



DUNEDIN COMMERCIAL RADIO - SURVEY 1 2025

Station Share (%) by Demographic, Mon-Sun 12mn-12mn
Survey Comparisons: 3/2024 - 1/2025

This 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
Last Survey Period: Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024 & Sun Aug 11 to Sat Nov 2 2024

	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	7.8	0.8	3	2.4	4.7	-2.3	1.5	3.2	-1.7	2.6	3.3	-0.7	2.8	3.2	-0.4	4.9	4.7	0.2	11.2	10.0	1.2	2.3	3.5	-1.2
Channel X	6.6	5.9	0.7	8	4.5	4.3	0.2	10.2	11.1	-0.9	12.3	11.1	1.2	12.8	11.3	1.5	9.7	8.0	1.7	3.5	2.5	1.0	10.9	11.3	-0.4
Coast	3.7	4.2	-0.5	11	3.5	3.2	0.3	1.3	1.6	-0.3	4.1	4.2	-0.1	4.3	5.1	-0.8	5.9	7.2	-1.3	4.0	4.6	-0.6	3.4	4.0	-0.6
Edge	5.4	6.8	-1.4	9	19.2	21.8	-2.6	14.6	13.6	1.0	5.1	5.9	-0.8	3.9	5.0	-1.1	1.6	3.0	-1.4	2.5	4.6	-2.1	7.3	9.4	-2.1
George FM	1.9	1.5	0.4	13	8.9	6.8	2.1	6.2	4.9	1.3	1.3	1.8	-0.5	1.1	1.3	-0.2	0.3	0.2	0.1	0.3	0.1	0.2	0.4	0.5	-0.1
Gold Sport	0.3	0.3	0.0	16	*	*	*	1.0	0.8	0.2	1.1	0.8	0.3	0.7	0.5	0.2	0.1	*	*	0.1	0.2	-0.1	1.7	1.1	0.6
Life FM	0.3	0.5	-0.2	16	*	0.1	*	0.3	0.5	-0.2	0.8	1.4	-0.6	0.7	1.1	-0.4	0.3	0.3	0.0	0.1	0.1	0.0	0.2	0.5	-0.3
Magic	7.7	7.6	0.1	5	1.9	1.9	0.0	1.5	1.4	0.1	2.4	2.7	-0.3	1.8	2.1	-0.3	4.4	5.1	-0.7	15.1	15.0	0.1	4.7	4.7	0.0
More FM	7.4	7.5	-0.1	6	11.3	14.0	-2.7	6.0	6.2	-0.2	8.9	9.5	-0.6	7.4	9.3	-1.9	5.9	7.0	-1.1	6.2	4.7	1.5	6.3	6.8	-0.5
Newstalk ZB	13.3	14.9	-1.6	1	0.1	0.5	-0.4	4.7	3.8	0.9	6.7	5.0	1.7	5.2	6.8	-1.6	11.4	13.5	-2.1	22.1	21.2	0.9	10.5	9.7	0.8
Radio Hauraki	2.1	3.1	-1.0	12	1.9	5.9	-4.0	4.2	6.0	-1.8	5.3	4.6	0.7	4.4	4.9	-0.5	1.7	3.5	-1.8	0.5	0.9	-0.4	4.3	7.2	-2.9
Rhema	0.6	0.2	0.4	15	*	*	*	*	*	*	1.3	*	*	0.9	*	*	0.4	0.3	0.1	0.3	0.3	0.0	*	*	*
Rock	7.8	6.6	1.2	4	5.3	4.0	1.3	8.2	8.1	0.1	9.2	9.2	0.0	15.1	12.5	2.6	14.7	10.9	3.8	4.1	3.4	0.7	6.3	5.1	1.2
Sanctuary**	0.2	0.2	0.0	18	*	*	*	*	*	*	0.1	*	*	0.1	*	*	0.5	0.5	0.0	0.5	0.5	0.0	*	*	*
Sport Nation*	0.9	0.9	0.0	14	0.4	0.4	0.0	0.5	0.5	0.0	0.9	0.9	0.0	0.6	0.6	0.0	0.4	0.4	0.0	0.8	0.9	-0.1	0.3	*	*
Tahu FM	0.1	0.1	0.0	19	*	0.1	*	0.2	0.3	-0.1	0.2	0.3	-0.1	0.2	0.3	-0.1	0.1	0.1	0.0	*	*	*	*	*	*
The Hits	7.0	8.5	-1.5	7	7.5	7.5	0.0	10.4	8.5	1.9	12.3	11.6	0.7	10.5	11.0	-0.5	6.9	10.5	-3.6	5.7	8.3	-2.6	13.8	13.6	0.2
The Sound	9.0	7.6	1.4	2	7.8	5.4	2.4	5.6	4.5	1.1	4.3	4.5	-0.2	7.6	6.2	1.4	15.3	11.8	3.5	13.1	12.5	0.6	9.4	8.4	1.0
ZM	4.3	4.6	-0.3	10	5.0	6.4	-1.4	9.7	10.9	-1.2	9.2	9.7	-0.5	7.6	7.3	0.3	4.0	3.9	0.1	1.7	2.2	-0.5	8.0	7.8	0.2
MediaWorks Combo	54.6	56.0	-1.4		61.5	64.4	-2.9	54.3	55.1	-0.8	46.3	49.9	-3.6	52.7	52.0	0.7	56.8	54.9	1.9	56.1	58.7	-2.6	47.6	50.9	-3.3
NZME Combo	32.2	37.4	-5.2		19.8	25.8	-6.0	35.4	35.3	0.1	43.3	41.1	2.2	35.8	39.0	-3.2	30.1	38.9	-8.8	34.5	37.9	-3.4	41.9	43.9	-2.0
Potential (000)	119.0	118.3	0.7		33.1	33.1	0.0	45.4	45.2	0.2	33.0	32.3	0.7	47.9	47.3	0.6	30.2	30.5	-0.3	27.7	27.9	-0.2	15.7	16.3	-0.6
Sample	846	878	-32		174	192	-18	309	312	-3	274	269	5	360	364	-4	220	222	-2	245	250	-5	119	129	-10

