



# ROTORUA COMMERCIAL RADIO - SURVEY 1 2021

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

Survey Comparisons: 4/2020 - 1/2021

This Survey Period: Sun Jan 19 to Sat Mar 28 2020 & Sun Jul 19 to Sat Nov 14 2020 & Sun Jan 31 to Sat Apr 10 2021

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

	All 10+				People 10-24				People 18-39				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	10.5	11.6	-1.1	3	6.3	9.1	-2.8		6.9	7.6	-0.7		7.5	8.2	-0.7		10.5	11.5	-1.0		15.4	15.0	0.4		13.4	11.4	2.0		6.5	10.2	-3.7	
Coast	6.6	8.3	-1.7	7	3.2	1.0	2.2		1.6	1.6	0.0		1.1	2.3	-1.2		4.1	5.0	-0.9		14.0	17.3	-3.3		15.5	19.9	-4.4		5.9	8.5	-2.6	
Edge	5.1	5.3	-0.2	9	7.8	8.1	-0.3		7.6	8.2	-0.6		7.0	7.6	-0.6		6.2	7.0	-0.8		4.6	4.6	0.0		3.1	2.0	1.1		13.1	12.7	0.4	
Flava	9.7	9.4	0.3	4	20.9	16.0	4.9		18.2	17.8	0.4		13.8	13.2	0.6		12.5	12.9	-0.4		5.5	7.8	-2.3		0.5	1.7	-1.2		15.6	13.4	2.2	
Life FM	0.4	0.4	0.0	17	0.4	0.7	-0.3		0.2	0.1	0.1		0.3	0.4	-0.1		0.4	0.5	-0.1		0.7	0.3	0.4		0.6	*	*		0.7	1.2	-0.5	
Magic Music & Talk	11.3	11.3	0.0	2	2.6	2.6	0.0		3.5	3.7	-0.2		3.3	3.8	-0.5		3.8	3.6	0.2		6.3	5.1	1.2		19.0	19.9	-0.9		5.5	5.6	-0.1	
Mai FM	3.0	3.8	-0.8	14	3.9	11.6	-7.7		4.3	8.1	-3.8		4.6	4.0	0.6		4.4	3.8	0.6		2.5	2.1	0.4		0.5	0.5	0.0		2.2	1.9	0.3	
More FM	3.8	4.7	-0.9	11	3.2	3.4	-0.2		5.0	4.6	0.4		6.3	5.9	0.4		4.8	5.0	-0.2		3.0	5.8	-2.8		3.4	6.2	-2.8		4.0	4.4	-0.4	
Newstalk ZB	7.8	6.5	1.3	6	*	0.1	*		0.2	0.2	0.0		0.3	0.8	-0.5		2.3	2.8	-0.5		7.0	8.3	-1.3		14.4	13.1	1.3		3.1	4.0	-0.9	
Radio Hauraki	4.1	3.6	0.5	10	14.1	11.5	2.6		4.6	5.0	-0.4		5.1	5.0	0.1		3.8	3.6	0.2		0.7	0.3	0.4		0.2	0.1	0.1		3.3	2.3	1.0	
Rhema	0.8	1.0	-0.2	16	0.7	2.3	-1.6		0.4	0.1	0.3		0.8	0.3	0.5		0.6	0.3	0.3		1.1	1.5	-0.4		1.3	1.6	-0.3		0.8	0.5	0.3	
Rock	11.7	9.4	2.3	1	15.8	15.4	0.4		17.6	12.3	5.3		17.2	14.4	2.8		15.1	12.6	2.5		10.4	6.9	3.5		6.3	2.7	3.6		15.3	12.2	3.1	
Te Arawa FM	1.8	1.6	0.2	15	0.7	0.5	0.2		0.8	0.4	0.4		0.8	0.4	0.4		2.4	1.8	0.6		4.0	4.5	-0.5		1.8	2.4	-0.6		0.5	1.2	-0.7	
The Heat	3.5	3.6	-0.1	12	0.4	4.4	-4.0		5.4	8.7	-3.3		6.3	7.2	-0.9		5.6	5.6	0.0		4.1	1.7	2.4		2.3	0.5	1.8		2.9	2.5	0.4	
The Hits	5.4	5.7	-0.3	8	6.7	8.6	-1.9		6.6	8.3	-1.7		6.4	7.7	-1.3		5.2	6.1	-0.9		4.1	2.7	1.4		6.9	4.6	2.3		5.2	6.6	-1.4	
The Sound	8.2	8.4	-0.2	5	1.7	0.2	1.5		5.0	5.6	-0.6		9.9	11.6	-1.7		11.7	12.2	-0.5		13.6	12.2	1.4		7.9	8.5	-0.6		6.5	5.7	0.8	
ZM	3.5	2.5	1.0	12	10.0	3.4	6.6		8.1	5.6	2.5		5.0	5.4	-0.4		3.5	3.8	-0.3		0.8	0.4	0.4		0.6	0.3	0.3		7.0	5.2	1.8	
MediaWorks Combo	54.8	54.8	0.0		41.3	50.5	-9.2		53.2	50.8	2.4		59.5	55.9	3.6		58.9	56.2	2.7		55.9	51.8	4.1		53.5	51.4	2.1		55.0	54.2	0.8	
NZME Combo	37.1	36.0	1.1		54.9	40.5	14.4		39.3	38.5	0.8		31.7	34.3	-2.6		31.5	34.1	-2.6		32.3	36.8	-4.5		38.0	39.9	-1.9		40.1	40.1	0.0	
Potential (000)	58.6	56.7	1.9		13.7	13.4	0.3		20.3	19.0	1.3		18.2	17.0	1.2		26.7	25.2	1.5		16.6	16.1	0.5		13.9	13.8	0.1		10.1	9.9	0.2	
Sample	805	804	1		137	127	10		245	236	9		248	238	10		378	371	7		280	278	2		250	256	-6		168	164	4	

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 and Partners: Coast or Flava or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Hokonui



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Station Share (%) by Daypart, People 10+  
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	This	Last	+/-
Potential (000)	58.6	56.7	1.9
Sample Size	805	804	1

	Breakfast				Morning			Afternoon			Drive			Night			Mid Dawn			Weekend		
	Mon-Fri 6am-9am	Last	+/-	Rank	Mon-Fri 9am-12md	Last	+/-	Mon-Fri 12md-4pm	Last	+/-	Mon-Fri 4pm-7pm	Last	+/-	Mon-Fri 7pm-12mn	Last	+/-	Mon-Fri 12mn-6am	Last	+/-	Sat-Sun 12mn-12mn	Last	+/-
Breeze	10.4	10.4	0.0	3	11.9	11.9	0.0	10.7	10.2	0.5	10.0	11.4	-1.4	9.0	12.5	-3.5	5.3	9.9	-4.6	10.5	14.0	-3.5
Coast	6.2	9.1	-2.9	7	7.9	10.0	-2.1	7.0	9.0	-2.0	6.6	6.7	-0.1	2.4	4.7	-2.3	1.5	2.1	-0.6	7.3	8.2	-0.9
Edge	5.7	6.4	-0.7	9	4.3	4.8	-0.5	4.5	4.3	0.2	5.9	5.2	0.7	5.0	3.6	1.4	5.3	3.9	1.4	5.6	6.5	-0.9
Flava	8.2	8.4	-0.2	5	7.8	8.0	-0.2	10.8	10.9	-0.1	8.7	8.6	0.1	8.6	9.1	-0.5	7.6	5.8	1.8	12.2	10.8	1.4
Life FM	0.6	0.2	0.4	17	0.1	0.2	-0.1	0.3	0.5	-0.2	0.5	0.7	-0.2	1.3	0.2	1.1	*	*	*	0.4	0.5	-0.1
Magic Music & Talk	11.8	11.9	-0.1	1	12.6	10.9	1.7	11.3	11.3	0.0	6.0	8.1	-2.1	9.1	9.0	0.1	19.9	21.7	-1.8	11.7	11.9	-0.2
Mai FM	5.5	7.1	-1.6	10	2.9	4.5	-1.6	1.5	3.2	-1.7	3.6	4.5	-0.9	3.4	1.3	2.1	1.1	3.8	-2.7	2.4	1.4	1.0
More FM	3.7	5.8	-2.1	11	4.2	4.7	-0.5	4.6	4.8	-0.2	3.8	5.3	-1.5	1.7	2.4	-0.7	2.4	2.6	-0.2	3.3	4.3	-1.0
Newstalk ZB	9.9	7.6	2.3	4	4.6	4.0	0.6	3.3	3.2	0.1	4.5	4.4	0.1	26.4	21.0	5.4	19.2	20.5	-1.3	9.1	7.3	1.8
Radio Hauraki	3.3	2.9	0.4	12	4.4	3.4	1.0	3.0	2.9	0.1	4.8	4.1	0.7	7.4	6.7	0.7	0.8	0.8	0.0	5.3	4.6	0.7
Rhema	0.9	0.6	0.3	16	0.8	1.0	-0.2	0.8	0.7	0.1	0.9	0.6	0.3	1.1	3.1	-2.0	0.6	4.6	-4.0	0.8	1.0	-0.2
Rock	10.5	8.9	1.6	2	12.9	11.6	1.3	12.3	10.5	1.8	14.5	11.2	3.3	7.7	7.2	0.5	13.4	6.7	6.7	10.0	6.9	3.1
Te Arawa FM	2.7	2.6	0.1	15	1.7	1.4	0.3	2.6	2.2	0.4	1.2	0.9	0.3	1.7	0.4	1.3	1.4	1.1	0.3	0.7	1.1	-0.4
The Heat	3.1	2.7	0.4	13	4.6	5.0	-0.4	3.3	4.6	-1.3	5.1	5.0	0.1	1.9	1.9	0.0	4.4	4.3	0.1	2.6	1.7	0.9
The Hits	6.0	5.5	0.5	8	4.7	4.2	0.5	6.1	6.6	-0.5	7.3	7.9	-0.6	1.4	2.6	-1.2	1.6	1.6	0.0	5.5	6.0	-0.5
The Sound	7.0	6.1	0.9	6	10.3	9.6	0.7	9.4	8.7	0.7	7.7	9.4	-1.7	8.3	11.3	-3.0	2.7	2.3	0.4	7.4	8.8	-1.4
ZM	3.0	2.7	0.3	14	2.7	2.7	0.0	4.6	2.6	2.0	7.1	3.5	3.6	2.2	1.8	0.4	4.3	1.3	3.0	1.6	1.8	-0.2
MediaWorks Combo	55.5	56.5	-1.0		60.2	57.9	2.3	56.2	53.5	2.7	52.4	55.4	-3.0	44.8	47.3	-2.5	50.0	51.1	-1.1	52.3	54.2	-1.9
NZME Combo	36.5	36.1	0.4		32.1	32.4	-0.3	34.8	35.3	-0.5	38.9	35.1	3.8	48.4	46.0	2.4	35.0	32.1	2.9	41.0	38.7	2.3

NB: SUM OF INDIVIDUAL STATIONS MAY NOT ADD TO NETWORK COMBO TOTAL DUE TO ROUNDING

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	All 10+				People 10-24				People 18-39				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	8.5	-0.1	4	1.0	1.3	-0.3		2.9	2.3	0.6		2.9	2.5	0.4		4.6	4.5	0.1		3.3	3.4	-0.1		2.3	2.2	0.1		1.6	1.7	-0.1	
Coast	5.4	5.9	-0.5	9	0.8	0.3	0.5		1.5	1.4	0.1		1.0	1.3	-0.3		1.9	2.3	-0.4		2.6	2.8	-0.2		2.5	3.0	-0.5		1.0	1.2	-0.2	
Edge	9.6	8.8	0.8	2	3.8	3.2	0.6		5.1	4.3	0.8		3.5	3.4	0.1		4.6	5.0	-0.4		2.1	2.0	0.1		1.2	0.6	0.6		2.4	2.4	0.0	
Flava	10.6	9.5	1.1	1	3.0	2.5	0.5		5.8	4.8	1.0		5.0	4.0	1.0		7.4	6.2	1.2		2.6	3.0	-0.4		0.2	0.8	-0.6		2.4	2.0	0.4	
Life FM	0.8	1.0	-0.2	17	0.2	0.4	-0.2		0.2	0.1	0.1		0.2	0.3	-0.1		0.4	0.5	-0.1		0.3	0.3	0.0		0.2	0.1	0.1		0.3	0.5	-0.2	
Magic Music & Talk	6.6	6.2	0.4	6	0.7	0.7	0.0		1.1	1.0	0.1		0.9	0.9	0.0		1.8	1.4	0.4		2.2	1.5	0.7		3.0	2.9	0.1		0.7	0.9	-0.2	
Mai FM	6.1	4.8	1.3	7	1.7	1.5	0.2		3.1	2.7	0.4		2.3	2.0	0.3		3.7	2.8	0.9		2.0	1.1	0.9		0.6	0.4	0.2		1.2	1.2	0.0	
More FM	5.7	5.5	0.2	8	1.5	1.5	0.0		3.0	2.4	0.6		2.6	2.1	0.5		3.4	2.8	0.6		1.3	1.4	-0.1		0.8	1.2	-0.4		1.6	1.4	0.2	
Newstalk ZB	4.2	2.9	1.3	13	*	0.1	*		*	0.1	*		0.2	0.1	0.1		1.0	0.5	0.5		1.9	1.4	0.5		2.2	1.9	0.3		0.2	0.4	-0.2	
Radio Hauraki	2.9	1.7	1.2	15	1.3	0.6	0.7		1.7	0.9	0.8		1.0	0.8	0.2		1.3	0.9	0.4		0.5	0.1	0.4		0.3	0.2	0.1		0.3	0.3	0.0	
Rhema	1.0	1.2	-0.2	16	0.2	0.2	0.0		0.2	0.2	0.0		0.3	0.4	-0.1		0.4	0.6	-0.2		0.3	0.4	-0.1		0.3	0.3	0.0		0.1	0.4	-0.3	
Rock	8.6	7.3	1.3	3	2.9	2.1	0.8		4.6	3.4	1.2		3.5	3.3	0.2		4.6	4.4	0.2		2.0	1.8	0.2		1.1	0.8	0.3		1.8	1.7	0.1	
Te Arawa FM	3.9	3.5	0.4	14	0.7	0.5	0.2		1.3	1.2	0.1		0.9	1.0	-0.1		2.4	2.0	0.4		1.8	1.7	0.1		0.7	0.9	-0.2		0.6	0.8	-0.2	
The Heat	4.3	3.3	1.0	12	0.4	0.4	0.0		2.4	2.2	0.2		2.5	2.1	0.4		3.3	2.5	0.8		1.3	0.9	0.4		0.6	0.5	0.1		1.3	1.0	0.3	
The Hits	7.6	7.3	0.3	5	2.2	2.1	0.1		3.2	2.9	0.3		2.2	2.2	0.0		3.8	3.5	0.3		2.5	2.0	0.5		1.6	1.6	0.0		1.2	1.5	-0.3	
The Sound	5.2	5.0	0.2	10	0.6	0.2	0.4		0.9	0.9	0.0		1.4	1.5	-0.1		2.9	3.2	-0.3		2.9	2.9	0.0		1.7	1.6	0.1		0.8	0.9	-0.1	
ZM	5.0	3.9	1.1	11	2.0	1.6	0.4		3.5	2.2	1.3		2.5	1.8	0.7		2.8	2.1	0.7		0.5	0.3	0.2		0.1	0.2	-0.1		1.3	1.3	0.0	
MediaWorks Combo	33.8	32.1	1.7		8.3	7.6	0.7		12.7	11.2	1.5		10.6	10.2	0.4		16.3	15.8	0.5		10.6	10.0	0.6		7.8	7.2	0.6		6.2	6.7	-0.5	
NZME Combo	27.6	24.4	3.2		6.5	5.6	0.9		11.2	9.4	1.8		9.6	8.0	1.6		13.8	11.7	2.1		7.9	7.2	0.7		6.1	6.3	-0.2		5.3	5.2	0.1	
All Commercial Radio	44.6	42.7	1.9		10.0	9.8	0.2		16.0	14.2	1.8		14.5	12.9	1.6		21.3	20.0	1.3		13.2	13.4	-0.2		10.5	10.5	0.0		8.3	8.1	0.2	
Potential (000)	58.6	56.7	1.9		13.7	13.4	0.3		20.3	19.0	1.3		18.2	17.0	1.2		26.7	25.2	1.5		16.6	16.1	0.5		13.9	13.8	0.1		10.1	9.9	0.2	
Sample	805	804	1		137	127	10		245	236	9		248	238	10		378	371	7		280	278	2		250	256	-6		168	164	4	

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Sample Size	805	804	1

	Breakfast				Morning			Afternoon			Drive			Night			Mid Dawn			Weekend		
	Mon-Fri 6am-9am		+/-	Rank	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	This	
Breeze	4.9	4.5	0.4	3	3.8	3.5	0.3	4.0	3.7	0.3	4.0	4.7	-0.7	1.2	1.9	-0.7	0.7	0.9	-0.2	5.2	4.7	0.5
Coast	2.3	3.1	-0.8	12	2.7	2.8	-0.1	2.6	2.7	-0.1	2.3	2.3	0.0	0.7	0.9	-0.2	0.3	0.3	0.0	3.1	3.4	-0.3
Edge	4.7	5.0	-0.3	4	3.4	3.0	0.4	3.6	3.9	-0.3	3.9	3.5	0.4	1.5	0.7	0.8	0.7	0.4	0.3	3.5	3.7	-0.2
Flava	6.3	5.5	0.8	1	3.6	3.7	-0.1	4.7	4.7	0.0	4.6	4.4	0.2	1.5	1.6	-0.1	1.0	0.7	0.3	7.2	6.0	1.2
Life FM	0.4	0.1	0.3	17	0.1	0.3	-0.2	0.4	0.7	-0.3	0.4	0.6	-0.2	0.1	0.3	-0.2	*	*	*	0.4	0.8	-0.4
Magic Music & Talk	3.4	3.2	0.2	7	4.6	3.9	0.7	3.8	4.0	-0.2	3.1	3.2	-0.1	0.9	0.9	0.0	1.4	0.8	0.6	4.8	4.1	0.7
Mai FM	3.1	2.7	0.4	8	1.7	1.7	0.0	1.1	1.1	0.0	2.6	2.2	0.4	1.0	0.7	0.3	0.4	0.3	0.1	1.9	1.6	0.3
More FM	2.0	2.7	-0.7	13	1.8	1.7	0.1	2.9	2.3	0.6	1.8	2.3	-0.5	0.5	0.6	-0.1	0.9	0.8	0.1	2.4	2.8	-0.4
Newstalk ZB	2.7	1.9	0.8	9	2.3	1.5	0.8	1.6	1.0	0.6	1.3	1.2	0.1	1.8	1.5	0.3	1.2	0.9	0.3	2.5	1.8	0.7
Radio Hauraki	1.7	1.1	0.6	15	1.9	1.2	0.7	1.6	1.0	0.6	1.2	0.9	0.3	0.2	0.2	0.0	0.2	0.2	0.0	2.0	1.0	1.0
Rhema	0.6	0.3	0.3	16	0.3	0.4	-0.1	0.5	0.4	0.1	0.5	0.3	0.2	0.3	0.3	0.0	0.1	0.1	0.0	0.7	0.7	0.0
Rock	5.1	4.3	0.8	2	4.1	3.7	0.4	4.5	3.8	0.7	5.0	4.8	0.2	1.5	1.3	0.2	1.2	1.0	0.2	5.1	3.8	1.3
Te Arawa FM	2.5	2.3	0.2	10	1.3	1.2	0.1	1.8	1.9	-0.1	1.3	1.2	0.1	0.4	0.1	0.3	0.5	0.3	0.2	1.1	1.1	0.0
The Heat	1.8	1.3	0.5	14	1.7	1.6	0.1	1.9	2.2	-0.3	1.7	2.0	-0.3	0.4	0.4	0.0	0.6	0.4	0.2	2.0	1.3	0.7
The Hits	3.6	2.9	0.7	5	1.9	1.8	0.1	2.8	3.1	-0.3	3.2	4.0	-0.8	0.4	0.7	-0.3	0.2	0.1	0.1	4.2	3.5	0.7
The Sound	3.5	2.9	0.6	6	2.8	3.0	-0.2	3.3	3.4	-0.1	2.7	3.4	-0.7	0.9	1.2	-0.3	0.5	0.3	0.2	3.3	3.1	0.2
ZM	2.5	1.6	0.9	10	2.0	1.5	0.5	2.7	2.1	0.6	2.6	1.6	1.0	1.0	0.7	0.3	0.8	0.2	0.6	2.1	1.4	0.7
MediaWorks Combo	22.0	21.0	1.0		18.8	17.4	1.4	19.4	18.6	0.8	19.4	20.0	-0.6	7.2	6.8	0.4	5.3	4.1	1.2	21.7	19.9	1.8
NZME Combo	17.6	14.5	3.1		12.5	11.3	1.2	13.8	13.4	0.4	13.5	12.7	0.8	5.6	5.5	0.1	3.3	2.4	0.9	18.0	15.1	2.9
All Commercial Radio	34.5	32.1	2.4		27.4	26.7	0.7	28.3	28.5	-0.2	28.1	29.0	-0.9	12.4	12.1	0.3	7.9	6.8	1.1	34.5	31.5	3.0

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 Hauraki or The Hits or ZM or internet only listening to Hokonui



# ROTORUA COMMERCIAL RADIO - SURVEY 1 2021

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

Survey Comparisons: 4/2020 - 1/2021

This Survey Period: Sun Jan 19 to Sat Mar 28 2020 & Sun Jul 19 to Sat Nov 14 2020 & Sun Jan 31 to Sat Apr 10 2021

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

	All 10+			People 10-24			People 18-39			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	9:15	9:46	-0:30	7:00	7:56	-0:56	6:28	8:08	-1:40	6:31	7:40	-1:08	8:27	8:53	-0:26	11:02	9:49	1:13	11:08	10:05	1:02	4:40	7:30	-2:49
Coast	9:06	10:02	-0:55	4:45	4:15	0:30	2:53	2:59	-0:05	2:52	4:09	-1:16	7:53	7:44	0:09	12:34	13:28	-0:54	11:33	13:01	-1:28	6:34	8:20	-1:45
Edge	3:58	4:18	-0:20	2:19	2:51	-0:31	4:02	4:47	-0:45	5:00	5:17	-0:16	5:06	5:00	0:06	5:16	5:01	0:15	4:48	6:10	-1:22	6:05	6:36	-0:31
Flava	6:41	7:01	-0:19	7:49	7:09	0:40	8:32	9:20	-0:47	6:53	7:56	-1:03	6:18	7:19	-1:00	4:58	5:41	-0:42	3:53	4:12	-0:19	7:13	8:03	-0:49
Life FM	3:40	2:35	1:04	1:51	1:53	-0:01	2:38	3:00	-0:21	3:23	3:49	-0:26	3:47	3:48	-0:00	5:02	2:28	2:33	5:26	0:35	4:51	2:36	3:10	-0:33
Magic Music & Talk	12:34	13:05	-0:31	3:58	4:05	-0:06	8:21	9:05	-0:43	9:34	9:29	0:04	7:40	8:55	-1:14	6:47	7:18	-0:30	11:49	13:29	-1:40	8:51	7:27	1:24
Mai FM	3:35	5:44	-2:08	2:33	8:39	-6:06	3:50	7:34	-3:43	4:59	4:39	0:20	4:25	4:43	-0:18	2:57	4:00	-1:02	1:33	2:03	-0:30	2:04	1:54	0:10
More FM	4:54	6:09	-1:14	2:25	2:37	-0:12	4:31	4:45	-0:13	6:04	6:45	-0:41	5:18	6:14	-0:56	5:16	8:55	-3:38	7:42	10:28	-2:45	2:57	3:50	-0:53
Newstalk ZB	13:39	16:19	-2:39	*	1:00	*	14:30	8:00	6:30	4:11	13:50	-9:38	8:28	20:31	-12:03	8:42	13:32	-4:50	12:30	13:30	-1:00	14:17	13:22	0:55
Radio Hauraki	10:18	15:13	-4:54	12:02	23:11	-11:08	7:15	13:44	-6:28	12:38	14:48	-2:09	10:36	13:19	-2:43	3:19	4:39	-1:20	1:06	0:37	0:28	10:47	9:41	1:06
Rhema	6:12	6:20	-0:07	3:25	13:37	-10:12	4:37	1:52	2:45	6:37	1:30	5:07	6:14	1:44	4:29	9:39	7:53	1:46	7:43	10:08	-2:25	7:21	1:24	5:57
Rock	10:03	9:11	0:52	6:07	8:22	-2:14	10:24	8:58	1:25	12:24	10:28	1:56	12:18	10:02	2:15	12:05	8:39	3:26	11:06	6:35	4:30	9:52	8:54	0:57
Te Arawa FM	3:21	3:18	0:03	1:05	1:11	-0:06	1:36	0:51	0:44	2:08	0:59	1:09	3:46	3:06	0:40	5:16	5:39	-0:23	4:40	5:31	-0:51	1:02	1:50	-0:47
The Heat	5:59	7:47	-1:47	1:06	12:53	-11:47	6:03	9:43	-3:39	6:11	8:14	-2:02	6:24	8:03	-1:38	7:08	4:24	2:43	7:05	2:08	4:57	2:26	2:59	-0:33
The Hits	5:16	5:33	-0:17	3:27	4:37	-1:10	5:35	7:05	-1:30	7:08	8:12	-1:04	5:10	6:09	-0:58	3:57	3:01	0:56	8:10	5:41	2:29	4:50	5:33	-0:43
The Sound	11:31	12:05	-0:34	3:14	1:30	1:44	14:52	15:42	-0:49	17:34	18:06	-0:31	14:59	13:23	1:36	11:08	9:08	2:00	8:30	10:42	-2:12	8:59	7:27	1:32
ZM	5:09	4:36	0:33	5:37	2:27	3:09	6:15	6:24	-0:09	5:04	7:06	-2:02	4:39	6:23	-1:44	3:53	2:22	1:31	8:42	2:50	5:52	6:01	4:49	1:11
MediaWorks Combo	11:56	12:12	-0:16	5:35	7:36	-2:00	11:16	11:21	-0:05	14:04	13:06	0:58	13:32	12:30	1:02	12:23	11:23	1:00	12:55	14:02	-1:07	10:01	9:59	0:01
NZME Combo	9:55	10:34	-0:38	9:32	8:13	1:18	9:29	10:16	-0:46	8:15	10:15	-2:00	8:30	10:17	-1:46	9:39	11:16	-1:37	11:50	12:34	-0:44	8:32	9:32	-1:00
All Commercial Radio	16:33	16:44	-0:11	11:12	11:35	-0:23	16:50	17:38	-0:47	17:20	18:31	-1:10	17:31	17:37	-0:06	17:48	16:24	1:24	17:57	18:47	-0:50	13:41	15:14	-1:32
Potential (000)	58.6	56.7	1.9	13.7	13.4	0.3	20.3	19.0	1.3	18.2	17.0	1.2	26.7	25.2	1.5	16.6	16.1	0.5	13.9	13.8	0.1	10.1	9.9	0.2
Sample	805	804	1	137	127	10	245	236	9	248	238	10	378	371	7	280	278	2	250	256	-6	168	164	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 Hauraki or The Hits or ZM or internet only listening to Hokonui



# ROTORUA COMMERCIAL RADIO - SURVEY 1 2021

Average Time Spent Listening (hh:mm) by Daypart, People 10+  
Survey Comparisons: 4/2020 - 1/2021

This Survey Period: Sun Jan 19 to Sat Mar 28 2020 & Sun Jul 19 to Sat Nov 14 2020 & Sun Jan 31 to Sat Apr 10 2021  
Last Survey Period: Sun Aug 25 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020 & Sun Jul 19 to Sat Nov 14 2020

	This	Last	+/-
Potential (000)	58.6	56.7	1.9
Sample Size	805	804	1

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

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 Hauraki or The Hits or ZM or internet only listening to Hokonui