



DUNEDIN COMMERCIAL RADIO - SURVEY 3 2022

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

Survey Comparisons: 2/2022 - 3/2022

This 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

Last Survey Period: Sun Jun 20 to Sat Nov 6 2021 & Sun Jan 30 to Sat Jun 18 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	6.3	7.9	-1.6	6	7.5	8.5	-1.0	5.4	7.8	-2.4	5.5	8.3	-2.8	5.5	8.7	-3.2	6.9	9.3	-2.4	7.2	8.9	-1.7	7.2	7.8	-0.6
Coast	4.3	4.4	-0.1	10	1.4	1.1	0.3	2.2	2.6	-0.4	2.5	3.2	-0.7	2.6	3.0	-0.4	3.1	2.4	0.7	5.2	4.8	0.4	1.0	0.8	0.2
Edge	5.0	5.5	-0.5	9	10.8	12.1	-1.3	10.8	10.4	0.4	9.1	9.6	-0.5	6.6	8.0	-1.4	1.9	3.0	-1.1	1.7	1.5	0.2	5.8	6.9	-1.1
Flava	2.1	1.6	0.5	13	3.5	3.2	0.3	5.8	4.5	1.3	5.4	4.0	1.4	3.7	2.7	1.0	0.2	0.1	0.1	0.1	*	*	1.3	1.8	-0.5
Gold Sport**	0.5	0.3	0.2	16	*	*	*	0.2	*	*	0.2	*	*	0.3	0.1	0.2	1.1	0.3	0.8	0.9	0.4	0.5	1.6	0.3	1.3
Life FM	0.7	0.8	-0.1	15	0.1	*	*	1.4	0.1	1.3	1.5	*	*	1.2	0.3	0.9	0.4	2.0	-1.6	0.8	2.1	-1.3	*	*	*
Magic	3.0	3.5	-0.5	12	2.2	3.8	-1.6	0.1	0.1	0.0	0.3	1.1	-0.8	1.3	1.7	-0.4	5.0	4.8	0.2	5.6	5.7	-0.1	1.5	2.0	-0.5
More FM	9.5	8.0	1.5	4	12.4	10.8	1.6	5.6	5.5	0.1	8.0	8.1	-0.1	10.8	10.5	0.3	12.7	12.8	-0.1	7.5	6.8	0.7	13.2	9.0	4.2
Newstalk ZB	16.5	15.1	1.4	1	8.1	7.8	0.3	4.9	3.4	1.5	6.2	5.4	0.8	6.0	4.9	1.1	11.8	11.2	0.6	25.9	23.8	2.1	10.6	10.8	-0.2
Radio Dunedin	10.6	14.1	-3.5	3	8.5	8.6	-0.1	4.6	6.8	-2.2	0.9	3.1	-2.2	0.8	2.1	-1.3	5.7	7.2	-1.5	15.0	18.1	-3.1	*	3.2	*
Radio Hauraki	4.2	4.1	0.1	11	2.9	2.2	0.7	6.0	7.3	-1.3	5.3	8.0	-2.7	9.1	9.7	-0.6	7.8	5.9	1.9	0.7	0.7	0.0	1.7	2.2	-0.5
Rhema	0.2	0.1	0.1	17	*	*	*	0.4	*	*	0.5	*	*	0.3	*	*	0.2	0.1	0.1	0.2	0.1	0.1	*	*	*
Rock	12.4	8.9	3.5	2	13.2	11.8	1.4	19.6	16.9	2.7	22.2	15.2	7.0	19.8	12.6	7.2	13.7	9.3	4.4	7.9	6.9	1.0	18.4	16.0	2.4
SENZ Sport	0.2	n.a.	*	17	*	n.a.	*	*	n.a.	*	0.4	n.a.	*	0.4	n.a.	*	0.3	n.a.	*	0.2	n.a.	*	0.9	n.a.	*
Star	0.2	0.2	0.0	17	*	*	*	0.1	*	*	0.1	*	*	0.2	0.1	0.1	0.1	0.3	-0.2	0.2	0.3	-0.1	*	0.3	*
Tahu FM	0.1	0.1	0.0	20	*	*	*	0.2	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.0	*	*	*	0.2	0.2	0.0	*	*	*
The Hits	6.8	6.1	0.7	5	4.8	2.9	1.9	5.8	5.6	0.2	6.2	6.5	-0.3	9.0	8.5	0.5	12.1	11.1	1.0	7.4	7.1	0.3	18.0	14.7	3.3
The Sound	6.1	6.3	-0.2	7	7.5	8.9	-1.4	6.6	5.4	1.2	8.3	6.7	1.6	7.0	7.1	-0.1	7.1	8.8	-1.7	6.5	6.3	0.2	2.6	3.5	-0.9
Today FM*	2.1	3.1	-1.0	13	0.7	0.8	-0.1	1.0	3.1	-2.1	2.8	5.1	-2.3	1.9	5.2	-3.3	2.3	2.8	-0.5	3.1	2.0	1.1	3.7	3.4	0.3
ZM	6.0	6.8	-0.8	8	14.1	15.2	-1.1	15.3	17.9	-2.6	10.7	12.8	-2.1	8.3	10.6	-2.3	2.3	3.5	-1.2	1.0	1.1	-0.1	10.4	13.7	-3.3
MediaWorks Combo	55.4	58.0	-2.6		63.0	65.6	-2.6	54.1	56.4	-2.3	57.3	57.6	-0.3	54.5	57.0	-2.5	56.6	59.3	-2.7	54.9	56.8	-1.9	53.8	53.6	0.2
NZME Combo	40.3	38.4	1.9		34.8	32.4	2.4	40.2	41.2	-1.0	36.7	40.0	-3.3	39.1	39.5	-0.4	38.3	34.5	3.8	41.2	37.9	3.3	44.6	44.3	0.3
Potential (000)	116.6	116.6	0.0		32.8	32.8	0.0	44.3	43.8	0.5	31.6	31.6	0.0	46.8	46.8	0.0	30.9	30.9	0.0	27.6	27.6	0.0	16.6	17.6	-1.0
Sample	802	806	-4		143	157	-14	190	221	-31	159	200	-41	234	289	-55	205	215	-10	298	265	33	104	125	-21

