



ROTORUA 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 Jun 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	8.3	-1.7	7	3.0	5.4	-2.4	5.8	6.9	-1.1	4.6	5.4	-0.8	4.9	7.3	-2.4	8.7	12.7	-4.0	9.0	10.2	-1.2	5.6	7.5	-1.9
Coast	11.4	11.4	0.0	2	0.1	0.6	-0.5	0.4	0.4	0.0	1.5	0.8	0.7	5.4	5.3	0.1	17.6	14.4	3.2	24.5	23.7	0.8	4.6	4.2	0.4
Edge	8.1	7.1	1.0	5	9.8	9.8	0.0	19.9	19.5	0.4	11.5	10.2	1.3	10.2	9.0	1.2	5.4	4.7	0.7	2.0	1.6	0.4	5.5	6.5	-1.0
Flava	10.4	9.4	1.0	3	28.1	34.7	-6.6	22.1	20.8	1.3	14.8	12.2	2.6	12.0	8.9	3.1	3.2	1.9	1.3	0.2	0.3	-0.1	22.1	16.4	5.7
Life FM	0.6	0.3	0.3	18	1.9	0.8	1.1	0.3	0.6	-0.3	0.5	0.7	-0.2	0.8	0.6	0.2	0.7	0.2	0.5	0.1	*	*	1.6	0.8	0.8
Magic Music & Talk*	7.7	8.5	-0.8	6	0.5	0.1	0.4	0.7	0.7	0.0	1.1	1.4	-0.3	2.5	2.0	0.5	8.0	6.5	1.5	15.2	16.3	-1.1	4.5	5.0	-0.5
Mai FM	2.7	2.1	0.6	12	11.4	10.3	1.1	3.5	2.5	1.0	3.1	2.5	0.6	2.2	1.7	0.5	1.1	0.8	0.3	1.0	0.7	0.3	2.9	2.1	0.8
Mix	2.2	1.8	0.4	13	0.2	0.1	0.1	0.7	0.7	0.0	3.8	3.9	-0.1	3.6	3.3	0.3	2.6	1.7	0.9	1.6	0.9	0.7	4.7	4.4	0.3
More FM	5.1	4.4	0.7	10	4.2	4.6	-0.4	7.1	7.0	0.1	6.1	5.8	0.3	6.4	6.2	0.2	5.4	4.8	0.6	3.3	2.3	1.0	5.8	6.9	-1.1
Newstalk ZB	5.4	5.4	0.0	9	*	*	*	0.2	*	*	1.2	1.1	0.1	1.9	1.6	0.3	2.8	2.5	0.3	9.3	8.1	1.2	1.1	2.5	-1.4
Radio Sport	1.4	1.5	-0.1	14	*	*	*	0.2	0.7	-0.5	0.8	1.1	-0.3	1.5	1.7	-0.2	2.5	1.6	0.9	2.2	1.6	0.6	0.2	0.4	-0.2
Rhema	1.1	0.9	0.2	17	0.5	0.6	-0.1	0.3	0.3	0.0	0.4	0.7	-0.3	1.1	1.2	-0.1	2.4	1.9	0.5	1.4	0.9	0.5	2.7	2.8	-0.1
Rock	12.8	10.7	2.1	1	19.6	11.6	8.0	15.2	10.9	4.3	21.2	18.0	3.2	18.7	17.2	1.5	9.6	10.8	-1.2	4.2	3.8	0.4	10.7	10.2	0.5
Te Arawa FM	1.2	0.9	0.3	16	1.1	0.6	0.5	1.6	1.6	0.0	1.1	1.3	-0.2	0.9	1.0	-0.1	1.0	0.7	0.3	1.5	1.0	0.5	1.5	0.6	0.9
The Heat	1.4	2.1	-0.7	14	4.8	4.7	0.1	0.5	1.2	-0.7	2.0	2.6	-0.6	1.7	3.0	-1.3	0.9	2.3	-1.4	0.4	0.5	-0.1	2.1	2.5	-0.4
The Hits	6.6	6.7	-0.1	7	4.2	5.4	-1.2	6.7	6.9	-0.2	7.1	7.0	0.1	6.8	7.1	-0.3	7.3	9.4	-2.1	7.8	7.3	0.5	11.7	10.3	1.4
The Sound	9.5	11.1	-1.6	4	1.9	1.4	0.5	8.5	10.6	-2.1	9.4	13.1	-3.7	10.5	12.7	-2.2	17.1	18.7	-1.6	14.5	16.4	-1.9	5.1	7.7	-2.6
ZM	4.0	4.0	0.0	11	6.0	6.6	-0.6	4.6	3.9	0.7	7.6	6.9	0.7	6.7	5.9	0.8	2.6	2.4	0.2	0.7	1.6	-0.9	6.5	6.1	0.4
Others	1.8	3.5	-1.7		2.8	2.7	0.1	1.7	4.9	-3.2	2.4	5.2	-2.8	2.2	4.1	-1.9	1.0	2.2	-1.2	1.1	2.7	-1.6	1.2	3.3	-2.1
MediaWorks Combo	52.6	52.3	0.3		50.8	43.6	7.2	61.1	58.6	2.5	57.2	56.8	0.4	55.6	56.4	-0.8	55.3	59.0	-3.7	49.2	51.3	-2.1	40.0	45.8	-5.8
NZME Combo	42.1	41.6	0.5		38.5	47.5	-9.0	34.9	35.4	-0.5	37.5	36.1	1.4	38.9	36.3	2.6	39.3	34.9	4.4	46.6	44.3	2.3	51.4	46.3	5.1
Potential (000)	55.0	55.0	0.0		8.2	8.1	0.1	13.4	13.5	-0.1	15.8	15.8	0.0	23.9	23.9	0.0	15.8	15.8	0.0	13.6	13.6	0.0	11.2	11.0	0.2
Sample	833	891	-58		117	111	6	128	131	-3	200	189	11	322	318	4	240	271	-31	247	306	-59	157	159	-2

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

*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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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)	55.0	55.0	0.0
Sample Size	833	891	-58

	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	7.6	7.6	0.0	7	6.4	6.3	0.1		5.4	5.9	-0.5		5.7	9.8	-4.1		6.5	17.8	-11.3		6.5	10.7	-4.2		7.8	8.7	-0.9	
Coast	10.6	10.0	0.6	2	13.1	13.8	-0.7		10.8	12.6	-1.8		9.9	10.3	-0.4		8.7	5.9	2.8		15.3	9.4	5.9		12.2	12.0	0.2	
Edge	8.3	8.1	0.2	4	8.3	7.1	1.2		8.3	8.2	0.1		9.7	7.7	2.0		8.9	9.3	-0.4		7.5	5.6	1.9		6.3	4.7	1.6	
Flava	10.3	10.2	0.1	3	8.2	7.0	1.2		9.5	8.6	0.9		14.2	12.3	1.9		16.9	10.7	6.2		8.8	8.6	0.2		10.0	9.7	0.3	
Life FM	0.7	0.4	0.3	18	0.4	0.4	0.0		0.5	0.3	0.2		0.8	0.3	0.5		0.2	0.2	0.0		1.1	0.7	0.4		0.6	0.2	0.4	
Magic Music & Talk*	7.1	7.7	-0.6	8	6.7	7.8	-1.1		5.9	6.3	-0.4		6.5	6.9	-0.4		11.4	12.5	-1.1		9.5	12.6	-3.1		10.5	10.6	-0.1	
Mai FM	1.8	1.2	0.6	13	2.1	1.8	0.3		2.8	2.6	0.2		2.3	1.8	0.5		5.5	3.7	1.8		1.2	0.7	0.5		3.6	2.6	1.0	
Mix	1.8	1.4	0.4	13	2.6	2.1	0.5		2.0	1.6	0.4		1.9	1.6	0.3		1.1	0.9	0.2		0.1	0.1	0.0		3.2	2.7	0.5	
More FM	6.0	6.4	-0.4	9	4.7	2.9	1.8		5.6	3.5	2.1		3.7	4.6	-0.9		3.6	3.3	0.3		2.8	3.2	-0.4		5.7	4.9	0.8	
Newstalk ZB	7.8	6.5	1.3	6	4.4	4.7	-0.3		3.4	3.0	0.4		3.8	2.8	1.0		8.8	9.4	-0.6		11.6	15.4	-3.8		5.0	5.7	-0.7	
Radio Sport	1.9	2.3	-0.4	12	1.0	1.1	-0.1		0.8	0.7	0.1		1.2	1.1	0.1		0.8	1.3	-0.5		2.5	1.7	0.8		1.9	2.1	-0.2	
Rhema	1.5	1.4	0.1	16	0.5	0.4	0.1		0.8	0.7	0.1		1.2	0.9	0.3		2.3	1.6	0.7		1.2	0.5	0.7		1.0	0.9	0.1	
Rock	11.9	9.4	2.5	1	13.3	12.1	1.2		13.4	12.9	0.5		14.4	11.3	3.1		13.8	6.2	7.6		10.8	4.6	6.2		11.6	10.8	0.8	
Te Arawa FM	1.7	1.2	0.5	15	1.1	1.0	0.1		0.5	0.4	0.1		0.7	0.5	0.2		0.5	0.3	0.2		2.0	2.2	-0.2		1.7	1.0	0.7	
The Heat	1.1	2.4	-1.3	17	1.4	2.8	-1.4		1.4	2.0	-0.6		2.0	1.6	0.4		0.2	0.5	-0.3		3.1	7.1	-4.0		1.4	1.3	0.1	
The Hits	4.9	5.3	-0.4	11	7.6	7.1	0.5		8.8	8.5	0.3		6.4	7.3	-0.9		2.5	5.0	-2.5		6.2	6.6	-0.4		6.1	6.1	0.0	
The Sound	8.3	10.3	-2.0	4	12.4	14.5	-2.1		12.3	13.2	-0.9		9.1	10.7	-1.6		5.3	6.1	-0.8		4.6	6.7	-2.1		7.4	9.6	-2.2	
ZM	5.0	5.2	-0.2	10	4.1	3.1	1.0		5.2	4.7	0.5		4.2	4.6	-0.4		1.9	2.3	-0.4		3.0	0.7	2.3		2.6	3.5	-0.9	
Others	1.5	2.9	-1.4		1.7	4.1	-2.4		2.6	4.2	-1.6		2.1	4.0	-1.9		1.1	3.0	-1.9		2.0	2.8	-0.8		1.3	3.0	-1.7	
MediaWorks Combo	51.2	50.9	0.3		54.1	52.6	1.5		53.7	52.8	0.9		51.6	53.1	-1.5		55.0	58.9	-3.9		43.0	43.9	-0.9		53.3	52.0	1.3	
NZME Combo	42.8	43.0	-0.2		41.6	40.7	0.9		41.5	41.3	0.2		42.8	42.4	0.4		41.0	35.6	5.4		47.7	43.3	4.4		41.2	42.5	-1.3	

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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	6.5	6.6	-0.1	5	0.6	0.7	-0.1	1.5	1.2	0.3	2.0	1.7	0.3	2.8	3.0	-0.2	2.3	2.9	-0.6	2.1	2.2	-0.1	1.6	1.7	-0.1
Coast	7.2	7.0	0.2	4	0.1	0.3	-0.2	0.2	0.1	0.1	0.5	0.3	0.2	1.8	1.7	0.1	3.4	3.3	0.1	3.9	4.0	-0.1	0.9	0.8	0.1
Edge	8.6	8.1	0.5	1	1.3	1.2	0.1	4.0	3.6	0.4	3.7	3.1	0.6	5.3	4.8	0.5	2.1	2.3	-0.2	0.6	0.7	-0.1	2.3	2.0	0.3
Flava	8.6	8.3	0.3	1	2.5	2.4	0.1	4.0	3.7	0.3	3.1	2.6	0.5	4.2	3.6	0.6	1.2	1.1	0.1	0.2	0.3	-0.1	2.2	1.8	0.4
Life FM	1.2	0.7	0.5	17	0.3	0.1	0.2	0.1	0.2	-0.1	0.3	0.3	0.0	0.7	0.6	0.1	0.5	0.2	0.3	0.2	0.1	0.1	0.6	0.3	0.3
Magic Music & Talk*	5.9	5.9	0.0	8	0.2	0.2	0.0	0.1	0.1	0.0	0.4	0.4	0.0	1.5	1.1	0.4	2.4	2.1	0.3	3.1	3.4	-0.3	0.7	0.7	0.0
Mai FM	4.4	3.5	0.9	10	1.5	1.4	0.1	1.5	1.0	0.5	1.5	1.0	0.5	1.8	1.3	0.5	0.8	0.6	0.2	0.6	0.4	0.2	0.9	0.7	0.2
Mix	1.9	1.2	0.7	15	0.1	*	*	0.2	0.2	0.0	0.8	0.6	0.2	1.3	0.9	0.4	0.7	0.5	0.2	0.5	0.3	0.2	0.5	0.3	0.2
More FM	6.0	5.7	0.3	6	0.7	0.8	-0.1	1.8	1.9	-0.1	2.0	1.9	0.1	3.0	3.0	0.0	1.9	1.8	0.1	1.4	1.0	0.4	1.7	1.8	-0.1
Newstalk ZB	2.8	2.5	0.3	13	*	*	*	0.1	*	*	0.3	0.2	0.1	0.6	0.4	0.2	0.7	0.7	0.0	1.5	1.3	0.2	0.1	0.1	0.0
Radio Sport	1.6	1.9	-0.3	16	*	*	*	0.2	0.4	-0.2	0.3	0.3	0.0	0.8	0.9	-0.1	0.8	0.7	0.1	0.6	0.6	0.0	0.2	0.2	0.0
Rhema	1.0	0.9	0.1	18	0.1	0.1	0.0	0.1	*	*	0.2	0.3	-0.1	0.4	0.5	-0.1	0.4	0.3	0.1	0.3	0.2	0.1	0.4	0.4	0.0
Rock	7.5	6.6	0.9	3	1.1	0.7	0.4	2.1	1.8	0.3	3.9	3.2	0.7	4.8	4.3	0.5	1.5	1.7	-0.2	0.9	0.8	0.1	1.5	1.4	0.1
Te Arawa FM	3.1	2.8	0.3	12	0.4	0.2	0.2	0.9	0.7	0.2	1.0	1.0	0.0	1.3	1.6	-0.3	1.0	1.1	-0.1	0.9	0.7	0.2	0.6	0.4	0.2
The Heat	2.0	2.0	0.0	14	0.7	0.3	0.4	0.5	0.7	-0.2	1.2	1.1	0.1	1.2	1.2	0.0	0.2	0.4	-0.2	0.1	0.2	-0.1	0.7	0.6	0.1
The Hits	5.7	5.6	0.1	9	0.9	1.0	-0.1	1.6	1.2	0.4	2.0	1.6	0.4	2.6	2.3	0.3	1.6	2.0	-0.4	1.5	1.6	-0.1	1.9	1.8	0.1
The Sound	6.0	5.9	0.1	6	0.5	0.1	0.4	0.9	0.7	0.2	1.7	1.6	0.1	3.6	3.6	0.0	3.3	3.7	-0.4	1.7	2.1	-0.4	1.0	1.4	-0.4
ZM	3.9	3.9	0.0	11	0.8	0.8	0.0	0.9	0.9	0.0	2.0	1.7	0.3	2.7	2.5	0.2	0.9	0.9	0.0	0.3	0.3	0.0	1.1	1.0	0.1
Others	3.0	3.9	-0.9		0.4	0.4	0.0	0.8	1.4	-0.6	1.6	1.7	-0.1	1.9	2.3	-0.4	0.5	1.0	-0.5	0.3	0.6	-0.3	0.5	0.8	-0.3
MediaWorks Combo	30.8	30.7	0.1		3.9	3.7	0.2	8.1	7.6	0.5	9.7	8.9	0.8	15.0	14.5	0.5	9.8	10.4	-0.6	7.5	8.0	-0.5	6.6	6.4	0.2
NZME Combo	26.3	25.9	0.4		3.6	3.8	-0.2	6.2	5.9	0.3	7.6	6.7	0.9	11.6	10.9	0.7	7.7	7.8	-0.1	6.9	7.0	-0.1	5.6	5.0	0.6
All Commercial Radio	44.3	43.3	1.0		6.3	5.8	0.5	10.7	10.2	0.5	13.2	12.4	0.8	20.3	19.8	0.5	13.6	13.8	-0.2	11.2	11.2	0.0	9.8	9.0	0.8
Potential (000)	55.0	55.0	0.0		8.2	8.1	0.1	13.4	13.5	-0.1	15.8	15.8	0.0	23.9	23.9	0.0	15.8	15.8	0.0	13.6	13.6	0.0	11.2	11.0	0.2
Sample	833	891	-58		117	111	6	128	131	-3	200	189	11	322	318	4	240	271	-31	247	306	-59	157	159	-2

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Sample Size	833	891	-58

	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	3.9	3.8	0.1	5	2.3	2.3	0.0	2.7	2.7	0.0	2.9	3.4	-0.5	0.9	1.6	-0.7	0.2	0.6	-0.4	4.6	5.0	-0.4
Coast	4.2	4.0	0.2	3	4.2	3.8	0.4	4.0	4.4	-0.4	3.9	3.6	0.3	1.5	1.1	0.4	0.8	0.7	0.1	5.2	4.6	0.6
Edge	4.2	4.4	-0.2	3	3.1	2.6	0.5	4.1	3.9	0.2	5.0	4.1	0.9	2.5	2.8	-0.3	1.0	1.0	0.0	5.0	4.3	0.7
Flava	5.6	5.4	0.2	1	3.8	3.2	0.6	4.6	4.0	0.6	4.5	4.1	0.4	2.6	2.3	0.3	1.5	1.7	-0.2	5.7	5.8	-0.1
Life FM	0.5	0.3	0.2	18	0.5	0.2	0.3	0.6	0.3	0.3	0.5	0.2	0.3	0.2	0.1	0.1	0.2	0.2	0.0	0.8	0.4	0.4
Magic Music & Talk*	3.1	3.4	-0.3	7	2.7	2.9	-0.2	2.8	2.9	-0.1	2.6	2.7	-0.1	1.6	2.0	-0.4	1.0	1.4	-0.4	4.2	4.1	0.1
Mai FM	1.8	1.4	0.4	12	2.0	1.5	0.5	2.1	1.9	0.2	2.0	1.8	0.2	1.2	0.9	0.3	0.4	0.2	0.2	2.4	2.2	0.2
Mix	1.0	0.6	0.4	14	0.9	0.5	0.4	1.0	0.6	0.4	1.0	0.6	0.4	0.2	0.2	0.0	0.2	0.2	0.0	1.2	0.9	0.3
More FM	3.1	3.3	-0.2	7	2.7	2.2	0.5	3.2	2.7	0.5	2.0	2.0	0.0	1.2	1.2	0.0	0.4	0.5	-0.1	3.7	3.5	0.2
Newstalk ZB	2.0	1.7	0.3	11	1.6	1.5	0.1	1.6	1.3	0.3	1.4	0.9	0.5	0.8	0.9	-0.1	0.8	1.1	-0.3	1.8	1.8	0.0
Radio Sport	0.9	1.0	-0.1	15	0.5	0.7	-0.2	0.5	0.5	0.0	0.6	0.7	-0.1	0.1	0.3	-0.2	0.3	0.3	0.0	1.1	1.4	-0.3
Rhema	0.6	0.6	0.0	16	0.4	0.3	0.1	0.7	0.6	0.1	0.5	0.4	0.1	0.3	0.2	0.1	0.2	0.2	0.0	0.5	0.4	0.1
Rock	4.4	3.8	0.6	2	3.9	3.1	0.8	4.7	3.9	0.8	4.9	4.0	0.9	1.8	1.2	0.6	1.1	1.1	0.0	4.9	4.6	0.3
Te Arawa FM	1.6	1.3	0.3	13	0.8	0.6	0.2	0.9	0.6	0.3	0.7	0.6	0.1	0.3	0.1	0.2	0.4	0.6	-0.2	1.6	1.2	0.4
The Heat	0.6	1.1	-0.5	16	0.7	0.9	-0.2	0.9	1.1	-0.2	1.0	0.7	0.3	0.1	0.1	0.0	0.2	0.6	-0.4	1.3	1.2	0.1
The Hits	2.9	2.7	0.2	9	2.5	2.3	0.2	3.7	3.4	0.3	2.7	2.8	-0.1	0.7	0.8	-0.1	0.5	0.6	-0.1	3.3	3.2	0.1
The Sound	3.4	3.7	-0.3	6	3.8	3.4	0.4	4.1	3.9	0.2	3.4	3.5	-0.1	0.9	0.9	0.0	0.6	0.6	0.0	3.4	3.7	-0.3
ZM	2.6	2.7	-0.1	10	1.7	1.4	0.3	2.4	2.4	0.0	1.9	1.9	0.0	0.5	0.8	-0.3	0.3	0.2	0.1	2.5	2.8	-0.3
Others	1.0	1.2	-0.2		1.1	1.5	-0.4	1.7	2.2	-0.5	0.9	1.3	-0.4	0.5	0.6	-0.1	0.5	0.7	-0.2	0.8	1.8	-1.0
MediaWorks Combo	20.2	20.5	-0.3		16.5	15.4	1.1	19.3	18.9	0.4	18.7	18.6	0.1	8.5	9.6	-1.1	4.1	4.8	-0.7	22.6	22.3	0.3
NZME Combo	17.4	16.8	0.6		14.1	12.7	1.4	16.0	15.1	0.9	14.2	13.6	0.6	6.2	6.1	0.1	4.1	4.7	-0.6	18.3	18.5	-0.2
All Commercial Radio	33.4	33.2	0.2		27.8	26.0	1.8	31.5	30.0	1.5	30.0	29.2	0.8	13.4	13.9	-0.5	8.3	9.4	-1.1	35.2	34.8	0.4

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

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



ROTORUA 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 Jun 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	7:55	9:36	-1:41	4:08	5:22	-1:14	6:50	9:30	-2:39	5:49	7:10	-1:21	6:27	8:45	-2:17	9:08	11:36	-2:28	9:32	10:47	-1:15	5:17	5:58	-0:41
Coast	12:15	12:32	-0:17	0:45	1:32	-0:47	3:21	5:13	-1:51	7:37	5:21	2:15	10:56	11:26	-0:30	12:48	11:35	1:13	13:57	13:58	-0:01	7:56	7:13	0:42
Edge	7:16	6:47	0:28	5:45	5:31	0:13	9:00	8:40	0:19	7:42	7:20	0:22	7:05	6:44	0:20	6:24	5:26	0:57	7:59	5:04	2:54	3:44	4:26	-0:42
Flava	9:20	8:46	0:33	8:40	9:38	-0:58	10:07	8:52	1:15	11:48	10:16	1:31	10:38	8:47	1:50	6:46	4:30	2:15	1:53	2:46	-0:53	15:30	12:12	3:18
Life FM	3:44	3:37	0:07	5:10	6:33	-1:22	6:15	5:15	0:59	4:10	4:38	-0:28	4:00	3:31	0:29	3:32	1:57	1:34	0:46	1:00	-0:13	4:03	3:08	0:55
Magic Music & Talk*	10:11	11:08	-0:56	1:46	0:34	1:11	16:45	16:45	0:00	6:36	7:53	-1:17	6:26	6:32	-0:06	8:05	8:08	-0:03	10:55	11:13	-0:17	10:09	10:05	0:04
Mai FM	4:43	4:34	0:09	5:42	5:10	0:32	4:07	3:49	0:17	5:13	5:28	-0:14	4:45	4:50	-0:05	3:25	3:17	0:07	4:04	4:11	-0:06	4:58	3:57	1:00
Mix	9:03	11:13	-2:09	1:45	1:30	0:15	5:09	4:28	0:40	11:17	14:43	-3:26	10:29	13:41	-3:12	8:39	9:17	-0:37	7:17	6:09	1:07	15:18	23:14	-7:56
More FM	6:32	5:54	0:37	4:15	3:43	0:32	7:01	5:56	1:05	7:43	6:45	0:58	7:55	7:26	0:28	6:57	7:06	-0:09	5:09	5:09	0:00	5:09	5:20	-0:11
Newstalk ZB	14:42	16:56	-2:13	*	*	*	2:30	*	*	9:36	11:25	-1:48	11:43	12:29	-0:45	9:25	9:19	0:05	14:03	14:21	-0:17	16:30	30:22	-13:51
Radio Sport	6:54	6:04	0:50	*	*	*	1:40	2:41	-1:00	7:35	7:25	0:09	7:14	7:07	0:06	8:11	5:54	2:17	8:31	6:16	2:14	1:58	2:18	-0:19
Rhema	8:18	8:04	0:14	2:55	2:56	-0:00	10:00	10:00	0:00	4:20	4:20	-0:00	10:11	8:27	1:44	14:14	15:05	-0:50	9:13	11:39	-2:25	9:47	9:04	0:43
Rock	13:12	12:33	0:39	13:38	11:58	1:39	13:27	9:20	4:07	13:39	12:33	1:06	14:29	14:06	0:23	15:35	16:35	-1:00	9:56	10:55	-0:59	10:38	9:47	0:50
Te Arawa FM	2:54	2:29	0:25	2:10	1:55	0:15	3:00	3:38	-0:38	2:46	2:50	-0:04	2:36	2:14	0:22	2:36	1:46	0:49	3:31	3:14	0:17	3:56	2:09	1:46
The Heat	5:20	8:10	-2:49	5:08	9:07	-3:58	1:41	2:50	-1:08	4:17	5:29	-1:12	5:01	8:47	-3:45	14:07	16:07	-1:59	12:00	5:25	6:34	4:44	5:38	-0:53
The Hits	8:52	9:12	-0:19	3:31	3:44	-0:13	7:51	8:56	-1:05	8:42	9:34	-0:51	9:39	10:43	-1:04	11:06	12:24	-1:18	11:36	10:35	1:01	9:39	7:57	1:42
The Sound	12:14	14:27	-2:13	3:09	7:33	-4:23	18:04	24:37	-6:32	14:04	18:44	-4:39	10:51	12:45	-1:54	12:56	13:17	-0:20	18:26	17:55	0:31	7:40	7:39	0:00
ZM	7:57	7:47	0:10	5:35	5:56	-0:20	8:58	6:43	2:14	9:17	8:52	0:24	9:07	8:28	0:38	7:18	6:43	0:35	5:43	11:44	-6:01	8:54	8:04	0:50
Others	4:36	6:54	-2:18	4:52	4:31	0:20	3:43	5:32	-1:49	3:49	6:42	-2:53	4:09	6:20	-2:11	4:50	5:44	-0:53	8:35	9:57	-1:21	3:25	5:37	-2:12
MediaWorks Combo	13:10	13:07	0:03	9:59	7:54	2:05	13:42	12:14	1:27	14:41	14:07	0:33	13:48	13:52	-0:03	13:56	15:01	-1:05	14:23	15:07	-0:44	9:18	9:46	-0:27
NZME Combo	12:20	12:23	-0:02	8:05	8:27	-0:22	10:15	9:31	0:44	12:21	11:58	0:22	12:31	11:53	0:37	12:35	11:48	0:46	14:56	14:56	-0:00	14:00	12:31	1:28
All Commercial Radio	17:26	17:48	-0:22	12:06	11:44	0:21	17:03	15:26	1:36	18:53	17:55	0:58	18:20	17:59	0:20	18:09	19:07	-0:58	19:37	21:01	-1:23	15:40	15:08	0:32
Potential (000)	55.0	55.0	0.0	8.2	8.1	0.1	13.4	13.5	-0.1	15.8	15.8	0.0	23.9	23.9	0.0	15.8	15.8	0.0	13.6	13.6	0.0	11.2	11.0	0.2
Sample	833	891	-58	117	111	6	128	131	-3	200	189	11	322	318	4	240	271	-31	247	306	-59	157	159	-2

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

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



ROTORUA 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)	55.0	55.0	0.0
Sample Size	833	891	-58

	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	2:49	2:55	-0:05	3:45	3:35	0:09	3:21	3:31	-0:09	1:44	2:30	-0:45	2:50	4:53	-2:02	7:43	5:25	2:17	2:47	3:00	-0:12
Coast	3:39	3:37	0:02	4:14	4:41	-0:26	4:36	4:33	0:02	2:14	2:26	-0:12	2:16	2:25	-0:08	5:31	4:11	1:20	3:52	4:32	-0:40
Edge	2:53	2:41	0:12	3:39	3:30	0:08	3:29	3:19	0:09	1:44	1:37	0:06	1:22	1:30	-0:07	2:08	1:51	0:16	2:03	1:54	0:09
Flava	2:39	2:44	-0:05	2:55	2:52	0:03	3:33	3:26	0:06	2:48	2:35	0:12	2:32	2:08	0:24	1:41	1:35	0:05	2:53	2:54	-0:00
Life FM	2:01	1:36	0:24	1:17	2:04	-0:46	1:20	1:38	-0:17	1:27	1:10	0:17	0:33	0:48	-0:14	1:27	1:25	0:02	1:10	0:58	0:12
Magic Music & Talk*	3:19	3:16	0:03	3:19	3:28	-0:09	3:41	3:29	0:11	2:10	2:12	-0:01	2:44	2:48	-0:03	2:36	2:57	-0:20	4:06	4:28	-0:21
Mai FM	1:27	1:17	0:10	1:27	1:30	-0:03	2:14	2:08	0:05	1:01	0:51	0:09	1:50	1:47	0:02	0:54	1:15	-0:20	2:23	2:00	0:23
Mix	2:46	3:19	-0:33	4:01	5:13	-1:12	3:40	4:08	-0:27	1:45	2:09	-0:23	2:09	1:58	0:10	0:15	0:15	0:00	4:36	5:03	-0:26
More FM	2:50	2:47	0:03	2:23	1:46	0:37	3:01	2:03	0:58	1:40	2:01	-0:21	1:13	1:11	0:01	1:57	2:01	-0:04	2:32	2:26	0:05
Newstalk ZB	5:37	5:23	0:14	3:36	4:11	-0:35	3:41	3:41	0:00	2:23	2:37	-0:13	4:16	4:40	-0:24	4:03	4:37	-0:33	4:25	5:36	-1:10
Radio Sport	3:02	3:14	-0:12	2:42	1:52	0:49	3:00	2:18	0:41	1:48	1:21	0:27	2:42	1:56	0:46	2:30	2:10	0:20	2:49	2:33	0:16
Rhema	3:24	3:17	0:07	1:49	1:57	-0:08	2:06	1:58	0:07	2:04	2:03	0:01	2:59	3:36	-0:37	1:28	0:44	0:44	3:12	3:59	-0:46
Rock	3:55	3:35	0:20	4:38	5:04	-0:26	4:52	5:18	-0:26	2:38	2:26	0:12	3:01	2:15	0:46	2:51	1:21	1:29	3:55	4:02	-0:06
Te Arawa FM	1:35	1:19	0:15	1:49	2:07	-0:18	0:56	1:14	-0:17	0:51	0:44	0:07	0:42	0:52	-0:09	1:18	1:17	0:00	1:41	1:30	0:11
The Heat	2:30	2:59	-0:28	2:30	3:56	-1:26	2:43	2:57	-0:13	1:45	1:52	-0:06	1:00	3:00	-2:00	5:16	4:09	1:07	1:41	1:46	-0:05
The Hits	2:28	2:47	-0:18	4:06	3:57	0:08	4:07	3:58	0:08	2:08	2:15	-0:07	1:22	2:57	-1:35	3:35	3:19	0:16	3:00	3:15	-0:14
The Sound	3:31	4:01	-0:29	4:25	5:34	-1:09	5:05	5:23	-0:17	2:23	2:38	-0:14	2:13	2:57	-0:44	2:22	3:48	-1:26	3:33	4:26	-0:53
ZM	2:45	2:47	-0:02	3:19	2:53	0:25	3:43	3:11	0:31	1:59	2:05	-0:05	1:21	1:15	0:06	2:36	1:06	1:30	1:42	2:13	-0:30
Others	2:13	3:23	-1:10	2:04	3:40	-1:36	2:36	3:02	-0:26	2:05	2:33	-0:27	0:55	2:10	-1:15	1:13	1:16	-0:02	2:37	2:52	-0:15
MediaWorks Combo	3:40	3:35	0:05	4:25	4:26	-0:00	4:46	4:27	0:18	2:27	2:28	-0:00	2:32	2:46	-0:13	2:59	2:57	0:01	3:51	4:02	-0:10
NZME Combo	3:34	3:40	-0:06	3:58	4:09	-0:11	4:26	4:20	0:06	2:40	2:42	-0:02	2:35	2:38	-0:02	3:17	2:56	0:20	3:41	3:58	-0:17
All Commercial Radio	4:20	4:21	-0:00	4:51	5:00	-0:09	5:27	5:19	0:08	2:58	2:58	-0:00	2:56	3:15	-0:19	3:24	3:24	0:00	4:38	4:59	-0:20

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

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