	5.3	6.1	-0.8	7.7	8.2	-0.5	1.6	1.3	0.3
Radio Hauraki	10.4	9.3	1.1	12	0.4	0.3	0.1	3.1	3.9	-0.8	4.3	4.1	0.2	6.4	5.9	0.5	4.1	3.6	0.5	2.0	1.8	0.2	2.7	1.2	1.5
RadioLIVE	10.8	9.2	1.6	11	0.3	0.3	0.0	1.1	0.9	0.2	2.6	1.4	1.2	5.1	3.5	1.6	3.9	4.2	-0.3	3.6	3.8	-0.2	1.0	0.2	0.8
Radio Sport	4.9	5.8	-0.9	16	0.2	*	*	0.1	0.1	0.0	0.8	1.7	-0.9	1.1	2.5	-1.4	2.3	2.7	-0.4	3.2	2.7	0.5	0.5	0.9	-0.4
Radio Tainui	0.3	0.2	0.1	20	*	*	*	0.2	0.1	0.1	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	*	*	*	0.1	0.1	0.0
Rhema	2.0	1.9	0.1	18	*	0.2	*	0.5	0.5	0.0	0.2	0.4	-0.2	0.6	0.6	0.0	0.6	0.5	0.1	0.7	0.5	0.2	0.3	0.3	0.0
Rock	19.7	20.3	-0.6	7	1.0	1.4	-0.4	7.2	8.5	-1.3	8.6	8.9	-0.3	13.1	12.4	0.7	6.5	5.7	0.8	3.0	2.8	0.2	5.0	6.0	-1.0
Star	1.1	0.8	0.3	19	0.1	0.1	0.0	0.2	0.1	0.1	*	*	*	0.3	0.2	0.1	0.3	0.2	0.1	0.2	0.2	0.0	0.2	0.2	0.0
The Hits	21.8	20.3	1.5	3	4.0	3.2	0.8	5.3	5.0	0.3	6.1	5.9	0.2	10.4	9.8	0.6	6.5	6.6	-0.1	3.1	4.1	-1.0	4.0	3.4	0.6
The Sound	20.3	20.3	0.0	5	1.8	1.0	0.8	3.5	3.5	0.0	4.7	5.2	-0.5	10.3	11.0	-0.7	11.6	11.8	-0.2	7.0	6.9	0.1	2.9	3.8	-0.9
ZM	25.5	22.6	2.9	1	4.0	4.2	-0.2	10.1	8.9	1.2	12.0	10.6	1.4	15.4	13.0	2.4	5.2	3.7	1.5	1.9	1.4	0.5	5.9	5.7	0.2
Others	13.0	14.8	-1.8		1.0	1.1	-0.1	3.8	3.8	0.0	2.5	2.6	-0.1	3.5	5.1	-1.6	3.4	5.2	-1.8	4.5	4.5	0.0	2.2	2.6	-0.4
Mediaworks Combo	92.9	92.7	0.2		9.5	9.6	-0.1	20.7	22.1	-1.4	26.1	26.4	-0.3	42.8	42.1	0.7	32.3	31.3	1.0	26.3	25.5	0.8	18.3	20.2	-1.9
NZME Combo	87.3	88.4	-1.1		9.7	10.2	-0.5	19.6	19.7	-0.1	22.8	22.3	0.5	34.6	33.5	1.1	24.9	25.3	-0.4	24.2	26.0	-1.8	14.2	14.6	-0.4
All Commercial Radio	130.4	132.5	-2.1		13.2	14.6	-1.4	26.6	26.2	0.4	32.1	32.5	-0.4	52.7	53.6	-0.9	42.3	43.1	-0.8	39.5	39.6	-0.1	22.7	24.6	-1.9
Potential (000)	161.2	160.7	0.5		20.2	19.0	1.2	32.7	33.4	-0.7	39.8	38.9	0.9	64.2	64.0	0.2	48.7	49.5	-0.8	45.8	45.7	0.1	24.9	26.0	-1.1
Sample	847	870	-23		105	91	14	163	171	-8	207	202	5	317	309	8	236	252	-16	285	322	-37	138	134	4

