



DUNEDIN COMMERCIAL RADIO - SURVEY 4 2018

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

Survey Comparisons: 3/2018 - 4/2018

This Survey Period: Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018

Last Survey Period: Sun Sep 10 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Sep 1 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	+/-	Rank	This	Last	+/-	Rank	This	Last	+/-	Rank	This	Last	+/-	Rank	This	Last	+/-	Rank	This	Last	+/-	Rank	This	Last	+/-	Rank
Breeze	6.4	6.5	-0.1	8	9.9	8.4	1.5		5.5	5.2	0.3		9.9	6.6	3.3		9.9	9.1	0.8		6.9	8.8	-1.9		3.9	5.3	-1.4		10.8	9.7	1.1	
Coast	4.3	3.8	0.5	10	0.7	0.8	-0.1		1.3	1.2	0.1		3.7	1.9	1.8		3.7	1.7	2.0		4.6	5.5	-0.9		5.2	7.4	-2.2		4.7	4.8	-0.1	
Edge	7.9	7.4	0.5	5	20.7	18.4	2.3		11.8	12.2	-0.4		9.6	9.6	0.0		8.6	8.5	0.1		8.2	6.7	1.5		5.8	4.1	1.7		7.9	6.3	1.6	
Flava	4.2	4.2	0.0	11	12.5	9.8	2.7		11.1	10.8	0.3		4.7	4.9	-0.2		4.0	4.1	-0.1		1.2	1.5	-0.3		*	0.3	*		3.8	3.7	0.1	
Life FM	1.3	1.4	-0.1	16	3.7	3.5	0.2		3.6	3.4	0.2		2.7	2.8	-0.1		1.9	2.0	-0.1		0.2	0.4	-0.2		*	*	*		0.5	0.8	-0.3	
Magic	4.1	4.8	-0.7	12	1.4	*	*		1.2	1.3	-0.1		0.8	1.4	-0.6		0.9	3.1	-2.2		5.6	7.6	-2.0		8.6	8.4	0.2		3.2	6.8	-3.6	
More FM	8.4	7.3	1.1	3	7.5	7.3	0.2		6.0	6.3	-0.3		12.3	11.3	1.0		11.7	9.6	2.1		11.2	8.1	3.1		8.8	7.5	1.3		12.1	10.1	2.0	
Newstalk ZB	8.2	7.1	1.1	4	*	*	*		0.1	0.1	0.0		0.2	0.3	-0.1		1.3	1.7	-0.4		7.9	7.1	0.8		11.9	9.1	2.8		1.6	3.8	-2.2	
Radio Dunedin	7.8	7.7	0.1	6	*	*	*		0.2	0.3	-0.1		0.1	0.2	-0.1		0.8	0.7	0.1		6.6	9.0	-2.4		17.2	18.8	-1.6		5.3	2.2	3.1	
Radio Hauraki	2.3	2.6	-0.3	15	1.7	3.4	-1.7		3.4	3.9	-0.5		6.3	7.2	-0.9		4.8	4.8	0.0		1.2	0.9	0.3		0.2	0.4	-0.2		3.7	1.8	1.9	
RadioLIVE	4.0	4.2	-0.2	13	0.6	0.5	0.1		1.2	1.1	0.1		3.8	3.9	-0.1		3.1	3.0	0.1		1.8	3.3	-1.5		3.9	5.6	-1.7		3.3	5.2	-1.9	
Radio Sport	3.0	3.5	-0.5	14	0.4	*	*		1.1	1.0	0.1		1.8	2.5	-0.7		2.3	3.2	-0.9		4.6	4.7	-0.1		5.4	5.3	0.1		0.9	3.1	-2.2	
Rhema	1.1	1.3	-0.2	17	*	*	*		0.8	0.9	-0.1		*	*	*		*	*	*		1.4	1.1	0.3		2.9	3.4	-0.5		1.7	3.2	-1.5	
Rock	10.2	9.8	0.4	1	14.2	19.2	-5.0		18.7	18.4	0.3		19.2	18.0	1.2		16.5	15.1	1.4		8.6	6.4	2.2		4.2	2.4	1.8		8.8	6.9	1.9	
Star	0.3	0.3	0.0	18	*	*	*		0.1	0.1	0.0		0.1	0.1	0.0		0.1	0.1	0.0		*	*	*		0.7	0.7	0.0		0.2	0.2	0.0	
Tahu FM	*	*	*	*	*	*	*		*	*	*		*	*	*		*	*	*		*	*	*		*	*	*		*	*	*	
The Hits	8.9	9.1	-0.2	2	8.0	10.2	-2.2		9.1	8.0	1.1		8.2	7.8	0.4		12.1	11.4	0.7		10.3	10.3	0.0		6.9	7.7	-0.8		11.8	12.5	-0.7	
The Sound	6.7	7.4	-0.7	7	4.3	4.6	-0.3		5.2	4.2	1.0		4.6	7.9	-3.3		6.4	9.2	-2.8		11.8	10.2	1.6		10.5	8.5	2.0		7.9	8.0	-0.1	
ZM	5.4	4.9	0.5	9	5.7	4.0	1.7		15.3	14.8	0.5		9.7	8.6	1.1		6.8	6.1	0.7		0.9	1.5	-0.6		*	0.4	*		7.2	4.5	2.7	
Others	5.4	6.7	-1.3		8.7	9.8	-1.1		4.2	6.9	-2.7		2.1	4.9	-2.8		5.1	6.7	-1.6		7.0	6.9	0.1		3.9	4.4	-0.5		4.9	6.3	-1.4	
MediaWorks Combo	56.0	56.5	-0.5		60.5	60.1	0.4		50.3	51.6	-1.3		60.6	61.8	-1.2		58.1	60.0	-1.9		61.4	60.9	0.5		63.6	61.6	2.0		59.1	56.5	2.6	
NZME Combo	36.5	35.3	1.2		29.6	29.0	0.6		41.5	39.9	1.6		34.7	33.3	1.4		35.0	33.0	2.0		30.7	31.4	-0.7		29.7	30.7	-1.0		33.8	34.3	-0.5	
Potential (000)	111.2	111.2	0.0		9.2	8.7	0.5		39.9	40.4	-0.5		28.2	28.2	0.0		43.1	43.1	0.0		29.8	29.8	0.0		25.5	25.5	0.0		16.7	17.6	-0.9	
Sample	924	964	-40		55	53	2		355	378	-23		218	242	-24		344	377	-33		241	257	-16		221	225	-4		141	157	-16	

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

MediaWorks Combo: Breeze or Edge or Magic or More FM or Radio Dunedin or RadioLIVE or Rock or The Sound or 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 internet only listening to Hokonui or Mix



DUNEDIN COMMERCIAL RADIO - SURVEY 4 2018

Station Share (%) by Daypart, People 10+
 Survey Comparisons: 3/2018 - 4/2018

This Survey Period: Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018

Last Survey Period: Sun Sep 10 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Sep 1 2018

	This	Last	+/-
Potential (000)	111.2	111.2	0.0
Sample Size	924	964	-40

	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	8.1	7.9	0.2	4	7.0	7.6	-0.6		8.2	8.2	0.0		6.1	6.5	-0.4		2.9	1.4	1.5		3.5	2.7	0.8		4.8	5.3	-0.5	
Coast	4.6	3.9	0.7	10	4.6	5.0	-0.4		4.8	4.8	0.0		3.5	2.3	1.2		1.5	1.4	0.1		2.2	1.5	0.7		5.2	4.2	1.0	
Edge	7.1	6.8	0.3	7	6.8	6.3	0.5		9.6	7.9	1.7		11.2	10.0	1.2		8.0	8.9	-0.9		4.9	5.4	-0.5		6.6	6.8	-0.2	
Flava	3.9	4.3	-0.4	12	3.0	2.9	0.1		2.8	3.0	-0.2		4.0	4.2	-0.2		5.4	4.7	0.7		15.6	11.6	4.0		4.5	4.7	-0.2	
Life FM	1.0	1.0	0.0	17	1.0	0.8	0.2		0.9	1.0	-0.1		1.7	1.6	0.1		2.4	2.5	-0.1		0.2	0.7	-0.5		1.8	2.0	-0.2	
Magic	1.9	2.3	-0.4	14	6.3	7.7	-1.4		4.8	6.9	-2.1		3.8	4.7	-0.9		2.8	1.8	1.0		1.5	2.8	-1.3		4.5	4.2	0.3	
More FM	7.8	7.3	0.5	5	9.9	9.2	0.7		10.8	9.0	1.8		9.5	7.3	2.2		2.4	2.8	-0.4		2.6	1.4	1.2		7.8	6.5	1.3	
Newstalk ZB	12.6	11.2	1.4	1	5.6	4.2	1.4		3.3	2.8	0.5		4.9	4.8	0.1		15.9	14.8	1.1		17.5	12.8	4.7		9.1	7.8	1.3	
Radio Dunedin	10.7	10.7	0.0	3	9.4	8.6	0.8		5.9	5.8	0.1		4.0	4.7	-0.7		6.0	7.0	-1.0		3.4	4.1	-0.7		9.3	8.9	0.4	
Radio Hauraki	1.9	1.4	0.5	14	2.1	2.7	-0.6		1.6	2.7	-1.1		3.9	4.1	-0.2		2.6	2.2	0.4		1.9	1.0	0.9		2.6	2.8	-0.2	
RadioLIVE	4.4	4.9	-0.5	11	3.1	3.9	-0.8		2.6	3.4	-0.8		3.6	3.7	-0.1		7.0	6.0	1.0		12.4	11.0	1.4		3.6	3.3	0.3	
Radio Sport	1.6	2.1	-0.5	16	2.1	2.1	0.0		2.7	3.1	-0.4		2.8	3.4	-0.6		3.4	3.7	-0.3		2.1	2.4	-0.3		5.1	5.9	-0.8	
Rhema	2.0	2.2	-0.2	13	0.6	1.0	-0.4		0.7	1.0	-0.3		0.9	1.0	-0.1		1.5	1.2	0.3		0.2	0.2	0.0		1.3	1.6	-0.3	
Rock	7.7	7.4	0.3	6	9.4	9.3	0.1		12.5	12.5	0.0		14.0	13.7	0.3		13.2	13.5	-0.3		8.3	9.1	-0.8		8.1	6.7	1.4	
Star	0.2	0.2	0.0	18	0.1	*	*		0.1	0.1	0.0		0.1	0.1	0.0		0.7	0.8	-0.1		0.6	0.7	-0.1		0.5	0.6	-0.1	
Tahu FM	*	*	*	*	*	*	*		*	*	*		*	*	*		*	*	*		*	*	*		*	*	*	
The Hits	11.2	12.5	-1.3	2	10.7	9.2	1.5		9.3	9.0	0.3		7.3	6.2	1.1		3.9	3.9	0.0		6.1	14.2	-8.1		8.5	9.0	-0.5	
The Sound	5.2	5.4	-0.2	8	9.1	9.3	-0.2		9.3	8.9	0.4		6.0	7.2	-1.2		6.3	7.6	-1.3		7.3	5.5	1.8		4.1	6.7	-2.6	
ZM	5.2	4.8	0.4	8	6.1	4.9	1.2		6.7	5.5	1.2		6.5	6.8	-0.3		3.9	4.4	-0.5		1.0	1.1	-0.1		4.6	4.3	0.3	
Others	2.9	3.8	-0.9		3.3	5.2	-1.9		3.4	4.6	-1.2		6.2	7.7	-1.5		10.2	11.6	-1.4		8.9	11.6	-2.7		8.0	8.8	-0.8	
MediaWorks Combo	53.0	53.6	-0.6		61.0	63.1	-2.1		64.0	63.7	0.3		58.2	59.1	-0.9		51.3	51.8	-0.5		44.7	43.3	1.4		49.6	49.6	0.0	
NZME Combo	41.1	40.3	0.8		34.2	31.1	3.1		31.2	30.8	0.4		32.9	31.8	1.1		36.7	35.1	1.6		46.3	44.7	1.6		39.6	38.8	0.8	

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

MediaWorks Combo: Breeze or Edge or Magic or More FM or Radio Dunedin or RadioLIVE or Rock or The Sound or 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 internet only listening to Hokonui or Mix



DUNEDIN COMMERCIAL RADIO - SURVEY 4 2018

Cumulative Audience (000's) by Demographic, Mon-Sun 12mn-12mn
 Survey Comparisons: 3/2018 - 4/2018

This Survey Period: Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018

Last Survey Period: Sun Sep 10 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Sep 1 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	14.2	11.6	2.6	3	2.1	1.6	0.5	3.2	3.1	0.1	4.5	3.4	1.1	7.1	5.9	1.2	5.1	4.4	0.7	3.1	2.3	0.8	3.0	3.0	0.0	
Coast	5.6	5.1	0.5	14	0.2	0.3	-0.1	0.4	0.4	0.0	0.9	0.7	0.2	1.7	1.1	0.6	2.6	2.4	0.2	2.7	2.8	-0.1	1.0	1.0	0.0	
Edge	17.4	17.6	-0.2	1	3.0	2.1	0.9	9.5	10.2	-0.7	4.9	5.2	-0.3	6.3	6.9	-0.6	2.9	3.1	-0.2	1.7	1.3	0.4	3.0	2.8	0.2	
Flava	7.8	8.3	-0.5	8	0.7	0.5	0.2	6.0	6.1	-0.1	2.5	2.8	-0.3	3.1	3.4	-0.3	0.5	0.7	-0.2	*	0.2	*	1.1	1.5	-0.4	
Life FM	2.4	2.6	-0.2	16	0.1	0.1	0.0	1.7	1.8	-0.1	1.1	1.2	-0.1	1.3	1.3	0.0	0.2	0.3	-0.1	*	0.1	*	0.4	0.5	-0.1	
Magic	6.1	6.2	-0.1	13	0.2	0.1	0.1	0.8	0.6	0.2	0.6	0.7	-0.1	1.1	1.6	-0.5	2.6	2.8	-0.2	3.2	3.1	0.1	0.9	1.1	-0.2	
More FM	12.9	11.6	1.3	5	2.0	2.1	-0.1	3.7	3.2	0.5	3.6	3.7	-0.1	6.2	6.1	0.1	4.6	3.5	1.1	2.6	1.6	1.0	2.6	2.4	0.2	
Newstalk ZB	7.6	6.9	0.7	9	*	*	*	0.3	0.1	0.2	0.3	0.3	0.0	1.3	0.9	0.4	2.9	2.3	0.6	3.2	2.7	0.5	0.5	0.6	-0.1	
Radio Dunedin	7.4	7.3	0.1	10	*	*	*	0.3	0.3	0.0	0.3	0.5	-0.2	1.0	1.1	-0.1	2.9	3.6	-0.7	4.4	4.5	-0.1	0.9	0.7	0.2	
Radio Hauraki	7.4	6.1	1.3	10	0.9	1.0	-0.1	3.2	2.7	0.5	3.5	2.9	0.6	4.3	3.4	0.9	1.2	0.9	0.3	0.4	0.4	0.0	1.3	0.5	0.8	
RadioLIVE	5.1	5.3	-0.2	15	0.2	0.2	0.0	0.9	0.7	0.2	1.8	1.6	0.2	2.6	2.4	0.2	1.3	2.0	-0.7	1.2	1.9	-0.7	1.0	1.2	-0.2	
Radio Sport	6.5	6.2	0.3	12	0.1	*	*	0.8	0.6	0.2	1.1	1.2	-0.1	2.1	2.1	0.0	3.0	2.8	0.2	3.0	2.9	0.1	1.1	1.2	-0.1	
Rhema	1.7	1.5	0.2	17	*	*	*	0.5	0.6	-0.1	*	*	*	0.1	0.1	0.0	0.8	0.4	0.4	1.1	0.8	0.3	0.2	0.3	-0.1	
Rock	14.0	13.9	0.1	4	1.9	2.2	-0.3	4.7	4.8	-0.1	5.9	5.8	0.1	8.4	8.0	0.4	3.8	3.0	0.8	1.7	1.5	0.2	2.6	2.0	0.6	
Star	0.5	0.5	0.0	18	*	*	*	0.2	0.2	0.0	0.2	0.2	0.0	0.2	0.2	0.0	*	*	*	0.2	0.1	0.1	0.2	0.2	0.0	
Tahu FM	*	0.1	*	*	*	*	*	*	0.1	*	*	0.1	*	*	0.1	*	*	*	*	*	*	*	*	*	*	*
The Hits	15.5	16.3	-0.8	2	1.9	2.0	-0.1	5.2	5.3	-0.1	5.2	6.2	-1.0	8.4	9.2	-0.8	4.4	4.1	0.3	2.5	2.4	0.1	3.3	4.2	-0.9	
The Sound	10.4	10.6	-0.2	7	1.0	1.0	0.0	1.7	1.9	-0.2	2.1	2.5	-0.4	4.3	4.8	-0.5	5.5	4.9	0.6	4.4	4.0	0.4	1.8	1.9	-0.1	
ZM	12.1	13.5	-1.4	6	1.0	0.9	0.1	8.5	9.0	-0.5	4.1	5.0	-0.9	5.1	6.0	-0.9	1.1	1.4	-0.3	0.1	0.4	-0.3	1.9	2.1	-0.2	
Others	8.8	10.4	-1.6		0.6	0.6	0.0	3.5	4.6	-1.1	2.1	3.1	-1.0	3.8	4.7	-0.9	2.9	2.8	0.1	1.7	1.9	-0.2	1.2	1.7	-0.5	
MediaWorks Combo	60.1	59.9	0.2		6.2	5.8	0.4	17.7	18.3	-0.6	15.2	16.2	-1.0	24.0	25.3	-1.3	19.6	19.2	0.4	16.4	15.4	1.0	10.1	10.4	-0.3	
NZME Combo	47.6	47.7	-0.1		3.2	3.3	-0.1	17.1	17.7	-0.6	12.9	13.9	-1.0	19.8	20.0	-0.2	12.8	11.9	0.9	9.9	9.5	0.4	8.4	8.8	-0.4	
All Commercial Radio	84.3	84.3	0.0		7.2	7.0	0.2	26.8	27.6	-0.8	22.1	22.4	-0.3	34.2	35.1	-0.9	24.9	24.5	0.4	20.9	19.6	1.3	14.2	14.8	-0.6	
Potential (000)	111.2	111.2	0.0		9.2	8.7	0.5	39.9	40.4	-0.5	28.2	28.2	0.0	43.1	43.1	0.0	29.8	29.8	0.0	25.5	25.5	0.0	16.7	17.6	-0.9	
Sample	924	964	-40		55	53	2	355	378	-23	218	242	-24	344	377	-33	241	257	-16	221	225	-4	141	157	-16	

MediaWorks Combo: Breeze or Edge or Magic or More FM or Radio Dunedin or RadioLIVE or Rock or The Sound or 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 internet only listening to Hokonui or Mix



DUNEDIN COMMERCIAL RADIO - SURVEY 4 2018

Cumulative Audience (000's) by Daypart, People 10+
Survey Comparisons: 3/2018 - 4/2018

This Survey Period: Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018

Last Survey Period: Sun Sep 10 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Sep 1 2018

	This	Last	+/-
Potential (000)	111.2	111.2	0.0
Sample Size	924	964	-40

	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	7.1	6.3	0.8	5	5.3	4.8	0.5	6.7	5.7	1.0	7.3	6.4	0.9	2.6	1.5	1.1	1.1	0.6	0.5	7.8	6.7	1.1	
Coast	2.3	2.1	0.2	14	2.1	2.0	0.1	3.6	3.4	0.2	3.0	2.2	0.8	1.3	0.9	0.4	0.4	0.4	0.0	3.6	2.8	0.8	
Edge	8.5	8.3	0.2	3	6.0	5.5	0.5	9.7	8.5	1.2	9.0	8.2	0.8	5.4	5.7	-0.3	1.2	1.4	-0.2	10.3	9.7	0.6	
Flava	4.6	5.3	-0.7	9	3.0	3.1	-0.1	3.3	3.4	-0.1	3.6	3.8	-0.2	2.3	2.2	0.1	0.9	1.2	-0.3	4.4	4.7	-0.3	
Life FM	1.3	1.3	0.0	16	0.7	0.7	0.0	0.6	0.7	-0.1	1.0	1.2	-0.2	0.7	0.8	-0.1	0.2	0.3	-0.1	1.9	2.2	-0.3	
Magic	2.7	2.8	-0.1	12	3.1	3.3	-0.2	3.3	3.6	-0.3	3.0	3.1	-0.1	1.1	0.8	0.3	0.8	0.8	0.0	4.3	3.9	0.4	
More FM	7.8	7.5	0.3	4	4.6	3.8	0.8	6.4	4.9	1.5	6.9	5.9	1.0	2.5	3.0	-0.5	1.4	0.9	0.5	6.9	6.5	0.4	
Newstalk ZB	5.8	4.8	1.0	7	3.4	2.7	0.7	3.0	2.5	0.5	2.8	2.2	0.6	3.1	2.8	0.3	2.7	2.0	0.7	6.4	5.8	0.6	
Radio Dunedin	4.3	4.5	-0.2	10	4.3	4.0	0.3	3.4	3.6	-0.2	2.4	2.9	-0.5	2.0	2.5	-0.5	1.2	1.3	-0.1	6.0	5.8	0.2	
Radio Hauraki	2.7	2.2	0.5	12	2.1	2.0	0.1	2.8	2.8	0.0	3.6	3.3	0.3	1.7	1.5	0.2	0.8	0.3	0.5	3.6	3.0	0.6	
RadioLIVE	3.5	3.7	-0.2	11	1.5	2.0	-0.5	2.0	2.5	-0.5	2.7	2.7	0.0	1.5	1.4	0.1	1.5	1.1	0.4	3.0	2.7	0.3	
Radio Sport	2.0	2.3	-0.3	15	2.3	1.9	0.4	3.0	3.0	0.0	2.7	3.0	-0.3	1.4	1.7	-0.3	0.1	0.2	-0.1	5.2	4.8	0.4	
Rhema	0.9	0.8	0.1	17	0.7	0.8	-0.1	0.8	0.9	-0.1	0.6	0.7	-0.1	0.6	0.5	0.1	0.1	0.1	0.0	1.2	1.2	0.0	
Rock	8.6	7.7	0.9	2	5.1	5.5	-0.4	8.2	8.3	-0.1	7.4	7.6	-0.2	3.7	4.2	-0.5	1.8	1.4	0.4	9.0	8.3	0.7	
Star	0.3	0.3	0.0	18	0.1	*	*	0.2	0.2	0.0	0.2	0.2	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.2	0.3	-0.1	
Tahu FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.1	*
The Hits	9.5	10.0	-0.5	1	6.9	7.4	-0.5	8.2	7.5	0.7	7.3	6.9	0.4	3.3	2.5	0.8	1.9	2.0	-0.1	9.4	10.6	-1.2	
The Sound	4.7	4.3	0.4	8	4.9	4.9	0.0	6.1	5.9	0.2	5.2	5.1	0.1	2.2	2.5	-0.3	0.9	0.6	0.3	5.3	6.1	-0.8	
ZM	6.2	6.2	0.0	6	5.9	6.2	-0.3	6.6	7.0	-0.4	6.4	7.3	-0.9	2.7	2.8	-0.1	0.3	0.5	-0.2	7.5	7.7	-0.2	
Others	2.6	3.7	-1.1		3.3	4.8	-1.5	3.6	4.1	-0.5	3.1	3.8	-0.7	3.7	4.4	-0.7	1.4	1.5	-0.1	6.6	7.3	-0.7	
MediaWorks Combo	39.3	37.7	1.6		29.5	29.2	0.3	37.6	36.5	1.1	35.9	35.3	0.6	18.0	18.9	-0.9	9.3	7.9	1.4	44.2	43.1	1.1	
NZME Combo	30.0	29.9	0.1		22.8	22.9	-0.1	27.1	26.7	0.4	26.9	27.1	-0.2	14.4	13.1	1.3	7.0	6.0	1.0	35.3	34.5	0.8	
All Commercial Radio	61.6	59.7	1.9		48.7	48.3	0.4	58.3	56.8	1.5	57.3	57.2	0.1	32.0	31.7	0.3	15.5	14.0	1.5	69.2	68.7	0.5	

MediaWorks Combo: Breeze or Edge or Magic or More FM or Radio Dunedin or RadioLIVE or Rock or The Sound or 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 internet only listening to Hokonui or Mix



DUNEDIN COMMERCIAL RADIO - SURVEY 4 2018

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

Survey Comparisons: 3/2018 - 4/2018

This Survey Period: Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018

Last Survey Period: Sun Sep 10 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Sep 1 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	6:19	7:39	-1:19	4:58	5:28	-0:30	5:54	5:17	0:36	7:38	6:17	1:20	7:42	8:31	-0:49	6:43	10:22	-3:38	5:38	10:16	-4:37	8:09	7:21	0:48	
Coast	10:51	10:16	0:34	3:07	3:07	0:00	9:43	9:09	0:34	14:39	9:30	5:08	12:13	8:41	3:31	8:42	11:53	-3:10	8:39	11:41	-3:02	10:34	11:23	-0:49	
Edge	6:25	5:47	0:38	7:21	9:23	-2:02	4:13	3:49	0:24	6:42	5:59	0:43	7:34	6:48	0:46	13:44	11:14	2:30	15:21	13:54	1:27	6:00	5:13	0:46	
Flava	7:38	6:53	0:44	18:24	22:46	-4:21	6:20	5:40	0:39	6:22	5:42	0:40	7:14	6:38	0:36	11:23	10:19	1:04	*	6:11	*	7:55	5:51	2:04	
Life FM	7:32	7:05	0:27	27:45	27:45	0:00	7:25	6:10	1:15	8:38	7:37	1:01	8:08	8:03	0:04	5:13	7:59	-2:45	*	1:30	*	2:20	3:36	-1:15	
Magic	9:26	10:39	-1:13	6:30	0:15	6:15	5:10	6:16	-1:05	4:21	6:18	-1:57	4:28	10:57	-6:28	10:28	14:04	-3:36	11:53	12:13	-0:20	8:21	13:34	-5:13	
More FM	9:11	8:33	0:37	3:55	3:38	0:16	5:38	6:24	-0:46	11:40	9:57	1:43	10:29	8:38	1:50	12:01	11:51	0:09	14:59	20:41	-5:41	10:40	9:27	1:12	
Newstalk ZB	15:16	14:09	1:06	*	*	*	1:14	1:18	-0:04	1:58	4:01	-2:03	5:32	10:30	-4:58	13:27	15:58	-2:31	16:51	14:48	2:03	7:08	14:47	-7:39	
Radio Dunedin	14:48	14:25	0:22	*	*	*	1:49	2:31	-0:41	1:03	1:41	-0:38	4:23	3:28	0:55	11:05	12:53	-1:48	17:28	18:41	-1:12	14:00	7:33	6:27	
Radio Hauraki	4:23	5:43	-1:19	1:59	3:41	-1:42	3:39	4:34	-0:55	6:15	8:07	-1:52	6:07	7:45	-1:37	4:41	5:19	-0:37	2:17	4:11	-1:54	6:14	8:18	-2:03	
RadioLIVE	11:09	10:48	0:20	3:02	2:49	0:12	4:43	5:06	-0:22	7:15	7:45	-0:29	6:34	6:58	-0:23	6:45	8:37	-1:52	14:41	13:06	1:35	7:34	9:45	-2:11	
Radio Sport	6:31	7:35	-1:03	3:15	*	*	4:27	5:01	-0:34	5:32	6:52	-1:20	6:02	8:33	-2:30	7:32	8:28	-0:55	8:08	8:07	0:00	1:58	5:51	-3:53	
Rhema	9:19	12:22	-3:02	*	*	*	5:29	4:44	0:44	*	*	*	0:15	0:15	0:00	8:49	13:20	-4:31	11:45	19:36	-7:51	22:28	27:53	-5:25	
Rock	10:15	9:39	0:35	7:56	9:28	-1:32	13:41	12:10	1:30	11:09	9:57	1:12	10:49	10:31	0:18	11:18	10:59	0:19	11:22	7:11	4:10	7:36	8:05	-0:29	
Star	7:52	7:50	0:01	*	*	*	2:55	2:58	-0:02	2:55	2:58	-0:02	2:55	2:58	-0:02	*	*	*	16:31	26:30	-9:58	2:55	2:58	-0:02	
Tahu FM	*	0:15	*	*	*	*	*	0:15	*	*	0:15	*	*	0:15	*	*	*	*	*	*	*	*	*	*	*
The Hits	8:06	7:38	0:28	4:32	5:29	-0:57	5:56	4:50	1:05	5:22	4:03	1:18	7:58	6:52	1:06	11:32	12:49	-1:17	12:13	14:33	-2:20	8:05	6:48	1:17	
The Sound	9:01	9:36	-0:35	4:27	4:45	-0:17	10:24	7:08	3:16	7:42	10:23	-2:40	8:10	10:36	-2:25	10:33	10:48	-0:14	10:36	9:32	1:04	9:39	9:30	0:08	
ZM	6:20	4:57	1:22	6:18	4:34	1:44	6:10	5:13	0:57	8:01	5:34	2:26	7:18	5:40	1:38	3:59	5:38	-1:38	1:30	4:21	-2:51	8:30	4:57	3:33	
Others	8:35	8:43	-0:08	15:54	18:14	-2:20	4:08	4:49	-0:41	3:22	5:06	-1:44	7:29	7:54	-0:24	12:04	13:02	-0:57	10:03	10:28	-0:24	9:25	8:21	1:03	
MediaWorks Combo	13:08	12:54	0:13	10:20	11:04	-0:44	9:41	8:59	0:41	13:40	12:19	1:21	13:24	13:08	0:15	15:28	16:24	-0:56	17:25	17:53	-0:27	13:20	12:32	0:48	
NZME Combo	10:48	10:06	0:42	9:53	9:17	0:35	8:16	7:11	1:05	9:13	7:45	1:27	9:47	9:08	0:38	11:50	13:41	-1:50	13:26	14:23	-0:56	9:04	8:54	0:10	
All Commercial Radio	16:42	16:14	0:28	14:35	15:06	-0:31	12:43	11:35	1:07	15:32	14:23	1:09	16:10	15:48	0:22	19:48	21:09	-1:21	21:26	22:44	-1:17	16:00	15:33	0:26	
Potential (000)	111.2	111.2	0.0	9.2	8.7	0.5	39.9	40.4	-0.5	28.2	28.2	0.0	43.1	43.1	0.0	29.8	29.8	0.0	25.5	25.5	0.0	16.7	17.6	-0.9	
Sample	924	964	-40	55	53	2	355	378	-23	218	242	-24	344	377	-33	241	257	-16	221	225	-4	141	157	-16	

MediaWorks Combo: Breeze or Edge or Magic or More FM or Radio Dunedin or RadioLIVE or Rock or The Sound or 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 internet only listening to Hokonui or Mix



DUNEDIN COMMERCIAL RADIO - SURVEY 4 2018

Average Time Spent Listening (hh:mm) by Daypart, People 10+
 Survey Comparisons: 3/2018 - 4/2018

This Survey Period: Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018

Last Survey Period: Sun Sep 10 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Sep 1 2018

	This	Last	+/-
Potential (000)	111.2	111.2	0.0
Sample Size	924	964	-40

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

MediaWorks Combo: Breeze or Edge or Magic or More FM or Radio Dunedin or RadioLIVE or Rock or The Sound or 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 internet only listening to Hokonui or Mix