

TAURANGA COMMERCIAL RADIO - SURVEY 1 2020

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

Survey Comparisons: 4/2019 - 1/2020

This Survey Period: Sun Mar 31 to Sat Jun 8 2019 & Sun Jun 16 to Sat Nov 2 2019 & Sun Feb 2 to Sat Mar 28 2020

Last Survey Period: Sun Jan 20 to Sat Jun 8 & Sun Jun 16 to Sat Nov 2 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	8.4	8.3	0.1	5	1.0	0.5	0.5	2.9	3.9	-1.0	3.0	3.5	-0.5	6.3	5.6	0.7	11.2	11.2	0.0	10.8	12.4	-1.6	8.0	7.4	0.6
Coast	9.3	10.3	-1.0	4	1.1	1.3	-0.2	1.8	1.3	0.5	1.3	1.3	0.0	2.4	3.0	-0.6	7.1	8.0	-0.9	14.4	17.7	-3.3	3.5	6.1	-2.6
Edge	5.3	5.3	0.0	9	11.3	13.2	-1.9	15.1	15.2	-0.1	8.6	7.6	1.0	7.4	6.8	0.6	4.3	4.1	0.2	1.3	1.3	0.0	14.0	13.5	0.5
Life FM	1.4	1.4	0.0	15	3.7	3.5	0.2	0.8	0.8	0.0	4.8	4.1	0.7	2.7	2.6	0.1	0.5	0.7	-0.2	0.3	0.2	0.1	2.1	2.8	-0.7
Magic	13.1	11.7	1.4	1	1.4	2.3	-0.9	2.2	0.9	1.3	2.9	1.7	1.2	4.9	4.1	0.8	9.0	8.8	0.2	20.5	17.8	2.7	4.1	2.6	1.5
Mai FM	3.5	2.7	0.8	12	7.4	2.4	5.0	7.7	7.9	-0.2	4.4	3.5	0.9	3.7	2.5	1.2	4.4	3.2	1.2	3.0	2.7	0.3	5.0	3.8	1.2
Mix	2.3	2.3	0.0	13	1.0	0.9	0.1	3.5	4.0	-0.5	0.6	0.6	0.0	3.1	3.2	-0.1	3.6	3.8	-0.2	1.2	0.7	0.5	0.8	1.1	-0.3
Moana Radio	0.6	0.5	0.1	17	*	*	*	1.2	1.0	0.2	1.0	0.8	0.2	0.5	0.4	0.1	1.0	0.9	0.1	1.0	0.9	0.1	*	*	*
More FM	5.9	6.4	-0.5	8	19.4	17.3	2.1	1.4	2.4	-1.0	7.2	7.2	0.0	9.1	9.1	0.0	8.1	9.3	-1.2	2.7	4.0	-1.3	13.5	12.4	1.1
Newstalk ZB	9.7	7.3	2.4	2	0.5	0.1	0.4	2.2	0.1	2.1	0.5	0.3	0.2	2.7	2.4	0.3	5.8	4.8	1.0	16.2	11.5	4.7	1.5	1.1	0.4
