

# ROTORUA 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 Jan 19 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	8.9	8.0	0.9	6	4.1	4.9	-0.8	2.3	2.3	0.0	2.8	3.4	-0.6	8.1	6.9	1.2	16.1	13.7	2.4	11.8	12.1	-0.3	12.4	9.7	2.7
Coast	9.3	8.5	0.8	5	0.9	0.8	0.1	1.8	1.3	0.5	4.2	4.0	0.2	4.1	4.0	0.1	14.8	11.9	2.9	19.7	16.3	3.4	7.1	6.8	0.3
Edge	6.5	6.1	0.4	7	7.4	5.0	2.4	11.4	11.4	0.0	9.4	8.7	0.7	8.6	8.1	0.5	6.5	6.3	0.2	3.6	2.9	0.7	12.5	8.0	4.5
Flava	10.2	11.4	-1.2	2	10.7	21.4	-10.7	23.1	25.6	-2.5	12.5	17.0	-4.5	12.6	15.5	-2.9	7.9	7.9	0.0	2.0	1.7	0.3	9.8	20.5	-10.7
Life FM	1.4	1.2	0.2	16	6.5	3.8	2.7	0.8	0.8	0.0	1.5	1.5	0.0	1.8	1.6	0.2	1.2	1.0	0.2	0.1	0.1	0.0	2.4	2.2	0.2
Magic	9.6	9.6	0.0	4	2.6	1.9	0.7	0.8	0.1	0.7	0.4	0.4	0.0	1.8	1.7	0.1	5.9	6.2	-0.3	20.7	22.2	-1.5	2.8	2.8	0.0
Mai FM	3.3	3.3	0.0	12	10.3	7.6	2.7	8.0	7.5	0.5	3.7	3.2	0.5	2.7	2.2	0.5	0.3	0.8	-0.5	0.2	1.0	-0.8	2.9	3.1	-0.2
More FM	6.0	6.3	-0.3	8	4.6	4.0	0.6	6.3	5.8	0.5	7.0	6.1	0.9	7.4	7.7	-0.3	8.0	9.4	-1.4	5.5	5.3	0.2	3.6	4.2	-0.6
Newstalk ZB	4.8	4.3	0.5	10	0.1	0.1	0.0	0.1	0.2	-0.1	0.8	0.8	0.0	2.2	2.2	0.0	5.9	4.7	1.2	8.7	8.8	-0.1	3.8	2.4	1.4
Radio Hauraki	0.7	n.a.	*	18	*	n.a.	*	1.7	n.a.	*	1.7	n.a.	*	1.2	n.a.	*	0.1	n.a.	*	*	n.a.	*	2.3	n.a.	*
Radio Sport	1.5	1.4	0.1	15	0.6	0.3	0.3	0.1	0.2	-0.1	0.3	0.4	-0.1	0.3	0.5	-0.2	3.8	3.1	0.7	4.2	3.5	0.7	0.3	0.4	-0.1
Rhema	1.4	1.4	0.0	16	7.1	6.0	1.1	0.5	0.7	-0.2	1.1	1.2	-0.1	1.0	1.0	0.0	0.9	0.8	0.1	1.0	0.9	0.1	1.1	1.1	0.0
Rock	10.8	10.2	0.6	1	26.9	18.0	8.9	18.6	17.2	1.4	18.9	15.3	3.6	15.3	13.8	1.5	3.5	6.5	-3.0	0.9	1.7	-0.8	9.0	6.6	2.4
Te Arawa FM	1.8	1.7	0.1	13	5.6	3.5	2.1	2.4	2.0	0.4	2.1	2.0	0.1	1.5	1.4	0.1	1.4	1.4	0.0	1.3	1.6	-0.3	3.6	3.4	0.2
The Heat	1.8	2.2	-0.4	13	2.9	7.2	-4.3	3.5	3.5	0.0	3.7	3.7	0.0	2.6	2.5	0.1	*	*	*	*	*	*	3.7	3.2	0.5
The Hits	5.6	6.4	-0.8	9	3.3	3.5	-0.2	5.5	6.9	-1.4	8.3	7.1	1.2	6.6	6.0	0.6	3.1	6.1	-3.0	5.5	7.3	-1.8	9.5	12.1	-2.6
The Sound	9.7	10.5	-0.8	3	3.6	2.4	1.2	4.3	8.0	-3.7	12.1	15.3	-3.2	13.9	15.3	-1.4	14.6	13.1	1.5	9.6	9.5	0.1	4.3	2.9	1.4
ZM	3.6	3.2	0.4	11	1.8	1.1	0.7	5.5	4.2	1.3	6.5	5.3	1.2	5.5	5.0	0.5	3.4	3.7	-0.3	2.0	1.6	0.4	5.7	4.8	0.9
MediaWorks Combo	55.3	54.3	1.0		59.5	45.3	14.2	52.7	52.3	0.4	55.1	52.5	2.6	58.4	55.8	2.6	55.5	56.5	-1.0	52.6	55.1	-2.5	49.3	37.6	11.7
NZME Combo	37.0	37.8	-0.8		18.0	27.3	-9.3	39.9	40.4	-0.5	35.7	38.4	-2.7	34.1	37.0	-2.9	40.2	39.7	0.5	42.9	40.5	2.4	39.5	52.2	-12.7
Potential (000)	56.7	55.0	1.7		7.7	8.1	-0.4	15.0	13.5	1.5	17.0	15.8	1.2	25.2	23.9	1.3	16.1	15.8	0.3	13.8	13.6	0.2	10.1	10.2	-0.1
Sample	809	808	1		81	93	-12	169	154	15	212	205	7	336	330	6	249	255	-6	247	242	5	148	148	0

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 Flava or Mix (until S4 2019) or Newstalk ZB or Radio Hauraki (from S1 2020) or Radio Sport or The Hits or ZM or internet only listening to Hokonui or Mix (from S1 2020) or Radio Hauraki (until S4 2019)

# ROTORUA COMMERCIAL RADIO - SURVEY 1 2020

Station Share (%) 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 Jan 19 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)	56.7	55.0	1.7
Sample Size	809	808	1

	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	9.4	8.5	0.9	3	8.7	7.7	1.0	7.7	7.2	0.5	7.8	6.9	0.9	9.5	7.2	2.3	12.6	10.6	2.0	10.0	9.5	0.5
Coast	8.6	8.2	0.4	4	10.7	9.6	1.1	9.5	8.1	1.4	6.7	5.8	0.9	7.3	7.4	-0.1	11.3	13.3	-2.0	10.1	9.4	0.7
Edge	8.2	6.4	1.8	6	7.4	6.7	0.7	5.0	4.8	0.2	7.9	7.9	0.0	3.5	4.6	-1.1	2.2	1.7	0.5	6.9	6.6	0.3
Flava	7.7	10.3	-2.6	7	9.7	10.5	-0.8	11.6	11.4	0.2	9.5	14.0	-4.5	13.6	16.4	-2.8	8.8	10.2	-1.4	10.9	10.3	0.6
Life FM	1.3	1.1	0.2	14	1.1	1.2	-0.1	1.2	1.1	0.1	2.1	1.7	0.4	1.3	1.0	0.3	0.8	0.9	-0.1	1.6	1.3	0.3
Magic	10.6	11.2	-0.6	1	9.2	8.8	0.4	8.6	8.3	0.3	7.5	7.3	0.2	9.8	11.9	-2.1	14.7	13.5	1.2	10.6	10.6	0.0
Mai FM	4.5	3.4	1.1	10	3.2	3.5	-0.3	2.4	3.2	-0.8	4.1	3.8	0.3	3.2	3.4	-0.2	2.4	2.7	-0.3	3.0	3.0	0.0
More FM	5.6	5.8	-0.2	9	6.4	7.2	-0.8	7.7	8.2	-0.5	6.5	5.4	1.1	2.6	3.7	-1.1	2.2	0.5	1.7	5.5	5.8	-0.3
Newstalk ZB	8.3	8.1	0.2	5	3.2	2.9	0.3	3.0	2.1	0.9	4.6	3.7	0.9	7.4	5.8	1.6	8.3	7.2	1.1	4.1	3.8	0.3
Radio Hauraki	0.4	n.a.	*	18	1.2	n.a.	*	1.2	n.a.	*	0.4	n.a.	*	0.1	n.a.	*	*	n.a.	*	0.3	n.a.	*
Radio Sport	0.7	0.8	-0.1	17	1.5	1.6	-0.1	1.4	1.3	0.1	0.9	0.9	0.0	1.6	1.2	0.4	2.3	2.4	-0.1	2.5	2.0	0.5
Rhema	1.0	1.1	-0.1	16	1.2	0.8	0.4	0.7	0.7	0.0	1.0	1.0	0.0	3.1	3.1	0.0	7.1	9.0	-1.9	1.6	1.7	-0.1
Rock	10.5	10.2	0.3	2	10.3	9.9	0.4	9.7	9.8	-0.1	11.3	9.6	1.7	14.3	12.3	2.0	15.6	16.3	-0.7	10.4	9.8	0.6
Te Arawa FM	4.5	3.7	0.8	10	0.7	0.7	0.0	0.9	0.6	0.3	0.9	1.4	-0.5	1.1	1.5	-0.4	0.5	0.6	-0.1	2.3	2.4	-0.1
The Heat	1.1	1.9	-0.8	15	2.6	2.4	0.2	2.0	2.7	-0.7	3.1	3.3	-0.2	2.1	1.7	0.4	*	0.3	*	1.1	1.6	-0.5
The Hits	4.4	4.9	-0.5	12	6.3	7.8	-1.5	8.7	9.8	-1.1	6.2	6.4	-0.2	1.8	1.5	0.3	0.3	0.4	-0.1	4.3	5.0	-0.7
The Sound	6.8	6.9	-0.1	8	9.8	11.8	-2.0	11.1	12.8	-1.7	10.9	11.8	-0.9	14.2	12.5	1.7	3.9	4.9	-1.0	9.6	9.4	0.2
ZM	4.3	3.7	0.6	13	4.0	3.1	0.9	3.1	3.1	0.0	5.0	4.6	0.4	1.8	1.8	0.0	3.7	3.4	0.3	3.0	2.7	0.3
MediaWorks Combo	55.4	52.4	3.0		55.0	55.6	-0.6	53.2	54.4	-1.2	56.5	52.8	3.7	57.6	56.3	1.3	53.9	50.6	3.3	56.6	55.6	1.0
NZME Combo	35.6	38.1	-2.5		38.7	38.6	0.1	40.4	39.0	1.4	34.7	37.8	-3.1	34.0	35.6	-1.6	34.8	37.3	-2.5	36.0	35.9	0.1

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NZME Combo: Coast or Flava or Mix (until S4 2019) or Newstalk ZB or Radio Hauraki (from S1 2020) or Radio Sport or The Hits or ZM or internet only listening to Hokonui or Mix (from S1 2020) or Radio Hauraki (until S4 2019)

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Cumulative Audience (000's) 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 Jan 19 to Sat Mar 28 2020

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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	8.3	7.7	0.6	3	0.9	1.1	-0.2	1.9	1.6	0.3	2.4	2.1	0.3	4.3	3.7	0.6	3.2	2.8	0.4	2.1	2.1	0.0	2.0	1.9	0.1
Coast	6.4	6.1	0.3	5	0.1	0.1	0.0	0.7	0.5	0.2	1.3	1.1	0.2	2.0	1.8	0.2	2.8	2.5	0.3	3.3	3.0	0.3	1.1	0.9	0.2
Edge	8.6	7.9	0.7	2	1.5	1.2	0.3	4.0	3.2	0.8	3.7	3.4	0.3	5.0	4.8	0.2	2.0	2.0	0.0	0.8	0.8	0.0	2.2	2.2	0.0
Flava	10.2	9.5	0.7	1	2.0	2.2	-0.2	4.7	4.1	0.6	4.2	4.0	0.2	5.6	5.2	0.4	2.2	1.9	0.3	0.8	0.7	0.1	2.2	2.5	-0.3
Life FM	1.9	1.6	0.3	15	0.6	0.5	0.1	0.2	0.1	0.1	0.5	0.6	-0.1	0.9	0.9	0.0	0.6	0.4	0.2	0.3	0.2	0.1	0.7	0.6	0.1
Magic	5.9	6.2	-0.3	7	0.6	0.8	-0.2	0.3	0.1	0.2	0.4	0.4	0.0	1.2	1.1	0.1	1.9	1.9	0.0	2.9	3.3	-0.4	0.7	0.7	0.0
Mai FM	4.6	3.6	1.0	10	0.9	0.7	0.2	2.6	1.9	0.7	2.1	1.6	0.5	2.1	1.6	0.5	0.2	0.3	-0.1	0.1	0.4	-0.3	1.1	1.0	0.1
More FM	5.5	5.3	0.2	9	0.7	0.8	-0.1	1.9	1.5	0.4	1.9	1.7	0.2	3.0	2.8	0.2	1.7	1.8	-0.1	1.0	1.1	-0.1	1.2	1.3	-0.1
Newstalk ZB	2.6	2.5	0.1	13	*	*	*	0.1	0.2	-0.1	0.3	0.3	0.0	0.5	0.5	0.0	1.1	1.0	0.1	1.6	1.5	0.1	0.4	0.3	0.1
Radio Hauraki	0.8	n.a.	*	18	*	n.a.	*	0.4	n.a.	*	0.4	n.a.	*	0.5	n.a.	*	*	n.a.	*	0.1	n.a.	*	0.3	n.a.	*
Radio Sport	1.6	1.8	-0.2	17	0.3	0.2	0.1	0.1	0.1	0.0	0.2	0.3	-0.1	0.3	0.5	-0.2	0.8	0.8	0.0	0.9	0.9	0.0	0.1	0.2	-0.1
Rhema	1.8	1.7	0.1	16	0.2	0.2	0.0	0.2	0.3	-0.1	0.8	0.7	0.1	1.1	1.0	0.1	0.5	0.5	0.0	0.4	0.4	0.0	0.5	0.4	0.1
Rock	7.9	7.6	0.3	4	1.2	1.2	0.0	2.9	2.3	0.6	3.9	3.6	0.3	5.1	4.9	0.2	1.5	1.8	-0.3	0.6	0.9	-0.3	1.6	1.4	0.2
Te Arawa FM	4.2	3.7	0.5	12	1.2	1.1	0.1	1.4	1.1	0.3	1.5	1.1	0.4	1.8	1.2	0.6	0.8	0.8	0.0	0.6	0.9	-0.3	1.3	0.9	0.4
The Heat	2.5	2.6	-0.1	14	0.6	0.8	-0.2	0.9	0.9	0.0	1.6	1.6	0.0	1.6	1.6	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.8	1.0	-0.2
The Hits	5.7	5.3	0.4	8	0.6	0.7	-0.1	1.9	1.6	0.3	2.5	2.0	0.5	3.2	2.6	0.6	1.1	1.3	-0.2	1.2	1.3	-0.1	1.1	1.4	-0.3
The Sound	6.3	5.9	0.4	6	0.7	0.6	0.1	0.8	0.9	-0.1	1.5	1.7	-0.2	3.7	3.7	0.0	3.5	3.1	0.4	1.6	1.4	0.2	0.9	0.6	0.3
ZM	4.5	3.6	0.9	11	0.8	0.4	0.4	1.7	1.2	0.5	2.2	1.9	0.3	2.7	2.4	0.3	0.8	0.8	0.0	0.4	0.4	0.0	1.4	1.2	0.2
MediaWorks Combo	30.3	28.7	1.6		3.8	3.7	0.1	8.6	6.9	1.7	9.4	8.8	0.6	14.8	14.1	0.7	9.6	9.6	0.0	6.9	7.2	-0.3	6.3	6.1	0.2
NZME Combo	26.0	25.2	0.8		3.1	3.3	-0.2	8.1	7.1	1.0	9.0	8.4	0.6	11.8	11.4	0.4	6.8	6.8	0.0	6.8	6.5	0.3	5.2	5.5	-0.3
All Commercial Radio	42.5	41.5	1.0		5.7	6.2	-0.5	11.5	10.1	1.4	13.0	12.6	0.4	19.7	19.3	0.4	13.0	12.9	0.1	10.5	10.3	0.2	8.3	8.5	-0.2
Potential (000)	56.7	55.0	1.7		7.7	8.1	-0.4	15.0	13.5	1.5	17.0	15.8	1.2	25.2	23.9	1.3	16.1	15.8	0.3	13.8	13.6	0.2	10.1	10.2	-0.1
Sample	809	808	1		81	93	-12	169	154	15	212	205	7	336	330	6	249	255	-6	247	242	5	148	148	0

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	This	Last	+/-
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Sample Size	809	808	1

	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	4.9	4.7	0.2	2	3.0	2.8	0.2	3.4	3.1	0.3	3.5	3.3	0.2	1.8	1.2	0.6	0.7	0.4	0.3	4.4	4.7	-0.3
Coast	3.0	3.1	-0.1	5	3.3	3.4	-0.1	2.9	2.9	0.0	2.3	2.2	0.1	1.4	1.3	0.1	0.4	0.4	0.0	3.9	3.8	0.1
Edge	4.8	3.9	0.9	3	3.3	3.0	0.3	3.1	3.2	-0.1	4.1	4.2	-0.1	1.3	1.6	-0.3	0.3	0.4	-0.1	4.2	4.3	-0.1
Flava	5.9	5.8	0.1	1	4.7	4.4	0.3	5.7	5.5	0.2	4.4	4.6	-0.2	2.2	2.4	-0.2	0.8	1.0	-0.2	5.8	5.8	0.0
Life FM	0.8	0.7	0.1	14	0.8	0.8	0.0	1.2	1.0	0.2	1.4	1.1	0.3	0.7	0.5	0.2	0.2	0.2	0.0	1.5	1.3	0.2
Magic	2.7	3.0	-0.3	8	3.1	2.9	0.2	3.1	3.0	0.1	2.9	2.8	0.1	1.4	1.8	-0.4	0.7	0.8	-0.1	3.9	4.1	-0.2
Mai FM	2.4	2.1	0.3	11	1.7	1.6	0.1	1.2	1.6	-0.4	2.2	1.8	0.4	0.9	0.7	0.2	0.4	0.4	0.0	2.2	1.9	0.3
More FM	2.5	2.9	-0.4	10	2.3	3.0	-0.7	3.0	3.1	-0.1	2.6	2.5	0.1	0.4	1.0	-0.6	0.7	0.1	0.6	2.5	2.7	-0.2
Newstalk ZB	2.1	1.9	0.2	12	1.0	1.0	0.0	0.8	0.7	0.1	1.2	1.0	0.2	0.8	0.7	0.1	0.6	0.7	-0.1	1.6	1.5	0.1
Radio Hauraki	0.4	n.a.	*	18	0.4	n.a.	*	0.5	n.a.	*	0.4	n.a.	*	0.1	n.a.	*	*	n.a.	*	0.3	n.a.	*
Radio Sport	0.7	0.8	-0.1	15	0.6	0.8	-0.2	0.7	0.8	-0.1	0.5	0.5	0.0	0.4	0.3	0.1	0.2	0.2	0.0	1.1	1.3	-0.2
Rhema	0.5	0.5	0.0	17	0.8	0.7	0.1	0.7	0.7	0.0	0.5	0.5	0.0	0.2	0.3	-0.1	0.3	0.3	0.0	1.3	1.3	0.0
Rock	4.1	3.8	0.3	4	3.1	3.0	0.1	4.0	4.0	0.0	4.7	4.3	0.4	1.9	1.7	0.2	1.3	1.2	0.1	4.1	4.0	0.1
Te Arawa FM	3.0	2.7	0.3	5	0.8	0.9	-0.1	2.0	1.4	0.6	0.6	0.7	-0.1	0.2	0.2	0.0	0.5	0.5	0.0	1.8	1.8	0.0
The Heat	0.6	0.9	-0.3	16	1.0	1.1	-0.1	1.3	1.4	-0.1	1.9	1.8	0.1	0.8	0.6	0.2	*	0.1	*	0.7	1.3	-0.6
The Hits	2.6	2.6	0.0	9	1.9	1.9	0.0	3.6	3.4	0.2	3.2	3.1	0.1	0.7	0.6	0.1	*	*	*	2.2	2.4	-0.2
The Sound	2.8	2.7	0.1	7	3.3	3.4	-0.1	3.7	3.7	0.0	3.4	3.4	0.0	1.4	1.2	0.2	0.5	0.5	0.0	3.7	3.5	0.2
ZM	2.0	2.1	-0.1	13	2.0	1.5	0.5	2.2	2.0	0.2	2.1	2.0	0.1	0.6	0.6	0.0	0.3	0.3	0.0	2.0	1.8	0.2
MediaWorks Combo	19.3	18.6	0.7		16.2	15.5	0.7	17.8	17.7	0.1	18.7	17.7	1.0	8.1	8.1	0.0	4.3	3.5	0.8	20.4	20.1	0.3
NZME Combo	15.9	16.0	-0.1		13.1	12.9	0.2	15.6	15.4	0.2	13.3	13.0	0.3	5.9	5.9	0.0	2.3	2.7	-0.4	15.6	15.9	-0.3
All Commercial Radio	31.4	31.2	0.2		26.2	26.2	0.0	29.5	30.3	-0.8	29.1	28.5	0.6	14.1	13.8	0.3	7.4	7.1	0.3	31.6	32.0	-0.4

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 Flava or Mix (until S4 2019) or Newstalk ZB or Radio Hauraki (from S1 2020) or Radio Sport or The Hits or ZM or internet only listening to Hokonui or Mix (from S1 2020) or Radio Hauraki (until S4 2019)

# ROTORUA 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 Jan 19 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	7:26	7:17	0:08	1:49	2:31	-0:42	2:28	2:41	-0:12	2:38	3:51	-1:12	6:10	6:23	-0:13	10:23	9:58	0:25	11:18	11:27	-0:08	7:49	6:45	1:03
Coast	10:01	9:38	0:23	6:30	3:16	3:13	5:04	5:18	-0:14	7:41	9:03	-1:21	6:33	7:41	-1:07	10:56	9:39	1:16	12:21	11:01	1:19	8:13	10:47	-2:34
Edge	5:12	5:21	-0:08	2:03	2:14	-0:11	5:34	6:37	-1:03	5:49	6:01	-0:12	5:36	5:46	-0:10	6:50	6:13	0:36	9:11	7:19	1:52	7:08	4:59	2:08
Flava	6:54	8:17	-1:23	2:14	5:16	-3:02	9:36	11:29	-1:52	6:50	10:06	-3:15	7:23	10:04	-2:40	7:32	8:12	-0:39	4:59	5:04	-0:04	5:42	11:02	-5:20
Life FM	5:00	5:10	-0:09	4:30	4:32	-0:02	10:21	13:55	-3:34	6:12	6:11	0:00	6:26	6:11	0:15	4:29	4:34	-0:04	0:29	0:32	-0:02	4:25	4:49	-0:24
Magic	11:10	10:46	0:23	1:42	1:22	0:20	6:00	2:00	4:00	2:28	2:36	-0:08	4:54	5:16	-0:21	6:18	6:44	-0:26	14:20	13:40	0:39	5:21	5:26	-0:04
Mai FM	4:56	6:22	-1:26	4:40	5:50	-1:10	5:58	7:32	-1:33	4:06	4:37	-0:31	4:03	4:37	-0:34	3:14	5:19	-2:05	3:11	5:12	-2:01	3:22	4:20	-0:58
More FM	7:29	8:08	-0:39	2:53	2:56	-0:02	6:23	7:07	-0:44	8:18	8:20	-0:01	7:57	9:11	-1:13	9:48	10:33	-0:45	10:45	9:57	0:48	4:04	4:20	-0:16
Newstalk ZB	12:36	11:59	0:37	1:00	1:00	0:00	1:59	2:01	-0:01	6:42	6:31	0:10	13:49	13:49	-0:00	10:46	9:55	0:51	10:57	12:16	-1:19	11:29	10:28	1:01
Radio Hauraki	6:15	n.a.	*	*	n.a.	*	8:23	n.a.	*	9:07	n.a.	*	8:33	n.a.	*	3:45	n.a.	*	0:30	n.a.	*	11:30	n.a.	*
Radio Sport	6:35	5:26	1:08	0:56	0:48	0:08	5:00	3:46	1:13	3:22	3:16	0:06	3:11	3:30	-0:19	9:17	7:46	1:31	9:23	7:33	1:49	3:48	3:02	0:46
Rhema	5:19	5:50	-0:31	13:26	19:00	-5:33	3:49	4:21	-0:31	3:16	4:06	-0:50	2:56	3:30	-0:33	3:28	3:15	0:12	5:10	4:40	0:30	2:48	3:28	-0:39
Rock	9:26	9:17	0:09	9:10	8:32	0:37	12:37	14:03	-1:25	11:13	10:07	1:06	9:51	9:38	0:12	4:49	7:27	-2:38	3:07	3:55	-0:47	7:07	6:29	0:37
Te Arawa FM	2:56	3:10	-0:14	1:56	1:41	0:15	3:28	3:31	-0:03	3:09	4:11	-1:02	2:48	3:51	-1:03	3:41	3:24	0:16	4:45	3:41	1:03	3:39	5:00	-1:21
The Heat	5:02	5:50	-0:48	1:51	4:49	-2:57	7:21	7:11	0:09	5:21	5:21	0:00	5:21	5:21	0:00	0:15	0:15	0:00	0:15	0:15	0:00	5:56	4:29	1:26
The Hits	6:48	8:23	-1:35	2:21	2:37	-0:15	5:34	8:14	-2:40	7:34	8:29	-0:55	6:42	7:57	-1:15	5:32	9:14	-3:41	9:07	11:13	-2:06	11:00	11:27	-0:27
The Sound	10:40	12:25	-1:45	2:03	2:09	-0:06	11:09	16:20	-5:11	19:00	22:00	-3:00	12:09	14:13	-2:04	8:40	8:39	0:00	12:05	13:36	-1:30	6:29	6:28	0:01
ZM	5:34	6:18	-0:43	0:55	1:29	-0:34	6:09	6:31	-0:22	6:48	6:41	0:07	6:41	7:12	-0:30	8:33	9:42	-1:08	9:58	8:39	1:18	5:08	5:20	-0:11
MediaWorks Combo	12:33	13:09	-0:36	6:26	6:44	-0:17	12:03	14:05	-2:02	13:34	14:12	-0:38	12:53	13:27	-0:34	11:55	12:01	-0:06	15:36	15:28	0:07	10:00	8:20	1:39
NZME Combo	9:48	10:24	-0:35	2:26	4:31	-2:04	9:40	10:32	-0:51	9:09	10:48	-1:38	9:27	11:04	-1:37	12:13	11:57	0:16	12:49	12:39	0:09	9:48	12:55	-3:06
All Commercial Radio	16:11	16:45	-0:33	7:21	8:47	-1:25	17:09	18:23	-1:14	17:43	18:52	-1:09	16:34	17:40	-1:05	15:50	15:44	0:06	19:26	19:34	-0:08	15:30	15:57	-0:27
Potential (000)	56.7	55.0	1.7	7.7	8.1	-0.4	15.0	13.5	1.5	17.0	15.8	1.2	25.2	23.9	1.3	16.1	15.8	0.3	13.8	13.6	0.2	10.1	10.2	-0.1
Sample	809	808	1	81	93	-12	169	154	15	212	205	7	336	330	6	249	255	-6	247	242	5	148	148	0

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 Flava or Mix (until S4 2019) or Newstalk ZB or Radio Hauraki (from S1 2020) or Radio Sport or The Hits or ZM or internet only listening to Hokonui or Mix (from S1 2020) or Radio Hauraki (until S4 2019)

# ROTORUA 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 Jan 19 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)	56.7	55.0	1.7
Sample Size	809	808	1

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

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 Flava or Mix (until S4 2019) or Newstalk ZB or Radio Hauraki (from S1 2020) or Radio Sport or The Hits or ZM or internet only listening to Hokonui or Mix (from S1 2020) or Radio Hauraki (until S4 2019)