

# DUNEDIN COMMERCIAL RADIO - SURVEY 1 2020

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

Survey Comparisons: 4/2019 - 1/2020

This Survey Period: Sun Mar 31 to Sat Jun 8 2019 & Sun Jun 16 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020

Last Survey Period: Sun Jan 20 to Sat Jun 8 & Sun Jun 16 to Sat Nov 2 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	5.7	0.4	10	3.2	3.0	0.2	6.0	2.7	3.3	7.4	6.4	1.0	6.0	5.4	0.6	6.3	7.0	-0.7	7.8	8.9	-1.1	5.2	4.8	0.4
Coast	2.3	2.4	-0.1	13	2.0	1.5	0.5	0.7	0.6	0.1	1.1	1.0	0.1	1.2	1.0	0.2	2.1	1.9	0.2	3.8	3.9	-0.1	0.8	0.8	0.0
Edge	7.4	6.6	0.8	8	12.1	6.5	5.6	15.4	19.0	-3.6	9.4	10.1	-0.7	7.6	6.9	0.7	4.7	3.2	1.5	3.1	1.9	1.2	12.3	12.3	0.0
Flava	2.9	3.5	-0.6	12	3.7	5.3	-1.6	7.3	11.6	-4.3	7.2	6.9	0.3	4.9	4.2	0.7	0.3	0.5	-0.2	*	0.1	*	2.9	3.3	-0.4
Life FM	0.4	0.4	0.0	16	0.2	0.2	0.0	1.3	1.2	0.1	0.8	1.0	-0.2	0.7	0.8	-0.1	0.2	0.3	-0.1	0.1	0.2	-0.1	0.2	0.3	-0.1
Magic	7.5	9.3	-1.8	7	2.8	3.5	-0.7	0.4	0.1	0.3	3.5	2.7	0.8	4.9	10.2	-5.3	10.8	16.1	-5.3	13.9	13.0	0.9	5.5	6.3	-0.8
More FM	7.9	7.1	0.8	5	3.1	2.7	0.4	9.6	8.9	0.7	13.0	10.3	2.7	11.9	7.8	4.1	8.8	7.7	1.1	7.5	7.9	-0.4	10.8	8.6	2.2
Newstalk ZB	10.2	10.3	-0.1	2	7.5	0.3	7.2	0.2	0.1	0.1	0.2	0.7	-0.5	2.5	4.7	-2.2	8.2	9.5	-1.3	16.3	16.2	0.1	3.8	5.7	-1.9
Radio Dunedin	9.9	9.9	0.0	3	0.2	0.3	-0.1	0.5	*	*	*	*	*	0.7	0.8	-0.1	6.5	6.1	0.4	16.0	16.6	-0.6	0.5	0.6	-0.1
Radio Hauraki	2.0	2.5	-0.5	14	0.1	*	*	2.0	2.4	-0.4	2.9	4.1	-1.2	2.4	3.3	-0.9	3.2	3.5	-0.3	2.9	3.0	-0.1	0.4	0.4	0.0
Radio Sport	4.0	4.2	-0.2	11	*	*	*	0.3	0.3	0.0	6.3	5.4	0.9	5.8	6.4	-0.6	5.5	5.8	-0.3	4.4	3.5	0.9	7.7	6.6	1.1
Rhema	0.7	0.7	0.0	15	*	*	*	0.2	0.2	0.0	0.3	0.2	0.1	1.3	1.3	0.0	2.0	1.6	0.4	0.9	0.5	0.4	1.0	0.8	0.2
Rock	9.6	6.5	3.1	4	11.5	15.6	-4.1	18.9	10.4	8.5	15.9	15.2	0.7	13.7	11.3	2.4	7.7	5.5	2.2	3.7	3.0	0.7	7.9	3.9	4.0
Star	0.2	0.3	-0.1	17	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0	*	*	*	0.6	0.7	-0.1	0.2	0.2	0.0
Tahu FM	0.2	0.1	0.1	17	*	*	*	0.2	*	*	0.4	0.4	0.0	0.3	0.2	0.1	*	0.1	*	*	0.1	*	*	*	*
The Hits	10.6	9.6	1.0	1	31.8	34.6	-2.8	12.3	12.3	0.0	9.4	11.9	-2.5	11.0	11.6	-0.6	12.5	8.9	3.6	7.1	4.2	2.9	15.4	17.6	-2.2
The Sound	6.5	10.9	-4.4	9	3.0	5.1	-2.1	2.1	7.9	-5.8	5.8	6.6	-0.8	9.4	11.0	-1.6	12.7	17.7	-5.0	8.3	13.4	-5.1	2.4	3.8	-1.4
ZM	7.6	6.4	1.2	6	15.4	17.6	-2.2	15.1	13.8	1.3	13.9	14.2	-0.3	13.5	10.9	2.6	5.5	3.2	2.3	0.3	0.3	0.0	11.7	12.3	-0.6
MediaWorks Combo	55.2	56.1	-0.9		36.1	36.7	-0.6	53.5	49.6	3.9	56.0	52.1	3.9	54.8	53.9	0.9	57.5	63.2	-5.7	60.1	64.7	-4.6	44.9	40.5	4.4
NZME Combo	39.7	39.1	0.6		61.3	60.7	0.6	38.0	41.2	-3.2	41.0	44.3	-3.3	41.4	42.1	-0.7	37.5	33.3	4.2	34.8	31.3	3.5	42.8	46.8	-4.0
Potential (000)	113.1	112.9	0.2		12.8	11.4	1.4	37.0	38.7	-1.7	29.5	29.7	-0.2	44.5	44.7	-0.2	30.1	30.1	0.0	26.1	25.9	0.2	17.3	15.9	1.4
Sample	817	811	6		87	78	9	228	250	-22	235	252	-17	336	343	-7	229	216	13	242	234	8	129	126	3

