



ROTORUA COMMERCIAL RADIO - SURVEY 2 2025

Station Share (%) by Demographic, Mon-Sun 12mn-12mn
Survey Comparisons: 1/2025 - 2/2025

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

	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	12.6	12.8	-0.2	1	5.9	5.0	0.9	7.8	6.1	1.7	13.1	12.2	0.9	11.9	12.9	-1.0	10.6	12.6	-2.0	17.5	17.2	0.3	11.1	14.2	-3.1
Channel X	3.7	3.7	0.0	12	14.8	15.5	-0.7	8.2	8.3	-0.1	3.8	4.4	-0.6	3.4	3.3	0.1	1.8	1.1	0.7	0.3	0.1	0.2	3.9	3.2	0.7
Coast	5.1	5.1	0.0	8	2.1	1.4	0.7	0.4	0.3	0.1	1.2	0.5	0.7	2.7	1.9	0.8	7.1	6.3	0.8	7.9	9.1	-1.2	2.0	1.3	0.7
Edge	4.0	4.5	-0.5	11	11.2	13.5	-2.3	8.7	9.8	-1.1	6.1	7.0	-0.9	4.4	4.7	-0.3	1.7	1.9	-0.2	1.2	1.4	-0.2	4.1	4.5	-0.4
Flava	10.4	10.7	-0.3	2	23.2	22.0	1.2	20.6	21.8	-1.2	16.1	17.5	-1.4	12.7	13.4	-0.7	7.6	8.3	-0.7	3.9	4.8	-0.9	19.4	20.9	-1.5
Life FM	0.6	0.5	0.1	18	0.8	0.7	0.1	0.4	0.1	0.3	0.9	0.7	0.2	0.7	0.5	0.2	0.7	0.6	0.1	0.5	0.5	0.0	0.7	0.5	0.2
Magic	9.0	9.4	-0.4	5	1.4	1.5	-0.1	*	*	*	2.0	1.8	0.2	5.5	5.3	0.2	9.8	8.7	1.1	14.9	14.9	0.0	3.8	3.6	0.2
Mai FM	6.3	6.4	-0.1	7	12.6	17.8	-5.2	14.7	14.8	-0.1	12.9	11.5	1.4	9.6	8.6	1.0	2.5	2.5	0.0	0.1	*	*	9.4	8.1	1.3
More FM	5.1	4.8	0.3	8	6.0	3.3	2.7	4.2	4.0	0.2	4.2	4.6	-0.4	5.1	5.3	-0.2	7.9	7.6	0.3	6.4	6.0	0.4	7.8	8.3	-0.5
Newstalk ZB	7.7	8.0	-0.3	6	*	0.1	*	0.1	0.3	-0.2	0.2	0.4	-0.2	0.7	1.0	-0.3	5.8	7.7	-1.9	10.9	12.8	-1.9	4.6	5.0	-0.4
Radio Hauraki	2.0	1.7	0.3	14	0.9	*	*	1.3	1.1	0.2	1.2	1.2	0.0	2.8	2.9	-0.1	4.5	3.9	0.6	1.6	1.1	0.5	0.4	0.3	0.1
Rhema	0.9	0.6	0.3	17	1.2	1.1	0.1	1.8	1.1	0.7	1.3	0.7	0.6	0.8	0.5	0.3	0.5	0.3	0.2	0.9	0.6	0.3	1.3	0.8	0.5
Rock	9.4	8.9	0.5	4	8.2	7.5	0.7	12.2	12.5	-0.3	12.8	12.5	0.3	14.9	15.2	-0.3	12.7	12.7	0.0	4.1	2.6	1.5	5.8	4.7	1.1
Sport Nation*	0.4	0.3	0.1	19	0.5	*	*	*	0.1	*	*	0.2	*	0.6	0.6	0.0	0.9	0.7	0.2	*	*	*	*	*	*
Te Arawa FM	1.8	1.9	-0.1	15	1.2	0.9	0.3	2.3	2.5	-0.2	2.3	2.6	-0.3	1.9	2.3	-0.4	1.6	2.1	-0.5	1.2	1.2	0.0	3.7	3.5	0.2
The Heat	1.6	1.5	0.1	16	1.4	1.5	-0.1	1.7	1.8	-0.1	3.3	3.2	0.1	2.4	2.3	0.1	1.4	1.1	0.3	0.9	0.7	0.2	2.9	2.8	0.1
The Hits	4.7	4.8	-0.1	10	2.2	1.8	0.4	7.2	7.4	-0.2	7.4	8.1	-0.7	6.4	6.5	-0.1	5.1	5.1	0.0	3.9	4.1	-0.2	6.8	6.0	0.8
The Sound	10.1	9.0	1.1	3	3.1	2.8	0.3	4.2	3.5	0.7	6.4	5.8	0.6	8.5	7.7	0.8	11.9	11.1	0.8	17.4	16.5	0.9	6.7	6.0	0.7
ZM	3.0	3.0	0.0	13	3.3	3.6	-0.3	2.4	2.5	-0.1	2.4	2.6	-0.2	3.5	3.5	0.0	5.5	5.1	0.4	2.8	2.7	0.1	3.9	4.1	-0.2
MediaWorks Combo	60.5	59.8	0.7		63.0	66.8	-3.8	60.9	60.0	0.9	62.3	60.7	1.6	63.9	63.6	0.3	59.0	58.1	0.9	62.0	58.7	3.3	53.4	53.4	0.0
NZME Combo	32.8	33.3	-0.5		31.6	28.9	2.7	32.0	33.4	-1.4	28.5	30.4	-1.9	28.9	29.2	-0.3	35.7	36.5	-0.8	31.5	34.7	-3.2	37.2	37.6	-0.4
Potential (000)	59.6	59.6	0.0		13.7	13.7	0.0	20.2	20.3	-0.1	18.8	18.8	0.0	27.0	27.0	0.0	16.1	16.1	0.0	14.2	14.2	0.0	11.7	11.4	0.3
Sample	806	854	-48		145	154	-9	249	272	-23	259	281	-22	370	398	-28	224	236	-12	201	219	-18	164	172	-8

