



# SOUTHLAND COMMERCIAL RADIO - SURVEY 3 2024

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

Survey Comparisons: 2/2024 - 3/2024

This 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  
 Last Survey Period: Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 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	9.2	-1.3	5	6.9	9.9	-3.0	8.6	7.7	0.9	8.2	8.1	0.1	7.7	7.9	-0.2	8.5	9.9	-1.4	10.3	11.9	-1.6	7.5	5.1	2.4
Channel X	5.5	5.6	-0.1	7	8.9	8.3	0.6	9.2	10.8	-1.6	9.5	9.2	0.3	7.7	8.4	-0.7	4.2	4.6	-0.4	2.6	2.2	0.4	4.9	4.5	0.4
Coast	4.2	4.7	-0.5	11	1.3	1.5	-0.2	1.0	0.7	0.3	1.5	0.7	0.8	2.1	1.0	1.1	5.0	6.1	-1.1	7.3	8.2	-0.9	2.4	2.7	-0.3
Edge	3.9	3.8	0.1	12	5.7	5.8	-0.1	6.5	6.1	0.4	7.6	6.8	0.8	6.2	5.9	0.3	2.4	2.4	0.0	0.9	1.1	-0.2	10.5	9.7	0.8
Gold Sport	0.2	0.1	0.1	17	*	*	*	0.5	0.1	0.4	0.5	0.1	0.4	0.3	*	*	0.1	*	*	0.3	0.1	0.2	*	*	*
Hokonui	4.5	4.4	0.1	10	1.3	1.1	0.2	2.4	3.3	-0.9	2.5	3.2	-0.7	3.2	3.7	-0.5	5.8	6.3	-0.5	6.4	6.3	0.1	0.8	0.5	0.3
Life FM	0.2	0.2	0.0	17	0.2	*	*	0.3	0.2	0.1	0.3	0.3	0.0	0.3	0.3	0.0	0.2	0.2	0.0	*	0.1	*	0.4	0.4	0.0
Magic	11.1	11.7	-0.6	3	0.3	0.3	0.0	1.2	2.0	-0.8	2.5	2.7	-0.2	2.4	3.1	-0.7	10.5	13.4	-2.9	24.3	23.7	0.6	4.5	5.3	-0.8
More FM	12.6	13.4	-0.8	2	16.8	18.4	-1.6	12.6	14.5	-1.9	13.1	15.9	-2.8	14.4	17.0	-2.6	16.3	16.0	0.3	11.0	10.0	1.0	28.2	34.5	-6.3
Newstalk ZB	8.6	8.2	0.4	4	*	*	*	1.3	1.2	0.1	2.1	1.9	0.2	2.8	4.0	-1.2	5.3	6.0	-0.7	9.8	9.1	0.7	1.6	1.9	-0.3
Radio Hauraki	2.0	3.0	-1.0	13	2.7	7.7	-5.0	2.5	5.0	-2.5	2.2	2.8	-0.6	3.1	3.9	-0.8	2.9	3.5	-0.6	0.8	0.9	-0.1	2.4	2.8	-0.4
Rhema	0.5	0.5	0.0	15	0.1	0.1	0.0	*	*	*	*	*	*	0.2	0.2	0.0	1.4	1.5	-0.1	1.3	1.3	0.0	0.1	0.1	0.0
Rock	17.9	14.9	3.0	1	30.0	21.6	8.4	24.9	26.4	-1.5	23.3	25.6	-2.3	24.8	23.0	1.8	19.4	10.5	8.9	8.3	5.2	3.1	12.9	13.5	-0.6
SENZ (Sport Nation)*	0.8	1.1	-0.3	14	*	*	*	*	*	*	0.1	0.7	-0.6	0.1	0.5	-0.4	0.9	1.2	-0.3	2.3	2.5	-0.2	*	1.5	*
Star	0.4	0.3	0.1	16	*	*	*	*	*	*	*	*	*	*	*	*	0.4	*	*	1.2	0.9	0.3	*	*	*
Tahu FM	0.2	*	*	17	*	*	*	*	*	*	0.1	*	*	0.4	*	*	0.5	*	*	*	*	*	1.5	*	*
The Hits	6.0	5.5	0.5	6	15.5	14.3	1.2	14.0	10.6	3.4	11.0	8.0	3.0	7.6	6.0	1.6	1.7	2.1	-0.4	2.2	2.9	-0.7	7.9	7.0	0.9
The Sound	4.8	5.7	-0.9	9	2.9	2.8	0.1	2.1	2.3	-0.2	2.6	4.1	-1.5	4.0	5.2	-1.2	7.2	9.4	-2.2	7.4	8.1	-0.7	2.1	2.5	-0.4
ZM	5.5	3.9	1.6	7	6.8	5.7	1.1	10.8	6.6	4.2	10.1	6.8	3.3	9.0	5.9	3.1	4.1	2.5	1.6	1.2	1.4	-0.2	11.4	6.9	4.5
MediaWorks Combo	64.1	64.8	-0.7		71.6	68.8	2.8	66.1	70.9	-4.8	67.9	73.3	-5.4	68.0	71.0	-3.0	68.5	66.1	2.4	64.8	62.1	2.7	70.7	75.2	-4.5
NZME Combo	31.2	29.8	1.4		27.6	30.5	-2.9	33.0	28.1	4.9	30.2	24.0	6.2	28.4	25.0	3.4	24.8	26.5	-1.7	28.0	29.0	-1.0	26.7	22.3	4.4
Potential (000)	82.5	82.5	0.0		17.3	17.3	0.0	25.7	25.5	0.2	23.9	23.9	0.0	35.5	35.5	0.0	23.8	23.8	0.0	21.9	21.9	0.0	13.7	13.2	0.5
Sample	828	806	22		143	142	1	210	205	5	231	216	15	333	311	22	224	213	11	260	259	1	141	137	4

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



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Station Share (%) by Daypart, People 10+

Survey Comparisons: 2/2024 - 3/2024

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Last Survey Period: Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024

	This	Last	+/-
Potential (000)	82.5	82.5	0.0
Sample Size	828	806	22

	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	6.8	-0.6	6	8.7	8.5	0.2	9.5	10.7	-1.2	7.8	9.0	-1.2	7.0	8.6	-1.6	7.1	14.1	-7.0	6.9	9.4	-2.5
Channel X	5.0	4.9	0.1	7	6.4	7.1	-0.7	6.2	6.8	-0.6	5.7	5.4	0.3	2.1	2.0	0.1	6.5	6.1	0.4	4.7	4.1	0.6
Coast	4.5	3.8	0.7	9	5.2	5.8	-0.6	4.2	4.9	-0.7	3.6	5.2	-1.6	2.0	3.7	-1.7	2.9	4.0	-1.1	4.1	4.1	0.0
Edge	4.3	4.3	0.0	11	2.5	1.8	0.7	3.7	3.6	0.1	4.6	3.9	0.7	4.7	5.5	-0.8	3.1	3.5	-0.4	4.8	5.0	-0.2
Gold Sport	0.1	*	*	18	0.1	*	*	*	*	*	0.2	0.1	0.1	0.2	0.2	0.0	0.9	*	*	0.7	0.2	0.5
Hokonui	4.5	4.8	-0.3	9	4.5	4.5	0.0	6.3	5.7	0.6	2.4	2.5	-0.1	3.0	3.4	-0.4	2.5	4.5	-2.0	4.1	3.6	0.5
Life FM	0.1	0.1	0.0	18	0.2	0.2	0.0	0.1	0.2	-0.1	0.1	0.1	0.0	0.5	0.1	0.4	0.1	*	*	0.4	0.4	0.0
Magic	9.3	8.9	0.4	4	12.0	13.0	-1.0	10.7	10.8	-0.1	9.6	10.5	-0.9	13.1	9.7	3.4	7.6	10.8	-3.2	13.8	15.4	-1.6
More FM	16.2	16.5	-0.3	2	10.9	12.5	-1.6	8.9	10.7	-1.8	12.6	14.3	-1.7	10.9	12.1	-1.2	12.3	13.3	-1.0	16.1	14.8	1.3
Newstalk ZB	10.8	10.3	0.5	3	5.8	6.3	-0.5	4.2	4.3	-0.1	6.7	7.8	-1.1	19.2	19.7	-0.5	26.7	13.3	13.4	9.7	9.1	0.6
Radio Hauraki	2.5	3.1	-0.6	13	2.6	4.3	-1.7	2.0	3.6	-1.6	2.1	3.6	-1.5	1.5	1.8	-0.3	0.3	0.4	-0.1	1.5	1.6	-0.1
Rhema	0.2	0.2	0.0	17	0.4	0.5	-0.1	0.3	0.3	0.0	0.7	0.8	-0.1	1.5	1.5	0.0	*	*	*	0.8	0.8	0.0
Rock	17.7	16.5	1.2	1	19.2	15.2	4.0	21.5	17.6	3.9	21.2	17.1	4.1	16.7	14.3	2.4	13.7	12.4	1.3	11.1	9.2	1.9
SENZ (Sport Nation)*	0.9	1.1	-0.2	14	0.9	1.5	-0.6	0.4	0.7	-0.3	0.5	0.6	-0.1	1.5	1.6	-0.1	0.7	0.7	0.0	1.3	1.6	-0.3
Star	0.4	0.4	0.0	15	0.3	0.3	0.0	0.1	0.1	0.0	0.9	0.8	0.1	0.3	*	*	0.5	*	*	0.5	0.4	0.1
Tahu FM	0.3	*	*	16	0.2	*	*	*	*	*	0.1	*	*	1.4	0.1	1.3	1.0	*	*	*	*	*
The Hits	4.7	4.3	0.4	8	7.4	6.8	0.6	7.4	6.3	1.1	6.9	4.9	2.0	5.4	3.1	2.3	6.9	9.4	-2.5	3.5	4.2	-0.7
The Sound	3.7	4.7	-1.0	12	5.6	6.6	-1.0	5.3	6.3	-1.0	5.4	6.0	-0.6	2.1	2.5	-0.4	2.6	4.5	-1.9	5.2	6.0	-0.8
ZM	6.4	5.7	0.7	5	4.4	2.5	1.9	6.2	4.2	2.0	5.9	3.4	2.5	2.0	2.6	-0.6	3.3	1.1	2.2	6.0	4.3	1.7
MediaWorks Combo	62.4	63.1	-0.7		65.8	64.9	0.9	66.5	67.2	-0.7	67.2	66.4	0.8	56.7	55.3	1.4	53.2	64.5	-11.3	63.4	64.9	-1.5
NZME Combo	33.5	32.1	1.4		30.0	30.0	0.0	30.6	29.5	1.1	28.1	27.9	0.2	33.2	34.4	-1.2	43.5	32.7	10.8	29.8	27.2	2.6

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



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

Survey Comparisons: 2/2024 - 3/2024

This 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

Last Survey Period: Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 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	11.1	12.2	-1.1	3	1.1	1.7	-0.6	3.2	3.4	-0.2	3.5	4.1	-0.6	5.4	5.8	-0.4	4.1	4.1	0.0	4.4	4.4	0.0	1.9	1.8	0.1
Channel X	7.9	7.1	0.8	7	2.4	2.2	0.2	3.8	3.5	0.3	3.6	3.2	0.4	4.5	4.2	0.3	1.6	1.5	0.1	1.0	0.8	0.2	0.9	0.8	0.1
Coast	5.1	5.1	0.0	12	0.2	0.3	-0.1	1.1	0.9	0.2	1.3	0.8	0.5	1.9	1.4	0.5	1.5	1.8	-0.3	2.1	2.3	-0.2	0.8	0.5	0.3
Edge	10.3	10.4	-0.1	4	2.6	2.6	0.0	5.4	5.6	-0.2	6.1	6.1	0.0	7.2	7.1	0.1	1.4	1.5	-0.1	0.5	0.7	-0.2	3.2	2.9	0.3
Gold Sport	0.6	0.2	0.4	16	*	*	*	0.4	0.2	0.2	0.4	0.2	0.2	0.4	0.2	0.2	0.1	*	*	0.1	*	*	*	*	*
Hokonui	6.0	5.8	0.2	10	0.2	0.4	-0.2	1.4	1.7	-0.3	1.4	1.7	-0.3	2.9	2.8	0.1	2.6	2.5	0.1	1.9	2.0	-0.1	0.5	0.2	0.3
Life FM	0.9	1.1	-0.2	14	0.2	0.1	0.1	0.3	0.3	0.0	0.3	0.4	-0.1	0.7	0.8	-0.1	0.4	0.5	-0.1	0.1	0.2	-0.1	0.2	0.2	0.0
Magic	9.7	9.6	0.1	5	0.2	0.2	0.0	0.7	1.0	-0.3	0.9	1.2	-0.3	1.4	1.8	-0.4	3.2	3.1	0.1	6.2	5.8	0.4	0.6	0.6	0.0
More FM	17.0	17.0	0.0	1	4.1	4.2	-0.1	5.7	5.9	-0.2	6.2	6.4	-0.2	9.4	9.4	0.0	5.9	5.8	0.1	3.2	3.3	-0.1	5.1	4.7	0.4
Newstalk ZB	6.7	6.4	0.3	9	0.1	0.1	0.0	0.7	0.5	0.2	1.0	0.7	0.3	1.6	1.8	-0.2	1.7	2.2	-0.5	2.7	2.7	0.0	0.4	0.4	0.0
Radio Hauraki	5.0	5.4	-0.4	13	1.3	1.2	0.1	2.1	2.3	-0.2	2.1	2.4	-0.3	3.5	3.9	-0.4	1.5	1.8	-0.3	0.2	0.3	-0.1	1.4	1.3	0.1
Rhema	0.5	0.6	-0.1	17	0.1	0.1	0.0	*	*	*	*	*	*	0.3	0.3	0.0	0.4	0.4	0.0	0.1	0.1	0.0	0.1	0.1	0.0
Rock	14.5	13.9	0.6	2	2.7	3.1	-0.4	6.0	6.9	-0.9	6.3	7.2	-0.9	9.8	9.6	0.2	5.1	3.3	1.8	1.9	1.1	0.8	2.8	2.4	0.4
SENZ (Sport Nation)*	0.8	1.1	-0.3	15	*	*	*	*	0.2	*	0.1	0.4	-0.3	0.2	0.5	-0.3	0.4	0.3	0.1	0.6	0.5	0.1	*	0.1	*
Star	0.3	0.2	0.1	19	*	*	*	*	*	*	*	*	*	*	*	*	0.2	*	*	0.3	0.1	0.2	*	*	*
Tahu FM	0.4	0.1	0.3	18	*	*	*	*	*	*	0.2	*	*	0.3	*	*	0.3	0.1	0.2	0.1	0.1	0.0	0.3	*	*
The Hits	7.0	7.0	0.0	8	2.0	2.3	-0.3	3.6	2.9	0.7	3.2	2.8	0.4	4.0	3.5	0.5	1.3	1.3	0.0	1.0	1.3	-0.3	1.8	1.8	0.0
The Sound	5.9	6.5	-0.6	11	1.3	1.4	-0.1	2.2	2.2	0.0	1.4	1.6	-0.2	2.0	2.1	-0.1	2.1	2.6	-0.5	2.3	2.6	-0.3	0.4	0.5	-0.1
ZM	9.4	8.8	0.6	6	2.2	2.3	-0.1	5.3	4.8	0.5	5.5	5.1	0.4	6.7	5.9	0.8	1.6	1.2	0.4	0.5	0.7	-0.2	2.8	2.6	0.2
MediaWorks Combo	54.2	53.8	0.4		9.9	10.4	-0.5	18.0	18.3	-0.3	18.3	18.5	-0.2	26.6	26.6	0.0	17.0	16.6	0.4	14.9	14.1	0.8	10.1	9.4	0.7
NZME Combo	31.1	30.8	0.3		4.4	4.6	-0.2	10.9	10.3	0.6	11.4	10.7	0.7	16.1	15.5	0.6	8.3	8.8	-0.5	7.0	7.4	-0.4	5.5	5.0	0.5
All Commercial Radio	66.9	66.7	0.2		11.1	11.3	-0.2	21.1	20.7	0.4	21.5	21.5	0.0	32.0	31.9	0.1	20.8	20.7	0.1	18.3	17.9	0.4	11.7	10.9	0.8
Potential (000)	82.5	82.5	0.0		17.3	17.3	0.0	25.7	25.5	0.2	23.9	23.9	0.0	35.5	35.5	0.0	23.8	23.8	0.0	21.9	21.9	0.0	13.7	13.2	0.5
Sample	828	806	22		143	142	1	210	205	5	231	216	15	333	311	22	224	213	11	260	259	1	141	137	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

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	This	Last	+/-
Potential (000)	82.5	82.5	0.0
Sample Size	828	806	22

	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	5.5	5.7	-0.2	5	5.8	5.9	-0.1	7.5	8.0	-0.5	6.2	7.4	-1.2	2.5	3.2	-0.7	1.7	2.0	-0.3	6.4	7.3	-0.9
Channel X	5.2	4.8	0.4	6	3.8	3.7	0.1	5.1	5.3	-0.2	4.5	4.4	0.1	1.5	1.3	0.2	1.4	0.7	0.7	4.0	2.9	1.1
Coast	2.9	2.1	0.8	12	2.9	2.8	0.1	2.8	2.8	0.0	2.4	2.8	-0.4	1.1	1.3	-0.2	0.3	0.4	-0.1	2.7	2.4	0.3
Edge	5.8	5.5	0.3	3	2.9	2.8	0.1	5.3	5.0	0.3	4.8	4.6	0.2	2.3	2.5	-0.2	1.4	1.4	0.0	6.1	5.9	0.2
Gold Sport	0.3	0.1	0.2	14	0.3	*	*	0.2	0.1	0.1	0.4	0.2	0.2	0.2	0.1	0.1	0.3	0.1	0.2	0.5	0.1	0.4
Hokonui	3.4	3.2	0.2	10	2.6	2.6	0.0	4.5	3.9	0.6	2.1	1.9	0.2	0.8	0.8	0.0	0.6	0.8	-0.2	3.1	2.8	0.3
Life FM	0.3	0.3	0.0	14	0.4	0.6	-0.2	0.7	0.7	0.0	0.3	0.3	0.0	0.3	0.3	0.0	0.1	*	*	0.8	0.8	0.0
Magic	4.8	4.8	0.0	8	5.9	5.6	0.3	6.6	6.1	0.5	5.6	5.3	0.3	2.4	2.3	0.1	2.0	2.2	-0.2	6.6	6.8	-0.2
More FM	11.3	12.2	-0.9	1	9.1	9.4	-0.3	9.6	10.7	-1.1	9.2	9.4	-0.2	4.1	3.8	0.3	2.4	2.6	-0.2	12.1	11.5	0.6
Newstalk ZB	5.2	4.7	0.5	6	4.0	3.6	0.4	3.9	3.9	0.0	3.0	3.4	-0.4	3.1	3.3	-0.2	2.9	2.3	0.6	5.4	5.0	0.4
Radio Hauraki	2.3	2.9	-0.6	13	2.3	3.2	-0.9	2.6	3.2	-0.6	2.4	2.8	-0.4	1.0	1.1	-0.1	0.2	0.2	0.0	2.2	2.0	0.2
Rhema	0.2	0.2	0.0	19	0.4	0.4	0.0	0.2	0.2	0.0	0.3	0.3	0.0	0.4	0.4	0.0	*	*	*	0.3	0.4	-0.1
Rock	9.5	8.6	0.9	2	8.5	6.8	1.7	10.1	9.1	1.0	8.5	7.9	0.6	3.2	2.8	0.4	2.1	1.8	0.3	8.0	7.3	0.7
SENZ (Sport Nation)*	0.3	0.4	-0.1	14	0.3	0.4	-0.1	0.3	0.4	-0.1	0.3	0.3	0.0	0.2	0.3	-0.1	0.1	0.1	0.0	0.7	1.0	-0.3
Star	0.3	0.2	0.1	14	0.2	0.1	0.1	0.2	0.1	0.1	0.2	0.1	0.1	0.1	*	*	0.2	*	*	0.3	0.1	0.2
Tahu FM	0.3	*	*	14	0.3	0.1	0.2	0.1	0.1	0.0	0.3	0.1	0.2	0.3	0.1	0.2	0.2	*	*	*	*	*
The Hits	3.5	3.5	0.0	9	3.7	3.6	0.1	4.9	4.8	0.1	4.0	3.7	0.3	1.4	1.1	0.3	0.9	1.1	-0.2	2.9	3.4	-0.5
The Sound	3.0	3.3	-0.3	11	3.1	3.7	-0.6	3.5	4.2	-0.7	3.1	3.9	-0.8	0.6	0.7	-0.1	0.4	0.9	-0.5	3.6	3.3	0.3
ZM	5.7	5.4	0.3	4	3.0	2.2	0.8	5.4	4.8	0.6	5.1	3.5	1.6	1.6	1.4	0.2	0.6	0.3	0.3	6.1	4.8	1.3
MediaWorks Combo	36.5	36.2	0.3		33.2	32.5	0.7	39.4	39.9	-0.5	33.7	33.8	-0.1	14.7	14.6	0.1	9.8	9.6	0.2	38.6	36.9	1.7
NZME Combo	20.1	19.6	0.5		16.7	16.3	0.4	21.1	20.6	0.5	17.8	16.9	0.9	8.9	8.8	0.1	5.5	4.9	0.6	19.4	18.2	1.2
All Commercial Radio	51.3	51.0	0.3		45.1	44.2	0.9	52.3	52.5	-0.2	46.0	45.6	0.4	22.3	22.0	0.3	13.5	13.0	0.5	50.9	49.4	1.5

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



# SOUTHLAND COMMERCIAL RADIO - SURVEY 3 2024

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

Survey Comparisons: 2/2024 - 3/2024

This 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

Last Survey Period: Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 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	9:05	9:11	-0:06	7:46	8:21	-0:34	10:26	8:36	1:50	9:33	7:54	1:39	9:05	7:47	1:17	9:29	10:14	-0:45	9:31	10:39	-1:07	7:07	4:21	2:45
Channel X	8:57	9:35	-0:37	4:39	5:28	-0:49	9:18	11:46	-2:28	10:46	11:26	-0:39	10:52	11:21	-0:29	12:09	12:56	-0:47	10:39	11:30	-0:50	10:13	9:32	0:41
Coast	10:37	11:10	-0:32	8:10	8:09	0:01	3:31	3:09	0:21	4:30	3:14	1:15	7:10	4:11	2:59	15:40	14:08	1:31	14:15	14:17	-0:01	5:24	7:50	-2:25
Edge	4:53	4:27	0:25	2:48	3:12	-0:23	4:41	4:06	0:34	5:10	4:20	0:49	5:29	4:45	0:44	7:33	7:00	0:32	6:59	6:18	0:41	5:49	5:21	0:28
Gold Sport	5:24	2:57	2:26	*	*	*	4:27	1:11	3:16	4:27	1:11	3:16	4:27	1:11	3:16	4:45	*	*	8:22	16:00	-7:37	*	*	*
Hokonui	9:29	9:12	0:17	6:35	4:26	2:09	6:21	7:40	-1:19	7:06	7:40	-0:34	7:00	7:22	-0:22	10:15	10:42	-0:27	13:34	12:49	0:44	2:58	4:21	-1:23
Life FM	2:31	2:01	0:30	1:40	0:30	1:10	3:30	3:06	0:23	3:33	2:39	0:53	2:54	2:24	0:29	2:02	1:48	0:14	1:30	1:24	0:05	4:12	3:33	0:39
Magic	14:46	14:53	-0:07	2:30	2:30	0:00	6:56	8:03	-1:07	10:53	8:39	2:13	10:48	9:42	1:05	15:18	18:20	-3:02	15:51	16:18	-0:26	14:32	14:52	-0:19
More FM	9:30	9:38	-0:07	5:11	6:20	-1:08	8:35	9:17	-0:41	8:48	9:50	-1:02	9:43	10:15	-0:31	12:36	11:45	0:50	13:44	12:11	1:33	9:45	11:36	-1:51
Newstalk ZB	16:36	15:28	1:08	0:15	0:15	0:00	6:57	9:29	-2:31	8:24	10:46	-2:22	11:20	12:57	-1:36	14:08	11:48	2:20	15:00	13:22	1:38	7:20	7:15	0:05
Radio Hauraki	5:13	6:49	-1:35	2:37	9:16	-6:39	4:31	8:16	-3:45	4:16	4:34	-0:17	5:39	5:44	-0:05	8:37	8:21	0:16	12:36	10:39	1:57	3:04	3:22	-0:17
Rhema	12:55	11:50	1:04	0:50	0:36	0:14	*	*	*	*	*	*	4:08	4:27	-0:19	16:23	14:57	1:26	39:00	39:00	0:00	1:15	1:15	0:00
Rock	15:49	13:08	2:41	14:03	10:05	3:58	16:01	14:27	1:34	15:14	14:06	1:07	16:06	13:33	2:32	17:30	13:39	3:51	17:23	18:43	-1:19	8:11	8:57	-0:46
SENZ (Sport Nation)*	12:21	12:43	-0:21	*	*	*	*	0:45	*	4:30	7:38	-3:08	2:18	6:12	-3:53	10:41	15:18	-4:36	16:12	19:42	-3:30	*	18:45	*
Star	17:18	24:36	-7:17	*	1:00	*	*	*	*	*	*	*	*	*	*	9:57	*	*	17:18	35:45	-18:26	*	*	*
Tahu FM	6:26	1:15	5:11	*	*	*	*	*	*	2:00	*	*	7:57	*	*	9:09	1:15	7:54	1:15	1:15	0:00	7:57	*	*
The Hits	11:04	9:29	1:35	9:59	8:55	1:03	15:13	14:02	1:10	14:02	11:30	2:32	12:12	9:55	2:16	6:12	7:01	-0:49	8:50	9:19	-0:29	7:55	6:02	1:53
The Sound	10:25	10:46	-0:20	2:44	2:56	-0:12	3:36	4:05	-0:28	7:16	10:10	-2:54	12:44	14:04	-1:19	16:13	15:33	0:39	13:17	12:19	0:58	10:17	7:37	2:39
ZM	7:30	5:21	2:08	3:54	3:32	0:22	7:54	5:13	2:41	7:34	5:18	2:15	8:34	5:43	2:50	12:06	8:55	3:11	8:48	8:25	0:23	7:04	4:16	2:47
MediaWorks Combo	15:11	14:43	0:27	9:02	9:29	-0:26	14:08	14:45	-0:37	15:16	15:38	-0:21	16:16	15:11	1:04	18:33	17:01	1:31	17:36	17:33	0:03	12:22	12:43	-0:20
NZME Combo	12:53	11:49	1:03	7:53	9:37	-1:43	11:37	10:23	1:14	10:58	8:50	2:08	11:12	9:09	2:03	13:43	12:54	0:49	16:19	15:40	0:39	8:40	7:07	1:33
All Commercial Radio	19:11	18:19	0:52	11:16	12:38	-1:22	18:19	18:20	-0:01	19:14	18:23	0:50	19:54	17:48	2:05	22:10	20:36	1:34	22:09	22:16	-0:07	15:08	14:32	0:36
Potential (000)	82.5	82.5	0.0	17.3	17.3	0.0	25.7	25.5	0.2	23.9	23.9	0.0	35.5	35.5	0.0	23.8	23.8	0.0	21.9	21.9	0.0	13.7	13.2	0.5
Sample	828	806	22	143	142	1	210	205	5	231	216	15	333	311	22	224	213	11	260	259	1	141	137	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



# SOUTHLAND COMMERCIAL RADIO - SURVEY 3 2024

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

Survey Comparisons: 2/2024 - 3/2024

This 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

Last Survey Period: Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024

	This	Last	+/-
Potential (000)	82.5	82.5	0.0
Sample Size	828	806	22

	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	2:34	2:35	-0:01	3:43	3:17	0:25	3:56	3:58	-0:02	1:48	1:41	0:06	1:43	1:35	0:08	2:15	3:20	-1:05	2:34	3:01	-0:26
Channel X	2:11	2:12	-0:01	4:11	4:23	-0:11	3:45	3:49	-0:03	1:49	1:41	0:08	0:51	0:54	-0:03	2:28	4:20	-1:51	2:49	3:13	-0:23
Coast	3:26	3:49	-0:23	4:22	4:44	-0:21	4:35	5:10	-0:35	2:12	2:30	-0:17	1:06	1:43	-0:36	4:35	5:13	-0:38	3:38	3:58	-0:19
Edge	1:39	1:42	-0:02	2:09	1:28	0:40	2:12	2:08	0:03	1:22	1:11	0:11	1:15	1:18	-0:03	1:08	1:09	-0:00	1:52	1:58	-0:05
Gold Sport	0:35	0:15	0:20	0:40	*	*	0:23	0:15	0:08	0:47	0:21	0:25	0:44	0:50	-0:06	1:25	0:15	1:10	3:19	3:35	-0:15
Hokonui	2:58	3:17	-0:18	4:11	4:00	0:10	4:19	4:20	-0:00	1:40	1:53	-0:12	2:24	2:39	-0:15	2:03	2:37	-0:33	3:10	2:56	0:13
Life FM	0:30	0:26	0:03	1:01	0:53	0:08	0:39	0:37	0:01	0:29	0:23	0:05	1:05	0:20	0:45	0:30	*	*	1:06	1:07	-0:01
Magic	4:19	4:00	0:18	5:00	5:20	-0:20	5:02	5:17	-0:15	2:30	2:44	-0:14	3:16	2:32	0:43	1:59	2:23	-0:23	5:00	5:14	-0:14
More FM	3:14	2:55	0:19	2:56	3:01	-0:04	2:51	2:58	-0:06	2:00	2:06	-0:06	1:37	1:55	-0:17	2:40	2:29	0:11	3:13	2:59	0:13
Newstalk ZB	4:38	4:42	-0:03	3:36	3:58	-0:22	3:21	3:19	0:01	3:16	3:11	0:04	3:45	3:34	0:11	4:51	2:46	2:05	4:17	4:13	0:03
Radio Hauraki	2:30	2:18	0:11	2:46	3:01	-0:14	2:25	3:25	-0:59	1:17	1:44	-0:27	0:54	0:56	-0:01	0:44	1:21	-0:37	1:41	1:47	-0:05
Rhema	3:04	3:07	-0:03	2:51	2:39	0:12	5:59	6:21	-0:21	4:02	3:40	0:21	2:20	2:05	0:14	*	*	*	5:16	4:44	0:32
Rock	4:14	4:08	0:05	5:36	5:08	0:28	6:37	5:44	0:53	3:37	2:59	0:38	3:11	3:01	0:09	3:23	3:15	0:07	3:20	2:55	0:24
SENZ (Sport Nation)*	7:02	5:23	1:39	6:20	8:28	-2:07	4:36	4:49	-0:13	2:28	2:28	-0:00	5:15	3:17	1:58	4:00	4:00	0:00	4:24	3:39	0:44
Star	3:18	5:24	-2:06	3:46	5:45	-1:58	1:21	1:30	-0:08	6:53	11:15	-4:21	1:45	*	*	1:23	*	*	4:33	9:45	-5:11
Tahu FM	2:00	*	*	1:59	0:15	1:44	0:15	0:15	0:00	0:48	0:30	0:18	3:05	0:15	2:50	3:00	*	*	*	*	*
The Hits	3:00	2:40	0:19	4:57	4:17	0:39	4:40	3:54	0:45	2:32	1:51	0:41	2:21	1:39	0:41	3:58	4:08	-0:09	2:57	2:53	0:03
The Sound	2:43	3:04	-0:21	4:29	4:07	0:21	4:46	4:27	0:18	2:31	2:10	0:21	2:01	2:09	-0:07	3:27	2:21	1:06	3:28	4:11	-0:43
ZM	2:31	2:18	0:12	3:34	2:36	0:58	3:33	2:34	0:59	1:40	1:19	0:21	0:45	1:06	-0:20	2:48	1:41	1:07	2:23	2:03	0:19
MediaWorks Combo	3:52	3:45	0:06	4:53	4:34	0:18	5:14	4:59	0:15	2:53	2:43	0:10	2:21	2:15	0:06	2:51	3:13	-0:22	3:56	4:06	-0:09
NZME Combo	3:45	3:32	0:13	4:25	4:13	0:12	4:30	4:14	0:15	2:18	2:17	0:00	2:16	2:19	-0:02	4:11	3:12	0:58	3:41	3:28	0:12
All Commercial Radio	4:24	4:14	0:10	5:28	5:11	0:17	5:56	5:38	0:17	3:09	3:02	0:07	2:44	2:42	0:01	3:54	3:42	0:12	4:43	4:42	0:01

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