



## ROTORUA COMMERCIAL RADIO - SURVEY 2 2018

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

Survey Comparisons: 1/2018 - 2/2018

This Survey Period: Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 2018

Last 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

	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	8.0	7.6	0.4	6	9.5	7.4	2.1		3.1	3.5	-0.4		3.1	6.4	-3.3		7.8	8.1	-0.3		14.6	10.7	3.9		10.0	8.7	1.3		9.0	11.7	-2.7	
Coast	10.8	10.3	0.5	1	1.3	0.7	0.6		3.7	3.3	0.4		3.9	4.0	-0.1		4.1	4.2	-0.1		10.3	13.3	-3.0		22.3	22.8	-0.5		5.9	6.6	-0.7	
Edge	4.6	5.4	-0.8	10	9.0	10.8	-1.8		11.4	13.0	-1.6		6.9	6.5	0.4		5.9	6.1	-0.2		2.3	3.0	-0.7		0.9	0.7	0.2		8.0	8.1	-0.1	
Flava	8.2	9.4	-1.2	5	25.3	21.3	4.0		20.6	24.6	-4.0		11.7	14.7	-3.0		8.3	10.5	-2.2		1.6	1.8	-0.2		0.9	1.1	-0.2		12.5	13.2	-0.7	
Life FM	0.4	0.4	0.0	19	2.0	2.4	-0.4		0.5	0.2	0.3		0.7	0.5	0.2		0.4	0.3	0.1		*	*	*		*	*	*		*	*	*	
Magic	9.2	11.0	-1.8	3	1.3	1.2	0.1		0.1	0.2	-0.1		2.4	2.8	-0.4		3.5	3.6	-0.1		10.3	12.9	-2.6		19.3	24.6	-5.3		5.6	6.0	-0.4	
Mai FM	3.6	3.5	0.1	13	2.5	3.5	-1.0		11.0	8.7	2.3		9.1	7.9	1.2		6.5	5.9	0.6		0.7	0.9	-0.2		*	0.1	*		2.4	2.9	-0.5	
More FM	5.2	6.4	-1.2	9	4.5	8.4	-3.9		6.8	6.7	0.1		5.0	5.3	-0.3		7.8	9.3	-1.5		7.6	10.1	-2.5		2.0	2.8	-0.8		8.5	9.9	-1.4	
Newstalk ZB	5.5	5.8	-0.3	8	*	0.3	*		0.5	0.7	-0.2		0.4	0.4	0.0		0.8	0.8	0.0		2.1	1.4	0.7		8.2	9.2	-1.0		3.5	1.1	2.4	
Radio Hauraki	1.8	1.2	0.6	15	6.4	4.7	1.7		1.8	1.4	0.4		3.4	1.6	1.8		2.5	1.2	1.3		0.8	0.3	0.5		0.5	0.7	-0.2		1.9	0.9	1.0	
RadioLIVE	4.6	3.9	0.7	10	0.9	0.8	0.1		1.0	1.3	-0.3		1.5	1.3	0.2		2.0	2.2	-0.2		3.4	3.6	-0.2		4.7	4.9	-0.2		4.3	3.1	1.2	
Radio Sport	1.8	2.0	-0.2	15	0.9	0.8	0.1		0.3	*	*		0.6	0.3	0.3		0.9	1.5	-0.6		2.3	3.9	-1.6		3.6	3.4	0.2		1.0	0.8	0.2	
Rhema	0.8	0.8	0.0	18	0.9	0.8	0.1		0.1	0.1	0.0		2.1	1.9	0.2		1.5	1.3	0.2		0.4	0.5	-0.1		0.3	0.5	-0.2		0.9	0.7	0.2	
Rock	8.8	7.9	0.9	4	15.7	13.4	2.3		13.3	13.1	0.2		15.9	14.6	1.3		13.0	11.5	1.5		5.5	2.7	2.8		1.9	0.4	1.5		7.3	6.3	1.0	
Te Arawa FM	1.1	1.3	-0.2	17	0.7	1.0	-0.3		0.2	0.2	0.0		0.3	0.5	-0.2		0.9	0.9	0.0		2.6	3.0	-0.4		1.8	2.4	-0.6		1.0	0.8	0.2	
The Heat	3.9	3.6	0.3	12	5.4	6.6	-1.2		5.1	3.9	1.2		7.6	8.9	-1.3		7.1	6.4	0.7		3.1	0.6	2.5		0.1	*	*		3.7	5.6	-1.9	
The Hits	6.0	4.4	1.6	7	3.4	4.3	-0.9		6.6	5.0	1.6		7.9	5.6	2.3		7.9	6.2	1.7		7.9	5.4	2.5		4.7	2.3	2.4		8.5	7.2	1.3	
The Sound	10.2	9.6	0.6	2	0.9	0.8	0.1		5.8	4.5	1.3		10.2	8.2	2.0		12.0	11.9	0.1		20.5	21.5	-1.0		15.6	14.0	1.6		8.0	5.8	2.2	
ZM	3.5	3.7	-0.2	14	3.4	5.7	-2.3		6.9	6.9	0.0		5.2	5.9	-0.7		5.1	5.9	-0.8		2.7	3.2	-0.5		1.1	0.2	0.9		4.8	6.9	-2.1	
Others	2.2	1.8	0.4		6.0	5.1	0.9		1.2	2.6	-1.4		2.2	2.6	-0.4		2.0	2.3	-0.3		1.3	1.2	0.1		1.7	0.9	0.8		3.1	2.5	0.6	
Mediaworks Combo	54.1	55.2	-1.1		44.2	46.4	-2.2		52.5	51.1	1.4		54.1	53.0	1.1		58.6	58.5	0.1		64.9	65.4	-0.5		54.6	56.3	-1.7		53.1	53.6	-0.5	
NZME Combo	37.5	37.0	0.5		40.8	37.7	3.1		40.3	42.2	-1.9		33.0	32.9	0.1		29.6	30.5	-0.9		27.7	29.1	-1.4		41.5	39.9	1.6		38.2	36.8	1.4	
Potential (000)	53.9	53.9	0.0		7.4	7.2	0.2		13.9	14.1	-0.2		15.6	15.6	0.0		23.5	23.5	0.0		15.4	15.4	0.0		13.0	13.0	0.0		10.3	11.2	-0.9	
Sample	861	801	60		101	104	-3		187	200	-13		206	210	-4		322	322	0		242	210	32		274	215	59		159	161	-2	

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 2 2018

Station Share (%) by Daypart, People 10+  
Survey Comparisons: 1/2018 - 2/2018

This Survey Period: Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 2018

Last 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

	This	Last	+/-
Potential (000)	53.9	53.9	0.0
Sample Size	861	801	60

	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	7.2	7.1	0.1	5	6.4	9.3	-2.9	5.0	7.6	-2.6	10.2	8.6	1.6	15.2	3.4	11.8	13.2	1.8	11.4	8.0	8.3	-0.3
Coast	8.7	8.9	-0.2	2	12.6	11.3	1.3	14.2	11.0	3.2	9.5	8.8	0.7	6.6	11.3	-4.7	4.0	4.9	-0.9	11.4	11.5	-0.1
Edge	6.4	6.4	0.0	9	3.9	4.3	-0.4	4.9	5.3	-0.4	5.3	5.6	-0.3	2.9	3.3	-0.4	1.6	7.7	-6.1	4.2	5.5	-1.3
Flava	8.4	10.1	-1.7	3	7.1	8.7	-1.6	7.5	8.2	-0.7	10.7	12.3	-1.6	7.2	7.0	0.2	6.8	10.2	-3.4	8.8	9.6	-0.8
Life FM	0.5	0.6	-0.1	19	0.2	0.1	0.1	*	*	*	0.9	1.0	-0.1	0.9	1.0	-0.1	*	*	*	0.3	0.3	0.0
Magic	8.3	10.2	-1.9	4	10.6	11.6	-1.0	10.7	12.1	-1.4	6.6	8.1	-1.5	6.2	9.5	-3.3	1.6	4.1	-2.5	11.4	13.0	-1.6
Mai FM	2.7	2.9	-0.2	14	3.6	4.0	-0.4	2.5	2.6	-0.1	4.3	3.5	0.8	8.0	6.7	1.3	2.3	2.7	-0.4	3.6	3.5	0.1
More FM	5.3	5.9	-0.6	11	6.1	8.0	-1.9	6.1	8.0	-1.9	5.9	6.4	-0.5	2.8	3.4	-0.6	2.7	3.6	-0.9	4.6	5.7	-1.1
Newstalk ZB	6.5	7.0	-0.5	8	3.6	4.2	-0.6	2.8	3.6	-0.8	2.2	2.5	-0.3	10.7	13.9	-3.2	14.6	14.6	0.0	6.3	5.8	0.5
Radio Hauraki	2.5	1.5	1.0	16	1.4	0.7	0.7	1.3	1.1	0.2	2.1	0.9	1.2	3.2	3.5	-0.3	0.8	0.4	0.4	1.7	1.2	0.5
RadioLIVE	7.2	6.4	0.8	5	3.6	2.9	0.7	2.0	1.3	0.7	2.5	3.5	-1.0	9.0	8.5	0.5	10.1	7.0	3.1	3.8	3.2	0.6
Radio Sport	2.7	2.7	0.0	14	1.5	2.1	-0.6	1.2	1.0	0.2	1.4	1.9	-0.5	1.1	0.9	0.2	0.6	0.8	-0.2	2.4	2.7	-0.3
Rhema	1.4	1.5	-0.1	17	0.8	0.8	0.0	0.5	0.5	0.0	0.7	0.8	-0.1	*	*	*	0.3	0.6	-0.3	1.1	0.8	0.3
Rock	6.9	6.4	0.5	7	10.5	8.6	1.9	11.9	9.7	2.2	8.8	8.2	0.6	6.9	8.1	-1.2	7.6	13.1	-5.5	7.2	6.0	1.2
Te Arawa FM	1.4	1.4	0.0	17	0.4	0.4	0.0	1.2	1.4	-0.2	1.5	1.7	-0.2	0.8	1.4	-0.6	2.7	3.2	-0.5	1.0	1.3	-0.3
The Heat	4.0	3.2	0.8	13	5.6	3.9	1.7	3.9	3.9	0.0	1.9	2.6	-0.7	1.4	1.6	-0.2	17.0	13.4	3.6	1.5	2.6	-1.1
The Hits	5.7	4.0	1.7	10	5.2	3.3	1.9	6.9	4.8	2.1	8.3	6.3	2.0	4.3	3.3	1.0	6.8	5.6	1.2	5.4	4.6	0.8
The Sound	9.3	8.2	1.1	1	11.8	11.8	0.0	12.6	12.8	-0.2	10.9	9.5	1.4	4.2	3.4	0.8	5.1	4.3	0.8	10.4	8.8	1.6
ZM	4.4	5.1	-0.7	12	3.1	3.4	-0.3	2.9	2.9	0.0	3.6	5.3	-1.7	1.4	1.8	-0.4	2.0	1.9	0.1	4.2	3.6	0.6
Others	0.5	0.4	0.1		2.0	0.7	1.3	1.9	1.9	0.0	2.9	2.7	0.2	7.1	8.0	-0.9	0.1	0.1	0.0	2.6	2.1	0.5
Mediaworks Combo	53.2	53.7	-0.5		56.5	60.5	-4.0	55.7	59.5	-3.8	54.5	53.3	1.2	55.4	46.4	9.0	44.2	44.3	-0.1	53.2	54.0	-0.8
NZME Combo	39.0	39.3	-0.3		34.5	33.7	0.8	36.9	32.8	4.1	37.7	37.9	-0.2	34.5	41.7	-7.2	35.6	38.4	-2.8	40.3	39.1	1.2

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

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## ROTORUA COMMERCIAL RADIO - SURVEY 2 2018

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	5.7	5.3	0.4	5	0.6	0.5	0.1	0.8	0.8	0.0	1.2	1.6	-0.4	2.5	2.6	-0.1	2.5	2.1	0.4	1.8	1.5	0.3	1.4	1.7	-0.3
Coast	7.2	6.6	0.6	2	0.4	0.2	0.2	0.6	0.5	0.1	0.9	1.0	-0.1	2.3	2.2	0.1	3.1	2.9	0.2	3.6	3.3	0.3	0.9	1.3	-0.4
Edge	7.0	8.5	-1.5	3	1.4	1.7	-0.3	3.1	3.8	-0.7	2.4	3.1	-0.7	3.5	4.4	-0.9	1.6	1.6	0.0	0.7	0.5	0.2	1.8	2.5	-0.7
Flava	8.4	8.9	-0.5	1	1.8	1.9	-0.1	4.3	4.6	-0.3	3.7	4.1	-0.4	4.2	4.4	-0.2	0.8	0.9	-0.1	0.5	0.7	-0.2	2.3	2.5	-0.2
Life FM	0.6	0.6	0.0	19	0.2	0.2	0.0	0.3	0.2	0.1	0.3	0.2	0.1	0.3	0.3	0.0	*	0.1	*	*	*	*	*	*	*
Magic	4.5	4.9	-0.4	7	0.1	0.1	0.0	0.1	0.3	-0.2	0.4	0.6	-0.2	1.1	1.3	-0.2	1.6	1.9	-0.3	2.5	2.6	-0.1	0.5	0.8	-0.3
Mai FM	3.5	3.9	-0.4	10	0.3	0.4	-0.1	2.5	2.4	0.1	2.2	2.3	-0.1	2.5	2.6	-0.1	0.3	0.5	-0.2	*	0.1	*	0.9	1.2	-0.3
More FM	3.5	4.4	-0.9	10	0.6	0.7	-0.1	1.0	1.2	-0.2	1.1	1.4	-0.3	1.6	2.1	-0.5	1.2	1.4	-0.2	0.8	1.0	-0.2	1.0	1.4	-0.4
Newstalk ZB	2.5	2.9	-0.4	14	*	0.1	*	0.3	0.3	0.0	0.3	0.3	0.0	0.6	0.7	-0.1	0.6	0.6	0.0	0.9	1.1	-0.2	0.2	0.4	-0.2
Radio Hauraki	1.8	1.5	0.3	17	0.3	0.2	0.1	0.3	0.3	0.0	0.9	0.9	0.0	1.2	1.0	0.2	0.5	0.2	0.3	0.3	0.2	0.1	0.3	0.2	0.1
RadioLIVE	3.2	3.1	0.1	12	0.2	0.2	0.0	0.2	0.3	-0.1	0.6	0.5	0.1	1.0	1.0	0.0	1.0	1.1	-0.1	1.2	1.3	-0.1	0.7	0.6	0.1
Radio Sport	2.0	2.0	0.0	15	0.1	0.1	0.0	0.1	0.1	0.0	0.4	0.4	0.0	0.7	0.9	-0.2	0.6	0.8	-0.2	0.9	0.8	0.1	0.3	0.4	-0.1
