



DUNEDIN COMMERCIAL RADIO - SURVEY 2 2023

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

Survey Comparisons: 1/2023 - 2/2023

This 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

Last 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

	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	8.1	7.8	0.3	5	3.9	3.5	0.4	4.7	3.9	0.8	7.4	6.9	0.5	9.5	9.1	0.4	11.6	10.9	0.7	9.4	8.9	0.5	10.5	9.2	1.3
Coast	5.0	4.7	0.3	11	0.8	1.0	-0.2	0.9	0.6	0.3	1.0	0.5	0.5	2.8	3.2	-0.4	6.1	5.6	0.5	6.7	4.8	1.9	6.9	7.6	-0.7
Edge	8.9	8.0	0.9	4	21.5	20.2	1.3	16.2	15.7	0.5	13.0	12.1	0.9	9.9	9.5	0.4	3.2	2.7	0.5	2.3	2.3	0.0	12.0	9.4	2.6
Flava	1.9	1.8	0.1	14	3.1	2.2	0.9	4.9	5.4	-0.5	4.0	4.6	-0.6	2.7	3.3	-0.6	0.6	0.5	0.1	0.5	0.4	0.1	2.1	1.8	0.3
George FM	3.8	1.1	2.7	13	5.9	4.9	1.0	4.6	3.0	1.6	2.1	0.2	1.9	5.8	0.8	5.0	7.6	0.9	6.7	1.0	*	*	*	1.5	*
Gold Sport	0.2	0.4	-0.2	16	0.1	0.1	0.0	0.1	0.2	-0.1	0.1	0.3	-0.2	0.1	0.3	-0.2	0.6	0.7	-0.1	0.5	0.6	-0.1	0.9	1.2	-0.3
Life FM	1.4	1.3	0.1	15	1.8	1.5	0.3	2.1	2.1	0.0	1.7	1.5	0.2	2.5	2.5	0.0	2.0	2.0	0.0	0.1	0.1	0.0	1.5	1.5	0.0
Magic	4.5	4.6	-0.1	12	0.6	5.0	-4.4	0.6	0.2	0.4	0.6	0.3	0.3	0.7	0.6	0.1	5.8	4.3	1.5	12.4	9.2	3.2	1.2	1.5	-0.3
More FM	6.1	7.2	-1.1	8	6.2	9.4	-3.2	3.0	3.9	-0.9	7.7	8.2	-0.5	6.6	7.1	-0.5	3.7	5.9	-2.2	4.1	6.5	-2.4	6.2	9.8	-3.6
Newstalk ZB	11.4	13.4	-2.0	1	0.7	8.8	-8.1	1.4	2.2	-0.8	1.2	2.8	-1.6	1.2	2.7	-1.5	7.4	10.1	-2.7	21.3	20.3	1.0	1.9	7.5	-5.6
Radio Dunedin	5.1	7.5	-2.4	10	1.7	0.2	1.5	2.7	0.6	2.1	2.3	0.9	1.4	1.7	0.8	0.9	3.6	7.8	-4.2	9.9	14.8	-4.9	2.2	2.2	0.0
Radio Hauraki	5.8	5.8	0.0	9	6.7	4.9	1.8	9.8	11.0	-1.2	11.6	11.9	-0.3	9.1	10.8	-1.7	4.0	5.0	-1.0	2.2	1.8	0.4	10.7	5.2	5.5
Rhema	0.2	0.3	-0.1	16	0.1	*	*	0.3	0.6	-0.3	0.4	0.6	-0.2	0.3	0.5	-0.2	0.3	0.2	0.1	0.2	0.1	0.1	0.1	0.2	-0.1
Rock	9.8	11.9	-2.1	2	11.4	11.5	-0.1	16.1	19.6	-3.5	14.5	19.5	-5.0	14.8	19.1	-4.3	12.1	14.7	-2.6	4.6	7.0	-2.4	7.0	8.6	-1.6
SENZ Sport	0.2	0.2	0.0	16	0.8	*	*	0.1	*	*	0.1	0.3	-0.2	0.1	0.3	-0.2	*	0.1	*	*	0.1	*	*	0.9	*
Star	0.1	0.1	0.0	19	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.2	-0.1	0.1	0.1	0.0	0.1	0.2	-0.1	*	*	*
Tahu FM	0.1	0.1	0.0	19	*	*	*	0.2	0.2	0.0	0.2	0.2	0.0	0.2	0.3	-0.1	0.2	0.2	0.0	*	*	*	*	*	*
The Hits	9.6	7.5	2.1	3	11.4	9.8	1.6	6.9	6.1	0.8	7.6	6.3	1.3	10.2	7.9	2.3	14.0	10.0	4.0	10.4	7.9	2.5	17.2	13.7	3.5
The Sound	6.3	6.5	-0.2	7	6.8	4.6	2.2	2.3	5.5	-3.2	1.9	4.2	-2.3	4.4	5.8	-1.4	11.7	12.4	-0.7	10.0	10.1	-0.1	4.0	4.0	0.0
ZM	6.8	5.4	1.4	6	11.4	10.5	0.9	18.0	15.2	2.8	15.7	12.1	3.6	11.2	9.2	2.0	0.8	0.9	-0.1	*	*	*	11.8	11.4	0.4
MediaWorks Combo	53.3	54.9	-1.6		60.6	59.7	0.9	52.4	53.6	-1.2	50.6	53.1	-2.5	54.0	53.3	0.7	59.3	59.4	-0.1	53.7	58.7	-5.0	44.2	46.1	-1.9
NZME Combo	40.7	39.0	1.7		34.3	37.2	-2.9	42.3	40.7	1.6	41.4	38.5	2.9	37.5	37.4	0.1	33.5	32.7	0.8	41.7	35.9	5.8	51.6	48.5	3.1
Potential (000)	115.5	115.5	0.0		31.5	31.5	0.0	40.8	40.9	-0.1	31.6	31.6	0.0	46.6	46.6	0.0	30.6	30.6	0.0	27.7	27.7	0.0	17.4	18.2	-0.8
Sample	918	903	15		189	171	18	256	219	37	212	185	27	315	286	29	242	242	0	303	319	-16	131	131	0