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

MediaWorks Combo: Breeze, Channel X (from S2 2024), Edge, George FM, Magic, More FM, Radio Dunedin (until S3 2024), Rock, The Sound or internet only listening to Mai, Humm FM

NZME Combo: Coast, Flava (until S3 2024), Gold Sport, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui, Flava (from S1 2025)

*SENZ rebranded to Sport Nation from Nov 19th 2024, **Star rebranded to Sanctuary from S1 2025



DUNEDIN COMMERCIAL RADIO - SURVEY 1 2025

Station Share (%) by Daypart, People 10+
Survey Comparisons: 3/2024 - 1/2025

This 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
Last Survey Period: Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024 & Sun Aug 11 to Sat Nov 2 2024

	This	Last	+/-
Potential (000)	119.0	118.3	0.7
Sample Size	846	878	-32

	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	7.1	6.0	1.1	6	9.0	7.5	1.5	9.6	8.8	0.8	8.2	8.6	-0.4	7.1	7.3	-0.2	3.1	3.0	0.1	10.0	9.0	1.0
Channel X	6.3	5.4	0.9	8	8.8	8.3	0.5	8.9	8.1	0.8	8.2	6.7	1.5	2.7	1.9	0.8	4.3	2.7	1.6	3.8	3.7	0.1
Coast	2.9	3.3	-0.4	11	3.7	5.4	-1.7	4.7	5.7	-1.0	4.5	4.3	0.2	2.4	2.1	0.3	1.1	1.0	0.1	3.5	3.8	-0.3
Edge	6.9	8.6	-1.7	7	4.0	5.1	-1.1	5.6	7.2	-1.6	6.0	8.2	-2.2	5.3	5.0	0.3	3.4	3.1	0.3	5.2	6.4	-1.2
George FM	1.2	0.9	0.3	13	1.2	0.8	0.4	2.4	2.3	0.1	1.8	1.4	0.4	2.7	1.2	1.5	0.1	2.7	-2.6	2.8	1.8	1.0
Gold Sport	*	0.2	*	*	*	*	*	*	*	*	0.1	*	*	0.5	0.5	0.0	*	*	*	1.1	0.8	0.3
Life FM	0.5	0.6	-0.1	14	0.1	0.2	-0.1	0.3	0.4	-0.1	0.2	0.4	-0.2	0.3	0.4	-0.1	0.2	0.8	-0.6	0.3	0.6	-0.3
Magic	5.7	5.6	0.1	9	7.4	7.5	-0.1	8.8	8.2	0.6	8.9	9.3	-0.4	5.6	8.3	-2.7	5.8	4.4	1.4	8.6	8.1	0.5
More FM	9.1	8.7	0.4	3	9.6	9.9	-0.3	6.7	7.1	-0.4	5.9	5.4	0.5	4.6	4.4	0.2	3.7	8.4	-4.7	7.0	6.6	0.4
Newstalk ZB	18.5	20.6	-2.1	1	9.0	10.3	-1.3	7.9	7.7	0.2	10.3	10.9	-0.6	27.3	29.8	-2.5	31.8	37.4	-5.6	12.7	14.7	-2.0
Radio Hauraki	2.1	3.4	-1.3	12	2.0	1.9	0.1	2.0	2.1	-0.1	2.9	4.5	-1.6	0.8	1.2	-0.4	1.8	2.0	-0.2	2.2	4.7	-2.5
Rhema	0.1	0.1	0.0	17	1.0	0.1	0.9	0.3	0.1	0.2	0.5	*	*	2.0	*	*	2.6	1.4	1.2	0.4	0.3	0.1
Rock	9.4	7.3	2.1	2	8.2	6.9	1.3	7.4	6.3	1.1	9.8	7.1	2.7	7.4	8.9	-1.5	2.5	3.7	-1.2	6.5	5.8	0.7
Sanctuary**	0.2	0.4	-0.2	15	*	*	*	0.2	0.4	-0.2	0.5	0.4	0.1	0.2	*	*	*	*	*	0.2	0.3	-0.1
Sport Nation*	0.2	0.2	0.0	15	1.9	1.8	0.1	0.8	0.7	0.1	0.4	0.3	0.1	1.3	1.6	-0.3	0.2	*	*	1.0	1.2	-0.2
Tahu FM	*	*	*	*	*	0.1	*	0.1	0.1	0.0	*	*	*	0.5	0.6	-0.1	*	*	*	*	0.2	*
The Hits	7.6	9.5	-1.9	4	6.7	9.0	-2.3	7.8	9.6	-1.8	7.3	9.2	-1.9	3.3	4.7	-1.4	8.9	5.2	3.7	6.7	7.4	-0.7
The Sound	7.2	4.8	2.4	5	10.6	10.4	0.2	9.4	9.6	-0.2	7.6	6.1	1.5	5.6	3.7	1.9	3.5	2.1	1.4	11.2	8.7	2.5
ZM	4.1	4.5	-0.4	10	4.6	4.3	0.3	4.3	4.9	-0.6	5.9	6.8	-0.9	2.8	2.7	0.1	5.4	6.4	-1.0	3.6	3.7	-0.1
MediaWorks Combo	53.1	53.2	-0.1		58.8	61.5	-2.7	58.9	61.6	-2.7	56.5	56.1	0.4	41.0	47.0	-6.0	26.5	32.6	-6.1	55.3	55.1	0.2
NZME Combo	36.2	42.7	-6.5		27.1	32.0	-4.9	28.5	31.7	-3.2	32.8	38.1	-5.3	39.1	43.5	-4.4	55.0	58.4	-3.4	31.2	37.1	-5.9

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

MediaWorks Combo: Breeze, Channel X (from S2 2024), Edge, George FM, Magic, More FM, Radio Dunedin (until S3 2024), Rock, The Sound or internet only listening to Mai, Humm FM

NZME Combo: Coast, Flava (until S3 2024), Gold Sport, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui, Flava (from S1 2025)

*SENZ rebranded to Sport Nation from Nov 19th 2024, **Star rebranded to Sanctuary from S1 2025



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Cumulative Audience (000's) by Demographic, Mon-Sun 12mn-12mn
Survey Comparisons: 3/2024 - 1/2025

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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	10.5	10.2	0.3	7	2.0	2.4	-0.4	2.2	2.5	-0.3	2.2	2.1	0.1	2.8	2.7	0.1	2.9	3.1	-0.2	3.9	3.9	0.0	0.8	1.0	-0.2
Channel X	7.6	5.9	1.7	9	2.2	1.4	0.8	3.9	3.1	0.8	2.9	2.6	0.3	4.4	3.9	0.5	2.2	1.7	0.5	1.0	0.5	0.5	1.6	1.5	0.1
Coast	5.5	5.6	-0.1	12	0.8	0.7	0.1	1.2	1.2	0.0	1.7	1.6	0.1	2.5	2.5	0.0	1.6	2.0	-0.4	1.5	1.8	-0.3	0.3	0.8	-0.5
Edge	14.5	16.0	-1.5	2	7.8	8.4	-0.6	10.5	9.7	0.8	5.0	4.6	0.4	5.4	5.8	-0.4	1.0	1.9	-0.9	1.3	1.8	-0.5	1.7	2.2	-0.5
George FM	4.9	4.1	0.8	13	2.4	2.0	0.4	3.1	2.7	0.4	1.5	1.6	-0.1	2.0	1.9	0.1	0.6	0.2	0.4	0.4	0.2	0.2	0.4	0.5	-0.1
Gold Sport	0.7	0.6	0.1	16	*	*	*	0.5	0.4	0.1	0.6	0.4	0.2	0.6	0.4	0.2	0.1	*	*	0.1	0.2	-0.1	0.4	0.3	0.1
Life FM	1.8	2.4	-0.6	14	0.1	0.4	-0.3	0.7	0.8	-0.1	1.0	1.4	-0.4	1.5	1.9	-0.4	0.6	0.6	0.0	0.1	0.1	0.0	0.1	0.2	-0.1
Magic	7.3	7.7	-0.4	10	0.9	0.8	0.1	0.9	0.9	0.0	1.0	1.0	0.0	1.3	1.4	-0.1	2.0	2.5	-0.5	3.9	4.2	-0.3	1.0	1.0	0.0
More FM	9.5	10.3	-0.8	8	3.6	3.4	0.2	3.2	3.1	0.1	2.3	2.3	0.0	3.3	4.2	-0.9	2.2	3.3	-1.1	2.4	2.5	-0.1	1.0	1.3	-0.3
Newstalk ZB	11.5	10.4	1.1	6	0.2	0.5	-0.3	2.0	1.3	0.7	2.7	1.9	0.8	3.6	2.7	0.9	3.2	3.0	0.2	5.0	4.6	0.4	1.2	1.0	0.2
Radio Hauraki	7.0	8.8	-1.8	11	1.0	2.4	-1.4	3.3	4.2	-0.9	4.0	3.8	0.2	5.1	5.5	-0.4	2.0	2.4	-0.4	1.0	0.9	0.1	1.5	2.0	-0.5
Rhema	0.7	0.5	0.2	16	*	*	*	*	*	*	0.1	*	*	0.1	*	*	0.2	0.2	0.0	0.2	0.3	-0.1	*	*	*
Rock	11.7	11.8	-0.1	5	1.3	2.2	-0.9	4.5	5.0	-0.5	4.9	5.5	-0.6	8.3	7.6	0.7	4.8	3.5	1.3	2.1	1.9	0.2	2.0	2.3	-0.3
Sanctuary**	0.6	0.6	0.0	18	*	*	*	*	*	*	0.1	*	*	0.1	*	*	0.3	0.2	0.1	0.3	0.2	0.1	*	*	*
Sport Nation*	1.7	1.8	-0.1	15	0.3	0.2	0.1	0.4	0.4	0.0	0.5	0.5	0.0	0.5	0.5	0.0	0.3	0.3	0.0	0.6	0.8	-0.2	0.1	*	*
Tahu FM	0.4	0.5	-0.1	19	*	0.1	*	0.3	0.3	0.0	0.3	0.3	0.0	0.4	0.4	0.0	0.1	0.1	0.0	*	*	*	*	*	*
The Hits	17.6	16.2	1.4	1	5.7	5.2	0.5	7.3	5.8	1.5	5.0	4.4	0.6	7.7	6.6	1.1	4.5	4.4	0.1	4.1	4.2	-0.1	3.3	3.2	0.1
The Sound	12.2	11.2	1.0	3	3.4	2.5	0.9	3.5	3.0	0.5	2.4	2.1	0.3	4.9	4.3	0.6	4.7	4.8	-0.1	3.7	4.3	-0.6	1.9	1.8	0.1
ZM	11.9	11.2	0.7	4	4.2	3.6	0.6	7.3	7.0	0.3	4.8	5.0	-0.2	6.1	5.8	0.3	2.4	2.1	0.3	1.3	1.6	-0.3	2.4	2.2	0.2
MediaWorks Combo	53.8	56.1	-2.3		13.8	14.4	-0.6	20.9	20.4	0.5	15.1	14.8	0.3	22.3	21.9	0.4	15.3	16.7	-1.4	14.6	16.8	-2.2	7.3	7.8	-0.5
NZME Combo	44.8	45.8	-1.0		9.2	10.4	-1.2	17.8	17.1	0.7	16.4	15.5	0.9	21.7	20.9	0.8	10.7	11.7	-1.0	10.6	11.3	-0.7	7.6	7.6	0.0
All Commercial Radio	81.5	81.1	0.4		19.0	18.8	0.2	28.5	28.2	0.3	23.4	23.3	0.1	35.1	34.8	0.3	22.9	23.8	-0.9	21.1	21.9	-0.8	11.7	12.3	-0.6
Potential (000)	119.0	118.3	0.7		33.1	33.1	0.0	45.4	45.2	0.2	33.0	32.3	0.7	47.9	47.3	0.6	30.2	30.5	-0.3	27.7	27.9	-0.2	15.7	16.3	-0.6
Sample	846	878	-32		174	192	-18	309	312	-3	274	269	5	360	364	-4	220	222	-2	245	250	-5	119	129	-10

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	This	Last	+/-
Potential (000)	119.0	118.3	0.7
Sample Size	846	878	-32

	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	5.2	5.1	0.1	8	4.2	4.4	-0.2	5.6	5.0	0.6	4.1	4.1	0.0	2.8	2.7	0.1	1.0	0.7	0.3	6.7	6.2	0.5
Channel X	4.4	3.6	0.8	9	3.8	3.4	0.4	4.6	3.8	0.8	4.5	3.7	0.8	2.0	1.4	0.6	1.1	0.8	0.3	5.3	4.1	1.2
Coast	2.6	3.3	-0.7	12	2.4	2.5	-0.1	2.6	3.4	-0.8	2.4	2.4	0.0	1.3	1.1	0.2	0.6	0.6	0.0	2.6	2.8	-0.2
Edge	7.5	8.5	-1.0	4	5.8	5.4	0.4	7.9	8.5	-0.6	5.9	7.1	-1.2	3.3	3.9	-0.6	1.3	1.2	0.1	8.0	9.1	-1.1
George FM	2.2	1.9	0.3	13	0.8	0.7	0.1	2.5	2.4	0.1	1.9	1.7	0.2	1.4	0.6	0.8	0.1	0.4	-0.3	3.4	2.7	0.7
Gold Sport	0.1	0.2	-0.1	18	*	*	*	*	0.1	*	0.1	*	*	0.6	0.3	0.3	*	*	*	0.6	0.5	0.1
Life FM	1.0	1.2	-0.2	14	0.3	0.4	-0.1	0.8	1.0	-0.2	0.3	0.6	-0.3	0.2	0.4	-0.2	0.3	0.3	0.0	0.4	1.0	-0.6
Magic	3.3	3.3	0.0	11	4.3	4.6	-0.3	5.3	5.1	0.2	4.1	4.4	-0.3	2.4	2.7	-0.3	1.1	1.0	0.1	5.2	5.1	0.1
More FM	6.0	6.2	-0.2	5	4.2	5.2	-1.0	5.8	5.7	0.1	4.3	3.8	0.5	2.0	1.9	0.1	0.9	1.4	-0.5	6.0	6.6	-0.6
Newstalk ZB	9.0	8.9	0.1	2	6.0	5.3	0.7	4.5	3.9	0.6	5.7	4.9	0.8	5.1	5.0	0.1	3.8	3.6	0.2	7.7	7.6	0.1
Radio Hauraki	3.6	4.9	-1.3	10	2.2	3.3	-1.1	2.3	2.6	-0.3	2.4	3.3	-0.9	0.9	1.4	-0.5	0.5	0.6	-0.1	4.1	5.1	-1.0
Rhema	0.2	0.2	0.0	16	0.3	0.2	0.1	0.2	0.3	-0.1	0.1	0.1	0.0	0.1	*	*	0.4	0.2	0.2	0.4	0.5	-0.1
Rock	7.7	6.9	0.8	3	5.4	5.0	0.4	6.1	5.2	0.9	6.4	5.4	1.0	2.6	2.6	0.0	0.8	1.1	-0.3	6.2	5.9	0.3
Sanctuary**	0.4	0.5	-0.1	15	0.1	*	*	0.2	0.3	-0.1	0.4	0.2	0.2	0.1	*	*	*	*	*	0.4	0.6	-0.2
Sport Nation*	0.2	0.3	-0.1	16	0.9	0.9	0.0	0.6	0.6	0.0	0.4	0.4	0.0	0.5	0.4	0.1	0.1	*	*	1.1	1.1	0.0
Tahu FM	*	*	*	*	0.1	0.1	0.0	0.2	0.1	0.1	0.1	*	*	0.1	0.1	0.0	*	*	*	0.2	0.3	-0.1
The Hits	10.0	9.4	0.6	1	6.6	6.8	-0.2	8.3	8.6	-0.3	7.3	7.9	-0.6	2.2	2.8	-0.6	2.0	1.6	0.4	9.6	9.3	0.3
The Sound	5.8	4.8	1.0	6	5.7	5.3	0.4	5.9	5.4	0.5	5.3	4.0	1.3	2.4	1.7	0.7	0.9	0.7	0.2	7.9	7.5	0.4
ZM	5.5	5.7	-0.2	7	5.1	4.3	0.8	4.4	4.8	-0.4	4.8	5.3	-0.5	2.5	2.3	0.2	0.9	1.2	-0.3	6.0	6.1	-0.1
MediaWorks Combo	35.7	36.8	-1.1		29.9	31.2	-1.3	34.8	35.3	-0.5	31.0	30.6	0.4	14.8	16.8	-2.0	6.3	7.8	-1.5	39.4	40.3	-0.9
NZME Combo	29.4	31.8	-2.4		21.7	22.0	-0.3	21.8	22.8	-1.0	21.8	23.3	-1.5	12.3	12.6	-0.3	7.8	7.8	0.0	28.4	30.8	-2.4
All Commercial Radio	61.9	60.4	1.5		50.2	48.2	2.0	53.4	53.2	0.2	51.3	49.3	2.0	28.7	27.8	0.9	16.2	15.1	1.1	62.3	63.3	-1.0

MediaWorks Combo: Breeze, Channel X (from S2 2024), Edge, George FM, Magic, More FM, Radio Dunedin (until S3 2024), Rock, The Sound or internet only listening to Mai, Humm FM

NZME Combo: Coast, Flava (until S3 2024), Gold Sport, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui, Flava (from S1 2025)

*SENZ rebranded to Sport Nation from Nov 19th 2024, **Star rebranded to Sanctuary from S1 2025



DUNEDIN COMMERCIAL RADIO - SURVEY 1 2025

Average Time Spent Listening (hh:mm) by Demographic, Mon-Sun 12mn-12mn
Survey Comparisons: 3/2024 - 1/2025

This 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
Last Survey Period: Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024 & Sun Aug 11 to Sat Nov 2 2024

	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	10:18	9:25	0:53	2:29	3:37	-1:08	2:05	4:02	-1:57	3:35	4:51	-1:15	4:39	5:33	-0:53	6:10	5:51	0:19	12:06	11:11	0:55	4:15	5:39	-1:23
Channel X	11:04	12:29	-1:25	4:15	5:20	-1:05	8:20	11:05	-2:44	12:47	13:03	-0:15	13:30	13:50	-0:19	16:13	18:12	-1:58	15:32	22:35	-7:03	10:47	12:25	-1:38
Coast	8:28	9:18	-0:49	9:04	8:27	0:37	3:22	3:58	-0:36	7:34	7:52	-0:17	8:03	9:49	-1:45	13:37	13:56	-0:18	11:36	11:03	0:32	17:22	8:19	9:03
Edge	4:43	5:14	-0:30	5:05	4:41	0:23	4:21	4:22	-0:00	3:08	3:52	-0:44	3:22	4:12	-0:50	5:37	6:08	-0:30	8:13	10:53	-2:39	6:52	6:47	0:04
George FM	5:03	4:39	0:23	7:31	6:01	1:30	6:18	5:46	0:32	2:37	3:22	-0:44	2:27	3:20	-0:53	1:46	3:12	-1:26	3:12	3:02	0:10	1:39	1:34	0:05
Gold Sport	5:06	5:27	-0:21	*	*	*	6:24	5:59	0:25	5:25	5:59	-0:34	5:25	5:59	-0:34	3:30	*	*	3:30	4:14	-0:44	7:00	7:00	0:00
Life FM	2:05	2:20	-0:15	0:15	0:32	-0:17	1:15	2:01	-0:45	2:34	3:09	-0:35	2:13	2:44	-0:30	1:39	1:41	-0:02	2:15	2:15	0:00	3:30	3:44	-0:14
Magic	13:14	12:10	1:03	4:31	4:01	0:30	5:10	4:40	0:30	7:39	8:34	-0:55	6:28	7:03	-0:34	8:03	8:11	-0:08	16:29	15:30	0:58	7:14	7:32	-0:17
More FM	9:48	9:00	0:48	6:34	7:27	-0:53	6:00	6:19	-0:19	11:42	12:14	-0:32	10:24	10:39	-0:14	9:41	8:24	1:17	11:00	8:20	2:40	10:13	8:16	1:57
Newstalk ZB	14:42	17:41	-2:58	0:37	1:44	-1:07	7:26	9:22	-1:55	7:36	7:50	-0:14	6:44	11:59	-5:14	13:14	17:44	-4:29	18:35	20:13	-1:37	13:59	15:31	-1:32
Radio Hauraki	3:44	4:20	-0:35	3:59	4:21	-0:22	3:57	4:25	-0:27	4:01	3:36	0:25	3:58	4:18	-0:19	3:10	5:43	-2:33	2:12	4:28	-2:15	4:28	5:55	-1:26
Rhema	11:42	4:33	7:08	*	*	*	*	*	*	35:00	*	*	35:00	*	*	5:45	8:00	-2:15	5:45	4:55	0:49	*	*	*
Rock	8:24	6:57	1:26	8:21	3:18	5:02	5:44	5:04	0:39	5:41	5:06	0:34	8:29	7:50	0:38	11:25	12:15	-0:49	8:07	7:38	0:28	5:07	3:38	1:29
Sanctuary**	4:16	4:48	-0:32	*	*	*	*	*	*	2:45	*	*	2:45	*	*	6:25	8:45	-2:20	6:25	8:45	-2:20	*	*	*
Sport Nation*	6:30	6:21	0:09	3:00	3:00	0:00	3:43	4:03	-0:19	5:26	6:03	-0:37	5:26	6:03	-0:37	5:41	4:39	1:01	5:33	5:15	0:18	3:30	*	*
Tahu FM	2:08	2:50	-0:42	*	2:15	*	1:43	2:36	-0:53	1:43	2:36	-0:53	2:08	2:57	-0:49	3:45	3:45	0:00	*	*	*	*	*	*
The Hits	5:03	6:28	-1:25	2:44	2:38	0:06	4:30	4:33	-0:02	7:31	8:01	-0:29	6:22	8:01	-1:39	5:42	9:24	-3:41	5:54	8:40	-2:45	6:35	6:51	-0:15
The Sound	9:21	8:28	0:52	4:47	3:54	0:52	4:59	4:47	0:12	5:29	6:32	-1:03	7:14	6:58	0:16	12:05	9:38	2:27	14:52	12:45	2:06	8:04	7:42	0:21
ZM	4:31	5:03	-0:31	2:29	3:12	-0:43	4:12	4:54	-0:42	5:49	5:51	-0:02	5:48	6:00	-0:11	6:09	7:05	-0:56	5:34	6:11	-0:36	5:25	5:50	-0:24
MediaWorks Combo	12:48	12:21	0:27	9:13	8:04	1:08	8:09	8:30	-0:21	9:22	10:13	-0:50	10:59	11:26	-0:27	13:42	12:52	0:49	16:08	15:16	0:52	10:16	10:37	-0:20
NZME Combo	9:05	10:07	-1:01	4:25	4:30	-0:04	6:16	6:28	-0:11	8:04	8:02	0:01	7:40	8:59	-1:19	10:21	13:00	-2:38	13:42	14:40	-0:57	8:44	9:18	-0:33
All Commercial Radio	15:30	15:16	0:13	10:52	9:38	1:13	11:00	11:07	-0:06	13:02	12:59	0:02	13:15	13:48	-0:33	16:07	16:27	-0:20	20:00	20:01	-0:01	13:36	13:11	0:25
Potential (000)	119.0	118.3	0.7	33.1	33.1	0.0	45.4	45.2	0.2	33.0	32.3	0.7	47.9	47.3	0.6	30.2	30.5	-0.3	27.7	27.9	-0.2	15.7	16.3	-0.6
Sample	846	878	-32	174	192	-18	309	312	-3	274	269	5	360	364	-4	220	222	-2	245	250	-5	119	129	-10

MediaWorks Combo: Breeze, Channel X (from S2 2024), Edge, George FM, Magic, More FM, Radio Dunedin (until S3 2024), Rock, The Sound or internet only listening to Mai, Humm FM

NZME Combo: Coast, Flava (until S3 2024), Gold Sport, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui, Flava (from S1 2025)

*SENZ rebranded to Sport Nation from Nov 19th 2024, **Star rebranded to Sanctuary from S1 2025



DUNEDIN COMMERCIAL RADIO - SURVEY 1 2025

Average Time Spent Listening (hh:mm) by Daypart, People 10+
Survey Comparisons: 3/2024 - 1/2025

This 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
Last Survey Period: Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024 & Sun Aug 11 to Sat Nov 2 2024

	This	Last	+/-
Potential (000)	119.0	118.3	0.7
Sample Size	846	878	-32

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

MediaWorks Combo: Breeze, Channel X (from S2 2024), Edge, George FM, Magic, More FM, Radio Dunedin (until S3 2024), Rock, The Sound or internet only listening to Mai, Humm FM

NZME Combo: Coast, Flava (until S3 2024), Gold Sport, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui, Flava (from S1 2025)

*SENZ rebranded to Sport Nation from Nov 19th 2024, **Star rebranded to Sanctuary from S1 2025