



DUNEDIN COMMERCIAL RADIO - SURVEY 3 2017

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

Survey Comparisons: 2/2017 - 3/2017

This Survey Period: Sun Aug 21 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Sep 9 2017

Last Survey Period: Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 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	6.8	5.8	1.0	7	4.5	4.0	0.5	3.4	3.2	0.2	9.1	3.7	5.4	7.7	4.9	2.8	7.4	9.7	-2.3	10.0	10.9	-0.9	11.2	6.5	4.7
Coast	3.8	3.1	0.7	11	0.2	0.3	-0.1	0.4	0.3	0.1	1.2	0.7	0.5	1.4	0.9	0.5	5.4	4.3	1.1	8.1	7.2	0.9	1.4	1.0	0.4
Edge	10.5	9.7	0.8	1	30.2	29.6	0.6	21.8	19.6	2.2	8.8	9.5	-0.7	10.3	9.6	0.7	6.4	5.3	1.1	1.5	0.9	0.6	11.5	11.6	-0.1
Flava	3.8	4.7	-0.9	11	11.2	11.5	-0.3	7.7	9.6	-1.9	6.4	7.6	-1.2	4.6	5.3	-0.7	0.7	0.6	0.1	0.2	0.1	0.1	6.0	5.8	0.2
George FM	1.3	1.0	0.3	16	3.1	3.3	-0.2	3.5	1.4	2.1	0.4	1.5	-1.1	0.4	1.0	-0.6	0.6	0.1	0.5	0.5	0.1	0.4	0.7	1.2	-0.5
Life FM	1.0	1.7	-0.7	18	2.4	4.6	-2.2	1.4	1.2	0.2	1.0	2.0	-1.0	1.6	2.2	-0.6	1.4	2.5	-1.1	0.2	1.5	-1.3	0.8	3.1	-2.3
Magic	4.0	2.9	1.1	10	0.5	*	*	0.4	0.4	0.0	0.5	0.5	0.0	1.2	1.0	0.2	7.6	4.7	2.9	11.1	7.9	3.2	0.6	0.6	0.0
More FM	5.2	5.5	-0.3	9	10.8	7.5	3.3	5.9	4.8	1.1	8.7	9.3	-0.6	7.3	8.0	-0.7	6.6	7.6	-1.0	4.5	5.4	-0.9	6.1	7.0	-0.9
Newstalk ZB	8.3	8.4	-0.1	5	0.2	0.3	-0.1	0.7	0.6	0.1	0.6	0.6	0.0	3.8	3.3	0.5	12.9	12.2	0.7	14.5	14.7	-0.2	2.4	1.9	0.5
Radio Dunedin	9.2	9.9	-0.7	2	0.5	0.6	-0.1	0.8	0.9	-0.1	0.8	0.7	0.1	2.6	1.9	0.7	4.2	4.5	-0.3	15.3	19.4	-4.1	5.4	4.2	1.2
Radio Hauraki	3.4	3.6	-0.2	13	4.7	5.2	-0.5	5.9	6.1	-0.2	6.1	7.0	-0.9	4.9	5.2	-0.3	1.4	0.9	0.5	0.5	0.3	0.2	4.2	4.8	-0.6
RadioLIVE	3.0	3.0	0.0	14	0.5	0.5	0.0	0.4	0.4	0.0	2.7	2.3	0.4	3.1	3.1	0.0	2.2	2.9	-0.7	1.5	1.8	-0.3	4.6	3.9	0.7
Radio Sport	2.9	2.9	0.0	15	1.0	1.1	-0.1	0.8	1.0	-0.2	1.2	1.5	-0.3	2.7	3.0	-0.3	5.2	4.8	0.4	4.2	4.1	0.1	1.0	1.2	-0.2
Rhema	0.5	1.1	-0.6	19	*	*	*	*	0.2	*	0.3	2.2	-1.9	0.3	1.7	-1.4	0.2	0.5	-0.3	0.4	0.3	0.1	0.5	0.2	0.3
Rock	7.5	8.4	-0.9	6	9.1	11.6	-2.5	13.5	16.6	-3.1	13.8	16.0	-2.2	11.4	13.7	-2.3	4.7	4.8	-0.1	3.1	1.5	1.6	10.2	9.4	0.8
Star	1.1	0.8	0.3	17	*	*	*	0.2	0.3	-0.1	0.1	0.1	0.0	2.1	1.5	0.6	2.6	2.1	0.5	0.2	0.1	0.1	*	*	*
Tahu FM	*	0.2	*	*	0.3	0.6	-0.3	0.1	0.6	-0.5	*	0.5	*	*	0.3	*	*	*	*	*	*	*	*	*	*
The Hits	8.9	10.1	-1.2	4	9.5	10.2	-0.7	7.4	8.6	-1.2	12.5	13.6	-1.1	11.3	13.1	-1.8	11.2	13.2	-2.0	8.8	9.6	-0.8	10.2	16.6	-6.4
The Sound	9.0	7.8	1.2	3	0.4	2.8	-2.4	9.7	6.9	2.8	10.6	7.6	3.0	10.4	9.1	1.3	13.5	14.2	-0.7	13.1	11.3	1.8	11.8	10.8	1.0
ZM	5.3	5.6	-0.3	8	7.8	4.9	2.9	11.8	13.9	-2.1	7.4	7.1	0.3	6.7	6.2	0.5	2.7	2.6	0.1	0.3	0.4	-0.1	5.6	5.2	0.4
Others	4.5	3.8	0.7		3.0	1.5	1.5	4.3	3.5	0.8	7.6	6.0	1.6	6.3	4.7	1.6	3.0	2.3	0.7	2.0	2.6	-0.6	5.7	5.0	0.7
Mediaworks Combo	56.5	53.9	2.6		59.5	59.9	-0.4	59.4	54.0	5.4	55.7	51.1	4.6	54.4	52.5	1.9	53.2	54.1	-0.9	60.6	59.1	1.5	62.2	55.0	7.2
NZME Combo	36.4	38.5	-2.1		34.7	33.4	1.3	34.6	40.1	-5.5	35.4	38.2	-2.8	35.4	37.1	-1.7	39.5	38.6	0.9	36.7	36.4	0.3	30.9	36.5	-5.6
Potential (000)	107.1	107.1	0.0		10.7	12.7	-2.0	36.4	34.4	2.0	27.0	27.0	0.0	42.0	42.0	0.0	28.9	28.9	0.0	24.0	24.0	0.0	16.9	16.8	0.1
Sample	848	832	16		79	85	-6	268	230	38	203	203	0	325	333	-8	239	244	-5	227	230	-3	135	139	-4

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 3 2017

Station Share (%) by Daypart, People 10+

Survey Comparisons: 2/2017 - 3/2017

This Survey Period: Sun Aug 21 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Sep 9 2017

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

	This	Last	+/-
Potential (000)	107.1	107.1	0.0
Sample Size	848	832	16

	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	7.0	5.9	1.1	5	7.3	7.0	0.3	9.4	6.6	2.8	7.7	5.8	1.9	4.5	4.5	0.0	1.9	1.5	0.4	5.0	5.0	0.0
Coast	3.6	2.8	0.8	11	3.8	3.3	0.5	3.8	3.5	0.3	3.8	3.1	0.7	5.1	3.4	1.7	2.7	2.2	0.5	3.5	2.8	0.7
Edge	11.2	9.4	1.8	2	7.5	6.2	1.3	8.7	8.1	0.6	9.0	9.1	-0.1	12.3	14.7	-2.4	21.0	19.4	1.6	12.4	11.4	1.0
Flava	3.7	2.8	0.9	10	3.0	4.4	-1.4	3.6	6.6	-3.0	4.1	6.8	-2.7	7.4	6.1	1.3	1.2	0.2	1.0	3.9	4.5	-0.6
George FM	0.6	0.4	0.2	17	1.2	0.4	0.8	2.2	1.6	0.6	1.5	1.1	0.4	1.5	1.3	0.2	1.6	1.4	0.2	1.1	1.0	0.1
Life FM	0.7	1.6	-0.9	16	0.7	1.7	-1.0	1.4	2.1	-0.7	0.4	1.4	-1.0	0.3	0.9	-0.6	0.3	2.0	-1.7	1.5	1.7	-0.2
Magic	3.4	2.4	1.0	14	5.0	3.8	1.2	3.3	2.8	0.5	3.3	2.9	0.4	4.0	3.2	0.8	6.6	0.6	6.0	4.1	3.0	1.1
More FM	5.8	5.7	0.1	8	5.1	6.6	-1.5	5.1	5.7	-0.6	6.9	6.8	0.1	2.8	1.5	1.3	2.7	2.5	0.2	5.2	5.4	-0.2
Newstalk ZB	10.5	11.0	-0.5	4	6.9	6.8	0.1	5.2	5.4	-0.2	4.5	4.3	0.2	14.4	14.6	-0.2	18.8	16.1	2.7	8.9	8.9	0.0
Radio Dunedin	11.2	12.1	-0.9	2	12.8	13.2	-0.4	8.2	8.0	0.2	6.2	6.2	0.0	4.7	5.4	-0.7	2.7	7.1	-4.4	9.3	10.5	-1.2
Radio Hauraki	3.5	3.6	-0.1	12	3.8	4.1	-0.3	3.4	3.9	-0.5	4.8	4.9	-0.1	2.2	1.7	0.5	0.5	0.1	0.4	3.2	3.7	-0.5
RadioLIVE	3.5	3.4	0.1	12	2.0	2.0	0.0	2.1	2.6	-0.5	2.6	1.8	0.8	4.3	4.5	-0.2	8.9	7.7	1.2	2.8	3.0	-0.2
Radio Sport	1.8	2.3	-0.5	15	1.6	2.1	-0.5	2.0	2.5	-0.5	3.2	2.6	0.6	5.2	4.1	1.1	1.3	2.2	-0.9	4.9	4.4	0.5
Rhema	0.1	0.4	-0.3	19	0.4	0.4	0.0	1.0	0.6	0.4	0.7	0.7	0.0	0.6	3.0	-2.4	*	5.8	*	0.6	1.4	-0.8
Rock	6.2	8.1	-1.9	6	10.4	10.0	0.4	9.7	9.0	0.7	5.6	7.9	-2.3	4.6	7.9	-3.3	3.6	6.4	-2.8	6.8	7.8	-1.0
Star	0.6	0.5	0.1	17	1.5	1.1	0.4	2.1	1.4	0.7	0.9	0.7	0.2	0.2	0.2	0.0	*	*	*	0.7	0.7	0.0
Tahu FM	*	0.1	*	*	*	0.3	*	0.1	0.7	-0.6	*	0.1	*	*	*	*	*	*	*	*	*	*
The Hits	11.9	13.2	-1.3	1	9.8	11.2	-1.4	8.7	10.2	-1.5	8.6	9.8	-1.2	6.6	8.0	-1.4	3.1	3.9	-0.8	7.7	8.6	-0.9
The Sound	5.6	5.7	-0.1	9	10.2	8.6	1.6	11.7	10.4	1.3	12.3	11.3	1.0	6.8	4.1	2.7	5.0	2.6	2.4	8.3	6.8	1.5
ZM	6.0	5.8	0.2	7	4.9	4.9	0.0	5.8	6.0	-0.2	7.1	7.7	-0.6	6.5	5.9	0.6	4.6	7.4	-2.8	3.8	4.2	-0.4
Others	3.2	2.9	0.3		2.2	1.9	0.3	2.5	2.3	0.2	6.9	5.0	1.9	6.1	5.3	0.8	13.5	10.9	2.6	6.2	5.3	0.9
Mediaworks Combo	54.3	53.1	1.2		61.4	57.8	3.6	60.4	54.9	5.5	54.9	53.0	1.9	45.3	47.0	-1.7	53.9	49.2	4.7	55.1	53.8	1.3
NZME Combo	40.9	41.4	-0.5		33.7	36.8	-3.1	32.5	38.0	-5.5	36.1	39.1	-3.0	47.4	43.7	3.7	32.2	32.1	0.1	35.9	37.1	-1.2

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 3 2017

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

Survey Comparisons: 2/2017 - 3/2017

This Survey Period: Sun Aug 21 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Sep 9 2017

Last Survey Period: Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 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	8.3	8.2	0.1	7	1.3	1.2	0.1	2.1	2.3	-0.2	2.6	2.0	0.6	4.2	3.8	0.4	2.4	2.8	-0.4	1.9	2.0	-0.1	2.0	1.6	0.4
Coast	6.7	6.2	0.5	11	0.2	0.2	0.0	0.9	0.7	0.2	1.0	0.9	0.1	1.6	1.5	0.1	2.8	2.8	0.0	3.9	3.5	0.4	0.7	0.8	-0.1
Edge	18.9	19.8	-0.9	1	4.0	4.2	-0.2	9.7	9.9	-0.2	5.1	5.6	-0.5	7.7	8.1	-0.4	3.1	3.1	0.0	1.1	1.0	0.1	3.5	3.5	0.0
Flava	8.0	8.5	-0.5	9	2.2	2.1	0.1	3.8	4.0	-0.2	3.3	3.4	-0.1	3.8	4.1	-0.3	0.6	0.7	-0.1	0.1	0.1	0.0	1.9	2.1	-0.2
George FM	2.8	2.9	-0.1	17	0.4	0.5	-0.1	1.7	1.4	0.3	0.5	1.0	-0.5	0.7	1.1	-0.4	0.5	0.3	0.2	0.3	0.2	0.1	0.3	0.5	-0.2
Life FM	2.9	4.0	-1.1	16	0.4	0.8	-0.4	1.2	1.1	0.1	0.5	0.8	-0.3	1.1	1.6	-0.5	0.9	1.4	-0.5	0.5	1.0	-0.5	0.6	1.1	-0.5
Magic	4.2	4.2	0.0	15	0.1	*	*	0.5	0.5	0.0	0.7	0.8	-0.1	1.2	1.4	-0.2	2.0	1.6	0.4	2.5	2.1	0.4	0.5	0.5	0.0
More FM	7.6	8.5	-0.9	10	1.1	0.9	0.2	2.9	2.7	0.2	2.6	3.6	-1.0	4.1	5.1	-1.0	2.7	2.6	0.1	1.2	1.5	-0.3	1.8	2.2	-0.4
Newstalk ZB	8.1	8.6	-0.5	8	0.3	0.3	0.0	0.7	0.7	0.0	0.6	0.7	-0.1	1.5	1.8	-0.3	3.5	3.8	-0.3	4.3	4.1	0.2	0.5	0.6	-0.1
Radio Dunedin	10.0	11.1	-1.1	6	0.3	0.4	-0.1	0.9	1.1	-0.2	0.9	1.0	-0.1	2.2	2.1	0.1	2.3	2.3	0.0	3.8	4.6	-0.8	1.3	1.2	0.1
Radio Hauraki	6.3	6.3	0.0	12	0.8	1.1	-0.3	1.7	1.5	0.2	2.3	2.7	-0.4	3.7	3.8	-0.1	1.7	1.4	0.3	0.7	0.6	0.1	1.3	1.5	-0.2
RadioLIVE	4.6	5.1	-0.5	14	0.3	0.4	-0.1	0.8	0.8	0.0	1.5	1.8	-0.3	2.5	2.8	-0.3	1.6	1.7	-0.1	1.2	1.4	-0.2	1.0	1.0	0.0
Radio Sport	6.0	6.4	-0.4	13	0.6	0.7	-0.1	0.8	1.0	-0.2	0.9	1.3	-0.4	2.2	2.6	-0.4	2.3	2.0	0.3	2.0	1.8	0.2	0.7	0.9	-0.2
Rhema	1.4	1.4	0.0	19	*	*	*	0.3	0.3	0.0	0.5	0.4	0.1	0.6	0.8	-0.2	0.2	0.5	-0.3	0.2	0.2	0.0	0.4	0.3	0.1
Rock	11.5	12.6	-1.1	4	1.7	2.4	-0.7	5.8	6.4	-0.6	4.2	5.1	-0.9	5.0	6.1	-1.1	1.5	1.4	0.1	1.2	0.7	0.5	2.5	2.5	0.0
Star	1.6	1.1	0.5	18	*	*	*	0.1	0.2	-0.1	0.2	0.1	0.1	0.6	0.5	0.1	0.7	0.6	0.1	0.5	0.3	0.2	0.2	0.1	0.1
Tahu FM	0.2	0.6	-0.4	20	0.1	0.2	-0.1	0.1	0.4	-0.3	*	0.2	*	*	0.2	*	*	*	*	*	*	*	*	*	*
The Hits	14.7	17.1	-2.4	2	2.0	2.3	-0.3	5.3	5.8	-0.5	5.9	6.7	-0.8	7.8	9.1	-1.3	3.7	4.5	-0.8	2.5	2.9	-0.4	3.6	4.7	-1.1
The Sound	11.2	11.0	0.2	5	0.4	0.4	0.0	3.9	3.5	0.4	3.8	3.6	0.2	5.6	5.9	-0.3	4.3	4.3	0.0	3.6	3.0	0.6	2.4	2.5	-0.1
ZM	12.8	12.9	-0.1	3	2.0	1.7	0.3	7.6	7.9	-0.3	3.8	3.8	0.0	5.2	5.3	-0.1	1.9	2.0	-0.1	0.6	0.6	0.0	2.0	2.0	0.0
Others	8.7	7.7	1.0		1.0	0.9	0.1	3.1	3.0	0.1	2.7	2.3	0.4	4.1	3.2	0.9	2.2	1.6	0.6	1.3	1.3	0.0	1.0	0.7	0.3
Mediaworks Combo	55.7	58.0	-2.3		6.0	6.9	-0.9	18.0	18.6	-0.6	14.6	16.0	-1.4	22.5	23.8	-1.3	15.1	14.6	0.5	13.1	12.9	0.2	10.3	10.1	0.2
NZME Combo	47.2	49.3	-2.1		5.5	5.7	-0.2	15.2	16.4	-1.2	14.1	14.7	-0.6	20.0	21.1	-1.1	12.6	13.0	-0.4	10.7	10.2	0.5	8.3	9.3	-1.0
All Commercial Radio	81.4	84.9	-3.5		9.0	10.0	-1.0	25.5	26.9	-1.4	22.8	23.8	-1.0	34.2	35.8	-1.6	22.2	22.4	-0.2	18.3	18.2	0.1	14.0	14.5	-0.5
Potential (000)	107.1	107.1	0.0		10.7	12.7	-2.0	36.4	34.4	2.0	27.0	27.0	0.0	42.0	42.0	0.0	28.9	28.9	0.0	24.0	24.0	0.0	16.9	16.8	0.1
Sample	848	832	16		79	85	-6	268	230	38	203	203	0	325	333	-8	239	244	-5	227	230	-3	135	139	-4

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 3 2017

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

Survey Comparisons: 2/2017 - 3/2017

This Survey Period: Sun Aug 21 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Sep 9 2017

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

	This	Last	+/-
Potential (000)	107.1	107.1	0.0
Sample Size	848	832	16

	Mon-Fri 6am-9am				Mon-Fri 9am-12md			Mon-Fri 12md-4pm			Mon-Fri 4pm-7pm			Mon-Fri 7pm-12mn			Mon-Fri 12mn-6am			Sat-Sun 12mn-12mn		
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	5.3	4.8	0.5	8	4.1	4.1	0.0	4.1	3.8	0.3	3.4	3.1	0.3	1.7	1.6	0.1	1.0	0.6	0.4	4.2	4.2	0.0
Coast	3.1	2.7	0.4	11	3.4	3.1	0.3	3.7	3.9	-0.2	2.9	2.7	0.2	2.0	1.6	0.4	0.1	0.1	0.0	4.4	3.6	0.8
Edge	11.0	10.5	0.5	1	7.7	7.0	0.7	8.3	8.7	-0.4	9.5	10.1	-0.6	4.9	5.6	-0.7	2.2	2.4	-0.2	11.4	11.0	0.4
Flava	4.2	3.5	0.7	10	3.7	4.5	-0.8	5.2	5.5	-0.3	3.7	4.2	-0.5	3.3	3.3	0.0	0.4	0.3	0.1	5.9	6.0	-0.1
George FM	1.0	0.8	0.2	17	0.8	0.7	0.1	1.4	1.5	-0.1	1.4	1.5	-0.1	1.2	1.2	0.0	0.4	0.5	-0.1	2.0	1.7	0.3
Life FM	1.2	2.1	-0.9	16	1.1	2.1	-1.0	1.1	2.2	-1.1	0.7	1.4	-0.7	0.6	1.2	-0.6	0.3	0.6	-0.3	1.7	2.5	-0.8
Magic	1.9	1.8	0.1	14	2.3	2.0	0.3	2.4	2.4	0.0	2.2	2.1	0.1	0.9	0.8	0.1	0.8	0.5	0.3	2.3	2.0	0.3
More FM	4.6	4.8	-0.2	9	3.5	4.6	-1.1	3.4	3.8	-0.4	4.1	4.2	-0.1	1.5	1.1	0.4	0.8	1.2	-0.4	4.0	4.3	-0.3
Newstalk ZB	5.6	6.1	-0.5	6	3.0	3.1	-0.1	3.1	3.4	-0.3	2.7	3.3	-0.6	3.3	3.6	-0.3	2.7	2.7	0.0	6.5	6.6	-0.1
Radio Dunedin	6.6	7.4	-0.8	4	5.8	6.5	-0.7	4.1	4.5	-0.4	3.6	4.0	-0.4	2.3	2.2	0.1	1.0	1.2	-0.2	6.2	6.9	-0.7
Radio Hauraki	2.9	3.0	-0.1	12	2.9	3.2	-0.3	3.0	3.7	-0.7	2.9	2.9	0.0	1.8	1.6	0.2	0.3	0.2	0.1	4.0	4.0	0.0
RadioLIVE	2.6	2.8	-0.2	13	1.7	1.5	0.2	1.8	2.0	-0.2	2.1	1.9	0.2	1.9	1.9	0.0	0.5	0.6	-0.1	2.1	2.4	-0.3
Radio Sport	1.9	2.1	-0.2	14	1.4	1.6	-0.2	2.1	2.6	-0.5	2.1	1.9	0.2	2.4	2.4	0.0	0.3	0.5	-0.2	5.0	5.2	-0.2
Rhema	0.4	0.6	-0.2	19	0.6	0.7	-0.1	1.0	0.8	0.2	0.8	1.0	-0.2	0.5	0.6	-0.1	*	0.1	*	1.1	0.9	0.2
Rock	6.2	7.6	-1.4	5	6.2	6.5	-0.3	7.1	7.6	-0.5	5.3	6.4	-1.1	2.2	3.2	-1.0	1.2	1.9	-0.7	6.6	7.5	-0.9
Star	0.6	0.4	0.2	18	0.4	0.3	0.1	0.7	0.4	0.3	0.8	0.5	0.3	0.2	0.2	0.0	*	*	*	1.0	0.7	0.3
Tahu FM	0.1	0.2	-0.1	20	*	0.2	*	0.2	0.6	-0.4	0.1	0.2	-0.1	*	*	*	*	*	*	*	*	*
The Hits	8.8	10.0	-1.2	2	7.0	8.0	-1.0	7.9	9.3	-1.4	6.8	8.1	-1.3	4.2	4.8	-0.6	0.6	0.8	-0.2	8.6	9.9	-1.3
The Sound	5.5	5.6	-0.1	7	6.0	5.5	0.5	6.9	6.4	0.5	7.3	7.4	-0.1	1.8	1.9	-0.1	0.7	0.6	0.1	6.3	5.9	0.4
ZM	7.2	6.9	0.3	3	4.6	4.6	0.0	6.4	5.9	0.5	6.3	6.3	0.0	3.5	2.9	0.6	0.8	1.1	-0.3	6.8	6.7	0.1
Others	4.0	3.6	0.4		2.7	2.7	0.0	3.7	3.3	0.4	4.1	3.6	0.5	2.2	1.9	0.3	1.6	1.3	0.3	5.6	4.8	0.8
Mediaworks Combo	37.0	37.5	-0.5		32.0	32.0	0.0	33.0	33.8	-0.8	33.6	34.8	-1.2	16.9	17.8	-0.9	7.3	8.3	-1.0	37.6	38.4	-0.8
NZME Combo	30.7	30.6	0.1		24.0	25.9	-1.9	28.5	31.1	-2.6	25.6	27.3	-1.7	18.2	18.1	0.1	4.6	4.8	-0.2	34.6	35.3	-0.7
All Commercial Radio	62.5	63.7	-1.2		50.9	53.7	-2.8	56.0	59.0	-3.0	55.6	58.2	-2.6	33.0	34.3	-1.3	12.2	13.8	-1.6	64.9	66.6	-1.7

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 3 2017

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

Survey Comparisons: 2/2017 - 3/2017

This Survey Period: Sun Aug 21 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Sep 9 2017

Last Survey Period: Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 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	11:46	10:41	1:05	3:11	3:26	-0:14	6:12	5:36	0:35	12:41	7:38	5:02	10:24	8:19	2:04	13:12	15:08	-1:55	23:56	22:34	1:21	13:59	11:09	2:50
Coast	8:04	7:33	0:30	1:30	1:30	0:00	1:43	1:35	0:07	4:11	3:25	0:45	4:49	4:07	0:42	8:18	6:55	1:22	9:20	8:48	0:31	4:54	3:22	1:32
Edge	8:03	7:30	0:32	7:11	7:19	-0:07	8:32	7:58	0:33	6:18	7:08	-0:49	7:31	7:37	-0:05	8:57	7:36	1:21	5:52	3:38	2:13	8:19	8:56	-0:37
Flava	6:52	8:32	-1:39	4:55	5:36	-0:40	7:40	9:39	-1:59	7:12	9:18	-2:05	6:48	8:26	-1:38	4:53	3:27	1:25	8:15	3:00	5:15	7:50	7:33	0:17
George FM	6:45	5:07	1:38	7:18	7:14	0:03	8:00	4:06	3:53	3:00	6:12	-3:12	2:57	5:53	-2:56	4:56	2:00	2:56	6:06	1:47	4:18	5:18	5:53	-0:35
Life FM	4:48	6:32	-1:43	5:08	5:52	-0:43	4:20	4:15	0:05	6:37	10:28	-3:50	8:12	8:58	-0:46	6:40	7:30	-0:49	1:16	6:11	-4:54	3:12	7:34	-4:21
Magic	13:41	10:26	3:14	5:30	*	*	3:03	2:54	0:08	2:59	2:25	0:34	5:25	4:44	0:40	16:31	12:47	3:43	20:06	16:21	3:45	2:59	2:46	0:12
More FM	9:50	9:56	-0:06	9:37	8:56	0:40	7:50	7:05	0:44	12:27	10:52	1:35	9:57	10:08	-0:10	10:43	12:44	-2:00	17:05	15:19	1:45	8:33	8:33	0:00
Newstalk ZB	14:56	14:51	0:05	0:51	0:51	0:00	3:36	3:18	0:17	3:47	3:42	0:04	13:46	11:23	2:22	15:53	14:12	1:41	14:59	15:01	-0:02	11:07	8:16	2:51
Radio Dunedin	13:14	13:30	-0:15	1:27	1:26	0:00	3:19	3:10	0:09	3:20	3:03	0:17	6:47	5:47	1:00	7:56	8:39	-0:43	17:47	17:48	-0:01	10:34	9:28	1:06
Radio Hauraki	7:48	8:51	-1:02	5:37	5:00	0:37	13:24	16:21	-2:57	9:37	10:59	-1:21	7:26	8:46	-1:20	3:34	3:01	0:32	3:20	2:31	0:48	8:15	8:46	-0:30
RadioLIVE	9:11	8:54	0:16	1:15	1:15	0:00	2:00	1:44	0:15	6:26	5:17	1:08	6:55	7:12	-0:17	6:04	7:13	-1:08	5:36	5:29	0:06	11:28	10:28	0:59
Radio Sport	6:53	6:58	-0:05	1:31	1:36	-0:05	3:50	4:03	-0:12	4:44	4:49	-0:05	6:54	7:23	-0:28	10:00	10:32	-0:31	9:22	9:33	-0:11	3:20	3:48	-0:27
Rhema	5:34	11:31	-5:57	*	*	*	0:39	2:54	-2:14	2:04	20:49	-18:44	2:35	13:40	-11:04	3:33	4:13	-0:40	8:24	7:09	1:15	2:42	2:06	0:35
Rock	9:25	10:13	-0:48	4:55	5:04	-0:08	8:55	10:31	-1:36	12:01	13:17	-1:16	12:43	14:15	-1:32	13:36	14:49	-1:12	11:23	8:24	2:59	10:21	10:06	0:15
Star	9:56	11:17	-1:20	*	*	*	6:30	6:30	0:00	2:00	2:00	0:00	18:27	18:21	0:06	15:20	14:53	0:27	1:59	1:34	0:24	0:15	0:15	0:00
Tahu FM	3:00	5:42	-2:42	3:30	3:30	0:00	2:30	6:41	-4:11	*	10:00	*	*	10:00	*	*	*	*	*	*	*	*	*	*
The Hits	8:43	9:02	-0:18	4:32	4:29	0:03	5:19	5:57	-0:37	7:46	8:38	-0:52	8:07	9:15	-1:07	13:03	12:52	0:10	15:23	13:54	1:29	7:08	9:40	-2:32
The Sound	11:34	10:44	0:49	0:50	7:17	-6:26	9:31	7:58	1:32	10:20	8:49	1:30	10:32	10:00	0:31	13:31	14:27	-0:55	16:11	16:13	-0:02	12:21	11:39	0:41
ZM	6:02	6:35	-0:33	3:43	2:59	0:43	5:55	7:04	-1:08	7:07	8:01	-0:53	7:12	7:36	-0:23	6:18	5:37	0:40	2:38	2:35	0:02	7:13	6:57	0:16
Others	7:33	7:38	-0:05	2:57	1:42	1:15	5:16	4:43	0:33	10:14	10:41	-0:26	8:41	9:19	-0:37	5:59	6:30	-0:31	6:49	8:22	-1:32	14:40	18:48	-4:08
Mediaworks Combo	14:39	14:10	0:29	9:21	9:02	0:19	12:33	11:44	0:49	13:58	13:27	0:30	13:34	14:08	-0:33	15:19	16:20	-1:01	20:27	19:28	0:58	15:15	14:45	0:30
NZME Combo	11:08	11:53	-0:44	5:57	6:03	-0:06	8:39	9:53	-1:13	9:12	10:55	-1:43	9:57	11:16	-1:18	13:36	13:05	0:30	15:16	15:13	0:02	9:21	10:41	-1:19
All Commercial Radio	17:45	17:57	-0:12	10:32	10:26	0:06	14:54	15:01	-0:06	16:05	17:44	-1:39	16:28	17:54	-1:26	19:36	19:41	-0:04	24:10	23:22	0:48	18:02	18:47	-0:45
Potential (000)	107.1	107.1	0.0	10.7	12.7	-2.0	36.4	34.4	2.0	27.0	27.0	0.0	42.0	42.0	0.0	28.9	28.9	0.0	24.0	24.0	0.0	16.9	16.8	0.1
Sample	848	832	16	79	85	-6	268	230	38	203	203	0	325	333	-8	239	244	-5	227	230	-3	135	139	-4

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 3 2017

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

Survey Comparisons: 2/2017 - 3/2017

This Survey Period: Sun Aug 21 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Sep 9 2017

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

	This	Last	+/-
Potential (000)	107.1	107.1	0.0
Sample Size	848	832	16

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

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