



# DUNEDIN COMMERCIAL RADIO - SURVEY 1 2016

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

Survey Comparisons: 2/2015 - 1/2016

This Survey Period: Sun Jan 31 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016

Last Survey Period: Sat Aug 8 to Sat Sep 19 2015

	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	4.9	4.8	0.1	7	3.3	0.2	3.1	2.4	3.1	-0.7	2.7	4.5	-1.8	3.6	6.7	-3.1	8.2	8.6	-0.4	10.8	6.6	4.2	4.9	6.6	-1.7
Coast	4.0	3.5	0.5	13	7.8	0.0	7.8	0.2	*	*	0.6	0.6	0.0	2.0	1.0	1.0	4.7	4.8	-0.1	5.7	7.7	-2.0	5.1	1.0	4.1
Edge	8.7	8.1	0.6	5	16.0	42.9	-26.9	22.7	17.3	5.4	10.7	9.7	1.0	9.4	8.1	1.3	4.3	3.4	0.9	0.5	0.8	-0.3	12.3	10.7	1.6
Flava	4.2	1.7	2.5	12	18.0	2.0	16.0	10.0	5.3	4.7	7.2	1.2	6.0	4.7	1.1	3.6	0.3	0.4	-0.1	0.1	*	*	3.2	3.2	0.0
George FM	0.9	0.9	0.0	19	1.1	0.6	0.5	1.3	3.0	-1.7	2.9	0.8	2.1	1.8	0.5	1.3	0.1	*	*	0.1	0.2	-0.1	0.6	*	*
Hits	8.9	8.2	0.7	4	8.4	10.4	-2.0	8.1	8.7	-0.6	8.6	10.4	-1.8	9.8	11.4	-1.6	12.5	10.3	2.2	8.6	6.8	1.8	15.0	13.6	1.4
Life FM	1.3	n.a.	*	16	2.4	n.a.	*	0.6	n.a.	*	1.8	n.a.	*	1.3	n.a.	*	1.4	n.a.	*	1.8	n.a.	*	3.0	n.a.	*
Magic	2.4	3.9	-1.5	15	0.1	0.2	-0.1	0.5	0.3	0.2	0.5	0.4	0.1	1.4	2.8	-1.4	2.1	8.1	-6.0	4.2	8.2	-4.0	0.5	3.2	-2.7
More FM	6.3	6.3	0.0	6	8.2	11.5	-3.3	6.9	6.4	0.5	8.0	7.4	0.6	8.7	10.1	-1.4	10.5	9.1	1.4	6.3	3.0	3.3	9.1	10.4	-1.3
Newstalk ZB	10.1	9.6	0.5	2	2.1	*	*	*	*	*	1.2	1.7	-0.5	3.1	3.0	0.1	11.3	5.5	5.8	18.4	15.2	3.2	2.0	1.8	0.2
Radio Dunedin	10.0	13.1	-3.1	3	0.5	1.7	-1.2	0.3	*	*	0.4	0.2	0.2	2.0	0.7	1.3	7.0	7.9	-0.9	19.9	20.2	-0.3	2.1	1.2	0.9
Radio Hauraki	4.5	0.9	3.6	11	0.8	*	*	3.4	1.7	1.7	10.0	2.2	7.8	8.3	1.4	6.9	2.9	1.0	1.9	0.5	1.0	-0.5	6.0	0.1	5.9
Radio Live	4.7	4.4	0.3	10	1.1	*	*	1.1	1.6	-0.5	4.9	5.4	-0.5	4.8	5.3	-0.5	4.0	5.4	-1.4	5.3	5.0	0.3	6.2	5.3	0.9
Radio Sport	2.9	4.3	-1.4	14	*	*	*	1.1	0.7	0.4	1.3	3.1	-1.8	3.2	5.5	-2.3	4.7	8.0	-3.3	2.6	5.9	-3.3	0.7	8.6	-7.9
Radio Tarana	*	n.a.	*	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*
Rhema	1.2	n.a.	*	18	*	n.a.	*	0.4	n.a.	*	2.3	n.a.	*	1.8	n.a.	*	0.7	n.a.	*	0.8	n.a.	*	0.5	n.a.	*
Rock	11.3	12.4	-1.1	1	14.3	18.0	-3.7	21.0	28.7	-7.7	20.4	25.5	-5.1	16.8	19.3	-2.5	9.6	7.5	2.1	5.8	4.1	1.7	13.4	11.1	2.3
Star	1.3	n.a.	*	16	*	n.a.	*	0.9	n.a.	*	1.0	n.a.	*	1.6	n.a.	*	2.6	n.a.	*	1.8	n.a.	*	1.1	n.a.	*
Tahu FM	0.1	n.a.	*	20	*	n.a.	*	0.5	n.a.	*	0.3	n.a.	*	0.2	n.a.	*	*	n.a.	*	*	n.a.	*	0.1	n.a.	*
The Sound	4.9	6.8	-1.9	7	0.8	7.4	-6.6	6.3	3.2	3.1	6.0	7.9	-1.9	7.1	8.0	-0.9	8.6	11.8	-3.2	4.5	9.8	-5.3	7.8	5.7	2.1
ZM	4.9	5.0	-0.1	7	12.3	4.1	8.2	9.5	14.7	-5.2	8.1	10.3	-2.2	6.2	7.6	-1.4	1.7	1.9	-0.2	0.2	0.2	0.0	4.4	7.7	-3.3
Other	2.4	6.1	-3.7		2.8	1.1	1.7	3.1	4.9	-1.8	1.2	8.7	-7.5	2.1	7.5	-5.4	2.8	6.0	-3.2	2.3	5.0	-2.7	2.1	9.6	-7.5
Mediaworks Combo	54.2	60.6	-6.4		45.5	82.4	-36.9	62.3	63.5	-1.2	56.3	61.8	-5.5	55.7	61.4	-5.7	54.3	61.9	-7.6	57.4	57.9	-0.5	56.8	54.4	2.4
NZME Combo	39.5	33.3	6.2		49.3	16.5	32.8	32.2	31.6	0.6	37.1	29.5	7.6	37.3	31.0	6.3	38.2	32.1	6.1	36.0	37.1	-1.1	36.4	36.0	0.4
Potential (000)	105.4	99.1	6.3		12.0	10.4	1.6	34.2	33.5	0.7	26.1	24.9	1.2	41.0	38.9	2.1	28.3	26.3	2.0	23.4	21.1	2.3	15.6	17.4	-1.8
Sample	902	839	63		86	51	35	248	207	41	216	206	10	358	350	8	259	274	-15	246	262	-16	148	166	-18

Please note: Survey 1 2016 supplied by GfK; Survey 2 2015 supplied by TNS. Please take into account if comparing Survey 2 2015 and Survey 1 2016 results

Mediaworks Combo : Breeze or Edge or George FM or Magic or More FM or Radio Dunedin or Radio Live or Rock or The Sound

NZME Combo : Coast or Flava or Hits or Newstalk ZB or Radio Hauraki or Radio Sport or ZM

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



# DUNEDIN COMMERCIAL RADIO - SURVEY 1 2016

## Station Share (%) by Daypart, People 10+

### Survey Comparisons: 2/2015 - 1/2016

This Survey Period: Sun Jan 31 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016

Last Survey Period: Sat Aug 8 to Sat Sep 19 2015

	This	Last	+/-
Potential (000)	105.4	99.1	6.3
Sample Size	902	839	63

	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	5.1	4.5	0.6	9	5.8	5.5	0.3	5.5	5.6	-0.1	4.6	4.4	0.2	3.5	4.0	-0.5	1.6	1.7	-0.1	5.0	4.8	0.2
Coast	3.6	1.3	2.3	11	3.2	4.1	-0.9	3.6	5.5	-1.9	6.1	2.9	3.2	4.0	2.2	1.8	0.4	0.1	0.3	4.8	4.2	0.6
Edge	7.3	8.0	-0.7	7	5.4	5.5	-0.1	7.1	7.9	-0.8	7.9	10.5	-2.6	16.4	12.9	3.5	11.1	1.2	9.9	10.9	8.9	2.0
Flava	3.0	1.7	1.3	13	4.3	2.2	2.1	6.1	2.2	3.9	5.5	2.5	3.0	4.1	0.8	3.3	0.8	1.1	-0.3	3.5	0.8	2.7
George FM	0.7	0.5	0.2	17	0.5	0.4	0.1	1.3	0.7	0.6	1.7	1.5	0.2	0.5	1.8	-1.3	3.0	0.3	2.7	0.5	1.2	-0.7
Hits	12.1	9.9	2.2	1	8.9	9.4	-0.5	9.2	9.8	-0.6	10.3	9.1	1.2	5.2	3.4	1.8	4.3	4.9	-0.6	7.8	5.7	2.1
Life FM	1.8	n.a.	*	15	1.5	n.a.	*	1.2	n.a.	*	1.1	n.a.	*	1.2	n.a.	*	1.7	n.a.	*	0.8	n.a.	*
Magic	1.6	2.4	-0.8	16	3.4	4.2	-0.8	2.6	5.3	-2.7	1.9	3.6	-1.7	1.7	4.8	-3.1	*	2.0	*	2.9	3.8	-0.9
More FM	7.9	8.1	-0.2	5	8.5	5.7	2.8	6.3	6.1	0.2	5.9	5.9	0.0	1.9	3.4	-1.5	3.0	1.1	1.9	6.0	7.0	-1.0
Newstalk ZB	11.8	14.0	-2.2	2	7.3	7.0	0.3	6.5	3.2	3.3	5.5	7.0	-1.5	16.9	15.5	1.4	22.3	28.1	-5.8	11.2	10.3	0.9
Radio Dunedin	10.0	14.2	-4.2	3	12.7	15.1	-2.4	8.9	10.5	-1.6	6.3	11.8	-5.5	7.9	10.1	-2.2	12.9	4.2	8.7	11.1	15.4	-4.3
Radio Hauraki	3.2	0.8	2.4	12	7.2	1.6	5.6	7.1	1.4	5.7	6.0	1.1	4.9	0.8	0.0	0.8	0.1	0.0	0.1	2.9	0.3	2.6
Radio Live	7.4	6.9	0.5	6	2.9	3.3	-0.4	3.6	3.2	0.4	3.5	4.2	-0.7	5.2	6.8	-1.6	9.6	6.5	3.1	4.2	3.3	0.9
Radio Sport	2.9	3.5	-0.6	14	3.3	3.5	-0.2	2.3	4.1	-1.8	2.2	4.4	-2.2	3.2	3.9	-0.7	1.7	1.4	0.3	3.7	6.2	-2.5
Radio Tarana	*	n.a.	*	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*
Rhema	0.4	n.a.	*	19	0.6	n.a.	*	0.7	n.a.	*	0.6	n.a.	*	3.3	n.a.	*	5.2	n.a.	*	1.6	n.a.	*
Rock	9.0	9.4	-0.4	4	12.1	15.5	-3.4	13.2	16.2	-3.0	13.4	13.7	-0.3	10.4	10.1	0.3	10.0	8.1	1.9	10.6	9.8	0.8
Star	0.5	n.a.	*	18	1.3	n.a.	*	1.9	n.a.	*	1.5	n.a.	*	1.8	n.a.	*	1.0	n.a.	*	1.2	n.a.	*
Tahu FM	*	n.a.	*	*	0.2	n.a.	*	0.4	n.a.	*	*	n.a.	*	0.1	n.a.	*	*	n.a.	*	*	n.a.	*
The Sound	4.5	6.5	-2.0	10	5.3	7.1	-1.8	5.5	7.7	-2.2	7.9	7.6	0.3	2.5	5.5	-3.0	1.5	9.8	-8.3	4.3	5.5	-1.2
ZM	5.8	4.8	1.0	8	4.4	5.1	-0.7	5.2	5.2	0.0	5.6	5.9	-0.3	5.6	5.8	-0.2	3.8	8.2	-4.4	4.0	4.0	0.0
Other	1.3	3.3	-2.0		1.2	4.6	-3.4	1.8	5.3	-3.5	2.6	3.6	-1.0	3.8	8.9	-5.1	5.9	21.1	-15.2	3.1	8.6	-5.5
Mediaworks Combo	53.5	60.5	-7.0		56.6	62.3	-5.7	54.0	63.1	-9.1	53.1	63.2	-10.1	50.0	59.4	-9.4	52.8	35.0	17.8	55.4	59.8	-4.4
NZME Combo	42.5	36.1	6.4		38.5	33.1	5.4	40.1	31.6	8.5	41.0	33.2	7.8	39.9	31.7	8.2	33.3	43.9	-10.6	37.9	31.6	6.3

Please note: Survey 1 2016 supplied by GfK; Survey 2 2015 supplied by TNS. Please take into account if comparing Survey 2 2015 and Survey 1 2016 results

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NZME Combo : Coast or Flava or Hits or Newstalk ZB or Radio Hauraki or Radio Sport or ZM

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



# DUNEDIN COMMERCIAL RADIO - SURVEY 1 2016

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

Survey Comparisons: 2/2015 - 1/2016

This Survey Period: Sun Jan 31 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016

Last Survey Period: Sat Aug 8 to Sat Sep 19 2015

	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	8.1	7.3	0.8	8	0.6	0.2	0.4	2.0	0.9	1.1	1.8	1.7	0.1	3.0	3.6	-0.6	3.0	3.6	-0.6	3.1	2.7	0.4	1.3	2.3	-1.0
Coast	6.5	4.8	1.7	12	0.4	*	*	0.2	0.1	0.1	0.4	0.4	0.0	1.4	0.8	0.6	3.1	2.0	1.1	3.6	3.1	0.5	1.1	0.4	0.7
Edge	19.9	18.7	1.2	1	3.4	4.1	-0.7	10.9	10.8	0.1	6.5	4.4	2.1	8.5	5.6	2.9	2.4	1.7	0.7	0.6	0.7	-0.1	3.2	3.8	-0.6
Flava	7.8	4.8	3.0	10	2.3	0.8	1.5	4.0	2.8	1.2	2.9	1.7	1.2	3.2	2.1	1.1	0.4	0.5	-0.1	0.1	0.1	0.0	1.1	1.2	-0.1
George FM	2.4	3.7	-1.3	17	0.1	0.3	-0.2	1.0	2.4	-1.4	1.3	1.2	0.1	1.3	1.3	0.0	0.2	0.2	0.0	0.2	0.4	-0.2	0.3	0.2	0.1
Hits	14.6	13.6	1.0	2	1.5	2.2	-0.7	4.8	3.4	1.4	3.7	4.3	-0.6	6.5	8.0	-1.5	4.9	4.6	0.3	2.9	1.4	1.5	3.4	3.9	-0.5
Life FM	3.3	n.a.	*	16	0.5	n.a.	*	0.8	n.a.	*	0.7	n.a.	*	1.1	n.a.	*	1.0	n.a.	*	1.0	n.a.	*	0.7	n.a.	*
Magic	4.6	5.6	-1.0	15	0.2	0.2	0.0	0.5	0.6	-0.1	0.7	0.7	0.0	1.6	1.9	-0.3	1.6	3.0	-1.4	2.0	2.9	-0.9	0.8	1.2	-0.4
More FM	11.5	10.6	0.9	4	1.7	1.6	0.1	3.6	2.6	1.0	4.5	3.0	1.5	6.2	5.6	0.6	3.6	4.4	-0.8	2.3	2.2	0.1	2.3	2.5	-0.2
Newstalk ZB	8.0	7.3	0.7	9	0.4	*	*	0.1	*	*	0.4	0.6	-0.2	1.5	1.6	-0.1	3.4	2.2	1.2	3.8	3.4	0.4	0.7	0.7	0.0
Radio Dunedin	8.8	9.1	-0.3	6	0.2	0.5	-0.3	0.4	*	*	0.6	0.2	0.4	1.6	1.2	0.4	2.2	2.7	-0.5	3.8	4.0	-0.2	0.6	0.8	-0.2
Radio Hauraki	5.7	1.9	3.8	13	0.3	*	*	1.5	0.7	0.8	2.9	1.1	1.8	4.1	1.4	2.7	1.4	0.6	0.8	0.6	0.4	0.2	1.0	0.2	0.8
Radio Live	7.0	7.3	-0.3	11	0.4	*	*	0.8	1.5	-0.7	3.0	1.5	1.5	4.2	3.1	1.1	2.0	3.4	-1.4	1.6	2.6	-1.0	1.7	1.2	0.5
Radio Sport	5.3	5.7	-0.4	14	*	*	*	0.8	0.6	0.2	1.0	1.5	-0.5	2.4	3.1	-0.7	2.4	2.6	-0.2	1.8	1.9	-0.1	0.5	1.3	-0.8
Radio Tarana	0.1	n.a.	*	21	*	n.a.	*	*	n.a.	*	*	n.a.	*	0.1	n.a.	*	0.1	n.a.	*	*	n.a.	*	*	n.a.	*
Rhema	2.1	n.a.	*	19	*	n.a.	*	0.6	n.a.	*	0.6	n.a.	*	1.1	n.a.	*	0.7	n.a.	*	0.5	n.a.	*	0.3	n.a.	*
Rock	12.7	11.4	1.3	3	1.5	0.8	0.7	5.9	6.0	-0.1	6.7	5.8	0.9	8.2	6.8	1.4	2.1	1.7	0.4	0.8	0.8	0.0	2.5	2.7	-0.2
Star	2.3	n.a.	*	18	*	n.a.	*	0.7	n.a.	*	0.5	n.a.	*	0.9	n.a.	*	0.9	n.a.	*	0.8	n.a.	*	0.5	n.a.	*
Tahu FM	0.4	n.a.	*	20	*	n.a.	*	0.3	n.a.	*	0.1	n.a.	*	0.1	n.a.	*	0.2	n.a.	*	0.2	n.a.	*	0.1	n.a.	*
The Sound	8.8	10.2	-1.4	6	0.4	0.9	-0.5	2.9	2.4	0.5	3.0	3.3	-0.3	5.0	6.0	-1.0	3.6	4.5	-0.9	1.7	2.2	-0.5	1.7	2.2	-0.5
ZM	10.3	12.9	-2.6	5	2.0	1.3	0.7	4.9	8.5	-3.6	4.1	3.6	0.5	5.1	5.4	-0.3	1.3	1.9	-0.6	0.3	0.1	0.2	2.0	2.6	-0.6
Other	6.7	12.9	-6.2		0.8	0.5	0.3	2.3	3.8	-1.5	1.6	4.2	-2.6	2.2	6.3	-4.1	1.3	3.7	-2.4	1.5	2.7	-1.2	0.5	2.7	-2.2
Mediaworks Combo	57.9	58.1	-0.2		6.1	6.7	-0.6	19.6	18.3	1.3	17.1	14.4	2.7	25.0	23.4	1.6	14.3	16.4	-2.1	11.7	12.3	-0.6	9.7	10.7	-1.0
NZME Combo	45.4	41.0	4.4		5.4	3.2	2.2	13.3	13.5	-0.2	11.9	11.0	0.9	18.7	18.2	0.5	12.8	11.3	1.5	9.5	8.3	1.2	7.6	8.5	-0.9
All Commercial Radio	79.8	77.8	2.0		8.6	7.4	1.2	24.9	25.5	-0.6	22.2	20.7	1.5	33.6	32.6	1.0	21.2	21.2	0.0	17.4	16.4	1.0	13.3	15.1	-1.8
Potential (000)	105.4	99.1	6.3		12.0	10.4	1.6	34.2	33.5	0.7	26.1	24.9	1.2	41.0	38.9	2.1	28.3	26.3	2.0	23.4	21.1	2.3	15.6	17.4	-1.8
Sample	902	839	63		86	51	35	248	207	41	216	206	10	358	350	8	259	274	-15	246	262	-16	148	166	-18

Please note: Survey 1 2016 supplied by GfK; Survey 2 2015 supplied by TNS. Please take into account if comparing Survey 2 2015 and Survey 1 2016 results

Mediaworks Combo : Breeze or Edge or George FM or Magic or More FM or Radio Dunedin or Radio Live or Rock or The Sound

NZME Combo : Coast or Flava or Hits or Newstalk ZB or Radio Hauraki or Radio Sport or ZM



# DUNEDIN COMMERCIAL RADIO - SURVEY 1 2016

Cumulative Audience (000's) by Daypart, People 10+

Survey Comparisons: 2/2015 - 1/2016

This Survey Period: Sun Jan 31 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016

Last Survey Period: Sat Aug 8 to Sat Sep 19 2015

	This	Last	+/-
Potential (000)	105.4	99.1	6.3
Sample Size	902	839	63

	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	4.5	4.2	0.3	10	3.5	2.8	0.7	3.6	3.0	0.6	3.0	2.4	0.6	1.6	1.0	0.6	0.7	0.8	-0.1	4.2	3.9	0.3
Coast	2.9	1.8	1.1	13	2.8	2.7	0.1	3.7	2.7	1.0	3.7	2.0	1.7	2.2	0.8	1.4	0.4	0.1	0.3	4.0	2.2	1.8
Edge	9.6	8.2	1.4	1	6.2	5.3	0.9	8.4	8.6	-0.2	8.8	8.1	0.7	5.8	6.0	-0.2	2.2	0.7	1.5	12.9	10.7	2.2
Flava	3.3	2.7	0.6	11	2.6	1.3	1.3	3.6	2.0	1.6	3.7	2.3	1.4	1.8	0.8	1.0	0.5	0.2	0.3	4.8	1.8	3.0
George FM	1.0	0.8	0.2	17	0.2	0.9	-0.7	0.7	1.5	-0.8	1.5	1.0	0.5	0.4	1.8	-1.4	0.4	0.1	0.3	0.9	1.2	-0.3
Hits	8.8	8.8	0.0	2	5.9	6.0	-0.1	6.7	7.0	-0.3	7.8	5.9	1.9	3.8	2.4	1.4	1.3	0.9	0.4	9.3	6.5	2.8
Life FM	2.1	n.a.	*	15	1.7	n.a.	*	1.5	n.a.	*	1.1	n.a.	*	1.3	n.a.	*	0.5	n.a.	*	2.0	n.a.	*
Magic	2.1	2.3	-0.2	15	1.9	3.2	-1.3	2.5	3.7	-1.2	1.9	2.6	-0.7	1.0	1.3	-0.3	*	0.6	*	2.2	3.1	-0.9
More FM	6.6	6.1	0.5	4	5.7	3.5	2.2	5.6	3.6	2.0	4.6	4.2	0.4	1.7	2.2	-0.5	1.8	0.6	1.2	5.9	5.5	0.4
Newstalk ZB	6.1	5.8	0.3	5	3.8	3.3	0.5	3.8	2.3	1.5	3.7	2.3	1.4	4.4	3.2	1.2	2.7	3.3	-0.6	6.2	5.5	0.7
Radio Dunedin	5.7	6.9	-1.2	6	5.5	5.6	-0.1	4.1	4.5	-0.4	3.9	4.1	-0.2	2.5	2.6	-0.1	1.4	1.3	0.1	5.5	6.4	-0.9
Radio Hauraki	3.0	1.1	1.9	12	3.2	0.6	2.6	3.5	0.7	2.8	3.1	1.1	2.0	1.1	0.1	1.0	0.3	*	*	3.0	0.5	2.5
Radio Live	4.7	4.0	0.7	9	1.6	2.8	-1.2	3.1	2.3	0.8	2.8	2.5	0.3	1.6	1.8	-0.2	1.0	0.8	0.2	3.4	3.4	0.0
Radio Sport	2.5	2.9	-0.4	14	2.2	2.0	0.2	2.4	2.5	-0.1	1.6	2.5	-0.9	1.8	1.6	0.2	0.6	0.6	0.0	4.1	4.3	-0.2
Radio Tarana	*	n.a.	*	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	0.1	n.a.	*
Rhema	0.5	n.a.	*	19	0.9	n.a.	*	0.6	n.a.	*	0.7	n.a.	*	1.1	n.a.	*	0.3	n.a.	*	1.5	n.a.	*
Rock	8.0	7.4	0.6	3	5.8	5.9	-0.1	7.4	7.3	0.1	7.8	6.6	1.2	3.6	2.9	0.7	2.8	2.3	0.5	7.4	5.2	2.2
Star	0.8	n.a.	*	18	0.8	n.a.	*	1.2	n.a.	*	1.0	n.a.	*	0.9	n.a.	*	0.2	n.a.	*	1.1	n.a.	*
Tahu FM	*	n.a.	*	*	0.1	n.a.	*	0.3	n.a.	*	0.1	n.a.	*	0.1	n.a.	*	*	n.a.	*	*	n.a.	*
The Sound	5.2	5.5	-0.3	8	3.9	4.0	-0.1	3.7	5.1	-1.4	5.8	4.6	1.2	1.7	1.7	0.0	0.3	1.0	-0.7	4.2	5.3	-1.1
ZM	5.6	5.5	0.1	7	3.8	4.7	-0.9	5.2	5.7	-0.5	4.9	4.9	0.0	1.7	3.2	-1.5	1.6	0.3	1.3	5.4	6.8	-1.4
Other	2.7	4.6	-1.9		1.9	3.8	-1.9	2.8	4.7	-1.9	2.9	3.7	-0.8	2.0	3.5	-1.5	1.4	0.8	0.6	4.3	7.3	-3.0
Mediaworks Combo	37.6	37.3	0.3		29.3	27.0	2.3	32.4	32.3	0.1	32.5	30.8	1.7	17.6	18.7	-1.1	8.9	7.7	1.2	40.1	38.9	1.2
NZME Combo	27.9	26.1	1.8		21.4	19.0	2.4	25.7	21.0	4.7	25.9	18.7	7.2	15.7	11.7	4.0	6.8	5.3	1.5	31.8	24.6	7.2
All Commercial Radio	59.6	56.7	2.9		47.5	42.5	5.0	53.6	48.0	5.6	54.2	46.3	7.9	33.8	30.5	3.3	16.1	12.8	3.3	64.4	58.4	6.0

Please note: Survey 1 2016 supplied by GfK; Survey 2 2015 supplied by TNS. Please take into account if comparing Survey 2 2015 and Survey 1 2016 results

Mediaworks Combo : Breeze or Edge or George FM or Magic or More FM or Radio Dunedin or Radio Live or Rock or The Sound  
 NZME Combo : Coast or Flava or Hits or Newstalk ZB or Radio Hauraki or Radio Sport or ZM



# DUNEDIN COMMERCIAL RADIO - SURVEY 1 2016

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

Survey Comparisons: 2/2015 - 1/2016

This Survey Period: Sun Jan 31 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016

Last Survey Period: Sat Aug 8 to Sat Sep 19 2015

	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	8:24	8:30	-0:05	3:55	0:45	3:10	4:00	9:57	-5:56	5:44	8:38	-2:53	7:26	9:48	-2:21	11:48	10:23	1:25	12:45	8:54	3:51	9:25	6:37	2:48
Coast	8:27	9:26	-0:58	14:30	*	*	3:46	0:30	3:16	6:06	5:03	1:03	8:58	6:47	2:11	6:20	10:17	-3:56	5:50	9:12	-3:21	12:03	5:03	7:00
Edge	6:06	5:30	0:36	3:25	6:29	-3:03	7:12	4:45	2:27	6:23	7:05	-0:41	6:55	7:39	-0:43	7:28	8:30	-1:01	3:10	4:15	-1:04	9:41	6:35	3:06
Flava	7:25	4:31	2:54	5:47	1:37	4:10	8:34	5:39	2:55	9:45	2:17	7:28	9:10	2:37	6:33	3:18	3:48	-0:29	3:00	1:00	2:00	7:30	6:23	1:07
George FM	5:25	2:56	2:29	8:15	1:15	7:00	4:39	3:35	1:04	8:31	2:12	6:19	8:31	2:02	6:29	1:40	0:41	0:59	1:40	1:48	-0:07	4:25	0:33	3:52
Hits	8:29	7:42	0:47	4:02	2:53	1:09	5:47	7:44	-1:56	9:04	7:42	1:22	9:23	7:36	1:47	11:00	9:41	1:19	10:53	17:46	-6:52	11:04	8:01	3:03
Life FM	5:17	n.a.	*	3:16	n.a.	*	2:19	n.a.	*	10:16	n.a.	*	7:18	n.a.	*	5:55	n.a.	*	6:20	n.a.	*	10:12	n.a.	*
Magic	7:09	8:51	-1:41	0:15	0:45	-0:30	3:04	1:33	1:31	2:58	1:58	1:00	5:26	7:43	-2:16	5:30	11:49	-6:18	7:36	10:30	-2:53	1:49	6:19	-4:29
More FM	7:39	7:35	0:04	3:33	4:32	-0:58	6:32	7:25	-0:52	6:57	7:46	-0:48	8:43	9:40	-0:56	12:30	9:04	3:26	10:08	5:02	5:06	10:10	9:41	0:29
Newstalk ZB	17:33	16:43	0:50	4:19	*	*	1:15	*	*	11:13	8:32	2:41	13:14	9:48	3:26	14:22	10:41	3:41	17:56	16:37	1:19	7:00	6:07	0:53
Radio Dunedin	15:53	18:25	-2:31	1:41	2:15	-0:33	2:45	*	*	2:27	2:17	0:10	7:49	3:09	4:40	13:32	12:43	0:49	19:15	18:46	0:29	8:28	3:24	5:04
Radio Hauraki	11:05	5:52	5:13	2:00	*	*	7:37	7:23	0:14	13:19	6:09	7:10	12:38	5:28	7:10	9:11	6:35	2:36	2:46	9:05	-6:18	15:01	1:09	13:52
Radio Live	9:21	7:42	1:39	2:15	*	*	4:22	3:18	1:04	6:24	11:13	-4:48	7:11	8:56	-1:44	8:38	6:46	1:52	12:13	7:02	5:11	9:04	9:54	-0:49
Radio Sport	7:34	9:36	-2:01	*	*	*	4:39	3:16	1:23	4:59	6:28	-1:28	8:30	9:27	-0:56	8:23	13:38	-5:14	5:06	11:16	-6:09	3:28	15:18	-11:49
Radio Tarana	0:15	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	0:15	n.a.	*	0:15	n.a.	*	*	n.a.	*	*	n.a.	*
Rhema	8:18	n.a.	*	*	n.a.	*	2:05	n.a.	*	14:42	n.a.	*	10:01	n.a.	*	4:09	n.a.	*	5:40	n.a.	*	4:46	n.a.	*
Rock	12:22	13:55	-1:32	6:48	14:20	-7:31	12:18	14:09	-1:50	11:55	14:07	-2:11	12:51	14:57	-2:05	19:21	18:50	0:31	25:34	19:01	6:33	13:29	9:36	3:53
Star	7:58	n.a.	*	*	n.a.	*	5:00	n.a.	*	8:02	n.a.	*	11:42	n.a.	*	12:55	n.a.	*	7:56	n.a.	*	5:23	n.a.	*
Tahu FM	3:51	n.a.	*	*	n.a.	*	6:10	n.a.	*	10:00	n.a.	*	10:00	n.a.	*	0:50	n.a.	*	0:50	n.a.	*	1:15	n.a.	*
The Sound	7:40	8:30	-0:49	1:23	5:02	-3:38	7:20	3:59	3:21	7:55	7:39	0:16	8:55	7:03	1:52	10:11	11:22	-1:10	9:51	16:46	-6:54	11:38	5:51	5:47
ZM	6:39	4:58	1:41	4:29	1:58	2:31	6:36	5:10	1:26	7:46	9:11	-1:24	7:34	7:28	0:06	5:44	4:18	1:26	2:00	8:15	-6:15	5:39	6:53	-1:13
Other	4:56	6:02	-1:05	2:32	1:25	1:07	4:39	3:49	0:50	2:57	6:41	-3:43	6:01	6:21	-0:19	9:17	7:03	2:14	5:41	6:49	-1:07	10:46	8:13	2:33
Mediaworks Combo	13:01	13:18	-0:16	5:28	7:36	-2:07	10:57	10:18	0:39	12:53	13:41	-0:48	13:54	13:54	0:00	16:11	16:18	-0:06	18:00	17:24	0:36	14:41	11:46	2:55
NZME Combo	12:05	10:21	1:44	6:40	3:13	3:27	8:20	6:55	1:25	12:09	8:34	3:35	12:25	9:03	3:22	12:44	12:17	0:27	13:50	16:32	-2:41	12:04	9:47	2:17
All Commercial Radio	17:25	16:23	1:02	8:30	8:23	0:07	13:50	11:39	2:11	17:37	15:26	2:11	18:33	16:18	2:15	20:09	20:25	-0:15	21:07	22:30	-1:22	18:58	15:19	3:39
Potential (000)	105.4	99.1	6.3	12.0	10.4	1.6	34.2	33.5	0.7	26.1	24.9	1.2	41.0	38.9	2.1	28.3	26.3	2.0	23.4	21.1	2.3	15.6	17.4	-1.8
Sample	902	839	63	86	51	35	248	207	41	216	206	10	358	350	8	259	274	-15	246	262	-16	148	166	-18

Please note: Survey 1 2016 supplied by GfK; Survey 2 2015 supplied by TNS. Please take into account if comparing Survey 2 2015 and Survey 1 2016 results

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# DUNEDIN COMMERCIAL RADIO - SURVEY 1 2016

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

Survey Comparisons: 2/2015 - 1/2016

This Survey Period: Sun Jan 31 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016

Last Survey Period: Sat Aug 8 to Sat Sep 19 2015

	This	Last	+/-
Potential (000)	105.4	99.1	6.3
Sample Size	902	839	63

	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	2:43	0:04	3:37	4:28	-0:50	4:14	4:58	-0:43	2:23	2:10	0:13	2:15	3:11	-0:55	1:26	0:54	0:32	3:54	3:33	0:21
Coast	3:05	1:51	1:14	2:26	3:27	-1:00	2:39	5:25	-2:45	2:32	1:44	0:48	1:54	2:09	-0:14	0:41	0:22	0:19	3:58	5:36	-1:37
Edge	1:51	2:28	-0:36	1:53	2:19	-0:25	2:21	2:29	-0:07	1:22	1:30	-0:07	2:56	1:41	1:15	3:23	0:44	2:39	2:46	2:26	0:20
Flava	2:13	1:39	0:34	3:37	3:51	-0:13	4:38	2:57	1:41	2:17	1:14	1:03	2:25	0:48	1:37	1:01	2:15	-1:13	2:22	1:21	1:01
George FM	1:37	1:35	0:02	4:46	1:08	3:38	5:21	1:12	4:09	1:44	1:39	0:05	1:12	0:47	0:25	5:00	1:15	3:45	1:44	2:59	-1:14
Hits	3:21	2:51	0:30	3:18	3:33	-0:14	3:49	3:43	0:06	2:01	1:48	0:13	1:25	1:07	0:18	2:12	2:13	-0:00	2:44	2:34	0:10
Life FM	2:05	n.a.	*	1:53	n.a.	*	2:07	n.a.	*	1:40	n.a.	*	0:58	n.a.	*	2:05	n.a.	*	1:19	n.a.	*
Magic	1:50	2:40	-0:49	4:02	3:02	1:00	2:51	3:48	-0:56	1:31	1:37	-0:05	1:43	2:59	-1:15	*	1:27	*	4:17	3:31	0:46
More FM	2:54	3:23	-0:28	3:16	3:41	-0:24	3:08	4:32	-1:23	1:58	1:38	0:20	1:10	1:14	-0:03	1:04	0:46	0:18	3:19	3:43	-0:23
Newstalk ZB	4:43	6:07	-1:23	4:11	4:48	-0:36	4:48	3:42	1:06	2:16	3:28	-1:11	3:59	3:47	0:12	5:23	3:27	1:56	5:56	5:26	0:30
Radio Dunedin	4:16	5:13	-0:56	5:00	6:05	-1:04	6:04	6:14	-0:09	2:29	3:21	-0:51	3:14	3:03	0:11	5:54	1:18	4:36	6:33	6:58	-0:24
Radio Hauraki	2:36	1:46	0:50	4:58	6:33	-1:34	5:39	5:28	0:11	2:59	1:08	1:51	0:50	0:15	0:35	0:15	*	*	3:14	1:29	1:45
Radio Live	3:50	4:22	-0:31	3:55	2:44	1:11	3:13	3:38	-0:24	1:59	1:55	0:04	3:18	2:59	0:19	6:19	3:08	3:11	4:00	2:54	1:06
Radio Sport	2:48	3:04	-0:15	3:16	4:04	-0:47	2:36	4:22	-1:45	2:06	2:02	0:04	1:50	1:51	-0:00	1:46	1:00	0:46	2:57	4:11	-1:13
Radio Tarana	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	0:15	n.a.	*
Rhema	2:02	n.a.	*	1:23	n.a.	*	3:15	n.a.	*	1:19	n.a.	*	3:00	n.a.	*	10:06	n.a.	*	3:18	n.a.	*
Rock	2:43	3:15	-0:31	4:35	6:00	-1:24	4:54	5:54	-0:59	2:39	2:25	0:14	3:00	2:43	0:17	2:22	1:27	0:55	4:41	5:28	-0:46
Star	1:32	n.a.	*	3:34	n.a.	*	4:27	n.a.	*	2:19	n.a.	*	2:08	n.a.	*	3:00	n.a.	*	3:30	n.a.	*
Tahu FM	*	n.a.	*	4:00	n.a.	*	4:12	n.a.	*	0:15	n.a.	*	1:15	n.a.	*	*	n.a.	*	*	n.a.	*
The Sound	2:06	3:00	-0:53	2:58	4:04	-1:05	4:03	3:59	0:04	2:06	1:54	0:12	1:31	2:36	-1:04	3:08	4:04	-0:55	3:21	3:02	0:19
ZM	2:31	2:12	0:19	2:32	2:29	0:03	2:45	2:25	0:20	1:46	1:24	0:22	3:22	1:24	1:58	1:31	9:51	-8:19	2:25	1:44	0:41
Other	1:10	1:50	-0:39	1:23	2:42	-1:18	1:44	3:00	-1:15	1:23	1:08	0:15	1:55	1:58	-0:03	2:43	11:27	-8:43	2:23	3:26	-1:02
Mediaworks Combo	3:27	4:08	-0:40	4:14	5:15	-1:00	4:36	5:14	-0:37	2:31	2:23	0:08	2:57	2:29	0:28	3:54	1:52	2:02	4:30	4:29	0:01
NZME Combo	3:42	3:31	0:11	3:56	3:58	-0:01	4:18	4:01	0:17	2:26	2:03	0:23	2:39	2:07	0:32	3:12	3:25	-0:12	3:53	3:44	0:09
All Commercial Radio	4:05	4:29	-0:23	4:36	5:21	-0:44	5:09	5:34	-0:24	2:50	2:30	0:20	3:05	2:34	0:31	4:05	3:12	0:53	5:04	4:59	0:05

Please note: Survey 1 2016 supplied by GfK; Survey 2 2015 supplied by TNS. Please take into account if comparing Survey 2 2015 and Survey 1 2016 results

Mediaworks Combo : Breeze or Edge or George FM or Magic or More FM or Radio Dunedin or Radio Live or Rock or The Sound

NZME Combo : Coast or Flava or Hits or Newstalk ZB or Radio Hauraki or Radio Sport or ZM