



SOUTHLAND COMMERCIAL RADIO - SURVEY 1 2021

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

Survey Comparisons: 4/2020 - 1/2021

This Survey Period: Sun Jan 19 to Sat Mar 28 2020 & Sun Jul 19 to Sat Nov 14 2020 & Sun Jan 31 to Sat Apr 10 2021

Last Survey Period: Sun Aug 25 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020 & Sun July 19 to Sat Nov 14 2020

	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	7.9	8.0	-0.1	6	3.3	1.9	1.4		4.7	6.2	-1.5		7.2	8.6	-1.4		8.3	8.0	0.3		11.4	11.2	0.2		10.9	12.2	-1.3		8.1	8.0	0.1	
Coast	5.5	7.1	-1.6	10	3.7	3.3	0.4		7.7	4.8	2.9		6.7	4.1	2.6		6.4	5.8	0.6		4.9	8.6	-3.7		4.6	9.4	-4.8		10.1	8.8	1.3	
Edge	6.1	7.6	-1.5	8	11.3	20.5	-9.2		9.9	15.1	-5.2		10.8	11.9	-1.1		8.9	9.6	-0.7		4.2	3.5	0.7		1.3	1.1	0.2		6.5	8.4	-1.9	
Hokonui	4.4	4.0	0.4	12	8.7	2.0	6.7		5.3	2.3	3.0		2.1	2.5	-0.4		2.5	3.4	-0.9		5.2	7.2	-2.0		5.4	5.7	-0.3		2.7	2.5	0.2	
Life FM	0.4	0.7	-0.3	15	0.5	0.5	0.0		1.1	2.0	-0.9		1.1	1.7	-0.6		0.7	1.2	-0.5		0.2	0.3	-0.1		0.1	0.1	0.0		0.3	0.8	-0.5	
Magic Music & Talk	14.5	12.9	1.6	1	1.3	0.6	0.7		2.7	2.1	0.6		2.9	2.8	0.1		4.1	3.7	0.4		15.1	12.0	3.1		31.2	27.9	3.3		7.1	9.2	-2.1	
More FM	9.7	12.3	-2.6	3	18.9	28.8	-9.9		15.3	18.2	-2.9		15.2	16.4	-1.2		13.0	14.9	-1.9		6.7	8.8	-2.1		2.4	3.1	-0.7		14.9	19.0	-4.1	
Newstalk ZB	9.1	6.8	2.3	4	0.1	0.1	0.0		2.2	0.1	2.1		2.5	0.1	2.4		2.7	1.4	1.3		5.8	3.8	2.0		15.0	12.3	2.7		1.5	2.1	-0.6	
Radio Hauraki	6.2	6.5	-0.3	7	7.4	13.5	-6.1		6.5	10.0	-3.5		5.8	7.1	-1.3		9.8	8.1	1.7		10.1	7.6	2.5		2.0	3.0	-1.0		2.3	2.6	-0.3	
Rhema	1.0	0.6	0.4	13	*	*	*		1.9	0.9	1.0		1.8	0.8	1.0		1.3	0.8	0.5		0.7	1.0	-0.3		1.1	0.6	0.5		0.3	*	*	
Rock	11.3	9.1	2.2	2	21.1	6.9	14.2		18.0	14.3	3.7		19.6	20.6	-1.0		16.3	15.4	0.9		8.7	6.1	2.6		2.9	3.2	-0.3		17.7	9.8	7.9	
Star	0.6	1.0	-0.4	14	*	*	*		0.1	*	*		0.1	*	*		*	*	*		0.8	1.1	-0.3		1.9	3.1	-1.2		*	1.3	*	
Tahu FM	*	*	*	*	*	*	*		*	0.1	*		*	0.1	*		*	*	*		*	*	*		*	*	*		*	*	*	
The Hits	4.6	5.0	-0.4	11	4.7	4.3	0.4		3.8	3.5	0.3		4.5	3.7	0.8		6.6	6.2	0.4		6.5	7.7	-1.2		2.5	3.8	-1.3		3.8	4.4	-0.6	
The Sound	8.7	8.9	-0.2	5	3.3	4.9	-1.6		3.0	3.6	-0.6		4.9	6.3	-1.4		8.1	10.7	-2.6		13.7	15.4	-1.7		14.1	10.4	3.7		11.3	13.0	-1.7	
ZM	5.7	5.3	0.4	9	13.5	10.3	3.2		14.0	15.5	-1.5		11.7	11.1	0.6		7.8	7.9	-0.1		1.9	1.4	0.5		1.0	0.6	0.4		12.0	8.5	3.5	
MediaWorks Combo	58.6	58.9	-0.3		60.2	64.2	-4.0		54.6	59.8	-5.2		61.0	66.7	-5.7		59.1	62.3	-3.2		59.9	57.0	2.9		62.8	57.9	4.9		65.6	67.5	-1.9	
NZME Combo	35.6	34.6	1.0		38.1	33.5	4.6		39.5	36.2	3.3		33.2	28.6	4.6		35.8	32.9	2.9		34.4	36.4	-2.0		30.7	34.9	-4.2		32.5	28.9	3.6	
Potential (000)	80.8	79.0	1.8		17.2	16.7	0.5		24.8	23.7	1.1		23.5	22.6	0.9		35.1	34.1	1.0		24.0	23.7	0.3		21.3	21.0	0.3		13.7	12.4	1.3	
Sample	874	831	43		140	134	6		217	205	12		260	235	25		373	349	24		250	250	0		282	259	23		155	148	7	

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

MediaWorks Combo: Breeze or Edge or Magic Music & Talk or More FM or Rock or The Sound or internet only listening to George FM or Mai

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

NZME and Partners



SOUTHLAND COMMERCIAL RADIO - SURVEY 1 2021

Station Share (%) by Daypart, People 10+
Survey Comparisons: 4/2020 - 1/2021

	This	Last	+/-
Potential (000)	80.8	79.0	1.8
Sample Size	874	831	43

This Survey Period: Sun Jan 19 to Sat Mar 28 2020 & Sun Jul 19 to Sat Nov 14 2020 & Sun Jan 31 to Sat Apr 10 2021
Last Survey Period: Sun Aug 25 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020 & Sun Jul 19 to Sat Nov 14 2020

	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	7.0	6.8	0.2	5	7.8	8.2	-0.4	8.9	9.3	-0.4	8.0	9.7	-1.7	6.0	8.4	-2.4	9.0	5.6	3.4	7.9	6.7	1.2
Coast	5.6	5.9	-0.3	8	8.0	9.3	-1.3	5.7	7.3	-1.6	3.9	5.9	-2.0	2.8	5.2	-2.4	5.1	6.9	-1.8	4.7	7.0	-2.3
Edge	6.1	8.5	-2.4	7	5.2	7.0	-1.8	5.8	7.6	-1.8	7.4	10.4	-3.0	9.7	7.8	1.9	13.5	12.7	0.8	4.3	4.8	-0.5
Hokonui	4.9	5.1	-0.2	11	4.5	3.5	1.0	6.3	5.3	1.0	3.8	3.9	-0.1	3.0	2.9	0.1	0.9	0.6	0.3	3.1	2.9	0.2
Life FM	0.3	0.6	-0.3	14	0.3	0.2	0.1	0.7	1.1	-0.4	0.5	0.9	-0.4	0.1	0.2	-0.1	0.1	*	*	0.5	0.8	-0.3
Magic Music & Talk	14.2	14.3	-0.1	1	15.4	14.1	1.3	11.8	10.3	1.5	14.2	10.5	3.7	21.8	15.9	5.9	10.4	19.2	-8.8	16.2	12.9	3.3
More FM	9.2	11.4	-2.2	4	8.7	11.5	-2.8	10.8	13.7	-2.9	13.3	13.5	-0.2	4.1	6.7	-2.6	8.6	8.8	-0.2	9.5	13.7	-4.2
Newstalk ZB	13.4	8.8	4.6	2	5.5	3.5	2.0	3.9	2.4	1.5	6.7	4.5	2.2	21.3	20.7	0.6	17.1	13.8	3.3	11.3	9.4	1.9
Radio Hauraki	5.4	5.1	0.3	10	8.4	9.4	-1.0	8.8	9.9	-1.1	6.7	6.8	-0.1	4.8	4.1	0.7	5.6	1.6	4.0	2.2	2.3	-0.1
Rhema	0.2	0.3	-0.1	15	0.7	0.2	0.5	1.9	1.1	0.8	0.9	0.6	0.3	0.2	0.1	0.1	*	*	*	1.2	0.7	0.5
Rock	11.8	8.4	3.4	3	10.8	10.1	0.7	10.9	10.0	0.9	13.4	11.2	2.2	9.9	8.6	1.3	7.9	5.6	2.3	11.9	7.4	4.5
Star	0.4	0.9	-0.5	13	0.4	0.3	0.1	0.6	0.5	0.1	0.5	1.0	-0.5	0.6	3.6	-3.0	*	*	*	1.3	1.8	-0.5
Tahu FM	*	0.1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.1	*	*	*
The Hits	4.4	5.3	-0.9	12	5.8	6.3	-0.5	5.1	5.3	-0.2	3.9	4.5	-0.6	4.6	4.0	0.6	4.0	2.5	1.5	3.9	3.9	0.0
The Sound	6.9	8.3	-1.4	6	8.0	7.7	0.3	8.2	7.4	0.8	7.1	6.5	0.6	5.0	5.4	-0.4	13.8	17.7	-3.9	12.2	12.9	-0.7
ZM	5.5	5.8	-0.3	9	5.7	4.4	1.3	6.7	4.9	1.8	6.8	6.4	0.4	2.3	2.8	-0.5	2.3	2.6	-0.3	5.6	6.8	-1.2
MediaWorks Combo	55.3	57.7	-2.4		56.3	58.7	-2.4	56.8	58.3	-1.5	63.7	61.9	1.8	56.8	53.1	3.7	63.2	69.7	-6.5	62.1	58.5	3.6
NZME Combo	39.2	35.9	3.3		37.9	36.4	1.5	36.5	35.2	1.3	31.8	32.0	-0.2	39.4	39.7	-0.3	35.2	28.0	7.2	30.7	32.3	-1.6

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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	12.1	10.5	1.6	4	1.4	1.2	0.2	3.7	2.5	1.2	4.6	3.4	1.2	7.1	5.3	1.8	4.7	4.3	0.4	3.2	3.5	-0.3	2.9	2.0	0.9
Coast	7.9	8.0	-0.1	10	1.2	1.2	0.0	1.5	1.0	0.5	1.2	0.9	0.3	2.4	2.2	0.2	3.6	3.5	0.1	3.3	3.6	-0.3	1.6	1.2	0.4
Edge	11.4	9.8	1.6	5	4.5	4.2	0.3	5.4	4.8	0.6	4.9	4.1	0.8	6.1	5.0	1.1	1.5	1.3	0.2	0.4	0.4	0.0	1.9	1.8	0.1
Hokonui	6.9	7.0	-0.1	11	1.4	0.8	0.6	1.5	1.2	0.3	1.3	1.5	-0.2	2.2	2.7	-0.5	2.9	3.3	-0.4	2.6	2.9	-0.3	0.8	0.5	0.3
Life FM	2.0	1.7	0.3	13	0.5	0.4	0.1	0.8	0.8	0.0	0.9	0.8	0.1	1.1	0.9	0.2	0.4	0.2	0.2	0.2	0.2	0.0	0.4	0.4	0.0
Magic Music & Talk	13.9	12.9	1.0	2	1.0	0.5	0.5	2.4	0.7	1.7	2.2	1.4	0.8	3.8	3.0	0.8	5.3	5.6	-0.3	7.4	7.6	-0.2	1.2	1.7	-0.5
More FM	16.3	16.3	0.0	1	4.7	4.9	-0.2	6.1	5.5	0.6	6.4	5.6	0.8	8.9	8.9	0.0	3.9	4.9	-1.0	2.2	2.1	0.1	3.7	3.1	0.6
Newstalk ZB	8.1	5.2	2.9	8	*	*	*	0.8	0.3	0.5	1.4	0.5	0.9	2.7	1.5	1.2	3.1	1.7	1.4	3.8	2.4	1.4	0.6	0.3	0.3
Radio Hauraki	6.5	6.2	0.3	12	1.0	1.4	-0.4	2.7	2.5	0.2	3.3	2.9	0.4	4.6	3.8	0.8	2.1	1.7	0.4	0.9	1.0	-0.1	1.3	1.1	0.2
Rhema	1.2	0.4	0.8	14	*	*	*	0.3	0.2	0.1	0.4	0.1	0.3	0.8	0.2	0.6	0.6	0.2	0.4	0.4	0.2	0.2	*	*	*
Rock	12.9	10.7	2.2	3	3.4	2.5	0.9	6.1	5.6	0.5	6.8	5.8	1.0	8.6	7.4	1.2	2.5	2.3	0.2	0.7	0.8	-0.1	4.2	2.8	1.4
Star	0.8	0.8	0.0	15	*	*	*	0.2	*	*	0.2	*	*	0.2	*	*	0.2	0.3	-0.1	0.5	0.8	-0.3	*	0.1	*
Tahu FM	0.2	0.4	-0.2	16	*	*	*	*	0.1	*	*	0.1	*	*	0.1	*	0.2	0.3	-0.1	0.2	0.3	-0.1	*	*	*
The Hits	8.0	7.7	0.3	9	1.9	1.7	0.2	3.3	2.8	0.5	3.4	3.0	0.4	4.7	4.2	0.5	2.0	2.3	-0.3	1.3	1.6	-0.3	2.2	1.6	0.6
The Sound	11.1	9.5	1.6	6	1.5	1.8	-0.3	2.7	1.7	1.0	3.3	1.9	1.4	5.6	4.2	1.4	4.8	4.8	0.0	3.8	3.3	0.5	2.0	1.8	0.2
ZM	8.7	8.4	0.3	7	2.0	2.5	-0.5	5.2	5.4	-0.2	4.9	4.2	0.7	5.8	5.0	0.8	1.8	1.6	0.2	0.9	0.9	0.0	2.9	2.4	0.5
MediaWorks Combo	49.6	46.4	3.2		10.1	9.0	1.1	15.5	13.3	2.2	15.3	13.3	2.0	22.9	21.1	1.8	15.6	16.0	-0.4	13.5	13.6	-0.1	9.6	8.5	1.1
NZME Combo	34.6	33.3	1.3		5.2	5.9	-0.7	11.1	10.8	0.3	11.6	10.7	0.9	16.9	15.5	1.4	11.2	10.2	1.0	9.7	9.2	0.5	6.8	5.5	1.3
All Commercial Radio	63.3	60.2	3.1		11.5	10.5	1.0	19.4	17.6	1.8	18.7	17.1	1.6	28.5	26.7	1.8	20.4	20.0	0.4	17.7	17.8	-0.1	11.6	10.3	1.3
Potential (000)	80.8	79.0	1.8		17.2	16.7	0.5	24.8	23.7	1.1	23.5	22.6	0.9	35.1	34.1	1.0	24.0	23.7	0.3	21.3	21.0	0.3	13.7	12.4	1.3
Sample	874	831	43		140	134	6	217	205	12	260	235	25	373	349	24	250	250	0	282	259	23	155	148	7

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Potential (000)	80.8	79.0	1.8
Sample Size	874	831	43

	Breakfast				Morning			Afternoon			Drive			Night			Mid Dawn			Weekend			
	Mon-Fri 6am-9am		+/-	Rank	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	This		Last
Breeze	6.0	6.2	-0.2	4	5.1	4.6	0.5	6.7	6.0	0.7	5.9	5.4	0.5	1.5	1.5	0.0	2.1	1.2	0.9	6.1	5.5	0.6	
Coast	4.0	4.5	-0.5	10	4.0	4.3	-0.3	3.3	3.9	-0.6	2.5	3.2	-0.7	0.9	1.2	-0.3	0.8	1.0	-0.2	4.5	5.1	-0.6	
Edge	5.5	5.8	-0.3	5	5.1	4.3	0.8	5.9	5.4	0.5	5.9	6.0	-0.1	3.5	2.5	1.0	2.0	1.3	0.7	6.7	5.1	1.6	
Hokonui	4.2	4.1	0.1	9	2.7	2.5	0.2	4.2	3.9	0.3	2.8	2.7	0.1	0.8	0.8	0.0	0.4	0.2	0.2	3.5	3.6	-0.1	
Life FM	1.1	1.2	-0.1	13	0.7	0.6	0.1	1.1	0.9	0.2	0.8	0.7	0.1	0.2	0.3	-0.1	0.2	0.1	0.1	1.0	1.2	-0.2	
Magic Music & Talk	8.8	8.3	0.5	2	7.3	7.0	0.3	7.8	6.9	0.9	7.7	6.3	1.4	3.9	3.6	0.3	1.9	2.7	-0.8	8.6	8.5	0.1	
More FM	9.3	9.7	-0.4	1	6.3	6.8	-0.5	8.5	8.7	-0.2	8.6	8.5	0.1	2.9	3.2	-0.3	2.3	1.8	0.5	8.5	8.5	0.0	
Newstalk ZB	5.2	3.7	1.5	6	3.5	2.3	1.2	3.3	1.6	1.7	3.6	2.0	1.6	3.0	2.6	0.4	2.8	2.0	0.8	6.0	3.9	2.1	
Radio Hauraki	3.5	3.9	-0.4	11	3.8	4.7	-0.9	3.4	4.0	-0.6	3.4	3.3	0.1	1.1	1.4	-0.3	0.9	0.6	0.3	2.2	2.2	0.0	
Rhema	0.4	0.2	0.2	14	0.8	0.2	0.6	0.9	0.3	0.6	1.0	0.3	0.7	0.2	0.1	0.1	*	*	*	1.0	0.4	0.6	
Rock	7.5	6.8	0.7	3	6.5	5.7	0.8	7.4	6.4	1.0	7.8	6.1	1.7	3.6	3.1	0.5	1.0	0.9	0.1	7.5	5.2	2.3	
Star	0.3	0.4	-0.1	15	0.4	0.4	0.0	0.4	0.4	0.0	0.2	0.3	-0.1	0.3	0.4	-0.1	*	*	*	0.7	0.7	0.0	
Tahu FM	0.2	0.4	-0.2	16	*	*	*	*	0.1	*	*	*	*	*	*	*	*	*	*	*	*	0.1	*
The Hits	3.4	3.8	-0.4	12	4.3	4.2	0.1	3.7	3.4	0.3	3.6	3.6	0.0	2.3	1.8	0.5	1.0	0.7	0.3	4.0	4.0	0.0	
The Sound	5.0	5.8	-0.8	7	4.8	4.7	0.1	5.6	4.6	1.0	4.9	4.1	0.8	1.6	2.1	-0.5	1.1	1.1	0.0	6.8	6.2	0.6	
ZM	4.4	4.7	-0.3	8	3.9	3.6	0.3	5.5	5.2	0.3	4.9	4.3	0.6	1.3	1.2	0.1	0.8	1.2	-0.4	5.0	4.8	0.2	
MediaWorks Combo	33.1	33.9	-0.8		29.4	27.7	1.7	34.6	32.7	1.9	33.8	30.6	3.2	14.5	13.8	0.7	7.6	7.2	0.4	35.4	31.6	3.8	
NZME Combo	21.6	21.7	-0.1		19.1	19.1	0.0	20.6	20.2	0.4	18.4	17.5	0.9	8.6	8.3	0.3	6.2	5.4	0.8	22.2	20.7	1.5	
All Commercial Radio	48.2	48.0	0.2		43.3	41.0	2.3	47.5	45.2	2.3	45.6	41.6	4.0	21.3	20.9	0.4	12.2	11.5	0.7	50.3	46.5	3.8	

MediaWorks Combo: Breeze or Edge or Magic Music & Talk or More FM or Rock or The Sound or internet only listening to George FM or Mai
NZME Combo: Coast or Hokonui or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Flava



SOUTHLAND COMMERCIAL RADIO - SURVEY 1 2021

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

Survey Comparisons: 4/2020 - 1/2021

This Survey Period: Sun Jan 19 to Sat Mar 28 2020 & Sun Jul 19 to Sat Nov 14 2020 & Sun Jan 31 to Sat Apr 10 2021

Last Survey Period: Sun Aug 25 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020 & Sun Jul 19 to Sat Nov 14 2020

	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	8:31	9:46	-1:15	3:48	2:54	0:54	4:11	7:57	-3:45	5:47	9:36	-3:48	7:12	8:55	-1:42	11:03	10:52	0:10	13:58	14:09	-0:10	6:37	9:08	-2:31
Coast	9:09	11:31	-2:21	4:55	4:57	-0:02	17:21	16:06	1:14	21:07	17:33	3:34	15:57	15:31	0:25	6:09	10:16	-4:06	5:40	10:33	-4:53	15:15	17:14	-1:58
Edge	6:59	10:00	-3:00	4:04	8:33	-4:29	6:04	10:05	-4:01	8:09	11:14	-3:05	8:59	11:23	-2:24	12:46	11:30	1:16	12:33	11:15	1:18	7:59	10:36	-2:37
Hokonui	8:17	7:15	1:01	10:06	4:10	5:56	12:06	6:13	5:52	6:17	6:24	-0:06	7:01	7:29	-0:28	8:13	9:02	-0:49	8:25	7:56	0:28	7:31	11:51	-4:20
Life FM	2:52	5:00	-2:08	1:43	2:20	-0:37	4:33	7:32	-2:59	4:19	7:32	-3:13	3:49	7:47	-3:58	1:47	4:41	-2:53	1:46	2:25	-0:39	1:54	3:56	-2:01
Magic Music & Talk	13:36	12:52	0:44	2:15	2:15	0:00	3:43	10:07	-6:23	4:50	7:48	-2:58	6:33	7:11	-0:38	12:50	8:59	3:50	17:22	14:49	2:33	13:59	12:14	1:44
More FM	7:44	9:42	-1:57	6:35	10:21	-3:46	8:20	10:43	-2:22	8:50	11:12	-2:22	9:00	9:57	-0:56	7:49	7:29	0:19	4:29	5:50	-1:21	9:44	13:53	-4:08
Newstalk ZB	14:37	16:40	-2:02	6:30	6:30	0:00	8:42	0:42	8:00	6:28	0:54	5:33	6:11	5:45	0:26	8:22	9:43	-1:20	16:12	20:35	-4:23	6:09	14:29	-8:20
Radio Hauraki	12:21	13:31	-1:09	11:46	17:07	-5:21	7:52	12:51	-4:59	6:36	9:14	-2:38	12:59	12:35	0:23	21:37	18:04	3:33	9:36	12:00	-2:23	4:08	5:30	-1:22
Rhema	10:14	18:00	-7:46	*	0:30	*	22:30	16:32	5:57	16:32	22:30	-5:57	9:49	23:44	-13:55	4:48	19:16	-14:27	11:01	16:26	-5:24	3:07	*	*
Rock	11:29	10:54	0:34	10:05	4:48	5:16	9:42	8:13	1:28	10:44	13:39	-2:55	11:36	12:22	-0:45	15:57	10:58	4:58	16:55	17:11	-0:16	10:12	7:53	2:19
Star	10:19	15:19	-5:00	*	*	*	1:30	*	*	1:30	*	*	1:30	*	*	16:07	15:21	0:46	14:33	16:16	-1:43	*	26:00	*
Tahu FM	0:30	0:50	-0:20	*	*	*	*	2:03	*	*	2:03	*	*	2:03	*	0:30	0:30	0:00	0:30	0:27	0:02	*	*	*
The Hits	7:34	8:18	-0:44	4:07	4:32	-0:24	3:49	4:03	-0:13	4:50	4:41	0:08	8:44	8:43	0:00	14:44	13:47	0:57	7:48	9:48	-1:59	4:11	6:18	-2:06
The Sound	10:14	12:07	-1:52	3:35	4:42	-1:06	3:40	6:43	-3:03	5:28	12:33	-7:05	8:55	14:57	-6:02	12:53	13:17	-0:23	15:19	12:42	2:37	13:18	16:17	-2:58
ZM	8:31	8:06	0:24	11:13	7:17	3:56	8:53	9:20	-0:27	8:51	10:15	-1:24	8:14	9:28	-1:14	4:45	3:43	1:01	4:34	2:51	1:42	10:01	8:12	1:48
MediaWorks Combo	15:21	16:20	-0:59	9:43	12:32	-2:49	11:40	14:32	-2:52	14:48	19:07	-4:18	15:50	17:30	-1:39	17:19	14:49	2:29	19:06	17:20	1:46	16:20	18:01	-1:40
NZME Combo	13:22	13:23	-0:00	11:57	10:01	1:55	11:51	10:50	1:00	10:38	10:15	0:23	13:03	12:34	0:29	13:51	14:52	-1:01	12:58	15:29	-2:30	11:24	12:02	-0:37
All Commercial Radio	20:33	21:24	-0:51	14:08	16:49	-2:41	17:04	18:21	-1:16	19:54	22:19	-2:24	21:33	22:08	-0:34	22:07	20:52	1:14	23:13	22:48	0:24	20:32	22:10	-1:38
Potential (000)	80.8	79.0	1.8	17.2	16.7	0.5	24.8	23.7	1.1	23.5	22.6	0.9	35.1	34.1	1.0	24.0	23.7	0.3	21.3	21.0	0.3	13.7	12.4	1.3
Sample	874	831	43	140	134	6	217	205	12	260	235	25	373	349	24	250	250	0	282	259	23	155	148	7

MediaWorks Combo: Breeze or Edge or Magic Music & Talk or More FM or Rock or The Sound or internet only listening to George FM or Mai

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



SOUTHLAND COMMERCIAL RADIO - SURVEY 1 2021

Average Time Spent Listening (hh:mm) by Daypart, People 10+
Survey Comparisons: 4/2020 - 1/2021

This Survey Period: Sun Jan 19 to Sat Mar 28 2020 & Sun Jul 19 to Sat Nov 14 2020 & Sun Jan 31 to Sat Apr 10 2021
Last Survey Period: Sun Aug 25 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020 & Sun Jul 19 to Sat Nov 14 2020

	This	Last	+/-
Potential (000)	80.8	79.0	1.8
Sample Size	874	831	43

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

MediaWorks Combo: Breeze or Edge or Magic Music & Talk or More FM or Rock or The Sound or internet only listening to George FM or Mai
NZME Combo: Coast or Hokonui or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Flava