



# ROTORUA COMMERCIAL RADIO - SURVEY 2 2017

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

Survey Comparisons: 1/2017 - 2/2017

This Survey Period: Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 2017

Last 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

	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	5.2	4.5	0.7	10	1.4	1.0	0.4	1.0	1.9	-0.9	4.2	2.4	1.8	5.1	4.3	0.8	7.5	7.8	-0.3	7.0	5.9	1.1	4.9	1.6	3.3
Coast	7.3	9.0	-1.7	6	1.2	1.1	0.1	0.6	0.6	0.0	1.0	1.1	-0.1	2.6	2.8	-0.2	11.1	10.1	1.0	17.5	18.4	-0.9	2.7	3.1	-0.4
Edge	9.8	9.6	0.2	1	20.1	19.4	0.7	18.3	17.2	1.1	12.4	12.1	0.3	10.3	10.1	0.2	4.8	5.7	-0.9	2.5	2.9	-0.4	13.8	13.6	0.2
Flava	9.7	11.3	-1.6	3	16.0	25.3	-9.3	19.8	19.8	0.0	17.6	18.7	-1.1	13.0	15.0	-2.0	1.3	4.3	-3.0	0.2	0.6	-0.4	19.9	19.9	0.0
Life FM	0.9	1.0	-0.1	18	1.1	0.9	0.2	2.7	3.0	-0.3	1.9	2.4	-0.5	1.6	1.9	-0.3	0.5	0.5	0.0	*	*	*	0.6	0.7	-0.1
Magic	9.8	9.3	0.5	1	*	*	*	0.5	0.4	0.1	1.2	1.2	0.0	2.7	3.0	-0.3	14.1	14.3	-0.2	26.3	25.4	0.9	4.5	5.2	-0.7
Mai FM	2.9	2.8	0.1	13	3.1	2.3	0.8	7.2	8.0	-0.8	4.5	4.5	0.0	3.4	3.3	0.1	0.5	0.5	0.0	0.1	0.1	0.0	3.3	3.3	0.0
More FM	4.1	3.7	0.4	11	10.7	5.5	5.2	4.2	3.9	0.3	3.5	4.1	-0.6	4.3	4.5	-0.2	5.1	4.6	0.5	2.7	2.8	-0.1	5.0	3.5	1.5
Newstalk ZB	5.4	6.6	-1.2	9	0.8	0.4	0.4	1.7	1.3	0.4	1.6	1.4	0.2	2.7	2.8	-0.1	4.8	5.7	-0.9	7.5	9.8	-2.3	3.8	4.4	-0.6
Radio Hauraki	2.8	2.8	0.0	14	1.7	1.8	-0.1	2.9	2.2	0.7	2.9	3.9	-1.0	3.0	3.5	-0.5	4.0	4.0	0.0	3.4	3.0	0.4	3.2	4.7	-1.5
RadioLIVE	3.2	3.0	0.2	12	*	0.6	*	0.1	0.1	0.0	0.4	0.7	-0.3	1.3	1.7	-0.4	3.8	3.6	0.2	5.7	4.3	1.4	1.4	2.5	-1.1
Radio Sport	2.8	2.6	0.2	14	1.7	1.4	0.3	3.4	3.6	-0.2	2.5	2.7	-0.2	3.1	3.2	-0.1	3.0	3.3	-0.3	3.4	3.0	0.4	2.2	2.9	-0.7
Rhema	0.9	0.9	0.0	18	2.5	2.8	-0.3	0.4	0.5	-0.1	*	0.1	*	0.6	0.6	0.0	1.4	1.4	0.0	1.1	1.0	0.1	1.0	1.1	-0.1
Rock	8.0	8.6	-0.6	5	9.9	10.1	-0.2	14.7	15.8	-1.1	12.2	14.9	-2.7	10.8	11.7	-0.9	6.3	5.7	0.6	3.2	5.8	-2.6	5.1	5.5	-0.4
Te Arawa FM	2.4	1.8	0.6	16	6.8	6.0	0.8	2.5	2.2	0.3	3.5	2.9	0.6	2.8	2.3	0.5	0.8	0.5	0.3	0.6	0.1	0.5	4.1	3.8	0.3
The Heat	5.8	5.0	0.8	8	1.3	1.5	-0.2	5.4	6.6	-1.2	10.5	8.6	1.9	9.4	7.6	1.8	5.5	5.0	0.5	2.5	2.4	0.1	8.9	7.3	1.6
The Hits	8.1	8.3	-0.2	4	5.3	6.7	-1.4	3.8	5.2	-1.4	8.7	8.3	0.4	9.6	10.2	-0.6	9.6	10.3	-0.7	6.7	6.1	0.6	5.1	7.5	-2.4
The Sound	6.1	5.1	1.0	7	7.8	7.2	0.6	3.3	2.1	1.2	5.1	4.8	0.3	8.2	7.4	0.8	10.9	8.5	2.4	4.7	3.3	1.4	4.7	4.9	-0.2
ZM	2.2	1.7	0.5	17	6.2	3.7	2.5	3.4	3.0	0.4	2.9	2.4	0.5	2.8	1.8	1.0	1.4	0.5	0.9	1.0	1.1	-0.1	3.7	1.9	1.8
Others	2.8	2.5	0.3		2.5	2.2	0.3	4.1	2.6	1.5	3.3	2.8	0.5	2.8	2.3	0.5	3.4	3.8	-0.4	3.8	3.9	-0.1	2.2	2.6	-0.4
Mediaworks Combo	49.0	46.5	2.5		52.9	46.2	6.7	49.3	49.4	-0.1	43.5	44.7	-1.2	46.1	46.1	0.0	53.1	50.6	2.5	52.2	50.6	1.6	42.5	40.1	2.4
NZME Combo	38.3	42.2	-3.9		32.8	40.4	-7.6	35.6	35.7	-0.1	37.2	38.5	-1.3	36.7	39.2	-2.5	35.2	38.3	-3.1	39.8	42.0	-2.2	40.7	44.4	-3.7
Potential (000)	49.7	49.7	0.0		6.4	6.7	-0.3	12.9	12.6	0.3	14.1	14.1	0.0	21.8	21.8	0.0	14.4	14.4	0.0	11.8	11.8	0.0	10.5	10.0	0.5
Sample	822	845	-23		110	113	-3	188	192	-4	222	244	-22	360	383	-23	249	253	-4	202	204	-2	173	174	-1

