



# ROTORUA COMMERCIAL RADIO - SURVEY 4 2022

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

Survey Comparisons: 3/2022 - 4/2022

This Survey Period: Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022

Last Survey Period: Sun Aug 29 to Sat Nov 6 2021 & Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Sep 3 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	9.1	6.8	2.3	4	4.1	2.3	1.8	7.7	8.6	-0.9	8.5	10.1	-1.6	9.4	8.9	0.5	12.1	6.6	5.5	10.0	5.9	4.1	12.0	11.9	0.1
Coast	9.9	10.3	-0.4	3	4.4	1.8	2.6	1.9	2.4	-0.5	4.8	3.2	1.6	8.6	7.9	0.7	13.4	16.3	-2.9	12.0	16.3	-4.3	4.9	9.1	-4.2
Edge	6.1	6.6	-0.5	8	22.1	23.2	-1.1	13.2	12.7	0.5	4.8	6.4	-1.6	4.9	5.7	-0.8	3.7	3.7	0.0	2.9	3.7	-0.8	6.6	6.2	0.4
Flava	8.6	5.8	2.8	5	12.6	11.3	1.3	15.3	9.1	6.2	17.0	9.7	7.3	13.6	8.9	4.7	4.9	3.8	1.1	1.1	0.4	0.7	13.3	9.9	3.4
Gold Sport**	0.4	0.3	0.1	18	*	*	*	*	*	*	*	*	*	0.3	0.2	0.1	0.4	0.3	0.1	0.8	0.6	0.2	0.7	0.6	0.1
Life FM	0.5	1.5	-1.0	17	0.3	1.8	-1.5	0.1	3.3	-3.2	0.9	3.4	-2.5	0.9	2.7	-1.8	0.4	0.6	-0.2	*	*	*	1.7	1.5	0.2
Magic	8.6	11.5	-2.9	5	3.5	0.2	3.3	3.0	0.7	2.3	1.4	0.7	0.7	1.4	1.1	0.3	8.6	18.1	-9.5	18.2	24.8	-6.6	0.5	1.0	-0.5
Mai FM	6.4	8.2	-1.8	7	5.1	3.4	1.7	16.4	22.3	-5.9	17.5	23.9	-6.4	11.3	15.9	-4.6	0.5	0.3	0.2	0.5	0.3	0.2	4.8	4.7	0.1
More FM	4.7	4.4	0.3	11	6.6	1.6	5.0	5.3	2.8	2.5	4.9	3.5	1.4	4.6	4.1	0.5	4.2	4.4	-0.2	5.7	7.1	-1.4	7.0	9.3	-2.3
Newstalk ZB	10.4	9.6	0.8	2	0.4	0.8	-0.4	0.4	0.4	0.0	1.0	0.3	0.7	1.8	1.1	0.7	8.1	6.6	1.5	18.8	16.1	2.7	1.4	0.5	0.9
