



DUNEDIN COMMERCIAL RADIO - GfK SURVEY 2 2026

Station Share (%) by Demographic, Mon-Sun 12mn-12mn
Survey Comparisons: 1/2026 - 2/2026

This 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
Last Survev Period: Sun Feb 9 to Sat Mav 3 & Sun Mav 11 to Sat Aug 2 & Sun Aug 10 to Sat Nov 1 2025 & Sun Feb 8 to Sat May 2 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	9.7	13.0	-3.3	4	1.5	2.1	-0.6	4.0	4.7	-0.7	9.4	8.3	1.1	6.9	6.8	0.1	8.2	10.6	-2.4	17.6	20.7	-3.1	7.7	6.8	0.9
Breeze Classic	6.8	4.8	2.0	7	0.1	0.2	-0.1	0.1	0.2	-0.1	0.3	0.3	0.0	1.4	1.0	0.4	3.4	2.8	0.6	12.1	11.4	0.7	2.0	2.4	-0.4
Channel X	6.2	5.0	1.2	8	5.8	1.6	4.2	13.2	7.5	5.7	17.7	16.9	0.8	13.3	12.2	1.1	1.8	2.6	-0.8	0.1	1.1	-1.0	4.9	5.8	-0.9
Coast	2.0	2.4	-0.4	13	*	*	*	*	0.2	*	*	0.2	*	2.5	1.8	0.7	6.7	7.1	-0.4	4.1	5.7	-1.6	5.3	5.6	-0.3
Edge	10.6	7.7	2.9	2	29.4	27.1	2.3	13.9	17.8	-3.9	10.4	7.8	2.6	7.4	5.2	2.2	3.0	0.5	2.5	4.1	1.8	2.3	11.1	7.2	3.9
George FM	3.0	3.3	-0.3	12	2.3	3.3	-1.0	6.0	8.5	-2.5	8.3	9.4	-1.1	6.8	7.3	-0.5	1.7	1.6	0.1	0.1	0.1	0.0	1.4	1.4	0.0
iHeartCountry*	0.2	n.a.	*	17	0.3	n.a.	*	0.6	n.a.	*	0.3	n.a.	*	0.2	n.a.	*	*	n.a.	*	*	n.a.	*	0.4	n.a.	*
Life FM	0.6	0.4	0.2	16	0.5	0.5	0.0	1.4	1.2	0.2	1.4	1.2	0.2	1.2	0.9	0.3	0.4	0.2	0.2	*	*	*	1.0	0.9	0.1
More FM	8.7	9.6	-0.9	6	13.2	19.1	-5.9	2.6	2.4	0.2	5.4	4.4	1.0	6.8	5.4	1.4	14.3	11.6	2.7	10.4	10.1	0.3	12.9	9.0	3.9
Newstalk ZB	12.9	12.9	0.0	1	0.3	0.2	0.1	1.2	0.4	0.8	1.8	2.4	-0.6	2.6	2.9	-0.3	6.0	8.5	-2.5	22.1	21.5	0.6	4.1	5.3	-1.2
