



DUNEDIN COMMERCIAL RADIO - SURVEY 4 2021

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

Survey Comparisons: 3/2021 - 4/2021

This Survey Period: Sun Jan 31 to Sat Nov 6 2021

Last Survey Period: Sun Sept 13 to Sat Nov 14 2020 & Sun Jan 31 to Sat Aug 28 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	8.1	9.7	-1.6	7	6.2	5.4	0.8	6.6	6.2	0.4	6.5	7.7	-1.2	8.1	9.8	-1.7	9.7	12.2	-2.5	11.8	14.1	-2.3	10.1	12.9	-2.8
Coast	2.5	2.8	-0.3	13	1.0	0.2	0.8	0.1	0.1	0.0	0.5	2.5	-2.0	1.3	2.6	-1.3	2.3	2.1	0.2	4.8	4.3	0.5	2.4	2.5	-0.1
Edge	8.3	9.0	-0.7	6	21.5	22.4	-0.9	18.0	17.6	0.4	9.3	9.6	-0.3	8.5	9.9	-1.4	4.2	6.7	-2.5	1.2	2.1	-0.9	8.9	8.4	0.5
Flava	2.4	2.5	-0.1	14	4.2	4.8	-0.6	3.9	4.3	-0.4	4.7	4.6	0.1	3.6	3.7	-0.1	0.9	0.9	0.0	0.1	0.2	-0.1	4.0	5.3	-1.3
Gold AM	0.1	0.5	-0.4	18	0.1	*	*	*	1.4	*	*	1.6	*	*	1.0	*	0.1	0.3	-0.2	0.2	0.4	-0.2	*	*	*
Life FM	0.7	0.7	0.0	15	0.8	0.9	-0.1	0.6	0.6	0.0	0.2	0.1	0.1	0.4	0.4	0.0	1.8	1.6	0.2	1.4	1.2	0.2	0.3	0.2	0.1
Magic Music*	4.2	n.a.	*	10	1.7	n.a.	*	0.5	n.a.	*	0.8	n.a.	*	1.0	n.a.	*	7.5	n.a.	*	9.5	n.a.	*	3.0	n.a.	*
Magic Talk*	3.7	n.a.	*	11	0.8	n.a.	*	2.5	n.a.	*	5.4	n.a.	*	5.6	n.a.	*	4.6	n.a.	*	3.6	n.a.	*	6.0	n.a.	*
More FM	10.2	10.0	0.2	3	9.7	11.8	-2.1	8.6	7.2	1.4	14.9	14.1	0.8	15.5	13.7	1.8	13.8	12.2	1.6	6.7	6.7	0.0	6.2	4.9	1.3
Newstalk ZB	10.9	9.6	1.3	1	2.4	*	*	0.6	0.3	0.3	1.2	0.7	0.5	3.0	2.4	0.6	9.6	9.9	-0.3	19.5	17.1	2.4	1.9	1.6	0.3
Radio Dunedin	10.6	9.4	1.2	2	3.8	2.8	1.0	4.2	5.7	-1.5	3.4	4.6	-1.2	2.2	3.1	-0.9	3.4	5.7	-2.3	16.9	15.3	1.6	7.9	7.9	0.0
Radio Hauraki	2.9	3.0	-0.1	12	1.9	2.6	-0.7	3.9	4.1	-0.2	5.8	6.4	-0.6	5.9	5.8	0.1	3.8	2.8	1.0	0.6	0.6	0.0	4.3	5.2	-0.9
Rhema	0.2	0.2	0.0	16	*	*	*	*	0.1	*	0.1	0.1	0.0	*	0.1	*	*	*	*	0.2	0.2	0.0	0.1	0.3	-0.2
Rock	8.1	8.8	-0.7	7	8.8	14.1	-5.3	15.5	15.8	-0.3	15.7	13.6	2.1	12.1	11.8	0.3	6.7	8.1	-1.4	5.0	4.2	0.8	7.4	4.4	3.0
Star	0.2	0.3	-0.1	16	*	*	*	*	0.5	*	*	0.5	*	*	0.3	*	0.4	0.5	-0.1	0.5	0.6	-0.1	0.3	1.3	-1.0
Tahu FM	0.1	0.2	-0.1	18	0.2	0.8	-0.6	0.1	0.5	-0.4	*	*	*	*	*	*	*	*	*	0.3	*	*	*	*	*
The Hits	6.8	6.5	0.3	9	5.6	6.5	-0.9	8.7	7.4	1.3	9.5	7.8	1.7	9.2	7.6	1.6	9.7	7.4	2.3	6.2	6.2	0.0	8.1	8.0	0.1
The Sound	8.4	6.1	2.3	5	14.4	4.2	10.2	4.8	3.5	1.3	4.7	3.3	1.4	8.0	7.1	0.9	11.9	11.2	0.7	6.8	6.9	-0.1	6.5	7.1	-0.6
ZM	8.9	8.2	0.7	4	14.1	17.0	-2.9	20.6	17.3	3.3	16.8	12.1	4.7	13.7	10.5	3.2	5.0	4.6	0.4	1.6	2.1	-0.5	21.1	20.5	0.6
MediaWorks Combo	61.9	62.3	-0.4		66.8	63.4	3.4	60.6	60.1	0.5	60.6	60.1	0.5	61.0	63.0	-2.0	62.5	67.9	-5.4	62.2	63.5	-1.3	56.1	52.0	4.1
NZME Combo	34.5	33.2	1.3		29.4	31.2	-1.8	37.9	35.0	2.9	38.5	35.7	2.8	36.6	33.6	3.0	31.3	28.1	3.2	33.1	31.0	2.1	42.0	43.1	-1.1
Potential (000)	116.7	116.7	0.0		33.5	33.5	0.0	43.1	43.9	-0.8	31.4	31.4	0.0	46.8	46.8	0.0	31.1	31.1	0.0	27.2	27.2	0.0	16.1	15.7	0.4
Sample	824	812	12		165	170	-5	231	246	-15	211	214	-3	321	320	1	244	236	8	257	245	12	134	126	8

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

MediaWorks Combo: Breeze or Edge or Magic Music (from S4 2021) or Magic Talk (from S4 2021) or Magic Music & Talk (until S3 2021) 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 or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Hokonui

*Magic Music & Magic Talk were reported together as Magic Music & Talk in S3 2021 and therefore the individual station results cannot be compared in S4 2021

DUNEDIN COMMERCIAL RADIO - SURVEY 4 2021

Station Share (%) by Daypart, People 10+

Survey Comparisons: 3/2021 - 4/2021

This Survey Period: Sun Jan 31 to Sat Nov 6 2021

Last Survey Period: Sun Sept 13 to Sat Nov 14 2020 & Sun Jan 31 to Sat Aug 28 2021

	This	Last	+/-
Potential (000)	116.7	116.7	0.0
Sample Size	824	812	12

	Breakfast				Morning			Afternoon			Drive				Night			Mid Dawn			Weekend		
	This	Mon-Fri 6am-9am Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	
Breeze	9.7	10.9	-1.2	4	8.3	9.8	-1.5	6.7	9.2	-2.5	6.7	8.1	-1.4	5.1	8.0	-2.9	6.6	14.3	-7.7	9.9	9.8	0.1	
Coast	1.4	1.0	0.4	14	3.0	2.5	0.5	3.3	3.1	0.2	2.7	2.3	0.4	2.6	2.9	-0.3	0.5	0.4	0.1	2.5	5.1	-2.6	
Edge	8.1	8.5	-0.4	5	7.9	9.0	-1.1	9.0	9.3	-0.3	10.4	11.7	-1.3	10.2	10.9	-0.7	9.2	11.3	-2.1	6.5	6.8	-0.3	
Flava	2.6	2.5	0.1	12	2.4	2.3	0.1	2.8	3.0	-0.2	2.4	2.6	-0.2	1.5	1.5	0.0	1.4	1.5	-0.1	2.1	2.4	-0.3	
Gold AM	0.1	0.8	-0.7	17	0.4	0.2	0.2	0.1	0.3	-0.2	*	0.2	*	0.2	1.0	-0.8	*	1.7	*	0.1	0.8	-0.7	
Life FM	0.9	0.8	0.1	15	0.7	0.7	0.0	0.8	0.7	0.1	1.0	1.1	-0.1	0.5	0.5	0.0	1.1	1.8	-0.7	0.4	0.5	-0.1	
Magic Music*	2.5	n.a.	*	13	4.1	n.a.	*	5.0	n.a.	*	4.3	n.a.	*	2.1	n.a.	*	2.0	n.a.	*	5.6	n.a.	*	
Magic Talk*	4.0	n.a.	*	10	5.1	n.a.	*	3.2	n.a.	*	3.1	n.a.	*	4.8	n.a.	*	5.2	n.a.	*	2.6	n.a.	*	
More FM	12.3	10.4	1.9	2	11.2	9.4	1.8	10.1	11.0	-0.9	9.3	10.1	-0.8	7.7	8.9	-1.2	7.1	6.2	0.9	9.1	9.8	-0.7	
Newstalk ZB	13.0	11.6	1.4	1	6.0	7.1	-1.1	6.1	6.3	-0.2	6.9	7.7	-0.8	25.9	20.6	5.3	35.1	25.1	10.0	12.8	9.7	3.1	
Radio Dunedin	11.4	11.6	-0.2	3	9.6	9.0	0.6	9.5	6.9	2.6	9.6	6.8	2.8	7.8	10.0	-2.2	14.7	12.7	2.0	12.7	11.5	1.2	
Radio Hauraki	3.2	3.9	-0.7	11	2.6	2.4	0.2	4.0	3.4	0.6	2.8	3.4	-0.6	2.5	1.1	1.4	0.5	0.5	0.0	2.3	3.1	-0.8	
Rhema	*	*	*	*	*	*	*	0.1	0.1	0.0	0.2	0.2	0.0	*	*	*	*	*	*	0.4	0.5	-0.1	
Rock	7.0	8.3	-1.3	8	9.0	10.2	-1.2	10.6	11.1	-0.5	10.5	10.5	0.0	7.9	7.6	0.3	4.1	1.0	3.1	4.9	6.0	-1.1	
Star	0.3	0.6	-0.3	16	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.5	-0.4	0.8	1.2	-0.4	*	*	*	0.1	0.3	-0.2	
Tahu FM	*	*	*	*	0.1	*	*	0.2	*	*	0.2	0.1	0.1	*	1.7	*	0.1	*	*	0.2	0.3	-0.1	
The Hits	8.1	8.9	-0.8	5	7.8	6.1	1.7	6.5	5.6	0.9	7.5	6.7	0.8	3.9	4.3	-0.4	1.6	0.5	1.1	6.3	7.1	-0.8	
The Sound	6.1	5.5	0.6	9	10.1	8.1	2.0	10.0	6.9	3.1	9.0	6.8	2.2	4.7	2.2	2.5	5.6	5.2	0.4	8.3	4.6	3.7	
ZM	7.3	6.3	1.0	7	9.6	8.7	0.9	10.1	9.8	0.3	10.4	10.4	0.0	7.7	7.2	0.5	2.9	3.4	-0.5	8.8	7.2	1.6	
MediaWorks Combo	61.2	61.8	-0.6		65.7	66.5	-0.8	64.6	64.6	0.0	63.1	61.6	1.5	50.1	54.7	-4.6	54.5	63.9	-9.4	59.9	58.5	1.4	
NZME Combo	35.6	35.0	0.6		31.9	29.4	2.5	32.7	31.5	1.2	32.8	33.2	-0.4	44.3	38.7	5.6	42.1	33.0	9.1	35.0	35.4	-0.4	

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

MediaWorks Combo: Breeze or Edge or Magic Music (from S4 2021) or Magic Talk (from S4 2021) or Magic Music & Talk (until S3 2021) 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 or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Hokonui

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DUNEDIN COMMERCIAL RADIO - SURVEY 4 2021

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

Survey Comparisons: 3/2021 - 4/2021

This Survey Period: Sun Jan 31 to Sat Nov 6 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	15.3	-1.6	5	3.0	2.5	0.5		4.2	4.2	0.0		3.6	4.3	-0.7		6.3	7.2	-0.9		4.7	5.5	-0.8		4.1	5.1	-1.0		2.0	2.1	-0.1	
Coast	4.1	5.4	-1.3	14	0.4	0.3	0.1		0.2	0.2	0.0		0.6	1.0	-0.4		1.2	1.6	-0.4		1.2	1.4	-0.2		2.4	2.9	-0.5		0.4	0.4	0.0	
Edge	16.4	16.3	0.1	1	8.6	7.9	0.7		11.2	10.9	0.3		5.8	5.7	0.1		7.1	7.4	-0.3		1.7	2.4	-0.7		0.8	1.0	-0.2		2.3	2.4	-0.1	
Flava	5.5	5.4	0.1	13	3.2	2.9	0.3		3.4	3.3	0.1		1.8	1.9	-0.1		2.1	2.3	-0.2		0.3	0.5	-0.2		0.2	0.2	0.0		1.0	1.0	0.0	
Gold AM	0.8	1.2	-0.4	18	0.2	*	*		*	0.3	*		*	0.3	*		*	0.3	*		0.2	0.6	-0.4		0.5	0.9	-0.4		0.1	0.1	0.0	
Life FM	2.1	2.6	-0.5	15	0.8	1.2	-0.4		0.9	1.3	-0.4		0.3	0.2	0.1		0.7	0.6	0.1		0.8	0.8	0.0		0.6	0.5	0.1		0.3	0.2	0.1	
Magic Music*	6.3	n.a.	*	12	1.0	n.a.	*		0.7	n.a.	*		0.8	n.a.	*		1.7	n.a.	*		2.7	n.a.	*		3.1	n.a.	*		0.6	n.a.	*	
Magic Talk*	6.8	n.a.	*	11	1.2	n.a.	*		1.5	n.a.	*		2.2	n.a.	*		3.2	n.a.	*		1.6	n.a.	*		2.0	n.a.	*		1.5	n.a.	*	
More FM	16.3	17.5	-1.2	2	5.4	6.0	-0.6		5.7	5.1	0.6		4.8	5.2	-0.4		7.7	8.4	-0.7		4.9	5.3	-0.4		3.1	3.1	0.0		1.9	1.7	0.2	
Newstalk ZB	9.0	8.3	0.7	8	0.5	*	*		0.4	0.6	-0.2		1.0	1.0	0.0		2.0	1.7	0.3		2.8	3.0	-0.2		4.5	4.9	-0.4		0.7	0.6	0.1	
Radio Dunedin	8.4	9.6	-1.2	9	0.8	0.8	0.0		1.0	2.0	-1.0		1.1	1.5	-0.4		1.2	1.7	-0.5		1.4	2.2	-0.8		3.8	4.5	-0.7		0.7	0.9	-0.2	
Radio Hauraki	8.1	8.0	0.1	10	1.9	2.0	-0.1		3.9	3.8	0.1		3.2	3.4	-0.2		5.5	5.4	0.1		2.8	2.6	0.2		0.7	0.7	0.0		1.5	1.5	0.0	
Rhema	1.0	0.9	0.1	16	*	*	*		*	0.2	*		0.3	0.4	-0.1		0.3	0.4	-0.1		0.1	0.1	0.0		0.4	0.3	0.1		0.1	0.3	-0.2	
Rock	11.9	14.0	-2.1	7	3.0	4.6	-1.6		5.9	7.1	-1.2		5.1	4.9	0.2		6.5	6.4	0.1		3.4	4.4	-1.0		2.3	3.0	-0.7		2.4	2.0	0.4	
Star	0.9	1.1	-0.2	17	*	*	*		*	0.2	*		*	0.2	*		*	0.2	*		0.5	0.6	-0.1		0.8	0.9	-0.1		0.1	0.3	-0.2	
Tahu FM	0.8	0.9	-0.1	18	0.3	0.7	-0.4		0.2	0.6	-0.4		0.1	*	*		0.1	*	*		0.1	0.1	0.0		0.3	0.1	0.2		*	*	*	
The Hits	15.7	16.9	-1.2	3	4.5	5.6	-1.1		6.2	6.5	-0.3		5.2	4.4	0.8		7.6	6.9	0.7		4.9	5.4	-0.5		3.3	4.1	-0.8		2.2	2.6	-0.4	
The Sound	13.3	11.8	1.5	6	4.1	2.6	1.5		3.2	3.8	-0.6		2.5	2.9	-0.4		5.9	5.9	0.0		5.6	5.4	0.2		3.3	3.2	0.1		2.0	2.2	-0.2	
ZM	15.7	16.1	-0.4	3	7.0	6.9	0.1		10.8	10.5	0.3		6.2	6.3	-0.1		7.8	7.8	0.0		2.1	2.6	-0.5		0.9	1.4	-0.5		3.6	3.3	0.3	
MediaWorks Combo	62.3	64.0	-1.7		17.6	17.3	0.3		21.4	22.1	-0.7		16.2	16.7	-0.5		25.0	25.9	-0.9		17.6	18.6	-1.0		16.1	16.8	-0.7		8.7	8.4	0.3	
NZME Combo	47.0	49.8	-2.8		13.9	14.0	-0.1		19.9	20.1	-0.2		13.8	14.5	-0.7		20.6	20.9	-0.3		11.5	12.8	-1.3		10.1	12.4	-2.3		7.2	7.4	-0.2	
All Commercial Radio	85.0	87.5	-2.5		23.5	23.7	-0.2		30.1	31.9	-1.8		22.7	23.8	-1.1		34.7	36.2	-1.5		24.0	25.3	-1.3		21.5	22.5	-1.0		12.7	12.9	-0.2	
Potential (000)	116.7	116.7	0.0		33.5	33.5	0.0		43.1	43.9	-0.8		31.4	31.4	0.0		46.8	46.8	0.0		31.1	31.1	0.0		27.2	27.2	0.0		16.1	15.7	0.4	
Sample	824	812	12		165	170	-5		231	246	-15		211	214	-3		321	320	1		244	236	8		257	245	12		134	126	8	

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Survey Comparisons: 3/2021 - 4/2021

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Last Survey Period: Sun Sept 13 to Sat Nov 14 2020 & Sun Jan 31 to Sat Aug 28 2021

	This	Last	+/-
Potential (000)	116.7	116.7	0.0
Sample Size	824	812	12

	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	6.9	7.7	-0.8	5	6.2	5.9	0.3	5.2	6.6	-1.4	5.4	6.8	-1.4	2.7	3.9	-1.2	1.4	2.5	-1.1	7.4	7.7	-0.3						
Coast	1.7	1.9	-0.2	14	1.9	2.4	-0.5	2.5	3.2	-0.7	2.4	2.8	-0.4	1.0	1.6	-0.6	0.1	0.1	0.0	1.7	3.1	-1.4						
Edge	7.5	7.8	-0.3	4	6.2	5.8	0.4	8.3	8.2	0.1	8.4	8.3	0.1	5.0	4.4	0.6	1.1	1.5	-0.4	8.1	7.7	0.4						
Flava	2.9	2.7	0.2	12	2.8	2.5	0.3	3.4	3.8	-0.4	2.8	2.7	0.1	1.8	1.5	0.3	0.3	0.3	0.0	2.9	3.2	-0.3						
Gold AM	0.3	0.7	-0.4	16	0.5	0.3	0.2	0.2	0.4	-0.2	*	0.2	*	0.1	0.2	-0.1	*	0.2	*	0.3	0.4	-0.1						
Life FM	0.8	0.7	0.1	15	0.7	0.8	-0.1	0.9	0.8	0.1	0.5	0.9	-0.4	0.8	0.7	0.1	0.3	0.4	-0.1	0.8	1.2	-0.4						
Magic Music*	2.9	n.a.	*	12	3.3	n.a.	*	4.4	n.a.	*	3.1	n.a.	*	0.9	n.a.	*	0.8	n.a.	*	3.3	n.a.	*						
Magic Talk*	3.8	n.a.	*	11	2.8	n.a.	*	3.0	n.a.	*	3.2	n.a.	*	1.4	n.a.	*	1.0	n.a.	*	2.8	n.a.	*						
More FM	9.6	10.1	-0.5	1	8.5	7.9	0.6	6.9	8.0	-1.1	8.6	9.8	-1.2	4.1	5.8	-1.7	1.6	1.6	0.0	8.7	11.3	-2.6						
Newstalk ZB	5.9	4.8	1.1	8	3.6	4.3	-0.7	4.6	4.5	0.1	3.8	3.6	0.2	3.9	3.4	0.5	3.7	2.6	1.1	7.0	6.4	0.6						
Radio Dunedin	5.8	5.9	-0.1	9	4.7	5.1	-0.4	4.5	4.2	0.3	3.8	3.8	0.0	2.0	2.4	-0.4	1.5	1.5	0.0	6.3	7.2	-0.9						
Radio Hauraki	4.1	4.4	-0.3	10	2.6	2.6	0.0	5.1	4.3	0.8	3.6	4.5	-0.9	1.5	1.4	0.1	0.2	0.2	0.0	4.4	4.4	0.0						
Rhema	0.1	0.1	0.0	18	0.2	0.2	0.0	0.5	0.4	0.1	0.6	0.6	0.0	*	*	*	*	*	*	0.6	0.7	-0.1						
Rock	6.5	7.9	-1.4	6	4.9	6.1	-1.2	6.2	6.4	-0.2	6.1	6.3	-0.2	2.6	2.8	-0.2	1.0	0.5	0.5	5.2	6.3	-1.1						
Star	0.3	0.6	-0.3	16	0.2	0.4	-0.2	0.2	0.1	0.1	0.1	0.3	-0.2	0.5	0.5	0.0	*	*	*	0.5	0.9	-0.4						
Tahu FM	*	*	*	*	0.1	*	*	0.3	0.1	0.2	0.3	0.3	0.0	0.1	0.4	-0.3	0.1	*	*	0.2	0.6	-0.4						
The Hits	8.8	9.2	-0.4	2	6.2	6.7	-0.5	7.7	7.3	0.4	7.3	7.1	0.2	3.5	3.7	-0.2	0.7	0.4	0.3	9.2	9.9	-0.7						
The Sound	6.3	5.6	0.7	7	5.6	4.5	1.1	6.6	5.0	1.6	6.3	5.6	0.7	3.4	1.8	1.6	1.3	1.0	0.3	5.7	5.4	0.3						
ZM	8.7	8.3	0.4	3	5.8	6.0	-0.2	7.9	8.3	-0.4	8.8	9.2	-0.4	5.0	5.0	0.0	0.5	0.5	0.0	9.5	9.5	0.0						
MediaWorks Combo	39.6	40.3	-0.7		36.3	37.2	-0.9	37.1	38.0	-0.9	38.5	39.1	-0.6	20.7	20.9	-0.2	8.3	9.0	-0.7	40.4	42.9	-2.5						
NZME Combo	29.0	28.6	0.4		21.1	22.9	-1.8	27.8	28.1	-0.3	25.2	26.7	-1.5	15.6	15.4	0.2	5.3	4.1	1.2	32.3	33.9	-1.6						
All Commercial Radio	60.3	61.3	-1.0		51.1	54.3	-3.2	58.8	59.7	-0.9	58.5	60.2	-1.7	33.8	33.9	-0.1	12.8	12.6	0.2	64.5	68.4	-3.9						

MediaWorks Combo: Breeze or Edge or Magic Music (from S4 2021) or Magic Talk (from S4 2021) or Magic Music & Talk (until S3 2021) 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 or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Hokonui

*Magic Music & Magic Talk were reported together as Magic Music & Talk in S3 2021 and therefore the individual station results cannot be compared in S4 2021

DUNEDIN COMMERCIAL RADIO - SURVEY 4 2021

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

Survey Comparisons: 3/2021 - 4/2021

This Survey Period: Sun Jan 31 to Sat Nov 6 2021

Last Survey Period: Sun Sept 13 to Sat Nov 14 2020 & Sun Jan 31 to Sat Aug 28 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	7:57	8:21	-0:24	5:59	5:19	0:40	6:08	5:42	0:26	5:51	6:03	-0:12	6:44	7:14	-0:29	7:50	9:09	-1:19	11:38	11:54	-0:16	9:13	10:48	-1:34
Coast	8:15	6:51	1:24	6:38	1:10	5:28	2:51	2:34	0:16	2:34	8:37	-6:03	5:51	8:17	-2:26	7:34	5:55	1:38	8:04	6:27	1:37	11:05	12:03	-0:57
Edge	6:49	7:17	-0:27	7:17	7:07	0:09	6:13	6:18	-0:04	5:13	5:44	-0:31	6:17	7:10	-0:52	9:42	11:40	-1:58	6:31	9:27	-2:56	7:10	6:06	1:04
Flava	5:46	6:06	-0:19	3:51	4:17	-0:25	4:32	5:00	-0:27	8:24	8:31	-0:07	9:01	8:31	0:29	9:46	8:31	1:15	2:00	4:22	-2:22	7:12	9:11	-1:58
Gold AM	2:15	6:01	-3:45	1:45	*	*	*	15:41	*	*	15:41	*	*	15:41	*	1:39	2:19	-0:40	1:34	2:11	-0:37	0:15	0:15	0:00
Life FM	4:35	3:38	0:57	2:48	1:58	0:50	2:36	1:55	0:41	2:00	1:56	0:03	2:48	3:05	-0:16	8:53	8:23	0:30	10:00	9:25	0:34	2:00	1:56	0:03
Magic Music*	8:57	n.a.	*	4:57	n.a.	*	3:11	n.a.	*	3:25	n.a.	*	3:08	n.a.	*	10:41	n.a.	*	12:30	n.a.	*	8:39	n.a.	*
Magic Talk*	7:21	n.a.	*	2:01	n.a.	*	6:29	n.a.	*	8:03	n.a.	*	9:12	n.a.	*	10:50	n.a.	*	7:26	n.a.	*	7:36	n.a.	*
More FM	8:24	7:31	0:53	5:13	4:57	0:15	5:49	5:29	0:19	10:07	9:12	0:54	10:31	8:39	1:52	10:47	9:27	1:20	8:55	9:21	-0:25	6:04	5:03	1:00
Newstalk ZB	16:12	15:16	0:56	14:28	*	*	5:48	2:04	3:44	3:56	2:19	1:36	7:46	7:36	0:09	12:56	13:53	-0:57	17:42	15:09	2:33	5:26	4:59	0:26
Radio Dunedin	17:03	12:59	4:03	14:40	8:47	5:53	15:38	11:16	4:22	10:23	10:17	0:06	9:47	9:46	0:00	9:20	10:32	-1:11	18:09	14:48	3:20	22:09	14:40	7:29
Radio Hauraki	4:52	4:59	-0:07	2:56	3:20	-0:24	3:54	4:16	-0:21	5:58	6:25	-0:26	5:39	5:44	-0:04	5:03	4:30	0:33	3:54	3:45	0:09	5:24	6:09	-0:45
Rhema	1:57	2:30	-0:32	*	*	*	*	1:15	*	0:38	1:09	-0:31	0:38	1:09	-0:31	0:30	0:30	0:00	2:14	3:02	-0:47	2:15	1:34	0:40
Rock	9:12	8:17	0:54	8:25	7:45	0:39	10:11	8:38	1:33	10:10	9:25	0:44	9:45	9:44	0:00	7:34	7:36	-0:02	8:42	6:00	2:41	5:41	3:50	1:50
Star	2:35	4:00	-1:24	*	*	*	*	8:00	*	*	8:00	*	*	8:00	*	3:07	2:53	0:14	2:50	2:59	-0:08	5:45	7:18	-1:33
Tahu FM	2:09	2:19	-0:10	1:21	2:59	-1:38	1:00	3:07	-2:07	0:15	*	*	0:15	*	*	0:30	0:30	0:00	3:59	0:30	3:29	*	*	*
The Hits	5:48	5:03	0:45	3:36	2:57	0:39	5:26	4:26	1:00	5:58	6:00	-0:02	6:20	5:53	0:26	7:32	5:41	1:51	7:41	6:36	1:04	6:42	5:29	1:13
The Sound	8:29	6:44	1:44	10:17	4:06	6:10	5:47	3:32	2:14	6:09	3:54	2:14	7:08	6:22	0:46	8:00	8:33	-0:32	8:27	9:15	-0:48	5:54	5:35	0:19
ZM	7:35	6:42	0:53	5:50	6:15	-0:25	7:27	6:24	1:02	8:49	6:32	2:16	9:14	7:04	2:10	9:11	7:21	1:50	7:09	6:53	0:15	10:58	11:00	-0:02
MediaWorks Combo	13:20	12:48	0:32	11:02	9:14	1:48	10:59	10:34	0:24	12:15	12:19	-0:04	12:47	12:53	-0:06	13:28	15:05	-1:36	15:40	16:26	-0:45	11:56	10:57	0:58
NZME Combo	9:51	8:46	1:05	6:10	5:38	0:32	7:24	6:46	0:38	9:07	8:25	0:42	9:19	8:31	0:48	10:19	9:03	1:15	13:19	10:53	2:26	10:43	10:15	0:28
All Commercial Radio	15:47	15:02	0:45	12:23	10:39	1:43	12:54	12:10	0:43	14:29	14:22	0:07	15:07	14:39	0:28	15:50	16:21	-0:30	18:54	19:20	-0:25	14:35	13:38	0:56
Potential (000)	116.7	116.7	0.0	33.5	33.5	0.0	43.1	43.9	-0.8	31.4	31.4	0.0	46.8	46.8	0.0	31.1	31.1	0.0	27.2	27.2	0.0	16.1	15.7	0.4
Sample	824	812	12	165	170	-5	231	246	-15	211	214	-3	321	320	1	244	236	8	257	245	12	134	126	8

MediaWorks Combo: Breeze or Edge or Magic Music (from S4 2021) or Magic Talk (from S4 2021) or Magic Music & Talk (until S3 2021) 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 or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Hokonui

*Magic Music & Magic Talk were reported together as Magic Music & Talk in S3 2021 and therefore the individual station results cannot be compared in S4 2021

DUNEDIN COMMERCIAL RADIO - SURVEY 4 2021

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

Survey Comparisons: 3/2021 - 4/2021

This Survey Period: Sun Jan 31 to Sat Nov 6 2021

Last Survey Period: Sun Sept 13 to Sat Nov 14 2020 & Sun Jan 31 to Sat Aug 28 2021

	This	Last	+/-
Potential (000)	116.7	116.7	0.0
Sample Size	824	812	12

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

MediaWorks Combo: Breeze or Edge or Magic Music (from S4 2021) or Magic Talk (from S4 2021) or Magic Music & Talk (until S3 2021) 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 or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Hokonui

*Magic Music & Magic Talk were reported together as Magic Music & Talk in S3 2021 and therefore the individual station results cannot be compared in S4 2021