Radio Hauraki	3.6	3.9	-0.3	11	1.2	4.9	-3.7	9.4	8.2	1.2	8.9	8.9	0.0	5.6	6.3	-0.7	3.6	3.6	0.0	2.9	2.3	0.6	1.7	2.2	-0.5
Radio Sport	1.7	1.3	0.4	14	0.3	0.4	-0.1	0.3	0.6	-0.3	1.2	0.6	0.6	2.4	1.3	1.1	2.2	1.5	0.7	0.8	0.7	0.1	0.7	0.5	0.2
Radio Tainui	0.3	0.2	0.1	19	0.4	0.4	0.0	1.5	1.3	0.2	1.2	0.9	0.3	0.6	0.5	0.1	*	*	*	*	*	*	*	*	*
Rhema	1.4	1.3	0.1	15	*	*	*	*	*	*	0.3	0.3	0.0	0.7	0.7	0.0	2.4	2.1	0.3	2.5	2.3	0.2	2.3	1.9	0.4
Rock	9.7	12.2	-2.5	2	6.9	18.3	-11.4	17.6	22.0	-4.4	17.7	21.1	-3.4	15.2	18.1	-2.9	10.5	10.9	-0.4	4.8	5.6	-0.8	11.4	13.3	-1.9
Star	0.4	0.3	0.1	18	*	*	*	*	*	*	*	*	*	*	*	*	0.5	0.5	0.0	0.5	0.6	-0.1	*	*	*
The Hits	4.7	4.0	0.7	10	16.6	10.8	5.8	6.8	5.8	1.0	5.8	5.6	0.2	5.5	4.3	1.2	4.1	3.7	0.4	3.3	4.2	-0.9	5.1	5.2	-0.1
The Sound	8.0	9.5	-1.5	6	1.9	1.6	0.3	3.9	3.8	0.1	5.8	7.9	-2.1	8.9	11.0	-2.1	13.5	15.5	-2.0	10.3	12.4	-2.1	7.6	9.1	-1.5
ZM	6.9	7.1	-0.2	7	22.5	19.3	3.2	19.3	18.6	0.7	21.0	20.9	0.1	12.5	12.7	-0.2	2.8	2.6	0.2	1.1	0.9	0.2	14.1	13.2	0.9
MediaWorks Combo	54.4	56.6	-2.2		49.9	56.4	-6.5	52.7	57.8	-5.1	51.1	53.5	-2.4	56.2	57.6	-1.4	61.1	63.1	-2.0	53.5	56.3	-2.8	63.8	62.1	1.7
NZME Combo	38.1	36.2	1.9		44.3	38.4	5.9	43.3	38.7	4.6	39.4	38.5	0.9	34.3	33.2	1.1	29.1	28.0	1.1	39.8	38.0	1.8	27.4	29.3	-1.9
Potential (000)	170.5	164.1	6.4		21.7	21.3	0.4	34.5	33.2	1.3	42.4	40.4	2.0	67.9	65.1	2.8	51.4	49.4	2.0	48.7	47.0	1.7	29.6	29.5	0.1
Sample	883	854	29		130	125	5	137	141	-4	194	187	7	329	320	9	258	260	-2	268	275	-7	160	162	-2

