



# ROTORUA COMMERCIAL RADIO - SURVEY 3 2022

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

Survey Comparisons: 2/2022 - 3/2022

This 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

Last Survey Period: Sun Jun 20 to Sat Nov 6 2021 & Sun Jan 30 to Sat Jun 18 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	6.8	7.1	-0.3	6	2.3	2.9	-0.6	8.6	8.9	-0.3	10.1	10.7	-0.6	8.9	9.0	-0.1	6.6	7.2	-0.6	5.9	7.3	-1.4	11.9	13.2	-1.3
Coast	10.3	10.2	0.1	2	1.8	2.3	-0.5	2.4	2.4	0.0	3.2	3.3	-0.1	7.9	7.7	0.2	16.3	14.8	1.5	16.3	15.3	1.0	9.1	9.1	0.0
Edge	6.6	5.6	1.0	7	23.2	18.7	4.5	12.7	11.5	1.2	6.4	5.9	0.5	5.7	5.3	0.4	3.7	3.2	0.5	3.7	3.0	0.7	6.2	5.6	0.6
Flava	5.8	5.4	0.4	9	11.3	7.4	3.9	9.1	9.9	-0.8	9.7	11.4	-1.7	8.9	9.5	-0.6	3.8	2.9	0.9	0.4	0.3	0.1	9.9	9.7	0.2
Gold Sport**	0.3	0.3	0.0	18	*	*	*	*	*	*	*	*	*	0.2	0.2	0.0	0.3	0.3	0.0	0.6	0.5	0.1	0.6	0.6	0.0
Life FM	1.5	1.4	0.1	16	1.8	1.2	0.6	3.3	3.0	0.3	3.4	3.4	0.0	2.7	2.6	0.1	0.6	0.5	0.1	*	*	*	1.5	1.5	0.0
Magic	11.5	11.4	0.1	1	0.2	0.2	0.0	0.7	0.4	0.3	0.7	0.3	0.4	1.1	0.8	0.3	18.1	16.0	2.1	24.8	22.9	1.9	1.0	1.5	-0.5
Mai FM	8.2	8.0	0.2	5	3.4	2.2	1.2	22.3	16.2	6.1	23.9	17.4	6.5	15.9	11.5	4.4	0.3	7.0	-6.7	0.3	7.7	-7.4	4.7	4.7	0.0
More FM	4.4	6.1	-1.7	11	1.6	1.6	0.0	2.8	9.6	-6.8	3.5	10.7	-7.2	4.1	8.4	-4.3	4.4	2.6	1.8	7.1	6.2	0.9	9.3	13.0	-3.7
Newstalk ZB	9.6	8.4	1.2	3	0.8	0.8	0.0	0.4	0.4	0.0	0.3	0.3	0.0	1.1	0.9	0.2	6.6	3.2	3.4	16.1	10.3	5.8	0.5	0.5	0.0
Radio Hauraki	3.7	4.6	-0.9	12	6.8	11.8	-5.0	4.6	4.4	0.2	5.8	4.2	1.6	5.2	5.7	-0.5	3.2	5.6	-2.4	1.4	1.9	-0.5	7.7	5.8	1.9
Rhema	0.2	0.2	0.0	19	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.4	0.3	0.1	0.5	0.3	0.2	0.2	0.4	-0.2
Rock	9.4	8.4	1.0	4	17.3	16.6	0.7	11.1	9.1	2.0	11.4	9.1	2.3	14.3	13.0	1.3	10.9	10.7	0.2	1.7	1.7	0.0	11.3	12.3	-1.0
SENZ Sport	0.2	n.a.	*	19	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	0.2	n.a.	*	0.5	n.a.	*	*	n.a.	*
Te Arawa FM	0.8	1.0	-0.2	17	0.8	0.8	0.0	0.4	0.5	-0.1	0.5	0.5	0.0	0.6	0.9	-0.3	1.0	1.3	-0.3	1.4	1.6	-0.2	0.5	0.8	-0.3
The Heat	2.8	2.4	0.4	13	3.9	5.4	-1.5	4.0	4.6	-0.6	4.5	4.7	-0.2	4.7	3.8	0.9	2.6	0.9	1.7	0.1	0.1	0.0	8.4	4.9	3.5
The Hits	6.3	6.9	-0.6	8	17.3	18.4	-1.1	9.2	10.8	-1.6	6.8	8.7	-1.9	6.0	7.2	-1.2	5.4	4.9	0.5	4.7	4.6	0.1	5.7	5.8	-0.1
The Sound	5.3	5.6	-0.3	10	1.0	3.0	-2.0	1.3	1.4	-0.1	2.9	2.4	0.5	5.7	5.7	0.0	9.8	10.9	-1.1	7.6	8.3	-0.7	5.1	4.4	0.7
Today FM*	2.6	2.7	-0.1	14	*	*	*	1.5	1.2	0.3	1.7	1.4	0.3	2.0	1.8	0.2	2.7	3.4	-0.7	5.0	5.6	-0.6	1.6	1.4	0.2
ZM	2.5	2.3	0.2	15	5.6	5.7	-0.1	4.7	4.1	0.6	4.1	3.7	0.4	3.8	3.5	0.3	1.7	1.5	0.2	0.1	0.3	-0.2	4.1	4.4	-0.3
MediaWorks Combo	55.2	55.5	-0.3		49.0	45.0	4.0	61.9	59.5	2.4	61.6	59.2	2.4	58.6	56.8	1.8	57.0	61.7	-4.7	56.1	62.7	-6.6	51.5	56.1	-4.6
NZME Combo	38.5	38.0	0.5		43.6	46.5	-2.9	30.3	32.0	-1.7	29.9	31.6	-1.7	33.2	34.7	-1.5	37.2	33.2	4.0	39.6	33.2	6.4	37.7	35.9	1.8
Potential (000)	58.8	58.8	0.0		13.9	13.9	0.0	20.6	20.6	0.0	18.2	18.2	0.0	26.6	26.6	0.0	16.5	16.5	0.0	14.0	14.0	0.0	10.5	10.0	0.5
Sample	803	807	-4		143	138	5	218	222	-4	220	215	5	336	329	7	226	229	-3	233	243	-10	163	151	12

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 (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 3 2022

Station Share (%) by Daypart, People 10+

Survey Comparisons: 2/2022 - 3/2022

This 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

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

	This	Last	+/-
Potential (000)	58.8	58.8	0.0
Sample Size	803	807	-4

	Breakfast				Morning			Afternoon			Drive				Night			Mid Dawn			Weekend		
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	
Breeze	7.4	7.9	-0.5	6	7.5	7.6	-0.1	7.3	7.3	0.0	5.2	5.5	-0.3	5.3	6.2	-0.9	11.5	13.6	-2.1	5.3	5.8	-0.5	
Coast	7.9	8.0	-0.1	5	12.5	12.8	-0.3	12.2	11.7	0.5	9.9	8.8	1.1	10.8	10.8	0.0	7.2	6.4	0.8	8.5	8.9	-0.4	
Edge	4.8	4.3	0.5	10	5.9	4.9	1.0	8.8	7.6	1.2	6.4	6.0	0.4	5.1	5.1	0.0	6.2	4.4	1.8	6.9	5.2	1.7	
Flava	6.8	6.7	0.1	7	3.8	3.7	0.1	6.3	6.0	0.3	7.4	6.7	0.7	3.6	3.6	0.0	4.5	4.1	0.4	5.8	5.2	0.6	
Gold Sport**	0.2	0.2	0.0	19	0.2	0.1	0.1	0.3	0.2	0.1	0.3	0.2	0.1	*	*	*	*	*	*	0.8	0.6	0.2	
Life FM	1.9	1.9	0.0	16	1.5	1.2	0.3	0.5	0.4	0.1	1.0	0.9	0.1	6.0	4.9	1.1	0.5	0.4	0.1	1.6	1.6	0.0	
Magic	9.2	9.3	-0.1	3	12.2	12.6	-0.4	10.9	10.8	0.1	11.2	11.4	-0.2	9.7	6.7	3.0	7.3	4.2	3.1	14.9	14.8	0.1	
Mai FM	9.8	8.3	1.5	2	7.6	6.6	1.0	5.6	6.7	-1.1	11.2	9.5	1.7	8.6	11.2	-2.6	7.4	7.0	0.4	8.9	9.3	-0.4	
More FM	5.0	6.5	-1.5	9	4.9	7.0	-2.1	4.5	5.5	-1.0	4.8	6.8	-2.0	0.8	6.7	-5.9	4.4	6.1	-1.7	3.5	4.8	-1.3	
Newstalk ZB	12.2	10.9	1.3	1	4.4	4.5	-0.1	5.1	4.6	0.5	7.5	5.8	1.7	26.4	20.9	5.5	26.0	21.4	4.6	12.5	11.0	1.5	
Radio Hauraki	3.3	3.3	0.0	13	4.6	5.6	-1.0	4.5	5.9	-1.4	3.5	6.0	-2.5	0.8	0.7	0.1	2.6	2.2	0.4	3.3	3.8	-0.5	
Rhema	0.1	0.2	-0.1	20	0.2	0.2	0.0	0.1	0.2	-0.1	0.1	0.1	0.0	1.3	0.4	0.9	0.9	0.2	0.7	0.1	0.2	-0.1	
Rock	8.7	8.2	0.5	4	10.4	8.8	1.6	10.8	9.2	1.6	12.2	10.8	1.4	3.6	3.1	0.5	9.3	8.4	0.9	7.5	7.4	0.1	
SENZ Sport	0.3	n.a.	*	18	0.2	n.a.	*	*	n.a.	*	0.1	n.a.	*	0.1	n.a.	*	*	n.a.	*	0.3	n.a.	*	
Te Arawa FM	1.9	2.2	-0.3	16	0.4	0.4	0.0	0.6	0.7	-0.1	0.2	0.4	-0.2	0.2	0.1	0.1	*	5.7	*	1.0	0.9	0.1	
The Heat	2.8	2.3	0.5	15	3.5	2.7	0.8	3.6	2.8	0.8	1.4	2.1	-0.7	1.0	1.8	-0.8	1.5	2.7	-1.2	2.4	2.0	0.4	
The Hits	5.2	5.7	-0.5	8	9.0	9.7	-0.7	7.0	8.2	-1.2	4.9	5.1	-0.2	3.5	3.9	-0.4	5.6	6.6	-1.0	5.5	5.4	0.1	
The Sound	3.3	3.6	-0.3	13	6.6	7.1	-0.5	6.8	7.4	-0.6	5.4	5.2	0.2	7.5	6.8	0.7	1.4	1.2	0.2	4.0	4.4	-0.4	
Today FM*	3.8	4.3	-0.5	12	2.0	2.2	-0.2	2.0	1.8	0.2	2.9	2.9	0.0	3.1	2.5	0.6	2.6	2.7	-0.1	2.5	2.7	-0.2	
ZM	4.0	3.8	0.2	11	1.9	1.4	0.5	2.1	1.9	0.2	2.9	3.0	-0.1	2.0	1.8	0.2	1.0	1.9	-0.9	2.2	2.3	-0.1	
MediaWorks Combo	52.4	53.2	-0.8		57.5	57.2	0.3	57.4	56.9	0.5	60.0	59.3	0.7	43.7	48.3	-4.6	50.2	47.6	2.6	54.0	55.2	-1.2	
NZME Combo	39.6	38.4	1.2		36.3	37.7	-1.4	37.6	38.5	-0.9	36.4	35.7	0.7	47.1	41.7	5.4	46.8	42.6	4.2	38.5	37.2	1.3	

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



## ROTORUA COMMERCIAL RADIO - SURVEY 3 2022

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

Survey Comparisons: 2/2022 - 3/2022

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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	5.0	5.5	-0.5	6	0.6	0.8	-0.2		1.3	1.6	-0.3		1.7	2.0	-0.3		2.9	2.9	0.0		2.0	2.1	-0.1		1.3	1.7	-0.4		0.9	1.1	-0.2	
Coast	6.5	6.9	-0.4	2	0.5	0.7	-0.2		0.4	0.6	-0.2		0.8	1.0	-0.2		2.5	2.6	-0.1		3.2	2.9	0.3		2.8	2.8	0.0		1.0	1.0	0.0	
Edge	6.5	6.2	0.3	2	2.0	1.9	0.1		3.3	3.3	0.0		2.4	2.5	-0.1		3.3	3.3	0.0		1.8	1.6	0.2		1.1	1.0	0.1		1.4	1.4	0.0	
Flava	8.1	8.0	0.1	1	2.1	2.0	0.1		3.9	4.1	-0.2		3.9	4.3	-0.4		5.6	5.7	-0.1		1.9	1.5	0.4		0.3	0.3	0.0		2.4	2.4	0.0	
Gold Sport**	0.4	0.3	0.1	18	*	*	*		*	*	*		*	*	*		*	*	*		*	*	*		0.3	0.2	0.1		*	*	*	
Life FM	1.0	1.1	-0.1	17	0.3	0.2	0.1		0.5	0.4	0.1		0.4	0.5	-0.1		0.7	0.8	-0.1		0.3	0.3	0.0		*	*	*		0.3	0.3	0.0	
Magic	4.7	4.8	-0.1	7	0.1	0.1	0.0		0.4	0.3	0.1		0.3	0.2	0.1		0.6	0.5	0.1		1.9	2.0	-0.1		3.0	3.1	-0.1		0.2	0.3	-0.1	
Mai FM	4.7	4.5	0.2	7	0.9	0.9	0.0		2.9	2.8	0.1		3.2	3.0	0.2		3.3	3.1	0.2		0.5	0.5	0.0		0.4	0.5	-0.1		1.2	1.0	0.2	
More FM	3.6	3.7	-0.1	12	0.7	0.6	0.1		1.1	1.7	-0.6		1.3	1.9	-0.6		1.7	2.1	-0.4		1.0	0.5	0.5		1.2	0.8	0.4		1.0	0.9	0.1	
Newstalk ZB	4.3	4.4	-0.1	9	0.1	0.1	0.0		0.3	0.4	-0.1		0.3	0.4	-0.1		1.1	1.2	-0.1		2.1	1.9	0.2		2.3	2.0	0.3		0.3	0.4	-0.1	
Radio Hauraki	2.9	2.8	0.1	14	1.2	1.3	-0.1		1.2	1.2	0.0		1.0	0.8	0.2		1.5	1.4	0.1		0.7	0.7	0.0		0.2	0.2	0.0		0.6	0.5	0.1	
Rhema	0.4	0.5	-0.1	18	*	*	*		0.1	0.1	0.0		0.1	0.1	0.0		0.1	0.2	-0.1		0.2	0.3	-0.1		0.2	0.2	0.0		0.1	0.2	-0.1	
