



DUNEDIN COMMERCIAL RADIO - GfK SURVEY 1 2026

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

Survey Comparisons: 3/2025 - 1/2026

This 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
 Last 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

	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	13.0	10.6	2.4	1	2.1	1.3	0.8	4.7	3.9	0.8	8.3	5.8	2.5	6.8	5.1	1.7	10.6	6.8	3.8	20.7	15.5	5.2	6.8	2.8	4.0
Breeze Classic*	4.8	6.0	-1.2	9	0.2	*	*	0.2	0.6	-0.4	0.3	3.1	-2.8	1.0	2.4	-1.4	2.8	2.5	0.3	11.4	11.2	0.2	2.4	4.2	-1.8
Channel X	5.0	6.2	-1.2	8	1.6	3.0	-1.4	7.5	9.0	-1.5	16.9	18.2	-1.3	12.2	11.9	0.3	2.6	3.8	-1.2	1.1	3.6	-2.5	5.8	5.5	0.3
Coast	2.4	3.9	-1.5	13	*	2.9	*	0.2	0.1	0.1	0.2	0.6	-0.4	1.8	3.1	-1.3	7.1	8.6	-1.5	5.7	6.1	-0.4	5.6	8.2	-2.6
Edge	7.7	5.1	2.6	7	27.1	14.5	12.6	17.8	14.5	3.3	7.8	8.4	-0.6	5.2	5.4	-0.2	0.5	0.6	-0.1	1.8	2.2	-0.4	7.2	8.1	-0.9
George FM	3.3	2.3	1.0	12	3.3	9.2	-5.9	8.5	6.7	1.8	9.4	1.8	7.6	7.3	2.0	5.3	1.6	1.0	0.6	0.1	0.3	-0.2	1.4	0.6	0.8
Gold Sport	0.1	0.1	0.0	17	*	0.1	*	0.3	0.3	0.0	0.3	0.3	0.0	0.2	0.2	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.4	0.4	0.0
Life FM	0.4	0.1	0.3	16	0.5	*	*	1.2	0.1	1.1	1.2	0.1	1.1	0.9	0.2	0.7	0.2	0.2	0.0	*	*	*	0.9	*	*
More FM	9.6	8.2	1.4	4	19.1	8.7	10.4	2.4	5.7	-3.3	4.4	6.4	-2.0	5.4	7.8	-2.4	11.6	11.2	0.4	10.1	8.9	1.2	9.0	11.0	-2.0
Newstalk ZB	12.9	12.1	0.8	2	0.2	0.5	-0.3	0.4	1.2	-0.8	2.4	3.1	-0.7	2.9	3.4	-0.5	8.5	11.7	-3.2	21.5	20.4	1.1	5.3	2.9	2.4
Radio Hauraki	3.8	3.0	0.8	11	3.3	3.1	0.2	7.1	7.3	-0.2	8.9	6.4	2.5	8.1	5.7	2.4	3.9	2.9	1.0	0.9	0.9	0.0	7.1	6.3	0.8
Radio One	1.0	1.2	-0.2	15	1.2	3.9	-2.7	1.0	1.5	-0.5	0.5	0.3	0.2	1.9	1.5	0.4	2.2	1.7	0.5	0.2	0.1	0.1	*	0.9	*
Rhema	1.1	1.4	-0.3	14	*	*	*	*	*	*	1.5	2.0	-0.5	2.5	2.9	-0.4	2.2	2.4	-0.2	0.1	0.3	-0.2	*	*	*
Rock	9.7	10.7	-1.0	3	8.0	8.6	-0.6	15.6	15.2	0.4	15.6	15.6	0.0	20.9	22.3	-1.4	16.0	17.1	-1.1	2.0	2.5	-0.5	21.3	16.7	4.6
Sanctuary	0.1	0.1	0.0	17	*	*	*	*	*	*	0.1	0.2	-0.1	0.1	0.1	0.0	0.2	0.2	0.0	0.2	0.2	0.0	*	*	*
Sport Nation	0.1	0.3	-0.2	17	*	*	*	*	*	*	0.2	0.2	0.0	0.1	0.1	0.0	*	0.4	*	*	0.7	*	0.3	0.3	0.0
Tahu FM	0.1	*	*	17	0.1	*	*	0.1	0.1	0.0	0.2	0.1	0.1	0.1	0.1	0.0	*	0.1	*	*	*	*	*	*	*
The Hits	8.9	9.4	-0.5	5	15.0	18.3	-3.3	17.8	16.4	1.4	9.5	10.8	-1.3	10.3	11.0	-0.7	10.2	9.0	1.2	6.8	6.3	0.5	13.9	14.2	-0.3
The Sound	7.8	8.5	-0.7	6	8.4	9.9	-1.5	3.3	3.6	-0.3	2.0	4.1	-2.1	3.7	5.0	-1.3	11.1	10.8	0.3	11.0	11.2	-0.2	5.3	5.6	-0.3
ZM	4.7	4.2	0.5	10	8.9	5.5	3.4	9.5	8.9	0.6	7.7	8.1	-0.4	6.6	6.6	0.0	4.3	4.2	0.1	1.9	2.3	-0.4	5.0	8.1	-3.1
MediaWorks Combo	60.9	57.6	3.3		69.8	55.1	14.7	60.4	59.7	0.7	65.1	63.8	1.3	62.7	62.1	0.6	56.8	53.7	3.1	58.2	55.5	2.7	59.2	54.5	4.7
NZME Combo	32.9	33.0	-0.1		27.5	30.4	-2.9	35.3	35.3	0.0	28.9	30.5	-1.6	29.9	30.7	-0.8	34.2	36.5	-2.3	36.9	36.3	0.6	37.4	40.1	-2.7
Potential (000)	118.7	119.0	-0.3		33.3	33.1	0.2	43.7	43.8	-0.1	32.6	33.0	-0.4	47.1	47.9	-0.8	29.6	30.2	-0.6	27.8	27.7	0.1	16.2	15.5	0.7
Sample	813	815	-2		166	167	-1	251	253	-2	229	229	0	325	324	1	226	238	-12	255	253	2	126	117	9

