



ROTORUA COMMERCIAL RADIO - SURVEY 3 2017

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

Survey Comparisons: 2/2017 - 3/2017

This 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

Last Survey Period: Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 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	4.7	5.2	-0.5	11	2.2	1.4	0.8	1.5	1.0	0.5	4.9	4.2	0.7	5.6	5.1	0.5	7.0	7.5	-0.5	5.2	7.0	-1.8	5.8	4.9	0.9
Coast	9.1	7.3	1.8	3	2.4	1.2	1.2	0.6	0.6	0.0	1.4	1.0	0.4	2.6	2.6	0.0	9.1	11.1	-2.0	20.4	17.5	2.9	5.8	2.7	3.1
Edge	9.1	9.8	-0.7	3	18.2	20.1	-1.9	15.8	18.3	-2.5	14.9	12.4	2.5	11.3	10.3	1.0	3.2	4.8	-1.6	1.1	2.5	-1.4	16.1	13.8	2.3
Flava	9.7	9.7	0.0	2	21.0	16.0	5.0	21.9	19.8	2.1	16.3	17.6	-1.3	11.4	13.0	-1.6	1.6	1.3	0.3	0.8	0.2	0.6	17.1	19.9	-2.8
Life FM	0.8	0.9	-0.1	19	1.2	1.1	0.1	2.8	2.7	0.1	2.0	1.9	0.1	1.5	1.6	-0.1	0.3	0.5	-0.2	*	*	*	0.8	0.6	0.2
Magic	10.1	9.8	0.3	1	*	*	*	0.5	0.5	0.0	1.0	1.2	-0.2	1.6	2.7	-1.1	16.9	14.1	2.8	28.4	26.3	2.1	2.5	4.5	-2.0
Mai FM	3.3	2.9	0.4	13	2.2	3.1	-0.9	9.9	7.2	2.7	6.3	4.5	1.8	4.2	3.4	0.8	0.2	0.5	-0.3	0.1	0.1	0.0	4.4	3.3	1.1
More FM	5.1	4.1	1.0	9	8.6	10.7	-2.1	3.3	4.2	-0.9	3.2	3.5	-0.3	7.8	4.3	3.5	9.8	5.1	4.7	1.9	2.7	-0.8	4.3	5.0	-0.7
Newstalk ZB	5.2	5.4	-0.2	8	0.6	0.8	-0.2	1.9	1.7	0.2	1.8	1.6	0.2	1.6	2.7	-1.1	2.5	4.8	-2.3	8.0	7.5	0.5	1.5	3.8	-2.3
Radio Hauraki	1.4	2.8	-1.4	16	1.9	1.7	0.2	1.9	2.9	-1.0	1.6	2.9	-1.3	1.2	3.0	-1.8	1.0	4.0	-3.0	1.6	3.4	-1.8	0.8	3.2	-2.4
RadioLIVE	2.8	3.2	-0.4	14	*	*	*	0.2	0.1	0.1	0.4	0.4	0.0	1.2	1.3	-0.1	2.9	3.8	-0.9	5.1	5.7	-0.6	1.4	1.4	0.0
Radio Sport	1.9	2.8	-0.9	15	2.0	1.7	0.3	0.4	3.4	-3.0	0.3	2.5	-2.2	2.0	3.1	-1.1	3.5	3.0	0.5	2.1	3.4	-1.3	1.3	2.2	-0.9
Rhema	0.9	0.9	0.0	17	2.1	2.5	-0.4	0.7	0.4	0.3	0.3	*	*	0.7	0.6	0.1	1.5	1.4	0.1	1.2	1.1	0.1	1.7	1.0	0.7
Rock	7.1	8.0	-0.9	7	10.3	9.9	0.4	13.5	14.7	-1.2	10.6	12.2	-1.6	8.4	10.8	-2.4	3.7	6.3	-2.6	2.1	3.2	-1.1	7.0	5.1	1.9
Te Arawa FM	0.9	2.4	-1.5	17	0.3	6.8	-6.5	1.0	2.5	-1.5	1.6	3.5	-1.9	1.1	2.8	-1.7	0.7	0.8	-0.1	1.0	0.6	0.4	1.3	4.1	-2.8
The Heat	5.0	5.8	-0.8	10	3.0	1.3	1.7	3.4	5.4	-2.0	7.3	10.5	-3.2	7.4	9.4	-2.0	6.4	5.5	0.9	3.0	2.5	0.5	7.4	8.9	-1.5
The Hits	7.3	8.1	-0.8	6	8.2	5.3	2.9	4.5	3.8	0.7	6.1	8.7	-2.6	7.3	9.6	-2.3	10.2	9.6	0.6	8.5	6.7	1.8	4.8	5.1	-0.3
The Sound	9.1	6.1	3.0	3	6.1	7.8	-1.7	4.8	3.3	1.5	9.6	5.1	4.5	13.9	8.2	5.7	14.7	10.9	3.8	6.3	4.7	1.6	4.9	4.7	0.2
ZM	3.4	2.2	1.2	12	7.0	6.2	0.8	5.4	3.4	2.0	5.5	2.9	2.6	5.3	2.8	2.5	2.6	1.4	1.2	0.8	1.0	-0.2	6.5	3.7	2.8
Others	3.0	2.8	0.2		2.8	2.5	0.3	6.1	4.1	2.0	4.8	3.3	1.5	3.8	2.8	1.0	2.3	3.4	-1.1	2.6	3.8	-1.2	4.8	2.2	2.6
Mediaworks Combo	51.3	49.0	2.3		47.6	52.9	-5.3	49.5	49.3	0.2	50.9	43.5	7.4	54.0	46.1	7.9	58.4	53.1	5.3	50.2	52.2	-2.0	46.3	42.5	3.8
NZME Combo	38.0	38.3	-0.3		43.0	32.8	10.2	36.6	35.6	1.0	33.1	37.2	-4.1	31.5	36.7	-5.2	30.4	35.2	-4.8	42.1	39.8	2.3	37.8	40.7	-2.9
Potential (000)	49.7	49.7	0.0		6.6	6.4	0.2	12.7	12.9	-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	10.1	10.5	-0.4
Sample	804	822	-18		104	110	-6	188	188	0	207	222	-15	344	360	-16	242	249	-7	207	202	5	167	173	-6

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



ROTORUA COMMERCIAL RADIO - SURVEY 3 2017

Station Share (%) by Daypart, People 10+

Survey Comparisons: 2/2017 - 3/2017

This 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

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

	This	Last	+/-
Potential (000)	49.7	49.7	0.0
Sample Size	804	822	-18

	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	4.0	4.9	-0.9	13	5.6	6.4	-0.8	5.6	6.2	-0.6	4.2	4.2	0.0	4.0	2.9	1.1	4.0	2.6	1.4	4.5	5.4	-0.9
Coast	8.7	7.1	1.6	3	9.9	7.5	2.4	7.8	6.1	1.7	7.6	7.2	0.4	8.3	6.7	1.6	6.4	10.6	-4.2	10.9	8.0	2.9
Edge	7.7	8.2	-0.5	5	10.3	10.6	-0.3	11.5	12.6	-1.1	10.4	10.4	0.0	4.7	5.5	-0.8	11.3	8.7	2.6	7.5	8.8	-1.3
Flava	12.4	10.9	1.5	1	8.9	9.2	-0.3	8.8	9.6	-0.8	8.7	8.7	0.0	8.3	6.3	2.0	11.1	7.3	3.8	9.8	10.9	-1.1
Life FM	0.3	0.4	-0.1	19	0.2	0.3	-0.1	1.1	1.2	-0.1	1.9	1.8	0.1	0.1	0.5	-0.4	0.6	0.4	0.2	1.1	1.2	-0.1
Magic	9.3	9.0	0.3	2	10.2	10.8	-0.6	7.7	8.3	-0.6	9.3	9.2	0.1	12.7	8.1	4.6	8.2	7.3	0.9	12.3	12.1	0.2
Mai FM	3.2	3.4	-0.2	14	4.2	3.1	1.1	3.1	2.8	0.3	2.8	3.4	-0.6	2.1	1.7	0.4	4.2	4.8	-0.6	3.3	2.0	1.3
More FM	4.3	3.2	1.1	12	5.7	4.0	1.7	5.2	3.9	1.3	4.3	2.5	1.8	5.0	3.3	1.7	4.4	2.1	2.3	5.7	6.2	-0.5
Newstalk ZB	5.8	6.0	-0.2	8	5.3	4.8	0.5	3.8	3.1	0.7	3.2	2.8	0.4	9.0	12.0	-3.0	12.1	16.0	-3.9	4.7	4.8	-0.1
Radio Hauraki	1.2	2.2	-1.0	16	1.4	2.5	-1.1	2.2	3.4	-1.2	1.5	3.4	-1.9	0.4	2.1	-1.7	1.2	2.7	-1.5	1.2	2.9	-1.7
RadioLIVE	4.6	5.1	-0.5	11	1.7	1.9	-0.2	1.0	1.3	-0.3	3.5	3.9	-0.4	5.1	6.2	-1.1	6.6	5.8	0.8	2.4	2.8	-0.4
Radio Sport	1.2	2.3	-1.1	16	1.1	3.1	-2.0	2.2	3.0	-0.8	1.5	2.5	-1.0	1.3	1.7	-0.4	3.7	2.9	0.8	2.7	3.1	-0.4
Rhema	1.3	1.4	-0.1	15	0.4	0.3	0.1	0.2	0.1	0.1	1.4	1.6	-0.2	2.4	2.1	0.3	*	0.4	*	1.2	1.0	0.2
Rock	6.8	7.4	-0.6	6	5.7	7.7	-2.0	7.8	9.7	-1.9	9.7	10.5	-0.8	7.4	7.9	-0.5	5.7	6.2	-0.5	6.7	6.4	0.3
Te Arawa FM	0.8	3.6	-2.8	18	0.9	0.9	0.0	0.9	2.3	-1.4	0.9	3.5	-2.6	0.4	4.5	-4.1	1.1	2.5	-1.4	1.0	1.5	-0.5
The Heat	5.8	5.8	0.0	8	3.9	4.3	-0.4	3.5	3.9	-0.4	4.6	6.4	-1.8	13.3	12.6	0.7	4.7	9.9	-5.2	4.7	5.7	-1.0
The Hits	6.7	7.4	-0.7	7	8.8	11.3	-2.5	10.7	11.9	-1.2	5.6	4.8	0.8	3.2	4.2	-1.0	4.4	2.9	1.5	5.9	6.4	-0.5
The Sound	8.1	5.6	2.5	4	10.4	7.0	3.4	10.9	7.0	3.9	11.7	8.3	3.4	6.1	5.0	1.1	4.5	3.0	1.5	7.7	4.8	2.9
ZM	5.6	3.7	1.9	10	3.2	2.0	1.2	2.3	1.2	1.1	4.7	3.3	1.4	1.6	1.0	0.6	2.7	1.5	1.2	3.1	2.1	1.0
Others	2.3	2.5	-0.2		2.1	2.2	-0.1	3.5	2.6	0.9	2.5	1.7	0.8	4.7	5.7	-1.0	3.0	2.3	0.7	3.6	3.8	-0.2
Mediaworks Combo	48.0	46.7	1.3		53.9	51.6	2.3	52.9	51.7	1.2	55.9	52.4	3.5	47.1	40.5	6.6	48.9	40.7	8.2	50.0	48.5	1.5
NZME Combo	41.5	39.6	1.9		38.6	40.4	-1.8	37.8	38.3	-0.5	32.7	32.6	0.1	32.0	34.0	-2.0	41.6	44.0	-2.4	38.3	38.3	0.0

