



# TAURANGA COMMERCIAL RADIO - SURVEY 2 2018

Station Share (%) by Demographic, Mon-Sun 12mn-12mn  
 Survey Comparisons: 1/2018 - 2/2018

This Survey Period: Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 2018

Last 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

|                  | 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           | 4.7     | 5.1   | -0.4 | 9    | 3.6          | 5.6  | -2.0 |  | 0.6          | 1.0  | -0.4 |  | 3.1          | 3.2  | -0.1 |  | 4.1          | 4.1  | 0.0  |  | 6.4          | 5.3  | 1.1  |  | 6.3          | 5.0  | 1.3  |  | 6.2           | 4.3  | 1.9  |  |
| Coast            | 12.6    | 12.7  | -0.1 | 1    | 1.1          | 1.8  | -0.7 |  | 6.8          | 5.6  | 1.2  |  | 5.9          | 4.1  | 1.8  |  | 6.1          | 5.2  | 0.9  |  | 13.8         | 10.8 | 3.0  |  | 21.8         | 21.1 | 0.7  |  | 2.7           | 1.0  | 1.7  |  |
| Edge             | 4.1     | 5.2   | -1.1 | 10   | 12.5         | 16.0 | -3.5 |  | 7.5          | 8.2  | -0.7 |  | 10.1         | 12.0 | -1.9 |  | 7.5          | 8.7  | -1.2 |  | 2.3          | 2.7  | -0.4 |  | 0.3          | 1.1  | -0.8 |  | 11.3          | 17.4 | -6.1 |  |
| Flava            | 1.6     | 1.7   | -0.1 | 14   | 11.5         | 13.8 | -2.3 |  | 3.0          | 2.0  | 1.0  |  | 2.4          | 2.8  | -0.4 |  | 1.6          | 1.8  | -0.2 |  | 0.3          | 0.1  | 0.2  |  | *            | *    | *    |  | 2.9           | 3.4  | -0.5 |  |
| Life FM          | 3.1     | 2.2   | 0.9  | 11   | 4.4          | *    | *    |  | 6.5          | 7.9  | -1.4 |  | 2.6          | 2.4  | 0.2  |  | 4.1          | 2.1  | 2.0  |  | 3.0          | 1.0  | 2.0  |  | 0.3          | 0.3  | 0.0  |  | 6.9           | 3.7  | 3.2  |  |
| Magic            | 7.1     | 8.0   | -0.9 | 7    | 2.1          | 0.7  | 1.4  |  | 5.2          | 4.6  | 0.6  |  | 4.3          | 4.7  | -0.4 |  | 4.8          | 3.1  | 1.7  |  | 6.8          | 6.0  | 0.8  |  | 10.6         | 12.8 | -2.2 |  | 3.0           | 1.2  | 1.8  |  |
| Mai FM           | 1.0     | 1.3   | -0.3 | 15   | 1.5          | 1.7  | -0.2 |  | 3.5          | 4.5  | -1.0 |  | 2.3          | 2.3  | 0.0  |  | 1.3          | 1.4  | -0.1 |  | 0.1          | 0.1  | 0.0  |  | 0.1          | 0.1  | 0.0  |  | 1.4           | 1.9  | -0.5 |  |
| Moana Radio      | 0.6     | 0.7   | -0.1 | 18   | 4.5          | 4.7  | -0.2 |  | 0.5          | 0.6  | -0.1 |  | 0.5          | 0.7  | -0.2 |  | 0.8          | 0.8  | 0.0  |  | 0.6          | 0.5  | 0.1  |  | *            | *    | *    |  | 0.2           | 0.6  | -0.4 |  |
| More FM          | 5.3     | 6.3   | -1.0 | 8    | 7.7          | 10.3 | -2.6 |  | 2.1          | 2.3  | -0.2 |  | 5.9          | 6.7  | -0.8 |  | 7.8          | 9.7  | -1.9 |  | 7.3          | 9.3  | -2.0 |  | 3.8          | 4.0  | -0.2 |  | 7.2           | 9.7  | -2.5 |  |
| Newstalk ZB      | 11.3    | 8.9   | 2.4  | 3    | 0.3          | 0.4  | -0.1 |  | 0.9          | 1.2  | -0.3 |  | 2.6          | 1.7  | 0.9  |  | 2.4          | 2.6  | -0.2 |  | 4.5          | 5.1  | -0.6 |  | 16.0         | 13.4 | 2.6  |  | 1.2           | 1.2  | 0.0  |  |
| Radio Hauraki    | 2.1     | 2.8   | -0.7 | 13   | 0.9          | 0.3  | 0.6  |  | 1.9          | 3.1  | -1.2 |  | 4.3          | 4.0  | 0.3  |  | 3.9          | 5.2  | -1.3 |  | 3.0          | 4.7  | -1.7 |  | 1.5          | 1.6  | -0.1 |  | 2.5           | 3.7  | -1.2 |  |
| RadioLIVE        | 3.0     | 3.2   | -0.2 | 12   | 1.2          | 0.9  | 0.3  |  | 1.5          | 1.8  | -0.3 |  | 1.6          | 1.8  | -0.2 |  | 2.6          | 2.9  | -0.3 |  | 4.2          | 4.7  | -0.5 |  | 4.9          | 5.4  | -0.5 |  | 0.5           | 0.6  | -0.1 |  |