Mediaworks Combo: Breeze or Edge or Magic or Mai FM or More FM or RadioLIVE or Rock or The Sound or (from S1 2018) internet only listening to George FM
 NZME Combo: Coast or Flava or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or (from S1 2018) internet only listening to Hokonui or Mix



TAURANGA COMMERCIAL RADIO - SURVEY 1 2018

Cumulative Audience (000's) by Daypart, People 10+
 Survey Comparisons: 4/2017 - 1/2018

This Survey Period: Sun Apr 9 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Apr 7 2018
 Last Survey Period: Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017

	This	Last	+/-
Potential (000)	161.2	160.7	0.5
Sample Size	847	870	-23

	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	7.9	7.5	0.4	10	6.1	5.6	0.5	7.5	7.8	-0.3	6.6	5.9	0.7	3.2	2.7	0.5	0.9	0.8	0.1	10.6	8.7	1.9
Coast	13.1	12.6	0.5	4	13.0	13.1	-0.1	14.3	14.3	0.0	9.5	9.7	-0.2	5.4	4.3	1.1	2.3	1.9	0.4	15.5	17.6	-2.1
Edge	12.6	13.0	-0.4	6	7.6	7.1	0.5	10.3	13.2	-2.9	9.3	11.1	-1.8	3.6	3.6	0.0	1.3	0.6	0.7	9.2	11.9	-2.7
Flava	5.5	5.9	-0.4	12	1.5	3.2	-1.7	5.7	7.6	-1.9	3.8	4.8	-1.0	0.7	1.5	-0.8	1.4	1.4	0.0	5.8	8.1	-2.3
Life FM	3.2	2.0	1.2	15	1.7	1.6	0.1	3.4	2.8	0.6	2.6	2.4	0.2	1.3	1.1	0.2	0.1	0.1	0.0	3.5	3.2	0.3
Magic	8.8	10.8	-2.0	9	8.3	9.9	-1.6	9.9	10.7	-0.8	8.8	9.4	-0.6	4.4	4.7	-0.3	1.7	1.9	-0.2	11.0	12.2	-1.2
Mai FM	4.9	4.2	0.7	14	3.7	3.9	-0.2	4.2	4.4	-0.2	3.5	4.1	-0.6	0.5	1.2	-0.7	1.3	1.5	-0.2	3.8	4.6	-0.8
Moana Radio	1.2	0.4	0.8	17	1.1	0.6	0.5	1.0	0.6	0.4	0.9	0.6	0.3	0.1	0.1	0.0	0.2	0.2	0.0	1.2	0.7	0.5
More FM	13.4	14.5	-1.1	3	7.4	8.9	-1.5	7.6	9.5	-1.9	8.5	7.4	1.1	3.0	2.6	0.4	1.1	0.8	0.3	10.6	11.8	-1.2
Newstalk ZB	13.5	14.3	-0.8	2	7.0	8.7	-1.7	7.6	7.9	-0.3	8.3	7.8	0.5	5.5	5.0	0.5	4.2	4.3	-0.1	11.3	13.2	-1.9
Radio Hauraki	5.2	5.8	-0.6	13	3.4	4.6	-1.2	6.0	6.2	-0.2	5.3	4.8	0.5	1.0	1.7	-0.7	1.6	1.0	0.6	4.0	5.3	-1.3
RadioLIVE	5.9	5.3	0.6	11	4.5	3.1	1.4	4.6	3.7	0.9	4.2	3.4	0.8	1.9	1.6	0.3	1.8	1.1	0.7	6.3	5.4	0.9
Radio Sport	2.6	3.1	-0.5	16	2.4	2.7	-0.3	1.6	3.0	-1.4	3.0	2.8	0.2	2.2	1.5	0.7	0.2	0.2	0.0	2.9	3.6	-0.7
Radio Tainui	*	*	*	*	*	*	*	0.1	0.1	0.0	*	*	*	*	*	*	*	*	*	0.2	0.1	0.1
Rhema	1.0	1.0	0.0	18	0.7	0.4	0.3	1.1	1.1	0.0	0.2	0.3	-0.1	0.1	0.1	0.0	0.3	0.2	0.1	0.8	0.8	0.0
Rock	11.0	12.8	-1.8	8	10.2	9.6	0.6	9.4	11.2	-1.8	9.1	9.5	-0.4	1.8	2.2	-0.4	2.0	2.0	0.0	10.5	10.2	0.3
Star	0.2	0.1	0.1	19	0.7	0.6	0.1	0.7	0.6	0.1	0.2	0.2	0.0	0.2	0.2	0.0	0.1	0.1	0.0	0.5	0.3	0.2
The Hits	12.0	10.2	1.8	7	11.3	9.2	2.1	12.6	10.0	2.6	11.2	10.6	0.6	2.8	4.7	-1.9	2.1	2.1	0.0	12.1	12.5	-0.4
The Sound	12.8	12.5	0.3	5	12.2	10.4	1.8	11.8	13.1	-1.3	12.1	11.2	0.9	3.5	3.8	-0.3	1.4	1.9	-0.5	12.4	11.7	0.7
ZM	18.7	13.7	5.0	1	11.2	8.1	3.1	12.7	10.5	2.2	13.1	12.5	0.6	5.2	5.9	-0.7	1.4	0.7	0.7	15.5	14.7	0.8
Others	4.0	5.1	-1.1		4.6	4.8	-0.2	6.0	6.5	-0.5	4.6	5.5	-0.9	2.6	3.2	-0.6	2.5	2.0	0.5	6.7	7.3	-0.6
Mediaworks Combo	61.3	63.5	-2.2		49.7	48.0	1.7	54.0	58.8	-4.8	53.7	52.4	1.3	20.3	20.3	0.0	10.4	9.5	0.9	64.0	63.4	0.6
NZME Combo	60.8	59.9	0.9		44.0	43.7	0.3	54.3	53.2	1.1	49.0	47.3	1.7	21.8	23.5	-1.7	12.9	11.3	1.6	57.8	62.6	-4.8
All Commercial Radio	103.7	105.8	-2.1		82.0	80.0	2.0	95.6	98.6	-3.0	87.4	87.4	0.0	39.8	42.8	-3.0	19.9	18.2	1.7	103.2	108.0	-4.8

