



TAURANGA COMMERCIAL RADIO - SURVEY 1 2019

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

Survey Comparisons: 4/2018 - 1/2019

This Survey Period: Sun Apr 8 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018 & Sun Jan 20 to Sat Mar 30 2019

Last Survey Period: Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 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	5.5	5.6	-0.1	8	2.2	4.1	-1.9		6.4	5.1	1.3		5.5	7.3	-1.8		5.5	6.9	-1.4		6.4	6.6	-0.2		6.4	5.8	0.6		5.9	7.3	-1.4	
Coast	10.6	12.6	-2.0	3	3.0	2.1	0.9		2.8	2.8	0.0		2.8	2.9	-0.1		3.9	4.4	-0.5		9.1	13.0	-3.9		19.0	23.8	-4.8		6.6	3.6	3.0	
Edge	4.8	4.3	0.5	10	14.8	12.9	1.9		13.7	11.0	2.7		7.5	9.1	-1.6		5.6	6.4	-0.8		2.4	2.3	0.1		0.6	0.6	0.0		6.5	7.7	-1.2	
Life FM	1.9	2.2	-0.3	13	5.6	4.1	1.5		1.3	4.2	-2.9		1.7	2.1	-0.4		3.4	3.3	0.1		2.8	2.5	0.3		0.1	*	*		6.1	6.0	0.1	
Magic Music & Talk*	10.4	10.4	0.0	4	4.1	2.3	1.8		2.5	3.2	-0.7		1.8	2.0	-0.2		4.5	4.7	-0.2		11.9	14.0	-2.1		19.6	19.2	0.4		4.7	5.3	-0.6	
Mai FM	2.4	2.0	0.4	12	5.4	4.0	1.4		8.0	6.2	1.8		7.3	6.3	1.0		3.9	3.3	0.6		0.1	0.1	0.0		*	*	*		1.5	1.8	-0.3	
Mix	1.0	0.5	0.5	15	0.6	0.9	-0.3		0.4	0.3	0.1		0.5	0.5	0.0		1.8	0.6	1.2		2.0	0.6	1.4		0.6	0.5	0.1		0.7	0.3	0.4	
Moana Radio	0.2	0.5	-0.3	19	*	0.5	*		0.1	1.0	-0.9		0.1	1.0	-0.9		0.3	1.1	-0.8		0.3	0.6	-0.3		*	*	*		0.2	0.3	-0.1	
More FM	5.4	5.7	-0.3	9	5.3	8.1	-2.8		5.5	4.6	0.9		7.1	6.8	0.3		5.7	6.2	-0.5		6.3	6.6	-0.3		7.2	6.7	0.5		6.9	7.1	-0.2	
Newstalk ZB	9.9	10.1	-0.2	5	0.3	0.2	0.1		0.4	0.4	0.0		2.2	1.9	0.3		2.4	2.3	0.1		4.7	4.5	0.2		13.3	14.6	-1.3		3.3	3.5	-0.2	
Radio Hauraki	4.3	3.0	1.3	11	5.4	1.5	3.9		3.5	2.9	0.6		9.2	6.9	2.3		8.3	6.5	1.8		4.6	3.8	0.8		0.8	0.7	0.1		5.9	5.8	0.1	
Radio Sport	1.0	0.9	0.1	15	0.3	0.3	0.0		1.1	0.3	0.8		0.5	0.4	0.1		0.7	0.6	0.1		1.3	1.0	0.3		1.7	1.9	-0.2		0.5	0.4	0.1	
Radio Tainui	0.3	0.3	0.0	18	1.2	0.7	0.5		0.9	1.0	-0.1		0.4	0.3	0.1		0.2	0.2	0.0		*	*	*		*	*	*		0.2	0.2	0.0	
Rhema	0.5	0.6	-0.1	17	*	*	*		0.1	0.1	0.0		0.6	0.6	0.0		0.7	1.3	-0.6		0.5	1.1	-0.6		0.4	0.1	0.3		1.5	1.7	-0.2	
Rock	11.5	8.3	3.2	2	21.3	5.8	15.5		23.3	18.1	5.2		19.5	15.0	4.5		15.8	12.7	3.1		9.1	7.4	1.7		4.9	2.7	2.2		12.4	11.9	0.5	
Star	1.1	0.9	0.2	14	0.4	0.3	0.1		0.1	0.1	0.0		*	*	*		0.2	0.5	-0.3		0.4	0.6	-0.2		0.4	0.2	0.2		0.7	0.8	-0.1	
The Hits	6.2	7.4	-1.2	7	4.8	5.5	-0.7		4.9	10.6	-5.7		3.9	4.4	-0.5		6.6	7.2	-0.6		6.5	6.4	0.1		5.7	4.9	0.8		8.3	9.0	-0.7	
The Sound	11.9	10.6	1.3	1	1.4	1.9	-0.5		3.9	6.1	-2.2		7.8	6.1	1.7		15.4	14.9	0.5		23.9	22.1	1.8		15.1	12.2	2.9		12.5	10.7	1.8	
ZM	7.0	9.4	-2.4	6	15.2	32.3	-17.1		14.9	15.5	-0.6		15.3	19.1	-3.8		9.4	10.9	-1.5		4.2	3.9	0.3		3.1	3.3	-0.2		11.7	12.1	-0.4	
Others	4.1	4.6	-0.5		8.6	12.4	-3.8		6.3	6.5	-0.2		6.0	7.2	-1.2		5.7	5.8	-0.1		3.5	3.0	0.5		1.1	2.6	-1.5		3.9	4.4	-0.5	
MediaWorks Combo	52.4	47.5	4.9		57.5	41.0	16.5		63.6	54.9	8.7		56.7	53.6	3.1		56.9	56.0	0.9		60.6	59.6	1.0		54.0	47.4	6.6		50.5	52.6	-2.1	
NZME Combo	40.3	44.3	-4.0		29.6	43.7	-14.1		29.3	34.3	-5.0		35.2	36.8	-1.6		33.4	33.1	0.3		32.4	33.3	-0.9		44.2	49.8	-5.6		37.4	35.3	2.1	
Potential (000)	164.1	161.2	2.9		20.6	20.9	-0.3		33.9	32.0	1.9		40.4	39.8	0.6		65.1	64.2	0.9		49.4	48.7	0.7		47.0	45.8	1.2		28.4	27.0	1.4	
Sample	830	894	-64		100	122	-22		152	161	-9		197	222	-25		336	372	-36		268	272	-4		265	268	-3		162	169	-7	

NB: SUM OF INDIVIDUAL STATIONS MAY NOT ADD TO NETWORK COMBO TOTAL DUE TO ROUNDING

MediaWorks Combo: Breeze or Edge or Magic Music & Talk (from S1 2019) or Magic (until S4 2018) or Mai FM or More FM or RadioLive (until S4 2018) 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)

*Magic Music & Talk includes a combination of Magic and RadioLIVE for S4 2018 and the following dates in S1 2019: Sunday April 8 - Saturday June 16 & Sunday June 24 - Saturday November 10 2018.



TAURANGA COMMERCIAL RADIO - SURVEY 1 2019

Station Share (%) by Daypart, People 10+
 Survey Comparisons: 4/2018 - 1/2019

This Survey Period: Sun Apr 8 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018 & Sun Jan 20 to Sat Mar 30 2019
 Last Survey Period: Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018

	This	Last	+/-
Potential (000)	164.1	161.2	2.9
Sample Size	830	894	-64

	Mon-Fri 6am-9am				Mon-Fri 9am-12md				Mon-Fri 12md-4pm				Mon-Fri 4pm-7pm				Mon-Fri 7pm-12mn				Mon-Fri 12mn-6am				Sat-Sun 12mn-12mn			
	This	Last	+/-	Rank	This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-	
Breeze	3.9	4.3	-0.4	11	6.3	5.7	0.6		6.4	6.3	0.1		6.5	7.1	-0.6		6.5	8.6	-2.1		5.5	3.9	1.6		4.8	5.1	-0.3	
Coast	10.2	11.2	-1.0	4	13.2	14.8	-1.6		11.9	14.5	-2.6		6.6	9.4	-2.8		4.7	8.8	-4.1		8.6	9.9	-1.3		11.0	13.1	-2.1	
Edge	5.4	5.5	-0.1	9	3.4	2.5	0.9		4.8	4.4	0.4		6.2	5.5	0.7		3.7	3.5	0.2		3.9	3.6	0.3		5.1	4.5	0.6	
Life FM	2.8	2.8	0.0	12	1.3	1.6	-0.3		1.7	2.1	-0.4		1.9	1.7	0.2		0.9	0.7	0.2		1.5	1.5	0.0		2.0	3.0	-1.0	
Magic Music & Talk*	9.1	8.6	0.5	5	10.1	10.2	-0.1		7.9	8.4	-0.5		8.8	9.4	-0.6		12.5	11.0	1.5		17.7	16.0	1.7		12.9	13.3	-0.4	
Mai FM	2.5	2.2	0.3	13	2.1	1.8	0.3		3.2	2.6	0.6		2.9	2.7	0.2		1.9	1.2	0.7		4.9	3.2	1.7		1.3	0.9	0.4	
Mix	0.5	0.1	0.4	16	0.3	0.3	0.0		0.5	0.2	0.3		1.4	0.6	0.8		1.7	0.9	0.8		*	*	*		2.4	1.0	1.4	
Moana Radio	0.2	0.3	-0.1	19	0.1	0.6	-0.5		*	0.6	*		0.3	0.6	-0.3		0.4	0.3	0.1		0.9	0.6	0.3		0.1	0.4	-0.3	
More FM	5.9	6.5	-0.6	8	5.9	5.6	0.3		5.3	5.7	-0.4		5.4	6.5	-1.1		2.9	3.1	-0.2		7.7	7.9	-0.2		4.6	4.7	-0.1	
Newstalk ZB	14.3	14.6	-0.3	1	8.7	8.8	-0.1		4.9	5.1	-0.2		5.6	4.8	0.8		16.0	19.1	-3.1		28.1	30.2	-2.1		9.6	9.3	0.3	
Radio Hauraki	4.9	3.4	1.5	10	4.3	2.7	1.6		4.9	3.0	1.9		6.1	5.1	1.0		1.0	0.5	0.5		0.8	0.8	0.0		3.5	2.7	0.8	
Radio Sport	0.9	0.8	0.1	15	0.6	0.6	0.0		0.6	0.9	-0.3		0.8	0.8	0.0		2.8	1.6	1.2		0.2	0.2	0.0		1.7	1.4	0.3	
Radio Tainui	0.4	0.4	0.0	17	0.1	0.2	-0.1		*	*	*		*	*	*		1.6	1.8	-0.2		1.0	0.7	0.3		0.5	0.4	0.1	
Rhema	0.3	0.5	-0.2	18	0.1	0.5	-0.4		0.6	1.0	-0.4		0.7	1.1	-0.4		0.7	0.4	0.3		0.6	0.5	0.1		0.7	0.4	0.3	
Rock	10.9	7.5	3.4	2	13.3	10.8	2.5		14.8	10.8	4.0		13.2	9.1	4.1		9.0	4.9	4.1		5.1	4.7	0.4		8.4	5.7	2.7	
Star	1.1	0.9	0.2	14	1.5	1.1	0.4		1.1	0.8	0.3		0.1	*	*		2.5	2.0	0.5		0.6	0.5	0.1		1.1	1.3	-0.2	
The Hits	6.3	7.3	-1.0	7	6.4	8.7	-2.3		5.9	7.9	-2.0		5.9	6.0	-0.1		9.0	7.3	1.7		2.1	2.5	-0.4		6.6	7.6	-1.0	
The Sound	10.4	9.2	1.2	3	12.8	11.3	1.5		12.6	11.1	1.5		13.4	12.8	0.6		9.3	8.6	0.7		6.9	6.2	0.7		12.4	11.0	1.4	
ZM	7.8	10.7	-2.9	6	6.1	8.2	-2.1		8.0	9.8	-1.8		7.8	10.0	-2.2		6.9	9.2	-2.3		2.9	4.9	-2.0		6.5	9.3	-2.8	
Others	2.1	3.1	-1.0		3.4	4.1	-0.7		4.8	4.7	0.1		6.2	7.0	-0.8		6.0	6.6	-0.6		1.0	2.1	-1.1		4.8	4.9	-0.1	
MediaWorks Combo	48.5	44.4	4.1		54.1	48.1	6.0		55.2	49.4	5.8		57.0	53.3	3.7		46.3	41.8	4.5		52.5	47.1	5.4		50.4	46.0	4.4	
NZME Combo	45.0	48.5	-3.5		39.8	44.3	-4.5		37.2	42.0	-4.8		34.6	37.4	-2.8		42.7	47.9	-5.2		42.8	48.6	-5.8		41.7	45.0	-3.3	

NB: SUM OF INDIVIDUAL STATIONS MAY NOT ADD TO NETWORK COMBO TOTAL DUE TO ROUNDING

MediaWorks Combo: Breeze or Edge or Magic Music & Talk (from S1 2019) or Magic (until S4 2018) or Mai FM or More FM or RadioLive (until S4 2018) 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)

*Magic Music & Talk includes a combination of Magic and RadioLIVE for S4 2018 and the following dates in S1 2019: Sunday April 8 – Saturday June 16 & Sunday June 24 – Saturday November 10 2018.



TAURANGA COMMERCIAL RADIO - SURVEY 1 2019

Cumulative Audience (000's) by Demographic, Mon-Sun 12mn-12mn
 Survey Comparisons: 4/2018 - 1/2019

This Survey Period: Sun Apr 8 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018 & Sun Jan 20 to Sat Mar 30 2019
 Last Survey Period: Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 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	15.0	15.5	-0.5	9	0.7	0.9	-0.2	3.2	3.0	0.2	4.7	5.0	-0.3	7.7	8.6	-0.9	5.1	5.8	-0.7	4.8	4.6	0.2	2.6	2.4	0.2
Coast	22.4	24.2	-1.8	4	1.3	0.9	0.4	1.5	1.8	-0.3	1.9	2.0	-0.1	4.8	5.5	-0.7	6.4	8.4	-2.0	11.1	12.4	-1.3	2.6	2.2	0.4
Edge	19.2	19.0	0.2	5	3.9	4.1	-0.2	8.0	8.1	-0.1	6.9	8.2	-1.3	9.9	10.5	-0.6	4.2	3.5	0.7	1.5	1.6	-0.1	5.4	5.3	0.1
Life FM	5.2	5.3	-0.1	13	1.3	1.2	0.1	1.3	2.1	-0.8	0.8	1.6	-0.8	2.4	3.0	-0.6	1.8	1.5	0.3	0.6	0.1	0.5	2.2	2.3	-0.1
Magic Music & Talk*	26.3	27.7	-1.4	2	1.5	1.1	0.4	1.9	2.3	-0.4	3.3	3.9	-0.6	6.9	7.9	-1.0	10.0	11.4	-1.4	14.0	14.4	-0.4	3.3	3.7	-0.4
Mai FM	8.9	7.7	1.2	12	2.1	2.0	0.1	4.8	4.1	0.7	4.7	4.0	0.7	4.9	4.3	0.6	0.2	0.2	0.0	*	*	*	1.6	1.4	0.2
Mix	3.2	2.1	1.1	15	0.4	0.4	0.0	0.5	0.5	0.0	1.0	0.9	0.1	2.2	1.3	0.9	1.6	0.6	1.0	0.5	0.3	0.2	0.4	0.3	0.1
Moana Radio	1.6	2.8	-1.2	19	*	0.2	*	0.6	1.3	-0.7	0.6	1.5	-0.9	1.1	2.3	-1.2	0.5	0.8	-0.3	*	*	*	0.5	0.8	-0.3
More FM	14.9	16.7	-1.8	10	2.0	3.0	-1.0	4.0	3.7	0.3	5.8	5.9	-0.1	8.1	8.5	-0.4	5.0	5.0	0.0	3.4	3.5	-0.1	3.5	3.7	-0.2
Newstalk ZB	16.6	18.7	-2.1	8	0.5	0.4	0.1	0.9	0.9	0.0	2.5	2.8	-0.3	4.3	4.8	-0.5	4.6	4.7	-0.1	7.7	8.4	-0.7	2.0	2.5	-0.5
Radio Hauraki	11.8	11.4	0.4	11	1.6	1.1	0.5	3.0	2.6	0.4	6.2	6.2	0.0	8.2	8.8	-0.6	2.9	3.3	-0.4	1.4	1.2	0.2	3.1	3.2	-0.1
