



## ROTORUA COMMERCIAL RADIO - SURVEY 1 2018

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

Survey Comparisons: 4/2017 - 1/2018

This Survey Period: Sun Apr 9 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Apr 7 2018

Last Survey Period: Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 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	7.6	6.1	1.5	6	7.4	2.5	4.9	3.5	1.2	2.3	6.4	6.0	0.4	8.1	6.7	1.4	10.7	9.9	0.8	8.7	8.4	0.3	11.7	8.9	2.8
Coast	10.3	9.8	0.5	2	0.7	0.9	-0.2	3.3	2.5	0.8	4.0	3.3	0.7	4.2	3.9	0.3	13.3	10.3	3.0	22.8	22.4	0.4	6.6	6.2	0.4
Edge	5.4	6.7	-1.3	9	10.8	18.3	-7.5	13.0	13.4	-0.4	6.5	9.2	-2.7	6.1	7.4	-1.3	3.0	2.5	0.5	0.7	0.6	0.1	8.1	9.9	-1.8
Flava	9.4	10.8	-1.4	4	21.3	23.0	-1.7	24.6	26.8	-2.2	14.7	18.9	-4.2	10.5	12.8	-2.3	1.8	1.4	0.4	1.1	0.7	0.4	13.2	20.9	-7.7
Life FM	0.4	0.5	-0.1	19	2.4	0.1	2.3	0.2	2.0	-1.8	0.5	1.5	-1.0	0.3	1.0	-0.7	*	*	*	*	*	*	*	*	*
Magic	11.0	11.3	-0.3	1	1.2	*	*	0.2	0.4	-0.2	2.8	1.2	1.6	3.6	2.3	1.3	12.9	12.9	0.0	24.6	28.2	-3.6	6.0	3.4	2.6
Mai FM	3.5	3.1	0.4	14	3.5	2.6	0.9	8.7	7.2	1.5	7.9	7.1	0.8	5.9	5.1	0.8	0.9	0.8	0.1	0.1	0.1	0.0	2.9	2.7	0.2
More FM	6.4	4.9	1.5	7	8.4	11.3	-2.9	6.7	3.8	2.9	5.3	3.4	1.9	9.3	7.4	1.9	10.1	8.7	1.4	2.8	1.2	1.6	9.9	6.6	3.3
Newstalk ZB	5.8	5.3	0.5	8	0.3	0.4	-0.1	0.7	0.5	0.2	0.4	0.4	0.0	0.8	0.7	0.1	1.4	2.0	-0.6	9.2	6.7	2.5	1.1	1.0	0.1
Radio Hauraki	1.2	1.2	0.0	17	4.7	1.0	3.7	1.4	1.7	-0.3	1.6	2.2	-0.6	1.2	1.6	-0.4	0.3	0.4	-0.1	0.7	0.8	-0.1	0.9	0.7	0.2
RadioLIVE	3.9	3.6	0.3	11	0.8	*	*	1.3	0.7	0.6	1.3	0.8	0.5	2.2	1.6	0.6	3.6	2.8	0.8	4.9	4.3	0.6	3.1	2.1	1.0
Radio Sport	2.0	1.7	0.3	15	0.8	*	*	*	*	*	0.3	0.1	0.2	1.5	1.1	0.4	3.9	3.7	0.2	3.4	3.1	0.3	0.8	0.6	0.2
Rhema	0.8	0.9	-0.1	18	0.8	2.5	-1.7	0.1	0.6	-0.5	1.9	0.4	1.5	1.3	0.8	0.5	0.5	1.4	-0.9	0.5	0.9	-0.4	0.7	1.7	-1.0
Rock	7.9	6.7	1.2	5	13.4	13.5	-0.1	13.1	14.2	-1.1	14.6	10.9	3.7	11.5	8.7	2.8	2.7	2.8	-0.1	0.4	0.5	-0.1	6.3	4.6	1.7
Te Arawa FM	1.3	1.0	0.3	16	1.0	0.3	0.7	0.2	0.7	-0.5	0.5	1.0	-0.5	0.9	1.1	-0.2	3.0	1.6	1.4	2.4	1.2	1.2	0.8	1.4	-0.6
The Heat	3.6	4.6	-1.0	13	6.6	3.1	3.5	3.9	4.0	-0.1	8.9	7.9	1.0	6.4	7.7	-1.3	0.6	5.9	-5.3	*	2.2	*	5.6	7.9	-2.3
The Hits	4.4	6.9	-2.5	10	4.3	8.8	-4.5	5.0	4.3	0.7	5.6	8.0	-2.4	6.2	8.7	-2.5	5.4	9.2	-3.8	2.3	6.2	-3.9	7.2	5.5	1.7
The Sound	9.6	9.1	0.5	3	0.8	0.7	0.1	4.5	4.4	0.1	8.2	7.6	0.6	11.9	12.6	-0.7	21.5	19.2	2.3	14.0	10.3	3.7	5.8	5.7	0.1
ZM	3.7	4.0	-0.3	12	5.7	7.8	-2.1	6.9	8.1	-1.2	5.9	6.7	-0.8	5.9	6.1	-0.2	3.2	2.9	0.3	0.2	0.3	-0.1	6.9	7.4	-0.5
Others	1.8	2.1	-0.3		5.1	3.1	2.0	2.6	3.6	-1.0	2.6	3.3	-0.7	2.3	2.6	-0.3	1.2	1.6	-0.4	0.9	1.7	-0.8	2.5	2.7	-0.2
Mediaworks Combo	55.2	51.4	3.8		46.4	49.0	-2.6	51.1	45.2	5.9	53.0	46.2	6.8	58.5	51.9	6.6	65.4	59.6	5.8	56.3	53.7	2.6	53.6	44.0	9.6
NZME Combo	37.0	39.6	-2.6		37.7	41.9	-4.2	42.2	44.0	-1.8	32.9	39.7	-6.8	30.5	34.9	-4.4	29.1	29.9	-0.8	39.9	40.3	-0.4	36.8	42.4	-5.6
Potential (000)	53.9	49.7	4.2		7.2	6.4	0.8	14.1	12.9	1.2	15.6	14.1	1.5	23.5	21.8	1.7	15.4	14.4	1.0	13.0	11.8	1.2	11.2	9.8	1.4
Sample	801	817	-16		104	95	9	200	205	-5	210	212	-2	322	347	-25	210	248	-38	215	220	-5	161	167	-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 or (from S1 2018) internet only listening to George FM

NZME Combo: Coast or Flava or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or (from S1 2018) internet only listening to Hokonui or Mix



# ROTORUA COMMERCIAL RADIO - SURVEY 1 2018

Station Share (%) by Daypart, People 10+  
Survey Comparisons: 4/2017 - 1/2018

This Survey Period: Sun Apr 9 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Apr 7 2018  
Last Survey Period: Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017

	This	Last	+/-
Potential (000)	53.9	49.7	4.2
Sample Size	801	817	-16

	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	7.1	6.4	0.7	5	9.3	6.0	3.3		7.6	6.5	1.1		8.6	6.8	1.8		3.4	3.9	-0.5		1.8	3.9	-2.1		8.3	6.4	1.9	
Coast	8.9	10.5	-1.6	3	11.3	11.1	0.2		11.0	10.0	1.0		8.8	8.4	0.4		11.3	5.9	5.4		4.9	5.9	-1.0		11.5	10.3	1.2	
Edge	6.4	7.1	-0.7	7	4.3	6.6	-2.3		5.3	7.5	-2.2		5.6	7.2	-1.6		3.3	2.7	0.6		7.7	8.7	-1.0		5.5	6.3	-0.8	
Flava	10.1	10.5	-0.4	2	8.7	11.0	-2.3		8.2	10.5	-2.3		12.3	10.9	1.4		7.0	10.0	-3.0		10.2	14.8	-4.6		9.6	10.5	-0.9	
Life FM	0.6	*	*	19	0.1	0.2	-0.1		*	0.8	*		1.0	0.8	0.2		1.0	*	*		*	*	*		0.3	0.7	-0.4	
Magic	10.2	10.8	-0.6	1	11.6	10.8	0.8		12.1	10.2	1.9		8.1	7.8	0.3		9.5	9.9	-0.4		4.1	6.5	-2.4		13.0	15.3	-2.3	
Mai FM	2.9	2.5	0.4	14	4.0	3.9	0.1		2.6	2.8	-0.2		3.5	2.2	1.3		6.7	5.7	1.0		2.7	2.9	-0.2		3.5	2.9	0.6	
More FM	5.9	4.3	1.6	10	8.0	5.3	2.7		8.0	5.0	3.0		6.4	4.8	1.6		3.4	3.8	-0.4		3.6	3.5	0.1		5.7	5.3	0.4	
Newstalk ZB	7.0	6.0	1.0	6	4.2	4.9	-0.7		3.6	4.1	-0.5		2.5	2.3	0.2		13.9	10.1	3.8		14.6	14.7	-0.1		5.8	5.0	0.8	
Radio Hauraki	1.5	1.1	0.4	16	0.7	1.0	-0.3		1.1	2.0	-0.9		0.9	1.4	-0.5		3.5	0.4	3.1		0.4	1.1	-0.7		1.2	0.8	0.4	
RadioLIVE	6.4	4.7	1.7	7	2.9	3.2	-0.3		1.3	1.3	0.0		3.5	3.1	0.4		8.5	9.5	-1.0		7.0	9.2	-2.2		3.2	3.0	0.2	
Radio Sport	2.7	2.0	0.7	15	2.1	1.6	0.5		1.0	0.6	0.4		1.9	2.0	-0.1		0.9	0.9	0.0		0.8	0.6	0.2		2.7	2.5	0.2	
Rhema	1.5	1.1	0.4	16	0.8	0.3	0.5		0.5	0.2	0.3		0.8	1.5	-0.7		*	2.2	*		0.6	0.4	0.2		0.8	1.2	-0.4	
Rock	6.4	6.0	0.4	7	8.6	5.4	3.2		9.7	7.5	2.2		8.2	10.5	-2.3		8.1	6.9	1.2		13.1	8.0	5.1		6.0	5.6	0.4	
Te Arawa FM	1.4	1.3	0.1	18	0.4	0.7	-0.3		1.4	1.2	0.2		1.7	1.1	0.6		1.4	0.7	0.7		3.2	0.8	2.4		1.3	0.7	0.6	
The Heat	3.2	5.5	-2.3	13	3.9	4.4	-0.5		3.9	3.6	0.3		2.6	4.1	-1.5		1.6	10.1	-8.5		13.4	3.9	9.5		2.6	4.1	-1.5	
The Hits	4.0	5.4	-1.4	12	3.3	7.7	-4.4		4.8	9.6	-4.8		6.3	7.5	-1.2		3.3	4.8	-1.5		5.6	7.2	-1.6		4.6	5.4	-0.8	
The Sound	8.2	7.6	0.6	4	11.8	10.7	1.1		12.8	11.0	1.8		9.5	10.5	-1.0		3.4	4.4	-1.0		4.3	4.5	-0.2		8.8	8.4	0.4	
ZM	5.1	6.0	-0.9	11	3.4	4.0	-0.6		2.9	3.2	-0.3		5.3	5.1	0.2		1.8	1.5	0.3		1.9	2.7	-0.8		3.6	3.5	0.1	
Others	0.4	1.3	-0.9		0.7	1.2	-0.5		1.9	2.3	-0.4		2.7	1.9	0.8		8.0	6.6	1.4		0.1	0.8	-0.7		2.1	2.2	-0.1	
Mediaworks Combo	53.7	49.4	4.3		60.5	51.8	8.7		59.5	51.7	7.8		53.3	53.0	0.3		46.4	46.8	-0.4		44.3	47.2	-2.9		54.0	53.1	0.9	
NZME Combo	39.3	41.4	-2.1		33.7	41.3	-7.6		32.8	40.1	-7.3		37.9	37.5	0.4		41.7	33.7	8.0		38.4	46.9	-8.5		39.1	38.0	1.1	

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Mediaworks Combo: Breeze or Edge or Magic or Mai FM or More FM or RadioLIVE or Rock or The Sound or (from S1 2018) internet only listening to George FM  
NZME Combo: Coast or Flava or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or (from S1 2018) internet only listening to Hokonui or Mix



## ROTORUA COMMERCIAL RADIO - SURVEY 1 2018

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

Survey Comparisons: 4/2017 - 1/2018

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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	5.3	4.4	0.9	6	0.5	0.3	0.2	0.8	0.6	0.2	1.6	1.1	0.5	2.6	2.1	0.5	2.1	2.0	0.1	1.5	1.5	0.0	1.7	1.1	0.6
Coast	6.6	5.9	0.7	3	0.2	0.2	0.0	0.5	0.4	0.1	1.0	0.7	0.3	2.2	1.9	0.3	2.9	2.8	0.1	3.3	3.0	0.3	1.3	1.2	0.1
Edge	8.5	8.0	0.5	2	1.7	1.7	0.0	3.8	3.5	0.3	3.1	2.9	0.2	4.4	4.0	0.4	1.6	1.2	0.4	0.5	0.4	0.1	2.5	2.1	0.4
Flava	8.9	8.3	0.6	1	1.9	1.4	0.5	4.6	4.6	0.0	4.1	3.7	0.4	4.4	4.2	0.2	0.9	0.8	0.1	0.7	0.5	0.2	2.5	2.4	0.1
Life FM	0.6	0.2	0.4	19	0.2	0.1	0.1	0.2	0.1	0.1	0.2	0.1	0.1	0.3	0.2	0.1	0.1	0.1	0.0	*	*	*	*	*	*
Magic	4.9	4.8	0.1	8	0.1	*	*	0.3	0.2	0.1	0.6	0.6	0.0	1.3	1.4	-0.1	1.9	2.1	-0.2	2.6	2.8	-0.2	0.8	0.8	0.0
Mai FM	3.9	3.8	0.1	10	0.4	0.3	0.1	2.4	2.2	0.2	2.3	2.3	0.0	2.6	2.6	0.0	0.5	0.4	0.1	0.1	0.1	0.0	1.2	1.2	0.0
More FM	4.4	4.0	0.4	9	0.7	0.9	-0.2	1.2	1.2	0.0	1.4	1.2	0.2	2.1	1.9	0.2	1.4	1.1	0.3	1.0	0.5	0.5	1.4	1.0	0.4
Newstalk ZB	2.9	2.7	0.2	14	0.1	0.1	0.0	0.3	0.2	0.1	0.3	0.2	0.1	0.7	0.5	0.2	0.6	0.6	0.0	1.1	1.1	0.0	0.4	0.3	0.1
Radio Hauraki	1.5	1.5	0.0	17	0.2	0.1	0.1	0.3	0.4	-0.1	0.9	0.8	0.1	1.0	1.0	0.0	0.2	0.4	-0.2	0.2	0.3	-0.1	0.2	0.1	0.1
RadioLIVE	3.1	2.3	0.8	13	0.2	*	*	0.3	0.1	0.2	0.5	0.3	0.2	1.0	0.7	0.3	1.1	0.9	0.2	1.3	1.0	0.3	0.6	0.5	0.1
Radio Sport	2.0	1.4	0.6	16	0.1	*	*	0.1	0.1	0.0	0.4	0.2	0.2	0.9	0.6	0.3	0.8	0.8	0.0	0.8	0.7	0.1	0.4	0.2	0.2
Rhema	0.9	0.8	0.1	18	0.1	0.1	0.0	0.1	0.1	0.0	0.5	0.2	0.3	0.6	0.4	0.2	0.3	0.4	-0.1	0.3	0.3	0.0	0.3	0.2	0.1
Rock	5.6	4.9	0.7	4	0.6	0.7	-0.1	2.6	2.2	0.4	3.2	2.8	0.4	3.8	3.3	0.5	0.8	0.6	0.2	0.3	0.2	0.1	1.1	0.8	0.3
Te Arawa FM	2.5	1.9	0.6	15	0.3	0.1	0.2	0.1	0.1	0.0	0.3	0.4	-0.1	0.8	0.8	0.0	1.5	1.0	0.5	1.1	0.9	0.2	0.4	0.4	0.0
The Heat	3.6	3.8	-0.2	11	0.7	0.5	0.2	1.5	1.4	0.1	2.2	2.1	0.1	2.5	2.7	-0.2	0.3	0.8	-0.5	0.1	0.1	0.0	0.9	1.1	-0.2
The Hits	5.0	5.4	-0.4	7	0.6	1.1	-0.5	1.5	1.4	0.1	1.9	2.0	-0.1	2.9	3.0	-0.1	1.6	1.6	0.0	0.8	0.8	0.0	1.9	1.4	0.5
The Sound	5.5	5.7	-0.2	5	0.3	0.2	0.1	1.1	1.0	0.1	1.9	2.0	-0.1	3.5	3.9	-0.4	2.8	2.9	-0.1	1.6	1.4	0.2	1.0	1.2	-0.2
ZM	3.2	3.9	-0.7	12	0.7	0.9	-0.2	1.3	1.7	-0.4	1.4	1.5	-0.1	1.8	2.0	-0.2	0.6	0.7	-0.1	0.2	0.2	0.0	1.1	1.2	-0.1
Others	2.2	2.8	-0.6		0.3	0.2	0.1	1.0	1.2	-0.2	0.8	1.3	-0.5	1.3	1.7	-0.4	0.7	0.8	-0.1	0.3	0.5	-0.2	0.5	0.6	-0.1
Mediaworks Combo	27.6	26.2	1.4		3.0	2.8	0.2	7.8	7.4	0.4	9.3	8.3	1.0	13.6	12.8	0.8	8.3	8.2	0.1	6.7	6.1	0.6	6.4	5.6	0.8
NZME Combo	23.7	22.8	0.9		3.1	3.0	0.1	6.4	6.4	0.0	7.5	6.9	0.6	10.7	10.3	0.4	6.3	6.1	0.2	5.8	5.1	0.7	6.3	5.7	0.6
All Commercial Radio	38.6	37.0	1.6		4.5	4.4	0.1	10.0	9.6	0.4	12.6	11.3	1.3	18.5	17.4	1.1	11.4	11.2	0.2	9.6	8.9	0.7	8.8	8.0	0.8
Potential (000)	53.9	49.7	4.2		7.2	6.4	0.8	14.1	12.9	1.2	15.6	14.1	1.5	23.5	21.8	1.7	15.4	14.4	1.0	13.0	11.8	1.2	11.2	9.8	1.4
Sample	801	817	-16		104	95	9	200	205	-5	210	212	-2	322	347	-25	210	248	-38	215	220	-5	161	167	-6

Mediaworks Combo: Breeze or Edge or Magic or Mai FM or More FM or RadioLIVE or Rock or The Sound or (from S1 2018) internet only listening to George FM

NZME Combo: Coast or Flava or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or (from S1 2018) internet only listening to Hokonui or Mix



## ROTORUA COMMERCIAL RADIO - SURVEY 1 2018

Cumulative Audience (000's) by Daypart, People 10+  
Survey Comparisons: 4/2017 - 1/2018

This Survey Period: Sun Apr 9 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Apr 7 2018  
Last Survey Period: Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017

	This	Last	+/-
Potential (000)	53.9	49.7	4.2
Sample Size	801	817	-16

	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	2.8	2.3	0.5	5	2.6	1.8	0.8		3.0	2.1	0.9		2.7	2.1	0.6		0.5	0.7	-0.2		0.3	0.6	-0.3		3.4	2.8	0.6	
Coast	3.2	3.1	0.1	4	3.3	2.8	0.5		3.6	2.9	0.7		3.2	3.0	0.2		1.2	0.8	0.4		0.8	0.9	-0.1		4.2	3.6	0.6	
Edge	4.1	4.1	0.0	2	3.3	3.4	-0.1		4.0	3.7	0.3		3.0	2.7	0.3		1.3	0.8	0.5		1.1	1.0	0.1		4.8	4.5	0.3	
Flava	4.7	4.7	0.0	1	3.8	3.7	0.1		4.7	4.8	-0.1		4.2	3.7	0.5		2.0	2.2	-0.2		1.0	1.1	-0.1		5.3	5.2	0.1	
Life FM	0.4	0.1	0.3	19	0.1	0.1	0.0		0.1	0.1	0.0		0.4	0.2	0.2		0.3	*	*		*	*	*		0.2	0.2	0.0	
Magic	2.8	2.7	0.1	5	2.8	2.7	0.1		2.9	2.7	0.2		2.6	2.5	0.1		1.3	1.3	0.0		0.7	0.6	0.1		3.8	3.9	-0.1	
Mai FM	1.3	1.2	0.1	14	1.6	1.4	0.2		2.2	2.2	0.0		1.4	1.1	0.3		0.7	0.6	0.1		0.3	0.3	0.0		1.9	2.0	-0.1	
More FM	2.0	2.0	0.0	10	1.8	1.4	0.4		2.7	2.0	0.7		1.9	1.7	0.2		0.6	0.5	0.1		0.5	0.4	0.1		2.5	2.3	0.2	
Newstalk ZB	1.9	1.7	0.2	11	1.5	1.5	0.0		1.2	1.2	0.0		1.0	1.0	0.0		1.3	1.0	0.3		1.0	0.9	0.1		1.8	1.7	0.1	
Radio Hauraki	0.5	0.6	-0.1	18	0.4	0.6	-0.2		0.4	0.8	-0.4		0.6	0.8	-0.2		0.3	0.1	0.2		0.1	0.2	-0.1		0.7	0.6	0.1	
RadioLIVE	1.9	1.3	0.6	11	1.3	1.1	0.2		1.2	1.0	0.2		1.0	0.9	0.1		1.0	0.9	0.1		0.6	0.5	0.1		2.0	1.4	0.6	
Radio Sport	1.0	0.7	0.3	16	0.9	0.6	0.3		0.8	0.6	0.2		0.9	0.8	0.1		0.3	0.3	0.0		0.1	0.1	0.0		1.7	1.1	0.6	
Rhema	0.6	0.4	0.2	17	0.2	0.2	0.0		0.3	0.2	0.1		0.3	0.3	0.0		*	0.2	*		0.1	0.1	0.0		0.8	0.7	0.1	
Rock	2.7	2.5	0.2	7	2.8	2.0	0.8		3.4	2.9	0.5		2.8	2.8	0.0		1.1	1.3	-0.2		0.7	0.4	0.3		3.0	2.7	0.3	
Te Arawa FM	1.2	1.0	0.2	15	0.5	0.6	-0.1		0.9	0.7	0.2		0.8	0.6	0.2		0.7	0.4	0.3		0.4	0.2	0.2		1.5	1.0	0.5	
The Heat	1.7	2.0	-0.3	13	1.9	2.1	-0.2		2.4	2.5	-0.1		1.5	2.3	-0.8		0.5	1.0	-0.5		0.7	0.4	0.3		1.5	1.6	-0.1	
The Hits	2.1	2.4	-0.3	8	1.7	2.1	-0.4		2.4	2.5	-0.1		2.0	2.2	-0.2		0.8	0.8	0.0		0.5	0.7	-0.2		3.3	3.1	0.2	
The Sound	3.4	3.1	0.3	3	2.9	2.6	0.3		3.1	3.1	0.0		2.8	3.0	-0.2		0.6	0.7	-0.1		0.9	0.9	0.0		3.6	3.5	0.1	
ZM	2.1	2.3	-0.2	8	1.4	1.3	0.1		1.6	1.9	-0.3		1.8	1.9	-0.1		0.6	0.4	0.2		0.2	0.2	0.0		2.3	2.3	0.0	
Others	0.5	1.0	-0.5		0.6	0.9	-0.3		0.9	1.0	-0.1		0.9	0.9	0.0		0.7	0.9	-0.2		0.1	0.3	-0.2		1.5	1.7	-0.2	
Mediaworks Combo	16.4	16.0	0.4		15.5	13.9	1.6		17.5	15.8	1.7		15.6	14.4	1.2		6.6	6.3	0.3		4.3	3.9	0.4		20.5	19.4	1.1	
NZME Combo	13.8	14.0	-0.2		11.4	10.9	0.5		13.1	13.1	0.0		12.5	11.8	0.7		6.4	5.3	1.1		3.6	3.6	0.0		17.1	15.7	1.4	
All Commercial Radio	27.5	27.7	-0.2		23.9	22.6	1.3		27.7	25.8	1.9		25.8	24.2	1.6		13.2	12.1	1.1		7.7	7.0	0.7		31.8	30.1	1.7	

Mediaworks Combo: Breeze or Edge or Magic or Mai FM or More FM or RadioLIVE or Rock or The Sound or (from S1 2018) internet only listening to George FM  
NZME Combo: Coast or Flava or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or (from S1 2018) internet only listening to Hokonui or Mix



## ROTORUA COMMERCIAL RADIO - SURVEY 1 2018

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

Survey Comparisons: 4/2017 - 1/2018

This Survey Period: Sun Apr 9 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Apr 7 2018

Last Survey Period: Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 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	10:21	9:02	1:18	8:35	3:17	5:17	6:37	2:48	3:48	9:15	10:52	-1:37	10:17	9:44	0:33	11:06	10:16	0:49	11:57	11:05	0:51	10:13	10:27	-0:14
Coast	11:15	10:49	0:26	1:47	1:43	0:03	9:31	9:14	0:16	9:14	9:19	-0:04	6:32	6:10	0:21	9:49	7:43	2:06	14:32	14:41	-0:08	7:15	6:40	0:34
Edge	4:37	5:28	-0:51	3:36	4:12	-0:35	5:25	5:40	-0:15	4:47	6:11	-1:24	4:41	5:43	-1:02	4:11	4:15	-0:03	3:11	3:12	-0:01	4:48	5:53	-1:05
Flava	7:43	8:24	-0:41	6:31	6:22	0:08	8:31	8:39	-0:08	8:14	9:59	-1:45	7:56	9:14	-1:18	4:02	3:29	0:32	3:19	2:54	0:24	7:45	10:50	-3:05
Life FM	4:13	12:26	-8:13	5:56	0:45	5:11	1:28	27:00	-25:31	4:46	27:00	-22:13	3:38	15:47	-12:09	0:45	0:45	0:00	*	*	*	0:45	0:45	0:00
Magic	16:26	15:14	1:12	9:45	*	*	1:32	2:40	-1:08	10:47	4:08	6:38	9:04	5:10	3:53	14:37	12:35	2:01	20:03	19:49	0:14	11:10	5:29	5:40
Mai FM	6:23	5:19	1:04	4:34	3:12	1:21	5:41	4:45	0:55	7:57	6:12	1:45	7:34	6:04	1:29	3:57	3:56	0:01	1:30	1:30	0:00	3:26	2:53	0:33
More FM	10:43	7:59	2:43	6:38	4:53	1:44	9:12	4:42	4:29	8:37	5:36	3:00	14:59	12:14	2:44	15:26	16:40	-1:14	5:47	4:38	1:08	10:17	8:26	1:50
Newstalk ZB	14:40	12:46	1:54	2:30	1:22	1:07	3:32	4:18	-0:45	3:16	3:26	-0:09	4:05	4:24	-0:18	4:51	6:55	-2:03	16:36	11:34	5:01	4:18	4:17	0:01
Radio Hauraki	5:56	5:11	0:44	11:45	3:15	8:30	6:33	5:58	0:35	4:14	5:32	-1:18	4:00	4:47	-0:47	2:18	2:08	0:10	6:36	6:12	0:24	7:05	6:53	0:11
RadioLIVE	9:02	9:58	-0:55	2:19	*	*	7:43	8:22	-0:39	5:23	5:21	0:02	7:25	6:50	0:34	6:47	6:09	0:37	7:59	8:50	-0:51	7:02	5:28	1:33
Radio Sport	7:21	7:52	-0:31	3:30	*	*	0:30	0:30	0:00	2:05	1:23	0:41	5:49	5:50	-0:01	10:40	10:13	0:27	9:24	9:14	0:10	3:31	4:15	-0:43
Rhema	6:09	7:35	-1:26	3:30	18:15	-14:45	3:06	7:15	-4:08	8:26	4:02	4:23	7:53	6:33	1:19	3:33	6:46	-3:12	3:49	6:03	-2:13	3:20	8:52	-5:31
Rock	10:20	8:56	1:24	11:52	7:23	4:29	8:01	9:25	-1:23	10:19	7:49	2:30	10:01	8:08	1:53	7:13	9:53	-2:40	2:45	5:30	-2:44	8:37	7:40	0:56
Te Arawa FM	3:54	3:12	0:41	2:04	1:15	0:49	2:30	6:29	-3:59	3:27	4:55	-1:28	3:35	4:23	-0:48	4:29	3:19	1:09	4:20	2:34	1:46	2:35	4:03	-1:27
The Heat	7:15	7:52	-0:37	5:26	2:14	3:12	4:10	4:05	0:04	9:07	7:28	1:38	8:34	8:38	-0:03	3:46	15:36	-11:50	0:22	29:38	-29:15	8:58	9:17	-0:19
The Hits	6:28	8:18	-1:50	3:48	3:14	0:33	5:08	4:29	0:38	6:53	7:58	-1:04	7:14	8:54	-1:40	7:02	12:10	-5:08	5:54	15:42	-9:47	5:29	5:03	0:26
The Sound	12:36	10:20	2:15	1:37	1:16	0:20	6:48	6:33	0:15	9:57	7:21	2:36	11:31	9:53	1:38	16:30	13:42	2:48	17:42	14:22	3:19	8:29	6:01	2:28
ZM	8:26	6:43	1:42	4:24	3:26	0:58	8:20	7:09	1:11	9:54	8:32	1:21	11:16	9:18	1:57	12:04	8:32	3:31	3:01	2:06	0:54	9:23	7:51	1:31
Others	5:57	4:43	1:14	11:38	4:59	6:38	4:14	4:37	-0:22	7:13	5:05	2:07	5:57	4:38	1:18	4:00	4:14	-0:13	5:42	6:00	-0:17	7:58	5:16	2:42
Mediaworks Combo	14:33	12:44	1:48	8:59	6:45	2:13	10:21	8:56	1:25	12:54	10:58	1:55	14:20	12:22	1:58	16:56	15:10	1:45	17:24	17:03	0:20	12:12	9:46	2:25
NZME Combo	11:20	11:19	0:00	7:02	5:22	1:39	10:27	10:08	0:18	9:56	11:22	-1:26	9:29	10:20	-0:50	9:59	10:17	-0:18	14:21	15:22	-1:01	8:36	9:22	-0:45
All Commercial Radio	18:49	17:34	1:15	12:37	8:45	3:51	15:51	15:22	0:28	18:01	17:29	0:32	18:07	17:31	0:35	18:52	18:36	0:15	21:42	21:50	-0:07	16:36	15:38	0:57
Potential (000)	53.9	49.7	4.2	7.2	6.4	0.8	14.1	12.9	1.2	15.6	14.1	1.5	23.5	21.8	1.7	15.4	14.4	1.0	13.0	11.8	1.2	11.2	9.8	1.4
Sample	801	817	-16	104	95	9	200	205	-5	210	212	-2	322	347	-25	210	248	-38	215	220	-5	161	167	-6

Mediaworks Combo: Breeze or Edge or Magic or Mai FM or More FM or RadioLIVE or Rock or The Sound or (from S1 2018) internet only listening to George FM

NZME Combo: Coast or Flava or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or (from S1 2018) internet only listening to Hokonui or Mix

# ROTORUA COMMERCIAL RADIO - SURVEY 1 2018

Average Time Spent Listening (hh:mm) by Daypart, People 10+  
 Survey Comparisons: 4/2017 - 1/2018

This Survey Period: Sun Apr 9 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Apr 7 2018

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

	This	Last	+/-
Potential (000)	53.9	49.7	4.2
Sample Size	801	817	-16

	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	3:13	2:58	0:15	4:25	3:45	0:39	3:41	4:05	-0:23	2:23	2:15	0:08	2:48	2:15	0:32	1:54	1:31	0:22	4:21	3:42	0:39
Coast	3:32	3:41	-0:08	4:11	4:32	-0:20	4:24	4:36	-0:11	2:06	1:57	0:08	3:58	2:39	1:19	1:55	1:34	0:20	4:53	4:40	0:12
Edge	1:58	1:54	0:04	1:36	2:14	-0:38	1:54	2:46	-0:51	1:25	1:50	-0:24	1:06	1:16	-0:09	2:14	2:07	0:07	2:04	2:17	-0:12
Flava	2:42	2:26	0:15	2:52	3:26	-0:33	2:34	2:57	-0:23	2:14	2:02	0:11	1:29	1:43	-0:14	3:22	3:10	0:12	3:15	3:18	-0:03
Life FM	2:09	0:30	1:39	0:57	1:47	-0:50	0:24	10:00	-9:35	1:51	3:24	-1:33	1:15	*	*	*	*	*	2:36	6:43	-4:07
Magic	4:33	4:16	0:16	5:09	4:40	0:28	6:08	5:05	1:03	2:18	2:11	0:07	3:11	2:55	0:16	1:51	2:31	-0:40	6:09	6:23	-0:14
Mai FM	2:50	2:15	0:34	3:07	3:10	-0:03	1:45	1:42	0:02	1:52	1:21	0:30	4:17	3:52	0:24	2:53	2:02	0:50	3:22	2:25	0:57
More FM	3:43	2:24	1:19	5:33	4:20	1:12	4:23	3:22	1:00	2:30	1:56	0:33	2:28	2:36	-0:08	2:04	2:07	-0:03	4:03	3:50	0:13
Newstalk ZB	4:38	3:53	0:45	3:28	3:42	-0:14	4:26	4:23	0:03	1:57	1:31	0:25	4:48	3:53	0:55	4:32	3:47	0:44	5:43	4:54	0:48
Radio Hauraki	3:52	1:53	1:58	2:04	2:02	0:01	3:43	3:15	0:28	1:01	1:10	-0:09	4:27	1:18	3:08	1:00	1:31	-0:31	3:14	2:17	0:56
RadioLIVE	4:22	3:51	0:30	2:44	3:18	-0:33	1:38	1:40	-0:01	2:38	2:31	0:06	3:49	3:50	-0:01	3:52	4:18	-0:26	2:55	3:28	-0:33
Radio Sport	3:22	3:13	0:09	2:58	3:06	-0:07	1:48	1:26	0:21	1:31	1:46	-0:14	1:14	1:09	0:05	5:00	2:15	2:45	2:55	3:49	-0:53
Rhema	3:03	2:37	0:26	4:51	1:57	2:53	2:05	1:20	0:45	2:03	3:26	-1:22	*	4:03	*	1:15	1:15	0:00	1:55	2:48	-0:53
Rock	3:03	2:36	0:26	3:49	3:03	0:45	4:08	3:25	0:43	2:15	2:36	-0:21	3:14	2:03	1:10	5:39	4:44	0:54	3:33	3:17	0:15
Te Arawa FM	1:30	1:24	0:05	1:00	1:23	-0:22	2:16	2:28	-0:11	1:33	1:11	0:21	0:47	0:40	0:07	2:26	0:57	1:28	1:34	1:08	0:25
The Heat	2:22	2:58	-0:35	2:28	2:24	0:03	2:24	1:57	0:27	1:16	1:14	0:01	1:30	3:55	-2:24	6:15	2:25	3:50	3:00	4:11	-1:11
The Hits	2:23	2:24	-0:00	2:18	4:13	-1:54	2:58	5:09	-2:10	2:21	2:18	0:03	1:45	2:10	-0:25	3:31	2:38	0:53	2:27	2:48	-0:21
The Sound	3:07	2:42	0:25	5:04	4:37	0:26	5:57	4:49	1:07	2:33	2:26	0:07	2:19	2:21	-0:02	1:33	1:15	0:18	4:21	3:51	0:30
ZM	3:11	2:46	0:24	2:56	3:35	-0:39	2:40	2:20	0:19	2:12	1:48	0:24	1:23	1:16	0:07	2:47	2:52	-0:04	2:48	2:28	0:20
Others	1:00	1:20	-0:20	1:32	1:34	-0:02	3:01	2:58	0:03	2:19	1:31	0:47	4:45	2:41	2:03	0:32	0:41	-0:09	2:28	2:01	0:26
Mediaworks Combo	4:09	3:20	0:49	4:49	4:17	0:32	4:57	4:24	0:32	2:35	2:31	0:04	3:01	2:48	0:13	3:14	2:52	0:22	4:43	4:27	0:16
NZME Combo	3:37	3:13	0:24	3:40	4:19	-0:39	3:39	4:08	-0:29	2:17	2:10	0:06	2:49	2:23	0:25	3:22	3:05	0:17	4:05	3:56	0:08
All Commercial Radio	4:37	3:55	0:41	5:11	5:05	0:06	5:16	5:13	0:02	2:56	2:50	0:06	3:17	3:07	0:09	4:06	3:24	0:41	5:38	5:23	0:14

Mediaworks Combo: Breeze or Edge or Magic or Mai FM or More FM or RadioLIVE or Rock or The Sound or (from S1 2018) internet only listening to George FM  
 NZME Combo: Coast or Flava or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or (from S1 2018) internet only listening to Hokonui or Mix