



SOUTHLAND COMMERCIAL RADIO - SURVEY 1 2024

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

Survey Comparisons: 3/2023 - 1/2024

This Survey Period: Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 2024
Last 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

	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	8.0	9.3	-1.3	4	8.0	7.4	0.6	10.6	9.0	1.6	11.0	10.7	0.3	10.0	9.7	0.3	6.8	11.3	-4.5	6.1	11.3	-5.2	6.9	9.6	-2.7
Coast	4.1	4.0	0.1	9	2.6	2.9	-0.3	0.7	0.7	0.0	1.2	1.1	0.1	2.1	2.6	-0.5	4.9	5.7	-0.8	6.1	5.4	0.7	1.7	1.9	-0.2
Edge	3.6	2.3	1.3	11	6.3	5.8	0.5	5.7	3.8	1.9	5.9	3.0	2.9	5.8	3.3	2.5	2.9	2.2	0.7	0.5	0.5	0.0	7.8	3.7	4.1
Gold Sport	0.1	0.1	0.0	17	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0	*	*	*	0.1	0.2	-0.1	*	*	*
Hokonui	4.0	5.1	-1.1	10	1.0	3.1	-2.1	1.9	2.7	-0.8	2.3	2.7	-0.4	4.0	6.3	-2.3	5.2	7.3	-2.1	4.3	4.4	-0.1	0.5	8.7	-8.2
Life FM	0.1	0.3	-0.2	17	0.5	0.7	-0.2	0.4	0.2	0.2	0.2	0.1	0.1	0.2	0.2	0.0	0.1	0.4	-0.3	*	0.3	*	0.3	0.5	-0.2
Magic	12.5	12.3	0.2	2	5.8	4.4	1.4	4.3	3.7	0.6	2.4	2.0	0.4	3.6	3.3	0.3	11.5	10.5	1.0	23.1	23.3	-0.2	6.9	4.8	2.1
More FM	12.4	10.9	1.5	3	18.7	18.9	-0.2	11.8	12.6	-0.8	12.7	12.9	-0.2	15.1	13.8	1.3	15.7	12.4	3.3	9.4	7.5	1.9	19.8	15.5	4.3
Newstalk ZB	8.0	10.2	-2.2	4	0.3	0.2	0.1	1.2	1.2	0.0	1.4	1.3	0.1	3.6	3.5	0.1	6.2	5.7	0.5	8.2	10.9	-2.7	1.9	2.0	-0.1
Radio Hauraki	3.3	3.5	-0.2	12	7.5	7.1	0.4	6.2	7.2	-1.0	4.2	5.9	-1.7	4.6	5.5	-0.9	2.6	2.4	0.2	0.8	0.7	0.1	5.0	4.9	0.1
Rhema	0.7	0.1	0.6	14	*	*	*	*	*	*	*	*	*	0.2	*	*	1.7	0.3	1.4	1.7	0.3	1.4	0.1	*	*
Rock	14.5	13.6	0.9	1	20.8	15.2	5.6	26.0	27.6	-1.6	26.8	30.8	-4.0	21.7	22.7	-1.0	10.2	8.5	1.7	6.2	5.4	0.8	16.6	18.5	-1.9
SENZ Sport	1.4	0.9	0.5	13	0.2	0.1	0.1	0.1	0.1	0.0	1.1	0.8	0.3	0.7	0.5	0.2	1.5	1.2	0.3	3.3	2.1	1.2	2.1	1.4	0.7
Star	0.6	0.7	-0.1	15	0.4	0.3	0.1	0.1	0.1	0.0	0.3	0.3	0.0	0.2	0.2	0.0	0.4	0.7	-0.3	1.4	1.5	-0.1	*	*	*
Tahu FM	0.5	0.6	-0.1	16	2.2	1.8	0.4	0.4	0.4	0.0	0.4	0.4	0.0	0.3	0.2	0.1	0.4	0.7	-0.3	0.4	0.8	-0.4	0.4	0.3	0.1
The Hits	5.6	4.4	1.2	7	10.1	11.3	-1.2	9.9	8.2	1.7	7.1	4.4	2.7	5.7	3.9	1.8	4.7	4.0	0.7	5.1	4.0	1.1	9.8	7.2	2.6
The Sound	7.0	6.6	0.4	6	2.6	2.3	0.3	2.2	2.7	-0.5	3.5	4.4	-0.9	5.0	5.6	-0.6	11.7	11.3	0.4	12.3	10.8	1.5	6.9	7.7	-0.8
ZM	5.2	5.6	-0.4	8	5.3	10.7	-5.4	10.1	12.4	-2.3	11.4	11.9	-0.5	9.3	9.1	0.2	3.5	3.0	0.5	1.2	0.9	0.3	7.9	7.4	0.5
MediaWorks Combo	58.4	55.6	2.8		64.9	58.2	6.7	61.4	60.7	0.7	62.7	64.0	-1.3	61.5	58.6	2.9	58.9	56.1	2.8	57.7	58.9	-1.2	64.8	59.9	4.9
NZME Combo	30.3	33.0	-2.7		27.0	35.3	-8.3	30.6	33.0	-2.4	28.1	27.9	0.2	29.5	31.3	-1.8	27.1	28.2	-1.1	25.8	26.6	-0.8	27.1	32.5	-5.4
Potential (000)	82.5	81.1	1.4		17.3	17.0	0.3	24.8	24.2	0.6	23.9	23.3	0.6	35.5	34.8	0.7	23.8	23.8	0.0	21.9	21.8	0.1	12.7	12.7	0.0
Sample	859	950	-91		144	154	-10	217	233	-16	234	246	-12	354	376	-22	234	260	-26	262	308	-46	142	152	-10

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



SOUTHLAND COMMERCIAL RADIO - SURVEY 1 2024

Station Share (%) by Daypart, People 10+
Survey Comparisons: 3/2023 - 1/2024

This Survey Period: Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 2024
Last 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

	This	Last	+/-
Potential (000)	82.5	81.1	1.4
Sample Size	859	950	-91

	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	5.8	7.4	-1.6	7	7.2	9.7	-2.5	8.2	9.6	-1.4	7.6	10.3	-2.7	10.0	8.9	1.1	12.4	11.3	1.1	9.0	9.5	-0.5
Coast	4.2	3.9	0.3	9	4.8	4.1	0.7	4.0	3.8	0.2	4.5	4.2	0.3	3.2	3.2	0.0	5.9	6.1	-0.2	2.9	4.2	-1.3
Edge	3.8	2.3	1.5	11	1.9	1.5	0.4	3.3	2.3	1.0	4.7	2.9	1.8	6.1	3.1	3.0	2.5	1.6	0.9	4.3	2.8	1.5
Gold Sport	*	*	*	*	*	*	*	*	*	*	0.1	0.1	0.0	0.1	0.2	-0.1	0.3	0.4	-0.1	0.2	0.3	-0.1
Hokonui	4.2	6.9	-2.7	9	3.6	4.4	-0.8	4.9	6.2	-1.3	2.8	2.8	0.0	3.6	3.6	0.0	2.0	1.7	0.3	4.2	5.3	-1.1
Life FM	0.3	0.4	-0.1	16	0.3	0.3	0.0	*	0.1	*	0.1	0.2	-0.1	*	*	*	*	*	*	0.2	0.4	-0.2
Magic	10.4	9.4	1.0	3	14.3	14.6	-0.3	11.4	11.6	-0.2	11.4	11.0	0.4	8.3	9.7	-1.4	10.0	10.0	0.0	16.1	15.3	0.8
More FM	15.1	12.2	2.9	1	11.3	9.7	1.6	11.7	10.6	1.1	12.7	11.7	1.0	7.1	7.7	-0.6	14.3	13.9	0.4	12.5	10.8	1.7
Newstalk ZB	10.4	12.6	-2.2	3	5.6	6.2	-0.6	4.0	6.4	-2.4	6.1	7.8	-1.7	21.3	29.7	-8.4	17.2	19.3	-2.1	9.0	11.1	-2.1
Radio Hauraki	3.7	2.9	0.8	12	3.4	2.8	0.6	3.7	3.8	-0.1	4.7	5.1	-0.4	2.6	4.0	-1.4	0.6	2.8	-2.2	2.2	3.3	-1.1
Rhema	0.3	*	*	16	0.6	0.1	0.5	0.4	0.2	0.2	1.0	0.4	0.6	1.8	*	*	*	*	*	0.9	0.1	0.8
Rock	13.0	13.5	-0.5	2	15.0	14.7	0.3	17.6	15.5	2.1	16.9	16.3	0.6	17.5	14.2	3.3	10.8	12.7	-1.9	10.3	9.0	1.3
SENZ Sport	1.3	0.7	0.6	13	2.1	1.5	0.6	1.2	1.0	0.2	0.7	0.4	0.3	1.5	0.2	1.3	0.7	*	*	1.8	1.1	0.7
Star	0.6	0.7	-0.1	15	0.8	1.1	-0.3	0.3	0.4	-0.1	1.1	0.9	0.2	*	0.2	*	0.3	0.2	0.1	0.8	0.6	0.2
Tahu FM	1.3	1.3	0.0	13	0.4	0.3	0.1	0.6	0.4	0.2	0.3	0.2	0.1	0.1	*	*	0.6	1.5	-0.9	0.3	0.6	-0.3
The Hits	4.6	4.0	0.6	8	6.7	5.4	1.3	7.3	5.5	1.8	4.2	3.2	1.0	2.6	1.4	1.2	7.6	4.7	2.9	4.2	3.8	0.4
The Sound	6.5	5.7	0.8	5	8.4	7.1	1.3	7.9	7.2	0.7	7.0	6.4	0.6	2.4	2.6	-0.2	4.9	4.2	0.7	6.6	7.8	-1.2
ZM	6.4	6.5	-0.1	6	5.0	5.5	-0.5	5.8	6.3	-0.5	4.9	6.5	-1.6	3.4	3.5	-0.1	2.4	1.8	0.6	5.0	4.7	0.3
MediaWorks Combo	54.9	51.6	3.3		58.2	57.6	0.6	60.3	57.0	3.3	61.0	59.2	1.8	52.2	46.9	5.3	54.9	53.7	1.2	59.9	56.2	3.7
NZME Combo	33.5	36.8	-3.3		29.1	28.4	0.7	29.9	32.2	-2.3	27.6	30.1	-2.5	36.8	45.5	-8.7	36.2	36.8	-0.6	27.9	33.0	-5.1

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: 3/2023 - 1/2024

This Survey Period: Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 2024
Last 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

