



ROTORUA COMMERCIAL RADIO - SURVEY 4 2020

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

Survey Comparisons: 3/2020 - 4/2020

This Survey Period: Sun Aug 25 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020 & Sun July 19 to Sat Nov 14 2020

Last 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

	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	11.6	0.0	1	21.1	22.8	-1.7	*	8.5	6.7	1.8		8.2	6.8	1.4		11.5	11.2	0.3		15.0	15.8	-0.8		11.4	11.2	0.2		10.2	12.9	-2.7	
Coast	8.3	8.5	-0.2	6	*	0.9	*		1.9	1.7	0.2		2.3	2.9	-0.6		5.0	5.3	-0.3		17.3	16.7	0.6		19.9	19.3	0.6		8.5	9.5	-1.0	
Edge	5.3	4.9	0.4	9	7.4	4.4	3.0		8.9	8.9	0.0		7.6	7.5	0.1		7.0	6.5	0.5		4.6	4.4	0.2		2.0	2.4	-0.4		12.7	12.8	-0.1	
Flava	9.4	11.5	-2.1	3	6.1	14.0	-7.9		21.8	27.6	-5.8		13.2	15.2	-2.0		12.9	13.9	-1.0		7.8	7.7	0.1		1.7	1.8	-0.1		13.4	11.1	2.3	
Life FM	0.4	1.3	-0.9	17	1.3	4.8	-3.5		0.2	0.7	-0.5		0.4	1.9	-1.5		0.5	1.6	-1.1		0.3	0.6	-0.3		*	*	*		1.2	1.7	-0.5	
Magic	11.3	10.1	1.2	2	0.5	0.8	-0.3		3.9	1.0	2.9		3.8	1.0	2.8		3.6	1.9	1.7		5.1	5.0	0.1		19.9	21.5	-1.6		5.6	5.2	0.4	
Mai FM	3.8	3.2	0.6	11	1.6	5.4	-3.8		9.8	7.8	2.0		4.0	3.2	0.8		3.8	2.9	0.9		2.1	1.3	0.8		0.5	0.1	0.4		1.9	1.5	0.4	
More FM	4.7	5.2	-0.5	10	4.6	6.4	-1.8		3.1	4.3	-1.2		5.9	5.8	0.1		5.0	5.6	-0.6		5.8	6.5	-0.7		6.2	6.0	0.2		4.4	3.5	0.9	
Newstalk ZB	6.5	5.8	0.7	7	0.2	0.1	0.1		*	0.1	*		0.8	0.7	0.1		2.8	2.7	0.1		8.3	7.8	0.5		13.1	12.0	1.1		4.0	4.0	0.0	
