



DUNEDIN COMMERCIAL RADIO - SURVEY 2 2024

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

Survey Comparisons: 1/2024 - 2/2024

This Survey Period: Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024

Last Survey Period: Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 2024

	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	8.2	6.7	1.5	3	4.4	5.3	-0.9	4.2	4.8	-0.6	4.1	5.9	-1.8	4.5	7.0	-2.5	5.6	7.9	-2.3	9.5	6.3	3.2	4.7	4.0	0.7
Channel X	3.8	n.a.	*	13	3.0	n.a.	*	7.8	n.a.	*	7.0	n.a.	*	8.4	n.a.	*	5.3	n.a.	*	*	n.a.	*	9.3	n.a.	*
Coast	3.4	4.2	-0.8	14	0.6	0.4	0.2	1.4	1.1	0.3	4.2	1.0	3.2	3.7	3.6	0.1	5.9	7.4	-1.5	5.3	5.7	-0.4	1.5	6.9	-5.4
Edge	7.6	8.2	-0.6	4	23.1	19.7	3.4	13.5	13.4	0.1	7.7	11.6	-3.9	6.2	8.4	-2.2	3.3	3.8	-0.5	3.9	4.5	-0.6	9.9	10.6	-0.7
Flava	1.9	1.8	0.1	15	2.6	3.4	-0.8	4.0	4.5	-0.5	5.3	3.9	1.4	3.3	2.5	0.8	0.4	0.8	-0.4	0.5	0.5	0.0	0.9	0.9	0.0
George FM	3.9	3.5	0.4	12	5.5	5.2	0.3	5.0	4.8	0.2	3.2	3.0	0.2	6.9	5.9	1.0	7.1	6.0	1.1	0.8	0.7	0.1	0.4	*	*
Gold Sport	0.2	0.3	-0.1	18	0.1	0.1	0.0	0.6	0.6	0.0	0.7	0.7	0.0	0.4	0.5	-0.1	*	*	*	0.2	0.2	0.0	0.8	0.9	-0.1
Life FM	0.8	0.5	0.3	17	1.0	0.7	0.3	1.3	1.0	0.3	2.4	1.6	0.8	1.5	1.0	0.5	0.2	0.1	0.1	0.1	*	*	0.6	0.6	0.0
Magic	7.0	7.9	-0.9	6	1.7	2.0	-0.3	1.3	1.4	-0.1	0.8	0.8	0.0	0.9	1.1	-0.2	5.8	5.1	0.7	16.6	18.0	-1.4	2.7	2.9	-0.2
More FM	5.4	6.0	-0.6	8	9.6	10.4	-0.8	4.1	4.2	-0.1	7.1	6.6	0.5	6.6	6.7	-0.1	4.9	5.6	-0.7	3.4	4.5	-1.1	4.9	4.5	0.4
Newstalk ZB	14.4	13.7	0.7	1	0.5	0.7	-0.2	2.9	3.3	-0.4	4.2	4.1	0.1	5.9	5.8	0.1	11.3	11.3	0.0	22.1	21.5	0.6	7.8	6.4	1.4
Radio Dunedin	4.1	3.8	0.3	11	3.7	2.7	1.0	3.0	2.3	0.7	1.4	1.4	0.0	0.8	0.8	0.0	3.2	2.2	1.0	3.7	4.3	-0.6	0.2	0.4	-0.2
Radio Hauraki	4.5	5.6	-1.1	10	9.4	12.8	-3.4	9.2	9.6	-0.4	7.1	7.2	-0.1	6.1	6.2	-0.1	4.2	5.2	-1.0	1.8	2.8	-1.0	12.5	13.6	-1.1
Rhema	0.1	0.2	-0.1	20	*	*	*	*	*	*	*	*	*	*	*	*	*	0.2	*	*	0.2	*	*	*	*
Rock	5.7	7.0	-1.3	7	3.9	7.1	-3.2	6.8	12.3	-5.5	8.7	12.5	-3.8	9.7	11.9	-2.2	8.7	8.6	0.1	3.8	3.0	0.8	4.7	4.7	0.0
SENZ Sport	0.9	0.4	0.5	16	1.4	0.8	0.6	0.6	0.4	0.2	0.9	0.4	0.5	0.6	0.3	0.3	*	*	*	0.3	0.3	0.0	*	*	*
Star	0.2	0.1	0.1	18	*	*	*	*	*	*	*	*	*	*	*	*	0.5	0.2	0.3	0.5	0.2	0.3	*	*	*
Tahu FM	0.1	0.1	0.0	20	0.1	0.2	-0.1	0.2	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.0	*	0.1	*	*	*	*	*	*	*
The Hits	9.9	9.6	0.3	2	6.1	5.4	0.7	6.5	6.4	0.1	10.9	8.8	2.1	12.1	12.0	0.1	14.7	15.0	-0.3	11.7	10.8	0.9	19.0	16.8	2.2
The Sound	7.4	8.1	-0.7	5	6.4	5.4	1.0	2.6	2.0	0.6	3.4	3.1	0.3	5.4	5.2	0.2	11.2	14.1	-2.9	12.4	13.9	-1.5	7.6	4.9	2.7
ZM	5.1	5.2	-0.1	9	6.6	9.1	-2.5	12.7	13.2	-0.5	12.2	12.3	-0.1	8.7	9.0	-0.3	3.7	2.1	1.6	1.7	0.2	1.5	7.9	8.7	-0.8
MediaWorks Combo	54.1	52.0	2.1		64.9	60.1	4.8	52.0	47.7	4.3	45.2	46.2	-1.0	50.6	47.7	2.9	55.2	53.2	2.0	54.0	55.2	-1.2	46.7	33.3	13.4
NZME Combo	39.4	40.4	-1.0		26.0	31.9	-5.9	37.5	39.0	-1.5	44.8	38.3	6.5	40.3	39.7	0.6	40.2	41.8	-1.6	43.3	41.8	1.5	50.4	54.2	-3.8
Potential (000)	118.3	118.3	0.0		33.1	33.1	0.0	44.3	44.2	0.1	32.3	32.3	0.0	47.3	47.3	0.0	30.5	30.5	0.0	27.9	27.9	0.0	16.1	16.3	-0.2
Sample	860	927	-67		196	210	-14	320	320	0	272	268	4	362	380	-18	207	248	-41	240	262	-22	128	137	-9

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

MediaWorks Combo: Breeze, Channel X (from S2 2024), Edge, George FM, Magic, More FM, Radio Dunedin, Rock, The Sound or internet only listening to Mai, Humm FM

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



DUNEDIN COMMERCIAL RADIO - SURVEY 2 2024

Station Share (%) by Daypart, People 10+

Survey Comparisons: 1/2024 - 2/2024

This Survey Period: Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024

Last Survey Period: Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 2024

	This	Last	+/-
Potential (000)	118.3	118.3	0.0
Sample Size	860	927	-67

	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	6.4	5.6	0.8	4	8.6	8.3	0.3	9.2	6.5	2.7	9.0	5.4	3.6	6.4	6.1	0.3	3.7	10.3	-6.6	9.4	6.8	2.6
Channel X	3.0	n.a.	*	12	5.0	n.a.	*	5.4	n.a.	*	4.2	n.a.	*	2.0	n.a.	*	0.8	n.a.	*	2.8	n.a.	*
Coast	2.7	3.6	-0.9	13	4.9	5.4	-0.5	4.8	5.7	-0.9	2.9	4.2	-1.3	0.9	0.9	0.0	2.0	1.6	0.4	2.7	3.9	-1.2
Edge	8.7	9.3	-0.6	3	4.6	5.5	-0.9	9.0	9.3	-0.3	8.3	9.4	-1.1	6.3	7.3	-1.0	9.0	8.8	0.2	7.5	7.8	-0.3
Flava	1.7	2.3	-0.6	14	1.5	1.8	-0.3	1.6	1.6	0.0	2.1	1.6	0.5	2.3	0.6	1.7	4.6	1.5	3.1	1.9	1.8	0.1
George FM	1.4	1.1	0.3	15	3.1	2.6	0.5	5.1	4.6	0.5	5.3	5.2	0.1	5.5	4.8	0.7	2.8	2.9	-0.1	4.3	3.8	0.5
Gold Sport	0.1	0.2	-0.1	19	*	*	*	*	*	*	*	*	*	0.5	0.6	-0.1	*	*	*	0.7	0.8	-0.1
Life FM	0.9	0.7	0.2	16	0.5	0.2	0.3	0.7	0.4	0.3	0.8	0.5	0.3	0.8	0.5	0.3	0.8	0.7	0.1	0.9	0.7	0.2
Magic	5.7	5.8	-0.1	7	6.6	6.8	-0.2	6.9	8.3	-1.4	8.8	9.5	-0.7	10.7	13.1	-2.4	2.8	6.0	-3.2	7.3	8.3	-1.0
More FM	5.7	5.9	-0.2	7	7.5	8.1	-0.6	5.6	7.1	-1.5	4.3	6.0	-1.7	3.6	4.1	-0.5	6.8	4.1	2.7	4.3	4.6	-0.3
Newstalk ZB	18.6	18.2	0.4	1	11.4	10.5	0.9	7.6	6.3	1.3	10.8	10.1	0.7	27.0	24.8	2.2	34.8	35.4	-0.6	14.2	14.0	0.2
Radio Dunedin	4.7	4.0	0.7	11	6.4	5.8	0.6	2.7	2.5	0.2	2.8	3.3	-0.5	3.7	2.9	0.8	6.3	4.6	1.7	3.4	3.9	-0.5
Radio Hauraki	4.9	5.0	-0.1	10	3.0	4.7	-1.7	3.8	5.9	-2.1	7.4	9.2	-1.8	3.0	3.5	-0.5	1.8	0.5	1.3	5.5	6.1	-0.6
Rhema	*	0.1	*	*	0.2	0.2	0.0	*	0.1	*	*	*	*	*	*	*	*	*	*	0.2	0.3	-0.1
Rock	6.4	7.2	-0.8	4	5.3	7.2	-1.9	5.0	7.8	-2.8	5.4	6.6	-1.2	7.6	7.0	0.6	3.8	5.7	-1.9	6.1	6.3	-0.2
SENZ Sport	0.4	0.3	0.1	17	1.5	0.6	0.9	0.7	0.4	0.3	0.3	0.1	0.2	0.6	0.1	0.5	*	*	*	1.3	0.5	0.8
Star	0.3	0.1	0.2	18	*	*	*	0.4	0.4	0.0	0.3	*	*	0.1	0.1	0.0	*	*	*	0.2	0.1	0.1
Tahu FM	*	*	*	*	*	0.1	*	*	*	*	*	*	*	0.5	0.1	0.4	*	*	*	0.2	0.2	0.0
The Hits	12.4	13.0	-0.6	2	11.0	10.3	0.7	10.8	9.7	1.1	7.8	8.6	-0.8	5.8	6.4	-0.6	5.9	4.3	1.6	9.2	8.7	0.5
The Sound	6.0	6.2	-0.2	6	8.2	9.8	-1.6	8.9	10.4	-1.5	6.4	5.8	0.6	4.2	4.8	-0.6	1.6	2.0	-0.4	8.9	9.5	-0.6
ZM	5.6	6.2	-0.6	9	6.4	6.1	0.3	5.1	5.2	-0.1	6.3	7.0	-0.7	1.3	2.1	-0.8	8.4	4.9	3.5	3.6	3.7	-0.1
MediaWorks Combo	49.5	46.3	3.2		55.4	54.2	1.2	59.0	57.4	1.6	56.2	52.2	4.0	52.8	52.0	0.8	37.6	44.3	-6.7	54.7	51.4	3.3
NZME Combo	46.3	48.9	-2.6		38.1	38.8	-0.7	33.7	34.5	-0.8	37.3	40.7	-3.4	40.8	38.8	2.0	57.5	48.2	9.3	37.8	38.9	-1.1

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

MediaWorks Combo: Breeze, Channel X (from S2 2024), Edge, George FM, Magic, More FM, Radio Dunedin, Rock, The Sound or internet only listening to Mai, Humm FM

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



DUNEDIN COMMERCIAL RADIO - SURVEY 2 2024

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

Survey Comparisons: 1/2024 - 2/2024

This Survey Period: Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024
 Last Survey Period: Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 2024

	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	11.2	10.7	0.5	5	2.5	2.4	0.1	3.2	3.5	-0.3	2.5	2.6	-0.1	3.6	4.2	-0.6	3.6	4.2	-0.6	3.8	3.6	0.2	1.4	1.5	-0.1
Channel X	4.8	n.a.	*	15	1.3	n.a.	*	2.9	n.a.	*	2.1	n.a.	*	3.5	n.a.	*	1.4	n.a.	*	*	n.a.	*	1.2	n.a.	*
Coast	5.1	5.1	0.0	13	0.6	0.3	0.3	1.4	1.7	-0.3	1.3	1.5	-0.2	1.9	2.1	-0.2	2.3	2.1	0.2	2.7	2.5	0.2	0.7	0.7	0.0
Edge	17.7	17.1	0.6	1	9.7	8.2	1.5	9.3	8.9	0.4	4.6	5.7	-1.1	6.4	7.5	-1.1	2.5	2.6	-0.1	1.6	1.4	0.2	2.7	2.8	-0.1
Flava	6.9	6.9	0.0	11	3.1	3.4	-0.3	3.7	4.2	-0.5	2.9	2.7	0.2	3.3	3.1	0.2	0.8	0.8	0.0	0.4	0.4	0.0	0.9	0.9	0.0
George FM	4.9	4.0	0.9	14	2.1	1.8	0.3	2.6	2.5	0.1	1.9	1.5	0.4	2.6	2.0	0.6	0.9	0.7	0.2	0.1	0.1	0.0	0.4	0.1	0.3
Gold Sport	0.7	0.9	-0.2	18	0.1	0.1	0.0	0.4	0.5	-0.1	0.4	0.5	-0.1	0.4	0.6	-0.2	*	0.1	*	0.2	0.2	0.0	0.2	0.2	0.0
Life FM	3.1	2.3	0.8	16	0.9	0.7	0.2	1.3	0.9	0.4	2.0	1.4	0.6	2.1	1.5	0.6	0.3	0.2	0.1	0.1	0.1	0.0	0.3	0.4	-0.1
Magic	7.2	7.1	0.1	10	0.9	1.0	-0.1	0.9	1.0	-0.1	0.5	0.5	0.0	1.1	1.1	0.0	2.8	2.3	0.5	4.5	4.2	0.3	0.6	0.5	0.1
More FM	9.4	9.7	-0.3	9	3.0	2.7	0.3	2.7	3.0	-0.3	2.2	2.6	-0.4	4.1	4.6	-0.5	3.1	3.3	-0.2	2.1	2.3	-0.2	1.3	1.5	-0.2
Newstalk ZB	9.8	9.7	0.1	8	0.5	0.6	-0.1	1.3	1.5	-0.2	1.9	1.6	0.3	2.6	2.3	0.3	2.7	2.3	0.4	4.6	4.6	0.0	1.0	0.7	0.3
Radio Dunedin	5.2	4.9	0.3	12	1.0	0.7	0.3	1.4	1.2	0.2	0.7	0.8	-0.1	0.7	0.8	-0.1	0.9	0.7	0.2	2.1	2.1	0.0	0.2	0.3	-0.1
Radio Hauraki	10.0	10.4	-0.4	7	3.3	3.5	-0.2	4.7	4.2	0.5	3.9	3.1	0.8	5.6	5.2	0.4	2.5	3.3	-0.8	1.1	1.7	-0.6	2.2	2.4	-0.2
Rhema	0.6	0.8	-0.2	20	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.3	-0.2	*	0.3	*	0.1	0.2	-0.1	*	*	*
Rock	11.8	13.0	-1.2	4	2.9	3.5	-0.6	4.7	6.5	-1.8	5.3	6.2	-0.9	7.1	8.1	-1.0	3.1	3.0	0.1	1.8	1.3	0.5	2.1	2.4	-0.3
SENZ Sport	1.7	1.1	0.6	17	0.5	0.2	0.3	0.6	0.4	0.2	0.7	0.4	0.3	0.7	0.4	0.3	*	*	*	0.4	0.4	0.0	*	*	*
Star	0.7	0.6	0.1	18	0.1	0.1	0.0	*	*	*	*	*	*	*	*	*	0.2	0.1	0.1	0.2	0.2	0.0	*	*	*
Tahu FM	0.6	0.5	0.1	20	0.2	0.2	0.0	0.3	0.2	0.1	0.3	0.2	0.1	0.3	0.2	0.1	*	0.1	*	0.1	0.1	0.0	*	*	*
The Hits	16.3	15.4	0.9	2	4.6	4.1	0.5	5.2	4.9	0.3	4.3	4.3	0.0	6.6	7.0	-0.4	5.0	5.4	-0.4	4.8	4.1	0.7	3.5	3.2	0.3
The Sound	13.0	12.0	1.0	3	3.4	2.3	1.1	2.9	2.4	0.5	2.3	2.6	-0.3	4.8	4.8	0.0	5.4	4.7	0.7	4.7	4.3	0.4	1.9	1.8	0.1
ZM	11.0	11.9	-0.9	6	4.2	4.3	-0.1	7.2	7.9	-0.7	5.5	5.9	-0.4	6.4	7.4	-1.0	1.3	1.6	-0.3	0.4	0.1	0.3	2.6	2.9	-0.3
MediaWorks Combo	57.6	55.0	2.6		15.6	14.2	1.4	21.0	21.0	0.0	15.2	15.7	-0.5	23.4	23.2	0.2	17.5	15.8	1.7	15.9	15.1	0.8	8.0	7.6	0.4
NZME Combo	46.1	46.8	-0.7		11.4	11.9	-0.5	17.9	18.5	-0.6	15.7	14.6	1.1	20.9	21.3	-0.4	11.5	12.7	-1.2	11.6	11.1	0.5	8.2	8.3	-0.1
All Commercial Radio	80.7	79.2	1.5		19.5	19.0	0.5	28.8	29.3	-0.5	23.7	23.5	0.2	35.4	35.0	0.4	23.5	22.6	0.9	21.5	20.6	0.9	12.5	12.2	0.3
Potential (000)	118.3	118.3	0.0		33.1	33.1	0.0	44.3	44.2	0.1	32.3	32.3	0.0	47.3	47.3	0.0	30.5	30.5	0.0	27.9	27.9	0.0	16.1	16.3	-0.2
Sample	860	927	-67		196	210	-14	320	320	0	272	268	4	362	380	-18	207	248	-41	240	262	-22	128	137	-9

MediaWorks Combo: Breeze, Channel X (from S2 2024), Edge, George FM, Magic, More FM, Radio Dunedin, Rock, The Sound or internet only listening to Mai, Humm FM

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



DUNEDIN COMMERCIAL RADIO - SURVEY 2 2024

Cumulative Audience (000's) by Daypart, People 10+

Survey Comparisons: 1/2024 - 2/2024

This Survey Period: Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024

Last Survey Period: Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 2024

	This	Last	+/-
Potential (000)	118.3	118.3	0.0
Sample Size	860	927	-67

	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	4.9	1.0	6	4.8	4.4	0.4	6.2	5.6	0.6	5.1	4.1	1.0	2.4	1.8	0.6	1.2	1.3	-0.1	6.4	6.7	-0.3
Channel X	2.4	n.a.	*	14	2.0	n.a.	*	3.1	n.a.	*	2.4	n.a.	*	1.1	n.a.	*	0.3	n.a.	*	3.1	n.a.	*
Coast	2.8	3.5	-0.7	13	2.1	2.4	-0.3	2.9	2.7	0.2	1.9	1.9	0.0	1.2	1.1	0.1	0.5	0.3	0.2	2.6	2.9	-0.3
Edge	7.6	7.5	0.1	3	5.8	6.5	-0.7	9.7	9.3	0.4	8.1	7.4	0.7	3.9	3.4	0.5	1.7	1.6	0.1	10.4	9.4	1.0
Flava	3.4	4.1	-0.7	10	2.5	2.6	-0.1	2.4	2.4	0.0	2.4	2.7	-0.3	0.8	0.4	0.4	0.7	0.7	0.0	3.9	4.0	-0.1
George FM	2.2	1.3	0.9	15	2.0	1.9	0.1	3.1	2.5	0.6	2.7	2.4	0.3	1.9	1.7	0.2	0.5	0.4	0.1	3.6	3.1	0.5
Gold Sport	0.2	0.3	-0.1	19	*	*	*	0.1	0.1	0.0	*	*	*	0.4	0.4	0.0	*	*	*	0.5	0.7	-0.2
Life FM	1.4	0.9	0.5	16	0.8	0.4	0.4	1.1	0.7	0.4	0.9	0.6	0.3	0.8	0.5	0.3	0.6	0.5	0.1	1.6	1.5	0.1
Magic	3.0	2.8	0.2	12	3.9	3.6	0.3	4.1	4.3	-0.2	4.2	4.0	0.2	3.2	2.8	0.4	1.0	1.0	0.0	5.2	5.6	-0.4
More FM	5.2	5.4	-0.2	8	4.9	4.4	0.5	4.3	4.5	-0.2	3.6	4.1	-0.5	1.5	1.7	-0.2	1.1	0.8	0.3	5.8	6.1	-0.3
Newstalk ZB	8.1	7.6	0.5	2	5.2	4.8	0.4	3.7	3.6	0.1	4.7	4.2	0.5	4.7	4.4	0.3	3.7	3.9	-0.2	7.1	6.8	0.3
Radio Dunedin	3.3	2.8	0.5	11	2.8	2.5	0.3	2.1	2.1	0.0	1.4	1.6	-0.2	1.1	0.7	0.4	1.0	0.6	0.4	2.8	3.0	-0.2
Radio Hauraki	5.2	4.8	0.4	8	3.8	4.5	-0.7	3.5	4.1	-0.6	4.0	5.0	-1.0	1.9	2.2	-0.3	0.7	0.6	0.1	5.9	6.0	-0.1
Rhema	*	0.1	*	*	0.3	0.3	0.0	0.1	0.2	-0.1	0.1	0.1	0.0	0.1	0.1	0.0	*	*	*	0.6	0.7	-0.1
Rock	6.1	6.4	-0.3	5	4.2	5.4	-1.2	5.1	6.5	-1.4	4.8	5.0	-0.2	2.8	2.9	-0.1	1.4	1.7	-0.3	6.6	6.4	0.2
SENZ Sport	0.5	0.4	0.1	17	0.9	0.5	0.4	0.6	0.5	0.1	0.3	0.2	0.1	0.2	0.1	0.1	*	*	*	1.2	0.6	0.6
Star	0.5	0.3	0.2	17	0.1	0.1	0.0	0.3	0.2	0.1	0.2	0.1	0.1	0.1	0.1	0.0	*	*	*	0.7	0.5	0.2
Tahu FM	0.1	0.1	0.0	20	*	0.1	*	0.1	0.1	0.0	0.1	0.1	0.0	0.2	0.1	0.1	*	*	*	0.3	0.3	0.0
The Hits	8.9	8.5	0.4	1	6.6	5.8	0.8	9.1	8.2	0.9	7.0	7.0	0.0	3.1	2.6	0.5	1.8	1.2	0.6	11.2	10.1	1.1
The Sound	5.4	5.4	0.0	7	5.2	4.8	0.4	6.2	5.7	0.5	5.2	4.6	0.6	2.4	2.0	0.4	0.5	0.4	0.1	8.7	7.8	0.9
ZM	6.8	7.5	-0.7	4	4.8	5.5	-0.7	4.9	5.6	-0.7	5.0	6.0	-1.0	1.7	2.0	-0.3	1.4	1.3	0.1	6.7	7.5	-0.8
MediaWorks Combo	35.1	32.0	3.1		31.0	29.7	1.3	35.9	33.4	2.5	32.4	29.6	2.8	17.6	15.5	2.1	8.1	7.2	0.9	42.9	39.6	3.3
NZME Combo	31.3	31.9	-0.6		22.2	22.8	-0.6	23.5	24.2	-0.7	22.9	24.0	-1.1	12.8	11.9	0.9	8.4	7.7	0.7	33.4	33.9	-0.5
All Commercial Radio	57.8	55.8	2.0		47.8	46.3	1.5	54.7	53.1	1.6	50.2	49.7	0.5	28.0	25.6	2.4	15.2	14.1	1.1	65.6	63.9	1.7

MediaWorks Combo: Breeze, Channel X (from S2 2024), Edge, George FM, Magic, More FM, Radio Dunedin, Rock, The Sound or internet only listening to Mai, Humm FM

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



DUNEDIN COMMERCIAL RADIO - SURVEY 2 2024

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

Survey Comparisons: 1/2024 - 2/2024

This Survey Period: Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024

Last Survey Period: Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 2024

	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	9:25	7:27	1:58	3:45	4:21	-0:36	4:29	4:36	-0:06	4:53	6:38	-1:45	6:19	8:00	-1:40	6:11	7:04	-0:53	10:52	7:12	3:40	5:33	4:17	1:16
Channel X	10:02	n.a.	*	4:52	n.a.	*	9:02	n.a.	*	9:57	n.a.	*	11:57	n.a.	*	14:58	n.a.	*	*	n.a.	*	13:15	n.a.	*
Coast	8:26	9:53	-1:26	2:16	2:03	0:13	3:34	2:05	1:29	9:53	2:03	7:50	9:52	8:11	1:41	10:05	12:58	-2:52	8:46	9:36	-0:50	3:49	15:49	-11:59
Edge	5:31	5:43	-0:12	5:04	4:48	0:16	4:55	5:06	-0:11	5:00	5:55	-0:55	4:53	5:20	-0:26	5:07	5:34	-0:27	10:47	12:56	-2:08	6:04	6:15	-0:10
Flava	3:31	3:04	0:27	1:46	2:02	-0:15	3:40	3:38	0:01	5:33	4:09	1:24	4:57	3:48	1:09	1:49	3:41	-1:52	4:40	6:09	-1:28	1:39	1:40	-0:00
George FM	10:09	10:24	-0:14	5:27	5:36	-0:09	6:29	6:23	0:06	5:12	5:49	-0:37	13:12	13:50	-0:38	31:08	34:15	-3:06	25:45	25:45	0:00	1:48	0:30	1:18
Gold Sport	4:18	3:43	0:34	3:00	3:00	0:00	4:36	4:34	0:02	4:36	4:34	0:02	4:36	3:35	1:01	*	0:15	*	4:13	4:20	-0:07	7:00	7:00	0:00
Life FM	3:12	2:40	0:31	2:29	1:54	0:35	3:21	3:52	-0:31	3:34	3:18	0:15	3:33	3:14	0:18	2:49	1:08	1:40	2:15	0:15	2:00	3:49	2:41	1:07
Magic	12:34	13:23	-0:49	4:06	3:45	0:20	4:49	4:29	0:19	4:36	4:27	0:08	4:22	4:43	-0:20	8:16	8:08	0:07	16:06	17:55	-1:49	7:36	9:33	-1:57
More FM	7:24	7:24	-0:00	6:46	7:34	-0:48	5:05	4:49	0:15	9:45	7:26	2:18	8:01	6:57	1:03	6:19	6:20	-0:01	6:57	8:00	-1:03	6:05	5:09	0:56
Newstalk ZB	18:46	16:51	1:55	2:05	2:22	-0:16	7:17	7:44	-0:26	6:48	7:22	-0:33	11:23	11:59	-0:35	16:40	18:04	-1:24	20:55	19:46	1:09	12:55	14:21	-1:26
Radio Dunedin	10:00	9:25	0:35	7:28	7:51	-0:22	7:10	6:50	0:19	5:35	5:01	0:34	5:35	5:01	0:34	13:58	12:30	1:27	7:40	8:38	-0:57	1:56	1:48	0:07
Radio Hauraki	5:50	6:26	-0:36	5:59	7:11	-1:12	6:42	7:45	-1:02	5:26	6:40	-1:14	5:30	5:43	-0:13	6:36	5:56	0:40	7:03	7:04	-0:00	9:20	9:35	-0:15
Rhema	2:03	2:14	-0:10	0:45	0:45	0:00	0:15	0:15	0:00	0:15	0:15	0:00	0:15	0:33	-0:18	*	2:37	*	1:00	3:03	-2:03	*	*	*
Rock	6:14	6:25	-0:11	2:55	3:59	-1:03	4:56	6:25	-1:29	4:57	5:51	-0:54	6:53	6:57	-0:03	11:04	10:41	0:22	8:57	9:46	-0:49	3:39	3:15	0:24
SENZ Sport	6:33	4:02	2:31	6:22	8:22	-2:00	3:16	3:28	-0:11	4:15	2:45	1:29	4:15	2:45	1:29	*	*	*	3:28	3:18	0:09	*	*	*
Star	4:16	3:03	1:12	0:45	0:45	0:00	*	*	*	*	*	*	*	*	*	8:35	8:00	0:35	8:35	4:40	3:55	*	*	*
Tahu FM	1:46	1:34	0:12	1:37	1:37	0:00	2:19	1:25	0:53	2:19	1:25	0:53	2:19	1:56	0:22	*	3:00	*	0:15	0:15	0:00	*	*	*
The Hits	7:48	7:27	0:21	2:51	2:38	0:12	4:13	4:27	-0:13	7:32	5:58	1:34	9:13	8:07	1:06	11:48	10:28	1:19	10:37	10:58	-0:20	9:00	8:40	0:19
The Sound	7:19	8:02	-0:43	4:03	4:33	-0:30	3:04	2:53	0:10	4:23	3:22	1:01	5:40	5:12	0:27	8:13	11:09	-2:55	11:28	13:32	-2:04	6:39	4:30	2:08
ZM	5:55	5:12	0:42	3:21	4:10	-0:48	5:59	5:42	0:16	6:37	6:04	0:33	6:46	5:49	0:56	11:02	4:49	6:13	19:05	4:58	14:07	5:05	4:57	0:07
MediaWorks Combo	12:04	11:18	0:46	8:53	8:24	0:28	8:23	7:42	0:40	8:54	8:34	0:20	10:52	9:49	1:02	12:36	12:33	0:02	14:50	15:19	-0:28	9:39	7:15	2:24
NZME Combo	10:59	10:18	0:40	4:51	5:20	-0:28	7:06	7:10	-0:04	8:34	7:36	0:58	9:41	8:53	0:47	13:58	12:20	1:38	16:19	15:44	0:35	10:13	10:47	-0:34
All Commercial Radio	15:55	15:04	0:50	10:56	10:27	0:29	11:44	11:35	0:09	12:40	12:22	0:17	14:12	13:38	0:33	16:56	16:31	0:25	20:17	20:18	-0:01	13:22	13:33	-0:10
Potential (000)	118.3	118.3	0.0	33.1	33.1	0.0	44.3	44.2	0.1	32.3	32.3	0.0	47.3	47.3	0.0	30.5	30.5	0.0	27.9	27.9	0.0	16.1	16.3	-0.2
Sample	860	927	-67	196	210	-14	320	320	0	272	268	4	362	380	-18	207	248	-41	240	262	-22	128	137	-9

MediaWorks Combo: Breeze, Channel X (from S2 2024), Edge, George FM, Magic, More FM, Radio Dunedin, Rock, The Sound or internet only listening to Mai, Humm FM

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



DUNEDIN COMMERCIAL RADIO - SURVEY 2 2024

Average Time Spent Listening (hh:mm) by Daypart, People 10+

Survey Comparisons: 1/2024 - 2/2024

This Survey Period: Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024

Last Survey Period: Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 2024

	This	Last	+/-
Potential (000)	118.3	118.3	0.0
Sample Size	860	927	-67

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

MediaWorks Combo: Breeze, Channel X (from S2 2024), Edge, George FM, Magic, More FM, Radio Dunedin, Rock, The Sound or internet only listening to Mai, Humm FM

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