



TAURANGA COMMERCIAL RADIO - SURVEY 4 2018

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

Survey Comparisons: 3/2018 - 4/2018

This Survey Period: Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018

Last Survey Period: Sun Sep 10 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Sep 1 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	5.6	5.1	0.5	9	4.1	4.4	-0.3	5.1	3.3	1.8	7.3	5.9	1.4	6.9	6.3	0.6	6.6	7.2	-0.6	5.8	6.1	-0.3	7.3	7.7	-0.4
Coast	12.6	13.4	-0.8	1	2.1	1.5	0.6	2.8	4.9	-2.1	2.9	4.4	-1.5	4.4	5.5	-1.1	13.0	14.4	-1.4	23.8	23.7	0.1	3.6	3.4	0.2
Edge	4.3	3.9	0.4	10	12.9	10.3	2.6	11.0	7.8	3.2	9.1	8.9	0.2	6.4	6.4	0.0	2.3	2.2	0.1	0.6	0.4	0.2	7.7	10.4	-2.7
Life FM	2.2	2.2	0.0	13	4.1	4.5	-0.4	4.2	4.7	-0.5	2.1	1.4	0.7	3.3	2.6	0.7	2.5	2.2	0.3	*	0.1	*	6.0	4.6	1.4
Magic	8.0	9.0	-1.0	6	2.3	1.8	0.5	2.4	3.3	-0.9	1.2	2.2	-1.0	2.8	3.3	-0.5	9.2	8.6	0.6	14.5	15.3	-0.8	3.4	3.3	0.1
Mai FM	2.0	1.8	0.2	14	4.0	1.5	2.5	6.2	6.6	-0.4	6.3	6.1	0.2	3.3	3.4	-0.1	0.1	0.1	0.0	*	*	*	1.8	1.5	0.3
Mix	0.5	0.6	-0.1	18	0.9	4.7	-3.8	0.3	0.2	0.1	0.5	0.5	0.0	0.6	0.9	-0.3	0.6	0.7	-0.1	0.5	*	*	0.3	1.6	-1.3
Moana Radio	0.5	0.5	0.0	18	0.5	0.7	-0.2	1.0	0.8	0.2	1.0	0.8	0.2	1.1	0.9	0.2	0.6	0.5	0.1	*	*	*	0.3	0.3	0.0
More FM	5.7	4.9	0.8	8	8.1	8.5	-0.4	4.6	3.7	0.9	6.8	6.2	0.6	6.2	6.5	-0.3	6.6	5.8	0.8	6.7	4.1	2.6	7.1	7.6	-0.5
Newstalk ZB	10.1	9.9	0.2	3	0.2	*	*	0.4	0.8	-0.4	1.9	2.8	-0.9	2.3	2.9	-0.6	4.5	4.4	0.1	14.6	15.2	-0.6	3.5	4.3	-0.8
Radio Hauraki	3.0	1.9	1.1	11	1.5	1.4	0.1	2.9	2.6	0.3	6.9	6.0	0.9	6.5	3.8	2.7	3.8	1.1	2.7	0.7	0.6	0.1	5.8	3.4	2.4
