

ROTORUA COMMERCIAL RADIO - SURVEY 3 2021

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

Survey Comparisons: 2/2021 - 3/2021

This Survey Period: Sun Sept 13 to Sat Nov 14 2020 & Sun Jan 31 to Sat Aug 28 2021

Last Survey Period: Sun Jul 19 to Sat Nov 14 2020 & Sun Jan 31 to Sat Jun 19 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	9.0	10.5	-1.5	4	6.3	6.7	-0.4	7.0	7.9	-0.9	8.0	7.8	0.2	8.4	10.3	-1.9	11.5	14.9	-3.4	13.7	15.1	-1.4	8.4	7.8	0.6
Coast	4.6	5.4	-0.8	9	1.1	1.2	-0.1	0.7	0.9	-0.2	1.0	1.2	-0.2	3.1	4.5	-1.4	7.1	11.2	-4.1	7.4	10.1	-2.7	3.3	5.9	-2.6
Edge	3.8	4.0	-0.2	11	5.4	6.0	-0.6	6.0	5.4	0.6	5.7	5.4	0.3	5.2	4.8	0.4	3.6	3.7	-0.1	2.0	2.3	-0.3	8.3	8.6	-0.3
Flava	8.1	8.7	-0.6	5	7.6	7.6	0.0	15.5	14.4	1.1	18.0	15.8	2.2	13.8	13.6	0.2	3.1	6.1	-3.0	0.9	0.9	0.0	22.2	17.5	4.7
Gold AM	0.1	0.2	-0.1	18	*	*	*	*	*	*	*	*	*	*	*	*	*	0.3	*	0.1	0.6	-0.5	*	*	*
Life FM	0.6	0.5	0.1	16	0.1	0.1	0.0	0.3	0.1	0.2	0.7	0.3	0.4	0.6	0.3	0.3	0.6	0.5	0.1	1.0	1.1	-0.1	1.6	1.4	0.2
Magic Music & Talk	15.1	10.8	4.3	1	2.4	2.4	0.0	3.5	3.4	0.1	3.0	3.1	-0.1	3.9	3.4	0.5	16.4	7.3	9.1	30.4	21.5	8.9	3.4	4.3	-0.9
Mai FM	3.8	4.4	-0.6	11	4.9	5.1	-0.2	5.5	4.8	0.7	4.9	4.4	0.5	3.7	4.2	-0.5	4.7	6.2	-1.5	4.9	5.6	-0.7	4.0	3.7	0.3
More FM	5.3	5.1	0.2	8	4.2	4.8	-0.6	8.3	8.3	0.0	9.5	9.6	-0.1	7.3	6.6	0.7	2.5	2.1	0.4	3.9	3.0	0.9	8.1	7.8	0.3
Newstalk ZB	7.8	7.1	0.7	6	*	*	*	*	0.2	*	0.2	0.4	-0.2	2.1	2.1	0.0	4.9	5.6	-0.7	10.3	11.5	-1.2	1.3	1.9	-0.6
Radio Hauraki	3.7	3.9	-0.2	13	15.6	14.9	0.7	1.9	3.2	-1.3	2.5	4.2	-1.7	3.3	3.5	-0.2	3.0	1.7	1.3	0.7	0.6	0.1	1.1	1.0	0.1
Rhema	0.6	0.7	-0.1	16	0.6	0.6	0.0	0.4	0.5	-0.1	0.7	0.9	-0.2	0.5	0.6	-0.1	0.7	0.9	-0.2	0.8	1.1	-0.3	1.0	0.9	0.1
Rock	10.1	10.6	-0.5	2	17.1	17.4	-0.3	15.4	16.3	-0.9	13.4	14.3	-0.9	13.0	12.0	1.0	9.6	8.6	1.0	5.3	6.8	-1.5	8.9	10.5	-1.6
Te Arawa FM	1.4	2.4	-1.0	15	1.2	1.1	0.1	0.6	0.5	0.1	0.7	0.6	0.1	0.8	2.6	-1.8	1.9	4.5	-2.6	2.8	2.9	-0.1	0.5	0.6	-0.1
The Heat	3.0	3.8	-0.8	14	1.7	1.5	0.2	6.2	6.0	0.2	6.1	5.9	0.2	4.4	5.5	-1.1	2.0	4.2	-2.2	2.0	2.1	-0.1	3.9	3.5	0.4
The Hits	5.8	6.3	-0.5	7	7.9	8.0	-0.1	8.5	8.5	0.0	7.8	8.2	-0.4	6.7	6.5	0.2	5.8	5.0	0.8	5.3	6.4	-1.1	11.7	12.2	-0.5
The Sound	10.0	9.1	0.9	3	4.6	4.3	0.3	5.2	5.0	0.2	8.8	8.9	-0.1	15.1	12.6	2.5	18.1	14.4	3.7	6.5	6.2	0.3	7.1	6.2	0.9
ZM	4.2	4.2	0.0	10	17.9	17.0	0.9	10.2	10.2	0.0	4.5	4.8	-0.3	3.7	3.5	0.2	1.3	1.0	0.3	0.9	0.9	0.0	5.0	6.1	-1.1
MediaWorks Combo	58.9	55.9	3.0		45.0	46.7	-1.7	55.3	54.9	0.4	57.6	57.2	0.4	59.9	56.5	3.4	67.2	57.6	9.6	66.7	60.6	6.1	48.4	49.1	-0.7
NZME Combo	34.3	35.9	-1.6		50.2	48.7	1.5	36.9	37.4	-0.5	34.0	34.6	-0.6	32.7	33.7	-1.0	25.3	30.9	-5.6	25.7	31.2	-5.5	44.5	44.5	0.0
Potential (000)	58.6	58.6	0.0		13.7	13.7	0.0	19.8	19.9	-0.1	18.2	18.2	0.0	26.7	26.7	0.0	16.6	16.6	0.0	13.9	13.9	0.0	10.6	10.4	0.2
Sample	807	811	-4		135	138	-3	229	253	-24	255	266	-11	372	402	-30	265	282	-17	247	237	10	161	171	-10

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 3 2021

Station Share (%) by Daypart, People 10+

Survey Comparisons: 2/2021 - 3/2021

This Survey Period: Sun Sept 13 to Sat Nov 14 2020 & Sun Jan 31 to Sat Aug 28 2021

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

	This	Last	+/-
Potential (000)	58.6	58.6	0.0
Sample Size	807	811	-4

	Breakfast				Morning			Afternoon			Drive			Night			Mid Dawn			Weekend		
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	10.6	10.7	-0.1	2	10.3	12.7	-2.4	8.1	11.5	-3.4	8.1	9.9	-1.8	7.0	7.0	0.0	7.9	1.9	6.0	8.6	9.7	-1.1
Coast	3.0	5.2	-2.2	11	6.2	6.5	-0.3	5.6	5.6	0.0	3.4	4.2	-0.8	1.8	1.0	0.8	1.6	1.7	-0.1	5.3	6.7	-1.4
Edge	3.0	3.0	0.0	11	2.8	3.0	-0.2	3.7	3.9	-0.2	4.6	5.4	-0.8	4.3	4.3	0.0	3.7	4.5	-0.8	5.0	5.0	0.0
Flava	8.3	8.8	-0.5	4	6.7	6.7	0.0	8.1	8.5	-0.4	9.9	9.8	0.1	11.1	7.2	3.9	7.4	10.0	-2.6	7.7	10.4	-2.7
Gold AM	0.1	0.2	-0.1	18	*	0.1	*	0.1	0.3	-0.2	*	0.1	*	*	*	*	*	*	*	0.1	0.2	-0.1
Life FM	0.7	0.4	0.3	17	0.2	0.1	0.1	0.3	0.3	0.0	0.8	0.6	0.2	1.4	1.2	0.2	0.2	*	*	0.9	0.8	0.1
Magic Music & Talk	17.1	12.9	4.2	1	17.5	13.1	4.4	15.0	11.1	3.9	10.9	6.4	4.5	4.9	4.1	0.8	9.7	9.9	-0.2	16.8	10.6	6.2
Mai FM	4.0	5.9	-1.9	9	1.9	3.1	-1.2	3.2	3.2	0.0	5.2	5.4	-0.2	5.8	6.6	-0.8	3.6	2.5	1.1	4.9	4.9	0.0
More FM	4.7	4.9	-0.2	8	6.1	5.5	0.6	5.4	5.1	0.3	5.3	4.9	0.4	6.0	6.7	-0.7	4.1	2.4	1.7	5.1	4.9	0.2
Newstalk ZB	9.4	8.8	0.6	3	5.4	4.0	1.4	3.2	2.5	0.7	4.8	2.7	2.1	22.5	26.0	-3.5	19.0	22.0	-3.0	10.2	9.8	0.4
Radio Hauraki	2.4	2.9	-0.5	15	3.2	3.8	-0.6	2.8	3.2	-0.4	5.0	4.8	0.2	6.4	6.6	-0.2	0.7	0.7	0.0	5.3	5.3	0.0
Rhema	0.8	0.8	0.0	16	0.5	0.4	0.1	0.6	0.7	-0.1	0.4	0.8	-0.4	1.1	1.1	0.0	0.3	0.6	-0.3	0.5	0.8	-0.3
Rock	8.3	9.4	-1.1	4	11.0	11.7	-0.7	11.7	11.6	0.1	10.9	11.3	-0.4	6.1	6.9	-0.8	13.6	14.4	-0.8	9.0	9.1	-0.1
Te Arawa FM	3.0	3.2	-0.2	11	0.8	2.0	-1.2	0.5	3.0	-2.5	1.3	1.7	-0.4	1.9	1.8	0.1	6.2	8.9	-2.7	0.7	0.7	0.0
The Heat	3.2	3.4	-0.2	10	3.2	5.3	-2.1	2.9	3.1	-0.2	4.2	5.3	-1.1	2.3	2.7	-0.4	6.0	5.4	0.6	1.8	2.7	-0.9
The Hits	6.3	6.3	0.0	7	4.4	5.2	-0.8	5.9	6.4	-0.5	5.6	7.5	-1.9	5.7	4.2	1.5	7.3	5.9	1.4	6.4	6.9	-0.5
The Sound	8.3	7.9	0.4	4	14.7	12.0	2.7	13.7	11.4	2.3	7.5	7.8	-0.3	6.3	7.7	-1.4	3.8	4.6	-0.8	6.8	6.6	0.2
ZM	3.0	2.9	0.1	11	3.2	3.2	0.0	6.6	6.4	0.2	8.9	9.0	-0.1	2.0	2.2	-0.2	4.0	3.9	0.1	1.6	1.8	-0.2
MediaWorks Combo	57.8	56.1	1.7		65.8	62.4	3.4	62.8	59.4	3.4	54.2	52.5	1.7	41.4	44.3	-2.9	46.4	40.3	6.1	58.2	52.6	5.6
NZME Combo	32.5	35.0	-2.5		29.0	29.5	-0.5	32.3	32.9	-0.6	37.5	38.1	-0.6	49.4	47.2	2.2	40.1	44.1	-4.0	36.6	41.1	-4.5

