



SOUTHLAND COMMERCIAL RADIO - SURVEY 2 2018

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

Survey Comparisons: 1/2018 - 2/2018

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

Last Survey Period: Sun Apr 9 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Apr 7 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	5.7	5.5	0.2	10	1.5	1.8	-0.3	5.0	4.9	0.1	6.6	6.3	0.3	7.1	6.7	0.4	7.9	8.3	-0.4	5.4	6.3	-0.9	6.6	6.4	0.2
Coast	10.2	9.7	0.5	2	2.3	2.9	-0.6	2.0	2.0	0.0	7.3	7.2	0.1	9.8	8.8	1.0	12.8	10.1	2.7	14.4	12.8	1.6	4.5	5.5	-1.0
Edge	7.4	8.3	-0.9	5	21.6	28.7	-7.1	12.6	14.3	-1.7	10.3	10.0	0.3	9.1	8.2	0.9	5.1	4.3	0.8	2.7	3.2	-0.5	12.1	11.9	0.2
Hokonui	4.2	4.6	-0.4	12	1.6	2.1	-0.5	4.5	4.0	0.5	4.9	4.3	0.6	5.1	5.0	0.1	4.2	6.0	-1.8	2.1	3.9	-1.8	3.8	4.2	-0.4
Life FM	0.5	0.3	0.2	15	0.2	0.2	0.0	1.4	0.7	0.7	1.0	0.6	0.4	0.9	0.6	0.3	0.5	0.3	0.2	0.1	*	*	0.7	0.7	0.0
Magic	6.9	5.5	1.4	6	*	*	*	1.0	0.8	0.2	1.1	1.1	0.0	1.7	1.6	0.1	3.7	2.6	1.1	15.6	12.6	3.0	2.0	2.2	-0.2
More FM	10.1	8.9	1.2	3	29.0	23.3	5.7	11.6	8.6	3.0	13.9	12.5	1.4	10.9	10.0	0.9	7.9	7.1	0.8	6.5	7.1	-0.6	20.5	18.6	1.9
Newstalk ZB	7.7	6.3	1.4	4	0.3	0.3	0.0	0.9	0.6	0.3	0.7	0.6	0.1	1.5	1.2	0.3	6.1	5.9	0.2	15.2	13.8	1.4	3.9	4.6	-0.7
Radio Hauraki	2.3	2.3	0.0	14	0.3	1.0	-0.7	4.6	5.4	-0.8	3.2	3.9	-0.3	3.5	3.6	-0.1	2.3	2.0	0.3	0.7	0.3	0.4	3.2	3.9	-0.7
RadioLIVE	5.8	5.6	0.2	9	1.6	1.4	0.2	2.6	0.8	1.8	3.2	2.3	0.9	4.1	4.1	0.0	8.1	9.3	-1.2	10.0	10.1	-0.1	3.1	3.9	-0.8
Radio Sport	2.9	4.0	-1.1	13	*	*	*	2.3	2.1	0.2	2.7	2.5	0.2	4.1	3.8	0.3	5.2	6.0	-0.8	2.9	4.5	-1.6	4.6	4.7	-0.1
Rhema	0.2	0.4	-0.2	17	*	*	*	0.3	0.3	0.0	0.2	0.3	-0.1	0.2	0.3	-0.1	0.5	0.6	-0.1	0.4	0.7	-0.3	0.4	0.6	-0.2
Rock	12.5	12.1	0.4	1	5.6	5.4	0.2	20.2	21.3	-1.1	16.9	17.8	-0.9	16.2	16.2	0.0	12.2	12.1	0.1	5.2	5.2	0.0	8.0	6.7	1.3
Star	0.2	0.3	-0.1	17	*	*	*	*	*	*	*	*	*	*	*	*	*	0.2	*	0.6	1.0	-0.4	*	0.2	*
Tahu FM	0.5	0.1	0.4	15	3.6	0.1	3.5	0.2	*	*	0.5	*	*	0.3	*	*	*	*	*	0.4	0.4	0.0	0.7	*	*
The Hits	6.7	7.1	-0.4	7	19.3	15.5	3.8	6.8	7.0	-0.2	7.5	7.5	0.0	8.3	7.3	1.0	6.5	6.3	0.2	3.0	4.7	-1.7	8.8	8.9	-0.1
The Sound	6.7	7.9	-1.2	7	1.0	4.9	-3.9	7.3	5.8	1.5	6.3	6.0	0.3	6.2	10.1	-3.9	10.6	14.1	-3.5	9.5	7.7	1.8	7.7	7.3	0.4
ZM	5.7	7.2	-1.5	10	7.7	9.3	-1.6	15.5	20.5	-5.0	11.2	15.0	-3.8	7.8	10.0	-2.2	1.5	1.6	-0.1	0.6	0.4	0.2	6.8	7.0	-0.2
Others	3.9	3.8	0.1		4.3	3.5	0.8	1.4	1.2	0.2	2.1	2.0	0.1	3.2	2.5	0.7	4.9	3.3	1.6	4.9	5.2	-0.3	2.4	2.6	-0.2
Mediaworks Combo	55.3	54.0	1.3		60.3	65.3	-5.0	60.7	57.1	3.6	58.6	56.4	2.2	55.4	57.1	-1.7	55.5	57.7	-2.2	54.9	52.3	2.6	60.5	57.8	2.7
NZME Combo	39.6	41.4	-1.8		31.8	31.1	0.7	37.0	41.6	-4.6	38.0	41.2	-3.2	40.2	39.9	0.3	38.6	37.8	0.8	38.8	40.4	-1.6	35.7	38.9	-3.2
Potential (000)	77.7	77.7	0.0		8.8	9.3	-0.5	19.2	18.7	0.5	22.1	22.1	0.0	33.9	33.9	0.0	23.7	23.7	0.0	20.2	20.2	0.0	13.4	13.6	-0.2
Sample	988	913	75		121	115	6	231	215	16	307	286	21	461	420	41	286	259	27	248	235	13	196	177	19

