



# ROTORUA COMMERCIAL RADIO - SURVEY 2 2021

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

Survey Comparisons: 1/2021 - 2/2021

This Survey Period: Sun Jul 19 to Sat Nov 14 2020 & Sun Jan 31 to Sat Jun 19 2021

Last 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

	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	10.5	0.0	3	6.7	6.3	0.4	7.9	6.9	1.0	7.8	7.5	0.3	10.3	10.5	-0.2	14.9	15.4	-0.5	15.1	13.4	1.7	7.8	6.5	1.3
Coast	5.4	6.6	-1.2	8	1.2	3.2	-2.0	0.9	1.6	-0.7	1.2	1.1	0.1	4.5	4.1	0.4	11.2	14.0	-2.8	10.1	15.5	-5.4	5.9	5.9	0.0
Edge	4.0	5.1	-1.1	12	6.0	7.8	-1.8	5.4	7.6	-2.2	5.4	7.0	-1.6	4.8	6.2	-1.4	3.7	4.6	-0.9	2.3	3.1	-0.8	8.6	13.1	-4.5
Flava	8.7	9.7	-1.0	5	7.6	20.9	-13.3	14.4	18.2	-3.8	15.8	13.8	2.0	13.6	12.5	1.1	6.1	5.5	0.6	0.9	0.5	0.4	17.5	15.6	1.9
Gold AM	0.2	n.a.	*	18	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	0.3	n.a.	*	0.6	n.a.	*	*	n.a.	*
Life FM	0.5	0.4	0.1	17	0.1	0.4	-0.3	0.1	0.2	-0.1	0.3	0.3	0.0	0.3	0.4	-0.1	0.5	0.7	-0.2	1.1	0.6	0.5	1.4	0.7	0.7
Magic Music & Talk	10.8	11.3	-0.5	1	2.4	2.6	-0.2	3.4	3.5	-0.1	3.1	3.3	-0.2	3.4	3.8	-0.4	7.3	6.3	1.0	21.5	19.0	2.5	4.3	5.5	-1.2
Mai FM	4.4	3.0	1.4	10	5.1	3.9	1.2	4.8	4.3	0.5	4.4	4.6	-0.2	4.2	4.4	-0.2	6.2	2.5	3.7	5.6	0.5	5.1	3.7	2.2	1.5
More FM	5.1	3.8	1.3	9	4.8	3.2	1.6	8.3	5.0	3.3	9.6	6.3	3.3	6.6	4.8	1.8	2.1	3.0	-0.9	3.0	3.4	-0.4	7.8	4.0	3.8
Newstalk ZB	7.1	7.8	-0.7	6	*	*	*	0.2	0.2	0.0	0.4	0.3	0.1	2.1	2.3	-0.2	5.6	7.0	-1.4	11.5	14.4	-2.9	1.9	3.1	-1.2
Radio Hauraki	3.9	4.1	-0.2	13	14.9	14.1	0.8	3.2	4.6	-1.4	4.2	5.1	-0.9	3.5	3.8	-0.3	1.7	0.7	1.0	0.6	0.2	0.4	1.0	3.3	-2.3
Rhema	0.7	0.8	-0.1	16	0.6	0.7	-0.1	0.5	0.4	0.1	0.9	0.8	0.1	0.6	0.6	0.0	0.9	1.1	-0.2	1.1	1.3	-0.2	0.9	0.8	0.1
Rock	10.6	11.7	-1.1	2	17.4	15.8	1.6	16.3	17.6	-1.3	14.3	17.2	-2.9	12.0	15.1	-3.1	8.6	10.4	-1.8	6.8	6.3	0.5	10.5	15.3	-4.8
Te Arawa FM	2.4	1.8	0.6	15	1.1	0.7	0.4	0.5	0.8	-0.3	0.6	0.8	-0.2	2.6	2.4	0.2	4.5	4.0	0.5	2.9	1.8	1.1	0.6	0.5	0.1
The Heat	3.8	3.5	0.3	14	1.5	0.4	1.1	6.0	5.4	0.6	5.9	6.3	-0.4	5.5	5.6	-0.1	4.2	4.1	0.1	2.1	2.3	-0.2	3.5	2.9	0.6
The Hits	6.3	5.4	0.9	7	8.0	6.7	1.3	8.5	6.6	1.9	8.2	6.4	1.8	6.5	5.2	1.3	5.0	4.1	0.9	6.4	6.9	-0.5	12.2	5.2	7.0
The Sound	9.1	8.2	0.9	4	4.3	1.7	2.6	5.0	5.0	0.0	8.9	9.9	-1.0	12.6	11.7	0.9	14.4	13.6	0.8	6.2	7.9	-1.7	6.2	6.5	-0.3
ZM	4.2	3.5	0.7	11	17.0	10.0	7.0	10.2	8.1	2.1	4.8	5.0	-0.2	3.5	3.5	0.0	1.0	0.8	0.2	0.9	0.6	0.3	6.1	7.0	-0.9
MediaWorks Combo	55.9	54.8	1.1		46.7	41.3	5.4	54.9	53.2	1.7	57.2	59.5	-2.3	56.5	58.9	-2.4	57.6	55.9	1.7	60.6	53.5	7.1	49.1	55.0	-5.9
NZME Combo	35.9	37.1	-1.2		48.7	54.9	-6.2	37.4	39.3	-1.9	34.6	31.7	2.9	33.7	31.5	2.2	30.9	32.3	-1.4	31.2	38.0	-6.8	44.5	40.1	4.4
Potential (000)	58.6	58.6	0.0		13.7	13.7	0.0	19.9	20.3	-0.4	18.2	18.2	0.0	26.7	26.7	0.0	16.6	16.6	0.0	13.9	13.9	0.0	10.4	10.1	0.3
Sample	811	805	6		138	137	1	253	245	8	266	248	18	402	378	24	282	280	2	237	250	-13	171	168	3

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 Gold AM (from S2 2021) or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Hokonui



# ROTORUA COMMERCIAL RADIO - SURVEY 2 2021

Station Share (%) by Daypart, People 10+

Survey Comparisons: 1/2021 - 2/2021

This Survey Period: Sun Jul 19 to Sat Nov 14 2020 & Sun Jan 31 to Sat Jun 19 2021

Last 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

	This	Last	+/-
Potential (000)	58.6	58.6	0.0
Sample Size	811	805	6

	Breakfast				Morning			Afternoon			Drive			Night			Mid Dawn			Weekend		
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	10.7	10.4	0.3	2	12.7	11.9	0.8	11.5	10.7	0.8	9.9	10.0	-0.1	7.0	9.0	-2.0	1.9	5.3	-3.4	9.7	10.5	-0.8
Coast	5.2	6.2	-1.0	9	6.5	7.9	-1.4	5.6	7.0	-1.4	4.2	6.6	-2.4	1.0	2.4	-1.4	1.7	1.5	0.2	6.7	7.3	-0.6
Edge	3.0	5.7	-2.7	13	3.0	4.3	-1.3	3.9	4.5	-0.6	5.4	5.9	-0.5	4.3	5.0	-0.7	4.5	5.3	-0.8	5.0	5.6	-0.6
Flava	8.8	8.2	0.6	4	6.7	7.8	-1.1	8.5	10.8	-2.3	9.8	8.7	1.1	7.2	8.6	-1.4	10.0	7.6	2.4	10.4	12.2	-1.8
Gold AM	0.2	n.a.	*	18	0.1	n.a.	*	0.3	n.a.	*	0.1	n.a.	*	*	n.a.	*	*	n.a.	*	0.2	n.a.	*
Life FM	0.4	0.6	-0.2	17	0.1	0.1	0.0	0.3	0.3	0.0	0.6	0.5	0.1	1.2	1.3	-0.1	*	*	*	0.8	0.4	0.4
Magic Music & Talk	12.9	11.8	1.1	1	13.1	12.6	0.5	11.1	11.3	-0.2	6.4	6.0	0.4	4.1	9.1	-5.0	9.9	19.9	-10.0	10.6	11.7	-1.1
Mai FM	5.9	5.5	0.4	8	3.1	2.9	0.2	3.2	1.5	1.7	5.4	3.6	1.8	6.6	3.4	3.2	2.5	1.1	1.4	4.9	2.4	2.5
More FM	4.9	3.7	1.2	10	5.5	4.2	1.3	5.1	4.6	0.5	4.9	3.8	1.1	6.7	1.7	5.0	2.4	2.4	0.0	4.9	3.3	1.6
Newstalk ZB	8.8	9.9	-1.1	4	4.0	4.6	-0.6	2.5	3.3	-0.8	2.7	4.5	-1.8	26.0	26.4	-0.4	22.0	19.2	2.8	9.8	9.1	0.7
Radio Hauraki	2.9	3.3	-0.4	14	3.8	4.4	-0.6	3.2	3.0	0.2	4.8	4.8	0.0	6.6	7.4	-0.8	0.7	0.8	-0.1	5.3	5.3	0.0
Rhema	0.8	0.9	-0.1	16	0.4	0.8	-0.4	0.7	0.8	-0.1	0.8	0.9	-0.1	1.1	1.1	0.0	0.6	0.6	0.0	0.8	0.8	0.0
Rock	9.4	10.5	-1.1	3	11.7	12.9	-1.2	11.6	12.3	-0.7	11.3	14.5	-3.2	6.9	7.7	-0.8	14.4	13.4	1.0	9.1	10.0	-0.9
Te Arawa FM	3.2	2.7	0.5	12	2.0	1.7	0.3	3.0	2.6	0.4	1.7	1.2	0.5	1.8	1.7	0.1	8.9	1.4	7.5	0.7	0.7	0.0
The Heat	3.4	3.1	0.3	11	5.3	4.6	0.7	3.1	3.3	-0.2	5.3	5.1	0.2	2.7	1.9	0.8	5.4	4.4	1.0	2.7	2.6	0.1
The Hits	6.3	6.0	0.3	7	5.2	4.7	0.5	6.4	6.1	0.3	7.5	7.3	0.2	4.2	1.4	2.8	5.9	1.6	4.3	6.9	5.5	1.4
The Sound	7.9	7.0	0.9	6	12.0	10.3	1.7	11.4	9.4	2.0	7.8	7.7	0.1	7.7	8.3	-0.6	4.6	2.7	1.9	6.6	7.4	-0.8
ZM	2.9	3.0	-0.1	14	3.2	2.7	0.5	6.4	4.6	1.8	9.0	7.1	1.9	2.2	2.2	0.0	3.9	4.3	-0.4	1.8	1.6	0.2
MediaWorks Combo	56.1	55.5	0.6		62.4	60.2	2.2	59.4	56.2	3.2	52.5	52.4	0.1	44.3	44.8	-0.5	40.3	50.0	-9.7	52.6	52.3	0.3
NZME Combo	35.0	36.5	-1.5		29.5	32.1	-2.6	32.9	34.8	-1.9	38.1	38.9	-0.8	47.2	48.4	-1.2	44.1	35.0	9.1	41.1	41.0	0.1

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

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

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This Survey Period: Sun Jul 19 to Sat Nov 14 2020 & Sun Jan 31 to Sat Jun 19 2021

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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	8.5	8.4	0.1	2	1.1	1.0	0.1		2.3	2.9	-0.6		2.5	2.9	-0.4		4.3	4.6	-0.3		3.8	3.3	0.5		2.9	2.3	0.6		1.3	1.6	-0.3	
Coast	5.1	5.4	-0.3	10	0.2	0.8	-0.6		0.8	1.5	-0.7		0.9	1.0	-0.1		2.2	1.9	0.3		2.7	2.6	0.1		2.1	2.5	-0.4		0.7	1.0	-0.3	
Edge	7.9	9.6	-1.7	4	2.4	3.8	-1.4		3.4	5.1	-1.7		2.8	3.5	-0.7		4.2	4.6	-0.4		2.5	2.1	0.4		1.3	1.2	0.1		2.2	2.4	-0.2	
Flava	10.0	10.6	-0.6	1	1.8	3.0	-1.2		5.2	5.8	-0.6		5.4	5.0	0.4		7.9	7.4	0.5		2.7	2.6	0.1		0.2	0.2	0.0		2.7	2.4	0.3	
Gold AM	0.2	n.a.	*	18	*	n.a.	*		*	n.a.	*		*	n.a.	*		*	n.a.	*		0.2	n.a.	*		0.2	n.a.	*		*	n.a.	*	
Life FM	0.6	0.8	-0.2	17	0.1	0.2	-0.1		0.1	0.2	-0.1		0.2	0.2	0.0		0.3	0.4	-0.1		0.2	0.3	-0.1		0.2	0.2	0.0		0.3	0.3	0.0	
Magic Music & Talk	7.2	6.6	0.6	6	0.7	0.7	0.0		1.1	1.1	0.0		0.8	0.9	-0.1		1.8	1.8	0.0		2.6	2.2	0.4		3.9	3.0	0.9		0.7	0.7	0.0	
Mai FM	5.4	6.1	-0.7	8	1.2	1.7	-0.5		2.4	3.1	-0.7		2.1	2.3	-0.2		3.5	3.7	-0.2		2.1	2.0	0.1		0.7	0.6	0.1		1.1	1.2	-0.1	
More FM	5.6	5.7	-0.1	7	0.9	1.5	-0.6		2.8	3.0	-0.2		3.1	2.6	0.5		3.8	3.4	0.4		1.2	1.3	-0.1		0.8	0.8	0.0		1.4	1.6	-0.2	
Newstalk ZB	4.4	4.2	0.2	13	*	*	*		0.1	*	*		0.3	0.2	0.1		1.3	1.0	0.3		1.9	1.9	0.0		1.8	2.2	-0.4		0.2	0.2	0.0	
Radio Hauraki	2.8	2.9	-0.1	15	0.9	1.3	-0.4		1.1	1.7	-0.6		0.9	1.0	-0.1		1.4	1.3	0.1		0.9	0.5	0.4		0.5	0.3	0.2		0.3	0.3	0.0	
Rhema	0.8	1.0	-0.2	16	0.2	0.2	0.0		0.2	0.2	0.0		0.3	0.3	0.0		0.3	0.4	-0.1		0.2	0.3	-0.1		0.3	0.3	0.0		0.1	0.1	0.0	
Rock	8.0	8.6	-0.6	3	2.2	2.9	-0.7		3.8	4.6	-0.8		3.3	3.5	-0.2		4.4	4.6	-0.2		2.2	2.0	0.2		1.4	1.1	0.3		1.6	1.8	-0.2	
Te Arawa FM	4.9	3.9	1.0	11	1.2	0.7	0.5		0.8	1.3	-0.5		0.5	0.9	-0.4		2.1	2.4	-0.3		2.0	1.8	0.2		1.3	0.7	0.6		0.3	0.6	-0.3	
The Heat	4.3	4.3	0.0	14	0.5	0.4	0.1		2.2	2.4	-0.2		2.1	2.5	-0.4		3.1	3.3	-0.2		1.6	1.3	0.3		0.6	0.6	0.0		1.6	1.3	0.3	
The Hits	7.7	7.6	0.1	5	2.5	2.2	0.3		3.6	3.2	0.4		2.5	2.2	0.3		3.9	3.8	0.1		2.5	2.5	0.0		1.3	1.6	-0.3		1.8	1.2	0.6	
The Sound	5.4	5.2	0.2	8	1.0	0.6	0.4		1.1	0.9	0.2		1.4	1.4	0.0		2.9	2.9	0.0		2.6	2.9	-0.3		1.5	1.7	-0.2		0.8	0.8	0.0	
ZM	4.8	5.0	-0.2	12	1.7	2.0	-0.3		3.4	3.5	-0.1		2.4	2.5	-0.1		2.9	2.8	0.1		0.6	0.5	0.1		0.2	0.1	0.1		1.3	1.3	0.0	
MediaWorks Combo	32.5	33.8	-1.3		6.8	8.3	-1.5		11.0	12.7	-1.7		10.3	10.6	-0.3		15.9	16.3	-0.4		11.2	10.6	0.6		8.8	7.8	1.0		5.6	6.2	-0.6	
NZME Combo	27.2	27.6	-0.4		4.9	6.5	-1.6		10.4	11.2	-0.8		10.2	9.6	0.6		15.0	13.8	1.2		8.4	7.9	0.5		5.5	6.1	-0.6		5.9	5.3	0.6	
All Commercial Radio	44.7	44.6	0.1		9.1	10.0	-0.9		15.1	16.0	-0.9		14.8	14.5	0.3		21.9	21.3	0.6		13.8	13.2	0.6		11.0	10.5	0.5		8.5	8.3	0.2	
Potential (000)	58.6	58.6	0.0		13.7	13.7	0.0		19.9	20.3	-0.4		18.2	18.2	0.0		26.7	26.7	0.0		16.6	16.6	0.0		13.9	13.9	0.0		10.4	10.1	0.3	
Sample	811	805	6		138	137	1		253	245	8		266	248	18		402	378	24		282	280	2		237	250	-13		171	168	3	

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	This	Last	+/-
Potential (000)	58.6	58.6	0.0
Sample Size	811	805	6

	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	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	
Breeze	5.1	4.9	0.2	2	4.0	3.8	0.2	4.3	4.0	0.3	4.4	4.0	0.4	1.0	1.2	-0.2	0.5	0.7	-0.2	5.6	5.2	0.4							
Coast	2.1	2.3	-0.2	13	2.2	2.7	-0.5	2.4	2.6	-0.2	1.7	2.3	-0.6	0.4	0.7	-0.3	0.3	0.3	0.0	3.2	3.1	0.1							
Edge	3.2	4.7	-1.5	8	2.7	3.4	-0.7	3.2	3.6	-0.4	3.8	3.9	-0.1	1.6	1.5	0.1	0.6	0.7	-0.1	3.2	3.5	-0.3							
Flava	6.1	6.3	-0.2	1	2.9	3.6	-0.7	4.4	4.7	-0.3	4.8	4.6	0.2	1.2	1.5	-0.3	1.2	1.0	0.2	7.0	7.2	-0.2							
Gold AM	0.1	n.a.	*	18	0.1	n.a.	*	0.1	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	0.2	n.a.	*							
Life FM	0.4	0.4	0.0	17	0.2	0.1	0.1	0.3	0.4	-0.1	0.4	0.4	0.0	0.1	0.1	0.0	*	*	*	0.5	0.4	0.1							
Magic Music & Talk	3.8	3.4	0.4	4	4.9	4.6	0.3	4.0	3.8	0.2	2.9	3.1	-0.2	0.7	0.9	-0.2	1.3	1.4	-0.1	4.9	4.8	0.1							
Mai FM	3.6	3.1	0.5	6	1.3	1.7	-0.4	1.6	1.1	0.5	2.3	2.6	-0.3	0.9	1.0	-0.1	0.7	0.4	0.3	2.2	1.9	0.3							
More FM	2.3	2.0	0.3	12	2.1	1.8	0.3	3.2	2.9	0.3	1.9	1.8	0.1	0.8	0.5	0.3	0.3	0.9	-0.6	2.6	2.4	0.2							
Newstalk ZB	2.5	2.7	-0.2	11	2.6	2.3	0.3	1.6	1.6	0.0	0.9	1.3	-0.4	1.8	1.8	0.0	1.3	1.2	0.1	2.4	2.5	-0.1							
Radio Hauraki	1.4	1.7	-0.3	15	1.3	1.9	-0.6	1.6	1.6	0.0	1.5	1.2	0.3	0.3	0.2	0.1	0.2	0.2	0.0	1.7	2.0	-0.3							
Rhema	0.5	0.6	-0.1	16	0.2	0.3	-0.1	0.5	0.5	0.0	0.5	0.5	0.0	0.3	0.3	0.0	0.1	0.1	0.0	0.5	0.7	-0.2							
Rock	4.8	5.1	-0.3	3	3.9	4.1	-0.2	4.1	4.5	-0.4	4.6	5.0	-0.4	1.4	1.5	-0.1	1.0	1.2	-0.2	4.7	5.1	-0.4							
Te Arawa FM	3.2	2.5	0.7	8	1.7	1.3	0.4	1.5	1.8	-0.3	1.8	1.3	0.5	0.4	0.4	0.0	0.8	0.5	0.3	1.2	1.1	0.1							
The Heat	1.9	1.8	0.1	14	1.9	1.7	0.2	1.7	1.9	-0.2	2.0	1.7	0.3	0.4	0.4	0.0	0.5	0.6	-0.1	2.2	2.0	0.2							
The Hits	3.5	3.6	-0.1	7	2.0	1.9	0.1	2.9	2.8	0.1	3.7	3.2	0.5	1.0	0.4	0.6	0.6	0.2	0.4	4.8	4.2	0.6							
The Sound	3.8	3.5	0.3	4	3.1	2.8	0.3	3.4	3.3	0.1	2.8	2.7	0.1	0.7	0.9	-0.2	0.6	0.5	0.1	3.0	3.3	-0.3							
ZM	2.9	2.5	0.4	10	2.1	2.0	0.1	2.8	2.7	0.1	2.8	2.6	0.2	1.0	1.0	0.0	0.6	0.8	-0.2	2.4	2.1	0.3							
MediaWorks Combo	22.1	22.0	0.1		18.3	18.8	-0.5	19.7	19.4	0.3	18.9	19.4	-0.5	6.7	7.2	-0.5	4.6	5.3	-0.7	21.5	21.7	-0.2							
NZME Combo	17.4	17.6	-0.2		12.1	12.5	-0.4	13.4	13.8	-0.4	13.4	13.5	-0.1	5.5	5.6	-0.1	3.8	3.3	0.5	18.3	18.0	0.3							
All Commercial Radio	34.5	34.5	0.0		27.6	27.4	0.2	27.4	28.3	-0.9	27.9	28.1	-0.2	11.8	12.4	-0.6	7.8	7.9	-0.1	34.5	34.5	0.0							

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 Gold AM (from S2 2021) or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Hokonui



## ROTORUA COMMERCIAL RADIO - SURVEY 2 2021

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

Survey Comparisons: 1/2021 - 2/2021

This Survey Period: Sun Jul 19 to Sat Nov 14 2020 & Sun Jan 31 to Sat Jun 19 2021

Last 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

	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	9:11	9:15	-0:04	5:18	7:00	-1:42	8:45	6:28	2:17	8:24	6:31	1:52	9:46	8:27	1:18	10:16	11:02	-0:45	9:51	11:08	-1:17	6:33	4:40	1:52
Coast	7:56	9:06	-1:10	4:29	4:45	-0:15	2:48	2:53	-0:05	3:25	2:52	0:32	8:28	7:53	0:34	11:00	12:34	-1:34	9:22	11:33	-2:10	9:09	6:34	2:34
Edge	3:44	3:58	-0:13	2:15	2:19	-0:04	4:02	4:02	0:00	5:03	5:00	0:02	4:41	5:06	-0:24	3:48	5:16	-1:27	3:23	4:48	-1:24	4:20	6:05	-1:45
Flava	6:29	6:41	-0:12	3:44	7:49	-4:05	7:06	8:32	-1:26	7:42	6:53	0:48	7:04	6:18	0:45	5:54	4:58	0:55	8:08	3:53	4:15	7:13	7:13	-0:00
Gold AM	5:27	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	1:15	n.a.	*	4:52	n.a.	*	6:33	n.a.	*	*	n.a.	*
Life FM	5:17	3:40	1:36	0:52	1:51	-0:59	2:45	2:38	0:06	3:20	3:23	-0:02	3:20	3:47	-0:27	5:26	5:02	0:24	9:56	5:26	4:29	6:02	2:36	3:26
Magic Music & Talk	11:12	12:34	-1:21	3:06	3:58	-0:52	7:48	8:21	-0:33	9:48	9:34	0:13	7:39	7:40	-0:00	7:15	6:47	0:28	10:40	11:49	-1:09	7:06	8:51	-1:45
Mai FM	6:03	3:35	2:27	3:58	2:33	1:25	5:13	3:50	1:22	5:35	4:59	0:35	4:54	4:25	0:29	7:48	2:57	4:51	14:48	1:33	13:15	3:39	2:04	1:34
More FM	6:43	4:54	1:48	4:49	2:25	2:24	7:34	4:31	3:02	8:05	6:04	2:01	7:07	5:18	1:48	4:45	5:16	-0:31	7:12	7:42	-0:30	6:07	2:57	3:10
Newstalk ZB	12:00	13:39	-1:39	*	*	*	4:27	14:30	-10:02	3:09	4:11	-1:01	6:30	8:28	-1:57	7:49	8:42	-0:52	12:12	12:30	-0:17	11:15	14:17	-3:02
Radio Hauraki	10:20	10:18	0:02	15:02	12:02	2:59	7:46	7:15	0:30	11:36	12:38	-1:02	10:19	10:36	-0:16	5:15	3:19	1:56	2:23	1:06	1:16	3:21	10:47	-7:26
Rhema	6:38	6:12	0:25	3:30	3:25	0:05	7:16	4:37	2:38	8:42	6:37	2:05	8:02	6:14	1:48	9:44	9:39	0:05	6:49	7:43	-0:53	8:00	7:21	0:38
Rock	9:46	10:03	-0:16	6:57	6:07	0:50	11:05	10:24	0:41	11:28	12:24	-0:56	11:20	12:18	-0:57	10:04	12:05	-2:01	9:26	11:06	-1:39	7:09	9:52	-2:43
Te Arawa FM	3:37	3:21	0:16	0:53	1:05	-0:12	1:35	1:36	-0:01	3:14	2:08	1:06	5:11	3:46	1:24	5:48	5:16	0:32	4:27	4:40	-0:12	2:17	1:02	1:15
The Heat	6:28	5:59	0:28	2:34	1:06	1:28	7:08	6:03	1:05	7:24	6:11	1:12	7:10	6:24	0:45	6:42	7:08	-0:25	6:41	7:05	-0:24	2:24	2:26	-0:01
The Hits	6:02	5:16	0:45	2:55	3:27	-0:31	6:01	5:35	0:26	8:47	7:08	1:39	6:48	5:10	1:38	5:14	3:57	1:16	9:34	8:10	1:23	7:27	4:50	2:37
The Sound	12:31	11:31	1:00	3:47	3:14	0:32	12:00	14:52	-2:52	16:18	17:34	-1:15	18:03	14:59	3:03	14:18	11:08	3:09	7:52	8:30	-0:37	8:58	8:59	-0:01
ZM	6:29	5:09	1:20	9:00	5:37	3:23	7:35	6:15	1:20	5:12	5:04	0:08	4:51	4:39	0:11	4:25	3:53	0:32	9:25	8:42	0:43	5:02	6:01	-0:58
MediaWorks Combo	12:45	11:56	0:48	6:11	5:35	0:35	12:47	11:16	1:30	14:46	14:04	0:41	14:33	13:32	1:01	13:32	12:23	1:09	13:08	12:55	0:13	9:38	10:01	-0:23
NZME Combo	9:45	9:55	-0:10	8:49	9:32	-0:42	9:10	9:29	-0:18	8:56	8:15	0:40	9:15	8:30	0:45	9:40	9:39	0:00	10:55	11:50	-0:54	8:22	8:32	-0:09
All Commercial Radio	16:32	16:33	-0:00	9:51	11:12	-1:20	16:55	16:50	0:04	17:52	17:20	0:32	18:45	17:31	1:14	18:57	17:48	1:09	17:23	17:57	-0:34	12:55	13:41	-0:46
Potential (000)	58.6	58.6	0.0	13.7	13.7	0.0	19.9	20.3	-0.4	18.2	18.2	0.0	26.7	26.7	0.0	16.6	16.6	0.0	13.9	13.9	0.0	10.4	10.1	0.3
Sample	811	805	6	138	137	1	253	245	8	266	248	18	402	378	24	282	280	2	237	250	-13	171	168	3

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 Gold AM (from S2 2021) or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Hokonui



# ROTORUA COMMERCIAL RADIO - SURVEY 2 2021

Average Time Spent Listening (hh:mm) by Daypart, People 10+

Survey Comparisons: 1/2021 - 2/2021

This Survey Period: Sun Jul 19 to Sat Nov 14 2020 & Sun Jan 31 to Sat Jun 19 2021

Last 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

	This	Last	+/-
Potential (000)	58.6	58.6	0.0
Sample Size	811	805	6

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

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 Gold AM (from S2 2021) or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Hokonui