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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	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	8.6	8.5	0.1	3	1.8	1.1	0.7		2.0	2.3	-0.3		2.3	2.5	-0.2		4.0	4.3	-0.3		3.5	3.8	-0.3		2.8	2.9	-0.1		1.6	1.3	0.3	
Coast	4.9	5.1	-0.2	11	0.2	0.2	0.0		0.6	0.8	-0.2		0.7	0.9	-0.2		1.8	2.2	-0.4		2.4	2.7	-0.3		2.2	2.1	0.1		0.8	0.7	0.1	
Edge	7.2	7.9	-0.7	6	2.1	2.4	-0.3		3.5	3.4	0.1		2.8	2.8	0.0		3.7	4.2	-0.5		2.2	2.5	-0.3		1.4	1.3	0.1		2.3	2.2	0.1	
Flava	10.3	10.0	0.3	1	1.9	1.8	0.1		5.6	5.2	0.4		6.2	5.4	0.8		8.1	7.9	0.2		2.2	2.7	-0.5		0.3	0.2	0.1		3.4	2.7	0.7	
Gold AM	0.1	0.2	-0.1	18	*	*	*		*	*	*		*	*	*		0.1	*	*		0.1	0.2	-0.1		*	0.2	*		*	*	*	
Life FM	0.8	0.6	0.2	16	0.1	0.1	0.0		0.2	0.1	0.1		0.3	0.2	0.1		0.5	0.3	0.2		0.3	0.2	0.1		0.2	0.2	0.0		0.3	0.3	0.0	
Magic Music & Talk	8.9	7.2	1.7	2	0.6	0.7	-0.1		1.2	1.1	0.1		1.0	0.8	0.2		2.8	1.8	1.0		4.0	2.6	1.4		4.4	3.9	0.5		0.7	0.7	0.0	
Mai FM	5.9	5.4	0.5	8	1.2	1.2	0.0		2.7	2.4	0.3		2.4	2.1	0.3		3.9	3.5	0.4		2.2	2.1	0.1		0.8	0.7	0.1		1.4	1.1	0.3	
More FM	5.7	5.6	0.1	9	1.1	0.9	0.2		2.9	2.8	0.1		3.0	3.1	-0.1		3.8	3.8	0.0		1.1	1.2	-0.1		0.7	0.8	-0.1		1.3	1.4	-0.1	
Newstalk ZB	4.4	4.4	0.0	12	*	*	*		0.1	0.1	0.0		0.3	0.3	0.0		1.6	1.3	0.3		1.9	1.9	0.0		1.4	1.8	-0.4		0.2	0.2	0.0	
Radio Hauraki	2.8	2.8	0.0	15	0.9	0.9	0.0		1.0	1.1	-0.1		0.7	0.9	-0.2		1.3	1.4	-0.1		1.1	0.9	0.2		0.6	0.5	0.1		0.3	0.3	0.0	
Rhema	0.8	0.8	0.0	16	0.1	0.2	-0.1		0.1	0.2	-0.1		0.2	0.3	-0.1		0.3	0.3	0.0		0.3	0.2	0.1		0.3	0.3	0.0		0.2	0.1	0.1	
Rock	8.2	8.0	0.2	5	3.0	2.2	0.8		3.4	3.8	-0.4		2.7	3.3	-0.6		3.9	4.4	-0.5		2.2	2.2	0.0		1.3	1.4	-0.1		1.3	1.6	-0.3	
Te Arawa FM	4.3	4.9	-0.6	13	1.2	1.2	0.0		0.7	0.8	-0.1		0.5	0.5	0.0		1.6	2.1	-0.5		1.7	2.0	-0.3		1.2	1.3	-0.1		0.2	0.3	-0.1	
The Heat	3.9	4.3	-0.4	14	0.7	0.5	0.2		2.3	2.2	0.1		2.3	2.1	0.2		2.6	3.1	-0.5		0.8	1.6	-0.8		0.6	0.6	0.0		1.7	1.6	0.1	
The Hits	8.3	7.7	0.6	4	2.6	2.5	0.1		3.6	3.6	0.0		2.3	2.5	-0.2		4.1	3.9	0.2		3.2	2.5	0.7		1.6	1.3	0.3		1.8	1.8	0.0	
The Sound	6.4	5.4	1.0	7	1.5	1.0	0.5		0.9	1.1	-0.2		1.2	1.4	-0.2		3.3	2.9	0.4		3.4	2.6	0.8		1.6	1.5	0.1		0.9	0.8	0.1	
ZM	5.4	4.8	0.6	10	1.8	1.7	0.1		3.5	3.4	0.1		2.5	2.4	0.1		3.2	2.9	0.3		0.9	0.6	0.3		0.3	0.2	0.1		1.3	1.3	0.0	
MediaWorks Combo	34.2	32.5	1.7		7.3	6.8	0.5		10.9	11.0	-0.1		10.0	10.3	-0.3		16.3	15.9	0.4		12.2	11.2	1.0		9.4	8.8	0.6		5.9	5.6	0.3	
NZME Combo	27.9	27.2	0.7		5.3	4.9	0.4		10.8	10.4	0.4		10.5	10.2	0.3		15.0	15.0	0.0		8.2	8.4	-0.2		5.6	5.5	0.1		6.7	5.9	0.8	
All Commercial Radio	46.5	44.7	1.8		9.6	9.1	0.5		15.2	15.1	0.1		15.0	14.8	0.2		22.5	21.9	0.6		14.5	13.8	0.7		11.5	11.0	0.5		9.1	8.5	0.6	
Potential (000)	58.6	58.6	0.0		13.7	13.7	0.0		19.8	19.9	-0.1		18.2	18.2	0.0		26.7	26.7	0.0		16.6	16.6	0.0		13.9	13.9	0.0		10.6	10.4	0.2	
Sample	807	811	-4		135	138	-3		229	253	-24		255	266	-11		372	402	-30		265	282	-17		247	237	10		161	171	-10	

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	This	Last	+/-
Potential (000)	58.6	58.6	0.0
Sample Size	807	811	-4

	Breakfast				Morning				Afternoon				Drive				Night				Mid Dawn				Weekend			
	Mon-Fri 6am-9am		Rank		Mon-Fri 9am-12md		Rank		Mon-Fri 12md-4pm		Rank		Mon-Fri 4pm-7pm		Rank		Mon-Fri 7pm-12mn		Rank		Mon-Fri 12mn-6am		Rank		Sat-Sun 12mn-12mn		Rank	
	This	Last	+/-	Rank	This	Last	+/-	Rank	This	Last	+/-	Rank	This	Last	+/-	Rank	This	Last	+/-	Rank	This	Last	+/-	Rank	This	Last	+/-	Rank
Breeze	4.5	5.1	-0.6	3	3.8	4.0	-0.2		3.9	4.3	-0.4		3.8	4.4	-0.6		1.0	1.0	0.0		1.0	0.5	0.5		5.4	5.6	-0.2	
Coast	1.4	2.1	-0.7	14	2.1	2.2	-0.1		2.6	2.4	0.2		1.5	1.7	-0.2		0.6	0.4	0.2		0.4	0.3	0.1		2.9	3.2	-0.3	
Edge	2.9	3.2	-0.3	9	2.5	2.7	-0.2		3.1	3.2	-0.1		3.2	3.8	-0.6		1.9	1.6	0.3		0.6	0.6	0.0		3.1	3.2	-0.1	
Flava	6.1	6.1	0.0	1	3.1	2.9	0.2		4.8	4.4	0.4		5.2	4.8	0.4		1.7	1.2	0.5		0.8	1.2	-0.4		7.0	7.0	0.0	
Gold AM	*	0.1	*	*	*	0.1	*		*	0.1	*		*	*	*		*	*	*		*	*	*		0.1	0.2	-0.1	
Life FM	0.5	0.4	0.1	17	0.3	0.2	0.1		0.4	0.3	0.1		0.5	0.4	0.1		0.2	0.1	0.1		0.1	*	*		0.6	0.5	0.1	
Magic Music & Talk	4.9	3.8	1.1	2	5.5	4.9	0.6		4.8	4.0	0.8		3.6	2.9	0.7		1.2	0.7	0.5		1.7	1.3	0.4		6.2	4.9	1.3	
Mai FM	3.9	3.6	0.3	5	1.1	1.3	-0.2		1.8	1.6	0.2		2.5	2.3	0.2		0.9	0.9	0.0		1.0	0.7	0.3		2.5	2.2	0.3	
More FM	2.2	2.3	-0.1	12	2.1	2.1	0.0		3.1	3.2	-0.1		2.0	1.9	0.1		0.8	0.8	0.0		0.4	0.3	0.1		2.6	2.6	0.0	
Newstalk ZB	2.5	2.5	0.0	11	2.6	2.6	0.0		1.9	1.6	0.3		1.0	0.9	0.1		1.8	1.8	0.0		1.3	1.3	0.0		2.9	2.4	0.5	
Radio Hauraki	1.3	1.4	-0.1	15	1.1	1.3	-0.2		1.5	1.6	-0.1		1.3	1.5	-0.2		0.3	0.3	0.0		0.2	0.2	0.0		1.9	1.7	0.2	
Rhema	0.6	0.5	0.1	16	0.3	0.2	0.1		0.5	0.5	0.0		0.4	0.5	-0.1		0.3	0.3	0.0		0.1	0.1	0.0		0.5	0.5	0.0	
Rock	4.0	4.8	-0.8	4	3.9	3.9	0.0		4.1	4.1	0.0		5.0	4.6	0.4		1.5	1.4	0.1		1.0	1.0	0.0		4.6	4.7	-0.1	
Te Arawa FM	2.8	3.2	-0.4	10	1.4	1.7	-0.3		1.0	1.5	-0.5		1.2	1.8	-0.6		0.5	0.4	0.1		0.3	0.8	-0.5		0.8	1.2	-0.4	
The Heat	1.8	1.9	-0.1	13	1.3	1.9	-0.6		1.7	1.7	0.0		1.7	2.0	-0.3		0.5	0.4	0.1		0.6	0.5	0.1		2.2	2.2	0.0	
The Hits	3.5	3.5	0.0	7	1.9	2.0	-0.1		3.1	2.9	0.2		3.2	3.7	-0.5		1.3	1.0	0.3		0.8	0.6	0.2		5.4	4.8	0.6	
The Sound	3.8	3.8	0.0	6	4.3	3.1	1.2		3.9	3.4	0.5		2.8	2.8	0.0		0.7	0.7	0.0		0.6	0.6	0.0		3.4	3.0	0.4	
ZM	3.1	2.9	0.2	8	2.4	2.1	0.3		3.0	2.8	0.2		2.9	2.8	0.1		1.1	1.0	0.1		0.7	0.6	0.1		2.4	2.4	0.0	
MediaWorks Combo	21.8	22.1	-0.3		19.6	18.3	1.3		20.4	19.7	0.7		19.1	18.9	0.2		7.2	6.7	0.5		5.4	4.6	0.8		23.4	21.5	1.9	
NZME Combo	16.6	17.4	-0.8		11.9	12.1	-0.2		14.6	13.4	1.2		13.4	13.4	0.0		6.6	5.5	1.1		3.6	3.8	-0.2		18.8	18.3	0.5	
All Commercial Radio	34.7	34.5	0.2		28.7	27.6	1.1		29.0	27.4	1.6		29.3	27.9	1.4		13.2	11.8	1.4		8.3	7.8	0.5		36.5	34.5	2.0	

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 3 2021

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

Survey Comparisons: 2/2021 - 3/2021

This Survey Period: Sun Sept 13 to Sat Nov 14 2020 & Sun Jan 31 to Sat Aug 28 2021

Last Survey Period: Sun Jul 19 to Sat Nov 14 2020 & Sun Jan 31 to Sat Jun 19 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	7:52	9:11	-1:18	3:09	5:18	-2:08	8:49	8:45	0:03	8:45	8:24	0:21	8:04	9:46	-1:41	8:25	10:16	-1:51	10:30	9:51	0:38	6:02	6:33	-0:30
Coast	7:02	7:56	-0:53	4:26	4:29	-0:03	3:07	2:48	0:18	3:24	3:25	-0:00	6:35	8:28	-1:52	7:28	11:00	-3:31	7:29	9:22	-1:53	4:46	9:09	-4:23
Edge	4:00	3:44	0:15	2:16	2:15	0:00	4:15	4:02	0:13	5:09	5:03	0:05	5:21	4:41	0:39	4:17	3:48	0:29	3:04	3:23	-0:18	4:18	4:20	-0:02
Flava	5:54	6:29	-0:34	3:28	3:44	-0:15	6:54	7:06	-0:11	7:25	7:42	-0:16	6:26	7:04	-0:37	3:43	5:54	-2:10	7:20	8:08	-0:48	7:33	7:13	0:19
Gold AM	4:08	5:27	-1:18	*	*	*	*	*	*	*	*	*	1:15	1:15	0:00	1:15	4:52	-3:37	7:30	6:33	0:56	*	*	*
Life FM	5:27	5:17	0:10	0:51	0:52	-0:00	4:01	2:45	1:16	5:22	3:20	2:01	4:40	3:20	1:20	5:21	5:26	-0:05	10:41	9:56	0:44	6:05	6:02	0:03
Magic Music & Talk	12:51	11:12	1:39	3:43	3:06	0:36	6:59	7:48	-0:48	7:52	9:48	-1:56	5:11	7:39	-2:28	10:38	7:15	3:22	15:12	10:40	4:32	5:29	7:06	-1:37
Mai FM	4:54	6:03	-1:08	3:29	3:58	-0:29	4:58	5:13	-0:14	5:13	5:35	-0:21	3:36	4:54	-1:18	5:22	7:48	-2:25	13:43	14:48	-1:05	3:25	3:39	-0:13
More FM	7:02	6:43	0:18	3:19	4:49	-1:30	7:10	7:34	-0:23	8:06	8:05	0:01	7:23	7:07	0:16	5:48	4:45	1:03	11:25	7:12	4:12	7:26	6:07	1:18
Newstalk ZB	13:21	12:00	1:21	*	*	*	0:30	4:27	-3:57	1:51	3:09	-1:18	5:05	6:30	-1:25	6:41	7:49	-1:08	15:32	12:12	3:19	6:43	11:15	-4:31
Radio Hauraki	9:56	10:20	-0:24	15:19	15:02	0:16	4:53	7:46	-2:52	8:31	11:36	-3:04	9:20	10:19	-0:59	7:15	5:15	1:59	2:51	2:23	0:28	3:33	3:21	0:11
Rhema	5:32	6:38	-1:05	3:26	3:30	-0:03	8:50	7:16	1:34	9:38	8:42	0:55	7:16	8:02	-0:45	6:25	9:44	-3:18	5:36	6:49	-1:12	5:54	8:00	-2:05
