



# DUNEDIN COMMERCIAL RADIO - SURVEY 1 2023

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

Survey Comparisons: 4/2022 - 1/2023

This Survey Period: Sun Apr 10 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 2023

Last Survey Period: Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 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	7.8	7.4	0.4	4	3.5	3.1	0.4	3.9	3.4	0.5	6.9	8.1	-1.2	9.1	8.9	0.2	10.9	9.7	1.2	8.9	8.3	0.6	9.2	10.4	-1.2
Coast	4.7	4.4	0.3	11	1.0	1.4	-0.4	0.6	2.1	-1.5	0.5	2.0	-1.5	3.2	2.2	1.0	5.6	3.3	2.3	4.8	4.7	0.1	7.6	1.0	6.6
Edge	8.0	6.8	1.2	3	20.2	21.2	-1.0	15.7	12.1	3.6	12.1	7.7	4.4	9.5	7.2	2.3	2.7	3.1	-0.4	2.3	1.6	0.7	9.4	7.6	1.8
Flava	1.8	2.8	-1.0	13	2.2	4.8	-2.6	5.4	8.3	-2.9	4.6	7.0	-2.4	3.3	5.0	-1.7	0.5	0.2	0.3	0.4	0.1	0.3	1.8	3.4	-1.6
George FM**	1.1	n.a.	*	15	4.9	n.a.	*	3.0	n.a.	*	0.2	n.a.	*	0.8	n.a.	*	0.9	n.a.	*	*	n.a.	*	1.5	n.a.	*
Gold Sport*	0.4	0.5	-0.1	16	0.1	0.1	0.0	0.2	0.2	0.0	0.3	0.3	0.0	0.3	0.3	0.0	0.7	1.0	-0.3	0.6	0.9	-0.3	1.2	1.4	-0.2
Life FM	1.3	1.9	-0.6	14	1.5	1.9	-0.4	2.1	2.9	-0.8	1.5	2.1	-0.6	2.5	3.5	-1.0	2.0	2.7	-0.7	0.1	0.6	-0.5	1.5	2.0	-0.5
Magic	4.6	3.5	1.1	12	5.0	4.0	1.0	0.2	0.1	0.1	0.3	0.3	0.0	0.6	0.9	-0.3	4.3	4.2	0.1	9.2	6.4	2.8	1.5	1.1	0.4
More FM	7.2	7.2	0.0	7	9.4	11.0	-1.6	3.9	4.0	-0.1	8.2	8.9	-0.7	7.1	7.4	-0.3	5.9	5.4	0.5	6.5	5.5	1.0	9.8	10.0	-0.2
Newstalk ZB	13.4	15.1	-1.7	1	8.8	7.1	1.7	2.2	2.7	-0.5	2.8	3.6	-0.8	2.7	3.6	-0.9	10.1	12.7	-2.6	20.3	24.8	-4.5	7.5	10.2	-2.7
Radio Dunedin	7.5	9.1	-1.6	5	0.2	0.3	-0.1	0.6	0.8	-0.2	0.9	1.2	-0.3	0.8	1.1	-0.3	7.8	10.4	-2.6	14.8	17.3	-2.5	2.2	2.6	-0.4
Radio Hauraki	5.8	5.4	0.4	9	4.9	1.7	3.2	11.0	11.2	-0.2	11.9	12.0	-0.1	10.8	12.1	-1.3	5.0	5.5	-0.5	1.8	0.9	0.9	5.2	3.7	1.5
Rhema	0.3	0.3	0.0	17	*	*	*	0.6	0.6	0.0	0.6	0.6	0.0	0.5	0.5	0.0	0.2	0.3	-0.1	0.1	0.1	0.0	0.2	0.2	0.0
Rock	11.9	12.6	-0.7	2	11.5	11.3	0.2	19.6	18.0	1.6	19.5	19.4	0.1	19.1	19.9	-0.8	14.7	17.0	-2.3	7.0	8.7	-1.7	8.6	10.3	-1.7
SENZ Sport	0.2	0.3	-0.1	18	*	*	*	*	*	*	0.3	0.5	-0.2	0.3	0.5	-0.2	0.1	0.3	-0.2	0.1	0.2	-0.1	0.9	1.2	-0.3
Star	0.1	0.2	-0.1	19	*	*	*	0.1	0.2	-0.1	0.1	0.1	0.0	0.2	0.3	-0.1	0.1	0.2	-0.1	0.2	0.2	0.0	*	*	*
Tahu FM	0.1	0.1	0.0	19	*	*	*	0.2	0.3	-0.1	0.2	0.3	-0.1	0.3	0.3	0.0	0.2	0.1	0.1	*	*	*	*	*	*
The Hits	7.5	6.5	1.0	5	9.8	8.8	1.0	6.1	4.9	1.2	6.3	4.6	1.7	7.9	7.0	0.9	10.0	9.7	0.3	7.9	6.6	1.3	13.7	14.4	-0.7
The Sound	6.5	5.7	0.8	8	4.6	7.5	-2.9	5.5	5.1	0.4	4.2	3.5	0.7	5.8	4.9	0.9	12.4	8.7	3.7	10.1	7.7	2.4	4.0	4.0	0.0
ZM	5.4	5.3	0.1	10	10.5	8.4	2.1	15.2	14.5	0.7	12.1	12.1	0.0	9.2	9.3	-0.1	0.9	1.5	-0.6	*	0.7	*	11.4	13.2	-1.8
MediaWorks Combo	54.9	55.3	-0.4		59.7	64.4	-4.7	53.6	49.3	4.3	53.1	51.2	1.9	53.3	52.8	0.5	59.4	61.5	-2.1	58.7	58.2	0.5	46.1	48.8	-2.7
NZME Combo	39.0	39.9	-0.9		37.2	32.1	5.1	40.7	44.0	-3.3	38.5	41.6	-3.1	37.4	39.5	-2.1	32.7	33.7	-1.0	35.9	38.7	-2.8	48.5	47.2	1.3
Potential (000)	115.5	116.6	-1.1		31.5	32.8	-1.3	40.9	43.5	-2.6	31.6	31.6	0.0	46.6	46.8	-0.2	30.6	30.9	-0.3	27.7	27.6	0.1	18.2	18.6	-0.4
Sample	903	813	90		171	145	26	219	182	37	185	142	43	286	217	69	242	209	33	319	321	-2	131	107	24

