



DUNEDIN COMMERCIAL RADIO - SURVEY 1 2019

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

Survey Comparisons: 4/2018 - 1/2019

This Survey Period: Sun Apr 8 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018 & Sun Jan 20 to Sat Mar 30 2019

Last Survey Period: Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 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	5.9	6.4	-0.5	9	11.3	9.9	1.4	5.8	5.5	0.3	8.7	9.9	-1.2	7.2	9.9	-2.7	6.0	6.9	-0.9	6.2	3.9	2.3	8.7	10.8	-2.1	
Coast	4.3	4.3	0.0	12	0.1	0.7	-0.6	1.5	1.3	0.2	5.0	3.7	1.3	4.1	3.7	0.4	3.3	4.6	-1.3	4.9	5.2	-0.3	4.4	4.7	-0.3	
Edge	6.8	7.9	-1.1	8	13.8	20.7	-6.9	9.8	11.8	-2.0	7.7	9.6	-1.9	7.7	8.6	-0.9	8.2	8.2	0.0	5.6	5.8	-0.2	9.6	7.9	1.7	
Flava	4.5	4.2	0.3	10	14.9	12.5	2.4	14.8	11.1	3.7	6.2	4.7	1.5	4.2	4.0	0.2	0.8	1.2	-0.4	0.1	*	*	5.2	3.8	1.4	
Life FM	1.9	1.3	0.6	15	3.6	3.7	-0.1	6.7	3.6	3.1	6.8	2.7	4.1	4.1	1.9	2.2	0.3	0.2	0.1	0.1	*	*	0.9	0.5	0.4	
Magic Music & Talk*	7.2	8.1	-0.9	7	2.6	2.0	0.6	1.4	2.4	-1.0	2.0	4.6	-2.6	5.3	4.0	1.3	8.5	7.4	1.1	8.3	12.4	-4.1	2.7	6.4	-3.7	
More FM	7.3	8.4	-1.1	6	9.0	7.5	1.5	3.7	6.0	-2.3	8.0	12.3	-4.3	8.9	11.7	-2.8	10.6	11.2	-0.6	9.3	8.8	0.5	11.5	12.1	-0.6	
Newstalk ZB	10.2	8.2	2.0	2	0.4	*	*	0.1	0.1	0.0	0.6	0.2	0.4	2.5	1.3	1.2	9.1	7.9	1.2	13.2	11.9	1.3	2.6	1.6	1.0	
Radio Dunedin	9.0	7.8	1.2	4	*	*	*	0.2	0.2	0.0	*	0.1	*	0.9	0.8	0.1	6.9	6.6	0.3	16.2	17.2	-1.0	6.6	5.3	1.3	
Radio Hauraki	2.1	2.3	-0.2	14	1.0	1.7	-0.7	3.8	3.4	0.4	6.7	6.3	0.4	5.0	4.8	0.2	1.2	1.2	0.0	0.2	0.2	0.0	4.3	3.7	0.6	
Radio Sport	3.0	3.0	0.0	13	0.5	0.4	0.1	1.1	1.1	0.0	1.9	1.8	0.1	3.0	2.3	0.7	4.7	4.6	0.1	4.5	5.4	-0.9	0.4	0.9	-0.5	
Rhema	0.1	1.1	-1.0	17	*	*	*	0.2	0.8	-0.6	*	*	*	*	*	*	0.1	1.4	-1.3	0.2	2.9	-2.7	*	1.7	*	
Rock	7.7	10.2	-2.5	5	15.2	14.2	1.0	12.3	18.7	-6.4	13.4	19.2	-5.8	13.3	16.5	-3.2	7.1	8.6	-1.5	2.0	4.2	-2.2	9.4	8.8	0.6	
Star	0.4	0.3	0.1	16	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	*	0.1	*	*	*	*	1.1	0.7	0.4	0.1	0.2	-0.1	
Tahu FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.1	*	*	0.1	*	*	*	*	*	*
The Hits	9.5	8.9	0.6	3	12.9	8.0	4.9	9.0	9.1	-0.1	13.1	8.2	4.9	15.1	12.1	3.0	9.8	10.3	-0.5	6.5	6.9	-0.4	14.3	11.8	2.5	
The Sound	12.1	6.7	5.4	1	9.0	4.3	4.7	11.9	5.2	6.7	8.4	4.6	3.8	9.8	6.4	3.4	19.2	11.8	7.4	18.8	10.5	8.3	10.5	7.9	2.6	
ZM	4.4	5.4	-1.0	11	5.6	5.7	-0.1	12.8	15.3	-2.5	9.0	9.7	-0.7	6.1	6.8	-0.7	1.0	0.9	0.1	*	*	*	6.9	7.2	-0.3	
Others	3.5	5.4	-1.9		0.1	8.7	-8.6	4.8	4.2	0.6	2.5	2.1	0.4	2.6	5.1	-2.5	3.1	7.0	-3.9	2.7	3.9	-1.2	1.8	4.9	-3.1	
MediaWorks Combo	56.1	56.0	0.1		60.9	60.5	0.4	45.4	50.3	-4.9	48.5	60.6	-12.1	53.3	58.1	-4.8	66.5	61.4	5.1	66.4	63.6	2.8	59.2	59.1	0.1	
NZME Combo	38.1	36.5	1.6		35.4	29.6	5.8	43.2	41.5	1.7	42.5	34.7	7.8	40.1	35.0	5.1	29.9	30.7	-0.8	29.5	29.7	-0.2	38.1	33.8	4.3	
Potential (000)	112.9	111.2	1.7		10.3	9.2	1.1	39.8	39.9	-0.1	29.7	28.2	1.5	44.7	43.1	1.6	30.1	29.8	0.3	25.9	25.5	0.4	15.7	16.7	-1.0	
Sample	819	924	-105		53	55	-2	298	355	-57	211	218	-7	317	344	-27	222	241	-19	208	221	-13	117	141	-24	

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

MediaWorks Combo: Breeze or Edge or Magic Music & Talk (from S1 2019) or Magic (until S4 2018) or More FM or Radio Dunedin or RadioLive (until S4 2018) 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

*Magic Music & Talk includes a combination of Magic and RadioLIVE for S4 2018 and the following dates in S1 2019: Sunday April 8 – Saturday June 16 & Sunday June 24 – Saturday November 10 2018.



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Station Share (%) by Daypart, People 10+
Survey Comparisons: 4/2018 - 1/2019

This Survey Period: Sun Apr 8 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018 & Sun Jan 20 to Sat Mar 30 2019
Last Survey Period: Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018

	This	Last	+/-
Potential (000)	112.9	111.2	1.7
Sample Size	819	924	-105

	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	5.4	8.1	-2.7	8	6.1	7.0	-0.9		7.9	8.2	-0.3		6.8	6.1	0.7		4.0	2.9	1.1		1.0	3.5	-2.5		5.3	4.8	0.5	
Coast	4.5	4.6	-0.1	10	4.7	4.6	0.1		4.9	4.8	0.1		4.0	3.5	0.5		2.0	1.5	0.5		1.1	2.2	-1.1		4.8	5.2	-0.4	
Edge	6.0	7.1	-1.1	7	6.7	6.8	-0.1		8.6	9.6	-1.0		9.0	11.2	-2.2		6.4	8.0	-1.6		1.5	4.9	-3.4		5.8	6.6	-0.8	
Flava	3.4	3.9	-0.5	12	2.4	3.0	-0.6		3.1	2.8	0.3		6.1	4.0	2.1		6.8	5.4	1.4		18.4	15.6	2.8		4.9	4.5	0.4	
Life FM	0.9	1.0	-0.1	15	1.6	1.0	0.6		1.7	0.9	0.8		2.6	1.7	0.9		4.2	2.4	1.8		*	0.2	*		2.3	1.8	0.5	
Magic Music & Talk*	5.3	6.3	-1.0	9	8.9	9.4	-0.5		7.3	7.4	-0.1		8.2	7.4	0.8		12.1	9.8	2.3		7.7	13.9	-6.2		5.4	8.1	-2.7	
More FM	7.3	7.8	-0.5	5	8.3	9.9	-1.6		8.8	10.8	-2.0		7.2	9.5	-2.3		2.3	2.4	-0.1		4.0	2.6	1.4		7.5	7.8	-0.3	
Newstalk ZB	15.2	12.6	2.6	1	5.9	5.6	0.3		5.2	3.3	1.9		8.2	4.9	3.3		16.9	15.9	1.0		23.7	17.5	6.2		10.6	9.1	1.5	
Radio Dunedin	12.7	10.7	2.0	2	11.0	9.4	1.6		6.1	5.9	0.2		3.8	4.0	-0.2		6.5	6.0	0.5		2.8	3.4	-0.6		11.2	9.3	1.9	
Radio Hauraki	1.8	1.9	-0.1	13	1.7	2.1	-0.4		1.4	1.6	-0.2		3.1	3.9	-0.8		2.6	2.6	0.0		1.4	1.9	-0.5		2.6	2.6	0.0	
Radio Sport	1.8	1.6	0.2	13	2.2	2.1	0.1		2.9	2.7	0.2		3.2	2.8	0.4		3.7	3.4	0.3		2.2	2.1	0.1		4.5	5.1	-0.6	
Rhema	0.2	2.0	-1.8	17	*	0.6	*		*	0.7	*		*	0.9	*		0.4	1.5	-1.1		*	0.2	*		0.1	1.3	-1.2	
Rock	7.3	7.7	-0.4	5	8.3	9.4	-1.1		9.1	12.5	-3.4		9.6	14.0	-4.4		5.2	13.2	-8.0		1.8	8.3	-6.5		6.8	8.1	-1.3	
Star	0.3	0.2	0.1	16	0.3	0.1	0.2		0.1	0.1	0.0		0.1	0.1	0.0		1.1	0.7	0.4		1.1	0.6	0.5		0.7	0.5	0.2	
Tahu FM	*	*	*	*	0.1	*	*		*	*	*		*	*	*		0.3	*	*		*	*	*		*	*	*	
The Hits	11.6	11.2	0.4	3	10.9	10.7	0.2		8.7	9.3	-0.6		9.6	7.3	2.3		6.0	3.9	2.1		8.4	6.1	2.3		8.9	8.5	0.4	
The Sound	9.2	5.2	4.0	4	14.8	9.1	5.7		16.9	9.3	7.6		10.5	6.0	4.5		8.7	6.3	2.4		12.8	7.3	5.5		10.1	4.1	6.0	
ZM	4.3	5.2	-0.9	11	4.8	6.1	-1.3		4.9	6.7	-1.8		5.4	6.5	-1.1		4.4	3.9	0.5		0.1	1.0	-0.9		3.7	4.6	-0.9	
Others	2.9	2.9	0.0		1.5	3.3	-1.8		2.4	3.4	-1.0		2.5	6.2	-3.7		6.5	10.2	-3.7		12.0	8.9	3.1		4.8	8.0	-3.2	
MediaWorks Combo	53.3	53.0	0.3		64.1	61.0	3.1		64.7	64.0	0.7		55.3	58.2	-2.9		45.2	51.3	-6.1		31.7	44.7	-13.0		52.2	49.6	2.6	
NZME Combo	42.6	41.1	1.5		32.5	34.2	-1.7		31.2	31.2	0.0		39.6	32.9	6.7		42.4	36.7	5.7		55.3	46.3	9.0		40.1	39.6	0.5	

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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	12.6	14.2	-1.6	4	1.8	2.1	-0.3	2.7	3.2	-0.5	4.1	4.5	-0.4	6.0	7.1	-1.1	4.1	5.1	-1.0	3.2	3.1	0.1	2.8	3.0	-0.2
Coast	4.7	5.6	-0.9	14	0.1	0.2	-0.1	0.3	0.4	-0.1	0.9	0.9	0.0	1.7	1.7	0.0	1.8	2.6	-0.8	2.1	2.7	-0.6	1.0	1.0	0.0
Edge	15.9	17.4	-1.5	2	2.8	3.0	-0.2	8.7	9.5	-0.8	4.9	4.9	0.0	6.3	6.3	0.0	2.7	2.9	-0.2	1.5	1.7	-0.2	3.0	3.0	0.0
Flava	8.6	7.8	0.8	10	1.1	0.7	0.4	6.3	6.0	0.3	2.7	2.5	0.2	3.4	3.1	0.3	0.8	0.5	0.3	0.2	*	*	1.3	1.1	0.2
Life FM	2.7	2.4	0.3	15	0.1	0.1	0.0	1.4	1.7	-0.3	1.3	1.1	0.2	1.5	1.3	0.2	0.5	0.2	0.3	0.3	*	*	0.6	0.4	0.2
Magic Music & Talk*	9.0	10.6	-1.6	9	0.3	0.4	-0.1	0.9	1.5	-0.6	1.6	2.3	-0.7	3.2	3.6	-0.4	3.8	3.8	0.0	3.3	4.1	-0.8	1.2	1.7	-0.5
More FM	11.1	12.9	-1.8	6	1.8	2.0	-0.2	2.7	3.7	-1.0	2.1	3.6	-1.5	4.2	6.2	-2.0	4.3	4.6	-0.3	3.1	2.6	0.5	2.0	2.6	-0.6
Newstalk ZB	9.4	7.6	1.8	8	0.2	*	*	0.3	0.3	0.0	0.7	0.3	0.4	1.8	1.3	0.5	3.3	2.9	0.4	3.7	3.2	0.5	0.6	0.5	0.1
Radio Dunedin	8.1	7.4	0.7	11	*	*	*	0.3	0.3	0.0	*	0.3	*	0.6	1.0	-0.4	3.0	2.9	0.1	4.7	4.4	0.3	0.6	0.9	-0.3
Radio Hauraki	7.5	7.4	0.1	12	0.5	0.9	-0.4	3.9	3.2	0.7	3.0	3.5	-0.5	4.0	4.3	-0.3	1.2	1.2	0.0	0.4	0.4	0.0	1.5	1.3	0.2
Radio Sport	5.6	6.5	-0.9	13	0.1	0.1	0.0	0.4	0.8	-0.4	0.8	1.1	-0.3	1.8	2.1	-0.3	2.7	3.0	-0.3	2.4	3.0	-0.6	0.5	1.1	-0.6
Rhema	0.7	1.7	-1.0	16	*	*	*	0.3	0.5	-0.2	*	*	*	*	0.1	*	0.3	0.8	-0.5	0.4	1.1	-0.7	*	0.2	*
Rock	12.4	14.0	-1.6	5	2.1	1.9	0.2	3.7	4.7	-1.0	4.9	5.9	-1.0	7.6	8.4	-0.8	3.3	3.8	-0.5	0.8	1.7	-0.9	2.6	2.6	0.0
Star	0.7	0.5	0.2	16	*	*	*	0.1	0.2	-0.1	0.1	0.2	-0.1	0.1	0.2	-0.1	*	*	*	0.4	0.2	0.2	0.1	0.2	-0.1
Tahu FM	0.5	*	*	18	*	*	*	0.1	*	*	0.1	*	*	0.1	*	*	0.3	*	*	0.3	*	*	*	*	*
The Hits	16.0	15.5	0.5	1	1.9	1.9	0.0	4.7	5.2	-0.5	4.9	5.2	-0.3	8.0	8.4	-0.4	4.7	4.4	0.3	3.1	2.5	0.6	3.6	3.3	0.3
The Sound	13.7	10.4	3.3	3	1.4	1.0	0.4	2.5	1.7	0.8	2.3	2.1	0.2	5.1	4.3	0.8	7.7	5.5	2.2	5.8	4.4	1.4	1.8	1.8	0.0
ZM	9.7	12.1	-2.4	7	0.3	1.0	-0.7	7.1	8.5	-1.4	3.4	4.1	-0.7	4.2	5.1	-0.9	0.9	1.1	-0.2	0.1	0.1	0.0	1.7	1.9	-0.2
Others	7.6	8.8	-1.2		0.2	0.6	-0.4	3.5	3.5	0.0	2.1	2.1	0.0	3.2	3.8	-0.6	1.9	2.9	-1.0	1.2	1.7	-0.5	0.9	1.2	-0.3
MediaWorks Combo	58.1	60.1	-2.0		5.7	6.2	-0.5	16.0	17.7	-1.7	13.9	15.2	-1.3	22.7	24.0	-1.3	20.0	19.6	0.4	16.2	16.4	-0.2	9.5	10.1	-0.6
NZME Combo	48.1	47.6	0.5		3.1	3.2	-0.1	16.9	17.1	-0.2	12.6	12.9	-0.3	19.8	19.8	0.0	13.0	12.8	0.2	10.2	9.9	0.3	8.4	8.4	0.0
All Commercial Radio	82.6	84.3	-1.7		7.2	7.2	0.0	25.9	26.8	-0.9	20.8	22.1	-1.3	32.7	34.2	-1.5	24.8	24.9	-0.1	20.3	20.9	-0.6	13.6	14.2	-0.6
Potential (000)	112.9	111.2	1.7		10.3	9.2	1.1	39.8	39.9	-0.1	29.7	28.2	1.5	44.7	43.1	1.6	30.1	29.8	0.3	25.9	25.5	0.4	15.7	16.7	-1.0
Sample	819	924	-105		53	55	-2	298	355	-57	211	218	-7	317	344	-27	222	241	-19	208	221	-13	117	141	-24

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Sample Size	819	924	-105

	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	7.1	-1.1	7	5.3	5.3	0.0		7.2	6.7	0.5		6.7	7.3	-0.6		2.7	2.6	0.1		0.7	1.1	-0.4		6.5	7.8	-1.3	
Coast	2.0	2.3	-0.3	13	2.1	2.1	0.0		3.2	3.6	-0.4		2.6	3.0	-0.4		1.5	1.3	0.2		0.3	0.4	-0.1		3.2	3.6	-0.4	
Edge	6.9	8.5	-1.6	3	5.7	6.0	-0.3		9.5	9.7	-0.2		7.4	9.0	-1.6		4.2	5.4	-1.2		0.6	1.2	-0.6		9.3	10.3	-1.0	
Flava	5.6	4.6	1.0	8	3.1	3.0	0.1		4.0	3.3	0.7		4.4	3.6	0.8		2.7	2.3	0.4		0.8	0.9	-0.1		4.3	4.4	-0.1	
Life FM	1.3	1.3	0.0	15	1.2	0.7	0.5		0.7	0.6	0.1		1.4	1.0	0.4		1.0	0.7	0.3		*	0.2	*		1.9	1.9	0.0	
Magic Music & Talk*	5.2	5.9	-0.7	10	3.3	4.5	-1.2		4.6	5.1	-0.5		4.9	5.5	-0.6		1.9	2.5	-0.6		1.7	2.3	-0.6		5.6	7.1	-1.5	
More FM	6.8	7.8	-1.0	4	4.1	4.6	-0.5		5.3	6.4	-1.1		5.0	6.9	-1.9		1.7	2.5	-0.8		1.6	1.4	0.2		6.0	6.9	-0.9	
Newstalk ZB	6.8	5.8	1.0	4	3.7	3.4	0.3		4.5	3.0	1.5		3.9	2.8	1.1		3.6	3.1	0.5		3.0	2.7	0.3		7.2	6.4	0.8	
Radio Dunedin	4.9	4.3	0.6	11	4.9	4.3	0.6		3.7	3.4	0.3		2.5	2.4	0.1		2.2	2.0	0.2		1.1	1.2	-0.1		6.5	6.0	0.5	
Radio Hauraki	2.3	2.7	-0.4	12	1.7	2.1	-0.4		2.7	2.8	-0.1		2.9	3.6	-0.7		1.6	1.7	-0.1		0.5	0.8	-0.3		3.5	3.6	-0.1	
Radio Sport	2.0	2.0	0.0	13	1.6	2.3	-0.7		2.5	3.0	-0.5		2.4	2.7	-0.3		0.9	1.4	-0.5		0.1	0.1	0.0		4.3	5.2	-0.9	
Rhema	0.3	0.9	-0.6	17	0.1	0.7	-0.6		0.1	0.8	-0.7		0.1	0.6	-0.5		0.2	0.6	-0.4		*	0.1	*		0.5	1.2	-0.7	
Rock	7.7	8.6	-0.9	2	4.4	5.1	-0.7		5.6	8.2	-2.6		5.7	7.4	-1.7		1.9	3.7	-1.8		1.0	1.8	-0.8		7.1	9.0	-1.9	
Star	0.4	0.3	0.1	16	0.3	0.1	0.2		0.2	0.2	0.0		0.1	0.2	-0.1		0.2	0.1	0.1		0.2	0.1	0.1		0.2	0.2	0.0	
Tahu FM	*	*	*	*	0.3	*	*		*	*	*		0.1	*	*		0.3	*	*		*	*	*		*	*	*	
The Hits	10.1	9.5	0.6	1	7.8	6.9	0.9		7.8	8.2	-0.4		8.3	7.3	1.0		4.5	3.3	1.2		1.8	1.9	-0.1		10.7	9.4	1.3	
The Sound	6.8	4.7	2.1	4	5.9	4.9	1.0		8.2	6.1	2.1		6.5	5.2	1.3		2.4	2.2	0.2		1.7	0.9	0.8		7.6	5.3	2.3	
ZM	5.5	6.2	-0.7	9	4.8	5.9	-1.1		5.4	6.6	-1.2		5.9	6.4	-0.5		1.9	2.7	-0.8		0.1	0.3	-0.2		5.7	7.5	-1.8	
Others	2.6	2.6	0.0		2.1	3.3	-1.2		2.7	3.6	-0.9		2.2	3.1	-0.9		3.0	3.7	-0.7		0.9	1.4	-0.5		5.1	6.6	-1.5	
MediaWorks Combo	37.9	39.3	-1.4		28.6	29.5	-0.9		36.0	37.6	-1.6		33.0	35.9	-2.9		15.1	18.0	-2.9		7.2	9.3	-2.1		41.1	44.2	-3.1	
NZME Combo	31.2	30.0	1.2		22.5	22.8	-0.3		26.9	27.1	-0.2		27.7	26.9	0.8		15.8	14.4	1.4		6.5	7.0	-0.5		35.6	35.3	0.3	
All Commercial Radio	61.1	61.6	-0.5		46.7	48.7	-2.0		55.8	58.3	-2.5		53.8	57.3	-3.5		30.5	32.0	-1.5		13.1	15.5	-2.4		66.2	69.2	-3.0	

MediaWorks Combo: Breeze or Edge or Magic Music & Talk (from S1 2019) or Magic (until S4 2018) or More FM or Radio Dunedin or RadioLive (until S4 2018) 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

*Magic Music & Talk includes a combination of Magic and RadioLIVE for S4 2018 and the following dates in S1 2019: Sunday April 8 – Saturday June 16 & Sunday June 24 – Saturday November 10 2018.



DUNEDIN COMMERCIAL RADIO - SURVEY 1 2019

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

Survey Comparisons: 4/2018 - 1/2019

This Survey Period: Sun Apr 8 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018 & Sun Jun 20 to Sat Mar 30 2019

Last Survey Period: Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 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	6:11	6:19	-0:07	5:18	4:58	0:19	6:05	5:54	0:11	5:27	7:38	-2:10	5:29	7:42	-2:12	7:04	6:43	0:20	8:40	5:38	3:01	6:09	8:09	-2:00
Coast	12:14	10:51	1:22	0:45	3:07	-2:22	13:12	9:43	3:28	15:00	14:39	0:20	10:45	12:13	-1:27	8:38	8:42	-0:04	10:39	8:39	2:00	9:09	10:34	-1:24
Edge	5:40	6:25	-0:45	4:11	7:21	-3:10	3:16	4:13	-0:57	4:08	6:42	-2:34	5:37	7:34	-1:57	14:48	13:44	1:04	17:10	15:21	1:49	6:21	6:00	0:21
Flava	6:58	7:38	-0:39	11:41	18:24	-6:43	6:46	6:20	0:26	5:54	6:22	-0:28	5:40	7:14	-1:33	4:30	11:23	-6:52	3:15	*	*	8:06	7:55	0:11
Life FM	9:18	7:32	1:45	27:45	27:45	0:00	13:56	7:25	6:30	13:36	8:38	4:57	12:13	8:08	4:04	2:56	5:13	-2:17	0:48	*	*	2:47	2:20	0:26
Magic Music & Talk*	10:31	10:45	-0:13	6:30	4:50	1:39	4:08	5:21	-1:12	3:10	6:51	-3:41	7:26	6:10	1:16	10:51	9:40	1:11	11:23	13:33	-2:10	4:21	8:32	-4:10
More FM	8:43	9:11	-0:27	4:14	3:55	0:18	3:52	5:38	-1:45	9:44	11:40	-1:56	9:34	10:29	-0:54	11:59	12:01	-0:02	13:43	14:59	-1:16	11:21	10:40	0:41
Newstalk ZB	14:18	15:16	-0:58	1:30	*	*	1:21	1:14	0:07	2:15	1:58	0:16	6:16	5:32	0:43	13:16	13:27	-0:10	16:08	16:51	-0:42	8:00	7:08	0:52
Radio Dunedin	14:37	14:48	-0:11	*	*	*	2:16	1:49	0:26	*	1:03	*	7:03	4:23	2:39	11:17	11:05	0:12	15:23	17:28	-2:04	21:16	14:00	7:15
Radio Hauraki	3:40	4:23	-0:43	1:40	1:59	-0:18	2:51	3:39	-0:47	5:43	6:15	-0:31	5:34	6:07	-0:33	4:48	4:41	0:06	1:55	2:17	-0:21	5:33	6:14	-0:42
Radio Sport	7:05	6:31	0:33	3:15	3:15	0:00	8:02	4:27	3:35	6:35	5:32	1:03	7:26	6:02	1:23	8:24	7:32	0:51	8:29	8:08	0:21	1:38	1:58	-0:19
Rhema	2:00	9:19	-7:18	*	*	*	1:43	5:29	-3:46	*	*	*	*	0:15	*	1:49	8:49	-6:59	2:14	11:45	-9:30	*	22:28	*
Rock	8:08	10:15	-2:06	6:07	7:56	-1:48	9:37	13:41	-4:03	7:05	11:09	-4:04	7:59	10:49	-2:50	10:21	11:18	-0:57	11:54	11:22	0:31	7:14	7:36	-0:22
Star	7:10	7:52	-0:41	*	*	*	1:30	2:55	-1:25	1:30	2:55	-1:25	1:30	2:55	-1:25	*	*	*	11:11	16:31	-5:20	1:30	2:55	-1:25
Tahu FM	1:06	*	*	*	*	*	0:30	*	*	0:30	*	*	0:30	*	*	1:23	*	*	1:23	*	*	*	*	*
The Hits	7:50	8:06	-0:15	5:33	4:32	1:01	5:31	5:56	-0:25	6:53	5:22	1:31	8:35	7:58	0:36	10:04	11:32	-1:28	9:23	12:13	-2:50	7:52	8:05	-0:12
The Sound	11:39	9:01	2:38	5:29	4:27	1:01	13:54	10:24	3:30	9:26	7:42	1:43	8:39	8:10	0:29	11:59	10:33	1:25	14:29	10:36	3:52	11:40	9:39	2:01
ZM	5:56	6:20	-0:24	17:05	6:18	10:47	5:11	6:10	-0:59	6:49	8:01	-1:11	6:41	7:18	-0:37	5:27	3:59	1:28	1:30	1:30	0:00	7:50	8:30	-0:39
Others	6:04	8:35	-2:30	0:45	15:54	-15:09	3:58	4:08	-0:10	3:09	3:22	-0:13	3:42	7:29	-3:46	7:50	12:04	-4:14	10:01	10:03	-0:02	4:03	9:25	-5:21
MediaWorks Combo	12:44	13:08	-0:23	8:57	10:20	-1:22	8:09	9:41	-1:31	9:05	13:40	-4:35	10:40	13:24	-2:43	16:07	15:28	0:38	18:24	17:25	0:59	12:15	13:20	-1:05
NZME Combo	10:25	10:48	-0:22	9:38	9:53	-0:14	7:22	8:16	-0:53	8:45	9:13	-0:27	9:14	9:47	-0:33	11:08	11:50	-0:41	13:02	13:26	-0:24	8:53	9:04	-0:10
All Commercial Radio	15:57	16:42	-0:45	11:41	14:35	-2:53	11:09	12:43	-1:33	12:29	15:32	-3:03	13:54	16:10	-2:16	19:32	19:48	-0:16	22:07	21:26	0:40	14:31	16:00	-1:28
Potential (000)	112.9	111.2	1.7	10.3	9.2	1.1	39.8	39.9	-0.1	29.7	28.2	1.5	44.7	43.1	1.6	30.1	29.8	0.3	25.9	25.5	0.4	15.7	16.7	-1.0
Sample	819	924	-105	53	55	-2	298	355	-57	211	218	-7	317	344	-27	222	241	-19	208	221	-13	117	141	-24

MediaWorks Combo: Breeze or Edge or Magic Music & Talk (from S1 2019) or Magic (until S4 2018) or More FM or Radio Dunedin or RadioLive (until S4 2018) 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

*Magic Music & Talk includes a combination of Magic and RadioLIVE for S4 2018 and the following dates in S1 2019: Sunday April 8 - Saturday June 16 & Sunday June 24 - Saturday November 10 2018.



DUNEDIN COMMERCIAL RADIO - SURVEY 1 2019

Average Time Spent Listening (hh:mm) by Daypart, People 10+
 Survey Comparisons: 4/2018 - 1/2019

This Survey Period: Sun Apr 8 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018 & Sun Jan 20 to Sat Mar 30 2019
 Last Survey Period: Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018

	This	Last	+/-
Potential (000)	112.9	111.2	1.7
Sample Size	819	924	-105

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

MediaWorks Combo: Breeze or Edge or Magic Music & Talk (from S1 2019) or Magic (until S4 2018) or More FM or Radio Dunedin or RadioLive (until S4 2018) 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

*Magic Music & Talk includes a combination of Magic and RadioLIVE for S4 2018 and the following dates in S1 2019: Sunday April 8 – Saturday June 16 & Sunday June 24 – Saturday November 10 2018.