



ROTORUA COMMERCIAL RADIO - SURVEY 1 2016

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

Survey Comparisons: 2/2015 - 1/2016

This Survey Period: Sun Jan 31 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016

Last Survey Period: Sat Aug 8 to Sat Sep 19 2015

	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	4.9	5.1	-0.2	10	1.5	0.7	0.8	2.0	1.1	0.9	3.4	5.9	-2.5	6.0	6.9	-0.9	7.9	7.0	0.9	5.0	4.5	0.5	3.5	7.2	-3.7
Coast	12.2	14.0	-1.8	1	1.0	0.3	0.7	2.3	2.4	-0.1	4.0	3.2	0.8	6.0	4.6	1.4	13.8	18.4	-4.6	23.5	33.2	-9.7	5.7	6.1	-0.4
Edge	8.6	8.3	0.3	4	22.9	27.8	-4.9	13.7	10.2	3.5	9.7	7.2	2.5	8.4	8.4	0.0	5.9	9.0	-3.1	3.9	4.6	-0.7	9.5	11.5	-2.0
Flava	9.6	7.4	2.2	2	25.1	9.8	15.3	18.7	21.4	-2.7	15.0	10.8	4.2	11.6	9.3	2.3	4.3	3.6	0.7	1.7	0.6	1.1	11.1	10.5	0.6
Hits	5.6	8.4	-2.8	7	4.6	4.1	0.5	5.0	12.9	-7.9	7.5	9.8	-2.3	7.7	12.0	-4.3	5.3	9.3	-4.0	2.7	3.9	-1.2	6.2	10.5	-4.3
Life FM	0.3	n.a.	*	18	1.0	n.a.	*	0.2	n.a.	*	0.3	n.a.	*	0.6	n.a.	*	0.6	n.a.	*	*	n.a.	*	0.7	n.a.	*
Magic	8.6	1.5	7.1	4	*	0.1	*	0.2	*	*	0.6	0.1	0.5	2.1	0.1	2.0	16.5	0.9	15.6	25.8	3.4	22.4	12.5	0.2	12.3
Mai FM	3.9	3.5	0.4	12	4.7	4.4	0.3	12.3	9.5	2.8	4.8	5.3	-0.5	3.5	4.3	-0.8	0.6	1.6	-1.0	0.1	0.5	-0.4	3.5	3.1	0.4
More FM	4.6	4.6	0.0	11	5.5	7.5	-2.0	7.8	3.8	4.0	4.1	5.0	-0.9	4.6	4.9	-0.3	4.7	4.7	0.0	2.5	4.7	-2.2	3.7	4.7	-1.0
Newstalk ZB	6.1	5.5	0.6	6	0.4	1.1	-0.7	1.1	0.6	0.5	1.3	1.1	0.2	3.1	1.7	1.4	5.0	5.8	-0.8	9.6	9.9	-0.3	4.9	1.5	3.4
Radio Hauraki	3.2	2.1	1.1	14	1.2	*	*	2.2	2.4	-0.2	4.8	4.2	0.6	4.6	2.9	1.7	4.7	1.5	3.2	3.1	1.8	1.3	5.7	2.0	3.7
Radio Live	5.2	8.2	-3.0	9	0.5	3.9	-3.4	0.1	1.1	-1.0	1.3	5.0	-3.7	2.6	6.5	-3.9	5.2	8.5	-3.3	5.4	11.4	-6.0	3.8	2.4	1.4
Radio Sport	2.4	1.5	0.9	15	1.6	0.5	1.1	2.8	0.4	2.4	2.4	0.9	1.5	3.5	0.6	2.9	3.4	0.9	2.5	2.2	2.8	-0.6	2.6	0.5	2.1
Radio Tarana	0.2	n.a.	*	20	0.3	n.a.	*	0.1	n.a.	*	0.1	n.a.	*	0.3	n.a.	*	0.4	n.a.	*	0.1	n.a.	*	0.1	n.a.	*
Rhema	0.3	n.a.	*	18	0.8	n.a.	*	0.1	n.a.	*	0.1	n.a.	*	0.3	n.a.	*	0.6	n.a.	*	0.4	n.a.	*	0.2	n.a.	*
Rock	9.3	10.2	-0.9	3	3.8	12.0	-8.2	18.5	15.9	2.6	18.4	21.5	-3.1	14.8	16.3	-1.5	6.8	5.2	1.6	5.1	1.9	3.2	7.0	12.9	-5.9
Te Arawa FM	2.2	n.a.	*	16	6.8	n.a.	*	1.1	n.a.	*	2.9	n.a.	*	2.2	n.a.	*	0.6	n.a.	*	0.4	n.a.	*	3.5	n.a.	*
The Heat	3.6	n.a.	*	13	2.0	n.a.	*	6.4	n.a.	*	10.0	n.a.	*	6.6	n.a.	*	0.5	n.a.	*	0.2	n.a.	*	7.2	n.a.	*
The Sound	5.3	8.6	-3.3	8	8.7	7.3	1.4	1.2	2.6	-1.4	5.0	4.6	0.4	8.1	9.3	-1.2	9.1	17.1	-8.0	3.3	10.4	-7.1	5.4	10.1	-4.7
ZM	2.0	5.5	-3.5	17	7.5	20.2	-12.7	2.6	5.6	-3.0	2.5	7.6	-5.1	1.9	5.9	-4.0	0.6	3.3	-2.7	1.1	2.3	-1.2	1.4	6.4	-5.0
Other	1.9	5.7	-3.8		*	0.3	*	1.7	10.1	-8.4	1.7	7.8	-6.1	1.6	6.4	-4.8	3.6	3.0	0.6	4.0	4.0	0.0	1.8	10.5	-8.7
Mediaworks Combo	50.3	49.9	0.4		47.6	63.6	-16.0	55.7	44.2	11.5	47.4	54.6	-7.2	49.9	56.7	-6.8	56.7	54.0	2.7	51.2	41.4	9.8	48.9	52.1	-3.2
NZME Combo	41.1	44.4	-3.3		41.5	36.1	5.4	34.7	45.7	-11.0	37.6	37.6	0.0	38.5	36.9	1.6	37.1	42.9	-5.8	43.9	54.5	-10.6	37.6	37.5	0.1
Potential (000)	48.2	47.4	0.8		6.5	7.1	-0.6	12.2	11.5	0.7	13.6	13.5	0.1	21.0	21.0	0.0	13.9	13.8	0.1	11.5	10.9	0.6	9.4	10.0	-0.6
Sample	896	832	64		118	87	31	218	164	54	256	209	47	390	352	38	249	268	-19	221	238	-17	180	170	10