Radio Sport	5.2	5.2	0.0	13	0.3	0.4	-0.1	0.9	0.8	0.1	1.1	1.0	0.1	2.3	1.9	0.4	2.4	1.7	0.7	1.7	1.8	-0.1	0.7	0.5	0.2
Radio Tainui	1.7	1.4	0.3	18	0.4	0.3	0.1	0.5	0.5	0.0	1.0	0.7	0.3	1.0	0.7	0.3	*	*	*	*	*	*	0.2	0.2	0.0
Rhema	2.2	1.7	0.5	17	*	*	*	0.2	0.2	0.0	0.5	0.5	0.0	0.8	1.0	-0.2	0.6	0.5	0.1	1.0	0.2	0.8	0.7	0.7	0.0
Rock	24.0	20.5	3.5	3	3.2	2.2	1.0	7.6	7.1	0.5	9.3	8.0	1.3	13.9	12.2	1.7	6.6	5.7	0.9	2.4	2.2	0.2	5.8	5.0	0.8
Star	2.5	2.4	0.1	16	0.4	0.3	0.1	0.3	0.3	0.0	*	*	*	0.1	0.3	-0.2	0.3	0.3	0.0	0.6	0.4	0.2	0.1	0.1	0.0
The Hits	16.9	18.4	-1.5	7	1.8	2.8	-1.0	4.8	5.0	-0.2	5.0	4.9	0.1	9.5	9.5	0.0	6.4	6.0	0.4	2.8	2.4	0.4	3.7	3.6	0.1
The Sound	18.9	18.7	0.2	6	1.0	1.6	-0.6	2.1	2.0	0.1	4.6	4.0	0.6	11.0	10.3	0.7	11.5	11.2	0.3	6.3	5.9	0.4	4.1	3.5	0.6
ZM	26.7	27.2	-0.5	1	5.0	4.5	0.5	12.2	11.9	0.3	12.1	12.2	-0.1	14.8	15.5	-0.7	5.1	5.8	-0.7	2.5	2.6	-0.1	7.3	6.7	0.6
Others	14.7	15.3	-0.6		1.9	2.5	-0.6	6.0	6.0	0.0	4.8	4.9	-0.1	7.1	7.0	0.1	3.5	3.4	0.1	2.1	2.4	-0.3	2.3	2.5	-0.2
MediaWorks Combo	89.3	88.5	0.8		8.7	9.3	-0.6	20.7	20.1	0.6	25.7	25.2	0.5	41.5	41.0	0.5	30.5	31.1	-0.6	26.4	25.8	0.6	18.6	17.8	0.8
NZME Combo	81.0	84.1	-3.1		8.5	8.0	0.5	18.9	19.3	-0.4	22.4	23.3	-0.9	34.9	35.9	-1.0	23.3	23.9	-0.6	23.0	24.0	-1.0	14.7	14.2	0.5
All Commercial Radio	133.1	131.3	1.8		14.8	14.7	0.1	29.2	28.0	1.2	35.7	34.9	0.8	57.0	55.8	1.2	42.1	41.3	0.8	38.5	37.7	0.8	25.7	24.0	1.7
Potential (000)	164.1	161.2	2.9		20.6	20.9	-0.3	33.9	32.0	1.9	40.4	39.8	0.6	65.1	64.2	0.9	49.4	48.7	0.7	47.0	45.8	1.2	28.4	27.0	1.4
Sample	830	894	-64		100	122	-22	152	161	-9	197	222	-25	336	372	-36	268	272	-4	265	268	-3	162	169	-7

MediaWorks Combo: Breeze or Edge or Magic Music & Talk (from S1 2019) or Magic (until S4 2018) or Mai FM or More FM or RadioLive (until S4 2018) 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)

*Magic Music & Talk includes a combination of Magic and RadioLIVE for S4 2018 and the following dates in S1 2019: Sunday April 8 - Saturday June 16 & Sunday June 24 - Saturday November 10 2018.



TAURANGA COMMERCIAL RADIO - SURVEY 1 2019

Cumulative Audience (000's) by Daypart, People 10+
Survey Comparisons: 4/2018 - 1/2019

This Survey Period: Sun Apr 8 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018 & Sun Jan 20 to Sat Mar 30 2019
Last Survey Period: Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018

	This	Last	+/-
Potential (000)	164.1	161.2	2.9
Sample Size	830	894	-64

	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	7.7	8.0	-0.3	10	7.6	7.2	0.4		6.8	7.1	-0.3		6.8	7.8	-1.0		2.0	2.9	-0.9		2.4	2.1	0.3		8.7	9.3	-0.6	
Coast	11.7	13.6	-1.9	6	13.3	15.4	-2.1		13.3	14.9	-1.6		9.7	11.9	-2.2		3.1	3.8	-0.7		2.1	2.4	-0.3		14.6	15.1	-0.5	
Edge	11.1	11.2	-0.1	7	6.1	5.0	1.1		9.5	8.5	1.0		9.0	8.3	0.7		4.0	3.1	0.9		1.9	2.3	-0.4		11.0	10.1	0.9	
Life FM	3.1	3.2	-0.1	13	1.8	1.6	0.2		2.3	2.3	0.0		2.2	2.3	-0.1		1.2	1.0	0.2		0.7	0.6	0.1		4.0	4.3	-0.3	
Magic Music & Talk*	14.0	14.6	-0.6	2	15.0	14.3	0.7		14.9	14.8	0.1		10.7	11.5	-0.8		5.9	5.6	0.3		4.2	4.2	0.0		16.8	17.8	-1.0	
Mai FM	5.6	5.2	0.4	12	2.1	2.0	0.1		3.8	3.5	0.3		5.0	4.3	0.7		1.0	0.6	0.4		1.7	1.0	0.7		4.8	3.9	0.9	
Mix	1.1	0.4	0.7	17	0.7	0.7	0.0		1.3	0.7	0.6		1.3	0.6	0.7		0.9	0.4	0.5		*	*	*		2.6	1.8	0.8	
Moana Radio	0.8	1.4	-0.6	19	0.4	1.2	-0.8		0.1	0.7	-0.6		1.1	1.5	-0.4		0.5	0.4	0.1		0.5	0.3	0.2		0.4	0.7	-0.3	
More FM	8.9	10.0	-1.1	9	6.5	6.6	-0.1		8.8	8.8	0.0		8.4	8.4	0.0		3.1	3.2	-0.1		1.8	1.9	-0.1		8.4	8.5	-0.1	
Newstalk ZB	12.2	14.2	-2.0	4	7.5	7.7	-0.2		7.2	7.0	0.2		6.7	6.6	0.1		5.7	6.0	-0.3		5.0	5.8	-0.8		11.3	11.8	-0.5	
Radio Hauraki	7.3	6.1	1.2	11	5.5	4.1	1.4		5.7	4.8	0.9		6.0	6.2	-0.2		1.6	1.4	0.2		1.4	1.2	0.2		7.5	6.4	1.1	
Radio Sport	1.3	1.4	-0.1	15	1.3	1.5	-0.2		1.3	1.6	-0.3		1.6	1.8	-0.2		1.4	1.0	0.4		0.3	0.3	0.0		3.4	3.0	0.4	
Radio Tainui	1.4	1.1	0.3	14	0.3	0.4	-0.1		*	*	*		*	*	*		0.3	0.4	-0.1		1.0	0.7	0.3		1.0	0.9	0.1	
Rhema	0.9	0.7	0.2	18	0.3	0.5	-0.2		0.9	0.8	0.1		0.7	0.6	0.1		0.3	0.4	-0.1		0.3	0.2	0.1		2.2	1.4	0.8	
Rock	13.7	10.4	3.3	3	11.5	10.5	1.0		16.1	12.6	3.5		12.4	10.1	2.3		3.6	2.2	1.4		3.4	2.8	0.6		13.2	10.3	2.9	
Star	1.2	1.2	0.0	16	1.2	0.9	0.3		1.0	0.8	0.2		0.2	*	*		1.1	0.9	0.2		0.7	0.5	0.2		2.0	2.0	0.0	
The Hits	9.4	10.5	-1.1	8	6.3	8.4	-2.1		8.5	9.5	-1.0		7.9	8.3	-0.4		3.3	3.2	0.1		1.0	1.4	-0.4		9.9	10.7	-0.8	
The Sound	12.0	11.6	0.4	5	11.7	11.7	0.0		12.4	11.3	1.1		10.1	9.4	0.7		4.7	4.4	0.3		2.7	2.4	0.3		12.0	11.5	0.5	
ZM	15.1	18.0	-2.9	1	12.0	13.3	-1.3		13.6	13.9	-0.3		16.4	16.6	-0.2		7.4	6.1	1.3		1.2	2.2	-1.0		15.1	16.3	-1.2	
Others	5.5	6.2	-0.7		4.8	5.3	-0.5		6.7	5.9	0.8		7.0	7.5	-0.5		2.8	3.3	-0.5		0.8	1.3	-0.5		8.4	8.6	-0.2	
MediaWorks Combo	59.4	56.9	2.5		49.6	46.9	2.7		59.2	55.2	4.0		52.2	50.2	2.0		22.8	20.0	2.8		14.2	13.1	1.1		62.7	59.7	3.0	
NZME Combo	52.5	57.4	-4.9		43.4	46.7	-3.3		46.7	47.7	-1.0		46.2	48.1	-1.9		22.0	21.1	0.9		10.9	13.0	-2.1		55.9	56.6	-0.7	
All Commercial Radio	101.3	101.4	-0.1		83.8	83.6	0.2		96.2	92.3	3.9		91.2	89.5	1.7		45.5	41.5	4.0		24.8	25.3	-0.5		107.2	102.5	4.7	

MediaWorks Combo: Breeze or Edge or Magic Music & Talk (from S1 2019) or Magic (until S4 2018) or Mai FM or More FM or RadioLive (until S4 2018) 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)

*Magic Music & Talk includes a combination of Magic and RadioLIVE for S4 2018 and the following dates in S1 2019: Sunday April 8 - Saturday June 16 & Sunday June 24 - Saturday November 10 2018.



TAURANGA COMMERCIAL RADIO - SURVEY 1 2019

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

Survey Comparisons: 4/2018 - 1/2019

This Survey Period: Sun Apr 8 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018 & Sun Jan 20 to Sat Mar 30 2019

Last Survey Period: Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 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	8:56	9:01	-0:05	4:06	7:10	-3:03	9:25	8:30	0:54	6:26	7:38	-1:11	7:43	8:08	-0:25	11:48	10:28	1:19	10:23	9:53	0:30	8:38	10:25	-1:47
Coast	11:25	12:52	-1:26	2:51	3:47	-0:55	8:45	7:47	0:58	8:15	7:48	0:27	8:43	8:00	0:42	13:21	14:17	-0:56	13:10	15:11	-2:00	9:23	5:45	3:38
Edge	6:04	5:37	0:27	4:45	4:56	-0:11	7:59	6:41	1:17	5:58	5:47	0:11	6:03	6:07	-0:04	5:17	5:57	-0:40	2:54	3:10	-0:15	4:31	4:58	-0:26
Life FM	8:53	10:23	-1:30	5:07	5:26	-0:18	4:45	10:07	-5:22	11:48	6:56	4:52	15:01	11:17	3:43	15:12	15:23	-0:11	1:23	0:45	0:38	10:28	8:41	1:47
Magic Music & Talk*	9:34	9:19	0:14	3:19	3:21	-0:01	6:11	6:56	-0:44	3:04	2:39	0:25	7:02	6:04	0:58	11:17	11:22	-0:05	10:44	10:34	0:10	5:27	4:50	0:36
Mai FM	6:37	6:16	0:21	3:11	3:05	0:05	7:44	7:28	0:15	8:38	8:12	0:26	8:26	7:57	0:29	4:19	3:40	0:39	*	*	*	3:38	4:18	-0:39
Mix	7:42	5:37	2:05	2:00	3:20	-1:20	3:06	2:41	0:25	3:03	2:49	0:14	8:45	4:47	3:58	11:54	8:31	3:22	9:49	12:40	-2:51	6:44	4:20	2:24
Moana Radio	2:33	4:19	-1:45	*	4:15	*	1:03	3:51	-2:47	1:03	3:22	-2:19	2:53	4:43	-1:49	4:50	7:25	-2:35	*	*	*	1:22	1:27	-0:04
More FM	8:44	8:21	0:23	3:17	4:12	-0:55	6:30	6:09	0:20	6:47	6:03	0:43	7:35	7:24	0:11	12:02	12:08	-0:05	16:03	15:14	0:48	7:24	6:30	0:54
Newstalk ZB	14:29	13:21	1:07	0:42	0:36	0:06	2:00	2:14	-0:13	4:50	3:27	1:23	5:57	4:49	1:08	9:37	8:48	0:49	13:17	13:44	-0:27	6:14	4:48	1:26
Radio Hauraki	8:46	6:29	2:16	4:05	2:09	1:55	5:28	5:27	0:00	8:16	5:45	2:31	10:50	7:26	3:24	14:47	10:42	4:05	4:10	4:42	-0:32	7:11	6:03	1:07
Radio Sport	4:35	4:29	0:06	1:15	1:18	-0:03	5:37	2:12	3:25	2:41	2:14	0:26	3:07	2:57	0:09	5:05	5:07	-0:02	7:26	8:23	-0:57	2:27	2:37	-0:10
Radio Tainui	4:33	5:21	-0:47	4:00	4:00	0:00	9:12	9:45	-0:32	2:21	2:26	-0:04	2:21	2:26	-0:04	*	*	*	*	*	*	4:00	4:00	0:00
Rhema	5:20	9:05	-3:44	*	*	*	3:30	3:30	0:00	5:46	5:49	-0:03	9:24	13:17	-3:52	8:04	21:17	-13:12	3:07	3:07	0:00	8:25	7:46	0:39