Rock	9:18	9:46	-0:28	5:05	6:57	-1:52	11:17	11:05	0:12	12:43	11:28	1:15	12:32	11:20	1:11	10:53	10:04	0:48	9:10	9:26	-0:16	8:08	7:09	0:58
Te Arawa FM	2:28	3:37	-1:09	0:53	0:53	0:00	1:56	1:35	0:21	3:36	3:14	0:21	1:58	5:11	-3:13	2:55	5:48	-2:53	5:08	4:27	0:41	2:51	2:17	0:33
The Heat	5:53	6:28	-0:35	2:16	2:34	-0:17	6:46	7:08	-0:22	6:58	7:24	-0:25	6:36	7:10	-0:34	6:10	6:42	-0:32	7:08	6:41	0:27	2:44	2:24	0:20
The Hits	5:16	6:02	-0:45	2:42	2:55	-0:13	5:48	6:01	-0:12	8:32	8:47	-0:15	6:07	6:48	-0:40	4:32	5:14	-0:41	7:10	9:34	-2:23	7:32	7:27	0:04
The Sound	11:49	12:31	-0:42	2:42	3:47	-1:05	14:24	12:00	2:24	18:48	16:18	2:30	17:18	18:03	-0:45	13:30	14:18	-0:48	8:57	7:52	1:04	9:19	8:58	0:20
ZM	5:53	6:29	-0:35	8:36	9:00	-0:24	7:13	7:35	-0:22	4:40	5:12	-0:32	4:19	4:51	-0:31	3:27	4:25	-0:58	6:04	9:25	-3:20	4:21	5:02	-0:41
MediaWorks Combo	12:59	12:45	0:14	5:25	6:11	-0:45	12:33	12:47	-0:13	14:50	14:46	0:04	13:56	14:33	-0:37	14:05	13:32	0:33	15:31	13:08	2:22	9:34	9:38	-0:03
NZME Combo	9:15	9:45	-0:29	8:22	8:49	-0:27	8:30	9:10	-0:40	8:17	8:56	-0:39	8:16	9:15	-0:59	7:55	9:40	-1:45	10:04	10:55	-0:50	7:49	8:22	-0:33
All Commercial Radio	16:12	16:32	-0:19	9:12	9:51	-0:39	16:17	16:55	-0:37	17:08	17:52	-0:43	16:53	18:45	-1:52	17:36	18:57	-1:21	18:55	17:23	1:32	12:56	12:55	0:01
Potential (000)	58.6	58.6	0.0	13.7	13.7	0.0	19.8	19.9	-0.1	18.2	18.2	0.0	26.7	26.7	0.0	16.6	16.6	0.0	13.9	13.9	0.0	10.6	10.4	0.2
Sample	807	811	-4	135	138	-3	229	253	-24	255	266	-11	372	402	-30	265	282	-17	247	237	10	161	171	-10

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 3 2021

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

Survey Comparisons: 2/2021 - 3/2021

This Survey Period: Sun Sept 13 to Sat Nov 14 2020 & Sun Jan 31 to Sat Aug 28 2021

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

	This	Last	+/-
Potential (000)	58.6	58.6	0.0
Sample Size	807	811	-4

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

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