



# SOUTHLAND COMMERCIAL RADIO - SURVEY 3 2020

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

### Survey Comparisons: 1/2020 - 3/2020

This Survey Period: Sun Jun 16 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020 & Sun July 19 to Sat Sep 12 2020

Last 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

	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	11.1	10.6	0.5	3	2.8	2.4	0.4		10.6	11.5	-0.9		9.6	9.6	0.0		12.0	11.8	0.2		16.6	16.1	0.5		14.6	13.0	1.6		12.9	15.3	-2.4	
Coast	6.5	6.5	0.0	7	3.5	2.7	0.8		5.2	5.3	-0.1		4.3	4.0	0.3		5.3	5.3	0.0		8.2	9.1	-0.9		9.4	9.5	-0.1		11.1	14.1	-3.0	
Edge	6.9	7.0	-0.1	6	16.8	13.6	3.2		15.5	20.8	-5.3		10.6	12.1	-1.5		8.5	8.4	0.1		2.7	1.5	1.2		0.7	1.0	-0.3		10.0	7.7	2.3	
Hokonui	4.1	3.7	0.4	12	3.8	2.3	1.5		3.3	2.7	0.6		4.3	3.9	0.4		4.0	3.6	0.4		6.0	5.3	0.7		5.1	5.1	0.0		0.2	0.1	0.1	
Life FM	0.8	0.6	0.2	13	1.0	2.1	-1.1		1.2	*	*		2.0	1.1	0.9		1.4	0.8	0.6		0.2	0.2	0.0		*	*	*		0.8	1.7	-0.9	
Magic	12.3	11.0	1.3	2	1.2	0.4	0.8		0.4	0.7	-0.3		3.5	2.1	1.4		3.7	2.5	1.2		10.5	7.8	2.7		27.1	28.1	-1.0		9.1	4.5	4.6	
More FM	12.4	13.2	-0.8	1	37.3	46.8	-9.5		19.4	12.1	7.3		15.0	12.0	3.0		13.9	13.5	0.4		9.8	13.3	-3.5		4.4	5.9	-1.5		19.4	17.1	2.3	
Newstalk ZB	5.4	4.4	1.0	9	0.2	*	*		*	0.6	*		0.1	0.5	-0.4		0.8	0.6	0.2		3.3	2.7	0.6		10.3	8.9	1.4		0.5	0.4	0.1	
Radio Hauraki	6.2	6.5	-0.3	8	8.0	6.6	1.4		8.8	8.2	0.6		8.1	9.2	-1.1		7.7	7.9	-0.2		5.7	5.7	0.0		2.6	3.4	-0.8		3.2	3.9	-0.7	
Rhema	0.3	0.4	-0.1	15	*	*	*		0.8	0.3	0.5		0.6	0.2	0.4		0.6	0.5	0.1		0.5	1.0	-0.5		0.1	0.6	-0.5		0.1	0.1	0.0	
Rock	9.3	11.0	-1.7	4	4.5	3.8	0.7		10.9	16.6	-5.7		20.1	19.2	0.9		16.8	17.2	-0.4		7.8	8.8	-1.0		2.6	2.0	0.6		9.1	10.0	-0.9	
Star	0.6	0.5	0.1	14	*	*	*		*	*	*		*	0.1	*		*	0.1	*		0.8	0.5	0.3		1.9	1.7	0.2		0.5	0.5	0.0	
Tahu FM	*	0.1	*	*	*	*	*		0.1	0.2	-0.1		*	0.1	*		*	0.1	*		*	0.1	*		*	*	*		*	0.1	*	
The Hits	4.7	3.9	0.8	11	4.7	5.0	-0.3		3.5	1.6	1.9		3.4	2.6	0.8		4.2	2.7	1.5		5.0	3.4	1.6		6.3	6.0	0.3		3.5	3.5	0.0	
The Sound	8.3	8.6	-0.3	5	6.6	4.0	2.6		3.8	4.5	-0.7		6.1	7.1	-1.0		10.0	11.3	-1.3		15.1	16.8	-1.7		8.8	8.4	0.4		10.0	11.1	-1.1	
ZM	4.9	5.4	-0.5	10	5.3	5.7	-0.4		15.4	13.9	1.5		7.6	10.0	-2.4		6.3	8.4	-2.1		2.6	3.2	-0.6		0.8	0.6	0.2		8.3	9.1	-0.8	
MediaWorks Combo	60.3	61.4	-1.1		69.2	71.1	-1.9		60.6	66.2	-5.6		65.0	62.1	2.9		65.0	64.8	0.2		62.5	64.1	-1.6		58.2	58.3	-0.1		70.5	65.9	4.6	
NZME Combo	31.9	34.4	-2.5		25.5	25.7	-0.2		36.7	32.9	3.8		28.1	36.2	-8.1		28.5	32.6	-4.1		30.8	31.8	-1.0		34.4	37.4	-3.0		26.6	31.5	-4.9	
Potential (000)	79.0	79.0	0.0		10.5	10.3	0.2		17.9	18.1	-0.2		22.6	22.6	0.0		34.1	34.1	0.0		23.7	23.7	0.0		21.0	21.0	0.0		13.1	12.7	0.4	
Sample	826	800	26		88	83	5		154	162	-8		230	223	7		336	327	9		239	228	11		273	260	13		149	141	8	

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 (until S1 2020) or The Hits or ZM or internet only listening to Flava or Mix (until S1 2020)

Please note: Due to COVID-19 survey 2 was cancelled, last survey in this report is Survey 1 2020.



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Station Share (%) by Daypart, People 10+  
Survey Comparisons: 1/2020 - 3/2020

This Survey Period: Sun Jun 16 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020 & Sun July 19 to Sat Sep 12 2020  
Last 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

	This	Last	+/-
Potential (000)	79.0	79.0	0.0
Sample Size	826	800	26

	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	9.1	8.0	1.1	3	12.4	11.6	0.8	13.6	13.6	0.0	13.2	11.9	1.3	5.9	6.2	-0.3	9.7	14.1	-4.4	9.1	7.8	1.3
Coast	5.1	4.7	0.4	10	7.5	6.5	1.0	6.2	6.5	-0.3	5.3	5.9	-0.6	5.6	5.0	0.6	8.1	9.0	-0.9	7.8	8.5	-0.7
Edge	7.6	8.0	-0.4	6	6.8	6.4	0.4	7.6	7.0	0.6	10.2	8.8	1.4	6.2	6.6	-0.4	5.0	4.2	0.8	4.3	6.3	-2.0
Hokonui	4.9	4.7	0.2	11	4.6	4.4	0.2	6.0	5.2	0.8	3.2	2.7	0.5	0.9	1.0	-0.1	0.6	0.7	-0.1	2.5	2.0	0.5
Life FM	0.6	0.9	-0.3	13	0.2	0.4	-0.2	1.4	0.4	1.0	1.0	0.7	0.3	0.2	0.3	-0.1	*	*	*	0.9	0.7	0.2
Magic	14.0	11.1	2.9	1	13.0	12.2	0.8	9.7	7.7	2.0	8.8	7.9	0.9	17.9	15.7	2.2	16.1	18.0	-1.9	12.8	13.2	-0.4
More FM	11.2	12.9	-1.7	2	12.3	12.2	0.1	13.2	12.5	0.7	13.0	12.7	0.3	8.7	12.2	-3.5	11.7	15.9	-4.2	13.6	15.5	-1.9
Newstalk ZB	7.1	6.4	0.7	7	3.0	2.1	0.9	2.0	1.3	0.7	3.3	2.2	1.1	15.7	15.0	0.7	15.5	15.1	0.4	7.2	5.8	1.4
Radio Hauraki	4.9	5.0	-0.1	11	8.1	7.6	0.5	8.7	9.5	-0.8	6.3	7.4	-1.1	5.2	6.2	-1.0	1.6	1.8	-0.2	3.3	3.1	0.2
Rhema	0.2	0.4	-0.2	15	0.2	0.3	-0.1	0.6	0.4	0.2	0.3	0.5	-0.2	0.1	0.1	0.0	*	*	*	0.4	0.5	-0.1
Rock	8.6	10.6	-2.0	4	10.5	13.2	-2.7	10.1	13.1	-3.0	11.3	12.3	-1.0	8.1	4.7	3.4	7.0	7.0	0.0	7.4	7.8	-0.4
Star	0.5	0.6	-0.1	14	0.2	0.2	0.0	0.3	0.1	0.2	0.8	0.5	0.3	2.6	2.5	0.1	*	0.1	*	1.1	1.0	0.1
Tahu FM	0.1	0.1	0.0	16	*	*	*	*	0.1	*	*	*	*	*	0.2	*	0.1	0.1	0.0	*	*	*
The Hits	6.1	5.1	1.0	8	5.0	4.1	0.9	4.3	3.8	0.5	4.6	3.9	0.7	3.1	2.3	0.8	2.6	*	*	4.6	3.9	0.7
The Sound	8.6	10.3	-1.7	4	7.4	9.1	-1.7	7.6	8.9	-1.3	6.3	7.6	-1.3	5.9	6.0	-0.1	16.0	6.2	9.8	9.9	7.6	2.3
ZM	5.7	5.9	-0.2	9	3.4	4.2	-0.8	3.9	4.4	-0.5	7.1	8.8	-1.7	5.9	6.6	-0.7	1.7	0.7	1.0	6.1	5.7	0.4
MediaWorks Combo	59.1	61.0	-1.9		62.4	64.7	-2.3	61.8	62.9	-1.1	62.8	61.3	1.5	52.7	51.3	1.4	65.5	65.4	0.1	57.1	58.3	-1.2
NZME Combo	33.8	34.3	-0.5		31.6	32.6	-1.0	31.2	34.4	-3.2	29.9	35.4	-5.5	36.4	42.9	-6.5	30.1	31.9	-1.8	31.8	34.5	-2.7

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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	1.0	1.2	-0.2		3.0	3.2	-0.2		4.3	4.3	0.0		7.1	6.8	0.3		5.3	4.9	0.4		4.1	4.0	0.1		2.8	3.3	-0.5	
Coast	7.7	7.9	-0.2	9	0.8	0.7	0.1		1.2	1.4	-0.2		1.2	1.5	-0.3		2.3	2.5	-0.2		2.9	2.8	0.1		3.2	3.0	0.2		1.7	2.1	-0.4	
Edge	9.8	10.4	-0.6	5	2.4	1.9	0.5		4.0	5.1	-1.1		4.5	5.4	-0.9		5.5	6.3	-0.8		1.2	1.5	-0.3		0.3	0.7	-0.4		2.3	2.2	0.1	
Hokonui	7.4	6.0	1.4	10	0.9	0.6	0.3		0.9	0.5	0.4		1.7	1.2	0.5		2.8	1.9	0.9		3.1	2.5	0.6		2.9	2.8	0.1		0.2	0.2	0.0	
Life FM	1.7	1.6	0.1	13	0.4	0.5	-0.1		0.2	*	*		1.0	0.7	0.3		1.1	0.8	0.3		0.1	0.2	-0.1		*	0.1	*		0.5	0.8	-0.3	
Magic	12.8	12.1	0.7	3	0.5	0.5	0.0		0.6	1.0	-0.4		1.5	1.5	0.0		3.0	2.9	0.1		5.6	4.8	0.8		7.7	7.2	0.5		1.8	1.3	0.5	
More FM	17.3	17.6	-0.3	1	3.2	3.6	-0.4		4.9	4.7	0.2		6.3	6.1	0.2		9.6	9.3	0.3		5.1	5.5	-0.4		2.4	2.9	-0.5		4.1	3.8	0.3	
Newstalk ZB	5.2	4.7	0.5	12	*	*	*		0.2	0.3	-0.1		0.3	0.4	-0.1		1.1	0.9	0.2		1.6	1.5	0.1		2.5	2.5	0.0		0.1	0.1	0.0	
Radio Hauraki	6.8	7.2	-0.4	11	1.1	1.3	-0.2		1.5	1.4	0.1		3.6	3.9	-0.3		4.2	4.4	-0.2		1.4	1.3	0.1		0.9	1.1	-0.2		1.2	1.1	0.1	
Rhema	0.4	0.5	-0.1	15	*	*	*		0.1	0.1	0.0		0.2	0.2	0.0		0.2	0.3	-0.1		0.1	0.2	-0.1		0.1	0.2	-0.1		0.1	0.1	0.0	
Rock	10.3	10.7	-0.4	4	1.0	0.9	0.1		3.7	3.6	0.1		6.0	5.7	0.3		7.8	7.6	0.2		2.4	2.4	0.0		0.6	0.7	-0.1		2.7	2.4	0.3	
Star	0.8	0.9	-0.1	14	*	*	*		*	*	*		*	*	*		0.2	0.2	0.0		0.4	0.5	-0.1		0.6	0.6	0.0		0.1	0.1	0.0	
Tahu FM	0.3	0.3	0.0	16	*	*	*		0.1	0.2	-0.1		0.1	0.2	-0.1		0.1	0.2	-0.1		0.2	0.1	0.1		0.2	*	*		*	0.1	*	
The Hits	7.9	7.1	0.8	8	1.1	1.5	-0.4		2.1	1.3	0.8		3.3	2.5	0.8		4.1	3.1	1.0		1.8	1.5	0.3		2.0	2.0	0.0		1.7	1.2	0.5	
The Sound	9.4	8.9	0.5	6	1.3	1.1	0.2		1.8	1.7	0.1		2.3	1.9	0.4		4.3	3.8	0.5		4.5	4.5	0.0		2.9	2.9	0.0		2.0	1.9	0.1	
ZM	8.0	9.0	-1.0	7	1.3	2.0	-0.7		4.0	4.8	-0.8		3.5	4.7	-1.2		4.6	5.5	-0.9		1.9	1.3	0.6		0.9	0.5	0.4		2.3	1.7	0.6	
MediaWorks Combo	48.0	49.8	-1.8		5.5	5.8	-0.3		10.5	11.6	-1.1		15.0	15.8	-0.8		23.2	24.3	-1.1		16.6	16.9	-0.3		13.5	13.6	-0.1		9.5	9.2	0.3	
NZME Combo	33.2	35.6	-2.4		3.5	4.3	-0.8		7.6	8.2	-0.6		10.4	12.3	-1.9		14.8	15.9	-1.1		9.6	9.2	0.4		9.3	9.9	-0.6		5.7	5.7	0.0	
All Commercial Radio	60.0	61.6	-1.6		6.4	7.3	-0.9		12.5	13.3	-0.8		17.3	18.3	-1.0		27.2	28.0	-0.8		19.8	19.9	-0.1		17.4	17.3	0.1		11.0	10.5	0.5	
Potential (000)	79.0	79.0	0.0		10.5	10.3	0.2		17.9	18.1	-0.2		22.6	22.6	0.0		34.1	34.1	0.0		23.7	23.7	0.0		21.0	21.0	0.0		13.1	12.7	0.4	
Sample	826	800	26		88	83	5		154	162	-8		230	223	7		336	327	9		239	228	11		273	260	13		149	141	8	

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	This	Last	+/-
Potential (000)	79.0	79.0	0.0
Sample Size	826	800	26

	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	7.3	0.7	2	7.2	7.2	0.0		8.8	9.2	-0.4		7.6	8.6	-1.0		1.1	1.1	0.0		1.8	2.1	-0.3		6.9	6.7	0.2				
Coast	3.9	3.5	0.4	10	3.9	3.5	0.4		4.1	4.9	-0.8		3.5	4.1	-0.6		1.2	0.9	0.3		1.4	1.6	-0.2		5.1	5.3	-0.2				
Edge	5.3	6.1	-0.8	6	4.5	5.1	-0.6		5.9	6.1	-0.2		5.7	4.8	0.9		2.8	3.2	-0.4		1.0	0.7	0.3		4.9	5.7	-0.8				
Hokonui	4.1	3.6	0.5	9	2.6	2.2	0.4		4.7	3.8	0.9		2.3	2.0	0.3		0.6	0.7	-0.1		0.3	0.3	0.0		3.7	3.0	0.7				
Life FM	1.2	1.1	0.1	13	0.6	0.9	-0.3		0.9	0.8	0.1		0.8	0.8	0.0		0.3	0.4	-0.1		*	*	*		1.2	1.5	-0.3				
Magic	8.0	7.3	0.7	2	6.9	6.7	0.2		6.3	5.8	0.5		5.7	5.2	0.5		3.3	3.2	0.1		2.2	2.2	0.0		8.3	8.0	0.3				
More FM	10.1	10.6	-0.5	1	8.2	8.5	-0.3		9.1	9.1	0.0		9.2	9.4	-0.2		3.9	4.4	-0.5		2.3	2.3	0.0		10.1	11.1	-1.0				
Newstalk ZB	3.6	3.6	0.0	12	2.4	2.2	0.2		1.9	1.4	0.5		1.4	1.6	-0.2		2.4	2.5	-0.1		1.8	1.7	0.1		3.6	3.2	0.4				
Radio Hauraki	5.0	5.2	-0.2	7	5.0	5.0	0.0		4.6	5.0	-0.4		4.0	4.4	-0.4		1.5	1.8	-0.3		0.6	0.7	-0.1		2.8	2.4	0.4				
Rhema	0.2	0.3	-0.1	15	0.3	0.3	0.0		0.2	0.3	-0.1		0.2	0.1	0.1		0.1	0.2	-0.1		*	*	*		0.3	0.4	-0.1				
Rock	6.1	6.8	-0.7	5	5.5	6.2	-0.7		6.0	7.0	-1.0		5.7	6.8	-1.1		2.8	1.8	1.0		1.1	1.3	-0.2		4.9	5.2	-0.3				
Star	0.2	0.3	-0.1	15	0.3	0.3	0.0		0.3	0.2	0.1		0.3	0.4	-0.1		0.3	0.3	0.0		*	*	*		0.5	0.5	0.0				
Tahu FM	0.3	0.1	0.2	14	*	*	*		0.1	0.1	0.0		*	*	*		*	0.1	*		*	*	*		0.1	0.1	0.0				
The Hits	3.9	3.0	0.9	10	4.0	3.4	0.6		3.5	3.2	0.3		3.7	3.1	0.6		1.5	1.0	0.5		0.6	0.1	0.5		3.9	3.2	0.7				
The Sound	6.2	5.9	0.3	4	4.2	4.1	0.1		4.7	4.6	0.1		3.9	4.0	-0.1		2.4	2.2	0.2		1.5	1.8	-0.3		6.3	5.9	0.4				
ZM	4.7	4.4	0.3	8	3.4	3.7	-0.3		4.7	4.7	0.0		4.6	5.6	-1.0		1.8	2.7	-0.9		0.7	0.4	0.3		4.9	5.3	-0.4				
MediaWorks Combo	34.7	35.3	-0.6		30.5	31.8	-1.3		34.2	34.6	-0.4		31.5	32.5	-1.0		13.8	13.7	0.1		7.7	8.3	-0.6		33.1	35.3	-2.2				
NZME Combo	21.8	22.1	-0.3		18.5	19.3	-0.8		21.1	22.4	-1.3		17.8	21.4	-3.6		8.3	9.5	-1.2		5.4	5.1	0.3		21.0	22.3	-1.3				
All Commercial Radio	48.7	49.3	-0.6		42.2	43.0	-0.8		46.2	45.8	0.4		42.4	44.5	-2.1		20.7	21.6	-0.9		11.8	11.8	0.0		46.8	48.7	-1.9				

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 (until S1 2020) or The Hits or ZM or internet only listening to Flava or Mix (until S1 2020)

Please note: Due to COVID-19 survey 2 was cancelled, last survey in this report is Survey 1 2020.



# SOUTHLAND COMMERCIAL RADIO - SURVEY 3 2020

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

Survey Comparisons: 1/2020 - 3/2020

This Survey Period: Sun Jun 16 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020 & Sun July 19 to Sat Sep 12 2020

Last 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

	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	11:20	10:55	0:24	2:39	1:56	0:42	10:11	10:43	-0:32	9:11	9:14	-0:02	10:40	11:12	-0:32	13:46	14:32	-0:45	15:23	13:25	1:57	12:03	12:02	0:01
Coast	11:31	11:19	0:12	4:07	3:39	0:28	12:50	11:24	1:25	15:16	10:55	4:21	14:20	13:19	1:00	12:21	14:20	-1:59	12:44	12:52	-0:08	16:55	17:03	-0:07
Edge	9:38	9:20	0:17	6:56	7:07	-0:11	11:12	12:12	-1:00	9:40	9:18	0:21	9:43	8:32	1:11	9:58	4:18	5:39	11:11	5:54	5:16	11:14	9:14	2:00
Hokonui	7:35	8:25	-0:49	4:14	3:52	0:22	10:14	14:33	-4:19	10:21	13:38	-3:17	9:10	11:56	-2:46	8:36	9:27	-0:51	7:28	7:31	-0:03	1:48	1:26	0:22
Life FM	5:54	4:49	1:04	2:24	4:29	-2:04	14:30	*	*	8:10	6:27	1:43	8:21	6:57	1:24	11:15	4:46	6:28	*	0:15	*	3:51	5:34	-1:43
Magic	13:07	12:28	0:39	2:15	0:52	1:22	2:05	1:56	0:08	9:17	5:48	3:28	7:44	5:36	2:08	8:13	7:13	1:00	15:07	15:48	-0:40	13:08	9:01	4:06
More FM	9:48	10:20	-0:32	11:35	13:14	-1:38	11:24	7:40	3:43	9:48	8:10	1:37	9:10	9:21	-0:11	8:29	10:47	-2:18	7:55	8:23	-0:28	12:29	11:37	0:52
Newstalk ZB	14:06	12:59	1:07	6:30	*	*	0:24	5:32	-5:07	0:59	5:20	-4:21	4:32	3:55	0:37	9:10	7:47	1:23	17:29	14:37	2:52	8:30	7:33	0:56
Radio Hauraki	12:27	12:23	0:04	7:02	5:14	1:47	16:28	16:54	-0:25	9:18	9:40	-0:22	11:24	11:38	-0:14	17:30	19:31	-2:01	11:51	12:52	-1:01	6:48	9:05	-2:17
Rhema	12:34	11:36	0:58	*	*	*	15:23	5:43	9:39	12:21	5:23	6:58	15:48	11:57	3:51	17:36	18:47	-1:11	8:15	14:55	-6:40	1:45	1:45	0:00
Rock	12:17	14:09	-1:52	4:32	4:03	0:29	8:29	13:39	-5:09	13:42	13:51	-0:09	13:36	14:39	-1:03	14:34	16:12	-1:37	17:22	11:54	5:28	8:50	10:55	-2:04
Star	10:38	8:01	2:37	*	*	*	*	12:30	*	*	12:30	*	0:45	3:24	-2:39	8:12	5:03	3:08	14:13	10:37	3:36	26:00	26:00	0:00
Tahu FM	0:52	2:50	-1:58	*	*	*	2:03	3:00	-0:57	2:03	3:00	-0:57	2:03	3:22	-1:18	0:30	4:30	-4:00	0:26	0:15	0:11	*	4:30	*
The Hits	8:07	7:34	0:32	4:07	3:25	0:41	4:50	3:43	1:07	4:17	4:15	0:01	6:30	5:46	0:44	12:20	10:20	2:00	13:28	12:27	1:01	5:29	7:48	-2:19
The Sound	12:03	13:10	-1:06	5:03	3:34	1:29	6:01	7:59	-1:58	11:07	15:35	-4:28	14:39	19:20	-4:40	14:46	16:30	-1:44	13:03	11:52	1:11	13:12	15:26	-2:14
ZM	8:18	8:12	0:06	4:05	2:57	1:08	11:00	8:38	2:21	9:03	8:51	0:11	8:39	9:45	-1:05	5:49	11:10	-5:21	4:00	5:02	-1:02	9:27	13:47	-4:20
MediaWorks Combo	17:08	16:58	0:10	12:21	12:19	0:01	16:37	17:02	-0:25	17:44	16:20	1:23	17:36	17:09	0:26	16:34	16:51	-0:17	18:33	17:32	1:00	19:18	18:33	0:44
NZME Combo	13:06	13:18	-0:11	7:04	6:00	1:04	13:50	12:01	1:48	11:01	12:10	-1:08	12:05	13:09	-1:04	14:11	15:19	-1:08	16:00	15:18	0:42	12:14	14:20	-2:06
All Commercial Radio	22:44	22:20	0:24	15:23	13:58	1:25	23:02	22:23	0:39	23:40	22:46	0:54	23:06	22:57	0:08	22:13	22:20	-0:07	24:47	23:29	1:17	23:52	24:29	-0:37
Potential (000)	79.0	79.0	0.0	10.5	10.3	0.2	17.9	18.1	-0.2	22.6	22.6	0.0	34.1	34.1	0.0	23.7	23.7	0.0	21.0	21.0	0.0	13.1	12.7	0.4
Sample	826	800	26	88	83	5	154	162	-8	230	223	7	336	327	9	239	228	11	273	260	13	149	141	8

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 (until S1 2020) or The Hits or ZM or internet only listening to Flava or Mix (until S1 2020)

Please note: Due to COVID-19 survey 2 was cancelled, last survey in this report is Survey 1 2020.



# SOUTHLAND COMMERCIAL RADIO - SURVEY 3 2020

Average Time Spent Listening (hh:mm) by Daypart, People 10+  
Survey Comparisons: 1/2020 - 3/2020

This Survey Period: Sun Jun 16 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020 & Sun July 19 to Sat Sep 12 2020

Last 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

	This	Last	+/-
Potential (000)	79.0	79.0	0.0
Sample Size	826	800	26

	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	2:36	2:37	-0:01	4:38	4:27	0:10	4:59	4:49	0:09	2:34	4:38	0:18	3:23	3:24	-0:00	2:57	3:12	-0:14	3:33	3:00	0:33
Coast	3:02	3:14	-0:11	5:14	5:06	0:07	4:56	4:22	0:33	2:14	2:20	-0:05	3:07	3:22	-0:14	3:05	2:39	0:25	4:05	4:11	-0:06
Edge	3:17	3:07	0:09	4:04	3:28	0:36	4:12	3:47	0:25	2:40	2:58	-0:17	1:27	1:16	0:10	2:45	2:47	-0:01	2:21	2:53	-0:31
Hokonui	2:43	3:05	-0:21	4:47	5:32	-0:44	4:07	4:25	-0:18	2:04	2:14	-0:09	0:55	0:57	-0:01	1:14	1:07	0:07	1:51	1:42	0:09
Life FM	1:09	1:56	-0:47	1:01	1:20	-0:19	4:57	1:37	3:19	1:55	1:27	0:28	0:28	0:30	-0:01	0:15	*	*	1:56	1:12	0:44
Magic	4:04	3:36	0:27	5:06	5:00	0:06	4:58	4:22	0:35	2:18	2:28	-0:10	3:33	3:04	0:29	4:02	3:54	0:08	4:09	4:15	-0:06
More FM	2:33	2:53	-0:20	4:03	3:58	0:05	4:41	4:29	0:12	2:06	2:13	-0:06	1:27	1:44	-0:16	2:46	3:17	-0:30	3:36	3:37	-0:00
Newstalk ZB	4:35	4:12	0:22	3:24	2:34	0:50	3:24	3:04	0:20	3:25	2:15	1:10	4:21	3:49	0:32	4:33	4:23	0:10	5:25	4:47	0:37
Radio Hauraki	2:17	2:16	0:00	4:21	4:14	0:06	6:10	6:09	0:01	2:21	2:42	-0:21	2:11	2:08	0:03	1:22	1:09	0:13	3:07	3:20	-0:13
Rhema	2:10	3:21	-1:10	1:37	2:39	-1:02	9:06	4:55	4:10	2:57	5:15	-2:17	0:30	0:23	0:06	*	*	*	3:53	3:35	0:18
Rock	3:15	3:44	-0:28	5:07	5:52	-0:44	5:26	6:07	-0:40	2:55	2:58	-0:02	1:53	1:40	0:12	3:27	2:37	0:50	4:02	3:55	0:07
Star	4:34	4:33	0:01	1:48	1:29	0:18	3:09	1:48	1:21	3:21	2:17	1:03	6:02	4:54	1:08	*	1:00	*	6:16	5:13	1:03
Tahu FM	0:42	1:10	-0:28	*	*	*	0:15	2:39	-2:24	*	*	*	*	2:00	*	1:15	1:15	0:00	0:45	0:59	-0:14
The Hits	3:36	3:58	-0:22	3:23	3:21	0:01	4:03	3:54	0:09	1:50	2:05	-0:14	1:21	1:24	-0:02	2:08	0:15	1:53	3:12	3:10	0:02
The Sound	3:11	4:08	-0:56	4:44	6:08	-1:23	5:15	6:24	-1:08	2:27	3:06	-0:39	1:36	1:42	-0:06	5:53	1:37	4:16	4:13	3:20	0:53
ZM	2:48	3:12	-0:23	2:40	3:04	-0:24	2:41	3:04	-0:22	2:16	2:33	-0:17	2:13	1:31	0:41	1:13	0:50	0:22	3:19	2:46	0:33
MediaWorks Combo	3:56	4:06	-0:10	5:31	5:37	-0:05	5:51	5:57	-0:05	2:58	3:05	-0:07	2:30	2:21	0:09	4:36	3:48	0:48	4:39	4:17	0:22
NZME Combo	3:34	3:41	-0:07	4:35	4:39	-0:03	4:47	5:02	-0:14	2:29	2:41	-0:12	2:53	2:48	0:04	3:00	2:59	0:00	4:05	4:00	0:04
All Commercial Radio	4:45	4:49	-0:04	6:24	6:25	-0:00	7:01	7:09	-0:07	3:31	3:40	-0:09	3:10	2:54	0:16	4:35	4:06	0:29	5:45	5:19	0:26

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 (until S1 2020) or The Hits or ZM or internet only listening to Flava or Mix (until S1 2020)

Please note: Due to COVID-19 survey 2 was cancelled, last survey in this report is Survey 1 2020.