



SOUTHLAND COMMERCIAL RADIO - SURVEY 2 2023

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

Survey Comparisons: 1/2023 - 2/2023

This Survey Period: Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 2023

Last Survey Period: Sun Apr 10 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 2023

	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	10.5	10.1	0.4	4	7.4	7.0	0.4	10.4	13.8	-3.4	11.9	14.5	-2.6	11.5	12.2	-0.7	13.5	12.1	1.4	12.9	11.7	1.2	9.4	11.3	-1.9
Coast	5.2	5.6	-0.4	9	1.7	5.6	-3.9	1.1	3.1	-2.0	1.5	1.8	-0.3	3.7	4.3	-0.6	7.2	8.1	-0.9	7.6	7.8	-0.2	3.2	1.3	1.9
Edge	2.6	3.9	-1.3	12	8.0	12.5	-4.5	5.5	8.4	-2.9	3.7	5.4	-1.7	3.3	4.2	-0.9	2.1	2.7	-0.6	0.7	1.5	-0.8	4.1	4.5	-0.4
Gold Sport	0.1	0.3	-0.2	18	*	*	*	0.2	0.3	-0.1	0.2	0.3	-0.1	0.1	0.2	-0.1	*	*	*	*	*	*	*	*	*
Hokonui	6.3	6.5	-0.2	7	8.5	6.8	1.7	3.9	4.7	-0.8	3.8	5.1	-1.3	7.6	8.2	-0.6	8.7	8.9	-0.2	5.1	5.8	-0.7	10.8	13.5	-2.7
Life FM	0.3	0.3	0.0	16	1.0	0.9	0.1	0.4	0.4	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.4	0.3	0.1	0.4	0.4	0.0	0.6	0.6	0.0
Magic	12.6	11.6	1.0	1	6.3	5.3	1.0	4.2	4.2	0.0	1.6	2.1	-0.5	3.6	3.8	-0.2	10.7	9.1	1.6	24.9	22.5	2.4	5.4	4.7	0.7
More FM	11.0	10.5	0.5	3	21.4	21.8	-0.4	14.1	13.7	0.4	14.2	11.6	2.6	14.9	13.2	1.7	11.9	11.5	0.4	5.9	6.1	-0.2	16.6	11.5	5.1
Newstalk ZB	11.3	11.5	-0.2	2	0.3	0.2	0.1	0.6	0.7	-0.1	0.7	0.9	-0.2	3.6	3.7	-0.1	6.3	5.8	0.5	11.2	10.2	1.0	1.5	2.1	-0.6
Radio Hauraki	3.7	3.7	0.0	10	8.2	2.4	5.8	8.7	6.1	2.6	6.7	7.5	-0.8	5.7	7.2	-1.5	2.4	3.9	-1.5	0.8	1.1	-0.3	5.1	4.5	0.6
Rhema	0.2	0.2	0.0	17	*	*	*	*	*	*	*	0.1	*	*	*	*	0.4	0.3	0.1	0.5	0.5	0.0	*	*	*
Rock	10.4	10.6	-0.2	5	11.9	13.1	-1.2	22.5	20.7	1.8	26.2	26.0	0.2	18.3	17.7	0.6	5.9	6.3	-0.4	2.7	4.2	-1.5	12.8	15.2	-2.4
SENZ Sport	0.4	0.2	0.2	15	0.2	0.2	0.0	0.1	0.1	0.0	1.0	*	*	0.6	*	*	0.3	0.3	0.0	0.3	0.4	-0.1	1.7	*	*
Star	0.6	0.6	0.0	14	0.4	0.3	0.1	0.2	0.2	0.0	0.5	0.7	-0.2	0.3	0.4	-0.1	0.9	0.8	0.1	1.2	1.1	0.1	*	*	*
Tahu FM	0.7	0.6	0.1	13	2.3	1.7	0.6	0.6	0.5	0.1	0.6	0.6	0.0	0.3	0.3	0.0	0.8	0.8	0.0	0.9	0.9	0.0	0.5	0.4	0.1
The Hits	3.2	3.4	-0.2	11	4.2	3.3	0.9	3.8	3.2	0.6	3.0	2.9	0.1	3.0	3.0	0.0	4.4	4.5	-0.1	4.4	5.3	-0.9	6.4	6.2	0.2
The Sound	6.6	6.5	0.1	6	0.7	1.0	-0.3	2.2	1.7	0.5	5.1	4.3	0.8	6.3	6.3	0.0	11.4	10.6	0.8	11.3	11.3	0.0	10.8	10.4	0.4
ZM	5.5	5.3	0.2	8	10.2	14.1	-3.9	15.8	13.6	2.2	14.2	10.7	3.5	9.5	7.3	2.2	1.7	2.4	-0.7	0.3	1.0	-0.7	7.2	9.2	-2.0
MediaWorks Combo	54.4	53.8	0.6		61.3	64.4	-3.1	60.9	64.4	-3.5	63.0	64.5	-1.5	58.2	57.6	0.6	55.4	52.3	3.1	58.5	57.3	1.2	59.0	57.6	1.4
NZME Combo	35.3	36.4	-1.1		33.1	32.3	0.8	34.3	31.7	2.6	30.2	29.3	0.9	33.2	33.9	-0.7	30.8	33.5	-2.7	29.4	31.3	-1.9	34.3	36.8	-2.5
Potential (000)	81.1	81.1	0.0		17.0	17.0	0.0	24.2	24.1	0.1	23.3	23.3	0.0	34.8	34.8	0.0	23.8	23.8	0.0	21.8	21.8	0.0	12.1	11.7	0.4
Sample	885	842	43		129	112	17	194	181	13	209	199	10	327	312	15	238	231	7	308	297	11	135	124	11

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

MediaWorks Combo: Breeze, Edge, Magic, More FM, Rock, The Sound or internet only listening to George FM, Mai, Humm FM

NZME Combo: Coast, Gold AM (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Hokonui, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava



SOUTHLAND COMMERCIAL RADIO - SURVEY 2 2023

Station Share (%) by Daypart, People 10+

Survey Comparisons: 1/2023 - 2/2023

This Survey Period: Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 2023

Last Survey Period: Sun Apr 10 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 2023

	This	Last	+/-
Potential (000)	81.1	81.1	0.0
Sample Size	885	842	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	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	8.4	9.6	-1.2	5	10.6	11.3	-0.7	11.1	10.4	0.7	11.5	10.0	1.5	10.6	9.5	1.1	13.5	9.2	4.3	10.3	9.2	1.1
Coast	5.6	6.0	-0.4	8	5.7	5.5	0.2	5.1	6.5	-1.4	4.5	3.9	0.6	2.6	2.0	0.6	3.2	3.2	0.0	5.9	6.4	-0.5
Edge	2.7	3.0	-0.3	10	2.1	4.1	-2.0	2.7	4.3	-1.6	3.4	5.3	-1.9	3.3	3.1	0.2	1.6	3.4	-1.8	2.6	3.5	-0.9
Gold Sport	*	0.3	*	*	*	0.3	*	*	*	*	0.2	0.3	-0.1	0.1	0.5	-0.4	0.5	0.5	0.0	0.2	0.4	-0.2
Hokonui	7.9	7.6	0.3	6	5.7	6.0	-0.3	7.4	8.1	-0.7	4.6	5.1	-0.5	2.9	3.3	-0.4	1.8	2.4	-0.6	6.5	6.5	0.0
Life FM	0.6	0.5	0.1	14	0.3	0.2	0.1	0.2	0.2	0.0	0.3	0.2	0.1	0.1	*	*	*	*	*	0.4	0.4	0.0
Magic	9.7	9.3	0.4	4	15.7	14.2	1.5	12.2	11.1	1.1	11.0	9.9	1.1	9.3	9.0	0.3	6.6	6.1	0.5	15.3	14.4	0.9
More FM	11.6	10.9	0.7	2	10.6	9.4	1.2	12.1	11.1	1.0	12.4	13.1	-0.7	6.2	7.1	-0.9	11.0	8.9	2.1	9.8	10.0	-0.2
Newstalk ZB	13.8	14.3	-0.5	1	7.3	7.8	-0.5	6.9	7.0	-0.1	7.4	7.2	0.2	34.4	32.3	2.1	26.9	28.2	-1.3	12.2	12.4	-0.2
Radio Hauraki	2.6	2.5	0.1	12	2.9	2.8	0.1	4.0	3.4	0.6	5.6	5.8	-0.2	4.7	7.3	-2.6	3.6	6.4	-2.8	3.7	3.6	0.1
Rhema	*	*	*	*	0.1	0.1	0.0	0.3	0.4	-0.1	0.4	0.4	0.0	*	*	*	*	*	*	0.2	0.2	0.0
Rock	10.5	10.4	0.1	3	11.4	10.8	0.6	11.8	11.3	0.5	13.0	13.7	-0.7	10.5	11.6	-1.1	7.1	11.2	-4.1	6.8	7.9	-1.1
SENZ Sport	0.2	*	*	16	0.6	0.1	0.5	0.6	0.5	0.1	*	0.1	*	0.3	*	*	*	*	*	0.5	0.3	0.2
Star	0.6	0.5	0.1	14	1.2	1.2	0.0	0.4	0.5	-0.1	0.4	0.3	0.1	0.2	0.2	0.0	0.3	0.3	0.0	0.4	0.4	0.0
Tahu FM	1.6	1.5	0.1	13	0.3	0.4	-0.1	0.5	0.4	0.1	0.3	0.2	0.1	*	*	*	1.7	1.6	0.1	0.7	0.6	0.1
The Hits	2.7	2.8	-0.1	10	3.1	3.4	-0.3	3.1	3.5	-0.4	2.6	2.7	-0.1	1.6	1.5	0.1	6.7	5.7	1.0	4.0	4.4	-0.4
The Sound	5.4	6.1	-0.7	9	6.6	6.8	-0.2	7.1	7.3	-0.2	7.0	6.2	0.8	2.5	1.7	0.8	3.5	1.6	1.9	8.4	7.9	0.5
ZM	6.6	6.1	0.5	7	5.4	5.6	-0.2	6.0	6.1	-0.1	7.5	7.5	0.0	4.0	2.2	1.8	2.4	2.3	0.1	3.7	3.3	0.4
MediaWorks Combo	49.5	50.4	-0.9		57.5	57.1	0.4	57.2	55.7	1.5	59.0	58.9	0.1	43.2	42.6	0.6	43.4	40.3	3.1	54.4	53.5	0.9
NZME Combo	39.4	39.6	-0.2		30.1	31.6	-1.5	32.6	34.6	-2.0	32.5	32.6	-0.1	50.2	49.1	1.1	45.0	48.7	-3.7	36.2	36.9	-0.7

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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	11.4	11.0	0.4	3	1.2	1.3	-0.1	3.0	3.4	-0.4	3.9	3.8	0.1	6.0	5.7	0.3	4.6	4.4	0.2	3.9	3.8	0.1	2.3	2.2	0.1
Coast	6.4	7.0	-0.6	9	0.7	1.3	-0.6	1.4	2.1	-0.7	1.2	1.7	-0.5	2.1	2.6	-0.5	2.4	2.2	0.2	2.7	2.4	0.3	0.7	0.8	-0.1
Edge	7.7	8.1	-0.4	6	1.7	2.4	-0.7	4.5	4.6	-0.1	4.4	4.2	0.2	5.2	5.0	0.2	1.6	1.6	0.0	0.8	0.8	0.0	2.4	2.1	0.3
Gold Sport	0.5	0.6	-0.1	17	*	*	*	0.2	0.3	-0.1	0.2	0.3	-0.1	0.2	0.3	-0.1	*	*	*	0.2	0.2	0.0	*	*	*
Hokonui	5.9	6.2	-0.3	10	0.6	0.4	0.2	1.1	1.4	-0.3	1.2	1.6	-0.4	2.8	3.2	-0.4	2.7	2.8	-0.1	2.1	2.3	-0.2	1.1	1.4	-0.3
Life FM	1.7	1.7	0.0	13	0.4	0.5	-0.1	0.5	0.5	0.0	0.4	0.3	0.1	0.6	0.4	0.2	0.8	0.7	0.1	0.8	0.7	0.1	0.3	0.2	0.1
Magic	9.4	9.6	-0.2	4	0.3	0.3	0.0	0.7	0.7	0.0	0.5	0.6	-0.1	2.1	2.0	0.1	4.0	3.8	0.2	5.5	5.9	-0.4	0.5	0.5	0.0
More FM	16.7	16.9	-0.2	1	4.2	5.1	-0.9	5.7	5.6	0.1	6.2	5.5	0.7	9.6	8.9	0.7	5.1	4.9	0.2	2.8	2.7	0.1	3.9	3.3	0.6
Newstalk ZB	7.5	7.5	0.0	7	0.4	0.4	0.0	0.8	0.9	-0.1	0.5	0.6	-0.1	1.8	1.8	0.0	2.6	2.2	0.4	2.6	2.2	0.4	0.3	0.4	-0.1
Radio Hauraki	5.7	5.9	-0.2	11	0.9	0.7	0.2	3.4	3.2	0.2	3.2	3.2	0.0	4.4	4.6	-0.2	1.5	1.7	-0.2	0.3	0.6	-0.3	1.6	1.3	0.3
Rhema	0.5	0.9	-0.4	17	*	*	*	*	0.3	*	*	0.4	*	*	0.4	*	0.3	0.3	0.0	0.4	0.4	0.0	*	0.2	*
Rock	11.8	12.4	-0.6	2	3.2	3.3	-0.1	6.4	6.2	0.2	6.6	6.5	0.1	7.9	7.9	0.0	1.8	2.3	-0.5	0.7	1.2	-0.5	1.9	1.9	0.0
SENZ Sport	0.8	0.8	0.0	16	0.3	0.3	0.0	0.5	0.4	0.1	0.4	0.1	0.3	0.4	0.1	0.3	0.1	0.1	0.0	0.1	0.1	0.0	0.2	*	*
Star	1.0	1.0	0.0	15	0.4	0.3	0.1	0.3	0.3	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.4	0.4	0.0	0.5	0.5	0.0	*	*	*
Tahu FM	1.2	1.2	0.0	14	0.4	0.4	0.0	0.4	0.3	0.1	0.4	0.5	-0.1	0.4	0.5	-0.1	0.3	0.3	0.0	0.3	0.3	0.0	0.1	0.1	0.0
The Hits	5.6	4.8	0.8	12	1.6	1.2	0.4	2.5	2.2	0.3	1.9	1.6	0.3	2.4	2.1	0.3	1.5	1.4	0.1	1.5	1.5	0.0	2.0	1.4	0.6
The Sound	6.8	6.3	0.5	8	0.7	0.6	0.1	1.2	1.0	0.2	1.5	1.4	0.1	3.2	3.2	0.0	3.9	3.5	0.4	2.8	2.5	0.3	1.5	1.3	0.2
ZM	7.9	7.7	0.2	5	2.0	2.5	-0.5	5.0	4.4	0.6	4.6	3.8	0.8	5.5	4.8	0.7	1.1	1.4	-0.3	0.4	0.5	-0.1	2.0	2.0	0.0
MediaWorks Combo	46.7	47.2	-0.5		9.0	10.3	-1.3	14.7	14.7	0.0	14.6	13.6	1.0	22.7	21.5	1.2	15.8	15.7	0.1	13.0	13.6	-0.6	7.8	7.2	0.6
NZME Combo	32.2	32.7	-0.5		5.4	5.8	-0.4	11.5	11.3	0.2	10.1	9.7	0.4	15.1	15.0	0.1	9.7	9.9	-0.2	8.2	8.1	0.1	5.8	5.5	0.3
All Commercial Radio	64.6	64.8	-0.2		12.0	12.8	-0.8	19.2	18.8	0.4	18.6	17.8	0.8	29.3	28.3	1.0	20.8	20.8	0.0	17.6	17.9	-0.3	10.4	9.9	0.5
Potential (000)	81.1	81.1	0.0		17.0	17.0	0.0	24.2	24.1	0.1	23.3	23.3	0.0	34.8	34.8	0.0	23.8	23.8	0.0	21.8	21.8	0.0	12.1	11.7	0.4
Sample	885	842	43		129	112	17	194	181	13	209	199	10	327	312	15	238	231	7	308	297	11	135	124	11

MediaWorks Combo: Breeze, Edge, Magic, More FM, Rock, The Sound or internet only listening to George FM, Mai, Humm FM

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	This	Last	+/-
Potential (000)	81.1	81.1	0.0
Sample Size	885	842	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	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	6.3	6.9	-0.6	3	5.5	5.5	0.0	7.3	7.3	0.0	6.6	6.3	0.3	3.1	2.6	0.5	2.3	2.5	-0.2	5.9	5.8	0.1
Coast	3.9	4.9	-1.0	7	3.2	3.2	0.0	3.5	3.9	-0.4	3.0	2.9	0.1	1.0	0.8	0.2	0.8	0.8	0.0	3.5	4.0	-0.5
Edge	3.2	3.4	-0.2	10	2.8	3.4	-0.6	3.3	4.0	-0.7	3.2	4.0	-0.8	1.7	1.6	0.1	0.8	1.0	-0.2	3.9	4.3	-0.4
Gold Sport	0.2	0.3	-0.1	16	*	0.1	*	*	*	*	0.2	0.3	-0.1	0.1	0.1	0.0	0.2	0.2	0.0	0.3	0.5	-0.2
Hokonui	3.5	3.8	-0.3	8	3.4	3.8	-0.4	4.3	4.7	-0.4	2.4	2.8	-0.4	1.3	1.5	-0.2	0.7	0.8	-0.1	4.0	4.5	-0.5
Life FM	1.2	1.1	0.1	13	0.8	0.7	0.1	0.6	0.6	0.0	0.5	0.5	0.0	0.2	0.1	0.1	*	*	*	0.7	0.7	0.0
Magic	5.6	5.7	-0.1	4	5.8	5.9	-0.1	5.9	6.1	-0.2	4.1	4.4	-0.3	1.7	1.9	-0.2	1.0	1.1	-0.1	6.3	6.4	-0.1
More FM	10.7	10.8	-0.1	1	8.1	7.8	0.3	10.3	10.0	0.3	8.3	8.8	-0.5	2.6	2.9	-0.3	2.2	2.1	0.1	9.6	10.0	-0.4
Newstalk ZB	5.5	5.8	-0.3	5	4.2	4.6	-0.4	4.2	4.2	0.0	2.8	2.8	0.0	3.7	3.8	-0.1	2.5	2.8	-0.3	5.9	6.0	-0.1
Radio Hauraki	3.0	2.8	0.2	11	2.6	2.7	-0.1	3.8	4.0	-0.2	3.3	3.5	-0.2	0.8	1.0	-0.2	0.5	0.8	-0.3	2.7	2.9	-0.2
Rhema	*	*	*	*	0.3	0.3	0.0	0.4	0.4	0.0	0.3	0.3	0.0	*	*	*	*	*	*	0.4	0.7	-0.3
Rock	7.2	7.5	-0.3	2	5.2	5.5	-0.3	8.1	9.0	-0.9	6.6	7.7	-1.1	2.5	3.1	-0.6	1.5	2.0	-0.5	5.7	6.1	-0.4
SENZ Sport	0.2	0.1	0.1	16	0.2	0.2	0.0	0.2	0.2	0.0	*	0.1	*	0.2	*	*	*	*	*	0.7	0.5	0.2
Star	0.8	0.7	0.1	15	0.6	0.7	-0.1	0.4	0.4	0.0	0.5	0.5	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.3	0.4	-0.1
Tahu FM	1.1	1.1	0.0	14	0.1	0.3	-0.2	0.5	0.5	0.0	0.2	0.2	0.0	0.1	0.1	0.0	0.3	0.3	0.0	0.7	0.7	0.0
The Hits	2.3	1.9	0.4	12	3.0	2.4	0.6	3.1	2.6	0.5	1.9	1.3	0.6	0.7	0.6	0.1	0.6	0.6	0.0	3.0	2.8	0.2
The Sound	3.5	3.2	0.3	8	3.2	3.4	-0.2	4.3	4.0	0.3	4.3	3.4	0.9	1.0	0.8	0.2	0.8	0.4	0.4	3.7	4.2	-0.5
ZM	5.0	5.1	-0.1	6	3.1	3.4	-0.3	5.0	4.9	0.1	4.4	5.0	-0.6	1.7	1.4	0.3	0.4	0.3	0.1	4.8	4.7	0.1
MediaWorks Combo	31.2	31.5	-0.3		26.2	26.3	-0.1	32.7	33.9	-1.2	28.3	29.0	-0.7	11.5	11.6	-0.1	7.5	8.4	-0.9	31.6	32.5	-0.9
NZME Combo	22.0	22.6	-0.6		17.9	18.8	-0.9	21.4	22.2	-0.8	16.5	16.7	-0.2	8.7	8.5	0.2	5.0	5.7	-0.7	21.1	22.3	-1.2
All Commercial Radio	51.1	51.2	-0.1		42.4	42.7	-0.3	49.9	51.0	-1.1	42.1	42.9	-0.8	20.5	20.4	0.1	12.5	13.7	-1.2	48.9	50.0	-1.1

MediaWorks Combo: Breeze, Edge, Magic, More FM, Rock, The Sound or internet only listening to George FM, Mai, Humm FM

NZME Combo: Coast, Gold AM (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Hokonui, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava



SOUTHLAND COMMERCIAL RADIO - SURVEY 2 2023

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

Survey Comparisons: 1/2023 - 2/2023

This Survey Period: Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 2023

Last Survey Period: Sun Apr 10 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 2023

	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	11:27	12:09	-0:42	9:02	9:33	-0:31	10:21	13:26	-3:05	9:37	12:07	-2:30	10:40	12:14	-1:33	13:50	13:28	0:22	13:12	13:31	-0:18	7:13	9:01	-1:47
Coast	10:07	10:43	-0:35	3:10	7:30	-4:20	2:20	4:57	-2:36	3:48	3:17	0:30	9:50	9:28	0:22	14:19	17:55	-3:36	11:20	14:05	-2:45	8:46	2:58	5:48
Edge	4:13	6:22	-2:09	6:38	9:07	-2:29	3:41	6:04	-2:22	2:39	4:03	-1:23	3:34	4:45	-1:10	5:55	8:28	-2:33	3:22	8:25	-5:03	3:05	3:47	-0:42
Gold Sport	2:18	5:59	-3:40	*	*	*	3:20	3:22	-0:02	3:20	3:22	-0:02	3:20	3:22	-0:02	*	*	*	1:03	1:04	-0:00	*	*	*
Hokonui	13:18	14:04	-0:45	18:39	28:07	-9:27	10:39	11:00	-0:21	9:51	9:51	0:00	15:10	14:47	0:23	15:03	15:40	-0:36	9:43	11:04	-1:20	17:51	17:12	0:39
Life FM	2:11	2:19	-0:07	3:11	2:58	0:13	2:06	2:14	-0:07	1:08	1:25	-0:17	1:25	1:41	-0:15	2:20	2:36	-0:16	2:10	2:12	-0:01	4:19	5:25	-1:06
Magic	16:38	16:06	0:32	33:45	33:45	0:00	18:36	19:09	-0:32	9:50	11:13	-1:23	9:32	10:43	-1:10	12:33	11:48	0:45	18:13	16:40	1:33	19:36	17:39	1:57
More FM	8:09	8:16	-0:06	7:10	7:24	-0:14	7:29	8:09	-0:39	7:11	6:37	0:33	8:34	8:25	0:08	11:02	11:39	-0:36	8:31	9:41	-1:09	7:40	6:05	1:34
Newstalk ZB	18:41	20:37	-1:56	1:00	1:00	0:00	2:29	2:53	-0:23	4:25	4:59	-0:33	10:50	11:37	-0:46	11:33	13:17	-1:44	16:51	20:32	-3:40	8:52	9:53	-1:01
Radio Hauraki	8:06	8:24	-0:18	12:53	5:39	7:14	7:46	6:21	1:25	6:39	7:25	-0:45	7:04	8:54	-1:49	7:53	10:56	-3:02	8:59	7:56	1:03	5:52	5:44	0:07
Rhema	5:14	3:23	1:50	*	*	*	*	0:35	*	*	0:31	*	*	0:31	*	5:47	5:46	0:00	5:44	5:45	-0:00	*	0:15	*
Rock	10:57	11:27	-0:29	5:10	6:53	-1:42	10:38	11:11	-0:32	12:36	12:40	-0:03	12:48	12:48	0:00	15:00	13:40	1:19	16:54	14:57	1:56	11:58	13:54	-1:56
SENZ Sport	6:06	3:36	2:30	1:00	1:00	0:00	0:53	1:00	-0:06	9:04	1:00	8:04	9:04	1:00	8:04	15:00	15:00	0:00	11:38	11:53	-0:15	18:45	*	*
Star	6:56	7:39	-0:42	1:44	2:00	-0:15	2:00	2:00	0:00	15:30	15:30	0:00	15:30	15:30	0:00	10:42	10:39	0:02	10:10	10:05	0:05	*	*	*
Tahu FM	7:29	7:15	0:13	7:27	7:31	-0:03	4:32	4:24	0:08	4:32	4:09	0:23	4:32	4:09	0:23	13:10	13:19	-0:08	13:10	13:19	-0:08	7:00	7:00	0:00
The Hits	7:05	9:30	-2:24	3:42	4:52	-1:10	4:37	4:56	-0:19	4:57	5:50	-0:52	6:46	8:13	-1:27	13:35	15:41	-2:05	11:36	15:38	-4:02	5:45	7:40	-1:54
The Sound	12:04	13:48	-1:43	1:23	2:44	-1:21	5:21	5:44	-0:23	10:24	9:50	0:33	10:39	11:27	-0:47	13:42	15:10	-1:27	16:11	19:35	-3:24	12:56	13:57	-1:00
ZM	8:36	9:08	-0:31	7:10	9:53	-2:42	9:29	10:15	-0:46	9:47	8:56	0:50	9:31	8:42	0:48	7:08	8:39	-1:30	2:54	9:32	-6:37	6:18	8:06	-1:47
MediaWorks Combo	14:28	15:14	-0:45	9:29	10:53	-1:23	12:31	14:36	-2:05	13:40	14:57	-1:17	14:12	15:17	-1:04	16:31	16:29	0:02	18:00	18:23	-0:22	13:30	13:46	-0:16
NZME Combo	13:37	14:52	-1:14	8:34	9:35	-1:01	9:01	9:21	-0:19	9:29	9:31	-0:01	12:13	12:53	-0:40	14:51	16:48	-1:56	14:19	16:53	-2:34	10:37	11:37	-0:59
All Commercial Radio	19:14	20:37	-1:23	11:42	13:34	-1:51	15:46	17:40	-1:54	16:59	17:40	-0:40	18:54	20:09	-1:14	22:34	23:52	-1:18	22:44	24:25	-1:40	17:15	17:24	-0:09
Potential (000)	81.1	81.1	0.0	17.0	17.0	0.0	24.2	24.1	0.1	23.3	23.3	0.0	34.8	34.8	0.0	23.8	23.8	0.0	21.8	21.8	0.0	12.1	11.7	0.4
Sample	885	842	43	129	112	17	194	181	13	209	199	10	327	312	15	238	231	7	308	297	11	135	124	11

MediaWorks Combo: Breeze, Edge, Magic, More FM, Rock, The Sound or internet only listening to George FM, Mai, Humm FM

NZME Combo: Coast, Gold AM (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Hokonui, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava



SOUTHLAND COMMERCIAL RADIO - SURVEY 2 2023

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

Survey Comparisons: 1/2023 - 2/2023

This Survey Period: Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 2023

Last Survey Period: Sun Apr 10 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 2023

	This	Last	+/-
Potential (000)	81.1	81.1	0.0
Sample Size	885	842	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	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	2:54	3:13	-0:18	4:24	5:05	-0:41	4:39	4:39	-0:00	2:20	2:18	0:01	2:00	2:17	-0:17	2:45	1:52	0:53	4:24	4:18	0:05
Coast	3:09	2:50	0:19	4:03	4:17	-0:14	4:33	5:27	-0:54	1:59	1:55	0:04	1:30	1:31	-0:00	1:50	2:05	-0:14	4:14	4:17	-0:03
Edge	1:49	2:03	-0:13	1:41	3:01	-1:20	2:30	3:31	-1:01	1:24	1:56	-0:32	1:08	1:13	-0:04	0:55	1:37	-0:42	1:41	2:12	-0:31
Gold Sport	0:20	2:26	-2:06	0:45	7:32	-6:47	*	*	*	1:10	1:37	-0:27	0:30	5:15	-4:45	1:05	1:05	0:00	1:11	2:10	-0:58
Hokonui	4:48	4:36	0:12	3:53	3:57	-0:03	5:21	5:35	-0:13	2:37	2:38	-0:00	1:15	1:18	-0:03	1:16	1:35	-0:18	4:04	3:53	0:10
Life FM	0:59	1:03	-0:03	0:47	0:49	-0:02	0:53	1:00	-0:06	0:41	0:41	0:00	0:20	0:15	0:05	*	*	*	1:32	1:34	-0:02
Magic	3:45	3:47	-0:01	6:14	5:58	0:15	6:20	5:55	0:25	3:33	3:16	0:16	3:10	2:56	0:13	3:08	2:48	0:20	6:03	6:05	-0:01
More FM	2:22	2:20	0:02	3:02	3:00	0:01	3:36	3:35	0:00	2:00	2:09	-0:08	1:22	1:31	-0:09	2:15	2:08	0:07	2:33	2:42	-0:08
Newstalk ZB	5:24	5:41	-0:16	3:59	4:14	-0:15	5:04	5:25	-0:20	3:29	3:47	-0:17	5:23	5:13	0:10	4:59	5:04	-0:04	5:10	5:35	-0:24
Radio Hauraki	1:55	2:01	-0:05	2:34	2:35	-0:00	3:09	2:45	0:24	2:14	2:23	-0:08	3:14	4:47	-1:32	3:03	3:52	-0:48	3:26	3:20	0:05
Rhema	*	*	*	1:00	1:00	0:00	2:48	3:21	-0:33	2:00	2:00	0:00	*	*	*	*	*	*	1:17	0:55	0:22
Rock	3:09	3:12	-0:03	5:04	4:55	0:08	4:28	4:06	0:22	2:37	2:35	0:02	2:30	2:19	0:10	2:15	2:46	-0:31	3:01	3:30	-0:29
SENZ Sport	2:00	0:30	1:30	6:03	2:00	4:03	7:25	7:07	0:17	*	0:30	*	1:00	*	*	*	*	*	1:36	1:30	0:06
Star	1:45	1:49	-0:04	4:22	4:37	-0:15	3:22	3:41	-0:19	0:57	0:57	0:00	1:00	1:00	0:00	1:15	1:15	0:00	3:05	2:42	0:23
Tahu FM	3:19	3:03	0:16	5:45	4:18	1:27	2:51	2:48	0:02	2:00	2:00	0:00	0:15	0:15	0:00	2:48	2:54	-0:05	2:14	2:25	-0:11
The Hits	2:37	3:19	-0:42	2:23	3:35	-1:11	3:04	4:24	-1:20	1:47	2:57	-1:09	1:21	1:39	-0:17	4:50	4:28	0:22	3:18	4:10	-0:51
The Sound	3:20	4:24	-1:03	4:44	5:02	-0:18	5:00	5:55	-0:55	2:12	2:39	-0:26	1:27	1:15	0:11	1:57	1:47	0:10	5:36	5:08	0:28
ZM	2:53	2:46	0:07	3:58	4:06	-0:08	3:40	4:05	-0:24	2:17	2:10	0:06	1:23	0:58	0:24	3:04	3:28	-0:23	1:56	1:53	0:02
MediaWorks Combo	3:26	3:41	-0:15	5:05	5:25	-0:20	5:21	5:21	-0:00	2:47	2:57	-0:10	2:11	2:16	-0:04	2:38	2:25	0:12	4:18	4:28	-0:09
NZME Combo	3:53	4:02	-0:09	3:53	4:11	-0:18	4:41	5:05	-0:24	2:38	2:50	-0:12	3:22	3:34	-0:12	4:10	4:19	-0:09	4:17	4:30	-0:12
All Commercial Radio	4:14	4:31	-0:16	5:28	5:51	-0:23	6:08	6:23	-0:14	3:10	3:22	-0:12	2:50	3:02	-0:12	3:40	3:40	-0:00	5:06	5:26	-0:19

MediaWorks Combo: Breeze, Edge, Magic, More FM, Rock, The Sound or internet only listening to George FM, Mai, Humm FM

NZME Combo: Coast, Gold AM (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Hokonui, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava