



## SOUTHLAND COMMERCIAL RADIO - SURVEY 1 2018

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

Survey Comparisons: 4/2017 - 1/2018

This Survey Period: Sun Apr 9 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Apr 7 2018

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

	All 10+				People 10-17				People 18-34				People 25-44				People 25-54				People 45-64				People 55-74				MGS with Klds			
	This	Last	+/-	Rank	This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-	
Breeze	5.5	5.6	-0.1	10	1.8	1.4	0.4		4.9	3.8	1.1		6.3	6.4	-0.1		6.7	6.8	-0.1		8.3	8.1	0.2		6.3	6.7	-0.4		6.4	7.5	-1.1	
Coast	9.7	10.4	-0.7	2	2.9	3.9	-1.0		2.0	2.8	-0.8		7.2	6.6	0.6		8.8	9.4	-0.6		10.1	11.6	-1.5		12.8	14.0	-1.2		5.5	6.3	-0.8	
Edge	8.3	7.5	0.8	4	28.7	31.2	-2.5		14.3	13.4	0.9		10.0	9.3	0.7		8.2	6.7	1.5		4.3	3.3	1.0		3.2	2.9	0.3		11.9	10.6	1.3	
Hokonui	4.6	5.5	-0.9	12	2.1	1.4	0.7		4.0	4.0	0.0		4.3	4.3	0.0		5.0	4.7	0.3		6.0	7.3	-1.3		3.9	8.0	-4.1		4.2	5.0	-0.8	
Life FM	0.3	0.2	0.1	16	0.2	0.2	0.0		0.7	0.9	-0.2		0.6	0.6	0.0		0.6	0.4	0.2		0.3	*	*		*	*	*		0.7	0.7	0.0	
Magic	5.5	3.3	2.2	10	*	1.0	*		0.8	1.3	-0.5		1.1	1.6	-0.5		1.6	2.1	-0.5		2.6	3.0	-0.4		12.6	6.3	6.3		2.2	2.0	0.2	
More FM	8.9	9.9	-1.0	3	23.3	21.9	1.4		8.6	9.3	-0.7		12.5	13.0	-0.5		10.0	11.4	-1.4		7.1	8.7	-1.6		7.1	8.4	-1.3		18.6	20.0	-1.4	
Newstalk ZB	6.3	6.4	-0.1	8	0.3	0.3	0.0		0.6	0.5	0.1		0.6	0.7	-0.1		1.2	1.0	0.2		5.9	6.8	-0.9		13.8	14.9	-1.1		4.6	5.8	-1.2	
Radio Hauraki	2.3	2.1	0.2	14	1.0	0.8	0.2		5.4	5.1	0.3		3.9	3.8	0.1		3.6	3.0	0.6		2.0	1.3	0.7		0.3	0.3	0.0		3.9	2.9	1.0	
RadioLIVE	5.6	4.8	0.8	9	1.4	0.7	0.7		0.8	0.9	-0.1		2.3	2.3	0.0		4.1	3.7	0.4		9.3	6.2	3.1		10.1	7.8	2.3		3.9	2.6	1.3	
Radio Sport	4.0	2.8	1.2	13	*	*	*		2.1	0.6	1.5		2.5	1.5	1.0		3.8	1.1	2.7		6.0	3.0	3.0		4.5	4.9	-0.4		4.7	1.0	3.7	
Rhema	0.4	0.5	-0.1	15	*	*	*		0.3	0.3	0.0		0.3	0.4	-0.1		0.3	0.3	0.0		0.6	0.7	-0.1		0.7	0.9	-0.2		0.6	0.7	-0.1	
Rock	12.1	14.2	-2.1	1	5.4	5.7	-0.3		21.3	29.4	-8.1		17.8	20.1	-2.3		16.2	18.5	-2.3		12.1	12.5	-0.4		5.2	4.2	1.0		6.7	7.1	-0.4	
Star	0.3	0.4	-0.1	16	*	*	*		*	*	*		*	*	*		*	*	*		0.2	0.2	0.0		1.0	1.4	-0.4		0.2	0.2	0.0	
Tahu FM	0.1	0.1	0.0	18	0.1	*	*		*	*	*		*	*	*		*	*	*		*	*	*		0.4	0.4	0.0		*	*	*	
The Hits	7.1	6.5	0.6	7	15.5	14.3	1.2		7.0	4.9	2.1		7.5	6.8	0.7		7.3	7.0	0.3		6.3	5.8	0.5		4.7	3.9	0.8		8.9	7.0	1.9	
The Sound	7.9	10.4	-2.5	5	4.9	6.5	-1.6		5.8	6.5	-0.7		6.0	7.3	-1.3		10.1	13.2	-3.1		14.1	17.9	-3.8		7.7	11.1	-3.4		7.3	9.1	-1.8	
ZM	7.2	5.7	1.5	6	9.3	7.2	2.1		20.5	14.4	6.1		15.0	12.5	2.5		10.0	7.8	2.2		1.6	1.1	0.5		0.4	0.3	0.1		7.0	8.1	-1.1	
Others	3.8	3.8	0.0		3.5	3.6	-0.1		1.2	2.1	-0.9		2.0	2.8	-0.8		2.5	2.9	-0.4		3.3	2.5	0.8		5.2	3.5	1.7		2.6	3.4	-0.8	
Mediaworks Combo	54.0	55.8	-1.8		65.3	68.3	-3.0		57.1	64.6	-7.5		56.4	59.9	-3.5		57.1	62.4	-5.3		57.7	59.8	-2.1		52.3	47.4	4.9		57.8	59.0	-1.2	
NZME Combo	41.4	39.3	2.1		31.1	27.8	3.3		41.6	32.1	9.5		41.2	36.2	5.0		39.9	34.0	5.9		37.8	36.8	1.0		40.4	46.4	-6.0		38.9	36.1	2.8	
Potential (000)	77.7	72.4	5.3		9.3	8.1	1.2		18.7	17.9	0.8		22.1	20.7	1.4		33.9	32.1	1.8		23.7	22.1	1.6		20.2	18.3	1.9		13.6	12.5	1.1	
Sample	913	846	67		115	108	7		215	201	14		286	239	47		420	365	55		259	254	5		235	227	8		177	155	22	

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 or (from S1 2018) internet only listening to George FM or Mai

NZME Combo: Coast or Hokonui or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or (from S1 2018) internet only listening to Flava or Mix



# SOUTHLAND COMMERCIAL RADIO - SURVEY 1 2018

Station Share (%) by Daypart, People 10+  
Survey Comparisons: 4/2017 - 1/2018

This Survey Period: Sun Apr 9 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Apr 7 2018  
Last Survey Period: Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017

	This	Last	+/-
Potential (000)	77.7	72.4	5.3
Sample Size	913	846	67

	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	4.7	5.0	-0.3	10	7.1	5.9	1.2		7.1	6.8	0.3		5.9	6.4	-0.5		4.2	4.6	-0.4		3.5	5.2	-1.7		3.5	4.6	-1.1	
Coast	7.8	8.5	-0.7	6	11.9	12.3	-0.4		11.3	12.0	-0.7		9.8	10.3	-0.5		6.2	6.1	0.1		7.8	8.0	-0.2		8.9	10.1	-1.2	
Edge	9.4	7.3	2.1	3	6.0	5.0	1.0		7.3	6.8	0.5		9.3	8.7	0.6		10.2	12.5	-2.3		11.1	8.5	2.6		8.9	8.6	0.3	
Hokonui	5.5	6.0	-0.5	9	4.1	5.5	-1.4		6.8	7.9	-1.1		1.1	2.7	-1.6		1.8	1.9	-0.1		6.7	6.5	0.2		4.4	4.9	-0.5	
Life FM	0.2	*	*	17	0.3	0.2	0.1		0.3	0.4	-0.1		0.6	0.4	0.2		0.3	0.3	0.0		0.3	0.6	-0.3		0.2	0.1	0.1	
Magic	3.9	2.9	1.0	12	5.2	3.1	2.1		5.1	2.9	2.2		6.1	3.5	2.6		9.0	5.5	3.5		3.5	4.1	-0.6		6.4	3.6	2.8	
More FM	11.1	11.1	0.0	2	7.5	9.4	-1.9		8.2	9.8	-1.6		11.0	12.1	-1.1		7.5	10.1	-2.6		5.9	4.5	1.4		9.0	9.0	0.0	
Newstalk ZB	9.1	8.5	0.6	5	4.5	4.4	0.1		3.1	2.9	0.2		3.6	4.4	-0.8		15.0	16.0	-1.0		13.1	15.2	-2.1		7.0	6.8	0.2	
Radio Hauraki	1.5	1.2	0.3	14	2.7	2.9	-0.2		3.0	2.7	0.3		2.5	2.2	0.3		1.7	0.5	1.2		2.8	1.2	1.6		2.2	2.0	0.2	
RadioLIVE	9.3	7.4	1.9	4	4.9	4.4	0.5		2.1	2.6	-0.5		4.4	3.2	1.2		9.4	10.4	-1.0		11.2	9.7	1.5		5.3	3.9	1.4	
Radio Sport	3.3	2.6	0.7	13	4.9	3.2	1.7		3.9	2.3	1.6		4.6	1.9	2.7		3.9	3.6	0.3		1.3	1.4	-0.1		3.8	3.5	0.3	
Rhema	0.4	0.5	-0.1	15	0.2	0.2	0.0		0.4	0.5	-0.1		0.2	0.3	-0.1		1.8	1.5	0.3		0.7	0.2	0.5		0.4	0.5	-0.1	
Rock	12.8	14.7	-1.9	1	11.6	14.8	-3.2		12.3	13.7	-1.4		13.7	15.4	-1.7		7.4	6.9	0.5		10.2	16.4	-6.2		12.6	14.8	-2.2	
Star	0.3	0.3	0.0	16	0.3	0.3	0.0		0.1	0.1	0.0		0.2	0.3	-0.1		0.4	0.6	-0.2		0.5	0.7	-0.2		0.5	0.6	-0.1	
Tahu FM	0.1	0.1	0.0	18	0.1	0.1	0.0		*	*	*		0.1	0.1	0.0		0.1	*	*		0.3	0.4	-0.1		0.4	0.2	0.2	
The Hits	6.5	6.3	0.2	8	9.5	9.0	0.5		6.2	5.9	0.3		5.5	5.1	0.4		6.8	5.2	1.6		4.3	2.8	1.5		7.4	6.3	1.1	
The Sound	6.6	8.9	-2.3	7	7.9	10.6	-2.7		9.6	13.1	-3.5		7.6	11.5	-3.9		5.3	6.5	-1.2		6.0	7.3	-1.3		8.3	9.9	-1.6	
ZM	4.5	6.0	-1.5	11	8.0	5.0	3.0		9.5	5.5	4.0		10.5	8.0	2.5		3.9	3.5	0.4		8.6	6.6	2.0		5.8	5.5	0.3	
Others	3.0	2.7	0.3		3.4	3.6	-0.2		3.6	4.0	-0.4		3.4	3.5	-0.1		5.0	4.6	0.4		2.0	0.5	1.5		5.1	5.1	0.0	
Mediaworks Combo	58.0	57.2	0.8		50.2	53.2	-3.0		51.8	55.8	-4.0		58.0	60.9	-2.9		53.2	56.3	-3.1		51.8	55.7	-3.9		54.6	54.4	0.2	
NZME Combo	38.3	39.1	-0.8		45.6	42.4	3.2		43.9	39.2	4.7		37.5	34.5	3.0		39.6	36.7	2.9		44.7	41.9	2.8		39.5	39.2	0.3	

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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	9.4	7.7	1.7	7	0.6	0.5	0.1	2.8	1.9	0.9	3.5	2.6	0.9	4.9	4.0	0.9	3.5	3.4	0.1	2.6	2.5	0.1	1.7	1.7	0.0
Coast	12.1	10.7	1.4	4	0.5	0.7	-0.2	1.1	0.9	0.2	2.5	1.9	0.6	4.5	4.3	0.2	3.8	4.1	-0.3	4.9	3.7	1.2	1.6	1.3	0.3
Edge	16.4	13.6	2.8	2	3.9	3.0	0.9	6.0	5.3	0.7	6.2	4.8	1.4	7.9	6.3	1.6	3.1	2.8	0.3	1.9	1.8	0.1	3.6	3.2	0.4
Hokonui	8.0	6.9	1.1	9	0.5	0.3	0.2	2.1	1.8	0.3	2.6	2.5	0.1	4.3	3.7	0.6	3.0	2.4	0.6	1.9	1.8	0.1	1.6	1.3	0.3
Life FM	1.1	0.9	0.2	16	0.1	0.1	0.0	0.6	0.6	0.0	0.7	0.5	0.2	0.9	0.5	0.4	0.2	0.2	0.0	0.1	0.2	-0.1	0.4	0.2	0.2
Magic	5.0	4.3	0.7	13	*	0.2	*	0.6	0.8	-0.2	1.0	1.0	0.0	1.7	1.8	-0.1	1.8	1.6	0.2	2.4	1.5	0.9	0.7	0.5	0.2
More FM	17.9	15.8	2.1	1	4.0	3.3	0.7	3.9	3.5	0.4	6.1	5.1	1.0	8.7	7.9	0.8	5.4	5.0	0.4	3.5	2.9	0.6	4.9	4.1	0.8
Newstalk ZB	7.1	6.6	0.5	11	0.1	0.1	0.0	0.7	0.5	0.2	1.0	0.7	0.3	1.5	1.2	0.3	2.3	2.4	-0.1	3.4	3.3	0.1	0.9	0.8	0.1
Radio Hauraki	5.3	4.2	1.1	12	0.3	0.2	0.1	2.9	2.6	0.3	2.6	2.4	0.2	3.4	2.8	0.6	1.2	0.6	0.6	0.3	0.2	0.1	1.2	0.6	0.6
RadioLIVE	7.7	6.4	1.3	10	0.6	0.3	0.3	1.0	1.0	0.0	1.9	1.7	0.2	3.5	3.3	0.2	3.0	2.4	0.6	2.9	2.1	0.8	1.3	0.8	0.5
Radio Sport	4.4	4.0	0.4	14	*	*	*	0.5	0.7	-0.2	0.9	1.2	-0.3	2.1	1.7	0.4	2.3	1.4	0.9	1.6	1.4	0.2	0.9	0.5	0.4
Rhema	1.5	1.3	0.2	15	*	*	*	0.3	0.1	0.2	0.3	0.3	0.0	0.5	0.4	0.1	0.7	0.7	0.0	0.7	0.7	0.0	0.5	0.4	0.1
Rock	13.0	11.2	1.8	3	0.7	0.6	0.1	6.5	5.4	1.1	6.8	5.8	1.0	8.8	8.1	0.7	2.7	2.6	0.1	0.8	0.5	0.3	2.2	1.6	0.6
Star	0.6	0.5	0.1	17	*	*	*	*	*	*	*	*	*	*	*	*	0.2	0.1	0.1	0.5	0.4	0.1	0.1	0.1	0.0
Tahu FM	0.3	0.2	0.1	18	0.1	*	*	*	*	*	0.1	*	*	0.1	*	*	0.1	0.1	0.0	0.2	0.2	0.0	*	*	*
The Hits	10.0	7.9	2.1	5	1.7	1.4	0.3	2.6	2.0	0.6	3.1	2.6	0.5	4.4	4.1	0.3	2.8	2.2	0.6	2.2	1.1	1.1	2.1	1.8	0.3
The Sound	8.1	8.0	0.1	8	0.6	0.7	-0.1	1.6	1.6	0.0	2.7	2.5	0.2	4.7	4.6	0.1	3.5	3.5	0.0	2.1	2.1	0.0	1.3	1.3	0.0
ZM	9.6	8.9	0.7	6	1.2	1.1	0.1	4.8	4.1	0.7	4.9	4.5	0.4	6.2	5.8	0.4	1.6	1.5	0.1	0.4	0.3	0.1	2.7	2.3	0.4
Others	5.0	4.2	0.8		0.5	0.2	0.3	0.8	0.9	-0.1	1.0	1.2	-0.2	1.6	1.6	0.0	1.5	1.0	0.5	1.5	1.1	0.4	0.9	0.8	0.1
Mediaworks Combo	52.3	47.6	4.7		7.1	6.1	1.0	14.1	13.4	0.7	17.6	16.0	1.6	25.8	24.5	1.3	15.7	15.1	0.6	11.7	10.1	1.6	10.5	8.9	1.6
NZME Combo	41.1	36.3	4.8		3.0	2.8	0.2	9.9	8.9	1.0	12.2	10.7	1.5	18.8	17.1	1.7	12.9	11.5	1.4	11.4	9.0	2.4	7.8	6.5	1.3
All Commercial Radio	69.0	63.3	5.7		7.7	6.6	1.1	17.0	15.9	1.1	20.8	19.5	1.3	31.9	30.2	1.7	21.3	19.8	1.5	17.5	15.1	2.4	12.8	11.4	1.4
Potential (000)	77.7	72.4	5.3		9.3	8.1	1.2	18.7	17.9	0.8	22.1	20.7	1.4	33.9	32.1	1.8	23.7	22.1	1.6	20.2	18.3	1.9	13.6	12.5	1.1
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	This	Last	+/-
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Sample Size	913	846	67

	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	3.9	1.1	8	5.5	3.9	1.6		5.5	4.4	1.1		4.5	3.5	1.0		1.7	1.6	0.1		0.8	0.8	0.0		3.3	3.5	-0.2	
Coast	6.2	5.6	0.6	4	7.9	6.8	1.1		7.4	6.7	0.7		5.7	5.6	0.1		1.7	1.7	0.0		1.6	1.2	0.4		6.5	6.7	-0.2	
Edge	9.5	7.3	2.2	2	7.1	5.0	2.1		8.8	6.5	2.3		7.4	6.0	1.4		3.8	3.6	0.2		2.0	1.6	0.4		10.1	9.1	1.0	
Hokonui	4.8	3.9	0.9	9	3.7	3.1	0.6		4.6	4.1	0.5		1.6	2.0	-0.4		0.9	0.8	0.1		0.6	0.6	0.0		4.5	3.9	0.6	
Life FM	0.4	0.2	0.2	16	0.4	0.2	0.2		0.6	0.5	0.1		0.6	0.4	0.2		0.4	0.5	-0.1		0.1	0.1	0.0		0.5	0.3	0.2	
Magic	2.9	2.1	0.8	12	3.0	2.0	1.0		3.0	2.3	0.7		2.5	1.9	0.6		1.5	1.2	0.3		0.5	0.5	0.0		3.2	2.4	0.8	
More FM	10.5	8.8	1.7	1	7.5	6.6	0.9		10.8	9.2	1.6		10.1	8.0	2.1		4.3	3.4	0.9		1.8	1.2	0.6		11.2	10.4	0.8	
Newstalk ZB	4.8	4.5	0.3	9	3.0	2.7	0.3		2.4	2.3	0.1		2.6	2.5	0.1		3.4	3.4	0.0		1.9	1.6	0.3		4.8	4.9	-0.1	
Radio Hauraki	1.9	1.5	0.4	14	2.4	2.0	0.4		2.7	2.1	0.6		1.7	1.3	0.4		1.1	0.4	0.7		0.5	0.2	0.3		3.2	2.5	0.7	
RadioLIVE	5.6	4.3	1.3	6	3.8	3.3	0.5		2.8	2.8	0.0		3.0	2.3	0.7		2.7	2.6	0.1		2.0	1.7	0.3		4.2	3.4	0.8	
Radio Sport	2.1	1.4	0.7	13	2.9	2.4	0.5		2.3	1.8	0.5		1.9	1.0	0.9		1.1	1.1	0.0		0.2	0.3	-0.1		2.8	2.8	0.0	
Rhema	0.6	0.7	-0.1	15	0.5	0.5	0.0		0.7	0.8	-0.1		0.4	0.5	-0.1		0.5	0.5	0.0		0.2	0.1	0.1		0.8	0.8	0.0	
Rock	8.7	8.2	0.5	3	6.4	6.4	0.0		7.5	6.1	1.4		7.6	6.7	0.9		3.5	3.0	0.5		1.9	2.1	-0.2		8.1	7.9	0.2	
Star	0.3	0.3	0.0	17	0.3	0.3	0.0		0.3	0.2	0.1		0.3	0.2	0.1		0.2	0.2	0.0		0.2	0.3	-0.1		0.5	0.4	0.1	
Tahu FM	0.1	0.1	0.0	18	0.1	0.1	0.0		0.1	0.1	0.0		0.1	0.1	0.0		0.1	*	*		0.1	0.1	0.0		0.2	0.1	0.1	
The Hits	5.7	4.6	1.1	5	5.7	4.4	1.3		4.2	3.3	0.9		4.0	3.1	0.9		2.1	1.4	0.7		0.7	0.5	0.2		5.8	4.8	1.0	
The Sound	4.0	4.2	-0.2	11	3.7	4.1	-0.4		4.4	4.5	-0.1		4.4	4.7	-0.3		1.5	1.6	-0.1		0.9	0.9	0.0		5.2	5.4	-0.2	
ZM	5.3	5.6	-0.3	7	5.0	3.7	1.3		5.3	4.4	0.9		5.3	4.7	0.6		1.8	1.6	0.2		0.8	0.9	-0.1		5.5	4.8	0.7	
Others	2.1	1.4	0.7		1.9	1.8	0.1		2.5	2.1	0.4		1.8	1.8	0.0		1.0	0.9	0.1		0.5	0.1	0.4		3.5	3.2	0.3	
Mediaworks Combo	38.6	32.9	5.7		30.1	26.0	4.1		34.3	29.5	4.8		32.2	28.7	3.5		17.1	15.5	1.6		9.1	8.4	0.7		39.7	36.9	2.8	
NZME Combo	26.4	23.7	2.7		26.2	21.6	4.6		24.5	21.0	3.5		19.4	17.0	2.4		10.9	9.4	1.5		5.9	5.1	0.8		28.1	25.7	2.4	
All Commercial Radio	55.6	49.6	6.0		48.0	42.0	6.0		51.4	45.0	6.4		46.4	41.6	4.8		26.9	24.1	2.8		14.2	12.7	1.5		56.5	53.6	2.9	

Mediaworks Combo: Breeze or Edge or Magic or More FM or RadioLIVE or Rock or The Sound or (from S1 2018) internet only listening to George FM or Mai

NZME Combo: Coast or Hokonui or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or (from S1 2018) internet only listening to Flava or Mix



## SOUTHLAND COMMERCIAL RADIO - SURVEY 1 2018

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

Survey Comparisons: 4/2017 - 1/2018

This Survey Period: Sun Apr 9 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Apr 7 2018

Last Survey Period: Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 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	8:29	9:05	-0:36	2:45	2:19	0:25	6:00	5:46	0:13	7:47	9:02	-1:14	9:45	10:57	-1:11	11:44	11:04	0:40	9:41	8:32	1:09	9:18	8:59	0:19
Coast	11:41	12:14	-0:33	4:56	3:58	0:58	6:05	9:03	-2:58	12:31	12:44	-0:13	13:52	14:14	-0:21	13:07	13:08	-0:01	10:38	12:19	-1:41	8:33	10:17	-1:43
Edge	7:17	6:59	0:18	6:49	7:53	-1:03	8:02	7:29	0:33	6:56	7:07	-0:11	7:20	6:55	0:24	6:48	5:28	1:19	6:53	5:22	1:31	7:53	6:46	1:06
Hokonui	8:26	10:06	-1:40	3:33	3:44	-0:10	6:26	6:25	0:01	7:01	6:19	0:41	8:18	8:08	0:10	9:52	14:17	-4:25	8:06	14:07	-6:01	6:18	7:34	-1:15
Life FM	4:04	3:25	0:39	3:15	3:15	0:00	4:00	4:37	-0:37	3:39	5:20	-1:41	4:50	4:38	0:11	7:51	0:44	7:07	0:20	0:23	-0:02	3:46	6:42	-2:56
Magic	15:47	9:44	6:03	*	3:02	*	4:10	5:06	-0:56	4:48	6:00	-1:11	6:36	7:18	-0:41	7:03	8:57	-1:53	21:16	13:45	7:30	7:59	8:06	-0:06
More FM	7:15	7:54	-0:39	5:20	5:00	0:19	7:27	7:46	-0:18	8:47	9:26	-0:39	8:09	9:16	-1:07	6:30	8:04	-1:34	8:15	9:15	-0:59	9:12	10:06	-0:53
Newstalk ZB	13:00	12:15	0:44	4:00	4:00	0:00	2:52	2:48	0:03	2:49	3:49	-0:59	5:47	5:08	0:39	12:35	13:07	-0:32	16:17	14:37	1:39	12:22	14:49	-2:26
Radio Hauraki	6:23	6:13	0:10	3:01	2:37	0:24	6:24	5:43	0:40	6:29	5:50	0:38	7:20	6:50	0:30	8:28	10:58	-2:30	4:20	6:19	-1:58	7:55	10:03	-2:08
RadioLIVE	10:30	9:29	1:01	2:14	1:32	0:41	2:33	2:44	-0:11	5:21	4:54	0:26	8:13	7:27	0:46	15:12	12:08	3:04	14:13	12:09	2:04	7:21	7:10	0:11
Radio Sport	12:56	8:47	4:09	*	*	*	15:31	2:30	13:00	11:09	4:39	6:30	12:42	4:08	8:33	12:55	9:42	3:12	11:07	11:13	-0:05	12:22	3:51	8:31
Rhema	3:55	4:21	-0:25	*	*	*	3:31	7:26	-3:54	3:48	5:24	-1:35	3:54	4:50	-0:56	4:10	4:24	-0:14	3:53	4:10	-0:16	2:40	3:09	-0:28
Rock	13:31	15:58	-2:26	6:57	6:56	0:01	11:06	16:00	-4:53	11:15	12:47	-1:32	12:59	14:46	-1:46	21:49	22:00	-0:11	25:19	25:03	0:16	7:28	9:08	-1:40
Star	7:22	8:50	-1:27	*	*	*	*	*	*	3:00	*	*	3:00	*	*	6:23	6:21	0:01	9:06	10:42	-1:36	4:28	5:15	-0:46
Tahu FM	6:06	7:38	-1:31	1:30	*	*	*	*	*	3:00	*	*	3:00	*	*	0:30	0:30	0:00	8:12	7:38	0:33	*	*	*
The Hits	10:13	10:19	-0:06	8:29	7:50	0:38	9:12	7:04	2:08	10:19	9:41	0:37	11:40	10:59	0:41	11:16	12:07	-0:50	8:40	11:02	-2:21	10:12	7:52	2:20
The Sound	14:08	16:29	-2:20	7:01	7:08	-0:06	11:52	11:52	-0:00	9:34	10:51	-1:17	15:02	18:25	-3:22	19:59	23:43	-3:43	14:28	17:08	-2:39	13:10	14:26	-1:16
ZM	10:55	8:05	2:50	6:51	4:46	2:05	14:32	10:18	4:14	13:06	10:19	2:47	11:22	8:46	2:36	4:50	3:22	1:27	4:13	3:48	0:24	6:10	7:09	-0:58
Others	11:04	11:27	-0:22	6:58	11:01	-4:02	4:42	7:01	-2:18	8:35	9:02	-0:27	11:16	12:05	-0:48	10:50	11:38	-0:47	14:15	10:45	3:29	6:53	9:08	-2:14
Mediaworks Combo	14:56	14:47	0:09	8:31	8:24	0:07	13:43	14:14	-0:31	13:46	13:56	-0:09	15:40	16:27	-0:47	18:06	18:28	-0:21	18:01	15:10	2:50	13:14	13:33	-0:18
NZME Combo	14:35	13:39	0:56	9:29	7:34	1:54	14:11	10:44	3:27	14:28	12:34	1:53	14:58	12:49	2:09	14:28	14:54	-0:26	14:21	16:36	-2:14	12:04	11:23	0:41
All Commercial Radio	20:59	19:58	1:01	12:02	11:23	0:39	19:55	18:33	1:21	20:40	19:06	1:33	22:12	21:23	0:48	23:09	23:31	-0:21	23:03	21:20	1:43	18:51	18:04	0:47
Potential (000)	77.7	72.4	5.3	9.3	8.1	1.2	18.7	17.9	0.8	22.1	20.7	1.4	33.9	32.1	1.8	23.7	22.1	1.6	20.2	18.3	1.9	13.6	12.5	1.1
Sample	913	846	67	115	108	7	215	201	14	286	239	47	420	365	55	259	254	5	235	227	8	177	155	22

Mediaworks Combo: Breeze or Edge or Magic or More FM or RadioLIVE or Rock or The Sound or (from S1 2018) internet only listening to George FM or Mai

NZME Combo: Coast or Hokonui or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or (from S1 2018) internet only listening to Flava or Mix



## SOUTHLAND COMMERCIAL RADIO - SURVEY 1 2018

Average Time Spent Listening (hh:mm) by Daypart, People 10+  
Survey Comparisons: 4/2017 - 1/2018

This Survey Period: Sun Apr 9 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Apr 7 2018

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

	This	Last	+/-
Potential (000)	77.7	72.4	5.3
Sample Size	913	846	67

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

Mediaworks Combo: Breeze or Edge or Magic or More FM or RadioLIVE or Rock or The Sound or (from S1 2018) internet only listening to George FM or Mai

NZME Combo: Coast or Hokonui or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or (from S1 2018) internet only listening to Flava or Mix