



DUNEDIN COMMERCIAL RADIO - SURVEY 1 2022

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

Survey Comparisons: 4/2021 - 1/2022

This Survey Period: Sun Apr 11 to Sat Nov 6 2021 & Sun Jan 30 to Sat Apr 9 2022

Last Survey Period: Sun Jan 31 to Sat Nov 6 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	8.7	8.1	0.6	5	8.0	6.2	1.8	7.1	6.6	0.5	7.2	6.5	0.7	8.9	8.1	0.8	12.5	9.7	2.8	12.0	11.8	0.2	10.3	10.1	0.2
Coast	4.1	2.5	1.6	10	1.0	1.0	0.0	2.8	0.1	2.7	3.6	0.5	3.1	3.4	1.3	2.1	2.8	2.3	0.5	4.9	4.8	0.1	0.7	2.4	-1.7
Edge	7.8	8.3	-0.5	7	18.9	21.5	-2.6	15.1	18.0	-2.9	8.8	9.3	-0.5	8.2	8.5	-0.3	4.5	4.2	0.3	1.9	1.2	0.7	7.3	8.9	-1.6
Flava	2.2	2.4	-0.2	14	3.7	4.2	-0.5	3.2	3.9	-0.7	4.9	4.7	0.2	3.5	3.6	-0.1	0.1	0.9	-0.8	0.1	0.1	0.0	2.3	4.0	-1.7
Gold AM	0.2	0.1	0.1	16	*	0.1	*	*	*	*	*	*	*	*	*	*	0.2	0.1	0.1	0.3	0.2	0.1	*	*	*
Life FM	0.8	0.7	0.1	15	*	0.8	*	0.1	0.6	-0.5	0.1	0.2	-0.1	0.4	0.4	0.0	2.2	1.8	0.4	2.2	1.4	0.8	0.2	0.3	-0.1
Magic*	2.8	4.2	-1.4	12	0.8	1.7	-0.9	0.1	0.5	-0.4	0.7	0.8	-0.1	1.4	1.0	0.4	6.3	7.5	-1.2	6.6	9.5	-2.9	1.8	3.0	-1.2
More FM	9.0	10.2	-1.2	4	8.2	9.7	-1.5	7.5	8.6	-1.1	14.2	14.9	-0.7	14.2	15.5	-1.3	11.6	13.8	-2.2	5.9	6.7	-0.8	6.9	6.2	0.7
Newstalk ZB	13.4	10.9	2.5	1	3.4	2.4	1.0	3.9	0.6	3.3	5.0	1.2	3.8	4.4	3.0	1.4	9.9	9.6	0.3	23.9	19.5	4.4	3.3	1.9	1.4
Radio Dunedin	11.9	10.6	1.3	2	8.2	3.8	4.4	6.3	4.2	2.1	3.0	3.4	-0.4	2.3	2.2	0.1	4.1	3.4	0.7	16.2	16.9	-0.7	6.5	7.9	-1.4
Radio Hauraki	2.4	2.9	-0.5	13	1.7	1.9	-0.2	3.2	3.9	-0.7	3.6	5.8	-2.2	5.0	5.9	-0.9	4.3	3.8	0.5	0.4	0.6	-0.2	1.4	4.3	-2.9
Rhema	0.1	0.2	-0.1	18	*	*	*	*	*	*	*	0.1	*	*	*	*	0.2	*	*	0.2	0.2	0.0	*	0.1	*
Rock	9.8	8.1	1.7	3	11.2	8.8	2.4	19.1	15.5	3.6	19.2	15.7	3.5	15.1	12.1	3.0	6.6	6.7	-0.1	5.4	5.0	0.4	13.0	7.4	5.6
Star	0.2	0.2	0.0	16	*	*	*	*	*	*	*	*	*	0.1	*	*	0.4	0.4	0.0	0.3	0.5	-0.2	0.3	0.3	0.0
Tahu FM	0.1	0.1	0.0	18	0.1	0.2	-0.1	0.1	0.1	0.0	0.1	*	*	0.1	*	*	*	*	*	0.2	0.3	-0.1	*	*	*
The Hits	5.4	6.8	-1.4	9	3.4	5.6	-2.2	5.8	8.7	-2.9	6.5	9.5	-3.0	7.5	9.2	-1.7	10.4	9.7	0.7	6.0	6.2	-0.2	11.6	8.1	3.5
The Sound	7.4	8.4	-1.0	8	12.9	14.4	-1.5	4.2	4.8	-0.6	4.5	4.7	-0.2	7.1	8.0	-0.9	9.9	11.9	-2.0	6.1	6.8	-0.7	4.2	6.5	-2.3
Today FM/Magic Talk**	2.9	3.7	-0.8	11	0.8	0.8	0.0	2.4	2.5	-0.1	4.0	5.4	-1.4	4.3	5.6	-1.3	3.4	4.6	-1.2	2.4	3.6	-1.2	4.0	6.0	-2.0
ZM	8.6	8.9	-0.3	6	16.0	14.1	1.9	17.9	20.6	-2.7	13.5	16.8	-3.3	12.3	13.7	-1.4	5.8	5.0	0.8	1.5	1.6	-0.1	24.9	21.1	3.8
MediaWorks Combo	60.5	61.9	-1.4		69.0	66.8	2.2	61.9	60.6	1.3	61.6	60.6	1.0	61.5	61.0	0.5	59.8	62.5	-2.7	57.1	62.2	-5.1	54.0	56.1	-2.1
NZME Combo	36.3	34.5	1.8		29.3	29.4	-0.1	36.7	37.9	-1.2	37.1	38.5	-1.4	36.1	36.6	-0.5	33.5	31.3	2.2	37.2	33.1	4.1	44.3	42.0	2.3
Potential (000)	116.6	116.7	-0.1		32.8	33.5	-0.7	43.0	43.1	-0.1	31.6	31.4	0.2	46.8	46.8	0.0	30.9	31.1	-0.2	27.6	27.2	0.4	15.7	16.1	-0.4
Sample	821	824	-3		157	165	-8	206	231	-25	192	211	-19	299	321	-22	238	244	-6	267	257	10	127	134	-7

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

MediaWorks Combo: Breeze, Edge, Magic, Magic Talk (until 20th March 2022), More FM, Radio Dunedin, Rock, The Sound, Today FM (from 21st March 2022), or internet only listening to Mai, George FM

NZME Combo: Coast, Flava, Gold AM, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokanui

*Listed as Magic Music in S4 2021

**Today FM/Magic Talk includes Magic Talk for S4 2021 and Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period) for S1 2022



DUNEDIN COMMERCIAL RADIO - SURVEY 1 2022

Station Share (%) by Daypart, People 10+

Survey Comparisons: 4/2021 - 1/2022

This Survey Period: Sun Apr 11 to Sat Nov 6 2021 & Sun Jan 30 to Sat Apr 9 2022

Last Survey Period: Sun Jan 31 to Sat Nov 6 2021

	This	Last	+/-
Potential (000)	116.6	116.7	-0.1
Sample Size	821	824	-3

	Breakfast				Morning			Afternoon			Drive			Night			Mid Dawn			Weekend		
	This	Mon-Fri 6am-9am Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	11.0	9.7	1.3	3	9.1	8.3	0.8	7.0	6.7	0.3	6.2	6.7	-0.5	4.7	5.1	-0.4	17.8	6.6	11.2	8.8	9.9	-1.1
Coast	2.6	1.4	1.2	12	4.2	3.0	1.2	4.3	3.3	1.0	4.8	2.7	2.1	3.2	2.6	0.6	1.4	0.5	0.9	5.3	2.5	2.8
Edge	7.1	8.1	-1.0	7	7.4	7.9	-0.5	7.9	9.0	-1.1	9.6	10.4	-0.8	9.3	10.2	-0.9	6.7	9.2	-2.5	7.6	6.5	1.1
Flava	1.8	2.6	-0.8	14	1.5	2.4	-0.9	2.0	2.8	-0.8	2.7	2.4	0.3	1.1	1.5	-0.4	0.7	1.4	-0.7	3.9	2.1	1.8
Gold AM	*	0.1	*	*	0.4	0.4	0.0	0.1	0.1	0.0	*	*	*	0.3	0.2	0.1	*	*	*	0.2	0.1	0.1
Life FM	0.9	0.9	0.0	15	0.9	0.7	0.2	0.9	0.8	0.1	1.4	1.0	0.4	0.5	0.5	0.0	0.7	1.1	-0.4	0.4	0.4	0.0
Magic*	2.0	2.5	-0.5	13	2.9	4.1	-1.2	3.0	5.0	-2.0	3.5	4.3	-0.8	2.0	2.1	-0.1	1.8	2.0	-0.2	3.3	5.6	-2.3
More FM	11.1	12.3	-1.2	2	8.7	11.2	-2.5	10.1	10.1	0.0	8.3	9.3	-1.0	6.9	7.7	-0.8	4.8	7.1	-2.3	8.0	9.1	-1.1
Newstalk ZB	15.3	13.0	2.3	1	9.4	6.0	3.4	6.8	6.1	0.7	10.4	6.9	3.5	33.2	25.9	7.3	32.6	35.1	-2.5	14.5	12.8	1.7
Radio Dunedin	10.5	11.4	-0.9	4	10.9	9.6	1.3	13.3	9.5	3.8	11.6	9.6	2.0	7.0	7.8	-0.8	15.7	14.7	1.0	13.2	12.7	0.5
Radio Hauraki	3.4	3.2	0.2	10	2.1	2.6	-0.5	3.2	4.0	-0.8	2.2	2.8	-0.6	1.8	2.5	-0.7	0.4	0.5	-0.1	1.8	2.3	-0.5
Rhema	0.1	*	*	17	0.1	*	*	0.1	0.1	0.0	0.1	0.2	-0.1	*	*	*	0.1	*	*	0.1	0.4	-0.3
Rock	8.2	7.0	1.2	5	12.5	9.0	3.5	13.3	10.6	2.7	12.9	10.5	2.4	8.1	7.9	0.2	2.8	4.1	-1.3	5.3	4.9	0.4
Star	0.4	0.3	0.1	16	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.6	0.8	-0.2	*	*	*	0.3	0.1	0.2
Tahu FM	*	*	*	*	*	0.1	*	0.2	0.2	0.0	0.2	0.2	0.0	*	*	*	0.1	0.1	0.0	0.1	0.2	-0.1
The Hits	7.1	8.1	-1.0	7	6.4	7.8	-1.4	4.7	6.5	-1.8	6.5	7.5	-1.0	2.4	3.9	-1.5	1.6	1.6	0.0	4.9	6.3	-1.4
The Sound	6.0	6.1	-0.1	9	9.0	10.1	-1.1	7.9	10.0	-2.1	6.4	9.0	-2.6	7.3	4.7	2.6	6.1	5.6	0.5	7.5	8.3	-0.8
Today FM/Magic Talk**	3.1	4.0	-0.9	11	3.4	5.1	-1.7	3.3	3.2	0.1	1.7	3.1	-1.4	3.4	4.8	-1.4	3.4	5.2	-1.8	2.4	2.6	-0.2
ZM	7.8	7.3	0.5	6	9.8	9.6	0.2	10.2	10.1	0.1	9.2	10.4	-1.2	4.6	7.7	-3.1	2.2	2.9	-0.7	8.6	8.8	-0.2
MediaWorks Combo	59.1	61.2	-2.1		64.2	65.7	-1.5	66.2	64.6	1.6	60.4	63.1	-2.7	48.6	50.1	-1.5	59.0	54.5	4.5	56.3	59.9	-3.6
NZME Combo	38.0	35.6	2.4		33.8	31.9	1.9	31.3	32.7	-1.4	35.8	32.8	3.0	46.6	44.3	2.3	38.8	42.1	-3.3	39.2	35.0	4.2

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MediaWorks Combo: Breeze, Edge, Magic, Magic Talk (until 20th March 2022), More FM, Radio Dunedin, Rock, The Sound, Today FM (from 21st March 2022), or internet only listening to Mai, George FM

