

## SOUTHLAND COMMERCIAL RADIO - SURVEY 4 2021

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

Survey Comparisons: 3/2021 - 4/2021

This Survey Period: Sun Jan 31 to Sat Nov 6 2021

Last Survey Period: Sun Sept 13 to Sat Nov 14 2020 & Sun Jan 31 to Sat Aug 28 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	12.6	7.9	4.7	2	5.8	2.2	3.6	4.6	3.4	1.2	9.7	8.6	1.1	15.3	12.2	3.1	26.7	13.9	12.8	18.7	6.8	11.9	14.4	11.0	3.4	
Coast	3.2	3.6	-0.4	11	0.2	0.6	-0.4	4.6	5.1	-0.5	4.5	4.6	-0.1	3.3	3.8	-0.5	3.2	3.5	-0.3	5.6	4.7	0.9	2.3	2.3	0.0	
Edge	7.7	8.5	-0.8	6	27.9	29.1	-1.2	8.5	8.9	-0.4	5.6	9.2	-3.6	4.7	7.3	-2.6	2.5	3.5	-1.0	1.3	1.5	-0.2	5.5	4.8	0.7	
Gold AM	0.3	0.4	-0.1	16	*	*	*	0.3	0.2	0.1	0.3	0.2	0.1	0.3	0.2	0.1	0.5	0.9	-0.4	0.6	1.0	-0.4	0.2	0.2	0.0	
Hokonui	7.0	5.8	1.2	7	5.5	7.5	-2.0	8.5	8.1	0.4	4.0	3.4	0.6	3.1	2.9	0.2	9.6	6.7	2.9	13.1	9.4	3.7	3.9	5.8	-1.9	
Life FM	0.7	0.5	0.2	14	*	*	*	0.5	0.5	0.0	0.9	0.7	0.2	1.1	0.5	0.6	0.7	0.2	0.5	0.2	0.3	-0.1	0.8	0.7	0.1	
Magic Music*	10.2	n.a.	*	4	1.3	n.a.	*	3.0	n.a.	*	2.1	n.a.	*	2.4	n.a.	*	9.6	n.a.	*	22.1	n.a.	*	1.1	n.a.	*	
Magic Talk*	4.9	n.a.	*	9	*	n.a.	*	1.1	n.a.	*	2.2	n.a.	*	3.4	n.a.	*	5.2	n.a.	*	7.3	n.a.	*	2.7	n.a.	*	
More FM	10.7	8.7	2.0	3	23.4	15.7	7.7	13.8	13.3	0.5	15.0	12.4	2.6	12.5	10.7	1.8	5.6	6.5	-0.9	3.0	3.8	-0.8	14.8	12.5	2.3	
Newstalk ZB	8.0	8.6	-0.6	5	1.4	0.2	1.2	4.0	3.4	0.6	5.6	4.3	1.3	4.9	3.9	1.0	5.9	4.5	1.4	10.6	11.6	-1.0	2.6	2.0	0.6	
Radio Hauraki	2.1	4.5	-2.4	13	0.6	0.9	-0.3	4.0	5.7	-1.7	5.0	5.7	-0.7	4.8	8.7	-3.9	2.3	8.5	-6.2	0.3	1.2	-0.9	5.3	4.3	1.0	
Rhema	0.7	0.6	0.1	14	*	*	*	*	*	*	0.2	0.2	0.0	0.6	0.5	0.1	0.6	0.9	-0.3	0.8	1.3	-0.5	0.7	0.7	0.0	
Rock	14.1	14.2	-0.1	1	22.8	28.3	-5.5	25.6	26.5	-0.9	23.0	19.8	3.2	23.3	18.5	4.8	12.2	11.7	0.5	1.3	3.0	-1.7	22.8	23.5	-0.7	
Star	0.3	0.3	0.0	16	*	*	*	0.3	0.2	0.1	0.2	0.2	0.0	0.2	0.1	0.1	0.5	0.6	-0.1	1.0	0.8	0.2	0.2	0.2	0.0	
Tahu FM	*	*	*	*	*	*	*	*	*	*	0.1	*	*	0.1	*	*	*	*	*	*	*	*	0.1	*	*	*
The Hits	2.2	3.4	-1.2	12	2.2	2.9	-0.7	4.5	3.8	0.7	3.8	4.6	-0.8	3.9	5.8	-1.9	2.4	4.7	-2.3	0.8	0.9	-0.1	2.3	5.8	-3.5	
The Sound	5.6	6.8	-1.2	8	0.2	0.6	-0.4	2.2	2.1	0.1	3.0	3.0	0.0	5.8	5.6	0.2	9.1	11.9	-2.8	10.4	14.3	-3.9	4.0	5.2	-1.2	
ZM	4.8	6.7	-1.9	10	6.8	8.7	-1.9	10.2	10.5	-0.3	11.8	16.4	-4.6	8.0	10.7	-2.7	1.6	1.9	-0.3	1.2	1.4	-0.2	14.2	14.1	0.1	
MediaWorks Combo	66.1	62.7	3.4		81.9	78.1	3.8	59.5	59.1	0.4	61.0	57.0	4.0	67.6	59.8	7.8	71.0	63.8	7.2	64.2	64.7	-0.5	65.4	62.2	3.2	
NZME Combo	27.8	33.2	-5.4		16.8	20.7	-3.9	36.3	36.8	-0.5	35.0	39.2	-4.2	28.4	36.0	-7.6	25.7	30.8	-5.1	32.2	30.6	1.6	30.9	34.4	-3.5	
Potential (000)	80.8	80.8	0.0		17.2	17.2	0.0	25.3	25.7	-0.4	23.5	23.5	0.0	35.1	35.1	0.0	24.0	24.0	0.0	21.3	21.3	0.0	12.9	12.2	0.7	
Sample	862	845	17		132	127	5	241	238	3	257	262	-5	372	382	-10	233	234	-1	269	252	17	145	139	6	

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

MediaWorks Combo: Breeze or Edge or Magic Music (from S4 2021) or Magic Talk (from S4 2021) or Magic Music & Talk (until S3 2021) or More FM or Rock or The Sound or internet only listening to George FM or Mai

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

\*Magic Music & Magic Talk were reported together as Magic Music & Talk in S3 2021 and therefore the individual station results cannot be compared in S4 2021

# SOUTHLAND COMMERCIAL RADIO - SURVEY 4 2021

Station Share (%) by Daypart, People 10+

Survey Comparisons: 3/2021 - 4/2021

This Survey Period: Sun Jan 31 to Sat Nov 6 2021

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

	This	Last	+/-
Potential (000)	80.8	80.8	0.0
Sample Size	862	845	17

	Breakfast				Morning			Afternoon			Drive			Night			Mid Dawn			Weekend			
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	
Breeze	9.2	6.5	2.7	4	10.2	7.3	2.9	13.1	8.6	4.5	16.0	8.1	7.9	23.0	8.5	14.5	6.9	10.1	-3.2	13.8	8.2	5.6	
Coast	3.3	3.0	0.3	11	3.5	4.2	-0.7	3.4	3.9	-0.5	2.7	3.3	-0.6	3.0	2.7	0.3	4.7	4.4	0.3	2.8	3.4	-0.6	
Edge	7.2	7.4	-0.2	7	6.3	6.8	-0.5	7.7	7.4	0.3	6.9	8.1	-1.2	7.2	12.9	-5.7	3.8	13.4	-9.6	10.8	10.9	-0.1	
Gold AM	0.5	0.6	-0.1	14	*	0.2	*	0.2	0.2	0.0	0.2	0.2	0.0	0.5	0.1	0.4	*	*	*	0.7	1.0	-0.3	
Hokonui	7.4	6.3	1.1	6	7.1	5.5	1.6	9.6	8.4	1.2	5.8	4.6	1.2	4.6	2.5	2.1	1.7	1.0	0.7	6.0	5.1	0.9	
Life FM	0.4	0.3	0.1	15	1.1	0.7	0.4	0.5	0.1	0.4	0.6	0.5	0.1	0.8	1.0	-0.2	2.4	2.2	0.2	0.5	0.5	0.0	
Magic Music*	7.5	n.a.	*	5	11.7	n.a.	*	12.2	n.a.	*	8.0	n.a.	*	7.5	n.a.	*	1.8	n.a.	*	12.0	n.a.	*	
Magic Talk*	4.7	n.a.	*	8	5.6	n.a.	*	2.4	n.a.	*	3.5	n.a.	*	15.8	n.a.	*	6.4	n.a.	*	5.2	n.a.	*	
More FM	14.6	11.3	3.3	2	11.2	7.8	3.4	8.8	7.9	0.9	9.8	11.0	-1.2	4.3	4.6	-0.3	14.7	10.8	3.9	10.5	7.9	2.6	
Newstalk ZB	13.3	12.5	0.8	3	5.5	4.9	0.6	3.9	3.9	0.0	7.5	7.5	0.0	11.9	20.2	-8.3	28.6	25.3	3.3	7.1	9.5	-2.4	
Radio Hauraki	2.3	4.7	-2.4	13	1.7	4.8	-3.1	1.2	5.7	-4.5	3.0	5.5	-2.5	4.2	4.4	-0.2	8.8	8.3	0.5	1.1	1.3	-0.2	
Rhema	0.4	0.3	0.1	15	1.0	0.7	0.3	0.7	0.5	0.2	0.9	0.9	0.0	0.3	0.2	0.1	0.1	0.1	0.0	1.0	1.0	0.0	
Rock	15.2	15.7	-0.5	1	14.6	13.9	0.7	15.7	15.2	0.5	19.2	17.4	1.8	4.6	5.2	-0.6	5.7	5.9	-0.2	11.9	13.8	-1.9	
Star	0.1	0.1	0.0	17	0.1	0.1	0.0	0.5	0.5	0.0	0.3	0.2	0.1	1.2	0.3	0.9	*	*	*	0.5	0.3	0.2	
Tahu FM	*	*	*	*	*	*	*	*	*	*	*	*	*	0.1	*	*	*	*	*	*	*	*	*
The Hits	2.8	3.6	-0.8	12	2.1	4.8	-2.7	2.1	3.9	-1.8	1.8	2.2	-0.4	2.2	3.7	-1.5	2.4	2.1	0.3	2.1	2.2	-0.1	
The Sound	4.2	5.3	-1.1	10	5.9	6.7	-0.8	6.8	7.4	-0.6	5.8	7.0	-1.2	2.6	4.0	-1.4	1.2	2.2	-1.0	6.4	8.9	-2.5	
ZM	4.3	6.2	-1.9	9	5.9	9.4	-3.5	5.3	8.8	-3.5	4.7	6.1	-1.4	3.2	2.3	0.9	8.3	4.0	4.3	3.5	4.0	-0.5	
MediaWorks Combo	62.7	60.4	2.3		65.7	60.4	5.3	67.0	61.2	5.8	69.4	67.3	2.1	65.0	58.7	6.3	40.6	50.2	-9.6	70.8	69.2	1.6	
NZME Combo	33.8	36.8	-3.0		25.8	33.9	-8.1	25.7	34.9	-9.2	25.7	29.4	-3.7	30.0	36.4	-6.4	54.8	45.6	9.2	23.3	26.6	-3.3	

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

MediaWorks Combo: Breeze or Edge or Magic Music (from S4 2021) or Magic Talk (from S4 2021) or Magic Music & Talk (until S3 2021) or More FM or Rock or The Sound or internet only listening to George FM or Mai

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

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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	14.4	11.7	2.7	3	2.3	1.5	0.8		4.3	4.0	0.3		4.7	4.6	0.1		7.5	7.4	0.1		6.1	4.5	1.6		4.3	2.5	1.8		2.4	2.2	0.2	
Coast	6.7	7.2	-0.5	11	0.8	0.9	-0.1		2.4	2.4	0.0		1.8	1.7	0.1		2.7	3.1	-0.4		2.8	3.4	-0.6		3.0	2.8	0.2		0.6	0.5	0.1	
Edge	13.8	13.5	0.3	4	5.9	5.5	0.4		7.9	7.4	0.5		6.2	6.5	-0.3		7.0	7.2	-0.2		1.2	1.1	0.1		0.6	0.6	0.0		2.2	1.8	0.4	
Gold AM	1.0	1.0	0.0	16	*	*	*		0.3	0.2	0.1		0.3	0.2	0.1		0.6	0.6	0.0		0.5	0.6	-0.1		0.3	0.4	-0.1		0.1	0.1	0.0	
Hokonui	7.1	6.3	0.8	10	1.1	1.1	0.0		2.0	1.7	0.3		1.0	0.7	0.3		1.6	1.4	0.2		3.4	3.1	0.3		3.7	3.3	0.4		0.7	0.8	-0.1	
Life FM	1.8	1.8	0.0	14	*	*	*		0.9	0.8	0.1		1.2	1.1	0.1		1.5	1.3	0.2		0.4	0.5	-0.1		0.1	0.3	-0.2		0.4	0.4	0.0	
Magic Music*	9.5	n.a.	*	6	2.0	n.a.	*		2.8	n.a.	*		1.1	n.a.	*		1.4	n.a.	*		2.3	n.a.	*		4.5	n.a.	*		0.2	n.a.	*	
Magic Talk*	7.4	n.a.	*	9	*	n.a.	*		1.3	n.a.	*		1.6	n.a.	*		3.1	n.a.	*		3.5	n.a.	*		2.9	n.a.	*		0.7	n.a.	*	
More FM	17.3	16.3	1.0	1	5.4	5.0	0.4		6.8	6.6	0.2		7.1	6.4	0.7		9.3	8.6	0.7		3.8	4.0	-0.2		2.2	2.5	-0.3		3.2	2.7	0.5	
Newstalk ZB	10.0	8.7	1.3	5	1.2	0.7	0.5		1.6	1.3	0.3		2.2	1.9	0.3		3.8	3.4	0.4		3.1	2.7	0.4		3.6	3.2	0.4		0.9	0.8	0.1	
Radio Hauraki	4.8	5.3	-0.5	13	0.7	0.8	-0.1		2.2	2.6	-0.4		2.2	2.4	-0.2		3.8	4.2	-0.4		1.8	2.0	-0.2		0.4	0.3	0.1		1.1	1.0	0.1	
Rhema	1.6	1.5	0.1	15	*	*	*		*	*	*		0.2	0.2	0.0		1.0	1.0	0.0		1.0	1.0	0.0		0.4	0.5	-0.1		0.4	0.4	0.0	
Rock	16.2	16.4	-0.2	2	5.0	4.6	0.4		6.8	7.3	-0.5		6.9	7.5	-0.6		10.2	10.3	-0.1		4.1	4.1	0.0		0.9	1.3	-0.4		3.8	3.9	-0.1	
Star	0.5	0.4	0.1	17	*	*	*		0.4	0.3	0.1		0.4	0.3	0.1		0.4	0.3	0.1		0.1	0.1	0.0		0.1	0.1	0.0		0.1	0.1	0.0	
Tahu FM	0.4	0.4	0.0	18	0.4	0.4	0.0		0.4	0.4	0.0		0.1	0.1	0.0		0.1	0.1	0.0		*	*	*		*	*	*		*	*	*	
The Hits	6.0	6.6	-0.6	12	2.0	2.1	-0.1		3.2	3.3	-0.1		2.4	2.5	-0.1		3.0	3.5	-0.5		1.0	1.3	-0.3		0.9	1.0	-0.1		1.2	1.4	-0.2	
The Sound	8.8	8.5	0.3	8	1.1	1.2	-0.1		3.0	3.0	0.0		2.9	2.8	0.1		4.5	4.7	-0.2		3.5	3.2	0.3		2.8	2.3	0.5		1.3	1.3	0.0	
ZM	8.9	9.5	-0.6	7	2.3	2.6	-0.3		5.4	5.0	0.4		5.4	5.6	-0.2		5.9	6.3	-0.4		1.1	1.2	-0.1		0.7	0.6	0.1		2.0	1.9	0.1	
MediaWorks Combo	55.6	53.6	2.0		13.3	12.8	0.5		18.1	18.1	0.0		16.6	16.1	0.5		25.7	24.7	1.0		17.4	16.1	1.3		13.2	12.6	0.6		9.3	8.6	0.7	
NZME Combo	33.1	33.8	-0.7		4.9	4.9	0.0		11.5	11.4	0.1		11.7	12.4	-0.7		16.4	17.6	-1.2		10.5	10.8	-0.3		9.6	9.2	0.4		4.9	4.8	0.1	
All Commercial Radio	66.3	65.2	1.1		14.3	13.6	0.7		20.7	21.1	-0.4		19.1	19.4	-0.3		29.2	29.4	-0.2		20.3	20.1	0.2		17.1	16.7	0.4		11.2	10.7	0.5	
Potential (000)	80.8	80.8	0.0		17.2	17.2	0.0		25.3	25.7	-0.4		23.5	23.5	0.0		35.1	35.1	0.0		24.0	24.0	0.0		21.3	21.3	0.0		12.9	12.2	0.7	
Sample	862	845	17		132	127	5		241	238	3		257	262	-5		372	382	-10		233	234	-1		269	252	17		145	139	6	

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	This	Last	+/-
Potential (000)	80.8	80.8	0.0
Sample Size	862	845	17

	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		+/-			
Breeze	6.1	4.4	1.7	5	7.9	5.7	2.2	9.0	6.5	2.5	8.1	5.9	2.2	3.5	2.5	1.0	1.7	2.0	-0.3	8.3	6.0	2.3						
Coast	3.2	3.1	0.1	10	3.4	3.6	-0.2	3.3	3.3	0.0	2.2	2.0	0.2	1.2	0.7	0.5	1.5	1.4	0.1	2.7	3.2	-0.5						
Edge	6.9	6.1	0.8	3	5.8	5.7	0.1	7.6	7.9	-0.3	5.8	6.4	-0.6	3.1	3.6	-0.5	1.1	1.2	-0.1	8.1	8.1	0.0						
Gold AM	0.4	0.5	-0.1	16	*	0.1	*	0.3	0.4	-0.1	0.3	0.2	0.1	0.1	0.2	-0.1	0.1	*	*	0.7	0.8	-0.1						
Hokonui	4.1	3.6	0.5	6	3.5	3.1	0.4	5.3	4.7	0.6	3.1	2.6	0.5	1.3	0.8	0.5	0.6	0.3	0.3	4.6	4.0	0.6						
Life FM	0.6	0.6	0.0	14	0.6	0.6	0.0	0.4	0.4	0.0	0.7	0.6	0.1	0.1	0.2	-0.1	0.6	0.5	0.1	0.5	0.6	-0.1						
Magic Music*	3.9	n.a.	*	7	5.3	n.a.	*	6.9	n.a.	*	4.1	n.a.	*	1.8	n.a.	*	0.5	n.a.	*	5.8	n.a.	*						
Magic Talk*	3.8	n.a.	*	8	3.0	n.a.	*	2.9	n.a.	*	2.3	n.a.	*	1.6	n.a.	*	0.9	n.a.	*	3.6	n.a.	*						
More FM	13.0	11.1	1.9	1	8.2	6.5	1.7	8.0	7.9	0.1	9.6	9.2	0.4	3.9	3.6	0.3	3.3	2.3	1.0	10.2	9.2	1.0						
Newstalk ZB	6.4	5.1	1.3	4	4.9	4.0	0.9	4.1	3.4	0.7	5.2	4.6	0.6	2.7	2.5	0.2	3.1	2.7	0.4	6.6	6.2	0.4						
Radio Hauraki	1.7	2.0	-0.3	13	1.1	1.8	-0.7	1.1	1.8	-0.7	2.3	3.0	-0.7	1.0	1.0	0.0	1.5	1.4	0.1	1.8	2.1	-0.3						
Rhema	0.6	0.6	0.0	14	0.7	0.6	0.1	0.7	0.6	0.1	1.1	1.0	0.1	0.2	0.2	0.0	*	0.1	*	1.1	1.1	0.0						
Rock	9.3	10.3	-1.0	2	6.5	7.7	-1.2	10.1	9.7	0.4	10.7	10.7	0.0	2.4	2.6	-0.2	0.9	1.3	-0.4	9.4	9.4	0.0						
Star	0.1	0.1	0.0	17	0.1	0.1	0.0	0.2	0.2	0.0	0.1	0.1	0.0	0.1	0.1	0.0	*	*	*	0.5	0.3	0.2						
Tahu FM	0.1	0.1	0.0	17	*	*	*	0.4	0.4	0.0	*	*	*	*	*	*	*	*	*	*	*	*						
The Hits	3.0	3.3	-0.3	11	2.9	4.0	-1.1	2.1	2.4	-0.3	1.5	1.9	-0.4	1.1	1.6	-0.5	0.6	0.6	0.0	2.4	2.9	-0.5						
The Sound	2.9	3.1	-0.2	12	3.3	3.5	-0.2	4.7	4.5	0.2	3.7	3.9	-0.2	1.3	1.2	0.1	0.8	0.8	0.0	5.2	4.9	0.3						
ZM	3.7	4.5	-0.8	9	4.0	5.3	-1.3	4.9	6.1	-1.2	3.7	4.9	-1.2	1.3	1.3	0.0	1.1	0.9	0.2	4.3	4.4	-0.1						
MediaWorks Combo	36.2	34.8	1.4	32.3	30.8	1.5	38.1	36.3	1.8	35.6	35.3	0.3	14.9	14.8	0.1	8.7	8.1	0.6	40.6	38.6	2.0							
NZME Combo	20.8	20.2	0.6	17.6	19.1	-1.5	19.0	19.5	-0.5	16.0	17.0	-1.0	7.9	7.4	0.5	7.7	6.9	0.8	19.6	20.4	-0.8							
All Commercial Radio	49.6	48.2	1.4	44.4	44.1	0.3	51.3	48.5	2.8	46.2	45.0	1.2	21.8	21.3	0.5	13.7	12.9	0.8	51.9	51.1	0.8							

MediaWorks Combo: Breeze or Edge or Magic Music (from S4 2021) or Magic Talk (from S4 2021) or Magic Music & Talk (until S3 2021) or More FM or Rock or The Sound or internet only listening to George FM or Mai  
 NZME Combo: Coast or Gold AM or Hokonui or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Flava

\*Magic Music & Magic Talk were reported together as Magic Music & Talk in S3 2021 and therefore the individual station results cannot be compared in S4 2021

## SOUTHLAND COMMERCIAL RADIO - SURVEY 4 2021

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

Survey Comparisons: 3/2021 - 4/2021

This Survey Period: Sun Jan 31 to Sat Nov 6 2021

Last Survey Period: Sun Sept 13 to Sat Nov 14 2020 & Sun Jan 31 to Sat Aug 28 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	12:32	8:52	3:40	7:18	3:00	4:17	3:42	3:00	0:41	7:14	6:55	0:18	11:24	10:01	1:22	19:37	12:51	6:46	17:55	9:34	8:20	11:12	9:16	1:56
Coast	6:50	6:36	0:13	0:48	1:23	-0:34	6:37	7:12	-0:34	8:44	9:55	-1:10	6:51	7:34	-0:42	5:14	4:14	0:59	7:48	5:52	1:55	6:58	7:57	-0:58
Edge	8:03	8:19	-0:16	13:22	11:13	2:08	3:44	4:08	-0:24	3:09	5:23	-2:13	3:40	6:13	-2:32	9:09	13:36	-4:26	8:33	8:39	-0:06	4:36	4:58	-0:21
Gold AM	4:44	5:19	-0:35	*	*	*	3:23	3:17	0:06	3:23	3:17	0:06	2:50	2:37	0:13	4:40	6:18	-1:37	6:51	9:17	-2:26	3:00	3:00	0:00
Hokonui	14:15	12:09	2:05	14:48	14:43	0:04	15:00	16:16	-1:16	14:20	17:04	-2:44	10:52	12:47	-1:54	12:44	8:57	3:46	14:38	10:06	4:32	9:57	12:39	-2:42
Life FM	5:17	3:40	1:37	*	*	*	1:53	2:02	-0:08	2:36	2:28	0:07	4:10	2:20	1:49	7:49	1:47	6:01	5:25	4:07	1:18	3:56	3:12	0:44
Magic Music*	15:27	n.a.	*	1:52	n.a.	*	3:46	n.a.	*	6:29	n.a.	*	9:07	n.a.	*	18:16	n.a.	*	20:26	n.a.	*	11:35	n.a.	*
Magic Talk*	9:31	n.a.	*	0:45	n.a.	*	2:58	n.a.	*	4:53	n.a.	*	6:00	n.a.	*	6:38	n.a.	*	10:17	n.a.	*	6:49	n.a.	*
More FM	8:49	7:01	1:47	12:14	6:36	5:38	7:02	7:00	0:02	7:23	7:20	0:02	7:25	7:34	-0:08	6:33	6:49	-0:15	5:32	5:23	0:08	8:33	8:34	-0:01
Newstalk ZB	11:30	13:00	-1:29	3:12	0:26	2:46	8:47	9:26	-0:39	8:45	8:21	0:23	7:13	6:58	0:14	8:27	6:55	1:31	12:06	12:53	-0:46	5:33	4:29	1:03
Radio Hauraki	6:09	11:08	-4:58	2:25	2:15	0:10	6:21	7:31	-1:10	7:50	8:55	-1:05	7:07	12:40	-5:32	5:40	17:39	-11:58	3:24	13:18	-9:53	8:42	7:39	1:02
Rhema	6:48	5:18	1:29	*	*	*	*	*	*	3:19	3:33	-0:14	3:01	3:04	-0:02	2:48	3:56	-1:08	7:23	10:07	-2:44	3:09	3:16	-0:06
Rock	12:30	11:24	1:06	12:51	13:04	-0:13	13:08	12:39	0:29	11:41	10:00	1:40	12:42	10:58	1:44	13:16	11:54	1:21	6:13	7:49	-1:35	11:16	11:02	0:14
Star	9:49	9:15	0:33	*	*	*	2:15	2:25	-0:09	2:15	2:25	-0:09	2:15	2:25	-0:09	30:30	30:30	0:00	34:11	30:30	3:41	5:30	5:30	0:00
Tahu FM	0:56	0:20	0:35	0:15	0:15	0:00	0:19	0:20	-0:00	4:19	1:00	3:19	4:19	1:00	3:19	*	*	*	*	*	*	9:00	*	*
The Hits	5:14	6:48	-1:33	3:09	2:57	0:12	4:48	4:01	0:47	5:30	6:53	-1:23	7:16	10:13	-2:56	10:07	14:40	-4:33	3:30	3:21	0:09	3:39	7:36	-3:56
The Sound	9:08	10:29	-1:20	0:37	1:02	-0:24	2:31	2:29	0:01	3:39	4:03	-0:23	7:10	7:18	-0:07	11:28	15:24	-3:55	15:27	21:42	-6:15	5:40	7:28	-1:47
ZM	7:40	9:21	-1:40	8:16	7:11	1:04	6:35	7:19	-0:43	7:40	11:02	-3:22	7:29	10:22	-2:52	6:54	6:34	0:20	7:15	7:59	-0:43	12:58	13:20	-0:21
MediaWorks Combo	17:00	15:23	1:36	17:28	12:59	4:28	11:22	11:21	0:01	12:50	13:19	-0:29	14:34	14:49	-0:14	18:11	16:34	1:37	20:14	18:06	2:07	13:03	13:16	-0:12
NZME Combo	12:00	12:57	-0:57	9:41	9:06	0:35	10:58	11:11	-0:13	10:24	11:53	-1:28	9:38	12:30	-2:52	10:55	11:54	-0:58	13:56	11:44	2:11	11:43	13:05	-1:22
All Commercial Radio	21:34	20:12	1:21	19:44	15:43	4:01	16:45	16:29	0:15	18:14	19:23	-1:09	19:02	20:49	-1:46	21:58	20:48	1:10	24:19	21:11	3:07	16:38	17:17	-0:38
Potential (000)	80.8	80.8	0.0	17.2	17.2	0.0	25.3	25.7	-0.4	23.5	23.5	0.0	35.1	35.1	0.0	24.0	24.0	0.0	21.3	21.3	0.0	12.9	12.2	0.7
Sample	862	845	17	132	127	5	241	238	3	257	262	-5	372	382	-10	233	234	-1	269	252	17	145	139	6

MediaWorks Combo: Breeze or Edge or Magic Music (from S4 2021) or Magic Talk (from S4 2021) or Magic Music & Talk (until S3 2021) or More FM or Rock or The Sound or internet only listening to George FM or Mai

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

\*Magic Music & Magic Talk were reported together as Magic Music & Talk in S3 2021 and therefore the individual station results cannot be compared in S4 2021

# SOUTHLAND COMMERCIAL RADIO - SURVEY 4 2021

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

Survey Comparisons: 3/2021 - 4/2021

This Survey Period: Sun Jan 31 to Sat Nov 6 2021

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

	This	Last	+/-
Potential (000)	80.8	80.8	0.0
Sample Size	862	845	17

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

MediaWorks Combo: Breeze or Edge or Magic Music (from S4 2021) or Magic Talk (from S4 2021) or Magic Music & Talk (until S3 2021) or More FM or Rock or The Sound or internet only listening to George FM or Mai

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

\*Magic Music & Magic Talk were reported together as Magic Music & Talk in S3 2021 and therefore the individual station results cannot be compared in S4 2021