



DUNEDIN COMMERCIAL RADIO - SURVEY 4 2020

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

Survey Comparisons: 3/2020 - 4/2020

This Survey Period: Sun Aug 25 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020 & Sun July 19 to Sat Nov 14 2020

Last 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

	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	9.9	11.5	-1.6	2	6.0	8.2	-2.2		4.9	4.8	0.1		8.2	11.3	-3.1		10.2	12.4	-2.2		12.9	11.0	1.9		14.1	15.8	-1.7		4.6	4.2	0.4	
Coast	5.2	3.4	1.8	11	10.1	9.4	0.7		0.8	1.0	-0.2		6.4	3.1	3.3		6.1	3.3	2.8		3.2	2.7	0.5		4.9	4.2	0.7		6.0	5.1	0.9	
Edge	7.4	6.5	0.9	7	18.9	15.0	3.9		15.2	16.0	-0.8		9.1	8.5	0.6		8.6	6.7	1.9		5.3	3.8	1.5		3.2	2.8	0.4		12.3	13.2	-0.9	
Flava	1.9	2.6	-0.7	13	1.2	4.3	-3.1		4.5	6.9	-2.4		3.0	5.5	-2.5		3.3	4.6	-1.3		1.5	1.1	0.4		0.1	*	*		2.1	4.0	-1.9	
Life FM	0.1	0.2	-0.1	16	*	0.2	*		0.3	0.8	-0.5	*	0.1	0.2	-0.1	*	0.1	0.2	-0.1	*	0.2	0.1	0.1	*	0.1	0.2	-0.1	*	0.2	0.4	-0.2	*
Magic	6.9	6.9	0.0	8	0.7	1.0	-0.3		0.8	0.8	0.0		3.2	1.8	1.4		3.9	3.0	0.9		9.7	10.2	-0.5		13.8	12.4	1.4		3.1	3.8	-0.7	
More FM	8.7	8.0	0.7	6	5.6	3.1	2.5		8.4	8.6	-0.2		13.2	13.9	-0.7		12.2	11.9	0.3		10.8	9.2	1.6		9.4	8.2	1.2		4.3	9.5	-5.2	
Newstalk ZB	10.9	10.9	0.0	1	5.5	6.9	-1.4		1.4	1.4	0.0		1.4	1.2	0.2		3.9	4.4	-0.5		9.8	9.4	0.4		13.7	13.8	-0.1		7.7	6.3	1.4	
Radio Dunedin	9.5	10.5	-1.0	3	0.6	0.6	0.0		3.3	1.1	2.2		2.4	0.6	1.8		3.1	1.9	1.2		8.9	9.4	-0.5		9.6	13.9	-4.3		2.8	1.4	1.4	
Radio Hauraki	2.2	2.4	-0.2	12	4.8	1.3	3.5		2.1	2.8	-0.7		3.0	3.7	-0.7		3.1	3.0	0.1		2.8	3.3	-0.5		1.7	3.0	-1.3		1.9	1.2	0.7	
Rhema	0.4	0.7	-0.3	14	*	*	*		0.3	0.3	0.0		0.3	0.3	0.0		0.2	1.0	-0.8		0.8	1.8	-1.0		1.0	0.9	0.1		0.4	1.2	-0.8	
Rock	9.1	8.6	0.5	4	11.9	10.2	1.7		20.1	19.5	0.6		18.0	18.3	-0.3		14.8	15.2	-0.4		4.3	4.7	-0.4		1.9	1.4	0.5		6.8	8.0	-1.2	
Star	0.1	0.2	-0.1	16	*	*	*		0.1	*	*		0.1	*	*		0.1	*	*		*	*	*		0.1	0.5	-0.4		0.2	*	*	
Tahu FM	0.2	0.1	0.1	15	0.1	0.1	0.0		0.6	0.2	0.4		0.4	0.4	0.0		0.3	0.2	0.1		*	*	*		*	*	*		*	*	*	
The Hits	8.9	8.6	0.3	5	20.4	23.9	-3.5		10.5	9.2	1.3		10.7	10.5	0.2		10.2	10.2	0.0		10.2	11.4	-1.2		8.6	7.6	1.0		17.2	17.6	-0.4	
The Sound	5.4	6.0	-0.6	10	2.3	4.6	-2.3		3.2	3.0	0.2		2.8	3.0	-0.2		2.9	5.5	-2.6		9.5	11.4	-1.9		11.3	9.0	2.3		3.9	2.9	1.0	
ZM	5.5	5.2	0.3	9	9.5	8.2	1.3		14.8	16.5	-1.7		7.2	8.4	-1.2		7.5	7.9	-0.4		3.8	2.8	1.0		0.7	0.1	0.6		10.0	6.7	3.3	
MediaWorks Combo	57.2	58.3	-1.1		46.1	42.9	3.2		56.8	54.8	2.0		57.4	58.0	-0.6		56.1	57.0	-0.9		61.3	59.6	1.7		63.3	63.5	-0.2		38.1	43.0	-4.9	
NZME Combo	34.6	33.3	1.3		51.4	54.1	-2.7		34.2	37.9	-3.7		31.8	32.4	-0.6		34.0	33.3	0.7		31.2	30.9	0.3		29.6	28.8	0.8		44.8	41.0	3.8	
Potential (000)	113.1	113.1	0.0		12.5	12.8	-0.3		37.3	37.0	0.3		29.5	29.5	0.0		44.5	44.5	0.0		30.1	30.1	0.0		26.1	26.1	0.0		14.1	15.3	-1.2	
Sample	823	890	-67		83	98	-15		231	254	-23		226	249	-23		342	374	-32		245	259	-14		230	247	-17		121	134	-13	

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 The Hits or ZM or internet only listening to Hokonui



DUNEDIN COMMERCIAL RADIO - SURVEY 4 2020

Station Share (%) by Daypart, People 10+
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	This	Last	+/-
Potential (000)	113.1	113.1	0.0
Sample Size	823	890	-67

	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	8.5	10.5	-2.0	5	9.0	9.9	-0.9	10.9	12.3	-1.4	11.5	13.5	-2.0	6.5	3.9	2.6	8.6	2.6	6.0	11.1	15.1	-4.0
Coast	3.6	3.3	0.3	11	4.8	3.9	0.9	5.1	3.9	1.2	4.0	2.4	1.6	6.3	4.3	2.0	0.9	1.8	-0.9	7.7	3.3	4.4
Edge	7.3	5.3	2.0	6	5.2	4.4	0.8	5.9	5.4	0.5	10.0	8.0	2.0	13.4	12.2	1.2	5.0	7.3	-2.3	7.7	7.5	0.2
Flava	1.5	1.9	-0.4	13	2.2	2.5	-0.3	2.5	3.5	-1.0	2.6	3.4	-0.8	1.5	3.5	-2.0	0.8	2.5	-1.7	1.3	2.1	-0.8
Life FM	0.1	0.3	-0.2	16	0.1	0.1	0.0	0.2	0.2	0.0	0.2	0.4	-0.2	*	0.1	*	0.7	0.7	0.0	0.1	0.2	-0.1
Magic	6.1	6.5	-0.4	9	8.2	8.5	-0.3	6.4	5.6	0.8	5.2	4.6	0.6	8.9	8.9	0.0	9.5	9.5	0.0	7.0	7.3	-0.3
More FM	10.4	8.7	1.7	3	8.3	9.1	-0.8	9.9	10.4	-0.5	9.4	10.4	-1.0	5.7	5.5	0.2	4.9	5.2	-0.3	7.5	4.8	2.7
Newstalk ZB	12.1	11.5	0.6	2	8.7	8.9	-0.2	6.5	7.3	-0.8	8.4	7.5	0.9	20.1	20.4	-0.3	34.1	29.8	4.3	11.1	11.4	-0.3
Radio Dunedin	13.6	13.2	0.4	1	11.1	11.8	-0.7	7.0	7.6	-0.6	6.3	7.4	-1.1	10.0	12.4	-2.4	2.2	1.7	0.5	9.6	12.0	-2.4
Radio Hauraki	2.3	2.3	0.0	12	2.1	2.5	-0.4	2.4	2.6	-0.2	2.1	1.9	0.2	0.8	0.5	0.3	0.7	6.4	-5.7	2.7	2.3	0.4
Rhema	0.7	0.8	-0.1	14	0.2	0.3	-0.1	0.1	0.2	-0.1	1.3	1.8	-0.5	0.1	0.4	-0.3	*	0.1	*	0.4	1.0	-0.6
Rock	7.3	7.4	-0.1	6	10.8	8.8	2.0	13.1	11.4	1.7	11.4	12.5	-1.1	7.0	7.9	-0.9	4.8	4.2	0.6	5.9	6.1	-0.2
Star	0.2	0.5	-0.3	15	0.1	0.2	-0.1	*	*	*	0.1	*	*	*	*	*	*	*	*	*	0.1	*
Tahu FM	*	*	*	*	0.1	*	*	0.2	0.2	0.0	0.1	0.1	0.0	1.3	*	*	1.5	1.2	0.3	0.3	0.2	0.1
The Hits	9.4	11.0	-1.6	4	10.8	10.7	0.1	9.5	9.0	0.5	7.7	6.5	1.2	5.4	5.6	-0.2	3.3	2.9	0.4	8.7	7.7	1.0
The Sound	3.9	4.3	-0.4	10	6.8	7.6	-0.8	6.8	7.8	-1.0	5.5	6.7	-1.2	3.7	2.5	1.2	3.1	0.4	2.7	5.2	5.9	-0.7
ZM	7.1	6.7	0.4	8	4.3	4.3	0.0	7.2	6.5	0.7	7.9	6.9	1.0	2.8	5.7	-2.9	1.2	1.5	-0.3	3.8	3.3	0.5
MediaWorks Combo	57.2	56.0	1.2		59.3	60.2	-0.9	60.3	60.9	-0.6	59.9	63.6	-3.7	55.5	53.4	2.1	38.2	31.0	7.2	54.7	59.2	-4.5
NZME Combo	36.0	36.8	-0.8		32.9	32.9	0.0	33.2	32.7	0.5	32.8	28.7	4.1	37.0	40.0	-3.0	40.9	44.9	-4.0	35.2	30.2	5.0

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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	13.3	14.0	-0.7	6	1.1	1.2	-0.1		2.7	2.9	-0.2		3.5	3.4	0.1		5.3	5.6	-0.3		4.0	4.1	-0.1		4.4	4.8	-0.4		1.0	1.2	-0.2	
Coast	6.6	5.3	1.3	11	0.7	0.8	-0.1		0.4	0.6	-0.2		1.8	1.1	0.7		2.5	1.7	0.8		1.4	1.4	0.0		2.5	2.2	0.3		0.7	0.9	-0.2	
Edge	17.4	16.9	0.5	2	2.9	2.3	0.6		9.2	9.6	-0.4		5.4	5.1	0.3		6.8	6.1	0.7		2.1	1.7	0.4		1.7	1.6	0.1		3.2	3.3	-0.1	
Flava	6.1	9.9	-3.8	13	0.9	1.8	-0.9		3.5	5.4	-1.9		2.0	4.0	-2.0		2.3	4.3	-2.0		0.4	0.4	0.0		0.2	0.2	0.0		0.8	1.5	-0.7	
Life FM	1.0	1.4	-0.4	15	*	0.1	*		0.6	0.9	-0.3		*	0.5	*		*	0.6	*		0.2	0.3	-0.1		0.3	0.3	0.0		0.1	0.3	-0.2	
Magic	9.5	9.2	0.3	8	0.3	0.3	0.0		0.6	0.6	0.0		1.2	1.2	0.0		2.5	2.2	0.3		3.6	3.8	-0.2		5.0	4.9	0.1		0.8	1.1	-0.3	
More FM	14.0	11.4	2.6	5	1.6	0.8	0.8		2.6	2.7	-0.1		5.7	3.9	1.8		8.2	6.4	1.8		4.7	4.5	0.2		3.3	2.9	0.4		1.2	1.8	-0.6	
Newstalk ZB	10.2	10.0	0.2	7	0.3	0.4	-0.1		1.0	0.9	0.1		1.1	0.8	0.3		2.5	2.1	0.4		3.3	3.3	0.0		4.2	4.2	0.0		1.0	1.1	-0.1	
Radio Dunedin	8.3	8.3	0.0	10	0.1	0.3	-0.2		1.1	0.6	0.5		0.8	0.2	0.6		1.2	1.3	-0.1		2.5	3.1	-0.6		3.3	3.6	-0.3		0.5	0.4	0.1	
Radio Hauraki	6.2	6.3	-0.1	12	0.8	0.4	0.4		2.0	2.0	0.0		2.6	3.2	-0.6		3.3	3.9	-0.6		1.6	1.9	-0.3		1.1	1.6	-0.5		0.6	1.0	-0.4	
Rhema	1.1	2.0	-0.9	14	*	*	*		0.2	0.2	0.0		0.2	0.3	-0.1		0.2	1.1	-0.9		0.5	1.4	-0.9		0.8	0.9	-0.1		0.3	0.9	-0.6	
Rock	14.2	14.8	-0.6	4	2.4	2.3	0.1		5.6	6.6	-1.0		5.4	6.1	-0.7		7.5	8.4	-0.9		3.2	3.1	0.1		1.4	1.0	0.4		1.4	1.8	-0.4	
Star	0.2	0.3	-0.1	17	*	*	*		*	*	*		*	*	*		*	*	*		*	*	*		0.1	0.3	-0.2		*	*	*	
Tahu FM	1.0	0.5	0.5	15	0.2	0.2	0.0		0.5	0.2	0.3		0.2	0.2	0.0		0.2	0.2	0.0		*	*	*		*	*	*		*	*	*	
The Hits	18.2	19.8	-1.6	1	3.0	3.8	-0.8		5.9	6.3	-0.4		5.0	5.5	-0.5		7.7	8.7	-1.0		6.0	6.5	-0.5		4.3	3.8	0.5		3.9	4.5	-0.6	
The Sound	9.0	9.0	0.0	9	0.9	0.8	0.1		2.4	1.8	0.6		2.2	2.2	0.0		3.4	3.7	-0.3		3.8	4.1	-0.3		3.8	3.6	0.2		1.2	1.0	0.2	
ZM	14.5	14.5	0.0	3	1.7	1.5	0.2		9.0	9.7	-0.7		5.4	5.5	-0.1		7.1	6.9	0.2		2.4	1.8	0.6		0.7	0.4	0.3		2.6	2.3	0.3	
MediaWorks Combo	62.0	62.4	-0.4		6.0	5.3	0.7		18.1	19.1	-1.0		16.3	15.5	0.8		24.6	24.7	-0.1		17.3	18.5	-1.2		16.3	16.9	-0.6		7.1	7.8	-0.7	
NZME Combo	49.6	51.8	-2.2		5.4	6.4	-1.0		16.6	18.4	-1.8		14.3	15.6	-1.3		20.9	22.3	-1.4		12.9	13.0	-0.1		11.1	10.5	0.6		7.8	8.8	-1.0	
All Commercial Radio	87.5	89.4	-1.9		8.8	9.1	-0.3		26.7	27.3	-0.6		24.5	24.7	-0.2		36.7	37.5	-0.8		24.7	25.5	-0.8		21.7	22.3	-0.6		12.2	13.4	-1.2	
Potential (000)	113.1	113.1	0.0		12.5	12.8	-0.3		37.3	37.0	0.3		29.5	29.5	0.0		44.5	44.5	0.0		30.1	30.1	0.0		26.1	26.1	0.0		14.1	15.3	-1.2	
Sample	823	890	-67		83	98	-15		231	254	-23		226	249	-23		342	374	-32		245	259	-14		230	247	-17		121	134	-13	

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	This	Last	+/-	Rank	This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-	
Breeze	7.4	7.8	-0.4	5	4.9	6.9	-2.0		8.3	9.4	-1.1		8.1	9.2	-1.1		4.1	3.0	1.1		2.3	1.3	1.0		8.1	9.8	-1.7	
Coast	2.7	2.4	0.3	12	2.7	2.4	0.3		4.1	3.2	0.9		2.7	1.6	1.1		1.9	0.8	1.1		0.4	0.6	-0.2		5.1	3.5	1.6	
Edge	9.0	7.1	1.9	2	4.5	4.7	-0.2		7.8	6.8	1.0		8.7	7.3	1.4		4.2	4.9	-0.7		1.6	1.2	0.4		10.6	11.0	-0.4	
Flava	1.9	3.2	-1.3	13	2.6	3.6	-1.0		3.2	5.2	-2.0		2.5	4.3	-1.8		1.6	3.2	-1.6		0.4	0.7	-0.3		3.0	5.4	-2.4	
Life FM	0.3	0.6	-0.3	15	0.3	0.4	-0.1		0.2	0.4	-0.2		0.3	0.6	-0.3		0.1	0.2	-0.1		0.1	0.2	-0.1		0.3	0.6	-0.3	
Magic	4.3	4.6	-0.3	10	4.7	4.9	-0.2		5.3	5.3	0.0		5.0	4.8	0.2		2.1	2.5	-0.4		1.7	1.9	-0.2		6.1	5.6	0.5	
More FM	8.2	6.3	1.9	3	4.9	5.8	-0.9		6.4	7.0	-0.6		8.4	6.8	1.6		5.2	3.2	2.0		1.2	1.2	0.0		9.2	5.9	3.3	
Newstalk ZB	7.0	7.2	-0.2	6	5.0	4.9	0.1		4.9	4.8	0.1		4.3	4.4	-0.1		4.1	4.3	-0.2		3.4	3.2	0.2		8.1	8.1	0.0	
Radio Dunedin	5.9	6.2	-0.3	8	5.0	4.9	0.1		4.3	4.7	-0.4		3.9	4.1	-0.2		3.2	3.2	0.0		0.9	0.8	0.1		6.5	6.4	0.1	
Radio Hauraki	2.9	2.9	0.0	11	1.8	2.5	-0.7		2.8	3.2	-0.4		2.7	2.4	0.3		0.8	0.6	0.2		0.5	0.6	-0.1		4.1	4.1	0.0	
Rhema	0.8	1.2	-0.4	14	0.3	0.5	-0.2		0.1	0.2	-0.1		0.8	0.9	-0.1		0.1	0.5	-0.4		*	0.1	*		0.7	1.6	-0.9	
Rock	7.0	7.2	-0.2	6	4.7	4.3	0.4		8.0	8.9	-0.9		7.1	8.6	-1.5		3.9	4.2	-0.3		1.9	1.9	0.0		7.6	7.9	-0.3	
Star	0.2	0.3	-0.1	16	0.2	0.3	-0.1		*	*	*		0.1	*	*		*	*	*		*	*	*		0.1	0.2	-0.1	
Tahu FM	*	*	*	*	0.2	0.1	0.1		0.1	0.1	0.0		0.1	0.1	0.0		0.4	0.1	0.3		0.2	0.2	0.0		0.8	0.4	0.4	
The Hits	9.6	10.6	-1.0	1	8.0	8.2	-0.2		9.5	9.9	-0.4		8.2	8.0	0.2		3.0	3.5	-0.5		1.2	1.2	0.0		11.5	12.6	-1.1	
The Sound	4.8	4.4	0.4	9	3.5	4.4	-0.9		4.7	5.3	-0.6		4.5	4.7	-0.2		1.8	1.4	0.4		0.3	0.3	0.0		5.7	5.5	0.2	
ZM	8.1	7.8	0.3	4	4.6	3.9	0.7		7.8	7.9	-0.1		8.7	9.0	-0.3		3.2	4.3	-1.1		0.7	0.9	-0.2		6.6	6.2	0.4	
MediaWorks Combo	39.5	37.9	1.6		29.1	32.0	-2.9		38.4	40.0	-1.6		39.6	40.1	-0.5		21.6	20.8	0.8		8.9	7.4	1.5		46.4	45.9	0.5	
NZME Combo	29.5	31.1	-1.6		22.8	23.3	-0.5		27.8	29.5	-1.7		26.1	26.4	-0.3		13.2	14.4	-1.2		6.3	6.8	-0.5		34.0	35.6	-1.6	
All Commercial Radio	62.3	63.1	-0.8		48.4	50.2	-1.8		60.5	62.8	-2.3		59.8	61.1	-1.3		32.5	32.2	0.3		14.6	13.9	0.7		72.3	74.3	-2.0	

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 The Hits or ZM or internet only listening to Hokonui



DUNEDIN COMMERCIAL RADIO - SURVEY 4 2020

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

Survey Comparisons: 3/2020 - 4/2020

This Survey Period: Sun Aug 25 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020 & Sun July 19 to Sat Nov 14 2020

Last 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

	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	9:45	11:26	-1:41	4:15	5:51	-1:36	5:18	4:36	0:42	8:21	11:37	-3:15	9:45	11:34	-1:49	13:10	12:00	1:09	14:17	16:04	-1:47	7:11	6:04	1:07
Coast	10:20	9:00	1:20	12:15	9:21	2:53	5:44	4:16	1:27	12:53	9:43	3:10	12:10	10:00	2:09	9:11	8:43	0:28	8:49	9:24	-0:34	14:25	10:20	4:04
Edge	5:31	5:21	0:10	5:07	5:20	-0:12	4:50	4:41	0:09	5:56	5:42	0:14	6:23	5:42	0:40	10:24	10:00	0:23	8:09	8:31	-0:22	6:04	7:00	-0:56
Flava	4:04	3:42	0:21	1:01	2:01	-1:00	3:44	3:36	0:07	5:22	4:45	0:36	7:12	5:37	1:35	14:12	12:56	1:15	1:08	0:46	0:22	4:11	4:43	-0:31
Life FM	1:46	2:15	-0:29	*	2:15	*	1:34	2:20	-0:46	*	2:37	*	5:45	2:14	3:30	3:54	2:28	1:26	2:04	2:35	-0:31	7:00	2:07	4:52
Magic	9:26	10:27	-1:01	2:10	2:49	-0:38	3:53	4:00	-0:07	9:17	5:02	4:15	7:58	7:06	0:51	10:58	11:58	-0:59	12:19	12:32	-0:12	6:15	6:00	0:15
More FM	8:09	9:45	-1:35	2:51	3:07	-0:16	9:21	8:53	0:28	8:11	12:10	-3:59	7:36	9:43	-2:07	9:27	9:13	0:13	12:44	13:52	-1:07	5:49	9:33	-3:44
Newstalk ZB	14:00	15:13	-1:13	14:10	14:38	-0:28	4:05	4:40	-0:35	4:22	5:22	-1:00	8:04	10:51	-2:46	12:21	12:46	-0:25	14:32	16:10	-1:38	11:59	10:17	1:41
Radio Dunedin	14:54	17:25	-2:31	9:00	1:53	7:06	8:50	5:47	3:03	11:23	9:07	2:15	13:00	8:02	4:57	14:38	13:42	0:55	12:55	18:59	-6:03	9:45	6:05	3:39
Radio Hauraki	4:41	5:17	-0:36	4:29	2:56	1:33	3:04	3:52	-0:48	4:01	3:54	0:06	4:48	4:01	0:47	7:15	7:39	-0:23	6:30	9:14	-2:43	4:46	2:13	2:32
Rhema	4:47	4:52	-0:04	*	*	*	4:22	5:00	-0:37	4:22	3:21	1:00	4:22	4:48	-0:26	6:56	5:55	1:00	5:11	5:12	-0:00	2:32	2:24	0:08
Rock	8:25	8:03	0:21	3:53	3:42	0:10	10:28	8:21	2:06	11:56	10:25	1:30	10:03	9:25	0:38	5:29	6:45	-1:15	6:05	6:57	-0:51	7:59	7:49	0:09
Star	5:50	8:30	-2:40	*	*	*	8:00	*	*	8:00	*	*	8:00	*	*	*	*	*	5:11	8:30	-3:18	8:00	*	*
Tahu FM	3:21	3:35	-0:13	0:15	0:15	0:00	3:18	2:16	1:01	8:16	8:10	0:06	8:16	8:10	0:06	*	*	*	*	*	*	*	*	*
The Hits	6:22	6:03	0:18	5:21	5:18	0:03	5:12	4:08	1:04	7:40	6:37	1:03	6:46	6:07	0:39	7:04	7:53	-0:49	8:53	9:47	-0:54	7:05	6:55	0:09
The Sound	7:56	9:15	-1:18	2:01	4:59	-2:57	3:48	4:51	-1:02	4:31	4:43	-0:11	4:22	7:50	-3:28	10:20	12:32	-2:11	13:05	12:10	0:54	5:06	4:49	0:16
ZM	5:00	5:00	0:00	4:22	4:31	-0:08	4:50	4:47	0:03	4:43	5:13	-0:29	5:22	5:59	-0:36	6:35	7:08	-0:32	4:26	0:35	3:50	6:12	5:04	1:08
MediaWorks Combo	12:04	12:57	-0:53	6:06	6:48	-0:41	9:10	8:03	1:06	12:33	12:57	-0:24	11:35	12:06	-0:30	14:41	14:23	0:17	17:20	18:21	-1:01	8:34	9:42	-1:08
NZME Combo	9:07	8:54	0:12	7:40	7:02	0:37	6:02	5:47	0:14	7:55	7:08	0:47	8:16	7:49	0:26	10:00	10:36	-0:35	11:52	13:26	-1:34	9:12	8:12	1:00
All Commercial Radio	14:57	15:31	-0:34	9:02	9:09	-0:06	10:57	10:17	0:40	14:32	13:59	0:32	13:52	14:00	-0:07	16:44	17:35	-0:50	20:30	21:54	-1:23	13:05	13:13	-0:08
Potential (000)	113.1	113.1	0.0	12.5	12.8	-0.3	37.3	37.0	0.3	29.5	29.5	0.0	44.5	44.5	0.0	30.1	30.1	0.0	26.1	26.1	0.0	14.1	15.3	-1.2
Sample	823	890	-67	83	98	-15	231	254	-23	226	249	-23	342	374	-32	245	259	-14	230	247	-17	121	134	-13

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 The Hits or ZM or internet only listening to Hokonui



DUNEDIN COMMERCIAL RADIO - SURVEY 4 2020

Average Time Spent Listening (hh:mm) by Daypart, People 10+
Survey Comparisons: 3/2020 - 4/2020

This Survey Period: Sun Aug 25 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020 & Sun July 19 to Sat Nov 14 2020
Last 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

	This	Last	+/-
Potential (000)	113.1	113.1	0.0
Sample Size	823	890	-67

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

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 The Hits or ZM or internet only listening to Hokonui