



## ROTORUA COMMERCIAL RADIO - SURVEY 1 2022

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

Survey Comparisons: 4/2021 - 1/2022

This Survey Period: Sun Apr 11 to Sat Nov 6 2021 & Sun Jan 30 to Sat Apr 9 2022

Last Survey Period: Sun Jan 31 to Sat Nov 6 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	6.4	8.4	-2.0	7	2.8	4.4	-1.6	7.6	5.9	1.7	8.8	7.2	1.6	7.4	7.1	0.3	5.7	10.7	-5.0	7.3	12.5	-5.2	10.6	8.6	2.0	
Coast	7.7	6.6	1.1	5	1.7	1.9	-0.2	3.4	2.0	1.4	3.7	1.9	1.8	5.4	4.3	1.1	11.5	8.5	3.0	13.5	11.3	2.2	10.0	7.6	2.4	
Edge	5.8	3.2	2.6	10	23.5	7.7	15.8	12.8	5.1	7.7	7.0	4.2	2.8	5.7	3.9	1.8	2.4	2.6	-0.2	1.7	1.5	0.2	7.5	2.9	4.6	
Flava	6.1	7.2	-1.1	9	8.5	10.0	-1.5	9.9	12.0	-2.1	12.4	14.8	-2.4	9.9	11.9	-2.0	2.7	2.9	-0.2	1.2	0.8	0.4	8.9	11.6	-2.7	
Gold AM	0.1	0.1	0.0	19	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.4	0.2	0.2	*	*	*
Life FM	1.5	1.2	0.3	16	1.3	1.4	-0.1	2.4	1.9	0.5	2.8	1.9	0.9	2.6	1.5	1.1	0.9	0.7	0.2	0.4	0.9	-0.5	2.5	1.8	0.7	
Magic*	11.6	10.6	1.0	1	0.2	*	*	0.3	0.8	-0.5	0.2	0.8	-0.6	0.4	0.8	-0.4	15.7	12.6	3.1	24.4	21.9	2.5	1.0	1.2	-0.2	
Mai FM	6.4	4.5	1.9	7	3.7	5.1	-1.4	10.9	7.8	3.1	10.7	7.4	3.3	7.7	5.5	2.2	6.7	3.8	2.9	7.3	3.7	3.6	5.0	4.8	0.2	
More FM	5.8	4.8	1.0	10	2.7	5.0	-2.3	8.8	7.2	1.6	10.1	8.0	2.1	8.1	6.3	1.8	2.7	1.6	1.1	5.2	3.6	1.6	12.6	8.3	4.3	
Newstalk ZB	9.0	5.9	3.1	2	0.7	0.6	0.1	0.3	0.2	0.1	0.4	0.3	0.1	0.7	0.8	-0.1	2.7	2.4	0.3	11.8	7.7	4.1	1.0	0.5	0.5	
Radio Hauraki	4.9	5.8	-0.9	12	10.5	3.0	7.5	4.3	3.5	0.8	4.2	4.6	-0.4	5.9	5.7	0.2	7.0	10.8	-3.8	2.9	8.1	-5.2	4.8	4.1	0.7	
