



NELSON COMMERCIAL RADIO - SURVEY 3 2018

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

Survey Comparisons: 2/2018 - 3/2018

This Survey Period: Sun Sep 10 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Sep 1 2018

Last Survey Period: Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 2018

	All 10+				People 10-17			People 18-34			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	8.1	-0.1	7	4.6	3.7	0.9	4.8	7.1	-2.3	6.3	8.1	-1.8	6.5	7.5	-1.0	6.2	5.4	0.8	7.4	6.9	0.5	9.6	10.2	-0.6
Coast	8.3	8.3	0.0	5	0.1	*	*	1.2	0.1	1.1	0.9	0.3	0.6	3.4	3.0	0.4	11.9	14.8	-2.9	17.8	17.9	-0.1	6.6	5.8	0.8
Edge	14.1	12.6	1.5	1	39.2	50.2	-11.0	35.2	26.4	8.8	22.2	15.4	6.8	17.1	12.6	4.5	8.0	7.0	1.0	4.5	4.1	0.4	17.6	18.1	-0.5
George FM	2.5	3.0	-0.5	13	2.5	3.1	-0.6	2.5	3.7	-1.2	6.8	8.3	-1.5	4.9	5.9	-1.0	1.0	1.5	-0.5	*	0.2	*	3.8	3.1	0.7
Life FM	0.1	*	*	18	0.3	0.2	0.1	*	*	*	*	*	*	*	*	*	0.1	*	*	0.1	*	*	0.1	0.1	0.0
Magic	8.2	9.6	-1.4	6	0.2	0.1	0.1	1.2	1.4	-0.2	1.9	1.7	0.2	4.3	4.4	-0.1	7.4	9.1	-1.7	14.1	18.1	-4.0	3.1	2.9	0.2
Mix	6.1	5.3	0.8	9	1.2	0.1	1.1	4.9	4.3	0.6	6.2	5.9	0.3	9.0	8.7	0.3	10.3	9.1	1.2	4.6	3.5	1.1	6.5	5.1	1.4
More FM	9.6	9.2	0.4	3	13.3	9.9	3.4	6.5	6.7	-0.2	11.3	11.7	-0.4	11.0	10.6	0.4	12.0	10.8	1.2	10.8	9.4	1.4	8.3	10.7	-2.4
Newstalk ZB	9.7	8.1	1.6	2	1.8	1.5	0.3	*	*	*	0.5	0.3	0.2	1.5	0.9	0.6	7.0	5.5	1.5	17.3	14.9	2.4	6.3	6.4	-0.1
Radio Hauraki	3.7	4.1	-0.4	10	0.2	0.4	-0.2	9.5	12.1	-2.6	5.9	8.3	-2.4	4.3	5.4	-1.1	3.1	2.3	0.8	2.4	1.8	0.6	4.0	3.4	0.6
RadioLIVE	3.4	4.0	-0.6	12	0.5	0.5	0.0	0.8	0.9	-0.1	2.3	2.4	-0.1	2.2	1.9	0.3	3.8	2.5	1.3	4.2	5.1	-0.9	2.5	2.0	0.5
Radio Sport	0.9	1.0	-0.1	15	0.3	1.3	-1.0	*	0.3	*	0.2	0.4	-0.2	0.5	0.9	-0.4	1.0	1.1	-0.1	2.0	1.5	0.5	0.6	0.2	0.4
Rhema	0.7	1.1	-0.4	16	1.7	1.6	0.1	*	*	*	1.4	1.9	-0.5	0.9	1.4	-0.5	0.1	0.7	-0.6	0.3	0.9	-0.6	1.0	1.6	-0.6
Rock	9.5	9.2	0.3	4	18.7	16.2	2.5	19.5	20.3	-0.8	18.8	18.4	0.4	15.5	15.0	0.5	7.2	7.6	-0.4	2.2	2.8	-0.6	10.5	10.5	0.0
Star	0.5	1.0	-0.5	17	0.9	0.8	0.1	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	*	0.1	*	0.8	1.7	-0.9	0.2	*	*
The Hits	3.6	3.5	0.1	11	2.1	1.5	0.6	5.3	6.5	-1.2	6.4	6.0	0.4	4.6	5.5	-0.9	3.6	4.3	-0.7	3.5	2.7	0.8	5.7	6.1	-0.4
The Sound	6.2	6.9	-0.7	8	1.2	0.1	1.1	1.0	2.4	-1.4	2.7	3.6	-0.9	8.4	10.3	-1.9	13.2	14.9	-1.7	6.0	6.2	-0.2	7.8	8.1	-0.3
ZM	2.5	2.2	0.3	13	10.2	7.4	2.8	4.9	5.1	-0.2	2.1	2.3	-0.2	2.0	2.0	0.0	1.7	1.5	0.2	1.1	1.0	0.1	3.2	2.7	0.5
Others	2.6	2.6	0.0		1.0	1.2	-0.2	2.7	2.6	0.1	3.9	4.8	-0.9	3.8	3.9	-0.1	2.5	2.0	0.5	0.8	1.2	-0.4	2.8	2.9	-0.1
Mediaworks Combo	62.0	63.1	-1.1		80.1	83.9	-3.8	71.8	69.1	2.7	73.8	70.8	3.0	70.8	69.0	1.8	58.8	58.8	0.0	49.1	52.8	-3.7	65.7	67.4	-1.7
NZME Combo	35.0	32.8	2.2		16.5	13.0	3.5	27.2	29.5	-2.3	22.2	23.6	-1.4	25.3	26.4	-1.1	38.5	38.4	0.1	48.8	43.3	5.5	32.9	29.7	3.2
Potential (000)	80.5	80.5	0.0		9.5	9.9	-0.4	16.1	15.7	0.4	19.3	19.3	0.0	32.7	32.7	0.0	26.1	26.1	0.0	23.5	23.5	0.0	13.0	13.2	-0.2
Sample	911	923	-12		94	98	-4	155	168	-13	248	262	-14	383	386	-3	297	284	13	314	307	7	172	182	-10

