



SOUTHLAND COMMERCIAL RADIO - SURVEY 3 2019

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

Survey Comparisons: 2/2019 - 3/2019

This Survey Period: Sun Sep 2 to Sat Nov 10 2018 & Sun Jan 20 to Sat Jun 8 & Sun Jun 16 to Sat Aug 24 2019

Last Survey Period: Sun Jun 24 to Sat Nov 10 2018 & Sun Jan 20 to Sat Jun 8 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	9.5	6.3	3.2	4	0.9	0.8	0.1	6.8	5.5	1.3	7.3	6.0	1.3	11.0	6.8	4.2	15.3	9.3	6.0	13.0	8.9	4.1	14.0	12.3	1.7
Coast	9.7	8.8	0.9	3	*	0.6	*	6.6	3.9	2.7	3.5	1.7	1.8	5.9	4.5	1.4	10.8	12.0	-1.2	15.3	16.5	-1.2	9.4	6.6	2.8
Edge	6.4	6.4	0.0	9	15.4	16.0	-0.6	19.6	15.6	4.0	12.1	11.2	0.9	7.8	8.1	-0.3	1.8	2.2	-0.4	0.8	0.9	-0.1	8.4	8.8	-0.4
Hokonui	3.8	5.6	-1.8	12	1.2	1.2	0.0	4.1	11.1	-7.0	4.3	5.3	-1.0	3.8	4.6	-0.8	4.7	4.9	-0.2	5.4	5.4	0.0	2.4	3.0	-0.6
Life FM	1.4	1.2	0.2	14	6.1	6.0	0.1	3.0	1.5	1.5	2.5	1.4	1.1	1.4	0.9	0.5	0.2	0.2	0.0	0.2	0.2	0.0	0.7	0.6	0.1
Magic Music & Talk*	8.5	8.3	0.2	6	*	0.2	*	0.9	1.9	-1.0	3.3	4.0	-0.7	3.0	4.0	-1.0	8.0	9.5	-1.5	21.9	19.7	2.2	3.5	3.9	-0.4
More FM	10.7	9.4	1.3	1	32.1	29.3	2.8	9.8	6.5	3.3	10.3	9.4	0.9	13.8	12.8	1.0	12.9	11.6	1.3	4.3	3.4	0.9	17.1	13.9	3.2
Newstalk ZB	6.8	8.1	-1.3	7	*	*	*	0.5	0.7	-0.2	0.5	0.7	-0.2	0.7	1.0	-0.3	3.4	4.0	-0.6	9.6	15.7	-6.1	1.0	1.2	-0.2
Radio Hauraki	4.2	4.2	0.0	11	2.1	2.3	-0.2	5.1	3.8	1.3	8.4	6.0	2.4	8.3	8.2	0.1	4.7	6.5	-1.8	0.4	0.8	-0.4	6.3	7.1	-0.8
Radio Sport	3.5	2.6	0.9	13	1.2	2.1	-0.9	0.1	0.2	-0.1	1.9	0.4	1.5	1.7	0.9	0.8	3.7	2.8	0.9	4.7	2.5	2.2	1.7	1.7	0.0
Rhema	0.3	0.4	-0.1	16	*	*	*	0.3	0.5	-0.2	0.3	0.4	-0.1	0.2	0.2	0.0	0.5	0.7	-0.2	0.8	0.9	-0.1	0.1	*	*
Rock	9.9	11.9	-2.0	2	10.7	11.5	-0.8	18.4	21.5	-3.1	18.2	22.5	-4.3	13.8	16.5	-2.7	5.8	5.2	0.6	1.8	2.3	-0.5	6.7	9.3	-2.6
Star	0.7	1.1	-0.4	15	*	*	*	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.7	0.6	0.1	0.4	0.4	0.0
Tahu FM	0.3	0.4	-0.1	16	0.2	0.3	-0.1	0.5	0.6	-0.1	0.3	0.4	-0.1	0.3	0.3	0.0	0.5	0.8	-0.3	0.5	0.8	-0.3	0.5	0.6	-0.1
The Hits	4.8	5.0	-0.2	10	5.7	7.5	-1.8	2.0	2.4	-0.4	3.7	4.7	-1.0	3.1	4.4	-1.3	4.9	6.4	-1.5	8.0	6.3	1.7	4.9	6.3	-1.4
The Sound	9.1	9.5	-0.4	5	1.3	1.7	-0.4	8.9	8.3	0.6	10.9	11.8	-0.9	13.1	14.9	-1.8	14.6	15.5	-0.9	8.7	8.4	0.3	9.5	9.4	0.1
ZM	6.5	7.1	-0.6	8	7.5	8.0	-0.5	12.9	15.9	-3.0	11.8	13.7	-1.9	9.8	10.1	-0.3	5.3	3.3	2.0	1.7	1.3	0.4	10.7	13.0	-2.3
Others	3.9	3.9	0.0		15.5	12.6	2.9	0.4	0.1	0.3	0.7	0.5	0.2	2.3	1.7	0.6	3.0	5.1	-2.1	2.2	5.4	-3.2	2.6	1.9	0.7
MediaWorks Combo	54.1	51.8	2.3		60.6	59.6	1.0	64.5	59.3	5.2	62.2	64.9	-2.7	62.5	63.2	-0.7	58.3	53.3	5.0	50.5	43.5	7.0	59.4	57.8	1.6
NZME Combo	39.9	41.6	-1.7		21.0	21.7	-0.7	31.7	38.0	-6.3	34.3	32.5	1.8	33.5	33.7	-0.2	37.5	39.9	-2.4	45.9	49.5	-3.6	36.5	38.9	-2.4
Potential (000)	77.8	77.8	0.0		10.1	10.1	0.0	18.0	18.0	0.0	22.3	22.3	0.0	33.8	33.8	0.0	23.5	23.5	0.0	20.5	20.5	0.0	13.9	14.5	-0.6
Sample	808	804	4		93	96	-3	151	151	0	237	232	5	345	342	3	235	239	-4	268	254	14	148	148	0

