



SOUTHLAND COMMERCIAL RADIO - SURVEY 1 2025

Station Share (%) by Demographic, Mon-Sun 12mn-12mn
Survey Comparisons: 3/2024 - 1/2025

This Survey Period: Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 & Sun Aug 11 to Sat Nov 2 2024 & Sun Feb 9 to Sat May 3 2025
Last Survey Period: Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024 & Sun Aug 11 to Sat Nov 2 2024

	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	7.9	0.0	5	6.5	6.9	-0.4	7.2	8.6	-1.4	6.3	8.2	-1.9	6.9	7.7	-0.8	10.3	8.5	1.8	12.3	10.3	2.0	7.8	7.5	0.3
Channel X	5.2	5.5	-0.3	8	7.4	8.9	-1.5	11.1	9.2	1.9	11.0	9.5	1.5	7.3	7.7	-0.4	2.8	4.2	-1.4	2.8	2.6	0.2	4.6	4.9	-0.3
Coast	4.8	4.2	0.6	10	0.4	1.3	-0.9	1.1	1.0	0.1	1.5	1.5	0.0	2.5	2.1	0.4	4.7	5.0	-0.3	8.7	7.3	1.4	2.5	2.4	0.1
Edge	4.3	3.9	0.4	11	6.7	5.7	1.0	7.4	6.5	0.9	9.1	7.6	1.5	6.8	6.2	0.6	2.3	2.4	-0.1	0.9	0.9	0.0	11.9	10.5	1.4
Gold Sport	0.2	0.2	0.0	17	*	*	*	0.6	0.5	0.1	0.5	0.5	0.0	0.3	0.3	0.0	0.1	0.1	0.0	0.1	0.3	-0.2	*	*	*
Hokonui	6.0	4.5	1.5	7	1.4	1.3	0.1	3.3	2.4	0.9	3.7	2.5	1.2	4.6	3.2	1.4	7.0	5.8	1.2	7.6	6.4	1.2	2.3	0.8	1.5
Life FM	0.3	0.2	0.1	15	0.6	0.2	0.4	0.4	0.3	0.1	0.3	0.3	0.0	0.2	0.3	-0.1	0.3	0.2	0.1	0.4	*	*	0.4	0.4	0.0
Magic	11.4	11.1	0.3	3	1.8	0.3	1.5	1.1	1.2	-0.1	2.1	2.5	-0.4	2.8	2.4	0.4	10.8	10.5	0.3	24.4	24.3	0.1	8.1	4.5	3.6
More FM	11.8	12.6	-0.8	2	14.8	16.8	-2.0	13.3	12.6	0.7	13.8	13.1	0.7	14.1	14.4	-0.3	14.6	16.3	-1.7	10.0	11.0	-1.0	25.2	28.2	-3.0
Newstalk ZB	8.9	8.6	0.3	4	*	*	*	1.5	1.3	0.2	3.0	2.1	0.9	2.3	2.8	-0.5	4.2	5.3	-1.1	11.1	9.8	1.3	1.2	1.6	-0.4