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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	4.5	-0.1	7	0.4	0.4	0.0	0.6	0.6	0.0	1.1	1.3	-0.2	2.2	2.2	0.0	2.0	2.1	-0.1	1.3	1.5	-0.2	1.2	1.2	0.0
Coast	6.0	5.7	0.3	3	0.4	0.2	0.2	0.4	0.1	0.3	1.0	0.5	0.5	2.1	1.6	0.5	2.5	3.0	-0.5	2.6	3.0	-0.4	1.1	0.7	0.4
Edge	9.8	9.6	0.2	1	2.1	2.2	-0.1	3.5	3.6	-0.1	4.0	3.5	0.5	5.2	4.7	0.5	1.7	1.8	-0.1	0.6	0.7	-0.1	2.7	2.7	0.0
Flava	9.5	8.9	0.6	2	2.0	1.5	0.5	4.7	4.6	0.1	4.2	4.1	0.1	4.6	4.6	0.0	0.7	0.7	0.0	0.5	0.2	0.3	2.6	2.8	-0.2
Life FM	0.7	0.8	-0.1	19	0.3	0.2	0.1	0.2	0.2	0.0	0.2	0.2	0.0	0.4	0.5	-0.1	0.2	0.3	-0.1	*	*	*	0.1	0.1	0.0
Magic	4.0	4.1	-0.1	9	*	*	*	0.2	0.3	-0.1	0.5	0.6	-0.1	1.0	1.1	-0.1	1.8	1.5	0.3	2.5	2.6	-0.1	0.6	0.6	0.0
Mai FM	4.3	3.8	0.5	8	0.3	0.5	-0.2	2.7	2.2	0.5	2.6	2.1	0.5	2.8	2.3	0.5	0.2	0.3	-0.1	0.1	0.1	0.0	1.3	1.2	0.1
More FM	3.6	4.3	-0.7	12	0.7	0.7	0.0	1.1	1.5	-0.4	1.2	1.3	-0.1	1.9	2.0	-0.1	1.2	1.4	-0.2	0.5	0.9	-0.4	0.8	1.0	-0.2
Newstalk ZB	3.0	3.4	-0.4	13	0.1	0.3	-0.2	0.5	0.4	0.1	0.5	0.5	0.0	0.7	0.7	0.0	0.7	0.9	-0.2	1.4	1.5	-0.1	0.5	0.4	0.1
Radio Hauraki	1.6	2.2	-0.6	17	0.2	0.2	0.0	0.4	0.7	-0.3	0.7	0.9	-0.2	0.9	1.2	-0.3	0.4	0.7	-0.3	0.3	0.5	-0.2	0.2	0.6	-0.4
RadioLIVE	2.6	2.9	-0.3	14	*	*	*	0.1	*	*	0.3	0.2	0.1	0.9	0.8	0.1	1.0	1.3	-0.3	1.2	1.5	-0.3	0.7	0.6	0.1
Radio Sport	1.8	2.2	-0.4	16	0.4	0.4	0.0	0.2	0.5	-0.3	0.2	0.6	-0.4	0.7	0.9	-0.2	0.8	0.7	0.1	0.6	0.9	-0.3	0.2	0.2	0.0
