



ROTORUA COMMERCIAL RADIO - SURVEY 2 2024

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

Survey Comparisons: 1/2024 - 2/2024

This Survey Period: Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024

Last Survey Period: Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 2024

	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	9.2	9.6	-0.4	2	1.2	2.3	-1.1	5.3	6.3	-1.0	8.5	6.5	2.0	10.5	10.0	0.5	11.8	12.5	-0.7	11.6	10.3	1.3	12.0	10.8	1.2
Channel X	1.6	n.a.	*	15	0.4	n.a.	*	2.0	n.a.	*	4.6	n.a.	*	3.2	n.a.	*	0.6	n.a.	*	0.1	n.a.	*	1.5	n.a.	*
Coast	7.4	6.6	0.8	6	2.3	2.9	-0.6	2.1	2.7	-0.6	1.6	2.3	-0.7	2.5	2.8	-0.3	6.1	5.2	0.9	13.8	10.1	3.7	2.6	3.0	-0.4
Edge	3.8	3.6	0.2	12	6.3	7.9	-1.6	6.7	7.2	-0.5	8.1	6.3	1.8	5.6	5.0	0.6	1.6	2.3	-0.7	0.9	1.3	-0.4	4.7	6.5	-1.8
Flava	8.7	9.0	-0.3	4	15.1	12.6	2.5	18.6	19.0	-0.4	15.2	17.4	-2.2	11.7	13.9	-2.2	6.3	6.4	-0.1	3.7	3.4	0.3	12.8	16.0	-3.2
Gold Sport	0.1	*	*	20	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0	*	*	*	0.3	*	*	*	*	*
Life FM	0.7	0.5	0.2	18	0.5	0.2	0.3	0.5	0.5	0.0	1.1	0.6	0.5	0.7	0.4	0.3	0.9	0.9	0.0	0.9	0.9	0.0	0.9	0.7	0.2
Magic	10.1	8.5	1.6	1	1.9	0.5	1.4	0.2	0.3	-0.1	3.3	0.5	2.8	3.5	0.7	2.8	7.3	5.4	1.9	18.4	18.7	-0.3	2.1	0.1	2.0
Mai FM	5.8	6.0	-0.2	9	14.8	20.6	-5.8	12.0	10.9	1.1	10.3	9.5	0.8	7.9	7.6	0.3	2.3	2.1	0.2	*	0.1	*	6.1	6.6	-0.5
More FM	5.2	5.3	-0.1	10	2.3	3.5	-1.2	3.9	3.2	0.7	7.9	8.3	-0.4	7.9	7.5	0.4	7.4	6.7	0.7	3.7	4.6	-0.9	9.5	7.4	2.1
Newstalk ZB	6.4	6.3	0.1	8	0.1	0.2	-0.1	0.5	0.4	0.1	0.5	0.4	0.1	2.7	2.3	0.4	9.5	6.5	3.0	12.4	9.9	2.5	3.5	2.4	1.1
Radio Hauraki	5.2	4.8	0.4	10	19.0	15.4	3.6	4.4	3.7	0.7	4.9	5.9	-1.0	5.0	6.2	-1.2	3.5	3.6	-0.1	0.8	0.3	0.5	3.7	3.5	0.2
Rhema	0.8	1.4	-0.6	17	0.4	0.3	0.1	0.2	2.4	-2.2	0.2	2.1	-1.9	0.2	1.5	-1.3	0.5	0.9	-0.4	2.1	2.0	0.1	*	1.6	*
Rock	8.9	9.0	-0.1	3	13.1	10.1	3.0	15.5	13.8	1.7	10.3	12.2	-1.9	14.3	15.3	-1.0	12.2	12.4	-0.2	1.1	2.3	-1.2	8.4	8.8	-0.4
SENZ Sport	0.3	0.2	0.1	19	*	*	*	0.3	0.3	0.0	0.2	0.3	-0.1	0.4	0.2	0.2	0.4	0.2	0.2	0.2	0.3	-0.1	*	*	*
Te Arawa FM	2.5	2.4	0.1	13	2.6	2.0	0.6	5.0	4.8	0.2	3.9	3.6	0.3	3.3	3.4	-0.1	2.3	2.8	-0.5	1.1	1.7	-0.6	3.4	2.9	0.5
The Heat	1.0	1.8	-0.8	16	0.3	0.5	-0.2	2.7	4.2	-1.5	2.6	4.1	-1.5	1.9	3.6	-1.7	0.5	1.5	-1.0	*	0.2	*	3.3	4.0	-0.7
The Hits	7.2	8.3	-1.1	7	9.6	11.3	-1.7	7.8	7.9	-0.1	7.2	6.7	0.5	7.5	7.3	0.2	8.2	10.9	-2.7	6.6	9.9	-3.3	8.9	11.0	-2.1
The Sound	8.7	8.1	0.6	4	0.2	0.2	0.0	4.5	2.8	1.7	4.4	3.4	1.0	5.2	3.7	1.5	13.2	13.6	-0.4	17.2	16.7	0.5	5.4	3.9	1.5
ZM	1.7	1.8	-0.1	14	2.2	1.4	0.8	1.9	3.4	-1.5	2.0	3.4	-1.4	3.0	3.0	0.0	2.6	1.9	0.7	0.1	0.9	-0.8	6.1	5.2	0.9
MediaWorks Combo	54.6	51.5	3.1		45.3	50.4	-5.1	54.2	48.2	6.0	60.0	49.3	10.7	59.8	51.4	8.4	56.4	55.1	1.3	53.2	54.0	-0.8	52.8	46.8	6.0
NZME Combo	36.7	36.8	-0.1		48.3	43.9	4.4	35.4	37.2	-1.8	31.5	36.2	-4.7	32.4	35.4	-3.0	36.2	34.4	1.8	37.7	34.7	3.0	37.5	41.0	-3.5
Potential (000)	59.4	59.4	0.0		13.9	13.9	0.0	20.1	19.8	0.3	18.3	18.3	0.0	26.8	26.8	0.0	16.5	16.5	0.0	14.0	14.0	0.0	10.9	11.6	-0.7
Sample	806	823	-17		160	174	-14	258	266	-8	248	253	-5	365	370	-5	233	229	4	212	212	0	145	156	-11

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

MediaWorks Combo: Breeze, Channel X (from S2 2024), Edge, Magic, Mai FM, More FM, Rock, The Sound, or internet only listening to George FM, Humm FM

NZME Combo: Coast, Flava, Gold Sport, 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: 1/2024 - 2/2024

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	This	Last	+/-
Potential (000)	59.4	59.4	0.0
Sample Size	806	823	-17

	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	8.1	9.1	-1.0	5	8.8	9.9	-1.1	7.8	8.6	-0.8	6.8	10.0	-3.2	6.1	6.4	-0.3	16.6	12.2	4.4	12.6	10.9	1.7
Channel X	1.5	n.a.	*	15	1.7	n.a.	*	2.1	n.a.	*	1.6	n.a.	*	2.6	n.a.	*	*	n.a.	*	0.9	n.a.	*
Coast	6.7	6.0	0.7	7	6.8	5.9	0.9	6.2	5.0	1.2	8.6	7.0	1.6	3.6	6.5	-2.9	7.4	6.3	1.1	10.5	9.7	0.8
Edge	4.2	4.2	0.0	12	3.2	2.8	0.4	3.5	3.1	0.4	3.7	4.6	-0.9	4.0	3.2	0.8	0.8	2.3	-1.5	5.1	4.3	0.8
Flava	10.2	9.9	0.3	1	9.4	10.4	-1.0	9.4	9.8	-0.4	9.4	9.1	0.3	6.6	3.8	2.8	9.6	8.0	1.6	5.5	7.3	-1.8
Gold Sport	0.1	0.1	0.0	20	*	*	*	0.1	*	*	0.2	0.1	0.1	0.6	*	*	*	*	*	0.2	*	*
Life FM	0.9	0.7	0.2	16	0.1	0.1	0.0	0.5	0.4	0.1	1.4	1.1	0.3	2.4	2.0	0.4	0.1	0.1	0.0	0.6	0.2	0.4
Magic	9.4	6.9	2.5	2	11.7	10.2	1.5	7.8	6.8	1.0	6.6	5.1	1.5	12.1	9.8	2.3	6.8	1.3	5.5	14.0	13.2	0.8
Mai FM	8.0	7.5	0.5	6	4.3	4.3	0.0	5.8	6.1	-0.3	5.4	5.4	0.0	4.9	6.3	-1.4	8.0	10.1	-2.1	4.9	5.4	-0.5
More FM	5.7	5.4	0.3	10	7.2	7.3	-0.1	7.0	7.3	-0.3	3.4	4.1	-0.7	1.9	1.5	0.4	4.1	5.0	-0.9	2.4	2.9	-0.5
Newstalk ZB	8.5	7.6	0.9	4	4.0	3.8	0.2	2.9	2.9	0.0	7.1	6.6	0.5	18.5	20.3	-1.8	11.2	6.3	4.9	7.0	7.3	-0.3
Radio Hauraki	4.5	4.4	0.1	11	6.0	6.1	-0.1	6.4	6.4	0.0	7.9	5.9	2.0	1.2	0.3	0.9	*	0.7	*	4.2	3.4	0.8
Rhema	0.6	1.3	-0.7	18	0.4	1.0	-0.6	0.4	0.3	0.1	0.8	0.5	0.3	2.8	6.7	-3.9	2.3	4.3	-2.0	1.1	1.5	-0.4
Rock	8.9	8.9	0.0	3	8.2	8.9	-0.7	10.2	11.1	-0.9	11.0	10.0	1.0	6.4	5.6	0.8	11.4	14.9	-3.5	6.6	6.0	0.6
SENZ Sport	0.2	*	*	19	0.3	0.1	0.2	0.1	0.3	-0.2	*	*	*	*	*	*	0.6	*	*	0.6	0.5	0.1
Te Arawa FM	2.3	2.4	-0.1	14	1.6	2.2	-0.6	2.1	2.4	-0.3	2.9	2.5	0.4	0.6	1.0	-0.4	7.4	8.3	-0.9	3.2	1.8	1.4
The Heat	0.9	1.4	-0.5	16	1.2	1.8	-0.6	1.1	2.7	-1.6	1.0	2.3	-1.3	1.0	2.2	-1.2	0.6	1.7	-1.1	0.6	0.8	-0.2
The Hits	6.2	8.4	-2.2	8	8.3	7.7	0.6	9.0	8.2	0.8	7.7	9.9	-2.2	5.5	7.2	-1.7	3.2	3.9	-0.7	5.7	9.2	-3.5
The Sound	6.2	6.0	0.2	8	8.5	8.0	0.5	10.7	9.6	1.1	9.4	8.4	1.0	10.1	5.9	4.2	4.6	6.7	-2.1	9.3	9.1	0.2
ZM	2.8	3.1	-0.3	13	1.7	0.7	1.0	2.0	1.9	0.1	1.3	2.8	-1.5	0.8	0.6	0.2	2.8	3.0	-0.2	0.7	1.2	-0.5
MediaWorks Combo	52.8	48.8	4.0		56.2	53.9	2.3	57.2	55.2	2.0	49.4	48.9	0.5	49.1	39.5	9.6	52.4	52.6	-0.2	56.1	51.9	4.2
NZME Combo	39.0	39.5	-0.5		36.1	34.7	1.4	36.0	34.1	1.9	42.2	41.5	0.7	36.7	38.7	-2.0	34.2	28.2	6.0	33.8	38.0	-4.2

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

MediaWorks Combo: Breeze, Channel X (from S2 2024), Edge, Magic, Mai FM, More FM, Rock, The Sound, or internet only listening to George FM, Humm FM

NZME Combo: Coast, Flava, Gold Sport, 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	6.0	6.6	-0.6	3	0.6	0.8	-0.2	1.4	1.5	-0.1	1.9	1.6	0.3	3.0	2.9	0.1	2.3	2.6	-0.3	2.1	2.3	-0.2	1.3	1.2	0.1
Channel X	1.9	n.a.	*	15	0.2	n.a.	*	0.9	n.a.	*	1.3	n.a.	*	1.7	n.a.	*	0.4	n.a.	*	0.1	n.a.	*	0.5	n.a.	*
Coast	5.4	5.5	-0.1	7	0.8	0.8	0.0	0.9	1.1	-0.2	0.8	1.0	-0.2	1.6	1.9	-0.3	2.1	2.3	-0.2	2.4	2.3	0.1	0.7	1.1	-0.4
Edge	5.8	6.5	-0.7	4	1.5	1.7	-0.2	3.1	3.3	-0.2	3.1	3.4	-0.3	3.5	4.2	-0.7	1.0	1.2	-0.2	0.7	0.6	0.1	1.4	2.0	-0.6
Flava	8.5	8.7	-0.2	1	2.2	2.0	0.2	5.0	4.7	0.3	4.4	4.4	0.0	5.4	5.8	-0.4	1.8	2.0	-0.2	0.9	0.9	0.0	2.3	2.3	0.0
Gold Sport	0.1	0.1	0.0	20	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0	*	*	*	0.1	*	*	*	*	*
Life FM	1.0	0.9	0.1	17	0.2	0.1	0.1	0.2	0.3	-0.1	0.5	0.4	0.1	0.6	0.5	0.1	0.2	0.3	-0.1	0.1	0.2	-0.1	0.5	0.4	0.1
Magic	5.0	4.3	0.7	9	0.4	0.3	0.1	0.3	0.4	-0.1	0.5	0.4	0.1	0.7	0.5	0.2	1.5	1.2	0.3	2.9	2.7	0.2	0.3	0.2	0.1
Mai FM	5.5	6.2	-0.7	6	2.2	2.7	-0.5	2.9	2.8	0.1	2.2	2.3	-0.1	3.1	3.4	-0.3	0.9	1.2	-0.3	0.1	0.1	0.0	1.3	1.5	-0.2
More FM	5.3	5.9	-0.6	8	1.3	1.4	-0.1	1.8	1.9	-0.1	2.0	2.2	-0.2	3.0	3.0	0.0	1.7	1.9	-0.2	0.9	1.4	-0.5	1.6	1.7	-0.1
Newstalk ZB	3.8	3.8	0.0	11	0.1	0.1	0.0	0.2	0.1	0.1	0.3	0.1	0.2	1.3	1.1	0.2	1.9	1.8	0.1	1.8	1.8	0.0	0.5	0.4	0.1
Radio Hauraki	2.7	2.7	0.0	14	0.6	0.4	0.2	0.9	1.0	-0.1	0.8	1.2	-0.4	1.7	2.2	-0.5	1.2	1.1	0.1	0.3	0.1	0.2	0.6	0.7	-0.1
Rhema	0.9	1.0	-0.1	18	0.2	0.2	0.0	0.2	0.4	-0.2	0.1	0.3	-0.2	0.1	0.4	-0.3	0.2	0.3	-0.1	0.4	0.4	0.0	*	0.2	*
Rock	7.0	6.9	0.1	2	1.3	1.0	0.3	2.9	2.7	0.2	2.4	2.9	-0.5	4.8	5.2	-0.4	3.1	2.9	0.2	0.9	0.7	0.2	1.4	1.8	-0.4
SENZ Sport	0.6	0.5	0.1	19	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	0.2	0.1	0.1	0.1	*	*	0.3	0.3	0.0	*	*	*
Te Arawa FM	3.0	3.4	-0.4	12	0.5	0.4	0.1	1.4	1.6	-0.2	1.1	1.3	-0.2	1.9	2.2	-0.3	1.0	1.4	-0.4	0.5	0.7	-0.2	0.8	0.9	-0.1
The Heat	1.2	1.9	-0.7	16	0.1	0.2	-0.1	0.6	0.9	-0.3	0.7	1.0	-0.3	1.0	1.6	-0.6	0.3	0.7	-0.4	*	0.2	*	0.4	0.5	-0.1
The Hits	5.7	6.6	-0.9	5	1.4	1.5	-0.1	2.2	2.5	-0.3	1.9	2.4	-0.5	3.1	3.7	-0.6	1.9	2.2	-0.3	1.1	1.3	-0.2	1.4	1.9	-0.5
The Sound	4.9	4.5	0.4	10	0.2	0.1	0.1	1.2	0.9	0.3	1.3	1.0	0.3	2.3	2.0	0.3	2.2	2.4	-0.2	2.3	2.2	0.1	0.7	0.9	-0.2
ZM	3.0	3.7	-0.7	12	0.9	0.7	0.2	1.2	1.7	-0.5	1.1	2.0	-0.9	1.8	2.6	-0.8	0.8	1.0	-0.2	0.2	0.4	-0.2	1.2	1.6	-0.4
MediaWorks Combo	29.4	29.7	-0.3		5.2	5.3	-0.1	9.6	9.3	0.3	9.8	9.9	-0.1	14.8	14.8	0.0	9.4	9.4	0.0	7.8	7.8	0.0	5.8	6.2	-0.4
NZME Combo	23.0	23.5	-0.5		4.4	4.1	0.3	8.1	8.3	-0.2	7.4	8.2	-0.8	11.5	12.5	-1.0	7.4	7.7	-0.3	5.9	5.7	0.2	4.9	5.4	-0.5
All Commercial Radio	41.1	42.1	-1.0		7.2	7.3	-0.1	12.8	13.0	-0.2	13.1	13.6	-0.5	20.4	20.8	-0.4	13.2	13.7	-0.5	10.8	11.1	-0.3	8.5	9.0	-0.5
Potential (000)	59.4	59.4	0.0		13.9	13.9	0.0	20.1	19.8	0.3	18.3	18.3	0.0	26.8	26.8	0.0	16.5	16.5	0.0	14.0	14.0	0.0	10.9	11.6	-0.7
Sample	806	823	-17		160	174	-14	258	266	-8	248	253	-5	365	370	-5	233	229	4	212	212	0	145	156	-11

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

Survey Comparisons: 1/2024 - 2/2024

This Survey Period: Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024

Last Survey Period: Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 2024

	This	Last	+/-
Potential (000)	59.4	59.4	0.0
Sample Size	806	823	-17

	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	2.9	3.6	-0.7	5	2.8	3.3	-0.5	3.8	3.8	0.0	2.2	3.2	-1.0	1.1	1.2	-0.1	1.2	0.9	0.3	4.1	4.6	-0.5
Channel X	1.2	n.a.	*	15	0.6	n.a.	*	0.9	n.a.	*	0.8	n.a.	*	0.7	n.a.	*	*	n.a.	*	0.9	n.a.	*
Coast	2.7	2.9	-0.2	8	2.2	2.2	0.0	2.5	2.4	0.1	2.4	2.2	0.2	1.0	1.4	-0.4	0.9	0.8	0.1	3.2	3.3	-0.1
Edge	2.7	3.3	-0.6	8	1.8	2.4	-0.6	2.8	2.6	0.2	2.0	2.7	-0.7	1.1	1.2	-0.1	0.4	0.5	-0.1	2.9	3.6	-0.7
Flava	5.2	5.4	-0.2	1	4.2	4.3	-0.1	5.3	5.1	0.2	4.2	4.3	-0.1	1.3	1.1	0.2	1.5	1.5	0.0	4.4	4.9	-0.5
Gold Sport	0.1	0.1	0.0	19	0.1	*	*	0.1	*	*	0.1	0.1	0.0	0.1	*	*	*	*	*	0.1	0.1	0.0
Life FM	0.5	0.4	0.1	16	0.2	0.3	-0.1	0.7	0.5	0.2	0.6	0.7	-0.1	0.4	0.4	0.0	0.1	0.1	0.0	0.6	0.3	0.3
Magic	2.8	2.5	0.3	6	3.5	3.1	0.4	3.6	2.9	0.7	2.4	1.8	0.6	1.1	0.7	0.4	0.4	0.4	0.0	3.0	3.0	0.0
Mai FM	3.9	3.8	0.1	2	2.3	2.8	-0.5	3.3	3.1	0.2	2.0	2.7	-0.7	1.0	1.4	-0.4	0.9	0.9	0.0	2.1	2.6	-0.5
More FM	2.6	3.0	-0.4	10	2.1	2.3	-0.2	3.2	3.7	-0.5	1.5	1.8	-0.3	0.5	0.6	-0.1	0.4	0.5	-0.1	1.8	2.3	-0.5
Newstalk ZB	2.4	2.5	-0.1	11	1.6	1.8	-0.2	1.5	1.7	-0.2	1.6	1.4	0.2	1.2	1.9	-0.7	1.1	0.9	0.2	2.6	2.6	0.0
Radio Hauraki	1.7	1.7	0.0	12	1.4	1.5	-0.1	1.6	1.7	-0.1	1.2	1.1	0.1	0.6	0.3	0.3	*	0.2	*	1.2	1.2	0.0
Rhema	0.4	0.5	-0.1	17	0.4	0.4	0.0	0.6	0.5	0.1	0.2	0.3	-0.1	0.2	0.3	-0.1	0.4	0.5	-0.1	0.4	0.6	-0.2
Rock	3.8	4.1	-0.3	3	2.7	2.9	-0.2	4.0	4.2	-0.2	3.2	3.5	-0.3	1.2	1.3	-0.1	1.2	1.2	0.0	3.1	3.3	-0.2
SENZ Sport	0.1	*	*	19	0.3	0.2	0.1	0.1	0.1	0.0	*	*	*	*	*	*	0.1	*	*	0.4	0.3	0.1
Te Arawa FM	1.4	1.6	-0.2	13	0.9	1.1	-0.2	1.4	1.7	-0.3	1.1	1.1	0.0	0.3	0.3	0.0	0.7	0.6	0.1	1.4	1.7	-0.3
The Heat	0.4	0.8	-0.4	17	0.5	1.0	-0.5	0.5	1.0	-0.5	0.6	1.0	-0.4	0.3	0.5	-0.2	0.1	0.2	-0.1	0.7	0.8	-0.1
The Hits	3.7	4.0	-0.3	4	2.8	3.1	-0.3	3.9	4.0	-0.1	3.0	3.5	-0.5	0.9	1.6	-0.7	0.4	0.6	-0.2	3.4	4.2	-0.8
The Sound	2.8	2.8	0.0	6	2.6	2.3	0.3	3.6	3.0	0.6	2.6	2.6	0.0	0.8	0.8	0.0	0.9	0.9	0.0	2.6	2.4	0.2
ZM	1.4	1.9	-0.5	13	0.8	0.8	0.0	1.6	2.2	-0.6	0.8	1.6	-0.8	0.2	0.4	-0.2	0.3	0.3	0.0	1.1	1.7	-0.6
MediaWorks Combo	19.5	20.1	-0.6		16.9	17.0	-0.1	20.5	20.3	0.2	14.7	15.8	-1.1	6.7	6.7	0.0	4.4	4.6	-0.2	18.4	19.1	-0.7
NZME Combo	15.4	15.9	-0.5		11.3	11.6	-0.3	14.3	14.7	-0.4	12.3	12.8	-0.5	5.0	6.2	-1.2	4.1	4.0	0.1	14.2	15.4	-1.2
All Commercial Radio	30.2	31.7	-1.5		25.9	26.6	-0.7	31.0	30.6	0.4	25.1	27.1	-2.0	11.9	13.2	-1.3	8.4	8.5	-0.1	29.5	31.0	-1.5

MediaWorks Combo: Breeze, Channel X (from S2 2024), Edge, Magic, Mai FM, More FM, Rock, The Sound, or internet only listening to George FM, Humm FM

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



ROTORUA COMMERCIAL RADIO - SURVEY 2 2024

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

Survey Comparisons: 1/2024 - 2/2024

This Survey Period: Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024

Last Survey Period: Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 2024

	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	10:26	10:27	-0:00	1:43	2:25	-0:42	7:03	8:15	-1:11	8:44	8:29	0:14	11:21	11:27	-0:06	11:30	11:54	-0:23	11:45	10:25	1:19	11:14	13:17	-2:03
Channel X	5:39	n.a.	*	2:02	n.a.	*	4:05	n.a.	*	7:05	n.a.	*	6:07	n.a.	*	2:49	n.a.	*	2:30	n.a.	*	3:53	n.a.	*
Coast	9:24	8:44	0:40	2:56	3:08	-0:12	4:21	4:34	-0:13	3:51	4:52	-1:01	5:03	4:44	0:18	6:42	5:32	1:10	12:33	10:12	2:20	4:36	3:55	0:40
Edge	4:28	4:01	0:27	3:58	3:59	-0:00	4:05	4:12	-0:07	5:15	3:55	1:20	5:08	3:54	1:13	3:45	4:40	-0:54	2:30	4:45	-2:15	4:10	4:34	-0:23
Flava	7:00	7:24	-0:23	6:28	5:18	1:09	6:59	7:50	-0:50	6:53	8:21	-1:27	7:00	7:59	-0:58	8:03	7:43	0:20	8:18	8:21	-0:02	6:55	9:49	-2:53
Gold Sport	6:08	2:32	3:35	*	*	*	2:45	2:45	0:00	2:45	2:45	0:00	2:45	2:45	0:00	*	2:15	*	9:45	2:15	7:30	*	*	*
Life FM	4:50	4:22	0:28	2:25	1:27	0:57	4:57	3:57	1:00	4:40	3:15	1:24	3:30	2:33	0:56	8:03	7:54	0:08	14:52	11:36	3:16	2:22	2:29	-0:07
Magic	13:48	14:19	-0:30	4:54	1:37	3:17	1:09	1:35	-0:26	13:43	2:47	10:55	15:17	4:04	11:12	11:07	11:04	0:03	13:34	16:14	-2:40	8:24	0:43	7:41
Mai FM	7:13	6:53	0:20	6:21	6:35	-0:14	7:42	7:34	0:07	9:11	8:49	0:22	8:13	7:29	0:43	5:27	4:28	0:58	0:52	0:57	-0:04	5:41	6:03	-0:22
More FM	6:44	6:34	0:10	1:39	2:12	-0:32	4:04	3:18	0:46	7:47	8:02	-0:14	8:27	8:08	0:19	9:58	8:37	1:20	9:01	7:45	1:16	7:15	6:00	1:15
Newstalk ZB	11:45	11:48	-0:02	1:00	1:26	-0:26	4:10	6:28	-2:18	3:42	6:28	-2:45	6:26	6:59	-0:32	11:16	8:37	2:39	14:55	12:30	2:25	9:11	8:25	0:45
Radio Hauraki	13:16	12:46	0:29	31:36	32:19	-0:43	8:58	7:10	1:47	12:58	10:13	2:45	9:20	9:30	-0:09	6:14	8:14	-1:59	4:56	5:45	-0:48	7:38	7:04	0:34
Rhema	6:19	10:18	-3:58	1:26	1:26	0:00	1:30	10:47	-9:17	6:00	15:34	-9:34	4:11	13:20	-9:09	4:44	7:56	-3:12	10:54	11:06	-0:11	*	11:33	*
Rock	8:41	9:24	-0:42	9:41	8:42	0:59	9:55	10:05	-0:09	8:23	8:50	-0:26	9:34	9:50	-0:15	8:56	10:34	-1:37	2:40	7:21	-4:41	7:24	7:04	0:19
SENZ Sport	3:05	2:58	0:07	*	*	*	4:30	4:30	0:00	4:30	4:30	0:00	6:33	4:30	2:03	9:00	10:00	-1:00	1:18	2:37	-1:19	*	*	*
Te Arawa FM	5:49	4:59	0:49	5:27	4:44	0:43	6:36	5:59	0:36	6:50	6:01	0:49	5:44	5:02	0:42	5:24	4:59	0:24	5:17	5:23	-0:05	5:11	4:37	0:33
The Heat	5:34	6:50	-1:15	2:13	2:13	-0:00	8:38	9:00	-0:21	7:31	8:30	-0:59	6:03	7:45	-1:42	3:01	5:34	-2:32	*	3:11	*	10:16	10:34	-0:18
The Hits	8:42	9:02	-0:19	6:40	6:20	0:19	6:50	6:05	0:45	7:30	5:58	1:31	7:53	6:35	1:17	9:41	12:16	-2:34	12:35	17:28	-4:53	7:54	8:04	-0:10
The Sound	12:22	13:06	-0:43	1:21	1:19	0:02	7:18	6:13	1:05	6:42	7:08	-0:25	7:16	6:19	0:57	13:43	13:40	0:03	16:12	17:09	-0:56	9:02	6:15	2:47
ZM	4:01	3:31	0:30	2:14	1:43	0:31	2:55	3:48	-0:53	3:28	3:40	-0:11	5:18	3:46	1:31	7:09	4:45	2:24	1:16	4:47	-3:30	6:22	4:38	1:43
MediaWorks Combo	12:46	12:30	0:16	8:14	8:05	0:08	10:38	10:10	0:28	12:09	10:29	1:39	12:59	11:29	1:29	13:31	14:20	-0:48	14:30	15:55	-1:24	11:28	10:42	0:46
NZME Combo	10:58	11:18	-0:19	10:26	9:15	1:11	8:13	8:44	-0:30	8:27	9:21	-0:54	9:05	9:24	-0:18	10:56	10:57	-0:01	13:45	14:08	-0:22	9:34	10:51	-1:16
All Commercial Radio	16:43	17:08	-0:24	13:09	11:40	1:29	14:43	15:03	-0:19	15:08	15:37	-0:29	15:46	15:55	-0:09	17:01	17:46	-0:45	19:51	20:50	-0:59	14:40	15:44	-1:04
Potential (000)	59.4	59.4	0.0	13.9	13.9	0.0	20.1	19.8	0.3	18.3	18.3	0.0	26.8	26.8	0.0	16.5	16.5	0.0	14.0	14.0	0.0	10.9	11.6	-0.7
Sample	806	823	-17	160	174	-14	258	266	-8	248	253	-5	365	370	-5	233	229	4	212	212	0	145	156	-11

MediaWorks Combo: Breeze, Channel X (from S2 2024), Edge, Magic, Mai FM, More FM, Rock, The Sound, or internet only listening to George FM, Humm FM

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



ROTORUA COMMERCIAL RADIO - SURVEY 2 2024

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

Survey Comparisons: 1/2024 - 2/2024

This Survey Period: Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024

Last Survey Period: Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 2024

	This	Last	+/-
Potential (000)	59.4	59.4	0.0
Sample Size	806	823	-17

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

MediaWorks Combo: Breeze, Channel X (from S2 2024), Edge, Magic, Mai FM, More FM, Rock, The Sound, or internet only listening to George FM, Humm FM

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