



DUNEDIN COMMERCIAL RADIO - SURVEY 4 2017

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

Survey Comparisons: 3/2017 - 4/2017

This Survey Period: Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017

Last 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

	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	6.5	6.8	-0.3	7	2.4	4.5	-2.1	3.7	3.4	0.3	7.7	9.1	-1.4	8.2	7.7	0.5	7.9	7.4	0.5	8.4	10.0	-1.6	9.7	11.2	-1.5
Coast	3.4	3.8	-0.4	13	*	0.2	*	0.4	0.4	0.0	0.4	1.2	-0.8	0.6	1.4	-0.8	6.2	5.4	0.8	8.8	8.1	0.7	2.9	1.4	1.5
Edge	8.3	10.5	-2.2	5	27.4	30.2	-2.8	14.1	21.8	-7.7	8.5	8.8	-0.3	9.2	10.3	-1.1	5.5	6.4	-0.9	1.9	1.5	0.4	8.9	11.5	-2.6
Flava	4.7	3.8	0.9	11	10.7	11.2	-0.5	10.9	7.7	3.2	8.1	6.4	1.7	5.2	4.6	0.6	0.8	0.7	0.1	0.4	0.2	0.2	6.7	6.0	0.7
George FM	2.5	1.3	1.2	15	1.9	3.1	-1.2	7.2	3.5	3.7	3.6	0.4	3.2	2.3	0.4	1.9	0.7	0.6	0.1	0.6	0.5	0.1	2.6	0.7	1.9
Life FM	1.1	1.0	0.1	17	2.8	2.4	0.4	1.4	1.4	0.0	1.0	1.0	0.0	1.9	1.6	0.3	1.5	1.4	0.1	0.1	0.2	-0.1	1.1	0.8	0.3
Magic	4.9	4.0	0.9	10	0.6	0.5	0.1	0.2	0.4	-0.2	0.7	0.5	0.2	3.2	1.2	2.0	9.4	7.6	1.8	10.6	11.1	-0.5	5.0	0.6	4.4
More FM	5.2	5.2	0.0	8	10.5	10.8	-0.3	5.6	5.9	-0.3	9.3	8.7	0.6	7.3	7.3	0.0	5.4	6.6	-1.2	4.1	4.5	-0.4	6.1	6.1	0.0
Newstalk ZB	8.4	8.3	0.1	4	0.2	0.2	0.0	0.8	0.7	0.1	1.1	0.6	0.5	4.7	3.8	0.9	9.9	12.9	-3.0	12.2	14.5	-2.3	6.0	2.4	3.6
Radio Dunedin	8.0	9.2	-1.2	6	0.6	0.5	0.1	0.9	0.8	0.1	0.9	0.8	0.1	1.9	2.6	-0.7	5.5	4.2	1.3	13.9	15.3	-1.4	3.1	5.4	-2.3
Radio Hauraki	3.8	3.4	0.4	12	6.0	4.7	1.3	7.7	5.9	1.8	7.3	6.1	1.2	5.2	4.9	0.3	1.2	1.4	-0.2	0.3	0.5	-0.2	2.5	4.2	-1.7
RadioLIVE	2.1	3.0	-0.9	16	0.4	0.5	-0.1	0.4	0.4	0.0	2.2	2.7	-0.5	1.8	3.1	-1.3	2.4	2.2	0.2	3.3	1.5	1.8	3.0	4.6	-1.6
Radio Sport	2.9	2.9	0.0	14	1.1	1.0	0.1	0.5	0.8	-0.3	1.6	1.2	0.4	2.7	2.7	0.0	4.0	5.2	-1.2	4.0	4.2	-0.2	3.6	1.0	2.6
Rhema	0.5	0.5	0.0	18	*	*	*	0.1	*	*	0.3	0.3	0.0	0.2	0.3	-0.1	*	0.2	*	0.8	0.4	0.4	1.6	0.5	1.1
Rock	8.5	7.5	1.0	3	13.0	9.1	3.9	14.1	13.5	0.6	14.7	13.8	0.9	13.3	11.4	1.9	6.7	4.7	2.0	2.7	3.1	-0.4	9.3	10.2	-0.9
Star	0.5	1.1	-0.6	18	*	*	*	*	0.2	*	0.1	0.1	0.0	0.8	2.1	-1.3	0.9	2.6	-1.7	0.1	0.2	-0.1	*	*	*
Tahu FM	*	*	*	*	0.4	0.3	0.1	*	0.1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
The Hits	9.1	8.9	0.2	2	10.4	9.5	0.9	8.8	7.4	1.4	10.9	12.5	-1.6	10.1	11.3	-1.2	12.7	11.2	1.5	11.6	8.8	2.8	10.3	10.2	0.1
The Sound	9.4	9.0	0.4	1	0.3	0.4	-0.1	5.6	9.7	-4.1	8.1	10.6	-2.5	10.7	10.4	0.3	14.6	13.5	1.1	13.4	13.1	0.3	7.6	11.8	-4.2
ZM	5.1	5.3	-0.2	9	9.0	7.8	1.2	12.5	11.8	0.7	5.0	7.4	-2.4	4.7	6.7	-2.0	2.4	2.7	-0.3	0.6	0.3	0.3	4.7	5.6	-0.9
Others	5.0	4.5	0.5		2.4	3.0	-0.6	5.3	4.3	1.0	8.5	7.6	0.9	6.2	6.3	-0.1	2.3	3.0	-0.7	2.3	2.0	0.3	5.5	5.7	-0.2
Mediaworks Combo	55.5	56.5	-1.0		57.1	59.5	-2.4	51.7	59.4	-7.7	55.7	55.7	0.0	57.8	54.4	3.4	58.1	53.2	4.9	58.9	60.6	-1.7	55.2	62.2	-7.0
NZME Combo	37.3	36.4	0.9		37.4	34.7	2.7	41.5	34.6	6.9	34.5	35.4	-0.9	33.1	35.4	-2.3	37.2	39.5	-2.3	37.9	36.7	1.2	36.7	30.9	5.8
Potential (000)	107.1	107.1	0.0		9.5	10.7	-1.2	37.6	36.4	1.2	27.0	27.0	0.0	42.0	42.0	0.0	28.9	28.9	0.0	24.0	24.0	0.0	18.4	16.9	1.5
Sample	828	848	-20		72	79	-7	263	268	-5	218	203	15	326	325	1	225	239	-14	222	227	-5	142	135	7

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 4 2017

Station Share (%) by Daypart, People 10+

Survey Comparisons: 3/2017 - 4/2017

This Survey Period: Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017

Last 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

	This	Last	+/-
Potential (000)	107.1	107.1	0.0
Sample Size	828	848	-20

	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	6.3	7.0	-0.7	8	8.2	7.3	0.9	9.2	9.4	-0.2	8.0	7.7	0.3	1.5	4.5	-3.0	0.9	1.9	-1.0	4.3	5.0	-0.7
Coast	2.1	3.6	-1.5	14	4.2	3.8	0.4	4.4	3.8	0.6	2.7	3.8	-1.1	4.7	5.1	-0.4	3.4	2.7	0.7	3.1	3.5	-0.4
Edge	8.2	11.2	-3.0	4	7.1	7.5	-0.4	8.0	8.7	-0.7	7.8	9.0	-1.2	7.4	12.3	-4.9	11.2	21.0	-9.8	9.5	12.4	-2.9
Flava	4.8	3.7	1.1	10	3.4	3.0	0.4	4.4	3.6	0.8	4.7	4.1	0.6	9.3	7.4	1.9	1.9	1.2	0.7	5.1	3.9	1.2
George FM	1.5	0.6	0.9	15	3.0	1.2	1.8	3.7	2.2	1.5	3.0	1.5	1.5	2.5	1.5	1.0	0.4	1.6	-1.2	2.1	1.1	1.0
Life FM	0.9	0.7	0.2	17	0.7	0.7	0.0	1.4	1.4	0.0	0.5	0.4	0.1	0.6	0.3	0.3	0.8	0.3	0.5	1.9	1.5	0.4
Magic	4.1	3.4	0.7	11	6.8	5.0	1.8	4.9	3.3	1.6	4.6	3.3	1.3	3.4	4.0	-0.6	9.2	6.6	2.6	3.9	4.1	-0.2
More FM	6.4	5.8	0.6	7	6.1	5.1	1.0	5.3	5.1	0.2	6.1	6.9	-0.8	3.4	2.8	0.6	0.5	2.7	-2.2	4.4	5.2	-0.8
Newstalk ZB	11.0	10.5	0.5	2	5.2	6.9	-1.7	3.9	5.2	-1.3	5.3	4.5	0.8	18.9	14.4	4.5	21.5	18.8	2.7	9.6	8.9	0.7
Radio Dunedin	10.7	11.2	-0.5	3	9.9	12.8	-2.9	6.0	8.2	-2.2	4.8	6.2	-1.4	5.2	4.7	0.5	3.6	2.7	0.9	9.1	9.3	-0.2
Radio Hauraki	3.8	3.5	0.3	12	4.3	3.8	0.5	3.9	3.4	0.5	5.4	4.8	0.6	2.5	2.2	0.3	0.4	0.5	-0.1	3.1	3.2	-0.1
RadioLIVE	2.5	3.5	-1.0	13	2.2	2.0	0.2	2.0	2.1	-0.1	2.1	2.6	-0.5	3.1	4.3	-1.2	1.8	8.9	-7.1	1.5	2.8	-1.3
Radio Sport	1.3	1.8	-0.5	16	0.9	1.6	-0.7	2.2	2.0	0.2	4.3	3.2	1.1	5.1	5.2	-0.1	0.3	1.3	-1.0	5.3	4.9	0.4
Rhema	0.3	0.1	0.2	19	0.4	0.4	0.0	0.7	1.0	-0.3	0.5	0.7	-0.2	0.1	0.6	-0.5	*	*	*	0.5	0.6	-0.1
Rock	7.0	6.2	0.8	5	11.1	10.4	0.7	10.7	9.7	1.0	7.7	5.6	2.1	6.7	4.6	2.1	3.9	3.6	0.3	7.4	6.8	0.6
Star	0.4	0.6	-0.2	18	0.5	1.5	-1.0	1.0	2.1	-1.1	0.1	0.9	-0.8	*	0.2	*	*	*	*	0.6	0.7	-0.1
Tahu FM	*	*	*	*	*	*	*	0.1	0.1	0.0	*	*	*	*	*	*	*	*	*	*	*	*
The Hits	12.4	11.9	0.5	1	8.4	9.8	-1.4	7.8	8.7	-0.9	7.4	8.6	-1.2	6.7	6.6	0.1	11.5	3.1	8.4	9.2	7.7	1.5
The Sound	6.8	5.6	1.2	6	10.6	10.2	0.4	11.8	11.7	0.1	9.9	12.3	-2.4	6.0	6.8	-0.8	5.4	5.0	0.4	9.9	8.3	1.6
ZM	6.0	6.0	0.0	9	3.9	4.9	-1.0	5.3	5.8	-0.5	8.6	7.1	1.5	5.5	6.5	-1.0	4.5	4.6	-0.1	3.4	3.8	-0.4
Others	3.5	3.2	0.3		3.0	2.2	0.8	3.2	2.5	0.7	6.5	6.9	-0.4	7.6	6.1	1.5	18.7	13.5	5.2	6.1	6.2	-0.1
Mediaworks Combo	53.5	54.3	-0.8		65.0	61.4	3.6	61.7	60.4	1.3	53.9	54.9	-1.0	39.2	45.3	-6.1	36.9	53.9	-17.0	52.1	55.1	-3.0
NZME Combo	41.4	40.9	0.5		30.3	33.7	-3.4	32.0	32.5	-0.5	38.4	36.1	2.3	52.5	47.4	5.1	43.6	32.2	11.4	38.8	35.9	2.9

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

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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 4 2017

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

Survey Comparisons: 3/2017 - 4/2017

This Survey Period: Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 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	8.1	8.3	-0.2	9	1.0	1.3	-0.3	2.3	2.1	0.2	2.5	2.6	-0.1	4.1	4.2	-0.1	2.8	2.4	0.4	2.0	1.9	0.1	2.3	2.0	0.3
Coast	5.3	6.7	-1.4	13	*	0.2	*	0.8	0.9	-0.1	0.8	1.0	-0.2	1.3	1.6	-0.3	2.6	2.8	-0.2	3.6	3.9	-0.3	0.6	0.7	-0.1
Edge	18.8	18.9	-0.1	1	3.5	4.0	-0.5	9.8	9.7	0.1	5.5	5.1	0.4	7.8	7.7	0.1	2.9	3.1	-0.2	1.0	1.1	-0.1	3.9	3.5	0.4
Flava	9.5	8.0	1.5	6	1.8	2.2	-0.4	5.2	3.8	1.4	3.7	3.3	0.4	4.3	3.8	0.5	0.8	0.6	0.2	0.3	0.1	0.2	2.6	1.9	0.7
George FM	3.8	2.8	1.0	16	0.3	0.4	-0.1	2.6	1.7	0.9	0.9	0.5	0.4	1.2	0.7	0.5	0.6	0.5	0.1	0.3	0.3	0.0	0.8	0.3	0.5
Life FM	3.4	2.9	0.5	17	0.5	0.4	0.1	1.6	1.2	0.4	0.6	0.5	0.1	1.3	1.1	0.2	1.0	0.9	0.1	0.5	0.5	0.0	0.8	0.6	0.2
Magic	4.4	4.2	0.2	14	0.1	0.1	0.0	0.3	0.5	-0.2	0.5	0.7	-0.2	1.5	1.2	0.3	2.2	2.0	0.2	2.3	2.5	-0.2	0.8	0.5	0.3
More FM	8.0	7.6	0.4	10	1.1	1.1	0.0	2.6	2.9	-0.3	2.3	2.6	-0.3	4.3	4.1	0.2	2.7	2.7	0.0	1.0	1.2	-0.2	1.9	1.8	0.1
Newstalk ZB	8.3	8.1	0.2	8	0.2	0.3	-0.1	0.7	0.7	0.0	0.8	0.6	0.2	1.7	1.5	0.2	3.1	3.5	-0.4	4.2	4.3	-0.1	0.8	0.5	0.3
Radio Dunedin	9.0	10.0	-1.0	7	0.4	0.3	0.1	1.0	0.9	0.1	0.9	0.9	0.0	2.1	2.2	-0.1	2.8	2.3	0.5	3.9	3.8	0.1	1.0	1.3	-0.3
Radio Hauraki	6.5	6.3	0.2	11	1.0	0.8	0.2	2.3	1.7	0.6	2.4	2.3	0.1	3.8	3.7	0.1	1.5	1.7	-0.2	0.4	0.7	-0.3	1.3	1.3	0.0
RadioLIVE	4.4	4.6	-0.2	14	0.3	0.3	0.0	0.6	0.8	-0.2	1.4	1.5	-0.1	2.0	2.5	-0.5	1.8	1.6	0.2	1.8	1.2	0.6	1.0	1.0	0.0
Radio Sport	6.2	6.0	0.2	12	0.7	0.6	0.1	0.6	0.8	-0.2	1.0	0.9	0.1	2.1	2.2	-0.1	2.1	2.3	-0.2	2.2	2.0	0.2	1.0	0.7	0.3
Rhema	1.4	1.4	0.0	18	*	*	*	0.5	0.3	0.2	0.4	0.5	-0.1	0.4	0.6	-0.2	0.1	0.2	-0.1	0.2	0.2	0.0	0.5	0.4	0.1
Rock	14.0	11.5	2.5	4	2.3	1.7	0.6	5.5	5.8	-0.3	5.2	4.2	1.0	6.8	5.0	1.8	2.6	1.5	1.1	1.6	1.2	0.4	3.0	2.5	0.5
Star	1.1	1.6	-0.5	19	*	*	*	*	0.1	*	0.2	0.2	0.0	0.3	0.6	-0.3	0.3	0.7	-0.4	0.3	0.5	-0.2	*	0.2	*
Tahu FM	0.2	0.2	0.0	20	0.1	0.1	0.0	0.1	0.1	0.0	0.1	*	*	0.1	*	*	*	*	*	*	*	*	*	*	*
The Hits	16.7	14.7	2.0	2	2.2	2.0	0.2	6.3	5.3	1.0	7.0	5.9	1.1	9.3	7.8	1.5	4.2	3.7	0.5	2.8	2.5	0.3	4.7	3.6	1.1
The Sound	11.0	11.2	-0.2	5	0.3	0.4	-0.1	3.0	3.9	-0.9	3.2	3.8	-0.6	5.4	5.6	-0.2	4.7	4.3	0.4	4.1	3.6	0.5	2.3	2.4	-0.1
ZM	15.0	12.8	2.2	3	2.1	2.0	0.1	9.1	7.6	1.5	4.4	3.8	0.6	5.8	5.2	0.6	1.8	1.9	-0.1	0.6	0.6	0.0	2.4	2.0	0.4
Others	9.9	8.7	1.2		0.7	1.0	-0.3	4.3	3.1	1.2	3.4	2.7	0.7	4.8	4.1	0.7	2.2	2.2	0.0	1.4	1.3	0.1	1.7	1.0	0.7
Mediaworks Combo	58.0	55.7	2.3		5.8	6.0	-0.2	18.8	18.0	0.8	15.5	14.6	0.9	24.8	22.5	2.3	17.2	15.1	2.1	13.8	13.1	0.7	11.8	10.3	1.5
NZME Combo	51.6	47.2	4.4		5.7	5.5	0.2	19.2	15.2	4.0	15.9	14.1	1.8	22.0	20.0	2.0	12.5	12.6	-0.1	10.5	10.7	-0.2	10.3	8.3	2.0
All Commercial Radio	86.4	81.4	5.0		8.5	9.0	-0.5	28.8	25.5	3.3	24.1	22.8	1.3	37.1	34.2	2.9	24.2	22.2	2.0	19.0	18.3	0.7	16.7	14.0	2.7
Potential (000)	107.1	107.1	0.0		9.5	10.7	-1.2	37.6	36.4	1.2	27.0	27.0	0.0	42.0	42.0	0.0	28.9	28.9	0.0	24.0	24.0	0.0	18.4	16.9	1.5
Sample	828	848	-20		72	79	-7	263	268	-5	218	203	15	326	325	1	225	239	-14	222	227	-5	142	135	7

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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 4 2017

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

Survey Comparisons: 3/2017 - 4/2017

This Survey Period: Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017

Last 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

	This	Last	+/-
Potential (000)	107.1	107.1	0.0
Sample Size	828	848	-20

	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	5.3	-0.5	9	4.6	4.1	0.5	5.0	4.1	0.9	4.1	3.4	0.7	1.1	1.7	-0.6	0.5	1.0	-0.5	3.9	4.2	-0.3
Coast	2.3	3.1	-0.8	12	3.1	3.4	-0.3	3.6	3.7	-0.1	2.2	2.9	-0.7	1.2	2.0	-0.8	0.2	0.1	0.1	3.1	4.4	-1.3
Edge	8.8	11.0	-2.2	2	7.6	7.7	-0.1	7.9	8.3	-0.4	8.0	9.5	-1.5	4.4	4.9	-0.5	1.6	2.2	-0.6	9.6	11.4	-1.8
Flava	5.9	4.2	1.7	5	4.8	3.7	1.1	6.3	5.2	1.1	4.2	3.7	0.5	3.8	3.3	0.5	0.7	0.4	0.3	6.8	5.9	0.9
George FM	1.5	1.0	0.5	16	1.8	0.8	1.0	1.8	1.4	0.4	1.8	1.4	0.4	2.0	1.2	0.8	0.2	0.4	-0.2	2.9	2.0	0.9
Life FM	1.2	1.2	0.0	17	1.1	1.1	0.0	1.3	1.1	0.2	1.0	0.7	0.3	0.6	0.6	0.0	0.4	0.3	0.1	2.1	1.7	0.4
Magic	2.3	1.9	0.4	12	2.6	2.3	0.3	2.8	2.4	0.4	2.4	2.2	0.2	0.7	0.9	-0.2	0.9	0.8	0.1	2.1	2.3	-0.2
More FM	5.1	4.6	0.5	8	3.4	3.5	-0.1	2.6	3.4	-0.8	3.6	4.1	-0.5	2.1	1.5	0.6	0.2	0.8	-0.6	4.4	4.0	0.4
Newstalk ZB	5.7	5.6	0.1	6	2.6	3.0	-0.4	3.2	3.1	0.1	2.8	2.7	0.1	3.7	3.3	0.4	2.3	2.7	-0.4	6.8	6.5	0.3
Radio Dunedin	5.6	6.6	-1.0	7	5.3	5.8	-0.5	3.9	4.1	-0.2	3.8	3.6	0.2	2.4	2.3	0.1	1.0	1.0	0.0	6.5	6.2	0.3
Radio Hauraki	3.2	2.9	0.3	11	2.1	2.9	-0.8	2.6	3.0	-0.4	3.4	2.9	0.5	2.0	1.8	0.2	0.1	0.3	-0.2	3.7	4.0	-0.3
RadioLIVE	2.3	2.6	-0.3	12	1.7	1.7	0.0	2.0	1.8	0.2	2.0	2.1	-0.1	1.6	1.9	-0.3	0.2	0.5	-0.3	1.9	2.1	-0.2
Radio Sport	1.9	1.9	0.0	15	1.1	1.4	-0.3	2.5	2.1	0.4	2.6	2.1	0.5	2.5	2.4	0.1	0.2	0.3	-0.1	5.0	5.0	0.0
Rhema	0.4	0.4	0.0	18	0.3	0.6	-0.3	0.7	1.0	-0.3	0.5	0.8	-0.3	0.2	0.5	-0.3	*	*	*	1.1	1.1	0.0
Rock	7.1	6.2	0.9	4	7.8	6.2	1.6	8.2	7.1	1.1	6.3	5.3	1.0	3.6	2.2	1.4	0.8	1.2	-0.4	8.0	6.6	1.4
Star	0.3	0.6	-0.3	19	0.2	0.4	-0.2	0.6	0.7	-0.1	0.5	0.8	-0.3	*	0.2	*	*	*	*	1.0	1.0	0.0
Tahu FM	0.1	0.1	0.0	20	*	*	*	0.1	0.2	-0.1	0.1	0.1	0.0	*	*	*	*	*	*	0.1	*	*
The Hits	9.8	8.8	1.0	1	8.5	7.0	1.5	8.2	7.9	0.3	6.8	6.8	0.0	2.9	4.2	-1.3	0.9	0.6	0.3	10.5	8.6	1.9
The Sound	4.7	5.5	-0.8	10	5.7	6.0	-0.3	7.2	6.9	0.3	6.0	7.3	-1.3	1.9	1.8	0.1	0.7	0.7	0.0	6.8	6.3	0.5
ZM	8.3	7.2	1.1	3	5.0	4.6	0.4	6.9	6.4	0.5	7.5	6.3	1.2	3.5	3.5	0.0	0.7	0.8	-0.1	7.8	6.8	1.0
Others	4.0	4.0	0.0		3.8	2.7	1.1	4.2	3.7	0.5	3.7	4.1	-0.4	2.9	2.2	0.7	1.6	1.6	0.0	6.0	5.6	0.4
Mediaworks Combo	35.8	37.0	-1.2		34.2	32.0	2.2	35.3	33.0	2.3	33.6	33.6	0.0	17.9	16.9	1.0	5.8	7.3	-1.5	39.1	37.6	1.5
NZME Combo	33.8	30.7	3.1		24.9	24.0	0.9	29.8	28.5	1.3	27.6	25.6	2.0	17.7	18.2	-0.5	4.2	4.6	-0.4	37.4	34.6	2.8
All Commercial Radio	63.2	62.5	0.7		53.6	50.9	2.7	59.0	56.0	3.0	56.8	55.6	1.2	33.6	33.0	0.6	10.8	12.2	-1.4	69.7	64.9	4.8

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 4 2017

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

Survey Comparisons: 3/2017 - 4/2017

This Survey Period: Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017

Last 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

	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	11:28	11:46	-0:17	2:14	3:11	-0:57	5:50	6:12	-0:21	10:46	12:41	-1:54	11:26	10:24	1:02	14:23	13:12	1:10	19:30	23:56	-4:25	11:39	13:59	-2:19
Coast	9:20	8:04	1:16	*	1:30	*	1:49	1:43	0:06	1:48	4:11	-2:23	2:47	4:49	-2:01	12:18	8:18	4:00	11:38	9:20	2:17	13:03	4:54	8:08
Edge	6:20	8:03	-1:43	7:21	7:11	0:09	5:14	8:32	-3:18	5:21	6:18	-0:57	6:45	7:31	-0:46	9:51	8:57	0:53	8:28	5:52	2:36	6:23	8:19	-1:55
Flava	7:05	6:52	0:13	5:28	4:55	0:32	7:34	7:40	-0:05	7:25	7:12	0:13	7:03	6:48	0:15	5:29	4:53	0:36	6:42	8:15	-1:32	7:13	7:50	-0:37
George FM	9:34	6:45	2:48	7:00	7:18	-0:18	10:06	8:00	2:06	13:49	3:00	10:49	11:13	2:57	8:16	6:23	4:56	1:26	9:21	6:06	3:15	8:50	5:18	3:32
Life FM	4:44	4:48	-0:03	5:33	5:08	0:24	3:10	4:20	-1:09	5:30	6:37	-1:07	8:22	8:12	0:09	7:49	6:40	1:09	0:46	1:16	-0:30	4:03	3:12	0:51
Magic	16:01	13:41	2:20	5:30	5:30	0:00	3:11	3:03	0:08	4:41	2:59	1:42	12:43	5:25	7:18	22:27	16:31	5:56	21:22	20:06	1:15	16:56	2:59	13:56
More FM	9:28	9:50	-0:22	9:00	9:37	-0:37	7:46	7:50	-0:04	13:31	12:27	1:03	9:54	9:57	-0:03	10:09	10:43	-0:33	18:43	17:05	1:37	9:04	8:33	0:30
Newstalk ZB	14:30	14:56	-0:25	0:54	0:51	0:03	4:16	3:36	0:39	4:51	3:47	1:04	15:25	13:46	1:38	16:18	15:53	0:25	13:33	14:59	-1:26	20:44	11:07	9:36
Radio Dunedin	12:49	13:14	-0:25	1:31	1:27	0:04	3:19	3:19	0:00	3:22	3:20	0:01	5:19	6:47	-1:28	10:12	7:56	2:15	16:29	17:47	-1:17	8:55	10:34	-1:38
Radio Hauraki	8:13	7:48	0:25	5:44	5:37	0:06	12:14	13:24	-1:09	10:16	9:37	0:38	7:57	7:26	0:31	4:08	3:34	0:33	4:21	3:20	1:01	5:16	8:15	-2:58
RadioLIVE	6:44	9:11	-2:26	1:13	1:15	-0:01	2:25	2:00	0:25	5:31	6:26	-0:54	5:06	6:55	-1:48	6:44	6:04	0:39	8:56	5:36	3:19	8:16	11:28	-3:12
Radio Sport	6:37	6:53	-0:15	1:33	1:31	0:01	2:52	3:50	-0:58	5:32	4:44	0:48	7:18	6:54	0:23	9:37	10:00	-0:22	8:30	9:22	-0:51	10:11	3:20	6:50
Rhema	4:42	5:34	-0:51	*	*	*	0:40	0:39	0:00	2:18	2:04	0:13	2:18	2:35	-0:17	2:00	3:33	-1:33	18:59	8:24	10:35	8:58	2:42	6:15
Rock	8:44	9:25	-0:41	5:25	4:55	0:29	9:19	8:55	0:23	9:41	12:01	-2:20	11:17	12:43	-1:25	13:30	13:36	-0:06	7:45	11:23	-3:38	8:47	10:21	-1:33
Star	7:05	9:56	-2:50	*	*	*	*	6:30	*	2:00	2:00	0:00	14:08	18:27	-4:19	13:25	15:20	-1:55	1:48	1:59	-0:11	*	0:15	*
Tahu FM	2:15	3:00	-0:44	3:30	3:30	0:00	0:15	2:30	-2:15	0:15	*	*	0:15	*	*	*	*	*	*	*	*	*	*	*
The Hits	7:49	8:43	-0:54	4:31	4:32	-0:00	5:04	5:19	-0:15	5:19	7:46	-2:27	6:17	8:07	-1:50	15:43	13:03	2:39	19:45	15:23	4:21	6:07	7:08	-1:00
The Sound	12:18	11:34	0:44	0:51	0:50	0:00	6:49	9:31	-2:41	8:39	10:20	-1:40	11:30	10:32	0:58	16:01	13:31	2:29	15:25	16:11	-0:45	9:28	12:21	-2:52
ZM	4:51	6:02	-1:10	4:03	3:43	0:20	5:01	5:55	-0:54	3:53	7:07	-3:14	4:39	7:12	-2:33	6:37	6:18	0:19	4:27	2:38	1:48	5:40	7:13	-1:33
Others	7:16	7:33	-0:16	3:19	2:57	0:22	4:32	5:16	-0:43	8:37	10:14	-1:37	7:24	8:41	-1:17	5:16	5:59	-0:42	7:38	6:49	0:48	9:15	14:40	-5:25
Mediaworks Combo	13:45	14:39	-0:53	9:18	9:21	-0:03	10:02	12:33	-2:31	12:15	13:58	-1:42	13:29	13:34	-0:05	17:26	15:19	2:07	20:02	20:27	-0:24	13:14	15:15	-2:01
NZME Combo	10:23	11:08	-0:44	6:08	5:57	0:11	7:55	8:39	-0:44	7:25	9:12	-1:47	8:41	9:57	-1:16	15:20	13:36	1:43	16:58	15:16	1:41	10:02	9:21	0:40
All Commercial Radio	16:37	17:45	-1:08	11:05	10:32	0:32	12:40	14:54	-2:13	14:12	16:05	-1:52	15:35	16:28	-0:53	21:15	19:36	1:39	24:44	24:10	0:33	16:53	18:02	-1:08
Potential (000)	107.1	107.1	0.0	9.5	10.7	-1.2	37.6	36.4	1.2	27.0	27.0	0.0	42.0	42.0	0.0	28.9	28.9	0.0	24.0	24.0	0.0	18.4	16.9	1.5
Sample	828	848	-20	72	79	-7	263	268	-5	218	203	15	326	325	1	225	239	-14	222	227	-5	142	135	7

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	This	Last	+/-
Potential (000)	107.1	107.1	0.0
Sample Size	828	848	-20

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

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