



ROTORUA COMMERCIAL RADIO - SURVEY 3 2024

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

Survey Comparisons: 2/2024 - 3/2024

This Survey Period: Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024 & Sun Aug 11 to Sat Nov 2 2024
 Last 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

	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	11.7	9.2	2.5	1	4.2	1.2	3.0	6.6	5.3	1.3	10.3	8.5	1.8	11.3	10.5	0.8	11.8	11.8	0.0	15.4	11.6	3.8	9.7	12.0	-2.3
Channel X	1.4	1.6	-0.2	15	0.6	0.4	0.2	1.7	2.0	-0.3	3.5	4.6	-1.1	2.6	3.2	-0.6	0.9	0.6	0.3	0.1	0.1	0.0	1.4	1.5	-0.1
Coast	6.2	7.4	-1.2	7	1.2	2.3	-1.1	1.5	2.1	-0.6	1.5	1.6	-0.1	3.4	2.5	0.9	7.4	6.1	1.3	10.2	13.8	-3.6	2.1	2.6	-0.5
Edge	4.5	3.8	0.7	10	15.6	6.3	9.3	9.5	6.7	2.8	6.3	8.1	-1.8	4.4	5.6	-1.2	2.0	1.6	0.4	1.4	0.9	0.5	4.7	4.7	0.0
Flava	10.7	8.7	2.0	2	22.4	15.1	7.3	22.6	18.6	4.0	17.1	15.2	1.9	13.4	11.7	1.7	8.7	6.3	2.4	4.8	3.7	1.1	17.0	12.8	4.2
Gold Sport	0.1	0.1	0.0	20	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	*	0.1	*	*	*	*	0.4	0.3	0.1	0.1	*	*
Life FM	0.6	0.7	-0.1	18	0.8	0.5	0.3	0.6	0.5	0.1	1.3	1.1	0.2	0.8	0.7	0.1	0.4	0.9	-0.5	0.3	0.9	-0.6	1.2	0.9	0.3
Magic	9.3	10.1	-0.8	4	1.7	1.9	-0.2	0.2	0.2	0.0	2.3	3.3	-1.0	3.6	3.5	0.1	7.4	7.3	0.1	16.8	18.4	-1.6	3.9	2.1	1.8
Mai FM	6.0	5.8	0.2	8	16.0	14.8	1.2	12.2	12.0	0.2	10.3	10.3	0.0	8.2	7.9	0.3	3.2	2.3	0.9	0.1	*	*	7.7	6.1	1.6
More FM	4.5	5.2	-0.7	10	4.0	2.3	1.7	4.0	3.9	0.1	6.8	7.9	-1.1	6.2	7.9	-1.7	4.9	7.4	-2.5	3.6	3.7	-0.1	7.4	9.5	-2.1
Newstalk ZB	7.8	6.4	1.4	6	0.1	0.1	0.0	0.5	0.5	0.0	0.5	0.5	0.0	2.5	2.7	-0.2	9.6	9.5	0.1	12.1	12.4	-0.3	5.5	3.5	2.0
Radio Hauraki	1.8	5.2	-3.4	14	2.5	19.0	-16.5	2.6	4.4	-1.8	3.3	4.9	-1.6	2.3	5.0	-2.7	1.5	3.5	-2.0	1.2	0.8	0.4	2.4	3.7	-1.3
Rhema	0.9	0.8	0.1	17	1.3	0.4	0.9	1.0	0.2	0.8	0.6	0.2	0.4	0.4	0.2	0.2	0.4	0.5	-0.1	1.7	2.1	-0.4	0.3	*	*
Rock	10.5	8.9	1.6	3	15.0	13.1	1.9	14.6	15.5	-0.9	12.2	10.3	1.9	17.2	14.3	2.9	14.6	12.2	2.4	1.0	1.1	-0.1	9.3	8.4	0.9
SENZ (Sport Nation)*	0.3	0.3	0.0	19	*	*	*	0.2	0.3	-0.1	0.2	0.2	0.0	0.6	0.4	0.2	0.7	0.4	0.3	0.1	0.2	-0.1	*	*	*
Te Arawa FM	2.5	2.5	0.0	13	2.7	2.6	0.1	4.5	5.0	-0.5	3.9	3.9	0.0	2.9	3.3	-0.4	2.0	2.3	-0.3	1.2	1.1	0.1	3.9	3.4	0.5
The Heat	1.4	1.0	0.4	15	1.2	0.3	0.9	2.3	2.7	-0.4	3.0	2.6	0.4	2.1	1.9	0.2	1.2	0.5	0.7	0.8	*	*	3.5	3.3	0.2
The Hits	5.6	7.2	-1.6	9	2.2	9.6	-7.4	4.6	7.8	-3.2	6.3	7.2	-0.9	6.7	7.5	-0.8	7.7	8.2	-0.5	6.3	6.6	-0.3	6.7	8.9	-2.2
The Sound	7.9	8.7	-0.8	5	0.4	0.2	0.2	4.6	4.5	0.1	5.1	4.4	0.7	6.0	5.2	0.8	9.7	13.2	-3.5	16.9	17.2	-0.3	4.5	5.4	-0.9
ZM	2.7	1.7	1.0	12	3.7	2.2	1.5	1.8	1.9	-0.1	1.9	2.0	-0.1	2.6	3.0	-0.4	4.7	2.6	2.1	3.1	0.1	3.0	4.2	6.1	-1.9
MediaWorks Combo	56.9	54.6	2.3		61.9	45.3	16.6	56.7	54.2	2.5	58.6	60.0	-1.4	60.6	59.8	0.8	54.4	56.4	-2.0	55.3	53.2	2.1	50.6	52.8	-2.2
NZME Combo	35.0	36.7	-1.7		32.1	48.3	-16.2	33.7	35.4	-1.7	30.8	31.5	-0.7	30.9	32.4	-1.5	39.6	36.2	3.4	38.3	37.7	0.6	38.1	37.5	0.6
Potential (000)	59.4	59.4	0.0		13.9	13.9	0.0	20.3	20.1	0.2	18.3	18.3	0.0	26.8	26.8	0.0	16.5	16.5	0.0	14.0	14.0	0.0	11.4	10.9	0.5
Sample	869	806	63		176	160	16	288	258	30	289	248	41	419	365	54	241	233	8	201	212	-11	173	145	28

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

*SENZ rebranded to Sport Nation from Nov 19th 2024



ROTORUA COMMERCIAL RADIO - SURVEY 3 2024

Station Share (%) by Daypart, People 10+

Survey Comparisons: 2/2024 - 3/2024

This Survey Period: Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024 & Sun Aug 11 to Sat Nov 2 2024

Last 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

	This	Last	+/-
Potential (000)	59.4	59.4	0.0
Sample Size	869	806	63

	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	10.9	8.1	2.8	3	11.4	8.8	2.6	11.2	7.8	3.4	10.8	6.8	4.0	8.3	6.1	2.2	16.3	16.6	-0.3	13.6	12.6	1.0
Channel X	1.6	1.5	0.1	15	1.2	1.7	-0.5	1.9	2.1	-0.2	1.7	1.6	0.1	1.7	2.6	-0.9	*	*	*	0.6	0.9	-0.3
Coast	5.7	6.7	-1.0	9	6.3	6.8	-0.5	5.5	6.2	-0.7	7.1	8.6	-1.5	2.3	3.6	-1.3	6.3	7.4	-1.1	8.0	10.5	-2.5
Edge	3.6	4.2	-0.6	11	4.5	3.2	1.3	5.6	3.5	2.1	3.9	3.7	0.2	3.2	4.0	-0.8	1.2	0.8	0.4	5.5	5.1	0.4
Flava	11.8	10.2	1.6	1	10.0	9.4	0.6	10.5	9.4	1.1	9.4	9.4	0.0	14.5	6.6	7.9	16.6	9.6	7.0	9.1	5.5	3.6
Gold Sport	0.1	0.1	0.0	20	*	*	*	0.1	0.1	0.0	0.1	0.2	-0.1	0.8	0.6	0.2	*	*	*	0.3	0.2	0.1
Life FM	0.5	0.9	-0.4	17	0.2	0.1	0.1	0.5	0.5	0.0	1.7	1.4	0.3	0.3	2.4	-2.1	*	0.1	*	0.8	0.6	0.2
Magic	7.7	9.4	-1.7	6	10.7	11.7	-1.0	8.6	7.8	0.8	8.6	6.6	2.0	8.3	12.1	-3.8	6.5	6.8	-0.3	11.7	14.0	-2.3
Mai FM	8.1	8.0	0.1	5	5.8	4.3	1.5	5.9	5.8	0.1	6.5	5.4	1.1	4.4	4.9	-0.5	5.7	8.0	-2.3	4.6	4.9	-0.3
More FM	5.0	5.7	-0.7	10	5.5	7.2	-1.7	5.8	7.0	-1.2	3.0	3.4	-0.4	2.4	1.9	0.5	0.7	4.1	-3.4	3.8	2.4	1.4
Newstalk ZB	9.8	8.5	1.3	4	4.5	4.0	0.5	4.1	2.9	1.2	6.9	7.1	-0.2	22.3	18.5	3.8	16.6	11.2	5.4	8.8	7.0	1.8
Radio Hauraki	1.9	4.5	-2.6	14	2.5	6.0	-3.5	2.6	6.4	-3.8	2.1	7.9	-5.8	1.0	1.2	-0.2	*	*	*	0.3	4.2	-3.9
Rhema	0.5	0.6	-0.1	17	0.7	0.4	0.3	0.6	0.4	0.2	1.0	0.8	0.2	2.8	2.8	0.0	2.0	2.3	-0.3	1.0	1.1	-0.1
Rock	11.2	8.9	2.3	2	10.7	8.2	2.5	11.5	10.2	1.3	11.5	11.0	0.5	5.6	6.4	-0.8	10.6	11.4	-0.8	8.9	6.6	2.3
SENZ (Sport Nation)*	0.2	0.2	0.0	19	0.2	0.3	-0.1	0.1	0.1	0.0	0.5	*	*	0.6	*	*	0.4	0.6	-0.2	0.7	0.6	0.1
Te Arawa FM	2.6	2.3	0.3	13	1.9	1.6	0.3	2.4	2.1	0.3	3.2	2.9	0.3	1.2	0.6	0.6	3.8	7.4	-3.6	2.7	3.2	-0.5
The Heat	1.1	0.9	0.2	16	1.5	1.2	0.3	1.4	1.1	0.3	2.3	1.0	1.3	2.2	1.0	1.2	*	0.6	*	1.2	0.6	0.6
The Hits	5.9	6.2	-0.3	8	7.3	8.3	-1.0	7.1	9.0	-1.9	5.6	7.7	-2.1	2.7	5.5	-2.8	3.7	3.2	0.5	3.1	5.7	-2.6
The Sound	6.1	6.2	-0.1	7	8.3	8.5	-0.2	8.7	10.7	-2.0	8.9	9.4	-0.5	6.6	10.1	-3.5	3.9	4.6	-0.7	8.9	9.3	-0.4
ZM	2.8	2.8	0.0	12	2.5	1.7	0.8	2.8	2.0	0.8	1.8	1.3	0.5	1.4	0.8	0.6	3.3	2.8	0.5	3.2	0.7	2.5
MediaWorks Combo	54.8	52.8	2.0		59.9	56.2	3.7	60.9	57.2	3.7	55.9	49.4	6.5	41.0	49.1	-8.1	45.2	52.4	-7.2	57.9	56.1	1.8
NZME Combo	38.1	39.0	-0.9		33.2	36.1	-2.9	32.6	36.0	-3.4	32.9	42.2	-9.3	45.1	36.7	8.4	46.5	34.2	12.3	32.9	33.8	-0.9

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

*SENZ rebranded to Sport Nation from Nov 19th 2024



ROTORUA COMMERCIAL RADIO - SURVEY 3 2024

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

Survey Comparisons: 2/2024 - 3/2024

This Survey Period: Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024 & Sun Aug 11 to Sat Nov 2 2024

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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	7.2	6.0	1.2	3	0.9	0.6	0.3	1.8	1.4	0.4	2.5	1.9	0.6	3.6	3.0	0.6	2.4	2.3	0.1	2.2	2.1	0.1	1.4	1.3	0.1
Channel X	2.2	1.9	0.3	14	0.2	0.2	0.0	1.0	0.9	0.1	1.4	1.3	0.1	1.9	1.7	0.2	0.5	0.4	0.1	0.1	0.1	0.0	0.5	0.5	0.0
Coast	4.8	5.4	-0.6	9	0.4	0.8	-0.4	0.7	0.9	-0.2	0.8	0.8	0.0	1.5	1.6	-0.1	2.1	2.1	0.0	2.1	2.4	-0.3	0.5	0.7	-0.2
Edge	6.0	5.8	0.2	5	2.0	1.5	0.5	3.4	3.1	0.3	2.9	3.1	-0.2	3.4	3.5	-0.1	1.0	1.0	0.0	0.6	0.7	-0.1	1.4	1.4	0.0
Flava	9.6	8.5	1.1	1	2.7	2.2	0.5	5.6	5.0	0.6	4.6	4.4	0.2	5.8	5.4	0.4	2.1	1.8	0.3	1.0	0.9	0.1	2.7	2.3	0.4
Gold Sport	0.2	0.1	0.1	20	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0	*	*	*	0.1	0.1	0.0	*	*	*
Life FM	1.0	1.0	0.0	18	0.3	0.2	0.1	0.2	0.2	0.0	0.5	0.5	0.0	0.7	0.6	0.1	0.2	0.2	0.0	0.1	0.1	0.0	0.5	0.5	0.0
Magic	5.0	5.0	0.0	7	0.4	0.4	0.0	0.3	0.3	0.0	0.3	0.5	-0.2	0.5	0.7	-0.2	1.5	1.5	0.0	3.0	2.9	0.1	0.3	0.3	0.0
Mai FM	6.4	5.5	0.9	4	2.3	2.2	0.1	3.9	2.9	1.0	2.9	2.2	0.7	4.0	3.1	0.9	1.2	0.9	0.3	0.1	0.1	0.0	1.7	1.3	0.4
More FM	5.3	5.3	0.0	6	1.2	1.3	-0.1	2.0	1.8	0.2	2.4	2.0	0.4	3.2	3.0	0.2	1.5	1.7	-0.2	0.9	0.9	0.0	1.9	1.6	0.3
Newstalk ZB	3.7	3.8	-0.1	11	0.1	0.1	0.0	0.1	0.2	-0.1	0.2	0.3	-0.1	1.3	1.3	0.0	2.1	1.9	0.2	1.6	1.8	-0.2	0.7	0.5	0.2
Radio Hauraki	1.9	2.7	-0.8	15	0.3	0.6	-0.3	0.8	0.9	-0.1	0.6	0.8	-0.2	1.2	1.7	-0.5	0.8	1.2	-0.4	0.4	0.3	0.1	0.5	0.6	-0.1
Rhema	1.2	0.9	0.3	17	0.3	0.2	0.1	0.5	0.2	0.3	0.2	0.1	0.1	0.4	0.1	0.3	0.4	0.2	0.2	0.4	0.4	0.0	0.2	*	*
Rock	7.4	7.0	0.4	2	1.5	1.3	0.2	3.2	2.9	0.3	2.6	2.4	0.2	5.0	4.8	0.2	3.0	3.1	-0.1	0.9	0.9	0.0	1.2	1.4	-0.2
SENZ (Sport Nation)*	0.5	0.6	-0.1	19	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	0.2	0.2	0.0	0.1	0.1	0.0	0.2	0.3	-0.1	*	*	*
Te Arawa FM	2.6	3.0	-0.4	13	0.5	0.5	0.0	1.3	1.4	-0.1	1.0	1.1	-0.1	1.5	1.9	-0.4	0.8	1.0	-0.2	0.5	0.5	0.0	0.9	0.8	0.1
The Heat	1.5	1.2	0.3	16	0.3	0.1	0.2	0.7	0.6	0.1	0.9	0.7	0.2	1.1	1.0	0.1	0.3	0.3	0.0	0.1	*	*	0.6	0.4	0.2
The Hits	5.0	5.7	-0.7	7	0.7	1.4	-0.7	1.6	2.2	-0.6	1.9	1.9	0.0	2.9	3.1	-0.2	1.8	1.9	-0.1	1.2	1.1	0.1	1.2	1.4	-0.2
The Sound	4.7	4.9	-0.2	10	0.2	0.2	0.0	1.0	1.2	-0.2	1.4	1.3	0.1	2.5	2.3	0.2	2.0	2.2	-0.2	2.1	2.3	-0.2	0.7	0.7	0.0
ZM	3.2	3.0	0.2	12	1.1	0.9	0.2	1.3	1.2	0.1	1.1	1.1	0.0	1.7	1.8	-0.1	1.0	0.8	0.2	0.5	0.2	0.3	0.9	1.2	-0.3
MediaWorks Combo	30.2	29.4	0.8		5.6	5.2	0.4	10.4	9.6	0.8	10.1	9.8	0.3	15.6	14.8	0.8	9.5	9.4	0.1	7.6	7.8	-0.2	6.1	5.8	0.3
NZME Combo	23.1	23.0	0.1		4.3	4.4	-0.1	8.1	8.1	0.0	7.7	7.4	0.3	11.6	11.5	0.1	7.8	7.4	0.4	5.6	5.9	-0.3	5.5	4.9	0.6
All Commercial Radio	42.0	41.1	0.9		7.6	7.2	0.4	13.5	12.8	0.7	13.5	13.1	0.4	20.9	20.4	0.5	13.3	13.2	0.1	10.5	10.8	-0.3	9.2	8.5	0.7
Potential (000)	59.4	59.4	0.0		13.9	13.9	0.0	20.3	20.1	0.2	18.3	18.3	0.0	26.8	26.8	0.0	16.5	16.5	0.0	14.0	14.0	0.0	11.4	10.9	0.5
Sample	869	806	63		176	160	16	288	258	30	289	248	41	419	365	54	241	233	8	201	212	-11	173	145	28