Radio Hauraki	1.9	2.0	-0.1	13	2.3	2.7	-0.4	2.1	2.5	-0.4	1.8	2.2	-0.4	3.1	3.1	0.0	3.0	2.9	0.1	0.5	0.8	-0.3	2.2	2.4	-0.2
Rhema	0.4	0.5	-0.1	14	0.1	0.1	0.0	*	*	*	*	*	*	0.1	0.2	-0.1	1.1	1.4	-0.3	1.1	1.3	-0.2	0.1	0.1	0.0
Rock	17.6	17.9	-0.3	1	38.6	30.0	8.6	19.4	24.9	-5.5	17.3	23.3	-6.0	23.9	24.8	-0.9	22.3	19.4	2.9	6.1	8.3	-2.2	8.5	12.9	-4.4
Sanctuary**	0.2	0.4	-0.2	17	*	*	*	*	*	*	*	*	*	*	*	*	0.4	0.4	0.0	0.5	1.2	-0.7	*	*	*
Sport Nation*	0.3	0.8	-0.5	15	*	*	*	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	0.2	0.9	-0.7	0.7	2.3	-1.6	*	*	*
Tahu FM	0.2	0.2	0.0	17	*	*	*	*	*	*	0.4	0.1	0.3	0.5	0.4	0.1	0.3	0.5	-0.2	0.1	*	*	1.6	1.5	0.1
The Hits	4.9	6.0	-1.1	9	5.9	15.5	-9.6	11.1	14.0	-2.9	10.7	11.0	-0.3	6.9	7.6	-0.7	2.5	1.7	0.8	3.0	2.2	0.8	5.4	7.9	-2.5
The Sound	4.2	4.8	-0.6	12	2.0	2.9	-0.9	2.4	2.1	0.3	3.0	2.6	0.4	4.1	4.0	0.1	6.0	7.2	-1.2	6.6	7.4	-0.8	4.5	2.1	2.4
ZM	6.4	5.5	0.9	6	7.2	6.8	0.4	14.2	10.8	3.4	12.6	10.1	2.5	10.8	9.0	1.8	4.9	4.1	0.8	0.8	1.2	-0.4	12.7	11.4	1.3
MediaWorks Combo	62.8	64.1	-1.3		77.9	71.6	6.3	63.2	66.1	-2.9	64.1	67.9	-3.8	66.7	68.0	-1.3	69.1	68.5	0.6	63.0	64.8	-1.8	70.7	70.7	0.0
NZME Combo	33.1	31.2	1.9		17.2	27.6	-10.4	33.8	33.0	0.8	33.6	30.2	3.4	30.6	28.4	2.2	26.4	24.8	1.6	31.8	28.0	3.8	26.2	26.7	-0.5
Potential (000)	84.5	82.5	2.0		18.3	17.3	1.0	26.4	25.7	0.7	24.6	23.9	0.7	36.2	35.5	0.7	23.7	23.8	-0.1	22.0	21.9	0.1	14.8	13.7	1.1
Sample	847	828	19		143	143	0	210	210	0	237	231	6	340	333	7	224	224	0	277	260	17	151	141	10

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

MediaWorks Combo: Breeze, Channel X (from S2 2024), 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

*SENZ rebranded to Sport Nation from Nov 19th 2024, **Star rebranded to Sanctuary from S1 2025



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Station Share (%) by Daypart, People 10+
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Last Survey Period: Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024 & Sun Aug 11 to Sat Nov 2 2024

	This	Last	+/-
Potential (000)	84.5	82.5	2.0
Sample Size	847	828	19

	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	6.2	6.2	0.0	7	8.5	8.7	-0.2	9.8	9.5	0.3	8.5	7.8	0.7	4.9	7.0	-2.1	8.0	7.1	0.9	6.9	6.9	0.0
Channel X	4.5	5.0	-0.5	10	5.7	6.4	-0.7	6.1	6.2	-0.1	5.8	5.7	0.1	2.0	2.1	-0.1	4.5	6.5	-2.0	4.5	4.7	-0.2
Coast	5.5	4.5	1.0	8	6.2	5.2	1.0	4.8	4.2	0.6	3.4	3.6	-0.2	3.4	2.0	1.4	0.8	2.9	-2.1	4.9	4.1	0.8
Edge	5.0	4.3	0.7	9	2.6	2.5	0.1	3.6	3.7	-0.1	5.7	4.6	1.1	4.8	4.7	0.1	3.7	3.1	0.6	5.2	4.8	0.4
Gold Sport	0.1	0.1	0.0	18	0.1	0.1	0.0	*	*	*	0.2	0.2	0.0	*	0.2	*	1.0	0.9	0.1	0.4	0.7	-0.3
Hokonui	6.5	4.5	2.0	6	6.5	4.5	2.0	8.1	6.3	1.8	3.1	2.4	0.7	1.8	3.0	-1.2	3.3	2.5	0.8	5.8	4.1	1.7
Life FM	0.4	0.1	0.3	15	0.2	0.2	0.0	0.2	0.1	0.1	0.4	0.1	0.3	0.4	0.5	-0.1	0.1	0.1	0.0	0.3	0.4	-0.1
Magic	10.1	9.3	0.8	4	12.8	12.0	0.8	11.2	10.7	0.5	9.7	9.6	0.1	13.1	13.1	0.0	4.6	7.6	-3.0	13.7	13.8	-0.1
More FM	13.9	16.2	-2.3	2	10.6	10.9	-0.3	9.9	8.9	1.0	11.2	12.6	-1.4	12.6	10.9	1.7	9.3	12.3	-3.0	14.3	16.1	-1.8
Newstalk ZB	11.8	10.8	1.0	3	5.1	5.8	-0.7	3.6	4.2	-0.6	5.3	6.7	-1.4	20.3	19.2	1.1	34.8	26.7	8.1	11.0	9.7	1.3
Radio Hauraki	2.0	2.5	-0.5	13	2.8	2.6	0.2	1.8	2.0	-0.2	2.0	2.1	-0.1	2.0	1.5	0.5	0.3	0.3	0.0	1.4	1.5	-0.1
Rhema	0.2	0.2	0.0	16	0.4	0.4	0.0	0.3	0.3	0.0	0.6	0.7	-0.1	1.2	1.5	-0.3	*	*	*	0.6	0.8	-0.2
Rock	16.7	17.7	-1.0	1	19.2	19.2	0.0	20.3	21.5	-1.2	21.8	21.2	0.6	19.5	16.7	2.8	8.1	13.7	-5.6	12.1	11.1	1.0
Sanctuary**	0.1	0.4	-0.3	18	0.1	0.3	-0.2	*	0.1	*	0.2	0.9	-0.7	0.3	0.3	0.0	0.6	0.5	0.1	0.2	0.5	-0.3
Sport Nation*	0.2	0.9	-0.7	16	0.1	0.9	-0.8	*	0.4	*	0.2	0.5	-0.3	1.2	1.5	-0.3	0.6	0.7	-0.1	0.6	1.3	-0.7
Tahu FM	0.5	0.3	0.2	14	0.2	0.2	0.0	*	*	*	0.4	0.1	0.3	0.9	1.4	-0.5	0.7	1.0	-0.3	0.1	*	*
The Hits	3.5	4.7	-1.2	11	5.9	7.4	-1.5	6.0	7.4	-1.4	6.4	6.9	-0.5	4.7	5.4	-0.7	5.8	6.9	-1.1	2.6	3.5	-0.9
The Sound	2.6	3.7	-1.1	12	4.0	5.6	-1.6	3.7	5.3	-1.6	5.3	5.4	-0.1	2.0	2.1	-0.1	7.3	2.6	4.7	5.8	5.2	0.6
ZM	7.8	6.4	1.4	5	6.0	4.4	1.6	7.4	6.2	1.2	7.1	5.9	1.2	1.2	2.0	-0.8	4.9	3.3	1.6	5.2	6.0	-0.8
MediaWorks Combo	58.9	62.4	-3.5		63.9	65.8	-1.9	65.3	66.5	-1.2	68.2	67.2	1.0	59.2	56.7	2.5	45.8	53.2	-7.4	63.3	63.4	-0.1
NZME Combo	37.2	33.5	3.7		32.6	30.0	2.6	31.7	30.6	1.1	27.4	28.1	-0.7	33.5	33.2	0.3	50.8	43.5	7.3	31.4	29.8	1.6

