



# DUNEDIN COMMERCIAL RADIO - SURVEY 3 2020

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

Survey Comparisons: 1/2020 - 3/2020

This Survey Period: Sun Jun 16 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020 & Sun July 19 to Sat Sep 12 2020

Last 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

	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	11.5	6.1	5.4	1	8.2	3.2	5.0		4.8	6.0	-1.2		11.3	7.4	3.9		12.4	6.0	6.4		11.0	6.3	4.7		15.8	7.8	8.0		4.2	5.2	-1.0	
Coast	3.4	2.3	1.1	11	9.4	2.0	7.4		1.0	0.7	0.3		3.1	1.1	2.0		3.3	1.2	2.1		2.7	2.1	0.6		4.2	3.8	0.4		5.1	0.8	4.3	
Edge	6.5	7.4	-0.9	8	15.0	12.1	2.9		16.0	15.4	0.6		8.5	9.4	-0.9		6.7	7.6	-0.9		3.8	4.7	-0.9		2.8	3.1	-0.3		13.2	12.3	0.9	
Flava	2.6	2.9	-0.3	12	4.3	3.7	0.6		6.9	7.3	-0.4		5.5	7.2	-1.7		4.6	4.9	-0.3		1.1	0.3	0.8	*	*	*	*	4.0	2.9	1.1		
Life FM	0.2	0.4	-0.2	15	0.2	0.2	0.0		0.8	1.3	-0.5		0.3	0.8	-0.5		0.2	0.7	-0.5		0.1	0.2	-0.1		0.2	0.1	0.1		0.4	0.2	0.2	
Magic	6.9	7.5	-0.6	7	1.0	2.8	-1.8		0.8	0.4	0.4		1.8	3.5	-1.7		3.0	4.9	-1.9		10.2	10.8	-0.6		12.4	13.9	-1.5		3.8	5.5	-1.7	
More FM	8.0	7.9	0.1	6	3.1	3.1	0.0		8.6	9.6	-1.0		13.9	13.0	0.9		11.9	11.9	0.0		9.2	8.8	0.4		8.2	7.5	0.7		9.5	10.8	-1.3	
Newstalk ZB	10.9	10.2	0.7	2	6.9	7.5	-0.6		1.4	0.2	1.2		1.2	0.2	1.0		4.4	2.5	1.9		9.4	8.2	1.2		13.8	16.3	-2.5		6.3	3.8	2.5	
Radio Dunedin	10.5	9.9	0.6	3	0.6	0.2	0.4		1.1	0.5	0.6		0.6	*	*		1.9	0.7	1.2		9.4	6.5	2.9		13.9	16.0	-2.1		1.4	0.5	0.9	
Radio Hauraki	2.4	2.0	0.4	13	1.3	0.1	1.2		2.8	2.0	0.8		3.7	2.9	0.8		3.0	2.4	0.6		3.3	3.2	0.1		3.0	2.9	0.1		1.2	0.4	0.8	
Rhema	0.7	0.7	0.0	14	*	*	*		0.3	0.2	0.1		0.3	0.3	0.0		1.0	1.3	-0.3		1.8	2.0	-0.2		0.9	0.9	0.0		1.2	1.0	0.2	
Rock	8.6	9.6	-1.0	4	10.2	11.5	-1.3		19.5	18.9	0.6		18.3	15.9	2.4		15.2	13.7	1.5		4.7	7.7	-3.0		1.4	3.7	-2.3		8.0	7.9	0.1	
Star	0.2	0.2	0.0	15	*	*	*		*	0.1	*		*	0.1	*		*	0.1	*		*	*	*		0.5	0.6	-0.1		*	0.2	*	
Tahu FM	0.1	0.2	-0.1	17	0.1	*	*		0.2	0.2	0.0		0.4	0.4	0.0		0.2	0.3	-0.1		*	*	*		*	*	*		*	*	*	
The Hits	8.6	10.6	-2.0	4	23.9	31.8	-7.9		9.2	12.3	-3.1		10.5	9.4	1.1		10.2	11.0	-0.8		11.4	12.5	-1.1		7.6	7.1	0.5		17.6	15.4	2.2	
The Sound	6.0	6.5	-0.5	9	4.6	3.0	1.6		3.0	2.1	0.9		3.0	5.8	-2.8		5.5	9.4	-3.9		11.4	12.7	-1.3		9.0	8.3	0.7		2.9	2.4	0.5	
ZM	5.2	7.6	-2.4	10	8.2	15.4	-7.2		16.5	15.1	1.4		8.4	13.9	-5.5		7.9	13.5	-5.6		2.8	5.5	-2.7		0.1	0.3	-0.2		6.7	11.7	-5.0	
MediaWorks Combo	58.3	55.2	3.1		42.9	36.1	6.8		54.8	53.5	1.3		58.0	56.0	2.0		57.0	54.8	2.2		59.6	57.5	2.1		63.5	60.1	3.4		43.0	44.9	-1.9	
NZME Combo	33.3	39.7	-6.4		54.1	61.3	-7.2		37.9	38.0	-0.1		32.4	41.0	-8.6		33.3	41.4	-8.1		30.9	37.5	-6.6		28.8	34.8	-6.0		41.0	42.8	-1.8	
Potential (000)	113.1	113.1	0.0		12.8	12.8	0.0		37.0	37.0	0.0		29.5	29.5	0.0		44.5	44.5	0.0		30.1	30.1	0.0		26.1	26.1	0.0		15.3	17.3	-2.0	
Sample	890	817	73		98	87	11		254	228	26		249	235	14		374	336	38		259	229	30		247	242	5		134	129	5	

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 (until S1 2020) or The Hits or ZM or internet only listening to Hokonui or Mix (until S1 2020)

Please note: Due to COVID-19 survey 2 was cancelled, last survey in this report is Survey 1 2020.



# DUNEDIN COMMERCIAL RADIO - SURVEY 3 2020

Station Share (%) by Daypart, People 10+  
Survey Comparisons: 1/2020 - 3/2020

This Survey Period: Sun Jun 16 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020 & Sun July 19 to Sat Sep 12 2020

Last 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

	This	Last	+/-
Potential (000)	113.1	113.1	0.0
Sample Size	890	817	73

	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	10.5	5.8	4.7	4	9.9	6.1	3.8	12.3	7.3	5.0	13.5	6.3	7.2	3.9	2.3	1.6	2.6	2.8	-0.2	15.1	6.7	8.4
Coast	3.3	1.7	1.6	11	3.9	3.5	0.4	3.9	3.6	0.3	2.4	1.4	1.0	4.3	0.9	3.4	1.8	1.4	0.4	3.3	1.9	1.4
Edge	5.3	7.6	-2.3	9	4.4	5.3	-0.9	5.4	5.7	-0.3	8.0	8.4	-0.4	12.2	11.4	0.8	7.3	9.5	-2.2	7.5	8.2	-0.7
Flava	1.9	1.8	0.1	13	2.5	1.9	0.6	3.5	3.1	0.4	3.4	4.9	-1.5	3.5	5.0	-1.5	2.5	1.9	0.6	2.1	2.8	-0.7
Life FM	0.3	0.4	-0.1	16	0.1	0.5	-0.4	0.2	0.2	0.0	0.4	0.4	0.0	0.1	0.7	-0.6	0.7	1.1	-0.4	0.2	0.4	-0.2
Magic	6.5	7.2	-0.7	8	8.5	8.8	-0.3	5.6	5.1	0.5	4.6	6.6	-2.0	8.9	7.6	1.3	9.5	19.5	-10.0	7.3	7.2	0.1
More FM	8.7	8.4	0.3	5	9.1	9.4	-0.3	10.4	9.0	1.4	10.4	9.1	1.3	5.5	6.5	-1.0	5.2	5.7	-0.5	4.8	5.9	-1.1
Newstalk ZB	11.5	11.5	0.0	2	8.9	8.6	0.3	7.3	5.8	1.5	7.5	5.5	2.0	20.4	20.6	-0.2	29.8	20.3	9.5	11.4	11.9	-0.5
Radio Dunedin	13.2	11.5	1.7	1	11.8	10.1	1.7	7.6	7.5	0.1	7.4	7.2	0.2	12.4	11.7	0.7	1.7	4.0	-2.3	12.0	12.2	-0.2
Radio Hauraki	2.3	1.7	0.6	12	2.5	2.2	0.3	2.6	2.0	0.6	1.9	1.9	0.0	0.5	0.6	-0.1	6.4	5.9	0.5	2.3	1.9	0.4
Rhema	0.8	0.8	0.0	14	0.3	0.3	0.0	0.2	0.3	-0.1	1.8	1.9	-0.1	0.4	0.3	0.1	0.1	0.1	0.0	1.0	1.1	-0.1
Rock	7.4	9.1	-1.7	6	8.8	9.2	-0.4	11.4	13.0	-1.6	12.5	14.3	-1.8	7.9	9.6	-1.7	4.2	4.2	0.0	6.1	6.0	0.1
Star	0.5	0.5	0.0	15	0.2	0.4	-0.2	*	0.1	*	*	0.1	*	*	*	*	*	*	*	0.1	0.2	-0.1
Tahu FM	*	*	*	*	*	*	*	0.2	0.2	0.0	0.1	0.1	0.0	*	*	*	1.2	1.7	-0.5	0.2	0.2	0.0
The Hits	11.0	12.8	-1.8	3	10.7	10.3	0.4	9.0	12.0	-3.0	6.5	7.7	-1.2	5.6	6.8	-1.2	2.9	2.2	0.7	7.7	11.5	-3.8
The Sound	4.3	4.3	0.0	10	7.6	9.0	-1.4	7.8	9.6	-1.8	6.7	8.1	-1.4	2.5	1.0	1.5	0.4	0.3	0.1	5.9	5.7	0.2
ZM	6.7	9.1	-2.4	7	4.3	6.4	-2.1	6.5	7.9	-1.4	6.9	9.9	-3.0	5.7	8.8	-3.1	1.5	1.9	-0.4	3.3	6.6	-3.3
MediaWorks Combo	56.0	53.9	2.1		60.2	58.1	2.1	60.9	57.8	3.1	63.6	60.2	3.4	53.4	50.1	3.3	31.0	46.0	-15.0	59.2	52.5	6.7
NZME Combo	36.8	42.2	-5.4		32.9	37.4	-4.5	32.7	38.0	-5.3	28.7	35.5	-6.8	40.0	46.2	-6.2	44.9	37.2	7.7	30.2	41.4	-11.2

