



DUNEDIN COMMERCIAL RADIO - SURVEY 4 2019

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

Survey Comparisons: 3/2019 - 4/2019

This Survey Period: Sun Jan 20 to Sat Jun 8 & Sun Jun 16 to Sat Nov 2 2019

Last 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

	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	5.7	6.1	-0.4	10	3.0	5.3	-2.3		2.7	4.1	-1.4		6.4	8.9	-2.5		5.4	7.1	-1.7		7.0	6.7	0.3		8.9	8.1	0.8		4.8	7.3	-2.5	
Coast	2.4	3.7	-1.3	14	1.5	1.4	0.1		0.6	0.6	0.0		1.0	2.7	-1.7		1.0	2.8	-1.8		1.9	2.5	-0.6		3.9	3.4	0.5		0.8	3.4	-2.6	
Edge	6.6	6.6	0.0	7	6.5	8.8	-2.3		19.0	15.9	3.1		10.1	9.1	1.0		6.9	6.7	0.2		3.2	5.3	-2.1		1.9	3.6	-1.7		12.3	10.9	1.4	
Flava	3.5	3.7	-0.2	12	5.3	4.5	0.8		11.6	14.0	-2.4		6.9	5.8	1.1		4.2	3.8	0.4		0.5	0.5	0.0		0.1	0.1	0.0		3.3	4.0	-0.7	
Life FM	0.4	0.4	0.0	16	0.2	0.2	0.0		1.2	1.2	0.0		1.0	1.0	0.0		0.8	0.8	0.0		0.3	0.3	0.0		0.2	0.1	0.1		0.3	0.5	-0.2	
Magic Music & Talk*	9.3	8.9	0.4	5	3.5	4.2	-0.7		0.1	0.1	0.0		2.7	1.5	1.2		10.2	6.8	3.4		16.1	11.1	5.0		13.0	11.5	1.5		6.3	4.0	2.3	
More FM	7.1	7.3	-0.2	6	2.7	5.6	-2.9		8.9	7.5	1.4		10.3	11.2	-0.9		7.8	10.1	-2.3		7.7	9.6	-1.9		7.9	6.8	1.1		8.6	10.8	-2.2	
Newstalk ZB	10.3	11.5	-1.2	2	0.3	0.3	0.0		0.1	0.1	0.0		0.7	0.5	0.2		4.7	4.0	0.7		9.5	9.7	-0.2		16.2	16.2	0.0		5.7	5.3	0.4	
Radio Dunedin	9.9	9.7	0.2	3	0.3	0.3	0.0		*	0.1	*		*	*	*		0.8	1.0	-0.2		6.1	5.1	1.0		16.6	17.8	-1.2		0.6	5.9	-5.3	
Radio Hauraki	2.5	2.2	0.3	13	*	*	*		2.4	3.0	-0.6		4.1	4.7	-0.6		3.3	3.3	0.0		3.5	2.2	1.3		3.0	2.1	0.9		0.4	1.9	-1.5	
Radio Sport	4.2	3.0	1.2	11	*	0.2	*		0.3	0.4	-0.1		5.4	1.2	4.2		6.4	3.4	3.0		5.8	6.1	-0.3		3.5	4.2	-0.7		6.6	1.8	4.8	
Rhema	0.7	0.5	0.2	15	*	*	*		0.2	*	*		0.2	*	*		1.3	1.1	0.2		1.6	1.3	0.3		0.5	0.2	0.3		0.8	0.4	0.4	
Rock	6.5	7.4	-0.9	8	15.6	10.3	5.3		10.4	11.1	-0.7		15.2	17.6	-2.4		11.3	14.4	-3.1		5.5	8.2	-2.7		3.0	4.1	-1.1		3.9	7.7	-3.8	
Star	0.3	0.3	0.0	17	*	*	*		0.1	0.2	-0.1		0.1	0.2	-0.1		0.1	0.1	0.0		*	*	*		0.7	0.7	0.0		0.2	0.3	-0.1	
Tahu FM	0.1	0.1	0.0	18	*	*	*		*	*	*		0.4	*	*		0.2	*	*		0.1	0.1	0.0		0.1	0.1	0.0		*	*	*	
The Hits	9.6	10.1	-0.5	4	34.6	33.4	1.2		12.3	13.5	-1.2		11.9	13.1	-1.2		11.6	13.3	-1.7		8.9	10.7	-1.8		4.2	5.4	-1.2		17.6	16.9	0.7	
The Sound	10.9	10.1	0.8	1	5.1	5.1	0.0		7.9	9.4	-1.5		6.6	7.6	-1.0		11.0	10.5	0.5		17.7	17.4	0.3		13.4	13.0	0.4		3.8	4.8	-1.0	
ZM	6.4	6.2	0.2	9	17.6	16.2	1.4		13.8	15.9	-2.1		14.2	12.2	2.0		10.9	8.7	2.2		3.2	1.8	1.4		0.3	0.2	0.1		12.3	11.8	0.5	
Others	3.5	2.3	1.2		3.8	4.2	-0.4		8.3	3.0	5.3		2.6	2.5	0.1		2.0	2.0	0.0		1.6	1.5	0.1		2.7	2.3	0.4		11.6	2.5	9.1	
MediaWorks Combo	56.1	56.3	-0.2		36.7	39.6	-2.9		49.6	48.8	0.8		52.1	56.6	-4.5		53.9	56.9	-3.0		63.2	63.3	-0.1		64.7	64.9	-0.2		40.5	51.7	-11.2	
NZME Combo	39.1	40.5	-1.4		60.7	57.5	3.2		41.2	47.4	-6.2		44.3	40.3	4.0		42.1	39.4	2.7		33.3	33.6	-0.3		31.3	31.8	-0.5		46.8	45.0	1.8	
Potential (000)	112.9	112.9	0.0		11.4	11.4	0.0		38.7	38.7	0.0		29.7	29.7	0.0		44.7	44.7	0.0		30.1	30.1	0.0		25.9	25.9	0.0		15.9	16.3	-0.4	
Sample	811	823	-12		78	75	3		250	264	-14		252	250	2		343	353	-10		216	222	-6		234	219	15		126	138	-12	

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 S3 2019: Sep 2 - Nov 10 2018.



DUNEDIN COMMERCIAL RADIO - SURVEY 4 2019

Station Share (%) by Daypart, People 10+
Survey Comparisons: 3/2019 - 4/2019

This Survey Period: Sun Jan 20 to Sat Jun 8 & Sun Jun 16 to Sat Nov 2 2019

Last 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

	This	Last	+/-
Potential (000)	112.9	112.9	0.0
Sample Size	811	823	-12

	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	5.5	6.3	-0.8	10	6.4	6.5	-0.1		8.0	8.4	-0.4		6.6	6.3	0.3		2.6	4.4	-1.8		2.0	1.8	0.2		4.3	4.8	-0.5	
Coast	1.9	3.6	-1.7	14	4.0	4.6	-0.6		3.5	4.9	-1.4		1.5	3.4	-1.9		0.9	1.5	-0.6		1.4	2.1	-0.7		2.1	3.5	-1.4	
Edge	6.2	6.1	0.1	8	5.2	5.6	-0.4		5.7	6.7	-1.0		7.8	8.2	-0.4		7.7	6.2	1.5		9.7	7.2	2.5		7.5	7.0	0.5	
Flava	2.2	2.2	0.0	12	1.7	2.2	-0.5		4.2	4.0	0.2		5.9	5.3	0.6		5.5	6.2	-0.7		1.7	5.7	-4.0		3.8	3.8	0.0	
Life FM	0.4	0.4	0.0	17	0.4	0.4	0.0		0.1	0.1	0.0		0.6	0.6	0.0		0.7	0.5	0.2		0.6	0.4	0.2		0.6	0.5	0.1	
Magic Music & Talk*	9.5	6.8	2.7	4	12.5	11.4	1.1		8.2	7.7	0.5		7.8	6.2	1.6		8.8	12.5	-3.7		23.4	21.8	1.6		6.9	7.8	-0.9	
More FM	6.1	5.8	0.3	9	9.6	9.4	0.2		8.3	9.4	-1.1		7.5	9.1	-1.6		6.0	5.0	1.0		6.4	3.8	2.6		5.2	5.9	-0.7	
Newstalk ZB	13.3	15.4	-2.1	1	6.0	7.3	-1.3		5.9	5.5	0.4		7.0	6.4	0.6		21.3	23.0	-1.7		22.3	24.7	-2.4		11.3	12.8	-1.5	
Radio Dunedin	11.6	11.0	0.6	3	9.7	10.4	-0.7		7.3	6.8	0.5		7.7	5.8	1.9		11.3	9.6	1.7		4.0	5.1	-1.1		12.4	12.9	-0.5	
Radio Hauraki	2.0	2.3	-0.3	13	2.6	1.9	0.7		2.6	1.4	1.2		2.4	2.0	0.4		1.2	1.4	-0.2		7.4	7.4	0.0		2.4	2.4	0.0	
Radio Sport	3.2	2.3	0.9	11	3.8	2.1	1.7		3.3	2.7	0.6		5.6	4.7	0.9		6.1	4.6	1.5		3.5	2.0	1.5		5.1	3.4	1.7	
Rhema	0.6	0.4	0.2	15	0.3	0.2	0.1		0.3	0.3	0.0		1.7	0.8	0.9		0.2	0.5	-0.3		0.1	0.1	0.0		1.0	0.8	0.2	
Rock	6.4	7.3	-0.9	7	6.0	7.7	-1.7		8.3	9.2	-0.9		9.3	10.8	-1.5		6.8	5.9	0.9		2.6	1.4	1.2		4.4	5.9	-1.5	
Star	0.5	0.5	0.0	16	0.6	0.7	-0.1		0.2	0.2	0.0		0.1	0.1	0.0		*	*	*		*	*	*		0.2	0.2	0.0	
Tahu FM	*	*	*	*	0.1	0.1	0.0		0.1	*	*		0.1	*	*		0.4	0.3	0.1		0.2	*	*		0.2	0.1	0.1	
The Hits	12.6	14.3	-1.7	2	8.7	10.5	-1.8		10.4	10.1	0.3		6.5	9.5	-3.0		7.0	6.5	0.5		1.7	4.3	-2.6		10.3	9.0	1.3	
The Sound	8.0	8.3	-0.3	5	12.9	11.3	1.6		14.0	13.6	0.4		11.8	11.0	0.8		3.6	3.1	0.5		4.3	5.2	-0.9		11.7	10.4	1.3	
ZM	7.5	5.3	2.2	6	5.8	6.8	-1.0		5.7	7.2	-1.5		7.8	7.9	-0.1		6.9	6.1	0.8		1.6	0.9	0.7		6.4	5.6	0.8	
Others	2.5	1.7	0.8		3.6	1.0	2.6		3.8	1.8	2.0		2.4	1.8	0.6		3.1	2.8	0.3		7.1	6.2	0.9		4.2	3.4	0.8	
MediaWorks Combo	53.3	51.8	1.5		62.4	62.3	0.1		60.1	62.1	-2.0		58.7	57.5	1.2		46.9	46.9	0.0		52.3	46.3	6.0		52.4	54.8	-2.4	
NZME Combo	42.9	45.5	-2.6		32.6	35.4	-2.8		35.7	35.9	-0.2		36.7	39.3	-2.6		48.9	49.2	-0.3		40.8	48.1	-7.3		41.5	40.4	1.1	

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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	10.3	12.7	-2.4	7	0.3	0.7	-0.4	3.1	3.5	-0.4	2.7	3.7	-1.0	4.3	5.4	-1.1	3.7	4.5	-0.8	3.7	4.4	-0.7	1.9	2.4	-0.5
Coast	5.1	5.2	-0.1	13	0.3	0.3	0.0	0.7	0.5	0.2	0.8	0.7	0.1	1.5	1.8	-0.3	1.6	2.0	-0.4	1.9	1.8	0.1	0.5	0.7	-0.2
Edge	17.1	17.9	-0.8	2	1.8	2.4	-0.6	11.0	10.5	0.5	5.6	5.9	-0.3	6.7	7.0	-0.3	1.8	2.3	-0.5	0.8	1.3	-0.5	3.8	4.2	-0.4
Flava	9.5	9.4	0.1	9	1.4	1.4	0.0	5.5	6.0	-0.5	4.0	3.6	0.4	4.6	4.2	0.4	0.8	0.8	0.0	0.3	0.2	0.1	1.5	1.5	0.0
Life FM	2.3	2.4	-0.1	15	0.1	0.1	0.0	1.1	1.2	-0.1	0.8	0.9	-0.1	1.1	1.3	-0.2	0.6	0.6	0.0	0.6	0.4	0.2	0.4	0.6	-0.2
Magic Music & Talk*	8.7	8.6	0.1	10	0.8	0.6	0.2	0.2	0.5	-0.3	1.2	1.1	0.1	3.0	2.5	0.5	4.4	3.7	0.7	4.4	4.2	0.2	1.4	1.3	0.1
More FM	10.8	12.2	-1.4	6	0.4	0.5	-0.1	3.9	4.4	-0.5	2.9	3.0	-0.1	5.6	5.6	0.0	4.2	4.9	-0.7	2.4	3.0	-0.6	2.2	2.5	-0.3
Newstalk ZB	9.6	10.0	-0.4	8	0.1	0.1	0.0	0.3	0.3	0.0	0.7	0.7	0.0	2.2	2.2	0.0	3.9	3.7	0.2	4.9	4.9	0.0	1.4	1.2	0.2
Radio Dunedin	8.2	7.9	0.3	11	0.2	0.3	-0.1	0.1	0.1	0.0	0.1	*	*	1.7	1.5	0.2	3.4	2.9	0.5	3.8	4.1	-0.3	0.5	0.8	-0.3
Radio Hauraki	4.9	6.4	-1.5	14	*	*	*	1.9	3.1	-1.2	2.0	2.7	-0.7	2.6	3.4	-0.8	1.7	1.6	0.1	1.4	1.2	0.2	0.7	1.4	-0.7
Radio Sport	5.9	5.1	0.8	12	*	0.1	*	0.3	0.4	-0.1	1.3	0.6	0.7	3.0	1.9	1.1	3.0	2.9	0.1	2.1	2.4	-0.3	1.1	0.6	0.5
Rhema	1.8	1.5	0.3	16	*	*	*	0.2	0.2	0.0	0.2	0.1	0.1	1.1	0.9	0.2	1.2	1.0	0.2	0.6	0.4	0.2	0.6	0.4	0.2
Rock	12.1	14.0	-1.9	4	1.7	1.8	-0.1	5.0	5.0	0.0	5.6	6.4	-0.8	7.3	8.9	-1.6	2.7	3.9	-1.2	1.3	1.6	-0.3	2.0	3.1	-1.1
Star	0.7	0.8	-0.1	17	*	*	*	*	0.1	*	*	0.1	*	0.2	0.2	0.0	0.1	0.1	0.0	0.5	0.6	-0.1	*	0.1	*
Tahu FM	0.7	0.6	0.1	17	*	*	*	0.3	0.2	0.1	0.3	0.2	0.1	0.3	0.2	0.1	0.3	0.4	-0.1	0.3	0.4	-0.1	*	*	*
The Hits	20.6	20.7	-0.1	1	3.9	4.0	-0.1	6.6	6.7	-0.1	4.8	5.3	-0.5	8.8	9.1	-0.3	7.1	6.4	0.7	3.4	3.4	0.0	4.1	4.3	-0.2
The Sound	12.1	12.7	-0.6	4	0.6	0.6	0.0	2.1	2.5	-0.4	2.8	3.3	-0.5	5.8	5.8	0.0	6.3	6.5	-0.2	4.2	4.7	-0.5	1.3	1.2	0.1
ZM	13.9	11.5	2.4	3	1.8	1.3	0.5	8.6	7.3	1.3	5.9	4.7	1.2	6.6	5.1	1.5	1.4	0.8	0.6	0.7	0.5	0.2	2.9	2.7	0.2
Others	6.1	7.0	-0.9		0.2	0.2	0.0	2.5	2.9	-0.4	1.9	1.9	0.0	2.4	2.5	-0.1	1.9	2.2	-0.3	1.9	2.1	-0.2	1.5	1.3	0.2
MediaWorks Combo	60.8	62.1	-1.3		4.5	4.9	-0.4	19.8	20.1	-0.3	15.5	15.9	-0.4	25.2	25.0	0.2	19.2	19.4	-0.2	15.8	16.5	-0.7	9.7	10.7	-1.0
NZME Combo	55.4	54.8	0.6		6.3	5.9	0.4	18.9	19.1	-0.2	15.2	14.4	0.8	23.2	22.1	1.1	15.4	14.8	0.6	11.9	11.8	0.1	9.3	9.5	-0.2
All Commercial Radio	85.3	85.9	-0.6		8.3	8.1	0.2	27.1	27.4	-0.3	22.2	22.5	-0.3	35.6	34.8	0.8	26.0	25.1	0.9	20.8	21.6	-0.8	13.7	14.2	-0.5
Potential (000)	112.9	112.9	0.0		11.4	11.4	0.0	38.7	38.7	0.0	29.7	29.7	0.0	44.7	44.7	0.0	30.1	30.1	0.0	25.9	25.9	0.0	15.9	16.3	-0.4
Sample	811	823	-12		78	75	3	250	264	-14	252	250	2	343	353	-10	216	222	-6	234	219	15	126	138	-12

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

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

	This	Last	+/-
Potential (000)	112.9	112.9	0.0
Sample Size	811	823	-12

	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	5.2	6.3	-1.1	10	5.3	6.2	-0.9	6.2	7.2	-1.0	5.2	5.3	-0.1	1.7	2.7	-1.0	1.1	1.2	-0.1	5.0	5.6	-0.6
Coast	1.7	2.2	-0.5	14	2.7	3.2	-0.5	2.9	3.7	-0.8	2.0	2.8	-0.8	0.8	1.0	-0.2	0.4	0.6	-0.2	3.5	3.6	-0.1
Edge	6.7	6.5	0.2	5	6.7	7.4	-0.7	8.8	9.1	-0.3	6.7	7.4	-0.7	3.8	3.9	-0.1	2.0	1.8	0.2	10.4	10.9	-0.5
Flava	3.8	4.4	-0.6	11	2.5	3.2	-0.7	4.6	4.9	-0.3	5.2	5.2	0.0	3.4	3.6	-0.2	0.6	0.5	0.1	6.5	6.1	0.4
Life FM	0.9	0.9	0.0	16	0.8	0.8	0.0	0.3	0.3	0.0	0.7	0.9	-0.2	0.6	0.6	0.0	0.4	0.3	0.1	1.3	1.2	0.1
Magic Music & Talk*	6.1	5.5	0.6	6	3.7	3.7	0.0	4.7	4.7	0.0	4.8	3.9	0.9	1.7	2.7	-1.0	2.4	2.0	0.4	4.7	5.7	-1.0
More FM	5.8	6.2	-0.4	8	5.8	6.6	-0.8	5.0	6.2	-1.2	5.1	5.6	-0.5	2.5	2.3	0.2	1.2	1.1	0.1	6.2	6.6	-0.4
Newstalk ZB	7.3	7.1	0.2	3	4.4	4.9	-0.5	4.2	4.5	-0.3	4.0	3.5	0.5	4.0	4.5	-0.5	3.0	3.5	-0.5	7.4	7.6	-0.2
Radio Dunedin	5.9	5.0	0.9	7	3.8	4.3	-0.5	3.9	3.8	0.1	3.2	3.1	0.1	2.8	1.9	0.9	0.6	0.9	-0.3	6.6	6.5	0.1
Radio Hauraki	2.4	2.8	-0.4	13	2.1	2.2	-0.1	3.0	3.0	0.0	3.0	2.8	0.2	0.7	1.1	-0.4	0.5	0.6	-0.1	3.0	3.4	-0.4
Radio Sport	2.9	2.0	0.9	12	1.8	1.2	0.6	2.6	2.2	0.4	2.8	2.3	0.5	1.9	1.5	0.4	0.8	0.4	0.4	4.7	3.9	0.8
Rhema	1.0	0.7	0.3	15	0.4	0.3	0.1	0.2	0.2	0.0	0.8	0.2	0.6	0.3	0.4	-0.1	0.1	0.1	0.0	1.3	1.3	0.0
Rock	6.9	8.9	-2.0	4	4.1	5.2	-1.1	5.8	6.8	-1.0	6.8	7.7	-0.9	2.7	2.8	-0.1	0.5	0.8	-0.3	6.7	7.8	-1.1
Star	0.4	0.4	0.0	17	0.6	0.7	-0.1	0.4	0.3	0.1	0.1	0.1	0.0	*	0.1	*	*	*	*	0.3	0.3	0.0
Tahu FM	*	*	*	*	0.4	0.4	0.0	0.1	*	*	0.2	0.2	0.0	0.4	0.4	0.0	0.1	*	*	0.3	0.1	0.2
The Hits	12.1	12.5	-0.4	1	7.9	8.7	-0.8	9.9	10.2	-0.3	7.8	9.2	-1.4	4.7	5.1	-0.4	0.7	1.2	-0.5	14.3	13.2	1.1
The Sound	5.7	6.2	-0.5	9	5.9	5.7	0.2	7.4	8.0	-0.6	6.0	6.3	-0.3	1.4	1.6	-0.2	0.8	1.5	-0.7	7.6	7.8	-0.2
ZM	7.4	6.0	1.4	2	4.2	4.4	-0.2	7.4	7.1	0.3	8.5	6.9	1.6	3.4	3.3	0.1	1.2	0.8	0.4	8.3	7.1	1.2
Others	2.3	2.0	0.3		1.8	1.5	0.3	2.6	2.4	0.2	2.0	2.1	-0.1	2.0	2.1	-0.1	0.3	0.3	0.0	3.9	4.3	-0.4
MediaWorks Combo	37.3	38.4	-1.1		31.4	33.8	-2.4	35.9	37.7	-1.8	32.7	33.9	-1.2	15.4	16.5	-1.1	7.7	7.9	-0.2	41.6	43.2	-1.6
NZME Combo	33.4	33.2	0.2		23.0	24.7	-1.7	31.1	32.3	-1.2	30.1	29.5	0.6	17.0	18.4	-1.4	6.7	7.8	-1.1	41.2	40.0	1.2
All Commercial Radio	60.4	61.8	-1.4		47.0	50.3	-3.3	58.0	59.3	-1.3	54.5	54.3	0.2	29.6	32.6	-3.0	13.3	14.2	-0.9	69.8	70.6	-0.8

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 S3 2019: Sep 2 - Nov 10 2018.



DUNEDIN COMMERCIAL RADIO - SURVEY 4 2019

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

Survey Comparisons: 3/2019 - 4/2019

This Survey Period: Sun Jan 20 to Sat Jun 8 & Sun Jun 16 to Sat Nov 2 2019

Last 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

	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	7:10	6:38	0:32	8:22	5:13	3:08	2:38	3:26	-0:48	6:02	6:56	-0:53	5:54	6:21	-0:27	8:56	6:53	2:03	11:27	9:13	2:14	4:28	6:21	-1:52
Coast	6:13	9:55	-3:41	3:14	3:16	-0:02	2:27	3:15	-0:47	3:13	11:10	-7:57	3:12	7:51	-4:39	5:37	5:42	-0:04	9:35	9:15	0:20	3:00	10:51	-7:51
Edge	5:04	5:07	-0:03	2:28	2:38	-0:09	5:12	4:31	0:40	4:37	4:27	0:10	4:46	4:41	0:04	8:26	10:49	-2:23	12:05	13:39	-1:34	5:52	5:32	0:19
Flava	4:49	5:28	-0:39	2:36	2:23	0:12	6:23	6:58	-0:34	4:30	4:35	-0:04	4:14	4:19	-0:04	2:44	2:47	-0:02	2:10	3:15	-1:04	3:59	5:31	-1:32
Life FM	2:29	2:19	0:09	2:15	2:15	0:00	3:12	2:50	0:22	3:11	2:58	0:12	3:14	2:49	0:25	2:26	2:15	0:11	1:23	1:44	-0:20	1:33	1:32	0:00
Magic Music & Talk*	14:00	14:19	-0:18	3:10	5:22	-2:12	0:59	0:41	0:18	5:43	3:55	1:48	15:52	13:14	2:38	17:22	13:45	3:36	14:18	13:55	0:22	8:03	6:18	1:45
More FM	8:32	8:17	0:15	5:06	8:11	-3:05	6:56	5:03	1:52	9:04	10:51	-1:46	6:35	8:46	-2:10	8:33	9:04	-0:31	16:02	11:16	4:46	6:56	9:26	-2:30
Newstalk ZB	14:02	15:46	-1:44	1:30	1:30	0:00	1:08	0:50	0:17	2:26	2:12	0:13	9:48	8:34	1:13	11:34	11:59	-0:25	15:48	16:34	-0:46	7:11	9:26	-2:14
Radio Dunedin	15:44	16:47	-1:02	0:45	0:45	0:00	1:30	1:15	0:15	1:30	*	*	2:16	3:08	-0:52	8:24	8:06	0:18	20:45	21:55	-1:10	2:03	15:16	-13:13
Radio Hauraki	6:35	4:40	1:55	*	*	*	3:43	2:50	0:52	5:23	5:07	0:16	6:03	4:41	1:21	9:53	6:37	3:15	10:12	9:19	0:52	1:06	2:56	-1:50
Radio Sport	9:20	8:14	1:05	*	3:15	*	2:47	2:46	0:01	10:35	6:02	4:32	9:55	8:36	1:19	9:10	9:38	-0:28	8:06	8:57	-0:50	11:14	5:54	5:19
Rhema	4:39	4:22	0:17	*	*	*	3:05	0:25	2:39	2:24	0:24	1:59	5:32	6:07	-0:35	6:27	5:42	0:44	3:35	2:17	1:17	2:19	2:08	0:10
Rock	6:57	7:21	-0:24	6:21	4:13	2:07	6:12	6:38	-0:25	7:03	7:52	-0:49	7:16	7:48	-0:32	9:32	9:48	-0:15	11:24	13:12	-1:47	3:24	5:16	-1:52
Star	5:17	5:12	0:05	*	*	*	10:30	10:30	0:00	10:30	10:30	0:00	2:19	3:52	-1:33	0:15	0:15	0:00	6:12	5:32	0:39	10:30	10:30	0:00
Tahu FM	2:28	1:22	1:06	*	*	*	0:30	0:30	0:00	3:24	0:30	2:54	3:24	0:30	2:54	1:25	1:26	-0:00	1:25	1:26	-0:00	*	*	0:00
The Hits	6:03	6:44	-0:41	6:06	6:03	0:02	5:34	5:57	-0:22	6:28	7:08	-0:39	6:09	7:05	-0:56	5:56	7:46	-1:49	5:59	8:02	-2:02	7:44	8:17	-0:33
The Sound	11:42	11:02	0:40	5:41	5:56	-0:14	11:18	11:02	0:16	6:02	6:39	-0:36	8:48	8:46	0:01	13:14	12:21	0:52	15:18	13:51	1:27	5:16	8:30	-3:13
ZM	5:59	7:27	-1:27	6:43	9:20	-2:36	4:50	6:27	-1:36	6:13	7:26	-1:12	7:38	8:20	-0:41	10:49	10:09	0:40	1:46	1:56	-0:10	7:35	9:10	-1:34
Others	7:32	4:30	3:01	12:09	13:14	-1:05	9:53	3:06	6:47	3:30	3:52	-0:22	3:52	3:51	0:00	3:51	3:09	0:42	6:35	5:41	0:54	14:04	4:09	9:55
MediaWorks Combo	12:01	12:32	-0:30	5:40	5:53	-0:12	7:30	7:14	0:16	8:40	10:12	-1:32	9:59	11:00	-1:00	15:34	15:06	0:28	19:35	19:46	-0:10	7:28	10:15	-2:47
NZME Combo	9:12	10:13	-1:00	6:41	7:08	-0:27	6:33	7:24	-0:51	7:32	8:02	-0:30	8:28	8:38	-0:09	10:14	10:30	-0:15	12:37	13:34	-0:57	8:59	10:06	-1:07
All Commercial Radio	15:17	16:06	-0:48	8:23	8:59	-0:36	11:06	10:51	0:14	11:36	12:44	-1:08	13:07	13:56	-0:48	18:13	18:27	-0:13	23:02	23:14	-0:12	13:05	15:03	-1:57
Potential (000)	112.9	112.9	0.0	11.4	11.4	0.0	38.7	38.7	0.0	29.7	29.7	0.0	44.7	44.7	0.0	30.1	30.1	0.0	25.9	25.9	0.0	15.9	16.3	-0.4
Sample	811	823	-12	78	75	3	250	264	-14	252	250	2	343	353	-10	216	222	-6	234	219	15	126	138	-12

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 S3 2019: Sep 2 - Nov 10 2018.



DUNEDIN COMMERCIAL RADIO - SURVEY 4 2019

Average Time Spent Listening (hh:mm) by Daypart, People 10+
Survey Comparisons: 3/2019 - 4/2019

This Survey Period: Sun Jan 20 to Sat Jun 8 & Sun Jun 16 to Sat Nov 2 2019

Last 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

	This	Last	+/-
Potential (000)	112.9	112.9	0.0
Sample Size	811	823	-12

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

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 S3 2019: Sep 2 - Nov 10 2018.