Please note: Survey 1 2016 supplied by GfK; Survey 2 2015 supplied by TNS. Please take into account if comparing Survey 2 2015 and Survey 1 2016 results

Mediaworks Combo : Breeze or Edge or Magic or Mai FM or More FM or Radio Live or Rock or The Sound

NZME Combo : Coast or Flava or Hits or Newstalk ZB or Radio Hauraki or Radio Sport or ZM

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



ROTORUA COMMERCIAL RADIO - SURVEY 1 2016

Station Share (%) by Daypart, People 10+

Survey Comparisons: 2/2015 - 1/2016

This Survey Period: Sun Jan 31 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016

Last Survey Period: Sat Aug 8 to Sat Sep 19 2015

	This	Last	+/-
Potential (000)	48.2	47.4	0.8
Sample Size	896	832	64

	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	3.7	4.2	-0.5	12	6.4	6.4	0.0	6.2	6.5	-0.3	5.2	4.8	0.4	2.9	3.8	-0.9	1.9	3.7	-1.8	4.6	4.2	0.4
Coast	11.7	13.9	-2.2	1	13.9	13.8	0.1	12.4	11.9	0.5	9.7	13.3	-3.6	10.8	10.3	0.5	10.4	4.9	5.5	13.2	19.3	-6.1
Edge	7.9	10.6	-2.7	4	8.0	5.0	3.0	10.3	6.2	4.1	9.1	14.3	-5.2	7.1	6.0	1.1	7.4	4.3	3.1	8.5	9.5	-1.0
Flava	11.1	5.0	6.1	2	8.5	7.6	0.9	9.4	6.7	2.7	8.8	8.0	0.8	9.0	13.5	-4.5	9.6	3.1	6.5	9.7	9.3	0.4
Hits	6.1	8.3	-2.2	8	6.8	10.9	-4.1	6.8	11.5	-4.7	4.1	8.6	-4.5	3.0	6.4	-3.4	2.6	7.1	-4.5	5.3	4.1	1.2
Life FM	0.4	n.a.	*	19	*	n.a.	*	0.2	n.a.	*	1.1	n.a.	*	0.5	n.a.	*	0.3	n.a.	*	0.3	n.a.	*
Magic	6.7	1.9	4.8	7	9.8	1.6	8.2	8.4	1.6	6.8	8.6	1.1	7.5	8.7	1.4	7.3	6.7	0.5	6.2	9.7	1.6	8.1
Mai FM	4.8	3.7	1.1	9	3.6	3.8	-0.2	3.8	3.9	-0.1	5.7	2.4	3.3	3.9	1.9	2.0	5.1	3.2	1.9	2.5	3.8	-1.3
More FM	4.0	5.3	-1.3	11	5.7	6.0	-0.3	4.5	5.6	-1.1	2.9	4.0	-1.1	2.5	2.0	0.5	2.0	0.5	1.5	6.2	3.3	2.9
Newstalk ZB	7.0	6.8	0.2	6	3.9	4.2	-0.3	3.0	1.8	1.2	2.8	2.8	0.0	14.8	19.0	-4.2	16.0	11.7	4.3	6.6	6.0	0.6
Radio Hauraki	2.0	2.1	-0.1	17	3.3	2.3	1.0	2.9	2.7	0.2	4.3	3.0	1.3	5.7	0.4	5.3	1.9	1.0	0.9	3.6	1.6	2.0
Radio Live	10.1	9.0	1.1	3	3.3	6.5	-3.2	2.5	6.9	-4.4	4.1	5.1	-1.0	6.6	11.5	-4.9	11.7	18.8	-7.1	4.0	8.5	-4.5
Radio Sport	2.5	1.4	1.1	14	2.2	1.1	1.1	2.5	1.1	1.4	1.7	0.8	0.9	2.7	2.5	0.2	2.9	2.9	0.0	2.6	1.9	0.7
Radio Tarana	0.2	n.a.	*	20	0.1	n.a.	*	*	n.a.	*	0.3	n.a.	*	0.1	n.a.	*	0.1	n.a.	*	0.3	n.a.	*
Rhema	0.7	n.a.	*	18	*	n.a.	*	*	n.a.	*	0.7	n.a.	*	0.3	n.a.	*	0.4	n.a.	*	0.3	n.a.	*
Rock	7.7	11.0	-3.3	5	11.5	12.1	-0.6	12.2	12.4	-0.2	10.3	12.2	-1.9	6.2	3.2	3.0	6.0	6.6	-0.6	7.4	7.2	0.2
Te Arawa FM	3.4	n.a.	*	13	1.1	n.a.	*	1.9	n.a.	*	3.4	n.a.	*	2.9	n.a.	*	2.5	n.a.	*	1.4	n.a.	*
The Heat	2.3	n.a.	*	15	3.2	n.a.	*	3.6	n.a.	*	5.3	n.a.	*	4.5	n.a.	*	6.4	n.a.	*	3.5	n.a.	*
The Sound	4.5	7.1	-2.6	10	5.7	8.8	-3.1	5.5	9.0	-3.5	7.9	9.4	-1.5	2.8	7.3	-4.5	2.8	11.6	-8.8	5.3	8.6	-3.3
ZM	2.2	5.6	-3.4	16	0.8	4.7	-3.9	1.6	5.3	-3.7	2.9	4.1	-1.2	2.4	5.7	-3.3	2.1	10.7	-8.6	2.5	5.8	-3.3
Other	1.0	4.2	-3.2		2.2	5.2	-3.0	2.2	6.9	-4.7	1.3	5.9	-4.6	2.7	5.0	-2.3	1.1	9.5	-8.4	2.5	5.4	-2.9
Mediaworks Combo	49.4	52.8	-3.4		54.1	50.2	3.9	53.5	52.1	1.4	53.8	53.4	0.4	40.7	37.2	3.5	43.7	49.1	-5.4	48.3	46.7	1.6
NZME Combo	42.6	42.9	-0.3		39.3	44.6	-5.3	38.6	41.0	-2.4	34.1	40.7	-6.6	48.3	57.8	-9.5	45.6	41.4	4.2	43.5	47.9	-4.4

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



ROTORUA COMMERCIAL RADIO - SURVEY 1 2016

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

Survey Comparisons: 2/2015 - 1/2016

This Survey Period: Sun Jan 31 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016

Last Survey Period: Sat Aug 8 to Sat Sep 19 2015

	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	4.3	4.5	-0.2	6	0.4	0.3	0.1	0.7	0.6	0.1	1.0	1.3	-0.3	2.3	2.7	-0.4	2.1	2.0	0.1	1.1	1.1	0.0	1.1	1.0	0.1
Coast	6.9	6.6	0.3	3	0.2	0.2	0.0	0.5	0.5	0.0	1.0	1.0	0.0	2.4	1.8	0.6	3.4	2.9	0.5	3.1	3.5	-0.4	0.9	0.9	0.0
Edge	8.5	7.1	1.4	1	2.2	1.6	0.6	3.1	2.4	0.7	2.8	1.9	0.9	3.9	3.4	0.5	1.7	2.1	-0.4	0.7	0.7	0.0	1.8	1.9	-0.1
Flava	8.4	5.7	2.7	2	1.7	0.9	0.8	4.0	3.1	0.9	3.5	2.5	1.0	4.0	3.2	0.8	1.1	0.8	0.3	0.6	0.3	0.3	2.4	1.6	0.8
Hits	4.2	5.3	-1.1	7	0.3	0.8	-0.5	1.0	1.1	-0.1	1.6	1.7	-0.1	2.6	3.2	-0.6	1.2	1.8	-0.6	0.6	0.7	-0.1	1.4	1.4	0.0
Life FM	0.6	n.a.	*	18	0.2	n.a.	*	0.1	n.a.	*	0.2	n.a.	*	0.4	n.a.	*	0.3	n.a.	*	*	n.a.	*	0.2	n.a.	*
Magic	2.8	1.3	1.5	12	*	0.1	*	0.2	0.1	0.1	0.3	0.3	0.0	0.6	0.3	0.3	1.1	0.3	0.8	1.7	0.6	1.1	0.5	0.1	0.4
Mai FM	3.7	2.7	1.0	8	0.5	0.2	0.3	2.5	1.4	1.1	1.8	1.4	0.4	2.0	1.6	0.4	0.3	0.3	0.0	0.1	0.3	-0.2	0.9	0.7	0.2
More FM	3.4	4.4	-1.0	10	0.4	1.0	-0.6	1.1	0.8	0.3	1.2	1.3	-0.1	1.8	2.1	-0.3	1.2	1.4	-0.2	0.6	0.9	-0.3	1.0	0.8	0.2
Newstalk ZB	2.7	2.9	-0.2	13	0.2	0.2	0.0	0.2	0.3	-0.1	0.3	0.5	-0.2	0.6	0.8	-0.2	1.0	0.9	0.1	1.3	1.2	0.1	0.3	0.2	0.1
Radio Hauraki	2.4	1.7	0.7	15	0.1	*	*	0.7	0.4	0.3	1.3	0.7	0.6	1.6	1.0	0.6	0.7	0.8	-0.1	0.5	0.6	-0.1	0.8	0.4	0.4
Radio Live	3.5	3.7	-0.2	9	0.1	0.1	0.0	0.1	0.6	-0.5	0.5	0.8	-0.3	1.4	1.5	-0.1	1.5	1.5	0.0	1.3	1.5	-0.2	0.8	0.6	0.2
Radio Sport	2.0	1.5	0.5	17	0.4	0.3	0.1	0.5	0.3	0.2	0.5	0.4	0.1	1.0	0.4	0.6	0.8	0.2	0.6	0.6	0.1	0.3	0.1	0.2	
Radio Tarana	0.5	n.a.	*	19	*	n.a.	*	0.1	n.a.	*	0.1	n.a.	*	0.4	n.a.	*	0.3	n.a.	*	0.1	n.a.	*	0.1	n.a.	*
Rhema	0.5	n.a.	*	19	*	n.a.	*	0.1	n.a.	*	0.1	n.a.	*	0.2	n.a.	*	0.2	n.a.	*	0.1	n.a.	*	0.1	n.a.	*
Rock	5.4	5.8	-0.4	4	0.4	0.6	-0.2	2.2	2.4	-0.2	2.9	3.1	-0.2	4.0	4.2	-0.2	1.4	1.3	0.1	0.5	0.2	0.3	1.0	1.5	-0.5
Te Arawa FM	2.1	n.a.	*	16	0.3	n.a.	*	0.4	n.a.	*	1.0	n.a.	*	1.3	n.a.	*	0.4	n.a.	*	0.3	n.a.	*	0.8	n.a.	*
The Heat	3.1	n.a.	*	11	0.4	n.a.	*	1.4	n.a.	*	1.6	n.a.	*	1.8	n.a.	*	0.4	n.a.	*	0.1	n.a.	*	0.8	n.a.	*
The Sound	4.4	4.7	-0.3	5	0.4	0.6	-0.2	0.7	0.6	0.1	1.4	1.0	0.4	2.9	2.6	0.3	2.1	2.3	-0.2	0.9	1.0	-0.1	1.1	1.1	0.0
ZM	2.7	3.4	-0.7	13	0.5	0.6	-0.1	1.1	1.1	0.0	1.3	1.5	-0.2	1.4	2.1	-0.7	0.2	0.7	-0.5	0.4	0.2	0.2	0.5	1.0	-0.5
Other	2.8	5.4	-2.6		*	0.2	*	0.6	2.0	-1.4	0.8	2.1	-1.3	1.6	3.2	-1.6	1.4	1.6	-0.2	1.0	0.9	0.1	0.7	1.8	-1.1
Mediaworks Combo	25.4	23.5	1.9		3.2	3.5	-0.3	7.1	5.9	1.2	7.6	6.7	0.9	12.3	11.7	0.6	8.2	7.8	0.4	5.5	4.6	0.9	5.3	5.1	0.2
NZME Combo	23.3	20.1	3.2		3.1	2.1	1.0	5.9	5.1	0.8	7.1	6.0	1.1	10.4	8.9	1.5	6.8	6.0	0.8	5.6	5.3	0.3	5.2	4.2	1.0
All Commercial Radio	37.3	34.4	2.9		4.7	4.5	0.2	9.7	8.4	1.3	10.8	10.2	0.6	17.2	16.1	1.1	11.7	10.8	0.9	8.6	8.1	0.5	7.8	7.8	0.0
Potential (000)	48.2	47.4	0.8		6.5	7.1	-0.6	12.2	11.5	0.7	13.6	13.5	0.1	21.0	21.0	0.0	13.9	13.8	0.1	11.5	10.9	0.6	9.4	10.0	-0.6
Sample	896	832	64		118	87	31	218	164	54	256	209	47	390	352	38	249	268	-19	221	238	-17	180	170	10

Please note: Survey 1 2016 supplied by GfK; Survey 2 2015 supplied by TNS. Please take into account if comparing Survey 2 2015 and Survey 1 2016 results

Mediaworks Combo : Breeze or Edge or Magic or Mai FM or More FM or Radio Live or Rock or The Sound

NZME Combo : Coast or Flava or Hits or Newstalk ZB or Radio Hauraki or Radio Sport or ZM



ROTORUA COMMERCIAL RADIO - SURVEY 1 2016

Cumulative Audience (000's) by Daypart, People 10+

Survey Comparisons: 2/2015 - 1/2016

This Survey Period: Sun Jan 31 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016

Last Survey Period: Sat Aug 8 to Sat Sep 19 2015

	This	Last	+/-
Potential (000)	48.2	47.4	0.8
Sample Size	896	832	64

	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	2.0	1.8	0.2	8	2.0	1.6	0.4	2.2	2.2	0.0	2.0	1.9	0.1	0.5	0.5	0.0	0.5	0.4	0.1	2.4	2.1	0.3	
Coast	3.9	3.8	0.1	3	3.8	3.3	0.5	3.9	3.7	0.2	3.0	2.9	0.1	1.9	1.8	0.1	1.1	0.9	0.2	5.1	4.4	0.7	
Edge	4.4	4.3	0.1	2	3.1	1.6	1.5	4.4	2.6	1.8	3.5	3.3	0.2	2.2	1.7	0.5	0.9	0.6	0.3	5.1	3.7	1.4	
Flava	5.2	3.3	1.9	1	3.5	2.8	0.7	4.0	2.9	1.1	3.5	2.5	1.0	1.7	1.5	0.2	1.6	0.8	0.8	6.1	3.6	2.5	
Hits	2.3	2.9	-0.6	6	2.0	2.4	-0.4	2.1	2.8	-0.7	1.8	2.6	-0.8	0.8	1.1	-0.3	0.6	0.8	-0.2	2.4	2.2	0.2	
Life FM	0.4	n.a.	*	18	*	n.a.	*	0.2	n.a.	*	0.5	n.a.	*	0.3	n.a.	*	0.2	n.a.	*	0.5	n.a.	*	
Magic	1.8	0.5	1.3	11	1.9	0.4	1.5	1.8	0.6	1.2	1.8	0.5	1.3	0.8	0.3	0.5	0.5	0.1	0.4	2.3	0.6	1.7	
Mai FM	2.3	1.5	0.8	6	1.7	1.3	0.4	2.1	1.2	0.9	1.8	1.0	0.8	0.9	0.3	0.6	0.7	0.4	0.3	1.9	1.2	0.7	
More FM	1.9	2.2	-0.3	10	1.5	1.3	0.2	1.6	1.8	-0.2	1.3	1.7	-0.4	0.7	0.6	0.1	0.4	0.2	0.2	2.3	2.2	0.1	
Newstalk ZB	1.8	1.8	0.0	11	1.1	1.2	-0.1	1.0	1.0	0.0	0.7	0.8	-0.1	1.2	1.6	-0.4	0.8	0.7	0.1	2.0	2.0	0.0	
Radio Hauraki	0.9	1.0	-0.1	17	1.3	0.6	0.7	1.3	0.8	0.5	1.1	0.9	0.2	0.8	0.2	0.6	0.4	0.2	0.2	1.3	0.7	0.6	
Radio Live	2.5	2.4	0.1	5	1.2	1.5	-0.3	1.2	1.5	-0.3	1.0	1.5	-0.5	0.9	1.0	-0.1	0.5	0.8	-0.3	2.0	2.3	-0.3	
Radio Sport	1.3	0.5	0.8	14	0.7	0.5	0.2	0.9	0.4	0.5	0.8	0.4	0.4	0.5	0.5	0.0	0.4	0.2	0.2	1.3	1.0	0.3	
Radio Tarana	*	n.a.	*	*	0.1	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	0.4	n.a.	*
Rhema	0.3	n.a.	*	19	*	n.a.	*	0.1	n.a.	*	0.3	n.a.	*	0.1	n.a.	*	0.1	n.a.	*	*	0.4	n.a.	*
Rock	2.8	3.1	-0.3	4	2.4	2.7	-0.3	3.2	3.3	-0.1	3.0	2.5	0.5	1.5	0.7	0.8	0.8	0.8	0.0	3.3	3.5	-0.2	
Te Arawa FM	1.0	n.a.	*	16	0.7	n.a.	*	0.9	n.a.	*	0.8	n.a.	*	0.5	n.a.	*	0.5	n.a.	*	0.9	n.a.	*	
The Heat	1.2	n.a.	*	15	1.0	n.a.	*	1.4	n.a.	*	1.4	n.a.	*	1.3	n.a.	*	0.3	n.a.	*	1.7	n.a.	*	
The Sound	2.0	2.9	-0.9	8	1.6	2.1	-0.5	2.5	2.5	0.0	2.4	2.8	-0.4	0.9	1.1	-0.2	0.4	0.7	-0.3	2.6	2.6	0.0	
ZM	1.5	1.6	-0.1	13	0.8	1.1	-0.3	1.3	1.3	0.0	1.3	1.7	-0.4	0.9	0.7	0.2	0.4	0.6	-0.2	1.7	2.0	-0.3	
Other	0.9	2.2	-1.3		1.1	1.9	-0.8	1.1	2.3	-1.2	0.5	1.7	-1.2	0.4	0.7	-0.3	0.5	0.8	-0.3	1.4	2.8	-1.4	
Mediaworks Combo	16.4	15.5	0.9		13.1	10.4	2.7	16.3	13.5	2.8	14.5	12.4	2.1	7.7	5.6	2.1	4.4	3.4	1.0	17.6	15.2	2.4	
NZME Combo	14.8	13.4	1.4		11.9	10.6	1.3	12.8	11.4	1.4	11.1	10.3	0.8	7.1	6.2	0.9	4.9	3.7	1.2	17.5	13.4	4.1	
All Commercial Radio	27.9	25.2	2.7		22.0	18.8	3.2	26.7	22.2	4.5	24.0	20.3	3.7	14.6	11.2	3.4	8.7	6.7	2.0	30.9	25.6	5.3	

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NZME Combo : Coast or Flava or Hits or Newstalk ZB or Radio Hauraki or Radio Sport or ZM



ROTORUA COMMERCIAL RADIO - SURVEY 1 2016

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

Survey Comparisons: 2/2015 - 1/2016

This Survey Period: Sun Jan 31 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016

Last Survey Period: Sat Aug 8 to Sat Sep 19 2015

	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	7:39	6:43	0:56	1:47	0:58	0:49	5:02	2:37	2:25	6:42	8:41	-1:58	8:04	7:52	0:12	8:04	6:52	1:12	8:25	6:53	1:32	4:39	8:51	-4:11
Coast	11:59	12:34	-0:34	2:05	0:24	1:41	8:04	6:35	1:29	8:07	6:42	1:25	7:38	7:47	-0:08	8:43	12:44	-4:00	14:25	15:49	-1:23	9:04	8:22	0:42
Edge	6:49	6:52	-0:02	4:52	6:21	-1:28	7:17	6:00	1:17	6:42	7:19	-0:36	6:32	7:26	-0:53	7:16	8:31	-1:14	10:05	11:22	-1:16	7:23	7:31	-0:07
Flava	7:41	7:40	0:01	6:46	3:50	2:56	7:49	9:34	-1:44	8:27	8:34	-0:06	8:52	8:50	0:02	8:40	8:39	0:01	5:29	4:11	1:18	6:36	8:11	-1:34
Hits	8:55	9:15	-0:19	6:49	1:51	4:58	8:06	16:25	-8:18	8:50	11:17	-2:26	9:06	11:28	-2:21	9:50	9:58	-0:07	8:55	9:42	-0:46	6:16	9:33	-3:16
Life FM	3:35	n.a.	*	2:10	n.a.	*	3:47	n.a.	*	3:25	n.a.	*	4:16	n.a.	*	4:46	n.a.	*	*	n.a.	*	6:34	n.a.	*
Magic	20:28	6:46	13:42	*	0:15	*	1:41	0:15	1:26	3:58	0:58	3:00	9:46	0:53	8:53	32:15	5:48	26:27	28:49	9:13	19:36	35:59	2:11	33:48
Mai FM	7:00	7:47	-0:46	4:12	9:37	-5:24	8:13	9:34	-1:20	5:09	7:49	-2:39	5:19	8:23	-3:03	5:20	11:04	-5:43	1:30	2:57	-1:27	5:23	5:29	-0:05
More FM	9:15	6:11	3:04	6:48	2:49	3:59	11:30	6:41	4:49	6:53	7:59	-1:05	7:30	7:01	0:29	8:11	6:36	1:35	7:43	9:15	-1:31	5:27	7:13	-1:45
Newstalk ZB	15:19	11:06	4:13	0:57	2:08	-1:10	8:58	2:40	6:18	9:40	4:40	5:00	15:09	7:01	8:08	10:50	13:03	-2:12	13:36	14:19	-0:42	22:07	10:04	12:03
Radio Hauraki	8:55	7:09	1:46	3:49	*	*	5:24	8:27	-3:02	7:10	12:34	-5:23	8:56	8:37	0:19	15:37	3:42	11:55	10:48	4:48	6:00	9:45	5:45	4:00
Radio Live	10:01	12:57	-2:55	2:31	10:00	-7:28	2:47	2:29	0:18	5:16	12:42	-7:25	5:46	13:10	-7:23	7:25	11:07	-3:41	7:34	12:58	-5:23	6:35	5:26	1:09
Radio Sport	8:00	5:51	2:09	2:06	0:42	1:24	8:55	1:52	7:03	9:05	4:05	5:00	10:47	4:05	6:42	9:40	8:05	1:35	7:12	10:29	-3:16	12:50	9:30	3:20
