SOUTHLAND COMMERCIAL RADIO - SURVEY 3 2025

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

Survey Comparisons: 2/2025 - 3/2025

This Survey Period: Sun Aug 11 to Sat Nov 2 2024 & Sun Feb 9 to Sat May 3 & Sun May 11 to Sat Aug 2 Sun Aug 10 to Sat Nov 1 2025
Last 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

	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	6.9	8.1	-1.2	6	5.0	8.7	-3.7	4.5	5.1	-0.6	3.9	4.1	-0.2	6.9	5.7	1.2	10.3	10.5	-0.2	8.1	11.6	-3.5	7.4	7.4	0.0
Channel X	4.1	5.1	-1.0	11	4.5	7.5	-3.0	6.6	9.6	-3.0	9.8	10.5	-0.7	5.9	7.4	-1.5	2.2	3.2	-1.0	2.4	2.5	-0.1	5.4	5.4	0.0
Coast	6.7	5.7	1.0	7	2.4	1.4	1.0	4.8	3.7	1.1	4.5	3.7	0.8	4.6	3.8	0.8	4.9	5.0	-0.1	9.5	7.5	2.0	4.2	4.8	-0.6
Edge	3.0	3.4	-0.4	12	9.5	8.4	1.1	6.3	6.9	-0.6	6.3	7.4	-1.1	4.3	5.0	-0.7	1.2	1.3	-0.1	0.1	0.8	-0.7	5.7	7.1	-1.4
Gold Sport	0.4	0.3	0.1	14	*	*	*	1.1	0.7	0.4	0.9	0.6	0.3	0.5	0.4	0.1	0.3	0.3	0.0	0.4	0.3	0.1	*	*	*
Hokonui	4.9	5.7	-0.8	9	2.6	2.5	0.1	2.6	4.1	-1.5	3.3	4.3	-1.0	3.2	3.9	-0.7	3.6	5.2	-1.6	5.8	7.1	-1.3	4.4	3.8	0.6
Life FM	0.4	0.3	0.1	14	0.7	0.7	0.0	0.3	0.2	0.1	0.3	0.2	0.1	0.3	0.2	0.1	0.4	0.3	0.1	0.6	0.4	0.2	0.5	0.1	0.4
Magic (Breeze Classic)*	12.3	11.3	1.0	2	2.8	1.8	1.0	1.9	1.4	0.5	2.8	2.5	0.3	5.5	3.5	2.0	7.9	9.2	-1.3	18.3	23.2	-4.9	9.1	7.5	1.6
More FM	11.3	12.5	-1.2	3	18.7	18.2	0.5	12.3	14.1	-1.8	11.4	14.2	-2.8	10.5	13.0	-2.5	13.7	14.2	-0.5	14.3	13.1	1.2	15.8	24.5	-8.7
Newstalk ZB	8.6	8.2	0.4	4	*	*	*	1.7	1.6	0.1	2.3	2.8	-0.5	2.3	2.3	0.0	5.5	4.5	1.0	12.1	11.1	1.0	1.1	0.3	0.8
Radio Hauraki	1.3	2.4	-1.1	13	4.5	4.2	0.3	2.8	2.7	0.1	1.8	2.2	-0.4	1.7	3.6	-1.9	1.1	3.4	-2.3	0.3	0.7	-0.4	1.9	2.4	-0.5
Rhema	0.2	0.1	0.1	18	*	*	*	*	*	*	*	*	*	*	*	*	0.4	0.1	0.3	0.7	0.2	0.5	*	*	*
Rock	17.6	15.7	1.9	1	23.3	23.0	0.3	20.9	18.9	2.0	20.4	18.5	1.9	25.3	23.9	1.4	25.0	20.8	4.2	10.2	6.0	4.2	13.0	11.1	1.9
Sanctuary	0.3	0.2	0.1	17	*	*	*	*	*	*	*	*	*	*	*	*	0.5	0.4	0.1	0.7	0.5	0.2	*	*	*
Tahu FM	0.4	0.3	0.1	14	0.1	*	*	0.5	*	*	0.6	0.2	0.4	0.6	0.5	0.1	0.5	0.5	0.0	0.2	0.2	0.0	1.2	1.6	-0.4
The Hits	5.3	4.7	0.6	8	11.2	8.1	3.1	10.6	10.3	0.3	9.5	9.5	0.0	6.8	6.1	0.7	4.1	2.9	1.2	3.1	3.0	0.1	8.2	4.5	3.7
The Sound	4.3	5.0	-0.7	10	2.3	2.3	0.0	2.2	2.3	-0.1	2.0	3.2	-1.2	4.4	5.3	-0.9	6.9	7.6	-0.7	6.7	6.7	0.0	6.2	5.5	0.7
ZM	7.2	6.0	1.2	5	5.9	8.0	-2.1	15.1	12.3	2.8	16.5	10.8	5.7	13.1	10.2	2.9	5.5	5.3	0.2	0.4	0.8	-0.4	14.8	13.0	1.8
MediaWorks Combo	60.0	61.8	-1.8		67.0	70.6	-3.6	55.0	59.7	-4.7	57.0	61.8	-4.8	63.3	65.0	-1.7	67.6	67.1	0.5	60.1	63.8	-3.7	62.8	68.6	-5.8
NZME Combo	34.4	33.0	1.4		26.7	24.2	2.5	38.7	35.3	3.4	38.7	33.9	4.8	32.2	30.3	1.9	25.0	26.6	-1.6	31.6	30.5	1.1	34.5	28.8	5.7
Potential (000)	84.5	84.5	0.0		18.3	18.3	0.0	26.1	26.2	-0.1	24.6	24.6	0.0	36.2	36.2	0.0	23.7	23.7	0.0	22.0	22.0	0.0	14.3	14.6	-0.3
Sample	806	898	-92		163	167	-4	205	243	-38	210	248	-38	307	354	-47	208	243	-35	252	289	-37	131	153	-22

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

MediaWorks Combo: Breeze, Channel X, Edge, Magic (Breeze Classic), 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

**Magic rebranded to Breeze Classic from Nov 1st 2025*

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SOUTHLAND COMMERCIAL RADIO - SURVEY 3 2025

Station Share (%) by Daypart, People 10+
Survey Comparisons: 2/2025 - 3/2025

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Last 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

	This	Last	+/-
Potential (000)	84.5	84.5	0.0
Sample Size	806	898	-92

	Breakfast Mon-Fri 6am-9am				Morning Mon-Fri 9am-12md			Afternoon Mon-Fri 12md-4pm			Drive Mon-Fri 4pm-7pm			Night Mon-Fri 7pm-12mn			Mid Dawn Mon-Fri 12mn-6am			Weekend Sat-Sun 12mn-12mn		
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	6.3	6.6	-0.3	7	7.8	9.7	-1.9	7.5	9.5	-2.0	7.6	8.1	-0.5	3.4	4.7	-1.3	2.2	4.7	-2.5	7.5	7.8	-0.3
Channel X	3.7	3.9	-0.2	10	3.7	5.4	-1.7	5.1	6.7	-1.6	5.0	6.2	-1.2	0.9	1.5	-0.6	4.0	4.6	-0.6	3.8	4.3	-0.5
Coast	6.9	5.8	1.1	6	8.0	6.6	1.4	6.0	5.1	0.9	4.4	3.8	0.6	5.0	4.2	0.8	0.7	0.8	-0.1	8.9	7.7	1.2
Edge	3.4	4.4	-1.0	12	2.0	2.5	-0.5	3.1	2.9	0.2	4.0	4.0	0.0	4.4	3.5	0.9	2.6	3.8	-1.2	2.7	3.7	-1.0
Gold Sport	0.2	0.1	0.1	17	0.3	0.3	0.0	0.2	0.2	0.0	0.4	0.3	0.1	0.1	0.1	0.0	1.8	1.4	0.4	0.6	0.5	0.1
Hokonui	6.3	6.3	0.0	7	4.5	5.4	-0.9	6.9	8.0	-1.1	2.9	3.6	-0.7	0.8	0.8	0.0	1.8	3.7	-1.9	4.8	5.6	-0.8
Life FM	0.5	0.4	0.1	15	0.2	0.2	0.0	0.4	0.2	0.2	0.5	0.3	0.2	0.7	0.8	-0.1	0.4	0.1	0.3	0.2	0.2	0.0
Magic (Breeze Classic)*	10.7	10.4	0.3	4	14.7	13.0	1.7	11.4	10.9	0.5	10.0	9.7	0.3	14.1	14.1	0.0	4.6	4.3	0.3	15.1	12.8	2.3
More FM	11.1	12.9	-1.8	3	9.1	10.5	-1.4	11.1	11.3	-0.2	12.8	13.3	-0.5	12.1	13.2	-1.1	10.6	11.0	-0.4	12.8	15.1	-2.3
Newstalk ZB	12.5	12.1	0.4	2	4.6	4.1	0.5	2.4	2.9	-0.5	3.3	4.4	-1.1	21.7	21.6	0.1	41.4	36.4	5.0	9.8	9.6	0.2
Radio Hauraki	1.6	2.2	-0.6	13	1.5	3.2	-1.7	1.0	2.2	-1.2	1.8	2.5	-0.7	1.2	1.7	-0.5	0.1	0.4	-0.3	1.5	2.2	-0.7
Rhema	0.2	*	*	17	*	*	*	0.2	*	*	0.4	0.1	0.3	0.3	0.4	-0.1	*	*	*	0.2	0.1	0.1
Rock	15.9	15.6	0.3	1	19.4	17.1	2.3	20.3	17.6	2.7	20.7	19.2	1.5	16.9	15.9	1.0	12.7	11.9	0.8	13.4	10.3	3.1
Sanctuary	0.3	0.1	0.2	16	0.1	0.1	0.0	0.2	*	*	0.3	0.3	0.0	0.2	0.3	-0.1	0.7	0.6	0.1	0.3	0.2	0.1
Tahu FM	0.6	0.5	0.1	14	0.3	0.2	0.1	0.2	*	*	0.3	0.2	0.1	0.8	1.3	-0.5	0.7	1.1	-0.4	0.3	0.1	0.2
The Hits	4.4	3.8	0.6	9	6.7	5.8	0.9	6.6	5.8	0.8	6.5	6.4	0.1	7.1	4.4	2.7	2.4	2.8	-0.4	2.4	2.2	0.2
The Sound	3.7	3.8	-0.1	10	2.5	3.8	-1.3	3.1	4.2	-1.1	5.7	6.6	-0.9	3.4	3.7	-0.3	7.3	7.0	0.3	7.0	7.4	-0.4
ZM	7.2	6.8	0.4	5	7.9	6.1	1.8	8.9	7.4	1.5	8.8	6.0	2.8	1.6	1.4	0.2	4.8	3.7	1.1	5.4	4.8	0.6
MediaWorks Combo	55.1	57.8	-2.7		59.5	62.6	-3.1	61.8	63.5	-1.7	66.0	67.5	-1.5	55.5	56.9	-1.4	44.5	47.7	-3.2	63.2	63.0	0.2
NZME Combo	39.1	37.2	1.9		33.5	31.5	2.0	31.9	31.5	0.4	28.1	26.9	1.2	37.5	34.2	3.3	53.1	49.2	3.9	33.4	32.8	0.6