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

Survey Comparisons: 4/2021 - 1/2022

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Last Survey Period: Sun Jan 31 to Sat Nov 6 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	12.4	13.7	-1.3	6	3.5	3.0	0.5		4.5	4.2	0.3		3.2	3.6	-0.4		5.5	6.3	-0.8		4.2	4.7	-0.5		3.4	4.1	-0.7		1.8	2.0	-0.2	
Coast	5.9	4.1	1.8	11	0.3	0.4	-0.1		0.8	0.2	0.6		1.3	0.6	0.7		2.2	1.2	1.0		1.8	1.2	0.6		2.7	2.4	0.3		0.3	0.4	-0.1	
Edge	18.1	16.4	1.7	1	8.7	8.6	0.1		12.7	11.2	1.5		6.7	5.8	0.9		8.3	7.1	1.2		2.4	1.7	0.7		1.1	0.8	0.3		2.7	2.3	0.4	
Flava	5.5	5.5	0.0	13	2.9	3.2	-0.3		3.4	3.4	0.0		2.1	1.8	0.3		2.3	2.1	0.2		0.3	0.3	0.0		0.3	0.2	0.1		1.2	1.0	0.2	
Gold AM	0.9	0.8	0.1	17	*	0.2	*		*	*	*		*	*	*		*	*	*		0.4	0.2	0.2		0.7	0.5	0.2		0.1	0.1	0.0	
Life FM	1.8	2.1	-0.3	15	0.2	0.8	-0.6		0.3	0.9	-0.6		0.3	0.3	0.0		0.7	0.7	0.0		0.9	0.8	0.1		0.7	0.6	0.1		0.2	0.3	-0.1	
Magic*	5.6	6.3	-0.7	12	0.4	1.0	-0.6		0.3	0.7	-0.4		0.7	0.8	-0.1		2.0	1.7	0.3		2.8	2.7	0.1		2.9	3.1	-0.2		0.5	0.6	-0.1	
More FM	15.3	16.3	-1.0	4	4.8	5.4	-0.6		5.9	5.7	0.2		4.9	4.8	0.1		7.3	7.7	-0.4		4.4	4.9	-0.5		2.9	3.1	-0.2		1.6	1.9	-0.3	
Newstalk ZB	11.9	9.0	2.9	8	0.9	0.5	0.4		1.6	0.4	1.2		2.2	1.0	1.2		3.1	2.0	1.1		3.0	2.8	0.2		5.4	4.5	0.9		0.8	0.7	0.1	
Radio Dunedin	9.7	8.4	1.3	9	1.6	0.8	0.8		2.2	1.0	1.2		1.1	1.1	0.0		1.4	1.2	0.2		1.3	1.4	-0.1		3.5	3.8	-0.3		0.3	0.7	-0.4	
Radio Hauraki	6.4	8.1	-1.7	10	1.3	1.9	-0.6		3.2	3.9	-0.7		2.9	3.2	-0.3		4.5	5.5	-1.0		2.0	2.8	-0.8		0.6	0.7	-0.1		1.1	1.5	-0.4	
Rhema	1.2	1.0	0.2	16	*	*	*		*	*	*		0.2	0.3	-0.1		0.2	0.3	-0.1		0.1	0.1	0.0		0.8	0.4	0.4		*	0.1	*	
Rock	12.1	11.9	0.2	7	2.9	3.0	-0.1		6.5	5.9	0.6		6.0	5.1	0.9		7.5	6.5	1.0		2.7	3.4	-0.7		1.7	2.3	-0.6		1.9	2.4	-0.5	
Star	0.9	0.9	0.0	17	*	*	*		*	*	*		0.2	*	*		0.2	*	*		0.4	0.5	-0.1		0.4	0.8	-0.4		0.1	0.1	0.0	
Tahu FM	0.9	0.8	0.1	17	0.3	0.3	0.0		0.5	0.2	0.3		0.5	0.1	0.4		0.5	0.1	0.4		*	0.1	*		0.2	0.3	-0.1		*	*	*	
The Hits	16.2	15.7	0.5	2	5.0	4.5	0.5		7.3	6.2	1.1		5.3	5.2	0.1		7.5	7.6	-0.1		4.8	4.9	-0.1		3.4	3.3	0.1		2.5	2.2	0.3	
The Sound	12.7	13.3	-0.6	5	4.2	4.1	0.1		3.7	3.2	0.5		2.8	2.5	0.3		5.6	5.9	-0.3		4.6	5.6	-1.0		2.8	3.3	-0.5		1.7	2.0	-0.3	
Today FM/Magic Talk**	5.4	6.8	-1.4	14	1.3	1.2	0.1		1.4	1.5	-0.1		1.5	2.2	-0.7		2.2	3.2	-1.0		1.1	1.6	-0.5		1.5	2.0	-0.5		0.9	1.5	-0.6	
ZM	15.7	15.7	0.0	3	7.0	7.0	0.0		10.4	10.8	-0.4		6.3	6.2	0.1		7.4	7.8	-0.4		2.1	2.1	0.0		1.2	0.9	0.3		3.9	3.6	0.3	
MediaWorks Combo	61.4	62.3	-0.9		17.8	17.6	0.2		22.9	21.4	1.5		16.4	16.2	0.2		24.9	25.0	-0.1		16.8	17.6	-0.8		15.0	16.1	-1.1		8.0	8.7	-0.7	
NZME Combo	50.3	47.0	3.3		14.4	13.9	0.5		21.9	19.9	2.0		15.0	13.8	1.2		21.0	20.6	0.4		11.6	11.5	0.1		11.5	10.1	1.4		7.6	7.2	0.4	
All Commercial Radio	87.9	85.0	2.9		24.3	23.5	0.8		33.8	30.1	3.7		24.3	22.7	1.6		35.8	34.7	1.1		23.7	24.0	-0.3		21.6	21.5	0.1		12.5	12.7	-0.2	
Potential (000)	116.6	116.7	-0.1		32.8	33.5	-0.7		43.0	43.1	-0.1		31.6	31.4	0.2		46.8	46.8	0.0		30.9	31.1	-0.2		27.6	27.2	0.4		15.7	16.1	-0.4	
Sample	821	824	-3		157	165	-8		206	231	-25		192	211	-19		299	321	-22		238	244	-6		267	257	10		127	134	-7	

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Potential (000)	116.6	116.7	-0.1
Sample Size	821	824	-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	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	
Breeze	7.1	6.9	0.2	7	6.0	6.2	-0.2	5.1	5.2	-0.1	5.8	5.4	0.4	2.2	2.7	-0.5	1.8	1.4	0.4	6.1	7.4	-1.3							
Coast	3.2	1.7	1.5	11	2.7	1.9	0.8	3.3	2.5	0.8	3.5	2.4	1.1	1.3	1.0	0.3	0.4	0.1	0.3	2.9	1.7	1.2							
Edge	8.3	7.5	0.8	3	6.9	6.2	0.7	8.9	8.3	0.6	9.8	8.4	1.4	4.3	5.0	-0.7	1.6	1.1	0.5	8.2	8.1	0.1							
Flava	2.5	2.9	-0.4	13	1.8	2.8	-1.0	3.0	3.4	-0.4	2.6	2.8	-0.2	1.5	1.8	-0.3	0.2	0.3	-0.1	4.1	2.9	1.2							
Gold AM	0.2	0.3	-0.1	17	0.3	0.5	-0.2	0.2	0.2	0.0	0.1	*	*	0.1	0.1	0.0	*	*	*	0.6	0.3	0.3							
Life FM	0.9	0.8	0.1	15	0.5	0.7	-0.2	0.7	0.9	-0.2	0.6	0.5	0.1	0.8	0.8	0.0	0.2	0.3	-0.1	0.7	0.8	-0.1							
Magic*	2.5	2.9	-0.4	13	2.4	3.3	-0.9	3.0	4.4	-1.4	2.5	3.1	-0.6	0.8	0.9	-0.1	0.7	0.8	-0.1	2.6	3.3	-0.7							
More FM	7.9	9.6	-1.7	4	6.6	8.5	-1.9	6.9	6.9	0.0	7.8	8.6	-0.8	3.5	4.1	-0.6	0.9	1.6	-0.7	7.9	8.7	-0.8							
Newstalk ZB	7.7	5.9	1.8	5	5.9	3.6	2.3	6.1	4.6	1.5	5.0	3.8	1.2	5.9	3.9	2.0	4.4	3.7	0.7	9.1	7.0	2.1							
Radio Dunedin	6.0	5.8	0.2	9	5.0	4.7	0.3	5.6	4.5	1.1	4.5	3.8	0.7	2.1	2.0	0.1	1.7	1.5	0.2	6.5	6.3	0.2							
Radio Hauraki	3.8	4.1	-0.3	10	2.2	2.6	-0.4	4.5	5.1	-0.6	2.2	3.6	-1.4	0.4	1.5	-1.1	0.2	0.2	0.0	2.9	4.4	-1.5							
Rhema	0.1	0.1	0.0	18	0.3	0.2	0.1	0.3	0.5	-0.2	0.5	0.6	-0.1	*	*	*	0.2	*	*	0.5	0.6	-0.1							
Rock	8.4	6.5	1.9	2	6.5	4.9	1.6	6.8	6.2	0.6	7.7	6.1	1.6	2.7	2.6	0.1	0.8	1.0	-0.2	5.8	5.2	0.6							
Star	0.4	0.3	0.1	16	0.2	0.2	0.0	0.2	0.2	0.0	0.3	0.1	0.2	0.6	0.5	0.1	*	*	*	0.6	0.5	0.1							
Tahu FM	*	*	*	*	0.1	0.1	0.0	0.4	0.3	0.1	0.3	0.3	0.0	0.1	0.1	0.0	0.2	0.1	0.1	0.1	0.2	-0.1							
The Hits	7.7	8.8	-1.1	5	5.1	6.2	-1.1	6.8	7.7	-0.9	7.3	7.3	0.0	2.0	3.5	-1.5	0.8	0.7	0.1	9.3	9.2	0.1							
The Sound	6.2	6.3	-0.1	8	5.2	5.6	-0.4	5.1	6.6	-1.5	5.0	6.3	-1.3	4.4	3.4	1.0	1.8	1.3	0.5	5.3	5.7	-0.4							
Today FM/Magic Talk**	2.9	3.8	-0.9	12	1.9	2.8	-0.9	2.5	3.0	-0.5	2.2	3.2	-1.0	1.2	1.4	-0.2	0.7	1.0	-0.3	2.6	2.8	-0.2							
ZM	8.5	8.7	-0.2	1	6.7	5.8	0.9	7.5	7.9	-0.4	9.1	8.8	0.3	3.4	5.0	-1.6	0.4	0.5	-0.1	8.7	9.5	-0.8							
MediaWorks Combo	39.2	39.6	-0.4		35.2	36.3	-1.1	37.3	37.1	0.2	38.5	38.5	0.0	19.4	20.7	-1.3	8.3	8.3	0.0	38.5	40.4	-1.9							
NZME Combo	30.2	29.0	1.2		22.2	21.1	1.1	27.9	27.8	0.1	26.7	25.2	1.5	14.2	15.6	-1.4	6.2	5.3	0.9	34.3	32.3	2.0							
All Commercial Radio	61.3	60.3	1.0		51.4	51.1	0.3	59.1	58.8	0.3	60.3	58.5	1.8	32.8	33.8	-1.0	13.6	12.8	0.8	65.8	64.5	1.3							

MediaWorks Combo: Breeze, Edge, Magic, Magic Talk (until 20th March 2022), More FM, Radio Dunedin, Rock, The Sound, Today FM (from 21st March 2022), or internet only listening to Mai, George FM

NZME Combo: Coast, Flava, Gold AM, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui

*Listed as Magic Music in S4 2021

**Today FM/Magic Talk includes Magic Talk for S4 2021 and Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period) for S1 2022



DUNEDIN COMMERCIAL RADIO - SURVEY 1 2022

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

Survey Comparisons: 4/2021 - 1/2022

This Survey Period: Sun Apr 11 to Sat Nov 6 2021 & Sun Jan 30 to Sat Apr 9 2022

Last Survey Period: Sun Jan 31 to Sat Nov 6 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	9:51	7:57	1:54	7:00	5:59	1:01	7:01	6:08	0:52	8:27	5:51	2:36	8:38	6:44	1:53	10:06	7:50	2:16	14:48	11:38	3:10	10:06	9:13	0:52
Coast	9:44	8:15	1:29	9:41	6:38	3:03	15:08	2:51	12:17	10:10	2:34	7:36	8:30	5:51	2:39	5:20	7:34	-2:13	7:27	8:04	-0:37	4:15	11:05	-6:50
Edge	6:02	6:49	-0:46	6:37	7:17	-0:40	5:21	6:13	-0:52	4:56	5:13	-0:17	5:19	6:17	-0:57	6:19	9:42	-3:22	6:51	6:31	0:20	4:40	7:10	-2:30
Flava	5:41	5:46	-0:05	3:57	3:51	0:06	4:10	4:32	-0:21	8:48	8:24	0:24	8:14	9:01	-0:46	1:14	9:46	-8:32	2:17	2:00	0:17	3:17	7:12	-3:54
Gold AM	2:19	2:15	0:03	*	1:45	*	*	*	*	*	*	*	*	*	*	1:47	1:39	0:07	1:57	1:34	0:23	0:15	0:15	0:00
Life FM	6:31	4:35	1:55	0:30	2:48	-2:18	0:48	2:36	-1:48	2:06	2:00	0:06	3:03	2:48	0:14	8:27	8:53	-0:26	12:09	10:00	2:09	2:30	2:00	0:29
Magic*	7:05	8:57	-1:51	6:21	4:57	1:24	1:02	3:11	-2:09	3:34	3:25	0:09	3:38	3:08	0:30	7:34	10:41	-3:06	9:13	12:30	-3:17	6:36	8:39	-2:03
More FM	8:15	8:24	-0:08	5:15	5:13	0:02	5:39	5:49	-0:09	10:50	10:07	0:42	10:26	10:31	-0:05	8:57	10:47	-1:49	8:15	8:55	-0:40	7:24	6:04	1:19
Newstalk ZB	15:45	16:12	-0:27	12:15	14:28	-2:12	11:03	5:48	5:14	8:42	3:56	4:45	7:37	7:46	-0:09	11:03	12:56	-1:52	18:25	17:42	0:43	7:06	5:26	1:40
Radio Dunedin	17:09	17:03	0:06	15:46	14:40	1:05	13:08	15:38	-2:30	10:28	10:23	0:04	8:32	9:47	-1:14	10:30	9:20	1:09	19:24	18:09	1:14	44:39	22:09	22:30
Radio Hauraki	5:17	4:52	0:25	4:03	2:56	1:07	4:28	3:54	0:33	4:41	5:58	-1:17	5:57	5:39	0:17	7:15	5:03	2:11	3:19	3:54	-0:34	2:10	5:24	-3:13
Rhema	1:07	1:57	-0:50	*	*	*	*	*	*	0:15	0:38	-0:23	0:15	0:38	-0:23	6:00	0:30	5:30	1:02	2:14	-1:12	*	2:15	*
Rock	11:23	9:12	2:11	11:41	8:25	3:15	13:11	10:11	2:59	12:01	10:10	1:51	10:53	9:45	1:07	8:18	7:34	0:44	13:09	8:42	4:26	12:08	5:41	6:27
Star	3:32	2:35	0:56	*	*	*	*	*	*	3:00	*	*	3:00	*	*	3:26	3:07	0:18	3:14	2:50	0:23	5:45	5:45	0:00
Tahu FM	1:37	2:09	-0:31	1:00	1:21	-0:21	1:00	1:00	0:00	0:37	0:15	0:22	0:37	0:15	0:22	*	0:30	*	5:30	3:59	1:30	*	*	*
The Hits	4:42	5:48	-1:06	2:03	3:36	-1:33	3:33	5:26	-1:53	4:36	5:58	-1:21	5:23	6:20	-0:57	7:16	7:32	-0:16	7:15	7:41	-0:26	8:03	6:42	1:20
The Sound	8:08	8:29	-0:20	9:17	10:17	-0:59	5:05	5:47	-0:41	6:06	6:09	-0:02	6:48	7:08	-0:20	7:12	8:00	-0:47	8:53	8:27	0:25	4:27	5:54	-1:27
Today FM/Magic Talk**	7:37	7:21	0:16	1:50	2:01	-0:11	7:44	6:29	1:15	10:03	8:03	1:59	10:44	9:12	1:32	10:14	10:50	-0:36	6:38	7:26	-0:47	7:41	7:36	0:04
ZM	7:43	7:35	0:07	6:56	5:50	1:06	7:41	7:27	0:14	8:09	8:49	-0:40	8:52	9:14	-0:21	9:27	9:11	0:15	5:02	7:09	-2:06	11:21	10:58	0:22
MediaWorks Combo	13:50	13:20	0:30	11:52	11:02	0:49	12:05	10:59	1:05	14:06	12:15	1:51	13:17	12:47	0:30	12:05	13:28	-1:23	15:47	15:40	0:06	11:51	11:56	-0:04
NZME Combo	10:08	9:51	0:16	6:12	6:10	0:01	7:30	7:24	0:05	9:19	9:07	0:11	9:16	9:19	-0:03	9:45	10:19	-0:33	13:25	13:19	0:06	10:13	10:43	-0:29
All Commercial Radio	15:58	15:47	0:11	12:34	12:23	0:11	13:16	12:54	0:22	15:30	14:29	1:00	15:01	15:07	-0:05	14:17	15:50	-1:33	19:09	18:54	0:14	14:04	14:35	-0:30
Potential (000)	116.6	116.7	-0.1	32.8	33.5	-0.7	43.0	43.1	-0.1	31.6	31.4	0.2	46.8	46.8	0.0	30.9	31.1	-0.2	27.6	27.2	0.4	15.7	16.1	-0.4
Sample	821	824	-3	157	165	-8	206	231	-25	192	211	-19	299	321	-22	238	244	-6	267	257	10	127	134	-7

MediaWorks Combo: Breeze, Edge, Magic, Magic Talk (until 20th March 2022), More FM, Radio Dunedin, Rock, The Sound, Today FM (from 21st March 2022), or internet only listening to Mai, George FM

NZME Combo: Coast, Flava, Gold AM, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokanui

*Listed as Magic Music in S4 2021

**Today FM/Magic Talk includes Magic Talk for S4 2021 and Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period) for S1 2022

DUNEDIN COMMERCIAL RADIO - SURVEY 1 2022

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

Survey Comparisons: 4/2021 - 1/2022

This Survey Period: Sun Apr 11 to Sat Nov 6 2021 & Sun Jan 30 to Sat Apr 9 2022

Last Survey Period: Sun Jan 31 to Sat Nov 6 2021

	This	Last	+/-
Potential (000)	116.6	116.7	-0.1
Sample Size	821	824	-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	4:02	3:28	0:34	3:45	3:23	0:21	4:14	3:58	0:16	1:40	1:44	-0:04	1:40	1:26	0:13	5:11	2:05	3:05	4:15	3:38	0:36
Coast	2:09	1:59	0:10	3:47	3:56	-0:08	4:06	4:05	0:01	2:06	1:37	0:28	1:58	1:53	0:04	1:49	2:00	-0:10	5:27	3:59	1:27
Edge	2:14	2:40	-0:26	2:39	3:14	-0:35	2:44	3:22	-0:37	1:31	1:44	-0:13	1:44	1:31	0:12	2:17	3:51	-1:33	2:44	2:11	0:32
Flava	1:49	2:10	-0:21	2:10	2:11	-0:01	2:03	2:31	-0:27	1:35	1:14	0:21	0:33	0:37	-0:03	1:53	2:14	-0:21	2:45	1:58	0:46
Gold AM	0:22	0:59	-0:36	3:30	2:09	1:21	1:53	1:25	0:28	0:15	*	*	1:31	2:15	-0:43	*	*	*	0:58	0:30	0:28
Life FM	2:42	2:48	-0:05	5:00	2:29	2:31	4:14	2:32	1:41	3:19	2:50	0:29	0:29	0:28	0:01	1:54	1:35	0:19	1:47	1:27	0:20
Magic*	2:06	2:04	0:01	2:55	3:07	-0:12	3:04	3:34	-0:30	2:07	1:56	0:10	2:01	1:45	0:15	1:28	1:06	0:21	3:43	4:41	-0:57
More FM	3:40	3:09	0:30	3:17	3:19	-0:01	4:29	4:31	-0:01	1:39	1:31	0:07	1:34	1:25	0:09	2:54	2:02	0:51	2:58	2:51	0:07
Newstalk ZB	5:08	5:24	-0:15	4:01	4:09	-0:08	3:29	4:06	-0:36	3:13	2:32	0:41	4:32	4:58	-0:25	4:01	4:13	-0:12	4:44	4:59	-0:15
Radio Dunedin	4:34	4:50	-0:15	5:23	5:10	0:13	7:21	6:35	0:46	4:02	3:34	0:27	2:42	2:51	-0:08	5:00	4:24	0:35	5:57	5:31	0:25
Radio Hauraki	2:16	1:55	0:21	2:22	2:31	-0:09	2:13	2:24	-0:10	1:30	1:06	0:23	3:32	1:17	2:14	1:00	1:00	0:00	1:49	1:25	0:24
Rhema	4:30	0:30	4:00	0:49	0:30	0:19	1:00	0:49	0:10	0:22	0:29	-0:06	*	*	*	0:15	*	*	0:35	1:57	-1:21
Rock	2:34	2:39	-0:05	4:46	4:41	0:04	6:06	5:20	0:45	2:36	2:24	0:11	2:25	2:18	0:06	1:54	1:48	0:06	2:42	2:34	0:07
Star	2:42	2:25	0:16	0:40	0:44	-0:03	1:15	1:14	0:00	0:39	1:00	-0:20	0:52	1:21	-0:28	*	*	*	1:47	0:48	0:58
Tahu FM	*	*	*	1:15	1:15	0:00	1:41	1:54	-0:13	1:00	0:48	0:11	0:15	0:15	0:00	0:15	0:15	0:00	4:15	3:16	0:58
The Hits	2:23	2:15	0:08	3:06	3:11	-0:04	2:06	2:36	-0:30	1:23	1:26	-0:03	0:58	0:50	0:07	1:07	1:04	0:02	1:33	1:52	-0:18
The Sound	2:31	2:23	0:07	4:20	4:35	-0:15	4:44	4:40	0:03	1:59	2:00	-0:01	1:20	1:01	0:18	1:51	1:56	-0:04	4:09	3:58	0:11
Today FM/Magic Talk**	2:46	2:35	0:11	4:26	4:37	-0:10	4:06	3:18	0:48	1:11	1:21	-0:10	2:11	2:33	-0:21	2:32	2:15	0:16	2:45	2:31	0:13
ZM	2:24	2:04	0:19	3:38	4:09	-0:30	4:13	3:56	0:16	1:34	1:39	-0:05	1:05	1:10	-0:04	2:39	2:31	0:08	2:55	2:32	0:22
MediaWorks Combo	3:55	3:48	0:07	4:32	4:34	-0:02	5:30	5:23	0:06	2:26	2:18	0:08	2:00	1:49	0:11	3:48	2:55	0:53	4:19	4:02	0:16
NZME Combo	3:16	3:01	0:15	3:47	3:49	-0:02	3:29	3:39	-0:09	2:05	1:49	0:15	2:37	2:08	0:29	3:22	3:31	-0:08	3:22	2:57	0:25
All Commercial Radio	4:14	4:05	0:09	4:50	4:56	-0:06	5:14	5:16	-0:01	2:34	2:24	0:10	2:26	2:13	0:13	3:56	3:29	0:26	4:29	4:13	0:15

MediaWorks Combo: Breeze, Edge, Magic, Magic Talk (until 20th March 2022), More FM, Radio Dunedin, Rock, The Sound, Today FM (from 21st March 2022), or internet only listening to Mai, George FM

NZME Combo: Coast, Flava, Gold AM, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui

*Listed as Magic Music in S4 2021

**Today FM/Magic Talk includes Magic Talk for S4 2021 and Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period) for S1 2022