Rhema	0.2	0.4	-0.2	18	0.2	0.7	-0.5	0.1	0.4	-0.3	0.1	0.8	-0.7	0.2	0.6	-0.4	0.4	0.2	0.2	0.2	0.2	0.0	0.5	1.1	-0.6	
Rock	7.9	8.4	-0.5	4	11.6	15.3	-3.7	10.8	13.0	-2.2	10.6	11.1	-0.5	12.9	11.4	1.5	8.5	7.9	0.6	1.2	3.8	-2.6	9.6	7.3	2.3	
Te Arawa FM	1.4	1.6	-0.2	17	1.6	3.0	-1.4	1.5	0.7	0.8	1.6	0.8	0.8	1.6	1.7	-0.1	1.2	2.1	-0.9	1.5	1.3	0.2	0.8	0.6	0.2	
The Heat	2.0	2.4	-0.4	15	5.4	5.1	0.3	3.7	3.6	0.1	3.6	3.8	-0.2	2.7	2.9	-0.2	0.3	1.5	-1.2	0.2	1.3	-1.1	4.9	5.6	-0.7	
The Hits	7.4	8.2	-0.8	6	17.9	10.3	7.6	9.3	12.2	-2.9	8.7	11.6	-2.9	8.0	10.4	-2.4	7.1	8.1	-1.0	5.5	6.0	-0.5	10.3	17.7	-7.4	
The Sound	8.9	8.8	0.1	3	2.0	5.7	-3.7	7.5	4.8	2.7	8.3	6.4	1.9	13.1	11.8	1.3	15.8	14.6	1.2	7.8	7.2	0.6	4.3	7.5	-3.2	
Today FM/Magic Talk**	2.7	3.0	-0.3	13	*	*	*	1.1	0.4	0.7	1.5	0.6	0.9	2.0	1.9	0.1	4.3	4.7	-0.4	5.2	5.6	-0.4	1.9	0.9	1.0	
ZM	2.4	4.7	-2.3	14	4.3	19.3	-15.0	4.3	10.7	-6.4	3.9	6.0	-2.1	3.6	5.0	-1.4	1.3	1.6	-0.3	0.5	1.0	-0.5	3.1	7.4	-4.3	
MediaWorks Combo	55.9	54.5	1.4		46.4	43.2	3.2	60.8	52.4	8.4	58.3	53.2	5.1	58.4	54.3	4.1	62.4	59.1	3.3	60.0	59.9	0.1	52.9	41.9	11.0	
NZME Combo	37.6	38.5	-0.9		43.6	45.1	-1.5	31.4	40.7	-9.3	33.4	39.2	-5.8	33.6	38.0	-4.4	32.3	34.3	-2.0	35.7	35.0	0.7	38.2	48.9	-10.7	
Potential (000)	58.8	58.6	0.2		13.9	13.7	0.2	20.3	19.7	0.6	18.2	18.2	0.0	26.6	26.7	-0.1	16.5	16.6	-0.1	14.0	13.9	0.1	10.7	10.5	0.2	
Sample	829	825	4		143	146	-3	227	221	6	230	228	2	339	344	-5	224	257	-33	252	265	-13	155	160	-5	

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

MediaWorks Combo: Breeze, Edge, Magic, Magic Talk (until 20th March 2022), Mai FM, More FM, Rock, The Sound, Today FM (from 21st March 2022), or internet only listening to George FM

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

\*Listed as Magic Music in S4 2021

\*\*Today FM/Magic Talk includes Magic Talk for S4 2021 and Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period) for S1 2022



# ROTORUA COMMERCIAL RADIO - SURVEY 1 2022

Station Share (%) by Daypart, People 10+

Survey Comparisons: 4/2021 - 1/2022

This Survey Period: Sun Apr 11 to Sat Nov 6 2021 & Sun Jan 30 to Sat Apr 9 2022

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

	This	Last	+/-
Potential (000)	58.8	58.6	0.2
Sample Size	829	825	4

	Breakfast				Morning			Afternoon			Drive				Night			Mid Dawn			Weekend		
	Mon-Fri 6am-9am		+/-	Rank	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	This		Last
Breeze	6.9	9.7	-2.8	5	6.9	9.9	-3.0	6.4	8.0	-1.6	4.8	6.5	-1.7	5.2	6.2	-1.0	12.9	11.8	1.1	5.5	7.1	-1.6	
Coast	5.1	3.2	1.9	10	10.4	8.6	1.8	9.3	8.4	0.9	5.7	4.5	1.2	9.2	10.7	-1.5	3.5	1.3	2.2	6.9	7.0	-0.1	
Edge	4.9	3.1	1.8	11	5.1	2.3	2.8	7.0	3.1	3.9	6.7	4.1	2.6	6.5	5.6	0.9	6.0	7.9	-1.9	5.2	2.8	2.4	
Flava	6.9	7.8	-0.9	5	4.5	5.0	-0.5	6.9	7.1	-0.2	9.3	10.0	-0.7	3.1	6.0	-2.9	5.8	10.2	-4.4	5.3	7.2	-1.9	
Gold AM	0.2	0.1	0.1	18	*	*	*	0.1	0.1	0.0	*	*	*	*	*	*	*	*	*	0.3	0.1	0.2	
Life FM	1.8	1.3	0.5	17	1.2	1.0	0.2	0.6	0.5	0.1	1.0	0.9	0.1	4.9	5.1	-0.2	0.3	0.2	0.1	2.3	1.5	0.8	
Magic*	10.6	10.2	0.4	1	13.3	13.1	0.2	10.5	10.4	0.1	11.0	8.3	2.7	4.0	1.9	2.1	2.3	2.4	-0.1	15.3	13.4	1.9	
Mai FM	6.5	4.4	2.1	7	5.1	3.2	1.9	5.2	3.7	1.5	7.1	4.9	2.2	10.9	8.0	2.9	3.7	5.0	-1.3	7.8	5.8	2.0	
More FM	5.4	4.4	1.0	9	6.3	4.7	1.6	5.4	4.7	0.7	6.9	5.5	1.4	5.9	5.6	0.3	9.9	4.2	5.7	5.1	5.1	0.0	
Newstalk ZB	10.5	8.0	2.5	2	5.6	4.5	1.1	4.8	3.0	1.8	7.4	4.9	2.5	22.1	12.9	9.2	19.7	8.1	11.6	12.2	7.3	4.9	
Radio Hauraki	3.6	4.9	-1.3	13	6.0	7.1	-1.1	6.2	6.3	-0.1	6.0	5.6	0.4	0.6	0.1	0.5	2.1	4.6	-2.5	4.1	6.1	-2.0	
Rhema	0.2	0.8	-0.6	18	0.1	0.2	-0.1	0.1	0.3	-0.2	0.1	0.3	-0.2	0.4	0.3	0.1	0.2	0.6	-0.4	0.4	0.5	-0.1	
Rock	8.1	8.4	-0.3	3	8.4	9.3	-0.9	8.7	9.0	-0.3	8.6	8.3	0.3	2.6	4.1	-1.5	11.3	13.4	-2.1	6.6	7.0	-0.4	
Te Arawa FM	3.3	4.0	-0.7	14	0.4	0.7	-0.3	0.6	1.0	-0.4	0.6	1.1	-0.5	2.6	1.6	1.0	5.3	5.1	0.2	1.2	0.7	0.5	
The Heat	2.0	2.2	-0.2	16	1.9	2.8	-0.9	2.4	2.5	-0.1	1.8	2.4	-0.6	1.7	2.2	-0.5	1.2	1.3	-0.1	1.7	2.1	-0.4	
The Hits	7.9	7.4	0.5	4	8.5	7.3	1.2	8.0	8.0	0.0	6.3	8.4	-2.1	6.1	10.7	-4.6	6.8	13.0	-6.2	6.2	8.5	-2.3	
The Sound	6.4	6.4	0.0	8	11.4	11.7	-0.3	12.7	12.0	0.7	7.2	7.0	0.2	7.1	8.3	-1.2	2.3	1.8	0.5	6.5	6.4	0.1	
Today FM/Magic Talk**	4.0	3.9	0.1	12	2.3	3.0	-0.7	1.7	1.9	-0.2	3.3	2.7	0.6	3.3	4.2	-0.9	2.9	3.9	-1.0	2.7	3.0	-0.3	
ZM	3.1	4.0	-0.9	15	2.0	3.0	-1.0	2.4	6.7	-4.3	3.3	9.4	-6.1	1.6	2.3	-0.7	3.0	4.4	-1.4	1.6	2.8	-1.2	
MediaWorks Combo	53.4	53.8	-0.4		58.7	58.8	-0.1	58.0	55.5	2.5	56.8	50.8	6.0	45.5	45.2	0.3	51.3	50.3	1.0	55.5	54.6	0.9	
NZME Combo	37.3	35.6	1.7		37.0	35.6	1.4	37.6	39.5	-1.9	38.0	42.9	-4.9	42.6	42.8	-0.2	40.8	41.7	-0.9	36.7	39.1	-2.4	

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

MediaWorks Combo: Breeze, Edge, Magic, Magic Talk (until 20th March 2022), Mai FM, More FM, Rock, The Sound, Today FM (from 21st March 2022), or internet only listening to George FM

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

\*Listed as Magic Music in S4 2021

\*\*Today FM/Magic Talk includes Magic Talk for S4 2021 and Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period) for S1 2022



# ROTORUA COMMERCIAL RADIO - SURVEY 1 2022

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

Survey Comparisons: 4/2021 - 1/2022

This Survey Period: Sun Apr 11 to Sat Nov 6 2021 & Sun Jan 30 to Sat Apr 9 2022

Last Survey Period: Sun Jan 31 to Sat Nov 6 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	6.4	7.6	-1.2	5	0.9	1.4	-0.5	1.8	2.0	-0.2	2.1	2.1	0.0	3.1	3.3	-0.2	2.4	3.1	-0.7	2.3	2.8	-0.5	1.5	1.5	0.0
Coast	6.5	6.7	-0.2	3	0.5	0.3	0.2	0.7	0.9	-0.2	1.0	1.0	0.0	2.7	3.0	-0.3	3.1	3.3	-0.2	2.6	2.5	0.1	1.4	1.1	0.3
Edge	7.1	6.4	0.7	2	2.3	2.4	-0.1	3.8	3.3	0.5	2.9	2.2	0.7	3.9	2.9	1.0	1.7	1.7	0.0	0.8	1.1	-0.3	1.5	1.2	0.3
Flava	8.0	9.2	-1.2	1	1.7	1.7	0.0	4.7	4.9	-0.2	4.9	5.2	-0.3	5.9	7.1	-1.2	1.2	2.0	-0.8	0.3	0.3	0.0	2.5	2.9	-0.4
Gold AM	0.3	0.1	0.2	19	*	*	*	*	*	*	*	*	*	0.1	*	*	0.1	*	*	0.2	0.1	0.1	*	*	*
Life FM	1.3	0.9	0.4	17	0.2	0.2	0.0	0.4	0.4	0.0	0.4	0.4	0.0	0.9	0.5	0.4	0.5	0.3	0.2	0.1	0.1	0.0	0.6	0.3	0.3
Magic*	5.1	4.3	0.8	7	0.1	*	*	0.3	0.3	0.0	0.3	0.3	0.0	0.5	0.5	0.0	1.9	1.5	0.4	3.3	2.9	0.4	0.3	0.2	0.1
Mai FM	4.2	4.8	-0.6	11	0.8	1.0	-0.2	2.7	2.2	0.5	2.5	2.0	0.5	2.9	3.2	-0.3	0.9	1.8	-0.9	0.4	0.6	-0.2	1.0	1.0	0.0
More FM	4.4	4.7	-0.3	10	0.9	1.1	-0.2	2.0	2.4	-0.4	2.1	2.3	-0.2	2.4	2.9	-0.5	0.8	0.8	0.0	0.9	0.6	0.3	1.0	0.9	0.1
Newstalk ZB	4.6	3.8	0.8	8	0.1	0.1	0.0	0.3	0.2	0.1	0.6	0.4	0.2	1.6	1.3	0.3	2.0	1.6	0.4	1.9	1.4	0.5	0.7	0.2	0.5
Radio Hauraki	3.0	3.2	-0.2	16	0.7	0.7	0.0	1.3	1.1	0.2	1.2	0.9	0.3	1.8	1.7	0.1	1.0	1.5	-0.5	0.5	0.8	-0.3	0.5	0.4	0.1
Rhema	0.6	0.7	-0.1	18	0.1	0.1	0.0	0.1	0.2	-0.1	0.1	0.2	-0.1	0.4	0.3	0.1	0.3	0.2	0.1	0.1	0.2	-0.1	0.3	0.2	0.1
Rock	6.5	7.6	-1.1	3	1.5	2.8	-1.3	2.9	3.4	-0.5	2.9	2.8	0.1	4.4	3.9	0.5	2.0	1.9	0.1	0.6	0.9	-0.3	1.6	1.3	0.3
Te Arawa FM	3.5	5.0	-1.5	13	1.0	1.7	-0.7	0.9	0.9	0.0	1.0	0.6	0.4	1.7	2.3	-0.6	1.1	2.1	-1.0	0.8	0.8	0.0	0.7	0.3	0.4
The Heat	3.5	3.6	-0.1	13	1.0	0.9	0.1	1.9	2.1	-0.2	1.8	2.0	-0.2	2.1	2.3	-0.2	0.6	0.6	0.0	0.3	0.4	-0.1	1.2	1.4	-0.2
The Hits	6.1	8.4	-2.3	6	1.5	2.2	-0.7	2.3	3.9	-1.6	2.0	2.8	-0.8	3.1	4.7	-1.6	2.5	3.2	-0.7	1.6	1.5	0.1	1.5	1.9	-0.4
The Sound	4.5	6.1	-1.6	9	0.5	1.3	-0.8	0.8	0.8	0.0	0.8	0.9	-0.1	2.4	2.9	-0.5	3.0	3.3	-0.3	1.6	1.9	-0.3	0.5	0.7	-0.2
Today FM/Magic Talk**	3.5	3.5	0.0	13	*	*	*	0.6	0.3	0.3	1.0	0.4	0.6	1.8	1.8	0.0	1.8	2.1	-0.3	1.4	1.5	-0.1	0.6	0.3	0.3
ZM	4.2	5.7	-1.5	11	1.2	1.6	-0.4	2.2	3.6	-1.4	1.8	2.7	-0.9	2.6	3.6	-1.0	1.0	1.2	-0.2	0.4	0.5	-0.1	1.2	1.8	-0.6
MediaWorks Combo	29.8	30.4	-0.6		5.0	6.3	-1.3	10.5	10.0	0.5	10.0	9.0	1.0	14.7	14.1	0.6	10.1	10.7	-0.6	8.4	8.9	-0.5	6.1	4.8	1.3
NZME Combo	25.3	28.4	-3.1		4.8	4.6	0.2	8.9	10.5	-1.6	8.5	10.2	-1.7	12.8	15.5	-2.7	7.8	9.4	-1.6	6.0	6.3	-0.3	5.8	6.7	-0.9
All Commercial Radio	42.3	44.4	-2.1		7.7	8.7	-1.0	14.3	14.9	-0.6	13.6	14.3	-0.7	20.4	21.8	-1.4	13.7	14.3	-0.6	11.3	11.4	-0.1	8.8	8.9	-0.1
Potential (000)	58.8	58.6	0.2		13.9	13.7	0.2	20.3	19.7	0.6	18.2	18.2	0.0	26.6	26.7	-0.1	16.5	16.6	-0.1	14.0	13.9	0.1	10.7	10.5	0.2
Sample	829	825	4		143	146	-3	227	221	6	230	228	2	339	344	-5	224	257	-33	252	265	-13	155	160	-5

MediaWorks Combo: Breeze, Edge, Magic, Magic Talk (until 20th March 2022), Mai FM, More FM, Rock, The Sound, Today FM (from 21st March 2022), or internet only listening to George FM

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

\*Listed as Magic Music in S4 2021

\*\*Today FM/Magic Talk includes Magic Talk for S4 2021 and Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period) for S1 2022



# ROTORUA COMMERCIAL RADIO - SURVEY 1 2022

Cumulative Audience (000's) by Daypart, People 10+

Survey Comparisons: 4/2021 - 1/2022

This Survey Period: Sun Apr 11 to Sat Nov 6 2021 & Sun Jan 30 to Sat Apr 9 2022

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

	This	Last	+/-
Potential (000)	58.8	58.6	0.2
Sample Size	829	825	4

	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	3.3	4.3	-1.0	4	2.5	3.8	-1.3	3.1	3.7	-0.6	2.8	3.0	-0.2	0.9	0.9	0.0	0.7	1.1	-0.4	3.7	4.4	-0.7							
Coast	2.7	1.8	0.9	9	3.2	2.7	0.5	4.0	4.3	-0.3	2.4	1.9	0.5	1.2	1.0	0.2	0.5	0.3	0.2	3.7	3.3	0.4							
Edge	3.6	2.8	0.8	3	2.0	2.4	-0.4	3.0	2.9	0.1	3.3	3.0	0.3	2.0	2.0	0.0	0.5	0.8	-0.3	2.4	2.3	0.1							
Flava	4.7	5.3	-0.6	1	2.1	2.2	-0.1	4.2	4.5	-0.3	3.8	4.6	-0.8	1.2	1.3	-0.1	0.7	1.1	-0.4	4.1	5.4	-1.3							
Gold AM	0.1	*	*	19	0.1	*	*	0.1	0.1	0.0	*	*	*	*	*	*	*	*	*	0.2	0.1	0.1							
Life FM	0.8	0.6	0.2	17	0.6	0.5	0.1	0.4	0.4	0.0	0.6	0.5	0.1	0.6	0.4	0.2	0.1	0.1	0.0	0.7	0.5	0.2							
Magic*	3.3	2.6	0.7	4	3.4	3.0	0.4	3.0	2.7	0.3	2.9	2.4	0.5	1.0	0.6	0.4	0.4	0.2	0.2	3.5	3.3	0.2							
Mai FM	3.2	3.4	-0.2	6	1.8	1.2	0.6	2.0	1.7	0.3	1.9	2.1	-0.2	1.3	0.9	0.4	0.6	1.0	-0.4	2.1	2.2	-0.1							
More FM	2.5	2.2	0.3	12	1.8	1.7	0.1	2.2	2.5	-0.3	2.0	1.7	0.3	0.8	0.6	0.2	0.4	0.3	0.1	1.7	1.7	0.0							
Newstalk ZB	2.9	2.1	0.8	7	2.3	2.2	0.1	2.2	1.8	0.4	1.7	1.1	0.6	1.7	1.1	0.6	1.0	0.8	0.2	3.1	2.3	0.8							
Radio Hauraki	2.2	1.7	0.5	14	1.5	1.4	0.1	1.6	2.0	-0.4	1.8	1.5	0.3	0.4	0.2	0.2	0.3	0.3	0.0	1.7	2.1	-0.4							
Rhema	0.6	0.6	0.0	18	0.2	0.2	0.0	0.4	0.3	0.1	0.1	0.3	-0.2	0.2	0.2	0.0	*	0.1	*	0.5	0.5	0.0							
Rock	2.9	3.6	-0.7	7	3.0	3.5	-0.5	3.1	3.6	-0.5	3.7	4.1	-0.4	0.9	1.3	-0.4	0.9	0.7	0.2	3.2	3.6	-0.4							
Te Arawa FM	2.7	3.6	-0.9	9	0.6	1.4	-0.8	1.3	2.0	-0.7	0.6	1.4	-0.8	0.4	0.3	0.1	0.2	0.2	0.0	1.0	0.8	0.2							
The Heat	1.9	1.6	0.3	15	0.6	1.1	-0.5	1.4	1.2	0.2	1.3	1.3	0.0	0.6	0.5	0.1	0.2	0.2	0.0	1.4	1.9	-0.5							
The Hits	3.7	4.5	-0.8	2	2.7	2.8	-0.1	3.6	4.0	-0.4	2.9	3.7	-0.8	1.5	1.8	-0.3	0.6	1.3	-0.7	3.3	5.4	-2.1							
The Sound	2.7	3.3	-0.6	9	3.0	3.9	-0.9	3.3	3.6	-0.3	2.2	2.3	-0.1	0.9	0.9	0.0	0.1	0.2	-0.1	2.4	2.9	-0.5							
Today FM/Magic Talk**	1.9	2.0	-0.1	15	1.4	1.5	-0.1	1.5	1.2	0.3	1.3	1.1	0.2	0.5	0.6	-0.1	0.4	1.2	-0.8	1.7	1.6	0.1							
ZM	2.4	3.6	-1.2	13	1.4	2.3	-0.9	1.9	3.1	-1.2	2.1	3.1	-1.0	0.7	1.0	-0.3	0.4	0.6	-0.2	1.5	3.1	-1.6							
MediaWorks Combo	19.8	20.2	-0.4		16.6	18.2	-1.6	18.5	19.0	-0.5	16.6	17.1	-0.5	7.2	7.2	0.0	3.8	4.8	-1.0	18.2	19.6	-1.4							
NZME Combo	16.8	17.5	-0.7		12.0	12.2	-0.2	15.7	17.2	-1.5	12.9	13.9	-1.0	6.4	6.1	0.3	3.2	4.1	-0.9	15.2	17.8	-2.6							
All Commercial Radio	33.7	34.8	-1.1		25.4	26.5	-1.1	29.3	29.9	-0.6	26.6	28.3	-1.7	13.5	12.7	0.8	6.3	7.9	-1.6	30.2	32.9	-2.7							

MediaWorks Combo: Breeze, Edge, Magic, Magic Talk (until 20th March 2022), Mai FM, More FM, Rock, The Sound, Today FM (from 21st March 2022), or internet only listening to George FM

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

\*Listed as Magic Music in S4 2021

\*\*Today FM/Magic Talk includes Magic Talk for S4 2021 and Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period) for S1 2022

# ROTORUA COMMERCIAL RADIO - SURVEY 1 2022

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

Survey Comparisons: 4/2021 - 1/2022

This Survey Period: Sun Apr 11 to Sat Nov 6 2021 & Sun Jan 30 to Sat Apr 9 2022

Last Survey Period: Sun Jan 31 to Sat Nov 6 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	7:32	7:46	-0:14	2:31	2:14	0:16	11:06	7:24	3:41	10:57	8:21	2:36	8:56	7:30	1:25	5:49	8:42	-2:52	7:10	10:20	-3:10	9:25	6:07	3:18
Coast	8:56	7:02	1:53	2:43	4:03	-1:20	12:12	5:40	6:32	9:34	4:40	4:53	7:28	5:00	2:28	9:20	6:28	2:51	11:42	10:18	1:23	9:53	7:08	2:44
Edge	6:10	3:33	2:37	8:04	2:19	5:44	8:55	3:49	5:05	6:15	4:36	1:38	5:23	4:46	0:37	3:31	3:51	-0:19	4:48	3:06	1:41	6:50	2:35	4:15
Flava	5:47	5:35	0:11	3:58	4:08	-0:09	5:31	6:02	-0:30	6:36	6:56	-0:19	6:11	5:56	0:14	5:32	3:36	1:55	8:59	6:00	2:59	4:44	4:14	0:30
Gold AM	3:33	3:27	0:06	*	*	*	*	*	*	*	*	*	1:15	1:15	0:00	1:15	1:15	0:00	5:21	4:30	0:51	*	*	*
Life FM	9:07	8:56	0:10	4:46	5:00	-0:13	14:50	10:37	4:13	17:19	12:26	4:53	10:31	9:45	0:45	4:41	6:51	-2:10	14:45	13:46	0:58	5:47	5:33	0:13
Magic*	17:02	17:37	-0:34	1:45	*	*	2:06	7:13	-5:06	2:12	7:13	-5:00	2:33	5:31	-2:58	20:31	21:23	-0:52	16:44	17:21	-0:36	4:45	5:28	-0:42
Mai FM	11:20	6:35	4:45	3:33	3:43	-0:10	10:29	8:35	1:53	11:14	9:18	1:55	9:43	6:04	3:38	19:30	5:19	14:11	38:25	14:27	23:57	6:25	5:05	1:19
More FM	9:54	7:13	2:41	2:33	3:21	-0:48	11:38	7:25	4:13	12:55	8:28	4:26	12:14	7:36	4:38	8:32	4:57	3:34	13:26	13:47	-0:21	17:00	10:05	6:54
Newstalk ZB	14:37	10:53	3:43	7:15	7:15	0:00	2:23	2:30	-0:06	1:58	1:47	0:11	1:37	2:12	-0:35	3:27	3:52	-0:24	13:56	12:35	1:21	1:53	2:44	-0:51
Radio Hauraki	12:15	12:49	-0:34	12:03	2:57	9:05	8:55	7:49	1:05	8:48	12:30	-3:41	12:13	12:02	0:10	16:39	17:55	-1:16	12:38	23:50	-11:12	12:59	10:17	2:42
Rhema	2:30	4:31	-2:00	3:00	3:25	-0:25	1:19	6:53	-5:34	1:19	8:10	-6:51	2:04	6:44	-4:40	2:59	2:57	0:02	6:15	2:05	4:09	2:25	6:06	-3:40
Rock	9:08	7:52	1:16	6:15	3:56	2:18	9:51	9:35	0:15	9:36	9:51	-0:14	10:50	10:23	0:27	10:42	10:35	0:07	4:25	9:12	-4:47	8:01	6:04	1:57
Te Arawa FM	3:00	2:18	0:41	1:16	1:18	-0:01	4:37	2:00	2:36	4:14	3:33	0:41	3:31	2:39	0:52	2:44	2:34	0:10	4:07	3:46	0:21	1:29	2:23	-0:53
The Heat	4:10	4:43	-0:32	4:15	4:07	0:08	5:04	4:17	0:47	5:15	4:37	0:37	4:38	4:32	0:05	1:17	6:16	-4:58	1:32	7:34	-6:02	5:18	4:10	1:08
The Hits	9:10	6:52	2:18	9:43	3:20	6:22	10:38	7:48	2:49	11:12	10:04	1:07	9:37	7:50	1:47	7:11	6:19	0:52	7:47	9:01	-1:13	9:16	9:47	-0:30
The Sound	15:01	10:14	4:46	3:19	3:04	0:15	24:54	15:48	9:05	28:52	17:14	11:37	19:57	14:24	5:33	13:07	11:12	1:54	10:58	8:56	2:01	10:43	11:10	-0:27
Today FM/Magic Talk**	5:52	5:55	-0:03	*	*	*	4:38	3:14	1:23	4:05	3:14	0:50	4:05	3:45	0:19	6:04	5:30	0:33	8:24	8:26	-0:01	4:22	3:37	0:45
ZM	4:14	5:52	-1:37	2:48	8:25	-5:37	5:06	7:19	-2:13	5:39	5:28	0:11	5:07	4:54	0:13	3:11	3:18	-0:07	2:55	4:26	-1:30	3:30	4:24	-0:53
MediaWorks Combo	14:12	12:42	1:30	7:25	4:55	2:30	15:08	13:01	2:07	15:22	14:32	0:50	14:39	13:34	1:04	15:23	14:02	1:21	16:05	15:28	0:37	11:34	9:13	2:20
NZME Combo	11:13	9:37	1:36	7:18	7:04	0:13	9:15	9:36	-0:20	10:16	9:24	0:51	9:45	8:38	1:07	10:19	9:15	1:04	13:21	12:43	0:37	8:43	7:45	0:58
All Commercial Radio	17:53	15:59	1:54	10:20	8:13	2:06	18:20	16:37	1:43	19:23	17:08	2:14	18:09	16:09	1:59	18:15	17:43	0:32	19:51	20:18	-0:27	15:08	11:53	3:15
Potential (000)	58.8	58.6	0.2	13.9	13.7	0.2	20.3	19.7	0.6	18.2	18.2	0.0	26.6	26.7	-0.1	16.5	16.6	-0.1	14.0	13.9	0.1	10.7	10.5	0.2
Sample	829	825	4	143	146	-3	227	221	6	230	228	2	339	344	-5	224	257	-33	252	265	-13	155	160	-5

MediaWorks Combo: Breeze, Edge, Magic, Magic Talk (until 20th March 2022), Mai FM, More FM, Rock, The Sound, Today FM (from 21st March 2022), or internet only listening to George FM

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

\*Listed as Magic Music in S4 2021

\*\*Today FM/Magic Talk includes Magic Talk for S4 2021 and Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period) for S1 2022

# ROTORUA COMMERCIAL RADIO - SURVEY 1 2022

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

Survey Comparisons: 4/2021 - 1/2022

This Survey Period: Sun Apr 11 to Sat Nov 6 2021 & Sun Jan 30 to Sat Apr 9 2022

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

	This	Last	+/-
Potential (000)	58.8	58.6	0.2
Sample Size	829	825	4

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

MediaWorks Combo: Breeze, Edge, Magic, Magic Talk (until 20th March 2022), Mai FM, More FM, Rock, The Sound, Today FM (from 21st March 2022), or internet only listening to George FM

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

\*Listed as Magic Music in S4 2021

\*\*Today FM/Magic Talk includes Magic Talk for S4 2021 and Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period) for S1 2022