Rock	11:38	10:00	1:37	8:12	4:07	4:05	14:11	12:38	1:33	11:35	9:51	1:44	12:10	10:30	1:40	13:01	11:57	1:04	15:28	9:55	5:33	8:02	8:07	-0:05
Star	10:25	9:26	0:58	1:30	1:30	0:00	1:00	1:00	0:00	*	*	*	18:00	18:22	-0:22	10:34	18:22	-7:48	4:56	4:46	0:10	18:00	18:00	0:00
The Hits	8:53	9:54	-1:01	3:23	3:05	0:17	4:46	10:33	-5:46	4:16	4:44	-0:28	7:25	7:41	-0:16	9:35	9:52	-0:16	15:40	16:27	-0:46	8:22	8:32	-0:09
The Sound	15:16	14:04	1:11	1:51	1:52	-0:00	8:39	15:09	-6:29	9:22	8:07	1:15	15:01	14:31	0:29	19:37	18:11	1:25	18:30	16:25	2:04	11:35	10:26	1:08
ZM	6:22	8:30	-2:08	3:49	11:12	-7:23	5:41	6:28	-0:46	7:01	8:15	-1:13	6:46	7:08	-0:21	7:42	6:14	1:27	9:34	9:59	-0:25	6:01	6:10	-0:08
Others	6:48	7:27	-0:39	5:47	7:37	-1:50	4:55	5:25	-0:29	6:54	7:41	-0:46	8:36	8:24	0:11	9:33	8:13	1:20	4:06	8:34	-4:27	6:24	6:08	0:15
MediaWorks Combo	14:13	13:15	0:58	8:11	6:52	1:19	14:19	13:34	0:44	12:12	11:08	1:03	14:42	13:49	0:53	18:47	17:43	1:03	15:42	14:32	1:09	10:14	10:02	0:12
NZME Combo	12:03	13:01	-0:57	4:20	8:34	-4:14	7:14	8:49	-1:34	8:41	8:16	0:24	10:16	9:18	0:57	13:08	12:52	0:15	14:46	16:26	-1:39	9:35	8:29	1:06
All Commercial Radio	18:13	18:50	-0:36	8:25	10:36	-2:11	15:59	17:42	-1:43	15:28	15:02	0:26	18:50	18:08	0:41	22:27	22:22	0:05	19:55	20:59	-1:03	14:41	14:10	0:30
Potential (000)	164.1	161.2	2.9	20.6	20.9	-0.3	33.9	32.0	1.9	40.4	39.8	0.6	65.1	64.2	0.9	49.4	48.7	0.7	47.0	45.8	1.2	28.4	27.0	1.4
Sample	830	894	-64	100	122	-22	152	161	-9	197	222	-25	336	372	-36	268	272	-4	265	268	-3	162	169	-7

MediaWorks Combo: Breeze or Edge or Magic Music & Talk (from S1 2019) or Magic (until S4 2018) or Mai FM or More FM or RadioLive (until S4 2018) 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)

*Magic Music & Talk includes a combination of Magic and RadioLIVE for S4 2018 and the following dates in S1 2019: Sunday April 8 – Saturday June 16 & Sunday June 24 – Saturday November 10 2018.



TAURANGA COMMERCIAL RADIO - SURVEY 1 2019

Average Time Spent Listening (hh:mm) by Daypart, People 10+
Survey Comparisons: 4/2018 - 1/2019

This Survey Period: Sun Apr 8 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018 & Sun Jan 20 to Sat Mar 30 2019
Last Survey Period: Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018

	This	Last	+/-
Potential (000)	164.1	161.2	2.9
Sample Size	830	894	-64

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

MediaWorks Combo: Breeze or Edge or Magic Music & Talk (from S1 2019) or Magic (until S4 2018) or Mai FM or More FM or RadioLive (until S4 2018) 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)

*Magic Music & Talk includes a combination of Magic and RadioLIVE for S4 2018 and the following dates in S1 2019: Sunday April 8 - Saturday June 16 & Sunday June 24 - Saturday November 10 2018.