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 (from S1 2018) 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 (from S1 2018) internet only listening to Flava or Mix



SOUTHLAND COMMERCIAL RADIO - SURVEY 2 2018

Station Share (%) by Daypart, People 10+
Survey Comparisons: 1/2018 - 2/2018

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

Last Survey Period: Sun Apr 9 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Apr 7 2018

	This	Last	+/-
Potential (000)	77.7	77.7	0.0
Sample Size	988	913	75

	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	5.1	4.7	0.4	8	7.1	7.1	0.0		7.4	7.1	0.3		5.3	5.9	-0.6		4.8	4.2	0.6		4.7	3.5	1.2		4.1	3.5	0.6	
Coast	8.4	7.8	0.6	5	12.4	11.9	0.5		11.8	11.3	0.5		10.1	9.8	0.3		5.1	6.2	-1.1		7.4	7.8	-0.4		10.0	8.9	1.1	
Edge	8.4	9.4	-1.0	5	7.3	6.0	1.3		7.6	7.3	0.3		8.6	9.3	-0.7		5.2	10.2	-5.0		7.0	11.1	-4.1		6.7	8.9	-2.2	
Hokonui	4.6	5.5	-0.9	10	4.5	4.1	0.4		6.3	6.8	-0.5		1.5	1.1	0.4		1.2	1.8	-0.6		3.0	6.7	-3.7		3.6	4.4	-0.8	
Life FM	0.4	0.2	0.2	15	0.6	0.3	0.3		0.6	0.3	0.3		1.0	0.6	0.4		0.2	0.3	-0.1		0.5	0.3	0.2		0.3	0.2	0.1	
Magic	4.9	3.9	1.0	9	7.0	5.2	1.8		6.5	5.1	1.4		6.5	6.1	0.4		10.1	9.0	1.1		3.3	3.5	-0.2		8.8	6.4	2.4	
More FM	12.4	11.1	1.3	2	8.6	7.5	1.1		9.8	8.2	1.6		12.1	11.0	1.1		8.3	7.5	0.8		4.8	5.9	-1.1		10.2	9.0	1.2	
Newstalk ZB	10.3	9.1	1.2	3	5.1	4.5	0.6		3.6	3.1	0.5		3.5	3.6	-0.1		20.4	15.0	5.4		17.8	13.1	4.7		8.6	7.0	1.6	
Radio Hauraki	1.5	1.5	0.0	14	2.7	2.7	0.0		2.8	3.0	-0.2		2.4	2.5	-0.1		2.1	1.7	0.4		3.1	2.8	0.3		2.0	2.2	-0.2	
RadioLIVE	8.8	9.3	-0.5	4	4.0	4.9	-0.9		2.3	2.1	0.2		4.8	4.4	0.4		10.2	9.4	0.8		13.7	11.2	2.5		6.2	5.3	0.9	
Radio Sport	2.4	3.3	-0.9	13	3.6	4.9	-1.3		2.6	3.9	-1.3		4.4	4.6	-0.2		2.7	3.9	-1.2		1.4	1.3	0.1		2.5	3.8	-1.3	
Rhema	0.3	0.4	-0.1	17	0.2	0.2	0.0		0.3	0.4	-0.1		0.2	0.2	0.0		0.2	1.8	-1.6		0.6	0.7	-0.1		0.2	0.4	-0.2	
Rock	13.3	12.8	0.5	1	12.6	11.6	1.0		13.2	12.3	0.9		13.5	13.7	-0.2		7.0	7.4	-0.4		8.1	10.2	-2.1		13.0	12.6	0.4	
Star	0.2	0.3	-0.1	18	0.2	0.3	-0.1		*	0.1	*		0.2	0.2	0.0		0.3	0.4	-0.1		0.4	0.5	-0.1		0.3	0.5	-0.2	
Tahu FM	0.4	0.1	0.3	15	0.2	0.1	0.1		0.2	*	*		1.2	0.1	1.1		0.5	0.1	0.4		0.2	0.3	-0.1		0.7	0.4	0.3	
The Hits	6.9	6.5	0.4	7	7.8	9.5	-1.7		5.9	6.2	-0.3		6.4	5.5	0.9		7.3	6.8	0.5		6.4	4.3	2.1		6.3	7.4	-1.1	
The Sound	4.5	6.6	-2.1	11	6.3	7.9	-1.6		7.5	9.6	-2.1		7.7	7.6	0.1		6.2	5.3	0.9		9.9	6.0	3.9		7.0	8.3	-1.3	
ZM	4.1	4.5	-0.4	12	6.6	8.0	-1.4		7.5	9.5	-2.0		6.8	10.5	-3.7		3.5	3.9	-0.4		6.0	8.6	-2.6		4.3	5.8	-1.5	
Others	3.0	3.0	0.0		3.4	3.4	0.0		4.1	3.6	0.5		3.9	3.4	0.5		4.5	5.0	-0.5		1.6	2.0	-0.4		5.2	5.1	0.1	
Mediaworks Combo	57.6	58.0	-0.4		52.9	50.2	2.7		54.3	51.8	2.5		58.5	58.0	0.5		52.0	53.2	-1.2		51.8	51.8	0.0		56.4	54.6	1.8	
NZME Combo	38.4	38.3	0.1		42.7	45.6	-2.9		40.6	43.9	-3.3		35.2	37.5	-2.3		42.5	39.6	2.9		45.4	44.7	0.7		37.5	39.5	-2.0	

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SOUTHLAND COMMERCIAL RADIO - SURVEY 2 2018

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

Survey Comparisons: 1/2018 - 2/2018

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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	9.0	9.4	-0.4	7	0.4	0.6	-0.2	2.7	2.8	-0.1	3.7	3.5	0.2	5.2	4.9	0.3	3.2	3.5	-0.3	2.3	2.6	-0.3	1.8	1.7	0.1
Coast	11.9	12.1	-0.2	4	0.4	0.5	-0.1	1.1	1.1	0.0	2.1	2.5	-0.4	4.1	4.5	-0.4	4.1	3.8	0.3	5.2	4.9	0.3	1.3	1.6	-0.3
Edge	15.7	16.4	-0.7	2	3.4	3.9	-0.5	6.2	6.0	0.2	6.5	6.2	0.3	8.1	7.9	0.2	2.8	3.1	-0.3	1.6	1.9	-0.3	3.9	3.6	0.3
Hokonui	8.1	8.0	0.1	9	0.3	0.5	-0.2	2.1	2.1	0.0	2.8	2.6	0.2	4.4	4.3	0.1	3.1	3.0	0.1	2.1	1.9	0.2	1.5	1.6	-0.1
Life FM	1.7	1.1	0.6	15	*	0.1	*	1.1	0.6	0.5	1.0	0.7	0.3	1.3	0.9	0.4	0.4	0.2	0.2	0.2	0.1	0.1	0.4	0.4	0.0
Magic	6.0	5.0	1.0	12	*	*	*	0.9	0.6	0.3	0.9	1.0	-0.1	1.8	1.7	0.1	2.2	1.8	0.4	3.2	2.4	0.8	0.6	0.7	-0.1
More FM	17.9	17.9	0.0	1	4.3	4.0	0.3	4.4	3.9	0.5	6.2	6.1	0.1	8.4	8.7	-0.3	4.9	5.4	-0.5	3.1	3.5	-0.4	4.5	4.9	-0.4
Newstalk ZB	8.5	7.1	1.4	8	0.1	0.1	0.0	1.1	0.7	0.4	1.2	1.0	0.2	2.2	1.5	0.7	2.7	2.3	0.4	3.7	3.4	0.3	0.8	0.9	-0.1
Radio Hauraki	5.2	5.3	-0.1	13	0.1	0.3	-0.2	2.7	2.9	-0.2	2.4	2.6	-0.2	3.3	3.4	-0.1	1.3	1.2	0.1	0.5	0.3	0.2	0.8	1.2	-0.4
RadioLIVE	7.8	7.7	0.1	11	0.7	0.6	0.1	1.3	1.0	0.3	2.0	1.9	0.1	3.4	3.5	-0.1	2.8	3.0	-0.2	2.9	2.9	0.0	1.0	1.3	-0.3
Radio Sport	3.6	4.4	-0.8	14	*	*	*	0.4	0.5	-0.1	1.0	0.9	0.1	2.2	2.1	0.1	2.0	2.3	-0.3	1.2	1.6	-0.4	0.8	0.9	-0.1
Rhema	1.2	1.5	-0.3	16	*	*	*	0.3	0.3	0.0	0.2	0.3	-0.1	0.4	0.5	-0.1	0.5	0.7	-0.2	0.5	0.7	-0.2	0.4	0.5	-0.1
Rock	13.9	13.0	0.9	3	1.0	0.7	0.3	6.6	6.5	0.1	6.1	6.8	-0.7	8.7	8.8	-0.1	3.3	2.7	0.6	1.0	0.8	0.2	2.3	2.2	0.1
Star	0.4	0.6	-0.2	18	*	*	*	*	*	*	*	*	*	*	*	*	0.1	0.2	-0.1	0.3	0.5	-0.2	*	0.1	*
Tahu FM	0.7	0.3	0.4	17	0.2	0.1	0.1	0.3	*	*	0.3	0.1	0.2	0.3	0.1	0.2	0.1	0.1	0.0	0.2	0.2	0.0	*	*	*
The Hits	9.8	10.0	-0.2	5	1.8	1.7	0.1	2.4	2.6	-0.2	3.0	3.1	-0.1	4.8	4.4	0.4	2.9	2.8	0.1	1.9	2.2	-0.3	2.0	2.1	-0.1
The Sound	8.1	8.1	0.0	9	0.2	0.6	-0.4	1.9	1.6	0.3	2.8	2.7	0.1	4.5	4.7	-0.2	3.6	3.5	0.1	2.7	2.1	0.6	1.5	1.3	0.2
ZM	9.2	9.6	-0.4	6	1.1	1.2	-0.1	5.1	4.8	0.3	4.7	4.9	-0.2	5.7	6.2	-0.5	1.4	1.6	-0.2	0.4	0.4	0.0	2.8	2.7	0.1
Others	5.9	5.0	0.9		0.6	0.5	0.1	1.1	0.8	0.3	1.1	1.0	0.1	1.9	1.6	0.3	2.0	1.5	0.5	1.8	1.5	0.3	0.8	0.9	-0.1
Mediaworks Combo	53.9	52.3	1.6		6.7	7.1	-0.4	15.0	14.1	0.9	17.9	17.6	0.3	25.7	25.8	-0.1	16.0	15.7	0.3	12.9	11.7	1.2	10.6	10.5	0.1
NZME Combo	41.2	41.1	0.1		2.7	3.0	-0.3	10.6	9.9	0.7	12.1	12.2	-0.1	18.9	18.8	0.1	13.0	12.9	0.1	11.5	11.4	0.1	7.3	7.8	-0.5
All Commercial Radio	69.7	69.0	0.7		7.3	7.7	-0.4	17.5	17.0	0.5	20.8	20.8	0.0	31.9	31.9	0.0	21.6	21.3	0.3	18.4	17.5	0.9	12.5	12.8	-0.3
Potential (000)	77.7	77.7	0.0		8.8	9.3	-0.5	19.2	18.7	0.5	22.1	22.1	0.0	33.9	33.9	0.0	23.7	23.7	0.0	20.2	20.2	0.0	13.4	13.6	-0.2
Sample	988	913	75		121	115	6	231	215	16	307	286	21	461	420	41	286	259	27	248	235	13	196	177	19

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	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	5.1	5.0	0.1	9	5.0	5.5	-0.5		5.1	5.5	-0.4		4.4	4.5	-0.1		1.7	1.7	0.0		1.1	0.8	0.3		3.7	3.3	0.4	
Coast	6.0	6.2	-0.2	4	7.5	7.9	-0.4		7.4	7.4	0.0		5.1	5.7	-0.6		1.7	1.7	0.0		1.6	1.6	0.0		6.9	6.5	0.4	
Edge	8.3	9.5	-1.2	3	7.1	7.1	0.0		7.9	8.8	-0.9		7.2	7.4	-0.2		2.8	3.8	-1.0		1.7	2.0	-0.3		9.3	10.1	-0.8	
Hokonui	4.7	4.8	-0.1	10	4.2	3.7	0.5		5.0	4.6	0.4		1.8	1.6	0.2		0.8	0.9	-0.1		0.3	0.6	-0.3		4.2	4.5	-0.3	
Life FM	0.6	0.4	0.2	15	0.6	0.4	0.2		1.0	0.6	0.4		1.1	0.6	0.5		0.4	0.4	0.0		0.2	0.1	0.1		0.7	0.5	0.2	
Magic	3.3	2.9	0.4	12	3.9	3.0	0.9		3.6	3.0	0.6		2.7	2.5	0.2		1.8	1.5	0.3		0.7	0.5	0.2		4.5	3.2	1.3	
More FM	11.6	10.5	1.1	1	7.6	7.5	0.1		10.8	10.8	0.0		10.6	10.1	0.5		4.4	4.3	0.1		1.9	1.8	0.1		11.2	11.2	0.0	
Newstalk ZB	5.2	4.8	0.4	7	3.7	3.0	0.7		2.9	2.4	0.5		2.7	2.6	0.1		4.3	3.4	0.9		3.3	1.9	1.4		5.4	4.8	0.6	
Radio Hauraki	2.0	1.9	0.1	13	2.2	2.4	-0.2		2.5	2.7	-0.2		2.1	1.7	0.4		1.2	1.1	0.1		0.6	0.5	0.1		3.4	3.2	0.2	
RadioLIVE	5.5	5.6	-0.1	6	3.7	3.8	-0.1		2.4	2.8	-0.4		3.1	3.0	0.1		2.5	2.7	-0.2		2.6	2.0	0.6		4.7	4.2	0.5	
Radio Sport	2.0	2.1	-0.1	13	2.3	2.9	-0.6		2.1	2.3	-0.2		1.8	1.9	-0.1		0.7	1.1	-0.4		0.2	0.2	0.0		2.3	2.8	-0.5	
Rhema	0.4	0.6	-0.2	16	0.5	0.5	0.0		0.6	0.7	-0.1		0.4	0.4	0.0		0.1	0.5	-0.4		0.3	0.2	0.1		0.7	0.8	-0.1	
Rock	8.5	8.7	-0.2	2	6.7	6.4	0.3		8.3	7.5	0.8		7.6	7.6	0.0		3.7	3.5	0.2		1.7	1.9	-0.2		8.8	8.1	0.7	
Star	0.1	0.3	-0.2	18	0.2	0.3	-0.1		0.1	0.3	-0.2		0.2	0.3	-0.1		0.1	0.2	-0.1		0.2	0.2	0.0		0.3	0.5	-0.2	
Tahu FM	0.2	0.1	0.1	17	0.4	0.1	0.3		0.5	0.1	0.4		0.4	0.1	0.3		0.2	0.1	0.1		0.1	0.1	0.0		0.3	0.2	0.1	
The Hits	5.8	5.7	0.1	5	5.0	5.7	-0.7		4.2	4.2	0.0		4.1	4.0	0.1		2.1	2.1	0.0		0.8	0.7	0.1		5.6	5.8	-0.2	
The Sound	3.9	4.0	-0.1	11	3.4	3.7	-0.3		4.1	4.4	-0.3		4.6	4.4	0.2		2.1	1.5	0.6		0.8	0.9	-0.1		5.1	5.2	-0.1	
ZM	5.2	5.3	-0.1	7	4.5	5.0	-0.5		5.5	5.3	0.2		4.3	5.3	-1.0		1.8	1.8	0.0		0.9	0.8	0.1		5.1	5.5	-0.4	
Others	2.5	2.1	0.4		2.2	1.9	0.3		3.3	2.5	0.8		2.2	1.8	0.4		1.1	1.0	0.1		0.7	0.5	0.2		3.9	3.5	0.4	
Mediaworks Combo	38.6	38.6	0.0		31.5	30.1	1.4		34.2	34.3	-0.1		32.7	32.2	0.5		17.4	17.1	0.3		9.5	9.1	0.4		40.2	39.7	0.5	
NZME Combo	25.9	26.4	-0.5		24.9	26.2	-1.3		25.2	24.5	0.7		19.0	19.4	-0.4		11.4	10.9	0.5		7.2	5.9	1.3		27.6	28.1	-0.5	
All Commercial Radio	55.7	55.6	0.1		48.1	48.0	0.1		51.6	51.4	0.2		45.6	46.4	-0.8		27.4	26.9	0.5		15.3	14.2	1.1		56.4	56.5	-0.1	

Mediaworks Combo: Breeze or Edge or Magic or More FM or RadioLIVE or Rock or The Sound or (from S1 2018) 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 (from S1 2018) internet only listening to Flava or Mix



SOUTHLAND COMMERCIAL RADIO - SURVEY 2 2018

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

Survey Comparisons: 1/2018 - 2/2018

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

Last Survey Period: Sun Apr 9 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Apr 7 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	9:36	8:29	1:07	3:23	2:45	0:38	6:27	6:00	0:26	8:05	7:47	0:18	9:41	9:45	-0:03	12:27	11:44	0:42	10:51	9:41	1:09	8:59	9:18	-0:19
Coast	12:57	11:41	1:16	5:08	4:56	0:11	6:12	6:05	0:07	15:28	12:31	2:57	16:55	13:52	3:03	15:35	13:07	2:27	12:44	10:38	2:06	8:22	8:33	-0:11
Edge	7:08	7:17	-0:09	5:21	6:49	-1:27	7:06	8:02	-0:56	7:09	6:56	0:13	8:02	7:20	0:41	9:07	6:48	2:19	7:44	6:53	0:51	7:43	7:53	-0:09
Hokonui	7:45	8:26	-0:40	4:21	3:33	0:47	7:29	6:26	1:03	7:58	7:01	0:57	8:26	8:18	0:07	6:50	9:52	-3:01	4:32	8:06	-3:33	6:23	6:18	0:04
Life FM	4:27	4:04	0:22	3:15	3:15	0:00	4:21	4:00	0:20	4:33	3:39	0:54	5:08	4:50	0:18	6:41	7:51	-1:10	2:26	0:20	2:05	4:02	3:46	0:16
Magic	17:33	15:47	1:45	*	*	*	4:01	4:10	-0:08	5:15	4:48	0:27	6:48	6:36	0:11	8:22	7:03	1:18	22:40	21:16	1:24	8:31	7:59	0:31
More FM	8:31	7:15	1:16	5:40	5:20	0:19	9:18	7:27	1:50	10:04	8:47	1:17	9:17	8:09	1:08	8:13	6:30	1:43	9:39	8:15	1:24	11:11	9:12	1:58
Newstalk ZB	13:41	13:00	0:40	4:00	4:00	0:00	2:56	2:52	0:04	2:20	2:49	-0:28	4:48	5:47	-0:59	11:28	12:35	-1:07	18:55	16:17	2:38	11:47	12:22	-0:35
Radio Hauraki	6:42	6:23	0:18	2:00	3:01	-1:01	5:54	6:24	-0:29	6:40	6:29	0:11	7:33	7:20	0:12	8:49	8:28	0:20	6:35	4:20	2:14	9:26	7:55	1:31
RadioLIVE	11:09	10:30	0:38	1:55	2:14	-0:19	6:48	2:33	4:15	7:15	5:21	1:54	8:36	8:13	0:23	14:39	15:12	-0:33	16:05	14:13	1:51	7:29	7:21	0:07
Radio Sport	11:55	12:56	-1:01	*	*	*	18:21	15:31	2:50	12:32	11:09	1:23	13:25	12:42	0:43	12:58	12:55	0:02	11:33	11:07	0:25	13:43	12:22	1:21
Rhema	3:08	3:55	-0:47	*	*	*	2:57	3:31	-0:34	3:41	3:48	-0:07	3:51	3:54	-0:02	4:29	4:10	0:18	3:55	3:53	0:02	2:24	2:40	-0:16
Rock	13:38	13:31	0:06	4:47	6:57	-2:10	10:44	11:06	-0:22	12:20	11:15	1:04	13:24	12:59	0:24	18:29	21:49	-3:19	24:33	25:19	-0:45	8:36	7:28	1:08
Star	7:29	7:22	0:07	*	*	*	*	*	*	3:00	3:00	0:00	3:00	3:00	0:00	1:30	6:23	-4:53	10:18	9:06	1:12	3:00	4:28	-1:28
Tahu FM	10:25	6:06	4:18	20:14	1:30	18:44	2:07	*	*	6:54	3:00	3:54	6:54	3:00	3:54	0:30	0:30	0:00	8:41	8:12	0:29	40:00	*	*
The Hits	10:19	10:13	0:06	9:17	8:29	0:48	9:46	9:12	0:33	11:13	10:19	0:54	12:22	11:40	0:41	11:11	11:16	-0:05	7:27	8:40	-1:13	11:07	10:12	0:54
The Sound	12:29	14:08	-1:39	4:32	7:01	-2:29	13:30	11:52	1:38	9:55	9:34	0:21	9:50	15:02	-5:12	14:41	19:59	-5:18	16:22	14:28	1:53	12:58	13:10	-0:12
ZM	9:17	10:55	-1:38	5:53	6:51	-0:58	10:45	14:32	-3:47	10:45	13:06	-2:20	9:49	11:22	-1:32	5:28	4:50	0:38	5:45	4:13	1:31	5:56	6:10	-0:14
Others	10:03	11:04	-1:00	6:05	6:58	-0:53	4:43	4:42	0:01	8:29	8:35	-0:05	12:15	11:16	0:59	12:05	10:50	1:15	12:45	14:15	-1:29	7:29	6:53	0:35
Mediaworks Combo	15:30	14:56	0:33	7:37	8:31	-0:54	14:10	13:43	0:27	14:44	13:46	0:58	15:25	15:40	-0:14	17:27	18:06	-0:38	19:42	18:01	1:40	14:12	13:14	0:57
NZME Combo	14:32	14:35	-0:03	10:03	9:29	0:34	12:17	14:11	-1:53	14:09	14:28	-0:19	15:14	14:58	0:15	14:57	14:28	0:29	15:36	14:21	1:14	12:09	12:04	0:05
All Commercial Radio	21:40	20:59	0:40	11:34	12:02	-0:28	20:04	19:55	0:09	21:34	20:40	0:54	22:29	22:12	0:16	23:19	23:09	0:09	25:13	23:03	2:09	19:52	18:51	1:01
Potential (000)	77.7	77.7	0.0	8.8	9.3	-0.5	19.2	18.7	0.5	22.1	22.1	0.0	33.9	33.9	0.0	23.7	23.7	0.0	20.2	20.2	0.0	13.4	13.6	-0.2
Sample	988	913	75	121	115	6	231	215	16	307	286	21	461	420	41	286	259	27	248	235	13	196	177	19

Mediaworks Combo: Breeze or Edge or Magic or More FM or RadioLIVE or Rock or The Sound or (from S1 2018) 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 (from S1 2018) internet only listening to Flava or Mix



SOUTHLAND COMMERCIAL RADIO - SURVEY 2 2018

Average Time Spent Listening (hh:mm) by Daypart, People 10+
Survey Comparisons: 1/2018 - 2/2018

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

Last Survey Period: Sun Apr 9 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Apr 7 2018

	This	Last	+/-
Potential (000)	77.7	77.7	0.0
Sample Size	988	913	75

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

Mediaworks Combo: Breeze or Edge or Magic or More FM or RadioLIVE or Rock or The Sound or (from S1 2018) 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 (from S1 2018) internet only listening to Flava or Mix