Radio Hauraki	4.4	3.8	0.6	11	5.3	3.3	2.0	5.7	7.1	-1.4	6.8	8.9	-2.1	8.0	8.1	-0.1	6.4	3.9	2.5	1.2	0.9	0.3	5.1	7.1	-2.0
Radio One	1.2	1.0	0.2	14	0.2	1.2	-1.0	0.1	1.0	-0.9	0.7	0.5	0.2	0.7	1.9	-1.2	3.0	2.2	0.8	2.5	0.2	2.3	*	*	*
Rhema	0.7	1.1	-0.4	15	*	*	*	*	*	*	*	1.5	*	2.0	2.5	-0.5	3.1	2.2	0.9	0.1	0.1	0.0	*	*	*
Rock	9.7	9.7	0.0	4	9.4	8.0	1.4	20.2	15.6	4.6	17.3	15.6	1.7	19.3	20.9	-1.6	13.0	16.0	-3.0	2.1	2.0	0.1	20.2	21.3	-1.1
Sanctuary	*	0.1	*	*	*	*	*	*	*	*	*	0.1	*	*	0.1	*	0.1	0.2	-0.1	0.1	0.2	-0.1	*	*	*
Sport Nation	0.1	0.1	0.0	18	*	*	*	0.1	*	*	0.1	0.2	-0.1	0.1	0.1	0.0	0.1	*	*	*	*	*	0.1	0.3	-0.2
Tahu FM	0.1	0.1	0.0	18	0.1	0.1	0.0	0.1	0.1	0.0	0.2	0.2	0.0	0.1	0.1	0.0	*	*	*	*	*	*	*	*	*
The Hits	9.8	8.9	0.9	3	13.9	15.0	-1.1	14.3	17.8	-3.5	7.9	9.5	-1.6	9.3	10.3	-1.0	14.7	10.2	4.5	11.2	6.8	4.4	14.6	13.9	0.7
The Sound	4.7	7.8	-3.1	10	5.4	8.4	-3.0	2.2	3.3	-1.1	1.7	2.0	-0.3	2.2	3.7	-1.5	6.5	11.1	-4.6	7.2	11.0	-3.8	2.4	5.3	-2.9
ZM	6.0	4.7	1.3	9	11.9	8.9	3.0	13.0	9.5	3.5	9.0	7.7	1.3	7.7	6.6	1.1	4.3	4.3	0.0	1.8	1.9	-0.1	5.4	5.0	0.4
MediaWorks Combo	59.5	60.9	-1.4		67.1	69.8	-2.7	62.6	60.4	2.2	70.8	65.1	5.7	64.4	62.7	1.7	51.8	56.8	-5.0	53.6	58.2	-4.6	62.7	59.2	3.5
NZME Combo	35.4	32.9	2.5		31.7	27.5	4.2	34.8	35.3	-0.5	25.9	28.9	-3.0	30.3	29.9	0.4	38.1	34.2	3.9	40.3	36.9	3.4	34.9	37.4	-2.5
Potential (000)	118.7	118.7	0.0		33.3	33.3	0.0	43.1	43.7	-0.6	32.6	32.6	0.0	47.1	47.1	0.0	29.6	29.6	0.0	27.8	27.8	0.0	17.0	16.2	0.8
Sample	815	813	2		161	166	-5	236	251	-15	213	229	-16	308	325	-17	222	226	-4	270	255	15	124	126	-2

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 (until S1 26), iHeartCountry (from S2 26), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui, Flava

*iHeartCountry was rebranded from Gold Sport from May 4th 2026. S2 2026 includes combined iHeartCountry / Gold Sport listening



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Station Share (%) by Daypart, People 10+
Survey Comparisons: 1/2026 - 2/2026

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	This	Last	+/-
Potential (000)	118.7	118.7	0.0
Sample Size	815	813	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	9.4	11.7	-2.3	4	11.0	14.9	-3.9	8.9	12.4	-3.5	10.2	13.1	-2.9	5.5	9.0	-3.5	4.0	6.0	-2.0	11.2	15.1	-3.9
Breeze Classic	4.5	4.6	-0.1	9	8.8	4.4	4.4	7.1	4.6	2.5	5.9	5.1	0.8	5.9	2.7	3.2	2.0	3.2	-1.2	8.5	5.9	2.6
Channel X	3.0	3.7	-0.7	11	7.9	6.5	1.4	10.6	7.7	2.9	7.9	5.4	2.5	8.2	3.3	4.9	0.1	0.5	-0.4	2.9	3.4	-0.5
Coast	1.8	2.0	-0.2	13	2.4	3.6	-1.2	2.7	4.1	-1.4	1.3	1.6	-0.3	0.1	0.1	0.0	0.3	0.2	0.1	2.3	1.6	0.7
Edge	14.4	10.1	4.3	2	8.0	5.8	2.2	10.6	7.1	3.5	7.1	6.6	0.5	4.9	6.2	-1.3	7.0	7.0	0.0	12.5	8.4	4.1
George FM	2.2	2.0	0.2	12	2.8	3.4	-0.6	2.5	3.0	-0.5	4.0	3.7	0.3	2.5	3.2	-0.7	0.6	0.7	-0.1	4.4	4.6	-0.2
iHeartCountry*	*	n.a.	*	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	1.1	n.a.	*	*	n.a.	*	0.5	n.a.	*
Life FM	1.3	1.1	0.2	14	0.5	0.4	0.1	0.2	0.1	0.1	0.3	0.2	0.1	0.6	0.5	0.1	0.2	0.2	0.0	0.4	0.3	0.1
More FM	9.0	10.2	-1.2	5	10.0	12.0	-2.0	10.8	12.5	-1.7	8.1	7.3	0.8	2.8	4.3	-1.5	0.4	0.6	-0.2	7.9	8.2	-0.3
Newstalk ZB	15.0	14.6	0.4	1	9.7	8.5	1.2	5.4	7.1	-1.7	8.0	9.4	-1.4	30.4	32.9	-2.5	52.0	43.8	8.2	13.5	12.9	0.6
Radio Hauraki	7.1	5.2	1.9	7	3.1	3.5	-0.4	4.8	4.2	0.6	6.0	5.5	0.5	3.0	2.1	0.9	0.7	0.6	0.1	2.6	2.3	0.3
Radio One	0.7	0.8	-0.1	15	2.1	2.2	-0.1	2.0	1.3	0.7	0.4	0.3	0.1	*	*	*	0.2	*	*	0.8	0.5	0.3
Rhema	0.2	0.3	-0.1	17	1.3	2.0	-0.7	1.4	1.4	0.0	1.3	1.5	-0.2	0.6	2.6	-2.0	*	1.8	*	*	0.3	*
Rock	7.2	8.3	-1.1	6	13.1	9.9	3.2	13.7	11.5	2.2	10.8	12.4	-1.6	2.9	8.0	-5.1	10.3	8.3	2.0	6.2	8.2	-2.0
Sanctuary	0.1	0.1	0.0	18	*	0.1	*	*	0.1	*	*	0.1	*	*	0.3	*	*	*	*	*	0.1	*
Sport Nation	0.3	0.2	0.1	16	0.1	*	*	*	0.1	*	*	0.1	*	*	0.1	*	*	0.2	*	0.1	0.1	0.0
Tahu FM	*	*	*	*	*	*	*	0.1	0.1	0.0	*	0.1	*	*	*	*	*	*	*	0.1	0.1	0.0
The Hits	11.7	10.7	1.0	3	8.1	7.0	1.1	9.5	8.6	0.9	11.7	9.7	2.0	11.3	7.9	3.4	3.3	8.9	-5.6	9.5	9.0	0.5
The Sound	4.5	7.7	-3.2	9	5.0	8.5	-3.5	4.2	7.4	-3.2	5.3	8.6	-3.3	4.3	6.9	-2.6	2.0	3.6	-1.6	5.5	8.3	-2.8
ZM	6.3	5.1	1.2	8	3.6	3.4	0.2	3.3	2.8	0.5	10.1	7.3	2.8	8.7	4.4	4.3	13.6	9.4	4.2	6.7	5.3	1.4
MediaWorks Combo	54.4	58.5	-4.1		66.8	65.4	1.4	68.6	66.4	2.2	59.5	62.3	-2.8	37.1	43.7	-6.6	26.4	29.8	-3.4	59.3	62.2	-2.9
NZME Combo	41.8	37.7	4.1		26.9	26.0	0.9	25.7	26.8	-1.1	37.1	33.5	3.6	54.6	48.1	6.5	69.8	63.0	6.8	35.1	31.5	3.6

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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 (until S1 26), iHeartCountry (from S2 26), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui, Flava

*iHeartCountry was rebranded from Gold Sport from May 4th 2026. S2 2026 includes combined iHeartCountry / Gold Sport listening



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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	10.1	12.7	-2.6	4	1.1	1.0	0.1	2.3	2.6	-0.3	2.2	2.3	-0.1	2.9	3.5	-0.6	2.9	4.4	-1.5	4.5	5.8	-1.3	2.0	1.8	0.2
Breeze Classic	5.9	5.0	0.9	11	0.7	0.8	-0.1	0.8	0.9	-0.1	0.2	0.2	0.0	0.9	0.7	0.2	1.3	1.2	0.1	2.6	2.4	0.2	0.7	1.0	-0.3
Channel X	7.2	7.1	0.1	10	1.9	1.4	0.5	3.0	2.7	0.3	3.5	3.8	-0.3	4.9	4.7	0.2	1.6	1.4	0.2	0.4	1.0	-0.6	1.9	1.7	0.2
Coast	2.1	2.4	-0.3	13	*	*	*	0.1	0.2	-0.1	0.1	0.2	-0.1	0.8	0.9	-0.1	1.4	1.4	0.0	1.2	1.4	-0.2	0.9	0.9	0.0
Edge	13.1	12.2	0.9	3	5.9	5.5	0.4	7.2	8.1	-0.9	5.4	5.3	0.1	6.1	5.7	0.4	1.4	0.9	0.5	1.1	1.0	0.1	2.5	1.8	0.7
George FM	5.1	5.7	-0.6	12	1.3	1.4	-0.1	3.3	3.1	0.2	2.8	2.9	-0.1	3.6	4.0	-0.4	0.9	1.3	-0.4	0.2	0.3	-0.1	0.7	0.8	-0.1
iHeartCountry*	0.5	n.a.	*	16	0.3	n.a.	*	0.4	n.a.	*	0.2	n.a.	*	0.2	n.a.	*	*	n.a.	*	*	n.a.	*	0.2	n.a.	*
Life FM	1.7	1.4	0.3	15	0.6	0.5	0.1	1.1	0.9	0.2	0.7	0.7	0.0	0.9	0.9	0.0	0.3	0.2	0.1	0.1	*	*	0.2	0.2	0.0
More FM	9.2	9.6	-0.4	8	2.3	2.7	-0.4	1.4	1.2	0.2	1.9	1.5	0.4	3.1	2.5	0.6	4.1	3.9	0.2	3.6	4.1	-0.5	2.2	1.4	0.8
Newstalk ZB	8.7	9.8	-1.1	9	0.2	0.1	0.1	0.5	1.2	-0.7	0.6	1.6	-1.0	1.1	2.2	-1.1	2.1	2.6	-0.5	4.8	4.9	-0.1	0.4	0.4	0.0
Radio Hauraki	9.5	9.6	-0.1	7	3.1	2.8	0.3	4.0	4.3	-0.3	3.3	3.6	-0.3	5.7	5.8	-0.1	3.0	2.9	0.1	0.7	1.0	-0.3	1.2	1.6	-0.4
Radio One	2.0	2.4	-0.4	14	0.3	1.1	-0.8	0.2	1.1	-0.9	0.3	0.3	0.0	0.8	0.9	-0.1	0.9	0.9	0.0	0.6	0.4	0.2	*	*	*
Rhema	0.3	0.5	-0.2	18	*	*	*	*	*	*	*	0.1	*	0.2	0.2	0.0	0.3	0.2	0.1	0.1	0.1	0.0	*	*	*
Rock	9.9	11.5	-1.6	5	3.5	3.4	0.1	5.3	5.7	-0.4	3.8	4.6	-0.8	5.3	6.8	-1.5	2.1	3.2	-1.1	0.9	1.2	-0.3	1.9	1.9	0.0
Sanctuary	0.2	0.5	-0.3	20	*	*	*	*	*	*	*	0.1	*	*	0.1	*	0.1	0.2	-0.1	0.1	0.2	-0.1	*	*	*
Sport Nation	0.3	0.3	0.0	18	*	*	*	0.1	*	*	0.1	0.2	-0.1	0.2	0.2	0.0	0.1	*	*	*	*	*	0.1	0.2	-0.1
Tahu FM	0.4	0.5	-0.1	17	0.1	0.1	0.0	0.2	0.3	-0.1	0.3	0.4	-0.1	0.3	0.4	-0.1	*	*	*	*	*	*	*	*	*
The Hits	17.7	19.2	-1.5	1	5.9	6.5	-0.6	7.5	9.0	-1.5	5.4	6.0	-0.6	7.2	8.7	-1.5	4.8	5.1	-0.3	4.4	3.7	0.7	3.2	3.2	0.0
The Sound	9.7	12.4	-2.7	6	2.9	4.2	-1.3	3.0	4.1	-1.1	1.7	2.2	-0.5	2.8	4.0	-1.2	3.2	4.2	-1.0	3.6	3.7	-0.1	1.1	1.4	-0.3
ZM	13.8	11.3	2.5	2	7.4	5.1	2.3	8.1	5.9	2.2	4.2	3.5	0.7	5.8	5.3	0.5	2.0	2.4	-0.4	0.4	0.7	-0.3	2.6	2.2	0.4
MediaWorks Combo	51.1	53.4	-2.3		12.9	12.5	0.4	18.0	18.3	-0.3	15.7	15.8	-0.1	21.5	21.9	-0.4	12.8	14.3	-1.5	13.1	14.9	-1.8	8.8	8.1	0.7
NZME Combo	44.9	44.4	0.5		13.5	11.6	1.9	16.3	15.9	0.4	11.9	12.6	-0.7	18.1	19.2	-1.1	11.7	12.3	-0.6	10.4	10.6	-0.2	7.6	7.4	0.2
All Commercial Radio	78.5	79.1	-0.6		21.7	19.8	1.9	26.5	26.6	-0.1	20.8	21.6	-0.8	31.1	32.2	-1.1	20.6	21.3	-0.7	19.6	20.5	-0.9	12.7	11.8	0.9
Potential (000)	118.7	118.7	0.0		33.3	33.3	0.0	43.1	43.7	-0.6	32.6	32.6	0.0	47.1	47.1	0.0	29.6	29.6	0.0	27.8	27.8	0.0	17.0	16.2	0.8
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Last 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

	This	Last	+/-
Potential (000)	118.7	118.7	0.0
Sample Size	815	813	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	5.3	7.0	-1.7	9	5.2	6.2	-1.0	4.9	7.2	-2.3	4.4	5.4	-1.0	1.6	2.4	-0.8	0.5	1.2	-0.7	6.8	8.6	-1.8
Breeze Classic	2.5	2.2	0.3	11	3.5	2.4	1.1	3.9	3.1	0.8	2.6	2.0	0.6	0.9	0.4	0.5	0.3	0.5	-0.2	3.2	2.9	0.3
Channel X	2.4	3.2	-0.8	12	2.7	2.6	0.1	3.9	3.4	0.5	4.2	3.4	0.8	1.7	1.5	0.2	0.1	0.3	-0.2	3.5	3.4	0.1
Coast	1.3	1.7	-0.4	13	1.1	1.6	-0.5	1.2	1.7	-0.5	0.7	0.9	-0.2	0.1	0.1	0.0	0.2	0.1	0.1	1.7	1.6	0.1
Edge	7.2	6.2	1.0	3	6.0	4.1	1.9	6.3	4.8	1.5	6.7	6.5	0.2	2.0	2.3	-0.3	2.3	1.1	1.2	8.0	7.2	0.8
George FM	3.2	2.8	0.4	10	1.8	1.8	0.0	2.7	2.9	-0.2	1.8	2.2	-0.4	0.9	1.0	-0.1	0.4	0.4	0.0	2.8	3.1	-0.3
iHeartCountry*	*	n.a.	*	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	0.4	n.a.	*	*	n.a.	*	0.5	n.a.	*
Life FM	1.1	0.9	0.2	14	0.8	0.6	0.2	0.5	0.3	0.2	0.5	0.3	0.2	0.3	0.3	0.0	0.1	0.1	0.0	1.0	0.9	0.1
More FM	6.3	6.4	-0.1	4	4.7	4.8	-0.1	5.2	6.1	-0.9	4.5	4.4	0.1	1.8	2.0	-0.2	0.2	0.4	-0.2	4.8	5.3	-0.5
Newstalk ZB	6.1	7.0	-0.9	5	4.5	4.9	-0.4	4.4	5.1	-0.7	3.3	4.0	-0.7	3.7	4.6	-0.9	3.2	3.5	-0.3	6.1	5.9	0.2
Radio Hauraki	5.9	5.9	0.0	6	2.0	2.0	0.0	3.6	3.0	0.6	4.2	4.0	0.2	1.2	0.7	0.5	0.4	0.5	-0.1	3.5	4.2	-0.7
Radio One	0.2	0.5	-0.3	16	0.9	1.3	-0.4	0.6	0.5	0.1	0.3	0.4	-0.1	*	*	*	0.1	*	*	1.4	1.8	-0.4
Rhema	0.2	0.2	0.0	16	0.2	0.3	-0.1	0.2	0.2	0.0	0.2	0.2	0.0	0.1	0.1	0.0	*	0.2	*	*	0.1	*
Rock	5.5	5.9	-0.4	7	4.3	4.5	-0.2	6.6	7.7	-1.1	5.6	5.8	-0.2	1.6	2.5	-0.9	1.1	1.0	0.1	4.1	5.5	-1.4
Sanctuary	0.1	0.3	-0.2	18	0.1	0.2	-0.1	0.1	0.2	-0.1	*	0.2	*	*	0.1	*	*	*	*	0.2	0.2	0.0
Sport Nation	0.3	0.1	0.2	15	0.1	*	*	0.1	0.2	-0.1	*	0.2	*	*	0.2	*	*	0.2	*	0.2	0.1	0.1
Tahu FM	0.1	0.1	0.0	18	*	*	*	0.3	0.4	-0.1	*	0.1	*	*	*	*	*	*	*	0.4	0.3	0.1
The Hits	10.3	11.2	-0.9	1	6.7	7.1	-0.4	7.1	7.8	-0.7	6.9	6.6	0.3	4.9	4.6	0.3	1.2	1.3	-0.1	10.0	10.2	-0.2
The Sound	5.5	7.8	-2.3	7	4.1	4.7	-0.6	3.5	4.5	-1.0	3.9	6.3	-2.4	1.2	2.3	-1.1	0.9	1.3	-0.4	4.8	6.0	-1.2
ZM	9.2	7.2	2.0	2	3.6	4.1	-0.5	5.5	4.0	1.5	7.8	4.4	3.4	4.9	2.5	2.4	3.6	1.9	1.7	8.2	6.5	1.7
MediaWorks Combo	33.3	35.4	-2.1		27.3	27.3	0.0	33.4	35.0	-1.6	28.2	28.6	-0.4	10.2	11.3	-1.1	5.8	6.1	-0.3	33.7	36.7	-3.0
NZME Combo	30.6	30.0	0.6		16.1	17.3	-1.2	21.1	21.2	-0.1	21.8	19.2	2.6	13.4	11.4	2.0	8.4	7.0	1.4	28.3	26.6	1.7
All Commercial Radio	57.2	59.0	-1.8		41.3	42.8	-1.5	49.9	51.3	-1.4	46.7	45.8	0.9	23.1	23.4	-0.3	13.4	12.9	0.5	57.4	56.7	0.7

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 (until S1 26), iHeartCountry (from S2 26), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui, Flava

*iHeartCountry was rebranded from Gold Sport from May 4th 2026. S2 2026 includes combined iHeartCountry / Gold Sport listening



DUNEDIN COMMERCIAL RADIO - GfK SURVEY 2 2026

Average Time Spent Listening (hh:mm) by Demographic, Mon-Sun 12mn-12mn
Survey Comparisons: 1/2026 - 2/2026

This 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
Last 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

	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	9:57	11:08	-1:10	3:22	4:15	-0:53	4:32	4:18	0:14	11:04	8:58	2:06	8:44	7:35	1:09	6:48	7:09	-0:20	10:51	12:05	-1:14	6:54	6:25	0:28	
Breeze Classic	12:01	10:24	1:37	0:26	0:25	0:00	0:28	0:28	-0:00	3:45	3:20	0:25	6:00	5:43	0:16	6:04	6:41	-0:36	13:10	15:41	-2:30	4:35	4:04	0:30	
Channel X	8:53	7:40	1:12	7:21	2:24	4:56	11:46	6:37	5:09	12:59	11:17	1:41	10:12	10:04	0:08	2:46	5:24	-2:37	0:33	3:44	-3:11	4:26	5:46	-1:19	
Coast	10:09	11:09	-1:00	*	*	*	0:45	1:59	-1:14	0:45	1:59	-1:14	12:09	8:08	4:01	12:03	15:26	-3:23	9:34	14:01	-4:26	9:51	10:39	-0:48	
Edge	8:19	6:48	1:31	11:57	10:19	1:37	5:04	5:11	-0:07	4:54	3:44	1:09	4:31	3:31	0:59	5:03	1:43	3:20	10:06	5:57	4:08	7:49	6:40	1:08	
George FM	6:03	6:11	-0:08	4:02	4:52	-0:49	4:45	6:24	-1:38	7:33	8:17	-0:44	7:05	7:05	0:00	4:43	3:32	1:10	1:03	0:37	0:26	3:21	2:50	0:31	
iHeartCountry*	3:24	n.a.	*	3:00	n.a.	*	4:00	n.a.	*	4:00	n.a.	*	4:00	n.a.	*	*	n.a.	*	*	n.a.	*	4:00	n.a.	*	
Life FM	3:24	3:15	0:08	1:53	1:56	-0:03	3:26	3:12	0:13	4:59	4:00	0:58	4:49	4:03	0:46	2:40	4:15	-1:34	0:30	*	*	9:15	9:15	0:00	
More FM	9:44	10:55	-1:10	13:49	15:06	-1:16	4:55	4:34	0:20	7:30	7:31	-0:01	8:16	8:15	0:01	8:31	8:46	-0:15	8:02	8:21	-0:18	10:27	10:28	-0:01	
Newstalk ZB	15:20	14:22	0:58	3:37	4:00	-0:22	6:10	0:49	5:20	7:31	3:44	3:46	8:26	5:10	3:15	6:55	9:41	-2:45	12:49	14:40	-1:51	18:02	21:14	-3:11	
Radio Hauraki	4:48	4:19	0:29	4:06	2:32	1:34	3:40	3:52	-0:11	5:20	6:12	-0:52	5:12	5:25	-0:12	5:12	3:55	1:17	4:40	2:57	1:43	7:37	7:17	0:19	
Radio One	6:05	4:19	1:46	1:51	2:17	-0:26	1:45	2:07	-0:22	6:20	5:18	1:01	3:11	8:04	-4:53	8:00	6:46	1:13	10:59	1:13	9:45	*	*	*	
