



# ROTORUA COMMERCIAL RADIO - SURVEY 4 2017

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

Survey Comparisons: 3/2017 - 4/2017

This Survey Period: Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017

Last Survey Period: Sun Aug 21 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Sep 9 2017

	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	6.1	4.7	1.4	8	2.5	2.2	0.3	1.2	1.5	-0.3	6.0	4.9	1.1	6.7	5.6	1.1	9.9	7.0	2.9	8.4	5.2	3.2	8.9	5.8	3.1
Coast	9.8	9.1	0.7	3	0.9	2.4	-1.5	2.5	0.6	1.9	3.3	1.4	1.9	3.9	2.6	1.3	10.3	9.1	1.2	22.4	20.4	2.0	6.2	5.8	0.4
Edge	6.7	9.1	-2.4	6	18.3	18.2	0.1	13.4	15.8	-2.4	9.2	14.9	-5.7	7.4	11.3	-3.9	2.5	3.2	-0.7	0.6	1.1	-0.5	9.9	16.1	-6.2
Flava	10.8	9.7	1.1	2	23.0	21.0	2.0	26.8	21.9	4.9	18.9	16.3	2.6	12.8	11.4	1.4	1.4	1.6	-0.2	0.7	0.8	-0.1	20.9	17.1	3.8
Life FM	0.5	0.8	-0.3	19	0.1	1.2	-1.1	2.0	2.8	-0.8	1.5	2.0	-0.5	1.0	1.5	-0.5	*	0.3	*	*	*	*	*	0.8	*
Magic	11.3	10.1	1.2	1	*	*	*	0.4	0.5	-0.1	1.2	1.0	0.2	2.3	1.6	0.7	12.9	16.9	-4.0	28.2	28.4	-0.2	3.4	2.5	0.9
Mai FM	3.1	3.3	-0.2	14	2.6	2.2	0.4	7.2	9.9	-2.7	7.1	6.3	0.8	5.1	4.2	0.9	0.8	0.2	0.6	0.1	0.1	0.0	2.7	4.4	-1.7
More FM	4.9	5.1	-0.2	10	11.3	8.6	2.7	3.8	3.3	0.5	3.4	3.2	0.2	7.4	7.8	-0.4	8.7	9.8	-1.1	1.2	1.9	-0.7	6.6	4.3	2.3
Newstalk ZB	5.3	5.2	0.1	9	0.4	0.6	-0.2	0.5	1.9	-1.4	0.4	1.8	-1.4	0.7	1.6	-0.9	2.0	2.5	-0.5	6.7	8.0	-1.3	1.0	1.5	-0.5
Radio Hauraki	1.2	1.4	-0.2	16	1.0	1.9	-0.9	1.7	1.9	-0.2	2.2	1.6	0.6	1.6	1.2	0.4	0.4	1.0	-0.6	0.8	1.6	-0.8	0.7	0.8	-0.1
RadioLIVE	3.6	2.8	0.8	13	*	*	*	0.7	0.2	0.5	0.8	0.4	0.4	1.6	1.2	0.4	2.8	2.9	-0.1	4.3	5.1	-0.8	2.1	1.4	0.7