Rhema	0.8	0.8	0.0	18	*	0.1	*	0.2	0.1	0.1	0.2	0.1	0.1	0.3	0.3	0.0	0.4	0.4	0.0	0.3	0.3	0.0	0.3	0.1	0.2
Rock	5.3	5.2	0.1	5	0.7	0.7	0.0	2.5	2.1	0.4	3.0	2.8	0.2	3.5	3.7	-0.2	0.8	1.3	-0.5	0.4	0.4	0.0	1.1	1.1	0.0
Te Arawa FM	2.2	2.9	-0.7	15	0.1	0.3	-0.2	0.3	0.6	-0.3	0.8	1.4	-0.6	1.1	1.8	-0.7	0.8	0.8	0.0	0.9	0.7	0.2	0.7	1.1	-0.4
The Heat	3.9	3.3	0.6	10	0.6	0.2	0.4	1.5	1.1	0.4	2.0	1.8	0.2	2.6	2.4	0.2	0.7	0.8	-0.1	0.1	0.2	-0.1	1.0	1.0	0.0
The Hits	5.3	5.1	0.2	5	1.1	1.0	0.1	1.3	0.9	0.4	1.8	1.7	0.1	2.8	2.9	-0.1	1.5	1.5	0.0	0.9	0.7	0.2	1.4	1.4	0.0
The Sound	5.7	4.9	0.8	4	0.4	0.4	0.0	1.0	0.8	0.2	2.2	1.8	0.4	4.0	3.3	0.7	2.5	2.4	0.1	1.2	1.0	0.2	1.2	1.3	-0.1
ZM	3.7	2.9	0.8	11	0.7	0.6	0.1	1.5	1.0	0.5	1.7	1.1	0.6	2.1	1.5	0.6	0.7	0.7	0.0	0.3	0.5	-0.2	1.4	1.0	0.4
Others	3.9	3.8	0.1		0.3	0.2	0.1	1.6	1.2	0.4	1.8	1.5	0.3	2.2	2.1	0.1	1.1	1.4	-0.3	0.9	1.0	-0.1	0.9	0.8	0.1
Mediaworks Combo	27.1	27.2	-0.1		3.1	3.5	-0.4	8.0	7.4	0.6	8.9	8.1	0.8	13.2	12.6	0.6	7.9	8.4	-0.5	6.1	6.6	-0.5	6.1	6.0	0.1
NZME Combo	24.0	23.5	0.5		4.0	3.5	0.5	6.6	6.4	0.2	7.3	7.2	0.1	10.6	10.6	0.0	5.8	6.2	-0.4	5.0	5.2	-0.2	6.1	6.0	0.1
All Commercial Radio	38.5	38.2	0.3		5.1	4.8	0.3	10.1	9.9	0.2	11.7	11.3	0.4	17.7	17.4	0.3	11.2	11.4	-0.2	9.1	9.2	-0.1	8.5	8.5	0.0
Potential (000)	49.7	49.7	0.0		6.6	6.4	0.2	12.7	12.9	-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	10.1	10.5	-0.4
Sample	804	822	-18		104	110	-6	188	188	0	207	222	-15	344	360	-16	242	249	-7	207	202	5	167	173	-6

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	This	Last	+/-
Potential (000)	49.7	49.7	0.0
Sample Size	804	822	-18

	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	1.9	0.0	11	1.8	2.0	-0.2	1.9	2.4	-0.5	1.8	1.9	-0.1	0.7	0.6	0.1	0.8	0.7	0.1	2.5	2.5	0.0
Coast	2.9	2.6	0.3	4	2.9	2.9	0.0	2.8	3.0	-0.2	2.8	2.8	0.0	1.1	1.3	-0.2	1.0	1.2	-0.2	3.9	3.5	0.4
Edge	5.0	4.9	0.1	2	3.6	3.6	0.0	4.4	4.8	-0.4	4.1	4.1	0.0	1.6	1.7	-0.1	1.3	1.3	0.0	5.9	5.9	0.0
Flava	5.6	5.0	0.6	1	4.2	3.7	0.5	4.8	4.1	0.7	3.8	3.7	0.1	1.9	1.7	0.2	1.3	1.2	0.1	6.3	6.3	0.0
Life FM	0.4	0.4	0.0	19	0.1	0.1	0.0	0.4	0.3	0.1	0.6	0.6	0.0	0.2	0.2	0.0	0.2	0.2	0.0	0.6	0.7	-0.1
Magic	2.4	2.8	-0.4	7	2.4	2.8	-0.4	2.2	2.5	-0.3	2.4	2.5	-0.1	1.4	1.4	0.0	0.7	0.6	0.1	3.3	3.4	-0.1
Mai FM	2.0	2.0	0.0	10	1.8	1.6	0.2	2.5	2.1	0.4	1.3	1.6	-0.3	0.7	0.6	0.1	0.6	0.7	-0.1	2.4	1.8	0.6
More FM	1.9	2.1	-0.2	11	1.3	1.3	0.0	1.8	1.6	0.2	1.6	1.5	0.1	0.7	0.6	0.1	0.5	0.5	0.0	2.1	2.5	-0.4
Newstalk ZB	1.8	2.1	-0.3	13	1.5	1.5	0.0	1.5	1.5	0.0	1.3	1.3	0.0	1.0	1.2	-0.2	0.8	1.0	-0.2	2.0	2.2	-0.2
Radio Hauraki	0.8	1.0	-0.2	16	0.8	1.1	-0.3	1.0	1.3	-0.3	0.7	1.1	-0.4	0.1	0.4	-0.3	0.2	0.5	-0.3	0.6	1.1	-0.5
RadioLIVE	1.6	1.8	-0.2	14	0.7	0.8	-0.1	0.9	1.1	-0.2	1.0	1.2	-0.2	0.9	0.9	0.0	0.7	0.5	0.2	1.4	1.4	0.0
Radio Sport	0.7	1.2	-0.5	17	0.5	0.8	-0.3	0.8	1.0	-0.2	0.6	1.0	-0.4	0.3	0.5	-0.2	0.4	0.4	0.0	1.3	1.4	-0.1
Rhema	0.6	0.5	0.1	18	0.2	0.2	0.0	0.2	0.2	0.0	0.4	0.4	0.0	0.3	0.3	0.0	*	*	*	0.8	0.7	0.1
Rock	2.8	3.0	-0.2	5	1.9	1.9	0.0	3.0	3.1	-0.1	2.8	3.1	-0.3	1.2	1.2	0.0	0.3	0.5	-0.2	3.2	3.2	0.0
Te Arawa FM	1.0	1.5	-0.5	15	0.7	0.8	-0.1	0.8	1.5	-0.7	0.6	1.3	-0.7	0.2	0.8	-0.6	0.4	0.6	-0.2	1.2	1.5	-0.3
The Heat	2.1	1.8	0.3	9	1.6	1.3	0.3	2.4	1.7	0.7	2.3	2.1	0.2	1.3	1.6	-0.3	0.5	0.4	0.1	1.8	2.0	-0.2
The Hits	2.8	2.3	0.5	5	1.9	2.2	-0.3	2.5	2.4	0.1	2.0	2.1	-0.1	0.7	0.7	0.0	0.6	0.7	-0.1	3.1	2.5	0.6
The Sound	3.0	2.3	0.7	3	2.3	1.8	0.5	3.4	2.8	0.6	3.0	2.7	0.3	1.2	1.1	0.1	0.8	0.7	0.1	3.2	2.6	0.6
ZM	2.4	1.9	0.5	7	1.2	0.7	0.5	1.5	0.9	0.6	2.0	1.7	0.3	0.6	0.5	0.1	0.2	0.2	0.0	2.1	1.5	0.6
Others	1.4	1.6	-0.2		1.3	1.2	0.1	1.4	1.4	0.0	1.0	0.9	0.1	0.9	0.9	0.0	0.6	0.7	-0.1	2.8	2.7	0.1
Mediaworks Combo	16.7	17.5	-0.8		14.0	13.8	0.2	16.6	16.9	-0.3	15.5	16.1	-0.6	7.6	7.4	0.2	4.8	4.7	0.1	19.6	19.2	0.4
NZME Combo	14.9	14.1	0.8		11.3	11.7	-0.4	12.9	12.4	0.5	11.8	12.0	-0.2	5.3	5.5	-0.2	3.9	4.3	-0.4	16.8	16.1	0.7
All Commercial Radio	28.9	28.9	0.0		23.0	22.5	0.5	26.8	26.7	0.1	25.0	25.6	-0.6	13.3	13.9	-0.6	8.0	8.1	-0.1	31.7	31.5	0.2

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 3 2017

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

Survey Comparisons: 2/2017 - 3/2017

This 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

Last Survey Period: Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 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	7:05	7:42	-0:37	2:12	1:42	0:30	3:46	2:56	0:50	9:14	7:41	1:33	8:01	7:42	0:18	7:26	7:46	-0:19	7:36	8:52	-1:16	6:57	6:30	0:27
Coast	9:53	8:37	1:16	2:38	2:20	0:17	2:34	9:56	-7:21	3:02	4:42	-1:39	3:58	5:11	-1:12	7:41	8:03	-0:21	14:40	11:04	3:35	7:49	5:54	1:54
Edge	6:04	6:49	-0:45	3:39	4:11	-0:31	6:54	7:56	-1:01	7:48	8:05	-0:17	6:54	7:11	-0:17	3:58	5:38	-1:39	3:23	6:37	-3:14	8:28	8:20	0:08
Flava	6:37	7:16	-0:38	4:30	4:44	-0:13	6:59	6:51	0:08	8:07	9:53	-1:45	7:52	9:23	-1:30	4:39	3:58	0:41	3:04	1:19	1:44	9:17	11:24	-2:07
Life FM	7:46	7:52	-0:05	1:53	2:08	-0:14	17:11	20:00	-2:49	17:11	20:00	-2:49	11:37	10:24	1:12	3:30	3:44	-0:13	*	*	*	7:17	7:56	-0:39
Magic	16:33	15:54	0:39	*	*	*	2:51	3:11	-0:19	4:01	4:46	-0:45	5:07	8:23	-3:16	20:01	20:00	0:00	21:20	19:28	1:52	6:01	11:12	-5:11
Mai FM	5:03	4:57	0:05	3:28	3:07	0:21	5:28	5:13	0:14	5:00	4:52	0:07	4:50	4:51	-0:01	1:38	3:57	-2:19	1:30	1:30	0:00	5:02	4:21	0:40
More FM	9:11	6:15	2:56	5:29	6:43	-1:13	4:38	4:29	0:09	5:35	5:57	-0:21	12:52	7:04	5:48	18:14	8:05	10:08	6:41	6:06	0:34	7:56	7:52	0:03
Newstalk ZB	11:05	10:31	0:34	1:52	1:07	0:44	5:57	6:16	-0:18	7:32	7:59	-0:26	7:32	12:13	-4:41	8:12	11:16	-3:04	11:00	9:16	1:43	4:32	14:06	-9:34
Radio Hauraki	5:49	8:44	-2:54	3:34	3:26	0:08	6:28	6:16	0:11	4:54	6:59	-2:05	4:35	7:57	-3:22	5:40	12:03	-6:22	8:32	12:51	-4:18	4:42	8:27	-3:45
RadioLIVE	7:04	7:16	-0:11	*	*	*	2:30	3:45	-1:14	3:05	4:25	-1:20	4:20	4:57	-0:37	6:12	6:13	-0:00	8:20	7:29	0:51	2:52	3:29	-0:36
Radio Sport	6:39	8:15	-1:36	2:11	2:03	0:08	3:47	11:05	-7:17	3:18	10:29	-7:10	8:26	11:00	-2:34	9:21	9:09	0:12	6:39	7:44	-1:04	8:08	14:24	-6:16
Rhema	7:39	7:32	0:07	18:15	12:31	5:43	5:11	6:14	-1:02	3:44	1:30	2:14	6:10	7:21	-1:10	8:34	8:03	0:31	9:06	7:18	1:47	9:25	10:46	-1:20
Rock	8:40	10:10	-1:29	6:26	6:17	0:08	8:18	11:21	-3:02	7:32	10:02	-2:29	7:36	9:43	-2:07	10:28	10:48	-0:20	11:22	14:01	-2:39	8:49	7:41	1:08
Te Arawa FM	2:35	5:22	-2:46	1:15	11:52	-10:37	4:16	6:28	-2:11	3:58	5:52	-1:53	3:17	5:09	-1:52	1:54	2:08	-0:14	2:03	1:45	0:17	2:37	5:49	-3:11
The Heat	8:23	11:34	-3:11	2:15	2:49	-0:34	3:24	7:37	-4:13	7:27	13:16	-5:49	9:11	12:58	-3:47	21:05	14:25	6:39	40:00	20:20	19:39	10:22	14:04	-3:41
The Hits	8:56	10:38	-1:41	3:15	2:30	0:44	5:03	7:01	-1:58	6:59	11:39	-4:39	8:14	11:12	-2:57	14:17	13:18	0:59	18:25	18:17	0:07	5:01	5:47	-0:45
The Sound	10:20	8:13	2:07	7:02	8:54	-1:51	7:16	6:16	0:59	9:01	6:42	2:18	11:09	8:13	2:55	12:57	9:49	3:07	10:20	9:06	1:13	6:01	5:58	0:03
ZM	6:05	5:08	0:56	4:15	5:02	-0:46	5:35	5:26	0:09	6:54	5:55	0:58	7:56	6:13	1:43	8:11	4:15	3:55	4:27	4:01	0:26	6:48	5:56	0:52
Others	5:07	5:00	0:06	4:44	4:45	-0:01	5:50	5:36	0:14	5:37	5:14	0:22	5:35	4:20	1:14	4:34	5:07	-0:33	5:22	7:03	-1:40	7:56	4:31	3:24
Mediaworks Combo	12:21	11:59	0:22	6:31	6:56	-0:24	9:21	10:36	-1:14	11:57	12:23	-0:25	12:55	12:09	0:46	16:03	13:29	2:34	15:45	15:07	0:38	10:52	11:25	-0:32
NZME Combo	10:18	10:50	-0:32	4:36	4:19	0:16	8:21	8:52	-0:31	9:26	11:56	-2:30	9:26	11:29	-2:02	11:19	12:12	-0:52	16:02	14:41	1:21	8:52	11:01	-2:09
All Commercial Radio	16:55	17:28	-0:32	8:17	9:29	-1:12	14:55	15:56	-1:00	17:55	20:29	-2:34	17:57	19:04	-1:07	19:21	18:47	0:33	21:00	20:52	0:08	16:51	19:02	-2:11
Potential (000)	49.7	49.7	0.0	6.6	6.4	0.2	12.7	12.9	-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	10.1	10.5	-0.4
Sample	804	822	-18	104	110	-6	188	188	0	207	222	-15	344	360	-16	242	249	-7	207	202	5	167	173	-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 3 2017

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

Survey Comparisons: 2/2017 - 3/2017

This 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

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

	This	Last	+/-
Potential (000)	49.7	49.7	0.0
Sample Size	804	822	-18

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

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