Radio Tarana	2:23	n.a.	*	2:30	n.a.	*	1:53	n.a.	*	1:53	n.a.	*	2:26	n.a.	*	2:30	n.a.	*	2:00	n.a.	*	2:00	n.a.	*
Rhema	4:23	n.a.	*	8:00	n.a.	*	2:03	n.a.	*	1:47	n.a.	*	3:59	n.a.	*	7:27	n.a.	*	5:23	n.a.	*	4:32	n.a.	*
Rock	11:29	10:25	1:04	4:40	7:12	-2:31	13:53	9:05	4:48	12:07	13:54	-1:46	11:18	11:50	-0:32	10:34	7:48	2:46	20:39	17:21	3:18	9:40	10:59	-1:18
Te Arawa FM	6:59	n.a.	*	9:10	n.a.	*	4:28	n.a.	*	5:39	n.a.	*	5:02	n.a.	*	2:49	n.a.	*	2:34	n.a.	*	5:57	n.a.	*
The Heat	8:00	n.a.	*	2:26	n.a.	*	7:36	n.a.	*	12:11	n.a.	*	10:55	n.a.	*	2:41	n.a.	*	2:46	n.a.	*	13:06	n.a.	*
The Sound	7:58	10:45	-2:46	10:17	4:10	6:07	2:36	5:47	-3:10	6:56	8:45	-1:48	8:34	10:46	-2:11	9:15	14:25	-5:09	6:40	18:24	-11:43	7:06	12:01	-4:54
ZM	5:00	9:24	-4:23	7:25	11:43	-4:17	3:46	7:02	-3:15	3:49	9:48	-5:58	4:13	8:37	-4:23	4:54	9:17	-4:22	6:02	17:57	-11:54	3:52	7:50	-3:57
Other	4:36	6:10	-1:33	*	0:30	*	4:30	7:09	-2:38	4:00	7:24	-3:23	3:02	6:09	-3:06	5:33	3:39	1:54	7:30	7:38	-0:07	3:45	7:10	-3:24
Mediaworks Combo	13:21	12:34	0:47	6:55	6:34	0:21	13:01	10:26	2:35	12:04	16:07	-4:02	12:23	14:47	-2:23	15:00	13:41	1:19	17:32	15:15	2:17	13:10	13:01	0:09
NZME Combo	11:52	13:02	-1:09	6:11	6:12	-0:00	9:45	12:28	-2:42	10:20	12:28	-2:07	11:18	12:36	-1:17	11:46	14:07	-2:20	14:38	17:21	-2:42	10:19	11:12	-0:52
All Commercial Radio	18:03	17:08	0:55	9:43	8:06	1:37	17:08	16:35	0:33	17:57	19:24	-1:26	17:44	18:50	-1:05	18:30	18:15	0:15	21:50	20:54	0:56	18:21	16:07	2:14
Potential (000)	48.2	47.4	0.8	6.5	7.1	-0.6	12.2	11.5	0.7	13.6	13.5	0.1	21.0	21.0	0.0	13.9	13.8	0.1	11.5	10.9	0.6	9.4	10.0	-0.6
Sample	896	832	64	118	87	31	218	164	54	256	209	47	390	352	38	249	268	-19	221	238	-17	180	170	10

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ROTORUA COMMERCIAL RADIO - SURVEY 1 2016

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

Survey Comparisons: 2/2015 - 1/2016

This Survey Period: Sun Jan 31 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016

Last Survey Period: Sat Aug 8 to Sat Sep 19 2015

	This	Last	+/-
Potential (000)	48.2	47.4	0.8
Sample Size	896	832	64

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

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