



SOUTHLAND COMMERCIAL RADIO - SURVEY 4 2017

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

Survey Comparisons: 3/2017 - 4/2017

This Survey Period: Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017

Last 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

	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	5.6	6.0	-0.4	9	1.4	2.8	-1.4	3.8	4.4	-0.6	6.4	8.2	-1.8	6.8	7.4	-0.6	8.1	7.8	0.3	6.7	6.4	0.3	7.5	9.9	-2.4	
Coast	10.4	10.6	-0.2	2	3.9	2.9	1.0	2.8	4.5	-1.7	6.6	8.3	-1.7	9.4	9.6	-0.2	11.6	11.0	0.6	14.0	15.2	-1.2	6.3	10.0	-3.7	
Edge	7.5	8.1	-0.6	5	31.2	28.8	2.4	13.4	16.2	-2.8	9.3	8.5	0.8	6.7	7.1	-0.4	3.3	4.3	-1.0	2.9	2.0	0.9	10.6	9.6	1.0	
Hokonui	5.5	5.2	0.3	10	1.4	3.2	-1.8	4.0	1.1	2.9	4.3	2.5	1.8	4.7	3.6	1.1	7.3	8.4	-1.1	8.0	8.8	-0.8	5.0	6.4	-1.4	
Life FM	0.2	1.2	-1.0	17	0.2	9.2	-9.0	0.9	1.1	-0.2	0.6	0.7	-0.1	0.4	0.5	-0.1	*	0.1	*	*	0.8	*	0.7	0.9	-0.2	
Magic	3.3	4.1	-0.8	12	1.0	4.3	-3.3	1.3	0.8	0.5	1.6	0.9	0.7	2.1	2.2	-0.1	3.0	4.5	-1.5	6.3	8.8	-2.5	2.0	0.4	1.6	
More FM	9.9	9.4	0.5	4	21.9	14.4	7.5	9.3	8.3	1.0	13.0	13.0	0.0	11.4	11.0	0.4	8.7	8.7	0.0	8.4	8.8	-0.4	20.0	16.0	4.0	
Newstalk ZB	6.4	6.0	0.4	7	0.3	0.3	0.0	0.5	0.4	0.1	0.7	1.4	-0.7	1.0	1.6	-0.6	6.8	5.5	1.3	14.9	10.8	4.1	5.8	6.7	-0.9	
Radio Hauraki	2.1	1.6	0.5	14	0.8	0.5	0.3	5.1	3.6	1.5	3.8	2.6	1.2	3.0	2.4	0.6	1.3	1.6	-0.3	0.3	0.6	-0.3	2.9	2.2	0.7	
RadioLIVE	4.8	5.4	-0.6	11	0.7	0.6	0.1	0.9	2.1	-1.2	2.3	2.7	-0.4	3.7	3.1	0.6	6.2	7.3	-1.1	7.8	12.6	-4.8	2.6	1.2	1.4	
Radio Sport	2.8	2.3	0.5	13	*	*	*	0.6	0.6	0.0	1.5	1.0	0.5	1.1	0.9	0.2	3.0	1.6	1.4	4.9	2.1	2.8	1.0	0.9	0.1	
Rhema	0.5	0.4	0.1	15	*	*	*	0.3	0.5	-0.2	0.4	0.5	-0.1	0.3	0.3	0.0	0.7	0.5	0.2	0.9	0.7	0.2	0.7	0.4	0.3	
Rock	14.2	11.3	2.9	1	5.7	3.9	1.8	29.4	21.9	7.5	20.1	16.9	3.2	18.5	15.8	2.7	12.5	11.1	1.4	4.2	4.2	0.0	7.1	4.6	2.5	
Star	0.4	0.2	0.2	16	*	*	*	*	*	*	*	*	*	*	*	*	0.2	0.3	-0.1	1.4	0.7	0.7	0.2	0.2	0.0	
Tahu FM	0.1	*	*	18	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.4	*	*	*	*	*	*
The Hits	6.5	8.1	-1.6	6	14.3	13.9	0.4	4.9	9.3	-4.4	6.8	8.5	-1.7	7.0	9.0	-2.0	5.8	8.0	-2.2	3.9	5.1	-1.2	7.0	10.0	-3.0	
The Sound	10.4	8.8	1.6	2	6.5	6.7	-0.2	6.5	5.6	0.9	7.3	5.9	1.4	13.2	10.9	2.3	17.9	13.6	4.3	11.1	8.6	2.5	9.1	5.2	3.9	
ZM	5.7	7.1	-1.4	8	7.2	5.4	1.8	14.4	18.1	-3.7	12.5	15.3	-2.8	7.8	11.3	-3.5	1.1	2.7	-1.6	0.3	*	*	8.1	11.2	-3.1	
Others	3.8	4.3	-0.5		3.6	3.2	0.4	2.1	1.4	0.7	2.8	3.2	-0.4	2.9	3.5	-0.6	2.5	3.1	-0.6	3.5	3.7	-0.2	3.4	4.4	-1.0	
Mediaworks Combo	55.8	53.1	2.7		68.3	61.4	6.9	64.6	59.4	5.2	59.9	56.0	3.9	62.4	57.4	5.0	59.8	57.3	2.5	47.4	51.5	-4.1	59.0	46.8	12.2	
NZME Combo	39.3	40.9	-1.6		27.8	26.2	1.6	32.1	37.5	-5.4	36.2	39.5	-3.3	34.0	38.3	-4.3	36.8	38.8	-2.0	46.4	42.7	3.7	36.1	47.4	-11.3	
Potential (000)	72.4	72.4	0.0		8.1	8.3	-0.2	17.9	17.7	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	12.5	12.4	0.1	
Sample	846	804	42		108	105	3	201	204	-3	239	252	-13	365	367	-2	254	232	22	227	206	21	155	146	9	

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 4 2017

Station Share (%) by Daypart, People 10+

Survey Comparisons: 3/2017 - 4/2017

This Survey Period: Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017

Last 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

	This	Last	+/-
Potential (000)	72.4	72.4	0.0
Sample Size	846	804	42

	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	5.0	5.1	-0.1	11	5.9	5.1	0.8	6.8	6.5	0.3	6.4	7.1	-0.7	4.6	5.6	-1.0	5.2	6.6	-1.4	4.6	6.4	-1.8
Coast	8.5	9.2	-0.7	4	12.3	13.7	-1.4	12.0	12.4	-0.4	10.3	11.6	-1.3	6.1	4.8	1.3	8.0	3.8	4.2	10.1	9.3	0.8
Edge	7.3	9.0	-1.7	7	5.0	4.9	0.1	6.8	7.4	-0.6	8.7	7.0	1.7	12.5	10.4	2.1	8.5	10.4	-1.9	8.6	10.2	-1.6
Hokonui	6.0	6.7	-0.7	9	5.5	4.6	0.9	7.9	6.3	1.6	2.7	3.0	-0.3	1.9	3.9	-2.0	6.5	8.9	-2.4	4.9	4.5	0.4
Life FM	*	0.6	*	*	0.2	0.5	-0.3	0.4	0.5	-0.1	0.4	0.5	-0.1	0.3	3.9	-3.6	0.6	9.0	-8.4	0.1	1.3	-1.2
Magic	2.9	4.7	-1.8	12	3.1	3.7	-0.6	2.9	3.6	-0.7	3.5	5.3	-1.8	5.5	8.0	-2.5	4.1	3.1	1.0	3.6	3.3	0.3
More FM	11.1	10.9	0.2	2	9.4	10.0	-0.6	9.8	9.2	0.6	12.1	12.4	-0.3	10.1	4.7	5.4	4.5	5.0	-0.5	9.0	8.2	0.8
Newstalk ZB	8.5	5.9	2.6	4	4.4	5.0	-0.6	2.9	3.5	-0.6	4.4	3.5	0.9	16.0	15.8	0.2	15.2	12.3	2.9	6.8	7.0	-0.2
Radio Hauraki	1.2	1.0	0.2	14	2.9	2.1	0.8	2.7	2.1	0.6	2.2	2.1	0.1	0.5	0.3	0.2	1.2	0.3	0.9	2.0	1.5	0.5
RadioLIVE	7.4	7.4	0.0	6	4.4	4.2	0.2	2.6	4.2	-1.6	3.2	4.3	-1.1	10.4	11.3	-0.9	9.7	9.3	0.4	3.9	4.6	-0.7
Radio Sport	2.6	2.2	0.4	13	3.2	2.7	0.5	2.3	2.3	0.0	1.9	0.6	1.3	3.6	2.6	1.0	1.4	0.3	1.1	3.5	2.8	0.7
Rhema	0.5	0.5	0.0	15	0.2	0.2	0.0	0.5	0.3	0.2	0.3	0.1	0.2	1.5	1.2	0.3	0.2	*	*	0.5	0.5	0.0
Rock	14.7	10.5	4.2	1	14.8	11.9	2.9	13.7	12.5	1.2	15.4	12.3	3.1	6.9	5.0	1.9	16.4	13.4	3.0	14.8	10.9	3.9
Star	0.3	0.1	0.2	16	0.3	0.1	0.2	0.1	0.1	0.0	0.3	0.2	0.1	0.6	0.3	0.3	0.7	0.2	0.5	0.6	0.3	0.3
Tahu FM	0.1	*	*	17	0.1	*	*	*	*	*	0.1	*	*	*	*	*	0.4	*	*	0.2	*	*
The Hits	6.3	9.1	-2.8	8	9.0	10.9	-1.9	5.9	7.3	-1.4	5.1	6.3	-1.2	5.2	6.3	-1.1	2.8	3.7	-0.9	6.3	7.5	-1.2
The Sound	8.9	7.3	1.6	3	10.6	9.0	1.6	13.1	11.1	2.0	11.5	9.7	1.8	6.5	5.0	1.5	7.3	4.3	3.0	9.9	8.9	1.0
ZM	6.0	6.5	-0.5	9	5.0	6.6	-1.6	5.5	6.7	-1.2	8.0	9.6	-1.6	3.5	5.4	-1.9	6.6	8.1	-1.5	5.5	7.4	-1.9
Others	2.7	3.2	-0.5		3.6	4.7	-1.1	4.0	4.0	0.0	3.5	4.4	-0.9	4.6	5.5	-0.9	0.5	1.6	-1.1	5.1	5.3	-0.2
Mediaworks Combo	57.2	54.9	2.3		53.2	48.8	4.4	55.8	54.4	1.4	60.9	58.0	2.9	56.3	50.1	6.2	55.7	52.0	3.7	54.4	52.5	1.9
NZME Combo	39.1	40.7	-1.6		42.4	45.6	-3.2	39.2	40.6	-1.4	34.5	36.8	-2.3	36.7	39.1	-2.4	41.9	37.2	4.7	39.2	40.1	-0.9

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 4 2017

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

Survey Comparisons: 3/2017 - 4/2017

This Survey Period: Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017

Last 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

	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	7.7	7.8	-0.1	8	0.5	0.6	-0.1	1.9	1.6	0.3	2.6	2.6	0.0	4.0	3.9	0.1	3.4	3.5	-0.1	2.5	2.5	0.0	1.7	1.6	0.1
Coast	10.7	10.8	-0.1	4	0.7	0.7	0.0	0.9	1.3	-0.4	1.9	2.0	-0.1	4.3	4.1	0.2	4.1	4.4	-0.3	3.7	4.4	-0.7	1.3	1.3	0.0
Edge	13.6	13.2	0.4	2	3.0	3.0	0.0	5.3	5.1	0.2	4.8	4.5	0.3	6.3	6.2	0.1	2.8	2.8	0.0	1.8	1.3	0.5	3.2	3.0	0.2
Hokonui	6.9	5.7	1.2	9	0.3	0.3	0.0	1.8	0.8	1.0	2.5	1.9	0.6	3.7	3.0	0.7	2.4	2.2	0.2	1.8	1.7	0.1	1.3	1.2	0.1
Life FM	0.9	1.2	-0.3	16	0.1	0.2	-0.1	0.6	0.5	0.1	0.5	0.4	0.1	0.5	0.5	0.0	0.2	0.2	0.0	0.2	0.3	-0.1	0.2	0.1	0.1
Magic	4.3	4.3	0.0	12	0.2	0.4	-0.2	0.8	0.5	0.3	1.0	0.7	0.3	1.8	1.5	0.3	1.6	1.5	0.1	1.5	1.8	-0.3	0.5	0.2	0.3
More FM	15.8	14.3	1.5	1	3.3	2.4	0.9	3.5	3.5	0.0	5.1	5.3	-0.2	7.9	7.6	0.3	5.0	4.3	0.7	2.9	2.7	0.2	4.1	3.4	0.7
Newstalk ZB	6.6	5.9	0.7	10	0.1	0.1	0.0	0.5	0.2	0.3	0.7	0.8	-0.1	1.2	1.6	-0.4	2.4	2.3	0.1	3.3	2.7	0.6	0.8	1.1	-0.3
Radio Hauraki	4.2	3.2	1.0	13	0.2	0.2	0.0	2.6	1.9	0.7	2.4	1.7	0.7	2.8	2.2	0.6	0.6	0.7	-0.1	0.2	0.2	0.0	0.6	0.6	0.0
RadioLIVE	6.4	6.1	0.3	11	0.3	0.3	0.0	1.0	0.9	0.1	1.7	1.6	0.1	3.3	2.7	0.6	2.4	2.4	0.0	2.1	2.7	-0.6	0.8	0.6	0.2
Radio Sport	4.0	4.1	-0.1	14	*	*	*	0.7	0.7	0.0	1.2	1.1	0.1	1.7	1.6	0.1	1.4	1.4	0.0	1.4	1.4	0.0	0.5	0.4	0.1
Rhema	1.3	1.1	0.2	15	*	*	*	0.1	0.2	-0.1	0.3	0.2	0.1	0.4	0.3	0.1	0.7	0.6	0.1	0.7	0.6	0.1	0.4	0.2	0.2
Rock	11.2	10.2	1.0	3	0.6	0.7	-0.1	5.4	4.8	0.6	5.8	5.5	0.3	8.1	7.3	0.8	2.6	2.4	0.2	0.5	0.6	-0.1	1.6	1.4	0.2
Star	0.5	0.4	0.1	17	*	*	*	*	*	*	*	*	*	*	*	*	0.1	0.2	-0.1	0.4	0.4	0.0	0.1	0.1	0.0
Tahu FM	0.2	0.2	0.0	18	*	*	*	*	0.2	*	*	0.2	*	*	0.2	*	0.1	0.1	0.0	0.2	0.1	0.1	*	*	*
The Hits	7.9	8.8	-0.9	7	1.4	1.2	0.2	2.0	3.2	-1.2	2.6	3.4	-0.8	4.1	4.8	-0.7	2.2	2.5	-0.3	1.1	1.3	-0.2	1.8	1.8	0.0
The Sound	8.0	6.9	1.1	6	0.7	0.7	0.0	1.6	1.4	0.2	2.5	1.9	0.6	4.6	4.1	0.5	3.5	3.1	0.4	2.1	1.6	0.5	1.3	1.1	0.2
ZM	8.9	10.5	-1.6	5	1.1	1.5	-0.4	4.1	5.3	-1.2	4.5	5.7	-1.2	5.8	7.1	-1.3	1.5	1.4	0.1	0.3	0.1	0.2	2.3	2.7	-0.4
Others	4.2	4.5	-0.3		0.2	0.3	-0.1	0.9	0.7	0.2	1.2	1.1	0.1	1.6	1.5	0.1	1.0	0.9	0.1	1.1	1.4	-0.3	0.8	0.6	0.2
Mediaworks Combo	47.6	45.1	2.5		6.1	5.9	0.2	13.4	12.3	1.1	16.0	15.1	0.9	24.5	23.2	1.3	15.1	14.4	0.7	10.1	9.8	0.3	8.9	8.1	0.8
NZME Combo	36.3	36.6	-0.3		2.8	3.1	-0.3	8.9	9.8	-0.9	10.7	11.6	-0.9	17.1	17.8	-0.7	11.5	11.3	0.2	9.0	9.1	-0.1	6.5	7.0	-0.5
All Commercial Radio	63.3	62.3	1.0		6.6	6.7	-0.1	15.9	16.0	-0.1	19.5	19.7	-0.2	30.2	30.0	0.2	19.8	19.5	0.3	15.1	15.3	-0.2	11.4	11.0	0.4
Potential (000)	72.4	72.4	0.0		8.1	8.3	-0.2	17.9	17.7	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	12.5	12.4	0.1
Sample	846	804	42		108	105	3	201	204	-3	239	252	-13	365	367	-2	254	232	22	227	206	21	155	146	9

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 4 2017

Cumulative Audience (000's) by Daypart, People 10+

Survey Comparisons: 3/2017 - 4/2017

This Survey Period: Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017

Last 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

	This	Last	+/-
Potential (000)	72.4	72.4	0.0
Sample Size	846	804	42

	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	3.9	4.1	-0.2	10	3.9	3.4	0.5	4.4	4.7	-0.3	3.5	3.9	-0.4	1.6	1.7	-0.1	0.8	1.2	-0.4	3.5	4.8	-1.3
Coast	5.6	6.8	-1.2	4	6.8	6.8	0.0	6.7	6.9	-0.2	5.6	6.5	-0.9	1.7	1.6	0.1	1.2	0.9	0.3	6.7	6.3	0.4
Edge	7.3	7.4	-0.1	3	5.0	4.6	0.4	6.5	6.4	0.1	6.0	6.0	0.0	3.6	3.6	0.0	1.6	2.2	-0.6	9.1	9.5	-0.4
Hokonui	3.9	3.4	0.5	10	3.1	2.1	1.0	4.1	3.2	0.9	2.0	2.5	-0.5	0.8	1.2	-0.4	0.6	1.0	-0.4	3.9	3.8	0.1
Life FM	0.2	0.4	-0.2	17	0.2	0.3	-0.1	0.5	0.5	0.0	0.4	0.4	0.0	0.5	0.7	-0.2	0.1	0.3	-0.2	0.3	0.7	-0.4
Magic	2.1	2.5	-0.4	12	2.0	2.2	-0.2	2.3	2.4	-0.1	1.9	2.6	-0.7	1.2	1.6	-0.4	0.5	0.6	-0.1	2.4	2.3	0.1
More FM	8.8	7.6	1.2	1	6.6	6.3	0.3	9.2	7.7	1.5	8.0	7.7	0.3	3.4	2.4	1.0	1.2	1.7	-0.5	10.4	8.7	1.7
Newstalk ZB	4.5	3.4	1.1	7	2.7	2.6	0.1	2.3	2.4	-0.1	2.5	2.4	0.1	3.4	3.0	0.4	1.6	1.3	0.3	4.9	4.6	0.3
Radio Hauraki	1.5	1.8	-0.3	13	2.0	1.9	0.1	2.1	1.6	0.5	1.3	1.3	0.0	0.4	0.2	0.2	0.2	0.3	-0.1	2.5	1.8	0.7
RadioLIVE	4.3	3.7	0.6	8	3.3	3.0	0.3	2.8	2.8	0.0	2.3	2.6	-0.3	2.6	2.4	0.2	1.7	1.5	0.2	3.4	3.4	0.0
Radio Sport	1.4	1.5	-0.1	14	2.4	2.1	0.3	1.8	1.9	-0.1	1.0	0.7	0.3	1.1	1.2	-0.1	0.3	0.2	0.1	2.8	2.8	0.0
Rhema	0.7	0.5	0.2	15	0.5	0.5	0.0	0.8	0.4	0.4	0.5	0.3	0.2	0.5	0.4	0.1	0.1	*	*	0.8	0.8	0.0
Rock	8.2	6.4	1.8	2	6.4	5.1	1.3	6.1	5.2	0.9	6.7	5.9	0.8	3.0	2.3	0.7	2.1	1.6	0.5	7.9	6.5	1.4
Star	0.3	0.3	0.0	16	0.3	0.2	0.1	0.2	0.3	-0.1	0.2	0.2	0.0	0.2	0.2	0.0	0.3	0.1	0.2	0.4	0.4	0.0
Tahu FM	0.1	*	*	18	0.1	0.2	-0.1	0.1	0.2	-0.1	0.1	*	*	*	*	*	0.1	*	*	0.1	*	*
The Hits	4.6	5.9	-1.3	6	4.4	5.1	-0.7	3.3	4.7	-1.4	3.1	4.1	-1.0	1.4	2.1	-0.7	0.5	0.8	-0.3	4.8	5.6	-0.8
The Sound	4.2	4.2	0.0	9	4.1	3.7	0.4	4.5	4.2	0.3	4.7	4.2	0.5	1.6	1.3	0.3	0.9	0.6	0.3	5.4	4.9	0.5
ZM	5.6	6.3	-0.7	4	3.7	4.5	-0.8	4.4	5.6	-1.2	4.7	6.0	-1.3	1.6	2.5	-0.9	0.9	1.2	-0.3	4.8	5.9	-1.1
Others	1.4	1.6	-0.2		1.8	2.4	-0.6	2.1	2.2	-0.1	1.8	1.9	-0.1	0.9	1.2	-0.3	0.1	0.2	-0.1	3.2	3.6	-0.4
Mediaworks Combo	32.9	30.1	2.8		26.0	23.8	2.2	29.5	28.1	1.4	28.7	28.0	0.7	15.5	13.8	1.7	8.4	8.3	0.1	36.9	34.4	2.5
NZME Combo	23.7	25.6	-1.9		21.6	22.2	-0.6	21.0	22.4	-1.4	17.0	20.0	-3.0	9.4	10.5	-1.1	5.1	5.0	0.1	25.7	26.5	-0.8
All Commercial Radio	49.6	49.4	0.2		42.0	41.8	0.2	45.0	44.8	0.2	41.6	43.2	-1.6	24.1	23.4	0.7	12.7	12.7	0.0	53.6	52.3	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 4 2017

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

Survey Comparisons: 3/2017 - 4/2017

This Survey Period: Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017

Last 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

	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	9:05	9:59	-0:53	2:19	4:12	-1:53	5:46	8:08	-2:21	9:02	12:29	-3:27	10:57	12:18	-1:21	11:04	10:24	0:39	8:32	9:27	-0:55	8:59	13:28	-4:29
Coast	12:14	12:49	-0:34	3:58	3:54	0:04	9:03	10:25	-1:21	12:44	16:11	-3:27	14:14	15:25	-1:11	13:08	11:42	1:26	12:19	12:32	-0:13	10:17	16:44	-6:27
Edge	6:59	8:01	-1:02	7:53	8:25	-0:31	7:29	9:18	-1:49	7:07	7:30	-0:22	6:55	7:27	-0:31	5:28	7:03	-1:35	5:22	5:31	-0:09	6:46	7:00	-0:14
Hokonui	10:06	12:07	-2:00	3:44	9:04	-5:19	6:25	3:57	2:27	6:19	5:17	1:01	8:08	7:50	0:17	14:17	17:37	-3:20	14:07	18:29	-4:21	7:34	11:36	-4:01
Life FM	3:25	13:11	-9:45	3:15	33:50	-30:35	4:37	6:30	-1:52	5:20	7:37	-2:17	4:38	6:33	-1:54	0:44	1:10	-0:26	0:23	10:59	-10:35	6:42	14:30	-7:47
Magic	9:44	12:34	-2:50	3:02	8:41	-5:39	5:06	4:34	0:31	6:00	5:07	0:52	7:18	9:36	-2:18	8:57	14:00	-5:03	13:45	17:50	-4:05	8:06	4:06	3:59
More FM	7:54	8:35	-0:41	5:00	5:13	-0:12	7:46	7:06	0:39	9:26	9:38	-0:11	9:16	9:24	-0:07	8:04	9:18	-1:13	9:15	11:57	-2:41	10:06	10:23	-0:17
Newstalk ZB	12:15	13:17	-1:01	4:00	4:00	0:00	2:48	5:15	-2:26	3:49	6:59	-3:10	5:08	6:53	-1:44	13:07	11:00	2:07	14:37	14:38	-0:01	14:49	13:35	1:14
Radio Hauraki	6:13	6:33	-0:20	2:37	1:37	1:00	5:43	5:34	0:09	5:50	5:52	-0:01	6:50	6:55	-0:04	10:58	10:29	0:28	6:19	10:24	-4:05	10:03	8:28	1:35
RadioLIVE	9:29	11:38	-2:08	1:32	2:00	-0:28	2:44	6:41	-3:56	4:54	6:36	-1:42	7:27	7:26	0:00	12:08	14:10	-2:01	12:09	17:10	-5:01	7:10	4:34	2:35
Radio Sport	8:47	7:13	1:34	*	*	*	2:30	2:30	-0:00	4:39	3:39	0:59	4:08	3:38	0:30	9:42	5:27	4:15	11:13	5:31	5:41	3:51	4:49	-0:57
Rhema	4:21	4:23	-0:02	*	*	*	7:26	8:09	-0:43	5:24	7:29	-2:04	4:50	5:49	-0:58	4:24	3:47	0:36	4:10	3:55	0:14	3:09	3:29	-0:19
Rock	15:58	14:26	1:31	6:56	4:49	2:07	16:00	13:27	2:32	12:47	12:08	0:39	14:46	14:02	0:44	22:00	21:43	0:16	25:03	24:34	0:29	9:08	7:19	1:49
Star	8:50	6:11	2:38	*	*	*	*	*	*	*	*	*	*	*	*	6:21	6:37	-0:15	10:42	6:11	4:31	5:15	5:15	0:00
Tahu FM	7:38	0:39	6:59	*	*	*	*	0:45	*	*	0:45	*	*	0:45	*	0:30	0:30	0:00	7:38	0:30	7:08	*	*	*
The Hits	10:19	12:00	-1:41	7:50	9:55	-2:04	7:04	8:27	-1:22	9:41	9:54	-0:12	10:59	12:11	-1:12	12:07	15:09	-3:01	11:02	14:20	-3:17	7:52	12:16	-4:23
The Sound	16:29	16:40	-0:11	7:08	7:56	-0:48	11:52	11:21	0:30	10:51	12:38	-1:46	18:25	17:15	1:09	23:43	20:38	3:05	17:08	19:49	-2:41	14:26	10:17	4:09
ZM	8:05	8:53	-0:48	4:46	3:07	1:39	10:18	10:02	0:16	10:19	10:39	-0:20	8:46	10:21	-1:35	3:22	9:08	-5:46	3:48	1:00	2:48	7:09	9:17	-2:08
Others	11:27	12:41	-1:13	11:01	9:24	1:36	7:01	5:36	1:24	9:02	11:52	-2:50	12:05	15:15	-3:10	11:38	15:11	-3:33	10:45	9:26	1:19	9:08	17:18	-8:10
Mediaworks Combo	14:47	15:26	-0:39	8:24	9:03	-0:39	14:14	14:10	0:03	13:56	14:46	-0:50	16:27	16:09	0:17	18:28	18:26	0:01	15:10	19:05	-3:54	13:33	12:47	0:45
NZME Combo	13:39	14:37	-0:58	7:34	7:18	0:16	10:44	11:15	-0:31	12:34	13:32	-0:57	12:49	14:05	-1:15	14:54	16:00	-1:05	16:36	17:10	-0:34	11:23	14:57	-3:33
All Commercial Radio	19:58	21:03	-1:05	11:23	13:02	-1:39	18:33	18:23	0:10	19:06	20:12	-1:05	21:23	21:44	-0:20	23:31	23:50	-0:19	21:20	23:54	-2:34	18:04	19:59	-1:55
Potential (000)	72.4	72.4	0.0	8.1	8.3	-0.2	17.9	17.7	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	12.5	12.4	0.1
Sample	846	804	42	108	105	3	201	204	-3	239	252	-13	365	367	-2	254	232	22	227	206	21	155	146	9

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 4 2017

Average Time Spent Listening (hh:mm) by Daypart, People 10+
 Survey Comparisons: 3/2017 - 4/2017

This Survey Period: Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017

Last 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

	This	Last	+/-
Potential (000)	72.4	72.4	0.0
Sample Size	846	804	42

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

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