Rock	6.5	6.2	0.3	2	1.6	1.6	0.0		2.4	2.1	0.3		2.6	2.3	0.3		4.2	3.8	0.4		2.2	2.1	0.1		0.6	0.7	-0.1		1.8	1.7	0.1	
SENZ Sport	0.3	n.a.	*	20	*	n.a.	*		*	n.a.	*		*	n.a.	*		*	n.a.	*		0.2	n.a.	*		0.3	n.a.	*		*	n.a.	*	
Te Arawa FM	2.3	2.7	-0.4	16	0.4	0.4	0.0		0.6	0.7	-0.1		0.8	0.9	-0.1		1.2	1.5	-0.3		0.8	1.0	-0.2		0.7	0.8	-0.1		0.5	0.6	-0.1	
The Heat	3.2	3.4	-0.2	13	0.8	1.0	-0.2		1.3	1.5	-0.2		1.5	1.6	-0.1		2.2	2.2	0.0		0.8	0.7	0.1		0.1	0.1	0.0		1.1	0.9	0.2	
The Hits	5.3	5.7	-0.4	5	1.2	1.5	-0.3		2.0	2.3	-0.3		1.8	2.1	-0.3		2.8	2.9	-0.1		1.9	1.8	0.1		1.3	1.3	0.0		1.2	1.2	0.0	
The Sound	4.2	4.4	-0.2	10	0.4	0.6	-0.2		0.3	0.4	-0.1		0.4	0.4	0.0		1.9	1.9	0.0		2.9	3.0	-0.1		1.8	1.8	0.0		0.6	0.5	0.1	
Today FM*	2.9	3.3	-0.4	14	*	*	*		0.7	0.6	0.1		0.9	0.7	0.2		1.5	1.5	0.0		1.4	1.9	-0.5		1.3	1.7	-0.4		0.4	0.4	0.0	
ZM	4.1	4.1	0.0	11	1.2	1.2	0.0		2.2	2.1	0.1		1.7	1.6	0.1		2.6	2.5	0.1		1.1	1.2	-0.1		0.3	0.3	0.0		0.9	1.1	-0.2	
MediaWorks Combo	28.2	28.7	-0.5		4.3	4.6	-0.3		9.6	9.7	-0.1		9.5	9.4	0.1		14.4	13.9	0.5		10.1	10.2	-0.1		8.2	8.7	-0.5		6.2	6.0	0.2	
NZME Combo	24.8	24.9	-0.1		5.1	5.1	0.0		8.0	8.2	-0.2		7.4	7.8	-0.4		11.8	11.9	-0.1		7.9	7.4	0.5		6.4	6.0	0.4		5.0	5.1	-0.1	
All Commercial Radio	40.6	41.3	-0.7		7.3	7.6	-0.3		13.7	13.8	-0.1		12.9	13.0	-0.1		19.9	19.8	0.1		13.5	13.6	-0.1		11.0	11.2	-0.2		8.3	8.2	0.1	
Potential (000)	58.8	58.8	0.0		13.9	13.9	0.0		20.6	20.6	0.0		18.2	18.2	0.0		26.6	26.6	0.0		16.5	16.5	0.0		14.0	14.0	0.0		10.5	10.0	0.5	
Sample	803	807	-4		143	138	5		218	222	-4		220	215	5		336	329	7		226	229	-3		233	243	-10		163	151	12	

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 (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 3 2022

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

Survey Comparisons: 2/2022 - 3/2022

This 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

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

	This	Last	+/-
Potential (000)	58.8	58.8	0.0
Sample Size	803	807	-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	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-			
Breeze	3.0	3.1	-0.1	6	2.1	2.5	-0.4	2.4	2.7	-0.3	2.1	2.5	-0.4	0.5	0.8	-0.3	0.6	0.7	-0.1	2.9	3.1	-0.2						
Coast	3.1	2.9	0.2	4	3.6	3.6	0.0	4.2	4.4	-0.2	2.4	2.6	-0.2	1.3	1.5	-0.2	0.5	0.7	-0.2	3.3	3.9	-0.6						
Edge	3.3	3.0	0.3	3	2.4	2.0	0.4	3.6	3.3	0.3	3.1	3.1	0.0	1.0	1.2	-0.2	0.4	0.4	0.0	3.1	2.8	0.3						
Flava	4.1	4.4	-0.3	1	2.8	2.7	0.1	4.8	4.6	0.2	3.3	3.4	-0.1	1.4	1.5	-0.1	0.5	0.4	0.1	4.2	4.3	-0.1						
Gold Sport**	0.1	0.1	0.0	20	0.2	0.1	0.1	0.2	0.1	0.1	0.1	*	*	*	*	*	*	*	*	0.3	0.2	0.1						
Life FM	0.7	0.7	0.0	17	0.5	0.4	0.1	0.3	0.3	0.0	0.4	0.5	-0.1	0.6	0.5	0.1	0.2	0.1	0.1	0.4	0.5	-0.1						
Magic	2.5	2.6	-0.1	11	3.0	3.1	-0.1	2.8	2.8	0.0	2.5	2.7	-0.2	1.3	1.1	0.2	0.3	0.4	-0.1	3.1	3.3	-0.2						
Mai FM	3.4	3.2	0.2	2	2.3	1.9	0.4	2.5	2.4	0.1	2.6	2.4	0.2	1.7	1.0	0.7	0.6	0.9	-0.3	2.3	2.6	-0.3						
More FM	2.6	2.6	0.0	9	1.6	2.0	-0.4	1.8	1.6	0.2	1.7	1.7	0.0	0.3	0.7	-0.4	0.3	0.3	0.0	1.7	1.6	0.1						
Newstalk ZB	3.1	3.0	0.1	4	1.8	1.9	-0.1	2.0	1.9	0.1	1.4	1.4	0.0	2.0	1.7	0.3	1.2	1.0	0.2	3.2	3.0	0.2						
Radio Hauraki	2.3	2.0	0.3	12	1.0	1.1	-0.1	1.6	1.6	0.0	1.2	1.4	-0.2	0.5	0.4	0.1	0.4	0.3	0.1	1.3	1.4	-0.1						
Rhema	0.2	0.4	-0.2	18	0.2	0.2	0.0	0.2	0.4	-0.2	0.2	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.0	0.2	0.3	-0.1						
Rock	3.0	2.6	0.4	6	2.9	2.9	0.0	3.5	3.0	0.5	3.7	3.6	0.1	1.3	1.2	0.1	0.9	0.9	0.0	3.2	3.1	0.1						
SENZ Sport	0.2	n.a.	*	18	0.1	n.a.	*	0.1	n.a.	*	0.2	n.a.	*	*	n.a.	*	*	n.a.	*	0.1	n.a.	*						
Te Arawa FM	1.5	1.8	-0.3	16	0.3	0.3	0.0	1.0	1.2	-0.2	0.2	0.4	-0.2	0.2	0.2	0.0	*	0.2	*	1.2	1.2	0.0						
The Heat	1.6	1.8	-0.2	15	1.2	1.1	0.1	1.4	1.5	-0.1	1.1	1.3	-0.2	0.6	0.5	0.1	0.2	0.3	-0.1	1.2	1.4	-0.2						
The Hits	2.8	3.0	-0.2	8	2.7	2.8	-0.1	3.2	3.4	-0.2	2.2	2.4	-0.2	0.7	0.9	-0.2	0.3	0.3	0.0	2.7	2.9	-0.2						
The Sound	1.9	2.1	-0.2	13	2.8	3.0	-0.2	3.0	2.9	0.1	1.9	2.0	-0.1	0.8	0.8	0.0	0.1	0.1	0.0	1.7	2.1	-0.4						
Today FM*	1.7	2.0	-0.3	14	0.9	1.1	-0.2	1.8	1.8	0.0	1.2	1.3	-0.1	0.6	0.4	0.2	0.4	0.3	0.1	1.2	1.5	-0.3						
ZM	2.6	2.7	-0.1	9	1.9	1.7	0.2	2.1	2.0	0.1	1.7	1.7	0.0	0.9	0.8	0.1	0.1	0.3	-0.2	1.7	1.7	0.0						
MediaWorks Combo	18.9	18.5	0.4		15.7	16.1	-0.4	18.3	17.9	0.4	16.1	16.3	-0.2	7.1	6.7	0.4	3.4	3.6	-0.2	16.8	17.7	-0.9						
NZME Combo	15.8	15.8	0.0		12.3	12.3	0.0	16.1	16.0	0.1	11.5	11.5	0.0	6.3	6.4	-0.1	2.8	2.9	-0.1	14.9	15.4	-0.5						
All Commercial Radio	31.5	32.1	-0.6		24.4	25.0	-0.6	29.3	29.6	-0.3	25.2	25.6	-0.4	13.1	12.6	0.5	5.9	6.3	-0.4	28.6	29.6	-1.0						

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

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 3 2022

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

Survey Comparisons: 2/2022 - 3/2022

This 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

Last Survey Period: Sun Jun 20 to Sat Nov 6 2021 & Sun Jan 30 to Sat Jun 18 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	9:27	9:16	0:10	2:49	3:09	-0:19	16:02	13:01	3:00	13:20	11:39	1:40	10:33	10:28	0:05	7:58	8:36	-0:37	9:45	9:40	0:04	16:12	14:56	1:15
Coast	11:05	10:36	0:28	2:31	2:35	-0:03	13:50	8:51	4:59	9:13	7:02	2:11	10:50	9:54	0:56	12:36	12:56	-0:20	12:49	12:37	0:11	11:16	10:46	0:29
Edge	7:07	6:30	0:36	9:15	8:08	1:06	9:04	8:00	1:03	6:02	5:20	0:41	5:50	5:26	0:24	5:10	5:14	-0:03	7:08	6:45	0:23	5:25	4:53	0:32
Flava	5:00	4:52	0:08	4:09	3:07	1:01	5:30	5:31	-0:00	5:43	5:50	-0:07	5:28	5:36	-0:07	4:50	4:45	0:05	2:59	2:54	0:05	5:06	4:54	0:11
Gold Sport**	5:48	6:31	-0:42	*	*	*	*	*	*	*	*	*	19:30	19:30	0:00	19:30	19:30	0:00	4:47	5:16	-0:28	19:30	19:30	0:00
Life FM	10:10	9:22	0:48	4:48	4:43	0:05	15:39	15:26	0:12	18:35	15:28	3:07	12:57	11:32	1:25	4:53	4:47	0:06	*	*	*	6:27	5:46	0:41
Magic	17:12	17:03	0:09	1:45	1:45	0:00	4:25	3:29	0:55	5:02	4:10	0:51	6:34	5:29	1:04	23:17	19:50	3:27	17:51	16:33	1:18	5:17	5:30	-0:13
Mai FM	12:24	13:01	-0:37	2:48	2:05	0:43	18:09	13:17	4:52	17:17	12:43	4:34	16:46	12:34	4:11	1:35	35:32	-33:57	1:33	38:25	-36:51	4:56	5:31	-0:34
More FM	8:27	11:55	-3:27	1:50	2:04	-0:13	5:46	12:49	-7:02	6:14	12:44	-6:29	8:24	13:25	-5:00	10:44	14:16	-3:31	13:04	18:07	-5:03	11:42	17:00	-5:18
Newstalk ZB	15:31	13:55	1:36	7:15	7:15	0:00	2:59	2:32	0:26	1:51	1:30	0:20	3:33	2:35	0:57	7:44	4:11	3:33	15:04	11:47	3:17	1:57	1:48	0:09
Radio Hauraki	9:06	11:55	-2:48	4:33	7:48	-3:15	9:04	8:37	0:26	13:29	11:24	2:04	11:30	14:06	-2:35	10:56	19:42	-8:45	18:30	23:52	-5:22	16:10	14:14	1:56
