



# ROTORUA COMMERCIAL RADIO - SURVEY 1 2023

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

Survey Comparisons: 4/2022 - 1/2023

This 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

Last Survey Period: Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 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	11.1	9.1	2.0	2	5.3	4.1	1.2	9.5	7.7	1.8	9.1	8.5	0.6	10.0	9.4	0.6	13.1	12.1	1.0	11.5	10.0	1.5	6.2	12.0	-5.8
Coast	8.3	9.9	-1.6	4	4.9	4.4	0.5	3.1	1.9	1.2	4.8	4.8	0.0	7.0	8.6	-1.6	9.1	13.4	-4.3	8.2	12.0	-3.8	4.8	4.9	-0.1
Edge	4.6	6.1	-1.5	11	12.3	22.1	-9.8	6.6	13.2	-6.6	3.9	4.8	-0.9	4.3	4.9	-0.6	3.9	3.7	0.2	3.3	2.9	0.4	4.6	6.6	-2.0
Flava	10.7	8.6	2.1	3	17.5	12.6	4.9	22.5	15.3	7.2	20.7	17.0	3.7	15.8	13.6	2.2	5.0	4.9	0.1	1.8	1.1	0.7	21.3	13.3	8.0
Gold Sport*	0.2	0.4	-0.2	19	*	*	*	*	*	*	*	*	*	0.3	0.3	0.0	0.5	0.4	0.1	0.2	0.8	-0.6	0.6	0.7	-0.1
Life FM	0.5	0.5	0.0	17	0.1	0.3	-0.2	0.1	0.1	0.0	1.0	0.9	0.1	0.8	0.9	-0.1	0.3	0.4	-0.1	0.1	*	*	1.7	1.7	0.0
Magic	7.1	8.6	-1.5	6	3.4	3.5	-0.1	2.4	3.0	-0.6	1.0	1.4	-0.4	1.3	1.4	-0.1	5.1	8.6	-3.5	16.1	18.2	-2.1	0.4	0.5	-0.1
Mai FM	6.1	6.4	-0.3	8	19.5	5.1	14.4	11.6	16.4	-4.8	11.3	17.5	-6.2	7.6	11.3	-3.7	0.5	0.5	0.0	0.5	0.5	0.0	7.6	4.8	2.8
More FM	4.7	4.7	0.0	10	9.3	6.6	2.7	4.7	5.3	-0.6	4.9	4.9	0.0	4.9	4.6	0.3	4.3	4.2	0.1	4.1	5.7	-1.6	8.2	7.0	1.2
Newstalk ZB	8.2	10.4	-2.2	5	0.5	0.4	0.1	0.4	0.4	0.0	0.8	1.0	-0.2	1.7	1.8	-0.1	7.7	8.1	-0.4	16.5	18.8	-2.3	2.1	1.4	0.7
