

ROTORUA 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	9.3	8.0	1.3	4	6.2	9.5	-3.3	7.3	3.1	4.2	4.9	3.1	1.8	8.4	7.8	0.6	15.8	14.6	1.2	12.0	10.0	2.0	10.9	9.0	1.9
Coast	10.3	10.8	-0.5	1	0.6	1.3	-0.7	4.5	3.7	0.8	4.0	3.9	0.1	4.7	4.1	0.6	11.3	10.3	1.0	21.0	22.3	-1.3	3.6	5.9	-2.3
Edge	4.7	4.6	0.1	9	9.7	9.0	0.7	9.8	11.4	-1.6	6.6	6.9	-0.3	6.4	5.9	0.5	3.2	2.3	0.9	0.9	0.9	0.0	8.9	8.0	0.9
Flava	8.9	8.2	0.7	5	24.9	25.3	-0.4	21.6	20.6	1.0	13.2	11.7	1.5	10.2	8.3	1.9	2.2	1.6	0.6	0.6	0.9	-0.3	11.6	12.5	-0.9
Life FM	0.5	0.4	0.1	19	1.9	2.0	-0.1	0.6	0.5	0.1	1.0	0.7	0.3	0.8	0.4	0.4	0.2	*	*	*	*	*	*	*	*
Magic	7.4	9.2	-1.8	6	1.1	1.3	-0.2	0.1	0.1	0.0	1.9	2.4	-0.5	2.8	3.5	-0.7	7.2	10.3	-3.1	15.6	19.3	-3.7	4.1	5.6	-1.5
Mai FM	3.7	3.6	0.1	12	6.2	2.5	3.7	9.4	11.0	-1.6	8.7	9.1	-0.4	6.4	6.5	-0.1	0.8	0.7	0.1	*	*	*	2.6	2.4	0.2
Mix	0.8	n.a.	*	18	*	n.a.	*	*	n.a.	*	1.7	n.a.	*	1.6	n.a.	*	0.9	n.a.	*	0.2	n.a.	*	0.8	n.a.	*
More FM	4.5	5.2	-0.7	10	5.8	4.5	1.3	8.6	6.8	1.8	6.5	5.0	1.5	5.8	7.8	-2.0	3.2	7.6	-4.4	2.0	2.0	0.0	10.9	8.5	2.4
Newstalk ZB	6.0	5.5	0.5	7	*	*	*	0.2	0.5	-0.3	0.7	0.4	0.3	1.2	0.8	0.4	2.3	2.1	0.2	8.0	8.2	-0.2	3.2	3.5	-0.3
RadioLIVE	4.1	4.6	-0.5	11	0.8	0.9	-0.1	1.0	1.0	0.0	1.2	1.5	-0.3	1.7	2.0	-0.3	3.2	3.4	-0.2	4.5	4.7	-0.2	4.1	4.3	-0.2
Radio Sport	1.9	1.8	0.1	15	0.7	0.9	-0.2	0.3	0.3	0.0	0.4	0.6	-0.2	1.1	0.9	0.2	2.8	2.3	0.5	3.8	3.6	0.2	0.8	1.0	-0.2
Rhema	0.9	0.8	0.1	17	0.7	0.9	-0.2	*	0.1	*	1.6	2.1	-0.5	1.8	1.5	0.3	1.1	0.4	0.7	0.1	0.3	-0.2	2.3	0.9	1.4
Rock	9.4	8.8	0.6	3	18.3	15.7	2.6	10.1	13.3	-3.2	14.3	15.9	-1.6	13.6	13.0	0.6	8.4	5.5	2.9	3.5	1.9	1.6	7.9	7.3	0.6
Te Arawa FM	1.2	1.1	0.1	16	0.4	0.7	-0.3	1.0	0.2	0.8	0.9	0.3	0.6	1.2	0.9	0.3	2.4	2.6	-0.2	1.6	1.8	-0.2	1.0	1.0	0.0
The Heat	3.3	3.9	-0.6	14	3.2	5.4	-2.2	4.3	5.1	-0.8	7.0	7.6	-0.6	6.3	7.1	-0.8	2.2	3.1	-0.9	0.1	0.1	0.0	3.7	3.7	0.0
The Hits	5.6	6.0	-0.4	8	3.2	3.4	-0.2	4.3	6.6	-2.3	6.1	7.9	-1.8	7.4	7.9	-0.5	8.3	7.9	0.4	4.3	4.7	-0.4	8.9	8.5	0.4
The Sound	10.0	10.2	-0.2	2	1.1	0.9	0.2	8.0	5.8	2.2	8.7	10.2	-1.5	9.3	12.0	-2.7	20.7	20.5	0.2	18.3	15.6	2.7	7.9	8.0	-0.1
ZM	3.5	3.5	0.0	13	5.9	3.4	2.5	5.0	6.9	-1.9	5.3	5.2	0.1	4.5	5.1	-0.6	1.5	2.7	-1.2	1.5	1.1	0.4	2.2	4.8	-2.6
Others	4.0	4.1	-0.1		9.3	12.4	-3.1	3.8	3.1	0.7	5.4	5.5	-0.1	4.7	4.4	0.3	2.3	2.1	0.2	2.0	2.2	-0.2	4.1	5.0	-0.9
Mediaworks Combo	53.2	54.1	-0.9		49.2	44.2	5.0	54.5	52.5	2.0	52.6	54.1	-1.5	54.5	58.6	-4.1	62.5	64.9	-2.4	56.9	54.6	2.3	57.2	53.1	4.1
NZME Combo	38.8	37.5	1.3		39.7	40.8	-1.1	37.9	40.3	-2.4	34.5	33.0	1.5	33.4	29.6	3.8	30.7	27.7	3.0	39.8	41.5	-1.7	33.6	38.2	-4.6
Potential (000)	53.9	53.9	0.0		7.6	7.4	0.2	13.7	13.9	-0.2	15.6	15.6	0.0	23.5	23.5	0.0	15.4	15.4	0.0	13.0	13.0	0.0	10.6	10.3	0.3
Sample	814	861	-47		107	101	6	156	187	-31	189	206	-17	301	322	-21	222	242	-20	252	274	-22	152	159	-7

