



# DUNEDIN COMMERCIAL RADIO - SURVEY 2 2019

Station Share (%) by Demographic, Mon-Sun 12mn-12mn  
 Survey Comparisons: 1/2019 - 2/2019

This Survey Period: Sun Jun 24 to Sat Nov 10 2018 & Sun Jan 20 to Sat Jun 8 2019

Last Survey Period: Sun Apr 8 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018 & Sun Jan 20 to Sat Mar 30 2019

	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	6.2	5.9	0.3	10	4.9	11.3	-6.4	5.5	5.8	-0.3	8.4	8.7	-0.3	7.8	7.2	0.6	7.7	6.0	1.7	8.1	6.2	1.9	9.2	8.7	0.5
Coast	4.4	4.3	0.1	11	1.0	0.1	0.9	0.5	1.5	-1.0	3.3	5.0	-1.7	3.6	4.1	-0.5	3.7	3.3	0.4	5.0	4.9	0.1	4.4	4.4	0.0
Edge	6.8	6.8	0.0	8	9.7	13.8	-4.1	12.3	9.8	2.5	7.3	7.7	-0.4	7.4	7.7	-0.3	7.7	8.2	-0.5	4.6	5.6	-1.0	9.0	9.6	-0.6
Flava	4.2	4.5	-0.3	12	2.1	14.9	-12.8	15.6	14.8	0.8	5.5	6.2	-0.7	4.2	4.2	0.0	1.0	0.8	0.2	0.1	0.1	0.0	4.4	5.2	-0.8
Life FM	1.5	1.9	-0.4	15	2.9	3.6	-0.7	4.6	6.7	-2.1	4.5	6.8	-2.3	3.2	4.1	-0.9	0.5	0.3	0.2	*	0.1	*	0.5	0.9	-0.4
Magic Music & Talk*	7.7	7.2	0.5	5	3.7	2.6	1.1	1.3	1.4	-0.1	2.5	2.0	0.5	5.9	5.3	0.6	9.8	8.5	1.3	11.3	8.3	3.0	4.6	2.7	1.9
More FM	7.0	7.3	-0.3	7	10.3	9.0	1.3	5.2	3.7	1.5	7.1	8.0	-0.9	9.2	8.9	0.3	9.5	10.6	-1.1	6.7	9.3	-2.6	11.3	11.5	-0.2
Newstalk ZB	11.9	10.2	1.7	1	0.4	0.4	0.0	0.1	0.1	0.0	0.6	0.6	0.0	2.8	2.5	0.3	9.9	9.1	0.8	15.8	13.2	2.6	4.4	2.6	1.8
Radio Dunedin	8.4	9.0	-0.6	4	*	*	*	0.1	0.2	-0.1	*	*	*	1.1	0.9	0.2	6.8	6.9	-0.1	14.5	16.2	-1.7	5.8	6.6	-0.8
Radio Hauraki	1.8	2.1	-0.3	14	0.8	1.0	-0.2	3.0	3.8	-0.8	5.5	6.7	-1.2	4.1	5.0	-0.9	1.0	1.2	-0.2	0.2	0.2	0.0	3.7	4.3	-0.6
Radio Sport	3.2	3.0	0.2	13	0.7	0.5	0.2	0.2	1.1	-0.9	2.1	1.9	0.2	3.8	3.0	0.8	5.6	4.7	0.9	4.5	4.5	0.0	2.0	0.4	1.6
Rhema	0.2	0.1	0.1	16	*	*	*	0.1	0.2	-0.1	*	*	*	0.2	*	*	0.3	0.1	0.2	0.2	0.2	0.0	*	*	*
Rock	7.1	7.7	-0.6	6	13.3	15.2	-1.9	10.7	12.3	-1.6	16.6	13.4	3.2	13.0	13.3	-0.3	7.0	7.1	-0.1	4.0	2.0	2.0	7.7	9.4	-1.7
Star	0.1	0.4	-0.3	17	*	*	*	0.2	0.1	0.1	0.2	0.1	0.1	0.2	*	*	*	*	0.2	1.1	-0.9	0.3	0.1	0.2	
Tahu FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	*	*	*
The Hits	9.0	9.5	-0.5	3	20.7	12.9	7.8	10.8	9.0	1.8	12.6	13.1	-0.5	11.7	15.1	-3.4	7.4	9.8	-2.4	6.8	6.5	0.3	10.9	14.3	-3.4
The Sound	11.0	12.1	-1.1	2	5.3	9.0	-3.7	11.7	11.9	-0.2	8.8	8.4	0.4	10.4	9.8	0.6	16.9	19.2	-2.3	14.9	18.8	-3.9	9.0	10.5	-1.5
ZM	6.3	4.4	1.9	9	18.2	5.6	12.6	13.5	12.8	0.7	13.3	9.0	4.3	9.7	6.1	3.6	1.9	1.0	0.9	0.2	*	*	10.7	6.9	3.8
Others	3.1	3.5	-0.4		5.9	0.1	5.8	4.5	4.8	-0.3	1.7	2.5	-0.8	1.9	2.6	-0.7	3.2	3.1	0.1	2.7	2.7	0.0	2.1	1.8	0.3
MediaWorks Combo	54.3	56.1	-1.8		47.3	60.9	-13.6	47.1	45.4	1.7	51.2	48.5	2.7	55.0	53.3	1.7	65.4	66.5	-1.1	64.1	66.4	-2.3	57.0	59.2	-2.2
NZME Combo	41.0	38.1	2.9		46.4	35.4	11.0	43.9	43.2	0.7	43.0	42.5	0.5	39.9	40.1	-0.2	30.6	29.9	0.7	32.6	29.5	3.1	40.4	38.1	2.3
Potential (000)	112.9	112.9	0.0		10.9	10.3	0.6	39.2	39.8	-0.6	29.7	29.7	0.0	44.7	44.7	0.0	30.1	30.1	0.0	25.9	25.9	0.0	16.6	15.7	0.9
Sample	853	819	34		56	53	3	309	298	11	233	211	22	339	317	22	230	222	8	223	208	15	135	117	18

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

MediaWorks Combo: Breeze or Edge or Magic Music & Talk or More FM or Radio Dunedin 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

\*Magic Music & Talk includes a combination of Magic and RadioLIVE for Sunday April 8 – Saturday June 16 & Sunday June 24 – Saturday November 10 2018.



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Station Share (%) by Daypart, People 10+  
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This Survey Period: Sun Jun 24 to Sat Nov 10 2018 & Sun Jan 20 to Sat Jun 8 2019

Last Survey Period: Sun Apr 8 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018 & Sun Jan 20 to Sat Mar 30 2019

	This	Last	+/-
Potential (000)	112.9	112.9	0.0
Sample Size	853	819	34

	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	5.7	5.4	0.3	9	7.1	6.1	1.0		8.1	7.9	0.2		6.7	6.8	-0.1		4.5	4.0	0.5		1.2	1.0	0.2		5.3	5.3	0.0	
Coast	4.5	4.5	0.0	11	5.6	4.7	0.9		5.6	4.9	0.7		4.1	4.0	0.1		1.5	2.0	-0.5		1.1	1.1	0.0		4.3	4.8	-0.5	
Edge	6.9	6.0	0.9	6	6.7	6.7	0.0		8.3	8.6	-0.3		8.7	9.0	-0.3		4.8	6.4	-1.6		2.9	1.5	1.4		5.9	5.8	0.1	
Flava	2.6	3.4	-0.8	12	2.4	2.4	0.0		3.5	3.1	0.4		7.1	6.1	1.0		7.0	6.8	0.2		6.5	18.4	-11.9		4.7	4.9	-0.2	
Life FM	0.8	0.9	-0.1	15	1.4	1.6	-0.2		1.1	1.7	-0.6		2.2	2.6	-0.4		3.1	4.2	-1.1		0.1	*	*		1.7	2.3	-0.6	
Magic Music & Talk*	5.5	5.3	0.2	10	9.1	8.9	0.2		7.1	7.3	-0.2		7.7	8.2	-0.5		11.5	12.1	-0.6		20.6	7.7	12.9		6.0	5.4	0.6	
More FM	6.8	7.3	-0.5	7	8.0	8.3	-0.3		8.0	8.8	-0.8		7.2	7.2	0.0		3.2	2.3	0.9		4.4	4.0	0.4		7.2	7.5	-0.3	
Newstalk ZB	16.1	15.2	0.9	1	7.1	5.9	1.2		5.7	5.2	0.5		7.9	8.2	-0.3		22.4	16.9	5.5		33.1	23.7	9.4		12.8	10.6	2.2	
Radio Dunedin	11.6	12.7	-1.1	2	10.2	11.0	-0.8		5.1	6.1	-1.0		3.5	3.8	-0.3		7.0	6.5	0.5		5.0	2.8	2.2		10.8	11.2	-0.4	
Radio Hauraki	1.8	1.8	0.0	14	1.6	1.7	-0.1		1.2	1.4	-0.2		2.7	3.1	-0.4		2.4	2.6	-0.2		0.9	1.4	-0.5		1.9	2.6	-0.7	
Radio Sport	1.9	1.8	0.1	13	2.1	2.2	-0.1		2.5	2.9	-0.4		4.0	3.2	0.8		5.7	3.7	2.0		3.5	2.2	1.3		4.5	4.5	0.0	
Rhema	0.2	0.2	0.0	16	0.1	*	*		0.2	*	*		0.1	*	*		0.4	0.4	0.0		*	*	*		0.1	0.1	0.0	
Rock	7.5	7.3	0.2	5	7.8	8.3	-0.5		9.4	9.1	0.3		7.6	9.6	-2.0		3.5	5.2	-1.7		1.8	1.8	0.0		6.0	6.8	-0.8	
Star	0.1	0.3	-0.2	17	0.4	0.3	0.1		0.2	0.1	0.1		0.2	0.1	0.1		*	1.1	*		*	1.1	*		0.1	0.7	-0.6	
Tahu FM	*	*	*	*	0.1	0.1	0.0		*	*	*		*	*	*		0.3	0.3	0.0		*	*	*		*	*	*	
The Hits	10.5	11.6	-1.1	3	9.3	10.9	-1.6		8.7	8.7	0.0		9.1	9.6	-0.5		7.0	6.0	1.0		7.0	8.4	-1.4		8.7	8.9	-0.2	
The Sound	8.8	9.2	-0.4	4	13.3	14.8	-1.5		15.9	16.9	-1.0		10.2	10.5	-0.3		5.3	8.7	-3.4		6.3	12.8	-6.5		9.6	10.1	-0.5	
ZM	6.2	4.3	1.9	8	6.2	4.8	1.4		7.2	4.9	2.3		8.7	5.4	3.3		5.2	4.4	0.8		0.4	0.1	0.3		5.7	3.7	2.0	
Others	2.6	2.9	-0.3		1.5	1.5	0.0		2.5	2.4	0.1		2.5	2.5	0.0		5.1	6.5	-1.4		5.3	12.0	-6.7		4.5	4.8	-0.3	
MediaWorks Combo	52.9	53.3	-0.4		62.2	64.1	-1.9		62.0	64.7	-2.7		51.7	55.3	-3.6		39.9	45.2	-5.3		42.3	31.7	10.6		51.1	52.2	-1.1	
NZME Combo	43.9	42.6	1.3		34.3	32.5	1.8		34.5	31.2	3.3		43.6	39.6	4.0		51.4	42.4	9.0		54.5	55.3	-0.8		42.7	40.1	2.6	

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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	13.3	12.6	0.7	3	1.0	1.8	-0.8	3.3	2.7	0.6	4.3	4.1	0.2	6.5	6.0	0.5	4.9	4.1	0.8	4.1	3.2	0.9	3.0	2.8	0.2
Coast	5.1	4.7	0.4	14	0.3	0.1	0.2	0.3	0.3	0.0	0.8	0.9	-0.1	1.8	1.7	0.1	1.8	1.8	0.0	1.9	2.1	-0.2	1.0	1.0	0.0
Edge	16.6	15.9	0.7	1	2.7	2.8	-0.1	9.3	8.7	0.6	5.2	4.9	0.3	6.4	6.3	0.1	2.2	2.7	-0.5	1.2	1.5	-0.3	3.5	3.0	0.5
Flava	8.4	8.6	-0.2	10	0.8	1.1	-0.3	6.3	6.3	0.0	2.8	2.7	0.1	3.6	3.4	0.2	1.0	0.8	0.2	0.1	0.2	-0.1	1.5	1.3	0.2
Life FM	2.5	2.7	-0.2	15	0.1	0.1	0.0	1.3	1.4	-0.1	1.1	1.3	-0.2	1.5	1.5	0.0	0.6	0.5	0.1	0.3	0.3	0.0	0.5	0.6	-0.1
Magic Music & Talk*	9.1	9.0	0.1	9	0.6	0.3	0.3	0.8	0.9	-0.1	1.4	1.6	-0.2	3.0	3.2	-0.2	3.9	3.8	0.1	3.9	3.3	0.6	1.5	1.2	0.3
More FM	11.5	11.1	0.4	6	1.3	1.8	-0.5	3.6	2.7	0.9	2.2	2.1	0.1	4.8	4.2	0.6	4.4	4.3	0.1	2.8	3.1	-0.3	2.4	2.0	0.4
Newstalk ZB	10.0	9.4	0.6	8	0.2	0.2	0.0	0.3	0.3	0.0	0.7	0.7	0.0	2.1	1.8	0.3	3.5	3.3	0.2	4.4	3.7	0.7	0.9	0.6	0.3
Radio Dunedin	7.9	8.1	-0.2	11	*	*	*	0.2	0.3	-0.1	*	*	*	0.9	0.6	0.3	2.9	3.0	-0.1	4.4	4.7	-0.3	0.6	0.6	0.0
Radio Hauraki	6.4	7.5	-1.1	12	0.4	0.5	-0.1	3.0	3.9	-0.9	2.3	3.0	-0.7	3.2	4.0	-0.8	1.2	1.2	0.0	0.6	0.4	0.2	1.3	1.5	-0.2
Radio Sport	5.2	5.6	-0.4	13	0.2	0.1	0.1	0.2	0.4	-0.2	0.7	0.8	-0.1	1.9	1.8	0.1	2.5	2.7	-0.2	2.0	2.4	-0.4	0.8	0.5	0.3
Rhema	0.7	0.7	0.0	16	*	*	*	0.3	0.3	0.0	*	*	*	0.1	*	*	0.3	0.3	0.0	0.3	0.4	-0.1	*	*	*
Rock	12.2	12.4	-0.2	5	2.3	2.1	0.2	3.8	3.7	0.1	5.1	4.9	0.2	7.3	7.6	-0.3	3.1	3.3	-0.2	1.0	0.8	0.2	2.5	2.6	-0.1
Star	0.7	0.7	0.0	16	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	0.2	0.1	0.1	0.1	*	*	0.3	0.4	-0.1	0.1	0.1	0.0
Tahu FM	0.5	0.5	0.0	18	*	*	*	0.2	0.1	0.1	0.2	0.1	0.1	0.2	0.1	0.1	0.3	0.3	0.0	0.3	0.3	0.0	*	*	*
The Hits	15.8	16.0	-0.2	2	2.5	1.9	0.6	4.8	4.7	0.1	4.7	4.9	-0.2	7.3	8.0	-0.7	4.6	4.7	-0.1	3.3	3.1	0.2	3.2	3.6	-0.4
The Sound	12.6	13.7	-1.1	4	1.1	1.4	-0.3	2.8	2.5	0.3	2.7	2.3	0.4	5.0	5.1	-0.1	6.3	7.7	-1.4	5.0	5.8	-0.8	1.6	1.8	-0.2
ZM	11.4	9.7	1.7	7	1.1	0.3	0.8	7.1	7.1	0.0	4.7	3.4	1.3	5.4	4.2	1.2	1.1	0.9	0.2	0.4	0.1	0.3	2.6	1.7	0.9
Others	7.3	7.6	-0.3		0.3	0.2	0.1	3.4	3.5	-0.1	1.8	2.1	-0.3	2.7	3.2	-0.5	2.0	1.9	0.1	1.6	1.2	0.4	1.2	0.9	0.3
MediaWorks Combo	60.1	58.1	2.0		5.7	5.7	0.0	17.8	16.0	1.8	14.7	13.9	0.8	23.6	22.7	0.9	19.4	20.0	-0.6	16.3	16.2	0.1	10.9	9.5	1.4
NZME Combo	49.2	48.1	1.1		4.3	3.1	1.2	16.8	16.9	-0.1	13.0	12.6	0.4	19.8	19.8	0.0	12.9	13.0	-0.1	10.8	10.2	0.6	9.1	8.4	0.7
All Commercial Radio	82.4	82.6	-0.2		7.7	7.2	0.5	25.7	25.9	-0.2	20.5	20.8	-0.3	32.5	32.7	-0.2	24.5	24.8	-0.3	20.7	20.3	0.4	14.1	13.6	0.5
Potential (000)	112.9	112.9	0.0		10.9	10.3	0.6	39.2	39.8	-0.6	29.7	29.7	0.0	44.7	44.7	0.0	30.1	30.1	0.0	25.9	25.9	0.0	16.6	15.7	0.9
Sample	853	819	34		56	53	3	309	298	11	233	211	22	339	317	22	230	222	8	223	208	15	135	117	18

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	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	6.7	6.0	0.7	6	6.4	5.3	1.1	7.9	7.2	0.7	6.4	6.7	-0.3	2.9	2.7	0.2	0.6	0.7	-0.1	6.5	6.5	0.0
Coast	2.3	2.0	0.3	13	2.7	2.1	0.6	3.7	3.2	0.5	2.8	2.6	0.2	1.3	1.5	-0.2	0.4	0.3	0.1	3.3	3.2	0.1
Edge	7.3	6.9	0.4	4	6.6	5.7	0.9	8.6	9.5	-0.9	7.3	7.4	-0.1	3.5	4.2	-0.7	1.3	0.6	0.7	9.9	9.3	0.6
Flava	5.2	5.6	-0.4	10	2.8	3.1	-0.3	3.8	4.0	-0.2	4.6	4.4	0.2	3.1	2.7	0.4	0.8	0.8	0.0	5.1	4.3	0.8
Life FM	1.2	1.3	-0.1	15	1.0	1.2	-0.2	0.5	0.7	-0.2	1.2	1.4	-0.2	1.0	1.0	0.0	0.1	*	*	1.7	1.9	-0.2
Magic Music & Talk*	5.5	5.2	0.3	9	3.4	3.3	0.1	4.2	4.6	-0.4	4.5	4.9	-0.4	2.2	1.9	0.3	1.8	1.7	0.1	5.9	5.6	0.3
More FM	7.4	6.8	0.6	3	5.2	4.1	1.1	5.1	5.3	-0.2	5.2	5.0	0.2	1.8	1.7	0.1	1.9	1.6	0.3	6.2	6.0	0.2
Newstalk ZB	7.2	6.8	0.4	5	4.7	3.7	1.0	4.7	4.5	0.2	3.7	3.9	-0.2	4.2	3.6	0.6	3.5	3.0	0.5	7.5	7.2	0.3
Radio Dunedin	4.6	4.9	-0.3	11	4.4	4.9	-0.5	3.2	3.7	-0.5	2.6	2.5	0.1	2.3	2.2	0.1	1.1	1.1	0.0	6.8	6.5	0.3
Radio Hauraki	2.4	2.3	0.1	12	2.0	1.7	0.3	2.4	2.7	-0.3	2.7	2.9	-0.2	1.5	1.6	-0.1	0.5	0.5	0.0	3.5	3.5	0.0
Radio Sport	1.8	2.0	-0.2	14	1.5	1.6	-0.1	2.3	2.5	-0.2	1.8	2.4	-0.6	1.1	0.9	0.2	0.4	0.1	0.3	4.3	4.3	0.0
Rhema	0.3	0.3	0.0	16	0.2	0.1	0.1	0.2	0.1	0.1	0.2	0.1	0.1	0.3	0.2	0.1	*	*	*	0.5	0.5	0.0
Rock	8.0	7.7	0.3	2	4.9	4.4	0.5	5.5	5.6	-0.1	5.5	5.7	-0.2	1.5	1.9	-0.4	0.8	1.0	-0.2	7.3	7.1	0.2
Star	0.2	0.4	-0.2	17	0.4	0.3	0.1	0.4	0.2	0.2	0.1	0.1	0.0	0.1	0.2	-0.1	*	0.2	*	0.1	0.2	-0.1
Tahu FM	*	*	*	*	0.3	0.3	0.0	*	*	*	0.1	0.1	0.0	0.3	0.3	0.0	*	*	*	0.1	*	*
The Hits	9.8	10.1	-0.3	1	7.6	7.8	-0.2	8.5	7.8	0.7	8.1	8.3	-0.2	4.9	4.5	0.4	1.3	1.8	-0.5	10.3	10.7	-0.4
The Sound	6.4	6.8	-0.4	8	5.3	5.9	-0.6	7.9	8.2	-0.3	5.6	6.5	-0.9	2.3	2.4	-0.1	1.5	1.7	-0.2	7.3	7.6	-0.3
ZM	6.7	5.5	1.2	6	5.4	4.8	0.6	6.7	5.4	1.3	7.4	5.9	1.5	2.1	1.9	0.2	0.4	0.1	0.3	7.4	5.7	1.7
Others	2.2	2.6	-0.4		2.1	2.1	0.0	2.5	2.7	-0.2	1.9	2.2	-0.3	3.0	3.0	0.0	0.6	0.9	-0.3	4.8	5.1	-0.3
MediaWorks Combo	39.2	37.9	1.3		31.0	28.6	2.4	35.9	36.0	-0.1	32.0	33.0	-1.0	15.0	15.1	-0.1	7.8	7.2	0.6	42.5	41.1	1.4
NZME Combo	31.7	31.2	0.5		23.4	22.5	0.9	28.5	26.9	1.6	28.4	27.7	0.7	16.7	15.8	0.9	7.4	6.5	0.9	37.0	35.6	1.4
All Commercial Radio	61.4	61.1	0.3		48.8	46.7	2.1	55.9	55.8	0.1	52.3	53.8	-1.5	31.1	30.5	0.6	14.0	13.1	0.9	67.1	66.2	0.9

MediaWorks Combo: Breeze or Edge or Magic Music & Talk or More FM or Radio Dunedin 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

\*Magic Music & Talk includes a combination of Magic and RadioLIVE for Sunday April 8 – Saturday June 16 & Sunday June 24 – Saturday November 10 2018.



# DUNEDIN COMMERCIAL RADIO - SURVEY 2 2019

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

Survey Comparisons: 1/2019 - 2/2019

This Survey Period: Sun Jun 24 to Sat Nov 10 2018 & Sun Jan 20 to Sat Jun 8 2019

Last Survey Period: Sun Apr 8 to Sat Jun 16 2018 & Sun Jan 24 to Sat Nov 10 2018 & Sun Jan 20 to Sat Mar 30 2019

	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	6:00	6:11	-0:11	3:28	5:18	-1:50	5:07	6:05	-0:58	5:18	5:27	-0:08	5:26	5:29	-0:03	6:53	7:04	-0:10	8:48	8:40	0:08	6:27	6:09	0:18
Coast	11:20	12:14	-0:53	2:18	0:45	1:33	5:29	13:12	-7:42	11:31	15:00	-3:28	9:00	10:45	-1:45	8:50	8:38	0:11	11:33	10:39	0:53	8:59	9:09	-0:09
Edge	5:18	5:40	-0:21	2:41	4:11	-1:29	4:00	3:16	0:44	3:47	4:08	-0:20	5:12	5:37	-0:24	15:07	14:48	0:18	16:39	17:10	-0:31	5:25	6:21	-0:56
Flava	6:28	6:58	-0:29	1:57	11:41	-9:43	7:32	6:46	0:46	5:26	5:54	-0:27	5:11	5:40	-0:29	4:14	4:30	-0:16	3:15	3:15	0:00	6:23	8:06	-1:42
Life FM	7:37	9:18	-1:40	27:45	27:45	0:00	11:00	13:56	-2:55	11:09	13:36	-2:27	9:43	12:13	-2:30	3:44	2:56	0:47	0:47	0:48	-0:00	2:10	2:47	-0:36
Magic Music & Talk*	10:55	10:31	0:24	4:46	6:30	-1:43	4:42	4:08	0:33	4:40	3:10	1:29	8:48	7:26	1:22	10:59	10:51	0:08	12:52	11:23	1:28	6:24	4:21	2:02
More FM	7:51	8:43	-0:52	5:43	4:14	1:29	4:24	3:52	0:31	8:45	9:44	-0:58	8:44	9:34	-0:50	9:26	11:59	-2:32	10:43	13:43	-3:00	10:03	11:21	-1:18
Newstalk ZB	15:24	14:18	1:06	1:30	1:30	0:00	1:04	1:21	-0:16	2:01	2:15	-0:13	6:06	6:16	-0:10	12:26	13:16	-0:50	16:10	16:08	0:02	10:14	8:00	2:13
Radio Dunedin	13:49	14:37	-0:48	*	*	*	1:15	2:16	-1:01	*	*	*	5:35	7:03	-1:28	10:09	11:17	-1:07	14:51	15:23	-0:32	21:21	21:16	0:04
Radio Hauraki	3:37	3:40	-0:02	1:32	1:40	-0:08	3:05	2:51	0:13	6:26	5:43	0:42	5:43	5:34	0:09	3:35	4:48	-1:13	1:57	1:55	0:01	5:52	5:33	0:19
Radio Sport	8:06	7:05	1:00	3:15	3:15	0:00	2:00	8:02	-6:02	8:05	6:35	1:29	9:02	7:26	1:35	9:52	8:24	1:28	9:52	8:29	1:22	5:05	1:38	3:26
Rhema	2:58	2:00	0:57	*	*	*	1:40	1:43	-0:02	*	*	*	9:30	*	*	3:50	1:49	2:01	2:15	2:14	0:00	*	*	*
Rock	7:32	8:08	-0:36	4:15	6:07	-1:51	8:38	9:37	-0:59	8:48	7:05	1:43	8:00	7:59	0:00	9:50	10:21	-0:30	17:00	11:54	5:06	6:27	7:14	-0:46
