DUNEDIN COMMERCIAL RADIO - GfK SURVEY 3 2026

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

Survey Comparisons: 2/2026 - 3/2026

This Survey Period: Sun Aug 10 to Sat Nov 1 2025 & Sun Feb 8 to Sat May 2 & Sun May 10 to Sat Aug 1 & Sun Aug 9 to Sat Oct 31 2026
Last 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

	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	10.2	9.7	0.5	2	2.1	1.5	0.6	3.9	4.0	-0.1	10.9	9.4	1.5	10.0	6.9	3.1	11.3	8.2	3.1	16.0	17.6	-1.6	13.7	7.7	6.0
Breeze Classic	7.4	6.8	0.6	6	0.1	0.1	0.0	0.1	0.1	0.0	0.5	0.3	0.2	1.5	1.4	0.1	3.0	3.4	-0.4	7.4	12.1	-4.7	2.0	2.0	0.0
Channel X	6.0	6.2	-0.2	11	4.9	5.8	-0.9	8.6	13.2	-4.6	16.1	17.7	-1.6	13.7	13.3	0.4	4.8	1.8	3.0	0.2	0.1	0.1	6.0	4.9	1.1
Coast	1.4	2.0	-0.6	13	1.1	*	*	*	*	*	*	*	*	0.6	2.5	-1.9	3.0	6.7	-3.7	3.5	4.1	-0.6	2.3	5.3	-3.0
Edge	8.8	10.6	-1.8	4	21.7	29.4	-7.7	13.5	13.9	-0.4	10.2	10.4	-0.2	6.7	7.4	-0.7	2.4	3.0	-0.6	3.7	4.1	-0.4	10.9	11.1	-0.2
George FM	3.8	3.0	0.8	12	2.9	2.3	0.6	5.4	6.0	-0.6	9.7	8.3	1.4	8.9	6.8	2.1	3.7	1.7	2.0	0.1	0.1	0.0	0.9	1.4	-0.5
iHeartCountry*	0.2	0.2	0.0	17	0.3	0.3	0.0	0.5	0.6	-0.1	0.3	0.3	0.0	0.2	0.2	0.0	*	*	*	*	*	*	0.4	0.4	0.0
Life FM	0.5	0.6	-0.1	15	0.4	0.5	-0.1	1.6	1.4	0.2	1.9	1.4	0.5	1.2	1.2	0.0	*	0.4	*	*	*	*	1.0	1.0	0.0
More FM	8.6	8.7	-0.1	5	11.4	13.2	-1.8	2.5	2.6	-0.1	5.6	5.4	0.2	6.3	6.8	-0.5	13.2	14.3	-1.1	12.3	10.4	1.9	11.4	12.9	-1.5
Newstalk ZB	12.0	12.9	-0.9	1	0.3	0.3	0.0	1.9	1.2	0.7	2.1	1.8	0.3	2.9	2.6	0.3	9.6	6.0	3.6	24.2	22.1	2.1	6.9	4.1	2.8
Radio Hauraki	6.5	4.4	2.1	8	11.5	5.3	6.2	11.4	5.7	5.7	8.3	6.8	1.5	9.3	8.0	1.3	6.6	6.4	0.2	1.3	1.2	0.1	5.5	5.1	0.4
Radio One	1.4	1.2	0.2	13	1.7	0.2	1.5	1.0	0.1	0.9	1.0	0.7	0.3	0.9	0.7	0.2	2.4	3.0	-0.6	2.2	2.5	-0.3	*	*	*
Rhema	*	0.7	*	*	*	*	*	*	*	*	*	*	*	*	2.0	*	0.1	3.1	-3.0	0.1	0.1	0.0	*	*	*
Rock	7.2	9.7	-2.5	7	8.9	9.4	-0.5	15.4	20.2	-4.8	10.5	17.3	-6.8	13.2	19.3	-6.1	9.7	13.0	-3.3	1.7	2.1	-0.4	12.1	20.2	-8.1
Sport Nation	0.5	0.1	0.4	15	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0	1.7	0.1	1.6	1.6	*	*	2.6	0.1	2.5
Tahu FM	0.1	0.1	0.0	18	*	0.1	*	0.1	0.1	0.0	0.2	0.2	0.0	0.2	0.1	0.1	0.1	*	*	*	*	*	*	*	*
The Hits	8.9	9.8	-0.9	3	11.5	13.9	-2.4	13.8	14.3	-0.5	7.7	7.9	-0.2	7.1	9.3	-2.2	9.8	14.7	-4.9	12.4	11.2	1.2	11.4	14.6	-3.2
The Sound	6.3	4.7	1.6	9	5.1	5.4	-0.3	3.2	2.2	1.0	2.7	1.7	1.0	6.5	2.2	4.3	11.0	6.5	4.5	8.3	7.2	1.1	4.7	2.4	2.3
ZM	6.1	6.0	0.1	10	10.0	11.9	-1.9	11.3	13.0	-1.7	11.1	9.0	2.1	9.4	7.7	1.7	4.2	4.3	-0.1	1.3	1.8	-0.5	6.6	5.4	1.2
MediaWorks Combo	58.3	59.5	-1.2		57.1	67.1	-10.0	52.7	62.6	-9.9	66.4	70.8	-4.4	66.9	64.4	2.5	59.1	51.8	7.3	49.7	53.6	-3.9	61.7	62.7	-1.0
NZME Combo	35.5	35.4	0.1		36.7	31.7	5.0	41.0	34.8	6.2	29.9	25.9	4.0	29.7	30.3	-0.6	33.3	38.1	-4.8	42.7	40.3	2.4	33.2	34.9	-1.7
Potential (000)	118.7	118.7	0.0		33.3	33.3	0.0	44.1	43.1	1.0	32.6	32.6	0.0	47.1	47.1	0.0	29.6	29.6	0.0	27.8	27.8	0.0	18.5	17.0	1.5
Sample	865	815	50		170	161	9	237	236	1	208	213	-5	310	308	2	241	222	19	294	270	24	134	124	10

