



TAURANGA COMMERCIAL RADIO - SURVEY 3 2018

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

Survey Comparisons: 2/2018 - 3/2018

This 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

Last Survey Period: Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 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 | 5.1 | 4.7 | 0.4 | 8 | 4.4 | 3.6 | 0.8 | 3.3 | 0.6 | 2.7 | 5.9 | 3.1 | 2.8 | 6.3 | 4.1 | 2.2 | 7.2 | 6.4 | 0.8 | 6.1 | 6.3 | -0.2 | 7.7 | 6.2 | 1.5 |
| Coast | 13.4 | 12.6 | 0.8 | 1 | 1.5 | 1.1 | 0.4 | 4.9 | 6.8 | -1.9 | 4.4 | 5.9 | -1.5 | 5.5 | 6.1 | -0.6 | 14.4 | 13.8 | 0.6 | 23.7 | 21.8 | 1.9 | 3.4 | 2.7 | 0.7 |
| Edge | 3.9 | 4.1 | -0.2 | 10 | 10.3 | 12.5 | -2.2 | 7.8 | 7.5 | 0.3 | 8.9 | 10.1 | -1.2 | 6.4 | 7.5 | -1.1 | 2.2 | 2.3 | -0.1 | 0.4 | 0.3 | 0.1 | 10.4 | 11.3 | -0.9 |
| Life FM | 2.2 | 3.1 | -0.9 | 12 | 4.5 | 4.4 | 0.1 | 4.7 | 6.5 | -1.8 | 1.4 | 2.6 | -1.2 | 2.6 | 4.1 | -1.5 | 2.2 | 3.0 | -0.8 | 0.1 | 0.3 | -0.2 | 4.6 | 6.9 | -2.3 |
| Magic | 9.0 | 7.1 | 1.9 | 4 | 1.8 | 2.1 | -0.3 | 3.3 | 5.2 | -1.9 | 2.2 | 4.3 | -2.1 | 3.3 | 4.8 | -1.5 | 8.6 | 6.8 | 1.8 | 15.3 | 10.6 | 4.7 | 3.3 | 3.0 | 0.3 |
| Mai FM | 1.8 | 1.0 | 0.8 | 14 | 1.5 | 1.5 | 0.0 | 6.6 | 3.5 | 3.1 | 6.1 | 2.3 | 3.8 | 3.4 | 1.3 | 2.1 | 0.1 | 0.1 | 0.0 | * | 0.1 | * | 1.5 | 1.4 | 0.1 |
| Mix | 0.6 | n.a. | * | 17 | 4.7 | n.a. | * | 0.2 | n.a. | * | 0.5 | n.a. | * | 0.9 | n.a. | * | 0.7 | n.a. | * | * | n.a. | * | 1.6 | n.a. | * |
| Moana Radio | 0.5 | 0.6 | -0.1 | 19 | 0.7 | 4.5 | -3.8 | 0.8 | 0.5 | 0.3 | 0.8 | 0.5 | 0.3 | 0.9 | 0.8 | 0.1 | 0.5 | 0.6 | -0.1 | * | * | * | 0.3 | 0.2 | 0.1 |
| More FM | 4.9 | 5.3 | -0.4 | 9 | 8.5 | 7.7 | 0.8 | 3.7 | 2.1 | 1.6 | 6.2 | 5.9 | 0.3 | 6.5 | 7.8 | -1.3 | 5.8 | 7.3 | -1.5 | 4.1 | 3.8 | 0.3 | 7.6 | 7.2 | 0.4 |
| Newstalk ZB | 9.9 | 11.3 | -1.4 | 3 | * | 0.3 | * | 0.8 | 0.9 | -0.1 | 2.8 | 2.6 | 0.2 | 2.9 | 2.4 | 0.5 | 4.4 | 4.5 | -0.1 | 15.2 | 16.0 | -0.8 | 4.3 | 1.2 | 3.1 |
| Radio Hauraki | 1.9 | 2.1 | -0.2 | 13 | 1.4 | 0.9 | 0.5 | 2.6 | 1.9 | 0.7 | 6.0 | 4.3 | 1.7 | 3.8 | 3.9 | -0.1 | 1.1 | 3.0 | -1.9 | 0.6 | 1.5 | -0.9 | 3.4 | 2.5 | 0.9 |
| RadioLIVE | 3.0 | 3.0 | 0.0 | 11 | * | 1.2 | * | 1.3 | 1.5 | -0.2 | 1.3 | 1.6 | -0.3 | 2.3 | 2.6 | -0.3 | 5.0 | 4.2 | 0.8 | 5.1 | 4.9 | 0.2 | 1.6 | 0.5 | 1.1 |
| Radio Sport | 0.9 | 0.8 | 0.1 | 16 | 0.1 | 0.1 | 0.0 | 0.3 | 0.1 | 0.2 | 0.5 | 0.3 | 0.2 | 0.4 | 0.3 | 0.1 | 1.0 | 1.2 | -0.2 | 2.2 | 1.9 | 0.3 | 0.2 | 0.2 | 0.0 |
| Radio Tainui | 0.3 | 0.2 | 0.1 | 20 | 0.9 | * | * | 1.0 | 0.9 | 0.1 | 0.3 | 0.1 | 0.2 | 0.2 | * | * | * | * | * | * | * | * | 0.2 | * | * |
| Rhema | 0.6 | 0.6 | 0.0 | 17 | * | * | * | 0.1 | 0.2 | -0.1 | 0.1 | 0.4 | -0.3 | 1.3 | 1.4 | -0.1 | 1.4 | 1.3 | 0.1 | 0.1 | 0.2 | -0.1 | 1.2 | 1.8 | -0.6 |
| Rock | 8.2 | 8.1 | 0.1 | 6 | 4.5 | 4.5 | 0.0 | 18.1 | 17.3 | 0.8 | 16.7 | 16.4 | 0.3 | 13.8 | 15.1 | -1.3 | 6.6 | 6.7 | -0.1 | 1.8 | 0.7 | 1.1 | 13.0 | 15.6 | -2.6 |
| Star | 1.0 | 0.8 | 0.2 | 15 | 0.3 | * | * | 0.1 | * | * | * | * | * | 0.7 | 0.6 | 0.1 | 0.7 | 0.7 | 0.0 | 0.4 | 0.4 | 0.0 | 1.1 | 1.2 | -0.1 |
| The Hits | 8.1 | 8.5 | -0.4 | 7 | 5.2 | 6.7 | -1.5 | 12.7 | 13.6 | -0.9 | 4.1 | 5.3 | -1.2 | 8.1 | 6.3 | 1.8 | 7.8 | 6.8 | 1.0 | 5.1 | 7.1 | -2.0 | 6.8 | 8.4 | -1.6 |
| The Sound | 11.2 | 12.1 | -0.9 | 2 | 1.6 | 2.9 | -1.3 | 6.5 | 10.8 | -4.3 | 6.4 | 9.6 | -3.2 | 13.5 | 13.6 | -0.1 | 22.9 | 23.9 | -1.0 | 14.6 | 17.4 | -2.8 | 9.1 | 9.0 | 0.1 |
| ZM | 8.7 | 8.0 | 0.7 | 5 | 32.2 | 25.0 | 7.2 | 14.1 | 14.5 | -0.4 | 17.4 | 19.0 | -1.6 | 10.8 | 12.2 | -1.4 | 3.9 | 2.4 | 1.5 | 2.7 | 0.7 | 2.0 | 12.4 | 13.4 | -1.0 |
| Others | 4.9 | 5.4 | -0.5 | | 16.1 | 18.1 | -2.0 | 7.0 | 5.5 | 1.5 | 7.9 | 5.6 | 2.3 | 6.6 | 4.3 | 2.3 | 3.4 | 4.6 | -1.2 | 2.4 | 6.1 | -3.7 | 6.2 | 5.7 | 0.5 |
| Mediaworks Combo | 47.6 | 46.2 | 1.4 | | 34.4 | 36.0 | -1.6 | 51.6 | 49.4 | 2.2 | 55.0 | 54.8 | 0.2 | 56.7 | 58.4 | -1.7 | 59.2 | 58.5 | 0.7 | 47.6 | 44.2 | 3.4 | 55.4 | 55.8 | -0.4 |
| NZME Combo | 44.4 | 45.3 | -0.9 | | 49.2 | 48.6 | 0.6 | 37.5 | 40.9 | -3.4 | 37.1 | 39.9 | -2.8 | 33.2 | 33.3 | -0.1 | 33.5 | 32.5 | 1.0 | 49.5 | 49.0 | 0.5 | 33.5 | 32.7 | 0.8 |
| Potential (000) | 161.2 | 161.2 | 0.0 | | 20.7 | 21.1 | -0.4 | 32.2 | 31.8 | 0.4 | 39.8 | 39.8 | 0.0 | 64.2 | 64.2 | 0.0 | 48.7 | 48.7 | 0.0 | 45.8 | 45.8 | 0.0 | 27.1 | 25.7 | 1.4 |
| Sample | 892 | 862 | 30 | | 123 | 117 | 6 | 165 | 166 | -1 | 233 | 227 | 6 | 369 | 348 | 21 | 258 | 240 | 18 | 263 | 268 | -5 | 168 | 149 | 19 |

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 3 2018

Station Share (%) by Daypart, People 10+

Survey Comparisons: 2/2018 - 3/2018

This 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

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

| | This | Last | +/- |
|-----------------|-------|-------|-----|
| Potential (000) | 161.2 | 161.2 | 0.0 |
| Sample Size | 892 | 862 | 30 |

| | 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 | 4.9 | 4.6 | 0.3 | 10 | 4.7 | 4.5 | 0.2 | | 4.5 | 4.4 | 0.1 | | 5.6 | 4.2 | 1.4 | | 8.1 | 4.8 | 3.3 | | 4.9 | 2.4 | 2.5 | | 5.2 | 5.7 | -0.5 | |
| Coast | 11.2 | 11.1 | 0.1 | 2 | 15.8 | 13.3 | 2.5 | | 16.3 | 13.7 | 2.6 | | 10.5 | 11.4 | -0.9 | | 6.6 | 9.0 | -2.4 | | 9.7 | 9.8 | -0.1 | | 14.1 | 13.7 | 0.4 | |
| Edge | 5.0 | 5.2 | -0.2 | 9 | 3.2 | 3.4 | -0.2 | | 4.1 | 5.0 | -0.9 | | 4.5 | 5.3 | -0.8 | | 3.0 | 3.9 | -0.9 | | 1.0 | 0.8 | 0.2 | | 3.5 | 2.9 | 0.6 | |
| Life FM | 2.5 | 3.5 | -1.0 | 12 | 1.8 | 2.6 | -0.8 | | 2.4 | 3.7 | -1.3 | | 0.9 | 1.8 | -0.9 | | 0.6 | 1.1 | -0.5 | | 0.9 | 1.1 | -0.2 | | 3.3 | 3.9 | -0.6 | |
| Magic | 5.9 | 5.3 | 0.6 | 8 | 9.2 | 5.8 | 3.4 | | 8.7 | 6.8 | 1.9 | | 9.9 | 8.5 | 1.4 | | 6.2 | 6.2 | 0.0 | | 15.8 | 16.8 | -1.0 | | 10.6 | 8.3 | 2.3 | |
| Mai FM | 1.7 | 1.1 | 0.6 | 14 | 2.2 | 0.9 | 1.3 | | 2.7 | 0.9 | 1.8 | | 2.6 | 2.4 | 0.2 | | 0.1 | 0.3 | -0.2 | | 3.2 | 0.6 | 2.6 | | 0.7 | 0.7 | 0.0 | |
| Mix | 0.3 | n.a. | * | 19 | 0.1 | n.a. | * | | 0.2 | n.a. | * | | 0.8 | n.a. | * | | 2.9 | n.a. | * | | * | n.a. | * | | 1.3 | n.a. | * | |
| Moana Radio | 0.2 | 0.3 | -0.1 | 20 | 0.6 | 0.6 | 0.0 | | 0.7 | 1.2 | -0.5 | | 0.4 | 0.5 | -0.1 | | * | * | * | | * | 0.7 | * | | 0.5 | 0.6 | -0.1 | |
| More FM | 6.1 | 7.1 | -1.0 | 7 | 4.6 | 5.9 | -1.3 | | 4.6 | 5.0 | -0.4 | | 6.0 | 4.6 | 1.4 | | 2.9 | 2.0 | 0.9 | | 8.7 | 2.0 | 6.7 | | 3.8 | 5.1 | -1.3 | |
| Newstalk ZB | 15.0 | 16.5 | -1.5 | 1 | 8.4 | 9.9 | -1.5 | | 4.2 | 5.3 | -1.1 | | 4.9 | 6.3 | -1.4 | | 21.3 | 21.8 | -0.5 | | 32.3 | 41.2 | -8.9 | | 9.0 | 10.2 | -1.2 | |
| Radio Hauraki | 2.5 | 2.0 | 0.5 | 12 | 1.5 | 1.1 | 0.4 | | 1.7 | 2.3 | -0.6 | | 2.5 | 3.3 | -0.8 | | 0.2 | 0.8 | -0.6 | | 0.8 | 0.4 | 0.4 | | 2.1 | 2.6 | -0.5 | |
| RadioLIVE | 4.1 | 4.0 | 0.1 | 11 | 2.2 | 2.4 | -0.2 | | 1.1 | 1.2 | -0.1 | | 2.9 | 3.1 | -0.2 | | 8.3 | 7.8 | 0.5 | | 2.6 | 2.9 | -0.3 | | 3.4 | 3.4 | 0.0 | |
| Radio Sport | 0.7 | 0.6 | 0.1 | 16 | 0.9 | 0.8 | 0.1 | | 1.0 | 0.7 | 0.3 | | 1.1 | 0.9 | 0.2 | | 1.3 | 2.3 | -1.0 | | 0.2 | * | * | | 1.1 | 0.9 | 0.2 | |
| Radio Tainui | 0.4 | 0.2 | 0.2 | 17 | 0.2 | 0.2 | 0.0 | | * | * | * | | * | * | * | | 1.6 | 1.6 | 0.0 | | 0.7 | * | * | | 0.4 | 0.2 | 0.2 | |
| Rhema | 0.4 | 0.4 | 0.0 | 17 | 0.5 | 0.5 | 0.0 | | 1.0 | 0.9 | 0.1 | | 1.2 | 1.4 | -0.2 | | 0.1 | 0.1 | 0.0 | | * | * | * | | 0.3 | 0.5 | -0.2 | |
| Rock | 8.7 | 8.0 | 0.7 | 4 | 10.5 | 10.8 | -0.3 | | 10.6 | 10.5 | 0.1 | | 8.0 | 9.2 | -1.2 | | 2.7 | 1.4 | 1.3 | | 4.8 | 5.7 | -0.9 | | 5.5 | 5.2 | 0.3 | |
| Star | 0.9 | 0.7 | 0.2 | 15 | 1.2 | 1.1 | 0.1 | | 0.9 | 0.9 | 0.0 | | 0.1 | 0.2 | -0.1 | | 1.8 | 1.7 | 0.1 | | 0.1 | 0.1 | 0.0 | | 1.3 | 1.0 | 0.3 | |
| The Hits | 7.0 | 7.4 | -0.4 | 6 | 9.2 | 10.4 | -1.2 | | 9.1 | 9.4 | -0.3 | | 7.1 | 6.5 | 0.6 | | 8.5 | 7.9 | 0.6 | | 2.9 | 1.8 | 1.1 | | 8.5 | 8.9 | -0.4 | |
| The Sound | 8.0 | 8.6 | -0.6 | 5 | 12.7 | 14.7 | -2.0 | | 12.8 | 14.8 | -2.0 | | 14.1 | 14.8 | -0.7 | | 7.3 | 7.9 | -0.6 | | 5.2 | 4.6 | 0.6 | | 11.3 | 11.1 | 0.2 | |
| ZM | 10.9 | 8.6 | 2.3 | 3 | 7.0 | 6.9 | 0.1 | | 8.4 | 8.4 | 0.0 | | 9.7 | 8.9 | 0.8 | | 8.9 | 9.1 | -0.2 | | 2.9 | 2.2 | 0.7 | | 9.0 | 8.1 | 0.9 | |
| Others | 3.6 | 4.6 | -1.0 | | 3.8 | 4.3 | -0.5 | | 4.9 | 5.0 | -0.1 | | 7.4 | 6.5 | 0.9 | | 7.5 | 8.0 | -0.5 | | 3.3 | 6.8 | -3.5 | | 5.2 | 6.3 | -1.1 | |
| Mediaworks Combo | 45.1 | 44.5 | 0.6 | | 49.6 | 48.9 | 0.7 | | 49.5 | 49.1 | 0.4 | | 53.9 | 52.5 | 1.4 | | 39.8 | 35.3 | 4.5 | | 48.8 | 38.9 | 9.9 | | 44.9 | 43.0 | 1.9 | |
| NZME Combo | 48.2 | 47.9 | 0.3 | | 43.1 | 43.3 | -0.2 | | 42.0 | 41.3 | 0.7 | | 37.7 | 39.4 | -1.7 | | 51.4 | 54.8 | -3.4 | | 49.0 | 58.4 | -9.4 | | 45.9 | 47.3 | -1.4 | |

