



SOUTHLAND COMMERCIAL RADIO - SURVEY 2 2019

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

Survey Comparisons: 1/2019 - 2/2019

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

Last 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

	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	6.3	6.1	0.2	9	0.8	0.5	0.3		5.5	6.7	-1.2		6.0	7.1	-1.1		6.8	7.3	-0.5		9.3	7.2	2.1		8.9	6.5	2.4		12.3	12.0	0.3	
Coast	8.8	8.9	-0.1	4	0.6	0.6	0.0		3.9	3.2	0.7		1.7	1.6	0.1		4.5	4.1	0.4		12.0	12.8	-0.8		16.5	17.6	-1.1		6.6	4.3	2.3	
Edge	6.4	6.3	0.1	8	16.0	15.5	0.5		15.6	12.6	3.0		11.2	10.9	0.3		8.1	8.8	-0.7		2.2	3.4	-1.2		0.9	1.3	-0.4		8.8	11.5	-2.7	
Hokonui	5.6	6.2	-0.6	10	1.2	1.3	-0.1		11.1	12.5	-1.4		5.3	5.3	0.0		4.6	4.7	-0.1		4.9	5.5	-0.6		5.4	6.0	-0.6		3.0	3.0	0.0	
Life FM	1.2	1.4	-0.2	14	6.0	5.5	0.5		1.5	2.6	-1.1		1.4	1.9	-0.5		0.9	1.4	-0.5		0.2	0.5	-0.3		0.2	0.3	-0.1		0.6	0.3	0.3	
Magic Music & Talk*	8.3	9.3	-1.0	5	0.2	0.1	0.1		1.9	4.3	-2.4		4.0	5.1	-1.1		4.0	4.9	-0.9		9.5	10.0	-0.5		19.7	20.0	-0.3		3.9	4.1	-0.2	
More FM	9.4	11.4	-2.0	3	29.3	29.8	-0.5		6.5	12.6	-6.1		9.4	10.0	-0.6		12.8	12.5	0.3		11.6	11.6	0.0		3.4	5.0	-1.6		13.9	12.8	1.1	
Newstalk ZB	8.1	8.5	-0.4	6	*	*	*		0.7	0.5	0.2		0.7	0.5	0.2		1.0	1.2	-0.2		4.0	4.1	-0.1		15.7	15.7	0.0		1.2	0.5	0.7	
Radio Hauraki	4.2	4.1	0.1	12	2.3	1.0	1.3		3.8	3.8	0.0		6.0	7.0	-1.0		8.2	8.3	-0.1		6.5	5.8	0.7		0.8	0.9	-0.1		7.1	5.8	1.3	
Radio Sport	2.6	2.3	0.3	13	2.1	2.1	0.0		0.2	0.4	-0.2		0.4	0.9	-0.5		0.9	1.3	-0.4		2.8	2.9	-0.1		2.5	2.3	0.2		1.7	2.0	-0.3	
Rhema	0.4	0.1	0.3	16	*	*	*		0.5	*	*		0.4	*	*		0.2	*	*		0.7	0.3	0.4		0.9	0.4	0.5		*	*	*	
Rock	11.9	10.5	1.4	1	11.5	13.1	-1.6		21.5	12.2	9.3		22.5	22.8	-0.3		16.5	17.9	-1.4		5.2	6.0	-0.8		2.3	2.8	-0.5		9.3	13.0	-3.7	
Star	1.1	0.8	0.3	15	*	*	*		*	*	*		0.1	*	*		0.1	*	*		0.1	*	*		0.6	0.4	0.2		0.4	0.3	0.1	
Tahu FM	0.4	0.8	-0.4	16	0.3	3.6	-3.3		0.6	0.7	-0.1		0.4	0.9	-0.5		0.3	0.6	-0.3		0.8	0.7	0.1		0.8	0.7	0.1		0.6	1.5	-0.9	
The Hits	5.0	5.4	-0.4	11	7.5	8.5	-1.0		2.4	2.5	-0.1		4.7	3.8	0.9		4.4	5.6	-1.2		6.4	8.3	-1.9		6.3	5.3	1.0		6.3	5.6	0.7	
The Sound	9.5	8.2	1.3	2	1.7	2.8	-1.1		8.3	7.1	1.2		11.8	10.9	0.9		14.9	11.7	3.2		15.5	12.6	2.9		8.4	8.8	-0.4		9.4	10.0	-0.6	
ZM	7.1	6.0	1.1	7	8.0	5.0	3.0		15.9	17.7	-1.8		13.7	10.8	2.9		10.1	7.9	2.2		3.3	2.3	1.0		1.3	1.3	0.0		13.0	11.4	1.6	
Others	3.9	3.7	0.2		12.6	10.4	2.2		0.1	0.6	-0.5		0.5	0.5	0.0		1.7	1.8	-0.1		5.1	6.0	-0.9		5.4	5.0	0.4		1.9	2.0	-0.1	
MediaWorks Combo	51.8	51.9	-0.1		59.6	62.1	-2.5		59.3	55.5	3.8		64.9	66.9	-2.0		63.2	63.1	0.1		53.3	50.9	2.4		43.5	44.2	-0.7		57.8	63.3	-5.5	
NZME Combo	41.6	41.5	0.1		21.7	18.6	3.1		38.0	41.0	-3.0		32.5	29.9	2.6		33.7	33.1	0.6		39.9	41.7	-1.8		49.5	49.1	0.4		38.9	32.6	6.3	
Potential (000)	77.8	77.8	0.0		10.1	9.8	0.3		18.0	18.3	-0.3		22.3	22.3	0.0		33.8	33.8	0.0		23.5	23.5	0.0		20.5	20.5	0.0		14.5	14.5	0.0	
Sample	804	848	-44		96	96	0		151	152	-1		232	227	5		342	340	2		239	250	-11		254	275	-21		148	156	-8	