Radio Hauraki	3.5	3.7	-0.2	12	7.4	6.8	0.6	3.6	4.6	-1.0	5.3	5.8	-0.5	4.2	5.2	-1.0	2.0	3.2	-1.2	1.5	1.4	0.1	4.6	7.7	-3.1
Rhema	0.3	0.2	0.1	19	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.6	0.4	0.2	0.9	0.5	0.4	0.2	0.2	0.0
Rock	11.5	9.4	2.1	1	13.2	17.3	-4.1	17.0	11.1	5.9	17.6	11.4	6.2	16.8	14.3	2.5	12.5	10.9	1.6	5.2	1.7	3.5	13.6	11.3	2.3
SENZ Sport	0.3	0.2	0.1	19	*	*	*	*	*	*	*	*	*	*	*	*	0.2	0.2	0.0	1.0	0.5	0.5	*	*	*
Te Arawa FM	1.1	0.8	0.3	16	1.0	0.8	0.2	1.2	0.4	0.8	1.4	0.5	0.9	1.1	0.6	0.5	0.4	1.0	-0.6	1.3	1.4	-0.1	2.7	0.5	2.2
The Heat	1.9	2.8	-0.9	15	0.3	3.9	-3.6	1.6	4.0	-2.4	1.7	4.5	-2.8	3.8	4.7	-0.9	4.0	2.6	1.4	*	0.1	*	6.7	8.4	-1.7
The Hits	6.0	6.3	-0.3	9	9.4	17.3	-7.9	4.6	9.2	-4.6	3.9	6.8	-2.9	7.7	6.0	1.7	9.4	5.4	4.0	3.7	4.7	-1.0	9.2	5.7	3.5
The Sound	5.1	5.3	-0.2	10	0.7	1.0	-0.3	1.4	1.3	0.1	2.9	2.9	0.0	3.4	5.7	-2.3	10.2	9.8	0.4	11.7	7.6	4.1	3.2	5.1	-1.9
Today FM*	2.0	2.6	-0.6	14	0.5	*	*	1.5	1.5	0.0	1.7	1.7	0.0	1.6	2.0	-0.4	2.0	2.7	-0.7	3.8	5.0	-1.2	2.0	1.6	0.4
ZM	2.5	2.5	0.0	13	5.6	5.6	0.0	4.0	4.7	-0.7	3.5	4.1	-0.6	3.5	3.8	-0.3	2.0	1.7	0.3	0.3	0.1	0.2	4.0	4.1	-0.1
MediaWorks Combo	54.0	55.2	-1.2		58.0	49.0	9.0	66.8	61.9	4.9	59.7	61.6	-1.9	53.9	58.6	-4.7	54.2	57.0	-2.8	57.9	56.1	1.8	50.3	51.5	-1.2
NZME Combo	41.3	38.5	2.8		39.8	43.6	-3.8	29.9	30.3	-0.4	35.4	29.9	5.5	39.7	33.2	6.5	40.2	37.2	3.0	38.2	39.6	-1.4	38.0	37.7	0.3
Potential (000)	58.8	58.8	0.0		13.9	13.9	0.0	20.8	20.6	0.2	18.2	18.2	0.0	26.6	26.6	0.0	16.5	16.5	0.0	14.0	14.0	0.0	11.1	10.5	0.6
Sample	831	803	28		143	143	0	228	218	10	218	220	-2	348	336	12	238	226	12	233	233	0	163	163	0

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, Humm FM (from S4 2022)

NZME Combo: Coast, Flava, Gold AM (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui

\*Today FM includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022

\*\*Gold AM renamed to Gold Sport from Mon Jun 27 2022



# ROTORUA COMMERCIAL RADIO - SURVEY 4 2022

Station Share (%) by Daypart, People 10+

Survey Comparisons: 3/2022 - 4/2022

This Survey Period: Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022

Last Survey Period: Sun Aug 29 to Sat Nov 6 2021 & Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Sep 3 2022

	This	Last	+/-
Potential (000)	58.8	58.8	0.0
Sample Size	831	803	28

	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	+/-
Breeze	7.7	7.4	0.3	7	10.3	7.5	2.8	8.9	7.3	1.6	9.1	5.2	3.9	10.5	5.3	5.2	5.7	11.5	-5.8	9.8	5.3	4.5
Coast	9.3	7.9	1.4	3	12.0	12.5	-0.5	10.2	12.2	-2.0	9.5	9.9	-0.4	4.3	10.8	-6.5	8.1	7.2	0.9	9.8	8.5	1.3
Edge	5.1	4.8	0.3	8	5.8	5.9	-0.1	8.9	8.8	0.1	5.6	6.4	-0.8	4.9	5.1	-0.2	2.5	6.2	-3.7	5.5	6.9	-1.4
Flava	9.6	6.8	2.8	2	7.5	3.8	3.7	9.9	6.3	3.6	8.2	7.4	0.8	4.1	3.6	0.5	3.5	4.5	-1.0	8.9	5.8	3.1
Gold Sport**	0.3	0.2	0.1	18	0.2	0.2	0.0	0.4	0.3	0.1	0.3	0.3	0.0	*	*	*	*	*	*	0.8	0.8	0.0
Life FM	0.8	1.9	-1.1	17	0.2	1.5	-1.3	0.3	0.5	-0.2	0.3	1.0	-0.7	0.7	6.0	-5.3	0.1	0.5	-0.4	0.5	1.6	-1.1
Magic	8.4	9.2	-0.8	5	10.0	12.2	-2.2	7.5	10.9	-3.4	6.4	11.2	-4.8	12.8	9.7	3.1	6.7	7.3	-0.6	9.2	14.9	-5.7
Mai FM	7.8	9.8	-2.0	6	5.4	7.6	-2.2	3.8	5.6	-1.8	9.7	11.2	-1.5	6.2	8.6	-2.4	9.7	7.4	2.3	6.5	8.9	-2.4
More FM	4.6	5.0	-0.4	10	5.7	4.9	0.8	5.0	4.5	0.5	5.5	4.8	0.7	1.9	0.8	1.1	3.7	4.4	-0.7	4.1	3.5	0.6
Newstalk ZB	13.1	12.2	0.9	1	4.3	4.4	-0.1	5.4	5.1	0.3	8.3	7.5	0.8	35.2	26.4	8.8	28.3	26.0	2.3	12.3	12.5	-0.2
Radio Hauraki	4.8	3.3	1.5	9	3.4	4.6	-1.2	2.9	4.5	-1.6	6.3	3.5	2.8	1.7	0.8	0.9	1.9	2.6	-0.7	1.8	3.3	-1.5
Rhema	0.1	0.1	0.0	20	0.1	0.2	-0.1	0.2	0.1	0.1	0.4	0.1	0.3	2.0	1.3	0.7	0.9	0.9	0.0	0.3	0.1	0.2
Rock	9.0	8.7	0.3	4	13.1	10.4	2.7	14.5	10.8	3.7	14.1	12.2	1.9	2.1	3.6	-1.5	10.6	9.3	1.3	10.0	7.5	2.5
SENZ Sport	0.3	0.3	0.0	18	0.3	0.2	0.1	0.3	*	*	0.2	0.1	0.1	0.5	0.1	0.4	*	*	*	0.3	0.3	0.0
Te Arawa FM	1.8	1.9	-0.1	16	0.4	0.4	0.0	1.3	0.6	0.7	0.7	0.2	0.5	0.1	0.2	-0.1	*	*	*	1.2	1.0	0.2
The Heat	2.1	2.8	-0.7	15	2.4	3.5	-1.1	2.2	3.6	-1.4	1.2	1.4	-0.2	0.7	1.0	-0.3	1.3	1.5	-0.2	2.0	2.4	-0.4
The Hits	4.2	5.2	-1.0	12	8.6	9.0	-0.4	6.9	7.0	-0.1	4.4	4.9	-0.5	3.7	3.5	0.2	6.7	5.6	1.1	6.1	5.5	0.6
The Sound	3.3	3.3	0.0	13	6.1	6.6	-0.5	6.9	6.8	0.1	5.2	5.4	-0.2	4.2	7.5	-3.3	5.7	1.4	4.3	4.2	4.0	0.2
Today FM*	2.9	3.8	-0.9	14	1.8	2.0	-0.2	1.7	2.0	-0.3	1.8	2.9	-1.1	1.7	3.1	-1.4	2.3	2.6	-0.3	1.5	2.5	-1.0
ZM	4.4	4.0	0.4	11	1.7	1.9	-0.2	2.0	2.1	-0.1	2.2	2.9	-0.7	1.8	2.0	-0.2	1.6	1.0	0.6	2.3	2.2	0.1
MediaWorks Combo	48.9	52.4	-3.5		58.7	57.5	1.2	57.6	57.4	0.2	57.8	60.0	-2.2	44.4	43.7	0.7	47.0	50.2	-3.2	52.2	54.0	-1.8
NZME Combo	45.7	39.6	6.1		37.6	36.3	1.3	37.8	37.6	0.2	39.3	36.4	2.9	50.9	47.1	3.8	50.0	46.8	3.2	41.9	38.5	3.4

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, Humm FM (from S4 2022)

NZME Combo: Coast, Flava, Gold AM (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui

\*Today FM includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022

\*\*Gold AM renamed to Gold Sport from Mon Jun 27 2022



# ROTORUA COMMERCIAL RADIO - SURVEY 4 2022

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

Survey Comparisons: 3/2022 - 4/2022

This Survey Period: Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022

Last Survey Period: Sun Aug 29 to Sat Nov 6 2021 & Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Sep 3 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	6.4	5.0	1.4	2	0.8	0.6	0.2	1.3	1.3	0.0	1.5	1.7	-0.2	2.9	2.9	0.0	3.3	2.0	1.3	2.4	1.3	1.1	1.0	0.9	0.1
Coast	6.2	6.5	-0.3	4	0.5	0.5	0.0	0.5	0.4	0.1	0.9	0.8	0.1	2.3	2.5	-0.2	3.0	3.2	-0.2	2.8	2.8	0.0	0.9	1.0	-0.1
Edge	5.8	6.5	-0.7	5	1.4	2.0	-0.6	2.8	3.3	-0.5	2.3	2.4	-0.1	3.4	3.3	0.1	1.6	1.8	-0.2	0.9	1.1	-0.2	1.8	1.4	0.4
Flava	9.1	8.1	1.0	1	2.4	2.1	0.3	4.8	3.9	0.9	4.6	3.9	0.7	6.2	5.6	0.6	1.9	1.9	0.0	0.4	0.3	0.1	2.8	2.4	0.4
Gold Sport**	0.4	0.4	0.0	18	*	*	*	*	*	*	*	*	*	0.1	*	*	0.1	*	*	0.3	0.3	0.0	*	*	*
Life FM	0.6	1.0	-0.4	17	0.1	0.3	-0.2	*	0.5	*	0.2	0.4	-0.2	0.4	0.7	-0.3	0.2	0.3	-0.1	0.1	*	*	0.2	0.3	-0.1
Magic	4.7	4.7	0.0	7	0.6	0.1	0.5	0.8	0.4	0.4	0.3	0.3	0.0	0.5	0.6	-0.1	1.6	1.9	-0.3	2.8	3.0	-0.2	0.1	0.2	-0.1
Mai FM	5.1	4.7	0.4	6	1.5	0.9	0.6	2.7	2.9	-0.2	3.1	3.2	-0.1	3.4	3.3	0.1	0.3	0.5	-0.2	0.2	0.4	-0.2	1.2	1.2	0.0
More FM	3.7	3.6	0.1	11	0.8	0.7	0.1	1.1	1.1	0.0	1.1	1.3	-0.2	1.8	1.7	0.1	1.3	1.0	0.3	1.0	1.2	-0.2	0.9	1.0	-0.1
Newstalk ZB	4.3	4.3	0.0	8	0.1	0.1	0.0	0.3	0.3	0.0	0.4	0.3	0.1	1.2	1.1	0.1	1.9	2.1	-0.2	2.1	2.3	-0.2	0.4	0.3	0.1
Radio Hauraki	3.0	2.9	0.1	13	0.8	1.2	-0.4	0.8	1.2	-0.4	0.9	1.0	-0.1	1.7	1.5	0.2	1.2	0.7	0.5	0.6	0.2	0.4	0.6	0.6	0.0
Rhema	0.4	0.4	0.0	18	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.2	0.2	0.0	0.3	0.2	0.1	0.1	0.1	0.0
Rock	6.3	6.5	-0.2	3	1.0	1.6	-0.6	2.5	2.4	0.1	3.0	2.6	0.4	4.4	4.2	0.2	2.3	2.2	0.1	1.0	0.6	0.4	1.5	1.8	-0.3
SENZ Sport	0.4	0.3	0.1	18	*	*	*	*	*	*	*	*	*	*	*	*	0.2	0.2	0.0	0.3	0.3	0.0	*	*	*
Te Arawa FM	2.1	2.3	-0.2	16	0.4	0.4	0.0	0.7	0.6	0.1	0.8	0.8	0.0	1.2	1.2	0.0	0.4	0.8	-0.4	0.4	0.7	-0.3	0.8	0.5	0.3
The Heat	2.5	3.2	-0.7	14	0.4	0.8	-0.4	1.1	1.3	-0.2	1.2	1.5	-0.3	2.0	2.2	-0.2	0.8	0.8	0.0	*	0.1	*	0.9	1.1	-0.2
The Hits	4.2	5.3	-1.1	9	0.8	1.2	-0.4	1.2	2.0	-0.8	1.4	1.8	-0.4	2.6	2.8	-0.2	1.8	1.9	-0.1	0.8	1.3	-0.5	1.1	1.2	-0.1
The Sound	3.5	4.2	-0.7	12	0.2	0.4	-0.2	0.4	0.3	0.1	0.6	0.4	0.2	1.4	1.9	-0.5	2.2	2.9	-0.7	1.9	1.8	0.1	0.3	0.6	-0.3
Today FM*	2.4	2.9	-0.5	15	0.1	*	*	0.5	0.7	-0.2	0.7	0.9	-0.2	1.1	1.5	-0.4	1.2	1.4	-0.2	1.1	1.3	-0.2	0.3	0.4	-0.1
ZM	4.0	4.1	-0.1	10	1.5	1.2	0.3	1.8	2.2	-0.4	1.3	1.7	-0.4	2.4	2.6	-0.2	1.1	1.1	0.0	0.1	0.3	-0.2	0.7	0.9	-0.2
MediaWorks Combo	29.3	28.2	1.1		5.1	4.3	0.8	9.6	9.6	0.0	9.4	9.5	-0.1	14.2	14.4	-0.2	10.4	10.1	0.3	8.8	8.2	0.6	6.3	6.2	0.1
NZME Combo	25.2	24.8	0.4		5.0	5.1	-0.1	7.8	8.0	-0.2	7.5	7.4	0.1	12.4	11.8	0.6	8.5	7.9	0.6	6.2	6.4	-0.2	5.5	5.0	0.5
All Commercial Radio	41.0	40.6	0.4		7.9	7.3	0.6	13.5	13.7	-0.2	12.8	12.9	-0.1	19.7	19.9	-0.2	13.4	13.5	-0.1	10.8	11.0	-0.2	8.2	8.3	-0.1
Potential (000)	58.8	58.8	0.0		13.9	13.9	0.0	20.8	20.6	0.2	18.2	18.2	0.0	26.6	26.6	0.0	16.5	16.5	0.0	14.0	14.0	0.0	11.1	10.5	0.6
Sample	831	803	28		143	143	0	228	218	10	218	220	-2	348	336	12	238	226	12	233	233	0	163	163	0

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, Humm FM (from S4 2022)

NZME Combo: Coast, Flava, Gold AM (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui

\*Today FM includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022

\*\*Gold AM renamed to Gold Sport from Mon Jun 27 2022



# ROTORUA COMMERCIAL RADIO - SURVEY 4 2022

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

Survey Comparisons: 3/2022 - 4/2022

This Survey Period: Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022

Last Survey Period: Sun Aug 29 to Sat Nov 6 2021 & Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Sep 3 2022

	This	Last	+/-
Potential (000)	58.8	58.8	0.0
Sample Size	831	803	28

	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	+/-
Breeze	3.4	3.0	0.4	4	2.7	2.1	0.6	2.9	2.4	0.5	3.0	2.1	0.9	1.0	0.5	0.5	0.7	0.6	0.1	4.4	2.9	1.5
Coast	3.2	3.1	0.1	6	3.7	3.6	0.1	3.8	4.2	-0.4	2.6	2.4	0.2	1.3	1.3	0.0	0.5	0.5	0.0	3.6	3.3	0.3
Edge	3.1	3.3	-0.2	7	1.7	2.4	-0.7	2.9	3.6	-0.7	2.5	3.1	-0.6	1.1	1.0	0.1	0.4	0.4	0.0	3.1	3.1	0.0
Flava	5.1	4.1	1.0	1	3.6	2.8	0.8	6.0	4.8	1.2	4.2	3.3	0.9	1.5	1.4	0.1	0.3	0.5	-0.2	5.8	4.2	1.6
Gold Sport**	0.2	0.1	0.1	18	0.2	0.2	0.0	0.2	0.2	0.0	0.1	0.1	0.0	*	*	*	*	*	*	0.3	0.3	0.0
Life FM	0.5	0.7	-0.2	17	0.2	0.5	-0.3	0.2	0.3	-0.1	0.1	0.4	-0.3	0.1	0.6	-0.5	*	0.2	*	0.2	0.4	-0.2
Magic	2.5	2.5	0.0	9	2.7	3.0	-0.3	2.4	2.8	-0.4	1.8	2.5	-0.7	1.0	1.3	-0.3	0.4	0.3	0.1	2.8	3.1	-0.3
Mai FM	3.5	3.4	0.1	3	1.9	2.3	-0.4	2.0	2.5	-0.5	2.9	2.6	0.3	1.3	1.7	-0.4	0.7	0.6	0.1	3.2	2.3	0.9
More FM	2.2	2.6	-0.4	11	1.9	1.6	0.3	2.1	1.8	0.3	1.9	1.7	0.2	0.6	0.3	0.3	0.4	0.3	0.1	2.4	1.7	0.7
Newstalk ZB	3.4	3.1	0.3	4	1.6	1.8	-0.2	1.7	2.0	-0.3	1.6	1.4	0.2	2.2	2.0	0.2	1.5	1.2	0.3	3.0	3.2	-0.2
Radio Hauraki	1.9	2.3	-0.4	12	1.3	1.0	0.3	1.2	1.6	-0.4	1.4	1.2	0.2	0.5	0.5	0.0	0.2	0.4	-0.2	1.1	1.3	-0.2
Rhema	0.1	0.2	-0.1	19	0.2	0.2	0.0	0.2	0.2	0.0	0.2	0.2	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.2	0.2	0.0
Rock	3.7	3.0	0.7	2	3.0	2.9	0.1	3.8	3.5	0.3	3.6	3.7	-0.1	0.6	1.3	-0.7	0.9	0.9	0.0	3.8	3.2	0.6
SENZ Sport	0.1	0.2	-0.1	19	0.1	0.1	0.0	0.1	0.1	0.0	0.2	0.2	0.0	0.1	*	*	*	*	*	0.2	0.1	0.1
Te Arawa FM	1.2	1.5	-0.3	15	0.4	0.3	0.1	0.9	1.0	-0.1	0.5	0.2	0.3	0.1	0.2	-0.1	*	*	*	0.9	1.2	-0.3
The Heat	1.2	1.6	-0.4	15	0.8	1.2	-0.4	1.1	1.4	-0.3	1.0	1.1	-0.1	0.4	0.6	-0.2	0.1	0.2	-0.1	1.3	1.2	0.1
The Hits	2.3	2.8	-0.5	10	2.1	2.7	-0.6	2.2	3.2	-1.0	2.0	2.2	-0.2	0.3	0.7	-0.4	0.2	0.3	-0.1	2.2	2.7	-0.5
The Sound	1.9	1.9	0.0	12	2.2	2.8	-0.6	2.4	3.0	-0.6	1.5	1.9	-0.4	0.7	0.8	-0.1	0.3	0.1	0.2	2.0	1.7	0.3
Today FM*	1.4	1.7	-0.3	14	0.9	0.9	0.0	1.6	1.8	-0.2	0.8	1.2	-0.4	0.4	0.6	-0.2	0.2	0.4	-0.2	0.8	1.2	-0.4
ZM	2.8	2.6	0.2	8	1.3	1.9	-0.6	1.4	2.1	-0.7	1.0	1.7	-0.7	0.5	0.9	-0.4	0.1	0.1	0.0	2.2	1.7	0.5
MediaWorks Combo	18.7	18.9	-0.2		14.6	15.7	-1.1	18.0	18.3	-0.3	16.0	16.1	-0.1	6.2	7.1	-0.9	3.4	3.4	0.0	19.8	16.8	3.0
NZME Combo	16.6	15.8	0.8		12.1	12.3	-0.2	14.7	16.1	-1.4	11.9	11.5	0.4	5.8	6.3	-0.5	2.8	2.8	0.0	16.5	14.9	1.6
All Commercial Radio	31.5	31.5	0.0		23.6	24.4	-0.8	28.3	29.3	-1.0	25.2	25.2	0.0	12.1	13.1	-1.0	5.5	5.9	-0.4	31.1	28.6	2.5

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, Humm FM (from S4 2022)

NZME Combo: Coast, Flava, Gold AM (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui

\*Today FM includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022

\*\*Gold AM renamed to Gold Sport from Mon Jun 27 2022



# ROTORUA COMMERCIAL RADIO - SURVEY 4 2022

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

Survey Comparisons: 3/2022 - 4/2022

This Survey Period: Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022

Last Survey Period: Sun Aug 29 to Sat Nov 6 2021 & Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Sep 3 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	8:56	9:27	-0:31	3:53	2:49	1:04	10:55	16:02	-5:07	11:07	13:20	-2:13	10:04	10:33	-0:28	7:51	7:58	-0:07	7:28	9:45	-2:16	13:28	16:12	-2:43
Coast	9:55	11:05	-1:09	7:36	2:31	5:04	6:40	13:50	-7:10	10:43	9:13	1:29	11:47	10:50	0:57	9:34	12:36	-3:01	7:38	12:49	-5:10	6:10	11:16	-5:05
Edge	6:36	7:07	-0:30	12:17	9:15	3:02	8:22	9:04	-0:41	4:05	6:02	-1:56	4:25	5:50	-1:25	4:52	5:10	-0:18	6:03	7:08	-1:05	4:14	5:25	-1:11
Flava	5:55	5:00	0:54	4:02	4:09	-0:06	5:43	5:30	0:13	7:11	5:43	1:28	6:47	5:28	1:18	5:41	4:50	0:51	4:32	2:59	1:32	5:25	5:06	0:19
Gold Sport**	5:41	5:48	-0:07	*	*	*	*	*	*	*	*	*	12:20	19:30	-7:09	12:20	19:30	-7:09	4:44	4:47	-0:03	19:30	19:30	0:00
Life FM	5:17	10:10	-4:53	4:00	4:48	-0:48	2:30	15:39	-13:09	7:40	18:35	-10:55	6:37	12:57	-6:19	5:05	4:53	0:11	0:30	*	*	12:55	6:27	6:27
Magic	11:29	17:12	-5:43	4:56	1:45	3:11	6:30	4:25	2:04	9:33	5:02	4:31	8:21	6:34	1:46	11:37	23:17	-11:40	11:29	17:51	-6:22	4:55	5:17	-0:21
Mai FM	7:51	12:24	-4:32	2:46	2:48	-0:01	10:48	18:09	-7:21	10:52	17:17	-6:25	10:20	16:46	-6:25	3:14	1:35	1:39	4:19	1:33	2:45	4:35	4:56	-0:20
More FM	8:03	8:27	-0:23	6:32	1:50	4:41	8:39	5:46	2:52	8:28	6:14	2:13	7:44	8:24	-0:40	6:55	10:44	-3:49	10:34	13:04	-2:29	9:04	11:42	-2:37
Newstalk ZB	15:07	15:31	-0:24	2:16	7:15	-4:58	2:20	2:59	-0:38	4:35	1:51	2:44	4:45	3:33	1:11	9:06	7:44	1:21	16:04	15:04	1:00	4:00	1:57	2:03
Radio Hauraki	7:16	9:06	-1:50	7:38	4:33	3:05	7:46	9:04	-1:17	11:29	13:29	-1:59	7:53	11:30	-3:36	3:38	10:56	-7:18	4:54	18:30	-13:35	8:14	16:10	-7:56
Rhema	4:18	3:30	0:48	*	*	*	2:00	1:32	0:27	2:00	1:32	0:27	2:00	1:41	0:18	5:24	4:17	1:07	5:59	5:02	0:56	1:54	1:54	-0:00
Rock	11:17	10:14	1:02	10:36	8:34	2:02	12:26	10:44	1:42	11:33	9:52	1:40	11:55	11:41	0:14	11:30	12:11	-0:41	9:30	5:39	3:51	10:19	7:44	2:35
SENZ Sport	4:47	4:04	0:43	*	*	*	*	*	*	*	*	*	0:45	0:45	0:00	2:27	2:28	-0:01	5:15	4:35	0:39	*	*	*
Te Arawa FM	3:17	2:34	0:42	1:58	1:34	0:23	3:13	1:27	1:46	3:23	1:20	2:02	2:55	1:49	1:06	1:51	3:08	-1:16	5:47	4:27	1:20	4:07	1:24	2:43
The Heat	4:56	6:12	-1:16	0:31	3:45	-3:14	2:30	7:14	-4:44	2:41	6:47	-4:06	5:51	7:31	-1:40	10:41	7:46	2:54	*	1:15	*	8:22	9:08	-0:46
The Hits	9:02	8:25	0:36	9:51	11:02	-1:11	7:09	10:59	-3:50	5:36	8:55	-3:18	9:03	7:30	1:33	11:23	6:48	4:35	8:12	7:56	0:15	9:30	5:59	3:31
The Sound	9:04	8:55	0:09	3:40	2:09	1:31	6:04	9:05	-3:01	9:14	16:07	-6:52	7:37	10:05	-2:27	10:02	8:19	1:42	10:39	9:11	1:28	13:36	10:57	2:38
Today FM*	5:07	6:21	-1:14	5:00	*	*	5:43	4:42	1:01	4:48	4:24	0:23	4:23	4:34	-0:10	3:43	4:34	-0:50	5:54	8:34	-2:39	9:03	4:57	4:05
ZM	3:59	4:21	-0:22	2:54	3:32	-0:38	4:06	4:54	-0:48	5:13	5:37	-0:24	4:36	5:06	-0:30	3:47	3:30	0:16	6:48	0:47	6:00	6:49	5:19	1:30
MediaWorks Combo	11:32	13:47	-2:15	9:00	8:53	0:07	12:31	15:12	-2:41	12:22	14:49	-2:26	11:46	14:01	-2:14	11:16	13:44	-2:27	11:46	14:58	-3:12	9:08	10:08	-0:59
NZME Combo	10:13	10:55	-0:41	6:15	6:42	-0:26	6:53	8:54	-2:00	9:11	9:13	-0:01	9:51	9:40	0:11	10:15	11:29	-1:13	10:55	13:27	-2:32	7:55	9:08	-1:12
All Commercial Radio	15:15	17:20	-2:05	9:57	10:39	-0:42	13:19	17:11	-3:52	15:08	17:40	-2:31	15:43	17:20	-1:37	16:12	18:02	-1:50	16:29	19:48	-3:18	14:00	14:42	-0:41
Potential (000)	58.8	58.8	0.0	13.9	13.9	0.0	20.8	20.6	0.2	18.2	18.2	0.0	26.6	26.6	0.0	16.5	16.5	0.0	14.0	14.0	0.0	11.1	10.5	0.6
Sample	831	803	28	143	143	0	228	218	10	218	220	-2	348	336	12	238	226	12	233	233	0	163	163	0

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, Humm FM (from S4 2022)

NZME Combo: Coast, Flava, Gold AM (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui

\*Today FM includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022

\*\*Gold AM renamed to Gold Sport from Mon Jun 27 2022



# ROTORUA COMMERCIAL RADIO - SURVEY 4 2022

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

Survey Comparisons: 3/2022 - 4/2022

This Survey Period: Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022

Last Survey Period: Sun Aug 29 to Sat Nov 6 2021 & Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Sep 3 2022

	This	Last	+/-
Potential (000)	58.8	58.8	0.0
Sample Size	831	803	28

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

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, Humm FM (from S4 2022)

NZME Combo: Coast, Flava, Gold AM (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui

\*Today FM includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022

\*\*Gold AM renamed to Gold Sport from Mon Jun 27 2022