ROTORUA COMMERCIAL RADIO - GfK SURVEY 3 2026

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

Survey Comparisons: 2/2026 - 3/2026

This Survey Period: Sun Aug 10 to Sat Nov 1 2025 & Sun Feb 8 to Sat May 2 & Sun May 10 to Sat Aug 1 & Sun Aug 9 to Sat Oct 31 2026
Last 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

	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	8.6	-0.2	3	5.1	4.6	0.5	10.8	11.0	-0.2	9.8	9.9	-0.1	10.1	10.2	-0.1	8.9	9.7	-0.8	8.3	9.8	-1.5	13.5	16.1	-2.6
Breeze Classic	8.1	8.0	0.1	4	*	*	*	0.4	0.4	0.0	0.5	0.6	-0.1	0.6	0.8	-0.2	6.9	9.4	-2.5	19.9	19.5	0.4	3.4	4.3	-0.9
Channel X	1.7	1.2	0.5	15	2.8	0.7	2.1	1.9	2.1	-0.2	1.7	1.9	-0.2	1.7	2.2	-0.5	1.9	1.8	0.1	1.7	0.5	1.2	2.0	1.4	0.6
Coast	6.9	7.8	-0.9	6	4.2	6.4	-2.2	1.8	2.3	-0.5	1.5	2.4	-0.9	1.7	2.4	-0.7	11.3	10.9	0.4	19.9	20.1	-0.2	5.6	8.7	-3.1
Edge	2.6	2.6	0.0	13	6.3	7.6	-1.3	4.4	3.8	0.6	3.4	2.8	0.6	2.8	2.5	0.3	2.1	2.6	-0.5	1.3	1.7	-0.4	4.2	3.3	0.9
Flava	12.4	9.7	2.7	2	26.5	25.3	1.2	18.3	13.9	4.4	19.6	15.9	3.7	17.4	13.6	3.8	7.8	5.2	2.6	2.3	1.5	0.8	17.4	15.2	2.2
Life FM	1.8	2.2	-0.4	14	2.4	4.1	-1.7	0.8	1.2	-0.4	1.1	1.2	-0.1	1.3	1.3	0.0	2.1	2.0	0.1	3.4	4.0	-0.6	2.0	1.6	0.4
Mai FM	7.6	7.4	0.2	5	8.6	9.1	-0.5	15.0	15.5	-0.5	15.0	15.0	0.0	12.4	12.9	-0.5	5.9	6.3	-0.4	2.8	2.5	0.3	7.1	7.4	-0.3
More FM	5.8	5.4	0.4	8	10.7	11.7	-1.0	4.2	3.3	0.9	7.4	5.4	2.0	6.4	5.9	0.5	4.7	5.3	-0.6	4.4	3.9	0.5	8.3	5.7	2.6
Newstalk ZB	14.8	16.5	-1.7	1	*	*	*	1.4	1.9	-0.5	2.0	2.6	-0.6	7.1	8.0	-0.9	14.6	13.5	1.1	9.4	8.5	0.9	4.0	4.9	-0.9
Radio Hauraki	1.6	1.7	-0.1	18	1.4	1.1	0.3	3.6	3.9	-0.3	3.7	3.9	-0.2	2.7	3.0	-0.3	0.3	1.0	-0.7	0.4	0.7	-0.3	1.3	1.3	0.0
Rhema	1.7	1.9	-0.2	15	*	*	*	0.8	1.5	-0.7	1.1	1.6	-0.5	1.6	2.0	-0.4	4.1	4.3	-0.2	3.7	3.6	0.1	5.0	5.4	-0.4
Rock	5.3	4.6	0.7	9	10.0	8.8	1.2	5.6	6.6	-1.0	2.7	4.5	-1.8	6.2	5.7	0.5	8.5	4.3	4.2	3.7	3.3	0.4	4.3	4.1	0.2
Sport Nation	*	0.1	*	*	*	0.6	*	0.1	0.2	-0.1	0.1	0.2	-0.1	0.1	0.1	0.0	*	*	*	*	*	*	*	*	*
Te Arawa FM	2.7	2.2	0.5	12	3.8	4.4	-0.6	3.0	2.8	0.2	2.6	2.2	0.4	3.5	2.9	0.6	4.0	3.3	0.7	1.9	1.5	0.4	4.4	1.5	2.9
The Heat	1.7	1.8	-0.1	15	2.2	2.4	-0.2	1.4	1.5	-0.1	3.5	4.0	-0.5	2.6	2.9	-0.3	1.0	0.9	0.1	0.8	0.8	0.0	2.6	3.3	-0.7
The Hits	6.3	5.7	0.6	7	10.5	7.4	3.1	11.4	10.1	1.3	10.3	10.2	0.1	9.2	9.5	-0.3	4.8	5.7	-0.9	2.1	2.5	-0.4	8.5	8.7	-0.2
The Sound	5.1	6.9	-1.8	10	3.2	3.3	-0.1	4.2	5.8	-1.6	3.5	4.9	-1.4	3.0	3.7	-0.7	7.2	8.9	-1.7	10.9	13.7	-2.8	1.1	1.7	-0.6
ZM	3.1	3.1	0.0	11	1.7	1.7	0.0	8.9	9.9	-1.0	8.2	8.7	-0.5	6.0	6.4	-0.4	0.9	0.8	0.1	0.6	0.6	0.0	2.8	3.0	-0.2
MediaWorks Combo	45.2	45.3	-0.1		46.8	45.7	1.1	47.6	50.0	-2.4	45.6	46.5	-0.9	44.5	45.1	-0.6	46.3	48.4	-2.1	53.1	54.8	-1.7	46.0	46.1	-0.1
NZME Combo	46.3	45.7	0.6		44.3	42.3	2.0	45.6	42.2	3.4	45.4	43.9	1.5	45.9	45.2	0.7	42.4	40.7	1.7	36.0	33.8	2.2	39.4	41.8	-2.4
Potential (000)	59.6	59.6	0.0		13.8	13.8	0.0	19.9	19.7	0.2	18.9	18.9	0.0	27.0	27.0	0.0	16.0	16.0	0.0	14.0	14.0	0.0	12.1	12.0	0.1
Sample	862	807	55		154	158	-4	284	279	5	298	284	14	407	387	20	198	189	9	207	186	21	198	183	15

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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ROTORUA COMMERCIAL RADIO - GfK SURVEY 3 2026

Station Share (%) by Daypart, People 10+
Survey Comparisons: 2/2026 - 3/2026

This Survey Period: Sun Aug 10 to Sat Nov 1 2025 & Sun Feb 8 to Sat May 2 & Sun May 10 to Sat Aug 1 & Sun Aug 9 to Sat Oct 31 2026

Last 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

	This	Last	+/-
Potential (000)	59.6	59.6	0.0
Sample Size	862	807	55

	Breakfast Mon-Fri 6am-9am				Morning Mon-Fri 9am-12md			Afternoon Mon-Fri 12md-4pm			Drive Mon-Fri 4pm-7pm			Night Mon-Fri 7pm-12mn			Mid Dawn Mon-Fri 12mn-6am			Weekend Sat-Sun 12mn-12mn		
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	8.2	8.8	-0.6	3	10.4	9.0	1.4	10.3	10.8	-0.5	4.9	6.1	-1.2	4.1	5.5	-1.4	2.7	2.8	-0.1	8.7	9.1	-0.4
Breeze Classic	6.4	6.2	0.2	7	11.5	11.9	-0.4	8.7	8.4	0.3	6.2	5.8	0.4	3.9	4.8	-0.9	1.7	2.0	-0.3	9.3	8.8	0.5
Channel X	1.1	1.2	-0.1	18	1.8	0.9	0.9	1.6	1.1	0.5	1.9	2.0	-0.1	2.7	2.5	0.2	*	*	*	2.0	1.2	0.8
Coast	7.2	7.0	0.2	4	7.0	7.3	-0.3	7.7	8.2	-0.5	9.8	10.9	-1.1	3.6	5.9	-2.3	1.0	1.1	-0.1	6.5	8.8	-2.3
Edge	3.6	2.9	0.7	12	1.7	1.7	0.0	1.5	1.5	0.0	1.9	1.7	0.2	4.9	5.3	-0.4	7.1	9.2	-2.1	2.7	2.7	0.0
Flava	11.3	9.2	2.1	2	8.9	6.9	2.0	11.8	9.8	2.0	11.0	8.6	2.4	19.1	14.8	4.3	18.9	11.3	7.6	14.7	11.6	3.1
Life FM	3.5	4.1	-0.6	13	0.6	0.7	-0.1	2.1	2.6	-0.5	1.4	1.7	-0.3	1.8	2.1	-0.3	*	1.6	*	1.8	1.8	0.0
Mai FM	6.9	7.0	-0.1	6	7.4	7.4	0.0	8.7	8.7	0.0	8.1	7.4	0.7	7.1	7.5	-0.4	7.8	7.4	0.4	7.2	6.7	0.5
More FM	5.3	6.5	-1.2	8	6.6	5.9	0.7	6.7	4.8	1.9	4.4	4.4	0.0	8.2	5.2	3.0	0.9	0.8	0.1	5.8	6.1	-0.3
Newstalk ZB	18.2	19.3	-1.1	1	10.4	13.2	-2.8	8.6	10.6	-2.0	16.4	17.4	-1.0	24.4	26.7	-2.3	33.2	30.7	2.5	15.1	17.1	-2.0
Radio Hauraki	1.8	1.1	0.7	16	1.0	1.1	-0.1	1.7	1.8	-0.1	2.0	1.9	0.1	0.8	0.9	-0.1	1.5	1.6	-0.1	1.7	2.6	-0.9
Rhema	2.5	3.1	-0.6	14	1.9	1.9	0.0	1.7	1.5	0.2	1.5	2.0	-0.5	1.2	1.4	-0.2	0.8	0.9	-0.1	1.2	1.3	-0.1
Rock	4.1	3.6	0.5	9	6.7	5.9	0.8	6.9	6.1	0.8	7.0	5.8	1.2	3.3	1.0	2.3	1.2	1.6	-0.4	3.8	3.6	0.2
Sport Nation	*	0.1	*	*	*	*	*	0.1	0.1	0.0	*	*	*	0.1	0.5	-0.4	*	1.3	*	*	0.2	*
Te Arawa FM	4.1	3.5	0.6	9	2.3	2.0	0.3	2.6	2.0	0.6	2.6	2.5	0.1	1.5	1.4	0.1	1.2	1.2	0.0	2.5	1.8	0.7
The Heat	1.8	1.8	0.0	16	2.0	2.2	-0.2	2.4	2.5	-0.1	2.0	2.1	-0.1	1.2	1.6	-0.4	1.7	1.7	0.0	0.7	0.8	-0.1
The Hits	7.2	6.5	0.7	4	8.9	8.4	0.5	8.0	8.7	-0.7	4.4	4.2	0.2	2.6	2.9	-0.3	1.2	0.6	0.6	4.5	2.5	2.0
The Sound	3.8	4.5	-0.7	11	6.3	8.5	-2.2	3.7	5.9	-2.2	5.1	7.6	-2.5	2.8	3.7	-0.9	3.5	3.9	-0.4	7.4	9.6	-2.2
ZM	2.2	2.4	-0.2	15	3.3	3.3	0.0	3.6	3.6	0.0	7.1	6.5	0.6	3.6	3.9	-0.3	0.2	0.5	-0.3	2.0	1.9	0.1
MediaWorks Combo	39.7	41.1	-1.4		52.8	51.8	1.0	48.8	48.0	0.8	40.4	41.5	-1.1	38.4	35.8	2.6	24.8	27.7	-2.9	47.7	48.2	-0.5
NZME Combo	48.1	45.6	2.5		40.1	40.4	-0.3	42.1	43.0	-0.9	51.7	49.7	2.0	54.7	55.9	-1.2	71.4	65.6	5.8	44.8	44.7	0.1

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

Survey Comparisons: 2/2026 - 3/2026

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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	5.6	6.1	-0.5	3	1.0	1.2	-0.2	2.1	2.0	0.1	2.1	2.1	0.0	2.8	3.0	-0.2	1.6	1.8	-0.2	1.5	1.6	-0.1	1.1	1.3	-0.2
Breeze Classic	3.8	3.7	0.1	9	*	*	*	0.3	0.2	0.1	0.3	0.3	0.0	0.4	0.5	-0.1	0.9	1.3	-0.4	2.4	2.3	0.1	0.3	0.4	-0.1
Channel X	2.4	2.0	0.4	14	0.7	0.1	0.6	0.7	0.7	0.0	0.7	0.7	0.0	1.3	1.5	-0.2	0.8	1.0	-0.2	0.3	0.3	0.0	0.6	0.5	0.1
Coast	3.2	3.3	-0.1	12	0.1	0.4	-0.3	0.4	0.5	-0.1	0.4	0.6	-0.2	0.8	0.8	0.0	1.5	1.4	0.1	1.8	1.7	0.1	0.3	0.4	-0.1
Edge	3.9	3.6	0.3	8	1.5	1.3	0.2	2.5	2.2	0.3	1.7	1.6	0.1	2.0	1.9	0.1	0.7	0.7	0.0	0.3	0.4	-0.1	0.8	0.8	0.0
Flava	10.6	9.5	1.1	1	4.2	3.6	0.6	4.2	3.8	0.4	4.4	4.0	0.4	5.6	5.2	0.4	1.9	1.9	0.0	0.8	0.7	0.1	3.1	2.9	0.2
Life FM	1.5	1.6	-0.1	17	0.3	0.6	-0.3	0.4	0.3	0.1	0.5	0.4	0.1	0.7	0.5	0.2	0.6	0.5	0.1	0.6	0.5	0.1	0.5	0.4	0.1
Mai FM	5.9	5.8	0.1	2	1.8	1.9	-0.1	2.8	2.5	0.3	3.0	2.8	0.2	3.5	3.4	0.1	1.1	1.1	0.0	0.6	0.5	0.1	1.9	1.8	0.1
More FM	5.5	5.6	-0.1	4	1.6	2.0	-0.4	1.7	1.6	0.1	1.9	1.5	0.4	2.6	2.3	0.3	1.5	1.5	0.0	1.1	1.1	0.0	1.5	1.3	0.2
Newstalk ZB	4.0	4.0	0.0	7	*	*	*	0.4	0.4	0.0	0.7	0.8	-0.1	1.6	1.5	0.1	1.2	0.9	0.3	1.1	1.0	0.1	0.3	0.3	0.0
Radio Hauraki	1.9	1.9	0.0	15	0.7	0.5	0.2	1.2	1.1	0.1	0.8	0.8	0.0	1.0	1.0	0.0	0.2	0.4	-0.2	0.2	0.2	0.0	0.2	0.2	0.0
Rhema	1.2	1.1	0.1	18	*	*	*	0.2	0.3	-0.1	0.3	0.3	0.0	0.5	0.5	0.0	0.6	0.5	0.1	0.6	0.5	0.1	0.4	0.4	0.0
Rock	3.8	3.8	0.0	9	0.7	0.8	-0.1	1.3	1.4	-0.1	1.6	1.7	-0.1	2.5	2.5	0.0	1.3	1.0	0.3	0.5	0.4	0.1	0.7	0.7	0.0
Sport Nation	0.1	0.2	-0.1	19	*	0.2	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Te Arawa FM	3.8	3.7	0.1	9	1.2	1.5	-0.3	1.3	1.3	0.0	0.9	0.7	0.2	1.8	1.5	0.3	1.5	1.3	0.2	0.7	0.7	0.0	0.7	0.3	0.4
The Heat	2.5	2.8	-0.3	13	1.0	1.1	-0.1	0.8	0.9	-0.1	1.1	1.3	-0.2	1.3	1.5	-0.2	0.3	0.4	-0.1	0.2	0.2	0.0	0.5	0.6	-0.1
The Hits	5.4	4.9	0.5	5	1.4	1.3	0.1	2.5	2.0	0.5	2.0	1.7	0.3	3.0	2.6	0.4	1.5	1.6	-0.1	0.9	1.0	-0.1	1.2	1.1	0.1
The Sound	4.1	5.4	-1.3	6	0.1	0.4	-0.3	1.1	1.1	0.0	1.4	1.5	-0.1	1.7	1.8	-0.1	1.5	1.9	-0.4	2.2	2.7	-0.5	0.6	0.8	-0.2
ZM	1.9	1.9	0.0	15	0.3	0.3	0.0	1.3	1.3	0.0	1.2	1.2	0.0	1.4	1.4	0.0	0.3	0.3	0.0	0.2	0.2	0.0	0.8	0.7	0.1
MediaWorks Combo	25.9	25.7	0.2		5.7	5.8	-0.1	8.7	8.2	0.5	8.6	8.1	0.5	11.6	11.3	0.3	6.7	6.9	-0.2	7.0	6.8	0.2	5.4	5.3	0.1
NZME Combo	24.1	22.6	1.5		5.7	5.2	0.5	8.8	8.0	0.8	9.1	8.6	0.5	12.3	11.7	0.6	5.7	5.5	0.2	4.2	3.9	0.3	5.5	5.2	0.3
All Commercial Radio	40.7	39.3	1.4		8.9	8.3	0.6	13.0	12.3	0.7	13.2	12.7	0.5	18.9	18.4	0.5	11.0	10.7	0.3	9.9	9.2	0.7	8.5	8.2	0.3
Potential (000)	59.6	59.6	0.0		13.8	13.8	0.0	19.9	19.7	0.2	18.9	18.9	0.0	27.0	27.0	0.0	16.0	16.0	0.0	14.0	14.0	0.0	12.1	12.0	0.1
Sample	862	807	55		154	158	-4	284	279	5	298	284	14	407	387	20	198	189	9	207	186	21	198	183	15

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

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	This	Last	+/-
Potential (000)	59.6	59.6	0.0
Sample Size	862	807	55

	Breakfast Mon-Fri 6am-9am				Morning Mon-Fri 9am-12md			Afternoon Mon-Fri 12md-4pm			Drive Mon-Fri 4pm-7pm			Night Mon-Fri 7pm-12mn			Mid Dawn Mon-Fri 12mn-6am			Weekend Sat-Sun 12mn-12mn		
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	**2.6**	3.1	-0.5	5	**2.7**	2.2	0.5	**2.8**	3.1	-0.3	**1.5**	2.1	-0.6	**1.0**	0.9	0.1	**0.4**	0.5	-0.1	**3.4**	4.2	-0.8
Breeze Classic	**2.1**	2.1	0.0	10	**3.1**	2.8	0.3	**2.0**	2.0	0.0	**1.7**	1.9	-0.2	**0.5**	0.4	0.1	**0.2**	0.2	0.0	**2.9**	2.7	0.2
Channel X	**1.1**	1.0	0.1	15	**1.0**	0.8	0.2	**1.5**	1.0	0.5	**1.3**	1.2	0.1	**0.5**	0.4	0.1	*	*	*	**1.2**	1.1	0.1
Coast	**2.0**	2.0	0.0	11	**1.7**	1.5	0.2	**1.7**	1.9	-0.2	**1.9**	1.9	0.0	**0.7**	0.8	-0.1	**0.2**	0.2	0.0	**1.8**	2.0	-0.2
Edge	**2.2**	1.9	0.3	9	**1.4**	1.4	0.0	**1.6**	1.4	0.2	**1.3**	1.2	0.1	**0.8**	0.7	0.1	**0.5**	0.4	0.1	**1.7**	1.7	0.0
Flava	**5.4**	5.0	0.4	1	**5.2**	4.3	0.9	**6.2**	5.6	0.6	**4.8**	4.0	0.8	**3.0**	2.5	0.5	**1.3**	1.2	0.1	**7.1**	6.0	1.1
Life FM	**1.0**	1.1	-0.1	16	**0.3**	0.3	0.0	**1.1**	1.0	0.1	**0.9**	1.0	-0.1	**0.4**	0.3	0.1	*	0.2	*	**1.0**	0.9	0.1
Mai FM	**3.4**	3.8	-0.4	2	**2.6**	2.4	0.2	**3.1**	3.0	0.1	**2.3**	2.2	0.1	**1.2**	1.1	0.1	**0.6**	0.5	0.1	**4.2**	3.9	0.3
More FM	**2.6**	3.1	-0.5	5	**2.8**	2.5	0.3	**3.3**	2.5	0.8	**2.4**	2.1	0.3	**0.8**	1.1	-0.3	**0.2**	0.3	-0.1	**3.6**	3.6	0.0
Newstalk ZB	**3.1**	3.2	-0.1	3	**2.2**	2.4	-0.2	**2.1**	2.4	-0.3	**2.3**	2.2	0.1	**1.6**	1.4	0.2	**1.5**	1.5	0.0	**2.5**	2.5	0.0
Radio Hauraki	**1.0**	0.9	0.1	16	**0.7**	0.8	-0.1	**0.7**	0.8	-0.1	**0.8**	0.9	-0.1	**0.3**	0.3	0.0	**0.1**	0.1	0.0	**0.9**	1.4	-0.5
Rhema	**0.8**	0.9	-0.1	18	**0.9**	0.7	0.2	**0.7**	0.4	0.3	**0.4**	0.7	-0.3	**0.3**	0.3	0.0	*	*	*	**0.8**	0.8	0.0
Rock	**2.5**	2.0	0.5	8	**2.3**	2.0	0.3	**2.0**	2.0	0.0	**2.4**	2.2	0.2	**0.4**	0.2	0.2	**0.3**	0.4	-0.1	**1.7**	1.8	-0.1
Sport Nation	*	*	*	*	*	*	*	**0.1**	*	*	*	*	*	*	0.1	*	*	0.2	*	*	0.2	*
Te Arawa FM	**2.6**	2.3	0.3	5	**1.1**	1.0	0.1	**1.2**	0.9	0.3	**1.1**	1.1	0.0	**0.4**	0.3	0.1	**0.2**	0.1	0.1	**2.0**	2.0	0.0
The Heat	**1.4**	1.5	-0.1	13	**0.9**	0.8	0.1	**1.7**	1.8	-0.1	**1.2**	1.3	-0.1	**0.4**	0.5	-0.1	**0.2**	0.2	0.0	**0.7**	0.8	-0.1
The Hits	**3.1**	2.8	0.3	3	**2.6**	2.6	0.0	**2.5**	2.7	-0.2	**2.6**	2.1	0.5	**0.3**	0.3	0.0	**0.3**	0.3	0.0	**2.7**	2.3	0.4
The Sound	**2.0**	2.4	-0.4	11	**2.1**	3.1	-1.0	**1.5**	2.2	-0.7	**1.7**	2.6	-0.9	**0.8**	0.7	0.1	**0.3**	0.2	0.1	**3.3**	4.0	-0.7
ZM	**1.3**	1.4	-0.1	14	**0.9**	0.8	0.1	**1.1**	1.0	0.1	**1.1**	1.1	0.0	**0.5**	0.5	0.0	**0.1**	0.2	-0.1	**1.3**	1.1	0.2
MediaWorks Combo	**16.0**	16.5	-0.5		**15.6**	15.0	0.6	**16.1**	15.2	0.9	**12.6**	12.7	-0.1	**5.3**	5.1	0.2	**2.4**	2.4	0.0	**18.1**	18.5	-0.4
NZME Combo	**15.0**	14.5	0.5		**12.9**	12.2	0.7	**13.8**	13.8	0.0	**13.5**	11.8	1.7	**6.5**	6.1	0.4	**3.8**	3.6	0.2	**15.6**	14.2	1.4
All Commercial Radio	**29.5**	29.2	0.3		**26.0**	24.9	1.1	**27.4**	26.6	0.8	**25.5**	24.4	1.1	**11.8**	11.1	0.7	**5.9**	5.9	0.0	**30.6**	29.2	1.4

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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ROTORUA COMMERCIAL RADIO - GfK SURVEY 3 2026

Average Time Spent Listening (hh:mm) by Demographic, Mon-Sun 12mn-12mn

Survey Comparisons: 2/2026 - 3/2026

This Survey Period: Sun Aug 10 to Sat Nov 1 2025 & Sun Feb 8 to Sat May 2 & Sun May 10 to Sat Aug 1 & Sun Aug 9 to Sat Oct 31 2026
Last 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

	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	**9:12**	8:28	0:44	**4:53**	3:25	1:28	**9:50**	9:09	0:41	**9:04**	8:32	0:32	**9:56**	8:27	1:29	**9:25**	8:12	1:13	**8:56**	9:36	-0:40	**14:45**	13:37	1:08
Breeze Classic	**13:11**	12:56	0:14	*	*	*	**2:50**	3:23	-0:32	**3:42**	4:06	-0:23	**4:22**	4:08	0:14	**13:02**	11:13	1:49	**13:09**	13:18	-0:09	**12:35**	12:16	0:18
Channel X	**4:20**	3:43	0:36	**3:38**	4:26	-0:48	**5:13**	5:09	0:03	**4:39**	4:35	0:04	**3:34**	3:46	-0:12	**4:03**	2:57	1:06	**9:36**	2:49	6:47	**4:21**	3:14	1:07
Coast	**13:32**	14:08	-0:36	**27:34**	15:50	11:44	**8:37**	7:36	1:01	**6:36**	7:39	-1:03	**5:52**	7:34	-1:42	**13:00**	11:45	1:14	**17:43**	18:07	-0:23	**23:20**	22:28	0:51
Edge	**4:12**	4:18	-0:06	**3:51**	4:56	-1:05	**3:19**	2:53	0:26	**3:56**	3:12	0:44	**3:54**	3:17	0:37	**5:12**	5:31	-0:19	**6:49**	7:21	-0:32	**6:28**	4:28	1:59
Flava	**7:16**	6:09	1:07	**5:55**	6:07	-0:12	**8:06**	5:55	2:11	**8:42**	7:04	1:38	**8:40**	6:34	2:05	**6:49**	4:15	2:34	**4:38**	3:14	1:24	**6:51**	5:56	0:55
Life FM	**7:17**	8:14	-0:56	**7:14**	6:27	0:47	**4:17**	6:15	-1:57	**4:37**	5:38	-1:01	**5:25**	6:41	-1:16	**6:23**	6:44	-0:21	**9:28**	11:28	-2:00	**4:43**	4:20	0:23
Mai FM	**8:01**	7:40	0:21	**4:22**	4:06	0:15	**9:58**	9:56	0:02	**9:51**	9:29	0:21	**10:02**	9:43	0:19	**9:14**	9:14	0:00	**7:32**	7:30	0:02	**4:36**	4:42	-0:05
More FM	**6:32**	5:53	0:39	**6:03**	5:13	0:50	**4:29**	3:14	1:15	**7:25**	6:16	1:09	**6:49**	6:26	0:23	**5:17**	5:27	-0:10	**6:13**	5:23	0:49	**7:01**	5:08	1:53
Newstalk ZB	**23:08**	25:05	-1:56	*	*	*	**6:38**	8:09	-1:31	**5:18**	5:50	-0:31	**12:35**	13:32	-0:57	**20:55**	22:41	-1:45	**13:52**	13:42	0:09	**19:31**	19:37	-0:05
Radio Hauraki	**5:10**	5:19	-0:09	**1:55**	1:54	0:01	**5:45**	5:57	-0:11	**8:58**	8:21	0:36	**7:58**	7:16	0:42	**2:25**	4:01	-1:35	**2:56**	4:40	-1:44	**10:02**	8:19	1:43
Rhema	**8:53**	10:17	-1:23	*	*	*	**7:06**	8:35	-1:28	**6:43**	9:07	-2:23	**8:32**	10:03	-1:31	**12:31**	12:51	-0:20	**9:11**	11:04	-1:53	**14:48**	14:25	0:22
Rock	**8:28**	7:11	1:16	**13:23**	8:56	4:26	**7:45**	7:32	0:13	**3:24**	4:47	-1:22	**6:50**	5:48	1:01	**10:53**	6:53	4:00	**10:43**	13:32	-2:48	**7:58**	6:27	1:31
Sport Nation	**4:06**	3:35	0:30	*	3:15	*	**8:15**	8:15	0:00	**8:15**	8:15	0:00	**8:15**	8:15	0:00	*	*	*	*	*	*	*	*	*
Te Arawa FM	**4:19**	3:38	0:41	**2:59**	2:33	0:25	**4:27**	3:33	0:53	**5:26**	5:20	0:06	**5:17**	4:46	0:31	**4:33**	4:00	0:32	**4:12**	3:30	0:42	**7:15**	5:33	1:41
The Heat	**4:16**	3:52	0:23	**2:01**	1:54	0:06	**3:18**	2:57	0:21	**6:16**	5:39	0:37	**5:43**	5:01	0:42	**5:01**	4:00	1:01	**6:26**	6:27	-0:00	**6:00**	5:49	0:11
The Hits	**7:10**	7:02	0:08	**6:50**	5:02	1:48	**8:34**	8:16	0:18	**9:48**	10:36	-0:47	**8:36**	9:20	-0:44	**5:19**	5:40	-0:21	**3:45**	4:02	-0:16	**8:32**	9:11	-0:38
The Sound	**7:42**	7:45	-0:02	**41:45**	7:46	33:58	**7:02**	8:19	-1:17	**4:53**	5:56	-1:02	**4:52**	5:07	-0:15	**8:18**	7:26	0:52	**7:59**	7:56	0:03	**2:14**	2:17	-0:02
ZM	**10:02**	9:47	0:14	**4:53**	4:41	0:11	**12:34**	12:49	-0:14	**12:54**	12:48	0:05	**11:48**	11:46	0:01	**4:50**	4:39	0:11	**5:17**	5:43	-0:26	**4:25**	4:29	-0:03
MediaWorks Combo	**10:50**	10:36	0:13	**7:35**	6:48	0:47	**10:19**	9:58	0:21	**10:19**	10:16	0:03	**10:43**	10:05	0:37	**11:38**	10:58	0:40	**12:02**	12:42	-0:39	**10:32**	9:52	0:40
NZME Combo	**11:56**	12:08	-0:11	**7:11**	7:02	0:08	**9:47**	8:37	1:10	**9:46**	9:08	0:38	**10:25**	9:48	0:37	**12:36**	11:31	1:05	**13:32**	13:42	-0:10	**8:56**	9:05	-0:09
All Commercial Radio	**15:14**	15:17	-0:03	**10:28**	10:26	0:02	**14:28**	13:18	1:10	**14:46**	14:03	0:43	**14:48**	13:46	1:02	**15:22**	14:37	0:45	**16:02**	17:12	-1:10	**14:36**	13:52	0:44
Potential (000)	**59.6**	59.6	0.0	**13.8**	13.8	0.0	**19.9**	19.7	0.2	**18.9**	18.9	0.0	**27.0**	27.0	0.0	**16.0**	16.0	0.0	**14.0**	14.0	0.0	**12.1**	12.0	0.1
Sample	**862**	807	55	**154**	158	-4	**284**	279	5	**298**	284	14	**407**	387	20	**198**	189	9	**207**	186	21	**198**	183	15

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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ROTORUA COMMERCIAL RADIO - GfK SURVEY 3 2026

Average Time Spent Listening (hh:mm) by Daypart, People 10+
Survey Comparisons: 2/2026 - 3/2026

This Survey Period: Sun Aug 10 to Sat Nov 1 2025 & Sun Feb 8 to Sat May 2 & Sun May 10 to Sat Aug 1 & Sun Aug 9 to Sat Oct 31 2026

Last 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

	This	Last	+/-
Potential (000)	59.6	59.6	0.0
Sample Size	862	807	55

	Breakfast Mon-Fri 6am-9am			Morning Mon-Fri 9am-12md			Afternoon Mon-Fri 12md-4pm			Drive Mon-Fri 4pm-7pm			Night Mon-Fri 7pm-12mn			Mid Dawn Mon-Fri 12mn-6am			Weekend Sat-Sun 12mn-12mn		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	**3:38**	3:16	0:21	**4:31**	4:26	0:05	**4:40**	4:12	0:27	**2:02**	1:50	0:11	**1:14**	1:36	-0:21	**1:47**	1:27	0:20	**3:31**	3:00	0:30
Breeze Classic	**3:29**	3:25	0:03	**4:18**	4:43	-0:24	**5:33**	5:08	0:24	**2:19**	1:54	0:25	**2:34**	2:53	-0:18	**1:56**	2:11	-0:15	**4:29**	4:30	-0:00
Channel X	**1:09**	1:29	-0:19	**2:06**	1:18	0:48	**1:22**	1:22	0:00	**0:54**	1:02	-0:07	**1:39**	1:31	0:07	*	*	*	**2:19**	1:31	0:48
Coast	**4:05**	3:59	0:05	**4:39**	5:12	-0:32	**5:50**	5:12	0:37	**3:19**	3:41	-0:22	**1:37**	1:54	-0:17	**1:27**	1:27	-0:00	**5:09**	6:05	-0:55
Edge	**1:51**	1:50	0:01	**1:25**	1:21	0:03	**1:15**	1:15	-0:00	**0:58**	0:52	0:06	**1:51**	2:03	-0:12	**3:57**	6:30	-2:33	**2:10**	2:06	0:04
Flava	**2:23**	2:09	0:14	**1:58**	1:44	0:13	**2:27**	2:09	0:18	**1:26**	1:20	0:05	**1:56**	1:33	0:23	**3:58**	2:29	1:28	**2:53**	2:40	0:13
Life FM	**3:50**	4:25	-0:35	**2:16**	2:39	-0:23	**2:29**	3:02	-0:32	**0:59**	1:02	-0:03	**1:25**	2:07	-0:41	*	2:05	*	**2:28**	2:55	-0:27
Mai FM	**2:18**	2:08	0:10	**3:19**	3:20	-0:00	**3:39**	3:30	0:09	**2:11**	2:08	0:03	**1:44**	1:45	-0:01	**3:35**	3:38	-0:02	**2:25**	2:19	0:06
More FM	**2:23**	2:27	-0:04	**2:44**	2:36	0:07	**2:34**	2:17	0:16	**1:10**	1:20	-0:10	**3:00**	1:13	1:47	**1:05**	0:48	0:16	**2:16**	2:19	-0:03
Newstalk ZB	**6:45**	7:04	-0:18	**5:32**	5:57	-0:25	**5:23**	5:24	-0:01	**4:32**	4:53	-0:21	**4:43**	5:08	-0:24	**5:58**	5:27	0:31	**8:32**	9:24	-0:51
Radio Hauraki	**2:00**	1:23	0:37	**1:42**	1:26	0:16	**3:11**	2:35	0:35	**1:33**	1:22	0:10	**0:54**	0:54	0:00	**3:22**	3:24	-0:02	**2:32**	2:34	-0:02
Rhema	**3:32**	4:12	-0:39	**2:23**	2:57	-0:34	**3:09**	4:20	-1:10	**2:15**	1:52	0:22	**1:21**	1:10	0:10	**5:30**	5:30	0:00	**2:03**	2:09	-0:06
Rock	**1:53**	2:06	-0:13	**3:27**	3:08	0:19	**4:23**	3:48	0:34	**1:51**	1:39	0:12	**2:39**	1:20	1:18	**1:01**	1:04	-0:02	**3:10**	2:46	0:24
Sport Nation	**1:45**	1:45	0:00	**0:45**	0:45	0:00	**1:54**	1:45	0:09	*	*	*	**1:30**	1:21	0:08	*	2:15	*	**2:30**	1:18	1:11
Te Arawa FM	**1:47**	1:43	0:03	**2:21**	2:15	0:06	**2:48**	2:44	0:03	**1:32**	1:26	0:05	**1:02**	1:18	-0:16	**1:42**	2:06	-0:24	**1:44**	1:15	0:28
The Heat	**1:29**	1:24	0:05	**2:33**	2:48	-0:14	**1:52**	1:40	0:11	**1:04**	1:02	0:01	**0:56**	0:52	0:03	**2:18**	2:16	0:01	**1:24**	1:25	-0:00
The Hits	**2:39**	2:44	-0:05	**3:56**	3:34	0:21	**4:02**	3:54	0:08	**1:03**	1:16	-0:12	**2:44**	2:16	0:28	**1:08**	0:34	0:34	**2:19**	1:30	0:48
The Sound	**2:08**	2:09	-0:01	**3:27**	2:58	0:28	**3:18**	3:13	0:04	**1:52**	1:48	0:03	**1:06**	1:28	-0:21	**3:03**	4:05	-1:01	**3:06**	3:14	-0:08
ZM	**1:54**	1:56	-0:01	**4:16**	4:43	-0:26	**4:24**	4:15	0:09	**3:55**	3:40	0:14	**2:07**	2:04	0:02	**0:30**	0:50	-0:20	**2:11**	2:16	-0:04
MediaWorks Combo	**2:51**	2:54	-0:03	**3:55**	3:47	0:08	**3:54**	3:51	0:03	**2:02**	2:03	-0:01	**2:11**	1:52	0:19	**2:53**	2:58	-0:04	**3:40**	3:33	0:06
NZME Combo	**3:41**	3:40	0:01	**3:35**	3:38	-0:02	**3:55**	3:48	0:07	**2:25**	2:38	-0:13	**2:33**	2:26	0:06	**5:12**	4:41	0:31	**3:59**	4:19	-0:19
All Commercial Radio	**3:53**	3:59	-0:05	**4:27**	4:23	0:03	**4:43**	4:36	0:07	**2:29**	2:34	-0:05	**2:33**	2:24	0:09	**4:39**	4:25	0:13	**4:33**	4:41	-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 (until S1 26), Hokonui, iHeartCountry (from S2 26)

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