



# TAURANGA COMMERCIAL RADIO - SURVEY 4 2019

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

Survey Comparisons: 3/2019 - 4/2019

This Survey Period: Sun Jan 20 to Sat Jun 8 & Sun Jun 16 to Sat Nov 2 2019

Last 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

	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	8.3	7.0	1.3	5	0.5	0.2	0.3		3.9	5.5	-1.6		3.5	3.3	0.2		5.6	4.8	0.8		11.2	7.0	4.2		12.4	10.1	2.3		7.4	4.6	2.8	
Coast	10.3	10.5	-0.2	3	1.3	1.6	-0.3		1.3	0.5	0.8		1.3	0.7	0.6		3.0	2.5	0.5		8.0	7.9	0.1		17.7	20.4	-2.7		6.1	5.9	0.2	
Edge	5.3	6.5	-1.2	9	13.2	17.1	-3.9		15.2	19.1	-3.9		7.6	9.8	-2.2		6.8	8.1	-1.3		4.1	4.4	-0.3		1.3	1.2	0.1		13.5	14.5	-1.0	
Life FM	1.4	1.8	-0.4	14	3.5	3.1	0.4		0.8	1.6	-0.8		4.1	4.7	-0.6		2.6	3.5	-0.9		0.7	1.4	-0.7		0.2	0.2	0.0		2.8	3.3	-0.5	
Magic Music & Talk*	11.7	10.5	1.2	2	2.3	2.2	0.1		0.9	0.9	0.0		1.7	1.6	0.1		4.1	3.7	0.4		8.8	9.3	-0.5		17.8	16.9	0.9		2.6	4.1	-1.5	
Mai FM	2.7	2.0	0.7	12	2.4	6.3	-3.9		7.9	6.8	1.1		3.5	2.3	1.2		2.5	1.6	0.9		3.2	0.9	2.3		2.7	0.6	2.1		3.8	3.3	0.5	
Mix	2.3	2.3	0.0	13	0.9	0.8	0.1		4.0	3.3	0.7		0.6	0.6	0.0		3.2	3.0	0.2		3.8	3.8	0.0		0.7	1.1	-0.4		1.1	1.3	-0.2	
Moana Radio	0.5	0.1	0.4	17	*	*	*		1.0	*	*		0.8	*	*		0.4	0.3	0.1		0.9	0.3	0.6		0.9	*	*		*	*	*	
More FM	6.4	6.4	0.0	8	17.3	14.2	3.1		2.4	3.5	-1.1		7.2	6.1	1.1		9.1	7.5	1.6		9.3	9.2	0.1		4.0	6.0	-2.0		12.4	11.3	1.1	
Newstalk ZB	7.3	8.2	-0.9	6	0.1	0.2	-0.1		0.1	0.1	0.0		0.3	0.4	-0.1		2.4	1.9	0.5		4.8	5.4	-0.6		11.5	13.4	-1.9		1.1	0.6	0.5	
Radio Hauraki	3.9	4.8	-0.9	11	4.9	4.2	0.7		8.2	8.8	-0.6		8.9	10.2	-1.3		6.3	9.3	-3.0		3.6	5.5	-1.9		2.3	1.2	1.1		2.2	5.4	-3.2	
Radio Sport	1.3	1.3	0.0	15	0.4	0.3	0.1		0.6	0.6	0.0		0.6	0.5	0.1		1.3	1.6	-0.3		1.5	2.5	-1.0		0.7	1.2	-0.5		0.5	0.4	0.1	
Radio Tainui	0.2	0.2	0.0	19	0.4	*	*		1.3	1.0	0.3		0.9	0.7	0.2		0.5	0.4	0.1		*	*	*		*	*	*		*	*	*	
Rhema	1.3	1.3	0.0	15	*	*	*		*	*	*		0.3	0.8	-0.5		0.7	0.8	-0.1		2.1	1.8	0.3		2.3	2.2	0.1		1.9	2.2	-0.3	
Rock	12.2	10.3	1.9	1	18.3	17.8	0.5		22.0	18.7	3.3		21.1	19.5	1.6		18.1	15.7	2.4		10.9	8.0	2.9		5.6	3.4	2.2		13.3	8.9	4.4	
Star	0.3	0.4	-0.1	18	*	*	*		*	*	*		*	*	*		*	*	*		0.5	0.5	0.0		0.6	0.8	-0.2		*	*	*	
The Hits	4.0	4.8	-0.8	10	10.8	9.5	1.3		5.8	5.0	0.8		5.6	5.6	0.0		4.3	5.3	-1.0		3.7	4.8	-1.1		4.2	4.9	-0.7		5.2	7.0	-1.8	
The Sound	9.5	10.8	-1.3	4	1.6	0.6	1.0		3.8	3.7	0.1		7.9	9.0	-1.1		11.0	14.2	-3.2		15.5	21.4	-5.9		12.4	13.0	-0.6		9.1	11.7	-2.6	
ZM	7.1	7.9	-0.8	7	19.3	20.8	-1.5		18.6	18.5	0.1		20.9	20.9	0.0		12.7	12.3	0.4		2.6	3.1	-0.5		0.9	1.4	-0.5		13.2	14.1	-0.9	
Others	3.9	3.0	0.9		2.7	1.3	1.4		2.2	2.5	-0.3		3.0	3.2	-0.2		5.5	3.5	2.0		4.9	2.7	2.2		1.9	2.1	-0.2		3.9	1.5	2.4	
MediaWorks Combo	56.6	53.7	2.9		56.4	58.3	-1.9		57.8	59.3	-1.5		53.5	52.3	1.2		57.6	55.8	1.8		63.1	60.3	2.8		56.3	51.4	4.9		62.1	58.4	3.7	
NZME Combo	36.2	39.8	-3.6		38.4	37.4	1.0		38.7	37.4	1.3		38.5	39.2	-0.7		33.2	36.2	-3.0		28.0	33.0	-5.0		38.0	43.4	-5.4		29.3	34.7	-5.4	
Potential (000)	164.1	164.1	0.0		21.3	21.0	0.3		33.2	33.5	-0.3		40.4	40.4	0.0		65.1	65.1	0.0		49.4	49.4	0.0		47.0	47.0	0.0		29.5	29.3	0.2	
Sample	854	837	17		125	111	14		141	147	-6		187	179	8		320	316	4		260	275	-15		275	275	0		162	158	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 the following Regional dates in S3 2019: Sep 2 - Nov 10 2018.



# TAURANGA COMMERCIAL RADIO - SURVEY 4 2019

Station Share (%) by Daypart, People 10+

Survey Comparisons: 3/2019 - 4/2019

This Survey Period: Sun Jan 20 to Sat Jun 8 & Sun Jun 16 to Sat Nov 2 2019

Last 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

	This	Last	+/-
Potential (000)	164.1	164.1	0.0
Sample Size	854	837	17

	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	5.7	4.3	1.4	9	10.3	8.5	1.8		10.5	9.0	1.5		6.6	6.0	0.6		8.9	8.4	0.5		7.8	5.4	2.4		7.6	6.5	1.1	
Coast	9.7	9.5	0.2	3	11.0	12.6	-1.6		9.8	10.0	-0.2		6.4	6.7	-0.3		4.0	7.5	-3.5		8.1	8.9	-0.8		14.0	12.7	1.3	
Edge	6.1	7.4	-1.3	8	4.2	4.4	-0.2		4.7	6.1	-1.4		6.2	7.9	-1.7		4.2	5.0	-0.8		17.6	17.8	-0.2		4.5	6.0	-1.5	
Life FM	1.2	1.7	-0.5	14	1.1	1.3	-0.2		1.3	1.5	-0.2		2.6	3.6	-1.0		2.4	2.3	0.1		0.1	1.1	-1.0		1.2	1.6	-0.4	
Magic Music & Talk*	9.0	8.4	0.6	4	12.9	11.9	1.0		9.3	8.3	1.0		9.3	7.8	1.5		19.1	18.5	0.6		13.5	8.2	5.3		15.2	13.6	1.6	
Mai FM	3.6	2.8	0.8	11	1.3	1.1	0.2		1.1	1.6	-0.5		5.6	3.0	2.6		3.1	3.4	-0.3		4.3	1.7	2.6		3.0	1.8	1.2	
Mix	1.7	1.6	0.1	13	2.4	2.2	0.2		2.7	2.3	0.4		3.5	3.3	0.2		1.1	2.1	-1.0		*	*	*		2.3	2.8	-0.5	
Moana Radio	0.3	0.1	0.2	19	0.2	0.1	0.1		0.1	*	*		0.9	0.2	0.7		3.6	0.5	3.1		*	1.5	*		0.7	0.1	0.6	
More FM	6.9	7.4	-0.5	7	6.1	6.6	-0.5		6.6	6.6	0.0		6.2	5.7	0.5		6.2	3.6	2.6		2.7	1.6	1.1		6.6	6.5	0.1	
Newstalk ZB	12.9	12.9	0.0	1	5.8	5.9	-0.1		4.5	5.2	-0.7		4.6	5.8	-1.2		11.8	10.7	1.1		15.9	25.1	-9.2		6.0	7.3	-1.3	
Radio Hauraki	3.4	4.3	-0.9	12	3.6	4.5	-0.9		3.7	5.0	-1.3		5.1	7.9	-2.8		5.6	3.8	1.8		4.4	2.5	1.9		3.8	4.0	-0.2	
Radio Sport	1.1	1.1	0.0	15	1.1	0.9	0.2		1.1	0.6	0.5		1.1	1.1	0.0		3.6	4.4	-0.8		0.2	0.3	-0.1		1.9	2.0	-0.1	
Radio Tainui	0.4	0.3	0.1	18	*	*	*		0.3	0.3	0.0		0.5	0.4	0.1		*	*	*		*	*	*		0.1	*	*	
Rhema	1.0	1.2	-0.2	16	1.1	1.1	0.0		1.0	1.0	0.0		1.4	1.2	0.2		2.1	2.0	0.1		2.8	2.7	0.1		1.8	1.7	0.1	
Rock	12.5	9.9	2.6	2	12.9	11.9	1.0		16.7	13.3	3.4		13.3	11.7	1.6		7.5	7.3	0.2		9.7	3.6	6.1		7.5	6.9	0.6	
Star	0.5	0.5	0.0	17	0.5	0.6	-0.1		0.1	0.1	0.0		0.3	0.2	0.1		*	0.3	*		0.8	1.4	-0.6		0.3	0.5	-0.2	
The Hits	3.8	5.1	-1.3	10	4.8	4.7	0.1		3.5	4.9	-1.4		4.4	5.5	-1.1		2.0	2.9	-0.9		1.7	0.9	0.8		4.4	5.1	-0.7	
The Sound	8.9	10.9	-2.0	5	11.7	12.8	-1.1		11.4	12.0	-0.6		8.3	9.0	-0.7		6.8	7.6	-0.8		3.4	6.3	-2.9		7.9	10.1	-2.2	
ZM	8.3	8.4	-0.1	6	5.8	6.5	-0.7		6.9	8.5	-1.6		9.8	9.9	-0.1		6.2	7.4	-1.2		3.0	8.5	-5.5		6.5	6.9	-0.4	
Others	3.1	2.1	1.0		3.4	2.6	0.8		4.5	3.5	1.0		3.8	3.1	0.7		2.1	2.4	-0.3		4.0	2.5	1.5		4.8	3.8	1.0	
MediaWorks Combo	53.2	51.5	1.7		59.6	57.3	2.3		60.7	57.0	3.7		56.3	51.5	4.8		56.4	54.2	2.2		61.3	45.6	15.7		52.5	51.6	0.9	
NZME Combo	40.9	43.1	-2.2		34.4	37.5	-3.1		32.3	36.8	-4.5		35.0	40.3	-5.3		34.2	39.5	-5.3		33.3	46.2	-12.9		38.8	40.9	-2.1	

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\*Magic Music & Talk includes a combination of Magic and RadioLIVE for the following Regional dates in S3 2019: Sep 2 - Nov 10 2018.



