



SOUTHLAND COMMERCIAL RADIO - SURVEY 2 2022

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

Survey Comparisons: 1/2022 - 2/2022

This Survey Period: Sun Jun 20 to Sat Nov 6 2021 & Sun Jan 30 to Sat Jun 18 2022

Last Survey Period: Sun Apr 11 to Sat Nov 6 2021 & Sun Jan 30 to Sat Apr 9 2022

	All 10+				People 10-24			People 18-39			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	10.5	12.4	-1.9	2	3.6	4.1	-0.5	8.2	4.8	3.4	10.4	11.1	-0.7	12.4	14.3	-1.9	14.5	21.3	-6.8	13.0	19.0	-6.0	10.7	12.7	-2.0
Coast	3.4	3.0	0.4	12	2.8	0.1	2.7	2.5	2.8	-0.3	1.1	2.7	-1.6	1.1	2.3	-1.2	5.8	4.0	1.8	8.3	7.0	1.3	1.0	0.6	0.4
Edge	5.3	7.3	-2.0	8	14.6	26.0	-11.4	8.6	9.6	-1.0	7.4	6.3	1.1	5.5	4.7	0.8	3.0	1.2	1.8	2.1	0.1	2.0	4.0	3.9	0.1
Gold AM	0.5	0.3	0.2	14	*	*	*	0.2	0.4	-0.2	0.2	0.4	-0.2	0.1	0.3	-0.2	*	0.1	*	0.2	0.3	-0.1	*	0.1	*
Hokonui	5.9	5.9	0.0	7	*	2.0	*	2.7	4.8	-2.1	2.7	3.1	-0.4	2.3	2.5	-0.2	10.3	8.1	2.2	15.1	13.6	1.5	2.7	2.7	0.0
Life FM	0.4	0.5	-0.1	15	0.1	*	*	*	0.3	*	0.3	0.4	-0.1	0.8	0.6	0.2	0.8	0.4	0.4	0.1	0.2	-0.1	0.6	0.4	0.2
Magic	8.4	10.2	-1.8	5	1.4	0.7	0.7	1.9	2.5	-0.6	3.5	3.3	0.2	3.0	2.5	0.5	7.6	13.4	-5.8	17.5	25.7	-8.2	5.9	3.3	2.6
More FM	9.5	11.0	-1.5	3	16.3	18.2	-1.9	9.6	12.7	-3.1	11.1	14.6	-3.5	11.7	14.3	-2.6	9.5	9.8	-0.3	6.1	4.5	1.6	17.4	18.6	-1.2
Newstalk ZB	9.0	7.8	1.2	4	0.5	0.8	-0.3	2.5	3.5	-1.0	2.5	3.8	-1.3	3.0	3.0	0.0	6.6	4.4	2.2	12.9	13.9	-1.0	2.7	2.3	0.4
Radio Hauraki	2.7	2.6	0.1	13	0.3	0.6	-0.3	3.6	3.0	0.6	3.6	3.6	0.0	5.4	5.7	-0.3	4.9	4.7	0.2	1.0	0.2	0.8	2.9	3.9	-1.0
Rhema	0.4	0.3	0.1	15	*	*	*	*	*	*	*	*	*	0.1	*	*	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0
Rock	19.2	17.4	1.8	1	50.2	37.3	12.9	35.2	32.3	2.9	29.9	24.4	5.5	23.9	22.7	1.2	7.5	10.6	-3.1	2.3	0.8	1.5	24.9	28.9	-4.0
Star	0.2	0.4	-0.2	17	*	*	*	0.1	0.2	-0.1	0.1	0.2	-0.1	0.1	0.2	-0.1	0.1	0.6	-0.5	0.6	1.1	-0.5	*	0.2	*
Tahu FM	0.1	0.1	0.0	18	0.1	0.1	0.0	*	*	*	0.3	0.2	0.1	0.2	0.1	0.1	*	*	*	*	*	*	0.4	0.3	0.1
The Hits	4.3	3.6	0.7	10	2.8	3.5	-0.7	5.1	6.3	-1.2	5.8	5.0	0.8	5.3	4.9	0.4	4.0	3.6	0.4	4.4	2.1	2.3	10.0	6.5	3.5
The Sound	7.7	4.8	2.9	6	2.5	0.9	1.6	7.0	4.1	2.9	5.9	3.4	2.5	11.1	7.5	3.6	14.4	10.3	4.1	7.9	4.9	3.0	3.6	2.4	1.2
Today FM/Magic Talk*	4.5	3.5	1.0	9	*	*	*	1.0	1.2	-0.2	4.5	3.2	1.3	4.8	3.7	1.1	4.3	3.4	0.9	3.8	3.3	0.5	5.0	5.2	-0.2
ZM	3.9	4.6	-0.7	11	4.5	5.2	-0.7	10.0	9.4	0.6	9.0	12.7	-3.7	6.5	8.3	-1.8	2.1	1.0	1.1	1.3	0.5	0.8	7.7	6.5	1.2
MediaWorks Combo	65.7	67.0	-1.3		88.5	87.3	1.2	71.6	67.2	4.4	72.8	66.3	6.5	73.8	70.6	3.2	62.8	71.1	-8.3	52.6	58.4	-5.8	71.5	74.9	-3.4
NZME Combo	29.7	27.8	1.9		11.0	12.2	-1.2	26.8	30.2	-3.4	25.1	31.2	-6.1	23.9	27.0	-3.1	33.9	26.0	7.9	43.3	37.7	5.6	27.1	22.7	4.4
Potential (000)	81.2	81.2	0.0		17.1	17.1	0.0	24.7	24.1	0.6	23.6	23.6	0.0	35.1	35.1	0.0	23.9	23.9	0.0	21.7	21.7	0.0	13.6	12.4	1.2
Sample	810	875	-65		131	138	-7	219	249	-30	221	258	-37	330	382	-52	215	235	-20	255	258	-3	122	136	-14

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

MediaWorks Combo: Breeze, Edge, Magic, Magic Talk (until 20th March 2022), More FM, Rock, The Sound, Today FM (from 21st March 2022), or internet only listening to George FM, Mai

NZME Combo: Coast, Gold AM, Hokonui, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava

*Today FM/Magic Talk includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period for S1 2022 / 13 weeks of survey period for S2 2022)



SOUTHLAND COMMERCIAL RADIO - SURVEY 2 2022

Station Share (%) by Daypart, People 10+

Survey Comparisons: 1/2022 - 2/2022

This Survey Period: Sun Jun 20 to Sat Nov 6 2021 & Sun Jan 30 to Sat Jun 18 2022

Last Survey Period: Sun Apr 11 to Sat Nov 6 2021 & Sun Jan 30 to Sat Apr 9 2022

	This	Last	+/-
Potential (000)	81.2	81.2	0.0
Sample Size	810	875	-65

	Breakfast				Morning			Afternoon			Drive			Night			Mid Dawn			Weekend		
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	8.8	9.6	-0.8	4	10.5	11.0	-0.5	12.1	13.3	-1.2	11.5	14.6	-3.1	13.8	20.3	-6.5	6.5	8.7	-2.2	9.2	12.5	-3.3
Coast	3.1	3.1	0.0	12	3.2	3.4	-0.2	4.3	3.2	1.1	2.8	2.7	0.1	2.8	2.7	0.1	1.7	2.5	-0.8	3.5	2.7	0.8
Edge	4.2	6.5	-2.3	10	4.0	5.2	-1.2	5.4	7.1	-1.7	6.9	7.6	-0.7	4.4	6.7	-2.3	8.1	7.3	0.8	6.1	10.0	-3.9
Gold AM	0.4	0.1	0.3	14	0.7	0.5	0.2	0.3	0.2	0.1	0.3	0.2	0.1	0.9	0.3	0.6	0.1	*	*	0.5	0.6	-0.1
Hokonui	5.8	6.4	-0.6	8	6.8	6.6	0.2	7.5	7.3	0.2	5.2	4.9	0.3	3.7	3.7	0.0	1.7	0.9	0.8	5.3	5.1	0.2
Life FM	0.4	0.3	0.1	14	0.5	0.7	-0.2	0.7	0.4	0.3	0.4	0.3	0.1	*	0.6	*	*	1.4	*	0.1	0.4	-0.3
Magic	7.7	8.9	-1.2	5	9.7	10.0	-0.3	7.8	10.1	-2.3	4.8	7.1	-2.3	7.2	8.2	-1.0	7.2	7.1	0.1	11.2	14.4	-3.2
More FM	10.5	13.4	-2.9	3	9.2	11.8	-2.6	8.3	9.3	-1.0	9.5	9.7	-0.2	6.2	5.5	0.7	8.1	11.0	-2.9	11.6	12.3	-0.7
Newstalk ZB	13.6	11.9	1.7	2	6.7	5.4	1.3	5.2	3.9	1.3	7.4	5.9	1.5	13.0	14.0	-1.0	16.4	21.2	-4.8	9.9	7.7	2.2
Radio Hauraki	2.6	2.3	0.3	13	3.0	3.1	-0.1	2.9	3.4	-0.5	3.6	3.0	0.6	2.4	2.5	-0.1	4.6	2.2	2.4	1.4	1.1	0.3
Rhema	0.3	0.2	0.1	16	0.5	0.4	0.1	0.7	0.4	0.3	0.2	0.2	0.0	0.2	0.1	0.1	0.2	0.1	0.1	0.4	0.3	0.1
Rock	17.9	16.9	1.0	1	20.0	19.4	0.6	22.4	21.2	1.2	23.7	23.7	0.0	14.3	7.9	6.4	15.3	9.7	5.6	15.2	12.4	2.8
Star	*	0.1	*	*	0.1	0.1	*	0.1	0.5	-0.4	0.3	0.4	-0.1	1.3	1.0	0.3	0.4	0.2	0.2	0.3	0.5	-0.2
Tahu FM	0.1	0.1	0.0	17	0.1	*	*	*	*	*	*	*	*	0.4	0.2	0.2	*	*	*	0.2	0.1	0.1
The Hits	5.4	4.4	1.0	9	3.7	2.8	0.9	3.4	3.0	0.4	4.1	2.7	1.4	7.6	5.7	1.9	5.7	4.5	1.2	4.1	3.9	0.2
The Sound	6.9	3.9	3.0	6	6.9	4.4	2.5	8.0	4.8	3.2	8.0	6.4	1.6	6.5	5.8	0.7	5.5	3.4	2.1	9.2	5.2	4.0
Today FM/Magic Talk*	6.0	4.8	1.2	7	5.1	3.9	1.2	3.1	2.1	1.0	2.8	2.4	0.4	5.6	5.3	0.3	10.0	6.5	3.5	3.8	3.2	0.6
ZM	3.6	4.1	-0.5	11	4.5	5.2	-0.7	3.6	4.4	-0.8	4.4	4.6	-0.2	4.9	5.7	-0.8	7.9	11.7	-3.8	2.7	3.2	-0.5
MediaWorks Combo	62.1	64.3	-2.2		66.0	66.2	-0.2	68.0	68.2	-0.2	68.0	71.9	-3.9	58.7	60.2	-1.5	61.0	53.7	7.3	67.1	70.4	-3.3
NZME Combo	34.5	32.5	2.0		28.7	27.1	1.6	27.1	25.5	1.6	27.9	24.0	3.9	35.3	34.7	0.6	38.0	43.1	-5.1	27.5	24.4	3.1

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

MediaWorks Combo: Breeze, Edge, Magic, Magic Talk (until 20th March 2022), More FM, Rock, The Sound, Today FM (from 21st March 2022), or internet only listening to George FM, Mai

NZME Combo: Coast, Gold AM, Hokonui, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava

*Today FM/Magic Talk includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period for S1 2022 / 13 weeks of survey period for S2 2022)



SOUTHLAND COMMERCIAL RADIO - SURVEY 2 2022

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

Survey Comparisons: 1/2022 - 2/2022

This Survey Period: Sun Jun 20 to Sat Nov 6 2021 & Sun Jan 30 to Sat Jun 18 2022

Last Survey Period: Sun Apr 11 to Sat Nov 6 2021 & Sun Jan 30 to Sat Apr 9 2022

	All 10+				People 10-24			People 18-39			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	11.5	14.0	-2.5	3	1.3	1.9	-0.6	3.2	3.5	-0.3	4.0	4.8	-0.8	6.3	7.6	-1.3	4.4	5.6	-1.2	3.4	4.0	-0.6	2.1	1.8	0.3
Coast	4.6	5.7	-1.1	13	0.6	0.4	0.2	1.2	1.5	-0.3	0.9	1.2	-0.3	1.5	2.3	-0.8	1.9	2.6	-0.7	2.2	2.6	-0.4	0.6	0.4	0.2
Edge	10.4	13.2	-2.8	4	3.7	5.2	-1.5	5.3	6.9	-1.6	4.8	6.3	-1.5	6.0	7.6	-1.6	1.9	1.6	0.3	0.7	0.4	0.3	2.4	2.0	0.4
Gold AM	0.8	1.3	-0.5	14	*	*	*	0.4	0.7	-0.3	0.4	0.7	-0.3	0.4	0.8	-0.4	*	0.2	*	0.2	0.2	0.0	*	0.1	*
Hokonui	5.7	7.0	-1.3	10	0.1	0.6	-0.5	1.3	1.5	-0.2	1.3	0.9	0.4	2.1	2.1	0.0	2.7	3.6	-0.9	2.9	3.6	-0.7	0.5	0.3	0.2
Life FM	0.5	0.9	-0.4	17	0.1	*	*	*	0.5	*	0.1	0.5	-0.4	0.2	0.6	-0.4	0.2	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.0
Magic	8.0	8.9	-0.9	5	0.6	0.6	0.0	0.6	1.0	-0.4	0.7	1.0	-0.3	1.0	1.6	-0.6	2.5	3.1	-0.6	4.8	4.9	-0.1	0.6	0.3	0.3
More FM	16.3	17.2	-0.9	1	4.6	4.6	0.0	5.0	5.8	-0.8	5.4	6.7	-1.3	8.6	9.7	-1.1	5.2	5.3	-0.1	2.8	2.7	0.1	4.3	4.0	0.3
Newstalk ZB	7.2	8.3	-1.1	7	0.5	1.0	-0.5	1.0	1.7	-0.7	1.1	1.5	-0.4	1.9	2.2	-0.3	2.1	2.0	0.1	2.6	3.5	-0.9	0.6	0.5	0.1
Radio Hauraki	4.7	4.1	0.6	12	0.4	0.7	-0.3	1.8	1.7	0.1	2.2	2.0	0.2	3.3	3.2	0.1	1.8	1.4	0.4	0.9	0.2	0.7	1.1	0.8	0.3
Rhema	0.7	0.3	0.4	15	*	*	*	0.2	*	*	0.3	*	*	0.4	0.1	0.3	0.1	*	*	0.1	0.1	0.0	0.2	0.1	0.1
Rock	14.6	15.0	-0.4	2	5.4	5.5	-0.1	6.2	6.8	-0.6	6.4	6.1	0.3	7.9	8.7	-0.8	2.5	3.3	-0.8	1.3	0.7	0.6	2.9	3.2	-0.3
Star	0.2	0.5	-0.3	18	*	*	*	0.1	0.4	-0.3	0.1	0.4	-0.3	0.2	0.4	-0.2	0.1	0.1	0.0	0.1	0.1	0.0	*	0.1	*
Tahu FM	0.6	0.6	0.0	16	0.3	0.5	-0.2	0.2	0.4	-0.2	0.3	0.1	0.2	0.3	0.1	0.2	*	*	*	*	*	*	0.1	0.1	0.0
The Hits	6.5	8.0	-1.5	9	1.5	2.0	-0.5	2.1	3.3	-1.2	2.2	3.2	-1.0	3.6	5.1	-1.5	2.0	2.3	-0.3	1.2	0.7	0.5	1.1	0.8	0.3
The Sound	7.2	7.2	0.0	7	1.3	1.3	0.0	2.8	2.5	0.3	2.4	1.9	0.5	4.0	4.2	-0.2	3.0	3.6	-0.6	1.7	1.6	0.1	0.9	0.7	0.2
Today FM/Magic Talk*	5.1	5.8	-0.7	11	0.1	*	*	1.1	1.5	-0.4	1.5	1.8	-0.3	2.4	2.9	-0.5	2.0	2.3	-0.3	1.7	1.7	0.0	0.9	0.8	0.1
ZM	7.8	8.5	-0.7	6	2.0	2.4	-0.4	5.0	4.9	0.1	4.7	5.3	-0.6	5.3	5.7	-0.4	1.0	0.7	0.3	0.4	0.4	0.0	1.6	0.9	0.7
MediaWorks Combo	50.0	52.9	-2.9		11.1	12.1	-1.0	15.5	16.1	-0.6	16.2	16.7	-0.5	24.0	25.2	-1.2	15.0	16.7	-1.7	12.1	12.3	-0.2	9.8	9.1	0.7
NZME Combo	29.5	31.9	-2.4		3.8	4.4	-0.6	8.7	10.0	-1.3	9.2	10.5	-1.3	13.7	15.4	-1.7	9.6	10.3	-0.7	8.6	9.2	-0.6	4.5	3.3	1.2
All Commercial Radio	63.2	65.8	-2.6		12.2	13.4	-1.2	18.4	18.9	-0.5	19.0	19.3	-0.3	28.6	29.2	-0.6	19.5	20.6	-1.1	16.7	17.4	-0.7	11.4	10.3	1.1
Potential (000)	81.2	81.2	0.0		17.1	17.1	0.0	24.7	24.1	0.6	23.6	23.6	0.0	35.1	35.1	0.0	23.9	23.9	0.0	21.7	21.7	0.0	13.6	12.4	1.2
Sample	810	875	-65		131	138	-7	219	249	-30	221	258	-37	330	382	-52	215	235	-20	255	258	-3	122	136	-14

MediaWorks Combo: Breeze, Edge, Magic, Magic Talk (until 20th March 2022), More FM, Rock, The Sound, Today FM (from 21st March 2022), or internet only listening to George FM, Mai

NZME Combo: Coast, Gold AM, Hokonui, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava

*Today FM/Magic Talk includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period for S1 2022 / 13 weeks of survey period for S2 2022)



SOUTHLAND COMMERCIAL RADIO - SURVEY 2 2022

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

Survey Comparisons: 1/2022 - 2/2022

This Survey Period: Sun Jun 20 to Sat Nov 6 2021 & Sun Jan 30 to Sat Jun 18 2022

Last Survey Period: Sun Apr 11 to Sat Nov 6 2021 & Sun Jan 30 to Sat Apr 9 2022

	This	Last	+/-
Potential (000)	81.2	81.2	0.0
Sample Size	810	875	-65

	Breakfast				Morning				Afternoon				Drive				Night				Mid Dawn				Weekend			
	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	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-			
Breeze	5.9	6.1	-0.2	3	5.8	7.3	-1.5	7.2	8.6	-1.4	6.6	7.5	-0.9	2.8	3.9	-1.1	1.5	2.2	-0.7	7.0	9.0	-2.0						
Coast	2.4	2.7	-0.3	12	2.3	3.2	-0.9	3.0	3.1	-0.1	1.9	1.9	0.0	0.9	1.2	-0.3	0.6	1.2	-0.6	2.4	2.1	0.3						
Edge	4.9	5.9	-1.0	5	3.6	4.6	-1.0	5.9	7.9	-2.0	5.3	5.9	-0.6	1.8	2.5	-0.7	1.3	1.6	-0.3	6.3	7.7	-1.4						
Gold AM	0.3	0.2	0.1	15	0.4	0.7	-0.3	0.2	0.3	-0.1	0.4	0.2	0.2	0.1	0.1	0.0	0.2	0.1	0.1	0.5	1.0	-0.5						
Hokonui	3.2	3.7	-0.5	9	2.6	2.9	-0.3	4.1	5.3	-1.2	2.0	2.6	-0.6	1.1	1.2	-0.1	0.4	0.4	0.0	3.7	3.8	-0.1						
Life FM	0.3	0.3	0.0	15	0.1	0.2	-0.1	0.5	0.2	0.3	0.2	0.2	0.0	*	0.1	*	*	0.4	*	0.2	0.3	-0.1						
Magic	4.3	4.1	0.2	6	4.6	5.4	-0.8	5.0	6.0	-1.0	3.3	4.0	-0.7	1.7	2.2	-0.5	1.0	1.5	-0.5	5.8	6.7	-0.9						
More FM	9.6	12.5	-2.9	2	6.8	9.1	-2.3	8.5	8.3	0.2	8.2	9.2	-1.0	3.2	4.0	-0.8	1.9	3.6	-1.7	10.6	11.2	-0.6						
Newstalk ZB	5.4	6.1	-0.7	4	3.8	4.0	-0.2	3.9	3.9	0.0	3.3	3.6	-0.3	2.9	3.0	-0.1	2.7	3.5	-0.8	5.5	6.5	-1.0						
Radio Hauraki	2.2	1.7	0.5	13	2.2	1.3	0.9	2.2	1.7	0.5	1.8	1.5	0.3	0.7	1.0	-0.3	0.6	0.8	-0.2	2.3	1.6	0.7						
Rhema	0.2	0.2	0.0	17	0.2	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.0	0.1	*	*	0.5	0.2	0.3						
Rock	10.1	10.3	-0.2	1	6.5	6.8	-0.3	10.2	10.6	-0.4	9.7	9.8	-0.1	3.5	2.9	0.6	2.4	1.6	0.8	9.2	8.9	0.3						
Star	0.1	0.1	0.0	18	0.1	0.1	0.0	0.1	0.2	-0.1	0.1	0.2	-0.1	0.1	0.2	-0.1	0.1	*	*	0.1	0.4	-0.3						
Tahu FM	0.5	0.3	0.2	14	0.2	0.2	0.0	0.4	0.6	-0.2	0.1	0.1	0.0	0.1	0.1	0.0	*	*	*	0.3	0.2	0.1						
The Hits	4.0	4.0	0.0	8	1.9	3.5	-1.6	2.7	3.2	-0.5	2.4	2.2	0.2	1.7	1.9	-0.2	1.2	1.6	-0.4	3.6	4.2	-0.6						
The Sound	2.9	2.5	0.4	11	3.6	2.6	1.0	4.2	3.7	0.5	3.9	3.4	0.5	1.6	1.5	0.1	1.1	1.2	-0.1	5.0	4.0	1.0						
Today FM/Magic Talk*	3.1	3.3	-0.2	10	2.6	2.5	0.1	2.3	1.9	0.4	1.9	1.7	0.2	1.1	1.4	-0.3	1.3	1.2	0.1	2.7	3.0	-0.3						
ZM	4.1	3.4	0.7	7	3.5	3.8	-0.3	4.0	4.5	-0.5	3.9	3.3	0.6	1.4	1.4	0.0	1.3	2.1	-0.8	3.8	4.9	-1.1						
MediaWorks Combo	34.0	37.3	-3.3		27.8	32.5	-4.7	34.7	36.8	-2.1	31.6	33.3	-1.7	13.3	14.9	-1.6	9.6	12.1	-2.5	37.6	39.6	-2.0						
NZME Combo	19.5	20.4	-0.9		15.8	17.8	-2.0	18.7	20.4	-1.7	14.2	14.1	0.1	8.5	9.0	-0.5	6.2	8.4	-2.2	19.2	19.8	-0.6						
All Commercial Radio	48.0	50.8	-2.8		39.2	44.5	-5.3	48.0	51.2	-3.2	41.8	43.4	-1.6	20.4	22.3	-1.9	14.9	18.2	-3.3	49.9	52.5	-2.6						

MediaWorks Combo: Breeze, Edge, Magic, Magic Talk (until 20th March 2022), More FM, Rock, The Sound, Today FM (from 21st March 2022), or internet only listening to George FM, Mai

NZME Combo: Coast, Gold AM, Hokonui, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava

*Today FM/Magic Talk includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period for S1 2022 / 13 weeks of survey period for S2 2022)



SOUTHLAND COMMERCIAL RADIO - SURVEY 2 2022

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

Survey Comparisons: 1/2022 - 2/2022

This Survey Period: Sun Jun 20 to Sat Nov 6 2021 & Sun Jan 30 to Sat Jun 18 2022

Last Survey Period: Sun Apr 11 to Sat Nov 6 2021 & Sun Jan 30 to Sat Apr 9 2022

	All 10+			People 10-24			People 18-39			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	12:19	13:20	-1:01	5:48	6:38	-0:50	9:02	5:04	3:57	9:54	8:53	1:00	11:32	11:55	-0:22	14:09	18:49	-4:40	15:05	18:50	-3:45	10:34	13:45	-3:10
Coast	9:54	8:01	1:53	10:07	0:27	9:40	7:16	6:59	0:17	4:34	8:58	-4:23	4:07	6:18	-2:11	12:54	7:29	5:24	14:59	10:34	4:24	3:45	3:10	0:35
Edge	6:55	8:16	-1:20	8:36	15:16	-6:40	5:49	5:12	0:36	5:48	3:52	1:56	5:23	3:55	1:28	6:45	3:39	3:06	11:00	1:12	9:47	3:33	3:39	-0:05
Gold AM	7:24	3:37	3:46	*	*	*	2:01	2:03	-0:01	2:01	2:03	-0:02	*	2:37	*	5:54	4:54	0:59	*	*	3:00	*	*	
Hokonui	14:10	12:31	1:38	0:30	10:01	-9:31	7:24	11:58	-4:33	7:39	12:31	-4:51	6:21	7:34	-1:12	16:06	10:54	5:12	20:57	14:59	5:57	12:27	17:38	-5:11
Life FM	10:11	7:40	2:30	1:15	*	*	*	2:04	*	13:00	3:16	9:43	25:44	6:25	19:19	19:25	14:10	5:15	1:28	5:42	-4:13	13:00	13:00	0:00
Magic	14:14	17:11	-2:57	5:15	3:45	1:30	12:14	9:25	2:49	19:17	11:58	7:18	17:40	9:29	8:10	12:56	21:01	-8:04	14:14	20:31	-6:16	20:12	18:24	1:47
More FM	7:54	9:34	-1:40	7:34	11:59	-4:25	6:49	8:16	-1:27	7:46	8:24	-0:38	7:56	9:19	-1:23	7:43	9:02	-1:18	8:30	6:35	1:55	8:38	8:51	-0:13
Newstalk ZB	16:57	14:10	2:46	2:33	2:30	0:03	8:30	7:45	0:44	8:25	9:23	-0:58	9:11	8:43	0:27	13:11	11:02	2:09	19:24	15:25	3:58	10:19	9:14	1:05
Radio Hauraki	7:47	9:20	-1:33	1:22	2:45	-1:22	7:16	6:26	0:50	6:17	6:46	-0:28	9:27	11:09	-1:41	11:18	15:58	-4:39	4:37	2:43	1:53	5:48	8:53	-3:05
Rhema	8:15	14:16	-6:01	*	*	*	0:39	*	*	0:28	0:30	-0:01	0:48	1:07	-0:18	2:00	2:00	0:00	5:15	3:00	2:15	1:08	1:07	0:00
Rock	17:46	17:29	0:16	20:16	20:34	-0:18	20:13	17:57	2:16	17:29	15:27	2:01	17:43	16:22	1:21	12:46	16:00	-3:14	6:52	4:43	2:09	18:05	16:59	1:06
Star	14:03	10:01	4:01	*	*	*	4:30	2:29	2:00	4:30	2:29	2:00	4:44	2:46	1:58	5:00	21:22	-16:22	40:45	33:43	7:01	*	5:30	*
Tahu FM	2:39	1:25	1:14	0:50	0:35	0:15	0:37	0:21	0:15	4:26	4:56	-0:30	4:26	4:56	-0:30	*	*	*	*	*	*	9:00	9:00	0:00
The Hits	9:00	6:42	2:18	3:56	5:16	-1:19	8:46	7:18	1:28	9:51	6:02	3:48	8:39	6:07	2:32	8:38	7:42	0:55	14:38	11:10	3:27	18:51	16:12	2:39
The Sound	14:32	10:05	4:27	4:07	2:09	1:57	8:51	6:06	2:45	9:12	6:50	2:22	15:59	11:21	4:37	20:36	13:49	6:47	17:47	12:10	5:37	8:05	6:03	2:02
Today FM/Magic Talk*	11:46	9:07	2:39	0:45	0:45	0:00	3:17	3:05	0:12	11:13	7:05	4:07	11:48	7:53	3:54	9:15	7:28	1:47	8:34	7:25	1:08	12:28	11:57	0:30
ZM	6:50	8:13	-1:23	4:51	6:32	-1:41	7:13	7:16	-0:02	7:15	9:14	-1:59	7:12	9:10	-1:58	9:00	6:59	2:00	11:44	4:55	6:48	10:24	14:19	-3:55
MediaWorks Combo	17:48	19:03	-1:15	17:19	21:59	-4:40	16:31	15:38	0:53	16:50	15:17	1:33	17:55	17:38	0:16	17:46	20:58	-3:12	17:13	18:35	-1:21	15:28	15:32	-0:04
NZME Combo	13:39	13:07	0:32	6:12	8:29	-2:16	11:01	11:21	-0:19	10:14	11:25	-1:10	10:08	11:01	-0:52	14:57	12:25	2:32	19:59	16:02	3:56	12:42	13:04	-0:21
All Commercial Radio	21:27	22:51	-1:24	17:43	22:47	-5:03	19:28	19:54	-0:25	19:43	19:57	-0:14	20:24	21:35	-1:10	21:47	23:49	-2:01	23:40	22:36	1:04	18:33	18:29	0:04
Potential (000)	81.2	81.2	0.0	17.1	17.1	0.0	24.7	24.1	0.6	23.6	23.6	0.0	35.1	35.1	0.0	23.9	23.9	0.0	21.7	21.7	0.0	13.6	12.4	1.2
Sample	810	875	-65	131	138	-7	219	249	-30	221	258	-37	330	382	-52	215	235	-20	255	258	-3	122	136	-14

MediaWorks Combo: Breeze, Edge, Magic, Magic Talk (until 20th March 2022), More FM, Rock, The Sound, Today FM (from 21st March 2022), or internet only listening to George FM, Mai

NZME Combo: Coast, Gold AM, Hokonui, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava

*Today FM/Magic Talk includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period for S1 2022 / 13 weeks of survey period for S2 2022)



SOUTHLAND COMMERCIAL RADIO - SURVEY 2 2022

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

Survey Comparisons: 1/2022 - 2/2022

This Survey Period: Sun Jun 20 to Sat Nov 6 2021 & Sun Jan 30 to Sat Jun 18 2022

Last Survey Period: Sun Apr 11 to Sat Nov 6 2021 & Sun Jan 30 to Sat Apr 9 2022

	This	Last	+/-
Potential (000)	81.2	81.2	0.0
Sample Size	810	875	-65

	Breakfast			Morning			Afternoon			Drive			Night			Mid Dawn			Weekend		
	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	3:27	4:00	-0:32	4:33	4:12	0:20	5:16	5:30	-0:13	2:46	3:07	-0:21	3:44	4:11	-0:26	2:15	2:22	-0:06	3:34	4:16	-0:42
Coast	3:00	2:55	0:04	3:31	2:59	0:31	4:30	3:38	0:52	2:24	2:18	0:06	2:20	1:54	0:25	1:32	1:19	0:13	3:57	3:58	-0:01
Edge	2:00	2:49	-0:49	2:48	3:13	-0:24	2:51	3:13	-0:22	2:04	2:05	-0:00	1:48	2:13	-0:24	3:14	2:49	0:25	2:37	3:58	-1:20
Gold AM	2:37	1:29	1:07	4:32	2:00	2:32	4:00	2:56	1:04	1:25	1:04	0:21	4:45	4:15	0:30	0:15	0:15	0:00	2:23	1:53	0:30
Hokonui	4:12	4:26	-0:14	6:44	6:25	0:18	5:38	4:56	0:42	4:04	3:06	0:58	2:33	2:31	0:01	2:15	1:24	0:50	3:54	4:09	-0:15
Life FM	3:44	2:21	1:22	15:00	11:02	3:57	4:56	5:37	-0:41	3:35	2:45	0:49	*	6:47	*	*	2:00	*	2:03	3:20	-1:16
Magic	4:06	5:36	-1:29	5:18	5:11	0:06	4:51	6:00	-1:08	2:21	2:52	-0:31	3:08	3:02	0:05	3:36	2:57	0:38	5:14	6:34	-1:19
More FM	2:32	2:45	-0:12	3:25	3:38	-0:12	3:02	3:59	-0:56	1:50	1:42	0:08	1:26	1:07	0:19	2:07	1:51	0:15	2:59	3:20	-0:21
Newstalk ZB	5:52	5:01	0:50	4:33	3:45	0:48	4:07	3:38	0:28	3:34	2:39	0:54	3:20	3:51	-0:30	3:02	3:44	-0:41	4:52	3:37	1:14
Radio Hauraki	2:47	3:30	-0:43	3:25	6:53	-3:28	4:09	7:03	-2:53	3:10	3:12	-0:02	2:25	2:03	0:21	3:41	1:41	2:00	1:41	2:13	-0:32
Rhema	3:15	2:52	0:22	8:14	8:05	0:09	8:59	10:02	-1:03	4:00	4:00	0:00	1:30	1:30	0:00	1:00	1:00	0:00	2:23	4:54	-2:31
Rock	4:06	4:12	-0:05	7:50	8:03	-0:13	6:49	7:08	-0:19	3:55	3:54	0:00	3:02	2:14	0:47	3:12	3:38	-0:25	4:29	4:14	0:14
Star	1:15	2:02	-0:47	1:15	2:32	-1:17	7:15	9:50	-2:35	3:24	3:41	-0:16	6:41	5:09	1:31	2:30	2:30	0:00	6:18	3:16	3:02
Tahu FM	0:31	0:27	0:04	1:07	0:15	0:52	0:18	0:16	0:02	0:30	0:30	0:00	3:15	3:15	0:00	*	*	*	1:53	1:27	0:25
The Hits	3:08	2:50	0:18	4:49	2:17	2:32	3:53	3:21	0:31	2:45	1:59	0:46	3:19	2:26	0:53	2:19	1:45	0:33	3:03	2:50	0:12
The Sound	5:27	4:00	1:27	4:52	4:47	0:05	5:53	4:36	1:16	3:15	3:04	0:11	3:09	3:03	0:05	2:34	1:45	0:49	5:00	3:58	1:01
Today FM/Magic Talk*	4:27	3:43	0:44	4:53	4:23	0:30	4:16	3:50	0:25	2:17	2:13	0:03	3:59	3:08	0:51	4:00	3:20	0:40	3:53	3:15	0:37
ZM	2:02	3:05	-1:02	3:16	3:50	-0:34	2:48	3:29	-0:41	1:48	2:15	-0:26	2:39	3:20	-0:40	3:03	3:21	-0:18	1:53	2:00	-0:06
MediaWorks Combo	4:15	4:24	-0:08	6:01	5:44	0:17	6:05	6:38	-0:32	3:26	3:29	-0:03	3:20	3:16	0:03	3:12	2:43	0:28	4:51	5:25	-0:34
NZME Combo	4:07	4:03	0:03	4:36	4:17	0:19	4:31	4:29	0:02	3:08	2:44	0:23	3:06	3:07	-0:01	3:05	3:09	-0:03	3:53	3:46	0:07
All Commercial Radio	4:51	5:01	-0:09	6:28	6:19	0:08	6:29	6:59	-0:30	3:49	3:43	0:05	3:41	3:38	0:02	3:24	3:21	0:02	5:26	5:49	-0:22

MediaWorks Combo: Breeze, Edge, Magic, Magic Talk (until 20th March 2022), More FM, Rock, The Sound, Today FM (from 21st March 2022), or internet only listening to George FM, Mai

NZME Combo: Coast, Gold AM, Hokonui, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava

*Today FM/Magic Talk includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period for S1 2022 / 13 weeks of survey period for S2 2022)