Mediaworks Combo: Breeze or Edge or Magic or Mai FM or More FM or RadioLIVE or Rock or The Sound or (from S1 2018) Internet only listening to George FM
 NZME Combo: Coast or Flava or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or (from S1 2018) Internet only listening to Hokonui or Mix



TAURANGA COMMERCIAL RADIO - SURVEY 1 2018

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

Survey Comparisons: 4/2017 - 1/2018

This Survey Period: Sun Apr 9 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Apr 7 2018

Last Survey Period: Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 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	7:01	6:21	0:40	4:12	1:32	2:40	1:58	2:18	-0:20	6:54	2:37	4:17	5:34	4:35	0:59	5:44	5:49	-0:05	6:09	5:21	0:48	8:10	5:39	2:31
Coast	13:20	12:22	0:58	3:36	3:16	0:20	14:15	13:02	1:12	16:34	13:14	3:19	10:04	8:28	1:36	11:08	10:15	0:53	13:58	13:21	0:36	4:02	3:53	0:08
Edge	6:02	6:15	-0:13	4:45	5:48	-1:03	6:22	5:21	1:00	7:18	7:02	0:16	7:11	6:57	0:13	5:04	5:30	-0:25	3:24	4:41	-1:16	8:13	8:29	-0:15
Flava	4:00	4:50	-0:50	4:38	5:05	-0:27	2:58	5:05	-2:07	4:30	4:29	0:00	4:10	4:35	-0:25	2:05	4:11	-2:06	*	2:53	*	5:07	4:56	0:10
Life FM	9:52	6:20	3:32	0:30	1:00	-0:30	15:55	13:33	2:21	5:24	6:24	-0:59	6:20	6:23	-0:02	6:31	5:25	1:06	2:30	2:39	-0:08	7:11	7:07	0:04
Magic	12:07	10:07	1:59	2:48	2:51	-0:03	23:52	21:21	2:30	18:26	10:48	7:38	12:03	8:31	3:32	9:18	7:19	1:59	9:42	8:32	1:09	3:49	4:24	-0:34
Mai FM	2:59	3:33	-0:33	1:06	1:10	-0:03	3:58	5:00	-1:02	3:40	3:45	-0:04	3:32	3:30	0:01	1:22	1:39	-0:16	1:36	1:37	-0:01	2:37	4:16	-1:38
Moana Radio	6:29	8:42	-2:12	12:30	27:30	-14:59	5:07	4:52	0:15	3:08	3:11	-0:03	5:04	3:11	1:52	11:00	*	*	*	*	*	3:21	9:30	-6:08
More FM	7:13	7:14	-0:01	3:59	3:58	0:00	4:42	5:03	-0:21	5:29	5:41	-0:12	7:49	7:48	0:01	9:38	9:19	0:18	7:31	6:58	0:32	5:46	6:19	-0:33
Newstalk ZB	11:52	12:27	-0:35	1:46	1:39	0:06	5:30	5:29	0:01	4:48	6:05	-1:16	6:05	7:21	-1:15	7:49	7:29	0:19	13:04	12:38	0:26	2:20	8:06	-5:46
Radio Hauraki	6:12	11:43	-5:30	1:03	1:31	-0:27	4:55	5:48	-0:52	5:06	14:20	-9:13	7:25	16:03	-8:37	9:15	12:37	-3:21	5:58	5:23	0:34	4:31	6:19	-1:48
RadioLIVE	6:57	6:54	0:02	4:05	3:13	0:51	8:23	8:28	-0:04	3:45	5:51	-2:06	5:15	5:09	0:05	9:37	7:33	2:03	11:26	10:24	1:01	2:03	4:45	-2:41
Radio Sport	5:08	5:12	-0:04	1:30	*	*	2:00	2:00	0:00	5:11	2:57	2:13	4:33	4:14	0:19	4:55	5:58	-1:03	5:52	6:20	-0:27	4:22	7:39	-3:16
Radio Tainui	0:33	0:35	-0:02	*	*	*	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	6:41	4:55	1:45	*	9:30	*	2:09	1:48	0:21	5:40	4:16	1:23	11:06	3:41	7:25	9:43	2:48	6:54	4:41	4:29	0:11	5:12	6:25	-1:13
Rock	7:08	9:05	-1:56	3:12	4:41	-1:29	8:27	10:40	-2:12	10:19	11:59	-1:39	8:38	10:13	-1:34	4:28	5:01	-0:32	2:48	3:25	-0:37	5:40	7:06	-1:25
Star	7:35	7:02	0:32	0:15	0:15	0:00	0:15	0:15	0:00	*	*	*	10:17	4:30	5:47	10:17	4:30	5:47	16:46	18:41	-1:54	4:30	4:30	0:00
The Hits	9:32	8:51	0:40	3:48	8:39	-4:51	15:05	7:05	8:00	6:17	6:33	-0:15	7:32	8:20	-0:48	10:44	11:03	-0:19	13:29	11:19	2:10	8:19	9:44	-1:25
The Sound	14:26	13:10	1:16	3:11	4:49	-1:38	15:51	11:01	4:50	10:09	7:48	2:21	12:55	10:28	2:27	18:09	16:57	1:11	19:00	19:01	-0:01	13:03	10:18	2:45
ZM	7:11	5:17	1:53	6:34	4:06	2:28	6:40	6:49	-0:09	8:24	5:31	2:53	7:34	5:35	1:59	4:02	4:57	-0:55	2:31	3:03	-0:31	7:41	6:51	0:49
Others	8:38	7:42	0:56	11:08	10:11	0:56	3:52	4:04	-0:11	5:52	4:50	1:02	7:38	7:06	0:32	13:08	11:25	1:43	11:22	9:58	1:23	7:56	8:53	-0:56
Mediaworks Combo	12:08	12:04	0:04	6:11	6:35	-0:23	11:10	10:34	0:35	11:59	11:51	0:08	12:25	12:17	0:07	14:33	14:07	0:25	13:32	13:06	0:26	10:17	11:25	-1:07
NZME Combo	11:58	11:26	0:31	7:28	7:05	0:22	10:39	8:43	1:56	9:21	9:28	-0:07	9:57	10:14	-0:17	11:07	11:02	0:05	13:54	13:28	0:25	8:23	8:02	0:20
All Commercial Radio	17:58	17:21	0:37	10:40	10:38	0:02	18:29	16:42	1:46	17:08	16:58	0:09	17:29	17:10	0:18	18:57	18:23	0:34	18:59	18:36	0:22	14:22	15:49	-1:27
Potential (000)	161.2	160.7	0.5	20.2	19.0	1.2	32.7	33.4	-0.7	39.8	38.9	0.9	64.2	64.0	0.2	48.7	49.5	-0.8	45.8	45.7	0.1	24.9	26.0	-1.1
Sample	847	870	-23	105	91	14	163	171	-8	207	202	5	317	309	8	236	252	-16	285	322	-37	138	134	4

Mediaworks Combo: Breeze or Edge or Magic or Mai FM or More FM or RadioLIVE or Rock or The Sound or (from S1 2018) internet only listening to George FM
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TAURANGA COMMERCIAL RADIO - SURVEY 1 2018

Average Time Spent Listening (hh:mm) by Daypart, People 10+
 Survey Comparisons: 4/2017 - 1/2018

This Survey Period: Sun Apr 9 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Apr 7 2018
 Last Survey Period: Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017

	This	Last	+/-
Potential (000)	161.2	160.7	0.5
Sample Size	847	870	-23

	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	2:53	2:29	0:24	2:35	2:30	0:04	2:38	2:14	0:24	2:11	2:10	0:00	2:03	2:54	-0:50	1:29	1:55	-0:25	3:37	3:34	0:03
Coast	4:21	4:03	0:17	4:26	4:31	-0:04	4:25	4:18	0:07	2:34	2:23	0:11	2:21	1:39	0:42	2:28	1:56	0:31	4:55	4:33	0:21
Edge	2:12	2:13	-0:01	2:27	2:40	-0:12	3:05	2:45	0:19	1:55	1:48	0:07	1:34	1:24	0:10	1:16	1:58	-0:41	1:56	2:20	-0:23
Flava	1:41	1:39	0:02	2:15	2:04	0:10	1:06	1:13	-0:07	1:04	1:27	-0:23	1:36	1:31	0:05	1:45	2:01	-0:16	2:11	2:25	-0:13
Life FM	2:24	2:44	-0:19	4:29	2:18	2:10	4:44	3:40	1:04	1:21	1:29	-0:07	0:49	0:46	0:03	3:15	3:15	0:00	4:31	2:13	2:18
Magic	2:53	2:35	0:17	3:24	3:11	0:13	4:20	3:25	0:55	2:39	2:13	0:25	2:58	2:28	0:30	2:09	1:23	0:45	4:37	3:31	1:05
Mai FM	1:17	1:08	0:09	1:14	1:10	0:03	1:14	1:20	-0:06	1:35	1:13	0:21	0:28	0:55	-0:27	0:44	0:47	-0:02	1:44	2:36	-0:51
Moana Radio	1:28	2:25	-0:57	2:05	1:57	0:08	5:39	7:06	-1:26	2:04	1:21	0:42	0:30	0:30	0:00	2:30	2:30	0:00	3:09	2:25	0:44
More FM	3:03	2:55	0:08	3:20	3:19	0:01	3:45	3:54	-0:08	1:44	1:30	0:14	0:54	1:14	-0:20	1:57	0:41	1:16	3:13	2:28	0:44
Newstalk ZB	4:25	4:35	-0:10	4:30	4:09	0:21	2:59	2:52	0:06	1:54	1:59	-0:04	3:19	3:36	-0:16	4:18	4:35	-0:17	3:47	3:55	-0:08
Radio Hauraki	1:56	2:43	-0:46	2:26	4:52	-2:25	2:57	5:24	-2:26	1:43	2:54	-1:10	1:07	0:57	0:09	1:00	1:00	0:00	4:09	3:50	0:18
RadioLIVE	3:05	2:59	0:05	2:13	2:33	-0:19	1:30	2:10	-0:40	1:28	1:40	-0:11	5:04	4:38	0:25	1:55	1:31	0:23	3:18	3:04	0:14
Radio Sport	1:27	1:45	-0:18	1:39	1:29	0:10	1:40	1:41	-0:01	0:57	0:58	-0:00	2:07	2:19	-0:11	2:00	2:00	0:00	2:18	2:30	-0:12
Radio Tainui	*	*	*	*	*	*	1:00	1:00	0:00	*	*	*	*	*	*	*	*	*	0:15	0:15	0:00
Rhema	4:22	3:46	0:36	2:55	1:39	1:15	3:34	2:13	1:20	6:03	1:50	4:13	1:00	0:30	0:30	1:08	1:14	-0:05	1:41	1:49	-0:08
Rock	2:48	3:04	-0:16	3:03	4:07	-1:04	3:18	3:57	-0:38	1:58	2:31	-0:32	0:44	1:44	-0:59	1:30	2:04	-0:34	2:24	2:47	-0:22
Star	3:24	4:30	-1:05	2:59	3:18	-0:19	2:23	2:16	0:07	1:57	1:54	0:02	2:45	2:45	0:00	0:15	0:15	0:00	6:16	3:28	2:47
The Hits	2:45	2:47	-0:01	3:56	3:52	0:03	4:23	3:57	0:26	1:37	1:55	-0:17	2:12	3:00	-0:48	0:47	1:25	-0:38	4:00	3:07	0:53
The Sound	3:15	3:06	0:09	5:27	5:47	-0:19	6:38	5:21	1:16	2:59	2:53	0:05	1:28	1:55	-0:27	1:17	1:41	-0:24	5:09	4:46	0:23
ZM	2:15	2:00	0:15	2:39	1:46	0:52	3:03	2:01	1:01	1:28	1:08	0:20	1:26	1:20	0:05	1:18	1:33	-0:14	2:48	2:16	0:32
Others	2:48	2:11	0:36	3:32	3:42	-0:10	3:42	3:28	0:14	2:36	2:04	0:32	4:42	4:14	0:27	2:28	2:18	0:10	4:43	4:28	0:14
Mediaworks Combo	3:31	3:24	0:06	4:02	4:17	-0:14	4:34	4:21	0:12	2:33	2:31	0:02	2:17	2:20	-0:03	1:57	1:41	0:16	4:04	3:50	0:14
NZME Combo	3:33	3:24	0:09	4:04	4:05	-0:00	3:49	3:37	0:12	1:58	2:02	-0:03	2:35	2:19	0:16	2:29	2:47	-0:18	4:25	4:02	0:23
All Commercial Radio	4:23	4:11	0:12	4:59	5:07	-0:07	5:14	4:58	0:15	2:51	2:48	0:02	2:46	2:44	0:02	2:52	2:56	-0:03	5:26	5:00	0:25

Mediaworks Combo: Breeze or Edge or Magic or Mai FM or More FM or RadioLIVE or Rock or The Sound or (from S1 2018) Internet only listening to George FM
 NZME Combo: Coast or Flava or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or (from S1 2018) Internet only listening to Hokonui or Mix