



ROTORUA COMMERCIAL RADIO - SURVEY 3 2020

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

Survey Comparisons: 1/2020 - 3/2020

This Survey Period: Sun Jun 16 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020 & Sun July 19 to Sat Sep 12 2020

Last 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

	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	11.6	8.9	2.7	1	22.8	4.1	18.7		6.7	2.3	4.4		6.8	2.8	4.0		11.2	8.1	3.1		15.8	16.1	-0.3		11.2	11.8	-0.6		12.9	12.4	0.5	
Coast	8.5	9.3	-0.8	5	0.9	0.9	0.0		1.7	1.8	-0.1		2.9	4.2	-1.3		5.3	4.1	1.2		16.7	14.8	1.9		19.3	19.7	-0.4		9.5	7.1	2.4	
Edge	4.9	6.5	-1.6	10	4.4	7.4	-3.0		8.9	11.4	-2.5		7.5	9.4	-1.9		6.5	8.6	-2.1		4.4	6.5	-2.1		2.4	3.6	-1.2		12.8	12.5	0.3	
Flava	11.5	10.2	1.3	2	14.0	10.7	3.3		27.6	23.1	4.5		15.2	12.5	2.7		13.9	12.6	1.3		7.7	7.9	-0.2		1.8	2.0	-0.2		11.1	9.8	1.3	
Life FM	1.3	1.4	-0.1	17	4.8	6.5	-1.7		0.7	0.8	-0.1		1.9	1.5	0.4		1.6	1.8	-0.2		0.6	1.2	-0.6	*	*	0.1	*	1.7	2.4	-0.7		
Magic	10.1	9.6	0.5	4	0.8	2.6	-1.8		1.0	0.8	0.2		1.0	0.4	0.6		1.9	1.8	0.1		5.0	5.9	-0.9		21.5	20.7	0.8		5.2	2.8	2.4	
Mai FM	3.2	3.3	-0.1	11	5.4	10.3	-4.9		7.8	8.0	-0.2		3.2	3.7	-0.5		2.9	2.7	0.2		1.3	0.3	1.0		0.1	0.2	-0.1		1.5	2.9	-1.4	
More FM	5.2	6.0	-0.8	8	6.4	4.6	1.8		4.3	6.3	-2.0		5.8	7.0	-1.2		5.6	7.4	-1.8		6.5	8.0	-1.5		6.0	5.5	0.5		3.5	3.6	-0.1	
Newstalk ZB	5.8	4.8	1.0	7	0.1	0.1	0.0		0.1	0.1	0.0		0.7	0.8	-0.1		2.7	2.2	0.5		7.8	5.9	1.9		12.0	8.7	3.3		4.0	3.8	0.2	
Radio Hauraki	1.5	0.7	0.8	15	*	*	*		4.1	1.7	2.4		4.1	1.7	2.4		2.8	1.2	1.6		0.1	0.1	0.0		0.1	*	*		1.9	2.3	-0.4	
Rhema	1.4	1.4	0.0	16	6.4	7.1	-0.7		0.4	0.5	-0.1		1.4	1.1	0.3		1.1	1.0	0.1		0.9	0.9	0.0		1.0	1.0	0.0		0.8	1.1	-0.3	
Rock	8.2	10.8	-2.6	6	20.8	26.9	-6.1		12.3	18.6	-6.3		12.6	18.9	-6.3		11.1	15.3	-4.2		4.8	3.5	1.3		0.7	0.9	-0.2		9.6	9.0	0.6	
Te Arawa FM	2.1	1.8	0.3	14	3.4	5.6	-2.2		1.8	2.4	-0.6		1.7	2.1	-0.4		2.3	1.5	0.8		3.4	1.4	2.0		1.8	1.3	0.5		2.0	3.6	-1.6	
The Heat	2.5	1.8	0.7	13	2.6	2.9	-0.3		5.7	3.5	2.2		4.5	3.7	0.8		3.7	2.6	1.1		1.1	*	*		0.1	*	*		3.0	3.7	-0.7	
The Hits	5.2	5.6	-0.4	8	4.1	3.3	0.8		5.5	5.5	0.0		7.5	8.3	-0.8		5.7	6.6	-0.9		2.8	3.1	-0.3		4.7	5.5	-0.8		6.8	9.5	-2.7	
The Sound	10.7	9.7	1.0	3	0.3	3.6	-3.3		3.0	4.3	-1.3		15.4	12.1	3.3		15.8	13.9	1.9		14.8	14.6	0.2		9.3	9.6	-0.3		5.7	4.3	1.4	
ZM	2.8	3.6	-0.8	12	0.9	1.8	-0.9		5.2	5.5	-0.3		5.6	6.5	-0.9		3.9	5.5	-1.6		1.8	3.4	-1.6		1.9	2.0	-0.1		5.8	5.7	0.1	
MediaWorks Combo	54.2	55.3	-1.1		60.9	59.5	1.4		44.7	52.7	-8.0		52.7	55.1	-2.4		55.3	58.4	-3.1		53.0	55.5	-2.5		51.6	52.6	-1.0		52.3	49.3	3.0	
NZME Combo	35.3	37.0	-1.7		20.0	18.0	2.0		44.2	39.9	4.3		36.0	35.7	0.3		34.4	34.1	0.3		36.9	40.2	-3.3		39.9	42.9	-3.0		39.1	39.5	-0.4	
Potential (000)	56.7	56.7	0.0		7.5	7.7	-0.2		15.2	15.0	0.2		17.0	17.0	0.0		25.2	25.2	0.0		16.1	16.1	0.0		13.8	13.8	0.0		10.1	10.1	0.0	
Sample	860	809	51		75	81	-6		193	169	24		242	212	30		389	336	53		291	249	42		268	247	21		169	148	21	

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

Please note: Due to COVID-19 survey 2 was cancelled, last survey in this report is Survey 1 2020.



ROTORUA COMMERCIAL RADIO - SURVEY 3 2020

Station Share (%) by Daypart, People 10+
Survey Comparisons: 1/2020 - 3/2020

This Survey Period: Sun Jun 16 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020 & Sun July 19 to Sat Sep 12 2020
Last Survey Period: Sun Mar 31 to Sat Jun 8 2019 & Sun Jan 16 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020

	This	Last	+/-
Potential (000)	56.7	56.7	0.0
Sample Size	860	809	51

	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	10.5	9.4	1.1	2	11.7	8.7	3.0	10.3	7.7	2.6	10.6	7.8	2.8	14.3	9.5	4.8	9.3	12.6	-3.3	14.0	10.0	4.0
Coast	8.7	8.6	0.1	4	10.4	10.7	-0.3	9.5	9.5	0.0	5.9	6.7	-0.8	4.9	7.3	-2.4	1.0	11.3	-10.3	9.0	10.1	-1.1
Edge	5.8	8.2	-2.4	10	4.6	7.4	-2.8	4.0	5.0	-1.0	4.7	7.9	-3.2	3.3	3.5	-0.2	3.6	2.2	1.4	6.2	6.9	-0.7
Flava	8.8	7.7	1.1	3	11.2	9.7	1.5	13.1	11.6	1.5	10.4	9.5	0.9	12.3	13.6	-1.3	10.4	8.8	1.6	12.7	10.9	1.8
Life FM	0.9	1.3	-0.4	16	1.2	1.1	0.1	1.3	1.2	0.1	1.7	2.1	-0.4	1.3	1.3	0.0	1.4	0.8	0.6	1.4	1.6	-0.2
Magic	10.6	10.6	0.0	1	9.8	9.2	0.6	9.1	8.6	0.5	8.3	7.5	0.8	9.6	9.8	-0.2	20.7	14.7	6.0	10.6	10.6	0.0
Mai FM	6.3	4.5	1.8	8	3.2	3.2	0.0	2.0	2.4	-0.4	4.2	4.1	0.1	1.8	3.2	-1.4	2.2	2.4	-0.2	1.7	3.0	-1.3
More FM	6.1	5.6	0.5	9	4.9	6.4	-1.5	5.6	7.7	-2.1	6.0	6.5	-0.5	2.6	2.6	0.0	2.7	2.2	0.5	4.8	5.5	-0.7
Newstalk ZB	7.8	8.3	-0.5	7	3.9	3.2	0.7	3.0	3.0	0.0	4.4	4.6	-0.2	14.9	7.4	7.5	16.1	8.3	7.8	6.1	4.1	2.0
Radio Hauraki	1.6	0.4	1.2	14	2.6	1.2	1.4	2.2	1.2	1.0	1.4	0.4	1.0	*	0.1	*	*	*	*	0.6	0.3	0.3
Rhema	0.9	1.0	-0.1	16	1.2	1.2	0.0	1.0	0.7	0.3	0.9	1.0	-0.1	2.6	3.1	-0.5	8.1	7.1	1.0	1.7	1.6	0.1
Rock	8.3	10.5	-2.2	5	9.0	10.3	-1.3	9.2	9.7	-0.5	9.2	11.3	-2.1	4.6	14.3	-9.7	5.7	15.6	-9.9	6.9	10.4	-3.5
Te Arawa FM	4.6	4.5	0.1	11	1.2	0.7	0.5	2.1	0.9	1.2	1.1	0.9	0.2	1.5	1.1	0.4	1.4	0.5	0.9	1.4	2.3	-0.9
The Heat	1.4	1.1	0.3	15	3.2	2.6	0.6	2.8	2.0	0.8	4.1	3.1	1.0	3.0	2.1	0.9	0.1	*	*	1.6	1.1	0.5
The Hits	4.3	4.4	-0.1	12	4.3	6.3	-2.0	7.2	8.7	-1.5	7.2	6.2	1.0	2.7	1.8	0.9	2.1	0.3	1.8	4.2	4.3	-0.1
The Sound	8.2	6.8	1.4	6	11.9	9.8	2.1	10.5	11.1	-0.6	11.9	10.9	1.0	16.0	14.2	1.8	5.7	3.9	1.8	10.9	9.6	1.3
ZM	3.3	4.3	-1.0	13	2.7	4.0	-1.3	2.8	3.1	-0.3	4.6	5.0	-0.4	1.7	1.8	-0.1	0.9	3.7	-2.8	2.2	3.0	-0.8
MediaWorks Combo	55.9	55.4	0.5		55.1	55.0	0.1	51.3	53.2	-1.9	55.1	56.5	-1.4	52.9	57.6	-4.7	50.1	53.9	-3.8	55.5	56.6	-1.1
NZME Combo	34.5	35.6	-1.1		35.2	38.7	-3.5	37.8	40.4	-2.6	33.8	34.7	-0.9	36.5	34.0	2.5	30.5	34.8	-4.3	34.8	36.0	-1.2

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

Please note: Due to COVID-19 survey 2 was cancelled, last survey in this report is Survey 1 2020.



ROTORUA COMMERCIAL RADIO - SURVEY 3 2020

Cumulative Audience (000's) by Demographic, Mon-Sun 12mn-12mn

Survey Comparisons: 1/2020 - 3/2020

This Survey Period: Sun Jun 16 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020 & Sun July 19 to Sat Sep 12 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	8.4	8.3	0.1	2	1.0	0.9	0.1		1.9	1.9	0.0		2.4	2.4	0.0		4.5	4.3	0.2		3.2	3.2	0.0		2.0	2.1	-0.1		1.7	2.0	-0.3	
Coast	6.0	6.4	-0.4	6	0.1	0.1	0.0		0.8	0.7	0.1		1.5	1.3	0.2		2.4	2.0	0.4		2.9	2.8	0.1		3.0	3.3	-0.3		1.5	1.1	0.4	
Edge	8.0	8.6	-0.6	3	1.3	1.5	-0.2		3.8	4.0	-0.2		3.3	3.7	-0.4		4.6	5.0	-0.4		1.9	2.0	-0.1		0.8	0.8	0.0		2.3	2.2	0.1	
Flava	10.1	10.2	-0.1	1	1.8	2.0	-0.2		4.7	4.7	0.0		4.1	4.2	-0.1		5.8	5.6	0.2		2.4	2.2	0.2		0.7	0.8	-0.1		2.0	2.2	-0.2	
Life FM	1.7	1.9	-0.2	16	0.5	0.6	-0.1		0.1	0.2	-0.1		0.6	0.5	0.1		0.9	0.9	0.0		0.4	0.6	-0.2		0.2	0.3	-0.1		0.6	0.7	-0.1	
Magic	5.6	5.9	-0.3	7	0.4	0.6	-0.2		0.4	0.3	0.1		0.6	0.4	0.2		1.0	1.2	-0.2		1.4	1.9	-0.5		2.8	2.9	-0.1		0.9	0.7	0.2	
Mai FM	4.5	4.6	-0.1	10	0.9	0.9	0.0		2.2	2.6	-0.4		1.8	2.1	-0.3		1.9	2.1	-0.2		0.3	0.2	0.1		0.2	0.1	0.1		0.9	1.1	-0.2	
More FM	5.2	5.5	-0.3	9	0.6	0.7	-0.1		1.8	1.9	-0.1		1.9	1.9	0.0		2.9	3.0	-0.1		1.6	1.7	-0.1		1.1	1.0	0.1		1.1	1.2	-0.1	
Newstalk ZB	2.8	2.6	0.2	13	0.1	*	*		0.1	0.1	0.0		0.2	0.3	-0.1		0.5	0.5	0.0		1.4	1.1	0.3		2.0	1.6	0.4		0.5	0.4	0.1	
Radio Hauraki	1.1	0.8	0.3	17	*	*	*		0.6	0.4	0.2		0.6	0.4	0.2		0.7	0.5	0.2		0.1	*	*		0.2	0.1	0.1		0.3	0.3	0.0	
Rhema	1.9	1.8	0.1	15	0.3	0.2	0.1		0.2	0.2	0.0		1.0	0.8	0.2		1.3	1.1	0.2		0.4	0.5	-0.1		0.2	0.4	-0.2		0.5	0.5	0.0	
Rock	6.8	7.9	-1.1	4	0.8	1.2	-0.4		2.9	2.9	0.0		3.5	3.9	-0.4		4.7	5.1	-0.4		1.6	1.5	0.1		0.6	0.6	0.0		1.7	1.6	0.1	
Te Arawa FM	4.1	4.2	-0.1	12	0.9	1.2	-0.3		1.1	1.4	-0.3		1.5	1.5	0.0		2.0	1.8	0.2		1.0	0.8	0.2		0.6	0.6	0.0		1.1	1.3	-0.2	
The Heat	2.8	2.5	0.3	13	0.2	0.6	-0.4		1.3	0.9	0.4		1.9	1.6	0.3		2.2	1.6	0.6		0.6	0.1	0.5		0.2	0.1	0.1		0.9	0.8	0.1	
The Hits	6.1	5.7	0.4	5	0.7	0.6	0.1		2.0	1.9	0.1		2.6	2.5	0.1		3.3	3.2	0.1		1.3	1.1	0.2		1.4	1.2	0.2		1.4	1.1	0.3	
The Sound	5.4	6.3	-0.9	8	0.1	0.7	-0.6		0.6	0.8	-0.2		1.5	1.5	0.0		3.6	3.7	-0.1		3.3	3.5	-0.2		1.5	1.6	-0.1		0.8	0.9	-0.1	
ZM	4.2	4.5	-0.3	11	0.6	0.8	-0.2		1.6	1.7	-0.1		2.1	2.2	-0.1		2.4	2.7	-0.3		0.6	0.8	-0.2		0.5	0.4	0.1		1.4	1.4	0.0	
MediaWorks Combo	29.9	30.3	-0.4		3.4	3.8	-0.4		8.8	8.6	0.2		9.6	9.4	0.2		15.0	14.8	0.2		9.6	9.6	0.0		6.7	6.9	-0.2		6.5	6.3	0.2	
NZME Combo	24.0	26.0	-2.0		2.6	3.1	-0.5		7.7	8.1	-0.4		8.8	9.0	-0.2		11.9	11.8	0.1		6.7	6.8	-0.1		6.2	6.8	-0.6		5.4	5.2	0.2	
All Commercial Radio	41.1	42.5	-1.4		4.8	5.7	-0.9		11.3	11.5	-0.2		12.9	13.0	-0.1		19.8	19.7	0.1		13.1	13.0	0.1		10.2	10.5	-0.3		8.2	8.3	-0.1	
Potential (000)	56.7	56.7	0.0		7.5	7.7	-0.2		15.2	15.0	0.2		17.0	17.0	0.0		25.2	25.2	0.0		16.1	16.1	0.0		13.8	13.8	0.0		10.1	10.1	0.0	
Sample	860	809	51		75	81	-6		193	169	24		242	212	30		389	336	53		291	249	42		268	247	21		169	148	21	

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	This	Last	+/-
Potential (000)	56.7	56.7	0.0
Sample Size	860	809	51

	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	5.0	4.9	0.1	2	3.5	3.0	0.5		3.8	3.4	0.4		3.7	3.5	0.2		2.1	1.8	0.3		0.8	0.7	0.1		4.6	4.4	0.2	
Coast	3.0	3.0	0.0	6	2.9	3.3	-0.4		2.8	2.9	-0.1		2.1	2.3	-0.2		1.1	1.4	-0.3		0.2	0.4	-0.2		3.7	3.9	-0.2	
Edge	4.3	4.8	-0.5	3	2.6	3.3	-0.7		3.0	3.1	-0.1		3.0	4.1	-1.1		1.0	1.3	-0.3		0.4	0.3	0.1		3.4	4.2	-0.8	
Flava	5.5	5.9	-0.4	1	4.8	4.7	0.1		5.7	5.7	0.0		4.8	4.4	0.4		2.2	2.2	0.0		1.0	0.8	0.2		6.4	5.8	0.6	
Life FM	0.6	0.8	-0.2	16	0.8	0.8	0.0		1.2	1.2	0.0		1.3	1.4	-0.1		0.6	0.7	-0.1		0.3	0.2	0.1		1.3	1.5	-0.2	
Magic	2.6	2.7	-0.1	10	3.1	3.1	0.0		3.2	3.1	0.1		2.9	2.9	0.0		1.0	1.4	-0.4		0.9	0.7	0.2		3.7	3.9	-0.2	
Mai FM	2.6	2.4	0.2	10	1.4	1.7	-0.3		0.8	1.2	-0.4		2.1	2.2	-0.1		0.7	0.9	-0.2		0.1	0.4	-0.3		2.0	2.2	-0.2	
More FM	2.9	2.5	0.4	7	2.0	2.3	-0.3		2.6	3.0	-0.4		2.3	2.6	-0.3		0.6	0.4	0.2		0.7	0.7	0.0		2.4	2.5	-0.1	
Newstalk ZB	2.1	2.1	0.0	12	1.4	1.0	0.4		1.0	0.8	0.2		1.2	1.2	0.0		1.1	0.8	0.3		0.6	0.6	0.0		1.7	1.6	0.1	
Radio Hauraki	0.7	0.4	0.3	15	0.7	0.4	0.3		0.7	0.5	0.2		0.5	0.4	0.1		*	0.1	*		*	*	*		0.4	0.3	0.1	
Rhema	0.5	0.5	0.0	17	0.8	0.8	0.0		0.8	0.7	0.1		0.4	0.5	-0.1		0.2	0.2	0.0		0.4	0.3	0.1		1.4	1.3	0.1	
Rock	4.1	4.1	0.0	4	2.9	3.1	-0.2		3.5	4.0	-0.5		4.0	4.7	-0.7		1.1	1.9	-0.8		1.0	1.3	-0.3		3.5	4.1	-0.6	
Te Arawa FM	2.9	3.0	-0.1	7	0.6	0.8	-0.2		2.0	2.0	0.0		0.9	0.6	0.3		0.2	0.2	0.0		0.7	0.5	0.2		1.5	1.8	-0.3	
The Heat	1.2	0.6	0.6	14	1.3	1.0	0.3		1.6	1.3	0.3		1.8	1.9	-0.1		0.8	0.8	0.0		0.1	*	*		0.9	0.7	0.2	
The Hits	2.7	2.6	0.1	9	1.8	1.9	-0.1		3.6	3.6	0.0		3.6	3.2	0.4		0.7	0.7	0.0		0.2	*	*		2.2	2.2	0.0	
The Sound	3.2	2.8	0.4	5	3.1	3.3	-0.2		3.4	3.7	-0.3		3.4	3.4	0.0		1.4	1.4	0.0		0.6	0.5	0.1		3.7	3.7	0.0	
ZM	1.8	2.0	-0.2	13	1.7	2.0	-0.3		2.1	2.2	-0.1		2.0	2.1	-0.1		0.6	0.6	0.0		0.2	0.3	-0.1		1.7	2.0	-0.3	
MediaWorks Combo	19.8	19.3	0.5		16.0	16.2	-0.2		17.5	17.8	-0.3		18.0	18.7	-0.7		7.4	8.1	-0.7		4.4	4.3	0.1		19.3	20.4	-1.1	
NZME Combo	14.3	15.9	-1.6		12.4	13.1	-0.7		14.3	15.6	-1.3		12.8	13.3	-0.5		5.6	5.9	-0.3		2.1	2.3	-0.2		14.8	15.6	-0.8	
All Commercial Radio	31.0	31.4	-0.4		25.8	26.2	-0.4		28.5	29.5	-1.0		27.7	29.1	-1.4		13.1	14.1	-1.0		7.6	7.4	0.2		31.1	31.6	-0.5	

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

Please note: Due to COVID-19 survey 2 was cancelled, last survey in this report is Survey 1 2020.



ROTORUA COMMERCIAL RADIO - SURVEY 3 2020

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

Survey Comparisons: 1/2020 - 3/2020

This Survey Period: Sun Jun 16 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020 & Sun July 19 to Sat Sep 12 2020

Last 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

	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	9:50	7:26	2:24	9:28	1:49	7:39	7:04	2:28	4:36	6:45	2:38	4:07	9:04	6:10	2:54	11:11	10:23	0:47	10:53	11:18	-0:25	9:48	7:49	1:59
Coast	10:04	10:01	0:02	6:30	6:30	0:00	4:08	5:04	-0:55	4:47	7:41	-2:54	8:10	6:33	1:37	13:14	10:56	2:18	12:26	12:21	0:05	8:40	8:13	0:26
Edge	4:23	5:12	-0:49	1:24	2:03	-0:38	4:42	5:34	-0:52	5:30	5:49	-0:18	5:14	5:36	-0:22	5:08	6:50	-1:41	5:48	9:11	-3:23	7:28	7:08	0:20
Flava	8:06	6:54	1:11	3:19	2:14	1:05	11:39	9:36	2:02	9:01	6:50	2:11	8:45	7:23	1:22	7:12	7:32	-0:20	4:59	4:59	-0:00	7:15	5:42	1:32
Life FM	5:17	5:00	0:16	3:48	4:30	-0:42	10:35	10:21	0:14	7:15	6:12	1:03	6:42	6:26	0:15	3:22	4:29	-1:07	0:23	0:29	-0:06	3:46	4:25	-0:38
Magic	12:54	11:10	1:44	0:46	1:42	-0:56	5:23	6:00	-0:37	4:11	2:28	1:43	6:40	4:54	1:45	7:53	6:18	1:34	14:53	14:20	0:33	7:45	5:21	2:24
Mai FM	5:04	4:56	0:07	2:26	4:40	-2:14	7:03	5:58	1:05	4:24	4:06	0:17	5:30	4:03	1:26	9:55	3:14	6:41	1:20	3:11	-1:50	2:02	3:22	-1:20
More FM	7:03	7:29	-0:25	4:46	2:53	1:52	4:43	6:23	-1:39	7:22	8:18	-0:56	7:09	7:57	-0:48	9:24	9:48	-0:23	10:56	10:45	0:10	4:02	4:04	-0:01
Newstalk ZB	14:56	12:36	2:20	1:00	1:00	0:00	1:30	1:59	-0:29	9:13	6:42	2:31	21:28	13:49	7:38	12:45	10:46	1:58	11:58	10:57	1:01	11:36	11:29	0:07
Radio Hauraki	10:26	6:15	4:11	*	*	*	14:25	8:23	6:01	16:29	9:07	7:21	14:32	8:33	5:59	2:52	3:45	-0:52	0:37	0:30	0:07	9:17	11:30	-2:13
Rhema	5:29	5:19	0:10	11:00	13:26	-2:26	3:30	3:49	-0:18	3:23	3:16	0:07	3:02	2:56	0:05	4:58	3:28	1:30	8:44	5:10	3:33	2:14	2:48	-0:34
Rock	8:30	9:26	-0:56	11:47	9:10	2:37	8:22	12:37	-4:15	8:54	11:13	-2:19	8:35	9:51	-1:15	6:36	4:49	1:47	2:18	3:07	-0:49	7:37	7:07	0:30
Te Arawa FM	3:33	2:56	0:37	1:36	1:56	-0:20	3:09	3:28	-0:18	2:37	3:09	-0:31	4:08	2:48	1:19	7:44	3:41	4:03	5:30	4:45	0:44	2:34	3:39	-1:04
The Heat	6:17	5:02	1:15	4:50	1:51	2:58	8:26	7:21	1:05	5:50	5:21	0:29	6:02	5:21	0:40	4:28	0:15	4:13	0:29	0:15	0:14	4:22	5:56	-1:33
The Hits	5:59	6:48	-0:48	2:26	2:21	0:05	5:32	5:34	-0:02	7:04	7:34	-0:29	6:17	6:42	-0:24	4:49	5:32	-0:42	6:42	9:07	-2:24	6:21	11:00	-4:38
The Sound	14:13	10:40	3:33	1:17	2:03	-0:46	9:13	11:09	-1:55	25:05	19:00	6:05	16:03	12:09	3:54	10:00	8:40	1:20	11:55	12:05	-0:10	9:10	6:29	2:40
ZM	4:52	5:34	-0:41	0:34	0:55	-0:21	6:18	6:09	0:08	6:37	6:48	-0:11	5:59	6:41	-0:41	6:12	8:33	-2:21	7:36	9:58	-2:21	5:21	5:08	0:13
MediaWorks Combo	12:52	12:33	0:19	7:40	6:26	1:13	9:58	12:03	-2:04	13:26	13:34	-0:07	13:29	12:53	0:35	12:33	11:55	0:37	14:55	15:36	-0:40	10:39	10:00	0:38
NZME Combo	10:28	9:48	0:40	3:17	2:26	0:50	11:22	9:40	1:42	10:01	9:09	0:51	10:34	9:27	1:07	12:27	12:13	0:14	12:38	12:49	-0:10	9:31	9:48	-0:17
All Commercial Radio	17:19	16:11	1:07	8:58	7:21	1:37	17:29	17:09	0:19	18:52	17:43	1:09	18:30	16:34	1:55	17:18	15:50	1:28	19:05	19:26	-0:20	16:11	15:30	0:41
Potential (000)	56.7	56.7	0.0	7.5	7.7	-0.2	15.2	15.0	0.2	17.0	17.0	0.0	25.2	25.2	0.0	16.1	16.1	0.0	13.8	13.8	0.0	10.1	10.1	0.0
Sample	860	809	51	75	81	-6	193	169	24	242	212	30	389	336	53	291	249	42	268	247	21	169	148	21

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

Please note: Due to COVID-19 survey 2 was cancelled, last survey in this report is Survey 1 2020.



ROTORUA COMMERCIAL RADIO - SURVEY 3 2020

Average Time Spent Listening (hh:mm) by Daypart, People 10+
Survey Comparisons: 1/2020 - 3/2020

This Survey Period: Sun Jun 16 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020 & Sun July 19 to Sat Sep 12 2020

Last 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

	This	Last	+/-
Potential (000)	56.7	56.7	0.0
Sample Size	860	809	51

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

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

Please note: Due to COVID-19 survey 2 was cancelled, last survey in this report is Survey 1 2020.