



# SOUTHLAND COMMERCIAL RADIO - SURVEY 2 2024

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

Survey Comparisons: 1/2024 - 2/2024

This Survey Period: Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024

Last Survey Period: Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 2024

	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	9.2	8.0	1.2	4	9.9	8.0	1.9	7.7	10.6	-2.9	8.1	11.0	-2.9	7.9	10.0	-2.1	9.9	6.8	3.1	11.9	6.1	5.8	5.1	6.9	-1.8
Channel X	5.6	n.a.	*	7	8.3	n.a.	*	10.8	n.a.	*	9.2	n.a.	*	8.4	n.a.	*	4.6	n.a.	*	2.2	n.a.	*	4.5	n.a.	*
Coast	4.7	4.1	0.6	9	1.5	2.6	-1.1	0.7	0.7	0.0	0.7	1.2	-0.5	1.0	2.1	-1.1	6.1	4.9	1.2	8.2	6.1	2.1	2.7	1.7	1.0
Edge	3.8	3.6	0.2	12	5.8	6.3	-0.5	6.1	5.7	0.4	6.8	5.9	0.9	5.9	5.8	0.1	2.4	2.9	-0.5	1.1	0.5	0.6	9.7	7.8	1.9
Gold Sport	0.1	0.1	0.0	18	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	*	0.1	*	*	*	*	0.1	0.1	0.0	*	*	*
Hokonui	4.4	4.0	0.4	10	1.1	1.0	0.1	3.3	1.9	1.4	3.2	2.3	0.9	3.7	4.0	-0.3	6.3	5.2	1.1	6.3	4.3	2.0	0.5	0.5	0.0
Life FM	0.2	0.1	0.1	17	*	0.5	*	0.2	0.4	-0.2	0.3	0.2	0.1	0.3	0.2	0.1	0.2	0.1	0.1	0.1	*	*	0.4	0.3	0.1
Magic	11.7	12.5	-0.8	3	0.3	5.8	-5.5	2.0	4.3	-2.3	2.7	2.4	0.3	3.1	3.6	-0.5	13.4	11.5	1.9	23.7	23.1	0.6	5.3	6.9	-1.6
More FM	13.4	12.4	1.0	2	18.4	18.7	-0.3	14.5	11.8	2.7	15.9	12.7	3.2	17.0	15.1	1.9	16.0	15.7	0.3	10.0	9.4	0.6	34.5	19.8	14.7
Newstalk ZB	8.2	8.0	0.2	5	*	0.3	*	1.2	1.2	0.0	1.9	1.4	0.5	4.0	3.6	0.4	6.0	6.2	-0.2	9.1	8.2	0.9	1.9	1.9	0.0
Radio Hauraki	3.0	3.3	-0.3	13	7.7	7.5	0.2	5.0	6.2	-1.2	2.8	4.2	-1.4	3.9	4.6	-0.7	3.5	2.6	0.9	0.9	0.8	0.1	2.8	5.0	-2.2
Rhema	0.5	0.7	-0.2	15	0.1	*	*	*	*	*	*	*	*	0.2	0.2	0.0	1.5	1.7	-0.2	1.3	1.7	-0.4	0.1	0.1	0.0
Rock	14.9	14.5	0.4	1	21.6	20.8	0.8	26.4	26.0	0.4	25.6	26.8	-1.2	23.0	21.7	1.3	10.5	10.2	0.3	5.2	6.2	-1.0	13.5	16.6	-3.1
SENZ Sport	1.1	1.4	-0.3	14	*	0.2	*	*	0.1	*	0.7	1.1	-0.4	0.5	0.7	-0.2	1.2	1.5	-0.3	2.5	3.3	-0.8	1.5	2.1	-0.6
Star	0.3	0.6	-0.3	16	*	0.4	*	*	0.1	*	*	0.3	*	*	0.2	*	*	0.4	*	0.9	1.4	-0.5	*	*	*
Tahu FM	*	0.5	*	*	*	2.2	*	*	0.4	*	*	0.4	*	*	0.3	*	*	0.4	*	*	0.4	*	*	0.4	*
The Hits	5.5	5.6	-0.1	8	14.3	10.1	4.2	10.6	9.9	0.7	8.0	7.1	0.9	6.0	5.7	0.3	2.1	4.7	-2.6	2.9	5.1	-2.2	7.0	9.8	-2.8
The Sound	5.7	7.0	-1.3	6	2.8	2.6	0.2	2.3	2.2	0.1	4.1	3.5	0.6	5.2	5.0	0.2	9.4	11.7	-2.3	8.1	12.3	-4.2	2.5	6.9	-4.4
ZM	3.9	5.2	-1.3	11	5.7	5.3	0.4	6.6	10.1	-3.5	6.8	11.4	-4.6	5.9	9.3	-3.4	2.5	3.5	-1.0	1.4	1.2	0.2	6.9	7.9	-1.0
MediaWorks Combo	64.8	58.4	6.4		68.8	64.9	3.9	70.9	61.4	9.5	73.3	62.7	10.6	71.0	61.5	9.5	66.1	58.9	7.2	62.1	57.7	4.4	75.2	64.8	10.4
NZME Combo	29.8	30.3	-0.5		30.5	27.0	3.5	28.1	30.6	-2.5	24.0	28.1	-4.1	25.0	29.5	-4.5	26.5	27.1	-0.6	29.0	25.8	3.2	22.3	27.1	-4.8
Potential (000)	82.5	82.5	0.0		17.3	17.3	0.0	25.5	24.8	0.7	23.9	23.9	0.0	35.5	35.5	0.0	23.8	23.8	0.0	21.9	21.9	0.0	13.2	12.7	0.5
Sample	806	859	-53		142	144	-2	205	217	-12	216	234	-18	311	354	-43	213	234	-21	259	262	-3	137	142	-5

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

MediaWorks Combo: Breeze, Channel X (from S2 2024), Edge, Magic, More FM, Rock, The Sound or internet only listening to George FM, Mai, Humm FM

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



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	This	Last	+/-
Potential (000)	82.5	82.5	0.0
Sample Size	806	859	-53

	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	6.8	5.8	1.0	5	8.5	7.2	1.3	10.7	8.2	2.5	9.0	7.6	1.4	8.6	10.0	-1.4	14.1	12.4	1.7	9.4	9.0	0.4
Channel X	4.9	n.a.	*	7	7.1	n.a.	*	6.8	n.a.	*	5.4	n.a.	*	2.0	n.a.	*	6.1	n.a.	*	4.1	n.a.	*
Coast	3.8	4.2	-0.4	12	5.8	4.8	1.0	4.9	4.0	0.9	5.2	4.5	0.7	3.7	3.2	0.5	4.0	5.9	-1.9	4.1	2.9	1.2
Edge	4.3	3.8	0.5	10	1.8	1.9	-0.1	3.6	3.3	0.3	3.9	4.7	-0.8	5.5	6.1	-0.6	3.5	2.5	1.0	5.0	4.3	0.7
Gold Sport	*	*	*	*	*	*	*	*	*	*	0.1	0.1	0.0	0.2	0.1	0.1	*	0.3	*	0.2	0.2	0.0
Hokonui	4.8	4.2	0.6	8	4.5	3.6	0.9	5.7	4.9	0.8	2.5	2.8	-0.3	3.4	3.6	-0.2	4.5	2.0	2.5	3.6	4.2	-0.6
Life FM	0.1	0.3	-0.2	17	0.2	0.3	-0.1	0.2	*	*	0.1	0.1	0.0	0.1	*	*	*	*	*	0.4	0.2	0.2
Magic	8.9	10.4	-1.5	4	13.0	14.3	-1.3	10.8	11.4	-0.6	10.5	11.4	-0.9	9.7	8.3	1.4	10.8	10.0	0.8	15.4	16.1	-0.7
More FM	16.5	15.1	1.4	1	12.5	11.3	1.2	10.7	11.7	-1.0	14.3	12.7	1.6	12.1	7.1	5.0	13.3	14.3	-1.0	14.8	12.5	2.3
Newstalk ZB	10.3	10.4	-0.1	3	6.3	5.6	0.7	4.3	4.0	0.3	7.8	6.1	1.7	19.7	21.3	-1.6	13.3	17.2	-3.9	9.1	9.0	0.1
Radio Hauraki	3.1	3.7	-0.6	13	4.3	3.4	0.9	3.6	3.7	-0.1	3.6	4.7	-1.1	1.8	2.6	-0.8	0.4	0.6	-0.2	1.6	2.2	-0.6
Rhema	0.2	0.3	-0.1	16	0.5	0.6	-0.1	0.3	0.4	-0.1	0.8	1.0	-0.2	1.5	1.8	-0.3	*	*	*	0.8	0.9	-0.1
Rock	16.5	13.0	3.5	1	15.2	15.0	0.2	17.6	17.6	0.0	17.1	16.9	0.2	14.3	17.5	-3.2	12.4	10.8	1.6	9.2	10.3	-1.1
SENZ Sport	1.1	1.3	-0.2	14	1.5	2.1	-0.6	0.7	1.2	-0.5	0.6	0.7	-0.1	1.6	1.5	0.1	0.7	0.7	0.0	1.6	1.8	-0.2
Star	0.4	0.6	-0.2	15	0.3	0.8	-0.5	0.1	0.3	-0.2	0.8	1.1	-0.3	*	*	*	*	0.3	*	0.4	0.8	-0.4
Tahu FM	*	1.3	*	*	*	0.4	*	*	0.6	*	*	0.3	*	0.1	0.1	0.0	*	0.6	*	*	0.3	*
The Hits	4.3	4.6	-0.3	10	6.8	6.7	0.1	6.3	7.3	-1.0	4.9	4.2	0.7	3.1	2.6	0.5	9.4	7.6	1.8	4.2	4.2	0.0
The Sound	4.7	6.5	-1.8	9	6.6	8.4	-1.8	6.3	7.9	-1.6	6.0	7.0	-1.0	2.5	2.4	0.1	4.5	4.9	-0.4	6.0	6.6	-0.6
ZM	5.7	6.4	-0.7	6	2.5	5.0	-2.5	4.2	5.8	-1.6	3.4	4.9	-1.5	2.6	3.4	-0.8	1.1	2.4	-1.3	4.3	5.0	-0.7
MediaWorks Combo	63.1	54.9	8.2		64.9	58.2	6.7	67.2	60.3	6.9	66.4	61.0	5.4	55.3	52.2	3.1	64.5	54.9	9.6	64.9	59.9	5.0
NZME Combo	32.1	33.5	-1.4		30.0	29.1	0.9	29.5	29.9	-0.4	27.9	27.6	0.3	34.4	36.8	-2.4	32.7	36.2	-3.5	27.2	27.9	-0.7

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

MediaWorks Combo: Breeze, Channel X (from S2 2024), Edge, Magic, More FM, Rock, The Sound or internet only listening to George FM, Mai, Humm FM

