



SOUTHLAND COMMERCIAL RADIO - SURVEY 4 2020

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

Survey Comparisons: 3/2020 - 4/2020

This Survey Period: Sun Aug 25 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020 & Sun July 19 to Sat Nov 14 2020

Last 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

	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	8.0	11.1	-3.1	5	3.0	2.8	0.2	5.5	10.6	-5.1	8.6	9.6	-1.0	8.0	12.0	-4.0	11.2	16.6	-5.4	12.2	14.6	-2.4	8.0	12.9	-4.9
Coast	7.1	6.5	0.6	7	3.9	3.5	0.4	5.3	5.2	0.1	4.1	4.3	-0.2	5.8	5.3	0.5	8.6	8.2	0.4	9.4	9.4	0.0	8.8	11.1	-2.3
Edge	7.6	6.9	0.7	6	16.9	16.8	0.1	14.7	15.5	-0.8	11.9	10.6	1.3	9.6	8.5	1.1	3.5	2.7	0.8	1.1	0.7	0.4	8.4	10.0	-1.6
Hokonui	4.0	4.1	-0.1	12	3.7	3.8	-0.1	1.6	3.3	-1.7	2.5	4.3	-1.8	3.4	4.0	-0.6	7.2	6.0	1.2	5.7	5.1	0.6	2.5	0.2	2.3
Life FM	0.7	0.8	-0.1	14	0.9	1.0	-0.1	1.0	1.2	-0.2	1.7	2.0	-0.3	1.2	1.4	-0.2	0.3	0.2	0.1	0.1	*	*	0.8	0.8	0.0
Magic	12.9	12.3	0.6	1	1.2	1.2	0.0	0.3	0.4	-0.1	2.8	3.5	-0.7	3.7	3.7	0.0	12.0	10.5	1.5	27.9	27.1	0.8	9.2	9.1	0.1
More FM	12.3	12.4	-0.1	2	40.5	37.3	3.2	20.1	19.4	0.7	16.4	15.0	1.4	14.9	13.9	1.0	8.8	9.8	-1.0	3.1	4.4	-1.3	19.0	19.4	-0.4
Newstalk ZB	6.8	5.4	1.4	8	0.1	0.2	-0.1	*	*	*	0.1	0.1	0.0	1.4	0.8	0.6	3.8	3.3	0.5	12.3	10.3	2.0	2.1	0.5	1.6
Radio Hauraki	6.5	6.2	0.3	9	6.7	8.0	-1.3	9.9	8.8	1.1	7.1	8.1	-1.0	8.1	7.7	0.4	7.6	5.7	1.9	3.0	2.6	0.4	2.6	3.2	-0.6
Rhema	0.6	0.3	0.3	15	*	*	*	1.2	0.8	0.4	0.8	0.6	0.2	0.8	0.6	0.2	1.0	0.5	0.5	0.6	0.1	0.5	*	0.1	*
Rock	9.1	9.3	-0.2	3	4.3	4.5	-0.2	13.0	10.9	2.1	20.6	20.1	0.5	15.4	16.8	-1.4	6.1	7.8	-1.7	3.2	2.6	0.6	9.8	9.1	0.7
Star	1.0	0.6	0.4	13	*	*	*	*	*	*	*	*	*	*	*	*	1.1	0.8	0.3	3.1	1.9	1.2	1.3	0.5	0.8
Tahu FM	*	*	*	*	*	*	*	0.1	0.1	0.0	0.1	*	*	*	*	*	*	*	*	*	*	*	*	*	*
The Hits	5.0	4.7	0.3	11	6.4	4.7	1.7	3.0	3.5	-0.5	3.7	3.4	0.3	6.2	4.2	2.0	7.7	5.0	2.7	3.8	6.3	-2.5	4.4	3.5	0.9
The Sound	8.9	8.3	0.6	4	6.5	6.6	-0.1	4.2	3.8	0.4	6.3	6.1	0.2	10.7	10.0	0.7	15.4	15.1	0.3	10.4	8.8	1.6	13.0	10.0	3.0
ZM	5.3	4.9	0.4	10	4.6	5.3	-0.7	18.5	15.4	3.1	11.1	7.6	3.5	7.9	6.3	1.6	1.4	2.6	-1.2	0.6	0.8	-0.2	8.5	8.3	0.2
MediaWorks Combo	58.9	60.3	-1.4		72.4	69.2	3.2	58.3	60.6	-2.3	66.7	65.0	1.7	62.3	65.0	-2.7	57.0	62.5	-5.5	57.9	58.2	-0.3	67.5	70.5	-3.0
NZME Combo	34.6	31.9	2.7		25.4	25.5	-0.1	38.4	36.7	1.7	28.6	28.1	0.5	32.9	28.5	4.4	36.4	30.8	5.6	34.9	34.4	0.5	28.9	26.6	2.3
Potential (000)	79.0	79.0	0.0		10.2	10.5	-0.3	18.2	17.9	0.3	22.6	22.6	0.0	34.1	34.1	0.0	23.7	23.7	0.0	21.0	21.0	0.0	12.4	13.1	-0.7
Sample	831	826	5		88	88	0	151	154	-3	235	230	5	349	336	13	250	239	11	259	273	-14	148	149	-1

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 The Hits or ZM or internet only listening to Flava



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Station Share (%) by Daypart, People 10+
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	This	Last	+/-
Potential (000)	79.0	79.0	0.0
Sample Size	831	826	5

	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	6.8	9.1	-2.3	7	8.2	12.4	-4.2	9.3	13.6	-4.3	9.7	13.2	-3.5	8.4	5.9	2.5	5.6	9.7	-4.1	6.7	9.1	-2.4
Coast	5.9	5.1	0.8	8	9.3	7.5	1.8	7.3	6.2	1.1	5.9	5.3	0.6	5.2	5.6	-0.4	6.9	8.1	-1.2	7.0	7.8	-0.8
Edge	8.5	7.6	0.9	4	7.0	6.8	0.2	7.6	7.6	0.0	10.4	10.2	0.2	7.8	6.2	1.6	12.7	5.0	7.7	4.8	4.3	0.5
Hokonui	5.1	4.9	0.2	11	3.5	4.6	-1.1	5.3	6.0	-0.7	3.9	3.2	0.7	2.9	0.9	2.0	0.6	0.6	0.0	2.9	2.5	0.4
Life FM	0.6	0.6	0.0	14	0.2	0.2	0.0	1.1	1.4	-0.3	0.9	1.0	-0.1	0.2	0.2	0.0	*	*	*	0.8	0.9	-0.1
Magic	14.3	14.0	0.3	1	14.1	13.0	1.1	10.3	9.7	0.6	10.5	8.8	1.7	15.9	17.9	-2.0	19.2	16.1	3.1	12.9	12.8	0.1
More FM	11.4	11.2	0.2	2	11.5	12.3	-0.8	13.7	13.2	0.5	13.5	13.0	0.5	6.7	8.7	-2.0	8.8	11.7	-2.9	13.7	13.6	0.1
Newstalk ZB	8.8	7.1	1.7	3	3.5	3.0	0.5	2.4	2.0	0.4	4.5	3.3	1.2	20.7	15.7	5.0	13.8	15.5	-1.7	9.4	7.2	2.2
Radio Hauraki	5.1	4.9	0.2	11	9.4	8.1	1.3	9.9	8.7	1.2	6.8	6.3	0.5	4.1	5.2	-1.1	1.6	1.6	0.0	2.3	3.3	-1.0
Rhema	0.3	0.2	0.1	15	0.2	0.2	0.0	1.1	0.6	0.5	0.6	0.3	0.3	0.1	0.1	0.0	*	*	*	0.7	0.4	0.3
Rock	8.4	8.6	-0.2	5	10.1	10.5	-0.4	10.0	10.1	-0.1	11.2	11.3	-0.1	8.6	8.1	0.5	5.6	7.0	-1.4	7.4	7.4	0.0
Star	0.9	0.5	0.4	13	0.3	0.2	0.1	0.5	0.3	0.2	1.0	0.8	0.2	3.6	2.6	1.0	*	*	*	1.8	1.1	0.7
Tahu FM	0.1	0.1	0.0	16	*	*	*	*	*	*	*	*	*	*	*	*	0.1	0.1	0.0	*	*	*
The Hits	5.3	6.1	-0.8	10	6.3	5.0	1.3	5.3	4.3	1.0	4.5	4.6	-0.1	4.0	3.1	0.9	2.5	2.6	-0.1	3.9	4.6	-0.7
The Sound	8.3	8.6	-0.3	6	7.7	7.4	0.3	7.4	7.6	-0.2	6.5	6.3	0.2	5.4	5.9	-0.5	17.7	16.0	1.7	12.9	9.9	3.0
ZM	5.8	5.7	0.1	9	4.4	3.4	1.0	4.9	3.9	1.0	6.4	7.1	-0.7	2.8	5.9	-3.1	2.6	1.7	0.9	6.8	6.1	0.7
MediaWorks Combo	57.7	59.1	-1.4		58.7	62.4	-3.7	58.3	61.8	-3.5	61.9	62.8	-0.9	53.1	52.7	0.4	69.7	65.5	4.2	58.5	57.1	1.4
NZME Combo	35.9	33.8	2.1		36.4	31.6	4.8	35.2	31.2	4.0	32.0	29.9	2.1	39.7	36.4	3.3	28.0	30.1	-2.1	32.3	31.8	0.5

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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	10.5	13.4	-2.9	4	1.0	1.0	0.0	1.5	3.0	-1.5	3.4	4.3	-0.9	5.3	7.1	-1.8	4.3	5.3	-1.0	3.5	4.1	-0.6	2.0	2.8	-0.8
Coast	8.0	7.7	0.3	8	0.9	0.8	0.1	0.9	1.2	-0.3	0.9	1.2	-0.3	2.2	2.3	-0.1	3.5	2.9	0.6	3.6	3.2	0.4	1.2	1.7	-0.5
Edge	9.8	9.8	0.0	5	2.1	2.4	-0.3	3.9	4.0	-0.1	4.1	4.5	-0.4	5.0	5.5	-0.5	1.3	1.2	0.1	0.4	0.3	0.1	1.8	2.3	-0.5
Hokonui	7.0	7.4	-0.4	10	0.8	0.9	-0.1	0.9	0.9	0.0	1.5	1.7	-0.2	2.7	2.8	-0.1	3.3	3.1	0.2	2.9	2.9	0.0	0.5	0.2	0.3
Life FM	1.7	1.7	0.0	13	0.4	0.4	0.0	0.2	0.2	0.0	0.8	1.0	-0.2	0.9	1.1	-0.2	0.2	0.1	0.1	0.2	*	*	0.4	0.5	-0.1
Magic	12.9	12.8	0.1	2	0.5	0.5	0.0	0.4	0.6	-0.2	1.4	1.5	-0.1	3.0	3.0	0.0	5.6	5.6	0.0	7.6	7.7	-0.1	1.7	1.8	-0.1
More FM	16.3	17.3	-1.0	1	3.1	3.2	-0.1	4.3	4.9	-0.6	5.6	6.3	-0.7	8.9	9.6	-0.7	4.9	5.1	-0.2	2.1	2.4	-0.3	3.1	4.1	-1.0
Newstalk ZB	5.2	5.2	0.0	12	*	*	*	0.3	0.2	0.1	0.5	0.3	0.2	1.5	1.1	0.4	1.7	1.6	0.1	2.4	2.5	-0.1	0.3	0.1	0.2
Radio Hauraki	6.2	6.8	-0.6	11	0.9	1.1	-0.2	1.3	1.5	-0.2	2.9	3.6	-0.7	3.8	4.2	-0.4	1.7	1.4	0.3	1.0	0.9	0.1	1.1	1.2	-0.1
Rhema	0.4	0.4	0.0	15	*	*	*	0.2	0.1	0.1	0.1	0.2	-0.1	0.2	0.2	0.0	0.2	0.1	0.1	0.2	0.1	0.1	*	0.1	*
Rock	10.7	10.3	0.4	3	0.8	1.0	-0.2	4.6	3.7	0.9	5.8	6.0	-0.2	7.4	7.8	-0.4	2.3	2.4	-0.1	0.8	0.6	0.2	2.8	2.7	0.1
Star	0.8	0.8	0.0	14	*	*	*	*	*	*	*	*	*	*	0.2	*	0.3	0.4	-0.1	0.8	0.6	0.2	0.1	0.1	0.0
Tahu FM	0.4	0.3	0.1	15	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.3	0.2	0.1	0.3	0.2	0.1	*	*	*
The Hits	7.7	7.9	-0.2	9	1.2	1.1	0.1	1.7	2.1	-0.4	3.0	3.3	-0.3	4.2	4.1	0.1	2.3	1.8	0.5	1.6	2.0	-0.4	1.6	1.7	-0.1
The Sound	9.5	9.4	0.1	6	1.2	1.3	-0.1	1.5	1.8	-0.3	1.9	2.3	-0.4	4.2	4.3	-0.1	4.8	4.5	0.3	3.3	2.9	0.4	1.8	2.0	-0.2
ZM	8.4	8.0	0.4	7	0.9	1.3	-0.4	4.7	4.0	0.7	4.2	3.5	0.7	5.0	4.6	0.4	1.6	1.9	-0.3	0.9	0.9	0.0	2.4	2.3	0.1
MediaWorks Combo	46.4	48.0	-1.6		5.1	5.5	-0.4	10.1	10.5	-0.4	13.3	15.0	-1.7	21.1	23.2	-2.1	16.0	16.6	-0.6	13.6	13.5	0.1	8.5	9.5	-1.0
NZME Combo	33.3	33.2	0.1		3.3	3.5	-0.2	7.9	7.6	0.3	10.7	10.4	0.3	15.5	14.8	0.7	10.2	9.6	0.6	9.2	9.3	-0.1	5.5	5.7	-0.2
All Commercial Radio	60.2	60.0	0.2		5.7	6.4	-0.7	13.4	12.5	0.9	17.1	17.3	-0.2	26.7	27.2	-0.5	20.0	19.8	0.2	17.8	17.4	0.4	10.3	11.0	-0.7
Potential (000)	79.0	79.0	0.0		10.2	10.5	-0.3	18.2	17.9	0.3	22.6	22.6	0.0	34.1	34.1	0.0	23.7	23.7	0.0	21.0	21.0	0.0	12.4	13.1	-0.7
Sample	831	826	5		88	88	0	151	154	-3	235	230	5	349	336	13	250	239	11	259	273	-14	148	149	-1

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	This	Last	+/-	Rank	This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-	
Breeze	6.2	8.0	-1.8	4	4.6	7.2	-2.6		6.0	8.8	-2.8		5.4	7.6	-2.2		1.5	1.1	0.4		1.2	1.8	-0.6		5.5	6.9	-1.4	
Coast	4.5	3.9	0.6	8	4.3	3.9	0.4		3.9	4.1	-0.2		3.2	3.5	-0.3		1.2	1.2	0.0		1.0	1.4	-0.4		5.1	5.1	0.0	
Edge	5.8	5.3	0.5	5	4.3	4.5	-0.2		5.4	5.9	-0.5		6.0	5.7	0.3		2.5	2.8	-0.3		1.3	1.0	0.3		5.1	4.9	0.2	
Hokonui	4.1	4.1	0.0	9	2.5	2.6	-0.1		3.9	4.7	-0.8		2.7	2.3	0.4		0.8	0.6	0.2		0.2	0.3	-0.1		3.6	3.7	-0.1	
Life FM	1.2	1.2	0.0	13	0.6	0.6	0.0		0.9	0.9	0.0		0.7	0.8	-0.1		0.3	0.3	0.0		0.1	*	*		1.2	1.2	0.0	
Magic	8.3	8.0	0.3	2	7.0	6.9	0.1		6.9	6.3	0.6		6.3	5.7	0.6		3.6	3.3	0.3		2.7	2.2	0.5		8.5	8.3	0.2	
More FM	9.7	10.1	-0.4	1	6.8	8.2	-1.4		8.7	9.1	-0.4		8.5	9.2	-0.7		3.2	3.9	-0.7		1.8	2.3	-0.5		8.5	10.1	-1.6	
Newstalk ZB	3.7	3.6	0.1	12	2.3	2.4	-0.1		1.6	1.9	-0.3		2.0	1.4	0.6		2.6	2.4	0.2		2.0	1.8	0.2		3.9	3.6	0.3	
Radio Hauraki	3.9	5.0	-1.1	10	4.7	5.0	-0.3		4.0	4.6	-0.6		3.3	4.0	-0.7		1.4	1.5	-0.1		0.6	0.6	0.0		2.2	2.8	-0.6	
Rhema	0.2	0.2	0.0	16	0.2	0.3	-0.1		0.3	0.2	0.1		0.3	0.2	0.1		0.1	0.1	0.0		*	*	*		0.4	0.3	0.1	
Rock	6.8	6.1	0.7	3	5.7	5.5	0.2		6.4	6.0	0.4		6.1	5.7	0.4		3.1	2.8	0.3		0.9	1.1	-0.2		5.2	4.9	0.3	
Star	0.4	0.2	0.2	14	0.4	0.3	0.1		0.4	0.3	0.1		0.3	0.3	0.0		0.4	0.3	0.1		*	*	*		0.7	0.5	0.2	
Tahu FM	0.4	0.3	0.1	14	*	*	*		0.1	0.1	0.0		*	*	*		*	*	*		*	*	*		0.1	0.1	0.0	
The Hits	3.8	3.9	-0.1	11	4.2	4.0	0.2		3.4	3.5	-0.1		3.6	3.7	-0.1		1.8	1.5	0.3		0.7	0.6	0.1		4.0	3.9	0.1	
The Sound	5.8	6.2	-0.4	5	4.7	4.2	0.5		4.6	4.7	-0.1		4.1	3.9	0.2		2.1	2.4	-0.3		1.1	1.5	-0.4		6.2	6.3	-0.1	
ZM	4.7	4.7	0.0	7	3.6	3.4	0.2		5.2	4.7	0.5		4.3	4.6	-0.3		1.2	1.8	-0.6		1.2	0.7	0.5		4.8	4.9	-0.1	
MediaWorks Combo	33.9	34.7	-0.8		27.7	30.5	-2.8		32.7	34.2	-1.5		30.6	31.5	-0.9		13.8	13.8	0.0		7.2	7.7	-0.5		31.6	33.1	-1.5	
NZME Combo	21.7	21.8	-0.1		19.1	18.5	0.6		20.2	21.1	-0.9		17.5	17.8	-0.3		8.3	8.3	0.0		5.4	5.4	0.0		20.7	21.0	-0.3	
All Commercial Radio	48.0	48.7	-0.7		41.0	42.2	-1.2		45.2	46.2	-1.0		41.6	42.4	-0.8		20.9	20.7	0.2		11.5	11.8	-0.3		46.5	46.8	-0.3	

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 The Hits or ZM or internet only listening to Flava



SOUTHLAND COMMERCIAL RADIO - SURVEY 4 2020

Average Time Spent Listening (hh:mm) by Demographic, Mon-Sun 12mn-12mn
 Survey Comparisons: 3/2020 - 4/2020

This Survey Period: Sun Aug 25 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020 & Sun July 19 to Sat Nov 14 2020
 Last 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

	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	9:46	11:20	-1:33	2:48	2:39	0:09	9:04	10:11	-1:07	9:36	9:11	0:24	8:55	10:40	-1:44	10:52	13:46	-2:53	14:09	15:23	-1:14	9:08	12:03	-2:55
Coast	11:31	11:31	-0:00	4:03	4:07	-0:03	15:26	12:50	2:36	17:33	15:16	2:16	15:31	14:20	1:11	10:16	12:21	-2:05	10:33	12:44	-2:10	17:14	16:55	0:18
Edge	10:00	9:38	0:22	7:39	6:56	0:43	9:29	11:12	-1:42	11:14	9:40	1:34	11:23	9:43	1:40	11:30	9:58	1:32	11:15	11:11	0:04	10:36	11:14	-0:37
Hokonui	7:15	7:35	-0:20	4:10	4:14	-0:04	4:32	10:14	-5:41	6:24	10:21	-3:56	7:29	9:10	-1:40	9:02	8:36	0:26	7:56	7:28	0:27	11:51	1:48	10:03
Life FM	5:00	5:54	-0:53	2:20	2:24	-0:04	14:30	14:30	0:00	7:32	8:10	-0:38	7:47	8:21	-0:33	4:41	11:15	-6:33	2:25	*	*	3:56	3:51	0:04
Magic	12:52	13:07	-0:14	2:15	2:15	0:00	1:59	2:05	-0:06	7:48	9:17	-1:28	7:11	7:44	-0:33	8:59	8:13	0:45	14:49	15:07	-0:18	12:14	13:08	-0:53
More FM	9:42	9:48	-0:06	12:32	11:35	0:57	11:38	11:24	0:14	11:12	9:48	1:24	9:57	9:10	0:47	7:29	8:29	-0:59	5:50	7:55	-2:04	13:53	12:29	1:24
Newstalk ZB	16:40	14:06	2:33	6:30	6:30	0:00	0:23	0:24	-0:01	0:54	0:59	-0:04	5:45	4:32	1:12	9:43	9:10	0:32	20:35	17:29	3:06	14:29	8:30	5:58
Radio Hauraki	13:31	12:27	1:03	6:54	7:02	-0:07	19:19	16:28	2:50	9:14	9:18	-0:03	12:35	11:24	1:11	18:04	17:30	0:33	12:00	11:51	0:09	5:30	6:48	-1:18
Rhema	18:00	12:34	5:25	*	*	*	16:32	15:23	1:08	22:30	12:21	10:08	23:44	15:48	7:55	19:16	17:36	1:40	16:26	8:15	8:11	*	1:45	*
Rock	10:54	12:17	-1:22	5:05	4:32	0:32	7:04	8:29	-1:24	13:39	13:42	-0:03	12:22	13:36	-1:13	10:58	14:34	-3:36	17:11	17:22	-0:10	7:53	8:50	-0:57
Star	15:19	10:38	4:41	*	*	*	*	*	*	*	*	*	*	0:45	*	15:21	8:12	7:09	16:16	14:13	2:03	26:00	26:00	0:00
Tahu FM	0:50	0:52	-0:02	*	*	*	2:03	2:03	-0:00	2:03	2:03	-0:00	2:03	2:03	-0:00	0:30	0:30	0:00	0:27	0:26	0:00	*	*	*
The Hits	8:18	8:07	0:11	5:06	4:07	0:59	4:16	4:50	-0:34	4:41	4:17	0:24	8:43	6:30	2:12	13:47	12:20	1:26	9:48	13:28	-3:40	6:18	5:29	0:49
The Sound	12:07	12:03	0:03	5:01	5:03	-0:02	6:56	6:01	0:55	12:33	11:07	1:26	14:57	14:39	0:17	13:17	14:46	-1:28	12:42	13:03	-0:21	16:17	13:12	3:05
ZM	8:06	8:18	-0:11	4:36	4:05	0:31	9:44	11:00	-1:15	10:15	9:03	1:12	9:28	8:39	0:48	3:43	5:49	-2:05	2:51	4:00	-1:08	8:12	9:27	-1:14
MediaWorks Combo	16:20	17:08	-0:47	13:25	12:21	1:04	14:20	16:37	-2:16	19:07	17:44	1:22	17:30	17:36	-0:06	14:49	16:34	-1:44	17:20	18:33	-1:12	18:01	19:18	-1:16
NZME Combo	13:23	13:06	0:17	7:13	7:04	0:09	11:59	13:50	-1:51	10:15	11:01	-0:46	12:34	12:05	0:29	14:52	14:11	0:41	15:29	16:00	-0:31	12:02	12:14	-0:11
All Commercial Radio	21:24	22:44	-1:20	16:38	15:23	1:14	18:31	23:02	-4:31	22:19	23:40	-1:21	22:08	23:06	-0:58	20:52	22:13	-1:20	22:48	24:47	-1:58	22:10	23:52	-1:41
Potential (000)	79.0	79.0	0.0	10.2	10.5	-0.3	18.2	17.9	0.3	22.6	22.6	0.0	34.1	34.1	0.0	23.7	23.7	0.0	21.0	21.0	0.0	12.4	13.1	-0.7
Sample	831	826	5	88	88	0	151	154	-3	235	230	5	349	336	13	250	239	11	259	273	-14	148	149	-1

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 The Hits or ZM or internet only listening to Flava



SOUTHLAND COMMERCIAL RADIO - SURVEY 4 2020

Average Time Spent Listening (hh:mm) by Daypart, People 10+
Survey Comparisons: 3/2020 - 4/2020

This Survey Period: Sun Aug 25 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020 & Sun July 19 to Sat Nov 14 2020

Last 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

	This	Last	+/-
Potential (000)	79.0	79.0	0.0
Sample Size	831	826	5

	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	2:27	2:36	-0:08	4:27	4:38	-0:10	4:40	4:59	-0:18	2:26	2:34	-0:08	3:48	3:23	0:25	2:28	2:57	-0:28	3:04	3:33	-0:28
Coast	2:56	3:02	-0:05	5:30	5:14	0:15	5:38	4:56	0:42	2:29	2:14	0:14	3:00	3:07	-0:07	3:36	3:05	0:31	3:30	4:05	-0:35
Edge	3:18	3:17	0:00	4:05	4:04	0:01	4:14	4:12	0:01	2:20	2:40	-0:19	2:07	1:27	0:40	5:08	2:45	2:22	2:24	2:21	0:02
Hokonui	2:45	2:43	0:02	3:31	4:47	-1:16	4:08	4:07	0:00	2:00	2:04	-0:04	2:30	0:55	1:34	1:37	1:14	0:23	2:01	1:51	0:10
Life FM	1:04	1:09	-0:04	0:51	1:01	-0:10	3:44	4:57	-1:12	1:43	1:55	-0:12	0:25	0:28	-0:03	0:15	0:15	0:00	1:38	1:56	-0:18
Magic	3:51	4:04	-0:13	5:02	5:06	-0:04	4:29	4:58	-0:29	2:15	2:18	-0:02	3:05	3:33	-0:28	3:41	4:02	-0:20	3:50	4:09	-0:18
More FM	2:37	2:33	0:03	4:17	4:03	0:14	4:44	4:41	0:02	2:10	2:06	0:03	1:25	1:27	-0:01	2:33	2:46	-0:12	4:04	3:36	0:27
Newstalk ZB	5:19	4:35	0:44	3:45	3:24	0:21	4:30	3:24	1:05	3:09	3:25	-0:16	5:30	4:21	1:08	3:37	4:33	-0:55	6:06	5:25	0:41
Radio Hauraki	2:53	2:17	0:36	5:01	4:21	0:39	7:32	6:10	1:21	2:50	2:21	0:28	2:03	2:11	-0:08	1:27	1:22	0:04	2:42	3:07	-0:24
Rhema	2:48	2:10	0:37	1:42	1:37	0:05	9:57	9:06	0:51	2:41	2:57	-0:15	0:30	0:30	0:00	*	*	*	4:34	3:53	0:41
Rock	2:44	3:15	-0:30	4:26	5:07	-0:40	4:40	5:26	-0:45	2:29	2:55	-0:25	1:55	1:53	0:02	3:21	3:27	-0:05	3:35	4:02	-0:26
Star	4:45	4:34	0:11	1:58	1:48	0:10	3:25	3:09	0:15	5:12	3:21	1:50	5:49	6:02	-0:13	*	*	*	6:42	6:16	0:25
Tahu FM	0:40	0:42	-0:02	*	*	*	0:15	0:15	0:00	*	*	*	*	*	*	1:15	1:15	0:00	0:45	0:45	0:00
The Hits	3:07	3:36	-0:28	3:47	3:23	0:23	4:43	4:03	0:39	1:43	1:50	-0:07	1:30	1:21	0:09	1:56	2:08	-0:11	2:28	3:12	-0:44
The Sound	3:10	3:11	-0:00	4:07	4:44	-0:37	4:48	5:15	-0:27	2:09	2:27	-0:17	1:45	1:36	0:09	8:39	5:53	2:46	5:14	4:13	1:01
ZM	2:44	2:48	-0:04	3:05	2:40	0:25	2:49	2:41	0:07	2:00	2:16	-0:16	1:38	2:13	-0:34	1:09	1:13	-0:04	3:31	3:19	0:11
MediaWorks Combo	3:48	3:56	-0:07	5:20	5:31	-0:11	5:22	5:51	-0:29	2:46	2:58	-0:12	2:40	2:30	0:10	5:02	4:36	0:25	4:40	4:39	0:01
NZME Combo	3:42	3:34	0:07	4:48	4:35	0:12	5:15	4:47	0:27	2:30	2:29	0:00	3:18	2:53	0:25	2:41	3:00	-0:18	3:56	4:05	-0:08
All Commercial Radio	4:39	4:45	-0:05	6:08	6:24	-0:15	6:39	7:01	-0:21	3:17	3:31	-0:13	3:18	3:10	0:08	4:29	4:35	-0:06	5:26	5:45	-0:19

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 The Hits or ZM or internet only listening to Flava