



## DUNEDIN COMMERCIAL RADIO - SURVEY 2 2021

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

Survey Comparisons: 1/2021 - 2/2021

This Survey Period: Sun Jul 19 to Sat Nov 14 2020 & Sun Jan 31 to Sat Jun 19 2021

Last 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

	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	8.8	8.5	0.3	4	3.7	7.5	-3.8	4.3	6.6	-2.3	7.4	9.0	-1.6	8.7	8.8	-0.1	11.2	9.2	2.0	14.3	10.7	3.6	5.9	5.2	0.7
Coast	4.7	4.5	0.2	11	5.2	5.0	0.2	2.4	2.5	-0.1	4.4	4.4	0.0	4.5	4.9	-0.4	3.2	3.1	0.1	4.6	3.7	0.9	6.2	6.5	-0.3
Edge	8.6	7.3	1.3	5	20.6	16.1	4.5	18.8	13.5	5.3	9.6	9.3	0.3	9.2	8.8	0.4	6.2	6.0	0.2	2.9	3.4	-0.5	8.5	10.4	-1.9
Flava	2.7	2.4	0.3	13	4.6	4.6	0.0	4.0	3.9	0.1	4.0	3.6	0.4	4.0	3.8	0.2	1.9	1.9	0.0	0.2	0.1	0.1	5.2	5.0	0.2
Gold AM	0.7	n.a.	*	14	0.2	n.a.	*	1.3	n.a.	*	1.7	n.a.	*	1.1	n.a.	*	0.5	n.a.	*	0.5	n.a.	*	0.6	n.a.	*
Life FM	0.3	0.3	0.0	15	0.8	1.1	-0.3	0.5	0.7	-0.2	0.1	*	*	0.2	0.1	0.1	0.4	0.2	0.2	0.2	0.1	0.1	0.5	0.5	0.0
Magic Music & Talk	7.4	7.8	-0.4	8	0.7	0.5	0.2	2.1	1.8	0.3	3.6	3.7	-0.1	3.8	3.8	0.0	9.7	8.2	1.5	15.8	15.7	0.1	5.0	4.5	0.5
More FM	9.1	9.0	0.1	3	9.9	7.2	2.7	6.7	7.4	-0.7	13.0	12.0	1.0	13.3	13.1	0.2	11.5	12.8	-1.3	5.5	7.6	-2.1	4.5	4.9	-0.4
Newstalk ZB	11.7	11.6	0.1	1	0.9	3.0	-2.1	1.6	1.2	0.4	2.0	1.5	0.5	5.6	4.7	0.9	11.7	11.0	0.7	16.6	14.8	1.8	7.2	5.8	1.4
Radio Dunedin	7.6	8.1	-0.5	7	0.7	0.9	-0.2	2.6	2.3	0.3	2.7	2.4	0.3	3.0	3.1	-0.1	8.6	8.7	-0.1	12.3	10.9	1.4	3.8	3.9	-0.1
Radio Hauraki	2.8	2.3	0.5	12	2.4	2.5	-0.1	2.9	2.7	0.2	5.0	4.6	0.4	4.9	4.2	0.7	3.1	2.0	1.1	1.0	0.8	0.2	5.5	5.9	-0.4
Rhema	0.2	0.2	0.0	16	*	*	*	0.1	*	*	0.1	0.1	0.0	0.1	*	*	*	*	0.2	0.5	-0.3	0.3	0.3	0.0	
Rock	11.0	10.7	0.3	2	18.0	20.2	-2.2	21.7	24.1	-2.4	19.4	18.8	0.6	15.6	15.7	-0.1	7.5	7.2	0.3	3.7	3.2	0.5	4.2	8.4	-4.2
Star	0.2	0.2	0.0	16	*	*	*	0.3	0.2	0.1	0.4	0.3	0.1	0.2	0.2	0.0	0.1	0.1	0.0	0.3	0.3	0.0	0.8	0.6	0.2
Tahu FM	0.1	0.1	0.0	18	0.6	0.8	-0.2	0.3	0.4	-0.1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
The Hits	8.2	9.4	-1.2	6	10.5	11.6	-1.1	9.5	10.8	-1.3	10.8	12.0	-1.2	9.9	10.9	-1.0	8.0	10.5	-2.5	6.4	9.1	-2.7	13.6	16.3	-2.7
The Sound	6.1	5.4	0.7	9	5.6	3.1	2.5	4.4	3.1	1.3	3.1	3.1	0.0	5.0	3.5	1.5	10.8	9.9	0.9	9.5	10.3	-0.8	7.3	5.9	1.4
ZM	5.5	6.0	-0.5	10	11.7	12.1	-0.4	12.5	13.0	-0.5	8.3	8.4	-0.1	6.5	8.0	-1.5	2.6	3.7	-1.1	1.9	2.5	-0.6	15.6	11.1	4.5
MediaWorks Combo	58.9	57.1	1.8		60.0	56.6	3.4	61.1	59.6	1.5	59.0	58.8	0.2	58.6	57.2	1.4	65.6	61.7	3.9	64.0	61.8	2.2	39.3	43.4	-4.1
NZME Combo	36.2	36.4	-0.2		35.6	38.7	-3.1	34.1	34.0	0.1	36.3	34.4	1.9	36.6	36.4	0.2	30.9	32.3	-1.4	31.3	31.0	0.3	53.7	50.6	3.1
Potential (000)	116.7	116.7	0.0		33.5	33.5	0.0	43.9	45.1	-1.2	31.4	31.4	0.0	46.8	46.8	0.0	31.1	31.1	0.0	27.2	27.2	0.0	14.6	14.8	-0.2
Sample	809	814	-5		171	198	-27	254	287	-33	213	219	-6	335	338	-3	252	249	3	229	221	8	126	126	0

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 Gold AM (from S2 2021) or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Hokonui

## DUNEDIN COMMERCIAL RADIO - SURVEY 2 2021

Station Share (%) by Daypart, People 10+

Survey Comparisons: 1/2021 - 2/2021

This Survey Period: Sun Jul 19 to Sat Nov 14 2020 & Sun Jan 31 to Sat Jun 19 2021

Last 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

	This	Last	+/-
Potential (000)	116.7	116.7	0.0
Sample Size	809	814	-5

	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	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	
Breeze	7.0	7.5	-0.5	7	8.0	6.7	1.3	10.1	8.1	2.0	9.2	9.1	0.1	6.8	6.7	0.1	7.8	7.4	0.4	10.2	11.3	-1.1							
Coast	3.3	3.4	-0.1	11	3.8	3.9	-0.1	4.2	4.0	0.2	4.1	3.3	0.8	7.3	6.7	0.6	1.1	0.9	0.2	6.8	6.9	-0.1							
Edge	8.1	7.2	0.9	6	7.7	5.9	1.8	8.1	6.5	1.6	12.2	10.1	2.1	11.9	10.6	1.3	11.8	4.7	7.1	7.2	7.5	-0.3							
Flava	2.7	2.3	0.4	13	3.0	2.8	0.2	3.6	3.5	0.1	2.5	2.7	-0.2	1.5	1.5	0.0	1.7	1.2	0.5	2.0	1.4	0.6							
Gold AM	1.3	n.a.	*	14	0.3	n.a.	*	0.3	n.a.	*	0.2	n.a.	*	0.8	n.a.	*	1.5	n.a.	*	0.9	n.a.	*							
Life FM	0.2	0.1	0.1	16	0.3	0.2	0.1	0.3	0.4	-0.1	0.5	0.3	0.2	0.1	*	*	1.7	2.2	-0.5	0.3	0.1	0.2							
Magic Music & Talk	5.4	5.6	-0.2	10	9.4	10.2	-0.8	7.3	8.2	-0.9	5.5	6.5	-1.0	7.9	9.4	-1.5	11.2	7.4	3.8	8.1	7.8	0.3							
More FM	10.3	10.6	-0.3	3	9.4	8.7	0.7	10.7	10.6	0.1	8.7	9.3	-0.6	5.8	5.8	0.0	4.0	3.3	0.7	8.1	7.8	0.3							
Newstalk ZB	13.5	13.3	0.2	1	8.4	9.8	-1.4	7.8	7.2	0.6	8.8	8.7	0.1	21.4	19.7	1.7	39.0	37.7	1.3	12.0	11.5	0.5							
Radio Dunedin	11.1	12.0	-0.9	2	8.0	8.2	-0.2	3.9	4.9	-1.0	4.7	5.2	-0.5	8.8	10.7	-1.9	4.7	4.4	0.3	9.5	9.2	0.3							
Radio Hauraki	3.3	2.7	0.6	11	2.3	2.2	0.1	3.3	2.8	0.5	3.0	2.3	0.7	0.8	0.8	0.0	0.3	0.4	-0.1	3.0	2.4	0.6							
Rhema	*	0.2	*	*	0.1	0.1	0.0	0.2	0.2	0.0	0.2	0.2	0.0	0.2	0.2	0.0	*	*	*	0.5	0.5	0.0							
Rock	8.7	8.8	-0.1	5	13.6	13.1	0.5	15.0	15.1	-0.1	13.5	13.8	-0.3	8.3	7.7	0.6	1.1	3.3	-2.2	7.7	6.4	1.3							
Star	0.6	0.6	0.0	15	0.1	0.1	0.0	*	*	*	0.3	0.2	0.1	*	*	*	*	*	*	0.1	0.1	0.0							
Tahu FM	*	*	*	*	*	*	*	*	*	*	0.1	*	*	1.0	0.8	0.2	*	1.4	*	0.2	0.2	0.0							
The Hits	9.9	10.4	-0.5	4	9.6	11.2	-1.6	7.5	9.7	-2.2	8.0	8.5	-0.5	6.3	5.8	0.5	2.7	3.8	-1.1	7.7	9.3	-1.6							
The Sound	5.9	4.2	1.7	8	7.1	6.0	1.1	6.9	6.5	0.4	6.9	7.1	-0.2	3.9	3.6	0.3	3.8	2.8	1.0	5.2	4.9	0.3							
ZM	5.6	6.3	-0.7	9	4.9	5.8	-0.9	7.4	7.8	-0.4	7.4	7.5	-0.1	3.1	3.5	-0.4	1.7	2.1	-0.4	4.4	4.7	-0.3							
MediaWorks Combo	56.6	55.9	0.7		63.1	58.9	4.2	62.0	60.2	1.8	61.2	61.6	-0.4	53.7	54.9	-1.2	44.4	33.6	10.8	56.4	55.4	1.0							
NZME Combo	39.6	38.5	1.1		32.5	35.8	-3.3	34.1	35.0	-0.9	33.9	32.9	1.0	41.2	38.1	3.1	48.0	46.1	1.9	36.9	36.3	0.6							

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 Gold AM (from S2 2021) or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Hokonui



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Cumulative Audience (000's) by Demographic, Mon-Sun 12mn-12mn

Survey Comparisons: 1/2021 - 2/2021

This Survey Period: Sun Jul 19 to Sat Nov 14 2020 & Sun Jan 31 to Sat Jun 19 2021

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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	13.7	14.6	-0.9	5	2.4	3.4	-1.0		2.8	4.0	-1.2		3.7	4.0	-0.3		5.8	5.5	0.3		4.8	4.0	0.8		5.1	5.0	0.1		1.1	1.1	0.0	
Coast	5.4	6.0	-0.6	13	0.5	1.0	-0.5		0.4	0.5	-0.1		1.1	1.1	0.0		1.9	2.0	-0.1		1.6	1.5	0.1		2.5	2.2	0.3		0.6	0.6	0.0	
Edge	18.2	17.9	0.3	1	8.7	8.5	0.2		11.3	10.1	1.2		6.1	5.7	0.4		7.8	7.3	0.5		2.5	2.5	0.0		1.7	2.1	-0.4		2.5	3.0	-0.5	
Flava	6.0	6.5	-0.5	12	3.3	3.6	-0.3		3.5	3.7	-0.2		1.9	1.9	0.0		2.4	2.4	0.0		0.5	0.7	-0.2		0.2	0.3	-0.1		1.1	1.2	-0.1	
Gold AM	2.0	n.a.	*	14	0.4	n.a.	*		0.4	n.a.	*		0.5	n.a.	*		0.7	n.a.	*		0.9	n.a.	*		0.9	n.a.	*		0.3	n.a.	*	
Life FM	1.8	1.6	0.2	15	0.9	1.2	-0.3		1.0	1.3	-0.3		0.2	0.1	0.1		0.4	0.2	0.2		0.3	0.2	0.1		0.2	0.1	0.1		0.3	0.2	0.1	
Magic Music & Talk	10.8	11.2	-0.4	8	0.9	0.7	0.2		1.1	1.3	-0.2		1.7	1.7	0.0		3.1	2.9	0.2		4.0	3.7	0.3		5.4	5.8	-0.4		1.0	0.9	0.1	
More FM	15.8	15.4	0.4	3	5.3	4.2	1.1		4.0	3.5	0.5		4.5	4.8	-0.3		7.7	7.7	0.0		4.9	5.0	-0.1		2.8	3.5	-0.7		1.3	1.3	0.0	
Newstalk ZB	10.2	10.3	-0.1	9	0.4	0.8	-0.4		1.5	1.2	0.3		1.7	1.3	0.4		3.1	2.6	0.5		3.2	3.0	0.2		4.4	4.3	0.1		1.1	0.8	0.3	
Radio Dunedin	8.7	9.1	-0.4	10	0.7	0.6	0.1		1.4	1.1	0.3		1.2	0.9	0.3		1.6	1.4	0.2		2.6	2.7	-0.1		3.7	4.1	-0.4		0.9	1.0	-0.1	
Radio Hauraki	7.2	7.3	-0.1	11	1.9	2.0	-0.1		3.4	3.4	0.0		3.1	3.3	-0.2		4.4	4.4	0.0		2.0	1.8	0.2		0.8	0.9	-0.1		1.0	1.2	-0.2	
Rhema	1.1	0.9	0.2	16	*	*	*		0.2	0.1	0.1		0.3	0.2	0.1		0.3	0.2	0.1		0.1	0.1	0.0		0.3	0.4	-0.1		0.3	0.3	0.0	
Rock	15.3	17.0	-1.7	4	5.0	6.1	-1.1		7.0	8.4	-1.4		5.3	5.9	-0.6		7.1	8.4	-1.3		4.7	4.8	-0.1		3.2	2.5	0.7		1.8	2.0	-0.2	
Star	0.5	0.5	0.0	18	*	*	*		0.2	0.1	0.1		0.2	0.1	0.1		0.2	0.1	0.1		0.1	0.1	0.0		0.4	0.4	0.0		0.2	0.1	0.1	
Tahu FM	0.7	1.2	-0.5	17	0.5	0.9	-0.4		0.4	0.5	-0.1		*	*	*		*	*	*		0.1	0.1	0.0		0.1	0.1	0.0		*	*	*	
The Hits	17.4	19.6	-2.2	2	5.8	6.2	-0.4		6.5	7.1	-0.6		5.3	6.0	-0.7		7.6	8.8	-1.2		4.8	5.5	-0.7		3.4	4.2	-0.8		3.3	3.8	-0.5	
The Sound	11.9	11.4	0.5	7	3.1	2.7	0.4		3.9	3.6	0.3		2.7	2.8	-0.1		5.1	4.4	0.7		5.1	4.8	0.3		3.8	4.3	-0.5		2.1	1.9	0.2	
ZM	13.3	13.7	-0.4	6	5.6	5.8	-0.2		8.9	9.2	-0.3		5.4	5.1	0.3		6.8	7.0	-0.2		2.2	2.5	-0.3		0.8	0.9	-0.1		2.2	2.2	0.0	
MediaWorks Combo	64.5	65.8	-1.3		18.6	18.0	0.6		21.1	22.2	-1.1		15.9	16.7	-0.8		24.9	25.4	-0.5		18.6	18.3	0.3		16.8	17.6	-0.8		7.6	7.8	-0.2	
NZME Combo	49.1	50.5	-1.4		13.8	14.0	-0.2		19.8	19.3	0.5		14.8	14.6	0.2		21.5	21.9	-0.4		11.9	12.8	-0.9		10.7	10.9	-0.2		7.5	7.8	-0.3	
All Commercial Radio	87.7	89.6	-1.9		23.9	23.2	0.7		31.0	31.7	-0.7		23.6	24.3	-0.7		36.0	36.8	-0.8		24.6	25.2	-0.6		21.9	23.0	-1.1		12.3	12.4	-0.1	
Potential (000)	116.7	116.7	0.0		33.5	33.5	0.0		43.9	45.1	-1.2		31.4	31.4	0.0		46.8	46.8	0.0		31.1	31.1	0.0		27.2	27.2	0.0		14.6	14.8	-0.2	
Sample	809	814	-5		171	198	-27		254	287	-33		213	219	-6		335	338	-3		252	249	3		229	221	8		126	126	0	

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	This	Last	+/-
Potential (000)	116.7	116.7	0.0
Sample Size	809	814	-5

	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	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-			
Breeze	7.0	7.1	-0.1	6	4.6	3.9	0.7	7.6	7.4	0.2	7.4	7.3	0.1	4.4	4.5	-0.1	1.4	1.7	-0.3	7.4	8.2	-0.8						
Coast	2.5	2.6	-0.1	13	2.8	3.0	-0.2	3.2	3.8	-0.6	2.7	2.2	0.5	1.5	1.5	0.0	0.4	0.4	0.0	3.5	4.2	-0.7						
Edge	8.4	8.3	0.1	3	5.8	5.3	0.5	8.3	7.9	0.4	8.8	8.9	-0.1	5.5	4.7	0.8	1.8	1.5	0.3	9.7	10.8	-1.1						
Flava	2.7	2.9	-0.2	12	3.3	3.2	0.1	3.4	3.6	-0.2	2.2	2.4	-0.2	1.5	1.5	0.0	0.4	0.4	0.0	3.3	3.2	0.1						
Gold AM	1.4	n.a.	*	14	0.6	n.a.	*	0.4	n.a.	*	0.2	n.a.	*	0.2	n.a.	*	0.1	n.a.	*	1.0	n.a.	*						
Life FM	0.4	0.3	0.1	16	0.7	0.5	0.2	0.4	0.6	-0.2	0.7	0.4	0.3	0.2	0.1	0.1	0.4	0.5	-0.1	1.0	0.5	0.5						
Magic Music & Talk	5.0	4.9	0.1	10	6.4	6.3	0.1	6.2	6.6	-0.4	5.1	6.1	-1.0	2.4	3.0	-0.6	1.7	1.3	0.4	6.3	6.9	-0.6						
More FM	9.2	8.7	0.5	2	7.4	6.8	0.6	7.7	7.7	0.0	8.8	8.4	0.4	5.3	5.1	0.2	1.3	1.4	-0.1	9.7	9.9	-0.2						
Newstalk ZB	6.2	6.1	0.1	8	4.9	5.6	-0.7	5.3	5.7	-0.4	3.8	4.5	-0.7	4.4	4.1	0.3	3.7	3.7	0.0	8.0	8.1	-0.1						
Radio Dunedin	5.2	5.7	-0.5	9	4.6	5.3	-0.7	3.3	3.8	-0.5	3.6	4.0	-0.4	2.1	2.7	-0.6	1.1	1.3	-0.2	6.7	7.0	-0.3						
Radio Hauraki	4.0	3.6	0.4	11	2.1	1.9	0.2	3.5	3.0	0.5	3.9	3.3	0.6	1.3	1.3	0.0	0.2	0.3	-0.1	4.3	4.4	-0.1						
Rhema	0.1	0.3	-0.2	17	0.3	0.2	0.1	0.5	0.5	0.0	0.5	0.6	-0.1	0.1	0.1	0.0	*	*	*	0.8	0.8	0.0						
Rock	8.2	8.5	-0.3	4	6.7	6.1	0.6	8.1	9.5	-1.4	7.6	8.6	-1.0	4.0	4.3	-0.3	0.4	1.6	-1.2	7.8	8.3	-0.5						
Star	0.5	0.5	0.0	15	0.3	0.3	0.0	*	*	*	0.2	0.1	0.1	*	*	*	*	*	*	0.3	0.2	0.1						
Tahu FM	*	*	*	*	*	0.2	*	0.1	0.1	0.0	0.2	0.1	0.1	0.3	0.2	0.1	*	0.1	*	0.4	0.8	-0.4						
The Hits	10.4	10.6	-0.2	1	7.3	8.9	-1.6	8.0	9.9	-1.9	8.2	9.2	-1.0	4.0	4.2	-0.2	0.9	1.5	-0.6	10.0	11.9	-1.9						
The Sound	6.3	5.3	1.0	7	4.6	4.1	0.5	5.6	6.0	-0.4	6.1	6.1	0.0	2.3	2.1	0.2	0.5	0.4	0.1	6.0	6.5	-0.5						
ZM	7.3	7.5	-0.2	5	4.5	4.9	-0.4	6.5	7.5	-1.0	6.6	7.5	-0.9	3.0	3.6	-0.6	0.4	0.7	-0.3	7.0	6.8	0.2						
MediaWorks Combo	40.4	40.1	0.3		34.5	33.3	1.2	38.6	40.3	-1.7	40.5	41.8	-1.3	23.3	23.7	-0.4	7.5	8.3	-0.8	45.2	48.4	-3.2						
NZME Combo	30.5	30.5	0.0		23.4	25.6	-2.2	26.7	29.4	-2.7	24.8	26.1	-1.3	14.3	14.4	-0.1	6.0	6.8	-0.8	32.9	34.5	-1.6						
All Commercial Radio	63.5	63.8	-0.3		52.2	52.3	-0.1	59.0	62.7	-3.7	59.0	61.2	-2.2	35.2	35.9	-0.7	13.3	14.9	-1.6	69.0	73.3	-4.3						

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 Gold AM (from S2 2021) or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Hokonui



## DUNEDIN COMMERCIAL RADIO - SURVEY 2 2021

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

Survey Comparisons: 1/2021 - 2/2021

This Survey Period: Sun Jul 19 to Sat Nov 14 2020 & Sun Jan 31 to Sat Jun 19 2021

Last 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

	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	8:39	8:18	0:21	4:00	5:16	-1:16	6:01	6:42	-0:41	7:11	8:25	-1:13	8:19	8:57	-0:38	9:36	10:11	-0:35	11:45	10:22	1:23	8:56	8:05	0:51
Coast	11:39	10:43	0:55	28:34	12:02	16:31	20:57	18:53	2:04	13:59	14:28	-0:28	13:05	13:43	-0:37	8:13	9:33	-1:19	7:47	8:14	-0:27	17:03	17:27	-0:23
Edge	6:23	5:50	0:32	6:06	4:33	1:32	6:30	5:22	1:07	5:35	6:06	-0:31	6:31	6:45	-0:14	10:02	10:40	-0:38	7:11	7:51	-0:40	5:36	5:46	-0:09
Flava	6:00	5:17	0:43	3:41	3:02	0:39	4:21	4:15	0:06	7:22	7:01	0:20	9:08	8:46	0:21	16:04	11:38	4:25	4:24	2:30	1:54	8:09	7:05	1:03
Gold AM	4:32	n.a.	*	1:45	n.a.	*	12:35	n.a.	*	11:21	n.a.	*	8:31	n.a.	*	2:08	n.a.	*	2:25	n.a.	*	4:10	n.a.	*
Life FM	2:23	2:24	-0:00	2:16	2:14	0:01	2:09	2:08	0:00	1:51	1:15	0:36	3:16	2:51	0:25	5:27	6:26	-0:59	3:05	7:00	-3:54	3:09	3:37	-0:28
Magic Music & Talk	9:15	9:59	-0:44	2:11	1:48	0:23	7:11	5:23	1:47	7:19	8:04	-0:44	6:50	7:22	-0:31	10:02	9:58	0:04	12:10	13:05	-0:54	8:42	7:55	0:46
More FM	7:45	8:18	-0:32	4:48	4:09	0:39	6:34	8:30	-1:56	10:12	9:13	0:59	9:33	9:31	0:01	9:37	11:28	-1:51	8:27	10:31	-2:04	5:34	6:32	-0:57
Newstalk ZB	15:24	16:08	-0:44	5:36	8:59	-3:23	4:10	4:18	-0:07	4:15	4:09	0:05	9:56	10:01	-0:05	14:56	16:25	-1:28	15:52	16:53	-1:01	11:17	11:52	-0:34
Radio Dunedin	11:46	12:41	-0:54	2:31	3:22	-0:51	6:55	8:21	-1:26	8:15	9:44	-1:29	10:18	12:34	-2:15	13:26	14:16	-0:50	13:57	13:01	0:56	7:25	6:35	0:49
Radio Hauraki	5:14	4:35	0:39	3:17	3:02	0:15	3:18	3:11	0:07	5:42	5:07	0:34	6:04	5:20	0:43	6:12	5:07	1:05	5:12	4:17	0:54	9:04	8:21	0:43
Rhema	2:25	3:31	-1:06	*	*	*	1:15	1:15	0:00	1:08	1:08	0:00	1:08	1:08	0:00	0:30	0:30	0:00	2:40	6:09	-3:29	1:41	1:51	-0:09
Rock	9:41	8:56	0:45	9:19	7:57	1:21	12:08	11:37	0:30	12:56	11:50	1:05	12:09	10:29	1:39	6:30	6:39	-0:09	4:52	6:10	-1:18	3:52	7:05	-3:13
Star	4:25	4:09	0:16	*	*	*	8:00	8:00	0:00	8:00	8:00	0:00	8:00	8:00	0:00	2:00	2:00	0:00	2:50	3:04	-0:13	8:00	8:00	0:00
Tahu FM	2:16	1:45	0:31	2:51	2:07	0:44	2:59	3:14	-0:15	*	*	*	*	*	*	0:30	0:30	0:00	0:30	0:30	0:00	*	*	*
The Hits	6:19	6:53	-0:33	4:38	4:32	0:06	5:39	6:08	-0:28	7:12	7:23	-0:10	7:09	6:56	0:13	6:54	8:38	-1:44	7:48	10:35	-2:46	6:54	7:11	-0:16
The Sound	6:53	6:44	0:08	4:42	2:50	1:51	4:22	3:29	0:53	4:01	4:05	-0:04	5:28	4:24	1:03	8:48	9:13	-0:24	10:34	11:30	-0:56	5:46	5:20	0:26
ZM	5:37	6:15	-0:38	5:23	4:58	0:24	5:26	5:42	-0:15	5:26	6:01	-0:35	5:18	6:26	-1:07	4:54	6:39	-1:45	9:38	13:07	-3:29	11:40	8:25	3:14
MediaWorks Combo	12:16	12:23	-0:06	8:20	7:33	0:46	11:16	10:52	0:24	13:06	13:04	0:02	12:59	12:37	0:21	14:29	15:03	-0:33	16:02	17:03	-1:00	8:42	9:26	-0:44
NZME Combo	9:55	10:16	-0:20	6:41	6:38	0:03	6:42	7:07	-0:24	8:39	8:43	-0:03	9:23	9:17	0:05	10:38	11:15	-0:37	12:16	13:50	-1:33	12:01	10:58	1:02
All Commercial Radio	15:20	15:54	-0:34	10:48	10:22	0:26	12:33	12:43	-0:09	14:58	15:15	-0:16	15:20	15:14	0:06	16:40	17:46	-1:06	19:14	21:09	-1:55	13:37	13:38	-0:00
Potential (000)	116.7	116.7	0.0	33.5	33.5	0.0	43.9	45.1	-1.2	31.4	31.4	0.0	46.8	46.8	0.0	31.1	31.1	0.0	27.2	27.2	0.0	14.6	14.8	-0.2
Sample	809	814	-5	171	198	-27	254	287	-33	213	219	-6	335	338	-3	252	249	3	229	221	8	126	126	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 Gold AM (from S2 2021) or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Hokonui



## DUNEDIN COMMERCIAL RADIO - SURVEY 2 2021

Average Time Spent Listening (hh:mm) by Daypart, People 10+

Survey Comparisons: 1/2021 - 2/2021

This Survey Period: Sun Jul 19 to Sat Nov 14 2020 & Sun Jan 31 to Sat Jun 19 2021

Last 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

	This	Last	+/-
Potential (000)	116.7	116.7	0.0
Sample Size	809	814	-5

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

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 Gold AM (from S2 2021) or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Hokonui