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



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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	12.2	9.9	2.3	3	1.7	1.4	0.3	3.4	3.2	0.2	4.1	3.5	0.6	5.8	5.2	0.6	4.1	3.2	0.9	4.4	3.0	1.4	1.8	1.8	0.0
Channel X	7.1	n.a.	*	7	2.2	n.a.	*	3.5	n.a.	*	3.2	n.a.	*	4.2	n.a.	*	1.5	n.a.	*	0.8	n.a.	*	0.8	n.a.	*
Coast	5.1	5.3	-0.2	13	0.3	0.9	-0.6	0.9	1.2	-0.3	0.8	1.0	-0.2	1.4	1.6	-0.2	1.8	1.7	0.1	2.3	2.0	0.3	0.5	0.5	0.0
Edge	10.4	8.7	1.7	4	2.6	2.0	0.6	5.6	4.9	0.7	6.1	4.9	1.2	7.1	6.2	0.9	1.5	1.7	-0.2	0.7	0.5	0.2	2.9	2.9	0.0
Gold Sport	0.2	0.1	0.1	17	*	*	*	0.2	0.1	0.1	0.2	0.1	0.1	0.2	0.1	0.1	*	*	*	*	*	*	*	*	*
Hokonui	5.8	4.7	1.1	11	0.4	0.4	0.0	1.7	0.7	1.0	1.7	0.9	0.8	2.8	1.9	0.9	2.5	2.0	0.5	2.0	1.7	0.3	0.2	0.2	0.0
Life FM	1.1	0.8	0.3	14	0.1	0.3	-0.2	0.3	0.5	-0.2	0.4	0.3	0.1	0.8	0.4	0.4	0.5	0.2	0.3	0.2	0.1	0.1	0.2	0.1	0.1
Magic	9.6	10.0	-0.4	5	0.2	0.5	-0.3	1.0	1.0	0.0	1.2	0.9	0.3	1.8	2.1	-0.3	3.1	3.8	-0.7	5.8	5.6	0.2	0.6	0.6	0.0
More FM	17.0	17.8	-0.8	1	4.2	4.4	-0.2	5.9	5.9	0.0	6.4	6.4	0.0	9.4	9.9	-0.5	5.8	6.3	-0.5	3.3	3.3	0.0	4.7	4.5	0.2
Newstalk ZB	6.4	7.0	-0.6	10	0.1	0.5	-0.4	0.5	0.8	-0.3	0.7	0.6	0.1	1.8	1.8	0.0	2.2	2.6	-0.4	2.7	2.8	-0.1	0.4	0.4	0.0
Radio Hauraki	5.4	6.3	-0.9	12	1.2	1.3	-0.1	2.3	3.7	-1.4	2.4	3.3	-0.9	3.9	4.8	-0.9	1.8	1.7	0.1	0.3	0.3	0.0	1.3	1.7	-0.4
Rhema	0.6	0.5	0.1	16	0.1	0.1	0.0	*	*	*	*	*	*	0.3	0.2	0.1	0.4	0.4	0.0	0.1	0.2	-0.1	0.1	0.1	0.0
Rock	13.9	12.8	1.1	2	3.1	2.8	0.3	6.9	6.6	0.3	7.2	6.8	0.4	9.6	8.8	0.8	3.3	2.9	0.4	1.1	1.2	-0.1	2.4	2.8	-0.4
SENZ Sport	1.1	1.4	-0.3	14	*	0.3	*	0.2	0.4	-0.2	0.4	0.3	0.1	0.5	0.4	0.1	0.3	0.4	-0.1	0.5	0.7	-0.2	0.1	0.2	-0.1
Star	0.2	0.6	-0.4	17	*	0.3	*	*	0.3	*	*	0.1	*	*	0.1	*	*	0.1	*	0.1	0.2	-0.1	*	*	*
Tahu FM	0.1	1.1	-1.0	19	*	0.5	*	*	0.3	*	*	0.3	*	*	0.3	*	0.1	0.3	-0.2	0.1	0.3	-0.2	*	0.1	*
The Hits	7.0	6.3	0.7	8	2.3	1.8	0.5	2.9	3.3	-0.4	2.8	2.7	0.1	3.5	3.3	0.2	1.3	1.3	0.0	1.3	1.2	0.1	1.8	2.2	-0.4
The Sound	6.5	6.9	-0.4	9	1.4	1.3	0.1	2.2	1.8	0.4	1.6	1.1	0.5	2.1	2.1	0.0	2.6	3.3	-0.7	2.6	3.1	-0.5	0.5	0.9	-0.4
ZM	8.8	8.2	0.6	6	2.3	1.9	0.4	4.8	4.6	0.2	5.1	4.9	0.2	5.9	5.8	0.1	1.2	1.3	-0.1	0.7	0.6	0.1	2.6	2.4	0.2
MediaWorks Combo	53.8	48.6	5.2		10.4	9.2	1.2	18.3	16.0	2.3	18.5	15.8	2.7	26.6	23.9	2.7	16.6	15.9	0.7	14.1	12.9	1.2	9.4	9.0	0.4
NZME Combo	30.8	30.8	0.0		4.6	5.4	-0.8	10.3	11.7	-1.4	10.7	10.8	-0.1	15.5	15.1	0.4	8.8	8.3	0.5	7.4	6.9	0.5	5.0	5.4	-0.4
All Commercial Radio	66.7	65.1	1.6		11.3	11.7	-0.4	20.7	20.3	0.4	21.5	20.0	1.5	31.9	30.5	1.4	20.7	20.6	0.1	17.9	17.3	0.6	10.9	10.9	0.0
Potential (000)	82.5	82.5	0.0		17.3	17.3	0.0	25.5	24.8	0.7	23.9	23.9	0.0	35.5	35.5	0.0	23.8	23.8	0.0	21.9	21.9	0.0	13.2	12.7	0.5
Sample	806	859	-53		142	144	-2	205	217	-12	216	234	-18	311	354	-43	213	234	-21	259	262	-3	137	142	-5

