

SOUTHLAND COMMERCIAL RADIO - SURVEY 3 2018

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

Survey Comparisons: 2/2018 - 3/2018

This Survey Period: Sun Sep 10 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Sep 1 2018

Last Survey Period: Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 2018

	All 10+				People 10-17			People 18-34			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	5.2	5.7	-0.5	11	1.1	1.5	-0.4	6.2	5.0	1.2	6.3	6.6	-0.3	6.0	7.1	-1.1	5.7	7.9	-2.2	4.5	5.4	-0.9	7.9	6.6	1.3
Coast	10.4	10.2	0.2	2	0.6	2.3	-1.7	2.0	2.0	0.0	5.6	7.3	-1.7	9.2	9.8	-0.5	14.3	12.8	1.5	15.1	14.4	0.7	5.0	4.5	0.5
Edge	7.8	7.4	0.4	4	21.1	21.6	-0.5	13.6	12.6	1.0	9.9	10.3	-0.4	9.2	9.1	0.1	5.5	5.1	0.4	3.2	2.7	0.5	11.8	12.1	-0.3
Hokonui	4.6	4.2	0.4	12	2.4	1.6	0.8	6.0	4.5	1.5	4.9	4.9	0.0	5.1	5.1	0.0	4.8	4.2	0.6	3.1	2.1	1.0	4.0	3.8	0.2
Life FM	0.5	0.5	0.0	16	*	0.2	*	1.2	1.4	-0.2	0.7	1.0	-0.3	0.8	0.9	-0.1	0.6	0.5	0.1	0.1	0.1	0.0	0.6	0.7	-0.1
Magic	6.4	6.9	-0.5	8	*	*	*	0.8	1.0	-0.2	0.6	1.1	-0.5	0.9	1.7	-0.8	3.1	3.7	-0.6	15.4	15.6	-0.2	2.5	2.0	0.5
More FM	8.8	10.1	-1.3	3	31.4	29.0	2.4	9.7	11.6	-1.9	8.4	13.9	-5.5	7.4	10.9	-3.5	7.1	7.9	-0.8	6.0	6.5	-0.5	11.9	20.5	-8.6
Newstalk ZB	7.2	7.7	-0.5	5	*	0.3	*	0.4	0.9	-0.5	0.5	0.7	-0.2	1.4	1.5	-0.1	5.9	6.1	-0.2	14.0	15.2	-1.2	1.8	3.9	-2.1
Radio Hauraki	2.5	2.3	0.2	14	0.4	0.3	0.1	4.6	4.6	0.0	4.5	3.6	0.9	4.1	3.5	0.6	2.5	2.3	0.2	0.9	0.7	0.2	3.0	3.2	-0.2
RadioLIVE	5.6	5.8	-0.2	9	0.7	1.6	-0.9	3.1	2.6	0.5	3.9	3.2	0.7	4.5	4.1	0.4	8.1	8.1	0.0	9.4	10.0	-0.6	4.1	3.1	1.0
Radio Sport	2.9	2.9	0.0	13	1.3	*	*	2.1	2.3	-0.2	2.4	2.7	-0.3	3.7	4.1	-0.4	5.2	5.2	0.0	3.3	2.9	0.4	4.7	4.6	0.1
Rhema	0.2	0.2	0.0	18	*	*	*	0.2	0.3	-0.1	0.1	0.2	-0.1	0.1	0.2	-0.1	0.5	0.5	0.0	0.4	0.4	0.0	0.3	0.4	-0.1
Rock	12.2	12.5	-0.3	1	6.2	5.6	0.6	15.8	20.2	-4.4	24.0	16.9	7.1	20.1	16.2	3.9	8.1	12.2	-4.1	2.5	5.2	-2.7	13.0	8.0	5.0
Star	0.6	0.2	0.4	15	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.5	0.6	-0.1	*	*	*
Tahu FM	0.5	0.5	0.0	16	3.6	3.6	0.0	0.2	0.2	0.0	0.7	0.5	0.2	0.4	0.3	0.1	*	*	*	0.4	0.4	0.0	1.1	0.7	0.4
The Hits	5.3	6.7	-1.4	10	13.3	19.3	-6.0	6.5	6.8	-0.3	5.9	7.5	-1.6	7.1	8.3	-1.2	6.1	6.5	-0.4	2.4	3.0	-0.6	7.4	8.8	-1.4
The Sound	6.9	6.7	0.2	7	1.2	1.0	0.2	5.5	7.3	-1.8	7.4	6.3	1.1	7.5	6.2	1.3	12.3	10.6	1.7	9.4	9.5	-0.1	10.8	7.7	3.1
ZM	7.0	5.7	1.3	6	11.5	7.7	3.8	20.4	15.5	4.9	12.5	11.2	1.3	9.1	7.8	1.3	1.9	1.5	0.4	0.5	0.6	-0.1	7.5	6.8	0.7
Others	5.2	3.9	1.3		5.2	4.3	0.9	1.9	1.4	0.5	1.8	2.1	-0.3	3.2	3.2	0.0	8.3	4.9	3.4	8.8	4.9	3.9	2.7	2.4	0.3
Mediaworks Combo	53.1	55.3	-2.2		61.8	60.3	1.5	55.3	60.7	-5.4	60.8	58.6	2.2	55.9	55.4	0.5	49.9	55.5	-5.6	50.4	54.9	-4.5	62.5	60.5	2.0
NZME Combo	40.2	39.6	0.6		29.4	31.8	-2.4	42.5	37.0	5.5	36.4	38.0	-1.6	39.9	40.2	-0.3	40.7	38.6	2.1	39.4	38.8	0.6	33.5	35.7	-2.2
Potential (000)	77.7	77.7	0.0		9.0	8.8	0.2	19.0	19.2	-0.2	22.1	22.1	0.0	33.9	33.9	0.0	23.7	23.7	0.0	20.2	20.2	0.0	13.8	13.4	0.4
Sample	940	988	-48		112	121	-9	207	231	-24	272	307	-35	419	461	-42	282	286	-4	253	248	5	186	196	-10

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

Mediaworks Combo: Breeze or Edge or Magic or More FM or RadioLIVE or Rock or The Sound or internet only listening to George FM or Mai

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



SOUTHLAND COMMERCIAL RADIO - SURVEY 3 2018

Station Share (%) by Daypart, People 10+

Survey Comparisons: 2/2018 - 3/2018

This Survey Period: Sun Sep 10 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Sep 1 2018

Last Survey Period: Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 2018

	This	Last	+/-
Potential (000)	77.7	77.7	0.0
Sample Size	940	988	-48

	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	4.8	5.1	-0.3	11	6.7	7.1	-0.4		6.1	7.4	-1.3		4.0	5.3	-1.3		5.3	4.8	0.5		4.5	4.7	-0.2		4.1	4.1	0.0	
Coast	7.9	8.4	-0.5	6	13.3	12.4	0.9		12.0	11.8	0.2		9.1	10.1	-1.0		4.6	5.1	-0.5		6.7	7.4	-0.7		10.9	10.0	0.9	
Edge	8.3	8.4	-0.1	5	9.0	7.3	1.7		8.1	7.6	0.5		8.9	8.6	0.3		4.3	5.2	-0.9		6.9	7.0	-0.1		6.7	6.7	0.0	
Hokonui	5.6	4.6	1.0	8	5.2	4.5	0.7		7.1	6.3	0.8		1.6	1.5	0.1		1.0	1.2	-0.2		3.8	3.0	0.8		3.3	3.6	-0.3	
Life FM	0.6	0.4	0.2	15	0.6	0.6	0.0		0.7	0.6	0.1		0.6	1.0	-0.4		0.1	0.2	-0.1		0.5	0.5	0.0		0.2	0.3	-0.1	
Magic	4.1	4.9	-0.8	12	6.2	7.0	-0.8		6.4	6.5	-0.1		6.1	6.5	-0.4		10.4	10.1	0.3		2.7	3.3	-0.6		8.3	8.8	-0.5	
More FM	11.2	12.4	-1.2	2	6.7	8.6	-1.9		8.8	9.8	-1.0		10.2	12.1	-1.9		8.4	8.3	0.1		4.2	4.8	-0.6		8.8	10.2	-1.4	
Newstalk ZB	10.1	10.3	-0.2	3	5.2	5.1	0.1		3.8	3.6	0.2		4.0	3.5	0.5		19.9	20.4	-0.5		12.1	17.8	-5.7		7.9	8.6	-0.7	
Radio Hauraki	1.7	1.5	0.2	14	2.8	2.7	0.1		2.6	2.8	-0.2		3.2	2.4	0.8		2.1	2.1	0.0		2.9	3.1	-0.2		2.6	2.0	0.6	
RadioLIVE	9.5	8.8	0.7	4	3.7	4.0	-0.3		2.2	2.3	-0.1		4.5	4.8	-0.3		10.2	10.2	0.0		11.4	13.7	-2.3		6.1	6.2	-0.1	
Radio Sport	2.8	2.4	0.4	13	3.6	3.6	0.0		2.6	2.6	0.0		4.7	4.4	0.3		3.0	2.7	0.3		1.6	1.4	0.2		2.2	2.5	-0.3	
Rhema	0.2	0.3	-0.1	18	0.2	0.2	0.0		0.2	0.3	-0.1		0.4	0.2	0.2		0.1	0.2	-0.1		0.9	0.6	0.3		0.2	0.2	0.0	
Rock	12.7	13.3	-0.6	1	12.5	12.6	-0.1		13.1	13.2	-0.1		13.6	13.5	0.1		7.9	7.0	0.9		11.0	8.1	2.9		11.0	13.0	-2.0	
Star	0.5	0.2	0.3	16	0.8	0.2	0.6		0.5	*	*		0.5	0.2	0.3		0.3	0.3	0.0		0.3	0.4	-0.1		0.8	0.3	0.5	
Tahu FM	0.4	0.4	0.0	17	0.2	0.2	0.0		0.2	0.2	0.0		1.2	1.2	0.0		0.7	0.5	0.2		0.2	0.2	0.0		0.8	0.7	0.1	
The Hits	5.9	6.9	-1.0	7	5.6	7.8	-2.2		4.1	5.9	-1.8		5.3	6.4	-1.1		5.7	7.3	-1.6		7.3	6.4	0.9		5.5	6.3	-0.8	
The Sound	4.9	4.5	0.4	10	5.8	6.3	-0.5		6.7	7.5	-0.8		8.4	7.7	0.7		7.0	6.2	0.8		11.9	9.9	2.0		7.9	7.0	0.9	
ZM	5.1	4.1	1.0	9	7.5	6.6	0.9		9.6	7.5	2.1		8.9	6.8	2.1		4.8	3.5	1.3		9.4	6.0	3.4		4.9	4.3	0.6	
Others	3.8	3.0	0.8		4.5	3.4	1.1		5.3	4.1	1.2		4.7	3.9	0.8		4.2	4.5	-0.3		1.7	1.6	0.1		7.8	5.2	2.6	
Mediaworks Combo	55.5	57.6	-2.1		50.6	52.9	-2.3		51.3	54.3	-3.0		55.7	58.5	-2.8		53.5	52.0	1.5		53.1	51.8	1.3		53.6	56.4	-2.8	
NZME Combo	39.2	38.4	0.8		43.2	42.7	0.5		41.8	40.6	1.2		37.0	35.2	1.8		41.4	42.5	-1.1		44.1	45.4	-1.3		37.5	37.5	0.0	

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

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	All 10+				People 10-17			People 18-34			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	8.2	9.0	-0.8	9	0.3	0.4	-0.1	3.0	2.7	0.3	3.6	3.7	-0.1	4.7	5.2	-0.5	2.4	3.2	-0.8	2.0	2.3	-0.3	2.1	1.8	0.3
Coast	11.1	11.9	-0.8	4	0.2	0.4	-0.2	1.2	1.1	0.1	1.7	2.1	-0.4	3.8	4.1	-0.3	4.1	4.1	0.0	5.0	5.2	-0.2	1.3	1.3	0.0
Edge	15.6	15.7	-0.1	2	3.4	3.4	0.0	6.2	6.2	0.0	6.8	6.5	0.3	8.2	8.1	0.1	2.6	2.8	-0.2	1.5	1.6	-0.1	4.1	3.9	0.2
Hokonui	8.7	8.1	0.6	7	0.4	0.3	0.1	2.5	2.1	0.4	2.9	2.8	0.1	4.2	4.4	-0.2	3.4	3.1	0.3	2.7	2.1	0.6	1.5	1.5	0.0
Life FM	1.5	1.7	-0.2	15	*	*	*	0.8	1.1	-0.3	0.6	1.0	-0.4	1.0	1.3	-0.3	0.4	0.4	0.0	0.2	0.2	0.0	0.4	0.4	0.0
Magic	5.2	6.0	-0.8	13	*	*	*	0.7	0.9	-0.2	0.4	0.9	-0.5	1.0	1.8	-0.8	1.9	2.2	-0.3	3.1	3.2	-0.1	0.5	0.6	-0.1
More FM	17.0	17.9	-0.9	1	4.2	4.3	-0.1	4.7	4.4	0.3	5.5	6.2	-0.7	7.8	8.4	-0.6	4.6	4.9	-0.3	2.8	3.1	-0.3	3.9	4.5	-0.6
Newstalk ZB	7.5	8.5	-1.0	10	*	0.1	*	0.8	1.1	-0.3	1.1	1.2	-0.1	2.1	2.2	-0.1	2.7	2.7	0.0	3.4	3.7	-0.3	0.8	0.8	0.0
Radio Hauraki	5.4	5.2	0.2	12	0.2	0.1	0.1	2.6	2.7	-0.1	2.9	2.4	0.5	3.8	3.3	0.5	1.4	1.3	0.1	0.6	0.5	0.1	1.0	0.8	0.2
RadioLIVE	6.0	7.8	-1.8	11	0.1	0.7	-0.6	1.0	1.3	-0.3	1.8	2.0	-0.2	3.0	3.4	-0.4	2.5	2.8	-0.3	2.4	2.9	-0.5	1.3	1.0	0.3
Radio Sport	3.8	3.6	0.2	14	0.1	*	*	0.5	0.4	0.1	1.0	1.0	0.0	1.9	2.2	-0.3	2.0	2.0	0.0	1.5	1.2	0.3	1.0	0.8	0.2
Rhema	1.2	1.2	0.0	16	*	*	*	0.3	0.3	0.0	0.2	0.2	0.0	0.3	0.4	-0.1	0.5	0.5	0.0	0.5	0.5	0.0	0.3	0.4	-0.1
Rock	13.8	13.9	-0.1	3	0.9	1.0	-0.1	6.2	6.6	-0.4	7.5	6.1	1.4	9.8	8.7	1.1	3.1	3.3	-0.2	1.0	1.0	0.0	2.8	2.3	0.5
Star	0.5	0.4	0.1	18	*	*	*	*	*	*	*	*	*	*	*	*	*	0.1	*	0.3	0.3	0.0	*	*	*
Tahu FM	0.6	0.7	-0.1	17	0.2	0.2	0.0	0.2	0.3	-0.1	0.3	0.3	0.0	0.3	0.3	0.0	*	0.1	*	0.1	0.2	-0.1	0.1	*	*
The Hits	9.3	9.8	-0.5	6	1.9	1.8	0.1	2.2	2.4	-0.2	3.2	3.0	0.2	5.2	4.8	0.4	2.8	2.9	-0.1	1.6	1.9	-0.3	2.2	2.0	0.2
The Sound	8.3	8.1	0.2	8	0.2	0.2	0.0	1.8	1.9	-0.1	3.2	2.8	0.4	5.3	4.5	0.8	4.1	3.6	0.5	2.4	2.7	-0.3	1.8	1.5	0.3
ZM	9.8	9.2	0.6	5	1.4	1.1	0.3	5.4	5.1	0.3	4.5	4.7	-0.2	5.7	5.7	0.0	1.5	1.4	0.1	0.4	0.4	0.0	2.8	2.8	0.0
Others	6.4	5.9	0.5		0.6	0.6	0.0	1.5	1.1	0.4	1.3	1.1	0.2	2.0	1.9	0.1	2.1	2.0	0.1	1.9	1.8	0.1	0.9	0.8	0.1
Mediaworks Combo	50.7	53.9	-3.2		6.0	6.7	-0.7	14.9	15.0	-0.1	18.0	17.9	0.1	25.5	25.7	-0.2	14.9	16.0	-1.1	11.9	12.9	-1.0	11.0	10.6	0.4
NZME Combo	41.3	41.2	0.1		3.2	2.7	0.5	10.5	10.6	-0.1	12.0	12.1	-0.1	18.7	18.9	-0.2	13.3	13.0	0.3	11.9	11.5	0.4	7.4	7.3	0.1
All Commercial Radio	68.4	69.7	-1.3		6.9	7.3	-0.4	17.2	17.5	-0.3	20.7	20.8	-0.1	31.7	31.9	-0.2	22.0	21.6	0.4	18.4	18.4	0.0	12.9	12.5	0.4
Potential (000)	77.7	77.7	0.0		9.0	8.8	0.2	19.0	19.2	-0.2	22.1	22.1	0.0	33.9	33.9	0.0	23.7	23.7	0.0	20.2	20.2	0.0	13.8	13.4	0.4
Sample	940	988	-48		112	121	-9	207	231	-24	272	307	-35	419	461	-42	282	286	-4	253	248	5	186	196	-10

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Sample Size	940	988	-48

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	This	Last	+/-	Rank	This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-	
Breeze	4.0	5.1	-1.1	10	4.5	5.0	-0.5		4.2	5.1	-0.9		3.7	4.4	-0.7		1.4	1.7	-0.3		0.9	1.1	-0.2		3.3	3.7	-0.4	
Coast	5.3	6.0	-0.7	4	6.9	7.5	-0.6		6.8	7.4	-0.6		4.5	5.1	-0.6		1.5	1.7	-0.2		1.7	1.6	0.1		6.5	6.9	-0.4	
Edge	8.5	8.3	0.2	3	7.8	7.1	0.7		8.5	7.9	0.6		7.1	7.2	-0.1		2.4	2.8	-0.4		1.6	1.7	-0.1		8.7	9.3	-0.6	
Hokonui	4.9	4.7	0.2	6	4.0	4.2	-0.2		5.2	5.0	0.2		1.5	1.8	-0.3		0.6	0.8	-0.2		0.8	0.3	0.5		4.3	4.2	0.1	
Life FM	0.6	0.6	0.0	15	0.6	0.6	0.0		1.1	1.0	0.1		0.7	1.1	-0.4		0.1	0.4	-0.3		0.2	0.2	0.0		0.4	0.7	-0.3	
Magic	2.4	3.3	-0.9	12	2.9	3.9	-1.0		3.3	3.6	-0.3		2.3	2.7	-0.4		1.3	1.8	-0.5		0.4	0.7	-0.3		4.0	4.5	-0.5	
More FM	11.4	11.6	-0.2	1	5.9	7.6	-1.7		9.9	10.8	-0.9		10.2	10.6	-0.4		4.2	4.4	-0.2		1.8	1.9	-0.1		9.8	11.2	-1.4	
Newstalk ZB	4.7	5.2	-0.5	9	3.3	3.7	-0.4		2.6	2.9	-0.3		2.4	2.7	-0.3		3.4	4.3	-0.9		2.9	3.3	-0.4		4.4	5.4	-1.0	
Radio Hauraki	2.0	2.0	0.0	13	2.2	2.2	0.0		2.5	2.5	0.0		2.7	2.1	0.6		1.2	1.2	0.0		0.5	0.6	-0.1		3.5	3.4	0.1	
RadioLIVE	4.9	5.5	-0.6	6	2.3	3.7	-1.4		2.1	2.4	-0.3		2.2	3.1	-0.9		1.8	2.5	-0.7		2.0	2.6	-0.6		3.9	4.7	-0.8	
Radio Sport	2.0	2.0	0.0	13	2.0	2.3	-0.3		2.0	2.1	-0.1		2.1	1.8	0.3		0.6	0.7	-0.1		0.3	0.2	0.1		2.0	2.3	-0.3	
Rhema	0.4	0.4	0.0	16	0.4	0.5	-0.1		0.5	0.6	-0.1		0.5	0.4	0.1		0.1	0.1	0.0		0.3	0.3	0.0		0.6	0.7	-0.1	
Rock	8.7	8.5	0.2	2	6.4	6.7	-0.3		8.6	8.3	0.3		7.6	7.6	0.0		3.3	3.7	-0.4		1.7	1.7	0.0		8.6	8.8	-0.2	
Star	0.2	0.1	0.1	17	0.3	0.2	0.1		0.3	0.1	0.2		0.2	0.2	0.0		0.2	0.1	0.1		0.1	0.2	-0.1		0.4	0.3	0.1	
Tahu FM	0.2	0.2	0.0	17	0.4	0.4	0.0		0.4	0.5	-0.1		0.4	0.4	0.0		0.2	0.2	0.0		*	0.1	*		0.3	0.3	0.0	
The Hits	4.9	5.8	-0.9	6	4.2	5.0	-0.8		3.4	4.2	-0.8		3.6	4.1	-0.5		1.9	2.1	-0.2		0.8	0.8	0.0		5.1	5.6	-0.5	
The Sound	3.3	3.9	-0.6	11	3.5	3.4	0.1		4.1	4.1	0.0		4.9	4.6	0.3		2.2	2.1	0.1		1.1	0.8	0.3		5.2	5.1	0.1	
ZM	5.2	5.2	0.0	5	4.2	4.5	-0.3		6.6	5.5	1.1		4.7	4.3	0.4		1.6	1.8	-0.2		1.2	0.9	0.3		5.0	5.1	-0.1	
Others	2.7	2.5	0.2		2.5	2.2	0.3		3.4	3.3	0.1		2.4	2.2	0.2		1.1	1.1	0.0		0.6	0.7	-0.1		4.2	3.9	0.3	
Mediaworks Combo	36.7	38.6	-1.9		28.4	31.5	-3.1		32.6	34.2	-1.6		30.8	32.7	-1.9		15.3	17.4	-2.1		8.2	9.5	-1.3		37.3	40.2	-2.9	
NZME Combo	24.7	25.9	-1.2		23.1	24.9	-1.8		25.5	25.2	0.3		18.3	19.0	-0.7		10.3	11.4	-1.1		7.6	7.2	0.4		25.9	27.6	-1.7	
All Commercial Radio	53.7	55.7	-2.0		44.6	48.1	-3.5		51.1	51.6	-0.5		44.6	45.6	-1.0		24.8	27.4	-2.6		14.3	15.3	-1.0		54.4	56.4	-2.0	

Mediaworks Combo: Breeze or Edge or Magic or More FM or RadioLIVE or Rock or The Sound or internet only listening to George FM or Mai

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



SOUTHLAND COMMERCIAL RADIO - SURVEY 3 2018

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

Survey Comparisons: 2/2018 - 3/2018

This Survey Period: Sun Sep 10 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Sep 1 2018

Last Survey Period: Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 2018

	All 10+			People 10-17			People 18-34			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	8:50	9:36	-0:45	2:31	3:23	-0:51	6:24	6:27	-0:02	7:39	8:05	-0:26	8:33	9:41	-1:07	10:59	12:27	-1:27	9:52	10:51	-0:58	7:54	8:59	-1:04
Coast	13:02	12:57	0:05	1:49	5:08	-3:18	5:22	6:12	-0:50	14:42	15:28	-0:45	16:32	16:55	-0:23	16:24	15:35	0:49	13:05	12:44	0:21	8:09	8:22	-0:13
Edge	7:00	7:08	-0:07	4:47	5:21	-0:34	6:48	7:06	-0:17	6:22	7:09	-0:47	7:36	8:02	-0:26	10:10	9:07	1:02	9:25	7:44	1:40	6:08	7:43	-1:34
Hokonui	7:24	7:45	-0:21	4:21	4:21	0:00	7:27	7:29	-0:02	7:30	7:58	-0:28	8:12	8:26	-0:13	6:45	6:50	-0:05	5:03	4:32	0:31	5:42	6:23	-0:40
Life FM	4:35	4:27	0:07	*	3:15	*	4:25	4:21	0:03	5:00	4:33	0:26	5:41	5:08	0:33	6:39	6:41	-0:01	1:55	2:26	-0:31	2:49	4:02	-1:13
Magic	17:14	17:33	-0:18	*	*	*	3:08	4:01	-0:53	6:55	5:15	1:39	6:08	6:48	-0:39	7:55	8:22	-0:27	21:44	22:40	-0:56	10:43	8:31	2:11
More FM	7:13	8:31	-1:17	5:45	5:40	0:05	6:29	9:18	-2:49	6:41	10:04	-3:23	6:29	9:17	-2:47	7:23	8:13	-0:50	9:14	9:39	-0:25	6:34	11:11	-4:36
Newstalk ZB	13:27	13:41	-0:14	*	4:00	*	1:31	2:56	-1:25	2:03	2:20	-0:17	4:31	4:48	-0:16	10:15	11:28	-1:12	18:03	18:55	-0:52	5:00	11:47	-6:47
Radio Hauraki	6:31	6:42	-0:11	1:49	2:00	-0:10	5:37	5:54	-0:17	6:46	6:40	0:05	7:17	7:33	-0:16	8:19	8:49	-0:29	7:13	6:35	0:38	6:12	9:26	-3:13
RadioLIVE	13:10	11:09	2:01	6:23	1:55	4:27	9:17	6:48	2:29	9:06	7:15	1:50	10:12	8:36	1:35	15:21	14:39	0:41	17:07	16:05	1:02	6:52	7:29	-0:36
Radio Sport	10:57	11:55	-0:57	7:15	*	*	12:54	18:21	-5:27	10:43	12:32	-1:49	13:16	13:25	-0:08	12:15	12:58	-0:43	9:52	11:33	-1:40	10:25	13:43	-3:18
Rhema	2:54	3:08	-0:13	*	*	*	1:51	2:57	-1:05	1:44	3:41	-1:57	2:45	3:51	-1:06	4:46	4:29	0:17	3:44	3:55	-0:10	2:07	2:24	-0:16
Rock	12:18	13:38	-1:19	5:08	4:47	0:20	7:58	10:44	-2:45	13:56	12:20	1:36	13:49	13:24	0:24	12:33	18:29	-5:56	11:18	24:33	-13:15	9:56	8:36	1:19
Star	15:57	7:29	8:27	*	*	*	2:00	*	*	3:00	3:00	0:00	3:00	3:00	0:00	1:30	1:30	0:00	8:10	10:18	-2:08	3:00	3:00	0:00
Tahu FM	11:35	10:25	1:10	17:20	20:14	-2:53	2:09	2:07	0:01	8:26	6:54	1:32	8:26	6:54	1:32	*	0:30	*	13:11	8:41	4:30	40:00	40:00	0:00
The Hits	8:00	10:19	-2:19	5:15	9:17	-4:01	9:04	9:46	-0:41	7:54	11:13	-3:19	9:15	12:22	-3:07	10:13	11:11	-0:58	6:48	7:27	-0:39	7:23	11:07	-3:44
The Sound	11:32	12:29	-0:57	4:18	4:32	-0:14	9:40	13:30	-3:50	10:11	9:55	0:16	9:39	9:50	-0:11	14:21	14:41	-0:20	17:02	16:22	0:40	12:44	12:58	-0:14
ZM	10:04	9:17	0:47	6:26	5:53	0:32	11:50	10:45	1:04	12:04	10:45	1:18	10:50	9:49	1:00	5:54	5:28	0:26	6:00	5:45	0:15	5:44	5:56	-0:12
Others	11:20	10:03	1:16	6:52	6:05	0:46	3:57	4:43	-0:46	6:17	8:29	-2:11	10:37	12:15	-1:38	18:37	12:05	6:31	20:01	12:45	7:16	6:40	7:29	-0:49
Mediaworks Combo	14:37	15:30	-0:52	7:49	7:37	0:11	11:33	14:10	-2:36	14:44	14:44	0:00	14:52	15:25	-0:32	15:52	17:27	-1:35	18:34	19:42	-1:08	12:09	14:12	-2:03
NZME Combo	13:36	14:32	-0:55	7:01	10:03	-3:01	12:33	12:17	0:15	13:13	14:09	-0:55	14:26	15:14	-0:48	14:29	14:57	-0:28	14:30	15:36	-1:05	9:42	12:09	-2:27
All Commercial Radio	20:26	21:40	-1:14	10:59	11:34	-0:35	18:06	20:04	-1:57	21:07	21:34	-0:26	21:24	22:29	-1:04	21:31	23:19	-1:47	23:45	25:13	-1:27	16:42	19:52	-3:10
Potential (000)	77.7	77.7	0.0	9.0	8.8	0.2	19.0	19.2	-0.2	22.1	22.1	0.0	33.9	33.9	0.0	23.7	23.7	0.0	20.2	20.2	0.0	13.8	13.4	0.4
Sample	940	988	-48	112	121	-9	207	231	-24	272	307	-35	419	461	-42	282	286	-4	253	248	5	186	196	-10

Mediaworks Combo: Breeze or Edge or Magic or More FM or RadioLIVE or Rock or The Sound or internet only listening to George FM or Mai

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



SOUTHLAND COMMERCIAL RADIO - SURVEY 3 2018

Average Time Spent Listening (hh:mm) by Daypart, People 10+
 Survey Comparisons: 2/2018 - 3/2018

This Survey Period: Sun Sep 10 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Sep 1 2018
 Last Survey Period: Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 2018

	This	Last	+/-
Potential (000)	77.7	77.7	0.0
Sample Size	940	988	-48

	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	2:57	2:38	0:19	3:54	4:03	-0:09	4:23	4:41	-0:17	1:37	1:51	-0:14	2:51	2:25	0:26	2:40	2:32	0:08	3:47	3:41	0:06
Coast	3:42	3:39	0:03	5:03	4:45	0:18	5:23	5:08	0:14	3:02	3:01	0:01	2:15	2:40	-0:24	2:10	2:39	-0:28	5:01	4:51	0:10
Edge	2:24	2:41	-0:17	3:01	2:57	0:03	2:54	3:06	-0:12	1:52	1:49	0:02	1:19	1:39	-0:19	2:23	2:24	-0:00	2:20	2:25	-0:05
Hokonui	2:51	2:37	0:14	3:22	3:05	0:16	4:10	4:04	0:06	1:38	1:14	0:24	1:10	1:13	-0:02	2:40	5:17	-2:36	2:20	2:54	-0:34
Life FM	2:08	1:50	0:17	2:29	2:36	-0:07	1:52	2:00	-0:07	1:17	1:22	-0:05	1:00	0:26	0:33	1:00	1:17	-0:17	1:35	1:26	0:09
Magic	4:15	3:56	0:19	5:33	5:13	0:20	5:51	5:48	0:03	4:02	3:41	0:20	6:01	5:03	0:57	3:29	2:42	0:46	6:21	6:32	-0:10
More FM	2:26	2:49	-0:23	2:57	3:17	-0:20	2:43	2:56	-0:12	1:30	1:45	-0:15	1:29	1:40	-0:11	1:15	1:25	-0:09	2:43	3:03	-0:20
Newstalk ZB	5:17	5:10	0:06	4:04	4:00	0:04	4:23	3:59	0:24	2:27	1:59	0:28	4:19	4:11	0:08	2:17	3:06	-0:49	5:23	5:18	0:05
Radio Hauraki	2:05	1:58	0:06	3:12	3:31	-0:18	3:13	3:37	-0:24	1:46	1:48	-0:02	1:17	1:35	-0:17	2:59	2:45	0:14	2:16	1:56	0:20
RadioLIVE	4:50	4:12	0:38	4:04	3:07	0:56	3:16	3:07	0:08	3:01	2:25	0:36	4:11	3:35	0:35	3:03	2:58	0:04	4:45	4:29	0:15
Radio Sport	3:25	3:13	0:11	4:43	4:24	0:19	3:56	4:05	-0:08	3:20	3:43	-0:22	3:36	3:14	0:22	3:18	3:20	-0:02	3:19	3:37	-0:17
Rhema	1:15	1:50	-0:35	0:55	0:50	0:04	1:36	1:28	0:08	1:07	0:51	0:15	1:30	1:18	0:11	1:24	1:22	0:01	1:06	1:07	-0:01
Rock	3:37	4:08	-0:31	5:04	5:23	-0:19	4:39	5:07	-0:28	2:40	2:44	-0:03	1:46	1:41	0:05	3:32	2:46	0:46	3:54	4:56	-1:01
Star	6:19	7:00	-0:40	7:06	4:05	3:01	6:17	0:43	5:33	3:14	1:38	1:35	1:27	2:10	-0:43	1:18	1:18	0:00	5:55	3:38	2:16
Tahu FM	5:49	5:26	0:23	1:21	1:23	-0:02	1:48	1:22	0:26	4:26	4:19	0:07	2:19	2:31	-0:11	2:00	2:00	0:00	8:23	8:06	0:16
The Hits	2:58	3:06	-0:07	3:28	4:32	-1:04	3:43	4:34	-0:50	2:13	2:22	-0:09	2:13	3:06	-0:53	5:05	4:23	0:42	3:15	3:45	-0:29
The Sound	3:43	3:03	0:40	4:16	5:16	-0:59	5:03	5:58	-0:55	2:35	2:33	0:01	2:23	2:36	-0:12	5:57	6:39	-0:41	4:33	4:37	-0:03
ZM	2:25	2:03	0:21	4:37	4:10	0:27	4:26	4:25	0:00	2:52	2:25	0:26	2:10	1:46	0:24	4:17	3:59	0:18	2:55	2:51	0:03
Others	3:29	3:07	0:21	4:42	4:33	0:08	4:49	4:03	0:46	2:56	2:47	0:09	2:54	3:35	-0:40	1:28	1:18	0:10	5:39	4:29	1:10
Mediaworks Combo	3:45	3:55	-0:09	4:39	4:51	-0:11	4:50	5:08	-0:18	2:42	2:45	-0:02	2:35	2:37	-0:02	3:28	3:07	0:20	4:21	4:43	-0:21
NZME Combo	3:57	3:54	0:02	4:53	4:56	-0:03	5:01	5:12	-0:10	3:01	2:51	0:10	2:58	3:16	-0:17	3:08	3:36	-0:27	4:23	4:34	-0:10
All Commercial Radio	4:37	4:43	-0:06	5:50	6:00	-0:09	6:00	6:16	-0:16	3:21	3:22	-0:01	2:59	3:12	-0:12	3:47	3:43	0:03	5:34	5:57	-0:22

Mediaworks Combo: Breeze or Edge or Magic or More FM or RadioLIVE or Rock or The Sound or internet only listening to George FM or Mai

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