Radio Hauraki	3.6	1.5	2.1	12	23.3	*	*		5.6	4.1	1.5		5.0	4.1	0.9		3.6	2.8	0.8		0.3	0.1	0.2		0.1	0.1	0.0		2.3	1.9	0.4	
Rhema	1.0	1.4	-0.4	16	5.5	6.4	-0.9		*	0.4	*		0.3	1.4	-1.1		0.3	1.1	-0.8		1.5	0.9	0.6		1.6	1.0	0.6		0.5	0.8	-0.3	
Rock	9.4	8.2	1.2	3	21.1	20.8	0.3		11.7	12.3	-0.6		14.4	12.6	1.8		12.6	11.1	1.5		6.9	4.8	2.1		2.7	0.7	2.0		12.2	9.6	2.6	
Te Arawa FM	1.6	2.1	-0.5	15	*	3.4	*		0.5	1.8	-1.3		0.4	1.7	-1.3		1.8	2.3	-0.5		4.5	3.4	1.1		2.4	1.8	0.6		1.2	2.0	-0.8	
The Heat	3.6	2.5	1.1	12	*	2.6	*		7.2	5.7	1.5		7.2	4.5	2.7		5.6	3.7	1.9		1.7	1.1	0.6		0.5	0.1	0.4		2.5	3.0	-0.5	
The Hits	5.7	5.2	0.5	8	4.3	4.1	0.2		6.0	5.5	0.5		7.7	7.5	0.2		6.1	5.7	0.4		2.7	2.8	-0.1		4.6	4.7	-0.1		6.6	6.8	-0.2	
The Sound	8.4	10.7	-2.3	5	0.4	0.3	0.1		2.4	3.0	-0.6		11.6	15.4	-3.8		12.2	15.8	-3.6		12.2	14.8	-2.6		8.5	9.3	-0.8		5.7	5.7	0.0	
ZM	2.5	2.8	-0.3	14	0.7	0.9	-0.2		6.2	5.2	1.0		5.4	5.6	-0.2		3.8	3.9	-0.1		0.4	1.8	-1.4		0.3	1.9	-1.6		5.2	5.8	-0.6	
MediaWorks Combo	54.8	54.2	0.6		56.7	60.9	-4.2		49.0	44.7	4.3		55.9	52.7	3.2		56.2	55.3	0.9		51.8	53.0	-1.2		51.4	51.6	-0.2		54.2	52.3	1.9	
NZME Combo	36.0	35.3	0.7		34.6	20.0	14.6		41.4	44.2	-2.8		34.3	36.0	-1.7		34.1	34.4	-0.3		36.8	36.9	-0.1		39.9	39.9	0.0		40.1	39.1	1.0	
Potential (000)	56.7	56.7	0.0		7.5	7.5	0.0		15.2	15.2	0.0		17.0	17.0	0.0		25.2	25.2	0.0		16.1	16.1	0.0		13.8	13.8	0.0		9.9	10.1	-0.2	
Sample	804	860	-56		70	75	-5		173	193	-20		238	242	-4		371	389	-18		278	291	-13		256	268	-12		164	169	-5	

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 or The Hits or ZM or internet only listening to Hokonui



ROTORUA COMMERCIAL RADIO - SURVEY 4 2020

Station Share (%) by Daypart, People 10+
Survey Comparisons: 3/2020 - 4/2020

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Last 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

	This	Last	+/-
Potential (000)	56.7	56.7	0.0
Sample Size	804	860	-56

	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	10.4	10.5	-0.1	2	11.9	11.7	0.2	10.2	10.3	-0.1	11.4	10.6	0.8	12.5	14.3	-1.8	9.9	9.3	0.6	14.0	14.0	0.0
Coast	9.1	8.7	0.4	3	10.0	10.4	-0.4	9.0	9.5	-0.5	6.7	5.9	0.8	4.7	4.9	-0.2	2.1	1.0	1.1	8.2	9.0	-0.8
Edge	6.4	5.8	0.6	8	4.8	4.6	0.2	4.3	4.0	0.3	5.2	4.7	0.5	3.6	3.3	0.3	3.9	3.6	0.3	6.5	6.2	0.3
Flava	8.4	8.8	-0.4	5	8.0	11.2	-3.2	10.9	13.1	-2.2	8.6	10.4	-1.8	9.1	12.3	-3.2	5.8	10.4	-4.6	10.8	12.7	-1.9
Life FM	0.2	0.9	-0.7	17	0.2	1.2	-1.0	0.5	1.3	-0.8	0.7	1.7	-1.0	0.2	1.3	-1.1	*	1.4	*	0.5	1.4	-0.9
Magic	11.9	10.6	1.3	1	10.9	9.8	1.1	11.3	9.1	2.2	8.1	8.3	-0.2	9.0	9.6	-0.6	21.7	20.7	1.0	11.9	10.6	1.3
Mai FM	7.1	6.3	0.8	7	4.5	3.2	1.3	3.2	2.0	1.2	4.5	4.2	0.3	1.3	1.8	-0.5	3.8	2.2	1.6	1.4	1.7	-0.3
More FM	5.8	6.1	-0.3	10	4.7	4.9	-0.2	4.8	5.6	-0.8	5.3	6.0	-0.7	2.4	2.6	-0.2	2.6	2.7	-0.1	4.3	4.8	-0.5
Newstalk ZB	7.6	7.8	-0.2	6	4.0	3.9	0.1	3.2	3.0	0.2	4.4	4.4	0.0	21.0	14.9	6.1	20.5	16.1	4.4	7.3	6.1	1.2
Radio Hauraki	2.9	1.6	1.3	12	3.4	2.6	0.8	2.9	2.2	0.7	4.1	1.4	2.7	6.7	*	*	0.8	*	*	4.6	0.6	4.0
Rhema	0.6	0.9	-0.3	16	1.0	1.2	-0.2	0.7	1.0	-0.3	0.6	0.9	-0.3	3.1	2.6	0.5	4.6	8.1	-3.5	1.0	1.7	-0.7
Rock	8.9	8.3	0.6	4	11.6	9.0	2.6	10.5	9.2	1.3	11.2	9.2	2.0	7.2	4.6	2.6	6.7	5.7	1.0	6.9	6.9	0.0
Te Arawa FM	2.6	4.6	-2.0	15	1.4	1.2	0.2	2.2	2.1	0.1	0.9	1.1	-0.2	0.4	1.5	-1.1	1.1	1.4	-0.3	1.1	1.4	-0.3
The Heat	2.7	1.4	1.3	13	5.0	3.2	1.8	4.6	2.8	1.8	5.0	4.1	0.9	1.9	3.0	-1.1	4.3	0.1	4.2	1.7	1.6	0.1
The Hits	5.5	4.3	1.2	11	4.2	4.3	-0.1	6.6	7.2	-0.6	7.9	7.2	0.7	2.6	2.7	-0.1	1.6	2.1	-0.5	6.0	4.2	1.8
The Sound	6.1	8.2	-2.1	9	9.6	11.9	-2.3	8.7	10.5	-1.8	9.4	11.9	-2.5	11.3	16.0	-4.7	2.3	5.7	-3.4	8.8	10.9	-2.1
ZM	2.7	3.3	-0.6	13	2.7	2.7	0.0	2.6	2.8	-0.2	3.5	4.6	-1.1	1.8	1.7	0.1	1.3	0.9	0.4	1.8	2.2	-0.4
MediaWorks Combo	56.5	55.9	0.6		57.9	55.1	2.8	53.5	51.3	2.2	55.4	55.1	0.3	47.3	52.9	-5.6	51.1	50.1	1.0	54.2	55.5	-1.3
NZME Combo	36.1	34.5	1.6		32.4	35.2	-2.8	35.3	37.8	-2.5	35.1	33.8	1.3	46.0	36.5	9.5	32.1	30.5	1.6	38.7	34.8	3.9

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 or The Hits or ZM or internet only listening to Hokonui



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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	8.5	8.4	0.1	3	1.1	1.0	0.1		1.8	1.9	-0.1		2.5	2.4	0.1		4.5	4.5	0.0		3.4	3.2	0.2		2.2	2.0	0.2		1.7	1.7	0.0	
Coast	5.9	6.0	-0.1	7	*	0.1	*		0.9	0.8	0.1		1.3	1.5	-0.2		2.3	2.4	-0.1		2.8	2.9	-0.1		3.0	3.0	0.0		1.2	1.5	-0.3	
Edge	8.8	8.0	0.8	2	1.7	1.3	0.4		4.0	3.8	0.2		3.4	3.3	0.1		5.0	4.6	0.4		2.0	1.9	0.1		0.6	0.8	-0.2		2.4	2.3	0.1	
Flava	9.5	10.1	-0.6	1	1.1	1.8	-0.7		4.4	4.7	-0.3		4.0	4.1	-0.1		6.2	5.8	0.4		3.0	2.4	0.6		0.8	0.7	0.1		2.0	2.0	0.0	
Life FM	1.0	1.7	-0.7	17	0.4	0.5	-0.1		0.1	0.1	0.0		0.3	0.6	-0.3		0.5	0.9	-0.4		0.3	0.4	-0.1		0.1	0.2	-0.1		0.5	0.6	-0.1	
Magic	6.2	5.6	0.6	6	0.2	0.4	-0.2		0.7	0.4	0.3		0.9	0.6	0.3		1.4	1.0	0.4		1.5	1.4	0.1		2.9	2.8	0.1		0.9	0.9	0.0	
Mai FM	4.8	4.5	0.3	10	0.4	0.9	-0.5		2.2	2.2	0.0		2.0	1.8	0.2		2.8	1.9	0.9		1.1	0.3	0.8		0.4	0.2	0.2		1.2	0.9	0.3	
More FM	5.5	5.2	0.3	8	0.7	0.6	0.1		2.0	1.8	0.2		2.1	1.9	0.2		2.8	2.9	-0.1		1.4	1.6	-0.2		1.2	1.1	0.1		1.4	1.1	0.3	
Newstalk ZB	2.9	2.8	0.1	14	0.1	0.1	0.0		*	0.1	*		0.1	0.2	-0.1		0.5	0.5	0.0		1.4	1.4	0.0		1.9	2.0	-0.1		0.4	0.5	-0.1	
Radio Hauraki	1.7	1.1	0.6	15	0.2	*	*		0.8	0.6	0.2		0.8	0.6	0.2		0.9	0.7	0.2		0.1	0.1	0.0		0.2	0.2	0.0		0.3	0.3	0.0	
Rhema	1.2	1.9	-0.7	16	0.2	0.3	-0.1		*	0.2	*		0.4	1.0	-0.6		0.6	1.3	-0.7		0.4	0.4	0.0		0.3	0.2	0.1		0.4	0.5	-0.1	
Rock	7.3	6.8	0.5	4	1.1	0.8	0.3		2.9	2.9	0.0		3.3	3.5	-0.2		4.4	4.7	-0.3		1.8	1.6	0.2		0.8	0.6	0.2		1.7	1.7	0.0	
Te Arawa FM	3.5	4.1	-0.6	12	*	0.9	*		0.8	1.1	-0.3		1.0	1.5	-0.5		2.0	2.0	0.0		1.7	1.0	0.7		0.9	0.6	0.3		0.8	1.1	-0.3	
The Heat	3.3	2.8	0.5	13	*	0.2	*		1.9	1.3	0.6		2.1	1.9	0.2		2.5	2.2	0.3		0.9	0.6	0.3		0.5	0.2	0.3		1.0	0.9	0.1	
The Hits	7.3	6.1	1.2	4	1.0	0.7	0.3		2.3	2.0	0.3		2.2	2.6	-0.4		3.5	3.3	0.2		2.0	1.3	0.7		1.6	1.4	0.2		1.5	1.4	0.1	
The Sound	5.0	5.4	-0.4	9	0.1	0.1	0.0		0.6	0.6	0.0		1.5	1.5	0.0		3.2	3.6	-0.4		2.9	3.3	-0.4		1.6	1.5	0.1		0.9	0.8	0.1	
ZM	3.9	4.2	-0.3	11	0.6	0.6	0.0		1.9	1.6	0.3		1.8	2.1	-0.3		2.1	2.4	-0.3		0.3	0.6	-0.3		0.2	0.5	-0.3		1.3	1.4	-0.1	
MediaWorks Combo	32.1	29.9	2.2		3.8	3.4	0.4		9.4	8.8	0.6		10.2	9.6	0.6		15.8	15.0	0.8		10.0	9.6	0.4		7.2	6.7	0.5		6.7	6.5	0.2	
NZME Combo	24.4	24.0	0.4		2.4	2.6	-0.2		7.7	7.7	0.0		8.0	8.8	-0.8		11.7	11.9	-0.2		7.2	6.7	0.5		6.3	6.2	0.1		5.2	5.4	-0.2	
All Commercial Radio	42.7	41.1	1.6		5.4	4.8	0.6		11.6	11.3	0.3		12.9	12.9	0.0		20.0	19.8	0.2		13.4	13.1	0.3		10.5	10.2	0.3		8.1	8.2	-0.1	
Potential (000)	56.7	56.7	0.0		7.5	7.5	0.0		15.2	15.2	0.0		17.0	17.0	0.0		25.2	25.2	0.0		16.1	16.1	0.0		13.8	13.8	0.0		9.9	10.1	-0.2	
Sample	804	860	-56		70	75	-5		173	193	-20		238	242	-4		371	389	-18		278	291	-13		256	268	-12		164	169	-5	

