



ROTORUA COMMERCIAL RADIO - SURVEY 1 2025

Station Share (%) by Demographic, Mon-Sun 12mn-12mn
Survey Comparisons: 3/2024 - 1/2025

This Survey Period: Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 & Sun Aug 11 to Sat Nov 2 2024 & Sun Feb 9 to Sat May 3 2025
Last 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

	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	12.8	11.7	1.1	1	5.0	4.2	0.8	6.1	6.6	-0.5	12.2	10.3	1.9	12.9	11.3	1.6	12.6	11.8	0.8	17.2	15.4	1.8	14.2	9.7	4.5
Channel X	3.7	1.4	2.3	12	15.5	0.6	14.9	8.3	1.7	6.6	4.4	3.5	0.9	3.3	2.6	0.7	1.1	0.9	0.2	0.1	0.1	0.0	3.2	1.4	1.8
Coast	5.1	6.2	-1.1	8	1.4	1.2	0.2	0.3	1.5	-1.2	0.5	1.5	-1.0	1.9	3.4	-1.5	6.3	7.4	-1.1	9.1	10.2	-1.1	1.3	2.1	-0.8
Edge	4.5	4.5	0.0	11	13.5	15.6	-2.1	9.8	9.5	0.3	7.0	6.3	0.7	4.7	4.4	0.3	1.9	2.0	-0.1	1.4	1.4	0.0	4.5	4.7	-0.2
Flava	10.7	10.7	0.0	2	22.0	22.4	-0.4	21.8	22.6	-0.8	17.5	17.1	0.4	13.4	13.4	0.0	8.3	8.7	-0.4	4.8	4.8	0.0	20.9	17.0	3.9
Gold Sport	0.1	0.1	0.0	20	*	*	*	*	0.1	*	*	0.1	*	*	*	*	*	*	*	0.2	0.4	-0.2	0.1	0.1	0.0
Life FM	0.5	0.6	-0.1	18	0.7	0.8	-0.1	0.1	0.6	-0.5	0.7	1.3	-0.6	0.5	0.8	-0.3	0.6	0.4	0.2	0.5	0.3	0.2	0.5	1.2	-0.7
Magic	9.4	9.3	0.1	3	1.5	1.7	-0.2	*	0.2	*	1.8	2.3	-0.5	5.3	3.6	1.7	8.7	7.4	1.3	14.9	16.8	-1.9	3.6	3.9	-0.3
Mai FM	6.4	6.0	0.4	7	17.8	16.0	1.8	14.8	12.2	2.6	11.5	10.3	1.2	8.6	8.2	0.4	2.5	3.2	-0.7	*	0.1	*	8.1	7.7	0.4
More FM	4.8	4.5	0.3	9	3.3	4.0	-0.7	4.0	4.0	0.0	4.6	6.8	-2.2	5.3	6.2	-0.9	7.6	4.9	2.7	6.0	3.6	2.4	8.3	7.4	0.9
Newstalk ZB	8.0	7.8	0.2	6	0.1	0.1	0.0	0.3	0.5	-0.2	0.4	0.5	-0.1	1.0	2.5	-1.5	7.7	9.6	-1.9	12.8	12.1	0.7	5.0	5.5	-0.5
Radio Hauraki	1.7	1.8	-0.1	15	*	2.5	*	1.1	2.6	-1.5	1.2	3.3	-2.1	2.9	2.3	0.6	3.9	1.5	2.4	1.1	1.2	-0.1	0.3	2.4	-2.1
Rhema	0.6	0.9	-0.3	17	1.1	1.3	-0.2	1.1	1.0	0.1	0.7	0.6	0.1	0.5	0.4	0.1	0.3	0.4	-0.1	0.6	1.7	-1.1	0.8	0.3	0.5
Rock	8.9	10.5	-1.6	5	7.5	15.0	-7.5	12.5	14.6	-2.1	12.5	12.2	0.3	15.2	17.2	-2.0	12.7	14.6	-1.9	2.6	1.0	1.6	4.7	9.3	-4.6
Sport Nation*	0.3	0.3	0.0	19	*	*	*	0.1	0.2	-0.1	0.2	0.2	0.0	0.6	0.6	0.0	0.7	0.7	0.0	*	0.1	*	*	*	*
Te Arawa FM	1.9	2.5	-0.6	14	0.9	2.7	-1.8	2.5	4.5	-2.0	2.6	3.9	-1.3	2.3	2.9	-0.6	2.1	2.0	0.1	1.2	1.2	0.0	3.5	3.9	-0.4
The Heat	1.5	1.4	0.1	16	1.5	1.2	0.3	1.8	2.3	-0.5	3.2	3.0	0.2	2.3	2.1	0.2	1.1	1.2	-0.1	0.7	0.8	-0.1	2.8	3.5	-0.7
The Hits	4.8	5.6	-0.8	9	1.8	2.2	-0.4	7.4	4.6	2.8	8.1	6.3	1.8	6.5	6.7	-0.2	5.1	7.7	-2.6	4.1	6.3	-2.2	6.0	6.7	-0.7
The Sound	9.0	7.9	1.1	4	2.8	0.4	2.4	3.5	4.6	-1.1	5.8	5.1	0.7	7.7	6.0	1.7	11.1	9.7	1.4	16.5	16.9	-0.4	6.0	4.5	1.5
ZM	3.0	2.7	0.3	13	3.6	3.7	-0.1	2.5	1.8	0.7	2.6	1.9	0.7	3.5	2.6	0.9	5.1	4.7	0.4	2.7	3.1	-0.4	4.1	4.2	-0.1
MediaWorks Combo	59.8	56.9	2.9		66.8	61.9	4.9	60.0	56.7	3.3	60.7	58.6	2.1	63.6	60.6	3.0	58.1	54.4	3.7	58.7	55.3	3.4	53.4	50.6	2.8
NZME Combo	33.3	35.0	-1.7		28.9	32.1	-3.2	33.4	33.7	-0.3	30.4	30.8	-0.4	29.2	30.9	-1.7	36.5	39.6	-3.1	34.7	38.3	-3.6	37.6	38.1	-0.5
Potential (000)	59.6	59.4	0.2		13.7	13.9	-0.2	20.3	20.3	0.0	18.8	18.3	0.5	27.0	26.8	0.2	16.1	16.5	-0.4	14.2	14.0	0.2	11.4	11.4	0.0
Sample	854	869	-15		154	176	-22	272	288	-16	281	289	-8	398	419	-21	236	241	-5	219	201	18	172	173	-1

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 1 2025

Station Share (%) by Daypart, People 10+
Survey Comparisons: 3/2024 - 1/2025

This Survey Period: Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 & Sun Aug 11 to Sat Nov 2 2024 & Sun Feb 9 to Sat May 3 2025
Last 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

	This	Last	+/-
Potential (000)	59.6	59.4	0.2
Sample Size	854	869	-15

	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	11.7	10.9	0.8	1	13.5	11.4	2.1	13.1	11.2	1.9	12.3	10.8	1.5	7.4	8.3	-0.9	18.9	16.3	2.6	13.0	13.6	-0.6
Channel X	2.6	1.6	1.0	13	4.7	1.2	3.5	6.0	1.9	4.1	3.4	1.7	1.7	1.6	1.7	-0.1	0.1	*	*	2.3	0.6	1.7
Coast	4.6	5.7	-1.1	10	6.0	6.3	-0.3	4.9	5.5	-0.6	5.9	7.1	-1.2	2.9	2.3	0.6	3.4	6.3	-2.9	5.3	8.0	-2.7
Edge	3.8	3.6	0.2	11	4.5	4.5	0.0	5.5	5.6	-0.1	4.2	3.9	0.3	3.8	3.2	0.6	2.5	1.2	1.3	4.6	5.5	-0.9
Flava	10.6	11.8	-1.2	3	8.2	10.0	-1.8	8.9	10.5	-1.6	10.2	9.4	0.8	20.8	14.5	6.3	18.7	16.6	2.1	11.5	9.1	2.4
Gold Sport	*	0.1	*	*	*	*	*	*	0.1	*	*	0.1	*	0.4	0.8	-0.4	*	*	*	0.1	0.3	-0.2
Life FM	0.5	0.5	0.0	17	0.3	0.2	0.1	0.4	0.5	-0.1	0.9	1.7	-0.8	0.1	0.3	-0.2	*	*	*	0.9	0.8	0.1
Magic	9.7	7.7	2.0	5	10.3	10.7	-0.4	8.7	8.6	0.1	8.7	8.6	0.1	6.2	8.3	-2.1	5.8	6.5	-0.7	11.1	11.7	-0.6
Mai FM	7.9	8.1	-0.2	6	6.9	5.8	1.1	5.7	5.9	-0.2	6.7	6.5	0.2	4.8	4.4	0.4	6.1	5.7	0.4	5.9	4.6	1.3
More FM	5.0	5.0	0.0	9	5.5	5.5	0.0	6.2	5.8	0.4	4.3	3.0	1.3	2.4	2.4	0.0	0.8	0.7	0.1	3.7	3.8	-0.1
Newstalk ZB	11.1	9.8	1.3	2	4.1	4.5	-0.4	4.1	4.1	0.0	6.7	6.9	-0.2	23.0	22.3	0.7	17.5	16.6	0.9	8.8	8.8	0.0
Radio Hauraki	1.5	1.9	-0.4	15	2.5	2.5	0.0	2.6	2.6	0.0	2.1	2.1	0.0	1.0	1.0	0.0	0.3	*	*	0.4	0.3	0.1
Rhema	0.4	0.5	-0.1	18	0.7	0.7	0.0	0.7	0.6	0.1	0.8	1.0	-0.2	1.1	2.8	-1.7	0.2	2.0	-1.8	0.5	1.0	-0.5
Rock	9.8	11.2	-1.4	4	9.2	10.7	-1.5	8.9	11.5	-2.6	8.4	11.5	-3.1	3.2	5.6	-2.4	14.3	10.6	3.7	8.4	8.9	-0.5
Sport Nation*	0.2	0.2	0.0	19	0.2	0.2	0.0	*	0.1	*	0.6	0.5	0.1	0.6	0.6	0.0	0.5	0.4	0.1	0.6	0.7	-0.1
Te Arawa FM	2.1	2.6	-0.5	14	1.4	1.9	-0.5	2.1	2.4	-0.3	2.4	3.2	-0.8	0.9	1.2	-0.3	2.2	3.8	-1.6	2.0	2.7	-0.7
The Heat	0.9	1.1	-0.2	16	1.5	1.5	0.0	1.3	1.4	-0.1	3.0	2.3	0.7	2.3	2.2	0.1	0.6	*	*	1.5	1.2	0.3
The Hits	5.4	5.9	-0.5	8	6.0	7.3	-1.3	6.0	7.1	-1.1	2.9	5.6	-2.7	0.4	2.7	-2.3	3.1	3.7	-0.6	3.9	3.1	0.8
The Sound	7.1	6.1	1.0	7	9.7	8.3	1.4	9.7	8.7	1.0	11.7	8.9	2.8	6.0	6.6	-0.6	2.1	3.9	-1.8	10.2	8.9	1.3
ZM	3.0	2.8	0.2	12	2.9	2.5	0.4	3.8	2.8	1.0	2.4	1.8	0.6	2.1	1.4	0.7	1.6	3.3	-1.7	2.7	3.2	-0.5
MediaWorks Combo	57.8	54.8	3.0		64.4	59.9	4.5	64.0	60.9	3.1	60.3	55.9	4.4	35.4	41.0	-5.6	50.5	45.2	5.3	59.8	57.9	1.9
NZME Combo	36.3	38.1	-1.8		29.8	33.2	-3.4	30.3	32.6	-2.3	30.3	32.9	-2.6	50.8	45.1	5.7	44.6	46.5	-1.9	32.7	32.9	-0.2

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

*SENZ rebranded to Sport Nation from Nov 19th 2024



ROTORUA COMMERCIAL RADIO - SURVEY 1 2025

Cumulative Audience (000's) by Demographic, Mon-Sun 12mn-12mn
Survey Comparisons: 3/2024 - 1/2025

This Survey Period: Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 & Sun Aug 11 to Sat Nov 2 2024 & Sun Feb 9 to Sat May 3 2025
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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	7.9	7.2	0.7	2	1.0	0.9	0.1	1.7	1.8	-0.1	2.6	2.5	0.1	3.9	3.6	0.3	2.6	2.4	0.2	2.6	2.2	0.4	1.7	1.4	0.3
Channel X	2.7	2.2	0.5	13	0.5	0.2	0.3	1.2	1.0	0.2	1.5	1.4	0.1	2.0	1.9	0.1	0.7	0.5	0.2	0.2	0.1	0.1	0.6	0.5	0.1
Coast	4.1	4.8	-0.7	10	0.4	0.4	0.0	0.1	0.7	-0.6	0.4	0.8	-0.4	1.0	1.5	-0.5	1.7	2.1	-0.4	1.9	2.1	-0.2	0.3	0.5	-0.2
Edge	5.5	6.0	-0.5	5	1.9	2.0	-0.1	3.0	3.4	-0.4	2.6	2.9	-0.3	3.0	3.4	-0.4	0.9	1.0	-0.1	0.6	0.6	0.0	1.4	1.4	0.0
Flava	10.3	9.6	0.7	1	3.5	2.7	0.8	6.0	5.6	0.4	4.9	4.6	0.3	5.8	5.8	0.0	1.8	2.1	-0.3	1.0	1.0	0.0	3.1	2.7	0.4
Gold Sport	0.1	0.2	-0.1	20	*	*	*	*	0.1	*	*	0.1	*	*	0.1	*	*	*	*	0.1	0.1	0.0	*	*	*
Life FM	0.9	1.0	-0.1	18	0.2	0.3	-0.1	*	0.2	*	0.3	0.5	-0.2	0.5	0.7	-0.2	0.3	0.2	0.1	0.1	0.1	0.0	0.2	0.5	-0.3
Magic	4.5	5.0	-0.5	8	0.1	0.4	-0.3	0.1	0.3	-0.2	0.3	0.3	0.0	0.8	0.5	0.3	1.2	1.5	-0.3	2.7	3.0	-0.3	0.4	0.3	0.1
Mai FM	7.4	6.4	1.0	3	2.6	2.3	0.3	4.7	3.9	0.8	3.9	2.9	1.0	4.7	4.0	0.7	0.9	1.2	-0.3	0.1	0.1	0.0	2.0	1.7	0.3
More FM	4.5	5.3	-0.8	8	0.8	1.2	-0.4	1.5	2.0	-0.5	1.7	2.4	-0.7	2.5	3.2	-0.7	1.6	1.5	0.1	1.1	0.9	0.2	1.7	1.9	-0.2
Newstalk ZB	3.5	3.7	-0.2	11	0.1	0.1	0.0	0.1	0.1	0.0	0.2	0.2	0.0	0.7	1.3	-0.6	1.6	2.1	-0.5	1.7	1.6	0.1	0.7	0.7	0.0
Radio Hauraki	1.6	1.9	-0.3	16	*	0.3	*	0.5	0.8	-0.3	0.6	0.6	0.0	1.2	1.2	0.0	0.9	0.8	0.1	0.3	0.4	-0.1	0.3	0.5	-0.2
Rhema	1.1	1.2	-0.1	17	0.1	0.3	-0.2	0.5	0.5	0.0	0.5	0.2	0.3	0.6	0.4	0.2	0.3	0.4	-0.1	0.3	0.4	-0.1	0.3	0.2	0.1
Rock	6.2	7.4	-1.2	4	0.8	1.5	-0.7	2.2	3.2	-1.0	2.3	2.6	-0.3	4.6	5.0	-0.4	2.7	3.0	-0.3	0.8	0.9	-0.1	0.9	1.2	-0.3
Sport Nation*	0.3	0.5	-0.2	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	0.1	0.2	-0.1	*	*	*
Te Arawa FM	2.3	2.6	-0.3	14	0.2	0.5	-0.3	0.8	1.3	-0.5	0.9	1.0	-0.1	1.4	1.5	-0.1	0.9	0.8	0.1	0.5	0.5	0.0	0.9	0.9	0.0
The Heat	2.3	1.5	0.8	14	0.7	0.3	0.4	1.1	0.7	0.4	1.3	0.9	0.4	1.5	1.1	0.4	0.2	0.3	-0.1	0.1	0.1	0.0	1.0	0.6	0.4
The Hits	5.2	5.0	0.2	7	1.0	0.7	0.3	2.0	1.6	0.4	2.0	1.9	0.1	2.9	2.9	0.0	1.8	1.8	0.0	1.2	1.2	0.0	1.4	1.2	0.2
The Sound	5.4	4.7	0.7	6	0.2	0.2	0.0	1.0	1.0	0.0	1.5	1.4	0.1	2.6	2.5	0.1	2.3	2.0	0.3	2.5	2.1	0.4	0.7	0.7	0.0
ZM	3.5	3.2	0.3	11	1.1	1.1	0.0	1.4	1.3	0.1	1.4	1.1	0.3	2.0	1.7	0.3	1.0	1.0	0.0	0.5	0.5	0.0	0.9	0.9	0.0
MediaWorks Combo	30.9	30.2	0.7		6.0	5.6	0.4	10.5	10.4	0.1	10.2	10.1	0.1	15.6	15.6	0.0	9.1	9.5	-0.4	7.9	7.6	0.3	6.0	6.1	-0.1
NZME Combo	23.5	23.1	0.4		4.9	4.3	0.6	8.3	8.1	0.2	8.1	7.7	0.4	11.5	11.6	-0.1	7.0	7.8	-0.8	5.4	5.6	-0.2	5.8	5.5	0.3
All Commercial Radio	42.0	42.0	0.0		7.7	7.6	0.1	13.4	13.5	-0.1	13.6	13.5	0.1	20.7	20.9	-0.2	12.8	13.3	-0.5	10.8	10.5	0.3	9.4	9.2	0.2
Potential (000)	59.6	59.4	0.2		13.7	13.9	-0.2	20.3	20.3	0.0	18.8	18.3	0.5	27.0	26.8	0.2	16.1	16.5	-0.4	14.2	14.0	0.2	11.4	11.4	0.0
Sample	854	869	-15		154	176	-22	272	288	-16	281	289	-8	398	419	-21	236	241	-5	219	201	18	172	173	-1

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 1 2025

Cumulative Audience (000's) by Daypart, People 10+
Survey Comparisons: 3/2024 - 1/2025

This Survey Period: Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 & Sun Aug 11 to Sat Nov 2 2024 & Sun Feb 9 to Sat May 3 2025
Last 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

	This	Last	+/-
Potential (000)	59.6	59.4	0.2
Sample Size	854	869	-15

	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	3.8	0.4	3	4.0	3.6	0.4	5.3	4.8	0.5	3.1	3.0	0.1	1.3	1.4	-0.1	1.3	1.3	0.0	4.6	4.2	0.4
Channel X	1.9	1.5	0.4	11	1.1	0.6	0.5	1.3	0.9	0.4	1.1	0.8	0.3	0.5	0.6	-0.1	0.1	*	*	1.1	0.7	0.4
Coast	1.8	2.2	-0.4	13	2.3	1.9	0.4	2.6	2.4	0.2	1.7	2.2	-0.5	0.7	0.6	0.1	0.5	0.7	-0.2	2.4	2.7	-0.3
Edge	2.8	2.8	0.0	6	2.1	2.1	0.0	2.8	3.2	-0.4	1.6	1.8	-0.2	0.9	0.7	0.2	0.6	0.3	0.3	2.7	3.2	-0.5
Flava	5.9	6.1	-0.2	1	4.7	4.3	0.4	5.2	5.1	0.1	5.1	4.3	0.8	2.4	1.5	0.9	1.9	1.8	0.1	6.2	5.1	1.1
Gold Sport	*	0.1	*	*	*	0.1	*	*	0.1	*	*	0.1	*	0.1	0.1	0.0	*	*	*	0.1	0.2	-0.1
Life FM	0.5	0.5	0.0	18	0.3	0.2	0.1	0.6	0.8	-0.2	0.6	0.7	-0.1	0.1	0.3	-0.2	*	*	*	0.7	0.7	0.0
Magic	2.7	2.5	0.2	9	2.8	3.4	-0.6	3.5	3.8	-0.3	2.6	2.7	-0.1	0.9	1.0	-0.1	0.4	0.5	-0.1	2.4	2.8	-0.4
Mai FM	4.7	4.4	0.3	2	3.6	3.1	0.5	4.0	3.3	0.7	3.0	2.7	0.3	1.1	1.0	0.1	0.7	0.8	-0.1	3.6	2.4	1.2
More FM	3.0	3.1	-0.1	5	1.8	1.8	0.0	2.5	2.5	0.0	1.8	1.7	0.1	0.7	0.7	0.0	0.2	0.3	-0.1	2.0	2.1	-0.1
Newstalk ZB	2.7	2.7	0.0	9	1.7	1.7	0.0	1.7	1.9	-0.2	1.5	1.7	-0.2	1.5	1.5	0.0	1.4	1.4	0.0	2.2	2.6	-0.4
Radio Hauraki	1.0	1.1	-0.1	15	0.7	1.0	-0.3	0.9	1.1	-0.2	1.0	0.8	0.2	0.4	0.5	-0.1	*	*	*	0.4	0.4	0.0
Rhema	0.6	0.5	0.1	17	0.5	0.5	0.0	0.7	0.8	-0.1	0.5	0.4	0.1	0.2	0.3	-0.1	0.1	0.3	-0.2	0.6	0.6	0.0
Rock	3.8	4.5	-0.7	4	2.4	2.8	-0.4	3.1	3.9	-0.8	2.3	3.2	-0.9	0.8	1.0	-0.2	1.2	1.2	0.0	3.5	3.4	0.1
Sport Nation*	0.1	0.1	0.0	19	0.2	0.2	0.0	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	0.3	-0.1
Te Arawa FM	1.4	1.3	0.1	14	1.0	1.0	0.0	1.5	1.4	0.1	1.0	1.2	-0.2	0.2	0.4	-0.2	0.4	0.4	0.0	1.2	1.2	0.0
The Heat	0.7	0.6	0.1	16	0.9	0.7	0.2	0.7	0.6	0.1	1.1	0.7	0.4	0.3	0.3	0.0	0.2	*	*	1.4	1.0	0.4
The Hits	2.8	3.3	-0.5	6	1.9	2.4	-0.5	2.2	3.0	-0.8	1.7	2.3	-0.6	0.3	0.5	-0.2	0.6	0.6	0.0	2.5	2.4	0.1
The Sound	2.8	2.6	0.2	6	2.9	2.6	0.3	3.6	3.6	0.0	3.0	2.6	0.4	0.9	0.8	0.1	0.3	0.7	-0.4	3.1	2.4	0.7
ZM	1.9	1.6	0.3	11	1.3	1.1	0.2	2.0	1.9	0.1	1.7	1.1	0.6	0.7	0.4	0.3	0.4	0.6	-0.2	1.5	1.4	0.1
MediaWorks Combo	21.3	20.7	0.6		17.9	18.0	-0.1	21.6	20.7	0.9	16.4	16.3	0.1	6.4	6.5	-0.1	4.1	4.3	-0.2	19.6	18.6	1.0
NZME Combo	14.9	15.4	-0.5		11.5	11.2	0.3	13.2	13.9	-0.7	11.7	11.9	-0.2	6.0	5.1	0.9	4.7	4.9	-0.2	14.4	13.5	0.9
All Commercial Radio	30.1	30.4	-0.3		25.9	26.3	-0.4	31.7	31.5	0.2	26.0	26.0	0.0	12.4	12.1	0.3	8.2	8.9	-0.7	30.8	30.0	0.8

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 1 2025

Average Time Spent Listening (hh:mm) by Demographic, Mon-Sun 12mn-12mn
Survey Comparisons: 3/2024 - 1/2025

This Survey Period: Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 & Sun Aug 11 to Sat Nov 2 2024 & Sun Feb 9 to Sat May 3 2025
Last 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

	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	11:37	11:32	0:04	4:47	3:58	0:48	7:24	7:29	-0:05	9:21	8:15	1:05	11:01	10:40	0:21	11:35	11:59	-0:24	14:32	14:42	-0:09	11:51	9:30	2:21
Channel X	9:46	4:24	5:22	29:12	2:10	27:02	13:27	3:35	9:52	5:55	4:52	1:03	5:33	4:44	0:49	3:43	4:05	-0:22	1:25	2:30	-1:04	7:17	3:54	3:23
Coast	8:53	9:18	-0:25	3:33	2:51	0:42	3:35	4:19	-0:44	2:25	3:48	-1:22	6:13	7:30	-1:16	8:53	8:43	0:10	10:24	10:27	-0:03	6:22	5:51	0:30
Edge	5:46	5:21	0:25	6:57	7:03	-0:05	6:35	5:48	0:46	5:18	4:25	0:53	5:15	4:28	0:47	5:02	4:57	0:05	5:01	5:01	0:00	4:32	4:38	-0:05
Flava	7:28	7:57	-0:28	6:01	7:23	-1:21	7:22	8:22	-1:00	7:10	7:18	-0:08	7:49	7:51	-0:02	10:58	10:02	0:55	10:36	10:08	0:28	9:34	8:39	0:54
Gold Sport	7:20	5:49	1:31	*	*	*	*	2:45	*	*	2:45	*	*	2:45	*	*	*	*	7:20	7:29	-0:09	4:00	4:00	0:00
Life FM	4:08	4:17	-0:08	2:35	2:36	-0:00	14:00	5:11	8:48	5:28	5:04	0:23	3:39	4:20	-0:40	4:31	4:28	0:03	11:15	11:15	0:00	3:04	3:28	-0:23
Magic	14:56	13:15	1:41	9:48	3:55	5:52	0:30	1:28	-0:58	13:33	15:26	-1:52	23:16	23:01	0:14	17:10	11:53	5:16	12:08	11:54	0:14	14:20	20:04	-5:43
Mai FM	6:12	6:39	-0:26	6:35	6:22	0:12	6:18	6:29	-0:11	5:53	7:02	-1:08	6:08	7:01	-0:52	6:54	6:36	0:18	0:49	0:52	-0:02	5:56	6:18	-0:22
More FM	7:30	6:07	1:22	3:47	3:02	0:44	5:21	4:06	1:15	5:10	5:43	-0:33	7:02	6:37	0:25	11:51	7:58	3:53	11:31	8:22	3:08	7:06	5:33	1:33
Newstalk ZB	16:41	14:47	1:54	1:00	1:00	0:00	4:29	6:25	-1:56	3:42	5:32	-1:49	4:47	6:26	-1:38	12:01	11:09	0:52	16:21	16:01	0:20	10:30	10:15	0:15
Radio Hauraki	7:42	6:45	0:56	*	8:30	*	4:33	7:01	-2:27	4:09	10:10	-6:01	8:07	6:35	1:31	10:45	4:21	6:23	7:12	7:09	0:03	1:31	7:34	-6:02
Rhema	3:45	5:23	-1:37	9:00	3:34	5:25	4:06	3:48	0:17	3:03	4:40	-1:36	2:53	3:45	-0:52	2:20	2:41	-0:20	4:09	9:33	-5:23	3:27	1:44	1:43
Rock	10:16	10:04	0:12	8:47	8:52	-0:05	11:22	9:32	1:50	10:40	9:19	1:20	11:08	11:46	-0:38	11:13	11:59	-0:46	6:59	2:27	4:31	7:14	10:25	-3:10
Sport Nation*	6:35	4:49	1:45	*	*	*	4:30	4:30	0:00	4:30	4:30	0:00	9:57	9:39	0:18	12:27	12:34	-0:07	0:46	0:40	0:06	*	*	*
Te Arawa FM	5:56	6:45	-0:49	3:34	5:19	-1:44	6:25	7:13	-0:47	6:05	7:32	-1:26	5:46	6:36	-0:49	5:52	6:10	-0:17	5:14	5:27	-0:13	5:36	6:10	-0:34
The Heat	4:39	6:38	-1:58	1:59	3:11	-1:12	3:23	6:53	-3:29	4:51	6:35	-1:44	5:09	6:39	-1:29	11:44	11:19	0:25	23:00	23:00	0:00	3:48	7:46	-3:58
The Hits	6:34	8:06	-1:32	1:42	2:43	-1:00	7:35	5:52	1:43	7:56	6:34	1:22	7:27	7:48	-0:20	7:04	10:38	-3:34	7:42	11:28	-3:46	6:13	7:47	-1:34
The Sound	12:07	11:52	0:14	11:45	1:39	10:06	7:05	9:15	-2:09	7:52	7:20	0:31	10:05	8:13	1:52	11:40	11:48	-0:08	14:46	17:17	-2:30	12:21	9:32	2:48
ZM	6:00	5:53	0:07	3:15	3:09	0:05	3:41	2:51	0:50	3:45	3:25	0:19	5:53	5:26	0:27	12:06	11:49	0:17	13:04	13:09	-0:04	6:15	6:23	-0:08
MediaWorks Combo	13:53	13:22	0:31	10:39	9:58	0:40	11:28	11:16	0:12	11:47	11:32	0:14	13:43	13:18	0:24	15:34	14:06	1:27	16:20	15:14	1:06	12:37	11:39	0:58
NZME Combo	10:10	10:46	-0:36	5:39	6:45	-1:05	8:03	8:36	-0:32	7:25	7:57	-0:31	8:33	9:05	-0:32	12:37	12:25	0:11	14:05	14:28	-0:22	9:19	9:38	-0:18
All Commercial Radio	17:04	16:55	0:08	12:26	11:48	0:38	15:00	15:15	-0:14	14:36	14:45	-0:08	16:13	16:20	-0:06	18:57	18:27	0:29	20:20	19:58	0:21	15:16	15:07	0:09
Potential (000)	59.6	59.4	0.2	13.7	13.9	-0.2	20.3	20.3	0.0	18.8	18.3	0.5	27.0	26.8	0.2	16.1	16.5	-0.4	14.2	14.0	0.2	11.4	11.4	0.0
Sample	854	869	-15	154	176	-22	272	288	-16	281	289	-8	398	419	-21	236	241	-5	219	201	18	172	173	-1

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 1 2025

Average Time Spent Listening (hh:mm) by Daypart, People 10+
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	This	Last	+/-
Potential (000)	59.6	59.4	0.2
Sample Size	854	869	-15

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

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

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