Rhema	3:30	2:26	1:03	*	*	*	1:32	1:21	0:11	1:32	1:21	0:11	1:41	1:47	-0:05	4:17	2:50	1:26	5:02	3:45	1:17	1:54	2:05	-0:10
Rock	10:14	9:54	0:20	8:34	8:20	0:13	10:44	9:42	1:01	9:52	8:55	0:57	11:41	11:29	0:11	12:11	12:31	-0:19	5:39	5:31	0:07	7:44	8:48	-1:03
SENZ Sport	4:04	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	0:45	n.a.	*	2:28	n.a.	*	4:35	n.a.	*	*	n.a.	*
Te Arawa FM	2:34	2:43	-0:09	1:34	1:43	-0:09	1:27	1:27	-0:00	1:20	1:20	-0:00	1:49	2:03	-0:14	3:08	3:06	0:02	4:27	4:22	0:04	1:24	1:40	-0:15
The Heat	6:12	5:12	0:59	3:45	4:23	-0:38	7:14	7:03	0:11	6:47	6:41	0:05	7:31	5:52	1:39	7:46	3:21	4:25	1:15	1:54	-0:39	9:08	6:26	2:41
The Hits	8:25	8:44	-0:18	11:02	10:13	0:48	10:59	10:41	0:18	8:55	9:07	-0:12	7:30	8:16	-0:46	6:48	6:43	0:04	7:56	8:05	-0:08	5:59	5:58	0:01
The Sound	8:55	9:19	-0:23	2:09	4:12	-2:03	9:05	7:48	1:16	16:07	15:22	0:45	10:05	10:04	0:00	8:19	9:16	-0:56	9:11	10:18	-1:07	10:57	10:37	0:20
Today FM*	6:21	5:54	0:26	*	*	*	4:42	4:34	0:07	4:24	4:13	0:10	4:34	4:07	0:27	4:34	4:30	0:03	8:34	7:30	1:03	4:57	4:14	0:42
ZM	4:21	4:10	0:10	3:32	3:54	-0:22	4:54	4:22	0:32	5:37	4:59	0:37	5:06	4:34	0:31	3:30	3:13	0:17	0:47	2:01	-1:14	5:19	4:53	0:26
MediaWorks Combo	13:47	14:02	-0:14	8:53	8:07	0:45	15:12	13:58	1:14	14:49	13:54	0:54	14:01	13:42	0:19	13:44	15:12	-1:28	14:58	16:28	-1:29	10:08	11:25	-1:17
NZME Combo	10:55	11:05	-0:10	6:42	7:34	-0:51	8:54	8:47	0:06	9:13	8:58	0:15	9:40	9:47	-0:07	11:29	11:15	0:13	13:27	12:36	0:51	9:08	8:41	0:27
All Commercial Radio	17:20	17:32	-0:11	10:39	10:54	-0:15	17:11	16:24	0:47	17:40	17:01	0:38	17:20	16:59	0:20	18:02	18:35	-0:32	19:48	20:17	-0:29	14:42	14:51	-0:09
Potential (000)	58.8	58.8	0.0	13.9	13.9	0.0	20.6	20.6	0.0	18.2	18.2	0.0	26.6	26.6	0.0	16.5	16.5	0.0	14.0	14.0	0.0	10.5	10.0	0.5
Sample	803	807	-4	143	138	5	218	222	-4	220	215	5	336	329	7	226	229	-3	233	243	-10	163	151	12

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 (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 3 2022

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

Survey Comparisons: 2/2022 - 3/2022

This 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

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

	This	Last	+/-
Potential (000)	58.8	58.8	0.0
Sample Size	803	807	-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	3:26	3:26	0:00	4:52	4:26	0:25	5:08	4:37	0:31	1:51	1:43	0:07	3:14	2:51	0:22	3:04	3:40	-0:36	2:27	2:39	-0:12
Coast	3:40	3:45	-0:05	4:49	5:10	-0:20	4:48	4:30	0:18	2:58	2:41	0:17	2:47	2:27	0:19	2:17	1:39	0:38	3:23	3:14	0:08
Edge	2:04	1:57	0:06	3:28	3:30	-0:01	4:05	3:57	0:08	1:31	1:30	0:01	1:44	1:26	0:18	2:23	2:14	0:08	2:58	2:40	0:17
Flava	2:23	2:05	0:18	1:55	1:59	-0:04	2:10	2:12	-0:01	1:37	1:33	0:04	0:49	0:50	-0:00	1:40	1:48	-0:07	1:48	1:43	0:05
Gold Sport**	2:18	2:20	-0:01	1:19	1:32	-0:12	2:47	3:25	-0:38	2:24	4:30	-2:05	*	*	*	*	*	*	3:58	3:48	0:10
Life FM	4:01	3:40	0:20	3:59	4:01	-0:02	2:22	2:01	0:21	1:38	1:26	0:12	3:29	3:25	0:04	0:26	0:25	0:00	5:27	4:38	0:48
Magic	5:10	4:55	0:15	5:38	5:53	-0:15	6:27	6:29	-0:01	3:14	3:19	-0:04	2:26	2:12	0:13	3:41	2:02	1:39	6:20	6:23	-0:02
Mai FM	4:07	3:30	0:37	4:34	4:56	-0:22	3:45	4:41	-0:56	3:11	3:04	0:06	1:40	3:47	-2:06	2:08	1:28	0:39	5:08	5:10	-0:02
More FM	2:42	3:22	-0:40	4:13	4:56	-0:42	4:11	5:48	-1:37	2:03	3:11	-1:07	0:53	3:28	-2:35	2:26	3:22	-0:55	2:44	4:09	-1:25
Newstalk ZB	5:32	5:01	0:30	3:28	3:29	-0:00	4:18	4:04	0:14	3:48	3:17	0:31	4:27	4:14	0:12	3:48	4:00	-0:11	5:17	5:14	0:02
Radio Hauraki	2:02	2:12	-0:10	6:27	7:25	-0:57	4:42	6:11	-1:29	2:08	3:24	-1:16	0:32	0:37	-0:05	1:09	1:17	-0:08	3:26	3:59	-0:32
Rhema	0:44	0:33	0:11	1:06	1:03	0:03	0:59	0:47	0:12	0:40	0:45	-0:05	4:53	1:46	3:06	1:41	0:45	0:56	0:46	1:04	-0:18
Rock	4:06	4:19	-0:13	4:59	4:24	0:34	5:07	5:13	-0:05	2:23	2:19	0:03	0:55	0:53	0:01	1:43	1:44	-0:00	3:07	3:20	-0:13
SENZ Sport	2:14	n.a.	*	4:09	n.a.	*	0:29	n.a.	*	0:26	n.a.	*	1:00	n.a.	*	*	n.a.	*	2:53	n.a.	*
Te Arawa FM	1:48	1:39	0:09	2:05	1:46	0:18	0:56	0:57	-0:00	0:29	0:55	-0:25	0:15	0:15	0:00	*	5:00	*	1:07	1:02	0:04
The Heat	2:23	1:43	0:39	4:08	3:40	0:27	4:14	3:14	1:00	0:56	1:19	-0:23	0:33	1:09	-0:36	1:17	1:31	-0:13	2:36	1:57	0:38
The Hits	2:36	2:34	0:01	4:41	5:03	-0:21	3:36	4:09	-0:32	1:38	1:42	-0:03	1:34	1:32	0:01	3:48	3:57	-0:09	2:43	2:35	0:07
The Sound	2:22	2:23	-0:01	3:19	3:26	-0:07	3:45	4:21	-0:36	2:04	2:03	0:00	3:03	2:53	0:09	2:05	2:01	0:04	3:06	3:00	0:05
Today FM*	3:07	2:59	0:07	3:02	3:01	0:01	1:50	1:45	0:04	1:43	1:43	-0:00	1:48	2:03	-0:14	1:14	1:31	-0:16	2:44	2:29	0:14
ZM	2:07	1:56	0:11	1:23	1:11	0:11	1:36	1:35	0:00	1:18	1:20	-0:02	0:45	0:50	-0:04	1:52	1:22	0:30	1:45	1:55	-0:10
MediaWorks Combo	3:56	3:55	0:00	5:06	5:08	-0:01	5:13	5:24	-0:11	2:44	2:50	-0:06	2:03	2:33	-0:29	2:30	2:22	0:08	4:17	4:25	-0:07
NZME Combo	3:32	3:19	0:13	4:07	4:25	-0:17	3:52	4:05	-0:13	2:20	2:24	-0:04	2:29	2:18	0:10	2:49	2:41	0:07	3:26	3:25	0:00
All Commercial Radio	4:30	4:15	0:14	5:43	5:47	-0:04	5:39	5:45	-0:06	2:55	3:02	-0:07	2:33	2:48	-0:14	2:54	2:53	0:01	4:39	4:47	-0:08

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 (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