RadioLIVE	2.5	3.0	-0.5	12	*	*	*	0.8	1.3	-0.5	0.8	1.3	-0.5	1.9	2.3	-0.4	4.8	5.0	-0.2	4.7	5.1	-0.4	1.8	1.6	0.2
Radio Sport	0.9	0.9	0.0	15	0.3	0.1	0.2	0.3	0.3	0.0	0.4	0.5	-0.1	0.6	0.4	0.2	1.0	1.0	0.0	1.9	2.2	-0.3	0.4	0.2	0.2
Radio Tainui	0.3	0.3	0.0	20	0.7	0.9	-0.2	1.0	1.0	0.0	0.3	0.3	0.0	0.2	0.2	0.0	*	*	*	*	*	*	0.2	0.2	0.0
Rhema	0.6	0.6	0.0	17	*	*	*	0.1	0.1	0.0	0.6	0.1	0.5	1.3	1.3	0.0	1.1	1.4	-0.3	0.1	0.1	0.0	1.7	1.2	0.5
Rock	8.3	8.2	0.1	5	5.8	4.5	1.3	18.1	18.1	0.0	15.0	16.7	-1.7	12.7	13.8	-1.1	7.4	6.6	0.8	2.7	1.8	0.9	11.9	13.0	-1.1
Star	0.9	1.0	-0.1	15	0.3	0.3	0.0	0.1	0.1	0.0	*	*	*	0.5	0.7	-0.2	0.6	0.7	-0.1	0.2	0.4	-0.2	0.8	1.1	-0.3
The Hits	7.4	8.1	-0.7	7	5.5	5.2	0.3	10.6	12.7	-2.1	4.4	4.1	0.3	7.2	8.1	-0.9	6.4	7.8	-1.4	4.9	5.1	-0.2	9.0	6.8	2.2
The Sound	10.6	11.2	-0.6	2	1.9	1.6	0.3	6.1	6.5	-0.4	6.1	6.4	-0.3	14.9	13.5	1.4	22.1	22.9	-0.8	12.2	14.6	-2.4	10.7	9.1	1.6
ZM	9.4	8.7	0.7	4	32.3	32.2	0.1	15.5	14.1	1.4	19.1	17.4	1.7	10.9	10.8	0.1	3.9	3.9	0.0	3.3	2.7	0.6	12.1	12.4	-0.3
Others	4.6	4.9	-0.3		12.4	16.1	-3.7	6.5	7.0	-0.5	7.2	7.9	-0.7	5.8	6.6	-0.8	3.0	3.4	-0.4	2.6	2.4	0.2	4.4	6.2	-1.8
MediaWorks Combo	47.5	47.6	-0.1		41.0	34.4	6.6	54.9	51.6	3.3	53.6	55.0	-1.4	56.0	56.7	-0.7	59.6	59.2	0.4	47.4	47.6	-0.2	52.6	55.4	-2.8
NZME Combo	44.3	44.4	-0.1		43.7	49.2	-5.5	34.3	37.5	-3.2	36.8	37.1	-0.3	33.1	33.2	-0.1	33.3	33.5	-0.2	49.8	49.5	0.3	35.3	33.5	1.8
Potential (000)	161.2	161.2	0.0		20.9	20.7	0.2	32.0	32.2	-0.2	39.8	39.8	0.0	64.2	64.2	0.0	48.7	48.7	0.0	45.8	45.8	0.0	27.0	27.1	-0.1
Sample	894	892	2		122	123	-1	161	165	-4	222	233	-11	372	369	3	272	258	14	268	263	5	169	168	1

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 internet only listening to George FM

NZME Combo: Coast or Flava (until S2 2018) or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or Mix (from S3 2018) or internet only listening to Hokonui or Mix (until S2 2018) or Flava (from S3 2018)



TAURANGA COMMERCIAL RADIO - SURVEY 4 2018

Station Share (%) by Daypart, People 10+
 Survey Comparisons: 3/2018 - 4/2018

This Survey Period: Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018

Last Survey Period: Sun Sep 10 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Sep 1 2018

	This	Last	+/-
Potential (000)	161.2	161.2	0.0
Sample Size	894	892	2

	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	4.3	4.9	-0.6	10	5.7	4.7	1.0		6.3	4.5	1.8		7.1	5.6	1.5		8.6	8.1	0.5		3.9	4.9	-1.0		5.1	5.2	-0.1	
Coast	11.2	11.2	0.0	2	14.8	15.8	-1.0		14.5	16.3	-1.8		9.4	10.5	-1.1		8.8	6.6	2.2		9.9	9.7	0.2		13.1	14.1	-1.0	
Edge	5.5	5.0	0.5	8	2.5	3.2	-0.7		4.4	4.1	0.3		5.5	4.5	1.0		3.5	3.0	0.5		3.6	1.0	2.6		4.5	3.5	1.0	
Life FM	2.8	2.5	0.3	13	1.6	1.8	-0.2		2.1	2.4	-0.3		1.7	0.9	0.8		0.7	0.6	0.1		1.5	0.9	0.6		3.0	3.3	-0.3	
Magic	5.2	5.9	-0.7	9	8.0	9.2	-1.2		7.1	8.7	-1.6		7.1	9.9	-2.8		6.0	6.2	-0.2		13.8	15.8	-2.0		10.6	10.6	0.0	
Mai FM	2.2	1.7	0.5	14	1.8	2.2	-0.4		2.6	2.7	-0.1		2.7	2.6	0.1		1.2	0.1	1.1		3.2	3.2	0.0		0.9	0.7	0.2	
Mix	0.1	0.3	-0.2	20	0.3	0.1	0.2		0.2	0.2	0.0		0.6	0.8	-0.2		0.9	2.9	-2.0		*	*	*		1.0	1.3	-0.3	
Moana Radio	0.3	0.2	0.1	19	0.6	0.6	0.0		0.6	0.7	-0.1		0.6	0.4	0.2		0.3	*	*		0.6	*	*		0.4	0.5	-0.1	
More FM	6.5	6.1	0.4	7	5.6	4.6	1.0		5.7	4.6	1.1		6.5	6.0	0.5		3.1	2.9	0.2		7.9	8.7	-0.8		4.7	3.8	0.9	
Newstalk ZB	14.6	15.0	-0.4	1	8.8	8.4	0.4		5.1	4.2	0.9		4.8	4.9	-0.1		19.1	21.3	-2.2		30.2	32.3	-2.1		9.3	9.0	0.3	
Radio Hauraki	3.4	2.5	0.9	11	2.7	1.5	1.2		3.0	1.7	1.3		5.1	2.5	2.6		0.5	0.2	0.3		0.8	0.8	0.0		2.7	2.1	0.6	
RadioLIVE	3.4	4.1	-0.7	11	2.2	2.2	0.0		1.2	1.1	0.1		2.3	2.9	-0.6		5.0	8.3	-3.3		2.2	2.6	-0.4		2.8	3.4	-0.6	
Radio Sport	0.8	0.7	0.1	16	0.6	0.9	-0.3		0.9	1.0	-0.1		0.8	1.1	-0.3		1.6	1.3	0.3		0.2	0.2	0.0		1.4	1.1	0.3	
Radio Tainui	0.4	0.4	0.0	18	0.2	0.2	0.0		*	*	*		*	*	*		1.8	1.6	0.2		0.7	0.7	0.0		0.4	0.4	0.0	
Rhema	0.5	0.4	0.1	17	0.5	0.5	0.0		1.0	1.0	0.0		1.1	1.2	-0.1		0.4	0.1	0.3		0.5	*	*		0.4	0.3	0.1	
Rock	7.5	8.7	-1.2	5	10.8	10.5	0.3		10.8	10.6	0.2		9.1	8.0	1.1		4.9	2.7	2.2		4.7	4.8	-0.1		5.7	5.5	0.2	
Star	0.9	0.9	0.0	15	1.1	1.2	-0.1		0.8	0.9	-0.1		*	0.1	*		2.0	1.8	0.2		0.5	0.1	0.4		1.3	1.3	0.0	
The Hits	7.3	7.0	0.3	6	8.7	9.2	-0.5		7.9	9.1	-1.2		6.0	7.1	-1.1		7.3	8.5	-1.2		2.5	2.9	-0.4		7.6	8.5	-0.9	
The Sound	9.2	8.0	1.2	4	11.3	12.7	-1.4		11.1	12.8	-1.7		12.8	14.1	-1.3		8.6	7.3	1.3		6.2	5.2	1.0		11.0	11.3	-0.3	
ZM	10.7	10.9	-0.2	3	8.2	7.0	1.2		9.8	8.4	1.4		10.0	9.7	0.3		9.2	8.9	0.3		4.9	2.9	2.0		9.3	9.0	0.3	
Others	3.1	3.6	-0.5		4.1	3.8	0.3		4.7	4.9	-0.2		7.0	7.4	-0.4		6.6	7.5	-0.9		2.1	3.3	-1.2		4.9	5.2	-0.3	
MediaWorks Combo	44.4	45.1	-0.7		48.1	49.6	-1.5		49.4	49.5	-0.1		53.3	53.9	-0.6		41.8	39.8	2.0		47.1	48.8	-1.7		46.0	44.9	1.1	
NZME Combo	48.5	48.2	0.3		44.3	43.1	1.2		42.0	42.0	0.0		37.4	37.7	-0.3		47.9	51.4	-3.5		48.6	49.0	-0.4		45.0	45.9	-0.9	

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TAURANGA COMMERCIAL RADIO - SURVEY 4 2018

