



# SOUTHLAND COMMERCIAL RADIO - SURVEY 3 2023

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

Survey Comparisons: 2/2023 - 3/2023

This Survey Period: Sun Sep 4 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023

Last 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

	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	9.3	10.5	-1.2	5	7.4	7.4	0.0	9.0	10.4	-1.4	10.7	11.9	-1.2	9.7	11.5	-1.8	11.3	13.5	-2.2	11.3	12.9	-1.6	9.6	9.4	0.2
Coast	4.0	5.2	-1.2	10	2.9	1.7	1.2	0.7	1.1	-0.4	1.1	1.5	-0.4	2.6	3.7	-1.1	5.7	7.2	-1.5	5.4	7.6	-2.2	1.9	3.2	-1.3
Edge	2.3	2.6	-0.3	12	5.8	8.0	-2.2	3.8	5.5	-1.7	3.0	3.7	-0.7	3.3	3.3	0.0	2.2	2.1	0.1	0.5	0.7	-0.2	3.7	4.1	-0.4
Gold Sport	0.1	0.1	0.0	17	*	*	*	0.1	0.2	-0.1	0.1	0.2	-0.1	0.1	0.1	0.0	*	*	*	0.2	*	*	*	*	*
Hokonui	5.1	6.3	-1.2	8	3.1	8.5	-5.4	2.7	3.9	-1.2	2.7	3.8	-1.1	6.3	7.6	-1.3	7.3	8.7	-1.4	4.4	5.1	-0.7	8.7	10.8	-2.1
Life FM	0.3	0.3	0.0	16	0.7	1.0	-0.3	0.2	0.4	-0.2	0.1	0.1	0.0	0.2	0.1	0.1	0.4	0.4	0.0	0.3	0.4	-0.1	0.5	0.6	-0.1
Magic	12.3	12.6	-0.3	2	4.4	6.3	-1.9	3.7	4.2	-0.5	2.0	1.6	0.4	3.3	3.6	-0.3	10.5	10.7	-0.2	23.3	24.9	-1.6	4.8	5.4	-0.6
More FM	10.9	11.0	-0.1	3	18.9	21.4	-2.5	12.6	14.1	-1.5	12.9	14.2	-1.3	13.8	14.9	-1.1	12.4	11.9	0.5	7.5	5.9	1.6	15.5	16.6	-1.1
Newstalk ZB	10.2	11.3	-1.1	4	0.2	0.3	-0.1	1.2	0.6	0.6	1.3	0.7	0.6	3.5	3.6	-0.1	5.7	6.3	-0.6	10.9	11.2	-0.3	2.0	1.5	0.5
Radio Hauraki	3.5	3.7	-0.2	11	7.1	8.2	-1.1	7.2	8.7	-1.5	5.9	6.7	-0.8	5.5	5.7	-0.2	2.4	2.4	0.0	0.7	0.8	-0.1	4.9	5.1	-0.2
Rhema	0.1	0.2	-0.1	17	*	*	*	*	*	*	*	*	*	*	*	*	0.3	0.4	-0.1	0.3	0.5	-0.2	*	*	*
Rock	13.6	10.4	3.2	1	15.2	11.9	3.3	27.6	22.5	5.1	30.8	26.2	4.6	22.7	18.3	4.4	8.5	5.9	2.6	5.4	2.7	2.7	18.5	12.8	5.7
SENZ Sport	0.9	0.4	0.5	13	0.1	0.2	-0.1	0.1	0.1	0.0	0.8	1.0	-0.2	0.5	0.6	-0.1	1.2	0.3	0.9	2.1	0.3	1.8	1.4	1.7	-0.3
Star	0.7	0.6	0.1	14	0.3	0.4	-0.1	0.1	0.2	-0.1	0.3	0.5	-0.2	0.2	0.3	-0.1	0.7	0.9	-0.2	1.5	1.2	0.3	*	*	*
Tahu FM	0.6	0.7	-0.1	15	1.8	2.3	-0.5	0.4	0.6	-0.2	0.4	0.6	-0.2	0.2	0.3	-0.1	0.7	0.8	-0.1	0.8	0.9	-0.1	0.3	0.5	-0.2
The Hits	4.4	3.2	1.2	9	11.3	4.2	7.1	8.2	3.8	4.4	4.4	3.0	1.4	3.9	3.0	0.9	4.0	4.4	-0.4	4.0	4.4	-0.4	7.2	6.4	0.8
The Sound	6.6	6.6	0.0	6	2.3	0.7	1.6	2.7	2.2	0.5	4.4	5.1	-0.7	5.6	6.3	-0.7	11.3	11.4	-0.1	10.8	11.3	-0.5	7.7	10.8	-3.1
ZM	5.6	5.5	0.1	7	10.7	10.2	0.5	12.4	15.8	-3.4	11.9	14.2	-2.3	9.1	9.5	-0.4	3.0	1.7	1.3	0.9	0.3	0.6	7.4	7.2	0.2
MediaWorks Combo	55.6	54.4	1.2		58.2	61.3	-3.1	60.7	60.9	-0.2	64.0	63.0	1.0	58.6	58.2	0.4	56.1	55.4	0.7	58.9	58.5	0.4	59.9	59.0	0.9
NZME Combo	33.0	35.3	-2.3		35.3	33.1	2.2	33.0	34.3	-1.3	27.9	30.2	-2.3	31.3	33.2	-1.9	28.2	30.8	-2.6	26.6	29.4	-2.8	32.5	34.3	-1.8
Potential (000)	81.1	81.1	0.0		17.0	17.0	0.0	24.2	24.2	0.0	23.3	23.3	0.0	34.8	34.8	0.0	23.8	23.8	0.0	21.8	21.8	0.0	12.7	12.1	0.6
Sample	950	885	65		154	129	25	233	194	39	246	209	37	376	327	49	260	238	22	308	308	0	152	135	17

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 Sport, Hokonui, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava



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Last 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

	This	Last	+/-
Potential (000)	81.1	81.1	0.0
Sample Size	950	885	65

	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	7.4	8.4	-1.0	5	9.7	10.6	-0.9	9.6	11.1	-1.5	10.3	11.5	-1.2	8.9	10.6	-1.7	11.3	13.5	-2.2	9.5	10.3	-0.8
Coast	3.9	5.6	-1.7	10	4.1	5.7	-1.6	3.8	5.1	-1.3	4.2	4.5	-0.3	3.2	2.6	0.6	6.1	3.2	2.9	4.2	5.9	-1.7
Edge	2.3	2.7	-0.4	12	1.5	2.1	-0.6	2.3	2.7	-0.4	2.9	3.4	-0.5	3.1	3.3	-0.2	1.6	1.6	0.0	2.8	2.6	0.2
Gold Sport	*	*	*	*	*	*	*	*	*	*	0.1	0.2	-0.1	0.2	0.1	0.1	0.4	0.5	-0.1	0.3	0.2	0.1
Hokonui	6.9	7.9	-1.0	6	4.4	5.7	-1.3	6.2	7.4	-1.2	2.8	4.6	-1.8	3.6	2.9	0.7	1.7	1.8	-0.1	5.3	6.5	-1.2
Life FM	0.4	0.6	-0.2	16	0.3	0.3	0.0	0.1	0.2	-0.1	0.2	0.3	-0.1	*	0.1	*	*	*	*	0.4	0.4	0.0
Magic	9.4	9.7	-0.3	4	14.6	15.7	-1.1	11.6	12.2	-0.6	11.0	11.0	0.0	9.7	9.3	0.4	10.0	6.6	3.4	15.3	15.3	0.0
More FM	12.2	11.6	0.6	3	9.7	10.6	-0.9	10.6	12.1	-1.5	11.7	12.4	-0.7	7.7	6.2	1.5	13.9	11.0	2.9	10.8	9.8	1.0
Newstalk ZB	12.6	13.8	-1.2	2	6.2	7.3	-1.1	6.4	6.9	-0.5	7.8	7.4	0.4	29.7	34.4	-4.7	19.3	26.9	-7.6	11.1	12.2	-1.1
Radio Hauraki	2.9	2.6	0.3	11	2.8	2.9	-0.1	3.8	4.0	-0.2	5.1	5.6	-0.5	4.0	4.7	-0.7	2.8	3.6	-0.8	3.3	3.7	-0.4
Rhema	*	*	*	*	0.1	0.1	0.0	0.2	0.3	-0.1	0.4	0.4	0.0	*	*	*	*	*	*	0.1	0.2	-0.1
Rock	13.5	10.5	3.0	1	14.7	11.4	3.3	15.5	11.8	3.7	16.3	13.0	3.3	14.2	10.5	3.7	12.7	7.1	5.6	9.0	6.8	2.2
SENZ Sport	0.7	0.2	0.5	14	1.5	0.6	0.9	1.0	0.6	0.4	0.4	*	*	0.2	0.3	-0.1	*	*	*	1.1	0.5	0.6
Star	0.7	0.6	0.1	14	1.1	1.2	-0.1	0.4	0.4	0.0	0.9	0.4	0.5	0.2	0.2	0.0	0.2	0.3	-0.1	0.6	0.4	0.2
Tahu FM	1.3	1.6	-0.3	13	0.3	0.3	0.0	0.4	0.5	-0.1	0.2	0.3	-0.1	*	*	*	1.5	1.7	-0.2	0.6	0.7	-0.1
The Hits	4.0	2.7	1.3	9	5.4	3.1	2.3	5.5	3.1	2.4	3.2	2.6	0.6	1.4	1.6	-0.2	4.7	6.7	-2.0	3.8	4.0	-0.2
The Sound	5.7	5.4	0.3	8	7.1	6.6	0.5	7.2	7.1	0.1	6.4	7.0	-0.6	2.6	2.5	0.1	4.2	3.5	0.7	7.8	8.4	-0.6
ZM	6.5	6.6	-0.1	7	5.5	5.4	0.1	6.3	6.0	0.3	6.5	7.5	-1.0	3.5	4.0	-0.5	1.8	2.4	-0.6	4.7	3.7	1.0
MediaWorks Combo	51.6	49.5	2.1		57.6	57.5	0.1	57.0	57.2	-0.2	59.2	59.0	0.2	46.9	43.2	3.7	53.7	43.4	10.3	56.2	54.4	1.8
NZME Combo	36.8	39.4	-2.6		28.4	30.1	-1.7	32.2	32.6	-0.4	30.1	32.5	-2.4	45.5	50.2	-4.7	36.8	45.0	-8.2	33.0	36.2	-3.2

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 Sport, Hokonui, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava



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Cumulative Audience (000's) by Demographic, Mon-Sun 12mn-12mn

Survey Comparisons: 2/2023 - 3/2023

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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	10.3	11.4	-1.1	3	1.2	1.2	0.0	2.9	3.0	-0.1	3.6	3.9	-0.3	5.3	6.0	-0.7	4.0	4.6	-0.6	3.4	3.9	-0.5	2.0	2.3	-0.3
Coast	5.5	6.4	-0.9	11	0.7	0.7	0.0	1.1	1.4	-0.3	1.0	1.2	-0.2	1.7	2.1	-0.4	2.2	2.4	-0.2	2.3	2.7	-0.4	0.5	0.7	-0.2
Edge	7.3	7.7	-0.4	6	1.7	1.7	0.0	3.9	4.5	-0.6	3.8	4.4	-0.6	4.8	5.2	-0.4	1.8	1.6	0.2	0.7	0.8	-0.1	2.4	2.4	0.0
Gold Sport	0.3	0.5	-0.2	17	*	*	*	0.1	0.2	-0.1	0.1	0.2	-0.1	0.1	0.2	-0.1	*	*	*	0.2	0.2	0.0	*	*	*
Hokonui	5.2	5.9	-0.7	12	0.6	0.6	0.0	0.8	1.1	-0.3	0.9	1.2	-0.3	2.2	2.8	-0.6	2.3	2.7	-0.4	1.9	2.1	-0.2	0.7	1.1	-0.4
Life FM	1.3	1.7	-0.4	13	0.3	0.4	-0.1	0.3	0.5	-0.2	0.2	0.4	-0.2	0.5	0.6	-0.1	0.7	0.8	-0.1	0.5	0.8	-0.3	0.2	0.3	-0.1
Magic	9.7	9.4	0.3	4	0.2	0.3	-0.1	0.9	0.7	0.2	0.8	0.5	0.3	2.1	2.1	0.0	3.9	4.0	-0.1	5.5	5.5	0.0	0.5	0.5	0.0
More FM	17.2	16.7	0.5	1	4.1	4.2	-0.1	6.1	5.7	0.4	6.5	6.2	0.3	9.7	9.6	0.1	5.5	5.1	0.4	3.2	2.8	0.4	4.3	3.9	0.4
Newstalk ZB	7.0	7.5	-0.5	8	0.3	0.4	-0.1	0.7	0.8	-0.1	0.5	0.5	0.0	1.7	1.8	-0.1	2.3	2.6	-0.3	2.7	2.6	0.1	0.5	0.3	0.2
Radio Hauraki	5.7	5.7	0.0	10	1.0	0.9	0.1	3.2	3.4	-0.2	3.0	3.2	-0.2	4.3	4.4	-0.1	1.5	1.5	0.0	0.3	0.3	0.0	1.5	1.6	-0.1
Rhema	0.2	0.5	-0.3	18	*	*	*	*	*	*	*	*	*	*	*	*	0.2	0.3	-0.1	0.2	0.4	-0.2	*	*	*
Rock	13.4	11.8	1.6	2	3.1	3.2	-0.1	7.2	6.4	0.8	7.5	6.6	0.9	9.2	7.9	1.3	2.6	1.8	0.8	1.1	0.7	0.4	2.6	1.9	0.7
SENZ Sport	0.9	0.8	0.1	15	0.2	0.3	-0.1	0.3	0.5	-0.2	0.3	0.4	-0.1	0.3	0.4	-0.1	0.2	0.1	0.1	0.3	0.1	0.2	0.1	0.2	-0.1
Star	0.9	1.0	-0.1	15	0.3	0.4	-0.1	0.2	0.3	-0.1	0.1	0.1	0.0	0.1	0.1	0.0	0.3	0.4	-0.1	0.5	0.5	0.0	*	*	*
Tahu FM	1.0	1.2	-0.2	14	0.4	0.4	0.0	0.2	0.4	-0.2	0.2	0.4	-0.2	0.2	0.4	-0.2	0.4	0.3	0.1	0.4	0.3	0.1	0.1	0.1	0.0
The Hits	6.0	5.6	0.4	9	1.6	1.6	0.0	2.9	2.5	0.4	2.1	1.9	0.2	2.7	2.4	0.3	1.5	1.5	0.0	1.5	1.5	0.0	2.0	2.0	0.0
The Sound	7.1	6.8	0.3	7	1.3	0.7	0.6	1.7	1.2	0.5	1.4	1.5	-0.1	2.8	3.2	-0.4	3.5	3.9	-0.4	2.7	2.8	-0.1	1.2	1.5	-0.3
ZM	8.9	7.9	1.0	5	2.4	2.0	0.4	5.5	5.0	0.5	5.2	4.6	0.6	6.0	5.5	0.5	1.2	1.1	0.1	0.5	0.4	0.1	2.5	2.0	0.5
MediaWorks Combo	47.5	46.7	0.8		9.2	9.0	0.2	15.4	14.7	0.7	15.2	14.6	0.6	22.8	22.7	0.1	15.4	15.8	-0.4	13.0	13.0	0.0	8.5	7.8	0.7
NZME Combo	31.8	32.2	-0.4		5.5	5.4	0.1	11.4	11.5	-0.1	10.3	10.1	0.2	15.1	15.1	0.0	9.1	9.7	-0.6	7.8	8.2	-0.4	5.7	5.8	-0.1
All Commercial Radio	64.6	64.6	0.0		11.7	12.0	-0.3	19.6	19.2	0.4	19.1	18.6	0.5	29.4	29.3	0.1	20.5	20.8	-0.3	17.6	17.6	0.0	10.7	10.4	0.3
Potential (000)	81.1	81.1	0.0		17.0	17.0	0.0	24.2	24.2	0.0	23.3	23.3	0.0	34.8	34.8	0.0	23.8	23.8	0.0	21.8	21.8	0.0	12.7	12.1	0.6
Sample	950	885	65		154	129	25	233	194	39	246	209	37	376	327	49	260	238	22	308	308	0	152	135	17

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	This	Last	+/-
Potential (000)	81.1	81.1	0.0
Sample Size	950	885	65

	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	5.7	6.3	-0.6	3	5.3	5.5	-0.2	6.4	7.3	-0.9	6.0	6.6	-0.6	2.7	3.1	-0.4	1.7	2.3	-0.6	5.7	5.9	-0.2
Coast	3.1	3.9	-0.8	10	2.8	3.2	-0.4	3.1	3.5	-0.4	2.8	3.0	-0.2	1.1	1.0	0.1	0.8	0.8	0.0	3.0	3.5	-0.5
Edge	2.9	3.2	-0.3	12	2.7	2.8	-0.1	3.3	3.3	0.0	3.2	3.2	0.0	1.5	1.7	-0.2	0.7	0.8	-0.1	4.3	3.9	0.4
Gold Sport	0.1	0.2	-0.1	17	*	*	*	*	*	*	0.1	0.2	-0.1	0.1	0.1	0.0	0.1	0.2	-0.1	0.3	0.3	0.0
Hokonui	3.2	3.5	-0.3	8	2.5	3.4	-0.9	3.6	4.3	-0.7	1.9	2.4	-0.5	1.2	1.3	-0.1	0.6	0.7	-0.1	3.2	4.0	-0.8
Life FM	0.9	1.2	-0.3	13	0.7	0.8	-0.1	0.4	0.6	-0.2	0.4	0.5	-0.1	0.1	0.2	-0.1	*	*	*	0.7	0.7	0.0
Magic	5.5	5.6	-0.1	4	6.0	5.8	0.2	6.1	5.9	0.2	4.4	4.1	0.3	1.6	1.7	-0.1	1.4	1.0	0.4	6.6	6.3	0.3
More FM	11.4	10.7	0.7	1	8.7	8.1	0.6	10.5	10.3	0.2	8.6	8.3	0.3	2.8	2.6	0.2	2.7	2.2	0.5	10.4	9.6	0.8
Newstalk ZB	5.0	5.5	-0.5	6	4.1	4.2	-0.1	4.0	4.2	-0.2	2.9	2.8	0.1	3.5	3.7	-0.2	2.2	2.5	-0.3	5.8	5.9	-0.1
Radio Hauraki	3.2	3.0	0.2	8	2.9	2.6	0.3	3.6	3.8	-0.2	3.2	3.3	-0.1	0.8	0.8	0.0	0.4	0.5	-0.1	2.5	2.7	-0.2
Rhema	*	*	*	*	0.2	0.3	-0.1	0.2	0.4	-0.2	0.2	0.3	-0.1	*	*	*	*	*	*	0.2	0.4	-0.2
Rock	8.2	7.2	1.0	2	6.9	5.2	1.7	8.7	8.1	0.6	7.4	6.6	0.8	3.4	2.5	0.9	2.2	1.5	0.7	7.1	5.7	1.4
SENZ Sport	0.2	0.2	0.0	16	0.5	0.2	0.3	0.5	0.2	0.3	0.1	*	*	0.1	0.2	-0.1	*	*	*	0.8	0.7	0.1
Star	0.7	0.8	-0.1	15	0.6	0.6	0.0	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	0.3	0.0
Tahu FM	0.9	1.1	-0.2	13	0.2	0.1	0.1	0.6	0.5	0.1	0.2	0.2	0.0	0.1	0.1	0.0	0.3	0.3	0.0	0.6	0.7	-0.1
The Hits	3.0	2.3	0.7	11	3.5	3.0	0.5	3.6	3.1	0.5	2.1	1.9	0.2	0.5	0.7	-0.2	0.5	0.6	-0.1	2.9	3.0	-0.1
The Sound	3.6	3.5	0.1	7	3.7	3.2	0.5	4.4	4.3	0.1	4.1	4.3	-0.2	0.8	1.0	-0.2	0.9	0.8	0.1	3.6	3.7	-0.1
ZM	5.2	5.0	0.2	5	3.4	3.1	0.3	5.9	5.0	0.9	4.3	4.4	-0.1	1.4	1.7	-0.3	0.2	0.4	-0.2	5.2	4.8	0.4
MediaWorks Combo	31.5	31.2	0.3		28.0	26.2	1.8	33.1	32.7	0.4	28.4	28.3	0.1	11.5	11.5	0.0	8.1	7.5	0.6	32.9	31.6	1.3
NZME Combo	21.4	22.0	-0.6		17.3	17.9	-0.6	21.0	21.4	-0.4	16.0	16.5	-0.5	8.3	8.7	-0.4	4.3	5.0	-0.7	20.1	21.1	-1.0
All Commercial Radio	50.7	51.1	-0.4		43.2	42.4	0.8	49.4	49.9	-0.5	42.1	42.1	0.0	20.2	20.5	-0.3	12.5	12.5	0.0	49.1	48.9	0.2

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

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



# SOUTHLAND COMMERCIAL RADIO - SURVEY 3 2023

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

Survey Comparisons: 2/2023 - 3/2023

This Survey Period: Sun Sep 4 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023

Last 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

	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	11:31	11:27	0:04	9:02	9:02	0:00	10:15	10:21	-0:05	10:08	9:37	0:30	10:11	10:40	-0:29	13:46	13:50	-0:03	14:20	13:12	1:07	8:49	7:13	1:35
Coast	9:21	10:07	-0:46	6:17	3:10	3:06	2:15	2:20	-0:04	3:43	3:48	-0:04	8:12	9:50	-1:38	12:32	14:19	-1:46	9:55	11:20	-1:24	7:33	8:46	-1:12
Edge	4:01	4:13	-0:12	4:59	6:38	-1:38	3:13	3:41	-0:28	2:39	2:39	0:00	3:48	3:34	0:13	5:58	5:55	0:03	3:10	3:22	-0:12	2:51	3:05	-0:13
Gold Sport	3:31	2:18	1:12	*	*	*	3:22	3:20	0:02	3:22	3:20	0:02	3:22	3:20	0:02	*	*	*	3:37	1:03	2:33	*	*	*
Hokonui	12:29	13:18	-0:49	8:11	18:39	-10:27	10:53	10:39	0:14	10:08	9:51	0:17	16:17	15:10	1:06	15:29	15:03	0:26	9:41	9:43	-0:02	24:13	17:51	6:21
Life FM	2:27	2:11	0:16	3:11	3:11	0:00	2:27	2:06	0:20	1:17	1:08	0:08	1:56	1:25	0:30	2:38	2:20	0:18	2:32	2:10	0:21	4:12	4:19	-0:07
Magic	16:06	16:38	-0:32	33:45	33:45	0:00	13:38	18:36	-4:57	8:40	9:50	-1:09	8:38	9:32	-0:54	13:10	12:33	0:36	18:01	18:13	-0:12	17:29	19:36	-2:06
More FM	8:01	8:09	-0:08	6:49	7:10	-0:20	6:57	7:29	-0:32	6:42	7:11	-0:28	7:57	8:34	-0:36	10:58	11:02	-0:04	10:01	8:31	1:30	6:42	7:40	-0:57
Newstalk ZB	18:25	18:41	-0:16	1:00	1:00	0:00	5:49	2:29	3:20	8:09	4:25	3:43	11:33	10:50	0:42	11:45	11:33	0:12	17:27	16:51	0:35	8:02	8:52	-0:50
Radio Hauraki	7:47	8:06	-0:18	10:16	12:53	-2:36	7:33	7:46	-0:13	6:45	6:39	0:06	7:07	7:04	0:03	7:47	7:53	-0:06	8:45	8:59	-0:14	6:13	5:52	0:20
Rhema	5:45	5:14	0:31	*	*	*	*	*	*	*	*	*	*	*	*	5:45	5:47	-0:01	5:45	5:44	0:01	*	*	*
Rock	12:53	10:57	1:55	7:22	5:10	2:11	12:55	10:38	2:17	13:53	12:36	1:16	13:45	12:48	0:56	16:06	15:00	1:05	20:55	16:54	4:00	13:19	11:58	1:21
SENZ Sport	13:21	6:06	7:14	1:00	1:00	0:00	0:53	0:53	0:00	10:10	9:04	1:05	10:10	9:04	1:05	26:06	15:00	11:06	25:03	11:38	13:25	18:45	18:45	0:00
Star	8:52	6:56	1:55	1:42	1:44	-0:01	2:00	2:00	0:00	15:30	15:30	0:00	15:30	15:30	0:00	10:37	10:42	-0:04	13:45	10:10	3:34	*	*	*
Tahu FM	7:20	7:29	-0:08	7:18	7:27	-0:09	5:49	4:32	1:16	5:49	4:32	1:16	5:49	4:32	1:16	9:28	13:10	-3:41	9:28	13:10	-3:41	7:00	7:00	0:00
The Hits	9:23	7:05	2:18	10:31	3:42	6:49	9:32	4:37	4:55	7:02	4:57	2:04	8:00	6:46	1:14	13:22	13:35	-0:13	11:31	11:36	-0:04	6:55	5:45	1:09
The Sound	11:51	12:04	-0:13	2:36	1:23	1:13	5:18	5:21	-0:02	10:24	10:24	0:00	11:14	10:39	0:34	15:34	13:42	1:51	17:17	16:11	1:06	12:16	12:56	-0:40
ZM	7:57	8:36	-0:38	6:38	7:10	-0:32	7:35	9:29	-1:53	7:44	9:47	-2:02	8:26	9:31	-1:04	12:05	7:08	4:56	8:26	2:54	5:32	5:37	6:18	-0:41
MediaWorks Combo	14:52	14:28	0:23	9:26	9:29	-0:03	13:13	12:31	0:41	14:18	13:40	0:37	14:23	14:12	0:10	17:35	16:31	1:03	19:23	18:00	1:22	13:16	13:30	-0:13
NZME Combo	13:12	13:37	-0:25	9:34	8:34	1:00	9:41	9:01	0:40	9:08	9:29	-0:21	11:37	12:13	-0:35	14:57	14:51	0:05	14:35	14:19	0:16	10:45	10:37	0:07
All Commercial Radio	19:38	19:14	0:23	12:44	11:42	1:02	17:08	15:46	1:22	17:45	16:59	0:45	19:02	18:54	0:07	23:38	22:34	1:04	24:12	22:44	1:27	17:33	17:15	0:18
Potential (000)	81.1	81.1	0.0	17.0	17.0	0.0	24.2	24.2	0.0	23.3	23.3	0.0	34.8	34.8	0.0	23.8	23.8	0.0	21.8	21.8	0.0	12.7	12.1	0.6
Sample	950	885	65	154	129	25	233	194	39	246	209	37	376	327	49	260	238	22	308	308	0	152	135	17

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

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



# SOUTHLAND COMMERCIAL RADIO - SURVEY 3 2023

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

Survey Comparisons: 2/2023 - 3/2023

This Survey Period: Sun Sep 4 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023

Last 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

	This	Last	+/-
Potential (000)	81.1	81.1	0.0
Sample Size	950	885	65

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

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

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