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

Mediaworks Combo: Breeze or Edge or George FM or Magic or More FM or RadioLIVE or Rock or The Sound or internet only listening to Mai

NZME Combo: Coast or Mix or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or internet only listening to Flava or Hokonui



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Station Share (%) by Daypart, People 10+

Survey Comparisons: 2/2018 - 3/2018

This Survey Period: Sun Sep 10 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Sep 1 2018

Last Survey Period: Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 2018

	This	Last	+/-
Potential (000)	805	805	0.0
Sample Size	911	923	-1.2

	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	10.4	10.2	0.2	4	9.1	10.3	-1.2	6.9	8.7	-1.8	8.5	7.2	1.3	5.3	3.6	1.7	2.2	2.0	0.2	7.8	7.2	0.6
Coast	5.9	6.9	-1.0	7	9.8	8.6	1.2	8.7	8.9	-0.2	6.3	6.5	-0.2	6.5	5.0	1.5	19.9	17.3	2.6	8.1	8.7	-0.6
Edge	13.2	12.8	0.4	3	12.2	10.4	1.8	15.9	12.4	3.5	16.4	15.7	0.7	8.9	9.1	-0.2	10.4	7.9	2.5	15.4	14.6	0.8
George FM	1.6	1.8	-0.2	14	2.2	3.0	-0.8	2.3	2.9	-0.6	3.2	3.6	-0.4	2.6	3.0	-0.4	2.1	2.9	-0.8	3.2	3.7	-0.5
Life FM	0.1	0.1	0.0	17	*	*	*	0.1	*	*	0.1	0.1	0.0	*	*	*	*	*	*	0.1	*	*
Magic	6.8	5.8	1.0	6	8.2	10.4	-2.2	6.8	9.5	-2.7	6.3	8.7	-2.4	8.8	9.9	-1.1	1.9	4.5	-2.6	11.9	13.1	-1.2
Mix	4.3	4.0	0.3	9	6.4	4.8	1.6	7.8	6.5	1.3	6.7	6.2	0.5	5.1	5.5	-0.4	1.6	4.7	-3.1	6.2	5.3	0.9
More FM	13.3	12.9	0.4	1	10.4	9.9	0.5	10.0	9.4	0.6	9.4	9.1	0.3	3.8	4.4	-0.6	4.7	2.6	2.1	8.4	8.2	0.2
Newstalk ZB	13.3	11.0	2.3	1	7.5	7.4	0.1	6.0	5.1	0.9	6.6	4.0	2.6	21.9	18.7	3.2	25.3	17.4	7.9	7.9	6.9	1.0
Radio Hauraki	4.2	4.8	-0.6	10	4.2	4.5	-0.3	4.2	4.8	-0.6	7.0	7.7	-0.7	4.3	5.5	-1.2	0.4	0.9	-0.5	1.5	1.3	0.2
RadioLIVE	4.6	6.8	-2.2	8	2.7	2.7	0.0	1.6	1.1	0.5	2.0	2.1	-0.1	8.6	8.9	-0.3	7.9	9.8	-1.9	3.5	4.3	-0.8
Radio Sport	0.6	0.7	-0.1	15	0.4	0.6	-0.2	0.7	0.9	-0.2	0.9	1.8	-0.9	2.2	1.5	0.7	0.2	0.3	-0.1	1.3	1.1	0.2
Rhema	0.5	0.8	-0.3	16	0.8	1.5	-0.7	0.9	1.4	-0.5	0.9	1.1	-0.2	1.4	2.0	-0.6	*	0.1	*	0.4	0.6	-0.2
Rock	9.0	8.4	0.6	5	10.3	9.9	0.4	10.5	10.5	0.0	9.1	8.1	1.0	7.3	8.6	-1.3	11.9	15.0	-3.1	8.8	7.8	1.0
Star	0.1	1.2	-1.1	17	0.7	1.2	-0.5	0.4	0.7	-0.3	0.1	*	*	0.1	1.3	-1.2	2.7	4.7	-2.0	0.5	0.8	-0.3
The Hits	2.6	2.3	0.3	13	5.8	4.2	1.6	5.0	4.1	0.9	2.8	3.8	-1.0	2.8	2.4	0.4	3.1	2.2	0.9	2.1	3.8	-1.7
The Sound	3.5	4.3	-0.8	11	5.0	6.3	-1.3	6.8	7.4	-0.6	8.4	9.3	-0.9	6.8	7.8	-1.0	2.5	2.4	0.1	7.9	8.2	-0.3
ZM	3.2	2.9	0.3	12	1.8	2.0	-0.2	2.5	2.1	0.4	2.6	1.9	0.7	3.1	1.8	1.3	3.1	4.7	-1.6	2.2	1.8	0.4
Others	2.8	2.5	0.3		2.4	2.4	0.0	3.1	3.5	-0.4	2.8	3.1	-0.3	0.6	0.9	-0.3	0.2	0.5	-0.3	2.8	2.4	0.4
Mediaworks Combo	62.9	63.3	-0.4		60.3	62.9	-2.6	60.7	61.9	-1.2	63.4	64.0	-0.6	52.4	55.6	-3.2	43.5	47.2	-3.7	68.0	67.9	0.1
NZME Combo	35.6	33.6	2.0		36.0	32.2	3.8	35.1	32.7	2.4	32.9	32.0	0.9	45.8	40.4	5.4	53.6	47.5	6.1	29.3	29.0	0.3

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

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	All 10+				People 10-17			People 18-34			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	9.1	8.4	0.7	4	0.5	0.4	0.1	1.8	1.7	0.1	2.5	2.3	0.2	4.3	4.0	0.3	3.4	2.9	0.5	2.9	2.4	0.5	2.1	1.6	0.5
Coast	9.0	8.7	0.3	5	0.1	*	*	0.1	0.1	0.0	0.4	0.5	-0.1	1.9	1.7	0.2	4.5	4.4	0.1	6.1	5.8	0.3	1.2	1.3	-0.1
Edge	19.6	18.7	0.9	1	4.1	4.8	-0.7	8.1	7.3	0.8	7.1	6.0	1.1	10.2	8.8	1.4	4.7	3.9	0.8	1.8	1.6	0.2	4.0	4.1	-0.1
George FM	2.8	3.7	-0.9	14	0.4	0.4	0.0	0.7	1.2	-0.5	1.6	2.3	-0.7	2.1	2.9	-0.8	0.7	0.6	0.1	0.1	*	*	0.7	1.0	-0.3
Life FM	0.3	0.3	0.0	18	0.1	0.1	0.0	0.1	0.1	0.0	*	*	*	*	*	*	0.1	*	*	0.1	*	*	*	*	*
Magic	7.9	8.5	-0.6	7	*	0.1	*	0.6	0.7	-0.1	0.8	0.7	0.1	1.9	1.9	0.0	3.0	3.3	-0.3	4.7	5.1	-0.4	0.5	0.6	-0.1
Mix	5.8	5.0	0.8	10	0.5	0.3	0.2	0.7	0.6	0.1	1.8	1.7	0.1	3.6	3.5	0.1	2.8	2.5	0.3	1.3	0.9	0.4	1.3	1.0	0.3
More FM	11.3	10.9	0.4	2	2.1	1.8	0.3	1.9	1.7	0.2	3.6	3.3	0.3	5.9	5.7	0.2	4.2	4.5	-0.3	3.1	2.8	0.3	2.0	2.2	-0.2
Newstalk ZB	5.9	6.0	-0.1	9	0.1	0.2	-0.1	0.1	0.1	0.0	0.4	0.2	0.2	0.8	0.5	0.3	1.7	1.7	0.0	3.1	3.4	-0.3	0.6	0.6	0.0
Radio Hauraki	5.0	4.8	0.2	11	0.2	0.1	0.1	1.7	2.0	-0.3	2.3	2.6	-0.3	3.3	3.3	0.0	1.9	1.3	0.6	0.9	0.6	0.3	1.2	1.2	0.0
RadioLIVE	3.4	3.5	-0.1	13	0.2	0.2	0.0	0.1	0.1	0.0	0.7	0.5	0.2	1.3	1.0	0.3	1.5	1.0	0.5	1.5	1.6	-0.1	0.6	0.5	0.1
Radio Sport	1.6	2.2	-0.6	15	0.1	0.3	-0.2	*	0.1	*	0.3	0.4	-0.1	0.5	0.8	-0.3	0.5	0.7	-0.2	0.9	1.0	-0.1	0.2	0.2	0.0
Rhema	0.8	1.1	-0.3	17	0.2	0.2	0.0	*	0.1	*	0.2	0.2	0.0	0.2	0.4	-0.2	0.1	0.4	-0.3	0.2	0.3	-0.1	0.2	0.4	-0.2
Rock	10.1	10.2	-0.1	3	1.4	1.4	0.0	3.6	3.7	-0.1	4.5	4.8	-0.3	6.8	6.7	0.1	3.3	2.8	0.5	1.0	0.9	0.1	1.8	2.1	-0.3
Star	0.9	0.9	0.0	16	0.2	0.2	0.0	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	*	*	*	0.5	0.4	0.1	0.1	*	*
The Hits	6.5	7.0	-0.5	8	0.7	0.7	0.0	1.8	2.1	-0.3	2.2	2.5	-0.3	3.4	3.9	-0.5	2.4	2.4	0.0	1.9	1.7	0.2	1.6	1.9	-0.3
The Sound	8.5	8.8	-0.3	6	0.5	0.1	0.4	0.7	1.0	-0.3	2.2	2.2	0.0	4.7	5.2	-0.5	4.8	5.5	-0.7	2.9	3.1	-0.2	1.9	1.5	0.4
ZM	4.3	3.9	0.4	12	1.0	0.9	0.1	1.6	1.4	0.2	1.2	1.2	0.0	1.9	1.8	0.1	1.2	1.0	0.2	0.7	0.6	0.1	1.0	0.9	0.1
Others	4.7	4.9	-0.2		0.2	0.3	-0.1	1.6	1.5	0.1	1.5	1.7	-0.2	2.8	2.9	-0.1	2.1	1.8	0.3	1.0	1.1	-0.1	0.9	0.9	0.0
Mediaworks Combo	49.2	50.0	-0.8		5.8	6.3	-0.5	11.4	11.3	0.1	14.6	14.0	0.6	23.7	23.2	0.5	17.1	17.0	0.1	13.7	13.6	0.1	9.1	9.5	-0.4
NZME Combo	31.3	31.5	-0.2		2.6	2.4	0.2	5.2	5.5	-0.3	6.8	7.4	-0.6	12.0	12.5	-0.5	11.6	11.4	0.2	11.7	11.5	0.2	5.2	5.5	-0.3
All Commercial Radio	60.9	62.4	-1.5		6.2	6.6	-0.4	12.3	12.4	-0.1	16.7	16.4	0.3	27.5	27.2	0.3	21.2	21.6	-0.4	18.9	19.5	-0.6	10.7	11.1	-0.4
Potential (000)	80.5	80.5	0.0		9.5	9.9	-0.4	16.1	15.7	0.4	19.3	19.3	0.0	32.7	32.7	0.0	26.1	26.1	0.0	23.5	23.5	0.0	13.0	13.2	-0.2
Sample	911	923	-12		94	98	-4	155	168	-13	248	262	-14	383	386	-3	297	284	13	314	307	7	172	182	-10

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	This	Last	+/-
Potential (000)	80.5	80.5	0.0
Sample Size	911	923	-12

	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	4.6	4.0	0.6	4	4.4	4.1	0.3	4.1	4.4	-0.3	4.5	3.5	1.0	2.7	2.0	0.7	1.0	0.9	0.1	6.4	5.7	0.7
Coast	3.5	3.9	-0.4	6	4.2	4.0	0.2	5.1	4.6	0.5	2.9	2.8	0.1	1.9	2.0	-0.1	1.0	1.0	0.0	5.7	6.3	-0.6
Edge	10.9	10.6	0.3	1	9.5	9.2	0.3	9.6	9.7	-0.1	9.8	9.8	0.0	4.1	4.5	-0.4	2.0	1.7	0.3	12.5	11.8	0.7
George FM	1.3	1.5	-0.2	14	1.1	1.7	-0.6	1.2	1.7	-0.5	1.5	1.6	-0.1	0.4	0.4	0.0	0.2	0.3	-0.1	1.7	2.0	-0.3
Life FM	0.1	0.1	0.0	18	*	*	*	0.2	0.1	0.1	0.2	0.2	0.0	*	*	*	*	*	*	0.1	*	*
Magic	2.8	2.8	0.0	8	4.5	5.2	-0.7	4.1	4.8	-0.7	3.5	4.4	-0.9	1.8	2.3	-0.5	0.6	0.8	-0.2	6.0	6.2	-0.2
Mix	2.4	2.2	0.2	11	3.2	2.5	0.7	3.2	2.8	0.4	2.9	2.2	0.7	1.7	1.5	0.2	0.5	0.9	-0.4	4.4	3.9	0.5
More FM	8.1	7.7	0.4	2	4.4	5.0	-0.6	5.1	5.6	-0.5	5.2	5.3	-0.1	1.6	2.1	-0.5	1.1	1.0	0.1	6.0	5.7	0.3
Newstalk ZB	4.2	4.2	0.0	5	2.5	2.8	-0.3	3.0	2.9	0.1	2.1	1.9	0.2	2.8	3.0	-0.2	1.9	1.8	0.1	4.2	4.4	-0.2
Radio Hauraki	2.5	2.6	-0.1	10	2.8	2.6	0.2	3.2	3.4	-0.2	3.0	3.0	0.0	1.0	1.2	-0.2	0.1	0.4	-0.3	2.3	2.1	0.2
RadioLIVE	2.0	2.3	-0.3	13	1.2	1.3	-0.1	1.4	1.1	0.3	1.1	0.8	0.3	1.4	1.2	0.2	1.4	1.7	-0.3	2.4	2.3	0.1
Radio Sport	0.5	0.8	-0.3	15	0.5	0.9	-0.4	0.7	0.8	-0.1	0.6	1.1	-0.5	0.4	0.5	-0.1	0.1	0.2	-0.1	1.0	1.4	-0.4
Rhema	0.5	0.5	0.0	15	0.5	0.6	-0.1	0.5	0.7	-0.2	0.3	0.3	0.0	0.2	0.3	-0.1	*	0.1	*	0.4	0.8	-0.4
Rock	5.8	5.6	0.2	3	3.9	3.8	0.1	5.3	6.1	-0.8	5.0	5.0	0.0	2.4	2.4	0.0	1.3	1.6	-0.3	6.0	5.3	0.7
Star	0.3	0.4	-0.1	17	0.5	0.6	-0.1	0.4	0.5	-0.1	0.1	*	*	*	0.2	*	0.4	0.5	-0.1	0.6	0.7	-0.1
The Hits	2.1	2.8	-0.7	12	3.2	3.2	0.0	2.8	3.3	-0.5	2.3	2.6	-0.3	1.4	1.9	-0.5	0.6	0.6	0.0	2.8	3.4	-0.6
The Sound	2.9	3.2	-0.3	7	2.8	2.9	-0.1	4.8	4.8	0.0	4.0	4.4	-0.4	1.4	1.5	-0.1	0.4	0.5	-0.1	5.1	5.4	-0.3
ZM	2.8	2.6	0.2	8	1.8	1.8	0.0	2.8	2.3	0.5	2.2	1.7	0.5	0.5	0.5	0.0	0.3	0.4	-0.1	2.7	2.4	0.3
Others	1.7	1.6	0.1		1.4	1.4	0.0	2.0	1.9	0.1	1.8	2.0	-0.2	0.6	0.6	0.0	0.1	0.1	0.0	2.2	2.3	-0.1
Mediaworks Combo	31.4	31.9	-0.5		26.2	27.8	-1.6	29.2	31.5	-2.3	29.3	30.2	-0.9	14.2	15.0	-0.8	7.5	7.9	-0.4	37.8	37.4	0.4
NZME Combo	17.1	17.9	-0.8		16.4	16.5	-0.1	19.1	18.3	0.8	15.0	14.5	0.5	8.8	9.8	-1.0	4.3	5.0	-0.7	20.5	21.5	-1.0
All Commercial Radio	42.3	43.8	-1.5		35.8	37.4	-1.6	40.0	41.6	-1.6	39.3	39.8	-0.5	20.6	22.2	-1.6	11.1	11.9	-0.8	49.6	50.8	-1.2