Cumulative Audience (000's) by Demographic, Mon-Sun 12mn-12mn
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This Survey Period: Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 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	15.5	15.5	0.0	10	0.9	1.1	-0.2	3.0	2.9	0.1	5.0	4.8	0.2	8.6	8.4	0.2	5.8	6.5	-0.7	4.6	5.2	-0.6	2.4	2.3	0.1
Coast	24.2	24.7	-0.5	2	0.9	0.7	0.2	1.8	2.1	-0.3	2.0	1.8	0.2	5.5	5.8	-0.3	8.4	9.2	-0.8	12.4	12.4	0.0	2.2	2.3	-0.1
Edge	19.0	19.0	0.0	5	4.1	3.9	0.2	8.1	7.8	0.3	8.2	9.3	-1.1	10.5	11.2	-0.7	3.5	3.0	0.5	1.6	1.4	0.2	5.3	6.0	-0.7
Life FM	5.3	5.0	0.3	14	1.2	0.9	0.3	2.1	2.3	-0.2	1.6	1.6	0.0	3.0	2.4	0.6	1.5	1.1	0.4	0.1	0.3	-0.2	2.3	2.1	0.2
Magic	21.1	20.7	0.4	3	1.1	0.6	0.5	1.8	1.9	-0.1	1.8	2.2	-0.4	3.5	3.9	-0.4	7.9	6.8	1.1	12.6	11.3	1.3	2.0	2.2	-0.2
Mai FM	7.7	7.5	0.2	13	2.0	1.4	0.6	4.1	4.1	0.0	4.0	4.4	-0.4	4.3	4.6	-0.3	0.2	0.5	-0.3	*	0.2	*	1.4	1.7	-0.3
Mix	2.1	1.9	0.2	18	0.4	0.6	-0.2	0.5	0.4	0.1	0.9	0.9	0.0	1.3	1.3	0.0	0.6	0.4	0.2	0.3	*	*	0.3	0.3	0.0
Moana Radio	2.8	2.3	0.5	16	0.2	0.2	0.0	1.3	1.1	0.2	1.5	1.4	0.1	2.3	1.9	0.4	0.8	0.5	0.3	*	*	*	0.8	0.7	0.1
More FM	16.7	16.7	0.0	9	3.0	2.8	0.2	3.7	3.3	0.4	5.9	6.0	-0.1	8.5	9.2	-0.7	5.0	5.4	-0.4	3.5	3.3	0.2	3.7	3.6	0.1
Newstalk ZB	18.7	18.0	0.7	6	0.4	0.2	0.2	0.9	1.1	-0.2	2.8	3.3	-0.5	4.8	4.9	-0.1	4.7	5.0	-0.3	8.4	8.4	0.0	2.5	2.7	-0.2
Radio Hauraki	11.4	10.3	1.1	11	1.1	1.0	0.1	2.6	2.2	0.4	6.2	5.7	0.5	8.8	7.7	1.1	3.3	2.9	0.4	1.2	1.5	-0.3	3.2	3.1	0.1
RadioLIVE	8.3	9.9	-1.6	12	*	*	*	0.8	1.0	-0.2	2.4	2.8	-0.4	4.6	5.2	-0.6	4.3	4.3	0.0	2.9	2.9	0.0	2.0	1.6	0.4
Radio Sport	5.2	4.6	0.6	15	0.4	0.1	0.3	0.8	0.5	0.3	1.0	0.8	0.2	1.9	1.4	0.5	1.7	2.2	-0.5	1.8	2.6	-0.8	0.5	0.4	0.1
Radio Tainui	1.4	1.3	0.1	20	0.3	0.3	0.0	0.5	0.5	0.0	0.7	0.7	0.0	0.7	0.7	0.0	*	*	*	*	*	*	0.2	0.1	0.1
Rhema	1.7	1.4	0.3	19	*	*	*	0.2	0.2	0.0	0.5	0.3	0.2	1.0	1.0	0.0	0.5	0.8	-0.3	0.2	0.4	-0.2	0.7	0.5	0.2
Rock	20.5	20.9	-0.4	4	2.2	1.7	0.5	7.1	8.0	-0.9	8.0	8.9	-0.9	12.2	13.3	-1.1	5.7	5.6	0.1	2.2	2.0	0.2	5.0	5.9	-0.9
Star	2.4	1.9	0.5	17	0.3	0.3	0.0	0.3	0.3	0.0	*	*	*	0.3	0.5	-0.2	0.3	0.5	-0.2	0.4	0.2	0.2	0.1	0.3	-0.2
The Hits	18.4	16.8	1.6	8	2.8	2.5	0.3	5.0	4.6	0.4	4.9	4.8	0.1	9.5	8.8	0.7	6.0	5.5	0.5	2.4	2.4	0.0	3.6	2.9	0.7
The Sound	18.7	17.4	1.3	6	1.6	1.2	0.4	2.0	2.1	-0.1	4.0	3.8	0.2	10.3	9.4	0.9	11.2	10.6	0.6	5.9	5.9	0.0	3.5	2.7	0.8
ZM	27.2	26.8	0.4	1	4.5	4.4	0.1	11.9	11.1	0.8	12.2	13.1	-0.9	15.5	16.7	-1.2	5.8	5.6	0.2	2.6	2.0	0.6	6.7	6.7	0.0
Others	15.3	17.0	-1.7		2.5	3.7	-1.2	6.0	6.1	-0.1	4.9	5.8	-0.9	7.0	8.4	-1.4	3.4	3.8	-0.4	2.4	2.1	0.3	2.5	3.9	-1.4
MediaWorks Combo	88.5	90.8	-2.3		9.3	8.8	0.5	20.1	20.5	-0.4	25.2	27.1	-1.9	41.0	42.7	-1.7	31.1	30.8	0.3	25.8	25.9	-0.1	17.8	19.1	-1.3
NZME Combo	84.1	83.1	1.0		8.0	8.1	-0.1	19.3	18.6	0.7	23.3	24.2	-0.9	35.9	35.8	0.1	23.9	24.2	-0.3	24.0	24.4	-0.4	14.2	14.4	-0.2
All Commercial Radio	131.3	130.0	1.3		14.7	13.9	0.8	28.0	27.8	0.2	34.9	35.1	-0.2	55.8	55.3	0.5	41.3	41.6	-0.3	37.7	39.0	-1.3	24.0	24.2	-0.2
Potential (000)	161.2	161.2	0.0		20.9	20.7	0.2	32.0	32.2	-0.2	39.8	39.8	0.0	64.2	64.2	0.0	48.7	48.7	0.0	45.8	45.8	0.0	27.0	27.1	-0.1
Sample	894	892	2		122	123	-1	161	165	-4	222	233	-11	372	369	3	272	258	14	268	263	5	169	168	1