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

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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	14.0	10.9	3.1	5	1.2	0.5	0.7		2.9	4.8	-1.9		3.4	2.9	0.5		5.6	3.9	1.7		4.1	2.9	1.2		4.8	3.2	1.6		1.2	1.7	-0.5	
Coast	5.3	5.4	-0.1	13	0.8	1.1	-0.3		0.6	0.8	-0.2		1.1	0.8	0.3		1.7	1.2	0.5		1.4	1.2	0.2		2.2	2.0	0.2		0.9	0.6	0.3	
Edge	16.9	18.8	-1.9	2	2.3	2.5	-0.2		9.6	10.7	-1.1		5.1	5.7	-0.6		6.1	7.1	-1.0		1.7	2.2	-0.5		1.6	1.1	0.5		3.3	4.2	-0.9	
Flava	9.9	9.7	0.2	8	1.8	1.6	0.2		5.4	5.1	0.3		4.0	4.3	-0.3		4.3	4.8	-0.5		0.4	0.6	-0.2		0.2	0.2	0.0		1.5	1.5	0.0	
Life FM	1.4	2.4	-1.0	15	0.1	0.1	0.0		0.9	1.7	-0.8		0.5	0.7	-0.2		0.6	1.0	-0.4		0.3	0.4	-0.1		0.3	0.4	-0.1		0.3	0.3	0.0	
Magic	9.2	9.6	-0.4	9	0.3	0.9	-0.6		0.6	0.7	-0.1		1.2	1.6	-0.4		2.2	2.8	-0.6		3.8	3.7	0.1		4.9	4.9	0.0		1.1	1.6	-0.5	
More FM	11.4	11.9	-0.5	6	0.8	0.7	0.1		2.7	4.0	-1.3		3.9	3.4	0.5		6.4	6.1	0.3		4.5	4.5	0.0		2.9	2.8	0.1		1.8	2.5	-0.7	
Newstalk ZB	10.0	9.7	0.3	7	0.4	0.5	-0.1		0.9	0.7	0.2		0.8	0.3	0.5		2.1	1.1	1.0		3.3	3.0	0.3		4.2	5.1	-0.9		1.1	1.0	0.1	
Radio Dunedin	8.3	8.6	-0.3	11	0.3	0.3	0.0		0.6	0.5	0.1		0.2	0.1	0.1		1.3	1.4	-0.1		3.1	3.1	0.0		3.6	3.8	-0.2		0.4	0.5	-0.1	
Radio Hauraki	6.3	5.1	1.2	12	0.4	0.1	0.3		2.0	1.6	0.4		3.2	2.6	0.6		3.9	3.1	0.8		1.9	1.7	0.2		1.6	1.4	0.2		1.0	0.8	0.2	
Rhema	2.0	2.2	-0.2	14	*	*	*		0.2	0.2	0.0		0.3	0.3	0.0		1.1	1.3	-0.2		1.4	1.5	-0.1		0.9	0.9	0.0		0.9	0.9	0.0	
Rock	14.8	16.3	-1.5	3	2.3	2.4	-0.1		6.6	7.6	-1.0		6.1	6.7	-0.6		8.4	9.3	-0.9		3.1	3.5	-0.4		1.0	1.1	-0.1		1.8	2.6	-0.8	
Star	0.3	0.5	-0.2	17	*	*	*		*	*	*		*	*	*		*	0.1	*		*	0.1	*		0.3	0.4	-0.1		*	*	*	
Tahu FM	0.5	0.6	-0.1	16	0.2	0.2	0.0		0.2	0.4	-0.2		0.2	0.2	0.0		0.2	0.2	0.0		*	*	*		*	*	*		*	*	*	
The Hits	19.8	22.8	-3.0	1	3.8	4.7	-0.9		6.3	7.4	-1.1		5.5	5.2	0.3		8.7	9.4	-0.7		6.5	7.2	-0.7		3.8	3.9	-0.1		4.5	4.3	0.2	
The Sound	9.0	9.5	-0.5	10	0.8	0.8	0.0		1.8	1.8	0.0		2.2	3.0	-0.8		3.7	4.8	-1.1		4.1	3.9	0.2		3.6	3.2	0.4		1.0	1.2	-0.2	
ZM	14.5	16.7	-2.2	4	1.5	2.5	-1.0		9.7	10.4	-0.7		5.5	6.6	-1.1		6.9	7.5	-0.6		1.8	1.7	0.1		0.4	0.8	-0.4		2.3	3.5	-1.2	
MediaWorks Combo	62.4	65.9	-3.5		5.3	5.8	-0.5		19.1	23.3	-4.2		15.5	17.0	-1.5		24.7	26.3	-1.6		18.5	17.8	0.7		16.9	15.4	1.5		7.8	10.5	-2.7	
NZME Combo	51.8	58.4	-6.6		6.4	8.0	-1.6		18.4	19.3	-0.9		15.6	16.6	-1.0		22.3	23.9	-1.6		13.0	15.0	-2.0		10.5	12.9	-2.4		8.8	9.8	-1.0	
All Commercial Radio	89.4	92.2	-2.8		9.1	10.5	-1.4		27.3	29.8	-2.5		24.7	24.5	0.2		37.5	37.6	-0.1		25.5	25.8	-0.3		22.3	21.9	0.4		13.4	15.5	-2.1	
Potential (000)	113.1	113.1	0.0		12.8	12.8	0.0		37.0	37.0	0.0		29.5	29.5	0.0		44.5	44.5	0.0		30.1	30.1	0.0		26.1	26.1	0.0		15.3	17.3	-2.0	
Sample	890	817	73		98	87	11		254	228	26		249	235	14		374	336	38		259	229	30		247	242	5		134	129	5	

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

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Sample Size	890	817	73

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	This	Last	+/-	Rank	This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-	
Breeze	7.8	5.6	2.2	2	6.9	4.7	2.2		9.4	6.2	3.2		9.2	4.7	4.5		3.0	1.5	1.5		1.3	1.5	-0.2		9.8	5.3	4.5	
Coast	2.4	1.8	0.6	13	2.4	2.3	0.1		3.2	3.3	-0.1		1.6	2.0	-0.4		0.8	0.9	-0.1		0.6	0.5	0.1		3.5	3.2	0.3	
Edge	7.1	8.9	-1.8	6	4.7	7.4	-2.7		6.8	8.9	-2.1		7.3	8.3	-1.0		4.9	4.7	0.2		1.2	2.1	-0.9		11.0	12.6	-1.6	
Flava	3.2	4.0	-0.8	11	3.6	2.8	0.8		5.2	4.7	0.5		4.3	4.8	-0.5		3.2	2.6	0.6		0.7	0.7	0.0		5.4	5.8	-0.4	
Life FM	0.6	1.2	-0.6	15	0.4	0.9	-0.5		0.4	0.5	-0.1		0.6	0.6	0.0		0.2	0.6	-0.4		0.2	0.5	-0.3		0.6	1.1	-0.5	
Magic	4.6	5.7	-1.1	9	4.9	4.3	0.6		5.3	4.9	0.4		4.8	5.5	-0.7		2.5	2.4	0.1		1.9	2.0	-0.1		5.6	5.6	0.0	
More FM	6.3	6.5	-0.2	7	5.8	6.3	-0.5		7.0	6.6	0.4		6.8	6.6	0.2		3.2	3.0	0.2		1.2	1.6	-0.4		5.9	7.5	-1.6	
Newstalk ZB	7.2	7.0	0.2	4	4.9	5.3	-0.4		4.8	4.2	0.6		4.4	3.9	0.5		4.3	4.1	0.2		3.2	2.9	0.3		8.1	7.8	0.3	
Radio Dunedin	6.2	6.6	-0.4	8	4.9	4.2	0.7		4.7	4.6	0.1		4.1	3.6	0.5		3.2	3.1	0.1		0.8	1.0	-0.2		6.4	6.9	-0.5	
Radio Hauraki	2.9	2.3	0.6	12	2.5	1.9	0.6		3.2	2.3	0.9		2.4	2.7	-0.3		0.6	0.6	0.0		0.6	0.5	0.1		4.1	3.4	0.7	
Rhema	1.2	1.2	0.0	14	0.5	0.5	0.0		0.2	0.2	0.0		0.9	1.0	-0.1		0.5	0.5	0.0		0.1	0.1	0.0		1.6	1.6	0.0	
Rock	7.2	9.3	-2.1	4	4.3	4.6	-0.3		8.9	9.0	-0.1		8.6	9.9	-1.3		4.2	4.1	0.1		1.9	1.7	0.2		7.9	8.5	-0.6	
Star	0.3	0.3	0.0	16	0.3	0.4	-0.1		*	0.3	*		*	0.1	*		*	*	*		*	*	*		0.2	0.3	-0.1	
Tahu FM	*	*	*	*	0.1	0.2	-0.1		0.1	0.1	0.0		0.1	0.1	0.0		0.1	0.1	0.0		0.2	0.2	0.0		0.4	0.4	0.0	
The Hits	10.6	12.8	-2.2	1	8.2	9.2	-1.0		9.9	12.4	-2.5		8.0	10.0	-2.0		3.5	4.8	-1.3		1.2	1.0	0.2		12.6	15.4	-2.8	
The Sound	4.4	4.4	0.0	10	4.4	4.6	-0.2		5.3	5.8	-0.5		4.7	5.3	-0.6		1.4	0.9	0.5		0.3	0.2	0.1		5.5	5.3	0.2	
ZM	7.8	9.3	-1.5	2	3.9	4.5	-0.6		7.9	9.4	-1.5		9.0	10.5	-1.5		4.3	4.9	-0.6		0.9	1.6	-0.7		6.2	9.6	-3.4	
MediaWorks Combo	37.9	41.3	-3.4		32.0	32.4	-0.4		40.0	39.4	0.6		40.1	38.7	1.4		20.8	18.4	2.4		7.4	8.8	-1.4		45.9	45.9	0.0	
NZME Combo	31.1	35.8	-4.7		23.3	25.8	-2.5		29.5	34.8	-5.3		26.4	33.4	-7.0		14.4	17.4	-3.0		6.8	7.3	-0.5		35.6	42.8	-7.2	
All Commercial Radio	63.1	66.0	-2.9		50.2	49.9	0.3		62.8	63.1	-0.3		61.1	61.5	-0.4		32.2	32.7	-0.5		13.9	15.2	-1.3		74.3	75.6	-1.3	

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 (until S1 2020) or The Hits or ZM or internet only listening to Hokonui or Mix (until S1 2020)

Please note: Due to COVID-19 survey 2 was cancelled, last survey in this report is Survey 1 2020.



# DUNEDIN COMMERCIAL RADIO - SURVEY 3 2020

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

Survey Comparisons: 1/2020 - 3/2020

This Survey Period: Sun Jun 16 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020 & Sun July 19 to Sat Sep 12 2020

Last 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

	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	11:26	7:49	3:37	5:51	7:00	-1:08	4:36	4:31	0:05	11:37	7:56	3:40	11:34	7:28	4:05	12:00	9:13	2:46	16:04	11:46	4:18	6:04	6:15	-0:10
Coast	9:00	6:03	2:56	9:21	1:47	7:33	4:16	3:15	1:01	9:43	4:04	5:39	10:00	5:01	4:58	8:43	7:33	1:09	9:24	9:03	0:20	10:20	3:00	7:20
Edge	5:21	5:31	-0:10	5:20	4:51	0:29	4:41	5:08	-0:27	5:42	5:08	0:34	5:42	5:11	0:30	10:00	9:16	0:44	8:31	13:19	-4:48	7:00	6:05	0:54
Flava	3:42	4:11	-0:28	2:01	2:20	-0:19	3:36	5:04	-1:27	4:45	5:15	-0:30	5:37	4:58	0:38	12:56	2:11	10:45	0:46	0:37	0:09	4:43	3:57	0:45
Life FM	2:15	2:31	-0:15	2:15	2:15	0:00	2:20	2:37	-0:16	2:37	3:29	-0:52	2:14	3:23	-1:08	2:28	2:50	-0:22	2:35	1:42	0:53	2:07	0:59	1:07
Magic	10:27	10:52	-0:25	2:49	2:58	-0:09	4:00	1:55	2:05	5:02	7:00	-1:58	7:06	8:35	-1:29	11:58	12:22	-0:23	12:32	13:43	-1:11	6:00	7:19	-1:19
More FM	9:45	9:21	0:23	3:07	4:38	-1:31	8:53	8:29	0:23	12:10	11:54	0:16	9:43	9:26	0:16	9:13	8:22	0:50	13:52	12:43	1:09	9:33	8:51	0:42
Newstalk ZB	15:13	14:51	0:22	14:38	15:15	-0:36	4:40	1:13	3:26	5:22	1:47	3:35	10:51	10:53	-0:02	12:46	11:47	0:59	16:10	15:19	0:50	10:17	7:59	2:18
Radio Dunedin	17:25	16:09	1:16	1:53	0:45	1:08	5:47	3:52	1:54	9:07	1:30	7:37	8:02	2:12	5:50	13:42	8:52	4:49	18:59	19:55	-0:55	6:05	1:59	4:06
Radio Hauraki	5:17	5:28	-0:10	2:56	0:30	2:26	3:52	4:29	-0:37	3:54	3:27	0:27	4:01	3:45	0:15	7:39	8:18	-0:39	9:14	10:10	-0:56	2:13	1:01	1:12
Rhema	4:52	4:43	0:09	*	*	*	5:00	5:00	0:00	3:21	3:11	0:10	4:48	4:55	-0:06	5:55	5:53	0:01	5:12	4:26	0:45	2:24	2:23	0:00
Rock	8:03	8:16	-0:12	3:42	4:47	-1:04	8:21	8:53	-0:32	10:25	7:25	3:00	9:25	7:11	2:13	6:45	9:29	-2:44	6:57	15:41	-8:43	7:49	6:25	1:24
Star	8:30	6:37	1:52	*	*	*	*	10:30	*	*	10:30	*	*	2:58	*	*	0:15	*	8:30	7:58	0:31	*	10:30	*
Tahu FM	3:35	3:32	0:03	0:15	0:15	0:00	2:16	2:22	-0:05	8:10	5:39	2:31	8:10	5:39	2:31	7:53	7:22	0:30	9:47	8:46	1:01	6:55	7:22	-0:26
The Hits	6:03	6:31	-0:27	5:18	6:42	-1:23	4:08	5:56	-1:47	6:37	5:38	0:58	6:07	5:40	0:26	12:32	13:55	-1:23	12:10	12:20	-0:10	4:49	4:15	0:34
The Sound	9:15	9:38	-0:22	4:59	3:52	1:06	4:51	4:12	0:38	4:43	6:04	-1:21	7:50	9:28	-1:38	12:32	13:55	-1:23	12:10	12:20	-0:10	4:49	4:15	0:34
ZM	5:00	6:23	-1:23	4:31	6:00	-1:29	4:47	5:12	-0:25	5:13	6:38	-1:25	5:59	8:47	-2:48	7:08	13:41	-6:33	0:35	1:36	-1:00	5:04	7:01	-1:57
MediaWorks Combo	12:57	11:45	1:12	6:48	6:06	0:41	8:03	8:11	-0:07	12:57	10:18	2:39	12:06	10:06	1:59	14:23	13:44	0:38	18:21	18:46	-0:25	9:42	8:51	0:51
NZME Combo	8:54	9:33	-0:38	7:02	7:34	-0:32	5:47	7:02	-1:15	7:08	7:44	-0:36	7:49	8:26	-0:36	10:36	10:38	-0:01	13:26	12:56	0:29	8:12	9:00	-0:47
All Commercial Radio	15:31	15:14	0:17	9:09	9:27	-0:17	10:17	12:00	-1:43	13:59	12:48	1:11	14:00	12:55	1:04	17:35	16:29	1:05	21:54	21:55	-0:00	13:13	13:20	-0:07
Potential (000)	113.1	113.1	0.0	12.8	12.8	0.0	37.0	37.0	0.0	29.5	29.5	0.0	44.5	44.5	0.0	30.1	30.1	0.0	26.1	26.1	0.0	15.3	17.3	-2.0
Sample	890	817	73	98	87	11	254	228	26	249	235	14	374	336	38	259	229	30	247	242	5	134	129	5

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 (until S1 2020) or The Hits or ZM or internet only listening to Hokonui or Mix (until S1 2020)

Please note: Due to COVID-19 survey 2 was cancelled, last survey in this report is Survey 1 2020.



# DUNEDIN COMMERCIAL RADIO - SURVEY 3 2020

Average Time Spent Listening (hh:mm) by Daypart, People 10+  
Survey Comparisons: 1/2020 - 3/2020

This Survey Period: Sun Jun 16 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020 & Sun July 19 to Sat Sep 12 2020

Last 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

	This	Last	+/-
Potential (000)	113.1	113.1	0.0
Sample Size	890	817	73

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

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 (until S1 2020) or The Hits or ZM or internet only listening to Hokonui or Mix (until S1 2020)

Please note: Due to COVID-19 survey 2 was cancelled, last survey in this report is Survey 1 2020.