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Potential (000)	56.7	56.7	0.0
Sample Size	804	860	-56

	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	4.5	5.0	-0.5	3	3.5	3.5	0.0		3.7	3.8	-0.1		4.7	3.7	1.0		1.9	2.1	-0.2		0.9	0.8	0.1		4.7	4.6	0.1			
Coast	3.1	3.0	0.1	6	2.8	2.9	-0.1		2.7	2.8	-0.1		2.3	2.1	0.2		0.9	1.1	-0.2		0.3	0.2	0.1		3.4	3.7	-0.3			
Edge	5.0	4.3	0.7	2	3.0	2.6	0.4		3.9	3.0	0.9		3.5	3.0	0.5		0.7	1.0	-0.3		0.4	0.4	0.0		3.7	3.4	0.3			
Flava	5.5	5.5	0.0	1	3.7	4.8	-1.1		4.7	5.7	-1.0		4.4	4.8	-0.4		1.6	2.2	-0.6		0.7	1.0	-0.3		6.0	6.4	-0.4			
Life FM	0.1	0.6	-0.5	17	0.3	0.8	-0.5		0.7	1.2	-0.5		0.6	1.3	-0.7		0.3	0.6	-0.3		*	0.3	*		0.8	1.3	-0.5			
Magic	3.2	2.6	0.6	5	3.9	3.1	0.8		4.0	3.2	0.8		3.2	2.9	0.3		0.9	1.0	-0.1		0.8	0.9	-0.1		4.1	3.7	0.4			
Mai FM	2.7	2.6	0.1	9	1.7	1.4	0.3		1.1	0.8	0.3		2.2	2.1	0.1		0.7	0.7	0.0		0.3	0.1	0.2		1.6	2.0	-0.4			
More FM	2.7	2.9	-0.2	9	1.7	2.0	-0.3		2.3	2.6	-0.3		2.3	2.3	0.0		0.6	0.6	0.0		0.8	0.7	0.1		2.8	2.4	0.4			
Newstalk ZB	1.9	2.1	-0.2	12	1.5	1.4	0.1		1.0	1.0	0.0		1.2	1.2	0.0		1.5	1.1	0.4		0.9	0.6	0.3		1.8	1.7	0.1			
Radio Hauraki	1.1	0.7	0.4	15	1.2	0.7	0.5		1.0	0.7	0.3		0.9	0.5	0.4		0.2	*	*		0.2	*	*		1.0	0.4	0.6			
Rhema	0.3	0.5	-0.2	16	0.4	0.8	-0.4		0.4	0.8	-0.4		0.3	0.4	-0.1		0.3	0.2	0.1		0.1	0.4	-0.3		0.7	1.4	-0.7			
Rock	4.3	4.1	0.2	4	3.7	2.9	0.8		3.8	3.5	0.3		4.8	4.0	0.8		1.3	1.1	0.2		1.0	1.0	0.0		3.8	3.5	0.3			
Te Arawa FM	2.3	2.9	-0.6	11	1.2	0.6	0.6		1.9	2.0	-0.1		1.2	0.9	0.3		0.1	0.2	-0.1		0.3	0.7	-0.4		1.1	1.5	-0.4			
The Heat	1.3	1.2	0.1	14	1.6	1.3	0.3		2.2	1.6	0.6		2.0	1.8	0.2		0.4	0.8	-0.4		0.4	0.1	0.3		1.3	0.9	0.4			
The Hits	2.9	2.7	0.2	7	1.8	1.8	0.0		3.1	3.6	-0.5		4.0	3.6	0.4		0.7	0.7	0.0		0.1	0.2	-0.1		3.5	2.2	1.3			
The Sound	2.9	3.2	-0.3	7	3.0	3.1	-0.1		3.4	3.4	0.0		3.4	3.4	0.0		1.2	1.4	-0.2		0.3	0.6	-0.3		3.1	3.7	-0.6			
ZM	1.6	1.8	-0.2	13	1.5	1.7	-0.2		2.1	2.1	0.0		1.6	2.0	-0.4		0.7	0.6	0.1		0.2	0.2	0.0		1.4	1.7	-0.3			
MediaWorks Combo	21.0	19.8	1.2		17.4	16.0	1.4		18.6	17.5	1.1		20.0	18.0	2.0		6.8	7.4	-0.6		4.1	4.4	-0.3		19.9	19.3	0.6			
NZME Combo	14.5	14.3	0.2		11.3	12.4	-1.1		13.4	14.3	-0.9		12.7	12.8	-0.1		5.5	5.6	-0.1		2.4	2.1	0.3		15.1	14.8	0.3			
All Commercial Radio	32.1	31.0	1.1		26.7	25.8	0.9		28.5	28.5	0.0		29.0	27.7	1.3		12.1	13.1	-1.0		6.8	7.6	-0.8		31.5	31.1	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 Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Hokonui



ROTORUA COMMERCIAL RADIO - SURVEY 4 2020

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

Survey Comparisons: 3/2020 - 4/2020

This Survey Period: Sun Aug 25 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020 & Sun July 19 to Sat Nov 14 2020

Last 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

	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	9:46	9:50	-0:04	9:21	9:28	-0:07	9:28	7:04	2:23	7:40	6:45	0:54	8:53	9:04	-0:10	9:49	11:11	-1:21	10:05	10:53	-0:47	7:30	9:48	-2:18
Coast	10:02	10:04	-0:01	*	6:30	*	4:18	4:08	0:09	4:09	4:47	-0:38	7:44	8:10	-0:26	13:28	13:14	0:14	13:01	12:26	0:34	8:20	8:40	-0:20
Edge	4:18	4:23	-0:05	2:00	1:24	0:35	4:25	4:42	-0:16	5:17	5:30	-0:13	5:00	5:14	-0:14	5:01	5:08	-0:07	6:10	5:48	0:22	6:36	7:28	-0:52
Flava	7:01	8:06	-1:05	2:39	3:19	-0:40	9:57	11:39	-1:41	7:56	9:01	-1:04	7:19	8:45	-1:26	5:41	7:12	-1:30	4:12	4:59	-0:46	8:03	7:15	0:48
Life FM	2:35	5:17	-2:41	1:43	3:48	-2:04	3:00	10:35	-7:35	3:49	7:15	-3:25	3:48	6:42	-2:54	2:28	3:22	-0:53	0:35	0:23	0:12	3:10	3:46	-0:36
Magic	13:05	12:54	0:11	0:53	0:46	0:06	10:20	5:23	4:57	9:29	4:11	5:18	8:55	6:40	2:15	7:18	7:53	-0:35	13:29	14:53	-1:23	7:27	7:45	-0:18
Mai FM	5:44	5:04	0:39	1:52	2:26	-0:34	8:49	7:03	1:46	4:39	4:24	0:14	4:43	5:30	-0:46	4:00	9:55	-5:55	2:03	1:20	0:42	1:54	2:02	-0:08
More FM	6:09	7:03	-0:54	3:15	4:46	-1:30	3:08	4:43	-1:35	6:45	7:22	-0:36	6:14	7:09	-0:54	8:55	9:24	-0:29	10:28	10:56	-0:27	3:50	4:02	-0:12
Newstalk ZB	16:19	14:56	1:22	1:00	1:00	0:00	*	1:30	*	13:50	9:13	4:36	20:31	21:28	-0:56	13:32	12:45	0:47	13:30	11:58	1:31	13:22	11:36	1:45
Radio Hauraki	15:13	10:26	4:46	57:30	*	*	13:36	14:25	-0:49	14:48	16:29	-1:40	13:19	14:32	-1:12	4:39	2:52	1:47	0:37	0:37	0:00	9:41	9:17	0:23
Rhema	6:20	5:29	0:50	13:37	11:00	2:37	2:00	3:30	-1:30	1:30	3:23	-1:53	1:44	3:02	-1:17	7:53	4:58	2:54	10:08	8:44	1:24	1:24	2:14	-0:50
Rock	9:11	8:30	0:40	9:13	11:47	-2:34	8:06	8:22	-0:15	10:28	8:54	1:33	10:02	8:35	1:26	8:39	6:36	2:02	6:35	2:18	4:17	8:54	7:37	1:16
Te Arawa FM	3:18	3:33	-0:15	*	1:36	*	1:10	3:09	-1:59	0:59	2:37	-1:38	3:06	4:08	-1:01	5:39	7:44	-2:04	5:31	5:30	0:01	1:50	2:34	-0:44
The Heat	7:47	6:17	1:29	*	4:50	*	7:26	8:26	-1:00	8:14	5:50	2:23	8:03	6:02	2:01	4:24	4:28	-0:03	2:08	0:29	1:38	2:59	4:22	-1:22
The Hits	5:33	5:59	-0:25	2:04	2:26	-0:22	5:07	5:32	-0:24	8:12	7:04	1:08	6:09	6:17	-0:08	3:01	4:49	-1:48	5:41	6:42	-1:01	5:33	6:21	-0:48
The Sound	12:05	14:13	-2:08	1:18	1:17	0:01	8:01	9:13	-1:12	18:06	25:05	-6:59	13:23	16:03	-2:40	9:08	10:00	-0:52	10:42	11:55	-1:12	7:27	9:10	-1:43
ZM	4:36	4:52	-0:16	0:33	0:34	-0:01	6:17	6:18	-0:00	7:06	6:37	0:29	6:23	5:59	0:23	2:22	6:12	-3:49	2:50	7:36	-4:46	4:49	5:21	-0:31
MediaWorks Combo	12:12	12:52	-0:39	6:59	7:40	-0:40	10:20	9:58	0:21	13:06	13:26	-0:20	12:30	13:29	-0:58	11:23	12:33	-1:10	14:02	14:55	-0:52	9:59	10:39	-0:39
NZME Combo	10:34	10:28	0:05	6:36	3:17	3:19	10:39	11:22	-0:43	10:15	10:01	0:14	10:17	10:34	-0:17	11:16	12:27	-1:11	12:34	12:38	-0:03	9:32	9:31	0:01
All Commercial Radio	16:44	17:19	-0:35	8:41	8:58	-0:17	17:08	17:29	-0:21	18:31	18:52	-0:21	17:37	18:30	-0:52	16:24	17:18	-0:53	18:47	19:05	-0:17	15:14	16:11	-0:56
Potential (000)	56.7	56.7	0.0	7.5	7.5	0.0	15.2	15.2	0.0	17.0	17.0	0.0	25.2	25.2	0.0	16.1	16.1	0.0	13.8	13.8	0.0	9.9	10.1	-0.2
Sample	804	860	-56	70	75	-5	173	193	-20	238	242	-4	371	389	-18	278	291	-13	256	268	-12	164	169	-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 or The Hits or ZM or internet only listening to Hokonui



ROTORUA COMMERCIAL RADIO - SURVEY 4 2020

Average Time Spent Listening (hh:mm) by Daypart, People 10+
Survey Comparisons: 3/2020 - 4/2020

This Survey Period: Sun Aug 25 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020 & Sun July 19 to Sat Nov 14 2020

Last 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

	This	Last	+/-
Potential (000)	56.7	56.7	0.0
Sample Size	804	860	-56

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