



ROTORUA COMMERCIAL RADIO - SURVEY 3 2025

Station Share (%) by Demographic, Mon-Sun 12mn-12mn
Survey Comparisons: 2/2025 - 3/2025

This Survey Period: Sun Aug 11 to Sat Nov 2 2024 & Sun Feb 9 to Sat May 3 & Sun May 11 to Sat Aug 2
Sun Aug 10 to Sat Nov 1 2025
Last 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

	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	12.9	12.6	0.3	1	5.7	5.9	-0.2	10.7	7.8	2.9	15.3	13.1	2.2	14.8	11.9	2.9	12.6	10.6	2.0	14.6	17.5	-2.9	15.8	11.1	4.7
Channel X	3.2	3.7	-0.5	11	11.8	14.8	-3.0	6.4	8.2	-1.8	3.3	3.8	-0.5	3.3	3.4	-0.1	2.0	1.8	0.2	0.4	0.3	0.1	3.8	3.9	-0.1
Coast	5.9	5.1	0.8	8	4.2	2.1	2.1	0.4	0.4	0.0	1.2	1.2	0.0	2.2	2.7	-0.5	7.4	7.1	0.3	11.1	7.9	3.2	5.3	2.0	3.3
Edge	3.2	4.0	-0.8	11	10.6	11.2	-0.6	8.1	8.7	-0.6	3.8	6.1	-2.3	3.1	4.4	-1.3	1.9	1.7	0.2	1.3	1.2	0.1	4.6	4.1	0.5
Flava	9.5	10.4	-0.9	3	22.5	23.2	-0.7	18.1	20.6	-2.5	15.0	16.1	-1.1	12.0	12.7	-0.7	6.9	7.6	-0.7	3.6	3.9	-0.3	17.5	19.4	-1.9
Life FM	1.6	0.6	1.0	15	1.7	0.8	0.9	0.9	0.4	0.5	1.1	0.9	0.2	0.8	0.7	0.1	0.7	0.7	0.0	3.4	0.5	2.9	0.6	0.7	-0.1
Magic (Breeze Classic)*	7.8	9.0	-1.2	6	0.1	1.4	-1.3	*	*	*	0.6	2.0	-1.4	3.0	5.5	-2.5	9.0	9.8	-0.8	14.9	14.9	0.0	2.3	3.8	-1.5
Mai FM	6.4	6.3	0.1	7	12.2	12.6	-0.4	14.7	14.7	0.0	12.7	12.9	-0.2	10.1	9.6	0.5	3.8	2.5	1.3	0.9	0.1	0.8	8.7	9.4	-0.7
More FM	5.3	5.1	0.2	9	7.0	6.0	1.0	3.9	4.2	-0.3	4.6	4.2	0.4	4.4	5.1	-0.7	7.4	7.9	-0.5	7.4	6.4	1.0	5.0	7.8	-2.8
Newstalk ZB	9.8	7.7	2.1	2	*	*	*	0.1	0.1	0.0	0.1	0.2	-0.1	2.2	0.7	1.5	4.5	5.8	-1.3	7.5	10.9	-3.4	3.1	4.6	-1.5
Radio Hauraki	1.5	2.0	-0.5	17	0.7	0.9	-0.2	0.6	1.3	-0.7	0.5	1.2	-0.7	2.2	2.8	-0.6	3.9	4.5	-0.6	1.4	1.6	-0.2	0.2	0.4	-0.2
Rhema	1.2	0.9	0.3	18	1.1	1.2	-0.1	2.0	1.8	0.2	1.7	1.3	0.4	1.6	0.8	0.8	1.0	0.5	0.5	1.0	0.9	0.1	2.1	1.3	0.8
Rock	9.0	9.4	-0.4	5	7.7	8.2	-0.5	12.0	12.2	-0.2	13.1	12.8	0.3	14.5	14.9	-0.4	11.2	12.7	-1.5	5.0	4.1	0.9	6.8	5.8	1.0
Sport Nation	0.2	0.4	-0.2	19	0.4	0.5	-0.1	*	*	*	*	*	*	0.4	0.6	-0.2	0.5	0.9	-0.4	*	*	*	*	*	*
Te Arawa FM	1.8	1.8	0.0	14	0.9	1.2	-0.3	2.4	2.3	0.1	2.9	2.3	0.6	2.4	1.9	0.5	1.8	1.6	0.2	1.4	1.2	0.2	4.0	3.7	0.3
The Heat	1.6	1.6	0.0	15	1.5	1.4	0.1	1.6	1.7	-0.1	3.4	3.3	0.1	2.5	2.4	0.1	1.4	1.4	0.0	1.1	0.9	0.2	2.7	2.9	-0.2
The Hits	4.3	4.7	-0.4	10	5.0	2.2	2.8	7.0	7.2	-0.2	6.5	7.4	-0.9	6.1	6.4	-0.3	5.3	5.1	0.2	3.0	3.9	-0.9	7.7	6.8	0.9
The Sound	9.3	10.1	-0.8	4	2.9	3.1	-0.2	4.2	4.2	0.0	7.6	6.4	1.2	7.8	8.5	-0.7	11.4	11.9	-0.5	16.0	17.4	-1.4	5.3	6.7	-1.4
ZM	3.2	3.0	0.2	11	3.2	3.3	-0.1	4.8	2.4	2.4	4.1	2.4	1.7	4.0	3.5	0.5	5.1	5.5	-0.4	3.4	2.8	0.6	2.6	3.9	-1.3
MediaWorks Combo	57.4	60.5	-3.1		58.0	63.0	-5.0	60.8	60.9	-0.1	61.8	62.3	-0.5	61.7	63.9	-2.2	59.5	59.0	0.5	60.6	62.0	-1.4	53.0	53.4	-0.4
NZME Combo	34.3	32.8	1.5		35.8	31.6	4.2	31.1	32.0	-0.9	27.5	28.5	-1.0	28.8	28.9	-0.1	33.2	35.7	-2.5	30.1	31.5	-1.4	36.6	37.2	-0.6
Potential (000)	59.6	59.6	0.0		13.7	13.7	0.0	20.0	20.2	-0.2	18.8	18.8	0.0	27.0	27.0	0.0	16.1	16.1	0.0	14.2	14.2	0.0	12.5	11.7	0.8
Sample	863	806	57		185	145	40	278	249	29	274	259	15	401	370	31	219	224	-5	190	201	-11	188	164	24

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

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

NZME Combo: Coast, Flava, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Gold Sport, Hokonui

*Magic rebranded to Breeze Classic from Nov 1st 2025



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Station Share (%) by Daypart, People 10+
Survey Comparisons: 2/2025 - 3/2025

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Last 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

	This	Last	+/-
Potential (000)	59.6	59.6	0.0
Sample Size	863	806	57

	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	14.2	12.9	1.3	1	15.6	13.4	2.2	15.3	13.4	1.9	9.7	10.0	-0.3	6.3	8.2	-1.9	7.4	15.7	-8.3	10.5	12.5	-2.0
Channel X	2.7	2.7	0.0	14	3.9	4.4	-0.5	4.6	5.8	-1.2	3.3	3.6	-0.3	2.1	2.4	-0.3	0.1	0.1	0.0	2.1	2.5	-0.4
Coast	5.5	4.2	1.3	10	5.8	6.1	-0.3	5.9	5.1	0.8	6.9	5.5	1.4	3.7	2.8	0.9	1.8	3.8	-2.0	6.9	5.3	1.6
Edge	2.9	3.2	-0.3	11	3.0	4.0	-1.0	3.9	4.8	-0.9	2.8	3.5	-0.7	2.3	2.9	-0.6	4.7	3.4	1.3	3.0	4.3	-1.3
Flava	8.8	10.0	-1.2	4	5.9	7.0	-1.1	7.6	8.3	-0.7	9.8	9.2	0.6	22.6	24.4	-1.8	17.6	21.5	-3.9	11.0	11.5	-0.5
Life FM	2.9	0.6	2.3	11	0.7	0.3	0.4	1.2	0.5	0.7	1.1	1.1	0.0	1.8	0.1	1.7	1.5	1.7	-0.2	2.0	0.8	1.2
Magic (Breeze Classic)*	7.2	9.4	-2.2	5	9.2	10.0	-0.8	6.9	8.3	-1.4	7.4	8.8	-1.4	7.4	6.2	1.2	2.7	7.5	-4.8	9.0	9.5	-0.5
Mai FM	6.9	8.0	-1.1	6	8.3	7.4	0.9	6.6	5.8	0.8	6.1	6.8	-0.7	4.4	4.1	0.3	5.0	3.7	1.3	5.0	5.0	0.0
More FM	5.6	6.1	-0.5	9	5.7	5.0	0.7	5.7	5.6	0.1	5.1	4.7	0.4	3.3	3.8	-0.5	1.4	1.1	0.3	5.5	5.1	0.4
Newstalk ZB	12.4	10.4	2.0	2	6.4	4.6	1.8	6.4	4.6	1.8	9.3	6.1	3.2	21.6	17.3	4.3	23.4	19.9	3.5	9.8	8.2	1.6
Radio Hauraki	1.0	1.6	-0.6	18	2.2	2.7	-0.5	2.3	2.6	-0.3	1.9	2.2	-0.3	0.3	1.1	-0.8	0.3	0.4	-0.1	0.9	1.2	-0.3
Rhema	1.3	1.1	0.2	16	1.2	0.8	0.4	1.0	0.7	0.3	1.7	1.4	0.3	1.5	1.7	-0.2	1.6	0.3	1.3	0.8	0.8	0.0
Rock	9.0	10.1	-1.1	3	10.1	9.9	0.2	9.6	9.8	-0.2	8.8	10.1	-1.3	2.4	2.9	-0.5	11.9	11.1	0.8	8.7	8.7	0.0
Sport Nation	*	0.2	*	*	*	0.2	*	*	*	*	0.5	0.7	-0.2	0.9	0.9	0.0	1.2	1.9	-0.7	0.4	0.5	-0.1
Te Arawa FM	1.9	1.9	0.0	15	2.0	1.2	0.8	2.1	1.6	0.5	2.4	2.6	-0.2	1.2	1.5	-0.3	0.3	1.2	-0.9	1.4	2.3	-0.9
The Heat	1.2	1.0	0.2	17	1.3	1.5	-0.2	1.6	1.4	0.2	3.5	3.5	0.0	2.8	2.7	0.1	0.8	0.8	0.0	1.3	1.5	-0.2
The Hits	6.1	5.0	1.1	7	4.7	6.0	-1.3	4.7	5.8	-1.1	2.5	2.6	-0.1	1.3	0.6	0.7	1.3	2.6	-1.3	4.1	4.4	-0.3
The Sound	6.0	7.5	-1.5	8	9.4	10.6	-1.2	9.6	11.1	-1.5	12.9	14.1	-1.2	4.3	6.0	-1.7	2.5	1.9	0.6	12.1	10.9	1.2
ZM	2.9	2.8	0.1	11	2.9	3.1	-0.2	4.0	3.8	0.2	3.1	2.4	0.7	2.9	2.3	0.6	1.9	1.4	0.5	3.4	2.6	0.8
MediaWorks Combo	54.6	59.9	-5.3		65.2	64.8	0.4	62.3	64.7	-2.4	56.6	62.1	-5.5	32.5	36.6	-4.1	35.7	44.5	-8.8	56.4	59.6	-3.2
NZME Combo	36.8	34.0	2.8		27.9	29.6	-1.7	30.9	30.3	0.6	33.5	28.0	5.5	52.6	49.1	3.5	46.3	49.6	-3.3	36.3	33.5	2.8

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

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

NZME Combo: Coast, Flava, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Gold Sport, Hokonui

*Magic rebranded to Breeze Classic from Nov 1st 2025



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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	8.3	8.4	-0.1	2	1.2	1.3	-0.1	1.9	1.9	0.0	2.6	2.8	-0.2	4.0	4.3	-0.3	2.6	2.7	-0.1	2.6	2.5	0.1	1.9	1.9	0.0
Channel X	2.9	3.0	-0.1	13	0.5	0.5	0.0	0.9	1.3	-0.4	1.0	1.5	-0.5	1.9	2.2	-0.3	1.3	1.0	0.3	0.4	0.3	0.1	0.6	0.6	0.0
Coast	3.7	4.5	-0.8	9	0.6	0.6	0.0	0.3	0.3	0.0	0.5	0.7	-0.2	0.9	1.3	-0.4	1.3	1.8	-0.5	1.6	1.8	-0.2	0.3	0.3	0.0
Edge	4.4	4.9	-0.5	8	1.3	1.5	-0.2	2.3	2.6	-0.3	2.0	2.4	-0.4	2.5	2.8	-0.3	1.0	0.9	0.1	0.5	0.6	-0.1	1.2	1.2	0.0
Flava	10.2	9.8	0.4	1	3.8	3.4	0.4	5.4	5.8	-0.4	4.7	4.7	0.0	5.6	5.5	0.1	1.7	1.7	0.0	0.8	0.9	-0.1	2.8	2.9	-0.1
Life FM	1.1	0.9	0.2	18	0.3	0.3	0.0	0.2	0.1	0.1	0.3	0.2	0.1	0.5	0.5	0.0	0.3	0.3	0.0	0.3	0.1	0.2	0.2	0.2	0.0
Magic (Breeze Classic)*	3.7	4.2	-0.5	9	0.1	0.2	-0.1	*	*	*	0.2	0.3	-0.1	0.5	0.9	-0.4	1.2	1.4	-0.2	2.4	2.4	0.0	0.3	0.4	-0.1
Mai FM	6.8	7.1	-0.3	3	2.2	2.2	0.0	4.2	4.7	-0.5	3.8	4.1	-0.3	4.5	4.8	-0.3	0.9	0.8	0.1	0.2	0.1	0.1	1.8	1.8	0.0
More FM	5.0	5.1	-0.1	6	1.2	1.5	-0.3	1.6	1.6	0.0	1.7	1.7	0.0	2.4	2.5	-0.1	1.5	1.5	0.0	1.2	1.0	0.2	1.6	1.6	0.0
Newstalk ZB	3.0	3.0	0.0	12	*	*	*	0.1	0.1	0.0	0.1	0.2	-0.1	0.6	0.7	-0.1	0.8	1.1	-0.3	1.3	1.4	-0.1	0.5	0.6	-0.1
Radio Hauraki	1.3	2.0	-0.7	17	0.2	0.3	-0.1	0.3	0.7	-0.4	0.4	0.7	-0.3	0.6	1.2	-0.6	0.6	0.9	-0.3	0.4	0.5	-0.1	0.2	0.3	-0.1
Rhema	1.4	1.3	0.1	16	0.1	0.1	0.0	0.7	0.7	0.0	0.7	0.6	0.1	0.8	0.7	0.1	0.4	0.4	0.0	0.4	0.4	0.0	0.4	0.4	0.0
Rock	4.9	6.0	-1.1	7	0.9	1.1	-0.2	1.6	2.1	-0.5	2.0	2.3	-0.3	3.5	4.2	-0.7	1.9	2.4	-0.5	0.5	0.7	-0.2	0.9	0.9	0.0
Sport Nation	0.2	0.3	-0.1	19	0.1	0.1	0.0	*	*	*	*	*	*	0.1	0.2	-0.1	0.1	0.2	-0.1	*	*	*	*	*	*
Te Arawa FM	2.7	2.4	0.3	14	0.4	0.4	0.0	1.0	1.0	0.0	1.1	0.9	0.2	1.5	1.3	0.2	0.8	0.8	0.0	0.6	0.5	0.1	0.8	0.9	-0.1
The Heat	2.5	2.4	0.1	15	0.8	0.7	0.1	1.1	1.2	-0.1	1.4	1.4	0.0	1.5	1.6	-0.1	0.2	0.3	-0.1	0.1	0.1	0.0	1.2	1.1	0.1
The Hits	5.8	5.7	0.1	5	1.4	1.3	0.1	2.4	2.2	0.2	2.3	2.1	0.2	3.3	3.1	0.2	1.9	2.0	-0.1	1.0	1.3	-0.3	1.8	1.5	0.3
The Sound	5.9	6.1	-0.2	4	0.4	0.4	0.0	1.1	1.1	0.0	1.6	1.5	0.1	2.5	2.7	-0.2	2.6	2.6	0.0	2.8	2.6	0.2	0.9	0.7	0.2
ZM	3.1	3.0	0.1	11	0.7	0.8	-0.1	1.5	1.2	0.3	1.4	1.2	0.2	1.9	1.7	0.2	0.9	0.9	0.0	0.4	0.4	0.0	0.8	0.7	0.1
MediaWorks Combo	28.6	30.9	-2.3		5.9	6.6	-0.7	9.1	10.6	-1.5	8.9	10.2	-1.3	13.8	15.6	-1.8	8.7	9.0	-0.3	7.5	7.3	0.2	5.8	5.8	0.0
NZME Combo	22.6	23.0	-0.4		5.5	5.1	0.4	8.4	8.4	0.0	8.1	8.2	-0.1	11.2	11.2	0.0	5.8	6.5	-0.7	4.3	5.0	-0.7	5.7	5.5	0.2
All Commercial Radio	40.2	41.6	-1.4		8.1	8.4	-0.3	12.8	13.6	-0.8	12.6	13.5	-0.9	19.1	20.3	-1.2	12.0	12.3	-0.3	10.0	10.0	0.0	9.0	8.9	0.1
Potential (000)	59.6	59.6	0.0		13.7	13.7	0.0	20.0	20.2	-0.2	18.8	18.8	0.0	27.0	27.0	0.0	16.1	16.1	0.0	14.2	14.2	0.0	12.5	11.7	0.8
Sample	863	806	57		185	145	40	278	249	29	274	259	15	401	370	31	219	224	-5	190	201	-11	188	164	24

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	This	Last	+/-
Potential (000)	59.6	59.6	0.0
Sample Size	863	806	57

	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	4.8	4.7	0.1	2	4.2	3.9	0.3	5.3	5.4	-0.1	3.3	3.1	0.2	1.4	1.5	-0.1	1.0	1.3	-0.3	4.5	4.6	-0.1
Channel X	1.9	1.9	0.0	11	1.1	1.2	-0.1	1.3	1.4	-0.1	1.3	1.1	0.2	0.4	0.6	-0.2	*	0.1	*	1.3	1.3	0.0
Coast	1.7	1.8	-0.1	13	1.7	2.1	-0.4	2.4	2.9	-0.5	1.7	1.8	-0.1	0.8	0.8	0.0	0.4	0.5	-0.1	2.2	2.6	-0.4
Edge	2.3	2.4	-0.1	9	1.5	1.8	-0.3	2.0	2.7	-0.7	1.3	1.4	-0.1	0.5	0.6	-0.1	0.6	0.6	0.0	2.2	2.6	-0.4
Flava	4.9	5.2	-0.3	1	4.3	4.5	-0.2	5.0	5.1	-0.1	5.4	4.9	0.5	2.6	2.5	0.1	1.4	1.7	-0.3	5.5	5.6	-0.1
Life FM	0.7	0.4	0.3	17	0.4	0.3	0.1	0.7	0.5	0.2	0.6	0.4	0.2	0.2	*	*	0.2	0.2	0.0	0.7	0.6	0.1
Magic (Breeze Classic)*	2.2	2.6	-0.4	10	2.4	2.7	-0.3	2.4	3.2	-0.8	2.0	2.5	-0.5	0.6	0.9	-0.3	0.3	0.4	-0.1	2.3	2.1	0.2
Mai FM	4.5	4.8	-0.3	3	3.5	3.5	0.0	3.8	4.0	-0.2	3.0	3.0	0.0	1.1	1.0	0.1	0.7	0.5	0.2	3.3	3.6	-0.3
More FM	3.3	3.4	-0.1	4	1.9	1.8	0.1	2.5	2.4	0.1	2.4	2.1	0.3	1.0	1.2	-0.2	0.3	0.3	0.0	2.9	3.1	-0.2
Newstalk ZB	2.4	2.4	0.0	8	1.7	1.6	0.1	1.9	1.5	0.4	1.5	1.3	0.2	1.1	1.0	0.1	1.3	1.2	0.1	1.8	2.0	-0.2
Radio Hauraki	0.7	1.1	-0.4	17	0.6	0.9	-0.3	0.7	1.1	-0.4	0.9	1.2	-0.3	0.1	0.5	-0.4	*	0.1	*	0.6	0.8	-0.2
Rhema	0.8	0.7	0.1	16	0.5	0.6	-0.1	0.8	0.7	0.1	0.8	0.7	0.1	0.3	0.4	-0.1	0.1	0.1	0.0	0.7	0.8	-0.1
Rock	3.1	3.6	-0.5	6	2.3	2.3	0.0	2.5	3.1	-0.6	2.3	2.6	-0.3	0.5	0.6	-0.1	0.7	1.0	-0.3	2.9	3.3	-0.4
Sport Nation	*	0.1	*	*	*	0.1	*	*	0.1	*	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.2	-0.1	0.2	0.2	0.0
Te Arawa FM	1.5	1.3	0.2	14	1.2	0.9	0.3	1.2	1.3	-0.1	1.0	1.0	0.0	0.2	0.3	-0.1	0.1	0.3	-0.2	1.4	1.6	-0.2
The Heat	0.9	0.6	0.3	15	0.9	0.8	0.1	1.2	0.7	0.5	1.1	1.1	0.0	0.4	0.3	0.1	0.2	0.2	0.0	1.0	1.3	-0.3
The Hits	3.2	3.0	0.2	5	2.2	2.1	0.1	2.3	2.3	0.0	1.5	1.5	0.0	0.5	0.4	0.1	0.4	0.5	-0.1	2.6	2.9	-0.3
The Sound	2.9	3.0	-0.1	7	3.4	3.5	-0.1	3.5	4.1	-0.6	3.4	3.7	-0.3	0.9	0.8	0.1	0.2	0.3	-0.1	4.0	3.7	0.3
ZM	1.9	1.7	0.2	11	1.1	1.2	-0.1	1.8	1.7	0.1	2.0	1.6	0.4	0.8	0.7	0.1	0.4	0.3	0.1	1.6	1.4	0.2
MediaWorks Combo	20.2	21.7	-1.5		16.9	18.0	-1.1	19.3	21.4	-2.1	16.1	16.9	-0.8	5.9	6.6	-0.7	3.6	4.0	-0.4	19.1	20.2	-1.1
NZME Combo	13.7	14.1	-0.4		10.8	11.5	-0.7	12.7	13.1	-0.4	11.8	11.2	0.6	5.8	5.7	0.1	3.8	4.0	-0.2	13.2	13.9	-0.7
All Commercial Radio	29.2	30.0	-0.8		24.3	25.8	-1.5	29.3	31.1	-1.8	25.6	25.7	-0.1	12.0	12.8	-0.8	6.7	7.3	-0.6	29.3	30.7	-1.4

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

NZME Combo: Coast, Flava, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Gold Sport, Hokonui

*Magic rebranded to Breeze Classic from Nov 1st 2025



ROTORUA COMMERCIAL RADIO - SURVEY 3 2025

Average Time Spent Listening (hh:mm) by Demographic, Mon-Sun 12mn-12mn
Survey Comparisons: 2/2025 - 3/2025

This Survey Period: Sun Aug 11 to Sat Nov 2 2024 & Sun Feb 9 to Sat May 3 & Sun May 11 to Sat Aug 2
Sun Aug 10 to Sat Nov 1 2025
Last 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

	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	10:15	10:22	-0:06	4:01	4:23	-0:22	9:51	7:59	1:51	10:47	9:29	1:17	10:47	9:08	1:38	10:11	8:41	1:29	10:55	13:56	-3:01	11:06	7:44	3:21
Channel X	7:18	8:33	-1:15	20:59	29:08	-8:09	12:20	12:03	0:17	5:49	5:02	0:47	4:56	5:03	-0:07	3:19	4:03	-0:44	1:54	2:03	-0:08	7:49	8:04	-0:15
Coast	10:28	7:45	2:43	6:12	3:10	3:01	2:21	2:55	-0:33	4:35	3:30	1:04	7:10	6:49	0:20	11:50	9:07	2:43	13:46	8:50	4:55	20:45	9:21	11:23
Edge	4:48	5:32	-0:44	6:59	7:03	-0:04	6:09	6:36	-0:26	3:34	5:08	-1:33	3:33	5:04	-1:31	4:16	4:22	-0:06	5:16	4:09	1:07	4:59	4:28	0:30
Flava	6:07	7:17	-1:09	5:12	6:21	-1:08	5:54	7:01	-1:07	5:52	6:53	-1:00	6:23	7:34	-1:11	8:57	10:17	-1:20	8:40	9:08	-0:28	8:23	8:41	-0:18
Life FM	9:31	4:33	4:58	5:06	2:34	2:31	6:43	11:45	-5:01	6:47	8:15	-1:28	4:46	4:44	0:02	5:13	4:14	0:58	22:56	11:15	11:41	3:26	3:45	-0:19
Magic (Breeze Classic)*	13:46	14:54	-1:08	0:45	8:29	-7:44	*	*	*	4:56	14:49	-9:53	16:11	21:10	-4:58	15:36	15:50	-0:14	12:14	12:30	-0:15	8:52	12:20	-3:28
Mai FM	6:13	6:06	0:06	5:01	5:19	-0:18	6:08	6:12	-0:03	6:10	6:22	-0:12	6:38	6:30	0:07	9:25	7:00	2:24	10:00	3:45	6:15	6:33	6:42	-0:08
More FM	7:04	6:52	0:12	4:58	3:45	1:12	4:18	5:05	-0:47	5:00	4:56	0:04	5:26	6:34	-1:07	10:44	11:48	-1:04	12:32	12:28	0:04	4:09	6:31	-2:22
Newstalk ZB	21:35	17:42	3:52	*	*	*	3:00	1:41	1:18	2:14	1:50	0:24	11:34	3:28	8:05	11:41	11:52	-0:10	11:52	16:10	-4:18	7:55	9:41	-1:45
Radio Hauraki	7:49	6:43	1:05	2:52	2:52	0:00	3:12	3:53	-0:40	2:29	3:32	-1:02	10:17	7:54	2:23	13:29	10:58	2:31	7:07	7:01	0:06	1:19	1:26	-0:07
Rhema	5:39	4:46	0:53	9:00	9:00	0:00	4:43	5:10	-0:27	4:41	4:26	0:15	6:02	4:13	1:48	5:41	2:58	2:43	4:38	5:02	-0:24	6:35	4:01	2:34
Rock	12:08	10:42	1:26	8:01	6:47	1:13	12:41	11:34	1:07	12:06	11:19	0:46	12:07	11:32	0:34	12:53	11:54	0:58	20:15	11:58	8:16	9:53	8:33	1:20
Sport Nation	6:36	7:13	-0:37	3:15	3:15	0:00	*	*	*	*	*	*	16:00	12:43	3:16	16:00	12:43	3:16	*	*	*	*	*	*
Te Arawa FM	4:31	5:08	-0:36	1:55	2:39	-0:44	3:54	4:38	-0:43	4:56	5:02	-0:05	4:43	4:52	-0:08	4:40	4:34	0:05	4:34	5:03	-0:29	6:20	5:26	0:54
The Heat	4:16	4:36	-0:19	1:37	1:52	-0:15	2:30	2:53	-0:23	4:26	4:31	-0:05	4:43	4:50	-0:06	13:45	12:29	1:16	14:37	23:00	-8:22	3:04	3:34	-0:29
The Hits	4:58	5:41	-0:42	3:15	1:36	1:38	5:03	6:25	-1:21	5:15	7:16	-2:01	5:21	6:49	-1:28	6:07	5:51	0:15	5:56	6:15	-0:18	5:42	5:47	-0:05
The Sound	10:23	11:24	-1:01	6:56	6:46	0:10	6:26	7:42	-1:16	8:50	8:42	0:08	9:24	10:16	-0:51	9:29	10:06	-0:37	11:26	13:10	-1:44	7:59	11:37	-3:37
ZM	7:01	6:52	0:08	4:14	3:47	0:27	5:34	3:52	1:42	5:15	4:00	1:15	6:00	6:33	-0:33	12:02	13:43	-1:41	17:04	15:57	1:07	4:12	7:39	-3:27
MediaWorks Combo	13:15	13:30	-0:15	8:39	9:02	-0:22	11:39	11:23	0:16	12:51	12:17	0:33	13:09	13:23	-0:14	14:41	14:44	-0:02	16:03	16:59	-0:55	12:07	11:50	0:16
NZME Combo	10:01	9:50	0:11	5:45	5:49	-0:04	6:29	7:30	-1:01	6:14	7:01	-0:46	7:36	8:24	-0:48	12:24	12:21	0:02	13:43	12:40	1:03	8:30	8:46	-0:15
All Commercial Radio	16:28	16:34	-0:06	10:57	11:11	-0:13	13:38	14:29	-0:50	14:36	14:55	-0:18	15:24	16:09	-0:45	17:56	18:14	-0:17	19:42	20:07	-0:25	14:52	14:29	0:23
Potential (000)	59.6	59.6	0.0	13.7	13.7	0.0	20.0	20.2	-0.2	18.8	18.8	0.0	27.0	27.0	0.0	16.1	16.1	0.0	14.2	14.2	0.0	12.5	11.7	0.8
Sample	863	806	57	185	145	40	278	249	29	274	259	15	401	370	31	219	224	-5	190	201	-11	188	164	24

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

NZME Combo: Coast, Flava, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Gold Sport, Hokonui

*Magic rebranded to Breeze Classic from Nov 1st 2025



ROTORUA COMMERCIAL RADIO - SURVEY 3 2025

Average Time Spent Listening (hh:mm) by Daypart, People 10+
Survey Comparisons: 2/2025 - 3/2025

This Survey Period: Sun Aug 11 to Sat Nov 2 2024 & Sun Feb 9 to Sat May 3 & Sun May 11 to Sat Aug 2
Sun Aug 10 to Sat Nov 1 2025
Last 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

	This	Last	+/-
Potential (000)	59.6	59.6	0.0
Sample Size	863	806	57

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

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

NZME Combo: Coast, Flava, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Gold Sport, Hokonui

*Magic rebranded to Breeze Classic from Nov 1st 2025