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 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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Station Share (%) by Daypart, People 10+

Survey Comparisons: 1/2023 - 2/2023

This 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

Last 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

	This	Last	+/-
Potential (000)	115.5	115.5	0.0
Sample Size	918	903	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	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	9.3	7.0	2.3	3	8.0	8.2	-0.2	6.9	7.6	-0.7	6.6	5.9	0.7	6.8	7.2	-0.4	13.3	14.8	-1.5	8.8	8.4	0.4
Coast	3.9	3.2	0.7	11	5.2	5.4	-0.2	6.5	6.2	0.3	5.9	5.7	0.2	2.1	1.8	0.3	1.6	0.1	1.5	5.1	4.9	0.2
Edge	7.9	8.0	-0.1	5	6.9	5.6	1.3	8.2	5.6	2.6	10.4	10.8	-0.4	11.8	13.3	-1.5	8.0	2.1	5.9	10.3	9.9	0.4
Flava	2.5	2.4	0.1	14	1.6	1.8	-0.2	1.2	1.1	0.1	3.1	2.7	0.4	2.5	2.8	-0.3	0.3	0.5	-0.2	1.8	1.6	0.2
George FM	0.9	0.1	0.8	15	2.8	0.8	2.0	4.6	1.2	3.4	5.8	1.7	4.1	8.7	3.3	5.4	0.2	0.1	0.1	4.5	1.4	3.1
Gold Sport	0.1	0.1	0.0	18	*	*	*	*	0.2	*	*	*	*	0.3	0.2	0.1	2.9	3.4	-0.5	0.3	0.6	-0.3
Life FM	3.2	2.9	0.3	12	0.6	0.4	0.2	1.2	1.0	0.2	1.1	0.8	0.3	2.1	2.4	-0.3	0.8	1.0	-0.2	1.0	0.9	0.1
Magic	3.2	3.2	0.0	12	3.7	3.4	0.3	3.7	3.5	0.2	3.7	4.8	-1.1	6.3	4.1	2.2	4.1	4.4	-0.3	6.8	7.6	-0.8
More FM	5.6	7.0	-1.4	8	6.7	6.7	0.0	7.2	7.2	0.0	5.8	6.4	-0.6	4.4	6.4	-2.0	4.8	6.1	-1.3	5.7	8.7	-3.0
Newstalk ZB	15.1	17.5	-2.4	1	10.7	13.2	-2.5	6.8	10.5	-3.7	8.2	9.2	-1.0	18.0	20.0	-2.0	21.1	20.8	0.3	11.6	11.9	-0.3
Radio Dunedin	4.3	6.8	-2.5	10	6.0	7.9	-1.9	4.1	7.3	-3.2	4.1	5.8	-1.7	6.4	5.9	0.5	10.0	5.6	4.4	5.3	9.4	-4.1
Radio Hauraki	5.2	5.3	-0.1	9	7.0	8.3	-1.3	8.1	9.2	-1.1	8.5	6.0	2.5	4.3	3.1	1.2	0.7	1.7	-1.0	3.1	2.5	0.6
Rhema	0.2	0.1	0.1	16	*	*	*	0.3	0.3	0.0	*	0.3	*	*	*	*	0.8	1.4	-0.6	0.3	0.4	-0.1
Rock	8.6	10.2	-1.6	4	13.0	14.2	-1.2	14.6	15.7	-1.1	8.4	13.5	-5.1	1.9	9.5	-7.6	9.7	10.1	-0.4	6.6	7.8	-1.2
SENZ Sport	0.2	*	*	16	0.3	0.1	0.2	0.1	0.4	-0.3	*	0.1	*	0.1	0.1	0.0	*	*	*	0.3	0.2	0.1
Star	0.1	0.2	-0.1	18	*	*	*	0.1	0.2	-0.1	*	*	*	0.1	*	*	0.1	0.1	0.0	0.1	0.2	-0.1
Tahu FM	0.1	0.1	0.0	18	0.1	0.1	0.0	*	*	*	0.1	0.2	-0.1	0.1	*	*	*	*	*	0.2	0.2	0.0
The Hits	12.6	10.8	1.8	2	9.0	6.6	2.4	9.5	7.1	2.4	9.2	7.8	1.4	6.4	4.9	1.5	5.5	4.4	1.1	9.4	6.8	2.6
The Sound	6.5	6.8	-0.3	7	7.1	8.8	-1.7	6.7	8.5	-1.8	4.0	4.6	-0.6	4.4	3.8	0.6	1.1	5.2	-4.1	7.7	4.8	2.9
ZM	6.7	4.5	2.2	6	8.7	5.4	3.3	6.0	4.3	1.7	9.3	9.3	0.0	3.1	3.2	-0.1	7.6	7.4	0.2	5.8	5.6	0.2
MediaWorks Combo	47.1	49.5	-2.4		54.2	55.7	-1.5	56.8	56.8	0.0	49.9	53.9	-4.0	53.4	54.6	-1.2	51.7	49.3	2.4	56.2	58.4	-2.2
NZME Combo	46.5	43.8	2.7		42.2	40.7	1.5	38.2	38.6	-0.4	44.2	40.9	3.3	36.7	35.9	0.8	39.7	38.2	1.5	37.1	33.9	3.2

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 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	12.1	12.4	-0.3	5	1.9	2.0	-0.1	3.8	3.5	0.3	3.7	3.5	0.2	5.6	5.4	0.2	4.4	4.8	-0.4	4.5	4.7	-0.2	2.7	2.7	0.0
Coast	5.6	5.8	-0.2	13	0.2	0.6	-0.4	0.9	0.9	0.0	0.9	0.8	0.1	1.5	1.7	-0.2	2.1	2.1	0.0	3.0	2.4	0.6	0.6	0.7	-0.1
Edge	15.7	15.1	0.6	2	6.8	5.5	1.3	8.6	8.7	-0.1	6.6	7.3	-0.7	8.0	8.5	-0.5	2.0	1.7	0.3	0.8	1.0	-0.2	3.1	2.9	0.2
Flava	6.3	5.5	0.8	11	2.7	1.9	0.8	4.0	3.6	0.4	2.7	2.7	0.0	3.1	3.1	0.0	0.8	0.8	0.0	0.6	0.5	0.1	1.1	1.0	0.1
George FM	3.6	1.6	2.0	14	1.4	1.0	0.4	1.9	1.2	0.7	1.3	0.3	1.0	2.0	0.6	1.4	0.9	0.3	0.6	0.2	0.1	0.1	*	0.1	*
Gold Sport	0.9	1.6	-0.7	17	0.1	0.1	0.0	0.2	0.2	0.0	0.2	0.3	-0.1	0.4	0.8	-0.4	0.5	0.8	-0.3	0.3	0.4	-0.1	0.1	0.4	-0.3
Life FM	2.7	2.4	0.3	15	0.9	0.7	0.2	1.0	0.7	0.3	0.8	0.4	0.4	1.5	1.3	0.2	1.0	1.2	-0.2	0.2	0.3	-0.1	0.4	0.5	-0.1
Magic	6.0	6.4	-0.4	12	0.4	0.9	-0.5	0.6	0.3	0.3	0.5	0.5	0.0	0.9	1.1	-0.2	2.2	2.2	0.0	3.9	3.7	0.2	0.6	0.9	-0.3
More FM	10.3	11.5	-1.2	7	3.1	3.7	-0.6	3.3	3.9	-0.6	3.6	4.1	-0.5	5.3	5.6	-0.3	2.7	2.8	-0.1	1.7	2.1	-0.4	2.2	2.9	-0.7
Newstalk ZB	9.6	12.1	-2.5	8	0.4	0.6	-0.2	0.9	1.3	-0.4	0.9	1.7	-0.8	1.4	2.5	-1.1	2.7	3.5	-0.8	5.3	6.3	-1.0	0.6	1.4	-0.8
Radio Dunedin	6.4	7.1	-0.7	10	0.5	0.1	0.4	1.4	0.6	0.8	1.4	0.9	0.5	1.8	1.2	0.6	1.7	2.5	-0.8	2.9	4.0	-1.1	0.7	0.7	0.0
Radio Hauraki	8.7	8.8	-0.1	9	1.7	1.4	0.3	3.5	3.4	0.1	3.6	3.3	0.3	5.7	6.1	-0.4	3.0	3.7	-0.7	1.2	1.3	-0.1	2.1	2.2	-0.1
Rhema	1.0	0.9	0.1	16	0.3	0.1	0.2	0.2	0.2	0.0	0.2	0.2	0.0	0.5	0.5	0.0	0.4	0.4	0.0	0.2	0.1	0.1	0.1	0.2	-0.1
Rock	13.2	15.5	-2.3	3	3.9	4.2	-0.3	7.2	8.4	-1.2	6.1	7.3	-1.2	7.8	9.6	-1.8	3.0	3.7	-0.7	1.5	1.6	-0.1	2.5	3.4	-0.9
SENZ Sport	0.5	0.6	-0.1	19	0.2	*	*	0.2	*	*	0.3	0.4	-0.1	0.3	0.5	-0.2	*	0.2	*	0.1	0.1	0.0	*	0.5	*
Star	0.8	0.9	-0.1	18	0.1	*	*	0.1	0.2	-0.1	0.1	0.2	-0.1	0.4	0.5	-0.1	0.3	0.3	0.0	0.3	0.3	0.0	*	*	*
Tahu FM	0.5	0.7	-0.2	19	0.1	*	*	0.1	0.4	-0.3	0.1	0.4	-0.3	0.3	0.7	-0.4	0.2	0.3	-0.1	0.1	*	*	*	*	*
The Hits	18.0	16.6	1.4	1	5.3	4.2	1.1	5.6	4.7	0.9	5.4	4.8	0.6	8.5	8.1	0.4	5.8	5.8	0.0	4.2	4.1	0.1	4.4	4.5	-0.1
The Sound	11.7	10.8	0.9	6	2.5	1.6	0.9	2.2	2.8	-0.6	2.3	2.6	-0.3	4.5	4.8	-0.3	4.9	4.8	0.1	4.2	4.1	0.1	1.3	1.0	0.3
ZM	13.1	12.2	0.9	4	4.5	3.5	1.0	8.6	8.3	0.3	7.0	6.7	0.3	8.6	8.6	0.0	1.7	1.9	-0.2	*	0.1	*	3.3	2.9	0.4
MediaWorks Combo	54.6	56.1	-1.5		12.9	12.4	0.5	19.4	18.8	0.6	16.6	16.9	-0.3	24.5	24.9	-0.4	16.5	17.3	-0.8	14.7	15.8	-1.1	8.9	9.5	-0.6
NZME Combo	48.1	48.9	-0.8		11.6	10.3	1.3	17.1	16.4	0.7	14.5	14.6	-0.1	21.4	22.6	-1.2	13.4	14.7	-1.3	12.0	12.4	-0.4	9.1	10.1	-1.0
All Commercial Radio	79.3	81.1	-1.8		18.0	17.5	0.5	27.6	26.9	0.7	24.4	24.6	-0.2	36.0	36.5	-0.5	23.1	24.3	-1.2	20.6	21.6	-1.0	13.6	14.7	-1.1
Potential (000)	115.5	115.5	0.0		31.5	31.5	0.0	40.8	40.9	-0.1	31.6	31.6	0.0	46.6	46.6	0.0	30.6	30.6	0.0	27.7	27.7	0.0	17.4	18.2	-0.8
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	This	Last	+/-
Potential (000)	115.5	115.5	0.0
Sample Size	918	903	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	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	5.3	4.5	0.8	7	5.4	5.7	-0.3	6.5	6.5	0.0	5.1	5.2	-0.1	1.5	2.0	-0.5	1.9	2.0	-0.1	7.0	7.6	-0.6
Coast	3.0	3.0	0.0	12	2.7	2.9	-0.2	2.9	3.0	-0.1	3.3	3.3	0.0	1.3	1.3	0.0	0.3	0.1	0.2	3.8	3.5	0.3
Edge	6.6	8.1	-1.5	5	7.4	6.9	0.5	8.8	7.9	0.9	6.8	6.7	0.1	2.6	3.2	-0.6	1.6	1.4	0.2	9.4	8.4	1.0
Flava	3.4	2.8	0.6	11	2.9	1.7	1.2	1.6	1.2	0.4	3.0	2.5	0.5	1.7	1.9	-0.2	0.3	0.5	-0.2	4.0	3.6	0.4
George FM	1.2	0.3	0.9	15	2.1	0.5	1.6	2.4	1.0	1.4	2.3	0.6	1.7	2.0	0.4	1.6	0.1	0.1	0.0	2.6	1.3	1.3
Gold Sport	0.2	0.2	0.0	19	*	*	*	*	0.6	*	*	0.1	*	0.3	0.2	0.1	0.2	0.3	-0.1	0.7	1.1	-0.4
Life FM	1.6	1.6	0.0	14	0.8	0.6	0.2	1.3	1.3	0.0	1.0	0.9	0.1	0.9	0.7	0.2	0.5	0.4	0.1	1.3	1.1	0.2
Magic	2.3	2.4	-0.1	13	3.0	3.0	0.0	3.0	3.7	-0.7	2.9	3.0	-0.1	1.8	1.4	0.4	0.5	0.6	-0.1	4.5	4.5	0.0
More FM	4.7	5.7	-1.0	8	4.5	5.0	-0.5	5.9	6.4	-0.5	5.1	5.2	-0.1	2.4	2.8	-0.4	0.2	0.6	-0.4	6.0	7.8	-1.8
Newstalk ZB	6.7	8.1	-1.4	4	4.9	5.8	-0.9	4.0	5.5	-1.5	4.6	5.4	-0.8	3.8	4.8	-1.0	4.0	3.9	0.1	6.8	9.2	-2.4
Radio Dunedin	3.9	4.7	-0.8	9	2.9	3.7	-0.8	3.1	4.5	-1.4	2.3	3.1	-0.8	1.7	1.7	0.0	1.2	0.8	0.4	4.0	5.6	-1.6
Radio Hauraki	3.8	4.1	-0.3	10	4.0	4.2	-0.2	4.5	5.5	-1.0	5.2	5.1	0.1	1.3	1.5	-0.2	0.5	0.8	-0.3	4.1	4.2	-0.1
Rhema	0.4	0.4	0.0	16	0.1	*	*	0.5	0.7	-0.2	0.1	0.3	-0.2	0.1	0.1	0.0	0.1	0.2	-0.1	0.5	0.4	0.1
Rock	6.8	8.7	-1.9	3	6.3	6.8	-0.5	8.1	9.2	-1.1	6.2	8.9	-2.7	1.3	2.9	-1.6	1.6	1.8	-0.2	6.8	6.8	0.0
SENZ Sport	0.3	*	*	18	0.3	0.3	0.0	0.2	0.5	-0.3	*	0.3	*	0.1	0.1	0.0	*	*	*	0.3	0.4	-0.1
Star	0.4	0.5	-0.1	16	0.1	*	*	0.3	0.4	-0.1	0.1	0.2	-0.1	0.1	*	*	0.1	0.2	-0.1	0.4	0.6	-0.2
Tahu FM	0.2	0.2	0.0	19	0.1	0.1	0.0	0.1	*	*	0.3	0.6	-0.3	0.1	*	*	*	*	*	0.1	0.4	-0.3
The Hits	9.6	9.8	-0.2	1	6.5	6.3	0.2	8.1	6.6	1.5	8.3	7.3	1.0	3.6	3.1	0.5	1.2	1.3	-0.1	12.2	9.7	2.5
The Sound	6.1	6.3	-0.2	6	5.4	5.4	0.0	5.4	5.6	-0.2	4.4	4.8	-0.4	2.1	1.6	0.5	0.3	0.5	-0.2	6.8	5.6	1.2
ZM	7.8	6.8	1.0	2	7.0	4.7	2.3	6.0	5.0	1.0	6.3	6.4	-0.1	2.6	2.9	-0.3	1.7	1.9	-0.2	8.8	7.7	1.1
MediaWorks Combo	31.3	34.5	-3.2		30.8	30.3	0.5	34.2	35.3	-1.1	30.4	31.3	-0.9	13.7	13.6	0.1	6.7	7.2	-0.5	39.6	39.3	0.3
NZME Combo	30.4	31.2	-0.8		24.6	23.4	1.2	24.5	25.1	-0.6	27.2	27.0	0.2	13.6	14.4	-0.8	8.0	8.1	-0.1	35.0	34.0	1.0
All Commercial Radio	56.4	59.9	-3.5		48.5	47.5	1.0	53.9	55.0	-1.1	53.0	53.3	-0.3	26.2	27.2	-1.0	14.4	14.8	-0.4	63.1	63.9	-0.8

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 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



DUNEDIN COMMERCIAL RADIO - SURVEY 2 2023

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

Survey Comparisons: 1/2023 - 2/2023

This 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

Last 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

	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	7:56	7:50	0:05	4:34	3:44	0:49	4:28	3:50	0:38	6:49	6:51	-0:01	8:33	8:20	0:12	8:55	8:24	0:30	7:29	7:37	-0:07	6:58	6:11	0:47
Coast	10:24	10:06	0:18	7:35	3:22	4:13	3:38	2:11	1:27	3:38	2:27	1:11	9:44	9:24	0:20	9:40	9:59	-0:19	7:52	8:16	-0:23	22:08	20:37	1:30
Edge	6:38	6:33	0:05	6:48	7:37	-0:48	6:45	6:15	0:29	6:42	5:50	0:51	6:14	5:35	0:39	5:32	5:56	-0:24	9:41	9:23	0:18	7:00	5:57	1:02
Flava	3:31	4:05	-0:34	2:29	2:23	0:06	4:26	5:16	-0:50	4:59	5:53	-0:53	4:29	5:16	-0:47	2:17	2:19	-0:01	3:12	3:27	-0:14	3:18	3:11	0:07
George FM	12:42	8:35	4:07	9:08	10:45	-1:37	8:35	8:38	-0:02	5:27	1:40	3:47	14:53	6:12	8:40	29:09	9:27	19:41	15:36	0:45	14:51	*	20:45	*
Gold Sport	3:06	2:42	0:23	3:00	1:00	2:00	2:03	3:15	-1:11	2:03	2:35	-0:32	1:18	1:44	-0:26	4:03	3:03	1:00	6:00	6:00	0:00	15:45	5:36	10:08
Life FM	6:12	6:43	-0:31	4:14	4:32	-0:18	7:29	9:54	-2:25	7:52	12:18	-4:26	8:06	9:14	-1:07	6:46	6:00	0:46	1:07	1:14	-0:07	6:47	5:42	1:04
Magic	8:54	8:57	-0:03	3:15	11:44	-8:29	3:34	2:36	0:57	3:47	1:53	1:53	3:51	2:36	1:15	8:51	7:02	1:48	11:12	10:06	1:05	3:37	2:59	0:38
More FM	6:58	7:47	-0:49	4:16	5:23	-1:06	3:14	3:28	-0:14	7:14	7:07	0:06	6:19	6:18	0:01	4:41	7:38	-2:57	8:54	12:23	-3:28	4:58	6:07	-1:09
Newstalk ZB	13:56	13:41	0:15	3:57	30:44	-26:47	5:25	5:48	-0:23	4:22	5:38	-1:15	4:19	5:23	-1:04	9:09	10:35	-1:26	14:11	13:03	1:08	6:12	9:56	-3:44
Radio Dunedin	9:21	13:09	-3:48	7:30	3:15	4:15	7:07	3:42	3:24	5:25	3:40	1:45	4:54	3:21	1:33	6:56	11:32	-4:36	11:55	14:51	-2:55	5:22	6:17	-0:54
Radio Hauraki	7:55	8:07	-0:11	8:23	7:26	0:57	10:04	11:04	-0:59	10:58	12:29	-1:31	8:05	8:52	-0:46	4:31	5:00	-0:28	6:50	5:36	1:14	9:14	4:24	4:49
Rhema	2:22	3:33	-1:10	0:35	0:30	0:05	5:13	8:30	-3:16	5:13	8:30	-3:16	2:57	4:16	-1:18	2:14	2:03	0:11	3:21	3:12	0:09	1:45	1:45	0:00
Rock	8:43	9:32	-0:48	6:21	5:41	0:40	8:01	8:06	-0:05	8:08	9:25	-1:16	9:33	9:54	-0:21	13:28	14:42	-1:13	10:43	17:50	-7:06	4:58	4:34	0:23
SENZ Sport	3:56	3:07	0:48	8:55	*	*	2:02	*	*	1:06	3:11	-2:05	1:06	3:02	-1:56	*	2:45	*	1:00	3:32	-2:32	*	3:29	*
Star	1:17	1:43	-0:26	0:45	*	*	2:00	2:00	0:00	2:00	2:00	0:00	1:20	1:25	-0:05	1:00	1:00	0:00	1:23	2:13	-0:50	*	*	*
Tahu FM	2:37	2:01	0:35	1:00	*	*	5:15	1:48	3:26	5:15	1:48	3:26	3:25	2:01	1:24	2:23	2:21	0:01	0:15	*	*	*	*	*
The Hits	6:16	5:37	0:39	4:36	4:50	-0:14	4:29	4:27	0:02	4:48	4:40	0:08	6:02	4:54	1:08	8:12	6:22	1:49	8:49	7:43	1:05	6:56	5:32	1:24
The Sound	6:21	7:31	-1:10	5:46	5:59	-0:12	3:41	6:45	-3:04	2:55	5:45	-2:50	4:50	6:07	-1:16	8:06	9:25	-1:19	8:31	10:02	-1:30	5:38	7:11	-1:33
ZM	6:10	5:33	0:37	5:29	6:14	-0:44	7:34	6:22	1:12	7:41	6:20	1:21	6:32	5:19	1:12	1:40	1:38	0:01	*	1:15	*	6:23	7:06	-0:43
MediaWorks Combo	11:31	12:10	-0:39	10:10	10:08	0:02	9:45	9:52	-0:07	10:21	11:00	-0:38	11:05	10:40	0:24	12:11	12:41	-0:30	12:59	14:59	-1:59	8:52	8:52	0:00
NZME Combo	9:59	9:54	0:05	6:23	7:36	-1:13	8:55	8:34	0:21	9:44	9:14	0:30	8:47	8:14	0:32	8:26	8:14	0:12	12:22	11:39	0:42	10:11	8:46	1:24
All Commercial Radio	14:52	15:20	-0:27	12:01	12:00	0:00	13:05	12:53	0:11	13:57	14:17	-0:19	13:57	13:38	0:19	14:37	15:12	-0:35	17:17	18:38	-1:21	13:08	12:26	0:42
Potential (000)	115.5	115.5	0.0	31.5	31.5	0.0	40.8	40.9	-0.1	31.6	31.6	0.0	46.6	46.6	0.0	30.6	30.6	0.0	27.7	27.7	0.0	17.4	18.2	-0.8
Sample	918	903	15	189	171	18	256	219	37	212	185	27	315	286	29	242	242	0	303	319	-16	131	131	0

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 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



DUNEDIN COMMERCIAL RADIO - SURVEY 2 2023

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

Survey Comparisons: 1/2023 - 2/2023

This 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

Last 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

	This	Last	+/-
Potential (000)	115.5	115.5	0.0
Sample Size	918	903	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	3:35	3:31	0:03	3:01	3:03	-0:01	2:35	3:01	-0:25	1:48	1:41	0:07	3:01	2:31	0:29	3:18	3:25	-0:07	3:23	3:06	0:17
Coast	2:37	2:25	0:11	3:50	3:53	-0:03	5:30	5:15	0:14	2:32	2:36	-0:03	1:04	0:58	0:05	2:29	0:22	2:07	3:37	3:53	-0:15
Edge	2:26	2:17	0:09	1:53	1:42	0:11	2:17	1:49	0:27	2:09	2:25	-0:16	3:06	2:59	0:07	2:21	0:41	1:40	2:56	3:17	-0:20
Flava	1:27	1:58	-0:30	1:08	2:14	-1:05	1:48	2:22	-0:34	1:29	1:40	-0:10	0:58	1:03	-0:05	0:24	0:27	-0:03	1:13	1:13	0:00
George FM	1:38	1:15	0:23	2:42	3:23	-0:40	4:48	3:08	1:39	3:40	4:41	-1:00	2:55	5:23	-2:27	1:00	0:30	0:30	4:35	2:58	1:36
Gold Sport	1:22	1:22	0:00	*	*	*	*	0:55	*	*	0:15	*	0:36	0:45	-0:08	5:24	4:34	0:49	1:18	1:33	-0:14
Life FM	3:55	4:11	-0:16	1:27	1:14	0:13	2:07	2:04	0:03	1:33	1:21	0:12	1:31	2:17	-0:46	0:44	1:07	-0:23	2:03	2:21	-0:18
Magic	2:51	3:08	-0:16	2:32	2:23	0:08	2:57	2:27	0:30	1:49	2:25	-0:35	2:23	2:05	0:18	3:42	3:36	0:05	4:04	4:41	-0:37
More FM	2:26	2:50	-0:23	2:59	2:48	0:10	3:00	2:53	0:07	1:37	1:50	-0:13	1:16	1:38	-0:22	14:10	4:50	9:19	2:35	3:07	-0:31
Newstalk ZB	4:35	4:58	-0:22	4:24	4:49	-0:24	4:12	4:57	-0:44	2:31	2:34	-0:02	3:13	3:00	0:12	2:25	2:27	-0:02	4:36	3:36	0:59
Radio Dunedin	2:14	3:20	-1:06	4:08	4:35	-0:26	3:12	4:07	-0:54	2:27	2:46	-0:18	2:33	2:30	0:02	3:59	3:20	0:38	3:33	4:38	-1:04
Radio Hauraki	2:47	2:56	-0:09	3:33	4:10	-0:37	4:24	4:18	0:06	2:19	1:44	0:34	2:11	1:29	0:41	0:40	0:59	-0:19	2:03	1:38	0:24
Rhema	0:51	0:45	0:05	0:15	*	*	1:15	1:11	0:03	0:30	1:15	-0:45	0:15	0:15	0:00	2:45	2:45	0:00	1:21	2:23	-1:02
Rock	2:35	2:41	-0:06	4:12	4:26	-0:13	4:24	4:24	0:00	1:54	2:16	-0:22	0:57	2:22	-1:25	2:46	2:37	0:09	2:36	3:12	-0:36
SENZ Sport	1:47	*	*	2:40	1:00	1:40	1:00	1:51	-0:51	*	0:30	*	1:30	2:00	-0:30	*	*	*	2:21	1:32	0:49
Star	0:40	0:52	-0:12	0:15	*	*	0:44	0:57	-0:12	0:15	0:15	0:00	0:30	*	*	0:15	0:15	0:00	0:52	1:00	-0:08
Tahu FM	0:50	1:15	-0:24	3:00	3:00	0:00	0:15	*	*	0:33	0:26	0:07	0:30	*	*	*	*	*	4:45	1:29	3:15
The Hits	2:40	2:31	0:08	2:50	2:13	0:37	2:53	2:46	0:07	1:33	1:36	-0:02	1:12	1:07	0:05	2:05	1:31	0:34	2:05	1:57	0:07
The Sound	2:10	2:28	-0:17	2:38	3:26	-0:47	3:03	3:52	-0:49	1:19	1:25	-0:06	1:26	1:42	-0:16	1:45	4:20	-2:35	3:04	2:22	0:42
ZM	1:45	1:30	0:15	2:32	2:26	0:06	2:28	2:12	0:15	2:06	2:10	-0:04	0:49	0:46	0:02	2:04	1:44	0:20	1:47	2:01	-0:13
MediaWorks Combo	3:04	3:18	-0:13	3:35	3:52	-0:17	4:03	4:08	-0:04	2:19	2:34	-0:14	2:39	2:53	-0:14	3:32	3:06	0:25	3:51	4:08	-0:17
NZME Combo	3:07	3:13	-0:06	3:29	3:40	-0:10	3:48	3:57	-0:08	2:18	2:16	0:01	1:49	1:47	0:01	2:17	2:08	0:08	2:52	2:46	0:05
All Commercial Radio	3:36	3:50	-0:13	4:12	4:25	-0:13	4:32	4:40	-0:08	2:40	2:48	-0:07	2:35	2:38	-0:02	3:12	3:04	0:08	4:18	4:21	-0:03

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 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