



TAURANGA COMMERCIAL RADIO - SURVEY 3 2019

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

Survey Comparisons: 2/2019 - 3/2019

This Survey Period: Sun Sep 2 to Sat Nov 10 2018 & Sun Jan 20 to Sat Jun 8 & Sun Jun 16 to Sat Aug 24 2019

Last Survey Period: Sun Jun 24 to Sat Nov 10 2018 & Sun Jan 20 to Sat Jun 8 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	7.0	6.6	0.4	7	0.2	2.3	-2.1	5.5	7.8	-2.3	3.3	6.1	-2.8	4.8	6.6	-1.8	7.0	6.3	0.7	10.1	6.7	3.4	4.6	5.1	-0.5
Coast	10.5	9.9	0.6	2	1.6	3.2	-1.6	0.5	0.1	0.4	0.7	0.5	0.2	2.5	2.7	-0.2	7.9	7.0	0.9	20.4	16.4	4.0	5.9	5.1	0.8
Edge	6.5	5.7	0.8	8	17.1	13.9	3.2	19.1	16.8	2.3	9.8	7.4	2.4	8.1	6.5	1.6	4.4	3.6	0.8	1.2	1.0	0.2	14.5	10.8	3.7
Life FM	1.8	0.9	0.9	14	3.1	1.8	1.3	1.6	1.3	0.3	4.7	1.1	3.6	3.5	1.6	1.9	1.4	1.3	0.1	0.2	0.2	0.0	3.3	3.0	0.3
Magic Music & Talk*	10.5	11.0	-0.5	2	2.2	3.5	-1.3	0.9	0.6	0.3	1.6	1.4	0.2	3.7	1.9	1.8	9.3	10.3	-1.0	16.9	21.4	-4.5	4.1	4.6	-0.5
Mai FM	2.0	2.6	-0.6	13	6.3	5.4	0.9	6.8	8.8	-2.0	2.3	6.3	-4.0	1.6	3.4	-1.8	0.9	0.5	0.4	0.6	0.5	0.1	3.3	2.1	1.2
Mix	2.3	1.4	0.9	12	0.8	0.9	-0.1	3.3	0.7	2.6	0.6	0.8	-0.2	3.0	2.0	1.0	3.8	2.5	1.3	1.1	1.2	-0.1	1.3	0.9	0.4
Moana Radio	0.1	0.1	0.0	19	*	*	*	*	0.1	*	*	0.1	*	0.3	0.2	0.1	0.3	0.2	0.1	*	*	*	*	0.1	*
More FM	6.4	5.9	0.5	9	14.2	9.4	4.8	3.5	6.1	-2.6	6.1	7.4	-1.3	7.5	6.6	0.9	9.2	7.2	2.0	6.0	7.0	-1.0	11.3	7.0	4.3
Newstalk ZB	8.2	8.7	-0.5	5	0.2	0.2	0.0	0.1	0.4	-0.3	0.4	1.3	-0.9	1.9	2.6	-0.7	5.4	5.9	-0.5	13.4	13.1	0.3	0.6	3.3	-2.7