	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	9.9	10.3	-0.4	4	1.4	1.2	0.2	3.2	2.9	0.3	3.5	3.6	-0.1	5.2	5.3	-0.1	3.2	4.0	-0.8	3.0	3.4	-0.4	1.8	2.0	-0.2
Coast	5.3	5.5	-0.2	11	0.9	0.7	0.2	1.2	1.1	0.1	1.0	1.0	0.0	1.6	1.7	-0.1	1.7	2.2	-0.5	2.0	2.3	-0.3	0.5	0.5	0.0
Edge	8.7	7.3	1.4	5	2.0	1.7	0.3	4.9	3.9	1.0	4.9	3.8	1.1	6.2	4.8	1.4	1.7	1.8	-0.1	0.5	0.7	-0.2	2.9	2.4	0.5
Gold Sport	0.1	0.3	-0.2	18	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0	*	*	*	*	0.2	*	*	*	*
Hokonui	4.7	5.2	-0.5	12	0.4	0.6	-0.2	0.7	0.8	-0.1	0.9	0.9	0.0	1.9	2.2	-0.3	2.0	2.3	-0.3	1.7	1.9	-0.2	0.2	0.7	-0.5
Life FM	0.8	1.3	-0.5	15	0.3	0.3	0.0	0.5	0.3	0.2	0.3	0.2	0.1	0.4	0.5	-0.1	0.2	0.7	-0.5	0.1	0.5	-0.4	0.1	0.2	-0.1
Magic	10.0	9.7	0.3	3	0.5	0.2	0.3	1.0	0.9	0.1	0.9	0.8	0.1	2.1	2.1	0.0	3.8	3.9	-0.1	5.6	5.5	0.1	0.6	0.5	0.1
More FM	17.8	17.2	0.6	1	4.4	4.1	0.3	5.9	6.1	-0.2	6.4	6.5	-0.1	9.9	9.7	0.2	6.3	5.5	0.8	3.3	3.2	0.1	4.5	4.3	0.2
Newstalk ZB	7.0	7.0	0.0	7	0.5	0.3	0.2	0.8	0.7	0.1	0.6	0.5	0.1	1.8	1.7	0.1	2.6	2.3	0.3	2.8	2.7	0.1	0.4	0.5	-0.1
Radio Hauraki	6.3	5.7	0.6	9	1.3	1.0	0.3	3.7	3.2	0.5	3.3	3.0	0.3	4.8	4.3	0.5	1.7	1.5	0.2	0.3	0.3	0.0	1.7	1.5	0.2
Rhema	0.5	0.2	0.3	17	0.1	*	*	*	*	*	*	*	*	0.2	*	*	0.4	0.2	0.2	0.2	0.2	0.0	0.1	*	*
Rock	12.8	13.4	-0.6	2	2.8	3.1	-0.3	6.6	7.2	-0.6	6.8	7.5	-0.7	8.8	9.2	-0.4	2.9	2.6	0.3	1.2	1.1	0.1	2.8	2.6	0.2
SENZ Sport	1.4	0.9	0.5	13	0.3	0.2	0.1	0.4	0.3	0.1	0.3	0.3	0.0	0.4	0.3	0.1	0.4	0.2	0.2	0.7	0.3	0.4	0.2	0.1	0.1
Star	0.6	0.9	-0.3	16	0.3	0.3	0.0	0.3	0.2	0.1	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.3	-0.2	0.2	0.5	-0.3	*	*	*
Tahu FM	1.1	1.0	0.1	14	0.5	0.4	0.1	0.3	0.2	0.1	0.3	0.2	0.1	0.3	0.2	0.1	0.3	0.4	-0.1	0.3	0.4	-0.1	0.1	0.1	0.0
The Hits	6.3	6.0	0.3	9	1.8	1.6	0.2	3.3	2.9	0.4	2.7	2.1	0.6	3.3	2.7	0.6	1.3	1.5	-0.2	1.2	1.5	-0.3	2.2	2.0	0.2
The Sound	6.9	7.1	-0.2	8	1.3	1.3	0.0	1.8	1.7	0.1	1.1	1.4	-0.3	2.1	2.8	-0.7	3.3	3.5	-0.2	3.1	2.7	0.4	0.9	1.2	-0.3
ZM	8.2	8.9	-0.7	6	1.9	2.4	-0.5	4.6	5.5	-0.9	4.9	5.2	-0.3	5.8	6.0	-0.2	1.3	1.2	0.1	0.6	0.5	0.1	2.4	2.5	-0.1
MediaWorks Combo	48.6	47.5	1.1		9.2	9.2	0.0	16.0	15.4	0.6	15.8	15.2	0.6	23.9	22.8	1.1	15.9	15.4	0.5	12.9	13.0	-0.1	9.0	8.5	0.5
NZME Combo	30.8	31.8	-1.0		5.4	5.5	-0.1	11.7	11.4	0.3	10.8	10.3	0.5	15.1	15.1	0.0	8.3	9.1	-0.8	6.9	7.8	-0.9	5.4	5.7	-0.3
All Commercial Radio	65.1	64.6	0.5		11.7	11.7	0.0	20.3	19.6	0.7	20.0	19.1	0.9	30.5	29.4	1.1	20.6	20.5	0.1	17.3	17.6	-0.3	10.9	10.7	0.2
Potential (000)	82.5	81.1	1.4		17.3	17.0	0.3	24.8	24.2	0.6	23.9	23.3	0.6	35.5	34.8	0.7	23.8	23.8	0.0	21.9	21.8	0.1	12.7	12.7	0.0
Sample	859	950	-91		144	154	-10	217	233	-16	234	246	-12	354	376	-22	234	260	-26	262	308	-46	142	152	-10

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	This	Last	+/-
Potential (000)	82.5	81.1	1.4
Sample Size	859	950	-91

	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	5.7	-0.6	4	4.9	5.3	-0.4	6.1	6.4	-0.3	5.8	6.0	-0.2	3.1	2.7	0.4	2.2	1.7	0.5	5.6	5.7	-0.1
Coast	2.8	3.1	-0.3	11	2.7	2.8	-0.1	3.0	3.1	-0.1	2.9	2.8	0.1	1.1	1.1	0.0	0.7	0.8	-0.1	2.3	3.0	-0.7
Edge	4.3	2.9	1.4	7	3.3	2.7	0.6	4.2	3.3	0.9	4.2	3.2	1.0	2.7	1.5	1.2	1.0	0.7	0.3	5.2	4.3	0.9
Gold Sport	0.1	0.1	0.0	18	*	*	*	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.3	-0.2
Hokonui	2.4	3.2	-0.8	12	2.0	2.5	-0.5	3.3	3.6	-0.3	1.9	1.9	0.0	1.2	1.2	0.0	0.7	0.6	0.1	2.4	3.2	-0.8
Life FM	0.4	0.9	-0.5	15	0.7	0.7	0.0	0.2	0.4	-0.2	0.1	0.4	-0.3	0.1	0.1	0.0	*	*	*	0.2	0.7	-0.5
Magic	5.4	5.5	-0.1	3	5.9	6.0	-0.1	6.4	6.1	0.3	4.6	4.4	0.2	1.6	1.6	0.0	1.8	1.4	0.4	7.0	6.6	0.4
More FM	12.8	11.4	1.4	1	9.0	8.7	0.3	11.0	10.5	0.5	9.2	8.6	0.6	2.7	2.8	-0.1	2.9	2.7	0.2	11.4	10.4	1.0
Newstalk ZB	4.6	5.0	-0.4	6	3.9	4.1	-0.2	3.6	4.0	-0.4	2.8	2.9	-0.1	3.2	3.5	-0.3	2.3	2.2	0.1	5.1	5.8	-0.7
Radio Hauraki	3.6	3.2	0.4	9	3.5	2.9	0.6	3.7	3.6	0.1	3.1	3.2	-0.1	0.9	0.8	0.1	0.2	0.4	-0.2	2.3	2.5	-0.2
Rhema	0.2	*	*	17	0.4	0.2	0.2	0.2	0.2	0.0	0.3	0.2	0.1	0.4	*	*	*	*	*	0.4	0.2	0.2
Rock	7.5	8.2	-0.7	2	6.4	6.9	-0.5	8.4	8.7	-0.3	6.6	7.4	-0.8	2.8	3.4	-0.6	1.9	2.2	-0.3	7.2	7.1	0.1
SENZ Sport	0.4	0.2	0.2	15	0.6	0.5	0.1	0.6	0.5	0.1	0.3	0.1	0.2	0.3	0.1	0.2	0.1	*	*	1.3	0.8	0.5
Star	0.5	0.7	-0.2	14	0.3	0.6	-0.3	0.3	0.4	-0.1	0.4	0.5	-0.1	*	0.1	*	0.1	0.1	0.0	0.3	0.3	0.0
Tahu FM	0.9	0.9	0.0	13	0.3	0.2	0.1	0.8	0.6	0.2	0.3	0.2	0.1	0.2	0.1	0.1	0.2	0.3	-0.1	0.5	0.6	-0.1
The Hits	3.2	3.0	0.2	10	3.9	3.5	0.4	4.4	3.6	0.8	3.0	2.1	0.9	0.9	0.5	0.4	0.8	0.5	0.3	3.0	2.9	0.1
The Sound	3.7	3.6	0.1	8	4.0	3.7	0.3	4.3	4.4	-0.1	3.9	4.1	-0.2	0.9	0.8	0.1	1.0	0.9	0.1	3.4	3.6	-0.2
ZM	4.8	5.2	-0.4	5	3.0	3.4	-0.4	5.5	5.9	-0.4	3.7	4.3	-0.6	1.2	1.4	-0.2	0.3	0.2	0.1	5.1	5.2	-0.1
MediaWorks Combo	33.3	31.5	1.8		28.1	28.0	0.1	34.1	33.1	1.0	29.0	28.4	0.6	12.5	11.5	1.0	8.9	8.1	0.8	34.7	32.9	1.8
NZME Combo	19.8	21.4	-1.6		16.4	17.3	-0.9	20.6	21.0	-0.4	16.0	16.0	0.0	8.3	8.3	0.0	4.6	4.3	0.3	17.5	20.1	-2.6
All Commercial Radio	51.4	50.7	0.7		42.7	43.2	-0.5	49.8	49.4	0.4	43.0	42.1	0.9	20.7	20.2	0.5	13.3	12.5	0.8	48.5	49.1	-0.6

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 1 2024

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

Survey Comparisons: 3/2023 - 1/2024

This Survey Period: Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 2024
Last 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

	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	9:56	11:31	-1:35	8:57	9:02	-0:04	11:55	10:15	1:39	10:53	10:08	0:44	10:45	10:11	0:33	10:00	13:46	-3:46	8:18	14:20	-6:02	6:37	8:49	-2:11
Coast	9:27	9:21	0:06	4:42	6:17	-1:35	2:13	2:15	-0:02	4:02	3:43	0:18	6:59	8:12	-1:13	14:08	12:32	1:35	12:38	9:55	2:42	5:57	7:33	-1:35
Edge	5:05	4:01	1:03	4:55	4:59	-0:04	4:09	3:13	0:55	4:04	2:39	1:24	5:11	3:48	1:23	8:09	5:58	2:10	4:17	3:10	1:06	4:47	2:51	1:55
Gold Sport	5:55	3:31	2:24	*	*	*	3:22	3:22	0:00	3:22	3:22	0:00	3:22	3:22	0:00	*	*	*	16:00	3:37	12:22	*	*	*
Hokonui	10:27	12:29	-2:01	4:31	8:11	-3:40	9:55	10:53	-0:58	8:53	10:08	-1:15	11:41	16:17	-4:35	12:26	15:29	-3:03	10:33	9:41	0:52	5:49	24:13	-18:24
Life FM	2:13	2:27	-0:14	2:24	3:11	-0:47	3:02	2:27	0:35	2:17	1:17	1:00	2:24	1:56	0:28	1:44	2:38	-0:53	1:13	2:32	-1:18	3:47	4:12	-0:24
Magic	15:25	16:06	-0:40	17:27	33:45	-16:17	15:13	13:38	1:34	8:53	8:40	0:12	9:23	8:38	0:45	14:24	13:10	1:14	17:01	18:01	-0:59	19:39	17:29	2:09
More FM	8:36	8:01	0:34	6:51	6:49	0:02	7:12	6:57	0:15	6:44	6:42	0:02	8:26	7:57	0:29	11:59	10:58	1:01	11:43	10:01	1:42	7:47	6:42	1:04
Newstalk ZB	14:10	18:25	-4:15	0:52	1:00	-0:07	5:22	5:49	-0:27	8:15	8:09	0:06	11:13	11:33	-0:19	11:29	11:45	-0:16	12:16	17:27	-5:11	7:50	8:02	-0:11
Radio Hauraki	6:24	7:47	-1:23	9:21	10:16	-0:55	6:02	7:33	-1:30	4:22	6:45	-2:23	5:20	7:07	-1:47	7:22	7:47	-0:24	10:50	8:45	2:04	5:03	6:13	-1:10
Rhema	15:42	5:45	9:56	0:38	*	*	*	*	*	*	*	*	4:37	*	*	19:10	5:45	13:24	39:00	5:45	33:14	1:15	*	*
Rock	14:00	12:53	1:07	11:44	7:22	4:21	14:05	12:55	1:09	13:27	13:53	-0:25	13:45	13:45	-0:00	16:47	16:06	0:41	21:14	20:55	0:19	10:37	13:19	-2:41
SENZ Sport	13:00	13:21	-0:21	1:00	1:00	0:00	0:54	0:53	0:00	11:02	10:10	0:51	9:08	10:10	-1:02	17:33	26:06	-8:33	19:46	25:03	-5:17	18:45	18:45	0:00
Star	12:20	8:52	3:28	1:47	1:42	0:04	2:00	2:00	0:00	15:30	15:30	0:00	15:30	15:30	0:00	18:00	10:37	7:22	27:06	13:45	13:21	*	*	*
Tahu FM	6:23	7:20	-0:57	7:20	7:18	0:02	5:52	5:49	0:02	5:52	5:49	0:02	5:52	5:49	0:02	5:22	9:28	-4:06	5:22	9:28	-4:06	7:00	7:00	0:00
The Hits	10:50	9:23	1:26	9:11	10:31	-1:19	10:41	9:32	1:08	8:59	7:02	1:57	9:37	8:00	1:37	17:59	13:22	4:37	17:05	11:31	5:33	7:49	6:55	0:54
The Sound	12:35	11:51	0:43	3:06	2:36	0:30	4:24	5:18	-0:54	10:20	10:24	-0:03	13:20	11:14	2:05	16:57	15:34	1:23	16:34	17:17	-0:42	14:18	12:16	2:02
ZM	7:52	7:57	-0:04	4:34	6:38	-2:04	7:52	7:35	0:16	7:55	7:44	0:10	8:54	8:26	0:28	13:13	12:05	1:08	8:17	8:26	-0:09	5:54	5:37	0:16
MediaWorks Combo	14:52	14:52	-0:00	11:20	9:26	1:54	13:39	13:13	0:26	13:34	14:18	-0:43	14:17	14:23	-0:05	17:43	17:35	0:08	18:17	19:23	-1:05	12:48	13:16	-0:28
NZME Combo	12:10	13:12	-1:01	8:00	9:34	-1:34	9:19	9:41	-0:22	8:53	9:08	-0:14	10:49	11:37	-0:48	15:44	14:57	0:47	15:19	14:35	0:43	8:51	10:45	-1:54
All Commercial Radio	18:59	19:38	-0:38	13:43	12:44	0:58	17:32	17:08	0:23	17:04	17:45	-0:41	18:11	19:02	-0:51	23:18	23:38	-0:19	23:43	24:12	-0:28	16:18	17:33	-1:14
Potential (000)	82.5	81.1	1.4	17.3	17.0	0.3	24.8	24.2	0.6	23.9	23.3	0.6	35.5	34.8	0.7	23.8	23.8	0.0	21.9	21.8	0.1	12.7	12.7	0.0
Sample	859	950	-91	144	154	-10	217	233	-16	234	246	-12	354	376	-22	234	260	-26	262	308	-46	142	152	-10

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 1 2024

Average Time Spent Listening (hh:mm) by Daypart, People 10+
Survey Comparisons: 3/2023 - 1/2024

This Survey Period: Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 2024
Last 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

	This	Last	+/-
Potential (000)	82.5	81.1	1.4
Sample Size	859	950	-91

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

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