



TAURANGA COMMERCIAL RADIO - SURVEY 2 2019

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

Survey Comparisons: 1/2019 - 2/2019

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

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

	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	6.6	5.5	1.1	7	2.3	2.2	0.1	7.8	6.4	1.4	6.1	5.5	0.6	6.6	5.5	1.1	6.3	6.4	-0.1	6.7	6.4	0.3	6.1	5.9	-0.8
Coast	9.9	10.6	-0.7	4	3.2	3.0	0.2	0.1	2.8	-2.7	0.5	2.8	-2.3	2.7	3.9	-1.2	7.0	9.1	-2.1	16.4	19.0	-2.6	5.1	6.6	-1.5
Edge	5.7	4.8	0.9	9	13.9	14.8	-0.9	16.8	13.7	3.1	7.4	7.5	-0.1	6.5	5.6	0.9	3.6	2.4	1.2	1.0	0.6	0.4	10.8	6.5	4.3
Life FM	0.9	1.9	-1.0	16	1.8	5.6	-3.8	1.3	1.3	0.0	1.1	1.7	-0.6	1.6	3.4	-1.8	1.3	2.8	-1.5	0.2	0.1	0.1	3.0	6.1	-3.1
Magic Music & Talk*	11.0	10.4	0.6	2	3.5	4.1	-0.6	0.6	2.5	-1.9	1.4	1.8	-0.4	1.9	4.5	-2.6	10.3	11.9	-1.6	21.4	19.6	1.8	4.6	4.7	-0.1
Mai FM	2.6	2.4	0.2	12	5.4	5.4	0.0	8.8	8.0	0.8	6.3	7.3	-1.0	3.4	3.9	-0.5	0.5	0.1	0.4	0.5	*	*	2.1	1.5	0.6
Mix	1.4	1.0	0.4	14	0.9	0.6	0.3	0.7	0.4	0.3	0.8	0.5	0.3	2.0	1.8	0.2	2.5	2.0	0.5	1.2	0.6	0.6	0.9	0.7	0.2
Moana Radio	0.1	0.2	-0.1	19	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	0.2	0.3	-0.1	0.2	0.3	-0.1	*	*	*	0.1	0.2	-0.1
More FM	5.9	5.4	0.5	8	9.4	5.3	4.1	6.1	5.5	0.6	7.4	7.1	0.3	6.6	5.7	0.9	7.2	6.3	0.9	7.0	7.2	-0.2	7.0	6.9	0.1
Newstalk ZB	8.7	9.9	-1.2	5	0.2	0.3	-0.1	0.4	0.4	0.0	1.3	2.2	-0.9	2.6	2.4	0.2	5.9	4.7	1.2	13.1	13.3	-0.2	3.3	3.3	0.0
Radio Hauraki	5.1	4.3	0.8	11	5.4	5.4	0.0	6.8	3.5	3.3	12.1	9.2	2.9	10.1	8.3	1.8	5.0	4.6	0.4	0.9	0.8	0.1	7.1	5.9	1.2