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

MediaWorks Combo: Breeze, Breeze Classic, Channel X, Edge, George FM, 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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Station Share (%) by Daypart, People 10+
Survey Comparisons: 3/2025 - 1/2026

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	This	Last	+/-
Potential (000)	118.7	119.0	-0.3
Sample Size	813	815	-2

	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	11.7	10.5	1.2	2	14.9	11.7	3.2	12.4	11.0	1.4	13.1	10.2	2.9	9.0	6.9	2.1	6.0	4.2	1.8	15.1	11.5	3.6
Breeze Classic*	4.6	4.7	-0.1	10	4.4	5.9	-1.5	4.6	6.5	-1.9	5.1	6.3	-1.2	2.7	3.7	-1.0	3.2	5.5	-2.3	5.9	7.1	-1.2
Channel X	3.7	5.4	-1.7	11	6.5	8.0	-1.5	7.7	8.3	-0.6	5.4	6.8	-1.4	3.3	3.5	-0.2	0.5	3.1	-2.6	3.4	4.3	-0.9
Coast	2.0	3.2	-1.2	12	3.6	4.5	-0.9	4.1	5.2	-1.1	1.6	3.5	-1.9	0.1	2.0	-1.9	0.2	0.5	-0.3	1.6	3.9	-2.3
Edge	10.1	6.1	4.0	5	5.8	3.9	1.9	7.1	4.8	2.3	6.6	6.8	-0.2	6.2	5.4	0.8	7.0	0.7	6.3	8.4	5.0	3.4
George FM	2.0	1.1	0.9	12	3.4	2.1	1.3	3.0	2.9	0.1	3.7	2.2	1.5	3.2	2.5	0.7	0.7	*	*	4.6	3.3	1.3
Gold Sport	*	*	*	*	*	*	*	*	*	*	0.1	0.1	0.0	0.6	0.6	0.0	*	*	*	0.3	0.4	-0.1
Life FM	1.1	0.2	0.9	14	0.4	0.1	0.3	0.1	*	*	0.2	0.2	0.0	0.5	*	*	0.2	*	*	0.3	0.1	0.2
More FM	10.2	10.0	0.2	4	12.0	9.8	2.2	12.5	9.3	3.2	7.3	5.4	1.9	4.3	4.7	-0.4	0.6	1.2	-0.6	8.2	7.6	0.6
Newstalk ZB	14.6	15.5	-0.9	1	8.5	6.6	1.9	7.1	7.2	-0.1	9.4	10.0	-0.6	32.9	24.9	8.0	43.8	45.3	-1.5	12.9	11.0	1.9
Radio Hauraki	5.2	4.7	0.5	8	3.5	3.0	0.5	4.2	2.2	2.0	5.5	4.6	0.9	2.1	1.2	0.9	0.6	0.3	0.3	2.3	2.2	0.1
Radio One	0.8	1.6	-0.8	15	2.2	1.9	0.3	1.3	0.9	0.4	0.3	0.7	-0.4	*	1.2	*	*	3.7	*	0.5	0.5	0.0
Rhema	0.3	0.3	0.0	16	2.0	2.0	0.0	1.4	1.6	-0.2	1.5	1.8	-0.3	2.6	3.1	-0.5	1.8	3.3	-1.5	0.3	0.5	-0.2
Rock	8.3	9.8	-1.5	6	9.9	12.3	-2.4	11.5	11.9	-0.4	12.4	13.1	-0.7	8.0	8.7	-0.7	8.3	3.3	5.0	8.2	9.2	-1.0
Sanctuary	0.1	0.1	0.0	18	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.2	-0.1	0.3	0.3	0.0	*	*	*	0.1	0.1	0.0
Sport Nation	0.2	*	*	17	*	0.8	*	0.1	0.2	-0.1	0.1	0.1	0.0	0.1	1.3	-1.2	0.2	0.2	0.0	0.1	0.2	-0.1
Tahu FM	*	*	*	*	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	*	*	*	*	*	*	0.1	*	*
The Hits	10.7	10.6	0.1	3	7.0	7.6	-0.6	8.6	9.7	-1.1	9.7	11.2	-1.5	7.9	6.4	1.5	8.9	6.6	2.3	9.0	9.8	-0.8
The Sound	7.7	8.5	-0.8	7	8.5	10.0	-1.5	7.4	7.6	-0.2	8.6	7.5	1.1	6.9	7.5	-0.6	3.6	3.1	0.5	8.3	9.7	-1.4
ZM	5.1	3.8	1.3	9	3.4	3.0	0.4	2.8	4.1	-1.3	7.3	5.7	1.6	4.4	4.3	0.1	9.4	8.4	1.0	5.3	4.4	0.9
MediaWorks Combo	58.5	56.2	2.3		65.4	63.7	1.7	66.4	62.5	3.9	62.3	58.4	3.9	43.7	42.9	0.8	29.8	21.2	8.6	62.2	57.7	4.5
NZME Combo	37.7	38.1	-0.4		26.0	25.0	1.0	26.8	28.9	-2.1	33.5	35.7	-2.2	48.1	39.4	8.7	63.0	61.0	2.0	31.5	31.8	-0.3

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

MediaWorks Combo: Breeze, Breeze Classic, Channel X, Edge, George FM, 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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Cumulative Audience (000's) by Demographic, Mon-Sun 12mn-12mn

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 Last 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

	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	12.7	10.7	2.0	2	1.0	0.9	0.1	2.6	2.4	0.2	2.3	2.3	0.0	3.5	3.3	0.2	4.4	3.5	0.9	5.8	4.7	1.1	1.8	0.9	0.9
Breeze Classic*	5.0	5.6	-0.6	12	0.8	*	*	0.9	0.4	0.5	0.2	0.9	-0.7	0.7	1.2	-0.5	1.2	1.3	-0.1	2.4	3.2	-0.8	1.0	1.1	-0.1
Channel X	7.1	6.8	0.3	10	1.4	1.7	-0.3	2.7	2.7	0.0	3.8	3.8	0.0	4.7	4.2	0.5	1.4	1.1	0.3	1.0	0.9	0.1	1.7	1.6	0.1
Coast	2.4	4.1	-1.7	13	*	0.3	*	0.2	0.1	0.1	0.2	0.6	-0.4	0.9	1.5	-0.6	1.4	1.8	-0.4	1.4	1.7	-0.3	0.9	0.8	0.1
Edge	12.2	11.7	0.5	4	5.5	4.1	1.4	8.1	8.7	-0.6	5.3	6.2	-0.9	5.7	6.5	-0.8	0.9	0.9	0.0	1.0	1.2	-0.2	1.8	1.6	0.2
George FM	5.7	5.6	0.1	11	1.4	2.3	-0.9	3.1	3.3	-0.2	2.9	1.9	1.0	4.0	2.7	1.3	1.3	1.0	0.3	0.3	0.6	-0.3	0.8	0.5	0.3
Gold Sport	0.5	0.5	0.0	16	0.1	0.1	0.0	0.2	0.2	0.0	0.3	0.3	0.0	0.3	0.3	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.2	0.2	0.0
Life FM	1.4	1.0	0.4	15	0.5	0.2	0.3	0.9	0.4	0.5	0.7	0.3	0.4	0.9	0.8	0.1	0.2	0.4	-0.2	*	*	*	0.2	*	*
More FM	9.6	9.7	-0.1	8	2.7	2.5	0.2	1.2	2.2	-1.0	1.5	2.0	-0.5	2.5	3.0	-0.5	3.9	3.5	0.4	4.1	3.8	0.3	1.4	1.5	-0.1
Newstalk ZB	9.8	10.0	-0.2	7	0.1	0.4	-0.3	1.2	1.3	-0.1	1.6	1.7	-0.1	2.2	2.4	-0.2	2.6	3.1	-0.5	4.9	4.7	0.2	0.4	0.4	0.0
Radio Hauraki	9.6	8.3	1.3	8	2.8	2.1	0.7	4.3	4.4	-0.1	3.6	3.4	0.2	5.8	4.9	0.9	2.9	2.5	0.4	1.0	1.3	-0.3	1.6	1.4	0.2
Radio One	2.4	4.2	-1.8	13	1.1	2.6	-1.5	1.1	1.7	-0.6	0.3	0.4	-0.1	0.9	1.2	-0.3	0.9	1.0	-0.1	0.4	0.3	0.1	*	0.5	*
Rhema	0.5	0.7	-0.2	16	*	*	*	*	*	*	0.1	0.2	-0.1	0.2	0.3	-0.1	0.2	0.4	-0.2	0.1	0.2	-0.1	*	*	*
Rock	11.5	11.6	-0.1	5	3.4	2.1	1.3	5.7	4.6	1.1	4.6	4.7	-0.1	6.8	7.6	-0.8	3.2	4.3	-1.1	1.2	1.7	-0.5	1.9	1.7	0.2
Sanctuary	0.5	0.5	0.0	16	*	*	*	*	*	*	0.1	0.2	-0.1	0.1	0.2	-0.1	0.2	0.2	0.0	0.2	0.2	0.0	*	*	*
Sport Nation	0.3	0.7	-0.4	20	*	*	*	*	*	*	0.2	0.1	0.1	0.2	0.1	0.1	*	0.2	*	*	0.3	*	0.2	0.1	0.1
Tahu FM	0.5	0.2	0.3	16	0.1	*	*	0.3	0.1	0.2	0.4	0.1	0.3	0.4	0.2	0.2	*	0.1	*	*	*	*	*	*	*
The Hits	19.2	19.2	0.0	1	6.5	5.7	0.8	9.0	7.5	1.5	6.0	6.4	-0.4	8.7	9.6	-0.9	5.1	5.4	-0.3	3.7	3.6	0.1	3.2	3.0	0.2
The Sound	12.4	10.4	2.0	3	4.2	2.3	1.9	4.1	2.7	1.4	2.2	2.6	-0.4	4.0	4.2	-0.2	4.2	3.6	0.6	3.7	3.4	0.3	1.4	1.0	0.4
ZM	11.3	10.9	0.4	6	5.1	2.9	2.2	5.9	5.4	0.5	3.5	4.2	-0.7	5.3	5.9	-0.6	2.4	2.9	-0.5	0.7	1.6	-0.9	2.2	2.6	-0.4
MediaWorks Combo	53.4	51.4	2.0		12.5	10.5	2.0	18.3	17.9	0.4	15.8	16.3	-0.5	21.9	22.4	-0.5	14.3	14.2	0.1	14.9	14.9	0.0	8.1	7.3	0.8
NZME Combo	44.4	44.0	0.4		11.6	9.6	2.0	15.9	14.7	1.2	12.6	13.3	-0.7	19.2	19.9	-0.7	12.3	13.2	-0.9	10.6	11.1	-0.5	7.4	6.9	0.5
All Commercial Radio	79.1	78.1	1.0		19.8	17.3	2.5	26.6	25.3	1.3	21.6	22.0	-0.4	32.2	33.2	-1.0	21.3	22.4	-1.1	20.5	20.9	-0.4	11.8	10.7	1.1
Potential (000)	118.7	119.0	-0.3		33.3	33.1	0.2	43.7	43.8	-0.1	32.6	33.0	-0.4	47.1	47.9	-0.8	29.6	30.2	-0.6	27.8	27.7	0.1	16.2	15.5	0.7
Sample	813	815	-2		166	167	-1	251	253	-2	229	229	0	325	324	1	226	238	-12	255	253	2	126	117	9

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	This	Last	+/-
Potential (000)	118.7	119.0	-0.3
Sample Size	813	815	-2

	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	7.0	5.9	1.1	4	6.2	5.5	0.7	7.2	5.7	1.5	5.4	4.6	0.8	2.4	1.8	0.6	1.2	1.1	0.1	8.6	6.5	2.1
Breeze Classic*	2.2	2.9	-0.7	12	2.4	3.5	-1.1	3.1	4.0	-0.9	2.0	2.9	-0.9	0.4	0.8	-0.4	0.5	0.6	-0.1	2.9	3.1	-0.2
Channel X	3.2	3.9	-0.7	10	2.6	3.4	-0.8	3.4	3.5	-0.1	3.4	4.2	-0.8	1.5	1.8	-0.3	0.3	1.0	-0.7	3.4	3.4	0.0
Coast	1.7	2.4	-0.7	13	1.6	2.5	-0.9	1.7	2.6	-0.9	0.9	1.7	-0.8	0.1	0.7	-0.6	0.1	0.2	-0.1	1.6	2.4	-0.8
Edge	6.2	6.0	0.2	7	4.1	4.3	-0.2	4.8	5.9	-1.1	6.5	4.4	2.1	2.3	2.6	-0.3	1.1	0.6	0.5	7.2	6.0	1.2
George FM	2.8	2.1	0.7	11	1.8	1.3	0.5	2.9	2.9	0.0	2.2	2.2	0.0	1.0	0.9	0.1	0.4	*	*	3.1	3.2	-0.1
Gold Sport	*	*	*	*	*	*	*	*	*	*	0.1	0.2	-0.1	0.4	0.5	-0.1	*	*	*	0.3	0.4	-0.1
Life FM	0.9	0.5	0.4	14	0.6	0.1	0.5	0.3	0.2	0.1	0.3	0.2	0.1	0.3	*	*	0.1	*	*	0.9	0.6	0.3
More FM	6.4	6.4	0.0	6	4.8	4.6	0.2	6.1	6.5	-0.4	4.4	4.0	0.4	2.0	1.9	0.1	0.4	0.4	0.0	5.3	5.1	0.2
Newstalk ZB	7.0	7.0	0.0	4	4.9	4.6	0.3	5.1	4.4	0.7	4.0	4.2	-0.2	4.6	4.1	0.5	3.5	3.2	0.3	5.9	5.6	0.3
Radio Hauraki	5.9	4.9	1.0	8	2.0	1.8	0.2	3.0	2.3	0.7	4.0	3.1	0.9	0.7	0.7	0.0	0.5	0.1	0.4	4.2	3.5	0.7
Radio One	0.5	1.7	-1.2	15	1.3	1.0	0.3	0.5	0.5	0.0	0.4	0.8	-0.4	*	0.5	*	*	1.2	*	1.8	1.8	0.0
Rhema	0.2	0.4	-0.2	17	0.3	0.3	0.0	0.2	0.4	-0.2	0.2	0.3	-0.1	0.1	0.2	-0.1	0.2	0.4	-0.2	0.1	0.3	-0.2
Rock	5.9	7.2	-1.3	8	4.5	5.5	-1.0	7.7	6.8	0.9	5.8	5.7	0.1	2.5	2.7	-0.2	1.0	0.7	0.3	5.5	6.3	-0.8
Sanctuary	0.3	0.3	0.0	16	0.2	0.2	0.0	0.2	0.2	0.0	0.2	0.3	-0.1	0.1	0.2	-0.1	*	*	*	0.2	0.3	-0.1
Sport Nation	0.1	*	*	18	*	0.2	*	0.2	0.3	-0.1	0.2	0.1	0.1	0.2	0.3	-0.1	0.2	0.1	0.1	0.1	0.2	-0.1
Tahu FM	0.1	*	*	18	*	0.1	*	0.4	0.2	0.2	0.1	0.1	0.0	*	*	*	*	*	*	0.3	*	*
The Hits	11.2	11.2	0.0	1	7.1	6.7	0.4	7.8	9.0	-1.2	6.6	8.1	-1.5	4.6	4.1	0.5	1.3	0.9	0.4	10.2	9.4	0.8
The Sound	7.8	7.1	0.7	2	4.7	4.7	0.0	4.5	4.0	0.5	6.3	5.1	1.2	2.3	2.5	-0.2	1.3	1.1	0.2	6.0	5.7	0.3
ZM	7.2	4.4	2.8	3	4.1	4.3	-0.2	4.0	4.1	-0.1	4.4	4.1	0.3	2.5	1.9	0.6	1.9	1.1	0.8	6.5	5.5	1.0
MediaWorks Combo	35.4	35.1	0.3		27.3	28.4	-1.1	35.0	33.2	1.8	28.6	28.0	0.6	11.3	11.9	-0.6	6.1	5.3	0.8	36.7	34.0	2.7
NZME Combo	30.0	28.1	1.9		17.3	18.7	-1.4	21.2	21.4	-0.2	19.2	19.7	-0.5	11.4	11.3	0.1	7.0	5.1	1.9	26.6	24.2	2.4
All Commercial Radio	59.0	58.9	0.1		42.8	45.4	-2.6	51.3	50.7	0.6	45.8	46.2	-0.4	23.4	24.7	-1.3	12.9	12.3	0.6	56.7	54.8	1.9

MediaWorks Combo: Breeze, Breeze Classic, Channel X, Edge, George FM, 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 - GfK SURVEY 1 2026

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

Survey Comparisons: 3/2025 - 1/2026

This 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
 Last 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

	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	11:08	10:52	0:16	4:15	2:28	1:47	4:18	4:06	0:11	8:58	6:43	2:15	7:35	6:36	0:58	7:09	6:38	0:30	12:05	12:12	-0:06	6:25	4:40	1:45
Breeze Classic*	10:24	11:45	-1:21	0:25	*	*	0:28	3:31	-3:02	3:20	9:24	-6:04	5:43	8:20	-2:37	6:41	6:26	0:15	15:41	12:57	2:43	4:04	6:01	-1:57
Channel X	7:40	10:06	-2:26	2:24	3:04	-0:39	6:37	8:15	-1:37	11:17	13:00	-1:43	10:04	11:50	-1:46	5:24	11:41	-6:16	3:44	15:05	-11:20	5:46	5:37	0:09
Coast	11:09	10:24	0:44	*	16:52	*	1:59	3:00	-1:00	1:59	2:52	-0:52	8:08	8:43	-0:35	15:26	16:39	-1:12	14:01	13:46	0:15	10:39	17:14	-6:34
Edge	6:48	4:47	2:00	10:19	6:10	4:08	5:11	4:12	0:59	3:44	3:38	0:06	3:31	3:30	0:00	1:43	2:12	-0:29	5:57	7:05	-1:07	6:40	8:05	-1:24
George FM	6:11	4:28	1:42	4:52	6:49	-1:56	6:24	5:05	1:18	8:17	2:34	5:43	7:05	3:00	4:04	3:32	3:32	-0:00	0:37	1:55	-1:17	2:50	2:03	0:46
Gold Sport	2:42	2:36	0:06	1:00	1:00	0:00	4:00	4:00	0:00	2:52	2:40	0:11	2:52	2:40	0:11	3:30	3:30	0:00	3:30	3:30	0:00	4:00	4:00	0:00
Life FM	3:15	1:04	2:10	1:56	0:15	1:41	3:12	0:21	2:50	4:00	0:50	3:10	4:03	1:19	2:44	4:15	1:41	2:33	*	*	*	9:15	*	*
More FM	10:55	9:20	1:34	15:06	5:58	9:08	4:34	6:29	-1:55	7:31	8:42	-1:10	8:15	11:03	-2:47	8:46	11:01	-2:14	8:21	8:47	-0:26	10:28	11:30	-1:01
Newstalk ZB	14:22	13:20	1:01	4:00	2:09	1:50	0:49	2:20	-1:30	3:44	4:53	-1:08	5:10	5:55	-0:45	9:41	13:01	-3:20	14:40	16:15	-1:34	21:14	12:45	8:28
Radio Hauraki	4:19	3:58	0:20	2:32	2:34	-0:02	3:52	4:09	-0:17	6:12	5:05	1:07	5:25	4:54	0:31	3:55	3:54	0:00	2:57	2:44	0:12	7:17	7:06	0:11
Radio One	4:19	3:14	1:05	2:17	2:33	-0:15	2:07	2:16	-0:09	5:18	1:47	3:31	8:04	5:21	2:42	6:46	5:45	1:01	1:13	0:41	0:32	*	2:48	*
Rhema	21:56	22:14	-0:18	*	*	*	*	*	*	35:00	35:00	0:00	41:09	40:39	0:30	25:59	22:59	3:00	3:30	5:45	-2:15	*	*	*
Rock	9:10	10:12	-1:01	5:02	6:53	-1:50	6:29	8:21	-1:52	8:39	9:01	-0:21	11:55	12:18	-0:22	14:31	13:46	0:45	5:54	5:32	0:22	18:37	15:24	3:13
Sanctuary	2:29	2:29	0:00	*	*	*	*	*	*	2:45	2:45	0:00	2:45	2:45	0:00	2:54	2:59	-0:04	2:54	2:59	-0:04	*	*	*
Sport Nation	3:58	4:42	-0:44	*	*	*	*	*	*	3:30	3:30	0:00	3:30	3:30	0:00	*	5:40	*	*	7:24	*	3:30	3:30	0:00
Tahu FM	1:21	1:57	-0:35	1:15	*	*	1:05	1:00	0:05	1:23	1:00	0:23	1:23	1:57	-0:33	*	3:45	*	*	*	*	*	*	*
The Hits	5:04	5:25	-0:20	4:54	5:32	-0:37	4:38	5:30	-0:52	3:59	4:33	-0:33	4:36	4:50	-0:14	5:53	5:47	0:05	6:08	6:30	-0:21	7:11	7:29	-0:18
The Sound	6:52	9:00	-2:08	4:13	7:18	-3:05	1:54	3:25	-1:31	2:22	4:15	-1:52	3:38	5:04	-1:25	7:48	10:23	-2:35	10:07	12:23	-2:15	6:12	9:06	-2:53
ZM	4:32	4:18	0:14	3:41	3:16	0:24	3:49	4:04	-0:15	5:35	5:08	0:27	4:50	4:41	0:09	5:22	5:00	0:22	9:22	5:29	3:52	3:43	4:50	-1:07
MediaWorks Combo	12:24	12:23	0:01	11:49	9:04	2:44	7:47	8:20	-0:33	10:23	10:33	-0:10	11:06	11:41	-0:34	11:38	13:02	-1:24	13:05	13:50	-0:45	12:01	11:53	0:07
NZME Combo	8:04	8:16	-0:12	5:00	5:28	-0:27	5:13	6:01	-0:47	5:48	6:10	-0:22	6:03	6:29	-0:25	8:09	9:34	-1:25	11:43	12:08	-0:25	8:20	9:10	-0:50
All Commercial Radio	13:45	14:08	-0:22	10:40	9:57	0:42	8:51	9:54	-1:02	11:42	12:17	-0:34	12:05	12:42	-0:37	13:49	15:23	-1:34	16:23	17:49	-1:26	13:59	14:48	-0:49
Potential (000)	118.7	119.0	-0.3	33.3	33.1	0.2	43.7	43.8	-0.1	32.6	33.0	-0.4	47.1	47.9	-0.8	29.6	30.2	-0.6	27.8	27.7	0.1	16.2	15.5	0.7
Sample	813	815	-2	166	167	-1	251	253	-2	229	229	0	325	324	1	226	238	-12	255	253	2	126	117	9

MediaWorks Combo: Breeze, Breeze Classic, Channel X, Edge, George FM, 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 - GfK SURVEY 1 2026

Average Time Spent Listening (hh:mm) by Daypart, People 10+
 Survey Comparisons: 3/2025 - 1/2026

This 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
 Last 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

	This	Last	+/-
Potential (000)	118.7	119.0	-0.3
Sample Size	813	815	-2

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

MediaWorks Combo: Breeze, Breeze Classic, Channel X, Edge, George FM, 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