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 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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	This	Last	+/-
Potential (000)	113.1	112.9	0.2
Sample Size	817	811	6

	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	5.8	5.5	0.3	9	6.1	6.4	-0.3	7.3	8.0	-0.7	6.3	6.6	-0.3	2.3	2.6	-0.3	2.8	2.0	0.8	6.7	4.3	2.4
Coast	1.7	1.9	-0.2	13	3.5	4.0	-0.5	3.6	3.5	0.1	1.4	1.5	-0.1	0.9	0.9	0.0	1.4	1.4	0.0	1.9	2.1	-0.2
Edge	7.6	6.2	1.4	7	5.3	5.2	0.1	5.7	5.7	0.0	8.4	7.8	0.6	11.4	7.7	3.7	9.5	9.7	-0.2	8.2	7.5	0.7
Flava	1.8	2.2	-0.4	12	1.9	1.7	0.2	3.1	4.2	-1.1	4.9	5.9	-1.0	5.0	5.5	-0.5	1.9	1.7	0.2	2.8	3.8	-1.0
Life FM	0.4	0.4	0.0	17	0.5	0.4	0.1	0.2	0.1	0.1	0.4	0.6	-0.2	0.7	0.7	0.0	1.1	0.6	0.5	0.4	0.6	-0.2
Magic	7.2	9.5	-2.3	8	8.8	12.5	-3.7	5.1	8.2	-3.1	6.6	7.8	-1.2	7.6	8.8	-1.2	19.5	23.4	-3.9	7.2	6.9	0.3
More FM	8.4	6.1	2.3	6	9.4	9.6	-0.2	9.0	8.3	0.7	9.1	7.5	1.6	6.5	6.0	0.5	5.7	6.4	-0.7	5.9	5.2	0.7
Newstalk ZB	11.5	13.3	-1.8	2	8.6	6.0	2.6	5.8	5.9	-0.1	5.5	7.0	-1.5	20.6	21.3	-0.7	20.3	22.3	-2.0	11.9	11.3	0.6
Radio Dunedin	11.5	11.6	-0.1	2	10.1	9.7	0.4	7.5	7.3	0.2	7.2	7.7	-0.5	11.7	11.3	0.4	4.0	4.0	0.0	12.2	12.4	-0.2
Radio Hauraki	1.7	2.0	-0.3	13	2.2	2.6	-0.4	2.0	2.6	-0.6	1.9	2.4	-0.5	0.6	1.2	-0.6	5.9	7.4	-1.5	1.9	2.4	-0.5
Radio Sport	3.3	3.2	0.1	11	4.5	3.8	0.7	3.6	3.3	0.3	4.2	5.6	-1.4	3.5	6.1	-2.6	2.8	3.5	-0.7	4.8	5.1	-0.3
Rhema	0.8	0.6	0.2	15	0.3	0.3	0.0	0.3	0.3	0.0	1.9	1.7	0.2	0.3	0.2	0.1	0.1	0.1	0.0	1.1	1.0	0.1
Rock	9.1	6.4	2.7	4	9.2	6.0	3.2	13.0	8.3	4.7	14.3	9.3	5.0	9.6	6.8	2.8	4.2	2.6	1.6	6.0	4.4	1.6
Star	0.5	0.5	0.0	16	0.4	0.6	-0.2	0.1	0.2	-0.1	0.1	0.1	0.0	*	*	*	*	*	*	0.2	0.2	0.0
Tahu FM	*	*	*	*	*	0.1	*	0.2	0.1	0.1	0.1	0.1	0.0	*	0.4	*	1.7	0.2	1.5	0.2	0.2	0.0
The Hits	12.8	12.6	0.2	1	10.3	8.7	1.6	12.0	10.4	1.6	7.7	6.5	1.2	6.8	7.0	-0.2	2.2	1.7	0.5	11.5	10.3	1.2
The Sound	4.3	8.0	-3.7	10	9.0	12.9	-3.9	9.6	14.0	-4.4	8.1	11.8	-3.7	1.0	3.6	-2.6	0.3	4.3	-4.0	5.7	11.7	-6.0
ZM	9.1	7.5	1.6	4	6.4	5.8	0.6	7.9	5.7	2.2	9.9	7.8	2.1	8.8	6.9	1.9	1.9	1.6	0.3	6.6	6.4	0.2
MediaWorks Combo	53.9	53.3	0.6		58.1	62.4	-4.3	57.8	60.1	-2.3	60.2	58.7	1.5	50.1	46.9	3.2	46.0	52.3	-6.3	52.5	52.4	0.1
NZME Combo	42.2	42.9	-0.7		37.4	32.6	4.8	38.0	35.7	2.3	35.5	36.7	-1.2	46.2	48.9	-2.7	37.2	40.8	-3.6	41.4	41.5	-0.1

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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	10.9	10.3	0.6	6	0.5	0.3	0.2	4.8	3.1	1.7	2.9	2.7	0.2	3.9	4.3	-0.4	2.9	3.7	-0.8	3.2	3.7	-0.5	1.7	1.9	-0.2
Coast	5.4	5.1	0.3	13	1.1	0.3	0.8	0.8	0.7	0.1	0.8	0.8	0.0	1.2	1.5	-0.3	1.2	1.6	-0.4	2.0	1.9	0.1	0.6	0.5	0.1
Edge	18.8	17.1	1.7	2	2.5	1.8	0.7	10.7	11.0	-0.3	5.7	5.6	0.1	7.1	6.7	0.4	2.2	1.8	0.4	1.1	0.8	0.3	4.2	3.8	0.4
Flava	9.7	9.5	0.2	7	1.6	1.4	0.2	5.1	5.5	-0.4	4.3	4.0	0.3	4.8	4.6	0.2	0.6	0.8	-0.2	0.2	0.3	-0.1	1.5	1.5	0.0
Life FM	2.4	2.3	0.1	15	0.1	0.1	0.0	1.7	1.1	0.6	0.7	0.8	-0.1	1.0	1.1	-0.1	0.4	0.6	-0.2	0.4	0.6	-0.2	0.3	0.4	-0.1
Magic	9.6	8.7	0.9	9	0.9	0.8	0.1	0.7	0.2	0.5	1.6	1.2	0.4	2.8	3.0	-0.2	3.7	4.4	-0.7	4.9	4.4	0.5	1.6	1.4	0.2
More FM	11.9	10.8	1.1	5	0.7	0.4	0.3	4.0	3.9	0.1	3.4	2.9	0.5	6.1	5.6	0.5	4.5	4.2	0.3	2.8	2.4	0.4	2.5	2.2	0.3
Newstalk ZB	9.7	9.6	0.1	7	0.5	0.1	0.4	0.7	0.3	0.4	0.3	0.7	-0.4	1.1	2.2	-1.1	3.0	3.9	-0.9	5.1	4.9	0.2	1.0	1.4	-0.4
Radio Dunedin	8.6	8.2	0.4	11	0.3	0.2	0.1	0.5	0.1	0.4	0.1	0.1	0.0	1.4	1.7	-0.3	3.1	3.4	-0.3	3.8	3.8	0.0	0.5	0.5	0.0
Radio Hauraki	5.1	4.9	0.2	14	0.1	*	*	1.6	1.9	-0.3	2.6	2.0	0.6	3.1	2.6	0.5	1.7	1.7	0.0	1.4	1.4	0.0	0.8	0.7	0.1
Radio Sport	6.9	5.9	1.0	12	*	*	*	0.3	0.3	0.0	1.9	1.3	0.6	3.6	3.0	0.6	3.3	3.0	0.3	2.7	2.1	0.6	1.5	1.1	0.4
Rhema	2.2	1.8	0.4	16	*	*	*	0.2	0.2	0.0	0.3	0.2	0.1	1.3	1.1	0.2	1.5	1.2	0.3	0.9	0.6	0.3	0.9	0.6	0.3
Rock	16.3	12.1	4.2	4	2.4	1.7	0.7	7.6	5.0	2.6	6.7	5.6	1.1	9.3	7.3	2.0	3.5	2.7	0.8	1.1	1.3	-0.2	2.6	2.0	0.6
Star	0.5	0.7	-0.2	18	*	*	*	*	*	*	*	*	*	0.1	0.2	-0.1	0.1	0.1	0.0	0.4	0.5	-0.1	*	*	*
Tahu FM	0.6	0.7	-0.1	17	0.2	*	*	0.4	0.3	0.1	0.2	0.3	-0.1	0.2	0.3	-0.1	*	0.3	*	*	0.3	*	*	*	*
The Hits	22.8	20.6	2.2	1	4.7	3.9	0.8	7.4	6.6	0.8	5.2	4.8	0.4	9.4	8.8	0.6	7.2	7.1	0.1	3.9	3.4	0.5	4.3	4.1	0.2
The Sound	9.5	12.1	-2.6	10	0.8	0.6	0.2	1.8	2.1	-0.3	3.0	2.8	0.2	4.8	5.8	-1.0	3.9	6.3	-2.4	3.2	4.2	-1.0	1.2	1.3	-0.1
ZM	16.7	13.9	2.8	3	2.5	1.8	0.7	10.4	8.6	1.8	6.6	5.9	0.7	7.5	6.6	0.9	1.7	1.4	0.3	0.8	0.7	0.1	3.5	2.9	0.6
MediaWorks Combo	65.9	60.8	5.1		5.8	4.5	1.3	23.3	19.8	3.5	17.0	15.5	1.5	26.3	25.2	1.1	17.8	19.2	-1.4	15.4	15.8	-0.4	10.5	9.7	0.8
NZME Combo	58.4	55.4	3.0		8.0	6.3	1.7	19.3	18.9	0.4	16.6	15.2	1.4	23.9	23.2	0.7	15.0	15.4	-0.4	12.9	11.9	1.0	9.8	9.3	0.5
All Commercial Radio	92.2	85.3	6.9		10.5	8.3	2.2	29.8	27.1	2.7	24.5	22.2	2.3	37.6	35.6	2.0	25.8	26.0	-0.2	21.9	20.8	1.1	15.5	13.7	1.8
Potential (000)	113.1	112.9	0.2		12.8	11.4	1.4	37.0	38.7	-1.7	29.5	29.7	-0.2	44.5	44.7	-0.2	30.1	30.1	0.0	26.1	25.9	0.2	17.3	15.9	1.4
Sample	817	811	6		87	78	9	228	250	-22	235	252	-17	336	343	-7	229	216	13	242	234	8	129	126	3

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	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	5.6	5.2	0.4	9	4.7	5.3	-0.6	6.2	6.2	0.0	4.7	5.2	-0.5	1.5	1.7	-0.2	1.5	1.1	0.4	5.3	5.0	0.3
Coast	1.8	1.7	0.1	14	2.3	2.7	-0.4	3.3	2.9	0.4	2.0	2.0	0.0	0.9	0.8	0.1	0.5	0.4	0.1	3.2	3.5	-0.3
Edge	8.9	6.7	2.2	4	7.4	6.7	0.7	8.9	8.8	0.1	8.3	6.7	1.6	4.7	3.8	0.9	2.1	2.0	0.1	12.6	10.4	2.2
Flava	4.0	3.8	0.2	11	2.8	2.5	0.3	4.7	4.6	0.1	4.8	5.2	-0.4	2.6	3.4	-0.8	0.7	0.6	0.1	5.8	6.5	-0.7
Life FM	1.2	0.9	0.3	15	0.9	0.8	0.1	0.5	0.3	0.2	0.6	0.7	-0.1	0.6	0.6	0.0	0.5	0.4	0.1	1.1	1.3	-0.2
Magic	5.7	6.1	-0.4	8	4.3	3.7	0.6	4.9	4.7	0.2	5.5	4.8	0.7	2.4	1.7	0.7	2.0	2.4	-0.4	5.6	4.7	0.9
More FM	6.5	5.8	0.7	7	6.3	5.8	0.5	6.6	5.0	1.6	6.6	5.1	1.5	3.0	2.5	0.5	1.6	1.2	0.4	7.5	6.2	1.3
Newstalk ZB	7.0	7.3	-0.3	5	5.3	4.4	0.9	4.2	4.2	0.0	3.9	4.0	-0.1	4.1	4.0	0.1	2.9	3.0	-0.1	7.8	7.4	0.4
Radio Dunedin	6.6	5.9	0.7	6	4.2	3.8	0.4	4.6	3.9	0.7	3.6	3.2	0.4	3.1	2.8	0.3	1.0	0.6	0.4	6.9	6.6	0.3
Radio Hauraki	2.3	2.4	-0.1	13	1.9	2.1	-0.2	2.3	3.0	-0.7	2.7	3.0	-0.3	0.6	0.7	-0.1	0.5	0.5	0.0	3.4	3.0	0.4
Radio Sport	3.2	2.9	0.3	12	2.9	1.8	1.1	3.3	2.6	0.7	3.1	2.8	0.3	1.8	1.9	-0.1	0.8	0.8	0.0	5.1	4.7	0.4
Rhema	1.2	1.0	0.2	15	0.5	0.4	0.1	0.2	0.2	0.0	1.0	0.8	0.2	0.5	0.3	0.2	0.1	0.1	0.0	1.6	1.3	0.3
Rock	9.3	6.9	2.4	2	4.6	4.1	0.5	9.0	5.8	3.2	9.9	6.8	3.1	4.1	2.7	1.4	1.7	0.5	1.2	8.5	6.7	1.8
Star	0.3	0.4	-0.1	17	0.4	0.6	-0.2	0.3	0.4	-0.1	0.1	0.1	0.0	*	*	*	*	*	*	0.3	0.3	0.0
Tahu FM	*	*	*	*	0.2	0.4	-0.2	0.1	0.1	0.0	0.1	0.2	-0.1	0.1	0.4	-0.3	0.2	0.1	0.1	0.4	0.3	0.1
The Hits	12.8	12.1	0.7	1	9.2	7.9	1.3	12.4	9.9	2.5	10.0	7.8	2.2	4.8	4.7	0.1	1.0	0.7	0.3	15.4	14.3	1.1
The Sound	4.4	5.7	-1.3	10	4.6	5.9	-1.3	5.8	7.4	-1.6	5.3	6.0	-0.7	0.9	1.4	-0.5	0.2	0.8	-0.6	5.3	7.6	-2.3
ZM	9.3	7.4	1.9	2	4.5	4.2	0.3	9.4	7.4	2.0	10.5	8.5	2.0	4.9	3.4	1.5	1.6	1.2	0.4	9.6	8.3	1.3
MediaWorks Combo	41.3	37.3	4.0		32.4	31.4	1.0	39.4	35.9	3.5	38.7	32.7	6.0	18.4	15.4	3.0	8.8	7.7	1.1	45.9	41.6	4.3
NZME Combo	35.8	33.4	2.4		25.8	23.0	2.8	34.8	31.1	3.7	33.4	30.1	3.3	17.4	17.0	0.4	7.3	6.7	0.6	42.8	41.2	1.6
All Commercial Radio	66.0	60.4	5.6		49.9	47.0	2.9	63.1	58.0	5.1	61.5	54.5	7.0	32.7	29.6	3.1	15.2	13.3	1.9	75.6	69.8	5.8

MediaWorks Combo: Breeze or Edge or Magic 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

# DUNEDIN COMMERCIAL RADIO - SURVEY 1 2020

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

Survey Comparisons: 4/2019 - 1/2020

This Survey Period: Sun Mar 31 to Sat Jun 8 2019 & Sun Jun 16 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020

Last Survey Period: Sun Jan 20 to Sat Jun 8 & Sun Jun 16 to Sat Nov 2 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	7:49	7:10	0:38	7:00	8:22	-1:21	4:31	2:38	1:53	7:56	6:02	1:54	7:28	5:54	1:34	9:13	8:56	0:17	11:46	11:27	0:18	6:15	4:28	1:46
Coast	6:03	6:13	-0:10	1:47	3:14	-1:26	3:15	2:27	0:47	4:04	3:13	0:50	5:01	3:12	1:49	7:33	5:37	1:55	9:03	9:35	-0:31	3:00	3:00	-0:00
Edge	5:31	5:04	0:27	4:51	2:28	2:22	5:08	5:12	-0:03	5:08	4:37	0:30	5:11	4:46	0:25	9:16	8:26	0:50	13:19	12:05	1:14	6:05	5:52	0:13
Flava	4:11	4:49	-0:38	2:20	2:36	-0:15	5:04	6:23	-1:19	5:15	4:30	0:45	4:58	4:14	0:43	2:11	2:44	-0:33	0:37	2:10	-1:33	3:57	3:59	-0:01
Life FM	2:31	2:29	0:01	2:15	2:15	0:00	2:37	3:12	-0:35	3:29	3:11	0:18	3:23	3:14	0:08	2:50	2:26	0:24	1:42	1:23	0:18	0:59	1:33	-0:33
Magic	10:52	14:00	-3:08	2:58	3:10	-0:11	1:55	0:59	0:55	7:00	5:43	1:16	8:35	15:52	-7:17	12:22	17:22	-4:59	13:43	14:18	-0:35	7:19	8:03	-0:44
More FM	9:21	8:32	0:49	4:38	5:06	-0:27	8:29	6:56	1:33	11:54	9:04	2:50	9:26	6:35	2:50	8:22	8:33	-0:10	12:43	16:02	-3:19	8:51	6:56	1:55
Newstalk ZB	14:51	14:02	0:49	15:15	1:30	13:45	1:13	1:08	0:05	1:47	2:26	-0:39	10:53	9:48	1:05	11:47	11:34	0:12	15:19	15:48	-0:28	7:59	7:11	0:47
Radio Dunedin	16:09	15:44	0:24	0:45	0:45	0:00	3:52	1:30	2:22	1:30	1:30	0:00	2:12	2:16	-0:04	8:52	8:24	0:28	19:55	20:45	-0:49	1:59	2:03	-0:03
Radio Hauraki	5:28	6:35	-1:07	0:30	*	*	4:29	3:43	0:46	3:27	5:23	-1:56	3:45	6:03	-2:17	8:18	9:53	-1:34	10:10	10:12	-0:01	1:01	1:06	-0:05
Radio Sport	8:11	9:20	-1:08	*	*	*	2:46	2:47	-0:01	10:07	10:35	-0:27	7:49	9:55	-2:05	7:00	9:10	-2:09	7:51	8:06	-0:15	10:35	11:14	-0:38
Rhema	4:43	4:39	0:03	*	*	*	5:00	3:05	1:54	3:11	2:24	0:46	4:55	5:32	-0:36	5:53	6:27	-0:33	4:26	3:35	0:51	2:23	2:19	0:04
Rock	8:16	6:57	1:19	4:47	6:21	-1:33	8:53	6:12	2:40	7:25	7:03	0:22	7:11	7:16	-0:04	9:29	9:32	-0:03	15:41	11:24	4:16	6:25	3:24	3:01
Star	6:37	5:17	1:19	*	*	*	10:30	10:30	0:00	10:30	10:30	0:00	2:58	2:19	0:38	0:15	0:15	0:00	7:58	6:12	1:46	10:30	10:30	0:00
Tahu FM	3:32	2:28	1:03	0:15	*	*	2:22	0:30	1:52	5:39	3:24	2:15	5:39	3:24	2:15	*	1:25	*	*	1:25	*	*	*	*
The Hits	6:31	6:03	0:27	6:42	6:06	0:35	5:56	5:34	0:21	5:38	6:28	-0:50	5:40	6:09	-0:29	7:22	5:56	1:25	8:46	5:59	2:46	7:22	7:44	-0:22
The Sound	9:38	11:42	-2:04	3:52	5:41	-1:48	4:12	11:18	-7:05	6:04	6:02	0:01	9:28	8:48	0:40	13:55	13:14	0:41	12:20	15:18	-2:58	4:15	5:16	-1:00
ZM	6:23	5:59	0:24	6:00	6:43	-0:43	5:12	4:50	0:22	6:38	6:13	0:25	8:47	7:38	1:08	13:41	10:49	2:51	1:36	1:46	-0:10	7:01	7:35	-0:33
MediaWorks Combo	11:45	12:01	-0:15	6:06	5:40	0:25	8:11	7:30	0:40	10:18	8:40	1:37	10:06	9:59	0:06	13:44	15:34	-1:50	18:46	19:35	-0:49	8:51	7:28	1:23
NZME Combo	9:33	9:12	0:21	7:34	6:41	0:53	7:02	6:33	0:29	7:44	7:32	0:12	8:26	8:28	-0:02	10:38	10:14	0:23	12:56	12:37	0:19	9:00	8:59	0:00
All Commercial Radio	15:14	15:17	-0:03	9:27	8:23	1:03	12:00	11:06	0:54	12:48	11:36	1:11	12:55	13:07	-0:11	16:29	18:13	-1:44	21:55	23:02	-1:06	13:20	13:05	0:15
Potential (000)	113.1	112.9	0.2	12.8	11.4	1.4	37.0	38.7	-1.7	29.5	29.7	-0.2	44.5	44.7	-0.2	30.1	30.1	0.0	26.1	25.9	0.2	17.3	15.9	1.4
Sample	817	811	6	87	78	9	228	250	-22	235	252	-17	336	343	-7	229	216	13	242	234	8	129	126	3

MediaWorks Combo: Breeze or Edge or Magic 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

# DUNEDIN COMMERCIAL RADIO - SURVEY 1 2020

Average Time Spent Listening (hh:mm) by Daypart, People 10+  
Survey Comparisons: 4/2019 - 1/2020

This Survey Period: Sun Mar 31 to Sat Jun 8 2019 & Sun Jun 16 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020  
Last Survey Period: Sun Jan 20 to Sat Jun 8 & Sun Jun 16 to Sat Nov 2 2019

	This	Last	+/-
Potential (000)	113.1	112.9	0.2
Sample Size	817	811	6

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

MediaWorks Combo: Breeze or Edge or Magic 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