



DUNEDIN COMMERCIAL RADIO - SURVEY 1 2018

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

Survey Comparisons: 4/2017 - 1/2018

This Survey Period: Sun Apr 9 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Apr 7 2018

Last Survey Period: Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017

	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	7.8	6.5	1.3	4	4.8	2.4	2.4	2.8	3.7	-0.9	6.6	7.7	-1.1	9.1	8.2	0.9	10.9	7.9	3.0	9.6	8.4	1.2	10.0	9.7	0.3
Coast	3.4	3.4	0.0	13	0.5	*	*	0.1	0.4	-0.3	0.1	0.4	-0.3	0.8	0.6	0.2	5.6	6.2	-0.6	7.2	8.8	-1.6	3.8	2.9	0.9
Edge	8.2	8.3	-0.1	3	26.3	27.4	-1.1	15.4	14.1	1.3	9.9	8.5	1.4	9.1	9.2	-0.1	5.2	5.5	-0.3	2.9	1.9	1.0	6.6	8.9	-2.3
Flava	4.6	4.7	-0.1	11	7.8	10.7	-2.9	10.8	10.9	-0.1	7.4	8.1	-0.7	5.7	5.2	0.5	1.4	0.8	0.6	0.4	0.4	0.0	6.6	6.7	-0.1
Life FM	0.5	1.1	-0.6	17	0.7	2.8	-2.1	1.3	1.4	-0.1	0.7	1.0	-0.3	0.7	1.9	-1.2	0.3	1.5	-1.2	0.1	0.1	0.0	0.3	1.1	-0.8
Magic	6.0	4.9	1.1	9	0.4	0.6	-0.2	0.7	0.2	0.5	0.9	0.7	0.2	2.9	3.2	-0.3	11.7	9.4	2.3	12.6	10.6	2.0	5.4	5.0	0.4
More FM	6.9	5.2	1.7	7	8.6	10.5	-1.9	9.5	5.6	3.9	12.9	9.3	3.6	10.6	7.3	3.3	6.4	5.4	1.0	4.2	4.1	0.1	9.6	6.1	3.5
Newstalk ZB	6.3	8.4	-2.1	8	0.1	0.2	-0.1	0.1	0.8	-0.7	0.4	1.1	-0.7	3.1	4.7	-1.6	8.4	9.9	-1.5	7.3	12.2	-4.9	3.9	6.0	-2.1
Radio Dunedin	7.5	8.0	-0.5	5	0.1	0.6	-0.5	0.3	0.9	-0.6	0.4	0.9	-0.5	0.7	1.9	-1.2	5.1	5.5	-0.4	15.9	13.9	2.0	0.7	3.1	-2.4
Radio Hauraki	2.2	3.8	-1.6	15	5.0	6.0	-1.0	2.2	7.7	-5.5	4.5	7.3	-2.8	3.3	5.2	-1.9	0.9	1.2	-0.3	0.5	0.3	0.2	1.1	2.5	-1.4
RadioLIVE	4.0	2.1	1.9	12	0.5	0.4	0.1	1.4	0.4	1.0	4.7	2.2	2.5	3.8	1.8	2.0	2.9	2.4	0.5	5.2	3.3	1.9	6.3	3.0	3.3
Radio Sport	2.8	2.9	-0.1	14	0.6	1.1	-0.5	0.5	0.5	0.0	0.6	1.6	-1.0	2.3	2.7	-0.4	4.8	4.0	0.8	4.4	4.0	0.4	3.0	3.6	-0.6
Rhema	1.4	0.5	0.9	16	*	*	*	0.7	0.1	0.6	0.2	0.3	-0.1	0.1	0.2	-0.1	1.1	*	*	3.3	0.8	2.5	3.0	1.6	1.4
Rock	9.6	8.5	1.1	1	12.2	13.0	-0.8	20.0	14.1	5.9	21.3	14.7	6.6	15.6	13.3	2.3	5.6	6.7	-1.1	4.2	2.7	1.5	10.2	9.3	0.9
Star	0.4	0.5	-0.1	18	*	*	*	0.1	*	*	0.1	0.1	0.0	0.6	0.8	-0.2	0.7	0.9	-0.2	0.1	0.1	0.0	0.1	*	*
Tahu FM	*	*	*	*	0.2	0.4	-0.2	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
The Hits	8.8	9.1	-0.3	2	11.6	10.4	1.2	8.2	8.8	-0.6	8.3	10.9	-2.6	9.2	10.1	-0.9	11.2	12.7	-1.5	9.9	11.6	-1.7	10.4	10.3	0.1
The Sound	7.0	9.4	-2.4	6	0.5	0.3	0.2	3.7	5.6	-1.9	6.2	8.1	-1.9	7.8	10.7	-2.9	9.4	14.6	-5.2	9.3	13.4	-4.1	5.8	7.6	-1.8
ZM	4.7	5.1	-0.4	10	8.3	9.0	-0.7	12.3	12.5	-0.2	5.3	5.0	0.3	4.3	4.7	-0.4	1.6	2.4	-0.8	0.5	0.6	-0.1	3.3	4.7	-1.4
Others	7.9	7.6	0.3		11.6	4.3	7.3	9.9	12.5	-2.6	9.4	12.1	-2.7	10.3	8.5	1.8	6.8	3.0	3.8	2.7	2.9	-0.2	9.8	8.0	1.8
Mediaworks Combo	59.5	55.5	4.0		55.4	57.1	-1.7	60.2	51.7	8.5	66.3	55.7	10.6	61.8	57.8	4.0	58.5	58.1	0.4	65.0	58.9	6.1	56.7	55.2	1.5
NZME Combo	33.0	37.3	-4.3		35.7	37.4	-1.7	34.7	41.5	-6.8	27.0	34.5	-7.5	29.1	33.1	-4.0	33.9	37.2	-3.3	30.1	37.9	-7.8	32.1	36.7	-4.6
Potential (000)	111.2	107.1	4.1		8.7	9.5	-0.8	40.4	37.6	2.8	28.2	27.0	1.2	43.1	42.0	1.1	29.8	28.9	0.9	25.5	24.0	1.5	20.2	18.4	1.8
Sample	921	828	93		72	72	0	330	263	67	232	218	14	351	326	25	240	225	15	223	222	1	164	142	22

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

Mediaworks Combo: Breeze or Edge or George FM (until 54 2017) or Magic or More FM or Radio Dunedin or RadioLIVE or Rock or The Sound or (from S1 2018) internet only listening to Mai or George FM

NZME Combo: Coast or Flava or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or (from S1 2018) internet only listening to Hokonui or Mix



DUNEDIN COMMERCIAL RADIO - SURVEY 1 2018

Station Share (%) by Daypart, People 10+
Survey Comparisons: 4/2017 - 1/2018

This Survey Period: Sun Apr 9 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Apr 7 2018

Last Survey Period: Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017

	This	Last	+/-
Potential (000)	111.2	107.1	4.1
Sample Size	921	828	93

	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	9.4	6.3	3.1	2	9.2	8.2	1.0		10.1	9.2	0.9		7.8	8.0	-0.2		1.6	1.5	0.1		4.3	0.9	3.4		5.6	4.3	1.3	
Coast	2.1	2.1	0.0	13	3.8	4.2	-0.4		3.7	4.4	-0.7		2.4	2.7	-0.3		4.5	4.7	-0.2		3.0	3.4	-0.4		3.9	3.1	0.8	
Edge	8.0	8.2	-0.2	5	6.9	7.1	-0.2		8.1	8.0	0.1		9.0	7.8	1.2		7.5	7.4	0.1		13.2	11.2	2.0		8.7	9.5	-0.8	
Flava	6.3	4.8	1.5	8	3.0	3.4	-0.4		4.2	4.4	-0.2		4.5	4.7	-0.2		6.9	9.3	-2.4		1.9	1.9	0.0		4.6	5.1	-0.5	
Life FM	0.3	0.9	-0.6	18	0.5	0.7	-0.2		0.6	1.4	-0.8		0.4	0.5	-0.1		0.3	0.6	-0.3		0.8	0.8	0.0		0.7	1.9	-1.2	
Magic	4.4	4.1	0.3	12	8.4	6.8	1.6		6.7	4.9	1.8		5.2	4.6	0.6		2.8	3.4	-0.6		8.9	9.2	-0.3		5.4	3.9	1.5	
More FM	7.0	6.4	0.6	6	9.5	6.1	3.4		9.5	5.3	4.2		7.0	6.1	0.9		3.3	3.4	-0.1		*	0.5	*		4.5	4.4	0.1	
Newstalk ZB	8.4	11.0	-2.6	4	3.8	5.2	-1.4		2.2	3.9	-1.7		3.9	5.3	-1.4		17.4	18.9	-1.5		14.1	21.5	-7.4		7.5	9.6	-2.1	
Radio Dunedin	8.7	10.7	-2.0	3	10.0	9.9	0.1		6.7	6.0	0.7		4.8	4.8	0.0		3.7	5.2	-1.5		4.3	3.6	0.7		8.4	9.1	-0.7	
Radio Hauraki	1.5	3.8	-2.3	15	1.9	4.3	-2.4		1.7	3.9	-2.2		4.0	5.4	-1.4		2.1	2.5	-0.4		0.9	0.4	0.5		2.6	3.1	-0.5	
RadioLIVE	4.9	2.5	2.4	10	4.2	2.2	2.0		3.2	2.0	1.2		2.8	2.1	0.7		5.4	3.1	2.3		9.2	1.8	7.4		3.5	1.5	2.0	
Radio Sport	1.1	1.3	-0.2	16	0.8	0.9	-0.1		2.0	2.2	-0.2		3.8	4.3	-0.5		5.4	5.1	0.3		0.4	0.3	0.1		5.4	5.3	0.1	
Rhema	2.1	0.3	1.8	13	1.0	0.4	0.6		1.2	0.7	0.5		1.2	0.5	0.7		1.1	0.1	1.0		0.2	*	*		1.7	0.5	1.2	
Rock	6.5	7.0	-0.5	7	9.6	11.1	-1.5		12.3	10.7	1.6		12.1	7.7	4.4		14.1	6.7	7.4		10.7	3.9	6.8		6.8	7.4	-0.6	
Star	0.4	0.4	0.0	17	0.5	0.5	0.0		0.6	1.0	-0.4		0.1	0.1	0.0		*	*	*		*	*	*		0.4	0.6	-0.2	
Tahu FM	*	*	*	*	*	*	*		*	0.1	*		*	*	*		*	*	*		*	*	*		*	*	*	
The Hits	13.9	12.4	1.5	1	8.0	8.4	-0.4		8.2	7.8	0.4		6.7	7.4	-0.7		5.1	6.7	-1.6		12.2	11.5	0.7		8.0	9.2	-1.2	
The Sound	4.9	6.8	-1.9	10	8.0	10.6	-2.6		7.5	11.8	-4.3		6.4	9.9	-3.5		5.3	6.0	-0.7		3.9	5.4	-1.5		8.5	9.9	-1.4	
ZM	5.1	6.0	-0.9	9	4.3	3.9	0.4		5.1	5.3	-0.2		6.1	8.6	-2.5		4.1	5.5	-1.4		4.3	4.5	-0.2		3.8	3.4	0.4	
Others	4.9	5.0	-0.1		6.7	6.0	0.7		6.5	6.9	-0.4		11.8	9.5	2.3		9.5	10.1	-0.6		7.7	19.2	-11.5		9.9	8.2	1.7	
Mediaworks Combo	55.4	53.5	1.9		68.6	65.0	3.6		67.2	61.7	5.5		57.6	53.9	3.7		47.3	39.2	8.1		55.5	36.9	18.6		53.7	52.1	1.6	
NZME Combo	38.7	41.4	-2.7		25.7	30.3	-4.6		27.1	32.0	-4.9		31.6	38.4	-6.8		45.4	52.5	-7.1		36.9	43.6	-6.7		36.4	38.8	-2.4	

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

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	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	10.9	8.1	2.8	6	1.4	1.0	0.4	2.3	2.3	0.0	2.5	2.5	0.0	5.0	4.1	0.9	4.6	2.8	1.8	3.2	2.0	1.2	2.9	2.3	0.6
Coast	5.6	5.3	0.3	15	0.1	*	*	0.3	0.8	-0.5	0.3	0.8	-0.5	0.9	1.3	-0.4	3.0	2.6	0.4	3.6	3.6	0.0	0.6	0.6	0.0
Edge	18.8	18.8	0.0	1	2.8	3.5	-0.7	10.8	9.8	1.0	5.8	5.5	0.3	7.5	7.8	-0.3	2.8	2.9	-0.1	1.5	1.0	0.5	3.6	3.9	-0.3
Flava	10.0	9.5	0.5	7	1.5	1.8	-0.3	5.7	5.2	0.5	4.3	3.7	0.6	5.0	4.3	0.7	0.8	0.8	0.0	0.3	0.3	0.0	2.9	2.6	0.3
Life FM	2.5	3.4	-0.9	16	0.2	0.5	-0.3	1.5	1.6	-0.1	0.6	0.6	0.0	0.8	1.3	-0.5	0.5	1.0	-0.5	0.5	0.5	0.0	0.4	0.8	-0.4
Magic	5.8	4.4	1.4	13	0.1	0.1	0.0	0.7	0.3	0.4	0.6	0.5	0.1	1.5	1.5	0.0	2.7	2.2	0.5	3.0	2.3	0.7	1.1	0.8	0.3
More FM	11.1	8.0	3.1	5	1.1	1.1	0.0	4.1	2.6	1.5	4.3	2.3	2.0	7.0	4.3	2.7	3.7	2.7	1.0	1.2	1.0	0.2	3.0	1.9	1.1
Newstalk ZB	7.1	8.3	-1.2	10	0.1	0.2	-0.1	0.2	0.7	-0.5	0.4	0.8	-0.4	1.4	1.7	-0.3	2.9	3.1	-0.2	3.4	4.2	-0.8	0.9	0.8	0.1
Radio Dunedin	7.2	9.0	-1.8	9	0.1	0.4	-0.3	0.4	1.0	-0.6	0.7	0.9	-0.2	1.4	2.1	-0.7	2.5	2.8	-0.3	3.8	3.9	-0.1	0.5	1.0	-0.5
Radio Hauraki	6.2	6.5	-0.3	12	1.1	1.0	0.1	1.9	2.3	-0.4	2.4	2.4	0.0	3.3	3.8	-0.5	1.4	1.5	-0.1	0.7	0.4	0.3	0.9	1.3	-0.4
RadioLIVE	5.8	4.4	1.4	13	0.3	0.3	0.0	1.0	0.6	0.4	2.0	1.4	0.6	2.8	2.0	0.8	1.9	1.8	0.1	1.9	1.8	0.1	1.7	1.0	0.7
Radio Sport	6.3	6.2	0.1	11	0.4	0.7	-0.3	0.7	0.6	0.1	0.5	1.0	-0.5	1.9	2.1	-0.2	3.1	2.1	1.0	2.7	2.2	0.5	1.2	1.0	0.2
Rhema	1.8	1.4	0.4	17	*	*	*	0.5	0.5	0.0	0.2	0.4	-0.2	0.3	0.4	-0.1	0.5	0.1	0.4	0.9	0.2	0.7	0.6	0.5	0.1
Rock	14.5	14.0	0.5	3	1.9	2.3	-0.4	5.7	5.5	0.2	6.4	5.2	1.2	7.8	6.8	1.0	3.1	2.6	0.5	2.6	1.6	1.0	3.2	3.0	0.2
Star	0.7	1.1	-0.4	18	*	*	*	*	*	*	*	0.2	*	0.2	0.3	-0.1	0.2	0.3	-0.1	0.1	0.3	-0.2	*	*	*
Tahu FM	0.1	0.2	-0.1	19	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0	*	*	*	*	*	*	*	*	*
The Hits	17.6	16.7	0.9	2	2.3	2.2	0.1	5.9	6.3	-0.4	7.1	7.0	0.1	10.1	9.3	0.8	4.9	4.2	0.7	2.9	2.8	0.1	5.4	4.7	0.7
The Sound	9.9	11.0	-1.1	8	0.2	0.3	-0.1	2.2	3.0	-0.8	3.1	3.2	-0.1	5.4	5.4	0.0	4.1	4.7	-0.6	3.6	4.1	-0.5	2.3	2.3	0.0
ZM	14.0	15.0	-1.0	4	2.1	2.1	0.0	7.9	9.1	-1.2	4.6	4.4	0.2	5.9	5.8	0.1	1.7	1.8	-0.1	0.6	0.6	0.0	2.3	2.4	-0.1
Others	12.8	13.2	-0.4		0.9	0.9	0.0	5.3	6.5	-1.2	3.9	4.1	-0.2	6.2	5.7	0.5	3.6	2.7	0.9	2.1	1.7	0.4	2.6	2.3	0.3
Mediaworks Combo	61.2	58.0	3.2		5.3	5.8	-0.5	20.0	18.8	1.2	17.4	15.5	1.9	26.6	24.8	1.8	18.6	17.2	1.4	16.0	13.8	2.2	12.6	11.8	0.8
NZME Combo	51.1	51.6	-0.5		5.7	5.7	0.0	17.4	19.2	-1.8	15.2	15.9	-0.7	21.8	22.0	-0.2	13.4	12.5	0.9	10.7	10.5	0.2	10.9	10.3	0.6
All Commercial Radio	85.9	86.4	-0.5		7.7	8.5	-0.8	27.3	28.8	-1.5	24.5	24.1	0.4	37.3	37.1	0.2	24.9	24.2	0.7	20.7	19.0	1.7	17.4	16.7	0.7
Potential (000)	111.2	107.1	4.1		8.7	9.5	-0.8	40.4	37.6	2.8	28.2	27.0	1.2	43.1	42.0	1.1	29.8	28.9	0.9	25.5	24.0	1.5	20.2	18.4	1.8
Sample	921	828	93		72	72	0	330	263	67	232	218	14	351	326	25	240	225	15	223	222	1	164	142	22

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NZME Combo: Coast or Flava or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or (from 5/1 2018) internet only listening to Hokonui or Mix



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Cumulative Audience (000's) by Daypart, People 10+
Survey Comparisons: 4/2017 - 1/2018

This Survey Period: Sun Apr 9 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Apr 7 2018
Last Survey Period: Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017

	This	Last	+/-
Potential (000)	111.2	107.1	4.1
Sample Size	921	828	93

	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	6.6	4.8	1.8	7	4.9	4.6	0.3		5.4	5.0	0.4		5.6	4.1	1.5		1.3	1.1	0.2		0.9	0.5	0.4		6.0	3.9	2.1	
Coast	2.2	2.3	-0.1	14	3.0	3.1	-0.1		3.6	3.6	0.0		2.7	2.2	0.5		0.9	1.2	-0.3		0.2	0.2	0.0		3.5	3.1	0.4	
Edge	9.0	8.8	0.2	2	7.0	7.6	-0.6		8.7	7.9	0.8		8.2	8.0	0.2		4.8	4.4	0.4		1.9	1.6	0.3		10.0	9.6	0.4	
Flava	6.7	5.9	0.8	6	4.2	4.8	-0.6		5.9	6.3	-0.4		4.6	4.2	0.4		3.4	3.8	-0.4		0.8	0.7	0.1		7.0	6.8	0.2	
Life FM	0.8	1.2	-0.4	16	0.6	1.1	-0.5		0.5	1.3	-0.8		0.8	1.0	-0.2		0.3	0.6	-0.3		0.4	0.4	0.0		1.3	2.1	-0.8	
Magic	2.7	2.3	0.4	12	3.4	2.6	0.8		3.8	2.8	1.0		3.1	2.4	0.7		1.1	0.7	0.4		0.9	0.9	0.0		3.1	2.1	1.0	
More FM	7.0	5.1	1.9	4	4.4	3.4	1.0		4.8	2.6	2.2		5.6	3.6	2.0		3.4	2.1	1.3		*	0.2	*		5.3	4.4	0.9	
Newstalk ZB	4.6	5.7	-1.1	8	2.4	2.6	-0.2		2.5	3.2	-0.7		1.8	2.8	-1.0		3.4	3.7	-0.3		2.0	2.3	-0.3		5.9	6.8	-0.9	
Radio Dunedin	4.3	5.6	-1.3	9	4.7	5.3	-0.6		3.7	3.9	-0.2		3.4	3.8	-0.4		2.2	2.4	-0.2		1.0	1.0	0.0		5.9	6.5	-0.6	
Radio Hauraki	2.4	3.2	-0.8	13	2.1	2.1	0.0		2.5	2.6	-0.1		3.3	3.4	-0.1		1.7	2.0	-0.3		0.2	0.1	0.1		3.7	3.7	0.0	
RadioLIVE	3.6	2.3	1.3	10	2.5	1.7	0.8		2.4	2.0	0.4		2.9	2.0	0.9		1.8	1.6	0.2		1.0	0.2	0.8		2.6	1.9	0.7	
Radio Sport	2.2	1.9	0.3	14	1.6	1.1	0.5		2.6	2.5	0.1		2.9	2.6	0.3		2.6	2.5	0.1		0.2	0.2	0.0		4.9	5.0	-0.1	
Rhema	0.7	0.4	0.3	17	0.7	0.3	0.4		1.0	0.7	0.3		0.8	0.5	0.3		0.6	0.2	0.4		0.1	*	*		1.6	1.1	0.5	
Rock	7.2	7.1	0.1	3	6.7	7.8	-1.1		8.9	8.2	0.7		8.1	6.3	1.8		4.6	3.6	1.0		1.5	0.8	0.7		8.8	8.0	0.8	
Star	0.3	0.3	0.0	18	0.2	0.2	0.0		0.5	0.6	-0.1		0.4	0.5	-0.1		*	*	*		*	*	*		0.6	1.0	-0.4	
Tahu FM	0.1	0.1	0.0	19	*	*	*		0.1	0.1	0.0		0.1	0.1	0.0		*	*	*		*	*	*		0.1	0.1	0.0	
The Hits	10.3	9.8	0.5	1	8.0	8.5	-0.5		8.5	8.2	0.3		7.2	6.8	0.4		2.7	2.9	-0.2		1.4	0.9	0.5		10.7	10.5	0.2	
The Sound	3.5	4.7	-1.2	11	5.2	5.7	-0.5		6.0	7.2	-1.2		5.6	6.0	-0.4		2.4	1.9	0.5		0.5	0.7	-0.2		6.5	6.8	-0.3	
ZM	6.8	8.3	-1.5	5	5.8	5.0	0.8		7.3	6.9	0.4		6.5	7.5	-1.0		3.2	3.5	-0.3		0.8	0.7	0.1		7.6	7.8	-0.2	
Others	4.9	5.4	-0.5		5.4	5.6	-0.2		5.4	6.0	-0.6		5.5	5.5	0.0		4.7	4.8	-0.1		1.5	1.8	-0.3		8.8	8.6	0.2	
Mediaworks Combo	37.7	35.8	1.9		34.4	34.2	0.2		38.0	35.3	2.7		36.5	33.6	2.9		19.4	17.9	1.5		7.7	5.8	1.9		43.3	39.1	4.2	
NZME Combo	32.1	33.8	-1.7		25.0	24.9	0.1		30.1	29.8	0.3		27.4	27.6	-0.2		15.9	17.7	-1.8		4.8	4.2	0.6		37.2	37.4	-0.2	
All Commercial Radio	61.3	63.2	-1.9		53.3	53.6	-0.3		60.5	59.0	1.5		58.9	56.8	2.1		33.8	33.6	0.2		13.0	10.8	2.2		69.9	69.7	0.2	

Mediaworks Combo: Breeze or Edge or George FM (until 5/4 2017) or Magic or More FM or Radio Dunedin or RadioLIVE or Rock or The Sound or (from 5/1 2018) internet only listening to Mai or George FM
NZME Combo: Coast or Flava or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or (from 5/1 2018) internet only listening to Hokonui or Mix



DUNEDIN COMMERCIAL RADIO - SURVEY 1 2018

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

Survey Comparisons: 4/2017 - 1/2018

This Survey Period: Sun Apr 9 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Apr 7 2018

Last Survey Period: Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017

	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	10:28	11:28	-0:59	3:24	2:14	1:10	4:30	5:50	-1:20	10:34	10:46	-0:11	11:36	11:26	0:09	12:44	14:23	-1:39	14:43	19:30	-4:47	10:26	11:39	-1:12
Coast	8:45	9:20	-0:35	5:30	*	*	1:13	1:49	-0:36	1:16	1:48	-0:31	5:40	2:47	2:52	9:54	12:18	-2:24	9:46	11:38	-1:51	20:22	13:03	7:18
Edge	6:24	6:20	0:04	9:21	7:21	2:00	5:06	5:14	-0:07	6:55	5:21	1:33	7:40	6:45	0:55	10:02	9:51	0:10	9:19	8:28	0:51	5:34	6:23	-0:49
Flava	6:43	7:05	-0:22	5:05	5:28	-0:22	6:53	7:34	-0:41	6:55	7:25	-0:30	7:15	7:03	0:12	9:10	5:29	3:41	6:18	6:42	-0:24	6:57	7:13	-0:15
Life FM	3:01	4:44	-1:43	3:01	5:33	-2:31	3:12	3:10	0:01	4:51	5:30	-0:39	5:14	8:22	-3:07	3:02	7:49	-4:46	0:45	0:46	-0:01	2:19	4:03	-1:43
Magic	15:10	16:01	-0:51	5:30	5:30	0:00	3:52	3:11	0:40	5:50	4:41	1:08	12:30	12:43	-0:13	23:22	22:27	0:54	20:34	21:22	-0:48	15:19	16:56	-1:36
More FM	9:10	9:28	-0:17	7:57	9:00	-1:02	8:16	7:46	0:30	11:56	13:31	-1:34	9:38	9:54	-0:15	9:23	10:09	-0:45	16:56	18:43	-1:47	9:47	9:04	0:43
Newstalk ZB	13:02	14:30	-1:28	1:03	0:54	0:08	2:11	4:16	-2:05	3:46	4:51	-1:04	14:44	15:25	-0:41	15:41	16:18	-0:36	10:29	13:33	-3:03	12:35	20:44	-8:09
Radio Dunedin	15:13	12:49	2:24	1:04	1:31	-0:27	2:20	3:19	-0:58	2:08	3:22	-1:13	3:06	5:19	-2:12	10:58	10:12	0:46	20:13	16:29	3:43	4:19	8:55	-4:36
Radio Hauraki	5:12	8:13	-3:01	4:31	5:44	-1:12	4:09	12:14	-8:05	7:41	10:16	-2:35	6:23	7:57	-1:34	3:22	4:08	-0:45	3:17	4:21	-1:04	3:34	5:16	-1:42
RadioLIVE	10:10	6:44	3:26	1:33	1:13	0:19	5:00	2:25	2:34	9:20	5:31	3:49	8:35	5:06	3:29	8:17	6:44	1:32	13:07	8:56	4:11	11:29	8:16	3:12
Radio Sport	6:24	6:37	-0:12	1:31	1:33	-0:01	2:36	2:52	-0:15	4:36	5:32	-0:56	7:37	7:18	0:19	8:21	9:37	-1:15	7:46	8:30	-0:43	7:37	10:11	-2:34
Rhema	11:11	4:42	6:28	*	*	*	5:15	0:40	4:34	3:30	2:18	1:11	2:38	2:18	0:20	11:45	2:00	9:45	17:26	18:59	-1:33	16:41	8:58	7:43
Rock	9:44	8:44	1:00	6:25	5:25	1:00	12:33	9:19	3:14	13:17	9:41	3:35	12:41	11:17	1:24	9:38	13:30	-3:51	7:54	7:45	0:09	9:38	8:47	0:50
Star	8:17	7:05	1:11	*	*	*	6:30	*	*	6:30	2:00	4:30	20:35	14:08	6:27	24:15	13:25	10:49	3:22	1:48	1:34	6:30	*	*
Tahu FM	1:49	2:15	-0:25	3:30	3:30	0:00	0:15	0:15	0:00	0:15	0:15	0:00	0:15	0:15	0:00	*	*	*	*	*	*	*	*	*
The Hits	7:22	7:49	-0:26	5:06	4:31	0:35	4:56	5:04	-0:07	4:39	5:19	-0:39	5:49	6:17	-0:27	12:20	15:43	-3:22	16:31	19:45	-3:14	5:49	6:07	-0:17
The Sound	10:18	12:18	-2:00	2:35	0:51	1:44	6:04	6:49	-0:45	8:01	8:39	-0:38	9:10	11:30	-2:20	12:14	16:01	-3:47	12:40	15:25	-2:45	7:53	9:28	-1:35
ZM	4:55	4:51	0:03	4:03	4:03	-0:00	5:33	5:01	0:32	4:35	3:53	0:42	4:40	4:39	0:01	5:01	6:37	-1:36	4:28	4:27	0:00	4:24	5:40	-1:15
Others	9:00	8:15	0:45	12:30	4:21	8:09	6:44	7:02	-0:18	9:36	10:08	-0:32	10:35	8:38	1:56	9:59	5:49	4:09	6:16	7:56	-1:40	11:40	9:43	1:57
Mediaworks Combo	14:16	13:45	0:30	10:26	9:18	1:07	10:48	10:02	0:46	15:17	12:15	3:01	14:47	13:29	1:18	16:48	17:26	-0:38	19:49	20:02	-0:13	13:45	13:14	0:31
NZME Combo	9:29	10:23	-0:54	6:18	6:08	0:10	7:11	7:55	-0:43	7:07	7:25	-0:17	8:29	8:41	-0:12	13:33	15:20	-1:46	13:41	16:58	-3:16	9:02	10:02	-0:59
All Commercial Radio	17:04	16:37	0:26	12:58	11:05	1:53	13:11	12:40	0:30	16:22	14:12	2:09	17:02	15:35	1:26	21:28	21:15	0:12	23:39	24:44	-1:05	17:36	16:53	0:42
Potential (000)	111.2	107.1	4.1	8.7	9.5	-0.8	40.4	37.6	2.8	28.2	27.0	1.2	43.1	42.0	1.1	29.8	28.9	0.9	25.5	24.0	1.5	20.2	18.4	1.8
Sample	921	828	93	72	72	0	330	263	67	232	218	14	351	326	25	240	225	15	223	222	1	164	142	22

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NZME Combo: Coast or Flava or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or (from 5/1 2018) internet only listening to Hokonui or Mix



DUNEDIN COMMERCIAL RADIO - SURVEY 1 2018

Average Time Spent Listening (hh:mm) by Daypart, People 10+
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	This	Last	+/-
Potential (000)	111.2	107.1	4.1
Sample Size	921	828	93

	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	3:38	3:24	0:13	4:51	4:29	0:22	5:43	5:24	0:19	2:26	3:07	-0:41	1:12	1:11	0:01	2:10	0:55	1:15	3:05	3:45	-0:40
Coast	2:26	2:21	0:04	3:16	3:24	-0:08	3:07	3:39	-0:32	1:34	1:55	-0:21	4:55	3:22	1:32	7:42	8:15	-0:33	3:41	3:22	0:19
Edge	2:15	2:28	-0:13	2:31	2:19	0:12	2:51	3:00	-0:09	1:55	1:32	0:22	1:30	1:24	0:05	3:17	3:19	-0:01	2:51	3:20	-0:28
Flava	2:22	2:08	0:13	1:51	1:47	0:04	2:10	2:03	0:06	1:41	1:46	-0:04	1:57	2:02	-0:05	1:13	1:14	-0:01	2:10	2:31	-0:21
Life FM	0:54	1:51	-0:56	2:08	1:36	0:32	3:50	3:13	0:37	0:56	0:50	0:05	1:07	0:50	0:17	1:00	1:01	-0:01	1:47	3:03	-1:16
Magic	4:15	4:42	-0:26	6:17	6:22	-0:05	5:27	5:10	0:17	2:53	3:04	-0:10	2:25	4:02	-1:36	4:55	4:45	0:10	5:47	6:18	-0:31
More FM	2:31	3:21	-0:50	5:32	4:25	1:06	6:07	6:06	0:00	2:11	2:41	-0:29	0:56	1:20	-0:24	*	1:30	*	2:45	3:18	-0:32
Newstalk ZB	4:38	5:04	-0:25	4:06	5:01	-0:54	2:38	3:41	-1:03	3:45	3:01	0:44	4:51	4:19	0:31	3:24	4:31	-1:06	4:11	4:45	-0:34
Radio Dunedin	5:05	5:07	-0:01	5:28	4:38	0:49	5:38	4:35	1:02	2:29	1:59	0:30	1:38	1:48	-0:09	2:03	1:38	0:24	4:39	4:43	-0:04
Radio Hauraki	1:37	3:12	-1:35	2:17	4:59	-2:41	2:00	4:26	-2:25	2:05	2:32	-0:27	1:10	1:03	0:07	2:05	1:37	0:28	2:22	2:48	-0:26
RadioLIVE	3:28	2:50	0:37	4:18	3:06	1:11	4:08	2:58	1:09	1:41	1:40	0:00	2:49	1:38	1:11	4:16	3:45	0:30	4:20	2:44	1:36
Radio Sport	1:17	1:50	-0:32	1:13	2:00	-0:47	2:16	2:41	-0:24	2:17	2:41	-0:24	1:57	1:43	0:14	0:52	0:52	0:00	3:36	3:31	0:05
Rhema	7:24	2:07	5:16	3:17	3:18	-0:00	3:42	2:55	0:47	2:31	1:29	1:02	1:49	0:45	1:04	1:15	*	*	3:30	1:33	1:57
Rock	2:17	2:38	-0:21	3:41	3:31	0:09	4:11	3:53	0:18	2:37	1:54	0:42	2:55	1:34	1:21	3:24	2:12	1:11	2:33	3:06	-0:33
Star	3:03	3:36	-0:33	4:55	5:51	-0:56	3:29	4:41	-1:12	0:25	0:19	0:05	*	*	*	*	*	*	2:23	2:04	0:19
Tahu FM	1:00	1:00	0:00	*	*	*	2:00	2:00	0:00	0:30	0:30	0:00	*	*	*	*	*	*	0:15	0:15	0:00
The Hits	3:25	3:21	0:03	2:33	2:28	0:05	2:56	2:48	0:07	1:37	1:43	-0:05	1:48	1:55	-0:06	4:06	6:16	-2:10	2:28	2:55	-0:27
The Sound	3:38	3:51	-0:12	4:00	4:35	-0:35	3:49	4:51	-1:02	1:59	2:35	-0:36	2:03	2:36	-0:32	3:51	3:44	0:07	4:21	4:51	-0:30
ZM	1:55	1:54	0:00	1:54	1:55	-0:00	2:10	2:16	-0:05	1:37	1:49	-0:12	1:12	1:17	-0:04	2:30	2:59	-0:28	1:38	1:28	0:10
Others	2:33	2:25	0:07	3:13	2:39	0:34	3:41	3:23	0:17	3:47	2:44	1:02	1:57	1:45	0:11	2:26	5:11	-2:45	3:43	3:12	0:30
Mediaworks Combo	3:44	3:57	-0:12	5:08	4:43	0:25	5:24	5:10	0:14	2:45	2:33	0:12	2:19	1:50	0:29	3:25	3:04	0:21	4:05	4:29	-0:23
NZME Combo	3:04	3:15	-0:10	2:38	3:01	-0:23	2:45	3:10	-0:25	2:00	2:12	-0:12	2:43	2:29	0:13	3:40	4:57	-1:17	3:14	3:29	-0:15
All Commercial Radio	4:09	4:11	-0:01	4:50	4:38	0:11	5:03	5:01	0:02	2:58	2:47	0:10	2:49	2:29	0:20	3:40	4:25	-0:45	4:43	4:50	-0:06

Mediaworks Combo: Breeze or Edge or George FM (until S4 2017) or Magic or More FM or Radio Dunedin or RadioLIVE or Rock or The Sound or (from S1 2018) internet only listening to Mai or George FM

NZME Combo: Coast or Flava or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or (from S1 2018) internet only listening to Hokonui or Mix