



SOUTHLAND COMMERCIAL RADIO - SURVEY 1 2019

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

Survey Comparisons: 4/2018 - 1/2019

This Survey Period: Sun Apr 8 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018 & Sun Jan 20 to Sat Mar 30 2019

Last Survey Period: Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 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	6.1	5.8	0.3	9	0.5	0.4	0.1		6.7	7.3	-0.6		7.1	7.9	-0.8		7.3	7.6	-0.3		7.2	6.0	1.2		6.5	4.9	1.6		12.0	12.1	-0.1	
Coast	8.9	8.3	0.6	4	0.6	0.7	-0.1		3.2	1.4	1.8		1.6	5.0	-3.4		4.1	4.1	0.0		12.8	10.0	2.8		17.6	17.0	0.6		4.3	4.5	-0.2	
Edge	6.3	7.3	-1.0	7	15.5	16.3	-0.8		12.6	12.7	-0.1		10.9	10.3	0.6		8.8	10.5	-1.7		3.4	6.4	-3.0		1.3	2.3	-1.0		11.5	13.0	-1.5	
Hokonui	6.2	4.2	2.0	8	1.3	1.3	0.0		12.5	6.7	5.8		5.3	4.4	0.9		4.7	3.9	0.8		5.5	3.3	2.2		6.0	3.2	2.8		3.0	2.8	0.2	
Life FM	1.4	0.8	0.6	14	5.5	0.6	4.9		2.6	0.9	1.7		1.9	0.5	1.4		1.4	0.8	0.6		0.5	1.0	-0.5		0.3	0.3	0.0		0.3	0.3	0.0	
Magic Music & Talk*	9.3	11.2	-1.9	3	0.1	0.9	-0.8		4.3	3.1	1.2		5.1	4.3	0.8		4.9	4.5	0.4		10.0	10.3	-0.3		20.0	24.1	-4.1		4.1	5.6	-1.5	
More FM	11.4	8.6	2.8	1	29.8	31.7	-1.9		12.6	9.4	3.2		10.0	9.4	0.6		12.5	8.9	3.6		11.6	6.5	5.1		5.0	4.4	0.6		12.8	11.3	1.5	
Newstalk ZB	8.5	7.7	0.8	5	*	*	*		0.5	0.4	0.1		0.5	0.5	0.0		1.2	1.9	-0.7		4.1	5.2	-1.1		15.7	12.4	3.3		0.5	1.8	-1.3	
Radio Hauraki	4.1	3.5	0.6	12	1.0	0.9	0.1		3.8	5.5	-1.7		7.0	4.8	2.2		8.3	6.2	2.1		5.8	4.8	1.0		0.9	0.9	0.0		5.8	3.2	2.6	
Radio Sport	2.3	3.7	-1.4	13	2.1	1.2	0.9		0.4	2.3	-1.9		0.9	2.3	-1.4		1.3	5.1	-3.8		2.9	6.9	-4.0		2.3	2.2	0.1		2.0	5.6	-3.6	
Rhema	0.1	0.1	0.0	17	*	*	*		*	0.3	*		*	*	*		*	*	*		0.3	0.1	0.2		0.4	0.2	0.2		*	0.1	*	
Rock	10.5	11.6	-1.1	2	13.1	16.8	-3.7		12.2	11.5	0.7		22.8	22.2	0.6		17.9	19.5	-1.6		6.0	8.0	-2.0		2.8	3.0	-0.2		13.0	12.1	0.9	
Star	0.8	0.9	-0.1	15	*	*	*		*	*	*		*	*	*		*	*	*		*	*	*		0.4	0.6	-0.2		0.3	0.7	-0.4	
Tahu FM	0.8	0.7	0.1	15	3.6	4.5	-0.9		0.7	0.5	0.2		0.9	0.7	0.2		0.6	0.5	0.1		0.7	0.7	0.0		0.7	0.7	0.0		1.5	1.1	0.4	
The Hits	5.4	6.8	-1.4	11	8.5	10.5	-2.0		2.5	6.5	-4.0		3.8	6.3	-2.5		5.6	7.4	-1.8		8.3	9.9	-1.6		5.3	6.4	-1.1		5.6	8.3	-2.7	
The Sound	8.2	6.4	1.8	6	2.8	3.0	-0.2		7.1	4.4	2.7		10.9	6.7	4.2		11.7	7.0	4.7		12.6	11.2	1.4		8.8	8.7	0.1		10.0	7.7	2.3	
ZM	6.0	8.3	-2.3	10	5.0	8.7	-3.7		17.7	26.0	-8.3		10.8	13.3	-2.5		7.9	10.4	-2.5		2.3	1.3	1.0		1.3	0.2	1.1		11.4	8.7	2.7	
Others	3.7	4.0	-0.3		10.4	2.3	8.1		0.6	1.2	-0.6		0.5	1.2	-0.7		1.8	1.6	0.2		6.0	8.4	-2.4		5.0	8.5	-3.5		2.0	1.1	0.9	
MediaWorks Combo	51.9	51.0	0.9		62.1	69.6	-7.5		55.5	48.7	6.8		66.9	61.2	5.7		63.1	58.2	4.9		50.9	48.3	2.6		44.2	47.4	-3.2		63.3	62.3	1.0	
NZME Combo	41.5	42.7	-1.2		18.6	23.5	-4.9		41.0	49.2	-8.2		29.9	36.7	-6.8		33.1	39.1	-6.0		41.7	41.4	0.3		49.1	42.4	6.7		32.6	34.8	-2.2	
Potential (000)	77.8	77.7	0.1		9.8	9.4	0.4		18.3	18.6	-0.3		22.3	22.1	0.2		33.8	33.9	-0.1		23.5	23.7	-0.2		20.5	20.2	0.3		14.5	14.4	0.1	
Sample	848	938	-90		96	109	-13		152	187	-35		227	284	-57		340	404	-64		250	253	-3		275	280	-5		156	183	-27	

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

MediaWorks Combo: Breeze or Edge or Magic Music & Talk (from S1 2019) or Magic (until S4 2018) or More FM or RadioLive (until S4 2018) 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

*Magic Music & Talk includes a combination of Magic and RadioLIVE for S4 2018 and the following dates in S1 2019: Sunday April 8 – Saturday June 16 & Sunday June 24 – Saturday November 10 2018.



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 Last Survey Period: Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018

	This	Last	+/-
Potential (000)	77.8	77.7	0.1
Sample Size	848	938	-90

	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	+/-	Rank	This	Last	+/-	Rank	This	Last	+/-	Rank	This	Last	+/-	Rank	This	Last	+/-	Rank	This	Last	+/-	Rank
Breeze	4.0	4.3	-0.3	11	6.7	6.7	0.0		6.8	6.7	0.1		6.2	5.6	0.6		7.9	8.2	-0.3		4.2	4.8	-0.6		6.6	5.2	1.4	
Coast	7.1	6.1	1.0	7	9.7	11.1	-1.4		8.3	9.4	-1.1		9.0	8.6	0.4		8.9	5.2	3.7		10.0	2.5	7.5		10.1	8.6	1.5	
Edge	4.8	7.2	-2.4	10	7.3	8.2	-0.9		8.4	7.0	1.4		8.1	8.1	0.0		7.3	5.2	2.1		1.9	5.9	-4.0		4.4	7.1	-2.7	
Hokonui	8.7	5.4	3.3	5	6.0	3.7	2.3		8.6	6.4	2.2		3.2	2.0	1.2		4.6	1.8	2.8		1.5	2.7	-1.2		4.7	3.4	1.3	
Life FM	1.4	0.7	0.7	14	1.3	0.9	0.4		1.0	0.9	0.1		1.3	0.6	0.7		0.7	0.7	0.0		1.4	1.1	0.3		2.0	0.8	1.2	
Magic Music & Talk*	11.1	12.4	-1.3	3	8.0	9.2	-1.2		6.8	8.5	-1.7		6.8	9.9	-3.1		12.1	15.4	-3.3		13.6	11.0	2.6		11.3	14.5	-3.2	
More FM	12.0	11.1	0.9	1	11.2	7.7	3.5		11.8	8.2	3.6		11.4	9.8	1.6		6.3	5.0	1.3		5.1	3.6	1.5		12.9	8.9	4.0	
Newstalk ZB	11.4	9.4	2.0	2	7.2	6.1	1.1		3.4	4.4	-1.0		4.9	4.2	0.7		15.4	17.0	-1.6		26.4	16.1	10.3		9.0	8.9	0.1	
Radio Hauraki	3.6	3.3	0.3	12	3.8	2.8	1.0		4.2	3.3	0.9		6.0	5.2	0.8		3.8	3.9	-0.1		1.9	3.3	-1.4		4.3	3.3	1.0	
Radio Sport	1.6	3.2	-1.6	13	2.1	4.5	-2.4		2.4	3.7	-1.3		3.4	5.6	-2.2		2.2	3.0	-0.8		1.3	2.0	-0.7		2.5	2.7	-0.2	
Rhema	*	*	*	*	0.2	0.2	0.0		0.2	0.1	0.1		0.1	0.2	-0.1		*	*	*		*	0.9	*		0.1	0.2	-0.1	
Rock	8.9	12.1	-3.2	4	11.5	11.4	0.1		12.0	13.0	-1.0		12.4	12.7	-0.3		7.4	8.5	-1.1		10.1	9.2	0.9		9.2	10.8	-1.6	
Star	0.5	0.5	0.0	16	1.1	1.1	0.0		1.0	1.2	-0.2		0.8	1.1	-0.3		0.6	0.6	0.0		*	*	*		1.0	1.0	0.0	
Tahu FM	0.6	0.5	0.1	15	0.3	0.2	0.1		0.4	0.3	0.1		1.6	1.3	0.3		3.2	2.6	0.6		*	*	*		0.9	1.0	-0.1	
The Hits	6.9	7.5	-0.6	9	5.3	8.0	-2.7		4.7	5.9	-1.2		5.4	5.8	-0.4		4.7	6.0	-1.3		5.1	8.5	-3.4		4.9	6.6	-1.7	
The Sound	7.0	6.1	0.9	8	8.9	6.4	2.5		9.6	6.4	3.2		9.0	7.1	1.9		4.4	6.6	-2.2		13.1	10.3	2.8		6.7	5.5	1.2	
ZM	7.2	6.2	1.0	6	6.1	8.4	-2.3		6.1	10.4	-4.3		6.5	8.6	-2.1		7.2	7.2	0.0		1.9	16.1	-14.2		5.0	6.0	-1.0	
Others	3.1	3.8	-0.7		3.5	3.5	0.0		4.2	4.1	0.1		3.7	3.6	0.1		3.4	3.1	0.3		2.3	2.0	0.3		4.4	5.6	-1.2	
MediaWorks Combo	47.9	53.2	-5.3		53.5	49.6	3.9		55.5	49.8	5.7		53.9	53.2	0.7		45.4	48.9	-3.5		48.1	45.2	2.9		51.1	52.4	-1.3	
NZME Combo	46.7	41.4	5.3		40.2	44.6	-4.4		37.8	43.7	-5.9		38.7	40.2	-1.5		46.8	44.5	2.3		48.4	51.4	-3.0		40.9	39.8	1.1	

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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	10.0	9.0	1.0	5	0.4	0.2	0.2	2.6	2.8	-0.2	3.3	3.9	-0.6	5.0	5.5	-0.5	3.7	3.1	0.6	3.7	2.2	1.5	3.2	2.8	0.4
Coast	9.6	9.5	0.1	7	0.2	0.2	0.0	0.6	0.8	-0.2	0.8	1.5	-0.7	2.0	2.4	-0.4	3.9	3.3	0.6	6.1	5.5	0.6	1.0	1.4	-0.4
Edge	12.5	13.6	-1.1	2	2.4	2.5	-0.1	5.3	6.0	-0.7	6.7	6.6	0.1	8.0	8.0	0.0	2.2	2.3	-0.1	1.1	1.1	0.0	4.3	4.5	-0.2
Hokonui	8.1	7.0	1.1	10	0.4	0.3	0.1	2.4	1.8	0.6	2.1	2.2	-0.1	3.1	3.1	0.0	3.0	2.5	0.5	2.9	2.3	0.6	1.3	1.1	0.2
Life FM	1.6	1.8	-0.2	14	0.4	0.2	0.2	0.6	0.9	-0.3	0.5	0.5	0.0	0.7	0.9	-0.2	0.4	0.5	-0.1	0.1	0.2	-0.1	0.2	0.4	-0.2
Magic Music & Talk*	11.3	10.6	0.7	4	0.1	0.1	0.0	1.5	1.3	0.2	2.5	2.2	0.3	3.7	3.3	0.4	4.1	4.2	-0.1	6.4	6.2	0.2	0.9	1.4	-0.5
More FM	15.4	15.6	-0.2	1	2.4	2.5	-0.1	4.4	4.7	-0.3	6.4	6.4	0.0	9.3	8.9	0.4	4.4	4.1	0.3	2.2	2.4	-0.2	3.7	4.1	-0.4
Newstalk ZB	6.9	6.2	0.7	11	*	*	*	0.5	0.6	-0.1	0.7	1.1	-0.4	1.7	2.4	-0.7	2.2	2.2	0.0	3.6	2.5	1.1	0.1	0.5	-0.4
Radio Hauraki	5.0	5.1	-0.1	12	0.5	0.4	0.1	1.4	2.3	-0.9	2.7	2.4	0.3	4.0	3.4	0.6	1.8	1.5	0.3	0.5	0.6	-0.1	1.1	1.0	0.1
Radio Sport	4.4	3.9	0.5	13	0.3	0.1	0.2	0.7	0.4	0.3	1.2	0.7	0.5	2.3	1.9	0.4	2.2	2.4	-0.2	1.2	1.5	-0.3	0.7	0.8	-0.1
Rhema	0.7	1.0	-0.3	17	*	*	*	0.2	0.4	-0.2	0.1	0.1	0.0	0.2	0.2	0.0	0.3	0.2	0.1	0.4	0.4	0.0	*	0.2	*
Rock	11.5	13.2	-1.7	3	1.6	1.4	0.2	4.1	5.9	-1.8	6.5	7.2	-0.7	8.2	8.9	-0.7	2.3	2.6	-0.3	0.8	0.9	-0.1	2.7	2.8	-0.1
Star	0.8	0.7	0.1	16	*	*	*	0.1	*	*	*	*	*	*	*	*	0.1	*	*	0.2	0.3	-0.1	*	0.1	*
Tahu FM	1.0	0.9	0.1	15	0.2	0.2	0.0	0.6	0.5	0.1	0.6	0.5	0.1	0.7	0.6	0.1	0.2	0.1	0.1	0.1	0.1	0.0	0.3	0.2	0.1
The Hits	8.6	9.6	-1.0	8	1.3	1.1	0.2	1.8	2.3	-0.5	2.8	3.3	-0.5	4.8	5.0	-0.2	3.9	3.7	0.2	2.1	2.7	-0.6	2.0	2.0	0.0
The Sound	8.4	7.6	0.8	9	0.4	0.3	0.1	2.0	1.3	0.7	3.6	2.8	0.8	5.7	4.8	0.9	4.0	4.0	0.0	2.3	2.4	-0.1	1.9	1.3	0.6
ZM	10.0	10.2	-0.2	5	1.3	1.2	0.1	5.7	6.6	-0.9	5.6	5.0	0.6	6.3	5.8	0.5	1.1	0.9	0.2	0.4	0.2	0.2	3.0	2.6	0.4
Others	4.8	5.8	-1.0		0.6	0.8	-0.2	0.5	1.0	-0.5	1.0	1.0	0.0	1.4	1.4	0.0	1.6	2.2	-0.6	1.6	2.5	-0.9	0.4	0.5	-0.1
MediaWorks Combo	46.7	47.5	-0.8		5.1	5.2	-0.1	12.5	13.6	-1.1	17.4	17.6	-0.2	24.7	24.4	0.3	14.9	14.4	0.5	12.4	12.1	0.3	10.2	11.0	-0.8
NZME Combo	39.3	39.1	0.2		2.4	2.5	-0.1	9.9	10.8	-0.9	11.6	11.6	0.0	17.4	16.9	0.5	13.6	12.2	1.4	12.8	12.2	0.6	7.1	7.0	0.1
All Commercial Radio	64.7	65.1	-0.4		6.1	6.1	0.0	15.2	16.4	-1.2	19.9	20.2	-0.3	29.9	30.3	-0.4	21.3	20.8	0.5	18.9	18.0	0.9	12.6	12.7	-0.1
Potential (000)	77.8	77.7	0.1		9.8	9.4	0.4	18.3	18.6	-0.3	22.3	22.1	0.2	33.8	33.9	-0.1	23.5	23.7	-0.2	20.5	20.2	0.3	14.5	14.4	0.1
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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	3.6	4.3	-0.7	10	4.0	4.2	-0.2		5.7	5.1	0.6		4.6	4.7	-0.1		2.4	2.2	0.2		1.2	1.2	0.0		6.5	4.8	1.7	
Coast	4.6	5.0	-0.4	7	6.1	6.1	0.0		5.8	5.1	0.7		5.6	4.4	1.2		1.8	1.8	0.0		1.2	0.7	0.5		5.3	5.4	-0.1	
Edge	6.4	6.8	-0.4	3	5.3	6.2	-0.9		6.7	8.1	-1.4		6.5	6.8	-0.3		2.2	2.1	0.1		0.9	1.4	-0.5		5.9	6.9	-1.0	
Hokonui	3.4	3.5	-0.1	11	3.4	2.5	0.9		6.2	4.7	1.5		2.4	1.5	0.9		1.3	1.0	0.3		1.0	1.0	0.0		4.6	3.8	0.8	
Life FM	0.8	0.7	0.1	14	0.9	0.5	0.4		0.8	1.2	-0.4		1.0	0.7	0.3		0.2	0.1	0.1		0.6	0.5	0.1		0.8	0.5	0.3	
Magic Music & Talk*	6.7	7.2	-0.5	2	6.0	5.5	0.5		4.7	4.9	-0.2		4.8	4.9	-0.1		4.0	2.6	1.4		2.4	2.3	0.1		7.6	7.2	0.4	
More FM	10.9	10.6	0.3	1	6.9	5.7	1.2		8.4	8.4	0.0		8.4	8.5	-0.1		3.0	2.9	0.1		1.6	1.8	-0.2		9.1	7.9	1.2	
Newstalk ZB	4.3	3.5	0.8	8	4.1	3.5	0.6		3.3	3.0	0.3		3.3	2.6	0.7		2.7	2.6	0.1		3.7	2.7	1.0		5.4	3.8	1.6	
Radio Hauraki	3.1	3.0	0.1	12	2.5	1.5	1.0		2.8	2.3	0.5		3.6	3.2	0.4		1.3	1.7	-0.4		0.5	0.8	-0.3		3.1	3.4	-0.3	
Radio Sport	2.1	2.7	-0.6	13	1.4	1.9	-0.5		2.1	2.5	-0.4		2.3	2.6	-0.3		0.5	0.6	-0.1		0.3	0.6	-0.3		2.5	2.2	0.3	
Rhema	*	*	*	*	0.2	0.2	0.0		0.2	0.1	0.1		0.2	0.2	0.0		*	*	*		*	0.4	*		0.4	0.5	-0.1	
Rock	6.0	7.5	-1.5	4	5.7	6.1	-0.4		7.2	8.2	-1.0		7.2	8.0	-0.8		2.2	3.0	-0.8		1.3	2.0	-0.7		6.4	8.0	-1.6	
Star	0.3	0.3	0.0	16	0.5	0.6	-0.1		0.6	0.6	0.0		0.4	0.5	-0.1		0.2	0.2	0.0		*	*	*		0.5	0.5	0.0	
Tahu FM	0.4	0.3	0.1	15	0.5	0.5	0.0		0.7	0.5	0.2		0.5	0.5	0.0		0.4	0.3	0.1		0.1	0.1	0.0		0.5	0.5	0.0	
The Hits	5.2	5.4	-0.2	6	3.2	4.7	-1.5		4.0	4.2	-0.2		3.9	4.1	-0.2		1.8	2.4	-0.6		0.8	1.1	-0.3		3.5	5.1	-1.6	
The Sound	4.3	3.8	0.5	8	4.1	3.3	0.8		5.0	4.5	0.5		4.6	4.8	-0.2		1.9	2.6	-0.7		1.6	1.3	0.3		4.7	4.2	0.5	
ZM	6.0	5.5	0.5	4	4.3	4.6	-0.3		5.6	7.1	-1.5		4.8	5.4	-0.6		2.4	2.4	0.0		0.9	1.5	-0.6		5.3	4.9	0.4	
Others	2.6	3.1	-0.5		2.2	2.5	-0.3		2.1	2.7	-0.6		1.7	2.0	-0.3		0.8	1.1	-0.3		0.8	1.2	-0.4		3.1	3.3	-0.2	
MediaWorks Combo	31.4	33.8	-2.4		27.5	26.7	0.8		31.1	31.5	-0.4		29.6	30.4	-0.8		14.4	14.4	0.0		7.6	8.3	-0.7		33.5	33.1	0.4	
NZME Combo	26.0	25.1	0.9		22.0	22.8	-0.8		25.1	25.6	-0.5		22.5	20.7	1.8		11.3	11.9	-0.6		7.9	7.7	0.2		25.7	24.4	1.3	
All Commercial Radio	50.2	51.7	-1.5		44.1	43.4	0.7		49.3	49.7	-0.4		45.3	45.7	-0.4		24.4	25.1	-0.7		14.3	14.3	0.0		51.9	50.3	1.6	

MediaWorks Combo: Breeze or Edge or Magic Music & Talk (from S1 2019) or Magic (until S4 2018) or More FM or RadioLive (until S4 2018) 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

*Magic Music & Talk includes a combination of Magic and RadioLIVE for S4 2018 and the following dates in S1 2019: Sunday April 8 - Saturday June 16 & Sunday June 24 - Saturday November 10 2018.



SOUTHLAND COMMERCIAL RADIO - SURVEY 1 2019

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

Survey Comparisons: 4/2018 - 1/2019

This Survey Period: Sun Apr 8 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018 & Sun Jan 20 to Sat Mar 30 2019

Last Survey Period: Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 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	8:54	9:25	-0:31	1:19	1:14	0:05	8:11	8:57	-0:45	9:24	9:22	0:02	9:42	8:54	0:47	9:34	8:28	1:05	7:54	10:29	-2:35	8:10	9:32	-1:22
Coast	13:28	12:40	0:47	3:33	2:24	1:08	16:14	6:04	10:09	8:37	15:20	-6:42	13:27	10:55	2:31	16:04	13:11	2:52	13:00	14:43	-1:43	9:32	7:23	2:08
Edge	7:20	7:43	-0:22	6:17	4:24	1:52	7:25	7:24	0:00	6:57	7:14	-0:16	7:13	8:27	-1:13	7:34	12:01	-4:26	5:26	9:43	-4:16	5:44	6:28	-0:43
Hokonui	11:11	8:39	2:32	3:28	2:54	0:33	16:14	12:49	3:24	10:53	9:27	1:26	9:58	8:12	1:46	9:01	5:50	3:11	9:24	6:45	2:38	4:57	5:44	-0:47
Life FM	12:35	6:25	6:10	13:15	2:15	11:00	13:55	3:31	10:24	16:08	4:47	11:21	12:41	6:13	6:28	6:40	8:25	-1:45	8:36	8:55	-0:19	2:51	1:33	1:18
Magic Music & Talk*	11:54	15:13	-3:18	0:45	4:44	-3:59	8:50	8:22	0:28	8:51	9:00	-0:09	8:42	8:45	-0:02	12:04	10:41	1:23	14:02	18:36	-4:34	10:05	8:33	1:32
More FM	10:42	7:55	2:47	11:52	8:36	3:15	8:52	6:56	1:56	6:42	6:44	-0:02	8:54	6:26	2:28	12:59	6:54	6:04	10:08	8:47	1:21	7:22	6:11	1:11
Newstalk ZB	17:46	17:53	-0:07	*	*	*	3:17	2:09	1:08	2:36	1:53	0:42	4:32	5:08	-0:36	9:24	10:25	-1:00	19:27	24:05	-4:38	17:45	7:55	9:49
Radio Hauraki	12:00	9:52	2:08	1:53	1:35	0:18	8:23	8:21	0:01	11:09	9:17	1:52	13:48	11:45	2:03	16:18	14:05	2:13	8:33	8:13	0:20	11:27	6:58	4:28
Radio Sport	7:24	13:34	-6:09	6:23	7:15	-0:51	1:50	21:25	-19:34	3:12	15:34	-12:21	3:49	17:27	-13:38	6:28	12:31	-6:03	8:35	6:47	1:48	6:31	15:07	-8:36
Rhema	2:37	2:06	0:31	*	*	*	0:15	2:07	-1:52	0:15	1:30	-1:15	0:20	1:13	-0:53	5:26	2:27	2:59	4:29	2:40	1:49	*	1:22	*
Rock	13:15	12:40	0:34	7:56	8:02	-0:06	9:23	6:44	2:38	14:55	14:12	0:43	14:21	14:05	0:15	12:50	13:33	-0:43	16:38	15:11	1:27	10:14	9:27	0:46
Star	15:35	17:55	-2:20	*	*	*	2:00	2:00	0:00	*	3:00	*	*	3:00	*	1:30	1:30	0:00	7:24	10:20	-2:55	29:15	20:42	8:32
Tahu FM	11:32	11:05	0:27	22:24	16:43	5:41	3:42	3:39	0:02	7:00	6:25	0:34	6:06	5:55	0:10	16:29	22:00	-5:31	45:45	31:14	14:30	10:45	12:19	-1:34
The Hits	9:02	10:14	-1:12	6:27	6:25	0:01	4:23	10:03	-5:39	5:54	8:48	-2:53	7:40	9:27	-1:47	10:34	11:34	-1:00	11:43	11:25	0:17	5:56	9:22	-3:25
The Sound	14:15	12:09	2:06	7:26	7:47	-0:20	10:56	11:24	-0:27	13:11	10:59	2:12	13:39	9:30	4:08	15:37	12:24	3:13	17:09	17:20	-0:10	11:13	12:39	-1:25
ZM	8:44	11:44	-3:00	3:40	4:49	-1:08	9:41	13:46	-4:05	8:17	12:20	-4:03	8:21	11:36	-3:14	10:28	6:13	4:14	13:08	4:46	8:21	8:17	7:21	0:55
Others	11:14	9:56	1:17	16:51	1:58	14:52	3:40	4:21	-0:40	2:10	5:43	-3:32	8:35	7:38	0:56	18:20	16:54	1:25	13:46	16:24	-2:38	10:21	5:23	4:57
MediaWorks Combo	16:08	15:29	0:38	11:48	9:05	2:42	13:53	12:28	1:24	16:30	16:05	0:25	16:53	15:23	1:29	16:57	14:38	2:19	16:10	18:43	-2:33	13:19	12:30	0:48
NZME Combo	15:20	15:44	-0:23	7:33	6:27	1:05	12:57	15:54	-2:57	11:02	14:37	-3:34	12:32	14:56	-2:23	15:12	14:48	0:23	17:25	16:32	0:53	9:54	11:01	-1:06
All Commercial Radio	22:27	22:09	0:17	16:00	11:05	4:55	20:35	21:14	-0:39	21:29	22:50	-1:20	22:02	21:16	0:45	23:19	20:58	2:21	23:54	26:29	-2:35	17:03	17:29	-0:25
Potential (000)	77.8	77.7	0.1	9.8	9.4	0.4	18.3	18.6	-0.3	22.3	22.1	0.2	33.8	33.9	-0.1	23.5	23.7	-0.2	20.5	20.2	0.3	14.5	14.4	0.1
Sample	848	938	-90	96	109	-13	152	187	-35	227	284	-57	340	404	-64	250	253	-3	275	280	-5	156	183	-27

MediaWorks Combo: Breeze or Edge or Magic Music & Talk (from S1 2019) or Magic (until S4 2018) or More FM or RadioLive (until S4 2018) 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

*Magic Music & Talk includes a combination of Magic and RadioLIVE for S4 2018 and the following dates in S1 2019: Sunday April 8 - Saturday June 16 & Sunday June 24 - Saturday November 10 2018.



SOUTHLAND COMMERCIAL RADIO - SURVEY 1 2019

Average Time Spent Listening (hh:mm) by Daypart, People 10+
Survey Comparisons: 4/2018 - 1/2019

This Survey Period: Sun Apr 8 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018 & Sun Jan 20 to Sat Mar 30 2019

Last Survey Period: Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018

	This	Last	+/-
Potential (000)	77.8	77.7	0.1
Sample Size	848	938	-90

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

MediaWorks Combo: Breeze or Edge or Magic Music & Talk (from S1 2019) or Magic (until S4 2018) or More FM or RadioLive (until S4 2018) 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

*Magic Music & Talk includes a combination of Magic and RadioLIVE for S4 2018 and the following dates in S1 2019: Sunday April 8 - Saturday June 16 & Sunday June 24 - Saturday November 10 2018.