



ROTORUA COMMERCIAL RADIO - SURVEY 1 2017

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

Survey Comparisons: 1/2016 - 1/2017

This Survey Period: Sun Apr 10 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Apr 8 2017

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

	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	4.5	4.9	-0.4	10	1.0	1.5	-0.5	1.9	2.0	-0.1	2.4	3.4	-1.0	4.3	6.0	-1.7	7.8	7.9	-0.1	5.9	5.0	0.9	1.6	3.5	-1.9
Coast	9.0	12.2	-3.2	4	1.1	1.0	0.1	0.6	2.3	-1.7	1.1	4.0	-2.9	2.8	6.0	-3.2	10.1	13.8	-3.7	18.4	23.5	-5.1	3.1	5.7	-2.6
Edge	9.6	8.6	1.0	2	19.4	22.9	-3.5	17.2	13.7	3.5	12.1	9.7	2.4	10.1	8.4	1.7	5.7	5.9	-0.2	2.9	3.9	-1.0	13.6	9.5	4.1
Flava	11.3	9.6	1.7	1	25.3	25.1	0.2	19.8	18.7	1.1	18.7	15.0	3.7	15.0	11.6	3.4	4.3	4.3	0.0	0.6	1.7	-1.1	19.9	11.1	8.8
Life FM	1.0	0.3	0.7	18	0.9	1.0	-0.1	3.0	0.2	2.8	2.4	0.3	2.1	1.9	0.6	1.3	0.5	0.6	-0.1	*	*	*	0.7	0.7	0.0
Magic	9.3	8.6	0.7	3	*	*	*	0.4	0.2	0.2	1.2	0.6	0.6	3.0	2.1	0.9	14.3	16.5	-2.2	25.4	25.8	-0.4	5.2	12.5	-7.3
Mai FM	2.8	3.9	-1.1	13	2.3	4.7	-2.4	8.0	12.3	-4.3	4.5	4.8	-0.3	3.3	3.5	-0.2	0.5	0.6	-0.1	0.1	0.1	0.0	3.3	3.5	-0.2
More FM	3.7	4.6	-0.9	11	5.5	5.5	0.0	3.9	7.8	-3.9	4.1	4.1	0.0	4.5	4.6	-0.1	4.6	4.7	-0.1	2.8	2.5	0.3	3.5	3.7	-0.2
Newstalk ZB	6.6	6.1	0.5	7	0.4	0.4	0.0	1.3	1.1	0.2	1.4	1.3	0.1	2.8	3.1	-0.3	5.7	5.0	0.7	9.8	9.6	0.2	4.4	4.9	-0.5
Radio Hauraki	2.8	3.2	-0.4	13	1.8	1.2	0.6	2.2	2.2	0.0	3.9	4.8	-0.9	3.5	4.6	-1.1	4.0	4.7	-0.7	3.0	3.1	-0.1	4.7	5.7	-1.0
Radio Live	3.0	5.2	-2.2	12	0.6	0.5	0.1	0.1	0.1	0.0	0.7	1.3	-0.6	1.7	2.6	-0.9	3.6	5.2	-1.6	4.3	5.4	-1.1	2.5	3.8	-1.3