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

MediaWorks Combo: Breeze, Channel X, Edge, Magic (Breeze Classic), 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

**Magic rebranded to Breeze Classic from Nov 1st 2025*

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

Survey Comparisons: 2/2025 - 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	8.7	10.6	-1.9	7	0.9	0.9	0.0	1.6	2.3	-0.7	1.6	2.6	-1.0	3.7	4.5	-0.8	4.0	4.6	-0.6	3.4	4.5	-1.1	1.7	2.2	-0.5
Channel X	6.4	8.4	-2.0	11	1.5	2.3	-0.8	2.9	3.9	-1.0	3.6	4.4	-0.8	4.1	5.2	-1.1	1.1	1.4	-0.3	0.8	0.9	-0.1	1.7	1.7	0.0
Coast	8.8	7.4	1.4	5	0.6	0.4	0.2	2.4	2.3	0.1	2.7	2.6	0.1	3.8	3.4	0.4	2.6	2.1	0.5	3.0	2.3	0.7	1.2	1.6	-0.4
Edge	9.1	10.3	-1.2	4	3.3	3.2	0.1	4.0	4.9	-0.9	4.4	5.6	-1.2	5.6	6.6	-1.0	1.4	1.3	0.1	0.3	0.6	-0.3	2.8	2.9	-0.1
Gold Sport	0.8	0.7	0.1	15	*	*	*	0.6	0.5	0.1	0.6	0.5	0.1	0.6	0.5	0.1	0.2	0.2	0.0	0.2	0.2	0.0	*	*	*
Hokonui	6.8	7.5	-0.7	10	0.7	0.7	0.0	1.3	1.8	-0.5	1.6	2.0	-0.4	2.7	3.2	-0.5	2.2	2.6	-0.4	2.1	2.2	-0.1	1.7	1.5	0.2
Life FM	1.1	1.0	0.1	14	0.3	0.2	0.1	0.3	0.3	0.0	0.2	0.2	0.0	0.4	0.5	-0.1	0.3	0.5	-0.2	0.3	0.3	0.0	0.3	0.2	0.1
Magic (Breeze Classic)*	9.7	9.5	0.2	3	1.0	0.5	0.5	1.0	0.8	0.2	0.6	0.7	-0.1	2.2	1.7	0.5	3.6	3.3	0.3	4.8	5.6	-0.8	0.8	0.7	0.1
More FM	16.9	17.5	-0.6	1	4.2	4.5	-0.3	6.2	6.1	0.1	6.4	6.6	-0.2	9.4	9.6	-0.2	5.3	5.3	0.0	3.0	3.2	-0.2	4.4	5.0	-0.6
Newstalk ZB	7.0	6.4	0.6	9	*	*	*	0.8	0.7	0.1	1.0	1.0	0.0	1.6	1.4	0.2	2.0	1.7	0.3	3.1	3.1	0.0	0.3	0.1	0.2
Radio Hauraki	3.7	4.4	-0.7	13	0.8	0.9	-0.1	1.8	1.5	0.3	1.8	1.8	0.0	2.6	3.1	-0.5	1.0	1.6	-0.6	0.3	0.4	-0.1	0.8	1.1	-0.3
Rhema	0.4	0.2	0.2	17	*	*	*	*	*	*	*	*	*	*	*	*	0.2	0.1	0.1	0.4	0.2	0.2	*	*	*
Rock	14.0	13.4	0.6	2	2.5	2.5	0.0	5.3	5.0	0.3	5.8	5.1	0.7	9.8	9.3	0.5	5.5	5.5	0.0	1.7	1.5	0.2	2.9	2.6	0.3
Sanctuary	0.4	0.3	0.1	17	*	*	*	*	*	*	*	*	*	*	*	*	0.2	0.2	0.0	0.3	0.3	0.0	*	*	*
Tahu FM	0.8	0.7	0.1	15	0.1	*	*	0.1	*	*	0.4	0.4	0.0	0.6	0.5	0.1	0.3	0.2	0.1	0.2	0.2	0.0	0.5	0.5	0.0
The Hits	8.0	7.0	1.0	8	2.4	2.0	0.4	3.4	3.3	0.1	3.3	3.0	0.3	4.6	3.7	0.9	2.0	1.7	0.3	1.0	1.2	-0.2	2.0	1.5	0.5
The Sound	5.8	6.0	-0.2	12	0.9	0.7	0.2	1.3	1.4	-0.1	1.1	1.3	-0.2	2.4	2.6	-0.2	2.9	3.1	-0.2	2.6	2.7	-0.1	0.9	0.9	0.0
ZM	8.8	9.4	-0.6	5	1.6	2.1	-0.5	5.0	5.1	-0.1	5.2	5.2	0.0	7.1	6.9	0.2	2.1	2.1	0.0	0.2	0.5	-0.3	2.4	2.7	-0.3
MediaWorks Combo	52.1	54.3	-2.2		10.2	10.4	-0.2	16.3	17.2	-0.9	17.1	17.8	-0.7	26.3	26.9	-0.6	16.9	17.4	-0.5	12.9	14.3	-1.4	10.1	10.6	-0.5
NZME Combo	33.2	32.8	0.4		4.9	4.8	0.1	10.7	10.7	0.0	10.9	11.3	-0.4	16.0	16.1	-0.1	9.3	9.5	-0.2	8.0	8.1	-0.1	6.3	6.1	0.2
All Commercial Radio	65.9	67.6	-1.7		11.3	11.4	-0.1	19.9	20.7	-0.8	20.5	21.7	-1.2	31.1	32.3	-1.2	20.1	20.7	-0.6	17.4	18.2	-0.8	12.1	12.5	-0.4
Potential (000)	84.5	84.5	0.0		18.3	18.3	0.0	26.1	26.2	-0.1	24.6	24.6	0.0	36.2	36.2	0.0	23.7	23.7	0.0	22.0	22.0	0.0	14.3	14.6	-0.3
Sample	806	898	-92		163	167	-4	205	243	-38	210	248	-38	307	354	-47	208	243	-35	252	289	-37	131	153	-22

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

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	This	Last	+/-
Potential (000)	84.5	84.5	0.0
Sample Size	806	898	-92

	Breakfast Mon-Fri 6am-9am				Morning Mon-Fri 9am-12md			Afternoon Mon-Fri 12md-4pm			Drive Mon-Fri 4pm-7pm			Night Mon-Fri 7pm-12mn			Mid Dawn Mon-Fri 12mn-6am			Weekend Sat-Sun 12mn-12mn		
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	**3.8**	4.7	-0.9	11	**4.2**	5.3	-1.1	**5.4**	6.9	-1.5	**4.5**	6.1	-1.6	**1.5**	1.7	-0.2	**0.7**	0.6	0.1	**4.8**	5.5	-0.7
Channel X	**4.2**	5.3	-1.1	9	**3.0**	3.8	-0.8	**4.2**	5.6	-1.4	**4.2**	5.3	-1.1	**0.9**	1.4	-0.5	**1.4**	1.4	0.0	**3.9**	4.7	-0.8
Coast	**4.7**	4.0	0.7	6	**4.2**	3.4	0.8	**4.7**	3.4	1.3	**3.5**	2.9	0.6	**1.8**	1.4	0.4	**0.4**	0.3	0.1	**5.7**	4.4	1.3
Edge	**4.4**	5.3	-0.9	7	**2.5**	3.1	-0.6	**5.1**	5.1	0.0	**4.8**	4.7	0.1	**2.2**	2.0	0.2	**0.9**	1.2	-0.3	**4.7**	5.7	-1.0
Gold Sport	**0.6**	0.4	0.2	15	**0.6**	0.5	0.1	**0.4**	0.3	0.1	**0.6**	0.5	0.1	**0.3**	0.1	0.2	**0.6**	0.4	0.2	**0.8**	0.6	0.2
Hokonui	**4.4**	4.7	-0.3	7	**2.6**	3.1	-0.5	**4.7**	5.3	-0.6	**2.5**	2.9	-0.4	**0.6**	0.6	0.0	**0.8**	0.9	-0.1	**4.7**	5.3	-0.6
Life FM	**0.7**	0.5	0.2	14	**0.4**	0.3	0.1	**0.6**	0.6	0.0	**0.6**	0.4	0.2	**0.3**	0.3	0.0	**0.3**	0.1	0.2	**0.6**	0.6	0.0
Magic (Breeze Classic)*	**6.4**	6.0	0.4	3	**6.0**	6.0	0.0	**6.1**	6.1	0.0	**5.2**	5.2	0.0	**3.2**	2.7	0.5	**1.3**	1.2	0.1	**6.4**	6.2	0.2
More FM	**9.7**	10.0	-0.3	1	**6.7**	7.8	-1.1	**9.5**	10.0	-0.5	**9.3**	9.5	-0.2	**4.8**	4.8	0.0	**2.6**	2.0	0.6	**10.2**	11.0	-0.8
Newstalk ZB	**5.5**	5.2	0.3	4	**3.4**	3.3	0.1	**3.1**	2.8	0.3	**2.1**	2.5	-0.4	**2.9**	3.0	-0.1	**3.3**	2.9	0.4	**5.3**	5.0	0.3
Radio Hauraki	**2.0**	2.4	-0.4	13	**1.5**	1.9	-0.4	**2.0**	2.7	-0.7	**1.8**	2.3	-0.5	**0.7**	0.9	-0.2	**0.1**	0.2	-0.1	**1.5**	2.1	-0.6
Rhema	**0.1**	*	*	18	**0.2**	0.1	0.1	**0.4**	0.2	0.2	**0.3**	0.2	0.1	**0.1**	0.1	0.0	*	*	*	**0.3**	0.2	0.1
Rock	**9.6**	8.9	0.7	2	**8.9**	7.9	1.0	**9.4**	8.6	0.8	**9.1**	8.2	0.9	**3.8**	3.4	0.4	**2.7**	2.2	0.5	**8.3**	7.5	0.8
Sanctuary	**0.3**	0.2	0.1	17	**0.1**	0.1	0.0	**0.2**	0.1	0.1	**0.2**	0.2	0.0	**0.1**	0.1	0.0	**0.2**	0.2	0.0	**0.3**	0.2	0.1
Tahu FM	**0.5**	0.6	-0.1	16	**0.3**	0.3	0.0	**0.3**	*	*	**0.3**	0.4	-0.1	**0.1**	0.2	-0.1	**0.1**	0.2	-0.1	**0.3**	0.2	0.1
The Hits	**4.1**	3.2	0.9	10	**3.6**	3.0	0.6	**5.1**	4.6	0.5	**4.4**	4.1	0.3	**1.7**	1.2	0.5	**0.7**	0.6	0.1	**3.4**	2.5	0.9
The Sound	**3.3**	3.3	0.0	12	**2.0**	2.2	-0.2	**2.7**	3.1	-0.4	**3.6**	3.8	-0.2	**1.1**	1.1	0.0	**0.9**	0.8	0.1	**4.4**	4.8	-0.4
ZM	**5.3**	5.9	-0.6	5	**4.4**	3.8	0.6	**6.7**	5.9	0.8	**6.1**	5.5	0.6	**1.4**	1.3	0.1	**1.0**	0.8	0.2	**5.6**	5.9	-0.3
MediaWorks Combo	**34.9**	35.7	-0.8		**29.1**	31.4	-2.3	**35.5**	37.2	-1.7	**33.4**	34.2	-0.8	**16.0**	15.7	0.3	**9.7**	9.0	0.7	**36.2**	37.8	-1.6
NZME Combo	**22.1**	21.9	0.2		**17.6**	16.9	0.7	**22.3**	21.3	1.0	**19.0**	19.0	0.0	**9.0**	8.3	0.7	**5.8**	5.3	0.5	**23.0**	22.1	0.9
All Commercial Radio	**50.3**	50.8	-0.5		**41.5**	43.5	-2.0	**49.9**	50.7	-0.8	**47.5**	47.9	-0.4	**23.5**	23.1	0.4	**14.3**	12.7	1.6	**51.8**	52.0	-0.2

MediaWorks Combo: Breeze, Channel X, Edge, Magic (Breeze Classic), 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

**Magic rebranded to Breeze Classic from Nov 1st 2025*

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SOUTHLAND COMMERCIAL RADIO - SURVEY 3 2025

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

Survey Comparisons: 2/2025 - 3/2025

This Survey Period: Sun Aug 11 to Sat Nov 2 2024 & Sun Feb 9 to Sat May 3 & Sun May 11 to Sat Aug 2 Sun Aug 10 to Sat Nov 1 2025
Last 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

	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	**9:45**	9:31	0:13	**5:39**	9:58	-4:18	**8:15**	7:06	1:09	**7:59**	5:58	2:01	**11:22**	7:53	3:28	**12:29**	11:20	1:08	**8:26**	10:17	-1:50	**8:14**	6:19	1:55
Channel X	**7:44**	7:33	0:11	**3:19**	3:16	0:02	**6:44**	7:49	-1:05	**9:06**	8:56	0:09	**8:51**	8:58	-0:07	**9:19**	10:43	-1:24	**11:13**	10:41	0:32	**6:02**	6:04	-0:02
Coast	**9:15**	9:31	-0:15	**4:04**	3:02	1:02	**5:43**	5:09	0:34	**5:36**	5:21	0:15	**7:22**	7:03	0:19	**9:09**	11:42	-2:33	**11:10**	12:54	-1:43	**6:15**	5:35	0:40
Edge	**4:03**	4:09	-0:05	**3:09**	2:36	0:33	**4:34**	4:31	0:02	**4:45**	4:55	-0:09	**4:45**	4:48	-0:02	**4:07**	4:40	-0:32	**0:57**	5:25	-4:28	**3:50**	4:35	-0:44
Gold Sport	**6:08**	5:31	0:37	*	*	*	**5:30**	4:38	0:51	**5:30**	4:38	0:51	**5:30**	4:38	0:51	**8:04**	8:14	-0:09	**7:58**	8:14	-0:15	*	*	*
Hokonui	**8:58**	9:31	-0:33	**4:10**	3:36	0:34	**5:55**	7:25	-1:29	**6:53**	7:59	-1:06	**7:19**	7:29	-0:10	**7:49**	9:52	-2:02	**9:52**	12:33	-2:41	**5:02**	4:43	0:18
Life FM	**4:11**	3:12	0:58	**3:01**	2:58	0:02	**2:55**	2:49	0:06	**3:52**	2:53	0:59	**3:31**	1:56	1:35	**5:26**	2:56	2:30	**6:45**	6:01	0:43	**2:56**	1:14	1:42
Magic (Breeze Classic)*	**15:38**	14:56	0:41	**3:13**	3:25	-0:12	**5:35**	5:23	0:12	**14:24**	13:32	0:52	**15:22**	12:39	2:43	**10:35**	13:28	-2:52	**13:29**	16:27	-2:58	**20:06**	21:29	-1:22
More FM	**8:11**	8:50	-0:39	**4:48**	4:01	0:47	**5:47**	7:28	-1:41	**5:56**	7:56	-1:59	**6:51**	8:26	-1:35	**12:40**	13:01	-0:20	**16:36**	16:13	0:23	**6:41**	9:06	-2:24
Newstalk ZB	**15:10**	16:02	-0:51	*	*	*	**6:21**	7:22	-1:01	**7:49**	10:32	-2:42	**8:39**	10:30	-1:50	**13:29**	12:45	0:43	**13:49**	14:15	-0:26	**7:11**	6:00	1:11
Radio Hauraki	**4:31**	6:39	-2:08	**5:56**	4:29	1:27	**4:31**	5:37	-1:05	**3:16**	4:28	-1:11	**4:08**	7:11	-3:02	**5:27**	10:25	-4:58	**3:44**	7:36	-3:51	**4:41**	4:02	0:39
Rhema	**7:01**	5:05	1:56	*	*	*	*	*	*	*	*	*	*	*	*	**8:23**	3:30	4:53	**7:01**	5:05	1:56	*	*	*
Rock	**15:26**	14:34	0:52	**9:55**	8:57	0:58	**11:26**	12:02	-0:35	**11:40**	13:27	-1:46	**15:54**	15:58	-0:04	**22:13**	18:25	3:48	**21:05**	16:07	4:57	**8:17**	7:59	0:17
Sanctuary	**8:15**	7:21	0:53	*	*	*	*	*	*	*	*	*	*	*	*	**10:29**	10:07	0:22	**8:01**	7:21	0:40	*	*	*
Tahu FM	**5:19**	5:11	0:07	**1:30**	*	*	**13:00**	*	*	**5:23**	2:10	3:13	**6:17**	5:32	0:45	**7:32**	11:34	-4:01	**4:11**	4:08	0:03	**4:49**	5:32	-0:42
The Hits	**8:05**	8:17	-0:12	**5:02**	4:03	0:58	**8:58**	9:55	-0:56	**9:41**	11:54	-2:13	**9:08**	10:11	-1:03	**9:46**	8:19	1:27	**11:24**	9:44	1:40	**7:43**	5:37	2:05
The Sound	**9:05**	10:19	-1:14	**2:46**	3:08	-0:22	**4:55**	5:16	-0:21	**5:56**	9:00	-3:04	**11:28**	12:40	-1:11	**11:32**	11:57	-0:25	**9:04**	9:56	-0:51	**13:25**	11:30	1:55
ZM	**10:00**	7:56	2:03	**4:05**	3:50	0:15	**8:54**	7:44	1:10	**10:35**	7:40	2:55	**11:22**	9:17	2:04	**12:58**	12:37	0:21	**7:28**	6:15	1:13	**11:23**	9:04	2:19
MediaWorks Combo	**14:07**	14:10	-0:02	**7:05**	6:41	0:23	**9:51**	11:09	-1:18	**11:06**	12:52	-1:45	**14:46**	15:05	-0:19	**19:26**	18:56	0:29	**16:28**	17:43	-1:14	**11:37**	12:02	-0:24
NZME Combo	**12:44**	12:32	0:12	**5:55**	5:01	0:53	**10:31**	10:32	-0:00	**11:48**	11:10	0:37	**12:20**	11:44	0:35	**13:08**	13:43	-0:35	**13:58**	15:00	-1:02	**10:13**	8:45	1:28
All Commercial Radio	**18:38**	18:25	0:12	**9:34**	8:42	0:51	**14:38**	15:31	-0:52	**16:12**	17:08	-0:55	**19:40**	19:21	0:19	**24:15**	23:40	0:34	**20:15**	21:47	-1:31	**15:28**	14:52	0:36
Potential (000)	**84.5**	84.5	0.0	**18.3**	18.3	0.0	**26.1**	26.2	-0.1	**24.6**	24.6	0.0	**36.2**	36.2	0.0	**23.7**	23.7	0.0	**22.0**	22.0	0.0	**14.3**	14.6	-0.3
Sample	**806**	898	-92	**163**	167	-4	**205**	243	-38	**210**	248	-38	**307**	354	-47	**208**	243	-35	**252**	289	-37	**131**	153	-22

MediaWorks Combo: Breeze, Channel X, Edge, Magic (Breeze Classic), 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

**Magic rebranded to Breeze Classic from Nov 1st 2025*

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SOUTHLAND COMMERCIAL RADIO - SURVEY 3 2025

Average Time Spent Listening (hh:mm) by Daypart, People 10+
Survey Comparisons: 2/2025 - 3/2025

This Survey Period: Sun Aug 11 to Sat Nov 2 2024 & Sun Feb 9 to Sat May 3 & Sun May 11 to Sat Aug 2 Sun Aug 10 to Sat Nov 1 2025

Last 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

	This	Last	+/-
Potential (000)	84.5	84.5	0.0
Sample Size	806	898	-92

	Breakfast Mon-Fri 6am-9am			Morning Mon-Fri 9am-12md			Afternoon Mon-Fri 12md-4pm			Drive Mon-Fri 4pm-7pm			Night Mon-Fri 7pm-12mn			Mid Dawn Mon-Fri 12mn-6am			Weekend Sat-Sun 12mn-12mn		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	**3:39**	3:13	0:25	**4:12**	4:21	-0:08	**3:56**	4:08	-0:12	**2:28**	1:55	0:32	**1:25**	1:38	-0:13	**1:27**	2:59	-1:32	**3:39**	3:14	0:24
Channel X	**1:56**	1:43	0:12	**2:48**	3:22	-0:34	**3:29**	3:38	-0:08	**1:46**	1:40	0:05	**0:35**	0:37	-0:01	**1:17**	1:22	-0:04	**2:17**	2:06	0:10
Coast	**3:15**	3:23	-0:07	**4:20**	4:40	-0:20	**3:40**	4:28	-0:48	**1:50**	1:53	-0:03	**1:47**	1:43	0:03	**0:53**	1:12	-0:18	**3:41**	3:59	-0:18
Edge	**1:42**	1:55	-0:12	**1:51**	1:58	-0:07	**1:42**	1:44	-0:01	**1:13**	1:14	-0:00	**1:17**	0:59	0:18	**1:20**	1:16	0:03	**1:20**	1:29	-0:09
Gold Sport	**0:44**	0:35	0:09	**1:07**	1:16	-0:08	**1:19**	1:33	-0:14	**1:00**	0:48	0:11	**0:15**	0:15	0:00	**1:30**	1:25	0:05	**1:59**	2:07	-0:07
Hokonui	**3:11**	3:08	0:03	**4:02**	4:07	-0:04	**4:10**	4:33	-0:22	**1:42**	1:50	-0:08	**0:49**	0:48	0:01	**1:02**	1:44	-0:41	**2:21**	2:24	-0:02
Life FM	**1:38**	1:38	0:00	**1:18**	1:11	0:07	**1:46**	0:58	0:48	**1:14**	1:07	0:07	**1:34**	1:17	0:17	**0:35**	0:30	0:05	**0:52**	0:51	0:01
Magic (Breeze Classic)*	**3:40**	4:01	-0:21	**5:38**	5:10	0:27	**5:19**	5:25	-0:05	**2:49**	2:41	0:08	**2:49**	3:01	-0:11	**1:37**	1:29	0:07	**5:35**	4:43	0:51
More FM	**2:32**	2:59	-0:26	**3:05**	3:13	-0:07	**3:22**	3:25	-0:03	**2:00**	2:02	-0:01	**1:38**	1:36	0:01	**1:54**	2:14	-0:19	**2:56**	3:07	-0:11
Newstalk ZB	**4:59**	5:20	-0:21	**3:08**	2:57	0:11	**2:12**	3:06	-0:54	**2:22**	2:31	-0:09	**4:52**	4:09	0:43	**5:47**	5:11	0:35	**4:19**	4:21	-0:02
Radio Hauraki	**1:47**	2:10	-0:22	**2:15**	4:00	-1:45	**1:24**	2:33	-1:08	**1:27**	1:35	-0:08	**1:09**	1:10	-0:00	**0:30**	0:43	-0:13	**2:16**	2:25	-0:08
Rhema	**4:00**	*	*	**0:35**	0:30	0:05	**1:38**	0:47	0:50	**2:01**	0:54	1:07	**3:15**	3:15	0:00	*	*	*	**1:45**	1:38	0:07
Rock	**3:40**	4:03	-0:23	**4:58**	5:08	-0:10	**6:09**	6:12	-0:03	**3:20**	3:23	-0:02	**2:53**	2:44	0:09	**2:12**	2:13	-0:00	**3:48**	3:08	0:39
Sanctuary	**2:01**	1:38	0:23	**2:15**	2:15	0:00	**2:20**	1:15	1:05	**2:26**	2:12	0:13	**1:45**	1:45	0:00	**1:30**	1:25	0:04	**2:19**	2:28	-0:09
Tahu FM	**2:17**	2:03	0:14	**2:19**	2:13	0:05	**2:01**	*	*	**1:18**	1:00	0:18	**4:45**	4:45	0:00	**3:00**	3:00	0:00	**2:00**	1:31	0:28
The Hits	**2:22**	2:47	-0:25	**4:15**	4:32	-0:16	**3:40**	3:47	-0:06	**2:10**	2:17	-0:06	**2:43**	2:05	0:38	**1:36**	1:58	-0:22	**1:42**	2:00	-0:18
The Sound	**2:27**	2:37	-0:10	**2:55**	4:02	-1:06	**3:18**	4:03	-0:45	**2:20**	2:30	-0:09	**1:56**	1:56	0:00	**3:44**	3:38	0:05	**3:41**	3:33	0:08
ZM	**2:59**	2:41	0:17	**4:05**	3:48	0:16	**3:47**	3:50	-0:02	**2:06**	1:34	0:32	**0:43**	0:37	0:06	**2:17**	2:00	0:17	**2:15**	1:52	0:23
MediaWorks Combo	**3:28**	3:44	-0:16	**4:40**	4:44	-0:03	**4:58**	5:11	-0:12	**2:54**	2:51	0:02	**2:14**	2:05	0:08	**2:06**	2:11	-0:05	**4:06**	3:48	0:17
NZME Combo	**3:53**	3:56	-0:02	**4:22**	4:25	-0:03	**4:05**	4:29	-0:24	**2:10**	2:03	0:07	**2:42**	2:22	0:19	**4:11**	3:50	0:21	**3:24**	3:22	0:02
All Commercial Radio	**4:22**	4:33	-0:10	**5:30**	5:28	0:02	**5:43**	5:59	-0:15	**3:05**	3:01	0:03	**2:44**	2:30	0:14	**3:13**	3:15	-0:02	**4:32**	4:22	0:09

MediaWorks Combo: Breeze, Channel X, Edge, Magic (Breeze Classic), 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

**Magic rebranded to Breeze Classic from Nov 1st 2025*

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