



DUNEDIN COMMERCIAL RADIO - SURVEY 3 2021

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

Survey Comparisons: 2/2021 - 3/2021

This Survey Period: Sun Sept 13 to Sat Nov 14 2020 & Sun Jan 31 to Sat Aug 28 2021

Last Survey Period: Sun Jul 19 to Sat Nov 14 2020 & Sun Jan 31 to Sat Jun 19 2021

	All 10+				People 10-24			People 18-39			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	9.7	8.8	0.9	2	5.4	3.7	1.7	6.2	4.3	1.9	7.7	7.4	0.3	9.8	8.7	1.1	12.2	11.2	1.0	14.1	14.3	-0.2	12.9	5.9	7.0
Coast	2.8	4.7	-1.9	12	0.2	5.2	-5.0	0.1	2.4	-2.3	2.5	4.4	-1.9	2.6	4.5	-1.9	2.1	3.2	-1.1	4.3	4.6	-0.3	2.5	6.2	-3.7
Edge	9.0	8.6	0.4	6	22.4	20.6	1.8	17.6	18.8	-1.2	9.6	9.6	0.0	9.9	9.2	0.7	6.7	6.2	0.5	2.1	2.9	-0.8	8.4	8.5	-0.1
Flava	2.5	2.7	-0.2	13	4.8	4.6	0.2	4.3	4.0	0.3	4.6	4.0	0.6	3.7	4.0	-0.3	0.9	1.9	-1.0	0.2	0.2	0.0	5.3	5.2	0.1
Gold AM	0.5	0.7	-0.2	15	*	0.2	*	1.4	1.3	0.1	1.6	1.7	-0.1	1.0	1.1	-0.1	0.3	0.5	-0.2	0.4	0.5	-0.1	*	0.6	*
Life FM	0.7	0.3	0.4	14	0.9	0.8	0.1	0.6	0.5	0.1	0.1	0.1	0.0	0.4	0.2	0.2	1.6	0.4	1.2	1.2	0.2	1.0	0.2	0.5	-0.3
Magic Music & Talk	9.1	7.4	1.7	5	2.9	0.7	2.2	4.1	2.1	2.0	7.1	3.6	3.5	7.4	3.8	3.6	11.9	9.7	2.2	14.2	15.8	-1.6	6.0	5.0	1.0
More FM	10.0	9.1	0.9	1	11.8	9.9	1.9	7.2	6.7	0.5	14.1	13.0	1.1	13.7	13.3	0.4	12.2	11.5	0.7	6.7	5.5	1.2	4.9	4.5	0.4
Newstalk ZB	9.6	11.7	-2.1	3	*	0.9	*	0.3	1.6	-1.3	0.7	2.0	-1.3	2.4	5.6	-3.2	9.9	11.7	-1.8	17.1	16.6	0.5	1.6	7.2	-5.6
Radio Dunedin	9.4	7.6	1.8	4	2.8	0.7	2.1	5.7	2.6	3.1	4.6	2.7	1.9	3.1	3.0	0.1	5.7	8.6	-2.9	15.3	12.3	3.0	7.9	3.8	4.1
Radio Hauraki	3.0	2.8	0.2	11	2.6	2.4	0.2	4.1	2.9	1.2	6.4	5.0	1.4	5.8	4.9	0.9	2.8	3.1	-0.3	0.6	1.0	-0.4	5.2	5.5	-0.3
Rhema	0.2	0.2	0.0	17	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0	*	*	*	0.2	0.2	0.0	0.3	0.3	0.0
Rock	8.8	11.0	-2.2	7	14.1	18.0	-3.9	15.8	21.7	-5.9	13.6	19.4	-5.8	11.8	15.6	-3.8	8.1	7.5	0.6	4.2	3.7	0.5	4.4	4.2	0.2
Star	0.3	0.2	0.1	16	*	*	*	0.5	0.3	0.2	0.5	0.4	0.1	0.3	0.2	0.1	0.5	0.1	0.4	0.6	0.3	0.3	1.3	0.8	0.5
Tahu FM	0.2	0.1	0.1	17	0.8	0.6	0.2	0.5	0.3	0.2	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
The Hits	6.5	8.2	-1.7	9	6.5	10.5	-4.0	7.4	9.5	-2.1	7.8	10.8	-3.0	7.6	9.9	-2.3	7.4	8.0	-0.6	6.2	6.4	-0.2	8.0	13.6	-5.6
The Sound	6.1	6.1	0.0	10	4.2	5.6	-1.4	3.5	4.4	-0.9	3.3	3.1	0.2	7.1	5.0	2.1	11.2	10.8	0.4	6.9	9.5	-2.6	7.1	7.3	-0.2
ZM	8.2	5.5	2.7	8	17.0	11.7	5.3	17.3	12.5	4.8	12.1	8.3	3.8	10.5	6.5	4.0	4.6	2.6	2.0	2.1	1.9	0.2	20.5	15.6	4.9
MediaWorks Combo	62.3	58.9	3.4		63.4	60.0	3.4	60.1	61.1	-1.0	60.1	59.0	1.1	63.0	58.6	4.4	67.9	65.6	2.3	63.5	64.0	-0.5	52.0	39.3	12.7
NZME Combo	33.2	36.2	-3.0		31.2	35.6	-4.4	35.0	34.1	0.9	35.7	36.3	-0.6	33.6	36.6	-3.0	28.1	30.9	-2.8	31.0	31.3	-0.3	43.1	53.7	-10.6
Potential (000)	116.7	116.7	0.0		33.5	33.5	0.0	43.9	43.9	0.0	31.4	31.4	0.0	46.8	46.8	0.0	31.1	31.1	0.0	27.2	27.2	0.0	15.7	14.6	1.1
Sample	812	809	3		170	171	-1	246	254	-8	214	213	1	320	335	-15	236	252	-16	245	229	16	126	126	0

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

MediaWorks Combo: Breeze or Edge or Magic Music & Talk or More FM or Radio Dunedin or Rock or The Sound or internet only listening to Mai or George FM

NZME Combo: Coast or Flava or Gold AM (from S2 2021) or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Hokonui

DUNEDIN COMMERCIAL RADIO - SURVEY 3 2021

Station Share (%) by Daypart, People 10+

Survey Comparisons: 2/2021 - 3/2021

This Survey Period: Sun Sept 13 to Sat Nov 14 2020 & Sun Jan 31 to Sat Aug 28 2021

Last Survey Period: Sun Jul 19 to Sat Nov 14 2020 & Sun Jan 31 to Sat Jun 19 2021

	This	Last	+/-
Potential (000)	116.7	116.7	0.0
Sample Size	812	809	3

	Breakfast				Morning			Afternoon			Drive			Night			Mid Dawn			Weekend		
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	10.9	7.0	3.9	3	9.8	8.0	1.8	9.2	10.1	-0.9	8.1	9.2	-1.1	8.0	6.8	1.2	14.3	7.8	6.5	9.8	10.2	-0.4
Coast	1.0	3.3	-2.3	13	2.5	3.8	-1.3	3.1	4.2	-1.1	2.3	4.1	-1.8	2.9	7.3	-4.4	0.4	1.1	-0.7	5.1	6.8	-1.7
Edge	8.5	8.1	0.4	6	9.0	7.7	1.3	9.3	8.1	1.2	11.7	12.2	-0.5	10.9	11.9	-1.0	11.3	11.8	-0.5	6.8	7.2	-0.4
Flava	2.5	2.7	-0.2	12	2.3	3.0	-0.7	3.0	3.6	-0.6	2.6	2.5	0.1	1.5	1.5	0.0	1.5	1.7	-0.2	2.4	2.0	0.4
Gold AM	0.8	1.3	-0.5	14	0.2	0.3	-0.1	0.3	0.3	0.0	0.2	0.2	0.0	1.0	0.8	0.2	1.7	1.5	0.2	0.8	0.9	-0.1
Life FM	0.8	0.2	0.6	14	0.7	0.3	0.4	0.7	0.3	0.4	1.1	0.5	0.6	0.5	0.1	0.4	1.8	1.7	0.1	0.5	0.3	0.2
Magic Music & Talk	6.5	5.4	1.1	8	11.0	9.4	1.6	10.0	7.3	2.7	7.5	5.5	2.0	7.1	7.9	-0.8	13.3	11.2	2.1	9.8	8.1	1.7
More FM	10.4	10.3	0.1	4	9.4	9.4	0.0	11.0	10.7	0.3	10.1	8.7	1.4	8.9	5.8	3.1	6.2	4.0	2.2	9.8	8.1	1.7
Newstalk ZB	11.6	13.5	-1.9	1	7.1	8.4	-1.3	6.3	7.8	-1.5	7.7	8.8	-1.1	20.6	21.4	-0.8	25.1	39.0	-13.9	9.7	12.0	-2.3
Radio Dunedin	11.6	11.1	0.5	1	9.0	8.0	1.0	6.9	3.9	3.0	6.8	4.7	2.1	10.0	8.8	1.2	12.7	4.7	8.0	11.5	9.5	2.0
Radio Hauraki	3.9	3.3	0.6	11	2.4	2.3	0.1	3.4	3.3	0.1	3.4	3.0	0.4	1.1	0.8	0.3	0.5	0.3	0.2	3.1	3.0	0.1
Rhema	*	*	*	*	*	0.1	*	0.1	0.2	-0.1	0.2	0.2	0.0	*	0.2	*	*	*	*	0.5	0.5	0.0
Rock	8.3	8.7	-0.4	7	10.2	13.6	-3.4	11.1	15.0	-3.9	10.5	13.5	-3.0	7.6	8.3	-0.7	1.0	1.1	-0.1	6.0	7.7	-1.7
Star	0.6	0.6	0.0	16	0.1	0.1	0.0	0.1	*	*	0.5	0.3	0.2	1.2	*	*	*	*	*	0.3	0.1	0.2
Tahu FM	*	*	*	*	*	*	*	*	*	*	0.1	0.1	0.0	1.7	1.0	0.7	*	*	*	0.3	0.2	0.1
The Hits	8.9	9.9	-1.0	5	6.1	9.6	-3.5	5.6	7.5	-1.9	6.7	8.0	-1.3	4.3	6.3	-2.0	0.5	2.7	-2.2	7.1	7.7	-0.6
The Sound	5.5	5.9	-0.4	10	8.1	7.1	1.0	6.9	6.9	0.0	6.8	6.9	-0.1	2.2	3.9	-1.7	5.2	3.8	1.4	4.6	5.2	-0.6
ZM	6.3	5.6	0.7	9	8.7	4.9	3.8	9.8	7.4	2.4	10.4	7.4	3.0	7.2	3.1	4.1	3.4	1.7	1.7	7.2	4.4	2.8
MediaWorks Combo	61.8	56.6	5.2		66.5	63.1	3.4	64.6	62.0	2.6	61.6	61.2	0.4	54.7	53.7	1.0	63.9	44.4	19.5	58.5	56.4	2.1
NZME Combo	35.0	39.6	-4.6		29.4	32.5	-3.1	31.5	34.1	-2.6	33.2	33.9	-0.7	38.7	41.2	-2.5	33.0	48.0	-15.0	35.4	36.9	-1.5

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

MediaWorks Combo: Breeze or Edge or Magic Music & Talk or More FM or Radio Dunedin or Rock or The Sound or internet only listening to Mai or George FM

NZME Combo: Coast or Flava or Gold AM (from S2 2021) or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Hokonui



DUNEDIN COMMERCIAL RADIO - SURVEY 3 2021

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

Survey Comparisons: 2/2021 - 3/2021

This Survey Period: Sun Sept 13 to Sat Nov 14 2020 & Sun Jan 31 to Sat Aug 28 2021

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	All 10+				People 10-24			People 18-39			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	15.3	13.7	1.6	5	2.5	2.4	0.1	4.2	2.8	1.4	4.3	3.7	0.6	7.2	5.8	1.4	5.5	4.8	0.7	5.1	5.1	0.0	2.1	1.1	1.0
Coast	5.4	5.4	0.0	12	0.3	0.5	-0.2	0.2	0.4	-0.2	1.0	1.1	-0.1	1.6	1.9	-0.3	1.4	1.6	-0.2	2.9	2.5	0.4	0.4	0.6	-0.2
Edge	16.3	18.2	-1.9	3	7.9	8.7	-0.8	10.9	11.3	-0.4	5.7	6.1	-0.4	7.4	7.8	-0.4	2.4	2.5	-0.1	1.0	1.7	-0.7	2.4	2.5	-0.1
Flava	5.4	6.0	-0.6	12	2.9	3.3	-0.4	3.3	3.5	-0.2	1.9	1.9	0.0	2.3	2.4	-0.1	0.5	0.5	0.0	0.2	0.2	0.0	1.0	1.1	-0.1
Gold AM	1.2	2.0	-0.8	15	*	0.4	*	0.3	0.4	-0.1	0.3	0.5	-0.2	0.3	0.7	-0.4	0.6	0.9	-0.3	0.9	0.9	0.0	0.1	0.3	-0.2
Life FM	2.6	1.8	0.8	14	1.2	0.9	0.3	1.3	1.0	0.3	0.2	0.2	0.0	0.6	0.4	0.2	0.8	0.3	0.5	0.5	0.2	0.3	0.2	0.3	-0.1
Magic Music & Talk	11.9	10.8	1.1	7	1.5	0.9	0.6	1.7	1.1	0.6	2.5	1.7	0.8	4.1	3.1	1.0	3.9	4.0	-0.1	5.1	5.4	-0.3	1.4	1.0	0.4
More FM	17.5	15.8	1.7	1	6.0	5.3	0.7	5.1	4.0	1.1	5.2	4.5	0.7	8.4	7.7	0.7	5.3	4.9	0.4	3.1	2.8	0.3	1.7	1.3	0.4
Newstalk ZB	8.3	10.2	-1.9	10	*	0.4	*	0.6	1.5	-0.9	1.0	1.7	-0.7	1.7	3.1	-1.4	3.0	3.2	-0.2	4.9	4.4	0.5	0.6	1.1	-0.5
Radio Dunedin	9.6	8.7	0.9	9	0.8	0.7	0.1	2.0	1.4	0.6	1.5	1.2	0.3	1.7	1.6	0.1	2.2	2.6	-0.4	4.5	3.7	0.8	0.9	0.9	0.0
Radio Hauraki	8.0	7.2	0.8	11	2.0	1.9	0.1	3.8	3.4	0.4	3.4	3.1	0.3	5.4	4.4	1.0	2.6	2.0	0.6	0.7	0.8	-0.1	1.5	1.0	0.5
Rhema	0.9	1.1	-0.2	17	*	*	*	0.2	0.2	0.0	0.4	0.3	0.1	0.4	0.3	0.1	0.1	0.1	0.0	0.3	0.3	0.0	0.3	0.3	0.0
Rock	14.0	15.3	-1.3	6	4.6	5.0	-0.4	7.1	7.0	0.1	4.9	5.3	-0.4	6.4	7.1	-0.7	4.4	4.7	-0.3	3.0	3.2	-0.2	2.0	1.8	0.2
Star	1.1	0.5	0.6	16	*	*	*	0.2	0.2	0.0	0.2	0.2	0.0	0.2	0.2	0.0	0.6	0.1	0.5	0.9	0.4	0.5	0.3	0.2	0.1
Tahu FM	0.9	0.7	0.2	17	0.7	0.5	0.2	0.6	0.4	0.2	*	*	*	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	*	*	*
The Hits	16.9	17.4	-0.5	2	5.6	5.8	-0.2	6.5	6.5	0.0	4.4	5.3	-0.9	6.9	7.6	-0.7	5.4	4.8	0.6	4.1	3.4	0.7	2.6	3.3	-0.7
The Sound	11.8	11.9	-0.1	8	2.6	3.1	-0.5	3.8	3.9	-0.1	2.9	2.7	0.2	5.9	5.1	0.8	5.4	5.1	0.3	3.2	3.8	-0.6	2.2	2.1	0.1
ZM	16.1	13.3	2.8	4	6.9	5.6	1.3	10.5	8.9	1.6	6.3	5.4	0.9	7.8	6.8	1.0	2.6	2.2	0.4	1.4	0.8	0.6	3.3	2.2	1.1
MediaWorks Combo	64.0	64.5	-0.5		17.3	18.6	-1.3	22.1	21.1	1.0	16.7	15.9	0.8	25.9	24.9	1.0	18.6	18.6	0.0	16.8	16.8	0.0	8.4	7.6	0.8
NZME Combo	49.8	49.1	0.7		14.0	13.8	0.2	20.1	19.8	0.3	14.5	14.8	-0.3	20.9	21.5	-0.6	12.8	11.9	0.9	12.4	10.7	1.7	7.4	7.5	-0.1
All Commercial Radio	87.5	87.7	-0.2		23.7	23.9	-0.2	31.9	31.0	0.9	23.8	23.6	0.2	36.2	36.0	0.2	25.3	24.6	0.7	22.5	21.9	0.6	12.9	12.3	0.6
Potential (000)	116.7	116.7	0.0		33.5	33.5	0.0	43.9	43.9	0.0	31.4	31.4	0.0	46.8	46.8	0.0	31.1	31.1	0.0	27.2	27.2	0.0	15.7	14.6	1.1
Sample	812	809	3		170	171	-1	246	254	-8	214	213	1	320	335	-15	236	252	-16	245	229	16	126	126	0