MediaWorks Combo: Breeze or Edge or Magic or Mai FM or More FM or RadioLIVE or Rock or The Sound or internet only listening to George FM

NZME Combo: Coast or Flava (until S2 2018) or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or Mix (from S3 2018) or internet only listening to Hokonui or Mix (until S2 2018) or Flava (from S3 2018)



TAURANGA COMMERCIAL RADIO - SURVEY 4 2018

Cumulative Audience (000's) by Daypart, People 10+
 Survey Comparisons: 3/2018 - 4/2018

This Survey Period: Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018

Last Survey Period: Sun Sep 10 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Sep 1 2018

	This	Last	+/-
Potential (000)	161.2	161.2	0.0
Sample Size	894	892	2

	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	8.0	7.8	0.2	10	7.2	6.5	0.7	7.1	6.6	0.5	7.8	7.0	0.8	2.9	2.8	0.1	2.1	1.9	0.2	9.3	9.4	-0.1
Coast	13.6	13.1	0.5	3	15.4	15.8	-0.4	14.9	16.9	-2.0	11.9	12.2	-0.3	3.8	3.4	0.4	2.4	2.4	0.0	15.1	15.2	-0.1
Edge	11.2	11.0	0.2	5	5.0	5.9	-0.9	8.5	8.2	0.3	8.3	7.7	0.6	3.1	3.2	-0.1	2.3	1.2	1.1	10.1	10.2	-0.1
Life FM	3.2	3.1	0.1	14	1.6	1.3	0.3	2.3	2.5	-0.2	2.3	1.6	0.7	1.0	0.7	0.3	0.6	0.3	0.3	4.3	3.9	0.4
Magic	9.8	10.9	-1.1	9	11.3	11.0	0.3	11.8	13.1	-1.3	8.7	10.8	-2.1	4.3	4.9	-0.6	2.7	2.5	0.2	14.3	14.0	0.3
Mai FM	5.2	4.4	0.8	12	2.0	2.2	-0.2	3.5	3.4	0.1	4.3	3.6	0.7	0.6	0.1	0.5	1.0	0.7	0.3	3.9	2.9	1.0
Mix	0.4	0.4	0.0	20	0.7	0.2	0.5	0.7	0.6	0.1	0.6	0.6	0.0	0.4	0.4	0.0	*	*	*	1.8	1.7	0.1
Moana Radio	1.4	1.0	0.4	15	1.2	1.1	0.1	0.7	0.9	-0.2	1.5	1.0	0.5	0.4	0.1	0.3	0.3	*	*	0.7	0.9	-0.2
More FM	10.0	10.3	-0.3	8	6.6	5.7	0.9	8.8	7.6	1.2	8.4	7.9	0.5	3.2	3.5	-0.3	1.9	1.4	0.5	8.5	7.8	0.7
Newstalk ZB	14.2	14.1	0.1	2	7.7	7.6	0.1	7.0	6.6	0.4	6.6	7.2	-0.6	6.0	6.3	-0.3	5.8	5.2	0.6	11.8	11.7	0.1
Radio Hauraki	6.1	5.1	1.0	11	4.1	4.2	-0.1	4.8	5.0	-0.2	6.2	4.8	1.4	1.4	0.6	0.8	1.2	0.9	0.3	6.4	5.7	0.7
RadioLIVE	4.8	5.6	-0.8	13	3.1	4.0	-0.9	3.2	3.8	-0.6	3.0	4.0	-1.0	1.5	1.9	-0.4	1.5	1.4	0.1	4.2	4.6	-0.4
Radio Sport	1.4	1.7	-0.3	15	1.5	2.1	-0.6	1.6	2.1	-0.5	1.8	2.3	-0.5	1.0	1.1	-0.1	0.3	0.2	0.1	3.0	2.3	0.7
Radio Tainui	1.1	1.1	0.0	18	0.4	0.4	0.0	*	*	*	*	*	*	0.4	0.4	0.0	0.7	0.7	0.0	0.9	0.9	0.0
Rhema	0.7	0.3	0.4	19	0.5	0.5	0.0	0.8	0.8	0.0	0.6	0.6	0.0	0.4	0.2	0.2	0.2	*	*	1.4	0.9	0.5
Rock	10.4	11.7	-1.3	7	10.5	10.3	0.2	12.6	12.9	-0.3	10.1	10.2	-0.1	2.2	1.5	0.7	2.8	2.4	0.4	10.3	10.4	-0.1
Star	1.2	0.8	0.4	17	0.9	0.9	0.0	0.8	1.0	-0.2	*	0.1	*	0.9	0.6	0.3	0.5	0.3	0.2	2.0	1.3	0.7
The Hits	10.5	9.3	1.2	6	8.4	8.2	0.2	9.5	8.7	0.8	8.3	8.7	-0.4	3.2	3.2	0.0	1.4	1.1	0.3	10.7	9.4	1.3
The Sound	11.6	10.6	1.0	4	11.7	10.6	1.1	11.3	10.3	1.0	9.4	9.9	-0.5	4.4	3.4	1.0	2.4	1.8	0.6	11.5	11.4	0.1
ZM	18.0	19.0	-1.0	1	13.3	12.8	0.5	13.9	12.8	1.1	16.6	15.7	0.9	6.1	6.0	0.1	2.2	1.6	0.6	16.3	15.3	1.0
Others	6.2	7.4	-1.2		5.3	5.1	0.2	5.9	7.8	-1.9	7.5	8.0	-0.5	3.3	3.6	-0.3	1.3	1.6	-0.3	8.6	10.4	-1.8
MediaWorks Combo	56.9	57.7	-0.8		46.9	47.0	-0.1	55.2	56.6	-1.4	50.2	53.3	-3.1	20.0	20.0	0.0	13.1	10.6	2.5	59.7	60.9	-1.2
NZME Combo	57.4	56.4	1.0		46.7	45.6	1.1	47.7	49.2	-1.5	48.1	47.6	0.5	21.1	20.2	0.9	13.0	11.2	1.8	56.6	54.7	1.9
All Commercial Radio	101.4	101.1	0.3		83.6	81.7	1.9	92.3	92.9	-0.6	89.5	89.5	0.0	41.5	39.0	2.5	25.3	19.6	5.7	102.5	101.3	1.2

