



DUNEDIN COMMERCIAL RADIO - SURVEY 1 2024

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

Survey Comparisons: 3/2023 - 1/2024

This Survey Period: Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 2024

Last 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

	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	6.7	8.0	-1.3	7	5.3	5.7	-0.4	4.8	5.8	-1.0	5.9	6.6	-0.7	7.0	8.7	-1.7	7.9	10.9	-3.0	6.3	9.2	-2.9	4.0	5.1	-1.1
Coast	4.2	5.3	-1.1	11	0.4	0.1	0.3	1.1	0.9	0.2	1.0	1.1	-0.1	3.6	3.6	0.0	7.4	7.8	-0.4	5.7	6.8	-1.1	6.9	7.1	-0.2
Edge	8.2	9.3	-1.1	3	19.7	22.0	-2.3	13.4	15.5	-2.1	11.6	13.0	-1.4	8.4	9.9	-1.5	3.8	3.9	-0.1	4.5	4.2	0.3	10.6	13.1	-2.5
Flava	1.8	1.8	0.0	14	3.4	2.9	0.5	4.5	4.3	0.2	3.9	4.0	-0.1	2.5	2.6	-0.1	0.8	0.7	0.1	0.5	0.5	0.0	0.9	2.1	-1.2
George FM	3.5	3.7	-0.2	13	5.2	6.0	-0.8	4.8	5.3	-0.5	3.0	2.8	0.2	5.9	5.6	0.3	6.0	6.0	0.0	0.7	0.9	-0.2	*	*	*
Gold Sport	0.3	0.1	0.2	17	0.1	0.1	0.0	0.6	*	*	0.7	*	*	0.5	*	*	*	0.1	*	0.2	0.2	0.0	0.9	*	*
Life FM	0.5	1.1	-0.6	15	0.7	1.5	-0.8	1.0	1.4	-0.4	1.6	1.4	0.2	1.0	1.9	-0.9	0.1	1.4	-1.3	*	*	*	0.6	1.5	-0.9
Magic	7.9	5.3	2.6	5	2.0	0.6	1.4	1.4	0.6	0.8	0.8	0.6	0.2	1.1	0.7	0.4	5.1	5.5	-0.4	18.0	14.0	4.0	2.9	1.4	1.5
More FM	6.0	6.3	-0.3	8	10.4	9.5	0.9	4.2	4.7	-0.5	6.6	9.0	-2.4	6.7	8.1	-1.4	5.6	4.8	0.8	4.5	3.5	1.0	4.5	5.8	-1.3
Newstalk ZB	13.7	11.8	1.9	1	0.7	0.7	0.0	3.3	1.3	2.0	4.1	1.5	2.6	5.8	3.8	2.0	11.3	11.3	0.0	21.5	19.5	2.0	6.4	3.3	3.1
Radio Dunedin	3.8	4.8	-1.0	12	2.7	1.8	0.9	2.3	2.3	0.0	1.4	1.8	-0.4	0.8	1.2	-0.4	2.2	2.9	-0.7	4.3	6.8	-2.5	0.4	1.6	-1.2
Radio Hauraki	5.6	6.9	-1.3	9	12.8	8.9	3.9	9.6	11.9	-2.3	7.2	13.2	-6.0	6.2	10.7	-4.5	5.2	5.9	-0.7	2.8	2.7	0.1	13.6	15.3	-1.7
Rhema	0.2	0.1	0.1	18	*	0.1	*	*	*	*	*	*	*	*	0.1	*	0.2	0.2	0.0	0.2	0.2	0.0	*	0.1	*
Rock	7.0	7.1	-0.1	6	7.1	10.7	-3.6	12.3	14.4	-2.1	12.5	12.0	0.5	11.9	10.5	1.4	8.6	6.9	1.7	3.0	2.8	0.2	4.7	4.8	-0.1
SENZ Sport	0.4	0.2	0.2	16	0.8	0.8	0.0	0.4	0.1	0.3	0.4	0.1	0.3	0.3	0.1	0.2	*	*	*	0.3	0.1	0.2	*	*	*
Star	0.1	0.1	0.0	19	*	*	*	*	*	*	*	*	*	*	*	*	0.2	0.1	0.1	0.2	*	*	*	*	*
Tahu FM	0.1	0.1	0.0	19	0.2	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.2	-0.1	0.1	0.1	0.0	*	*	*	*	*	*
The Hits	9.6	9.6	0.0	2	5.4	6.9	-1.5	6.4	6.6	-0.2	8.8	8.1	0.7	12.0	11.0	1.0	15.0	14.5	0.5	10.8	11.4	-0.6	16.8	16.0	0.8
The Sound	8.1	7.7	0.4	4	5.4	6.3	-0.9	2.0	2.0	0.0	3.1	1.6	1.5	5.2	4.3	0.9	14.1	12.9	1.2	13.9	14.2	-0.3	4.9	5.4	-0.5
ZM	5.2	5.5	-0.3	10	9.1	9.9	-0.8	13.2	15.2	-2.0	12.3	13.6	-1.3	9.0	9.0	0.0	2.1	0.8	1.3	0.2	0.2	0.0	8.7	12.1	-3.4
MediaWorks Combo	52.0	52.9	-0.9		60.1	65.3	-5.2	47.7	52.8	-5.1	46.2	48.1	-1.9	47.7	49.6	-1.9	53.2	53.9	-0.7	55.2	55.6	-0.4	33.3	38.6	-5.3
NZME Combo	40.4	41.1	-0.7		31.9	29.5	2.4	39.0	40.5	-1.5	38.3	41.8	-3.5	39.7	40.9	-1.2	41.8	41.1	0.7	41.8	41.4	0.4	54.2	55.9	-1.7
Potential (000)	118.3	115.5	2.8		33.1	31.5	1.6	44.2	42.0	2.2	32.3	31.6	0.7	47.3	46.6	0.7	30.5	30.6	-0.1	27.9	27.7	0.2	16.3	16.9	-0.6
Sample	927	957	-30		210	231	-21	320	304	16	268	246	22	380	364	16	248	255	-7	262	275	-13	137	148	-11

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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Station Share (%) by Daypart, People 10+

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	This	Last	+/-
Potential (000)	118.3	115.5	2.8
Sample Size	927	957	-30

	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	5.6	7.6	-2.0	9	8.3	8.7	-0.4	6.5	7.7	-1.2	5.4	7.2	-1.8	6.1	6.1	0.0	10.3	11.9	-1.6	6.8	8.4	-1.6
Coast	3.6	4.5	-0.9	12	5.4	6.2	-0.8	5.7	7.4	-1.7	4.2	6.0	-1.8	0.9	0.9	0.0	1.6	1.6	0.0	3.9	4.9	-1.0
Edge	9.3	8.4	0.9	3	5.5	7.4	-1.9	9.3	9.9	-0.6	9.4	11.1	-1.7	7.3	9.8	-2.5	8.8	8.9	-0.1	7.8	10.0	-2.2
Flava	2.3	2.5	-0.2	13	1.8	1.6	0.2	1.6	1.3	0.3	1.6	2.7	-1.1	0.6	1.0	-0.4	1.5	0.8	0.7	1.8	1.6	0.2
George FM	1.1	0.9	0.2	14	2.6	2.7	-0.1	4.6	4.9	-0.3	5.2	5.4	-0.2	4.8	6.8	-2.0	2.9	2.0	0.9	3.8	4.0	-0.2
Gold Sport	0.2	0.1	0.1	17	*	*	*	*	*	*	*	*	*	0.6	0.6	0.0	*	*	*	0.8	0.2	0.6
Life FM	0.7	2.2	-1.5	15	0.2	0.4	-0.2	0.4	1.0	-0.6	0.5	0.8	-0.3	0.5	0.7	-0.2	0.7	1.2	-0.5	0.7	1.0	-0.3
Magic	5.8	4.3	1.5	8	6.8	4.2	2.6	8.3	4.2	4.1	9.5	5.2	4.3	13.1	9.9	3.2	6.0	5.3	0.7	8.3	6.9	1.4
More FM	5.9	6.0	-0.1	7	8.1	7.4	0.7	7.1	7.7	-0.6	6.0	6.3	-0.3	4.1	4.6	-0.5	4.1	4.6	-0.5	4.6	5.0	-0.4
Newstalk ZB	18.2	15.9	2.3	1	10.5	10.6	-0.1	6.3	5.8	0.5	10.1	7.4	2.7	24.8	19.4	5.4	35.4	30.1	5.3	14.0	12.2	1.8
Radio Dunedin	4.0	4.3	-0.3	11	5.8	7.0	-1.2	2.5	3.7	-1.2	3.3	3.7	-0.4	2.9	5.0	-2.1	4.6	8.9	-4.3	3.9	4.6	-0.7
Radio Hauraki	5.0	7.0	-2.0	10	4.7	7.0	-2.3	5.9	8.5	-2.6	9.2	10.5	-1.3	3.5	3.3	0.2	0.5	0.6	-0.1	6.1	5.5	0.6
Rhema	0.1	0.2	-0.1	18	0.2	*	*	0.1	0.2	-0.1	*	*	*	*	*	*	*	*	*	0.3	0.2	0.1
Rock	7.2	6.3	0.9	4	7.2	7.8	-0.6	7.8	9.2	-1.4	6.6	6.5	0.1	7.0	6.3	0.7	5.7	5.4	0.3	6.3	6.3	0.0
SENZ Sport	0.3	0.2	0.1	16	0.6	0.3	0.3	0.4	0.1	0.3	0.1	*	*	0.1	0.1	0.0	*	*	*	0.5	0.4	0.1
Star	0.1	0.1	0.0	18	*	*	*	0.4	0.1	0.3	*	*	*	0.1	0.1	0.0	*	*	*	0.1	*	*
Tahu FM	*	0.1	*	*	0.1	0.1	0.0	*	*	*	*	0.1	*	0.1	0.1	0.0	*	*	*	0.2	0.2	0.0
The Hits	13.0	12.8	0.2	2	10.3	9.8	0.5	9.7	9.6	0.1	8.6	9.4	-0.8	6.4	7.0	-0.6	4.3	2.2	2.1	8.7	9.0	-0.3
The Sound	6.2	7.1	-0.9	5	9.8	9.4	0.4	10.4	9.5	0.9	5.8	5.2	0.6	4.8	5.5	-0.7	2.0	2.0	0.0	9.5	7.8	1.7
ZM	6.2	6.0	0.2	5	6.1	6.7	-0.6	5.2	5.1	0.1	7.0	7.7	-0.7	2.1	2.4	-0.3	4.9	7.1	-2.2	3.7	4.2	-0.5
MediaWorks Combo	46.3	45.8	0.5		54.2	54.8	-0.6	57.4	57.5	-0.1	52.2	51.4	0.8	52.0	56.2	-4.2	44.3	49.0	-4.7	51.4	53.5	-2.1
NZME Combo	48.9	49.1	-0.2		38.8	41.8	-3.0	34.5	37.8	-3.3	40.7	43.7	-3.0	38.8	34.7	4.1	48.2	42.3	5.9	38.9	37.6	1.3

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



DUNEDIN COMMERCIAL RADIO - SURVEY 1 2024

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

Survey Comparisons: 3/2023 - 1/2024

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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	10.7	11.9	-1.2	6	2.4	2.3	0.1	3.5	3.9	-0.4	2.6	3.1	-0.5	4.2	5.0	-0.8	4.2	4.7	-0.5	3.6	4.4	-0.8	1.5	2.0	-0.5
Coast	5.1	5.2	-0.1	12	0.3	0.1	0.2	1.7	1.0	0.7	1.5	1.0	0.5	2.1	1.6	0.5	2.1	2.5	-0.4	2.5	2.9	-0.4	0.7	0.8	-0.1
Edge	17.1	16.5	0.6	1	8.2	7.0	1.2	8.9	8.7	0.2	5.7	6.4	-0.7	7.5	8.2	-0.7	2.6	2.6	0.0	1.4	1.2	0.2	2.8	3.1	-0.3
Flava	6.9	6.6	0.3	11	3.4	3.0	0.4	4.2	3.7	0.5	2.7	2.7	0.0	3.1	3.3	-0.2	0.8	0.9	-0.1	0.4	0.4	0.0	0.9	1.1	-0.2
George FM	4.0	3.3	0.7	14	1.8	1.3	0.5	2.5	1.9	0.6	1.5	1.2	0.3	2.0	1.9	0.1	0.7	0.8	-0.1	0.1	0.1	0.0	0.1	0.1	0.0
Gold Sport	0.9	0.6	0.3	17	0.1	0.1	0.0	0.5	0.1	0.4	0.5	0.1	0.4	0.6	0.2	0.4	0.1	0.3	-0.2	0.2	0.3	-0.1	0.2	*	*
Life FM	2.3	2.7	-0.4	15	0.7	1.0	-0.3	0.9	0.9	0.0	1.4	1.0	0.4	1.5	1.7	-0.2	0.2	0.7	-0.5	0.1	0.1	0.0	0.4	0.4	0.0
Magic	7.1	5.5	1.6	10	1.0	0.3	0.7	1.0	0.6	0.4	0.5	0.5	0.0	1.1	0.9	0.2	2.3	2.1	0.2	4.2	3.8	0.4	0.5	0.5	0.0
More FM	9.7	9.7	0.0	8	2.7	2.8	-0.1	3.0	2.9	0.1	2.6	3.0	-0.4	4.6	5.0	-0.4	3.3	3.1	0.2	2.3	1.9	0.4	1.5	2.0	-0.5
Newstalk ZB	9.7	9.4	0.3	8	0.6	0.6	0.0	1.5	0.9	0.6	1.6	1.1	0.5	2.3	1.9	0.4	2.3	2.9	-0.6	4.6	4.8	-0.2	0.7	0.5	0.2
Radio Dunedin	4.9	5.9	-1.0	13	0.7	0.5	0.2	1.2	1.0	0.2	0.8	1.0	-0.2	0.8	1.1	-0.3	0.7	1.4	-0.7	2.1	2.6	-0.5	0.3	0.5	-0.2
Radio Hauraki	10.4	10.4	0.0	7	3.5	2.9	0.6	4.2	4.0	0.2	3.1	3.6	-0.5	5.2	5.9	-0.7	3.3	3.4	-0.1	1.7	1.5	0.2	2.4	2.7	-0.3
Rhema	0.8	0.9	-0.1	18	0.1	0.2	-0.1	0.1	0.1	0.0	0.1	0.1	0.0	0.3	0.4	-0.1	0.3	0.4	-0.1	0.2	0.2	0.0	*	0.1	*
Rock	13.0	13.0	0.0	3	3.5	4.1	-0.6	6.5	7.1	-0.6	6.2	6.1	0.1	8.1	7.6	0.5	3.0	2.8	0.2	1.3	1.3	0.0	2.4	2.8	-0.4
SENZ Sport	1.1	0.6	0.5	16	0.2	0.2	0.0	0.4	0.2	0.2	0.4	0.3	0.1	0.4	0.3	0.1	*	*	*	0.4	0.2	0.2	*	*	*
Star	0.6	0.5	0.1	19	0.1	0.1	0.0	*	*	*	*	*	*	*	0.2	*	0.1	0.2	-0.1	0.2	0.2	0.0	*	*	*
Tahu FM	0.5	0.6	-0.1	20	0.2	0.2	0.0	0.2	0.1	0.1	0.2	0.1	0.1	0.2	0.3	-0.1	0.1	0.2	-0.1	0.1	0.1	0.0	*	*	*
The Hits	15.4	16.1	-0.7	2	4.1	4.6	-0.5	4.9	4.8	0.1	4.3	4.5	-0.2	7.0	7.3	-0.3	5.4	5.4	0.0	4.1	4.0	0.1	3.2	3.6	-0.4
The Sound	12.0	11.7	0.3	4	2.3	2.4	-0.1	2.4	2.0	0.4	2.6	1.9	0.7	4.8	4.0	0.8	4.7	4.9	-0.2	4.3	4.7	-0.4	1.8	1.3	0.5
ZM	11.9	11.5	0.4	5	4.3	4.0	0.3	7.9	7.5	0.4	5.9	5.9	0.0	7.4	7.3	0.1	1.6	1.6	0.0	0.1	0.1	0.0	2.9	3.3	-0.4
MediaWorks Combo	55.0	54.0	1.0		14.2	12.8	1.4	21.0	19.1	1.9	15.7	15.4	0.3	23.2	23.0	0.2	15.8	16.4	-0.6	15.1	15.5	-0.4	7.6	8.1	-0.5
NZME Combo	46.8	46.6	0.2		11.9	11.3	0.6	18.5	16.2	2.3	14.6	13.7	0.9	21.3	20.8	0.5	12.7	13.8	-1.1	11.1	11.8	-0.7	8.3	8.8	-0.5
All Commercial Radio	79.2	78.6	0.6		19.0	18.0	1.0	29.3	28.0	1.3	23.5	23.8	-0.3	35.0	35.4	-0.4	22.6	23.1	-0.5	20.6	20.7	-0.1	12.2	13.0	-0.8
Potential (000)	118.3	115.5	2.8		33.1	31.5	1.6	44.2	42.0	2.2	32.3	31.6	0.7	47.3	46.6	0.7	30.5	30.6	-0.1	27.9	27.7	0.2	16.3	16.9	-0.6
Sample	927	957	-30		210	231	-21	320	304	16	268	246	22	380	364	16	248	255	-7	262	275	-13	137	148	-11

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Sample Size	927	957	-30

	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	4.9	5.4	-0.5	8	4.4	5.0	-0.6	5.6	6.6	-1.0	4.1	5.2	-1.1	1.8	1.7	0.1	1.3	1.3	0.0	6.7	7.4	-0.7
Coast	3.5	3.6	-0.1	11	2.4	2.4	0.0	2.7	3.2	-0.5	1.9	2.7	-0.8	1.1	1.1	0.0	0.3	0.1	0.2	2.9	3.4	-0.5
Edge	7.5	7.2	0.3	3	6.5	7.0	-0.5	9.3	9.3	0.0	7.4	7.3	0.1	3.4	2.9	0.5	1.6	1.6	0.0	9.4	9.2	0.2
Flava	4.1	3.7	0.4	10	2.6	2.5	0.1	2.4	1.7	0.7	2.7	2.8	-0.1	0.4	0.9	-0.5	0.7	0.5	0.2	4.0	3.8	0.2
George FM	1.3	1.2	0.1	14	1.9	2.0	-0.1	2.5	2.4	0.1	2.4	2.1	0.3	1.7	1.7	0.0	0.4	0.3	0.1	3.1	2.3	0.8
Gold Sport	0.3	0.2	0.1	17	*	*	*	0.1	0.1	0.0	*	*	*	0.4	0.3	0.1	*	*	*	0.7	0.4	0.3
Life FM	0.9	1.3	-0.4	15	0.4	0.7	-0.3	0.7	1.2	-0.5	0.6	0.9	-0.3	0.5	0.7	-0.2	0.5	0.4	0.1	1.5	1.8	-0.3
Magic	2.8	2.2	0.6	12	3.6	2.9	0.7	4.3	2.9	1.4	4.0	2.9	1.1	2.8	2.0	0.8	1.0	0.5	0.5	5.6	4.1	1.5
More FM	5.4	5.0	0.4	6	4.4	4.9	-0.5	4.5	5.1	-0.6	4.1	4.3	-0.2	1.7	2.1	-0.4	0.8	0.5	0.3	6.1	6.0	0.1
Newstalk ZB	7.6	7.1	0.5	2	4.8	4.7	0.1	3.6	3.2	0.4	4.2	3.5	0.7	4.4	3.9	0.5	3.9	3.7	0.2	6.8	6.2	0.6
Radio Dunedin	2.8	3.4	-0.6	12	2.5	3.1	-0.6	2.1	2.8	-0.7	1.6	2.0	-0.4	0.7	1.4	-0.7	0.6	0.8	-0.2	3.0	3.7	-0.7
Radio Hauraki	4.8	5.4	-0.6	9	4.5	4.9	-0.4	4.1	4.8	-0.7	5.0	5.8	-0.8	2.2	1.9	0.3	0.6	0.6	0.0	6.0	5.4	0.6
Rhema	0.1	0.3	-0.2	19	0.3	0.2	0.1	0.2	0.4	-0.2	0.1	0.1	0.0	0.1	0.1	0.0	*	*	*	0.7	0.6	0.1
Rock	6.4	6.2	0.2	5	5.4	5.1	0.3	6.5	6.6	-0.1	5.0	5.3	-0.3	2.9	2.5	0.4	1.7	1.2	0.5	6.4	7.0	-0.6
SENZ Sport	0.4	0.2	0.2	16	0.5	0.2	0.3	0.5	0.2	0.3	0.2	*	*	0.1	0.1	0.0	*	*	*	0.6	0.4	0.2
Star	0.3	0.4	-0.1	17	0.1	0.1	0.0	0.2	0.3	-0.1	0.1	*	*	0.1	0.1	0.0	*	*	*	0.5	0.3	0.2
Tahu FM	0.1	0.2	-0.1	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	*	*	*	0.3	0.2	0.1
The Hits	8.5	8.9	-0.4	1	5.8	6.5	-0.7	8.2	7.5	0.7	7.0	7.6	-0.6	2.6	3.4	-0.8	1.2	0.6	0.6	10.1	10.3	-0.2
The Sound	5.4	6.3	-0.9	6	4.8	5.7	-0.9	5.7	5.7	0.0	4.6	4.5	0.1	2.0	2.3	-0.3	0.4	0.4	0.0	7.8	6.7	1.1
ZM	7.5	7.0	0.5	3	5.5	6.0	-0.5	5.6	5.1	0.5	6.0	5.4	0.6	2.0	2.4	-0.4	1.3	1.3	0.0	7.5	7.5	0.0
MediaWorks Combo	32.0	31.2	0.8		29.7	29.9	-0.2	33.4	33.5	-0.1	29.6	29.2	0.4	15.5	14.9	0.6	7.2	6.3	0.9	39.6	39.0	0.6
NZME Combo	31.9	31.3	0.6		22.8	23.8	-1.0	24.2	23.0	1.2	24.0	24.5	-0.5	11.9	12.8	-0.9	7.7	6.6	1.1	33.9	33.1	0.8
All Commercial Radio	55.8	55.1	0.7		46.3	47.1	-0.8	53.1	52.3	0.8	49.7	49.4	0.3	25.6	26.4	-0.8	14.1	12.4	1.7	63.9	62.9	1.0

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 Sport, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui



DUNEDIN COMMERCIAL RADIO - SURVEY 1 2024

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

Survey Comparisons: 3/2023 - 1/2024

This Survey Period: Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 2024

Last 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

	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	7:27	7:49	-0:22	4:21	5:07	-0:45	4:36	5:04	-0:28	6:38	6:31	0:07	8:00	8:23	-0:23	7:04	8:18	-1:14	7:12	7:45	-0:33	4:17	4:17	-0:00
Coast	9:53	11:53	-2:00	2:03	1:30	0:33	2:05	3:16	-1:10	2:03	3:16	-1:12	8:11	10:43	-2:31	12:58	10:52	2:05	9:36	8:31	1:05	15:49	14:42	1:07
Edge	5:43	6:31	-0:47	4:48	6:21	-1:33	5:06	6:06	-0:59	5:55	6:08	-0:12	5:20	5:46	-0:26	5:34	5:28	0:06	12:56	12:21	0:34	6:15	6:53	-0:38
Flava	3:04	3:03	0:00	2:02	1:56	0:05	3:38	3:58	-0:20	4:09	4:24	-0:14	3:48	3:53	-0:05	3:41	2:40	1:00	6:09	4:33	1:35	1:40	3:06	-1:26
George FM	10:24	12:56	-2:32	5:36	9:31	-3:55	6:23	9:48	-3:24	5:49	7:04	-1:14	13:50	14:27	-0:37	34:15	27:51	6:23	25:45	25:45	0:00	0:30	0:30	0:00
Gold Sport	3:43	1:58	1:45	3:00	3:00	0:00	4:34	0:15	4:19	4:34	0:15	4:19	3:35	0:15	3:20	0:15	0:59	-0:44	4:20	3:10	1:10	7:00	*	*
Life FM	2:40	4:28	-1:48	1:54	3:05	-1:10	3:52	5:17	-1:24	3:18	4:08	-0:49	3:14	5:31	-2:17	1:08	6:45	-5:36	0:15	0:15	0:00	2:41	5:52	-3:10
Magic	13:23	11:11	2:12	3:45	3:21	0:24	4:29	3:25	1:03	4:27	3:35	0:52	4:43	3:58	0:44	8:08	9:32	-1:23	17:55	13:32	4:23	9:33	4:19	5:13
More FM	7:24	7:26	-0:01	7:34	6:56	0:38	4:49	5:38	-0:49	7:26	9:09	-1:42	6:57	7:51	-0:53	6:20	5:37	0:43	8:00	6:56	1:04	5:09	4:44	0:24
Newstalk ZB	16:51	14:24	2:26	2:22	2:21	0:00	7:44	4:37	3:06	7:22	3:56	3:25	11:59	9:28	2:31	18:04	13:50	4:13	19:46	14:58	4:47	14:21	10:27	3:54
Radio Dunedin	9:25	9:32	-0:07	7:51	7:29	0:21	6:50	7:29	-0:38	5:01	5:30	-0:29	5:01	5:19	-0:18	12:30	7:07	5:22	8:38	9:44	-1:06	1:48	5:07	-3:18
Radio Hauraki	6:26	7:43	-1:16	7:11	6:16	0:55	7:45	10:16	-2:30	6:40	10:54	-4:13	5:43	8:44	-3:00	5:56	6:08	-0:12	7:04	6:34	0:29	9:35	9:29	0:05
Rhema	2:14	1:38	0:35	0:45	0:36	0:08	0:15	0:15	0:00	0:15	0:15	0:00	0:33	0:54	-0:21	2:37	2:10	0:27	3:03	3:09	-0:05	*	1:45	*
Rock	6:25	6:21	0:03	3:59	5:21	-1:22	6:25	6:56	-0:31	5:51	5:56	-0:05	6:57	6:39	0:18	10:41	8:54	1:47	9:46	7:47	1:59	3:15	2:49	0:25
SENZ Sport	4:02	4:07	-0:05	8:22	9:39	-1:16	3:28	1:45	1:42	2:45	0:58	1:47	2:45	0:58	1:47	*	*	*	3:18	3:06	0:12	*	*	*
Star	3:03	1:28	1:35	0:45	0:45	0:00	*	*	*	*	*	*	*	1:00	*	8:00	1:00	7:00	4:40	1:00	3:40	*	*	*
Tahu FM	1:34	1:57	-0:23	1:37	1:37	0:00	1:25	3:00	-1:34	1:25	3:00	-1:34	1:56	2:35	-0:38	3:00	2:24	0:35	0:15	0:15	0:00	*	*	*
The Hits	7:27	6:54	0:33	2:38	3:03	-0:24	4:27	4:42	-0:15	5:58	5:23	0:35	8:07	7:14	0:52	10:28	9:31	0:56	10:58	10:37	0:20	8:40	7:18	1:22
The Sound	8:02	7:35	0:26	4:33	5:22	-0:49	2:53	3:24	-0:30	3:22	2:34	0:47	5:12	5:06	0:06	11:09	9:24	1:45	13:32	11:09	2:23	4:30	6:52	-2:21
ZM	5:12	5:36	-0:23	4:10	5:04	-0:54	5:42	6:55	-1:13	6:04	6:58	-0:53	5:49	5:53	-0:04	4:49	1:50	2:59	4:58	5:25	-0:27	4:57	6:02	-1:05
MediaWorks Combo	11:18	11:20	-0:01	8:24	10:21	-1:56	7:42	9:25	-1:42	8:34	9:23	-0:49	9:49	10:21	-0:32	12:33	11:46	0:47	15:19	13:15	2:03	7:15	7:51	-0:36
NZME Combo	10:18	10:11	0:06	5:20	5:20	0:00	7:10	8:31	-1:21	7:36	9:10	-1:34	8:53	9:27	-0:33	12:20	10:35	1:44	15:44	12:59	2:45	10:47	10:28	0:19
All Commercial Radio	15:04	14:42	0:21	10:27	11:18	-0:51	11:35	12:11	-0:35	12:22	12:38	-0:16	13:38	13:33	0:04	16:31	15:25	1:05	20:18	17:54	2:23	13:33	12:43	0:49
Potential (000)	118.3	115.5	2.8	33.1	31.5	1.6	44.2	42.0	2.2	32.3	31.6	0.7	47.3	46.6	0.7	30.5	30.6	-0.1	27.9	27.7	0.2	16.3	16.9	-0.6
Sample	927	957	-30	210	231	-21	320	304	16	268	246	22	380	364	16	248	255	-7	262	275	-13	137	148	-11

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 1 2024

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

Survey Comparisons: 3/2023 - 1/2024

This Survey Period: Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 2024

Last 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

	This	Last	+/-
Potential (000)	118.3	115.5	2.8
Sample Size	927	957	-30

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

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