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	This	Last	+/-
Potential (000)	82.5	82.5	0.0
Sample Size	806	859	-53

	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	5.7	5.1	0.6	3	5.9	4.9	1.0	8.0	6.1	1.9	7.4	5.8	1.6	3.2	3.1	0.1	2.0	2.2	-0.2	7.3	5.6	1.7
Channel X	4.8	n.a.	*	6	3.7	n.a.	*	5.3	n.a.	*	4.4	n.a.	*	1.3	n.a.	*	0.7	n.a.	*	2.9	n.a.	*
Coast	2.1	2.8	-0.7	13	2.8	2.7	0.1	2.8	3.0	-0.2	2.8	2.9	-0.1	1.3	1.1	0.2	0.4	0.7	-0.3	2.4	2.3	0.1
Edge	5.5	4.3	1.2	4	2.8	3.3	-0.5	5.0	4.2	0.8	4.6	4.2	0.4	2.5	2.7	-0.2	1.4	1.0	0.4	5.9	5.2	0.7
Gold Sport	0.1	0.1	0.0	18	*	*	*	0.1	*	*	0.2	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0
Hokonui	3.2	2.4	0.8	11	2.6	2.0	0.6	3.9	3.3	0.6	1.9	1.9	0.0	0.8	1.2	-0.4	0.8	0.7	0.1	2.8	2.4	0.4
Life FM	0.3	0.4	-0.1	15	0.6	0.7	-0.1	0.7	0.2	0.5	0.3	0.1	0.2	0.3	0.1	0.2	*	*	*	0.8	0.2	0.6
Magic	4.8	5.4	-0.6	6	5.6	5.9	-0.3	6.1	6.4	-0.3	5.3	4.6	0.7	2.3	1.6	0.7	2.2	1.8	0.4	6.8	7.0	-0.2
More FM	12.2	12.8	-0.6	1	9.4	9.0	0.4	10.7	11.0	-0.3	9.4	9.2	0.2	3.8	2.7	1.1	2.6	2.9	-0.3	11.5	11.4	0.1
Newstalk ZB	4.7	4.6	0.1	8	3.6	3.9	-0.3	3.9	3.6	0.3	3.4	2.8	0.6	3.3	3.2	0.1	2.3	2.3	0.0	5.0	5.1	-0.1
Radio Hauraki	2.9	3.6	-0.7	12	3.2	3.5	-0.3	3.2	3.7	-0.5	2.8	3.1	-0.3	1.1	0.9	0.2	0.2	0.2	0.0	2.0	2.3	-0.3
Rhema	0.2	0.2	0.0	16	0.4	0.4	0.0	0.2	0.2	0.0	0.3	0.3	0.0	0.4	0.4	0.0	*	*	*	0.4	0.4	0.0
Rock	8.6	7.5	1.1	2	6.8	6.4	0.4	9.1	8.4	0.7	7.9	6.6	1.3	2.8	2.8	0.0	1.8	1.9	-0.1	7.3	7.2	0.1
SENZ Sport	0.4	0.4	0.0	14	0.4	0.6	-0.2	0.4	0.6	-0.2	0.3	0.3	0.0	0.3	0.3	0.0	0.1	0.1	0.0	1.0	1.3	-0.3
Star	0.2	0.5	-0.3	16	0.1	0.3	-0.2	0.1	0.3	-0.2	0.1	0.4	-0.3	*	*	*	*	0.1	*	0.1	0.3	-0.2
Tahu FM	*	0.9	*	*	0.1	0.3	-0.2	0.1	0.8	-0.7	0.1	0.3	-0.2	0.1	0.2	-0.1	*	0.2	*	*	0.5	*
The Hits	3.5	3.2	0.3	9	3.6	3.9	-0.3	4.8	4.4	0.4	3.7	3.0	0.7	1.1	0.9	0.2	1.1	0.8	0.3	3.4	3.0	0.4
The Sound	3.3	3.7	-0.4	10	3.7	4.0	-0.3	4.2	4.3	-0.1	3.9	3.9	0.0	0.7	0.9	-0.2	0.9	1.0	-0.1	3.3	3.4	-0.1
ZM	5.4	4.8	0.6	5	2.2	3.0	-0.8	4.8	5.5	-0.7	3.5	3.7	-0.2	1.4	1.2	0.2	0.3	0.3	0.0	4.8	5.1	-0.3
MediaWorks Combo	36.2	33.3	2.9		32.5	28.1	4.4	39.9	34.1	5.8	33.8	29.0	4.8	14.6	12.5	2.1	9.6	8.9	0.7	36.9	34.7	2.2
NZME Combo	19.6	19.8	-0.2		16.3	16.4	-0.1	20.6	20.6	0.0	16.9	16.0	0.9	8.8	8.3	0.5	4.9	4.6	0.3	18.2	17.5	0.7
All Commercial Radio	51.0	51.4	-0.4		44.2	42.7	1.5	52.5	49.8	2.7	45.6	43.0	2.6	22.0	20.7	1.3	13.0	13.3	-0.3	49.4	48.5	0.9

MediaWorks Combo: Breeze, Channel X (from S2 2024), Edge, Magic, More FM, Rock, The Sound or internet only listening to George FM, Mai, Humm FM

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



# SOUTHLAND COMMERCIAL RADIO - SURVEY 2 2024

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

Survey Comparisons: 1/2024 - 2/2024

This Survey Period: Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024

Last Survey Period: Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 2024

	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	9:11	9:56	-0:44	8:21	8:57	-0:36	8:36	11:55	-3:19	7:54	10:53	-2:59	7:47	10:45	-2:57	10:14	10:00	0:14	10:39	8:18	2:21	4:21	6:37	-2:16
Channel X	9:35	n.a.	*	5:28	n.a.	*	11:46	n.a.	*	11:26	n.a.	*	11:21	n.a.	*	12:56	n.a.	*	11:30	n.a.	*	9:32	n.a.	*
Coast	11:10	9:27	1:42	8:09	4:42	3:27	3:09	2:13	0:56	3:14	4:02	-0:47	4:11	6:59	-2:48	14:08	14:08	-0:00	14:17	12:38	1:38	7:50	5:57	1:52
Edge	4:27	5:05	-0:37	3:12	4:55	-1:42	4:06	4:09	-0:03	4:20	4:04	0:16	4:45	5:11	-0:26	7:00	8:09	-1:09	6:18	4:17	2:00	5:21	4:47	0:34
Gold Sport	2:57	5:55	-2:58	*	*	*	1:11	3:22	-2:11	1:11	3:22	-2:11	1:11	3:22	-2:11	*	*	*	16:00	16:00	0:00	*	*	*
Hokonui	9:12	10:27	-1:15	4:26	4:31	-0:05	7:40	9:55	-2:15	7:40	8:53	-1:12	7:22	11:41	-4:18	10:42	12:26	-1:43	12:49	10:33	2:16	4:21	5:49	-1:27
Life FM	2:01	2:13	-0:11	0:30	2:24	-1:54	3:06	3:02	0:04	2:39	2:17	0:22	2:24	2:24	0:00	1:48	1:44	0:03	1:24	1:13	0:10	3:33	3:47	-0:14
Magic	14:53	15:25	-0:31	2:30	17:27	-14:57	8:03	15:13	-7:09	8:39	8:53	-0:13	9:42	9:23	0:18	18:20	14:24	3:56	16:18	17:01	-0:43	14:52	19:39	-4:47
More FM	9:38	8:36	1:01	6:20	6:51	-0:31	9:17	7:12	2:05	9:50	6:44	3:06	10:15	8:26	1:48	11:45	11:59	-0:14	12:11	11:43	0:27	11:36	7:47	3:49
Newstalk ZB	15:28	14:10	1:18	0:15	0:52	-0:37	9:29	5:22	4:06	10:46	8:15	2:31	12:57	11:13	1:43	11:48	11:29	0:18	13:22	12:16	1:05	7:15	7:50	-0:35
Radio Hauraki	6:49	6:24	0:24	9:16	9:21	-0:04	8:16	6:02	2:13	4:34	4:22	0:11	5:44	5:20	0:24	8:21	7:22	0:58	10:39	10:50	-0:11	3:22	5:03	-1:40
Rhema	11:50	15:42	-3:51	0:36	0:38	-0:01	*	*	*	*	*	*	4:27	4:37	-0:10	14:57	19:10	-4:13	39:00	39:00	0:00	1:15	1:15	0:00
Rock	13:08	14:00	-0:52	10:05	11:44	-1:38	14:27	14:05	0:22	14:06	13:27	0:38	13:33	13:45	-0:11	13:39	16:47	-3:08	18:43	21:14	-2:31	8:57	10:37	-1:39
SENZ Sport	12:43	13:00	-0:16	*	1:00	*	0:45	0:54	-0:09	7:38	11:02	-3:23	6:12	9:08	-2:55	15:18	17:33	-2:14	19:42	19:46	-0:03	18:45	18:45	0:00
Star	24:36	12:20	12:15	1:00	1:47	-0:47	*	2:00	*	*	15:30	*	*	15:30	*	*	18:00	*	35:45	27:06	8:38	*	*	*
Tahu FM	1:15	6:23	-5:08	*	7:20	*	*	5:52	*	*	5:52	*	*	5:52	*	1:15	5:22	-4:07	1:15	5:22	-4:07	*	7:00	*
The Hits	9:29	10:50	-1:20	8:55	9:11	-0:16	14:02	10:41	3:20	11:30	8:59	2:30	9:55	9:37	0:17	7:01	17:59	-10:57	9:19	17:05	-7:46	6:02	7:49	-1:47
The Sound	10:46	12:35	-1:48	2:56	3:06	-0:09	4:05	4:24	-0:19	10:10	10:20	-0:09	14:04	13:20	0:44	15:33	16:57	-1:23	12:19	16:34	-4:15	7:37	14:18	-6:40
ZM	5:21	7:52	-2:31	3:32	4:34	-1:02	5:13	7:52	-2:39	5:18	7:55	-2:36	5:43	8:54	-3:11	8:55	13:13	-4:18	8:25	8:17	0:08	4:16	5:54	-1:37
MediaWorks Combo	14:43	14:52	-0:08	9:29	11:20	-1:51	14:45	13:39	1:05	15:38	13:34	2:03	15:11	14:17	0:54	17:01	17:43	-0:42	17:33	18:17	-0:44	12:43	12:48	-0:05
NZME Combo	11:49	12:10	-0:20	9:37	8:00	1:37	10:23	9:19	1:03	8:50	8:53	-0:03	9:09	10:49	-1:39	12:54	15:44	-2:50	15:40	15:19	0:21	7:07	8:51	-1:43
All Commercial Radio	18:19	18:59	-0:40	12:38	13:43	-1:04	18:20	17:32	0:48	18:23	17:04	1:19	17:48	18:11	-0:22	20:36	23:18	-2:42	22:16	23:43	-1:26	14:32	16:18	-1:46
Potential (000)	82.5	82.5	0.0	17.3	17.3	0.0	25.5	24.8	0.7	23.9	23.9	0.0	35.5	35.5	0.0	23.8	23.8	0.0	21.9	21.9	0.0	13.2	12.7	0.5
Sample	806	859	-53	142	144	-2	205	217	-12	216	234	-18	311	354	-43	213	234	-21	259	262	-3	137	142	-5

MediaWorks Combo: Breeze, Channel X (from S2 2024), Edge, Magic, More FM, Rock, The Sound or internet only listening to George FM, Mai, Humm FM

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



# SOUTHLAND COMMERCIAL RADIO - SURVEY 2 2024

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

Survey Comparisons: 1/2024 - 2/2024

This Survey Period: Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024

Last Survey Period: Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 2024

	This	Last	+/-
Potential (000)	82.5	82.5	0.0
Sample Size	806	859	-53

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

MediaWorks Combo: Breeze, Channel X (from S2 2024), Edge, Magic, More FM, Rock, The Sound or internet only listening to George FM, Mai, Humm FM

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