



SOUTHLAND COMMERCIAL RADIO - SURVEY 1 2016

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

Survey Comparisons: 2/2015 - 1/2016

This Survey Period: Sun Jan 31 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016

Last Survey Period: Sat Aug 8 to Sat Sep 19 2015

	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	5.1	3.8	1.3	10	2.3	1.5	0.8	4.7	3.4	1.3	7.7	3.7	4.0	7.3	4.6	2.7	6.7	6.2	0.5	3.6	4.7	-1.1	10.7	4.8	5.9
Coast	9.4	13.3	-3.9	4	0.2	0.8	-0.6	2.4	2.2	0.2	4.2	2.4	1.8	5.7	7.9	-2.2	12.4	18.2	-5.8	19.0	25.7	-6.7	7.4	3.5	3.9
Edge	9.8	7.8	2.0	1	34.9	34.2	0.7	17.7	14.7	3.0	10.8	6.9	3.9	9.7	6.2	3.5	5.2	4.0	1.2	1.0	2.9	-1.9	12.0	9.3	2.7
Hits	5.8	11.4	-5.6	9	5.3	28.8	-23.5	8.3	14.2	-5.9	9.1	13.4	-4.3	7.9	12.5	-4.6	6.6	9.0	-2.4	5.1	7.6	-2.5	11.5	14.9	-3.4
Hokonui	3.2	4.6	-1.4	12	2.2	0.0	2.2	1.6	0.4	1.2	2.0	1.8	0.2	1.9	4.1	-2.2	5.1	7.9	-2.8	6.9	6.7	0.2	1.6	3.4	-1.8
Life FM	2.6	n.a.	*	13	20.6	n.a.	*	1.1	n.a.	*	1.5	n.a.	*	0.9	n.a.	*	0.2	n.a.	*	0.5	n.a.	*	0.4	n.a.	*
Magic	3.4	3.2	0.2	11	3.1	0.0	3.1	0.1	0.0	0.1	0.2	0.5	-0.3	1.2	0.3	0.9	2.9	4.7	-1.8	6.1	9.3	-3.2	0.2	0.2	0.0
More FM	9.6	7.3	2.3	2	10.7	8.8	1.9	10.0	9.1	0.9	13.9	10.2	3.7	12.5	9.5	3.0	10.5	7.5	3.0	6.6	3.8	2.8	17.2	11.6	5.6
Newstalk ZB	7.3	6.8	0.5	6	*	0.0	*	0.2	0.3	-0.1	1.1	0.5	0.6	2.0	1.7	0.3	4.0	4.5	-0.5	8.0	10.5	-2.5	2.9	2.6	0.3
Radio Hauraki	2.6	2.6	0.0	13	0.4	0.2	0.2	5.6	2.7	2.9	5.6	7.2	-1.6	4.2	5.2	-1.0	1.6	1.5	0.1	0.6	0.2	0.4	4.8	5.9	-1.1
Radio Live	6.7	3.7	3.0	7	*	4.0	*	1.5	2.2	-0.7	1.9	4.2	-2.3	2.6	3.5	-0.9	7.3	2.5	4.8	15.2	4.5	10.7	1.9	2.7	-0.8
Radio Sport	1.2	1.9	-0.7	15	*	0.1	*	0.5	0.2	0.3	0.6	1.5	-0.9	1.1	1.6	-0.5	1.9	2.0	-0.1	1.9	2.2	-0.3	0.4	0.8	-0.4
Rhema	0.4	n.a.	*	16	*	n.a.	*	*	n.a.	*	0.1	n.a.	*	0.3	n.a.	*	0.5	n.a.	*	0.3	n.a.	*	0.4	n.a.	*
Rock	9.5	10.6	-1.1	3	4.7	7.3	-2.6	20.4	24.5	-4.1	16.5	21.6	-5.1	12.9	16.0	-3.1	5.4	5.2	0.2	2.9	0.7	2.2	7.3	14.1	-6.8
Star	*	n.a.	*	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*
Tahu FM	0.2	n.a.	*	17	*	n.a.	*	0.7	n.a.	*	0.1	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	0.8	n.a.	*
The Sound	8.0	10.5	-2.5	5	2.2	4.8	-2.6	7.1	6.1	1.0	7.8	12.1	-4.3	10.1	15.3	-5.2	15.0	17.2	-2.2	10.2	9.4	0.8	6.8	14.6	-7.8
ZM	6.5	6.2	0.3	8	8.0	8.8	-0.8	13.7	15.2	-1.5	11.7	9.1	2.6	10.3	7.1	3.2	4.8	2.9	1.9	1.2	0.8	0.4	8.2	8.3	-0.1
Other	8.9	6.3	2.6		5.4	0.7	4.7	4.5	4.6	-0.1	5.5	4.7	0.8	9.2	4.3	4.9	9.7	6.8	2.9	10.9	11.1	-0.2	5.6	3.3	2.3
Mediaworks Combo	52.0	46.9	5.1		57.8	60.6	-2.8	61.4	60.0	1.4	58.7	59.3	-0.6	56.4	55.6	0.8	53.1	47.2	5.9	45.6	35.3	10.3	56.1	57.3	-1.2
NZME Combo	35.9	46.8	-10.9		16.2	38.7	-22.5	32.2	35.4	-3.2	34.2	36.0	-1.8	33.1	40.1	-7.0	36.5	46.0	-9.5	42.7	53.6	-10.9	36.8	39.4	-2.6
Potential (000)	70.6	69.2	1.4		8.5	7.5	1.0	17.0	17.6	-0.6	20.0	19.6	0.4	31.2	31.0	0.2	21.4	21.2	0.2	17.7	16.8	0.9	11.0	12.7	-1.7
Sample	883	1,006	-123		101	63	38	219	237	-18	282	315	-33	429	480	-51	265	304	-39	213	292	-79	162	207	-45

Please note: Survey 1 2016 supplied by GfK; Survey 2 2015 supplied by TNS. Please take into account if comparing Survey 2 2015 and Survey 1 2016 results

Mediaworks Combo : Breeze or Edge or Magic or More FM or Radio Live or Rock or The Sound

NZME Combo : Coast or Hits or Hokonui or Newstalk ZB or Radio Hauraki or Radio Sport or ZM

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



SOUTHLAND COMMERCIAL RADIO - SURVEY 1 2016

Station Share (%) by Daypart, People 10+

Survey Comparisons: 2/2015 - 1/2016

This Survey Period: Sun Jan 31 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016

Last Survey Period: Sat Aug 8 to Sat Sep 19 2015

	This	Last	+/-
Potential (000)	70.6	69.2	1.4
Sample Size	883	1,006	-123

	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	4.6	3.2	1.4	9	5.3	4.7	0.6	5.9	5.0	0.9	5.0	4.5	0.5	2.4	3.6	-1.2	7.6	1.3	6.3	4.9	2.7	2.2
Coast	8.6	9.3	-0.7	4	10.8	13.9	-3.1	10.5	12.0	-1.5	10.2	11.0	-0.8	4.8	16.3	-11.5	3.9	18.6	-14.7	9.9	16.7	-6.8
Edge	11.5	8.7	2.8	1	8.5	5.0	3.5	9.6	8.3	1.3	7.7	10.3	-2.6	9.4	9.5	-0.1	4.4	3.7	0.7	12.0	8.0	4.0
Hits	7.0	13.4	-6.4	8	6.6	12.5	-5.9	6.5	12.2	-5.7	7.2	11.4	-4.2	4.6	5.8	-1.2	2.6	4.3	-1.7	4.0	10.6	-6.6
Hokonui	3.9	4.2	-0.3	11	3.8	4.2	-0.4	3.3	6.3	-3.0	2.4	2.6	-0.2	2.7	4.1	-1.4	1.7	3.2	-1.5	2.9	4.8	-1.9
Life FM	1.7	n.a.	*	14	0.8	n.a.	*	1.0	n.a.	*	0.7	n.a.	*	5.7	n.a.	*	15.3	n.a.	*	3.1	n.a.	*
Magic	3.8	2.9	0.9	12	3.4	2.6	0.8	3.5	3.4	0.1	3.6	3.1	0.5	3.3	3.5	-0.2	1.2	3.3	-2.1	3.4	3.6	-0.2
More FM	11.4	9.3	2.1	2	8.9	8.4	0.5	9.6	7.8	1.8	12.1	8.9	3.2	8.0	4.5	3.5	8.2	7.9	0.3	8.3	4.6	3.7
Newstalk ZB	7.8	8.2	-0.4	6	6.2	6.9	-0.7	3.1	2.9	0.2	4.2	4.4	-0.2	13.4	10.9	2.5	21.1	13.8	7.3	8.2	8.0	0.2
Radio Hauraki	1.9	2.5	-0.6	13	3.0	3.5	-0.5	3.7	4.0	-0.3	2.7	3.8	-1.1	1.8	1.0	0.8	1.7	1.4	0.3	2.3	1.1	1.2
Radio Live	8.9	6.7	2.2	3	3.8	1.7	2.1	3.3	2.7	0.6	5.8	2.9	2.9	11.2	4.4	6.8	16.9	5.5	11.4	7.0	3.4	3.6
Radio Sport	1.4	2.0	-0.6	15	0.9	1.5	-0.6	1.0	1.3	-0.3	1.1	0.8	0.3	1.2	3.1	-1.9	0.7	2.0	-1.3	1.7	3.0	-1.3
Rhema	0.4	n.a.	*	16	0.3	n.a.	*	0.2	n.a.	*	0.3	n.a.	*	1.4	n.a.	*	0.1	n.a.	*	0.4	n.a.	*
Rock	8.2	10.4	-2.2	5	11.5	13.9	-2.4	11.8	14.4	-2.6	10.6	12.4	-1.8	8.9	5.0	3.9	4.0	5.2	-1.2	7.7	6.5	1.2
Star	*	n.a.	*	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*
Tahu FM	0.3	n.a.	*	17	0.2	n.a.	*	0.2	n.a.	*	0.2	n.a.	*	0.2	n.a.	*	*	n.a.	*	0.1	n.a.	*
The Sound	7.6	8.5	-0.9	7	8.4	10.3	-1.9	8.9	9.9	-1.0	8.5	10.6	-2.1	4.2	10.4	-6.2	5.7	15.1	-9.4	8.7	12.1	-3.4
ZM	4.5	5.9	-1.4	10	7.0	4.5	2.5	7.5	4.8	2.7	9.2	7.6	1.6	7.9	9.5	-1.6	2.8	8.3	-5.5	5.6	6.9	-1.3
Other	6.5	4.9	1.6		10.5	6.3	4.2	10.6	5.1	5.5	8.5	5.7	2.8	8.8	8.6	0.2	2.2	6.3	-4.1	9.7	8.1	1.6
Mediaworks Combo	56.0	49.7	6.3		49.8	46.7	3.1	52.5	51.4	1.1	53.3	52.8	0.5	47.4	40.9	6.5	48.0	42.2	5.8	52.0	40.8	11.2
NZME Combo	35.1	45.4	-10.3		38.4	47.0	-8.6	35.6	43.5	-7.9	37.1	41.5	-4.4	36.5	50.6	-14.1	34.4	51.5	-17.1	34.6	51.2	-16.6

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Cumulative Audience (000's) by Demographic, Mon-Sun 12mn-12mn

Survey Comparisons: 2/2015 - 1/2016

This Survey Period: Sun Jan 31 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016

Last Survey Period: Sat Aug 8 to Sat Sep 19 2015

	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	8.1	6.2	1.9	8	0.8	0.2	0.6	2.3	1.5	0.8	2.9	1.8	1.1	4.7	3.3	1.4	3.4	2.8	0.6	1.7	1.7	0.0	1.8	1.3	0.5
Coast	9.9	11.1	-1.2	4	0.1	0.3	-0.2	0.9	1.3	-0.4	1.3	1.4	-0.1	3.2	3.8	-0.6	5.0	4.8	0.2	5.3	5.1	0.2	1.2	1.0	0.2
Edge	18.1	11.8	6.3	1	4.9	2.0	2.9	7.9	5.3	2.6	6.9	4.0	2.9	8.7	5.7	3.0	2.4	2.4	0.0	0.7	1.1	-0.4	3.4	3.1	0.3
Hits	8.6	9.7	-1.1	6	1.1	1.4	-0.3	3.5	2.7	0.8	4.3	3.2	1.1	5.4	5.5	-0.1	2.3	3.0	-0.7	1.5	1.2	0.3	2.1	2.6	-0.5
Hokonui	5.7	5.3	0.4	11	0.2	0.0	0.2	1.0	0.8	0.2	1.4	1.1	0.3	2.1	2.3	-0.2	2.4	2.9	-0.5	2.6	2.1	0.5	0.6	0.8	-0.2
Life FM	1.5	n.a.	*	15	0.4	n.a.	*	0.5	n.a.	*	0.4	n.a.	*	0.5	n.a.	*	0.2	n.a.	*	0.2	n.a.	*	0.2	n.a.	*
Magic	3.4	2.2	1.2	14	0.3	0.0	0.3	0.3	0.1	0.2	0.4	0.5	-0.1	0.9	0.6	0.3	1.0	0.9	0.1	1.5	1.3	0.2	0.2	0.2	0.0
More FM	14.5	8.4	6.1	2	2.3	1.3	1.0	4.9	2.4	2.5	5.7	3.4	2.3	7.7	4.7	3.0	3.8	2.5	1.3	2.1	1.5	0.6	3.2	2.5	0.7
Newstalk ZB	5.9	5.5	0.4	10	*	0.0	*	0.3	0.3	0.0	0.9	0.6	0.3	1.6	1.6	0.0	2.0	2.0	0.0	2.3	2.2	0.1	0.8	0.5	0.3
Radio Hauraki	4.8	4.1	0.7	12	0.2	0.2	0.0	1.8	1.7	0.1	2.4	2.3	0.1	3.4	3.1	0.3	1.5	1.0	0.5	0.4	0.2	0.2	0.8	0.9	-0.1
Radio Live	6.4	4.7	1.7	9	*	0.3	*	0.7	0.8	-0.1	1.7	1.3	0.4	2.8	2.1	0.7	2.3	1.6	0.7	2.6	1.7	0.9	1.0	0.9	0.1
Radio Sport	4.0	3.2	0.8	13	0.2	0.1	0.1	0.6	0.3	0.3	0.8	0.6	0.2	1.5	1.2	0.3	1.6	1.3	0.3	1.5	1.2	0.3	0.3	0.3	0.0
Rhema	1.0	n.a.	*	16	*	n.a.	*	*	n.a.	*	*	n.a.	*	0.2	n.a.	*	0.8	n.a.	*	0.6	n.a.	*	0.2	n.a.	*
Rock	10.7	10.5	0.2	3	1.0	1.0	0.0	4.5	4.8	-0.3	5.1	4.7	0.4	6.4	6.6	-0.2	2.1	2.3	-0.2	1.2	0.6	0.6	1.8	2.5	-0.7
Star	0.4	n.a.	*	17	*	n.a.	*	0.1	n.a.	*	0.1	n.a.	*	0.1	n.a.	*	0.2	n.a.	*	0.2	n.a.	*	*	n.a.	*
Tahu FM	0.4	n.a.	*	17	*	n.a.	*	0.3	n.a.	*	0.2	n.a.	*	0.2	n.a.	*	*	n.a.	*	*	n.a.	*	0.1	n.a.	*
The Sound	8.3	8.1	0.2	7	0.5	0.2	0.3	2.0	1.4	0.6	2.8	2.7	0.1	5.4	5.6	-0.2	4.1	4.3	-0.2	1.9	1.7	0.2	1.5	1.9	-0.4
ZM	9.7	7.6	2.1	5	1.9	0.4	1.5	4.7	4.2	0.5	4.7	3.4	1.3	5.9	4.5	1.4	1.4	1.3	0.1	0.3	0.4	-0.1	2.4	2.4	0.0
Other	8.6	7.0	1.6		0.7	0.4	0.3	2.1	1.3	0.8	2.2	1.7	0.5	4.0	2.9	1.1	2.3	2.8	-0.5	2.4	2.5	-0.1	0.9	1.2	-0.3
Mediaworks Combo	46.8	35.7	11.1		6.8	3.4	3.4	13.2	10.9	2.3	15.4	12.3	3.1	23.7	18.7	5.0	14.6	11.3	3.3	9.2	7.3	1.9	8.7	8.2	0.5
NZME Combo	36.9	32.9	4.0		3.1	2.0	1.1	10.1	7.3	2.8	11.6	8.9	2.7	17.0	15.0	2.0	11.7	11.4	0.3	10.4	9.5	0.9	6.1	5.6	0.5
All Commercial Radio	63.3	53.0	10.3		7.6	4.5	3.1	15.8	13.3	2.5	18.6	16.0	2.6	29.0	25.0	4.0	19.6	17.1	2.5	15.6	13.5	2.1	10.4	10.4	0.0
Potential (000)	70.6	69.2	1.4		8.5	7.5	1.0	17.0	17.6	-0.6	20.0	19.6	0.4	31.2	31.0	0.2	21.4	21.2	0.2	17.7	16.8	0.9	11.0	12.7	-1.7
Sample	883	1,006	-123		101	63	38	219	237	-18	282	315	-33	429	480	-51	265	304	-39	213	292	-79	162	207	-45

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	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	4.4	2.9	1.5	8	2.9	2.7	0.2	3.5	3.1	0.4	3.4	2.2	1.2	1.3	1.4	-0.1	1.7	0.6	1.1	5.0	2.6	2.4
Coast	6.6	6.1	0.5	3	6.3	5.4	0.9	6.7	5.7	1.0	6.3	4.7	1.6	1.7	2.8	-1.1	1.1	2.0	-0.9	6.5	7.6	-1.1
Edge	10.0	6.5	3.5	1	7.1	3.7	3.4	10.0	6.9	3.1	7.6	5.9	1.7	5.1	3.1	2.0	1.9	1.0	0.9	12.5	6.9	5.6
Hits	5.4	6.5	-1.1	5	4.4	4.2	0.2	5.4	5.1	0.3	3.9	4.4	-0.5	2.5	2.2	0.3	1.0	1.4	-0.4	4.5	6.6	-2.1
Hokonui	2.3	2.3	0.0	12	2.4	1.8	0.6	3.3	3.2	0.1	1.9	1.4	0.5	1.0	0.8	0.2	0.5	0.5	0.0	3.2	3.0	0.2
Life FM	1.0	n.a.	*	15	0.5	n.a.	*	0.8	n.a.	*	0.5	n.a.	*	0.9	n.a.	*	0.5	n.a.	*	1.2	n.a.	*
Magic	2.0	1.1	0.9	13	2.2	1.1	1.1	2.3	1.3	1.0	2.0	0.9	1.1	1.3	0.6	0.7	0.5	0.5	0.0	2.0	1.2	0.8
More FM	8.2	5.6	2.6	2	7.0	3.9	3.1	7.6	4.3	3.3	8.0	3.9	4.1	4.1	2.0	2.1	1.8	1.1	0.7	8.6	4.8	3.8
Newstalk ZB	4.3	3.5	0.8	9	2.9	2.0	0.9	2.1	2.1	0.0	1.8	1.8	0.0	3.3	2.3	1.0	2.5	1.4	1.1	4.7	3.9	0.8
Radio Hauraki	2.5	2.3	0.2	11	2.5	1.7	0.8	2.8	1.8	1.0	2.1	2.0	0.1	0.8	0.8	0.0	0.7	0.3	0.4	2.5	1.5	1.0
Radio Live	4.0	2.9	1.1	10	2.8	1.6	1.2	2.8	1.7	1.1	2.1	1.3	0.8	3.1	1.2	1.9	1.8	1.1	0.7	4.0	3.0	1.0
Radio Sport	1.6	1.5	0.1	14	1.2	0.8	0.4	1.3	1.0	0.3	1.1	0.9	0.2	0.8	0.7	0.1	0.4	0.4	0.0	2.3	2.1	0.2
Rhema	0.2	n.a.	*	17	0.3	n.a.	*	0.3	n.a.	*	0.4	n.a.	*	0.4	n.a.	*	0.1	n.a.	*	0.3	n.a.	*
Rock	6.1	6.3	-0.2	4	5.9	5.0	0.9	6.1	5.9	0.2	5.9	5.8	0.1	3.2	1.6	1.6	1.5	0.7	0.8	6.0	5.3	0.7
Star	0.1	n.a.	*	18	*	n.a.	*	0.1	n.a.	*	0.2	n.a.	*	*	n.a.	*	*	n.a.	*	0.1	n.a.	*
Tahu FM	0.3	n.a.	*	16	0.3	n.a.	*	0.2	n.a.	*	0.2	n.a.	*	0.1	n.a.	*	*	n.a.	*	0.3	n.a.	*
The Sound	4.8	4.7	0.1	7	4.2	4.6	-0.4	5.0	4.7	0.3	4.7	4.0	0.7	1.6	1.9	-0.3	1.1	1.4	-0.3	4.9	5.1	-0.2
ZM	5.1	4.3	0.8	6	4.9	3.7	1.2	5.7	4.1	1.6	6.0	3.8	2.2	3.3	2.7	0.6	1.0	1.2	-0.2	6.6	5.0	1.6
Other	2.7	3.3	-0.6		4.2	2.6	1.6	5.0	2.5	2.5	3.7	2.5	1.2	2.4	2.3	0.1	0.9	1.3	-0.4	6.0	4.8	1.2
Mediaworks Combo	33.2	25.2	8.0		26.4	18.3	8.1	30.9	22.4	8.5	28.3	20.6	7.7	16.9	10.2	6.7	8.6	5.8	2.8	34.8	23.4	11.4
NZME Combo	25.0	22.8	2.2		21.9	17.0	4.9	23.7	19.9	3.8	21.4	16.8	4.6	12.5	10.9	1.6	6.6	6.8	-0.2	26.5	24.4	2.1
All Commercial Radio	50.9	42.9	8.0		44.4	32.6	11.8	49.0	37.2	11.8	43.7	33.6	10.1	27.8	20.3	7.5	15.1	12.5	2.6	53.2	42.3	10.9

Please note: Survey 1 2016 supplied by GfK; Survey 2 2015 supplied by TNS. Please take into account if comparing Survey 2 2015 and Survey 1 2016 results

Mediaworks Combo : Breeze or Edge or Magic or More FM or Radio Live or Rock or The Sound
 NZME Combo : Coast or Hits or Hokonui or Newstalk ZB or Radio Hauraki or Radio Sport or ZM



SOUTHLAND COMMERCIAL RADIO - SURVEY 1 2016

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

Survey Comparisons: 2/2015 - 1/2016

This Survey Period: Sun Jan 31 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016

Last Survey Period: Sat Aug 8 to Sat Sep 19 2015

	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	9:43	6:55	2:48	3:19	4:25	-1:05	6:50	5:49	1:01	11:55	6:26	5:29	11:22	7:25	3:57	10:14	8:59	1:15	9:13	8:33	0:40	14:17	6:52	7:25
Coast	14:38	13:27	1:11	2:15	1:38	0:37	8:30	4:33	3:57	13:58	5:07	8:51	12:43	11:10	1:33	12:53	15:07	-2:13	15:49	15:34	0:15	15:29	6:28	9:01
Edge	8:19	7:28	0:51	8:15	9:15	-0:59	7:36	7:16	0:20	6:52	5:22	1:30	8:08	5:49	2:19	11:11	6:33	4:38	6:19	8:03	-1:43	8:34	5:26	3:08
Hits	10:27	13:12	-2:44	5:45	10:53	-5:07	8:02	13:55	-5:52	9:20	12:57	-3:36	10:35	12:05	-1:29	15:09	12:14	2:55	15:15	19:56	-4:40	13:23	10:27	2:56
Hokonui	8:35	9:38	-1:02	10:45	0:00	10:45	5:20	1:28	3:52	6:12	5:16	0:56	6:39	9:30	-2:50	11:04	11:06	-0:01	11:48	9:36	2:12	7:07	8:05	-0:57
Life FM	25:46	n.a.	*	59:19	n.a.	*	7:41	n.a.	*	16:31	n.a.	*	13:33	n.a.	*	4:13	n.a.	*	10:10	n.a.	*	5:20	n.a.	*
Magic	15:26	15:55	-0:28	12:50	0:00	12:50	0:51	2:15	-1:23	2:13	3:14	-1:00	9:33	2:59	6:34	15:05	20:57	-5:51	18:08	22:02	-3:53	1:31	1:50	-0:18
More FM	10:10	9:49	0:21	5:21	3:36	1:45	6:56	9:40	-2:43	10:48	9:21	1:27	11:50	10:56	0:54	14:23	11:55	2:28	13:57	7:46	6:11	13:11	8:20	4:51
Newstalk ZB	18:53	13:56	4:57	*	0:00	*	2:50	2:52	-0:01	5:13	2:50	2:23	9:16	5:50	3:26	10:41	8:58	1:43	15:32	14:45	0:47	8:25	8:24	0:01
Radio Hauraki	8:31	7:14	1:17	2:08	0:38	1:30	10:39	4:05	6:34	10:35	9:39	0:56	9:05	8:54	0:11	5:52	6:12	-0:19	6:24	3:20	3:04	14:18	12:02	2:16
Radio Live	16:01	8:48	7:13	*	8:21	*	7:44	6:54	0:50	4:48	9:42	-4:53	6:58	9:08	-2:09	16:37	6:05	10:32	25:19	8:04	17:15	4:18	5:34	-1:15
Radio Sport	4:36	6:47	-2:10	0:15	0:45	-0:30	2:24	2:09	0:15	3:05	7:19	-4:13	5:35	7:20	-1:44	6:14	6:15	-0:00	5:34	5:51	-0:16	3:11	5:06	-1:54
Rhema	5:53	n.a.	*	*	n.a.	*	*	n.a.	*	14:15	n.a.	*	10:38	n.a.	*	3:31	n.a.	*	2:04	n.a.	*	4:26	n.a.	*
Rock	13:45	11:19	2:26	5:18	4:02	1:16	15:14	13:20	1:54	14:20	14:07	0:13	14:47	12:55	1:52	13:15	8:55	4:20	10:56	3:24	7:32	9:50	10:17	-0:26
Star	0:18	n.a.	*	*	n.a.	*	0:15	n.a.	*	0:15	n.a.	*	0:15	n.a.	*	0:15	n.a.	*	0:15	n.a.	*	*	n.a.	*
Tahu FM	6:53	n.a.	*	*	n.a.	*	7:31	n.a.	*	2:06	n.a.	*	2:06	n.a.	*	*	n.a.	*	*	n.a.	*	17:15	n.a.	*
The Sound	14:58	14:34	0:24	5:13	10:37	-5:23	11:49	11:33	0:16	12:17	13:42	-1:24	13:31	14:44	-1:12	18:52	16:04	2:48	23:10	16:28	6:42	11:21	13:29	-2:07
ZM	10:18	9:02	1:16	4:57	12:15	-7:17	9:52	9:25	0:27	11:04	8:08	2:56	12:44	8:27	4:17	17:27	8:53	8:34	15:43	6:35	9:08	8:07	6:15	1:52
Other	15:57	10:07	5:50	8:41	1:00	7:41	7:22	9:36	-2:13	11:09	8:21	2:48	16:57	7:56	9:01	21:37	9:57	11:40	19:48	13:41	6:07	15:08	5:07	10:01
Mediaworks Combo	17:10	14:43	2:27	9:57	9:42	0:15	15:43	14:19	1:24	16:57	14:46	2:11	17:21	15:50	1:31	19:00	16:44	2:16	21:55	14:58	6:57	15:31	12:39	2:52
NZME Combo	15:01	15:57	-0:55	6:02	10:34	-4:31	10:50	12:32	-1:41	13:07	12:25	0:42	14:10	14:16	-0:05	16:14	16:10	0:04	18:12	17:24	0:48	14:37	12:41	1:56
All Commercial Radio	24:23	21:10	3:13	15:23	12:12	3:11	21:24	19:31	1:53	23:49	19:14	4:35	25:04	21:20	3:44	26:37	23:29	3:08	28:23	22:44	5:39	23:17	17:21	5:56
Potential (000)	70.6	69.2	1.4	8.5	7.5	1.0	17.0	17.6	-0.6	20.0	19.6	0.4	31.2	31.0	0.2	21.4	21.2	0.2	17.7	16.8	0.9	11.0	12.7	-1.7
Sample	883	1,006	-123	101	63	38	219	237	-18	282	315	-33	429	480	-51	265	304	-39	213	292	-79	162	207	-45

Please note: Survey 1 2016 supplied by GfK; Survey 2 2015 supplied by TNS. Please take into account if comparing Survey 2 2015 and Survey 1 2016 results

Mediaworks Combo: Breeze or Edge or Magic or More FM or Radio Live or Rock or The Sound

NZME Combo: Coast or Hits or Hokonui or Newstalk ZB or Radio Hauraki or Radio Sport or ZM



SOUTHLAND COMMERCIAL RADIO - SURVEY 1 2016

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

Survey Comparisons: 2/2015 - 1/2016

This Survey Period: Sun Jan 31 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016

Last Survey Period: Sat Aug 8 to Sat Sep 19 2015

	This	Last	+/-
Potential (000)	70.6	69.2	1.4
Sample Size	883	1,006	-123

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

Please note: Survey 1 2016 supplied by GfK; Survey 2 2015 supplied by TNS. Please take into account if comparing Survey 2 2015 and Survey 1 2016 results

Mediaworks Combo : Breeze or Edge or Magic or More FM or Radio Live or Rock or The Sound

NZME Combo : Coast or Hits or Hokonui or Newstalk ZB or Radio Hauraki or Radio Sport or ZM