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

*SENZ rebranded to Sport Nation from Nov 19th 2024



ROTORUA COMMERCIAL RADIO - SURVEY 3 2024

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

Survey Comparisons: 2/2024 - 3/2024

This Survey Period: Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024 & Sun Aug 11 to Sat Nov 2 2024

Last 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

	This	Last	+/-
Potential (000)	59.4	59.4	0.0
Sample Size	869	806	63

	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	3.8	2.9	0.9	4	3.6	2.8	0.8	4.8	3.8	1.0	3.0	2.2	0.8	1.4	1.1	0.3	1.3	1.2	0.1	4.2	4.1	0.1
Channel X	1.5	1.2	0.3	13	0.6	0.6	0.0	0.9	0.9	0.0	0.8	0.8	0.0	0.6	0.7	-0.1	*	*	*	0.7	0.9	-0.2
Coast	2.2	2.7	-0.5	11	1.9	2.2	-0.3	2.4	2.5	-0.1	2.2	2.4	-0.2	0.6	1.0	-0.4	0.7	0.9	-0.2	2.7	3.2	-0.5
Edge	2.8	2.7	0.1	7	2.1	1.8	0.3	3.2	2.8	0.4	1.8	2.0	-0.2	0.7	1.1	-0.4	0.3	0.4	-0.1	3.2	2.9	0.3
Flava	6.1	5.2	0.9	1	4.3	4.2	0.1	5.1	5.3	-0.2	4.3	4.2	0.1	1.5	1.3	0.2	1.8	1.5	0.3	5.1	4.4	0.7
Gold Sport	0.1	0.1	0.0	19	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0	*	*	*	0.2	0.1	0.1
Life FM	0.5	0.5	0.0	17	0.2	0.2	0.0	0.8	0.7	0.1	0.7	0.6	0.1	0.3	0.4	-0.1	*	0.1	*	0.7	0.6	0.1
Magic	2.5	2.8	-0.3	10	3.4	3.5	-0.1	3.8	3.6	0.2	2.7	2.4	0.3	1.0	1.1	-0.1	0.5	0.4	0.1	2.8	3.0	-0.2
Mai FM	4.4	3.9	0.5	3	3.1	2.3	0.8	3.3	3.3	0.0	2.7	2.0	0.7	1.0	1.0	0.0	0.8	0.9	-0.1	2.4	2.1	0.3
More FM	3.1	2.6	0.5	6	1.8	2.1	-0.3	2.5	3.2	-0.7	1.7	1.5	0.2	0.7	0.5	0.2	0.3	0.4	-0.1	2.1	1.8	0.3
Newstalk ZB	2.7	2.4	0.3	8	1.7	1.6	0.1	1.9	1.5	0.4	1.7	1.6	0.1	1.5	1.2	0.3	1.4	1.1	0.3	2.6	2.6	0.0
Radio Hauraki	1.1	1.7	-0.6	15	1.0	1.4	-0.4	1.1	1.6	-0.5	0.8	1.2	-0.4	0.5	0.6	-0.1	*	*	*	0.4	1.2	-0.8
Rhema	0.5	0.4	0.1	17	0.5	0.4	0.1	0.8	0.6	0.2	0.4	0.2	0.2	0.3	0.2	0.1	0.3	0.4	-0.1	0.6	0.4	0.2
Rock	4.5	3.8	0.7	2	2.8	2.7	0.1	3.9	4.0	-0.1	3.2	3.2	0.0	1.0	1.2	-0.2	1.2	1.2	0.0	3.4	3.1	0.3
SENZ (Sport Nation)*	0.1	0.1	0.0	19	0.2	0.3	-0.1	0.1	0.1	0.0	0.1	*	*	0.1	*	*	0.1	0.1	0.0	0.3	0.4	-0.1
Te Arawa FM	1.3	1.4	-0.1	14	1.0	0.9	0.1	1.4	1.4	0.0	1.2	1.1	0.1	0.4	0.3	0.1	0.4	0.7	-0.3	1.2	1.4	-0.2
The Heat	0.6	0.4	0.2	16	0.7	0.5	0.2	0.6	0.5	0.1	0.7	0.6	0.1	0.3	0.3	0.0	*	0.1	*	1.0	0.7	0.3
The Hits	3.3	3.7	-0.4	5	2.4	2.8	-0.4	3.0	3.9	-0.9	2.3	3.0	-0.7	0.5	0.9	-0.4	0.6	0.4	0.2	2.4	3.4	-1.0
The Sound	2.6	2.8	-0.2	9	2.6	2.6	0.0	3.6	3.6	0.0	2.6	2.6	0.0	0.8	0.8	0.0	0.7	0.9	-0.2	2.4	2.6	-0.2
ZM	1.6	1.4	0.2	12	1.1	0.8	0.3	1.9	1.6	0.3	1.1	0.8	0.3	0.4	0.2	0.2	0.6	0.3	0.3	1.4	1.1	0.3
MediaWorks Combo	20.7	19.5	1.2		18.0	16.9	1.1	20.7	20.5	0.2	16.3	14.7	1.6	6.5	6.7	-0.2	4.3	4.4	-0.1	18.6	18.4	0.2
NZME Combo	15.4	15.4	0.0		11.2	11.3	-0.1	13.9	14.3	-0.4	11.9	12.3	-0.4	5.1	5.0	0.1	4.9	4.1	0.8	13.5	14.2	-0.7
All Commercial Radio	30.4	30.2	0.2		26.3	25.9	0.4	31.5	31.0	0.5	26.0	25.1	0.9	12.1	11.9	0.2	8.9	8.4	0.5	30.0	29.5	0.5

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

*SENZ rebranded to Sport Nation from Nov 19th 2024



ROTORUA COMMERCIAL RADIO - SURVEY 3 2024

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

Survey Comparisons: 2/2024 - 3/2024

This Survey Period: Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024 & Sun Aug 11 to Sat Nov 2 2024

Last 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

	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	11:32	10:26	1:06	3:58	1:43	2:15	7:29	7:03	0:25	8:15	8:44	-0:28	10:40	11:21	-0:41	11:59	11:30	0:29	14:42	11:45	2:57	9:30	11:14	-1:43
Channel X	4:24	5:39	-1:15	2:10	2:02	0:07	3:35	4:05	-0:30	4:52	7:05	-2:13	4:44	6:07	-1:23	4:05	2:49	1:16	2:30	2:30	0:00	3:54	3:53	0:00
Coast	9:18	9:24	-0:05	2:51	2:56	-0:04	4:19	4:21	-0:01	3:48	3:51	-0:03	7:30	5:03	2:26	8:43	6:42	2:00	10:27	12:33	-2:06	5:51	4:36	1:15
Edge	5:21	4:28	0:52	7:03	3:58	3:04	5:48	4:05	1:43	4:25	5:15	-0:50	4:28	5:08	-0:39	4:57	3:45	1:11	5:01	2:30	2:31	4:38	4:10	0:27
Flava	7:57	7:00	0:57	7:23	6:28	0:54	8:22	6:59	1:23	7:18	6:53	0:25	7:51	7:00	0:51	10:02	8:03	1:59	10:08	8:18	1:50	8:39	6:55	1:44
Gold Sport	5:49	6:08	-0:18	*	*	*	2:45	2:45	0:00	2:45	2:45	0:00	2:45	2:45	0:00	*	*	*	7:29	9:45	-2:15	4:00	*	*
Life FM	4:17	4:50	-0:33	2:36	2:25	0:11	5:11	4:57	0:13	5:04	4:40	0:24	4:20	3:30	0:50	4:28	8:03	-3:34	11:15	14:52	-3:37	3:28	2:22	1:05
Magic	13:15	13:48	-0:33	3:55	4:54	-0:59	1:28	1:09	0:19	15:26	13:43	1:43	23:01	15:17	7:44	11:53	11:07	0:45	11:54	13:34	-1:39	20:04	8:24	11:39
Mai FM	6:39	7:13	-0:34	6:22	6:21	0:01	6:29	7:42	-1:13	7:02	9:11	-2:08	7:01	8:13	-1:12	6:36	5:27	1:09	0:52	0:52	-0:00	6:18	5:41	0:37
More FM	6:07	6:44	-0:37	3:02	1:39	1:22	4:06	4:04	0:01	5:43	7:47	-2:03	6:37	8:27	-1:50	7:58	9:58	-2:00	8:22	9:01	-0:39	5:33	7:15	-1:42
Newstalk ZB	14:47	11:45	3:01	1:00	1:00	0:00	6:25	4:10	2:15	5:32	3:42	1:49	6:26	6:26	-0:00	11:09	11:16	-0:07	16:01	14:55	1:05	10:15	9:11	1:04
Radio Hauraki	6:45	13:16	-6:30	8:30	31:36	-23:06	7:01	8:58	-1:56	10:10	12:58	-2:48	6:35	9:20	-2:44	4:21	6:14	-1:52	7:09	4:56	2:12	7:34	7:38	-0:04
Rhema	5:23	6:19	-0:55	3:34	1:26	2:08	3:48	1:30	2:18	4:40	6:00	-1:19	3:45	4:11	-0:25	2:41	4:44	-2:02	9:33	10:54	-1:21	1:44	*	*
Rock	10:04	8:41	1:22	8:52	9:41	-0:49	9:32	9:55	-0:23	9:19	8:23	0:55	11:46	9:34	2:11	11:59	8:56	3:03	2:27	2:40	-0:12	10:25	7:24	3:01
SENZ (Sport Nation)*	4:49	3:05	1:44	*	*	*	4:30	4:30	0:00	4:30	4:30	0:00	9:39	6:33	3:05	12:34	9:00	3:34	0:40	1:18	-0:38	*	*	*
Te Arawa FM	6:45	5:49	0:56	5:19	5:27	-0:07	7:13	6:36	0:37	7:32	6:50	0:41	6:36	5:44	0:51	6:10	5:24	0:46	5:27	5:17	0:10	6:10	5:11	0:58
The Heat	6:38	5:34	1:03	3:11	2:13	0:58	6:53	8:38	-1:45	6:35	7:31	-0:55	6:39	6:03	0:35	11:19	3:01	8:17	23:00	*	*	7:46	10:16	-2:29
The Hits	8:06	8:42	-0:36	2:43	6:40	-3:57	5:52	6:50	-0:57	6:34	7:30	-0:55	7:48	7:53	-0:05	10:38	9:41	0:56	11:28	12:35	-1:06	7:47	7:54	-0:06
The Sound	11:52	12:22	-0:29	1:39	1:21	0:17	9:15	7:18	1:56	7:20	6:42	0:37	8:13	7:16	0:57	11:48	13:43	-1:55	17:17	16:12	1:04	9:32	9:02	0:29
ZM	5:53	4:01	1:51	3:09	2:14	0:54	2:51	2:55	-0:04	3:25	3:28	-0:03	5:26	5:18	0:08	11:49	7:09	4:39	13:09	1:16	11:53	6:23	6:22	0:01
MediaWorks Combo	13:22	12:46	0:36	9:58	8:14	1:44	11:16	10:38	0:37	11:32	12:09	-0:36	13:18	12:59	0:19	14:06	13:31	0:34	15:14	14:30	0:43	11:39	11:28	0:10
NZME Combo	10:46	10:58	-0:12	6:45	10:26	-3:40	8:36	8:13	0:22	7:57	8:27	-0:30	9:05	9:05	-0:00	12:25	10:56	1:29	14:28	13:45	0:42	9:38	9:34	0:03
All Commercial Radio	16:55	16:43	0:12	11:48	13:09	-1:21	15:15	14:43	0:31	14:45	15:08	-0:23	16:20	15:46	0:34	18:27	17:01	1:25	19:58	19:51	0:07	15:07	14:40	0:26
Potential (000)	59.4	59.4	0.0	13.9	13.9	0.0	20.3	20.1	0.2	18.3	18.3	0.0	26.8	26.8	0.0	16.5	16.5	0.0	14.0	14.0	0.0	11.4	10.9	0.5
Sample	869	806	63	176	160	16	288	258	30	289	248	41	419	365	54	241	233	8	201	212	-11	173	145	28

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

*SENZ rebranded to Sport Nation from Nov 19th 2024



ROTORUA COMMERCIAL RADIO - SURVEY 3 2024

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

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This Survey Period: Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024 & Sun Aug 11 to Sat Nov 2 2024

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	This	Last	+/-
Potential (000)	59.4	59.4	0.0
Sample Size	869	806	63

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

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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