



ROTORUA COMMERCIAL RADIO - GfK SURVEY 2 2026

Station Share (%) by Demographic, Mon-Sun 12mn-12mn
Survey Comparisons: 1/2026 - 2/2026

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

	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	8.6	9.8	-1.2	3	4.6	4.4	0.2	11.0	10.8	0.2	9.9	12.7	-2.8	10.2	12.6	-2.4	9.7	10.2	-0.5	9.8	10.5	-0.7	16.1	16.2	-0.1
Breeze Classic	8.0	8.8	-0.8	4	*	*	*	0.4	*	*	0.6	0.5	0.1	0.8	3.1	-2.3	9.4	12.7	-3.3	19.5	16.8	2.7	4.3	3.0	1.3
Channel X	1.2	3.5	-2.3	18	0.7	11.4	-10.7	2.1	6.7	-4.6	1.9	3.7	-1.8	2.2	3.7	-1.5	1.8	2.2	-0.4	0.5	0.5	0.0	1.4	4.5	-3.1
Coast	7.8	7.4	0.4	5	6.4	7.4	-1.0	2.3	1.6	0.7	2.4	1.3	1.1	2.4	1.6	0.8	10.9	7.5	3.4	20.1	16.0	4.1	8.7	7.4	1.3
Edge	2.6	2.7	-0.1	12	7.6	6.4	1.2	3.8	4.5	-0.7	2.8	3.3	-0.5	2.5	2.7	-0.2	2.6	2.8	-0.2	1.7	2.1	-0.4	3.3	3.0	0.3
Flava	9.7	9.6	0.1	2	25.3	21.7	3.6	13.9	15.0	-1.1	15.9	16.3	-0.4	13.6	12.5	1.1	5.2	5.1	0.1	1.5	3.2	-1.7	15.2	13.6	1.6
Life FM	2.2	1.9	0.3	13	4.1	3.1	1.0	1.2	1.2	0.0	1.2	1.0	0.2	1.3	1.1	0.2	2.0	1.2	0.8	4.0	3.2	0.8	1.6	1.3	0.3
Mai FM	7.4	8.1	-0.7	6	9.1	13.1	-4.0	15.5	17.9	-2.4	15.0	15.3	-0.3	12.9	12.3	0.6	6.3	5.4	0.9	2.5	2.6	-0.1	7.4	8.9	-1.5
More FM	5.4	5.6	-0.2	9	11.7	4.9	6.8	3.3	4.3	-1.0	5.4	6.2	-0.8	5.9	5.6	0.3	5.3	7.3	-2.0	3.9	7.5	-3.6	5.7	4.7	1.0
Newstalk ZB	16.5	10.6	5.9	1	*	*	*	1.9	0.4	1.5	2.6	1.1	1.5	8.0	5.3	2.7	13.5	6.9	6.6	8.5	5.8	2.7	4.9	3.5	1.4
Radio Hauraki	1.7	2.0	-0.3	17	1.1	0.5	0.6	3.9	3.9	0.0	3.9	3.4	0.5	3.0	3.9	-0.9	1.0	2.7	-1.7	0.7	0.4	0.3	1.3	1.1	0.2
Rhema	1.9	1.4	0.5	15	*	*	*	1.5	1.2	0.3	1.6	1.5	0.1	2.0	1.8	0.2	4.3	2.3	2.0	3.6	1.9	1.7	5.4	2.6	2.8
Rock	4.6	5.7	-1.1	10	8.8	6.8	2.0	6.6	4.8	1.8	4.5	4.4	0.1	5.7	6.4	-0.7	4.3	8.8	-4.5	3.3	6.5	-3.2	4.1	4.7	-0.6
Sport Nation	0.1	0.1	0.0	19	0.6	0.3	0.3	0.2	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.0	*	*	*	*	*	*	*	*	*
Te Arawa FM	2.2	1.9	0.3	13	4.4	3.6	0.8	2.8	2.2	0.6	2.2	2.2	0.0	2.9	2.1	0.8	3.3	1.6	1.7	1.5	1.0	0.5	1.5	2.8	-1.3
The Heat	1.8	1.8	0.0	16	2.4	2.7	-0.3	1.5	2.0	-0.5	4.0	4.5	-0.5	2.9	3.1	-0.2	0.9	*	*	0.8	0.1	0.7	3.3	3.9	-0.6
The Hits	5.7	5.1	0.6	8	7.4	6.3	1.1	10.1	10.6	-0.5	10.2	8.3	1.9	9.5	7.0	2.5	5.7	5.1	0.6	2.5	3.4	-0.9	8.7	8.5	0.2
The Sound	6.9	9.0	-2.1	7	3.3	3.7	-0.4	5.8	4.7	1.1	4.9	7.4	-2.5	3.7	8.4	-4.7	8.9	12.3	-3.4	13.7	13.1	0.6	1.7	5.6	-3.9
ZM	3.1	3.4	-0.3	11	1.7	2.8	-1.1	9.9	7.0	2.9	8.7	5.8	2.9	6.4	4.8	1.6	0.8	3.9	-3.1	0.6	2.9	-2.3	3.0	3.6	-0.6
MediaWorks Combo	45.3	53.5	-8.2		45.7	50.7	-5.0	50.0	54.5	-4.5	46.5	54.4	-7.9	45.1	55.6	-10.5	48.4	61.8	-13.4	54.8	59.7	-4.9	46.1	51.4	-5.3
NZME Combo	45.7	38.0	7.7		42.3	38.7	3.6	42.2	38.5	3.7	43.9	36.2	7.7	45.2	35.2	10.0	40.7	31.3	9.4	33.8	31.6	2.2	41.8	37.9	3.9
Potential (000)	59.6	59.6	0.0		13.8	13.8	0.0	19.7	19.8	-0.1	18.9	18.9	0.0	27.0	27.0	0.0	16.0	16.0	0.0	14.0	14.0	0.0	12.0	12.1	-0.1
Sample	807	801	6		158	153	5	279	265	14	284	270	14	387	383	4	189	196	-7	186	179	7	183	175	8

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 (until S1 26), Hokonui, iHeartCountry (from S2 26)



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Station Share (%) by Daypart, People 10+
Survey Comparisons: 1/2026 - 2/2026

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	This	Last	+/-
Potential (000)	59.6	59.6	0.0
Sample Size	807	801	6

	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	8.8	11.6	-2.8	3	9.0	11.4	-2.4	10.8	11.0	-0.2	6.1	4.9	1.2	5.5	6.4	-0.9	2.8	5.1	-2.3	9.1	9.4	-0.3
Breeze Classic	6.2	8.9	-2.7	8	11.9	10.4	1.5	8.4	9.1	-0.7	5.8	6.8	-1.0	4.8	6.6	-1.8	2.0	2.4	-0.4	8.8	9.3	-0.5
Channel X	1.2	2.8	-1.6	17	0.9	4.3	-3.4	1.1	5.3	-4.2	2.0	3.4	-1.4	2.5	1.6	0.9	*	0.1	*	1.2	2.5	-1.3
Coast	7.0	6.4	0.6	4	7.3	6.8	0.5	8.2	7.4	0.8	10.9	10.0	0.9	5.9	6.9	-1.0	1.1	1.2	-0.1	8.8	8.7	0.1
Edge	2.9	2.6	0.3	14	1.7	1.6	0.1	1.5	1.4	0.1	1.7	2.2	-0.5	5.3	5.2	0.1	9.2	11.4	-2.2	2.7	3.6	-0.9
Flava	9.2	7.3	1.9	2	6.9	6.9	0.0	9.8	7.6	2.2	8.6	10.0	-1.4	14.8	22.0	-7.2	11.3	12.4	-1.1	11.6	12.7	-1.1
Life FM	4.1	3.6	0.5	10	0.7	0.6	0.1	2.6	2.1	0.5	1.7	1.2	0.5	2.1	1.9	0.2	1.6	1.2	0.4	1.8	1.7	0.1
Mai FM	7.0	8.4	-1.4	4	7.4	8.4	-1.0	8.7	8.5	0.2	7.4	8.4	-1.0	7.5	9.6	-2.1	7.4	11.1	-3.7	6.7	6.3	0.4
More FM	6.5	6.6	-0.1	6	5.9	6.2	-0.3	4.8	6.2	-1.4	4.4	5.2	-0.8	5.2	3.9	1.3	0.8	1.0	-0.2	6.1	4.9	1.2
Newstalk ZB	19.3	13.5	5.8	1	13.2	8.6	4.6	10.6	6.9	3.7	17.4	12.3	5.1	26.7	17.9	8.8	30.7	22.3	8.4	17.1	9.2	7.9
Radio Hauraki	1.1	1.6	-0.5	18	1.1	1.9	-0.8	1.8	2.8	-1.0	1.9	2.4	-0.5	0.9	0.9	0.0	1.6	0.3	1.3	2.6	1.8	0.8
Rhema	3.1	2.2	0.9	13	1.9	1.2	0.7	1.5	0.9	0.6	2.0	2.1	-0.1	1.4	1.0	0.4	0.9	2.0	-1.1	1.3	1.1	0.2
Rock	3.6	5.1	-1.5	11	5.9	6.7	-0.8	6.1	6.4	-0.3	5.8	5.6	0.2	1.0	2.2	-1.2	1.6	10.2	-8.6	3.6	4.7	-1.1
Sport Nation	0.1	*	*	19	*	*	*	0.1	*	*	*	*	*	0.5	0.3	0.2	1.3	0.9	0.4	0.2	0.1	0.1
Te Arawa FM	3.5	2.4	1.1	12	2.0	1.8	0.2	2.0	1.9	0.1	2.5	2.9	-0.4	1.4	1.0	0.4	1.2	1.5	-0.3	1.8	1.3	0.5
The Heat	1.8	1.6	0.2	16	2.2	2.2	0.0	2.5	2.3	0.2	2.1	2.4	-0.3	1.6	0.9	0.7	1.7	1.7	0.0	0.8	1.0	-0.2
The Hits	6.5	5.2	1.3	6	8.4	5.7	2.7	8.7	7.1	1.6	4.2	3.3	0.9	2.9	1.7	1.2	0.6	0.5	0.1	2.5	4.7	-2.2
The Sound	4.5	6.2	-1.7	9	8.5	10.1	-1.6	5.9	8.4	-2.5	7.6	11.8	-4.2	3.7	2.1	1.6	3.9	2.6	1.3	9.6	12.1	-2.5
ZM	2.4	3.0	-0.6	15	3.3	3.7	-0.4	3.6	4.0	-0.4	6.5	4.2	2.3	3.9	3.7	0.2	0.5	1.4	-0.9	1.9	2.7	-0.8
MediaWorks Combo	41.1	52.3	-11.2		51.8	59.4	-7.6	48.0	56.4	-8.4	41.5	48.9	-7.4	35.8	37.6	-1.8	27.7	43.9	-16.2	48.2	53.4	-5.2
NZME Combo	45.6	37.1	8.5		40.4	33.6	6.8	43.0	35.6	7.4	49.7	42.1	7.6	55.9	53.2	2.7	65.6	38.1	27.5	44.7	39.9	4.8

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 (until S1 26), Hokonui, iHeartCountry (from S2 26)



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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	6.1	7.2	-1.1	2	1.2	1.1	0.1	2.0	1.5	0.5	2.1	2.1	0.0	3.0	3.3	-0.3	1.8	2.4	-0.6	1.6	2.4	-0.8	1.3	1.8	-0.5
Breeze Classic	3.7	3.6	0.1	9	*	*	*	0.2	*	*	0.3	0.2	0.1	0.5	0.6	-0.1	1.3	1.4	-0.1	2.3	2.2	0.1	0.4	0.4	0.0
Channel X	2.0	2.7	-0.7	14	0.1	0.5	-0.4	0.7	0.7	0.0	0.7	0.7	0.0	1.5	1.7	-0.2	1.0	1.3	-0.3	0.3	0.4	-0.1	0.5	0.8	-0.3
Coast	3.3	3.6	-0.3	12	0.4	0.6	-0.2	0.5	0.3	0.2	0.6	0.4	0.2	0.8	0.7	0.1	1.4	1.3	0.1	1.7	1.6	0.1	0.4	0.5	-0.1
Edge	3.6	3.4	0.2	11	1.3	0.8	0.5	2.2	1.8	0.4	1.6	1.5	0.1	1.9	2.0	-0.1	0.7	1.1	-0.4	0.4	0.7	-0.3	0.8	0.8	0.0
Flava	9.5	9.8	-0.3	1	3.6	3.8	-0.2	3.8	4.5	-0.7	4.0	4.4	-0.4	5.2	5.1	0.1	1.9	1.6	0.3	0.7	0.9	-0.2	2.9	2.7	0.2
Life FM	1.6	1.3	0.3	17	0.6	0.4	0.2	0.3	0.3	0.0	0.4	0.3	0.1	0.5	0.5	0.0	0.5	0.4	0.1	0.5	0.4	0.1	0.4	0.3	0.1
Mai FM	5.8	7.0	-1.2	3	1.9	2.5	-0.6	2.5	3.7	-1.2	2.8	3.4	-0.6	3.4	3.9	-0.5	1.1	1.1	0.0	0.5	0.5	0.0	1.8	1.9	-0.1
More FM	5.6	4.9	0.7	4	2.0	1.0	1.0	1.6	1.6	0.0	1.5	1.8	-0.3	2.3	2.4	-0.1	1.5	1.5	0.0	1.1	1.3	-0.2	1.3	1.4	-0.1
Newstalk ZB	4.0	3.0	1.0	7	*	*	*	0.4	0.2	0.2	0.8	0.5	0.3	1.5	1.0	0.5	0.9	0.6	0.3	1.0	0.9	0.1	0.3	0.3	0.0
Radio Hauraki	1.9	1.7	0.2	15	0.5	0.2	0.3	1.1	0.9	0.2	0.8	0.9	-0.1	1.0	1.2	-0.2	0.4	0.4	0.0	0.2	0.2	0.0	0.2	0.3	-0.1
Rhema	1.1	1.2	-0.1	18	*	*	*	0.3	0.4	-0.1	0.3	0.5	-0.2	0.5	0.7	-0.2	0.5	0.5	0.0	0.5	0.4	0.1	0.4	0.3	0.1
Rock	3.8	4.0	-0.2	8	0.8	0.7	0.1	1.4	1.0	0.4	1.7	1.4	0.3	2.5	2.7	-0.2	1.0	1.6	-0.6	0.4	0.5	-0.1	0.7	0.9	-0.2
Sport Nation	0.2	0.2	0.0	19	0.2	0.1	0.1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Te Arawa FM	3.7	3.4	0.3	9	1.5	1.1	0.4	1.3	1.3	0.0	0.7	1.0	-0.3	1.5	1.6	-0.1	1.3	0.9	0.4	0.7	0.6	0.1	0.3	0.7	-0.4
The Heat	2.8	3.1	-0.3	13	1.1	1.3	-0.2	0.9	1.2	-0.3	1.3	1.6	-0.3	1.5	1.7	-0.2	0.4	0.1	0.3	0.2	0.1	0.1	0.6	1.1	-0.5
The Hits	4.9	5.8	-0.9	6	1.3	1.5	-0.2	2.0	2.4	-0.4	1.7	1.9	-0.2	2.6	2.8	-0.2	1.6	2.0	-0.4	1.0	1.4	-0.4	1.1	1.5	-0.4
The Sound	5.4	6.3	-0.9	5	0.4	0.4	0.0	1.1	1.4	-0.3	1.5	1.7	-0.2	1.8	2.4	-0.6	1.9	2.5	-0.6	2.7	3.0	-0.3	0.8	1.1	-0.3
ZM	1.9	2.9	-1.0	15	0.3	0.6	-0.3	1.3	1.5	-0.2	1.2	1.4	-0.2	1.4	1.8	-0.4	0.3	0.8	-0.5	0.2	0.4	-0.2	0.7	1.0	-0.3
MediaWorks Combo	25.7	26.7	-1.0		5.8	5.5	0.3	8.2	8.0	0.2	8.1	7.9	0.2	11.3	12.0	-0.7	6.9	8.2	-1.3	6.8	7.6	-0.8	5.3	5.6	-0.3
NZME Combo	22.6	22.5	0.1		5.2	5.5	-0.3	8.0	8.0	0.0	8.6	8.1	0.5	11.7	11.0	0.7	5.5	5.6	-0.1	3.9	4.4	-0.5	5.2	5.3	-0.1
All Commercial Radio	39.3	38.5	0.8		8.3	7.9	0.4	12.3	11.5	0.8	12.7	11.9	0.8	18.4	17.7	0.7	10.7	11.3	-0.6	9.2	9.9	-0.7	8.2	8.3	-0.1
Potential (000)	59.6	59.6	0.0		13.8	13.8	0.0	19.7	19.8	-0.1	18.9	18.9	0.0	27.0	27.0	0.0	16.0	16.0	0.0	14.0	14.0	0.0	12.0	12.1	-0.1
Sample	807	801	6		158	153	5	279	265	14	284	270	14	387	383	4	189	196	-7	186	179	7	183	175	8

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	This	Last	+/-
Potential (000)	59.6	59.6	0.0
Sample Size	807	801	6

	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	3.1	3.6	-0.5	4	2.2	3.1	-0.9	3.1	4.4	-1.3	2.1	2.4	-0.3	0.9	1.1	-0.2	0.5	0.7	-0.2	4.2	4.3	-0.1
Breeze Classic	2.1	2.4	-0.3	9	2.8	2.4	0.4	2.0	2.5	-0.5	1.9	2.0	-0.1	0.4	0.5	-0.1	0.2	0.2	0.0	2.7	2.4	0.3
Channel X	1.0	1.6	-0.6	16	0.8	1.3	-0.5	1.0	1.4	-0.4	1.2	1.5	-0.3	0.4	0.3	0.1	*	*	*	1.1	1.6	-0.5
Coast	2.0	1.7	0.3	10	1.5	1.8	-0.3	1.9	2.5	-0.6	1.9	1.8	0.1	0.8	0.9	-0.1	0.2	0.3	-0.1	2.0	2.1	-0.1
Edge	1.9	1.9	0.0	12	1.4	1.2	0.2	1.4	1.4	0.0	1.2	1.2	0.0	0.7	0.7	0.0	0.4	0.4	0.0	1.7	1.8	-0.1
Flava	5.0	4.5	0.5	1	4.3	4.8	-0.5	5.6	5.3	0.3	4.0	5.2	-1.2	2.5	2.9	-0.4	1.2	1.2	0.0	6.0	6.1	-0.1
Life FM	1.1	0.9	0.2	15	0.3	0.3	0.0	1.0	0.8	0.2	1.0	0.8	0.2	0.3	0.2	0.1	0.2	0.1	0.1	0.9	0.8	0.1
Mai FM	3.8	4.3	-0.5	2	2.4	3.3	-0.9	3.0	4.2	-1.2	2.2	2.8	-0.6	1.1	1.5	-0.4	0.5	0.7	-0.2	3.9	4.0	-0.1
More FM	3.1	2.9	0.2	4	2.5	2.1	0.4	2.5	2.5	0.0	2.1	2.1	0.0	1.1	0.8	0.3	0.3	0.2	0.1	3.6	2.9	0.7
Newstalk ZB	3.2	2.4	0.8	3	2.4	2.0	0.4	2.4	1.7	0.7	2.2	1.6	0.6	1.4	1.0	0.4	1.5	1.1	0.4	2.5	1.5	1.0
Radio Hauraki	0.9	0.9	0.0	17	0.8	0.8	0.0	0.8	1.0	-0.2	0.9	1.1	-0.2	0.3	0.3	0.0	0.1	*	*	1.4	0.9	0.5
Rhema	0.9	0.9	0.0	17	0.7	0.5	0.2	0.4	0.6	-0.2	0.7	0.7	0.0	0.3	0.2	0.1	*	0.1	*	0.8	0.6	0.2
Rock	2.0	2.4	-0.4	10	2.0	2.1	-0.1	2.0	2.0	0.0	2.2	2.1	0.1	0.2	0.5	-0.3	0.4	0.6	-0.2	1.8	2.2	-0.4
Sport Nation	*	*	*	*	*	*	*	*	*	*	*	*	*	0.1	0.1	0.0	0.2	0.1	0.1	0.2	0.1	0.1
Te Arawa FM	2.3	2.1	0.2	8	1.0	1.1	-0.1	0.9	1.2	-0.3	1.1	1.1	0.0	0.3	0.2	0.1	0.1	0.3	-0.2	2.0	1.8	0.2
The Heat	1.5	1.4	0.1	13	0.8	1.1	-0.3	1.8	1.7	0.1	1.3	1.3	0.0	0.5	0.2	0.3	0.2	0.3	-0.1	0.8	0.9	-0.1
The Hits	2.8	2.8	0.0	6	2.6	2.3	0.3	2.7	2.8	-0.1	2.1	2.0	0.1	0.3	0.4	-0.1	0.3	0.2	0.1	2.3	2.7	-0.4
The Sound	2.4	2.8	-0.4	7	3.1	3.6	-0.5	2.2	3.0	-0.8	2.6	3.5	-0.9	0.7	0.9	-0.2	0.2	0.2	0.0	4.0	4.4	-0.4
ZM	1.4	2.0	-0.6	14	0.8	1.2	-0.4	1.0	1.7	-0.7	1.1	1.8	-0.7	0.5	0.7	-0.2	0.2	0.3	-0.1	1.1	1.7	-0.6
MediaWorks Combo	16.5	18.1	-1.6		15.0	15.6	-0.6	15.2	17.8	-2.6	12.7	14.4	-1.7	5.1	5.8	-0.7	2.4	2.8	-0.4	18.5	18.5	0.0
NZME Combo	14.5	13.4	1.1		12.2	12.2	0.0	13.8	13.5	0.3	11.8	12.3	-0.5	6.1	5.9	0.2	3.6	2.9	0.7	14.2	13.8	0.4
All Commercial Radio	29.2	28.8	0.4		24.9	24.5	0.4	26.6	28.1	-1.5	24.4	25.4	-1.0	11.1	10.9	0.2	5.9	5.3	0.6	29.2	28.5	0.7

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 (until S1 26), Hokonui, iHeartCountry (from S2 26)



ROTORUA COMMERCIAL RADIO - GfK SURVEY 2 2026

Average Time Spent Listening (hh:mm) by Demographic, Mon-Sun 12mn-12mn
Survey Comparisons: 1/2026 - 2/2026

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

	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	8:28	8:29	-0:01	3:25	3:36	-0:11	9:09	11:45	-2:35	8:32	11:26	-2:54	8:27	10:23	-1:56	8:12	7:49	0:22	9:36	7:54	1:42	13:37	11:57	1:39
Breeze Classic	12:56	15:17	-2:21	*	*	*	3:23	*	*	4:06	5:10	-1:03	4:08	15:20	-11:12	11:13	16:41	-5:28	13:18	13:20	-0:01	12:16	10:07	2:09
Channel X	3:43	8:05	-4:22	4:26	19:47	-15:21	5:09	15:56	-10:46	4:35	9:23	-4:47	3:46	6:05	-2:18	2:57	2:57	0:00	2:49	1:57	0:51	3:14	7:15	-4:00
Coast	14:08	12:59	1:09	15:50	11:12	4:38	7:36	8:50	-1:14	7:39	6:30	1:08	7:34	5:59	1:34	11:45	10:13	1:31	18:07	17:19	0:48	22:28	21:15	1:13
Edge	4:18	4:59	-0:40	4:56	7:23	-2:26	2:53	4:01	-1:08	3:12	4:00	-0:47	3:17	3:48	-0:30	5:31	4:38	0:53	7:21	5:38	1:43	4:28	4:35	-0:06
Flava	6:09	6:06	0:02	6:07	5:13	0:53	5:55	5:31	0:23	7:04	6:54	0:09	6:34	6:45	-0:10	4:15	6:01	-1:45	3:14	6:12	-2:58	5:56	6:37	-0:40
Life FM	8:14	8:44	-0:30	6:27	6:48	-0:21	6:15	6:51	-0:36	5:38	6:51	-1:13	6:41	6:05	0:36	6:44	5:34	1:09	11:28	15:55	-4:26	4:20	5:15	-0:55
Mai FM	7:40	7:15	0:25	4:06	4:48	-0:42	9:56	8:11	1:45	9:29	8:31	0:58	9:43	8:35	1:08	9:14	8:55	0:18	7:30	8:49	-1:18	4:42	6:03	-1:21
More FM	5:53	7:08	-1:14	5:13	4:37	0:35	3:14	4:22	-1:08	6:16	6:37	-0:21	6:26	6:21	0:04	5:27	9:05	-3:38	5:23	10:25	-5:01	5:08	4:16	0:51
Newstalk ZB	25:05	21:59	3:05	*	*	*	8:09	3:31	4:37	5:50	4:01	1:49	13:32	14:15	-0:42	22:41	20:37	2:03	13:42	10:54	2:48	19:37	17:43	1:54
Radio Hauraki	5:19	7:20	-2:01	1:54	2:52	-0:58	5:57	7:32	-1:35	8:21	6:50	1:30	7:16	8:41	-1:25	4:01	11:08	-7:07	4:40	3:46	0:53	8:19	4:54	3:25
Rhema	10:17	7:14	3:02	*	*	*	8:35	4:40	3:54	9:07	5:46	3:21	10:03	7:39	2:23	12:51	8:57	3:53	11:04	7:31	3:32	14:25	10:29	3:55
Rock	7:11	8:51	-1:39	8:56	8:22	0:34	7:32	7:41	-0:09	4:47	5:43	-0:56	5:48	6:40	-0:52	6:53	10:14	-3:21	13:32	21:20	-7:48	6:27	6:37	-0:10
Sport Nation	3:35	3:08	0:27	3:15	3:15	0:00	8:15	8:15	0:00	8:15	8:15	0:00	8:15	8:15	0:00	*	*	*	*	*	*	*	*	*
Te Arawa FM	3:38	3:27	0:10	2:33	2:57	-0:23	3:33	2:53	0:40	5:20	3:59	1:21	4:46	3:46	1:00	4:00	3:17	0:43	3:30	3:06	0:24	5:33	5:00	0:32
The Heat	3:52	3:38	0:14	1:54	1:57	-0:02	2:57	2:44	0:13	5:39	5:07	0:32	5:01	4:56	0:04	4:00	0:30	3:30	6:27	2:15	4:12	5:49	4:27	1:21
The Hits	7:02	5:29	1:33	5:02	3:56	1:05	8:16	7:25	0:50	10:36	7:59	2:36	9:20	6:53	2:27	5:40	4:40	1:00	4:02	4:17	-0:15	9:11	7:25	1:45
The Sound	7:45	9:01	-1:15	7:46	8:02	-0:16	8:19	5:34	2:45	5:56	8:03	-2:06	5:07	9:30	-4:22	7:26	8:58	-1:32	7:56	7:49	0:07	2:17	6:52	-4:35
ZM	9:47	7:21	2:26	4:41	4:08	0:33	12:49	7:48	5:01	12:48	7:56	4:52	11:46	7:19	4:27	4:39	9:22	-4:43	5:43	13:05	-7:22	4:29	4:42	-0:13
MediaWorks Combo	10:36	12:31	-1:54	6:48	8:25	-1:36	9:58	11:22	-1:23	10:16	12:47	-2:31	10:05	12:46	-2:41	10:58	13:46	-2:48	12:42	13:54	-1:12	9:52	11:46	-1:54
NZME Combo	12:08	10:32	1:35	7:02	6:27	0:35	8:37	8:03	0:33	9:08	8:18	0:49	9:48	8:48	1:00	11:31	10:19	1:12	13:42	12:41	1:01	9:05	9:14	-0:08
All Commercial Radio	15:17	16:13	-0:56	10:26	11:38	-1:12	13:18	14:27	-1:09	14:03	15:42	-1:38	13:46	15:34	-1:48	14:37	16:12	-1:35	17:12	17:56	-0:43	13:52	15:41	-1:48
Potential (000)	59.6	59.6	0.0	13.8	13.8	0.0	19.7	19.8	-0.1	18.9	18.9	0.0	27.0	27.0	0.0	16.0	16.0	0.0	14.0	14.0	0.0	12.0	12.1	-0.1
Sample	807	801	6	158	153	5	279	265	14	284	270	14	387	383	4	189	196	-7	186	179	7	183	175	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 (until S1 26), Hokonui, iHeartCountry (from S2 26)



ROTORUA COMMERCIAL RADIO - GfK SURVEY 2 2026

Average Time Spent Listening (hh:mm) by Daypart, People 10+
Survey Comparisons: 1/2026 - 2/2026

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

	This	Last	+/-
Potential (000)	59.6	59.6	0.0
Sample Size	807	801	6

	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	3:16	3:41	-0:24	4:26	4:28	-0:02	4:12	3:20	0:51	1:50	1:19	0:31	1:36	1:32	0:04	1:27	1:42	-0:14	3:00	3:02	-0:01
Breeze Classic	3:25	4:13	-0:47	4:43	5:09	-0:26	5:08	4:53	0:15	1:54	2:10	-0:16	2:53	3:20	-0:26	2:11	2:18	-0:06	4:30	5:27	-0:57
Channel X	1:29	1:55	-0:26	1:18	4:05	-2:46	1:22	5:04	-3:42	1:02	1:30	-0:27	1:31	1:42	-0:10	*	0:30	*	1:31	2:14	-0:43
Coast	3:59	4:21	-0:22	5:12	4:30	0:42	5:12	3:57	1:14	3:41	3:40	0:00	1:54	2:05	-0:10	1:27	0:56	0:31	6:05	5:45	0:20
Edge	1:50	1:32	0:17	1:21	1:31	-0:09	1:15	1:21	-0:06	0:52	1:13	-0:21	2:03	1:53	0:10	6:30	5:52	0:38	2:06	2:48	-0:42
Flava	2:09	1:53	0:15	1:44	1:43	0:01	2:09	1:54	0:15	1:20	1:15	0:05	1:33	1:59	-0:25	2:29	2:18	0:11	2:40	2:56	-0:16
Life FM	4:25	4:41	-0:15	2:39	2:55	-0:15	3:02	3:27	-0:25	1:02	1:02	0:00	2:07	2:15	-0:07	2:05	1:59	0:05	2:55	2:53	0:02
Mai FM	2:08	2:16	-0:08	3:20	3:06	0:13	3:30	2:41	0:48	2:08	1:58	0:10	1:45	1:45	0:00	3:38	3:32	0:06	2:19	2:13	0:06
More FM	2:27	2:39	-0:12	2:36	3:35	-0:58	2:17	3:24	-1:06	1:20	1:38	-0:17	1:13	1:21	-0:08	0:48	0:55	-0:06	2:19	2:20	-0:00
Newstalk ZB	7:04	6:27	0:36	5:57	5:13	0:43	5:24	5:33	-0:08	4:53	4:54	-0:00	5:08	5:01	0:06	5:27	4:42	0:44	9:24	8:43	0:40
Radio Hauraki	1:23	2:02	-0:39	1:26	2:48	-1:21	2:35	3:51	-1:15	1:22	1:25	-0:03	0:54	0:57	-0:03	3:24	1:45	1:39	2:34	2:42	-0:07
Rhema	4:12	2:46	1:26	2:57	2:42	0:15	4:20	2:05	2:14	1:52	1:51	0:01	1:10	1:33	-0:22	5:30	3:17	2:12	2:09	2:29	-0:19
Rock	2:06	2:28	-0:21	3:08	3:55	-0:46	3:48	4:14	-0:25	1:39	1:45	-0:06	1:20	1:17	0:02	1:04	4:08	-3:04	2:46	2:56	-0:09
Sport Nation	1:45	1:45	0:00	0:45	0:45	0:00	1:45	1:45	0:00	*	*	*	1:21	1:18	0:02	2:15	2:15	0:00	1:18	1:15	0:02
Te Arawa FM	1:43	1:18	0:24	2:15	1:56	0:18	2:44	2:11	0:33	1:26	1:42	-0:15	1:18	1:17	0:01	2:06	1:09	0:57	1:15	0:59	0:15
The Heat	1:24	1:19	0:04	2:48	2:17	0:31	1:40	1:44	-0:03	1:02	1:13	-0:11	0:52	1:04	-0:11	2:16	1:18	0:58	1:25	1:34	-0:08
The Hits	2:44	2:09	0:35	3:34	3:03	0:30	3:54	3:21	0:32	1:16	1:02	0:14	2:16	1:08	1:07	0:34	0:38	-0:04	1:30	2:27	-0:57
The Sound	2:09	2:32	-0:22	2:58	3:25	-0:26	3:13	3:47	-0:34	1:48	2:11	-0:22	1:28	0:37	0:50	4:05	2:29	1:35	3:14	3:52	-0:37
ZM	1:56	1:42	0:13	4:43	3:50	0:53	4:15	3:14	1:00	3:40	1:30	2:09	2:04	1:20	0:44	0:50	1:07	-0:17	2:16	2:13	0:03
MediaWorks Combo	2:54	3:18	-0:24	3:47	4:36	-0:49	3:51	4:15	-0:24	2:03	2:13	-0:09	1:52	1:44	0:07	2:58	3:27	-0:29	3:33	4:02	-0:28
NZME Combo	3:40	3:11	0:28	3:38	3:20	0:18	3:48	3:32	0:15	2:38	2:13	0:25	2:26	2:23	0:03	4:41	2:58	1:42	4:19	4:02	0:16
All Commercial Radio	3:59	3:58	0:00	4:23	4:56	-0:32	4:36	4:46	-0:10	2:34	2:34	0:00	2:24	2:26	-0:02	4:25	4:15	0:10	4:41	4:54	-0:13

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 (until S1 26), Hokonui, iHeartCountry (from S2 26)