Radio Hauraki	4.8	5.1	-0.3	10	4.2	5.4	-1.2	8.8	6.8	2.0	10.2	12.1	-1.9	9.3	10.1	-0.8	5.5	5.0	0.5	1.2	0.9	0.3	5.4	7.1	-1.7
Radio Sport	1.3	1.1	0.2	15	0.3	0.2	0.1	0.6	0.8	-0.2	0.5	0.4	0.1	1.6	1.2	0.4	2.5	1.9	0.6	1.2	1.4	-0.2	0.4	0.4	0.0
Radio Tainui	0.2	0.2	0.0	18	*	1.8	*	1.0	*	*	0.7	0.3	0.4	0.4	0.2	0.2	*	*	*	*	*	*	*	0.2	*
Rhema	1.3	1.6	-0.3	15	*	*	*	*	*	*	0.8	0.8	0.0	0.8	1.0	-0.2	1.8	2.7	-0.9	2.2	2.8	-0.6	2.2	2.8	-0.6
Rock	10.3	10.0	0.3	4	17.8	21.2	-3.4	18.7	18.9	-0.2	19.5	18.2	1.3	15.7	14.3	1.4	8.0	7.9	0.1	3.4	4.9	-1.5	8.9	9.7	-0.8
Star	0.4	0.4	0.0	17	*	0.7	*	*	*	*	*	*	*	*	*	*	0.5	0.5	0.0	0.8	0.9	-0.1	*	*	*
The Hits	4.8	5.5	-0.7	10	9.5	10.4	-0.9	5.0	7.2	-2.2	5.6	6.0	-0.4	5.3	7.5	-2.2	4.8	6.3	-1.5	4.9	3.4	1.5	7.0	7.3	-0.3
The Sound	10.8	11.1	-0.3	1	0.6	1.3	-0.7	3.7	3.8	-0.1	9.0	7.1	1.9	14.2	14.8	-0.6	21.4	22.2	-0.8	13.0	12.6	0.4	11.7	14.2	-2.5
ZM	7.9	7.3	0.6	6	20.8	12.9	7.9	18.5	15.0	3.5	20.9	16.4	4.5	12.3	10.3	2.0	3.1	4.6	-1.5	1.4	3.2	-1.8	14.1	13.0	1.1
Others	3.0	4.7	-1.7		1.3	5.4	-4.1	2.5	4.8	-2.3	3.2	6.5	-3.3	3.5	6.4	-2.9	2.7	4.2	-1.5	2.1	2.4	-0.3	1.5	3.1	-1.6
MediaWorks Combo	53.7	53.4	0.3		58.3	60.3	-2.0	59.3	63.3	-4.0	52.3	53.9	-1.6	55.8	54.2	1.6	60.3	58.1	2.2	51.4	54.3	-2.9	58.4	53.7	4.7
NZME Combo	39.8	39.2	0.6		37.4	33.3	4.1	37.4	31.6	5.8	39.2	37.8	1.4	36.2	36.7	-0.5	33.0	33.2	-0.2	43.4	39.6	3.8	34.7	37.2	-2.5
Potential (000)	164.1	164.1	0.0		21.0	20.6	0.4	33.5	33.9	-0.4	40.4	40.4	0.0	65.1	65.1	0.0	49.4	49.4	0.0	47.0	47.0	0.0	29.3	28.4	0.9
Sample	837	835	2		111	95	16	147	153	-6	179	191	-12	316	331	-15	275	277	-2	275	277	-2	158	158	0

