



ROTORUA COMMERCIAL RADIO - GfK SURVEY 1 2026

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

Survey Comparisons: 3/2025 - 1/2026

This Survey Period: Sun Feb 9 to Sat May 3 & Sun May 11 to Sat Aug 2 & Sun Aug 10 to Sat Nov 1 2025 & Sun Feb 8 to Sat May 2 2026
 Last 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

	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	9.8	12.9	-3.1	2	4.4	5.7	-1.3	10.8	10.7	0.1	12.7	15.3	-2.6	12.6	14.8	-2.2	10.2	12.6	-2.4	10.5	14.6	-4.1	16.2	15.8	0.4
Breeze Classic*	8.8	7.8	1.0	5	*	0.1	*	*	*	*	0.5	0.6	-0.1	3.1	3.0	0.1	12.7	9.0	3.7	16.8	14.9	1.9	3.0	2.3	0.7
Channel X	3.5	3.2	0.3	11	11.4	11.8	-0.4	6.7	6.4	0.3	3.7	3.3	0.4	3.7	3.3	0.4	2.2	2.0	0.2	0.5	0.4	0.1	4.5	3.8	0.7
Coast	7.4	5.9	1.5	7	7.4	4.2	3.2	1.6	0.4	1.2	1.3	1.2	0.1	1.6	2.2	-0.6	7.5	7.4	0.1	16.0	11.1	4.9	7.4	5.3	2.1
Edge	2.7	3.2	-0.5	13	6.4	10.6	-4.2	4.5	8.1	-3.6	3.3	3.8	-0.5	2.7	3.1	-0.4	2.8	1.9	0.9	2.1	1.3	0.8	3.0	4.6	-1.6
Flava	9.6	9.5	0.1	3	21.7	22.5	-0.8	15.0	18.1	-3.1	16.3	15.0	1.3	12.5	12.0	0.5	5.1	6.9	-1.8	3.2	3.6	-0.4	13.6	17.5	-3.9
Life FM	1.9	1.6	0.3	15	3.1	1.7	1.4	1.2	0.9	0.3	1.0	1.1	-0.1	1.1	0.8	0.3	1.2	0.7	0.5	3.2	3.4	-0.2	1.3	0.6	0.7
Mai FM	8.1	6.4	1.7	6	13.1	12.2	0.9	17.9	14.7	3.2	15.3	12.7	2.6	12.3	10.1	2.2	5.4	3.8	1.6	2.6	0.9	1.7	8.9	8.7	0.2
More FM	5.6	5.3	0.3	9	4.9	7.0	-2.1	4.3	3.9	0.4	6.2	4.6	1.6	5.6	4.4	1.2	7.3	7.4	-0.1	7.5	7.4	0.1	4.7	5.0	-0.3
Newstalk ZB	10.6	9.8	0.8	1	*	*	*	0.4	0.1	0.3	1.1	0.1	1.0	5.3	2.2	3.1	6.9	4.5	2.4	5.8	7.5	-1.7	3.5	3.1	0.4
Radio Hauraki	2.0	1.5	0.5	14	0.5	0.7	-0.2	3.9	0.6	3.3	3.4	0.5	2.9	3.9	2.2	1.7	2.7	3.9	-1.2	0.4	1.4	-1.0	1.1	0.2	0.9
Rhema	1.4	1.2	0.2	18	*	1.1	*	1.2	2.0	-0.8	1.5	1.7	-0.2	1.8	1.6	0.2	2.3	1.0	1.3	1.9	1.0	0.9	2.6	2.1	0.5
Rock	5.7	9.0	-3.3	8	6.8	7.7	-0.9	4.8	12.0	-7.2	4.4	13.1	-8.7	6.4	14.5	-8.1	8.8	11.2	-2.4	6.5	5.0	1.5	4.7	6.8	-2.1
Sport Nation	0.1	0.2	-0.1	19	0.3	0.4	-0.1	0.1	*	*	0.1	*	*	0.1	0.4	-0.3	*	0.5	*	*	*	*	*	*	*
Te Arawa FM	1.9	1.8	0.1	15	3.6	0.9	2.7	2.2	2.4	-0.2	2.2	2.9	-0.7	2.1	2.4	-0.3	1.6	1.8	-0.2	1.0	1.4	-0.4	2.8	4.0	-1.2
The Heat	1.8	1.6	0.2	17	2.7	1.5	1.2	2.0	1.6	0.4	4.5	3.4	1.1	3.1	2.5	0.6	*	1.4	*	0.1	1.1	-1.0	3.9	2.7	1.2
The Hits	5.1	4.3	0.8	10	6.3	5.0	1.3	10.6	7.0	3.6	8.3	6.5	1.8	7.0	6.1	0.9	5.1	5.3	-0.2	3.4	3.0	0.4	8.5	7.7	0.8
The Sound	9.0	9.3	-0.3	4	3.7	2.9	0.8	4.7	4.2	0.5	7.4	7.6	-0.2	8.4	7.8	0.6	12.3	11.4	0.9	13.1	16.0	-2.9	5.6	5.3	0.3
ZM	3.4	3.2	0.2	12	2.8	3.2	-0.4	7.0	4.8	2.2	5.8	4.1	1.7	4.8	4.0	0.8	3.9	5.1	-1.2	2.9	3.4	-0.5	3.6	2.6	1.0
MediaWorks Combo	53.5	57.4	-3.9		50.7	58.0	-7.3	54.5	60.8	-6.3	54.4	61.8	-7.4	55.6	61.7	-6.1	61.8	59.5	2.3	59.7	60.6	-0.9	51.4	53.0	-1.6
NZME Combo	38.0	34.3	3.7		38.7	35.8	2.9	38.5	31.1	7.4	36.2	27.5	8.7	35.2	28.8	6.4	31.3	33.2	-1.9	31.6	30.1	1.5	37.9	36.6	1.3
Potential (000)	59.6	59.6	0.0		13.8	13.7	0.1	19.8	20.0	-0.2	18.9	18.8	0.1	27.0	27.0	0.0	16.0	16.1	-0.1	14.0	14.2	-0.2	12.1	12.5	-0.4
Sample	801	863	-62		153	185	-32	265	278	-13	270	274	-4	383	401	-18	196	219	-23	179	190	-11	175	188	-13

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

MediaWorks Combo: Breeze, Breeze Classic, Channel X, Edge, 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+
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	This	Last	+/-
Potential (000)	59.6	59.6	0.0
Sample Size	801	863	-62

	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	11.6	14.2	-2.6	2	11.4	15.6	-4.2	11.0	15.3	-4.3	4.9	9.7	-4.8	6.4	6.3	0.1	5.1	7.4	-2.3	9.4	10.5	-1.1
Breeze Classic*	8.9	7.2	1.7	3	10.4	9.2	1.2	9.1	6.9	2.2	6.8	7.4	-0.6	6.6	7.4	-0.8	2.4	2.7	-0.3	9.3	9.0	0.3
Channel X	2.8	2.7	0.1	13	4.3	3.9	0.4	5.3	4.6	0.7	3.4	3.3	0.1	1.6	2.1	-0.5	0.1	0.1	0.0	2.5	2.1	0.4
Coast	6.4	5.5	0.9	7	6.8	5.8	1.0	7.4	5.9	1.5	10.0	6.9	3.1	6.9	3.7	3.2	1.2	1.8	-0.6	8.7	6.9	1.8
Edge	2.6	2.9	-0.3	14	1.6	3.0	-1.4	1.4	3.9	-2.5	2.2	2.8	-0.6	5.2	2.3	2.9	11.4	4.7	6.7	3.6	3.0	0.6
Flava	7.3	8.8	-1.5	5	6.9	5.9	1.0	7.6	7.6	0.0	10.0	9.8	0.2	22.0	22.6	-0.6	12.4	17.6	-5.2	12.7	11.0	1.7
Life FM	3.6	2.9	0.7	11	0.6	0.7	-0.1	2.1	1.2	0.9	1.2	1.1	0.1	1.9	1.8	0.1	1.2	1.5	-0.3	1.7	2.0	-0.3
Mai FM	8.4	6.9	1.5	4	8.4	8.3	0.1	8.5	6.6	1.9	8.4	6.1	2.3	9.6	4.4	5.2	11.1	5.0	6.1	6.3	5.0	1.3
More FM	6.6	5.6	1.0	6	6.2	5.7	0.5	6.2	5.7	0.5	5.2	5.1	0.1	3.9	3.3	0.6	1.0	1.4	-0.4	4.9	5.5	-0.6
Newstalk ZB	13.5	12.4	1.1	1	8.6	6.4	2.2	6.9	6.4	0.5	12.3	9.3	3.0	17.9	21.6	-3.7	22.3	23.4	-1.1	9.2	9.8	-0.6
Radio Hauraki	1.6	1.0	0.6	17	1.9	2.2	-0.3	2.8	2.3	0.5	2.4	1.9	0.5	0.9	0.3	0.6	0.3	0.3	0.0	1.8	0.9	0.9
Rhema	2.2	1.3	0.9	16	1.2	1.2	0.0	0.9	1.0	-0.1	2.1	1.7	0.4	1.0	1.5	-0.5	2.0	1.6	0.4	1.1	0.8	0.3
Rock	5.1	9.0	-3.9	10	6.7	10.1	-3.4	6.4	9.6	-3.2	5.6	8.8	-3.2	2.2	2.4	-0.2	10.2	11.9	-1.7	4.7	8.7	-4.0
Sport Nation	*	*	*	*	*	*	*	*	*	*	*	0.5	*	0.3	0.9	-0.6	0.9	1.2	-0.3	0.1	0.4	-0.3
Te Arawa FM	2.4	1.9	0.5	15	1.8	2.0	-0.2	1.9	2.1	-0.2	2.9	2.4	0.5	1.0	1.2	-0.2	1.5	0.3	1.2	1.3	1.4	-0.1
The Heat	1.6	1.2	0.4	17	2.2	1.3	0.9	2.3	1.6	0.7	2.4	3.5	-1.1	0.9	2.8	-1.9	1.7	0.8	0.9	1.0	1.3	-0.3
The Hits	5.2	6.1	-0.9	9	5.7	4.7	1.0	7.1	4.7	2.4	3.3	2.5	0.8	1.7	1.3	0.4	0.5	1.3	-0.8	4.7	4.1	0.6
The Sound	6.2	6.0	0.2	8	10.1	9.4	0.7	8.4	9.6	-1.2	11.8	12.9	-1.1	2.1	4.3	-2.2	2.6	2.5	0.1	12.1	12.1	0.0
ZM	3.0	2.9	0.1	12	3.7	2.9	0.8	4.0	4.0	0.0	4.2	3.1	1.1	3.7	2.9	0.8	1.4	1.9	-0.5	2.7	3.4	-0.7
MediaWorks Combo	52.3	54.6	-2.3		59.4	65.2	-5.8	56.4	62.3	-5.9	48.9	56.6	-7.7	37.6	32.5	5.1	43.9	35.7	8.2	53.4	56.4	-3.0
NZME Combo	37.1	36.8	0.3		33.6	27.9	5.7	35.6	30.9	4.7	42.1	33.5	8.6	53.2	52.6	0.6	38.1	46.3	-8.2	39.9	36.3	3.6

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

MediaWorks Combo: Breeze, Breeze Classic, Channel X, Edge, 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 - GfK SURVEY 1 2026

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

Survey Comparisons: 3/2025 - 1/2026

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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	8.3	-1.1	2	1.1	1.2	-0.1	1.5	1.9	-0.4	2.1	2.6	-0.5	3.3	4.0	-0.7	2.4	2.6	-0.2	2.4	2.6	-0.2	1.8	1.9	-0.1
Breeze Classic*	3.6	3.7	-0.1	8	*	0.1	*	*	*	*	0.2	0.2	0.0	0.6	0.5	0.1	1.4	1.2	0.2	2.2	2.4	-0.2	0.4	0.3	0.1
Channel X	2.7	2.9	-0.2	15	0.5	0.5	0.0	0.7	0.9	-0.2	0.7	1.0	-0.3	1.7	1.9	-0.2	1.3	1.3	0.0	0.4	0.4	0.0	0.8	0.6	0.2
Coast	3.6	3.7	-0.1	8	0.6	0.6	0.0	0.3	0.3	0.0	0.4	0.5	-0.1	0.7	0.9	-0.2	1.3	1.3	0.0	1.6	1.6	0.0	0.5	0.3	0.2
Edge	3.4	4.4	-1.0	10	0.8	1.3	-0.5	1.8	2.3	-0.5	1.5	2.0	-0.5	2.0	2.5	-0.5	1.1	1.0	0.1	0.7	0.5	0.2	0.8	1.2	-0.4
Flava	9.8	10.2	-0.4	1	3.8	3.8	0.0	4.5	5.4	-0.9	4.4	4.7	-0.3	5.1	5.6	-0.5	1.6	1.7	-0.1	0.9	0.8	0.1	2.7	2.8	-0.1
Life FM	1.3	1.1	0.2	17	0.4	0.3	0.1	0.3	0.2	0.1	0.3	0.3	0.0	0.5	0.5	0.0	0.4	0.3	0.1	0.4	0.3	0.1	0.3	0.2	0.1
Mai FM	7.0	6.8	0.2	3	2.5	2.2	0.3	3.7	4.2	-0.5	3.4	3.8	-0.4	3.9	4.5	-0.6	1.1	0.9	0.2	0.5	0.2	0.3	1.9	1.8	0.1
More FM	4.9	5.0	-0.1	6	1.0	1.2	-0.2	1.6	1.6	0.0	1.8	1.7	0.1	2.4	2.4	0.0	1.5	1.5	0.0	1.3	1.2	0.1	1.4	1.6	-0.2
Newstalk ZB	3.0	3.0	0.0	13	*	*	*	0.2	0.1	0.1	0.5	0.1	0.4	1.0	0.6	0.4	0.6	0.8	-0.2	0.9	1.3	-0.4	0.3	0.5	-0.2
Radio Hauraki	1.7	1.3	0.4	16	0.2	0.2	0.0	0.9	0.3	0.6	0.9	0.4	0.5	1.2	0.6	0.6	0.4	0.6	-0.2	0.2	0.4	-0.2	0.3	0.2	0.1
Rhema	1.2	1.4	-0.2	18	*	0.1	*	0.4	0.7	-0.3	0.5	0.7	-0.2	0.7	0.8	-0.1	0.5	0.4	0.1	0.4	0.4	0.0	0.3	0.4	-0.1
Rock	4.0	4.9	-0.9	7	0.7	0.9	-0.2	1.0	1.6	-0.6	1.4	2.0	-0.6	2.7	3.5	-0.8	1.6	1.9	-0.3	0.5	0.5	0.0	0.9	0.9	0.0
Sport Nation	0.2	0.2	0.0	19	0.1	0.1	0.0	*	*	*	*	*	*	*	0.1	*	*	0.1	*	*	*	*	*	*	*
Te Arawa FM	3.4	2.7	0.7	10	1.1	0.4	0.7	1.3	1.0	0.3	1.0	1.1	-0.1	1.6	1.5	0.1	0.9	0.8	0.1	0.6	0.6	0.0	0.7	0.8	-0.1
The Heat	3.1	2.5	0.6	12	1.3	0.8	0.5	1.2	1.1	0.1	1.6	1.4	0.2	1.7	1.5	0.2	0.1	0.2	-0.1	0.1	0.1	0.0	1.1	1.2	-0.1
The Hits	5.8	5.8	0.0	5	1.5	1.4	0.1	2.4	2.4	0.0	1.9	2.3	-0.4	2.8	3.3	-0.5	2.0	1.9	0.1	1.4	1.0	0.4	1.5	1.8	-0.3
The Sound	6.3	5.9	0.4	4	0.4	0.4	0.0	1.4	1.1	0.3	1.7	1.6	0.1	2.4	2.5	-0.1	2.5	2.6	-0.1	3.0	2.8	0.2	1.1	0.9	0.2
ZM	2.9	3.1	-0.2	14	0.6	0.7	-0.1	1.5	1.5	0.0	1.4	1.4	0.0	1.8	1.9	-0.1	0.8	0.9	-0.1	0.4	0.4	0.0	1.0	0.8	0.2
MediaWorks Combo	26.7	28.6	-1.9		5.5	5.9	-0.4	8.0	9.1	-1.1	7.9	8.9	-1.0	12.0	13.8	-1.8	8.2	8.7	-0.5	7.6	7.5	0.1	5.6	5.8	-0.2
NZME Combo	22.5	22.6	-0.1		5.5	5.5	0.0	8.0	8.4	-0.4	8.1	8.1	0.0	11.0	11.2	-0.2	5.6	5.8	-0.2	4.4	4.3	0.1	5.3	5.7	-0.4
All Commercial Radio	38.5	40.2	-1.7		7.9	8.1	-0.2	11.5	12.8	-1.3	11.9	12.6	-0.7	17.7	19.1	-1.4	11.3	12.0	-0.7	9.9	10.0	-0.1	8.3	9.0	-0.7
Potential (000)	59.6	59.6	0.0		13.8	13.7	0.1	19.8	20.0	-0.2	18.9	18.8	0.1	27.0	27.0	0.0	16.0	16.1	-0.1	14.0	14.2	-0.2	12.1	12.5	-0.4
Sample	801	863	-62		153	185	-32	265	278	-13	270	274	-4	383	401	-18	196	219	-23	179	190	-11	175	188	-13

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	This	Last	+/-
Potential (000)	59.6	59.6	0.0
Sample Size	801	863	-62

	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	4.8	-1.2	3	3.1	4.2	-1.1	4.4	5.3	-0.9	2.4	3.3	-0.9	1.1	1.4	-0.3	0.7	1.0	-0.3	4.3	4.5	-0.2
Breeze Classic*	2.4	2.2	0.2	7	2.4	2.4	0.0	2.5	2.4	0.1	2.0	2.0	0.0	0.5	0.6	-0.1	0.2	0.3	-0.1	2.4	2.3	0.1
Channel X	1.6	1.9	-0.3	14	1.3	1.1	0.2	1.4	1.3	0.1	1.5	1.3	0.2	0.3	0.4	-0.1	*	*	*	1.6	1.3	0.3
Coast	1.7	1.7	0.0	13	1.8	1.7	0.1	2.5	2.4	0.1	1.8	1.7	0.1	0.9	0.8	0.1	0.3	0.4	-0.1	2.1	2.2	-0.1
Edge	1.9	2.3	-0.4	12	1.2	1.5	-0.3	1.4	2.0	-0.6	1.2	1.3	-0.1	0.7	0.5	0.2	0.4	0.6	-0.2	1.8	2.2	-0.4
Flava	4.5	4.9	-0.4	1	4.8	4.3	0.5	5.3	5.0	0.3	5.2	5.4	-0.2	2.9	2.6	0.3	1.2	1.4	-0.2	6.1	5.5	0.6
Life FM	0.9	0.7	0.2	16	0.3	0.4	-0.1	0.8	0.7	0.1	0.8	0.6	0.2	0.2	0.2	0.0	0.1	0.2	-0.1	0.8	0.7	0.1
Mai FM	4.3	4.5	-0.2	2	3.3	3.5	-0.2	4.2	3.8	0.4	2.8	3.0	-0.2	1.5	1.1	0.4	0.7	0.7	0.0	4.0	3.3	0.7
More FM	2.9	3.3	-0.4	4	2.1	1.9	0.2	2.5	2.5	0.0	2.1	2.4	-0.3	0.8	1.0	-0.2	0.2	0.3	-0.1	2.9	2.9	0.0
Newstalk ZB	2.4	2.4	0.0	7	2.0	1.7	0.3	1.7	1.9	-0.2	1.6	1.5	0.1	1.0	1.1	-0.1	1.1	1.3	-0.2	1.5	1.8	-0.3
Radio Hauraki	0.9	0.7	0.2	16	0.8	0.6	0.2	1.0	0.7	0.3	1.1	0.9	0.2	0.3	0.1	0.2	*	*	*	0.9	0.6	0.3
Rhema	0.9	0.8	0.1	16	0.5	0.5	0.0	0.6	0.8	-0.2	0.7	0.8	-0.1	0.2	0.3	-0.1	0.1	0.1	0.0	0.6	0.7	-0.1
Rock	2.4	3.1	-0.7	7	2.1	2.3	-0.2	2.0	2.5	-0.5	2.1	2.3	-0.2	0.5	0.5	0.0	0.6	0.7	-0.1	2.2	2.9	-0.7
Sport Nation	*	*	*	*	*	*	*	*	*	*	*	0.1	*	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.2	-0.1
Te Arawa FM	2.1	1.5	0.6	10	1.1	1.2	-0.1	1.2	1.2	0.0	1.1	1.0	0.1	0.2	0.2	0.0	0.3	0.1	0.2	1.8	1.4	0.4
The Heat	1.4	0.9	0.5	15	1.1	0.9	0.2	1.7	1.2	0.5	1.3	1.1	0.2	0.2	0.4	-0.2	0.3	0.2	0.1	0.9	1.0	-0.1
The Hits	2.8	3.2	-0.4	5	2.3	2.2	0.1	2.8	2.3	0.5	2.0	1.5	0.5	0.4	0.5	-0.1	0.2	0.4	-0.2	2.7	2.6	0.1
The Sound	2.8	2.9	-0.1	5	3.6	3.4	0.2	3.0	3.5	-0.5	3.5	3.4	0.1	0.9	0.9	0.0	0.2	0.2	0.0	4.4	4.0	0.4
ZM	2.0	1.9	0.1	11	1.2	1.1	0.1	1.7	1.8	-0.1	1.8	2.0	-0.2	0.7	0.8	-0.1	0.3	0.4	-0.1	1.7	1.6	0.1
MediaWorks Combo	18.1	20.2	-2.1		15.6	16.9	-1.3	17.8	19.3	-1.5	14.4	16.1	-1.7	5.8	5.9	-0.1	2.8	3.6	-0.8	18.5	19.1	-0.6
NZME Combo	13.4	13.7	-0.3		12.2	10.8	1.4	13.5	12.7	0.8	12.3	11.8	0.5	5.9	5.8	0.1	2.9	3.8	-0.9	13.8	13.2	0.6
All Commercial Radio	28.8	29.2	-0.4		24.5	24.3	0.2	28.1	29.3	-1.2	25.4	25.6	-0.2	10.9	12.0	-1.1	5.3	6.7	-1.4	28.5	29.3	-0.8

MediaWorks Combo: Breeze, Breeze Classic, Channel X, Edge, 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 - GfK SURVEY 1 2026

Average Time Spent Listening (hh:mm) by Demographic, Mon-Sun 12mn-12mn
 Survey Comparisons: 3/2025 - 1/2026

This Survey Period: Sun Feb 9 to Sat May 3 & Sun May 11 to Sat Aug 2 & Sun Aug 10 to Sat Nov 1 2025 & Sun Feb 8 to Sat May 2 2026
 Last 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

	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	8:29	10:15	-1:46	3:36	4:01	-0:24	11:45	9:51	1:53	11:26	10:47	0:38	10:23	10:47	-0:23	7:49	10:11	-2:21	7:54	10:55	-3:00	11:57	11:06	0:51
Breeze Classic*	15:17	13:46	1:31	*	0:45	*	*	*	*	5:10	4:56	0:13	15:20	16:11	-0:50	16:41	15:36	1:04	13:20	12:14	1:05	10:07	8:52	1:15
Channel X	8:05	7:18	0:47	19:47	20:59	-1:11	15:56	12:20	3:35	9:23	5:49	3:34	6:05	4:56	1:08	2:57	3:19	-0:22	1:57	1:54	0:03	7:15	7:49	-0:34
Coast	12:59	10:28	2:30	11:12	6:12	4:59	8:50	2:21	6:29	6:30	4:35	1:55	5:59	7:10	-1:10	10:13	11:50	-1:37	17:19	13:46	3:33	21:15	20:45	0:29
Edge	4:59	4:48	0:11	7:23	6:59	0:24	4:01	6:09	-2:07	4:00	3:34	0:25	3:48	3:33	0:15	4:38	4:16	0:21	5:38	5:16	0:21	4:35	4:59	-0:24
Flava	6:06	6:07	-0:01	5:13	5:12	0:00	5:31	5:54	-0:22	6:54	5:52	1:02	6:45	6:23	0:22	6:01	8:57	-2:55	6:12	8:40	-2:27	6:37	8:23	-1:46
Life FM	8:44	9:31	-0:46	6:48	5:06	1:42	6:51	6:43	0:07	6:51	6:47	0:04	6:05	4:46	1:18	5:34	5:13	0:21	15:55	22:56	-7:01	5:15	3:26	1:48
Mai FM	7:15	6:13	1:01	4:48	5:01	-0:12	8:11	6:08	2:02	8:31	6:10	2:20	8:35	6:38	1:56	8:55	9:25	-0:29	8:49	10:00	-1:10	6:03	6:33	-0:30
More FM	7:08	7:04	0:03	4:37	4:58	-0:20	4:22	4:18	0:04	6:37	5:00	1:36	6:21	5:26	0:54	9:05	10:44	-1:38	10:25	12:32	-2:07	4:16	4:09	0:07
Newstalk ZB	21:59	21:35	0:23	*	*	*	3:31	3:00	0:31	4:01	2:14	1:46	14:15	11:34	2:41	20:37	11:41	8:56	10:54	11:52	-0:58	17:43	7:55	9:47
Radio Hauraki	7:20	7:49	-0:28	2:52	2:52	0:00	7:32	3:12	4:19	6:50	2:29	4:20	8:41	10:17	-1:35	11:08	13:29	-2:21	3:46	7:07	-3:21	4:54	1:19	3:34
Rhema	7:14	5:39	1:34	*	9:00	*	4:40	4:43	-0:02	5:46	4:41	1:04	7:39	6:02	1:37	8:57	5:41	3:16	7:31	4:38	2:53	10:29	6:35	3:54
Rock	8:51	12:08	-3:17	8:22	8:01	0:20	7:41	12:41	-4:59	5:43	12:06	-6:23	6:40	12:07	-5:26	10:14	12:53	-2:38	21:20	20:15	1:05	6:37	9:53	-3:15
Sport Nation	3:08	6:36	-3:27	3:15	3:15	0:00	8:15	*	*	8:15	*	*	8:15	16:00	-7:45	*	16:00	*	*	*	*	*	*	*
Te Arawa FM	3:27	4:31	-1:03	2:57	1:55	1:02	2:53	3:54	-1:01	3:59	4:56	-0:57	3:46	4:43	-0:57	3:17	4:40	-1:23	3:06	4:34	-1:27	5:00	6:20	-1:20
The Heat	3:38	4:16	-0:37	1:57	1:37	0:20	2:44	2:30	0:13	5:07	4:26	0:41	4:56	4:43	0:12	0:30	13:45	-13:15	2:15	14:37	-12:22	4:27	3:04	1:22
The Hits	5:29	4:58	0:30	3:56	3:15	0:41	7:25	5:03	2:22	7:59	5:15	2:44	6:53	5:21	1:32	4:40	6:07	-1:27	4:17	5:56	-1:39	7:25	5:42	1:43
The Sound	9:01	10:23	-1:22	8:02	6:56	1:06	5:34	6:26	-0:52	8:03	8:50	-0:46	9:30	9:24	0:06	8:58	9:29	-0:30	7:49	11:26	-3:37	6:52	7:59	-1:07
ZM	7:21	7:01	0:20	4:08	4:14	-0:06	7:48	5:34	2:13	7:56	5:15	2:40	7:19	6:00	1:19	9:22	12:02	-2:39	13:05	17:04	-3:59	4:42	4:12	0:30
MediaWorks Combo	12:31	13:15	-0:44	8:25	8:39	-0:14	11:22	11:39	-0:17	12:47	12:51	-0:03	12:46	13:09	-0:22	13:46	14:41	-0:54	13:54	16:03	-2:08	11:46	12:07	-0:20
NZME Combo	10:32	10:01	0:31	6:27	5:45	0:42	8:03	6:29	1:34	8:18	6:14	2:04	8:48	7:36	1:11	10:19	12:24	-2:04	12:41	13:43	-1:02	9:14	8:30	0:43
All Commercial Radio	16:13	16:28	-0:14	11:38	10:57	0:41	14:27	13:38	0:48	15:42	14:36	1:05	15:34	15:24	0:10	16:12	17:56	-1:43	17:56	19:42	-1:46	15:41	14:52	0:48
Potential (000)	59.6	59.6	0.0	13.8	13.7	0.1	19.8	20.0	-0.2	18.9	18.8	0.1	27.0	27.0	0.0	16.0	16.1	-0.1	14.0	14.2	-0.2	12.1	12.5	-0.4
Sample	801	863	-62	153	185	-32	265	278	-13	270	274	-4	383	401	-18	196	219	-23	179	190	-11	175	188	-13

MediaWorks Combo: Breeze, Breeze Classic, Channel X, Edge, 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 - GfK SURVEY 1 2026

Average Time Spent Listening (hh:mm) by Daypart, People 10+
Survey Comparisons: 3/2025 - 1/2026

This Survey Period: Sun Feb 9 to Sat May 3 & Sun May 11 to Sat Aug 2 & Sun Aug 10 to Sat Nov 1 2025 & Sun Feb 8 to Sat May 2 2026
Last 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

	This	Last	+/-
Potential (000)	59.6	59.6	0.0
Sample Size	801	863	-62

	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	3:39	0:01	4:28	4:41	-0:12	3:20	4:18	-0:58	1:19	2:05	-0:45	1:32	1:22	0:10	1:42	1:34	0:07	3:02	3:17	-0:14
Breeze Classic*	4:13	4:00	0:12	5:09	4:53	0:16	4:53	4:18	0:35	2:10	2:38	-0:27	3:20	3:53	-0:32	2:18	2:14	0:04	5:27	5:27	0:00
Channel X	1:55	1:44	0:11	4:05	4:21	-0:16	5:04	5:30	-0:26	1:30	1:51	-0:20	1:42	1:30	0:11	0:30	0:30	0:00	2:14	2:13	0:00
Coast	4:21	3:55	0:26	4:30	4:13	0:17	3:57	3:41	0:16	3:40	2:54	0:46	2:05	1:20	0:44	0:56	1:01	-0:05	5:45	4:26	1:18
Edge	1:32	1:31	0:01	1:31	2:33	-1:02	1:21	2:55	-1:33	1:13	1:30	-0:16	1:53	1:18	0:35	5:52	1:41	4:10	2:48	1:51	0:56
Flava	1:53	2:11	-0:18	1:43	1:42	0:00	1:54	2:18	-0:24	1:15	1:17	-0:01	1:59	2:37	-0:37	2:18	2:42	-0:24	2:56	2:46	0:09
Life FM	4:41	5:12	-0:30	2:55	2:04	0:50	3:27	2:34	0:52	1:02	1:19	-0:17	2:15	2:35	-0:20	1:59	2:01	-0:02	2:53	3:59	-1:06
Mai FM	2:16	1:53	0:22	3:06	2:56	0:09	2:41	2:38	0:03	1:58	1:27	0:30	1:45	1:08	0:36	3:32	1:33	1:58	2:13	2:07	0:06
More FM	2:39	2:03	0:36	3:35	3:41	-0:05	3:24	3:29	-0:05	1:38	1:30	0:07	1:21	1:02	0:19	0:55	0:52	0:02	2:20	2:40	-0:20
Newstalk ZB	6:27	6:20	0:07	5:13	4:41	0:32	5:33	4:59	0:33	4:54	4:21	0:33	5:01	5:41	-0:40	4:42	3:54	0:47	8:43	7:41	1:02
Radio Hauraki	2:02	1:51	0:11	2:48	4:36	-1:47	3:51	4:54	-1:03	1:25	1:23	0:02	0:57	0:39	0:18	1:45	1:45	0:00	2:42	2:12	0:29
Rhema	2:46	1:54	0:51	2:42	2:52	-0:10	2:05	1:57	0:08	1:51	1:33	0:17	1:33	1:48	-0:14	3:17	3:06	0:10	2:29	1:29	1:00
Rock	2:28	3:34	-1:06	3:55	5:38	-1:43	4:14	5:49	-1:35	1:45	2:37	-0:51	1:17	1:20	-0:02	4:08	3:28	0:40	2:56	4:14	-1:17
Sport Nation	1:45	*	*	0:45	*	*	1:45	*	*	*	5:45	*	1:18	2:16	-0:57	2:15	2:15	0:00	1:15	3:20	-2:04
Te Arawa FM	1:18	1:33	-0:14	1:56	2:09	-0:12	2:11	2:37	-0:25	1:42	1:47	-0:04	1:17	1:29	-0:11	1:09	0:30	0:39	0:59	1:19	-0:19
The Heat	1:19	1:32	-0:12	2:17	1:47	0:29	1:44	2:07	-0:22	1:13	2:08	-0:54	1:04	2:12	-1:07	1:18	0:47	0:30	1:34	1:43	-0:09
The Hits	2:09	2:22	-0:13	3:03	2:44	0:19	3:21	3:05	0:15	1:02	1:10	-0:08	1:08	0:52	0:15	0:38	0:37	0:01	2:27	2:11	0:16
The Sound	2:32	2:30	0:01	3:25	3:31	-0:06	3:47	4:07	-0:19	2:11	2:38	-0:26	0:37	1:24	-0:46	2:29	2:59	-0:30	3:52	4:15	-0:22
ZM	1:42	1:51	-0:08	3:50	3:22	0:28	3:14	3:24	-0:10	1:30	1:07	0:23	1:20	1:02	0:18	1:07	0:56	0:10	2:13	2:52	-0:39
MediaWorks Combo	3:18	3:18	0:00	4:36	4:52	-0:16	4:15	4:52	-0:36	2:13	2:28	-0:15	1:44	1:38	0:05	3:27	2:08	1:18	4:02	4:08	-0:05
NZME Combo	3:11	3:17	-0:06	3:20	3:16	0:04	3:32	3:39	-0:07	2:13	2:00	0:13	2:23	2:43	-0:19	2:58	2:37	0:21	4:02	3:50	0:12
All Commercial Radio	3:58	4:11	-0:12	4:56	5:10	-0:14	4:46	5:09	-0:22	2:34	2:45	-0:10	2:26	2:29	-0:03	4:15	3:13	1:01	4:54	4:46	0:08

MediaWorks Combo: Breeze, Breeze Classic, Channel X, Edge, 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