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: 1/2017 - 2/2017

This Survey Period: Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 2017

Last 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

	This	Last	+/-
Potential (000)	49.7	49.7	0.0
Sample Size	822	845	-23

	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	4.9	4.4	0.5	11	6.4	4.5	1.9	6.2	5.7	0.5	4.2	3.8	0.4	2.9	2.1	0.8	2.6	4.1	-1.5	5.4	4.3	1.1
Coast	7.1	9.7	-2.6	6	7.5	10.3	-2.8	6.1	7.7	-1.6	7.2	7.4	-0.2	6.7	7.6	-0.9	10.6	10.1	0.5	8.0	9.5	-1.5
Edge	8.2	8.7	-0.5	3	10.6	11.2	-0.6	12.6	12.9	-0.3	10.4	9.8	0.6	5.5	5.5	0.0	8.7	5.0	3.7	8.8	8.3	0.5
Flava	10.9	11.2	-0.3	1	9.2	10.9	-1.7	9.6	11.6	-2.0	8.7	9.9	-1.2	6.3	11.5	-5.2	7.3	11.1	-3.8	10.9	12.0	-1.1
Life FM	0.4	0.4	0.0	19	0.3	0.3	0.0	1.2	1.4	-0.2	1.8	2.1	-0.3	0.5	0.4	0.1	0.4	0.3	0.1	1.2	1.3	-0.1
Magic	9.0	8.5	0.5	2	10.8	10.8	0.0	8.3	8.0	0.3	9.2	8.7	0.5	8.1	7.4	0.7	7.3	6.3	1.0	12.1	11.4	0.7
Mai FM	3.4	3.4	0.0	14	3.1	2.5	0.6	2.8	2.1	0.7	3.4	3.8	-0.4	1.7	1.7	0.0	4.8	4.6	0.2	2.0	2.5	-0.5
More FM	3.2	3.2	0.0	15	4.0	3.5	0.5	3.9	2.9	1.0	2.5	1.6	0.9	3.3	3.3	0.0	2.1	2.2	-0.1	6.2	6.1	0.1
Newstalk ZB	6.0	7.3	-1.3	7	4.8	4.8	0.0	3.1	3.9	-0.8	2.8	3.6	-0.8	12.0	14.4	-2.4	16.0	18.8	-2.8	4.8	6.6	-1.8
Radio Hauraki	2.2	2.0	0.2	17	2.5	2.8	-0.3	3.4	2.9	0.5	3.4	4.0	-0.6	2.1	2.6	-0.5	2.7	2.2	0.5	2.9	3.0	-0.1
RadioLIVE	5.1	5.6	-0.5	10	1.9	2.3	-0.4	1.3	1.3	0.0	3.9	3.0	0.9	6.2	4.6	1.6	5.8	2.9	2.9	2.8	2.7	0.1
Radio Sport	2.3	2.4	-0.1	16	3.1	2.6	0.5	3.0	2.7	0.3	2.5	2.5	0.0	1.7	1.5	0.2	2.9	2.8	0.1	3.1	2.9	0.2
Rhema	1.4	1.4	0.0	18	0.3	0.3	0.0	0.1	0.1	0.0	1.6	1.9	-0.3	2.1	2.0	0.1	0.4	0.3	0.1	1.0	1.0	0.0
Rock	7.4	8.3	-0.9	4	7.7	8.4	-0.7	9.7	10.7	-1.0	10.5	11.9	-1.4	7.9	7.3	0.6	6.2	6.0	0.2	6.4	6.7	-0.3
Te Arawa FM	3.6	2.9	0.7	13	0.9	0.8	0.1	2.3	1.8	0.5	3.5	2.9	0.6	4.5	3.3	1.2	2.5	2.0	0.5	1.5	0.9	0.6
The Heat	5.8	4.3	1.5	8	4.3	3.7	0.6	3.9	3.3	0.6	6.4	5.8	0.6	12.6	11.0	1.6	9.9	10.6	-0.7	5.7	4.9	0.8
The Hits	7.4	7.7	-0.3	4	11.3	11.4	-0.1	11.9	12.5	-0.6	4.8	6.1	-1.3	4.2	3.8	0.4	2.9	4.1	-1.2	6.4	5.8	0.6
The Sound	5.6	4.4	1.2	9	7.0	5.4	1.6	7.0	5.3	1.7	8.3	7.7	0.6	5.0	3.6	1.4	3.0	2.6	0.4	4.8	4.8	0.0
ZM	3.7	2.2	1.5	12	2.0	1.3	0.7	1.2	1.1	0.1	3.3	2.0	1.3	1.0	1.4	-0.4	1.5	2.0	-0.5	2.1	2.1	0.0
Others	2.5	2.4	0.1		2.2	2.3	-0.1	2.6	2.0	0.6	1.7	1.4	0.3	5.7	5.1	0.6	2.3	2.0	0.3	3.8	3.2	0.6
Mediaworks Combo	46.7	46.4	0.3		51.6	48.7	2.9	51.7	48.9	2.8	52.4	50.5	1.9	40.5	35.4	5.1	40.7	33.6	7.1	48.5	46.9	1.6
NZME Combo	39.6	42.4	-2.8		40.4	44.0	-3.6	38.3	42.4	-4.1	32.6	35.4	-2.8	34.0	42.8	-8.8	44.0	51.1	-7.1	38.3	41.8	-3.5

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

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This Survey Period: Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 2017

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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	4.5	4.4	0.1	7	0.4	0.3	0.1	0.6	0.7	-0.1	1.3	0.9	0.4	2.2	2.0	0.2	2.1	2.3	-0.2	1.5	1.5	0.0	1.2	0.9	0.3
Coast	5.7	6.0	-0.3	3	0.2	0.3	-0.1	0.1	0.2	-0.1	0.5	0.5	0.0	1.6	1.7	-0.1	3.0	2.9	0.1	3.0	2.9	0.1	0.7	0.8	-0.1
Edge	9.6	8.1	1.5	1	2.2	1.9	0.3	3.6	2.9	0.7	3.5	2.8	0.7	4.7	3.9	0.8	1.8	1.8	0.0	0.7	0.7	0.0	2.7	2.0	0.7
Flava	8.9	9.2	-0.3	2	1.5	1.7	-0.2	4.6	4.7	-0.1	4.1	4.1	0.0	4.6	4.8	-0.2	0.7	0.9	-0.2	0.2	0.3	-0.1	2.8	2.8	0.0
Life FM	0.8	0.8	0.0	18	0.2	0.2	0.0	0.2	0.3	-0.1	0.2	0.4	-0.2	0.5	0.6	-0.1	0.3	0.2	0.1	*	*	*	0.1	0.2	-0.1
Magic	4.1	3.5	0.6	9	*	*	*	0.3	0.2	0.1	0.6	0.4	0.2	1.1	0.9	0.2	1.5	1.4	0.1	2.6	2.1	0.5	0.6	0.5	0.1
Mai FM	3.8	4.0	-0.2	10	0.5	0.6	-0.1	2.2	2.4	-0.2	2.1	2.0	0.1	2.3	2.2	0.1	0.3	0.2	0.1	0.1	0.1	0.0	1.2	1.1	0.1
More FM	4.3	3.8	0.5	8	0.7	0.5	0.2	1.5	1.4	0.1	1.3	1.2	0.1	2.0	1.9	0.1	1.4	1.3	0.1	0.9	0.7	0.2	1.0	0.9	0.1
Newstalk ZB	3.4	3.1	0.3	11	0.3	0.3	0.0	0.4	0.3	0.1	0.5	0.3	0.2	0.7	0.6	0.1	0.9	1.0	-0.1	1.5	1.5	0.0	0.4	0.3	0.1
Radio Hauraki	2.2	2.3	-0.1	16	0.2	0.3	-0.1	0.7	0.7	0.0	0.9	1.1	-0.2	1.2	1.4	-0.2	0.7	0.7	0.0	0.5	0.6	-0.1	0.6	0.7	-0.1
RadioLIVE	2.9	3.1	-0.2	13	*	0.1	*	*	*	*	0.2	0.3	-0.1	0.8	1.1	-0.3	1.3	1.4	-0.1	1.5	1.4	0.1	0.6	0.8	-0.2
Radio Sport	2.2	2.2	0.0	16	0.4	0.3	0.1	0.5	0.5	0.0	0.6	0.6	0.0	0.9	1.0	-0.1	0.7	0.9	-0.2	0.9	0.9	0.0	0.2	0.3	-0.1
Rhema	0.8	0.9	-0.1	18	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.3	0.3	0.0	0.4	0.4	0.0	0.3	0.3	0.0	0.1	0.1	0.0
Rock	5.2	4.9	0.3	4	0.7	0.7	0.0	2.1	1.9	0.2	2.8	2.6	0.2	3.7	3.3	0.4	1.3	1.1	0.2	0.4	0.5	-0.1	1.1	0.9	0.2
Te Arawa FM	2.9	2.0	0.9	13	0.3	0.2	0.1	0.6	0.5	0.1	1.4	1.1	0.3	1.8	1.5	0.3	0.8	0.4	0.4	0.7	0.1	0.6	1.1	1.0	0.1
The Heat	3.3	3.4	-0.1	12	0.2	0.3	-0.1	1.1	1.4	-0.3	1.8	1.5	0.3	2.4	2.1	0.3	0.8	0.8	0.0	0.2	0.2	0.0	1.0	0.9	0.1
The Hits	5.1	4.7	0.4	5	1.0	0.6	0.4	0.9	0.9	0.0	1.7	1.6	0.1	2.9	2.6	0.3	1.5	1.3	0.2	0.7	0.7	0.0	1.4	1.3	0.1
The Sound	4.9	4.7	0.2	6	0.4	0.4	0.0	0.8	0.6	0.2	1.8	1.5	0.3	3.3	3.1	0.2	2.4	2.3	0.1	1.0	1.0	0.0	1.3	1.3	0.0
ZM	2.9	2.7	0.2	13	0.6	0.4	0.2	1.0	1.0	0.0	1.1	1.1	0.0	1.5	1.3	0.2	0.7	0.5	0.2	0.5	0.6	-0.1	1.0	0.7	0.3
Others	3.8	3.7	0.1		0.2	0.2	0.0	1.2	0.9	0.3	1.5	1.5	0.0	2.1	2.2	-0.1	1.4	1.4	0.0	1.0	1.1	-0.1	0.8	1.0	-0.2
Mediaworks Combo	27.2	26.9	0.3		3.5	3.4	0.1	7.4	7.3	0.1	8.1	7.8	0.3	12.6	12.6	0.0	8.4	8.8	-0.4	6.6	6.4	0.2	6.0	5.7	0.3
NZME Combo	23.5	23.8	-0.3		3.5	3.3	0.2	6.4	6.4	0.0	7.2	7.1	0.1	10.6	10.5	0.1	6.2	6.2	0.0	5.2	5.4	-0.2	6.0	5.6	0.4
All Commercial Radio	38.2	39.2	-1.0		4.8	5.2	-0.4	9.9	10.2	-0.3	11.3	11.3	0.0	17.4	17.9	-0.5	11.4	12.0	-0.6	9.2	9.2	0.0	8.5	8.4	0.1
Potential (000)	49.7	49.7	0.0		6.4	6.7	-0.3	12.9	12.6	0.3	14.1	14.1	0.0	21.8	21.8	0.0	14.4	14.4	0.0	11.8	11.8	0.0	10.5	10.0	0.5
Sample	822	845	-23		110	113	-3	188	192	-4	222	244	-22	360	383	-23	249	253	-4	202	204	-2	173	174	-1

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	This	Last	+/-
Potential (000)	49.7	49.7	0.0
Sample Size	822	845	-23

	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	1.9	2.3	-0.4	11	2.0	1.5	0.5	2.4	2.2	0.2	1.9	1.9	0.0	0.6	0.7	-0.1	0.7	0.9	-0.2	2.5	2.7	-0.2
Coast	2.6	3.2	-0.6	5	2.9	3.1	-0.2	3.0	3.2	-0.2	2.8	2.6	0.2	1.3	1.4	-0.1	1.2	1.1	0.1	3.5	3.9	-0.4
Edge	4.9	4.4	0.5	2	3.6	3.4	0.2	4.8	4.4	0.4	4.1	3.7	0.4	1.7	1.6	0.1	1.3	0.8	0.5	5.9	4.8	1.1
Flava	5.0	5.6	-0.6	1	3.7	4.2	-0.5	4.1	4.3	-0.2	3.7	3.8	-0.1	1.7	1.9	-0.2	1.2	1.6	-0.4	6.3	6.8	-0.5
Life FM	0.4	0.4	0.0	19	0.1	0.2	-0.1	0.3	0.4	-0.1	0.6	0.7	-0.1	0.2	0.2	0.0	0.2	0.2	0.0	0.7	0.6	0.1
Magic	2.8	2.6	0.2	4	2.8	2.5	0.3	2.5	2.2	0.3	2.5	2.1	0.4	1.4	1.3	0.1	0.6	0.4	0.2	3.4	2.8	0.6
Mai FM	2.0	2.4	-0.4	10	1.6	1.7	-0.1	2.1	2.1	0.0	1.6	1.7	-0.1	0.6	0.8	-0.2	0.7	0.8	-0.1	1.8	2.1	-0.3
More FM	2.1	2.0	0.1	8	1.3	1.3	0.0	1.6	1.3	0.3	1.5	1.2	0.3	0.6	0.7	-0.1	0.5	0.4	0.1	2.5	2.5	0.0
Newstalk ZB	2.1	2.0	0.1	8	1.5	1.4	0.1	1.5	1.3	0.2	1.3	1.1	0.2	1.2	1.3	-0.1	1.0	1.0	0.0	2.2	2.2	0.0
Radio Hauraki	1.0	1.1	-0.1	17	1.1	1.3	-0.2	1.3	1.4	-0.1	1.1	1.2	-0.1	0.4	0.5	-0.1	0.5	0.4	0.1	1.1	1.3	-0.2
RadioLIVE	1.8	2.1	-0.3	13	0.8	0.9	-0.1	1.1	1.0	0.1	1.2	1.0	0.2	0.9	0.7	0.2	0.5	0.3	0.2	1.4	1.6	-0.2
Radio Sport	1.2	1.4	-0.2	16	0.8	0.7	0.1	1.0	0.9	0.1	1.0	1.0	0.0	0.5	0.5	0.0	0.4	0.4	0.0	1.4	1.4	0.0
Rhema	0.5	0.6	-0.1	18	0.2	0.2	0.0	0.2	0.2	0.0	0.4	0.5	-0.1	0.3	0.3	0.0	*	*	*	0.7	0.7	0.0
Rock	3.0	3.1	-0.1	3	1.9	1.9	0.0	3.1	3.0	0.1	3.1	3.1	0.0	1.2	1.4	-0.2	0.5	0.6	-0.1	3.2	3.2	0.0
Te Arawa FM	1.5	1.0	0.5	15	0.8	0.6	0.2	1.5	1.0	0.5	1.3	0.9	0.4	0.8	0.6	0.2	0.6	0.5	0.1	1.5	0.7	0.8
The Heat	1.8	1.7	0.1	13	1.3	1.2	0.1	1.7	1.5	0.2	2.1	1.8	0.3	1.6	1.5	0.1	0.4	0.6	-0.2	2.0	1.8	0.2
The Hits	2.3	2.6	-0.3	6	2.2	2.3	-0.1	2.4	2.6	-0.2	2.1	2.3	-0.2	0.7	0.9	-0.2	0.7	0.8	-0.1	2.5	2.3	0.2
The Sound	2.3	2.1	0.2	6	1.8	1.8	0.0	2.8	2.5	0.3	2.7	2.4	0.3	1.1	1.0	0.1	0.7	0.5	0.2	2.6	2.9	-0.3
ZM	1.9	1.5	0.4	11	0.7	0.7	0.0	0.9	1.0	-0.1	1.7	1.4	0.3	0.5	0.4	0.1	0.2	0.3	-0.1	1.5	1.3	0.2
Others	1.6	1.4	0.2		1.2	1.2	0.0	1.4	1.3	0.1	0.9	0.7	0.2	0.9	1.0	-0.1	0.7	0.7	0.0	2.7	2.4	0.3
Mediaworks Combo	17.5	18.0	-0.5		13.8	13.2	0.6	16.9	16.4	0.5	16.1	15.3	0.8	7.4	7.7	-0.3	4.7	4.3	0.4	19.2	18.9	0.3
NZME Combo	14.1	15.3	-1.2		11.7	12.4	-0.7	12.4	12.8	-0.4	12.0	11.8	0.2	5.5	6.1	-0.6	4.3	4.9	-0.6	16.1	16.8	-0.7
All Commercial Radio	28.9	30.3	-1.4		22.5	22.6	-0.1	26.7	27.3	-0.6	25.6	25.3	0.3	13.9	14.3	-0.4	8.1	8.5	-0.4	31.5	32.0	-0.5

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 2 2017

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

Survey Comparisons: 1/2017 - 2/2017

This Survey Period: Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 2017

Last 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

	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	7:42	6:54	0:48	1:42	1:32	0:10	2:56	4:41	-1:44	7:41	5:33	2:08	7:42	7:02	0:40	7:46	7:32	0:14	8:52	7:38	1:13	6:30	2:34	3:55
Coast	8:37	10:10	-1:33	2:20	2:04	0:15	9:56	5:39	4:16	4:42	4:53	-0:11	5:11	5:20	-0:09	8:03	7:41	0:21	11:04	12:29	-1:24	5:54	5:58	-0:03
Edge	6:49	8:06	-1:16	4:11	4:53	-0:42	7:56	9:37	-1:41	8:05	9:14	-1:09	7:11	8:19	-1:07	5:38	6:58	-1:19	6:37	8:38	-2:00	8:20	9:46	-1:25
Flava	7:16	8:22	-1:05	4:44	7:12	-2:28	6:51	6:54	-0:03	9:53	9:57	-0:04	9:23	10:15	-0:51	3:58	10:17	-6:19	1:19	4:31	-3:11	11:24	10:29	0:55
Life FM	7:52	8:19	-0:26	2:08	2:09	-0:01	20:00	16:45	3:14	20:00	14:09	5:50	10:24	10:32	-0:07	3:44	4:32	-0:48	*	*	*	7:56	5:55	2:01
Magic	15:54	17:57	-2:03	*	*	*	3:11	3:38	-0:27	4:46	6:56	-2:10	8:23	11:18	-2:54	20:00	21:41	-1:41	19:28	23:43	-4:15	11:12	15:17	-4:04
Mai FM	4:57	4:46	0:11	3:07	2:00	1:06	5:13	5:21	-0:07	4:52	4:46	0:05	4:51	4:55	-0:03	3:57	4:51	-0:53	1:30	1:30	0:00	4:21	4:30	-0:08
More FM	6:15	6:31	-0:15	6:43	5:09	1:34	4:29	4:37	-0:07	5:57	7:18	-1:21	7:04	7:30	-0:26	8:05	7:31	0:34	6:06	7:47	-1:41	7:52	5:53	1:58
Newstalk ZB	10:31	14:19	-3:47	1:07	0:42	0:25	6:16	7:27	-1:11	7:59	9:29	-1:29	12:13	14:12	-1:58	11:16	11:47	-0:30	9:16	12:28	-3:11	14:06	19:05	-4:58
Radio Hauraki	8:44	8:13	0:30	3:26	3:24	0:02	6:16	5:00	1:16	6:59	7:34	-0:35	7:57	8:28	-0:30	12:03	12:42	-0:39	12:51	10:31	2:19	8:27	9:22	-0:54
RadioLIVE	7:16	6:40	0:35	*	2:07	*	3:45	3:45	0:00	4:25	5:58	-1:32	4:57	5:06	-0:09	6:13	5:34	0:39	7:29	5:59	1:29	3:29	4:34	-1:05
Radio Sport	8:15	7:57	0:18	2:03	2:03	0:00	11:05	10:52	0:12	10:29	10:21	0:07	11:00	10:56	0:03	9:09	8:04	1:05	7:44	6:54	0:49	14:24	14:26	-0:01
Rhema	7:32	7:01	0:30	12:31	12:57	-0:25	6:14	5:51	0:22	1:30	1:46	-0:16	7:21	5:46	1:35	8:03	7:49	0:13	7:18	7:19	-0:00	10:46	10:48	-0:02
Rock	10:10	12:02	-1:52	6:17	6:49	-0:31	11:21	13:39	-2:18	10:02	12:17	-2:14	9:43	11:34	-1:50	10:48	11:02	-0:14	14:01	22:05	-8:03	7:41	8:51	-1:09
Te Arawa FM	5:22	6:22	-1:00	11:52	16:31	-4:38	6:28	7:36	-1:07	5:52	5:36	0:15	5:09	4:49	0:19	2:08	2:32	-0:23	1:45	1:42	0:03	5:49	5:43	0:06
The Heat	11:34	9:53	1:40	2:49	2:30	0:19	7:37	7:24	0:12	13:16	12:28	0:48	12:58	11:48	1:09	14:25	12:59	1:26	20:20	20:30	-0:10	14:04	11:17	2:46
The Hits	10:38	12:07	-1:28	2:30	5:10	-2:39	7:01	9:28	-2:26	11:39	11:06	0:32	11:12	12:39	-1:27	13:18	16:59	-3:41	18:17	16:34	1:43	5:47	8:26	-2:39
The Sound	8:13	7:23	0:49	8:54	8:50	0:04	6:16	5:25	0:51	6:42	6:51	-0:09	8:13	7:50	0:23	9:49	8:02	1:46	9:06	6:12	2:54	5:58	5:19	0:39
ZM	5:08	4:23	0:44	5:02	4:31	0:31	5:26	4:47	0:38	5:55	4:41	1:13	6:13	4:37	1:35	4:15	2:11	2:03	4:01	3:57	0:04	5:56	3:48	2:08
Others	5:00	4:44	0:16	4:45	4:30	0:14	5:36	4:40	0:55	5:14	4:01	1:13	4:20	3:32	0:47	5:07	6:01	-0:53	7:03	7:19	-0:16	4:31	3:47	0:43
Mediaworks Combo	11:59	11:49	0:09	6:56	6:34	0:21	10:36	11:01	-0:25	12:23	12:29	-0:06	12:09	11:53	0:15	13:29	12:31	0:57	15:07	15:36	-0:29	11:25	10:12	1:13
NZME Combo	10:50	12:06	-1:16	4:19	5:52	-1:33	8:52	9:06	-0:13	11:56	11:45	0:11	11:29	12:11	-0:42	12:12	13:22	-1:10	14:41	15:25	-0:44	11:01	11:26	-0:24
All Commercial Radio	17:28	17:25	0:02	9:29	9:18	0:11	15:56	16:00	-0:04	20:29	19:08	1:20	19:04	18:13	0:51	18:47	18:06	0:40	20:52	21:31	-0:39	19:02	17:14	1:48
Potential (000)	49.7	49.7	0.0	6.4	6.7	-0.3	12.9	12.6	0.3	14.1	14.1	0.0	21.8	21.8	0.0	14.4	14.4	0.0	11.8	11.8	0.0	10.5	10.0	0.5
Sample	822	845	-23	110	113	-3	188	192	-4	222	244	-22	360	383	-23	249	253	-4	202	204	-2	173	174	-1

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 2 2017

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

Survey Comparisons: 1/2017 - 2/2017

This Survey Period: Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 2017

Last 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

	This	Last	+/-
Potential (000)	49.7	49.7	0.0
Sample Size	822	845	-23

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

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