



SOUTHLAND COMMERCIAL RADIO - SURVEY 1 2023

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

Survey Comparisons: 4/2022 - 1/2023

This Survey Period: Sun Apr 10 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 2023

Last Survey Period: Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 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	10.1	9.6	0.5	5	7.0	2.9	4.1	13.8	8.4	5.4	14.5	9.4	5.1	12.2	10.5	1.7	12.1	14.9	-2.8	11.7	14.4	-2.7	11.3	7.8	3.5
Coast	5.6	4.9	0.7	8	5.6	3.0	2.6	3.1	2.9	0.2	1.8	1.4	0.4	4.3	2.7	1.6	8.1	8.7	-0.6	7.8	10.1	-2.3	1.3	1.0	0.3
Edge	3.9	3.8	0.1	10	12.5	9.2	3.3	8.4	6.8	1.6	5.4	6.4	-1.0	4.2	4.3	-0.1	2.7	2.1	0.6	1.5	1.6	-0.1	4.5	2.8	1.7
Gold Sport*	0.3	0.3	0.0	15	*	*	*	0.3	0.2	0.1	0.3	0.2	0.1	0.2	0.1	0.1	*	*	*	*	0.2	*	*	*	*
Hokonui	6.5	5.9	0.6	6	6.8	5.6	1.2	4.7	4.3	0.4	5.1	4.3	0.8	8.2	5.9	2.3	8.9	8.8	0.1	5.8	7.7	-1.9	13.5	12.1	1.4
Life FM	0.3	0.3	0.0	15	0.9	0.5	0.4	0.4	*	*	0.1	*	*	0.1	0.1	0.0	0.3	0.5	-0.2	0.4	0.5	-0.1	0.6	0.6	0.0
Magic	11.6	10.1	1.5	1	5.3	0.8	4.5	4.2	2.3	1.9	2.1	4.5	-2.4	3.8	3.7	0.1	9.1	8.3	0.8	22.5	23.1	-0.6	4.7	6.5	-1.8
More FM	10.5	8.9	1.6	4	21.8	14.0	7.8	13.7	8.9	4.8	11.6	10.6	1.0	13.2	11.6	1.6	11.5	10.0	1.5	6.1	5.7	0.4	11.5	15.7	-4.2
Newstalk ZB	11.5	11.1	0.4	2	0.2	*	*	0.7	0.6	0.1	0.9	0.6	0.3	3.7	2.5	1.2	5.8	5.8	0.0	10.2	13.1	-2.9	2.1	1.4	0.7
Radio Hauraki	3.7	2.5	1.2	11	2.4	0.2	2.2	6.1	3.7	2.4	7.5	4.7	2.8	7.2	5.3	1.9	3.9	3.6	0.3	1.1	0.7	0.4	4.5	2.4	2.1
Rhema	0.2	0.2	0.0	17	*	*	*	*	0.1	*	0.1	0.1	0.0	*	*	*	0.3	0.3	0.0	0.5	0.5	0.0	*	*	*
Rock	10.6	16.7	-6.1	3	13.1	45.4	-32.3	20.7	35.1	-14.4	26.0	29.3	-3.3	17.7	20.9	-3.2	6.3	5.5	0.8	4.2	1.6	2.6	15.2	22.5	-7.3
SENZ Sport	0.2	0.1	0.1	17	0.2	*	*	0.1	*	*	*	0.1	*	*	*	*	0.3	*	*	0.4	*	*	*	*	*
Star	0.6	0.3	0.3	13	0.3	*	*	0.2	*	*	0.7	*	*	0.4	0.2	0.2	0.8	0.7	0.1	1.1	0.6	0.5	*	*	*
Tahu FM	0.6	0.3	0.3	13	1.7	0.1	1.6	0.5	*	*	0.6	0.2	0.4	0.3	0.1	0.2	0.8	0.7	0.1	0.9	0.8	0.1	0.4	*	*
The Hits	3.4	3.5	-0.1	12	3.3	2.6	0.7	3.2	4.6	-1.4	2.9	5.4	-2.5	3.0	4.3	-1.3	4.5	2.7	1.8	5.3	3.5	1.8	6.2	9.9	-3.7
The Sound	6.5	7.5	-1.0	6	1.0	2.8	-1.8	1.7	6.8	-5.1	4.3	7.4	-3.1	6.3	11.5	-5.2	10.6	13.5	-2.9	11.3	7.6	3.7	10.4	4.8	5.6
ZM	5.3	4.7	0.6	9	14.1	10.5	3.6	13.6	12.6	1.0	10.7	10.2	0.5	7.3	6.5	0.8	2.4	1.5	0.9	1.0	1.0	0.0	9.2	5.7	3.5
MediaWorks Combo	53.8	62.3	-8.5		64.4	77.5	-13.1	64.4	70.7	-6.3	64.5	71.3	-6.8	57.6	69.7	-12.1	52.3	61.8	-9.5	57.3	56.9	0.4	57.6	64.9	-7.3
NZME Combo	36.4	32.9	3.5		32.3	21.8	10.5	31.7	28.8	2.9	29.3	26.8	2.5	33.9	27.3	6.6	33.5	31.1	2.4	31.3	36.3	-5.0	36.8	32.5	4.3
Potential (000)	81.1	81.2	-0.1		17.0	17.1	-0.1	24.1	24.6	-0.5	23.3	23.6	-0.3	34.8	35.1	-0.3	23.8	23.9	-0.1	21.8	21.7	0.1	11.7	13.4	-1.7
Sample	842	827	15		112	113	-1	181	179	2	199	184	15	312	288	24	231	215	16	297	302	-5	124	118	6

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

MediaWorks Combo: Breeze, Edge, Magic, More FM, Rock, The Sound, Today FM (until S4 2022), or internet only listening to George FM, Mai, Humm FM

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

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



SOUTHLAND COMMERCIAL RADIO - SURVEY 1 2023

Station Share (%) by Daypart, People 10+

Survey Comparisons: 4/2022 - 1/2023

This Survey Period: Sun Apr 10 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 2023

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

	This	Last	+/-
Potential (000)	81.1	81.2	-0.1
Sample Size	842	827	15

	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	9.6	10.2	-0.6	4	11.3	10.7	0.6	10.4	10.7	-0.3	10.0	9.4	0.6	9.5	7.1	2.4	9.2	7.9	1.3	9.2	8.1	1.1
Coast	6.0	4.5	1.5	9	5.5	5.1	0.4	6.5	6.0	0.5	3.9	3.2	0.7	2.0	2.3	-0.3	3.2	2.1	1.1	6.4	6.1	0.3
Edge	3.0	2.2	0.8	10	4.1	3.1	1.0	4.3	3.7	0.6	5.3	5.8	-0.5	3.1	3.2	-0.1	3.4	4.4	-1.0	3.5	4.7	-1.2
Gold Sport*	0.3	0.3	0.0	16	0.3	0.6	-0.3	*	0.2	*	0.3	0.3	0.0	0.5	0.4	0.1	0.5	0.1	0.4	0.4	0.4	0.0
Hokonui	7.6	7.1	0.5	6	6.0	6.1	-0.1	8.1	7.9	0.2	5.1	4.8	0.3	3.3	2.5	0.8	2.4	0.9	1.5	6.5	4.7	1.8
Life FM	0.5	0.4	0.1	14	0.2	0.1	0.1	0.2	0.2	0.0	0.2	0.1	0.1	*	*	*	*	*	*	0.4	0.5	-0.1
Magic	9.3	8.4	0.9	5	14.2	12.6	1.6	11.1	9.8	1.3	9.9	6.9	3.0	9.0	9.0	0.0	6.1	7.5	-1.4	14.4	12.3	2.1
More FM	10.9	8.6	2.3	2	9.4	8.8	0.6	11.1	8.5	2.6	13.1	10.7	2.4	7.1	6.3	0.8	8.9	5.5	3.4	10.0	10.0	0.0
Newstalk ZB	14.3	14.5	-0.2	1	7.8	7.4	0.4	7.0	6.8	0.2	7.2	7.1	0.1	32.3	23.7	8.6	28.2	25.4	2.8	12.4	12.7	-0.3
Radio Hauraki	2.5	1.6	0.9	12	2.8	2.0	0.8	3.4	2.5	0.9	5.8	3.5	2.3	7.3	3.7	3.6	6.4	5.8	0.6	3.6	2.2	1.4
Rhema	*	*	*	*	0.1	0.1	0.0	0.4	0.4	0.0	0.4	0.3	0.1	*	*	*	*	*	*	0.2	0.3	-0.1
Rock	10.4	14.7	-4.3	3	10.8	17.7	-6.9	11.3	19.1	-7.8	13.7	20.9	-7.2	11.6	17.2	-5.6	11.2	12.6	-1.4	7.9	12.8	-4.9
SENZ Sport	*	*	*	*	0.1	0.1	0.0	0.5	0.1	0.4	0.1	0.1	0.0	*	*	*	*	*	*	0.3	0.2	0.1
Star	0.5	0.3	0.2	14	1.2	0.5	0.7	0.5	0.1	0.4	0.3	0.3	0.0	0.2	0.1	0.1	0.3	1.1	-0.8	0.4	*	*
Tahu FM	1.5	0.6	0.9	13	0.4	0.2	0.2	0.4	*	*	0.2	*	*	*	*	*	1.6	1.3	0.3	0.6	0.5	0.1
The Hits	2.8	3.9	-1.1	11	3.4	2.7	0.7	3.5	2.1	1.4	2.7	3.6	-0.9	1.5	7.2	-5.7	5.7	6.2	-0.5	4.4	3.8	0.6
The Sound	6.1	7.0	-0.9	7	6.8	6.1	0.7	7.3	7.7	-0.4	6.2	8.0	-1.8	1.7	5.7	-4.0	1.6	4.4	-2.8	7.9	9.9	-2.0
ZM	6.1	5.5	0.6	7	5.6	5.2	0.4	6.1	5.6	0.5	7.5	7.0	0.5	2.2	2.3	-0.1	2.3	2.1	0.2	3.3	2.5	0.8
MediaWorks Combo	50.4	58.9	-8.5		57.1	65.9	-8.8	55.7	63.9	-8.2	58.9	66.3	-7.4	42.6	54.2	-11.6	40.3	50.5	-10.2	53.5	62.3	-8.8
NZME Combo	39.6	37.3	2.3		31.6	29.1	2.5	34.6	31.1	3.5	32.6	29.5	3.1	49.1	42.2	6.9	48.7	42.6	6.1	36.9	32.4	4.5

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MediaWorks Combo: Breeze, Edge, Magic, More FM, Rock, The Sound, Today FM (until S4 2022), or internet only listening to George FM, Mai, Humm FM

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



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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	11.0	11.3	-0.3	3	1.3	0.9	0.4	3.4	3.4	0.0	3.8	4.0	-0.2	5.7	6.2	-0.5	4.4	4.7	-0.3	3.8	3.8	0.0	2.2	1.7	0.5
Coast	7.0	6.0	1.0	8	1.3	0.6	0.7	2.1	1.2	0.9	1.7	1.0	0.7	2.6	1.9	0.7	2.2	2.6	-0.4	2.4	2.8	-0.4	0.8	0.6	0.2
Edge	8.1	8.3	-0.2	5	2.4	2.8	-0.4	4.6	3.6	1.0	4.2	3.7	0.5	5.0	4.5	0.5	1.6	1.7	-0.1	0.8	1.0	-0.2	2.1	1.5	0.6
Gold Sport*	0.6	0.7	-0.1	18	*	*	*	0.3	0.3	0.0	0.3	0.3	0.0	0.3	0.3	0.0	*	*	*	0.2	0.2	0.0	*	*	*
Hokonui	6.2	6.4	-0.2	10	0.4	0.4	0.0	1.4	1.8	-0.4	1.6	1.8	-0.2	3.2	2.9	0.3	2.8	2.9	-0.1	2.3	2.6	-0.3	1.4	1.4	0.0
Life FM	1.7	1.7	0.0	13	0.5	0.4	0.1	0.5	0.1	0.4	0.3	0.1	0.2	0.4	0.3	0.1	0.7	0.9	-0.2	0.7	1.0	-0.3	0.2	0.2	0.0
Magic	9.6	9.2	0.4	4	0.3	0.3	0.0	0.7	0.7	0.0	0.6	0.8	-0.2	2.0	1.3	0.7	3.8	3.2	0.6	5.9	6.1	-0.2	0.5	0.7	-0.2
More FM	16.9	15.1	1.8	1	5.1	4.5	0.6	5.6	4.6	1.0	5.5	4.7	0.8	8.9	7.7	1.2	4.9	4.4	0.5	2.7	2.7	0.0	3.3	3.6	-0.3
Newstalk ZB	7.5	6.7	0.8	7	0.4	*	*	0.9	0.5	0.4	0.6	0.5	0.1	1.8	1.2	0.6	2.2	1.8	0.4	2.2	2.4	-0.2	0.4	0.4	0.0
Radio Hauraki	5.9	4.0	1.9	11	0.7	0.2	0.5	3.2	1.8	1.4	3.2	2.3	0.9	4.6	3.3	1.3	1.7	1.3	0.4	0.6	0.6	0.0	1.3	0.9	0.4
Rhema	0.9	0.9	0.0	16	*	*	*	0.3	0.3	0.0	0.4	0.4	0.0	0.4	0.4	0.0	0.3	0.3	0.0	0.4	0.3	0.1	0.2	0.1	0.1
Rock	12.4	14.0	-1.6	2	3.3	5.0	-1.7	6.2	7.2	-1.0	6.5	7.1	-0.6	7.9	8.2	-0.3	2.3	1.6	0.7	1.2	0.8	0.4	1.9	2.3	-0.4
SENZ Sport	0.8	0.5	0.3	17	0.3	*	*	0.4	0.2	0.2	0.1	0.2	-0.1	0.1	0.2	-0.1	0.1	*	*	0.1	*	*	*	*	*
Star	1.0	0.7	0.3	15	0.3	*	*	0.3	*	*	0.1	*	*	0.1	0.2	-0.1	0.4	0.5	-0.1	0.5	0.3	0.2	*	*	*
Tahu FM	1.2	0.7	0.5	14	0.4	0.2	0.2	0.3	0.1	0.2	0.5	0.3	0.2	0.5	0.3	0.2	0.3	0.2	0.1	0.3	0.2	0.1	0.1	*	*
The Hits	4.8	5.3	-0.5	12	1.2	1.2	0.0	2.2	1.6	0.6	1.6	1.7	-0.1	2.1	2.7	-0.6	1.4	1.6	-0.2	1.5	1.1	0.4	1.4	1.3	0.1
The Sound	6.3	7.3	-1.0	9	0.6	1.2	-0.6	1.0	2.2	-1.2	1.4	2.3	-0.9	3.2	4.4	-1.2	3.5	3.4	0.1	2.5	1.7	0.8	1.3	1.0	0.3
ZM	7.7	7.6	0.1	6	2.5	2.4	0.1	4.4	4.8	-0.4	3.8	4.4	-0.6	4.8	5.0	-0.2	1.4	0.7	0.7	0.5	0.2	0.3	2.0	1.5	0.5
MediaWorks Combo	47.2	49.3	-2.1		10.3	10.4	-0.1	14.7	15.1	-0.4	13.6	15.2	-1.6	21.5	22.6	-1.1	15.7	15.6	0.1	13.6	13.8	-0.2	7.2	8.7	-1.5
NZME Combo	32.7	30.0	2.7		5.8	4.1	1.7	11.3	9.0	2.3	9.7	8.9	0.8	15.0	13.5	1.5	9.9	9.3	0.6	8.1	8.3	-0.2	5.5	4.6	0.9
All Commercial Radio	64.8	64.1	0.7		12.8	12.2	0.6	18.8	18.0	0.8	17.8	18.0	-0.2	28.3	27.7	0.6	20.8	20.6	0.2	17.9	18.3	-0.4	9.9	10.8	-0.9
Potential (000)	81.1	81.2	-0.1		17.0	17.1	-0.1	24.1	24.6	-0.5	23.3	23.6	-0.3	34.8	35.1	-0.3	23.8	23.9	-0.1	21.8	21.7	0.1	11.7	13.4	-1.7
Sample	842	827	15		112	113	-1	181	179	2	199	184	15	312	288	24	231	215	16	297	302	-5	124	118	6

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	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	6.9	6.8	0.1	3	5.5	5.6	-0.1	7.3	6.7	0.6	6.3	5.1	1.2	2.6	1.8	0.8	2.5	1.9	0.6	5.8	6.0	-0.2
Coast	4.9	3.5	1.4	7	3.2	3.5	-0.3	3.9	3.4	0.5	2.9	2.1	0.8	0.8	0.8	0.0	0.8	0.6	0.2	4.0	3.8	0.2
Edge	3.4	3.3	0.1	9	3.4	2.6	0.8	4.0	4.2	-0.2	4.0	4.3	-0.3	1.6	1.0	0.6	1.0	0.8	0.2	4.3	4.8	-0.5
Gold Sport*	0.3	0.2	0.1	16	0.1	0.3	-0.2	*	0.1	*	0.3	0.3	0.0	0.1	0.1	0.0	0.2	0.1	0.1	0.5	0.5	0.0
Hokonui	3.8	3.8	0.0	8	3.8	3.7	0.1	4.7	4.9	-0.2	2.8	2.4	0.4	1.5	1.1	0.4	0.8	0.3	0.5	4.5	4.2	0.3
Life FM	1.1	1.2	-0.1	13	0.7	0.3	0.4	0.6	0.8	-0.2	0.5	0.3	0.2	0.1	0.1	0.0	*	*	*	0.7	0.9	-0.2
Magic	5.7	5.3	0.4	5	5.9	5.5	0.4	6.1	5.5	0.6	4.4	4.1	0.3	1.9	2.1	-0.2	1.1	1.1	0.0	6.4	5.9	0.5
More FM	10.8	7.7	3.1	1	7.8	7.4	0.4	10.0	8.7	1.3	8.8	7.5	1.3	2.9	3.0	-0.1	2.1	1.6	0.5	10.0	8.7	1.3
Newstalk ZB	5.8	5.8	0.0	4	4.6	3.8	0.8	4.2	4.4	-0.2	2.8	2.9	-0.1	3.8	3.5	0.3	2.8	2.9	-0.1	6.0	5.9	0.1
Radio Hauraki	2.8	1.8	1.0	11	2.7	2.0	0.7	4.0	2.6	1.4	3.5	2.2	1.3	1.0	0.7	0.3	0.8	0.8	0.0	2.9	1.8	1.1
Rhema	*	*	*	*	0.3	0.3	0.0	0.4	0.4	0.0	0.3	0.3	0.0	*	*	*	*	*	*	0.7	0.8	-0.1
Rock	7.5	9.0	-1.5	2	5.5	6.8	-1.3	9.0	10.8	-1.8	7.7	9.2	-1.5	3.1	4.0	-0.9	2.0	2.3	-0.3	6.1	7.2	-1.1
SENZ Sport	0.1	0.1	0.0	17	0.2	0.2	0.0	0.2	0.2	0.0	0.1	0.2	-0.1	*	*	*	*	*	*	0.5	0.2	0.3
Star	0.7	0.3	0.4	15	0.7	0.6	0.1	0.4	0.2	0.2	0.5	0.4	0.1	0.1	0.1	0.0	0.1	0.2	-0.1	0.4	0.1	0.3
Tahu FM	1.1	0.6	0.5	13	0.3	0.4	-0.1	0.5	0.2	0.3	0.2	*	*	0.1	0.1	0.0	0.3	0.2	0.1	0.7	0.4	0.3
The Hits	1.9	3.0	-1.1	12	2.4	2.0	0.4	2.6	2.4	0.2	1.3	1.9	-0.6	0.6	1.3	-0.7	0.6	1.3	-0.7	2.8	3.2	-0.4
The Sound	3.2	3.6	-0.4	10	3.4	3.5	-0.1	4.0	4.4	-0.4	3.4	4.5	-1.1	0.8	1.1	-0.3	0.4	0.7	-0.3	4.2	4.5	-0.3
ZM	5.1	4.8	0.3	6	3.4	3.1	0.3	4.9	4.6	0.3	5.0	5.1	-0.1	1.4	1.7	-0.3	0.3	0.6	-0.3	4.7	4.0	0.7
MediaWorks Combo	31.5	33.0	-1.5		26.3	29.5	-3.2	33.9	35.9	-2.0	29.0	30.6	-1.6	11.6	13.0	-1.4	8.4	9.4	-1.0	32.5	33.8	-1.3
NZME Combo	22.6	21.0	1.6		18.8	17.7	1.1	22.2	20.8	1.4	16.7	15.3	1.4	8.5	8.7	-0.2	5.7	5.8	-0.1	22.3	21.2	1.1
All Commercial Radio	51.2	48.8	2.4		42.7	43.0	-0.3	51.0	50.6	0.4	42.9	41.8	1.1	20.4	20.3	0.1	13.7	14.4	-0.7	50.0	49.2	0.8

MediaWorks Combo: Breeze, Edge, Magic, More FM, Rock, The Sound, Today FM (until S4 2022), or internet only listening to George FM, Mai, Humm FM

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

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



SOUTHLAND COMMERCIAL RADIO - SURVEY 1 2023

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

Survey Comparisons: 4/2022 - 1/2023

This Survey Period: Sun Apr 10 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 2023

Last Survey Period: Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 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	12:09	11:47	0:22	9:33	6:50	2:43	13:26	8:42	4:44	12:07	7:59	4:07	12:14	10:00	2:14	13:28	14:27	-0:59	13:31	15:06	-1:34	9:01	9:29	-0:28
Coast	10:43	11:21	-0:38	7:30	12:04	-4:33	4:57	8:11	-3:14	3:17	4:38	-1:21	9:28	8:24	1:04	17:55	15:18	2:36	14:05	14:12	-0:06	2:58	3:34	-0:36
Edge	6:22	6:13	0:09	9:07	7:18	1:49	6:04	6:39	-0:34	4:03	5:51	-1:48	4:45	5:30	-0:45	8:28	5:24	3:04	8:25	6:26	1:59	3:47	3:47	-0:00
Gold Sport*	5:59	6:18	-0:19	*	*	*	3:22	2:30	0:52	3:22	2:30	0:52	3:22	2:30	0:52	*	*	*	1:04	3:13	-2:08	*	*	*
Hokonui	14:04	12:44	1:19	28:07	29:15	-1:08	11:00	8:31	2:29	9:51	8:17	1:33	14:47	11:45	3:01	15:40	13:59	1:40	11:04	11:46	-0:42	17:12	17:49	-0:36
Life FM	2:19	2:08	0:10	2:58	2:52	0:06	2:14	0:15	1:59	1:25	0:15	1:10	1:41	1:36	0:05	2:36	2:28	0:07	2:12	2:00	0:11	5:25	5:09	0:16
Magic	16:06	15:11	0:55	33:45	5:25	28:19	19:09	11:58	7:11	11:13	18:32	-7:18	10:43	16:53	-6:10	11:48	11:53	-0:05	16:40	15:06	1:34	17:39	18:48	-1:09
More FM	8:16	8:04	0:11	7:24	6:50	0:34	8:09	6:53	1:15	6:37	7:41	-1:03	8:25	8:51	-0:25	11:39	10:16	1:22	9:41	8:17	1:23	6:05	8:41	-2:36
Newstalk ZB	20:37	22:51	-2:13	1:00	*	*	2:53	4:34	-1:41	4:59	4:34	0:24	11:37	12:45	-1:08	13:17	15:08	-1:50	20:32	21:45	-1:13	9:53	7:03	2:50
Radio Hauraki	8:24	8:31	-0:06	5:39	1:58	3:40	6:21	7:23	-1:02	7:25	7:00	0:25	8:54	9:26	-0:32	10:56	12:27	-1:30	7:56	5:08	2:47	5:44	5:35	0:09
Rhema	3:23	3:03	0:19	*	*	*	0:35	0:40	-0:04	0:31	0:32	-0:01	0:31	0:32	-0:01	5:46	5:48	-0:01	5:45	5:43	0:01	0:15	0:15	0:00
Rock	11:27	16:23	-4:56	6:53	20:13	-13:19	11:11	17:27	-6:16	12:40	14:01	-1:20	12:48	14:56	-2:07	13:40	15:20	-1:39	14:57	7:46	7:11	13:54	19:32	-5:38
SENZ Sport	3:36	2:19	1:16	1:00	*	*	1:00	0:50	0:10	1:00	0:50	0:10	1:00	0:50	0:10	15:00	*	*	11:53	*	*	*	*	*
Star	7:39	5:48	1:50	2:00	*	*	2:00	*	*	15:30	*	*	15:30	5:00	10:30	10:39	6:28	4:11	10:05	7:40	2:24	*	*	*
Tahu FM	7:15	5:45	1:29	7:31	1:15	6:16	4:24	0:15	4:09	4:09	2:31	1:37	4:09	2:31	1:37	13:19	16:30	-3:10	13:19	16:30	-3:10	7:00	*	*
The Hits	9:30	9:03	0:26	4:52	4:40	0:12	4:56	10:25	-5:29	5:50	10:52	-5:01	8:13	9:10	-0:56	15:41	7:42	7:58	15:38	12:44	2:53	7:40	14:58	-7:18
The Sound	13:48	14:09	-0:21	2:44	5:16	-2:31	5:44	11:00	-5:15	9:50	10:50	-1:00	11:27	15:15	-3:48	15:10	18:22	-3:12	19:35	17:17	2:17	13:57	9:47	4:09
ZM	9:08	8:36	0:31	9:53	9:45	0:08	10:15	9:25	0:50	8:56	7:52	1:04	8:42	7:38	1:04	8:39	9:39	-1:00	9:32	19:35	-10:02	8:06	7:24	0:41
MediaWorks Combo	15:14	17:24	-2:09	10:53	16:38	-5:45	14:36	16:41	-2:04	14:57	15:57	-0:59	15:17	18:01	-2:43	16:29	18:05	-1:36	18:23	16:26	1:56	13:46	15:03	-1:16
NZME Combo	14:52	15:06	-0:14	9:35	11:43	-2:08	9:21	11:25	-2:03	9:31	10:17	-0:46	12:53	11:51	1:02	16:48	15:10	1:37	16:53	17:17	-0:24	11:37	14:14	-2:36
All Commercial Radio	20:37	21:29	-0:51	13:34	18:14	-4:40	17:40	19:45	-2:04	17:40	18:56	-1:15	20:09	21:06	-0:56	23:52	22:12	1:40	24:25	21:44	2:40	17:24	18:39	-1:14
Potential (000)	81.1	81.2	-0.1	17.0	17.1	-0.1	24.1	24.6	-0.5	23.3	23.6	-0.3	34.8	35.1	-0.3	23.8	23.9	-0.1	21.8	21.7	0.1	11.7	13.4	-1.7
Sample	842	827	15	112	113	-1	181	179	2	199	184	15	312	288	24	231	215	16	297	302	-5	124	118	6

MediaWorks Combo: Breeze, Edge, Magic, More FM, Rock, The Sound, Today FM (until S4 2022), or internet only listening to George FM, Mai, Humm FM

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

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



SOUTHLAND COMMERCIAL RADIO - SURVEY 1 2023

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

Survey Comparisons: 4/2022 - 1/2023

This Survey Period: Sun Apr 10 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 2023

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

	This	Last	+/-
Potential (000)	81.1	81.2	-0.1
Sample Size	842	827	15

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

MediaWorks Combo: Breeze, Edge, Magic, More FM, Rock, The Sound, Today FM (until S4 2022), or internet only listening to George FM, Mai, Humm FM

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

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