| Radio Sport      | 0.8     | 1.1   | -0.3 | 16   | 0.1          | 0.2  | -0.1 |  | 0.1          | *    | *    |  | 0.3          | 0.8  | -0.5 |  | 0.3          | 0.6  | -0.3 |  | 1.2          | 1.4  | -0.2 |  | 1.9          | 2.5  | -0.6 |  | 0.2           | 0.7  | -0.5 |  |
| Radio Tainui     | 0.2     | *     | *    | 20   | *            | *    | *    |  | 0.9          | *    | *    |  | 0.1          | *    | *    |  | *            | *    | *    |  | *            | *    | *    |  | *            | *    | *    |  | *             | *    | *    |  |
| Rhema            | 0.6     | 0.6   | 0.0  | 18   | *            | *    | *    |  | 0.2          | 0.2  | 0.0  |  | 0.4          | 0.2  | 0.2  |  | 1.4          | 0.7  | 0.7  |  | 1.3          | 0.8  | 0.5  |  | 0.2          | 0.4  | -0.2 |  | 1.8           | 0.6  | 1.2  |  |
| Rock             | 8.1     | 6.0   | 2.1  | 5    | 4.5          | 2.3  | 2.2  |  | 17.3         | 12.5 | 4.8  |  | 16.4         | 16.2 | 0.2  |  | 15.1         | 12.3 | 2.8  |  | 6.7          | 3.6  | 3.1  |  | 0.7          | 1.1  | -0.4 |  | 15.6          | 8.8  | 6.8  |  |
| Star             | 0.8     | 0.4   | 0.4  | 16   | *            | *    | *    |  | *            | *    | *    |  | *            | *    | *    |  | 0.6          | 0.3  | 0.3  |  | 0.7          | 0.4  | 0.3  |  | 0.4          | 0.4  | 0.0  |  | 1.2           | 0.2  | 1.0  |  |
| The Hits         | 8.5     | 8.8   | -0.3 | 4    | 6.7          | 10.7 | -4.0 |  | 13.6         | 16.2 | -2.6 |  | 5.3          | 6.9  | -1.6 |  | 6.3          | 8.5  | -2.2 |  | 6.8          | 8.7  | -1.9 |  | 7.1          | 5.6  | 1.5  |  | 8.4           | 10.2 | -1.8 |  |
| The Sound        | 12.1    | 12.5  | -0.4 | 2    | 2.9          | 3.9  | -1.0 |  | 10.8         | 11.4 | -0.6 |  | 9.6          | 8.6  | 1.0  |  | 13.6         | 14.4 | -0.8 |  | 23.9         | 26.3 | -2.4 |  | 17.4         | 17.8 | -0.4 |  | 9.0           | 11.7 | -2.7 |  |
| ZM               | 8.0     | 7.8   | 0.2  | 6    | 25.0         | 18.5 | 6.5  |  | 14.5         | 13.8 | 0.7  |  | 19.0         | 18.3 | 0.7  |  | 12.2         | 12.7 | -0.5 |  | 2.4          | 2.6  | -0.2 |  | 0.7          | 0.7  | 0.0  |  | 13.4          | 13.9 | -0.5 |  |
| Others           | 4.2     | 4.8   | -0.6 |      | 9.6          | 8.1  | 1.5  |  | 2.5          | 3.0  | -0.5 |  | 3.3          | 2.6  | 0.7  |  | 3.3          | 2.9  | 0.4  |  | 4.9          | 5.6  | -0.7 |  | 6.1          | 6.8  | -0.7 |  | 4.3           | 5.2  | -0.9 |  |
| Mediaworks Combo | 46.2    | 48.2  | -2.0 |      | 36.0         | 41.4 | -5.4 |  | 49.4         | 47.1 | 2.3  |  | 54.8         | 57.0 | -2.2 |  | 58.4         | 57.7 | 0.7  |  | 58.5         | 58.7 | -0.2 |  | 44.2         | 47.5 | -3.3 |  | 55.8          | 57.7 | -1.9 |  |
| NZME Combo       | 45.3    | 44.6  | 0.7  |      | 48.6         | 51.0 | -2.4 |  | 40.9         | 42.5 | -1.6 |  | 39.9         | 38.7 | 1.2  |  | 33.3         | 37.4 | -4.1 |  | 32.5         | 34.6 | -2.1 |  | 49.0         | 44.8 | 4.2  |  | 32.7          | 36.6 | -3.9 |  |
| Potential (000)  | 161.2   | 161.2 | 0.0  |      | 21.1         | 20.2 | 0.9  |  | 31.8         | 32.7 | -0.9 |  | 39.8         | 39.8 | 0.0  |  | 64.2         | 64.2 | 0.0  |  | 48.7         | 48.7 | 0.0  |  | 45.8         | 45.8 | 0.0  |  | 25.7          | 24.9 | 0.8  |  |
| Sample           | 862     | 847   | 15   |      | 117          | 105  | 12   |  | 166          | 163  | 3    |  | 227          | 207  | 20   |  | 348          | 317  | 31   |  | 240          | 236  | 4    |  | 268          | 285  | -17  |  | 149           | 138  | 11   |  |