Rhema	25:18	21:56	3:22	*	*	*	*	*	*	*	35:00	*	46:30	41:09	5:20	25:18	25:59	-0:41	2:00	3:30	-1:30	*	*	*	
Rock	10:09	9:10	0:58	6:21	5:02	1:18	9:55	6:29	3:26	11:32	8:39	2:52	13:32	11:55	1:36	14:49	14:31	0:17	6:19	5:54	0:24	18:30	18:37	-0:07	
Sanctuary	2:23	2:29	-0:05	*	*	*	*	*	*	*	2:45	*	*	2:45	*	3:30	2:54	0:35	3:30	2:54	0:35	*	*	*	
Sport Nation	3:08	3:58	-0:49	*	*	*	2:45	*	*	2:45	3:30	-0:45	2:18	3:30	-1:11	2:00	*	*	*	*	*	*	2:00	3:30	-1:30
Tahu FM	1:32	1:21	0:11	1:15	1:15	0:00	1:07	1:05	0:02	1:39	1:23	0:15	1:39	1:23	0:15	*	*	*	*	*	*	*	*	*	
The Hits	5:46	5:04	0:41	5:38	4:54	0:44	5:00	4:38	0:21	3:47	3:59	-0:12	4:50	4:36	0:14	7:28	5:53	1:35	7:08	6:08	0:59	7:52	7:11	0:41	
The Sound	5:04	6:52	-1:47	4:24	4:13	0:10	1:55	1:54	0:01	2:36	2:22	0:14	2:59	3:38	-0:39	4:55	7:48	-2:52	5:37	10:07	-4:30	3:53	6:12	-2:19	
ZM	4:31	4:32	-0:00	3:51	3:41	0:10	4:12	3:49	0:22	5:32	5:35	-0:02	4:54	4:50	0:04	5:15	5:22	-0:07	11:16	9:22	1:54	3:38	3:43	-0:04	
MediaWorks Combo	12:02	12:24	-0:22	12:24	11:49	0:35	9:07	7:47	1:20	11:35	10:23	1:12	11:12	11:06	0:05	9:52	11:38	-1:46	11:24	13:05	-1:40	12:28	12:01	0:26	
NZME Combo	8:09	8:04	0:04	5:36	5:00	0:36	5:35	5:13	0:21	5:36	5:48	-0:11	6:15	6:03	0:11	7:56	8:09	-0:13	10:48	11:43	-0:55	8:02	8:20	-0:18	
All Commercial Radio	13:11	13:45	-0:34	11:01	10:40	0:21	9:54	8:51	1:02	12:23	11:42	0:41	11:59	12:05	-0:06	11:47	13:49	-2:01	14:16	16:23	-2:07	13:47	13:59	-0:11	
Potential (000)	118.7	118.7	0.0	33.3	33.3	0.0	43.1	43.7	-0.6	32.6	32.6	0.0	47.1	47.1	0.0	29.6	29.6	0.0	27.8	27.8	0.0	17.0	16.2	0.8	
Sample	815	813	2	161	166	-5	236	251	-15	213	229	-16	308	325	-17	222	226	-4	270	255	15	124	126	-2	

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 (until S1 26), iHeartCountry (from S2 26), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui, Flava

*iHeartCountry was rebranded from Gold Sport from May 4th 2026. S2 2026 includes combined iHeartCountry / Gold Sport listening



DUNEDIN COMMERCIAL RADIO - GfK SURVEY 2 2026

Average Time Spent Listening (hh:mm) by Daypart, People 10+
Survey Comparisons: 1/2026 - 2/2026

This 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
Last 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

	This	Last	+/-
Potential (000)	118.7	118.7	0.0
Sample Size	815	813	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	3:52	3:43	0:09	3:55	4:35	-0:39	3:52	3:52	0:00	2:39	2:57	-0:17	1:46	2:09	-0:23	2:49	1:42	1:07	3:37	4:07	-0:30
Breeze Classic	3:53	4:39	-0:45	4:46	3:28	1:17	3:55	3:21	0:34	2:31	3:08	-0:37	3:13	3:58	-0:45	2:06	2:17	-0:11	5:47	4:47	0:59
Channel X	2:46	2:33	0:12	5:23	4:49	0:34	5:53	5:07	0:45	2:09	1:54	0:15	2:27	1:18	1:08	0:15	0:28	-0:13	1:50	2:20	-0:30
Coast	2:51	2:35	0:15	3:52	4:23	-0:30	4:46	5:18	-0:32	2:01	2:11	-0:10	0:30	0:30	0:00	0:30	0:30	0:00	2:54	2:23	0:30
Edge	4:21	3:39	0:41	2:30	2:44	-0:13	3:36	3:18	0:18	1:12	1:13	-0:00	1:13	1:33	-0:19	1:00	2:10	-1:09	3:24	2:43	0:41
George FM	1:29	1:39	-0:09	2:51	3:43	-0:51	2:03	2:18	-0:14	2:28	2:03	0:25	1:27	1:47	-0:20	0:30	0:32	-0:01	3:27	3:32	-0:05
iHeartCountry*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	1:29	n.a.	*	*	n.a.	*	2:12	n.a.	*
Life FM	2:41	2:37	0:03	1:08	1:16	-0:08	0:48	0:37	0:11	0:42	0:45	-0:03	0:51	1:06	-0:14	0:30	0:30	0:00	0:48	0:46	0:02
More FM	3:07	3:34	-0:26	3:56	4:44	-0:48	4:30	4:38	-0:07	2:01	2:00	0:01	0:46	1:14	-0:27	0:34	0:35	-0:00	3:38	3:37	0:00
Newstalk ZB	5:19	4:39	0:40	4:02	3:20	0:42	2:39	3:06	-0:27	2:47	2:52	-0:05	4:07	4:08	-0:01	5:18	4:22	0:56	4:48	5:06	-0:17
Radio Hauraki	2:36	1:58	0:38	2:55	3:27	-0:31	2:52	3:09	-0:16	1:38	1:40	-0:02	1:14	1:47	-0:33	0:30	0:29	0:01	1:36	1:18	0:18
Radio One	7:47	3:49	3:58	4:06	3:11	0:55	6:48	6:00	0:48	1:14	1:06	0:07	*	*	*	0:30	*	*	1:16	0:39	0:37
Rhema	3:00	2:31	0:28	15:00	11:40	3:19	19:00	12:51	6:08	9:30	7:31	1:58	2:00	13:30	-11:30	*	2:43	*	*	6:30	*
Rock	2:49	3:07	-0:17	5:42	4:14	1:27	4:30	3:21	1:08	2:12	2:36	-0:23	0:54	1:48	-0:53	3:03	2:44	0:18	3:17	3:32	-0:15
Sanctuary	1:15	0:48	0:26	1:15	0:48	0:26	1:30	1:30	0:00	*	0:44	*	*	1:30	*	*	*	*	0:35	0:35	0:00
Sport Nation	1:43	3:15	-1:31	1:00	*	*	1:15	2:00	-0:45	*	0:30	*	*	0:30	*	*	0:30	*	1:09	1:15	-0:05
Tahu FM	0:15	0:15	0:00	*	*	*	0:54	0:45	0:09	*	0:30	*	*	*	*	*	*	*	0:48	0:48	-0:00
The Hits	2:27	2:07	0:19	2:15	1:53	0:22	2:53	2:28	0:25	1:55	1:47	0:07	1:09	0:59	0:09	0:51	2:26	-1:34	2:05	2:04	0:00
The Sound	1:46	2:11	-0:25	2:18	3:28	-1:09	2:33	3:39	-1:05	1:33	1:39	-0:06	1:49	1:42	0:07	0:41	1:00	-0:19	2:32	3:17	-0:44
ZM	1:29	1:35	-0:05	1:50	1:36	0:14	1:17	1:33	-0:16	1:28	1:59	-0:31	0:52	1:00	-0:07	1:14	1:41	-0:27	1:46	1:56	-0:09
MediaWorks Combo	3:32	3:40	-0:07	4:33	4:36	-0:03	4:26	4:16	0:10	2:24	2:39	-0:14	1:50	2:12	-0:22	1:29	1:41	-0:11	3:50	3:59	-0:08
NZME Combo	2:57	2:47	0:10	3:07	2:52	0:14	2:38	2:50	-0:12	1:56	2:07	-0:11	2:02	2:25	-0:22	2:42	3:05	-0:23	2:43	2:47	-0:03
All Commercial Radio	3:47	3:46	0:01	4:30	4:28	0:01	4:20	4:23	-0:02	2:26	2:39	-0:13	2:10	2:27	-0:16	2:25	2:41	-0:15	3:48	4:09	-0:20

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 (until S1 26), iHeartCountry (from S2 26), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui, Flava

*iHeartCountry was rebranded from Gold Sport from May 4th 2026. S2 2026 includes combined iHeartCountry / Gold Sport listening