



SOUTHLAND COMMERCIAL RADIO - SURVEY 3 2017

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

Survey Comparisons: 2/2017 - 3/2017

This Survey Period: Sun Aug 21 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Sep 9 2017

Last Survey Period: Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 2017

	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	6.0	5.3	0.7	8	2.8	1.6	1.2	4.4	3.0	1.4	8.2	7.2	1.0	7.4	7.2	0.2	7.8	6.9	0.9	6.4	4.6	1.8	9.9	11.5	-1.6	
Coast	10.6	8.3	2.3	2	2.9	2.1	0.8	4.5	2.8	1.7	8.3	4.9	3.4	9.6	6.4	3.2	11.0	10.1	0.9	15.2	14.2	1.0	10.0	8.0	2.0	
Edge	8.1	8.6	-0.5	5	28.8	27.4	1.4	16.2	15.9	0.3	8.5	7.6	0.9	7.1	7.0	0.1	4.3	5.1	-0.8	2.0	2.5	-0.5	9.6	9.9	-0.3	
Hokonui	5.2	4.7	0.5	11	3.2	4.8	-1.6	1.1	1.8	-0.7	2.5	2.4	0.1	3.6	3.0	0.6	8.4	7.8	0.6	8.8	8.3	0.5	6.4	5.7	0.7	
Life FM	1.2	1.3	-0.1	15	9.2	10.2	-1.0	1.1	1.1	0.0	0.7	0.6	0.1	0.5	0.4	0.1	0.1	0.2	-0.1	0.8	0.9	-0.1	0.9	0.4	0.5	
Magic	4.1	4.3	-0.2	12	4.3	3.5	0.8	0.8	0.5	0.3	0.9	0.5	0.4	2.2	1.4	0.8	4.5	3.7	0.8	8.8	9.8	-1.0	0.4	0.3	0.1	
More FM	9.4	10.6	-1.2	3	14.4	8.7	5.7	8.3	9.4	-1.1	13.0	14.7	-1.7	11.0	13.0	-2.0	8.7	10.3	-1.6	8.8	9.7	-0.9	16.0	14.5	1.5	
Newstalk ZB	6.0	6.3	-0.3	8	0.3	*	*	0.4	0.2	0.2	1.4	1.1	0.3	1.6	1.3	0.3	5.5	4.6	0.9	10.8	9.2	1.6	6.7	4.2	2.5	
Radio Hauraki	1.6	2.2	-0.6	14	0.5	0.5	0.0	3.6	4.9	-1.3	2.6	4.8	-2.2	2.4	3.8	-1.4	1.6	1.8	-0.2	0.6	0.8	-0.2	2.2	2.0	0.2	
RadioLIVE	5.4	5.7	-0.3	10	0.6	2.4	-1.8	2.1	2.4	-0.3	2.7	2.6	0.1	3.1	3.0	0.1	7.3	8.3	-1.0	12.6	12.9	-0.3	1.2	2.4	-1.2	
Radio Sport	2.3	2.6	-0.3	13	*	3.6	*	0.6	0.7	-0.1	1.0	0.9	0.1	0.9	1.1	-0.2	1.6	1.8	-0.2	2.1	2.0	0.1	0.9	2.1	-1.2	
Rhema	0.4	0.4	0.0	16	*	*	*	0.5	*	*	0.5	0.3	0.2	0.3	0.4	-0.1	0.5	0.8	-0.3	0.7	0.6	0.1	0.4	0.5	-0.1	
Rock	11.3	11.0	0.3	1	3.9	4.5	-0.6	21.9	22.9	-1.0	16.9	19.7	-2.8	15.8	16.2	-0.4	11.1	7.8	3.3	4.2	3.0	1.2	4.6	7.5	-2.9	
Star	0.2	0.2	0.0	17	*	*	*	*	*	*	*	*	*	*	*	*	0.3	0.2	0.1	0.7	0.6	0.1	0.2	0.1	0.1	
Tahu FM	*	*	*	*	*	*	*	*	0.2	*	*	0.1	*	*	*	*	*	*	*	*	*	*	*	*	*	*
The Hits	8.1	5.9	2.2	5	13.9	8.8	5.1	9.3	8.6	0.7	8.5	8.2	0.3	9.0	7.1	1.9	8.0	5.1	2.9	5.1	4.0	1.1	10.0	9.1	0.9	
The Sound	8.8	9.3	-0.5	4	6.7	6.2	0.5	5.6	7.5	-1.9	5.9	7.5	-1.6	10.9	11.5	-0.6	13.6	16.0	-2.4	8.6	10.4	-1.8	5.2	5.0	0.2	
ZM	7.1	6.6	0.5	7	5.4	9.8	-4.4	18.1	15.5	2.6	15.3	12.7	2.6	11.3	9.9	1.4	2.7	2.7	0.0	*	*	*	11.2	10.0	1.2	
Others	4.3	6.9	-2.6		3.2	5.9	-2.7	1.4	2.7	-1.3	3.2	4.3	-1.1	3.5	7.1	-3.6	3.1	7.0	-3.9	3.7	6.6	-2.9	4.4	6.9	-2.5	
Mediaworks Combo	53.1	54.6	-1.5		61.4	54.2	7.2	59.4	61.6	-2.2	56.0	59.8	-3.8	57.4	59.4	-2.0	57.3	58.1	-0.8	51.5	52.9	-1.4	46.8	51.0	-4.2	
NZME Combo	40.9	36.5	4.4		26.2	29.6	-3.4	37.5	34.5	3.0	39.5	34.9	4.6	38.3	32.6	5.7	38.8	33.8	5.0	42.7	38.5	4.2	47.4	41.0	6.4	
Potential (000)	72.4	72.4	0.0		8.3	8.5	-0.2	17.7	17.5	0.2	20.7	20.7	0.0	32.1	32.1	0.0	22.1	22.1	0.0	18.3	18.3	0.0	12.4	12.9	-0.5	
Sample	804	818	-14		105	100	5	204	210	-6	252	258	-6	367	381	-14	232	246	-14	206	208	-2	146	158	-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 RadioLIVE 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 3 2017

Station Share (%) by Daypart, People 10+

Survey Comparisons: 2/2017 - 3/2017

This Survey Period: Sun Aug 21 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Sep 9 2017

Last Survey Period: Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 2017

	This	Last	+/-
Potential (000)	72.4	72.4	0.0
Sample Size	804	818	-14

	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	5.1	4.5	0.6	11	5.1	4.9	0.2	6.5	6.2	0.3	7.1	6.2	0.9	5.6	4.0	1.6	6.6	4.1	2.5	6.4	5.4	1.0
Coast	9.2	7.0	2.2	3	13.7	10.8	2.9	12.4	9.4	3.0	11.6	9.2	2.4	4.8	3.4	1.4	3.8	2.5	1.3	9.3	8.1	1.2
Edge	9.0	10.0	-1.0	5	4.9	6.2	-1.3	7.4	8.1	-0.7	7.0	7.1	-0.1	10.4	11.6	-1.2	10.4	7.8	2.6	10.2	9.8	0.4
Hokonui	6.7	5.9	0.8	8	4.6	4.3	0.3	6.3	4.9	1.4	3.0	3.3	-0.3	3.9	3.8	0.1	8.9	7.3	1.6	4.5	4.2	0.3
Life FM	0.6	0.8	-0.2	15	0.5	0.4	0.1	0.5	0.5	0.0	0.5	0.5	0.0	3.9	4.1	-0.2	9.0	9.5	-0.5	1.3	1.5	-0.2
Magic	4.7	5.1	-0.4	12	3.7	3.6	0.1	3.6	3.6	0.0	5.3	4.6	0.7	8.0	7.7	0.3	3.1	2.0	1.1	3.3	4.1	-0.8
More FM	10.9	11.2	-0.3	1	10.0	10.4	-0.4	9.2	11.8	-2.6	12.4	13.9	-1.5	4.7	8.5	-3.8	5.0	7.3	-2.3	8.2	8.6	-0.4
Newstalk ZB	5.9	6.4	-0.5	10	5.0	6.4	-1.4	3.5	3.4	0.1	3.5	3.4	0.1	15.8	12.0	3.8	12.3	12.1	0.2	7.0	7.6	-0.6
Radio Hauraki	1.0	1.4	-0.4	14	2.1	2.2	-0.1	2.1	2.4	-0.3	2.1	2.9	-0.8	0.3	2.2	-1.9	0.3	2.1	-1.8	1.5	2.5	-1.0
RadioLIVE	7.4	7.6	-0.2	6	4.2	4.5	-0.3	4.2	4.2	0.0	4.3	4.2	0.1	11.3	10.6	0.7	9.3	11.9	-2.6	4.6	4.8	-0.2
Radio Sport	2.2	2.3	-0.1	13	2.7	2.8	-0.1	2.3	3.0	-0.7	0.6	1.8	-1.2	2.6	2.5	0.1	0.3	0.5	-0.2	2.8	3.0	-0.2
Rhema	0.5	0.3	0.2	16	0.2	0.4	-0.2	0.3	0.3	0.0	0.1	0.1	0.0	1.2	1.6	-0.4	*	*	*	0.5	0.6	-0.1
Rock	10.5	10.0	0.5	2	11.9	13.0	-1.1	12.5	12.2	0.3	12.3	12.0	0.3	5.0	6.9	-1.9	13.4	10.1	3.3	10.9	9.8	1.1
Star	0.1	0.1	0.0	17	0.1	0.1	0.0	0.1	0.1	0.0	0.2	0.2	0.0	0.3	0.3	0.0	0.2	0.2	0.0	0.3	0.2	0.1
Tahu FM	*	0.1	*	*	*	*	*	*	*	*	*	0.1	*	*	*	*	*	*	*	*	*	*
The Hits	9.1	8.0	1.1	4	10.9	7.4	3.5	7.3	4.7	2.6	6.3	4.5	1.8	6.3	4.6	1.7	3.7	3.8	-0.1	7.5	5.4	2.1
The Sound	7.3	8.6	-1.3	7	9.0	8.9	0.1	11.1	10.9	0.2	9.7	10.2	-0.5	5.0	4.9	0.1	4.3	8.4	-4.1	8.9	9.4	-0.5
ZM	6.5	5.9	0.6	9	6.6	6.0	0.6	6.7	6.2	0.5	9.6	8.9	0.7	5.4	5.7	-0.3	8.1	8.3	-0.2	7.4	6.8	0.6
Others	3.2	4.9	-1.7		4.7	7.6	-2.9	4.0	8.0	-4.0	4.4	7.2	-2.8	5.5	5.8	-0.3	1.6	2.0	-0.4	5.3	8.1	-2.8
Mediaworks Combo	54.9	56.9	-2.0		48.8	51.5	-2.7	54.4	57.0	-2.6	58.0	58.1	-0.1	50.1	54.1	-4.0	52.0	51.7	0.3	52.5	51.9	0.6
NZME Combo	40.7	37.0	3.7		45.6	40.0	5.6	40.6	34.0	6.6	36.8	34.0	2.8	39.1	34.1	5.0	37.2	36.6	0.6	40.1	37.6	2.5

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

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

Survey Comparisons: 2/2017 - 3/2017

This Survey Period: Sun Aug 21 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Sep 9 2017

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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	7.8	7.3	0.5	7	0.6	0.5	0.1	1.6	1.4	0.2	2.6	2.1	0.5	3.9	3.5	0.4	3.5	3.6	-0.1	2.5	2.5	0.0	1.6	1.8	-0.2
Coast	10.8	10.3	0.5	3	0.7	0.6	0.1	1.3	0.9	0.4	2.0	1.4	0.6	4.1	3.4	0.7	4.4	4.7	-0.3	4.4	4.6	-0.2	1.3	1.4	-0.1
Edge	13.2	14.3	-1.1	2	3.0	3.2	-0.2	5.1	5.6	-0.5	4.5	4.8	-0.3	6.2	6.7	-0.5	2.8	3.2	-0.4	1.3	1.4	-0.1	3.0	3.0	0.0
Hokonui	5.7	5.5	0.2	11	0.3	0.6	-0.3	0.8	0.8	0.0	1.9	1.7	0.2	3.0	2.5	0.5	2.2	2.2	0.0	1.7	1.8	-0.1	1.2	1.3	-0.1
Life FM	1.2	1.2	0.0	15	0.2	0.2	0.0	0.5	0.5	0.0	0.4	0.2	0.2	0.5	0.3	0.2	0.2	0.4	-0.2	0.3	0.4	-0.1	0.1	0.1	0.0
Magic	4.3	4.4	-0.1	12	0.4	0.4	0.0	0.5	0.4	0.1	0.7	0.4	0.3	1.5	1.0	0.5	1.5	1.3	0.2	1.8	2.0	-0.2	0.2	0.3	-0.1
More FM	14.3	14.5	-0.2	1	2.4	2.0	0.4	3.5	4.1	-0.6	5.3	5.8	-0.5	7.6	7.8	-0.2	4.3	4.0	0.3	2.7	2.7	0.0	3.4	3.9	-0.5
Newstalk ZB	5.9	5.5	0.4	10	0.1	*	*	0.2	0.1	0.1	0.8	0.6	0.2	1.6	1.2	0.4	2.3	2.0	0.3	2.7	2.4	0.3	1.1	1.0	0.1
Radio Hauraki	3.2	3.8	-0.6	14	0.2	0.3	-0.1	1.9	1.5	0.4	1.7	2.0	-0.3	2.2	2.8	-0.6	0.7	1.3	-0.6	0.2	0.4	-0.2	0.6	0.7	-0.1
RadioLIVE	6.1	5.9	0.2	9	0.3	0.1	0.2	0.9	0.9	0.0	1.6	1.6	0.0	2.7	2.6	0.1	2.4	2.6	-0.2	2.7	2.7	0.0	0.6	1.0	-0.4
Radio Sport	4.1	4.3	-0.2	13	*	0.1	*	0.7	0.7	0.0	1.1	1.1	0.0	1.6	1.7	-0.1	1.4	1.4	0.0	1.4	1.4	0.0	0.4	0.4	0.0
Rhema	1.1	1.0	0.1	16	*	*	*	0.2	*	*	0.2	0.2	0.0	0.3	0.4	-0.1	0.6	0.6	0.0	0.6	0.6	0.0	0.2	0.2	0.0
Rock	10.2	10.5	-0.3	5	0.7	0.8	-0.1	4.8	4.9	-0.1	5.5	6.2	-0.7	7.3	7.7	-0.4	2.4	2.2	0.2	0.6	0.8	-0.2	1.4	2.0	-0.6
Star	0.4	0.4	0.0	17	*	*	*	*	*	*	*	*	*	*	*	*	0.2	0.1	0.1	0.4	0.4	0.0	0.1	0.1	0.0
Tahu FM	0.2	0.3	-0.1	18	*	*	*	0.2	0.3	-0.1	0.2	0.2	0.0	0.2	0.2	0.0	0.1	*	*	0.1	*	*	*	*	*
The Hits	8.8	8.3	0.5	6	1.2	1.3	-0.1	3.2	3.3	-0.1	3.4	4.1	-0.7	4.8	5.1	-0.3	2.5	1.9	0.6	1.3	1.1	0.2	1.8	2.1	-0.3
The Sound	6.9	8.0	-1.1	8	0.7	0.9	-0.2	1.4	2.1	-0.7	1.9	2.7	-0.8	4.1	5.0	-0.9	3.1	3.6	-0.5	1.6	1.7	-0.1	1.1	1.3	-0.2
ZM	10.5	9.8	0.7	4	1.5	2.2	-0.7	5.3	4.3	1.0	5.7	4.8	0.9	7.1	6.1	1.0	1.4	1.3	0.1	0.1	0.1	0.0	2.7	2.4	0.3
Others	4.5	6.2	-1.7		0.3	0.5	-0.2	0.7	1.4	-0.7	1.1	1.8	-0.7	1.5	3.0	-1.5	0.9	1.6	-0.7	1.4	1.4	0.0	0.6	0.8	-0.2
Mediaworks Combo	45.1	45.9	-0.8		5.9	6.0	-0.1	12.3	12.9	-0.6	15.1	15.3	-0.2	23.2	23.3	-0.1	14.4	14.9	-0.5	9.8	10.4	-0.6	8.1	9.3	-1.2
NZME Combo	36.6	36.5	0.1		3.1	4.0	-0.9	9.8	9.2	0.6	11.6	11.4	0.2	17.8	17.0	0.8	11.3	11.1	0.2	9.1	9.3	-0.2	7.0	7.0	0.0
All Commercial Radio	62.3	63.1	-0.8		6.7	7.3	-0.6	16.0	16.1	-0.1	19.7	19.8	-0.1	30.0	30.1	-0.1	19.5	19.8	-0.3	15.3	15.5	-0.2	11.0	11.8	-0.8
Potential (000)	72.4	72.4	0.0		8.3	8.5	-0.2	17.7	17.5	0.2	20.7	20.7	0.0	32.1	32.1	0.0	22.1	22.1	0.0	18.3	18.3	0.0	12.4	12.9	-0.5
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Sample Size	804	818	-14

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	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	4.1	3.5	0.6	8	3.4	3.3	0.1	4.7	4.2	0.5	3.9	3.7	0.2	1.7	1.3	0.4	1.2	0.7	0.5	4.8	4.4	0.4
Coast	6.8	6.1	0.7	3	6.8	6.1	0.7	6.9	6.6	0.3	6.5	6.1	0.4	1.6	1.5	0.1	0.9	0.9	0.0	6.3	6.5	-0.2
Edge	7.4	8.5	-1.1	2	4.6	5.6	-1.0	6.4	7.6	-1.2	6.0	6.2	-0.2	3.6	3.9	-0.3	2.2	2.1	0.1	9.5	9.8	-0.3
Hokonui	3.4	3.4	0.0	10	2.1	2.2	-0.1	3.2	2.9	0.3	2.5	2.3	0.2	1.2	1.2	0.0	1.0	1.1	-0.1	3.8	3.8	0.0
Life FM	0.4	0.5	-0.1	16	0.3	0.3	0.0	0.5	0.5	0.0	0.4	0.3	0.1	0.7	0.7	0.0	0.3	0.3	0.0	0.7	0.8	-0.1
Magic	2.5	2.6	-0.1	12	2.2	2.1	0.1	2.4	2.7	-0.3	2.6	2.6	0.0	1.6	1.6	0.0	0.6	0.5	0.1	2.3	2.2	0.1
More FM	7.6	8.1	-0.5	1	6.3	6.2	0.1	7.7	8.0	-0.3	7.7	8.0	-0.3	2.4	3.0	-0.6	1.7	1.7	0.0	8.7	9.0	-0.3
Newstalk ZB	3.4	3.4	0.0	10	2.6	2.7	-0.1	2.4	2.2	0.2	2.4	2.2	0.2	3.0	2.5	0.5	1.3	1.5	-0.2	4.6	4.5	0.1
Radio Hauraki	1.8	2.2	-0.4	13	1.9	2.1	-0.2	1.6	2.4	-0.8	1.3	1.8	-0.5	0.2	0.5	-0.3	0.3	0.5	-0.2	1.8	2.1	-0.3
RadioLIVE	3.7	3.7	0.0	9	3.0	2.8	0.2	2.8	2.9	-0.1	2.6	1.8	0.8	2.4	2.3	0.1	1.5	1.3	0.2	3.4	3.1	0.3
Radio Sport	1.5	1.5	0.0	14	2.1	2.1	0.0	1.9	1.9	0.0	0.7	1.1	-0.4	1.2	1.3	-0.1	0.2	0.3	-0.1	2.8	2.7	0.1
Rhema	0.5	0.4	0.1	15	0.5	0.4	0.1	0.4	0.3	0.1	0.3	0.2	0.1	0.4	0.6	-0.2	*	*	*	0.8	0.7	0.1
Rock	6.4	6.5	-0.1	4	5.1	6.4	-1.3	5.2	5.8	-0.6	5.9	5.8	0.1	2.3	2.3	0.0	1.6	1.7	-0.1	6.5	6.7	-0.2
Star	0.3	0.2	0.1	17	0.2	0.3	-0.1	0.3	0.2	0.1	0.2	0.2	0.0	0.2	0.2	0.0	0.1	0.1	0.0	0.4	0.4	0.0
Tahu FM	*	0.2	*	*	0.2	0.3	-0.1	0.2	0.2	0.0	*	0.1	*	*	*	*	*	*	*	*	0.1	*
The Hits	5.9	5.6	0.3	6	5.1	4.5	0.6	4.7	4.5	0.2	4.1	3.5	0.6	2.1	2.3	-0.2	0.8	0.8	0.0	5.6	4.9	0.7
The Sound	4.2	4.9	-0.7	7	3.7	3.8	-0.1	4.2	5.1	-0.9	4.2	4.9	-0.7	1.3	1.6	-0.3	0.6	1.0	-0.4	4.9	5.3	-0.4
ZM	6.3	6.1	0.2	5	4.5	4.2	0.3	5.6	5.7	-0.1	6.0	5.6	0.4	2.5	2.4	0.1	1.2	1.5	-0.3	5.9	5.4	0.5
Others	1.6	2.1	-0.5		2.4	3.1	-0.7	2.2	3.2	-1.0	1.9	2.4	-0.5	1.2	1.6	-0.4	0.2	0.3	-0.1	3.6	4.7	-1.1
Mediaworks Combo	30.1	31.7	-1.6		23.8	25.4	-1.6	28.1	30.2	-2.1	28.0	28.1	-0.1	13.8	14.1	-0.3	8.3	7.9	0.4	34.4	34.9	-0.5
NZME Combo	25.6	24.9	0.7		22.2	20.7	1.5	22.4	22.6	-0.2	20.0	19.7	0.3	10.5	10.7	-0.2	5.0	5.7	-0.7	26.5	25.9	0.6
All Commercial Radio	49.4	50.2	-0.8		41.8	42.3	-0.5	44.8	47.3	-2.5	43.2	43.3	-0.1	23.4	24.3	-0.9	12.7	13.2	-0.5	52.3	53.6	-1.3

Mediaworks Combo: Breeze or Edge or Magic or More FM or RadioLIVE 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 3 2017

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

Survey Comparisons: 2/2017 - 3/2017

This Survey Period: Sun Aug 21 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Sep 9 2017

Last Survey Period: Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 2017

	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	9:59	10:16	-0:17	4:12	3:19	0:53	8:08	7:03	1:05	12:29	15:30	-3:00	12:18	14:33	-2:15	10:24	9:22	1:02	9:27	7:19	2:08	13:28	15:37	-2:08
Coast	12:49	11:28	1:20	3:54	3:31	0:22	10:25	10:12	0:13	16:11	15:39	0:31	15:25	13:06	2:19	11:42	10:24	1:17	12:32	12:17	0:15	16:44	13:28	3:16
Edge	8:01	8:32	-0:30	8:25	9:05	-0:40	9:18	9:08	0:10	7:30	7:03	0:27	7:27	7:20	0:07	7:03	7:49	-0:46	5:31	6:52	-1:20	7:00	7:56	-0:55
Hokonui	12:07	12:07	-0:00	9:04	8:10	0:54	3:57	6:49	-2:52	5:17	6:21	-1:04	7:50	8:22	-0:32	17:37	17:24	0:12	18:29	18:39	-0:09	11:36	10:25	1:10
Life FM	13:11	15:39	-2:27	33:50	51:44	-17:53	6:30	7:14	-0:44	7:37	14:14	-6:36	6:33	9:58	-3:25	1:10	2:39	-1:28	10:59	9:30	1:29	14:30	14:30	0:00
Magic	12:34	13:50	-1:15	8:41	8:50	-0:08	4:34	4:16	0:18	5:07	5:31	-0:23	9:36	9:25	0:11	14:00	13:49	0:11	17:50	19:07	-1:16	4:06	3:18	0:48
More FM	8:35	10:22	-1:46	5:13	4:32	0:40	7:06	7:21	-0:15	9:38	11:19	-1:41	9:24	11:40	-2:15	9:18	12:27	-3:08	11:57	13:56	-1:59	10:23	9:09	1:14
Newstalk ZB	13:17	16:21	-3:03	4:00	*	*	5:15	3:52	1:23	6:59	8:24	-1:25	6:53	7:12	-0:19	11:00	10:55	0:04	14:38	14:51	-0:13	13:35	10:15	3:19
Radio Hauraki	6:33	8:28	-1:54	1:37	1:51	-0:14	5:34	10:36	-5:01	5:52	10:55	-5:03	6:55	9:26	-2:31	10:29	6:48	3:41	10:24	8:15	2:09	8:28	7:17	1:11
RadioLIVE	11:38	13:45	-2:06	2:00	21:45	-19:44	6:41	8:08	-1:27	6:36	7:05	-0:28	7:26	8:15	-0:48	14:10	15:35	-1:25	17:10	18:35	-1:25	4:34	5:40	-1:06
Radio Sport	7:13	8:30	-1:17	*	32:30	*	2:30	3:04	-0:34	3:39	3:28	0:11	3:38	4:45	-1:06	5:27	6:06	-0:39	5:31	5:34	-0:02	4:49	12:08	-7:19
Rhema	4:23	5:46	-1:22	*	*	*	8:09	*	*	7:29	6:38	0:50	5:49	8:37	-2:48	3:47	5:51	-2:04	3:55	4:04	-0:09	3:29	6:58	-3:29
Rock	14:26	14:55	-0:28	4:49	6:08	-1:19	13:27	14:53	-1:26	12:08	14:15	-2:06	14:02	14:46	-0:43	21:43	16:59	4:44	24:34	14:44	9:49	7:19	9:21	-2:01
Star	6:11	6:01	0:09	*	*	*	*	*	*	*	*	*	*	*	*	6:37	6:27	0:09	6:11	6:01	0:09	5:15	5:15	0:00
Tahu FM	0:39	2:15	-1:36	*	*	*	0:45	2:04	-1:19	0:45	1:27	-0:42	0:45	1:27	-0:42	0:30	*	*	0:30	*	*	*	*	*
The Hits	12:00	10:08	1:52	9:55	7:18	2:36	8:27	8:13	0:13	9:54	8:53	1:00	12:11	9:51	2:20	15:09	13:24	1:44	14:20	14:13	0:06	12:16	10:31	1:44
The Sound	16:40	16:27	0:13	7:56	7:06	0:50	11:21	11:11	0:10	12:38	12:22	0:15	17:15	16:09	1:06	20:38	21:44	-1:06	19:49	23:52	-4:02	10:17	9:07	1:10
ZM	8:53	9:33	-0:39	3:07	4:51	-1:44	10:02	11:28	-1:25	10:39	11:50	-1:11	10:21	11:27	-1:05	9:08	9:40	-0:31	1:00	1:00	0:00	9:17	10:12	-0:55
Others	12:41	15:56	-3:15	9:24	12:48	-3:23	5:36	6:10	-0:33	11:52	10:51	1:00	15:15	16:42	-1:27	15:11	21:17	-6:05	9:26	18:27	-9:01	17:18	19:55	-2:36
Mediaworks Combo	15:26	16:58	-1:31	9:03	9:41	-0:37	14:10	15:17	-1:07	14:46	17:28	-2:42	16:09	17:52	-1:43	18:26	18:54	-0:28	19:05	20:02	-0:57	12:47	13:26	-0:39
NZME Combo	14:37	14:17	0:20	7:18	7:56	-0:38	11:15	11:57	-0:42	13:32	13:40	-0:08	14:05	13:29	0:35	16:00	14:44	1:15	17:10	16:21	0:49	14:57	14:20	0:37
All Commercial Radio	21:03	22:37	-1:33	13:02	14:47	-1:45	18:23	19:50	-1:27	20:12	22:37	-2:24	21:44	23:20	-1:36	23:50	24:29	-0:38	23:54	25:30	-1:36	19:59	20:38	-0:38
Potential (000)	72.4	72.4	0.0	8.3	8.5	-0.2	17.7	17.5	0.2	20.7	20.7	0.0	32.1	32.1	0.0	22.1	22.1	0.0	18.3	18.3	0.0	12.4	12.9	-0.5
Sample	804	818	-14	105	100	5	204	210	-6	252	258	-6	367	381	-14	232	246	-14	206	208	-2	146	158	-12

Mediaworks Combo: Breeze or Edge or Magic or More FM or RadioLIVE 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 3 2017

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

Survey Comparisons: 2/2017 - 3/2017

This Survey Period: Sun Aug 21 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Sep 9 2017

Last Survey Period: Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 2017

	This	Last	+/-
Potential (000)	72.4	72.4	0.0
Sample Size	804	818	-14

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

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

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