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 2 2018

Station Share (%) by Daypart, People 10+  
Survey Comparisons: 1/2018 - 2/2018

This Survey Period: Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 2018

Last 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

|                 | This  | Last  | +/- |
|-----------------|-------|-------|-----|
| Potential (000) | 161.2 | 161.2 | 0.0 |
| Sample Size     | 862   | 847   | 15  |

|                  | 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           | 4.6             | 5.0  | -0.4 | 10   | 4.5              | 3.9  | 0.6  |  | 4.4              | 4.0  | 0.4  |  | 4.2             | 5.8  | -1.6 |  | 4.8              | 6.0  | -1.2 |  | 2.4              | 2.5  | -0.1 |  | 5.7               | 6.9  | -1.2 |  |
| Coast            | 11.1            | 12.5 | -1.4 | 2    | 13.3             | 14.2 | -0.9 |  | 13.7             | 12.6 | 1.1  |  | 11.4            | 9.8  | 1.6  |  | 9.0              | 11.5 | -2.5 |  | 9.8              | 9.8  | 0.0  |  | 13.7              | 13.6 | 0.1  |  |
| Edge             | 5.2             | 6.1  | -0.9 | 9    | 3.4              | 4.6  | -1.2 |  | 5.0              | 6.3  | -1.3 |  | 5.3             | 7.1  | -1.8 |  | 3.9              | 5.2  | -1.3 |  | 0.8              | 2.9  | -2.1 |  | 2.9               | 3.2  | -0.3 |  |
| Flava            | 1.5             | 2.0  | -0.5 | 14   | 0.9              | 0.8  | 0.1  |  | 1.6              | 1.3  | 0.3  |  | 1.7             | 1.6  | 0.1  |  | 1.5              | 1.0  | 0.5  |  | 3.0              | 4.3  | -1.3 |  | 2.2               | 2.3  | -0.1 |  |
| Life FM          | 3.5             | 1.7  | 1.8  | 12   | 2.6              | 1.9  | 0.7  |  | 3.7              | 3.2  | 0.5  |  | 1.8             | 1.4  | 0.4  |  | 1.1              | 1.0  | 0.1  |  | 1.1              | 0.6  | 0.5  |  | 3.9               | 2.9  | 1.0  |  |
| Magic            | 5.3             | 5.6  | -0.3 | 8    | 5.8              | 6.9  | -1.1 |  | 6.8              | 8.6  | -1.8 |  | 8.5             | 9.4  | -0.9 |  | 6.2              | 11.9 | -5.7 |  | 16.8             | 6.5  | 10.3 |  | 8.3               | 9.1  | -0.8 |  |
| Mai FM           | 1.1             | 1.4  | -0.3 | 15   | 0.9              | 1.1  | -0.2 |  | 0.9              | 1.0  | -0.1 |  | 2.4             | 2.2  | 0.2  |  | 0.3              | 0.2  | 0.1  |  | 0.6              | 1.8  | -1.2 |  | 0.7               | 1.2  | -0.5 |  |
| Moana Radio      | 0.3             | 0.4  | -0.1 | 19   | 0.6              | 0.6  | 0.0  |  | 1.2              | 1.1  | 0.1  |  | 0.5             | 0.8  | -0.3 |  | *                | 0.1  | *    |  | 0.7              | 0.8  | -0.1 |  | 0.6               | 0.7  | -0.1 |  |
| More FM          | 7.1             | 9.0  | -1.9 | 7    | 5.9              | 6.1  | -0.2 |  | 5.0              | 5.7  | -0.7 |  | 4.6             | 5.9  | -1.3 |  | 2.0              | 2.4  | -0.4 |  | 2.0              | 3.7  | -1.7 |  | 5.1               | 6.1  | -1.0 |  |
| Newstalk ZB      | 16.5            | 13.1 | 3.4  | 1    | 9.9              | 7.7  | 2.2  |  | 5.3              | 4.5  | 0.8  |  | 6.3             | 6.3  | 0.0  |  | 21.8             | 16.4 | 5.4  |  | 41.2             | 32.0 | 9.2  |  | 10.2              | 7.6  | 2.6  |  |
| Radio Hauraki    | 2.0             | 2.2  | -0.2 | 13   | 1.1              | 2.0  | -0.9 |  | 2.3              | 3.5  | -1.2 |  | 3.3             | 3.7  | -0.4 |  | 0.8              | 1.0  | -0.2 |  | 0.4              | 2.7  | -2.3 |  | 2.6               | 3.0  | -0.4 |  |
| RadioLIVE        | 4.0             | 4.0  | 0.0  | 11   | 2.4              | 2.5  | -0.1 |  | 1.2              | 1.4  | -0.2 |  | 3.1             | 2.5  | 0.6  |  | 7.8              | 8.8  | -1.0 |  | 2.9              | 6.0  | -3.1 |  | 3.4               | 3.7  | -0.3 |  |
| Radio Sport      | 0.6             | 0.8  | -0.2 | 17   | 0.8              | 1.0  | -0.2 |  | 0.7              | 0.5  | 0.2  |  | 0.9             | 1.1  | -0.2 |  | 2.3              | 4.3  | -2.0 |  | *                | 0.7  | *    |  | 0.9               | 1.2  | -0.3 |  |
| Radio Tainui     | 0.2             | *    | *    | 20   | 0.2              | *    | *    |  | *                | *    | *    |  | *               | *    | *    |  | 1.6              | *    | *    |  | *                | *    | *    |  | 0.2               | *    | *    |  |
| Rhema            | 0.4             | 1.0  | -0.6 | 18   | 0.5              | 0.5  | 0.0  |  | 0.9              | 0.8  | 0.1  |  | 1.4             | 0.5  | 0.9  |  | 0.1              | 0.1  | 0.0  |  | *                | 0.5  | *    |  | 0.5               | 0.2  | 0.3  |  |
| Rock             | 8.0             | 6.8  | 1.2  | 5    | 10.8             | 7.6  | 3.2  |  | 10.5             | 6.2  | 4.3  |  | 9.2             | 7.3  | 1.9  |  | 1.4              | 1.2  | 0.2  |  | 5.7              | 5.3  | 0.4  |  | 5.2               | 4.5  | 0.7  |  |
| Star             | 0.7             | 0.2  | 0.5  | 16   | 1.1              | 0.5  | 0.6  |  | 0.9              | 0.3  | 0.6  |  | 0.2             | 0.1  | 0.1  |  | 1.7              | 0.6  | 1.1  |  | 0.1              | *    | *    |  | 1.0               | 0.5  | 0.5  |  |
| The Hits         | 7.4             | 7.3  | 0.1  | 6    | 10.4             | 10.8 | -0.4 |  | 9.4              | 11.0 | -1.6 |  | 6.5             | 7.3  | -0.8 |  | 7.9              | 5.6  | 2.3  |  | 1.8              | 2.9  | -1.1 |  | 8.9               | 8.6  | 0.3  |  |
| The Sound        | 8.6             | 9.2  | -0.6 | 3    | 14.7             | 16.2 | -1.5 |  | 14.8             | 15.6 | -0.8 |  | 14.8            | 14.5 | 0.3  |  | 7.9              | 4.6  | 3.3  |  | 4.6              | 3.2  | 1.4  |  | 11.1              | 11.4 | -0.3 |  |
| ZM               | 8.6             | 9.3  | -0.7 | 3    | 6.9              | 7.2  | -0.3 |  | 8.4              | 7.7  | 0.7  |  | 8.9             | 7.8  | 1.1  |  | 9.1              | 6.7  | 2.4  |  | 2.2              | 3.1  | -0.9 |  | 8.1               | 7.8  | 0.3  |  |
| Others           | 3.3             | 2.5  | 0.8  |      | 3.4              | 4.0  | -0.6 |  | 3.5              | 4.5  | -1.0 |  | 5.2             | 4.8  | 0.4  |  | 9.0              | 11.3 | -2.3 |  | 3.8              | 10.8 | -7.0 |  | 4.9               | 5.6  | -0.7 |  |
| Mediaworks Combo | 44.5            | 47.4 | -2.9 |      | 48.9             | 49.1 | -0.2 |  | 49.1             | 49.3 | -0.2 |  | 52.5            | 55.1 | -2.6 |  | 35.3             | 42.0 | -6.7 |  | 38.9             | 35.9 | 3.0  |  | 43.0              | 46.5 | -3.5 |  |
| NZME Combo       | 47.9            | 47.6 | 0.3  |      | 43.3             | 43.8 | -0.5 |  | 41.3             | 41.5 | -0.2 |  | 39.4            | 38.9 | 0.5  |  | 54.8             | 51.1 | 3.7  |  | 58.4             | 56.4 | 2.0  |  | 47.3              | 45.6 | 1.7  |  |

