



DUNEDIN COMMERCIAL RADIO - SURVEY 4 2022

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

Survey Comparisons: 3/2022 - 4/2022

This Survey Period: Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022

Last Survey Period: Sun Aug 29 to Sat Nov 6 2021 & Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Sep 3 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	7.4	6.3	1.1	4	3.1	7.5	-4.4	3.4	5.4	-2.0	8.1	5.5	2.6	8.9	5.5	3.4	9.7	6.9	2.8	8.3	7.2	1.1	10.4	7.2	3.2
Coast	4.4	4.3	0.1	11	1.4	1.4	0.0	2.1	2.2	-0.1	2.0	2.5	-0.5	2.2	2.6	-0.4	3.3	3.1	0.2	4.7	5.2	-0.5	1.0	1.0	0.0
Edge	6.8	5.0	1.8	6	21.2	10.8	10.4	12.1	10.8	1.3	7.7	9.1	-1.4	7.2	6.6	0.6	3.1	1.9	1.2	1.6	1.7	-0.1	7.6	5.8	1.8
Flava	2.8	2.1	0.7	13	4.8	3.5	1.3	8.3	5.8	2.5	7.0	5.4	1.6	5.0	3.7	1.3	0.2	0.2	0.0	0.1	0.1	0.0	3.4	1.3	2.1
Gold Sport**	0.5	0.5	0.0	16	0.1	*	*	0.2	0.2	0.0	0.3	0.2	0.1	0.3	0.3	0.0	1.0	1.1	-0.1	0.9	0.9	0.0	1.4	1.6	-0.2
Life FM	1.9	0.7	1.2	14	1.9	0.1	1.8	2.9	1.4	1.5	2.1	1.5	0.6	3.5	1.2	2.3	2.7	0.4	2.3	0.6	0.8	-0.2	2.0	*	*
Magic	3.5	3.0	0.5	12	4.0	2.2	1.8	0.1	0.1	0.0	0.3	0.3	0.0	0.9	1.3	-0.4	4.2	5.0	-0.8	6.4	5.6	0.8	1.1	1.5	-0.4
More FM	7.2	9.5	-2.3	5	11.0	12.4	-1.4	4.0	5.6	-1.6	8.9	8.0	0.9	7.4	10.8	-3.4	5.4	12.7	-7.3	5.5	7.5	-2.0	10.0	13.2	-3.2
Newstalk ZB	15.1	16.5	-1.4	1	7.1	8.1	-1.0	2.7	4.9	-2.2	3.6	6.2	-2.6	3.6	6.0	-2.4	12.7	11.8	0.9	24.8	25.9	-1.1	10.2	10.6	-0.4
Radio Dunedin	9.1	10.6	-1.5	3	0.3	8.5	-8.2	0.8	4.6	-3.8	1.2	0.9	0.3	1.1	0.8	0.3	10.4	5.7	4.7	17.3	15.0	2.3	2.6	*	*
Radio Hauraki	5.4	4.2	1.2	9	1.7	2.9	-1.2	11.2	6.0	5.2	12.0	5.3	6.7	12.1	9.1	3.0	5.5	7.8	-2.3	0.9	0.7	0.2	3.7	1.7	2.0
Rhema	0.3	0.2	0.1	17	*	*	*	0.6	0.4	0.2	0.6	0.5	0.1	0.5	0.3	0.2	0.3	0.2	0.1	0.1	0.2	-0.1	0.2	*	*
Rock	12.6	12.4	0.2	2	11.3	13.2	-1.9	18.0	19.6	-1.6	19.4	22.2	-2.8	19.9	19.8	0.1	17.0	13.7	3.3	8.7	7.9	0.8	10.3	18.4	-8.1
SENZ Sport	0.3	0.2	0.1	17	*	*	*	*	*	*	0.5	0.4	0.1	0.5	0.4	0.1	0.3	0.3	0.0	0.2	0.2	0.0	1.2	0.9	0.3
Star	0.2	0.2	0.0	19	*	*	*	0.2	0.1	0.1	0.1	0.1	0.0	0.3	0.2	0.1	0.2	0.1	0.1	0.2	0.0	0.2	0.2	0.0	
Tahu FM	0.1	0.1	0.0	20	*	*	*	0.3	0.2	0.1	0.3	0.2	0.1	0.3	0.1	0.2	0.1	*	*	*	*	*	*	*	
The Hits	6.5	6.8	-0.3	7	8.8	4.8	4.0	4.9	5.8	-0.9	4.6	6.2	-1.6	7.0	9.0	-2.0	9.7	12.1	-2.4	6.6	7.4	-0.8	14.4	18.0	-3.6
The Sound	5.7	6.1	-0.4	8	7.5	7.5	0.0	5.1	6.6	-1.5	3.5	8.3	-4.8	4.9	7.0	-2.1	8.7	7.1	1.6	7.7	6.5	1.2	4.0	2.6	1.4
Today FM*	1.4	2.1	-0.7	15	*	0.7	*	1.0	1.0	0.0	1.0	2.8	-1.8	0.7	1.9	-1.2	1.7	2.3	-0.6	2.8	3.1	-0.3	0.5	3.7	-3.2
ZM	5.3	6.0	-0.7	10	8.4	14.1	-5.7	14.5	15.3	-0.8	12.1	10.7	1.4	9.3	8.3	1.0	1.5	2.3	-0.8	0.7	1.0	-0.3	13.2	10.4	2.8
MediaWorks Combo	55.3	55.4	-0.1		64.4	63.0	1.4	49.3	54.1	-4.8	51.2	57.3	-6.1	52.8	54.5	-1.7	61.5	56.6	4.9	58.2	54.9	3.3	48.8	53.8	-5.0
NZME Combo	39.9	40.3	-0.4		32.1	34.8	-2.7	44.0	40.2	3.8	41.6	36.7	4.9	39.5	39.1	0.4	33.7	38.3	-4.6	38.7	41.2	-2.5	47.2	44.6	2.6
Potential (000)	116.6	116.6	0.0		32.8	32.8	0.0	43.5	44.3	-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	18.6	16.6	2.0
Sample	813	802	11		145	143	2	182	190	-8	142	159	-17	217	234	-17	209	205	4	321	298	23	107	104	3

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, Humm FM (from S4 2022)

NZME Combo: Coast, Flava, Gold AM (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui

*Today FM includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022

**Gold AM renamed to Gold Sport from Mon Jun 27 2022



DUNEDIN COMMERCIAL RADIO - SURVEY 4 2022

Station Share (%) by Daypart, People 10+

Survey Comparisons: 3/2022 - 4/2022

This Survey Period: Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022

Last Survey Period: Sun Aug 29 to Sat Nov 6 2021 & Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Sep 3 2022

	This	Last	+/-
Potential (000)	116.6	116.6	0.0
Sample Size	813	802	11

	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	+/-
Breeze	6.6	7.5	-0.9	7	5.8	6.6	-0.8	7.7	5.7	2.0	6.1	3.8	2.3	4.9	4.2	0.7	20.5	15.1	5.4	8.1	5.9	2.2
Coast	2.4	2.5	-0.1	14	5.0	5.5	-0.5	5.4	4.9	0.5	5.5	4.8	0.7	2.6	2.4	0.2	1.4	1.5	-0.1	5.2	5.2	0.0
Edge	6.9	5.3	1.6	6	5.7	3.4	2.3	5.0	4.3	0.7	7.6	6.8	0.8	7.3	5.0	2.3	1.4	1.0	0.4	9.5	6.6	2.9
Flava	2.5	1.9	0.6	13	2.0	1.9	0.1	2.0	1.7	0.3	4.3	2.2	2.1	3.6	2.0	1.6	0.4	0.7	-0.3	3.7	2.9	0.8
Gold Sport**	0.2	0.2	0.0	17	0.1	0.4	-0.3	0.3	0.3	0.0	*	0.1	*	0.3	0.2	0.1	3.8	3.3	0.5	0.9	0.9	0.0
Life FM	3.8	0.8	3.0	11	0.9	0.6	0.3	1.6	0.4	1.2	1.2	0.8	0.4	3.2	1.9	1.3	1.8	0.9	0.9	1.1	0.6	0.5
Magic	2.8	2.8	0.0	12	2.9	2.3	0.6	2.4	2.4	0.0	4.0	4.1	-0.1	2.2	1.9	0.3	2.3	1.6	0.7	5.6	4.3	1.3
More FM	7.5	11.8	-4.3	5	5.7	7.9	-2.2	8.1	8.3	-0.2	5.4	6.7	-1.3	5.9	7.6	-1.7	6.0	10.4	-4.4	8.6	11.5	-2.9
Newstalk ZB	17.8	18.7	-0.9	1	14.3	12.3	2.0	10.9	10.6	0.3	11.5	13.0	-1.5	27.9	35.3	-7.4	25.8	31.7	-5.9	14.0	17.0	-3.0
Radio Dunedin	7.8	7.6	0.2	4	10.0	10.2	-0.2	8.6	13.5	-4.9	7.1	11.4	-4.3	8.1	4.3	3.8	9.5	7.2	2.3	11.1	12.7	-1.6
Radio Hauraki	5.6	4.0	1.6	10	8.0	5.2	2.8	8.3	6.0	2.3	5.2	3.5	1.7	2.9	6.2	-3.3	1.7	1.1	0.6	2.1	2.2	-0.1
Rhema	0.2	0.2	0.0	17	0.1	0.1	0.0	0.3	0.1	0.2	0.3	0.2	0.1	*	*	*	1.6	1.0	0.6	0.4	0.3	0.1
Rock	10.8	10.9	-0.1	2	16.3	15.5	0.8	16.6	15.8	0.8	16.3	17.9	-1.6	8.8	10.0	-1.2	1.7	5.3	-3.6	8.8	7.2	1.6
SENZ Sport	*	*	*	*	0.2	0.1	0.1	0.5	0.4	0.1	0.1	0.1	0.0	0.3	0.4	-0.1	*	*	*	0.4	0.4	0.0
Star	0.4	0.3	0.1	16	*	*	*	0.2	0.1	0.1	0.1	0.1	0.0	0.1	0.2	-0.1	0.1	0.1	0.0	0.4	0.4	0.0
Tahu FM	0.1	*	*	19	*	0.1	*	0.1	0.2	-0.1	0.2	0.1	0.1	*	*	*	*	*	*	0.2	0.3	-0.1
The Hits	8.9	9.3	-0.4	3	6.7	8.9	-2.2	6.4	6.8	-0.4	6.3	6.8	-0.5	4.2	2.5	1.7	3.3	3.1	0.2	5.7	5.0	0.7
The Sound	6.4	6.5	-0.1	8	7.0	6.8	0.2	6.9	6.3	0.6	4.2	5.0	-0.8	6.4	7.0	-0.6	5.5	7.5	-2.0	3.8	5.1	-1.3
Today FM*	1.1	1.5	-0.4	15	1.1	2.7	-1.6	1.6	2.8	-1.2	1.4	1.9	-0.5	1.6	1.2	0.4	3.2	2.4	0.8	1.4	1.6	-0.2
ZM	6.2	5.8	0.4	9	4.8	7.0	-2.2	4.1	7.0	-2.9	8.9	7.0	1.9	2.0	2.0	0.0	7.3	2.5	4.8	4.5	5.5	-1.0
MediaWorks Combo	50.4	54.1	-3.7		55.9	56.1	-0.2	58.4	60.0	-1.6	54.2	57.8	-3.6	50.1	41.2	8.9	51.3	50.7	0.6	58.7	55.4	3.3
NZME Combo	43.6	42.3	1.3		40.9	41.3	-0.4	37.3	37.3	0.0	41.7	37.4	4.3	43.5	50.5	-7.0	43.7	44.1	-0.4	36.1	38.7	-2.6

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NZME Combo: Coast, Flava, Gold AM (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui

*Today FM includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022

**Gold AM renamed to Gold Sport from Mon Jun 27 2022



DUNEDIN COMMERCIAL RADIO - SURVEY 4 2022

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

Survey Comparisons: 3/2022 - 4/2022

This Survey Period: Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022

Last Survey Period: Sun Aug 29 to Sat Nov 6 2021 & Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Sep 3 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	11.6	10.2	1.4	7	2.1	2.7	-0.6	3.5	3.5	0.0	3.5	2.3	1.2	5.3	3.5	1.8	4.2	3.5	0.7	4.1	3.7	0.4	3.1	1.9	1.2
Coast	6.9	6.5	0.4	11	0.9	0.9	0.0	0.7	0.8	-0.1	0.5	0.6	-0.1	1.5	1.7	-0.2	2.7	2.2	0.5	3.1	2.8	0.3	0.5	0.5	0.0
Edge	16.1	17.6	-1.5	2	6.2	7.7	-1.5	9.5	11.4	-1.9	6.9	7.3	-0.4	8.5	8.3	0.2	2.5	2.1	0.4	1.3	1.4	-0.1	3.0	2.5	0.5
Flava	6.8	4.9	1.9	12	2.9	2.3	0.6	4.2	3.6	0.6	2.8	2.0	0.8	3.4	2.3	1.1	1.0	0.5	0.5	0.4	0.3	0.1	1.4	0.9	0.5
Gold Sport**	2.2	2.3	-0.1	16	0.1	0.1	0.0	0.3	0.2	0.1	0.4	0.3	0.1	0.8	0.8	0.0	1.3	1.3	0.0	1.0	1.0	0.0	0.6	0.6	0.0
Life FM	2.9	1.4	1.5	15	0.8	0.3	0.5	1.0	0.8	0.2	0.7	0.5	0.2	1.8	0.6	1.2	1.3	0.5	0.8	0.3	0.5	-0.2	0.4	*	*
Magic	5.8	6.4	-0.6	13	0.6	0.4	0.2	0.1	0.1	0.0	0.6	0.5	0.1	1.2	1.9	-0.7	2.4	3.3	-0.9	3.4	3.6	-0.2	0.9	0.9	0.0
More FM	12.7	14.6	-1.9	5	4.7	5.8	-1.1	4.4	5.7	-1.3	4.2	3.7	0.5	5.6	5.5	0.1	2.7	3.8	-1.1	2.1	2.9	-0.8	3.1	2.4	0.7
Newstalk ZB	14.1	14.7	-0.6	4	0.5	1.0	-0.5	2.0	2.3	-0.3	2.6	2.8	-0.2	3.7	4.4	-0.7	4.7	4.1	0.6	7.2	6.3	0.9	2.1	2.1	0.0
Radio Dunedin	8.6	7.8	0.8	9	0.4	1.1	-0.7	1.0	1.3	-0.3	1.1	0.5	0.6	1.7	0.9	0.8	3.1	1.6	1.5	4.5	3.5	1.0	0.5	*	*
Radio Hauraki	8.4	7.3	1.1	10	1.0	1.4	-0.4	4.0	3.4	0.6	3.7	2.5	1.2	6.2	5.1	1.1	3.3	3.1	0.2	1.0	0.6	0.4	2.0	1.5	0.5
Rhema	1.1	0.9	0.2	18	0.1	*	*	0.3	0.2	0.1	0.3	0.3	0.0	0.5	0.3	0.2	0.3	0.1	0.2	0.4	0.5	-0.1	0.3	*	*
Rock	15.4	12.8	2.6	3	3.9	2.8	1.1	7.8	6.4	1.4	6.6	5.5	1.1	9.5	8.4	1.1	4.5	3.9	0.6	2.0	1.5	0.5	3.9	2.8	1.1
SENZ Sport	1.1	1.1	0.0	18	*	*	*	*	*	*	0.5	0.5	0.0	0.8	0.7	0.1	0.5	0.5	0.0	0.3	0.4	-0.1	0.7	0.5	0.2
Star	1.2	0.9	0.3	17	*	*	*	0.3	0.2	0.1	0.3	0.2	0.1	0.8	0.3	0.5	0.5	0.2	0.3	0.3	0.0	*	*	*	
Tahu FM	0.9	0.8	0.1	20	*	*	*	0.7	0.5	0.2	0.7	0.6	0.1	0.9	0.6	0.3	0.3	*	*	*	0.2	*	*	*	
The Hits	16.2	15.6	0.6	1	4.7	4.0	0.7	5.2	6.4	-1.2	4.6	5.0	-0.4	7.8	7.8	0.0	5.2	5.1	0.1	3.5	3.5	0.0	4.7	4.3	0.4
The Sound	10.5	11.1	-0.6	8	2.6	2.6	0.0	2.8	4.0	-1.2	1.9	3.5	-1.6	4.4	5.5	-1.1	4.8	4.2	0.6	3.5	3.0	0.5	0.7	1.1	-0.4
Today FM*	3.1	4.3	-1.2	14	0.3	1.2	-0.9	1.4	1.7	-0.3	1.0	1.1	-0.1	1.2	1.4	-0.2	0.6	0.8	-0.2	1.2	1.4	-0.2	0.4	0.6	-0.2
ZM	11.8	14.4	-2.6	6	3.1	6.3	-3.2	8.2	10.9	-2.7	6.6	6.1	0.5	8.3	7.3	1.0	2.0	1.8	0.2	0.4	0.7	-0.3	3.2	2.6	0.6
MediaWorks Combo	58.5	59.0	-0.5		14.3	16.9	-2.6	19.7	22.1	-2.4	16.3	15.6	0.7	24.9	23.4	1.5	18.6	17.0	1.6	16.0	15.2	0.8	10.4	8.4	2.0
NZME Combo	49.5	50.9	-1.4		11.1	14.0	-2.9	16.9	21.6	-4.7	13.8	13.5	0.3	21.1	20.9	0.2	15.0	13.7	1.3	13.5	12.1	1.4	10.2	8.9	1.3
All Commercial Radio	81.8	82.7	-0.9		18.8	21.6	-2.8	27.9	30.8	-2.9	23.7	22.7	1.0	35.5	33.9	1.6	24.7	23.1	1.6	21.9	21.1	0.8	15.9	12.9	3.0
Potential (000)	116.6	116.6	0.0		32.8	32.8	0.0	43.5	44.3	-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	18.6	16.6	2.0
Sample	813	802	11		145	143	2	182	190	-8	142	159	-17	217	234	-17	209	205	4	321	298	23	107	104	3

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NZME Combo: Coast, Flava, Gold AM (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui

*Today FM includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022

**Gold AM renamed to Gold Sport from Mon Jun 27 2022



DUNEDIN COMMERCIAL RADIO - SURVEY 4 2022

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

Survey Comparisons: 3/2022 - 4/2022

This Survey Period: Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022

Last Survey Period: Sun Aug 29 to Sat Nov 6 2021 & Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Sep 3 2022

	This	Last	+/-
Potential (000)	116.6	116.6	0.0
Sample Size	813	802	11

	Breakfast Mon-Fri 6am-9am				Morning Mon-Fri 9am-12md			Afternoon Mon-Fri 12md-4pm			Drive Mon-Fri 4pm-7pm			Night Mon-Fri 7pm-12mn			Mid Dawn Mon-Fri 12mn-6am			Weekend Sat-Sun 12mn-12mn		
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	4.7	4.8	-0.1	9	5.2	5.3	-0.1	6.4	4.4	2.0	5.8	4.3	1.5	2.1	1.8	0.3	2.3	2.5	-0.2	6.9	5.0	1.9
Coast	3.0	3.0	0.0	11	3.1	3.1	0.0	3.8	3.5	0.3	4.1	3.6	0.5	1.5	1.3	0.2	0.4	0.6	-0.2	4.0	3.5	0.5
Edge	8.1	8.6	-0.5	4	7.0	7.0	0.0	7.7	8.1	-0.4	6.0	8.4	-2.4	3.1	3.9	-0.8	1.5	1.0	0.5	9.5	9.3	0.2
Flava	2.6	1.8	0.8	12	1.7	0.9	0.8	2.4	2.0	0.4	3.5	2.5	1.0	2.9	2.1	0.8	0.4	0.4	0.0	5.2	3.7	1.5
Gold Sport**	0.4	0.3	0.1	18	0.1	0.3	-0.2	0.8	0.9	-0.1	0.2	0.3	-0.1	0.3	0.2	0.1	0.4	0.4	0.0	1.7	1.5	0.2
Life FM	2.0	0.6	1.4	14	1.0	0.3	0.7	1.8	0.4	1.4	1.1	0.6	0.5	1.0	0.8	0.2	0.6	0.3	0.3	1.1	0.4	0.7
Magic	2.2	3.1	-0.9	13	2.6	2.2	0.4	2.8	2.8	0.0	2.4	2.7	-0.3	1.3	1.2	0.1	0.5	0.6	-0.1	3.8	3.8	0.0
More FM	5.8	6.6	-0.8	6	4.8	5.1	-0.3	7.7	6.0	1.7	4.9	6.0	-1.1	2.9	3.0	-0.1	0.7	1.2	-0.5	8.3	8.7	-0.4
Newstalk ZB	9.0	9.0	0.0	2	6.4	6.4	0.0	6.2	7.1	-0.9	6.4	6.1	0.3	6.4	7.5	-1.1	4.4	5.2	-0.8	11.1	12.0	-0.9
Radio Dunedin	5.2	4.5	0.7	8	4.3	4.3	0.0	5.2	5.2	0.0	4.0	4.3	-0.3	2.3	1.8	0.5	1.1	1.3	-0.2	6.6	5.6	1.0
Radio Hauraki	3.5	2.8	0.7	10	3.4	1.8	1.6	5.5	4.5	1.0	4.9	2.8	2.1	1.3	1.3	0.0	0.5	0.4	0.1	3.9	3.3	0.6
Rhema	0.5	0.1	0.4	17	0.1	0.1	0.0	0.7	0.3	0.4	0.3	0.4	-0.1	0.1	*	*	0.4	0.3	0.1	0.4	0.4	0.0
Rock	9.4	8.4	1.0	1	6.2	6.0	0.2	9.1	8.0	1.1	9.8	9.0	0.8	2.8	3.4	-0.6	0.4	0.9	-0.5	8.0	7.1	0.9
SENZ Sport	*	*	*	*	0.4	0.3	0.1	0.7	0.6	0.1	0.4	0.3	0.1	0.2	0.2	0.0	*	*	*	0.8	0.8	0.0
Star	0.8	0.3	0.5	16	*	*	*	0.5	0.2	0.3	0.4	0.3	0.1	0.2	0.3	-0.1	0.3	0.2	0.1	0.8	0.7	0.1
Tahu FM	0.3	*	*	19	*	0.1	*	0.3	0.4	-0.1	0.6	0.3	0.3	*	0.1	*	*	0.1	*	0.4	0.4	0.0
The Hits	8.9	8.7	0.2	3	5.7	5.9	-0.2	6.0	7.0	-1.0	6.8	6.5	0.3	3.2	2.0	1.2	1.3	1.7	-0.4	9.5	8.8	0.7
The Sound	5.8	5.2	0.6	6	4.4	3.9	0.5	4.7	4.6	0.1	3.9	4.4	-0.5	2.8	3.3	-0.5	0.9	1.7	-0.8	4.8	4.5	0.3
Today FM*	1.2	1.7	-0.5	15	0.7	1.3	-0.6	1.5	1.9	-0.4	1.0	1.6	-0.6	1.0	1.5	-0.5	0.5	0.5	0.0	1.5	2.0	-0.5
ZM	6.8	7.5	-0.7	5	4.2	4.6	-0.4	5.0	6.1	-1.1	6.5	7.8	-1.3	2.0	1.9	0.1	1.8	1.3	0.5	5.8	6.7	-0.9
MediaWorks Combo	36.2	36.4	-0.2		29.7	30.8	-1.1	36.7	36.1	0.6	31.4	34.7	-3.3	15.1	17.3	-2.2	7.3	8.6	-1.3	41.1	39.5	1.6
NZME Combo	30.4	30.3	0.1		22.3	21.1	1.2	25.5	27.5	-2.0	27.9	25.9	2.0	16.1	15.6	0.5	8.6	9.3	-0.7	34.8	33.9	0.9
All Commercial Radio	60.2	58.2	2.0		46.9	46.2	0.7	57.1	56.6	0.5	52.9	55.0	-2.1	29.5	31.9	-2.4	15.0	16.9	-1.9	63.2	63.0	0.2

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, Humm FM (from S4 2022)

NZME Combo: Coast, Flava, Gold AM (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui

*Today FM includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022

**Gold AM renamed to Gold Sport from Mon Jun 27 2022



DUNEDIN COMMERCIAL RADIO - SURVEY 4 2022

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

Survey Comparisons: 3/2022 - 4/2022

This Survey Period: Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022

Last Survey Period: Sun Aug 29 to Sat Nov 6 2021 & Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Sep 3 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	8:05	8:12	-0:06	3:05	6:29	-3:23	3:20	5:54	-2:33	8:12	8:08	0:03	8:29	7:41	0:48	8:52	7:26	1:26	8:41	8:24	0:17	6:47	7:17	-0:30
Coast	8:11	8:43	-0:31	3:06	4:00	-0:53	10:47	10:37	0:09	14:24	13:12	1:12	7:31	7:51	-0:19	4:43	5:15	-0:32	6:22	8:14	-1:51	3:47	3:52	-0:04
Edge	5:23	3:45	1:37	7:01	3:17	3:43	4:23	3:36	0:46	3:58	4:08	-0:10	4:15	3:56	0:18	4:50	3:30	1:20	5:08	5:15	-0:07	5:09	4:29	0:40
Flava	5:15	5:35	-0:19	3:23	3:36	-0:13	6:44	6:06	0:37	8:51	9:13	-0:21	7:22	8:08	-0:46	0:49	1:08	-0:19	1:09	1:18	-0:08	4:44	2:56	1:48
Gold Sport**	2:40	2:51	-0:11	1:00	1:00	0:00	3:15	3:15	0:00	2:41	2:27	0:13	2:12	1:57	0:15	2:59	3:06	-0:07	3:41	3:49	-0:07	4:53	5:27	-0:33
Life FM	8:11	6:45	1:26	4:45	0:30	4:15	9:33	6:50	2:43	11:15	10:23	0:51	9:44	9:15	0:29	7:55	3:04	4:50	8:10	7:02	1:07	9:03	*	*
Magic	7:38	6:10	1:27	14:40	13:47	0:53	2:30	1:45	0:45	1:48	1:34	0:14	3:44	3:21	0:23	6:54	5:46	1:08	8:01	6:46	1:14	2:31	3:19	-0:48
More FM	7:14	8:34	-1:19	4:48	5:01	-0:13	3:07	3:44	-0:36	7:33	7:08	0:25	6:36	9:40	-3:03	7:41	12:50	-5:09	11:18	11:18	0:00	6:37	10:41	-4:03
Newstalk ZB	13:39	14:48	-1:09	30:30	18:33	11:56	4:38	8:06	-3:28	4:50	7:27	-2:36	4:48	6:47	-1:58	10:32	10:50	-0:18	14:43	17:46	-3:03	10:06	9:44	0:21
Radio Dunedin	13:25	17:54	-4:28	1:25	18:09	-16:44	2:37	14:06	-11:29	3:33	6:16	-2:43	3:06	4:12	-1:05	12:53	13:12	-0:19	16:21	18:25	-2:04	10:43	*	*
Radio Hauraki	8:11	7:31	0:40	3:28	4:51	-1:23	9:42	6:46	2:55	11:41	7:08	4:33	9:46	8:46	1:00	6:23	9:25	-3:02	3:55	4:30	-0:35	3:48	2:12	1:36
Rhema	3:25	3:08	0:16	0:30	*	*	8:30	8:30	0:00	8:30	5:40	2:49	5:07	5:40	-0:32	2:50	6:00	-3:09	1:40	1:38	0:01	1:45	*	*
Rock	10:24	12:44	-2:20	6:01	10:59	-4:58	7:55	11:45	-3:49	10:25	13:19	-2:53	10:34	11:41	-1:06	14:29	13:30	0:58	18:09	22:04	-3:55	5:25	12:47	-7:21
SENZ Sport	2:53	2:42	0:10	*	*	*	*	*	*	3:15	2:48	0:26	3:04	2:47	0:17	2:25	2:25	-0:00	2:26	2:33	-0:07	3:28	3:24	0:03
Star	2:23	2:53	-0:29	*	*	*	2:00	2:00	0:00	2:00	2:00	0:00	1:39	2:25	-0:46	1:29	3:00	-1:30	2:37	2:10	0:27	*	*	*
Tahu FM	1:35	2:12	-0:37	*	*	*	1:25	1:22	0:02	1:25	1:10	0:14	1:35	1:10	0:24	2:00	*	*	*	5:30	*	*	*	*
The Hits	5:08	5:47	-0:38	3:47	2:50	0:57	3:16	3:25	-0:09	3:35	4:09	-0:34	4:32	5:45	-1:12	7:14	9:00	-1:46	8:11	9:08	-0:56	6:11	8:14	-2:02
The Sound	6:58	7:16	-0:18	5:55	6:54	-0:59	6:15	6:15	0:00	6:26	7:53	-1:26	5:37	6:15	-0:38	7:03	6:27	0:36	9:26	9:28	-0:02	11:02	4:25	6:37
Today FM*	5:49	6:17	-0:28	0:15	1:19	-1:04	2:35	2:13	0:21	3:23	8:13	-4:50	3:10	7:03	-3:52	12:12	10:38	1:34	10:11	10:03	0:08	2:55	11:41	-8:46
ZM	5:40	5:28	0:12	5:37	5:15	0:21	6:04	5:24	0:39	6:30	5:49	0:40	5:36	5:38	-0:01	2:49	4:50	-2:00	7:34	5:47	1:46	8:27	7:53	0:34
MediaWorks Combo	12:04	12:24	-0:19	9:15	8:49	0:25	8:35	9:22	-0:47	11:06	12:15	-1:08	10:39	11:31	-0:51	12:48	12:40	0:08	15:31	15:38	-0:07	9:29	12:39	-3:10
NZME Combo	10:17	10:27	-0:10	5:57	5:52	0:04	8:55	7:07	1:47	10:43	9:01	1:41	9:25	9:16	0:09	8:42	10:36	-1:53	12:12	14:49	-2:37	9:20	9:52	-0:31
All Commercial Radio	15:36	15:57	-0:20	10:56	10:57	-0:00	12:17	12:28	-0:10	14:57	14:40	0:17	14:09	14:35	-0:26	15:41	16:26	-0:45	19:29	20:33	-1:03	12:48	15:13	-2:25
Potential (000)	116.6	116.6	0.0	32.8	32.8	0.0	43.5	44.3	-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	18.6	16.6	2.0
Sample	813	802	11	145	143	2	182	190	-8	142	159	-17	217	234	-17	209	205	4	321	298	23	107	104	3

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NZME Combo: Coast, Flava, Gold AM (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui

*Today FM includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022

**Gold AM renamed to Gold Sport from Mon Jun 27 2022



DUNEDIN COMMERCIAL RADIO - SURVEY 4 2022

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

Survey Comparisons: 3/2022 - 4/2022

This Survey Period: Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022

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	This	Last	+/-
Potential (000)	116.6	116.6	0.0
Sample Size	813	802	11

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

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