Rhema	1.0	0.9	0.1	18	0.1	0.1	0.0	0.1	0.1	0.0	0.6	0.5	0.1	0.7	0.6	0.1	0.3	0.3	0.0	0.2	0.3	-0.1	0.3	0.3	0.0
Rock	5.7	5.6	0.1	5	0.7	0.6	0.1	2.3	2.6	-0.3	2.9	3.2	-0.3	3.6	3.8	-0.2	1.1	0.8	0.3	0.5	0.3	0.2	1.0	1.1	-0.1
Te Arawa FM	2.0	2.5	-0.5	15	0.1	0.3	-0.2	0.1	0.1	0.0	0.2	0.3	-0.1	1.0	0.8	0.2	1.3	1.5	-0.2	0.6	1.1	-0.5	0.4	0.4	0.0
The Heat	3.8	3.6	0.2	9	0.5	0.7	-0.2	1.9	1.5	0.4	2.2	2.2	0.0	2.6	2.5	0.1	0.5	0.3	0.2	0.2	0.1	0.1	0.8	0.9	-0.1
The Hits	4.3	5.0	-0.7	8	0.3	0.6	-0.3	1.6	1.5	0.1	1.5	1.9	-0.4	2.0	2.9	-0.9	1.4	1.6	-0.2	1.2	0.8	0.4	1.2	1.9	-0.7
The Sound	5.9	5.5	0.4	4	0.3	0.3	0.0	0.9	1.1	-0.2	1.8	1.9	-0.1	3.5	3.5	0.0	3.1	2.8	0.3	2.0	1.6	0.4	1.1	1.0	0.1
ZM	3.1	3.2	-0.1	13	0.7	0.7	0.0	1.4	1.3	0.1	1.2	1.4	-0.2	1.5	1.8	-0.3	0.5	0.6	-0.1	0.2	0.2	0.0	0.7	1.1	-0.4
Others	2.0	2.2	-0.2		0.3	0.3	0.0	0.6	1.0	-0.4	0.7	0.8	-0.1	1.0	1.3	-0.3	0.5	0.7	-0.2	0.4	0.3	0.1	0.5	0.5	0.0
Mediaworks Combo	27.5	27.6	-0.1		2.8	3.0	-0.2	7.2	7.8	-0.6	8.5	9.3	-0.8	13.2	13.6	-0.4	8.9	8.3	0.6	7.2	6.7	0.5	5.6	6.4	-0.8
NZME Combo	23.3	23.7	-0.4		2.9	3.1	-0.2	6.0	6.4	-0.4	6.8	7.5	-0.7	10.1	10.7	-0.6	6.4	6.3	0.1	6.1	5.8	0.3	5.0	6.3	-1.3
All Commercial Radio	39.1	38.6	0.5		4.6	4.5	0.1	9.5	10.0	-0.5	12.2	12.6	-0.4	18.7	18.5	0.2	12.0	11.4	0.6	9.8	9.6	0.2	8.1	8.8	-0.7
Potential (000)	53.9	53.9	0.0		7.4	7.2	0.2	13.9	14.1	-0.2	15.6	15.6	0.0	23.5	23.5	0.0	15.4	15.4	0.0	13.0	13.0	0.0	10.3	11.2	-0.9
Sample	861	801	60		101	104	-3	187	200	-13	206	210	-4	322	322	0	242	210	32	274	215	59	159	161	-2

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 2 2018

Cumulative Audience (000's) by Daypart, People 10+  
 Survey Comparisons: 1/2018 - 2/2018

This Survey Period: Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 2018

Last 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

	This	Last	+/-
Potential (000)	53.9	53.9	0.0
Sample Size	861	801	60

	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	3.2	2.8	0.4	5	2.4	2.6	-0.2		2.7	3.0	-0.3		3.0	2.7	0.3		1.3	0.5	0.8		0.8	0.3	0.5		4.0	3.4	0.6	
Coast	3.6	3.2	0.4	2	3.3	3.3	0.0		4.4	3.6	0.8		3.4	3.2	0.2		1.1	1.2	-0.1		0.5	0.8	-0.3		4.0	4.2	-0.2	
Edge	3.5	4.1	-0.6	4	2.7	3.3	-0.6		3.6	4.0	-0.4		2.9	3.0	-0.1		1.3	1.3	0.0		0.5	1.1	-0.6		3.7	4.8	-1.1	
Flava	4.8	4.7	0.1	1	3.5	3.8	-0.3		4.0	4.7	-0.7		3.7	4.2	-0.5		1.7	2.0	-0.3		0.7	1.0	-0.3		5.3	5.3	0.0	
Life FM	0.4	0.4	0.0	19	0.1	0.1	0.0		0.1	0.1	0.0		0.4	0.4	0.0		0.4	0.3	0.1		*	*	*		0.2	0.2	0.0	
Magic	2.6	2.8	-0.2	7	2.6	2.8	-0.2		2.7	2.9	-0.2		2.3	2.6	-0.3		1.2	1.3	-0.1		0.5	0.7	-0.2		3.3	3.8	-0.5	
Mai FM	1.2	1.3	-0.1	14	1.4	1.6	-0.2		2.2	2.2	0.0		1.5	1.4	0.1		0.8	0.7	0.1		0.3	0.3	0.0		1.9	1.9	0.0	
More FM	1.7	2.0	-0.3	13	1.4	1.8	-0.4		2.0	2.7	-0.7		1.6	1.9	-0.3		0.6	0.6	0.0		0.4	0.5	-0.1		2.0	2.5	-0.5	
Newstalk ZB	1.8	1.9	-0.1	12	1.2	1.5	-0.3		0.8	1.2	-0.4		0.7	1.0	-0.3		1.3	1.3	0.0		1.1	1.0	0.1		1.8	1.8	0.0	
Radio Hauraki	0.7	0.5	0.2	17	0.5	0.4	0.1		0.6	0.4	0.2		0.9	0.6	0.3		0.4	0.3	0.1		0.2	0.1	0.1		0.9	0.7	0.2	
RadioLIVE	2.1	1.9	0.2	9	1.6	1.3	0.3		1.4	1.2	0.2		0.9	1.0	-0.1		1.3	1.0	0.3		0.8	0.6	0.2		2.2	2.0	0.2	
Radio Sport	1.0	1.0	0.0	16	0.8	0.9	-0.1		0.7	0.8	-0.1		0.8	0.9	-0.1		0.4	0.3	0.1		*	0.1	*		1.7	1.7	0.0	
Rhema	0.7	0.6	0.1	17	0.2	0.2	0.0		0.4	0.3	0.1		0.3	0.3	0.0		*	*	*		0.1	0.1	0.0		0.8	0.8	0.0	
Rock	2.9	2.7	0.2	6	3.0	2.8	0.2		3.3	3.4	-0.1		3.0	2.8	0.2		1.3	1.1	0.2		0.7	0.7	0.0		3.3	3.0	0.3	
Te Arawa FM	1.2	1.2	0.0	14	0.4	0.5	-0.1		0.7	0.9	-0.2		0.7	0.8	-0.1		0.5	0.7	-0.2		0.4	0.4	0.0		0.9	1.5	-0.6	
The Heat	2.0	1.7	0.3	10	2.1	1.9	0.2		2.4	2.4	0.0		1.6	1.5	0.1		0.4	0.5	-0.1		0.9	0.7	0.2		1.4	1.5	-0.1	
The Hits	2.3	2.1	0.2	8	1.8	1.7	0.1		2.2	2.4	-0.2		2.4	2.0	0.4		0.9	0.8	0.1		0.7	0.5	0.2		3.0	3.3	-0.3	
The Sound	3.6	3.4	0.2	2	2.9	2.9	0.0		3.3	3.1	0.2		3.0	2.8	0.2		0.8	0.6	0.2		0.6	0.9	-0.3		4.0	3.6	0.4	
ZM	1.9	2.1	-0.2	11	1.6	1.4	0.2		1.6	1.6	0.0		1.5	1.8	-0.3		0.5	0.6	-0.1		0.2	0.2	0.0		2.3	2.3	0.0	
Others	0.3	0.5	-0.2		0.8	0.6	0.2		0.6	0.9	-0.3		0.8	0.9	-0.1		0.6	0.7	-0.1		*	0.1	*		1.5	1.5	0.0	
Mediaworks Combo	16.9	16.4	0.5		15.0	15.5	-0.5		17.1	17.5	-0.4		15.8	15.6	0.2		8.1	6.6	1.5		4.0	4.3	-0.3		20.3	20.5	-0.2	
NZME Combo	14.1	13.8	0.3		11.2	11.4	-0.2		12.9	13.1	-0.2		12.4	12.5	-0.1		6.0	6.4	-0.4		3.5	3.6	-0.1		16.6	17.1	-0.5	
All Commercial Radio	28.7	27.5	1.2		24.2	23.9	0.3		27.9	27.7	0.2		26.4	25.8	0.6		14.0	13.2	0.8		7.6	7.7	-0.1		31.7	31.8	-0.1	

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 2 2018

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

Survey Comparisons: 1/2018 - 2/2018

This Survey Period: Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 2018

Last 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

	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	10:37	10:21	0:16	8:33	8:35	-0:02	6:17	6:37	-0:19	5:48	9:15	-3:26	10:23	10:17	0:06	13:37	11:06	2:30	12:38	11:57	0:40	7:46	10:13	-2:26
Coast	11:12	11:15	-0:03	2:02	1:47	0:15	9:38	9:31	0:07	9:43	9:14	0:28	6:05	6:32	-0:27	7:41	9:49	-2:07	14:21	14:32	-0:10	7:43	7:15	0:28
Edge	4:53	4:37	0:15	3:37	3:36	0:00	5:54	5:25	0:28	6:27	4:47	1:40	5:38	4:41	0:57	3:25	4:11	-0:46	3:08	3:11	-0:03	5:20	4:48	0:32
Flava	7:22	7:43	-0:21	7:33	6:31	1:01	7:43	8:31	-0:47	6:55	8:14	-1:18	6:37	7:56	-1:18	4:28	4:02	0:26	3:58	3:19	0:39	6:36	7:45	-1:09
Life FM	4:28	4:13	0:15	5:37	5:56	-0:19	2:35	1:28	1:06	5:00	4:46	0:13	4:44	3:38	1:05	0:45	0:45	0:00	*	*	*	0:45	0:45	0:00
Magic	15:17	16:26	-1:09	9:45	9:45	0:00	1:43	1:32	0:11	12:38	10:47	1:51	10:32	9:04	1:28	15:01	14:37	0:23	17:39	20:03	-2:23	13:30	11:10	2:19
Mai FM	7:41	6:23	1:17	4:24	4:34	-0:09	7:06	5:41	1:24	9:11	7:57	1:13	8:56	7:34	1:22	6:46	3:57	2:48	*	1:30	*	3:20	3:26	-0:06
More FM	11:07	10:43	0:24	4:04	6:38	-2:33	11:16	9:12	2:03	10:31	8:37	1:54	16:15	14:59	1:15	15:00	15:26	-0:25	6:03	5:47	0:16	10:14	10:17	-0:02
Newstalk ZB	16:39	14:40	1:59	*	2:30	*	3:08	3:32	-0:23	3:17	3:16	0:00	4:11	4:05	0:05	7:58	4:51	3:06	20:09	16:36	3:33	17:48	4:18	13:29
Radio Hauraki	7:30	5:56	1:34	13:14	11:45	1:28	9:12	6:33	2:39	8:15	4:14	4:01	6:55	4:00	2:54	4:14	2:18	1:55	4:44	6:36	-1:52	8:38	7:05	1:32
RadioLIVE	10:49	9:02	1:46	2:25	2:19	0:05	7:44	7:43	0:01	5:28	5:23	0:04	6:54	7:25	-0:31	8:19	6:47	1:32	8:48	7:59	0:48	7:36	7:02	0:34
Radio Sport	6:35	7:21	-0:46	3:30	3:30	0:00	3:23	0:30	2:53	3:01	2:05	0:56	4:20	5:49	-1:28	8:45	10:40	-1:54	9:01	9:24	-0:23	3:44	3:31	0:13
Rhema	6:00	6:09	-0:08	3:30	3:30	0:00	2:54	3:06	-0:12	7:50	8:26	-0:36	7:03	7:53	-0:50	3:11	3:33	-0:21	3:54	3:49	0:04	3:27	3:20	0:06
Rock	11:39	10:20	1:18	12:56	11:52	1:03	9:12	8:01	1:10	12:08	10:19	1:48	12:03	10:01	2:01	11:33	7:13	4:20	8:59	2:45	6:13	8:44	8:37	0:07
Te Arawa FM	4:18	3:54	0:23	2:30	2:04	0:25	4:12	2:30	1:42	3:15	3:27	-0:11	2:49	3:35	-0:45	4:49	4:29	0:19	6:35	4:20	2:14	3:15	2:35	0:40
The Heat	7:39	7:15	0:23	5:49	5:26	0:22	4:25	4:10	0:15	7:30	9:07	-1:37	9:15	8:34	0:40	15:07	3:46	11:20	1:08	0:22	0:45	5:20	8:58	-3:37
The Hits	10:35	6:28	4:07	5:47	3:48	1:59	6:46	5:08	1:37	11:53	6:53	4:59	13:07	7:14	5:53	12:52	7:02	5:50	9:12	5:54	3:18	8:20	5:29	2:51
The Sound	13:06	12:36	0:30	1:30	1:37	-0:06	10:54	6:48	4:06	12:26	9:57	2:28	11:41	11:31	0:09	15:32	16:30	-0:58	17:49	17:42	0:06	8:34	8:29	0:05
ZM	8:24	8:26	-0:01	2:41	4:24	-1:42	7:53	8:20	-0:27	9:55	9:54	0:01	11:20	11:16	0:04	12:07	12:04	0:03	11:25	3:01	8:23	8:18	9:23	-1:05
Others	8:18	5:57	2:21	11:59	11:38	0:21	3:07	4:14	-1:07	6:48	7:13	-0:24	6:27	5:57	0:30	5:26	4:00	1:25	9:11	5:42	3:28	7:39	7:58	-0:19
Mediaworks Combo	14:48	14:33	0:15	8:31	8:59	-0:27	11:42	10:21	1:20	14:07	12:54	1:12	14:56	14:20	0:35	17:04	16:56	0:07	17:16	17:24	-0:07	11:25	12:12	-0:46
NZME Combo	12:08	11:20	0:48	7:44	7:02	0:42	10:48	10:27	0:21	10:47	9:56	0:51	9:50	9:29	0:20	10:10	9:59	0:11	15:39	14:21	1:18	9:16	8:36	0:40
All Commercial Radio	19:13	18:49	0:23	11:56	12:37	-0:41	16:55	15:51	1:04	18:11	18:01	0:10	18:01	18:07	-0:05	19:28	18:52	0:36	23:14	21:42	1:32	14:57	16:36	-1:39
Potential (000)	53.9	53.9	0.0	7.4	7.2	0.2	13.9	14.1	-0.2	15.6	15.6	0.0	23.5	23.5	0.0	15.4	15.4	0.0	13.0	13.0	0.0	10.3	11.2	-0.9
Sample	861	801	60	101	104	-3	187	200	-13	206	210	-4	322	322	0	242	210	32	274	215	59	159	161	-2

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 2 2018

Average Time Spent Listening (hh:mm) by Daypart, People 10+  
Survey Comparisons: 1/2018 - 2/2018

This Survey Period: Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 2018

Last 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

	This	Last	+/-
Potential (000)	53.9	53.9	0.0
Sample Size	861	801	60

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

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