



# DUNEDIN COMMERCIAL RADIO - SURVEY 3 2024

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

Survey Comparisons: 2/2024 - 3/2024

This Survey Period: Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024 & Sun Aug 11 to Sat Nov 2 2024  
 Last 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

	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	7.8	8.2	-0.4	3	4.7	4.4	0.3	3.2	4.2	-1.0	3.3	4.1	-0.8	3.2	4.5	-1.3	4.7	5.6	-0.9	10.0	9.5	0.5	3.5	4.7	-1.2	
Channel X	5.9	3.8	2.1	9	4.3	3.0	1.3	11.1	7.8	3.3	11.1	7.0	4.1	11.3	8.4	2.9	8.0	5.3	2.7	2.5	*	*	11.3	9.3	2.0	
Coast	4.2	3.4	0.8	12	3.2	0.6	2.6	1.6	1.4	0.2	4.2	4.2	0.0	5.1	3.7	1.4	7.2	5.9	1.3	4.6	5.3	-0.7	4.0	1.5	2.5	
Edge	6.8	7.6	-0.8	7	21.8	23.1	-1.3	13.6	13.5	0.1	5.9	7.7	-1.8	5.0	6.2	-1.2	3.0	3.3	-0.3	4.6	3.9	0.7	9.4	9.9	-0.5	
Flava	1.8	1.9	-0.1	14	2.3	2.6	-0.3	3.9	4.0	-0.1	5.3	5.3	0.0	3.4	3.3	0.1	0.3	0.4	-0.1	0.5	0.5	0.0	0.5	0.9	-0.4	
George FM	1.5	3.9	-2.4	15	6.8	5.5	1.3	4.9	5.0	-0.1	1.8	3.2	-1.4	1.3	6.9	-5.6	0.2	7.1	-6.9	0.1	0.8	-0.7	0.5	0.4	0.1	
Gold Sport	0.3	0.2	0.1	18	*	0.1	*	0.8	0.6	0.2	0.8	0.7	0.1	0.5	0.4	0.1	*	*	*	0.2	0.2	0.0	1.1	0.8	0.3	
Life FM	0.5	0.8	-0.3	17	0.1	1.0	-0.9	0.5	1.3	-0.8	1.4	2.4	-1.0	1.1	1.5	-0.4	0.3	0.2	0.1	0.1	0.1	0.0	0.5	0.6	-0.1	
Magic	7.6	7.0	0.6	4	1.9	1.7	0.2	1.4	1.3	0.1	2.7	0.8	1.9	2.1	0.9	1.2	5.1	5.8	-0.7	15.0	16.6	-1.6	4.7	2.7	2.0	
More FM	7.5	5.4	2.1	6	14.0	9.6	4.4	6.2	4.1	2.1	9.5	7.1	2.4	9.3	6.6	2.7	7.0	4.9	2.1	4.7	3.4	1.3	6.8	4.9	1.9	
Newstalk ZB	14.9	14.4	0.5	1	0.5	0.5	0.0	3.8	2.9	0.9	5.0	4.2	0.8	6.8	5.9	0.9	13.5	11.3	2.2	21.2	22.1	-0.9	9.7	7.8	1.9	
Radio Dunedin	4.5	4.1	0.4	11	1.4	3.7	-2.3	1.5	3.0	-1.5	1.3	1.4	-0.1	0.8	0.8	0.0	4.2	3.2	1.0	5.8	3.7	2.1	1.2	0.2	1.0	
Radio Hauraki	3.1	4.5	-1.4	13	5.9	9.4	-3.5	6.0	9.2	-3.2	4.6	7.1	-2.5	4.9	6.1	-1.2	3.5	4.2	-0.7	0.9	1.8	-0.9	7.2	12.5	-5.3	
Rhema	0.2	0.1	0.1	19	*	*	*	*	*	*	*	*	*	*	*	*	0.3	*	*	0.3	*	*	*	*	*	*
Rock	6.6	5.7	0.9	8	4.0	3.9	0.1	8.1	6.8	1.3	9.2	8.7	0.5	12.5	9.7	2.8	10.9	8.7	2.2	3.4	3.8	-0.4	5.1	4.7	0.4	
SENZ (Sport Nation)*	0.9	0.9	0.0	16	0.4	1.4	-1.0	0.5	0.6	-0.1	0.9	0.9	0.0	0.6	0.6	0.0	0.4	*	*	0.9	0.3	0.6	*	*	*	
Star	0.2	0.2	0.0	19	*	*	*	*	*	*	*	*	*	*	*	*	0.5	0.5	0.0	0.5	0.5	0.0	*	*	*	
Tahu FM	0.1	0.1	0.0	21	0.1	0.1	0.0	0.3	0.2	0.1	0.3	0.2	0.1	0.3	0.1	0.2	0.1	*	*	*	*	*	*	*	*	
The Hits	8.5	9.9	-1.4	2	7.5	6.1	1.4	8.5	6.5	2.0	11.6	10.9	0.7	11.0	12.1	-1.1	10.5	14.7	-4.2	8.3	11.7	-3.4	13.6	19.0	-5.4	
The Sound	7.6	7.4	0.2	4	5.4	6.4	-1.0	4.5	2.6	1.9	4.5	3.4	1.1	6.2	5.4	0.8	11.8	11.2	0.6	12.5	12.4	0.1	8.4	7.6	0.8	
ZM	4.6	5.1	-0.5	10	6.4	6.6	-0.2	10.9	12.7	-1.8	9.7	12.2	-2.5	7.3	8.7	-1.4	3.9	3.7	0.2	2.2	1.7	0.5	7.8	7.9	-0.1	
MediaWorks Combo	56.0	54.1	1.9		64.4	64.9	-0.5	55.1	52.0	3.1	49.9	45.2	4.7	52.0	50.6	1.4	54.9	55.2	-0.3	58.7	54.0	4.7	50.9	46.7	4.2	
NZME Combo	37.4	39.4	-2.0		25.8	26.0	-0.2	35.3	37.5	-2.2	41.1	44.8	-3.7	39.0	40.3	-1.3	38.9	40.2	-1.3	37.9	43.3	-5.4	43.9	50.4	-6.5	
Potential (000)	118.3	118.3	0.0		33.1	33.1	0.0	45.2	44.3	0.9	32.3	32.3	0.0	47.3	47.3	0.0	30.5	30.5	0.0	27.9	27.9	0.0	16.3	16.1	0.2	
Sample	878	860	18		192	196	-4	312	320	-8	269	272	-3	364	362	2	222	207	15	250	240	10	129	128	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

\*SENZ rebranded to Sport Nation from Nov 19th 2024



# DUNEDIN COMMERCIAL RADIO - SURVEY 3 2024

Station Share (%) by Daypart, People 10+

Survey Comparisons: 2/2024 - 3/2024

This Survey Period: Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024 & Sun Aug 11 to Sat Nov 2 2024

Last 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

	This	Last	+/-
Potential (000)	118.3	118.3	0.0
Sample Size	878	860	18

	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	6.0	6.4	-0.4	6	7.5	8.6	-1.1	8.8	9.2	-0.4	8.6	9.0	-0.4	7.3	6.4	0.9	3.0	3.7	-0.7	9.0	9.4	-0.4
Channel X	5.4	3.0	2.4	8	8.3	5.0	3.3	8.1	5.4	2.7	6.7	4.2	2.5	1.9	2.0	-0.1	2.7	0.8	1.9	3.7	2.8	0.9
Coast	3.3	2.7	0.6	13	5.4	4.9	0.5	5.7	4.8	0.9	4.3	2.9	1.4	2.1	0.9	1.2	1.0	2.0	-1.0	3.8	2.7	1.1
Edge	8.6	8.7	-0.1	4	5.1	4.6	0.5	7.2	9.0	-1.8	8.2	8.3	-0.1	5.0	6.3	-1.3	3.1	9.0	-5.9	6.4	7.5	-1.1
Flava	1.2	1.7	-0.5	14	1.1	1.5	-0.4	1.7	1.6	0.1	2.4	2.1	0.3	2.5	2.3	0.2	6.4	4.6	1.8	1.9	1.9	0.0
George FM	0.9	1.4	-0.5	15	0.8	3.1	-2.3	2.3	5.1	-2.8	1.4	5.3	-3.9	1.2	5.5	-4.3	2.7	2.8	-0.1	1.8	4.3	-2.5
Gold Sport	0.2	0.1	0.1	18	*	*	*	*	*	*	*	*	*	0.5	0.5	0.0	*	*	*	0.8	0.7	0.1
Life FM	0.6	0.9	-0.3	16	0.2	0.5	-0.3	0.4	0.7	-0.3	0.4	0.8	-0.4	0.4	0.8	-0.4	0.8	0.8	0.0	0.6	0.9	-0.3
Magic	5.6	5.7	-0.1	7	7.5	6.6	0.9	8.2	6.9	1.3	9.3	8.8	0.5	8.3	10.7	-2.4	4.4	2.8	1.6	8.1	7.3	0.8
More FM	8.7	5.7	3.0	3	9.9	7.5	2.4	7.1	5.6	1.5	5.4	4.3	1.1	4.4	3.6	0.8	8.4	6.8	1.6	6.6	4.3	2.3
Newstalk ZB	20.6	18.6	2.0	1	10.3	11.4	-1.1	7.7	7.6	0.1	10.9	10.8	0.1	29.8	27.0	2.8	37.4	34.8	2.6	14.7	14.2	0.5
Radio Dunedin	5.3	4.7	0.6	9	5.1	6.4	-1.3	3.6	2.7	0.9	3.2	2.8	0.4	6.2	3.7	2.5	2.5	6.3	-3.8	4.7	3.4	1.3
Radio Hauraki	3.4	4.9	-1.5	12	1.9	3.0	-1.1	2.1	3.8	-1.7	4.5	7.4	-2.9	1.2	3.0	-1.8	2.0	1.8	0.2	4.7	5.5	-0.8
Rhema	0.1	*	*	20	0.1	0.2	-0.1	0.1	*	*	*	*	*	*	*	*	1.4	*	*	0.3	0.2	0.1
Rock	7.3	6.4	0.9	5	6.9	5.3	1.6	6.3	5.0	1.3	7.1	5.4	1.7	8.9	7.6	1.3	3.7	3.8	-0.1	5.8	6.1	-0.3
SENZ (Sport Nation)*	0.2	0.4	-0.2	18	1.8	1.5	0.3	0.7	0.7	0.0	0.3	0.3	0.0	1.6	0.6	1.0	*	*	*	1.2	1.3	-0.1
Star	0.4	0.3	0.1	17	*	*	*	0.4	0.4	0.0	0.4	0.3	0.1	*	0.1	*	*	*	*	0.3	0.2	0.1
Tahu FM	*	*	*	*	0.1	*	*	0.1	*	*	*	*	*	0.6	0.5	0.1	*	*	*	0.2	0.2	0.0
The Hits	9.5	12.4	-2.9	2	9.0	11.0	-2.0	9.6	10.8	-1.2	9.2	7.8	1.4	4.7	5.8	-1.1	5.2	5.9	-0.7	7.4	9.2	-1.8
The Sound	4.8	6.0	-1.2	10	10.4	8.2	2.2	9.6	8.9	0.7	6.1	6.4	-0.3	3.7	4.2	-0.5	2.1	1.6	0.5	8.7	8.9	-0.2
ZM	4.5	5.6	-1.1	11	4.3	6.4	-2.1	4.9	5.1	-0.2	6.8	6.3	0.5	2.7	1.3	1.4	6.4	8.4	-2.0	3.7	3.6	0.1
MediaWorks Combo	53.2	49.5	3.7		61.5	55.4	6.1	61.6	59.0	2.6	56.1	56.2	-0.1	47.0	52.8	-5.8	32.6	37.6	-5.0	55.1	54.7	0.4
NZME Combo	42.7	46.3	-3.6		32.0	38.1	-6.1	31.7	33.7	-2.0	38.1	37.3	0.8	43.5	40.8	2.7	58.4	57.5	0.9	37.1	37.8	-0.7

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

\*SENZ rebranded to Sport Nation from Nov 19th 2024

## DUNEDIN COMMERCIAL RADIO - SURVEY 3 2024

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

Survey Comparisons: 2/2024 - 3/2024

This Survey Period: Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024 & Sun Aug 11 to Sat Nov 2 2024

Last 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

	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	11.2	-1.0	8	2.4	2.5	-0.1	2.5	3.2	-0.7	2.1	2.5	-0.4	2.7	3.6	-0.9	3.1	3.6	-0.5	3.9	3.8	0.1	1.0	1.4	-0.4
Channel X	5.9	4.8	1.1	12	1.4	1.3	0.1	3.1	2.9	0.2	2.6	2.1	0.5	3.9	3.5	0.4	1.7	1.4	0.3	0.5	*	*	1.5	1.2	0.3
Coast	5.6	5.1	0.5	13	0.7	0.6	0.1	1.2	1.4	-0.2	1.6	1.3	0.3	2.5	1.9	0.6	2.0	2.3	-0.3	1.8	2.7	-0.9	0.8	0.7	0.1
Edge	16.0	17.7	-1.7	2	8.4	9.7	-1.3	9.7	9.3	0.4	4.6	4.6	0.0	5.8	6.4	-0.6	1.9	2.5	-0.6	1.8	1.6	0.2	2.2	2.7	-0.5
Flava	6.2	6.9	-0.7	11	2.5	3.1	-0.6	3.7	3.7	0.0	3.0	2.9	0.1	3.5	3.3	0.2	0.6	0.8	-0.2	0.3	0.4	-0.1	0.7	0.9	-0.2
George FM	4.1	4.9	-0.8	15	2.0	2.1	-0.1	2.7	2.6	0.1	1.6	1.9	-0.3	1.9	2.6	-0.7	0.2	0.9	-0.7	0.2	0.1	0.1	0.5	0.4	0.1
Gold Sport	0.6	0.7	-0.1	18	*	0.1	*	0.4	0.4	0.0	0.4	0.4	0.0	0.4	0.4	0.0	*	*	*	0.2	0.2	0.0	0.3	0.2	0.1
Life FM	2.4	3.1	-0.7	16	0.4	0.9	-0.5	0.8	1.3	-0.5	1.4	2.0	-0.6	1.9	2.1	-0.2	0.6	0.3	0.3	0.1	0.1	0.0	0.2	0.3	-0.1
Magic	7.7	7.2	0.5	10	0.8	0.9	-0.1	0.9	0.9	0.0	1.0	0.5	0.5	1.4	1.1	0.3	2.5	2.8	-0.3	4.2	4.5	-0.3	1.0	0.6	0.4
More FM	10.3	9.4	0.9	7	3.4	3.0	0.4	3.1	2.7	0.4	2.3	2.2	0.1	4.2	4.1	0.1	3.3	3.1	0.2	2.5	2.1	0.4	1.3	1.3	0.0
Newstalk ZB	10.4	9.8	0.6	6	0.5	0.5	0.0	1.3	1.3	0.0	1.9	1.9	0.0	2.7	2.6	0.1	3.0	2.7	0.3	4.6	4.6	0.0	1.0	1.0	0.0
Radio Dunedin	5.1	5.2	-0.1	14	1.0	1.0	0.0	0.9	1.4	-0.5	0.6	0.7	-0.1	0.6	0.7	-0.1	0.9	0.9	0.0	2.1	2.1	0.0	0.2	0.2	0.0
Radio Hauraki	8.8	10.0	-1.2	9	2.4	3.3	-0.9	4.2	4.7	-0.5	3.8	3.9	-0.1	5.5	5.6	-0.1	2.4	2.5	-0.1	0.9	1.1	-0.2	2.0	2.2	-0.2
Rhema	0.5	0.6	-0.1	20	*	0.1	*	*	0.1	*	*	0.1	*	*	0.1	*	0.2	*	*	0.3	0.1	0.2	*	*	*
Rock	11.8	11.8	0.0	3	2.2	2.9	-0.7	5.0	4.7	0.3	5.5	5.3	0.2	7.6	7.1	0.5	3.5	3.1	0.4	1.9	1.8	0.1	2.3	2.1	0.2
SENZ (Sport Nation)*	1.8	1.7	0.1	17	0.2	0.5	-0.3	0.4	0.6	-0.2	0.5	0.7	-0.2	0.5	0.7	-0.2	0.3	*	*	0.8	0.4	0.4	*	*	*
Star	0.6	0.7	-0.1	18	*	0.1	*	*	*	*	*	*	*	*	*	*	0.2	0.2	0.0	0.2	0.2	0.0	*	*	*
Tahu FM	0.5	0.6	-0.1	20	0.1	0.2	-0.1	0.3	0.3	0.0	0.3	0.3	0.0	0.4	0.3	0.1	0.1	*	*	*	0.1	*	*	*	*
The Hits	16.2	16.3	-0.1	1	5.2	4.6	0.6	5.8	5.2	0.6	4.4	4.3	0.1	6.6	6.6	0.0	4.4	5.0	-0.6	4.2	4.8	-0.6	3.2	3.5	-0.3
The Sound	11.2	13.0	-1.8	4	2.5	3.4	-0.9	3.0	2.9	0.1	2.1	2.3	-0.2	4.3	4.8	-0.5	4.8	5.4	-0.6	4.3	4.7	-0.4	1.8	1.9	-0.1
ZM	11.2	11.0	0.2	4	3.6	4.2	-0.6	7.0	7.2	-0.2	5.0	5.5	-0.5	5.8	6.4	-0.6	2.1	1.3	0.8	1.6	0.4	1.2	2.2	2.6	-0.4
MediaWorks Combo	56.1	57.6	-1.5		14.4	15.6	-1.2	20.4	21.0	-0.6	14.8	15.2	-0.4	21.9	23.4	-1.5	16.7	17.5	-0.8	16.8	15.9	0.9	7.8	8.0	-0.2
NZME Combo	45.8	46.1	-0.3		10.4	11.4	-1.0	17.1	17.9	-0.8	15.5	15.7	-0.2	20.9	20.9	0.0	11.7	11.5	0.2	11.3	11.6	-0.3	7.6	8.2	-0.6
All Commercial Radio	81.1	80.7	0.4		18.8	19.5	-0.7	28.2	28.8	-0.6	23.3	23.7	-0.4	34.8	35.4	-0.6	23.8	23.5	0.3	21.9	21.5	0.4	12.3	12.5	-0.2
Potential (000)	118.3	118.3	0.0		33.1	33.1	0.0	45.2	44.3	0.9	32.3	32.3	0.0	47.3	47.3	0.0	30.5	30.5	0.0	27.9	27.9	0.0	16.3	16.1	0.2
Sample	878	860	18		192	196	-4	312	320	-8	269	272	-3	364	362	2	222	207	15	250	240	10	129	128	1

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

\*SENZ rebranded to Sport Nation from Nov 19th 2024



# DUNEDIN COMMERCIAL RADIO - SURVEY 3 2024

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

Survey Comparisons: 2/2024 - 3/2024

This Survey Period: Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024 & Sun Aug 11 to Sat Nov 2 2024

Last 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

	This	Last	+/-
Potential (000)	118.3	118.3	0.0
Sample Size	878	860	18

	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	5.1	5.9	-0.8	7	4.4	4.8	-0.4	5.0	6.2	-1.2	4.1	5.1	-1.0	2.7	2.4	0.3	0.7	1.2	-0.5	6.2	6.4	-0.2
Channel X	3.6	2.4	1.2	10	3.4	2.0	1.4	3.8	3.1	0.7	3.7	2.4	1.3	1.4	1.1	0.3	0.8	0.3	0.5	4.1	3.1	1.0
Coast	3.3	2.8	0.5	11	2.5	2.1	0.4	3.4	2.9	0.5	2.4	1.9	0.5	1.1	1.2	-0.1	0.6	0.5	0.1	2.8	2.6	0.2
Edge	8.5	7.6	0.9	3	5.4	5.8	-0.4	8.5	9.7	-1.2	7.1	8.1	-1.0	3.9	3.9	0.0	1.2	1.7	-0.5	9.1	10.4	-1.3
Flava	2.7	3.4	-0.7	14	2.0	2.5	-0.5	2.1	2.4	-0.3	2.3	2.4	-0.1	0.6	0.8	-0.2	0.9	0.7	0.2	3.0	3.9	-0.9
George FM	1.9	2.2	-0.3	15	0.7	2.0	-1.3	2.4	3.1	-0.7	1.7	2.7	-1.0	0.6	1.9	-1.3	0.4	0.5	-0.1	2.7	3.6	-0.9
Gold Sport	0.2	0.2	0.0	19	*	*	*	0.1	0.1	0.0	*	*	*	0.3	0.4	-0.1	*	*	*	0.5	0.5	0.0
Life FM	1.2	1.4	-0.2	16	0.4	0.8	-0.4	1.0	1.1	-0.1	0.6	0.9	-0.3	0.4	0.8	-0.4	0.3	0.6	-0.3	1.0	1.6	-0.6
Magic	3.3	3.0	0.3	11	4.6	3.9	0.7	5.1	4.1	1.0	4.4	4.2	0.2	2.7	3.2	-0.5	1.0	1.0	0.0	5.1	5.2	-0.1
More FM	6.2	5.2	1.0	5	5.2	4.9	0.3	5.7	4.3	1.4	3.8	3.6	0.2	1.9	1.5	0.4	1.4	1.1	0.3	6.6	5.8	0.8
Newstalk ZB	8.9	8.1	0.8	2	5.3	5.2	0.1	3.9	3.7	0.2	4.9	4.7	0.2	5.0	4.7	0.3	3.6	3.7	-0.1	7.6	7.1	0.5
Radio Dunedin	2.9	3.3	-0.4	13	2.6	2.8	-0.2	2.4	2.1	0.3	1.4	1.4	0.0	1.9	1.1	0.8	1.1	1.0	0.1	3.2	2.8	0.4
Radio Hauraki	4.9	5.2	-0.3	8	3.3	3.8	-0.5	2.6	3.5	-0.9	3.3	4.0	-0.7	1.4	1.9	-0.5	0.6	0.7	-0.1	5.1	5.9	-0.8
Rhema	0.2	*	*	19	0.2	0.3	-0.1	0.3	0.1	0.2	0.1	0.1	0.0	*	0.1	*	0.2	*	*	0.5	0.6	-0.1
Rock	6.9	6.1	0.8	4	5.0	4.2	0.8	5.2	5.1	0.1	5.4	4.8	0.6	2.6	2.8	-0.2	1.1	1.4	-0.3	5.9	6.6	-0.7
SENZ (Sport Nation)*	0.3	0.5	-0.2	18	0.9	0.9	0.0	0.6	0.6	0.0	0.4	0.3	0.1	0.4	0.2	0.2	*	*	*	1.1	1.2	-0.1
Star	0.5	0.5	0.0	17	*	0.1	*	0.3	0.3	0.0	0.2	0.2	0.0	*	0.1	*	*	*	*	0.6	0.7	-0.1
Tahu FM	*	0.1	*	*	0.1	*	*	0.1	0.1	0.0	*	0.1	*	0.1	0.2	-0.1	*	*	*	0.3	0.3	0.0
The Hits	9.4	8.9	0.5	1	6.8	6.6	0.2	8.6	9.1	-0.5	7.9	7.0	0.9	2.8	3.1	-0.3	1.6	1.8	-0.2	9.3	11.2	-1.9
The Sound	4.8	5.4	-0.6	9	5.3	5.2	0.1	5.4	6.2	-0.8	4.0	5.2	-1.2	1.7	2.4	-0.7	0.7	0.5	0.2	7.5	8.7	-1.2
ZM	5.7	6.8	-1.1	6	4.3	4.8	-0.5	4.8	4.9	-0.1	5.3	5.0	0.3	2.3	1.7	0.6	1.2	1.4	-0.2	6.1	6.7	-0.6
MediaWorks Combo	36.8	35.1	1.7		31.2	31.0	0.2	35.3	35.9	-0.6	30.6	32.4	-1.8	16.8	17.6	-0.8	7.8	8.1	-0.3	40.3	42.9	-2.6
NZME Combo	31.8	31.3	0.5		22.0	22.2	-0.2	22.8	23.5	-0.7	23.3	22.9	0.4	12.6	12.8	-0.2	7.8	8.4	-0.6	30.8	33.4	-2.6
All Commercial Radio	60.4	57.8	2.6		48.2	47.8	0.4	53.2	54.7	-1.5	49.3	50.2	-0.9	27.8	28.0	-0.2	15.1	15.2	-0.1	63.3	65.6	-2.3

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

\*SENZ rebranded to Sport Nation from Nov 19th 2024

## DUNEDIN COMMERCIAL RADIO - SURVEY 3 2024

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

Survey Comparisons: 2/2024 - 3/2024

This Survey Period: Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024 & Sun Aug 11 to Sat Nov 2 2024

Last 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

	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	9:25	-0:00	3:37	3:45	-0:08	4:02	4:29	-0:27	4:51	4:53	-0:02	5:33	6:19	-0:45	5:51	6:11	-0:20	11:11	10:52	0:18	5:39	5:33	0:05
Channel X	12:29	10:02	2:26	5:20	4:52	0:28	11:05	9:02	2:03	13:03	9:57	3:06	13:50	11:57	1:52	18:12	14:58	3:13	22:35	*	*	12:25	13:15	-0:50
Coast	9:18	8:26	0:51	8:27	2:16	6:10	3:58	3:34	0:23	7:52	9:53	-2:01	9:49	9:52	-0:03	13:56	10:05	3:50	11:03	8:46	2:17	8:19	3:49	4:29
Edge	5:14	5:31	-0:17	4:41	5:04	-0:22	4:22	4:55	-0:32	3:52	5:00	-1:07	4:12	4:53	-0:40	6:08	5:07	1:00	10:53	10:47	0:05	6:47	6:04	0:42
Flava	3:38	3:31	0:07	1:42	1:46	-0:03	3:17	3:40	-0:22	5:16	5:33	-0:17	4:46	4:57	-0:11	1:48	1:49	-0:00	6:08	4:40	1:28	1:13	1:39	-0:26
George FM	4:39	10:09	-5:29	6:01	5:27	0:33	5:46	6:29	-0:43	3:22	5:12	-1:50	3:20	13:12	-9:51	3:12	31:08	-27:55	3:02	25:45	-22:42	1:34	1:48	-0:14
Gold Sport	5:27	4:18	1:09	*	3:00	*	5:59	4:36	1:22	5:59	4:36	1:22	5:59	4:36	1:22	*	*	*	4:14	4:13	0:00	7:00	7:00	0:00
Life FM	2:20	3:12	-0:52	0:32	2:29	-1:57	2:01	3:21	-1:19	3:09	3:34	-0:25	2:44	3:33	-0:49	1:41	2:49	-1:07	2:15	2:15	0:00	3:44	3:49	-0:04
Magic	12:10	12:34	-0:23	4:01	4:06	-0:04	4:40	4:49	-0:09	8:34	4:36	3:57	7:03	4:22	2:40	8:11	8:16	-0:04	15:30	16:06	-0:35	7:32	7:36	-0:03
More FM	9:00	7:24	1:35	7:27	6:46	0:41	6:19	5:05	1:14	12:14	9:45	2:29	10:39	8:01	2:37	8:24	6:19	2:05	8:20	6:57	1:22	8:16	6:05	2:10
Newstalk ZB	17:41	18:46	-1:05	1:44	2:05	-0:20	9:22	7:17	2:04	7:50	6:48	1:01	11:59	11:23	0:35	17:44	16:40	1:04	20:13	20:55	-0:42	15:31	12:55	2:35
Radio Dunedin	10:57	10:00	0:57	2:38	7:28	-4:50	5:10	7:10	-1:59	6:22	5:35	0:47	6:22	5:35	0:47	18:10	13:58	4:11	12:09	7:40	4:28	8:25	1:56	6:29
Radio Hauraki	4:20	5:50	-1:29	4:21	5:59	-1:37	4:25	6:42	-2:17	3:36	5:26	-1:50	4:18	5:30	-1:11	5:43	6:36	-0:53	4:28	7:03	-2:35	5:55	9:20	-3:24
Rhema	4:33	2:03	2:29	*	0:45	*	*	0:15	*	*	0:15	*	*	0:15	*	8:00	*	*	4:55	1:00	3:55	*	*	*
Rock	6:57	6:14	0:43	3:18	2:55	0:23	5:04	4:56	0:08	5:06	4:57	0:08	7:50	6:53	0:57	12:15	11:04	1:10	7:38	8:57	-1:18	3:38	3:39	-0:01
SENZ (Sport Nation)*	6:21	6:33	-0:12	3:00	6:22	-3:22	4:03	3:16	0:46	6:03	4:15	1:48	6:03	4:15	1:48	4:39	*	*	5:15	3:28	1:47	*	*	*
Star	4:48	4:16	0:32	*	0:45	*	*	*	*	*	*	*	*	*	*	8:45	8:35	0:09	8:45	8:35	0:09	*	*	*
Tahu FM	2:50	1:46	1:04	2:15	1:37	0:37	2:36	2:19	0:17	2:36	2:19	0:17	2:57	2:19	0:38	3:45	*	*	*	0:15	*	*	*	*
The Hits	6:28	7:48	-1:20	2:38	2:51	-0:12	4:33	4:13	0:19	8:01	7:32	0:28	8:01	9:13	-1:11	9:24	11:48	-2:23	8:40	10:37	-1:57	6:51	9:00	-2:08
The Sound	8:28	7:19	1:09	3:54	4:03	-0:08	4:47	3:04	1:43	6:32	4:23	2:08	6:58	5:40	1:18	9:38	8:13	1:24	12:45	11:28	1:17	7:42	6:39	1:03
ZM	5:03	5:55	-0:51	3:12	3:21	-0:09	4:54	5:59	-1:04	5:51	6:37	-0:46	6:00	6:46	-0:45	7:05	11:02	-3:57	6:11	19:05	-12:54	5:50	5:05	0:45
MediaWorks Combo	12:21	12:04	0:16	8:04	8:53	-0:48	8:30	8:23	0:07	10:13	8:54	1:18	11:26	10:52	0:34	12:52	12:36	0:16	15:16	14:50	0:25	10:37	9:39	0:57
NZME Combo	10:07	10:59	-0:52	4:30	4:51	-0:21	6:28	7:06	-0:37	8:02	8:34	-0:32	8:59	9:41	-0:41	13:00	13:58	-0:58	14:40	16:19	-1:39	9:18	10:13	-0:54
All Commercial Radio	15:16	15:55	-0:38	9:38	10:56	-1:17	11:07	11:44	-0:37	12:59	12:40	0:19	13:48	14:12	-0:23	16:27	16:56	-0:28	20:01	20:17	-0:16	13:11	13:22	-0:11
Potential (000)	118.3	118.3	0.0	33.1	33.1	0.0	45.2	44.3	0.9	32.3	32.3	0.0	47.3	47.3	0.0	30.5	30.5	0.0	27.9	27.9	0.0	16.3	16.1	0.2
Sample	878	860	18	192	196	-4	312	320	-8	269	272	-3	364	362	2	222	207	15	250	240	10	129	128	1

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

\*SENZ rebranded to Sport Nation from Nov 19th 2024



# DUNEDIN COMMERCIAL RADIO - SURVEY 3 2024

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

Survey Comparisons: 2/2024 - 3/2024

This Survey Period: Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024 & Sun Aug 11 to Sat Nov 2 2024

Last 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

	This	Last	+/-
Potential (000)	118.3	118.3	0.0
Sample Size	878	860	18

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

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

\*SENZ rebranded to Sport Nation from Nov 19th 2024