



DUNEDIN COMMERCIAL RADIO - SURVEY 3 2019

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

Survey Comparisons: 2/2019 - 3/2019

This Survey Period: Sun Sep 2 to Sat Nov 10 2018 & Sun Jan 20 to Sat Jun 8 & Sun Jun 16 to Sat Aug 24 2019

Last Survey Period: Sun Jun 24 to Sat Nov 10 2018 & Sun Jan 20 to Sat Jun 8 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	6.1	6.2	-0.1	10	5.3	4.9	0.4	4.1	5.5	-1.4	8.9	8.4	0.5	7.1	7.8	-0.7	6.7	7.7	-1.0	8.1	8.1	0.0	7.3	9.2	-1.9
Coast	3.7	4.4	-0.7	11	1.4	1.0	0.4	0.6	0.5	0.1	2.7	3.3	-0.6	2.8	3.6	-0.8	2.5	3.7	-1.2	3.4	5.0	-1.6	3.4	4.4	-1.0
Edge	6.6	6.8	-0.2	8	8.8	9.7	-0.9	15.9	12.3	3.6	9.1	7.3	1.8	6.7	7.4	-0.7	5.3	7.7	-2.4	3.6	4.6	-1.0	10.9	9.0	1.9
Flava	3.7	4.2	-0.5	11	4.5	2.1	2.4	14.0	15.6	-1.6	5.8	5.5	0.3	3.8	4.2	-0.4	0.5	1.0	-0.5	0.1	0.1	0.0	4.0	4.4	-0.4
Life FM	0.4	1.5	-1.1	16	0.2	2.9	-2.7	1.2	4.6	-3.4	1.0	4.5	-3.5	0.8	3.2	-2.4	0.3	0.5	-0.2	0.1	*	*	0.5	0.5	0.0
Magic Music & Talk*	8.9	7.7	1.2	5	4.2	3.7	0.5	0.1	1.3	-1.2	1.5	2.5	-1.0	6.8	5.9	0.9	11.1	9.8	1.3	11.5	11.3	0.2	4.0	4.6	-0.6
More FM	7.3	7.0	0.3	7	5.6	10.3	-4.7	7.5	5.2	2.3	11.2	7.1	4.1	10.1	9.2	0.9	9.6	9.5	0.1	6.8	6.7	0.1	10.8	11.3	-0.5
Newstalk ZB	11.5	11.9	-0.4	1	0.3	0.4	-0.1	0.1	0.1	0.0	0.5	0.6	-0.1	4.0	2.8	1.2	9.7	9.9	-0.2	16.2	15.8	0.4	5.3	4.4	0.9
Radio Dunedin	9.7	8.4	1.3	4	0.3	*	*	0.1	0.1	0.0	*	*	*	1.0	1.1	-0.1	5.1	6.8	-1.7	17.8	14.5	3.3	5.9	5.8	0.1
Radio Hauraki	2.2	1.8	0.4	14	*	0.8	*	3.0	3.0	0.0	4.7	5.5	-0.8	3.3	4.1	-0.8	2.2	1.0	1.2	2.1	0.2	1.9	1.9	3.7	-1.8
Radio Sport	3.0	3.2	-0.2	13	0.2	0.7	-0.5	0.4	0.2	0.2	1.2	2.1	-0.9	3.4	3.8	-0.4	6.1	5.6	0.5	4.2	4.5	-0.3	1.8	2.0	-0.2
Rhema	0.5	0.2	0.3	15	*	*	*	*	0.1	*	*	*	*	1.1	0.2	0.9	1.3	0.3	1.0	0.2	0.2	0.0	0.4	*	*
Rock	7.4	7.1	0.3	6	10.3	13.3	-3.0	11.1	10.7	0.4	17.6	16.6	1.0	14.4	13.0	1.4	8.2	7.0	1.2	4.1	4.0	0.1	7.7	7.7	0.0
Star	0.3	0.1	0.2	17	*	*	*	0.2	0.2	0.0	0.2	0.2	0.0	0.1	0.2	-0.1	*	*	*	0.7	0.2	0.5	0.3	0.3	0.0
Tahu FM	0.1	*	*	18	*	*	*	*	*	*	*	*	*	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	*	*	*
The Hits	10.1	9.0	1.1	2	33.4	20.7	12.7	13.5	10.8	2.7	13.1	12.6	0.5	13.3	11.7	1.6	10.7	7.4	3.3	5.4	6.8	-1.4	16.9	10.9	6.0
The Sound	10.1	11.0	-0.9	2	5.1	5.3	-0.2	9.4	11.7	-2.3	7.6	8.8	-1.2	10.5	10.4	0.1	17.4	16.9	0.5	13.0	14.9	-1.9	4.8	9.0	-4.2
ZM	6.2	6.3	-0.1	9	16.2	18.2	-2.0	15.9	13.5	2.4	12.2	13.3	-1.1	8.7	9.7	-1.0	1.8	1.9	-0.1	0.2	0.2	0.0	11.8	10.7	1.1
Others	2.3	3.1	-0.8		4.2	5.9	-1.7	3.0	4.5	-1.5	2.5	1.7	0.8	2.0	1.9	0.1	1.5	3.2	-1.7	2.3	2.7	-0.4	2.5	2.1	0.4
MediaWorks Combo	56.3	54.3	2.0		39.6	47.3	-7.7	48.8	47.1	1.7	56.6	51.2	5.4	56.9	55.0	1.9	63.3	65.4	-2.1	64.9	64.1	0.8	51.7	57.0	-5.3
NZME Combo	40.5	41.0	-0.5		57.5	46.4	11.1	47.4	43.9	3.5	40.3	43.0	-2.7	39.4	39.9	-0.5	33.6	30.6	3.0	31.8	32.6	-0.8	45.0	40.4	4.6
Potential (000)	112.9	112.9	0.0		11.4	10.9	0.5	38.7	39.2	-0.5	29.7	29.7	0.0	44.7	44.7	0.0	30.1	30.1	0.0	25.9	25.9	0.0	16.3	16.6	-0.3
Sample	823	853	-30		75	56	19	264	309	-45	250	233	17	353	339	14	222	230	-8	219	223	-4	138	135	3

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 the following Regional dates in S2 2019: Jun 24 - Nov 10 2018 and in S3 2019: Sep 2 - Nov 10 2018.



DUNEDIN COMMERCIAL RADIO - SURVEY 3 2019

Station Share (%) by Daypart, People 10+

Survey Comparisons: 2/2019 - 3/2019

This Survey Period: Sun Sep 2 to Sat Nov 10 2018 & Sun Jan 20 to Sat Jun 8 & Sun Jun 16 to Sat Aug 24 2019

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

	This	Last	+/-
Potential (000)	112.9	112.9	0.0
Sample Size	823	853	-30

	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	5.7	0.6	7	6.5	7.1	-0.6		8.4	8.1	0.3		6.3	6.7	-0.4		4.4	4.5	-0.1		1.8	1.2	0.6		4.8	5.3	-0.5	
Coast	3.6	4.5	-0.9	11	4.6	5.6	-1.0		4.9	5.6	-0.7		3.4	4.1	-0.7		1.5	1.5	0.0		2.1	1.1	1.0		3.5	4.3	-0.8	
Edge	6.1	6.9	-0.8	8	5.6	6.7	-1.1		6.7	8.3	-1.6		8.2	8.7	-0.5		6.2	4.8	1.4		7.2	2.9	4.3		7.0	5.9	1.1	
Flava	2.2	2.6	-0.4	14	2.2	2.4	-0.2		4.0	3.5	0.5		5.3	7.1	-1.8		6.2	7.0	-0.8		5.7	6.5	-0.8		3.8	4.7	-0.9	
Life FM	0.4	0.8	-0.4	16	0.4	1.4	-1.0		0.1	1.1	-1.0		0.6	2.2	-1.6		0.5	3.1	-2.6		0.4	0.1	0.3		0.5	1.7	-1.2	
Magic Music & Talk*	6.8	5.5	1.3	6	11.4	9.1	2.3		7.7	7.1	0.6		6.2	7.7	-1.5		12.5	11.5	1.0		21.8	20.6	1.2		7.8	6.0	1.8	
More FM	5.8	6.8	-1.0	9	9.4	8.0	1.4		9.4	8.0	1.4		9.1	7.2	1.9		5.0	3.2	1.8		3.8	4.4	-0.6		5.9	7.2	-1.3	
Newstalk ZB	15.4	16.1	-0.7	1	7.3	7.1	0.2		5.5	5.7	-0.2		6.4	7.9	-1.5		23.0	22.4	0.6		24.7	33.1	-8.4		12.8	12.8	0.0	
Radio Dunedin	11.0	11.6	-0.6	3	10.4	10.2	0.2		6.8	5.1	1.7		5.8	3.5	2.3		9.6	7.0	2.6		5.1	5.0	0.1		12.9	10.8	2.1	
Radio Hauraki	2.3	1.8	0.5	12	1.9	1.6	0.3		1.4	1.2	0.2		2.0	2.7	-0.7		1.4	2.4	-1.0		7.4	0.9	6.5		2.4	1.9	0.5	
Radio Sport	2.3	1.9	0.4	12	2.1	2.1	0.0		2.7	2.5	0.2		4.7	4.0	0.7		4.6	5.7	-1.1		2.0	3.5	-1.5		3.4	4.5	-1.1	
Rhema	0.4	0.2	0.2	16	0.2	0.1	0.1		0.3	0.2	0.1		0.8	0.1	0.7		0.5	0.4	0.1		0.1	*	*		0.8	0.1	0.7	
Rock	7.3	7.5	-0.2	5	7.7	7.8	-0.1		9.2	9.4	-0.2		10.8	7.6	3.2		5.9	3.5	2.4		1.4	1.8	-0.4		5.9	6.0	-0.1	
Star	0.5	0.1	0.4	15	0.7	0.4	0.3		0.2	0.2	0.0		0.1	0.2	-0.1		*	*	*		*	*	*		0.2	0.1	0.1	
Tahu FM	*	*	*	*	0.1	0.1	0.0		*	*	*		*	*	*		0.3	0.3	0.0		*	*	*		0.1	*	*	
The Hits	14.3	10.5	3.8	2	10.5	9.3	1.2		10.1	8.7	1.4		9.5	9.1	0.4		6.5	7.0	-0.5		4.3	7.0	-2.7		9.0	8.7	0.3	
The Sound	8.3	8.8	-0.5	4	11.3	13.3	-2.0		13.6	15.9	-2.3		11.0	10.2	0.8		3.1	5.3	-2.2		5.2	6.3	-1.1		10.4	9.6	0.8	
ZM	5.3	6.2	-0.9	10	6.8	6.2	0.6		7.2	7.2	0.0		7.9	8.7	-0.8		6.1	5.2	0.9		0.9	0.4	0.5		5.6	5.7	-0.1	
Others	1.7	2.6	-0.9		1.0	1.5	-0.5		1.8	2.5	-0.7		1.8	2.5	-0.7		2.8	5.1	-2.3		6.2	5.3	0.9		3.4	4.5	-1.1	
MediaWorks Combo	51.8	52.9	-1.1		62.3	62.2	0.1		62.1	62.0	0.1		57.5	51.7	5.8		46.9	39.9	7.0		46.3	42.3	4.0		54.8	51.1	3.7	
NZME Combo	45.5	43.9	1.6		35.4	34.3	1.1		35.9	34.5	1.4		39.3	43.6	-4.3		49.2	51.4	-2.2		48.1	54.5	-6.4		40.4	42.7	-2.3	

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

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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	12.7	13.3	-0.6	4	0.7	1.0	-0.3	3.5	3.3	0.2	3.7	4.3	-0.6	5.4	6.5	-1.1	4.5	4.9	-0.4	4.4	4.1	0.3	2.4	3.0	-0.6
Coast	5.2	5.1	0.1	13	0.3	0.3	0.0	0.5	0.3	0.2	0.7	0.8	-0.1	1.8	1.8	0.0	2.0	1.8	0.2	1.8	1.9	-0.1	0.7	1.0	-0.3
Edge	17.9	16.6	1.3	2	2.4	2.7	-0.3	10.5	9.3	1.2	5.9	5.2	0.7	7.0	6.4	0.6	2.3	2.2	0.1	1.3	1.2	0.1	4.2	3.5	0.7
Flava	9.4	8.4	1.0	9	1.4	0.8	0.6	6.0	6.3	-0.3	3.6	2.8	0.8	4.2	3.6	0.6	0.8	1.0	-0.2	0.2	0.1	0.1	1.5	1.5	0.0
Life FM	2.4	2.5	-0.1	15	0.1	0.1	0.0	1.2	1.3	-0.1	0.9	1.1	-0.2	1.3	1.5	-0.2	0.6	0.6	0.0	0.4	0.3	0.1	0.6	0.5	0.1
Magic Music & Talk*	8.6	9.1	-0.5	10	0.6	0.6	0.0	0.5	0.8	-0.3	1.1	1.4	-0.3	2.5	3.0	-0.5	3.7	3.9	-0.2	4.2	3.9	0.3	1.3	1.5	-0.2
More FM	12.2	11.5	0.7	6	0.5	1.3	-0.8	4.4	3.6	0.8	3.0	2.2	0.8	5.6	4.8	0.8	4.9	4.4	0.5	3.0	2.8	0.2	2.5	2.4	0.1
Newstalk ZB	10.0	10.0	0.0	8	0.1	0.2	-0.1	0.3	0.3	0.0	0.7	0.7	0.0	2.2	2.1	0.1	3.7	3.5	0.2	4.9	4.4	0.5	1.2	0.9	0.3
Radio Dunedin	7.9	7.9	0.0	11	0.3	*	*	0.1	0.2	-0.1	*	*	*	1.5	0.9	0.6	2.9	2.9	0.0	4.1	4.4	-0.3	0.8	0.6	0.2
Radio Hauraki	6.4	6.4	0.0	12	*	0.4	*	3.1	3.0	0.1	2.7	2.3	0.4	3.4	3.2	0.2	1.6	1.2	0.4	1.2	0.6	0.6	1.4	1.3	0.1
Radio Sport	5.1	5.2	-0.1	14	0.1	0.2	-0.1	0.4	0.2	0.2	0.6	0.7	-0.1	1.9	1.9	0.0	2.9	2.5	0.4	2.4	2.0	0.4	0.6	0.8	-0.2
Rhema	1.5	0.7	0.8	16	*	*	*	0.2	0.3	-0.1	0.1	*	*	0.9	0.1	0.8	1.0	0.3	0.7	0.4	0.3	0.1	0.4	*	*
Rock	14.0	12.2	1.8	3	1.8	2.3	-0.5	5.0	3.8	1.2	6.4	5.1	1.3	8.9	7.3	1.6	3.9	3.1	0.8	1.6	1.0	0.6	3.1	2.5	0.6
Star	0.8	0.7	0.1	17	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	0.2	0.2	0.0	0.1	0.1	0.0	0.6	0.3	0.3	0.1	0.1	0.0
Tahu FM	0.6	0.5	0.1	18	*	*	*	0.2	0.2	0.0	0.2	0.2	0.0	0.2	0.2	0.0	0.4	0.3	0.1	0.4	0.3	0.1	*	*	*
The Hits	20.7	15.8	4.9	1	4.0	2.5	1.5	6.7	4.8	1.9	5.3	4.7	0.6	9.1	7.3	1.8	6.4	4.6	1.8	3.4	3.3	0.1	4.3	3.2	1.1
The Sound	12.7	12.6	0.1	4	0.6	1.1	-0.5	2.5	2.8	-0.3	3.3	2.7	0.6	5.8	5.0	0.8	6.5	6.3	0.2	4.7	5.0	-0.3	1.2	1.6	-0.4
ZM	11.5	11.4	0.1	7	1.3	1.1	0.2	7.3	7.1	0.2	4.7	4.7	0.0	5.1	5.4	-0.3	0.8	1.1	-0.3	0.5	0.4	0.1	2.7	2.6	0.1
Others	7.0	7.3	-0.3		0.2	0.3	-0.1	2.9	3.4	-0.5	1.9	1.8	0.1	2.5	2.7	-0.2	2.2	2.0	0.2	2.1	1.6	0.5	1.3	1.2	0.1
MediaWorks Combo	62.1	60.1	2.0		4.9	5.7	-0.8	20.1	17.8	2.3	15.9	14.7	1.2	25.0	23.6	1.4	19.4	19.4	0.0	16.5	16.3	0.2	10.7	10.9	-0.2
NZME Combo	54.8	49.2	5.6		5.9	4.3	1.6	19.1	16.8	2.3	14.4	13.0	1.4	22.1	19.8	2.3	14.8	12.9	1.9	11.8	10.8	1.0	9.5	9.1	0.4
All Commercial Radio	85.9	82.4	3.5		8.1	7.7	0.4	27.4	25.7	1.7	22.5	20.5	2.0	34.8	32.5	2.3	25.1	24.5	0.6	21.6	20.7	0.9	14.2	14.1	0.1
Potential (000)	112.9	112.9	0.0		11.4	10.9	0.5	38.7	39.2	-0.5	29.7	29.7	0.0	44.7	44.7	0.0	30.1	30.1	0.0	25.9	25.9	0.0	16.3	16.6	-0.3
Sample	823	853	-30		75	56	19	264	309	-45	250	233	17	353	339	14	222	230	-8	219	223	-4	138	135	3

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	This	Last	+/-
Potential (000)	112.9	112.9	0.0
Sample Size	823	853	-30

	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	6.7	-0.4	5	6.2	6.4	-0.2		7.2	7.9	-0.7		5.3	6.4	-1.1		2.7	2.9	-0.2		1.2	0.6	0.6		5.6	6.5	-0.9	
Coast	2.2	2.3	-0.1	13	3.2	2.7	0.5		3.7	3.7	0.0		2.8	2.8	0.0		1.0	1.3	-0.3		0.6	0.4	0.2		3.6	3.3	0.3	
Edge	6.5	7.3	-0.8	4	7.4	6.6	0.8		9.1	8.6	0.5		7.4	7.3	0.1		3.9	3.5	0.4		1.8	1.3	0.5		10.9	9.9	1.0	
Flava	4.4	5.2	-0.8	11	3.2	2.8	0.4		4.9	3.8	1.1		5.2	4.6	0.6		3.6	3.1	0.5		0.5	0.8	-0.3		6.1	5.1	1.0	
Life FM	0.9	1.2	-0.3	15	0.8	1.0	-0.2		0.3	0.5	-0.2		0.9	1.2	-0.3		0.6	1.0	-0.4		0.3	0.1	0.2		1.2	1.7	-0.5	
Magic Music & Talk*	5.5	5.5	0.0	9	3.7	3.4	0.3		4.7	4.2	0.5		3.9	4.5	-0.6		2.7	2.2	0.5		2.0	1.8	0.2		5.7	5.9	-0.2	
More FM	6.2	7.4	-1.2	6	6.6	5.2	1.4		6.2	5.1	1.1		5.6	5.2	0.4		2.3	1.8	0.5		1.1	1.9	-0.8		6.6	6.2	0.4	
Newstalk ZB	7.1	7.2	-0.1	3	4.9	4.7	0.2		4.5	4.7	-0.2		3.5	3.7	-0.2		4.5	4.2	0.3		3.5	3.5	0.0		7.6	7.5	0.1	
Radio Dunedin	5.0	4.6	0.4	10	4.3	4.4	-0.1		3.8	3.2	0.6		3.1	2.6	0.5		1.9	2.3	-0.4		0.9	1.1	-0.2		6.5	6.8	-0.3	
Radio Hauraki	2.8	2.4	0.4	12	2.2	2.0	0.2		3.0	2.4	0.6		2.8	2.7	0.1		1.1	1.5	-0.4		0.6	0.5	0.1		3.4	3.5	-0.1	
Radio Sport	2.0	1.8	0.2	14	1.2	1.5	-0.3		2.2	2.3	-0.1		2.3	1.8	0.5		1.5	1.1	0.4		0.4	0.4	0.0		3.9	4.3	-0.4	
Rhema	0.7	0.3	0.4	16	0.3	0.2	0.1		0.2	0.2	0.0		0.2	0.2	0.0		0.4	0.3	0.1		0.1	*	*		1.3	0.5	0.8	
Rock	8.9	8.0	0.9	2	5.2	4.9	0.3		6.8	5.5	1.3		7.7	5.5	2.2		2.8	1.5	1.3		0.8	0.8	0.0		7.8	7.3	0.5	
Star	0.4	0.2	0.2	17	0.7	0.4	0.3		0.3	0.4	-0.1		0.1	0.1	0.0		0.1	0.1	0.0		*	*	*		0.3	0.1	0.2	
Tahu FM	*	*	*	*	0.4	0.3	0.1		*	*	*		0.2	0.1	0.1		0.4	0.3	0.1		*	*	*		0.1	0.1	0.0	
The Hits	12.5	9.8	2.7	1	8.7	7.6	1.1		10.2	8.5	1.7		9.2	8.1	1.1		5.1	4.9	0.2		1.2	1.3	-0.1		13.2	10.3	2.9	
The Sound	6.2	6.4	-0.2	6	5.7	5.3	0.4		8.0	7.9	0.1		6.3	5.6	0.7		1.6	2.3	-0.7		1.5	1.5	0.0		7.8	7.3	0.5	
ZM	6.0	6.7	-0.7	8	4.4	5.4	-1.0		7.1	6.7	0.4		6.9	7.4	-0.5		3.3	2.1	1.2		0.8	0.4	0.4		7.1	7.4	-0.3	
Others	2.0	2.2	-0.2		1.5	2.1	-0.6		2.4	2.5	-0.1		2.1	1.9	0.2		2.1	3.0	-0.9		0.3	0.6	-0.3		4.3	4.8	-0.5	
MediaWorks Combo	38.4	39.2	-0.8		33.8	31.0	2.8		37.7	35.9	1.8		33.9	32.0	1.9		16.5	15.0	1.5		7.9	7.8	0.1		43.2	42.5	0.7	
NZME Combo	33.2	31.7	1.5		24.7	23.4	1.3		32.3	28.5	3.8		29.5	28.4	1.1		18.4	16.7	1.7		7.8	7.4	0.4		40.0	37.0	3.0	
All Commercial Radio	61.8	61.4	0.4		50.3	48.8	1.5		59.3	55.9	3.4		54.3	52.3	2.0		32.6	31.1	1.5		14.2	14.0	0.2		70.6	67.1	3.5	

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 the following Regional dates in S2 2019: Jun 24 - Nov 10 2018 and in S3 2019: Sep 2 - Nov 10 2018.



DUNEDIN COMMERCIAL RADIO - SURVEY 3 2019

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

Survey Comparisons: 2/2019 - 3/2019

This Survey Period: Sun Sep 2 to Sat Nov 10 2018 & Sun Jan 20 to Sat Jun 8 & Sun Jun 16 to Sat Aug 24 2019

Last Survey Period: Sun Jun 24 to Sat Nov 10 2018 & Sun Jan 20 to Sat Jun 8 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	6:38	6:00	0:37	5:13	3:28	1:44	3:26	5:07	-1:40	6:56	5:18	1:37	6:21	5:26	0:55	6:53	6:53	-0:00	9:13	8:48	0:24	6:21	6:27	-0:06
Coast	9:55	11:20	-1:24	3:16	2:18	0:58	3:15	5:29	-2:14	11:10	11:31	-0:20	7:51	9:00	-1:08	5:42	8:50	-3:07	9:15	11:33	-2:17	10:51	8:59	1:52
Edge	5:07	5:18	-0:11	2:38	2:41	-0:03	4:31	4:00	0:30	4:27	3:47	0:39	4:41	5:12	-0:31	10:49	15:07	-4:17	13:39	16:39	-2:59	5:32	5:25	0:07
Flava	5:28	6:28	-1:00	2:23	1:57	0:26	6:58	7:32	-0:34	4:35	5:26	-0:51	4:19	5:11	-0:52	2:47	4:14	-1:26	3:15	3:15	0:00	5:31	6:23	-0:52
Life FM	2:19	7:37	-5:17	2:15	27:45	-25:30	2:50	11:00	-8:10	2:58	11:09	-8:10	2:49	9:43	-6:54	2:15	3:44	-1:29	1:44	0:47	0:56	1:32	2:10	-0:38
Magic Music & Talk*	14:19	10:55	3:23	5:22	4:46	0:36	0:41	4:42	-4:00	3:55	4:40	-0:44	13:14	8:48	4:25	13:45	10:59	2:45	13:55	12:52	1:03	6:18	6:24	-0:05
More FM	8:17	7:51	0:26	8:11	5:43	2:27	5:03	4:24	0:38	10:51	8:45	2:05	8:46	8:44	0:02	9:04	9:26	-0:22	11:16	10:43	0:33	9:26	10:03	-0:37
Newstalk ZB	15:46	15:24	0:22	1:30	1:30	0:00	0:50	1:04	-0:13	2:12	2:01	0:10	8:34	6:06	2:28	11:59	12:26	-0:26	16:34	16:10	0:23	9:26	10:14	-0:48
Radio Dunedin	16:47	13:49	2:58	0:45	*	*	1:15	1:15	0:00	*	*	*	3:08	5:35	-2:26	8:06	10:09	-2:03	21:55	14:51	7:04	15:16	21:21	-6:04
Radio Hauraki	4:40	3:37	1:02	*	1:32	*	2:50	3:05	-0:14	5:07	6:26	-1:19	4:41	5:43	-1:02	6:37	3:35	3:01	9:19	1:57	7:22	2:56	5:52	-2:55
Radio Sport	8:14	8:06	0:08	3:15	3:15	0:00	2:46	2:00	0:46	6:02	8:05	-2:02	8:36	9:02	-0:26	9:38	9:52	-0:14	8:57	9:52	-0:54	5:54	5:05	0:49
Rhema	4:22	2:58	1:23	*	*	*	0:25	1:40	-1:15	0:24	*	*	6:07	9:30	-3:22	5:42	3:50	1:52	2:17	2:15	0:01	2:08	*	*
Rock	7:21	7:32	-0:10	4:13	4:15	-0:02	6:38	8:38	-1:59	7:52	8:48	-0:56	7:48	8:00	-0:11	9:48	9:50	-0:01	13:12	17:00	-3:48	5:16	6:27	-1:10
Star	5:12	2:43	2:28	*	*	*	10:30	10:30	0:00	10:30	10:30	0:00	3:52	3:36	0:16	0:15	0:15	0:00	5:32	3:06	2:26	10:30	10:30	0:00
Tahu FM	1:22	1:01	0:20	*	*	*	0:30	0:30	0:00	0:30	0:30	0:00	0:30	0:30	0:00	1:26	1:23	0:02	1:26	1:23	0:02	*	*	*
The Hits	6:44	7:21	-0:36	6:03	6:10	-0:06	5:57	6:48	-0:50	7:08	7:16	-0:08	7:05	7:15	-0:09	7:46	7:08	0:37	8:02	9:03	-1:00	8:17	7:15	1:02
The Sound	11:02	11:15	-0:12	5:56	3:38	2:17	11:02	12:29	-1:27	6:39	8:47	-2:08	8:46	9:18	-0:31	12:21	11:49	0:32	13:51	13:25	0:26	8:30	12:00	-3:29
ZM	7:27	7:05	0:21	9:20	11:37	-2:16	6:27	5:43	0:43	7:26	7:38	-0:11	8:20	8:04	0:16	10:09	7:36	2:33	1:56	2:12	-0:15	9:10	8:41	0:28
Others	4:30	5:27	-0:57	13:14	13:17	-0:03	3:06	4:05	-0:59	3:52	2:33	1:18	3:51	3:13	0:38	3:09	6:54	-3:45	5:41	7:46	-2:05	4:09	3:43	0:25
MediaWorks Combo	12:32	11:41	0:50	5:53	6:08	-0:15	7:14	8:02	-0:47	10:12	9:30	0:42	11:00	10:30	0:29	15:06	14:46	0:19	19:46	17:33	2:12	10:15	11:04	-0:49
NZME Combo	10:13	10:46	-0:33	7:08	7:55	-0:46	7:24	7:55	-0:30	8:02	9:01	-0:58	8:38	9:04	-0:26	10:30	10:23	0:07	13:34	13:27	0:06	10:06	9:27	0:39
All Commercial Radio	16:06	15:40	0:26	8:59	9:29	-0:29	10:51	11:49	-0:57	12:44	13:15	-0:30	13:56	13:51	0:04	18:27	17:54	0:33	23:14	21:35	1:39	15:03	15:01	0:01
Potential (000)	112.9	112.9	0.0	11.4	10.9	0.5	38.7	39.2	-0.5	29.7	29.7	0.0	44.7	44.7	0.0	30.1	30.1	0.0	25.9	25.9	0.0	16.3	16.6	-0.3
Sample	823	853	-30	75	56	19	264	309	-45	250	233	17	353	339	14	222	230	-8	219	223	-4	138	135	3

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 the following Regional dates in S2 2019: Jun 24 - Nov 10 2018 and in S3 2019: Sep 2 - Nov 10 2018.



DUNEDIN COMMERCIAL RADIO - SURVEY 3 2019

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

Survey Comparisons: 2/2019 - 3/2019

This Survey Period: Sun Sep 2 to Sat Nov 10 2018 & Sun Jan 20 to Sat Jun 8 & Sun Jun 16 to Sat Aug 24 2019

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

	This	Last	+/-
Potential (000)	112.9	112.9	0.0
Sample Size	823	853	-30

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

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 the following Regional dates in S2 2019: Jun 24 - Nov 10 2018 and in S3 2019: Sep 2 - Nov 10 2018.