Radio Sport	1.7	1.9	-0.2	15	*	2.0	*	*	0.4	*	0.1	0.3	-0.2	1.1	2.0	-0.9	3.7	3.5	0.2	3.1	2.1	1.0	0.6	1.3	-0.7
Rhema	0.9	0.9	0.0	18	2.5	2.1	0.4	0.6	0.7	-0.1	0.4	0.3	0.1	0.8	0.7	0.1	1.4	1.5	-0.1	0.9	1.2	-0.3	1.7	1.7	0.0
Rock	6.7	7.1	-0.4	6	13.5	10.3	3.2	14.2	13.5	0.7	10.9	10.6	0.3	8.7	8.4	0.3	2.8	3.7	-0.9	0.5	2.1	-1.6	4.6	7.0	-2.4
Te Arawa FM	1.0	0.9	0.1	17	0.3	0.3	0.0	0.7	1.0	-0.3	1.0	1.6	-0.6	1.1	1.1	0.0	1.6	0.7	0.9	1.2	1.0	0.2	1.4	1.3	0.1
The Heat	4.6	5.0	-0.4	11	3.1	3.0	0.1	4.0	3.4	0.6	7.9	7.3	0.6	7.7	7.4	0.3	5.9	6.4	-0.5	2.2	3.0	-0.8	7.9	7.4	0.5
The Hits	6.9	7.3	-0.4	5	8.8	8.2	0.6	4.3	4.5	-0.2	8.0	6.1	1.9	8.7	7.3	1.4	9.2	10.2	-1.0	6.2	8.5	-2.3	5.5	4.8	0.7
The Sound	9.1	9.1	0.0	4	0.7	6.1	-5.4	4.4	4.8	-0.4	7.6	9.6	-2.0	12.6	13.9	-1.3	19.2	14.7	4.5	10.3	6.3	4.0	5.7	4.9	0.8
ZM	4.0	3.4	0.6	12	7.8	7.0	0.8	8.1	5.4	2.7	6.7	5.5	1.2	6.1	5.3	0.8	2.9	2.6	0.3	0.3	0.8	-0.5	7.4	6.5	0.9
Others	2.1	3.0	-0.9		3.1	2.8	0.3	3.6	6.1	-2.5	3.3	4.8	-1.5	2.6	3.8	-1.2	1.6	2.3	-0.7	1.7	2.6	-0.9	2.7	4.8	-2.1
Mediaworks Combo	51.4	51.3	0.1		49.0	47.6	1.4	45.2	49.5	-4.3	46.2	50.9	-4.7	51.9	54.0	-2.1	59.6	58.4	1.2	53.7	50.2	3.5	44.0	46.3	-2.3
NZME Combo	39.6	38.0	1.6		41.9	43.0	-1.1	44.0	36.6	7.4	39.7	33.1	6.6	34.9	31.5	3.4	29.9	30.4	-0.5	40.3	42.1	-1.8	42.4	37.8	4.6
Potential (000)	49.7	49.7	0.0		6.4	6.6	-0.2	12.9	12.7	0.2	14.1	14.1	0.0	21.8	21.8	0.0	14.4	14.4	0.0	11.8	11.8	0.0	9.8	10.1	-0.3
Sample	817	804	13		95	104	-9	205	188	17	212	207	5	347	344	3	248	242	6	220	207	13	167	167	0

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

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

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



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Station Share (%) by Daypart, People 10+

Survey Comparisons: 3/2017 - 4/2017

This Survey Period: Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017

Last Survey Period: Sun Aug 21 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Sep 9 2017

	This	Last	+/-
Potential (000)	49.7	49.7	0.0
Sample Size	817	804	13

	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	6.4	4.0	2.4	6	6.0	5.6	0.4	6.5	5.6	0.9	6.8	4.2	2.6	3.9	4.0	-0.1	3.9	4.0	-0.1	6.4	4.5	1.9
Coast	10.5	8.7	1.8	2	11.1	9.9	1.2	10.0	7.8	2.2	8.4	7.6	0.8	5.9	8.3	-2.4	5.9	6.4	-0.5	10.3	10.9	-0.6
Edge	7.1	7.7	-0.6	5	6.6	10.3	-3.7	7.5	11.5	-4.0	7.2	10.4	-3.2	2.7	4.7	-2.0	8.7	11.3	-2.6	6.3	7.5	-1.2
Flava	10.5	12.4	-1.9	2	11.0	8.9	2.1	10.5	8.8	1.7	10.9	8.7	2.2	10.0	8.3	1.7	14.8	11.1	3.7	10.5	9.8	0.7
Life FM	*	0.3	*	*	0.2	0.2	0.0	0.8	1.1	-0.3	0.8	1.9	-1.1	*	0.1	*	*	0.6	*	0.7	1.1	-0.4
Magic	10.8	9.3	1.5	1	10.8	10.2	0.6	10.2	7.7	2.5	7.8	9.3	-1.5	9.9	12.7	-2.8	6.5	8.2	-1.7	15.3	12.3	3.0
Mai FM	2.5	3.2	-0.7	14	3.9	4.2	-0.3	2.8	3.1	-0.3	2.2	2.8	-0.6	5.7	2.1	3.6	2.9	4.2	-1.3	2.9	3.3	-0.4
More FM	4.3	4.3	0.0	13	5.3	5.7	-0.4	5.0	5.2	-0.2	4.8	4.3	0.5	3.8	5.0	-1.2	3.5	4.4	-0.9	5.3	5.7	-0.4
Newstalk ZB	6.0	5.8	0.2	7	4.9	5.3	-0.4	4.1	3.8	0.3	2.3	3.2	-0.9	10.1	9.0	1.1	14.7	12.1	2.6	5.0	4.7	0.3
Radio Hauraki	1.1	1.2	-0.1	17	1.0	1.4	-0.4	2.0	2.2	-0.2	1.4	1.5	-0.1	0.4	0.4	0.0	1.1	1.2	-0.1	0.8	1.2	-0.4
RadioLIVE	4.7	4.6	0.1	12	3.2	1.7	1.5	1.3	1.0	0.3	3.1	3.5	-0.4	9.5	5.1	4.4	9.2	6.6	2.6	3.0	2.4	0.6
Radio Sport	2.0	1.2	0.8	15	1.6	1.1	0.5	0.6	2.2	-1.6	2.0	1.5	0.5	0.9	1.3	-0.4	0.6	3.7	-3.1	2.5	2.7	-0.2
Rhema	1.1	1.3	-0.2	17	0.3	0.4	-0.1	0.2	0.2	0.0	1.5	1.4	0.1	2.2	2.4	-0.2	0.4	*	*	1.2	1.2	0.0
Rock	6.0	6.8	-0.8	7	5.4	5.7	-0.3	7.5	7.8	-0.3	10.5	9.7	0.8	6.9	7.4	-0.5	8.0	5.7	2.3	5.6	6.7	-1.1
Te Arawa FM	1.3	0.8	0.5	16	0.7	0.9	-0.2	1.2	0.9	0.3	1.1	0.9	0.2	0.7	0.4	0.3	0.8	1.1	-0.3	0.7	1.0	-0.3
The Heat	5.5	5.8	-0.3	10	4.4	3.9	0.5	3.6	3.5	0.1	4.1	4.6	-0.5	10.1	13.3	-3.2	3.9	4.7	-0.8	4.1	4.7	-0.6
The Hits	5.4	6.7	-1.3	11	7.7	8.8	-1.1	9.6	10.7	-1.1	7.5	5.6	1.9	4.8	3.2	1.6	7.2	4.4	2.8	5.4	5.9	-0.5
The Sound	7.6	8.1	-0.5	4	10.7	10.4	0.3	11.0	10.9	0.1	10.5	11.7	-1.2	4.4	6.1	-1.7	4.5	4.5	0.0	8.4	7.7	0.7
ZM	6.0	5.6	0.4	7	4.0	3.2	0.8	3.2	2.3	0.9	5.1	4.7	0.4	1.5	1.6	-0.1	2.7	2.7	0.0	3.5	3.1	0.4
Others	1.3	2.3	-1.0		1.2	2.1	-0.9	2.3	3.5	-1.2	1.9	2.5	-0.6	6.6	4.7	1.9	0.8	3.0	-2.2	2.2	3.6	-1.4
Mediaworks Combo	49.4	48.0	1.4		51.8	53.9	-2.1	51.7	52.9	-1.2	53.0	55.9	-2.9	46.8	47.1	-0.3	47.2	48.9	-1.7	53.1	50.0	3.1
NZME Combo	41.4	41.5	-0.1		41.3	38.6	2.7	40.1	37.8	2.3	37.5	32.7	4.8	33.7	32.0	1.7	46.9	41.6	5.3	38.0	38.3	-0.3

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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	4.4	0.0	8	0.3	0.4	-0.1	0.6	0.6	0.0	1.1	1.1	0.0	2.1	2.2	-0.1	2.0	2.0	0.0	1.5	1.3	0.2	1.1	1.2	-0.1
Coast	5.9	6.0	-0.1	3	0.2	0.4	-0.2	0.4	0.4	0.0	0.7	1.0	-0.3	1.9	2.1	-0.2	2.8	2.5	0.3	3.0	2.6	0.4	1.2	1.1	0.1
Edge	8.0	9.8	-1.8	2	1.7	2.1	-0.4	3.5	3.5	0.0	2.9	4.0	-1.1	4.0	5.2	-1.2	1.2	1.7	-0.5	0.4	0.6	-0.2	2.1	2.7	-0.6
Flava	8.3	9.5	-1.2	1	1.4	2.0	-0.6	4.6	4.7	-0.1	3.7	4.2	-0.5	4.2	4.6	-0.4	0.8	0.7	0.1	0.5	0.5	0.0	2.4	2.6	-0.2
Life FM	0.2	0.7	-0.5	19	0.1	0.3	-0.2	0.1	0.2	-0.1	0.1	0.2	-0.1	0.2	0.4	-0.2	0.1	0.2	-0.1	*	*	*	*	0.1	*
Magic	4.8	4.0	0.8	7	*	*	*	0.2	0.2	0.0	0.6	0.5	0.1	1.4	1.0	0.4	2.1	1.8	0.3	2.8	2.5	0.3	0.8	0.6	0.2
Mai FM	3.8	4.3	-0.5	11	0.3	0.3	0.0	2.2	2.7	-0.5	2.3	2.6	-0.3	2.6	2.8	-0.2	0.4	0.2	0.2	0.1	0.1	0.0	1.2	1.3	-0.1
More FM	4.0	3.6	0.4	9	0.9	0.7	0.2	1.2	1.1	0.1	1.2	1.2	0.0	1.9	1.9	0.0	1.1	1.2	-0.1	0.5	0.5	0.0	1.0	0.8	0.2
Newstalk ZB	2.7	3.0	-0.3	13	0.1	0.1	0.0	0.2	0.5	-0.3	0.2	0.5	-0.3	0.5	0.7	-0.2	0.6	0.7	-0.1	1.1	1.4	-0.3	0.3	0.5	-0.2
Radio Hauraki	1.5	1.6	-0.1	16	0.1	0.2	-0.1	0.4	0.4	0.0	0.8	0.7	0.1	1.0	0.9	0.1	0.4	0.4	0.0	0.3	0.3	0.0	0.1	0.2	-0.1
RadioLIVE	2.3	2.6	-0.3	14	*	*	*	0.1	0.1	0.0	0.3	0.3	0.0	0.7	0.9	-0.2	0.9	1.0	-0.1	1.0	1.2	-0.2	0.5	0.7	-0.2
Radio Sport	1.4	1.8	-0.4	17	*	0.4	*	0.1	0.2	-0.1	0.2	0.2	0.0	0.6	0.7	-0.1	0.8	0.8	0.0	0.7	0.6	0.1	0.2	0.2	0.0
Rhema	0.8	0.8	0.0	18	0.1	*	*	0.1	0.2	-0.1	0.2	0.2	0.0	0.4	0.3	0.1	0.4	0.4	0.0	0.3	0.3	0.0	0.2	0.3	-0.1
Rock	4.9	5.3	-0.4	6	0.7	0.7	0.0	2.2	2.5	-0.3	2.8	3.0	-0.2	3.3	3.5	-0.2	0.6	0.8	-0.2	0.2	0.4	-0.2	0.8	1.1	-0.3
Te Arawa FM	1.9	2.2	-0.3	15	0.1	0.1	0.0	0.1	0.3	-0.2	0.4	0.8	-0.4	0.8	1.1	-0.3	1.0	0.8	0.2	0.9	0.9	0.0	0.4	0.7	-0.3
The Heat	3.8	3.9	-0.1	11	0.5	0.6	-0.1	1.4	1.5	-0.1	2.1	2.0	0.1	2.7	2.6	0.1	0.8	0.7	0.1	0.1	0.1	0.0	1.1	1.0	0.1
The Hits	5.4	5.3	0.1	5	1.1	1.1	0.0	1.4	1.3	0.1	2.0	1.8	0.2	3.0	2.8	0.2	1.6	1.5	0.1	0.8	0.9	-0.1	1.4	1.4	0.0
The Sound	5.7	5.7	0.0	4	0.2	0.4	-0.2	1.0	1.0	0.0	2.0	2.2	-0.2	3.9	4.0	-0.1	2.9	2.5	0.4	1.4	1.2	0.2	1.2	1.2	0.0
ZM	3.9	3.7	0.2	10	0.9	0.7	0.2	1.7	1.5	0.2	1.5	1.7	-0.2	2.0	2.1	-0.1	0.7	0.7	0.0	0.2	0.3	-0.1	1.2	1.4	-0.2
Others	2.8	3.9	-1.1		0.2	0.3	-0.1	1.2	1.6	-0.4	1.3	1.8	-0.5	1.7	2.2	-0.5	0.8	1.1	-0.3	0.5	0.9	-0.4	0.6	0.9	-0.3
Mediaworks Combo	26.2	27.1	-0.9		2.8	3.1	-0.3	7.4	8.0	-0.6	8.3	8.9	-0.6	12.8	13.2	-0.4	8.2	7.9	0.3	6.1	6.1	0.0	5.6	6.1	-0.5
NZME Combo	22.8	24.0	-1.2		3.0	4.0	-1.0	6.4	6.6	-0.2	6.9	7.3	-0.4	10.3	10.6	-0.3	6.1	5.8	0.3	5.1	5.0	0.1	5.7	6.1	-0.4
All Commercial Radio	37.0	38.5	-1.5		4.4	5.1	-0.7	9.6	10.1	-0.5	11.3	11.7	-0.4	17.4	17.7	-0.3	11.2	11.2	0.0	8.9	9.1	-0.2	8.0	8.5	-0.5
Potential (000)	49.7	49.7	0.0		6.4	6.6	-0.2	12.9	12.7	0.2	14.1	14.1	0.0	21.8	21.8	0.0	14.4	14.4	0.0	11.8	11.8	0.0	9.8	10.1	-0.3
Sample	817	804	13		95	104	-9	205	188	17	212	207	5	347	344	3	248	242	6	220	207	13	167	167	0

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	This	Last	+/-
Potential (000)	49.7	49.7	0.0
Sample Size	817	804	13

	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	1.9	0.4	8	1.8	1.8	0.0	2.1	1.9	0.2	2.1	1.8	0.3	0.7	0.7	0.0	0.6	0.8	-0.2	2.8	2.5	0.3
Coast	3.1	2.9	0.2	3	2.8	2.9	-0.1	2.9	2.8	0.1	3.0	2.8	0.2	0.8	1.1	-0.3	0.9	1.0	-0.1	3.6	3.9	-0.3
Edge	4.1	5.0	-0.9	2	3.4	3.6	-0.2	3.7	4.4	-0.7	2.7	4.1	-1.4	0.8	1.6	-0.8	1.0	1.3	-0.3	4.5	5.9	-1.4
Flava	4.7	5.6	-0.9	1	3.7	4.2	-0.5	4.8	4.8	0.0	3.7	3.8	-0.1	2.2	1.9	0.3	1.1	1.3	-0.2	5.2	6.3	-1.1
Life FM	0.1	0.4	-0.3	19	0.1	0.1	0.0	0.1	0.4	-0.3	0.2	0.6	-0.4	*	0.2	*	*	0.2	*	0.2	0.6	-0.4
Magic	2.7	2.4	0.3	5	2.7	2.4	0.3	2.7	2.2	0.5	2.5	2.4	0.1	1.3	1.4	-0.1	0.6	0.7	-0.1	3.9	3.3	0.6
Mai FM	1.2	2.0	-0.8	14	1.4	1.8	-0.4	2.2	2.5	-0.3	1.1	1.3	-0.2	0.6	0.7	-0.1	0.3	0.6	-0.3	2.0	2.4	-0.4
More FM	2.0	1.9	0.1	10	1.4	1.3	0.1	2.0	1.8	0.2	1.7	1.6	0.1	0.5	0.7	-0.2	0.4	0.5	-0.1	2.3	2.1	0.2
Newstalk ZB	1.7	1.8	-0.1	12	1.5	1.5	0.0	1.2	1.5	-0.3	1.0	1.3	-0.3	1.0	1.0	0.0	0.9	0.8	0.1	1.7	2.0	-0.3
Radio Hauraki	0.6	0.8	-0.2	17	0.6	0.8	-0.2	0.8	1.0	-0.2	0.8	0.7	0.1	0.1	0.1	0.0	0.2	0.2	0.0	0.6	0.6	0.0
RadioLIVE	1.3	1.6	-0.3	13	1.1	0.7	0.4	1.0	0.9	0.1	0.9	1.0	-0.1	0.9	0.9	0.0	0.5	0.7	-0.2	1.4	1.4	0.0
Radio Sport	0.7	0.7	0.0	16	0.6	0.5	0.1	0.6	0.8	-0.2	0.8	0.6	0.2	0.3	0.3	0.0	0.1	0.4	-0.3	1.1	1.3	-0.2
Rhema	0.4	0.6	-0.2	18	0.2	0.2	0.0	0.2	0.2	0.0	0.3	0.4	-0.1	0.2	0.3	-0.1	0.1	*	*	0.7	0.8	-0.1
Rock	2.5	2.8	-0.3	6	2.0	1.9	0.1	2.9	3.0	-0.1	2.8	2.8	0.0	1.3	1.2	0.1	0.4	0.3	0.1	2.7	3.2	-0.5
Te Arawa FM	1.0	1.0	0.0	15	0.6	0.7	-0.1	0.7	0.8	-0.1	0.6	0.6	0.0	0.4	0.2	0.2	0.2	0.4	-0.2	1.0	1.2	-0.2
The Heat	2.0	2.1	-0.1	10	2.1	1.6	0.5	2.5	2.4	0.1	2.3	2.3	0.0	1.0	1.3	-0.3	0.4	0.5	-0.1	1.6	1.8	-0.2
The Hits	2.4	2.8	-0.4	7	2.1	1.9	0.2	2.5	2.5	0.0	2.2	2.0	0.2	0.8	0.7	0.1	0.7	0.6	0.1	3.1	3.1	0.0
The Sound	3.1	3.0	0.1	3	2.6	2.3	0.3	3.1	3.4	-0.3	3.0	3.0	0.0	0.7	1.2	-0.5	0.9	0.8	0.1	3.5	3.2	0.3
ZM	2.3	2.4	-0.1	8	1.3	1.2	0.1	1.9	1.5	0.4	1.9	2.0	-0.1	0.4	0.6	-0.2	0.2	0.2	0.0	2.3	2.1	0.2
Others	1.0	1.4	-0.4		0.9	1.3	-0.4	1.0	1.4	-0.4	0.9	1.0	-0.1	0.9	0.9	0.0	0.3	0.6	-0.3	1.7	2.8	-1.1
Mediaworks Combo	16.0	16.7	-0.7		13.9	14.0	-0.1	15.8	16.6	-0.8	14.4	15.5	-1.1	6.3	7.6	-1.3	3.9	4.8	-0.9	19.4	19.6	-0.2
NZME Combo	14.0	14.9	-0.9		10.9	11.3	-0.4	13.1	12.9	0.2	11.8	11.8	0.0	5.3	5.3	0.0	3.6	3.9	-0.3	15.7	16.8	-1.1
All Commercial Radio	27.7	28.9	-1.2		22.6	23.0	-0.4	25.8	26.8	-1.0	24.2	25.0	-0.8	12.1	13.3	-1.2	7.0	8.0	-1.0	30.1	31.7	-1.6

Mediaworks Combo: Breeze or Edge or Magic or Mai FM or More FM or RadioLIVE 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 4 2017

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

Survey Comparisons: 3/2017 - 4/2017

This Survey Period: Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017

Last Survey Period: Sun Aug 21 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Sep 9 2017

	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	9:02	7:05	1:56	3:17	2:12	1:05	2:48	3:46	-0:58	10:52	9:14	1:38	9:44	8:01	1:43	10:16	7:26	2:49	11:05	7:36	3:29	10:27	6:57	3:30
Coast	10:49	9:53	0:55	1:43	2:38	-0:55	9:14	2:34	6:39	9:19	3:02	6:16	6:10	3:58	2:12	7:43	7:41	0:01	14:41	14:40	0:01	6:40	7:49	-1:08
Edge	5:28	6:04	-0:35	4:12	3:39	0:32	5:40	6:54	-1:13	6:11	7:48	-1:36	5:43	6:54	-1:10	4:15	3:58	0:16	3:12	3:23	-0:10	5:53	8:28	-2:35
Flava	8:24	6:37	1:46	6:22	4:30	1:51	8:39	6:59	1:40	9:59	8:07	1:52	9:14	7:52	1:21	3:29	4:39	-1:10	2:54	3:04	-0:09	10:50	9:17	1:33
Life FM	12:26	7:46	4:39	0:45	1:53	-1:08	27:00	17:11	9:48	27:00	17:11	9:48	15:47	11:37	4:10	0:45	3:30	-2:45	*	*	*	0:45	7:17	-6:32
Magic	15:14	16:33	-1:18	*	*	*	2:40	2:51	-0:10	4:08	4:01	0:07	5:10	5:07	0:03	12:35	20:01	-7:25	19:49	21:20	-1:31	5:29	6:01	-0:31
Mai FM	5:19	5:03	0:15	3:12	3:28	-0:16	4:45	5:28	-0:42	6:12	5:00	1:12	6:04	4:50	1:14	3:56	1:38	2:18	1:30	1:30	0:00	2:53	5:02	-2:09
More FM	7:59	9:11	-1:12	4:53	5:29	-0:35	4:42	4:38	0:03	5:36	5:35	0:01	12:14	12:52	-0:37	16:40	18:14	-1:34	4:38	6:41	-2:02	8:26	7:56	0:30
Newstalk ZB	12:46	11:05	1:40	1:22	1:52	-0:30	4:18	5:57	-1:39	3:26	7:32	-4:06	4:24	7:32	-3:07	6:55	8:12	-1:17	11:34	11:00	0:34	4:17	4:32	-0:14
Radio Hauraki	5:11	5:49	-0:38	3:15	3:34	-0:19	5:58	6:28	-0:30	5:32	4:54	0:38	4:47	4:35	0:12	2:08	5:40	-3:32	6:12	8:32	-2:19	6:53	4:42	2:11
RadioLIVE	9:58	7:04	2:53	*	*	*	8:22	2:30	5:51	5:21	3:05	2:16	6:50	4:20	2:30	6:09	6:12	-0:02	8:50	8:20	0:30	5:28	2:52	2:36
Radio Sport	7:52	6:39	1:13	*	2:11	*	0:30	3:47	-3:17	1:23	3:18	-1:54	5:50	8:26	-2:35	10:13	9:21	0:51	9:14	6:39	2:34	4:15	8:08	-3:53
Rhema	7:35	7:39	-0:03	18:15	18:15	0:00	7:15	5:11	2:04	4:02	3:44	0:18	6:33	6:10	0:23	6:46	8:34	-1:48	6:03	9:06	-3:02	8:52	9:25	-0:33
Rock	8:56	8:40	0:15	7:23	6:26	0:56	9:25	8:18	1:06	7:49	7:32	0:16	8:08	7:36	0:31	9:53	10:28	-0:34	5:30	11:22	-5:51	7:40	8:49	-1:09
Te Arawa FM	3:12	2:35	0:36	1:15	1:15	0:00	6:29	4:16	2:12	4:55	3:58	0:57	4:23	3:17	1:06	3:19	1:54	1:25	2:34	2:03	0:31	4:03	2:37	1:25
The Heat	7:52	8:23	-0:31	2:14	2:15	-0:00	4:05	3:24	0:41	7:28	7:27	0:01	8:38	9:11	-0:33	15:36	21:05	-5:28	29:38	40:00	-10:21	9:17	10:22	-1:04
The Hits	8:18	8:56	-0:38	3:14	3:15	-0:00	4:29	5:03	-0:33	7:58	6:59	0:59	8:54	8:14	0:40	12:10	14:17	-2:06	15:42	18:25	-2:43	5:03	5:01	0:01
The Sound	10:20	10:20	0:00	1:16	7:02	-5:46	6:33	7:16	-0:43	7:21	9:01	-1:39	9:53	11:09	-1:16	13:42	12:57	0:45	14:22	10:20	4:02	6:01	6:01	-0:00
ZM	6:43	6:05	0:38	3:26	4:15	-0:49	7:09	5:35	1:33	8:32	6:54	1:38	9:18	7:56	1:21	8:32	8:11	0:21	2:06	4:27	-2:20	7:51	6:48	1:02
Others	4:43	5:07	-0:23	4:59	4:44	0:15	4:37	5:50	-1:12	5:05	5:37	-0:31	4:38	5:35	-0:56	4:14	4:34	-0:20	6:00	5:22	0:37	5:16	7:56	-2:39
Mediaworks Combo	12:44	12:21	0:23	6:45	6:31	0:14	8:56	9:21	-0:24	10:58	11:57	-0:58	12:22	12:55	-0:33	15:10	16:03	-0:52	17:03	15:45	1:17	9:46	10:52	-1:06
NZME Combo	11:19	10:18	1:00	5:22	4:36	0:46	10:08	8:21	1:47	11:22	9:26	1:55	10:20	9:26	0:53	10:17	11:19	-1:01	15:22	16:02	-0:40	9:22	8:52	0:29
All Commercial Radio	17:34	16:55	0:39	8:45	8:17	0:28	15:22	14:55	0:27	17:29	17:55	-0:25	17:31	17:57	-0:25	18:36	19:21	-0:44	21:50	21:00	0:49	15:38	16:51	-1:13
Potential (000)	49.7	49.7	0.0	6.4	6.6	-0.2	12.9	12.7	0.2	14.1	14.1	0.0	21.8	21.8	0.0	14.4	14.4	0.0	11.8	11.8	0.0	9.8	10.1	-0.3
Sample	817	804	13	95	104	-9	205	188	17	212	207	5	347	344	3	248	242	6	220	207	13	167	167	0

Mediaworks Combo: Breeze or Edge or Magic or Mai FM or More FM or RadioLIVE 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 4 2017

Average Time Spent Listening (hh:mm) by Daypart, People 10+  
 Survey Comparisons: 3/2017 - 4/2017

This Survey Period: Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017

Last Survey Period: Sun Aug 21 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Sep 9 2017

	This	Last	+/-
Potential (000)	49.7	49.7	0.0
Sample Size	817	804	13

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

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

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