

SOUTHLAND COMMERCIAL RADIO - SURVEY 1 2020

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

Survey Comparisons: 4/2019 - 1/2020

This Survey Period: Sun Mar 31 to Sat Jun 8 2019 & Sun Jun 16 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020

Last Survey Period: Sun Jan 20 to Sat Jun 8 & Sun Jun 16 to Sat Nov 2 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	10.6	11.0	-0.4	4	2.4	1.8	0.6	11.5	9.1	2.4	9.6	9.2	0.4	11.8	12.2	-0.4	16.1	17.2	-1.1	13.0	15.1	-2.1	15.3	15.2	0.1
Coast	6.5	10.4	-3.9	7	2.7	1.6	1.1	5.3	9.4	-4.1	4.0	2.9	1.1	5.3	5.8	-0.5	9.1	12.5	-3.4	9.5	16.4	-6.9	14.1	9.9	4.2
Edge	7.0	8.0	-1.0	6	13.6	19.5	-5.9	20.8	21.4	-0.6	12.1	13.0	-0.9	8.4	8.2	0.2	1.5	1.6	-0.1	1.0	0.9	0.1	7.7	8.8	-1.1
Hokonui	3.7	4.0	-0.3	12	2.3	0.9	1.4	2.7	3.8	-1.1	3.9	4.5	-0.6	3.6	3.9	-0.3	5.3	5.3	0.0	5.1	5.8	-0.7	0.1	1.7	-1.6
Life FM	0.6	1.2	-0.6	14	2.1	5.3	-3.2	*	2.6	*	1.1	2.6	-1.5	0.8	1.6	-0.8	0.2	0.1	0.1	*	*	*	1.7	0.9	0.8
Magic	11.0	9.1	1.9	2	0.4	0.4	0.0	0.7	0.5	0.2	2.1	2.1	0.0	2.5	2.8	-0.3	7.8	5.8	2.0	28.1	22.0	6.1	4.5	2.8	1.7
More FM	13.2	11.6	1.6	1	46.8	33.2	13.6	12.1	9.8	2.3	12.0	10.5	1.5	13.5	13.4	0.1	13.3	14.1	-0.8	5.9	6.0	-0.1	17.1	17.0	0.1
Newstalk ZB	4.4	4.3	0.1	10	*	*	*	0.6	0.5	0.1	0.5	0.4	0.1	0.6	0.4	0.2	2.7	1.7	1.0	8.9	7.8	1.1	0.4	0.3	0.1
Radio Hauraki	6.5	3.6	2.9	7	6.6	2.3	4.3	8.2	2.6	5.6	9.2	6.7	2.5	7.9	6.1	1.8	5.7	4.2	1.5	3.4	1.5	1.9	3.9	4.9	-1.0
Radio Sport	3.5	3.2	0.3	13	0.3	1.3	-1.0	*	0.1	*	5.7	2.7	3.0	4.0	2.2	1.8	2.5	3.3	-0.8	3.6	4.8	-1.2	0.3	1.4	-1.1
Rhema	0.4	0.4	0.0	16	*	*	*	0.3	0.4	-0.1	0.2	0.4	-0.2	0.5	0.4	0.1	1.0	0.9	0.1	0.6	0.8	-0.2	0.1	0.1	0.0
Rock	11.0	9.1	1.9	2	3.8	2.1	1.7	16.6	15.3	1.3	19.2	18.1	1.1	17.2	14.5	2.7	8.8	6.4	2.4	2.0	1.4	0.6	10.0	9.1	0.9
Star	0.5	0.3	0.2	15	*	*	*	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	0.5	0.4	0.1	1.7	0.8	0.9	0.5	0.5	0.0
Tahu FM	0.1	0.1	0.0	17	*	*	*	0.2	0.2	0.0	0.1	0.2	-0.1	0.1	0.1	0.0	0.1	*	*	*	*	0.1	0.1	0.0	
The Hits	3.9	3.7	0.2	11	5.0	2.9	2.1	1.6	1.7	-0.1	2.6	3.1	-0.5	2.7	3.7	-1.0	3.4	4.3	-0.9	6.0	5.2	0.8	3.5	6.0	-2.5
The Sound	8.6	8.9	-0.3	5	4.0	3.5	0.5	4.5	8.0	-3.5	7.1	10.5	-3.4	11.3	12.7	-1.4	16.8	14.0	2.8	8.4	7.2	1.2	11.1	9.1	2.0
ZM	5.4	6.9	-1.5	9	5.7	8.5	-2.8	13.9	13.4	0.5	10.0	12.2	-2.2	8.4	10.0	-1.6	3.2	5.6	-2.4	0.6	2.2	-1.6	9.1	10.2	-1.1
MediaWorks Combo	61.4	57.8	3.6		71.1	60.4	10.7	66.2	64.1	2.1	62.1	63.5	-1.4	64.8	63.8	1.0	64.1	59.2	4.9	58.3	52.6	5.7	65.9	62.0	3.9
NZME Combo	34.4	36.6	-2.2		25.7	21.0	4.7	32.9	32.3	0.6	36.2	33.1	3.1	32.6	32.4	0.2	31.8	36.9	-5.1	37.4	44.2	-6.8	31.5	34.6	-3.1
Potential (000)	79.0	77.8	1.2		10.3	9.9	0.4	18.1	18.2	-0.1	22.6	22.3	0.3	34.1	33.8	0.3	23.7	23.5	0.2	21.0	20.5	0.5	12.7	13.5	-0.8
Sample	800	801	-1		83	81	2	162	164	-2	223	229	-6	327	352	-25	228	250	-22	260	250	10	141	153	-12

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 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

SOUTHLAND COMMERCIAL RADIO - SURVEY 1 2020

Station Share (%) by Daypart, People 10+

Survey Comparisons: 4/2019 - 1/2020

This Survey Period: Sun Mar 31 to Sat Jun 8 2019 & Sun Jun 16 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020

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

	This	Last	+/-
Potential (000)	79.0	77.8	1.2
Sample Size	800	801	-1

	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	8.0	7.7	0.3	5	11.6	12.8	-1.2	13.6	13.7	-0.1	11.9	12.6	-0.7	6.2	6.3	-0.1	14.1	8.5	5.6	7.8	9.8	-2.0
Coast	4.7	7.7	-3.0	11	6.5	8.8	-2.3	6.5	8.7	-2.2	5.9	9.2	-3.3	5.0	15.2	-10.2	9.0	19.8	-10.8	8.5	13.5	-5.0
Edge	8.0	8.2	-0.2	5	6.4	7.3	-0.9	7.0	9.8	-2.8	8.8	10.0	-1.2	6.6	8.3	-1.7	4.2	2.7	1.5	6.3	6.3	0.0
Hokonui	4.7	5.1	-0.4	11	4.4	4.5	-0.1	5.2	5.6	-0.4	2.7	2.4	0.3	1.0	3.6	-2.6	0.7	1.1	-0.4	2.0	2.3	-0.3
Life FM	0.9	1.6	-0.7	14	0.4	0.7	-0.3	0.4	0.7	-0.3	0.7	1.3	-0.6	0.3	0.5	-0.2	*	0.7	*	0.7	1.9	-1.2
Magic	11.1	10.5	0.6	2	12.2	9.1	3.1	7.7	6.0	1.7	7.9	5.7	2.2	15.7	11.0	4.7	18.0	13.0	5.0	13.2	12.4	0.8
More FM	12.9	13.3	-0.4	1	12.2	10.8	1.4	12.5	11.0	1.5	12.7	10.8	1.9	12.2	7.7	4.5	15.9	10.7	5.2	15.5	13.0	2.5
Newstalk ZB	6.4	5.5	0.9	7	2.1	2.5	-0.4	1.3	1.3	0.0	2.2	2.0	0.2	15.0	12.5	2.5	15.1	17.3	-2.2	5.8	5.0	0.8
Radio Hauraki	5.0	3.1	1.9	10	7.6	3.7	3.9	9.5	3.9	5.6	7.4	4.6	2.8	6.2	1.8	4.4	1.8	0.3	1.5	3.1	4.0	-0.9
Radio Sport	2.3	2.0	0.3	13	3.3	3.7	-0.4	3.3	3.1	0.2	4.1	3.3	0.8	4.8	3.3	1.5	4.5	2.6	1.9	4.4	4.0	0.4
Rhema	0.4	0.3	0.1	16	0.3	0.3	0.0	0.4	0.7	-0.3	0.5	0.4	0.1	0.1	0.1	0.0	*	*	*	0.5	0.5	0.0
Rock	10.6	9.2	1.4	3	13.2	12.0	1.2	13.1	11.3	1.8	12.3	11.2	1.1	4.7	4.5	0.2	7.0	6.4	0.6	7.8	4.4	3.4
Star	0.6	0.3	0.3	15	0.2	*	*	0.1	0.1	0.0	0.5	0.4	0.1	2.5	1.7	0.8	0.1	0.1	0.0	1.0	0.3	0.7
Tahu FM	0.1	0.1	0.0	17	*	*	*	0.1	0.2	-0.1	*	*	*	0.2	0.1	0.1	0.1	0.1	0.0	*	*	*
The Hits	5.1	5.0	0.1	9	4.1	4.3	-0.2	3.8	4.0	-0.2	3.9	4.2	-0.3	2.3	1.8	0.5	*	0.2	*	3.9	2.5	1.4
The Sound	10.3	9.4	0.9	4	9.1	9.9	-0.8	8.9	10.8	-1.9	7.6	8.3	-0.7	6.0	4.1	1.9	6.2	10.9	-4.7	7.6	6.5	1.1
ZM	5.9	8.3	-2.4	8	4.2	5.7	-1.5	4.4	5.3	-0.9	8.8	10.1	-1.3	6.6	10.2	-3.6	0.7	1.5	-0.8	5.7	6.9	-1.2
MediaWorks Combo	61.0	58.3	2.7		64.7	62.0	2.7	62.9	62.7	0.2	61.3	58.5	2.8	51.3	41.9	9.4	65.4	52.2	13.2	58.3	52.4	5.9
NZME Combo	34.3	36.7	-2.4		32.6	33.6	-1.0	34.4	32.5	1.9	35.4	36.1	-0.7	42.9	50.3	-7.4	31.9	42.8	-10.9	34.5	39.6	-5.1

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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	13.4	13.4	0.0	2	1.2	0.9	0.3	3.2	2.9	0.3	4.3	3.6	0.7	6.8	6.3	0.5	4.9	5.9	-1.0	4.0	5.1	-1.1	3.3	3.6	-0.3
Coast	7.9	9.3	-1.4	8	0.7	0.5	0.2	1.4	1.5	-0.1	1.5	1.6	-0.1	2.5	3.2	-0.7	2.8	3.9	-1.1	3.0	3.9	-0.9	2.1	1.8	0.3
Edge	10.4	11.8	-1.4	5	1.9	2.3	-0.4	5.1	5.2	-0.1	5.4	5.8	-0.4	6.3	6.8	-0.5	1.5	2.0	-0.5	0.7	1.0	-0.3	2.2	3.2	-1.0
Hokonui	6.0	6.0	0.0	11	0.6	0.3	0.3	0.5	1.0	-0.5	1.2	1.5	-0.3	1.9	2.3	-0.4	2.5	2.5	0.0	2.8	2.8	0.0	0.2	0.9	-0.7
Life FM	1.6	1.4	0.2	14	0.5	0.5	0.0	*	0.3	*	0.7	0.6	0.1	0.8	0.7	0.1	0.2	0.3	-0.1	0.1	0.2	-0.1	0.8	0.6	0.2
Magic	12.1	10.6	1.5	3	0.5	0.4	0.1	1.0	0.7	0.3	1.5	1.2	0.3	2.9	2.4	0.5	4.8	3.6	1.2	7.2	6.2	1.0	1.3	0.9	0.4
More FM	17.6	15.0	2.6	1	3.6	3.3	0.3	4.7	3.6	1.1	6.1	5.0	1.1	9.3	8.1	1.2	5.5	4.9	0.6	2.9	2.2	0.7	3.8	3.5	0.3
Newstalk ZB	4.7	4.5	0.2	12	*	*	*	0.3	0.2	0.1	0.4	0.3	0.1	0.9	0.5	0.4	1.5	1.0	0.5	2.5	2.4	0.1	0.1	0.1	0.0
Radio Hauraki	7.2	5.3	1.9	9	1.3	0.6	0.7	1.4	1.3	0.1	3.9	3.2	0.7	4.4	4.2	0.2	1.3	1.3	0.0	1.1	0.4	0.7	1.1	1.2	-0.1
Radio Sport	3.6	5.2	-1.6	13	0.3	0.4	-0.1	*	0.4	*	0.9	1.5	-0.6	1.3	2.3	-1.0	1.3	1.9	-0.6	1.7	2.1	-0.4	0.1	0.3	-0.2
Rhema	0.5	0.7	-0.2	16	*	*	*	0.1	0.2	-0.1	0.2	0.3	-0.1	0.3	0.4	-0.1	0.2	0.3	-0.1	0.2	0.2	0.0	0.1	0.1	0.0
Rock	10.7	9.3	1.4	4	0.9	0.7	0.2	3.6	3.1	0.5	5.7	5.3	0.4	7.6	7.2	0.4	2.4	2.3	0.1	0.7	0.6	0.1	2.4	2.3	0.1
Star	0.9	0.6	0.3	15	*	*	*	*	*	*	*	*	*	0.2	0.1	0.1	0.5	0.2	0.3	0.6	0.2	0.4	0.1	*	*
Tahu FM	0.3	0.4	-0.1	17	*	*	*	0.2	0.2	0.0	0.2	0.2	0.0	0.2	0.3	-0.1	0.1	*	*	*	0.1	*	*	*	
The Hits	7.1	7.5	-0.4	10	1.5	1.3	0.2	1.3	1.5	-0.2	2.5	2.3	0.2	3.1	3.5	-0.4	1.5	2.6	-1.1	2.0	2.0	0.0	1.2	1.8	-0.6
The Sound	8.9	8.7	0.2	7	1.1	0.7	0.4	1.7	2.5	-0.8	1.9	2.7	-0.8	3.8	4.8	-1.0	4.5	4.0	0.5	2.9	2.1	0.8	1.9	1.9	0.0
ZM	9.0	10.9	-1.9	6	2.0	2.5	-0.5	4.8	4.8	0.0	4.7	5.3	-0.6	5.5	6.8	-1.3	1.3	1.9	-0.6	0.5	0.5	0.0	1.7	2.3	-0.6
MediaWorks Combo	49.8	48.0	1.8		5.8	5.5	0.3	11.6	11.0	0.6	15.8	15.7	0.1	24.3	24.0	0.3	16.9	16.4	0.5	13.6	13.2	0.4	9.2	9.7	-0.5
NZME Combo	35.6	37.9	-2.3		4.3	4.1	0.2	8.2	8.2	0.0	12.3	12.4	-0.1	15.9	17.9	-2.0	9.2	11.9	-2.7	9.9	10.8	-0.9	5.7	6.7	-1.0
All Commercial Radio	61.6	62.3	-0.7		7.3	7.1	0.2	13.3	13.2	0.1	18.3	18.8	-0.5	28.0	29.0	-1.0	19.9	20.8	-0.9	17.3	17.8	-0.5	10.5	12.0	-1.5
Potential (000)	79.0	77.8	1.2		10.3	9.9	0.4	18.1	18.2	-0.1	22.6	22.3	0.3	34.1	33.8	0.3	23.7	23.5	0.2	21.0	20.5	0.5	12.7	13.5	-0.8
Sample	800	801	-1		83	81	2	162	164	-2	223	229	-6	327	352	-25	228	250	-22	260	250	10	141	153	-12

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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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Cumulative Audience (000's) by Daypart, People 10+
Survey Comparisons: 4/2019 - 1/2020

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	This	Last	+/-
Potential (000)	79.0	77.8	1.2
Sample Size	800	801	-1

	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	7.3	7.1	0.2	2	7.2	7.2	0.0	9.2	9.2	0.0	8.6	7.9	0.7	1.1	1.8	-0.7	2.1	1.8	0.3	6.7	7.3	-0.6
Coast	3.5	4.1	-0.6	11	3.5	5.2	-1.7	4.9	6.0	-1.1	4.1	5.0	-0.9	0.9	1.8	-0.9	1.6	2.2	-0.6	5.3	5.8	-0.5
Edge	6.1	7.2	-1.1	5	5.1	5.6	-0.5	6.1	7.3	-1.2	4.8	6.2	-1.4	3.2	3.0	0.2	0.7	1.0	-0.3	5.7	6.4	-0.7
Hokonui	3.6	3.0	0.6	9	2.2	2.6	-0.4	3.8	4.0	-0.2	2.0	2.0	0.0	0.7	1.1	-0.4	0.3	0.4	-0.1	3.0	2.5	0.5
Life FM	1.1	1.1	0.0	14	0.9	1.2	-0.3	0.8	0.6	0.2	0.8	0.9	-0.1	0.4	0.4	0.0	*	0.3	*	1.5	1.2	0.3
Magic	7.3	5.8	1.5	2	6.7	5.4	1.3	5.8	4.4	1.4	5.2	4.1	1.1	3.2	3.2	0.0	2.2	1.6	0.6	8.0	7.2	0.8
More FM	10.6	10.3	0.3	1	8.5	7.5	1.0	9.1	8.6	0.5	9.4	8.7	0.7	4.4	3.2	1.2	2.3	1.7	0.6	11.1	10.0	1.1
Newstalk ZB	3.6	3.1	0.5	9	2.2	2.2	0.0	1.4	1.6	-0.2	1.6	1.3	0.3	2.5	2.3	0.2	1.7	2.0	-0.3	3.2	3.5	-0.3
Radio Hauraki	5.2	3.6	1.6	7	5.0	3.3	1.7	5.0	3.5	1.5	4.4	3.9	0.5	1.8	1.5	0.3	0.7	0.3	0.4	2.4	2.5	-0.1
Radio Sport	1.9	2.3	-0.4	13	1.6	1.7	-0.1	1.9	2.5	-0.6	2.0	2.7	-0.7	0.8	0.9	-0.1	0.4	0.3	0.1	3.0	3.7	-0.7
Rhema	0.3	0.3	0.0	15	0.3	0.3	0.0	0.3	0.4	-0.1	0.1	0.2	-0.1	0.2	0.2	0.0	*	*	*	0.4	0.5	-0.1
Rock	6.8	5.8	1.0	4	6.2	5.6	0.6	7.0	5.7	1.3	6.8	6.1	0.7	1.8	1.5	0.3	1.3	1.3	0.0	5.2	3.8	1.4
Star	0.3	0.2	0.1	15	0.3	*	*	0.2	0.2	0.0	0.4	0.3	0.1	0.3	0.2	0.1	*	*	*	0.5	0.3	0.2
Tahu FM	0.1	0.1	0.0	17	*	*	*	0.1	0.2	-0.1	*	*	*	0.1	*	*	*	*	*	0.1	0.1	0.0
The Hits	3.0	3.9	-0.9	12	3.4	3.1	0.3	3.2	3.1	0.1	3.1	3.4	-0.3	1.0	1.0	0.0	0.1	0.1	0.0	3.2	2.6	0.6
The Sound	5.9	5.6	0.3	6	4.1	4.3	-0.2	4.6	4.9	-0.3	4.0	4.3	-0.3	2.2	1.8	0.4	1.8	2.2	-0.4	5.9	5.4	0.5
ZM	4.4	6.0	-1.6	8	3.7	4.6	-0.9	4.7	5.2	-0.5	5.6	7.0	-1.4	2.7	4.1	-1.4	0.4	0.6	-0.2	5.3	6.2	-0.9
MediaWorks Combo	35.3	34.0	1.3		31.8	29.9	1.9	34.6	33.3	1.3	32.5	30.8	1.7	13.7	12.9	0.8	8.3	8.2	0.1	35.3	34.5	0.8
NZME Combo	22.1	23.1	-1.0		19.3	20.1	-0.8	22.4	23.1	-0.7	21.4	23.4	-2.0	9.5	12.1	-2.6	5.1	5.9	-0.8	22.3	24.0	-1.7
All Commercial Radio	49.3	49.4	-0.1		43.0	42.7	0.3	45.8	46.9	-1.1	44.5	45.5	-1.0	21.6	23.9	-2.3	11.8	13.3	-1.5	48.7	50.3	-1.6

MediaWorks Combo: Breeze or Edge or Magic 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

SOUTHLAND COMMERCIAL RADIO - SURVEY 1 2020

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

Survey Comparisons: 4/2019 - 1/2020

This Survey Period: Sun Mar 31 to Sat Jun 8 2019 & Sun Jun 16 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020

Last Survey Period: Sun Jan 20 to Sat Jun 8 & Sun Jun 16 to Sat Nov 2 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	10:55	11:54	-0:59	1:56	2:02	-0:05	10:43	9:37	1:06	9:14	10:21	-1:07	11:12	13:38	-2:25	14:32	15:03	-0:30	13:25	12:02	1:22	12:02	11:17	0:44
Coast	11:19	16:05	-4:45	3:39	3:17	0:22	11:24	19:30	-8:05	10:55	7:32	3:22	13:19	12:56	0:23	14:20	16:49	-2:28	12:52	16:56	-4:03	17:03	15:04	1:59
Edge	9:20	9:48	-0:27	7:07	9:02	-1:54	12:12	12:37	-0:24	9:18	9:06	0:12	8:32	8:31	0:00	4:18	4:14	0:04	5:54	3:32	2:22	9:14	7:16	1:57
Hokonui	8:25	9:38	-1:13	3:52	3:51	0:00	14:33	11:16	3:16	13:38	12:13	1:24	11:56	11:45	0:11	9:27	10:57	-1:30	7:31	8:25	-0:53	1:26	5:15	-3:48
Life FM	4:49	12:00	-7:11	4:29	11:28	-6:58	*	31:30	*	6:27	16:23	-9:56	6:57	15:58	-9:01	4:46	2:32	2:13	0:15	0:15	0:00	5:34	4:08	1:26
Magic	12:28	12:30	-0:02	0:52	0:49	0:02	1:56	2:08	-0:11	5:48	7:30	-1:42	5:36	8:14	-2:38	7:13	8:29	-1:16	15:48	14:24	1:23	9:01	8:23	0:38
More FM	10:20	11:10	-0:49	13:14	10:26	2:47	7:40	8:16	-0:35	8:10	8:32	-0:21	9:21	11:36	-2:14	10:47	14:53	-4:05	8:23	10:56	-2:33	11:37	13:03	-1:26
Newstalk ZB	12:59	13:54	-0:54	*	*	*	5:32	7:57	-2:25	5:20	6:52	-1:31	3:55	5:25	-1:30	7:47	8:28	-0:41	14:37	13:00	1:36	7:33	6:32	1:01
Radio Hauraki	12:23	9:47	2:36	5:14	3:46	1:27	16:54	6:01	10:52	9:40	8:37	1:02	11:38	10:14	1:24	19:31	16:22	3:09	12:52	14:22	-1:30	9:05	10:52	-1:46
Radio Sport	13:30	8:53	4:36	1:15	3:31	-2:16	*	0:45	*	26:59	7:05	19:54	19:50	6:33	13:16	8:37	9:04	-0:27	8:23	9:30	-1:07	6:02	11:01	-4:59
Rhema	11:36	9:13	2:22	*	*	*	5:43	5:19	0:24	5:23	4:23	1:00	11:57	7:32	4:24	18:47	16:01	2:46	14:55	13:25	1:29	1:45	1:45	0:00
Rock	14:09	14:18	-0:08	4:03	3:10	0:52	13:39	15:20	-1:41	13:51	13:46	0:05	14:39	14:14	0:25	16:12	14:44	1:27	11:54	9:35	2:19	10:55	10:47	0:08
Star	8:01	6:50	1:10	*	*	*	*	*	*	12:30	12:30	0:00	3:24	4:35	-1:10	5:03	10:13	-5:10	10:37	13:43	-3:06	26:00	26:00	0:00
Tahu FM	2:50	2:36	0:13	*	*	*	3:00	3:19	-0:18	3:00	3:19	-0:18	3:22	3:31	-0:09	4:30	4:30	0:00	0:15	0:15	0:00	4:30	4:30	0:00
The Hits	7:34	7:05	0:29	3:25	2:21	1:03	3:43	3:34	0:08	4:15	5:29	-1:13	5:46	7:25	-1:38	10:20	8:46	1:34	12:27	10:22	2:05	7:48	9:08	-1:20
The Sound	13:10	14:47	-1:37	3:34	4:57	-1:22	7:59	9:45	-1:45	15:35	16:02	-0:27	19:20	18:42	0:38	16:30	18:26	-1:55	11:52	14:06	-2:14	15:26	12:34	2:52
ZM	8:12	9:08	-0:56	2:57	3:36	-0:39	8:38	8:37	0:00	8:51	9:27	-0:35	9:45	10:25	-0:40	11:10	15:24	-4:13	5:02	19:52	-14:50	13:47	12:01	1:46
MediaWorks Combo	16:58	17:25	-0:27	12:19	11:22	0:56	17:02	17:56	-0:53	16:20	16:27	-0:06	17:09	18:45	-1:36	16:51	18:49	-1:58	17:32	16:14	1:18	18:33	17:12	1:21
NZME Combo	13:18	13:59	-0:41	6:00	5:24	0:36	12:01	12:02	-0:00	12:10	10:49	1:20	13:09	12:46	0:23	15:19	16:12	-0:52	15:18	16:35	-1:17	14:20	13:51	0:29
All Commercial Radio	22:20	23:15	-0:55	13:58	14:43	-0:45	22:23	23:16	-0:52	22:46	21:41	1:05	22:57	24:22	-1:24	22:20	25:01	-2:41	23:29	22:54	0:35	24:29	22:25	2:04
Potential (000)	79.0	77.8	1.2	10.3	9.9	0.4	18.1	18.2	-0.1	22.6	22.3	0.3	34.1	33.8	0.3	23.7	23.5	0.2	21.0	20.5	0.5	12.7	13.5	-0.8
Sample	800	801	-1	83	81	2	162	164	-2	223	229	-6	327	352	-25	228	250	-22	260	250	10	141	153	-12

MediaWorks Combo: Breeze or Edge or Magic 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

SOUTHLAND COMMERCIAL RADIO - SURVEY 1 2020

Average Time Spent Listening (hh:mm) by Daypart, People 10+
Survey Comparisons: 4/2019 - 1/2020

This Survey Period: Sun Mar 31 to Sat Jun 8 2019 & Sun Jun 16 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020
Last Survey Period: Sun Jan 20 to Sat Jun 8 & Sun Jun 16 to Sat Nov 2 2019

	This	Last	+/-
Potential (000)	79.0	77.8	1.2
Sample Size	800	801	-1

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

MediaWorks Combo: Breeze or Edge or Magic 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