

# DUNEDIN COMMERCIAL RADIO - SURVEY 3 2018

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

Survey Comparisons: 2/2018 - 3/2018

This Survey Period: Sun Sep 10 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Sep 1 2018

Last Survey Period: Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 2018

	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	6.9	-0.4	8	8.4	8.7	-0.3	5.2	3.1	2.1	6.6	6.7	-0.1	9.1	9.4	-0.3	8.8	9.3	-0.5	5.3	6.0	-0.7	9.7	11.4	-1.7	
Coast	3.8	3.5	0.3	13	0.8	0.7	0.1	1.2	1.0	0.2	1.9	1.8	0.1	1.7	1.7	0.0	5.5	6.0	-0.5	7.4	6.8	0.6	4.8	4.7	0.1	
Edge	7.4	7.5	-0.1	4	18.4	15.8	2.6	12.2	15.3	-3.1	9.6	11.4	-1.8	8.5	8.6	-0.1	6.7	4.5	2.2	4.1	3.7	0.4	6.3	7.8	-1.5	
Flava	4.2	4.8	-0.6	11	9.8	15.6	-5.8	10.8	11.2	-0.4	4.9	6.3	-1.4	4.1	4.7	-0.6	1.5	1.3	0.2	0.3	0.4	-0.1	3.7	5.8	-2.1	
Life FM	1.4	0.5	0.9	16	3.5	*	*	3.4	1.1	2.3	2.8	0.8	2.0	2.0	0.7	1.3	0.4	0.3	0.1	*	*	*	0.8	0.7	0.1	
Magic	4.8	5.0	-0.2	10	*	0.5	*	1.3	0.5	0.8	1.4	0.9	0.5	3.1	2.7	0.4	7.6	8.7	-1.1	8.4	10.0	-1.6	6.8	5.7	1.1	
More FM	7.3	7.3	0.0	6	7.3	9.5	-2.2	6.3	7.2	-0.9	11.3	11.5	-0.2	9.6	9.5	0.1	8.1	8.7	-0.6	7.5	7.1	0.4	10.1	9.2	0.9	
Newstalk ZB	7.1	5.9	1.2	7	*	*	*	0.1	0.1	0.0	0.3	0.2	0.1	1.7	1.6	0.1	7.1	6.7	0.4	9.1	7.0	2.1	3.8	4.9	-1.1	
Radio Dunedin	7.7	6.4	1.3	3	*	*	*	0.3	0.4	-0.1	0.2	0.4	-0.2	0.7	0.8	-0.1	9.0	5.5	3.5	18.8	15.7	3.1	2.2	1.0	1.2	
Radio Hauraki	2.6	2.1	0.5	15	3.4	2.8	0.6	3.9	2.4	1.5	7.2	5.2	2.0	4.8	3.8	1.0	0.9	1.2	-0.3	0.4	0.5	-0.1	1.8	0.4	1.4	
RadioLIVE	4.2	5.0	-0.8	11	0.5	0.5	0.0	1.1	1.3	-0.2	3.9	5.3	-1.4	3.0	3.9	-0.9	3.3	3.5	-0.2	5.6	5.9	-0.3	5.2	6.8	-1.6	
Radio Sport	3.5	3.5	0.0	14	*	*	*	1.0	1.3	-0.3	2.5	0.8	1.7	3.2	2.2	1.0	4.7	5.1	-0.4	5.3	6.3	-1.0	3.1	3.0	0.1	
Rhema	1.3	1.6	-0.3	17	*	*	*	0.9	0.8	0.1	*	0.2	*	*	0.1	*	1.1	1.2	-0.1	3.4	3.8	-0.4	3.2	3.8	-0.6	
Rock	9.8	11.4	-1.6	1	19.2	14.2	5.0	18.4	22.1	-3.7	18.0	20.8	-2.8	15.1	17.2	-2.1	6.4	8.3	-1.9	2.4	4.4	-2.0	6.9	6.5	0.4	
Star	0.3	0.4	-0.1	18	*	*	*	0.1	0.2	-0.1	0.1	0.2	-0.1	0.1	0.1	0.0	*	*	*	0.7	0.9	-0.2	0.2	0.2	0.0	
Tahu FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
The Hits	9.1	9.1	0.0	2	10.2	9.9	0.3	8.0	8.3	-0.3	7.8	8.8	-1.0	11.4	12.1	-0.7	10.3	11.0	-0.7	7.7	6.6	1.1	12.5	13.3	-0.8	
The Sound	7.4	7.2	0.2	4	4.6	3.8	0.8	4.2	2.8	1.4	7.9	5.9	2.0	9.2	7.1	2.1	10.2	10.1	0.1	8.5	11.2	-2.7	8.0	3.7	4.3	
ZM	4.9	4.5	0.4	9	4.0	5.2	-1.2	14.8	12.2	2.6	8.6	6.2	2.4	6.1	4.8	1.3	1.5	1.5	0.0	0.4	0.4	0.0	4.5	3.6	0.9	
Others	6.7	7.5	-0.8		9.8	12.7	-2.9	6.9	8.9	-2.0	4.9	6.8	-1.9	6.7	8.8	-2.1	6.9	7.1	-0.2	4.4	3.0	1.4	6.3	7.5	-1.2	
Mediaworks Combo	56.5	58.8	-2.3		60.1	54.4	5.7	51.6	58.3	-6.7	61.8	66.2	-4.4	60.0	61.4	-1.4	60.9	59.9	1.0	61.6	65.5	-3.9	56.5	53.5	3.0	
NZME Combo	35.3	33.6	1.7		29.0	36.3	-7.3	39.9	36.9	3.0	33.3	29.6	3.7	33.0	31.3	1.7	31.4	32.9	-1.5	30.7	28.1	2.6	34.3	35.7	-1.4	
Potential (000)	111.2	111.2	0.0		8.7	8.1	0.6	40.4	41.0	-0.6	28.2	28.2	0.0	43.1	43.1	0.0	29.8	29.8	0.0	25.5	25.5	0.0	17.6	19.2	-1.6	
Sample	964	874	90		53	54	-1	378	332	46	242	231	11	377	352	25	257	234	23	225	200	25	157	155	2	

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

Mediaworks Combo: Breeze or Edge or Magic or More FM or Radio Dunedin or RadioLIVE or Rock or The Sound or internet only listening to Mai or George FM

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



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Station Share (%) by Daypart, People 10+

Survey Comparisons: 2/2018 - 3/2018

This Survey Period: Sun Sep 10 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Sep 1 2018

Last Survey Period: Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 2018

	This	Last	+/-
Potential (000)	111.2	111.2	0.0
Sample Size	964	874	90

	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	7.9	9.0	-1.1	4	7.6	7.8	-0.2		8.2	9.0	-0.8		6.5	6.7	-0.2		1.4	1.3	0.1		2.7	3.5	-0.8		5.3	5.0	0.3	
Coast	3.9	3.0	0.9	12	5.0	3.9	1.1		4.8	3.9	0.9		2.3	2.3	0.0		1.4	2.7	-1.3		1.5	1.0	0.5		4.2	4.6	-0.4	
Edge	6.8	7.0	-0.2	7	6.3	6.3	0.0		7.9	7.2	0.7		10.0	9.2	0.8		8.9	7.6	1.3		5.4	6.5	-1.1		6.8	8.3	-1.5	
Flava	4.3	5.9	-1.6	11	2.9	3.0	-0.1		3.0	3.7	-0.7		4.2	4.1	0.1		4.7	6.6	-1.9		11.6	10.5	1.1		4.7	5.3	-0.6	
Life FM	1.0	0.6	0.4	17	0.8	0.3	0.5		1.0	0.4	0.6		1.6	0.4	1.2		2.5	0.4	2.1		0.7	0.6	0.1		2.0	0.9	1.1	
Magic	2.3	3.1	-0.8	13	7.7	7.0	0.7		6.9	6.0	0.9		4.7	4.5	0.2		1.8	2.1	-0.3		2.8	8.5	-5.7		4.2	4.6	-0.4	
More FM	7.3	7.3	0.0	6	9.2	9.7	-0.5		9.0	9.4	-0.4		7.3	7.3	0.0		2.8	3.1	-0.3		1.4	*	*		6.5	6.2	0.3	
Newstalk ZB	11.2	9.2	2.0	2	4.2	3.2	1.0		2.8	1.2	1.6		4.8	3.5	1.3		14.8	15.8	-1.0		12.8	8.3	4.5		7.8	7.2	0.6	
Radio Dunedin	10.7	8.0	2.7	3	8.6	7.0	1.6		5.8	5.8	0.0		4.7	4.4	0.3		7.0	3.7	3.3		4.1	4.6	-0.5		8.9	7.2	1.7	
Radio Hauraki	1.4	1.5	-0.1	16	2.7	2.3	0.4		2.7	2.0	0.7		4.1	3.4	0.7		2.2	1.6	0.6		1.0	1.4	-0.4		2.8	2.2	0.6	
RadioLIVE	4.9	6.1	-1.2	9	3.9	5.1	-1.2		3.4	4.0	-0.6		3.7	4.4	-0.7		6.0	7.4	-1.4		11.0	10.5	0.5		3.3	3.8	-0.5	
Radio Sport	2.1	1.6	0.5	15	2.1	1.6	0.5		3.1	3.0	0.1		3.4	4.3	-0.9		3.7	5.1	-1.4		2.4	0.3	2.1		5.9	6.3	-0.4	
Rhema	2.2	2.4	-0.2	14	1.0	1.1	-0.1		1.0	1.4	-0.4		1.0	1.3	-0.3		1.2	1.3	-0.1		0.2	0.2	0.0		1.6	1.9	-0.3	
Rock	7.4	8.2	-0.8	5	9.3	12.1	-2.8		12.5	15.0	-2.5		13.7	14.9	-1.2		13.5	15.6	-2.1		9.1	10.2	-1.1		6.7	7.0	-0.3	
Star	0.2	0.3	-0.1	18	*	*	*		0.1	0.3	-0.2		0.1	0.2	-0.1		0.8	0.9	-0.1		0.7	0.7	0.0		0.6	0.8	-0.2	
Tahu FM	*	*	*	*	*	*	*		*	*	*		*	*	*		*	*	*		*	*	*		*	*	*	
The Hits	12.5	13.3	-0.8	1	9.2	9.2	0.0		9.0	9.1	-0.1		6.2	6.5	-0.3		3.9	3.4	0.5		14.2	13.2	1.0		9.0	8.2	0.8	
The Sound	5.4	4.6	0.8	8	9.3	8.7	0.6		8.9	7.4	1.5		7.2	7.3	-0.1		7.6	7.9	-0.3		5.5	6.9	-1.4		6.7	7.5	-0.8	
ZM	4.8	4.7	0.1	10	4.9	4.7	0.2		5.5	5.2	0.3		6.8	5.4	1.4		4.4	3.3	1.1		1.1	1.1	0.0		4.3	3.8	0.5	
Others	3.8	4.2	-0.4		5.2	6.8	-1.6		4.6	6.0	-1.4		7.7	10.1	-2.4		11.6	10.3	1.3		11.6	12.0	-0.4		8.8	9.2	-0.4	
Mediaworks Combo	53.6	54.7	-1.1		63.1	66.5	-3.4		63.7	66.4	-2.7		59.1	60.9	-1.8		51.8	51.9	-0.1		43.3	51.8	-8.5		49.6	51.6	-2.0	
NZME Combo	40.3	39.5	0.8		31.1	28.2	2.9		30.8	28.3	2.5		31.8	29.6	2.2		35.1	38.5	-3.4		44.7	35.8	8.9		38.8	38.2	0.6	

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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	11.6	10.3	1.3	5	1.6	1.4	0.2	3.1	2.5	0.6	3.4	2.8	0.6	5.9	5.1	0.8	4.4	4.0	0.4	2.3	2.4	-0.1	3.0	3.0	0.0
Coast	5.1	5.5	-0.4	15	0.3	0.1	0.2	0.4	0.4	0.0	0.7	0.5	0.2	1.1	0.8	0.3	2.4	3.0	-0.6	2.8	3.6	-0.8	1.0	0.6	0.4
Edge	17.6	18.2	-0.6	1	2.1	1.7	0.4	10.2	10.8	-0.6	5.2	5.9	-0.7	6.9	7.6	-0.7	3.1	3.1	0.0	1.3	1.5	-0.2	2.8	3.4	-0.6
Flava	8.3	8.5	-0.2	8	0.5	0.9	-0.4	6.1	5.7	0.4	2.8	3.5	-0.7	3.4	3.8	-0.4	0.7	0.5	0.2	0.2	0.3	-0.1	1.5	2.0	-0.5
Life FM	2.6	2.6	0.0	16	0.1	0.2	-0.1	1.8	1.7	0.1	1.2	0.9	0.3	1.3	1.1	0.2	0.3	0.4	-0.1	0.1	0.3	-0.2	0.5	0.5	0.0
Magic	6.2	5.4	0.8	11	0.1	0.1	0.0	0.6	0.6	0.0	0.7	0.5	0.2	1.6	1.2	0.4	2.8	2.3	0.5	3.1	3.0	0.1	1.1	0.9	0.2
More FM	11.6	11.9	-0.3	5	2.1	2.0	0.1	3.2	3.7	-0.5	3.7	4.2	-0.5	6.1	6.9	-0.8	3.5	3.7	-0.2	1.6	1.3	0.3	2.4	2.7	-0.3
Newstalk ZB	6.9	6.6	0.3	10	*	*	*	0.1	0.2	-0.1	0.3	0.1	0.2	0.9	0.7	0.2	2.3	2.4	-0.1	2.7	3.0	-0.3	0.6	0.8	-0.2
Radio Dunedin	7.3	6.2	1.1	9	*	*	*	0.3	0.5	-0.2	0.5	0.7	-0.2	1.1	1.4	-0.3	3.6	2.8	0.8	4.5	3.4	1.1	0.7	0.6	0.1
Radio Hauraki	6.1	5.4	0.7	13	1.0	0.6	0.4	2.7	2.1	0.6	2.9	2.7	0.2	3.4	3.4	0.0	0.9	1.2	-0.3	0.4	0.6	-0.2	0.5	0.5	0.0
RadioLIVE	5.3	6.0	-0.7	14	0.2	0.2	0.0	0.7	0.9	-0.2	1.6	2.1	-0.5	2.4	2.8	-0.4	2.0	1.9	0.1	1.9	2.0	-0.1	1.2	1.6	-0.4
Radio Sport	6.2	5.8	0.4	11	*	*	*	0.6	0.8	-0.2	1.2	0.7	0.5	2.1	1.5	0.6	2.8	2.9	-0.1	2.9	3.2	-0.3	1.2	0.9	0.3
Rhema	1.5	1.9	-0.4	17	*	*	*	0.6	0.5	0.1	*	0.2	*	0.1	0.3	-0.2	0.4	0.5	-0.1	0.8	0.9	-0.1	0.3	0.5	-0.2
Rock	13.9	14.7	-0.8	3	2.2	1.5	0.7	4.8	5.5	-0.7	5.8	6.3	-0.5	8.0	8.3	-0.3	3.0	3.6	-0.6	1.5	2.5	-1.0	2.0	2.4	-0.4
Star	0.5	0.9	-0.4	18	*	*	*	0.2	0.2	0.0	0.2	0.2	0.0	0.2	0.2	0.0	*	*	*	0.1	0.3	-0.2	0.2	0.2	0.0
Tahu FM	0.1	0.1	0.0	19	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0	*	*	*	*	*	*	*	*	*
The Hits	16.3	16.1	0.2	2	2.0	1.7	0.3	5.3	5.6	-0.3	6.2	6.4	-0.2	9.2	9.5	-0.3	4.1	4.3	-0.2	2.4	2.1	0.3	4.2	5.0	-0.8
The Sound	10.6	9.9	0.7	7	1.0	0.6	0.4	1.9	1.7	0.2	2.5	2.4	0.1	4.8	4.9	-0.1	4.9	4.7	0.2	4.0	4.0	0.0	1.9	1.5	0.4
ZM	13.5	12.9	0.6	4	0.9	1.2	-0.3	9.0	8.6	0.4	5.0	4.4	0.6	6.0	5.4	0.6	1.4	1.3	0.1	0.4	0.3	0.1	2.1	2.1	0.0
Others	10.4	11.8	-1.4		0.6	0.5	0.1	4.6	5.0	-0.4	3.1	3.7	-0.6	4.7	5.7	-1.0	2.8	3.4	-0.6	1.9	2.1	-0.2	1.7	2.0	-0.3
Mediaworks Combo	59.9	59.5	0.4		5.8	4.9	0.9	18.3	19.9	-1.6	16.2	17.6	-1.4	25.3	26.6	-1.3	19.2	18.2	1.0	15.4	14.7	0.7	10.4	11.3	-0.9
NZME Combo	47.7	48.2	-0.5		3.3	3.6	-0.3	17.7	17.7	0.0	13.9	14.3	-0.4	20.0	20.6	-0.6	11.9	12.6	-0.7	9.5	10.1	-0.6	8.8	9.7	-0.9
All Commercial Radio	84.3	83.7	0.6		7.0	6.6	0.4	27.6	27.8	-0.2	22.4	24.2	-1.8	35.1	36.6	-1.5	24.5	24.0	0.5	19.6	19.5	0.1	14.8	16.1	-1.3
Potential (000)	111.2	111.2	0.0		8.7	8.1	0.6	40.4	41.0	-0.6	28.2	28.2	0.0	43.1	43.1	0.0	29.8	29.8	0.0	25.5	25.5	0.0	17.6	19.2	-1.6
Sample	964	874	90		53	54	-1	378	332	46	242	231	11	377	352	25	257	234	23	225	200	25	157	155	2

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Last Survey Period: Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 2018

	This	Last	+/-
Potential (000)	111.2	111.2	0.0
Sample Size	964	874	90

	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	6.0	0.3	5	4.8	4.0	0.8		5.7	4.7	1.0		6.4	5.3	1.1		1.5	1.1	0.4		0.6	0.8	-0.2		6.7	6.0	0.7	
Coast	2.1	2.2	-0.1	15	2.0	2.3	-0.3		3.4	3.4	0.0		2.2	2.4	-0.2		0.9	1.0	-0.1		0.4	0.2	0.2		2.8	3.7	-0.9	
Edge	8.3	8.6	-0.3	2	5.5	6.3	-0.8		8.5	8.7	-0.2		8.2	8.3	-0.1		5.7	5.3	0.4		1.4	1.6	-0.2		9.7	9.6	0.1	
Flava	5.3	5.7	-0.4	7	3.1	3.3	-0.2		3.4	4.2	-0.8		3.8	4.0	-0.2		2.2	2.6	-0.4		1.2	0.8	0.4		4.7	5.6	-0.9	
Life FM	1.3	1.2	0.1	16	0.7	0.6	0.1		0.7	0.7	0.0		1.2	0.8	0.4		0.8	0.3	0.5		0.3	0.3	0.0		2.2	1.8	0.4	
Magic	2.8	2.4	0.4	12	3.3	2.8	0.5		3.6	3.2	0.4		3.1	3.0	0.1		0.8	1.0	-0.2		0.8	0.7	0.1		3.9	3.6	0.3	
More FM	7.5	6.9	0.6	4	3.8	4.3	-0.5		4.9	5.2	-0.3		5.9	5.9	0.0		3.0	3.3	-0.3		0.9	*	*		6.5	6.8	-0.3	
Newstalk ZB	4.8	4.0	0.8	8	2.7	2.4	0.3		2.5	2.1	0.4		2.2	1.8	0.4		2.8	2.9	-0.1		2.0	1.7	0.3		5.8	5.7	0.1	
Radio Dunedin	4.5	3.4	1.1	9	4.0	3.7	0.3		3.6	3.3	0.3		2.9	2.8	0.1		2.5	2.1	0.4		1.3	1.1	0.2		5.8	5.1	0.7	
Radio Hauraki	2.2	2.2	0.0	14	2.0	1.7	0.3		2.8	2.3	0.5		3.3	3.1	0.2		1.5	1.2	0.3		0.3	0.4	-0.1		3.0	2.7	0.3	
RadioLIVE	3.7	4.1	-0.4	11	2.0	2.7	-0.7		2.5	2.9	-0.4		2.7	3.1	-0.4		1.4	1.7	-0.3		1.1	1.2	-0.1		2.7	2.9	-0.2	
Radio Sport	2.3	2.1	0.2	13	1.9	1.7	0.2		3.0	2.8	0.2		3.0	3.1	-0.1		1.7	2.2	-0.5		0.2	0.1	0.1		4.8	4.4	0.4	
Rhema	0.8	0.8	0.0	17	0.8	0.8	0.0		0.9	1.0	-0.1		0.7	0.8	-0.1		0.5	0.7	-0.2		0.1	0.1	0.0		1.2	1.7	-0.5	
Rock	7.7	8.0	-0.3	3	5.5	6.7	-1.2		8.3	9.2	-0.9		7.6	8.5	-0.9		4.2	4.6	-0.4		1.4	1.7	-0.3		8.3	8.5	-0.2	
Star	0.3	0.5	-0.2	18	*	0.1	*		0.2	0.4	-0.2		0.2	0.4	-0.2		0.1	0.1	0.0		0.1	0.1	0.0		0.3	0.6	-0.3	
Tahu FM	*	*	*	*	*	*	*		*	*	*		*	*	*		*	*	*		*	*	*		0.1	0.1	0.0	
The Hits	10.0	9.9	0.1	1	7.4	7.4	0.0		7.5	7.5	0.0		6.9	6.9	0.0		2.5	1.8	0.7		2.0	1.7	0.3		10.6	10.2	0.4	
The Sound	4.3	3.6	0.7	10	4.9	5.0	-0.1		5.9	5.6	0.3		5.1	5.7	-0.6		2.5	2.2	0.3		0.6	0.5	0.1		6.1	6.2	-0.1	
ZM	6.2	5.7	0.5	6	6.2	5.3	0.9		7.0	6.5	0.5		7.3	6.2	1.1		2.8	2.7	0.1		0.5	0.4	0.1		7.7	7.3	0.4	
Others	3.7	4.2	-0.5		4.8	5.0	-0.2		4.1	4.6	-0.5		3.8	5.0	-1.2		4.4	4.4	0.0		1.5	1.6	-0.1		7.3	8.3	-1.0	
Mediaworks Combo	37.7	36.6	1.1		29.2	31.3	-2.1		36.5	36.6	-0.1		35.3	35.9	-0.6		18.9	18.8	0.1		7.9	7.6	0.3		43.1	43.0	0.1	
NZME Combo	29.9	29.8	0.1		22.9	22.3	0.6		26.7	26.3	0.4		27.1	25.8	1.3		13.1	13.1	0.0		6.0	5.1	0.9		34.5	34.7	-0.2	
All Commercial Radio	59.7	58.8	0.9		48.3	49.0	-0.7		56.8	56.7	0.1		57.2	57.1	0.1		31.7	31.6	0.1		14.0	13.0	1.0		68.7	68.4	0.3	

Mediaworks Combo: Breeze or Edge or Magic or More FM or Radio Dunedin or RadioLIVE or Rock or The Sound or internet only listening to Mai or George FM  
NZME Combo: Coast or Flava or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or internet only listening to Hokonui or Mix



# DUNEDIN COMMERCIAL RADIO - SURVEY 3 2018

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

Survey Comparisons: 2/2018 - 3/2018

This Survey Period: Sun Sep 10 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Sep 1 2018

Last Survey Period: Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 2018

	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	7:39	9:18	-1:39	5:28	5:55	-0:26	5:17	4:19	0:58	6:17	8:23	-2:05	8:31	10:51	-2:19	10:22	12:04	-1:42	10:16	11:23	-1:06	7:21	9:42	-2:21
Coast	10:16	8:55	1:21	3:07	5:30	-2:22	9:09	9:31	-0:22	9:30	13:28	-3:57	8:41	12:05	-3:23	11:53	10:23	1:29	11:41	8:32	3:09	11:23	20:52	-9:29
Edge	5:47	5:47	0:00	9:23	8:41	0:42	3:49	4:59	-1:09	5:59	6:52	-0:52	6:48	6:37	0:10	11:14	7:43	3:30	13:54	11:28	2:25	5:13	5:45	-0:32
Flava	6:53	7:57	-1:04	22:46	15:40	7:05	5:40	6:56	-1:15	5:42	6:26	-0:43	6:38	7:24	-0:45	10:19	14:42	-4:23	6:11	6:20	-0:09	5:51	7:28	-1:37
Life FM	7:05	2:43	4:21	27:45	0:15	27:30	6:10	2:21	3:48	7:37	3:14	4:23	8:03	3:50	4:12	7:59	3:31	4:27	1:30	0:45	0:44	3:36	3:19	0:16
Magic	10:39	12:53	-2:13	0:15	5:30	-5:15	6:16	3:06	3:09	6:18	5:39	0:38	10:57	13:30	-2:33	14:04	19:57	-5:52	12:13	15:11	-2:57	13:34	15:32	-1:58
More FM	8:33	8:32	0:00	3:38	4:35	-0:56	6:24	6:51	-0:27	9:57	9:35	0:22	8:38	8:04	0:34	11:51	12:10	-0:18	20:41	24:31	-3:50	9:27	8:39	0:48
Newstalk ZB	14:09	12:25	1:44	*	*	*	1:18	2:11	-0:52	4:01	5:30	-1:28	10:30	13:24	-2:53	15:58	14:20	1:37	14:48	10:40	4:07	14:47	15:09	-0:21
Radio Dunedin	14:25	14:25	0:00	*	*	*	2:31	2:37	-0:06	1:41	2:11	-0:29	3:28	3:20	0:08	12:53	10:25	2:27	18:41	21:22	-2:41	7:33	4:27	3:05
Radio Hauraki	5:43	5:28	0:14	3:41	4:37	-0:56	4:34	3:54	0:40	8:07	6:46	1:21	7:45	6:33	1:11	5:19	5:01	0:18	4:11	3:56	0:15	8:18	2:19	5:58
RadioLIVE	10:48	11:38	-0:50	2:49	2:52	-0:03	5:06	5:32	-0:26	7:45	8:54	-1:08	6:58	8:24	-1:25	8:37	9:44	-1:07	13:06	13:28	-0:22	9:45	10:38	-0:52
Radio Sport	7:35	8:22	-0:47	*	*	*	5:01	5:45	-0:43	6:52	3:50	3:01	8:33	8:35	-0:01	8:28	9:16	-0:48	8:07	9:04	-0:56	5:51	7:59	-2:08
Rhema	12:22	11:25	0:56	*	*	*	4:44	5:11	-0:26	*	3:30	*	0:15	2:35	-2:20	13:20	13:08	0:12	19:36	18:36	1:00	27:53	18:14	9:38
Rock	9:39	10:48	-1:08	9:28	8:56	0:32	12:10	14:16	-2:06	9:57	11:39	-1:41	10:31	12:15	-1:43	10:59	12:06	-1:07	7:11	8:13	-1:02	8:05	6:54	1:11
Star	7:50	6:20	1:30	*	*	*	2:58	2:16	0:41	2:58	2:16	0:41	2:58	2:16	0:41	*	*	*	26:30	15:05	11:24	*	*	*
Tahu FM	0:15	0:15	0:00	*	*	*	0:15	0:15	0:00	0:15	0:15	0:00	0:15	0:15	0:00	*	*	*	*	*	*	*	*	*
The Hits	7:38	7:53	-0:15	5:29	5:38	-0:09	4:50	5:13	-0:22	4:03	4:50	-0:46	6:52	7:27	-0:35	12:49	13:27	-0:37	14:33	14:04	0:29	6:48	6:42	0:05
The Sound	9:36	10:04	-0:27	4:45	5:36	-0:51	7:08	5:38	1:29	10:23	8:35	1:47	10:36	8:35	2:00	10:48	11:19	-0:31	9:32	12:59	-3:26	9:30	6:22	3:07
ZM	4:57	4:49	0:08	4:34	4:16	0:17	5:13	5:00	0:12	5:34	4:57	0:37	5:40	5:10	0:30	5:38	6:02	-0:23	4:21	5:54	-1:33	4:57	4:22	0:34
Others	8:43	8:54	-0:10	18:14	23:24	-5:09	4:49	6:17	-1:27	5:06	6:26	-1:20	7:54	9:04	-1:10	13:02	10:51	2:11	10:28	6:37	3:51	8:21	9:30	-1:08
Mediaworks Combo	12:54	13:50	-0:55	11:04	10:28	0:35	8:59	10:21	-1:21	12:19	13:18	-0:59	13:08	13:32	-0:24	16:24	17:12	-0:47	17:53	20:18	-2:25	12:32	12:08	0:23
NZME Combo	10:06	9:45	0:20	9:17	9:37	-0:19	7:11	7:20	-0:09	7:45	7:20	0:25	9:08	8:55	0:12	13:41	13:40	0:00	14:23	12:45	1:38	8:54	9:26	-0:31
All Commercial Radio	16:14	16:42	-0:28	15:06	14:30	0:36	11:35	12:41	-1:06	14:23	14:41	-0:18	15:48	16:04	-0:15	21:09	21:48	-0:38	22:44	23:31	-0:46	15:33	15:48	-0:14
Potential (000)	111.2	111.2	0.0	8.7	8.1	0.6	40.4	41.0	-0.6	28.2	28.2	0.0	43.1	43.1	0.0	29.8	29.8	0.0	25.5	25.5	0.0	17.6	19.2	-1.6
Sample	964	874	90	53	54	-1	378	332	46	242	231	11	377	352	25	257	234	23	225	200	25	157	155	2

Mediaworks Combo: Breeze or Edge or Magic or More FM or Radio Dunedin or RadioLIVE or Rock or The Sound or internet only listening to Mai or George FM

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

# DUNEDIN COMMERCIAL RADIO - SURVEY 3 2018

Average Time Spent Listening (hh:mm) by Daypart, People 10+  
 Survey Comparisons: 2/2018 - 3/2018

This Survey Period: Sun Sep 10 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Sep 1 2018  
 Last Survey Period: Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 2018

	This	Last	+/-
Potential (000)	111.2	111.2	0.0
Sample Size	964	874	90

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

Mediaworks Combo: Breeze or Edge or Magic or More FM or Radio Dunedin or RadioLIVE or Rock or The Sound or internet only listening to Mai or George FM  
 NZME Combo: Coast or Flava or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or internet only listening to Hokonui or Mix