



SOUTHLAND COMMERCIAL RADIO - SURVEY 3 2021

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

Survey Comparisons: 2/2021 - 3/2021

This Survey Period: Sun Sept 13 to Sat Nov 14 2020 & Sun Jan 31 to Sat Aug 28 2021

Last Survey Period: Sun Jul 19 to Sat Nov 14 2020 & Sun Jan 31 to Sat Jun 19 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	7.9	8.0	-0.1	6	2.2	2.9	-0.7	3.4	4.5	-1.1	8.6	8.4	0.2	12.2	10.1	2.1	13.9	11.2	2.7	6.8	9.8	-3.0	11.0	10.1	0.9	
Coast	3.6	4.2	-0.6	11	0.6	1.3	-0.7	5.1	4.7	0.4	4.6	4.9	-0.3	3.8	4.5	-0.7	3.5	4.2	-0.7	4.7	5.0	-0.3	2.3	3.8	-1.5	
Edge	8.5	8.6	-0.1	5	29.1	27.5	1.6	8.9	11.0	-2.1	9.2	11.0	-1.8	7.3	9.2	-1.9	3.5	4.2	-0.7	1.5	1.1	0.4	4.8	6.7	-1.9	
Gold AM	0.4	0.6	-0.2	15	*	*	*	0.2	0.2	0.0	0.2	0.2	0.0	0.2	0.2	0.0	0.9	1.0	-0.1	1.0	1.1	-0.1	0.2	0.1	0.1	
Hokonui	5.8	5.0	0.8	9	7.5	8.6	-1.1	8.1	7.7	0.4	3.4	3.4	0.0	2.9	2.9	0.0	6.7	4.8	1.9	9.4	5.8	3.6	5.8	4.6	1.2	
Life FM	0.5	0.6	-0.1	14	*	0.2	*	0.5	1.1	-0.6	0.7	1.1	-0.4	0.5	0.7	-0.2	0.2	0.2	0.0	0.3	0.3	0.0	0.7	0.3	0.4	
Magic Music & Talk	16.2	16.3	-0.1	1	1.5	1.4	0.1	3.8	4.1	-0.3	3.5	3.8	-0.3	5.3	4.9	0.4	16.1	17.2	-1.1	35.1	33.7	1.4	5.1	7.4	-2.3	
More FM	8.7	8.7	0.0	3	15.7	15.5	0.2	13.3	15.9	-2.6	12.4	14.9	-2.5	10.7	12.2	-1.5	6.5	5.5	1.0	3.8	2.2	1.6	12.5	16.1	-3.6	
Newstalk ZB	8.6	8.7	-0.1	4	0.2	0.1	0.1	3.4	1.8	1.6	4.3	2.5	1.8	3.9	3.0	0.9	4.5	5.9	-1.4	11.6	12.3	-0.7	2.0	1.7	0.3	
Radio Hauraki	4.5	3.9	0.6	10	0.9	1.1	-0.2	5.7	4.9	0.8	5.7	5.1	0.6	8.7	7.6	1.1	8.5	6.9	1.6	1.2	0.9	0.3	4.3	2.9	1.4	
Rhema	0.6	1.0	-0.4	13	*	*	*	2.0	*	*	0.2	2.0	-1.8	0.5	1.5	-1.0	0.9	0.7	0.2	1.3	1.0	0.3	0.7	0.4	0.3	
Rock	14.2	11.6	2.6	2	28.3	19.7	8.6	26.5	16.7	9.8	19.8	17.9	1.9	18.5	16.7	1.8	11.7	10.9	0.8	3.0	3.5	-0.5	23.5	20.1	3.4	
Star	0.3	0.4	-0.1	16	*	*	*	0.2	0.2	0.0	0.2	0.2	0.0	0.1	0.1	0.0	0.6	1.2	-0.6	0.8	1.3	-0.5	0.2	0.1	0.1	
Tahu FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
The Hits	3.4	4.0	-0.6	12	2.9	3.3	-0.4	3.8	5.0	-1.2	4.6	5.1	-0.5	5.8	6.6	-0.8	4.7	5.7	-1.0	0.9	1.8	-0.9	5.8	4.4	1.4	
The Sound	6.8	9.0	-2.2	7	0.6	2.4	-1.8	2.1	2.6	-0.5	3.0	4.0	-1.0	5.6	8.3	-2.7	11.9	15.2	-3.3	14.3	16.3	-2.0	5.2	8.0	-2.8	
ZM	6.7	6.3	0.4	8	8.7	14.1	-5.4	10.5	13.3	-2.8	16.4	12.6	3.8	10.7	8.4	2.3	1.9	1.8	0.1	1.4	1.2	0.2	14.1	11.1	3.0	
MediaWorks Combo	62.7	62.4	0.3		78.1	70.2	7.9	59.1	55.7	3.4	57.0	60.3	-3.3	59.8	61.6	-1.8	63.8	64.1	-0.3	64.7	66.6	-1.9	62.2	68.4	-6.2	
NZME Combo	33.2	32.7	0.5		20.7	28.5	-7.8	36.8	37.6	-0.8	39.2	33.6	5.6	36.0	33.2	2.8	30.8	30.3	0.5	30.6	28.3	2.3	34.4	28.6	5.8	
Potential (000)	80.8	80.8	0.0		17.2	17.2	0.0	25.7	25.0	0.7	23.5	23.5	0.0	35.1	35.1	0.0	24.0	24.0	0.0	21.3	21.3	0.0	12.2	13.2	-1.0	
Sample	845	902	-57		127	138	-11	238	244	-6	262	285	-23	382	417	-35	234	261	-27	252	267	-15	139	163	-24	

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 3 2021

Station Share (%) by Daypart, People 10+

Survey Comparisons: 2/2021 - 3/2021

This Survey Period: Sun Sept 13 to Sat Nov 14 2020 & Sun Jan 31 to Sat Aug 28 2021

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

	This	Last	+/-
Potential (000)	80.8	80.8	0.0
Sample Size	845	902	-57

	Breakfast				Morning			Afternoon			Drive			Night			Mid Dawn			Weekend			
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	
Breeze	6.5	6.4	0.1	6	7.3	7.7	-0.4	8.6	8.7	-0.1	8.1	8.5	-0.4	8.5	7.9	0.6	10.1	7.4	2.7	8.2	8.6	-0.4	
Coast	3.0	4.0	-1.0	12	4.2	5.7	-1.5	3.9	4.4	-0.5	3.3	3.1	0.2	2.7	3.4	-0.7	4.4	4.9	-0.5	3.4	3.5	-0.1	
Edge	7.4	8.4	-1.0	5	6.8	7.0	-0.2	7.4	7.7	-0.3	8.1	9.6	-1.5	12.9	11.6	1.3	13.4	12.4	1.0	10.9	9.1	1.8	
Gold AM	0.6	0.9	-0.3	13	0.2	0.3	-0.1	0.2	0.8	-0.6	0.2	0.2	0.0	0.1	0.1	0.0	*	*	*	1.0	0.9	0.1	
Hokonui	6.3	5.2	1.1	7	5.5	5.3	0.2	8.4	7.5	0.9	4.6	3.3	1.3	2.5	2.5	0.0	1.0	0.8	0.2	5.1	4.1	1.0	
Life FM	0.3	0.3	0.0	14	0.7	0.8	-0.1	0.1	0.5	-0.4	0.5	0.5	0.0	1.0	1.0	0.0	2.2	1.3	0.9	0.5	0.6	-0.1	
Magic Music & Talk	13.9	15.1	-1.2	2	17.7	17.6	0.1	14.3	14.8	-0.5	15.4	16.9	-1.5	23.2	23.3	-0.1	7.5	7.0	0.5	19.3	18.0	1.3	
More FM	11.3	10.3	1.0	4	7.8	7.9	-0.1	7.9	8.9	-1.0	11.0	12.3	-1.3	4.6	2.8	1.8	10.8	8.2	2.6	7.9	7.7	0.2	
Newstalk ZB	12.5	12.4	0.1	3	4.9	5.1	-0.2	3.9	3.6	0.3	7.5	6.6	0.9	20.2	19.9	0.3	25.3	19.4	5.9	9.5	10.6	-1.1	
Radio Hauraki	4.7	3.7	1.0	10	4.8	4.7	0.1	5.7	5.0	0.7	5.5	5.0	0.5	4.4	3.8	0.6	8.3	5.2	3.1	1.3	1.3	0.0	
Rhema	0.3	0.2	0.1	14	0.7	0.7	0.0	0.5	2.0	-1.5	0.9	1.1	-0.2	0.2	0.1	0.1	0.1	*	*	1.0	1.3	-0.3	
Rock	15.7	12.9	2.8	1	13.9	11.4	2.5	15.2	11.7	3.5	17.4	13.6	3.8	5.2	8.7	-3.5	5.9	8.1	-2.2	13.8	11.1	2.7	
Star	0.1	0.2	-0.1	16	0.1	0.3	-0.2	0.5	0.9	-0.4	0.2	0.6	-0.4	0.3	0.3	0.0	*	*	*	0.3	0.4	-0.1	
Tahu FM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
The Hits	3.6	3.9	-0.3	11	4.8	5.7	-0.9	3.9	4.6	-0.7	2.2	2.8	-0.6	3.7	4.1	-0.4	2.1	3.1	-1.0	2.2	2.9	-0.7	
The Sound	5.3	6.8	-1.5	9	6.7	7.7	-1.0	7.4	8.5	-1.1	7.0	7.7	-0.7	4.0	4.5	-0.5	2.2	18.3	-16.1	8.9	12.0	-3.1	
ZM	6.2	6.4	-0.2	8	9.4	7.4	2.0	8.8	7.5	1.3	6.1	6.3	-0.2	2.3	3.0	-0.7	4.0	2.6	1.4	4.0	5.4	-1.4	
MediaWorks Combo	60.4	59.9	0.5		60.4	59.5	0.9	61.2	60.6	0.6	67.3	68.9	-1.6	58.7	59.1	-0.4	50.2	61.3	-11.1	69.2	66.7	2.5	
NZME Combo	36.8	36.5	0.3		33.9	34.3	-0.4	34.9	33.4	1.5	29.4	27.2	2.2	36.4	37.1	-0.7	45.6	36.1	9.5	26.6	28.6	-2.0	

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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	11.7	11.6	0.1	5	1.5	1.3	0.2	4.0	3.7	0.3	4.6	4.6	0.0	7.4	7.2	0.2	4.5	4.5	0.0	2.5	2.8	-0.3	2.2	2.4	-0.2
Coast	7.2	7.3	-0.1	9	0.9	0.7	0.2	2.4	1.9	0.5	1.7	1.8	-0.1	3.1	3.0	0.1	3.4	3.4	0.0	2.8	3.1	-0.3	0.5	0.9	-0.4
Edge	13.5	12.7	0.8	4	5.5	4.9	0.6	7.4	6.9	0.5	6.5	6.0	0.5	7.2	7.0	0.2	1.1	1.4	-0.3	0.6	0.6	0.0	1.8	2.0	-0.2
Gold AM	1.0	1.6	-0.6	15	*	*	*	0.2	0.2	0.0	0.2	0.2	0.0	0.6	0.5	0.1	0.6	1.1	-0.5	0.4	1.0	-0.6	0.1	0.1	0.0
Hokonui	6.3	6.5	-0.2	11	1.1	1.2	-0.1	1.7	1.6	0.1	0.7	1.1	-0.4	1.4	1.8	-0.4	3.1	3.0	0.1	3.3	3.0	0.3	0.8	0.9	-0.1
Life FM	1.8	2.4	-0.6	13	*	0.4	*	0.8	1.2	-0.4	1.1	1.4	-0.3	1.3	1.6	-0.3	0.5	0.4	0.1	0.3	0.3	0.0	0.4	0.4	0.0
Magic Music & Talk	15.4	15.8	-0.4	3	1.4	1.3	0.1	3.3	3.1	0.2	2.4	2.5	-0.1	4.5	4.6	-0.1	5.3	5.7	-0.4	6.7	7.4	-0.7	1.0	1.5	-0.5
More FM	16.3	15.5	0.8	2	5.0	4.8	0.2	6.6	6.4	0.2	6.4	6.1	0.3	8.6	8.3	0.3	4.0	3.4	0.6	2.5	1.8	0.7	2.7	3.3	-0.6
Newstalk ZB	8.7	8.6	0.1	7	0.7	0.1	0.6	1.3	0.7	0.6	1.9	1.5	0.4	3.4	2.9	0.5	2.7	3.4	-0.7	3.2	4.0	-0.8	0.8	0.8	0.0
Radio Hauraki	5.3	4.7	0.6	12	0.8	0.3	0.5	2.6	2.3	0.3	2.4	2.5	-0.1	4.2	4.1	0.1	2.0	1.7	0.3	0.3	0.3	0.0	1.0	1.1	-0.1
Rhema	1.5	1.5	0.0	14	*	*	*	*	0.3	*	0.2	0.5	-0.3	1.0	1.1	-0.1	1.0	0.8	0.2	0.5	0.4	0.1	0.4	0.2	0.2
Rock	16.4	13.9	2.5	1	4.6	3.8	0.8	7.3	6.1	1.2	7.5	6.6	0.9	10.3	9.1	1.2	4.1	3.3	0.8	1.3	0.9	0.4	3.9	4.0	-0.1
Star	0.4	0.5	-0.1	16	*	*	*	0.3	0.3	0.0	0.3	0.3	0.0	0.3	0.3	0.0	0.1	0.2	-0.1	0.1	0.2	-0.1	0.1	0.1	0.0
Tahu FM	0.4	0.2	0.2	16	0.4	*	*	0.4	*	*	0.1	*	*	0.1	*	*	*	0.2	*	*	0.2	*	*	*	*
The Hits	6.6	7.1	-0.5	10	2.1	1.7	0.4	3.3	3.6	-0.3	2.5	3.1	-0.6	3.5	4.2	-0.7	1.3	1.7	-0.4	1.0	1.1	-0.1	1.4	1.8	-0.4
The Sound	8.5	9.8	-1.3	8	1.2	1.0	0.2	3.0	2.4	0.6	2.8	2.9	-0.1	4.7	5.1	-0.4	3.2	4.2	-1.0	2.3	3.3	-1.0	1.3	1.8	-0.5
ZM	9.5	9.2	0.3	6	2.6	2.4	0.2	5.0	5.4	-0.4	5.6	5.2	0.4	6.3	6.0	0.3	1.2	1.5	-0.3	0.6	0.8	-0.2	1.9	2.3	-0.4
MediaWorks Combo	53.6	51.1	2.5		12.8	11.0	1.8	18.1	16.3	1.8	16.1	15.3	0.8	24.7	23.5	1.2	16.1	16.0	0.1	12.6	13.1	-0.5	8.6	9.5	-0.9
NZME Combo	33.8	33.7	0.1		4.9	4.8	0.1	11.4	11.7	-0.3	12.4	11.9	0.5	17.6	16.9	0.7	10.8	10.9	-0.1	9.2	9.8	-0.6	4.8	5.6	-0.8
All Commercial Radio	65.2	64.4	0.8		13.6	12.2	1.4	21.1	20.0	1.1	19.4	18.8	0.6	29.4	28.6	0.8	20.1	20.8	-0.7	16.7	17.9	-1.2	10.7	11.4	-0.7
Potential (000)	80.8	80.8	0.0		17.2	17.2	0.0	25.7	25.0	0.7	23.5	23.5	0.0	35.1	35.1	0.0	24.0	24.0	0.0	21.3	21.3	0.0	12.2	13.2	-1.0
Sample	845	902	-57		127	138	-11	238	244	-6	262	285	-23	382	417	-35	234	261	-27	252	267	-15	139	163	-24

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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 Daypart, People 10+

Survey Comparisons: 2/2021 - 3/2021

This Survey Period: Sun Sept 13 to Sat Nov 14 2020 & Sun Jan 31 to Sat Aug 28 2021

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

	This	Last	+/-
Potential (000)	80.8	80.8	0.0
Sample Size	845	902	-57

	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	4.4	5.5	-1.1	7	5.7	5.8	-0.1	6.5	6.7	-0.2	5.9	5.7	0.2	2.5	2.3	0.2	2.0	2.0	0.0	6.0	6.5	-0.5			
Coast	3.1	3.8	-0.7	10	3.6	4.1	-0.5	3.3	3.1	0.2	2.0	1.9	0.1	0.7	1.0	-0.3	1.4	1.1	0.3	3.2	3.5	-0.3			
Edge	6.1	6.6	-0.5	4	5.7	6.1	-0.4	7.9	7.5	0.4	6.4	7.4	-1.0	3.6	3.0	0.6	1.2	2.1	-0.9	8.1	8.1	0.0			
Gold AM	0.5	0.6	-0.1	15	0.1	0.1	0.0	0.4	1.1	-0.7	0.2	0.3	-0.1	0.2	0.1	0.1	*	*	*	0.8	0.8	0.0			
Hokonui	3.6	3.5	0.1	8	3.1	3.3	-0.2	4.7	4.8	-0.1	2.6	2.3	0.3	0.8	0.9	-0.1	0.3	0.5	-0.2	4.0	3.7	0.3			
Life FM	0.6	1.4	-0.8	13	0.6	0.9	-0.3	0.4	0.8	-0.4	0.6	0.8	-0.2	0.2	0.3	-0.1	0.5	0.6	-0.1	0.6	0.8	-0.2			
Magic Music & Talk	8.5	9.1	-0.6	3	8.3	8.3	0.0	9.3	9.1	0.2	7.2	7.9	-0.7	3.7	4.2	-0.5	1.4	1.9	-0.5	8.7	9.6	-0.9			
More FM	11.1	10.2	0.9	1	6.5	6.4	0.1	7.9	8.3	-0.4	9.2	8.2	1.0	3.6	2.5	1.1	2.3	2.6	-0.3	9.2	8.3	0.9			
Newstalk ZB	5.1	5.3	-0.2	5	4.0	3.9	0.1	3.4	3.8	-0.4	4.6	4.1	0.5	2.5	2.8	-0.3	2.7	2.8	-0.1	6.2	6.3	-0.1			
Radio Hauraki	2.0	2.4	-0.4	12	1.8	2.1	-0.3	1.8	1.9	-0.1	3.0	2.8	0.2	1.0	0.7	0.3	1.4	1.2	0.2	2.1	1.8	0.3			
Rhema	0.6	0.4	0.2	13	0.6	0.8	-0.2	0.6	0.9	-0.3	1.0	1.2	-0.2	0.2	0.2	0.0	0.1	*	*	1.1	1.2	-0.1			
Rock	10.3	8.7	1.6	2	7.7	6.9	0.8	9.7	8.1	1.6	10.7	8.7	2.0	2.6	2.7	-0.1	1.3	1.2	0.1	9.4	7.6	1.8			
Star	0.1	0.2	-0.1	16	0.1	0.2	-0.1	0.2	0.3	-0.1	0.1	0.2	-0.1	0.1	0.1	0.0	*	*	*	0.3	0.4	-0.1			
Tahu FM	0.1	0.2	-0.1	16	*	*	*	0.4	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
The Hits	3.3	3.8	-0.5	9	4.0	4.7	-0.7	2.4	3.2	-0.8	1.9	2.9	-1.0	1.6	2.2	-0.6	0.6	1.1	-0.5	2.9	3.3	-0.4			
The Sound	3.1	4.9	-1.8	10	3.5	4.3	-0.8	4.5	5.3	-0.8	3.9	4.9	-1.0	1.2	1.9	-0.7	0.8	1.4	-0.6	4.9	6.1	-1.2			
ZM	4.5	4.8	-0.3	6	5.3	4.6	0.7	6.1	5.7	0.4	4.9	5.0	-0.1	1.3	1.5	-0.2	0.9	1.1	-0.2	4.4	4.9	-0.5			
MediaWorks Combo	34.8	35.1	-0.3		30.8	30.5	0.3	36.3	36.2	0.1	35.3	34.9	0.4	14.8	14.6	0.2	8.1	8.9	-0.8	38.6	37.7	0.9			
NZME Combo	20.2	21.4	-1.2		19.1	19.2	-0.1	19.5	20.0	-0.5	17.0	16.8	0.2	7.4	8.5	-1.1	6.9	7.2	-0.3	20.4	21.0	-0.6			
All Commercial Radio	48.2	49.4	-1.2		44.1	44.5	-0.4	48.5	49.2	-0.7	45.0	45.2	-0.2	21.3	21.8	-0.5	12.9	14.3	-1.4	51.1	51.0	0.1			

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 3 2021

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

Survey Comparisons: 2/2021 - 3/2021

This Survey Period: Sun Sept 13 to Sat Nov 14 2020 & Sun Jan 31 to Sat Aug 28 2021

Last Survey Period: Sun Jul 19 to Sat Nov 14 2020 & Sun Jan 31 to Sat Jun 19 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	8:52	9:39	-0:46	3:00	4:43	-1:42	3:00	4:23	-1:23	6:55	7:14	-0:19	10:01	8:54	1:07	12:51	11:32	1:18	9:34	14:21	-4:46	9:16	10:03	-0:46
Coast	6:36	8:05	-1:29	1:23	3:57	-2:34	7:12	9:14	-2:02	9:55	10:37	-0:42	7:34	9:20	-1:46	4:14	5:47	-1:33	5:52	6:41	-0:48	7:57	9:44	-1:46
Edge	8:19	9:29	-1:09	11:13	11:33	-0:19	4:08	5:54	-1:45	5:23	7:09	-1:46	6:13	8:18	-2:05	13:36	14:24	-0:48	8:39	8:35	0:04	4:58	7:53	-2:55
Gold AM	5:19	5:13	0:05	*	*	*	3:17	3:30	-0:12	3:17	3:30	-0:12	2:37	2:53	-0:15	6:18	4:16	2:02	9:17	4:55	4:22	3:00	3:00	0:00
Hokonui	12:09	10:38	1:31	14:43	14:35	0:07	16:16	17:24	-1:07	17:04	12:17	4:47	12:47	10:12	2:35	8:57	7:23	1:34	10:06	7:58	2:07	12:39	12:24	0:15
Life FM	3:40	3:35	0:04	*	0:58	*	2:02	3:22	-1:20	2:28	3:13	-0:45	2:20	3:02	-0:41	1:47	1:49	-0:01	4:07	4:25	-0:18	3:12	1:55	1:16
Magic Music & Talk	13:55	14:29	-0:34	2:16	2:13	0:03	3:56	4:49	-0:52	5:25	5:52	-0:26	7:18	6:45	0:32	12:43	13:45	-1:01	18:29	18:58	-0:29	9:54	11:51	-1:57
More FM	7:01	7:51	-0:50	6:36	6:33	0:02	7:00	9:04	-2:03	7:20	9:36	-2:15	7:34	9:17	-1:42	6:49	7:21	-0:31	5:23	5:00	0:23	8:34	11:41	-3:06
Newstalk ZB	13:00	14:07	-1:07	0:26	2:42	-2:16	9:26	9:58	-0:32	8:21	6:33	1:48	6:58	6:27	0:31	6:55	7:57	-1:01	12:53	12:41	0:12	4:29	5:07	-0:37
Radio Hauraki	11:08	11:37	-0:29	2:15	6:47	-4:31	7:31	7:52	-0:20	8:55	7:58	0:57	12:40	11:55	0:45	17:39	18:24	-0:45	13:18	13:25	-0:07	7:39	6:28	1:10
Rhema	5:18	9:20	-4:02	*	*	*	*	22:30	*	3:33	15:56	-12:22	3:04	9:07	-6:02	3:56	4:08	-0:11	10:07	9:54	0:13	3:16	3:26	-0:09
Rock	11:24	11:37	-0:13	13:04	10:38	2:25	12:39	10:07	2:32	10:00	10:39	-0:38	10:58	11:41	-0:43	11:54	15:02	-3:07	7:49	15:08	-7:18	11:02	11:52	-0:50
Star	9:15	13:18	-4:03	*	*	*	2:25	2:28	-0:03	2:25	2:28	-0:03	2:25	2:28	-0:03	30:30	25:56	4:33	30:30	25:56	4:33	5:30	5:30	0:00
Tahu FM	0:20	0:30	-0:09	0:15	*	*	0:20	*	*	1:00	*	*	1:00	*	*	*	0:30	*	*	0:30	*	*	*	*
The Hits	6:48	7:54	-1:06	2:57	3:53	-0:56	4:01	5:04	-1:03	6:53	6:24	0:28	10:13	9:57	0:15	14:40	15:42	-1:01	3:21	6:47	-3:26	7:36	5:43	1:52
The Sound	10:29	12:52	-2:23	1:02	4:43	-3:41	2:29	4:07	-1:37	4:03	5:31	-1:28	7:18	10:15	-2:56	15:24	16:25	-1:00	21:42	20:22	1:20	7:28	10:22	-2:53
ZM	9:21	9:29	-0:07	7:11	12:03	-4:51	7:19	9:02	-1:43	11:02	9:32	1:30	10:22	8:56	1:25	6:34	5:32	1:01	7:59	5:59	1:59	13:20	11:26	1:54
MediaWorks Combo	15:23	17:04	-1:41	12:59	13:06	-0:06	11:21	12:32	-1:11	13:19	15:37	-2:17	14:49	16:40	-1:50	16:34	18:22	-1:48	18:06	21:02	-2:56	13:16	16:59	-3:43
NZME Combo	12:57	13:33	-0:36	9:06	12:09	-3:03	11:11	11:46	-0:35	11:53	11:09	0:43	12:30	12:29	0:01	11:54	12:43	-0:49	11:44	11:58	-0:13	13:05	12:01	1:04
All Commercial Radio	20:12	21:42	-1:29	15:43	16:50	-1:07	16:29	18:18	-1:48	19:23	21:04	-1:40	20:49	22:13	-1:23	20:48	22:05	-1:17	21:11	23:11	-1:59	17:17	20:47	-3:30
Potential (000)	80.8	80.8	0.0	17.2	17.2	0.0	25.7	25.0	0.7	23.5	23.5	0.0	35.1	35.1	0.0	24.0	24.0	0.0	21.3	21.3	0.0	12.2	13.2	-1.0
Sample	845	902	-57	127	138	-11	238	244	-6	262	285	-23	382	417	-35	234	261	-27	252	267	-15	139	163	-24

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 3 2021

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

Survey Comparisons: 2/2021 - 3/2021

This Survey Period: Sun Sept 13 to Sat Nov 14 2020 & Sun Jan 31 to Sat Aug 28 2021

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

	This	Last	+/-
Potential (000)	80.8	80.8	0.0
Sample Size	845	902	-57

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

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