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 the following Regional dates in S2 2019: Jun 24 - Nov 10 2018 and in S3 2019: Sep 2 - Nov 10 2018.



TAURANGA COMMERCIAL RADIO - SURVEY 3 2019

Station Share (%) by Daypart, People 10+

Survey Comparisons: 2/2019 - 3/2019

This Survey Period: Sun Sep 2 to Sat Nov 10 2018 & Sun Jan 20 to Sat Jun 8 & Sun Jun 16 to Sat Aug 24 2019

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

	This	Last	+/-
Potential (000)	164.1	164.1	0.0
Sample Size	837	835	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	4.6	-0.3	10	8.5	7.3	1.2	9.0	7.5	1.5	6.0	6.7	-0.7	8.4	12.6	-4.2	5.4	7.5	-2.1	6.5	5.8	0.7
Coast	9.5	10.1	-0.6	4	12.6	12.3	0.3	10.0	10.1	-0.1	6.7	5.0	1.7	7.5	5.9	1.6	8.9	6.7	2.2	12.7	11.4	1.3
Edge	7.4	6.9	0.5	7	4.4	3.9	0.5	6.1	5.3	0.8	7.9	7.4	0.5	5.0	3.3	1.7	17.8	9.5	8.3	6.0	5.5	0.5
Life FM	1.7	1.3	0.4	13	1.3	0.4	0.9	1.5	0.6	0.9	3.6	1.6	2.0	2.3	0.3	2.0	1.1	1.0	0.1	1.6	1.0	0.6
Magic Music & Talk*	8.4	7.9	0.5	5	11.9	12.7	-0.8	8.3	10.4	-2.1	7.8	9.7	-1.9	18.5	13.8	4.7	8.2	9.4	-1.2	13.6	13.4	0.2
Mai FM	2.8	3.3	-0.5	12	1.1	1.8	-0.7	1.6	2.9	-1.3	3.0	3.5	-0.5	3.4	2.5	0.9	1.7	5.4	-3.7	1.8	1.5	0.3
Mix	1.6	0.7	0.9	14	2.2	1.0	1.2	2.3	1.0	1.3	3.3	1.6	1.7	2.1	1.8	0.3	*	*	*	2.8	2.7	0.1
Moana Radio	0.1	0.1	0.0	19	0.1	0.1	0.0	*	*	*	0.2	0.2	0.0	0.5	0.3	0.2	1.5	0.8	0.7	0.1	0.1	0.0
More FM	7.4	6.5	0.9	7	6.6	6.2	0.4	6.6	5.9	0.7	5.7	5.8	-0.1	3.6	3.8	-0.2	1.6	9.3	-7.7	6.5	5.2	1.3
Newstalk ZB	12.9	13.7	-0.8	1	5.9	6.5	-0.6	5.2	4.6	0.6	5.8	5.8	0.0	10.7	13.4	-2.7	25.1	24.3	0.8	7.3	7.9	-0.6
Radio Hauraki	4.3	5.5	-1.2	10	4.5	5.3	-0.8	5.0	5.7	-0.7	7.9	7.3	0.6	3.8	2.1	1.7	2.5	1.4	1.1	4.0	4.3	-0.3
Radio Sport	1.1	1.0	0.1	16	0.9	0.8	0.1	0.6	0.7	-0.1	1.1	1.1	0.0	4.4	4.0	0.4	0.3	0.4	-0.1	2.0	1.6	0.4
Radio Tainui	0.3	0.2	0.1	18	*	*	*	0.3	*	*	0.4	*	*	*	*	*	*	1.1	*	*	0.4	*
Rhema	1.2	1.5	-0.3	15	1.1	1.3	-0.2	1.0	1.4	-0.4	1.2	1.4	-0.2	2.0	1.6	0.4	2.7	2.1	0.6	1.7	2.0	-0.3
Rock	9.9	9.9	0.0	3	11.9	11.1	0.8	13.3	12.5	0.8	11.7	11.0	0.7	7.3	10.2	-2.9	3.6	4.3	-0.7	6.9	7.4	-0.5
Star	0.5	0.5	0.0	17	0.6	0.5	0.1	0.1	0.2	-0.1	0.2	0.2	0.0	0.3	0.7	-0.4	1.4	1.0	0.4	0.5	0.6	-0.1
The Hits	5.1	5.2	-0.1	9	4.7	5.3	-0.6	4.9	6.0	-1.1	5.5	5.9	-0.4	2.9	4.9	-2.0	0.9	2.1	-1.2	5.1	6.1	-1.0
The Sound	10.9	11.0	-0.1	2	12.8	12.6	0.2	12.0	11.6	0.4	9.0	11.1	-2.1	7.6	6.7	0.9	6.3	6.6	-0.3	10.1	11.1	-1.0
ZM	8.4	8.1	0.3	5	6.5	6.2	0.3	8.5	7.9	0.6	9.9	8.7	1.2	7.4	5.2	2.2	8.5	5.7	2.8	6.9	6.7	0.2
Others	2.1	2.1	0.0		2.6	4.6	-2.0	3.5	5.7	-2.2	3.1	6.0	-2.9	2.4	6.7	-4.3	2.5	1.6	0.9	3.8	5.4	-1.6
MediaWorks Combo	51.5	50.1	1.4		57.3	55.8	1.5	57.0	56.2	0.8	51.5	55.7	-4.2	54.2	54.0	0.2	45.6	52.8	-7.2	51.6	50.7	0.9
NZME Combo	43.1	44.4	-1.3		37.5	37.6	-0.1	36.8	36.1	0.7	40.3	35.6	4.7	39.5	38.0	1.5	46.2	40.6	5.6	40.9	40.7	0.2

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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	14.9	15.4	-0.5	10	0.1	0.5	-0.4	2.5	2.8	-0.3	2.3	4.3	-2.0	4.6	7.4	-2.8	5.3	4.8	0.5	7.1	5.0	2.1	1.6	1.7	-0.1
Coast	21.1	21.4	-0.3	5	0.9	1.4	-0.5	0.8	0.4	0.4	1.8	1.2	0.6	4.5	4.1	0.4	6.9	6.0	0.9	11.9	10.9	1.0	2.7	2.3	0.4
Edge	21.4	21.2	0.2	4	4.8	4.1	0.7	7.8	8.6	-0.8	5.5	6.2	-0.7	9.8	10.0	-0.2	6.1	5.3	0.8	2.2	2.0	0.2	6.6	6.0	0.6
Life FM	6.5	4.3	2.2	13	1.4	1.1	0.3	1.2	0.7	0.5	2.8	1.2	1.6	4.2	2.5	1.7	1.8	1.6	0.2	0.8	0.8	0.0	2.5	1.6	0.9
Magic Music & Talk*	23.8	25.0	-1.2	2	1.0	1.6	-0.6	0.7	0.9	-0.2	2.6	2.8	-0.2	4.9	5.2	-0.3	7.6	7.9	-0.3	12.9	13.8	-0.9	2.3	2.6	-0.3
Mai FM	8.9	10.0	-1.1	12	1.9	1.7	0.2	4.8	5.5	-0.7	2.6	4.7	-2.1	3.3	5.0	-1.7	1.2	0.7	0.5	1.0	0.7	0.3	2.9	2.4	0.5
Mix	4.2	4.8	-0.6	15	0.1	0.6	-0.5	0.5	0.7	-0.2	0.4	1.4	-1.0	2.4	2.8	-0.4	2.8	2.3	0.5	0.9	1.0	-0.1	0.6	0.6	0.0
Moana Radio	0.9	1.1	-0.2	18	*	*	*	*	0.3	*	*	0.3	*	0.5	0.6	-0.1	0.5	0.3	0.2	*	*	*	*	0.1	*
More FM	19.5	17.7	1.8	7	3.1	2.4	0.7	3.7	4.8	-1.1	6.1	6.8	-0.7	10.1	9.6	0.5	7.6	5.7	1.9	4.8	4.1	0.7	5.6	4.3	1.3
Newstalk ZB	15.8	15.9	-0.1	9	0.3	0.3	0.0	0.3	0.8	-0.5	0.8	1.3	-0.5	3.3	3.3	0.0	5.5	5.5	0.0	8.4	8.2	0.2	0.8	1.5	-0.7
Radio Hauraki	12.0	14.1	-2.1	11	1.0	2.0	-1.0	4.8	3.6	1.2	6.2	7.1	-0.9	8.4	9.9	-1.5	3.8	3.8	0.0	2.1	1.8	0.3	2.2	3.3	-1.1
Radio Sport	5.2	4.4	0.8	14	0.4	0.2	0.2	0.4	0.5	-0.1	1.0	0.8	0.2	2.7	2.1	0.6	2.9	2.2	0.7	1.4	1.2	0.2	0.4	0.4	0.0
Radio Tainui	0.3	1.3	-1.0	19	*	0.6	*	0.3	*	*	0.3	0.8	-0.5	0.3	0.8	-0.5	*	*	*	*	*	*	*	0.2	*
Rhema	3.8	3.8	0.0	16	*	*	*	*	*	*	1.0	1.1	-0.1	1.1	1.2	-0.1	1.1	1.2	-0.1	1.9	1.9	0.0	1.2	1.2	0.0
Rock	21.6	22.4	-0.8	3	3.1	2.6	0.5	5.7	6.4	-0.7	8.5	9.6	-1.1	12.9	14.1	-1.2	6.1	6.2	-0.1	2.4	2.8	-0.4	5.4	5.1	0.3
Star	1.9	2.7	-0.8	17	*	0.6	*	*	*	*	*	*	*	*	*	*	0.6	0.7	-0.1	1.3	1.5	-0.2	*	*	*
The Hits	20.6	19.0	1.6	6	2.0	1.3	0.7	4.6	6.0	-1.4	7.6	7.5	0.1	11.8	12.2	-0.4	7.0	6.4	0.6	5.0	3.0	2.0	5.3	4.2	1.1
The Sound	19.5	19.3	0.2	7	0.4	0.8	-0.4	2.7	2.0	0.7	5.3	4.2	1.1	12.1	11.2	0.9	11.8	12.0	-0.2	6.4	6.5	-0.1	4.7	4.3	0.4
ZM	25.1	24.1	1.0	1	4.6	4.6	0.0	10.8	10.6	0.2	12.2	10.1	2.1	14.8	12.9	1.9	4.1	4.9	-0.8	1.8	2.3	-0.5	8.1	7.4	0.7
Others	12.3	14.0	-1.7		0.5	1.2	-0.7	3.9	4.1	-0.2	4.3	4.5	-0.2	6.0	6.7	-0.7	2.8	3.7	-0.9	2.8	3.2	-0.4	1.3	1.3	0.0
MediaWorks Combo	92.0	90.4	1.6		9.3	8.7	0.6	19.4	19.7	-0.3	24.1	25.2	-1.1	40.9	41.7	-0.8	31.6	30.3	1.3	27.8	27.0	0.8	19.5	18.1	1.4
NZME Combo	81.1	79.4	1.7		8.0	7.8	0.2	17.1	17.3	-0.2	22.8	21.6	1.2	35.8	34.3	1.5	24.5	23.5	1.0	25.1	23.4	1.7	15.1	14.1	1.0
All Commercial Radio	133.5	130.3	3.2		13.7	12.5	1.2	26.2	26.4	-0.2	35.1	34.9	0.2	57.7	56.4	1.3	43.5	42.2	1.3	40.0	39.5	0.5	26.4	25.2	1.2
Potential (000)	164.1	164.1	0.0		21.0	20.6	0.4	33.5	33.9	-0.4	40.4	40.4	0.0	65.1	65.1	0.0	49.4	49.4	0.0	47.0	47.0	0.0	29.3	28.4	0.9
Sample	837	835	2		111	95	16	147	153	-6	179	191	-12	316	331	-15	275	277	-2	275	277	-2	158	158	0

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Potential (000)	164.1	164.1	0.0
Sample Size	837	835	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	7.1	8.3	-1.2	10	9.6	8.8	0.8		10.2	8.1	2.1		6.9	6.5	0.4		2.3	2.2	0.1		2.0	2.7	-0.7		8.1	8.5	-0.4	
Coast	12.4	12.2	0.2	4	11.3	12.7	-1.4		12.3	12.3	0.0		7.7	8.0	-0.3		4.0	3.4	0.6		2.6	1.8	0.8		15.8	14.8	1.0	
Edge	12.4	12.1	0.3	4	9.9	8.2	1.7		12.9	10.7	2.2		10.2	9.9	0.3		3.6	3.4	0.2		2.7	2.4	0.3		12.9	12.1	0.8	
Life FM	3.6	2.4	1.2	13	3.0	1.9	1.1		3.2	1.6	1.6		3.6	1.9	1.7		1.4	0.7	0.7		0.5	0.5	0.0		3.8	2.7	1.1	
Magic Music & Talk*	13.0	13.4	-0.4	3	15.0	15.2	-0.2		14.3	15.4	-1.1		10.2	11.1	-0.9		5.7	6.0	-0.3		3.5	3.2	0.3		16.4	16.8	-0.4	
Mai FM	5.6	6.5	-0.9	12	3.1	2.2	0.9		3.4	3.4	0.0		4.4	5.0	-0.6		1.9	1.2	0.7		1.7	2.1	-0.4		5.6	5.4	0.2	
Mix	2.6	1.8	0.8	14	2.0	1.4	0.6		2.9	2.4	0.5		3.1	2.0	1.1		1.0	0.8	0.2		*	*	*		2.6	3.7	-1.1	
Moana Radio	0.5	0.6	-0.1	18	0.2	0.4	-0.2		*	0.1	*		0.5	0.6	-0.1		0.5	0.3	0.2		0.5	0.3	0.2		0.1	0.3	-0.2	
More FM	11.7	10.2	1.5	8	9.5	8.0	1.5		10.4	10.0	0.4		10.2	8.7	1.5		2.5	3.4	-0.9		1.2	1.9	-0.7		10.7	9.5	1.2	
Newstalk ZB	11.9	12.4	-0.5	7	7.7	7.3	0.4		7.8	6.7	1.1		6.1	6.2	-0.1		4.2	4.6	-0.4		4.5	5.2	-0.7		9.4	9.8	-0.4	
Radio Hauraki	6.4	8.9	-2.5	11	4.4	6.5	-2.1		5.0	6.7	-1.7		7.6	7.5	0.1		3.4	2.3	1.1		1.1	1.6	-0.5		7.9	9.3	-1.4	
Radio Sport	1.9	1.5	0.4	15	1.4	1.2	0.2		1.2	1.2	0.0		2.0	1.7	0.3		1.9	1.7	0.2		0.3	0.5	-0.2		3.6	3.4	0.2	
Radio Tainui	0.3	1.1	-0.8	19	*	*	*		0.3	*	*		0.3	*	*		*	*	*		*	1.1	*		*	0.8	*	
Rhema	1.9	1.8	0.1	15	1.7	1.7	0.0		1.6	1.4	0.2		0.8	0.7	0.1		0.9	0.7	0.2		0.6	0.6	0.0		3.1	3.1	0.0	
Rock	13.1	13.6	-0.5	2	10.9	10.7	0.2		12.9	14.5	-1.6		11.0	11.0	0.0		3.6	3.8	-0.2		1.3	3.1	-1.8		12.5	12.7	-0.2	
Star	0.9	1.2	-0.3	17	0.8	0.8	0.0		0.3	0.7	-0.4		0.5	0.5	0.0		0.3	0.5	-0.2		0.5	0.4	0.1		1.4	1.5	-0.1	
The Hits	10.8	9.6	1.2	9	8.7	8.1	0.6		10.8	10.1	0.7		9.0	8.6	0.4		1.6	2.5	-0.9		1.1	0.7	0.4		12.6	11.4	1.2	
The Sound	12.3	12.5	-0.2	6	11.8	11.8	0.0		11.7	12.5	-0.8		9.3	10.1	-0.8		4.8	4.0	0.8		2.0	2.5	-0.5		10.8	11.3	-0.5	
ZM	14.4	14.5	-0.1	1	11.5	10.5	1.0		15.9	12.9	3.0		16.0	15.0	1.0		7.3	5.4	1.9		1.6	1.7	-0.1		15.0	14.3	0.7	
Others	5.9	6.2	-0.3		5.1	6.0	-0.9		6.5	7.3	-0.8		5.0	7.4	-2.4		2.2	3.6	-1.4		1.4	1.2	0.2		5.9	7.1	-1.2	
MediaWorks Combo	64.0	62.3	1.7		58.4	53.8	4.6		62.1	59.6	2.5		52.1	51.8	0.3		22.9	23.3	-0.4		14.2	14.6	-0.4		63.3	63.1	0.2	
NZME Combo	55.0	54.2	0.8		43.3	43.6	-0.3		50.4	47.4	3.0		46.3	44.8	1.5		21.4	18.9	2.5		11.3	11.4	-0.1		58.6	56.7	1.9	
All Commercial Radio	105.0	101.5	3.5		90.6	86.8	3.8		102.0	95.7	6.3		90.7	89.3	1.4		45.1	43.1	2.0		25.9	26.1	-0.2		108.9	106.6	2.3	

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 the following Regional dates in S2 2019: Jun 24 - Nov 10 2018 and in S3 2019: Sep 2 - Nov 10 2018.

TAURANGA COMMERCIAL RADIO - SURVEY 3 2019

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

Survey Comparisons: 2/2019 - 3/2019

This Survey Period: Sun Sep 2 to Sat Nov 10 2018 & Sun Jan 20 to Sat Jun 8 & Sun Jun 16 to Sat Aug 24 2019

Last Survey Period: Sun Jun 24 to Sat Nov 10 2018 & Sun Jan 20 to Sat Jun 8 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	10:47	9:57	0:50	1:45	5:58	-4:13	8:35	11:33	-2:58	7:22	7:35	-0:13	10:19	9:06	1:12	11:40	12:02	-0:22	11:18	10:24	0:54	10:34	10:55	-0:21
Coast	11:31	10:47	0:44	2:21	2:53	-0:32	2:19	1:10	1:09	1:58	2:03	-0:05	5:35	6:46	-1:11	10:07	10:28	-0:21	13:42	11:41	2:00	8:11	8:06	0:05
Edge	7:03	6:16	0:47	4:45	4:09	0:36	9:32	8:10	1:21	9:03	6:21	2:42	8:15	6:37	1:38	6:23	6:05	0:17	4:13	3:37	0:36	8:11	6:32	1:39
Life FM	6:23	4:49	1:33	2:51	2:07	0:43	5:05	7:08	-2:03	8:33	4:42	3:50	8:23	6:52	1:30	6:49	7:34	-0:45	2:19	2:02	0:16	4:54	6:56	-2:02
Magic Music & Talk*	10:10	10:14	-0:03	2:47	2:44	0:03	4:42	2:38	2:04	3:07	2:37	0:29	7:32	3:52	3:40	10:48	11:45	-0:57	10:32	11:59	-1:27	6:42	6:18	0:23
Mai FM	5:11	6:04	-0:52	4:19	3:48	0:30	5:27	6:38	-1:10	4:31	7:16	-2:44	4:44	7:01	-2:17	6:47	6:25	0:21	5:02	5:38	-0:36	4:17	3:14	1:03
Mix	12:35	6:42	5:52	9:15	2:00	7:15	27:10	3:58	23:11	6:42	3:22	3:20	12:38	7:10	5:28	12:12	9:34	2:38	9:15	9:00	0:15	9:05	5:27	3:38
Moana Radio	3:41	2:46	0:54	*	*	*	*	1:40	*	*	1:40	*	5:00	3:29	1:30	5:00	5:00	0:00	*	*	*	*	2:30	*
More FM	7:32	7:49	-0:17	6:03	4:52	1:11	3:40	5:21	-1:40	5:04	5:51	-0:46	7:23	7:02	0:20	10:37	11:21	-0:43	10:07	13:18	-3:11	7:35	5:53	1:41
Newstalk ZB	12:04	12:40	-0:35	0:53	0:54	-0:01	1:34	2:25	-0:50	2:18	5:13	-2:55	5:47	8:10	-2:22	8:34	9:42	-1:07	12:44	12:21	0:23	2:49	8:14	-5:24
Radio Hauraki	9:10	8:27	0:43	5:30	3:21	2:08	7:06	7:47	-0:41	8:20	9:06	-0:46	10:58	10:32	0:25	13:02	11:47	1:14	4:23	3:57	0:25	9:22	7:52	1:29
Radio Sport	5:32	6:00	-0:28	0:55	1:15	-0:19	6:19	7:29	-1:09	2:25	2:51	-0:25	5:57	5:40	0:17	7:48	7:40	0:08	6:31	9:27	-2:55	3:43	3:46	-0:02
Radio Tainui	11:00	3:04	7:55	*	4:00	*	11:00	*	*	11:00	2:24	8:35	11:00	2:24	8:35	*	*	*	*	*	*	*	4:00	*
Rhema	8:12	9:38	-1:26	*	*	*	*	*	*	3:58	3:58	-0:00	7:25	8:12	-0:46	14:55	20:44	-5:49	9:37	11:33	-1:55	7:01	8:12	-1:10
Rock	10:58	10:24	0:34	7:29	10:03	-2:33	12:36	12:20	0:16	11:42	10:10	1:31	12:03	10:28	1:35	11:33	11:28	0:05	11:18	13:47	-2:29	6:10	6:54	-0:43
Star	5:09	3:45	1:23	*	1:30	*	*	*	*	*	*	*	*	*	*	6:55	6:07	0:47	4:58	4:41	0:16	*	*	*
The Hits	5:24	6:46	-1:22	6:19	9:53	-3:34	4:13	4:59	-0:45	3:45	4:16	-0:30	4:31	6:21	-1:50	6:02	8:49	-2:47	7:52	8:46	-0:54	4:53	6:15	-1:22
The Sound	12:52	13:25	-0:33	1:39	1:58	-0:19	5:24	7:49	-2:25	8:36	9:02	-0:26	11:41	13:35	-1:54	16:01	16:40	-0:38	16:23	15:00	1:22	9:19	12:05	-2:45
ZM	7:15	6:59	0:15	5:59	3:26	2:32	6:37	5:53	0:44	8:41	8:43	-0:02	8:18	8:13	0:05	6:40	8:31	-1:51	6:23	10:35	-4:11	6:31	6:20	0:10
Others	5:38	7:43	-2:04	3:13	5:30	-2:17	2:26	4:56	-2:29	3:50	7:49	-3:58	5:48	9:53	-4:05	8:34	10:15	-1:40	6:02	5:53	0:09	4:17	8:39	-4:22
MediaWorks Combo	13:31	13:44	-0:12	8:16	8:32	-0:16	11:49	13:25	-1:36	11:00	11:31	-0:31	13:35	13:20	0:14	16:51	17:19	-0:28	14:51	15:33	-0:41	11:15	10:45	0:30
NZME Combo	11:22	11:28	-0:06	6:10	5:14	0:55	8:26	7:38	0:48	8:43	9:24	-0:41	10:05	10:59	-0:54	11:54	12:44	-0:50	13:53	13:05	0:48	8:36	9:33	-0:56
All Commercial Radio	17:20	17:50	-0:30	9:36	9:50	-0:13	14:44	15:48	-1:03	14:28	15:24	-0:55	17:17	18:12	-0:55	20:18	21:24	-1:06	20:04	19:37	0:26	14:14	14:21	-0:07
Potential (000)	164.1	164.1	0.0	21.0	20.6	0.4	33.5	33.9	-0.4	40.4	40.4	0.0	65.1	65.1	0.0	49.4	49.4	0.0	47.0	47.0	0.0	29.3	28.4	0.9
Sample	837	835	2	111	95	16	147	153	-6	179	191	-12	316	331	-15	275	277	-2	275	277	-2	158	158	0

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 the following Regional dates in S2 2019: Jun 24 - Nov 10 2018 and in S3 2019: Sep 2 - Nov 10 2018.



TAURANGA COMMERCIAL RADIO - SURVEY 3 2019

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

Survey Comparisons: 2/2019 - 3/2019

This Survey Period: Sun Sep 2 to Sat Nov 10 2018 & Sun Jan 20 to Sat Jun 8 & Sun Jun 16 to Sat Aug 24 2019

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

	This	Last	+/-
Potential (000)	164.1	164.1	0.0
Sample Size	837	835	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	2:46	2:28	0:17	3:51	3:27	0:23	4:28	4:32	-0:04	2:10	2:44	-0:33	3:09	5:04	-1:54	1:58	2:26	-0:27	4:04	3:33	0:31
Coast	3:30	3:43	-0:13	4:51	4:01	0:49	4:05	4:01	0:03	2:13	1:40	0:32	1:34	1:32	0:02	2:30	3:18	-0:48	4:04	4:02	0:01
Edge	2:42	2:32	0:10	1:57	1:59	-0:01	2:21	2:23	-0:01	1:57	2:01	-0:03	1:10	0:51	0:19	4:53	3:26	1:27	2:20	2:24	-0:04
Life FM	2:06	2:24	-0:18	1:58	0:50	1:07	2:22	1:49	0:32	2:30	2:12	0:17	1:20	0:24	0:56	1:30	1:37	-0:07	2:10	1:54	0:16
Magic Music & Talk*	2:57	2:39	0:18	3:26	3:28	-0:01	2:55	3:18	-0:22	1:55	2:21	-0:26	2:45	2:01	0:44	1:41	2:32	-0:51	4:13	4:12	0:00
Mai FM	2:17	2:15	0:02	1:37	3:28	-1:50	2:19	4:04	-1:44	1:42	1:53	-0:11	1:33	1:49	-0:16	0:44	2:14	-1:29	1:35	1:27	0:07
Mix	2:49	1:41	1:07	4:47	2:49	1:57	3:57	1:59	1:58	2:41	2:09	0:32	1:52	2:03	-0:10	*	*	*	5:27	3:50	1:37
Moana Radio	1:15	1:01	0:13	1:00	0:56	0:03	*	0:30	*	1:00	0:44	0:15	0:45	0:45	0:00	2:00	2:00	0:00	3:00	2:06	0:53
More FM	2:53	2:51	0:01	3:01	3:15	-0:14	3:10	2:52	0:18	1:25	1:47	-0:22	1:15	0:58	0:16	0:58	4:18	-3:20	3:05	2:52	0:13
Newstalk ZB	4:57	4:59	-0:02	3:21	3:42	-0:20	3:21	3:21	0:00	2:24	2:29	-0:05	2:09	2:33	-0:23	4:03	4:06	-0:03	3:57	4:15	-0:17
Radio Hauraki	3:04	2:47	0:16	4:29	3:24	1:05	5:01	4:08	0:53	2:37	2:36	0:01	0:55	0:47	0:07	1:38	0:47	0:51	2:36	2:25	0:10
Radio Sport	2:42	2:54	-0:12	2:45	3:01	-0:15	2:45	2:46	-0:00	1:22	1:44	-0:21	1:56	2:03	-0:06	0:36	0:38	-0:02	2:50	2:26	0:23
Radio Tainui	4:00	1:00	2:59	*	*	*	4:00	*	*	3:00	*	*	*	*	*	*	0:52	*	*	2:34	*
Rhema	3:02	3:38	-0:35	2:38	3:14	-0:36	3:23	4:50	-1:26	3:43	5:05	-1:21	1:50	2:07	-0:17	3:11	3:10	0:00	2:48	3:22	-0:34
Rock	3:27	3:14	0:13	4:45	4:19	0:26	5:10	4:13	0:57	2:41	2:41	0:00	1:42	2:22	-0:40	2:00	1:13	0:47	2:48	3:04	-0:16
Star	2:24	1:48	0:36	3:04	2:17	0:46	2:10	1:17	0:52	1:18	1:22	-0:03	1:00	1:15	-0:15	2:00	2:00	0:00	2:01	1:54	0:06
The Hits	2:08	2:25	-0:16	2:20	2:44	-0:24	2:18	2:55	-0:36	1:33	1:49	-0:16	1:33	1:43	-0:10	0:35	2:35	-2:00	2:03	2:49	-0:46
The Sound	4:03	3:55	0:07	4:44	4:26	0:17	5:08	4:32	0:36	2:26	2:57	-0:30	1:20	1:28	-0:07	2:21	2:19	0:02	4:45	5:11	-0:26
ZM	2:39	2:31	0:08	2:26	2:27	-0:00	2:42	2:59	-0:16	1:34	1:33	0:00	0:52	0:50	0:01	3:59	2:59	0:59	2:19	2:27	-0:08
Others	1:36	1:33	0:03	2:12	3:10	-0:58	2:41	3:47	-1:05	1:32	2:11	-0:38	0:55	1:37	-0:41	1:17	1:09	0:08	3:16	4:02	-0:45
MediaWorks Combo	3:40	3:36	0:03	4:16	4:19	-0:02	4:37	4:36	0:01	2:30	2:53	-0:22	2:01	2:02	-0:00	2:20	3:11	-0:50	4:08	4:14	-0:05
NZME Combo	3:34	3:40	-0:06	3:46	3:36	0:10	3:40	3:42	-0:02	2:12	2:08	0:04	1:34	1:45	-0:11	2:59	3:09	-0:09	3:32	3:47	-0:14
ALL Commercial Radio	4:20	4:25	-0:04	4:48	4:48	0:00	4:56	5:05	-0:09	2:47	3:00	-0:12	1:53	2:02	-0:08	2:48	3:22	-0:33	4:39	4:56	-0:16

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 the following Regional dates in S2 2019: Jun 24 - Nov 10 2018 and in S3 2019: Sep 2 - Nov 10 2018.