



ROTORUA 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	8.0	5.8	2.2	6	4.9	2.8	2.1		2.3	2.0	0.3		3.4	3.5	-0.1		6.9	5.7	1.2		13.7	9.1	4.6		12.1	6.9	5.2		9.7	8.4	1.3	
Coast	8.5	11.5	-3.0	5	0.8	0.6	0.2		1.3	0.2	1.1		4.0	3.0	1.0		4.0	5.7	-1.7		11.9	17.9	-6.0		16.3	24.1	-7.8		6.8	5.8	1.0	
Edge	6.1	7.9	-1.8	9	5.0	9.8	-4.8		11.4	18.6	-7.2		8.7	12.0	-3.3		8.1	9.9	-1.8		6.3	5.2	1.1		2.9	2.9	0.0		8.0	6.4	1.6	
Flava	11.4	11.0	0.4	1	21.4	25.7	-4.3		25.6	24.7	0.9		17.0	16.3	0.7		15.5	13.6	1.9		7.9	4.3	3.6		1.7	0.5	1.2		20.5	22.8	-2.3	
Life FM	1.2	1.1	0.1	18	3.8	3.1	0.7		0.8	0.8	0.0		1.5	1.1	0.4		1.6	1.4	0.2		1.0	1.1	-0.1		0.1	0.1	0.0		2.2	1.8	0.4	
Magic Music & Talk*	9.6	9.3	0.3	4	1.9	1.5	0.4		0.1	0.5	-0.4		0.4	0.7	-0.3		1.7	2.9	-1.2		6.2	8.8	-2.6		22.2	19.5	2.7		2.8	3.9	-1.1	
Mai FM	3.3	2.3	1.0	11	7.6	7.6	0.0		7.5	4.1	3.4		3.2	2.7	0.5		2.2	2.0	0.2		0.8	0.9	-0.1		1.0	1.0	0.0		3.1	2.9	0.2	
Mix	2.2	1.9	0.3	13	0.1	0.3	-0.2		2.0	1.4	0.6		2.9	2.8	0.1		3.2	2.6	0.6		2.3	1.6	0.7		1.1	1.1	0.0		4.9	4.6	0.3	
More FM	6.3	5.5	0.8	8	4.0	4.6	-0.6		5.8	6.7	-0.9		6.1	6.1	0.0		7.7	7.2	0.5		9.4	6.7	2.7		5.3	3.6	1.7		4.2	3.8	0.4	
Newstalk ZB	4.3	4.0	0.3	10	0.1	*	*		0.2	0.2	0.0		0.8	0.6	0.2		2.2	1.5	0.7		4.7	3.1	1.6		8.8	7.9	0.9		2.4	1.4	1.0	
Radio Sport	1.4	1.3	0.1	16	0.3	*	*		0.2	0.1	0.1		0.4	0.8	-0.4		0.5	1.0	-0.5		3.1	2.5	0.6		3.5	2.6	0.9		0.4	0.4	0.0	
Rhema	1.4	1.1	0.3	16	6.0	0.6	5.4		0.7	0.8	-0.1		1.2	1.2	0.0		1.0	1.0	0.0		0.8	1.5	-0.7		0.9	1.6	-0.7		1.1	1.2	-0.1	
Rock	10.2	11.7	-1.5	3	18.0	13.4	4.6		17.2	19.4	-2.2		15.3	19.9	-4.6		13.8	17.0	-3.2		6.5	6.3	0.2		1.7	1.6	0.1		6.6	8.9	-2.3	
Te Arawa FM	1.7	1.6	0.1	15	3.5	3.6	-0.1		2.0	1.8	0.2		2.0	1.6	0.4		1.4	1.2	0.2		1.4	0.9	0.5		1.6	1.5	0.1		3.4	2.1	1.3	
The Heat	2.2	1.8	0.4	13	7.2	8.7	-1.5		3.5	0.6	2.9		3.7	2.4	1.3		2.5	1.9	0.6		*	0.9	*		*	0.4	*		3.2	3.2	0.0	
The Hits	6.4	5.7	0.7	7	3.5	3.2	0.3		6.9	6.2	0.7		7.1	6.2	0.9		6.0	5.2	0.8		6.1	5.7	0.4		7.3	7.8	-0.5		12.1	9.7	2.4	
The Sound	10.5	10.6	-0.1	2	2.4	2.2	0.2		8.0	6.7	1.3		15.3	11.4	3.9		15.3	13.4	1.9		13.1	18.8	-5.7		9.5	12.9	-3.4		2.9	5.8	-2.9	
ZM	3.2	3.7	-0.5	12	1.1	5.0	-3.9		4.2	4.3	-0.1		5.3	5.7	-0.4		5.0	5.3	-0.3		3.7	3.8	-0.1		1.6	1.6	0.0		4.8	6.2	-1.4	
Others	2.1	2.2	-0.1		8.4	7.2	1.2		0.3	1.0	-0.7		1.9	2.0	-0.1		1.5	1.5	0.0		1.2	0.9	0.3		2.4	2.5	-0.1		0.8	0.8	0.0	
MediaWorks Combo	54.3	53.3	1.0		45.3	43.2	2.1		52.3	58.2	-5.9		52.5	56.7	-4.2		55.8	58.3	-2.5		56.5	56.1	0.4		55.1	48.5	6.6		37.6	40.1	-2.5	
NZME Combo	37.8	39.6	-1.8		27.3	35.0	-7.7		40.4	37.1	3.3		38.4	36.2	2.2		37.0	35.5	1.5		39.7	38.9	0.8		40.5	46.1	-5.6		52.2	50.8	1.4	
Potential (000)	55.0	55.0	0.0		8.1	8.1	0.0		13.5	13.5	0.0		15.8	15.8	0.0		23.9	23.9	0.0		15.8	15.8	0.0		13.6	13.6	0.0		10.2	10.4	-0.2	
Sample	808	871	-63		93	108	-15		154	155	-1		205	213	-8		330	339	-9		255	261	-6		242	262	-20		148	154	-6	

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 the following Regional dates in S3 2019: Sep 2 - Nov 10 2018.



ROTORUA 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)	55.0	55.0	0.0
Sample Size	808	871	-63

	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	8.5	6.6	1.9	4	7.7	5.9	1.8	7.2	5.4	1.8	6.9	4.4	2.5	7.2	6.4	0.8	10.6	5.8	4.8	9.5	6.0	3.5
Coast	8.2	9.4	-1.2	5	9.6	13.6	-4.0	8.1	12.1	-4.0	5.8	9.3	-3.5	7.4	9.3	-1.9	13.3	11.3	2.0	9.4	12.8	-3.4
Edge	6.4	8.9	-2.5	8	6.7	8.6	-1.9	4.8	8.4	-3.6	7.9	8.9	-1.0	4.6	6.1	-1.5	1.7	6.3	-4.6	6.6	5.9	0.7
Flava	10.3	10.2	0.1	2	10.5	10.0	0.5	11.4	10.9	0.5	14.0	13.9	0.1	16.4	15.9	0.5	10.2	6.9	3.3	10.3	10.4	-0.1
Life FM	1.1	1.1	0.0	16	1.2	1.1	0.1	1.1	0.9	0.2	1.7	1.6	0.1	1.0	0.9	0.1	0.9	0.8	0.1	1.3	1.2	0.1
Magic Music & Talk*	11.2	9.2	2.0	1	8.8	8.2	0.6	8.3	7.4	0.9	7.3	7.5	-0.2	11.9	13.1	-1.2	13.5	13.7	-0.2	10.6	11.6	-1.0
Mai FM	3.4	1.9	1.5	13	3.5	2.2	1.3	3.2	2.0	1.2	3.8	2.7	1.1	3.4	3.3	0.1	2.7	0.5	2.2	3.0	2.8	0.2
Mix	1.9	1.5	0.4	14	2.6	2.1	0.5	2.4	1.8	0.6	2.1	1.6	0.5	1.2	1.1	0.1	0.3	0.2	0.1	2.5	2.9	-0.4
More FM	5.8	5.2	0.6	9	7.2	5.9	1.3	8.2	7.2	1.0	5.4	4.1	1.3	3.7	2.6	1.1	0.5	1.6	-1.1	5.8	5.5	0.3
Newstalk ZB	8.1	6.8	1.3	6	2.9	2.8	0.1	2.1	1.8	0.3	3.7	3.0	0.7	5.8	7.3	-1.5	7.2	11.8	-4.6	3.8	3.4	0.4
Radio Sport	0.8	1.5	-0.7	18	1.6	1.1	0.5	1.3	0.7	0.6	0.9	0.8	0.1	1.2	1.2	0.0	2.4	2.6	-0.2	2.0	2.1	-0.1
