



SOUTHLAND COMMERCIAL RADIO - SURVEY 1 2017

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

Survey Comparisons: 1/2016 - 1/2017

This Survey Period: Sun Apr 10 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Apr 8 2017

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

	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	5.5	5.1	0.4	9	1.8	2.3	-0.5	3.4	4.7	-1.3	8.4	7.7	0.7	8.2	7.3	0.9	6.7	6.7	0.0	3.5	3.6	-0.1	12.0	10.7	1.3	
Coast	8.8	9.4	-0.6	4	1.9	0.2	1.7	3.6	2.4	1.2	4.9	4.2	0.7	6.2	5.7	0.5	10.9	12.4	-1.5	14.4	19.0	-4.6	7.3	7.4	-0.1	
Edge	8.2	9.8	-1.6	5	32.5	34.9	-2.4	15.0	17.7	-2.7	9.6	10.8	-1.2	8.5	9.7	-1.2	4.8	5.2	-0.4	1.2	1.0	0.2	11.5	12.0	-0.5	
Hokonui	3.7	3.2	0.5	12	2.2	2.2	0.0	1.6	1.6	0.0	1.9	2.0	-0.1	3.2	1.9	1.3	7.1	5.1	2.0	5.5	6.9	-1.4	5.7	1.6	4.1	
Life FM	1.3	2.6	-1.3	14	12.1	20.6	-8.5	1.2	1.1	0.1	0.7	1.5	-0.8	0.5	0.9	-0.4	0.2	0.2	0.0	0.9	0.5	0.4	0.3	0.4	-0.1	
Magic	5.3	3.4	1.9	10	3.2	3.1	0.1	0.4	0.1	0.3	0.4	0.2	0.2	1.4	1.2	0.2	3.6	2.9	0.7	10.7	6.1	4.6	0.1	0.2	-0.1	
More FM	10.2	9.6	0.6	1	13.9	10.7	3.2	8.7	10.0	-1.3	14.8	13.9	0.9	13.3	12.5	0.8	10.6	10.5	0.1	6.9	6.6	0.3	16.7	17.2	-0.5	
Newstalk ZB	7.5	7.3	0.2	6	*	*	*	0.2	0.2	0.0	1.1	1.1	0.0	2.0	2.0	0.0	5.7	4.0	1.7	10.3	8.0	2.3	4.9	2.9	2.0	
Radio Hauraki	2.4	2.6	-0.2	13	0.5	0.4	0.1	5.4	5.6	-0.2	5.8	5.6	0.2	4.3	4.2	0.1	1.6	1.6	0.0	0.7	0.6	0.1	3.9	4.8	-0.9	
Radio Live	7.4	6.7	0.7	7	*	*	*	1.5	1.5	0.0	1.5	1.9	-0.4	2.3	2.6	-0.3	9.2	7.3	1.9	18.3	15.2	3.1	1.6	1.9	-0.3	
Radio Sport	1.2	1.2	0.0	15	0.1	*	*	0.5	0.5	0.0	0.7	0.6	0.1	1.0	1.1	-0.1	1.4	1.9	-0.5	1.7	1.9	-0.2	0.6	0.4	0.2	
Rhema	0.3	0.4	-0.1	16	*	*	*	*	*	*	0.2	0.1	0.1	0.3	0.3	0.0	0.4	0.5	-0.1	0.1	0.3	-0.2	0.3	0.4	-0.1	
Rock	10.0	9.5	0.5	2	7.3	4.7	2.6	21.2	20.4	0.8	16.7	16.5	0.2	13.8	12.9	0.9	5.9	5.4	0.5	2.2	2.9	-0.7	5.6	7.3	-1.7	
Star	0.1	*	*	17	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.2	*	*	*	*	*	*
Tahu FM	0.1	0.2	-0.1	17	*	*	*	0.6	0.7	-0.1	0.1	0.1	0.0	*	*	*	*	*	*	*	*	*	0.7	0.8	-0.1	
The Hits	4.4	5.8	-1.4	11	4.5	5.3	-0.8	8.0	8.3	-0.3	7.7	9.1	-1.4	6.5	7.9	-1.4	4.3	6.6	-2.3	3.0	5.1	-2.1	9.7	11.5	-1.8	
The Sound	8.9	8.0	0.9	3	8.5	2.2	6.3	9.6	7.1	2.5	8.7	7.8	0.9	9.5	10.1	-0.6	14.3	15.0	-0.7	11.8	10.2	1.6	3.9	6.8	-2.9	
ZM	6.4	6.5	-0.1	8	6.9	8.0	-1.1	14.6	13.7	0.9	12.4	11.7	0.7	10.7	10.3	0.4	4.2	4.8	-0.6	*	1.2	*	9.9	8.2	1.7	
Other	8.2	8.9	-0.7		4.7	5.4	-0.7	4.4	4.5	-0.1	4.4	5.5	-1.1	8.4	9.2	-0.8	9.1	9.7	-0.6	8.5	10.9	-2.4	5.4	5.6	-0.2	
Mediaworks Combo	55.5	52.0	3.5		67.2	57.8	9.4	59.9	61.4	-1.5	60.1	58.7	1.4	57.0	56.4	0.6	55.1	53.1	2.0	54.6	45.6	9.0	51.4	56.1	-4.7	
NZME Combo	34.4	35.9	-1.5		15.9	16.2	-0.3	33.9	32.2	1.7	34.6	34.2	0.4	33.8	33.1	0.7	35.2	36.5	-1.3	35.7	42.7	-7.0	42.0	36.8	5.2	
Potential (000)	72.4	70.6	1.8		8.2	8.5	-0.3	17.8	17.0	0.8	20.7	20.0	0.7	32.1	31.2	0.9	22.1	21.4	0.7	18.3	17.7	0.6	12.1	11.0	1.1	
Sample	873	883	-10		107	101	6	237	219	18	272	282	-10	417	429	-12	264	265	-1	204	213	-9	165	162	3	

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

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

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



SOUTHLAND COMMERCIAL RADIO - SURVEY 1 2017

Station Share (%) by Daypart, People 10+

Survey Comparisons: 1/2016 - 1/2017

This Survey Period: Sun Apr 10 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Apr 8 2017

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

	This	Last	+/-
Potential (000)	72.4	70.6	1.8
Sample Size	873	883	-10

	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	5.3	4.6	0.7	10	5.9	5.3	0.6	5.9	5.9	0.0	5.2	5.0	0.2	3.6	2.4	1.2	6.6	7.6	-1.0	5.6	4.9	0.7
Coast	8.1	8.6	-0.5	6	10.9	10.8	0.1	9.6	10.5	-0.9	9.0	10.2	-1.2	3.9	4.8	-0.9	2.8	3.9	-1.1	9.3	9.9	-0.6
Edge	9.6	11.5	-1.9	2	6.9	8.5	-1.6	7.5	9.6	-2.1	6.0	7.7	-1.7	9.1	9.4	-0.3	4.2	4.4	-0.2	10.2	12.0	-1.8
Hokonui	4.3	3.9	0.4	12	4.1	3.8	0.3	4.3	3.3	1.0	3.6	2.4	1.2	3.1	2.7	0.4	2.5	1.7	0.8	3.0	2.9	0.1
Life FM	0.8	1.7	-0.9	15	0.5	0.8	-0.3	0.6	1.0	-0.4	0.6	0.7	-0.1	3.8	5.7	-1.9	7.3	15.3	-8.0	1.5	3.1	-1.6
Magic	5.1	3.8	1.3	11	5.6	3.4	2.2	5.0	3.5	1.5	5.4	3.6	1.8	7.4	3.3	4.1	1.1	1.2	-0.1	5.7	3.4	2.3
More FM	11.8	11.4	0.4	1	10.2	8.9	1.3	11.1	9.6	1.5	13.4	12.1	1.3	8.1	8.0	0.1	6.3	8.2	-1.9	8.2	8.3	-0.1
Newstalk ZB	7.3	7.8	-0.5	7	6.5	6.2	0.3	3.7	3.1	0.6	3.7	4.2	-0.5	13.5	13.4	0.1	24.0	21.1	2.9	8.9	8.2	0.7
Radio Hauraki	1.8	1.9	-0.1	13	2.6	3.0	-0.4	3.0	3.7	-0.7	2.8	2.7	0.1	2.2	1.8	0.4	1.5	1.7	-0.2	2.2	2.3	-0.1
Radio Live	9.2	8.9	0.3	3	3.9	3.8	0.1	5.1	3.3	1.8	6.9	5.8	1.1	12.3	11.2	1.1	18.1	16.9	1.2	7.7	7.0	0.7
Radio Sport	1.2	1.4	-0.2	14	0.7	0.9	-0.2	1.1	1.0	0.1	1.1	1.1	0.0	0.9	1.2	-0.3	0.7	0.7	0.0	1.8	1.7	0.1
Rhema	0.5	0.4	0.1	16	0.3	0.3	0.0	0.1	0.2	-0.1	*	0.3	*	1.6	1.4	0.2	*	0.1	*	0.4	0.4	0.0
Rock	8.6	8.2	0.4	4	12.0	11.5	0.5	11.7	11.8	-0.1	11.4	10.6	0.8	9.0	8.9	0.1	5.9	4.0	1.9	8.1	7.7	0.4
Star	*	*	*	*	0.1	*	*	*	*	*	0.2	*	*	0.3	*	*	0.2	*	*	0.1	*	*
Tahu FM	0.2	0.3	-0.1	17	0.2	0.2	0.0	0.1	0.2	-0.1	0.2	0.2	0.0	0.2	0.2	0.0	*	*	*	0.1	0.1	0.0
The Hits	6.0	7.0	-1.0	8	4.9	6.6	-1.7	4.5	6.5	-2.0	4.0	7.2	-3.2	3.0	4.6	-1.6	3.5	2.6	0.9	3.7	4.0	-0.3
The Sound	8.6	7.6	1.0	4	9.3	8.4	0.9	10.8	8.9	1.9	10.0	8.5	1.5	3.7	4.2	-0.5	6.9	5.7	1.2	8.5	8.7	-0.2
ZM	5.8	4.5	1.3	9	6.4	7.0	-0.6	6.5	7.5	-1.0	8.4	9.2	-0.8	6.9	7.9	-1.0	6.4	2.8	3.6	5.6	5.6	0.0
Other	5.9	6.5	-0.6		9.1	10.5	-1.4	9.3	10.6	-1.3	8.1	8.5	-0.4	7.7	8.8	-1.1	1.9	2.2	-0.3	9.5	9.7	-0.2
Mediaworks Combo	58.2	56.0	2.2		53.8	49.8	4.0	57.2	52.5	4.7	58.3	53.3	5.0	53.2	47.4	5.8	49.1	48.0	1.1	54.0	52.0	2.0
NZME Combo	34.5	35.1	-0.6		36.1	38.4	-2.3	32.7	35.6	-2.9	32.7	37.1	-4.4	33.3	36.5	-3.2	41.5	34.4	7.1	34.4	34.6	-0.2

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

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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	8.2	8.1	0.1	7	0.6	0.8	-0.2	1.9	2.3	-0.4	2.9	2.9	0.0	4.7	4.7	0.0	3.6	3.4	0.2	2.0	1.7	0.3	2.1	1.8	0.3
Coast	10.9	9.9	1.0	3	0.7	0.1	0.6	1.2	0.9	0.3	1.6	1.3	0.3	3.7	3.2	0.5	5.2	5.0	0.2	4.9	5.3	-0.4	1.4	1.2	0.2
Edge	15.7	18.1	-2.4	1	3.5	4.9	-1.4	7.2	7.9	-0.7	6.0	6.9	-0.9	8.0	8.7	-0.7	2.7	2.4	0.3	0.7	0.7	0.0	3.7	3.4	0.3
Hokonui	5.4	5.7	-0.3	11	0.2	0.2	0.0	0.9	1.0	-0.1	1.5	1.4	0.1	2.4	2.1	0.3	2.4	2.4	0.0	1.9	2.6	-0.7	1.0	0.6	0.4
Life FM	1.3	1.5	-0.2	15	0.2	0.4	-0.2	0.6	0.5	0.1	0.4	0.4	0.0	0.5	0.5	0.0	0.3	0.2	0.1	0.3	0.2	0.1	0.2	0.2	0.0
Magic	4.5	3.4	1.1	12	0.4	0.3	0.1	0.5	0.3	0.2	0.4	0.4	0.0	1.2	0.9	0.3	1.3	1.0	0.3	1.8	1.5	0.3	0.2	0.2	0.0
More FM	14.7	14.5	0.2	2	2.3	2.3	0.0	4.5	4.9	-0.4	5.7	5.7	0.0	7.7	7.7	0.0	3.9	3.8	0.1	2.3	2.1	0.2	3.4	3.2	0.2
Newstalk ZB	6.4	5.9	0.5	10	*	*	*	0.3	0.3	0.0	0.8	0.9	-0.1	1.8	1.6	0.2	2.5	2.0	0.5	2.6	2.3	0.3	1.2	0.8	0.4
Radio Hauraki	4.2	4.8	-0.6	13	0.2	0.2	0.0	1.6	1.8	-0.2	2.3	2.4	-0.1	3.1	3.4	-0.3	1.3	1.5	-0.2	0.5	0.4	0.1	0.8	0.8	0.0
Radio Live	6.5	6.4	0.1	9	*	*	*	0.8	0.7	0.1	1.4	1.7	-0.3	2.4	2.8	-0.4	2.9	2.3	0.6	3.2	2.6	0.6	1.1	1.0	0.1
Radio Sport	3.8	4.0	-0.2	14	0.2	0.2	0.0	0.7	0.6	0.1	1.0	0.8	0.2	1.4	1.5	-0.1	1.1	1.6	-0.5	0.9	1.5	-0.6	0.4	0.3	0.1
Rhema	0.5	1.0	-0.5	16	*	*	*	*	*	*	0.1	*	*	0.2	0.2	0.0	0.3	0.8	-0.5	0.1	0.6	-0.5	0.1	0.2	-0.1
Rock	10.4	10.7	-0.3	4	1.1	1.0	0.1	4.7	4.5	0.2	5.2	5.1	0.1	6.7	6.4	0.3	2.1	2.1	0.0	0.8	1.2	-0.4	1.6	1.8	-0.2
Star	0.3	0.4	-0.1	18	*	*	*	*	0.1	*	*	0.1	*	*	0.1	*	*	0.2	*	0.2	0.2	0.0	*	*	*
Tahu FM	0.4	0.4	0.0	17	*	*	*	0.3	0.3	0.0	0.2	0.2	0.0	0.2	0.2	0.0	*	*	*	*	*	*	0.1	0.1	0.0
The Hits	7.2	8.6	-1.4	8	0.9	1.1	-0.2	3.4	3.5	-0.1	3.9	4.3	-0.4	4.9	5.4	-0.5	1.9	2.3	-0.4	1.0	1.5	-0.5	2.2	2.1	0.1
The Sound	8.4	8.3	0.1	6	0.7	0.5	0.2	2.4	2.0	0.4	3.0	2.8	0.2	5.1	5.4	-0.3	3.8	4.1	-0.3	2.2	1.9	0.3	1.2	1.5	-0.3
ZM	10.1	9.7	0.4	5	1.8	1.9	-0.1	4.9	4.7	0.2	5.1	4.7	0.4	6.4	5.9	0.5	1.4	1.4	0.0	0.1	0.3	-0.2	2.7	2.4	0.3
Other	6.5	8.6	-2.1		0.4	0.7	-0.3	1.7	2.1	-0.4	1.5	2.2	-0.7	3.0	4.0	-1.0	1.9	2.3	-0.4	1.5	2.4	-0.9	0.9	0.9	0.0
Mediaworks Combo	47.6	46.8	0.8		6.0	6.8	-0.8	13.4	13.2	0.2	15.6	15.4	0.2	23.9	23.7	0.2	15.5	14.6	0.9	10.7	9.2	1.5	9.1	8.7	0.4
NZME Combo	36.5	36.9	-0.4		3.4	3.1	0.3	10.1	10.1	0.0	11.6	11.6	0.0	17.6	17.0	0.6	11.4	11.7	-0.3	8.8	10.4	-1.6	7.0	6.1	0.9
All Commercial Radio	63.6	63.3	0.3		6.7	7.6	-0.9	16.4	15.8	0.6	19.7	18.6	1.1	30.2	29.0	1.2	19.8	19.6	0.2	15.6	15.6	0.0	11.1	10.4	0.7
Potential (000)	72.4	70.6	1.8		8.2	8.5	-0.3	17.8	17.0	0.8	20.7	20.0	0.7	32.1	31.2	0.9	22.1	21.4	0.7	18.3	17.7	0.6	12.1	11.0	1.1
Sample	873	883	-10		107	101	6	237	219	18	272	282	-10	417	429	-12	264	265	-1	204	213	-9	165	162	3

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	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	4.4	4.4	0.0	7	3.4	2.9	0.5	3.6	3.5	0.1	3.4	3.4	0.0	1.2	1.3	-0.1	1.2	1.7	-0.5	5.2	5.0	0.2
Coast	6.6	6.6	0.0	3	6.6	6.3	0.3	6.6	6.7	-0.1	6.2	6.3	-0.1	2.0	1.7	0.3	0.9	1.1	-0.2	7.4	6.5	0.9
Edge	8.4	10.0	-1.6	2	6.4	7.1	-0.7	7.7	10.0	-2.3	6.6	7.6	-1.0	4.6	5.1	-0.5	1.6	1.9	-0.3	11.4	12.5	-1.1
Hokonui	2.6	2.3	0.3	12	2.4	2.4	0.0	3.3	3.3	0.0	2.5	1.9	0.6	1.0	1.0	0.0	0.6	0.5	0.1	3.2	3.2	0.0
Life FM	0.6	1.0	-0.4	15	0.4	0.5	-0.1	0.8	0.8	0.0	0.4	0.5	-0.1	0.6	0.9	-0.3	0.3	0.5	-0.2	0.8	1.2	-0.4
Magic	2.8	2.0	0.8	11	2.6	2.2	0.4	3.1	2.3	0.8	2.7	2.0	0.7	1.6	1.3	0.3	0.4	0.5	-0.1	2.8	2.0	0.8
More FM	8.8	8.2	0.6	1	6.8	7.0	-0.2	8.1	7.6	0.5	8.6	8.0	0.6	3.9	4.1	-0.2	1.7	1.8	-0.1	9.2	8.6	0.6
Newstalk ZB	4.2	4.3	-0.1	9	3.0	2.9	0.1	2.4	2.1	0.3	2.3	1.8	0.5	3.2	3.3	-0.1	2.6	2.5	0.1	5.3	4.7	0.6
Radio Hauraki	2.4	2.5	-0.1	13	2.3	2.5	-0.2	2.8	2.8	0.0	1.9	2.1	-0.2	0.9	0.8	0.1	0.6	0.7	-0.1	2.1	2.5	-0.4
Radio Live	4.0	4.0	0.0	10	2.7	2.8	-0.1	3.2	2.8	0.4	2.1	2.1	0.0	3.0	3.1	-0.1	1.7	1.8	-0.1	4.1	4.0	0.1
Radio Sport	1.8	1.6	0.2	14	0.9	1.2	-0.3	1.2	1.3	-0.1	0.8	1.1	-0.3	0.5	0.8	-0.3	0.4	0.4	0.0	2.6	2.3	0.3
Rhema	0.2	0.2	0.0	17	0.1	0.3	-0.2	0.1	0.3	-0.2	0.1	0.4	-0.3	0.5	0.4	0.1	*	0.1	*	0.3	0.3	0.0
Rock	5.8	6.1	-0.3	5	6.1	5.9	0.2	5.8	6.1	-0.3	5.7	5.9	-0.2	2.7	3.2	-0.5	1.2	1.5	-0.3	6.2	6.0	0.2
Star	*	0.1	*	*	0.2	*	*	0.1	0.1	0.0	0.2	0.2	0.0	0.2	*	*	0.2	*	*	0.3	0.1	0.2
Tahu FM	0.3	0.3	0.0	16	0.3	0.3	0.0	0.3	0.2	0.1	0.2	0.2	0.0	0.1	0.1	0.0	*	*	*	0.2	0.3	-0.1
The Hits	4.4	5.4	-1.0	7	3.5	4.4	-0.9	4.3	5.4	-1.1	2.9	3.9	-1.0	2.2	2.5	-0.3	1.0	1.0	0.0	4.1	4.5	-0.4
The Sound	5.4	4.8	0.6	6	4.3	4.2	0.1	5.4	5.0	0.4	5.2	4.7	0.5	1.7	1.6	0.1	1.0	1.1	-0.1	5.1	4.9	0.2
ZM	6.4	5.1	1.3	4	4.6	4.9	-0.3	5.9	5.7	0.2	5.8	6.0	-0.2	2.9	3.3	-0.4	1.4	1.0	0.4	5.6	6.6	-1.0
Other	2.4	2.7	-0.3		3.5	4.2	-0.7	4.0	5.0	-1.0	3.0	3.7	-0.7	1.9	2.4	-0.5	0.5	0.9	-0.4	5.1	6.0	-0.9
Mediaworks Combo	33.1	33.2	-0.1		27.1	26.4	0.7	31.1	30.9	0.2	29.2	28.3	0.9	16.4	16.9	-0.5	7.9	8.6	-0.7	36.7	34.8	1.9
NZME Combo	25.0	25.0	0.0		20.4	21.9	-1.5	22.8	23.7	-0.9	20.0	21.4	-1.4	11.9	12.5	-0.6	6.6	6.6	0.0	26.0	26.5	-0.5
All Commercial Radio	51.2	50.9	0.3		43.4	44.4	-1.0	48.0	49.0	-1.0	44.0	43.7	0.3	27.3	27.8	-0.5	14.2	15.1	-0.9	54.8	53.2	1.6

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

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



SOUTHLAND COMMERCIAL RADIO - SURVEY 1 2017

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

Survey Comparisons: 1/2016 - 1/2017

This Survey Period: Sun Apr 10 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Apr 8 2017

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

	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	10:46	9:43	1:03	2:43	3:19	-0:35	6:14	6:50	-0:36	14:03	11:55	2:08	13:24	11:22	2:01	9:52	10:14	-0:21	8:19	9:13	-0:54	14:30	14:17	0:13
Coast	12:52	14:38	-1:46	2:24	2:15	0:09	10:32	8:30	2:02	14:55	13:58	0:56	12:42	12:43	-0:01	10:59	12:53	-1:54	14:14	15:49	-1:35	13:41	15:29	-1:48
Edge	8:17	8:19	-0:01	8:40	8:15	0:24	7:27	7:36	-0:09	7:47	6:52	0:54	8:14	8:08	0:06	9:13	11:11	-1:57	8:07	6:19	1:47	8:05	8:34	-0:29
Hokonui	10:55	8:35	2:20	11:13	10:45	0:28	6:09	5:20	0:49	6:17	6:12	0:05	10:22	6:39	3:43	15:44	11:04	4:39	14:04	11:48	2:15	14:19	7:07	7:11
Life FM	15:36	25:46	-10:09	54:25	59:19	-4:53	6:32	7:41	-1:09	8:53	16:31	-7:38	7:13	13:33	-6:20	4:15	4:13	0:02	13:19	10:10	3:09	4:57	5:20	-0:23
Magic	18:54	15:26	3:28	7:41	12:50	-5:08	3:20	0:51	2:29	5:02	2:13	2:48	9:21	9:33	-0:11	14:15	15:05	-0:49	28:44	18:08	10:36	1:14	1:31	-0:17
More FM	11:03	10:10	0:53	5:44	5:21	0:23	6:49	6:56	-0:07	12:45	10:48	1:56	13:15	11:50	1:25	14:14	14:23	-0:08	14:15	13:57	0:18	12:50	13:11	-0:20
Newstalk ZB	18:40	18:53	-0:12	*	*	*	2:26	2:50	-0:24	7:01	5:13	1:48	8:33	9:16	-0:42	11:58	10:41	1:17	19:30	15:32	3:58	10:24	8:25	1:58
Radio Hauraki	9:06	8:31	0:34	2:01	2:08	-0:07	11:56	10:39	1:17	12:25	10:35	1:50	10:42	9:05	1:37	6:20	5:52	0:27	6:54	6:24	0:30	13:11	14:18	-1:06
Radio Live	18:10	16:01	2:08	*	*	*	7:06	7:44	-0:37	5:15	4:48	0:27	7:21	6:58	0:23	16:49	16:37	0:11	27:39	25:19	2:20	3:45	4:18	-0:33
Radio Sport	4:55	4:36	0:19	0:15	0:15	0:00	2:39	2:24	0:15	3:49	3:05	0:43	5:14	5:35	-0:21	6:29	6:14	0:15	9:25	5:34	3:51	4:24	3:11	1:12
Rhema	10:32	5:53	4:38	*	*	*	*	*	*	14:15	14:15	0:00	13:15	10:38	2:37	7:12	3:31	3:40	2:00	2:04	-0:04	14:15	4:26	9:48
Rock	15:16	13:45	1:30	6:05	5:18	0:47	15:59	15:14	0:45	15:44	14:20	1:23	15:58	14:47	1:11	14:45	13:15	1:29	13:15	10:56	2:18	9:21	9:50	-0:28
Star	4:43	0:18	4:24	*	*	*	*	0:15	*	*	0:15	*	*	0:15	*	*	0:15	*	7:00	0:15	6:45	*	*	*
Tahu FM	6:14	6:53	-0:38	*	*	*	7:08	7:31	-0:23	1:44	2:06	-0:21	1:44	2:06	-0:21	*	*	*	*	*	*	17:15	17:15	0:00
The Hits	9:46	10:27	-0:41	4:57	5:45	-0:47	8:18	8:02	0:15	9:33	9:20	0:13	10:14	10:35	-0:20	12:12	15:09	-2:57	14:17	15:15	-0:58	11:28	13:23	-1:55
The Sound	17:00	14:58	2:02	11:00	5:13	5:46	14:17	11:49	2:28	14:18	12:17	2:00	14:29	13:31	0:58	19:52	18:52	0:59	26:06	23:10	2:56	8:28	11:21	-2:53
ZM	10:04	10:18	-0:14	3:36	4:57	-1:20	10:28	9:52	0:35	11:55	11:04	0:50	12:53	12:44	0:08	16:03	17:27	-1:24	1:00	15:43	-14:43	9:27	8:07	1:20
Other	19:54	15:57	3:57	12:35	8:41	3:53	9:00	7:22	1:37	14:22	11:09	3:13	21:42	16:57	4:44	25:13	21:37	3:36	26:48	19:48	6:59	16:05	15:08	0:56
Mediaworks Combo	18:34	17:10	1:23	10:39	9:57	0:41	15:50	15:43	0:06	18:51	16:57	1:53	18:25	17:21	1:04	18:39	19:00	-0:21	24:41	21:55	2:45	14:35	15:31	-0:55
NZME Combo	14:59	15:01	-0:01	4:23	6:02	-1:38	11:51	10:50	1:00	14:30	13:07	1:22	14:48	14:10	0:37	16:11	16:14	-0:02	19:38	18:12	1:26	15:29	14:37	0:51
All Commercial Radio	25:01	24:23	0:38	14:03	15:23	-1:20	21:32	21:24	0:08	24:46	23:49	0:57	25:35	25:04	0:31	26:31	26:37	-0:06	31:12	28:23	2:48	23:17	23:17	0:00
Potential (000)	72.4	70.6	1.8	8.2	8.5	-0.3	17.8	17.0	0.8	20.7	20.0	0.7	32.1	31.2	0.9	22.1	21.4	0.7	18.3	17.7	0.6	12.1	11.0	1.1
Sample	873	883	-10	107	101	6	237	219	18	272	282	-10	417	429	-12	264	265	-1	204	213	-9	165	162	3

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

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



SOUTHLAND COMMERCIAL RADIO - SURVEY 1 2017

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

Survey Comparisons: 1/2016 - 1/2017

This Survey Period: Sun Apr 10 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Apr 8 2017

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

	This	Last	+/-
Potential (000)	72.4	70.6	1.8
Sample Size	873	883	-10

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

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

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