



# ROTORUA COMMERCIAL RADIO - SURVEY 2 2023

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

Survey Comparisons: 1/2023 - 2/2023

This Survey Period: Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 2023

Last Survey Period: Sun Apr 10 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 2023

	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	10.3	11.1	-0.8	2	4.3	5.3	-1.0	9.5	9.5	0.0	8.9	9.1	-0.2	10.1	10.0	0.1	12.4	13.1	-0.7	10.0	11.5	-1.5	6.4	6.2	0.2
Coast	6.1	8.3	-2.2	8	4.7	4.9	-0.2	2.5	3.1	-0.6	3.5	4.8	-1.3	3.3	7.0	-3.7	4.4	9.1	-4.7	9.0	8.2	0.8	3.5	4.8	-1.3
Edge	3.1	4.6	-1.5	12	6.3	12.3	-6.0	5.0	6.6	-1.6	4.3	3.9	0.4	3.8	4.3	-0.5	2.6	3.9	-1.3	1.7	3.3	-1.6	5.3	4.6	0.7
Flava	10.7	10.7	0.0	1	14.8	17.5	-2.7	21.5	22.5	-1.0	22.2	20.7	1.5	17.2	15.8	1.4	4.8	5.0	-0.2	1.9	1.8	0.1	21.1	21.3	-0.2
Gold Sport	0.1	0.2	-0.1	19	*	*	*	*	*	*	*	*	*	*	0.3	*	0.1	0.5	-0.4	0.1	0.2	-0.1	*	0.6	*
Life FM	0.7	0.5	0.2	17	0.1	0.1	0.0	0.1	0.1	0.0	1.2	1.0	0.2	1.0	0.8	0.2	0.8	0.3	0.5	0.6	0.1	0.5	2.3	1.7	0.6
Magic	9.2	7.1	2.1	3	3.1	3.4	-0.3	2.3	2.4	-0.1	1.2	1.0	0.2	1.2	1.3	-0.1	5.7	5.1	0.6	19.2	16.1	3.1	*	0.4	*
Mai FM	5.8	6.1	-0.3	9	18.4	19.5	-1.1	10.7	11.6	-0.9	10.3	11.3	-1.0	7.5	7.6	-0.1	1.0	0.5	0.5	0.3	0.5	-0.2	6.4	7.6	-1.2
More FM	4.5	4.7	-0.2	11	6.6	9.3	-2.7	4.0	4.7	-0.7	4.9	4.9	0.0	4.8	4.9	-0.1	6.1	4.3	1.8	4.6	4.1	0.5	6.7	8.2	-1.5
Newstalk ZB	7.2	8.2	-1.0	7	0.4	0.5	-0.1	0.4	0.4	0.0	0.7	0.8	-0.1	1.5	1.7	-0.2	6.2	7.7	-1.5	14.1	16.5	-2.4	2.0	2.1	-0.1
Radio Hauraki	5.8	3.8	2.0	9	13.5	0.6	12.9	4.6	4.7	-0.1	5.7	7.2	-1.5	7.9	6.1	1.8	6.9	3.0	3.9	1.5	1.8	-0.3	3.1	3.1	0.0
Rhema	1.1	0.9	0.2	16	*	*	*	2.8	2.1	0.7	2.3	1.7	0.6	1.7	1.3	0.4	0.9	0.8	0.1	0.8	0.8	0.0	2.0	1.6	0.4
Rock	9.1	11.4	-2.3	4	7.1	13.2	-6.1	15.9	16.0	-0.1	15.1	15.9	-0.8	14.4	16.1	-1.7	9.6	13.0	-3.4	3.8	5.4	-1.6	7.2	7.6	-0.4
SENZ Sport	0.2	0.3	-0.1	18	*	*	*	*	*	*	*	*	*	*	*	*	0.2	0.2	0.0	0.7	0.9	-0.2	*	*	*
Te Arawa FM	1.6	1.2	0.4	15	0.7	0.9	-0.2	2.2	1.4	0.8	2.1	1.5	0.6	2.0	1.3	0.7	1.8	1.1	0.7	1.8	1.5	0.3	3.4	2.8	0.6
The Heat	2.4	2.7	-0.3	13	0.4	0.5	-0.1	2.5	2.7	-0.2	2.3	2.8	-0.5	4.6	4.9	-0.3	4.6	4.8	-0.2	0.2	0.2	0.0	7.5	7.0	0.5
The Hits	8.0	7.1	0.9	6	11.3	4.0	7.3	5.9	4.2	1.7	5.1	4.6	0.5	9.0	7.8	1.2	12.4	11.7	0.7	6.6	8.0	-1.4	12.7	10.5	2.2
The Sound	8.3	5.9	2.4	5	0.7	0.6	0.1	1.9	1.4	0.5	3.4	2.9	0.5	3.8	3.4	0.4	15.6	11.8	3.8	17.3	14.4	2.9	4.5	3.5	1.0
ZM	2.0	2.7	-0.7	14	2.2	4.5	-2.3	4.4	4.7	-0.3	3.9	4.3	-0.4	3.2	3.9	-0.7	1.2	2.0	-0.8	0.6	0.7	-0.1	3.6	4.7	-1.1
MediaWorks Combo	51.0	51.5	-0.5		48.2	65.8	-17.6	50.4	53.3	-2.9	49.4	49.5	-0.1	46.6	48.1	-1.5	53.0	52.1	0.9	56.9	55.3	1.6	38.0	38.7	-0.7
NZME Combo	39.9	41.0	-1.1		46.9	32.1	14.8	39.3	39.6	-0.3	41.1	42.4	-1.3	42.3	42.5	-0.2	36.0	39.0	-3.0	33.8	37.1	-3.3	45.9	47.1	-1.2
Potential (000)	58.5	58.5	0.0		13.6	13.6	0.0	19.1	19.4	-0.3	17.9	17.9	0.0	26.4	26.4	0.0	16.5	16.5	0.0	14.0	14.0	0.0	12.2	12.1	0.1
Sample	881	823	58		163	145	18	247	233	14	242	231	11	364	354	10	251	241	10	256	230	26	171	171	0

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

MediaWorks Combo: Breeze, Edge, Magic, Mai FM, More FM, Rock, The Sound, or internet only listening to George FM, Humm FM

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



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Station Share (%) by Daypart, People 10+

Survey Comparisons: 1/2023 - 2/2023

This Survey Period: Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 2023

Last Survey Period: Sun Apr 10 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 2023

	This	Last	+/-
Potential (000)	58.5	58.5	0.0
Sample Size	881	823	58

	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	8.7	9.1	-0.4	4	11.5	11.6	-0.1	10.2	11.1	-0.9	11.3	13.8	-2.5	9.3	10.9	-1.6	6.8	4.3	2.5	11.2	12.0	-0.8
Coast	5.4	7.8	-2.4	9	5.9	8.6	-2.7	5.4	7.4	-2.0	6.5	8.5	-2.0	5.7	6.2	-0.5	3.9	6.7	-2.8	7.9	10.3	-2.4
Edge	4.4	4.8	-0.4	11	1.7	3.1	-1.4	2.4	5.2	-2.8	4.4	5.7	-1.3	2.8	4.6	-1.8	4.9	4.8	0.1	3.2	4.5	-1.3
Flava	10.9	10.7	0.2	1	11.2	11.2	0.0	12.7	12.2	0.5	10.4	8.7	1.7	4.2	3.9	0.3	7.6	5.4	2.2	10.1	11.9	-1.8
Gold Sport	0.1	0.2	-0.1	18	*	0.2	*	0.1	0.2	-0.1	0.1	0.3	-0.2	*	*	*	0.1	0.1	0.0	0.1	0.2	-0.1
Life FM	1.2	0.9	0.3	16	0.4	0.3	0.1	0.6	0.4	0.2	0.5	0.4	0.1	1.1	0.1	1.0	0.1	*	*	0.6	0.5	0.1
Magic	9.4	6.8	2.6	3	11.0	8.2	2.8	7.2	5.9	1.3	4.6	4.8	-0.2	11.8	9.7	2.1	5.9	7.5	-1.6	11.5	8.4	3.1
Mai FM	7.1	7.4	-0.3	6	4.3	4.8	-0.5	5.9	5.6	0.3	6.0	6.6	-0.6	7.8	7.8	0.0	6.1	9.3	-3.2	5.2	5.8	-0.6
More FM	3.9	4.7	-0.8	12	5.0	5.2	-0.2	5.2	5.2	0.0	5.2	5.7	-0.5	1.8	2.2	-0.4	7.3	3.6	3.7	4.0	3.9	0.1
Newstalk ZB	9.8	11.3	-1.5	2	3.2	3.4	-0.2	2.7	3.3	-0.6	7.7	7.4	0.3	23.6	28.1	-4.5	13.7	17.8	-4.1	7.7	9.2	-1.5
Radio Hauraki	6.4	5.7	0.7	8	6.8	4.6	2.2	6.6	4.0	2.6	8.6	5.6	3.0	0.6	0.7	-0.1	2.1	2.8	-0.7	4.1	1.0	3.1
Rhema	0.7	0.6	0.1	17	0.9	0.8	0.1	0.3	0.3	0.0	0.3	0.3	0.0	7.1	6.0	1.1	4.5	3.8	0.7	0.9	0.8	0.1
Rock	8.1	9.1	-1.0	5	10.8	14.8	-4.0	12.3	16.3	-4.0	10.0	12.4	-2.4	2.7	2.0	0.7	7.2	9.0	-1.8	6.3	7.4	-1.1
SENZ Sport	*	*	*	*	0.3	0.3	0.0	0.5	0.7	-0.2	0.1	0.1	0.0	0.3	0.4	-0.1	*	*	*	0.1	0.1	0.0
Te Arawa FM	1.9	1.5	0.4	15	1.2	0.9	0.3	1.4	1.3	0.1	1.0	1.0	0.0	0.7	0.9	-0.2	10.2	1.4	8.8	1.6	1.4	0.2
The Heat	2.1	2.4	-0.3	14	2.5	3.0	-0.5	3.3	3.3	0.0	2.3	2.4	-0.1	2.1	2.5	-0.4	2.7	3.5	-0.8	1.5	2.2	-0.7
The Hits	6.8	5.9	0.9	7	8.0	7.4	0.6	6.8	5.4	1.4	7.6	6.7	0.9	7.7	6.0	1.7	5.1	9.4	-4.3	11.0	10.1	0.9
The Sound	5.1	4.2	0.9	10	9.0	7.4	1.6	10.9	7.3	3.6	9.1	5.4	3.7	5.3	3.6	1.7	9.1	7.3	1.8	8.1	5.3	2.8
ZM	3.4	4.3	-0.9	13	1.5	1.8	-0.3	1.8	2.4	-0.6	2.6	2.9	-0.3	0.8	1.9	-1.1	*	*	*	1.6	2.7	-1.1
MediaWorks Combo	47.0	46.0	1.0		53.9	55.5	-1.6	54.9	57.2	-2.3	51.3	54.8	-3.5	41.9	40.7	1.2	47.3	45.9	1.4	50.4	48.5	1.9
NZME Combo	42.8	45.9	-3.1		36.7	37.1	-0.4	36.0	34.7	1.3	43.6	40.1	3.5	42.7	46.9	-4.2	32.5	42.2	-9.7	42.5	45.4	-2.9

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

MediaWorks Combo: Breeze, Edge, Magic, Mai FM, More FM, Rock, The Sound, or internet only listening to George FM, Humm FM

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



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

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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	7.6	0.0	2	1.0	1.1	-0.1	1.8	1.7	0.1	1.8	1.9	-0.1	3.7	3.8	-0.1	3.5	3.6	-0.1	2.4	2.3	0.1	1.3	0.9	0.4
Coast	5.9	6.4	-0.5	7	0.7	0.6	0.1	1.0	0.9	0.1	1.0	1.2	-0.2	2.2	2.6	-0.4	2.7	2.9	-0.2	2.6	2.5	0.1	1.3	1.1	0.2
Edge	6.4	7.0	-0.6	6	1.5	1.5	0.0	2.8	3.1	-0.3	3.0	3.0	0.0	4.0	4.5	-0.5	1.6	1.9	-0.3	0.9	0.9	0.0	2.1	2.3	-0.2
Flava	9.3	9.9	-0.6	1	2.1	2.4	-0.3	4.6	5.0	-0.4	4.9	5.1	-0.2	6.4	6.9	-0.5	2.0	2.2	-0.2	0.7	0.5	0.2	3.2	3.3	-0.1
Gold Sport	0.2	0.2	0.0	18	*	*	*	*	*	*	*	*	*	*	0.1	*	0.1	0.1	0.0	0.1	0.2	-0.1	*	*	*
Life FM	0.9	0.7	0.2	16	0.1	0.1	0.0	0.1	0.1	0.0	0.2	0.3	-0.1	0.7	0.5	0.2	0.5	0.2	0.3	0.2	0.1	0.1	0.5	0.2	0.3
Magic	4.3	3.9	0.4	10	0.5	0.4	0.1	0.7	0.8	-0.1	0.4	0.3	0.1	0.7	0.6	0.1	1.1	1.3	-0.2	2.3	2.1	0.2	0.1	0.1	0.0
Mai FM	6.7	6.9	-0.2	4	2.7	2.7	0.0	3.0	3.3	-0.3	3.2	3.6	-0.4	3.8	4.0	-0.2	0.7	0.5	0.2	0.1	0.2	-0.1	1.8	1.9	-0.1
More FM	5.1	4.8	0.3	8	1.3	1.2	0.1	1.6	1.6	0.0	1.6	1.6	0.0	2.5	2.5	0.0	1.9	1.7	0.2	1.2	1.1	0.1	1.5	1.7	-0.2
Newstalk ZB	3.8	3.9	-0.1	11	0.1	0.2	-0.1	0.3	0.3	0.0	0.4	0.4	0.0	1.0	1.0	0.0	1.5	1.7	-0.2	1.9	1.9	0.0	0.4	0.4	0.0
Radio Hauraki	3.8	3.7	0.1	11	0.4	0.4	0.0	0.9	1.2	-0.3	1.3	1.6	-0.3	2.9	2.7	0.2	2.1	1.5	0.6	0.6	0.6	0.0	0.8	0.7	0.1
Rhema	0.7	0.6	0.1	17	*	*	*	0.4	0.3	0.1	0.4	0.3	0.1	0.4	0.3	0.1	0.2	0.3	-0.1	0.3	0.2	0.1	0.2	0.3	-0.1
Rock	6.6	7.0	-0.4	5	0.8	1.0	-0.2	2.8	2.8	0.0	3.4	3.6	-0.2	5.1	5.0	0.1	2.4	2.4	0.0	0.8	1.0	-0.2	1.7	1.6	0.1
SENZ Sport	0.2	0.2	0.0	18	*	*	*	*	*	*	*	*	*	*	*	*	*	0.1	*	0.2	0.2	0.0	*	*	*
Te Arawa FM	3.1	2.6	0.5	14	0.3	0.4	-0.1	1.1	0.8	0.3	1.2	1.0	0.2	1.9	1.6	0.3	1.1	0.9	0.2	0.8	0.6	0.2	1.2	1.0	0.2
The Heat	2.6	3.2	-0.6	15	0.3	0.5	-0.2	1.2	1.3	-0.1	1.3	1.7	-0.4	2.1	2.6	-0.5	1.0	1.1	-0.1	0.2	0.2	0.0	1.0	1.0	0.0
The Hits	6.9	6.1	0.8	3	1.7	1.0	0.7	2.1	1.9	0.2	2.0	2.2	-0.2	3.8	3.7	0.1	2.7	2.4	0.3	1.4	1.4	0.0	2.4	2.0	0.4
The Sound	4.6	4.0	0.6	9	0.2	0.1	0.1	0.9	0.7	0.2	1.1	0.9	0.2	2.0	1.8	0.2	2.5	2.3	0.2	2.3	2.0	0.3	0.7	0.5	0.2
ZM	3.7	4.7	-1.0	13	0.8	1.3	-0.5	2.0	2.2	-0.2	2.0	2.2	-0.2	2.6	3.2	-0.6	0.7	1.2	-0.5	0.2	0.2	0.0	1.1	1.2	-0.1
MediaWorks Combo	30.6	30.8	-0.2		5.8	6.1	-0.3	9.8	10.0	-0.2	10.7	10.7	0.0	15.5	15.9	-0.4	9.6	9.8	-0.2	7.8	7.5	0.3	6.7	7.0	-0.3
NZME Combo	26.0	27.1	-1.1		4.5	4.6	-0.1	8.1	8.6	-0.5	8.7	9.3	-0.6	13.7	14.7	-1.0	8.7	9.2	-0.5	6.5	6.4	0.1	6.2	6.7	-0.5
All Commercial Radio	42.9	43.9	-1.0		8.0	8.5	-0.5	13.1	13.9	-0.8	14.0	14.5	-0.5	21.1	22.0	-0.9	13.8	14.1	-0.3	11.2	10.7	0.5	9.0	9.4	-0.4
Potential (000)	58.5	58.5	0.0		13.6	13.6	0.0	19.1	19.4	-0.3	17.9	17.9	0.0	26.4	26.4	0.0	16.5	16.5	0.0	14.0	14.0	0.0	12.2	12.1	0.1
Sample	881	823	58		163	145	18	247	233	14	242	231	11	364	354	10	251	241	10	256	230	26	171	171	0

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	This	Last	+/-
Potential (000)	58.5	58.5	0.0
Sample Size	881	823	58

	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	4.2	4.2	0.0	2	3.5	3.6	-0.1	3.8	4.0	-0.2	3.9	4.1	-0.2	1.5	1.3	0.2	1.1	0.8	0.3	5.3	5.0	0.3	
Coast	2.9	3.3	-0.4	8	3.2	3.8	-0.6	3.1	3.7	-0.6	2.3	2.4	-0.1	1.5	1.6	-0.1	0.5	0.6	-0.1	3.5	4.1	-0.6	
Edge	3.6	3.8	-0.2	6	1.8	2.2	-0.4	2.3	3.0	-0.7	2.7	3.3	-0.6	1.2	1.2	0.0	0.8	0.8	0.0	3.5	3.9	-0.4	
Flava	5.8	6.0	-0.2	1	4.2	4.8	-0.6	5.9	6.7	-0.8	5.2	4.9	0.3	1.3	1.3	0.0	0.8	0.4	0.4	6.0	6.5	-0.5	
Gold Sport	0.1	0.1	0.0	18	0.1	0.1	0.0	0.1	0.2	-0.1	0.1	0.1	0.0	*	*	*	*	0.1	*	*	0.1	*	
Life FM	0.6	0.6	0.0	16	0.6	0.3	0.3	0.4	0.4	0.0	0.4	0.3	0.1	0.1	0.1	0.0	*	*	*	0.4	0.3	0.1	
Magic	3.1	2.3	0.8	7	2.9	2.5	0.4	2.7	2.1	0.6	1.7	1.4	0.3	1.0	0.8	0.2	0.5	0.5	0.0	3.0	2.5	0.5	
Mai FM	4.2	4.3	-0.1	2	2.8	2.7	0.1	3.2	3.1	0.1	3.8	4.0	-0.2	2.0	1.7	0.3	0.6	0.7	-0.1	4.2	4.2	0.0	
More FM	2.6	2.9	-0.3	11	2.2	2.3	-0.1	3.1	2.7	0.4	1.9	2.1	-0.2	0.7	0.9	-0.2	0.5	0.4	0.1	3.1	3.1	0.0	
Newstalk ZB	2.7	3.2	-0.5	9	1.5	1.5	0.0	1.3	1.6	-0.3	1.6	1.6	0.0	2.2	2.2	0.0	1.2	1.2	0.0	2.7	2.8	-0.1	
Radio Hauraki	2.4	2.4	0.0	12	2.0	1.7	0.3	2.0	1.9	0.1	1.8	1.5	0.3	0.3	0.3	0.0	0.3	0.4	-0.1	1.9	1.1	0.8	
Rhema	0.3	0.2	0.1	17	0.3	0.3	0.0	0.2	0.3	-0.1	0.3	0.3	0.0	0.4	0.3	0.1	0.4	0.3	0.1	0.6	0.5	0.1	
Rock	4.0	4.6	-0.6	5	3.2	3.4	-0.2	4.7	4.8	-0.1	3.6	4.0	-0.4	0.5	0.7	-0.2	0.8	0.9	-0.1	3.6	3.6	0.0	
SENZ Sport	*	*	*	*	0.1	0.1	0.0	0.1	0.2	-0.1	*	0.1	*	*	0.1	*	*	*	*	*	0.1	0.1	0.0
Te Arawa FM	1.7	1.4	0.3	14	1.1	0.8	0.3	1.5	1.2	0.3	0.6	0.5	0.1	0.1	0.2	-0.1	0.5	0.1	0.4	1.6	1.4	0.2	
The Heat	1.1	1.5	-0.4	15	0.8	1.2	-0.4	1.1	1.4	-0.3	1.3	1.4	-0.1	0.6	0.6	0.0	0.2	0.3	-0.1	1.3	1.7	-0.4	
The Hits	4.2	3.3	0.9	2	3.5	2.8	0.7	3.6	2.4	1.2	2.9	2.8	0.1	1.5	0.9	0.6	0.5	0.6	-0.1	4.7	4.0	0.7	
The Sound	2.7	2.3	0.4	9	2.4	2.3	0.1	3.2	2.5	0.7	2.4	1.9	0.5	0.8	0.7	0.1	0.7	0.4	0.3	2.8	2.2	0.6	
ZM	2.1	3.2	-1.1	13	1.0	1.5	-0.5	1.6	2.3	-0.7	1.7	1.8	-0.1	0.4	0.8	-0.4	*	*	*	2.3	2.8	-0.5	
MediaWorks Combo	21.1	20.9	0.2		16.7	16.3	0.4	20.2	19.5	0.7	17.6	17.9	-0.3	7.5	6.9	0.6	4.2	3.8	0.4	21.7	21.3	0.4	
NZME Combo	17.1	18.2	-1.1		13.1	13.8	-0.7	15.2	16.7	-1.5	13.8	13.6	0.2	6.5	6.5	0.0	3.3	3.1	0.2	18.0	18.8	-0.8	
All Commercial Radio	33.6	34.1	-0.5		26.0	26.2	-0.2	30.4	31.1	-0.7	28.3	28.8	-0.5	14.3	13.7	0.6	7.1	6.4	0.7	33.4	33.9	-0.5	

MediaWorks Combo: Breeze, Edge, Magic, Mai FM, More FM, Rock, The Sound, or internet only listening to George FM, Humm FM

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



# ROTORUA COMMERCIAL RADIO - SURVEY 2 2023

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

Survey Comparisons: 1/2023 - 2/2023

This Survey Period: Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 2023

Last Survey Period: Sun Apr 10 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 2023

	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	9:44	10:09	-0:24	3:06	3:34	-0:28	10:29	11:07	-0:37	11:48	11:15	0:32	9:45	9:45	0:00	8:35	8:59	-0:23	9:18	9:50	-0:31	6:42	9:14	-2:31
Coast	7:21	9:01	-1:39	5:29	5:34	-0:05	4:51	6:40	-1:48	8:24	9:08	-0:43	5:24	9:54	-4:29	4:02	7:48	-3:46	7:45	6:17	1:28	3:45	6:01	-2:15
Edge	3:28	4:32	-1:03	3:19	5:43	-2:24	3:31	4:13	-0:41	3:24	3:03	0:20	3:24	3:34	-0:09	4:06	4:58	-0:51	4:06	6:59	-2:52	3:23	2:45	0:37
Flava	8:12	7:30	0:41	5:14	5:06	0:08	9:18	8:58	0:19	10:41	9:37	1:04	9:26	8:27	0:59	5:58	5:44	0:13	5:59	6:18	-0:19	9:03	9:12	-0:08
Gold Sport	2:17	5:27	-3:10	*	*	*	*	*	*	*	*	*	3:45	12:51	-9:06	2:49	8:40	-5:51	1:57	1:57	-0:00	*	19:30	*
Life FM	5:17	5:01	0:16	1:00	1:00	0:00	2:02	2:01	0:01	11:58	8:14	3:44	5:08	6:05	-0:56	3:46	3:10	0:35	7:06	1:56	5:09	6:07	10:27	-4:19
Magic	15:19	12:40	2:38	5:00	5:30	-0:29	6:53	6:20	0:33	7:35	7:27	0:07	6:30	7:58	-1:27	13:04	10:00	3:03	18:57	14:46	4:11	0:23	7:13	-6:50
Mai FM	6:12	6:09	0:03	5:18	5:07	0:10	7:06	7:05	0:01	7:35	7:25	0:09	6:56	6:59	-0:02	3:36	2:49	0:46	4:50	4:35	0:14	4:56	5:39	-0:43
More FM	6:21	6:44	-0:23	3:55	5:31	-1:36	5:01	5:55	-0:54	7:24	7:07	0:17	6:46	7:06	-0:19	7:44	6:24	1:20	8:27	7:32	0:55	5:59	6:40	-0:41
Newstalk ZB	13:26	14:24	-0:58	2:09	2:10	-0:00	2:39	2:57	-0:17	4:38	4:53	-0:15	5:13	5:59	-0:45	10:23	11:05	-0:41	16:45	16:37	0:08	7:26	7:20	0:05
Radio Hauraki	10:52	7:11	3:40	27:23	1:03	26:20	10:17	7:48	2:28	10:43	10:32	0:11	9:50	8:23	1:26	8:04	4:56	3:08	5:32	5:54	-0:22	4:56	5:59	-1:03
Rhema	11:15	10:00	1:14	1:00	*	*	15:20	14:32	0:47	15:20	14:32	0:47	14:57	14:11	0:46	9:42	7:54	1:47	6:49	7:03	-0:14	12:36	8:54	3:42
Rock	9:45	11:18	-1:33	7:01	9:04	-2:03	11:22	11:13	0:08	10:26	10:28	-0:01	10:00	11:57	-1:57	9:44	13:40	-3:56	10:48	10:24	0:24	5:45	6:51	-1:06
SENZ Sport	7:14	8:18	-1:04	*	*	*	*	*	*	*	*	*	*	*	*	10:00	10:00	0:00	7:14	8:18	-1:04	*	*	*
Te Arawa FM	3:47	3:20	0:26	1:44	1:45	-0:01	4:06	3:20	0:46	4:04	3:24	0:40	3:37	3:04	0:33	3:55	3:02	0:53	5:15	5:06	0:08	3:58	3:58	0:00
The Heat	6:31	5:53	0:38	0:54	0:49	0:04	4:11	4:12	-0:01	4:13	3:56	0:16	7:39	7:02	0:36	11:16	11:04	0:11	2:26	2:20	0:05	10:22	10:17	0:04
The Hits	8:17	7:58	0:18	5:07	2:44	2:23	5:32	4:24	1:07	5:59	4:53	1:06	8:21	7:47	0:34	11:06	11:57	-0:50	11:02	11:22	-0:19	7:11	7:18	-0:06
The Sound	13:00	10:16	2:44	2:33	3:39	-1:06	4:13	3:53	0:20	7:02	7:17	-0:15	6:51	6:44	0:07	15:18	12:38	2:40	17:00	14:01	2:58	9:08	10:26	-1:18
ZM	3:57	4:01	-0:03	2:02	2:31	-0:28	4:28	4:12	0:15	4:35	4:39	-0:04	4:22	4:26	-0:04	4:03	4:09	-0:06	6:08	6:53	-0:45	4:36	5:25	-0:48
MediaWorks Combo	11:54	11:33	0:20	6:21	7:41	-1:20	10:07	10:33	-0:25	10:57	10:53	0:04	10:37	11:06	-0:28	13:38	13:07	0:30	16:28	14:16	2:12	7:41	7:47	-0:06
NZME Combo	10:58	10:29	0:29	7:58	4:55	3:02	9:36	9:10	0:26	11:11	10:43	0:27	10:52	10:40	0:12	10:08	10:28	-0:19	11:44	11:18	0:26	10:08	9:55	0:13
All Commercial Radio	16:39	15:47	0:52	9:35	8:23	1:11	15:04	14:18	0:46	16:55	16:16	0:39	16:44	16:43	0:00	17:50	17:31	0:19	20:11	18:01	2:10	15:11	14:59	0:11
Potential (000)	58.5	58.5	0.0	13.6	13.6	0.0	19.1	19.4	-0.3	17.9	17.9	0.0	26.4	26.4	0.0	16.5	16.5	0.0	14.0	14.0	0.0	12.2	12.1	0.1
Sample	881	823	58	163	145	18	247	233	14	242	231	11	364	354	10	251	241	10	256	230	26	171	171	0

MediaWorks Combo: Breeze, Edge, Magic, Mai FM, More FM, Rock, The Sound, or internet only listening to George FM, Humm FM

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



# ROTORUA COMMERCIAL RADIO - SURVEY 2 2023

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

Survey Comparisons: 1/2023 - 2/2023

This Survey Period: Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 2023

Last Survey Period: Sun Apr 10 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 2023

	This	Last	+/-
Potential (000)	58.5	58.5	0.0
Sample Size	881	823	58

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

MediaWorks Combo: Breeze, Edge, Magic, Mai FM, More FM, Rock, The Sound, or internet only listening to George FM, Humm FM

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