



ROTORUA COMMERCIAL RADIO - SURVEY 3 2023

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

Survey Comparisons: 2/2023 - 3/2023

This Survey Period: Sun Sep 4 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023

Last Survey Period: Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 2023

	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	10.3	10.3	0.0	1	3.2	4.3	-1.1	7.2	9.5	-2.3	7.9	8.9	-1.0	10.1	10.1	0.0	12.8	12.4	0.4	10.4	10.0	0.4	8.5	6.4	2.1
Coast	6.7	6.1	0.6	7	4.7	4.7	0.0	3.0	2.5	0.5	3.8	3.5	0.3	3.8	3.3	0.5	4.9	4.4	0.5	9.1	9.0	0.1	3.6	3.5	0.1
Edge	3.3	3.1	0.2	12	6.7	6.3	0.4	5.4	5.0	0.4	4.6	4.3	0.3	4.1	3.8	0.3	2.7	2.6	0.1	1.6	1.7	-0.1	5.3	5.3	0.0
Flava	10.0	10.7	-0.7	2	13.5	14.8	-1.3	19.3	21.5	-2.2	20.0	22.2	-2.2	15.6	17.2	-1.6	5.0	4.8	0.2	2.0	1.9	0.1	15.4	21.1	-5.7
Gold Sport	0.1	0.1	0.0	19	*	*	*	0.1	*	*	0.1	*	*	0.1	*	*	0.1	0.1	0.0	0.1	0.1	0.0	*	*	*
Life FM	0.7	0.7	0.0	17	0.1	0.1	0.0	0.3	0.1	0.2	1.4	1.2	0.2	1.0	1.0	0.0	0.7	0.8	-0.1	0.7	0.6	0.1	2.6	2.3	0.3
Magic	8.8	9.2	-0.4	4	2.1	3.1	-1.0	2.1	2.3	-0.2	1.4	1.2	0.2	1.3	1.2	0.1	7.2	5.7	1.5	20.8	19.2	1.6	0.1	*	*
Mai FM	5.5	5.8	-0.3	8	12.2	18.4	-6.2	9.7	10.7	-1.0	10.9	10.3	0.6	8.0	7.5	0.5	1.3	1.0	0.3	0.3	0.3	0.0	6.3	6.4	-0.1
More FM	5.0	4.5	0.5	11	5.3	6.6	-1.3	4.2	4.0	0.2	7.5	4.9	2.6	6.3	4.8	1.5	5.1	6.1	-1.0	4.0	4.6	-0.6	5.7	6.7	-1.0
Newstalk ZB	5.5	7.2	-1.7	8	0.3	0.4	-0.1	0.3	0.4	-0.1	0.7	0.7	0.0	2.0	1.5	0.5	4.1	6.2	-2.1	7.7	14.1	-6.4	1.9	2.0	-0.1
