



SOUTHLAND COMMERCIAL RADIO - SURVEY 2 2025

Station Share (%) by Demographic, Mon-Sun 12mn-12mn
Survey Comparisons: 1/2025 - 2/2025

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

	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	8.1	7.9	0.2	5	8.7	6.5	2.2	5.1	7.2	-2.1	4.1	6.3	-2.2	5.7	6.9	-1.2	10.5	10.3	0.2	11.6	12.3	-0.7	7.4	7.8	-0.4
Channel X	5.1	5.2	-0.1	9	7.5	7.4	0.1	9.6	11.1	-1.5	10.5	11.0	-0.5	7.4	7.3	0.1	3.2	2.8	0.4	2.5	2.8	-0.3	5.4	4.6	0.8
Coast	5.7	4.8	0.9	7	1.4	0.4	1.0	3.7	1.1	2.6	3.7	1.5	2.2	3.8	2.5	1.3	5.0	4.7	0.3	7.5	8.7	-1.2	4.8	2.5	2.3
Edge	3.4	4.3	-0.9	12	8.4	6.7	1.7	6.9	7.4	-0.5	7.4	9.1	-1.7	5.0	6.8	-1.8	1.3	2.3	-1.0	0.8	0.9	-0.1	7.1	11.9	-4.8
Gold Sport	0.3	0.2	0.1	14	*	*	*	0.7	0.6	0.1	0.6	0.5	0.1	0.4	0.3	0.1	0.3	0.1	0.2	0.3	0.1	0.2	*	*	*
Hokonui	5.7	6.0	-0.3	7	2.5	1.4	1.1	4.1	3.3	0.8	4.3	3.7	0.6	3.9	4.6	-0.7	5.2	7.0	-1.8	7.1	7.6	-0.5	3.8	2.3	1.5
Life FM	0.3	0.3	0.0	14	0.7	0.6	0.1	0.2	0.4	-0.2	0.2	0.3	-0.1	0.2	0.2	0.0	0.3	0.3	0.0	0.4	0.4	0.0	0.1	0.4	-0.3
Magic	11.3	11.4	-0.1	3	1.8	1.8	0.0	1.4	1.1	0.3	2.5	2.1	0.4	3.5	2.8	0.7	9.2	10.8	-1.6	23.2	24.4	-1.2	7.5	8.1	-0.6
More FM	12.5	11.8	0.7	2	18.2	14.8	3.4	14.1	13.3	0.8	14.2	13.8	0.4	13.0	14.1	-1.1	14.2	14.6	-0.4	13.1	10.0	3.1	24.5	25.2	-0.7
Newstalk ZB	8.2	8.9	-0.7	4	*	*	*	1.6	1.5	0.1	2.8	3.0	-0.2	2.3	2.3	0.0	4.5	4.2	0.3	11.1	11.1	0.0	0.3	1.2	-0.9
Radio Hauraki	2.4	1.9	0.5	13	4.2	2.3	1.9	2.7	2.1	0.6	2.2	1.8	0.4	3.6	3.1	0.5	3.4	3.0	0.4	0.7	0.5	0.2	2.4	2.2	0.2
Rhema	0.1	0.4	-0.3	18	*	0.1	*	*	*	*	*	*	*	*	0.1	*	0.1	1.1	-1.0	0.2	1.1	-0.9	*	0.1	*
Rock	15.7	17.6	-1.9	1	23.0	38.6	-15.6	18.9	19.4	-0.5	18.5	17.3	1.2	23.9	23.9	0.0	20.8	22.3	-1.5	6.0	6.1	-0.1	11.1	8.5	2.6
Sanctuary**	0.2	0.2	0.0	17	*	*	*	*	*	*	*	*	*	*	*	*	0.4	0.4	0.0	0.5	0.5	0.0	*	*	*
Sport Nation*	0.1	0.3	-0.2	18	*	*	*	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	*	0.2	*	*	0.7	*	*	*	*
Tahu FM	0.3	0.2	0.1	14	*	*	*	*	*	*	0.2	0.4	-0.2	0.5	0.5	0.0	0.5	0.3	0.2	0.2	0.1	0.1	1.6	1.6	0.0
The Hits	4.7	4.9	-0.2	11	8.1	5.9	2.2	10.3	11.1	-0.8	9.5	10.7	-1.2	6.1	6.9	-0.8	2.9	2.5	0.4	3.0	3.0	0.0	4.5	5.4	-0.9
The Sound	5.0	4.2	0.8	10	2.3	2.0	0.3	2.3	2.4	-0.1	3.2	3.0	0.2	5.3	4.1	1.2	7.6	6.0	1.6	6.7	6.6	0.1	5.5	4.5	1.0
ZM	6.0	6.4	-0.4	6	8.0	7.2	0.8	12.3	14.2	-1.9	10.8	12.6	-1.8	10.2	10.8	-0.6	5.3	4.9	0.4	0.8	0.8	0.0	13.0	12.7	0.3
MediaWorks Combo	61.8	62.8	-1.0		70.6	77.9	-7.3	59.7	63.2	-3.5	61.8	64.1	-2.3	65.0	66.7	-1.7	67.1	69.1	-2.0	63.8	63.0	0.8	68.6	70.7	-2.1
NZME Combo	33.0	33.1	-0.1		24.2	17.2	7.0	35.3	33.8	1.5	33.9	33.6	0.3	30.3	30.6	-0.3	26.6	26.4	0.2	30.5	31.8	-1.3	28.8	26.2	2.6
Potential (000)	84.5	84.5	0.0		18.3	18.3	0.0	26.2	26.4	-0.2	24.6	24.6	0.0	36.2	36.2	0.0	23.7	23.7	0.0	22.0	22.0	0.0	14.6	14.8	-0.2
Sample	898	847	51		167	143	24	243	210	33	248	237	11	354	340	14	243	224	19	289	277	12	153	151	2

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

MediaWorks Combo: Breeze, Channel X, 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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	This	Last	+/-
Potential (000)	84.5	84.5	0.0
Sample Size	898	847	51

	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	6.6	6.2	0.4	6	9.7	8.5	1.2	9.5	9.8	-0.3	8.1	8.5	-0.4	4.7	4.9	-0.2	4.7	8.0	-3.3	7.8	6.9	0.9
Channel X	3.9	4.5	-0.6	10	5.4	5.7	-0.3	6.7	6.1	0.6	6.2	5.8	0.4	1.5	2.0	-0.5	4.6	4.5	0.1	4.3	4.5	-0.2
Coast	5.8	5.5	0.3	8	6.6	6.2	0.4	5.1	4.8	0.3	3.8	3.4	0.4	4.2	3.4	0.8	0.8	0.8	0.0	7.7	4.9	2.8
Edge	4.4	5.0	-0.6	9	2.5	2.6	-0.1	2.9	3.6	-0.7	4.0	5.7	-1.7	3.5	4.8	-1.3	3.8	3.7	0.1	3.7	5.2	-1.5
Gold Sport	0.1	0.1	0.0	16	0.3	0.1	0.2	0.2	*	*	0.3	0.2	0.1	0.1	*	*	1.4	1.0	0.4	0.5	0.4	0.1
Hokonui	6.3	6.5	-0.2	7	5.4	6.5	-1.1	8.0	8.1	-0.1	3.6	3.1	0.5	0.8	1.8	-1.0	3.7	3.3	0.4	5.6	5.8	-0.2
Life FM	0.4	0.4	0.0	15	0.2	0.2	0.0	0.2	0.2	0.0	0.3	0.4	-0.1	0.8	0.4	0.4	0.1	0.1	0.0	0.2	0.3	-0.1
Magic	10.4	10.1	0.3	4	13.0	12.8	0.2	10.9	11.2	-0.3	9.7	9.7	0.0	14.1	13.1	1.0	4.3	4.6	-0.3	12.8	13.7	-0.9
More FM	12.9	13.9	-1.0	2	10.5	10.6	-0.1	11.3	9.9	1.4	13.3	11.2	2.1	13.2	12.6	0.6	11.0	9.3	1.7	15.1	14.3	0.8
Newstalk ZB	12.1	11.8	0.3	3	4.1	5.1	-1.0	2.9	3.6	-0.7	4.4	5.3	-0.9	21.6	20.3	1.3	36.4	34.8	1.6	9.6	11.0	-1.4
Radio Hauraki	2.2	2.0	0.2	13	3.2	2.8	0.4	2.2	1.8	0.4	2.5	2.0	0.5	1.7	2.0	-0.3	0.4	0.3	0.1	2.2	1.4	0.8
Rhema	*	0.2	*	*	*	0.4	*	*	0.3	*	0.1	0.6	-0.5	0.4	1.2	-0.8	*	*	*	0.1	0.6	-0.5
Rock	15.6	16.7	-1.1	1	17.1	19.2	-2.1	17.6	20.3	-2.7	19.2	21.8	-2.6	15.9	19.5	-3.6	11.9	8.1	3.8	10.3	12.1	-1.8
Sanctuary**	0.1	0.1	0.0	16	0.1	0.1	0.0	*	*	*	0.3	0.2	0.1	0.3	0.3	0.0	0.6	0.6	0.0	0.2	0.2	0.0
Sport Nation*	0.1	0.2	-0.1	16	*	0.1	*	*	*	*	*	0.2	*	0.2	1.2	-1.0	*	0.6	*	0.2	0.6	-0.4
Tahu FM	0.5	0.5	0.0	14	0.2	0.2	0.0	*	*	*	0.2	0.4	-0.2	1.3	0.9	0.4	1.1	0.7	0.4	0.1	0.1	0.0
The Hits	3.8	3.5	0.3	11	5.8	5.9	-0.1	5.8	6.0	-0.2	6.4	6.4	0.0	4.4	4.7	-0.3	2.8	5.8	-3.0	2.2	2.6	-0.4
The Sound	3.8	2.6	1.2	11	3.8	4.0	-0.2	4.2	3.7	0.5	6.6	5.3	1.3	3.7	2.0	1.7	7.0	7.3	-0.3	7.4	5.8	1.6
ZM	6.8	7.8	-1.0	5	6.1	6.0	0.1	7.4	7.4	0.0	6.0	7.1	-1.1	1.4	1.2	0.2	3.7	4.9	-1.2	4.8	5.2	-0.4
MediaWorks Combo	57.8	58.9	-1.1		62.6	63.9	-1.3	63.5	65.3	-1.8	67.5	68.2	-0.7	56.9	59.2	-2.3	47.7	45.8	1.9	63.0	63.3	-0.3
NZME Combo	37.2	37.2	0.0		31.5	32.6	-1.1	31.5	31.7	-0.2	26.9	27.4	-0.5	34.2	33.5	0.7	49.2	50.8	-1.6	32.8	31.4	1.4

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

MediaWorks Combo: Breeze, Channel X, 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: 1/2025 - 2/2025

This Survey Period: Sun May 12 to Sat Aug 3 & Sun Aug 11 to Sat Nov 2 2024 & Sun Feb 9 to Sat May 3 & Sun May 11 to Sat Aug 2 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	10.6	10.9	-0.3	3	0.9	1.1	-0.2	2.3	2.7	-0.4	2.6	2.9	-0.3	4.5	4.6	-0.1	4.6	4.3	0.3	4.5	4.6	-0.1	2.2	2.1	0.1
Channel X	8.4	9.2	-0.8	7	2.3	3.0	-0.7	3.9	5.0	-1.1	4.4	4.5	-0.1	5.2	5.2	0.0	1.4	1.5	-0.1	0.9	1.1	-0.2	1.7	1.3	0.4
Coast	7.4	6.1	1.3	9	0.4	0.2	0.2	2.3	1.3	1.0	2.6	1.6	1.0	3.4	2.4	1.0	2.1	1.9	0.2	2.3	2.4	-0.1	1.6	1.1	0.5
Edge	10.3	11.9	-1.6	4	3.2	3.3	-0.1	4.9	5.7	-0.8	5.6	6.5	-0.9	6.6	7.9	-1.3	1.3	1.9	-0.6	0.6	0.6	0.0	2.9	3.6	-0.7
Gold Sport	0.7	0.5	0.2	15	*	*	*	0.5	0.4	0.1	0.5	0.4	0.1	0.5	0.4	0.1	0.2	0.1	0.1	0.2	0.1	0.1	*	*	*
Hokonui	7.5	7.2	0.3	8	0.7	0.7	0.0	1.8	1.4	0.4	2.0	1.5	0.5	3.2	3.3	-0.1	2.6	3.2	-0.6	2.2	2.1	0.1	1.5	0.7	0.8
Life FM	1.0	1.2	-0.2	14	0.2	0.3	-0.1	0.3	0.4	-0.1	0.2	0.3	-0.1	0.5	0.6	-0.1	0.5	0.5	0.0	0.3	0.3	0.0	0.2	0.3	-0.1
Magic	9.5	10.6	-1.1	5	0.5	0.7	-0.2	0.8	0.6	0.2	0.7	0.7	0.0	1.7	1.6	0.1	3.3	3.7	-0.4	5.6	6.3	-0.7	0.7	0.7	0.0
More FM	17.5	16.4	1.1	1	4.5	4.5	0.0	6.1	5.2	0.9	6.6	5.5	1.1	9.6	8.8	0.8	5.3	5.6	-0.3	3.2	2.9	0.3	5.0	4.8	0.2
Newstalk ZB	6.4	7.3	-0.9	11	*	0.1	*	0.7	0.7	0.0	1.0	1.0	0.0	1.4	1.5	-0.1	1.7	2.0	-0.3	3.1	3.1	0.0	0.1	0.2	-0.1
Radio Hauraki	4.4	4.5	-0.1	13	0.9	1.4	-0.5	1.5	1.9	-0.4	1.8	1.7	0.1	3.1	3.0	0.1	1.6	1.4	0.2	0.4	0.2	0.2	1.1	1.2	-0.1
Rhema	0.2	0.5	-0.3	19	*	0.2	*	*	*	*	*	*	*	*	0.2	*	0.1	0.3	-0.2	0.2	0.1	0.1	*	0.1	*
Rock	13.4	13.0	0.4	2	2.5	2.7	-0.2	5.0	4.6	0.4	5.1	4.7	0.4	9.3	8.7	0.6	5.5	5.4	0.1	1.5	1.5	0.0	2.6	2.3	0.3
Sanctuary**	0.3	0.3	0.0	17	*	*	*	*	*	*	*	*	*	*	*	*	0.2	0.2	0.0	0.3	0.3	0.0	*	*	*
Sport Nation*	0.3	0.7	-0.4	17	*	*	*	*	*	*	0.1	0.1	0.0	0.1	0.2	-0.1	0.1	0.3	-0.2	0.1	0.5	-0.4	*	*	*
Tahu FM	0.7	0.9	-0.2	15	*	*	*	*	*	*	0.4	0.6	-0.2	0.5	0.8	-0.3	0.2	0.1	0.1	0.2	0.1	0.1	0.5	0.8	-0.3
The Hits	7.0	6.7	0.3	10	2.0	2.0	0.0	3.3	3.0	0.3	3.0	2.9	0.1	3.7	3.8	-0.1	1.7	1.6	0.1	1.2	0.9	0.3	1.5	1.7	-0.2
The Sound	6.0	5.7	0.3	12	0.7	1.0	-0.3	1.4	1.6	-0.2	1.3	1.2	0.1	2.6	2.0	0.6	3.1	2.7	0.4	2.7	2.7	0.0	0.9	0.6	0.3
ZM	9.4	10.7	-1.3	6	2.1	2.6	-0.5	5.1	6.0	-0.9	5.2	6.1	-0.9	6.9	7.6	-0.7	2.1	1.9	0.2	0.5	0.5	0.0	2.7	2.9	-0.2
MediaWorks Combo	54.3	55.9	-1.6		10.4	11.1	-0.7	17.2	18.1	-0.9	17.8	18.2	-0.4	26.9	27.2	-0.3	17.4	18.0	-0.6	14.3	14.8	-0.5	10.6	10.7	-0.1
NZME Combo	32.8	32.8	0.0		4.8	5.0	-0.2	10.7	10.9	-0.2	11.3	11.2	0.1	16.1	16.0	0.1	9.5	9.1	0.4	8.1	7.7	0.4	6.1	5.6	0.5
All Commercial Radio	67.6	69.3	-1.7		11.4	12.1	-0.7	20.7	21.3	-0.6	21.7	21.6	0.1	32.3	32.6	-0.3	20.7	21.5	-0.8	18.2	18.6	-0.4	12.5	12.7	-0.2
Potential (000)	84.5	84.5	0.0		18.3	18.3	0.0	26.2	26.4	-0.2	24.6	24.6	0.0	36.2	36.2	0.0	23.7	23.7	0.0	22.0	22.0	0.0	14.6	14.8	-0.2
Sample	898	847	51		167	143	24	243	210	33	248	237	11	354	340	14	243	224	19	289	277	12	153	151	2

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Potential (000)	84.5	84.5	0.0
Sample Size	898	847	51

	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	4.7	5.1	-0.4	8	5.3	5.2	0.1	6.9	7.7	-0.8	6.1	6.6	-0.5	1.7	1.8	-0.1	0.6	1.5	-0.9	5.5	5.9	-0.4
Channel X	5.3	5.9	-0.6	5	3.8	4.1	-0.3	5.6	5.5	0.1	5.3	5.4	-0.1	1.4	1.9	-0.5	1.4	1.7	-0.3	4.7	4.9	-0.2
Coast	4.0	3.3	0.7	10	3.4	2.6	0.8	3.4	2.7	0.7	2.9	2.6	0.3	1.4	1.5	-0.1	0.3	0.3	0.0	4.4	3.1	1.3
Edge	5.3	6.6	-1.3	5	3.1	3.4	-0.3	5.1	5.5	-0.4	4.7	5.5	-0.8	2.0	2.6	-0.6	1.2	1.6	-0.4	5.7	6.9	-1.2
Gold Sport	0.4	0.4	0.0	16	0.5	0.4	0.1	0.3	0.2	0.1	0.5	0.4	0.1	0.1	0.1	0.0	0.4	0.4	0.0	0.6	0.5	0.1
Hokonui	4.7	4.7	0.0	8	3.1	3.4	-0.3	5.3	5.2	0.1	2.9	2.3	0.6	0.6	0.6	0.0	0.9	1.0	-0.1	5.3	4.4	0.9
Life FM	0.5	0.6	-0.1	15	0.3	0.4	-0.1	0.6	0.6	0.0	0.4	0.5	-0.1	0.3	0.3	0.0	0.1	0.1	0.0	0.6	0.8	-0.2
Magic	6.0	5.9	0.1	3	6.0	6.3	-0.3	6.1	6.7	-0.6	5.2	5.8	-0.6	2.7	2.6	0.1	1.2	1.6	-0.4	6.2	7.2	-1.0
More FM	10.0	10.0	0.0	1	7.8	8.2	-0.4	10.0	9.3	0.7	9.5	9.2	0.3	4.8	5.1	-0.3	2.0	1.9	0.1	11.0	10.9	0.1
Newstalk ZB	5.2	5.8	-0.6	7	3.3	4.1	-0.8	2.8	3.8	-1.0	2.5	2.9	-0.4	3.0	3.5	-0.5	2.9	3.5	-0.6	5.0	5.8	-0.8
Radio Hauraki	2.4	2.0	0.4	13	1.9	1.8	0.1	2.7	2.2	0.5	2.3	2.2	0.1	0.9	1.1	-0.2	0.2	0.2	0.0	2.1	1.8	0.3
Rhema	*	0.2	*	*	0.1	0.3	-0.2	0.2	0.2	0.0	0.2	0.2	0.0	0.1	0.3	-0.2	*	*	*	0.2	0.3	-0.1
Rock	8.9	8.9	0.0	2	7.9	8.1	-0.2	8.6	9.6	-1.0	8.2	8.5	-0.3	3.4	3.0	0.4	2.2	1.8	0.4	7.5	7.4	0.1
Sanctuary**	0.2	0.2	0.0	17	0.1	0.1	0.0	0.1	0.1	0.0	0.2	0.2	0.0	0.1	0.1	0.0	0.2	0.2	0.0	0.2	0.2	0.0
Sport Nation*	0.2	0.3	-0.1	17	0.1	0.2	-0.1	*	*	*	0.1	0.2	-0.1	0.1	0.2	-0.1	*	0.1	*	0.2	0.5	-0.3
Tahu FM	0.6	0.8	-0.2	14	0.3	0.2	0.1	*	*	*	0.4	0.6	-0.2	0.2	0.1	0.1	0.2	0.1	0.1	0.2	0.2	0.0
The Hits	3.2	3.1	0.1	12	3.0	2.8	0.2	4.6	4.4	0.2	4.1	4.2	-0.1	1.2	1.3	-0.1	0.6	0.8	-0.2	2.5	2.5	0.0
The Sound	3.3	3.1	0.2	11	2.2	2.3	-0.1	3.1	2.7	0.4	3.8	3.1	0.7	1.1	0.6	0.5	0.8	0.9	-0.1	4.8	4.2	0.6
ZM	5.9	6.6	-0.7	4	3.8	3.8	0.0	5.9	6.4	-0.5	5.5	6.4	-0.9	1.3	1.6	-0.3	0.8	1.1	-0.3	5.9	7.1	-1.2
MediaWorks Combo	35.7	37.4	-1.7		31.4	32.1	-0.7	37.2	38.8	-1.6	34.2	36.0	-1.8	15.7	16.4	-0.7	9.0	10.0	-1.0	37.8	39.8	-2.0
NZME Combo	21.9	21.8	0.1		16.9	16.8	0.1	21.3	21.6	-0.3	19.0	19.2	-0.2	8.3	9.4	-1.1	5.3	6.6	-1.3	22.1	21.4	0.7
All Commercial Radio	50.8	53.3	-2.5		43.5	44.4	-0.9	50.7	52.3	-1.6	47.9	49.2	-1.3	23.1	24.2	-1.1	12.7	14.6	-1.9	52.0	53.3	-1.3

MediaWorks Combo: Breeze, Channel X, 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 2 2025

Average Time Spent Listening (hh:mm) by Demographic, Mon-Sun 12mn-12mn
Survey Comparisons: 1/2025 - 2/2025

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

	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	9:31	9:29	0:02	9:58	7:56	2:02	7:06	9:17	-2:11	5:58	8:31	-2:32	7:53	9:33	-1:39	11:20	11:45	-0:24	10:17	10:23	-0:06	6:19	6:44	-0:25
Channel X	7:33	7:19	0:13	3:16	3:22	-0:06	7:49	7:51	-0:01	8:56	9:23	-0:26	8:58	8:59	-0:01	10:43	9:17	1:26	10:41	10:17	0:24	6:04	6:39	-0:34
Coast	9:31	10:21	-0:50	3:02	2:16	0:45	5:09	3:00	2:09	5:21	3:35	1:45	7:03	6:54	0:08	11:42	12:20	-0:38	12:54	14:16	-1:22	5:35	4:12	1:22
Edge	4:09	4:43	-0:34	2:36	2:46	-0:09	4:31	4:34	-0:02	4:55	5:21	-0:25	4:48	5:30	-0:42	4:40	6:03	-1:23	5:25	5:08	0:16	4:35	6:11	-1:36
Gold Sport	5:31	4:40	0:50	*	*	*	4:38	4:39	-0:00	4:38	4:39	-0:00	4:38	4:39	-0:00	8:14	4:45	3:29	8:14	4:45	3:29	*	*	*
Hokonui	9:31	10:53	-1:21	3:36	2:46	0:49	7:25	8:24	-0:59	7:59	9:10	-1:10	7:29	9:03	-1:33	9:52	10:57	-1:04	12:33	14:15	-1:41	4:43	6:21	-1:38
Life FM	3:12	3:14	-0:01	2:58	2:23	0:35	2:49	3:28	-0:39	2:53	3:38	-0:45	1:56	2:28	-0:31	2:56	3:05	-0:09	6:01	6:04	-0:03	1:14	2:39	-1:25
Magic	14:56	14:07	0:48	3:25	3:19	0:06	5:23	6:23	-1:00	13:32	11:36	1:55	12:39	11:46	0:53	13:28	14:24	-0:56	16:27	15:11	1:15	21:29	22:52	-1:23
More FM	8:50	9:25	-0:35	4:01	4:28	-0:26	7:28	9:01	-1:32	7:56	9:39	-1:43	8:26	10:24	-1:57	13:01	12:44	0:17	16:13	13:34	2:38	9:06	9:42	-0:36
Newstalk ZB	16:02	16:02	-0:00	*	0:15	*	7:22	7:48	-0:25	10:32	11:21	-0:49	10:30	10:06	0:23	12:45	10:24	2:21	14:15	13:45	0:30	6:00	11:00	-5:00
Radio Hauraki	6:39	5:35	1:04	4:29	2:16	2:12	5:37	3:49	1:48	4:28	3:58	0:30	7:11	6:43	0:27	10:25	10:54	-0:28	7:36	12:06	-4:30	4:02	3:19	0:42
Rhema	5:05	11:17	-6:11	*	1:13	*	*	*	*	*	*	*	*	3:50	*	3:30	15:55	-12:25	5:05	39:00	-33:54	*	1:15	*
Rock	14:34	17:45	-3:10	8:57	19:17	-10:20	12:02	14:45	-2:42	13:27	14:15	-0:48	15:58	17:48	-1:49	18:25	20:21	-1:56	16:07	15:34	0:33	7:59	6:42	1:17
Sanctuary**	7:21	7:32	-0:11	*	*	*	*	*	*	*	*	*	*	*	*	10:07	9:38	0:29	7:21	7:32	-0:11	*	*	*
Sport Nation*	2:59	4:50	-1:50	*	*	*	*	*	*	4:30	4:30	0:00	4:30	2:16	2:13	0:45	2:33	-1:48	0:37	5:28	-4:51	*	*	*
Tahu FM	5:11	3:38	1:33	*	*	*	*	*	*	2:10	2:08	0:01	5:32	3:54	1:37	11:34	13:45	-2:10	4:08	2:00	2:08	5:32	3:54	1:37
The Hits	8:17	9:34	-1:17	4:03	4:04	-0:00	9:55	12:48	-2:53	11:54	14:01	-2:07	10:11	11:40	-1:28	8:19	7:51	0:27	9:44	12:38	-2:54	5:37	5:51	-0:13
The Sound	10:19	9:40	0:39	3:08	2:47	0:21	5:16	5:16	0:00	9:00	9:42	-0:41	12:40	13:18	-0:38	11:57	11:00	0:57	9:56	9:28	0:27	11:30	13:59	-2:28
ZM	7:56	7:47	0:09	3:50	3:51	-0:01	7:44	8:15	-0:31	7:40	7:54	-0:14	9:17	9:12	0:04	12:37	12:35	0:01	6:15	6:21	-0:06	9:04	7:57	1:06
MediaWorks Combo	14:10	14:43	-0:33	6:41	9:35	-2:53	11:09	12:14	-1:05	12:52	13:29	-0:37	15:05	15:47	-0:42	18:56	18:51	0:05	17:43	16:37	1:05	12:02	12:09	-0:07
NZME Combo	12:32	13:12	-0:40	5:01	4:39	0:22	10:32	10:49	-0:17	11:10	11:32	-0:21	11:44	12:18	-0:33	13:43	14:19	-0:35	15:00	16:14	-1:14	8:45	8:40	0:04
All Commercial Radio	18:25	18:54	-0:28	8:42	11:14	-2:31	15:31	16:25	-0:54	17:08	17:43	-0:34	19:21	19:46	-0:25	23:40	22:50	0:50	21:47	20:59	0:47	14:52	14:33	0:18
Potential (000)	84.5	84.5	0.0	18.3	18.3	0.0	26.2	26.4	-0.2	24.6	24.6	0.0	36.2	36.2	0.0	23.7	23.7	0.0	22.0	22.0	0.0	14.6	14.8	-0.2
Sample	898	847	51	167	143	24	243	210	33	248	237	11	354	340	14	243	224	19	289	277	12	153	151	2

MediaWorks Combo: Breeze, Channel X, 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 2 2025

Average Time Spent Listening (hh:mm) by Daypart, People 10+
Survey Comparisons: 1/2025 - 2/2025

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

	This	Last	+/-
Potential (000)	84.5	84.5	0.0
Sample Size	898	847	51

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

MediaWorks Combo: Breeze, Channel X, 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