



SOUTHLAND COMMERCIAL RADIO - SURVEY 4 2019

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

Survey Comparisons: 3/2019 - 4/2019

This Survey Period: Sun Jan 20 to Sat Jun 8 & Sun Jun 16 to Sat Nov 2 2019

Last 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

	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	+/-																					
Breeze	11.0	9.5	1.5	2	1.8	0.9	0.9		9.1	6.8	2.3		9.2	7.3	1.9		12.2	11.0	1.2		17.2	15.3	1.9		15.1	13.0	2.1		15.2	14.0	1.2	
Coast	10.4	9.7	0.7	3	1.6	*	*		9.4	6.6	2.8		2.9	3.5	-0.6		5.8	5.9	-0.1		12.5	10.8	1.7		16.4	15.3	1.1		9.9	9.4	0.5	
Edge	8.0	6.4	1.6	7	19.5	15.4	4.1		21.4	19.6	1.8		13.0	12.1	0.9		8.2	7.8	0.4		1.6	1.8	-0.2		0.9	0.8	0.1		8.8	8.4	0.4	
Hokonui	4.0	3.8	0.2	10	0.9	1.2	-0.3		3.8	4.1	-0.3		4.5	4.3	0.2		3.9	3.8	0.1		5.3	4.7	0.6		5.8	5.4	0.4		1.7	2.4	-0.7	
Life FM	1.2	1.4	-0.2	14	5.3	6.1	-0.8		2.6	3.0	-0.4		2.6	2.5	0.1		1.6	1.4	0.2		0.1	0.2	-0.1		*	0.2	*		0.9	0.7	0.2	
Magic Music & Talk*	9.1	8.5	0.6	4	0.4	*	*		0.5	0.9	-0.4		2.1	3.3	-1.2		2.8	3.0	-0.2		5.8	8.0	-2.2		22.0	21.9	0.1		2.8	3.5	-0.7	
More FM	11.6	10.7	0.9	1	33.2	32.1	1.1		9.8	9.8	0.0		10.5	10.3	0.2		13.4	13.8	-0.4		14.1	12.9	1.2		6.0	4.3	1.7		17.0	17.1	-0.1	
Newstalk ZB	4.3	6.8	-2.5	9	*	*	*		0.5	0.5	0.0		0.4	0.5	-0.1		0.4	0.7	-0.3		1.7	3.4	-1.7		7.8	9.6	-1.8		0.3	1.0	-0.7	
Radio Hauraki	3.6	4.2	-0.6	12	2.3	2.1	0.2		2.6	5.1	-2.5		6.7	8.4	-1.7		6.1	8.3	-2.2		4.2	4.7	-0.5		1.5	0.4	1.1		4.9	6.3	-1.4	
Radio Sport	3.2	3.5	-0.3	13	1.3	1.2	0.1		0.1	0.1	0.0		2.7	1.9	0.8		2.2	1.7	0.5		3.3	3.7	-0.4		4.8	4.7	0.1		1.4	1.7	-0.3	
Rhema	0.4	0.3	0.1	15	*	*	*		0.4	0.3	0.1		0.4	0.3	0.1		0.4	0.2	0.2		0.9	0.5	0.4		0.8	0.8	0.0		0.1	0.1	0.0	
Rock	9.1	9.9	-0.8	4	2.1	10.7	-8.6		15.3	18.4	-3.1		18.1	18.2	-0.1		14.5	13.8	0.7		6.4	5.8	0.6		1.4	1.8	-0.4		9.1	6.7	2.4	
Star	0.3	0.7	-0.4	16	*	*	*		*	*	*		0.1	0.1	0.0		0.1	0.1	0.0		0.4	0.1	0.3		0.8	0.7	0.1		0.5	0.4	0.1	
Tahu FM	0.1	0.3	-0.2	17	*	0.2	*		0.2	0.5	-0.3		0.2	0.3	-0.1		0.1	0.3	-0.2		*	0.5	*		*	0.5	*		0.1	0.5	-0.4	
The Hits	3.7	4.8	-1.1	11	2.9	5.7	-2.8		1.7	2.0	-0.3		3.1	3.7	-0.6		3.7	3.1	0.6		4.3	4.9	-0.6		5.2	8.0	-2.8		6.0	4.9	1.1	
The Sound	8.9	9.1	-0.2	6	3.5	1.3	2.2		8.0	8.9	-0.9		10.5	10.9	-0.4		12.7	13.1	-0.4		14.0	14.6	-0.6		7.2	8.7	-1.5		9.1	9.5	-0.4	
ZM	6.9	6.5	0.4	8	8.5	7.5	1.0		13.4	12.9	0.5		12.2	11.8	0.4		10.0	9.8	0.2		5.6	5.3	0.3		2.2	1.7	0.5		10.2	10.7	-0.5	
Others	4.3	3.9	0.4		16.7	15.5	1.2		1.1	0.4	0.7		0.7	0.7	0.0		1.9	2.3	-0.4		2.5	3.0	-0.5		2.1	2.2	-0.1		2.1	2.6	-0.5	
MediaWorks Combo	57.8	54.1	3.7		60.4	60.6	-0.2		64.1	64.5	-0.4		63.5	62.2	1.3		63.8	62.5	1.3		59.2	58.3	0.9		52.6	50.5	2.1		62.0	59.4	2.6	
NZME Combo	36.6	39.9	-3.3		21.0	21.0	0.0		32.3	31.7	0.6		33.1	34.3	-1.2		32.4	33.5	-1.1		36.9	37.5	-0.6		44.2	45.9	-1.7		34.6	36.5	-1.9	
Potential (000)	77.8	77.8	0.0		9.9	10.1	-0.2		18.2	18.0	0.2		22.3	22.3	0.0		33.8	33.8	0.0		23.5	23.5	0.0		20.5	20.5	0.0		13.5	13.9	-0.4	
Sample	801	808	-7		81	93	-12		164	151	13		229	237	-8		352	345	7		250	235	15		250	268	-18		153	148	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 S3 2019: Sep 2 - Nov 10 2018.



SOUTHLAND COMMERCIAL RADIO - SURVEY 4 2019

Station Share (%) by Daypart, People 10+
Survey Comparisons: 3/2019 - 4/2019

This Survey Period: Sun Jan 20 to Sat Jun 8 & Sun Jun 16 to Sat Nov 2 2019

Last 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

	This	Last	+/-
Potential (000)	77.8	77.8	0.0
Sample Size	801	808	-7

	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	7.7	5.9	1.8	7	12.8	10.8	2.0	13.7	11.8	1.9	12.6	10.2	2.4	6.3	6.4	-0.1	8.5	8.2	0.3	9.8	9.5	0.3
Coast	7.7	7.8	-0.1	7	8.8	9.8	-1.0	8.7	9.1	-0.4	9.2	9.2	0.0	15.2	10.8	4.4	19.8	13.1	6.7	13.5	11.4	2.1
Edge	8.2	5.3	2.9	6	7.3	6.0	1.3	9.8	7.6	2.2	10.0	8.8	1.2	8.3	9.7	-1.4	2.7	2.3	0.4	6.3	4.7	1.6
Hokonui	5.1	4.5	0.6	10	4.5	4.3	0.2	5.6	5.7	-0.1	2.4	2.1	0.3	3.6	4.2	-0.6	1.1	0.7	0.4	2.3	2.2	0.1
Life FM	1.6	1.6	0.0	14	0.7	1.2	-0.5	0.7	1.0	-0.3	1.3	1.0	0.3	0.5	0.8	-0.3	0.7	1.1	-0.4	1.9	2.5	-0.6
Magic Music & Talk*	10.5	10.5	0.0	2	9.1	7.5	1.6	6.0	6.0	0.0	5.7	6.6	-0.9	11.0	11.5	-0.5	13.0	8.5	4.5	12.4	10.9	1.5
More FM	13.3	12.7	0.6	1	10.8	10.1	0.7	11.0	10.1	0.9	10.8	10.5	0.3	7.7	6.3	1.4	10.7	7.5	3.2	13.0	12.1	0.9
Newstalk ZB	5.5	8.7	-3.2	9	2.5	4.4	-1.9	1.3	2.4	-1.1	2.0	3.2	-1.2	12.5	15.9	-3.4	17.3	29.0	-11.7	5.0	7.9	-2.9
Radio Hauraki	3.1	3.9	-0.8	12	3.7	3.3	0.4	3.9	4.0	-0.1	4.6	5.6	-1.0	1.8	3.2	-1.4	0.3	1.0	-0.7	4.0	5.3	-1.3
Radio Sport	2.0	1.9	0.1	13	3.7	3.9	-0.2	3.1	3.4	-0.3	3.3	3.9	-0.6	3.3	4.3	-1.0	2.6	2.9	-0.3	4.0	4.4	-0.4
Rhema	0.3	0.2	0.1	15	0.3	0.2	0.1	0.7	0.6	0.1	0.4	0.2	0.2	0.1	0.1	0.0	*	*	*	0.5	0.3	0.2
Rock	9.2	10.1	-0.9	4	12.0	12.6	-0.6	11.3	12.2	-0.9	11.2	12.1	-0.9	4.5	2.8	1.7	6.4	4.6	1.8	4.4	6.3	-1.9
Star	0.3	0.4	-0.1	15	*	0.7	*	0.1	0.9	-0.8	0.4	0.9	-0.5	1.7	0.9	0.8	0.1	0.1	0.0	0.3	0.8	-0.5
Tahu FM	0.1	0.2	-0.1	17	*	0.1	*	0.2	0.2	0.0	*	0.3	*	0.1	2.0	-1.9	0.1	*	*	*	0.3	*
The Hits	5.0	5.6	-0.6	11	4.3	5.7	-1.4	4.0	5.2	-1.2	4.2	4.8	-0.6	1.8	2.9	-1.1	0.2	2.5	-2.3	2.5	3.7	-1.2
The Sound	9.4	9.3	0.1	3	9.9	10.5	-0.6	10.8	11.1	-0.3	8.3	8.1	0.2	4.1	2.6	1.5	10.9	13.0	-2.1	6.5	6.6	-0.1
ZM	8.3	8.9	-0.6	5	5.7	6.0	-0.3	5.3	5.1	0.2	10.1	9.3	0.8	10.2	9.0	1.2	1.5	1.0	0.5	6.9	5.4	1.5
Others	2.8	2.4	0.4		3.8	3.2	0.6	3.7	3.7	0.0	3.6	3.1	0.5	7.3	6.6	0.7	4.2	4.4	-0.2	6.5	5.6	0.9
MediaWorks Combo	58.3	53.8	4.5		62.0	57.5	4.5	62.7	58.7	4.0	58.5	56.3	2.2	41.9	39.3	2.6	52.2	44.1	8.1	52.4	50.3	2.1
NZME Combo	36.7	41.3	-4.6		33.6	37.6	-4.0	32.5	35.4	-2.9	36.1	38.4	-2.3	50.3	52.2	-1.9	42.8	50.3	-7.5	39.6	41.3	-1.7

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

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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	+/-																					
Breeze	13.4	11.7	1.7	2	0.9	0.4	0.5		2.9	2.4	0.5		3.6	2.9	0.7		6.3	5.5	0.8		5.9	5.7	0.2		5.1	4.6	0.5		3.6	3.3	0.3	
Coast	9.3	9.1	0.2	6	0.5	*	*		1.5	1.1	0.4		1.6	1.6	0.0		3.2	3.2	0.0		3.9	3.9	0.0		3.9	4.2	-0.3		1.8	1.9	-0.1	
Edge	11.8	12.0	-0.2	3	2.3	2.3	0.0		5.2	5.4	-0.2		5.8	5.8	0.0		6.8	7.1	-0.3		2.0	2.5	-0.5		1.0	1.2	-0.2		3.2	3.5	-0.3	
Hokonui	6.0	6.0	0.0	10	0.3	0.2	0.1		1.0	0.9	0.1		1.5	1.5	0.0		2.3	2.4	-0.1		2.5	2.7	-0.2		2.8	2.7	0.1		0.9	1.0	-0.1	
Life FM	1.4	1.4	0.0	14	0.5	0.6	-0.1		0.3	0.3	0.0		0.6	0.5	0.1		0.7	0.5	0.2		0.3	0.2	0.1		0.2	0.2	0.0		0.6	0.5	0.1	
Magic Music & Talk*	10.6	10.5	0.1	5	0.4	0.1	0.3		0.7	0.9	-0.2		1.2	1.7	-0.5		2.4	2.9	-0.5		3.6	4.3	-0.7		6.2	6.4	-0.2		0.9	0.9	0.0	
More FM	15.0	14.2	0.8	1	3.3	2.8	0.5		3.6	3.6	0.0		5.0	5.7	-0.7		8.1	8.5	-0.4		4.9	4.4	0.5		2.2	2.1	0.1		3.5	3.7	-0.2	
Newstalk ZB	4.5	5.1	-0.6	13	*	*	*		0.2	0.1	0.1		0.3	0.2	0.1		0.5	0.4	0.1		1.0	1.5	-0.5		2.4	2.8	-0.4		0.1	0.2	-0.1	
Radio Hauraki	5.3	5.9	-0.6	11	0.6	0.7	-0.1		1.3	1.8	-0.5		3.2	3.5	-0.3		4.2	4.9	-0.7		1.3	1.6	-0.3		0.4	0.3	0.1		1.2	1.4	-0.2	
Radio Sport	5.2	4.8	0.4	12	0.4	0.2	0.2		0.4	0.5	-0.1		1.5	1.2	0.3		2.3	2.0	0.3		1.9	2.0	-0.1		2.1	1.9	0.2		0.3	0.3	0.0	
Rhema	0.7	0.7	0.0	15	*	*	*		0.2	0.2	0.0		0.3	0.3	0.0		0.4	0.4	0.0		0.3	0.3	0.0		0.2	0.3	-0.1		0.1	0.1	0.0	
Rock	9.3	10.7	-1.4	6	0.7	1.1	-0.4		3.1	4.0	-0.9		5.3	6.2	-0.9		7.2	7.9	-0.7		2.3	2.1	0.2		0.6	0.5	0.1		2.3	2.2	0.1	
Star	0.6	1.1	-0.5	16	*	*	*		*	*	*		*	*	*		0.1	0.2	-0.1		0.2	0.2	0.0		0.2	0.3	-0.1		*	*	*	
Tahu FM	0.4	0.7	-0.3	17	*	*	*		0.2	0.3	-0.1		0.2	0.3	-0.1		0.3	0.6	-0.3		*	0.3	*		0.1	*	*		*	0.4	*	
The Hits	7.5	7.6	-0.1	9	1.3	1.3	0.0		1.5	1.5	0.0		2.3	2.2	0.1		3.5	3.4	0.1		2.6	2.9	-0.3		2.0	2.5	-0.5		1.8	2.0	-0.2	
The Sound	8.7	8.4	0.3	8	0.7	0.1	0.6		2.5	2.2	0.3		2.7	3.1	-0.4		4.8	5.1	-0.3		4.0	4.1	-0.1		2.1	2.4	-0.3		1.9	1.9	0.0	
ZM	10.9	10.9	0.0	4	2.5	1.8	0.7		4.8	5.0	-0.2		5.3	5.7	-0.4		6.8	7.4	-0.6		1.9	2.1	-0.2		0.5	0.4	0.1		2.3	2.4	-0.1	
Others	5.5	4.6	0.9		0.8	0.7	0.1		0.9	0.3	0.6		1.0	0.8	0.2		1.4	1.4	0.0		1.1	1.3	-0.2		1.1	1.1	0.0		1.0	0.8	0.2	
MediaWorks Combo	48.0	47.3	0.7		5.5	5.2	0.3		11.0	11.7	-0.7		15.7	16.4	-0.7		24.0	24.4	-0.4		16.4	16.4	0.0		13.2	13.0	0.2		9.7	9.6	0.1	
NZME Combo	37.9	38.7	-0.8		4.1	3.1	1.0		8.2	8.3	-0.1		12.4	12.2	0.2		17.9	17.9	0.0		11.9	12.9	-1.0		10.8	11.9	-1.1		6.7	7.0	-0.3	
All Commercial Radio	62.3	63.1	-0.8		7.1	6.5	0.6		13.2	13.9	-0.7		18.8	19.4	-0.6		29.0	29.5	-0.5		20.8	21.1	-0.3		17.8	18.0	-0.2		12.0	12.0	0.0	
Potential (000)	77.8	77.8	0.0		9.9	10.1	-0.2		18.2	18.0	0.2		22.3	22.3	0.0		33.8	33.8	0.0		23.5	23.5	0.0		20.5	20.5	0.0		13.5	13.9	-0.4	
Sample	801	808	-7		81	93	-12		164	151	13		229	237	-8		352	345	7		250	235	15		250	268	-18		153	148	5	

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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Last 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

	This	Last	+/-
Potential (000)	77.8	77.8	0.0
Sample Size	801	808	-7

	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	7.1	5.8	1.3	3	7.2	6.8	0.4	9.2	8.3	0.9	7.9	6.8	1.1	1.8	2.1	-0.3	1.8	2.0	-0.2	7.3	7.0	0.3
Coast	4.1	4.2	-0.1	8	5.2	5.5	-0.3	6.0	5.8	0.2	5.0	5.6	-0.6	1.8	1.9	-0.1	2.2	1.5	0.7	5.8	5.1	0.7
Edge	7.2	6.5	0.7	2	5.6	5.5	0.1	7.3	6.6	0.7	6.2	6.7	-0.5	3.0	3.3	-0.3	1.0	1.1	-0.1	6.4	6.0	0.4
Hokonui	3.0	2.7	0.3	12	2.6	2.6	0.0	4.0	4.3	-0.3	2.0	2.2	-0.2	1.1	1.4	-0.3	0.4	0.5	-0.1	2.5	2.5	0.0
Life FM	1.1	1.0	0.1	14	1.2	1.0	0.2	0.6	0.6	0.0	0.9	0.7	0.2	0.4	0.3	0.1	0.3	0.4	-0.1	1.2	1.1	0.1
Magic Music & Talk*	5.8	6.4	-0.6	5	5.4	5.6	-0.2	4.4	4.6	-0.2	4.1	4.3	-0.2	3.2	3.9	-0.7	1.6	1.8	-0.2	7.2	7.1	0.1
More FM	10.3	9.4	0.9	1	7.5	7.0	0.5	8.6	8.0	0.6	8.7	7.5	1.2	3.2	2.9	0.3	1.7	1.2	0.5	10.0	10.1	-0.1
Newstalk ZB	3.1	3.8	-0.7	11	2.2	3.2	-1.0	1.6	2.5	-0.9	1.3	1.9	-0.6	2.3	2.7	-0.4	2.0	2.6	-0.6	3.5	4.5	-1.0
Radio Hauraki	3.6	3.9	-0.3	10	3.3	3.0	0.3	3.5	3.8	-0.3	3.9	4.4	-0.5	1.5	1.6	-0.1	0.3	0.3	0.0	2.5	3.4	-0.9
Radio Sport	2.3	1.8	0.5	13	1.7	1.7	0.0	2.5	2.3	0.2	2.7	2.4	0.3	0.9	0.7	0.2	0.3	0.5	-0.2	3.7	3.5	0.2
Rhema	0.3	0.2	0.1	15	0.3	0.2	0.1	0.4	0.5	-0.1	0.2	0.2	0.0	0.2	0.2	0.0	*	*	*	0.5	0.4	0.1
Rock	5.8	6.2	-0.4	5	5.6	6.3	-0.7	5.7	6.8	-1.1	6.1	7.4	-1.3	1.5	1.3	0.2	1.3	1.3	0.0	3.8	4.6	-0.8
Star	0.2	0.4	-0.2	16	*	0.5	*	0.2	0.6	-0.4	0.3	0.7	-0.4	0.2	0.3	-0.1	*	*	*	0.3	0.5	-0.2
Tahu FM	0.1	0.4	-0.3	17	*	0.1	*	0.2	0.3	-0.1	*	0.1	*	*	0.3	*	*	*	*	0.1	0.3	-0.2
The Hits	3.9	4.4	-0.5	9	3.1	3.4	-0.3	3.1	3.8	-0.7	3.4	3.9	-0.5	1.0	1.4	-0.4	0.1	0.4	-0.3	2.6	2.5	0.1
The Sound	5.6	5.1	0.5	7	4.3	4.6	-0.3	4.9	5.5	-0.6	4.3	4.3	0.0	1.8	1.3	0.5	2.2	2.4	-0.2	5.4	5.1	0.3
ZM	6.0	6.5	-0.5	4	4.6	4.7	-0.1	5.2	5.2	0.0	7.0	7.2	-0.2	4.1	4.1	0.0	0.6	0.5	0.1	6.2	6.0	0.2
Others	2.1	1.6	0.5		2.5	2.2	0.3	2.4	2.4	0.0	2.3	1.9	0.4	1.3	1.2	0.1	0.8	0.8	0.0	4.3	3.7	0.6
MediaWorks Combo	34.0	32.2	1.8		29.9	30.4	-0.5	33.3	32.6	0.7	30.8	31.0	-0.2	12.9	13.4	-0.5	8.2	7.9	0.3	34.5	34.2	0.3
NZME Combo	23.1	24.5	-1.4		20.1	21.8	-1.7	23.1	24.3	-1.2	23.4	24.8	-1.4	12.1	13.2	-1.1	5.9	6.1	-0.2	24.0	24.8	-0.8
All Commercial Radio	49.4	49.9	-0.5		42.7	45.2	-2.5	46.9	47.8	-0.9	45.5	47.7	-2.2	23.9	25.5	-1.6	13.3	13.6	-0.3	50.3	51.4	-1.1

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 S3 2019: Sep 2 - Nov 10 2018.



SOUTHLAND COMMERCIAL RADIO - SURVEY 4 2019

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

Survey Comparisons: 3/2019 - 4/2019

This Survey Period: Sun Jan 20 to Sat Jun 8 & Sun Jun 16 to Sat Nov 2 2019

Last 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

	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	11:54	12:25	-0:30	2:02	2:03	-0:01	9:37	8:25	1:12	10:21	10:21	0:00	13:38	14:06	-0:28	15:03	14:47	0:16	12:02	12:16	-0:14	11:17	10:33	0:43
Coast	16:05	16:19	-0:14	3:17	*	*	19:30	18:22	1:07	7:32	9:04	-1:31	12:56	12:58	-0:02	16:49	15:24	1:24	16:56	15:49	1:07	15:04	12:03	3:00
Edge	9:48	8:02	1:45	9:02	6:14	2:47	12:37	10:47	1:49	9:06	8:26	0:39	8:31	7:46	0:44	4:14	3:59	0:15	3:32	2:54	0:37	7:16	5:59	1:17
Hokonui	9:38	9:34	0:03	3:51	5:00	-1:08	11:16	13:37	-2:20	12:13	12:06	0:07	11:45	11:08	0:37	10:57	9:45	1:11	8:25	8:40	-0:14	5:15	5:41	-0:26
Life FM	12:00	15:55	-3:54	11:28	10:34	0:53	31:30	31:30	0:00	16:23	20:58	-4:34	15:58	20:58	-4:59	2:32	3:58	-1:25	0:15	3:58	-3:43	4:08	3:39	0:29
Magic Music & Talk*	12:30	12:20	0:09	0:49	0:15	0:34	2:08	3:09	-1:00	7:30	7:55	-0:24	8:14	7:19	0:55	8:29	10:07	-1:38	14:24	14:49	-0:25	8:23	9:07	-0:44
More FM	11:10	11:28	-0:18	10:26	11:03	-0:36	8:16	8:11	0:04	8:32	7:22	1:09	11:36	11:34	0:02	14:53	16:19	-1:25	10:56	8:44	2:12	13:03	11:11	1:52
Newstalk ZB	13:54	20:20	-6:26	*	*	*	7:57	13:15	-5:17	6:52	9:21	-2:29	5:25	11:36	-6:11	8:28	12:27	-3:58	13:00	14:58	-1:58	6:32	10:42	-4:09
Radio Hauraki	9:47	10:41	-0:54	3:46	2:51	0:55	6:01	8:41	-2:40	8:37	9:45	-1:07	10:14	12:07	-1:53	16:22	16:29	-0:07	14:22	5:41	8:41	10:52	11:24	-0:32
Radio Sport	8:53	11:09	-2:15	3:31	6:00	-2:28	0:45	0:45	0:00	7:05	6:41	0:23	6:33	6:02	0:31	9:04	10:03	-0:59	9:30	10:51	-1:20	11:01	14:35	-3:33
Rhema	9:13	6:41	2:32	*	*	*	5:19	5:15	0:03	4:23	4:00	0:23	7:32	3:12	4:20	16:01	10:12	5:48	13:25	11:21	2:04	1:45	1:45	0:00
Rock	14:18	14:10	0:07	3:10	9:26	-6:16	15:20	13:51	1:29	13:46	12:01	1:44	14:14	12:31	1:43	14:44	14:50	-0:05	9:35	15:16	-5:40	10:47	7:25	3:21
Star	6:50	10:08	-3:17	*	*	*	*	*	*	12:30	12:30	0:00	4:35	3:48	0:47	10:13	2:12	8:01	13:43	9:02	4:40	26:00	29:15	-3:15
Tahu FM	2:36	6:50	-4:13	*	5:30	*	3:19	4:40	-1:21	3:19	4:05	-0:46	3:31	3:26	0:05	4:30	9:01	-4:31	0:15	45:45	-45:30	4:30	3:15	1:14
The Hits	7:05	9:35	-2:29	2:21	4:07	-1:45	3:34	4:07	-0:32	5:29	6:58	-1:28	7:25	6:37	0:47	8:46	9:09	-0:23	10:22	14:08	-3:46	9:08	6:03	3:05
The Sound	14:47	16:27	-1:40	4:57	10:10	-5:12	9:45	12:08	-2:23	16:02	14:06	1:56	18:42	18:16	0:25	18:26	19:32	-1:06	14:06	15:33	-1:26	12:34	12:31	0:02
ZM	9:08	9:06	0:02	3:36	3:55	-0:18	8:37	7:46	0:50	9:27	8:23	1:03	10:25	9:27	0:57	15:24	13:50	1:33	19:52	16:42	3:10	12:01	11:02	0:59
Others	11:29	12:44	-1:15	20:43	22:13	-1:30	3:38	3:34	0:03	2:50	3:17	-0:27	9:31	11:19	-1:48	11:20	12:27	-1:07	7:47	8:14	-0:27	5:54	8:11	-2:16
MediaWorks Combo	17:25	17:25	-0:00	11:22	11:12	0:10	17:56	16:29	1:27	16:27	15:28	0:58	18:45	18:18	0:27	18:49	19:35	-0:46	16:14	16:49	-0:35	17:12	15:17	1:54
NZME Combo	13:59	15:43	-1:43	5:24	6:31	-1:07	12:02	11:23	0:38	10:49	11:27	-0:37	12:46	13:19	-0:32	16:12	16:04	0:08	16:35	16:46	-0:11	13:51	12:46	1:05
All Commercial Radio	23:15	24:08	-0:52	14:43	14:46	-0:02	23:16	21:33	1:42	21:41	20:58	0:42	24:22	24:11	0:10	25:01	26:09	-1:07	22:54	24:02	-1:08	22:25	20:28	1:57
Potential (000)	77.8	77.8	0.0	9.9	10.1	-0.2	18.2	18.0	0.2	22.3	22.3	0.0	33.8	33.8	0.0	23.5	23.5	0.0	20.5	20.5	0.0	13.5	13.9	-0.4
Sample	801	808	-7	81	93	-12	164	151	13	229	237	-8	352	345	7	250	235	15	250	268	-18	153	148	5

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 S3 2019: Sep 2 - Nov 10 2018.



SOUTHLAND COMMERCIAL RADIO - SURVEY 4 2019

Average Time Spent Listening (hh:mm) by Daypart, People 10+
Survey Comparisons: 3/2019 - 4/2019

This Survey Period: Sun Jan 20 to Sat Jun 8 & Sun Jun 16 to Sat Nov 2 2019

Last 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

	This	Last	+/-
Potential (000)	77.8	77.8	0.0
Sample Size	801	808	-7

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

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 S3 2019: Sep 2 - Nov 10 2018.