Radio Hauraki	5.5	5.8	-0.3	8	13.7	13.5	0.2	4.1	4.6	-0.5	5.3	5.7	-0.4	6.9	7.9	-1.0	5.9	6.9	-1.0	1.5	1.5	0.0	3.7	3.1	0.6
Rhema	1.5	1.1	0.4	16	0.3	*	*	3.0	2.8	0.2	2.6	2.3	0.3	1.8	1.7	0.1	0.9	0.9	0.0	1.7	0.8	0.9	2.1	2.0	0.1
Rock	9.7	9.1	0.6	3	12.2	7.1	5.1	14.8	15.9	-1.1	11.4	15.1	-3.7	14.1	14.4	-0.3	13.2	9.6	3.6	4.1	3.8	0.3	10.7	7.2	3.5
SENZ Sport	0.2	0.2	0.0	18	*	*	*	*	*	*	*	*	*	*	*	*	0.2	0.2	0.0	0.6	0.7	-0.1	*	*	*
Te Arawa FM	2.2	1.6	0.6	13	2.4	0.7	1.7	4.3	2.2	2.1	3.3	2.1	1.2	2.7	2.0	0.7	1.6	1.8	-0.2	1.7	1.8	-0.1	4.3	3.4	0.9
The Heat	1.7	2.4	-0.7	15	0.3	0.4	-0.1	3.5	2.5	1.0	3.3	2.3	1.0	3.2	4.6	-1.4	1.6	4.6	-3.0	0.2	0.2	0.0	4.4	7.5	-3.1
The Hits	8.5	8.0	0.5	5	10.7	11.3	-0.6	6.3	5.9	0.4	6.0	5.1	0.9	9.4	9.0	0.4	12.3	12.4	-0.1	7.8	6.6	1.2	13.4	12.7	0.7
The Sound	8.1	8.3	-0.2	6	0.5	0.7	-0.2	2.6	1.9	0.7	3.0	3.4	-0.4	3.3	3.8	-0.5	15.5	15.6	-0.1	18.9	17.3	1.6	3.5	4.5	-1.0
ZM	2.0	2.0	0.0	14	2.1	2.2	-0.1	3.7	4.4	-0.7	3.5	3.9	-0.4	3.0	3.2	-0.2	1.5	1.2	0.3	0.8	0.6	0.2	4.3	3.6	0.7
MediaWorks Combo	52.3	51.0	1.3		49.3	48.2	1.1	50.1	50.4	-0.3	48.6	49.4	-0.8	48.5	46.6	1.9	57.9	53.0	4.9	60.2	56.9	3.3	42.2	38.0	4.2
NZME Combo	38.2	39.9	-1.7		44.9	46.9	-2.0	36.7	39.3	-2.6	39.3	41.1	-1.8	40.7	42.3	-1.6	33.8	36.0	-2.2	28.9	33.8	-4.9	42.3	45.9	-3.6
Potential (000)	58.5	58.5	0.0		13.6	13.6	0.0	19.2	19.1	0.1	17.9	17.9	0.0	26.4	26.4	0.0	16.5	16.5	0.0	14.0	14.0	0.0	11.6	12.2	-0.6
Sample	969	881	88		190	163	27	291	247	44	278	242	36	425	364	61	279	251	28	252	256	-4	184	171	13

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

MediaWorks Combo: Breeze, Edge, Magic, Mai FM, More FM, Rock, The Sound, or internet only listening to George FM, Humm FM

NZME Combo: Coast, Flava, Gold Sport, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui



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Station Share (%) by Daypart, People 10+

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Last Survey Period: Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 2023

	This	Last	+/-
Potential (000)	58.5	58.5	0.0
Sample Size	969	881	88

	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	+/-
Breeze	9.1	8.7	0.4	3	11.5	11.5	0.0	9.6	10.2	-0.6	10.0	11.3	-1.3	9.7	9.3	0.4	6.6	6.8	-0.2	11.8	11.2	0.6
Coast	6.1	5.4	0.7	8	6.0	5.9	0.1	5.6	5.4	0.2	6.6	6.5	0.1	5.1	5.7	-0.6	7.0	3.9	3.1	9.3	7.9	1.4
Edge	4.6	4.4	0.2	12	1.6	1.7	-0.1	2.4	2.4	0.0	4.4	4.4	0.0	2.7	2.8	-0.1	4.1	4.9	-0.8	4.2	3.2	1.0
Flava	10.4	10.9	-0.5	1	11.6	11.2	0.4	11.0	12.7	-1.7	9.6	10.4	-0.8	4.0	4.2	-0.2	7.4	7.6	-0.2	9.1	10.1	-1.0
Gold Sport	0.1	0.1	0.0	18	*	*	*	*	0.1	*	0.1	0.1	0.0	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0
Life FM	1.2	1.2	0.0	16	0.4	0.4	0.0	0.6	0.6	0.0	0.8	0.5	0.3	1.3	1.1	0.2	0.1	0.1	0.0	0.6	0.6	0.0
Magic	8.2	9.4	-1.2	4	10.4	11.0	-0.6	7.4	7.2	0.2	5.9	4.6	1.3	11.2	11.8	-0.6	2.2	5.9	-3.7	11.5	11.5	0.0
Mai FM	7.1	7.1	0.0	7	4.6	4.3	0.3	5.8	5.9	-0.1	5.3	6.0	-0.7	6.3	7.8	-1.5	6.6	6.1	0.5	4.5	5.2	-0.7
More FM	4.7	3.9	0.8	11	6.1	5.0	1.1	5.9	5.2	0.7	4.4	5.2	-0.8	1.8	1.8	0.0	6.7	7.3	-0.6	3.9	4.0	-0.1
Newstalk ZB	7.2	9.8	-2.6	6	2.8	3.2	-0.4	2.2	2.7	-0.5	5.1	7.7	-2.6	19.7	23.6	-3.9	10.2	13.7	-3.5	6.4	7.7	-1.3
Radio Hauraki	5.7	6.4	-0.7	9	6.4	6.8	-0.4	6.4	6.6	-0.2	7.9	8.6	-0.7	0.6	0.6	0.0	1.9	2.1	-0.2	3.8	4.1	-0.3
Rhema	1.1	0.7	0.4	17	1.1	0.9	0.2	0.4	0.3	0.1	0.5	0.3	0.2	8.6	7.1	1.5	6.1	4.5	1.6	1.3	0.9	0.4
Rock	9.2	8.1	1.1	2	10.3	10.8	-0.5	12.3	12.3	0.0	11.6	10.0	1.6	4.6	2.7	1.9	9.3	7.2	2.1	7.1	6.3	0.8
SENZ Sport	*	*	*	*	*	0.3	*	0.5	0.5	0.0	0.1	0.1	0.0	0.3	0.3	0.0	*	*	*	0.1	0.1	0.0
Te Arawa FM	2.3	1.9	0.4	14	1.7	1.2	0.5	2.0	1.4	0.6	2.3	1.0	1.3	1.0	0.7	0.3	9.6	10.2	-0.6	2.0	1.6	0.4
The Heat	1.4	2.1	-0.7	15	1.6	2.5	-0.9	2.6	3.3	-0.7	2.0	2.3	-0.3	1.9	2.1	-0.2	2.2	2.7	-0.5	0.8	1.5	-0.7
The Hits	7.5	6.8	0.7	5	8.1	8.0	0.1	8.1	6.8	1.3	8.7	7.6	1.1	8.7	7.7	1.0	5.4	5.1	0.3	10.5	11.0	-0.5
The Sound	5.6	5.1	0.5	10	8.3	9.0	-0.7	9.9	10.9	-1.0	9.0	9.1	-0.1	6.4	5.3	1.1	10.2	9.1	1.1	7.8	8.1	-0.3
ZM	3.5	3.4	0.1	13	0.9	1.5	-0.6	1.8	1.8	0.0	3.0	2.6	0.4	0.8	0.8	0.0	2.1	*	*	1.5	1.6	-0.1
MediaWorks Combo	49.3	47.0	2.3		55.2	53.9	1.3	55.9	54.9	1.0	51.9	51.3	0.6	43.6	41.9	1.7	45.9	47.3	-1.4	51.6	50.4	1.2
NZME Combo	40.5	42.8	-2.3		35.8	36.7	-0.9	35.1	36.0	-0.9	41.0	43.6	-2.6	38.9	42.7	-3.8	34.2	32.5	1.7	40.7	42.5	-1.8

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

MediaWorks Combo: Breeze, Edge, Magic, Mai FM, More FM, Rock, The Sound, or internet only listening to George FM, Humm FM

NZME Combo: Coast, Flava, Gold Sport, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui



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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	7.3	7.6	-0.3	2	1.0	1.0	0.0	1.6	1.8	-0.2	1.8	1.8	0.0	3.3	3.7	-0.4	3.2	3.5	-0.3	2.4	2.4	0.0	1.3	1.3	0.0
Coast	6.0	5.9	0.1	7	0.8	0.7	0.1	1.2	1.0	0.2	1.1	1.0	0.1	2.1	2.2	-0.1	2.5	2.7	-0.2	2.5	2.6	-0.1	1.2	1.3	-0.1
Edge	6.7	6.4	0.3	5	1.5	1.5	0.0	3.1	2.8	0.3	3.2	3.0	0.2	4.3	4.0	0.3	1.6	1.6	0.0	0.8	0.9	-0.1	2.0	2.1	-0.1
Flava	9.3	9.3	0.0	1	2.1	2.1	0.0	5.0	4.6	0.4	5.1	4.9	0.2	6.4	6.4	0.0	1.8	2.0	-0.2	0.8	0.7	0.1	2.7	3.2	-0.5
Gold Sport	0.2	0.2	0.0	19	*	*	*	0.1	*	*	0.1	*	*	0.1	*	*	0.1	0.1	0.0	0.1	0.1	0.0	*	*	*
Life FM	0.8	0.9	-0.1	17	0.1	0.1	0.0	0.2	0.1	0.1	0.3	0.2	0.1	0.6	0.7	-0.1	0.3	0.5	-0.2	0.2	0.2	0.0	0.5	0.5	0.0
Magic	4.6	4.3	0.3	10	0.5	0.5	0.0	0.7	0.7	0.0	0.5	0.4	0.1	0.7	0.7	0.0	1.4	1.1	0.3	2.6	2.3	0.3	0.1	0.1	0.0
Mai FM	6.3	6.7	-0.4	6	2.3	2.7	-0.4	2.9	3.0	-0.1	3.0	3.2	-0.2	3.9	3.8	0.1	0.8	0.7	0.1	0.1	0.1	0.0	1.4	1.8	-0.4
More FM	5.7	5.1	0.6	8	1.5	1.3	0.2	2.2	1.6	0.6	2.2	1.6	0.6	3.2	2.5	0.7	1.7	1.9	-0.2	0.9	1.2	-0.3	1.6	1.5	0.1
Newstalk ZB	3.6	3.8	-0.2	12	0.1	0.1	0.0	0.2	0.3	-0.1	0.3	0.4	-0.1	1.1	1.0	0.1	1.4	1.5	-0.1	1.6	1.9	-0.3	0.4	0.4	0.0
Radio Hauraki	3.3	3.8	-0.5	14	0.4	0.4	0.0	0.9	0.9	0.0	1.0	1.3	-0.3	2.3	2.9	-0.6	1.8	2.1	-0.3	0.6	0.6	0.0	0.8	0.8	0.0
Rhema	0.9	0.7	0.2	16	0.2	*	*	0.5	0.4	0.1	0.4	0.4	0.0	0.4	0.4	0.0	0.2	0.2	0.0	0.3	0.3	0.0	0.2	0.2	0.0
Rock	7.0	6.6	0.4	4	1.1	0.8	0.3	2.8	2.8	0.0	2.9	3.4	-0.5	5.1	5.1	0.0	2.9	2.4	0.5	0.8	0.8	0.0	1.7	1.7	0.0
SENZ Sport	0.3	0.2	0.1	18	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.3	0.2	0.1	*	*	*
Te Arawa FM	3.5	3.1	0.4	13	0.5	0.3	0.2	1.5	1.1	0.4	1.5	1.2	0.3	2.2	1.9	0.3	1.1	1.1	0.0	0.7	0.8	-0.1	1.2	1.2	0.0
The Heat	2.2	2.6	-0.4	15	0.3	0.3	0.0	1.1	1.2	-0.1	1.3	1.3	0.0	1.7	2.1	-0.4	0.6	1.0	-0.4	0.2	0.2	0.0	0.6	1.0	-0.4
The Hits	7.2	6.9	0.3	3	1.8	1.7	0.1	2.6	2.1	0.5	2.4	2.0	0.4	4.1	3.8	0.3	2.4	2.7	-0.3	1.2	1.4	-0.2	2.1	2.4	-0.3
The Sound	4.7	4.6	0.1	9	0.1	0.2	-0.1	1.0	0.9	0.1	1.1	1.1	0.0	1.9	2.0	-0.1	2.7	2.5	0.2	2.5	2.3	0.2	0.7	0.7	0.0
ZM	3.7	3.7	0.0	11	0.9	0.8	0.1	2.0	2.0	0.0	1.9	2.0	-0.1	2.5	2.6	-0.1	0.8	0.7	0.1	0.3	0.2	0.1	1.2	1.1	0.1
MediaWorks Combo	30.9	30.6	0.3		5.7	5.8	-0.1	9.9	9.8	0.1	10.5	10.7	-0.2	15.6	15.5	0.1	10.0	9.6	0.4	8.0	7.8	0.2	6.2	6.7	-0.5
NZME Combo	25.6	26.0	-0.4		4.7	4.5	0.2	8.8	8.1	0.7	8.9	8.7	0.2	13.5	13.7	-0.2	8.1	8.7	-0.6	5.9	6.5	-0.6	5.8	6.2	-0.4
All Commercial Radio	43.1	42.9	0.2		8.2	8.0	0.2	13.5	13.1	0.4	14.0	14.0	0.0	21.2	21.1	0.1	13.9	13.8	0.1	11.0	11.2	-0.2	8.7	9.0	-0.3
Potential (000)	58.5	58.5	0.0		13.6	13.6	0.0	19.2	19.1	0.1	17.9	17.9	0.0	26.4	26.4	0.0	16.5	16.5	0.0	14.0	14.0	0.0	11.6	12.2	-0.6
Sample	969	881	88		190	163	27	291	247	44	278	242	36	425	364	61	279	251	28	252	256	-4	184	171	13

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Potential (000)	58.5	58.5	0.0
Sample Size	969	881	88

	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	+/-
Breeze	3.9	4.2	-0.3	5	3.7	3.5	0.2	4.0	3.8	0.2	3.7	3.9	-0.2	1.6	1.5	0.1	1.0	1.1	-0.1	5.2	5.3	-0.1
Coast	2.9	2.9	0.0	8	2.8	3.2	-0.4	3.1	3.1	0.0	2.5	2.3	0.2	1.3	1.5	-0.2	0.7	0.5	0.2	3.5	3.5	0.0
Edge	3.5	3.6	-0.1	6	1.9	1.8	0.1	2.7	2.3	0.4	2.9	2.7	0.2	1.1	1.2	-0.1	0.7	0.8	-0.1	3.7	3.5	0.2
Flava	5.3	5.8	-0.5	1	4.4	4.2	0.2	5.5	5.9	-0.4	4.9	5.2	-0.3	1.2	1.3	-0.1	0.8	0.8	0.0	5.4	6.0	-0.6
Gold Sport	0.1	0.1	0.0	18	*	0.1	*	0.1	0.1	0.0	0.1	0.1	0.0	*	*	*	*	*	*	0.1	*	*
Life FM	0.5	0.6	-0.1	16	0.5	0.6	-0.1	0.5	0.4	0.1	0.4	0.4	0.0	0.3	0.1	0.2	*	*	*	0.3	0.4	-0.1
Magic	2.9	3.1	-0.2	8	3.3	2.9	0.4	3.0	2.7	0.3	2.0	1.7	0.3	0.9	1.0	-0.1	0.5	0.5	0.0	3.1	3.0	0.1
Mai FM	4.2	4.2	0.0	4	2.8	2.8	0.0	3.0	3.2	-0.2	3.2	3.8	-0.6	1.6	2.0	-0.4	0.7	0.6	0.1	3.4	4.2	-0.8
More FM	2.7	2.6	0.1	10	2.3	2.2	0.1	3.2	3.1	0.1	1.7	1.9	-0.2	0.7	0.7	0.0	0.5	0.5	0.0	2.9	3.1	-0.2
Newstalk ZB	2.5	2.7	-0.2	11	1.4	1.5	-0.1	1.3	1.3	0.0	1.3	1.6	-0.3	1.9	2.2	-0.3	0.9	1.2	-0.3	2.6	2.7	-0.1
Radio Hauraki	2.0	2.4	-0.4	13	1.7	2.0	-0.3	1.8	2.0	-0.2	1.5	1.8	-0.3	0.3	0.3	0.0	0.3	0.3	0.0	1.4	1.9	-0.5
Rhema	0.4	0.3	0.1	17	0.4	0.3	0.1	0.4	0.2	0.2	0.3	0.3	0.0	0.4	0.4	0.0	0.5	0.4	0.1	0.6	0.6	0.0
Rock	4.4	4.0	0.4	3	3.2	3.2	0.0	4.7	4.7	0.0	4.2	3.6	0.6	0.9	0.5	0.4	1.2	0.8	0.4	3.4	3.6	-0.2
SENZ Sport	*	*	*	*	*	0.1	*	0.1	0.1	0.0	*	*	*	0.1	*	*	*	*	*	0.1	0.1	0.0
Te Arawa FM	1.8	1.7	0.1	14	1.1	1.1	0.0	1.4	1.5	-0.1	0.9	0.6	0.3	0.4	0.1	0.3	0.5	0.5	0.0	1.7	1.6	0.1
The Heat	0.9	1.1	-0.2	15	0.7	0.8	-0.1	0.9	1.1	-0.2	1.1	1.3	-0.2	0.5	0.6	-0.1	0.2	0.2	0.0	1.1	1.3	-0.2
The Hits	4.5	4.2	0.3	2	3.5	3.5	0.0	4.2	3.6	0.6	3.3	2.9	0.4	1.6	1.5	0.1	0.5	0.5	0.0	4.7	4.7	0.0
The Sound	3.0	2.7	0.3	7	2.5	2.4	0.1	3.2	3.2	0.0	2.7	2.4	0.3	1.0	0.8	0.2	0.9	0.7	0.2	2.7	2.8	-0.1
ZM	2.1	2.1	0.0	12	0.9	1.0	-0.1	1.6	1.6	0.0	1.7	1.7	0.0	0.4	0.4	0.0	0.1	*	*	2.1	2.3	-0.2
MediaWorks Combo	21.0	21.1	-0.1		17.5	16.7	0.8	20.6	20.2	0.4	17.5	17.6	-0.1	7.3	7.5	-0.2	4.7	4.2	0.5	21.3	21.7	-0.4
NZME Combo	16.6	17.1	-0.5		12.4	13.1	-0.7	15.3	15.2	0.1	13.6	13.8	-0.2	6.1	6.5	-0.4	3.3	3.3	0.0	16.9	18.0	-1.1
All Commercial Radio	33.2	33.6	-0.4		26.8	26.0	0.8	30.8	30.4	0.4	28.3	28.3	0.0	14.0	14.3	-0.3	7.4	7.1	0.3	33.2	33.4	-0.2

