



# DUNEDIN COMMERCIAL RADIO - SURVEY 1 2021

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

Survey Comparisons: 4/2020 - 1/2021

This Survey Period: Sun Jan 19 to Sat Mar 28 2020 & Sun Jul 19 to Sat Nov 14 2020 & Sun Jan 31 to Sat Apr 10 2021

Last 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

	All 10+				People 10-24				People 18-39				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	8.5	9.9	-1.4	5	7.5	6.3	1.2		6.6	5.0	1.6		9.0	8.2	0.8		8.8	10.2	-1.4		9.2	12.9	-3.7		10.7	14.1	-3.4		5.2	4.6	0.6	
Coast	4.5	5.2	-0.7	11	5.0	3.9	1.1		2.5	2.6	-0.1		4.4	6.4	-2.0		4.9	6.1	-1.2		3.1	3.2	-0.1		3.7	4.9	-1.2		6.5	6.0	0.5	
Edge	7.3	7.4	-0.1	8	16.1	18.5	-2.4		13.5	13.2	0.3		9.3	9.1	0.2		8.8	8.6	0.2		6.0	5.3	0.7		3.4	3.2	0.2		10.4	12.3	-1.9	
Flava	2.4	1.9	0.5	12	4.6	3.4	1.2		3.9	3.6	0.3		3.6	3.0	0.6		3.8	3.3	0.5		1.9	1.5	0.4		0.1	0.1	0.0		5.0	2.1	2.9	
Life FM	0.3	0.1	0.2	14	1.1	0.4	0.7		0.7	0.2	0.5	*	*	*	*	0.1	0.1	0.0		0.2	0.2	0.0		0.1	0.1	0.0		0.5	0.2	0.3		
Magic Music & Talk	7.8	6.9	0.9	7	0.5	1.0	-0.5		1.8	2.1	-0.3		3.7	3.2	0.5		3.8	3.9	-0.1		8.2	9.7	-1.5		15.7	13.8	1.9		4.5	3.1	1.4	
More FM	9.0	8.7	0.3	4	7.2	4.6	2.6		7.4	7.9	-0.5		12.0	13.2	-1.2		13.1	12.2	0.9		12.8	10.8	2.0		7.6	9.4	-1.8		4.9	4.3	0.6	
Newstalk ZB	11.6	10.9	0.7	1	3.0	3.1	-0.1		1.2	1.4	-0.2		1.5	1.4	0.1		4.7	3.9	0.8		11.0	9.8	1.2		14.8	13.7	1.1		5.8	7.7	-1.9	
Radio Dunedin	8.1	9.5	-1.4	6	0.9	0.7	0.2		2.3	2.4	-0.1		2.4	2.4	0.0		3.1	3.1	0.0		8.7	8.9	-0.2		10.9	9.6	1.3		3.9	2.8	1.1	
Radio Hauraki	2.3	2.2	0.1	13	2.5	2.8	-0.3		2.7	2.8	-0.1		4.6	3.0	1.6		4.2	3.1	1.1		2.0	2.8	-0.8		0.8	1.7	-0.9		5.9	1.9	4.0	
Rhema	0.2	0.4	-0.2	15	*	*	*		*	0.3	*		0.1	0.3	-0.2		*	0.2	*		*	0.8	*		0.5	1.0	-0.5		0.3	0.4	-0.1	
Rock	10.7	9.1	1.6	2	20.2	17.2	3.0		24.1	20.2	3.9		18.8	18.0	0.8		15.7	14.8	0.9		7.2	4.3	2.9		3.2	1.9	1.3		8.4	6.8	1.6	
Star	0.2	0.1	0.1	15	*	*	*		0.2	0.1	0.1		0.3	0.1	0.2		0.2	0.1	0.1		0.1	*	*		0.3	0.1	0.2		0.6	0.2	0.4	
Tahu FM	0.1	0.2	-0.1	17	0.8	0.9	-0.1		0.4	0.8	-0.4		*	0.4	*		*	0.3	*		*	*	*		*	*	*		*	*	*	
The Hits	9.4	8.9	0.5	3	11.6	12.4	-0.8		10.8	10.9	-0.1		12.0	10.7	1.3		10.9	10.2	0.7		10.5	10.2	0.3		9.1	8.6	0.5		16.3	17.2	-0.9	
The Sound	5.4	5.4	0.0	10	3.1	2.9	0.2		3.1	3.4	-0.3		3.1	2.8	0.3		3.5	2.9	0.6		9.9	9.5	0.4		10.3	11.3	-1.0		5.9	3.9	2.0	
ZM	6.0	5.5	0.5	9	12.1	15.0	-2.9		13.0	11.6	1.4		8.4	7.2	1.2		8.0	7.5	0.5		3.7	3.8	-0.1		2.5	0.7	1.8		11.1	10.0	1.1	
MediaWorks Combo	57.1	57.2	-0.1		56.6	52.2	4.4		59.6	55.2	4.4		58.8	57.4	1.4		57.2	56.1	1.1		61.7	61.3	0.4		61.8	63.3	-1.5		43.4	38.1	5.3	
NZME Combo	36.4	34.6	1.8		38.7	40.5	-1.8		34.0	32.9	1.1		34.4	31.8	2.6		36.4	34.0	2.4		32.3	31.2	1.1		31.0	29.6	1.4		50.6	44.8	5.8	
Potential (000)	116.7	113.1	3.6		33.5	33.4	0.1		45.1	44.0	1.1		31.4	29.5	1.9		46.8	44.5	2.3		31.1	30.1	1.0		27.2	26.1	1.1		14.8	14.1	0.7	
Sample	814	823	-9		198	187	11		287	287	0		219	226	-7		338	342	-4		249	245	4		221	230	-9		126	121	5	