Radio Sport	2.6	2.4	0.2	15	1.4	1.6	-0.2	3.6	2.8	0.8	2.7	2.4	0.3	3.2	3.5	-0.3	3.3	3.4	-0.1	3.0	2.2	0.8	2.9	2.6	0.3
Rhema	0.9	0.3	0.6	19	2.8	0.8	2.0	0.5	0.1	0.4	0.1	0.1	0.0	0.6	0.3	0.3	1.4	0.6	0.8	1.0	0.4	0.6	1.1	0.2	0.9
Rock	8.6	9.3	-0.7	5	10.1	3.8	6.3	15.8	18.5	-2.7	14.9	18.4	-3.5	11.7	14.8	-3.1	5.7	6.8	-1.1	5.8	5.1	0.7	5.5	7.0	-1.5
Te Arawa FM	1.8	2.2	-0.4	16	6.0	6.8	-0.8	2.2	1.1	1.1	2.9	2.9	0.0	2.3	2.2	0.1	0.5	0.6	-0.1	0.1	0.4	-0.3	3.8	3.5	0.3
The Heat	5.0	3.6	1.4	9	1.5	2.0	-0.5	6.6	6.4	0.2	8.6	10.0	-1.4	7.6	6.6	1.0	5.0	0.5	4.5	2.4	0.2	2.2	7.3	7.2	0.1
The Hits	8.3	5.6	2.7	6	6.7	4.6	2.1	5.2	5.0	0.2	8.3	7.5	0.8	10.2	7.7	2.5	10.3	5.3	5.0	6.1	2.7	3.4	7.5	6.2	1.3
The Sound	5.1	5.3	-0.2	8	7.2	8.7	-1.5	2.1	1.2	0.9	4.8	5.0	-0.2	7.4	8.1	-0.7	8.5	9.1	-0.6	3.3	3.3	0.0	4.9	5.4	-0.5
ZM	1.7	2.0	-0.3	17	3.7	7.5	-3.8	3.0	2.6	0.4	2.4	2.5	-0.1	1.8	1.9	-0.1	0.5	0.6	-0.1	1.1	1.1	0.0	1.9	1.4	0.5
Other	2.5	2.1	0.4		2.2	0.3	1.9	2.6	1.8	0.8	2.8	1.8	1.0	2.3	1.9	0.4	3.8	4.0	-0.2	3.9	4.0	-0.1	2.6	1.8	0.8
Mediaworks Combo	46.5	50.3	-3.8		46.2	47.6	-1.4	49.4	55.7	-6.3	44.7	47.4	-2.7	46.1	49.9	-3.8	50.6	56.7	-6.1	50.6	51.2	-0.6	40.1	48.9	-8.8
NZME Combo	42.2	41.1	1.1		40.4	41.5	-1.1	35.7	34.7	1.0	38.5	37.6	0.9	39.2	38.5	0.7	38.3	37.1	1.2	42.0	43.9	-1.9	44.4	37.6	6.8
Potential (000)	49.7	48.2	1.5		6.7	6.5	0.2	12.6	12.2	0.4	14.1	13.6	0.5	21.8	21.0	0.8	14.4	13.9	0.5	11.8	11.5	0.3	10.0	9.4	0.6
Sample	845	896	-51		113	118	-5	192	218	-26	244	256	-12	383	390	-7	253	249	4	204	221	-17	174	180	-6

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 Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM

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



ROTORUA COMMERCIAL RADIO - SURVEY 1 2017

Station Share (%) by Daypart, People 10+

Survey Comparisons: 1/2016 - 1/2017

This Survey Period: Sun Apr 10 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Apr 8 2017

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

	This	Last	+/-
Potential (000)	49.7	48.2	1.5
Sample Size	845	896	-51

	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	4.4	3.7	0.7	9	4.5	6.4	-1.9	5.7	6.2	-0.5	3.8	5.2	-1.4	2.1	2.9	-0.8	4.1	1.9	2.2	4.3	4.6	-0.3
Coast	9.7	11.7	-2.0	2	10.3	13.9	-3.6	7.7	12.4	-4.7	7.4	9.7	-2.3	7.6	10.8	-3.2	10.1	10.4	-0.3	9.5	13.2	-3.7
Edge	8.7	7.9	0.8	3	11.2	8.0	3.2	12.9	10.3	2.6	9.8	9.1	0.7	5.5	7.1	-1.6	5.0	7.4	-2.4	8.3	8.5	-0.2
Flava	11.2	11.1	0.1	1	10.9	8.5	2.4	11.6	9.4	2.2	9.9	8.8	1.1	11.5	9.0	2.5	11.1	9.6	1.5	12.0	9.7	2.3
Life FM	0.4	0.4	0.0	19	0.3	*	*	1.4	0.2	1.2	2.1	1.1	1.0	0.4	0.5	-0.1	0.3	0.3	0.0	1.3	0.3	1.0
Magic	8.5	6.7	1.8	4	10.8	9.8	1.0	8.0	8.4	-0.4	8.7	8.6	0.1	7.4	8.7	-1.3	6.3	6.7	-0.4	11.4	9.7	1.7
Mai FM	3.4	4.8	-1.4	12	2.5	3.6	-1.1	2.1	3.8	-1.7	3.8	5.7	-1.9	1.7	3.9	-2.2	4.6	5.1	-0.5	2.5	2.5	0.0
More FM	3.2	4.0	-0.8	13	3.5	5.7	-2.2	2.9	4.5	-1.6	1.6	2.9	-1.3	3.3	2.5	0.8	2.2	2.0	0.2	6.1	6.2	-0.1
Newstalk ZB	7.3	7.0	0.3	7	4.8	3.9	0.9	3.9	3.0	0.9	3.6	2.8	0.8	14.4	14.8	-0.4	18.8	16.0	2.8	6.6	6.6	0.0
Radio Hauraki	2.0	2.0	0.0	17	2.8	3.3	-0.5	2.9	2.9	0.0	4.0	4.3	-0.3	2.6	5.7	-3.1	2.2	1.9	0.3	3.0	3.6	-0.6
Radio Live	5.6	10.1	-4.5	8	2.3	3.3	-1.0	1.3	2.5	-1.2	3.0	4.1	-1.1	4.6	6.6	-2.0	2.9	11.7	-8.8	2.7	4.0	-1.3
Radio Sport	2.4	2.5	-0.1	15	2.6	2.2	0.4	2.7	2.5	0.2	2.5	1.7	0.8	1.5	2.7	-1.2	2.8	2.9	-0.1	2.9	2.6	0.3
Rhema	1.4	0.7	0.7	18	0.3	*	*	0.1	*	*	1.9	0.7	1.2	2.0	0.3	1.7	0.3	0.4	-0.1	1.0	0.3	0.7
Rock	8.3	7.7	0.6	5	8.4	11.5	-3.1	10.7	12.2	-1.5	11.9	10.3	1.6	7.3	6.2	1.1	6.0	6.0	0.0	6.7	7.4	-0.7
Te Arawa FM	2.9	3.4	-0.5	14	0.8	1.1	-0.3	1.8	1.9	-0.1	2.9	3.4	-0.5	3.3	2.9	0.4	2.0	2.5	-0.5	0.9	1.4	-0.5
The Heat	4.3	2.3	2.0	11	3.7	3.2	0.5	3.3	3.6	-0.3	5.8	5.3	0.5	11.0	4.5	6.5	10.6	6.4	4.2	4.9	3.5	1.4
The Hits	7.7	6.1	1.6	6	11.4	6.8	4.6	12.5	6.8	5.7	6.1	4.1	2.0	3.8	3.0	0.8	4.1	2.6	1.5	5.8	5.3	0.5
The Sound	4.4	4.5	-0.1	9	5.4	5.7	-0.3	5.3	5.5	-0.2	7.7	7.9	-0.2	3.6	2.8	0.8	2.6	2.8	-0.2	4.8	5.3	-0.5
ZM	2.2	2.2	0.0	16	1.3	0.8	0.5	1.1	1.6	-0.5	2.0	2.9	-0.9	1.4	2.4	-1.0	2.0	2.1	-0.1	2.1	2.5	-0.4
Other	2.4	1.2	1.2		2.3	2.3	0.0	2.0	2.2	-0.2	1.4	1.6	-0.2	5.1	2.8	2.3	2.0	1.2	0.8	3.2	2.8	0.4
Mediaworks Combo	46.4	49.4	-3.0		48.7	54.1	-5.4	48.9	53.5	-4.6	50.5	53.8	-3.3	35.4	40.7	-5.3	33.6	43.7	-10.1	46.9	48.3	-1.4
NZME Combo	42.4	42.6	-0.2		44.0	39.3	4.7	42.4	38.6	3.8	35.4	34.1	1.3	42.8	48.3	-5.5	51.1	45.6	5.5	41.8	43.5	-1.7

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

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	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	4.4	4.3	0.1	7	0.3	0.4	-0.1	0.7	0.7	0.0	0.9	1.0	-0.1	2.0	2.3	-0.3	2.3	2.1	0.2	1.5	1.1	0.4	0.9	1.1	-0.2
Coast	6.0	6.9	-0.9	3	0.3	0.2	0.1	0.2	0.5	-0.3	0.5	1.0	-0.5	1.7	2.4	-0.7	2.9	3.4	-0.5	2.9	3.1	-0.2	0.8	0.9	-0.1
Edge	8.1	8.5	-0.4	2	1.9	2.2	-0.3	2.9	3.1	-0.2	2.8	2.8	0.0	3.9	3.9	0.0	1.8	1.7	0.1	0.7	0.7	0.0	2.0	1.8	0.2
Flava	9.2	8.4	0.8	1	1.7	1.7	0.0	4.7	4.0	0.7	4.1	3.5	0.6	4.8	4.0	0.8	0.9	1.1	-0.2	0.3	0.6	-0.3	2.8	2.4	0.4
Life FM	0.8	0.6	0.2	19	0.2	0.2	0.0	0.3	0.1	0.2	0.4	0.2	0.2	0.6	0.4	0.2	0.2	0.3	-0.1	*	*	*	0.2	0.2	0.0
Magic	3.5	2.8	0.7	10	*	*	*	0.2	0.2	0.0	0.4	0.3	0.1	0.9	0.6	0.3	1.4	1.1	0.3	2.1	1.7	0.4	0.5	0.5	0.0
Mai FM	4.0	3.7	0.3	8	0.6	0.5	0.1	2.4	2.5	-0.1	2.0	1.8	0.2	2.2	2.0	0.2	0.2	0.3	-0.1	0.1	0.1	0.0	1.1	0.9	0.2
More FM	3.8	3.4	0.4	9	0.5	0.4	0.1	1.4	1.1	0.3	1.2	1.2	0.0	1.9	1.8	0.1	1.3	1.2	0.1	0.7	0.6	0.1	0.9	1.0	-0.1
Newstalk ZB	3.1	2.7	0.4	12	0.3	0.2	0.1	0.3	0.2	0.1	0.3	0.3	0.0	0.6	0.6	0.0	1.0	1.0	0.0	1.5	1.3	0.2	0.3	0.3	0.0
Radio Hauraki	2.3	2.4	-0.1	15	0.3	0.1	0.2	0.7	0.7	0.0	1.1	1.3	-0.2	1.4	1.6	-0.2	0.7	0.7	0.0	0.6	0.5	0.1	0.7	0.8	-0.1
Radio Live	3.1	3.5	-0.4	12	0.1	0.1	0.0	*	0.1	*	0.3	0.5	-0.2	1.1	1.4	-0.3	1.4	1.5	-0.1	1.4	1.3	0.1	0.8	0.8	0.0
Radio Sport	2.2	2.0	0.2	16	0.3	0.4	-0.1	0.5	0.5	0.0	0.6	0.5	0.1	1.0	1.0	0.0	0.9	0.8	0.1	0.9	0.6	0.3	0.3	0.3	0.0
Rhema	0.9	0.5	0.4	18	0.1	*	*	0.1	0.1	0.0	0.1	0.1	0.0	0.3	0.2	0.1	0.4	0.2	0.2	0.3	0.1	0.2	0.1	0.1	0.0
Rock	4.9	5.4	-0.5	4	0.7	0.4	0.3	1.9	2.2	-0.3	2.6	2.9	-0.3	3.3	4.0	-0.7	1.1	1.4	-0.3	0.5	0.5	0.0	0.9	1.0	-0.1
Te Arawa FM	2.0	2.1	-0.1	17	0.2	0.3	-0.1	0.5	0.4	0.1	1.1	1.0	0.1	1.5	1.3	0.2	0.4	0.4	0.0	0.1	0.3	-0.2	1.0	0.8	0.2
The Heat	3.4	3.1	0.3	11	0.3	0.4	-0.1	1.4	1.4	0.0	1.5	1.6	-0.1	2.1	1.8	0.3	0.8	0.4	0.4	0.2	0.1	0.1	0.9	0.8	0.1
The Hits	4.7	4.2	0.5	5	0.6	0.3	0.3	0.9	1.0	-0.1	1.6	1.6	0.0	2.6	2.6	0.0	1.3	1.2	0.1	0.7	0.6	0.1	1.3	1.4	-0.1
The Sound	4.7	4.4	0.3	5	0.4	0.4	0.0	0.6	0.7	-0.1	1.5	1.4	0.1	3.1	2.9	0.2	2.3	2.1	0.2	1.0	0.9	0.1	1.3	1.1	0.2
ZM	2.7	2.7	0.0	14	0.4	0.5	-0.1	1.0	1.1	-0.1	1.1	1.3	-0.2	1.3	1.4	-0.1	0.5	0.2	0.3	0.6	0.4	0.2	0.7	0.5	0.2
Other	3.7	3.1	0.6		0.2	*	*	0.9	0.7	0.2	1.5	0.9	0.6	2.2	1.7	0.5	1.4	1.5	-0.1	1.1	1.1	0.0	1.0	0.7	0.3
Mediaworks Combo	26.9	25.4	1.5		3.4	3.2	0.2	7.3	7.1	0.2	7.8	7.6	0.2	12.6	12.3	0.3	8.8	8.2	0.6	6.4	5.5	0.9	5.7	5.3	0.4
NZME Combo	23.8	23.3	0.5		3.3	3.1	0.2	6.4	5.9	0.5	7.1	7.1	0.0	10.5	10.4	0.1	6.2	6.8	-0.6	5.4	5.6	-0.2	5.6	5.2	0.4
All Commercial Radio	39	37	2		5	5	1	10	10	1	11	11	1	18	17	1	12	12	0	9	9	1	8	8	1
Potential (000)	49.7	48.2	1.5		6.7	6.5	0.2	12.6	12.2	0.4	14.1	13.6	0.5	21.8	21.0	0.8	14.4	13.9	0.5	11.8	11.5	0.3	10.0	9.4	0.6
Sample	845	896	-51		113	118	-5	192	218	-26	244	256	-12	383	390	-7	253	249	4	204	221	-17	174	180	-6

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	This	Last	+/-
Potential (000)	49.7	48.2	1.5
Sample Size	845	896	-51

	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	2.3	2.0	0.3	8	1.5	2.0	-0.5	2.2	2.2	0.0	1.9	2.0	-0.1	0.7	0.5	0.2	0.9	0.5	0.4	2.7	2.4	0.3
Coast	3.2	3.9	-0.7	3	3.1	3.8	-0.7	3.2	3.9	-0.7	2.6	3.0	-0.4	1.4	1.9	-0.5	1.1	1.1	0.0	3.9	5.1	-1.2
Edge	4.4	4.4	0.0	2	3.4	3.1	0.3	4.4	4.4	0.0	3.7	3.5	0.2	1.6	2.2	-0.6	0.8	0.9	-0.1	4.8	5.1	-0.3
Flava	5.6	5.2	0.4	1	4.2	3.5	0.7	4.3	4.0	0.3	3.8	3.5	0.3	1.9	1.7	0.2	1.6	1.6	0.0	6.8	6.1	0.7
Life FM	0.4	0.4	0.0	19	0.2	*	*	0.4	0.2	0.2	0.7	0.5	0.2	0.2	0.3	-0.1	0.2	0.2	0.0	0.6	0.5	0.1
Magic	2.6	1.8	0.8	5	2.5	1.9	0.6	2.2	1.8	0.4	2.1	1.8	0.3	1.3	0.8	0.5	0.4	0.5	-0.1	2.8	2.3	0.5
Mai FM	2.4	2.3	0.1	7	1.7	1.7	0.0	2.1	2.1	0.0	1.7	1.8	-0.1	0.8	0.9	-0.1	0.8	0.7	0.1	2.1	1.9	0.2
More FM	2.0	1.9	0.1	11	1.3	1.5	-0.2	1.3	1.6	-0.3	1.2	1.3	-0.1	0.7	0.7	0.0	0.4	0.4	0.0	2.5	2.3	0.2
Newstalk ZB	2.0	1.8	0.2	11	1.4	1.1	0.3	1.3	1.0	0.3	1.1	0.7	0.4	1.3	1.2	0.1	1.0	0.8	0.2	2.2	2.0	0.2
Radio Hauraki	1.1	0.9	0.2	16	1.3	1.3	0.0	1.4	1.3	0.1	1.2	1.1	0.1	0.5	0.8	-0.3	0.4	0.4	0.0	1.3	1.3	0.0
Radio Live	2.1	2.5	-0.4	9	0.9	1.2	-0.3	1.0	1.2	-0.2	1.0	1.0	0.0	0.7	0.9	-0.2	0.3	0.5	-0.2	1.6	2.0	-0.4
Radio Sport	1.4	1.3	0.1	15	0.7	0.7	0.0	0.9	0.9	0.0	1.0	0.8	0.2	0.5	0.5	0.0	0.4	0.4	0.0	1.4	1.3	0.1
Rhema	0.6	0.3	0.3	18	0.2	*	*	0.2	0.1	0.1	0.5	0.3	0.2	0.3	0.1	0.2	*	0.1	*	0.7	0.4	0.3
Rock	3.1	2.8	0.3	4	1.9	2.4	-0.5	3.0	3.2	-0.2	3.1	3.0	0.1	1.4	1.5	-0.1	0.6	0.8	-0.2	3.2	3.3	-0.1
Te Arawa FM	1.0	1.0	0.0	17	0.6	0.7	-0.1	1.0	0.9	0.1	0.9	0.8	0.1	0.6	0.5	0.1	0.5	0.5	0.0	0.7	0.9	-0.2
The Heat	1.7	1.2	0.5	13	1.2	1.0	0.2	1.5	1.4	0.1	1.8	1.4	0.4	1.5	1.3	0.2	0.6	0.3	0.3	1.8	1.7	0.1
The Hits	2.6	2.3	0.3	5	2.3	2.0	0.3	2.6	2.1	0.5	2.3	1.8	0.5	0.9	0.8	0.1	0.8	0.6	0.2	2.3	2.4	-0.1
The Sound	2.1	2.0	0.1	9	1.8	1.6	0.2	2.5	2.5	0.0	2.4	2.4	0.0	1.0	0.9	0.1	0.5	0.4	0.1	2.9	2.6	0.3
ZM	1.5	1.5	0.0	14	0.7	0.8	-0.1	1.0	1.3	-0.3	1.4	1.3	0.1	0.4	0.9	-0.5	0.3	0.4	-0.1	1.3	1.7	-0.4
Other	1.4	0.9	0.5		1.2	1.1	0.1	1.3	1.1	0.2	0.7	0.5	0.2	1.0	0.5	0.5	0.7	0.5	0.2	2.4	1.8	0.6
Mediaworks Combo	18.0	16.4	1.6		13.2	13.1	0.1	16.4	16.3	0.1	15.3	14.5	0.8	7.7	7.7	0.0	4.3	4.4	-0.1	18.9	17.6	1.3
NZME Combo	15.3	14.8	0.5		12.4	11.9	0.5	12.8	12.8	0.0	11.8	11.1	0.7	6.1	7.1	-1.0	4.9	4.9	0.0	16.8	17.5	-0.7
All Commercial Radio	30.3	27.9	2.4		22.6	22.0	0.6	27.3	26.7	0.6	25.3	24.0	1.3	14.3	14.6	-0.3	8.5	8.7	-0.2	32.0	30.9	1.1

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 Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM



ROTORUA COMMERCIAL RADIO - SURVEY 1 2017

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

Survey Comparisons: 1/2016 - 1/2017

This Survey Period: Sun Apr 10 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Apr 8 2017

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

	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	6:54	7:39	-0:45	1:32	1:47	-0:15	4:41	5:02	-0:21	5:33	6:42	-1:09	7:02	8:04	-1:01	7:32	8:04	-0:32	7:38	8:25	-0:46	2:34	4:39	-2:04
Coast	10:10	11:59	-1:48	2:04	2:05	-0:00	5:39	8:04	-2:24	4:53	8:07	-3:14	5:20	7:38	-2:18	7:41	8:43	-1:02	12:29	14:25	-1:56	5:58	9:04	-3:06
Edge	8:06	6:49	1:16	4:53	4:52	0:01	9:37	7:17	2:20	9:14	6:42	2:32	8:19	6:32	1:46	6:58	7:16	-0:18	8:38	10:05	-1:27	9:46	7:23	2:22
Flava	8:22	7:41	0:40	7:12	6:46	0:26	6:54	7:49	-0:55	9:57	8:27	1:30	10:15	8:52	1:23	10:17	8:40	1:37	4:31	5:29	-0:58	10:29	6:36	3:52
Life FM	8:19	3:35	4:43	2:09	2:10	-0:00	16:45	3:47	12:58	14:09	3:25	10:44	10:32	4:16	6:15	4:32	4:46	-0:13	*	*	*	5:55	6:34	-0:39
Magic	17:57	20:28	-2:31	*	*	*	3:38	1:41	1:57	6:56	3:58	2:57	11:18	9:46	1:31	21:41	32:15	-10:33	23:43	28:49	-5:06	15:17	35:59	-20:42
Mai FM	4:46	7:00	-2:13	2:00	4:12	-2:12	5:21	8:13	-2:52	4:46	5:09	-0:23	4:55	5:19	-0:24	4:51	5:20	-0:29	1:30	1:30	0:00	4:30	5:23	-0:53
More FM	6:31	9:15	-2:44	5:09	6:48	-1:39	4:37	11:30	-6:52	7:18	6:53	0:24	7:30	7:30	0:00	7:31	8:11	-0:39	7:47	7:43	0:04	5:53	5:27	0:26
Newstalk ZB	14:19	15:19	-1:00	0:42	0:57	-0:14	7:27	8:58	-1:30	9:29	9:40	-0:11	14:12	15:09	-0:56	11:47	10:50	0:56	12:28	13:36	-1:08	19:05	22:07	-3:02
Radio Hauraki	8:13	8:55	-0:42	3:24	3:49	-0:25	5:00	5:24	-0:23	7:34	7:10	0:23	8:28	8:56	-0:28	12:42	15:37	-2:55	10:31	10:48	-0:16	9:22	9:45	-0:22
Radio Live	6:40	10:01	-3:20	2:07	2:31	-0:24	3:45	2:47	0:57	5:58	5:16	0:41	5:06	5:46	-0:39	5:34	7:25	-1:51	5:59	7:34	-1:34	4:34	6:35	-2:00
Radio Sport	7:57	8:00	-0:03	2:03	2:06	-0:02	10:52	8:55	1:56	10:21	9:05	1:16	10:56	10:47	0:09	8:04	9:40	-1:35	6:54	7:12	-0:17	14:26	12:50	1:36
Rhema	7:01	4:23	2:37	12:57	8:00	4:57	5:51	2:03	3:47	1:46	1:47	-0:00	5:46	3:59	1:46	7:49	7:27	0:22	7:19	5:23	1:55	10:48	4:32	6:16
Rock	12:02	11:29	0:33	6:49	4:40	2:09	13:39	13:53	-0:13	12:17	12:07	0:10	11:34	11:18	0:16	11:02	10:34	0:28	22:05	20:39	1:26	8:51	9:40	-0:49
Te Arawa FM	6:22	6:59	-0:36	16:31	9:10	7:21	7:36	4:28	3:08	5:36	5:39	-0:03	4:49	5:02	-0:12	2:32	2:49	-0:17	1:42	2:34	-0:52	5:43	5:57	-0:14
The Heat	9:53	8:00	1:53	2:30	2:26	0:03	7:24	7:36	-0:11	12:28	12:11	0:17	11:48	10:55	0:53	12:59	2:41	10:17	20:30	2:46	17:44	11:17	13:06	-1:49
The Hits	12:07	8:55	3:12	5:10	6:49	-1:38	9:28	8:06	1:22	11:06	8:50	2:16	12:39	9:06	3:33	16:59	9:50	7:08	16:34	8:55	7:38	8:26	6:16	2:10
The Sound	7:23	7:58	-0:35	8:50	10:17	-1:27	5:25	2:36	2:49	6:51	6:56	-0:04	7:50	8:34	-0:44	8:02	9:15	-1:12	6:12	6:40	-0:28	5:19	7:06	-1:46
ZM	4:23	5:00	-0:37	4:31	7:25	-2:54	4:47	3:46	1:01	4:41	3:49	0:52	4:37	4:13	0:24	2:11	4:54	-2:43	3:57	6:02	-2:05	3:48	3:52	-0:04
Other	4:44	4:37	0:06	4:30	2:30	2:00	4:40	4:10	0:29	4:01	3:48	0:13	3:32	3:20	0:12	6:01	5:45	0:16	7:19	7:10	0:08	3:47	3:36	0:10
Mediaworks Combo	11:49	13:21	-1:31	6:34	6:55	-0:21	11:01	13:01	-2:00	12:29	12:04	0:25	11:53	12:23	-0:29	12:31	15:00	-2:28	15:36	17:32	-1:56	10:12	13:10	-2:58
NZME Combo	12:06	11:52	0:14	5:52	6:11	-0:18	9:06	9:45	-0:39	11:45	10:20	1:24	12:11	11:18	0:53	13:22	11:46	1:35	15:25	14:38	0:47	11:26	10:19	1:06
All Commercial Radio	17:25	18:03	-0:38	9:18	9:43	-0:25	16:00	17:08	-1:08	19:08	17:57	1:10	18:13	17:44	0:29	18:06	18:30	-0:24	21:31	21:50	-0:19	17:14	18:21	-1:07
Potential (000)	49.7	48.2	1.5	6.7	6.5	0.2	12.6	12.2	0.4	14.1	13.6	0.5	21.8	21.0	0.8	14.4	13.9	0.5	11.8	11.5	0.3	10.0	9.4	0.6
Sample	845	896	-51	113	118	-5	192	218	-26	244	256	-12	383	390	-7	253	249	4	204	221	-17	174	180	-6

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 Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM



ROTORUA COMMERCIAL RADIO - SURVEY 1 2017

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

Survey Comparisons: 1/2016 - 1/2017

This Survey Period: Sun Apr 10 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Apr 8 2017

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

	This	Last	+/-
Potential (000)	49.7	48.2	1.5
Sample Size	845	896	-51

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

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 Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM