



# DUNEDIN COMMERCIAL RADIO - SURVEY 3 2023

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

Survey Comparisons: 2/2023 - 3/2023

This Survey Period: Sun Sep 4 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023

Last Survey Period: Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 2023

	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	8.0	8.1	-0.1	4	5.7	3.9	1.8	5.8	4.7	1.1	6.6	7.4	-0.8	8.7	9.5	-0.8	10.9	11.6	-0.7	9.2	9.4	-0.2	5.1	10.5	-5.4
Coast	5.3	5.0	0.3	10	0.1	0.8	-0.7	0.9	0.9	0.0	1.1	1.0	0.1	3.6	2.8	0.8	7.8	6.1	1.7	6.8	6.7	0.1	7.1	6.9	0.2
Edge	9.3	8.9	0.4	3	22.0	21.5	0.5	15.5	16.2	-0.7	13.0	13.0	0.0	9.9	9.9	0.0	3.9	3.2	0.7	4.2	2.3	1.9	13.1	12.0	1.1
Flava	1.8	1.9	-0.1	14	2.9	3.1	-0.2	4.3	4.9	-0.6	4.0	4.0	0.0	2.6	2.7	-0.1	0.7	0.6	0.1	0.5	0.5	0.0	2.1	2.1	0.0
George FM	3.7	3.8	-0.1	13	6.0	5.9	0.1	5.3	4.6	0.7	2.8	2.1	0.7	5.6	5.8	-0.2	6.0	7.6	-1.6	0.9	1.0	-0.1	*	*	*
Gold Sport	0.1	0.2	-0.1	17	0.1	0.1	0.0	*	0.1	*	*	0.1	*	*	0.1	*	0.1	0.6	-0.5	0.2	0.5	-0.3	*	0.9	*
Life FM	1.1	1.4	-0.3	15	1.5	1.8	-0.3	1.4	2.1	-0.7	1.4	1.7	-0.3	1.9	2.5	-0.6	1.4	2.0	-0.6	*	0.1	*	1.5	1.5	0.0
Magic	5.3	4.5	0.8	10	0.6	0.6	0.0	0.6	0.6	0.0	0.6	0.6	0.0	0.7	0.7	0.0	5.5	5.8	-0.3	14.0	12.4	1.6	1.4	1.2	0.2
More FM	6.3	6.1	0.2	8	9.5	6.2	3.3	4.7	3.0	1.7	9.0	7.7	1.3	8.1	6.6	1.5	4.8	3.7	1.1	3.5	4.1	-0.6	5.8	6.2	-0.4
Newstalk ZB	11.8	11.4	0.4	1	0.7	0.7	0.0	1.3	1.4	-0.1	1.5	1.2	0.3	3.8	1.2	2.6	11.3	7.4	3.9	19.5	21.3	-1.8	3.3	1.9	1.4
Radio Dunedin	4.8	5.1	-0.3	12	1.8	1.7	0.1	2.3	2.7	-0.4	1.8	2.3	-0.5	1.2	1.7	-0.5	2.9	3.6	-0.7	6.8	9.9	-3.1	1.6	2.2	-0.6
Radio Hauraki	6.9	5.8	1.1	7	8.9	6.7	2.2	11.9	9.8	2.1	13.2	11.6	1.6	10.7	9.1	1.6	5.9	4.0	1.9	2.7	2.2	0.5	15.3	10.7	4.6
Rhema	0.1	0.2	-0.1	17	0.1	0.1	0.0	*	0.3	*	*	0.4	*	0.1	0.3	-0.2	0.2	0.3	-0.1	0.2	0.2	0.0	0.1	0.1	0.0
Rock	7.1	9.8	-2.7	6	10.7	11.4	-0.7	14.4	16.1	-1.7	12.0	14.5	-2.5	10.5	14.8	-4.3	6.9	12.1	-5.2	2.8	4.6	-1.8	4.8	7.0	-2.2
SENZ Sport	0.2	0.2	0.0	16	0.8	0.8	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0	*	*	*	0.1	*	*	*	*	*
Star	0.1	0.1	0.0	17	*	*	*	*	0.1	*	*	0.1	*	*	0.1	*	0.1	0.1	0.0	*	0.1	*	*	*	*
Tahu FM	0.1	0.1	0.0	17	0.1	*	*	0.1	0.2	-0.1	0.1	0.2	-0.1	0.2	0.2	0.0	0.1	0.2	-0.1	*	*	*	*	*	*
The Hits	9.6	9.6	0.0	2	6.9	11.4	-4.5	6.6	6.9	-0.3	8.1	7.6	0.5	11.0	10.2	0.8	14.5	14.0	0.5	11.4	10.4	1.0	16.0	17.2	-1.2
The Sound	7.7	6.3	1.4	5	6.3	6.8	-0.5	2.0	2.3	-0.3	1.6	1.9	-0.3	4.3	4.4	-0.1	12.9	11.7	1.2	14.2	10.0	4.2	5.4	4.0	1.4
ZM	5.5	6.8	-1.3	9	9.9	11.4	-1.5	15.2	18.0	-2.8	13.6	15.7	-2.1	9.0	11.2	-2.2	0.8	0.8	0.0	0.2	*	*	12.1	11.8	0.3
MediaWorks Combo	52.9	53.3	-0.4		65.3	60.6	4.7	52.8	52.4	0.4	48.1	50.6	-2.5	49.6	54.0	-4.4	53.9	59.3	-5.4	55.6	53.7	1.9	38.6	44.2	-5.6
NZME Combo	41.1	40.7	0.4		29.5	34.3	-4.8	40.5	42.3	-1.8	41.8	41.4	0.4	40.9	37.5	3.4	41.1	33.5	7.6	41.4	41.7	-0.3	55.9	51.6	4.3
Potential (000)	115.5	115.5	0.0		31.5	31.5	0.0	42.0	40.8	1.2	31.6	31.6	0.0	46.6	46.6	0.0	30.6	30.6	0.0	27.7	27.7	0.0	16.9	17.4	-0.5
Sample	957	918	39		231	189	42	304	256	48	246	212	34	364	315	49	255	242	13	275	303	-28	148	131	17

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

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

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



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Last Survey Period: Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 2023

	This	Last	+/-
Potential (000)	115.5	115.5	0.0
Sample Size	957	918	39

	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	7.6	9.3	-1.7	4	8.7	8.0	0.7	7.7	6.9	0.8	7.2	6.6	0.6	6.1	6.8	-0.7	11.9	13.3	-1.4	8.4	8.8	-0.4
Coast	4.5	3.9	0.6	10	6.2	5.2	1.0	7.4	6.5	0.9	6.0	5.9	0.1	0.9	2.1	-1.2	1.6	1.6	0.0	4.9	5.1	-0.2
Edge	8.4	7.9	0.5	3	7.4	6.9	0.5	9.9	8.2	1.7	11.1	10.4	0.7	9.8	11.8	-2.0	8.9	8.0	0.9	10.0	10.3	-0.3
Flava	2.5	2.5	0.0	13	1.6	1.6	0.0	1.3	1.2	0.1	2.7	3.1	-0.4	1.0	2.5	-1.5	0.8	0.3	0.5	1.6	1.8	-0.2
George FM	0.9	0.9	0.0	15	2.7	2.8	-0.1	4.9	4.6	0.3	5.4	5.8	-0.4	6.8	8.7	-1.9	2.0	0.2	1.8	4.0	4.5	-0.5
Gold Sport	0.1	0.1	0.0	18	*	*	*	*	*	*	*	*	*	0.6	0.3	0.3	*	2.9	*	0.2	0.3	-0.1
Life FM	2.2	3.2	-1.0	14	0.4	0.6	-0.2	1.0	1.2	-0.2	0.8	1.1	-0.3	0.7	2.1	-1.4	1.2	0.8	0.4	1.0	1.0	0.0
Magic	4.3	3.2	1.1	11	4.2	3.7	0.5	4.2	3.7	0.5	5.2	3.7	1.5	9.9	6.3	3.6	5.3	4.1	1.2	6.9	6.8	0.1
More FM	6.0	5.6	0.4	8	7.4	6.7	0.7	7.7	7.2	0.5	6.3	5.8	0.5	4.6	4.4	0.2	4.6	4.8	-0.2	5.0	5.7	-0.7
Newstalk ZB	15.9	15.1	0.8	1	10.6	10.7	-0.1	5.8	6.8	-1.0	7.4	8.2	-0.8	19.4	18.0	1.4	30.1	21.1	9.0	12.2	11.6	0.6
Radio Dunedin	4.3	4.3	0.0	11	7.0	6.0	1.0	3.7	4.1	-0.4	3.7	4.1	-0.4	5.0	6.4	-1.4	8.9	10.0	-1.1	4.6	5.3	-0.7
Radio Hauraki	7.0	5.2	1.8	6	7.0	7.0	0.0	8.5	8.1	0.4	10.5	8.5	2.0	3.3	4.3	-1.0	0.6	0.7	-0.1	5.5	3.1	2.4
Rhema	0.2	0.2	0.0	16	*	*	*	0.2	0.3	-0.1	*	*	*	*	*	*	*	0.8	*	0.2	0.3	-0.1
Rock	6.3	8.6	-2.3	7	7.8	13.0	-5.2	9.2	14.6	-5.4	6.5	8.4	-1.9	6.3	1.9	4.4	5.4	9.7	-4.3	6.3	6.6	-0.3
SENZ Sport	0.2	0.2	0.0	16	0.3	0.3	0.0	0.1	0.1	0.0	*	*	*	0.1	0.1	0.0	*	*	*	0.4	0.3	0.1
Star	0.1	0.1	0.0	18	*	*	*	0.1	0.1	0.0	*	*	*	0.1	0.1	0.0	*	0.1	*	*	0.1	*
Tahu FM	0.1	0.1	0.0	18	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	12.8	12.6	0.2	2	9.8	9.0	0.8	9.6	9.5	0.1	9.4	9.2	0.2	7.0	6.4	0.6	2.2	5.5	-3.3	9.0	9.4	-0.4
The Sound	7.1	6.5	0.6	5	9.4	7.1	2.3	9.5	6.7	2.8	5.2	4.0	1.2	5.5	4.4	1.1	2.0	1.1	0.9	7.8	7.7	0.1
ZM	6.0	6.7	-0.7	8	6.7	8.7	-2.0	5.1	6.0	-0.9	7.7	9.3	-1.6	2.4	3.1	-0.7	7.1	7.6	-0.5	4.2	5.8	-1.6
MediaWorks Combo	45.8	47.1	-1.3		54.8	54.2	0.6	57.5	56.8	0.7	51.4	49.9	1.5	56.2	53.4	2.8	49.0	51.7	-2.7	53.5	56.2	-2.7
NZME Combo	49.1	46.5	2.6		41.8	42.2	-0.4	37.8	38.2	-0.4	43.7	44.2	-0.5	34.7	36.7	-2.0	42.3	39.7	2.6	37.6	37.1	0.5

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

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



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

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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	11.9	12.1	-0.2	4	2.3	1.9	0.4	3.9	3.8	0.1	3.1	3.7	-0.6	5.0	5.6	-0.6	4.7	4.4	0.3	4.4	4.5	-0.1	2.0	2.7	-0.7
Coast	5.2	5.6	-0.4	13	0.1	0.2	-0.1	1.0	0.9	0.1	1.0	0.9	0.1	1.6	1.5	0.1	2.5	2.1	0.4	2.9	3.0	-0.1	0.8	0.6	0.2
Edge	16.5	15.7	0.8	1	7.0	6.8	0.2	8.7	8.6	0.1	6.4	6.6	-0.2	8.2	8.0	0.2	2.6	2.0	0.6	1.2	0.8	0.4	3.1	3.1	0.0
Flava	6.6	6.3	0.3	10	3.0	2.7	0.3	3.7	4.0	-0.3	2.7	2.7	0.0	3.3	3.1	0.2	0.9	0.8	0.1	0.4	0.6	-0.2	1.1	1.1	0.0
George FM	3.3	3.6	-0.3	14	1.3	1.4	-0.1	1.9	1.9	0.0	1.2	1.3	-0.1	1.9	2.0	-0.1	0.8	0.9	-0.1	0.1	0.2	-0.1	0.1	*	*
Gold Sport	0.6	0.9	-0.3	17	0.1	0.1	0.0	0.1	0.2	-0.1	0.1	0.2	-0.1	0.2	0.4	-0.2	0.3	0.5	-0.2	0.3	0.3	0.0	*	0.1	*
Life FM	2.7	2.7	0.0	15	1.0	0.9	0.1	0.9	1.0	-0.1	1.0	0.8	0.2	1.7	1.5	0.2	0.7	1.0	-0.3	0.1	0.2	-0.1	0.4	0.4	0.0
Magic	5.5	6.0	-0.5	12	0.3	0.4	-0.1	0.6	0.6	0.0	0.5	0.5	0.0	0.9	0.9	0.0	2.1	2.2	-0.1	3.8	3.9	-0.1	0.5	0.6	-0.1
More FM	9.7	10.3	-0.6	8	2.8	3.1	-0.3	2.9	3.3	-0.4	3.0	3.6	-0.6	5.0	5.3	-0.3	3.1	2.7	0.4	1.9	1.7	0.2	2.0	2.2	-0.2
Newstalk ZB	9.4	9.6	-0.2	9	0.6	0.4	0.2	0.9	0.9	0.0	1.1	0.9	0.2	1.9	1.4	0.5	2.9	2.7	0.2	4.8	5.3	-0.5	0.5	0.6	-0.1
Radio Dunedin	5.9	6.4	-0.5	11	0.5	0.5	0.0	1.0	1.4	-0.4	1.0	1.4	-0.4	1.1	1.8	-0.7	1.4	1.7	-0.3	2.6	2.9	-0.3	0.5	0.7	-0.2
Radio Hauraki	10.4	8.7	1.7	7	2.9	1.7	1.2	4.0	3.5	0.5	3.6	3.6	0.0	5.9	5.7	0.2	3.4	3.0	0.4	1.5	1.2	0.3	2.7	2.1	0.6
Rhema	0.9	1.0	-0.1	16	0.2	0.3	-0.1	0.1	0.2	-0.1	0.1	0.2	-0.1	0.4	0.5	-0.1	0.4	0.4	0.0	0.2	0.2	0.0	0.1	0.1	0.0
Rock	13.0	13.2	-0.2	3	4.1	3.9	0.2	7.1	7.2	-0.1	6.1	6.1	0.0	7.6	7.8	-0.2	2.8	3.0	-0.2	1.3	1.5	-0.2	2.8	2.5	0.3
SENZ Sport	0.6	0.5	0.1	17	0.2	0.2	0.0	0.2	0.2	0.0	0.3	0.3	0.0	0.3	0.3	0.0	*	*	*	0.2	0.1	0.1	*	*	*
Star	0.5	0.8	-0.3	20	0.1	0.1	0.0	*	0.1	*	*	0.1	*	0.2	0.4	-0.2	0.2	0.3	-0.1	0.2	0.3	-0.1	*	*	*
Tahu FM	0.6	0.5	0.1	17	0.2	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.0	0.3	0.3	0.0	0.2	0.2	0.0	0.1	0.1	0.0	*	*	*
The Hits	16.1	18.0	-1.9	2	4.6	5.3	-0.7	4.8	5.6	-0.8	4.5	5.4	-0.9	7.3	8.5	-1.2	5.4	5.8	-0.4	4.0	4.2	-0.2	3.6	4.4	-0.8
The Sound	11.7	11.7	0.0	5	2.4	2.5	-0.1	2.0	2.2	-0.2	1.9	2.3	-0.4	4.0	4.5	-0.5	4.9	4.9	0.0	4.7	4.2	0.5	1.3	1.3	0.0
ZM	11.5	13.1	-1.6	6	4.0	4.5	-0.5	7.5	8.6	-1.1	5.9	7.0	-1.1	7.3	8.6	-1.3	1.6	1.7	-0.1	0.1	*	*	3.3	3.3	0.0
MediaWorks Combo	54.0	54.6	-0.6		12.8	12.9	-0.1	19.1	19.4	-0.3	15.4	16.6	-1.2	23.0	24.5	-1.5	16.4	16.5	-0.1	15.5	14.7	0.8	8.1	8.9	-0.8
NZME Combo	46.6	48.1	-1.5		11.3	11.6	-0.3	16.2	17.1	-0.9	13.7	14.5	-0.8	20.8	21.4	-0.6	13.8	13.4	0.4	11.8	12.0	-0.2	8.8	9.1	-0.3
All Commercial Radio	78.6	79.3	-0.7		18.0	18.0	0.0	28.0	27.6	0.4	23.8	24.4	-0.6	35.4	36.0	-0.6	23.1	23.1	0.0	20.7	20.6	0.1	13.0	13.6	-0.6
Potential (000)	115.5	115.5	0.0		31.5	31.5	0.0	42.0	40.8	1.2	31.6	31.6	0.0	46.6	46.6	0.0	30.6	30.6	0.0	27.7	27.7	0.0	16.9	17.4	-0.5
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Sample Size	957	918	39

	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	5.4	5.3	0.1	7	5.0	5.4	-0.4	6.6	6.5	0.1	5.2	5.1	0.1	1.7	1.5	0.2	1.3	1.9	-0.6	7.4	7.0	0.4
Coast	3.6	3.0	0.6	11	2.4	2.7	-0.3	3.2	2.9	0.3	2.7	3.3	-0.6	1.1	1.3	-0.2	0.1	0.3	-0.2	3.4	3.8	-0.4
Edge	7.2	6.6	0.6	2	7.0	7.4	-0.4	9.3	8.8	0.5	7.3	6.8	0.5	2.9	2.6	0.3	1.6	1.6	0.0	9.2	9.4	-0.2
Flava	3.7	3.4	0.3	10	2.5	2.9	-0.4	1.7	1.6	0.1	2.8	3.0	-0.2	0.9	1.7	-0.8	0.5	0.3	0.2	3.8	4.0	-0.2
George FM	1.2	1.2	0.0	15	2.0	2.1	-0.1	2.4	2.4	0.0	2.1	2.3	-0.2	1.7	2.0	-0.3	0.3	0.1	0.2	2.3	2.6	-0.3
Gold Sport	0.2	0.2	0.0	18	*	*	*	0.1	*	*	*	*	*	0.3	0.3	0.0	*	0.2	*	0.4	0.7	-0.3
Life FM	1.3	1.6	-0.3	14	0.7	0.8	-0.1	1.2	1.3	-0.1	0.9	1.0	-0.1	0.7	0.9	-0.2	0.4	0.5	-0.1	1.8	1.3	0.5
Magic	2.2	2.3	-0.1	13	2.9	3.0	-0.1	2.9	3.0	-0.1	2.9	2.9	0.0	2.0	1.8	0.2	0.5	0.5	0.0	4.1	4.5	-0.4
More FM	5.0	4.7	0.3	9	4.9	4.5	0.4	5.1	5.9	-0.8	4.3	5.1	-0.8	2.1	2.4	-0.3	0.5	0.2	0.3	6.0	6.0	0.0
Newstalk ZB	7.1	6.7	0.4	3	4.7	4.9	-0.2	3.2	4.0	-0.8	3.5	4.6	-1.1	3.9	3.8	0.1	3.7	4.0	-0.3	6.2	6.8	-0.6
Radio Dunedin	3.4	3.9	-0.5	12	3.1	2.9	0.2	2.8	3.1	-0.3	2.0	2.3	-0.3	1.4	1.7	-0.3	0.8	1.2	-0.4	3.7	4.0	-0.3
Radio Hauraki	5.4	3.8	1.6	7	4.9	4.0	0.9	4.8	4.5	0.3	5.8	5.2	0.6	1.9	1.3	0.6	0.6	0.5	0.1	5.4	4.1	1.3
Rhema	0.3	0.4	-0.1	17	0.2	0.1	0.1	0.4	0.5	-0.1	0.1	0.1	0.0	0.1	0.1	0.0	*	0.1	*	0.6	0.5	0.1
Rock	6.2	6.8	-0.6	6	5.1	6.3	-1.2	6.6	8.1	-1.5	5.3	6.2	-0.9	2.5	1.3	1.2	1.2	1.6	-0.4	7.0	6.8	0.2
SENZ Sport	0.2	0.3	-0.1	18	0.2	0.3	-0.1	0.2	0.2	0.0	*	*	*	0.1	0.1	0.0	*	*	*	0.4	0.3	0.1
Star	0.4	0.4	0.0	16	0.1	0.1	0.0	0.3	0.3	0.0	*	0.1	*	0.1	0.1	0.0	*	0.1	*	0.3	0.4	-0.1
Tahu FM	0.2	0.2	0.0	18	0.1	0.1	0.0	0.1	0.1	0.0	0.2	0.3	-0.1	0.1	0.1	0.0	*	*	*	0.2	0.1	0.1
The Hits	8.9	9.6	-0.7	1	6.5	6.5	0.0	7.5	8.1	-0.6	7.6	8.3	-0.7	3.4	3.6	-0.2	0.6	1.2	-0.6	10.3	12.2	-1.9
The Sound	6.3	6.1	0.2	5	5.7	5.4	0.3	5.7	5.4	0.3	4.5	4.4	0.1	2.3	2.1	0.2	0.4	0.3	0.1	6.7	6.8	-0.1
ZM	7.0	7.8	-0.8	4	6.0	7.0	-1.0	5.1	6.0	-0.9	5.4	6.3	-0.9	2.4	2.6	-0.2	1.3	1.7	-0.4	7.5	8.8	-1.3
MediaWorks Combo	31.2	31.3	-0.1		29.9	30.8	-0.9	33.5	34.2	-0.7	29.2	30.4	-1.2	14.9	13.7	1.2	6.3	6.7	-0.4	39.0	39.6	-0.6
NZME Combo	31.3	30.4	0.9		23.8	24.6	-0.8	23.0	24.5	-1.5	24.5	27.2	-2.7	12.8	13.6	-0.8	6.6	8.0	-1.4	33.1	35.0	-1.9
All Commercial Radio	55.1	56.4	-1.3		47.1	48.5	-1.4	52.3	53.9	-1.6	49.4	53.0	-3.6	26.4	26.2	0.2	12.4	14.4	-2.0	62.9	63.1	-0.2

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

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



# DUNEDIN COMMERCIAL RADIO - SURVEY 3 2023

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

Survey Comparisons: 2/2023 - 3/2023

This Survey Period: Sun Sep 4 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023

Last Survey Period: Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 2023

	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	7:49	7:56	-0:06	5:07	4:34	0:33	5:04	4:28	0:36	6:31	6:49	-0:18	8:23	8:33	-0:09	8:18	8:55	-0:36	7:45	7:29	0:16	4:17	6:58	-2:40
Coast	11:53	10:24	1:28	1:30	7:35	-6:05	3:16	3:38	-0:21	3:16	3:38	-0:21	10:43	9:44	0:58	10:52	9:40	1:12	8:31	7:52	0:38	14:42	22:08	-7:25
Edge	6:31	6:38	-0:07	6:21	6:48	-0:27	6:06	6:45	-0:38	6:08	6:42	-0:34	5:46	6:14	-0:27	5:28	5:32	-0:04	12:21	9:41	2:39	6:53	7:00	-0:07
Flava	3:03	3:31	-0:28	1:56	2:29	-0:33	3:58	4:26	-0:28	4:24	4:59	-0:35	3:53	4:29	-0:35	2:40	2:17	0:22	4:33	3:12	1:21	3:06	3:18	-0:12
George FM	12:56	12:42	0:14	9:31	9:08	0:23	9:48	8:35	1:12	7:04	5:27	1:36	14:27	14:53	-0:26	27:51	29:09	-1:17	25:45	15:36	10:08	0:30	*	*
Gold Sport	1:58	3:06	-1:08	3:00	3:00	0:00	0:15	2:03	-1:48	0:15	2:03	-1:48	0:15	1:18	-1:03	0:59	4:03	-3:03	3:10	6:00	-2:49	*	15:45	*
Life FM	4:28	6:12	-1:43	3:05	4:14	-1:09	5:17	7:29	-2:11	4:08	7:52	-3:44	5:31	8:06	-2:34	6:45	6:46	-0:01	0:15	1:07	-0:52	5:52	6:47	-0:55
Magic	11:11	8:54	2:17	3:21	3:15	0:06	3:25	3:34	-0:08	3:35	3:47	-0:12	3:58	3:51	0:07	9:32	8:51	0:41	13:32	11:12	2:20	4:19	3:37	0:42
More FM	7:26	6:58	0:27	6:56	4:16	2:39	5:38	3:14	2:24	9:09	7:14	1:54	7:51	6:19	1:31	5:37	4:41	0:55	6:56	8:54	-1:58	4:44	4:58	-0:13
Newstalk ZB	14:24	13:56	0:27	2:21	3:57	-1:35	4:37	5:25	-0:47	3:56	4:22	-0:25	9:28	4:19	5:08	13:50	9:09	4:41	14:58	14:11	0:47	10:27	6:12	4:14
Radio Dunedin	9:32	9:21	0:11	7:29	7:30	-0:00	7:29	7:07	0:22	5:30	5:25	0:05	5:19	4:54	0:24	7:07	6:56	0:11	9:44	11:55	-2:10	5:07	5:22	-0:15
Radio Hauraki	7:43	7:55	-0:11	6:16	8:23	-2:07	10:16	10:04	0:11	10:54	10:58	-0:03	8:44	8:05	0:38	6:08	4:31	1:37	6:34	6:50	-0:16	9:29	9:14	0:15
Rhema	1:38	2:22	-0:44	0:36	0:35	0:01	0:15	5:13	-4:58	0:15	5:13	-4:58	0:54	2:57	-2:02	2:10	2:14	-0:04	3:09	3:21	-0:12	1:45	1:45	0:00
Rock	6:21	8:43	-2:21	5:21	6:21	-0:59	6:56	8:01	-1:04	5:56	8:08	-2:12	6:39	9:33	-2:54	8:54	13:28	-4:34	7:47	10:43	-2:56	2:49	4:58	-2:08
SENZ Sport	4:07	3:56	0:10	9:39	8:55	0:44	1:45	2:02	-0:16	0:58	1:06	-0:08	0:58	1:06	-0:08	*	*	*	3:06	1:00	2:06	*	*	*
Star	1:28	1:17	0:11	0:45	0:45	0:00	*	2:00	*	*	2:00	*	1:00	1:20	-0:20	1:00	1:00	0:00	1:00	1:23	-0:23	*	*	*
Tahu FM	1:57	2:37	-0:40	1:37	1:00	0:37	3:00	5:15	-2:15	3:00	5:15	-2:15	2:35	3:25	-0:50	2:24	2:23	0:01	0:15	0:15	0:00	*	*	*
The Hits	6:54	6:16	0:38	3:03	4:36	-1:33	4:42	4:29	0:13	5:23	4:48	0:35	7:14	6:02	1:11	9:31	8:12	1:19	10:37	8:49	1:48	7:18	6:56	0:21
The Sound	7:35	6:21	1:14	5:22	5:46	-0:23	3:24	3:41	-0:16	2:34	2:55	-0:20	5:06	4:50	0:15	9:24	8:06	1:17	11:09	8:31	2:37	6:52	5:38	1:14
ZM	5:36	6:10	-0:34	5:04	5:29	-0:25	6:55	7:34	-0:39	6:58	7:41	-0:43	5:53	6:32	-0:38	1:50	1:40	0:09	5:25	*	*	6:02	6:23	-0:21
MediaWorks Combo	11:20	11:31	-0:10	10:21	10:10	0:11	9:25	9:45	-0:19	9:23	10:21	-0:58	10:21	11:05	-0:43	11:46	12:11	-0:25	13:15	12:59	0:15	7:51	8:52	-1:01
NZME Combo	10:11	9:59	0:12	5:20	6:23	-1:03	8:31	8:55	-0:24	9:10	9:44	-0:34	9:27	8:47	0:39	10:35	8:26	2:08	12:59	12:22	0:37	10:28	10:11	0:16
All Commercial Radio	14:42	14:52	-0:09	11:18	12:01	-0:42	12:11	13:05	-0:53	12:38	13:57	-1:18	13:33	13:57	-0:23	15:25	14:37	0:48	17:54	17:17	0:37	12:43	13:08	-0:24
Potential (000)	115.5	115.5	0.0	31.5	31.5	0.0	42.0	40.8	1.2	31.6	31.6	0.0	46.6	46.6	0.0	30.6	30.6	0.0	27.7	27.7	0.0	16.9	17.4	-0.5
Sample	957	918	39	231	189	42	304	256	48	246	212	34	364	315	49	255	242	13	275	303	-28	148	131	17

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

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



# DUNEDIN COMMERCIAL RADIO - SURVEY 3 2023

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

Survey Comparisons: 2/2023 - 3/2023

This Survey Period: Sun Sep 4 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023

Last Survey Period: Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 2023

	This	Last	+/-
Potential (000)	115.5	115.5	0.0
Sample Size	957	918	39

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

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

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