MediaWorks Combo: Breeze or Edge or Magic or Mai FM or More FM or RadioLIVE or Rock or The Sound or internet only listening to George FM

NZME Combo: Coast or Flava (until S2 2018) or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or Mix (from S3 2018) or internet only listening to Hokonui or Mix (until S2 2018) or Flava (from S3 2018)



TAURANGA COMMERCIAL RADIO - SURVEY 4 2018

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

Survey Comparisons: 3/2018 - 4/2018

This Survey Period: Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018

Last Survey Period: Sun Sep 10 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Sep 1 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	9:01	7:56	1:04	7:10	5:17	1:53	8:30	5:41	2:49	7:38	6:49	0:49	8:08	7:34	0:33	10:28	9:57	0:31	9:53	9:33	0:19	10:25	11:00	-0:35
Coast	12:52	13:14	-0:21	3:47	2:39	1:08	7:47	11:35	-3:48	7:48	13:32	-5:43	8:00	9:36	-1:35	14:17	14:06	0:11	15:11	15:20	-0:09	5:45	4:59	0:45
Edge	5:37	4:56	0:41	4:56	3:35	1:20	6:41	5:02	1:38	5:47	5:14	0:32	6:07	5:50	0:16	5:57	6:34	-0:36	3:10	2:33	0:36	4:58	5:38	-0:40
Life FM	10:23	10:42	-0:18	5:26	6:50	-1:23	10:07	10:06	0:00	6:56	4:40	2:16	11:17	10:52	0:24	15:23	17:16	-1:52	0:45	3:14	-2:29	8:41	7:06	1:34
Magic	9:20	10:33	-1:13	3:21	4:03	-0:42	6:40	8:40	-1:59	3:25	5:33	-2:07	8:06	8:35	-0:29	10:49	11:26	-0:37	9:10	10:47	-1:36	5:47	4:58	0:48
Mai FM	6:16	5:59	0:17	3:05	1:24	1:41	7:28	8:07	-0:38	8:12	7:32	0:39	7:57	7:22	0:34	3:40	2:42	0:57	*	1:15	*	4:18	3:00	1:17
Mix	5:37	8:12	-2:34	3:20	10:44	-7:23	2:41	2:41	-0:00	2:49	2:45	0:03	4:47	7:02	-2:15	8:31	17:38	-9:06	12:40	*	*	4:20	17:38	-13:18
Moana Radio	4:19	4:50	-0:31	4:15	4:15	0:00	3:51	3:45	0:06	3:22	3:15	0:06	4:43	4:53	-0:10	7:25	9:45	-2:19	*	*	*	1:27	1:25	0:01
More FM	8:21	7:10	1:11	4:12	4:10	0:02	6:09	5:45	0:24	6:03	5:35	0:27	7:24	7:11	0:12	12:08	9:39	2:28	15:14	10:03	5:11	6:30	6:50	-0:20
Newstalk ZB	13:21	13:23	-0:02	0:36	0:15	0:21	2:14	3:43	-1:29	3:27	4:45	-1:18	4:49	5:56	-1:07	8:48	8:00	0:48	13:44	14:28	-0:43	4:48	5:16	-0:28
Radio Hauraki	6:29	4:24	2:05	2:09	1:56	0:12	5:27	5:55	-0:27	5:45	5:43	0:01	7:26	4:59	2:26	10:42	3:27	7:14	4:42	3:24	1:18	6:03	3:37	2:26
RadioLIVE	7:25	7:18	0:07	*	*	*	4:51	6:17	-1:26	1:44	2:30	-0:45	4:09	4:31	-0:22	10:22	10:34	-0:12	12:51	14:01	-1:10	3:09	3:16	-0:07
Radio Sport	4:29	4:56	-0:27	1:18	1:30	-0:11	2:12	3:19	-1:07	2:14	3:52	-1:38	2:57	2:59	-0:01	5:07	4:04	1:03	8:23	6:45	1:37	2:37	1:40	0:57
Radio Tainui	5:21	5:27	-0:06	4:00	4:00	0:00	9:45	9:43	0:02	2:26	2:28	-0:02	2:26	2:28	-0:02	*	*	*	*	*	*	4:00	4:00	0:00
Rhema	9:05	10:15	-1:09	*	*	*	3:30	3:30	0:00	5:49	1:59	3:49	13:17	12:47	0:30	21:17	15:17	6:00	3:07	3:04	0:02	7:46	7:26	0:19
Rock	10:00	9:29	0:31	4:07	3:31	0:36	12:38	11:19	1:19	9:51	10:13	-0:22	10:30	10:31	-0:01	11:57	10:46	1:11	9:55	7:09	2:45	8:07	7:17	0:49
Star	9:26	11:58	-2:31	1:30	1:30	0:00	1:00	1:00	0:00	*	*	*	18:22	14:08	4:14	18:22	14:08	4:14	4:46	14:20	-9:33	18:00	11:38	6:21
The Hits	9:54	11:47	-1:52	3:05	2:50	0:14	10:33	13:56	-3:23	4:44	4:38	0:05	7:41	9:18	-1:36	9:52	12:48	-2:56	16:27	17:07	-0:40	8:32	7:38	0:53
The Sound	14:04	15:34	-1:29	1:52	1:46	0:05	15:09	15:51	-0:42	8:07	9:16	-1:09	14:31	14:31	0:00	18:11	19:27	-1:15	16:25	19:57	-3:32	10:26	10:59	-0:33
ZM	8:30	7:54	0:36	11:12	9:54	1:18	6:28	6:21	0:06	8:15	7:17	0:57	7:08	6:34	0:34	6:14	6:23	-0:08	9:59	10:52	-0:53	6:10	6:02	0:07
Others	7:27	6:59	0:28	7:37	5:53	1:44	5:25	5:48	-0:22	7:41	7:26	0:14	8:24	8:03	0:21	8:13	8:01	0:11	8:34	9:02	-0:27	6:08	5:14	0:54
MediaWorks Combo	13:15	12:45	0:30	6:52	5:18	1:34	13:34	12:40	0:54	11:08	11:04	0:03	13:49	13:29	0:20	17:43	17:22	0:21	14:32	14:42	-0:10	10:02	9:31	0:31
NZME Combo	13:01	12:59	0:01	8:34	8:14	0:20	8:49	10:07	-1:18	8:16	8:21	-0:05	9:18	9:24	-0:05	12:52	12:31	0:21	16:26	16:16	0:10	8:29	7:36	0:52
All Commercial Radio	18:50	18:41	0:08	10:36	9:45	0:51	17:42	18:08	-0:26	15:02	15:35	-0:32	18:08	18:23	-0:14	22:22	21:43	0:39	20:59	20:33	0:25	14:10	13:33	0:37
Potential (000)	161.2	161.2	0.0	20.9	20.7	0.2	32.0	32.2	-0.2	39.8	39.8	0.0	64.2	64.2	0.0	48.7	48.7	0.0	45.8	45.8	0.0	27.0	27.1	-0.1
Sample	894	892	2	122	123	-1	161	165	-4	222	233	-11	372	369	3	272	258	14	268	263	5	169	168	1

MediaWorks Combo: Breeze or Edge or Magic or Mai FM or More FM or RadioLIVE or Rock or The Sound or internet only listening to George FM

NZME Combo: Coast or Flava (until S2 2018) or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or Mix (from S3 2018) or internet only listening to Hokonui or Mix (until S2 2018) or Flava (from S3 2018)



TAURANGA COMMERCIAL RADIO - SURVEY 4 2018

Average Time Spent Listening (hh:mm) by Daypart, People 10+
 Survey Comparisons: 3/2018 - 4/2018

This Survey Period: Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018

Last Survey Period: Sun Sep 10 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Sep 1 2018

	This	Last	+/-
Potential (000)	161.2	161.2	0.0
Sample Size	894	892	2

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

MediaWorks Combo: Breeze or Edge or Magic or Mai FM or More FM or RadioLIVE or Rock or The Sound or internet only listening to George FM

NZME Combo: Coast or Flava (until S2 2018) or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or Mix (from S3 2018) or internet only listening to Hokonui or Mix (until S2 2018) or Flava (from S3 2018)