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 2 2018

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

Survey Comparisons: 1/2018 - 2/2018

This Survey Period: Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 2018

Last 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

|                      | 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               | 14.4    | 17.0  | -2.6 | 10   | 1.2          | 1.9  | -0.7 | 1.8          | 2.6  | -0.8 | 2.6          | 2.5  | 0.1  | 6.3          | 6.7  | -0.4 | 7.0          | 7.4  | -0.4 | 6.1          | 6.1  | 0.0  | 2.2           | 1.7  | 0.5  |
| Coast                | 23.4    | 22.3  | 1.1  | 2    | 0.8          | 0.7  | 0.1  | 2.6          | 1.9  | 0.7  | 2.1          | 1.4  | 0.7  | 6.1          | 4.7  | 1.4  | 9.1          | 7.8  | 1.3  | 11.1         | 11.3 | -0.2 | 1.8           | 0.8  | 1.0  |
| Edge                 | 18.2    | 20.1  | -1.9 | 5    | 4.0          | 4.8  | -0.8 | 6.5          | 6.4  | 0.1  | 8.8          | 9.0  | -0.2 | 10.9         | 11.2 | -0.3 | 3.6          | 4.3  | -0.7 | 1.6          | 2.3  | -0.7 | 6.0           | 6.9  | -0.9 |
| Flava                | 9.3     | 9.8   | -0.5 | 12   | 3.0          | 4.2  | -1.2 | 4.4          | 3.3  | 1.1  | 3.5          | 3.4  | 0.1  | 4.4          | 3.9  | 0.5  | 0.9          | 0.6  | 0.3  | *            | *    | *    | 2.2           | 2.2  | 0.0  |
| Life FM              | 7.0     | 5.3   | 1.7  | 14   | 0.9          | 0.1  | 0.8  | 2.5          | 2.4  | 0.1  | 2.2          | 2.4  | -0.2 | 3.6          | 3.1  | 0.5  | 1.9          | 1.2  | 0.7  | 1.1          | 1.0  | 0.1  | 2.6           | 1.7  | 0.9  |
| Magic                | 17.5    | 15.5  | 2.0  | 8    | 0.8          | 0.3  | 0.5  | 1.7          | 1.0  | 0.7  | 1.6          | 1.4  | 0.2  | 3.2          | 2.4  | 0.8  | 5.9          | 5.2  | 0.7  | 10.0         | 9.9  | 0.1  | 2.0           | 1.0  | 1.0  |
| Mai FM               | 6.9     | 9.9   | -3.0 | 15   | 1.7          | 2.1  | -0.4 | 3.4          | 5.5  | -2.1 | 3.1          | 3.4  | -0.3 | 3.3          | 3.6  | -0.3 | 0.7          | 0.6  | 0.1  | 0.4          | 0.5  | -0.1 | 1.7           | 2.4  | -0.7 |
| Moana Radio          | 2.1     | 2.4   | -0.3 | 17   | 0.5          | 0.5  | 0.0  | 0.6          | 0.6  | 0.0  | 1.0          | 1.1  | -0.1 | 1.5          | 1.5  | 0.0  | 0.5          | 0.4  | 0.1  | *            | *    | *    | 0.5           | 0.5  | 0.0  |
| More FM              | 17.0    | 20.6  | -3.6 | 9    | 2.9          | 3.7  | -0.8 | 2.3          | 2.4  | -0.1 | 5.6          | 6.7  | -1.1 | 9.2          | 11.5 | -2.3 | 6.2          | 7.7  | -1.5 | 3.6          | 4.0  | -0.4 | 4.1           | 5.5  | -1.4 |
| Newstalk ZB          | 18.8    | 17.6  | 1.2  | 4    | 0.5          | 0.3  | 0.2  | 0.9          | 1.0  | -0.1 | 2.9          | 2.0  | 0.9  | 4.5          | 3.9  | 0.6  | 4.4          | 5.3  | -0.9 | 8.0          | 7.7  | 0.3  | 1.9           | 1.6  | 0.3  |
| Radio Hauraki        | 8.9     | 10.4  | -1.5 | 13   | 0.8          | 0.4  | 0.4  | 1.7          | 3.1  | -1.4 | 4.6          | 4.3  | 0.3  | 6.3          | 6.4  | -0.1 | 3.2          | 4.1  | -0.9 | 1.8          | 2.0  | -0.2 | 2.2           | 2.7  | -0.5 |
| RadioLIVE            | 10.8    | 10.8  | 0.0  | 11   | 0.3          | 0.3  | 0.0  | 1.2          | 1.1  | 0.1  | 3.1          | 2.6  | 0.5  | 5.7          | 5.1  | 0.6  | 4.0          | 3.9  | 0.1  | 3.0          | 3.6  | -0.6 | 1.0           | 1.0  | 0.0  |
| Radio Sport          | 4.7     | 4.9   | -0.2 | 16   | 0.1          | 0.2  | -0.1 | 0.3          | 0.1  | 0.2  | 0.5          | 0.8  | -0.3 | 1.0          | 1.1  | -0.1 | 2.4          | 2.3  | 0.1  | 3.1          | 3.2  | -0.1 | 0.3           | 0.5  | -0.2 |
| Radio Tainui         | 0.5     | 0.3   | 0.2  | 20   | *            | *    | *    | 0.5          | 0.2  | 0.3  | 0.2          | *    | *    | 0.2          | 0.1  | 0.1  | *            | 0.1  | *    | *            | *    | *    | *             | 0.1  | *    |
| Rhema                | 1.9     | 2.0   | -0.1 | 18   | *            | *    | *    | 0.4          | 0.5  | -0.1 | 0.4          | 0.2  | 0.2  | 1.1          | 0.6  | 0.5  | 1.0          | 0.6  | 0.4  | 0.6          | 0.7  | -0.1 | 0.6           | 0.3  | 0.3  |
| Rock                 | 21.0    | 19.7  | 1.3  | 3    | 1.9          | 1.0  | 0.9  | 8.6          | 7.2  | 1.4  | 8.2          | 8.6  | -0.4 | 12.9         | 13.1 | -0.2 | 5.9          | 6.5  | -0.6 | 2.0          | 3.0  | -1.0 | 5.5           | 5.0  | 0.5  |
| Star                 | 1.5     | 1.1   | 0.4  | 19   | 0.1          | 0.1  | 0.0  | 0.2          | 0.2  | 0.0  | *            | *    | *    | 0.4          | 0.3  | 0.1  | 0.4          | 0.3  | 0.1  | 0.2          | 0.2  | 0.0  | 0.3           | 0.2  | 0.1  |
| The Hits             | 18.2    | 21.8  | -3.6 | 5    | 3.3          | 4.0  | -0.7 | 4.2          | 5.3  | -1.1 | 5.1          | 6.1  | -1.0 | 8.4          | 10.4 | -2.0 | 5.5          | 6.5  | -1.0 | 3.5          | 3.1  | 0.4  | 2.9           | 4.0  | -1.1 |
| The Sound            | 18.0    | 20.3  | -2.3 | 7    | 1.7          | 1.8  | -0.1 | 2.8          | 3.5  | -0.7 | 4.4          | 4.7  | -0.3 | 9.4          | 10.3 | -0.9 | 10.3         | 11.6 | -1.3 | 6.1          | 7.0  | -0.9 | 2.4           | 2.9  | -0.5 |
| ZM                   | 27.4    | 25.5  | 1.9  | 1    | 4.6          | 4.0  | 0.6  | 11.0         | 10.1 | 0.9  | 13.5         | 12.0 | 1.5  | 17.0         | 15.4 | 1.6  | 5.7          | 5.2  | 0.5  | 2.2          | 1.9  | 0.3  | 6.4           | 5.9  | 0.5  |
| Others               | 12.0    | 13.0  | -1.0 |      | 1.7          | 1.0  | 0.7  | 3.0          | 3.8  | -0.8 | 2.8          | 2.5  | 0.3  | 4.2          | 3.5  | 0.7  | 3.3          | 3.4  | -0.1 | 3.9          | 4.5  | -0.6 | 1.8           | 2.2  | -0.4 |
| Mediaworks Combo     | 88.9    | 92.9  | -4.0 |      | 9.1          | 9.5  | -0.4 | 20.3         | 20.7 | -0.4 | 25.9         | 26.1 | -0.2 | 41.8         | 42.8 | -1.0 | 30.6         | 32.3 | -1.7 | 25.3         | 26.3 | -1.0 | 17.9          | 18.3 | -0.4 |
| NZME Combo           | 84.8    | 87.3  | -2.5 |      | 9.6          | 9.7  | -0.1 | 19.4         | 19.6 | -0.2 | 24.4         | 22.8 | 1.6  | 35.7         | 34.6 | 1.1  | 23.8         | 24.9 | -1.1 | 23.2         | 24.2 | -1.0 | 13.7          | 14.2 | -0.5 |
| All Commercial Radio | 131.0   | 130.4 | 0.6  |      | 14.9         | 13.2 | 1.7  | 27.3         | 26.6 | 0.7  | 33.2         | 32.1 | 1.1  | 53.7         | 52.7 | 1.0  | 42.2         | 42.3 | -0.1 | 39.2         | 39.5 | -0.3 | 22.8          | 22.7 | 0.1  |
| Potential (000)      | 161.2   | 161.2 | 0.0  |      | 21.1         | 20.2 | 0.9  | 31.8         | 32.7 | -0.9 | 39.8         | 39.8 | 0.0  | 64.2         | 64.2 | 0.0  | 48.7         | 48.7 | 0.0  | 45.8         | 45.8 | 0.0  | 25.7          | 24.9 | 0.8  |
| Sample               | 862     | 847   | 15   |      | 117          | 105  | 12   | 166          | 163  | 3    | 227          | 207  | 20   | 348          | 317  | 31   | 240          | 236  | 4    | 268          | 285  | -17  | 149           | 138  | 11   |

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 2 2018

Cumulative Audience (000's) by Daypart, People 10+  
Survey Comparisons: 1/2018 - 2/2018

This Survey Period: Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 2018

Last 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

|                 | This  | Last  | +/- |
|-----------------|-------|-------|-----|
| Potential (000) | 161.2 | 161.2 | 0.0 |
| Sample Size     | 862   | 847   | 15  |

|                      | 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               | 6.8             | 7.9   | -1.1 | 10   | 5.9              | 6.1  | -0.2 |  | 6.3              | 7.5  | -1.2 |  | 5.4             | 6.6  | -1.2 |  | 2.7              | 3.2  | -0.5 |  | 1.1              | 0.9  | 0.2  |  | 9.4               | 10.6  | -1.2 |  |
| Coast                | 12.8            | 13.1  | -0.3 | 3    | 13.1             | 13.0 | 0.1  |  | 14.8             | 14.3 | 0.5  |  | 10.7            | 9.5  | 1.2  |  | 4.4              | 5.4  | -1.0 |  | 2.2              | 2.3  | -0.1 |  | 15.7              | 15.5  | 0.2  |  |
| Edge                 | 11.3            | 12.6  | -1.3 | 5    | 5.8              | 7.6  | -1.8 |  | 8.9              | 10.3 | -1.4 |  | 7.9             | 9.3  | -1.4 |  | 3.3              | 3.6  | -0.3 |  | 0.9              | 1.3  | -0.4 |  | 8.9               | 9.2   | -0.3 |  |
| Flava                | 3.9             | 5.5   | -1.6 | 13   | 2.0              | 1.5  | 0.5  |  | 4.5              | 5.7  | -1.2 |  | 3.4             | 3.8  | -0.4 |  | 0.8              | 0.7  | 0.1  |  | 0.9              | 1.4  | -0.5 |  | 5.4               | 5.8   | -0.4 |  |
| Life FM              | 3.8             | 3.2   | 0.6  | 14   | 2.0              | 1.7  | 0.3  |  | 3.8              | 3.4  | 0.4  |  | 3.0             | 2.6  | 0.4  |  | 1.2              | 1.3  | -0.1 |  | 0.3              | 0.1  | 0.2  |  | 5.1               | 3.5   | 1.6  |  |
| Magic                | 9.4             | 8.8   | 0.6  | 9    | 7.9              | 8.3  | -0.4 |  | 10.4             | 9.9  | 0.5  |  | 9.2             | 8.8  | 0.4  |  | 4.6              | 4.4  | 0.2  |  | 2.1              | 1.7  | 0.4  |  | 12.3              | 11.0  | 1.3  |  |
| Mai FM               | 3.4             | 4.9   | -1.5 | 15   | 2.3              | 3.7  | -1.4 |  | 2.8              | 4.2  | -1.4 |  | 3.6             | 3.5  | 0.1  |  | 0.5              | 0.5  | 0.0  |  | 0.7              | 1.3  | -0.6 |  | 2.4               | 3.8   | -1.4 |  |
| Moana Radio          | 0.9             | 1.2   | -0.3 | 17   | 1.1              | 1.1  | 0.0  |  | 1.0              | 1.0  | 0.0  |  | 0.9             | 0.9  | 0.0  |  | 0.1              | 0.1  | 0.0  |  | 0.2              | 0.2  | 0.0  |  | 1.0               | 1.2   | -0.2 |  |
| More FM              | 10.5            | 13.4  | -2.9 | 7    | 6.7              | 7.4  | -0.7 |  | 7.3              | 7.6  | -0.3 |  | 6.7             | 8.5  | -1.8 |  | 2.4              | 3.0  | -0.6 |  | 0.6              | 1.1  | -0.5 |  | 8.1               | 10.6  | -2.5 |  |
| Newstalk ZB          | 15.3            | 13.5  | 1.8  | 2    | 8.2              | 7.0  | 1.2  |  | 8.0              | 7.6  | 0.4  |  | 8.1             | 8.3  | -0.2 |  | 6.6              | 5.5  | 1.1  |  | 5.0              | 4.2  | 0.8  |  | 12.4              | 11.3  | 1.1  |  |
| Radio Hauraki        | 5.0             | 5.2   | -0.2 | 12   | 3.1              | 3.4  | -0.3 |  | 4.5              | 6.0  | -1.5 |  | 4.7             | 5.3  | -0.6 |  | 0.8              | 1.0  | -0.2 |  | 0.3              | 1.6  | -1.3 |  | 4.2               | 4.0   | 0.2  |  |
| RadioLIVE            | 5.9             | 5.9   | 0.0  | 11   | 4.3              | 4.5  | -0.2 |  | 4.4              | 4.6  | -0.2 |  | 4.3             | 4.2  | 0.1  |  | 1.8              | 1.9  | -0.1 |  | 1.4              | 1.8  | -0.4 |  | 5.7               | 6.3   | -0.6 |  |
| Radio Sport          | 1.8             | 2.6   | -0.8 | 16   | 2.2              | 2.4  | -0.2 |  | 1.9              | 1.6  | 0.3  |  | 2.0             | 3.0  | -1.0 |  | 1.4              | 2.2  | -0.8 |  | *                | 0.2  | *    |  | 2.0               | 2.9   | -0.9 |  |
| Radio Tainui         | 0.3             | *     | *    | 20   | 0.3              | *    | *    |  | *                | 0.1  | *    |  | *               | *    | *    |  | 0.3              | *    | *    |  | *                | *    | *    |  | 0.5               | 0.2   | 0.3  |  |
| Rhema                | 0.8             | 1.0   | -0.2 | 18   | 0.7              | 0.7  | 0.0  |  | 1.0              | 1.1  | -0.1 |  | 0.7             | 0.2  | 0.5  |  | 0.1              | 0.1  | 0.0  |  | *                | 0.3  | *    |  | 1.2               | 0.8   | 0.4  |  |
| Rock                 | 11.3            | 11.0  | 0.3  | 5    | 11.5             | 10.2 | 1.3  |  | 11.6             | 9.4  | 2.2  |  | 10.9            | 9.1  | 1.8  |  | 2.1              | 1.8  | 0.3  |  | 2.1              | 2.0  | 0.1  |  | 11.2              | 10.5  | 0.7  |  |
| Star                 | 0.5             | 0.2   | 0.3  | 19   | 0.7              | 0.7  | 0.0  |  | 0.7              | 0.7  | 0.0  |  | 0.2             | 0.2  | 0.0  |  | 0.4              | 0.2  | 0.2  |  | 0.3              | 0.1  | 0.2  |  | 1.0               | 0.5   | 0.5  |  |
| The Hits             | 10.4            | 12.0  | -1.6 | 8    | 9.6              | 11.3 | -1.7 |  | 9.8              | 12.6 | -2.8 |  | 9.3             | 11.2 | -1.9 |  | 3.0              | 2.8  | 0.2  |  | 1.4              | 2.1  | -0.7 |  | 10.3              | 12.1  | -1.8 |  |
| The Sound            | 11.6            | 12.8  | -1.2 | 4    | 11.0             | 12.2 | -1.2 |  | 10.4             | 11.8 | -1.4 |  | 11.2            | 12.1 | -0.9 |  | 3.6              | 3.5  | 0.1  |  | 1.6              | 1.4  | 0.2  |  | 12.1              | 12.4  | -0.3 |  |
| ZM                   | 18.7            | 18.7  | 0.0  | 1    | 12.8             | 11.2 | 1.6  |  | 13.7             | 12.7 | 1.0  |  | 15.4            | 13.1 | 2.3  |  | 6.7              | 5.2  | 1.5  |  | 1.0              | 1.4  | -0.4 |  | 16.3              | 15.5  | 0.8  |  |
| Others               | 5.4             | 4.0   | 1.4  |      | 4.5              | 4.6  | -0.1 |  | 5.1              | 6.0  | -0.9 |  | 4.7             | 4.6  | 0.1  |  | 2.4              | 2.6  | -0.2 |  | 1.2              | 2.5  | -1.3 |  | 7.0               | 6.7   | 0.3  |  |
| Mediaworks Combo     | 56.9            | 61.3  | -4.4 |      | 46.8             | 49.7 | -2.9 |  | 52.6             | 54.0 | -1.4 |  | 51.2            | 53.7 | -2.5 |  | 19.2             | 20.3 | -1.1 |  | 9.6              | 10.4 | -0.8 |  | 60.7              | 64.0  | -3.3 |  |
| NZME Combo           | 57.9            | 60.8  | -2.9 |      | 45.5             | 44.0 | 1.5  |  | 51.2             | 54.3 | -3.1 |  | 47.8            | 49.0 | -1.2 |  | 22.6             | 21.8 | 0.8  |  | 10.5             | 12.9 | -2.4 |  | 56.5              | 57.8  | -1.3 |  |
| All Commercial Radio | 102.1           | 103.7 | -1.6 |      | 82.1             | 82.0 | 0.1  |  | 92.6             | 95.6 | -3.0 |  | 87.6            | 87.4 | 0.2  |  | 40.1             | 39.8 | 0.3  |  | 18.4             | 19.9 | -1.5 |  | 102.7             | 103.2 | -0.5 |  |

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 2 2018

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

Survey Comparisons: 1/2018 - 2/2018

This Survey Period: Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 2018

Last 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

|                      | 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               | 7:54    | 7:01  | 0:53  | 4:14         | 4:12  | 0:02  | 1:49         | 1:58  | -0:09 | 6:14         | 6:54  | -0:40 | 6:04         | 5:34  | 0:30  | 7:57         | 5:44  | 2:13  | 8:27         | 6:09  | 2:17  | 9:10          | 8:10  | 0:59  |
| Coast                | 13:05   | 13:20 | -0:15 | 1:52         | 3:36  | -1:44 | 13:12        | 14:15 | -1:02 | 14:48        | 16:34 | -1:46 | 9:29         | 10:04 | -0:35 | 13:14        | 11:08 | 2:05  | 16:06        | 13:58 | 2:07  | 4:51          | 4:02  | 0:48  |
| Edge                 | 5:28    | 6:02  | -0:33 | 4:33         | 4:45  | -0:11 | 5:57         | 6:22  | -0:25 | 5:58         | 7:18  | -1:20 | 6:25         | 7:11  | -0:45 | 5:41         | 5:04  | 0:37  | 1:41         | 3:24  | -1:42 | 6:01          | 8:13  | -2:11 |
| Flava                | 4:14    | 4:00  | 0:13  | 5:35         | 4:38  | 0:57  | 3:33         | 2:58  | 0:34  | 3:30         | 4:30  | -1:00 | 3:20         | 4:10  | -0:49 | 2:40         | 2:05  | 0:35  | *            | *     | *     | 4:11          | 5:07  | -0:56 |
| Life FM              | 10:42   | 9:52  | 0:49  | 7:20         | 0:30  | 6:50  | 13:19        | 15:55 | -2:35 | 5:54         | 5:24  | 0:30  | 10:45        | 6:20  | 4:24  | 13:51        | 6:31  | 7:20  | 2:16         | 2:30  | -0:13 | 8:39          | 7:11  | 1:28  |
| Magic                | 9:55    | 12:07 | -2:12 | 4:07         | 2:48  | 1:19  | 16:00        | 23:52 | -7:51 | 13:49        | 18:26 | -4:36 | 14:23        | 12:03 | 2:19  | 10:01        | 9:18  | 0:43  | 8:43         | 9:42  | -0:58 | 4:47          | 3:49  | 0:57  |
| Mai FM               | 3:32    | 2:59  | 0:33  | 1:18         | 1:06  | 0:11  | 5:27         | 3:58  | 1:28  | 3:54         | 3:40  | 0:14  | 3:38         | 3:32  | 0:06  | 0:56         | 1:22  | -0:26 | 1:03         | 1:36  | -0:32 | 2:38          | 2:37  | 0:00  |
| Moana Radio          | 7:12    | 6:29  | 0:42  | 14:20        | 12:30 | 1:50  | 4:10         | 5:07  | -0:57 | 2:50         | 3:08  | -0:17 | 5:17         | 5:04  | 0:13  | 10:04        | 11:00 | -0:55 | *            | *     | *     | 1:19          | 3:21  | -2:02 |
| More FM              | 7:32    | 7:13  | 0:18  | 3:52         | 3:59  | -0:06 | 4:54         | 4:42  | 0:12  | 5:29         | 5:29  | 0:00  | 7:57         | 7:49  | 0:07  | 10:20        | 9:38  | 0:42  | 8:35         | 7:31  | 1:03  | 5:40          | 5:46  | -0:06 |
| Newstalk ZB          | 14:41   | 11:52 | 2:49  | 0:56         | 1:46  | -0:49 | 5:20         | 5:30  | -0:10 | 4:43         | 4:48  | -0:05 | 4:55         | 6:05  | -1:10 | 9:03         | 7:49  | 1:13  | 16:21        | 13:04 | 3:16  | 1:58          | 2:20  | -0:22 |
| Radio Hauraki        | 5:36    | 6:12  | -0:36 | 1:39         | 1:03  | 0:35  | 5:44         | 4:55  | 0:49  | 4:51         | 5:06  | -0:15 | 5:49         | 7:25  | -1:36 | 8:05         | 9:15  | -1:10 | 6:42         | 5:58  | 0:43  | 3:35          | 4:31  | -0:55 |
| RadioLIVE            | 6:47    | 6:57  | -0:10 | 5:43         | 4:05  | 1:37  | 6:51         | 8:23  | -1:32 | 2:48         | 3:45  | -0:56 | 4:15         | 5:15  | -0:59 | 9:14         | 9:37  | -0:22 | 13:12        | 11:26 | 1:45  | 1:41          | 2:03  | -0:21 |
| Radio Sport          | 4:16    | 5:08  | -0:51 | 1:30         | 1:30  | 0:00  | 1:15         | 2:00  | -0:44 | 3:14         | 5:11  | -1:56 | 2:52         | 4:33  | -1:40 | 4:22         | 4:55  | -0:33 | 5:00         | 5:52  | -0:51 | 2:12          | 4:22  | -2:10 |
| Radio Tainui         | 9:16    | 0:33  | 8:43  | *            | *     | *     | 9:16         | 0:15  | 9:01  | 3:00         | *     | *     | 3:00         | 1:00  | 2:00  | *            | 1:00  | *     | *            | *     | *     | *             | 1:00  | *     |
| Rhema                | 7:57    | 6:41  | 1:16  | *            | *     | *     | 2:45         | 2:09  | 0:36  | 5:34         | 5:40  | -0:05 | 11:56        | 11:06 | 0:49  | 11:21        | 9:43  | 1:38  | 3:11         | 4:41  | -1:29 | 9:14          | 5:12  | 4:02  |
| Rock                 | 9:27    | 7:08  | 2:18  | 3:29         | 3:12  | 0:17  | 10:24        | 8:27  | 1:56  | 10:29        | 10:19 | 0:10  | 10:59        | 8:38  | 2:20  | 9:59         | 4:28  | 5:30  | 2:50         | 2:48  | 0:01  | 9:00          | 5:40  | 3:20  |
| Star                 | 14:07   | 7:35  | 6:32  | 0:15         | 0:15  | 0:00  | 1:00         | 0:15  | 0:45  | *            | *     | *     | 13:29        | 10:17 | 3:12  | 13:29        | 10:17 | 3:12  | 14:28        | 16:46 | -2:17 | 11:51         | 4:30  | 7:21  |
| The Hits             | 11:18   | 9:32  | 1:46  | 2:58         | 3:48  | -0:49 | 16:54        | 15:05 | 1:48  | 5:24         | 6:17  | -0:53 | 7:02         | 7:32  | -0:30 | 10:52        | 10:44 | 0:08  | 16:55        | 13:29 | 3:25  | 9:09          | 8:19  | 0:49  |
| The Sound            | 16:22   | 14:26 | 1:55  | 2:29         | 3:11  | -0:41 | 19:54        | 15:51 | 4:02  | 11:19        | 10:09 | 1:10  | 13:32        | 12:55 | 0:36  | 20:19        | 18:09 | 2:10  | 23:26        | 19:00 | 4:26  | 12:09         | 13:03 | -0:54 |
| ZM                   | 7:06    | 7:11  | -0:04 | 7:59         | 6:34  | 1:25  | 6:51         | 6:40  | 0:10  | 7:20         | 8:24  | -1:04 | 6:42         | 7:34  | -0:52 | 3:42         | 4:02  | -0:19 | 2:50         | 2:31  | 0:19  | 6:41          | 7:41  | -0:59 |
| Others               | 8:34    | 8:38  | -0:03 | 8:18         | 11:08 | -2:50 | 4:12         | 3:52  | 0:20  | 6:16         | 5:52  | 0:24  | 7:21         | 7:38  | -0:17 | 12:59        | 13:08 | -0:09 | 12:42        | 11:22 | 1:19  | 7:38          | 7:56  | -0:17 |
| Mediaworks Combo     | 12:37   | 12:08 | 0:28  | 5:47         | 6:11  | -0:24 | 12:33        | 11:10 | 1:23  | 11:00        | 11:59 | -0:59 | 13:04        | 12:25 | 0:39  | 16:45        | 14:33 | 2:11  | 14:21        | 13:32 | 0:48  | 9:59          | 10:17 | -0:17 |
| NZME Combo           | 12:58   | 11:58 | 1:00  | 7:24         | 7:28  | -0:04 | 10:54        | 10:39 | 0:14  | 8:31         | 9:21  | -0:50 | 8:45         | 9:57  | -1:11 | 12:00        | 11:07 | 0:52  | 17:20        | 13:54 | 3:26  | 7:39          | 8:23  | -0:43 |
| All Commercial Radio | 18:33   | 17:58 | 0:35  | 9:49         | 10:40 | -0:51 | 18:55        | 18:29 | 0:26  | 15:42        | 17:08 | -1:26 | 17:26        | 17:29 | -0:03 | 20:48        | 18:57 | 1:50  | 20:55        | 18:59 | 1:56  | 14:05         | 14:22 | -0:16 |
| Potential (000)      | 161.2   | 161.2 | 0.0   | 21.1         | 20.2  | 0.9   | 31.8         | 32.7  | -0.9  | 39.8         | 39.8  | 0.0   | 64.2         | 64.2  | 0.0   | 48.7         | 48.7  | 0.0   | 45.8         | 45.8  | 0.0   | 25.7          | 24.9  | 0.8   |
| Sample               | 862     | 847   | 15    | 117          | 105   | 12    | 166          | 163   | 3     | 227          | 207   | 20    | 348          | 317   | 31    | 240          | 236   | 4     | 268          | 285   | -17   | 149           | 138   | 11    |

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 2 2018

Average Time Spent Listening (hh:mm) by Daypart, People 10+  
Survey Comparisons: 1/2018 - 2/2018

This Survey Period: Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 2018

Last 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

|                 | This  | Last  | +/- |
|-----------------|-------|-------|-----|
| Potential (000) | 161.2 | 161.2 | 0.0 |
| Sample Size     | 862   | 847   | 15  |

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

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