Star	2:43	7:10	-4:27	*	*	*	10:30	1:30	9:00	10:30	1:30	9:00	3:36	1:30	2:06	0:15	*	*	3:06	11:11	-8:04	10:30	1:30	9:00
Tahu FM	1:01	1:06	-0:05	*	*	*	0:30	0:30	0:00	0:30	0:30	0:00	0:30	0:30	0:00	1:23	1:23	0:00	1:23	1:23	0:00	*	*	*
The Hits	7:21	7:50	-0:29	6:10	5:33	0:37	6:48	5:31	1:17	7:16	6:53	0:23	7:15	8:35	-1:20	7:08	10:04	-2:55	9:03	9:23	-0:20	7:15	7:52	-0:37
The Sound	11:15	11:39	-0:24	3:38	5:29	-1:51	12:29	13:54	-1:25	8:47	9:26	-0:39	9:18	8:39	0:39	11:49	11:59	-0:10	13:25	14:29	-1:04	12:00	11:40	0:19
ZM	7:05	5:56	1:09	11:37	17:05	-5:28	5:43	5:11	0:32	7:38	6:49	0:48	8:04	6:41	1:22	7:36	5:27	2:08	2:12	1:30	0:42	8:41	7:50	0:50
Others	5:27	6:04	-0:37	13:17	0:45	12:32	4:05	3:58	0:07	2:33	3:09	-0:35	3:13	3:42	-0:29	6:54	7:50	-0:55	7:46	10:01	-2:14	3:43	4:03	-0:20
MediaWorks Combo	11:41	12:44	-1:02	6:08	8:57	-2:49	8:02	8:09	-0:07	9:30	9:05	0:24	10:30	10:40	-0:10	14:46	16:07	-1:20	17:33	18:24	-0:50	11:04	12:15	-1:10
NZME Combo	10:46	10:25	0:20	7:55	9:38	-1:43	7:55	7:22	0:32	9:01	8:45	0:15	9:04	9:14	-0:09	10:23	11:08	-0:45	13:27	13:02	0:25	9:27	8:53	0:33
All Commercial Radio	15:40	15:57	-0:17	9:29	11:41	-2:11	11:49	11:09	0:39	13:15	12:29	0:45	13:51	13:54	-0:03	17:54	19:32	-1:37	21:35	22:07	-0:31	15:01	14:31	0:30
Potential (000)	112.9	112.9	0.0	10.9	10.3	0.6	39.2	39.8	-0.6	29.7	29.7	0.0	44.7	44.7	0.0	30.1	30.1	0.0	25.9	25.9	0.0	16.6	15.7	0.9
Sample	853	819	34	56	53	3	309	298	11	233	211	22	339	317	22	230	222	8	223	208	15	135	117	18

MediaWorks Combo: Breeze or Edge or Magic Music & Talk or More FM or Radio Dunedin 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

\*Magic Music & Talk includes a combination of Magic and RadioLIVE for Sunday April 8 - Saturday June 16 & Sunday June 24 - Saturday November 10 2018.



# DUNEDIN COMMERCIAL RADIO - SURVEY 2 2019

Average Time Spent Listening (hh:mm) by Daypart, People 10+  
 Survey Comparisons: 1/2019 - 2/2019

This Survey Period: Sun Jun 24 to Sat Nov 10 2018 & Sun Jan 20 to Sat Jun 8 2019

Last Survey Period: Sun Apr 8 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018 & Sun Jan 20 to Sat Mar 30 2019

	This	Last	+/-
Potential (000)	112.9	112.9	0.0
Sample Size	853	819	34

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

*MediaWorks Combo: Breeze or Edge or Magic Music & Talk or More FM or Radio Dunedin 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*

\*Magic Music & Talk includes a combination of Magic and RadioLIVE for Sunday April 8 – Saturday June 16 & Sunday June 24 – Saturday November 10 2018.