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 or Newstalk ZB or Radio Hauraki (until S2 2018) or Radio Sport or The Hits or ZM or Mix (from S3 2018) internet only listening to Hokonui or Mix (until S2 2018) or Radio Hauraki (from S3 2018)



ROTORUA 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)	53.9	53.9	0.0
Sample Size	814	861	-47

	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	8.7	7.2	1.5	3	7.9	6.4	1.5		6.3	5.0	1.3		11.5	10.2	1.3		14.5	15.2	-0.7		11.2	13.2	-2.0		10.2	8.0	2.2	
Coast	9.6	8.7	0.9	2	12.1	12.6	-0.5		12.9	14.2	-1.3		9.6	9.5	0.1		5.2	6.6	-1.4		7.2	4.0	3.2		9.8	11.4	-1.6	
Edge	6.0	6.4	-0.4	8	3.4	3.9	-0.5		4.4	4.9	-0.5		5.8	5.3	0.5		4.9	2.9	2.0		1.8	1.6	0.2		5.0	4.2	0.8	
Flava	8.6	8.4	0.2	4	7.6	7.1	0.5		8.8	7.5	1.3		12.3	10.7	1.6		7.9	7.2	0.7		8.2	6.8	1.4		8.9	8.8	0.1	
Life FM	0.7	0.5	0.2	19	0.3	0.2	0.1		0.3	*	*		0.8	0.9	-0.1		0.9	0.9	0.0		0.6	*	*		0.4	0.3	0.1	
Magic	6.3	8.3	-2.0	7	8.4	10.6	-2.2		8.3	10.7	-2.4		5.6	6.6	-1.0		3.6	6.2	-2.6		1.3	1.6	-0.3		10.2	11.4	-1.2	
Mai FM	2.8	2.7	0.1	15	3.1	3.6	-0.5		2.7	2.5	0.2		4.5	4.3	0.2		9.2	8.0	1.2		2.7	2.3	0.4		3.8	3.6	0.2	
Mix	0.8	n.a.	*	18	0.9	n.a.	*		0.9	n.a.	*		0.8	n.a.	*		*	n.a.	*		*	n.a.	*		0.9	n.a.	*	
More FM	5.7	5.3	0.4	10	4.1	6.1	-2.0		4.8	6.1	-1.3		5.7	5.9	-0.2		2.7	2.8	-0.1		1.9	2.7	-0.8		4.0	4.6	-0.6	
Newstalk ZB	7.4	6.5	0.9	6	4.5	3.6	0.9		3.5	2.8	0.7		2.7	2.2	0.5		10.5	10.7	-0.2		14.1	14.6	-0.5		6.9	6.3	0.6	
RadioLIVE	6.0	7.2	-1.2	8	3.4	3.6	-0.2		2.0	2.0	0.0		2.2	2.5	-0.3		8.4	9.0	-0.6		9.5	10.1	-0.6		3.5	3.8	-0.3	
Radio Sport	3.1	2.7	0.4	13	1.3	1.5	-0.2		1.1	1.2	-0.1		1.6	1.4	0.2		1.3	1.1	0.2		1.6	0.6	1.0		2.5	2.4	0.1	
Rhema	1.3	1.4	-0.1	16	0.7	0.8	-0.1		0.6	0.5	0.1		1.0	0.7	0.3		1.1	*	*		0.6	0.3	0.3		0.9	1.1	-0.2	
Rock	7.9	6.9	1.0	5	11.9	10.5	1.4		13.4	11.9	1.5		9.3	8.8	0.5		5.8	6.9	-1.1		5.9	7.6	-1.7		7.4	7.2	0.2	
Te Arawa FM	1.1	1.4	-0.3	17	0.5	0.4	0.1		1.4	1.2	0.2		1.2	1.5	-0.3		0.8	0.8	0.0		3.6	2.7	0.9		1.2	1.0	0.2	
The Heat	3.0	4.0	-1.0	14	4.7	5.6	-0.9		3.2	3.9	-0.7		1.4	1.9	-0.5		1.4	1.4	0.0		15.5	17.0	-1.5		1.5	1.5	0.0	
The Hits	4.0	5.7	-1.7	12	6.2	5.2	1.0		6.9	6.9	0.0		6.3	8.3	-2.0		5.0	4.3	0.7		6.9	6.8	0.1		5.0	5.4	-0.4	
The Sound	10.0	9.3	0.7	1	12.1	11.8	0.3		11.2	12.6	-1.4		9.7	10.9	-1.2		5.3	4.2	1.1		4.7	5.1	-0.4		10.1	10.4	-0.3	
ZM	4.2	4.4	-0.2	11	3.8	3.1	0.7		4.2	2.9	1.3		3.3	3.6	-0.3		1.1	1.4	-0.3		0.8	2.0	-1.2		3.5	4.2	-0.7	
Others	2.7	3.0	-0.3		3.1	3.4	-0.3		3.3	3.2	0.1		4.8	5.0	-0.2		10.2	10.3	-0.1		1.9	0.9	1.0		4.2	4.3	-0.1	
Mediaworks Combo	53.5	53.2	0.3		54.3	56.5	-2.2		53.0	55.7	-2.7		54.2	54.5	-0.3		54.4	55.4	-1.0		38.9	44.2	-5.3		54.3	53.2	1.1	
NZME Combo	39.9	39.0	0.9		37.8	34.5	3.3		39.9	36.9	3.0		39.3	37.7	1.6		34.0	34.5	-0.5		39.6	35.6	4.0		38.9	40.3	-1.4	

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NZME Combo: Coast or Flava or Newstalk ZB or Radio Hauraki (until S2 2018) or Radio Sport or The Hits or ZM or Mix (from S3 2018) internet only listening to Hokonui or Mix (until S2 2018) or Radio Hauraki (from S3 2018)