NB: SUM OF INDIVIDUAL STATIONS MAY NOT ADD TO NETWORK COMBO TOTAL DUE TO ROUNDING

MediaWorks Combo: Breeze, Channel X, Edge, Magic, Mai FM, More FM, Rock, The Sound, or internet only listening to George FM, Humm FM

NZME Combo: Coast, Flava, Gold Sport (until S1 2025), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Gold Sport (from S2 2025), Hokonui

*SENZ rebranded to Sport Nation from Nov 19th 2024



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Station Share (%) by Daypart, People 10+
Survey Comparisons: 1/2025 - 2/2025

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

	This	Last	+/-
Potential (000)	59.6	59.6	0.0
Sample Size	806	854	-48

	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	12.9	11.7	1.2	1	13.4	13.5	-0.1	13.4	13.1	0.3	10.0	12.3	-2.3	8.2	7.4	0.8	15.7	18.9	-3.2	12.5	13.0	-0.5
Channel X	2.7	2.6	0.1	13	4.4	4.7	-0.3	5.8	6.0	-0.2	3.6	3.4	0.2	2.4	1.6	0.8	0.1	0.1	0.0	2.5	2.3	0.2
Coast	4.2	4.6	-0.4	10	6.1	6.0	0.1	5.1	4.9	0.2	5.5	5.9	-0.4	2.8	2.9	-0.1	3.8	3.4	0.4	5.3	5.3	0.0
Edge	3.2	3.8	-0.6	11	4.0	4.5	-0.5	4.8	5.5	-0.7	3.5	4.2	-0.7	2.9	3.8	-0.9	3.4	2.5	0.9	4.3	4.6	-0.3
Flava	10.0	10.6	-0.6	4	7.0	8.2	-1.2	8.3	8.9	-0.6	9.2	10.2	-1.0	24.4	20.8	3.6	21.5	18.7	2.8	11.5	11.5	0.0
Life FM	0.6	0.5	0.1	18	0.3	0.3	0.0	0.5	0.4	0.1	1.1	0.9	0.2	0.1	0.1	0.0	1.7	*	*	0.8	0.9	-0.1
Magic	9.4	9.7	-0.3	5	10.0	10.3	-0.3	8.3	8.7	-0.4	8.8	8.7	0.1	6.2	6.2	0.0	7.5	5.8	1.7	9.5	11.1	-1.6
Mai FM	8.0	7.9	0.1	6	7.4	6.9	0.5	5.8	5.7	0.1	6.8	6.7	0.1	4.1	4.8	-0.7	3.7	6.1	-2.4	5.0	5.9	-0.9
More FM	6.1	5.0	1.1	8	5.0	5.5	-0.5	5.6	6.2	-0.6	4.7	4.3	0.4	3.8	2.4	1.4	1.1	0.8	0.3	5.1	3.7	1.4
Newstalk ZB	10.4	11.1	-0.7	2	4.6	4.1	0.5	4.6	4.1	0.5	6.1	6.7	-0.6	17.3	23.0	-5.7	19.9	17.5	2.4	8.2	8.8	-0.6
Radio Hauraki	1.6	1.5	0.1	15	2.7	2.5	0.2	2.6	2.6	0.0	2.2	2.1	0.1	1.1	1.0	0.1	0.4	0.3	0.1	1.2	0.4	0.8
Rhema	1.1	0.4	0.7	16	0.8	0.7	0.1	0.7	0.7	0.0	1.4	0.8	0.6	1.7	1.1	0.6	0.3	0.2	0.1	0.8	0.5	0.3
Rock	10.1	9.8	0.3	3	9.9	9.2	0.7	9.8	8.9	0.9	10.1	8.4	1.7	2.9	3.2	-0.3	11.1	14.3	-3.2	8.7	8.4	0.3
Sport Nation*	0.2	0.2	0.0	19	0.2	0.2	0.0	*	*	*	0.7	0.6	0.1	0.9	0.6	0.3	1.9	0.5	1.4	0.5	0.6	-0.1
Te Arawa FM	1.9	2.1	-0.2	14	1.2	1.4	-0.2	1.6	2.1	-0.5	2.6	2.4	0.2	1.5	0.9	0.6	1.2	2.2	-1.0	2.3	2.0	0.3
The Heat	1.0	0.9	0.1	17	1.5	1.5	0.0	1.4	1.3	0.1	3.5	3.0	0.5	2.7	2.3	0.4	0.8	0.6	0.2	1.5	1.5	0.0
The Hits	5.0	5.4	-0.4	9	6.0	6.0	0.0	5.8	6.0	-0.2	2.6	2.9	-0.3	0.6	0.4	0.2	2.6	3.1	-0.5	4.4	3.9	0.5
The Sound	7.5	7.1	0.4	7	10.6	9.7	0.9	11.1	9.7	1.4	14.1	11.7	2.4	6.0	6.0	0.0	1.9	2.1	-0.2	10.9	10.2	0.7
ZM	2.8	3.0	-0.2	12	3.1	2.9	0.2	3.8	3.8	0.0	2.4	2.4	0.0	2.3	2.1	0.2	1.4	1.6	-0.2	2.6	2.7	-0.1
MediaWorks Combo	59.9	57.8	2.1		64.8	64.4	0.4	64.7	64.0	0.7	62.1	60.3	1.8	36.6	35.4	1.2	44.5	50.5	-6.0	59.6	59.8	-0.2
NZME Combo	34.0	36.3	-2.3		29.6	29.8	-0.2	30.3	30.3	0.0	28.0	30.3	-2.3	49.1	50.8	-1.7	49.6	44.6	5.0	33.5	32.7	0.8

NB: SUM OF INDIVIDUAL STATIONS MAY NOT ADD TO NETWORK COMBO TOTAL DUE TO ROUNDING

MediaWorks Combo: Breeze, Channel X, Edge, Magic, Mai FM, More FM, Rock, The Sound, or internet only listening to George FM, Humm FM

NZME Combo: Coast, Flava, Gold Sport (until S1 2025), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Gold Sport (from S2 2025), Hokonui

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Cumulative Audience (000's) by Demographic, Mon-Sun 12mn-12mn
Survey Comparisons: 1/2025 - 2/2025

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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	8.4	7.9	0.5	2	1.3	1.0	0.3	1.9	1.7	0.2	2.8	2.6	0.2	4.3	3.9	0.4	2.7	2.6	0.1	2.5	2.6	-0.1	1.9	1.7	0.2
Channel X	3.0	2.7	0.3	11	0.5	0.5	0.0	1.3	1.2	0.1	1.5	1.5	0.0	2.2	2.0	0.2	1.0	0.7	0.3	0.3	0.2	0.1	0.6	0.6	0.0
Coast	4.5	4.1	0.4	9	0.6	0.4	0.2	0.3	0.1	0.2	0.7	0.4	0.3	1.3	1.0	0.3	1.8	1.7	0.1	1.8	1.9	-0.1	0.3	0.3	0.0
Edge	4.9	5.5	-0.6	8	1.5	1.9	-0.4	2.6	3.0	-0.4	2.4	2.6	-0.2	2.8	3.0	-0.2	0.9	0.9	0.0	0.6	0.6	0.0	1.2	1.4	-0.2
Flava	9.8	10.3	-0.5	1	3.4	3.5	-0.1	5.8	6.0	-0.2	4.7	4.9	-0.2	5.5	5.8	-0.3	1.7	1.8	-0.1	0.9	1.0	-0.1	2.9	3.1	-0.2
Life FM	0.9	0.9	0.0	18	0.3	0.2	0.1	0.1	*	*	0.2	0.3	-0.1	0.5	0.5	0.0	0.3	0.3	0.0	0.1	0.1	0.0	0.2	0.2	0.0
Magic	4.2	4.5	-0.3	10	0.2	0.1	0.1	*	0.1	*	0.3	0.3	0.0	0.9	0.8	0.1	1.4	1.2	0.2	2.4	2.7	-0.3	0.4	0.4	0.0
Mai FM	7.1	7.4	-0.3	3	2.2	2.6	-0.4	4.7	4.7	0.0	4.1	3.9	0.2	4.8	4.7	0.1	0.8	0.9	-0.1	0.1	0.1	0.0	1.8	2.0	-0.2
More FM	5.1	4.5	0.6	7	1.5	0.8	0.7	1.6	1.5	0.1	1.7	1.7	0.0	2.5	2.5	0.0	1.5	1.6	-0.1	1.0	1.1	-0.1	1.6	1.7	-0.1
Newstalk ZB	3.0	3.5	-0.5	11	*	0.1	*	0.1	0.1	0.0	0.2	0.2	0.0	0.7	0.7	0.0	1.1	1.6	-0.5	1.4	1.7	-0.3	0.6	0.7	-0.1
Radio Hauraki	2.0	1.6	0.4	16	0.3	*	*	0.7	0.5	0.2	0.7	0.6	0.1	1.2	1.2	0.0	0.9	0.9	0.0	0.5	0.3	0.2	0.3	0.3	0.0
Rhema	1.3	1.1	0.2	17	0.1	0.1	0.0	0.7	0.5	0.2	0.6	0.5	0.1	0.7	0.6	0.1	0.4	0.3	0.1	0.4	0.3	0.1	0.4	0.3	0.1
Rock	6.0	6.2	-0.2	5	1.1	0.8	0.3	2.1	2.2	-0.1	2.3	2.3	0.0	4.2	4.6	-0.4	2.4	2.7	-0.3	0.7	0.8	-0.1	0.9	0.9	0.0
Sport Nation*	0.3	0.3	0.0	19	0.1	*	*	*	0.1	*	*	0.1	*	0.2	0.2	0.0	0.2	0.1	0.1	*	0.1	*	*	*	*
Te Arawa FM	2.4	2.3	0.1	14	0.4	0.2	0.2	1.0	0.8	0.2	0.9	0.9	0.0	1.3	1.4	-0.1	0.8	0.9	-0.1	0.5	0.5	0.0	0.9	0.9	0.0
The Heat	2.4	2.3	0.1	14	0.7	0.7	0.0	1.2	1.1	0.1	1.4	1.3	0.1	1.6	1.5	0.1	0.3	0.2	0.1	0.1	0.1	0.0	1.1	1.0	0.1
The Hits	5.7	5.2	0.5	6	1.3	1.0	0.3	2.2	2.0	0.2	2.1	2.0	0.1	3.1	2.9	0.2	2.0	1.8	0.2	1.3	1.2	0.1	1.5	1.4	0.1
The Sound	6.1	5.4	0.7	4	0.4	0.2	0.2	1.1	1.0	0.1	1.5	1.5	0.0	2.7	2.6	0.1	2.6	2.3	0.3	2.6	2.5	0.1	0.7	0.7	0.0
ZM	3.0	3.5	-0.5	11	0.8	1.1	-0.3	1.2	1.4	-0.2	1.2	1.4	-0.2	1.7	2.0	-0.3	0.9	1.0	-0.1	0.4	0.5	-0.1	0.7	0.9	-0.2
MediaWorks Combo	30.9	30.9	0.0		6.6	6.0	0.6	10.6	10.5	0.1	10.2	10.2	0.0	15.6	15.6	0.0	9.0	9.1	-0.1	7.3	7.9	-0.6	5.8	6.0	-0.2
NZME Combo	23.0	23.5	-0.5		5.1	4.9	0.2	8.4	8.3	0.1	8.2	8.1	0.1	11.2	11.5	-0.3	6.5	7.0	-0.5	5.0	5.4	-0.4	5.5	5.8	-0.3
All Commercial Radio	41.6	42.0	-0.4		8.4	7.7	0.7	13.6	13.4	0.2	13.5	13.6	-0.1	20.3	20.7	-0.4	12.3	12.8	-0.5	10.0	10.8	-0.8	8.9	9.4	-0.5
Potential (000)	59.6	59.6	0.0		13.7	13.7	0.0	20.2	20.3	-0.1	18.8	18.8	0.0	27.0	27.0	0.0	16.1	16.1	0.0	14.2	14.2	0.0	11.7	11.4	0.3
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	This	Last	+/-
Potential (000)	59.6	59.6	0.0
Sample Size	806	854	-48

	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	4.7	4.2	0.5	3	3.9	4.0	-0.1	5.4	5.3	0.1	3.1	3.1	0.0	1.5	1.3	0.2	1.3	1.3	0.0	4.6	4.6	0.0
Channel X	1.9	1.9	0.0	11	1.2	1.1	0.1	1.4	1.3	0.1	1.1	1.1	0.0	0.6	0.5	0.1	0.1	0.1	0.0	1.3	1.1	0.2
Coast	1.8	1.8	0.0	12	2.1	2.3	-0.2	2.9	2.6	0.3	1.8	1.7	0.1	0.8	0.7	0.1	0.5	0.5	0.0	2.6	2.4	0.2
Edge	2.4	2.8	-0.4	9	1.8	2.1	-0.3	2.7	2.8	-0.1	1.4	1.6	-0.2	0.6	0.9	-0.3	0.6	0.6	0.0	2.6	2.7	-0.1
Flava	5.2	5.9	-0.7	1	4.5	4.7	-0.2	5.1	5.2	-0.1	4.9	5.1	-0.2	2.5	2.4	0.1	1.7	1.9	-0.2	5.6	6.2	-0.6
Life FM	0.4	0.5	-0.1	18	0.3	0.3	0.0	0.5	0.6	-0.1	0.4	0.6	-0.2	*	0.1	*	0.2	*	*	0.6	0.7	-0.1
Magic	2.6	2.7	-0.1	8	2.7	2.8	-0.1	3.2	3.5	-0.3	2.5	2.6	-0.1	0.9	0.9	0.0	0.4	0.4	0.0	2.1	2.4	-0.3
Mai FM	4.8	4.7	0.1	2	3.5	3.6	-0.1	4.0	4.0	0.0	3.0	3.0	0.0	1.0	1.1	-0.1	0.5	0.7	-0.2	3.6	3.6	0.0
More FM	3.4	3.0	0.4	5	1.8	1.8	0.0	2.4	2.5	-0.1	2.1	1.8	0.3	1.2	0.7	0.5	0.3	0.2	0.1	3.1	2.0	1.1
Newstalk ZB	2.4	2.7	-0.3	9	1.6	1.7	-0.1	1.5	1.7	-0.2	1.3	1.5	-0.2	1.0	1.5	-0.5	1.2	1.4	-0.2	2.0	2.2	-0.2
Radio Hauraki	1.1	1.0	0.1	15	0.9	0.7	0.2	1.1	0.9	0.2	1.2	1.0	0.2	0.5	0.4	0.1	0.1	*	*	0.8	0.4	0.4
Rhema	0.7	0.6	0.1	16	0.6	0.5	0.1	0.7	0.7	0.0	0.7	0.5	0.2	0.4	0.2	0.2	0.1	0.1	0.0	0.8	0.6	0.2
Rock	3.6	3.8	-0.2	4	2.3	2.4	-0.1	3.1	3.1	0.0	2.6	2.3	0.3	0.6	0.8	-0.2	1.0	1.2	-0.2	3.3	3.5	-0.2
Sport Nation*	0.1	0.1	0.0	19	0.1	0.2	-0.1	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.2	0.1	0.1	0.2	0.2	0.0
Te Arawa FM	1.3	1.4	-0.1	14	0.9	1.0	-0.1	1.3	1.5	-0.2	1.0	1.0	0.0	0.3	0.2	0.1	0.3	0.4	-0.1	1.6	1.2	0.4
The Heat	0.6	0.7	-0.1	17	0.8	0.9	-0.1	0.7	0.7	0.0	1.1	1.1	0.0	0.3	0.3	0.0	0.2	0.2	0.0	1.3	1.4	-0.1
The Hits	3.0	2.8	0.2	6	2.1	1.9	0.2	2.3	2.2	0.1	1.5	1.7	-0.2	0.4	0.3	0.1	0.5	0.6	-0.1	2.9	2.5	0.4
The Sound	3.0	2.8	0.2	6	3.5	2.9	0.6	4.1	3.6	0.5	3.7	3.0	0.7	0.8	0.9	-0.1	0.3	0.3	0.0	3.7	3.1	0.6
ZM	1.7	1.9	-0.2	13	1.2	1.3	-0.1	1.7	2.0	-0.3	1.6	1.7	-0.1	0.7	0.7	0.0	0.3	0.4	-0.1	1.4	1.5	-0.1
MediaWorks Combo	21.7	21.3	0.4		18.0	17.9	0.1	21.4	21.6	-0.2	16.9	16.4	0.5	6.6	6.4	0.2	4.0	4.1	-0.1	20.2	19.6	0.6
NZME Combo	14.1	14.9	-0.8		11.5	11.5	0.0	13.1	13.2	-0.1	11.2	11.7	-0.5	5.7	6.0	-0.3	4.0	4.7	-0.7	13.9	14.4	-0.5
All Commercial Radio	30.0	30.1	-0.1		25.8	25.9	-0.1	31.1	31.7	-0.6	25.7	26.0	-0.3	12.8	12.4	0.4	7.3	8.2	-0.9	30.7	30.8	-0.1

MediaWorks Combo: Breeze, Channel X, Edge, Magic, Mai FM, More FM, Rock, The Sound, or internet only listening to George FM, Humm FM
NZME Combo: Coast, Flava, Gold Sport (until S1 2025), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Gold Sport (from S2 2025), Hokonui

*SENZ rebranded to Sport Nation from Nov 19th 2024



ROTORUA COMMERCIAL RADIO - SURVEY 2 2025

Average Time Spent Listening (hh:mm) by Demographic, Mon-Sun 12mn-12mn
Survey Comparisons: 1/2025 - 2/2025

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

	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	10:22	11:37	-1:14	4:23	4:47	-0:23	7:59	7:24	0:35	9:29	9:21	0:08	9:08	11:01	-1:52	8:41	11:35	-2:54	13:56	14:32	-0:35	7:44	11:51	-4:07
Channel X	8:33	9:46	-1:13	29:08	29:12	-0:04	12:03	13:27	-1:24	5:02	5:55	-0:53	5:03	5:33	-0:30	4:03	3:43	0:20	2:03	1:25	0:38	8:04	7:17	0:46
Coast	7:45	8:53	-1:08	3:10	3:33	-0:23	2:55	3:35	-0:40	3:30	2:25	1:04	6:49	6:13	0:35	9:07	8:53	0:13	8:50	10:24	-1:33	9:21	6:22	2:59
Edge	5:32	5:46	-0:14	7:03	6:57	0:06	6:36	6:35	0:01	5:08	5:18	-0:10	5:04	5:15	-0:11	4:22	5:02	-0:39	4:09	5:01	-0:52	4:28	4:32	-0:03
Flava	7:17	7:28	-0:11	6:21	6:01	0:19	7:01	7:22	-0:20	6:53	7:10	-0:16	7:34	7:49	-0:15	10:17	10:58	-0:40	9:08	10:36	-1:27	8:41	9:34	-0:53
Life FM	4:33	4:08	0:25	2:34	2:35	-0:01	11:45	14:00	-2:15	8:15	5:28	2:46	4:44	3:39	1:04	4:14	4:31	-0:17	11:15	11:15	0:00	3:45	3:04	0:41
Magic	14:54	14:56	-0:02	8:29	9:48	-1:18	*	0:30	*	14:49	13:33	1:15	21:10	23:16	-2:06	15:50	17:10	-1:19	12:30	12:08	0:22	12:20	14:20	-2:00
Mai FM	6:06	6:12	-0:05	5:19	6:35	-1:16	6:12	6:18	-0:05	6:22	5:53	0:28	6:30	6:08	0:22	7:00	6:54	0:05	3:45	0:49	2:55	6:42	5:56	0:45
More FM	6:52	7:30	-0:37	3:45	3:47	-0:01	5:05	5:21	-0:16	4:56	5:10	-0:14	6:34	7:02	-0:28	11:48	11:51	-0:02	12:28	11:31	0:56	6:31	7:06	-0:35
Newstalk ZB	17:42	16:41	1:00	*	1:00	*	1:41	4:29	-2:48	1:50	3:42	-1:52	3:28	4:47	-1:19	11:52	12:01	-0:09	16:10	16:21	-0:11	9:41	10:30	-0:49
Radio Hauraki	6:43	7:42	-0:58	2:52	*	*	3:53	4:33	-0:40	3:32	4:09	-0:37	7:54	8:07	-0:13	10:58	10:45	0:12	7:01	7:12	-0:11	1:26	1:31	-0:05
Rhema	4:46	3:45	1:00	9:00	9:00	0:00	5:10	4:06	1:03	4:26	3:03	1:22	4:13	2:53	1:20	2:58	2:20	0:37	5:02	4:09	0:52	4:01	3:27	0:33
Rock	10:42	10:16	0:25	6:47	8:47	-1:59	11:34	11:22	0:11	11:19	10:40	0:39	11:32	11:08	0:24	11:54	11:13	0:41	11:58	6:59	4:59	8:33	7:14	1:18
Sport Nation*	7:13	6:35	0:38	3:15	*	*	*	4:30	*	*	4:30	*	12:43	9:57	2:45	12:43	12:27	0:16	*	0:46	*	*	*	*
Te Arawa FM	5:08	5:56	-0:48	2:39	3:34	-0:54	4:38	6:25	-1:47	5:02	6:05	-1:03	4:52	5:46	-0:54	4:34	5:52	-1:17	5:03	5:14	-0:11	5:26	5:36	-0:10
The Heat	4:36	4:39	-0:03	1:52	1:59	-0:07	2:53	3:23	-0:30	4:31	4:51	-0:19	4:50	5:09	-0:18	12:29	11:44	0:44	23:00	23:00	0:00	3:34	3:48	-0:14
The Hits	5:41	6:34	-0:53	1:36	1:42	-0:05	6:25	7:35	-1:10	7:16	7:56	-0:40	6:49	7:27	-0:37	5:51	7:04	-1:12	6:15	7:42	-1:26	5:47	6:13	-0:25
The Sound	11:24	12:07	-0:42	6:46	11:45	-4:59	7:42	7:05	0:37	8:42	7:52	0:49	10:16	10:05	0:10	10:06	11:40	-1:33	13:10	14:46	-1:36	11:37	12:21	-0:44
ZM	6:52	6:00	0:51	3:47	3:15	0:32	3:52	3:41	0:10	4:00	3:45	0:15	6:33	5:53	0:40	13:43	12:06	1:37	15:57	13:04	2:53	7:39	6:15	1:24
MediaWorks Combo	13:30	13:53	-0:23	9:02	10:39	-1:37	11:23	11:28	-0:05	12:17	11:47	0:30	13:23	13:43	-0:19	14:44	15:34	-0:50	16:59	16:20	0:38	11:50	12:37	-0:46
NZME Combo	9:50	10:10	-0:20	5:49	5:39	0:09	7:30	8:03	-0:33	7:01	7:25	-0:23	8:24	8:33	-0:08	12:21	12:37	-0:15	12:40	14:05	-1:25	8:46	9:19	-0:33
All Commercial Radio	16:34	17:04	-0:29	11:11	12:26	-1:15	14:29	15:00	-0:31	14:55	14:36	0:19	16:09	16:13	-0:04	18:14	18:57	-0:42	20:07	20:20	-0:12	14:29	15:16	-0:47
Potential (000)	59.6	59.6	0.0	13.7	13.7	0.0	20.2	20.3	-0.1	18.8	18.8	0.0	27.0	27.0	0.0	16.1	16.1	0.0	14.2	14.2	0.0	11.7	11.4	0.3
Sample	806	854	-48	145	154	-9	249	272	-23	259	281	-22	370	398	-28	224	236	-12	201	219	-18	164	172	-8

MediaWorks Combo: Breeze, Channel X, Edge, Magic, Mai FM, More FM, Rock, The Sound, or internet only listening to George FM, Humm FM
NZME Combo: Coast, Flava, Gold Sport (until S1 2025), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Gold Sport (from S2 2025), Hokonui

*SENZ rebranded to Sport Nation from Nov 19th 2024



ROTORUA COMMERCIAL RADIO - SURVEY 2 2025

Average Time Spent Listening (hh:mm) by Daypart, People 10+
Survey Comparisons: 1/2025 - 2/2025

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

	This	Last	+/-
Potential (000)	59.6	59.6	0.0
Sample Size	806	854	-48

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

MediaWorks Combo: Breeze, Channel X, Edge, Magic, Mai FM, More FM, Rock, The Sound, or internet only listening to George FM, Humm FM
NZME Combo: Coast, Flava, Gold Sport (until S1 2025), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Gold Sport (from S2 2025), Hokonui

*SENZ rebranded to Sport Nation from Nov 19th 2024