



SOUTHLAND COMMERCIAL RADIO - SURVEY 1 2022

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

Survey Comparisons: 4/2021 - 1/2022

This Survey Period: Sun Apr 11 to Sat Nov 6 2021 & Sun Jan 30 to Sat Apr 9 2022

Last Survey Period: Sun Jan 31 to Sat Nov 6 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	12.4	12.6	-0.2	2	4.1	5.8	-1.7	4.8	4.6	0.2	11.1	9.7	1.4	14.3	15.3	-1.0	21.3	26.7	-5.4	19.0	18.7	0.3	12.7	14.4	-1.7
Coast	3.0	3.2	-0.2	12	0.1	0.2	-0.1	2.8	4.6	-1.8	2.7	4.5	-1.8	2.3	3.3	-1.0	4.0	3.2	0.8	7.0	5.6	1.4	0.6	2.3	-1.7
Edge	7.3	7.7	-0.4	6	26.0	27.9	-1.9	9.6	8.5	1.1	6.3	5.6	0.7	4.7	4.7	0.0	1.2	2.5	-1.3	0.1	1.3	-1.2	3.9	5.5	-1.6
Gold AM	0.3	0.3	0.0	16	*	*	*	0.4	0.3	0.1	0.4	0.3	0.1	0.3	0.3	0.0	0.1	0.5	-0.4	0.3	0.6	-0.3	0.1	0.2	-0.1
Hokonui	5.9	7.0	-1.1	7	2.0	5.5	-3.5	4.8	8.5	-3.7	3.1	4.0	-0.9	2.5	3.1	-0.6	8.1	9.6	-1.5	13.6	13.1	0.5	2.7	3.9	-1.2
Life FM	0.5	0.7	-0.2	14	*	*	*	0.3	0.5	-0.2	0.4	0.9	-0.5	0.6	1.1	-0.5	0.4	0.7	-0.3	0.2	0.2	0.0	0.4	0.8	-0.4
Magic*	10.2	10.2	0.0	4	0.7	1.3	-0.6	2.5	3.0	-0.5	3.3	2.1	1.2	2.5	2.4	0.1	13.4	9.6	3.8	25.7	22.1	3.6	3.3	1.1	2.2
More FM	11.0	10.7	0.3	3	18.2	23.4	-5.2	12.7	13.8	-1.1	14.6	15.0	-0.4	14.3	12.5	1.8	9.8	5.6	4.2	4.5	3.0	1.5	18.6	14.8	3.8
Newstalk ZB	7.8	8.0	-0.2	5	0.8	1.4	-0.6	3.5	4.0	-0.5	3.8	5.6	-1.8	3.0	4.9	-1.9	4.4	5.9	-1.5	13.9	10.6	3.3	2.3	2.6	-0.3
Radio Hauraki	2.6	2.1	0.5	13	0.6	0.6	0.0	3.0	4.0	-1.0	3.6	5.0	-1.4	5.7	4.8	0.9	4.7	2.3	2.4	0.2	0.3	-0.1	3.9	5.3	-1.4
Rhema	0.3	0.7	-0.4	16	*	*	*	*	*	*	*	0.2	*	*	0.6	*	*	0.6	*	0.1	0.8	-0.7	0.1	0.7	-0.6
Rock	17.4	14.1	3.3	1	37.3	22.8	14.5	32.3	25.6	6.7	24.4	23.0	1.4	22.7	23.3	-0.6	10.6	12.2	-1.6	0.8	1.3	-0.5	28.9	22.8	6.1
Star	0.4	0.3	0.1	15	*	*	*	0.2	0.3	-0.1	0.2	0.2	0.0	0.2	0.2	0.0	0.6	0.5	0.1	1.1	1.0	0.1	0.2	0.2	0.0
Tahu FM	0.1	*	*	18	0.1	*	*	*	*	*	0.2	0.1	0.1	0.1	0.1	0.0	*	*	*	*	*	*	0.3	0.1	0.2
The Hits	3.6	2.2	1.4	10	3.5	2.2	1.3	6.3	4.5	1.8	5.0	3.8	1.2	4.9	3.9	1.0	3.6	2.4	1.2	2.1	0.8	1.3	6.5	2.3	4.2
The Sound	4.8	5.6	-0.8	8	0.9	0.2	0.7	4.1	2.2	1.9	3.4	3.0	0.4	7.5	5.8	1.7	10.3	9.1	1.2	4.9	10.4	-5.5	2.4	4.0	-1.6
Today FM/Magic Talk**	3.5	4.9	-1.4	11	*	*	*	1.2	1.1	0.1	3.2	2.2	1.0	3.7	3.4	0.3	3.4	5.2	-1.8	3.3	7.3	-4.0	5.2	2.7	2.5
ZM	4.6	4.8	-0.2	9	5.2	6.8	-1.6	9.4	10.2	-0.8	12.7	11.8	0.9	8.3	8.0	0.3	1.0	1.6	-0.6	0.5	1.2	-0.7	6.5	14.2	-7.7
MediaWorks Combo	67.0	66.1	0.9		87.3	81.9	5.4	67.2	59.5	7.7	66.3	61.0	5.3	70.6	67.6	3.0	71.1	71.0	0.1	58.4	64.2	-5.8	74.9	65.4	9.5
NZME Combo	27.8	27.8	0.0		12.2	16.8	-4.6	30.2	36.3	-6.1	31.2	35.0	-3.8	27.0	28.4	-1.4	26.0	25.7	0.3	37.7	32.2	5.5	22.7	30.9	-8.2
Potential (000)	81.2	80.8	0.4		17.1	17.2	-0.1	24.1	25.3	-1.2	23.6	23.5	0.1	35.1	35.1	0.0	23.9	24.0	-0.1	21.7	21.3	0.4	12.4	12.9	-0.5
Sample	875	862	13		138	132	6	249	241	8	258	257	1	382	372	10	235	233	2	258	269	-11	136	145	-9

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

MediaWorks Combo: Breeze, Edge, Magic, Magic Talk (until 20th March 2022), More FM, Rock, The Sound, Today FM (from 21st March 2022), or internet only listening to George FM, Mai

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

*Listed as Magic Music in S4 2021

**Today FM/Magic Talk includes Magic Talk for S4 2021 and Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period) for S1 2022



SOUTHLAND COMMERCIAL RADIO - SURVEY 1 2022

Station Share (%) by Daypart, People 10+

Survey Comparisons: 4/2021 - 1/2022

This Survey Period: Sun Apr 11 to Sat Nov 6 2021 & Sun Jan 30 to Sat Apr 9 2022

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

	This	Last	+/-
Potential (000)	81.2	80.8	0.4
Sample Size	875	862	13

	Breakfast				Morning			Afternoon			Drive			Night			Mid Dawn			Weekend		
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	9.6	9.2	0.4	4	11.0	10.2	0.8	13.3	13.1	0.2	14.6	16.0	-1.4	20.3	23.0	-2.7	8.7	6.9	1.8	12.5	13.8	-1.3
Coast	3.1	3.3	-0.2	12	3.4	3.5	-0.1	3.2	3.4	-0.2	2.7	2.7	0.0	2.7	3.0	-0.3	2.5	4.7	-2.2	2.7	2.8	-0.1
Edge	6.5	7.2	-0.7	6	5.2	6.3	-1.1	7.1	7.7	-0.6	7.6	6.9	0.7	6.7	7.2	-0.5	7.3	3.8	3.5	10.0	10.8	-0.8
Gold AM	0.1	0.5	-0.4	16	0.5	*	*	0.2	0.2	0.0	0.2	0.2	0.0	0.3	0.5	-0.2	*	*	*	0.6	0.7	-0.1
Hokonui	6.4	7.4	-1.0	7	6.6	7.1	-0.5	7.3	9.6	-2.3	4.9	5.8	-0.9	3.7	4.6	-0.9	0.9	1.7	-0.8	5.1	6.0	-0.9
Life FM	0.3	0.4	-0.1	14	0.7	1.1	-0.4	0.4	0.5	-0.1	0.3	0.6	-0.3	0.6	0.8	-0.2	1.4	2.4	-1.0	0.4	0.5	-0.1
Magic*	8.9	7.5	1.4	5	10.0	11.7	-1.7	10.1	12.2	-2.1	7.1	8.0	-0.9	8.2	7.5	0.7	7.1	1.8	5.3	14.4	12.0	2.4
More FM	13.4	14.6	-1.2	2	11.8	11.2	0.6	9.3	8.8	0.5	9.7	9.8	-0.1	5.5	4.3	1.2	11.0	14.7	-3.7	12.3	10.5	1.8
Newstalk ZB	11.9	13.3	-1.4	3	5.4	5.5	-0.1	3.9	3.9	0.0	5.9	7.5	-1.6	14.0	11.9	2.1	21.2	28.6	-7.4	7.7	7.1	0.6
Radio Hauraki	2.3	2.3	0.0	13	3.1	1.7	1.4	3.4	1.2	2.2	3.0	3.0	0.0	2.5	4.2	-1.7	2.2	8.8	-6.6	1.1	1.1	0.0
Rhema	0.2	0.4	-0.2	15	0.4	1.0	-0.6	0.4	0.7	-0.3	0.2	0.9	-0.7	0.1	0.3	-0.2	0.1	0.1	0.0	0.3	1.0	-0.7
Rock	16.9	15.2	1.7	1	19.4	14.6	4.8	21.2	15.7	5.5	23.7	19.2	4.5	7.9	4.6	3.3	9.7	5.7	4.0	12.4	11.9	0.5
Star	0.1	0.1	0.0	16	0.1	0.1	0.0	0.5	0.5	0.0	0.4	0.3	0.1	1.0	1.2	-0.2	0.2	*	*	0.5	0.5	0.0
Tahu FM	0.1	*	*	16	*	*	*	*	*	*	*	*	*	0.2	0.1	0.1	*	*	*	0.1	*	*
The Hits	4.4	2.8	1.6	9	2.8	2.1	0.7	3.0	2.1	0.9	2.7	1.8	0.9	5.7	2.2	3.5	4.5	2.4	2.1	3.9	2.1	1.8
The Sound	3.9	4.2	-0.3	11	4.4	5.9	-1.5	4.8	6.8	-2.0	6.4	5.8	0.6	5.8	2.6	3.2	3.4	1.2	2.2	5.2	6.4	-1.2
Today FM/Magic Talk**	4.8	4.7	0.1	8	3.9	5.6	-1.7	2.1	2.4	-0.3	2.4	3.5	-1.1	5.3	15.8	-10.5	6.5	6.4	0.1	3.2	5.2	-2.0
ZM	4.1	4.3	-0.2	10	5.2	5.9	-0.7	4.4	5.3	-0.9	4.6	4.7	-0.1	5.7	3.2	2.5	11.7	8.3	3.4	3.2	3.5	-0.3
MediaWorks Combo	64.3	62.7	1.6		66.2	65.7	0.5	68.2	67.0	1.2	71.9	69.4	2.5	60.2	65.0	-4.8	53.7	40.6	13.1	70.4	70.8	-0.4
NZME Combo	32.5	33.8	-1.3		27.1	25.8	1.3	25.5	25.7	-0.2	24.0	25.7	-1.7	34.7	30.0	4.7	43.1	54.8	-11.7	24.4	23.3	1.1

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

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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	14.0	14.4	-0.4	3	1.9	2.3	-0.4	3.5	4.3	-0.8	4.8	4.7	0.1	7.6	7.5	0.1	5.6	6.1	-0.5	4.0	4.3	-0.3	1.8	2.4	-0.6
Coast	5.7	6.7	-1.0	12	0.4	0.8	-0.4	1.5	2.4	-0.9	1.2	1.8	-0.6	2.3	2.7	-0.4	2.6	2.8	-0.2	2.6	3.0	-0.4	0.4	0.6	-0.2
Edge	13.2	13.8	-0.6	4	5.2	5.9	-0.7	6.9	7.9	-1.0	6.3	6.2	0.1	7.6	7.0	0.6	1.6	1.2	0.4	0.4	0.6	-0.2	2.0	2.2	-0.2
Gold AM	1.3	1.0	0.3	14	*	*	*	0.7	0.3	0.4	0.7	0.3	0.4	0.8	0.6	0.2	0.2	0.5	-0.3	0.2	0.3	-0.1	0.1	0.1	0.0
Hokonui	7.0	7.1	-0.1	10	0.6	1.1	-0.5	1.5	2.0	-0.5	0.9	1.0	-0.1	2.1	1.6	0.5	3.6	3.4	0.2	3.6	3.7	-0.1	0.3	0.7	-0.4
Life FM	0.9	1.8	-0.9	15	*	*	*	0.5	0.9	-0.4	0.5	1.2	-0.7	0.6	1.5	-0.9	0.1	0.4	-0.3	0.1	0.1	0.0	0.1	0.4	-0.3
Magic*	8.9	9.5	-0.6	5	0.6	2.0	-1.4	1.0	2.8	-1.8	1.0	1.1	-0.1	1.6	1.4	0.2	3.1	2.3	0.8	4.9	4.5	0.4	0.3	0.2	0.1
More FM	17.2	17.3	-0.1	1	4.6	5.4	-0.8	5.8	6.8	-1.0	6.7	7.1	-0.4	9.7	9.3	0.4	5.3	3.8	1.5	2.7	2.2	0.5	4.0	3.2	0.8
Newstalk ZB	8.3	10.0	-1.7	7	1.0	1.2	-0.2	1.7	1.6	0.1	1.5	2.2	-0.7	2.2	3.8	-1.6	2.0	3.1	-1.1	3.5	3.6	-0.1	0.5	0.9	-0.4
Radio Hauraki	4.1	4.8	-0.7	13	0.7	0.7	0.0	1.7	2.2	-0.5	2.0	2.2	-0.2	3.2	3.8	-0.6	1.4	1.8	-0.4	0.2	0.4	-0.2	0.8	1.1	-0.3
Rhema	0.3	1.6	-1.3	18	*	*	*	*	*	*	*	*	*	0.1	1.0	-0.9	*	1.0	*	0.1	0.4	-0.3	0.1	0.4	-0.3
Rock	15.0	16.2	-1.2	2	5.5	5.0	0.5	6.8	6.8	0.0	6.1	6.9	-0.8	8.7	10.2	-1.5	3.3	4.1	-0.8	0.7	0.9	-0.2	3.2	3.8	-0.6
Star	0.5	0.5	0.0	17	*	*	*	0.4	0.4	0.0	0.4	0.4	0.0	0.4	0.4	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0
Tahu FM	0.6	0.4	0.2	16	0.5	0.4	0.1	0.4	0.4	0.0	0.1	0.1	0.0	0.1	0.1	0.0	*	*	*	*	*	*	*	*	*
The Hits	8.0	6.0	2.0	8	2.0	2.0	0.0	3.3	3.2	0.1	3.2	2.4	0.8	5.1	3.0	2.1	2.3	1.0	1.3	0.7	0.9	-0.2	0.8	1.2	-0.4
The Sound	7.2	8.8	-1.6	9	1.3	1.1	0.2	2.5	3.0	-0.5	1.9	2.9	-1.0	4.2	4.5	-0.3	3.6	3.5	0.1	1.6	2.8	-1.2	0.7	1.3	-0.6
Today FM/Magic Talk**	5.8	7.4	-1.6	11	*	*	*	1.5	1.3	0.2	1.8	1.6	0.2	2.9	3.1	-0.2	2.3	3.5	-1.2	1.7	2.9	-1.2	0.8	0.7	0.1
ZM	8.5	8.9	-0.4	6	2.4	2.3	0.1	4.9	5.4	-0.5	5.3	5.4	-0.1	5.7	5.9	-0.2	0.7	1.1	-0.4	0.4	0.7	-0.3	0.9	2.0	-1.1
MediaWorks Combo	52.9	55.6	-2.7		12.1	13.3	-1.2	16.1	18.1	-2.0	16.7	16.6	0.1	25.2	25.7	-0.5	16.7	17.4	-0.7	12.3	13.2	-0.9	9.1	9.3	-0.2
NZME Combo	31.9	33.1	-1.2		4.4	4.9	-0.5	10.0	11.5	-1.5	10.5	11.7	-1.2	15.4	16.4	-1.0	10.3	10.5	-0.2	9.2	9.6	-0.4	3.3	4.9	-1.6
All Commercial Radio	65.8	66.3	-0.5		13.4	14.3	-0.9	18.9	20.7	-1.8	19.3	19.1	0.2	29.2	29.2	0.0	20.6	20.3	0.3	17.4	17.1	0.3	10.3	11.2	-0.9
Potential (000)	81.2	80.8	0.4		17.1	17.2	-0.1	24.1	25.3	-1.2	23.6	23.5	0.1	35.1	35.1	0.0	23.9	24.0	-0.1	21.7	21.3	0.4	12.4	12.9	-0.5
Sample	875	862	13		138	132	6	249	241	8	258	257	1	382	372	10	235	233	2	258	269	-11	136	145	-9

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	This	Last	+/-
Potential (000)	81.2	80.8	0.4
Sample Size	875	862	13

	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	+/-	This	Last	+/-	This	Last	+/-	
Breeze	6.1	6.1	0.0	3	7.3	7.9	-0.6	8.6	9.0	-0.4	7.5	8.1	-0.6	3.9	3.5	0.4	2.2	1.7	0.5	9.0	8.3	0.7							
Coast	2.7	3.2	-0.5	11	3.2	3.4	-0.2	3.1	3.3	-0.2	1.9	2.2	-0.3	1.2	1.2	0.0	1.2	1.5	-0.3	2.1	2.7	-0.6							
Edge	5.9	6.9	-1.0	5	4.6	5.8	-1.2	7.9	7.6	0.3	5.9	5.8	0.1	2.5	3.1	-0.6	1.6	1.1	0.5	7.7	8.1	-0.4							
Gold AM	0.2	0.4	-0.2	16	0.7	*	*	0.3	0.3	0.0	0.2	0.3	-0.1	0.1	0.1	0.0	0.1	0.1	0.0	1.0	0.7	0.3							
Hokonui	3.7	4.1	-0.4	8	2.9	3.5	-0.6	5.3	5.3	0.0	2.6	3.1	-0.5	1.2	1.3	-0.1	0.4	0.6	-0.2	3.8	4.6	-0.8							
Life FM	0.3	0.6	-0.3	14	0.2	0.6	-0.4	0.2	0.4	-0.2	0.2	0.7	-0.5	0.1	0.1	0.0	0.4	0.6	-0.2	0.3	0.5	-0.2							
Magic*	4.1	3.9	0.2	6	5.4	5.3	0.1	6.0	6.9	-0.9	4.0	4.1	-0.1	2.2	1.8	0.4	1.5	0.5	1.0	6.7	5.8	0.9							
More FM	12.5	13.0	-0.5	1	9.1	8.2	0.9	8.3	8.0	0.3	9.2	9.6	-0.4	4.0	3.9	0.1	3.6	3.3	0.3	11.2	10.2	1.0							
Newstalk ZB	6.1	6.4	-0.3	3	4.0	4.9	-0.9	3.9	4.1	-0.2	3.6	5.2	-1.6	3.0	2.7	0.3	3.5	3.1	0.4	6.5	6.6	-0.1							
Radio Hauraki	1.7	1.7	0.0	13	1.3	1.1	0.2	1.7	1.1	0.6	1.5	2.3	-0.8	1.0	1.0	0.0	0.8	1.5	-0.7	1.6	1.8	-0.2							
Rhema	0.2	0.6	-0.4	16	0.1	0.7	-0.6	0.1	0.7	-0.6	0.1	1.1	-1.0	0.1	0.2	-0.1	*	*	*	0.2	1.1	-0.9							
Rock	10.3	9.3	1.0	2	6.8	6.5	0.3	10.6	10.1	0.5	9.8	10.7	-0.9	2.9	2.4	0.5	1.6	0.9	0.7	8.9	9.4	-0.5							
Star	0.1	0.1	0.0	18	0.1	0.1	0.0	0.2	0.2	0.0	0.2	0.1	0.1	0.2	0.1	0.1	*	*	*	0.4	0.5	-0.1							
Tahu FM	0.3	0.1	0.2	14	0.2	*	*	0.6	0.4	0.2	0.1	*	*	0.1	*	*	*	*	*	0.2	*	*							
The Hits	4.0	3.0	1.0	7	3.5	2.9	0.6	3.2	2.1	1.1	2.2	1.5	0.7	1.9	1.1	0.8	1.6	0.6	1.0	4.2	2.4	1.8							
The Sound	2.5	2.9	-0.4	12	2.6	3.3	-0.7	3.7	4.7	-1.0	3.4	3.7	-0.3	1.5	1.3	0.2	1.2	0.8	0.4	4.0	5.2	-1.2							
Today FM/Magic Talk**	3.3	3.8	-0.5	10	2.5	3.0	-0.5	1.9	2.9	-1.0	1.7	2.3	-0.6	1.4	1.6	-0.2	1.2	0.9	0.3	3.0	3.6	-0.6							
ZM	3.4	3.7	-0.3	9	3.8	4.0	-0.2	4.5	4.9	-0.4	3.3	3.7	-0.4	1.4	1.3	0.1	2.1	1.1	1.0	4.9	4.3	0.6							
MediaWorks Combo	37.3	36.2	1.1		32.5	32.3	0.2	36.8	38.1	-1.3	33.3	35.6	-2.3	14.9	14.9	0.0	12.1	8.7	3.4	39.6	40.6	-1.0							
NZME Combo	20.4	20.8	-0.4		17.8	17.6	0.2	20.4	19.0	1.4	14.1	16.0	-1.9	9.0	7.9	1.1	8.4	7.7	0.7	19.8	19.6	0.2							
All Commercial Radio	50.8	49.6	1.2		44.5	44.4	0.1	51.2	51.3	-0.1	43.4	46.2	-2.8	22.3	21.8	0.5	18.2	13.7	4.5	52.5	51.9	0.6							

MediaWorks Combo: Breeze, Edge, Magic, Magic Talk (until 20th March 2022), More FM, Rock, The Sound, Today FM (from 21st March 2022), or internet only listening to George FM, Mai
 NZME Combo: Coast, Gold AM, Hokonui, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava

*Listed as Magic Music in S4 2021

**Today FM/Magic Talk includes Magic Talk for S4 2021 and Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period) for S1 2022



SOUTHLAND COMMERCIAL RADIO - SURVEY 1 2022

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

Survey Comparisons: 4/2021 - 1/2022

This Survey Period: Sun Apr 11 to Sat Nov 6 2021 & Sun Jan 30 to Sat Apr 9 2022

Last Survey Period: Sun Jan 31 to Sat Nov 6 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	13:20	12:32	0:47	6:38	7:18	-0:39	5:04	3:42	1:22	8:53	7:14	1:39	11:55	11:24	0:30	18:49	19:37	-0:47	18:50	17:55	0:54	13:45	11:12	2:32
Coast	8:01	6:50	1:11	0:27	0:48	-0:20	6:59	6:37	0:22	8:58	8:44	0:13	6:18	6:51	-0:33	7:29	5:14	2:15	10:34	7:48	2:45	3:10	6:58	-3:48
Edge	8:16	8:03	0:13	15:16	13:22	1:54	5:12	3:44	1:28	3:52	3:09	0:43	3:55	3:40	0:14	3:39	9:09	-5:30	1:12	8:33	-7:20	3:39	4:36	-0:57
Gold AM	3:37	4:44	-1:06	*	*	*	2:03	3:23	-1:20	2:03	3:23	-1:20	2:03	2:50	-0:47	2:37	4:40	-2:03	4:54	6:51	-1:56	3:00	3:00	0:00
Hokonui	12:31	14:15	-1:43	10:01	14:48	-4:46	11:58	15:00	-3:01	12:31	14:20	-1:48	7:34	10:52	-3:18	10:54	12:44	-1:49	14:59	14:38	0:20	17:38	9:57	7:41
Life FM	7:40	5:17	2:22	*	*	*	2:04	1:53	0:11	3:16	2:36	0:40	6:25	4:10	2:15	14:10	7:49	6:21	5:42	5:25	0:16	13:00	3:56	9:03
Magic*	17:11	15:27	1:44	3:45	1:52	1:53	9:25	3:46	5:38	11:58	6:29	5:28	9:29	9:07	0:22	21:01	18:16	2:45	20:31	20:26	0:04	18:24	11:35	6:48
More FM	9:34	8:49	0:45	11:59	12:14	-0:15	8:16	7:02	1:14	8:24	7:23	1:01	9:19	7:25	1:53	9:02	6:33	2:28	6:35	5:32	1:03	8:51	8:33	0:18
Newstalk ZB	14:10	11:30	2:39	2:30	3:12	-0:42	7:45	8:47	-1:01	9:23	8:45	0:38	8:43	7:13	1:30	11:02	8:27	2:35	15:25	12:06	3:18	9:14	5:33	3:40
Radio Hauraki	9:20	6:09	3:10	2:45	2:25	0:19	6:26	6:21	0:05	6:46	7:50	-1:04	11:09	7:07	4:01	15:58	5:40	10:17	2:43	3:24	-0:40	8:53	8:42	0:11
Rhema	14:16	6:48	7:28	*	*	*	0:30	3:19	-2:49	1:07	3:01	-1:54	2:00	2:48	-0:48	3:00	7:23	-4:23	1:07	3:09	-2:02	1:07	3:09	-2:02
Rock	17:29	12:30	4:59	20:34	12:51	7:42	17:57	13:08	4:49	15:27	11:41	3:46	16:22	12:42	3:40	16:00	13:16	2:44	4:43	6:13	-1:30	16:59	11:16	5:42
Star	10:01	9:49	0:12	*	*	*	2:29	2:15	0:13	2:29	2:15	0:13	2:46	2:15	0:31	21:22	30:30	-9:07	33:43	34:11	-0:27	5:30	5:30	0:00
Tahu FM	1:25	0:56	0:29	0:35	0:15	0:20	0:21	0:19	0:02	4:56	4:19	0:37	4:56	4:19	0:37	*	*	*	*	*	*	9:00	9:00	0:00
The Hits	6:42	5:14	1:27	5:16	3:09	2:06	7:18	4:48	2:29	6:02	5:30	0:32	6:07	7:16	-1:08	7:42	10:07	-2:24	11:10	3:30	7:40	16:12	3:39	12:32
The Sound	10:05	9:08	0:57	2:09	0:37	1:32	6:06	2:31	3:34	6:50	3:39	3:10	11:21	7:10	4:11	13:49	11:28	2:20	12:10	15:27	-3:17	6:03	5:40	0:22
Today FM/Magic Talk**	9:07	9:31	-0:24	0:45	0:45	0:00	3:05	2:58	0:06	7:05	4:53	2:11	7:53	6:00	1:53	7:28	6:38	0:49	7:25	10:17	-2:51	11:57	6:49	5:07
ZM	8:13	7:40	0:32	6:32	8:16	-1:43	7:16	6:35	0:41	9:14	7:40	1:34	9:10	7:29	1:40	6:59	6:54	0:05	4:55	7:15	-2:20	14:19	12:58	1:20
MediaWorks Combo	19:03	17:00	2:03	21:59	17:28	4:31	15:38	11:22	4:16	15:17	12:50	2:26	17:38	14:34	3:03	20:58	18:11	2:46	18:35	20:14	-1:39	15:32	13:03	2:28
NZME Combo	13:07	12:00	1:07	8:29	9:41	-1:12	11:21	10:58	0:23	11:25	10:24	1:00	11:01	9:38	1:22	12:25	10:55	1:29	16:02	13:56	2:06	13:04	11:43	1:20
All Commercial Radio	22:51	21:34	1:17	22:47	19:44	3:02	19:54	16:45	3:08	19:57	18:14	1:42	21:35	19:02	2:32	23:49	21:58	1:50	22:36	24:19	-1:43	18:29	16:38	1:50
Potential (000)	81.2	80.8	0.4	17.1	17.2	-0.1	24.1	25.3	-1.2	23.6	23.5	0.1	35.1	35.1	0.0	23.9	24.0	-0.1	21.7	21.3	0.4	12.4	12.9	-0.5
Sample	875	862	13	138	132	6	249	241	8	258	257	1	382	372	10	235	233	2	258	269	-11	136	145	-9

MediaWorks Combo: Breeze, Edge, Magic, Magic Talk (until 20th March 2022), More FM, Rock, The Sound, Today FM (from 21st March 2022), or internet only listening to George FM, Mai

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

*Listed as Magic Music in S4 2021

**Today FM/Magic Talk includes Magic Talk for S4 2021 and Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period) for S1 2022



SOUTHLAND COMMERCIAL RADIO - SURVEY 1 2022

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

Survey Comparisons: 4/2021 - 1/2022

This Survey Period: Sun Apr 11 to Sat Nov 6 2021 & Sun Jan 30 to Sat Apr 9 2022

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

	This	Last	+/-
Potential (000)	81.2	80.8	0.4
Sample Size	875	862	13

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

MediaWorks Combo: Breeze, Edge, Magic, Magic Talk (until 20th March 2022), More FM, Rock, The Sound, Today FM (from 21st March 2022), or internet only listening to George FM, Mai

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

*Listed as Magic Music in S4 2021

**Today FM/Magic Talk includes Magic Talk for S4 2021 and Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period) for S1 2022