



SOUTHLAND COMMERCIAL RADIO - SURVEY 2 2021

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

Survey Comparisons: 1/2021 - 2/2021

This Survey Period: Sun Jul 19 to Sat Nov 14 2020 & Sun Jan 31 to Sat Jun 19 2021

Last 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

	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	8.0	7.9	0.1	7	2.9	3.3	-0.4	4.5	4.7	-0.2	8.4	7.2	1.2	10.1	8.3	1.8	11.2	11.4	-0.2	9.8	10.9	-1.1	10.1	8.1	2.0	
Coast	4.2	5.5	-1.3	10	1.3	3.7	-2.4	4.7	7.7	-3.0	4.9	6.7	-1.8	4.5	6.4	-1.9	4.2	4.9	-0.7	5.0	4.6	0.4	3.8	10.1	-6.3	
Edge	8.6	6.1	2.5	6	27.5	11.3	16.2	11.0	9.9	1.1	11.0	10.8	0.2	9.2	8.9	0.3	4.2	4.2	0.0	1.1	1.3	-0.2	6.7	6.5	0.2	
Gold AM	0.6	n.a.	*	14	*	n.a.	*	0.2	n.a.	*	0.2	n.a.	*	0.2	n.a.	*	1.0	n.a.	*	1.1	n.a.	*	0.1	n.a.	*	
Hokonui	5.0	4.4	0.6	9	8.6	8.7	-0.1	7.7	5.3	2.4	3.4	2.1	1.3	2.9	2.5	0.4	4.8	5.2	-0.4	5.8	5.4	0.4	4.6	2.7	1.9	
Life FM	0.6	0.4	0.2	14	0.2	0.5	-0.3	1.1	1.1	0.0	1.1	1.1	0.0	0.7	0.7	0.0	0.2	0.2	0.0	0.3	0.1	0.2	0.3	0.3	0.0	
Magic Music & Talk	16.3	14.5	1.8	1	1.4	1.3	0.1	4.1	2.7	1.4	3.8	2.9	0.9	4.9	4.1	0.8	17.2	15.1	2.1	33.7	31.2	2.5	7.4	7.1	0.3	
More FM	8.7	9.7	-1.0	4	15.5	18.9	-3.4	15.9	15.3	0.6	14.9	15.2	-0.3	12.2	13.0	-0.8	5.5	6.7	-1.2	2.2	2.4	-0.2	16.1	14.9	1.2	
Newstalk ZB	8.7	9.1	-0.4	4	0.1	0.1	0.0	1.8	2.2	-0.4	2.5	2.5	0.0	3.0	2.7	0.3	5.9	5.8	0.1	12.3	15.0	-2.7	1.7	1.5	0.2	
Radio Hauraki	3.9	6.2	-2.3	12	1.1	7.4	-6.3	4.9	6.5	-1.6	5.1	5.8	-0.7	7.6	9.8	-2.2	6.9	10.1	-3.2	0.9	2.0	-1.1	2.9	2.3	0.6	
Rhema	1.0	1.0	0.0	13	*	*	*	2.0	1.9	0.1	2.0	1.8	0.2	1.5	1.3	0.2	0.7	0.7	0.0	1.0	1.1	-0.1	0.4	0.3	0.1	
Rock	11.6	11.3	0.3	2	19.7	21.1	-1.4	16.7	18.0	-1.3	17.9	19.6	-1.7	16.7	16.3	0.4	10.9	8.7	2.2	3.5	2.9	0.6	20.1	17.7	2.4	
Star	0.4	0.6	-0.2	16	*	*	*	0.2	0.1	0.1	0.2	0.1	0.1	0.1	*	*	1.2	0.8	0.4	1.3	1.9	-0.6	0.1	*	*	
Tahu FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
The Hits	4.0	4.6	-0.6	11	3.3	4.7	-1.4	5.0	3.8	1.2	5.1	4.5	0.6	6.6	6.6	0.0	5.7	6.5	-0.8	1.8	2.5	-0.7	4.4	3.8	0.6	
The Sound	9.0	8.7	0.3	3	2.4	3.3	-0.9	2.6	3.0	-0.4	4.0	4.9	-0.9	8.3	8.1	0.2	15.2	13.7	1.5	16.3	14.1	2.2	8.0	11.3	-3.3	
ZM	6.3	5.7	0.6	8	14.1	13.5	0.6	13.3	14.0	-0.7	12.6	11.7	0.9	8.4	7.8	0.6	1.8	1.9	-0.1	1.2	1.0	0.2	11.1	12.0	-0.9	
MediaWorks Combo	62.4	58.6	3.8		70.2	60.2	10.0	55.7	54.6	1.1	60.3	61.0	-0.7	61.6	59.1	2.5	64.1	59.9	4.2	66.6	62.8	3.8	68.4	65.6	2.8	
NZME Combo	32.7	35.6	-2.9		28.5	38.1	-9.6	37.6	39.5	-1.9	33.6	33.2	0.4	33.2	35.8	-2.6	30.3	34.4	-4.1	28.3	30.7	-2.4	28.6	32.5	-3.9	
Potential (000)	80.8	80.8	0.0		17.2	17.2	0.0	25.0	24.8	0.2	23.5	23.5	0.0	35.1	35.1	0.0	24.0	24.0	0.0	21.3	21.3	0.0	13.2	13.7	-0.5	
Sample	902	874	28		138	140	-2	244	217	27	285	260	25	417	373	44	261	250	11	267	282	-15	163	155	8	

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 Gold AM (from S2 2021) or Hokonui or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Flava



SOUTHLAND COMMERCIAL RADIO - SURVEY 2 2021

Station Share (%) by Daypart, People 10+

Survey Comparisons: 1/2021 - 2/2021

This Survey Period: Sun Jul 19 to Sat Nov 14 2020 & Sun Jan 31 to Sat Jun 19 2021

Last 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

	This	Last	+/-
Potential (000)	80.8	80.8	0.0
Sample Size	902	874	28

	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	6.4	7.0	-0.6	7	7.7	7.8	-0.1	8.7	8.9	-0.2	8.5	8.0	0.5	7.9	6.0	1.9	7.4	9.0	-1.6	8.6	7.9	0.7	
Coast	4.0	5.6	-1.6	10	5.7	8.0	-2.3	4.4	5.7	-1.3	3.1	3.9	-0.8	3.4	2.8	0.6	4.9	5.1	-0.2	3.5	4.7	-1.2	
Edge	8.4	6.1	2.3	5	7.0	5.2	1.8	7.7	5.8	1.9	9.6	7.4	2.2	11.6	9.7	1.9	12.4	13.5	-1.1	9.1	4.3	4.8	
Gold AM	0.9	n.a.	*	13	0.3	n.a.	*	0.8	n.a.	*	0.2	n.a.	*	0.1	n.a.	*	*	n.a.	*	0.9	n.a.	*	
Hokonui	5.2	4.9	0.3	9	5.3	4.5	0.8	7.5	6.3	1.2	3.3	3.8	-0.5	2.5	3.0	-0.5	0.8	0.9	-0.1	4.1	3.1	1.0	
Life FM	0.3	0.3	0.0	14	0.8	0.3	0.5	0.5	0.7	-0.2	0.5	0.5	0.0	1.0	0.1	0.9	1.3	0.1	1.2	0.6	0.5	0.1	
Magic Music & Talk	15.1	14.2	0.9	1	17.6	15.4	2.2	14.8	11.8	3.0	16.9	14.2	2.7	23.3	21.8	1.5	7.0	10.4	-3.4	18.0	16.2	1.8	
More FM	10.3	9.2	1.1	4	7.9	8.7	-0.8	8.9	10.8	-1.9	12.3	13.3	-1.0	2.8	4.1	-1.3	8.2	8.6	-0.4	7.7	9.5	-1.8	
Newstalk ZB	12.4	13.4	-1.0	3	5.1	5.5	-0.4	3.6	3.9	-0.3	6.6	6.7	-0.1	19.9	21.3	-1.4	19.4	17.1	2.3	10.6	11.3	-0.7	
Radio Hauraki	3.7	5.4	-1.7	12	4.7	8.4	-3.7	5.0	8.8	-3.8	5.0	6.7	-1.7	3.8	4.8	-1.0	5.2	5.6	-0.4	1.3	2.2	-0.9	
Rhema	0.2	0.2	0.0	15	0.7	0.7	0.0	2.0	1.9	0.1	1.1	0.9	0.2	0.1	0.2	-0.1	*	*	*	1.3	1.2	0.1	
Rock	12.9	11.8	1.1	2	11.4	10.8	0.6	11.7	10.9	0.8	13.6	13.4	0.2	8.7	9.9	-1.2	8.1	7.9	0.2	11.1	11.9	-0.8	
Star	0.2	0.4	-0.2	15	0.3	0.4	-0.1	0.9	0.6	0.3	0.6	0.5	0.1	0.3	0.6	-0.3	*	*	*	0.4	1.3	-0.9	
Tahu FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
The Hits	3.9	4.4	-0.5	11	5.7	5.8	-0.1	4.6	5.1	-0.5	2.8	3.9	-1.1	4.1	4.6	-0.5	3.1	4.0	-0.9	2.9	3.9	-1.0	
The Sound	6.8	6.9	-0.1	6	7.7	8.0	-0.3	8.5	8.2	0.3	7.7	7.1	0.6	4.5	5.0	-0.5	18.3	13.8	4.5	12.0	12.2	-0.2	
ZM	6.4	5.5	0.9	7	7.4	5.7	1.7	7.5	6.7	0.8	6.3	6.8	-0.5	3.0	2.3	0.7	2.6	2.3	0.3	5.4	5.6	-0.2	
MediaWorks Combo	59.9	55.3	4.6		59.5	56.3	3.2	60.6	56.8	3.8	68.9	63.7	5.2	59.1	56.8	2.3	61.3	63.2	-1.9	66.7	62.1	4.6	
NZME Combo	36.5	39.2	-2.7		34.3	37.9	-3.6	33.4	36.5	-3.1	27.2	31.8	-4.6	37.1	39.4	-2.3	36.1	35.2	0.9	28.6	30.7	-2.1	

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NZME Combo: Coast or Gold AM (from S2 2021) or Hokonui or Newstalk ZB or Radio Hauraki or The Hits or 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	11.6	12.1	-0.5	5	1.3	1.4	-0.1		3.7	3.7	0.0		4.6	4.6	0.0		7.2	7.1	0.1		4.5	4.7	-0.2		2.8	3.2	-0.4		2.4	2.9	-0.5	
Coast	7.3	7.9	-0.6	9	0.7	1.2	-0.5		1.9	1.5	0.4		1.8	1.2	0.6		3.0	2.4	0.6		3.4	3.6	-0.2		3.1	3.3	-0.2		0.9	1.6	-0.7	
Edge	12.7	11.4	1.3	4	4.9	4.5	0.4		6.9	5.4	1.5		6.0	4.9	1.1		7.0	6.1	0.9		1.4	1.5	-0.1		0.6	0.4	0.2		2.0	1.9	0.1	
Gold AM	1.6	n.a.	*	14	*	n.a.	*		0.2	n.a.	*		0.2	n.a.	*		0.5	n.a.	*		1.1	n.a.	*		1.0	n.a.	*		0.1	n.a.	*	
Hokonui	6.5	6.9	-0.4	11	1.2	1.4	-0.2		1.6	1.5	0.1		1.1	1.3	-0.2		1.8	2.2	-0.4		3.0	2.9	0.1		3.0	2.6	0.4		0.9	0.8	0.1	
Life FM	2.4	2.0	0.4	13	0.4	0.5	-0.1		1.2	0.8	0.4		1.4	0.9	0.5		1.6	1.1	0.5		0.4	0.4	0.0		0.3	0.2	0.1		0.4	0.4	0.0	
Magic Music & Talk	15.8	13.9	1.9	1	1.3	1.0	0.3		3.1	2.4	0.7		2.5	2.2	0.3		4.6	3.8	0.8		5.7	5.3	0.4		7.4	7.4	0.0		1.5	1.2	0.3	
More FM	15.5	16.3	-0.8	2	4.8	4.7	0.1		6.4	6.1	0.3		6.1	6.4	-0.3		8.3	8.9	-0.6		3.4	3.9	-0.5		1.8	2.2	-0.4		3.3	3.7	-0.4	
Newstalk ZB	8.6	8.1	0.5	8	0.1	*	*		0.7	0.8	-0.1		1.5	1.4	0.1		2.9	2.7	0.2		3.4	3.1	0.3		4.0	3.8	0.2		0.8	0.6	0.2	
Radio Hauraki	4.7	6.5	-1.8	12	0.3	1.0	-0.7		2.3	2.7	-0.4		2.5	3.3	-0.8		4.1	4.6	-0.5		1.7	2.1	-0.4		0.3	0.9	-0.6		1.1	1.3	-0.2	
Rhema	1.5	1.2	0.3	15	*	*	*		0.3	0.3	0.0		0.5	0.4	0.1		1.1	0.8	0.3		0.8	0.6	0.2		0.4	0.4	0.0		0.2	0.2	0.0	
Rock	13.9	12.9	1.0	3	3.8	3.4	0.4		6.1	6.1	0.0		6.6	6.8	-0.2		9.1	8.6	0.5		3.3	2.5	0.8		0.9	0.7	0.2		4.0	4.2	-0.2	
Star	0.5	0.8	-0.3	16	*	*	*		0.3	0.2	0.1		0.3	0.2	0.1		0.3	0.2	0.1		0.2	0.2	0.0		0.2	0.5	-0.3		0.1	*	*	
Tahu FM	0.2	0.2	0.0	17	*	*	*		*	*	*		*	*	*		*	*	*		0.2	0.2	0.0		0.2	0.2	0.0		*	*	*	
The Hits	7.1	8.0	-0.9	10	1.7	1.9	-0.2		3.6	3.3	0.3		3.1	3.4	-0.3		4.2	4.7	-0.5		1.7	2.0	-0.3		1.1	1.3	-0.2		1.8	2.2	-0.4	
The Sound	9.8	11.1	-1.3	6	1.0	1.5	-0.5		2.4	2.7	-0.3		2.9	3.3	-0.4		5.1	5.6	-0.5		4.2	4.8	-0.6		3.3	3.8	-0.5		1.8	2.0	-0.2	
ZM	9.2	8.7	0.5	7	2.4	2.0	0.4		5.4	5.2	0.2		5.2	4.9	0.3		6.0	5.8	0.2		1.5	1.8	-0.3		0.8	0.9	-0.1		2.3	2.9	-0.6	
MediaWorks Combo	51.1	49.6	1.5		11.0	10.1	0.9		16.3	15.5	0.8		15.3	15.3	0.0		23.5	22.9	0.6		16.0	15.6	0.4		13.1	13.5	-0.4		9.5	9.6	-0.1	
NZME Combo	33.7	34.6	-0.9		4.8	5.2	-0.4		11.7	11.1	0.6		11.9	11.6	0.3		16.9	16.9	0.0		10.9	11.2	-0.3		9.8	9.7	0.1		5.6	6.8	-1.2	
All Commercial Radio	64.4	63.3	1.1		12.2	11.5	0.7		20.0	19.4	0.6		18.8	18.7	0.1		28.6	28.5	0.1		20.8	20.4	0.4		17.9	17.7	0.2		11.4	11.6	-0.2	
Potential (000)	80.8	80.8	0.0		17.2	17.2	0.0		25.0	24.8	0.2		23.5	23.5	0.0		35.1	35.1	0.0		24.0	24.0	0.0		21.3	21.3	0.0		13.2	13.7	-0.5	
Sample	902	874	28		138	140	-2		244	217	27		285	260	25		417	373	44		261	250	11		267	282	-15		163	155	8	

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Cumulative Audience (000's) by Daypart, People 10+

Survey Comparisons: 1/2021 - 2/2021

This Survey Period: Sun Jul 19 to Sat Nov 14 2020 & Sun Jan 31 to Sat Jun 19 2021

Last 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

	This	Last	+/-
Potential (000)	80.8	80.8	0.0
Sample Size	902	874	28

	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	5.5	6.0	-0.5	5	5.8	5.1	0.7	6.7	6.7	0.0	5.7	5.9	-0.2	2.3	1.5	0.8	2.0	2.1	-0.1	6.5	6.1	0.4						
Coast	3.8	4.0	-0.2	9	4.1	4.0	0.1	3.1	3.3	-0.2	1.9	2.5	-0.6	1.0	0.9	0.1	1.1	0.8	0.3	3.5	4.5	-1.0						
Edge	6.6	5.5	1.1	4	6.1	5.1	1.0	7.5	5.9	1.6	7.4	5.9	1.5	3.0	3.5	-0.5	2.1	2.0	0.1	8.1	6.7	1.4						
Gold AM	0.6	n.a.	*	14	0.1	n.a.	*	1.1	n.a.	*	0.3	n.a.	*	0.1	n.a.	*	*	n.a.	*	0.8	n.a.	*						
Hokonui	3.5	4.2	-0.7	11	3.3	2.7	0.6	4.8	4.2	0.6	2.3	2.8	-0.5	0.9	0.8	0.1	0.5	0.4	0.1	3.7	3.5	0.2						
Life FM	1.4	1.1	0.3	13	0.9	0.7	0.2	0.8	1.1	-0.3	0.8	0.8	0.0	0.3	0.2	0.1	0.6	0.2	0.4	0.8	1.0	-0.2						
Magic Music & Talk	9.1	8.8	0.3	2	8.3	7.3	1.0	9.1	7.8	1.3	7.9	7.7	0.2	4.2	3.9	0.3	1.9	1.9	0.0	9.6	8.6	1.0						
More FM	10.2	9.3	0.9	1	6.4	6.3	0.1	8.3	8.5	-0.2	8.2	8.6	-0.4	2.5	2.9	-0.4	2.6	2.3	0.3	8.3	8.5	-0.2						
Newstalk ZB	5.3	5.2	0.1	6	3.9	3.5	0.4	3.8	3.3	0.5	4.1	3.6	0.5	2.8	3.0	-0.2	2.8	2.8	0.0	6.3	6.0	0.3						
Radio Hauraki	2.4	3.5	-1.1	12	2.1	3.8	-1.7	1.9	3.4	-1.5	2.8	3.4	-0.6	0.7	1.1	-0.4	1.2	0.9	0.3	1.8	2.2	-0.4						
Rhema	0.4	0.4	0.0	15	0.8	0.8	0.0	0.9	0.9	0.0	1.2	1.0	0.2	0.2	0.2	0.0	*	*	*	1.2	1.0	0.2						
Rock	8.7	7.5	1.2	3	6.9	6.5	0.4	8.1	7.4	0.7	8.7	7.8	0.9	2.7	3.6	-0.9	1.2	1.0	0.2	7.6	7.5	0.1						
Star	0.2	0.3	-0.1	16	0.2	0.4	-0.2	0.3	0.4	-0.1	0.2	0.2	0.0	0.1	0.3	-0.2	*	*	*	0.4	0.7	-0.3						
Tahu FM	0.2	0.2	0.0	16	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*			
The Hits	3.8	3.4	0.4	9	4.7	4.3	0.4	3.2	3.7	-0.5	2.9	3.6	-0.7	2.2	2.3	-0.1	1.1	1.0	0.1	3.3	4.0	-0.7						
The Sound	4.9	5.0	-0.1	7	4.3	4.8	-0.5	5.3	5.6	-0.3	4.9	4.9	0.0	1.9	1.6	0.3	1.4	1.1	0.3	6.1	6.8	-0.7						
ZM	4.8	4.4	0.4	8	4.6	3.9	0.7	5.7	5.5	0.2	5.0	4.9	0.1	1.5	1.3	0.2	1.1	0.8	0.3	4.9	5.0	-0.1						
MediaWorks Combo	35.1	33.1	2.0		30.5	29.4	1.1	36.2	34.6	1.6	34.9	33.8	1.1	14.6	14.5	0.1	8.9	7.6	1.3	37.7	35.4	2.3						
NZME Combo	21.4	21.6	-0.2		19.2	19.1	0.1	20.0	20.6	-0.6	16.8	18.4	-1.6	8.5	8.6	-0.1	7.2	6.2	1.0	21.0	22.2	-1.2						
All Commercial Radio	49.4	48.2	1.2		44.5	43.3	1.2	49.2	47.5	1.7	45.2	45.6	-0.4	21.8	21.3	0.5	14.3	12.2	2.1	51.0	50.3	0.7						

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 Gold AM (from S2 2021) or Hokonui or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Flava



SOUTHLAND COMMERCIAL RADIO - SURVEY 2 2021

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

Survey Comparisons: 1/2021 - 2/2021

This Survey Period: Sun Jul 19 to Sat Nov 14 2020 & Sun Jan 31 to Sat Jun 19 2021

Last 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

	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	9:39	8:31	1:07	4:43	3:48	0:54	4:23	4:11	0:11	7:14	5:47	1:27	8:54	7:12	1:42	11:32	11:03	0:29	14:21	13:58	0:22	10:03	6:37	3:26
Coast	8:05	9:09	-1:03	3:57	4:55	-0:57	9:14	17:21	-8:07	10:37	21:07	-10:29	9:20	15:57	-6:36	5:47	6:09	-0:21	6:41	5:40	1:00	9:44	15:15	-5:31
Edge	9:29	6:59	2:29	11:33	4:04	7:28	5:54	6:04	-0:10	7:09	8:09	-0:59	8:18	8:59	-0:41	14:24	12:46	1:38	8:35	12:33	-3:58	7:53	7:59	-0:05
Gold AM	5:13	n.a.	*	*	n.a.	*	3:30	n.a.	*	3:30	n.a.	*	2:53	n.a.	*	4:16	n.a.	*	4:55	n.a.	*	3:00	n.a.	*
Hokonui	10:38	8:17	2:20	14:35	10:06	4:29	17:24	12:06	5:17	12:17	6:17	5:59	10:12	7:01	3:11	7:23	8:13	-0:50	7:58	8:25	-0:26	12:24	7:31	4:53
Life FM	3:35	2:52	0:43	0:58	1:43	-0:44	3:22	4:33	-1:11	3:13	4:19	-1:05	3:02	3:49	-0:46	1:49	1:47	0:01	4:25	1:46	2:39	1:55	1:54	0:00
Magic Music & Talk	14:29	13:36	0:52	2:13	2:15	-0:01	4:49	3:43	1:06	5:52	4:50	1:02	6:45	6:33	0:11	13:45	12:50	0:55	18:58	17:22	1:35	11:51	13:59	-2:07
More FM	7:51	7:44	0:07	6:33	6:35	-0:01	9:04	8:20	0:43	9:36	8:50	0:45	9:17	9:00	0:16	7:21	7:49	-0:28	5:00	4:29	0:30	11:41	9:44	1:57
Newstalk ZB	14:07	14:37	-0:30	2:42	6:30	-3:47	9:58	8:42	1:16	6:33	6:28	0:04	6:27	6:11	0:15	7:57	8:22	-0:25	12:41	16:12	-3:31	5:07	6:09	-1:01
Radio Hauraki	11:37	12:21	-0:43	6:47	11:46	-4:59	7:52	7:52	0:00	7:58	6:36	1:21	11:55	12:59	-1:04	18:24	21:37	-3:12	13:25	9:36	3:49	6:28	4:08	2:19
Rhema	9:20	10:14	-0:53	*	*	*	22:30	22:30	0:00	15:56	16:32	-0:36	9:07	9:49	-0:41	4:08	4:48	-0:40	9:54	11:01	-1:07	3:26	3:07	0:18
Rock	11:37	11:29	0:08	10:38	10:05	0:32	10:07	9:42	0:24	10:39	10:44	-0:05	11:41	11:36	0:05	15:02	15:57	-0:54	15:08	16:55	-1:46	11:52	10:12	1:39
Star	13:18	10:19	2:59	*	*	*	2:28	1:30	0:58	2:28	1:30	0:58	2:28	1:30	0:58	25:56	16:07	9:49	25:56	14:33	11:23	5:30	*	*
Tahu FM	0:30	0:30	0:00	*	*	*	*	*	*	*	*	*	*	*	*	0:30	0:30	0:00	0:30	0:30	0:00	*	*	*
The Hits	7:54	7:34	0:20	3:53	4:07	-0:14	5:04	3:49	1:15	6:24	4:50	1:33	9:57	8:44	1:13	15:42	14:44	0:57	6:47	7:48	-1:01	5:43	4:11	1:32
The Sound	12:52	10:14	2:37	4:43	3:35	1:07	4:07	3:40	0:26	5:31	5:28	0:03	10:15	8:55	1:19	16:25	12:53	3:31	20:22	15:19	5:03	10:22	13:18	-2:56
ZM	9:29	8:31	0:57	12:03	11:13	0:49	9:02	8:53	0:09	9:32	8:51	0:41	8:56	8:14	0:41	5:32	4:45	0:47	5:59	4:34	1:24	11:26	10:01	1:24
MediaWorks Combo	17:04	15:21	1:43	13:06	9:43	3:22	12:32	11:40	0:52	15:37	14:48	0:49	16:40	15:50	0:49	18:22	17:19	1:03	21:02	19:06	1:55	16:59	16:20	0:38
NZME Combo	13:33	13:22	0:10	12:09	11:57	0:11	11:46	11:51	-0:04	11:09	10:38	0:30	12:29	13:03	-0:34	12:43	13:51	-1:07	11:58	12:58	-1:00	12:01	11:24	0:36
All Commercial Radio	21:42	20:33	1:09	16:50	14:08	2:41	18:18	17:04	1:14	21:04	19:54	1:09	22:13	21:33	0:39	22:05	22:07	-0:01	23:11	23:13	-0:01	20:47	20:32	0:15
Potential (000)	80.8	80.8	0.0	17.2	17.2	0.0	25.0	24.8	0.2	23.5	23.5	0.0	35.1	35.1	0.0	24.0	24.0	0.0	21.3	21.3	0.0	13.2	13.7	-0.5
Sample	902	874	28	138	140	-2	244	217	27	285	260	25	417	373	44	261	250	11	267	282	-15	163	155	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 Gold AM (from S2 2021) or Hokonui or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Flava



SOUTHLAND COMMERCIAL RADIO - SURVEY 2 2021

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

Survey Comparisons: 1/2021 - 2/2021

This Survey Period: Sun Jul 19 to Sat Nov 14 2020 & Sun Jan 31 to Sat Jun 19 2021

Last 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

	This	Last	+/-
Potential (000)	80.8	80.8	0.0
Sample Size	902	874	28

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

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 Gold AM (from S2 2021) or Hokonui or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Flava