



DUNEDIN COMMERCIAL RADIO - SURVEY 2 2025

Station Share (%) by Demographic, Mon-Sun 12mn-12mn
Survey Comparisons: 1/2025 - 2/2025

This 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
Last Surve 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

	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	11.1	8.6	2.5	2	1.0	2.4	-1.4	2.1	1.5	0.6	3.7	2.6	1.1	3.9	2.8	1.1	5.2	4.9	0.3	17.8	11.2	6.6	1.4	2.3	-0.9
Channel X	6.2	6.6	-0.4	7	3.9	4.5	-0.6	8.8	10.2	-1.4	11.9	12.3	-0.4	11.7	12.8	-1.1	8.8	9.7	-0.9	3.7	3.5	0.2	8.3	10.9	-2.6
Coast	4.4	3.7	0.7	11	2.9	3.5	-0.6	1.5	1.3	0.2	3.6	4.1	-0.5	5.1	4.3	0.8	8.9	5.9	3.0	5.7	4.0	1.7	9.2	3.4	5.8
Edge	5.4	5.4	0.0	8	20.7	19.2	1.5	16.6	14.6	2.0	6.4	5.1	1.3	4.6	3.9	0.7	0.8	1.6	-0.8	2.5	2.5	0.0	8.8	7.3	1.5
George FM	2.1	1.9	0.2	14	11.0	8.9	2.1	7.4	6.2	1.2	1.5	1.3	0.2	1.3	1.1	0.2	0.4	0.3	0.1	0.3	0.3	0.0	0.7	0.4	0.3
Gold Sport	0.1	0.3	-0.2	19	*	*	*	*	1.0	*	0.1	1.1	-1.0	*	0.7	*	0.2	0.1	0.1	0.2	0.1	0.1	*	1.7	*
Life FM	0.3	0.3	0.0	17	*	*	*	0.1	0.3	-0.2	0.7	0.8	-0.1	0.8	0.7	0.1	0.5	0.3	0.2	0.1	0.1	0.0	*	0.2	*
Magic	4.9	7.7	-2.8	9	*	1.9	*	0.6	1.5	-0.9	2.0	2.4	-0.4	1.3	1.8	-0.5	2.6	4.4	-1.8	9.6	15.1	-5.5	2.4	4.7	-2.3
More FM	7.0	7.4	-0.4	6	8.8	11.3	-2.5	6.4	6.0	0.4	9.4	8.9	0.5	7.7	7.4	0.3	6.5	5.9	0.6	6.2	6.2	0.0	6.4	6.3	0.1
Newstalk ZB	12.4	13.3	-0.9	1	0.1	0.1	0.0	1.0	4.7	-3.7	3.3	6.7	-3.4	2.7	5.2	-2.5	11.4	11.4	0.0	17.6	22.1	-4.5	3.8	10.5	-6.7
Radio Hauraki	2.2	2.1	0.1	13	0.4	1.9	-1.5	6.2	4.2	2.0	7.1	5.3	1.8	5.4	4.4	1.0	1.5	1.7	-0.2	0.3	0.5	-0.2	8.0	4.3	3.7
Radio One***	2.7	n.a.	*	12	8.7	n.a.	*	5.1	n.a.	*	1.3	n.a.	*	3.9	n.a.	*	4.0	n.a.	*	0.1	n.a.	*	1.1	n.a.	*
Rhema	1.4	0.6	0.8	15	*	*	*	*	*	*	1.9	1.3	0.6	3.0	0.9	2.1	2.6	0.4	2.2	0.3	0.3	0.0	*	*	*
Rock	8.2	7.8	0.4	4	6.5	5.3	1.2	11.0	8.2	2.8	11.6	9.2	2.4	17.0	15.1	1.9	13.8	14.7	-0.9	2.6	4.1	-1.5	10.6	6.3	4.3
Sanctuary**	0.2	0.2	0.0	18	*	*	*	*	*	*	0.2	0.1	0.1	0.1	0.1	0.0	0.7	0.5	0.2	0.6	0.5	0.1	*	*	*
Sport Nation*	0.8	0.9	-0.1	16	0.6	0.4	0.2	0.3	0.5	-0.2	0.7	0.9	-0.2	0.4	0.6	-0.2	0.4	0.4	0.0	0.7	0.8	-0.1	0.3	0.3	0.0
Tahu FM	0.1	0.1	0.0	19	*	*	*	0.2	0.2	0.0	0.2	0.2	0.0	0.2	0.2	0.0	0.1	0.1	0.0	*	*	*	*	*	*
The Hits	8.9	7.0	1.9	3	11.8	7.5	4.3	12.4	10.4	2.0	12.9	12.3	0.6	12.0	10.5	1.5	9.4	6.9	2.5	8.1	5.7	2.4	18.7	13.8	4.9
The Sound	7.1	9.0	-1.9	5	5.4	7.8	-2.4	3.6	5.6	-2.0	3.3	4.3	-1.0	5.3	7.6	-2.3	11.1	15.3	-4.2	11.3	13.1	-1.8	7.1	9.4	-2.3
ZM	4.8	4.3	0.5	10	4.6	5.0	-0.4	11.9	9.7	2.2	11.8	9.2	2.6	8.2	7.6	0.6	3.7	4.0	-0.3	2.8	1.7	1.1	8.8	8.0	0.8
MediaWorks Combo	52.2	54.6	-2.4		57.7	61.5	-3.8	57.1	54.3	2.8	50.1	46.3	3.8	53.0	52.7	0.3	49.3	56.8	-7.5	54.0	56.1	-2.1	45.7	47.6	-1.9
NZME Combo	33.9	32.2	1.7		20.8	19.8	1.0	34.9	35.4	-0.5	42.1	43.3	-1.2	35.6	35.8	-0.2	35.0	30.1	4.9	35.3	34.5	0.8	48.7	41.9	6.8
Potential (000)	119.0	119.0	0.0		33.1	33.1	0.0	44.6	45.4	-0.8	33.0	33.0	0.0	47.9	47.9	0.0	30.2	30.2	0.0	27.7	27.7	0.0	15.3	15.7	-0.4
Sample	803	846	-43		171	174	-3	276	309	-33	255	274	-19	339	360	-21	213	220	-7	230	245	-15	115	119	-4

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

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

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

*SENZ rebranded to Sport Nation from Nov 19th 2024, **Star rebranded to Sanctuary from S1 2025, ***Radio One included from S2 2025



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Station Share (%) by Daypart, People 10+
Survey Comparisons: 1/2025 - 2/2025

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	This	Last	+/-
Potential (000)	119.0	119.0	0.0
Sample Size	803	846	-43

	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	8.6	7.1	1.5	5	11.3	9.0	2.3	12.1	9.6	2.5	10.8	8.2	2.6	7.8	7.1	0.7	4.4	3.1	1.3	14.0	10.0	4.0
Channel X	6.2	6.3	-0.1	8	8.0	8.8	-0.8	7.5	8.9	-1.4	7.6	8.2	-0.6	1.9	2.7	-0.8	4.4	4.3	0.1	4.3	3.8	0.5
Coast	3.7	2.9	0.8	10	4.8	3.7	1.1	6.2	4.7	1.5	4.1	4.5	-0.4	2.1	2.4	-0.3	0.7	1.1	-0.4	4.0	3.5	0.5
Edge	6.8	6.9	-0.1	7	4.0	4.0	0.0	5.4	5.6	-0.2	6.7	6.0	0.7	5.9	5.3	0.6	1.1	3.4	-2.3	5.4	5.2	0.2
George FM	1.1	1.2	-0.1	14	1.4	1.2	0.2	2.8	2.4	0.4	1.6	1.8	-0.2	2.4	2.7	-0.3	0.1	0.1	0.0	3.2	2.8	0.4
Gold Sport	*	*	*	*	*	*	*	*	*	*	0.1	0.1	0.0	0.4	0.5	-0.1	*	*	*	0.2	1.1	-0.9
Life FM	0.4	0.5	-0.1	15	0.2	0.1	0.1	0.3	0.3	0.0	0.4	0.2	0.2	0.5	0.3	0.2	*	0.2	*	0.4	0.3	0.1
Magic	5.3	5.7	-0.4	9	4.5	7.4	-2.9	4.2	8.8	-4.6	5.4	8.9	-3.5	3.4	5.6	-2.2	5.0	5.8	-0.8	6.1	8.6	-2.5
More FM	8.7	9.1	-0.4	4	8.1	9.6	-1.5	7.4	6.7	0.7	5.0	5.9	-0.9	3.7	4.6	-0.9	2.7	3.7	-1.0	6.9	7.0	-0.1
Newstalk ZB	17.2	18.5	-1.3	1	9.6	9.0	0.6	8.0	7.9	0.1	7.9	10.3	-2.4	26.1	27.3	-1.2	30.2	31.8	-1.6	10.8	12.7	-1.9
Radio Hauraki	2.8	2.1	0.7	13	2.1	2.0	0.1	2.0	2.0	0.0	4.0	2.9	1.1	0.8	0.8	0.0	2.3	1.8	0.5	1.6	2.2	-0.6
Radio One***	3.1	n.a.	*	12	3.5	n.a.	*	3.3	n.a.	*	3.0	n.a.	*	1.3	n.a.	*	3.9	n.a.	*	1.2	n.a.	*
Rhema	0.4	0.1	0.3	15	2.1	1.0	1.1	1.6	0.3	1.3	1.9	0.5	1.4	2.9	2.0	0.9	2.7	2.6	0.1	0.5	0.4	0.1
Rock	8.8	9.4	-0.6	3	8.2	8.2	0.0	7.6	7.4	0.2	10.9	9.8	1.1	10.9	7.4	3.5	2.9	2.5	0.4	7.1	6.5	0.6
Sanctuary**	0.2	0.2	0.0	17	0.1	*	*	0.1	0.2	-0.1	0.8	0.5	0.3	0.3	0.2	0.1	*	*	*	0.3	0.2	0.1
Sport Nation*	0.2	0.2	0.0	17	1.7	1.9	-0.2	0.5	0.8	-0.3	0.3	0.4	-0.1	1.9	1.3	0.6	0.1	0.2	-0.1	1.0	1.0	0.0
Tahu FM	*	*	*	*	*	*	*	0.1	0.1	0.0	*	*	*	0.8	0.5	0.3	*	*	*	*	*	*
The Hits	9.3	7.6	1.7	2	8.5	6.7	1.8	10.3	7.8	2.5	9.4	7.3	2.1	3.5	3.3	0.2	7.6	8.9	-1.3	9.1	6.7	2.4
The Sound	7.1	7.2	-0.1	6	9.0	10.6	-1.6	7.1	9.4	-2.3	7.0	7.6	-0.6	5.8	5.6	0.2	1.9	3.5	-1.6	6.7	11.2	-4.5
ZM	3.2	4.1	-0.9	11	4.7	4.6	0.1	4.6	4.3	0.3	6.1	5.9	0.2	2.7	2.8	-0.1	11.8	5.4	6.4	5.0	3.6	1.4
MediaWorks Combo	52.9	53.1	-0.2		54.4	58.8	-4.4	54.2	58.9	-4.7	55.3	56.5	-1.2	41.6	41.0	0.6	22.4	26.5	-4.1	53.9	55.3	-1.4
NZME Combo	36.6	36.2	0.4		30.2	27.1	3.1	32.5	28.5	4.0	33.7	32.8	0.9	38.0	39.1	-1.1	57.2	55.0	2.2	31.5	31.2	0.3

