



DUNEDIN COMMERCIAL RADIO - SURVEY 1 2017

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

Survey Comparisons: 1/2016 - 1/2017

This Survey Period: Sun Apr 10 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Apr 8 2017

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

	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	4.5	4.9	-0.4	9	3.5	3.3	0.2	3.1	2.4	0.7	3.3	2.7	0.6	4.6	3.6	1.0	8.3	8.2	0.1	7.2	10.8	-3.6	5.9	4.9	1.0
Coast	4.1	4.0	0.1	12	8.6	7.8	0.8	0.4	0.2	0.2	1.0	0.6	0.4	2.0	2.0	0.0	6.5	4.7	1.8	7.7	5.7	2.0	5.1	5.1	0.0
Edge	9.2	8.7	0.5	4	19.4	16.0	3.4	21.1	22.7	-1.6	11.7	10.7	1.0	10.4	9.4	1.0	4.5	4.3	0.2	0.5	0.5	0.0	13.4	12.3	1.1
Flava	4.3	4.2	0.1	10	13.8	18.0	-4.2	9.4	10.0	-0.6	7.0	7.2	-0.2	4.6	4.7	-0.1	0.3	0.3	0.0	0.1	0.1	0.0	4.5	3.2	1.3
George FM	0.8	0.9	-0.1	18	1.3	1.1	0.2	0.8	1.3	-0.5	2.1	2.9	-0.8	1.3	1.8	-0.5	0.1	0.1	0.0	0.1	0.1	0.0	0.6	0.6	0.0
Life FM	1.6	1.3	0.3	16	4.2	2.4	1.8	0.6	0.6	0.0	1.4	1.8	-0.4	1.8	1.3	0.5	2.6	1.4	1.2	1.7	1.8	-0.1	3.6	3.0	0.6
Magic	1.9	2.4	-0.5	15	0.1	0.1	0.0	0.3	0.5	-0.2	0.4	0.5	-0.1	1.2	1.4	-0.2	1.9	2.1	-0.2	4.2	4.2	0.0	0.6	0.5	0.1
More FM	5.4	6.3	-0.9	7	12.9	8.2	4.7	3.7	6.9	-3.2	8.0	8.0	0.0	7.6	8.7	-1.1	7.7	10.5	-2.8	4.9	6.3	-1.4	6.2	9.1	-2.9
Newstalk ZB	10.5	10.1	0.4	2	2.4	2.1	0.3	0.5	*	*	1.3	1.2	0.1	2.5	3.1	-0.6	12.4	11.3	1.1	21.5	18.4	3.1	2.9	2.0	0.9
Radio Dunedin	8.6	10.0	-1.4	5	0.8	0.5	0.3	0.9	0.3	0.6	0.8	0.4	0.4	2.2	2.0	0.2	4.3	7.0	-2.7	16.9	19.9	-3.0	5.2	2.1	3.1
Radio Hauraki	3.9	4.5	-0.6	13	2.6	0.8	1.8	6.4	3.4	3.0	7.3	10.0	-2.7	5.9	8.3	-2.4	1.8	2.9	-1.1	0.5	0.5	0.0	4.8	6.0	-1.2
Radio Live	4.3	4.7	-0.4	10	0.4	1.1	-0.7	1.2	1.1	0.1	4.0	4.9	-0.9	4.6	4.8	-0.2	3.3	4.0	-0.7	4.0	5.3	-1.3	5.4	6.2	-0.8
Radio Sport	3.2	2.9	0.3	14	*	*	*	1.0	1.1	-0.1	2.3	1.3	1.0	3.6	3.2	0.4	5.1	4.7	0.4	4.1	2.6	1.5	1.0	0.7	0.3
Rhema	1.1	1.2	-0.1	17	*	*	*	0.2	0.4	-0.2	2.2	2.3	-0.1	1.7	1.8	-0.1	0.5	0.7	-0.2	0.3	0.8	-0.5	0.2	0.5	-0.3
Rock	10.8	11.3	-0.5	1	15.0	14.3	0.7	18.7	21.0	-2.3	17.9	20.4	-2.5	15.9	16.8	-0.9	9.3	9.6	-0.3	5.0	5.8	-0.8	11.5	13.4	-1.9
Star	0.8	1.3	-0.5	18	*	*	*	0.3	0.9	-0.6	0.1	1.0	-0.9	1.2	1.6	-0.4	1.8	2.6	-0.8	0.4	1.8	-1.4	0.2	1.1	-0.9
Tahu FM	0.2	0.1	0.1	20	*	*	*	0.6	0.5	0.1	0.5	0.3	0.2	0.3	0.2	0.1	*	*	*	*	*	*	*	0.1	*
The Hits	9.7	8.9	0.8	3	9.2	8.4	0.8	9.3	8.1	1.2	12.1	8.6	3.5	12.1	9.8	2.3	12.4	12.5	-0.1	8.0	8.6	-0.6	15.9	15.0	0.9
The Sound	6.7	4.9	1.8	6	0.6	0.8	-0.2	6.0	6.3	-0.3	6.6	6.0	0.6	8.2	7.1	1.1	12.9	8.6	4.3	9.5	4.5	5.0	8.6	7.8	0.8
ZM	5.0	4.9	0.1	8	4.1	12.3	-8.2	11.7	9.5	2.2	7.4	8.1	-0.7	6.2	6.2	0.0	2.2	1.7	0.5	0.2	0.2	0.0	4.2	4.4	-0.2
Other	3.2	2.4	0.8		1.2	2.8	-1.6	3.8	3.1	0.7	2.4	1.2	1.2	2.3	2.1	0.2	2.4	2.8	-0.4	3.1	2.3	0.8	0.3	2.1	-1.8
Mediaworks Combo	52.3	54.2	-1.9		53.9	45.5	8.4	55.8	62.3	-6.5	55.0	56.3	-1.3	55.9	55.7	0.2	52.1	54.3	-2.2	52.4	57.4	-5.0	57.2	56.8	0.4
NZME Combo	40.7	39.5	1.2		40.7	49.3	-8.6	38.7	32.2	6.5	38.5	37.1	1.4	36.8	37.3	-0.5	40.6	38.2	2.4	42.1	36.0	6.1	38.4	36.4	2.0
Potential (000)	107.1	105.4	1.7		11.2	12.0	-0.8	35.9	34.2	1.7	27.0	26.1	0.9	42.0	41.0	1.0	28.9	28.3	0.6	24.0	23.4	0.6	15.7	15.6	0.1
Sample	840	902	-62		71	86	-15	256	248	8	207	216	-9	335	358	-23	234	259	-25	237	246	-9	134	148	-14

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 Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM

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



DUNEDIN COMMERCIAL RADIO - SURVEY 1 2017

Station Share (%) by Daypart, People 10+

Survey Comparisons: 1/2016 - 1/2017

This Survey Period: Sun Apr 10 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Apr 8 2017

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

	This	Last	+/-
Potential (000)	107.1	105.4	1.7
Sample Size	840	902	-62

	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	5.0	5.1	-0.1	9	5.8	5.8	0.0	5.1	5.5	-0.4	4.2	4.6	-0.4	3.4	3.5	-0.1	1.8	1.6	0.2	3.9	5.0	-1.1
Coast	3.7	3.6	0.1	11	3.8	3.2	0.6	4.2	3.6	0.6	5.4	6.1	-0.7	4.6	4.0	0.6	1.4	0.4	1.0	4.5	4.8	-0.3
Edge	7.7	7.3	0.4	5	6.1	5.4	0.7	8.1	7.1	1.0	8.9	7.9	1.0	14.7	16.4	-1.7	11.8	11.1	0.7	11.5	10.9	0.6
Flava	2.5	3.0	-0.5	14	4.5	4.3	0.2	6.4	6.1	0.3	6.0	5.5	0.5	4.8	4.1	0.7	0.3	0.8	-0.5	3.7	3.5	0.2
George FM	0.5	0.7	-0.2	17	0.5	0.5	0.0	1.6	1.3	0.3	1.2	1.7	-0.5	0.3	0.5	-0.2	1.6	3.0	-1.4	0.5	0.5	0.0
Life FM	1.9	1.8	0.1	15	1.5	1.5	0.0	1.6	1.2	0.4	1.2	1.1	0.1	1.3	1.2	0.1	2.1	1.7	0.4	1.6	0.8	0.8
Magic	1.3	1.6	-0.3	16	2.2	3.4	-1.2	2.0	2.6	-0.6	2.3	1.9	0.4	2.4	1.7	0.7	0.3	*	*	2.0	2.9	-0.9
More FM	5.8	7.9	-2.1	7	5.4	8.5	-3.1	4.7	6.3	-1.6	8.0	5.9	2.1	2.0	1.9	0.1	2.6	3.0	-0.4	6.2	6.0	0.2
Newstalk ZB	13.9	11.8	2.1	1	8.3	7.3	1.0	6.5	6.5	0.0	4.7	5.5	-0.8	16.5	16.9	-0.4	20.7	22.3	-1.6	11.1	11.2	-0.1
Radio Dunedin	10.9	10.0	0.9	3	11.4	12.7	-1.3	6.7	8.9	-2.2	5.0	6.3	-1.3	6.1	7.9	-1.8	7.4	12.9	-5.5	8.9	11.1	-2.2
Radio Hauraki	3.6	3.2	0.4	12	5.5	7.2	-1.7	5.4	7.1	-1.7	4.7	6.0	-1.3	1.3	0.8	0.5	0.2	0.1	0.1	3.2	2.9	0.3
Radio Live	5.9	7.4	-1.5	6	2.5	2.9	-0.4	3.4	3.6	-0.2	2.9	3.5	-0.6	5.9	5.2	0.7	11.6	9.6	2.0	3.7	4.2	-0.5
Radio Sport	2.6	2.9	-0.3	13	2.6	3.3	-0.7	3.0	2.3	0.7	3.1	2.2	0.9	3.5	3.2	0.3	1.9	1.7	0.2	4.4	3.7	0.7
Rhema	0.4	0.4	0.0	18	0.5	0.6	-0.1	0.7	0.7	0.0	0.7	0.6	0.1	2.8	3.3	-0.5	5.6	5.2	0.4	1.3	1.6	-0.3
Rock	9.1	9.0	0.1	4	12.5	12.1	0.4	10.9	13.2	-2.3	10.6	13.4	-2.8	9.8	10.4	-0.6	10.7	10.0	0.7	11.4	10.6	0.8
Star	0.3	0.5	-0.2	19	1.1	1.3	-0.2	1.8	1.9	-0.1	0.8	1.5	-0.7	0.4	1.8	-1.4	*	1.0	*	0.5	1.2	-0.7
Tahu FM	*	*	*	*	0.4	0.2	0.2	0.6	0.4	0.2	*	*	*	*	0.1	*	*	*	*	*	*	*
The Hits	12.7	12.1	0.6	2	10.8	8.9	1.9	10.2	9.2	1.0	10.0	10.3	-0.3	5.8	5.2	0.6	4.2	4.3	-0.1	8.4	7.8	0.6
The Sound	5.0	4.5	0.5	9	8.3	5.3	3.0	9.7	5.5	4.2	10.7	7.9	2.8	3.5	2.5	1.0	1.3	1.5	-0.2	4.8	4.3	0.5
ZM	5.3	5.8	-0.5	8	4.9	4.4	0.5	5.7	5.2	0.5	6.7	5.6	1.1	4.9	5.6	-0.7	2.2	3.8	-1.6	4.1	4.0	0.1
Other	2.0	1.3	0.7		1.6	1.2	0.4	1.7	1.8	-0.1	2.8	2.6	0.2	6.1	3.8	2.3	12.4	5.9	6.5	4.2	3.1	1.1
Mediaworks Combo	51.2	53.5	-2.3		54.7	56.6	-1.9	52.2	54.0	-1.8	53.9	53.1	0.8	48.1	50.0	-1.9	49.0	52.8	-3.8	52.9	55.4	-2.5
NZME Combo	44.2	42.5	1.7		40.4	38.5	1.9	41.4	40.1	1.3	40.6	41.0	-0.4	41.3	39.9	1.4	30.9	33.3	-2.4	39.4	37.9	1.5

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

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



DUNEDIN COMMERCIAL RADIO - SURVEY 1 2017

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

Survey Comparisons: 1/2016 - 1/2017

This Survey Period: Sun Apr 10 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Apr 8 2017

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

	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	8.3	8.1	0.2	9	0.7	0.6	0.1	2.7	2.0	0.7	2.3	1.8	0.5	3.8	3.0	0.8	2.9	3.0	-0.1	2.2	3.1	-0.9	1.4	1.3	0.1
Coast	7.3	6.5	0.8	10	0.4	0.4	0.0	0.7	0.2	0.5	1.0	0.4	0.6	1.7	1.4	0.3	3.3	3.1	0.2	4.2	3.6	0.6	1.1	1.1	0.0
Edge	21.1	19.9	1.2	1	3.6	3.4	0.2	11.2	10.9	0.3	6.7	6.5	0.2	9.2	8.5	0.7	3.1	2.4	0.7	0.6	0.6	0.0	3.6	3.2	0.4
Flava	7.2	7.8	-0.6	11	1.5	2.3	-0.8	4.3	4.0	0.3	2.9	2.9	0.0	3.1	3.2	-0.1	0.4	0.4	0.0	0.1	0.1	0.0	1.3	1.1	0.2
George FM	2.4	2.4	0.0	17	0.1	0.1	0.0	1.2	1.0	0.2	1.2	1.3	-0.1	1.2	1.3	-0.1	0.2	0.2	0.0	0.2	0.2	0.0	0.2	0.3	-0.1
Life FM	3.9	3.3	0.6	16	0.7	0.5	0.2	1.3	0.8	0.5	0.5	0.7	-0.2	1.4	1.1	0.3	1.5	1.0	0.5	0.9	1.0	-0.1	0.9	0.7	0.2
Magic	4.2	4.6	-0.4	15	0.2	0.2	0.0	0.6	0.5	0.1	0.9	0.7	0.2	1.7	1.6	0.1	1.4	1.6	-0.2	1.8	2.0	-0.2	0.7	0.8	-0.1
More FM	9.6	11.5	-1.9	7	1.7	1.7	0.0	3.0	3.6	-0.6	3.7	4.5	-0.8	5.3	6.2	-0.9	2.6	3.6	-1.0	1.4	2.3	-0.9	2.2	2.3	-0.1
Newstalk ZB	8.9	8.0	0.9	8	0.4	0.4	0.0	0.7	0.1	0.6	0.6	0.4	0.2	1.6	1.5	0.1	3.8	3.4	0.4	4.7	3.8	0.9	0.7	0.7	0.0
Radio Dunedin	10.4	8.8	1.6	6	0.3	0.2	0.1	1.1	0.4	0.7	1.3	0.6	0.7	2.4	1.6	0.8	2.3	2.2	0.1	4.1	3.8	0.3	1.2	0.6	0.6
Radio Hauraki	5.7	5.7	0.0	13	0.5	0.3	0.2	1.1	1.5	-0.4	2.7	2.9	-0.2	3.9	4.1	-0.2	1.5	1.4	0.1	0.6	0.6	0.0	1.1	1.0	0.1
Radio Live	6.3	7.0	-0.7	12	0.1	0.4	-0.3	1.3	0.8	0.5	2.8	3.0	-0.2	4.0	4.2	-0.2	1.8	2.0	-0.2	1.5	1.6	-0.1	1.3	1.7	-0.4
Radio Sport	5.6	5.3	0.3	14	*	*	*	1.0	0.8	0.2	1.6	1.0	0.6	2.5	2.4	0.1	1.7	2.4	-0.7	1.9	1.8	0.1	0.6	0.5	0.1
Rhema	1.7	2.1	-0.4	18	*	*	*	0.5	0.6	-0.1	0.5	0.6	-0.1	0.9	1.1	-0.2	0.4	0.7	-0.3	0.1	0.5	-0.4	0.2	0.3	-0.1
Rock	12.4	12.7	-0.3	3	1.7	1.5	0.2	5.8	5.9	-0.1	5.5	6.7	-1.2	7.0	8.2	-1.2	2.0	2.1	-0.1	0.9	0.8	0.1	2.1	2.5	-0.4
Star	1.6	2.3	-0.7	19	*	*	*	0.4	0.7	-0.3	0.1	0.5	-0.4	0.4	0.9	-0.5	0.7	0.9	-0.2	0.7	0.8	-0.1	0.3	0.5	-0.2
Tahu FM	0.4	0.4	0.0	20	*	*	*	0.4	0.3	0.1	0.2	0.1	0.1	0.2	0.1	0.1	0.1	0.2	-0.1	0.1	0.2	-0.1	*	0.1	*
The Hits	15.5	14.6	0.9	2	1.5	1.5	0.0	5.7	4.8	0.9	5.1	3.7	1.4	7.4	6.5	0.9	4.4	4.9	-0.5	2.9	2.9	0.0	3.6	3.4	0.2
The Sound	10.5	8.8	1.7	5	0.6	0.4	0.2	3.2	2.9	0.3	3.5	3.0	0.5	5.4	5.0	0.4	4.1	3.6	0.5	2.7	1.7	1.0	2.2	1.7	0.5
ZM	11.1	10.3	0.8	4	1.0	2.0	-1.0	7.2	4.9	2.3	3.8	4.1	-0.3	5.1	5.1	0.0	1.6	1.3	0.3	0.3	0.3	0.0	1.7	2.0	-0.3
Other	8.3	6.8	1.5		0.6	0.8	-0.2	3.7	2.3	1.4	2.3	1.6	0.7	2.8	2.3	0.5	1.3	1.4	-0.1	1.6	1.5	0.1	0.3	0.5	-0.2
Mediaworks Combo	58.3	57.9	0.4		6.0	6.1	-0.1	20.7	19.6	1.1	17.3	17.1	0.2	25.2	25.0	0.2	14.1	14.3	-0.2	11.4	11.7	-0.3	9.8	9.7	0.1
NZME Combo	47.5	45.4	2.1		4.5	5.4	-0.9	15.9	13.3	2.6	13.3	11.9	1.4	19.5	18.7	0.8	12.9	12.8	0.1	10.6	9.5	1.1	7.7	7.6	0.1
All Commercial Radio	82.8	79.8	3.0		8.2	8.6	-0.4	27.4	24.9	2.5	23.2	22.2	1.0	35.1	33.6	1.5	21.9	21.2	0.7	17.7	17.4	0.3	13.3	13.3	0.0
Potential (000)	107.1	105.4	1.7		11.2	12.0	-0.8	35.9	34.2	1.7	27.0	26.1	0.9	42.0	41.0	1.0	28.9	28.3	0.6	24.0	23.4	0.6	15.7	15.6	0.1
Sample	840	902	-62		71	86	-15	256	248	8	207	216	-9	335	358	-23	234	259	-25	237	246	-9	134	148	-14

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 Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM



DUNEDIN COMMERCIAL RADIO - SURVEY 1 2017

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

Survey Comparisons: 1/2016 - 1/2017

This Survey Period: Sun Apr 10 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Apr 8 2017

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

	This	Last	+/-
Potential (000)	107.1	105.4	1.7
Sample Size	840	902	-62

	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	4.6	4.5	0.1	9	3.6	3.5	0.1		3.3	3.6	-0.3		2.5	3.0	-0.5		1.6	1.6	0.0		0.7	0.7	0.0		4.2	4.2	0.0	
Coast	3.0	2.9	0.1	11	3.0	2.8	0.2		4.5	3.7	0.8		3.2	3.7	-0.5		2.3	2.2	0.1		0.4	0.4	0.0		4.5	4.0	0.5	
Edge	10.1	9.6	0.5	1	6.7	6.2	0.5		8.8	8.4	0.4		10.0	8.8	1.2		6.2	5.8	0.4		2.4	2.2	0.2		12.6	12.9	-0.3	
Flava	2.4	3.3	-0.9	13	2.9	2.6	0.3		3.9	3.6	0.3		3.3	3.7	-0.4		1.8	1.8	0.0		0.3	0.5	-0.2		4.7	4.8	-0.1	
George FM	0.8	1.0	-0.2	17	0.2	0.2	0.0		0.8	0.7	0.1		1.4	1.5	-0.1		0.4	0.4	0.0		0.4	0.4	0.0		1.1	0.9	0.2	
Life FM	2.1	2.1	0.0	14	1.7	1.7	0.0		2.0	1.5	0.5		1.1	1.1	0.0		1.5	1.3	0.2		0.7	0.5	0.2		2.6	2.0	0.6	
Magic	1.8	2.1	-0.3	16	1.5	1.9	-0.4		2.1	2.5	-0.4		2.0	1.9	0.1		0.9	1.0	-0.1		0.3	*	*		2.2	2.2	0.0	
More FM	5.1	6.6	-1.5	8	4.0	5.7	-1.7		4.1	5.6	-1.5		4.3	4.6	-0.3		1.3	1.7	-0.4		1.5	1.8	-0.3		5.4	5.9	-0.5	
Newstalk ZB	6.6	6.1	0.5	4	3.9	3.8	0.1		3.7	3.8	-0.1		4.2	3.7	0.5		4.1	4.4	-0.3		3.2	2.7	0.5		7.0	6.2	0.8	
Radio Dunedin	6.6	5.7	0.9	4	5.2	5.5	-0.3		3.5	4.1	-0.6		3.2	3.9	-0.7		2.3	2.5	-0.2		1.1	1.4	-0.3		6.3	5.5	0.8	
Radio Hauraki	3.0	3.0	0.0	11	3.2	3.2	0.0		3.8	3.5	0.3		2.9	3.1	-0.2		1.4	1.1	0.3		0.4	0.3	0.1		3.4	3.0	0.4	
Radio Live	4.2	4.7	-0.5	10	1.6	1.6	0.0		2.6	3.1	-0.5		2.3	2.8	-0.5		1.8	1.6	0.2		0.8	1.0	-0.2		2.9	3.4	-0.5	
Radio Sport	2.1	2.5	-0.4	14	1.6	2.2	-0.6		2.8	2.4	0.4		1.6	1.6	0.0		2.0	1.8	0.2		0.4	0.6	-0.2		4.6	4.1	0.5	
Rhema	0.7	0.5	0.2	18	0.8	0.9	-0.1		0.8	0.6	0.2		0.9	0.7	0.2		0.6	1.1	-0.5		0.3	0.3	0.0		1.0	1.5	-0.5	
Rock	8.2	8.0	0.2	3	6.4	5.8	0.6		7.1	7.4	-0.3		6.7	7.8	-1.1		3.2	3.6	-0.4		2.3	2.8	-0.5		7.4	7.4	0.0	
Star	0.4	0.8	-0.4	19	0.4	0.8	-0.4		0.5	1.2	-0.7		0.5	1.0	-0.5		0.5	0.9	-0.4		*	0.2	*		0.6	1.1	-0.5	
Tahu FM	*	*	*	*	0.2	0.1	0.1		0.4	0.3	0.1		0.1	0.1	0.0		*	0.1	*		*	*	*		*	*	*	
The Hits	9.5	8.8	0.7	2	6.1	5.9	0.2		7.8	6.7	1.1		7.5	7.8	-0.3		3.7	3.8	-0.1		1.0	1.3	-0.3		9.6	9.3	0.3	
The Sound	5.8	5.2	0.6	6	4.9	3.9	1.0		5.1	3.7	1.4		6.6	5.8	0.8		1.7	1.7	0.0		0.4	0.3	0.1		5.0	4.2	0.8	
ZM	5.5	5.6	-0.1	7	4.0	3.8	0.2		4.6	5.2	-0.6		5.0	4.9	0.1		2.3	1.7	0.6		1.3	1.6	-0.3		5.9	5.4	0.5	
Other	4.0	2.7	1.3		3.2	1.9	1.3		3.2	2.8	0.4		3.5	2.9	0.6		2.5	2.0	0.5		1.8	1.4	0.4		5.2	4.4	0.8	
Mediaworks Combo	38.1	37.6	0.5		29.1	29.3	-0.2		31.2	32.4	-1.2		32.6	32.5	0.1		17.9	17.6	0.3		8.4	8.9	-0.5		39.3	40.1	-0.8	
NZME Combo	28.6	27.9	0.7		22.6	21.4	1.2		27.7	25.7	2.0		25.7	25.9	-0.2		16.4	15.7	0.7		6.1	6.8	-0.7		34.0	31.8	2.2	
All Commercial Radio	62.2	59.6	2.6		49.5	47.5	2.0		54.2	53.6	0.6		54.7	54.2	0.5		34.5	33.8	0.7		15.1	16.1	-1.0		65.6	64.4	1.2	

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 Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM



DUNEDIN COMMERCIAL RADIO - SURVEY 1 2017

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

Survey Comparisons: 1/2016 - 1/2017

This Survey Period: Sun Apr 10 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Apr 8 2017

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

	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	7:44	8:24	-0:40	3:46	3:55	-0:09	4:27	4:00	0:27	5:38	5:44	-0:05	7:26	7:26	-0:00	12:05	11:48	0:16	12:53	12:45	0:08	9:52	9:25	0:26
Coast	8:04	8:27	-0:23	14:53	14:30	0:23	2:07	3:46	-1:38	3:43	6:06	-2:22	7:10	8:58	-1:47	8:18	6:20	1:57	7:20	5:50	1:29	11:38	12:03	-0:25
Edge	6:11	6:06	0:04	4:05	3:25	0:40	7:12	7:12	0:00	6:50	6:23	0:27	6:50	6:55	-0:04	6:08	7:28	-1:19	3:26	3:10	0:16	9:04	9:41	-0:37
Flava	8:30	7:25	1:04	6:48	5:47	1:00	8:23	8:34	-0:11	9:28	9:45	-0:16	9:03	9:10	-0:07	3:28	3:18	0:10	3:00	3:00	0:00	8:40	7:30	1:10
George FM	4:46	5:25	-0:38	8:15	8:15	0:00	2:35	4:39	-2:03	7:00	8:31	-1:30	7:00	8:31	-1:30	1:37	1:40	-0:02	1:37	1:40	-0:02	5:29	4:25	1:03
Life FM	5:45	5:17	0:28	4:47	3:16	1:31	1:36	2:19	-0:42	10:13	10:16	-0:03	7:46	7:18	0:28	7:23	5:55	1:27	7:34	6:20	1:14	9:27	10:12	-0:44
Magic	6:20	7:09	-0:48	0:15	0:15	0:00	1:39	3:04	-1:24	1:49	2:58	-1:09	4:11	5:26	-1:14	5:44	5:30	0:14	9:28	7:36	1:51	2:06	1:49	0:16
More FM	8:02	7:39	0:22	5:51	3:33	2:17	4:41	6:32	-1:50	8:26	6:57	1:28	8:40	8:43	-0:02	12:43	12:30	0:12	14:01	10:08	3:53	6:57	10:10	-3:13
Newstalk ZB	16:38	17:33	-0:55	4:15	4:19	-0:04	3:08	1:15	1:53	8:08	11:13	-3:04	9:25	13:14	-3:48	13:54	14:22	-0:27	18:23	17:56	0:27	9:55	7:00	2:55
Radio Dunedin	11:42	15:53	-4:10	1:51	1:41	0:10	2:50	2:45	0:05	2:28	2:27	0:01	5:36	7:49	-2:12	7:49	13:32	-5:42	16:32	19:15	-2:42	10:38	8:28	2:09
Radio Hauraki	9:46	11:05	-1:18	3:34	2:00	1:34	21:08	7:37	13:30	10:46	13:19	-2:33	9:06	12:38	-3:31	4:51	9:11	-4:20	3:00	2:46	0:13	10:14	15:01	-4:47
Radio Live	9:37	9:21	0:16	2:30	2:15	0:15	3:28	4:22	-0:54	5:35	6:24	-0:49	6:55	7:11	-0:16	7:58	8:38	-0:39	11:01	12:13	-1:11	9:48	9:04	0:44
Radio Sport	8:10	7:34	0:35	*	*	*	3:50	4:39	-0:49	5:33	4:59	0:34	8:38	8:30	0:07	12:49	8:23	4:25	8:31	5:06	3:24	4:00	3:28	0:31
Rhema	9:37	8:18	1:19	*	*	*	2:00	2:05	-0:05	18:07	14:42	3:25	12:19	10:01	2:17	5:10	4:09	1:00	9:15	5:40	3:34	2:14	4:46	-2:31
Rock	12:17	12:22	-0:04	6:29	6:48	-0:19	12:21	12:18	0:03	12:44	11:55	0:49	13:56	12:51	1:05	19:39	19:21	0:18	23:17	25:34	-2:16	13:10	13:29	-0:18
Star	7:23	7:58	-0:35	*	*	*	2:51	5:00	-2:09	2:00	8:02	-6:02	17:26	11:42	5:44	10:44	12:55	-2:11	2:24	7:56	-5:32	1:51	5:23	-3:32
Tahu FM	5:22	3:51	1:31	*	*	*	6:46	6:10	0:35	10:00	10:00	0:00	10:00	10:00	0:00	0:15	0:50	-0:35	0:15	0:50	-0:35	*	1:15	*
The Hits	8:54	8:29	0:25	4:44	4:02	0:41	6:09	5:47	0:21	9:15	9:04	0:10	9:53	9:23	0:29	11:57	11:00	0:56	10:59	10:53	0:05	10:45	11:04	-0:18
The Sound	9:03	7:40	1:22	0:43	1:23	-0:40	7:06	7:20	-0:14	7:20	7:55	-0:35	9:10	8:55	0:15	13:11	10:11	2:59	14:17	9:51	4:26	9:33	11:38	-2:05
ZM	6:20	6:39	-0:19	2:58	4:29	-1:30	6:11	6:36	-0:25	7:37	7:46	-0:08	7:22	7:34	-0:11	5:46	5:44	0:01	2:00	2:00	0:00	5:58	5:39	0:19
Other	5:31	4:52	0:39	1:26	2:32	-1:06	3:51	4:39	-0:47	4:06	2:57	1:09	4:58	5:46	-0:47	7:56	8:38	-0:41	7:51	5:41	2:10	2:55	10:46	-7:50
Mediaworks Combo	12:41	13:01	-0:19	6:41	5:28	1:13	10:16	10:57	-0:40	12:24	12:53	-0:28	13:29	13:54	-0:24	15:43	16:11	-0:28	18:26	18:00	0:26	14:11	14:41	-0:29
NZME Combo	12:09	12:05	0:03	6:48	6:40	0:08	9:14	8:20	0:54	11:20	12:09	-0:49	11:28	12:25	-0:56	13:23	12:44	0:39	15:57	13:50	2:06	12:05	12:04	0:00
All Commercial Radio	17:06	17:25	-0:19	9:08	8:30	0:37	13:53	13:50	0:03	16:50	17:37	-0:47	17:22	18:33	-1:10	19:23	20:09	-0:46	22:41	21:07	1:33	18:16	18:58	-0:41
Potential (000)	107.1	105.4	1.7	11.2	12.0	-0.8	35.9	34.2	1.7	27.0	26.1	0.9	42.0	41.0	1.0	28.9	28.3	0.6	24.0	23.4	0.6	15.7	15.6	0.1
Sample	840	902	-62	71	86	-15	256	248	8	207	216	-9	335	358	-23	234	259	-25	237	246	-9	134	148	-14

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DUNEDIN COMMERCIAL RADIO - SURVEY 1 2017

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

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	This	Last	+/-
Potential (000)	107.1	105.4	1.7
Sample Size	840	902	-62

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

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 Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM