



SOUTHLAND COMMERCIAL RADIO - SURVEY 3 2022

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

Survey Comparisons: 2/2022 - 3/2022

This Survey Period: Sun Aug 29 to Sat Nov 6 2021 & Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Sep 3 2022

Last Survey Period: Sun Jun 20 to Sat Nov 6 2021 & Sun Jan 30 to Sat Jun 18 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	9.3	10.5	-1.2	3	3.5	3.6	-0.1	8.8	8.2	0.6	9.9	10.4	-0.5	12.5	12.4	0.1	12.9	14.5	-1.6	9.6	13.0	-3.4	11.6	10.7	0.9
Coast	4.7	3.4	1.3	9	2.5	2.8	-0.3	2.3	2.5	-0.2	1.0	1.1	-0.1	1.9	1.1	0.8	8.2	5.8	2.4	11.4	8.3	3.1	1.4	1.0	0.4
Edge	4.7	5.3	-0.6	9	12.7	14.6	-1.9	8.2	8.6	-0.4	6.9	7.4	-0.5	4.9	5.5	-0.6	2.5	3.0	-0.5	1.9	2.1	-0.2	3.9	4.0	-0.1
Gold Sport**	0.4	0.5	-0.1	14	*	*	*	0.2	0.2	0.0	0.2	0.2	0.0	0.1	0.1	0.0	*	*	*	0.2	0.2	0.0	*	*	*
Hokonui	6.3	5.9	0.4	7	4.9	*	*	2.9	2.7	0.2	2.9	2.7	0.2	2.4	2.3	0.1	10.3	10.3	0.0	14.7	15.1	-0.4	3.1	2.7	0.4
Life FM	0.4	0.4	0.0	14	0.1	0.1	0.0	*	*	*	*	0.3	*	0.7	0.8	-0.1	1.0	0.8	0.2	0.2	0.1	0.1	*	0.6	*
Magic	9.0	8.4	0.6	4	1.6	1.4	0.2	2.0	1.9	0.1	4.0	3.5	0.5	3.3	3.0	0.3	7.3	7.6	-0.3	20.0	17.5	2.5	6.6	5.9	0.7
More FM	8.9	9.5	-0.6	5	15.9	16.3	-0.4	9.7	9.6	0.1	10.3	11.1	-0.8	10.9	11.7	-0.8	9.0	9.5	-0.5	5.0	6.1	-1.1	17.0	17.4	-0.4
Newstalk ZB	9.9	9.0	0.9	2	0.3	0.5	-0.2	2.8	2.5	0.3	2.7	2.5	0.2	3.7	3.0	0.7	7.5	6.6	0.9	12.0	12.9	-0.9	3.0	2.7	0.3
Radio Hauraki	2.8	2.7	0.1	13	0.3	0.3	0.0	4.0	3.6	0.4	4.0	3.6	0.4	5.6	5.4	0.2	4.8	4.9	-0.1	0.9	1.0	-0.1	3.3	2.9	0.4
Rhema	0.4	0.4	0.0	14	*	*	*	*	*	*	0.1	*	*	*	0.1	*	*	*	*	0.2	0.1	0.1	*	0.1	*
Rock	18.2	19.2	-1.0	1	48.4	50.2	-1.8	33.5	35.2	-1.7	28.5	29.9	-1.4	22.1	23.9	-1.8	7.3	7.5	-0.2	2.2	2.3	-0.1	20.3	24.9	-4.6
SENZ Sport	0.2	n.a.	*	17	*	n.a.	*	0.2	n.a.	*	0.2	n.a.	*	0.1	n.a.	*	0.2	n.a.	*	0.2	n.a.	*	*	n.a.	*
Star	0.2	0.2	0.0	17	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.6	0.6	0.0	*	*	*
Tahu FM	0.2	0.1	0.1	17	0.1	0.1	0.0	*	*	*	0.5	0.3	0.2	0.3	0.2	0.1	*	*	*	*	*	*	0.6	0.4	0.2
The Hits	3.9	4.3	-0.4	12	2.5	2.8	-0.3	5.2	5.1	0.1	5.7	5.8	-0.1	4.8	5.3	-0.5	3.2	4.0	-0.8	4.0	4.4	-0.4	9.9	10.0	-0.1
The Sound	7.8	7.7	0.1	6	2.7	2.5	0.2	7.2	7.0	0.2	6.6	5.9	0.7	11.1	11.1	0.0	14.0	14.4	-0.4	8.9	7.9	1.0	4.5	3.6	0.9
Today FM*	4.9	4.5	0.4	8	*	*	*	1.1	1.0	0.1	5.7	4.5	1.2	5.7	4.8	0.9	4.9	4.3	0.6	3.7	3.8	-0.1	5.6	5.0	0.6
ZM	4.0	3.9	0.1	11	4.4	4.5	-0.1	10.7	10.0	0.7	9.8	9.0	0.8	6.8	6.5	0.3	1.9	2.1	-0.2	1.1	1.3	-0.2	8.4	7.7	0.7
MediaWorks Combo	63.7	65.7	-2.0		84.7	88.5	-3.8	70.6	71.6	-1.0	72.1	72.8	-0.7	72.3	73.8	-1.5	60.6	62.8	-2.2	51.4	52.6	-1.2	69.5	71.5	-2.0
NZME Combo	32.0	29.7	2.3		14.9	11.0	3.9	28.2	26.8	1.4	26.4	25.1	1.3	25.4	23.9	1.5	36.0	33.9	2.1	44.6	43.3	1.3	29.2	27.1	2.1
Potential (000)	81.2	81.2	0.0		17.1	17.1	0.0	24.9	24.7	0.2	23.6	23.6	0.0	35.1	35.1	0.0	23.9	23.9	0.0	21.7	21.7	0.0	13.8	13.6	0.2
Sample	808	810	-2		122	131	-9	218	219	-1	209	221	-12	310	330	-20	208	215	-7	265	255	10	122	122	0

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 (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Hokonui, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava

*Today FM includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022

**Gold AM renamed to Gold Sport from Mon Jun 27 2022



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Station Share (%) by Daypart, People 10+

Survey Comparisons: 2/2022 - 3/2022

This Survey Period: Sun Aug 29 to Sat Nov 6 2021 & Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Sep 3 2022

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

	This	Last	+/-
Potential (000)	81.2	81.2	0.0
Sample Size	808	810	-2

	Breakfast				Morning			Afternoon			Drive			Night			Mid Dawn			Weekend		
	This	Mon-Fri 6am-9am Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	8.5	8.8	-0.3	5	9.0	10.5	-1.5	10.9	12.1	-1.2	9.4	11.5	-2.1	11.2	13.8	-2.6	6.0	6.5	-0.5	8.7	9.2	-0.5
Coast	4.8	3.1	1.7	9	4.5	3.2	1.3	5.6	4.3	1.3	3.1	2.8	0.3	2.7	2.8	-0.1	1.5	1.7	-0.2	5.7	3.5	2.2
Edge	2.8	4.2	-1.4	12	4.5	4.0	0.5	4.8	5.4	-0.6	6.8	6.9	-0.1	3.9	4.4	-0.5	5.3	8.1	-2.8	5.5	6.1	-0.6
Gold Sport**	0.3	0.4	-0.1	15	0.6	0.7	-0.1	0.2	0.3	-0.1	0.4	0.3	0.1	0.7	0.9	-0.2	0.1	0.1	0.0	0.4	0.5	-0.1
Hokonui	6.2	5.8	0.4	8	7.3	6.8	0.5	7.8	7.5	0.3	6.1	5.2	0.9	3.5	3.7	-0.2	1.5	1.7	-0.2	5.6	5.3	0.3
Life FM	0.4	0.4	0.0	14	0.6	0.5	0.1	0.8	0.7	0.1	0.1	0.4	-0.3	*	*	*	*	*	*	0.1	0.1	0.0
Magic	8.9	7.7	1.2	4	10.7	9.7	1.0	8.2	7.8	0.4	5.2	4.8	0.4	8.1	7.2	0.9	5.9	7.2	-1.3	11.4	11.2	0.2
More FM	9.0	10.5	-1.5	3	9.1	9.2	-0.1	7.9	8.3	-0.4	9.9	9.5	0.4	6.6	6.2	0.4	5.5	8.1	-2.6	10.6	11.6	-1.0
Newstalk ZB	13.6	13.6	0.0	2	7.2	6.7	0.5	5.7	5.2	0.5	7.5	7.4	0.1	17.4	13.0	4.4	22.7	16.4	6.3	10.8	9.9	0.9
Radio Hauraki	2.7	2.6	0.1	13	3.0	3.0	0.0	2.9	2.9	0.0	4.0	3.6	0.4	2.6	2.4	0.2	4.8	4.6	0.2	1.4	1.4	0.0
Rhema	0.2	0.3	-0.1	16	0.4	0.5	-0.1	0.7	0.7	0.0	0.1	0.2	-0.1	0.1	0.2	-0.1	*	0.2	*	0.4	0.4	0.0
Rock	16.6	17.9	-1.3	1	18.8	20.0	-1.2	21.6	22.4	-0.8	22.0	23.7	-1.7	14.1	14.3	-0.2	15.1	15.3	-0.2	14.5	15.2	-0.7
SENZ Sport	*	n.a.	*	*	0.1	n.a.	*	0.1	n.a.	*	0.1	n.a.	*	0.1	n.a.	*	*	n.a.	*	0.5	n.a.	*
Star	*	*	*	*	0.1	*	*	0.1	0.1	0.0	0.3	0.3	0.0	1.2	1.3	-0.1	0.5	0.4	0.1	0.3	0.3	0.0
Tahu FM	0.1	0.1	0.0	17	0.2	0.1	0.1	*	*	*	*	*	*	0.6	0.4	0.2	*	*	*	0.3	0.2	0.1
The Hits	4.8	5.4	-0.6	9	3.3	3.7	-0.4	2.9	3.4	-0.5	4.1	4.1	0.0	6.7	7.6	-0.9	5.5	5.7	-0.2	3.9	4.1	-0.2
The Sound	7.9	6.9	1.0	6	6.4	6.9	-0.5	8.0	8.0	0.0	8.3	8.0	0.3	6.2	6.5	-0.3	5.7	5.5	0.2	9.3	9.2	0.1
Today FM*	6.5	6.0	0.5	7	5.5	5.1	0.4	3.8	3.1	0.7	3.7	2.8	0.9	4.8	5.6	-0.8	9.6	10.0	-0.4	3.9	3.8	0.1
ZM	4.1	3.6	0.5	11	4.4	4.5	-0.1	3.9	3.6	0.3	5.1	4.4	0.7	4.7	4.9	-0.2	5.7	7.9	-2.2	2.5	2.7	-0.2
MediaWorks Combo	60.6	62.1	-1.5		65.0	66.0	-1.0	66.2	68.0	-1.8	66.4	68.0	-1.6	55.7	58.7	-3.0	53.1	61.0	-7.9	64.9	67.1	-2.2
NZME Combo	36.6	34.5	2.1		30.6	28.7	1.9	29.2	27.1	2.1	30.3	27.9	2.4	38.4	35.3	3.1	41.8	38.0	3.8	30.3	27.5	2.8

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

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	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	11.1	11.5	-0.4	3	1.3	1.3	0.0		3.2	3.2	0.0		3.9	4.0	-0.1		6.0	6.3	-0.3		4.0	4.4	-0.4		3.3	3.4	-0.1		2.3	2.1	0.2	
Coast	5.4	4.6	0.8	11	0.6	0.6	0.0		1.2	1.2	0.0		0.8	0.9	-0.1		1.5	1.5	0.0		2.3	1.9	0.4		2.8	2.2	0.6		0.7	0.6	0.1	
Edge	9.8	10.4	-0.6	4	3.3	3.7	-0.4		4.8	5.3	-0.5		4.8	4.8	0.0		5.8	6.0	-0.2		1.7	1.9	-0.2		0.8	0.7	0.1		2.4	2.4	0.0	
Gold Sport**	0.8	0.8	0.0	15	*	*	*		0.4	0.4	0.0		0.4	0.4	0.0		0.4	0.4	0.0		*	*	*		0.2	0.2	0.0		*	*	*	
Hokonui	6.1	5.7	0.4	9	0.3	0.1	0.2		1.5	1.3	0.2		1.6	1.3	0.3		2.4	2.1	0.3		2.8	2.7	0.1		2.9	2.9	0.0		0.8	0.5	0.3	
Life FM	0.8	0.5	0.3	15	0.1	0.1	0.0		0.1	*	*		0.1	0.1	0.0		0.2	0.2	0.0		0.4	0.2	0.2		0.5	0.2	0.3		*	0.1	*	
Magic	8.7	8.0	0.7	5	0.6	0.6	0.0		0.6	0.6	0.0		0.8	0.7	0.1		1.1	1.0	0.1		2.8	2.5	0.3		5.4	4.8	0.6		0.7	0.6	0.1	
More FM	15.3	16.3	-1.0	1	4.5	4.6	-0.1		5.2	5.0	0.2		5.1	5.4	-0.3		8.1	8.6	-0.5		4.6	5.2	-0.6		2.5	2.8	-0.3		3.9	4.3	-0.4	
Newstalk ZB	6.9	7.2	-0.3	8	0.2	0.5	-0.3		1.2	1.0	0.2		1.3	1.1	0.2		1.9	1.9	0.0		2.1	2.1	0.0		2.4	2.6	-0.2		0.7	0.6	0.1	
Radio Hauraki	4.7	4.7	0.0	12	0.4	0.4	0.0		2.1	1.8	0.3		2.4	2.2	0.2		3.6	3.3	0.3		1.7	1.8	-0.1		0.7	0.9	-0.2		1.1	1.1	0.0	
Rhema	0.9	0.7	0.2	14	*	*	*		0.2	0.2	0.0		0.4	0.3	0.1		0.4	0.4	0.0		*	0.1	*		0.1	0.1	0.0		0.1	0.2	-0.1	
Rock	14.2	14.6	-0.4	2	5.1	5.4	-0.3		6.4	6.2	0.2		6.6	6.4	0.2		8.0	7.9	0.1		2.2	2.5	-0.3		1.1	1.3	-0.2		2.8	2.9	-0.1	
SENZ Sport	0.8	n.a.	*	15	*	n.a.	*		0.4	n.a.	*		0.4	n.a.	*		0.4	n.a.	*		0.1	n.a.	*		0.1	n.a.	*		*	n.a.	*	
Star	0.2	0.2	0.0	19	*	*	*		0.1	0.1	0.0		0.1	0.1	0.0		0.2	0.2	0.0		0.1	0.1	0.0		0.1	0.1	0.0		*	*	*	
Tahu FM	0.7	0.6	0.1	18	0.2	0.3	-0.1		0.3	0.2	0.1		0.5	0.3	0.2		0.5	0.3	0.2		*	*	*		*	*	*		0.1	0.1	0.0	
The Hits	6.1	6.5	-0.4	9	1.6	1.5	0.1		2.0	2.1	-0.1		2.3	2.2	0.1		3.6	3.6	0.0		1.6	2.0	-0.4		0.8	1.2	-0.4		1.4	1.1	0.3	
The Sound	7.4	7.2	0.2	7	1.3	1.3	0.0		3.0	2.8	0.2		2.7	2.4	0.3		4.4	4.0	0.4		2.9	3.0	-0.1		1.8	1.7	0.1		1.1	0.9	0.2	
Today FM*	4.5	5.1	-0.6	13	0.1	0.1	0.0		1.1	1.1	0.0		1.6	1.5	0.1		2.3	2.4	-0.1		1.6	2.0	-0.4		1.3	1.7	-0.4		0.9	0.9	0.0	
ZM	7.6	7.8	-0.2	6	1.8	2.0	-0.2		4.7	5.0	-0.3		4.7	4.7	0.0		5.4	5.3	0.1		1.0	1.0	0.0		0.3	0.4	-0.1		1.9	1.6	0.3	
MediaWorks Combo	49.0	50.0	-1.0		10.7	11.1	-0.4		15.3	15.5	-0.2		16.0	16.2	-0.2		23.5	24.0	-0.5		14.6	15.0	-0.4		12.4	12.1	0.3		9.6	9.8	-0.2	
NZME Combo	29.8	29.5	0.3		3.6	3.8	-0.2		8.9	8.7	0.2		9.6	9.2	0.4		14.1	13.7	0.4		9.9	9.6	0.3		8.6	8.6	0.0		5.5	4.5	1.0	
All Commercial Radio	63.1	63.2	-0.1		12.0	12.2	-0.2		18.5	18.4	0.1		19.1	19.0	0.1		28.7	28.6	0.1		19.7	19.5	0.2		16.9	16.7	0.2		11.7	11.4	0.3	
Potential (000)	81.2	81.2	0.0		17.1	17.1	0.0		24.9	24.7	0.2		23.6	23.6	0.0		35.1	35.1	0.0		23.9	23.9	0.0		21.7	21.7	0.0		13.8	13.6	0.2	
Sample	808	810	-2		122	131	-9		218	219	-1		209	221	-12		310	330	-20		208	215	-7		265	255	10		122	122	0	

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	This	Last	+/-
Potential (000)	81.2	81.2	0.0
Sample Size	808	810	-2

	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	6.0	5.9	0.1	3	5.5	5.8	-0.3	6.8	7.2	-0.4	5.6	6.6	-1.0	2.5	2.8	-0.3	1.6	1.5	0.1	6.7	7.0	-0.3						
Coast	3.1	2.4	0.7	11	3.0	2.3	0.7	3.4	3.0	0.4	2.0	1.9	0.1	1.1	0.9	0.2	0.5	0.6	-0.1	3.3	2.4	0.9						
Edge	4.3	4.9	-0.6	6	3.5	3.6	-0.1	5.2	5.9	-0.7	5.3	5.3	0.0	1.7	1.8	-0.1	0.8	1.3	-0.5	5.4	6.3	-0.9						
Gold Sport**	0.3	0.3	0.0	16	0.3	0.4	-0.1	0.2	0.2	0.0	0.4	0.4	0.0	0.1	0.1	0.0	0.2	0.2	0.0	0.5	0.5	0.0						
Hokonui	3.5	3.2	0.3	9	3.5	2.6	0.9	4.4	4.1	0.3	2.2	2.0	0.2	1.4	1.1	0.3	0.4	0.4	0.0	4.1	3.7	0.4						
Life FM	0.4	0.3	0.1	15	0.2	0.1	0.1	0.5	0.5	0.0	0.1	0.2	-0.1	0.1	*	*	*	*	*	0.2	0.2	0.0						
Magic	5.1	4.3	0.8	5	4.7	4.6	0.1	5.2	5.0	0.2	3.5	3.3	0.2	2.1	1.7	0.4	1.0	1.0	0.0	6.1	5.8	0.3						
More FM	8.8	9.6	-0.8	2	7.0	6.8	0.2	8.5	8.5	0.0	7.9	8.2	-0.3	3.4	3.2	0.2	1.6	1.9	-0.3	9.7	10.6	-0.9						
Newstalk ZB	5.6	5.4	0.2	4	3.5	3.8	-0.3	3.9	3.9	0.0	3.2	3.3	-0.1	3.2	2.9	0.3	2.8	2.7	0.1	5.1	5.5	-0.4						
Radio Hauraki	2.3	2.2	0.1	13	2.2	2.2	0.0	2.7	2.2	0.5	2.0	1.8	0.2	0.7	0.7	0.0	0.8	0.6	0.2	2.3	2.3	0.0						
Rhema	0.1	0.2	-0.1	17	0.1	0.2	-0.1	0.3	0.2	0.1	0.1	0.1	0.0	0.1	0.1	0.0	*	0.1	*	0.6	0.5	0.1						
Rock	9.2	10.1	-0.9	1	6.1	6.5	-0.4	10.6	10.2	0.4	8.8	9.7	-0.9	3.1	3.5	-0.4	2.4	2.4	0.0	8.3	9.2	-0.9						
SENZ Sport	0.1	n.a.	*	17	0.2	n.a.	*	0.2	n.a.	*	0.2	n.a.	*	0.1	n.a.	*	*	n.a.	*	0.5	n.a.	*						
Star	0.1	0.1	0.0	17	0.1	0.1	0.0	0.1	0.1	0.0	0.2	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0						
Tahu FM	0.6	0.5	0.1	14	0.3	0.2	0.1	0.4	0.4	0.0	0.1	0.1	0.0	0.2	0.1	0.1	*	*	*	0.3	0.3	0.0						
The Hits	3.6	4.0	-0.4	8	1.9	1.9	0.0	2.6	2.7	-0.1	2.1	2.4	-0.3	1.5	1.7	-0.2	1.3	1.2	0.1	3.5	3.6	-0.1						
The Sound	3.5	2.9	0.6	9	3.8	3.6	0.2	4.3	4.2	0.1	4.2	3.9	0.3	1.7	1.6	0.1	1.2	1.1	0.1	4.9	5.0	-0.1						
Today FM*	3.1	3.1	0.0	11	2.6	2.6	0.0	2.1	2.3	-0.2	2.2	1.9	0.3	1.0	1.1	-0.1	1.4	1.3	0.1	2.8	2.7	0.1						
ZM	4.3	4.1	0.2	6	3.4	3.5	-0.1	4.0	4.0	0.0	4.3	3.9	0.4	1.6	1.4	0.2	1.2	1.3	-0.1	3.8	3.8	0.0						
MediaWorks Combo	33.7	34.0	-0.3		27.9	27.8	0.1	34.9	34.7	0.2	30.5	31.6	-1.1	13.1	13.3	-0.2	9.1	9.6	-0.5	35.7	37.6	-1.9						
NZME Combo	20.6	19.5	1.1		17.1	15.8	1.3	19.6	18.7	0.9	14.6	14.2	0.4	9.1	8.5	0.6	6.3	6.2	0.1	20.1	19.2	0.9						
All Commercial Radio	48.0	48.0	0.0		40.7	39.2	1.5	49.2	48.0	1.2	41.1	41.8	-0.7	20.8	20.4	0.4	14.4	14.9	-0.5	49.3	49.9	-0.6						

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 (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Hokonui, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava

*Today FM includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022

**Gold AM renamed to Gold Sport from Mon Jun 27 2022



SOUTHLAND COMMERCIAL RADIO - SURVEY 3 2022

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

Survey Comparisons: 2/2022 - 3/2022

This Survey Period: Sun Aug 29 to Sat Nov 6 2021 & Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Sep 3 2022

Last Survey Period: Sun Jun 20 to Sat Nov 6 2021 & Sun Jan 30 to Sat Jun 18 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	11:37	12:19	-0:41	5:48	5:48	0:00	9:43	9:02	0:40	9:34	9:54	-0:19	12:35	11:32	1:03	14:10	14:09	0:01	11:02	15:05	-4:02	10:55	10:34	0:20
Coast	11:56	9:54	2:02	9:37	10:07	-0:30	6:50	7:16	-0:25	4:27	4:34	-0:07	7:39	4:07	3:32	15:18	12:54	2:24	15:49	14:59	0:50	4:07	3:45	0:21
Edge	6:39	6:55	-0:16	8:43	8:36	0:07	6:02	5:49	0:12	5:23	5:48	-0:25	5:05	5:23	-0:17	6:30	6:45	-0:15	9:35	11:00	-1:24	3:35	3:33	0:02
Gold Sport**	6:46	7:24	-0:37	*	*	*	2:10	2:01	0:09	2:10	2:01	0:09	2:10	2:01	0:09	*	*	*	5:50	5:54	-0:03	*	*	*
Hokonui	14:22	14:10	0:12	42:41	0:30	42:11	6:45	7:24	-0:38	6:46	7:39	-0:53	6:02	6:21	-0:18	16:10	16:06	0:04	19:11	20:57	-1:45	8:53	12:27	-3:33
Life FM	6:24	10:11	-3:46	1:15	1:15	0:00	0:15	*	*	0:15	13:00	-12:45	22:09	25:44	-3:35	11:57	19:25	-7:28	1:12	1:28	-0:15	*	13:00	*
Magic	14:20	14:14	0:05	5:42	5:15	0:27	12:09	12:14	-0:05	19:58	19:17	0:40	18:39	17:40	0:59	11:17	12:56	-1:39	14:11	14:14	-0:03	19:11	20:12	-1:00
More FM	8:00	7:54	0:05	7:54	7:34	0:20	6:35	6:49	-0:14	7:30	7:46	-0:15	8:11	7:56	0:15	8:36	7:43	0:52	7:41	8:30	-0:49	9:26	8:38	0:47
Newstalk ZB	19:48	16:57	2:51	4:13	2:33	1:39	8:23	8:30	-0:06	7:58	8:25	-0:27	12:04	9:11	2:52	15:53	13:11	2:41	19:07	19:24	-0:16	9:09	10:19	-1:10
Radio Hauraki	8:01	7:47	0:14	1:25	1:22	0:03	6:48	7:16	-0:28	6:15	6:17	-0:02	9:24	9:27	-0:02	12:13	11:18	0:54	4:55	4:37	0:18	6:25	5:48	0:36
Rhema	6:00	8:15	-2:14	*	*	*	0:38	0:39	-0:00	0:29	0:28	0:00	0:29	0:48	-0:19	*	2:00	*	5:22	5:15	0:07	0:15	1:08	-0:53
Rock	17:38	17:46	-0:07	21:12	20:16	0:56	18:29	20:13	-1:43	16:00	17:29	-1:28	16:47	17:43	-0:56	14:29	12:46	1:42	7:30	6:52	0:37	16:04	18:05	-2:01
SENZ Sport	2:53	n.a.	*	*	n.a.	*	1:22	n.a.	*	1:22	n.a.	*	1:22	n.a.	*	8:30	n.a.	*	8:30	n.a.	*	*	n.a.	*
Star	12:44	14:03	-1:18	*	*	*	4:30	4:30	0:00	4:30	4:30	0:00	4:46	4:44	0:01	5:00	5:00	0:00	40:45	40:45	0:00	*	*	*
Tahu FM	2:58	2:39	0:19	0:55	0:50	0:04	0:33	0:37	-0:03	3:57	4:26	-0:28	3:57	4:26	-0:28	*	*	*	*	*	*	9:00	9:00	0:00
The Hits	8:53	9:00	-0:06	3:33	3:56	-0:23	8:59	8:46	0:12	9:06	9:51	-0:44	8:12	8:39	-0:27	8:58	8:38	0:20	20:30	14:38	5:52	15:21	18:51	-3:30
The Sound	14:23	14:32	-0:09	4:28	4:07	0:21	8:42	8:51	-0:09	9:03	9:12	-0:09	15:23	15:59	-0:35	21:33	20:36	0:57	19:25	17:47	1:37	8:49	8:05	0:44
Today FM*	14:47	11:46	3:00	0:45	0:45	0:00	3:34	3:17	0:16	13:29	11:13	2:16	14:59	11:48	3:10	13:39	9:15	4:24	10:54	8:34	2:19	13:59	12:28	1:30
ZM	7:15	6:50	0:25	5:23	4:51	0:31	8:07	7:13	0:53	7:47	7:15	0:31	7:34	7:12	0:22	8:33	9:00	-0:27	12:25	11:44	0:40	9:51	10:24	-0:32
MediaWorks Combo	17:54	17:48	0:05	17:42	17:19	0:23	16:21	16:31	-0:09	16:43	16:50	-0:07	18:41	17:55	0:46	18:14	17:46	0:28	15:58	17:13	-1:14	15:50	15:28	0:21
NZME Combo	14:48	13:39	1:09	9:10	6:12	2:57	11:17	11:01	0:15	10:14	10:14	0:00	10:54	10:08	0:45	16:05	14:57	1:08	19:57	19:59	-0:02	11:29	12:42	-1:13
All Commercial Radio	21:50	21:27	0:23	18:38	17:43	0:55	19:09	19:28	-0:19	19:27	19:43	-0:15	21:07	20:24	0:42	22:21	21:47	0:34	22:42	23:40	-0:58	18:45	18:33	0:11
Potential (000)	81.2	81.2	0.0	17.1	17.1	0.0	24.9	24.7	0.2	23.6	23.6	0.0	35.1	35.1	0.0	23.9	23.9	0.0	21.7	21.7	0.0	13.8	13.6	0.2
Sample	808	810	-2	122	131	-9	218	219	-1	209	221	-12	310	330	-20	208	215	-7	265	255	10	122	122	0

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 (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Hokonui, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava

*Today FM includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022

**Gold AM renamed to Gold Sport from Mon Jun 27 2022



SOUTHLAND COMMERCIAL RADIO - SURVEY 3 2022

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

Survey Comparisons: 2/2022 - 3/2022

This Survey Period: Sun Aug 29 to Sat Nov 6 2021 & Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Sep 3 2022

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

	This	Last	+/-
Potential (000)	81.2	81.2	0.0
Sample Size	808	810	-2

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

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 (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Hokonui, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava

*Today FM includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022

**Gold AM renamed to Gold Sport from Mon Jun 27 2022