



ROTORUA COMMERCIAL RADIO - SURVEY 2 2022

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

Survey Comparisons: 1/2022 - 2/2022

This Survey Period: Sun Jun 20 to Sat Nov 6 2021 & Sun Jan 30 to Sat Jun 18 2022

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

	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	7.1	6.4	0.7	6	2.9	2.8	0.1	8.9	7.6	1.3	10.7	8.8	1.9	9.0	7.4	1.6	7.2	5.7	1.5	7.3	7.3	0.0	13.2	10.6	2.6
Coast	10.2	7.7	2.5	2	2.3	1.7	0.6	2.4	3.4	-1.0	3.3	3.7	-0.4	7.7	5.4	2.3	14.8	11.5	3.3	15.3	13.5	1.8	9.1	10.0	-0.9
Edge	5.6	5.8	-0.2	9	18.7	23.5	-4.8	11.5	12.8	-1.3	5.9	7.0	-1.1	5.3	5.7	-0.4	3.2	2.4	0.8	3.0	1.7	1.3	5.6	7.5	-1.9
Flava	5.4	6.1	-0.7	11	7.4	8.5	-1.1	9.9	9.9	0.0	11.4	12.4	-1.0	9.5	9.9	-0.4	2.9	2.7	0.2	0.3	1.2	-0.9	9.7	8.9	0.8
Gold AM	0.3	0.1	0.2	18	*	*	*	*	*	*	*	*	*	0.2	*	*	0.3	*	*	0.5	0.4	0.1	0.6	*	*
Life FM	1.4	1.5	-0.1	16	1.2	1.3	-0.1	3.0	2.4	0.6	3.4	2.8	0.6	2.6	2.6	0.0	0.5	0.9	-0.4	*	0.4	*	1.5	2.5	-1.0
Magic	11.4	11.6	-0.2	1	0.2	0.2	0.0	0.4	0.3	0.1	0.3	0.2	0.1	0.8	0.4	0.4	16.0	15.7	0.3	22.9	24.4	-1.5	1.5	1.0	0.5
Mai FM	8.0	6.4	1.6	5	2.2	3.7	-1.5	16.2	10.9	5.3	17.4	10.7	6.7	11.5	7.7	3.8	7.0	6.7	0.3	7.7	7.3	0.4	4.7	5.0	-0.3
More FM	6.1	5.8	0.3	8	1.6	2.7	-1.1	9.6	8.8	0.8	10.7	10.1	0.6	8.4	8.1	0.3	2.6	2.7	-0.1	6.2	5.2	1.0	13.0	12.6	0.4
Newstalk ZB	8.4	9.0	-0.6	3	0.8	0.7	0.1	0.4	0.3	0.1	0.3	0.4	-0.1	0.9	0.7	0.2	3.2	2.7	0.5	10.3	11.8	-1.5	0.5	1.0	-0.5
Radio Hauraki	4.6	4.9	-0.3	12	11.8	10.5	1.3	4.4	4.3	0.1	4.2	4.2	0.0	5.7	5.9	-0.2	5.6	7.0	-1.4	1.9	2.9	-1.0	5.8	4.8	1.0
Rhema	0.2	0.2	0.0	19	*	0.2	*	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.2	-0.1	0.3	0.4	-0.1	0.3	0.2	0.1	0.4	0.5	-0.1
Rock	8.4	7.9	0.5	3	16.6	11.6	5.0	9.1	10.8	-1.7	9.1	10.6	-1.5	13.0	12.9	0.1	10.7	8.5	2.2	1.7	1.2	0.5	12.3	9.6	2.7
Te Arawa FM	1.0	1.4	-0.4	17	0.8	1.6	-0.8	0.5	1.5	-1.0	0.5	1.6	-1.1	0.9	1.6	-0.7	1.3	1.2	0.1	1.6	1.5	0.1	0.8	0.8	0.0
The Heat	2.4	2.0	0.4	14	5.4	5.4	0.0	4.6	3.7	0.9	4.7	3.6	1.1	3.8	2.7	1.1	0.9	0.3	0.6	0.1	0.2	-0.1	4.9	4.9	0.0
The Hits	6.9	7.4	-0.5	7	18.4	17.9	0.5	10.8	9.3	1.5	8.7	8.7	0.0	7.2	8.0	-0.8	4.9	7.1	-2.2	4.6	5.5	-0.9	5.8	10.3	-4.5
The Sound	5.6	8.9	-3.3	9	3.0	2.0	1.0	1.4	7.5	-6.1	2.4	8.3	-5.9	5.7	13.1	-7.4	10.9	15.8	-4.9	8.3	7.8	0.5	4.4	4.3	0.1
Today FM/Magic Talk*	2.7	2.7	0.0	13	*	*	*	1.2	1.1	0.1	1.4	1.5	-0.1	1.8	2.0	-0.2	3.4	4.3	-0.9	5.6	5.2	0.4	1.4	1.9	-0.5
ZM	2.3	2.4	-0.1	15	5.7	4.3	1.4	4.1	4.3	-0.2	3.7	3.9	-0.2	3.5	3.6	-0.1	1.5	1.3	0.2	0.3	0.5	-0.2	4.4	3.1	1.3
MediaWorks Combo	55.5	55.9	-0.4		45.0	46.4	-1.4	59.5	60.8	-1.3	59.2	58.3	0.9	56.8	58.4	-1.6	61.7	62.4	-0.7	62.7	60.0	2.7	56.1	52.9	3.2
NZME Combo	38.0	37.6	0.4		46.5	43.6	2.9	32.0	31.4	0.6	31.6	33.4	-1.8	34.7	33.6	1.1	33.2	32.3	0.9	33.2	35.7	-2.5	35.9	38.2	-2.3
Potential (000)	58.8	58.8	0.0		13.9	13.9	0.0	20.6	20.3	0.3	18.2	18.2	0.0	26.6	26.6	0.0	16.5	16.5	0.0	14.0	14.0	0.0	10.0	10.7	-0.7
Sample	807	829	-22		138	143	-5	222	227	-5	215	230	-15	329	339	-10	229	224	5	243	252	-9	151	155	-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 Hokanui

*Today FM/Magic Talk includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period for S1 2022 / 13 weeks of survey period for S2 2022)



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Station Share (%) by Daypart, People 10+

Survey Comparisons: 1/2022 - 2/2022

This Survey Period: Sun Jun 20 to Sat Nov 6 2021 & Sun Jan 30 to Sat Jun 18 2022

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

	This	Last	+/-
Potential (000)	58.8	58.8	0.0
Sample Size	807	829	-22

	Breakfast				Morning			Afternoon			Drive				Night			Mid Dawn			Weekend		
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	
Breeze	7.9	6.9	1.0	6	7.6	6.9	0.7	7.3	6.4	0.9	5.5	4.8	0.7	6.2	5.2	1.0	13.6	12.9	0.7	5.8	5.5	0.3	
Coast	8.0	5.1	2.9	5	12.8	10.4	2.4	11.7	9.3	2.4	8.8	5.7	3.1	10.8	9.2	1.6	6.4	3.5	2.9	8.9	6.9	2.0	
Edge	4.3	4.9	-0.6	10	4.9	5.1	-0.2	7.6	7.0	0.6	6.0	6.7	-0.7	5.1	6.5	-1.4	4.4	6.0	-1.6	5.2	5.2	0.0	
Flava	6.7	6.9	-0.2	7	3.7	4.5	-0.8	6.0	6.9	-0.9	6.7	9.3	-2.6	3.6	3.1	0.5	4.1	5.8	-1.7	5.2	5.3	-0.1	
Gold AM	0.2	0.2	0.0	18	0.1	*	*	0.2	0.1	0.1	0.2	*	*	*	*	*	*	*	*	0.6	0.3	0.3	
Life FM	1.9	1.8	0.1	17	1.2	1.2	0.0	0.4	0.6	-0.2	0.9	1.0	-0.1	4.9	4.9	0.0	0.4	0.3	0.1	1.6	2.3	-0.7	
Magic	9.3	10.6	-1.3	2	12.6	13.3	-0.7	10.8	10.5	0.3	11.4	11.0	0.4	6.7	4.0	2.7	4.2	2.3	1.9	14.8	15.3	-0.5	
Mai FM	8.3	6.5	1.8	3	6.6	5.1	1.5	6.7	5.2	1.5	9.5	7.1	2.4	11.2	10.9	0.3	7.0	3.7	3.3	9.3	7.8	1.5	
More FM	6.5	5.4	1.1	8	7.0	6.3	0.7	5.5	5.4	0.1	6.8	6.9	-0.1	6.7	5.9	0.8	6.1	9.9	-3.8	4.8	5.1	-0.3	
Newstalk ZB	10.9	10.5	0.4	1	4.5	5.6	-1.1	4.6	4.8	-0.2	5.8	7.4	-1.6	20.9	22.1	-1.2	21.4	19.7	1.7	11.0	12.2	-1.2	
Radio Hauraki	3.3	3.6	-0.3	14	5.6	6.0	-0.4	5.9	6.2	-0.3	6.0	6.0	0.0	0.7	0.6	0.1	2.2	2.1	0.1	3.8	4.1	-0.3	
Rhema	0.2	0.2	0.0	18	0.2	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.0	0.4	0.4	0.0	0.2	0.2	0.0	0.2	0.4	-0.2	
Rock	8.2	8.1	0.1	4	8.8	8.4	0.4	9.2	8.7	0.5	10.8	8.6	2.2	3.1	2.6	0.5	8.4	11.3	-2.9	7.4	6.6	0.8	
Te Arawa FM	2.2	3.3	-1.1	16	0.4	0.4	0.0	0.7	0.6	0.1	0.4	0.6	-0.2	0.1	2.6	-2.5	5.7	5.3	0.4	0.9	1.2	-0.3	
The Heat	2.3	2.0	0.3	15	2.7	1.9	0.8	2.8	2.4	0.4	2.1	1.8	0.3	1.8	1.7	0.1	2.7	1.2	1.5	2.0	1.7	0.3	
The Hits	5.7	7.9	-2.2	9	9.7	8.5	1.2	8.2	8.0	0.2	5.1	6.3	-1.2	3.9	6.1	-2.2	6.6	6.8	-0.2	5.4	6.2	-0.8	
The Sound	3.6	6.4	-2.8	13	7.1	11.4	-4.3	7.4	12.7	-5.3	5.2	7.2	-2.0	6.8	7.1	-0.3	1.2	2.3	-1.1	4.4	6.5	-2.1	
Today FM/Magic Talk*	4.3	4.0	0.3	10	2.2	2.3	-0.1	1.8	1.7	0.1	2.9	3.3	-0.4	2.5	3.3	-0.8	2.7	2.9	-0.2	2.7	2.7	0.0	
ZM	3.8	3.1	0.7	12	1.4	2.0	-0.6	1.9	2.4	-0.5	3.0	3.3	-0.3	1.8	1.6	0.2	1.9	3.0	-1.1	2.3	1.6	0.7	
MediaWorks Combo	53.2	53.4	-0.2		57.2	58.7	-1.5	56.9	58.0	-1.1	59.3	56.8	2.5	48.3	45.5	2.8	47.6	51.3	-3.7	55.2	55.5	-0.3	
NZME Combo	38.4	37.3	1.1		37.7	37.0	0.7	38.5	37.6	0.9	35.7	38.0	-2.3	41.7	42.6	-0.9	42.6	40.8	1.8	37.2	36.7	0.5	

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

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

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

Survey Comparisons: 1/2022 - 2/2022

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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	5.5	6.4	-0.9	6	0.8	0.9	-0.1	1.6	1.8	-0.2	2.0	2.1	-0.1	2.9	3.1	-0.2	2.1	2.4	-0.3	1.7	2.3	-0.6	1.1	1.5	-0.4
Coast	6.9	6.5	0.4	2	0.7	0.5	0.2	0.6	0.7	-0.1	1.0	1.0	0.0	2.6	2.7	-0.1	2.9	3.1	-0.2	2.8	2.6	0.2	1.0	1.4	-0.4
Edge	6.2	7.1	-0.9	3	1.9	2.3	-0.4	3.3	3.8	-0.5	2.5	2.9	-0.4	3.3	3.9	-0.6	1.6	1.7	-0.1	1.0	0.8	0.2	1.4	1.5	-0.1
Flava	8.0	8.0	0.0	1	2.0	1.7	0.3	4.1	4.7	-0.6	4.3	4.9	-0.6	5.7	5.9	-0.2	1.5	1.2	0.3	0.3	0.3	0.0	2.4	2.5	-0.1
Gold AM	0.3	0.3	0.0	19	*	*	*	*	*	*	*	*	*	*	0.1	*	*	0.1	*	0.2	0.2	0.0	*	*	*
Life FM	1.1	1.3	-0.2	17	0.2	0.2	0.0	0.4	0.4	0.0	0.5	0.4	0.1	0.8	0.9	-0.1	0.3	0.5	-0.2	*	0.1	*	0.3	0.6	-0.3
Magic	4.8	5.1	-0.3	7	0.1	0.1	0.0	0.3	0.3	0.0	0.2	0.3	-0.1	0.5	0.5	0.0	2.0	1.9	0.1	3.1	3.3	-0.2	0.3	0.3	0.0
Mai FM	4.5	4.2	0.3	8	0.9	0.8	0.1	2.8	2.7	0.1	3.0	2.5	0.5	3.1	2.9	0.2	0.5	0.9	-0.4	0.5	0.4	0.1	1.0	1.0	0.0
More FM	3.7	4.4	-0.7	12	0.6	0.9	-0.3	1.7	2.0	-0.3	1.9	2.1	-0.2	2.1	2.4	-0.3	0.5	0.8	-0.3	0.8	0.9	-0.1	0.9	1.0	-0.1
Newstalk ZB	4.4	4.6	-0.2	9	0.1	0.1	0.0	0.4	0.3	0.1	0.4	0.6	-0.2	1.2	1.6	-0.4	1.9	2.0	-0.1	2.0	1.9	0.1	0.4	0.7	-0.3
Radio Hauraki	2.8	3.0	-0.2	15	1.3	0.7	0.6	1.2	1.3	-0.1	0.8	1.2	-0.4	1.4	1.8	-0.4	0.7	1.0	-0.3	0.2	0.5	-0.3	0.5	0.5	0.0
Rhema	0.5	0.6	-0.1	18	*	0.1	*	0.1	0.1	0.0	0.1	0.1	0.0	0.2	0.4	-0.2	0.3	0.3	0.0	0.2	0.1	0.1	0.2	0.3	-0.1
Rock	6.2	6.5	-0.3	3	1.6	1.5	0.1	2.1	2.9	-0.8	2.3	2.9	-0.6	3.8	4.4	-0.6	2.1	2.0	0.1	0.7	0.6	0.1	1.7	1.6	0.1
Te Arawa FM	2.7	3.5	-0.8	16	0.4	1.0	-0.6	0.7	0.9	-0.2	0.9	1.0	-0.1	1.5	1.7	-0.2	1.0	1.1	-0.1	0.8	0.8	0.0	0.6	0.7	-0.1
The Heat	3.4	3.5	-0.1	13	1.0	1.0	0.0	1.5	1.9	-0.4	1.6	1.8	-0.2	2.2	2.1	0.1	0.7	0.6	0.1	0.1	0.3	-0.2	0.9	1.2	-0.3
The Hits	5.7	6.1	-0.4	5	1.5	1.5	0.0	2.3	2.3	0.0	2.1	2.0	0.1	2.9	3.1	-0.2	1.8	2.5	-0.7	1.3	1.6	-0.3	1.2	1.5	-0.3
The Sound	4.4	4.5	-0.1	9	0.6	0.5	0.1	0.4	0.8	-0.4	0.4	0.8	-0.4	1.9	2.4	-0.5	3.0	3.0	0.0	1.8	1.6	0.2	0.5	0.5	0.0
Today FM/Magic Talk*	3.3	3.5	-0.2	14	*	*	*	0.6	0.6	0.0	0.7	1.0	-0.3	1.5	1.8	-0.3	1.9	1.8	0.1	1.7	1.4	0.3	0.4	0.6	-0.2
ZM	4.1	4.2	-0.1	11	1.2	1.2	0.0	2.1	2.2	-0.1	1.6	1.8	-0.2	2.5	2.6	-0.1	1.2	1.0	0.2	0.3	0.4	-0.1	1.1	1.2	-0.1
MediaWorks Combo	28.7	29.8	-1.1		4.6	5.0	-0.4	9.7	10.5	-0.8	9.4	10.0	-0.6	13.9	14.7	-0.8	10.2	10.1	0.1	8.7	8.4	0.3	6.0	6.1	-0.1
NZME Combo	24.9	25.3	-0.4		5.1	4.8	0.3	8.2	8.9	-0.7	7.8	8.5	-0.7	11.9	12.8	-0.9	7.4	7.8	-0.4	6.0	6.0	0.0	5.1	5.8	-0.7
All Commercial Radio	41.3	42.3	-1.0		7.6	7.7	-0.1	13.8	14.3	-0.5	13.0	13.6	-0.6	19.8	20.4	-0.6	13.6	13.7	-0.1	11.2	11.3	-0.1	8.2	8.8	-0.6
Potential (000)	58.8	58.8	0.0		13.9	13.9	0.0	20.6	20.3	0.3	18.2	18.2	0.0	26.6	26.6	0.0	16.5	16.5	0.0	14.0	14.0	0.0	10.0	10.7	-0.7
Sample	807	829	-22		138	143	-5	222	227	-5	215	230	-15	329	339	-10	229	224	5	243	252	-9	151	155	-4

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	This	Last	+/-
Potential (000)	58.8	58.8	0.0
Sample Size	807	829	-22

	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	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-			
Breeze	3.1	3.3	-0.2	3	2.5	2.5	0.0	2.7	3.1	-0.4	2.5	2.8	-0.3	0.8	0.9	-0.1	0.7	0.7	0.0	3.1	3.7	-0.6						
Coast	2.9	2.7	0.2	7	3.6	3.2	0.4	4.4	4.0	0.4	2.6	2.4	0.2	1.5	1.2	0.3	0.7	0.5	0.2	3.9	3.7	0.2						
Edge	3.0	3.6	-0.6	4	2.0	2.0	0.0	3.3	3.0	0.3	3.1	3.3	-0.2	1.2	2.0	-0.8	0.4	0.5	-0.1	2.8	2.4	0.4						
Flava	4.4	4.7	-0.3	1	2.7	2.1	0.6	4.6	4.2	0.4	3.4	3.8	-0.4	1.5	1.2	0.3	0.4	0.7	-0.3	4.3	4.1	0.2						
Gold AM	0.1	0.1	0.0	19	0.1	0.1	0.0	0.1	0.1	0.0	*	*	*	*	*	*	*	*	*	0.2	0.2	0.0						
Life FM	0.7	0.8	-0.1	17	0.4	0.6	-0.2	0.3	0.4	-0.1	0.5	0.6	-0.1	0.5	0.6	-0.1	0.1	0.1	0.0	0.5	0.7	-0.2						
Magic	2.6	3.3	-0.7	9	3.1	3.4	-0.3	2.8	3.0	-0.2	2.7	2.9	-0.2	1.1	1.0	0.1	0.4	0.4	0.0	3.3	3.5	-0.2						
Mai FM	3.2	3.2	0.0	2	1.9	1.8	0.1	2.4	2.0	0.4	2.4	1.9	0.5	1.0	1.3	-0.3	0.9	0.6	0.3	2.6	2.1	0.5						
More FM	2.6	2.5	0.1	9	2.0	1.8	0.2	1.6	2.2	-0.6	1.7	2.0	-0.3	0.7	0.8	-0.1	0.3	0.4	-0.1	1.6	1.7	-0.1						
Newstalk ZB	3.0	2.9	0.1	4	1.9	2.3	-0.4	1.9	2.2	-0.3	1.4	1.7	-0.3	1.7	1.7	0.0	1.0	1.0	0.0	3.0	3.1	-0.1						
Radio Hauraki	2.0	2.2	-0.2	13	1.1	1.5	-0.4	1.6	1.6	0.0	1.4	1.8	-0.4	0.4	0.4	0.0	0.3	0.3	0.0	1.4	1.7	-0.3						
Rhema	0.4	0.6	-0.2	18	0.2	0.2	0.0	0.4	0.4	0.0	0.1	0.1	0.0	0.1	0.2	-0.1	0.1	*	*	0.3	0.5	-0.2						
Rock	2.6	2.9	-0.3	9	2.9	3.0	-0.1	3.0	3.1	-0.1	3.6	3.7	-0.1	1.2	0.9	0.3	0.9	0.9	0.0	3.1	3.2	-0.1						
Te Arawa FM	1.8	2.7	-0.9	15	0.3	0.6	-0.3	1.2	1.3	-0.1	0.4	0.6	-0.2	0.2	0.4	-0.2	0.2	0.2	0.0	1.2	1.0	0.2						
The Heat	1.8	1.9	-0.1	15	1.1	0.6	0.5	1.5	1.4	0.1	1.3	1.3	0.0	0.5	0.6	-0.1	0.3	0.2	0.1	1.4	1.4	0.0						
The Hits	3.0	3.7	-0.7	4	2.8	2.7	0.1	3.4	3.6	-0.2	2.4	2.9	-0.5	0.9	1.5	-0.6	0.3	0.6	-0.3	2.9	3.3	-0.4						
The Sound	2.1	2.7	-0.6	12	3.0	3.0	0.0	2.9	3.3	-0.4	2.0	2.2	-0.2	0.8	0.9	-0.1	0.1	0.1	0.0	2.1	2.4	-0.3						
Today FM/Magic Talk*	2.0	1.9	0.1	13	1.1	1.4	-0.3	1.8	1.5	0.3	1.3	1.3	0.0	0.4	0.5	-0.1	0.3	0.4	-0.1	1.5	1.7	-0.2						
ZM	2.7	2.4	0.3	8	1.7	1.4	0.3	2.0	1.9	0.1	1.7	2.1	-0.4	0.8	0.7	0.1	0.3	0.4	-0.1	1.7	1.5	0.2						
MediaWorks Combo	18.5	19.8	-1.3		16.1	16.6	-0.5	17.9	18.5	-0.6	16.3	16.6	-0.3	6.7	7.2	-0.5	3.6	3.8	-0.2	17.7	18.2	-0.5						
NZME Combo	15.8	16.8	-1.0		12.3	12.0	0.3	16.0	15.7	0.3	11.5	12.9	-1.4	6.4	6.4	0.0	2.9	3.2	-0.3	15.4	15.2	0.2						
All Commercial Radio	32.1	33.7	-1.6		25.0	25.4	-0.4	29.6	29.3	0.3	25.6	26.6	-1.0	12.6	13.5	-0.9	6.3	6.3	0.0	29.6	30.2	-0.6						

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

*Today FM/Magic Talk includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period for S1 2022 / 13 weeks of survey period for S2 2022)



ROTORUA COMMERCIAL RADIO - SURVEY 2 2022

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

Survey Comparisons: 1/2022 - 2/2022

This Survey Period: Sun Jun 20 to Sat Nov 6 2021 & Sun Jan 30 to Sat Jun 18 2022

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

	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	9:16	7:32	1:44	3:09	2:31	0:38	13:01	11:06	1:55	11:39	10:57	0:42	10:28	8:56	1:31	8:36	5:49	2:46	9:40	7:10	2:29	14:56	9:25	5:31
Coast	10:36	8:56	1:40	2:35	2:43	-0:08	8:51	12:12	-3:21	7:02	9:34	-2:32	9:54	7:28	2:25	12:56	9:20	3:36	12:37	11:42	0:55	10:46	9:53	0:52
Edge	6:30	6:10	0:19	8:08	8:04	0:04	8:00	8:55	-0:54	5:20	6:15	-0:54	5:26	5:23	0:02	5:14	3:31	1:42	6:45	4:48	1:57	4:53	6:50	-1:57
Flava	4:52	5:47	-0:54	3:07	3:58	-0:50	5:31	5:31	-0:00	5:50	6:36	-0:46	5:36	6:11	-0:35	4:45	5:32	-0:47	2:54	8:59	-6:04	4:54	4:44	0:10
Gold AM	6:31	3:33	2:57	*	*	*	*	*	*	*	*	*	19:30	1:15	18:15	19:30	1:15	18:15	5:16	5:21	-0:05	19:30	*	*
Life FM	9:22	9:07	0:15	4:43	4:46	-0:02	15:26	14:50	0:36	15:28	17:19	-1:50	11:32	10:31	1:01	4:47	4:41	0:06	*	14:45	*	5:46	5:47	-0:01
Magic	17:03	17:02	0:00	1:45	1:45	0:00	3:29	2:06	1:22	4:10	2:12	1:57	5:29	2:33	2:56	19:50	20:31	-0:41	16:33	16:44	-0:10	5:30	4:45	0:44
Mai FM	13:01	11:20	1:41	2:05	3:33	-1:28	13:17	10:29	2:48	12:43	11:14	1:28	12:34	9:43	2:50	35:32	19:30	16:01	38:25	38:25	0:00	5:31	6:25	-0:54
More FM	11:55	9:54	2:00	2:04	2:33	-0:28	12:49	11:38	1:11	12:44	12:55	-0:11	13:25	12:14	1:10	14:16	8:32	5:44	18:07	13:26	4:41	17:00	17:00	0:00
Newstalk ZB	13:55	14:37	-0:41	7:15	7:15	0:00	2:32	2:23	0:09	1:30	1:58	-0:28	2:35	1:37	0:58	4:11	3:27	0:43	11:47	13:56	-2:09	1:48	1:53	-0:05
Radio Hauraki	11:55	12:15	-0:19	7:48	12:03	-4:14	8:37	8:55	-0:17	11:24	8:48	2:36	14:06	12:13	1:52	19:42	16:39	3:03	23:52	12:38	11:13	14:14	12:59	1:14
Rhema	2:26	2:30	-0:04	*	3:00	*	1:21	1:19	0:02	1:21	1:19	0:02	1:47	2:04	-0:17	2:50	2:59	-0:09	3:45	6:15	-2:29	2:05	2:25	-0:20
Rock	9:54	9:08	0:45	8:20	6:15	2:05	9:42	9:51	-0:09	8:55	9:36	-0:41	11:29	10:50	0:38	12:31	10:42	1:49	5:31	4:25	1:06	8:48	8:01	0:46
Te Arawa FM	2:43	3:00	-0:16	1:43	1:16	0:26	1:27	4:37	-3:09	1:20	4:14	-2:53	2:03	3:31	-1:27	3:06	2:44	0:21	4:22	4:07	0:14	1:40	1:29	0:10
The Heat	5:12	4:10	1:01	4:23	4:15	0:08	7:03	5:04	1:59	6:41	5:15	1:26	5:52	4:38	1:14	3:21	1:17	2:03	1:54	1:32	0:22	6:26	5:18	1:08
The Hits	8:44	9:10	-0:26	10:13	9:43	0:30	10:41	10:38	0:02	9:07	11:12	-2:05	8:16	9:37	-1:21	6:43	7:11	-0:27	8:05	7:47	0:17	5:58	9:16	-3:17
The Sound	9:19	15:01	-5:42	4:12	3:19	0:52	7:48	24:54	-17:05	15:22	28:52	-13:30	10:04	19:57	-9:52	9:16	13:07	-3:50	10:18	10:58	-0:39	10:37	10:43	-0:06
Today FM/Magic Talk*	5:54	5:52	0:02	*	*	*	4:34	4:38	-0:03	4:13	4:05	0:08	4:07	4:05	0:01	4:30	6:04	-1:34	7:30	8:24	-0:54	4:14	4:22	-0:07
ZM	4:10	4:14	-0:04	3:54	2:48	1:06	4:22	5:06	-0:44	4:59	5:39	-0:40	4:34	5:07	-0:32	3:13	3:11	0:02	2:01	2:55	-0:54	4:53	3:30	1:23
MediaWorks Combo	14:02	14:12	-0:10	8:07	7:25	0:42	13:58	15:08	-1:10	13:54	15:22	-1:28	13:42	14:39	-0:56	15:12	15:23	-0:11	16:28	16:05	0:22	11:25	11:34	-0:08
NZME Combo	11:05	11:13	-0:08	7:34	7:18	0:15	8:47	9:15	-0:27	8:58	10:16	-1:17	9:47	9:45	0:02	11:15	10:19	0:56	12:36	13:21	-0:45	8:41	8:43	-0:02
All Commercial Radio	17:32	17:53	-0:21	10:54	10:20	0:34	16:24	18:20	-1:56	17:01	19:23	-2:21	16:59	18:09	-1:09	18:35	18:15	0:19	20:17	19:51	0:26	14:51	15:08	-0:17
Potential (000)	58.8	58.8	0.0	13.9	13.9	0.0	20.6	20.3	0.3	18.2	18.2	0.0	26.6	26.6	0.0	16.5	16.5	0.0	14.0	14.0	0.0	10.0	10.7	-0.7
Sample	807	829	-22	138	143	-5	222	227	-5	215	230	-15	329	339	-10	229	224	5	243	252	-9	151	155	-4

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

*Today FM/Magic Talk includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period for S1 2022 / 13 weeks of survey period for S2 2022)



ROTORUA COMMERCIAL RADIO - SURVEY 2 2022

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

Survey Comparisons: 1/2022 - 2/2022

This Survey Period: Sun Jun 20 to Sat Nov 6 2021 & Sun Jan 30 to Sat Jun 18 2022

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

	This	Last	+/-
Potential (000)	58.8	58.8	0.0
Sample Size	807	829	-22

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

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

*Today FM/Magic Talk includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period for S1 2022 / 13 weeks of survey period for S2 2022)