



DUNEDIN COMMERCIAL RADIO - SURVEY 2 2022

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

Survey Comparisons: 1/2022 - 2/2022

This Survey Period: Sun Jun 20 to Sat Nov 6 2021 & Sun Jan 30 to Sat Jun 18 2022

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

	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	7.9	8.7	-0.8	5	8.5	8.0	0.5	7.8	7.1	0.7	8.3	7.2	1.1	8.7	8.9	-0.2	9.3	12.5	-3.2	8.9	12.0	-3.1	7.8	10.3	-2.5
Coast	4.4	4.1	0.3	10	1.1	1.0	0.1	2.6	2.8	-0.2	3.2	3.6	-0.4	3.0	3.4	-0.4	2.4	2.8	-0.4	4.8	4.9	-0.1	0.8	0.7	0.1
Edge	5.5	7.8	-2.3	9	12.1	18.9	-6.8	10.4	15.1	-4.7	9.6	8.8	0.8	8.0	8.2	-0.2	3.0	4.5	-1.5	1.5	1.9	-0.4	6.9	7.3	-0.4
Flava	1.6	2.2	-0.6	14	3.2	3.7	-0.5	4.5	3.2	1.3	4.0	4.9	-0.9	2.7	3.5	-0.8	0.1	0.1	0.0	*	0.1	*	1.8	2.3	-0.5
Gold AM	0.3	0.2	0.1	16	*	*	*	*	*	*	*	*	*	0.1	*	*	0.3	0.2	0.1	0.4	0.3	0.1	0.3	*	*
Life FM	0.8	0.8	0.0	15	*	*	*	0.1	0.1	0.0	*	0.1	*	0.3	0.4	-0.1	2.0	2.2	-0.2	2.1	2.2	-0.1	*	0.2	*
Magic	3.5	2.8	0.7	12	3.8	0.8	3.0	0.1	0.1	0.0	1.1	0.7	0.4	1.7	1.4	0.3	4.8	6.3	-1.5	5.7	6.6	-0.9	2.0	1.8	0.2
More FM	8.0	9.0	-1.0	4	10.8	8.2	2.6	5.5	7.5	-2.0	8.1	14.2	-6.1	10.5	14.2	-3.7	12.8	11.6	1.2	6.8	5.9	0.9	9.0	6.9	2.1
Newstalk ZB	15.1	13.4	1.7	1	7.8	3.4	4.4	3.4	3.9	-0.5	5.4	5.0	0.4	4.9	4.4	0.5	11.2	9.9	1.3	23.8	23.9	-0.1	10.8	3.3	7.5
Radio Dunedin	14.1	11.9	2.2	2	8.6	8.2	0.4	6.8	6.3	0.5	3.1	3.0	0.1	2.1	2.3	-0.2	7.2	4.1	3.1	18.1	16.2	1.9	3.2	6.5	-3.3
Radio Hauraki	4.1	2.4	1.7	11	2.2	1.7	0.5	7.3	3.2	4.1	8.0	3.6	4.4	9.7	5.0	4.7	5.9	4.3	1.6	0.7	0.4	0.3	2.2	1.4	0.8
Rhema	0.1	0.1	0.0	18	*	*	*	*	*	*	*	*	*	*	*	*	0.1	0.2	-0.1	0.1	0.2	-0.1	*	*	*
Rock	8.9	9.8	-0.9	3	11.8	11.2	0.6	16.9	19.1	-2.2	15.2	19.2	-4.0	12.6	15.1	-2.5	9.3	6.6	2.7	6.9	5.4	1.5	16.0	13.0	3.0
Star	0.2	0.2	0.0	17	*	*	*	*	*	*	*	*	*	0.1	0.1	0.0	0.3	0.4	-0.1	0.3	0.3	0.0	0.3	0.3	0.0
Tahu FM	0.1	0.1	0.0	18	*	0.1	*	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0	*	*	*	0.2	0.2	0.0	*	*	*
The Hits	6.1	5.4	0.7	8	2.9	3.4	-0.5	5.6	5.8	-0.2	6.5	6.5	0.0	8.5	7.5	1.0	11.1	10.4	0.7	7.1	6.0	1.1	14.7	11.6	3.1
The Sound	6.3	7.4	-1.1	7	8.9	12.9	-4.0	5.4	4.2	1.2	6.7	4.5	2.2	7.1	7.1	0.0	8.8	9.9	-1.1	6.3	6.1	0.2	3.5	4.2	-0.7
Today FM/Magic Talk*	3.1	2.9	0.2	13	0.8	0.8	0.0	3.1	2.4	0.7	5.1	4.0	1.1	5.2	4.3	0.9	2.8	3.4	-0.6	2.0	2.4	-0.4	3.4	4.0	-0.6
ZM	6.8	8.6	-1.8	6	15.2	16.0	-0.8	17.9	17.9	0.0	12.8	13.5	-0.7	10.6	12.3	-1.7	3.5	5.8	-2.3	1.1	1.5	-0.4	13.7	24.9	-11.2
MediaWorks Combo	58.0	60.5	-2.5		65.6	69.0	-3.4	56.4	61.9	-5.5	57.6	61.6	-4.0	57.0	61.5	-4.5	59.3	59.8	-0.5	56.8	57.1	-0.3	53.6	54.0	-0.4
NZME Combo	38.4	36.3	2.1		32.4	29.3	3.1	41.2	36.7	4.5	40.0	37.1	2.9	39.5	36.1	3.4	34.5	33.5	1.0	37.9	37.2	0.7	44.3	44.3	0.0
Potential (000)	116.6	116.6	0.0		32.8	32.8	0.0	43.8	43.0	0.8	31.6	31.6	0.0	46.8	46.8	0.0	30.9	30.9	0.0	27.6	27.6	0.0	17.6	15.7	1.9
Sample	806	821	-15		157	157	0	221	206	15	200	192	8	289	299	-10	215	238	-23	265	267	-2	125	127	-2

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

*Today FM/Magic Talk includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period for S1 2022 / 13 weeks of survey period for S2 2022)



DUNEDIN COMMERCIAL RADIO - SURVEY 2 2022

Station Share (%) by Daypart, People 10+

Survey Comparisons: 1/2022 - 2/2022

This Survey Period: Sun Jun 20 to Sat Nov 6 2021 & Sun Jan 30 to Sat Jun 18 2022

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

	This	Last	+/-
Potential (000)	116.6	116.6	0.0
Sample Size	806	821	-15

	Breakfast				Morning			Afternoon			Drive				Night			Mid Dawn			Weekend		
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	
Breeze	9.6	11.0	-1.4	4	8.7	9.1	-0.4	6.6	7.0	-0.4	5.2	6.2	-1.0	4.4	4.7	-0.3	16.1	17.8	-1.7	8.0	8.8	-0.8	
Coast	2.6	2.6	0.0	13	5.1	4.2	0.9	5.1	4.3	0.8	4.9	4.8	0.1	3.4	3.2	0.2	1.3	1.4	-0.1	5.2	5.3	-0.1	
Edge	4.6	7.1	-2.5	10	4.9	7.4	-2.5	5.3	7.9	-2.6	8.3	9.6	-1.3	5.1	9.3	-4.2	1.0	6.7	-5.7	6.4	7.6	-1.2	
Flava	1.4	1.8	-0.4	14	1.4	1.5	-0.1	1.5	2.0	-0.5	1.7	2.7	-1.0	0.9	1.1	-0.2	0.6	0.7	-0.1	2.2	3.9	-1.7	
Gold AM	*	*	*	*	0.5	0.4	0.1	0.2	0.1	0.1	*	*	*	0.1	0.3	-0.2	*	*	*	0.6	0.2	0.4	
Life FM	0.9	0.9	0.0	15	1.0	0.9	0.1	1.0	0.9	0.1	1.3	1.4	-0.1	0.5	0.5	0.0	0.9	0.7	0.2	0.4	0.4	0.0	
Magic	2.7	2.0	0.7	12	3.4	2.9	0.5	3.7	3.0	0.7	4.8	3.5	1.3	2.0	2.0	0.0	1.4	1.8	-0.4	4.2	3.3	0.9	
More FM	10.3	11.1	-0.8	3	6.4	8.7	-2.3	7.3	10.1	-2.8	6.4	8.3	-1.9	6.2	6.9	-0.7	7.7	4.8	2.9	9.6	8.0	1.6	
Newstalk ZB	17.1	15.3	1.8	1	10.8	9.4	1.4	8.7	6.8	1.9	11.9	10.4	1.5	37.5	33.2	4.3	36.6	32.6	4.0	15.3	14.5	0.8	
Radio Dunedin	12.2	10.5	1.7	2	12.9	10.9	2.0	16.5	13.3	3.2	13.9	11.6	2.3	6.6	7.0	-0.4	11.4	15.7	-4.3	16.6	13.2	3.4	
Radio Hauraki	4.9	3.4	1.5	9	4.8	2.1	2.7	6.0	3.2	2.8	2.9	2.2	0.7	2.6	1.8	0.8	1.3	0.4	0.9	2.3	1.8	0.5	
Rhema	0.2	0.1	0.1	17	0.1	0.1	0.0	*	0.1	*	0.3	0.1	0.2	*	*	*	0.1	0.1	0.0	*	0.1	*	
Rock	7.6	8.2	-0.6	6	10.2	12.5	-2.3	11.3	13.3	-2.0	14.3	12.9	1.4	9.7	8.1	1.6	2.5	2.8	-0.3	5.0	5.3	-0.3	
Star	0.3	0.4	-0.1	16	*	0.1	*	0.2	0.1	0.1	0.1	0.1	0.0	0.8	0.6	0.2	*	*	*	0.4	0.3	0.1	
Tahu FM	*	*	*	*	0.1	*	*	0.2	0.2	0.0	*	0.2	*	*	*	*	0.1	0.1	0.0	0.2	0.1	0.1	
The Hits	9.2	7.1	2.1	5	7.8	6.4	1.4	5.5	4.7	0.8	5.9	6.5	-0.6	2.3	2.4	-0.1	2.0	1.6	0.4	4.6	4.9	-0.3	
The Sound	5.6	6.0	-0.4	8	7.6	9.0	-1.4	6.9	7.9	-1.0	5.7	6.4	-0.7	6.3	7.3	-1.0	7.0	6.1	0.9	5.6	7.5	-1.9	
Today FM/Magic Talk*	2.9	3.1	-0.2	11	3.9	3.4	0.5	3.5	3.3	0.2	1.7	1.7	0.0	3.3	3.4	-0.1	5.0	3.4	1.6	2.8	2.4	0.4	
ZM	6.1	7.8	-1.7	7	8.0	9.8	-1.8	8.0	10.2	-2.2	8.2	9.2	-1.0	3.9	4.6	-0.7	2.2	2.2	0.0	6.2	8.6	-2.4	
MediaWorks Combo	55.6	59.1	-3.5		58.9	64.2	-5.3	62.0	66.2	-4.2	60.5	60.4	0.1	43.7	48.6	-4.9	52.3	59.0	-6.7	58.5	56.3	2.2	
NZME Combo	41.4	38.0	3.4		38.4	33.8	4.6	35.0	31.3	3.7	35.5	35.8	-0.3	50.7	46.6	4.1	44.1	38.8	5.3	36.4	39.2	-2.8	

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 Hokonui

*Today FM/Magic Talk includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period for S1 2022 / 13 weeks of survey period for S2 2022)



DUNEDIN COMMERCIAL RADIO - SURVEY 2 2022

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

Survey Comparisons: 1/2022 - 2/2022

This Survey Period: Sun Jun 20 to Sat Nov 6 2021 & Sun Jan 30 to Sat Jun 18 2022

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

	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	11.9	12.4	-0.5	6	3.2	3.5	-0.3	4.0	4.5	-0.5	2.9	3.2	-0.3	5.0	5.5	-0.5	4.2	4.2	0.0	3.6	3.4	0.2	2.4	1.8	0.6
Coast	6.6	5.9	0.7	11	0.8	0.3	0.5	0.9	0.8	0.1	1.0	1.3	-0.3	1.8	2.2	-0.4	2.0	1.8	0.2	2.8	2.7	0.1	0.4	0.3	0.1
Edge	16.9	18.1	-1.2	1	7.6	8.7	-1.1	11.0	12.7	-1.7	6.7	6.7	0.0	8.0	8.3	-0.3	2.2	2.4	-0.2	1.3	1.1	0.2	3.2	2.7	0.5
Flava	4.2	5.5	-1.3	14	2.3	2.9	-0.6	3.2	3.4	-0.2	1.6	2.1	-0.5	1.7	2.3	-0.6	0.2	0.3	-0.1	0.1	0.3	-0.2	1.0	1.2	-0.2
Gold AM	1.7	0.9	0.8	15	0.1	*	*	*	*	*	0.1	*	*	0.4	*	*	0.8	0.4	0.4	0.7	0.7	0.0	0.4	0.1	0.3
Life FM	1.3	1.8	-0.5	16	0.2	0.2	0.0	0.3	0.3	0.0	0.1	0.3	-0.2	0.4	0.7	-0.3	0.8	0.9	-0.1	0.7	0.7	0.0	*	0.2	*
Magic	6.2	5.6	0.6	12	0.7	0.4	0.3	0.2	0.3	-0.1	1.1	0.7	0.4	2.1	2.0	0.1	2.6	2.8	-0.2	3.2	2.9	0.3	0.8	0.5	0.3
More FM	13.8	15.3	-1.5	4	5.0	4.8	0.2	5.1	5.9	-0.8	3.6	4.9	-1.3	5.6	7.3	-1.7	4.1	4.4	-0.3	3.0	2.9	0.1	2.2	1.6	0.6
Newstalk ZB	13.7	11.9	1.8	5	0.9	0.9	0.0	1.4	1.6	-0.2	2.3	2.2	0.1	3.7	3.1	0.6	4.1	3.0	1.1	6.5	5.4	1.1	1.9	0.8	1.1
Radio Dunedin	9.5	9.7	-0.2	9	1.2	1.6	-0.4	1.6	2.2	-0.6	0.8	1.1	-0.3	0.9	1.4	-0.5	1.5	1.3	0.2	4.3	3.5	0.8	0.1	0.3	-0.2
Radio Hauraki	8.7	6.4	2.3	10	1.4	1.3	0.1	4.1	3.2	0.9	3.7	2.9	0.8	6.3	4.5	1.8	3.1	2.0	1.1	0.9	0.6	0.3	1.9	1.1	0.8
Rhema	0.9	1.2	-0.3	17	*	*	*	*	*	*	0.1	0.2	-0.1	0.1	0.2	-0.1	0.1	0.1	0.0	0.5	0.8	-0.3	*	*	*
Rock	11.3	12.1	-0.8	7	2.6	2.9	-0.3	5.4	6.5	-1.1	4.8	6.0	-1.2	7.2	7.5	-0.3	3.4	2.7	0.7	1.5	1.7	-0.2	2.9	1.9	1.0
Star	0.9	0.9	0.0	17	*	*	*	*	*	*	*	*	*	0.1	0.2	-0.1	0.4	0.4	0.0	0.5	0.4	0.1	0.1	0.1	0.0
Tahu FM	0.7	0.9	-0.2	19	*	0.3	*	0.3	0.5	-0.2	0.5	0.5	0.0	0.5	0.5	0.0	*	*	*	0.2	0.2	0.0	*	*	*
The Hits	15.0	16.2	-1.2	3	3.8	5.0	-1.2	6.1	7.3	-1.2	4.7	5.3	-0.6	7.3	7.5	-0.2	5.1	4.8	0.3	3.5	3.4	0.1	3.5	2.5	1.0
The Sound	10.6	12.7	-2.1	8	3.0	4.2	-1.2	3.5	3.7	-0.2	3.0	2.8	0.2	4.9	5.6	-0.7	3.8	4.6	-0.8	2.6	2.8	-0.2	1.3	1.7	-0.4
Today FM/Magic Talk*	5.2	5.4	-0.2	13	1.1	1.3	-0.2	1.6	1.4	0.2	1.4	1.5	-0.1	1.9	2.2	-0.3	0.9	1.1	-0.2	1.4	1.5	-0.1	0.9	0.9	0.0
ZM	16.0	15.7	0.3	2	7.0	7.0	0.0	11.6	10.4	1.2	6.7	6.3	0.4	8.0	7.4	0.6	2.0	2.1	-0.1	1.0	1.2	-0.2	3.7	3.9	-0.2
MediaWorks Combo	58.9	61.4	-2.5		16.1	17.8	-1.7	21.7	22.9	-1.2	15.7	16.4	-0.7	23.5	24.9	-1.4	16.4	16.8	-0.4	15.5	15.0	0.5	9.0	8.0	1.0
NZME Combo	51.5	50.3	1.2		13.7	14.4	-0.7	21.4	21.9	-0.5	14.4	15.0	-0.6	21.4	21.0	0.4	13.6	11.6	2.0	12.6	11.5	1.1	9.6	7.6	2.0
All Commercial Radio	83.3	87.9	-4.6		20.7	24.3	-3.6	30.2	33.8	-3.6	22.9	24.3	-1.4	34.2	35.8	-1.6	23.8	23.7	0.1	22.1	21.6	0.5	13.8	12.5	1.3
Potential (000)	116.6	116.6	0.0		32.8	32.8	0.0	43.8	43.0	0.8	31.6	31.6	0.0	46.8	46.8	0.0	30.9	30.9	0.0	27.6	27.6	0.0	17.6	15.7	1.9
Sample	806	821	-15		157	157	0	221	206	15	200	192	8	289	299	-10	215	238	-23	265	267	-2	125	127	-2

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

*Today FM/Magic Talk includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period for S1 2022 / 13 weeks of survey period for S2 2022)



DUNEDIN COMMERCIAL RADIO - SURVEY 2 2022

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

Survey Comparisons: 1/2022 - 2/2022

This Survey Period: Sun Jun 20 to Sat Nov 6 2021 & Sun Jan 30 to Sat Jun 18 2022

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

	This	Last	+/-
Potential (000)	116.6	116.6	0.0
Sample Size	806	821	-15

	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	6.1	7.1	-1.0	8	6.0	6.0	0.0	5.3	5.1	0.2	5.5	5.8	-0.3	2.1	2.2	-0.1	1.9	1.8	0.1	6.6	6.1	0.5						
Coast	3.4	3.2	0.2	11	3.1	2.7	0.4	3.9	3.3	0.6	3.8	3.5	0.3	1.4	1.3	0.1	0.4	0.4	0.0	3.2	2.9	0.3						
Edge	8.1	8.3	-0.2	4	6.5	6.9	-0.4	7.6	8.9	-1.3	8.8	9.8	-1.0	3.5	4.3	-0.8	1.0	1.6	-0.6	8.7	8.2	0.5						
Flava	1.9	2.5	-0.6	14	1.0	1.8	-0.8	2.1	3.0	-0.9	2.0	2.6	-0.6	1.3	1.5	-0.2	0.2	0.2	0.0	3.0	4.1	-1.1						
Gold AM	0.2	0.2	0.0	17	0.3	0.3	0.0	0.7	0.2	0.5	0.3	0.1	0.2	0.1	0.1	0.0	*	*	*	1.1	0.6	0.5						
Life FM	0.5	0.9	-0.4	15	0.3	0.5	-0.2	0.7	0.7	0.0	0.4	0.6	-0.2	0.7	0.8	-0.1	0.2	0.2	0.0	0.5	0.7	-0.2						
Magic	3.2	2.5	0.7	12	2.6	2.4	0.2	3.6	3.0	0.6	2.9	2.5	0.4	1.1	0.8	0.3	0.5	0.7	-0.2	3.3	2.6	0.7						
More FM	6.4	7.9	-1.5	6	4.9	6.6	-1.7	5.4	6.9	-1.5	6.1	7.8	-1.7	2.7	3.5	-0.8	1.5	0.9	0.6	8.7	7.9	0.8						
Newstalk ZB	8.4	7.7	0.7	2	5.9	5.9	0.0	6.4	6.1	0.3	5.0	5.0	0.0	7.0	5.9	1.1	4.8	4.4	0.4	10.8	9.1	1.7						
Radio Dunedin	6.4	6.0	0.4	6	5.7	5.0	0.7	6.4	5.6	0.8	5.3	4.5	0.8	2.3	2.1	0.2	1.6	1.7	-0.1	7.1	6.5	0.6						
Radio Hauraki	4.4	3.8	0.6	10	3.0	2.2	0.8	6.0	4.5	1.5	3.1	2.2	0.9	0.8	0.4	0.4	0.6	0.2	0.4	3.9	2.9	1.0						
Rhema	0.1	0.1	0.0	18	0.1	0.3	-0.2	0.2	0.3	-0.1	0.3	0.5	-0.2	0.1	*	*	0.1	0.2	-0.1	0.3	0.5	-0.2						
Rock	7.2	8.4	-1.2	5	5.1	6.5	-1.4	6.7	6.8	-0.1	6.9	7.7	-0.8	3.1	2.7	0.4	0.7	0.8	-0.1	5.8	5.8	0.0						
Star	0.3	0.4	-0.1	16	0.1	0.2	-0.1	0.3	0.2	0.1	0.2	0.3	-0.1	0.6	0.6	0.0	*	*	*	0.7	0.6	0.1						
Tahu FM	*	*	*	*	0.1	0.1	0.0	0.4	0.4	0.0	0.2	0.3	-0.1	0.1	0.1	0.0	0.1	0.2	-0.1	0.3	0.1	0.2						
The Hits	8.3	7.7	0.6	3	5.5	5.1	0.4	6.5	6.8	-0.3	6.0	7.3	-1.3	1.7	2.0	-0.3	1.1	0.8	0.3	8.7	9.3	-0.6						
The Sound	5.0	6.2	-1.2	9	4.3	5.2	-0.9	4.7	5.1	-0.4	4.2	5.0	-0.8	3.2	4.4	-1.2	1.8	1.8	0.0	4.2	5.3	-1.1						
Today FM/Magic Talk*	2.3	2.9	-0.6	13	2.0	1.9	0.1	2.5	2.5	0.0	2.1	2.2	-0.1	1.1	1.2	-0.1	0.7	0.7	0.0	2.8	2.6	0.2						
ZM	8.5	8.5	0.0	1	5.6	6.7	-1.1	6.9	7.5	-0.6	8.9	9.1	-0.2	3.0	3.4	-0.4	0.6	0.4	0.2	7.7	8.7	-1.0						
MediaWorks Combo	36.6	39.2	-2.6		32.7	35.2	-2.5	36.5	37.3	-0.8	35.0	38.5	-3.5	17.0	19.4	-2.4	8.8	8.3	0.5	39.2	38.5	0.7						
NZME Combo	31.2	30.2	1.0		21.8	22.2	-0.4	28.3	27.9	0.4	25.3	26.7	-1.4	14.6	14.2	0.4	7.3	6.2	1.1	33.7	34.3	-0.6						
All Commercial Radio	57.8	61.3	-3.5		48.9	51.4	-2.5	57.5	59.1	-1.6	55.4	60.3	-4.9	30.8	32.8	-2.0	14.8	13.6	1.2	64.7	65.8	-1.1						

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

*Today FM/Magic Talk includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period for S1 2022 / 13 weeks of survey period for S2 2022)



DUNEDIN COMMERCIAL RADIO - SURVEY 2 2022

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

Survey Comparisons: 1/2022 - 2/2022

This Survey Period: Sun Jun 20 to Sat Nov 6 2021 & Sun Jan 30 to Sat Jun 18 2022

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

	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	9:09	9:51	-0:41	6:31	7:00	-0:29	7:06	7:01	0:05	9:05	8:27	0:38	8:27	8:38	-0:11	8:47	10:06	-1:18	11:43	14:48	-3:04	6:35	10:06	-3:31
Coast	9:10	9:44	-0:34	3:09	9:41	-6:32	10:51	15:08	-4:17	10:39	10:10	0:28	8:03	8:30	-0:26	4:57	5:20	-0:23	8:08	7:27	0:41	3:55	4:15	-0:19
Edge	4:28	6:02	-1:34	3:53	6:37	-2:43	3:29	5:21	-1:52	4:40	4:56	-0:15	4:52	5:19	-0:27	5:24	6:19	-0:54	5:21	6:51	-1:30	4:23	4:40	-0:17
Flava	5:09	5:41	-0:31	3:29	3:57	-0:28	5:10	4:10	0:59	7:58	8:48	-0:49	7:30	8:14	-0:43	1:15	1:14	0:00	0:30	2:17	-1:47	3:45	3:17	0:28
Gold AM	2:15	2:19	-0:03	1:00	*	*	*	*	*	1:15	*	*	1:33	*	*	1:43	1:47	-0:04	2:14	1:57	0:17	1:32	0:15	1:17
Life FM	8:32	6:31	2:01	0:30	0:30	0:00	0:46	0:48	-0:01	1:30	2:06	-0:36	3:00	3:03	-0:02	10:32	8:27	2:05	15:02	12:09	2:52	*	2:30	*
Magic	7:48	7:05	0:42	12:49	6:21	6:27	1:16	1:02	0:14	3:24	3:34	-0:10	3:51	3:38	0:13	7:21	7:34	-0:12	8:30	9:13	-0:42	5:09	6:36	-1:26
More FM	7:57	8:15	-0:18	5:13	5:15	-0:01	4:00	5:39	-1:39	7:14	10:50	-3:35	9:03	10:26	-1:23	12:28	8:57	3:30	10:55	8:15	2:40	8:28	7:24	1:04
Newstalk ZB	15:04	15:45	-0:40	21:18	12:15	9:02	8:45	11:03	-2:17	7:27	8:42	-1:15	6:27	7:37	-1:09	11:03	11:03	0:00	17:22	18:25	-1:03	11:21	7:06	4:14
Radio Dunedin	20:19	17:09	3:10	17:26	15:46	1:40	15:53	13:08	2:45	13:24	10:28	2:56	11:45	8:32	3:13	18:31	10:30	8:01	19:52	19:24	0:28	71:45	44:39	27:05
Radio Hauraki	6:24	5:17	1:07	3:38	4:03	-0:24	6:29	4:28	2:01	6:57	4:41	2:16	7:29	5:57	1:32	7:31	7:15	0:16	3:41	3:19	0:21	2:22	2:10	0:11
Rhema	1:24	1:07	0:16	*	*	*	*	*	*	0:15	0:15	0:00	0:15	0:15	0:00	6:00	6:00	0:00	1:18	1:02	0:16	*	*	*
Rock	10:53	11:23	-0:30	11:15	11:41	-0:25	11:24	13:11	-1:46	10:15	12:01	-1:45	8:29	10:53	-2:23	10:46	8:18	2:28	21:38	13:09	8:29	11:16	12:08	-0:52
Star	3:42	3:32	0:10	*	*	*	*	*	*	3:00	3:00	0:00	3:00	3:00	0:00	3:28	3:26	0:01	3:30	3:14	0:16	5:45	5:45	0:00
Tahu FM	2:07	1:37	0:30	*	1:00	*	0:44	1:00	-0:15	0:35	0:37	-0:01	0:35	0:37	-0:01	*	*	*	5:30	5:30	0:00	*	*	*
The Hits	5:35	4:42	0:53	1:52	2:03	-0:11	3:21	3:33	-0:11	4:27	4:36	-0:09	5:36	5:23	0:13	8:44	7:16	1:28	9:30	7:15	2:15	8:29	8:03	0:26
The Sound	8:15	8:08	0:06	7:09	9:17	-2:07	5:45	5:05	0:39	7:14	6:06	1:07	7:03	6:48	0:15	9:20	7:12	2:07	11:32	8:53	2:39	5:28	4:27	1:01
Today FM/Magic Talk*	8:15	7:37	0:38	1:43	1:50	-0:06	7:01	7:44	-0:42	11:48	10:03	1:44	13:18	10:44	2:34	12:55	10:14	2:41	6:38	6:38	0:00	7:40	7:41	-0:00
ZM	5:52	7:43	-1:50	5:17	6:56	-1:38	5:40	7:41	-2:01	6:09	8:09	-1:59	6:26	8:52	-2:26	7:06	9:27	-2:20	5:25	5:02	0:22	7:28	11:21	-3:52
MediaWorks Combo	13:31	13:50	-0:19	9:52	11:52	-2:00	9:32	12:05	-2:33	11:52	14:06	-2:13	11:47	13:17	-1:30	14:27	12:05	2:22	17:27	15:47	1:40	12:03	11:51	0:11
NZME Combo	10:14	10:08	0:06	5:45	6:12	-0:26	7:03	7:30	-0:26	8:57	9:19	-0:22	8:58	9:16	-0:17	10:11	9:45	0:26	14:18	13:25	0:52	9:17	10:13	-0:56
All Commercial Radio	16:29	15:58	0:30	11:42	12:34	-0:52	12:10	13:16	-1:06	14:07	15:30	-1:22	14:11	15:01	-0:49	16:51	14:17	2:34	21:31	19:09	2:22	14:42	14:04	0:38
Potential (000)	116.6	116.6	0.0	32.8	32.8	0.0	43.8	43.0	0.8	31.6	31.6	0.0	46.8	46.8	0.0	30.9	30.9	0.0	27.6	27.6	0.0	17.6	15.7	1.9
Sample	806	821	-15	157	157	0	221	206	15	200	192	8	289	299	-10	215	238	-23	265	267	-2	125	127	-2

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

*Today FM/Magic Talk includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period for S1 2022 / 13 weeks of survey period for S2 2022)



DUNEDIN COMMERCIAL RADIO - SURVEY 2 2022

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

Survey Comparisons: 1/2022 - 2/2022

This Survey Period: Sun Jun 20 to Sat Nov 6 2021 & Sun Jan 30 to Sat Jun 18 2022

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

	This	Last	+/-
Potential (000)	116.6	116.6	0.0
Sample Size	806	821	-15

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

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

*Today FM/Magic Talk includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period for S1 2022 / 13 weeks of survey period for S2 2022)