Radio Hauraki	3.8	3.5	0.3	12	0.6	7.4	-6.8	4.7	3.6	1.1	7.2	5.3	1.9	6.1	4.2	1.9	3.0	2.0	1.0	1.8	1.5	0.3	3.1	4.6	-1.5
Rhema	0.9	0.3	0.6	16	*	*	*	2.1	0.1	2.0	1.7	0.1	1.6	1.3	0.1	1.2	0.8	0.6	0.2	0.8	0.9	-0.1	1.6	0.2	1.4
Rock	11.4	11.5	-0.1	1	13.2	13.2	0.0	16.0	17.0	-1.0	15.9	17.6	-1.7	16.1	16.8	-0.7	13.0	12.5	0.5	5.4	5.2	0.2	7.6	13.6	-6.0
SENZ Sport	0.3	0.3	0.0	18	*	*	*	*	*	*	*	*	*	*	*	*	0.2	0.2	0.0	0.9	1.0	-0.1	*	*	*
Te Arawa FM	1.2	1.1	0.1	15	0.9	1.0	-0.1	1.4	1.2	0.2	1.5	1.4	0.1	1.3	1.1	0.2	1.1	0.4	0.7	1.5	1.3	0.2	2.8	2.7	0.1
The Heat	2.7	1.9	0.8	13	0.5	0.3	0.2	2.7	1.6	1.1	2.8	1.7	1.1	4.9	3.8	1.1	4.8	4.0	0.8	0.2	*	*	7.0	6.7	0.3
The Hits	7.1	6.0	1.1	6	4.0	9.4	-5.4	4.2	4.6	-0.4	4.6	3.9	0.7	7.8	7.7	0.1	11.7	9.4	2.3	8.0	3.7	4.3	10.5	9.2	1.3
The Sound	5.9	5.1	0.8	9	0.6	0.7	-0.1	1.4	1.4	0.0	2.9	2.9	0.0	3.4	3.4	0.0	11.8	10.2	1.6	14.4	11.7	2.7	3.5	3.2	0.3
ZM	2.7	2.5	0.2	13	4.5	5.6	-1.1	4.7	4.0	0.7	4.3	3.5	0.8	3.9	3.5	0.4	2.0	2.0	0.0	0.7	0.3	0.4	4.7	4.0	0.7
MediaWorks Combo	51.5	54.0	-2.5		65.8	58.0	7.8	53.3	66.8	-13.5	49.5	59.7	-10.2	48.1	53.9	-5.8	52.1	54.2	-2.1	55.3	57.9	-2.6	38.7	50.3	-11.6
NZME Combo	41.0	41.3	-0.3		32.1	39.8	-7.7	39.6	29.9	9.7	42.4	35.4	7.0	42.5	39.7	2.8	39.0	40.2	-1.2	37.1	38.2	-1.1	47.1	38.0	9.1
Potential (000)	58.5	58.8	-0.3		13.6	13.9	-0.3	19.4	20.8	-1.4	17.9	18.2	-0.3	26.4	26.6	-0.2	16.5	16.5	0.0	14.0	14.0	0.0	12.1	11.1	1.0
Sample	823	831	-8		145	143	2	233	228	5	231	218	13	354	348	6	241	238	3	230	233	-3	171	163	8