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 (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 3 2022

Station Share (%) by Daypart, People 10+

Survey Comparisons: 2/2022 - 3/2022

This 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

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

	This	Last	+/-
Potential (000)	116.6	116.6	0.0
Sample Size	802	806	-4

	Breakfast				Morning			Afternoon			Drive				Night			Mid Dawn			Weekend		
	Mon-Fri 6am-9am		+/-	Rank	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		This
Breeze	7.5	9.6	-2.1	6	6.6	8.7	-2.1	5.7	6.6	-0.9	3.8	5.2	-1.4	4.2	4.4	-0.2	15.1	16.1	-1.0	5.9	8.0	-2.1	
Coast	2.5	2.6	-0.1	12	5.5	5.1	0.4	4.9	5.1	-0.2	4.8	4.9	-0.1	2.4	3.4	-1.0	1.5	1.3	0.2	5.2	5.2	0.0	
Edge	5.3	4.6	0.7	9	3.4	4.9	-1.5	4.3	5.3	-1.0	6.8	8.3	-1.5	5.0	5.1	-0.1	1.0	1.0	0.0	6.6	6.4	0.2	
Flava	1.9	1.4	0.5	13	1.9	1.4	0.5	1.7	1.5	0.2	2.2	1.7	0.5	2.0	0.9	1.1	0.7	0.6	0.1	2.9	2.2	0.7	
Gold Sport**	0.2	*	*	17	0.4	0.5	-0.1	0.3	0.2	0.1	0.1	*	*	0.2	0.1	0.1	3.3	*	*	0.9	0.6	0.3	
Life FM	0.8	0.9	-0.1	15	0.6	1.0	-0.4	0.4	1.0	-0.6	0.8	1.3	-0.5	1.9	0.5	1.4	0.9	0.9	0.0	0.6	0.4	0.2	
Magic	2.8	2.7	0.1	11	2.3	3.4	-1.1	2.4	3.7	-1.3	4.1	4.8	-0.7	1.9	2.0	-0.1	1.6	1.4	0.2	4.3	4.2	0.1	
More FM	11.8	10.3	1.5	2	7.9	6.4	1.5	8.3	7.3	1.0	6.7	6.4	0.3	7.6	6.2	1.4	10.4	7.7	2.7	11.5	9.6	1.9	
Newstalk ZB	18.7	17.1	1.6	1	12.3	10.8	1.5	10.6	8.7	1.9	13.0	11.9	1.1	35.3	37.5	-2.2	31.7	36.6	-4.9	17.0	15.3	1.7	
Radio Dunedin	7.6	12.2	-4.6	5	10.2	12.9	-2.7	13.5	16.5	-3.0	11.4	13.9	-2.5	4.3	6.6	-2.3	7.2	11.4	-4.2	12.7	16.6	-3.9	
Radio Hauraki	4.0	4.9	-0.9	10	5.2	4.8	0.4	6.0	6.0	0.0	3.5	2.9	0.6	6.2	2.6	3.6	1.1	1.3	-0.2	2.2	2.3	-0.1	
Rhema	0.2	0.2	0.0	17	0.1	0.1	0.0	0.1	*	*	0.2	0.3	-0.1	*	*	*	1.0	0.1	0.9	0.3	*	*	
Rock	10.9	7.6	3.3	3	15.5	10.2	5.3	15.8	11.3	4.5	17.9	14.3	3.6	10.0	9.7	0.3	5.3	2.5	2.8	7.2	5.0	2.2	
SENZ Sport	*	n.a.	*	*	0.1	n.a.	*	0.4	n.a.	*	0.1	n.a.	*	0.4	n.a.	*	*	n.a.	*	0.4	n.a.	*	
Star	0.3	0.3	0.0	16	*	*	*	0.1	0.2	-0.1	0.1	0.1	0.0	0.2	0.8	-0.6	0.1	*	*	0.4	0.4	0.0	
Tahu FM	*	*	*	*	0.1	0.1	0.0	0.2	0.2	0.0	0.1	*	*	*	*	*	*	0.1	*	0.3	0.2	0.1	
The Hits	9.3	9.2	0.1	4	8.9	7.8	1.1	6.8	5.5	1.3	6.8	5.9	0.9	2.5	2.3	0.2	3.1	2.0	1.1	5.0	4.6	0.4	
The Sound	6.5	5.6	0.9	7	6.8	7.6	-0.8	6.3	6.9	-0.6	5.0	5.7	-0.7	7.0	6.3	0.7	7.5	7.0	0.5	5.1	5.6	-0.5	
Today FM*	1.5	2.9	-1.4	14	2.7	3.9	-1.2	2.8	3.5	-0.7	1.9	1.7	0.2	1.2	3.3	-2.1	2.4	5.0	-2.6	1.6	2.8	-1.2	
ZM	5.8	6.1	-0.3	8	7.0	8.0	-1.0	7.0	8.0	-1.0	7.0	8.2	-1.2	2.0	3.9	-1.9	2.5	2.2	0.3	5.5	6.2	-0.7	
MediaWorks Combo	54.1	55.6	-1.5		56.1	58.9	-2.8	60.0	62.0	-2.0	57.8	60.5	-2.7	41.2	43.7	-2.5	50.7	52.3	-1.6	55.4	58.5	-3.1	
NZME Combo	42.3	41.4	0.9		41.3	38.4	2.9	37.3	35.0	2.3	37.4	35.5	1.9	50.5	50.7	-0.2	44.1	44.1	0.0	38.7	36.4	2.3	

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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

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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	10.2	11.9	-1.7	8	2.7	3.2	-0.5		3.5	4.0	-0.5		2.3	2.9	-0.6		3.5	5.0	-1.5		3.5	4.2	-0.7		3.7	3.6	0.1		1.9	2.4	-0.5	
Coast	6.5	6.6	-0.1	11	0.9	0.8	0.1		0.8	0.9	-0.1		0.6	1.0	-0.4		1.7	1.8	-0.1		2.2	2.0	0.2		2.8	2.8	0.0		0.5	0.4	0.1	
Edge	17.6	16.9	0.7	1	7.7	7.6	0.1		11.4	11.0	0.4		7.3	6.7	0.6		8.3	8.0	0.3		2.1	2.2	-0.1		1.4	1.3	0.1		2.5	3.2	-0.7	
Flava	4.9	4.2	0.7	13	2.3	2.3	0.0		3.6	3.2	0.4		2.0	1.6	0.4		2.3	1.7	0.6		0.5	0.2	0.3		0.3	0.1	0.2		0.9	1.0	-0.1	
Gold Sport**	2.3	1.7	0.6	15	0.1	0.1	0.0		0.2	*	*		0.3	0.1	0.2		0.8	0.4	0.4		1.3	0.8	0.5		1.0	0.7	0.3		0.6	0.4	0.2	
Life FM	1.4	1.3	0.1	16	0.3	0.2	0.1		0.8	0.3	0.5		0.5	0.1	0.4		0.6	0.4	0.2		0.5	0.8	-0.3		0.5	0.7	-0.2		*	*	*	
Magic	6.4	6.2	0.2	12	0.4	0.7	-0.3		0.1	0.2	-0.1		0.5	1.1	-0.6		1.9	2.1	-0.2		3.3	2.6	0.7		3.6	3.2	0.4		0.9	0.8	0.1	
More FM	14.6	13.8	0.8	4	5.8	5.0	0.8		5.7	5.1	0.6		3.7	3.6	0.1		5.5	5.6	-0.1		3.8	4.1	-0.3		2.9	3.0	-0.1		2.4	2.2	0.2	
Newstalk ZB	14.7	13.7	1.0	3	1.0	0.9	0.1		2.3	1.4	0.9		2.8	2.3	0.5		4.4	3.7	0.7		4.1	4.1	0.0		6.3	6.5	-0.2		2.1	1.9	0.2	
Radio Dunedin	7.8	9.5	-1.7	9	1.1	1.2	-0.1		1.3	1.6	-0.3		0.5	0.8	-0.3		0.9	0.9	0.0		1.6	1.5	0.1		3.5	4.3	-0.8		*	0.1	*	
Radio Hauraki	7.3	8.7	-1.4	10	1.4	1.4	0.0		3.4	4.1	-0.7		2.5	3.7	-1.2		5.1	6.3	-1.2		3.1	3.1	0.0		0.6	0.9	-0.3		1.5	1.9	-0.4	
Rhema	0.9	0.9	0.0	18	*	*	*		0.2	*	*		0.3	0.1	0.2		0.3	0.1	0.2		0.1	0.1	0.0		0.5	0.5	0.0		*	*	*	
Rock	12.8	11.3	1.5	6	2.8	2.6	0.2		6.4	5.4	1.0		5.5	4.8	0.7		8.4	7.2	1.2		3.9	3.4	0.5		1.5	1.5	0.0		2.8	2.9	-0.1	
SENZ Sport	1.1	n.a.	*	17	*	n.a.	*		*	n.a.	*		0.5	n.a.	*		0.7	n.a.	*		0.5	n.a.	*		0.4	n.a.	*		0.5	n.a.	*	
Star	0.9	0.9	0.0	18	*	*	*		0.2	*	*		0.2	*	*		0.3	0.1	0.2		0.2	0.4	-0.2		0.3	0.5	-0.2		*	0.1	*	
Tahu FM	0.8	0.7	0.1	20	*	*	*		0.5	0.3	0.2		0.6	0.5	0.1		0.6	0.5	0.1		*	*	*		0.2	0.2	0.0		*	*	*	
The Hits	15.6	15.0	0.6	2	4.0	3.8	0.2		6.4	6.1	0.3		5.0	4.7	0.3		7.8	7.3	0.5		5.1	5.1	0.0		3.5	3.5	0.0		4.3	3.5	0.8	
The Sound	11.1	10.6	0.5	7	2.6	3.0	-0.4		4.0	3.5	0.5		3.5	3.0	0.5		5.5	4.9	0.6		4.2	3.8	0.4		3.0	2.6	0.4		1.1	1.3	-0.2	
Today FM*	4.3	5.2	-0.9	14	1.2	1.1	0.1		1.7	1.6	0.1		1.1	1.4	-0.3		1.4	1.9	-0.5		0.8	0.9	-0.1		1.4	1.4	0.0		0.6	0.9	-0.3	
ZM	14.4	16.0	-1.6	5	6.3	7.0	-0.7		10.9	11.6	-0.7		6.1	6.7	-0.6		7.3	8.0	-0.7		1.8	2.0	-0.2		0.7	1.0	-0.3		2.6	3.7	-1.1	
MediaWorks Combo	59.0	58.9	0.1		16.9	16.1	0.8		22.1	21.7	0.4		15.6	15.7	-0.1		23.4	23.5	-0.1		17.0	16.4	0.6		15.2	15.5	-0.3		8.4	9.0	-0.6	
NZME Combo	50.9	51.5	-0.6		14.0	13.7	0.3		21.6	21.4	0.2		13.5	14.4	-0.9		20.9	21.4	-0.5		13.7	13.6	0.1		12.1	12.6	-0.5		8.9	9.6	-0.7	
All Commercial Radio	82.7	83.3	-0.6		21.6	20.7	0.9		30.8	30.2	0.6		22.7	22.9	-0.2		33.9	34.2	-0.3		23.1	23.8	-0.7		21.1	22.1	-1.0		12.9	13.8	-0.9	
Potential (000)	116.6	116.6	0.0		32.8	32.8	0.0		44.3	43.8	0.5		31.6	31.6	0.0		46.8	46.8	0.0		30.9	30.9	0.0		27.6	27.6	0.0		16.6	17.6	-1.0	
Sample	802	806	-4		143	157	-14		190	221	-31		159	200	-41		234	289	-55		205	215	-10		298	265	33		104	125	-21	

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 (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 3 2022

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

Survey Comparisons: 2/2022 - 3/2022

This 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

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

	This	Last	+/-
Potential (000)	116.6	116.6	0.0
Sample Size	802	806	-4

	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	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-				
Breeze	4.8	6.1	-1.3	8	5.3	6.0	-0.7	4.4	5.3	-0.9	4.3	5.5	-1.2	1.8	2.1	-0.3	2.5	1.9	0.6	5.0	6.6	-1.6	
Coast	3.0	3.4	-0.4	11	3.1	3.1	0.0	3.5	3.9	-0.4	3.6	3.8	-0.2	1.3	1.4	-0.1	0.6	0.4	0.2	3.5	3.2	0.3	
Edge	8.6	8.1	0.5	3	7.0	6.5	0.5	8.1	7.6	0.5	8.4	8.8	-0.4	3.9	3.5	0.4	1.0	1.0	0.0	9.3	8.7	0.6	
Flava	1.8	1.9	-0.1	13	0.9	1.0	-0.1	2.0	2.1	-0.1	2.5	2.0	0.5	2.1	1.3	0.8	0.4	0.2	0.2	3.7	3.0	0.7	
Gold Sport**	0.3	0.2	0.1	16	0.3	0.3	0.0	0.9	0.7	0.2	0.3	0.3	0.0	0.2	0.1	0.1	0.4	*	*	1.5	1.1	0.4	
Life FM	0.6	0.5	0.1	15	0.3	0.3	0.0	0.4	0.7	-0.3	0.6	0.4	0.2	0.8	0.7	0.1	0.3	0.2	0.1	0.4	0.5	-0.1	
Magic	3.1	3.2	-0.1	10	2.2	2.6	-0.4	2.8	3.6	-0.8	2.7	2.9	-0.2	1.2	1.1	0.1	0.6	0.5	0.1	3.8	3.3	0.5	
More FM	6.6	6.4	0.2	6	5.1	4.9	0.2	6.0	5.4	0.6	6.0	6.1	-0.1	3.0	2.7	0.3	1.2	1.5	-0.3	8.7	8.7	0.0	
Newstalk ZB	9.0	8.4	0.6	1	6.4	5.9	0.5	7.1	6.4	0.7	6.1	5.0	1.1	7.5	7.0	0.5	5.2	4.8	0.4	12.0	10.8	1.2	
Radio Dunedin	4.5	6.4	-1.9	9	4.3	5.7	-1.4	5.2	6.4	-1.2	4.3	5.3	-1.0	1.8	2.3	-0.5	1.3	1.6	-0.3	5.6	7.1	-1.5	
Radio Hauraki	2.8	4.4	-1.6	12	1.8	3.0	-1.2	4.5	6.0	-1.5	2.8	3.1	-0.3	1.3	0.8	0.5	0.4	0.6	-0.2	3.3	3.9	-0.6	
Rhema	0.1	0.1	0.0	18	0.1	0.1	0.0	0.3	0.2	0.1	0.4	0.3	0.1	*	0.1	*	0.3	0.1	0.2	0.4	0.3	0.1	
Rock	8.4	7.2	1.2	4	6.0	5.1	0.9	8.0	6.7	1.3	9.0	6.9	2.1	3.4	3.1	0.3	0.9	0.7	0.2	7.1	5.8	1.3	
SENZ Sport	*	n.a.	*	*	0.3	n.a.	*	0.6	n.a.	*	0.3	n.a.	*	0.2	n.a.	*	*	n.a.	*	0.8	n.a.	1.3	
Star	0.3	0.3	0.0	16	*	0.1	*	0.2	0.3	-0.1	0.3	0.2	0.1	0.3	0.6	-0.3	0.2	*	*	0.7	0.7	0.0	
Tahu FM	*	*	*	*	0.1	0.1	0.0	0.4	0.4	0.0	0.3	0.2	0.1	0.1	0.1	0.0	0.1	0.1	0.0	0.4	0.3	0.1	
The Hits	8.7	8.3	0.4	2	5.9	5.5	0.4	7.0	6.5	0.5	6.5	6.0	0.5	2.0	1.7	0.3	1.7	1.1	0.6	8.8	8.7	0.1	
The Sound	5.2	5.0	0.2	7	3.9	4.3	-0.4	4.6	4.7	-0.1	4.4	4.2	0.2	3.3	3.2	0.1	1.7	1.8	-0.1	4.5	4.2	0.3	
Today FM*	1.7	2.3	-0.6	14	1.3	2.0	-0.7	1.9	2.5	-0.6	1.6	2.1	-0.5	1.5	1.1	0.4	0.5	0.7	-0.2	2.0	2.8	-0.8	
ZM	7.5	8.5	-1.0	5	4.6	5.6	-1.0	6.1	6.9	-0.8	7.8	8.9	-1.1	1.9	3.0	-1.1	1.3	0.6	0.7	6.7	7.7	-1.0	
MediaWorks Combo	36.4	36.6	-0.2		30.8	32.7	-1.9	36.1	36.5	-0.4	34.7	35.0	-0.3	17.3	17.0	0.3	8.6	8.8	-0.2	39.5	39.2	0.3	
NZME Combo	30.3	31.2	-0.9		21.1	21.8	-0.7	27.5	28.3	-0.8	25.9	25.3	0.6	15.6	14.6	1.0	9.3	7.3	2.0	33.9	33.7	0.2	
All Commercial Radio	58.2	57.8	0.4		46.2	48.9	-2.7	56.6	57.5	-0.9	55.0	55.4	-0.4	31.9	30.8	1.1	16.9	14.8	2.1	63.0	64.7	-1.7	

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 (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 3 2022

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

Survey Comparisons: 2/2022 - 3/2022

This 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

Last Survey Period: Sun Jun 20 to Sat Nov 6 2021 & Sun Jan 30 to Sat Jun 18 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	8:12	9:09	-0:56	6:29	6:31	-0:02	5:54	7:06	-1:12	8:08	9:05	-0:57	7:41	8:27	-0:45	7:26	8:47	-1:21	8:24	11:43	-3:19	7:17	6:35	0:42
Coast	8:43	9:10	-0:27	4:00	3:09	0:51	10:37	10:51	-0:13	13:12	10:39	2:33	7:51	8:03	-0:12	5:15	4:57	0:18	8:14	8:08	0:05	3:52	3:55	-0:02
Edge	3:45	4:28	-0:43	3:17	3:53	-0:35	3:36	3:29	0:07	4:08	4:40	-0:31	3:56	4:52	-0:55	3:30	5:24	-1:54	5:15	5:21	-0:05	4:29	4:23	0:06
Flava	5:35	5:09	0:25	3:36	3:29	0:07	6:06	5:10	0:56	9:13	7:58	1:14	8:08	7:30	0:37	1:08	1:15	-0:07	1:18	0:30	0:48	2:56	3:45	-0:49
Gold Sport**	2:51	2:15	0:35	1:00	1:00	0:00	3:15	*	*	2:27	1:15	1:12	1:57	1:33	0:24	3:06	1:43	1:23	3:49	2:14	1:34	5:27	1:32	3:54
Life FM	6:45	8:32	-1:47	0:30	0:30	0:00	6:50	0:46	6:03	10:23	1:30	8:53	9:15	3:00	6:14	3:04	10:32	-7:27	7:02	15:02	-7:59	*	*	*
Magic	6:10	7:48	-1:37	13:47	12:49	0:58	1:45	1:16	0:28	1:34	3:24	-1:50	3:21	3:51	-0:30	5:46	7:21	-1:35	6:46	8:30	-1:43	3:19	5:09	-1:50
More FM	8:34	7:57	0:36	5:01	5:13	-0:11	3:44	4:00	-0:16	7:08	7:14	-0:06	9:40	9:03	0:36	12:50	12:28	0:22	11:18	10:55	0:22	10:41	8:28	2:13
Newstalk ZB	14:48	15:04	-0:15	18:33	21:18	-2:44	8:06	8:45	-0:39	7:27	7:27	0:00	6:47	6:27	0:19	10:50	11:03	-0:12	17:46	17:22	0:24	9:44	11:21	-1:36
Radio Dunedin	17:54	20:19	-2:25	18:09	17:26	0:42	14:06	15:53	-1:47	6:16	13:24	-7:08	4:12	11:45	-7:33	13:12	18:31	-5:19	18:25	19:52	-1:26	*	71:45	*
Radio Hauraki	7:31	6:24	1:06	4:51	3:38	1:12	6:46	6:29	0:17	7:08	6:57	0:10	8:46	7:29	1:16	9:25	7:31	1:53	4:30	3:41	0:48	2:12	2:22	-0:10
Rhema	3:08	1:24	1:44	*	*	*	8:30	*	*	5:40	0:15	5:25	5:40	0:15	5:25	6:00	6:00	0:00	1:38	1:18	0:20	*	*	*
Rock	12:44	10:53	1:51	10:59	11:15	-0:16	11:45	11:24	0:20	13:19	10:15	3:04	11:41	8:29	3:11	13:30	10:46	2:43	22:04	21:38	0:26	12:47	11:16	1:31
SENZ Sport	2:42	n.a.	*	*	n.a.	*	*	n.a.	*	2:48	n.a.	*	2:47	n.a.	*	2:25	n.a.	*	2:33	n.a.	*	3:24	n.a.	*
Star	2:53	3:42	-0:49	*	*	*	2:00	*	*	2:00	*	*	2:25	3:00	-0:34	3:00	3:28	-0:28	2:10	3:30	-1:19	*	5:45	*
Tahu FM	2:12	2:07	0:04	*	*	*	1:22	0:44	0:38	1:10	0:35	0:35	1:10	0:35	0:35	*	*	*	5:30	5:30	0:00	*	*	*
The Hits	5:47	5:35	0:11	2:50	1:52	0:58	3:25	3:21	0:04	4:09	4:27	-0:18	5:45	5:36	0:09	9:00	8:44	0:15	9:08	9:30	-0:22	8:14	8:29	-0:15
The Sound	7:16	8:15	-0:58	6:54	7:09	-0:15	6:15	5:45	0:29	7:53	7:14	0:39	6:15	7:03	-0:47	6:27	9:20	-2:53	9:28	11:32	-2:03	4:25	5:28	-1:03
Today FM*	6:17	8:15	-1:57	1:19	1:43	-0:23	2:13	7:01	-4:47	8:13	11:48	-3:34	7:03	13:18	-6:15	10:38	12:55	-2:17	10:03	6:38	3:24	11:41	7:40	4:00
ZM	5:28	5:52	-0:24	5:15	5:17	-0:02	5:24	5:40	-0:16	5:49	6:09	-0:19	5:38	6:26	-0:48	4:50	7:06	-2:16	5:47	5:25	0:22	7:53	7:28	0:24
MediaWorks Combo	12:24	13:31	-1:07	8:49	9:52	-1:02	9:22	9:32	-0:09	12:15	11:52	0:22	11:31	11:47	-0:16	12:40	14:27	-1:47	15:38	17:27	-1:48	12:39	12:03	0:36
NZME Combo	10:27	10:14	0:12	5:52	5:45	0:07	7:07	7:03	0:04	9:01	8:57	0:04	9:16	8:58	0:18	10:36	10:11	0:24	14:49	14:18	0:31	9:52	9:17	0:35
All Commercial Radio	15:57	16:29	-0:32	10:57	11:42	-0:44	12:28	12:10	0:17	14:40	14:07	0:32	14:35	14:11	0:24	16:26	16:51	-0:25	20:33	21:31	-0:58	15:13	14:42	0:31
Potential (000)	116.6	116.6	0.0	32.8	32.8	0.0	44.3	43.8	0.5	31.6	31.6	0.0	46.8	46.8	0.0	30.9	30.9	0.0	27.6	27.6	0.0	16.6	17.6	-1.0
Sample	802	806	-4	143	157	-14	190	221	-31	159	200	-41	234	289	-55	205	215	-10	298	265	33	104	125	-21

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 (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 3 2022

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

Survey Comparisons: 2/2022 - 3/2022

This 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

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

	This	Last	+/-
Potential (000)	116.6	116.6	0.0
Sample Size	802	806	-4

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

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 (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