NB: SUM OF INDIVIDUAL STATIONS MAY NOT ADD TO NETWORK COMBO TOTAL DUE TO ROUNDING
MediaWorks Combo: Breeze, Channel X (from S2 2024), 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

*SENZ rebranded to Sport Nation from Nov 19th 2024, **Star rebranded to Sanctuary from S1 2025



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Cumulative Audience (000's) by Demographic, Mon-Sun 12mn-12mn
Survey Comparisons: 3/2024 - 1/2025

This Survey Period: Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 & Sun Aug 11 to Sat Nov 2 2024 & Sun Feb 9 to Sat May 3 2025
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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	10.9	11.1	-0.2	4	1.1	1.1	0.0	2.7	3.2	-0.5	2.9	3.5	-0.6	4.6	5.4	-0.8	4.3	4.1	0.2	4.6	4.4	0.2	2.1	1.9	0.2
Channel X	9.2	7.9	1.3	7	3.0	2.4	0.6	5.0	3.8	1.2	4.5	3.6	0.9	5.2	4.5	0.7	1.5	1.6	-0.1	1.1	1.0	0.1	1.3	0.9	0.4
Coast	6.1	5.1	1.0	11	0.2	0.2	0.0	1.3	1.1	0.2	1.6	1.3	0.3	2.4	1.9	0.5	1.9	1.5	0.4	2.4	2.1	0.3	1.1	0.8	0.3
Edge	11.9	10.3	1.6	3	3.3	2.6	0.7	5.7	5.4	0.3	6.5	6.1	0.4	7.9	7.2	0.7	1.9	1.4	0.5	0.6	0.5	0.1	3.6	3.2	0.4
Gold Sport	0.5	0.6	-0.1	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	*	*	*
Hokonui	7.2	6.0	1.2	9	0.7	0.2	0.5	1.4	1.4	0.0	1.5	1.4	0.1	3.3	2.9	0.4	3.2	2.6	0.6	2.1	1.9	0.2	0.7	0.5	0.2
Life FM	1.2	0.9	0.3	14	0.3	0.2	0.1	0.4	0.3	0.1	0.3	0.3	0.0	0.6	0.7	-0.1	0.5	0.4	0.1	0.3	0.1	0.2	0.3	0.2	0.1
Magic	10.6	9.7	0.9	6	0.7	0.2	0.5	0.6	0.7	-0.1	0.7	0.9	-0.2	1.6	1.4	0.2	3.7	3.2	0.5	6.3	6.2	0.1	0.7	0.6	0.1
More FM	16.4	17.0	-0.6	1	4.5	4.1	0.4	5.2	5.7	-0.5	5.5	6.2	-0.7	8.8	9.4	-0.6	5.6	5.9	-0.3	2.9	3.2	-0.3	4.8	5.1	-0.3
Newstalk ZB	7.3	6.7	0.6	8	0.1	0.1	0.0	0.7	0.7	0.0	1.0	1.0	0.0	1.5	1.6	-0.1	2.0	1.7	0.3	3.1	2.7	0.4	0.2	0.4	-0.2
Radio Hauraki	4.5	5.0	-0.5	13	1.4	1.3	0.1	1.9	2.1	-0.2	1.7	2.1	-0.4	3.0	3.5	-0.5	1.4	1.5	-0.1	0.2	0.2	0.0	1.2	1.4	-0.2
Rhema	0.5	0.5	0.0	17	0.2	0.1	0.1	*	*	*	*	*	*	0.2	0.3	-0.1	0.3	0.4	-0.1	0.1	0.1	0.0	0.1	0.1	0.0
Rock	13.0	14.5	-1.5	2	2.7	2.7	0.0	4.6	6.0	-1.4	4.7	6.3	-1.6	8.7	9.8	-1.1	5.4	5.1	0.3	1.5	1.9	-0.4	2.3	2.8	-0.5
Sanctuary**	0.3	0.3	0.0	19	*	*	*	*	*	*	*	*	*	*	*	*	0.2	0.2	0.0	0.3	0.3	0.0	*	*	*
Sport Nation*	0.7	0.8	-0.1	16	*	*	*	*	*	*	0.1	0.1	0.0	0.2	0.2	0.0	0.3	0.4	-0.1	0.5	0.6	-0.1	*	*	*
Tahu FM	0.9	0.4	0.5	15	*	*	*	*	*	*	0.6	0.2	0.4	0.8	0.3	0.5	0.1	0.3	-0.2	0.1	0.1	0.0	0.8	0.3	0.5
The Hits	6.7	7.0	-0.3	10	2.0	2.0	0.0	3.0	3.6	-0.6	2.9	3.2	-0.3	3.8	4.0	-0.2	1.6	1.3	0.3	0.9	1.0	-0.1	1.7	1.8	-0.1
The Sound	5.7	5.9	-0.2	12	1.0	1.3	-0.3	1.6	2.2	-0.6	1.2	1.4	-0.2	2.0	2.0	0.0	2.7	2.1	0.6	2.7	2.3	0.4	0.6	0.4	0.2
ZM	10.7	9.4	1.3	5	2.6	2.2	0.4	6.0	5.3	0.7	6.1	5.5	0.6	7.6	6.7	0.9	1.9	1.6	0.3	0.5	0.5	0.0	2.9	2.8	0.1
MediaWorks Combo	55.9	54.2	1.7		11.1	9.9	1.2	18.1	18.0	0.1	18.2	18.3	-0.1	27.2	26.6	0.6	18.0	17.0	1.0	14.8	14.9	-0.1	10.7	10.1	0.6
NZME Combo	32.8	31.1	1.7		5.0	4.4	0.6	10.9	10.9	0.0	11.2	11.4	-0.2	16.0	16.1	-0.1	9.1	8.3	0.8	7.7	7.0	0.7	5.6	5.5	0.1
All Commercial Radio	69.3	66.9	2.4		12.1	11.1	1.0	21.3	21.1	0.2	21.6	21.5	0.1	32.6	32.0	0.6	21.5	20.8	0.7	18.6	18.3	0.3	12.7	11.7	1.0
Potential (000)	84.5	82.5	2.0		18.3	17.3	1.0	26.4	25.7	0.7	24.6	23.9	0.7	36.2	35.5	0.7	23.7	23.8	-0.1	22.0	21.9	0.1	14.8	13.7	1.1
Sample	847	828	19		143	143	0	210	210	0	237	231	6	340	333	7	224	224	0	277	260	17	151	141	10

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	This	Last	+/-
Potential (000)	84.5	82.5	2.0
Sample Size	847	828	19

	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	5.1	5.5	-0.4	8	5.2	5.8	-0.6	7.7	7.5	0.2	6.6	6.2	0.4	1.8	2.5	-0.7	1.5	1.7	-0.2	5.9	6.4	-0.5
Channel X	5.9	5.2	0.7	5	4.1	3.8	0.3	5.5	5.1	0.4	5.4	4.5	0.9	1.9	1.5	0.4	1.7	1.4	0.3	4.9	4.0	0.9
Coast	3.3	2.9	0.4	10	2.6	2.9	-0.3	2.7	2.8	-0.1	2.6	2.4	0.2	1.5	1.1	0.4	0.3	0.3	0.0	3.1	2.7	0.4
Edge	6.6	5.8	0.8	3	3.4	2.9	0.5	5.5	5.3	0.2	5.5	4.8	0.7	2.6	2.3	0.3	1.6	1.4	0.2	6.9	6.1	0.8
Gold Sport	0.4	0.3	0.1	16	0.4	0.3	0.1	0.2	0.2	0.0	0.4	0.4	0.0	0.1	0.2	-0.1	0.4	0.3	0.1	0.5	0.5	0.0
Hokonui	4.7	3.4	1.3	9	3.4	2.6	0.8	5.2	4.5	0.7	2.3	2.1	0.2	0.6	0.8	-0.2	1.0	0.6	0.4	4.4	3.1	1.3
Life FM	0.6	0.3	0.3	15	0.4	0.4	0.0	0.6	0.7	-0.1	0.5	0.3	0.2	0.3	0.3	0.0	0.1	0.1	0.0	0.8	0.8	0.0
Magic	5.9	4.8	1.1	5	6.3	5.9	0.4	6.7	6.6	0.1	5.8	5.6	0.2	2.6	2.4	0.2	1.6	2.0	-0.4	7.2	6.6	0.6
More FM	10.0	11.3	-1.3	1	8.2	9.1	-0.9	9.3	9.6	-0.3	9.2	9.2	0.0	5.1	4.1	1.0	1.9	2.4	-0.5	10.9	12.1	-1.2
Newstalk ZB	5.8	5.2	0.6	7	4.1	4.0	0.1	3.8	3.9	-0.1	2.9	3.0	-0.1	3.5	3.1	0.4	3.5	2.9	0.6	5.8	5.4	0.4
Radio Hauraki	2.0	2.3	-0.3	13	1.8	2.3	-0.5	2.2	2.6	-0.4	2.2	2.4	-0.2	1.1	1.0	0.1	0.2	0.2	0.0	1.8	2.2	-0.4
Rhema	0.2	0.2	0.0	18	0.3	0.4	-0.1	0.2	0.2	0.0	0.2	0.3	-0.1	0.3	0.4	-0.1	*	*	*	0.3	0.3	0.0
Rock	8.9	9.5	-0.6	2	8.1	8.5	-0.4	9.6	10.1	-0.5	8.5	8.5	0.0	3.0	3.2	-0.2	1.8	2.1	-0.3	7.4	8.0	-0.6
Sanctuary**	0.2	0.3	-0.1	18	0.1	0.2	-0.1	0.1	0.2	-0.1	0.2	0.2	0.0	0.1	0.1	0.0	0.2	0.2	0.0	0.2	0.3	-0.1
Sport Nation*	0.3	0.3	0.0	17	0.2	0.3	-0.1	*	0.3	*	0.2	0.3	-0.1	0.2	0.2	0.0	0.1	0.1	0.0	0.5	0.7	-0.2
Tahu FM	0.8	0.3	0.5	14	0.2	0.3	-0.1	*	0.1	*	0.6	0.3	0.3	0.1	0.3	-0.2	0.1	0.2	-0.1	0.2	*	*
The Hits	3.1	3.5	-0.4	11	2.8	3.7	-0.9	4.4	4.9	-0.5	4.2	4.0	0.2	1.3	1.4	-0.1	0.8	0.9	-0.1	2.5	2.9	-0.4
The Sound	3.1	3.0	0.1	11	2.3	3.1	-0.8	2.7	3.5	-0.8	3.1	3.1	0.0	0.6	0.6	0.0	0.9	0.4	0.5	4.2	3.6	0.6
ZM	6.6	5.7	0.9	3	3.8	3.0	0.8	6.4	5.4	1.0	6.4	5.1	1.3	1.6	1.6	0.0	1.1	0.6	0.5	7.1	6.1	1.0
MediaWorks Combo	37.4	36.5	0.9		32.1	33.2	-1.1	38.8	39.4	-0.6	36.0	33.7	2.3	16.4	14.7	1.7	10.0	9.8	0.2	39.8	38.6	1.2
NZME Combo	21.8	20.1	1.7		16.8	16.7	0.1	21.6	21.1	0.5	19.2	17.8	1.4	9.4	8.9	0.5	6.6	5.5	1.1	21.4	19.4	2.0
All Commercial Radio	53.3	51.3	2.0		44.4	45.1	-0.7	52.3	52.3	0.0	49.2	46.0	3.2	24.2	22.3	1.9	14.6	13.5	1.1	53.3	50.9	2.4

MediaWorks Combo: Breeze, Channel X (from S2 2024), 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

*SENZ rebranded to Sport Nation from Nov 19th 2024, **Star rebranded to Sanctuary from S1 2025



SOUTHLAND COMMERCIAL RADIO - SURVEY 1 2025

Average Time Spent Listening (hh:mm) by Demographic, Mon-Sun 12mn-12mn
Survey Comparisons: 3/2024 - 1/2025

This Survey Period: Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 & Sun Aug 11 to Sat Nov 2 2024 & Sun Feb 9 to Sat May 3 2025
Last Survey Period: Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024 & Sun Aug 11 to Sat Nov 2 2024

	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	9:29	9:05	0:24	7:56	7:46	0:09	9:17	10:26	-1:09	8:31	9:33	-1:02	9:33	9:05	0:27	11:45	9:29	2:15	10:23	9:31	0:51	6:44	7:07	-0:23
Channel X	7:19	8:57	-1:37	3:22	4:39	-1:16	7:51	9:18	-1:27	9:23	10:46	-1:23	8:59	10:52	-1:52	9:17	12:09	-2:51	10:17	10:39	-0:22	6:39	10:13	-3:34
Coast	10:21	10:37	-0:15	2:16	8:10	-5:53	3:00	3:31	-0:30	3:35	4:30	-0:54	6:54	7:10	-0:15	12:20	15:40	-3:19	14:16	14:15	0:00	4:12	5:24	-1:12
Edge	4:43	4:53	-0:10	2:46	2:48	-0:02	4:34	4:41	-0:06	5:21	5:10	0:10	5:30	5:29	0:00	6:03	7:33	-1:29	5:08	6:59	-1:50	6:11	5:49	0:21
Gold Sport	4:40	5:24	-0:43	*	*	*	4:39	4:27	0:12	4:39	4:27	0:12	4:39	4:27	0:12	4:45	4:45	0:00	4:45	8:22	-3:37	*	*	*
Hokonui	10:53	9:29	1:23	2:46	6:35	-3:48	8:24	6:21	2:03	9:10	7:06	2:04	9:03	7:00	2:03	10:57	10:15	0:41	14:15	13:34	0:41	6:21	2:58	3:23
Life FM	3:14	2:31	0:42	2:23	1:40	0:42	3:28	3:30	-0:02	3:38	3:33	0:05	2:28	2:54	-0:26	3:05	2:02	1:02	6:04	1:30	4:34	2:39	4:12	-1:33
Magic	14:07	14:46	-0:38	3:19	2:30	0:49	6:23	6:56	-0:32	11:36	10:53	0:43	11:46	10:48	0:57	14:24	15:18	-0:54	15:11	15:51	-0:39	22:52	14:32	8:19
More FM	9:25	9:30	-0:05	4:28	5:11	-0:43	9:01	8:35	0:25	9:39	8:48	0:51	10:24	9:43	0:41	12:44	12:36	0:08	13:34	13:44	-0:09	9:42	9:45	-0:02
Newstalk ZB	16:02	16:36	-0:33	0:15	0:15	0:00	7:48	6:57	0:50	11:21	8:24	2:56	10:06	11:20	-1:14	10:24	14:08	-3:44	13:45	15:00	-1:15	11:00	7:20	3:40
Radio Hauraki	5:35	5:13	0:21	2:16	2:37	-0:20	3:49	4:31	-0:42	3:58	4:16	-0:18	6:43	5:39	1:04	10:54	8:37	2:17	12:06	12:36	-0:30	3:19	3:04	0:15
Rhema	11:17	12:55	-1:38	1:13	0:50	0:22	*	*	*	*	*	*	3:50	4:08	-0:18	15:55	16:23	-0:28	39:00	39:00	0:00	1:15	1:15	0:00
Rock	17:45	15:49	1:55	19:17	14:03	5:14	14:45	16:01	-1:16	14:15	15:14	-0:58	17:48	16:06	1:42	20:21	17:30	2:50	15:34	17:23	-1:49	6:42	8:11	-1:28
Sanctuary**	7:32	17:18	-9:46	*	*	*	*	*	*	*	*	*	*	*	*	9:38	9:57	-0:19	7:32	17:18	-9:46	*	*	*
Sport Nation*	4:50	12:21	-7:31	*	*	*	*	*	*	4:30	4:30	0:00	2:16	2:18	-0:01	2:33	10:41	-8:07	5:28	16:12	-10:43	*	*	*
Tahu FM	3:38	6:26	-2:47	*	*	*	*	*	*	2:08	2:00	0:08	3:54	7:57	-4:03	13:45	9:09	4:35	2:00	1:15	0:45	3:54	7:57	-4:03
The Hits	9:34	11:04	-1:30	4:04	9:59	-5:54	12:48	15:13	-2:25	14:01	14:02	-0:01	11:40	12:12	-0:31	7:51	6:12	1:39	12:38	8:50	3:48	5:51	7:55	-2:04
The Sound	9:40	10:25	-0:45	2:47	2:44	0:03	5:16	3:36	1:40	9:42	7:16	2:26	13:18	12:44	0:33	11:00	16:13	-5:13	9:28	13:17	-3:48	13:59	10:17	3:41
ZM	7:47	7:30	0:17	3:51	3:54	-0:02	8:15	7:54	0:21	7:54	7:34	0:20	9:12	8:34	0:38	12:35	12:06	0:29	6:21	8:48	-2:26	7:57	7:04	0:53
MediaWorks Combo	14:43	15:11	-0:28	9:35	9:02	0:33	12:14	14:08	-1:53	13:29	15:16	-1:47	15:47	16:16	-0:28	18:51	18:33	0:18	16:37	17:36	-0:58	12:09	12:22	-0:13
NZME Combo	13:12	12:53	0:18	4:39	7:53	-3:14	10:49	11:37	-0:47	11:32	10:58	0:34	12:18	11:12	1:05	14:19	13:43	0:35	16:14	16:19	-0:05	8:40	8:40	-0:00
All Commercial Radio	18:54	19:11	-0:17	11:14	11:16	-0:02	16:25	18:19	-1:54	17:43	19:14	-1:31	19:46	19:54	-0:07	22:50	22:10	0:40	20:59	22:09	-1:09	14:33	15:08	-0:35
Potential (000)	84.5	82.5	2.0	18.3	17.3	1.0	26.4	25.7	0.7	24.6	23.9	0.7	36.2	35.5	0.7	23.7	23.8	-0.1	22.0	21.9	0.1	14.8	13.7	1.1
Sample	847	828	19	143	143	0	210	210	0	237	231	6	340	333	7	224	224	0	277	260	17	151	141	10

MediaWorks Combo: Breeze, Channel X (from S2 2024), 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

*SENZ rebranded to Sport Nation from Nov 19th 2024, **Star rebranded to Sanctuary from S1 2025



SOUTHLAND COMMERCIAL RADIO - SURVEY 1 2025

Average Time Spent Listening (hh:mm) by Daypart, People 10+
Survey Comparisons: 3/2024 - 1/2025

This Survey Period: Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 & Sun Aug 11 to Sat Nov 2 2024 & Sun Feb 9 to Sat May 3 2025
Last Survey Period: Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024 & Sun Aug 11 to Sat Nov 2 2024

	This	Last	+/-
Potential (000)	84.5	82.5	2.0
Sample Size	847	828	19

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

MediaWorks Combo: Breeze, Channel X (from S2 2024), 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

*SENZ rebranded to Sport Nation from Nov 19th 2024, **Star rebranded to Sanctuary from S1 2025