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, Today FM (until S4 2022), 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

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



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

	This	Last	+/-
Potential (000)	58.5	58.8	-0.3
Sample Size	823	831	-8

	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	9.1	7.7	1.4	3	11.6	10.3	1.3	11.1	8.9	2.2	13.8	9.1	4.7	10.9	10.5	0.4	4.3	5.7	-1.4	12.0	9.8	2.2
Coast	7.8	9.3	-1.5	5	8.6	12.0	-3.4	7.4	10.2	-2.8	8.5	9.5	-1.0	6.2	4.3	1.9	6.7	8.1	-1.4	10.3	9.8	0.5
Edge	4.8	5.1	-0.3	10	3.1	5.8	-2.7	5.2	8.9	-3.7	5.7	5.6	0.1	4.6	4.9	-0.3	4.8	2.5	2.3	4.5	5.5	-1.0
Flava	10.7	9.6	1.1	2	11.2	7.5	3.7	12.2	9.9	2.3	8.7	8.2	0.5	3.9	4.1	-0.2	5.4	3.5	1.9	11.9	8.9	3.0
Gold Sport*	0.2	0.3	-0.1	18	0.2	0.2	0.0	0.2	0.4	-0.2	0.3	0.3	0.0	*	*	*	0.1	*	*	0.2	0.8	-0.6
Life FM	0.9	0.8	0.1	16	0.3	0.2	0.1	0.4	0.3	0.1	0.4	0.3	0.1	0.1	0.7	-0.6	*	0.1	*	0.5	0.5	0.0
Magic	6.8	8.4	-1.6	7	8.2	10.0	-1.8	5.9	7.5	-1.6	4.8	6.4	-1.6	9.7	12.8	-3.1	7.5	6.7	0.8	8.4	9.2	-0.8
Mai FM	7.4	7.8	-0.4	6	4.8	5.4	-0.6	5.6	3.8	1.8	6.6	9.7	-3.1	7.8	6.2	1.6	9.3	9.7	-0.4	5.8	6.5	-0.7
More FM	4.7	4.6	0.1	11	5.2	5.7	-0.5	5.2	5.0	0.2	5.7	5.5	0.2	2.2	1.9	0.3	3.6	3.7	-0.1	3.9	4.1	-0.2
Newstalk ZB	11.3	13.1	-1.8	1	3.4	4.3	-0.9	3.3	5.4	-2.1	7.4	8.3	-0.9	28.1	35.2	-7.1	17.8	28.3	-10.5	9.2	12.3	-3.1
Radio Hauraki	5.7	4.8	0.9	9	4.6	3.4	1.2	4.0	2.9	1.1	5.6	6.3	-0.7	0.7	1.7	-1.0	2.8	1.9	0.9	1.0	1.8	-0.8
Rhema	0.6	0.1	0.5	17	0.8	0.1	0.7	0.3	0.2	0.1	0.3	0.4	-0.1	6.0	2.0	4.0	3.8	0.9	2.9	0.8	0.3	0.5
Rock	9.1	9.0	0.1	3	14.8	13.1	1.7	16.3	14.5	1.8	12.4	14.1	-1.7	2.0	2.1	-0.1	9.0	10.6	-1.6	7.4	10.0	-2.6
SENZ Sport	*	0.3	*	*	0.3	0.3	0.0	0.7	0.3	0.4	0.1	0.2	-0.1	0.4	0.5	-0.1	*	*	*	0.1	0.3	-0.2
Te Arawa FM	1.5	1.8	-0.3	15	0.9	0.4	0.5	1.3	1.3	0.0	1.0	0.7	0.3	0.9	0.1	0.8	1.4	*	*	1.4	1.2	0.2
The Heat	2.4	2.1	0.3	14	3.0	2.4	0.6	3.3	2.2	1.1	2.4	1.2	1.2	2.5	0.7	1.8	3.5	1.3	2.2	2.2	2.0	0.2
The Hits	5.9	4.2	1.7	8	7.4	8.6	-1.2	5.4	6.9	-1.5	6.7	4.4	2.3	6.0	3.7	2.3	9.4	6.7	2.7	10.1	6.1	4.0
The Sound	4.2	3.3	0.9	13	7.4	6.1	1.3	7.3	6.9	0.4	5.4	5.2	0.2	3.6	4.2	-0.6	7.3	5.7	1.6	5.3	4.2	1.1
ZM	4.3	4.4	-0.1	12	1.8	1.7	0.1	2.4	2.0	0.4	2.9	2.2	0.7	1.9	1.8	0.1	*	1.6	*	2.7	2.3	0.4
MediaWorks Combo	46.0	48.9	-2.9		55.5	58.7	-3.2	57.2	57.6	-0.4	54.8	57.8	-3.0	40.7	44.4	-3.7	45.9	47.0	-1.1	48.5	52.2	-3.7
NZME Combo	45.9	45.7	0.2		37.1	37.6	-0.5	34.7	37.8	-3.1	40.1	39.3	0.8	46.9	50.9	-4.0	42.2	50.0	-7.8	45.4	41.9	3.5

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, Today FM (until S4 2022), 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

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



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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	6.4	1.2	2	1.1	0.8	0.3	1.7	1.3	0.4	1.9	1.5	0.4	3.8	2.9	0.9	3.6	3.3	0.3	2.3	2.4	-0.1	0.9	1.0	-0.1
Coast	6.4	6.2	0.2	6	0.6	0.5	0.1	0.9	0.5	0.4	1.2	0.9	0.3	2.6	2.3	0.3	2.9	3.0	-0.1	2.5	2.8	-0.3	1.1	0.9	0.2
Edge	7.0	5.8	1.2	3	1.5	1.4	0.1	3.1	2.8	0.3	3.0	2.3	0.7	4.5	3.4	1.1	1.9	1.6	0.3	0.9	0.9	0.0	2.3	1.8	0.5
Flava	9.9	9.1	0.8	1	2.4	2.4	0.0	5.0	4.8	0.2	5.1	4.6	0.5	6.9	6.2	0.7	2.2	1.9	0.3	0.5	0.4	0.1	3.3	2.8	0.5
Gold Sport*	0.2	0.4	-0.2	18	*	*	*	*	*	*	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	0.2	0.3	-0.1	*	*	*
Life FM	0.7	0.6	0.1	16	0.1	0.1	0.0	0.1	*	*	0.3	0.2	0.1	0.5	0.4	0.1	0.2	0.2	0.0	0.1	0.1	0.0	0.2	0.2	0.0
Magic	3.9	4.7	-0.8	11	0.4	0.6	-0.2	0.8	0.8	0.0	0.3	0.3	0.0	0.6	0.5	0.1	1.3	1.6	-0.3	2.1	2.8	-0.7	0.1	0.1	0.0
Mai FM	6.9	5.1	1.8	5	2.7	1.5	1.2	3.3	2.7	0.6	3.6	3.1	0.5	4.0	3.4	0.6	0.5	0.3	0.2	0.2	0.2	0.0	1.9	1.2	0.7
More FM	4.8	3.7	1.1	8	1.2	0.8	0.4	1.6	1.1	0.5	1.6	1.1	0.5	2.5	1.8	0.7	1.7	1.3	0.4	1.1	1.0	0.1	1.7	0.9	0.8
Newstalk ZB	3.9	4.3	-0.4	11	0.2	0.1	0.1	0.3	0.3	0.0	0.4	0.4	0.0	1.0	1.2	-0.2	1.7	1.9	-0.2	1.9	2.1	-0.2	0.4	0.4	0.0
Radio Hauraki	3.7	3.0	0.7	13	0.4	0.8	-0.4	1.2	0.8	0.4	1.6	0.9	0.7	2.7	1.7	1.0	1.5	1.2	0.3	0.6	0.6	0.0	0.7	0.6	0.1
Rhema	0.6	0.4	0.2	17	*	*	*	0.3	0.1	0.2	0.3	0.1	0.2	0.3	0.1	0.2	0.3	0.2	0.1	0.2	0.3	-0.1	0.3	0.1	0.2
Rock	7.0	6.3	0.7	3	1.0	1.0	0.0	2.8	2.5	0.3	3.6	3.0	0.6	5.0	4.4	0.6	2.4	2.3	0.1	1.0	1.0	0.0	1.6	1.5	0.1
SENZ Sport	0.2	0.4	-0.2	18	*	*	*	*	*	*	*	*	*	*	*	*	0.1	0.2	-0.1	0.2	0.3	-0.1	*	*	*
Te Arawa FM	2.6	2.1	0.5	15	0.4	0.4	0.0	0.8	0.7	0.1	1.0	0.8	0.2	1.6	1.2	0.4	0.9	0.4	0.5	0.6	0.4	0.2	1.0	0.8	0.2
The Heat	3.2	2.5	0.7	14	0.5	0.4	0.1	1.3	1.1	0.2	1.7	1.2	0.5	2.6	2.0	0.6	1.1	0.8	0.3	0.2	*	*	1.0	0.9	0.1
The Hits	6.1	4.2	1.9	7	1.0	0.8	0.2	1.9	1.2	0.7	2.2	1.4	0.8	3.7	2.6	1.1	2.4	1.8	0.6	1.4	0.8	0.6	2.0	1.1	0.9
The Sound	4.0	3.5	0.5	10	0.1	0.2	-0.1	0.7	0.4	0.3	0.9	0.6	0.3	1.8	1.4	0.4	2.3	2.2	0.1	2.0	1.9	0.1	0.5	0.3	0.2
ZM	4.7	4.0	0.7	9	1.3	1.5	-0.2	2.2	1.8	0.4	2.2	1.3	0.9	3.2	2.4	0.8	1.2	1.1	0.1	0.2	0.1	0.1	1.2	0.7	0.5
MediaWorks Combo	30.8	29.3	1.5		6.1	5.1	1.0	10.0	9.6	0.4	10.7	9.4	1.3	15.9	14.2	1.7	9.8	10.4	-0.6	7.5	8.8	-1.3	7.0	6.3	0.7
NZME Combo	27.1	25.2	1.9		4.6	5.0	-0.4	8.6	7.8	0.8	9.3	7.5	1.8	14.7	12.4	2.3	9.2	8.5	0.7	6.4	6.2	0.2	6.7	5.5	1.2
All Commercial Radio	43.9	41.0	2.9		8.5	7.9	0.6	13.9	13.5	0.4	14.5	12.8	1.7	22.0	19.7	2.3	14.1	13.4	0.7	10.7	10.8	-0.1	9.4	8.2	1.2
Potential (000)	58.5	58.8	-0.3		13.6	13.9	-0.3	19.4	20.8	-1.4	17.9	18.2	-0.3	26.4	26.6	-0.2	16.5	16.5	0.0	14.0	14.0	0.0	12.1	11.1	1.0
Sample	823	831	-8		145	143	2	233	228	5	231	218	13	354	348	6	241	238	3	230	233	-3	171	163	8

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Potential (000)	58.5	58.8	-0.3
Sample Size	823	831	-8

	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	3.4	0.8	4	3.6	2.7	0.9	4.0	2.9	1.1	4.1	3.0	1.1	1.3	1.0	0.3	0.8	0.7	0.1	5.0	4.4	0.6
Coast	3.3	3.2	0.1	6	3.8	3.7	0.1	3.7	3.8	-0.1	2.4	2.6	-0.2	1.6	1.3	0.3	0.6	0.5	0.1	4.1	3.6	0.5
Edge	3.8	3.1	0.7	5	2.2	1.7	0.5	3.0	2.9	0.1	3.3	2.5	0.8	1.2	1.1	0.1	0.8	0.4	0.4	3.9	3.1	0.8
Flava	6.0	5.1	0.9	1	4.8	3.6	1.2	6.7	6.0	0.7	4.9	4.2	0.7	1.3	1.5	-0.2	0.4	0.3	0.1	6.5	5.8	0.7
Gold Sport*	0.1	0.2	-0.1	18	0.1	0.2	-0.1	0.2	0.2	0.0	0.1	0.1	0.0	*	*	*	0.1	*	*	0.1	0.3	-0.2
Life FM	0.6	0.5	0.1	16	0.3	0.2	0.1	0.4	0.2	0.2	0.3	0.1	0.2	0.1	0.1	0.0	*	*	*	0.3	0.2	0.1
Magic	2.3	2.5	-0.2	12	2.5	2.7	-0.2	2.1	2.4	-0.3	1.4	1.8	-0.4	0.8	1.0	-0.2	0.5	0.4	0.1	2.5	2.8	-0.3
Mai FM	4.3	3.5	0.8	3	2.7	1.9	0.8	3.1	2.0	1.1	4.0	2.9	1.1	1.7	1.3	0.4	0.7	0.7	0.0	4.2	3.2	1.0
More FM	2.9	2.2	0.7	10	2.3	1.9	0.4	2.7	2.1	0.6	2.1	1.9	0.2	0.9	0.6	0.3	0.4	0.4	0.0	3.1	2.4	0.7
Newstalk ZB	3.2	3.4	-0.2	8	1.5	1.6	-0.1	1.6	1.7	-0.1	1.6	1.6	0.0	2.2	2.2	0.0	1.2	1.5	-0.3	2.8	3.0	-0.2
Radio Hauraki	2.4	1.9	0.5	11	1.7	1.3	0.4	1.9	1.2	0.7	1.5	1.4	0.1	0.3	0.5	-0.2	0.4	0.2	0.2	1.1	1.1	0.0
Rhema	0.2	0.1	0.1	17	0.3	0.2	0.1	0.3	0.2	0.1	0.3	0.2	0.1	0.3	0.1	0.2	0.3	0.1	0.2	0.5	0.2	0.3
Rock	4.6	3.7	0.9	2	3.4	3.0	0.4	4.8	3.8	1.0	4.0	3.6	0.4	0.7	0.6	0.1	0.9	0.9	0.0	3.6	3.8	-0.2
SENZ Sport	*	0.1	*	*	0.1	0.1	0.0	0.2	0.1	0.1	0.1	0.2	-0.1	0.1	0.1	0.0	*	*	*	0.1	0.2	-0.1
Te Arawa FM	1.4	1.2	0.2	15	0.8	0.4	0.4	1.2	0.9	0.3	0.5	0.5	0.0	0.2	0.1	0.1	0.1	*	*	1.4	0.9	0.5
The Heat	1.5	1.2	0.3	14	1.2	0.8	0.4	1.4	1.1	0.3	1.4	1.0	0.4	0.6	0.4	0.2	0.3	0.1	0.2	1.7	1.3	0.4
The Hits	3.3	2.3	1.0	6	2.8	2.1	0.7	2.4	2.2	0.2	2.8	2.0	0.8	0.9	0.3	0.6	0.6	0.2	0.4	4.0	2.2	1.8
The Sound	2.3	1.9	0.4	12	2.3	2.2	0.1	2.5	2.4	0.1	1.9	1.5	0.4	0.7	0.7	0.0	0.4	0.3	0.1	2.2	2.0	0.2
ZM	3.2	2.8	0.4	8	1.5	1.3	0.2	2.3	1.4	0.9	1.8	1.0	0.8	0.8	0.5	0.3	*	0.1	*	2.8	2.2	0.6
MediaWorks Combo	20.9	18.7	2.2		16.3	14.6	1.7	19.5	18.0	1.5	17.9	16.0	1.9	6.9	6.2	0.7	3.8	3.4	0.4	21.3	19.8	1.5
NZME Combo	18.2	16.6	1.6		13.8	12.1	1.7	16.7	14.7	2.0	13.6	11.9	1.7	6.5	5.8	0.7	3.1	2.8	0.3	18.8	16.5	2.3
All Commercial Radio	34.1	31.5	2.6		26.2	23.6	2.6	31.1	28.3	2.8	28.8	25.2	3.6	13.7	12.1	1.6	6.4	5.5	0.9	33.9	31.1	2.8

MediaWorks Combo: Breeze, Edge, Magic, Mai FM, More FM, Rock, The Sound, Today FM (until S4 2022), 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

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



# ROTORUA COMMERCIAL RADIO - SURVEY 1 2023

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

Survey Comparisons: 4/2022 - 1/2023

This 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

Last Survey Period: Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 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	10:09	8:56	1:12	3:34	3:53	-0:19	11:07	10:55	0:12	11:15	11:07	0:08	9:45	10:04	-0:19	8:59	7:51	1:08	9:50	7:28	2:21	9:14	13:28	-4:14
Coast	9:01	9:55	-0:54	5:34	7:36	-2:01	6:40	6:40	-0:00	9:08	10:43	-1:34	9:54	11:47	-1:53	7:48	9:34	-1:46	6:17	7:38	-1:21	6:01	6:10	-0:09
Edge	4:32	6:36	-2:03	5:43	12:17	-6:34	4:13	8:22	-4:08	3:03	4:05	-1:01	3:34	4:25	-0:51	4:58	4:52	0:06	6:59	6:03	0:55	2:45	4:14	-1:29
Flava	7:30	5:55	1:35	5:06	4:02	1:03	8:58	5:43	3:15	9:37	7:11	2:25	8:27	6:47	1:39	5:44	5:41	0:02	6:18	4:32	1:46	9:12	5:25	3:46
Gold Sport*	5:27	5:41	-0:13	*	*	*	*	*	*	*	*	*	12:51	12:20	0:30	8:40	12:20	-3:39	1:57	4:44	-2:46	19:30	19:30	0:00
Life FM	5:01	5:17	-0:15	1:00	4:00	-3:00	2:01	2:30	-0:28	8:14	7:40	0:34	6:05	6:37	-0:32	3:10	5:05	-1:54	1:56	0:30	1:26	10:27	12:55	-2:27
Magic	12:40	11:29	1:11	5:30	4:56	0:33	6:20	6:30	-0:09	7:27	9:33	-2:06	7:58	8:21	-0:23	10:00	11:37	-1:36	14:46	11:29	3:16	7:13	4:55	2:18
Mai FM	6:09	7:51	-1:42	5:07	2:46	2:20	7:05	10:48	-3:42	7:25	10:52	-3:26	6:59	10:20	-3:20	2:49	3:14	-0:24	4:35	4:19	0:16	5:39	4:35	1:03
More FM	6:44	8:03	-1:19	5:31	6:32	-1:00	5:55	8:39	-2:44	7:07	8:28	-1:20	7:06	7:44	-0:38	6:24	6:55	-0:30	7:32	10:34	-3:02	6:40	9:04	-2:23
Newstalk ZB	14:24	15:07	-0:43	2:10	2:16	-0:06	2:57	2:20	0:36	4:53	4:35	0:18	5:59	4:45	1:14	11:05	9:06	1:59	16:37	16:04	0:32	7:20	4:00	3:20
Radio Hauraki	7:11	7:16	-0:04	1:03	7:38	-6:35	7:48	7:46	0:01	10:32	11:29	-0:57	8:23	7:53	0:30	4:56	3:38	1:17	5:54	4:54	0:59	5:59	8:14	-2:14
Rhema	10:00	4:18	5:41	*	*	*	14:32	2:00	12:32	14:32	2:00	12:32	14:11	2:00	12:11	7:54	5:24	2:30	7:03	5:59	1:04	8:54	1:54	7:00
Rock	11:18	11:17	0:01	9:04	10:36	-1:31	11:13	12:26	-1:13	10:28	11:33	-1:04	11:57	11:55	0:02	13:40	11:30	2:10	10:24	9:30	0:53	6:51	10:19	-3:27
SENZ Sport	8:18	4:47	3:31	*	*	*	*	*	*	*	*	*	*	0:45	*	10:00	2:27	7:33	8:18	5:15	3:02	*	*	*
Te Arawa FM	3:20	3:17	0:03	1:45	1:58	-0:12	3:20	3:13	0:06	3:24	3:23	0:01	3:04	2:55	0:08	3:02	1:51	1:11	5:06	5:47	-0:40	3:58	4:07	-0:09
The Heat	5:53	4:56	0:57	0:49	0:31	0:18	4:12	2:30	1:41	3:56	2:41	1:15	7:02	5:51	1:10	11:04	10:41	0:22	2:20	*	*	10:17	8:22	1:55
The Hits	7:58	9:02	-1:03	2:44	9:51	-7:07	4:24	7:09	-2:44	4:53	5:36	-0:43	7:47	9:03	-1:15	11:57	11:23	0:33	11:22	8:12	3:09	7:18	9:30	-2:12
The Sound	10:16	9:04	1:11	3:39	3:40	-0:01	3:53	6:04	-2:10	7:17	9:14	-1:57	6:44	7:37	-0:52	12:38	10:02	2:35	14:01	10:39	3:22	10:26	13:36	-3:09
ZM	4:01	3:59	0:01	2:31	2:54	-0:23	4:12	4:06	0:05	4:39	5:13	-0:33	4:26	4:36	-0:09	4:09	3:47	0:22	6:53	6:48	0:05	5:25	6:49	-1:24
MediaWorks Combo	11:33	11:32	0:01	7:41	9:00	-1:18	10:33	12:31	-1:57	10:53	12:22	-1:29	11:06	11:46	-0:40	13:07	11:16	1:50	14:16	11:46	2:30	7:47	9:08	-1:21
NZME Combo	10:29	10:13	0:15	4:55	6:15	-1:19	9:10	6:53	2:17	10:43	9:11	1:32	10:40	9:51	0:48	10:28	10:15	0:12	11:18	10:55	0:22	9:55	7:55	1:59
All Commercial Radio	15:47	15:15	0:32	8:23	9:57	-1:33	14:18	13:19	0:59	16:16	15:08	1:07	16:43	15:43	1:00	17:31	16:12	1:19	18:01	16:29	1:31	14:59	14:00	0:58
Potential (000)	58.5	58.8	-0.3	13.6	13.9	-0.3	19.4	20.8	-1.4	17.9	18.2	-0.3	26.4	26.6	-0.2	16.5	16.5	0.0	14.0	14.0	0.0	12.1	11.1	1.0
Sample	823	831	-8	145	143	2	233	228	5	231	218	13	354	348	6	241	238	3	230	233	-3	171	163	8

MediaWorks Combo: Breeze, Edge, Magic, Mai FM, More FM, Rock, The Sound, Today FM (until S4 2022), 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

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



# ROTORUA COMMERCIAL RADIO - SURVEY 1 2023

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

Survey Comparisons: 4/2022 - 1/2023

This 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

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

	This	Last	+/-
Potential (000)	58.5	58.8	-0.3
Sample Size	823	831	-8

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

MediaWorks Combo: Breeze, Edge, Magic, Mai FM, More FM, Rock, The Sound, Today FM (until S4 2022), 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

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