ROTORUA 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	6.9	5.7	1.2	4	0.7	0.6	0.1	1.4	0.8	0.6	1.7	1.2	0.5	3.0	2.5	0.5	2.9	2.5	0.4	2.3	1.8	0.5	1.7	1.4	0.3
Coast	7.4	7.2	0.2	3	0.2	0.4	-0.2	0.6	0.6	0.0	0.8	0.9	-0.1	2.2	2.3	-0.1	3.6	3.1	0.5	3.9	3.6	0.3	0.8	0.9	-0.1
Edge	7.5	7.0	0.5	2	1.6	1.4	0.2	3.1	3.1	0.0	2.4	2.4	0.0	3.8	3.5	0.3	1.9	1.6	0.3	0.7	0.7	0.0	1.8	1.8	0.0
Flava	9.3	8.4	0.9	1	2.0	1.8	0.2	4.7	4.3	0.4	4.0	3.7	0.3	5.0	4.2	0.8	1.3	0.8	0.5	0.4	0.5	-0.1	2.3	2.3	0.0
Life FM	1.1	0.6	0.5	17	0.2	0.2	0.0	0.4	0.3	0.1	0.5	0.3	0.2	0.8	0.3	0.5	0.2	*	*	*	*	*	*	*	*
Magic	4.1	4.5	-0.4	9	0.1	0.1	0.0	0.1	0.1	0.0	0.4	0.4	0.0	0.9	1.1	-0.2	1.4	1.6	-0.2	2.4	2.5	-0.1	0.4	0.5	-0.1
Mai FM	4.1	3.5	0.6	9	1.0	0.3	0.7	2.3	2.5	-0.2	2.2	2.2	0.0	2.5	2.5	0.0	0.3	0.3	0.0	*	*	*	1.0	0.9	0.1
Mix	0.3	n.a.	*	19	*	n.a.	*	*	n.a.	*	0.1	n.a.	*	0.2	n.a.	*	0.2	n.a.	*	0.1	n.a.	*	0.1	n.a.	*
More FM	5.0	3.5	1.5	7	0.8	0.6	0.2	1.4	1.0	0.4	1.7	1.1	0.6	2.6	1.6	1.0	1.7	1.2	0.5	0.9	0.8	0.1	1.6	1.0	0.6
Newstalk ZB	2.9	2.5	0.4	14	*	*	*	0.2	0.3	-0.1	0.3	0.3	0.0	0.8	0.6	0.2	0.7	0.6	0.1	1.1	0.9	0.2	0.2	0.2	0.0
RadioLIVE	3.0	3.2	-0.2	13	0.3	0.2	0.1	0.2	0.2	0.0	0.4	0.6	-0.2	0.7	1.0	-0.3	0.9	1.0	-0.1	1.3	1.2	0.1	0.6	0.7	-0.1
Radio Sport	2.1	2.0	0.1	16	0.1	0.1	0.0	0.2	0.1	0.1	0.3	0.4	-0.1	0.6	0.7	-0.1	0.8	0.6	0.2	1.0	0.9	0.1	0.2	0.3	-0.1
Rhema	1.0	1.0	0.0	18	0.1	0.1	0.0	*	0.1	*	0.5	0.6	-0.1	0.7	0.7	0.0	0.3	0.3	0.0	0.1	0.2	-0.1	0.4	0.3	0.1
Rock	6.1	5.7	0.4	6	0.9	0.7	0.2	2.0	2.3	-0.3	3.0	2.9	0.1	4.0	3.6	0.4	1.5	1.1	0.4	0.6	0.5	0.1	1.1	1.0	0.1
Te Arawa FM	2.3	2.0	0.3	15	0.2	0.1	0.1	0.4	0.1	0.3	0.6	0.2	0.4	1.5	1.0	0.5	1.3	1.3	0.0	0.5	0.6	-0.1	0.5	0.4	0.1
The Heat	3.1	3.8	-0.7	12	0.3	0.5	-0.2	1.4	1.9	-0.5	2.0	2.2	-0.2	2.4	2.6	-0.2	0.5	0.5	0.0	0.2	0.2	0.0	0.8	0.8	0.0
The Hits	4.8	4.3	0.5	8	0.5	0.3	0.2	1.3	1.6	-0.3	1.5	1.5	0.0	2.4	2.0	0.4	1.7	1.4	0.3	1.3	1.2	0.1	1.5	1.2	0.3
The Sound	6.5	5.9	0.6	5	0.3	0.3	0.0	1.0	0.9	0.1	1.8	1.8	0.0	3.7	3.5	0.2	3.8	3.1	0.7	2.3	2.0	0.3	1.4	1.1	0.3
ZM	3.4	3.1	0.3	11	1.0	0.7	0.3	1.1	1.4	-0.3	1.2	1.2	0.0	1.6	1.5	0.1	0.6	0.5	0.1	0.3	0.2	0.1	0.7	0.7	0.0
Others	4.0	3.9	0.1		0.6	0.5	0.1	1.0	0.9	0.1	1.7	1.6	0.1	2.5	2.2	0.3	1.2	1.0	0.2	0.6	0.7	-0.1	0.6	0.8	-0.2
Mediaworks Combo	30.0	27.5	2.5		3.8	2.8	1.0	7.3	7.2	0.1	8.8	8.5	0.3	14.0	13.2	0.8	10.2	8.9	1.3	8.1	7.2	0.9	6.4	5.6	0.8
NZME Combo	25.2	23.3	1.9		3.3	2.9	0.4	6.2	6.0	0.2	7.1	6.8	0.3	11.2	10.1	1.1	7.3	6.4	0.9	6.4	6.1	0.3	4.8	5.0	-0.2
All Commercial Radio	41.4	39.1	2.3		5.2	4.6	0.6	9.9	9.5	0.4	12.4	12.2	0.2	19.5	18.7	0.8	13.1	12.0	1.1	10.5	9.8	0.7	8.5	8.1	0.4
Potential (000)	53.9	53.9	0.0		7.6	7.4	0.2	13.7	13.9	-0.2	15.6	15.6	0.0	23.5	23.5	0.0	15.4	15.4	0.0	13.0	13.0	0.0	10.6	10.3	0.3
Sample	814	861	-47		107	101	6	156	187	-31	189	206	-17	301	322	-21	222	242	-20	252	274	-22	152	159	-7

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 or Newstalk ZB or Radio Hauraki (until S2 2018) or Radio Sport or The Hits or ZM or Mix (from S3 2018) internet only listening to Hokonui or Mix (until S2 2018) or Radio Hauraki (from S3 2018)



ROTORUA 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)	53.9	53.9	0.0
Sample Size	814	861	-47

	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	4.1	3.2	0.9	3	2.9	2.4	0.5	3.6	2.7	0.9	4.1	3.0	1.1	1.7	1.3	0.4	0.9	0.8	0.1	4.9	4.0	0.9
Coast	4.3	3.6	0.7	2	3.6	3.3	0.3	5.0	4.4	0.6	3.9	3.4	0.5	1.1	1.1	0.0	0.6	0.5	0.1	4.0	4.0	0.0
Edge	3.6	3.5	0.1	5	2.3	2.7	-0.4	3.4	3.6	-0.2	3.4	2.9	0.5	1.9	1.3	0.6	0.6	0.5	0.1	3.9	3.7	0.2
Flava	5.0	4.8	0.2	1	3.6	3.5	0.1	4.1	4.0	0.1	4.4	3.7	0.7	2.1	1.7	0.4	1.4	0.7	0.7	6.0	5.3	0.7
Life FM	0.6	0.4	0.2	17	0.3	0.1	0.2	0.4	0.1	0.3	0.6	0.4	0.2	0.4	0.4	0.0	0.2	*	*	0.5	0.2	0.3
Magic	2.5	2.6	-0.1	8	2.5	2.6	-0.1	2.4	2.7	-0.3	2.1	2.3	-0.2	1.0	1.2	-0.2	0.4	0.5	-0.1	3.0	3.3	-0.3
Mai FM	1.4	1.2	0.2	13	1.6	1.4	0.2	2.2	2.2	0.0	2.0	1.5	0.5	1.2	0.8	0.4	0.4	0.3	0.1	2.3	1.9	0.4
Mix	0.3	n.a.	*	19	0.2	n.a.	*	0.3	n.a.	*	0.3	n.a.	*	*	n.a.	*	*	n.a.	*	0.2	n.a.	*
More FM	2.6	1.7	0.9	7	1.7	1.4	0.3	2.5	2.0	0.5	2.1	1.6	0.5	0.8	0.6	0.2	0.5	0.4	0.1	3.1	2.0	1.1
Newstalk ZB	2.1	1.8	0.3	10	1.5	1.2	0.3	1.2	0.8	0.4	1.1	0.7	0.4	1.4	1.3	0.1	1.3	1.1	0.2	2.1	1.8	0.3
RadioLIVE	2.0	2.1	-0.1	12	1.5	1.6	-0.1	1.3	1.4	-0.1	0.8	0.9	-0.1	1.2	1.3	-0.1	0.7	0.8	-0.1	2.1	2.2	-0.1
Radio Sport	1.3	1.0	0.3	14	0.8	0.8	0.0	0.8	0.7	0.1	0.9	0.8	0.1	0.5	0.4	0.1	0.2	*	*	1.7	1.7	0.0
Rhema	0.6	0.7	-0.1	17	0.1	0.2	-0.1	0.5	0.4	0.1	0.3	0.3	0.0	0.1	*	*	0.2	0.1	0.1	0.7	0.8	-0.1
Rock	3.5	2.9	0.6	6	3.1	3.0	0.1	3.7	3.3	0.4	3.2	3.0	0.2	1.2	1.3	-0.1	0.8	0.7	0.1	3.6	3.3	0.3
Te Arawa FM	1.2	1.2	0.0	16	0.4	0.4	0.0	1.0	0.7	0.3	0.7	0.7	0.0	0.7	0.5	0.2	0.7	0.4	0.3	1.1	0.9	0.2
The Heat	1.3	2.0	-0.7	14	1.9	2.1	-0.2	1.7	2.4	-0.7	1.0	1.6	-0.6	0.4	0.4	0.0	0.8	0.9	-0.1	1.3	1.4	-0.1
The Hits	2.2	2.3	-0.1	9	2.3	1.8	0.5	2.5	2.2	0.3	2.8	2.4	0.4	1.1	0.9	0.2	0.6	0.7	-0.1	2.9	3.0	-0.1
The Sound	3.8	3.6	0.2	4	3.2	2.9	0.3	3.6	3.3	0.3	3.3	3.0	0.3	1.0	0.8	0.2	0.6	0.6	0.0	4.2	4.0	0.2
ZM	2.1	1.9	0.2	10	1.6	1.6	0.0	2.0	1.6	0.4	1.5	1.5	0.0	0.5	0.5	0.0	0.3	0.2	0.1	2.5	2.3	0.2
Others	1.0	0.9	0.1		1.1	1.3	-0.2	1.5	1.2	0.3	1.6	1.7	-0.1	1.1	1.0	0.1	0.6	0.3	0.3	2.7	2.5	0.2
Mediaworks Combo	18.9	16.9	2.0		15.5	15.0	0.5	18.2	17.1	1.1	17.4	15.8	1.6	9.1	8.1	1.0	4.3	4.0	0.3	22.2	20.3	1.9
NZME Combo	15.5	14.1	1.4		12.5	11.2	1.3	14.7	12.9	1.8	14.0	12.4	1.6	6.6	6.0	0.6	4.3	3.5	0.8	17.4	16.6	0.8
All Commercial Radio	30.8	28.7	2.1		25.2	24.2	1.0	29.8	27.9	1.9	28.2	26.4	1.8	15.0	14.0	1.0	8.6	7.6	1.0	33.7	31.7	2.0

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 or Newstalk ZB or Radio Hauraki (until S2 2018) or Radio Sport or The Hits or ZM or Mix (from S3 2018) Internet only listening to Hokonui or Mix (until S2 2018) or Radio Hauraki (from S3 2018)



ROTORUA 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	11:00	10:37	0:22	6:36	8:33	-1:56	9:02	6:17	2:45	7:07	5:48	1:19	10:17	10:23	-0:06	14:18	13:37	0:41	12:58	12:38	0:20	8:02	7:46	0:15
Coast	11:25	11:12	0:13	1:44	2:02	-0:17	12:58	9:38	3:19	13:19	9:43	3:36	8:00	6:05	1:55	8:17	7:41	0:36	13:32	14:21	-0:49	5:38	7:43	-2:04
Edge	5:12	4:53	0:19	4:23	3:37	0:45	5:38	5:54	-0:16	6:42	6:27	0:14	6:10	5:38	0:32	4:19	3:25	0:54	2:58	3:08	-0:09	6:13	5:20	0:52
Flava	7:53	7:22	0:31	8:45	7:33	1:12	8:10	7:43	0:26	8:17	6:55	1:21	7:34	6:37	0:56	4:30	4:28	0:01	3:19	3:58	-0:39	6:30	6:36	-0:06
Life FM	3:57	4:28	-0:31	7:00	5:37	1:22	2:38	2:35	0:02	4:28	5:00	-0:32	3:34	4:44	-1:09	1:39	0:45	0:54	*	*	*	2:15	0:45	1:30
Magic	14:47	15:17	-0:29	9:45	9:45	0:00	2:00	1:43	0:16	13:00	12:38	0:21	12:05	10:32	1:33	13:34	15:01	-1:26	16:09	17:39	-1:30	14:24	13:30	0:53
Mai FM	7:25	7:41	-0:15	4:26	4:24	0:01	7:19	7:06	0:13	9:57	9:11	0:45	9:27	8:56	0:31	6:15	6:46	-0:31	*	*	*	3:24	3:20	0:04
Mix	21:58	n.a.	*	*	n.a.	*	*	n.a.	*	39:14	n.a.	*	24:41	n.a.	*	11:56	n.a.	*	10:15	n.a.	*	20:00	n.a.	*
More FM	7:20	11:07	-3:47	5:05	4:04	1:01	10:52	11:16	-0:23	9:26	10:31	-1:04	8:13	16:15	-8:02	5:00	15:00	-9:59	5:23	6:03	-0:40	8:39	10:14	-1:34
Newstalk ZB	16:48	16:39	0:08	*	*	*	1:36	3:08	-1:31	5:27	3:17	2:09	5:55	4:11	1:44	8:28	7:58	0:30	18:00	20:09	-2:09	22:34	17:48	4:46
RadioLIVE	11:12	10:49	0:23	2:02	2:25	-0:22	9:58	7:44	2:13	6:53	5:28	1:25	8:18	6:54	1:24	8:58	8:19	0:39	9:00	8:48	0:12	9:07	7:36	1:30
Radio Sport	7:26	6:35	0:50	3:30	3:30	0:00	3:02	3:23	-0:20	3:55	3:01	0:54	6:27	4:20	2:06	9:36	8:45	0:50	9:51	9:01	0:49	5:30	3:44	1:45
Rhema	7:31	6:00	1:31	3:30	3:30	0:00	*	2:54	*	7:35	7:50	-0:15	9:38	7:03	2:35	9:23	3:11	6:11	1:20	3:54	-2:34	7:12	3:27	3:45
Rock	12:48	11:39	1:08	14:54	12:56	1:58	8:59	9:12	-0:12	11:55	12:08	-0:12	12:29	12:03	0:26	14:29	11:33	2:56	13:56	8:59	4:57	8:58	8:44	0:13
Te Arawa FM	4:12	4:18	-0:05	1:28	2:30	-1:01	4:03	4:12	-0:08	3:16	3:15	0:00	2:52	2:49	0:02	4:47	4:49	-0:01	8:37	6:35	2:01	2:40	3:15	-0:34
The Heat	8:41	7:39	1:02	9:10	5:49	3:20	5:17	4:25	0:52	8:35	7:30	1:05	9:47	9:15	0:31	11:53	15:07	-3:13	1:12	1:08	0:03	5:46	5:20	0:25
The Hits	9:33	10:35	-1:02	4:24	5:47	-1:22	6:06	6:46	-0:39	9:49	11:53	-2:04	11:28	13:07	-1:39	12:38	12:52	-0:14	8:38	9:12	-0:34	7:27	8:20	-0:53
The Sound	12:41	13:06	-0:24	2:32	1:30	1:01	13:46	10:54	2:52	12:13	12:26	-0:12	9:10	11:41	-2:31	14:12	15:32	-1:19	20:07	17:49	2:17	6:58	8:34	-1:35
ZM	8:19	8:24	-0:04	4:24	2:41	1:43	7:58	7:53	0:04	10:46	9:55	0:50	10:01	11:20	-1:19	6:49	12:07	-5:18	12:08	11:25	0:42	4:18	8:18	-3:59
Others	8:03	7:54	0:08	10:50	12:36	-1:46	6:35	5:11	1:24	8:06	7:34	0:31	6:53	6:40	0:13	5:01	4:53	0:07	8:17	7:29	0:47	8:36	7:59	0:36
Mediaworks Combo	14:32	14:48	-0:16	9:15	8:31	0:43	13:11	11:42	1:29	14:55	14:07	0:47	14:22	14:56	-0:33	15:59	17:04	-1:04	17:41	17:16	0:24	11:24	11:25	-0:01
NZME Combo	12:40	12:08	0:32	8:42	7:44	0:57	10:51	10:48	0:03	12:03	10:47	1:15	11:00	9:50	1:10	10:52	10:10	0:42	15:37	15:39	-0:02	8:58	9:16	-0:17
All Commercial Radio	19:49	19:13	0:36	13:35	11:56	1:38	17:55	16:55	0:59	19:59	18:11	1:47	18:51	18:01	0:50	19:51	19:28	0:22	23:48	23:14	0:33	15:04	14:57	0:07
Potential (000)	53.9	53.9	0.0	7.6	7.4	0.2	13.7	13.9	-0.2	15.6	15.6	0.0	23.5	23.5	0.0	15.4	15.4	0.0	13.0	13.0	0.0	10.6	10.3	0.3
Sample	814	861	-47	107	101	6	156	187	-31	189	206	-17	301	322	-21	222	242	-20	252	274	-22	152	159	-7

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 or Newstalk ZB or Radio Hauraki (until S2 2018) or Radio Sport or The Hits or ZM or Mix (from S3 2018) internet only listening to Hokonui or Mix (until S2 2018) or Radio Hauraki (from S3 2018)



ROTORUA 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)	53.9	53.9	0.0
Sample Size	814	861	-47

	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	3:09	2:57	0:12	3:39	3:16	0:22	2:48	2:38	0:09	2:34	2:39	-0:05	5:04	6:24	-1:19	4:59	5:56	-0:57	3:56	3:39	0:16
Coast	3:18	3:09	0:08	4:30	4:45	-0:15	4:12	4:38	-0:25	2:14	2:11	0:03	2:47	3:16	-0:28	4:57	2:46	2:10	4:37	5:08	-0:30
Edge	2:28	2:24	0:03	1:58	1:47	0:10	2:05	1:55	0:10	1:33	1:25	0:07	1:31	1:16	0:15	1:08	1:17	-0:08	2:27	2:06	0:21
Flava	2:34	2:19	0:14	2:52	2:31	0:21	3:27	2:41	0:46	2:32	2:16	0:15	2:09	2:20	-0:11	2:17	3:22	-1:04	2:47	3:01	-0:13
Life FM	1:44	1:42	0:01	1:22	1:53	-0:30	0:59	0:24	0:34	1:17	1:36	-0:19	1:19	1:17	0:01	1:25	*	*	1:35	3:07	-1:31
Magic	3:46	4:13	-0:27	4:32	5:02	-0:29	5:30	5:38	-0:07	2:26	2:14	0:12	2:05	2:53	-0:47	1:09	1:09	-0:00	6:32	6:19	0:12
Mai FM	2:57	2:52	0:04	2:42	3:14	-0:32	1:58	1:39	0:19	2:02	2:14	-0:12	4:27	5:41	-1:14	2:46	3:00	-0:14	3:12	3:23	-0:11
Mix	4:10	n.a.	*	5:57	n.a.	*	6:08	n.a.	*	2:43	n.a.	*	*	n.a.	*	*	n.a.	*	8:57	n.a.	*
More FM	3:13	4:07	-0:54	3:12	5:29	-2:17	3:03	4:26	-1:23	2:30	3:00	-0:30	1:53	2:25	-0:32	1:28	2:25	-0:56	2:26	4:07	-1:41
Newstalk ZB	5:15	4:51	0:24	4:02	3:54	0:08	4:37	5:04	-0:26	2:16	2:23	-0:07	4:27	4:35	-0:08	4:16	4:39	-0:22	6:19	6:28	-0:09
RadioLIVE	4:29	4:29	-0:00	2:58	2:48	0:10	2:25	2:06	0:18	2:27	2:10	0:16	4:03	3:54	0:09	4:59	4:35	0:23	3:10	3:09	0:00
Radio Sport	3:29	3:34	-0:05	2:10	2:23	-0:12	2:10	2:11	-0:01	1:32	1:25	0:06	1:36	1:21	0:15	2:32	5:00	-2:27	2:47	2:30	0:16
Rhema	3:30	2:47	0:43	6:21	4:49	1:31	2:01	1:53	0:07	3:01	1:55	1:05	5:45	*	*	1:07	1:15	-0:07	2:27	2:23	0:04
Rock	3:18	3:05	0:12	5:08	4:22	0:45	5:47	5:05	0:41	2:39	2:21	0:17	2:51	3:01	-0:09	3:01	4:03	-1:02	3:57	3:59	-0:02
Te Arawa FM	1:17	1:29	-0:11	1:24	1:22	0:02	2:16	2:31	-0:15	1:33	1:44	-0:10	0:41	0:47	-0:05	2:07	2:38	-0:30	2:00	2:04	-0:03
The Heat	3:25	2:39	0:46	3:26	3:18	0:08	3:00	2:17	0:43	1:19	0:56	0:22	2:06	2:14	-0:08	7:05	6:39	0:26	2:13	2:01	0:11
The Hits	2:41	3:18	-0:37	3:36	3:37	-0:00	4:29	4:26	0:03	2:03	2:45	-0:42	2:43	2:38	0:05	4:07	3:20	0:47	3:11	3:18	-0:06
The Sound	3:49	3:25	0:24	5:01	5:04	-0:02	5:05	5:25	-0:20	2:37	2:50	-0:12	3:09	3:01	0:08	3:07	2:59	0:07	4:31	4:46	-0:14
ZM	2:53	3:08	-0:15	3:05	2:30	0:35	3:21	2:36	0:45	1:57	1:53	0:04	1:19	1:24	-0:05	1:14	3:10	-1:56	2:37	3:21	-0:43
Others	3:58	4:11	-0:12	3:47	3:12	0:35	3:28	3:50	-0:21	2:45	2:23	0:21	5:18	5:30	-0:12	1:15	1:13	0:01	3:00	3:09	-0:08
Mediaworks Combo	4:09	4:09	0:00	4:43	4:42	0:01	4:42	4:38	0:04	2:49	2:43	0:05	3:26	3:44	-0:17	3:31	4:01	-0:30	4:39	4:46	-0:07
NZME Combo	3:46	3:39	0:07	4:06	3:51	0:14	4:24	4:04	0:20	2:32	2:24	0:07	2:59	3:07	-0:08	3:33	3:43	-0:10	4:14	4:24	-0:10
All Commercial Radio	4:46	4:36	0:10	5:21	5:10	0:11	5:27	5:06	0:20	3:12	2:59	0:12	3:51	3:54	-0:03	4:30	4:48	-0:18	5:37	5:45	-0:07

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 or Newstalk ZB or Radio Hauraki (until S2 2018) or Radio Sport or The Hits or ZM or Mix (from S3 2018) Internet only listening to Hokonui or Mix (until S2 2018) or Radio Hauraki (from S3 2018)