Mediaworks Combo: Breeze or Edge or George FM or Magic or More FM or RadioLIVE or Rock or The Sound or internet only listening to Mai

NZME Combo: Coast or Mix or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or internet only listening to Flava or Hokonui

NELSON COMMERCIAL RADIO - SURVEY 3 2018

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

Survey Comparisons: 2/2018 - 3/2018

This Survey Period: Sun Sep 10 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Sep 1 2018

Last Survey Period: Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 2018

	All 10+			People 10-17			People 18-34			People 25-44			People 25-54			People 45-64			People 55-74			MGS with Klds		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	8:36	10:02	-1:25	5:42	5:54	-0:12	5:26	8:10	-2:44	7:02	9:28	-2:26	6:56	8:25	-1:29	6:27	7:07	-0:40	8:12	10:08	-1:56	7:24	10:32	-3:08
Coast	8:59	9:50	-0:51	0:45	*	*	16:22	3:00	13:22	7:19	1:39	5:40	8:05	7:58	0:07	9:22	12:35	-3:13	9:25	10:42	-1:17	8:55	7:20	1:35
Edge	7:05	6:58	0:06	5:53	7:20	-1:27	8:30	6:54	1:36	8:42	6:50	1:51	7:39	6:31	1:08	6:03	6:50	-0:46	7:47	9:01	-1:13	7:01	7:23	-0:22
George FM	8:39	8:16	0:23	4:13	5:24	-1:11	6:59	6:09	0:50	11:55	9:36	2:18	10:22	9:26	0:55	5:37	9:12	-3:35	1:45	14:30	-12:45	8:34	5:21	3:13
Life FM	2:00	1:20	0:40	2:45	2:45	0:00	0:24	0:23	0:00	2:15	2:15	0:00	2:15	2:15	0:00	4:00	*	*	4:00	*	*	2:15	2:15	0:00
Magic	10:11	11:44	-1:33	2:00	2:00	0:00	4:11	4:04	0:07	6:50	6:08	0:41	10:33	10:22	0:10	8:42	10:35	-1:53	9:37	12:19	-2:41	10:47	8:39	2:08
Mix	10:19	10:52	-0:32	1:22	0:20	1:01	13:03	13:11	-0:07	9:29	9:09	0:19	11:29	11:21	0:08	13:04	13:53	-0:49	11:15	13:04	-1:48	8:20	8:55	-0:35
More FM	8:20	8:44	-0:24	3:46	3:44	0:01	6:39	7:43	-1:04	8:33	9:27	-0:54	8:34	8:27	0:06	10:18	9:13	1:05	11:16	11:30	-0:14	6:30	8:09	-1:38
Newstalk ZB	16:03	13:48	2:15	16:00	4:47	11:12	0:24	0:15	0:09	3:30	3:44	-0:14	9:05	8:40	0:24	15:10	12:22	2:48	18:05	15:06	2:58	17:11	16:34	0:37
Radio Hauraki	7:18	8:48	-1:29	0:39	1:50	-1:10	11:02	11:28	-0:26	7:01	8:22	-1:21	5:52	7:27	-1:34	5:39	6:45	-1:06	8:17	9:57	-1:40	5:09	4:41	0:28
RadioLIVE	9:46	11:47	-2:00	1:25	1:26	-0:00	11:22	19:48	-8:26	9:05	12:04	-2:59	7:37	9:11	-1:33	9:04	9:00	0:04	8:58	11:18	-2:19	6:03	6:34	-0:30
Radio Sport	5:30	4:34	0:56	1:30	3:00	-1:30	*	8:30	*	2:01	2:57	-0:55	4:06	4:44	-0:37	6:56	5:23	1:32	7:28	5:17	2:10	4:38	2:07	2:30
Rhema	8:51	9:51	-0:59	5:45	5:45	0:00	*	1:00	*	24:30	27:59	-3:28	17:32	14:20	3:11	2:04	6:08	-4:04	4:46	10:09	-5:22	6:37	7:00	-0:22
Rock	9:11	9:17	-0:06	8:05	8:15	-0:10	10:38	10:34	0:04	11:36	10:14	1:22	10:28	10:11	0:16	7:53	10:24	-2:30	6:51	10:16	-3:25	9:23	8:40	0:43
Star	4:52	10:57	-6:05	3:00	3:00	0:00	*	*	*	5:00	5:00	0:00	5:00	5:00	0:00	*	12:15	*	5:20	14:27	-9:06	2:00	*	*
The Hits	5:24	5:13	0:10	1:55	1:35	0:20	5:52	5:59	-0:06	7:55	6:32	1:23	6:16	6:27	-0:11	5:13	6:42	-1:29	5:53	5:35	0:18	5:42	5:19	0:22
The Sound	7:11	8:08	-0:57	1:26	1:30	-0:03	2:44	4:39	-1:54	3:21	4:22	-1:00	8:09	8:58	-0:49	9:55	10:14	-0:18	6:39	7:04	-0:24	6:36	9:00	-2:24
ZM	5:36	5:49	-0:13	6:26	5:37	0:49	6:10	6:59	-0:49	4:48	5:04	-0:16	4:46	4:52	-0:05	5:11	5:27	-0:15	5:19	5:43	-0:23	5:11	5:15	-0:03
Others	5:19	5:27	-0:07	3:30	3:15	0:14	3:18	3:27	-0:08	7:08	7:40	-0:32	6:20	6:13	0:06	4:25	4:18	0:07	2:30	3:48	-1:17	4:51	5:17	-0:25
Mediaworks Combo	12:21	13:00	-0:39	8:20	9:12	-0:51	12:20	11:42	0:37	13:59	13:27	0:32	13:42	13:31	0:11	12:18	13:08	-0:50	11:28	13:31	-2:03	11:34	12:04	-0:29
NZME Combo	10:57	10:44	0:12	3:53	3:46	0:06	10:14	10:23	-0:09	9:02	8:31	0:30	9:36	9:34	0:02	11:50	12:43	-0:53	13:21	13:06	0:15	10:08	9:08	0:59
All Commercial Radio	16:06	16:30	-0:24	9:45	10:32	-0:46	15:59	15:27	0:31	16:32	16:17	0:14	16:40	16:46	-0:05	16:50	17:33	-0:43	16:56	17:47	-0:50	14:58	15:12	-0:13
Potential (000)	80.5	80.5	0.0	9.5	9.9	-0.4	16.1	15.7	0.4	19.3	19.3	0.0	32.7	32.7	0.0	26.1	26.1	0.0	23.5	23.5	0.0	13.0	13.2	-0.2
Sample	911	923	-12	94	98	-4	155	168	-13	248	262	-14	383	386	-3	297	284	13	314	307	7	172	182	-10

Mediaworks Combo: Breeze or Edge or George FM or Magic or More FM or RadioLIVE or Rock or The Sound or internet only listening to Mai

NZME Combo: Coast or Mix or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or internet only listening to Flava or Hokonui



NELSON COMMERCIAL RADIO - SURVEY 3 2018

Average Time Spent Listening (hh:mm) by Daypart, People 10+
 Survey Comparisons: 2/2018 - 3/2018

This Survey Period: Sun Sep 10 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Sep 1 2018
 Last Survey Period: Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 2018

	This	Last	+/-
Potential (000)	80.5	80.5	0.0
Sample Size	911	923	-12

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

Mediaworks Combo: Breeze or Edge or George FM or Magic or More FM or RadioLIVE or Rock or The Sound or internet only listening to Mai
 NZME Combo: Coast or Mix or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or internet only listening to Flava or Hokonui