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

MediaWorks Combo: Breeze or Edge or Magic Music & Talk or More FM 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 Sunday April 8 – Saturday June 16 & Sunday June 24 – Saturday November 10 2018.



SOUTHLAND COMMERCIAL RADIO - SURVEY 2 2019

Station Share (%) by Daypart, People 10+
 Survey Comparisons: 1/2019 - 2/2019

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

Last 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

	This	Last	+/-
Potential (000)	77.8	77.8	0.0
Sample Size	804	848	-44

	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	3.8	4.0	-0.2	12	6.7	6.7	0.0		6.7	6.8	-0.1		6.5	6.2	0.3		7.8	7.9	-0.1		3.8	4.2	-0.4		7.5	6.6	0.9	
Coast	7.0	7.1	-0.1	8	9.3	9.7	-0.4		8.5	8.3	0.2		8.5	9.0	-0.5		10.5	8.9	1.6		12.3	10.0	2.3		9.3	10.1	-0.8	
Edge	4.8	4.8	0.0	10	5.8	7.3	-1.5		8.0	8.4	-0.4		8.3	8.1	0.2		9.5	7.3	2.2		2.4	1.9	0.5		5.5	4.4	1.1	
Hokonui	7.8	8.7	-0.9	7	5.0	6.0	-1.0		7.2	8.6	-1.4		2.9	3.2	-0.3		4.9	4.6	0.3		1.7	1.5	0.2		4.7	4.7	0.0	
Life FM	1.2	1.4	-0.2	14	1.0	1.3	-0.3		0.8	1.0	-0.2		0.8	1.3	-0.5		0.8	0.7	0.1		1.1	1.4	-0.3		2.2	2.0	0.2	
Magic Music & Talk*	10.1	11.1	-1.0	4	7.1	8.0	-0.9		5.7	6.8	-1.1		7.0	6.8	0.2		11.9	12.1	-0.2		10.9	13.6	-2.7		10.2	11.3	-1.1	
More FM	10.9	12.0	-1.1	2	8.6	11.2	-2.6		8.9	11.8	-2.9		10.3	11.4	-1.1		5.1	6.3	-1.2		4.8	5.1	-0.3		10.5	12.9	-2.4	
Newstalk ZB	11.2	11.4	-0.2	1	6.3	7.2	-0.9		3.1	3.4	-0.3		4.4	4.9	-0.5		13.8	15.4	-1.6		29.1	26.4	2.7		9.5	9.0	0.5	
Radio Hauraki	4.0	3.6	0.4	11	3.8	3.8	0.0		4.3	4.2	0.1		6.1	6.0	0.1		3.7	3.8	-0.1		1.2	1.9	-0.7		4.1	4.3	-0.2	
Radio Sport	1.8	1.6	0.2	13	2.7	2.1	0.6		2.7	2.4	0.3		3.2	3.4	-0.2		2.3	2.2	0.1		1.0	1.3	-0.3		3.2	2.5	0.7	
Rhema	0.2	*	*	16	0.4	0.2	0.2		0.6	0.2	0.4		0.3	0.1	0.2		*	*	*		*	*	*		0.5	0.1	0.4	
Rock	10.7	8.9	1.8	3	15.1	11.5	3.6		14.6	12.0	2.6		13.8	12.4	1.4		5.2	7.4	-2.2		10.6	10.1	0.5		7.4	9.2	-1.8	
Star	0.8	0.5	0.3	15	1.3	1.1	0.2		1.3	1.0	0.3		1.0	0.8	0.2		1.0	0.6	0.4		0.1	*	*		1.4	1.0	0.4	
Tahu FM	0.2	0.6	-0.4	16	0.1	0.3	-0.2		0.4	0.4	0.0		0.4	1.6	-1.2		3.2	3.2	0.0		*	*	*		0.5	0.9	-0.4	
The Hits	5.1	6.9	-1.8	9	5.6	5.3	0.3		5.2	4.7	0.5		4.4	5.4	-1.0		3.6	4.7	-1.1		3.4	5.1	-1.7		5.1	4.9	0.2	
The Sound	8.9	7.0	1.9	5	11.2	8.9	2.3		12.2	9.6	2.6		9.2	9.0	0.2		2.6	4.4	-1.8		11.5	13.1	-1.6		6.7	6.7	0.0	
ZM	8.6	7.2	1.4	6	6.4	6.1	0.3		6.1	6.1	0.0		9.6	6.5	3.1		9.1	7.2	1.9		1.3	1.9	-0.6		6.6	5.0	1.6	
Others	2.7	3.1	-0.4		3.4	3.5	-0.1		3.9	4.2	-0.3		3.4	3.7	-0.3		5.2	3.4	1.8		4.7	2.3	2.4		5.1	4.4	0.7	
MediaWorks Combo	49.3	47.9	1.4		54.7	53.5	1.2		56.1	55.5	0.6		55.0	53.9	1.1		42.0	45.4	-3.4		44.1	48.1	-4.0		48.0	51.1	-3.1	
NZME Combo	45.5	46.7	-1.2		39.5	40.2	-0.7		37.3	37.8	-0.5		39.3	38.7	0.6		48.8	46.8	2.0		50.1	48.4	1.7		42.8	40.9	1.9	

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

MediaWorks Combo: Breeze or Edge or Magic Music & Talk or More FM 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 Sunday April 8 – Saturday June 16 & Sunday June 24 – Saturday November 10 2018.



SOUTHLAND COMMERCIAL RADIO - SURVEY 2 2019

Cumulative Audience (000's) by Demographic, Mon-Sun 12mn-12mn
 Survey Comparisons: 1/2019 - 2/2019

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

Last 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

	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	9.9	10.0	-0.1	6	0.5	0.4	0.1	2.2	2.6	-0.4	2.9	3.3	-0.4	4.6	5.0	-0.4	4.1	3.7	0.4	4.1	3.7	0.4	3.2	3.2	0.0
Coast	8.9	9.6	-0.7	7	0.2	0.2	0.0	0.7	0.6	0.1	1.4	0.8	0.6	2.5	2.0	0.5	3.3	3.9	-0.6	5.1	6.1	-1.0	1.5	1.0	0.5
Edge	12.7	12.5	0.2	2	2.3	2.4	-0.1	5.7	5.3	0.4	6.5	6.7	-0.2	7.9	8.0	-0.1	2.4	2.2	0.2	1.2	1.1	0.1	3.8	4.3	-0.5
Hokonui	7.5	8.1	-0.6	10	0.4	0.4	0.0	2.2	2.4	-0.2	2.0	2.1	-0.1	3.0	3.1	-0.1	2.8	3.0	-0.2	2.5	2.9	-0.4	1.3	1.3	0.0
Life FM	1.2	1.6	-0.4	14	0.5	0.4	0.1	0.2	0.6	-0.4	0.3	0.5	-0.2	0.3	0.7	-0.4	0.2	0.4	-0.2	0.2	0.1	0.1	0.4	0.2	0.2
Magic Music & Talk*	11.4	11.3	0.1	3	0.3	0.1	0.2	1.4	1.5	-0.1	2.5	2.5	0.0	3.8	3.7	0.1	4.2	4.1	0.1	6.3	6.4	-0.1	1.1	0.9	0.2
More FM	13.8	15.4	-1.6	1	2.5	2.4	0.1	3.3	4.4	-1.1	5.7	6.4	-0.7	8.8	9.3	-0.5	4.5	4.4	0.1	2.0	2.2	-0.2	3.4	3.7	-0.3
Newstalk ZB	5.9	6.9	-1.0	11	*	*	*	0.4	0.5	-0.1	0.8	0.7	0.1	1.1	1.7	-0.6	1.7	2.2	-0.5	3.5	3.6	-0.1	0.3	0.1	0.2
Radio Hauraki	5.1	5.0	0.1	12	0.8	0.5	0.3	1.3	1.4	-0.1	2.5	2.7	-0.2	3.9	4.0	-0.1	1.7	1.8	-0.1	0.4	0.5	-0.1	1.3	1.1	0.2
Radio Sport	4.3	4.4	-0.1	13	0.3	0.3	0.0	0.5	0.7	-0.2	1.0	1.2	-0.2	2.0	2.3	-0.3	2.1	2.2	-0.1	1.2	1.2	0.0	0.5	0.7	-0.2
Rhema	0.8	0.7	0.1	16	*	*	*	0.3	0.2	0.1	0.3	0.1	0.2	0.4	0.2	0.2	0.4	0.3	0.1	0.5	0.4	0.1	*	*	*
Rock	10.5	11.5	-1.0	5	1.1	1.6	-0.5	4.2	4.1	0.1	5.9	6.5	-0.6	7.3	8.2	-0.9	2.0	2.3	-0.3	0.7	0.8	-0.1	2.1	2.7	-0.6
Star	1.1	0.8	0.3	15	*	*	*	*	0.1	*	*	*	*	*	*	*	0.1	0.1	0.0	0.3	0.2	0.1	*	*	*
Tahu FM	0.8	1.0	-0.2	16	0.1	0.2	-0.1	0.4	0.6	-0.2	0.4	0.6	-0.2	0.7	0.7	0.0	0.4	0.2	0.2	0.1	0.1	0.0	0.4	0.3	0.1
The Hits	8.0	8.6	-0.6	8	1.2	1.3	-0.1	1.9	1.8	0.1	2.7	2.8	-0.1	4.4	4.8	-0.4	3.5	3.9	-0.4	2.1	2.1	0.0	2.1	2.0	0.1
The Sound	8.0	8.4	-0.4	8	0.2	0.4	-0.2	1.9	2.0	-0.1	3.1	3.6	-0.5	5.4	5.7	-0.3	4.2	4.0	0.2	2.3	2.3	0.0	1.5	1.9	-0.4
ZM	10.7	10.0	0.7	4	2.0	1.3	0.7	5.3	5.7	-0.4	5.9	5.6	0.3	6.7	6.3	0.4	1.2	1.1	0.1	0.4	0.4	0.0	2.8	3.0	-0.2
Others	4.2	4.8	-0.6		0.4	0.6	-0.2	0.2	0.5	-0.3	0.9	1.0	-0.1	1.3	1.4	-0.1	1.4	1.6	-0.2	1.4	1.6	-0.2	0.6	0.4	0.2
MediaWorks Combo	45.5	46.7	-1.2		5.1	5.1	0.0	11.8	12.5	-0.7	16.7	17.4	-0.7	24.3	24.7	-0.4	15.0	14.9	0.1	12.0	12.4	-0.4	9.7	10.2	-0.5
NZME Combo	38.7	39.3	-0.6		3.1	2.4	0.7	9.4	9.9	-0.5	12.3	11.6	0.7	17.6	17.4	0.2	12.8	13.6	-0.8	11.8	12.8	-1.0	7.7	7.1	0.6
All Commercial Radio	64.1	64.7	-0.6		6.3	6.1	0.2	14.7	15.2	-0.5	19.7	19.9	-0.2	29.6	29.9	-0.3	21.1	21.3	-0.2	18.6	18.9	-0.3	12.4	12.6	-0.2
Potential (000)	77.8	77.8	0.0		10.1	9.8	0.3	18.0	18.3	-0.3	22.3	22.3	0.0	33.8	33.8	0.0	23.5	23.5	0.0	20.5	20.5	0.0	14.5	14.5	0.0
Sample	804	848	-44		96	96	0	151	152	-1	232	227	5	342	340	2	239	250	-11	254	275	-21	148	156	-8

MediaWorks Combo: Breeze or Edge or Magic Music & Talk or More FM 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 Sunday April 8 – Saturday June 16 & Sunday June 24 – Saturday November 10 2018.



SOUTHLAND COMMERCIAL RADIO - SURVEY 2 2019

Cumulative Audience (000's) by Daypart, People 10+
Survey Comparisons: 1/2019 - 2/2019

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

Last 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

	This	Last	+/-
Potential (000)	77.8	77.8	0.0
Sample Size	804	848	-44

	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	3.6	0.0	10	3.9	4.0	-0.1	6.0	5.7	0.3	4.8	4.6	0.2	2.3	2.4	-0.1	1.3	1.2	0.1	6.8	6.5	0.3
Coast	4.0	4.6	-0.6	9	5.5	6.1	-0.6	5.8	5.8	0.0	5.7	5.6	0.1	2.0	1.8	0.2	1.2	1.2	0.0	4.3	5.3	-1.0
Edge	6.8	6.4	0.4	2	5.4	5.3	0.1	6.8	6.7	0.1	6.3	6.5	-0.2	2.7	2.2	0.5	1.0	0.9	0.1	6.2	5.9	0.3
Hokonui	3.2	3.4	-0.2	12	2.9	3.4	-0.5	5.5	6.2	-0.7	2.3	2.4	-0.1	1.3	1.3	0.0	1.0	1.0	0.0	4.2	4.6	-0.4
Life FM	0.7	0.8	-0.1	14	0.9	0.9	0.0	0.5	0.8	-0.3	0.6	1.0	-0.4	0.2	0.2	0.0	0.3	0.6	-0.3	0.9	0.8	0.1
Magic Music & Talk*	6.8	6.7	0.1	2	6.0	6.0	0.0	4.7	4.7	0.0	5.0	4.8	0.2	4.4	4.0	0.4	2.0	2.4	-0.4	7.5	7.6	-0.1
More FM	9.4	10.9	-1.5	1	6.1	6.9	-0.8	7.0	8.4	-1.4	7.1	8.4	-1.3	2.4	3.0	-0.6	1.4	1.6	-0.2	8.6	9.1	-0.5
Newstalk ZB	4.4	4.3	0.1	7	3.9	4.1	-0.2	3.1	3.3	-0.2	3.1	3.3	-0.2	2.1	2.7	-0.6	3.3	3.7	-0.4	5.2	5.4	-0.2
Radio Hauraki	3.4	3.1	0.3	11	2.5	2.5	0.0	3.2	2.8	0.4	3.7	3.6	0.1	1.4	1.3	0.1	0.4	0.5	-0.1	2.5	3.1	-0.6
Radio Sport	2.0	2.1	-0.1	13	1.2	1.4	-0.2	1.8	2.1	-0.3	2.1	2.3	-0.2	0.4	0.5	-0.1	0.4	0.3	0.1	2.6	2.5	0.1
Rhema	0.1	*	*	17	0.2	0.2	0.0	0.5	0.2	0.3	0.3	0.2	0.1	0.1	*	*	*	*	*	0.4	0.4	0.0
Rock	6.7	6.0	0.7	4	6.1	5.7	0.4	6.4	7.2	-0.8	7.8	7.2	0.6	1.6	2.2	-0.6	1.5	1.3	0.2	4.8	6.4	-1.6
Star	0.5	0.3	0.2	15	0.6	0.5	0.1	0.7	0.6	0.1	0.6	0.4	0.2	0.3	0.2	0.1	*	*	*	0.7	0.5	0.2
Tahu FM	0.4	0.4	0.0	16	0.2	0.5	-0.3	0.4	0.7	-0.3	0.2	0.5	-0.3	0.4	0.4	0.0	0.1	0.1	0.0	0.4	0.5	-0.1
The Hits	4.2	5.2	-1.0	8	3.3	3.2	0.1	3.7	4.0	-0.3	3.7	3.9	-0.2	1.6	1.8	-0.2	0.6	0.8	-0.2	3.1	3.5	-0.4
The Sound	4.6	4.3	0.3	6	4.6	4.1	0.5	5.6	5.0	0.6	4.6	4.6	0.0	1.5	1.9	-0.4	2.1	1.6	0.5	4.4	4.7	-0.3
ZM	5.9	6.0	-0.1	5	4.4	4.3	0.1	5.2	5.6	-0.4	6.3	4.8	1.5	3.0	2.4	0.6	0.6	0.9	-0.3	5.5	5.3	0.2
Others	1.8	2.6	-0.8		2.0	2.2	-0.2	2.0	2.1	-0.1	1.7	1.7	0.0	0.8	0.8	0.0	0.7	0.8	-0.1	3.0	3.1	-0.1
MediaWorks Combo	30.8	31.4	-0.6		27.4	27.5	-0.1	30.6	31.1	-0.5	29.9	29.6	0.3	13.7	14.4	-0.7	7.8	7.6	0.2	32.7	33.5	-0.8
NZME Combo	24.9	26.0	-1.1		21.3	22.0	-0.7	24.1	25.1	-1.0	23.6	22.5	1.1	11.5	11.3	0.2	7.1	7.9	-0.8	24.1	25.7	-1.6
All Commercial Radio	49.6	50.2	-0.6		44.1	44.1	0.0	48.5	49.3	-0.8	47.5	45.3	2.2	24.0	24.4	-0.4	13.9	14.3	-0.4	50.6	51.9	-1.3

MediaWorks Combo: Breeze or Edge or Magic Music & Talk or More FM 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 Sunday April 8 - Saturday June 16 & Sunday June 24 - Saturday November 10 2018.



SOUTHLAND COMMERCIAL RADIO - SURVEY 2 2019

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

Survey Comparisons: 1/2019 - 2/2019

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

Last 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

	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	9:14	8:54	0:20	1:32	1:19	0:12	8:02	8:11	-0:09	8:54	9:24	-0:29	10:05	9:42	0:22	11:37	9:34	2:02	9:07	7:54	1:13	9:01	8:10	0:50
Coast	14:24	13:28	0:56	3:30	3:33	-0:03	17:19	16:14	1:05	5:24	8:37	-3:13	12:25	13:27	-1:02	18:38	16:04	2:34	13:32	13:00	0:31	10:06	9:32	0:34
Edge	7:25	7:20	0:04	6:33	6:17	0:16	8:58	7:25	1:32	7:21	6:57	0:23	7:03	7:13	-0:10	4:32	7:34	-3:02	2:59	5:26	-2:27	5:22	5:44	-0:21
Hokonui	10:54	11:11	-0:17	3:02	3:28	-0:25	16:25	16:14	0:11	11:30	10:53	0:36	10:26	9:58	0:28	9:00	9:01	-0:00	9:02	9:24	-0:21	5:12	4:57	0:15
Life FM	14:23	12:35	1:47	11:13	13:15	-2:02	31:30	13:55	17:34	19:33	16:08	3:24	19:33	12:41	6:51	4:23	6:40	-2:17	4:23	8:36	-4:13	3:04	2:51	0:13
Magic Music & Talk*	10:42	11:54	-1:12	0:36	0:45	-0:08	4:19	8:50	-4:30	6:46	8:51	-2:04	7:14	8:42	-1:28	11:37	12:04	-0:27	12:58	14:02	-1:03	8:38	10:05	-1:27
More FM	9:57	10:42	-0:45	10:49	11:52	-1:02	6:27	8:52	-2:25	7:03	6:42	0:20	10:00	8:54	1:05	13:11	12:59	0:12	7:09	10:08	-2:58	9:29	7:22	2:07
Newstalk ZB	20:01	17:46	2:15	*	*	*	4:55	3:17	1:37	3:45	2:36	1:09	5:59	4:32	1:26	11:58	9:24	2:34	18:42	19:27	-0:44	9:47	17:45	-7:57
Radio Hauraki	12:08	12:00	0:07	2:31	1:53	0:38	9:31	8:23	1:08	10:26	11:09	-0:42	14:34	13:48	0:45	18:59	16:18	2:40	8:30	8:33	-0:03	12:25	11:27	0:57
Radio Sport	8:56	7:24	1:32	6:24	6:23	0:00	1:24	1:50	-0:26	1:33	3:12	-1:39	3:08	3:49	-0:41	6:44	6:28	0:15	8:43	8:35	0:08	7:54	6:31	1:22
Rhema	6:28	2:37	3:50	*	*	*	6:01	0:15	5:46	6:01	0:15	5:46	4:43	0:20	4:23	8:49	5:26	3:22	7:44	4:29	3:14	*	*	*
Rock	16:40	13:15	3:25	9:36	7:56	1:39	16:51	9:23	7:28	16:19	14:55	1:24	15:30	14:21	1:08	13:10	12:50	0:20	14:28	16:38	-2:09	10:22	10:14	0:08
Star	15:17	15:35	-0:17	*	*	*	2:00	2:00	0:00	12:30	*	*	12:30	*	*	4:45	1:30	3:15	8:02	7:24	0:37	29:15	29:15	0:00
Tahu FM	7:44	11:32	-3:47	5:30	22:24	-16:54	4:41	3:42	0:59	4:08	7:00	-2:52	3:37	6:06	-2:28	11:53	16:29	-4:35	45:45	45:45	0:00	3:28	10:45	-7:16
The Hits	9:06	9:02	0:04	6:04	6:27	-0:23	4:13	4:23	-0:10	7:27	5:54	1:32	6:57	7:40	-0:42	9:21	10:34	-1:12	12:42	11:43	0:59	6:59	5:56	1:03
The Sound	17:24	14:15	3:09	9:51	7:26	2:24	14:43	10:56	3:46	16:17	13:11	3:05	18:53	13:39	5:14	18:53	15:37	3:15	15:34	17:09	-1:35	14:15	11:13	3:01
ZM	9:41	8:44	0:57	3:47	3:40	0:07	9:47	9:41	0:06	9:57	8:17	1:40	10:24	8:21	2:02	13:50	10:28	3:21	14:10	13:08	1:02	10:45	8:17	2:27
Others	13:26	11:14	2:12	27:16	16:51	10:25	1:30	3:40	-2:09	2:17	2:10	0:07	8:58	8:35	0:23	19:11	18:20	0:51	16:04	13:46	2:18	7:48	10:21	-2:32
MediaWorks Combo	16:43	16:08	0:35	10:57	11:48	-0:51	16:33	13:53	2:39	16:44	16:30	0:13	17:56	16:53	1:03	18:05	16:57	1:07	15:12	16:10	-0:58	13:47	13:19	0:28
NZME Combo	15:47	15:20	0:26	6:30	7:33	-1:03	13:17	12:57	0:20	11:23	11:02	0:21	13:08	12:32	0:35	15:52	15:12	0:39	17:25	17:25	0:00	11:39	9:54	1:44
All Commercial Radio	22:56	22:27	0:29	14:45	16:00	-1:15	22:25	20:35	1:50	21:45	21:29	0:16	23:14	22:02	1:11	24:02	23:19	0:42	22:28	23:54	-1:25	18:34	17:03	1:31
Potential (000)	77.8	77.8	0.0	10.1	9.8	0.3	18.0	18.3	-0.3	22.3	22.3	0.0	33.8	33.8	0.0	23.5	23.5	0.0	20.5	20.5	0.0	14.5	14.5	0.0
Sample	804	848	-44	96	96	0	151	152	-1	232	227	5	342	340	2	239	250	-11	254	275	-21	148	156	-8

MediaWorks Combo: Breeze or Edge or Magic Music & Talk or More FM 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 Sunday April 8 - Saturday June 16 & Sunday June 24 - Saturday November 10 2018.



SOUTHLAND COMMERCIAL RADIO - SURVEY 2 2019

Average Time Spent Listening (hh:mm) by Daypart, People 10+
 Survey Comparisons: 1/2019 - 2/2019

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

Last 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

	This	Last	+/-
Potential (000)	77.8	77.8	0.0
Sample Size	804	848	-44

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

MediaWorks Combo: Breeze or Edge or Magic Music & Talk or More FM 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 Sunday April 8 – Saturday June 16 & Sunday June 24 – Saturday November 10 2018.