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 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

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Station Share (%) by Daypart, People 10+
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This Survey Period: Sun Mar 31 to Sat Jun 8 2019 & Sun Jun 16 to Sat Nov 2 2019 & Sun Feb 2 to Sat Mar 28 2020
Last Survey Period: Sun Jan 20 to Sat Jun 8 & Sun Jun 16 to Sat Nov 2 2019

	This	Last	+/-
Potential (000)	170.5	164.1	6.4
Sample Size	883	854	29

	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	5.7	-1.4	10	10.3	10.3	0.0		11.4	10.5	0.9		7.3	6.6	0.7		7.7	8.9	-1.2		5.5	7.8	-2.3		8.7	7.6	1.1	
Coast	7.7	9.7	-2.0	5	10.1	11.0	-0.9		10.3	9.8	0.5		6.4	6.4	0.0		3.8	4.0	-0.2		2.4	8.1	-5.7		12.4	14.0	-1.6	
Edge	6.0	6.1	-0.1	8	3.5	4.2	-0.7		4.4	4.7	-0.3		6.9	6.2	0.7		5.2	4.2	1.0		15.6	17.6	-2.0		5.1	4.5	0.6	
Life FM	1.4	1.2	0.2	14	1.1	1.1	0.0		1.0	1.3	-0.3		2.5	2.6	-0.1		1.9	2.4	-0.5		2.3	0.1	2.2		1.3	1.2	0.1	
Magic	10.2	9.0	1.2	2	14.4	12.9	1.5		11.2	9.3	1.9		9.9	9.3	0.6		19.9	19.1	0.8		18.1	13.5	4.6		16.2	15.2	1.0	
Mai FM	5.4	3.6	1.8	9	1.5	1.3	0.2		1.3	1.1	0.2		6.3	5.6	0.7		5.1	3.1	2.0		4.2	4.3	-0.1		3.9	3.0	0.9	
Mix	2.0	1.7	0.3	13	3.0	2.4	0.6		3.3	2.7	0.6		3.6	3.5	0.1		0.1	1.1	-1.0		*	*	*		1.2	2.3	-1.1	
Moana Radio	0.3	0.3	0.0	19	0.3	0.2	0.1		0.1	0.1	0.0		1.1	0.9	0.2		3.4	3.6	-0.2		*	*	*		0.8	0.7	0.1	
More FM	7.2	6.9	0.3	6	5.2	6.1	-0.9		6.6	6.6	0.0		6.3	6.2	0.1		4.4	6.2	-1.8		1.9	2.7	-0.8		5.2	6.6	-1.4	
Newstalk ZB	14.4	12.9	1.5	1	7.3	5.8	1.5		5.7	4.5	1.2		5.3	4.6	0.7		19.4	11.8	7.6		26.9	15.9	11.0		9.2	6.0	3.2	
Radio Hauraki	3.2	3.4	-0.2	12	3.7	3.6	0.1		3.5	3.7	-0.2		4.9	5.1	-0.2		4.6	5.6	-1.0		2.7	4.4	-1.7		3.2	3.8	-0.6	
Radio Sport	1.2	1.1	0.1	15	1.8	1.1	0.7		2.1	1.1	1.0		1.3	1.1	0.2		1.4	3.6	-2.2		0.3	0.2	0.1		1.9	1.9	0.0	
Radio Tainui	0.5	0.4	0.1	17	*	*	*		0.4	0.3	0.1		0.6	0.5	0.1		*	*	*		*	*	*		0.1	0.1	0.0	
Rhema	1.0	1.0	0.0	16	1.2	1.1	0.1		1.2	1.0	0.2		1.7	1.4	0.3		1.7	2.1	-0.4		2.0	2.8	-0.8		1.6	1.8	-0.2	
Rock	10.2	12.5	-2.3	2	11.7	12.9	-1.2		13.4	16.7	-3.3		8.9	13.3	-4.4		4.1	7.5	-3.4		8.6	9.7	-1.1		5.5	7.5	-2.0	
Star	0.5	0.5	0.0	17	0.5	0.5	0.0		0.3	0.1	0.2		0.1	0.3	-0.2		0.2	*	*		0.7	0.8	-0.1		0.5	0.3	0.2	
The Hits	4.2	3.8	0.4	11	5.1	4.8	0.3		4.2	3.5	0.7		5.2	4.4	0.8		4.1	2.0	2.1		1.7	1.7	0.0		5.3	4.4	0.9	
The Sound	6.9	8.9	-2.0	7	9.8	11.7	-1.9		9.6	11.4	-1.8		8.0	8.3	-0.3		6.9	6.8	0.1		2.2	3.4	-1.2		7.0	7.9	-0.9	
ZM	9.0	8.3	0.7	4	5.1	5.8	-0.7		6.1	6.9	-0.8		10.8	9.8	1.0		4.1	6.2	-2.1		2.7	3.0	-0.3		6.6	6.5	0.1	
MediaWorks Combo	51.0	53.2	-2.2		56.6	59.6	-3.0		58.1	60.7	-2.6		54.2	56.3	-2.1		54.0	56.4	-2.4		56.7	61.3	-4.6		51.8	52.5	-0.7	
NZME Combo	41.7	40.9	0.8		36.2	34.4	1.8		35.5	32.3	3.2		37.4	35.0	2.4		37.6	34.2	3.4		36.8	33.3	3.5		39.8	38.8	1.0	

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

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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	17.6	16.3	1.3	10	0.8	0.4	0.4	2.6	3.0	-0.4	3.4	3.6	-0.2	6.1	5.4	0.7	6.9	6.0	0.9	8.3	8.2	0.1	2.6	2.5	0.1
Coast	22.5	21.4	1.1	3	0.5	0.7	-0.2	1.4	1.1	0.3	2.2	2.4	-0.2	5.3	4.9	0.4	8.7	7.6	1.1	12.0	12.1	-0.1	2.7	2.9	-0.2
Edge	21.5	19.2	2.3	6	3.4	3.4	0.0	9.2	7.5	1.7	5.9	5.3	0.6	9.1	9.2	-0.1	5.7	5.7	0.0	3.0	2.2	0.8	6.6	6.8	-0.2
Life FM	7.2	6.1	1.1	13	1.7	1.5	0.2	2.2	1.6	0.6	3.5	3.4	0.1	4.0	3.8	0.2	1.2	0.9	0.3	0.8	0.8	0.0	2.2	2.7	-0.5
Magic	27.6	25.9	1.7	1	0.6	0.8	-0.2	0.7	0.6	0.1	3.4	2.8	0.6	6.2	5.4	0.8	7.6	7.3	0.3	14.1	13.1	1.0	1.7	1.3	0.4
Mai FM	13.7	10.4	3.3	11	1.5	1.3	0.2	6.4	6.0	0.4	5.9	4.2	1.7	7.6	5.2	2.4	3.7	2.3	1.4	2.4	1.7	0.7	3.9	3.4	0.5
Mix	4.8	4.8	0.0	15	0.3	0.3	0.0	1.1	0.9	0.2	1.1	0.8	0.3	2.6	2.8	-0.2	2.4	2.9	-0.5	1.2	0.9	0.3	0.5	0.4	0.1
Moana Radio	2.5	2.0	0.5	17	0.1	0.1	0.0	0.7	0.6	0.1	1.4	0.9	0.5	1.4	0.9	0.5	0.9	0.8	0.1	0.9	0.8	0.1	*	*	*
More FM	22.4	19.8	2.6	4	3.4	2.9	0.5	3.2	3.2	0.0	6.4	6.3	0.1	12.1	11.5	0.6	9.7	8.3	1.4	5.2	4.1	1.1	6.2	5.4	0.8
Newstalk ZB	20.2	16.7	3.5	8	0.4	0.3	0.1	1.0	0.3	0.7	0.9	0.7	0.2	4.6	4.2	0.4	7.6	6.5	1.1	9.5	7.8	1.7	1.4	1.2	0.2
Radio Hauraki	13.6	12.1	1.5	12	0.7	1.0	-0.3	4.9	4.3	0.6	6.7	5.9	0.8	8.7	8.4	0.3	4.3	4.1	0.2	3.6	2.3	1.3	1.3	1.8	-0.5
Radio Sport	5.0	4.6	0.4	14	0.5	0.5	0.0	0.4	0.2	0.2	0.9	0.8	0.1	2.3	2.1	0.2	2.1	2.2	-0.1	1.5	1.4	0.1	0.4	0.5	-0.1
Radio Tainui	1.0	0.7	0.3	19	0.2	0.3	-0.1	0.5	0.4	0.1	0.7	0.4	0.3	0.7	0.4	0.3	*	*	*	*	*	*	0.2	*	*
Rhema	2.9	3.2	-0.3	16	*	*	*	0.2	0.1	0.1	0.7	0.7	0.0	0.8	0.8	0.0	1.0	1.2	-0.2	1.8	1.9	-0.1	1.1	0.9	0.2
Rock	22.3	24.2	-1.9	5	2.0	2.8	-0.8	7.4	7.0	0.4	9.3	9.9	-0.6	13.7	14.9	-1.2	7.0	7.1	-0.1	3.3	3.0	0.3	3.8	5.4	-1.6
Star	1.7	1.4	0.3	18	*	*	*	*	*	*	*	*	*	0.2	0.2	0.0	0.7	0.8	-0.1	0.9	1.0	-0.1	*	*	*
The Hits	18.0	16.5	1.5	9	2.1	1.8	0.3	5.3	4.3	1.0	7.5	7.1	0.4	10.1	9.5	0.6	4.5	5.0	-0.5	4.1	4.4	-0.3	4.9	4.7	0.2
The Sound	20.9	20.3	0.6	7	1.4	1.1	0.3	3.0	3.2	-0.2	3.8	5.0	-1.2	11.0	11.9	-0.9	12.1	11.0	1.1	7.3	6.7	0.6	3.2	3.8	-0.6
ZM	25.5	23.3	2.2	2	4.6	4.2	0.4	11.2	10.1	1.1	12.1	12.3	-0.2	15.5	15.1	0.4	4.7	3.9	0.8	1.6	1.4	0.2	8.1	8.3	-0.2
MediaWorks Combo	103.7	97.4	6.3		8.9	8.7	0.2	22.3	21.1	1.2	26.9	26.4	0.5	45.2	44.1	1.1	36.5	33.2	3.3	32.5	29.3	3.2	19.0	19.6	-0.6
NZME Combo	84.8	76.6	8.2		7.8	7.9	-0.1	18.9	15.9	3.0	24.2	22.5	1.7	37.8	35.1	2.7	25.8	23.5	2.3	25.7	23.3	2.4	15.6	15.5	0.1
All Commercial Radio	140.1	134.1	6.0		13.8	13.1	0.7	28.1	26.1	2.0	36.6	35.1	1.5	60.0	57.9	2.1	45.6	43.9	1.7	42.7	41.1	1.6	26.0	26.2	-0.2
Potential (000)	170.5	164.1	6.4		21.7	21.3	0.4	34.5	33.2	1.3	42.4	40.4	2.0	67.9	65.1	2.8	51.4	49.4	2.0	48.7	47.0	1.7	29.6	29.5	0.1
Sample	883	854	29		130	125	5	137	141	-4	194	187	7	329	320	9	258	260	-2	268	275	-7	160	162	-2

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	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	6.8	7.5	-0.7	11	10.3	9.7	0.6	12.2	10.8	1.4	7.9	6.1	1.8	2.6	2.6	0.0	1.4	1.7	-0.3	10.3	9.1	1.2
Coast	14.0	13.2	0.8	5	10.9	10.3	0.6	13.6	12.3	1.3	8.2	6.6	1.6	2.7	2.6	0.1	2.1	2.8	-0.7	15.8	16.3	-0.5
Edge	12.2	10.7	1.5	7	8.5	9.8	-1.3	12.0	11.3	0.7	10.5	8.5	2.0	3.0	3.2	-0.2	1.8	1.8	0.0	13.3	12.4	0.9
Life FM	4.1	3.8	0.3	13	2.5	2.7	-0.2	2.6	3.2	-0.6	4.1	3.0	1.1	1.1	1.3	-0.2	0.5	0.2	0.3	3.3	2.6	0.7
Magic	16.7	15.6	1.1	1	15.6	15.9	-0.3	16.7	15.3	1.4	13.0	12.2	0.8	7.6	6.8	0.8	4.3	4.1	0.2	19.5	18.5	1.0
Mai FM	8.7	6.4	2.3	9	6.2	4.8	1.4	4.0	3.1	0.9	6.6	5.5	1.1	4.0	3.1	0.9	3.4	2.6	0.8	9.3	7.0	2.3
Mix	2.8	2.8	0.0	14	2.2	2.0	0.2	3.2	3.0	0.2	3.2	3.6	-0.4	0.3	0.8	-0.5	*	*	*	2.4	2.5	-0.1
Moana Radio	1.1	0.9	0.2	17	1.6	1.3	0.3	0.9	0.8	0.1	1.7	1.4	0.3	1.1	1.0	0.1	*	*	*	1.8	1.4	0.4
More FM	13.5	11.7	1.8	6	8.1	8.6	-0.5	12.5	11.5	1.0	10.8	10.0	0.8	3.0	3.2	-0.2	1.4	1.0	0.4	11.9	10.9	1.0
Newstalk ZB	14.2	11.8	2.4	4	8.2	7.0	1.2	7.5	7.0	0.5	5.9	5.5	0.4	5.1	4.1	1.0	6.3	3.4	2.9	11.9	9.5	2.4
Radio Hauraki	6.5	6.0	0.5	12	5.3	4.9	0.4	5.4	5.5	-0.1	7.3	7.2	0.1	2.9	3.1	-0.2	1.5	1.5	0.0	7.9	7.9	0.0
Radio Sport	2.8	2.2	0.6	14	2.5	2.0	0.5	2.7	1.7	1.0	2.0	1.9	0.1	0.7	1.4	-0.7	0.4	0.2	0.2	2.9	2.7	0.2
Radio Tainui	0.5	0.4	0.1	19	0.2	*	*	0.5	0.4	0.1	0.5	0.4	0.1	*	*	*	*	*	*	0.2	0.3	-0.1
Rhema	1.2	1.3	-0.1	16	1.8	1.7	0.1	1.5	1.4	0.1	1.0	0.8	0.2	1.0	0.9	0.1	0.5	0.4	0.1	2.2	2.5	-0.3
Rock	14.5	16.0	-1.5	3	9.9	10.9	-1.0	13.1	14.6	-1.5	11.1	13.0	-1.9	3.2	4.2	-1.0	2.9	1.9	1.0	12.2	13.6	-1.4
Star	1.0	0.6	0.4	18	0.4	0.6	-0.2	0.3	0.3	0.0	0.4	0.5	-0.1	0.4	*	*	0.2	0.2	0.0	1.1	0.7	0.4
The Hits	8.5	8.9	-0.4	10	7.9	7.8	0.1	8.6	8.0	0.6	7.7	7.1	0.6	2.4	1.1	1.3	0.8	0.7	0.1	10.8	9.5	1.3
The Sound	11.4	12.0	-0.6	8	8.9	10.3	-1.4	10.6	11.0	-0.4	10.1	9.6	0.5	3.9	4.3	-0.4	0.6	0.9	-0.3	11.6	11.4	0.2
ZM	15.9	13.9	2.0	2	10.1	9.9	0.2	16.6	15.0	1.6	14.6	14.5	0.1	4.4	5.7	-1.3	1.6	1.2	0.4	14.0	13.7	0.3
MediaWorks Combo	71.2	68.1	3.1		59.1	59.9	-0.8	69.1	66.3	2.8	60.6	56.3	4.3	26.9	26.6	0.3	15.7	14.4	1.3	73.3	69.0	4.3
NZME Combo	57.7	51.7	6.0		42.5	39.7	2.8	52.4	47.2	5.2	43.9	40.7	3.2	16.8	16.7	0.1	11.7	9.6	2.1	57.2	54.2	3.0
All Commercial Radio	112.6	106.8	5.8		90.6	90.5	0.1	104.9	103.3	1.6	93.8	89.1	4.7	43.8	43.4	0.4	26.5	23.4	3.1	113.3	109.8	3.5

MediaWorks Combo: Breeze or Edge or Magic 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

TAURANGA COMMERCIAL RADIO - SURVEY 1 2020

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

Survey Comparisons: 4/2019 - 1/2020

This Survey Period: Sun Mar 31 to Sat Jun 8 2019 & Sun Jun 16 to Sat Nov 2 2019 & Sun Feb 2 to Sat Mar 28 2020

Last Survey Period: Sun Jan 20 to Sat Jun 8 & Sun Jun 16 to Sat Nov 2 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	11:09	11:26	-0:17	1:15	1:13	0:01	4:11	4:37	-0:26	4:28	4:52	-0:24	10:03	9:43	0:20	14:18	16:20	-2:01	11:45	12:38	-0:53	11:01	11:04	-0:03
Coast	9:35	10:48	-1:13	2:10	2:03	0:07	4:45	3:57	0:47	2:47	2:50	-0:02	4:26	5:43	-1:16	7:13	9:09	-1:56	10:48	12:13	-1:25	4:41	7:55	-3:14
Edge	5:47	6:12	-0:24	3:29	4:19	-0:50	6:08	7:15	-1:06	7:17	7:07	0:09	7:51	7:03	0:48	6:41	6:21	0:20	3:50	4:46	-0:55	7:36	7:22	0:14
Life FM	4:33	5:02	-0:28	2:20	2:38	-0:18	1:25	1:47	-0:22	6:45	6:04	0:40	6:25	6:32	-0:06	3:20	6:27	-3:07	3:22	2:19	1:02	3:26	3:54	-0:28
Magic	11:06	10:08	0:57	2:27	3:09	-0:41	12:36	5:38	6:57	4:16	3:03	1:12	7:41	7:12	0:28	10:37	10:33	0:04	13:09	11:15	1:54	8:47	7:18	1:28
Mai FM	5:57	5:50	0:06	5:12	2:07	3:05	4:27	4:45	-0:17	3:46	4:05	-0:19	4:38	4:32	0:05	10:30	12:18	-1:48	11:06	13:08	-2:02	4:42	4:04	0:37
Mix	11:12	10:37	0:34	3:27	3:13	0:13	11:39	15:25	-3:46	2:45	3:52	-1:06	11:07	10:52	0:14	13:25	11:22	2:02	8:40	6:19	2:20	5:35	9:46	-4:10
Moana Radio	5:30	5:52	-0:21	0:15	0:15	0:00	6:05	6:04	0:01	3:34	4:03	-0:29	3:34	4:03	-0:29	9:15	9:15	0:00	9:15	9:15	0:00	*	*	*
More FM	6:07	7:18	-1:10	5:56	6:33	-0:36	1:39	2:44	-1:04	5:36	5:44	-0:08	7:13	7:30	-0:17	7:26	9:42	-2:15	4:41	8:05	-3:24	7:53	8:28	-0:34
Newstalk ZB	11:09	9:54	1:15	1:19	0:30	0:49	7:55	1:34	6:20	2:27	2:25	0:02	5:35	5:27	0:08	6:45	6:25	0:20	15:22	12:17	3:04	3:53	3:11	0:41
Radio Hauraki	6:10	7:11	-1:01	1:53	5:23	-3:29	7:10	6:49	0:21	6:37	7:33	-0:55	6:11	7:09	-0:57	7:28	7:45	-0:17	7:20	8:20	-1:00	4:30	4:32	-0:01
Radio Sport	7:49	6:32	1:16	0:45	0:45	0:00	2:30	12:30	-9:59	6:48	3:50	2:58	10:15	5:44	4:31	9:20	5:43	3:36	4:42	4:03	0:38	6:27	3:50	2:37
Radio Tainui	6:21	7:29	-1:08	1:45	1:45	0:00	11:00	11:00	0:00	7:44	11:00	-3:15	7:44	11:00	-3:15	*	*	*	*	*	*	0:15	*	*
Rhema	11:01	9:27	1:33	*	*	*	0:45	0:45	0:00	2:06	2:08	-0:01	7:28	8:09	-0:41	21:21	16:03	5:18	13:06	10:01	3:05	7:12	7:34	-0:21
Rock	10:06	11:23	-1:17	3:34	7:13	-3:38	8:55	11:12	-2:16	9:27	10:40	-1:12	10:41	11:34	-0:53	13:23	13:20	0:02	13:14	15:28	-2:14	10:48	9:04	1:44
Star	5:30	5:13	0:17	*	*	*	*	*	*	*	*	*	1:00	1:00	0:00	5:44	5:23	0:20	4:59	4:50	0:09	*	*	*
The Hits	6:02	5:28	0:34	8:22	6:27	1:54	4:48	4:51	-0:02	3:51	3:55	-0:03	5:15	4:19	0:55	8:04	6:20	1:43	7:15	7:47	-0:32	3:44	4:06	-0:22
The Sound	8:57	10:33	-1:36	1:27	1:38	-0:10	4:51	4:18	0:33	7:42	7:53	-0:11	7:51	8:48	-0:56	9:51	12:18	-2:26	12:45	15:25	-2:40	8:30	8:58	-0:27
ZM	6:20	6:50	-0:29	5:09	5:06	0:02	6:25	6:36	-0:10	8:38	8:30	0:07	7:45	7:59	-0:14	5:12	5:55	-0:43	6:01	5:39	0:21	6:14	5:54	0:19
MediaWorks Combo	12:14	13:04	-0:50	5:53	7:07	-1:14	8:50	9:50	-0:59	9:28	10:08	-0:39	11:58	12:25	-0:26	14:55	16:35	-1:40	14:52	15:56	-1:04	12:05	11:46	0:18
NZME Combo	10:29	10:39	-0:10	5:57	5:22	0:34	8:34	8:43	-0:08	8:07	8:32	-0:25	8:44	9:00	-0:15	10:02	10:23	-0:21	13:57	13:35	0:22	6:20	7:02	-0:41
All Commercial Radio	16:38	16:47	-0:08	7:35	8:24	-0:48	13:17	13:44	-0:26	13:38	14:13	-0:35	16:04	16:26	-0:22	19:31	19:51	-0:20	21:07	20:13	0:53	13:53	14:09	-0:16
Potential (000)	170.5	164.1	6.4	21.7	21.3	0.4	34.5	33.2	1.3	42.4	40.4	2.0	67.9	65.1	2.8	51.4	49.4	2.0	48.7	47.0	1.7	29.6	29.5	0.1
Sample	883	854	29	130	125	5	137	141	-4	194	187	7	329	320	9	258	260	-2	268	275	-7	160	162	-2

MediaWorks Combo: Breeze or Edge or Magic 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

TAURANGA COMMERCIAL RADIO - SURVEY 1 2020

Average Time Spent Listening (hh:mm) by Daypart, People 10+
Survey Comparisons: 4/2019 - 1/2020

This Survey Period: Sun Mar 31 to Sat Jun 8 2019 & Sun Jun 16 to Sat Nov 2 2019 & Sun Feb 2 to Sat Mar 28 2020
Last Survey Period: Sun Jan 20 to Sat Jun 8 & Sun Jun 16 to Sat Nov 2 2019

	This	Last	+/-
Potential (000)	170.5	164.1	6.4
Sample Size	883	854	29

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

MediaWorks Combo: Breeze or Edge or Magic 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