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 & S3 2026 include combined iHeartCountry / Gold Sport listening*

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DUNEDIN COMMERCIAL RADIO - GfK SURVEY 3 2026

Station Share (%) by Daypart, People 10+
Survey Comparisons: 2/2026 - 3/2026

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Last 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

	This	Last	+/-
Potential (000)	118.7	118.7	0.0
Sample Size	865	815	50

	Breakfast Mon-Fri 6am-9am				Morning Mon-Fri 9am-12md			Afternoon Mon-Fri 12md-4pm			Drive Mon-Fri 4pm-7pm			Night Mon-Fri 7pm-12mn			Mid Dawn Mon-Fri 12mn-6am			Weekend Sat-Sun 12mn-12mn		
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	10.4	9.4	1.0	4	11.8	11.0	0.8	9.6	8.9	0.7	10.7	10.2	0.5	6.3	5.5	0.8	2.5	4.0	-1.5	11.1	11.2	-0.1
Breeze Classic	4.0	4.5	-0.5	10	9.7	8.8	0.9	9.6	7.1	2.5	5.1	5.9	-0.8	3.6	5.9	-2.3	0.7	2.0	-1.3	9.1	8.5	0.6
Channel X	3.8	3.0	0.8	11	7.2	7.9	-0.7	9.4	10.6	-1.2	7.6	7.9	-0.3	7.3	8.2	-0.9	0.1	0.1	0.0	3.1	2.9	0.2
Coast	1.4	1.8	-0.4	13	1.9	2.4	-0.5	1.6	2.7	-1.1	1.3	1.3	0.0	0.4	0.1	0.3	0.3	0.3	0.0	1.4	2.3	-0.9
Edge	11.7	14.4	-2.7	2	7.1	8.0	-0.9	8.8	10.6	-1.8	5.5	7.1	-1.6	6.1	4.9	1.2	6.1	7.0	-0.9	10.2	12.5	-2.3
George FM	2.5	2.2	0.3	12	3.4	2.8	0.6	2.8	2.5	0.3	5.9	4.0	1.9	3.5	2.5	1.0	0.6	0.6	0.0	5.8	4.4	1.4
iHeartCountry*	*	*	*	*	*	*	*	*	*	*	*	*	*	1.1	1.1	0.0	*	*	*	0.5	0.5	0.0
Life FM	1.4	1.3	0.1	13	0.4	0.5	-0.1	0.1	0.2	-0.1	0.1	0.3	-0.2	0.7	0.6	0.1	0.2	0.2	0.0	0.4	0.4	0.0
More FM	9.9	9.0	0.9	5	9.5	10.0	-0.5	10.1	10.8	-0.7	7.8	8.1	-0.3	2.4	2.8	-0.4	0.3	0.4	-0.1	7.8	7.9	-0.1
Newstalk ZB	15.0	15.0	0.0	1	9.7	9.7	0.0	7.2	5.4	1.8	7.8	8.0	-0.2	25.7	30.4	-4.7	33.1	52.0	-18.9	12.2	13.5	-1.3
Radio Hauraki	8.7	7.1	1.6	6	5.8	3.1	2.7	7.4	4.8	2.6	8.9	6.0	2.9	4.5	3.0	1.5	0.7	0.7	0.0	3.9	2.6	1.3
Radio One	0.7	0.7	0.0	15	1.7	2.1	-0.4	2.0	2.0	0.0	0.3	0.4	-0.1	*	*	*	11.8	0.2	11.6	0.7	0.8	-0.1
Rhema	*	0.2	*	*	*	1.3	*	*	1.4	*	*	1.3	*	0.5	0.6	-0.1	*	*	*	*	*	*
Rock	5.6	7.2	-1.6	8	9.5	13.1	-3.6	9.0	13.7	-4.7	9.2	10.8	-1.6	3.7	2.9	0.8	6.4	10.3	-3.9	4.8	6.2	-1.4
Sport Nation	0.2	0.3	-0.1	16	0.7	0.1	0.6	1.0	*	*	0.6	*	*	*	*	*	*	*	*	0.2	0.1	0.1
Tahu FM	*	*	*	*	*	*	*	0.2	0.1	0.1	*	*	*	*	*	*	*	*	*	0.2	0.1	0.1
The Hits	10.5	11.7	-1.2	3	8.0	8.1	-0.1	8.1	9.5	-1.4	10.9	11.7	-0.8	8.9	11.3	-2.4	7.8	3.3	4.5	8.0	9.5	-1.5
The Sound	4.6	4.5	0.1	9	6.0	5.0	1.0	7.4	4.2	3.2	6.3	5.3	1.0	5.4	4.3	1.1	1.8	2.0	-0.2	8.0	5.5	2.5
ZM	7.1	6.3	0.8	7	3.9	3.6	0.3	3.3	3.3	0.0	10.4	10.1	0.3	8.0	8.7	-0.7	9.2	13.6	-4.4	6.8	6.7	0.1
MediaWorks Combo	52.6	54.4	-1.8		64.3	66.8	-2.5	66.8	68.6	-1.8	58.1	59.5	-1.4	38.4	37.1	1.3	18.4	26.4	-8.0	60.0	59.3	0.7
NZME Combo	42.7	41.8	0.9		29.5	26.9	2.6	27.7	25.7	2.0	39.4	37.1	2.3	50.6	54.6	-4.0	59.3	69.8	-10.5	33.5	35.1	-1.6