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 the following Regional dates in S2 2019: Jun 24 - Nov 10 2018 and in S3 2019: Sep 2 - Nov 10 2018.



SOUTHLAND COMMERCIAL RADIO - SURVEY 3 2019

Station Share (%) by Daypart, People 10+

Survey Comparisons: 2/2019 - 3/2019

This Survey Period: Sun Sep 2 to Sat Nov 10 2018 & Sun Jan 20 to Sat Jun 8 & Sun Jun 16 to Sat Aug 24 2019

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

	This	Last	+/-
Potential (000)	77.8	77.8	0.0
Sample Size	808	804	4

	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	5.9	3.8	2.1	8	10.8	6.7	4.1	11.8	6.7	5.1	10.2	6.5	3.7	6.4	7.8	-1.4	8.2	3.8	4.4	9.5	7.5	2.0
Coast	7.8	7.0	0.8	7	9.8	9.3	0.5	9.1	8.5	0.6	9.2	8.5	0.7	10.8	10.5	0.3	13.1	12.3	0.8	11.4	9.3	2.1
Edge	5.3	4.8	0.5	10	6.0	5.8	0.2	7.6	8.0	-0.4	8.8	8.3	0.5	9.7	9.5	0.2	2.3	2.4	-0.1	4.7	5.5	-0.8
Hokonui	4.5	7.8	-3.3	11	4.3	5.0	-0.7	5.7	7.2	-1.5	2.1	2.9	-0.8	4.2	4.9	-0.7	0.7	1.7	-1.0	2.2	4.7	-2.5
Life FM	1.6	1.2	0.4	14	1.2	1.0	0.2	1.0	0.8	0.2	1.0	0.8	0.2	0.8	0.8	0.0	1.1	1.1	0.0	2.5	2.2	0.3
Magic Music & Talk*	10.5	10.1	0.4	2	7.5	7.1	0.4	6.0	5.7	0.3	6.6	7.0	-0.4	11.5	11.9	-0.4	8.5	10.9	-2.4	10.9	10.2	0.7
More FM	12.7	10.9	1.8	1	10.1	8.6	1.5	10.1	8.9	1.2	10.5	10.3	0.2	6.3	5.1	1.2	7.5	4.8	2.7	12.1	10.5	1.6
Newstalk ZB	8.7	11.2	-2.5	6	4.4	6.3	-1.9	2.4	3.1	-0.7	3.2	4.4	-1.2	15.9	13.8	2.1	29.0	29.1	-0.1	7.9	9.5	-1.6
Radio Hauraki	3.9	4.0	-0.1	12	3.3	3.8	-0.5	4.0	4.3	-0.3	5.6	6.1	-0.5	3.2	3.7	-0.5	1.0	1.2	-0.2	5.3	4.1	1.2
Radio Sport	1.9	1.8	0.1	13	3.9	2.7	1.2	3.4	2.7	0.7	3.9	3.2	0.7	4.3	2.3	2.0	2.9	1.0	1.9	4.4	3.2	1.2
Rhema	0.2	0.2	0.0	16	0.2	0.4	-0.2	0.6	0.6	0.0	0.2	0.3	-0.1	0.1	*	*	*	*	*	0.3	0.5	-0.2
Rock	10.1	10.7	-0.6	3	12.6	15.1	-2.5	12.2	14.6	-2.4	12.1	13.8	-1.7	2.8	5.2	-2.4	4.6	10.6	-6.0	6.3	7.4	-1.1
Star	0.4	0.8	-0.4	15	0.7	1.3	-0.6	0.9	1.3	-0.4	0.9	1.0	-0.1	0.9	1.0	-0.1	0.1	0.1	0.0	0.8	1.4	-0.6
Tahu FM	0.2	0.2	0.0	16	0.1	0.1	0.0	0.2	0.4	-0.2	0.3	0.4	-0.1	2.0	3.2	-1.2	*	*	*	0.3	0.5	-0.2
The Hits	5.6	5.1	0.5	9	5.7	5.6	0.1	5.2	5.2	0.0	4.8	4.4	0.4	2.9	3.6	-0.7	2.5	3.4	-0.9	3.7	5.1	-1.4
The Sound	9.3	8.9	0.4	4	10.5	11.2	-0.7	11.1	12.2	-1.1	8.1	9.2	-1.1	2.6	2.6	0.0	13.0	11.5	1.5	6.6	6.7	-0.1
ZM	8.9	8.6	0.3	5	6.0	6.4	-0.4	5.1	6.1	-1.0	9.3	9.6	-0.3	9.0	9.1	-0.1	1.0	1.3	-0.3	5.4	6.6	-1.2
Others	2.4	2.7	-0.3		3.2	3.4	-0.2	3.7	3.9	-0.2	3.1	3.4	-0.3	6.6	5.2	1.4	4.4	4.7	-0.3	5.6	5.1	0.5
MediaWorks Combo	53.8	49.3	4.5		57.5	54.7	2.8	58.7	56.1	2.6	56.3	55.0	1.3	39.3	42.0	-2.7	44.1	44.1	0.0	50.3	48.0	2.3
NZME Combo	41.3	45.5	-4.2		37.6	39.5	-1.9	35.4	37.3	-1.9	38.4	39.3	-0.9	52.2	48.8	3.4	50.3	50.1	0.2	41.3	42.8	-1.5

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 the following Regional dates in S2 2019: Jun 24 - Nov 10 2018 and in S3 2019: Sep 2 - Nov 10 2018.



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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	11.7	9.9	1.8	3	0.4	0.5	-0.1	2.4	2.2	0.2	2.9	2.9	0.0	5.5	4.6	0.9	5.7	4.1	1.6	4.6	4.1	0.5	3.3	3.2	0.1
Coast	9.1	8.9	0.2	7	*	0.2	*	1.1	0.7	0.4	1.6	1.4	0.2	3.2	2.5	0.7	3.9	3.3	0.6	4.2	5.1	-0.9	1.9	1.5	0.4
Edge	12.0	12.7	-0.7	2	2.3	2.3	0.0	5.4	5.7	-0.3	5.8	6.5	-0.7	7.1	7.9	-0.8	2.5	2.4	0.1	1.2	1.2	0.0	3.5	3.8	-0.3
Hokonui	6.0	7.5	-1.5	10	0.2	0.4	-0.2	0.9	2.2	-1.3	1.5	2.0	-0.5	2.4	3.0	-0.6	2.7	2.8	-0.1	2.7	2.5	0.2	1.0	1.3	-0.3
Life FM	1.4	1.2	0.2	14	0.6	0.5	0.1	0.3	0.2	0.1	0.5	0.3	0.2	0.5	0.3	0.2	0.2	0.2	0.0	0.2	0.2	0.0	0.5	0.4	0.1
Magic Music & Talk*	10.5	11.4	-0.9	6	0.1	0.3	-0.2	0.9	1.4	-0.5	1.7	2.5	-0.8	2.9	3.8	-0.9	4.3	4.2	0.1	6.4	6.3	0.1	0.9	1.1	-0.2
More FM	14.2	13.8	0.4	1	2.8	2.5	0.3	3.6	3.3	0.3	5.7	5.7	0.0	8.5	8.8	-0.3	4.4	4.5	-0.1	2.1	2.0	0.1	3.7	3.4	0.3
Newstalk ZB	5.1	5.9	-0.8	12	*	*	*	0.1	0.4	-0.3	0.2	0.8	-0.6	0.4	1.1	-0.7	1.5	1.7	-0.2	2.8	3.5	-0.7	0.2	0.3	-0.1
Radio Hauraki	5.9	5.1	0.8	11	0.7	0.8	-0.1	1.8	1.3	0.5	3.5	2.5	1.0	4.9	3.9	1.0	1.6	1.7	-0.1	0.3	0.4	-0.1	1.4	1.3	0.1
Radio Sport	4.8	4.3	0.5	13	0.2	0.3	-0.1	0.5	0.5	0.0	1.2	1.0	0.2	2.0	2.0	0.0	2.0	2.1	-0.1	1.9	1.2	0.7	0.3	0.5	-0.2
Rhema	0.7	0.8	-0.1	16	*	*	*	0.2	0.3	-0.1	0.3	0.3	0.0	0.4	0.4	0.0	0.3	0.4	-0.1	0.3	0.5	-0.2	0.1	*	*
Rock	10.7	10.5	0.2	5	1.1	1.1	0.0	4.0	4.2	-0.2	6.2	5.9	0.3	7.9	7.3	0.6	2.1	2.0	0.1	0.5	0.7	-0.2	2.2	2.1	0.1
Star	1.1	1.1	0.0	15	*	*	*	*	*	*	*	*	*	0.2	*	*	0.2	0.1	0.1	0.3	0.3	0.0	*	*	*
Tahu FM	0.7	0.8	-0.1	16	*	0.1	*	0.3	0.4	-0.1	0.3	0.4	-0.1	0.6	0.7	-0.1	0.3	0.4	-0.1	*	0.1	*	0.4	0.4	0.0
The Hits	7.6	8.0	-0.4	9	1.3	1.2	0.1	1.5	1.9	-0.4	2.2	2.7	-0.5	3.4	4.4	-1.0	2.9	3.5	-0.6	2.5	2.1	0.4	2.0	2.1	-0.1
The Sound	8.4	8.0	0.4	8	0.1	0.2	-0.1	2.2	1.9	0.3	3.1	3.1	0.0	5.1	5.4	-0.3	4.1	4.2	-0.1	2.4	2.3	0.1	1.9	1.5	0.4
ZM	10.9	10.7	0.2	4	1.8	2.0	-0.2	5.0	5.3	-0.3	5.7	5.9	-0.2	7.4	6.7	0.7	2.1	1.2	0.9	0.4	0.4	0.0	2.4	2.8	-0.4
Others	4.6	4.2	0.4		0.7	0.4	0.3	0.3	0.2	0.1	0.8	0.9	-0.1	1.4	1.3	0.1	1.3	1.4	-0.1	1.1	1.4	-0.3	0.8	0.6	0.2
MediaWorks Combo	47.3	45.5	1.8		5.2	5.1	0.1	11.7	11.8	-0.1	16.4	16.7	-0.3	24.4	24.3	0.1	16.4	15.0	1.4	13.0	12.0	1.0	9.6	9.7	-0.1
NZME Combo	38.7	38.7	0.0		3.1	3.1	0.0	8.3	9.4	-1.1	12.2	12.3	-0.1	17.9	17.6	0.3	12.9	12.8	0.1	11.9	11.8	0.1	7.0	7.7	-0.7
All Commercial Radio	63.1	64.1	-1.0		6.5	6.3	0.2	13.9	14.7	-0.8	19.4	19.7	-0.3	29.5	29.6	-0.1	21.1	21.1	0.0	18.0	18.6	-0.6	12.0	12.4	-0.4
Potential (000)	77.8	77.8	0.0		10.1	10.1	0.0	18.0	18.0	0.0	22.3	22.3	0.0	33.8	33.8	0.0	23.5	23.5	0.0	20.5	20.5	0.0	13.9	14.5	-0.6
Sample	808	804	4		93	96	-3	151	151	0	237	232	5	345	342	3	235	239	-4	268	254	14	148	148	0

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

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	This	Last	+/-
Potential (000)	77.8	77.8	0.0
Sample Size	808	804	4

	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	5.8	3.6	2.2	6	6.8	3.9	2.9		8.3	6.0	2.3		6.8	4.8	2.0		2.1	2.3	-0.2		2.0	1.3	0.7		7.0	6.8	0.2	
Coast	4.2	4.0	0.2	9	5.5	5.5	0.0		5.8	5.8	0.0		5.6	5.7	-0.1		1.9	2.0	-0.1		1.5	1.2	0.3		5.1	4.3	0.8	
Edge	6.5	6.8	-0.3	2	5.5	5.4	0.1		6.6	6.8	-0.2		6.7	6.3	0.4		3.3	2.7	0.6		1.1	1.0	0.1		6.0	6.2	-0.2	
Hokonui	2.7	3.2	-0.5	12	2.6	2.9	-0.3		4.3	5.5	-1.2		2.2	2.3	-0.1		1.4	1.3	0.1		0.5	1.0	-0.5		2.5	4.2	-1.7	
Life FM	1.0	0.7	0.3	14	1.0	0.9	0.1		0.6	0.5	0.1		0.7	0.6	0.1		0.3	0.2	0.1		0.4	0.3	0.1		1.1	0.9	0.2	
Magic Music & Talk*	6.4	6.8	-0.4	4	5.6	6.0	-0.4		4.6	4.7	-0.1		4.3	5.0	-0.7		3.9	4.4	-0.5		1.8	2.0	-0.2		7.1	7.5	-0.4	
More FM	9.4	9.4	0.0	1	7.0	6.1	0.9		8.0	7.0	1.0		7.5	7.1	0.4		2.9	2.4	0.5		1.2	1.4	-0.2		10.1	8.6	1.5	
Newstalk ZB	3.8	4.4	-0.6	11	3.2	3.9	-0.7		2.5	3.1	-0.6		1.9	3.1	-1.2		2.7	2.1	0.6		2.6	3.3	-0.7		4.5	5.2	-0.7	
Radio Hauraki	3.9	3.4	0.5	10	3.0	2.5	0.5		3.8	3.2	0.6		4.4	3.7	0.7		1.6	1.4	0.2		0.3	0.4	-0.1		3.4	2.5	0.9	
Radio Sport	1.8	2.0	-0.2	13	1.7	1.2	0.5		2.3	1.8	0.5		2.4	2.1	0.3		0.7	0.4	0.3		0.5	0.4	0.1		3.5	2.6	0.9	
Rhema	0.2	0.1	0.1	17	0.2	0.2	0.0		0.5	0.5	0.0		0.2	0.3	-0.1		0.2	0.1	0.1		*	*	*		0.4	0.4	0.0	
Rock	6.2	6.7	-0.5	5	6.3	6.1	0.2		6.8	6.4	0.4		7.4	7.8	-0.4		1.3	1.6	-0.3		1.3	1.5	-0.2		4.6	4.8	-0.2	
Star	0.4	0.5	-0.1	15	0.5	0.6	-0.1		0.6	0.7	-0.1		0.7	0.6	0.1		0.3	0.3	0.0		*	*	*		0.5	0.7	-0.2	
Tahu FM	0.4	0.4	0.0	15	0.1	0.2	-0.1		0.3	0.4	-0.1		0.1	0.2	-0.1		0.3	0.4	-0.1		*	0.1	*		0.3	0.4	-0.1	
The Hits	4.4	4.2	0.2	8	3.4	3.3	0.1		3.8	3.7	0.1		3.9	3.7	0.2		1.4	1.6	-0.2		0.4	0.6	-0.2		2.5	3.1	-0.6	
The Sound	5.1	4.6	0.5	7	4.6	4.6	0.0		5.5	5.6	-0.1		4.3	4.6	-0.3		1.3	1.5	-0.2		2.4	2.1	0.3		5.1	4.4	0.7	
ZM	6.5	5.9	0.6	2	4.7	4.4	0.3		5.2	5.2	0.0		7.2	6.3	0.9		4.1	3.0	1.1		0.5	0.6	-0.1		6.0	5.5	0.5	
Others	1.6	1.8	-0.2		2.2	2.0	0.2		2.4	2.0	0.4		1.9	1.7	0.2		1.2	0.8	0.4		0.8	0.7	0.1		3.7	3.0	0.7	
MediaWorks Combo	32.2	30.8	1.4		30.4	27.4	3.0		32.6	30.6	2.0		31.0	29.9	1.1		13.4	13.7	-0.3		7.9	7.8	0.1		34.2	32.7	1.5	
NZME Combo	24.5	24.9	-0.4		21.8	21.3	0.5		24.3	24.1	0.2		24.8	23.6	1.2		13.2	11.5	1.7		6.1	7.1	-1.0		24.8	24.1	0.7	
All Commercial Radio	49.9	49.6	0.3		45.2	44.1	1.1		47.8	48.5	-0.7		47.7	47.5	0.2		25.5	24.0	1.5		13.6	13.9	-0.3		51.4	50.6	0.8	

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 the following Regional dates in S2 2019: Jun 24 - Nov 10 2018 and in S3 2019: Sep 2 - Nov 10 2018.



SOUTHLAND COMMERCIAL RADIO - SURVEY 3 2019

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

Survey Comparisons: 2/2019 - 3/2019

This Survey Period: Sun Sep 2 to Sat Nov 10 2018 & Sun Jan 20 to Sat Jun 8 & Sun Jun 16 to Sat Aug 24 2019

Last Survey Period: Sun Jun 24 to Sat Nov 10 2018 & Sun Jan 20 to Sat Jun 8 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	12:25	9:14	3:10	2:03	1:32	0:31	8:25	8:02	0:22	10:21	8:54	1:27	14:06	10:05	4:01	14:47	11:37	3:10	12:16	9:07	3:08	10:33	9:01	1:32
Coast	16:19	14:24	1:54	*	3:30	*	18:22	17:19	1:02	9:04	5:24	3:39	12:58	12:25	0:33	15:24	18:38	-3:13	15:49	13:32	2:16	12:03	10:06	1:57
Edge	8:02	7:25	0:37	6:14	6:33	-0:18	10:47	8:58	1:49	8:26	7:21	1:05	7:46	7:03	0:43	3:59	4:32	-0:33	2:54	2:59	-0:05	5:59	5:22	0:36
Hokonui	9:34	10:54	-1:19	5:00	3:02	1:57	13:37	16:25	-2:47	12:06	11:30	0:36	11:08	10:26	0:41	9:45	9:00	0:45	8:40	9:02	-0:22	5:41	5:12	0:29
Life FM	15:55	14:23	1:32	10:34	11:13	-0:38	31:30	31:30	0:00	20:58	19:33	1:25	20:58	19:33	1:25	3:58	4:23	-0:24	3:58	4:23	-0:24	3:39	3:04	0:34
Magic Music & Talk*	12:20	10:42	1:37	0:15	0:36	-0:21	3:09	4:19	-1:10	7:55	6:46	1:08	7:19	7:14	0:04	10:07	11:37	-1:29	14:49	12:58	1:50	9:07	8:38	0:29
More FM	11:28	9:57	1:31	11:03	10:49	0:13	8:11	6:27	1:43	7:22	7:03	0:19	11:34	10:00	1:33	16:19	13:11	3:08	8:44	7:09	1:34	11:11	9:29	1:41
Newstalk ZB	20:20	20:01	0:18	*	*	*	13:15	4:55	8:19	9:21	3:45	5:36	11:36	5:59	5:37	12:27	11:58	0:28	14:58	18:42	-3:43	10:42	9:47	0:54
Radio Hauraki	10:41	12:08	-1:26	2:51	2:31	0:19	8:41	9:31	-0:50	9:45	10:26	-0:41	12:07	14:34	-2:26	16:29	18:59	-2:29	5:41	8:30	-2:48	11:24	12:25	-1:00
Radio Sport	11:09	8:56	2:12	6:00	6:24	-0:24	0:45	1:24	-0:39	6:41	1:33	5:07	6:02	3:08	2:54	10:03	6:44	3:19	10:51	8:43	2:07	14:35	7:54	6:40
Rhema	6:41	6:28	0:12	*	*	*	5:15	6:01	-0:45	4:00	6:01	-2:01	3:12	4:43	-1:31	10:12	8:49	1:23	11:21	7:44	3:36	1:45	*	*
Rock	14:10	16:40	-2:30	9:26	9:36	-0:09	13:51	16:51	-2:59	12:01	16:19	-4:17	12:31	15:30	-2:59	14:50	13:10	1:39	15:16	14:28	0:47	7:25	10:22	-2:57
Star	10:08	15:17	-5:09	*	*	*	*	2:00	*	12:30	12:30	0:00	3:48	12:30	-8:41	2:12	4:45	-2:32	9:02	8:02	1:00	29:15	29:15	0:00
Tahu FM	6:50	7:44	-0:54	5:30	5:30	0:00	4:40	4:41	-0:01	4:05	4:08	-0:02	3:26	3:37	-0:11	9:01	11:53	-2:51	45:45	45:45	0:00	3:15	3:28	-0:12
The Hits	9:35	9:06	0:28	4:07	6:04	-1:56	4:07	4:13	-0:06	6:58	7:27	-0:28	6:37	6:57	-0:19	9:09	9:21	-0:12	14:08	12:42	1:25	6:03	6:59	-0:55
The Sound	16:27	17:24	-0:57	10:10	9:51	0:18	12:08	14:43	-2:34	14:06	16:17	-2:11	18:16	18:53	-0:37	19:32	18:53	0:39	15:33	15:34	-0:00	12:31	14:15	-1:43
ZM	9:06	9:41	-0:35	3:55	3:47	0:07	7:46	9:47	-2:00	8:23	9:57	-1:34	9:27	10:24	-0:56	13:50	13:50	0:00	16:42	14:10	2:31	11:02	10:45	0:17
Others	12:44	13:26	-0:41	22:13	27:16	-5:03	3:34	1:30	2:03	3:17	2:17	1:00	11:19	8:58	2:20	12:27	19:11	-6:43	8:14	16:04	-7:49	8:11	7:48	0:22
MediaWorks Combo	17:25	16:43	0:42	11:12	10:57	0:14	16:29	16:33	-0:04	15:28	16:44	-1:15	18:18	17:56	0:21	19:35	18:05	1:30	16:49	15:12	1:36	15:17	13:47	1:29
NZME Combo	15:43	15:47	-0:04	6:31	6:30	0:01	11:23	13:17	-1:53	11:27	11:23	0:03	13:19	13:08	0:11	16:04	15:52	0:11	16:46	17:25	-0:39	12:46	11:39	1:06
All Commercial Radio	24:08	22:56	1:11	14:46	14:45	0:01	21:33	22:25	-0:51	20:58	21:45	-0:47	24:11	23:14	0:57	26:09	24:02	2:06	24:02	22:28	1:34	20:28	18:34	1:53
Potential (000)	77.8	77.8	0.0	10.1	10.1	0.0	18.0	18.0	0.0	22.3	22.3	0.0	33.8	33.8	0.0	23.5	23.5	0.0	20.5	20.5	0.0	13.9	14.5	-0.6
Sample	808	804	4	93	96	-3	151	151	0	237	232	5	345	342	3	235	239	-4	268	254	14	148	148	0

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 the following Regional dates in S2 2019: Jun 24 - Nov 10 2018 and in S3 2019: Sep 2 - Nov 10 2018.



SOUTHLAND COMMERCIAL RADIO - SURVEY 3 2019

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

Survey Comparisons: 2/2019 - 3/2019

This Survey Period: Sun Sep 2 to Sat Nov 10 2018 & Sun Jan 20 to Sat Jun 8 & Sun Jun 16 to Sat Aug 24 2019

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

	This	Last	+/-
Potential (000)	77.8	77.8	0.0
Sample Size	808	804	4

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

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 the following Regional dates in S2 2019: Jun 24 - Nov 10 2018 and in S3 2019: Sep 2 - Nov 10 2018.