MediaWorks Combo: Breeze, Edge, Magic, Mai FM, More FM, Rock, The Sound, or internet only listening to George FM, Humm FM

NZME Combo: Coast, Flava, Gold Sport, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui



ROTORUA COMMERCIAL RADIO - SURVEY 3 2023

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

Survey Comparisons: 2/2023 - 3/2023

This Survey Period: Sun Sep 4 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023

Last Survey Period: Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 2023

	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	10:18	9:44	0:33	2:48	3:06	-0:17	9:19	10:29	-1:09	10:34	11:48	-1:13	11:04	9:45	1:19	10:07	8:35	1:32	9:14	9:18	-0:04	9:04	6:42	2:21
Coast	8:06	7:21	0:44	5:03	5:29	-0:25	5:07	4:51	0:15	8:06	8:24	-0:17	6:28	5:24	1:04	4:56	4:02	0:53	7:52	7:45	0:06	4:12	3:45	0:26
Edge	3:36	3:28	0:08	3:45	3:19	0:26	3:43	3:31	0:11	3:23	3:24	-0:01	3:25	3:24	0:01	4:21	4:06	0:14	4:26	4:06	0:19	3:44	3:23	0:21
Flava	7:45	8:12	-0:26	5:22	5:14	0:07	8:08	9:18	-1:09	9:16	10:41	-1:25	8:50	9:26	-0:36	7:02	5:58	1:04	5:30	5:59	-0:28	7:57	9:03	-1:06
Gold Sport	2:36	2:17	0:19	*	*	*	2:45	*	*	2:45	*	*	3:03	3:45	-0:41	2:50	2:49	0:00	2:07	1:57	0:10	*	*	*
Life FM	6:13	5:17	0:55	1:00	1:00	0:00	3:04	2:02	1:01	9:32	11:58	-2:26	6:12	5:08	1:03	5:19	3:46	1:33	7:47	7:06	0:41	6:56	6:07	0:49
Magic	14:02	15:19	-1:16	3:38	5:00	-1:21	6:05	6:53	-0:48	7:18	7:35	-0:16	6:34	6:30	0:04	12:27	13:04	-0:37	17:30	18:57	-1:26	0:59	0:23	0:36
Mai FM	6:23	6:12	0:10	4:31	5:18	-0:46	6:59	7:06	-0:07	8:31	7:35	0:55	7:33	6:56	0:36	3:53	3:36	0:17	6:24	4:50	1:33	6:05	4:56	1:09
More FM	6:17	6:21	-0:04	2:56	3:55	-0:59	4:07	5:01	-0:54	8:07	7:24	0:42	7:13	6:46	0:27	7:34	7:44	-0:10	9:10	8:27	0:43	4:57	5:59	-1:02
Newstalk ZB	11:10	13:26	-2:15	2:00	2:09	-0:09	3:08	2:39	0:29	5:41	4:38	1:03	6:29	5:13	1:16	7:08	10:23	-3:15	10:11	16:45	-6:33	7:00	7:26	-0:26
Radio Hauraki	12:12	10:52	1:20	31:49	27:23	4:26	9:59	10:17	-0:17	12:07	10:43	1:23	10:44	9:50	0:54	8:13	8:04	0:09	5:37	5:32	0:05	6:08	4:56	1:12
Rhema	12:05	11:15	0:50	1:24	1:00	0:24	12:33	15:20	-2:47	16:25	15:20	1:04	16:01	14:57	1:03	9:41	9:42	-0:01	12:19	6:49	5:30	13:02	12:36	0:25
Rock	10:05	9:45	0:19	9:27	7:01	2:26	11:07	11:22	-0:14	9:15	10:26	-1:11	10:08	10:00	0:07	11:14	9:44	1:29	10:39	10:48	-0:08	8:37	5:45	2:52
SENZ Sport	4:19	7:14	-2:55	*	*	*	*	*	*	*	*	*	*	*	*	10:00	10:00	0:00	4:44	7:14	-2:30	*	*	*
Te Arawa FM	4:33	3:47	0:46	3:57	1:44	2:13	5:49	4:06	1:43	5:28	4:04	1:23	4:31	3:37	0:53	3:47	3:55	-0:08	5:28	5:15	0:12	4:51	3:58	0:53
The Heat	5:43	6:31	-0:48	0:44	0:54	-0:09	6:32	4:11	2:21	6:21	4:13	2:07	6:54	7:39	-0:44	6:57	11:16	-4:18	2:36	2:26	0:09	10:31	10:22	0:09
The Hits	8:37	8:17	0:20	5:01	5:07	-0:06	5:01	5:32	-0:31	5:53	5:59	-0:05	8:22	8:21	0:01	12:37	11:06	1:31	13:59	11:02	2:57	8:43	7:11	1:32
The Sound	12:35	13:00	-0:24	2:49	2:33	0:16	5:50	4:13	1:37	6:29	7:02	-0:32	6:12	6:51	-0:39	14:36	15:18	-0:42	16:08	17:00	-0:52	7:25	9:08	-1:42
ZM	3:51	3:57	-0:05	1:55	2:02	-0:07	3:56	4:28	-0:31	4:23	4:35	-0:11	4:17	4:22	-0:04	4:36	4:03	0:33	6:44	6:08	0:35	4:55	4:36	0:18
MediaWorks Combo	12:18	11:54	0:24	7:22	6:21	1:01	10:37	10:07	0:30	11:01	10:57	0:03	11:18	10:37	0:40	14:23	13:38	0:45	16:10	16:28	-0:17	9:31	7:41	1:49
NZME Combo	10:51	10:58	-0:07	8:06	7:58	0:08	8:48	9:36	-0:48	10:34	11:11	-0:36	10:54	10:52	0:01	10:23	10:08	0:15	10:30	11:44	-1:14	10:08	10:08	-0:00
All Commercial Radio	16:53	16:39	0:14	10:28	9:35	0:53	15:33	15:04	0:29	17:06	16:55	0:10	17:10	16:44	0:25	17:59	17:50	0:08	19:38	20:11	-0:33	16:06	15:11	0:55
Potential (000)	58.5	58.5	0.0	13.6	13.6	0.0	19.2	19.1	0.1	17.9	17.9	0.0	26.4	26.4	0.0	16.5	16.5	0.0	14.0	14.0	0.0	11.6	12.2	-0.6
Sample	969	881	88	190	163	27	291	247	44	278	242	36	425	364	61	279	251	28	252	256	-4	184	171	13

MediaWorks Combo: Breeze, Edge, Magic, Mai FM, More FM, Rock, The Sound, or internet only listening to George FM, Humm FM

NZME Combo: Coast, Flava, Gold Sport, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui



ROTORUA COMMERCIAL RADIO - SURVEY 3 2023

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

Survey Comparisons: 2/2023 - 3/2023

This Survey Period: Sun Sep 4 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023

Last Survey Period: Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 2023

	This	Last	+/-
Potential (000)	58.5	58.5	0.0
Sample Size	969	881	88

	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	3:09	2:52	0:17	4:15	4:15	0:00	4:03	4:17	-0:14	2:11	2:12	-0:01	2:18	2:19	-0:01	1:18	1:08	0:09	3:25	3:11	0:13
Coast	2:48	2:34	0:14	2:57	2:25	0:31	3:04	2:46	0:17	2:06	2:11	-0:04	1:27	1:27	-0:00	1:53	1:20	0:33	4:00	3:23	0:37
Edge	1:44	1:42	0:02	1:10	1:12	-0:01	1:31	1:39	-0:08	1:14	1:15	-0:00	0:53	0:52	0:00	1:07	1:03	0:04	1:41	1:23	0:18
Flava	2:37	2:35	0:02	3:35	3:30	0:04	3:22	3:26	-0:04	1:35	1:32	0:02	1:14	1:13	0:01	1:40	1:45	-0:05	2:32	2:32	0:00
Gold Sport	1:07	1:00	0:07	1:00	0:51	0:08	0:50	0:43	0:06	0:53	0:32	0:21	*	*	*	0:15	0:15	0:00	1:05	2:00	-0:54
Life FM	3:21	2:53	0:28	1:07	0:54	0:13	2:06	2:22	-0:15	1:31	1:03	0:28	1:56	3:09	-1:13	0:30	0:30	0:00	2:51	2:34	0:17
Magic	3:47	4:08	-0:21	4:15	4:57	-0:42	4:13	4:24	-0:10	2:26	2:03	0:23	4:43	4:36	0:06	0:49	1:58	-1:09	5:31	5:46	-0:14
Mai FM	2:18	2:18	-0:00	2:11	2:01	0:09	3:12	2:59	0:12	1:22	1:12	0:09	1:33	1:31	0:01	1:40	1:46	-0:05	1:58	1:52	0:06
More FM	2:20	2:04	0:16	3:36	2:56	0:40	3:07	2:46	0:20	2:04	2:04	-0:00	0:59	0:57	0:02	2:38	2:40	-0:02	2:00	1:57	0:02
Newstalk ZB	3:56	4:58	-1:02	2:42	2:53	-0:10	2:50	3:22	-0:31	3:10	3:37	-0:27	3:59	4:07	-0:08	2:02	2:02	-0:00	3:42	4:20	-0:37
Radio Hauraki	3:57	3:37	0:20	4:58	4:28	0:29	6:10	5:25	0:45	4:14	3:41	0:33	0:42	0:44	-0:02	1:06	1:05	0:00	4:01	3:12	0:48
Rhema	4:13	3:37	0:36	4:12	4:15	-0:02	1:31	2:18	-0:46	1:29	0:56	0:33	8:11	7:38	0:33	2:12	2:13	-0:01	3:22	2:21	1:00
Rock	2:50	2:47	0:02	4:17	4:23	-0:05	4:27	4:16	0:10	2:12	2:10	0:02	1:50	2:04	-0:13	1:27	1:39	-0:12	3:06	2:37	0:28
SENZ Sport	*	*	*	1:00	4:13	-3:13	5:40	6:23	-0:42	1:00	1:00	0:00	2:30	2:30	0:00	*	*	*	1:28	1:36	-0:08
Te Arawa FM	1:44	1:32	0:11	2:05	1:25	0:40	2:20	1:33	0:47	2:05	1:21	0:44	1:04	1:48	-0:44	3:29	3:38	-0:09	1:49	1:30	0:18
The Heat	2:06	2:38	-0:32	3:15	4:03	-0:48	4:55	5:01	-0:05	1:33	1:24	0:08	1:26	1:15	0:10	2:09	1:58	0:10	1:01	1:41	-0:40
The Hits	2:14	2:13	0:01	3:10	3:00	0:09	3:14	3:03	0:10	2:09	2:01	0:07	2:02	1:58	0:04	1:52	1:42	0:10	3:19	3:31	-0:12
The Sound	2:33	2:35	-0:01	4:29	4:52	-0:22	5:11	5:26	-0:14	2:40	2:53	-0:12	2:30	2:24	0:06	2:07	2:22	-0:14	4:18	4:20	-0:01
ZM	2:13	2:13	0:00	1:29	1:52	-0:23	1:49	1:50	-0:01	1:26	1:12	0:13	0:49	0:49	-0:00	3:30	*	*	1:02	1:04	-0:02
MediaWorks Combo	3:10	3:04	0:05	4:16	4:15	0:01	4:34	4:23	0:11	2:24	2:14	0:09	2:15	2:09	0:06	1:51	2:00	-0:09	3:38	3:29	0:09
NZME Combo	3:17	3:27	-0:09	3:54	3:41	0:12	3:52	3:49	0:02	2:27	2:25	0:01	2:24	2:30	-0:06	1:56	1:45	0:10	3:37	3:33	0:04
All Commercial Radio	4:04	4:05	-0:01	5:03	5:04	-0:00	5:29	5:19	0:09	2:52	2:43	0:08	2:43	2:41	0:02	2:32	2:32	0:00	4:31	4:29	0:02

MediaWorks Combo: Breeze, Edge, Magic, Mai FM, More FM, Rock, The Sound, or internet only listening to George FM, Humm FM

NZME Combo: Coast, Flava, Gold Sport, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui