



DUNEDIN COMMERCIAL RADIO - SURVEY 3 2025

Station Share (%) by Demographic, Mon-Sun 12mn-12mn
Survey Comparisons: 2/2025 - 3/2025

This 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
Last 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

	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	10.6	11.1	-0.5	3	1.3	1.0	0.3	3.9	2.1	1.8	5.8	3.7	2.1	5.1	3.9	1.2	6.8	5.2	1.6	15.5	17.8	-2.3	2.8	1.4	1.4
Channel X	6.2	6.2	0.0	7	3.0	3.9	-0.9	9.0	8.8	0.2	18.2	11.9	6.3	11.9	11.7	0.2	3.8	8.8	-5.0	3.6	3.7	-0.1	5.5	8.3	-2.8
Coast	3.9	4.4	-0.5	11	2.9	2.9	0.0	0.1	1.5	-1.4	0.6	3.6	-3.0	3.1	5.1	-2.0	8.6	8.9	-0.3	6.1	5.7	0.4	8.2	9.2	-1.0
Edge	5.1	5.4	-0.3	9	14.5	20.7	-6.2	14.5	16.6	-2.1	8.4	6.4	2.0	5.4	4.6	0.8	0.6	0.8	-0.2	2.2	2.5	-0.3	8.1	8.8	-0.7
George FM	2.3	2.1	0.2	13	9.2	11.0	-1.8	6.7	7.4	-0.7	1.8	1.5	0.3	2.0	1.3	0.7	1.0	0.4	0.6	0.3	0.3	0.0	0.6	0.7	-0.1
Gold Sport	0.1	0.1	0.0	17	0.1	*	*	0.3	*	*	0.3	0.1	0.2	0.2	*	*	0.1	0.2	-0.1	0.1	0.2	-0.1	0.4	*	*
Life FM	0.1	0.3	-0.2	17	*	*	*	0.1	0.1	0.0	0.1	0.7	-0.6	0.2	0.8	-0.6	0.2	0.5	-0.3	*	0.1	*	*	*	*
Magic (Breeze Classic)*	6.0	4.9	1.1	8	*	*	*	0.6	0.6	0.0	3.1	2.0	1.1	2.4	1.3	1.1	2.5	2.6	-0.1	11.2	9.6	1.6	4.2	2.4	1.8
More FM	8.2	7.0	1.2	6	8.7	8.8	-0.1	5.7	6.4	-0.7	6.4	9.4	-3.0	7.8	7.7	0.1	11.2	6.5	4.7	8.9	6.2	2.7	11.0	6.4	4.6
Newstalk ZB	12.1	12.4	-0.3	1	0.5	0.1	0.4	1.2	1.0	0.2	3.1	3.3	-0.2	3.4	2.7	0.7	11.7	11.4	0.3	20.4	17.6	2.8	2.9	3.8	-0.9
Radio Hauraki	3.0	2.2	0.8	12	3.1	0.4	2.7	7.3	6.2	1.1	6.4	7.1	-0.7	5.7	5.4	0.3	2.9	1.5	1.4	0.9	0.3	0.6	6.3	8.0	-1.7
Radio One	1.2	2.7	-1.5	15	3.9	8.7	-4.8	1.5	5.1	-3.6	0.3	1.3	-1.0	1.5	3.9	-2.4	1.7	4.0	-2.3	0.1	0.1	0.0	0.9	1.1	-0.2
Rhema	1.4	1.4	0.0	14	*	*	*	*	*	*	2.0	1.9	0.1	2.9	3.0	-0.1	2.4	2.6	-0.2	0.3	0.3	0.0	*	*	*
Rock	10.7	8.2	2.5	2	8.6	6.5	2.1	15.2	11.0	4.2	15.6	11.6	4.0	22.3	17.0	5.3	17.1	13.8	3.3	2.5	2.6	-0.1	16.7	10.6	6.1
Sanctuary	0.1	0.2	-0.1	17	*	*	*	*	*	*	0.2	0.2	0.0	0.1	0.1	0.0	0.2	0.7	-0.5	0.2	0.6	-0.4	*	*	*
Sport Nation	0.3	0.8	-0.5	16	*	0.6	*	*	0.3	*	0.2	0.7	-0.5	0.1	0.4	-0.3	0.4	0.4	0.0	0.7	0.7	0.0	0.3	0.3	0.0
Tahu FM	*	0.1	*	*	*	*	*	0.1	0.2	-0.1	0.1	0.2	-0.1	0.1	0.2	-0.1	0.1	0.1	0.0	*	*	*	*	*	*
The Hits	9.4	8.9	0.5	4	18.3	11.8	6.5	16.4	12.4	4.0	10.8	12.9	-2.1	11.0	12.0	-1.0	9.0	9.4	-0.4	6.3	8.1	-1.8	14.2	18.7	-4.5
The Sound	8.5	7.1	1.4	5	9.9	5.4	4.5	3.6	3.6	0.0	4.1	3.3	0.8	5.0	5.3	-0.3	10.8	11.1	-0.3	11.2	11.3	-0.1	5.6	7.1	-1.5
ZM	4.2	4.8	-0.6	10	5.5	4.6	0.9	8.9	11.9	-3.0	8.1	11.8	-3.7	6.6	8.2	-1.6	4.2	3.7	0.5	2.3	2.8	-0.5	8.1	8.8	-0.7
MediaWorks Combo	57.6	52.2	5.4		55.1	57.7	-2.6	59.7	57.1	2.6	63.8	50.1	13.7	62.1	53.0	9.1	53.7	49.3	4.4	55.5	54.0	1.5	54.5	45.7	8.8
NZME Combo	33.0	33.9	-0.9		30.4	20.8	9.6	35.3	34.9	0.4	30.5	42.1	-11.6	30.7	35.6	-4.9	36.5	35.0	1.5	36.3	35.3	1.0	40.1	48.7	-8.6
Potential (000)	119.0	119.0	0.0		33.1	33.1	0.0	43.8	44.6	-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	15.5	15.3	0.2
Sample	815	803	12		167	171	-4	253	276	-23	229	255	-26	324	339	-15	238	213	25	253	230	23	117	115	2

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

MediaWorks Combo: Breeze, Channel X, Edge, George FM, Magic (Breeze Classic), 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

*Magic rebranded to Breeze Classic from Nov 1st 2025



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	This	Last	+/-
Potential (000)	119.0	119.0	0.0
Sample Size	815	803	12

	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	10.5	8.6	1.9	3	11.7	11.3	0.4	11.0	12.1	-1.1	10.2	10.8	-0.6	6.9	7.8	-0.9	4.2	4.4	-0.2	11.5	14.0	-2.5
Channel X	5.4	6.2	-0.8	8	8.0	8.0	0.0	8.3	7.5	0.8	6.8	7.6	-0.8	3.5	1.9	1.6	3.1	4.4	-1.3	4.3	4.3	0.0
Coast	3.2	3.7	-0.5	12	4.5	4.8	-0.3	5.2	6.2	-1.0	3.5	4.1	-0.6	2.0	2.1	-0.1	0.5	0.7	-0.2	3.9	4.0	-0.1
Edge	6.1	6.8	-0.7	7	3.9	4.0	-0.1	4.8	5.4	-0.6	6.8	6.7	0.1	5.4	5.9	-0.5	0.7	1.1	-0.4	5.0	5.4	-0.4
George FM	1.1	1.1	0.0	14	2.1	1.4	0.7	2.9	2.8	0.1	2.2	1.6	0.6	2.5	2.4	0.1	*	0.1	*	3.3	3.2	0.1
Gold Sport	*	*	*	*	*	*	*	*	*	*	0.1	0.1	0.0	0.6	0.4	0.2	*	*	*	0.4	0.2	0.2
Life FM	0.2	0.4	-0.2	16	0.1	0.2	-0.1	*	0.3	*	0.2	0.4	-0.2	*	0.5	*	*	*	*	0.1	0.4	-0.3
Magic (Breeze Classic)*	4.7	5.3	-0.6	9	5.9	4.5	1.4	6.5	4.2	2.3	6.3	5.4	0.9	3.7	3.4	0.3	5.5	5.0	0.5	7.1	6.1	1.0
More FM	10.0	8.7	1.3	4	9.8	8.1	1.7	9.3	7.4	1.9	5.4	5.0	0.4	4.7	3.7	1.0	1.2	2.7	-1.5	7.6	6.9	0.7
Newstalk ZB	15.5	17.2	-1.7	1	6.6	9.6	-3.0	7.2	8.0	-0.8	10.0	7.9	2.1	24.9	26.1	-1.2	45.3	30.2	15.1	11.0	10.8	0.2
Radio Hauraki	4.7	2.8	1.9	9	3.0	2.1	0.9	2.2	2.0	0.2	4.6	4.0	0.6	1.2	0.8	0.4	0.3	2.3	-2.0	2.2	1.6	0.6
Radio One	1.6	3.1	-1.5	13	1.9	3.5	-1.6	0.9	3.3	-2.4	0.7	3.0	-2.3	1.2	1.3	-0.1	3.7	3.9	-0.2	0.5	1.2	-0.7
Rhema	0.3	0.4	-0.1	15	2.0	2.1	-0.1	1.6	1.6	0.0	1.8	1.9	-0.1	3.1	2.9	0.2	3.3	2.7	0.6	0.5	0.5	0.0
Rock	9.8	8.8	1.0	5	12.3	8.2	4.1	11.9	7.6	4.3	13.1	10.9	2.2	8.7	10.9	-2.2	3.3	2.9	0.4	9.2	7.1	2.1
Sanctuary	0.1	0.2	-0.1	17	0.1	0.1	0.0	0.1	0.1	0.0	0.2	0.8	-0.6	0.3	0.3	0.0	*	*	*	0.1	0.3	-0.2
Sport Nation	*	0.2	*	*	0.8	1.7	-0.9	0.2	0.5	-0.3	0.1	0.3	-0.2	1.3	1.9	-0.6	0.2	0.1	0.1	0.2	1.0	-0.8
Tahu FM	*	*	*	*	*	*	*	0.1	0.1	0.0	0.1	*	*	*	0.8	*	*	*	*	*	*	*
The Hits	10.6	9.3	1.3	2	7.6	8.5	-0.9	9.7	10.3	-0.6	11.2	9.4	1.8	6.4	3.5	2.9	6.6	7.6	-1.0	9.8	9.1	0.7
The Sound	8.5	7.1	1.4	6	10.0	9.0	1.0	7.6	7.1	0.5	7.5	7.0	0.5	7.5	5.8	1.7	3.1	1.9	1.2	9.7	6.7	3.0
ZM	3.8	3.2	0.6	11	3.0	4.7	-1.7	4.1	4.6	-0.5	5.7	6.1	-0.4	4.3	2.7	1.6	8.4	11.8	-3.4	4.4	5.0	-0.6
MediaWorks Combo	56.2	52.9	3.3		63.7	54.4	9.3	62.5	54.2	8.3	58.4	55.3	3.1	42.9	41.6	1.3	21.2	22.4	-1.2	57.7	53.9	3.8
NZME Combo	38.1	36.6	1.5		25.0	30.2	-5.2	28.9	32.5	-3.6	35.7	33.7	2.0	39.4	38.0	1.4	61.0	57.2	3.8	31.8	31.5	0.3

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

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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	10.7	10.0	0.7	5	0.9	0.6	0.3	2.4	1.6	0.8	2.3	2.1	0.2	3.3	3.1	0.2	3.5	3.6	-0.1	4.7	4.7	0.0	0.9	0.5	0.4
Channel X	6.8	6.5	0.3	10	1.7	1.9	-0.2	2.7	3.1	-0.4	3.8	2.8	1.0	4.2	3.6	0.6	1.1	1.6	-0.5	0.9	1.0	-0.1	1.6	1.5	0.1
Coast	4.1	4.9	-0.8	14	0.3	0.4	-0.1	0.1	0.2	-0.1	0.6	0.8	-0.2	1.5	2.0	-0.5	1.8	2.3	-0.5	1.7	1.8	-0.1	0.8	0.8	0.0
Edge	11.7	12.7	-1.0	2	4.1	6.1	-2.0	8.7	9.2	-0.5	6.2	5.0	1.2	6.5	5.3	1.2	0.9	0.6	0.3	1.2	1.3	-0.1	1.6	1.5	0.1
George FM	5.6	5.3	0.3	11	2.3	2.2	0.1	3.3	3.3	0.0	1.9	1.8	0.1	2.7	2.6	0.1	1.0	0.9	0.1	0.6	0.5	0.1	0.5	0.4	0.1
Gold Sport	0.5	0.4	0.1	18	0.1	*	*	0.2	*	*	0.3	0.2	0.1	0.3	0.2	0.1	0.1	0.2	-0.1	0.1	0.2	-0.1	0.2	*	*
Life FM	1.0	1.7	-0.7	15	0.2	0.2	0.0	0.4	0.4	0.0	0.3	0.6	-0.3	0.8	1.3	-0.5	0.4	0.9	-0.5	*	0.2	*	*	*	*
Magic (Breeze Classic)*	5.6	4.7	0.9	11	*	*	*	0.4	0.4	0.0	0.9	0.7	0.2	1.2	0.9	0.3	1.3	1.3	0.0	3.2	2.8	0.4	1.1	0.7	0.4
More FM	9.7	8.9	0.8	8	2.5	2.8	-0.3	2.2	2.9	-0.7	2.0	2.1	-0.1	3.0	2.7	0.3	3.5	2.4	1.1	3.8	3.1	0.7	1.5	0.8	0.7
Newstalk ZB	10.0	10.0	0.0	7	0.4	0.3	0.1	1.3	1.1	0.2	1.7	1.9	-0.2	2.4	2.6	-0.2	3.1	2.8	0.3	4.7	4.0	0.7	0.4	0.5	-0.1
Radio Hauraki	8.3	6.6	1.7	9	2.1	0.4	1.7	4.4	3.2	1.2	3.4	4.3	-0.9	4.9	5.2	-0.3	2.5	1.9	0.6	1.3	1.0	0.3	1.4	1.6	-0.2
Radio One	4.2	5.2	-1.0	13	2.6	3.5	-0.9	1.7	2.3	-0.6	0.4	0.4	0.0	1.2	1.1	0.1	1.0	1.0	0.0	0.3	0.5	-0.2	0.5	0.5	0.0
Rhema	0.7	0.7	0.0	16	*	*	*	*	*	*	0.2	0.2	0.0	0.3	0.3	0.0	0.4	0.4	0.0	0.2	0.2	0.0	*	*	*
Rock	11.6	10.7	0.9	3	2.1	1.0	1.1	4.6	4.5	0.1	4.7	4.9	-0.2	7.6	7.8	-0.2	4.3	4.2	0.1	1.7	1.8	-0.1	1.7	1.6	0.1
Sanctuary	0.5	0.6	-0.1	18	*	*	*	*	*	*	0.2	0.2	0.0	0.2	0.2	0.0	0.2	0.4	-0.2	0.2	0.4	-0.2	*	*	*
Sport Nation	0.7	1.4	-0.7	16	*	0.3	*	*	0.3	*	0.1	0.4	-0.3	0.1	0.4	-0.3	0.2	0.2	0.0	0.3	0.4	-0.1	0.1	0.1	0.0
Tahu FM	0.2	0.3	-0.1	20	*	*	*	0.1	0.2	-0.1	0.1	0.2	-0.1	0.2	0.3	-0.1	0.1	0.1	0.0	*	*	*	*	*	*
The Hits	19.2	19.8	-0.6	1	5.7	5.9	-0.2	7.5	7.4	0.1	6.4	5.5	0.9	9.6	9.0	0.6	5.4	5.9	-0.5	3.6	4.5	-0.9	3.0	3.5	-0.5
The Sound	10.4	9.8	0.6	6	2.3	2.4	-0.1	2.7	2.4	0.3	2.6	1.4	1.2	4.2	3.5	0.7	3.6	4.2	-0.6	3.4	3.6	-0.2	1.0	0.8	0.2
ZM	10.9	12.2	-1.3	4	2.9	3.4	-0.5	5.4	7.1	-1.7	4.2	5.3	-1.1	5.9	6.4	-0.5	2.9	2.6	0.3	1.6	1.8	-0.2	2.6	2.1	0.5
MediaWorks Combo	51.4	49.2	2.2		10.5	10.7	-0.2	17.9	18.1	-0.2	16.3	14.5	1.8	22.4	20.7	1.7	14.2	14.0	0.2	14.9	14.7	0.2	7.3	6.0	1.3
NZME Combo	44.0	44.1	-0.1		9.6	8.2	1.4	14.7	15.2	-0.5	13.3	15.0	-1.7	19.9	20.9	-1.0	13.2	12.3	0.9	11.1	11.2	-0.1	6.9	7.4	-0.5
All Commercial Radio	78.1	78.5	-0.4		17.3	16.8	0.5	25.3	26.3	-1.0	22.0	23.0	-1.0	33.2	34.2	-1.0	22.4	22.5	-0.1	20.9	21.1	-0.2	10.7	10.6	0.1
Potential (000)	119.0	119.0	0.0		33.1	33.1	0.0	43.8	44.6	-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	15.5	15.3	0.2
Sample	815	803	12		167	171	-4	253	276	-23	229	255	-26	324	339	-15	238	213	25	253	230	23	117	115	2

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Last 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

	This	Last	+/-
Potential (000)	119.0	119.0	0.0
Sample Size	815	803	12

	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	5.9	5.6	0.3	7	5.5	4.7	0.8	5.7	5.3	0.4	4.6	4.3	0.3	1.8	2.3	-0.5	1.1	1.2	-0.1	6.5	6.5	0.0
Channel X	3.9	4.2	-0.3	10	3.4	3.6	-0.2	3.5	3.7	-0.2	4.2	4.0	0.2	1.8	1.3	0.5	1.0	1.0	0.0	3.4	4.9	-1.5
Coast	2.4	2.6	-0.2	12	2.5	2.7	-0.2	2.6	3.0	-0.4	1.7	2.1	-0.4	0.7	1.0	-0.3	0.2	0.4	-0.2	2.4	2.8	-0.4
Edge	6.0	7.1	-1.1	6	4.3	5.0	-0.7	5.9	7.2	-1.3	4.4	5.8	-1.4	2.6	3.4	-0.8	0.6	0.9	-0.3	6.0	7.6	-1.6
George FM	2.1	2.2	-0.1	13	1.3	0.7	0.6	2.9	3.0	-0.1	2.2	1.8	0.4	0.9	1.3	-0.4	*	0.1	*	3.2	3.4	-0.2
Gold Sport	*	*	*	*	*	*	*	*	*	*	0.2	0.2	0.0	0.5	0.4	0.1	*	*	*	0.4	0.2	0.2
Life FM	0.5	0.8	-0.3	15	0.1	0.4	-0.3	0.2	0.6	-0.4	0.2	0.6	-0.4	*	0.4	*	*	*	*	0.6	0.8	-0.2
Magic (Breeze Classic)*	2.9	2.4	0.5	11	3.5	3.1	0.4	4.0	3.2	0.8	2.9	2.7	0.2	0.8	0.8	0.0	0.6	0.8	-0.2	3.1	3.2	-0.1
More FM	6.4	5.0	1.4	5	4.6	4.5	0.1	6.5	5.6	0.9	4.0	3.4	0.6	1.9	1.6	0.3	0.4	0.6	-0.2	5.1	4.7	0.4
Newstalk ZB	7.0	7.2	-0.2	4	4.6	5.3	-0.7	4.4	4.3	0.1	4.2	4.1	0.1	4.1	4.3	-0.2	3.2	3.5	-0.3	5.6	6.0	-0.4
Radio Hauraki	4.9	3.5	1.4	8	1.8	1.8	0.0	2.3	1.9	0.4	3.1	2.3	0.8	0.7	0.6	0.1	0.1	0.6	-0.5	3.5	3.3	0.2
Radio One	1.7	2.9	-1.2	14	1.0	1.5	-0.5	0.5	1.0	-0.5	0.8	1.5	-0.7	0.5	0.6	-0.1	1.2	1.6	-0.4	1.8	2.2	-0.4
Rhema	0.4	0.4	0.0	16	0.3	0.4	-0.1	0.4	0.4	0.0	0.3	0.3	0.0	0.2	0.2	0.0	0.4	0.3	0.1	0.3	0.3	0.0
Rock	7.2	6.7	0.5	2	5.5	4.8	0.7	6.8	6.1	0.7	5.7	5.9	-0.2	2.7	2.6	0.1	0.7	0.6	0.1	6.3	6.2	0.1
Sanctuary	0.3	0.3	0.0	17	0.2	0.2	0.0	0.2	0.2	0.0	0.3	0.5	-0.2	0.2	0.2	0.0	*	*	*	0.3	0.3	0.0
Sport Nation	*	0.1	*	*	0.2	0.7	-0.5	0.3	0.4	-0.1	0.1	0.2	-0.1	0.3	0.5	-0.2	0.1	0.1	0.0	0.2	0.9	-0.7
Tahu FM	*	*	*	*	0.1	0.1	0.0	0.2	0.2	0.0	0.1	0.1	0.0	*	0.1	*	*	*	*	*	*	*
The Hits	11.2	11.6	-0.4	1	6.7	7.7	-1.0	9.0	9.1	-0.1	8.1	7.5	0.6	4.1	3.2	0.9	0.9	1.7	-0.8	9.4	10.8	-1.4
The Sound	7.1	6.1	1.0	3	4.7	5.3	-0.6	4.0	4.8	-0.8	5.1	4.9	0.2	2.5	2.2	0.3	1.1	0.5	0.6	5.7	5.4	0.3
ZM	4.4	4.4	0.0	9	4.3	5.2	-0.9	4.1	4.4	-0.3	4.1	4.0	0.1	1.9	2.3	-0.4	1.1	1.4	-0.3	5.5	6.6	-1.1
MediaWorks Combo	35.1	33.8	1.3		28.4	27.8	0.6	33.2	32.2	1.0	28.0	28.6	-0.6	11.9	12.5	-0.6	5.3	5.5	-0.2	34.0	36.0	-2.0
NZME Combo	28.1	27.6	0.5		18.7	21.7	-3.0	21.4	22.1	-0.7	19.7	19.3	0.4	11.3	11.8	-0.5	5.1	7.1	-2.0	24.2	27.3	-3.1
All Commercial Radio	58.9	58.8	0.1		45.4	48.9	-3.5	50.7	52.1	-1.4	46.2	47.6	-1.4	24.7	27.8	-3.1	12.3	15.1	-2.8	54.8	60.2	-5.4

MediaWorks Combo: Breeze, Channel X, Edge, George FM, Magic (Breeze Classic), 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

*Magic rebranded to Breeze Classic from Nov 1st 2025



DUNEDIN COMMERCIAL RADIO - SURVEY 3 2025

Average Time Spent Listening (hh:mm) by Demographic, Mon-Sun 12mn-12mn
Survey Comparisons: 2/2025 - 3/2025

This 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
Last 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

	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	10:52	13:15	-2:23	2:28	2:54	-0:25	4:06	3:41	0:24	6:43	5:13	1:29	6:36	5:39	0:57	6:38	5:19	1:19	12:12	15:11	-2:59	4:40	4:03	0:37
Channel X	10:06	11:32	-1:25	3:04	3:30	-0:26	8:15	7:41	0:33	13:00	12:43	0:17	11:50	14:45	-2:54	11:41	19:27	-7:45	15:05	14:48	0:16	5:37	7:27	-1:50
Coast	10:24	10:41	-0:16	16:52	12:29	4:22	3:00	20:01	-17:01	2:52	13:49	-10:57	8:43	11:34	-2:51	16:39	13:52	2:47	13:46	12:29	1:16	17:14	16:03	1:11
Edge	4:47	5:08	-0:20	6:10	5:36	0:33	4:12	4:54	-0:41	3:38	3:45	-0:06	3:30	3:57	-0:26	2:12	5:03	-2:50	7:05	7:50	-0:44	8:05	7:42	0:23
George FM	4:28	4:48	-0:19	6:49	8:09	-1:19	5:05	6:06	-1:00	2:34	2:27	0:07	3:00	2:17	0:43	3:32	1:43	1:48	1:55	2:26	-0:31	2:03	2:21	-0:17
Gold Sport	2:36	2:29	0:06	1:00	*	*	4:00	*	*	2:40	1:15	1:25	2:40	1:15	1:25	3:30	3:30	0:00	3:30	3:30	0:00	4:00	*	*
Life FM	1:04	2:26	-1:21	0:15	0:15	0:00	0:21	0:40	-0:18	0:50	3:53	-3:02	1:19	2:46	-1:27	1:41	1:59	-0:17	*	2:15	*	*	*	*
Magic (Breeze Classic)*	11:45	12:37	-0:51	*	*	*	3:31	3:50	-0:19	9:24	8:47	0:36	8:20	6:32	1:47	6:26	7:06	-0:40	12:57	13:53	-0:55	6:01	4:43	1:18
More FM	9:20	9:24	-0:03	5:58	5:07	0:50	6:29	5:57	0:32	8:42	12:59	-4:17	11:03	13:18	-2:15	11:01	9:46	1:14	8:47	8:03	0:44	11:30	10:10	1:19
Newstalk ZB	13:20	15:00	-1:39	2:09	0:33	1:35	2:20	2:17	0:03	4:53	5:09	-0:16	5:55	4:53	1:01	13:01	14:57	-1:55	16:15	17:36	-1:21	12:45	10:55	1:50
Radio Hauraki	3:58	4:02	-0:04	2:34	1:25	1:08	4:09	5:15	-1:05	5:05	4:51	0:13	4:54	4:46	0:07	3:54	2:46	1:07	2:44	1:22	1:22	7:06	6:50	0:16
Radio One	3:14	6:18	-3:04	2:33	4:04	-1:30	2:16	5:52	-3:35	1:47	9:13	-7:26	5:21	15:39	-10:18	5:45	14:58	-9:13	0:41	0:33	0:07	2:48	2:48	-0:00
Rhema	22:14	23:26	-1:12	*	*	*	*	*	*	35:00	35:00	0:00	40:39	41:01	-0:21	22:59	25:42	-2:42	5:45	5:45	0:00	*	*	*
Rock	10:12	9:12	0:59	6:53	11:08	-4:15	8:21	6:43	1:38	9:01	6:58	2:02	12:18	9:53	2:24	13:46	12:03	1:43	5:32	5:45	-0:13	15:24	8:40	6:43
Sanctuary	2:29	5:07	-2:38	*	*	*	*	*	*	2:45	2:45	0:00	2:45	2:45	0:00	2:59	6:01	-3:02	2:59	6:01	-3:02	*	*	*
Sport Nation	4:42	6:54	-2:11	*	3:00	*	*	3:00	*	3:30	5:23	-1:53	3:30	5:23	-1:53	5:40	5:57	-0:17	7:24	7:52	-0:27	3:30	3:30	0:00
Tahu FM	1:57	3:28	-1:31	*	*	*	1:00	3:22	-2:22	1:00	3:22	-2:22	1:57	3:28	-1:31	3:45	3:45	0:00	*	*	*	*	*	*
The Hits	5:25	5:26	-0:01	5:32	3:19	2:12	5:30	4:34	0:56	4:33	6:51	-2:18	4:50	6:04	-1:13	5:47	5:49	-0:01	6:30	7:12	-0:41	7:29	7:14	0:14
The Sound	9:00	8:43	0:17	7:18	3:42	3:36	3:25	4:07	-0:41	4:15	6:50	-2:35	5:04	6:55	-1:50	10:23	9:32	0:50	12:23	12:37	-0:14	9:06	11:34	-2:28
ZM	4:18	4:43	-0:25	3:16	2:15	1:01	4:04	4:36	-0:31	5:08	6:30	-1:21	4:41	5:48	-1:06	5:00	5:15	-0:15	5:29	6:14	-0:44	4:50	5:31	-0:40
MediaWorks Combo	12:23	12:45	-0:22	9:04	8:57	0:07	8:20	8:36	-0:16	10:33	10:10	0:22	11:41	11:40	0:00	13:02	12:43	0:18	13:50	14:45	-0:54	11:53	10:16	1:37
NZME Combo	8:16	9:16	-0:59	5:28	4:14	1:14	6:01	6:16	-0:15	6:10	8:16	-2:06	6:29	7:45	-1:15	9:34	10:18	-0:43	12:08	12:37	-0:28	9:10	8:53	0:17
All Commercial Radio	14:08	15:20	-1:12	9:57	9:53	0:03	9:54	10:21	-0:26	12:17	12:49	-0:31	12:42	13:20	-0:37	15:23	16:07	-0:43	17:49	19:00	-1:10	14:48	12:41	2:07
Potential (000)	119.0	119.0	0.0	33.1	33.1	0.0	43.8	44.6	-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	15.5	15.3	0.2
Sample	815	803	12	167	171	-4	253	276	-23	229	255	-26	324	339	-15	238	213	25	253	230	23	117	115	2

MediaWorks Combo: Breeze, Channel X, Edge, George FM, Magic (Breeze Classic), 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

*Magic rebranded to Breeze Classic from Nov 1st 2025



DUNEDIN COMMERCIAL RADIO - SURVEY 3 2025

Average Time Spent Listening (hh:mm) by Daypart, People 10+
Survey Comparisons: 2/2025 - 3/2025

This 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
Last 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

	This	Last	+/-
Potential (000)	119.0	119.0	0.0
Sample Size	815	803	12

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

MediaWorks Combo: Breeze, Channel X, Edge, George FM, Magic (Breeze Classic), 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

*Magic rebranded to Breeze Classic from Nov 1st 2025