



SOUTHLAND COMMERCIAL RADIO - SURVEY 4 2018

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

Survey Comparisons: 3/2018 - 4/2018

This Survey Period: Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018

Last Survey Period: Sun Sep 10 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Sep 1 2018

	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	5.8	5.2	0.6	10	0.4	1.1	-0.7	7.3	6.2	1.1	7.9	6.3	1.6	7.6	6.0	1.6	6.0	5.7	0.3	4.9	4.5	0.4	12.1	7.9	4.2
Coast	8.3	10.4	-2.1	3	0.7	0.6	0.1	1.4	2.0	-0.6	5.0	5.6	-0.6	4.1	9.3	-5.2	10.0	14.3	-4.3	17.0	15.1	1.9	4.5	5.0	-0.5
Edge	7.3	7.8	-0.5	6	16.3	21.1	-4.8	12.7	13.6	-0.9	10.3	9.9	0.4	10.5	9.2	1.3	6.4	5.5	0.9	2.3	3.2	-0.9	13.0	11.8	1.2
Hokonui	4.2	4.6	-0.4	12	1.3	2.4	-1.1	6.7	6.0	0.7	4.4	4.9	-0.5	3.9	5.1	-1.2	3.3	4.8	-1.5	3.2	3.1	0.1	2.8	4.0	-1.2
Life FM	0.8	0.5	0.3	16	0.6	*	*	0.9	1.2	-0.3	0.5	0.7	-0.2	0.8	0.8	0.0	1.0	0.6	0.4	0.3	0.1	0.2	0.3	0.6	-0.3
Magic	6.8	6.4	0.4	7	*	*	*	0.4	0.8	-0.4	0.9	0.6	0.3	1.1	0.9	0.2	4.8	3.1	1.7	16.3	15.4	0.9	2.2	2.5	-0.3
More FM	8.6	8.8	-0.2	2	31.7	31.4	0.3	9.4	9.7	-0.3	9.4	8.4	1.0	8.9	7.4	1.5	6.5	7.1	-0.6	4.4	6.0	-1.6	11.3	11.9	-0.6
Newstalk ZB	7.7	7.2	0.5	5	*	*	*	0.4	0.4	0.0	0.5	0.5	0.0	1.9	1.4	0.5	5.2	5.9	-0.7	12.4	14.0	-1.6	1.8	1.8	0.0
Radio Hauraki	3.5	2.5	1.0	14	0.9	0.4	0.5	5.5	4.6	0.9	4.8	4.5	0.3	6.2	4.1	2.1	4.8	2.5	2.3	0.9	0.9	0.0	3.2	3.0	0.2
RadioLIVE	4.3	5.6	-1.3	11	0.9	0.7	0.2	2.7	3.1	-0.4	3.5	3.9	-0.4	3.4	4.5	-1.1	5.5	8.1	-2.6	7.7	9.4	-1.7	3.3	4.1	-0.8
Radio Sport	3.7	2.9	0.8	13	1.2	1.3	-0.1	2.3	2.1	0.2	2.3	2.4	-0.1	5.1	3.7	1.4	6.9	5.2	1.7	2.2	3.3	-1.1	5.6	4.7	0.9
Rhema	0.1	0.2	-0.1	18	*	*	*	0.3	0.2	0.1	*	0.1	*	*	0.1	*	0.1	0.5	-0.4	0.2	0.4	-0.2	0.1	0.3	-0.2
Rock	11.6	12.2	-0.6	1	16.8	6.2	10.6	11.5	15.8	-4.3	22.2	24.0	-1.8	19.5	20.1	-0.6	8.0	8.1	-0.1	3.0	2.5	0.5	12.1	13.0	-0.9
Star	0.9	0.6	0.3	15	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.6	0.5	0.1	0.7	*	*
Tahu FM	0.7	0.5	0.2	17	4.5	3.6	0.9	0.5	0.2	0.3	0.7	0.7	0.0	0.5	0.4	0.1	0.7	*	*	0.7	0.4	0.3	1.1	1.1	0.0
The Hits	6.8	5.3	1.5	7	10.5	13.3	-2.8	6.5	6.5	0.0	6.3	5.9	0.4	7.4	7.1	0.3	9.9	6.1	3.8	6.4	2.4	4.0	8.3	7.4	0.9
The Sound	6.4	6.9	-0.5	9	3.0	1.2	1.8	4.4	5.5	-1.1	6.7	7.4	-0.7	7.0	7.5	-0.5	11.2	12.3	-1.1	8.7	9.4	-0.7	7.7	10.8	-3.1
ZM	8.3	7.0	1.3	3	8.7	11.5	-2.8	26.0	20.4	5.6	13.3	12.5	0.8	10.4	9.1	1.3	1.3	1.9	-0.6	0.2	0.5	-0.3	8.7	7.5	1.2
Others	4.0	5.2	-1.2		2.3	5.2	-2.9	1.2	1.9	-0.7	1.2	1.8	-0.6	1.6	3.2	-1.6	8.4	8.3	0.1	8.5	8.8	-0.3	1.1	2.7	-1.6
MediaWorks Combo	51.0	53.1	-2.1		69.6	61.8	7.8	48.7	55.3	-6.6	61.2	60.8	0.4	58.2	55.9	2.3	48.3	49.9	-1.6	47.4	50.4	-3.0	62.3	62.5	-0.2
NZME Combo	42.7	40.2	2.5		23.5	29.4	-5.9	49.2	42.5	6.7	36.7	36.4	0.3	39.1	39.9	-0.8	41.4	40.7	0.7	42.4	39.4	3.0	34.8	33.5	1.3
Potential (000)	77.7	77.7	0.0		9.4	9.0	0.4	18.6	19.0	-0.4	22.1	22.1	0.0	33.9	33.9	0.0	23.7	23.7	0.0	20.2	20.2	0.0	14.4	13.8	0.6
Sample	938	940	-2		109	112	-3	187	207	-20	284	272	12	404	419	-15	253	282	-29	280	253	27	183	186	-3

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 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 internet only listening to Flava or Mix



SOUTHLAND COMMERCIAL RADIO - SURVEY 4 2018

Station Share (%) by Daypart, People 10+

Survey Comparisons: 3/2018 - 4/2018

This Survey Period: Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018

Last Survey Period: Sun Sep 10 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Sep 1 2018

	This	Last	+/-
Potential (000)	77.7	77.7	0.0
Sample Size	938	940	-2

	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	4.3	4.8	-0.5	12	6.7	6.7	0.0		6.7	6.1	0.6		5.6	4.0	1.6		8.2	5.3	2.9		4.8	4.5	0.3		5.2	4.1	1.1	
Coast	6.1	7.9	-1.8	8	11.1	13.3	-2.2		9.4	12.0	-2.6		8.6	9.1	-0.5		5.2	4.6	0.6		2.5	6.7	-4.2		8.6	10.9	-2.3	
Edge	7.2	8.3	-1.1	5	8.2	9.0	-0.8		7.0	8.1	-1.1		8.1	8.9	-0.8		5.2	4.3	0.9		5.9	6.9	-1.0		7.1	6.7	0.4	
Hokonui	5.4	5.6	-0.2	10	3.7	5.2	-1.5		6.4	7.1	-0.7		2.0	1.6	0.4		1.8	1.0	0.8		2.7	3.8	-1.1		3.4	3.3	0.1	
Life FM	0.7	0.6	0.1	15	0.9	0.6	0.3		0.9	0.7	0.2		0.6	0.6	0.0		0.7	0.1	0.6		1.1	0.5	0.6		0.8	0.2	0.6	
Magic	5.3	4.1	1.2	11	6.9	6.2	0.7		6.4	6.4	0.0		6.5	6.1	0.4		8.7	10.4	-1.7		3.6	2.7	0.9		8.9	8.3	0.6	
More FM	11.1	11.2	-0.1	2	7.7	6.7	1.0		8.2	8.8	-0.6		9.8	10.2	-0.4		5.0	8.4	-3.4		3.6	4.2	-0.6		8.9	8.8	0.1	
Newstalk ZB	9.4	10.1	-0.7	3	6.1	5.2	0.9		4.4	3.8	0.6		4.2	4.0	0.2		17.0	19.9	-2.9		16.1	12.1	4.0		8.9	7.9	1.0	
Radio Hauraki	3.3	1.7	1.6	13	2.8	2.8	0.0		3.3	2.6	0.7		5.2	3.2	2.0		3.9	2.1	1.8		3.3	2.9	0.4		3.3	2.6	0.7	
RadioLIVE	7.1	9.5	-2.4	6	2.3	3.7	-1.4		2.0	2.2	-0.2		3.3	4.5	-1.2		6.7	10.2	-3.5		7.4	11.4	-4.0		5.6	6.1	-0.5	
Radio Sport	3.2	2.8	0.4	14	4.5	3.6	0.9		3.7	2.6	1.1		5.6	4.7	0.9		3.0	3.0	0.0		2.0	1.6	0.4		2.7	2.2	0.5	
Rhema	*	0.2	*	*	0.2	0.2	0.0		0.1	0.2	-0.1		0.2	0.4	-0.2		*	0.1	*		0.9	0.9	0.0		0.2	0.2	0.0	
Rock	12.1	12.7	-0.6	1	11.4	12.5	-1.1		13.0	13.1	-0.1		12.7	13.6	-0.9		8.5	7.9	0.6		9.2	11.0	-1.8		10.8	11.0	-0.2	
Star	0.5	0.5	0.0	16	1.1	0.8	0.3		1.2	0.5	0.7		1.1	0.5	0.6		0.6	0.3	0.3		*	0.3	*		1.0	0.8	0.2	
Tahu FM	0.5	0.4	0.1	16	0.2	0.2	0.0		0.3	0.2	0.1		1.3	1.2	0.1		2.6	0.7	1.9		*	0.2	*		1.0	0.8	0.2	
The Hits	7.5	5.9	1.6	4	8.0	5.6	2.4		5.9	4.1	1.8		5.8	5.3	0.5		6.0	5.7	0.3		8.5	7.3	1.2		6.6	5.5	1.1	
The Sound	6.1	4.9	1.2	8	6.4	5.8	0.6		6.4	6.7	-0.3		7.1	8.4	-1.3		6.6	7.0	-0.4		10.3	11.9	-1.6		5.5	7.9	-2.4	
ZM	6.2	5.1	1.1	7	8.4	7.5	0.9		10.4	9.6	0.8		8.6	8.9	-0.3		7.2	4.8	2.4		16.1	9.4	6.7		6.0	4.9	1.1	
Others	3.8	3.8	0.0		3.5	4.5	-1.0		4.1	5.3	-1.2		3.6	4.7	-1.1		3.1	4.2	-1.1		2.0	1.7	0.3		5.6	7.8	-2.2	
MediaWorks Combo	53.2	55.5	-2.3		49.6	50.6	-1.0		49.8	51.3	-1.5		53.2	55.7	-2.5		48.9	53.5	-4.6		45.2	53.1	-7.9		52.4	53.6	-1.2	
NZME Combo	41.4	39.2	2.2		44.6	43.2	1.4		43.7	41.8	1.9		40.2	37.0	3.2		44.5	41.4	3.1		51.4	44.1	7.3		39.8	37.5	2.3	

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
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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	9.0	8.2	0.8	7	0.2	0.3	-0.1	2.8	3.0	-0.2	3.9	3.6	0.3	5.5	4.7	0.8	3.1	2.4	0.7	2.2	2.0	0.2	2.8	2.1	0.7
Coast	9.5	11.1	-1.6	6	0.2	0.2	0.0	0.8	1.2	-0.4	1.5	1.7	-0.2	2.4	3.8	-1.4	3.3	4.1	-0.8	5.5	5.0	0.5	1.4	1.3	0.1
Edge	13.6	15.6	-2.0	2	2.5	3.4	-0.9	6.0	6.2	-0.2	6.6	6.8	-0.2	8.0	8.2	-0.2	2.3	2.6	-0.3	1.1	1.5	-0.4	4.5	4.1	0.4
Hokonui	7.0	8.7	-1.7	9	0.3	0.4	-0.1	1.8	2.5	-0.7	2.2	2.9	-0.7	3.1	4.2	-1.1	2.5	3.4	-0.9	2.3	2.7	-0.4	1.1	1.5	-0.4
Life FM	1.8	1.5	0.3	15	0.2	*	*	0.9	0.8	0.1	0.5	0.6	-0.1	0.9	1.0	-0.1	0.5	0.4	0.1	0.2	0.2	0.0	0.4	0.4	0.0
Magic	5.5	5.2	0.3	11	*	*	*	0.3	0.7	-0.4	0.6	0.4	0.2	1.2	1.0	0.2	2.1	1.9	0.2	3.6	3.1	0.5	0.5	0.5	0.0
More FM	15.6	17.0	-1.4	1	2.5	4.2	-1.7	4.7	4.7	0.0	6.4	5.5	0.9	8.9	7.8	1.1	4.1	4.6	-0.5	2.4	2.8	-0.4	4.1	3.9	0.2
Newstalk ZB	6.2	7.5	-1.3	10	*	*	*	0.6	0.8	-0.2	1.1	1.1	0.0	2.4	2.1	0.3	2.2	2.7	-0.5	2.5	3.4	-0.9	0.5	0.8	-0.3
Radio Hauraki	5.1	5.4	-0.3	13	0.4	0.2	0.2	2.3	2.6	-0.3	2.4	2.9	-0.5	3.4	3.8	-0.4	1.5	1.4	0.1	0.6	0.6	0.0	1.0	1.0	0.0
RadioLIVE	5.5	6.0	-0.5	11	0.1	0.1	0.0	1.1	1.0	0.1	1.8	1.8	0.0	2.2	3.0	-0.8	2.3	2.5	-0.2	2.8	2.4	0.4	1.1	1.3	-0.2
Radio Sport	3.9	3.8	0.1	14	0.1	0.1	0.0	0.4	0.5	-0.1	0.7	1.0	-0.3	1.9	1.9	0.0	2.4	2.0	0.4	1.5	1.5	0.0	0.8	1.0	-0.2
Rhema	1.0	1.2	-0.2	16	*	*	*	0.4	0.3	0.1	0.1	0.2	-0.1	0.2	0.3	-0.1	0.2	0.5	-0.3	0.4	0.5	-0.1	0.2	0.3	-0.1
Rock	13.2	13.8	-0.6	3	1.4	0.9	0.5	5.9	6.2	-0.3	7.2	7.5	-0.3	8.9	9.8	-0.9	2.6	3.1	-0.5	0.9	1.0	-0.1	2.8	2.8	0.0
Star	0.7	0.5	0.2	18	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.3	0.3	0.0	0.1	*	*
Tahu FM	0.9	0.6	0.3	17	0.2	0.2	0.0	0.5	0.2	0.3	0.5	0.3	0.2	0.6	0.3	0.3	0.1	*	*	0.1	0.1	0.0	0.2	0.1	0.1
The Hits	9.6	9.3	0.3	5	1.1	1.9	-0.8	2.3	2.2	0.1	3.3	3.2	0.1	5.0	5.2	-0.2	3.7	2.8	0.9	2.7	1.6	1.1	2.0	2.2	-0.2
The Sound	7.6	8.3	-0.7	8	0.3	0.2	0.1	1.3	1.8	-0.5	2.8	3.2	-0.4	4.8	5.3	-0.5	4.0	4.1	-0.1	2.4	2.4	0.0	1.3	1.8	-0.5
ZM	10.2	9.8	0.4	4	1.2	1.4	-0.2	6.6	5.4	1.2	5.0	4.5	0.5	5.8	5.7	0.1	0.9	1.5	-0.6	0.2	0.4	-0.2	2.6	2.8	-0.2
Others	5.8	6.4	-0.6		0.8	0.6	0.2	1.0	1.5	-0.5	1.0	1.3	-0.3	1.4	2.0	-0.6	2.2	2.1	0.1	2.5	1.9	0.6	0.5	0.9	-0.4
MediaWorks Combo	47.5	50.7	-3.2		5.2	6.0	-0.8	13.6	14.9	-1.3	17.6	18.0	-0.4	24.4	25.5	-1.1	14.4	14.9	-0.5	12.1	11.9	0.2	11.0	11.0	0.0
NZME Combo	39.1	41.3	-2.2		2.5	3.2	-0.7	10.8	10.5	0.3	11.6	12.0	-0.4	16.9	18.7	-1.8	12.2	13.3	-1.1	12.2	11.9	0.3	7.0	7.4	-0.4
All Commercial Radio	65.1	68.4	-3.3		6.1	6.9	-0.8	16.4	17.2	-0.8	20.2	20.7	-0.5	30.3	31.7	-1.4	20.8	22.0	-1.2	18.0	18.4	-0.4	12.7	12.9	-0.2
Potential (000)	77.7	77.7	0.0		9.4	9.0	0.4	18.6	19.0	-0.4	22.1	22.1	0.0	33.9	33.9	0.0	23.7	23.7	0.0	20.2	20.2	0.0	14.4	13.8	0.6
Sample	938	940	-2		109	112	-3	187	207	-20	284	272	12	404	419	-15	253	282	-29	280	253	27	183	186	-3

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Sample Size	938	940	-2

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	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	4.3	4.0	0.3	7	4.2	4.5	-0.3	5.1	4.2	0.9	4.7	3.7	1.0	2.2	1.4	0.8	1.2	0.9	0.3	4.8	3.3	1.5
Coast	5.0	5.3	-0.3	6	6.1	6.9	-0.8	5.1	6.8	-1.7	4.4	4.5	-0.1	1.8	1.5	0.3	0.7	1.7	-1.0	5.4	6.5	-1.1
Edge	6.8	8.5	-1.7	3	6.2	7.8	-1.6	8.1	8.5	-0.4	6.8	7.1	-0.3	2.1	2.4	-0.3	1.4	1.6	-0.2	6.9	8.7	-1.8
Hokonui	3.5	4.9	-1.4	10	2.5	4.0	-1.5	4.7	5.2	-0.5	1.5	1.5	0.0	1.0	0.6	0.4	1.0	0.8	0.2	3.8	4.3	-0.5
Life FM	0.7	0.6	0.1	15	0.5	0.6	-0.1	1.2	1.1	0.1	0.7	0.7	0.0	0.1	0.1	0.0	0.5	0.2	0.3	0.5	0.4	0.1
Magic	3.1	2.4	0.7	12	3.5	2.9	0.6	3.5	3.3	0.2	2.9	2.3	0.6	1.4	1.3	0.1	1.0	0.4	0.6	4.0	4.0	0.0
More FM	10.6	11.4	-0.8	1	5.7	5.9	-0.2	8.4	9.9	-1.5	8.5	10.2	-1.7	2.9	4.2	-1.3	1.8	1.8	0.0	7.9	9.8	-1.9
Newstalk ZB	3.5	4.7	-1.2	10	3.5	3.3	0.2	3.0	2.6	0.4	2.6	2.4	0.2	2.6	3.4	-0.8	2.7	2.9	-0.2	3.8	4.4	-0.6
Radio Hauraki	3.0	2.0	1.0	13	1.5	2.2	-0.7	2.3	2.5	-0.2	3.2	2.7	0.5	1.7	1.2	0.5	0.8	0.5	0.3	3.4	3.5	-0.1
RadioLIVE	4.3	4.9	-0.6	7	2.1	2.3	-0.2	1.7	2.1	-0.4	2.0	2.2	-0.2	1.2	1.8	-0.6	1.4	2.0	-0.6	3.5	3.9	-0.4
Radio Sport	2.7	2.0	0.7	14	1.9	2.0	-0.1	2.5	2.0	0.5	2.6	2.1	0.5	0.6	0.6	0.0	0.6	0.3	0.3	2.2	2.0	0.2
Rhema	*	0.4	*	*	0.2	0.4	-0.2	0.1	0.5	-0.4	0.2	0.5	-0.3	*	0.1	*	0.4	0.3	0.1	0.5	0.6	-0.1
Rock	7.5	8.7	-1.2	2	6.1	6.4	-0.3	8.2	8.6	-0.4	8.0	7.6	0.4	3.0	3.3	-0.3	2.0	1.7	0.3	8.0	8.6	-0.6
Star	0.3	0.2	0.1	16	0.6	0.3	0.3	0.6	0.3	0.3	0.5	0.2	0.3	0.2	0.2	0.0	*	0.1	*	0.5	0.4	0.1
Tahu FM	0.3	0.2	0.1	16	0.5	0.4	0.1	0.5	0.4	0.1	0.5	0.4	0.1	0.3	0.2	0.1	0.1	*	*	0.5	0.3	0.2
The Hits	5.4	4.9	0.5	5	4.7	4.2	0.5	4.2	3.4	0.8	4.1	3.6	0.5	2.4	1.9	0.5	1.1	0.8	0.3	5.1	5.1	0.0
The Sound	3.8	3.3	0.5	9	3.3	3.5	-0.2	4.5	4.1	0.4	4.8	4.9	-0.1	2.6	2.2	0.4	1.3	1.1	0.2	4.2	5.2	-1.0
ZM	5.5	5.2	0.3	4	4.6	4.2	0.4	7.1	6.6	0.5	5.4	4.7	0.7	2.4	1.6	0.8	1.5	1.2	0.3	4.9	5.0	-0.1
Others	3.1	2.7	0.4		2.5	2.5	0.0	2.7	3.4	-0.7	2.0	2.4	-0.4	1.1	1.1	0.0	1.2	0.6	0.6	3.3	4.2	-0.9
MediaWorks Combo	33.8	36.7	-2.9		26.7	28.4	-1.7	31.5	32.6	-1.1	30.4	30.8	-0.4	14.4	15.3	-0.9	8.3	8.2	0.1	33.1	37.3	-4.2
NZME Combo	25.1	24.7	0.4		22.8	23.1	-0.3	25.6	25.5	0.1	20.7	18.3	2.4	11.9	10.3	1.6	7.7	7.6	0.1	24.4	25.9	-1.5
All Commercial Radio	51.7	53.7	-2.0		43.4	44.6	-1.2	49.7	51.1	-1.4	45.7	44.6	1.1	25.1	24.8	0.3	14.3	14.3	0.0	50.3	54.4	-4.1

MediaWorks Combo: Breeze or Edge or Magic or More FM or RadioLIVE or Rock or The Sound or 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 internet only listening to Flava or Mix



SOUTHLAND COMMERCIAL RADIO - SURVEY 4 2018

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

Survey Comparisons: 3/2018 - 4/2018

This Survey Period: Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018

Last Survey Period: Sun Sep 10 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Sep 1 2018

	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	9:25	8:50	0:34	1:14	2:31	-1:17	8:57	6:24	2:32	9:22	7:39	1:42	8:54	8:33	0:20	8:28	10:59	-2:30	10:29	9:52	0:36	9:32	7:54	1:37
Coast	12:40	13:02	-0:22	2:24	1:49	0:35	6:04	5:22	0:42	15:20	14:42	0:38	10:55	16:32	-5:36	13:11	16:24	-3:13	14:43	13:05	1:38	7:23	8:09	-0:45
Edge	7:43	7:00	0:42	4:24	4:47	-0:22	7:24	6:48	0:35	7:14	6:22	0:52	8:27	7:36	0:51	12:01	10:10	1:50	9:43	9:25	0:18	6:28	6:08	0:20
Hokonui	8:39	7:24	1:14	2:54	4:21	-1:26	12:49	7:27	5:22	9:27	7:30	1:57	8:12	8:12	-0:00	5:50	6:45	-0:55	6:45	5:03	1:42	5:44	5:42	0:01
Life FM	6:25	4:35	1:50	2:15	*	*	3:31	4:25	-0:53	4:47	5:00	-0:12	6:13	5:41	0:31	8:25	6:39	1:45	8:55	1:55	7:00	1:33	2:49	-1:15
Magic	17:55	17:14	0:41	*	*	*	5:24	3:08	2:16	7:15	6:55	0:20	5:44	6:08	-0:23	10:06	7:55	2:11	21:46	21:44	0:02	10:04	10:43	-0:39
More FM	7:55	7:13	0:41	8:36	5:45	2:50	6:56	6:29	0:27	6:44	6:41	0:03	6:26	6:29	-0:02	6:54	7:23	-0:28	8:47	9:14	-0:26	6:11	6:34	-0:23
Newstalk ZB	17:53	13:27	4:26	*	*	*	2:09	1:31	0:37	1:53	2:03	-0:09	5:08	4:31	0:37	10:25	10:15	0:10	24:05	18:03	6:02	7:55	5:00	2:55
Radio Hauraki	9:52	6:31	3:20	1:35	1:49	-0:14	8:21	5:37	2:44	9:17	6:46	2:31	11:45	7:17	4:27	14:05	8:19	5:45	8:13	7:13	0:59	6:58	6:12	0:46
RadioLIVE	11:18	13:10	-1:51	4:44	6:23	-1:38	8:32	9:17	-0:45	9:04	9:06	-0:02	9:50	10:12	-0:21	10:24	15:21	-4:56	12:55	17:07	-4:11	7:00	6:52	0:08
Radio Sport	13:34	10:57	2:36	7:15	7:15	0:00	21:25	12:54	8:31	15:34	10:43	4:51	17:27	13:16	4:11	12:31	12:15	0:16	6:47	9:52	-3:05	15:07	10:25	4:42
Rhema	2:06	2:54	-0:48	*	*	*	2:07	1:51	0:16	1:30	1:44	-0:14	1:13	2:45	-1:31	2:27	4:46	-2:19	2:40	3:44	-1:04	1:22	2:07	-0:45
Rock	12:40	12:18	0:21	8:02	5:08	2:54	6:44	7:58	-1:13	14:12	13:56	0:15	14:05	13:49	0:15	13:33	12:33	1:00	15:11	11:18	3:52	9:27	9:56	-0:28
Star	17:55	15:57	1:58	*	*	*	2:00	2:00	0:00	3:00	3:00	0:00	3:00	3:00	0:00	1:30	1:30	0:00	10:20	8:10	2:10	20:42	3:00	17:42
Tahu FM	11:05	11:35	-0:30	16:43	17:20	-0:37	3:39	2:09	1:30	6:25	8:26	-2:01	5:55	8:26	-2:31	22:00	*	*	31:14	13:11	18:02	12:19	40:00	-27:40
The Hits	10:14	8:00	2:13	6:25	5:15	1:10	10:03	9:04	0:58	8:48	7:54	0:53	9:27	9:15	0:12	11:34	10:13	1:21	11:25	6:48	4:37	9:22	7:23	1:58
The Sound	12:09	11:32	0:36	7:47	4:18	3:28	11:24	9:40	1:44	10:59	10:11	0:47	9:30	9:39	-0:08	12:24	14:21	-1:56	17:20	17:02	0:17	12:39	12:44	-0:05
ZM	11:44	10:04	1:40	4:49	6:26	-1:37	13:46	11:50	1:56	12:20	12:04	0:16	11:36	10:50	0:45	6:13	5:54	0:19	4:46	6:00	-1:14	7:21	5:44	1:37
Others	9:56	11:20	-1:24	1:58	6:52	-4:53	4:21	3:57	0:23	5:43	6:17	-0:34	7:38	10:37	-2:58	16:54	18:37	-1:43	16:24	20:01	-3:36	5:23	6:40	-1:16
MediaWorks Combo	15:29	14:37	0:51	9:05	7:49	1:16	12:28	11:33	0:55	16:05	14:44	1:20	15:23	14:52	0:30	14:38	15:52	-1:13	18:43	18:34	0:09	12:30	12:09	0:21
NZME Combo	15:44	13:36	2:07	6:27	7:01	-0:34	15:54	12:33	3:21	14:37	13:13	1:23	14:56	14:26	0:30	14:48	14:29	0:19	16:32	14:30	2:01	11:01	9:42	1:19
All Commercial Radio	22:09	20:26	1:43	11:05	10:59	0:06	21:14	18:06	3:07	22:50	21:07	1:42	21:16	21:24	-0:07	20:58	21:31	-0:32	26:29	23:45	2:44	17:29	16:42	0:46
Potential (000)	77.7	77.7	0.0	9.4	9.0	0.4	18.6	19.0	-0.4	22.1	22.1	0.0	33.9	33.9	0.0	23.7	23.7	0.0	20.2	20.2	0.0	14.4	13.8	0.6
Sample	938	940	-2	109	112	-3	187	207	-20	284	272	12	404	419	-15	253	282	-29	280	253	27	183	186	-3

MediaWorks Combo: Breeze or Edge or Magic or More FM or RadioLIVE or Rock or The Sound or 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 internet only listening to Flava or Mix



SOUTHLAND COMMERCIAL RADIO - SURVEY 4 2018

Average Time Spent Listening (hh:mm) by Daypart, People 10+
 Survey Comparisons: 3/2018 - 4/2018

This Survey Period: Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018

Last Survey Period: Sun Sep 10 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Sep 1 2018

	This	Last	+/-
Potential (000)	77.7	77.7	0.0
Sample Size	938	940	-2

	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	2:32	2:57	-0:24	4:11	3:54	0:17	4:14	4:23	-0:09	2:00	1:37	0:22	3:03	2:51	0:11	2:37	2:40	-0:03	3:11	3:47	-0:36
Coast	3:05	3:42	-0:37	4:46	5:03	-0:16	5:53	5:23	0:30	3:18	3:02	0:16	2:18	2:15	0:02	2:13	2:10	0:03	4:33	5:01	-0:27
Edge	2:42	2:24	0:18	3:29	3:01	0:27	2:44	2:54	-0:09	1:59	1:52	0:07	1:59	1:19	0:39	2:39	2:23	0:16	2:59	2:20	0:38
Hokonui	3:57	2:51	1:06	3:53	3:22	0:31	4:24	4:10	0:13	2:10	1:38	0:31	1:24	1:10	0:13	1:41	2:40	-0:59	2:37	2:20	0:17
Life FM	2:49	2:08	0:41	4:33	2:29	2:03	2:22	1:52	0:29	1:24	1:17	0:06	4:15	1:00	3:15	1:26	1:00	0:26	4:38	1:35	3:02
Magic	4:22	4:15	0:06	5:08	5:33	-0:24	5:56	5:51	0:04	3:47	4:02	-0:14	4:49	6:01	-1:11	2:24	3:29	-1:04	6:27	6:21	0:06
More FM	2:41	2:26	0:15	3:33	2:57	0:35	3:07	2:43	0:23	1:56	1:30	0:25	1:21	1:29	-0:07	1:17	1:15	0:02	3:14	2:43	0:31
Newstalk ZB	6:54	5:17	1:37	4:41	4:04	0:36	4:44	4:23	0:20	2:46	2:27	0:19	5:11	4:19	0:52	3:56	2:17	1:39	6:41	5:23	1:18
Radio Hauraki	2:48	2:05	0:43	4:47	3:12	1:34	4:40	3:13	1:26	2:43	1:46	0:56	1:48	1:17	0:30	2:41	2:59	-0:18	2:47	2:16	0:31
RadioLIVE	4:13	4:50	-0:37	2:51	4:04	-1:12	3:54	3:16	0:38	2:43	3:01	-0:18	4:31	4:11	0:20	3:28	3:03	0:24	4:35	4:45	-0:09
Radio Sport	2:59	3:25	-0:25	6:10	4:43	1:26	4:44	3:56	0:47	3:36	3:20	0:15	3:51	3:36	0:14	2:11	3:18	-1:06	3:28	3:19	0:08
Rhema	2:30	1:15	1:14	2:12	0:55	1:17	1:31	1:36	-0:05	1:45	1:07	0:37	*	1:30	*	1:30	1:24	0:05	1:00	1:06	-0:05
Rock	4:07	3:37	0:30	4:58	5:04	-0:05	5:04	4:39	0:25	2:40	2:40	-0:00	2:17	1:46	0:31	3:02	3:32	-0:30	3:54	3:54	-0:00
Star	3:56	6:19	-2:22	4:51	7:06	-2:15	6:11	6:17	-0:05	3:48	3:14	0:34	2:01	1:27	0:34	*	1:18	*	6:16	5:55	0:20
Tahu FM	4:22	5:49	-1:27	1:08	1:21	-0:12	2:09	1:48	0:20	4:30	4:26	0:03	6:31	2:19	4:11	0:15	2:00	-1:45	5:30	8:23	-2:53
The Hits	3:33	2:58	0:34	4:30	3:28	1:02	4:29	3:43	0:45	2:20	2:13	0:07	1:58	2:13	-0:14	5:11	5:05	0:06	3:43	3:15	0:27
The Sound	4:00	3:43	0:17	5:04	4:16	0:47	4:29	5:03	-0:33	2:29	2:35	-0:06	2:03	2:23	-0:19	5:05	5:57	-0:52	3:47	4:33	-0:46
ZM	2:52	2:25	0:27	4:49	4:37	0:11	4:40	4:26	0:14	2:40	2:52	-0:11	2:24	2:10	0:13	7:12	4:17	2:54	3:34	2:55	0:39
Others	3:12	3:29	-0:17	3:37	4:42	-1:04	4:48	4:49	-0:01	2:56	2:56	-0:00	2:20	2:54	-0:34	1:02	1:28	-0:25	4:54	5:39	-0:45
MediaWorks Combo	4:00	3:45	0:15	4:55	4:39	0:16	5:03	4:50	0:13	2:56	2:42	0:13	2:44	2:35	0:08	3:33	3:28	0:04	4:35	4:21	0:13
NZME Combo	4:12	3:57	0:15	5:12	4:53	0:19	5:27	5:01	0:25	3:15	3:01	0:13	3:00	2:58	0:01	4:22	3:08	1:14	4:42	4:23	0:19
All Commercial Radio	4:56	4:37	0:18	6:06	5:50	0:15	6:25	6:00	0:25	3:40	3:21	0:18	3:12	2:59	0:12	4:32	3:47	0:45	5:44	5:34	0:09

MediaWorks Combo: Breeze or Edge or Magic or More FM or RadioLIVE or Rock or The Sound or 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 internet only listening to Flava or Mix