# TAURANGA COMMERCIAL RADIO - SURVEY 4 2019

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

Survey Comparisons: 3/2019 - 4/2019

This Survey Period: Sun Jan 20 to Sat Jun 8 & Sun Jun 16 to Sat Nov 2 2019

Last 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

	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	16.3	14.9	1.4	10	0.4	0.1	0.3	3.0	2.5	0.5	3.6	2.3	1.3	5.4	4.6	0.8	6.0	5.3	0.7	8.2	7.1	1.1	2.5	1.6	0.9
Coast	21.4	21.1	0.3	4	0.7	0.9	-0.2	1.1	0.8	0.3	2.4	1.8	0.6	4.9	4.5	0.4	7.6	6.9	0.7	12.1	11.9	0.2	2.9	2.7	0.2
Edge	19.2	21.4	-2.2	7	3.4	4.8	-1.4	7.5	7.8	-0.3	5.3	5.5	-0.2	9.2	9.8	-0.6	5.7	6.1	-0.4	2.2	2.2	0.0	6.8	6.6	0.2
Life FM	6.1	6.5	-0.4	13	1.5	1.4	0.1	1.6	1.2	0.4	3.4	2.8	0.6	3.8	4.2	-0.4	0.9	1.8	-0.9	0.8	0.8	0.0	2.7	2.5	0.2
Magic Music & Talk*	25.9	23.8	2.1	1	0.8	1.0	-0.2	0.6	0.7	-0.1	2.8	2.6	0.2	5.4	4.9	0.5	7.3	7.6	-0.3	13.1	12.9	0.2	1.3	2.3	-1.0
Mai FM	10.4	8.9	1.5	12	1.3	1.9	-0.6	6.0	4.8	1.2	4.2	2.6	1.6	5.2	3.3	1.9	2.3	1.2	1.1	1.7	1.0	0.7	3.4	2.9	0.5
Mix	4.8	4.2	0.6	14	0.3	0.1	0.2	0.9	0.5	0.4	0.8	0.4	0.4	2.8	2.4	0.4	2.9	2.8	0.1	0.9	0.9	0.0	0.4	0.6	-0.2
Moana Radio	2.0	0.9	1.1	17	0.1	*	*	0.6	*	*	0.9	*	*	0.9	0.5	0.4	0.8	0.5	0.3	0.8	*	*	*	*	*
More FM	19.8	19.5	0.3	6	2.9	3.1	-0.2	3.2	3.7	-0.5	6.3	6.1	0.2	11.5	10.1	1.4	8.3	7.6	0.7	4.1	4.8	-0.7	5.4	5.6	-0.2
Newstalk ZB	16.7	15.8	0.9	8	0.3	0.3	0.0	0.3	0.3	0.0	0.7	0.8	-0.1	4.2	3.3	0.9	6.5	5.5	1.0	7.8	8.4	-0.6	1.2	0.8	0.4
Radio Hauraki	12.1	12.0	0.1	11	1.0	1.0	0.0	4.3	4.8	-0.5	5.9	6.2	-0.3	8.4	8.4	0.0	4.1	3.8	0.3	2.3	2.1	0.2	1.8	2.2	-0.4
Radio Sport	4.6	5.2	-0.6	15	0.5	0.4	0.1	0.2	0.4	-0.2	0.8	1.0	-0.2	2.1	2.7	-0.6	2.2	2.9	-0.7	1.4	1.4	0.0	0.5	0.4	0.1
Radio Tainui	0.7	0.3	0.4	19	0.3	*	*	0.4	0.3	0.1	0.4	0.3	0.1	0.4	0.3	0.1	*	*	*	*	*	*	*	*	*
Rhema	3.2	3.8	-0.6	16	*	*	*	0.1	*	*	0.7	1.0	-0.3	0.8	1.1	-0.3	1.2	1.1	0.1	1.9	1.9	0.0	0.9	1.2	-0.3
Rock	24.2	21.6	2.6	2	2.8	3.1	-0.3	7.0	5.7	1.3	9.9	8.5	1.4	14.9	12.9	2.0	7.1	6.1	1.0	3.0	2.4	0.6	5.4	5.4	0.0
Star	1.4	1.9	-0.5	18	*	*	*	*	*	*	*	*	*	0.2	*	*	0.8	0.6	0.2	1.0	1.3	-0.3	*	*	*
The Hits	16.5	20.6	-4.1	9	1.8	2.0	-0.2	4.3	4.6	-0.3	7.1	7.6	-0.5	9.5	11.8	-2.3	5.0	7.0	-2.0	4.4	5.0	-0.6	4.7	5.3	-0.6
The Sound	20.3	19.5	0.8	5	1.1	0.4	0.7	3.2	2.7	0.5	5.0	5.3	-0.3	11.9	12.1	-0.2	11.0	11.8	-0.8	6.7	6.4	0.3	3.8	4.7	-0.9
ZM	23.3	25.1	-1.8	3	4.2	4.6	-0.4	10.1	10.8	-0.7	12.3	12.2	0.1	15.1	14.8	0.3	3.9	4.1	-0.2	1.4	1.8	-0.4	8.3	8.1	0.2
Others	11.7	12.3	-0.6		0.8	0.5	0.3	3.6	3.9	-0.3	4.1	4.3	-0.2	6.7	6.0	0.7	3.4	2.8	0.6	2.2	2.8	-0.6	1.6	1.3	0.3
MediaWorks Combo	97.4	92.0	5.4		8.7	9.3	-0.6	21.1	19.4	1.7	26.4	24.1	2.3	44.1	40.9	3.2	33.2	31.6	1.6	29.3	27.8	1.5	19.6	19.5	0.1
NZME Combo	76.6	81.1	-4.5		7.9	8.0	-0.1	15.9	17.1	-1.2	22.5	22.8	-0.3	35.1	35.8	-0.7	23.5	24.5	-1.0	23.3	25.1	-1.8	15.5	15.1	0.4
All Commercial Radio	134.1	133.5	0.6		13.1	13.7	-0.6	26.1	26.2	-0.1	35.1	35.1	0.0	57.9	57.7	0.2	43.9	43.5	0.4	41.1	40.0	1.1	26.2	26.4	-0.2
Potential (000)	164.1	164.1	0.0		21.3	21.0	0.3	33.2	33.5	-0.3	40.4	40.4	0.0	65.1	65.1	0.0	49.4	49.4	0.0	47.0	47.0	0.0	29.5	29.3	0.2
Sample	854	837	17		125	111	14	141	147	-6	187	179	8	320	316	4	260	275	-15	275	275	0	162	158	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 the following Regional dates in S3 2019: Sep 2 - Nov 10 2018.

# TAURANGA COMMERCIAL RADIO - SURVEY 4 2019

Cumulative Audience (000's) by Daypart, People 10+  
Survey Comparisons: 3/2019 - 4/2019

This Survey Period: Sun Jan 20 to Sat Jun 8 & Sun Jun 16 to Sat Nov 2 2019

Last 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

	This	Last	+/-
Potential (000)	164.1	164.1	0.0
Sample Size	854	837	17

	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	7.5	7.1	0.4	10	9.7	9.6	0.1	10.8	10.2	0.6	6.1	6.9	-0.8	2.6	2.3	0.3	1.7	2.0	-0.3	9.1	8.1	1.0
Coast	13.2	12.4	0.8	4	10.3	11.3	-1.0	12.3	12.3	0.0	6.6	7.7	-1.1	2.6	4.0	-1.4	2.8	2.6	0.2	16.3	15.8	0.5
Edge	10.7	12.4	-1.7	8	9.8	9.9	-0.1	11.3	12.9	-1.6	8.5	10.2	-1.7	3.2	3.6	-0.4	1.8	2.7	-0.9	12.4	12.9	-0.5
Life FM	3.8	3.6	0.2	13	2.7	3.0	-0.3	3.2	3.2	0.0	3.0	3.6	-0.6	1.3	1.4	-0.1	0.2	0.5	-0.3	2.6	3.8	-1.2
Magic Music & Talk*	15.6	13.0	2.6	2	15.9	15.0	0.9	15.3	14.3	1.0	12.2	10.2	2.0	6.8	5.7	1.1	4.1	3.5	0.6	18.5	16.4	2.1
Mai FM	6.4	5.6	0.8	11	4.8	3.1	1.7	3.1	3.4	-0.3	5.5	4.4	1.1	3.1	1.9	1.2	2.6	1.7	0.9	7.0	5.6	1.4
Mix	2.8	2.6	0.2	14	2.0	2.0	0.0	3.0	2.9	0.1	3.6	3.1	0.5	0.8	1.0	-0.2	*	*	*	2.5	2.6	-0.1
Moana Radio	0.9	0.5	0.4	17	1.3	0.2	1.1	0.8	*	*	1.4	0.5	0.9	1.0	0.5	0.5	*	0.5	*	1.4	0.1	1.3
More FM	11.7	11.7	0.0	7	8.6	9.5	-0.9	11.5	10.4	1.1	10.0	10.2	-0.2	3.2	2.5	0.7	1.0	1.2	-0.2	10.9	10.7	0.2
Newstalk ZB	11.8	11.9	-0.1	6	7.0	7.7	-0.7	7.0	7.8	-0.8	5.5	6.1	-0.6	4.1	4.2	-0.1	3.4	4.5	-1.1	9.5	9.4	0.1
Radio Hauraki	6.0	6.4	-0.4	12	4.9	4.4	0.5	5.5	5.0	0.5	7.2	7.6	-0.4	3.1	3.4	-0.3	1.5	1.1	0.4	7.9	7.9	0.0
Radio Sport	2.2	1.9	0.3	15	2.0	1.4	0.6	1.7	1.2	0.5	1.9	2.0	-0.1	1.4	1.9	-0.5	0.2	0.3	-0.1	2.7	3.6	-0.9
Radio Tainui	0.4	0.3	0.1	19	*	*	*	0.4	0.3	0.1	0.4	0.3	0.1	*	*	*	*	*	*	0.3	*	*
Rhema	1.3	1.9	-0.6	16	1.7	1.7	0.0	1.4	1.6	-0.2	0.8	0.8	0.0	0.9	0.9	0.0	0.4	0.6	-0.2	2.5	3.1	-0.6
Rock	16.0	13.1	2.9	1	10.9	10.9	0.0	14.6	12.9	1.7	13.0	11.0	2.0	4.2	3.6	0.6	1.9	1.3	0.6	13.6	12.5	1.1
Star	0.6	0.9	-0.3	18	0.6	0.8	-0.2	0.3	0.3	0.0	0.5	0.5	0.0	*	0.3	*	0.2	0.5	-0.3	0.7	1.4	-0.7
The Hits	8.9	10.8	-1.9	9	7.8	8.7	-0.9	8.0	10.8	-2.8	7.1	9.0	-1.9	1.1	1.6	-0.5	0.7	1.1	-0.4	9.5	12.6	-3.1
The Sound	12.0	12.3	-0.3	5	10.3	11.8	-1.5	11.0	11.7	-0.7	9.6	9.3	0.3	4.3	4.8	-0.5	0.9	2.0	-1.1	11.4	10.8	0.6
ZM	13.9	14.4	-0.5	3	9.9	11.5	-1.6	15.0	15.9	-0.9	14.5	16.0	-1.5	5.7	7.3	-1.6	1.2	1.6	-0.4	13.7	15.0	-1.3
Others	6.7	5.9	0.8		4.9	5.1	-0.2	6.9	6.5	0.4	5.1	5.0	0.1	1.9	2.2	-0.3	1.6	1.4	0.2	5.6	5.9	-0.3
MediaWorks Combo	68.1	64.0	4.1		59.9	58.4	1.5	66.3	62.1	4.2	56.3	52.1	4.2	26.6	22.9	3.7	14.4	14.2	0.2	69.0	63.3	5.7
NZME Combo	51.7	55.0	-3.3		39.7	43.3	-3.6	47.2	50.4	-3.2	40.7	46.3	-5.6	16.7	21.4	-4.7	9.6	11.3	-1.7	54.2	58.6	-4.4
All Commercial Radio	106.8	105.0	1.8		90.5	90.6	-0.1	103.3	102.0	1.3	89.1	90.7	-1.6	43.4	45.1	-1.7	23.4	25.9	-2.5	109.8	108.9	0.9

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 S3 2019: Sep 2 - Nov 10 2018.



# TAURANGA COMMERCIAL RADIO - SURVEY 4 2019

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

Survey Comparisons: 3/2019 - 4/2019

This Survey Period: Sun Jan 20 to Sat Jun 8 & Sun Jun 16 to Sat Nov 2 2019

Last 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

	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	11:26	10:47	0:38	1:13	1:45	-0:31	4:37	8:35	-3:57	4:52	7:22	-2:29	9:43	10:19	-0:36	16:20	11:40	4:39	12:38	11:18	1:20	11:04	10:34	0:30
Coast	10:48	11:31	-0:43	2:03	2:21	-0:18	3:57	2:19	1:37	2:50	1:58	0:51	5:43	5:35	0:08	9:09	10:07	-0:58	12:13	13:42	-1:28	7:55	8:11	-0:16
Edge	6:12	7:03	-0:51	4:19	4:45	-0:25	7:15	9:32	-2:16	7:07	9:03	-1:56	7:03	8:15	-1:12	6:21	6:23	-0:02	4:46	4:13	0:33	7:22	8:11	-0:49
Life FM	5:02	6:23	-1:20	2:38	2:51	-0:12	1:47	5:05	-3:18	6:04	8:33	-2:28	6:32	8:23	-1:51	6:27	6:49	-0:22	2:19	2:19	0:00	3:54	4:54	-0:59
Magic Music & Talk*	10:08	10:10	-0:02	3:09	2:47	0:21	5:38	4:42	0:56	3:03	3:07	-0:03	7:12	7:32	-0:19	10:33	10:48	-0:15	11:15	10:32	0:42	7:18	6:42	0:36
Mai FM	5:50	5:11	0:38	2:07	4:19	-2:11	4:45	5:27	-0:42	4:05	4:31	-0:25	4:32	4:44	-0:11	12:18	6:47	5:31	13:08	5:02	8:05	4:04	4:17	-0:12
Mix	10:37	12:35	-1:58	3:13	9:15	-6:01	15:25	27:10	-11:45	3:52	6:42	-2:50	10:52	12:38	-1:45	11:22	12:12	-0:49	6:19	9:15	-2:56	9:46	9:05	0:40
Moana Radio	5:52	3:41	2:10	0:15	*	*	6:04	*	*	4:03	*	*	4:03	5:00	-0:56	9:15	5:00	4:15	9:15	*	*	*	*	*
More FM	7:18	7:32	-0:14	6:33	6:03	0:29	2:44	3:40	-0:55	5:44	5:04	0:40	7:30	7:23	0:07	9:42	10:37	-0:55	8:05	10:07	-2:01	8:28	7:35	0:52
Newstalk ZB	9:54	12:04	-2:10	0:30	0:53	-0:23	1:34	1:34	0:00	2:25	2:18	0:06	5:27	5:47	-0:20	6:25	8:34	-2:09	12:17	12:44	-0:26	3:11	2:49	0:22
Radio Hauraki	7:11	9:10	-1:59	5:23	5:30	-0:07	6:49	7:06	-0:16	7:33	8:20	-0:47	7:09	10:58	-3:48	7:45	13:02	-5:16	8:20	4:23	3:57	4:32	9:22	-4:50
Radio Sport	6:32	5:32	1:00	0:45	0:55	-0:10	12:30	6:19	6:10	3:50	2:25	1:24	5:44	5:57	-0:13	5:43	7:48	-2:05	4:03	6:31	-2:27	3:50	3:43	0:06
Radio Tainui	7:29	11:00	-3:30	1:45	*	*	11:00	11:00	0:00	11:00	11:00	0:00	11:00	11:00	0:00	*	*	*	*	*	*	*	*	*
Rhema	9:27	8:12	1:15	*	*	*	0:45	*	*	2:08	3:58	-1:49	8:09	7:25	0:44	16:03	14:55	1:08	10:01	9:37	0:23	7:34	7:01	0:32
Rock	11:23	10:58	0:24	7:13	7:29	-0:16	11:12	12:36	-1:23	10:40	11:42	-1:02	11:34	12:03	-0:29	13:20	11:33	1:46	15:28	11:18	4:10	9:04	6:10	2:53
Star	5:13	5:09	0:04	*	*	*	*	*	*	1:00	*	*	1:00	*	*	5:23	6:55	-1:31	4:50	4:58	-0:08	*	*	*
The Hits	5:28	5:24	0:03	6:27	6:19	0:08	4:51	4:13	0:37	3:55	3:45	0:09	4:19	4:31	-0:11	6:20	6:02	0:18	7:47	7:52	-0:04	4:06	4:53	-0:47
The Sound	10:33	12:52	-2:18	1:38	1:39	-0:01	4:18	5:24	-1:06	7:53	8:36	-0:43	8:48	11:41	-2:52	12:18	16:01	-3:42	15:25	16:23	-0:57	8:58	9:19	-0:21
ZM	6:50	7:15	-0:25	5:06	5:59	-0:53	6:36	6:37	-0:01	8:30	8:41	-0:10	7:59	8:18	-0:19	5:55	6:40	-0:44	5:39	6:23	-0:44	5:54	6:31	-0:36
Others	7:29	5:38	1:50	3:45	3:13	0:32	2:10	2:26	-0:15	3:38	3:50	-0:11	7:53	5:48	2:05	12:40	8:34	4:05	7:09	6:02	1:06	8:58	4:17	4:40
MediaWorks Combo	13:04	13:31	-0:26	7:07	8:16	-1:08	9:50	11:49	-1:58	10:08	11:00	-0:52	12:25	13:35	-1:10	16:35	16:51	-0:16	15:56	14:51	1:05	11:46	11:15	0:31
NZME Combo	10:39	11:22	-0:42	5:22	6:10	-0:47	8:43	8:26	0:17	8:32	8:43	-0:10	9:00	10:05	-1:05	10:23	11:54	-1:30	13:35	13:53	-0:18	7:02	8:36	-1:34
All Commercial Radio	16:47	17:20	-0:33	8:24	9:36	-1:11	13:44	14:44	-1:00	14:13	14:28	-0:15	16:26	17:17	-0:50	19:51	20:18	-0:26	20:13	20:04	0:09	14:09	14:14	-0:04
Potential (000)	164.1	164.1	0.0	21.3	21.0	0.3	33.2	33.5	-0.3	40.4	40.4	0.0	65.1	65.1	0.0	49.4	49.4	0.0	47.0	47.0	0.0	29.5	29.3	0.2
Sample	854	837	17	125	111	14	141	147	-6	187	179	8	320	316	4	260	275	-15	275	275	0	162	158	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 the following Regional dates in S3 2019: Sep 2 - Nov 10 2018.



# TAURANGA COMMERCIAL RADIO - SURVEY 4 2019

Average Time Spent Listening (hh:mm) by Daypart, People 10+  
Survey Comparisons: 3/2019 - 4/2019

This Survey Period: Sun Jan 20 to Sat Jun 8 & Sun Jun 16 to Sat Nov 2 2019

Last 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

	This	Last	+/-
Potential (000)	164.1	164.1	0.0
Sample Size	854	837	17

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

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 S3 2019: Sep 2 - Nov 10 2018.