



ROTORUA COMMERCIAL RADIO - SURVEY 1 2024

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

Survey Comparisons: 3/2023 - 1/2024

This 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

Last Survey Period: Sun Sep 4 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 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	9.6	10.3	-0.7	1	2.3	3.2	-0.9	6.3	7.2	-0.9	6.5	7.9	-1.4	10.0	10.1	-0.1	12.5	12.8	-0.3	10.3	10.4	-0.1	10.8	8.5	2.3
Coast	6.6	6.7	-0.1	7	2.9	4.7	-1.8	2.7	3.0	-0.3	2.3	3.8	-1.5	2.8	3.8	-1.0	5.2	4.9	0.3	10.1	9.1	1.0	3.0	3.6	-0.6
Edge	3.6	3.3	0.3	12	7.9	6.7	1.2	7.2	5.4	1.8	6.3	4.6	1.7	5.0	4.1	0.9	2.3	2.7	-0.4	1.3	1.6	-0.3	6.5	5.3	1.2
Flava	9.0	10.0	-1.0	2	12.6	13.5	-0.9	19.0	19.3	-0.3	17.4	20.0	-2.6	13.9	15.6	-1.7	6.4	5.0	1.4	3.4	2.0	1.4	16.0	15.4	0.6
Gold Sport	*	0.1	*	*	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0	*	0.1	*	*	0.1	*	*	*	*
Life FM	0.5	0.7	-0.2	17	0.2	0.1	0.1	0.5	0.3	0.2	0.6	1.4	-0.8	0.4	1.0	-0.6	0.9	0.7	0.2	0.9	0.7	0.2	0.7	2.6	-1.9
Magic	8.5	8.8	-0.3	4	0.5	2.1	-1.6	0.3	2.1	-1.8	0.5	1.4	-0.9	0.7	1.3	-0.6	5.4	7.2	-1.8	18.7	20.8	-2.1	0.1	0.1	0.0
Mai FM	6.0	5.5	0.5	9	20.6	12.2	8.4	10.9	9.7	1.2	9.5	10.9	-1.4	7.6	8.0	-0.4	2.1	1.3	0.8	0.1	0.3	-0.2	6.6	6.3	0.3
More FM	5.3	5.0	0.3	10	3.5	5.3	-1.8	3.2	4.2	-1.0	8.3	7.5	0.8	7.5	6.3	1.2	6.7	5.1	1.6	4.6	4.0	0.6	7.4	5.7	1.7
Newstalk ZB	6.3	5.5	0.8	8	0.2	0.3	-0.1	0.4	0.3	0.1	0.4	0.7	-0.3	2.3	2.0	0.3	6.5	4.1	2.4	9.9	7.7	2.2	2.4	1.9	0.5
Radio Hauraki	4.8	5.5	-0.7	11	15.4	13.7	1.7	3.7	4.1	-0.4	5.9	5.3	0.6	6.2	6.9	-0.7	3.6	5.9	-2.3	0.3	1.5	-1.2	3.5	3.7	-0.2
Rhema	1.4	1.5	-0.1	16	0.3	0.3	0.0	2.4	3.0	-0.6	2.1	2.6	-0.5	1.5	1.8	-0.3	0.9	0.9	0.0	2.0	1.7	0.3	1.6	2.1	-0.5
Rock	9.0	9.7	-0.7	2	10.1	12.2	-2.1	13.8	14.8	-1.0	12.2	11.4	0.8	15.3	14.1	1.2	12.4	13.2	-0.8	2.3	4.1	-1.8	8.8	10.7	-1.9
SENZ Sport	0.2	0.2	0.0	18	*	*	*	0.3	*	*	0.3	*	*	0.2	*	*	0.2	0.2	0.0	0.3	0.6	-0.3	*	*	*
Te Arawa FM	2.4	2.2	0.2	13	2.0	2.4	-0.4	4.8	4.3	0.5	3.6	3.3	0.3	3.4	2.7	0.7	2.8	1.6	1.2	1.7	1.7	0.0	2.9	4.3	-1.4
The Heat	1.8	1.7	0.1	14	0.5	0.3	0.2	4.2	3.5	0.7	4.1	3.3	0.8	3.6	3.2	0.4	1.5	1.6	-0.1	0.2	0.2	0.0	4.0	4.4	-0.4
The Hits	8.3	8.5	-0.2	5	11.3	10.7	0.6	7.9	6.3	1.6	6.7	6.0	0.7	7.3	9.4	-2.1	10.9	12.3	-1.4	9.9	7.8	2.1	11.0	13.4	-2.4
The Sound	8.1	8.1	0.0	6	0.2	0.5	-0.3	2.8	2.6	0.2	3.4	3.0	0.4	3.7	3.3	0.4	13.6	15.5	-1.9	16.7	18.9	-2.2	3.9	3.5	0.4
ZM	1.8	2.0	-0.2	14	1.4	2.1	-0.7	3.4	3.7	-0.3	3.4	3.5	-0.1	3.0	3.0	0.0	1.9	1.5	0.4	0.9	0.8	0.1	5.2	4.3	0.9
MediaWorks Combo	51.5	52.3	-0.8		50.4	49.3	1.1	48.2	50.1	-1.9	49.3	48.6	0.7	51.4	48.5	2.9	55.1	57.9	-2.8	54.0	60.2	-6.2	46.8	42.2	4.6
NZME Combo	36.8	38.2	-1.4		43.9	44.9	-1.0	37.2	36.7	0.5	36.2	39.3	-3.1	35.4	40.7	-5.3	34.4	33.8	0.6	34.7	28.9	5.8	41.0	42.3	-1.3
Potential (000)	59.4	58.5	0.9		13.9	13.6	0.3	19.8	19.2	0.6	18.3	17.9	0.4	26.8	26.4	0.4	16.5	16.5	0.0	14.0	14.0	0.0	11.6	11.6	0.0
Sample	823	969	-146		174	190	-16	266	291	-25	253	278	-25	370	425	-55	229	279	-50	212	252	-40	156	184	-28

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 Sport, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui



ROTORUA COMMERCIAL RADIO - SURVEY 1 2024

Station Share (%) by Daypart, People 10+

Survey Comparisons: 3/2023 - 1/2024

This 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

Last Survey Period: Sun Sep 4 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023

	This	Last	+/-
Potential (000)	59.4	58.5	0.9
Sample Size	823	969	-146

	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	9.1	0.0	2	9.9	11.5	-1.6	8.6	9.6	-1.0	10.0	10.0	0.0	6.4	9.7	-3.3	12.2	6.6	5.6	10.9	11.8	-0.9
Coast	6.0	6.1	-0.1	8	5.9	6.0	-0.1	5.0	5.6	-0.6	7.0	6.6	0.4	6.5	5.1	1.4	6.3	7.0	-0.7	9.7	9.3	0.4
Edge	4.2	4.6	-0.4	12	2.8	1.6	1.2	3.1	2.4	0.7	4.6	4.4	0.2	3.2	2.7	0.5	2.3	4.1	-1.8	4.3	4.2	0.1
Flava	9.9	10.4	-0.5	1	10.4	11.6	-1.2	9.8	11.0	-1.2	9.1	9.6	-0.5	3.8	4.0	-0.2	8.0	7.4	0.6	7.3	9.1	-1.8
Gold Sport	0.1	0.1	0.0	18	*	*	*	*	*	*	0.1	0.1	0.0	*	*	*	*	0.1	*	*	0.1	*
Life FM	0.7	1.2	-0.5	17	0.1	0.4	-0.3	0.4	0.6	-0.2	1.1	0.8	0.3	2.0	1.3	0.7	0.1	0.1	0.0	0.2	0.6	-0.4
Magic	6.9	8.2	-1.3	7	10.2	10.4	-0.2	6.8	7.4	-0.6	5.1	5.9	-0.8	9.8	11.2	-1.4	1.3	2.2	-0.9	13.2	11.5	1.7
Mai FM	7.5	7.1	0.4	6	4.3	4.6	-0.3	6.1	5.8	0.3	5.4	5.3	0.1	6.3	6.3	0.0	10.1	6.6	3.5	5.4	4.5	0.9
More FM	5.4	4.7	0.7	10	7.3	6.1	1.2	7.3	5.9	1.4	4.1	4.4	-0.3	1.5	1.8	-0.3	5.0	6.7	-1.7	2.9	3.9	-1.0
Newstalk ZB	7.6	7.2	0.4	5	3.8	2.8	1.0	2.9	2.2	0.7	6.6	5.1	1.5	20.3	19.7	0.6	6.3	10.2	-3.9	7.3	6.4	0.9
Radio Hauraki	4.4	5.7	-1.3	11	6.1	6.4	-0.3	6.4	6.4	0.0	5.9	7.9	-2.0	0.3	0.6	-0.3	0.7	1.9	-1.2	3.4	3.8	-0.4
Rhema	1.3	1.1	0.2	16	1.0	1.1	-0.1	0.3	0.4	-0.1	0.5	0.5	0.0	6.7	8.6	-1.9	4.3	6.1	-1.8	1.5	1.3	0.2
Rock	8.9	9.2	-0.3	3	8.9	10.3	-1.4	11.1	12.3	-1.2	10.0	11.6	-1.6	5.6	4.6	1.0	14.9	9.3	5.6	6.0	7.1	-1.1
SENZ Sport	*	*	*	*	0.1	*	*	0.3	0.5	-0.2	*	0.1	*	*	0.3	*	*	*	*	0.5	0.1	0.4
Te Arawa FM	2.4	2.3	0.1	14	2.2	1.7	0.5	2.4	2.0	0.4	2.5	2.3	0.2	1.0	1.0	0.0	8.3	9.6	-1.3	1.8	2.0	-0.2
The Heat	1.4	1.4	0.0	15	1.8	1.6	0.2	2.7	2.6	0.1	2.3	2.0	0.3	2.2	1.9	0.3	1.7	2.2	-0.5	0.8	0.8	0.0
The Hits	8.4	7.5	0.9	4	7.7	8.1	-0.4	8.2	8.1	0.1	9.9	8.7	1.2	7.2	8.7	-1.5	3.9	5.4	-1.5	9.2	10.5	-1.3
The Sound	6.0	5.6	0.4	8	8.0	8.3	-0.3	9.6	9.9	-0.3	8.4	9.0	-0.6	5.9	6.4	-0.5	6.7	10.2	-3.5	9.1	7.8	1.3
ZM	3.1	3.5	-0.4	13	0.7	0.9	-0.2	1.9	1.8	0.1	2.8	3.0	-0.2	0.6	0.8	-0.2	3.0	2.1	0.9	1.2	1.5	-0.3
MediaWorks Combo	48.8	49.3	-0.5		53.9	55.2	-1.3	55.2	55.9	-0.7	48.9	51.9	-3.0	39.5	43.6	-4.1	52.6	45.9	6.7	51.9	51.6	0.3
NZME Combo	39.5	40.5	-1.0		34.7	35.8	-1.1	34.1	35.1	-1.0	41.5	41.0	0.5	38.7	38.9	-0.2	28.2	34.2	-6.0	38.0	40.7	-2.7

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 Sport, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui



ROTORUA COMMERCIAL RADIO - SURVEY 1 2024

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

Survey Comparisons: 3/2023 - 1/2024

This 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

Last Survey Period: Sun Sep 4 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 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	6.6	7.3	-0.7	3	0.8	1.0	-0.2	1.5	1.6	-0.1	1.6	1.8	-0.2	2.9	3.3	-0.4	2.6	3.2	-0.6	2.3	2.4	-0.1	1.2	1.3	-0.1
Coast	5.5	6.0	-0.5	8	0.8	0.8	0.0	1.1	1.2	-0.1	1.0	1.1	-0.1	1.9	2.1	-0.2	2.3	2.5	-0.2	2.3	2.5	-0.2	1.1	1.2	-0.1
Edge	6.5	6.7	-0.2	5	1.7	1.5	0.2	3.3	3.1	0.2	3.4	3.2	0.2	4.2	4.3	-0.1	1.2	1.6	-0.4	0.6	0.8	-0.2	2.0	2.0	0.0
Flava	8.7	9.3	-0.6	1	2.0	2.1	-0.1	4.7	5.0	-0.3	4.4	5.1	-0.7	5.8	6.4	-0.6	2.0	1.8	0.2	0.9	0.8	0.1	2.3	2.7	-0.4
Gold Sport	0.1	0.2	-0.1	19	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0	*	0.1	*	*	0.1	*	*	*	*
Life FM	0.9	0.8	0.1	17	0.1	0.1	0.0	0.3	0.2	0.1	0.4	0.3	0.1	0.5	0.6	-0.1	0.3	0.3	0.0	0.2	0.2	0.0	0.4	0.5	-0.1
Magic	4.3	4.6	-0.3	10	0.3	0.5	-0.2	0.4	0.7	-0.3	0.4	0.5	-0.1	0.5	0.7	-0.2	1.2	1.4	-0.2	2.7	2.6	0.1	0.2	0.1	0.1
Mai FM	6.2	6.3	-0.1	6	2.7	2.3	0.4	2.8	2.9	-0.1	2.3	3.0	-0.7	3.4	3.9	-0.5	1.2	0.8	0.4	0.1	0.1	0.0	1.5	1.4	0.1
More FM	5.9	5.7	0.2	7	1.4	1.5	-0.1	1.9	2.2	-0.3	2.2	2.2	0.0	3.0	3.2	-0.2	1.9	1.7	0.2	1.4	0.9	0.5	1.7	1.6	0.1
Newstalk ZB	3.8	3.6	0.2	11	0.1	0.1	0.0	0.1	0.2	-0.1	0.1	0.3	-0.2	1.1	1.1	0.0	1.8	1.4	0.4	1.8	1.6	0.2	0.4	0.4	0.0
Radio Hauraki	2.7	3.3	-0.6	14	0.4	0.4	0.0	1.0	0.9	0.1	1.2	1.0	0.2	2.2	2.3	-0.1	1.1	1.8	-0.7	0.1	0.6	-0.5	0.7	0.8	-0.1