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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	10.0	10.5	-0.5	5	0.6	2.0	-1.4	1.6	2.2	-0.6	2.1	2.2	-0.1	3.1	2.8	0.3	3.6	2.9	0.7	4.7	3.9	0.8	0.5	0.8	-0.3
Channel X	6.5	7.6	-1.1	10	1.9	2.2	-0.3	3.1	3.9	-0.8	2.8	2.9	-0.1	3.6	4.4	-0.8	1.6	2.2	-0.6	1.0	1.0	0.0	1.5	1.6	-0.1
Coast	4.9	5.5	-0.6	13	0.4	0.8	-0.4	0.2	1.2	-1.0	0.8	1.7	-0.9	2.0	2.5	-0.5	2.3	1.6	0.7	1.8	1.5	0.3	0.8	0.3	0.5
Edge	12.7	14.5	-1.8	2	6.1	7.8	-1.7	9.2	10.5	-1.3	5.0	5.0	0.0	5.3	5.4	-0.1	0.6	1.0	-0.4	1.3	1.3	0.0	1.5	1.7	-0.2
George FM	5.3	4.9	0.4	11	2.2	2.4	-0.2	3.3	3.1	0.2	1.8	1.5	0.3	2.6	2.0	0.6	0.9	0.6	0.3	0.5	0.4	0.1	0.4	0.4	0.0
Gold Sport	0.4	0.7	-0.3	19	*	*	*	*	0.5	*	0.2	0.6	-0.4	0.2	0.6	-0.4	0.2	0.1	0.1	0.2	0.1	0.1	*	0.4	*
Life FM	1.7	1.8	-0.1	15	0.2	0.1	0.1	0.4	0.7	-0.3	0.6	1.0	-0.4	1.3	1.5	-0.2	0.9	0.6	0.3	0.2	0.1	0.1	*	0.1	*
Magic	4.7	7.3	-2.6	14	*	0.9	*	0.4	0.9	-0.5	0.7	1.0	-0.3	0.9	1.3	-0.4	1.3	2.0	-0.7	2.8	3.9	-1.1	0.7	1.0	-0.3
More FM	8.9	9.5	-0.6	8	2.8	3.6	-0.8	2.9	3.2	-0.3	2.1	2.3	-0.2	2.7	3.3	-0.6	2.4	2.2	0.2	3.1	2.4	0.7	0.8	1.0	-0.2
Newstalk ZB	10.0	11.5	-1.5	5	0.3	0.2	0.1	1.1	2.0	-0.9	1.9	2.7	-0.8	2.6	3.6	-1.0	2.8	3.2	-0.4	4.0	5.0	-1.0	0.5	1.2	-0.7
Radio Hauraki	6.6	7.0	-0.4	9	0.4	1.0	-0.6	3.2	3.3	-0.1	4.3	4.0	0.3	5.2	5.1	0.1	1.9	2.0	-0.1	1.0	1.0	0.0	1.6	1.5	0.1
Radio One***	5.2	n.a.	*	12	3.5	n.a.	*	2.3	n.a.	*	0.4	n.a.	*	1.1	n.a.	*	1.0	n.a.	*	0.5	n.a.	*	0.5	n.a.	*
Rhema	0.7	0.7	0.0	17	*	*	*	*	*	*	0.2	0.1	0.1	0.3	0.1	0.2	0.4	0.2	0.2	0.2	0.2	0.0	*	*	*
Rock	10.7	11.7	-1.0	4	1.0	1.3	-0.3	4.5	4.5	0.0	4.9	4.9	0.0	7.8	8.3	-0.5	4.2	4.8	-0.6	1.8	2.1	-0.3	1.6	2.0	-0.4
Sanctuary**	0.6	0.6	0.0	18	*	*	*	*	*	*	0.2	0.1	0.1	0.2	0.1	0.1	0.4	0.3	0.1	0.4	0.3	0.1	*	*	*
Sport Nation*	1.4	1.7	-0.3	16	0.3	0.3	0.0	0.3	0.4	-0.1	0.4	0.5	-0.1	0.4	0.5	-0.1	0.2	0.3	-0.1	0.4	0.6	-0.2	0.1	0.1	0.0
Tahu FM	0.3	0.4	-0.1	20	*	*	*	0.2	0.3	-0.1	0.2	0.3	-0.1	0.3	0.4	-0.1	0.1	0.1	0.0	*	*	*	*	*	*
The Hits	19.8	17.6	2.2	1	5.9	5.7	0.2	7.4	7.3	0.1	5.5	5.0	0.5	9.0	7.7	1.3	5.9	4.5	1.4	4.5	4.1	0.4	3.5	3.3	0.2
The Sound	9.8	12.2	-2.4	7	2.4	3.4	-1.0	2.4	3.5	-1.1	1.4	2.4	-1.0	3.5	4.9	-1.4	4.2	4.7	-0.5	3.6	3.7	-0.1	0.8	1.9	-1.1
ZM	12.2	11.9	0.3	3	3.4	4.2	-0.8	7.1	7.3	-0.2	5.3	4.8	0.5	6.4	6.1	0.3	2.6	2.4	0.2	1.8	1.3	0.5	2.1	2.4	-0.3
MediaWorks Combo	49.2	53.8	-4.6		10.7	13.8	-3.1	18.1	20.9	-2.8	14.5	15.1	-0.6	20.7	22.3	-1.6	14.0	15.3	-1.3	14.7	14.6	0.1	6.0	7.3	-1.3
NZME Combo	44.1	44.8	-0.7		8.2	9.2	-1.0	15.2	17.8	-2.6	15.0	16.4	-1.4	20.9	21.7	-0.8	12.3	10.7	1.6	11.2	10.6	0.6	7.4	7.6	-0.2
All Commercial Radio	78.5	81.5	-3.0		16.8	19.0	-2.2	26.3	28.5	-2.2	23.0	23.4	-0.4	34.2	35.1	-0.9	22.5	22.9	-0.4	21.1	21.1	0.0	10.6	11.7	-1.1
Potential (000)	119.0	119.0	0.0		33.1	33.1	0.0	44.6	45.4	-0.8	33.0	33.0	0.0	47.9	47.9	0.0	30.2	30.2	0.0	27.7	27.7	0.0	15.3	15.7	-0.4
Sample	803	846	-43		171	174	-3	276	309	-33	255	274	-19	339	360	-21	213	220	-7	230	245	-15	115	119	-4

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Cumulative Audience (000's) by Daypart, People 10+
Survey Comparisons: 1/2025 - 2/2025

This 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
Last 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

	This	Last	+/-
Potential (000)	119.0	119.0	0.0
Sample Size	803	846	-43

	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	5.6	5.2	0.4	6	4.7	4.2	0.5	5.3	5.6	-0.3	4.3	4.1	0.2	2.3	2.8	-0.5	1.2	1.0	0.2	6.5	6.7	-0.2
Channel X	4.2	4.4	-0.2	9	3.6	3.8	-0.2	3.7	4.6	-0.9	4.0	4.5	-0.5	1.3	2.0	-0.7	1.0	1.1	-0.1	4.9	5.3	-0.4
Coast	2.6	2.6	0.0	12	2.7	2.4	0.3	3.0	2.6	0.4	2.1	2.4	-0.3	1.0	1.3	-0.3	0.4	0.6	-0.2	2.8	2.6	0.2
Edge	7.1	7.5	-0.4	3	5.0	5.8	-0.8	7.2	7.9	-0.7	5.8	5.9	-0.1	3.4	3.3	0.1	0.9	1.3	-0.4	7.6	8.0	-0.4
George FM	2.2	2.2	0.0	14	0.7	0.8	-0.1	3.0	2.5	0.5	1.8	1.9	-0.1	1.3	1.4	-0.1	0.1	0.1	0.0	3.4	3.4	0.0
Gold Sport	*	0.1	*	*	*	*	*	*	*	*	0.2	0.1	0.1	0.4	0.6	-0.2	*	*	*	0.2	0.6	-0.4
Life FM	0.8	1.0	-0.2	15	0.4	0.3	0.1	0.6	0.8	-0.2	0.6	0.3	0.3	0.4	0.2	0.2	*	0.3	*	0.8	0.4	0.4
Magic	2.4	3.3	-0.9	13	3.1	4.3	-1.2	3.2	5.3	-2.1	2.7	4.1	-1.4	0.8	2.4	-1.6	0.8	1.1	-0.3	3.2	5.2	-2.0
More FM	5.0	6.0	-1.0	7	4.5	4.2	0.3	5.6	5.8	-0.2	3.4	4.3	-0.9	1.6	2.0	-0.4	0.6	0.9	-0.3	4.7	6.0	-1.3
Newstalk ZB	7.2	9.0	-1.8	2	5.3	6.0	-0.7	4.3	4.5	-0.2	4.1	5.7	-1.6	4.3	5.1	-0.8	3.5	3.8	-0.3	6.0	7.7	-1.7
Radio Hauraki	3.5	3.6	-0.1	10	1.8	2.2	-0.4	1.9	2.3	-0.4	2.3	2.4	-0.1	0.6	0.9	-0.3	0.6	0.5	0.1	3.3	4.1	-0.8
Radio One***	2.9	n.a.	*	11	1.5	n.a.	*	1.0	n.a.	*	1.5	n.a.	*	0.6	n.a.	*	1.6	n.a.	*	2.2	n.a.	*
Rhema	0.4	0.2	0.2	16	0.4	0.3	0.1	0.4	0.2	0.2	0.3	0.1	0.2	0.2	0.1	0.1	0.3	0.4	-0.1	0.3	0.4	-0.1
Rock	6.7	7.7	-1.0	4	4.8	5.4	-0.6	6.1	6.1	0.0	5.9	6.4	-0.5	2.6	2.6	0.0	0.6	0.8	-0.2	6.2	6.2	0.0
Sanctuary**	0.3	0.4	-0.1	17	0.2	0.1	0.1	0.2	0.2	0.0	0.5	0.4	0.1	0.2	0.1	0.1	*	*	*	0.3	0.4	-0.1
Sport Nation*	0.1	0.2	-0.1	18	0.7	0.9	-0.2	0.4	0.6	-0.2	0.2	0.4	-0.2	0.5	0.5	0.0	0.1	0.1	0.0	0.9	1.1	-0.2
Tahu FM	*	*	*	*	0.1	0.1	0.0	0.2	0.2	0.0	0.1	0.1	0.0	0.1	0.1	0.0	*	*	*	*	0.2	*
The Hits	11.6	10.0	1.6	1	7.7	6.6	1.1	9.1	8.3	0.8	7.5	7.3	0.2	3.2	2.2	1.0	1.7	2.0	-0.3	10.8	9.6	1.2
The Sound	6.1	5.8	0.3	5	5.3	5.7	-0.4	4.8	5.9	-1.1	4.9	5.3	-0.4	2.2	2.4	-0.2	0.5	0.9	-0.4	5.4	7.9	-2.5
ZM	4.4	5.5	-1.1	8	5.2	5.1	0.1	4.4	4.4	0.0	4.0	4.8	-0.8	2.3	2.5	-0.2	1.4	0.9	0.5	6.6	6.0	0.6
MediaWorks Combo	33.8	35.7	-1.9		27.8	29.9	-2.1	32.2	34.8	-2.6	28.6	31.0	-2.4	12.5	14.8	-2.3	5.5	6.3	-0.8	36.0	39.4	-3.4
NZME Combo	27.6	29.4	-1.8		21.7	21.7	0.0	22.1	21.8	0.3	19.3	21.8	-2.5	11.8	12.3	-0.5	7.1	7.8	-0.7	27.3	28.4	-1.1
All Commercial Radio	58.8	61.9	-3.1		48.9	50.2	-1.3	52.1	53.4	-1.3	47.6	51.3	-3.7	27.8	28.7	-0.9	15.1	16.2	-1.1	60.2	62.3	-2.1

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

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

*SENZ rebranded to Sport Nation from Nov 19th 2024, **Star rebranded to Sanctuary from S1 2025, ***Radio One included from S2 2025



DUNEDIN COMMERCIAL RADIO - SURVEY 2 2025

Average Time Spent Listening (hh:mm) by Demographic, Mon-Sun 12mn-12mn
Survey Comparisons: 1/2025 - 2/2025

This 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
Last 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

	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	13:15	10:18	2:56	2:54	2:29	0:25	3:41	2:05	1:36	5:13	3:35	1:37	5:39	4:39	0:59	5:19	6:10	-0:51	15:11	12:06	3:04	4:03	4:15	-0:12
Channel X	11:32	11:04	0:28	3:30	4:15	-0:44	7:41	8:20	-0:39	12:43	12:47	-0:04	14:45	13:30	1:14	19:27	16:13	3:14	14:48	15:32	-0:43	7:27	10:47	-3:20
Coast	10:41	8:28	2:12	12:29	9:04	3:25	20:01	3:22	16:39	13:49	7:34	6:14	11:34	8:03	3:30	13:52	13:37	0:14	12:29	11:36	0:53	16:03	17:22	-1:19
Edge	5:08	4:43	0:24	5:36	5:05	0:31	4:54	4:21	0:32	3:45	3:08	0:36	3:57	3:22	0:35	5:03	5:37	-0:33	7:50	8:13	-0:23	7:42	6:52	0:49
George FM	4:48	5:03	-0:14	8:09	7:31	0:37	6:06	6:18	-0:11	2:27	2:37	-0:10	2:17	2:27	-0:10	1:43	1:46	-0:02	2:26	3:12	-0:46	2:21	1:39	0:41
Gold Sport	2:29	5:06	-2:36	*	*	*	*	6:24	*	1:15	5:25	-4:10	1:15	5:25	-4:10	3:30	3:30	0:00	3:30	3:30	0:00	*	7:00	*
Life FM	2:26	2:05	0:20	0:15	0:15	0:00	0:40	1:15	-0:35	3:53	2:34	1:19	2:46	2:13	0:33	1:59	1:39	0:19	2:15	2:15	0:00	*	3:30	*
Magic	12:37	13:14	-0:36	*	4:31	*	3:50	5:10	-1:19	8:47	7:39	1:08	6:32	6:28	0:04	7:06	8:03	-0:56	13:53	16:29	-2:35	4:43	7:14	-2:31
More FM	9:24	9:48	-0:23	5:07	6:34	-1:26	5:57	6:00	-0:02	12:59	11:42	1:17	13:18	10:24	2:54	9:46	9:41	0:04	8:03	11:00	-2:57	10:10	10:13	-0:02
Newstalk ZB	15:00	14:42	0:17	0:33	0:37	-0:03	2:17	7:26	-5:09	5:09	7:36	-2:26	4:53	6:44	-1:50	14:57	13:14	1:43	17:36	18:35	-0:59	10:55	13:59	-3:03
Radio Hauraki	4:02	3:44	0:18	1:25	3:59	-2:33	5:15	3:57	1:17	4:51	4:01	0:50	4:46	3:58	0:47	2:46	3:10	-0:24	1:22	2:12	-0:50	6:50	4:28	2:21
Radio One***	6:18	n.a.	*	4:04	n.a.	*	5:52	n.a.	*	9:13	n.a.	*	15:39	n.a.	*	14:58	n.a.	*	0:33	n.a.	*	2:48	n.a.	*
Rhema	23:26	11:42	11:44	*	*	*	*	*	*	35:00	35:00	0:00	41:01	35:00	6:01	25:42	5:45	19:57	5:45	5:45	0:00	*	*	*
Rock	9:12	8:24	0:48	11:08	8:21	2:47	6:43	5:44	0:59	6:58	5:41	1:17	9:53	8:29	1:24	12:03	11:25	0:37	5:45	8:07	-2:21	8:40	5:07	3:32
Sanctuary**	5:07	4:16	0:50	*	*	*	*	*	*	2:45	2:45	0:00	2:45	2:45	0:00	6:01	6:25	-0:23	6:01	6:25	-0:23	*	*	*
Sport Nation*	6:54	6:30	0:23	3:00	3:00	0:00	3:00	3:43	-0:43	5:23	5:26	-0:03	5:23	5:26	-0:03	5:57	5:41	0:16	7:52	5:33	2:18	3:30	3:30	0:00
Tahu FM	3:28	2:08	1:20	*	*	*	3:22	1:43	1:39	3:22	1:43	1:39	3:28	2:08	1:20	3:45	3:45	0:00	*	*	*	*	*	*
The Hits	5:26	5:03	0:23	3:19	2:44	0:34	4:34	4:30	0:03	6:51	7:31	-0:40	6:04	6:22	-0:18	5:49	5:42	0:06	7:12	5:54	1:17	7:14	6:35	0:38
The Sound	8:43	9:21	-0:37	3:42	4:47	-1:04	4:07	4:59	-0:52	6:50	5:29	1:21	6:55	7:14	-0:19	9:32	12:05	-2:33	12:37	14:52	-2:14	11:34	8:04	3:30
ZM	4:43	4:31	0:11	2:15	2:29	-0:14	4:36	4:12	0:24	6:30	5:49	0:40	5:48	5:48	-0:00	5:15	6:09	-0:53	6:14	5:34	0:39	5:31	5:25	0:06
MediaWorks Combo	12:45	12:48	-0:03	8:57	9:13	-0:15	8:36	8:09	0:27	10:10	9:22	0:47	11:40	10:59	0:41	12:43	13:42	-0:59	14:45	16:08	-1:23	10:16	10:16	0:00
NZME Combo	9:16	9:05	0:11	4:14	4:25	-0:11	6:16	6:16	0:00	8:16	8:04	0:12	7:45	7:40	0:04	10:18	10:21	-0:03	12:37	13:42	-1:05	8:53	8:44	0:08
All Commercial Radio	15:20	15:30	-0:09	9:53	10:52	-0:58	10:21	11:00	-0:39	12:49	13:02	-0:13	13:20	13:15	0:04	16:07	16:07	-0:00	19:00	20:00	-0:59	12:41	13:36	-0:55
Potential (000)	119.0	119.0	0.0	33.1	33.1	0.0	44.6	45.4	-0.8	33.0	33.0	0.0	47.9	47.9	0.0	30.2	30.2	0.0	27.7	27.7	0.0	15.3	15.7	-0.4
Sample	803	846	-43	171	174	-3	276	309	-33	255	274	-19	339	360	-21	213	220	-7	230	245	-15	115	119	-4

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

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

*SENZ rebranded to Sport Nation from Nov 19th 2024, **Star rebranded to Sanctuary from S1 2025, ***Radio One included from S2 2025



DUNEDIN COMMERCIAL RADIO - SURVEY 2 2025

Average Time Spent Listening (hh:mm) by Daypart, People 10+
Survey Comparisons: 1/2025 - 2/2025

This 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
Last 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

	This	Last	+/-
Potential (000)	119.0	119.0	0.0
Sample Size	803	846	-43

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

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

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

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