Radio Sport	1.1	1.0	0.1	15	0.2	0.3	-0.1	0.8	1.1	-0.3	0.4	0.5	-0.1	1.2	0.7	0.5	1.9	1.3	0.6	1.4	1.7	-0.3	0.4	0.5	-0.1
Radio Tainui	0.2	0.3	-0.1	18	1.8	1.2	0.6	*	0.9	*	0.3	0.4	-0.1	0.2	0.2	0.0	*	*	*	*	*	*	0.2	0.2	0.0
Rhema	1.6	0.5	1.1	13	*	*	*	*	0.1	*	0.8	0.6	0.2	1.0	0.7	0.3	2.7	0.5	2.2	2.8	0.4	2.4	2.8	1.5	1.3
Rock	10.0	11.5	-1.5	3	21.2	21.3	-0.1	18.9	23.3	-4.4	18.2	19.5	-1.3	14.3	15.8	-1.5	7.9	9.1	-1.2	4.9	4.9	0.0	9.7	12.4	-2.7
Star	0.4	1.1	-0.7	17	0.7	0.4	0.3	*	0.1	*	*	*	*	*	0.2	*	0.5	0.4	0.1	0.9	0.4	0.5	*	0.7	*
The Hits	5.5	6.2	-0.7	10	10.4	4.8	5.6	7.2	4.9	2.3	6.0	3.9	2.1	7.5	6.6	0.9	6.3	6.5	-0.2	3.4	5.7	-2.3	7.3	8.3	-1.0
The Sound	11.1	11.9	-0.8	1	1.3	1.4	-0.1	3.8	3.9	-0.1	7.1	7.8	-0.7	14.8	15.4	-0.6	22.2	23.9	-1.7	12.6	15.1	-2.5	14.2	12.5	1.7
ZM	7.3	7.0	0.3	6	12.9	15.2	-2.3	15.0	14.9	0.1	16.4	15.3	1.1	10.3	9.4	0.9	4.6	4.2	0.4	3.2	3.1	0.1	13.0	11.7	1.3
Others	4.7	4.1	0.6		5.4	8.6	-3.2	4.8	6.3	-1.5	6.5	6.0	0.5	6.4	5.7	0.7	4.2	3.5	0.7	2.4	1.1	1.3	3.1	3.9	-0.8
MediaWorks Combo	53.4	52.4	1.0		60.3	57.5	2.8	63.3	63.6	-0.3	53.9	56.7	-2.8	54.2	56.9	-2.7	58.1	60.6	-2.5	54.3	54.0	0.3	53.7	50.5	3.2
NZME Combo	39.2	40.3	-1.1		33.3	29.6	3.7	31.6	29.3	2.3	37.8	35.2	2.6	36.7	33.4	3.3	33.2	32.4	0.8	39.6	44.2	-4.6	37.2	37.4	-0.2
Potential (000)	164.1	164.1	0.0		20.6	20.6	0.0	33.9	33.9	0.0	40.4	40.4	0.0	65.1	65.1	0.0	49.4	49.4	0.0	47.0	47.0	0.0	28.4	28.4	0.0
Sample	835	830	5		95	100	-5	153	152	1	191	197	-6	331	336	-5	277	268	9	277	265	12	158	162	-4

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

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

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

*Magic Music & Talk includes a combination of Magic and RadioLIVE for Sunday April 8 – Saturday June 16 & Sunday June 24 – Saturday November 10 2018.



TAURANGA COMMERCIAL RADIO - SURVEY 2 2019

Station Share (%) by Daypart, People 10+
Survey Comparisons: 1/2019 - 2/2019

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

Last 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

	This	Last	+/-
Potential (000)	164.1	164.1	0.0
Sample Size	835	830	5

	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	3.9	0.7	11	7.3	6.3	1.0		7.5	6.4	1.1		6.7	6.5	0.2		12.6	6.5	6.1		7.5	5.5	2.0		5.8	4.8	1.0	
Coast	10.1	10.2	-0.1	3	12.3	13.2	-0.9		10.1	11.9	-1.8		5.0	6.6	-1.6		5.9	4.7	1.2		6.7	8.6	-1.9		11.4	11.0	0.4	
Edge	6.9	5.4	1.5	7	3.9	3.4	0.5		5.3	4.8	0.5		7.4	6.2	1.2		3.3	3.7	-0.4		9.5	3.9	5.6		5.5	5.1	0.4	
Life FM	1.3	2.8	-1.5	14	0.4	1.3	-0.9		0.6	1.7	-1.1		1.6	1.9	-0.3		0.3	0.9	-0.6		1.0	1.5	-0.5		1.0	2.0	-1.0	
Magic Music & Talk*	7.9	9.1	-1.2	6	12.7	10.1	2.6		10.4	7.9	2.5		9.7	8.8	0.9		13.8	12.5	1.3		9.4	17.7	-8.3		13.4	12.9	0.5	
Mai FM	3.3	2.5	0.8	12	1.8	2.1	-0.3		2.9	3.2	-0.3		3.5	2.9	0.6		2.5	1.9	0.6		5.4	4.9	0.5		1.5	1.3	0.2	
Mix	0.7	0.5	0.2	16	1.0	0.3	0.7		1.0	0.5	0.5		1.6	1.4	0.2		1.8	1.7	0.1		*	*	*		2.7	2.4	0.3	
Moana Radio	0.1	0.2	-0.1	19	0.1	0.1	0.0		*	*	*		0.2	0.3	-0.1		0.3	0.4	-0.1		0.8	0.9	-0.1		0.1	0.1	0.0	
More FM	6.5	5.9	0.6	8	6.2	5.9	0.3		5.9	5.3	0.6		5.8	5.4	0.4		3.8	2.9	0.9		9.3	7.7	1.6		5.2	4.6	0.6	
Newstalk ZB	13.7	14.3	-0.6	1	6.5	8.7	-2.2		4.6	4.9	-0.3		5.8	5.6	0.2		13.4	16.0	-2.6		24.3	28.1	-3.8		7.9	9.6	-1.7	
Radio Hauraki	5.5	4.9	0.6	9	5.3	4.3	1.0		5.7	4.9	0.8		7.3	6.1	1.2		2.1	1.0	1.1		1.4	0.8	0.6		4.3	3.5	0.8	
Radio Sport	1.0	0.9	0.1	15	0.8	0.6	0.2		0.7	0.6	0.1		1.1	0.8	0.3		4.0	2.8	1.2		0.4	0.2	0.2		1.6	1.7	-0.1	
Radio Tainui	0.2	0.4	-0.2	18	*	0.1	*		*	*	*		*	*	*		*	1.6	*		1.1	1.0	0.1		0.4	0.5	-0.1	
Rhema	1.5	0.3	1.2	13	1.3	0.1	1.2		1.4	0.6	0.8		1.4	0.7	0.7		1.6	0.7	0.9		2.1	0.6	1.5		2.0	0.7	1.3	
Rock	9.9	10.9	-1.0	4	11.1	13.3	-2.2		12.5	14.8	-2.3		11.0	13.2	-2.2		10.2	9.0	1.2		4.3	5.1	-0.8		7.4	8.4	-1.0	
Star	0.5	1.1	-0.6	17	0.5	1.5	-1.0		0.2	1.1	-0.9		0.2	0.1	0.1		0.7	2.5	-1.8		1.0	0.6	0.4		0.6	1.1	-0.5	
The Hits	5.2	6.3	-1.1	10	5.3	6.4	-1.1		6.0	5.9	0.1		5.9	5.9	0.0		4.9	9.0	-4.1		2.1	2.1	0.0		6.1	6.6	-0.5	
The Sound	11.0	10.4	0.6	2	12.6	12.8	-0.2		11.6	12.6	-1.0		11.1	13.4	-2.3		6.7	9.3	-2.6		6.6	6.9	-0.3		11.1	12.4	-1.3	
ZM	8.1	7.8	0.3	5	6.2	6.1	0.1		7.9	8.0	-0.1		8.7	7.8	0.9		5.2	6.9	-1.7		5.7	2.9	2.8		6.7	6.5	0.2	
Others	2.1	2.1	0.0		4.6	3.4	1.2		5.7	4.8	0.9		6.0	6.2	-0.2		6.7	6.0	0.7		1.6	1.0	0.6		5.4	4.8	0.6	
MediaWorks Combo	50.1	48.5	1.6		55.8	54.1	1.7		56.2	55.2	1.0		55.7	57.0	-1.3		54.0	46.3	7.7		52.8	52.5	0.3		50.7	50.4	0.3	
NZME Combo	44.4	45.0	-0.6		37.6	39.8	-2.2		36.1	37.2	-1.1		35.6	34.6	1.0		38.0	42.7	-4.7		40.6	42.8	-2.2		40.7	41.7	-1.0	

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

*Magic Music & Talk includes a combination of Magic and RadioLIVE for Sunday April 8 – Saturday June 16 & Sunday June 24 – Saturday November 10 2018.



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Cumulative Audience (000's) by Demographic, Mon-Sun 12mn-12mn
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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	15.4	15.0	0.4	10	0.5	0.7	-0.2	2.8	3.2	-0.4	4.3	4.7	-0.4	7.4	7.7	-0.3	4.8	5.1	-0.3	5.0	4.8	0.2	1.7	2.6	-0.9
Coast	21.4	22.4	-1.0	4	1.4	1.3	0.1	0.4	1.5	-1.1	1.2	1.9	-0.7	4.1	4.8	-0.7	6.0	6.4	-0.4	10.9	11.1	-0.2	2.3	2.6	-0.3
Edge	21.2	19.2	2.0	5	4.1	3.9	0.2	8.6	8.0	0.6	6.2	6.9	-0.7	10.0	9.9	0.1	5.3	4.2	1.1	2.0	1.5	0.5	6.0	5.4	0.6
Life FM	4.3	5.2	-0.9	15	1.1	1.3	-0.2	0.7	1.3	-0.6	1.2	0.8	0.4	2.5	2.4	0.1	1.6	1.8	-0.2	0.8	0.6	0.2	1.6	2.2	-0.6
Magic Music & Talk*	25.0	26.3	-1.3	1	1.6	1.5	0.1	0.9	1.9	-1.0	2.8	3.3	-0.5	5.2	6.9	-1.7	7.9	10.0	-2.1	13.8	14.0	-0.2	2.6	3.3	-0.7
Mai FM	10.0	8.9	1.1	12	1.7	2.1	-0.4	5.5	4.8	0.7	4.7	4.7	0.0	5.0	4.9	0.1	0.7	0.2	0.5	0.7	*	*	2.4	1.6	0.8
Mix	4.8	3.2	1.6	13	0.6	0.4	0.2	0.7	0.5	0.2	1.4	1.0	0.4	2.8	2.2	0.6	2.3	1.6	0.7	1.0	0.5	0.5	0.6	0.4	0.2
Moana Radio	1.1	1.6	-0.5	19	*	*	*	0.3	0.6	-0.3	0.3	0.6	-0.3	0.6	1.1	-0.5	0.3	0.5	-0.2	*	*	*	0.1	0.5	-0.4
More FM	17.7	14.9	2.8	8	2.4	2.0	0.4	4.8	4.0	0.8	6.8	5.8	1.0	9.6	8.1	1.5	5.7	5.0	0.7	4.1	3.4	0.7	4.3	3.5	0.8
Newstalk ZB	15.9	16.6	-0.7	9	0.3	0.5	-0.2	0.8	0.9	-0.1	1.3	2.5	-1.2	3.3	4.3	-1.0	5.5	4.6	0.9	8.2	7.7	0.5	1.5	2.0	-0.5
Radio Hauraki	14.1	11.8	2.3	11	2.0	1.6	0.4	3.6	3.0	0.6	7.1	6.2	0.9	9.9	8.2	1.7	3.8	2.9	0.9	1.8	1.4	0.4	3.3	3.1	0.2
Radio Sport	4.4	5.2	-0.8	14	0.2	0.3	-0.1	0.5	0.9	-0.4	0.8	1.1	-0.3	2.1	2.3	-0.2	2.2	2.4	-0.2	1.2	1.7	-0.5	0.4	0.7	-0.3
Radio Tainui	1.3	1.7	-0.4	18	0.6	0.4	0.2	*	0.5	*	0.8	1.0	-0.2	0.8	1.0	-0.2	*	*	*	*	*	*	0.2	0.2	0.0
Rhema	3.8	2.2	1.6	16	*	*	*	*	0.2	*	1.1	0.5	0.6	1.2	0.8	0.4	1.2	0.6	0.6	1.9	1.0	0.9	1.2	0.7	0.5
Rock	22.4	24.0	-1.6	3	2.6	3.2	-0.6	6.4	7.6	-1.2	9.6	9.3	0.3	14.1	13.9	0.2	6.2	6.6	-0.4	2.8	2.4	0.4	5.1	5.8	-0.7
Star	2.7	2.5	0.2	17	0.6	0.4	0.2	*	0.3	*	*	*	*	1.1	0.1	*	0.7	0.3	0.4	1.5	0.6	0.9	*	0.1	*
The Hits	19.0	16.9	2.1	7	1.3	1.8	-0.5	6.0	4.8	1.2	7.5	5.0	2.5	12.2	9.5	2.7	6.4	6.4	0.0	3.0	2.8	0.2	4.2	3.7	0.5
The Sound	19.3	18.9	0.4	6	0.8	1.0	-0.2	2.0	2.1	-0.1	4.2	4.6	-0.4	11.2	11.0	0.2	12.0	11.5	0.5	6.5	6.3	0.2	4.3	4.1	0.2
ZM	24.1	26.7	-2.6	2	4.6	5.0	-0.4	10.6	12.2	-1.6	10.1	12.1	-2.0	12.9	14.8	-1.9	4.9	5.1	-0.2	2.3	2.5	-0.2	7.4	7.3	0.1
Others	14.0	14.7	-0.7		1.2	1.9	-0.7	4.1	6.0	-1.9	4.5	4.8	-0.3	6.7	7.1	-0.4	3.7	3.5	0.2	3.2	2.1	1.1	1.3	2.3	-1.0
MediaWorks Combo	90.4	89.3	1.1		8.7	8.7	0.0	19.7	20.7	-1.0	25.2	25.7	-0.5	41.7	41.5	0.2	30.3	30.5	-0.2	27.0	26.4	0.6	18.1	18.6	-0.5
NZME Combo	79.4	81.0	-1.6		7.8	8.5	-0.7	17.3	18.9	-1.6	21.6	22.4	-0.8	34.3	34.9	-0.6	23.5	23.3	0.2	23.4	23.0	0.4	14.1	14.7	-0.6
All Commercial Radio	130.3	133.1	-2.8		12.5	14.8	-2.3	26.4	29.2	-2.8	34.9	35.7	-0.8	56.4	57.0	-0.6	42.2	42.1	0.1	39.5	38.5	1.0	25.2	25.7	-0.5
Potential (000)	164.1	164.1	0.0		20.6	20.6	0.0	33.9	33.9	0.0	40.4	40.4	0.0	65.1	65.1	0.0	49.4	49.4	0.0	47.0	47.0	0.0	28.4	28.4	0.0
Sample	835	830	5		95	100	-5	153	152	1	191	197	-6	331	336	-5	277	268	9	277	265	12	158	162	-4

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

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

*Magic Music & Talk includes a combination of Magic and RadioLIVE for Sunday April 8 - Saturday June 16 & Sunday June 24 - Saturday November 10 2018.



TAURANGA COMMERCIAL RADIO - SURVEY 2 2019

Cumulative Audience (000's) by Daypart, People 10+
Survey Comparisons: 1/2019 - 2/2019

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

Last 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

	This	Last	+/-
Potential (000)	164.1	164.1	0.0
Sample Size	835	830	5

	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	8.3	7.7	0.6	11	8.8	7.6	1.2	8.1	6.8	1.3	6.5	6.8	-0.3	2.2	2.0	0.2	2.7	2.4	0.3	8.5	8.7	-0.2
Coast	12.2	11.7	0.5	6	12.7	13.3	-0.6	12.3	13.3	-1.0	8.0	9.7	-1.7	3.4	3.1	0.3	1.8	2.1	-0.3	14.8	14.6	0.2
Edge	12.1	11.1	1.0	7	8.2	6.1	2.1	10.7	9.5	1.2	9.9	9.0	0.9	3.4	4.0	-0.6	2.4	1.9	0.5	12.1	11.0	1.1
Life FM	2.4	3.1	-0.7	13	1.9	1.8	0.1	1.6	2.3	-0.7	1.9	2.2	-0.3	0.7	1.2	-0.5	0.5	0.7	-0.2	2.7	4.0	-1.3
Magic Music & Talk*	13.4	14.0	-0.6	3	15.2	15.0	0.2	15.4	14.9	0.5	11.1	10.7	0.4	6.0	5.9	0.1	3.2	4.2	-1.0	16.8	16.8	0.0
Mai FM	6.5	5.6	0.9	12	2.2	2.1	0.1	3.4	3.8	-0.4	5.0	5.0	0.0	1.2	1.0	0.2	2.1	1.7	0.4	5.4	4.8	0.6
Mix	1.8	1.1	0.7	14	1.4	0.7	0.7	2.4	1.3	1.1	2.0	1.3	0.7	0.8	0.9	-0.1	*	*	*	3.7	2.6	1.1
Moana Radio	0.6	0.8	-0.2	19	0.4	0.4	0.0	0.1	0.1	0.0	0.6	1.1	-0.5	0.3	0.5	-0.2	0.3	0.5	-0.2	0.3	0.4	-0.1
More FM	10.2	8.9	1.3	8	8.0	6.5	1.5	10.0	8.8	1.2	8.7	8.4	0.3	3.4	3.1	0.3	1.9	1.8	0.1	9.5	8.4	1.1
Newstalk ZB	12.4	12.2	0.2	5	7.3	7.5	-0.2	6.7	7.2	-0.5	6.2	6.7	-0.5	4.6	5.7	-1.1	5.2	5.0	0.2	9.8	11.3	-1.5
Radio Hauraki	8.9	7.3	1.6	10	6.5	5.5	1.0	6.7	5.7	1.0	7.5	6.0	1.5	2.3	1.6	0.7	1.6	1.4	0.2	9.3	7.5	1.8
Radio Sport	1.5	1.3	0.2	16	1.2	1.3	-0.1	1.2	1.3	-0.1	1.7	1.6	0.1	1.7	1.4	0.3	0.5	0.3	0.2	3.4	3.4	0.0
Radio Tainui	1.1	1.4	-0.3	18	*	0.3	*	*	*	*	*	*	*	*	0.3	*	1.1	1.0	0.1	0.8	1.0	-0.2
Rhema	1.8	0.9	0.9	14	1.7	0.3	1.4	1.4	0.9	0.5	0.7	0.7	0.0	0.7	0.3	0.4	0.6	0.3	0.3	3.1	2.2	0.9
Rock	13.6	13.7	-0.1	2	10.7	11.5	-0.8	14.5	16.1	-1.6	11.0	12.4	-1.4	3.8	3.6	0.2	3.1	3.4	-0.3	12.7	13.2	-0.5
Star	1.2	1.2	0.0	17	0.8	1.2	-0.4	0.7	1.0	-0.3	0.5	0.2	0.3	0.5	1.1	-0.6	0.4	0.7	-0.3	1.5	2.0	-0.5
The Hits	9.6	9.4	0.2	9	8.1	6.3	1.8	10.1	8.5	1.6	8.6	7.9	0.7	2.5	3.3	-0.8	0.7	1.0	-0.3	11.4	9.9	1.5
The Sound	12.5	12.0	0.5	4	11.8	11.7	0.1	12.5	12.4	0.1	10.1	10.1	0.0	4.0	4.7	-0.7	2.5	2.7	-0.2	11.3	12.0	-0.7
ZM	14.5	15.1	-0.6	1	10.5	12.0	-1.5	12.9	13.6	-0.7	15.0	16.4	-1.4	5.4	7.4	-2.0	1.7	1.2	0.5	14.3	15.1	-0.8
Others	6.2	5.5	0.7		6.0	4.8	1.2	7.3	6.7	0.6	7.4	7.0	0.4	3.6	2.8	0.8	1.2	0.8	0.4	7.1	8.4	-1.3
MediaWorks Combo	62.3	59.4	2.9		53.8	49.6	4.2	59.6	59.2	0.4	51.8	52.2	-0.4	23.3	22.8	0.5	14.6	14.2	0.4	63.1	62.7	0.4
NZME Combo	54.2	52.5	1.7		43.6	43.4	0.2	47.4	46.7	0.7	44.8	46.2	-1.4	18.9	22.0	-3.1	11.4	10.9	0.5	56.7	55.9	0.8
All Commercial Radio	101.5	101.3	0.2		86.8	83.8	3.0	95.7	96.2	-0.5	89.3	91.2	-1.9	43.1	45.5	-2.4	26.1	24.8	1.3	106.6	107.2	-0.6

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

*Magic Music & Talk includes a combination of Magic and RadioLIVE for Sunday April 8 - Saturday June 16 & Sunday June 24 - Saturday November 10 2018.



TAURANGA COMMERCIAL RADIO - SURVEY 2 2019

Average Time Spent Listening (hh:mm) by Demographic, Mon-Sun 12mn-12mn
 Survey Comparisons: 1/2019 - 2/2019

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

	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	9:57	8:56	1:00	5:58	4:06	1:51	11:33	9:25	2:08	7:35	6:26	1:08	9:06	7:43	1:22	12:02	11:48	0:14	10:24	10:23	0:01	10:55	8:38	2:17
Coast	10:47	11:25	-0:38	2:53	2:51	0:01	1:10	8:45	-7:34	2:03	8:15	-6:11	6:46	8:43	-1:56	10:28	13:21	-2:52	11:41	13:10	-1:29	8:06	9:23	-1:16
Edge	6:16	6:04	0:11	4:09	4:45	-0:36	8:10	7:59	0:10	6:21	5:58	0:23	6:37	6:03	0:33	6:05	5:17	0:48	3:37	2:54	0:42	6:32	4:31	2:00
Life FM	4:49	8:53	-4:03	2:07	5:07	-3:00	7:08	4:45	2:23	4:42	11:48	-7:05	6:52	15:01	-8:08	7:34	15:12	-7:37	2:02	1:23	0:39	6:56	10:28	-3:31
Magic Music & Talk*	10:14	9:34	0:40	2:44	3:19	-0:35	2:38	6:11	-3:33	2:37	3:04	-0:26	3:52	7:02	-3:10	11:45	11:17	0:28	11:59	10:44	1:14	6:18	5:27	0:51
Mai FM	6:04	6:37	-0:33	3:48	3:11	0:37	6:38	7:44	-1:06	7:16	8:38	-1:22	7:01	8:26	-1:25	6:25	4:19	2:05	5:38	*	*	3:14	3:38	-0:24
Mix	6:42	7:42	-0:59	2:00	2:00	0:00	3:58	3:06	0:52	3:22	3:03	0:18	7:10	8:45	-1:35	9:34	11:54	-2:20	9:00	9:49	-0:49	5:27	6:44	-1:17
Moana Radio	2:46	2:33	0:12	*	*	*	1:40	1:03	0:36	1:40	1:03	0:36	3:29	2:53	0:35	5:00	4:50	0:09	*	*	*	2:30	1:22	1:07
More FM	7:49	8:44	-0:54	4:52	3:17	1:35	5:21	6:30	-1:09	5:51	6:47	-0:55	7:02	7:35	-0:33	11:21	12:02	-0:41	13:18	16:03	-2:44	5:53	7:24	-1:30
Newstalk ZB	12:40	14:29	-1:48	0:54	0:42	0:11	2:25	2:00	0:24	5:13	4:50	0:23	8:10	5:57	2:12	9:42	9:37	0:04	12:21	13:17	-0:55	8:14	6:14	1:59
Radio Hauraki	8:27	8:46	-0:19	3:21	4:05	-0:43	7:47	5:28	2:19	9:06	8:16	0:50	10:32	10:50	-0:18	11:47	14:47	-2:59	3:57	4:10	-0:13	7:52	7:11	0:41
Radio Sport	6:00	4:35	1:24	1:15	1:15	0:00	7:29	5:37	1:51	2:51	2:41	0:10	5:40	3:07	2:32	7:40	5:05	2:35	9:27	7:26	2:01	3:46	2:27	1:19
Radio Tainui	3:04	4:33	-1:28	4:00	4:00	0:00	*	9:12	*	2:24	2:21	0:02	2:24	2:21	0:02	*	*	*	*	*	*	4:00	4:00	0:00
Rhema	9:38	5:20	4:17	*	*	*	*	3:30	*	3:58	5:46	-1:47	8:12	9:24	-1:12	20:44	8:04	12:39	11:33	3:07	8:26	8:12	8:25	-0:13
Rock	10:24	11:38	-1:14	10:03	8:12	1:50	12:20	14:11	-1:51	10:10	11:35	-1:24	10:28	12:10	-1:42	11:28	13:01	-1:33	13:47	15:28	-1:41	6:54	8:02	-1:08
Star	3:45	10:25	-6:39	1:30	1:30	0:00	*	1:00	*	*	*	*	*	18:00	*	6:07	10:34	-4:26	4:41	4:56	-0:15	*	18:00	*
The Hits	6:46	8:53	-2:06	9:53	3:23	6:30	4:59	4:46	0:13	4:16	4:16	0:00	6:21	7:25	-1:03	8:49	9:35	-0:45	8:46	15:40	-6:53	6:15	8:22	-2:06
The Sound	13:25	15:16	-1:51	1:58	1:51	0:07	7:49	8:39	-0:50	9:02	9:22	-0:19	13:35	15:01	-1:25	16:40	19:37	-2:56	15:00	18:30	-3:29	12:05	11:35	0:30
ZM	6:59	6:22	0:37	3:26	3:49	-0:22	5:53	5:41	0:11	8:43	7:01	1:41	8:13	6:46	1:26	8:31	7:42	0:49	10:35	9:34	1:01	6:20	6:01	0:19
Others	7:43	6:48	0:54	5:30	5:47	-0:16	4:56	4:55	0:00	7:49	6:54	0:54	9:53	8:36	1:17	10:15	9:33	0:41	5:53	4:06	1:46	8:39	6:24	2:15
MediaWorks Combo	13:44	14:13	-0:29	8:32	8:11	0:20	13:25	14:19	-0:53	11:31	12:12	-0:40	13:20	14:42	-1:22	17:19	18:47	-1:27	15:33	15:42	-0:08	10:45	10:14	0:30
NZME Combo	11:28	12:03	-0:34	5:14	4:20	0:53	7:38	7:14	0:23	9:24	8:41	0:43	10:59	10:16	0:43	12:44	13:08	-0:23	13:05	14:46	-1:41	9:33	9:35	-0:02
All Commercial Radio	17:50	18:13	-0:22	9:50	8:25	1:25	15:48	15:59	-0:10	15:24	15:28	-0:04	18:12	18:50	-0:37	21:24	22:27	-1:02	19:37	19:55	-0:18	14:21	14:41	-0:19
Potential (000)	164.1	164.1	0.0	20.6	20.6	0.0	33.9	33.9	0.0	40.4	40.4	0.0	65.1	65.1	0.0	49.4	49.4	0.0	47.0	47.0	0.0	28.4	28.4	0.0
Sample	835	830	5	95	100	-5	153	152	1	191	197	-6	331	336	-5	277	268	9	277	265	12	158	162	-4

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

*Magic Music & Talk includes a combination of Magic and RadioLIVE for Sunday April 8 - Saturday June 16 & Sunday June 24 - Saturday November 10 2018.



TAURANGA COMMERCIAL RADIO - SURVEY 2 2019

Average Time Spent Listening (hh:mm) by Daypart, People 10+
 Survey Comparisons: 1/2019 - 2/2019

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

Last 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

	This	Last	+/-
Potential (000)	164.1	164.1	0.0
Sample Size	835	830	5

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

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