Rhema	1.0	0.9	0.1	16	0.2	0.2	0.0	0.4	0.5	-0.1	0.3	0.4	-0.1	0.4	0.4	0.0	0.3	0.2	0.1	0.4	0.3	0.1	0.2	0.2	0.0
Rock	6.9	7.0	-0.1	2	1.0	1.1	-0.1	2.7	2.8	-0.1	2.9	2.9	0.0	5.2	5.1	0.1	2.9	2.9	0.0	0.7	0.8	-0.1	1.8	1.7	0.1
SENZ Sport	0.5	0.3	0.2	18	*	*	*	0.1	*	*	0.1	*	*	0.1	*	*	*	*	*	0.3	0.3	0.0	*	*	*
Te Arawa FM	3.4	3.5	-0.1	13	0.4	0.5	-0.1	1.6	1.5	0.1	1.3	1.5	-0.2	2.2	2.2	0.0	1.4	1.1	0.3	0.7	0.7	0.0	0.9	1.2	-0.3
The Heat	1.9	2.2	-0.3	15	0.2	0.3	-0.1	0.9	1.1	-0.2	1.0	1.3	-0.3	1.6	1.7	-0.1	0.7	0.6	0.1	0.2	0.2	0.0	0.5	0.6	-0.1
The Hits	6.6	7.2	-0.6	3	1.5	1.8	-0.3	2.5	2.6	-0.1	2.4	2.4	0.0	3.7	4.1	-0.4	2.2	2.4	-0.2	1.3	1.2	0.1	1.9	2.1	-0.2
The Sound	4.5	4.7	-0.2	9	0.1	0.1	0.0	0.9	1.0	-0.1	1.0	1.1	-0.1	2.0	1.9	0.1	2.4	2.7	-0.3	2.2	2.5	-0.3	0.9	0.7	0.2
ZM	3.7	3.7	0.0	12	0.7	0.9	-0.2	1.7	2.0	-0.3	2.0	1.9	0.1	2.6	2.5	0.1	1.0	0.8	0.2	0.4	0.3	0.1	1.6	1.2	0.4
MediaWorks Combo	29.7	30.9	-1.2		5.3	5.7	-0.4	9.3	9.9	-0.6	9.9	10.5	-0.6	14.8	15.6	-0.8	9.4	10.0	-0.6	7.8	8.0	-0.2	6.2	6.2	0.0
NZME Combo	23.5	25.6	-2.1		4.1	4.7	-0.6	8.3	8.8	-0.5	8.2	8.9	-0.7	12.5	13.5	-1.0	7.7	8.1	-0.4	5.7	5.9	-0.2	5.4	5.8	-0.4
All Commercial Radio	42.1	43.1	-1.0		7.3	8.2	-0.9	13.0	13.5	-0.5	13.6	14.0	-0.4	20.8	21.2	-0.4	13.7	13.9	-0.2	11.1	11.0	0.1	9.0	8.7	0.3
Potential (000)	59.4	58.5	0.9		13.9	13.6	0.3	19.8	19.2	0.6	18.3	17.9	0.4	26.8	26.4	0.4	16.5	16.5	0.0	14.0	14.0	0.0	11.6	11.6	0.0
Sample	823	969	-146		174	190	-16	266	291	-25	253	278	-25	370	425	-55	229	279	-50	212	252	-40	156	184	-28

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 Sport, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui



ROTORUA COMMERCIAL RADIO - SURVEY 1 2024

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

Survey Comparisons: 3/2023 - 1/2024

This 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

Last Survey Period: Sun Sep 4 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023

	This	Last	+/-
Potential (000)	59.4	58.5	0.9
Sample Size	823	969	-146

	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	3.6	3.9	-0.3	5	3.3	3.7	-0.4	3.8	4.0	-0.2	3.2	3.7	-0.5	1.2	1.6	-0.4	0.9	1.0	-0.1	4.6	5.2	-0.6
Coast	2.9	2.9	0.0	8	2.2	2.8	-0.6	2.4	3.1	-0.7	2.2	2.5	-0.3	1.4	1.3	0.1	0.8	0.7	0.1	3.3	3.5	-0.2
Edge	3.3	3.5	-0.2	6	2.4	1.9	0.5	2.6	2.7	-0.1	2.7	2.9	-0.2	1.2	1.1	0.1	0.5	0.7	-0.2	3.6	3.7	-0.1
Flava	5.4	5.3	0.1	1	4.3	4.4	-0.1	5.1	5.5	-0.4	4.3	4.9	-0.6	1.1	1.2	-0.1	1.5	0.8	0.7	4.9	5.4	-0.5
Gold Sport	0.1	0.1	0.0	18	*	*	*	*	0.1	*	0.1	0.1	0.0	*	*	*	*	*	*	0.1	0.1	0.0
Life FM	0.4	0.5	-0.1	17	0.3	0.5	-0.2	0.5	0.5	0.0	0.7	0.4	0.3	0.4	0.3	0.1	0.1	*	*	0.3	0.3	0.0
Magic	2.5	2.9	-0.4	10	3.1	3.3	-0.2	2.9	3.0	-0.1	1.8	2.0	-0.2	0.7	0.9	-0.2	0.4	0.5	-0.1	3.0	3.1	-0.1
Mai FM	3.8	4.2	-0.4	4	2.8	2.8	0.0	3.1	3.0	0.1	2.7	3.2	-0.5	1.4	1.6	-0.2	0.9	0.7	0.2	2.6	3.4	-0.8
More FM	3.0	2.7	0.3	7	2.3	2.3	0.0	3.7	3.2	0.5	1.8	1.7	0.1	0.6	0.7	-0.1	0.5	0.5	0.0	2.3	2.9	-0.6
Newstalk ZB	2.5	2.5	0.0	10	1.8	1.4	0.4	1.7	1.3	0.4	1.4	1.3	0.1	1.9	1.9	0.0	0.9	0.9	0.0	2.6	2.6	0.0
Radio Hauraki	1.7	2.0	-0.3	13	1.5	1.7	-0.2	1.7	1.8	-0.1	1.1	1.5	-0.4	0.3	0.3	0.0	0.2	0.3	-0.1	1.2	1.4	-0.2
Rhema	0.5	0.4	0.1	16	0.4	0.4	0.0	0.5	0.4	0.1	0.3	0.3	0.0	0.3	0.4	-0.1	0.5	0.5	0.0	0.6	0.6	0.0
Rock	4.1	4.4	-0.3	2	2.9	3.2	-0.3	4.2	4.7	-0.5	3.5	4.2	-0.7	1.3	0.9	0.4	1.2	1.2	0.0	3.3	3.4	-0.1
SENZ Sport	*	*	*	*	0.2	*	*	0.1	0.1	0.0	*	*	*	*	0.1	*	*	*	*	0.3	0.1	0.2
Te Arawa FM	1.6	1.8	-0.2	14	1.1	1.1	0.0	1.7	1.4	0.3	1.1	0.9	0.2	0.3	0.4	-0.1	0.6	0.5	0.1	1.7	1.7	0.0
The Heat	0.8	0.9	-0.1	15	1.0	0.7	0.3	1.0	0.9	0.1	1.0	1.1	-0.1	0.5	0.5	0.0	0.2	0.2	0.0	0.8	1.1	-0.3
The Hits	4.0	4.5	-0.5	3	3.1	3.5	-0.4	4.0	4.2	-0.2	3.5	3.3	0.2	1.6	1.6	0.0	0.6	0.5	0.1	4.2	4.7	-0.5
The Sound	2.8	3.0	-0.2	9	2.3	2.5	-0.2	3.0	3.2	-0.2	2.6	2.7	-0.1	0.8	1.0	-0.2	0.9	0.9	0.0	2.4	2.7	-0.3
ZM	1.9	2.1	-0.2	12	0.8	0.9	-0.1	2.2	1.6	0.6	1.6	1.7	-0.1	0.4	0.4	0.0	0.3	0.1	0.2	1.7	2.1	-0.4
MediaWorks Combo	20.1	21.0	-0.9		17.0	17.5	-0.5	20.3	20.6	-0.3	15.8	17.5	-1.7	6.7	7.3	-0.6	4.6	4.7	-0.1	19.1	21.3	-2.2
NZME Combo	15.9	16.6	-0.7		11.6	12.4	-0.8	14.7	15.3	-0.6	12.8	13.6	-0.8	6.2	6.1	0.1	4.0	3.3	0.7	15.4	16.9	-1.5
All Commercial Radio	31.7	33.2	-1.5		26.6	26.8	-0.2	30.6	30.8	-0.2	27.1	28.3	-1.2	13.2	14.0	-0.8	8.5	7.4	1.1	31.0	33.2	-2.2

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 Sport, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui



ROTORUA COMMERCIAL RADIO - SURVEY 1 2024

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

Survey Comparisons: 3/2023 - 1/2024

This 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

Last Survey Period: Sun Sep 4 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 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	10:27	10:18	0:08	2:25	2:48	-0:22	8:15	9:19	-1:04	8:29	10:34	-2:04	11:27	11:04	0:23	11:54	10:07	1:46	10:25	9:14	1:11	13:17	9:04	4:13
Coast	8:44	8:06	0:38	3:08	5:03	-1:54	4:34	5:07	-0:32	4:52	8:06	-3:14	4:44	6:28	-1:43	5:32	4:56	0:36	10:12	7:52	2:20	3:55	4:12	-0:16
Edge	4:01	3:36	0:24	3:59	3:45	0:13	4:12	3:43	0:29	3:55	3:23	0:32	3:54	3:25	0:29	4:40	4:21	0:18	4:45	4:26	0:19	4:34	3:44	0:49
Flava	7:24	7:45	-0:21	5:18	5:22	-0:04	7:50	8:08	-0:18	8:21	9:16	-0:55	7:59	8:50	-0:51	7:43	7:02	0:40	8:21	5:30	2:50	9:49	7:57	1:51
Gold Sport	2:32	2:36	-0:04	*	*	*	2:45	2:45	0:00	2:45	2:45	0:00	2:45	3:03	-0:18	2:15	2:50	-0:35	2:15	2:07	0:07	*	*	*
Life FM	4:22	6:13	-1:51	1:27	1:00	0:27	3:57	3:04	0:53	3:15	9:32	-6:16	2:33	6:12	-3:38	7:54	5:19	2:34	11:36	7:47	3:48	2:29	6:56	-4:27
Magic	14:19	14:02	0:16	1:37	3:38	-2:01	1:35	6:05	-4:29	2:47	7:18	-4:30	4:04	6:34	-2:30	11:04	12:27	-1:22	16:14	17:30	-1:15	0:43	0:59	-0:16
Mai FM	6:53	6:23	0:30	6:35	4:31	2:04	7:34	6:59	0:35	8:49	8:31	0:18	7:29	7:33	-0:04	4:28	3:53	0:35	0:57	6:24	-5:26	6:03	6:05	-0:01
More FM	6:34	6:17	0:17	2:12	2:56	-0:43	3:18	4:07	-0:48	8:02	8:07	-0:05	8:08	7:13	0:54	8:37	7:34	1:03	7:45	9:10	-1:24	6:00	4:57	1:02
Newstalk ZB	11:48	11:10	0:37	1:26	2:00	-0:33	6:28	3:08	3:19	6:28	5:41	0:46	6:59	6:29	0:30	8:37	7:08	1:29	12:30	10:11	2:18	8:25	7:00	1:25
Radio Hauraki	12:46	12:12	0:34	32:19	31:49	0:29	7:10	9:59	-2:48	10:13	12:07	-1:53	9:30	10:44	-1:14	8:14	8:13	0:00	5:45	5:37	0:07	7:04	6:08	0:55
Rhema	10:18	12:05	-1:47	1:26	1:24	0:01	10:47	12:33	-1:45	15:34	16:25	-0:50	13:20	16:01	-2:40	7:56	9:41	-1:44	11:06	12:19	-1:13	11:33	13:02	-1:28
Rock	9:24	10:05	-0:40	8:42	9:27	-0:45	10:05	11:07	-1:02	8:50	9:15	-0:25	9:50	10:08	-0:18	10:34	11:14	-0:39	7:21	10:39	-3:18	7:04	8:37	-1:33
SENZ Sport	2:58	4:19	-1:20	*	*	*	4:30	*	*	4:30	*	*	4:30	*	*	10:00	10:00	0:00	2:37	4:44	-2:06	*	*	*
Te Arawa FM	4:59	4:33	0:26	4:44	3:57	0:46	5:59	5:49	0:10	6:01	5:28	0:32	5:02	4:31	0:30	4:59	3:47	1:11	5:23	5:28	-0:05	4:37	4:51	-0:13
The Heat	6:50	5:43	1:06	2:13	0:44	1:29	9:00	6:32	2:27	8:30	6:21	2:09	7:45	6:54	0:51	5:34	6:57	-1:23	3:11	2:36	0:35	10:34	10:31	0:03
The Hits	9:02	8:37	0:24	6:20	5:01	1:19	6:05	5:01	1:04	5:58	5:53	0:04	6:35	8:22	-1:46	12:16	12:37	-0:20	17:28	13:59	3:29	8:04	8:43	-0:38
The Sound	13:06	12:35	0:30	1:19	2:49	-1:30	6:13	5:50	0:22	7:08	6:29	0:38	6:19	6:12	0:06	13:40	14:36	-0:55	17:09	16:08	1:01	6:15	7:25	-1:10
ZM	3:31	3:51	-0:20	1:43	1:55	-0:11	3:48	3:56	-0:08	3:40	4:23	-0:43	3:46	4:17	-0:30	4:45	4:36	0:08	4:47	6:44	-1:56	4:38	4:55	-0:16
MediaWorks Combo	12:30	12:18	0:11	8:05	7:22	0:43	10:10	10:37	-0:27	10:29	11:01	-0:31	11:29	11:18	0:11	14:20	14:23	-0:03	15:55	16:10	-0:15	10:42	9:31	1:11
NZME Combo	11:18	10:51	0:26	9:15	8:06	1:08	8:44	8:48	-0:04	9:21	10:34	-1:12	9:24	10:54	-1:30	10:57	10:23	0:33	14:08	10:30	3:38	10:51	10:08	0:42
All Commercial Radio	17:08	16:53	0:14	11:40	10:28	1:11	15:03	15:33	-0:30	15:37	17:06	-1:29	15:55	17:10	-1:14	17:46	17:59	-0:13	20:50	19:38	1:12	15:44	16:06	-0:21
Potential (000)	59.4	58.5	0.9	13.9	13.6	0.3	19.8	19.2	0.6	18.3	17.9	0.4	26.8	26.4	0.4	16.5	16.5	0.0	14.0	14.0	0.0	11.6	11.6	0.0
Sample	823	969	-146	174	190	-16	266	291	-25	253	278	-25	370	425	-55	229	279	-50	212	252	-40	156	184	-28

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 Sport, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui



ROTORUA COMMERCIAL RADIO - SURVEY 1 2024

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

Survey Comparisons: 3/2023 - 1/2024

This 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

Last Survey Period: Sun Sep 4 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023

	This	Last	+/-
Potential (000)	59.4	58.5	0.9
Sample Size	823	969	-146

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

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 Sport, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui