

ROTORUA COMMERCIAL RADIO - SURVEY 4 2021

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

Survey Comparisons: 3/2021 - 4/2021

This Survey Period: Sun Jan 31 to Sat Nov 6 2021

Last Survey Period: Sun Sept 13 to Sat Nov 14 2020 & Sun Jan 31 to Sat Aug 28 2021

	All 10+				People 10-24			People 18-39			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	8.4	9.0	-0.6	3	4.4	6.3	-1.9	5.9	7.0	-1.1	7.2	8.0	-0.8	7.1	8.4	-1.3	10.7	11.5	-0.8	12.5	13.7	-1.2	8.6	8.4	0.2
Coast	6.6	4.6	2.0	7	1.9	1.1	0.8	2.0	0.7	1.3	1.9	1.0	0.9	4.3	3.1	1.2	8.5	7.1	1.4	11.3	7.4	3.9	7.6	3.3	4.3
Edge	3.2	3.8	-0.6	13	7.7	5.4	2.3	5.1	6.0	-0.9	4.2	5.7	-1.5	3.9	5.2	-1.3	2.6	3.6	-1.0	1.5	2.0	-0.5	2.9	8.3	-5.4
Flava	7.2	8.1	-0.9	6	10.0	7.6	2.4	12.0	15.5	-3.5	14.8	18.0	-3.2	11.9	13.8	-1.9	2.9	3.1	-0.2	0.8	0.9	-0.1	11.6	22.2	-10.6
Gold AM	0.1	0.1	0.0	19	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.2	0.1	0.1	*	*	*
Life FM	1.2	0.6	0.6	17	1.4	0.1	1.3	1.9	0.3	1.6	1.9	0.7	1.2	1.5	0.6	0.9	0.7	0.6	0.1	0.9	1.0	-0.1	1.8	1.6	0.2
Magic Music*	10.6	n.a.	*	1	*	n.a.	*	0.8	n.a.	*	0.8	n.a.	*	0.8	n.a.	*	12.6	n.a.	*	21.9	n.a.	*	1.2	n.a.	*
Magic Talk*	3.0	n.a.	*	14	*	n.a.	*	0.4	n.a.	*	0.6	n.a.	*	1.9	n.a.	*	4.7	n.a.	*	5.6	n.a.	*	0.9	n.a.	*
Mai FM	4.5	3.8	0.7	12	5.1	4.9	0.2	7.8	5.5	2.3	7.4	4.9	2.5	5.5	3.7	1.8	3.8	4.7	-0.9	3.7	4.9	-1.2	4.8	4.0	0.8
More FM	4.8	5.3	-0.5	10	5.0	4.2	0.8	7.2	8.3	-1.1	8.0	9.5	-1.5	6.3	7.3	-1.0	1.6	2.5	-0.9	3.6	3.9	-0.3	8.3	8.1	0.2
Newstalk ZB	5.9	7.8	-1.9	8	0.6	*	*	0.2	*	*	0.3	0.2	0.1	0.8	2.1	-1.3	2.4	4.9	-2.5	7.7	10.3	-2.6	0.5	1.3	-0.8
Radio Hauraki	5.8	3.7	2.1	9	3.0	15.6	-12.6	3.5	1.9	1.6	4.6	2.5	2.1	5.7	3.3	2.4	10.8	3.0	7.8	8.1	0.7	7.4	4.1	1.1	3.0
Rhema	0.4	0.6	-0.2	18	0.7	0.6	0.1	0.4	0.4	0.0	0.8	0.7	0.1	0.6	0.5	0.1	0.2	0.7	-0.5	0.2	0.8	-0.6	1.1	1.0	0.1
Rock	8.4	10.1	-1.7	3	15.3	17.1	-1.8	13.0	15.4	-2.4	11.1	13.4	-2.3	11.4	13.0	-1.6	7.9	9.6	-1.7	3.8	5.3	-1.5	7.3	8.9	-1.6
Te Arawa FM	1.6	1.4	0.2	16	3.0	1.2	1.8	0.7	0.6	0.1	0.8	0.7	0.1	1.7	0.8	0.9	2.1	1.9	0.2	1.3	2.8	-1.5	0.6	0.5	0.1
The Heat	2.4	3.0	-0.6	15	5.1	1.7	3.4	3.6	6.2	-2.6	3.8	6.1	-2.3	2.9	4.4	-1.5	1.5	2.0	-0.5	1.3	2.0	-0.7	5.6	3.9	1.7
The Hits	8.2	5.8	2.4	5	10.3	7.9	2.4	12.2	8.5	3.7	11.6	7.8	3.8	10.4	6.7	3.7	8.1	5.8	2.3	6.0	5.3	0.7	17.7	11.7	6.0
The Sound	8.8	10.0	-1.2	2	5.7	4.6	1.1	4.8	5.2	-0.4	6.4	8.8	-2.4	11.8	15.1	-3.3	14.6	18.1	-3.5	7.2	6.5	0.7	7.5	7.1	0.4
ZM	4.7	4.2	0.5	11	19.3	17.9	1.4	10.7	10.2	0.5	6.0	4.5	1.5	5.0	3.7	1.3	1.6	1.3	0.3	1.0	0.9	0.1	7.4	5.0	2.4
MediaWorks Combo	54.5	58.9	-4.4		43.2	45.0	-1.8	52.4	55.3	-2.9	53.2	57.6	-4.4	54.3	59.9	-5.6	59.1	67.2	-8.1	59.9	66.7	-6.8	41.9	48.4	-6.5
NZME Combo	38.5	34.3	4.2		45.1	50.2	-5.1	40.7	36.9	3.8	39.2	34.0	5.2	38.0	32.7	5.3	34.3	25.3	9.0	35.0	25.7	9.3	48.9	44.5	4.4
Potential (000)	58.6	58.6	0.0		13.7	13.7	0.0	19.7	19.8	-0.1	18.2	18.2	0.0	26.7	26.7	0.0	16.6	16.6	0.0	13.9	13.9	0.0	10.5	10.6	-0.1
Sample	825	807	18		146	135	11	221	229	-8	228	255	-27	344	372	-28	257	265	-8	265	247	18	160	161	-1

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

MediaWorks Combo: Breeze or Edge or Magic Music (from S4 2021) or Magic Talk (from S4 2021) or Magic Music & Talk (until S3 2021) or Mai FM or More FM or Rock or The Sound or internet only listening to George FM

NZME Combo: Coast or Flava or Gold AM or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Hokonui

*Magic Music & Magic Talk were reported together as Magic Music & Talk in S3 2021 and therefore the individual station results cannot be compared in S4 2021

ROTORUA COMMERCIAL RADIO - SURVEY 4 2021

Station Share (%) by Daypart, People 10+

Survey Comparisons: 3/2021 - 4/2021

This Survey Period: Sun Jan 31 to Sat Nov 6 2021

Last Survey Period: Sun Sept 13 to Sat Nov 14 2020 & Sun Jan 31 to Sat Aug 28 2021

	This	Last	+/-
Potential (000)	58.6	58.6	0.0
Sample Size	825	807	18

	Breakfast				Morning			Afternoon			Drive				Night			Mid Dawn			Weekend		
	This	Mon-Fri 6am-9am Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	
Breeze	9.7	10.6	-0.9	2	9.9	10.3	-0.4	8.0	8.1	-0.1	6.5	8.1	-1.6	6.2	7.0	-0.8	11.8	7.9	3.9	7.1	8.6	-1.5	
Coast	3.2	3.0	0.2	14	8.6	6.2	2.4	8.4	5.6	2.8	4.5	3.4	1.1	10.7	1.8	8.9	1.3	1.6	-0.3	7.0	5.3	1.7	
Edge	3.1	3.0	0.1	15	2.3	2.8	-0.5	3.1	3.7	-0.6	4.1	4.6	-0.5	5.6	4.3	1.3	7.9	3.7	4.2	2.8	5.0	-2.2	
Flava	7.8	8.3	-0.5	5	5.0	6.7	-1.7	7.1	8.1	-1.0	10.0	9.9	0.1	6.0	11.1	-5.1	10.2	7.4	2.8	7.2	7.7	-0.5	
Gold AM	0.1	0.1	0.0	19	*	*	*	0.1	0.1	0.0	*	*	*	*	*	*	*	*	*	0.1	0.1	0.0	
Life FM	1.3	0.7	0.6	17	1.0	0.2	0.8	0.5	0.3	0.2	0.9	0.8	0.1	5.1	1.4	3.7	0.2	0.2	0.0	1.5	0.9	0.6	
Magic Music*	10.2	n.a.	*	1	13.1	n.a.	*	10.4	n.a.	*	8.3	n.a.	*	1.9	n.a.	*	2.4	n.a.	*	13.4	n.a.	*	
Magic Talk*	3.9	n.a.	*	13	3.0	n.a.	*	1.9	n.a.	*	2.7	n.a.	*	4.2	n.a.	*	3.9	n.a.	*	3.0	n.a.	*	
Mai FM	4.4	4.0	0.4	9	3.2	1.9	1.3	3.7	3.2	0.5	4.9	5.2	-0.3	8.0	5.8	2.2	5.0	3.6	1.4	5.8	4.9	0.9	
More FM	4.4	4.7	-0.3	9	4.7	6.1	-1.4	4.7	5.4	-0.7	5.5	5.3	0.2	5.6	6.0	-0.4	4.2	4.1	0.1	5.1	5.1	0.0	
Newstalk ZB	8.0	9.4	-1.4	4	4.5	5.4	-0.9	3.0	3.2	-0.2	4.9	4.8	0.1	12.9	22.5	-9.6	8.1	19.0	-10.9	7.3	10.2	-2.9	
Radio Hauraki	4.9	2.4	2.5	8	7.1	3.2	3.9	6.3	2.8	3.5	5.6	5.0	0.6	0.1	6.4	-6.3	4.6	0.7	3.9	6.1	5.3	0.8	
Rhema	0.8	0.8	0.0	18	0.2	0.5	-0.3	0.3	0.6	-0.3	0.3	0.4	-0.1	0.3	1.1	-0.8	0.6	0.3	0.3	0.5	0.5	0.0	
Rock	8.4	8.3	0.1	3	9.3	11.0	-1.7	9.0	11.7	-2.7	8.3	10.9	-2.6	4.1	6.1	-2.0	13.4	13.6	-0.2	7.0	9.0	-2.0	
Te Arawa FM	4.0	3.0	1.0	11	0.7	0.8	-0.1	1.0	0.5	0.5	1.1	1.3	-0.2	1.6	1.9	-0.3	5.1	6.2	-1.1	0.7	0.7	0.0	
The Heat	2.2	3.2	-1.0	16	2.8	3.2	-0.4	2.5	2.9	-0.4	2.4	4.2	-1.8	2.2	2.3	-0.1	1.3	6.0	-4.7	2.1	1.8	0.3	
The Hits	7.4	6.3	1.1	6	7.3	4.4	2.9	8.0	5.9	2.1	8.4	5.6	2.8	10.7	5.7	5.0	13.0	7.3	5.7	8.5	6.4	2.1	
The Sound	6.4	8.3	-1.9	7	11.7	14.7	-3.0	12.0	13.7	-1.7	7.0	7.5	-0.5	8.3	6.3	2.0	1.8	3.8	-2.0	6.4	6.8	-0.4	
ZM	4.0	3.0	1.0	11	3.0	3.2	-0.2	6.7	6.6	0.1	9.4	8.9	0.5	2.3	2.0	0.3	4.4	4.0	0.4	2.8	1.6	1.2	
MediaWorks Combo	53.8	57.8	-4.0		58.8	65.8	-7.0	55.5	62.8	-7.3	50.8	54.2	-3.4	45.2	41.4	3.8	50.3	46.4	3.9	54.6	58.2	-3.6	
NZME Combo	35.6	32.5	3.1		35.6	29.0	6.6	39.5	32.3	7.2	42.9	37.5	5.4	42.8	49.4	-6.6	41.7	40.1	1.6	39.1	36.6	2.5	

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

MediaWorks Combo: Breeze or Edge or Magic Music (from S4 2021) or Magic Talk (from S4 2021) or Magic Music & Talk (until S3 2021) or Mai FM or More FM or Rock or The Sound or internet only listening to George FM

NZME Combo: Coast or Flava or Gold AM or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Hokonui

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ROTORUA COMMERCIAL RADIO - SURVEY 4 2021

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

Survey Comparisons: 3/2021 - 4/2021

This Survey Period: Sun Jan 31 to Sat Nov 6 2021

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	All 10+				People 10-24				People 18-39				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	8.6	-1.0	3	1.4	1.8	-0.4		2.0	2.0	0.0		2.1	2.3	-0.2		3.3	4.0	-0.7		3.1	3.5	-0.4		2.8	2.8	0.0		1.5	1.6	-0.1	
Coast	6.7	4.9	1.8	5	0.3	0.2	0.1		0.9	0.6	0.3		1.0	0.7	0.3		3.0	1.8	1.2		3.3	2.4	0.9		2.5	2.2	0.3		1.1	0.8	0.3	
Edge	6.4	7.2	-0.8	6	2.4	2.1	0.3		3.3	3.5	-0.2		2.2	2.8	-0.6		2.9	3.7	-0.8		1.7	2.2	-0.5		1.1	1.4	-0.3		1.2	2.3	-1.1	
Flava	9.2	10.3	-1.1	1	1.7	1.9	-0.2		4.9	5.6	-0.7		5.2	6.2	-1.0		7.1	8.1	-1.0		2.0	2.2	-0.2		0.3	0.3	0.0		2.9	3.4	-0.5	
Gold AM	0.1	0.1	0.0	19	*	*	*		*	*	*		*	*	*		*	0.1	*		*	0.1	*		0.1	*	*		*	*	*	
Life FM	0.9	0.8	0.1	17	0.2	0.1	0.1		0.4	0.2	0.2		0.4	0.3	0.1		0.5	0.5	0.0		0.3	0.3	0.0		0.1	0.2	-0.1		0.3	0.3	0.0	
Magic Music*	4.3	n.a.	*	12	*	n.a.	*		0.3	n.a.	*		0.3	n.a.	*		0.5	n.a.	*		1.5	n.a.	*		2.9	n.a.	*		0.2	n.a.	*	
Magic Talk*	3.5	n.a.	*	15	*	n.a.	*		0.3	n.a.	*		0.4	n.a.	*		1.8	n.a.	*		2.1	n.a.	*		1.5	n.a.	*		0.3	n.a.	*	
Mai FM	4.8	5.9	-1.1	10	1.0	1.2	-0.2		2.2	2.7	-0.5		2.0	2.4	-0.4		3.2	3.9	-0.7		1.8	2.2	-0.4		0.6	0.8	-0.2		1.0	1.4	-0.4	
More FM	4.7	5.7	-1.0	11	1.1	1.1	0.0		2.4	2.9	-0.5		2.3	3.0	-0.7		2.9	3.8	-0.9		0.8	1.1	-0.3		0.6	0.7	-0.1		0.9	1.3	-0.4	
Newstalk ZB	3.8	4.4	-0.6	13	0.1	*	*		0.2	0.1	0.1		0.4	0.3	0.1		1.3	1.6	-0.3		1.6	1.9	-0.3		1.4	1.4	0.0		0.2	0.2	0.0	
Radio Hauraki	3.2	2.8	0.4	16	0.7	0.9	-0.2		1.1	1.0	0.1		0.9	0.7	0.2		1.7	1.3	0.4		1.5	1.1	0.4		0.8	0.6	0.2		0.4	0.3	0.1	
Rhema	0.7	0.8	-0.1	18	0.1	0.1	0.0		0.2	0.1	0.1		0.2	0.2	0.0		0.3	0.3	0.0		0.2	0.3	-0.1		0.2	0.3	-0.1		0.2	0.2	0.0	
Rock	7.6	8.2	-0.6	3	2.8	3.0	-0.2		3.4	3.4	0.0		2.8	2.7	0.1		3.9	3.9	0.0		1.9	2.2	-0.3		0.9	1.3	-0.4		1.3	1.3	0.0	
Te Arawa FM	5.0	4.3	0.7	9	1.7	1.2	0.5		0.9	0.7	0.2		0.6	0.5	0.1		2.3	1.6	0.7		2.1	1.7	0.4		0.8	1.2	-0.4		0.3	0.2	0.1	
The Heat	3.6	3.9	-0.3	14	0.9	0.7	0.2		2.1	2.3	-0.2		2.0	2.3	-0.3		2.3	2.6	-0.3		0.6	0.8	-0.2		0.4	0.6	-0.2		1.4	1.7	-0.3	
The Hits	8.4	8.3	0.1	2	2.2	2.6	-0.4		3.9	3.6	0.3		2.8	2.3	0.5		4.7	4.1	0.6		3.2	3.2	0.0		1.5	1.6	-0.1		1.9	1.8	0.1	
The Sound	6.1	6.4	-0.3	7	1.3	1.5	-0.2		0.8	0.9	-0.1		0.9	1.2	-0.3		2.9	3.3	-0.4		3.3	3.4	-0.1		1.9	1.6	0.3		0.7	0.9	-0.2	
ZM	5.7	5.4	0.3	8	1.6	1.8	-0.2		3.6	3.5	0.1		2.7	2.5	0.2		3.6	3.2	0.4		1.2	0.9	0.3		0.5	0.3	0.2		1.8	1.3	0.5	
MediaWorks Combo	30.4	34.2	-3.8		6.3	7.3	-1.0		10.0	10.9	-0.9		9.0	10.0	-1.0		14.1	16.3	-2.2		10.7	12.2	-1.5		8.9	9.4	-0.5		4.8	5.9	-1.1	
NZME Combo	28.4	27.9	0.5		4.6	5.3	-0.7		10.5	10.8	-0.3		10.2	10.5	-0.3		15.5	15.0	0.5		9.4	8.2	1.2		6.3	5.6	0.7		6.7	6.7	0.0	
All Commercial Radio	44.4	46.5	-2.1		8.7	9.6	-0.9		14.9	15.2	-0.3		14.3	15.0	-0.7		21.8	22.5	-0.7		14.3	14.5	-0.2		11.4	11.5	-0.1		8.9	9.1	-0.2	
Potential (000)	58.6	58.6	0.0		13.7	13.7	0.0		19.7	19.8	-0.1		18.2	18.2	0.0		26.7	26.7	0.0		16.6	16.6	0.0		13.9	13.9	0.0		10.5	10.6	-0.1	
Sample	825	807	18		146	135	11		221	229	-8		228	255	-27		344	372	-28		257	265	-8		265	247	18		160	161	-1	

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	This	Last	+/-
Potential (000)	58.6	58.6	0.0
Sample Size	825	807	18

	Breakfast				Morning				Afternoon				Drive				Night				Mid Dawn				Weekend					
	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	+/-	This	Last	+/-	This	Last	+/-		
Breeze	4.3	4.5	-0.2	3	3.8	3.8	0.0	3.7	3.9	-0.2	3.0	3.8	-0.8	0.9	1.0	-0.1	1.1	1.0	0.1	4.4	5.4	-1.0								
Coast	1.8	1.4	0.4	14	2.7	2.1	0.6	4.3	2.6	1.7	1.9	1.5	0.4	1.0	0.6	0.4	0.3	0.4	-0.1	3.3	2.9	0.4								
Edge	2.8	2.9	-0.1	9	2.4	2.5	-0.1	2.9	3.1	-0.2	3.0	3.2	-0.2	2.0	1.9	0.1	0.8	0.6	0.2	2.3	3.1	-0.8								
Flava	5.3	6.1	-0.8	1	2.2	3.1	-0.9	4.5	4.8	-0.3	4.6	5.2	-0.6	1.3	1.7	-0.4	1.1	0.8	0.3	5.4	7.0	-1.6								
Gold AM	*	*	*	*	*	*	*	0.1	*	*	*	*	*	*	*	*	*	*	*	0.1	0.1	0.0								
Life FM	0.6	0.5	0.1	17	0.5	0.3	0.2	0.4	0.4	0.0	0.5	0.5	0.0	0.4	0.2	0.2	0.1	0.1	0.0	0.5	0.6	-0.1								
Magic Music*	2.6	n.a.	*	10	3.0	n.a.	*	2.7	n.a.	*	2.4	n.a.	*	0.6	n.a.	*	0.2	n.a.	*	3.3	n.a.	*								
Magic Talk*	2.0	n.a.	*	13	1.5	n.a.	*	1.2	n.a.	*	1.1	n.a.	*	0.6	n.a.	*	1.2	n.a.	*	1.6	n.a.	*								
Mai FM	3.4	3.9	-0.5	7	1.2	1.1	0.1	1.7	1.8	-0.1	2.1	2.5	-0.4	0.9	0.9	0.0	1.0	1.0	0.0	2.2	2.5	-0.3								
More FM	2.2	2.2	0.0	11	1.7	2.1	-0.4	2.5	3.1	-0.6	1.7	2.0	-0.3	0.6	0.8	-0.2	0.3	0.4	-0.1	1.7	2.6	-0.9								
Newstalk ZB	2.1	2.5	-0.4	12	2.2	2.6	-0.4	1.8	1.9	-0.1	1.1	1.0	0.1	1.1	1.8	-0.7	0.8	1.3	-0.5	2.3	2.9	-0.6								
Radio Hauraki	1.7	1.3	0.4	15	1.4	1.1	0.3	2.0	1.5	0.5	1.5	1.3	0.2	0.2	0.3	-0.1	0.3	0.2	0.1	2.1	1.9	0.2								
Rhema	0.6	0.6	0.0	17	0.2	0.3	-0.1	0.3	0.5	-0.2	0.3	0.4	-0.1	0.2	0.3	-0.1	0.1	0.1	0.0	0.5	0.5	0.0								
Rock	3.6	4.0	-0.4	4	3.5	3.9	-0.4	3.6	4.1	-0.5	4.1	5.0	-0.9	1.3	1.5	-0.2	0.7	1.0	-0.3	3.6	4.6	-1.0								
Te Arawa FM	3.6	2.8	0.8	4	1.4	1.4	0.0	2.0	1.0	1.0	1.4	1.2	0.2	0.3	0.5	-0.2	0.2	0.3	-0.1	0.8	0.8	0.0								
The Heat	1.6	1.8	-0.2	16	1.1	1.3	-0.2	1.2	1.7	-0.5	1.3	1.7	-0.4	0.5	0.5	0.0	0.2	0.6	-0.4	1.9	2.2	-0.3								
The Hits	4.5	3.5	1.0	2	2.8	1.9	0.9	4.0	3.1	0.9	3.7	3.2	0.5	1.8	1.3	0.5	1.3	0.8	0.5	5.4	5.4	0.0								
The Sound	3.3	3.8	-0.5	8	3.9	4.3	-0.4	3.6	3.9	-0.3	2.3	2.8	-0.5	0.9	0.7	0.2	0.2	0.6	-0.4	2.9	3.4	-0.5								
ZM	3.6	3.1	0.5	4	2.3	2.4	-0.1	3.1	3.0	0.1	3.1	2.9	0.2	1.0	1.1	-0.1	0.6	0.7	-0.1	3.1	2.4	0.7								
MediaWorks Combo	20.2	21.8	-1.6		18.2	19.6	-1.4	19.0	20.4	-1.4	17.1	19.1	-2.0	7.2	7.2	0.0	4.8	5.4	-0.6	19.6	23.4	-3.8								
NZME Combo	17.5	16.6	0.9		12.2	11.9	0.3	17.2	14.6	2.6	13.9	13.4	0.5	6.1	6.6	-0.5	4.1	3.6	0.5	17.8	18.8	-1.0								
All Commercial Radio	34.8	34.7	0.1		26.5	28.7	-2.2	29.9	29.0	0.9	28.3	29.3	-1.0	12.7	13.2	-0.5	7.9	8.3	-0.4	32.9	36.5	-3.6								

MediaWorks Combo: Breeze or Edge or Magic Music (from S4 2021) or Magic Talk (from S4 2021) or Magic Music & Talk (until S3 2021) or Mai FM or More FM or Rock or The Sound or internet only listening to George FM

NZME Combo: Coast or Flava or Gold AM or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Hokonui

*Magic Music & Magic Talk were reported together as Magic Music & Talk in S3 2021 and therefore the individual station results cannot be compared in S4 2021

ROTORUA COMMERCIAL RADIO - SURVEY 4 2021

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

Survey Comparisons: 3/2021 - 4/2021

This Survey Period: Sun Jan 31 to Sat Nov 6 2021

Last Survey Period: Sun Sept 13 to Sat Nov 14 2020 & Sun Jan 31 to Sat Aug 28 2021

	All 10+			People 10-24			People 18-39			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	7:46	7:52	-0:05	2:14	3:09	-0:54	7:24	8:49	-1:24	8:21	8:45	-0:24	7:30	8:04	-0:33	8:42	8:25	0:16	10:20	10:30	-0:09	6:07	6:02	0:05
Coast	7:02	7:02	0:00	4:03	4:26	-0:22	5:40	3:07	2:33	4:40	3:24	1:16	5:00	6:35	-1:35	6:28	7:28	-0:59	10:18	7:29	2:49	7:08	4:46	2:22
Edge	3:33	4:00	-0:26	2:19	2:16	0:03	3:49	4:15	-0:25	4:36	5:09	-0:32	4:46	5:21	-0:35	3:51	4:17	-0:26	3:06	3:04	0:01	2:35	4:18	-1:42
Flava	5:35	5:54	-0:19	4:08	3:28	0:39	6:02	6:54	-0:52	6:56	7:25	-0:28	5:56	6:26	-0:29	3:36	3:43	-0:07	6:00	7:20	-1:20	4:14	7:33	-3:19
Gold AM	3:27	4:08	-0:41	*	*	*	*	*	*	*	*	*	1:15	1:15	0:00	1:15	1:15	0:00	4:30	7:30	-3:00	*	*	*
Life FM	8:56	5:27	3:29	5:00	0:51	4:08	10:37	4:01	6:36	12:26	5:22	7:03	9:45	4:40	5:04	6:51	5:21	1:29	13:46	10:41	3:05	5:33	6:05	-0:31
Magic Music*	17:37	n.a.	*	*	n.a.	*	7:13	n.a.	*	7:13	n.a.	*	5:31	n.a.	*	21:23	n.a.	*	17:21	n.a.	*	5:28	n.a.	*
Magic Talk*	5:55	n.a.	*	*	n.a.	*	3:14	n.a.	*	3:14	n.a.	*	3:45	n.a.	*	5:30	n.a.	*	8:26	n.a.	*	3:37	n.a.	*
Mai FM	6:35	4:54	1:40	3:43	3:29	0:14	8:35	4:58	3:37	9:18	5:13	4:05	6:04	3:36	2:28	5:19	5:22	-0:02	14:27	13:43	0:44	5:05	3:25	1:40
More FM	7:13	7:02	0:11	3:21	3:19	0:02	7:25	7:10	0:15	8:28	8:06	0:22	7:36	7:23	0:13	4:57	5:48	-0:51	13:47	11:25	2:22	10:05	7:26	2:38
Newstalk ZB	10:53	13:21	-2:27	7:15	*	*	2:30	0:30	2:00	1:47	1:51	-0:03	2:12	5:05	-2:52	3:52	6:41	-2:49	12:35	15:32	-2:56	2:44	6:43	-3:59
Radio Hauraki	12:49	9:56	2:53	2:57	15:19	-12:21	7:49	4:53	2:56	12:30	8:31	3:58	12:02	9:20	2:42	17:55	7:15	10:40	23:50	2:51	20:59	10:17	3:33	6:44
Rhema	4:31	5:32	-1:01	3:25	3:26	-0:01	6:53	8:50	-1:57	8:10	9:38	-1:27	6:44	7:16	-0:32	2:57	6:25	-3:28	2:05	5:36	-3:31	6:06	5:54	0:11
Rock	7:52	9:18	-1:26	3:56	5:05	-1:09	9:35	11:17	-1:41	9:51	12:43	-2:52	10:23	12:32	-2:09	10:35	10:53	-0:18	9:12	9:10	0:02	6:04	8:08	-2:03
Te Arawa FM	2:18	2:28	-0:10	1:18	0:53	0:24	2:00	1:56	0:04	3:33	3:36	-0:03	2:39	1:58	0:41	2:34	2:55	-0:20	3:46	5:08	-1:22	2:23	2:51	-0:27
The Heat	4:43	5:53	-1:09	4:07	2:16	1:50	4:17	6:46	-2:29	4:37	6:58	-2:20	4:32	6:36	-2:03	6:16	6:10	0:06	7:34	7:08	0:26	4:10	2:44	1:25
The Hits	6:52	5:16	1:35	3:20	2:42	0:37	7:48	5:48	1:59	10:04	8:32	1:32	7:50	6:07	1:42	6:19	4:32	1:46	9:01	7:10	1:50	9:47	7:32	2:15
The Sound	10:14	11:49	-1:34	3:04	2:42	0:22	15:48	14:24	1:24	17:14	18:48	-1:33	14:24	17:18	-2:54	11:12	13:30	-2:17	8:56	8:57	-0:00	11:10	9:19	1:51
ZM	5:52	5:53	-0:00	8:25	8:36	-0:10	7:19	7:13	0:06	5:28	4:40	0:47	4:54	4:19	0:34	3:18	3:27	-0:09	4:26	6:04	-1:38	4:24	4:21	0:02
MediaWorks Combo	12:42	12:59	-0:16	4:55	5:25	-0:30	13:01	12:33	0:28	14:32	14:50	-0:18	13:34	13:56	-0:21	14:02	14:05	-0:03	15:28	15:31	-0:03	9:13	9:34	-0:20
NZME Combo	9:37	9:15	0:21	7:04	8:22	-1:18	9:36	8:30	1:05	9:24	8:17	1:07	8:38	8:16	0:21	9:15	7:55	1:20	12:43	10:04	2:38	7:45	7:49	-0:03
All Commercial Radio	15:59	16:12	-0:13	8:13	9:12	-0:58	16:37	16:17	0:19	17:08	17:08	-0:00	16:09	16:53	-0:43	17:43	17:36	0:06	20:18	18:55	1:23	11:53	12:56	-1:02
Potential (000)	58.6	58.6	0.0	13.7	13.7	0.0	19.7	19.8	-0.1	18.2	18.2	0.0	26.7	26.7	0.0	16.6	16.6	0.0	13.9	13.9	0.0	10.5	10.6	-0.1
Sample	825	807	18	146	135	11	221	229	-8	228	255	-27	344	372	-28	257	265	-8	265	247	18	160	161	-1

MediaWorks Combo: Breeze or Edge or Magic Music (from S4 2021) or Magic Talk (from S4 2021) or Magic Music & Talk (until S3 2021) or Mai FM or More FM or Rock or The Sound or internet only listening to George FM

NZME Combo: Coast or Flava or Gold AM or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Hokonui

*Magic Music & Magic Talk were reported together as Magic Music & Talk in S3 2021 and therefore the individual station results cannot be compared in S4 2021

ROTORUA COMMERCIAL RADIO - SURVEY 4 2021

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

Survey Comparisons: 3/2021 - 4/2021

This Survey Period: Sun Jan 31 to Sat Nov 6 2021

Last Survey Period: Sun Sept 13 to Sat Nov 14 2020 & Sun Jan 31 to Sat Aug 28 2021

	This	Last	+/-
Potential (000)	58.6	58.6	0.0
Sample Size	825	807	18

	Breakfast			Morning			Afternoon			Drive			Night			Mid Dawn			Weekend		
	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	3:03	3:15	-0:11	3:39	3:45	-0:06	3:36	3:31	0:04	1:41	1:46	-0:05	2:04	2:35	-0:30	2:18	2:05	0:12	2:12	2:31	-0:19
Coast	2:28	2:58	-0:30	4:21	4:02	0:19	3:16	3:43	-0:26	1:53	1:50	0:02	3:18	1:04	2:13	0:48	1:09	-0:21	2:57	2:56	0:00
Edge	1:28	1:27	0:00	1:19	1:36	-0:17	1:47	2:01	-0:14	1:04	1:14	-0:09	0:50	0:48	0:01	1:57	1:39	0:17	1:37	2:34	-0:56
Flava	2:02	1:53	0:08	3:12	2:59	0:13	2:36	2:52	-0:16	1:43	1:36	0:06	1:24	2:20	-0:56	1:58	2:18	-0:19	1:51	1:45	0:06
Gold AM	4:30	4:30	0:00	1:00	*	*	1:22	2:15	-0:52	*	*	*	*	*	*	*	*	*	0:59	1:01	-0:01
Life FM	3:15	1:53	1:21	3:05	1:13	1:51	1:56	1:30	0:25	1:25	1:19	0:05	3:42	2:37	1:05	0:23	0:23	-0:00	4:21	2:40	1:41
Magic Music*	5:25	n.a.	*	6:03	n.a.	*	6:25	n.a.	*	2:44	n.a.	*	1:00	n.a.	*	2:07	n.a.	*	5:36	n.a.	*
Magic Talk*	2:41	n.a.	*	2:43	n.a.	*	2:39	n.a.	*	1:55	n.a.	*	2:10	n.a.	*	0:41	n.a.	*	2:29	n.a.	*
Mai FM	1:48	1:25	0:22	3:31	2:18	1:13	3:43	3:02	0:40	1:51	1:45	0:06	2:45	2:23	0:21	1:01	0:54	0:07	3:40	3:12	0:28
More FM	2:47	2:59	-0:12	3:54	3:56	-0:02	3:07	3:01	0:06	2:31	2:13	0:17	2:38	2:32	0:06	2:52	2:31	0:21	4:06	3:06	0:59
Newstalk ZB	5:18	5:15	0:02	2:51	2:49	0:01	2:46	2:50	-0:04	3:38	3:55	-0:16	3:26	4:20	-0:54	2:02	3:44	-1:41	4:18	5:42	-1:23
Radio Hauraki	3:51	2:30	1:20	7:17	3:57	3:20	5:22	3:11	2:10	2:52	3:09	-0:16	0:15	8:16	-8:01	3:03	1:00	2:03	4:06	4:30	-0:24
Rhema	1:46	1:50	-0:04	1:42	2:27	-0:45	1:30	2:03	-0:33	0:54	1:01	-0:07	0:27	1:19	-0:52	0:51	0:48	0:02	1:31	1:34	-0:03
Rock	3:12	2:50	0:22	3:37	3:57	-0:19	4:13	4:55	-0:41	1:37	1:50	-0:13	0:57	1:30	-0:32	3:44	3:40	0:04	2:41	3:08	-0:27
Te Arawa FM	1:31	1:29	0:02	0:42	0:44	-0:01	0:47	0:52	-0:04	0:39	0:55	-0:15	1:26	1:28	-0:02	5:00	5:00	0:00	1:12	1:22	-0:09
The Heat	1:55	2:30	-0:35	3:29	3:31	-0:02	3:24	2:55	0:28	1:26	2:06	-0:40	1:21	1:33	-0:12	1:12	2:25	-1:13	1:34	1:18	0:15
The Hits	2:14	2:31	-0:16	3:36	3:15	0:20	3:20	3:17	0:02	1:48	1:29	0:19	1:50	1:34	0:15	2:02	2:20	-0:17	2:10	1:54	0:15
The Sound	2:41	2:59	-0:18	4:07	4:45	-0:37	5:37	6:02	-0:24	2:22	2:16	0:05	2:52	3:19	-0:27	1:38	1:45	-0:07	3:02	3:13	-0:10
ZM	1:33	1:21	0:11	1:49	1:50	-0:01	3:31	3:43	-0:11	2:24	2:35	-0:11	0:44	0:40	0:03	1:30	1:32	-0:01	1:14	1:04	0:10
MediaWorks Combo	3:37	3:40	-0:02	4:28	4:39	-0:11	4:52	5:15	-0:22	2:20	2:23	-0:02	1:53	2:02	-0:08	2:11	2:12	-0:01	3:50	3:59	-0:08
NZME Combo	2:46	2:42	0:04	4:01	3:22	0:39	3:49	3:47	0:02	2:26	2:22	0:03	2:08	2:40	-0:32	2:08	2:49	-0:41	3:01	3:06	-0:05
All Commercial Radio	3:55	3:59	-0:03	5:13	4:50	0:23	5:34	5:53	-0:18	2:46	2:53	-0:06	2:22	2:41	-0:18	2:37	3:04	-0:26	4:11	4:23	-0:12

MediaWorks Combo: Breeze or Edge or Magic Music (from S4 2021) or Magic Talk (from S4 2021) or Magic Music & Talk (until S3 2021) or Mai FM or More FM or Rock or The Sound or internet only listening to George FM

NZME Combo: Coast or Flava or Gold AM or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Hokonui

*Magic Music & Magic Talk were reported together as Magic Music & Talk in S3 2021 and therefore the individual station results cannot be compared in S4 2021