



SOUTHLAND COMMERCIAL RADIO - SURVEY 4 2022

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

Survey Comparisons: 3/2022 - 4/2022

This Survey Period: Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022

Last 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

	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	9.6	9.3	0.3	4	2.9	3.5	-0.6	8.4	8.8	-0.4	9.4	9.9	-0.5	10.5	12.5	-2.0	14.9	12.9	2.0	14.4	9.6	4.8	7.8	11.6	-3.8	
Coast	4.9	4.7	0.2	8	3.0	2.5	0.5	2.9	2.3	0.6	1.4	1.0	0.4	2.7	1.9	0.8	8.7	8.2	0.5	10.1	11.4	-1.3	1.0	1.4	-0.4	
Edge	3.8	4.7	-0.9	11	9.2	12.7	-3.5	6.8	8.2	-1.4	6.4	6.9	-0.5	4.3	4.9	-0.6	2.1	2.5	-0.4	1.6	1.9	-0.3	2.8	3.9	-1.1	
Gold Sport**	0.3	0.4	-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	5.9	6.3	-0.4	7	5.6	4.9	0.7	4.3	2.9	1.4	4.3	2.9	1.4	5.9	2.4	3.5	8.8	10.3	-1.5	7.7	14.7	-7.0	12.1	3.1	9.0	
Life FM	0.3	0.4	-0.1	14	0.5	0.1	0.4	*	*	*	*	*	*	0.1	0.7	-0.6	0.5	1.0	-0.5	0.5	0.2	0.3	0.6	*	*	
Magic	10.1	9.0	1.1	3	0.8	1.6	-0.8	2.3	2.0	0.3	4.5	4.0	0.5	3.7	3.3	0.4	8.3	7.3	1.0	23.1	20.0	3.1	6.5	6.6	-0.1	
More FM	8.9	8.9	0.0	5	14.0	15.9	-1.9	8.9	9.7	-0.8	10.6	10.3	0.3	11.6	10.9	0.7	10.0	9.0	1.0	5.7	5.0	0.7	15.7	17.0	-1.3	
Newstalk ZB	11.1	9.9	1.2	2	*	0.3	*	0.6	2.8	-2.2	0.6	2.7	-2.1	2.5	3.7	-1.2	5.8	7.5	-1.7	13.1	12.0	1.1	1.4	3.0	-1.6	
Radio Hauraki	2.5	2.8	-0.3	13	0.2	0.3	-0.1	3.7	4.0	-0.3	4.7	4.0	0.7	5.3	5.6	-0.3	3.6	4.8	-1.2	0.7	0.9	-0.2	2.4	3.3	-0.9	
Rhema	0.2	0.4	-0.2	18	*	*	*	0.1	*	*	0.1	0.1	0.0	*	*	*	0.3	*	*	0.5	0.2	0.3	*	*	*	
Rock	16.7	18.2	-1.5	1	45.4	48.4	-3.0	35.1	33.5	1.6	29.3	28.5	0.8	20.9	22.1	-1.2	5.5	7.3	-1.8	1.6	2.2	-0.6	22.5	20.3	2.2	
SENZ Sport	0.1	0.2	-0.1	19	*	*	*	*	0.2	*	0.1	0.2	-0.1	*	0.1	*	*	0.2	*	*	0.2	*	*	*	*	*
Star	0.3	0.2	0.1	14	*	*	*	*	0.1	*	*	0.1	*	0.2	0.1	0.1	0.7	0.1	0.6	0.6	0.6	0.0	*	*	*	
Tahu FM	0.3	0.2	0.1	14	0.1	0.1	0.0	*	*	*	0.2	0.5	-0.3	0.1	0.3	-0.2	0.7	*	*	0.8	*	*	*	0.6	*	
The Hits	3.5	3.9	-0.4	12	2.6	2.5	0.1	4.6	5.2	-0.6	5.4	5.7	-0.3	4.3	4.8	-0.5	2.7	3.2	-0.5	3.5	4.0	-0.5	9.9	9.9	0.0	
The Sound	7.5	7.8	-0.3	6	2.8	2.7	0.1	6.8	7.2	-0.4	7.4	6.6	0.8	11.5	11.1	0.4	13.5	14.0	-0.5	7.6	8.9	-1.3	4.8	4.5	0.3	
Today FM*	4.7	4.9	-0.2	9	*	*	*	0.8	1.1	-0.3	3.5	5.7	-2.2	5.8	5.7	0.1	6.0	4.9	1.1	2.9	3.7	-0.8	4.8	5.6	-0.8	
ZM	4.7	4.0	0.7	9	10.5	4.4	6.1	12.6	10.7	1.9	10.2	9.8	0.4	6.5	6.8	-0.3	1.5	1.9	-0.4	1.0	1.1	-0.1	5.7	8.4	-2.7	
MediaWorks Combo	62.3	63.7	-1.4		77.5	84.7	-7.2	70.7	70.6	0.1	71.3	72.1	-0.8	69.7	72.3	-2.6	61.8	60.6	1.2	56.9	51.4	5.5	64.9	69.5	-4.6	
NZME Combo	32.9	32.0	0.9		21.8	14.9	6.9	28.8	28.2	0.6	26.8	26.4	0.4	27.3	25.4	1.9	31.1	36.0	-4.9	36.3	44.6	-8.3	32.5	29.2	3.3	
Potential (000)	81.2	81.2	0.0		17.1	17.1	0.0	24.6	24.9	-0.3	23.6	23.6	0.0	35.1	35.1	0.0	23.9	23.9	0.0	21.7	21.7	0.0	13.4	13.8	-0.4	
Sample	827	808	19		113	122	-9	179	218	-39	184	209	-25	288	310	-22	215	208	7	302	265	37	118	122	-4	

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, Humm FM (from S4 2022)

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: 3/2022 - 4/2022

This Survey Period: Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022

Last 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

	This	Last	+/-
Potential (000)	81.2	81.2	0.0
Sample Size	827	808	19

	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	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	10.2	8.5	1.7	3	10.7	9.0	1.7	10.7	10.9	-0.2	9.4	9.4	0.0	7.1	11.2	-4.1	7.9	6.0	1.9	8.1	8.7	-0.6
Coast	4.5	4.8	-0.3	10	5.1	4.5	0.6	6.0	5.6	0.4	3.2	3.1	0.1	2.3	2.7	-0.4	2.1	1.5	0.6	6.1	5.7	0.4
Edge	2.2	2.8	-0.6	12	3.1	4.5	-1.4	3.7	4.8	-1.1	5.8	6.8	-1.0	3.2	3.9	-0.7	4.4	5.3	-0.9	4.7	5.5	-0.8
Gold Sport**	0.3	0.3	0.0	16	0.6	0.6	0.0	0.2	0.2	0.0	0.3	0.4	-0.1	0.4	0.7	-0.3	0.1	0.1	0.0	0.4	0.4	0.0
Hokonui	7.1	6.2	0.9	6	6.1	7.3	-1.2	7.9	7.8	0.1	4.8	6.1	-1.3	2.5	3.5	-1.0	0.9	1.5	-0.6	4.7	5.6	-0.9
Life FM	0.4	0.4	0.0	15	0.1	0.6	-0.5	0.2	0.8	-0.6	0.1	0.1	0.0	*	*	*	*	*	*	0.5	0.1	0.4
Magic	8.4	8.9	-0.5	5	12.6	10.7	1.9	9.8	8.2	1.6	6.9	5.2	1.7	9.0	8.1	0.9	7.5	5.9	1.6	12.3	11.4	0.9
More FM	8.6	9.0	-0.4	4	8.8	9.1	-0.3	8.5	7.9	0.6	10.7	9.9	0.8	6.3	6.6	-0.3	5.5	5.5	0.0	10.0	10.6	-0.6
Newstalk ZB	14.5	13.6	0.9	2	7.4	7.2	0.2	6.8	5.7	1.1	7.1	7.5	-0.4	23.7	17.4	6.3	25.4	22.7	2.7	12.7	10.8	1.9
Radio Hauraki	1.6	2.7	-1.1	13	2.0	3.0	-1.0	2.5	2.9	-0.4	3.5	4.0	-0.5	3.7	2.6	1.1	5.8	4.8	1.0	2.2	1.4	0.8
Rhema	*	0.2	*	*	0.1	0.4	-0.3	0.4	0.7	-0.3	0.3	0.1	0.2	*	0.1	*	*	*	*	0.3	0.4	-0.1
Rock	14.7	16.6	-1.9	1	17.7	18.8	-1.1	19.1	21.6	-2.5	20.9	22.0	-1.1	17.2	14.1	3.1	12.6	15.1	-2.5	12.8	14.5	-1.7
SENZ Sport	*	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0	*	0.1	*	*	*	*	0.2	0.5	-0.3
Star	0.3	*	*	16	0.5	0.1	0.4	0.1	0.1	0.0	0.3	0.3	0.0	0.1	1.2	-1.1	1.1	0.5	0.6	*	0.3	*
Tahu FM	0.6	0.1	0.5	14	0.2	0.2	0.0	*	*	*	*	*	*	*	0.6	*	1.3	*	*	0.5	0.3	0.2
The Hits	3.9	4.8	-0.9	11	2.7	3.3	-0.6	2.1	2.9	-0.8	3.6	4.1	-0.5	7.2	6.7	0.5	6.2	5.5	0.7	3.8	3.9	-0.1
The Sound	7.0	7.9	-0.9	7	6.1	6.4	-0.3	7.7	8.0	-0.3	8.0	8.3	-0.3	5.7	6.2	-0.5	4.4	5.7	-1.3	9.9	9.3	0.6
Today FM*	6.2	6.5	-0.3	8	5.8	5.5	0.3	3.7	3.8	-0.1	3.4	3.7	-0.3	5.0	4.8	0.2	8.3	9.6	-1.3	3.7	3.9	-0.2
ZM	5.5	4.1	1.4	9	5.2	4.4	0.8	5.6	3.9	1.7	7.0	5.1	1.9	2.3	4.7	-2.4	2.1	5.7	-3.6	2.5	2.5	0.0
MediaWorks Combo	58.9	60.6	-1.7		65.9	65.0	0.9	63.9	66.2	-2.3	66.3	66.4	-0.1	54.2	55.7	-1.5	50.5	53.1	-2.6	62.3	64.9	-2.6
NZME Combo	37.3	36.6	0.7		29.1	30.6	-1.5	31.1	29.2	1.9	29.5	30.3	-0.8	42.2	38.4	3.8	42.6	41.8	0.8	32.4	30.3	2.1

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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	11.3	11.1	0.2	3	0.9	1.3	-0.4	3.4	3.2	0.2	4.0	3.9	0.1	6.2	6.0	0.2	4.7	4.0	0.7	3.8	3.3	0.5	1.7	2.3	-0.6
Coast	6.0	5.4	0.6	10	0.6	0.6	0.0	1.2	1.2	0.0	1.0	0.8	0.2	1.9	1.5	0.4	2.6	2.3	0.3	2.8	2.8	0.0	0.6	0.7	-0.1
Edge	8.3	9.8	-1.5	5	2.8	3.3	-0.5	3.6	4.8	-1.2	3.7	4.8	-1.1	4.5	5.8	-1.3	1.7	1.7	0.0	1.0	0.8	0.2	1.5	2.4	-0.9
Gold Sport**	0.7	0.8	-0.1	16	*	*	*	0.3	0.4	-0.1	0.3	0.4	-0.1	0.3	0.4	-0.1	*	*	*	0.2	0.2	0.0	*	*	*
Hokonui	6.4	6.1	0.3	9	0.4	0.3	0.1	1.8	1.5	0.3	1.8	1.6	0.2	2.9	2.4	0.5	2.9	2.8	0.1	2.6	2.9	-0.3	1.4	0.8	0.6
Life FM	1.7	0.8	0.9	14	0.4	0.1	0.3	0.1	0.1	0.0	0.1	0.1	0.0	0.3	0.2	0.1	0.9	0.4	0.5	1.0	0.5	0.5	0.2	*	*
Magic	9.2	8.7	0.5	4	0.3	0.6	-0.3	0.7	0.6	0.1	0.8	0.8	0.0	1.3	1.1	0.2	3.2	2.8	0.4	6.1	5.4	0.7	0.7	0.7	0.0
More FM	15.1	15.3	-0.2	1	4.5	4.5	0.0	4.6	5.2	-0.6	4.7	5.1	-0.4	7.7	8.1	-0.4	4.4	4.6	-0.2	2.7	2.5	0.2	3.6	3.9	-0.3
Newstalk ZB	6.7	6.9	-0.2	8	*	0.2	*	0.5	1.2	-0.7	0.5	1.3	-0.8	1.2	1.9	-0.7	1.8	2.1	-0.3	2.4	2.4	0.0	0.4	0.7	-0.3
Radio Hauraki	4.0	4.7	-0.7	13	0.2	0.4	-0.2	1.8	2.1	-0.3	2.3	2.4	-0.1	3.3	3.6	-0.3	1.3	1.7	-0.4	0.6	0.7	-0.1	0.9	1.1	-0.2
Rhema	0.9	0.9	0.0	15	*	*	*	0.3	0.2	0.1	0.4	0.4	0.0	0.4	0.4	0.0	0.3	*	*	0.3	0.1	0.2	0.1	0.1	0.0
Rock	14.0	14.2	-0.2	2	5.0	5.1	-0.1	7.2	6.4	0.8	7.1	6.6	0.5	8.2	8.0	0.2	1.6	2.2	-0.6	0.8	1.1	-0.3	2.3	2.8	-0.5
SENZ Sport	0.5	0.8	-0.3	19	*	*	*	0.2	0.4	-0.2	0.2	0.4	-0.2	0.2	0.4	-0.2	*	0.1	*	*	0.1	*	*	*	*
Star	0.7	0.2	0.5	16	*	*	*	*	0.1	*	*	0.1	*	0.2	0.2	0.0	0.5	0.1	0.4	0.3	0.1	0.2	*	*	*
Tahu FM	0.7	0.7	0.0	16	0.2	0.2	0.0	0.1	0.3	-0.2	0.3	0.5	-0.2	0.3	0.5	-0.2	0.2	*	*	0.2	*	*	*	0.1	*
The Hits	5.3	6.1	-0.8	11	1.2	1.6	-0.4	1.6	2.0	-0.4	1.7	2.3	-0.6	2.7	3.6	-0.9	1.6	1.6	0.0	1.1	0.8	0.3	1.3	1.4	-0.1
The Sound	7.3	7.4	-0.1	7	1.2	1.3	-0.1	2.2	3.0	-0.8	2.3	2.7	-0.4	4.4	4.4	0.0	3.4	2.9	0.5	1.7	1.8	-0.1	1.0	1.1	-0.1
Today FM*	4.4	4.5	-0.1	12	*	0.1	*	0.8	1.1	-0.3	1.3	1.6	-0.3	2.2	2.3	-0.1	1.7	1.6	0.1	1.3	1.3	0.0	0.9	0.9	0.0
ZM	7.6	7.6	0.0	6	2.4	1.8	0.6	4.8	4.7	0.1	4.4	4.7	-0.3	5.0	5.4	-0.4	0.7	1.0	-0.3	0.2	0.3	-0.1	1.5	1.9	-0.4
MediaWorks Combo	49.3	49.0	0.3		10.4	10.7	-0.3	15.1	15.3	-0.2	15.2	16.0	-0.8	22.6	23.5	-0.9	15.6	14.6	1.0	13.8	12.4	1.4	8.7	9.6	-0.9
NZME Combo	30.0	29.8	0.2		4.1	3.6	0.5	9.0	8.9	0.1	8.9	9.6	-0.7	13.5	14.1	-0.6	9.3	9.9	-0.6	8.3	8.6	-0.3	4.6	5.5	-0.9
All Commercial Radio	64.1	63.1	1.0		12.2	12.0	0.2	18.0	18.5	-0.5	18.0	19.1	-1.1	27.7	28.7	-1.0	20.6	19.7	0.9	18.3	16.9	1.4	10.8	11.7	-0.9
Potential (000)	81.2	81.2	0.0		17.1	17.1	0.0	24.6	24.9	-0.3	23.6	23.6	0.0	35.1	35.1	0.0	23.9	23.9	0.0	21.7	21.7	0.0	13.4	13.8	-0.4
Sample	827	808	19		113	122	-9	179	218	-39	184	209	-25	288	310	-22	215	208	7	302	265	37	118	122	-4

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	This	Last	+/-
Potential (000)	81.2	81.2	0.0
Sample Size	827	808	19

	Breakfast Mon-Fri 6am-9am				Morning Mon-Fri 9am-12md			Afternoon Mon-Fri 12md-4pm			Drive Mon-Fri 4pm-7pm			Night Mon-Fri 7pm-12mn			Mid Dawn Mon-Fri 12mn-6am			Weekend Sat-Sun 12mn-12mn		
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	6.8	6.0	0.8	3	5.6	5.5	0.1	6.7	6.8	-0.1	5.1	5.6	-0.5	1.8	2.5	-0.7	1.9	1.6	0.3	6.0	6.7	-0.7
Coast	3.5	3.1	0.4	9	3.5	3.0	0.5	3.4	3.4	0.0	2.1	2.0	0.1	0.8	1.1	-0.3	0.6	0.5	0.1	3.8	3.3	0.5
Edge	3.3	4.3	-1.0	10	2.6	3.5	-0.9	4.2	5.2	-1.0	4.3	5.3	-1.0	1.0	1.7	-0.7	0.8	0.8	0.0	4.8	5.4	-0.6
Gold Sport**	0.2	0.3	-0.1	17	0.3	0.3	0.0	0.1	0.2	-0.1	0.3	0.4	-0.1	0.1	0.1	0.0	0.1	0.2	-0.1	0.5	0.5	0.0
Hokonui	3.8	3.5	0.3	7	3.7	3.5	0.2	4.9	4.4	0.5	2.4	2.2	0.2	1.1	1.4	-0.3	0.3	0.4	-0.1	4.2	4.1	0.1
Life FM	1.2	0.4	0.8	14	0.3	0.2	0.1	0.8	0.5	0.3	0.3	0.1	0.2	0.1	0.1	0.0	*	*	*	0.9	0.2	0.7
Magic	5.3	5.1	0.2	5	5.5	4.7	0.8	5.5	5.2	0.3	4.1	3.5	0.6	2.1	2.1	0.0	1.1	1.0	0.1	5.9	6.1	-0.2
More FM	7.7	8.8	-1.1	2	7.4	7.0	0.4	8.7	8.5	0.2	7.5	7.9	-0.4	3.0	3.4	-0.4	1.6	1.6	0.0	8.7	9.7	-1.0
Newstalk ZB	5.8	5.6	0.2	4	3.8	3.5	0.3	4.4	3.9	0.5	2.9	3.2	-0.3	3.5	3.2	0.3	2.9	2.8	0.1	5.9	5.1	0.8
Radio Hauraki	1.8	2.3	-0.5	13	2.0	2.2	-0.2	2.6	2.7	-0.1	2.2	2.0	0.2	0.7	0.7	0.0	0.8	0.8	0.0	1.8	2.3	-0.5
Rhema	*	0.1	*	*	0.3	0.1	0.2	0.4	0.3	0.1	0.3	0.1	0.2	*	0.1	*	*	*	*	0.8	0.6	0.2
Rock	9.0	9.2	-0.2	1	6.8	6.1	0.7	10.8	10.6	0.2	9.2	8.8	0.4	4.0	3.1	0.9	2.3	2.4	-0.1	7.2	8.3	-1.1
SENZ Sport	0.1	0.1	0.0	18	0.2	0.2	0.0	0.2	0.2	0.0	0.2	0.2	0.0	*	0.1	*	*	*	*	0.2	0.5	-0.3
Star	0.3	0.1	0.2	16	0.6	0.1	0.5	0.2	0.1	0.1	0.4	0.2	0.2	0.1	0.1	0.0	0.2	0.1	0.1	0.1	0.1	0.0
Tahu FM	0.6	0.6	0.0	15	0.4	0.3	0.1	0.2	0.4	-0.2	*	0.1	*	0.1	0.2	-0.1	0.2	*	*	0.4	0.3	0.1
The Hits	3.0	3.6	-0.6	11	2.0	1.9	0.1	2.4	2.6	-0.2	1.9	2.1	-0.2	1.3	1.5	-0.2	1.3	1.3	0.0	3.2	3.5	-0.3
The Sound	3.6	3.5	0.1	8	3.5	3.8	-0.3	4.4	4.3	0.1	4.5	4.2	0.3	1.1	1.7	-0.6	0.7	1.2	-0.5	4.5	4.9	-0.4
Today FM*	2.9	3.1	-0.2	12	2.9	2.6	0.3	2.7	2.1	0.6	2.3	2.2	0.1	1.4	1.0	0.4	1.6	1.4	0.2	2.6	2.8	-0.2
ZM	4.8	4.3	0.5	6	3.1	3.4	-0.3	4.6	4.0	0.6	5.1	4.3	0.8	1.7	1.6	0.1	0.6	1.2	-0.6	4.0	3.8	0.2
MediaWorks Combo	33.0	33.7	-0.7		29.5	27.9	1.6	35.9	34.9	1.0	30.6	30.5	0.1	13.0	13.1	-0.1	9.4	9.1	0.3	33.8	35.7	-1.9
NZME Combo	21.0	20.6	0.4		17.7	17.1	0.6	20.8	19.6	1.2	15.3	14.6	0.7	8.7	9.1	-0.4	5.8	6.3	-0.5	21.2	20.1	1.1
All Commercial Radio	48.8	48.0	0.8		43.0	40.7	2.3	50.6	49.2	1.4	41.8	41.1	0.7	20.3	20.8	-0.5	14.4	14.4	0.0	49.2	49.3	-0.1

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, Humm FM (from S4 2022)

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 4 2022

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

Survey Comparisons: 3/2022 - 4/2022

This Survey Period: Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022

Last 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

	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	11:47	11:37	0:09	6:50	5:48	1:01	8:42	9:43	-1:00	7:59	9:34	-1:34	10:00	12:35	-2:35	14:27	14:10	0:17	15:06	11:02	4:03	9:29	10:55	-1:25
Coast	11:21	11:56	-0:34	12:04	9:37	2:27	8:11	6:50	1:20	4:38	4:27	0:11	8:24	7:39	0:44	15:18	15:18	-0:00	14:12	15:49	-1:36	3:34	4:07	-0:33
Edge	6:13	6:39	-0:25	7:18	8:43	-1:24	6:39	6:02	0:36	5:51	5:23	0:28	5:30	5:05	0:24	5:24	6:30	-1:06	6:26	9:35	-3:09	3:47	3:35	0:12
Gold Sport**	6:18	6:46	-0:28	*	*	*	2:30	2:10	0:19	2:30	2:10	0:19	2:30	2:10	0:19	*	*	*	3:13	5:50	-2:37	*	*	*
Hokonui	12:44	14:22	-1:38	29:15	42:41	-13:26	8:31	6:45	1:45	8:17	6:46	1:31	11:45	6:02	5:43	13:59	16:10	-2:11	11:46	19:11	-7:25	17:49	8:53	8:55
Life FM	2:08	6:24	-4:16	2:52	1:15	1:37	0:15	0:15	0:00	0:15	0:15	0:00	1:36	22:09	-20:32	2:28	11:57	-9:28	2:00	1:12	0:47	5:09	*	*
Magic	15:11	14:20	0:50	5:25	5:42	-0:16	11:58	12:09	-0:11	18:32	19:58	-1:25	16:53	18:39	-1:46	11:53	11:17	0:36	15:06	14:11	0:54	18:48	19:11	-0:23
More FM	8:04	8:00	0:04	6:50	7:54	-1:03	6:53	6:35	0:18	7:41	7:30	0:11	8:51	8:11	0:39	10:16	8:36	1:40	8:17	7:41	0:35	8:41	9:26	-0:45
Newstalk ZB	22:51	19:48	3:03	*	4:13	*	4:34	8:23	-3:49	4:34	7:58	-3:23	12:45	12:04	0:41	15:08	15:53	-0:44	21:45	19:07	2:37	7:03	9:09	-2:05
Radio Hauraki	8:31	8:01	0:29	1:58	1:25	0:33	7:23	6:48	0:35	7:00	6:15	0:44	9:26	9:24	0:02	12:27	12:13	0:13	5:08	4:55	0:13	5:35	6:25	-0:50
Rhema	3:03	6:00	-2:57	*	*	*	0:40	0:38	0:01	0:32	0:29	0:03	0:32	0:29	0:03	5:48	*	*	5:43	5:22	0:20	0:15	0:15	0:00
Rock	16:23	17:38	-1:14	20:13	21:12	-0:59	17:27	18:29	-1:02	14:01	16:00	-1:59	14:56	16:47	-1:50	15:20	14:29	0:51	7:46	7:30	0:16	19:32	16:04	3:28
SENZ Sport	2:19	2:53	-0:34	*	*	*	0:50	1:22	-0:32	0:50	1:22	-0:32	0:50	1:22	-0:32	*	8:30	*	*	8:30	*	*	*	*
Star	5:48	12:44	-6:56	*	*	*	*	4:30	*	*	4:30	*	5:00	4:46	0:13	6:28	5:00	1:28	7:40	40:45	-33:04	*	*	*
Tahu FM	5:45	2:58	2:47	1:15	0:55	0:19	0:15	0:33	-0:18	2:31	3:57	-1:25	2:31	3:57	-1:25	16:30	*	*	16:30	*	*	*	9:00	*
The Hits	9:03	8:53	0:10	4:40	3:33	1:07	10:25	8:59	1:25	10:52	9:06	1:45	9:10	8:12	0:57	7:42	8:58	-1:15	12:44	20:30	-7:45	14:58	15:21	-0:22
The Sound	14:09	14:23	-0:14	5:16	4:28	0:48	11:00	8:42	2:17	10:50	9:03	1:47	15:15	15:23	-0:07	18:22	21:33	-3:11	17:17	19:25	-2:07	9:47	8:49	0:58
Today FM*	14:46	14:47	-0:00	*	0:45	*	3:32	3:34	-0:01	9:38	13:29	-3:51	15:37	14:59	0:38	16:06	13:39	2:27	9:16	10:54	-1:37	10:26	13:59	-3:33
ZM	8:36	7:15	1:21	9:45	5:23	4:21	9:25	8:07	1:18	7:52	7:47	0:04	7:38	7:34	0:03	9:39	8:33	1:06	19:35	12:25	7:09	7:24	9:51	-2:27
MediaWorks Combo	17:24	17:54	-0:30	16:38	17:42	-1:04	16:41	16:21	0:19	15:57	16:43	-0:45	18:01	18:41	-0:39	18:05	18:14	-0:08	16:26	15:58	0:27	15:03	15:50	-0:46
NZME Combo	15:06	14:48	0:17	11:43	9:10	2:33	11:25	11:17	0:07	10:17	10:14	0:02	11:51	10:54	0:56	15:10	16:05	-0:55	17:17	19:57	-2:39	14:14	11:29	2:44
All Commercial Radio	21:29	21:50	-0:21	18:14	18:38	-0:24	19:45	19:09	0:36	18:56	19:27	-0:30	21:06	21:07	-0:01	22:12	22:21	-0:09	21:44	22:42	-0:58	18:39	18:45	-0:05
Potential (000)	81.2	81.2	0.0	17.1	17.1	0.0	24.6	24.9	-0.3	23.6	23.6	0.0	35.1	35.1	0.0	23.9	23.9	0.0	21.7	21.7	0.0	13.4	13.8	-0.4
Sample	827	808	19	113	122	-9	179	218	-39	184	209	-25	288	310	-22	215	208	7	302	265	37	118	122	-4

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, Humm FM (from S4 2022)

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 4 2022

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

Survey Comparisons: 3/2022 - 4/2022

This Survey Period: Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022

Last 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

	This	Last	+/-
Potential (000)	81.2	81.2	0.0
Sample Size	827	808	19

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

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, Humm FM (from S4 2022)

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