MediaWorks Combo: Breeze or Edge or Magic Music & Talk or More FM or Radio Dunedin or Rock or The Sound or internet only listening to Mai or George FM

NZME Combo: Coast or Flava or Gold AM (from S2 2021) or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Hokonui



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

Survey Comparisons: 2/2021 - 3/2021

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	This	Last	+/-
Potential (000)	116.7	116.7	0.0
Sample Size	812	809	3

	Breakfast				Morning				Afternoon				Drive				Night				Mid Dawn				Weekend			
	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	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-			
Breeze	7.7	7.0	0.7	6	5.9	4.6	1.3	6.6	7.6	-1.0	6.8	7.4	-0.6	3.9	4.4	-0.5	2.5	1.4	1.1	7.7	7.4	0.3						
Coast	1.9	2.5	-0.6	13	2.4	2.8	-0.4	3.2	3.2	0.0	2.8	2.7	0.1	1.6	1.5	0.1	0.1	0.4	-0.3	3.1	3.5	-0.4						
Edge	7.8	8.4	-0.6	5	5.8	5.8	0.0	8.2	8.3	-0.1	8.3	8.8	-0.5	4.4	5.5	-1.1	1.5	1.8	-0.3	7.7	9.7	-2.0						
Flava	2.7	2.7	0.0	12	2.5	3.3	-0.8	3.8	3.4	0.4	2.7	2.2	0.5	1.5	1.5	0.0	0.3	0.4	-0.1	3.2	3.3	-0.1						
Gold AM	0.7	1.4	-0.7	14	0.3	0.6	-0.3	0.4	0.4	0.0	0.2	0.2	0.0	0.2	0.2	0.0	0.2	0.1	0.1	0.4	1.0	-0.6						
Life FM	0.7	0.4	0.3	14	0.8	0.7	0.1	0.8	0.4	0.4	0.9	0.7	0.2	0.7	0.2	0.5	0.4	0.4	0.0	1.2	1.0	0.2						
Magic Music & Talk	5.7	5.0	0.7	8	6.8	6.4	0.4	7.7	6.2	1.5	5.8	5.1	0.7	1.9	2.4	-0.5	1.7	1.7	0.0	6.5	6.3	0.2						
More FM	10.1	9.2	0.9	1	7.9	7.4	0.5	8.0	7.7	0.3	9.8	8.8	1.0	5.8	5.3	0.5	1.6	1.3	0.3	11.3	9.7	1.6						
Newstalk ZB	4.8	6.2	-1.4	10	4.3	4.9	-0.6	4.5	5.3	-0.8	3.6	3.8	-0.2	3.4	4.4	-1.0	2.6	3.7	-1.1	6.4	8.0	-1.6						
Radio Dunedin	5.9	5.2	0.7	7	5.1	4.6	0.5	4.2	3.3	0.9	3.8	3.6	0.2	2.4	2.1	0.3	1.5	1.1	0.4	7.2	6.7	0.5						
Radio Hauraki	4.4	4.0	0.4	11	2.6	2.1	0.5	4.3	3.5	0.8	4.5	3.9	0.6	1.4	1.3	0.1	0.2	0.2	0.0	4.4	4.3	0.1						
Rhema	0.1	0.1	0.0	17	0.2	0.3	-0.1	0.4	0.5	-0.1	0.6	0.5	0.1	*	0.1	*	*	*	*	0.7	0.8	-0.1						
Rock	7.9	8.2	-0.3	4	6.1	6.7	-0.6	6.4	8.1	-1.7	6.3	7.6	-1.3	2.8	4.0	-1.2	0.5	0.4	0.1	6.3	7.8	-1.5						
Star	0.6	0.5	0.1	16	0.4	0.3	0.1	0.1	*	*	0.3	0.2	0.1	0.5	*	*	*	*	*	0.9	0.3	0.6						
Tahu FM	*	*	*	*	*	*	*	0.1	0.1	0.0	0.3	0.2	0.1	0.4	0.3	0.1	*	*	*	0.6	0.4	0.2						
The Hits	9.2	10.4	-1.2	2	6.7	7.3	-0.6	7.3	8.0	-0.7	7.1	8.2	-1.1	3.7	4.0	-0.3	0.4	0.9	-0.5	9.9	10.0	-0.1						
The Sound	5.6	6.3	-0.7	9	4.5	4.6	-0.1	5.0	5.6	-0.6	5.6	6.1	-0.5	1.8	2.3	-0.5	1.0	0.5	0.5	5.4	6.0	-0.6						
ZM	8.3	7.3	1.0	3	6.0	4.5	1.5	8.3	6.5	1.8	9.2	6.6	2.6	5.0	3.0	2.0	0.5	0.4	0.1	9.5	7.0	2.5						
MediaWorks Combo	40.3	40.4	-0.1		37.2	34.5	2.7	38.0	38.6	-0.6	39.1	40.5	-1.4	20.9	23.3	-2.4	9.0	7.5	1.5	42.9	45.2	-2.3						
NZME Combo	28.6	30.5	-1.9		22.9	23.4	-0.5	28.1	26.7	1.4	26.7	24.8	1.9	15.4	14.3	1.1	4.1	6.0	-1.9	33.9	32.9	1.0						
All Commercial Radio	61.3	63.5	-2.2		54.3	52.2	2.1	59.7	59.0	0.7	60.2	59.0	1.2	33.9	35.2	-1.3	12.6	13.3	-0.7	68.4	69.0	-0.6						

MediaWorks Combo: Breeze or Edge or Magic Music & Talk or More FM or Radio Dunedin or Rock or The Sound or internet only listening to Mai or George FM

NZME Combo: Coast or Flava or Gold AM (from S2 2021) or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Hokonui



DUNEDIN COMMERCIAL RADIO - SURVEY 3 2021

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

Survey Comparisons: 2/2021 - 3/2021

This Survey Period: Sun Sept 13 to Sat Nov 14 2020 & Sun Jan 31 to Sat Aug 28 2021

Last Survey Period: Sun Jul 19 to Sat Nov 14 2020 & Sun Jan 31 to Sat Jun 19 2021

	All 10+			People 10-24			People 18-39			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	8:21	8:39	-0:17	5:19	4:00	1:19	5:42	6:01	-0:18	6:03	7:11	-1:07	7:14	8:19	-1:04	9:09	9:36	-0:26	11:54	11:45	0:08	10:48	8:56	1:51
Coast	6:51	11:39	-4:47	1:10	28:34	-27:23	2:34	20:57	-18:22	8:37	13:59	-5:21	8:17	13:05	-4:47	5:55	8:13	-2:18	6:27	7:47	-1:20	12:03	17:03	-4:59
Edge	7:17	6:23	0:54	7:07	6:06	1:01	6:18	6:30	-0:12	5:44	5:35	0:09	7:10	6:31	0:38	11:40	10:02	1:38	9:27	7:11	2:16	6:06	5:36	0:29
Flava	6:06	6:00	0:06	4:17	3:41	0:35	5:00	4:21	0:38	8:31	7:22	1:09	8:31	9:08	-0:36	8:31	16:04	-7:33	4:22	4:24	-0:01	9:11	8:09	1:02
Gold AM	6:01	4:32	1:28	*	1:45	*	15:41	12:35	3:06	15:41	11:21	4:20	15:41	8:31	7:09	2:19	2:08	0:11	2:11	2:25	-0:14	0:15	4:10	-3:55
Life FM	3:38	2:23	1:14	1:58	2:16	-0:18	1:55	2:09	-0:14	1:56	1:51	0:04	3:05	3:16	-0:11	8:23	5:27	2:55	9:25	3:05	6:19	1:56	3:09	-1:12
Magic Music & Talk	10:08	9:15	0:53	4:49	2:11	2:38	9:07	7:11	1:56	9:41	7:19	2:21	9:30	6:50	2:39	12:38	10:02	2:36	12:14	12:10	0:03	7:45	8:42	-0:56
More FM	7:31	7:45	-0:14	4:57	4:48	0:09	5:29	6:34	-1:04	9:12	10:12	-0:59	8:39	9:33	-0:54	9:27	9:37	-0:10	9:21	8:27	0:53	5:03	5:34	-0:30
Newstalk ZB	15:16	15:24	-0:07	*	5:36	*	2:04	4:10	-2:06	2:19	4:15	-1:55	7:36	9:56	-2:19	13:53	14:56	-1:03	15:09	15:52	-0:42	4:59	11:17	-6:18
Radio Dunedin	12:59	11:46	1:13	8:47	2:31	6:15	11:16	6:55	4:21	10:17	8:15	2:01	9:46	10:18	-0:32	10:32	13:26	-2:54	14:48	13:57	0:51	14:40	7:25	7:15
Radio Hauraki	4:59	5:14	-0:15	3:20	3:17	0:03	4:16	3:18	0:57	6:25	5:42	0:43	5:44	6:04	-0:19	4:30	6:12	-1:42	3:45	5:12	-1:26	6:09	9:04	-2:55
Rhema	2:30	2:25	0:05	*	*	*	1:15	1:15	0:00	1:09	1:08	0:00	1:09	1:08	0:00	0:30	0:30	0:00	3:02	2:40	0:22	1:34	1:41	-0:07
Rock	8:17	9:41	-1:24	7:45	9:19	-1:33	8:38	12:08	-3:30	9:25	12:56	-3:30	9:44	12:09	-2:24	7:36	6:30	1:06	6:00	4:52	1:08	3:50	3:52	-0:01
Star	4:00	4:25	-0:25	*	*	*	8:00	8:00	0:00	8:00	8:00	0:00	8:00	8:00	0:00	2:53	2:00	0:53	2:59	2:50	0:08	7:18	8:00	-0:41
Tahu FM	2:19	2:16	0:02	2:59	2:51	0:07	3:07	2:59	0:08	*	*	*	*	*	*	0:30	0:30	0:00	0:30	0:30	0:00	*	*	*
The Hits	5:03	6:19	-1:16	2:57	4:38	-1:41	4:26	5:39	-1:13	6:00	7:12	-1:11	5:53	7:09	-1:15	5:41	6:54	-1:13	6:36	7:48	-1:11	5:29	6:54	-1:25
The Sound	6:44	6:53	-0:08	4:06	4:42	-0:35	3:32	4:22	-0:49	3:54	4:01	-0:07	6:22	5:28	0:53	8:33	8:48	-0:15	9:15	10:34	-1:19	5:35	5:46	-0:10
ZM	6:42	5:37	1:05	6:15	5:23	0:52	6:24	5:26	0:57	6:32	5:26	1:06	7:04	5:18	1:45	7:21	4:54	2:26	6:53	9:38	-2:44	11:00	11:40	-0:39
MediaWorks Combo	12:48	12:16	0:31	9:14	8:20	0:53	10:34	11:16	-0:41	12:19	13:06	-0:47	12:53	12:59	-0:05	15:05	14:29	0:35	16:26	16:02	0:23	10:57	8:42	2:14
NZME Combo	8:46	9:55	-1:09	5:38	6:41	-1:03	6:46	6:42	0:03	8:25	8:39	-0:14	8:31	9:23	-0:52	9:03	10:38	-1:34	10:53	12:16	-1:22	10:15	12:01	-1:45
All Commercial Radio	15:02	15:20	-0:17	10:39	10:48	-0:08	12:10	12:33	-0:23	14:22	14:58	-0:36	14:39	15:20	-0:41	16:21	16:40	-0:19	19:20	19:14	0:05	13:38	13:37	0:00
Potential (000)	116.7	116.7	0.0	33.5	33.5	0.0	43.9	43.9	0.0	31.4	31.4	0.0	46.8	46.8	0.0	31.1	31.1	0.0	27.2	27.2	0.0	15.7	14.6	1.1
Sample	812	809	3	170	171	-1	246	254	-8	214	213	1	320	335	-15	236	252	-16	245	229	16	126	126	0

MediaWorks Combo: Breeze or Edge or Magic Music & Talk or More FM or Radio Dunedin or Rock or The Sound or internet only listening to Mai or George FM

NZME Combo: Coast or Flava or Gold AM (from S2 2021) or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Hokonui



DUNEDIN COMMERCIAL RADIO - SURVEY 3 2021

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

Survey Comparisons: 2/2021 - 3/2021

This Survey Period: Sun Sept 13 to Sat Nov 14 2020 & Sun Jan 31 to Sat Aug 28 2021

Last Survey Period: Sun Jul 19 to Sat Nov 14 2020 & Sun Jan 31 to Sat Jun 19 2021

	This	Last	+/-
Potential (000)	116.7	116.7	0.0
Sample Size	812	809	3

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

MediaWorks Combo: Breeze or Edge or Magic Music & Talk or More FM or Radio Dunedin or Rock or The Sound or internet only listening to Mai or George FM

NZME Combo: Coast or Flava or Gold AM (from S2 2021) or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Hokonui