



DUNEDIN COMMERCIAL RADIO - SURVEY 2 2017

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

Survey Comparisons: 1/2017 - 2/2017

This Survey Period: Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 2017

Last Survey Period: Sun Apr 10 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Apr 8 2017

| | All 10+ | | | | People 10-17 | | | People 18-34 | | | 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 | 5.8 | 4.5 | 1.3 | 7 | 4.0 | 3.5 | 0.5 | 3.2 | 3.1 | 0.1 | 3.7 | 3.3 | 0.4 | 4.9 | 4.6 | 0.3 | 9.7 | 8.3 | 1.4 | 10.9 | 7.2 | 3.7 | 6.5 | 5.9 | 0.6 |
| Coast | 3.1 | 4.1 | -1.0 | 12 | 0.3 | 8.6 | -8.3 | 0.3 | 0.4 | -0.1 | 0.7 | 1.0 | -0.3 | 0.9 | 2.0 | -1.1 | 4.3 | 6.5 | -2.2 | 7.2 | 7.7 | -0.5 | 1.0 | 5.1 | -4.1 |
| Edge | 9.7 | 9.2 | 0.5 | 3 | 29.6 | 19.4 | 10.2 | 19.6 | 21.1 | -1.5 | 9.5 | 11.7 | -2.2 | 9.6 | 10.4 | -0.8 | 5.3 | 4.5 | 0.8 | 0.9 | 0.5 | 0.4 | 11.6 | 13.4 | -1.8 |
| Flava | 4.7 | 4.3 | 0.4 | 10 | 11.5 | 13.8 | -2.3 | 9.6 | 9.4 | 0.2 | 7.6 | 7.0 | 0.6 | 5.3 | 4.6 | 0.7 | 0.6 | 0.3 | 0.3 | 0.1 | 0.1 | 0.0 | 5.8 | 4.5 | 1.3 |
| George FM | 1.0 | 0.8 | 0.2 | 18 | 3.3 | 1.3 | 2.0 | 1.4 | 0.8 | 0.6 | 1.5 | 2.1 | -0.6 | 1.0 | 1.3 | -0.3 | 0.1 | 0.1 | 0.0 | 0.1 | 0.1 | 0.0 | 1.2 | 0.6 | 0.6 |
| Life FM | 1.7 | 1.6 | 0.1 | 16 | 4.6 | 4.2 | 0.4 | 1.2 | 0.6 | 0.6 | 2.0 | 1.4 | 0.6 | 2.2 | 1.8 | 0.4 | 2.5 | 2.6 | -0.1 | 1.5 | 1.7 | -0.2 | 3.1 | 3.6 | -0.5 |
| Magic | 2.9 | 1.9 | 1.0 | 14 | * | 0.1 | * | 0.4 | 0.3 | 0.1 | 0.5 | 0.4 | 0.1 | 1.0 | 1.2 | -0.2 | 4.7 | 1.9 | 2.8 | 7.9 | 4.2 | 3.7 | 0.6 | 0.6 | 0.0 |
| More FM | 5.5 | 5.4 | 0.1 | 9 | 7.5 | 12.9 | -5.4 | 4.8 | 3.7 | 1.1 | 9.3 | 8.0 | 1.3 | 8.0 | 7.6 | 0.4 | 7.6 | 7.7 | -0.1 | 5.4 | 4.9 | 0.5 | 7.0 | 6.2 | 0.8 |
| Newstalk ZB | 8.4 | 10.5 | -2.1 | 4 | 0.3 | 2.4 | -2.1 | 0.6 | 0.5 | 0.1 | 0.6 | 1.3 | -0.7 | 3.3 | 2.5 | 0.8 | 12.2 | 12.4 | -0.2 | 14.7 | 21.5 | -6.8 | 1.9 | 2.9 | -1.0 |
| Radio Dunedin | 9.9 | 8.6 | 1.3 | 2 | 0.6 | 0.8 | -0.2 | 0.9 | 0.9 | 0.0 | 0.7 | 0.8 | -0.1 | 1.9 | 2.2 | -0.3 | 4.5 | 4.3 | 0.2 | 19.4 | 16.9 | 2.5 | 4.2 | 5.2 | -1.0 |
| Radio Hauraki | 3.6 | 3.9 | -0.3 | 11 | 5.2 | 2.6 | 2.6 | 6.1 | 6.4 | -0.3 | 7.0 | 7.3 | -0.3 | 5.2 | 5.9 | -0.7 | 0.9 | 1.8 | -0.9 | 0.3 | 0.5 | -0.2 | 4.8 | 4.8 | 0.0 |
| RadioLIVE | 3.0 | 4.3 | -1.3 | 13 | 0.5 | 0.4 | 0.1 | 0.4 | 1.2 | -0.8 | 2.3 | 4.0 | -1.7 | 3.1 | 4.6 | -1.5 | 2.9 | 3.3 | -0.4 | 1.8 | 4.0 | -2.2 | 3.9 | 5.4 | -1.5 |
| Radio Sport | 2.9 | 3.2 | -0.3 | 14 | 1.1 | * | * | 1.0 | 1.0 | 0.0 | 1.5 | 2.3 | -0.8 | 3.0 | 3.6 | -0.6 | 4.8 | 5.1 | -0.3 | 4.1 | 4.1 | 0.0 | 1.2 | 1.0 | 0.2 |
| Rhema | 1.1 | 1.1 | 0.0 | 17 | * | * | * | 0.2 | 0.2 | 0.0 | 2.2 | 2.2 | 0.0 | 1.7 | 1.7 | 0.0 | 0.5 | 0.5 | 0.0 | 0.3 | 0.3 | 0.0 | 0.2 | 0.2 | 0.0 |
| Rock | 8.4 | 10.8 | -2.4 | 4 | 11.6 | 15.0 | -3.4 | 16.6 | 18.7 | -2.1 | 16.0 | 17.9 | -1.9 | 13.7 | 15.9 | -2.2 | 4.8 | 9.3 | -4.5 | 1.5 | 5.0 | -3.5 | 9.4 | 11.5 | -2.1 |
| Star | 0.8 | 0.8 | 0.0 | 19 | * | * | * | 0.3 | 0.3 | 0.0 | 0.1 | 0.1 | 0.0 | 1.5 | 1.2 | 0.3 | 2.1 | 1.8 | 0.3 | 0.1 | 0.4 | -0.3 | * | 0.2 | * |
| Tahu FM | 0.2 | 0.2 | 0.0 | 20 | 0.6 | * | * | 0.6 | 0.6 | 0.0 | 0.5 | 0.5 | 0.0 | 0.3 | 0.3 | 0.0 | * | * | * | * | * | * | * | * | * |
| The Hits | 10.1 | 9.7 | 0.4 | 1 | 10.2 | 9.2 | 1.0 | 8.6 | 9.3 | -0.7 | 13.6 | 12.1 | 1.5 | 13.1 | 12.1 | 1.0 | 13.2 | 12.4 | 0.8 | 9.6 | 8.0 | 1.6 | 16.6 | 15.9 | 0.7 |
| The Sound | 7.8 | 6.7 | 1.1 | 6 | 2.8 | 0.6 | 2.2 | 6.9 | 6.0 | 0.9 | 7.6 | 6.6 | 1.0 | 9.1 | 8.2 | 0.9 | 14.2 | 12.9 | 1.3 | 11.3 | 9.5 | 1.8 | 10.8 | 8.6 | 2.2 |
| ZM | 5.6 | 5.0 | 0.6 | 8 | 4.9 | 4.1 | 0.8 | 13.9 | 11.7 | 2.2 | 7.1 | 7.4 | -0.3 | 6.2 | 6.2 | 0.0 | 2.6 | 2.2 | 0.4 | 0.4 | 0.2 | 0.2 | 5.2 | 4.2 | 1.0 |
| Others | 3.8 | 3.2 | 0.6 | | 1.5 | 1.2 | 0.3 | 3.5 | 3.8 | -0.3 | 6.0 | 2.4 | 3.6 | 4.7 | 2.3 | 2.4 | 2.3 | 2.4 | -0.1 | 2.6 | 3.1 | -0.5 | 5.0 | 0.3 | 4.7 |
| Mediaworks Combo | 53.9 | 52.3 | 1.6 | | 59.9 | 53.9 | 6.0 | 54.0 | 55.8 | -1.8 | 51.1 | 55.0 | -3.9 | 52.5 | 55.9 | -3.4 | 54.1 | 52.1 | 2.0 | 59.1 | 52.4 | 6.7 | 55.0 | 57.2 | -2.2 |
| NZME Combo | 38.5 | 40.7 | -2.2 | | 33.4 | 40.7 | -7.3 | 40.1 | 38.7 | 1.4 | 38.2 | 38.5 | -0.3 | 37.1 | 36.8 | 0.3 | 38.6 | 40.6 | -2.0 | 36.4 | 42.1 | -5.7 | 36.5 | 38.4 | -1.9 |
| Potential (000) | 107.1 | 107.1 | 0.0 | | 12.7 | 11.2 | 1.5 | 34.4 | 35.9 | -1.5 | 27.0 | 27.0 | 0.0 | 42.0 | 42.0 | 0.0 | 28.9 | 28.9 | 0.0 | 24.0 | 24.0 | 0.0 | 16.8 | 15.7 | 1.1 |
| Sample | 832 | 840 | -8 | | 85 | 71 | 14 | 230 | 256 | -26 | 203 | 207 | -4 | 333 | 335 | -2 | 244 | 234 | 10 | 230 | 237 | -7 | 139 | 134 | 5 |

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

Mediaworks Combo: Breeze or Edge or George FM or Magic or More FM or Radio Dunedin or RadioLIVE or Rock or The Sound

NZME Combo: Coast or Flava or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM



DUNEDIN COMMERCIAL RADIO - SURVEY 2 2017

Station Share (%) by Daypart, People 10+

Survey Comparisons: 1/2017 - 2/2017

This Survey Period: Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 2017

Last Survey Period: Sun Apr 10 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Apr 8 2017

| | This | Last | +/- |
|-----------------|-------|-------|-----|
| Potential (000) | 107.1 | 107.1 | 0.0 |
| Sample Size | 832 | 840 | -8 |

| | 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 | 5.0 | 0.9 | 6 | 7.0 | 5.8 | 1.2 | 6.6 | 5.1 | 1.5 | 5.8 | 4.2 | 1.6 | 4.5 | 3.4 | 1.1 | 1.5 | 1.8 | -0.3 | 5.0 | 3.9 | 1.1 |
| Coast | 2.8 | 3.7 | -0.9 | 12 | 3.3 | 3.8 | -0.5 | 3.5 | 4.2 | -0.7 | 3.1 | 5.4 | -2.3 | 3.4 | 4.6 | -1.2 | 2.2 | 1.4 | 0.8 | 2.8 | 4.5 | -1.7 |
| Edge | 9.4 | 7.7 | 1.7 | 4 | 6.2 | 6.1 | 0.1 | 8.1 | 8.1 | 0.0 | 9.1 | 8.9 | 0.2 | 14.7 | 14.7 | 0.0 | 19.4 | 11.8 | 7.6 | 11.4 | 11.5 | -0.1 |
| Flava | 2.8 | 2.5 | 0.3 | 12 | 4.4 | 4.5 | -0.1 | 6.6 | 6.4 | 0.2 | 6.8 | 6.0 | 0.8 | 6.1 | 4.8 | 1.3 | 0.2 | 0.3 | -0.1 | 4.5 | 3.7 | 0.8 |
| George FM | 0.4 | 0.5 | -0.1 | 18 | 0.4 | 0.5 | -0.1 | 1.6 | 1.6 | 0.0 | 1.1 | 1.2 | -0.1 | 1.3 | 0.3 | 1.0 | 1.4 | 1.6 | -0.2 | 1.0 | 0.5 | 0.5 |
| Life FM | 1.6 | 1.9 | -0.3 | 16 | 1.7 | 1.5 | 0.2 | 2.1 | 1.6 | 0.5 | 1.4 | 1.2 | 0.2 | 0.9 | 1.3 | -0.4 | 2.0 | 2.1 | -0.1 | 1.7 | 1.6 | 0.1 |
| Magic | 2.4 | 1.3 | 1.1 | 14 | 3.8 | 2.2 | 1.6 | 2.8 | 2.0 | 0.8 | 2.9 | 2.3 | 0.6 | 3.2 | 2.4 | 0.8 | 0.6 | 0.3 | 0.3 | 3.0 | 2.0 | 1.0 |
| More FM | 5.7 | 5.8 | -0.1 | 8 | 6.6 | 5.4 | 1.2 | 5.7 | 4.7 | 1.0 | 6.8 | 8.0 | -1.2 | 1.5 | 2.0 | -0.5 | 2.5 | 2.6 | -0.1 | 5.4 | 6.2 | -0.8 |
| Newstalk ZB | 11.0 | 13.9 | -2.9 | 3 | 6.8 | 8.3 | -1.5 | 5.4 | 6.5 | -1.1 | 4.3 | 4.7 | -0.4 | 14.6 | 16.5 | -1.9 | 16.1 | 20.7 | -4.6 | 8.9 | 11.1 | -2.2 |
| Radio Dunedin | 12.1 | 10.9 | 1.2 | 2 | 13.2 | 11.4 | 1.8 | 8.0 | 6.7 | 1.3 | 6.2 | 5.0 | 1.2 | 5.4 | 6.1 | -0.7 | 7.1 | 7.4 | -0.3 | 10.5 | 8.9 | 1.6 |
| Radio Hauraki | 3.6 | 3.6 | 0.0 | 10 | 4.1 | 5.5 | -1.4 | 3.9 | 5.4 | -1.5 | 4.9 | 4.7 | 0.2 | 1.7 | 1.3 | 0.4 | 0.1 | 0.2 | -0.1 | 3.7 | 3.2 | 0.5 |
| RadioLIVE | 3.4 | 5.9 | -2.5 | 11 | 2.0 | 2.5 | -0.5 | 2.6 | 3.4 | -0.8 | 1.8 | 2.9 | -1.1 | 4.5 | 5.9 | -1.4 | 7.7 | 11.6 | -3.9 | 3.0 | 3.7 | -0.7 |
| Radio Sport | 2.3 | 2.6 | -0.3 | 15 | 2.1 | 2.6 | -0.5 | 2.5 | 3.0 | -0.5 | 2.6 | 3.1 | -0.5 | 4.1 | 3.5 | 0.6 | 2.2 | 1.9 | 0.3 | 4.4 | 4.4 | 0.0 |
| Rhema | 0.4 | 0.4 | 0.0 | 18 | 0.4 | 0.5 | -0.1 | 0.6 | 0.7 | -0.1 | 0.7 | 0.7 | 0.0 | 3.0 | 2.8 | 0.2 | 5.8 | 5.6 | 0.2 | 1.4 | 1.3 | 0.1 |
| Rock | 8.1 | 9.1 | -1.0 | 5 | 10.0 | 12.5 | -2.5 | 9.0 | 10.9 | -1.9 | 7.9 | 10.6 | -2.7 | 7.9 | 9.8 | -1.9 | 6.4 | 10.7 | -4.3 | 7.8 | 11.4 | -3.6 |
| Star | 0.5 | 0.3 | 0.2 | 17 | 1.1 | 1.1 | 0.0 | 1.4 | 1.8 | -0.4 | 0.7 | 0.8 | -0.1 | 0.2 | 0.4 | -0.2 | * | * | * | 0.7 | 0.5 | 0.2 |
| Tahu FM | 0.1 | * | * | 20 | 0.3 | 0.4 | -0.1 | 0.7 | 0.6 | 0.1 | 0.1 | * | * | * | * | * | * | * | * | * | * | * |
| The Hits | 13.2 | 12.7 | 0.5 | 1 | 11.2 | 10.8 | 0.4 | 10.2 | 10.2 | 0.0 | 9.8 | 10.0 | -0.2 | 8.0 | 5.8 | 2.2 | 3.9 | 4.2 | -0.3 | 8.6 | 8.4 | 0.2 |
| The Sound | 5.7 | 5.0 | 0.7 | 8 | 8.6 | 8.3 | 0.3 | 10.4 | 9.7 | 0.7 | 11.3 | 10.7 | 0.6 | 4.1 | 3.5 | 0.6 | 2.6 | 1.3 | 1.3 | 6.8 | 4.8 | 2.0 |
| ZM | 5.8 | 5.3 | 0.5 | 7 | 4.9 | 4.9 | 0.0 | 6.0 | 5.7 | 0.3 | 7.7 | 6.7 | 1.0 | 5.9 | 4.9 | 1.0 | 7.4 | 2.2 | 5.2 | 4.2 | 4.1 | 0.1 |
| Others | 2.9 | 2.0 | 0.9 | | 1.9 | 1.6 | 0.3 | 2.3 | 1.7 | 0.6 | 5.0 | 2.8 | 2.2 | 5.3 | 6.1 | -0.8 | 10.9 | 12.4 | -1.5 | 5.3 | 4.2 | 1.1 |
| Mediaworks Combo | 53.1 | 51.2 | 1.9 | | 57.8 | 54.7 | 3.1 | 54.9 | 52.2 | 2.7 | 53.0 | 53.9 | -0.9 | 47.0 | 48.1 | -1.1 | 49.2 | 49.0 | 0.2 | 53.8 | 52.9 | 0.9 |
| NZME Combo | 41.4 | 44.2 | -2.8 | | 36.8 | 40.4 | -3.6 | 38.0 | 41.4 | -3.4 | 39.1 | 40.6 | -1.5 | 43.7 | 41.3 | 2.4 | 32.1 | 30.9 | 1.2 | 37.1 | 39.4 | -2.3 |

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NZME Combo: Coast or Flava or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM



DUNEDIN COMMERCIAL RADIO - SURVEY 2 2017

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

Survey Comparisons: 1/2017 - 2/2017

This Survey Period: Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 2017

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| | All 10+ | | | | People 10-17 | | | People 18-34 | | | 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 | 8.3 | -0.1 | 10 | 1.2 | 0.7 | 0.5 | 2.3 | 2.7 | -0.4 | 2.0 | 2.3 | -0.3 | 3.8 | 3.8 | 0.0 | 2.8 | 2.9 | -0.1 | 2.0 | 2.2 | -0.2 | 1.6 | 1.4 | 0.2 |
| Coast | 6.2 | 7.3 | -1.1 | 13 | 0.2 | 0.4 | -0.2 | 0.7 | 0.7 | 0.0 | 0.9 | 1.0 | -0.1 | 1.5 | 1.7 | -0.2 | 2.8 | 3.3 | -0.5 | 3.5 | 4.2 | -0.7 | 0.8 | 1.1 | -0.3 |
| Edge | 19.8 | 21.1 | -1.3 | 1 | 4.2 | 3.6 | 0.6 | 9.9 | 11.2 | -1.3 | 5.6 | 6.7 | -1.1 | 8.1 | 9.2 | -1.1 | 3.1 | 3.1 | 0.0 | 1.0 | 0.6 | 0.4 | 3.5 | 3.6 | -0.1 |
| Flava | 8.5 | 7.2 | 1.3 | 8 | 2.1 | 1.5 | 0.6 | 4.0 | 4.3 | -0.3 | 3.4 | 2.9 | 0.5 | 4.1 | 3.1 | 1.0 | 0.7 | 0.4 | 0.3 | 0.1 | 0.1 | 0.0 | 2.1 | 1.3 | 0.8 |
| George FM | 2.9 | 2.4 | 0.5 | 17 | 0.5 | 0.1 | 0.4 | 1.4 | 1.2 | 0.2 | 1.0 | 1.2 | -0.2 | 1.1 | 1.2 | -0.1 | 0.3 | 0.2 | 0.1 | 0.2 | 0.2 | 0.0 | 0.5 | 0.2 | 0.3 |
| Life FM | 4.0 | 3.9 | 0.1 | 16 | 0.8 | 0.7 | 0.1 | 1.1 | 1.3 | -0.2 | 0.8 | 0.5 | 0.3 | 1.6 | 1.4 | 0.2 | 1.4 | 1.5 | -0.1 | 1.0 | 0.9 | 0.1 | 1.1 | 0.9 | 0.2 |
| Magic | 4.2 | 4.2 | 0.0 | 15 | * | 0.2 | * | 0.5 | 0.6 | -0.1 | 0.8 | 0.9 | -0.1 | 1.4 | 1.7 | -0.3 | 1.6 | 1.4 | 0.2 | 2.1 | 1.8 | 0.3 | 0.5 | 0.7 | -0.2 |
| More FM | 8.5 | 9.6 | -1.1 | 8 | 0.9 | 1.7 | -0.8 | 2.7 | 3.0 | -0.3 | 3.6 | 3.7 | -0.1 | 5.1 | 5.3 | -0.2 | 2.6 | 2.6 | 0.0 | 1.5 | 1.4 | 0.1 | 2.2 | 2.2 | 0.0 |
| Newstalk ZB | 8.6 | 8.9 | -0.3 | 7 | 0.3 | 0.4 | -0.1 | 0.7 | 0.7 | 0.0 | 0.7 | 0.6 | 0.1 | 1.8 | 1.6 | 0.2 | 3.8 | 3.8 | 0.0 | 4.1 | 4.7 | -0.6 | 0.6 | 0.7 | -0.1 |
| Radio Dunedin | 11.1 | 10.4 | 0.7 | 5 | 0.4 | 0.3 | 0.1 | 1.1 | 1.1 | 0.0 | 1.0 | 1.3 | -0.3 | 2.1 | 2.4 | -0.3 | 2.3 | 2.3 | 0.0 | 4.6 | 4.1 | 0.5 | 1.2 | 1.2 | 0.0 |
| Radio Hauraki | 6.3 | 5.7 | 0.6 | 12 | 1.1 | 0.5 | 0.6 | 1.5 | 1.1 | 0.4 | 2.7 | 2.7 | 0.0 | 3.8 | 3.9 | -0.1 | 1.4 | 1.5 | -0.1 | 0.6 | 0.6 | 0.0 | 1.5 | 1.1 | 0.4 |
| RadioLIVE | 5.1 | 6.3 | -1.2 | 14 | 0.4 | 0.1 | 0.3 | 0.8 | 1.3 | -0.5 | 1.8 | 2.8 | -1.0 | 2.8 | 4.0 | -1.2 | 1.7 | 1.8 | -0.1 | 1.4 | 1.5 | -0.1 | 1.0 | 1.3 | -0.3 |
| Radio Sport | 6.4 | 5.6 | 0.8 | 11 | 0.7 | * | * | 1.0 | 1.0 | 0.0 | 1.3 | 1.6 | -0.3 | 2.6 | 2.5 | 0.1 | 2.0 | 1.7 | 0.3 | 1.8 | 1.9 | -0.1 | 0.9 | 0.6 | 0.3 |
| Rhema | 1.4 | 1.7 | -0.3 | 18 | * | * | * | 0.3 | 0.5 | -0.2 | 0.4 | 0.5 | -0.1 | 0.8 | 0.9 | -0.1 | 0.5 | 0.4 | 0.1 | 0.2 | 0.1 | 0.1 | 0.3 | 0.2 | 0.1 |
| Rock | 12.6 | 12.4 | 0.2 | 4 | 2.4 | 1.7 | 0.7 | 6.4 | 5.8 | 0.6 | 5.1 | 5.5 | -0.4 | 6.1 | 7.0 | -0.9 | 1.4 | 2.0 | -0.6 | 0.7 | 0.9 | -0.2 | 2.5 | 2.1 | 0.4 |
| Star | 1.1 | 1.6 | -0.5 | 19 | * | * | * | 0.2 | 0.4 | -0.2 | 0.1 | 0.1 | 0.0 | 0.5 | 0.4 | 0.1 | 0.6 | 0.7 | -0.1 | 0.3 | 0.7 | -0.4 | 0.1 | 0.3 | -0.2 |
| Tahu FM | 0.6 | 0.4 | 0.2 | 20 | 0.2 | * | * | 0.4 | 0.4 | 0.0 | 0.2 | 0.2 | 0.0 | 0.2 | 0.2 | 0.0 | * | 0.1 | * | * | 0.1 | * | * | * | * |
| The Hits | 17.1 | 15.5 | 1.6 | 2 | 2.3 | 1.5 | 0.8 | 5.8 | 5.7 | 0.1 | 6.7 | 5.1 | 1.6 | 9.1 | 7.4 | 1.7 | 4.5 | 4.4 | 0.1 | 2.9 | 2.9 | 0.0 | 4.7 | 3.6 | 1.1 |
| The Sound | 11.0 | 10.5 | 0.5 | 6 | 0.4 | 0.6 | -0.2 | 3.5 | 3.2 | 0.3 | 3.6 | 3.5 | 0.1 | 5.9 | 5.4 | 0.5 | 4.3 | 4.1 | 0.2 | 3.0 | 2.7 | 0.3 | 2.5 | 2.2 | 0.3 |
| ZM | 12.9 | 11.1 | 1.8 | 3 | 1.7 | 1.0 | 0.7 | 7.9 | 7.2 | 0.7 | 3.8 | 3.8 | 0.0 | 5.3 | 5.1 | 0.2 | 2.0 | 1.6 | 0.4 | 0.6 | 0.3 | 0.3 | 2.0 | 1.7 | 0.3 |
| Others | 7.7 | 8.3 | -0.6 | | 0.9 | 0.6 | 0.3 | 3.0 | 3.7 | -0.7 | 2.3 | 2.3 | 0.0 | 3.2 | 2.8 | 0.4 | 1.6 | 1.3 | 0.3 | 1.3 | 1.6 | -0.3 | 0.7 | 0.3 | 0.4 |
| Mediaworks Combo | 58.0 | 58.3 | -0.3 | | 6.9 | 6.0 | 0.9 | 18.6 | 20.7 | -2.1 | 16.0 | 17.3 | -1.3 | 23.8 | 25.2 | -1.4 | 14.6 | 14.1 | 0.5 | 12.9 | 11.4 | 1.5 | 10.1 | 9.8 | 0.3 |
| NZME Combo | 49.3 | 47.5 | 1.8 | | 5.7 | 4.5 | 1.2 | 16.4 | 15.9 | 0.5 | 14.7 | 13.3 | 1.4 | 21.1 | 19.5 | 1.6 | 13.0 | 12.9 | 0.1 | 10.2 | 10.6 | -0.4 | 9.3 | 7.7 | 1.6 |
| All Commercial Radio | 84.9 | 82.8 | 2.1 | | 10.0 | 8.2 | 1.8 | 26.9 | 27.4 | -0.5 | 23.8 | 23.2 | 0.6 | 35.8 | 35.1 | 0.7 | 22.4 | 21.9 | 0.5 | 18.2 | 17.7 | 0.5 | 14.5 | 13.3 | 1.2 |
| Potential (000) | 107.1 | 107.1 | 0.0 | | 12.7 | 11.2 | 1.5 | 34.4 | 35.9 | -1.5 | 27.0 | 27.0 | 0.0 | 42.0 | 42.0 | 0.0 | 28.9 | 28.9 | 0.0 | 24.0 | 24.0 | 0.0 | 16.8 | 15.7 | 1.1 |
| Sample | 832 | 840 | -8 | | 85 | 71 | 14 | 230 | 256 | -26 | 203 | 207 | -4 | 333 | 335 | -2 | 244 | 234 | 10 | 230 | 237 | -7 | 139 | 134 | 5 |

Mediaworks Combo: Breeze or Edge or George FM or Magic or More FM or Radio Dunedin or RadioLIVE or Rock or The Sound

NZME Combo: Coast or Flava or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM



DUNEDIN COMMERCIAL RADIO - SURVEY 2 2017

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

Survey Comparisons: 1/2017 - 2/2017

This Survey Period: Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 2017

Last Survey Period: Sun Apr 10 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Apr 8 2017

| | This | Last | +/- |
|-----------------|-------|-------|-----|
| Potential (000) | 107.1 | 107.1 | 0.0 |
| Sample Size | 832 | 840 | -8 |

| | 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 | 4.8 | 4.6 | 0.2 | 8 | 4.1 | 3.6 | 0.5 | 3.8 | 3.3 | 0.5 | 3.1 | 2.5 | 0.6 | 1.6 | 1.6 | 0.0 | 0.6 | 0.7 | -0.1 | 4.2 | 4.2 | 0.0 |
| Coast | 2.7 | 3.0 | -0.3 | 13 | 3.1 | 3.0 | 0.1 | 3.9 | 4.5 | -0.6 | 2.7 | 3.2 | -0.5 | 1.6 | 2.3 | -0.7 | 0.1 | 0.4 | -0.3 | 3.6 | 4.5 | -0.9 |
| Edge | 10.5 | 10.1 | 0.4 | 1 | 7.0 | 6.7 | 0.3 | 8.7 | 8.8 | -0.1 | 10.1 | 10.0 | 0.1 | 5.6 | 6.2 | -0.6 | 2.4 | 2.4 | 0.0 | 11.0 | 12.6 | -1.6 |
| Flava | 3.5 | 2.4 | 1.1 | 10 | 4.5 | 2.9 | 1.6 | 5.5 | 3.9 | 1.6 | 4.2 | 3.3 | 0.9 | 3.3 | 1.8 | 1.5 | 0.3 | 0.3 | 0.0 | 6.0 | 4.7 | 1.3 |
| George FM | 0.8 | 0.8 | 0.0 | 17 | 0.7 | 0.2 | 0.5 | 1.5 | 0.8 | 0.7 | 1.5 | 1.4 | 0.1 | 1.2 | 0.4 | 0.8 | 0.5 | 0.4 | 0.1 | 1.7 | 1.1 | 0.6 |
| Life FM | 2.1 | 2.1 | 0.0 | 14 | 2.1 | 1.7 | 0.4 | 2.2 | 2.0 | 0.2 | 1.4 | 1.1 | 0.3 | 1.2 | 1.5 | -0.3 | 0.6 | 0.7 | -0.1 | 2.5 | 2.6 | -0.1 |
| Magic | 1.8 | 1.8 | 0.0 | 16 | 2.0 | 1.5 | 0.5 | 2.4 | 2.1 | 0.3 | 2.1 | 2.0 | 0.1 | 0.8 | 0.9 | -0.1 | 0.5 | 0.3 | 0.2 | 2.0 | 2.2 | -0.2 |
| More FM | 4.8 | 5.1 | -0.3 | 8 | 4.6 | 4.0 | 0.6 | 3.8 | 4.1 | -0.3 | 4.2 | 4.3 | -0.1 | 1.1 | 1.3 | -0.2 | 1.2 | 1.5 | -0.3 | 4.3 | 5.4 | -1.1 |
| Newstalk ZB | 6.1 | 6.6 | -0.5 | 6 | 3.1 | 3.9 | -0.8 | 3.4 | 3.7 | -0.3 | 3.3 | 4.2 | -0.9 | 3.6 | 4.1 | -0.5 | 2.7 | 3.2 | -0.5 | 6.6 | 7.0 | -0.4 |
| Radio Dunedin | 7.4 | 6.6 | 0.8 | 4 | 6.5 | 5.2 | 1.3 | 4.5 | 3.5 | 1.0 | 4.0 | 3.2 | 0.8 | 2.2 | 2.3 | -0.1 | 1.2 | 1.1 | 0.1 | 6.9 | 6.3 | 0.6 |
| Radio Hauraki | 3.0 | 3.0 | 0.0 | 11 | 3.2 | 3.2 | 0.0 | 3.7 | 3.8 | -0.1 | 2.9 | 2.9 | 0.0 | 1.6 | 1.4 | 0.2 | 0.2 | 0.4 | -0.2 | 4.0 | 3.4 | 0.6 |
| RadioLIVE | 2.8 | 4.2 | -1.4 | 12 | 1.5 | 1.6 | -0.1 | 2.0 | 2.6 | -0.6 | 1.9 | 2.3 | -0.4 | 1.9 | 1.8 | 0.1 | 0.6 | 0.8 | -0.2 | 2.4 | 2.9 | -0.5 |
| Radio Sport | 2.1 | 2.1 | 0.0 | 14 | 1.6 | 1.6 | 0.0 | 2.6 | 2.8 | -0.2 | 1.9 | 1.6 | 0.3 | 2.4 | 2.0 | 0.4 | 0.5 | 0.4 | 0.1 | 5.2 | 4.6 | 0.6 |
| Rhema | 0.6 | 0.7 | -0.1 | 18 | 0.7 | 0.8 | -0.1 | 0.8 | 0.8 | 0.0 | 1.0 | 0.9 | 0.1 | 0.6 | 0.6 | 0.0 | 0.1 | 0.3 | -0.2 | 0.9 | 1.0 | -0.1 |
| Rock | 7.6 | 8.2 | -0.6 | 3 | 6.5 | 6.4 | 0.1 | 7.6 | 7.1 | 0.5 | 6.4 | 6.7 | -0.3 | 3.2 | 3.2 | 0.0 | 1.9 | 2.3 | -0.4 | 7.5 | 7.4 | 0.1 |
| Star | 0.4 | 0.4 | 0.0 | 19 | 0.3 | 0.4 | -0.1 | 0.4 | 0.5 | -0.1 | 0.5 | 0.5 | 0.0 | 0.2 | 0.5 | -0.3 | * | * | * | 0.7 | 0.6 | 0.1 |
| Tahu FM | 0.2 | * | * | 20 | 0.2 | 0.2 | 0.0 | 0.6 | 0.4 | 0.2 | 0.2 | 0.1 | 0.1 | * | * | * | * | * | * | * | * | * |
| The Hits | 10.0 | 9.5 | 0.5 | 2 | 8.0 | 6.1 | 1.9 | 9.3 | 7.8 | 1.5 | 8.1 | 7.5 | 0.6 | 4.8 | 3.7 | 1.1 | 0.8 | 1.0 | -0.2 | 9.9 | 9.6 | 0.3 |
| The Sound | 5.6 | 5.8 | -0.2 | 7 | 5.5 | 4.9 | 0.6 | 6.4 | 5.1 | 1.3 | 7.4 | 6.6 | 0.8 | 1.9 | 1.7 | 0.2 | 0.6 | 0.4 | 0.2 | 5.9 | 5.0 | 0.9 |
| ZM | 6.9 | 5.5 | 1.4 | 5 | 4.6 | 4.0 | 0.6 | 5.9 | 4.6 | 1.3 | 6.3 | 5.0 | 1.3 | 2.9 | 2.3 | 0.6 | 1.1 | 1.3 | -0.2 | 6.7 | 5.9 | 0.8 |
| Others | 3.6 | 4.0 | -0.4 | | 2.7 | 3.2 | -0.5 | 3.3 | 3.2 | 0.1 | 3.6 | 3.5 | 0.1 | 1.9 | 2.5 | -0.6 | 1.3 | 1.8 | -0.5 | 4.8 | 5.2 | -0.4 |
| Mediaworks Combo | 37.5 | 38.1 | -0.6 | | 32.0 | 29.1 | 2.9 | 33.8 | 31.2 | 2.6 | 34.8 | 32.6 | 2.2 | 17.8 | 17.9 | -0.1 | 8.3 | 8.4 | -0.1 | 38.4 | 39.3 | -0.9 |
| NZME Combo | 30.6 | 28.6 | 2.0 | | 25.9 | 22.6 | 3.3 | 31.1 | 27.7 | 3.4 | 27.3 | 25.7 | 1.6 | 18.1 | 16.4 | 1.7 | 4.8 | 6.1 | -1.3 | 35.3 | 34.0 | 1.3 |
| All Commercial Radio | 63.7 | 62.2 | 1.5 | | 53.7 | 49.5 | 4.2 | 59.0 | 54.2 | 4.8 | 58.2 | 54.7 | 3.5 | 34.3 | 34.5 | -0.2 | 13.8 | 15.1 | -1.3 | 66.6 | 65.6 | 1.0 |

Mediaworks Combo: Breeze or Edge or George FM or Magic or More FM or Radio Dunedin or RadioLIVE or Rock or The Sound

NZME Combo: Coast or Flava or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM



DUNEDIN COMMERCIAL RADIO - SURVEY 2 2017

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

Survey Comparisons: 1/2017 - 2/2017

This Survey Period: Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 2017

Last Survey Period: Sun Apr 10 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Apr 8 2017

| | All 10+ | | | People 10-17 | | | People 18-34 | | | 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 | 10:41 | 7:44 | 2:56 | 3:26 | 3:46 | -0:20 | 5:36 | 4:27 | 1:08 | 7:38 | 5:38 | 1:59 | 8:19 | 7:26 | 0:53 | 15:08 | 12:05 | 3:03 | 22:34 | 12:53 | 9:41 | 11:09 | 9:52 | 1:16 |
| Coast | 7:33 | 8:04 | -0:31 | 1:30 | 14:53 | -13:23 | 1:35 | 2:07 | -0:31 | 3:25 | 3:43 | -0:17 | 4:07 | 7:10 | -3:03 | 6:55 | 8:18 | -1:22 | 8:48 | 7:20 | 1:28 | 3:22 | 11:38 | -8:15 |
| Edge | 7:30 | 6:11 | 1:18 | 7:19 | 4:05 | 3:14 | 7:58 | 7:12 | 0:46 | 7:08 | 6:50 | 0:17 | 7:37 | 6:50 | 0:46 | 7:36 | 6:08 | 1:27 | 3:38 | 3:26 | 0:12 | 8:56 | 9:04 | -0:08 |
| Flava | 8:32 | 8:30 | 0:01 | 5:36 | 6:48 | -1:11 | 9:39 | 8:23 | 1:15 | 9:18 | 9:28 | -0:10 | 8:26 | 9:03 | -0:37 | 3:27 | 3:28 | -0:00 | 3:00 | 3:00 | 0:00 | 7:33 | 8:40 | -1:06 |
| George FM | 5:07 | 4:46 | 0:20 | 7:14 | 8:15 | -1:00 | 4:06 | 2:35 | 1:30 | 6:12 | 7:00 | -0:47 | 5:53 | 7:00 | -1:07 | 2:00 | 1:37 | 0:22 | 1:47 | 1:37 | 0:09 | 5:53 | 5:29 | 0:24 |
| Life FM | 6:32 | 5:45 | 0:47 | 5:52 | 4:47 | 1:04 | 4:15 | 1:36 | 2:39 | 10:28 | 10:13 | 0:15 | 8:58 | 7:46 | 1:12 | 7:30 | 7:23 | 0:06 | 6:11 | 7:34 | -1:23 | 7:34 | 9:27 | -1:53 |
| Magic | 10:26 | 6:20 | 4:06 | * | 0:15 | * | 2:54 | 1:39 | 1:14 | 2:25 | 1:49 | 0:36 | 4:44 | 4:11 | 0:32 | 12:47 | 5:44 | 7:02 | 16:21 | 9:28 | 6:53 | 2:46 | 2:06 | 0:40 |
| More FM | 9:56 | 8:02 | 1:54 | 8:56 | 5:51 | 3:05 | 7:05 | 4:41 | 2:23 | 10:52 | 8:26 | 2:26 | 10:08 | 8:40 | 1:27 | 12:44 | 12:43 | 0:00 | 15:19 | 14:01 | 1:18 | 8:33 | 6:57 | 1:35 |
| Newstalk ZB | 14:51 | 16:38 | -1:47 | 0:51 | 4:15 | -3:23 | 3:18 | 3:08 | 0:10 | 3:42 | 8:08 | -4:25 | 11:23 | 9:25 | 1:58 | 14:12 | 13:54 | 0:17 | 15:01 | 18:23 | -3:22 | 8:16 | 9:55 | -1:39 |
| Radio Dunedin | 13:30 | 11:42 | 1:47 | 1:26 | 1:51 | -0:24 | 3:10 | 2:50 | 0:19 | 3:03 | 2:28 | 0:34 | 5:47 | 5:36 | 0:10 | 8:39 | 7:49 | 0:49 | 17:48 | 16:32 | 1:16 | 9:28 | 10:38 | -1:10 |
| Radio Hauraki | 8:51 | 9:46 | -0:55 | 5:00 | 3:34 | 1:26 | 16:21 | 21:08 | -4:46 | 10:59 | 10:46 | 0:12 | 8:46 | 9:06 | -0:19 | 3:01 | 4:51 | -1:49 | 2:31 | 3:00 | -0:28 | 8:46 | 10:14 | -1:27 |
| RadioLIVE | 8:54 | 9:37 | -0:42 | 1:15 | 2:30 | -1:14 | 1:44 | 3:28 | -1:43 | 5:17 | 5:35 | -0:17 | 7:12 | 6:55 | 0:16 | 7:13 | 7:58 | -0:45 | 5:29 | 11:01 | -5:31 | 10:28 | 9:48 | 0:40 |
| Radio Sport | 6:58 | 8:10 | -1:11 | 1:36 | * | * | 4:03 | 3:50 | 0:13 | 4:49 | 5:33 | -0:43 | 7:23 | 8:38 | -1:14 | 10:32 | 12:49 | -2:16 | 9:33 | 8:31 | 1:02 | 3:48 | 4:00 | -0:12 |
| Rhema | 11:31 | 9:37 | 1:53 | * | * | * | 2:54 | 2:00 | 0:53 | 20:49 | 18:07 | 2:41 | 13:40 | 12:19 | 1:20 | 4:13 | 5:10 | -0:57 | 7:09 | 9:15 | -2:05 | 2:06 | 2:14 | -0:07 |
| Rock | 10:13 | 12:17 | -2:03 | 5:04 | 6:29 | -1:24 | 10:31 | 12:21 | -1:49 | 13:17 | 12:44 | 0:33 | 14:15 | 13:56 | 0:19 | 14:49 | 19:39 | -4:50 | 8:24 | 23:17 | -14:53 | 10:06 | 13:10 | -3:04 |
| Star | 11:17 | 7:23 | 3:54 | * | * | * | 6:30 | 2:51 | 3:38 | 2:00 | 2:00 | 0:00 | 18:21 | 17:26 | 0:54 | 14:53 | 10:44 | 4:08 | 1:34 | 2:24 | -0:50 | 0:15 | 1:51 | -1:36 |
| Tahu FM | 5:42 | 5:22 | 0:20 | 3:30 | * | * | 6:41 | 6:46 | -0:04 | 10:00 | 10:00 | 0:00 | 10:00 | 10:00 | 0:00 | * | 0:15 | * | * | 0:15 | * | * | * | * |
| The Hits | 9:02 | 8:54 | 0:07 | 4:29 | 4:44 | -0:14 | 5:57 | 6:09 | -0:11 | 8:38 | 9:15 | -0:36 | 9:15 | 9:53 | -0:37 | 12:52 | 11:57 | 0:55 | 13:54 | 10:59 | 2:54 | 9:40 | 10:45 | -1:05 |
| The Sound | 10:44 | 9:03 | 1:41 | 7:17 | 0:43 | 6:33 | 7:58 | 7:06 | 0:52 | 8:49 | 7:20 | 1:29 | 10:00 | 9:10 | 0:50 | 14:27 | 13:11 | 1:15 | 16:13 | 14:17 | 1:55 | 11:39 | 9:33 | 2:06 |
| ZM | 6:35 | 6:20 | 0:15 | 2:59 | 2:58 | 0:01 | 7:04 | 6:11 | 0:53 | 8:01 | 7:37 | 0:23 | 7:36 | 7:22 | 0:13 | 5:37 | 5:46 | -0:08 | 2:35 | 2:00 | 0:35 | 6:57 | 5:58 | 0:58 |
| Others | 7:38 | 5:31 | 2:06 | 1:42 | 1:26 | 0:15 | 4:43 | 3:51 | 0:51 | 10:41 | 4:06 | 6:35 | 9:19 | 4:58 | 4:20 | 6:30 | 7:56 | -1:25 | 8:22 | 7:51 | 0:30 | 18:48 | 2:55 | 15:52 |
| Mediaworks Combo | 14:10 | 12:41 | 1:28 | 9:02 | 6:41 | 2:21 | 11:44 | 10:16 | 1:27 | 13:27 | 12:24 | 1:03 | 14:08 | 13:29 | 0:38 | 16:20 | 15:43 | 0:37 | 19:28 | 18:26 | 1:02 | 14:45 | 14:11 | 0:33 |
| NZME Combo | 11:53 | 12:09 | -0:16 | 6:03 | 6:48 | -0:44 | 9:53 | 9:14 | 0:38 | 10:55 | 11:20 | -0:24 | 11:16 | 11:28 | -0:12 | 13:05 | 13:23 | -0:17 | 15:13 | 15:57 | -0:43 | 10:41 | 12:05 | -1:24 |
| All Commercial Radio | 17:57 | 17:06 | 0:51 | 10:26 | 9:08 | 1:18 | 15:01 | 13:53 | 1:07 | 17:44 | 16:50 | 0:53 | 17:54 | 17:22 | 0:32 | 19:41 | 19:23 | 0:18 | 23:22 | 22:41 | 0:41 | 18:47 | 18:16 | 0:31 |
| Potential (000) | 107.1 | 107.1 | 0.0 | 12.7 | 11.2 | 1.5 | 34.4 | 35.9 | -1.5 | 27.0 | 27.0 | 0.0 | 42.0 | 42.0 | 0.0 | 28.9 | 28.9 | 0.0 | 24.0 | 24.0 | 0.0 | 16.8 | 15.7 | 1.1 |
| Sample | 832 | 840 | -8 | 85 | 71 | 14 | 230 | 256 | -26 | 203 | 207 | -4 | 333 | 335 | -2 | 244 | 234 | 10 | 230 | 237 | -7 | 139 | 134 | 5 |

Mediaworks Combo: Breeze or Edge or George FM or Magic or More FM or Radio Dunedin or RadioLIVE or Rock or The Sound

NZME Combo: Coast or Flava or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM



DUNEDIN COMMERCIAL RADIO - SURVEY 2 2017

Average Time Spent Listening (hh:mm) by Daypart, People 10+
 Survey Comparisons: 1/2017 - 2/2017

This Survey Period: Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 2017
 Last Survey Period: Sun Apr 10 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Apr 8 2017

| | This | Last | +/- |
|-----------------|-------|-------|-----|
| Potential (000) | 107.1 | 107.1 | 0.0 |
| Sample Size | 832 | 840 | -8 |

| | 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 | 3:28 | 2:52 | 0:35 | 4:31 | 3:37 | 0:53 | 5:22 | 4:12 | 1:09 | 2:57 | 2:26 | 0:31 | 2:35 | 2:14 | 0:21 | 1:25 | 1:32 | -0:07 | 4:14 | 3:12 | 1:02 |
| Coast | 2:55 | 3:19 | -0:24 | 2:50 | 2:49 | 0:01 | 2:45 | 2:32 | 0:13 | 1:46 | 2:26 | -0:40 | 1:58 | 2:01 | -0:03 | 9:52 | 2:14 | 7:37 | 2:47 | 3:26 | -0:38 |
| Edge | 2:32 | 2:02 | 0:29 | 2:20 | 2:00 | 0:19 | 2:52 | 2:28 | 0:24 | 1:25 | 1:18 | 0:07 | 2:27 | 2:24 | 0:03 | 4:53 | 3:05 | 1:47 | 3:41 | 3:09 | 0:31 |
| Flava | 2:15 | 2:45 | -0:30 | 2:34 | 3:29 | -0:54 | 3:40 | 4:31 | -0:50 | 2:30 | 2:41 | -0:11 | 1:44 | 2:40 | -0:55 | 0:33 | 0:33 | 0:00 | 2:40 | 2:45 | -0:05 |
| George FM | 1:27 | 1:35 | -0:07 | 1:25 | 4:46 | -3:21 | 3:18 | 5:30 | -2:12 | 1:11 | 1:15 | -0:03 | 1:01 | 0:43 | 0:17 | 1:52 | 2:41 | -0:49 | 2:07 | 1:38 | 0:29 |
| Life FM | 2:12 | 2:24 | -0:11 | 2:05 | 1:51 | 0:13 | 3:00 | 2:09 | 0:50 | 1:31 | 1:38 | -0:06 | 0:43 | 0:52 | -0:09 | 1:52 | 1:44 | 0:08 | 2:25 | 2:08 | 0:17 |
| Magic | 3:45 | 1:57 | 1:48 | 4:59 | 3:21 | 1:38 | 3:35 | 2:32 | 1:02 | 2:13 | 1:40 | 0:32 | 3:52 | 2:45 | 1:07 | 0:39 | 0:27 | 0:12 | 5:24 | 3:12 | 2:11 |
| More FM | 3:21 | 3:03 | 0:17 | 3:49 | 2:57 | 0:51 | 4:35 | 3:03 | 1:31 | 2:35 | 2:45 | -0:09 | 1:17 | 1:30 | -0:13 | 1:17 | 1:05 | 0:12 | 4:31 | 4:00 | 0:31 |
| Newstalk ZB | 5:06 | 5:39 | -0:32 | 5:45 | 4:40 | 1:05 | 4:51 | 4:46 | 0:05 | 2:04 | 1:38 | 0:25 | 3:48 | 4:04 | -0:16 | 3:36 | 4:01 | -0:25 | 4:49 | 5:28 | -0:38 |
| Radio Dunedin | 4:39 | 4:26 | 0:12 | 5:23 | 4:52 | 0:30 | 5:31 | 5:09 | 0:22 | 2:26 | 2:20 | 0:06 | 2:14 | 2:38 | -0:24 | 3:33 | 3:59 | -0:25 | 5:26 | 4:53 | 0:32 |
| Radio Hauraki | 3:20 | 3:14 | 0:06 | 3:23 | 3:49 | -0:26 | 3:13 | 3:48 | -0:34 | 2:40 | 2:22 | 0:18 | 0:59 | 0:53 | 0:05 | 0:15 | 0:15 | 0:00 | 3:18 | 3:15 | 0:03 |
| RadioLIVE | 3:25 | 3:47 | -0:21 | 3:35 | 3:37 | -0:01 | 4:06 | 3:32 | 0:33 | 1:27 | 1:49 | -0:22 | 2:14 | 3:14 | -0:59 | 8:17 | 8:46 | -0:28 | 4:33 | 4:18 | 0:14 |
| Radio Sport | 3:04 | 3:22 | -0:18 | 3:32 | 3:31 | 0:01 | 2:59 | 2:53 | 0:05 | 2:10 | 2:55 | -0:45 | 1:34 | 1:47 | -0:12 | 2:37 | 2:44 | -0:07 | 3:03 | 3:17 | -0:14 |
| Rhema | 1:37 | 1:31 | 0:05 | 1:34 | 1:19 | 0:14 | 2:17 | 2:28 | -0:11 | 1:06 | 1:07 | -0:00 | 4:57 | 4:23 | 0:34 | 30:00 | 13:07 | 16:52 | 5:08 | 4:40 | 0:28 |
| Rock | 3:01 | 2:57 | 0:03 | 4:05 | 4:20 | -0:14 | 3:41 | 4:10 | -0:29 | 1:55 | 2:19 | -0:23 | 2:17 | 3:03 | -0:46 | 1:59 | 2:48 | -0:49 | 3:42 | 5:19 | -1:37 |
| Star | 3:15 | 2:06 | 1:09 | 9:20 | 6:34 | 2:46 | 12:16 | 9:14 | 3:02 | 2:11 | 2:18 | -0:06 | 1:03 | 0:54 | 0:09 | * | * | * | 3:40 | 2:49 | 0:50 |
| Tahu FM | 1:00 | * | * | 4:00 | 4:00 | 0:00 | 3:42 | 4:29 | -0:47 | 0:30 | 0:15 | 0:15 | * | * | * | * | * | * | * | * | * |
| The Hits | 3:43 | 3:33 | 0:10 | 3:41 | 3:55 | -0:13 | 3:23 | 3:31 | -0:08 | 1:54 | 1:56 | -0:02 | 1:33 | 1:35 | -0:02 | 2:58 | 2:31 | 0:27 | 3:05 | 3:01 | 0:03 |
| The Sound | 2:51 | 2:18 | 0:33 | 4:07 | 3:42 | 0:24 | 5:05 | 5:09 | -0:04 | 2:24 | 2:22 | 0:01 | 1:59 | 2:06 | -0:06 | 2:45 | 1:48 | 0:57 | 4:06 | 3:20 | 0:46 |
| ZM | 2:23 | 2:33 | -0:09 | 2:48 | 2:42 | 0:05 | 3:10 | 3:19 | -0:09 | 1:55 | 1:57 | -0:02 | 1:53 | 2:06 | -0:13 | 4:00 | 1:02 | 2:57 | 2:13 | 2:22 | -0:09 |
| Others | 2:18 | 1:18 | 1:00 | 1:50 | 1:06 | 0:44 | 2:08 | 1:25 | 0:42 | 2:12 | 1:08 | 1:04 | 2:32 | 2:26 | 0:06 | 4:52 | 4:16 | 0:36 | 3:58 | 2:46 | 1:12 |
| Mediaworks Combo | 4:00 | 3:35 | 0:24 | 4:46 | 4:11 | 0:35 | 5:01 | 4:31 | 0:30 | 2:23 | 2:25 | -0:01 | 2:27 | 2:42 | -0:14 | 3:33 | 3:35 | -0:02 | 4:59 | 4:39 | 0:19 |
| NZME Combo | 3:49 | 4:08 | -0:19 | 3:45 | 3:58 | -0:13 | 3:47 | 4:02 | -0:14 | 2:15 | 2:18 | -0:03 | 2:15 | 2:32 | -0:16 | 3:59 | 3:08 | 0:51 | 3:44 | 4:00 | -0:16 |
| All Commercial Radio | 4:26 | 4:18 | 0:07 | 4:55 | 4:29 | 0:25 | 5:15 | 5:00 | 0:15 | 2:41 | 2:40 | 0:01 | 2:43 | 2:55 | -0:12 | 4:23 | 4:05 | 0:18 | 5:20 | 5:16 | 0:04 |

Mediaworks Combo: Breeze or Edge or George FM or Magic or More FM or Radio Dunedin or RadioLIVE or Rock or The Sound
 NZME Combo: Coast or Flava or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM