



# SOUTHLAND COMMERCIAL RADIO - SURVEY 2 2017

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

Survey Comparisons: 1/2017 - 2/2017

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

Last 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

	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	5.3	5.5	-0.2	10	1.6	1.8	-0.2	3.0	3.4	-0.4	7.2	8.4	-1.2	7.2	8.2	-1.0	6.9	6.7	0.2	4.6	3.5	1.1	11.5	12.0	-0.5
Coast	8.3	8.8	-0.5	5	2.1	1.9	0.2	2.8	3.6	-0.8	4.9	4.9	0.0	6.4	6.2	0.2	10.1	10.9	-0.8	14.2	14.4	-0.2	8.0	7.3	0.7
Edge	8.6	8.2	0.4	4	27.4	32.5	-5.1	15.9	15.0	0.9	7.6	9.6	-2.0	7.0	8.5	-1.5	5.1	4.8	0.3	2.5	1.2	1.3	9.9	11.5	-1.6
Hokonui	4.7	3.7	1.0	11	4.8	2.2	2.6	1.8	1.6	0.2	2.4	1.9	0.5	3.0	3.2	-0.2	7.8	7.1	0.7	8.3	5.5	2.8	5.7	5.7	0.0
Life FM	1.3	1.3	0.0	15	10.2	12.1	-1.9	1.1	1.2	-0.1	0.6	0.7	-0.1	0.4	0.5	-0.1	0.2	0.2	0.0	0.9	0.9	0.0	0.4	0.3	0.1
Magic	4.3	5.3	-1.0	12	3.5	3.2	0.3	0.5	0.4	0.1	0.5	0.4	0.1	1.4	1.4	0.0	3.7	3.6	0.1	9.8	10.7	-0.9	0.3	0.1	0.2
More FM	10.6	10.2	0.4	2	8.7	13.9	-5.2	9.4	8.7	0.7	14.7	14.8	-0.1	13.0	13.3	-0.3	10.3	10.6	-0.3	9.7	6.9	2.8	14.5	16.7	-2.2
Newstalk ZB	6.3	7.5	-1.2	7	*	*	*	0.2	0.2	0.0	1.1	1.1	0.0	1.3	2.0	-0.7	4.6	5.7	-1.1	9.2	10.3	-1.1	4.2	4.9	-0.7
Radio Hauraki	2.2	2.4	-0.2	14	0.5	0.5	0.0	4.9	5.4	-0.5	4.8	5.8	-1.0	3.8	4.3	-0.5	1.8	1.6	0.2	0.8	0.7	0.1	2.0	3.9	-1.9
RadioLIVE	5.7	7.4	-1.7	9	2.4	*	*	2.4	1.5	0.9	2.6	1.5	1.1	3.0	2.3	0.7	8.3	9.2	-0.9	12.9	18.3	-5.4	2.4	1.6	0.8
Radio Sport	2.6	1.2	1.4	13	3.6	0.1	3.5	0.7	0.5	0.2	0.9	0.7	0.2	1.1	1.0	0.1	1.8	1.4	0.4	2.0	1.7	0.3	2.1	0.6	1.5
Rhema	0.4	0.3	0.1	16	*	*	*	*	*	*	0.3	0.2	0.1	0.4	0.3	0.1	0.8	0.4	0.4	0.6	0.1	0.5	0.5	0.3	0.2
Rock	11.0	10.0	1.0	1	4.5	7.3	-2.8	22.9	21.2	1.7	19.7	16.7	3.0	16.2	13.8	2.4	7.8	5.9	1.9	3.0	2.2	0.8	7.5	5.6	1.9
Star	0.2	0.1	0.1	17	*	*	*	*	*	*	*	*	*	*	*	*	0.2	*	*	0.6	0.2	0.4	0.1	*	*
Tahu FM	*	0.1	*	*	*	*	*	0.2	0.6	-0.4	0.1	0.1	0.0	*	*	*	*	*	*	*	*	*	*	0.7	*
The Hits	5.9	4.4	1.5	8	8.8	4.5	4.3	8.6	8.0	0.6	8.2	7.7	0.5	7.1	6.5	0.6	5.1	4.3	0.8	4.0	3.0	1.0	9.1	9.7	-0.6
The Sound	9.3	8.9	0.4	3	6.2	8.5	-2.3	7.5	9.6	-2.1	7.5	8.7	-1.2	11.5	9.5	2.0	16.0	14.3	1.7	10.4	11.8	-1.4	5.0	3.9	1.1
ZM	6.6	6.4	0.2	6	9.8	6.9	2.9	15.5	14.6	0.9	12.7	12.4	0.3	9.9	10.7	-0.8	2.7	4.2	-1.5	*	*	*	10.0	9.9	0.1
Others	6.9	8.2	-1.3		5.9	4.7	1.2	2.7	4.4	-1.7	4.3	4.4	-0.1	7.1	8.4	-1.3	7.0	9.1	-2.1	6.6	8.5	-1.9	6.9	5.4	1.5
Mediaworks Combo	54.6	55.5	-0.9		54.2	67.2	-13.0	61.6	59.9	1.7	59.8	60.1	-0.3	59.4	57.0	2.4	58.1	55.1	3.0	52.9	54.6	-1.7	51.0	51.4	-0.4
NZME Combo	36.5	34.4	2.1		29.6	15.9	13.7	34.5	33.9	0.6	34.9	34.6	0.3	32.6	33.8	-1.2	33.8	35.2	-1.4	38.5	35.7	2.8	41.0	42.0	-1.0
Potential (000)	72.4	72.4	0.0		8.5	8.2	0.3	17.5	17.8	-0.3	20.7	20.7	0.0	32.1	32.1	0.0	22.1	22.1	0.0	18.3	18.3	0.0	12.9	12.1	0.8
Sample	818	873	-55		100	107	-7	210	237	-27	258	272	-14	381	417	-36	246	264	-18	208	204	4	158	165	-7

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 2 2017

Station Share (%) by Daypart, People 10+

Survey Comparisons: 1/2017 - 2/2017

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

Last 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

	This	Last	+/-
Potential (000)	72.4	72.4	0.0
Sample Size	818	873	-55

	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	4.5	5.3	-0.8	12	4.9	5.9	-1.0		6.2	5.9	0.3		6.2	5.2	1.0		4.0	3.6	0.4		4.1	6.6	-2.5		5.4	5.6	-0.2	
Coast	7.0	8.1	-1.1	7	10.8	10.9	-0.1		9.4	9.6	-0.2		9.2	9.0	0.2		3.4	3.9	-0.5		2.5	2.8	-0.3		8.1	9.3	-1.2	
Edge	10.0	9.6	0.4	2	6.2	6.9	-0.7		8.1	7.5	0.6		7.1	6.0	1.1		11.6	9.1	2.5		7.8	4.2	3.6		9.8	10.2	-0.4	
Hokonui	5.9	4.3	1.6	9	4.3	4.1	0.2		4.9	4.3	0.6		3.3	3.6	-0.3		3.8	3.1	0.7		7.3	2.5	4.8		4.2	3.0	1.2	
Life FM	0.8	0.8	0.0	15	0.4	0.5	-0.1		0.5	0.6	-0.1		0.5	0.6	-0.1		4.1	3.8	0.3		9.5	7.3	2.2		1.5	1.5	0.0	
Magic	5.1	5.1	0.0	11	3.6	5.6	-2.0		3.6	5.0	-1.4		4.6	5.4	-0.8		7.7	7.4	0.3		2.0	1.1	0.9		4.1	5.7	-1.6	
More FM	11.2	11.8	-0.6	1	10.4	10.2	0.2		11.8	11.1	0.7		13.9	13.4	0.5		8.5	8.1	0.4		7.3	6.3	1.0		8.6	8.2	0.4	
Newstalk ZB	6.4	7.3	-0.9	8	6.4	6.5	-0.1		3.4	3.7	-0.3		3.4	3.7	-0.3		12.0	13.5	-1.5		12.1	24.0	-11.9		7.6	8.9	-1.3	
Radio Hauraki	1.4	1.8	-0.4	14	2.2	2.6	-0.4		2.4	3.0	-0.6		2.9	2.8	0.1		2.2	2.2	0.0		2.1	1.5	0.6		2.5	2.2	0.3	
RadioLIVE	7.6	9.2	-1.6	6	4.5	3.9	0.6		4.2	5.1	-0.9		4.2	6.9	-2.7		10.6	12.3	-1.7		11.9	18.1	-6.2		4.8	7.7	-2.9	
Radio Sport	2.3	1.2	1.1	13	2.8	0.7	2.1		3.0	1.1	1.9		1.8	1.1	0.7		2.5	0.9	1.6		0.5	0.7	-0.2		3.0	1.8	1.2	
Rhema	0.3	0.5	-0.2	16	0.4	0.3	0.1		0.3	0.1	0.2		0.1	*	*		1.6	1.6	0.0		*	*	*		0.6	0.4	0.2	
Rock	10.0	8.6	1.4	2	13.0	12.0	1.0		12.2	11.7	0.5		12.0	11.4	0.6		6.9	9.0	-2.1		10.1	5.9	4.2		9.8	8.1	1.7	
Star	0.1	*	*	17	0.1	0.1	0.0		0.1	*	*		0.2	0.2	0.0		0.3	0.3	0.0		0.2	0.2	0.0		0.2	0.1	0.1	
Tahu FM	0.1	0.2	-0.1	17	*	0.2	*		*	0.1	*		0.1	0.2	-0.1		*	0.2	*		*	*	*		*	0.1	*	
The Hits	8.0	6.0	2.0	5	7.4	4.9	2.5		4.7	4.5	0.2		4.5	4.0	0.5		4.6	3.0	1.6		3.8	3.5	0.3		5.4	3.7	1.7	
The Sound	8.6	8.6	0.0	4	8.9	9.3	-0.4		10.9	10.8	0.1		10.2	10.0	0.2		4.9	3.7	1.2		8.4	6.9	1.5		9.4	8.5	0.9	
ZM	5.9	5.8	0.1	9	6.0	6.4	-0.4		6.2	6.5	-0.3		8.9	8.4	0.5		5.7	6.9	-1.2		8.3	6.4	1.9		6.8	5.6	1.2	
Others	4.9	5.9	-1.0		7.6	9.1	-1.5		8.0	9.3	-1.3		7.2	8.1	-0.9		5.8	7.7	-1.9		2.0	1.9	0.1		8.1	9.5	-1.4	
Mediaworks Combo	56.9	58.2	-1.3		51.5	53.8	-2.3		57.0	57.2	-0.2		58.1	58.3	-0.2		54.1	53.2	0.9		51.7	49.1	2.6		51.9	54.0	-2.1	
NZME Combo	37.0	34.5	2.5		40.0	36.1	3.9		34.0	32.7	1.3		34.0	32.7	1.3		34.1	33.3	0.8		36.6	41.5	-4.9		37.6	34.4	3.2	

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 2 2017

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

Survey Comparisons: 1/2017 - 2/2017

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

Last 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

	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	7.3	8.2	-0.9	8	0.5	0.6	-0.1	1.4	1.9	-0.5	2.1	2.9	-0.8	3.5	4.7	-1.2	3.6	3.6	0.0	2.5	2.0	0.5	1.8	2.1	-0.3
Coast	10.3	10.9	-0.6	4	0.6	0.7	-0.1	0.9	1.2	-0.3	1.4	1.6	-0.2	3.4	3.7	-0.3	4.7	5.2	-0.5	4.6	4.9	-0.3	1.4	1.4	0.0
Edge	14.3	15.7	-1.4	2	3.2	3.5	-0.3	5.6	7.2	-1.6	4.8	6.0	-1.2	6.7	8.0	-1.3	3.2	2.7	0.5	1.4	0.7	0.7	3.0	3.7	-0.7
Hokonui	5.5	5.4	0.1	10	0.6	0.2	0.4	0.8	0.9	-0.1	1.7	1.5	0.2	2.5	2.4	0.1	2.2	2.4	-0.2	1.8	1.9	-0.1	1.3	1.0	0.3
Life FM	1.2	1.3	-0.1	15	0.2	0.2	0.0	0.5	0.6	-0.1	0.2	0.4	-0.2	0.3	0.5	-0.2	0.4	0.3	0.1	0.4	0.3	0.1	0.1	0.2	-0.1
Magic	4.4	4.5	-0.1	12	0.4	0.4	0.0	0.4	0.5	-0.1	0.4	0.4	0.0	1.0	1.2	-0.2	1.3	1.3	0.0	2.0	1.8	0.2	0.3	0.2	0.1
More FM	14.5	14.7	-0.2	1	2.0	2.3	-0.3	4.1	4.5	-0.4	5.8	5.7	0.1	7.8	7.7	0.1	4.0	3.9	0.1	2.7	2.3	0.4	3.9	3.4	0.5
Newstalk ZB	5.5	6.4	-0.9	10	*	*	*	0.1	0.3	-0.2	0.6	0.8	-0.2	1.2	1.8	-0.6	2.0	2.5	-0.5	2.4	2.6	-0.2	1.0	1.2	-0.2
Radio Hauraki	3.8	4.2	-0.4	14	0.3	0.2	0.1	1.5	1.6	-0.1	2.0	2.3	-0.3	2.8	3.1	-0.3	1.3	1.3	0.0	0.4	0.5	-0.1	0.7	0.8	-0.1
RadioLIVE	5.9	6.5	-0.6	9	0.1	*	*	0.9	0.8	0.1	1.6	1.4	0.2	2.6	2.4	0.2	2.6	2.9	-0.3	2.7	3.2	-0.5	1.0	1.1	-0.1
Radio Sport	4.3	3.8	0.5	13	0.1	0.2	-0.1	0.7	0.7	0.0	1.1	1.0	0.1	1.7	1.4	0.3	1.4	1.1	0.3	1.4	0.9	0.5	0.4	0.4	0.0
Rhema	1.0	0.5	0.5	16	*	*	*	*	*	*	0.2	0.1	0.1	0.4	0.2	0.2	0.6	0.3	0.3	0.6	0.1	0.5	0.2	0.1	0.1
Rock	10.5	10.4	0.1	3	0.8	1.1	-0.3	4.9	4.7	0.2	6.2	5.2	1.0	7.7	6.7	1.0	2.2	2.1	0.1	0.8	0.8	0.0	2.0	1.6	0.4
Star	0.4	0.3	0.1	17	*	*	*	*	*	*	*	*	*	*	*	*	0.1	*	*	0.4	0.2	0.2	0.1	*	*
Tahu FM	0.3	0.4	-0.1	18	*	*	*	0.3	0.3	0.0	0.2	0.2	0.0	0.2	0.2	0.0	*	*	*	*	*	*	*	0.1	*
The Hits	8.3	7.2	1.1	6	1.3	0.9	0.4	3.3	3.4	-0.1	4.1	3.9	0.2	5.1	4.9	0.2	1.9	1.9	0.0	1.1	1.0	0.1	2.1	2.2	-0.1
The Sound	8.0	8.4	-0.4	7	0.9	0.7	0.2	2.1	2.4	-0.3	2.7	3.0	-0.3	5.0	5.1	-0.1	3.6	3.8	-0.2	1.7	2.2	-0.5	1.3	1.2	0.1
ZM	9.8	10.1	-0.3	5	2.2	1.8	0.4	4.3	4.9	-0.6	4.8	5.1	-0.3	6.1	6.4	-0.3	1.3	1.4	-0.1	0.1	0.1	0.0	2.4	2.7	-0.3
Others	6.2	6.5	-0.3		0.5	0.4	0.1	1.4	1.7	-0.3	1.8	1.5	0.3	3.0	3.0	0.0	1.6	1.9	-0.3	1.4	1.5	-0.1	0.8	0.9	-0.1
Mediaworks Combo	45.9	47.6	-1.7		6.0	6.0	0.0	12.9	13.4	-0.5	15.3	15.6	-0.3	23.3	23.9	-0.6	14.9	15.5	-0.6	10.4	10.7	-0.3	9.3	9.1	0.2
NZME Combo	36.5	36.5	0.0		4.0	3.4	0.6	9.2	10.1	-0.9	11.4	11.6	-0.2	17.0	17.6	-0.6	11.1	11.4	-0.3	9.3	8.8	0.5	7.0	7.0	0.0
All Commercial Radio	63.1	63.6	-0.5		7.3	6.7	0.6	16.1	16.4	-0.3	19.8	19.7	0.1	30.1	30.2	-0.1	19.8	19.8	0.0	15.5	15.6	-0.1	11.8	11.1	0.7
Potential (000)	72.4	72.4	0.0		8.5	8.2	0.3	17.5	17.8	-0.3	20.7	20.7	0.0	32.1	32.1	0.0	22.1	22.1	0.0	18.3	18.3	0.0	12.9	12.1	0.8
Sample	818	873	-55		100	107	-7	210	237	-27	258	272	-14	381	417	-36	246	264	-18	208	204	4	158	165	-7

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 2 2017

Cumulative Audience (000's) by Daypart, People 10+  
 Survey Comparisons: 1/2017 - 2/2017

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

	This	Last	+/-
Potential (000)	72.4	72.4	0.0
Sample Size	818	873	-55

	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	3.5	4.4	-0.9	9	3.3	3.4	-0.1	4.2	3.6	0.6	3.7	3.4	0.3	1.3	1.2	0.1	0.7	1.2	-0.5	4.4	5.2	-0.8
Coast	6.1	6.6	-0.5	4	6.1	6.6	-0.5	6.6	6.6	0.0	6.1	6.2	-0.1	1.5	2.0	-0.5	0.9	0.9	0.0	6.5	7.4	-0.9
Edge	8.5	8.4	0.1	1	5.6	6.4	-0.8	7.6	7.7	-0.1	6.2	6.6	-0.4	3.9	4.6	-0.7	2.1	1.6	0.5	9.8	11.4	-1.6
Hokonui	3.4	2.6	0.8	10	2.2	2.4	-0.2	2.9	3.3	-0.4	2.3	2.5	-0.2	1.2	1.0	0.2	1.1	0.6	0.5	3.8	3.2	0.6
Life FM	0.5	0.6	-0.1	15	0.3	0.4	-0.1	0.5	0.8	-0.3	0.3	0.4	-0.1	0.7	0.6	0.1	0.3	0.3	0.0	0.8	0.8	0.0
Magic	2.6	2.8	-0.2	12	2.1	2.6	-0.5	2.7	3.1	-0.4	2.6	2.7	-0.1	1.6	1.6	0.0	0.5	0.4	0.1	2.2	2.8	-0.6
More FM	8.1	8.8	-0.7	2	6.2	6.8	-0.6	8.0	8.1	-0.1	8.0	8.6	-0.6	3.0	3.9	-0.9	1.7	1.7	0.0	9.0	9.2	-0.2
Newstalk ZB	3.4	4.2	-0.8	10	2.7	3.0	-0.3	2.2	2.4	-0.2	2.2	2.3	-0.1	2.5	3.2	-0.7	1.5	2.6	-1.1	4.5	5.3	-0.8
Radio Hauraki	2.2	2.4	-0.2	13	2.1	2.3	-0.2	2.4	2.8	-0.4	1.8	1.9	-0.1	0.5	0.9	-0.4	0.5	0.6	-0.1	2.1	2.1	0.0
RadioLIVE	3.7	4.0	-0.3	8	2.8	2.7	0.1	2.9	3.2	-0.3	1.8	2.1	-0.3	2.3	3.0	-0.7	1.3	1.7	-0.4	3.1	4.1	-1.0
Radio Sport	1.5	1.8	-0.3	14	2.1	0.9	1.2	1.9	1.2	0.7	1.1	0.8	0.3	1.3	0.5	0.8	0.3	0.4	-0.1	2.7	2.6	0.1
Rhema	0.4	0.2	0.2	16	0.4	0.1	0.3	0.3	0.1	0.2	0.2	0.1	0.1	0.6	0.5	0.1	*	*	*	0.7	0.3	0.4
Rock	6.5	5.8	0.7	3	6.4	6.1	0.3	5.8	5.8	0.0	5.8	5.7	0.1	2.3	2.7	-0.4	1.7	1.2	0.5	6.7	6.2	0.5
Star	0.2	*	*	17	0.3	0.2	0.1	0.2	0.1	0.1	0.2	0.2	0.0	0.2	0.2	0.0	0.1	0.2	-0.1	0.4	0.3	0.1
Tahu FM	0.2	0.3	-0.1	17	0.3	0.3	0.0	0.2	0.3	-0.1	0.1	0.2	-0.1	*	0.1	*	*	*	*	0.1	0.2	-0.1
The Hits	5.6	4.4	1.2	6	4.5	3.5	1.0	4.5	4.3	0.2	3.5	2.9	0.6	2.3	2.2	0.1	0.8	1.0	-0.2	4.9	4.1	0.8
The Sound	4.9	5.4	-0.5	7	3.8	4.3	-0.5	5.1	5.4	-0.3	4.9	5.2	-0.3	1.6	1.7	-0.1	1.0	1.0	0.0	5.3	5.1	0.2
ZM	6.1	6.4	-0.3	4	4.2	4.6	-0.4	5.7	5.9	-0.2	5.6	5.8	-0.2	2.4	2.9	-0.5	1.5	1.4	0.1	5.4	5.6	-0.2
Others	2.1	2.4	-0.3		3.1	3.5	-0.4	3.2	4.0	-0.8	2.4	3.0	-0.6	1.6	1.9	-0.3	0.3	0.5	-0.2	4.7	5.1	-0.4
Mediaworks Combo	31.7	33.1	-1.4		25.4	27.1	-1.7	30.2	31.1	-0.9	28.1	29.2	-1.1	14.1	16.4	-2.3	7.9	7.9	0.0	34.9	36.7	-1.8
NZME Combo	24.9	25.0	-0.1		20.7	20.4	0.3	22.6	22.8	-0.2	19.7	20.0	-0.3	10.7	11.9	-1.2	5.7	6.6	-0.9	25.9	26.0	-0.1
All Commercial Radio	50.2	51.2	-1.0		42.3	43.4	-1.1	47.3	48.0	-0.7	43.3	44.0	-0.7	24.3	27.3	-3.0	13.2	14.2	-1.0	53.6	54.8	-1.2

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 2 2017

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

Survey Comparisons: 1/2017 - 2/2017

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

Last 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

	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	10:16	10:46	-0:30	3:19	2:43	0:35	7:03	6:14	0:48	15:30	14:03	1:26	14:33	13:24	1:09	9:22	9:52	-0:30	7:19	8:19	-0:59	15:37	14:30	1:06
Coast	11:28	12:52	-1:24	3:31	2:24	1:06	10:12	10:32	-0:19	15:39	14:55	0:44	13:06	12:42	0:24	10:24	10:59	-0:34	12:17	14:14	-1:57	13:28	13:41	-0:13
Edge	8:32	8:17	0:14	9:05	8:40	0:25	9:08	7:27	1:41	7:03	7:47	-0:43	7:20	8:14	-0:54	7:49	9:13	-1:24	6:52	8:07	-1:14	7:56	8:05	-0:08
Hokonui	12:07	10:55	1:11	8:10	11:13	-3:03	6:49	6:09	0:40	6:21	6:17	0:04	8:22	10:22	-2:00	17:24	15:44	1:40	18:39	14:04	4:34	10:25	14:19	-3:53
Life FM	15:39	15:36	0:02	51:44	54:25	-2:41	7:14	6:32	0:42	14:14	8:53	5:21	9:58	7:13	2:45	2:39	4:15	-1:36	9:30	13:19	-3:49	14:30	4:57	9:32
Magic	13:50	18:54	-5:04	8:50	7:41	1:08	4:16	3:20	0:55	5:31	5:02	0:28	9:25	9:21	0:03	13:49	14:15	-0:26	19:07	28:44	-9:37	3:18	1:14	2:04
More FM	10:22	11:03	-0:41	4:32	5:44	-1:12	7:21	6:49	0:32	11:19	12:45	-1:25	11:40	13:15	-1:35	12:27	14:14	-1:47	13:56	14:15	-0:19	9:09	12:50	-3:41
Newstalk ZB	16:21	18:40	-2:19	*	*	*	3:52	2:26	1:25	8:24	7:01	1:23	7:12	8:33	-1:21	10:55	11:58	-1:03	14:51	19:30	-4:39	10:15	10:24	-0:08
Radio Hauraki	8:28	9:06	-0:37	1:51	2:01	-0:09	10:36	11:56	-1:20	10:55	12:25	-1:29	9:26	10:42	-1:16	6:48	6:20	0:27	8:15	6:54	1:20	7:17	13:11	-5:54
RadioLIVE	13:45	18:10	-4:25	21:45	*	*	8:08	7:06	1:01	7:05	5:15	1:49	8:15	7:21	0:53	15:35	16:49	-1:13	18:35	27:39	-9:03	5:40	3:45	1:54
Radio Sport	8:30	4:55	3:34	32:30	0:15	32:15	3:04	2:39	0:25	3:28	3:49	-0:20	4:45	5:14	-0:29	6:06	6:29	-0:23	5:34	9:25	-3:51	12:08	4:24	7:44
Rhema	5:46	10:32	-4:46	*	*	*	*	*	*	6:38	14:15	-7:36	8:37	13:15	-4:38	5:51	7:12	-1:20	4:04	2:00	2:04	6:58	14:15	-7:16
Rock	14:55	15:16	-0:20	6:08	6:05	0:03	14:53	15:59	-1:05	14:15	15:44	-1:28	14:46	15:58	-1:12	16:59	14:45	2:13	14:44	13:15	1:29	9:21	9:21	0:00
Star	6:01	4:43	1:18	*	*	*	*	*	*	*	*	*	*	*	*	6:27	*	*	6:01	7:00	-0:58	5:15	*	*
Tahu FM	2:15	6:14	-3:59	*	*	*	2:04	7:08	-5:04	1:27	1:44	-0:16	1:27	1:44	-0:16	*	*	*	*	*	*	*	17:15	*
The Hits	10:08	9:46	0:21	7:18	4:57	2:21	8:13	8:18	-0:04	8:53	9:33	-0:40	9:51	10:14	-0:23	13:24	12:12	1:12	14:13	14:17	-0:03	10:31	11:28	-0:56
The Sound	16:27	17:00	-0:33	7:06	11:00	-3:54	11:11	14:17	-3:06	12:22	14:18	-1:56	16:09	14:29	1:40	21:44	19:52	1:52	23:52	26:06	-2:14	9:07	8:28	0:39
ZM	9:33	10:04	-0:31	4:51	3:36	1:14	11:28	10:28	1:00	11:50	11:55	-0:04	11:27	12:53	-1:25	9:40	16:03	-6:22	1:00	1:00	0:00	10:12	9:27	0:45
Others	15:56	19:54	-3:58	12:48	12:35	0:12	6:10	9:00	-2:49	10:51	14:22	-3:30	16:42	21:42	-4:59	21:17	25:13	-3:56	18:27	26:48	-8:20	19:55	16:05	3:49
Mediaworks Combo	16:58	18:34	-1:35	9:41	10:39	-0:58	15:17	15:50	-0:32	17:28	18:51	-1:22	17:52	18:25	-0:32	18:54	18:39	0:14	20:02	24:41	-4:38	13:26	14:35	-1:08
NZME Combo	14:17	14:59	-0:42	7:56	4:23	3:32	11:57	11:51	0:06	13:40	14:30	-0:49	13:29	14:48	-1:19	14:44	16:11	-1:27	16:21	19:38	-3:17	14:20	15:29	-1:09
All Commercial Radio	22:37	25:01	-2:24	14:47	14:03	0:44	19:50	21:32	-1:41	22:37	24:46	-2:09	23:20	25:35	-2:14	24:29	26:31	-2:02	25:30	31:12	-5:41	20:38	23:17	-2:39
Potential (000)	72.4	72.4	0.0	8.5	8.2	0.3	17.5	17.8	-0.3	20.7	20.7	0.0	32.1	32.1	0.0	22.1	22.1	0.0	18.3	18.3	0.0	12.9	12.1	0.8
Sample	818	873	-55	100	107	-7	210	237	-27	258	272	-14	381	417	-36	246	264	-18	208	204	4	158	165	-7

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 2 2017

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

Survey Comparisons: 1/2017 - 2/2017

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

Last 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

	This	Last	+/-
Potential (000)	72.4	72.4	0.0
Sample Size	818	873	-55

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

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