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

Mediaworks Combo: Breeze or Edge or Magic or Mai FM or More FM or RadioLIVE or Rock or The Sound or 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 3 2018

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

Survey Comparisons: 2/2018 - 3/2018

This 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

Last Survey Period: Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 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 | 15.5 | 14.4 | 1.1 | 10 | 1.1 | 1.2 | -0.1 | 2.9 | 1.8 | 1.1 | 4.8 | 2.6 | 2.2 | 8.4 | 6.3 | 2.1 | 6.5 | 7.0 | -0.5 | 5.2 | 6.1 | -0.9 | 2.3 | 2.2 | 0.1 |
| Coast | 24.7 | 23.4 | 1.3 | 2 | 0.7 | 0.8 | -0.1 | 2.1 | 2.6 | -0.5 | 1.8 | 2.1 | -0.3 | 5.8 | 6.1 | -0.3 | 9.2 | 9.1 | 0.1 | 12.4 | 11.1 | 1.3 | 2.3 | 1.8 | 0.5 |
| Edge | 19.0 | 18.2 | 0.8 | 5 | 3.9 | 4.0 | -0.1 | 7.8 | 6.5 | 1.3 | 9.3 | 8.8 | 0.5 | 11.2 | 10.9 | 0.3 | 3.0 | 3.6 | -0.6 | 1.4 | 1.6 | -0.2 | 6.0 | 6.0 | 0.0 |
| Life FM | 5.0 | 7.0 | -2.0 | 14 | 0.9 | 0.9 | 0.0 | 2.3 | 2.5 | -0.2 | 1.6 | 2.2 | -0.6 | 2.4 | 3.6 | -1.2 | 1.1 | 1.9 | -0.8 | 0.3 | 1.1 | -0.8 | 2.1 | 2.6 | -0.5 |
| Magic | 20.7 | 17.5 | 3.2 | 4 | 0.6 | 0.8 | -0.2 | 1.9 | 1.7 | 0.2 | 2.2 | 1.6 | 0.6 | 3.9 | 3.2 | 0.7 | 6.8 | 5.9 | 0.9 | 11.3 | 10.0 | 1.3 | 2.2 | 2.0 | 0.2 |
| Mai FM | 7.5 | 6.9 | 0.6 | 13 | 1.4 | 1.7 | -0.3 | 4.1 | 3.4 | 0.7 | 4.4 | 3.1 | 1.3 | 4.6 | 3.3 | 1.3 | 0.5 | 0.7 | -0.2 | 0.2 | 0.4 | -0.2 | 1.7 | 1.7 | 0.0 |
| Mix | 1.9 | n.a. | * | 17 | 0.6 | n.a. | * | 0.4 | n.a. | * | 0.9 | n.a. | * | 1.3 | n.a. | * | 0.4 | n.a. | * | * | n.a. | * | 0.3 | n.a. | * |
| Moana Radio | 2.3 | 2.1 | 0.2 | 16 | 0.2 | 0.5 | -0.3 | 1.1 | 0.6 | 0.5 | 1.4 | 1.0 | 0.4 | 1.9 | 1.5 | 0.4 | 0.5 | 0.5 | 0.0 | * | * | * | 0.7 | 0.5 | 0.2 |
| More FM | 16.7 | 17.0 | -0.3 | 9 | 2.8 | 2.9 | -0.1 | 3.3 | 2.3 | 1.0 | 6.0 | 5.6 | 0.4 | 9.2 | 9.2 | 0.0 | 5.4 | 6.2 | -0.8 | 3.3 | 3.6 | -0.3 | 3.6 | 4.1 | -0.5 |
| Newstalk ZB | 18.0 | 18.8 | -0.8 | 6 | 0.2 | 0.5 | -0.3 | 1.1 | 0.9 | 0.2 | 3.3 | 2.9 | 0.4 | 4.9 | 4.5 | 0.4 | 5.0 | 4.4 | 0.6 | 8.4 | 8.0 | 0.4 | 2.7 | 1.9 | 0.8 |
| Radio Hauraki | 10.3 | 8.9 | 1.4 | 11 | 1.0 | 0.8 | 0.2 | 2.2 | 1.7 | 0.5 | 5.7 | 4.6 | 1.1 | 7.7 | 6.3 | 1.4 | 2.9 | 3.2 | -0.3 | 1.5 | 1.8 | -0.3 | 3.1 | 2.2 | 0.9 |
| RadioLIVE | 9.9 | 10.8 | -0.9 | 12 | * | 0.3 | * | 1.0 | 1.2 | -0.2 | 2.8 | 3.1 | -0.3 | 5.2 | 5.7 | -0.5 | 4.3 | 4.0 | 0.3 | 2.9 | 3.0 | -0.1 | 1.6 | 1.0 | 0.6 |
| Radio Sport | 4.6 | 4.7 | -0.1 | 15 | 0.1 | 0.1 | 0.0 | 0.5 | 0.3 | 0.2 | 0.8 | 0.5 | 0.3 | 1.4 | 1.0 | 0.4 | 2.2 | 2.4 | -0.2 | 2.6 | 3.1 | -0.5 | 0.4 | 0.3 | 0.1 |
| Radio Tainui | 1.3 | 0.5 | 0.8 | 20 | 0.3 | * | * | 0.5 | 0.5 | 0.0 | 0.7 | 0.2 | 0.5 | 0.7 | 0.2 | 0.5 | * | * | * | * | * | * | 0.1 | * | * |
| Rhema | 1.4 | 1.9 | -0.5 | 19 | * | * | * | 0.2 | 0.4 | -0.2 | 0.3 | 0.4 | -0.1 | 1.0 | 1.1 | -0.1 | 0.8 | 1.0 | -0.2 | 0.4 | 0.6 | -0.2 | 0.5 | 0.6 | -0.1 |
| Rock | 20.9 | 21.0 | -0.1 | 3 | 1.7 | 1.9 | -0.2 | 8.0 | 8.6 | -0.6 | 8.9 | 8.2 | 0.7 | 13.3 | 12.9 | 0.4 | 5.6 | 5.9 | -0.3 | 2.0 | 2.0 | 0.0 | 5.9 | 5.5 | 0.4 |
| Star | 1.9 | 1.5 | 0.4 | 17 | 0.3 | 0.1 | 0.2 | 0.3 | 0.2 | 0.1 | * | * | * | 0.5 | 0.4 | 0.1 | 0.5 | 0.4 | 0.1 | 0.2 | 0.2 | 0.0 | 0.3 | 0.3 | 0.0 |
| The Hits | 16.8 | 18.2 | -1.4 | 8 | 2.5 | 3.3 | -0.8 | 4.6 | 4.2 | 0.4 | 4.8 | 5.1 | -0.3 | 8.8 | 8.4 | 0.4 | 5.5 | 5.5 | 0.0 | 2.4 | 3.5 | -1.1 | 2.9 | 2.9 | 0.0 |
| The Sound | 17.4 | 18.0 | -0.6 | 7 | 1.2 | 1.7 | -0.5 | 2.1 | 2.8 | -0.7 | 3.8 | 4.4 | -0.6 | 9.4 | 9.4 | 0.0 | 10.6 | 10.3 | 0.3 | 5.9 | 6.1 | -0.2 | 2.7 | 2.4 | 0.3 |
| ZM | 26.8 | 27.4 | -0.6 | 1 | 4.4 | 4.6 | -0.2 | 11.1 | 11.0 | 0.1 | 13.1 | 13.5 | -0.4 | 16.7 | 17.0 | -0.3 | 5.6 | 5.7 | -0.1 | 2.0 | 2.2 | -0.2 | 6.7 | 6.4 | 0.3 |
| Others | 17.0 | 20.1 | -3.1 | | 3.7 | 4.3 | -0.6 | 6.1 | 7.0 | -0.9 | 5.8 | 6.2 | -0.4 | 8.4 | 8.4 | 0.0 | 3.8 | 4.1 | -0.3 | 2.1 | 3.9 | -1.8 | 3.9 | 4.0 | -0.1 |
| Mediaworks Combo | 90.8 | 88.9 | 1.9 | | 8.8 | 9.1 | -0.3 | 20.5 | 20.3 | 0.2 | 27.1 | 25.9 | 1.2 | 42.7 | 41.8 | 0.9 | 30.8 | 30.6 | 0.2 | 25.9 | 25.3 | 0.6 | 19.1 | 17.9 | 1.2 |
| NZME Combo | 83.1 | 84.8 | -1.7 | | 8.1 | 9.6 | -1.5 | 18.6 | 19.4 | -0.8 | 24.2 | 24.4 | -0.2 | 35.8 | 35.7 | 0.1 | 24.2 | 23.8 | 0.4 | 24.4 | 23.2 | 1.2 | 14.4 | 13.7 | 0.7 |
| All Commercial Radio | 130.0 | 131.0 | -1.0 | | 13.9 | 14.9 | -1.0 | 27.8 | 27.3 | 0.5 | 35.1 | 33.2 | 1.9 | 55.3 | 53.7 | 1.6 | 41.6 | 42.2 | -0.6 | 39.0 | 39.2 | -0.2 | 24.2 | 22.8 | 1.4 |
| Potential (000) | 161.2 | 161.2 | 0.0 | | 20.7 | 21.1 | -0.4 | 32.2 | 31.8 | 0.4 | 39.8 | 39.8 | 0.0 | 64.2 | 64.2 | 0.0 | 48.7 | 48.7 | 0.0 | 45.8 | 45.8 | 0.0 | 27.1 | 25.7 | 1.4 |
| Sample | 892 | 862 | 30 | | 123 | 117 | 6 | 165 | 166 | -1 | 233 | 227 | 6 | 369 | 348 | 21 | 258 | 240 | 18 | 263 | 268 | -5 | 168 | 149 | 19 |

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 3 2018

Cumulative Audience (000's) by Daypart, People 10+
Survey Comparisons: 2/2018 - 3/2018

This 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

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

| | This | Last | +/- |
|-----------------|-------|-------|-----|
| Potential (000) | 161.2 | 161.2 | 0.0 |
| Sample Size | 892 | 862 | 30 |

| | 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 | 7.8 | 6.8 | 1.0 | 10 | 6.5 | 5.9 | 0.6 | 6.6 | 6.3 | 0.3 | 7.0 | 5.4 | 1.6 | 2.8 | 2.7 | 0.1 | 1.9 | 1.1 | 0.8 | 9.4 | 9.4 | 0.0 |
| Coast | 13.1 | 12.8 | 0.3 | 3 | 15.8 | 13.1 | 2.7 | 16.9 | 14.8 | 2.1 | 12.2 | 10.7 | 1.5 | 3.4 | 4.4 | -1.0 | 2.4 | 2.2 | 0.2 | 15.2 | 15.7 | -0.5 |
| Edge | 11.0 | 11.3 | -0.3 | 5 | 5.9 | 5.8 | 0.1 | 8.2 | 8.9 | -0.7 | 7.7 | 7.9 | -0.2 | 3.2 | 3.3 | -0.1 | 1.2 | 0.9 | 0.3 | 10.2 | 8.9 | 1.3 |
| Life FM | 3.1 | 3.8 | -0.7 | 14 | 1.3 | 2.0 | -0.7 | 2.5 | 3.8 | -1.3 | 1.6 | 3.0 | -1.4 | 0.7 | 1.2 | -0.5 | 0.3 | 0.3 | 0.0 | 3.9 | 5.1 | -1.2 |
| Magic | 10.9 | 9.4 | 1.5 | 6 | 11.0 | 7.9 | 3.1 | 13.1 | 10.4 | 2.7 | 10.8 | 9.2 | 1.6 | 4.9 | 4.6 | 0.3 | 2.5 | 2.1 | 0.4 | 14.0 | 12.3 | 1.7 |
| Mai FM | 4.4 | 3.4 | 1.0 | 13 | 2.2 | 2.3 | -0.1 | 3.4 | 2.8 | 0.6 | 3.6 | 3.6 | 0.0 | 0.1 | 0.5 | -0.4 | 0.7 | 0.7 | 0.0 | 2.9 | 2.4 | 0.5 |
| Mix | 0.4 | n.a. | * | 19 | 0.2 | n.a. | * | 0.6 | n.a. | * | 0.6 | n.a. | * | 0.4 | n.a. | * | * | n.a. | * | 1.7 | n.a. | * |
| Moana Radio | 1.0 | 0.9 | 0.1 | 17 | 1.1 | 1.1 | 0.0 | 0.9 | 1.0 | -0.1 | 1.0 | 0.9 | 0.1 | 0.1 | 0.1 | 0.0 | * | 0.2 | * | 0.9 | 1.0 | -0.1 |
| More FM | 10.3 | 10.5 | -0.2 | 8 | 5.7 | 6.7 | -1.0 | 7.6 | 7.3 | 0.3 | 7.9 | 6.7 | 1.2 | 3.5 | 2.4 | 1.1 | 1.4 | 0.6 | 0.8 | 7.8 | 8.1 | -0.3 |
| Newstalk ZB | 14.1 | 15.3 | -1.2 | 2 | 7.6 | 8.2 | -0.6 | 6.6 | 8.0 | -1.4 | 7.2 | 8.1 | -0.9 | 6.3 | 6.6 | -0.3 | 5.2 | 5.0 | 0.2 | 11.7 | 12.4 | -0.7 |
| Radio Hauraki | 5.1 | 5.0 | 0.1 | 12 | 4.2 | 3.1 | 1.1 | 5.0 | 4.5 | 0.5 | 4.8 | 4.7 | 0.1 | 0.6 | 0.8 | -0.2 | 0.9 | 0.3 | 0.6 | 5.7 | 4.2 | 1.5 |
| RadioLIVE | 5.6 | 5.9 | -0.3 | 11 | 4.0 | 4.3 | -0.3 | 3.8 | 4.4 | -0.6 | 4.0 | 4.3 | -0.3 | 1.9 | 1.8 | 0.1 | 1.4 | 1.4 | 0.0 | 4.6 | 5.7 | -1.1 |
| Radio Sport | 1.7 | 1.8 | -0.1 | 15 | 2.1 | 2.2 | -0.1 | 2.1 | 1.9 | 0.2 | 2.3 | 2.0 | 0.3 | 1.1 | 1.4 | -0.3 | 0.2 | * | * | 2.3 | 2.0 | 0.3 |
| Radio Tainui | 1.1 | 0.3 | 0.8 | 16 | 0.4 | 0.3 | 0.1 | * | * | * | * | * | * | 0.4 | 0.3 | 0.1 | 0.7 | * | * | 0.9 | 0.5 | 0.4 |
| Rhema | 0.3 | 0.8 | -0.5 | 20 | 0.5 | 0.7 | -0.2 | 0.8 | 1.0 | -0.2 | 0.6 | 0.7 | -0.1 | 0.2 | 0.1 | 0.1 | * | * | * | 0.9 | 1.2 | -0.3 |
| Rock | 11.7 | 11.3 | 0.4 | 4 | 10.3 | 11.5 | -1.2 | 12.9 | 11.6 | 1.3 | 10.2 | 10.9 | -0.7 | 1.5 | 2.1 | -0.6 | 2.4 | 2.1 | 0.3 | 10.4 | 11.2 | -0.8 |
| Star | 0.8 | 0.5 | 0.3 | 18 | 0.9 | 0.7 | 0.2 | 1.0 | 0.7 | 0.3 | 0.1 | 0.2 | -0.1 | 0.6 | 0.4 | 0.2 | 0.3 | 0.3 | 0.0 | 1.3 | 1.0 | 0.3 |
| The Hits | 9.3 | 10.4 | -1.1 | 9 | 8.2 | 9.6 | -1.4 | 8.7 | 9.8 | -1.1 | 8.7 | 9.3 | -0.6 | 3.2 | 3.0 | 0.2 | 1.1 | 1.4 | -0.3 | 9.4 | 10.3 | -0.9 |
| The Sound | 10.6 | 11.6 | -1.0 | 7 | 10.6 | 11.0 | -0.4 | 10.3 | 10.4 | -0.1 | 9.9 | 11.2 | -1.3 | 3.4 | 3.6 | -0.2 | 1.8 | 1.6 | 0.2 | 11.4 | 12.1 | -0.7 |
| ZM | 19.0 | 18.7 | 0.3 | 1 | 12.8 | 12.8 | 0.0 | 12.8 | 13.7 | -0.9 | 15.7 | 15.4 | 0.3 | 6.0 | 6.7 | -0.7 | 1.6 | 1.0 | 0.6 | 15.3 | 16.3 | -1.0 |
| Others | 7.4 | 8.9 | -1.5 | | 5.1 | 6.4 | -1.3 | 7.8 | 9.4 | -1.6 | 8.0 | 7.7 | 0.3 | 3.6 | 3.1 | 0.5 | 1.6 | 2.0 | -0.4 | 10.4 | 11.9 | -1.5 |
| Mediaworks Combo | 57.7 | 56.9 | 0.8 | | 47.0 | 46.8 | 0.2 | 56.6 | 52.6 | 4.0 | 53.3 | 51.2 | 2.1 | 20.0 | 19.2 | 0.8 | 10.6 | 9.6 | 1.0 | 60.9 | 60.7 | 0.2 |
| NZME Combo | 56.4 | 57.9 | -1.5 | | 45.6 | 45.5 | 0.1 | 49.2 | 51.2 | -2.0 | 47.6 | 47.8 | -0.2 | 20.2 | 22.6 | -2.4 | 11.2 | 10.5 | 0.7 | 54.7 | 56.5 | -1.8 |
| All Commercial Radio | 101.1 | 102.1 | -1.0 | | 81.7 | 82.1 | -0.4 | 92.9 | 92.6 | 0.3 | 89.5 | 87.6 | 1.9 | 39.0 | 40.1 | -1.1 | 19.6 | 18.4 | 1.2 | 101.3 | 102.7 | -1.4 |

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 3 2018

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

Survey Comparisons: 2/2018 - 3/2018

This 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

Last Survey Period: Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 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 | 7:56 | 7:54 | 0:02 | 5:17 | 4:14 | 1:02 | 5:41 | 1:49 | 3:52 | 6:49 | 6:14 | 0:35 | 7:34 | 6:04 | 1:30 | 9:57 | 7:57 | 1:59 | 9:33 | 8:27 | 1:05 | 11:00 | 9:10 | 1:50 |
| Coast | 13:14 | 13:05 | 0:08 | 2:39 | 1:52 | 0:47 | 11:35 | 13:12 | -1:37 | 13:32 | 14:48 | -1:16 | 9:36 | 9:29 | 0:06 | 14:06 | 13:14 | 0:52 | 15:20 | 16:06 | -0:46 | 4:59 | 4:51 | 0:08 |
| Edge | 4:56 | 5:28 | -0:32 | 3:35 | 4:33 | -0:57 | 5:02 | 5:57 | -0:54 | 5:14 | 5:58 | -0:43 | 5:50 | 6:25 | -0:34 | 6:34 | 5:41 | 0:53 | 2:33 | 1:41 | 0:51 | 5:38 | 6:01 | -0:22 |
| Life FM | 10:42 | 10:42 | -0:00 | 6:50 | 7:20 | -0:30 | 10:06 | 13:19 | -3:13 | 4:40 | 5:54 | -1:14 | 10:52 | 10:45 | 0:07 | 17:16 | 13:51 | 3:24 | 3:14 | 2:16 | 0:57 | 7:06 | 8:39 | -1:33 |
| Magic | 10:33 | 9:55 | 0:38 | 4:03 | 4:07 | -0:04 | 8:40 | 16:00 | -7:20 | 5:33 | 13:49 | -8:16 | 8:35 | 14:23 | -5:47 | 11:26 | 10:01 | 1:24 | 10:47 | 8:43 | 2:04 | 4:58 | 4:47 | 0:10 |
| Mai FM | 5:59 | 3:32 | 2:26 | 1:24 | 1:18 | 0:05 | 8:07 | 5:27 | 2:40 | 7:32 | 3:54 | 3:38 | 7:22 | 3:38 | 3:43 | 2:42 | 0:56 | 1:46 | 1:15 | 1:03 | 0:11 | 3:00 | 2:38 | 0:22 |
| Mix | 8:12 | n.a. | * | 10:44 | n.a. | * | 2:41 | n.a. | * | 2:45 | n.a. | * | 7:02 | n.a. | * | 17:38 | n.a. | * | * | n.a. | * | 17:38 | n.a. | * |
| Moana Radio | 4:50 | 7:12 | -2:21 | 4:15 | 14:20 | -10:05 | 3:45 | 4:10 | -0:25 | 3:15 | 2:50 | 0:24 | 4:53 | 5:17 | -0:23 | 9:45 | 10:04 | -0:18 | * | * | * | 1:25 | 1:19 | 0:06 |
| More FM | 7:10 | 7:32 | -0:21 | 4:10 | 3:52 | 0:17 | 5:45 | 4:54 | 0:51 | 5:35 | 5:29 | 0:06 | 7:11 | 7:57 | -0:45 | 9:39 | 10:20 | -0:41 | 10:03 | 8:35 | 1:28 | 6:50 | 5:40 | 1:10 |
| Newstalk ZB | 13:23 | 14:41 | -1:17 | 0:15 | 0:56 | -0:41 | 3:43 | 5:20 | -1:37 | 4:45 | 4:43 | 0:02 | 5:56 | 4:55 | 1:01 | 8:00 | 9:03 | -1:03 | 14:28 | 16:21 | -1:52 | 5:16 | 1:58 | 3:18 |
| Radio Hauraki | 4:24 | 5:36 | -1:12 | 1:56 | 1:39 | 0:17 | 5:55 | 5:44 | 0:10 | 5:43 | 4:51 | 0:52 | 4:59 | 5:49 | -0:49 | 3:27 | 8:05 | -4:38 | 3:24 | 6:42 | -3:17 | 3:37 | 3:35 | 0:01 |
| RadioLIVE | 7:18 | 6:47 | 0:31 | * | 5:43 | * | 6:17 | 6:51 | -0:33 | 2:30 | 2:48 | -0:18 | 4:31 | 4:15 | 0:15 | 10:34 | 9:14 | 1:20 | 14:01 | 13:12 | 0:49 | 3:16 | 1:41 | 1:35 |
| Radio Sport | 4:56 | 4:16 | 0:39 | 1:30 | 1:30 | 0:00 | 3:19 | 1:15 | 2:04 | 3:52 | 3:14 | 0:38 | 2:59 | 2:52 | 0:06 | 4:04 | 4:22 | -0:17 | 6:45 | 5:00 | 1:45 | 1:40 | 2:12 | -0:32 |
| Radio Tainui | 5:27 | 9:16 | -3:48 | 4:00 | * | * | 9:43 | 9:16 | 0:26 | 2:28 | 3:00 | -0:31 | 2:28 | 3:00 | -0:31 | * | * | * | * | * | * | 4:00 | * | * |
| Rhema | 10:15 | 7:57 | 2:18 | * | * | * | 3:30 | 2:45 | 0:44 | 1:59 | 5:34 | -3:35 | 12:47 | 11:56 | 0:50 | 15:17 | 11:21 | 3:55 | 3:04 | 3:11 | -0:07 | 7:26 | 9:14 | -1:48 |
| Rock | 9:29 | 9:27 | 0:02 | 3:31 | 3:29 | 0:02 | 11:19 | 10:24 | 0:55 | 10:13 | 10:29 | -0:16 | 10:31 | 10:59 | -0:27 | 10:46 | 9:59 | 0:46 | 7:09 | 2:50 | 4:18 | 7:17 | 9:00 | -1:42 |
| Star | 11:58 | 14:07 | -2:09 | 1:30 | 0:15 | 1:15 | 1:00 | 1:00 | 0:00 | * | * | * | 14:08 | 13:29 | 0:38 | 14:08 | 13:29 | 0:38 | 14:20 | 14:28 | -0:08 | 11:38 | 11:51 | -0:12 |
| The Hits | 11:47 | 11:18 | 0:29 | 2:50 | 2:58 | -0:07 | 13:56 | 16:54 | -2:57 | 4:38 | 5:24 | -0:46 | 9:18 | 7:02 | 2:16 | 12:48 | 10:52 | 1:55 | 17:07 | 16:55 | 0:12 | 7:38 | 9:09 | -1:30 |
| The Sound | 15:34 | 16:22 | -0:48 | 1:46 | 2:29 | -0:43 | 15:51 | 19:54 | -4:03 | 9:16 | 11:19 | -2:03 | 14:31 | 13:32 | 0:59 | 19:27 | 20:19 | -0:52 | 19:57 | 23:26 | -3:28 | 10:59 | 12:09 | -1:10 |
| ZM | 7:54 | 7:06 | 0:47 | 9:54 | 7:59 | 1:54 | 6:21 | 6:51 | -0:29 | 7:17 | 7:20 | -0:02 | 6:34 | 6:42 | -0:07 | 6:23 | 3:42 | 2:40 | 10:52 | 2:50 | 8:01 | 6:02 | 6:41 | -0:39 |
| Others | 6:59 | 6:35 | 0:24 | 5:53 | 6:07 | -0:13 | 5:48 | 4:03 | 1:44 | 7:26 | 4:44 | 2:42 | 8:03 | 4:49 | 3:14 | 8:01 | 9:55 | -1:53 | 9:02 | 12:42 | -3:39 | 5:14 | 4:35 | 0:38 |
| Mediaworks Combo | 12:45 | 12:37 | 0:07 | 5:18 | 5:47 | -0:29 | 12:40 | 12:33 | 0:06 | 11:04 | 11:00 | 0:04 | 13:29 | 13:04 | 0:24 | 17:22 | 16:45 | 0:36 | 14:42 | 14:21 | 0:21 | 9:31 | 9:59 | -0:28 |
| NZME Combo | 12:59 | 12:58 | 0:01 | 8:14 | 7:24 | 0:50 | 10:07 | 10:54 | -0:46 | 8:21 | 8:31 | -0:09 | 9:24 | 8:45 | 0:39 | 12:31 | 12:00 | 0:31 | 16:16 | 17:20 | -1:04 | 7:36 | 7:39 | -0:02 |
| All Commercial Radio | 18:41 | 18:33 | 0:07 | 9:45 | 9:49 | -0:04 | 18:08 | 18:55 | -0:46 | 15:35 | 15:42 | -0:06 | 18:23 | 17:26 | 0:56 | 21:43 | 20:48 | 0:54 | 20:33 | 20:55 | -0:22 | 13:33 | 14:05 | -0:32 |
| Potential (000) | 161.2 | 161.2 | 0.0 | 20.7 | 21.1 | -0.4 | 32.2 | 31.8 | 0.4 | 39.8 | 39.8 | 0.0 | 64.2 | 64.2 | 0.0 | 48.7 | 48.7 | 0.0 | 45.8 | 45.8 | 0.0 | 27.1 | 25.7 | 1.4 |
| Sample | 892 | 862 | 30 | 123 | 117 | 6 | 165 | 166 | -1 | 233 | 227 | 6 | 369 | 348 | 21 | 258 | 240 | 18 | 263 | 268 | -5 | 168 | 149 | 19 |

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 3 2018

Average Time Spent Listening (hh:mm) by Daypart, People 10+

Survey Comparisons: 2/2018 - 3/2018

This 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

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

| | This | Last | +/- |
|-----------------|-------|-------|-----|
| Potential (000) | 161.2 | 161.2 | 0.0 |
| Sample Size | 892 | 862 | 30 |

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

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)