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 & S3 2026 include combined iHeartCountry / Gold Sport listening*

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Cumulative Audience (000's) by Demographic, Mon-Sun 12mn-12mn

Survey Comparisons: 2/2026 - 3/2026

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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	12.9	10.1	2.8	3	1.2	1.1	0.1	2.7	2.3	0.4	2.9	2.2	0.7	5.0	2.9	2.1	4.6	2.9	1.7	5.0	4.5	0.5	3.5	2.0	1.5
Breeze Classic	7.2	5.9	1.3	11	0.7	0.7	0.0	0.8	0.8	0.0	0.4	0.2	0.2	0.9	0.9	0.0	1.3	1.3	0.0	2.9	2.6	0.3	0.8	0.7	0.1
Channel X	8.5	7.2	1.3	10	2.0	1.9	0.1	2.7	3.0	-0.3	3.4	3.5	-0.1	5.8	4.9	0.9	2.9	1.6	1.3	0.6	0.4	0.2	2.4	1.9	0.5
Coast	2.2	2.1	0.1	14	0.2	*	*	0.1	0.1	0.0	0.1	0.1	0.0	0.5	0.8	-0.3	1.5	1.4	0.1	1.4	1.2	0.2	0.7	0.9	-0.2
Edge	12.2	13.1	-0.9	4	5.8	5.9	-0.1	7.3	7.2	0.1	4.6	5.4	-0.8	5.3	6.1	-0.8	1.4	1.4	0.0	1.0	1.1	-0.1	2.3	2.5	-0.2
George FM	5.5	5.1	0.4	12	1.8	1.3	0.5	2.9	3.3	-0.4	2.7	2.8	-0.1	3.6	3.6	0.0	1.0	0.9	0.1	0.1	0.2	-0.1	0.6	0.7	-0.1
iHeartCountry*	0.6	0.5	0.1	16	0.3	0.3	0.0	0.4	0.4	0.0	0.2	0.2	0.0	0.3	0.2	0.1	0.1	*	*	*	*	*	0.2	0.2	0.0
Life FM	1.5	1.7	-0.2	15	0.4	0.6	-0.2	1.1	1.1	0.0	0.9	0.7	0.2	0.9	0.9	0.0	0.2	0.3	-0.1	0.2	0.1	0.1	0.2	0.2	0.0
More FM	9.4	9.2	0.2	8	2.4	2.3	0.1	1.6	1.4	0.2	2.0	1.9	0.1	3.2	3.1	0.1	3.9	4.1	-0.2	3.6	3.6	0.0	2.4	2.2	0.2
Newstalk ZB	9.0	8.7	0.3	9	0.3	0.2	0.1	0.8	0.5	0.3	0.9	0.6	0.3	1.5	1.1	0.4	2.6	2.1	0.5	4.9	4.8	0.1	0.8	0.4	0.4
Radio Hauraki	10.8	9.5	1.3	6	3.7	3.1	0.6	4.1	4.0	0.1	3.6	3.3	0.3	6.4	5.7	0.7	3.3	3.0	0.3	0.7	0.7	0.0	1.5	1.2	0.3
Radio One	3.4	2.0	1.4	13	1.6	0.3	1.3	1.1	0.2	0.9	0.5	0.3	0.2	1.2	0.8	0.4	0.9	0.9	0.0	0.4	0.6	-0.2	*	*	*
Rhema	0.1	0.3	-0.2	19	*	*	*	*	*	*	*	*	*	*	0.2	*	0.1	0.3	-0.2	0.1	0.1	0.0	*	*	*
Rock	9.6	9.9	-0.3	7	4.2	3.5	0.7	5.2	5.3	-0.1	3.1	3.8	-0.7	4.5	5.3	-0.8	2.0	2.1	-0.1	0.9	0.9	0.0	1.6	1.9	-0.3
Sport Nation	0.6	0.3	0.3	16	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	0.2	0.2	0.0	0.4	0.1	0.3	0.3	*	*	0.2	0.1	0.1
Tahu FM	0.6	0.4	0.2	16	0.1	0.1	0.0	0.2	0.2	0.0	0.3	0.3	0.0	0.4	0.3	0.1	0.2	*	*	0.1	*	*	*	*	*
The Hits	16.5	17.7	-1.2	1	5.4	5.9	-0.5	7.5	7.5	0.0	5.0	5.4	-0.4	6.4	7.2	-0.8	4.2	4.8	-0.6	4.5	4.4	0.1	2.7	3.2	-0.5
The Sound	11.3	9.7	1.6	5	3.2	2.9	0.3	3.5	3.0	0.5	1.9	1.7	0.2	4.3	2.8	1.5	4.7	3.2	1.5	3.5	3.6	-0.1	2.3	1.1	1.2
ZM	15.8	13.8	2.0	2	7.2	7.4	-0.2	8.1	8.1	0.0	5.3	4.2	1.1	7.9	5.8	2.1	3.0	2.0	1.0	0.6	0.4	0.2	3.2	2.6	0.6
MediaWorks Combo	54.7	51.1	3.6		14.2	12.9	1.3	18.0	18.0	0.0	14.5	15.7	-1.2	22.4	21.5	0.9	15.2	12.8	2.4	13.5	13.1	0.4	10.3	8.8	1.5
NZME Combo	46.7	44.9	1.8		14.5	13.5	1.0	17.7	16.3	1.4	12.8	11.9	0.9	19.0	18.1	0.9	11.9	11.7	0.2	10.6	10.4	0.2	8.0	7.6	0.4
All Commercial Radio	81.4	78.5	2.9		22.9	21.7	1.2	27.3	26.5	0.8	20.2	20.8	-0.6	31.5	31.1	0.4	21.8	20.6	1.2	20.1	19.6	0.5	13.9	12.7	1.2
Potential (000)	118.7	118.7	0.0		33.3	33.3	0.0	44.1	43.1	1.0	32.6	32.6	0.0	47.1	47.1	0.0	29.6	29.6	0.0	27.8	27.8	0.0	18.5	17.0	1.5
Sample	865	815	50		170	161	9	237	236	1	208	213	-5	310	308	2	241	222	19	294	270	24	134	124	10

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

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	This	Last	+/-
Potential (000)	118.7	118.7	0.0
Sample Size	865	815	50

	Breakfast Mon-Fri 6am-9am				Morning Mon-Fri 9am-12md			Afternoon Mon-Fri 12md-4pm			Drive Mon-Fri 4pm-7pm			Night Mon-Fri 7pm-12mn			Mid Dawn Mon-Fri 12mn-6am			Weekend Sat-Sun 12mn-12mn		
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	6.5	5.3	1.2	4	7.2	5.2	2.0	7.4	4.9	2.5	5.9	4.4	1.5	1.7	1.6	0.1	0.3	0.5	-0.2	8.5	6.8	1.7
Breeze Classic	3.2	2.5	0.7	11	4.4	3.5	0.9	4.9	3.9	1.0	2.9	2.6	0.3	1.0	0.9	0.1	0.2	0.3	-0.1	4.0	3.2	0.8
Channel X	3.5	2.4	1.1	10	2.8	2.7	0.1	4.8	3.9	0.9	4.7	4.2	0.5	1.7	1.7	0.0	0.1	0.1	0.0	4.7	3.5	1.2
Coast	1.2	1.3	-0.1	13	1.1	1.1	0.0	1.0	1.2	-0.2	0.9	0.7	0.2	0.3	0.1	0.2	0.2	0.2	0.0	1.2	1.7	-0.5
Edge	6.0	7.2	-1.2	7	6.2	6.0	0.2	6.0	6.3	-0.3	5.1	6.7	-1.6	1.9	2.0	-0.1	2.1	2.3	-0.2	7.5	8.0	-0.5
George FM	2.9	3.2	-0.3	12	2.3	1.8	0.5	2.2	2.7	-0.5	2.7	1.8	0.9	1.3	0.9	0.4	0.4	0.4	0.0	3.4	2.8	0.6
iHeartCountry*	0.1	*	*	18	*	*	*	*	*	*	*	*	*	0.4	0.4	0.0	*	*	*	0.5	0.5	0.0
Life FM	0.9	1.1	-0.2	14	0.7	0.8	-0.1	0.3	0.5	-0.2	0.3	0.5	-0.2	0.4	0.3	0.1	0.1	0.1	0.0	0.9	1.0	-0.1
More FM	6.5	6.3	0.2	4	4.4	4.7	-0.3	5.3	5.2	0.1	4.7	4.5	0.2	1.7	1.8	-0.1	0.1	0.2	-0.1	5.2	4.8	0.4
Newstalk ZB	6.5	6.1	0.4	4	4.9	4.5	0.4	4.7	4.4	0.3	3.6	3.3	0.3	3.6	3.7	-0.1	2.4	3.2	-0.8	6.4	6.1	0.3
Radio Hauraki	6.8	5.9	0.9	3	3.8	2.0	1.8	3.9	3.6	0.3	5.5	4.2	1.3	1.7	1.2	0.5	0.4	0.4	0.0	5.3	3.5	1.8
Radio One	0.4	0.2	0.2	15	0.8	0.9	-0.1	1.0	0.6	0.4	0.3	0.3	0.0	*	*	*	1.3	0.1	1.2	1.3	1.4	-0.1
Rhema	*	0.2	*	*	*	0.2	*	*	0.2	*	*	0.2	*	0.1	0.1	0.0	*	*	*	*	*	*
Rock	5.1	5.5	-0.4	9	3.9	4.3	-0.4	5.9	6.6	-0.7	5.4	5.6	-0.2	1.9	1.6	0.3	0.7	1.1	-0.4	4.3	4.1	0.2
Sport Nation	0.3	0.3	0.0	16	0.2	0.1	0.1	0.4	0.1	0.3	0.3	*	*	*	*	*	*	*	*	0.3	0.2	0.1
Tahu FM	0.2	0.1	0.1	17	0.1	*	*	0.4	0.3	0.1	0.1	*	*	*	*	*	*	*	*	0.6	0.4	0.2
The Hits	9.0	10.3	-1.3	2	6.7	6.7	0.0	7.3	7.1	0.2	6.7	6.9	-0.2	3.8	4.9	-1.1	1.7	1.2	0.5	8.9	10.0	-1.1
The Sound	5.4	5.5	-0.1	8	4.9	4.1	0.8	5.6	3.5	2.1	4.5	3.9	0.6	1.6	1.2	0.4	1.1	0.9	0.2	5.4	4.8	0.6
ZM	9.9	9.2	0.7	1	4.3	3.6	0.7	5.9	5.5	0.4	8.5	7.8	0.7	4.6	4.9	-0.3	3.3	3.6	-0.3	8.9	8.2	0.7
MediaWorks Combo	34.0	33.3	0.7		29.9	27.3	2.6	36.5	33.4	3.1	29.7	28.2	1.5	11.1	10.2	0.9	5.0	5.8	-0.8	37.0	33.7	3.3
NZME Combo	31.0	30.6	0.4		18.4	16.1	2.3	21.4	21.1	0.3	23.5	21.8	1.7	13.5	13.4	0.1	8.6	8.4	0.2	30.1	28.3	1.8
All Commercial Radio	57.8	57.2	0.6		45.6	41.3	4.3	53.8	49.9	3.9	48.2	46.7	1.5	24.3	23.1	1.2	13.1	13.4	-0.3	60.7	57.4	3.3

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 & S3 2026 include combined iHeartCountry / Gold Sport listening*

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DUNEDIN COMMERCIAL RADIO - GfK SURVEY 3 2026

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

Survey Comparisons: 2/2026 - 3/2026

This Survey Period: Sun Aug 10 to Sat Nov 1 2025 & Sun Feb 8 to Sat May 2 & Sun May 10 to Sat Aug 1 & Sun Aug 9 to Sat Oct 31 2026
Last 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

	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	**8:38**	9:57	-1:19	**4:51**	3:22	1:29	**4:07**	4:32	-0:25	**8:51**	11:04	-2:13	**7:27**	8:44	-1:17	**7:06**	6:48	0:17	**9:22**	10:51	-1:28	**7:01**	6:54	0:07
Breeze Classic	**11:07**	12:01	-0:54	**0:26**	0:26	-0:00	**0:28**	0:28	0:00	**2:42**	3:45	-1:03	**6:01**	6:00	0:01	**6:35**	6:04	0:31	**7:17**	13:10	-5:53	**4:36**	4:35	0:00
Channel X	**7:44**	8:53	-1:09	**6:45**	7:21	-0:35	**8:56**	11:46	-2:50	**11:20**	12:59	-1:38	**8:49**	10:12	-1:22	**4:44**	2:46	1:57	**0:51**	0:33	0:17	**4:33**	4:26	0:07
Coast	**7:00**	10:09	-3:08	**17:45**	*	*	**0:45**	0:45	0:00	**0:45**	0:45	0:00	**4:04**	12:09	-8:05	**5:41**	12:03	-6:22	**7:03**	9:34	-2:30	**5:37**	9:51	-4:14
Edge	**7:50**	8:19	-0:28	**10:16**	11:57	-1:41	**5:12**	5:04	0:07	**5:13**	4:54	0:19	**4:45**	4:31	0:14	**5:08**	5:03	0:05	**10:15**	10:06	0:08	**8:48**	7:49	0:58
George FM	**7:28**	6:03	1:25	**4:23**	4:02	0:21	**5:18**	4:45	0:32	**8:34**	7:33	1:01	**9:09**	7:05	2:03	**10:24**	4:43	5:41	**1:37**	1:03	0:33	**2:35**	3:21	-0:46
iHeartCountry*	**2:59**	3:24	-0:25	**2:50**	3:00	-0:10	**4:00**	4:00	0:00	**4:00**	4:00	0:00	**3:10**	4:00	-0:49	**0:15**	*	*	*	*	*	**4:00**	4:00	0:00
Life FM	**3:43**	3:24	0:19	**2:47**	1:53	0:54	**4:03**	3:26	0:37	**4:48**	4:59	-0:10	**4:48**	4:49	-0:01	**0:26**	2:40	-2:13	**0:26**	0:30	-0:03	**9:15**	9:15	0:00
More FM	**9:55**	9:44	0:10	**12:57**	13:49	-0:52	**4:26**	4:55	-0:28	**6:42**	7:30	-0:47	**7:20**	8:16	-0:56	**9:48**	8:31	1:16	**9:55**	8:02	1:52	**8:43**	10:27	-1:43
Newstalk ZB	**14:39**	15:20	-0:41	**3:02**	3:37	-0:34	**6:34**	6:10	0:24	**5:55**	7:31	-1:36	**7:13**	8:26	-1:12	**10:43**	6:55	3:48	**14:17**	12:49	1:28	**15:42**	18:02	-2:20
Radio Hauraki	**6:32**	4:48	1:43	**8:32**	4:06	4:25	**7:48**	3:40	4:07	**5:26**	5:20	0:06	**5:26**	5:12	0:13	**5:44**	5:12	0:32	**5:51**	4:40	1:10	**6:33**	7:37	-1:03
Radio One	**4:40**	6:05	-1:25	**2:55**	1:51	1:04	**2:25**	1:45	0:40	**4:40**	6:20	-1:40	**2:48**	3:11	-0:22	**7:49**	8:00	-0:11	**14:45**	10:59	3:46	*	*	*
Rhema	**2:00**	25:18	-23:18	*	*	*	*	*	*	*	*	*	*	46:30	*	**2:00**	25:18	-23:18	**2:00**	2:00	0:00	*	*	*
Rock	**8:15**	10:09	-1:53	**5:51**	6:21	-0:29	**8:25**	9:55	-1:30	**7:59**	11:32	-3:32	**11:02**	13:32	-2:29	**13:40**	14:49	-1:08	**5:30**	6:19	-0:48	**13:34**	18:30	-4:55
Sport Nation	**8:54**	3:08	5:46	*	*	*	**2:45**	2:45	0:00	**2:45**	2:45	0:00	**2:21**	2:18	0:03	**11:22**	2:00	9:22	**14:18**	*	*	**20:01**	2:00	18:01
Tahu FM	**1:19**	1:32	-0:13	**1:15**	1:15	0:00	**1:06**	1:07	-0:01	**1:36**	1:39	-0:03	**1:40**	1:39	0:01	**0:53**	*	*	**0:15**	*	*	*	*	*
The Hits	**5:51**	5:46	0:05	**5:54**	5:38	0:15	**5:14**	5:00	0:14	**3:39**	3:47	-0:07	**4:10**	4:50	-0:39	**6:43**	7:28	-0:45	**7:56**	7:08	0:48	**7:42**	7:52	-0:09
The Sound	**6:08**	5:04	1:03	**4:21**	4:24	-0:03	**2:36**	1:55	0:41	**3:20**	2:36	0:43	**5:39**	2:59	2:40	**6:41**	4:55	1:46	**6:59**	5:37	1:22	**3:46**	3:53	-0:07
ZM	**4:12**	4:31	-0:18	**3:48**	3:51	-0:02	**3:57**	4:12	-0:14	**4:57**	5:32	-0:35	**4:26**	4:54	-0:28	**4:03**	5:15	-1:11	**6:28**	11:16	-4:48	**3:48**	3:38	0:09
MediaWorks Combo	**11:38**	12:02	-0:23	**11:04**	12:24	-1:20	**8:16**	9:07	-0:51	**10:48**	11:35	-0:47	**11:11**	11:12	-0:01	**11:13**	9:52	1:21	**10:40**	11:24	-0:43	**10:55**	12:28	-1:32
NZME Combo	**8:19**	8:09	0:10	**6:59**	5:36	1:22	**6:34**	5:35	0:59	**5:31**	5:36	-0:04	**5:51**	6:15	-0:23	**8:02**	7:56	0:05	**11:38**	10:48	0:50	**7:33**	8:02	-0:28
All Commercial Radio	**13:25**	13:11	0:14	**12:02**	11:01	1:01	**10:22**	9:54	0:27	**11:38**	12:23	-0:44	**11:53**	11:59	-0:05	**13:13**	11:47	1:25	**14:24**	14:16	0:08	**13:05**	13:47	-0:42
Potential (000)	**118.7**	118.7	0.0	**33.3**	33.3	0.0	**44.1**	43.1	1.0	**32.6**	32.6	0.0	**47.1**	47.1	0.0	**29.6**	29.6	0.0	**27.8**	27.8	0.0	**18.5**	17.0	1.5
Sample	**865**	815	50	**170**	161	9	**237**	236	1	**208**	213	-5	**310**	308	2	**241**	222	19	**294**	270	24	**134**	124	10

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 & S3 2026 include combined iHeartCountry / Gold Sport listening*

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DUNEDIN COMMERCIAL RADIO - GfK SURVEY 3 2026

Average Time Spent Listening (hh:mm) by Daypart, People 10+
Survey Comparisons: 2/2026 - 3/2026

This Survey Period: Sun Aug 10 to Sat Nov 1 2025 & Sun Feb 8 to Sat May 2 & Sun May 10 to Sat Aug 1 & Sun Aug 9 to Sat Oct 31 2026

Last 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

	This	Last	+/-
Potential (000)	118.7	118.7	0.0
Sample Size	865	815	50

	Breakfast Mon-Fri 6am-9am			Morning Mon-Fri 9am-12md			Afternoon Mon-Fri 12md-4pm			Drive Mon-Fri 4pm-7pm			Night Mon-Fri 7pm-12mn			Mid Dawn Mon-Fri 12mn-6am			Weekend Sat-Sun 12mn-12mn		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	**3:23**	3:52	-0:28	**3:20**	3:55	-0:35	**3:05**	3:52	-0:47	**2:10**	2:39	-0:28	**1:49**	1:46	0:02	**3:11**	2:49	0:21	**3:02**	3:37	-0:34
Breeze Classic	**2:36**	3:53	-1:17	**4:31**	4:46	-0:14	**4:40**	3:55	0:45	**2:05**	2:31	-0:26	**1:53**	3:13	-1:20	**1:21**	2:06	-0:44	**5:17**	5:47	-0:30
Channel X	**2:20**	2:46	-0:25	**5:11**	5:23	-0:12	**4:38**	5:53	-1:15	**1:56**	2:09	-0:13	**2:08**	2:27	-0:18	**0:15**	0:15	0:00	**1:34**	1:50	-0:16
Coast	**2:22**	2:51	-0:28	**3:27**	3:52	-0:25	**3:48**	4:46	-0:57	**1:44**	2:01	-0:16	**0:44**	0:30	0:14	**0:30**	0:30	0:00	**2:32**	2:54	-0:21
Edge	**4:09**	4:21	-0:11	**2:21**	2:30	-0:09	**3:28**	3:36	-0:08	**1:17**	1:12	0:04	**1:35**	1:13	0:21	**0:59**	1:00	-0:00	**3:10**	3:24	-0:14
George FM	**1:50**	1:29	0:20	**2:57**	2:51	0:05	**2:58**	2:03	0:54	**2:35**	2:28	0:07	**1:20**	1:27	-0:06	**0:30**	0:30	0:00	**3:57**	3:27	0:30
iHeartCountry*	**0:15**	*	*	*	*	*	*	*	*	*	*	*	**1:28**	1:29	-0:01	*	*	*	**2:10**	2:12	-0:01
Life FM	**3:14**	2:41	0:32	**1:12**	1:08	0:04	**1:00**	0:48	0:11	**0:30**	0:42	-0:12	**0:54**	0:51	0:02	**0:30**	0:30	0:00	**1:02**	0:48	0:14
More FM	**3:14**	3:07	0:07	**4:21**	3:56	0:25	**4:33**	4:30	0:02	**2:00**	2:01	-0:01	**0:43**	0:46	-0:03	**0:45**	0:34	0:10	**3:29**	3:38	-0:09
Newstalk ZB	**4:55**	5:19	-0:24	**4:02**	4:02	-0:00	**3:39**	2:39	1:00	**2:38**	2:47	-0:08	**3:37**	4:07	-0:29	**4:47**	5:18	-0:31	**4:24**	4:48	-0:24
Radio Hauraki	**2:43**	2:36	0:07	**3:08**	2:55	0:13	**4:30**	2:52	1:38	**1:56**	1:38	0:18	**1:19**	1:14	0:04	**0:31**	0:30	0:00	**1:43**	1:36	0:06
Radio One	**3:40**	7:47	-4:06	**4:01**	4:06	-0:05	**4:31**	6:48	-2:16	**1:11**	1:14	-0:03	*	*	*	**3:03**	0:30	2:33	**1:14**	1:16	-0:02
Rhema	*	3:00	*	*	15:00	*	*	19:00	*	*	9:30	*	**2:00**	2:00	0:00	*	*	*	*	*	*
Rock	**2:22**	2:49	-0:27	**4:59**	5:42	-0:42	**3:39**	4:30	-0:51	**2:03**	2:12	-0:09	**1:00**	0:54	0:06	**3:06**	3:03	0:03	**2:35**	3:17	-0:41
Sport Nation	**1:39**	1:43	-0:04	**5:55**	1:00	4:55	**5:55**	1:15	4:40	**2:06**	*	*	*	*	*	*	*	*	**1:40**	1:09	0:31
Tahu FM	**0:15**	0:15	0:00	**0:30**	*	*	**0:52**	0:54	-0:02	**0:30**	*	*	*	*	*	*	*	*	**0:38**	0:48	-0:09
The Hits	**2:29**	2:27	0:01	**2:25**	2:15	0:10	**2:37**	2:53	-0:16	**1:57**	1:55	0:02	**1:11**	1:09	0:01	**1:33**	0:51	0:41	**2:04**	2:05	-0:01
The Sound	**1:48**	1:46	0:02	**2:29**	2:18	0:10	**3:07**	2:33	0:33	**1:41**	1:33	0:07	**1:44**	1:49	-0:05	**0:33**	0:41	-0:07	**3:26**	2:32	0:54
ZM	**1:31**	1:29	0:01	**1:52**	1:50	0:01	**1:19**	1:17	0:02	**1:27**	1:28	-0:00	**0:52**	0:52	-0:00	**0:57**	1:14	-0:16	**1:47**	1:46	0:01
MediaWorks Combo	**3:17**	3:32	-0:15	**4:23**	4:33	-0:10	**4:21**	4:26	-0:05	**2:20**	2:24	-0:03	**1:44**	1:50	-0:05	**1:16**	1:29	-0:13	**3:46**	3:50	-0:04
NZME Combo	**2:55**	2:57	-0:01	**3:15**	3:07	0:08	**3:04**	2:38	0:26	**2:01**	1:56	0:04	**1:53**	2:02	-0:09	**2:23**	2:42	-0:18	**2:35**	2:43	-0:08
All Commercial Radio	**3:41**	3:47	-0:06	**4:27**	4:30	-0:02	**4:25**	4:20	0:05	**2:29**	2:26	0:03	**2:05**	2:10	-0:05	**2:38**	2:25	0:13	**3:50**	3:48	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 (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 & S3 2026 include combined iHeartCountry / Gold Sport listening*

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