Rhema	1.1	1.3	-0.2	16	0.8	0.8	0.0	0.7	0.9	-0.2	1.0	1.2	-0.2	3.1	1.4	1.7	9.0	2.7	6.3	1.7	1.2	0.5
Rock	10.2	11.3	-1.1	3	9.9	10.2	-0.3	9.8	10.8	-1.0	9.6	12.5	-2.9	12.3	13.8	-1.5	16.3	16.3	0.0	9.8	12.8	-3.0
Te Arawa FM	3.7	3.6	0.1	11	0.7	1.2	-0.5	0.6	0.4	0.2	1.4	1.2	0.2	1.5	1.5	0.0	0.6	0.9	-0.3	2.4	1.7	0.7
The Heat	1.9	1.5	0.4	14	2.4	1.4	1.0	2.7	1.9	0.8	3.3	2.7	0.6	1.7	1.2	0.5	0.3	4.2	-3.9	1.6	1.5	0.1
The Hits	4.9	4.8	0.1	10	7.8	6.7	1.1	9.8	8.3	1.5	6.4	5.3	1.1	1.5	1.6	-0.1	0.4	2.2	-1.8	5.0	4.9	0.1
The Sound	6.9	8.8	-1.9	7	11.8	13.0	-1.2	12.8	12.9	-0.1	11.8	10.6	1.2	12.5	9.2	3.3	4.9	8.6	-3.7	9.4	8.1	1.3
ZM	3.7	4.2	-0.5	11	3.1	3.3	-0.2	3.1	3.6	-0.5	4.6	5.8	-1.2	1.8	2.2	-0.4	3.4	2.6	0.8	2.7	2.9	-0.2
Others	2.1	2.1	0.0		1.3	1.9	-0.6	2.5	2.6	-0.1	2.4	2.8	-0.4	1.5	1.8	-0.3	1.6	1.1	0.5	2.5	2.1	0.4
MediaWorks Combo	52.4	52.2	0.2		55.6	54.0	1.6	54.4	54.2	0.2	52.8	51.1	1.7	56.3	55.3	1.0	50.6	52.8	-2.2	55.6	53.6	2.0
NZME Combo	38.1	38.7	-0.6		38.6	40.3	-1.7	39.0	39.9	-0.9	37.8	40.1	-2.3	35.6	38.8	-3.2	37.3	37.5	-0.2	35.9	39.5	-3.6

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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 the following Regional dates in S3 2019: Sep 2 - Nov 10 2018.



ROTORUA 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	7.7	6.6	1.1	3	1.1	0.7	0.4		1.6	1.5	0.1		2.1	2.2	-0.1		3.7	3.2	0.5		2.8	2.3	0.5		2.1	1.8	0.3		1.9	1.9	0.0	
Coast	6.1	6.7	-0.6	6	0.1	0.1	0.0		0.5	0.2	0.3		1.1	0.7	0.4		1.8	1.5	0.3		2.5	2.8	-0.3		3.0	3.8	-0.8		0.9	0.7	0.2	
Edge	7.9	8.1	-0.2	2	1.2	1.2	0.0		3.2	3.8	-0.6		3.4	3.9	-0.5		4.8	4.8	0.0		2.0	1.7	0.3		0.8	0.8	0.0		2.2	2.3	-0.1	
Flava	9.5	8.2	1.3	1	2.2	2.3	-0.1		4.1	3.7	0.4		4.0	3.5	0.5		5.2	4.4	0.8		1.9	1.0	0.9		0.7	0.2	0.5		2.5	2.4	0.1	
Life FM	1.6	1.4	0.2	18	0.5	0.3	0.2		0.1	0.1	0.0		0.6	0.4	0.2		0.9	0.7	0.2		0.4	0.5	-0.1		0.2	0.3	-0.1		0.6	0.5	0.1	
Magic Music & Talk*	6.2	6.4	-0.2	5	0.8	0.6	0.2		0.1	0.1	0.0		0.4	0.4	0.0		1.1	1.6	-0.5		1.9	2.5	-0.6		3.3	3.2	0.1		0.7	0.6	0.1	
Mai FM	3.6	3.4	0.2	11	0.7	0.9	-0.2		1.9	1.5	0.4		1.6	1.3	0.3		1.6	1.4	0.2		0.3	0.6	-0.3		0.4	0.5	-0.1		1.0	0.8	0.2	
Mix	2.1	1.8	0.3	15	*	0.1	*		0.7	0.3	0.4		0.9	0.9	0.0		1.2	1.2	0.0		0.4	0.5	-0.1		0.5	0.4	0.1		0.5	0.5	0.0	
More FM	5.3	5.5	-0.2	8	0.8	0.9	-0.1		1.5	1.6	-0.1		1.7	1.7	0.0		2.8	2.7	0.1		1.8	1.7	0.1		1.1	1.2	-0.1		1.3	1.2	0.1	
Newstalk ZB	2.5	2.4	0.1	14	*	*	*		0.2	0.2	0.0		0.3	0.3	0.0		0.5	0.5	0.0		1.0	0.9	0.1		1.5	1.3	0.2		0.3	0.2	0.1	
Radio Sport	1.8	1.3	0.5	16	0.2	*	*		0.1	0.1	0.0		0.3	0.3	0.0		0.5	0.6	-0.1		0.8	0.6	0.2		0.9	0.6	0.3		0.2	0.2	0.0	
Rhema	1.7	1.5	0.2	17	0.2	0.2	0.0		0.3	0.3	0.0		0.7	0.6	0.1		1.0	0.8	0.2		0.5	0.5	0.0		0.4	0.4	0.0		0.4	0.3	0.1	
Rock	7.6	7.4	0.2	4	1.2	0.8	0.4		2.3	2.6	-0.3		3.6	4.1	-0.5		4.9	5.0	-0.1		1.8	1.2	0.6		0.9	0.6	0.3		1.4	1.5	-0.1	
Te Arawa FM	3.7	3.6	0.1	10	1.1	1.0	0.1		1.1	1.0	0.1		1.1	1.1	0.0		1.2	1.3	-0.1		0.8	0.8	0.0		0.9	0.8	0.1		0.9	0.6	0.3	
The Heat	2.6	2.1	0.5	13	0.8	0.8	0.0		0.9	0.5	0.4		1.6	1.2	0.4		1.6	1.2	0.4		0.1	0.1	0.0		0.1	0.1	0.0		1.0	0.8	0.2	
The Hits	5.3	5.0	0.3	8	0.7	0.8	-0.1		1.6	1.4	0.2		2.0	1.9	0.1		2.6	2.4	0.2		1.3	1.3	0.0		1.3	1.2	0.1		1.4	1.5	-0.1	
The Sound	5.9	6.1	-0.2	7	0.6	0.6	0.0		0.9	0.9	0.0		1.7	1.7	0.0		3.7	3.7	0.0		3.1	3.3	-0.2		1.4	1.6	-0.2		0.6	0.8	-0.2	
ZM	3.6	3.9	-0.3	11	0.4	0.6	-0.2		1.2	1.2	0.0		1.9	2.2	-0.3		2.4	2.8	-0.4		0.8	1.0	-0.2		0.4	0.4	0.0		1.2	1.3	-0.1	
Others	2.8	3.2	-0.4		0.5	0.6	-0.1		0.2	0.6	-0.4		1.3	1.4	-0.1		1.6	1.7	-0.1		0.6	0.6	0.0		0.6	0.5	0.1		0.4	0.5	-0.1	
MediaWorks Combo	28.7	28.7	0.0		3.7	3.4	0.3		6.9	7.4	-0.5		8.8	9.5	-0.7		14.1	14.6	-0.5		9.6	9.2	0.4		7.2	6.9	0.3		6.1	6.0	0.1	
NZME Combo	25.2	24.7	0.5		3.3	3.1	0.2		7.1	6.2	0.9		8.4	8.1	0.3		11.4	11.2	0.2		6.8	7.0	-0.2		6.5	6.7	-0.2		5.5	5.6	-0.1	
All Commercial Radio	41.5	41.7	-0.2		6.2	5.7	0.5		10.1	9.9	0.2		12.6	13.1	-0.5		19.3	19.5	-0.2		12.9	12.8	0.1		10.3	10.7	-0.4		8.5	9.0	-0.5	
Potential (000)	55.0	55.0	0.0		8.1	8.1	0.0		13.5	13.5	0.0		15.8	15.8	0.0		23.9	23.9	0.0		15.8	15.8	0.0		13.6	13.6	0.0		10.2	10.4	-0.2	
Sample	808	871	-63		93	108	-15		154	155	-1		205	213	-8		330	339	-9		255	261	-6		242	262	-20		148	154	-6	

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 the following Regional dates in S3 2019: Sep 2 - Nov 10 2018.



ROTORUA 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)	55.0	55.0	0.0
Sample Size	808	871	-63

	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	4.7	3.9	0.8	2	2.8	2.6	0.2	3.1	2.8	0.3	3.3	2.3	1.0	1.2	0.9	0.3	0.4	0.1	0.3	4.7	4.2	0.5
Coast	3.1	3.7	-0.6	5	3.4	4.1	-0.7	2.9	3.7	-0.8	2.2	3.4	-1.2	1.3	1.5	-0.2	0.4	0.6	-0.2	3.8	4.7	-0.9
Edge	3.9	4.1	-0.2	3	3.0	3.2	-0.2	3.2	3.9	-0.7	4.2	4.3	-0.1	1.6	2.1	-0.5	0.4	0.7	-0.3	4.3	4.7	-0.4
Flava	5.8	5.2	0.6	1	4.4	4.1	0.3	5.5	5.0	0.5	4.6	4.3	0.3	2.4	2.4	0.0	1.0	0.7	0.3	5.8	5.3	0.5
Life FM	0.7	0.8	-0.1	17	0.8	0.7	0.1	1.0	0.8	0.2	1.1	0.9	0.2	0.5	0.4	0.1	0.2	0.2	0.0	1.3	1.1	0.2
Magic Music & Talk*	3.0	3.0	0.0	6	2.9	2.8	0.1	3.0	2.9	0.1	2.8	2.8	0.0	1.8	1.7	0.1	0.8	1.3	-0.5	4.1	4.6	-0.5
Mai FM	2.1	1.6	0.5	11	1.6	1.5	0.1	1.6	1.5	0.1	1.8	1.6	0.2	0.7	0.8	-0.1	0.4	0.2	0.2	1.9	1.9	0.0
Mix	1.2	0.8	0.4	14	0.7	0.7	0.0	0.8	0.8	0.0	0.9	0.8	0.1	0.2	0.3	-0.1	0.3	0.2	0.1	0.9	1.1	-0.2
More FM	2.9	2.7	0.2	7	3.0	2.8	0.2	3.1	3.4	-0.3	2.5	2.1	0.4	1.0	1.0	0.0	0.1	0.2	-0.1	2.7	3.0	-0.3
Newstalk ZB	1.9	1.9	0.0	13	1.0	1.2	-0.2	0.7	1.0	-0.3	1.0	1.0	0.0	0.7	0.7	0.0	0.7	0.7	0.0	1.5	1.6	-0.1
Radio Sport	0.8	0.7	0.1	16	0.8	0.6	0.2	0.8	0.4	0.4	0.5	0.4	0.1	0.3	0.2	0.1	0.2	0.3	-0.1	1.3	1.0	0.3
Rhema	0.5	0.7	-0.2	18	0.7	0.7	0.0	0.7	0.8	-0.1	0.5	0.6	-0.1	0.3	0.2	0.1	0.3	0.3	0.0	1.3	1.1	0.2
Rock	3.8	3.9	-0.1	4	3.0	3.3	-0.3	4.0	4.3	-0.3	4.3	4.6	-0.3	1.7	1.8	-0.1	1.2	1.4	-0.2	4.0	4.9	-0.9
Te Arawa FM	2.7	2.4	0.3	8	0.9	0.9	0.0	1.4	0.9	0.5	0.7	0.6	0.1	0.2	0.2	0.0	0.5	0.4	0.1	1.8	1.7	0.1
The Heat	0.9	0.8	0.1	15	1.1	0.7	0.4	1.4	1.1	0.3	1.8	1.3	0.5	0.6	0.4	0.2	0.1	0.2	-0.1	1.3	1.2	0.1
The Hits	2.6	2.3	0.3	10	1.9	2.0	-0.1	3.4	3.3	0.1	3.1	2.2	0.9	0.6	0.5	0.1	*	0.2	*	2.4	2.5	-0.1
The Sound	2.7	3.3	-0.6	8	3.4	3.9	-0.5	3.7	4.1	-0.4	3.4	3.4	0.0	1.2	1.0	0.2	0.5	0.9	-0.4	3.5	3.7	-0.2
ZM	2.1	2.4	-0.3	11	1.5	1.6	-0.1	2.0	2.1	-0.1	2.0	2.3	-0.3	0.6	0.6	0.0	0.3	0.2	0.1	1.8	2.2	-0.4
Others	1.3	1.2	0.1		1.0	1.3	-0.3	1.8	1.8	0.0	1.2	1.3	-0.1	0.3	0.5	-0.2	0.2	0.2	0.0	0.8	0.6	0.2
MediaWorks Combo	18.6	18.8	-0.2		15.5	15.8	-0.3	17.7	18.8	-1.1	17.7	17.0	0.7	8.1	8.0	0.1	3.5	4.3	-0.8	20.1	20.9	-0.8
NZME Combo	16.0	15.7	0.3		12.9	13.7	-0.8	15.4	14.9	0.5	13.0	13.2	-0.2	5.9	6.0	-0.1	2.7	2.8	-0.1	15.9	16.8	-0.9
All Commercial Radio	31.2	31.4	-0.2		26.2	27.0	-0.8	30.3	30.5	-0.2	28.5	28.3	0.2	13.8	13.4	0.4	7.1	7.7	-0.6	32.0	32.9	-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 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 the following Regional dates in S3 2019: Sep 2 - Nov 10 2018.



ROTORUA 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	7:17	6:21	0:56	2:31	2:24	0:07	2:41	2:25	0:15	3:51	4:05	-0:14	6:23	6:22	0:01	9:58	8:57	1:00	11:27	7:59	3:27	6:45	6:31	0:13
Coast	9:38	12:22	-2:43	3:16	3:12	0:04	5:18	1:26	3:51	9:03	10:44	-1:40	7:41	13:36	-5:55	9:39	14:01	-4:22	11:01	12:59	-1:58	10:47	11:37	-0:49
Edge	5:21	7:03	-1:41	2:14	4:38	-2:23	6:37	8:55	-2:18	6:01	7:44	-1:43	5:46	7:25	-1:38	6:13	6:48	-0:34	7:19	7:08	0:10	4:59	4:09	0:50
Flava	8:17	9:38	-1:20	5:16	6:41	-1:25	11:29	12:00	-0:30	10:06	11:25	-1:18	10:04	11:15	-1:11	8:12	9:54	-1:42	5:04	6:25	-1:20	11:02	14:03	-3:00
Life FM	5:10	5:35	-0:24	4:32	5:22	-0:49	13:55	13:11	0:44	6:11	7:02	-0:51	6:11	7:08	-0:57	4:34	5:20	-0:46	0:32	0:39	-0:06	4:49	5:19	-0:29
Magic Music & Talk*	10:46	10:22	0:23	1:22	1:31	-0:09	2:00	9:04	-7:04	2:36	4:32	-1:55	5:16	6:40	-1:24	6:44	7:42	-0:57	13:40	12:33	1:07	5:26	9:03	-3:37
Mai FM	6:22	4:51	1:31	5:50	5:13	0:37	7:32	4:58	2:33	4:37	5:23	-0:46	4:37	5:01	-0:23	5:19	3:18	2:01	5:12	3:51	1:21	4:20	5:02	-0:41
Mix	7:24	7:41	-0:17	2:00	1:39	0:20	5:42	9:31	-3:49	7:38	7:52	-0:13	9:10	7:33	1:36	12:15	6:49	5:26	4:33	6:26	-1:53	13:44	13:23	0:21
More FM	8:08	7:10	0:58	2:56	2:55	0:00	7:07	7:31	-0:24	8:20	8:50	-0:30	9:11	9:43	-0:32	10:33	8:49	1:44	9:57	5:57	4:00	4:20	4:35	-0:14
Newstalk ZB	11:59	11:53	0:05	1:00	*	*	2:01	2:04	-0:02	6:31	5:33	0:58	13:49	9:36	4:13	9:55	7:28	2:26	12:16	12:13	0:03	10:28	9:40	0:48
Radio Sport	5:26	7:21	-1:54	0:48	*	*	3:46	2:07	1:39	3:16	6:33	-3:16	3:30	6:06	-2:36	7:46	8:56	-1:09	7:33	9:42	-2:09	3:02	2:33	0:28
Rhema	5:50	5:25	0:25	19:00	2:23	16:37	4:21	4:50	-0:29	4:06	4:57	-0:50	3:30	4:22	-0:52	3:15	6:19	-3:04	4:40	7:36	-2:55	3:28	6:00	-2:32
Rock	9:17	11:22	-2:05	8:32	9:28	-0:56	14:03	13:37	0:26	10:07	12:02	-1:55	9:38	12:16	-2:37	7:27	11:13	-3:45	3:55	5:11	-1:16	6:29	8:33	-2:03
Te Arawa FM	3:10	3:07	0:03	1:41	2:06	-0:25	3:31	3:23	0:08	4:11	3:39	0:32	3:51	3:21	0:30	3:24	2:35	0:48	3:41	3:42	-0:00	5:00	4:59	0:00
The Heat	5:50	6:14	-0:23	4:49	6:27	-1:38	7:11	2:27	4:43	5:21	5:09	0:12	5:21	5:45	-0:24	0:15	14:29	-14:14	0:15	12:00	-11:45	4:29	5:50	-1:20
The Hits	8:23	8:16	0:07	2:37	2:23	0:13	8:14	7:50	0:24	8:29	8:00	0:29	7:57	7:58	-0:00	9:14	9:43	-0:29	11:13	13:05	-1:51	11:27	9:48	1:39
The Sound	12:25	12:30	-0:05	2:09	2:14	-0:04	16:20	14:04	2:16	22:00	17:06	4:54	14:13	13:01	1:12	8:39	12:34	-3:55	13:36	16:10	-2:34	6:28	11:14	-4:45
ZM	6:18	6:42	-0:24	1:29	5:13	-3:43	6:31	6:44	-0:12	6:41	6:33	0:07	7:12	6:58	0:14	9:42	8:30	1:11	8:39	8:37	0:01	5:20	7:20	-2:00
Others	5:15	5:00	0:15	8:33	6:44	1:48	2:15	2:55	-0:40	3:28	3:24	0:03	3:13	3:08	0:05	3:59	3:18	0:41	8:44	10:33	-1:48	2:48	2:17	0:30
MediaWorks Combo	13:09	13:24	-0:14	6:44	7:26	-0:42	14:05	14:22	-0:16	14:12	14:54	-0:42	13:27	14:26	-0:58	12:01	13:40	-1:38	15:28	14:25	1:03	8:20	9:50	-1:30
NZME Combo	10:24	11:34	-1:09	4:31	6:31	-1:59	10:32	10:49	-0:17	10:48	11:04	-0:16	11:04	11:28	-0:23	11:57	12:28	-0:31	12:39	14:10	-1:31	12:55	13:26	-0:30
All Commercial Radio	16:45	17:19	-0:33	8:47	10:16	-1:29	18:23	18:19	0:04	18:52	19:04	-0:11	17:40	18:28	-0:48	15:44	17:27	-1:43	19:34	19:10	0:23	15:57	16:31	-0:34
Potential (000)	55.0	55.0	0.0	8.1	8.1	0.0	13.5	13.5	0.0	15.8	15.8	0.0	23.9	23.9	0.0	15.8	15.8	0.0	13.6	13.6	0.0	10.2	10.4	-0.2
Sample	808	871	-63	93	108	-15	154	155	-1	205	213	-8	330	339	-9	255	261	-6	242	262	-20	148	154	-6

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 the following Regional dates in S3 2019: Sep 2 - Nov 10 2018.



ROTORUA 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)	55.0	55.0	0.0
Sample Size	808	871	-63

	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	2:18	2:13	0:04	3:19	2:56	0:22	3:34	3:08	0:26	1:48	1:37	0:10	2:19	2:49	-0:29	6:01	12:37	-6:35	2:52	2:07	0:44
Coast	3:22	3:19	0:03	3:27	4:15	-0:48	4:26	5:15	-0:49	2:18	2:22	-0:04	2:13	2:18	-0:05	8:21	4:53	3:27	3:29	4:01	-0:31
Edge	2:05	2:49	-0:44	2:40	3:30	-0:49	2:22	3:28	-1:06	1:39	1:46	-0:07	1:06	1:06	-0:00	1:01	2:09	-1:08	2:11	1:53	0:17
Flava	2:14	2:32	-0:17	2:54	3:10	-0:15	3:13	3:32	-0:19	2:40	2:46	-0:06	2:36	2:32	0:03	2:16	2:38	-0:21	2:32	2:55	-0:23
Life FM	1:55	1:56	-0:01	1:46	1:54	-0:07	1:37	1:46	-0:08	1:19	1:28	-0:08	0:46	0:52	-0:06	0:53	0:52	0:01	1:28	1:33	-0:04
Magic Music & Talk*	4:40	4:00	0:40	3:41	3:43	-0:02	4:22	4:10	0:12	2:19	2:17	0:01	2:35	2:50	-0:14	3:34	2:42	0:52	3:39	3:46	-0:06
Mai FM	2:04	1:33	0:30	2:36	1:56	0:39	3:10	2:10	1:00	1:51	1:28	0:22	1:49	1:32	0:16	1:36	0:30	1:06	2:14	2:12	0:02
Mix	1:58	2:22	-0:23	4:47	3:57	0:50	4:45	3:41	1:04	2:07	1:45	0:21	2:05	1:41	0:24	0:17	0:17	-0:00	3:49	4:00	-0:11
More FM	2:36	2:32	0:03	2:56	2:44	0:11	4:11	3:27	0:43	1:53	1:42	0:11	1:24	0:57	0:27	0:45	1:39	-0:53	3:03	2:46	0:16
Newstalk ZB	5:23	4:47	0:35	3:31	3:01	0:30	4:34	2:59	1:35	3:09	2:31	0:37	3:02	4:09	-1:07	2:22	4:33	-2:11	3:38	3:15	0:22
Radio Sport	1:18	2:46	-1:28	2:23	2:31	-0:08	2:26	2:55	-0:29	1:33	1:44	-0:10	1:25	2:00	-0:34	2:45	2:33	0:11	2:16	3:05	-0:49
Rhema	2:30	2:21	0:08	1:18	1:31	-0:12	1:37	1:56	-0:18	1:47	1:43	0:03	4:09	2:26	1:42	5:45	2:00	3:44	1:54	1:44	0:09
Rock	3:23	3:45	-0:21	3:59	3:58	0:01	3:53	4:04	-0:11	1:57	2:19	-0:22	2:44	2:56	-0:11	2:53	2:53	-0:00	3:31	3:52	-0:21
Te Arawa FM	1:43	1:58	-0:14	0:57	1:46	-0:48	0:41	0:45	-0:03	1:37	1:40	-0:03	2:32	2:51	-0:19	0:15	0:30	-0:15	1:50	1:29	0:20
The Heat	2:37	2:37	-0:00	2:34	2:48	-0:14	2:53	2:52	0:00	1:34	1:47	-0:13	1:02	1:02	-0:00	1:00	7:04	-6:04	1:41	1:54	-0:12
The Hits	2:24	2:41	-0:16	4:54	4:23	0:31	4:26	4:04	0:22	1:48	2:05	-0:16	0:57	1:08	-0:10	2:15	2:20	-0:05	2:54	2:55	-0:01
The Sound	3:17	3:28	-0:11	4:11	4:21	-0:10	5:22	5:07	0:14	3:03	2:42	0:21	4:03	3:21	0:42	2:23	2:26	-0:02	3:49	3:16	0:33
ZM	2:15	2:17	-0:02	2:28	2:36	-0:08	2:22	2:53	-0:30	2:01	2:10	-0:08	1:12	1:16	-0:04	2:42	2:39	0:03	2:08	1:56	0:11
Others	2:06	2:14	-0:07	1:32	1:53	-0:21	2:12	2:22	-0:09	1:48	1:51	-0:02	1:39	1:24	0:15	1:27	1:18	0:08	4:35	5:04	-0:28
MediaWorks Combo	3:35	3:37	-0:02	4:21	4:26	-0:04	4:49	4:41	0:07	2:36	2:35	0:01	2:41	2:36	0:04	3:14	3:08	0:05	3:56	3:49	0:07
NZME Combo	3:02	3:13	-0:11	3:36	3:48	-0:11	3:58	4:21	-0:22	2:32	2:36	-0:03	2:19	2:27	-0:07	3:03	3:25	-0:22	3:13	3:30	-0:17
All Commercial Radio	4:04	4:09	-0:05	4:37	4:48	-0:10	5:10	5:20	-0:09	3:03	3:02	0:01	2:47	2:49	-0:01	3:06	3:16	-0:10	4:27	4:32	-0:05

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 the following Regional dates in S3 2019: Sep 2 - Nov 10 2018.