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 and Partners: Coast or Flava or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Hokonui



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	This	Last	+/-
Potential (000)	116.7	113.1	3.6
Sample Size	814	823	-9

	Breakfast				Morning			Afternoon			Drive			Night			Mid Dawn			Weekend		
	Mon-Fri 6am-9am		Rank	+/-	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	This	
Breeze	7.5	8.5	-1.0	6	6.7	9.0	-2.3	8.1	10.9	-2.8	9.1	11.5	-2.4	6.7	6.5	0.2	7.4	8.6	-1.2	11.3	11.1	0.2
Coast	3.4	3.6	-0.2	11	3.9	4.8	-0.9	4.0	5.1	-1.1	3.3	4.0	-0.7	6.7	6.3	0.4	0.9	0.9	0.0	6.9	7.7	-0.8
Edge	7.2	7.3	-0.1	7	5.9	5.2	0.7	6.5	5.9	0.6	10.1	10.0	0.1	10.6	13.4	-2.8	4.7	5.0	-0.3	7.5	7.7	-0.2
Flava	2.3	1.5	0.8	13	2.8	2.2	0.6	3.5	2.5	1.0	2.7	2.6	0.1	1.5	1.5	0.0	1.2	0.8	0.4	1.4	1.3	0.1
Life FM	0.1	0.1	0.0	16	0.2	0.1	0.1	0.4	0.2	0.2	0.3	0.2	0.1	*	*	*	2.2	0.7	1.5	0.1	0.1	0.0
Magic Music & Talk	5.6	6.1	-0.5	9	10.2	8.2	2.0	8.2	6.4	1.8	6.5	5.2	1.3	9.4	8.9	0.5	7.4	9.5	-2.1	7.8	7.0	0.8
More FM	10.6	10.4	0.2	3	8.7	8.3	0.4	10.6	9.9	0.7	9.3	9.4	-0.1	5.8	5.7	0.1	3.3	4.9	-1.6	7.8	7.5	0.3
Newstalk ZB	13.3	12.1	1.2	1	9.8	8.7	1.1	7.2	6.5	0.7	8.7	8.4	0.3	19.7	20.1	-0.4	37.7	34.1	3.6	11.5	11.1	0.4
Radio Dunedin	12.0	13.6	-1.6	2	8.2	11.1	-2.9	4.9	7.0	-2.1	5.2	6.3	-1.1	10.7	10.0	0.7	4.4	2.2	2.2	9.2	9.6	-0.4
Radio Hauraki	2.7	2.3	0.4	12	2.2	2.1	0.1	2.8	2.4	0.4	2.3	2.1	0.2	0.8	0.8	0.0	0.4	0.7	-0.3	2.4	2.7	-0.3
Rhema	0.2	0.7	-0.5	15	0.1	0.2	-0.1	0.2	0.1	0.1	0.2	1.3	-1.1	0.2	0.1	0.1	*	*	*	0.5	0.4	0.1
Rock	8.8	7.3	1.5	5	13.1	10.8	2.3	15.1	13.1	2.0	13.8	11.4	2.4	7.7	7.0	0.7	3.3	4.8	-1.5	6.4	5.9	0.5
Star	0.6	0.2	0.4	14	0.1	0.1	0.0	*	*	*	0.2	0.1	0.1	*	*	*	*	*	*	0.1	*	*
Tahu FM	*	*	*	*	*	0.1	*	*	0.2	*	*	0.1	*	0.8	1.3	-0.5	1.4	1.5	-0.1	0.2	0.3	-0.1
The Hits	10.4	9.4	1.0	4	11.2	10.8	0.4	9.7	9.5	0.2	8.5	7.7	0.8	5.8	5.4	0.4	3.8	3.3	0.5	9.3	8.7	0.6
The Sound	4.2	3.9	0.3	10	6.0	6.8	-0.8	6.5	6.8	-0.3	7.1	5.5	1.6	3.6	3.7	-0.1	2.8	3.1	-0.3	4.9	5.2	-0.3
ZM	6.3	7.1	-0.8	8	5.8	4.3	1.5	7.8	7.2	0.6	7.5	7.9	-0.4	3.5	2.8	0.7	2.1	1.2	0.9	4.7	3.8	0.9
MediaWorks Combo	55.9	57.2	-1.3		58.9	59.3	-0.4	60.2	60.3	-0.1	61.6	59.9	1.7	54.9	55.5	-0.6	33.6	38.2	-4.6	55.4	54.7	0.7
NZME Combo	38.5	36.0	2.5		35.8	32.9	2.9	35.0	33.2	1.8	32.9	32.8	0.1	38.1	37.0	1.1	46.1	40.9	5.2	36.3	35.2	1.1

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	All 10+				People 10-24				People 18-39				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	14.6	13.3	1.3	5	3.4	3.1	0.3		4.0	3.5	0.5		4.0	3.5	0.5		5.5	5.3	0.2		4.0	4.0	0.0		5.0	4.4	0.6		1.1	1.0	0.1	
Coast	6.0	6.6	-0.6	13	1.0	0.7	0.3		0.5	0.6	-0.1		1.1	1.8	-0.7		2.0	2.5	-0.5		1.5	1.4	0.1		2.2	2.5	-0.3		0.6	0.7	-0.1	
Edge	17.9	17.4	0.5	2	8.5	8.8	-0.3		10.1	10.6	-0.5		5.7	5.4	0.3		7.3	6.8	0.5		2.5	2.1	0.4		2.1	1.7	0.4		3.0	3.2	-0.2	
Flava	6.5	6.1	0.4	12	3.6	3.4	0.2		3.7	4.2	-0.5		1.9	2.0	-0.1		2.4	2.3	0.1		0.7	0.4	0.3		0.3	0.2	0.1		1.2	0.8	0.4	
Life FM	1.6	1.0	0.6	14	1.2	0.6	0.6		1.3	0.6	0.7		0.1	*	*		0.2	*	*		0.2	0.2	0.0		0.1	0.3	-0.2		0.2	0.1	0.1	
Magic Music & Talk	11.2	9.5	1.7	8	0.7	0.7	0.0		1.3	1.3	0.0		1.7	1.2	0.5		2.9	2.5	0.4		3.7	3.6	0.1		5.8	5.0	0.8		0.9	0.8	0.1	
More FM	15.4	14.0	1.4	4	4.2	2.4	1.8		3.5	3.1	0.4		4.8	5.7	-0.9		7.7	8.2	-0.5		5.0	4.7	0.3		3.5	3.3	0.2		1.3	1.2	0.1	
Newstalk ZB	10.3	10.2	0.1	9	0.8	0.9	-0.1		1.2	1.4	-0.2		1.3	1.1	0.2		2.6	2.5	0.1		3.0	3.3	-0.3		4.3	4.2	0.1		0.8	1.0	-0.2	
Radio Dunedin	9.1	8.3	0.8	10	0.6	0.4	0.2		1.1	1.1	0.0		0.9	0.8	0.1		1.4	1.2	0.2		2.7	2.5	0.2		4.1	3.3	0.8		1.0	0.5	0.5	
Radio Hauraki	7.3	6.2	1.1	11	2.0	1.8	0.2		3.4	2.9	0.5		3.3	2.6	0.7		4.4	3.3	1.1		1.8	1.6	0.2		0.9	1.1	-0.2		1.2	0.6	0.6	
Rhema	0.9	1.1	-0.2	16	*	*	*		0.1	0.2	-0.1		0.2	0.2	0.0		0.2	0.2	0.0		0.1	0.5	-0.4		0.4	0.8	-0.4		0.3	0.3	0.0	
Rock	17.0	14.2	2.8	3	6.1	5.3	0.8		8.4	7.4	1.0		5.9	5.4	0.5		8.4	7.5	0.9		4.8	3.2	1.6		2.5	1.4	1.1		2.0	1.4	0.6	
Star	0.5	0.2	0.3	17	*	*	*		0.1	*	*		0.1	*	*		0.1	*	*		0.1	*	*		0.4	0.1	0.3		0.1	*	*	
Tahu FM	1.2	1.0	0.2	15	0.9	0.7	0.2		0.5	0.6	-0.1		*	0.2	*		*	0.2	*		0.1	*	*		0.1	*	*		*	*	*	
The Hits	19.6	18.2	1.4	1	6.2	6.1	0.1		7.1	7.0	0.1		6.0	5.0	1.0		8.8	7.7	1.1		5.5	6.0	-0.5		4.2	4.3	-0.1		3.8	3.9	-0.1	
The Sound	11.4	9.0	2.4	7	2.7	1.7	1.0		3.6	2.8	0.8		2.8	2.2	0.6		4.4	3.4	1.0		4.8	3.8	1.0		4.3	3.8	0.5		1.9	1.2	0.7	
ZM	13.7	14.5	-0.8	6	5.8	6.7	-0.9		9.2	9.7	-0.5		5.1	5.4	-0.3		7.0	7.1	-0.1		2.5	2.4	0.1		0.9	0.7	0.2		2.2	2.6	-0.4	
MediaWorks Combo	65.8	62.0	3.8		18.0	16.4	1.6		22.2	21.4	0.8		16.7	16.3	0.4		25.4	24.6	0.8		18.3	17.3	1.0		17.6	16.3	1.3		7.8	7.1	0.7	
NZME Combo	50.5	49.6	0.9		14.0	14.1	-0.1		19.3	19.8	-0.5		14.6	14.3	0.3		21.9	20.9	1.0		12.8	12.9	-0.1		10.9	11.1	-0.2		7.8	7.8	0.0	
All Commercial Radio	89.6	87.5	2.1		23.2	22.5	0.7		31.7	32.3	-0.6		24.3	24.5	-0.2		36.8	36.7	0.1		25.2	24.7	0.5		23.0	21.7	1.3		12.4	12.2	0.2	
Potential (000)	116.7	113.1	3.6		33.5	33.4	0.1		45.1	44.0	1.1		31.4	29.5	1.9		46.8	44.5	2.3		31.1	30.1	1.0		27.2	26.1	1.1		14.8	14.1	0.7	
Sample	814	823	-9		198	187	11		287	287	0		219	226	-7		338	342	-4		249	245	4		221	230	-9		126	121	5	

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	Mon-Fri 6am-9am		+/-	Rank	This	Last	+/-	Mon-Fri 12md-4pm		+/-	Mon-Fri 4pm-7pm		+/-	Mon-Fri 7pm-12mn		+/-	Mon-Fri 12mn-6am		+/-	Sat-Sun 12mn-12mn		+/-
Breeze	7.1	7.4	-0.3	6	3.9	4.9	-1.0	7.4	8.3	-0.9	7.3	8.1	-0.8	4.5	4.1	0.4	1.7	2.3	-0.6	8.2	8.1	0.1
Coast	2.6	2.7	-0.1	13	3.0	2.7	0.3	3.8	4.1	-0.3	2.2	2.7	-0.5	1.5	1.9	-0.4	0.4	0.4	0.0	4.2	5.1	-0.9
Edge	8.3	9.0	-0.7	4	5.3	4.5	0.8	7.9	7.8	0.1	8.9	8.7	0.2	4.7	4.2	0.5	1.5	1.6	-0.1	10.8	10.6	0.2
Flava	2.9	1.9	1.0	12	3.2	2.6	0.6	3.6	3.2	0.4	2.4	2.5	-0.1	1.5	1.6	-0.1	0.4	0.4	0.0	3.2	3.0	0.2
Life FM	0.3	0.3	0.0	15	0.5	0.3	0.2	0.6	0.2	0.4	0.4	0.3	0.1	0.1	0.1	0.0	0.5	0.1	0.4	0.5	0.3	0.2
Magic Music & Talk	4.9	4.3	0.6	10	6.3	4.7	1.6	6.6	5.3	1.3	6.1	5.0	1.1	3.0	2.1	0.9	1.3	1.7	-0.4	6.9	6.1	0.8
More FM	8.7	8.2	0.5	2	6.8	4.9	1.9	7.7	6.4	1.3	8.4	8.4	0.0	5.1	5.2	-0.1	1.4	1.2	0.2	9.9	9.2	0.7
Newstalk ZB	6.1	7.0	-0.9	7	5.6	5.0	0.6	5.7	4.9	0.8	4.5	4.3	0.2	4.1	4.1	0.0	3.7	3.4	0.3	8.1	8.1	0.0
Radio Dunedin	5.7	5.9	-0.2	8	5.3	5.0	0.3	3.8	4.3	-0.5	4.0	3.9	0.1	2.7	3.2	-0.5	1.3	0.9	0.4	7.0	6.5	0.5
Radio Hauraki	3.6	2.9	0.7	11	1.9	1.8	0.1	3.0	2.8	0.2	3.3	2.7	0.6	1.3	0.8	0.5	0.3	0.5	-0.2	4.4	4.1	0.3
Rhema	0.3	0.8	-0.5	15	0.2	0.3	-0.1	0.5	0.1	0.4	0.6	0.8	-0.2	0.1	0.1	0.0	*	*	*	0.8	0.7	0.1
Rock	8.5	7.0	1.5	3	6.1	4.7	1.4	9.5	8.0	1.5	8.6	7.1	1.5	4.3	3.9	0.4	1.6	1.9	-0.3	8.3	7.6	0.7
Star	0.5	0.2	0.3	14	0.3	0.2	0.1	*	*	*	0.1	0.1	0.0	*	*	*	*	*	*	0.2	0.1	0.1
Tahu FM	*	*	*	*	0.2	0.2	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.2	0.4	-0.2	0.1	0.2	-0.1	0.8	0.8	0.0
The Hits	10.6	9.6	1.0	1	8.9	8.0	0.9	9.9	9.5	0.4	9.2	8.2	1.0	4.2	3.0	1.2	1.5	1.2	0.3	11.9	11.5	0.4
The Sound	5.3	4.8	0.5	9	4.1	3.5	0.6	6.0	4.7	1.3	6.1	4.5	1.6	2.1	1.8	0.3	0.4	0.3	0.1	6.5	5.7	0.8
ZM	7.5	8.1	-0.6	5	4.9	4.6	0.3	7.5	7.8	-0.3	7.5	8.7	-1.2	3.6	3.2	0.4	0.7	0.7	0.0	6.8	6.6	0.2
MediaWorks Combo	40.1	39.5	0.6		33.3	29.1	4.2	40.3	38.4	1.9	41.8	39.6	2.2	23.7	21.6	2.1	8.3	8.9	-0.6	48.4	46.4	2.0
NZME Combo	30.5	29.5	1.0		25.6	22.8	2.8	29.4	27.8	1.6	26.1	26.1	0.0	14.4	13.2	1.2	6.8	6.3	0.5	34.5	34.0	0.5
All Commercial Radio	63.8	62.3	1.5		52.3	48.4	3.9	62.7	60.5	2.2	61.2	59.8	1.4	35.9	32.5	3.4	14.9	14.6	0.3	73.3	72.3	1.0

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 The Hits or ZM or internet only listening to Hokonui



# DUNEDIN COMMERCIAL RADIO - SURVEY 1 2021

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

Survey Comparisons: 4/2020 - 1/2021

This Survey Period: Sun Jan 19 to Sat Mar 28 2020 & Sun Jul 19 to Sat Nov 14 2020 & Sun Jan 31 to Sat Apr 10 2021

Last 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

	All 10+			People 10-24			People 18-39			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	8:18	9:45	-1:26	5:16	4:11	1:04	6:42	5:39	1:03	8:25	8:21	0:03	8:57	9:45	-0:47	10:11	13:10	-2:58	10:22	14:17	-3:54	8:05	7:11	0:53
Coast	10:43	10:20	0:23	12:02	12:15	-0:12	18:53	16:10	2:42	14:28	12:53	1:34	13:43	12:10	1:32	9:33	9:11	0:22	8:14	8:49	-0:35	17:27	14:25	3:02
Edge	5:50	5:31	0:18	4:33	4:21	0:12	5:22	4:52	0:30	6:06	5:56	0:09	6:45	6:23	0:22	10:40	10:24	0:16	7:51	8:09	-0:17	5:46	6:04	-0:17
Flava	5:17	4:04	1:12	3:02	2:02	0:59	4:15	3:21	0:53	7:01	5:22	1:39	8:46	7:12	1:34	11:38	14:12	-2:33	2:30	1:08	1:21	7:05	4:11	2:54
Life FM	2:24	1:46	0:37	2:14	1:34	0:40	2:08	1:34	0:34	1:15	*	*	2:51	5:45	-2:53	6:26	3:54	2:31	7:00	2:04	4:55	3:37	7:00	-3:22
Magic Music & Talk	9:59	9:26	0:33	1:48	2:48	-0:59	5:23	6:27	-1:03	8:04	9:17	-1:12	7:22	7:58	-0:35	9:58	10:58	-1:00	13:05	12:19	0:45	7:55	6:15	1:39
More FM	8:18	8:09	0:08	4:09	3:57	0:11	8:30	10:02	-1:31	9:13	8:11	1:01	9:31	7:36	1:55	11:28	9:27	2:01	10:31	12:44	-2:12	6:32	5:49	0:43
Newstalk ZB	16:08	14:00	2:08	8:59	7:03	1:55	4:18	3:59	0:19	4:09	4:22	-0:12	10:01	8:04	1:56	16:25	12:21	4:04	16:53	14:32	2:21	11:52	11:59	-0:06
Radio Dunedin	12:41	14:54	-2:13	3:22	3:45	-0:22	8:21	8:50	-0:28	9:44	11:23	-1:38	12:34	13:00	-0:25	14:16	14:38	-0:21	13:01	12:55	0:05	6:35	9:45	-3:10
Radio Hauraki	4:35	4:41	-0:05	3:02	3:17	-0:14	3:11	3:40	-0:29	5:07	4:01	1:05	5:20	4:48	0:32	5:07	7:15	-2:07	4:17	6:30	-2:13	8:21	4:46	3:34
Rhema	3:31	4:47	-1:15	*	*	*	1:15	4:22	-3:07	1:08	4:22	-3:14	1:08	4:22	-3:14	0:30	6:56	-6:26	6:09	5:11	0:58	1:51	2:32	-0:40
Rock	8:56	8:25	0:31	7:57	6:42	1:15	11:37	10:45	0:51	11:50	11:56	-0:05	10:29	10:03	0:25	6:39	5:29	1:10	6:10	6:05	0:04	7:05	7:59	-0:54
Star	4:09	5:50	-1:40	*	*	*	8:00	8:00	0:00	8:00	8:00	0:00	8:00	8:00	0:00	2:00	*	*	3:04	5:11	-2:07	8:00	8:00	0:00
Tahu FM	1:45	3:21	-1:35	2:07	2:41	-0:33	3:14	4:54	-1:40	*	8:16	*	0:30	8:16	*	0:30	*	*	0:30	*	*	*	*	*
The Hits	6:53	6:22	0:31	4:32	4:14	0:18	6:08	6:03	0:04	7:23	7:40	-0:16	6:56	6:46	0:09	8:38	7:04	1:34	10:35	8:53	1:41	7:11	7:05	0:06
The Sound	6:44	7:56	-1:11	2:50	3:33	-0:42	3:29	4:44	-1:14	4:05	4:31	-0:25	4:24	4:22	0:02	9:13	10:20	-1:07	11:30	13:05	-1:34	5:20	5:06	0:13
ZM	6:15	5:00	1:15	4:58	4:40	0:18	5:42	4:42	1:00	6:01	4:43	1:18	6:26	5:22	1:03	6:39	6:35	0:04	13:07	4:26	8:41	8:25	6:12	2:13
MediaWorks Combo	12:23	12:04	0:19	7:33	6:38	0:55	10:52	10:08	0:44	13:04	12:33	0:31	12:37	11:35	1:02	15:03	14:41	0:22	17:03	17:20	-0:16	9:26	8:34	0:51
NZME Combo	10:16	9:07	1:08	6:38	5:59	0:38	7:07	6:31	0:35	8:43	7:55	0:48	9:17	8:16	1:01	11:15	10:00	1:15	13:50	11:52	1:57	10:58	9:12	1:46
All Commercial Radio	15:54	14:57	0:57	10:22	9:15	1:07	12:43	12:09	0:33	15:15	14:32	0:43	15:14	13:52	1:21	17:46	16:44	1:02	21:09	20:30	0:39	13:38	13:05	0:33
Potential (000)	116.7	113.1	3.6	33.5	33.4	0.1	45.1	44.0	1.1	31.4	29.5	1.9	46.8	44.5	2.3	31.1	30.1	1.0	27.2	26.1	1.1	14.8	14.1	0.7
Sample	814	823	-9	198	187	11	287	287	0	219	226	-7	338	342	-4	249	245	4	221	230	-9	126	121	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 The Hits or ZM or internet only listening to Hokonui



# DUNEDIN COMMERCIAL RADIO - SURVEY 1 2021

Average Time Spent Listening (hh:mm) by Daypart, People 10+  
 Survey Comparisons: 4/2020 - 1/2021

This Survey Period: Sun Jan 19 to Sat Mar 28 2020 & Sun Jul 19 to Sat Nov 14 2020 & Sun Jan 31 to Sat Apr 10 2021  
 Last Survey Period: Sun Aug 25 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020 & Sun Jul 19 to Sat Nov 14 2020

	This	Last	+/-
Potential (000)	116.7	113.1	3.6
Sample Size	814	823	-9

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

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 The Hits or ZM or internet only listening to Hokonui