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

MediaWorks Combo: Breeze, Edge, George FM (from S1 2023), Magic, More FM, Radio Dunedin, Rock, The Sound, Today FM (until S4 2022), or internet only listening to Mai, George FM (until S4 2022), Humm FM

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

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

\*\*Please Note: George FM changed from internet only to FM in S1 2023



# DUNEDIN COMMERCIAL RADIO - SURVEY 1 2023

Station Share (%) by Daypart, People 10+

Survey Comparisons: 4/2022 - 1/2023

This Survey Period: Sun Apr 10 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 2023

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

	This	Last	+/-
Potential (000)	115.5	116.6	-1.1
Sample Size	903	813	90

	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	7.0	6.6	0.4	5	8.2	5.8	2.4	7.6	7.7	-0.1	5.9	6.1	-0.2	7.2	4.9	2.3	14.8	20.5	-5.7	8.4	8.1	0.3
Coast	3.2	2.4	0.8	11	5.4	5.0	0.4	6.2	5.4	0.8	5.7	5.5	0.2	1.8	2.6	-0.8	0.1	1.4	-1.3	4.9	5.2	-0.3
Edge	8.0	6.9	1.1	4	5.6	5.7	-0.1	5.6	5.0	0.6	10.8	7.6	3.2	13.3	7.3	6.0	2.1	1.4	0.7	9.9	9.5	0.4
Flava	2.4	2.5	-0.1	14	1.8	2.0	-0.2	1.1	2.0	-0.9	2.7	4.3	-1.6	2.8	3.6	-0.8	0.5	0.4	0.1	1.6	3.7	-2.1
George FM**	0.1	n.a.	*	16	0.8	n.a.	*	1.2	n.a.	*	1.7	n.a.	*	3.3	n.a.	*	0.1	n.a.	*	1.4	n.a.	*
Gold Sport*	0.1	0.2	-0.1	16	*	0.1	*	0.2	0.3	-0.1	*	*	*	0.2	0.3	-0.1	3.4	3.8	-0.4	0.6	0.9	-0.3
Life FM	2.9	3.8	-0.9	13	0.4	0.9	-0.5	1.0	1.6	-0.6	0.8	1.2	-0.4	2.4	3.2	-0.8	1.0	1.8	-0.8	0.9	1.1	-0.2
Magic	3.2	2.8	0.4	11	3.4	2.9	0.5	3.5	2.4	1.1	4.8	4.0	0.8	4.1	2.2	1.9	4.4	2.3	2.1	7.6	5.6	2.0
More FM	7.0	7.5	-0.5	5	6.7	5.7	1.0	7.2	8.1	-0.9	6.4	5.4	1.0	6.4	5.9	0.5	6.1	6.0	0.1	8.7	8.6	0.1
Newstalk ZB	17.5	17.8	-0.3	1	13.2	14.3	-1.1	10.5	10.9	-0.4	9.2	11.5	-2.3	20.0	27.9	-7.9	20.8	25.8	-5.0	11.9	14.0	-2.1
Radio Dunedin	6.8	7.8	-1.0	7	7.9	10.0	-2.1	7.3	8.6	-1.3	5.8	7.1	-1.3	5.9	8.1	-2.2	5.6	9.5	-3.9	9.4	11.1	-1.7
Radio Hauraki	5.3	5.6	-0.3	9	8.3	8.0	0.3	9.2	8.3	0.9	6.0	5.2	0.8	3.1	2.9	0.2	1.7	1.7	0.0	2.5	2.1	0.4
Rhema	0.1	0.2	-0.1	16	*	0.1	*	0.3	0.3	0.0	0.3	0.3	0.0	*	*	*	1.4	1.6	-0.2	0.4	0.4	0.0
Rock	10.2	10.8	-0.6	3	14.2	16.3	-2.1	15.7	16.6	-0.9	13.5	16.3	-2.8	9.5	8.8	0.7	10.1	1.7	8.4	7.8	8.8	-1.0
SENZ Sport	*	*	*	*	0.1	0.2	-0.1	0.4	0.5	-0.1	0.1	0.1	0.0	0.1	0.3	-0.2	*	*	*	0.2	0.4	-0.2
Star	0.2	0.4	-0.2	15	*	*	*	0.2	0.2	0.0	*	0.1	*	*	0.1	*	0.1	0.1	0.0	0.2	0.4	-0.2
Tahu FM	0.1	0.1	0.0	16	0.1	*	*	*	0.1	*	0.2	0.2	0.0	*	*	*	*	*	*	0.2	0.2	0.0
The Hits	10.8	8.9	1.9	2	6.6	6.7	-0.1	7.1	6.4	0.7	7.8	6.3	1.5	4.9	4.2	0.7	4.4	3.3	1.1	6.8	5.7	1.1
The Sound	6.8	6.4	0.4	7	8.8	7.0	1.8	8.5	6.9	1.6	4.6	4.2	0.4	3.8	6.4	-2.6	5.2	5.5	-0.3	4.8	3.8	1.0
ZM	4.5	6.2	-1.7	10	5.4	4.8	0.6	4.3	4.1	0.2	9.3	8.9	0.4	3.2	2.0	1.2	7.4	7.3	0.1	5.6	4.5	1.1
MediaWorks Combo	49.5	50.4	-0.9		55.7	55.9	-0.2	56.8	58.4	-1.6	53.9	54.2	-0.3	54.6	50.1	4.5	49.3	51.3	-2.0	58.4	58.7	-0.3
NZME Combo	43.8	43.6	0.2		40.7	40.9	-0.2	38.6	37.3	1.3	40.9	41.7	-0.8	35.9	43.5	-7.6	38.2	43.7	-5.5	33.9	36.1	-2.2

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MediaWorks Combo: Breeze, Edge, George FM (from S1 2023), Magic, More FM, Radio Dunedin, Rock, The Sound, Today FM (until S4 2022), or internet only listening to Mai, George FM (until S4 2022), Humm FM

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

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

\*\*Please Note: George FM changed from internet only to FM in S1 2023



# DUNEDIN COMMERCIAL RADIO - SURVEY 1 2023

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

Survey Comparisons: 4/2022 - 1/2023

This Survey Period: Sun Apr 10 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 2023

Last Survey Period: Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 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	12.4	11.6	0.8	4	2.0	2.1	-0.1	3.5	3.5	0.0	3.5	3.5	0.0	5.4	5.3	0.1	4.8	4.2	0.6	4.7	4.1	0.6	2.7	3.1	-0.4
Coast	5.8	6.9	-1.1	12	0.6	0.9	-0.3	0.9	0.7	0.2	0.8	0.5	0.3	1.7	1.5	0.2	2.1	2.7	-0.6	2.4	3.1	-0.7	0.7	0.5	0.2
Edge	15.1	16.1	-1.0	3	5.5	6.2	-0.7	8.7	9.5	-0.8	7.3	6.9	0.4	8.5	8.5	0.0	1.7	2.5	-0.8	1.0	1.3	-0.3	2.9	3.0	-0.1
Flava	5.5	6.8	-1.3	13	1.9	2.9	-1.0	3.6	4.2	-0.6	2.7	2.8	-0.1	3.1	3.4	-0.3	0.8	1.0	-0.2	0.5	0.4	0.1	1.0	1.4	-0.4
George FM**	1.6	n.a.	*	15	1.0	n.a.	*	1.2	n.a.	*	0.3	n.a.	*	0.6	n.a.	*	0.3	n.a.	*	0.1	n.a.	*	0.1	n.a.	*
Gold Sport*	1.6	2.2	-0.6	15	0.1	0.1	0.0	0.2	0.3	-0.1	0.3	0.4	-0.1	0.8	0.8	0.0	0.8	1.3	-0.5	0.4	1.0	-0.6	0.4	0.6	-0.2
Life FM	2.4	2.9	-0.5	14	0.7	0.8	-0.1	0.7	1.0	-0.3	0.4	0.7	-0.3	1.3	1.8	-0.5	1.2	1.3	-0.1	0.3	0.3	0.0	0.5	0.4	0.1
Magic	6.4	5.8	0.6	11	0.9	0.6	0.3	0.3	0.1	0.2	0.5	0.6	-0.1	1.1	1.2	-0.1	2.2	2.4	-0.2	3.7	3.4	0.3	0.9	0.9	0.0
More FM	11.5	12.7	-1.2	7	3.7	4.7	-1.0	3.9	4.4	-0.5	4.1	4.2	-0.1	5.6	5.6	0.0	2.8	2.7	0.1	2.1	2.1	0.0	2.9	3.1	-0.2
Newstalk ZB	12.1	14.1	-2.0	6	0.6	0.5	0.1	1.3	2.0	-0.7	1.7	2.6	-0.9	2.5	3.7	-1.2	3.5	4.7	-1.2	6.3	7.2	-0.9	1.4	2.1	-0.7
Radio Dunedin	7.1	8.6	-1.5	10	0.1	0.4	-0.3	0.6	1.0	-0.4	0.9	1.1	-0.2	1.2	1.7	-0.5	2.5	3.1	-0.6	4.0	4.5	-0.5	0.7	0.5	0.2
Radio Hauraki	8.8	8.4	0.4	9	1.4	1.0	0.4	3.4	4.0	-0.6	3.3	3.7	-0.4	6.1	6.2	-0.1	3.7	3.3	0.4	1.3	1.0	0.3	2.2	2.0	0.2
Rhema	0.9	1.1	-0.2	17	0.1	0.1	0.0	0.2	0.3	-0.1	0.2	0.3	-0.1	0.5	0.5	0.0	0.4	0.3	0.1	0.1	0.4	-0.3	0.2	0.3	-0.1
Rock	15.5	15.4	0.1	2	4.2	3.9	0.3	8.4	7.8	0.6	7.3	6.6	0.7	9.6	9.5	0.1	3.7	4.5	-0.8	1.6	2.0	-0.4	3.4	3.9	-0.5
SENZ Sport	0.6	1.1	-0.5	20	*	*	*	*	*	*	0.4	0.5	-0.1	0.5	0.8	-0.3	0.2	0.5	-0.3	0.1	0.3	-0.2	0.5	0.7	-0.2
Star	0.9	1.2	-0.3	17	*	*	*	0.2	0.3	-0.1	0.2	0.3	-0.1	0.5	0.8	-0.3	0.3	0.5	-0.2	0.3	0.3	0.0	*	*	*
Tahu FM	0.7	0.9	-0.2	19	*	*	*	0.4	0.7	-0.3	0.4	0.7	-0.3	0.7	0.9	-0.2	0.3	0.3	0.0	*	*	*	*	*	*
The Hits	16.6	16.2	0.4	1	4.2	4.7	-0.5	4.7	5.2	-0.5	4.8	4.6	0.2	8.1	7.8	0.3	5.8	5.2	0.6	4.1	3.5	0.6	4.5	4.7	-0.2
The Sound	10.8	10.5	0.3	8	1.6	2.6	-1.0	2.8	2.8	0.0	2.6	1.9	0.7	4.8	4.4	0.4	4.8	4.8	0.0	4.1	3.5	0.6	1.0	0.7	0.3
ZM	12.2	11.8	0.4	5	3.5	3.1	0.4	8.3	8.2	0.1	6.7	6.6	0.1	8.6	8.3	0.3	1.9	2.0	-0.1	0.1	0.4	-0.3	2.9	3.2	-0.3
MediaWorks Combo	56.1	58.5	-2.4		12.4	14.3	-1.9	18.8	19.7	-0.9	16.9	16.3	0.6	24.9	24.9	0.0	17.3	18.6	-1.3	15.8	16.0	-0.2	9.5	10.4	-0.9
NZME Combo	48.9	49.5	-0.6		10.3	11.1	-0.8	16.4	16.9	-0.5	14.6	13.8	0.8	22.6	21.1	1.5	14.7	15.0	-0.3	12.4	13.5	-1.1	10.1	10.2	-0.1
All Commercial Radio	81.1	81.8	-0.7		17.5	18.8	-1.3	26.9	27.9	-1.0	24.6	23.7	0.9	36.5	35.5	1.0	24.3	24.7	-0.4	21.6	21.9	-0.3	14.7	15.9	-1.2
Potential (000)	115.5	116.6	-1.1		31.5	32.8	-1.3	40.9	43.5	-2.6	31.6	31.6	0.0	46.6	46.8	-0.2	30.6	30.9	-0.3	27.7	27.6	0.1	18.2	18.6	-0.4
Sample	903	813	90		171	145	26	219	182	37	185	142	43	286	217	69	242	209	33	319	321	-2	131	107	24

MediaWorks Combo: Breeze, Edge, George FM (from S1 2023), Magic, More FM, Radio Dunedin, Rock, The Sound, Today FM (until S4 2022), or internet only listening to Mai, George FM (until S4 2022), Humm FM

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

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

\*\*Please Note: George FM changed from internet only to FM in S1 2023



# DUNEDIN COMMERCIAL RADIO - SURVEY 1 2023

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

Survey Comparisons: 4/2022 - 1/2023

This Survey Period: Sun Apr 10 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 2023

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

	This	Last	+/-
Potential (000)	115.5	116.6	-1.1
Sample Size	903	813	90

	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	4.5	4.7	-0.2	9	5.7	5.2	0.5	6.5	6.4	0.1	5.2	5.8	-0.6	2.0	2.1	-0.1	2.0	2.3	-0.3	7.6	6.9	0.7
Coast	3.0	3.0	0.0	11	2.9	3.1	-0.2	3.0	3.8	-0.8	3.3	4.1	-0.8	1.3	1.5	-0.2	0.1	0.4	-0.3	3.5	4.0	-0.5
Edge	8.1	8.1	0.0	3	6.9	7.0	-0.1	7.9	7.7	0.2	6.7	6.0	0.7	3.2	3.1	0.1	1.4	1.5	-0.1	8.4	9.5	-1.1
Flava	2.8	2.6	0.2	12	1.7	1.7	0.0	1.2	2.4	-1.2	2.5	3.5	-1.0	1.9	2.9	-1.0	0.5	0.4	0.1	3.6	5.2	-1.6
George FM**	0.3	n.a.	*	17	0.5	n.a.	*	1.0	n.a.	*	0.6	n.a.	*	0.4	n.a.	*	0.1	n.a.	*	1.3	n.a.	*
Gold Sport*	0.2	0.4	-0.2	18	*	0.1	*	0.6	0.8	-0.2	0.1	0.2	-0.1	0.2	0.3	-0.1	0.3	0.4	-0.1	1.1	1.7	-0.6
Life FM	1.6	2.0	-0.4	14	0.6	1.0	-0.4	1.3	1.8	-0.5	0.9	1.1	-0.2	0.7	1.0	-0.3	0.4	0.6	-0.2	1.1	1.1	0.0
Magic	2.4	2.2	0.2	13	3.0	2.6	0.4	3.7	2.8	0.9	3.0	2.4	0.6	1.4	1.3	0.1	0.6	0.5	0.1	4.5	3.8	0.7
More FM	5.7	5.8	-0.1	7	5.0	4.8	0.2	6.4	7.7	-1.3	5.2	4.9	0.3	2.8	2.9	-0.1	0.6	0.7	-0.1	7.8	8.3	-0.5
Newstalk ZB	8.1	9.0	-0.9	3	5.8	6.4	-0.6	5.5	6.2	-0.7	5.4	6.4	-1.0	4.8	6.4	-1.6	3.9	4.4	-0.5	9.2	11.1	-1.9
Radio Dunedin	4.7	5.2	-0.5	8	3.7	4.3	-0.6	4.5	5.2	-0.7	3.1	4.0	-0.9	1.7	2.3	-0.6	0.8	1.1	-0.3	5.6	6.6	-1.0
Radio Hauraki	4.1	3.5	0.6	10	4.2	3.4	0.8	5.5	5.5	0.0	5.1	4.9	0.2	1.5	1.3	0.2	0.8	0.5	0.3	4.2	3.9	0.3
Rhema	0.4	0.5	-0.1	16	*	0.1	*	0.7	0.7	0.0	0.3	0.3	0.0	0.1	0.1	0.0	0.2	0.4	-0.2	0.4	0.4	0.0
Rock	8.7	9.4	-0.7	2	6.8	6.2	0.6	9.2	9.1	0.1	8.9	9.8	-0.9	2.9	2.8	0.1	1.8	0.4	1.4	6.8	8.0	-1.2
SENZ Sport	*	*	*	*	0.3	0.4	-0.1	0.5	0.7	-0.2	0.3	0.4	-0.1	0.1	0.2	-0.1	*	*	*	0.4	0.8	-0.4
Star	0.5	0.8	-0.3	15	*	*	*	0.4	0.5	-0.1	0.2	0.4	-0.2	*	0.2	*	0.2	0.3	-0.1	0.6	0.8	-0.2
Tahu FM	0.2	0.3	-0.1	18	0.1	*	*	*	0.3	*	0.6	0.6	0.0	*	*	*	*	*	*	0.4	0.4	0.0
The Hits	9.8	8.9	0.9	1	6.3	5.7	0.6	6.6	6.0	0.6	7.3	6.8	0.5	3.1	3.2	-0.1	1.3	1.3	0.0	9.7	9.5	0.2
The Sound	6.3	5.8	0.5	6	5.4	4.4	1.0	5.6	4.7	0.9	4.8	3.9	0.9	1.6	2.8	-1.2	0.5	0.9	-0.4	5.6	4.8	0.8
ZM	6.8	6.8	0.0	5	4.7	4.2	0.5	5.0	5.0	0.0	6.4	6.5	-0.1	2.9	2.0	0.9	1.9	1.8	0.1	7.7	5.8	1.9
MediaWorks Combo	34.5	36.2	-1.7		30.3	29.7	0.6	35.3	36.7	-1.4	31.3	31.4	-0.1	13.6	15.1	-1.5	7.2	7.3	-0.1	39.3	41.1	-1.8
NZME Combo	31.2	30.4	0.8		23.4	22.3	1.1	25.1	25.5	-0.4	27.0	27.9	-0.9	14.4	16.1	-1.7	8.1	8.6	-0.5	34.0	34.8	-0.8
All Commercial Radio	59.9	60.2	-0.3		47.5	46.9	0.6	55.0	57.1	-2.1	53.3	52.9	0.4	27.2	29.5	-2.3	14.8	15.0	-0.2	63.9	63.2	0.7

MediaWorks Combo: Breeze, Edge, George FM (from S1 2023), Magic, More FM, Radio Dunedin, Rock, The Sound, Today FM (until S4 2022), or internet only listening to Mai, George FM (until S4 2022), Humm FM

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

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

\*\*Please Note: George FM changed from internet only to FM in S1 2023



# DUNEDIN COMMERCIAL RADIO - SURVEY 1 2023

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

Survey Comparisons: 4/2022 - 1/2023

This Survey Period: Sun Apr 10 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 2023

Last Survey Period: Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 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	7:50	8:05	-0:15	3:44	3:05	0:39	3:50	3:20	0:29	6:51	8:12	-1:21	8:20	8:29	-0:09	8:24	8:52	-0:27	7:37	8:41	-1:04	6:11	6:47	-0:35
Coast	10:06	8:11	1:54	3:22	3:06	0:15	2:11	10:47	-8:36	2:27	14:24	-11:57	9:24	7:31	1:53	9:59	4:43	5:16	8:16	6:22	1:53	20:37	3:47	16:49
Edge	6:33	5:23	1:10	7:37	7:01	0:35	6:15	4:23	1:52	5:50	3:58	1:52	5:35	4:15	1:19	5:56	4:50	1:05	9:23	5:08	4:15	5:57	5:09	0:47
Flava	4:05	5:15	-1:09	2:23	3:23	-1:00	5:16	6:44	-1:27	5:53	8:51	-2:57	5:16	7:22	-2:05	2:19	0:49	1:30	3:27	1:09	2:17	3:11	4:44	-1:32
George FM**	8:35	n.a.	*	10:45	n.a.	*	8:38	n.a.	*	1:40	n.a.	*	6:12	n.a.	*	9:27	n.a.	*	0:45	n.a.	*	20:45	n.a.	*
Gold Sport*	2:42	2:40	0:02	1:00	1:00	0:00	3:15	3:15	0:00	2:35	2:41	-0:05	1:44	2:12	-0:27	3:03	2:59	0:03	6:00	3:41	2:18	5:36	4:53	0:43
Life FM	6:43	8:11	-1:28	4:32	4:45	-0:13	9:54	9:33	0:20	12:18	11:15	1:03	9:14	9:44	-0:30	6:00	7:55	-1:55	1:14	8:10	-6:56	5:42	9:03	-3:21
Magic	8:57	7:38	1:18	11:44	14:40	-2:56	2:36	2:30	0:06	1:53	1:48	0:05	2:36	3:44	-1:08	7:02	6:54	0:07	10:06	8:01	2:05	2:59	2:31	0:28
More FM	7:47	7:14	0:33	5:23	4:48	0:35	3:28	3:07	0:20	7:07	7:33	-0:26	6:18	6:36	-0:18	7:38	7:41	-0:02	12:23	11:18	1:04	6:07	6:37	-0:29
Newstalk ZB	13:41	13:39	0:02	30:44	30:30	0:14	5:48	4:38	1:10	5:38	4:50	0:47	5:23	4:48	0:34	10:35	10:32	0:03	13:03	14:43	-1:40	9:56	10:06	-0:09
Radio Dunedin	13:09	13:25	-0:16	3:15	1:25	1:50	3:42	2:37	1:05	3:40	3:33	0:07	3:21	3:06	0:14	11:32	12:53	-1:20	14:51	16:21	-1:30	6:17	10:43	-4:25
Radio Hauraki	8:07	8:11	-0:04	7:26	3:28	3:58	11:04	9:42	1:22	12:29	11:41	0:48	8:52	9:46	-0:53	5:00	6:23	-1:22	5:36	3:55	1:41	4:24	3:48	0:36
Rhema	3:33	3:25	0:08	0:30	0:30	0:00	8:30	8:30	0:00	8:30	8:30	0:00	4:16	5:07	-0:51	2:03	2:50	-0:46	3:12	1:40	1:32	1:45	1:45	0:00
Rock	9:32	10:24	-0:52	5:41	6:01	-0:20	8:06	7:55	0:10	9:25	10:25	-1:00	9:54	10:34	-0:40	14:42	14:29	0:13	17:50	18:09	-0:19	4:34	5:25	-0:51
SENZ Sport	3:07	2:53	0:14	*	*	*	*	*	*	3:11	3:15	-0:03	3:02	3:04	-0:02	2:45	2:25	0:19	3:32	2:26	1:06	3:29	3:28	0:00
Star	1:43	2:23	-0:40	*	*	*	2:00	2:00	0:00	2:00	2:00	0:00	1:25	1:39	-0:13	1:00	1:29	-0:29	2:13	2:37	-0:24	*	*	*
Tahu FM	2:01	1:35	0:26	*	*	*	1:48	1:25	0:23	1:48	1:25	0:23	2:01	1:35	0:26	2:21	2:00	0:21	*	*	*	*	*	*
The Hits	5:37	5:08	0:28	4:50	3:47	1:03	4:27	3:16	1:10	4:40	3:35	1:05	4:54	4:32	0:21	6:22	7:14	-0:51	7:43	8:11	-0:27	5:32	6:11	-0:38
The Sound	7:31	6:58	0:33	5:59	5:55	0:03	6:45	6:15	0:29	5:45	6:26	-0:41	6:07	5:37	0:29	9:25	7:03	2:21	10:02	9:26	0:35	7:11	11:02	-3:50
ZM	5:33	5:40	-0:07	6:14	5:37	0:37	6:22	6:04	0:18	6:20	6:30	-0:10	5:19	5:36	-0:17	1:38	2:49	-1:10	1:15	7:34	-6:19	7:06	8:27	-1:20
MediaWorks Combo	12:10	12:04	0:05	10:08	9:15	0:52	9:52	8:35	1:17	11:00	11:06	-0:06	10:40	10:39	0:01	12:41	12:48	-0:06	14:59	15:31	-0:32	8:52	9:29	-0:36
NZME Combo	9:54	10:17	-0:22	7:36	5:57	1:38	8:34	8:55	-0:20	9:14	10:43	-1:28	8:14	9:25	-1:10	8:14	8:42	-0:28	11:39	12:12	-0:32	8:46	9:20	-0:34
All Commercial Radio	15:20	15:36	-0:16	12:00	10:56	1:03	12:53	12:17	0:36	14:17	14:57	-0:40	13:38	14:09	-0:30	15:12	15:41	-0:28	18:38	19:29	-0:50	12:26	12:48	-0:21
Potential (000)	115.5	116.6	-1.1	31.5	32.8	-1.3	40.9	43.5	-2.6	31.6	31.6	0.0	46.6	46.8	-0.2	30.6	30.9	-0.3	27.7	27.6	0.1	18.2	18.6	-0.4
Sample	903	813	90	171	145	26	219	182	37	185	142	43	286	217	69	242	209	33	319	321	-2	131	107	24

MediaWorks Combo: Breeze, Edge, George FM (from S1 2023), Magic, More FM, Radio Dunedin, Rock, The Sound, Today FM (until S4 2022), or internet only listening to Mai, George FM (until S4 2022), Humm FM

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

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

\*\*Please Note: George FM changed from internet only to FM in S1 2023





# DUNEDIN COMMERCIAL RADIO - SURVEY 1 2023

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

Survey Comparisons: 4/2022 - 1/2023

This Survey Period: Sun Apr 10 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 2023

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

	This	Last	+/-
Potential (000)	115.5	116.6	-1.1
Sample Size	903	813	90

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

MediaWorks Combo: Breeze, Edge, George FM (from S1 2023), Magic, More FM, Radio Dunedin, Rock, The Sound, Today FM (until S4 2022), or internet only listening to Mai, George FM (until S4 2022), Humm FM  
 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

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

\*\*Please Note: George FM changed from internet only to FM in S1 2023