



DUNEDIN COMMERCIAL RADIO - SURVEY 2 2018

Station Share (%) by Demographic, Mon-Sun 12mn-12mn
 Survey Comparisons: 1/2018 - 2/2018

This Survey Period: Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 2018

Last 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

	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	6.9	7.8	-0.9	6	8.7	4.8	3.9	3.1	2.8	0.3	6.7	6.6	0.1	9.4	9.1	0.3	9.3	10.9	-1.6	6.0	9.6	-3.6	11.4	10.0	1.4	
Coast	3.5	3.4	0.1	13	0.7	0.5	0.2	1.0	0.1	0.9	1.8	0.1	1.7	1.7	0.8	0.9	6.0	5.6	0.4	6.8	7.2	-0.4	4.7	3.8	0.9	
Edge	7.5	8.2	-0.7	3	15.8	26.3	-10.5	15.3	15.4	-0.1	11.4	9.9	1.5	8.6	9.1	-0.5	4.5	5.2	-0.7	3.7	2.9	0.8	7.8	6.6	1.2	
Flava	4.8	4.6	0.2	11	15.6	7.8	7.8	11.2	10.8	0.4	6.3	7.4	-1.1	4.7	5.7	-1.0	1.3	1.4	-0.1	0.4	0.4	0.0	5.8	6.6	-0.8	
Life FM	0.5	0.5	0.0	17	*	0.7	*	1.1	1.3	-0.2	0.8	0.7	0.1	0.7	0.7	0.0	0.3	0.3	0.0	*	0.1	*	0.7	0.3	0.4	
Magic	5.0	6.0	-1.0	9	0.5	0.4	0.1	0.5	0.7	-0.2	0.9	0.9	0.0	2.7	2.9	-0.2	8.7	11.7	-3.0	10.0	12.6	-2.6	5.7	5.4	0.3	
More FM	7.3	6.9	0.4	4	9.5	8.6	0.9	7.2	9.5	-2.3	11.5	12.9	-1.4	9.5	10.6	-1.1	8.7	6.4	2.3	7.1	4.2	2.9	9.2	9.6	-0.4	
Newstalk ZB	5.9	6.3	-0.4	8	*	0.1	*	0.1	0.1	0.0	0.2	0.4	-0.2	1.6	3.1	-1.5	6.7	8.4	-1.7	7.0	7.3	-0.3	4.9	3.9	1.0	
Radio Dunedin	6.4	7.5	-1.1	7	*	0.1	*	0.4	0.3	0.1	0.4	0.4	0.0	0.8	0.7	0.1	5.5	5.1	0.4	15.7	15.9	-0.2	1.0	0.7	0.3	
Radio Hauraki	2.1	2.2	-0.1	15	2.8	5.0	-2.2	2.4	2.2	0.2	5.2	4.5	0.7	3.8	3.3	0.5	1.2	0.9	0.3	0.5	0.5	0.0	0.4	1.1	-0.7	
RadioLIVE	5.0	4.0	1.0	9	0.5	0.5	0.0	1.3	1.4	-0.1	5.3	4.7	0.6	3.9	3.8	0.1	3.5	2.9	0.6	5.9	5.2	0.7	6.8	6.3	0.5	
Radio Sport	3.5	2.8	0.7	13	*	0.6	*	1.3	0.5	0.8	0.8	0.6	0.2	2.2	2.3	-0.1	5.1	4.8	0.3	6.3	4.4	1.9	3.0	3.0	0.0	
Rhema	1.6	1.4	0.2	16	*	*	*	0.8	0.7	0.1	0.2	0.2	0.0	0.1	0.1	0.0	1.2	1.1	0.1	3.8	3.3	0.5	3.8	3.0	0.8	
Rock	11.4	9.6	1.8	1	14.2	12.2	2.0	22.1	20.0	2.1	20.8	21.3	-0.5	17.2	15.6	1.6	8.3	5.6	2.7	4.4	4.2	0.2	6.5	10.2	-3.7	
Star	0.4	0.4	0.0	18	*	*	*	0.2	0.1	0.1	0.2	0.1	0.1	0.1	0.6	-0.5	*	0.7	*	0.9	0.1	0.8	0.2	0.1	0.1	
Tahu FM	*	*	*	*	*	0.2	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
The Hits	9.1	8.8	0.3	2	9.9	11.6	-1.7	8.3	8.2	0.1	8.8	8.3	0.5	12.1	9.2	2.9	11.0	11.2	-0.2	6.6	9.9	-3.3	13.3	10.4	2.9	
The Sound	7.2	7.0	0.2	5	3.8	0.5	3.3	2.8	3.7	-0.9	5.9	6.2	-0.3	7.1	7.8	-0.7	10.1	9.4	0.7	11.2	9.3	1.9	3.7	5.8	-2.1	
ZM	4.5	4.7	-0.2	12	5.2	8.3	-3.1	12.2	12.3	-0.1	6.2	5.3	0.9	4.8	4.3	0.5	1.5	1.6	-0.1	0.4	0.5	-0.1	3.6	3.3	0.3	
Others	7.5	7.9	-0.4		12.7	11.6	1.1	8.9	9.9	-1.0	6.8	9.4	-2.6	8.8	10.3	-1.5	7.1	6.8	0.3	3.0	2.7	0.3	7.5	9.8	-2.3	
Mediaworks Combo	58.8	59.5	-0.7		54.4	55.4	-1.0	58.3	60.2	-1.9	66.2	66.3	-0.1	61.4	61.8	-0.4	59.9	58.5	1.4	65.5	65.0	0.5	53.5	56.7	-3.2	
NZME Combo	33.6	33.0	0.6		36.3	35.7	0.6	36.9	34.7	2.2	29.6	27.0	2.6	31.3	29.1	2.2	32.9	33.9	-1.0	28.1	30.1	-2.0	35.7	32.1	3.6	
Potential (000)	111.2	111.2	0.0		8.1	8.7	-0.6	41.0	40.4	0.6	28.2	28.2	0.0	43.1	43.1	0.0	29.8	29.8	0.0	25.5	25.5	0.0	19.2	20.2	-1.0	
Sample	874	921	-47		54	72	-18	332	330	2	231	232	-1	352	351	1	234	240	-6	200	223	-23	155	164	-9	

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

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



DUNEDIN COMMERCIAL RADIO - SURVEY 2 2018

Station Share (%) by Daypart, People 10+
Survey Comparisons: 1/2018 - 2/2018

This Survey Period: Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 2018

Last 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

	This	Last	+/-
Potential (000)	111.2	111.2	0.0
Sample Size	874	921	-47

	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	9.0	9.4	-0.4	3	7.8	9.2	-1.4		9.0	10.1	-1.1		6.7	7.8	-1.1		1.3	1.6	-0.3		3.5	4.3	-0.8		5.0	5.6	-0.6	
Coast	3.0	2.1	0.9	13	3.9	3.8	0.1		3.9	3.7	0.2		2.3	2.4	-0.1		2.7	4.5	-1.8		1.0	3.0	-2.0		4.6	3.9	0.7	
Edge	7.0	8.0	-1.0	7	6.3	6.9	-0.6		7.2	8.1	-0.9		9.2	9.0	0.2		7.6	7.5	0.1		6.5	13.2	-6.7		8.3	8.7	-0.4	
Flava	5.9	6.3	-0.4	9	3.0	3.0	0.0		3.7	4.2	-0.5		4.1	4.5	-0.4		6.6	6.9	-0.3		10.5	1.9	8.6		5.3	4.6	0.7	
Life FM	0.6	0.3	0.3	17	0.3	0.5	-0.2		0.4	0.6	-0.2		0.4	0.4	0.0		0.4	0.3	0.1		0.6	0.8	-0.2		0.9	0.7	0.2	
Magic	3.1	4.4	-1.3	12	7.0	8.4	-1.4		6.0	6.7	-0.7		4.5	5.2	-0.7		2.1	2.8	-0.7		8.5	8.9	-0.4		4.6	5.4	-0.8	
More FM	7.3	7.0	0.3	6	9.7	9.5	0.2		9.4	9.5	-0.1		7.3	7.0	0.3		3.1	3.3	-0.2		*	*	*		6.2	4.5	1.7	
Newstalk ZB	9.2	8.4	0.8	2	3.2	3.8	-0.6		1.2	2.2	-1.0		3.5	3.9	-0.4		15.8	17.4	-1.6		8.3	14.1	-5.8		7.2	7.5	-0.3	
Radio Dunedin	8.0	8.7	-0.7	5	7.0	10.0	-3.0		5.8	6.7	-0.9		4.4	4.8	-0.4		3.7	3.7	0.0		4.6	4.3	0.3		7.2	8.4	-1.2	
Radio Hauraki	1.5	1.5	0.0	16	2.3	1.9	0.4		2.0	1.7	0.3		3.4	4.0	-0.6		1.6	2.1	-0.5		1.4	0.9	0.5		2.2	2.6	-0.4	
RadioLIVE	6.1	4.9	1.2	8	5.1	4.2	0.9		4.0	3.2	0.8		4.4	2.8	1.6		7.4	5.4	2.0		10.5	9.2	1.3		3.8	3.5	0.3	
Radio Sport	1.6	1.1	0.5	15	1.6	0.8	0.8		3.0	2.0	1.0		4.3	3.8	0.5		5.1	5.4	-0.3		0.3	0.4	-0.1		6.3	5.4	0.9	
Rhema	2.4	2.1	0.3	14	1.1	1.0	0.1		1.4	1.2	0.2		1.3	1.2	0.1		1.3	1.1	0.2		0.2	0.2	0.0		1.9	1.7	0.2	
Rock	8.2	6.5	1.7	4	12.1	9.6	2.5		15.0	12.3	2.7		14.9	12.1	2.8		15.6	14.1	1.5		10.2	10.7	-0.5		7.0	6.8	0.2	
Star	0.3	0.4	-0.1	18	*	0.5	*		0.3	0.6	-0.3		0.2	0.1	0.1		0.9	*	*		0.7	*	*		0.8	0.4	0.4	
Tahu FM	*	*	*	*	*	*	*		*	*	*		*	*	*		*	*	*		*	*	*		*	*	*	
The Hits	13.3	13.9	-0.6	1	9.2	8.0	1.2		9.1	8.2	0.9		6.5	6.7	-0.2		3.4	5.1	-1.7		13.2	12.2	1.0		8.2	8.0	0.2	
The Sound	4.6	4.9	-0.3	11	8.7	8.0	0.7		7.4	7.5	-0.1		7.3	6.4	0.9		7.9	5.3	2.6		6.9	3.9	3.0		7.5	8.5	-1.0	
ZM	4.7	5.1	-0.4	10	4.7	4.3	0.4		5.2	5.1	0.1		5.4	6.1	-0.7		3.3	4.1	-0.8		1.1	4.3	-3.2		3.8	3.8	0.0	
Others	4.2	4.9	-0.7		6.8	6.7	0.1		6.0	6.5	-0.5		10.1	11.8	-1.7		10.3	9.5	0.8		12.0	7.7	4.3		9.2	9.9	-0.7	
Mediaworks Combo	54.7	55.4	-0.7		66.5	68.6	-2.1		66.4	67.2	-0.8		60.9	57.6	3.3		51.9	47.3	4.6		51.8	55.5	-3.7		51.6	53.7	-2.1	
NZME Combo	39.5	38.7	0.8		28.2	25.7	2.5		28.3	27.1	1.2		29.6	31.6	-2.0		38.5	45.4	-6.9		35.8	36.9	-1.1		38.2	36.4	1.8	

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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	10.3	10.9	-0.6	6	1.4	1.4	0.0	2.5	2.3	0.2	2.8	2.5	0.3	5.1	5.0	0.1	4.0	4.6	-0.6	2.4	3.2	-0.8	3.0	2.9	0.1
Coast	5.5	5.6	-0.1	13	0.1	0.1	0.0	0.4	0.3	0.1	0.5	0.3	0.2	0.8	0.9	-0.1	3.0	3.0	0.0	3.6	3.6	0.0	0.6	0.6	0.0
Edge	18.2	18.8	-0.6	1	1.7	2.8	-1.1	10.8	10.8	0.0	5.9	5.8	0.1	7.6	7.5	0.1	3.1	2.8	0.3	1.5	1.5	0.0	3.4	3.6	-0.2
Flava	8.5	10.0	-1.5	8	0.9	1.5	-0.6	5.7	5.7	0.0	3.5	4.3	-0.8	3.8	5.0	-1.2	0.5	0.8	-0.3	0.3	0.3	0.0	2.0	2.9	-0.9
Life FM	2.6	2.5	0.1	16	0.2	0.2	0.0	1.7	1.5	0.2	0.9	0.6	0.3	1.1	0.8	0.3	0.4	0.5	-0.1	0.3	0.5	-0.2	0.5	0.4	0.1
Magic	5.4	5.8	-0.4	14	0.1	0.1	0.0	0.6	0.7	-0.1	0.5	0.6	-0.1	1.2	1.5	-0.3	2.3	2.7	-0.4	3.0	3.0	0.0	0.9	1.1	-0.2
More FM	11.9	11.1	0.8	5	2.0	1.1	0.9	3.7	4.1	-0.4	4.2	4.3	-0.1	6.9	7.0	-0.1	3.7	3.7	0.0	1.3	1.2	0.1	2.7	3.0	-0.3
Newstalk ZB	6.6	7.1	-0.5	9	*	0.1	*	0.2	0.2	0.0	0.1	0.4	-0.3	0.7	1.4	-0.7	2.4	2.9	-0.5	3.0	3.4	-0.4	0.8	0.9	-0.1
Radio Dunedin	6.2	7.2	-1.0	10	*	0.1	*	0.5	0.4	0.1	0.7	0.7	0.0	1.4	1.4	0.0	2.8	2.5	0.3	3.4	3.8	-0.4	0.6	0.5	0.1
Radio Hauraki	5.4	6.2	-0.8	14	0.6	1.1	-0.5	2.1	1.9	0.2	2.7	2.4	0.3	3.4	3.3	0.1	1.2	1.4	-0.2	0.6	0.7	-0.1	0.5	0.9	-0.4
RadioLIVE	6.0	5.8	0.2	11	0.2	0.3	-0.1	0.9	1.0	-0.1	2.1	2.0	0.1	2.8	2.8	0.0	1.9	1.9	0.0	2.0	1.9	0.1	1.6	1.7	-0.1
Radio Sport	5.8	6.3	-0.5	12	*	0.4	*	0.8	0.7	0.1	0.7	0.5	0.2	1.5	1.9	-0.4	2.9	3.1	-0.2	3.2	2.7	0.5	0.9	1.2	-0.3
Rhema	1.9	1.8	0.1	17	*	*	*	0.5	0.5	0.0	0.2	0.2	0.0	0.3	0.3	0.0	0.5	0.5	0.0	0.9	0.9	0.0	0.5	0.6	-0.1
Rock	14.7	14.5	0.2	3	1.5	1.9	-0.4	5.5	5.7	-0.2	6.3	6.4	-0.1	8.3	7.8	0.5	3.6	3.1	0.5	2.5	2.6	-0.1	2.4	3.2	-0.8
Star	0.9	0.7	0.2	18	*	*	*	0.2	*	*	0.2	*	*	0.2	0.2	0.0	*	0.2	*	0.3	0.1	0.2	0.2	*	*
Tahu FM	0.1	0.1	0.0	19	*	0.1	*	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0	*	*	*	*	*	*	*	*	*
The Hits	16.1	17.6	-1.5	2	1.7	2.3	-0.6	5.6	5.9	-0.3	6.4	7.1	-0.7	9.5	10.1	-0.6	4.3	4.9	-0.6	2.1	2.9	-0.8	5.0	5.4	-0.4
The Sound	9.9	9.9	0.0	7	0.6	0.2	0.4	1.7	2.2	-0.5	2.4	3.1	-0.7	4.9	5.4	-0.5	4.7	4.1	0.6	4.0	3.6	0.4	1.5	2.3	-0.8
ZM	12.9	14.0	-1.1	4	1.2	2.1	-0.9	8.6	7.9	0.7	4.4	4.6	-0.2	5.4	5.9	-0.5	1.3	1.7	-0.4	0.3	0.6	-0.3	2.1	2.3	-0.2
Others	11.8	12.8	-1.0		0.5	0.9	-0.4	5.0	5.3	-0.3	3.7	3.9	-0.2	5.7	6.2	-0.5	3.4	3.6	-0.2	2.1	2.1	0.0	2.0	2.6	-0.6
Mediaworks Combo	59.5	61.2	-1.7		4.9	5.3	-0.4	19.9	20.0	-0.1	17.6	17.4	0.2	26.6	26.6	0.0	18.2	18.6	-0.4	14.7	16.0	-1.3	11.3	12.6	-1.3
NZME Combo	48.2	51.1	-2.9		3.6	5.7	-2.1	17.7	17.4	0.3	14.3	15.2	-0.9	20.6	21.8	-1.2	12.6	13.4	-0.8	10.1	10.7	-0.6	9.7	10.9	-1.2
All Commercial Radio	83.7	85.9	-2.2		6.6	7.7	-1.1	27.8	27.3	0.5	24.2	24.5	-0.3	36.6	37.3	-0.7	24.0	24.9	-0.9	19.5	20.7	-1.2	16.1	17.4	-1.3
Potential (000)	111.2	111.2	0.0		8.1	8.7	-0.6	41.0	40.4	0.6	28.2	28.2	0.0	43.1	43.1	0.0	29.8	29.8	0.0	25.5	25.5	0.0	19.2	20.2	-1.0
Sample	874	921	-47		64	72	-18	332	330	2	231	232	-1	352	351	1	234	240	-6	200	223	-23	155	164	-9

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DUNEDIN COMMERCIAL RADIO - SURVEY 2 2018

Cumulative Audience (000's) by Daypart, People 10+
Survey Comparisons: 1/2018 - 2/2018

This Survey Period: Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 2018

Last 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

	This	Last	+/-
Potential (000)	111.2	111.2	0.0
Sample Size	874	921	-47

	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	6.0	6.6	-0.6	5	4.0	4.9	-0.9		4.7	5.4	-0.7		5.3	5.6	-0.3		1.1	1.3	-0.2		0.8	0.9	-0.1		6.0	6.0	0.0	
Coast	2.2	2.2	0.0	13	2.3	3.0	-0.7		3.4	3.6	-0.2		2.4	2.7	-0.3		1.0	0.9	0.1		0.2	0.2	0.0		3.7	3.5	0.2	
Edge	8.6	9.0	-0.4	2	6.3	7.0	-0.7		8.7	8.7	0.0		8.3	8.2	0.1		5.3	4.8	0.5		1.6	1.9	-0.3		9.6	10.0	-0.4	
Flava	5.7	6.7	-1.0	6	3.3	4.2	-0.9		4.2	5.9	-1.7		4.0	4.6	-0.6		2.6	3.4	-0.8		0.8	0.8	0.0		5.6	7.0	-1.4	
Life FM	1.2	0.8	0.4	16	0.6	0.6	0.0		0.7	0.5	0.2		0.8	0.8	0.0		0.3	0.3	0.0		0.3	0.4	-0.1		1.8	1.3	0.5	
Magic	2.4	2.7	-0.3	12	2.8	3.4	-0.6		3.2	3.8	-0.6		3.0	3.1	-0.1		1.0	1.1	-0.1		0.7	0.9	-0.2		3.6	3.1	0.5	
More FM	6.9	7.0	-0.1	4	4.3	4.4	-0.1		5.2	4.8	0.4		5.9	5.6	0.3		3.3	3.4	-0.1		*	*	*		6.8	5.3	1.5	
Newstalk ZB	4.0	4.6	-0.6	9	2.4	2.4	0.0		2.1	2.5	-0.4		1.8	1.8	0.0		2.9	3.4	-0.5		1.7	2.0	-0.3		5.7	5.9	-0.2	
Radio Dunedin	3.4	4.3	-0.9	11	3.7	4.7	-1.0		3.3	3.7	-0.4		2.8	3.4	-0.6		2.1	2.2	-0.1		1.1	1.0	0.1		5.1	5.9	-0.8	
Radio Hauraki	2.2	2.4	-0.2	13	1.7	2.1	-0.4		2.3	2.5	-0.2		3.1	3.3	-0.2		1.2	1.7	-0.5		0.4	0.2	0.2		2.7	3.7	-1.0	
RadioLIVE	4.1	3.6	0.5	8	2.7	2.5	0.2		2.9	2.4	0.5		3.1	2.9	0.2		1.7	1.8	-0.1		1.2	1.0	0.2		2.9	2.6	0.3	
Radio Sport	2.1	2.2	-0.1	15	1.7	1.6	0.1		2.8	2.6	0.2		3.1	2.9	0.2		2.2	2.6	-0.4		0.1	0.2	-0.1		4.4	4.9	-0.5	
Rhema	0.8	0.7	0.1	17	0.8	0.7	0.1		1.0	1.0	0.0		0.8	0.8	0.0		0.7	0.6	0.1		0.1	0.1	0.0		1.7	1.6	0.1	
Rock	8.0	7.2	0.8	3	6.7	6.7	0.0		9.2	8.9	0.3		8.5	8.1	0.4		4.6	4.6	0.0		1.7	1.5	0.2		8.5	8.8	-0.3	
Star	0.5	0.3	0.2	18	0.1	0.2	-0.1		0.4	0.5	-0.1		0.4	0.4	0.0		0.1	*	*		0.1	*	*		0.6	0.6	0.0	
Tahu FM	*	0.1	*	*	*	*	*		*	0.1	*		*	0.1	*		*	*	*		*	*	*		0.1	0.1	0.0	
The Hits	9.9	10.3	-0.4	1	7.4	8.0	-0.6		7.5	8.5	-1.0		6.9	7.2	-0.3		1.8	2.7	-0.9		1.7	1.4	0.3		10.2	10.7	-0.5	
The Sound	3.6	3.5	0.1	10	5.0	5.2	-0.2		5.6	6.0	-0.4		5.7	5.6	0.1		2.2	2.4	-0.2		0.5	0.5	0.0		6.2	6.5	-0.3	
ZM	5.7	6.8	-1.1	6	5.3	5.8	-0.5		6.5	7.3	-0.8		6.2	6.5	-0.3		2.7	3.2	-0.5		0.4	0.8	-0.4		7.3	7.6	-0.3	
Others	4.2	4.9	-0.7		5.0	5.4	-0.4		4.6	5.4	-0.8		5.0	5.5	-0.5		4.4	4.7	-0.3		1.6	1.5	0.1		8.3	8.8	-0.5	
Mediaworks Combo	36.6	37.7	-1.1		31.3	34.4	-3.1		36.6	38.0	-1.4		35.9	36.5	-0.6		18.8	19.4	-0.6		7.6	7.7	-0.1		43.0	43.3	-0.3	
NZME Combo	29.8	32.1	-2.3		22.3	25.0	-2.7		26.3	30.1	-3.8		25.8	27.4	-1.6		13.1	15.9	-2.8		5.1	4.8	0.3		34.7	37.2	-2.5	
All Commercial Radio	58.8	61.3	-2.5		49.0	53.3	-4.3		56.7	60.5	-3.8		57.1	58.9	-1.8		31.6	33.8	-2.2		13.0	13.0	0.0		68.4	69.9	-1.5	

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



DUNEDIN COMMERCIAL RADIO - SURVEY 2 2018

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

Survey Comparisons: 1/2018 - 2/2018

This Survey Period: Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 2018

Last 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

	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	9:18	10:28	-1:10	5:55	3:24	2:30	4:19	4:30	-0:11	8:23	10:34	-2:11	10:51	11:36	-0:45	12:04	12:44	-0:39	11:23	14:43	-3:20	9:42	10:26	-0:44
Coast	8:55	8:45	0:10	5:30	5:30	0:00	9:31	1:13	8:18	13:28	1:16	12:11	12:05	5:40	6:25	10:23	9:54	0:29	8:32	9:46	-1:14	20:52	20:22	0:30
Edge	5:47	6:24	-0:37	8:41	9:21	-0:40	4:59	5:06	-0:07	6:52	6:55	-0:03	6:37	7:40	-1:03	7:43	10:02	-2:18	11:28	9:19	2:08	5:45	5:34	0:11
Flava	7:57	6:43	1:14	15:40	5:05	10:35	6:56	6:53	0:02	6:26	6:55	-0:28	7:24	7:15	0:08	14:42	9:10	5:31	6:20	6:18	0:02	7:28	6:57	0:31
Life FM	2:43	3:01	-0:17	0:15	3:01	-2:46	2:21	3:12	-0:50	3:14	4:51	-1:37	3:50	5:14	-1:23	3:31	3:02	0:28	0:45	0:45	0:00	3:19	2:19	0:59
Magic	12:53	15:10	-2:17	5:30	5:30	0:00	3:06	3:52	-0:45	5:39	5:50	-0:10	13:30	12:30	1:00	19:57	23:22	-3:25	15:11	20:34	-5:23	15:32	15:19	0:13
More FM	8:32	9:10	-0:37	4:35	7:57	-3:22	6:51	8:16	-1:24	9:35	11:56	-2:21	8:04	9:38	-1:34	12:10	9:23	2:46	24:31	16:56	7:35	8:39	9:47	-1:07
Newstalk ZB	12:25	13:02	-0:37	*	1:03	*	2:11	2:11	0:00	5:30	3:46	1:43	13:24	14:44	-1:20	14:20	15:41	-1:21	10:40	10:29	0:10	15:09	12:35	2:34
Radio Dunedin	14:25	15:13	-0:48	*	1:04	*	2:37	2:20	0:16	2:11	2:08	0:02	3:20	3:06	0:13	10:25	10:58	-0:33	21:22	20:13	1:09	4:27	4:19	0:08
Radio Hauraki	5:28	5:12	0:16	4:37	4:31	0:05	3:54	4:09	-0:15	6:46	7:41	-0:54	6:33	6:23	0:09	5:01	3:22	1:39	3:56	3:17	0:39	2:19	3:34	-1:14
RadioLIVE	11:38	10:10	1:28	2:52	1:33	1:19	5:32	5:00	0:31	8:54	9:20	-0:26	8:24	8:35	-0:11	9:44	8:17	1:27	13:28	13:07	0:21	10:38	11:29	-0:50
Radio Sport	8:22	6:24	1:57	*	1:31	*	5:45	2:36	3:09	3:50	4:36	-0:45	8:35	7:37	0:57	9:16	8:21	0:54	9:04	7:46	1:17	7:59	7:37	0:21
Rhema	11:25	11:11	0:14	*	*	*	5:11	5:15	-0:04	3:30	3:30	0:00	2:35	2:38	-0:02	13:08	11:45	1:23	18:36	17:26	1:09	18:14	16:41	1:33
Rock	10:48	9:44	1:04	8:56	6:25	2:30	14:16	12:33	1:43	11:39	13:17	-1:38	12:15	12:41	-0:26	12:06	9:38	2:27	8:13	7:54	0:19	6:54	9:38	-2:44
Star	6:20	8:17	-1:56	*	*	*	2:16	6:30	-4:13	2:16	6:30	-4:13	2:16	20:35	-18:19	*	24:15	*	15:05	3:22	11:42	2:16	6:30	-4:13
Tahu FM	0:15	1:49	-1:34	*	3:30	*	0:15	0:15	0:00	0:15	0:15	0:00	0:15	0:15	0:00	*	*	*	*	*	*	*	*	*
The Hits	7:53	7:22	0:31	5:38	5:06	0:31	5:13	4:56	0:16	4:50	4:39	0:10	7:27	5:49	1:37	13:27	12:20	1:07	14:04	16:31	-2:26	6:42	5:49	0:52
The Sound	10:04	10:18	-0:14	5:36	2:35	3:00	5:38	6:04	-0:25	8:35	8:01	0:34	8:35	9:10	-0:35	11:19	12:14	-0:55	12:59	12:40	0:18	6:22	7:53	-1:30
ZM	4:49	4:55	-0:06	4:16	4:03	0:12	5:00	5:33	-0:33	4:57	4:35	0:22	5:10	4:40	0:30	6:02	5:01	1:01	5:54	4:28	1:26	4:22	4:24	-0:01
Others	8:54	9:00	-0:05	23:24	12:30	10:53	6:17	6:44	-0:27	6:26	9:36	-3:09	9:04	10:35	-1:31	10:51	9:59	0:51	6:37	6:16	0:20	9:30	11:40	-2:10
Mediaworks Combo	13:50	14:16	-0:26	10:28	10:26	0:02	10:21	10:48	-0:27	13:18	15:17	-1:58	13:32	14:47	-1:14	17:12	16:48	0:24	20:18	19:49	0:29	12:08	13:45	-1:37
NZME Combo	9:45	9:29	0:16	9:37	6:18	3:18	7:20	7:11	0:09	7:20	7:07	0:12	8:55	8:29	0:26	13:40	13:33	0:06	12:45	13:41	-0:56	9:26	9:02	0:24
All Commercial Radio	16:42	17:04	-0:22	14:30	12:58	1:32	12:41	13:11	-0:29	14:41	16:22	-1:41	16:04	17:02	-0:58	21:48	21:28	0:20	23:31	23:39	-0:07	15:48	17:36	-1:47
Potential (000)	111.2	111.2	0.0	8.1	8.7	-0.6	41.0	40.4	0.6	28.2	28.2	0.0	43.1	43.1	0.0	29.8	29.8	0.0	25.5	25.5	0.0	19.2	20.2	-1.0
Sample	874	921	-47	54	72	-18	332	330	2	231	232	-1	352	351	1	234	240	-6	200	223	-23	155	164	-9

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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 S1 2018) internet only listening to Hokonui or Mix



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	This	Last	+/-
Potential (000)	111.2	111.2	0.0
Sample Size	874	921	-47

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

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