



NELSON COMMERCIAL RADIO - SURVEY 2 2019

Station Share (%) by Demographic, Mon-Sun 12mn-12mn
 Survey Comparisons: 1/2019 - 2/2019

This Survey Period: Sun Jun 24 to Sat Nov 10 2018 & Sun Jan 20 to Sat Jun 8 2019

Last Survey Period: Sun Apr 8 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018 & Sun Jan 20 to Sat Mar 30 2019

	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	10.2	10.9	-0.7	4	4.1	9.4	-5.3	4.6	5.1	-0.5	7.0	7.2	-0.2	8.9	8.6	0.3	11.9	11.4	0.5	14.7	12.3	2.4	9.7	11.0	-1.3
Coast	5.4	7.8	-2.4	8	0.2	0.1	0.1	4.7	4.1	0.6	2.2	2.0	0.2	1.6	3.3	-1.7	4.2	10.2	-6.0	10.3	15.8	-5.5	2.1	8.1	-6.0
Edge	12.6	11.9	0.7	2	35.2	31.6	3.6	28.0	28.6	-0.6	23.1	20.7	2.4	18.3	16.6	1.7	7.4	7.4	0.0	2.0	3.3	-1.3	18.6	17.3	1.3
George FM	2.3	2.1	0.2	12	2.7	0.2	2.5	1.1	2.9	-1.8	2.8	5.1	-2.3	4.4	4.2	0.2	3.4	1.4	2.0	0.1	0.1	0.0	3.4	5.6	-2.2
Life FM	0.7	0.4	0.3	16	1.4	0.7	0.7	0.9	0.5	0.4	1.8	1.2	0.6	1.2	0.8	0.4	0.4	0.2	0.2	0.1	0.1	0.0	2.7	1.9	0.8
Magic Music & Talk*	13.9	13.8	0.1	1	5.2	2.9	2.3	1.1	0.9	0.2	2.7	3.2	-0.5	4.9	6.3	-1.4	13.5	15.3	-1.8	24.8	24.3	0.5	9.8	7.9	1.9
Mix	3.8	4.3	-0.5	10	1.4	1.3	0.1	5.8	3.9	1.9	7.9	5.9	2.0	6.8	6.6	0.2	3.1	5.6	-2.5	2.1	3.5	-1.4	3.7	4.2	-0.5
More FM	11.8	11.1	0.7	3	14.1	19.7	-5.6	8.9	9.1	-0.2	11.3	12.5	-1.2	12.9	13.3	-0.4	16.1	13.0	3.1	12.5	9.4	3.1	11.5	9.9	1.6
Newstalk ZB	7.8	8.5	-0.7	6	*	*	*	*	*	*	0.3	0.3	0.0	1.1	1.1	0.0	5.0	6.9	-1.9	10.0	14.8	-4.8	1.5	0.8	0.7
Radio Hauraki	2.8	3.2	-0.4	11	1.4	0.7	0.7	9.1	8.2	0.9	2.6	3.9	-1.3	2.2	2.9	-0.7	1.8	2.3	-0.5	1.1	1.9	-0.8	1.3	1.9	-0.6
Radio Sport	1.0	0.9	0.1	14	*	*	*	0.4	0.3	0.1	0.8	0.7	0.1	0.9	0.8	0.1	0.9	0.7	0.2	1.0	1.0	0.0	0.9	0.7	0.2
Rhema	0.2	0.2	0.0	17	*	*	*	*	*	*	0.1	*	*	0.1	*	*	0.1	0.1	0.0	0.5	0.4	0.1	*	*	*
Rock	8.1	9.8	-1.7	5	14.9	14.5	0.4	16.5	19.7	-3.2	16.7	18.5	-1.8	13.4	16.5	-3.1	5.8	7.7	-1.9	2.0	1.5	0.5	13.3	12.9	0.4
Star	0.9	0.3	0.6	15	0.1	*	*	*	*	*	*	*	*	*	*	*	0.2	*	*	2.5	0.7	1.8	0.1	0.2	-0.1
The Hits	4.8	4.0	0.8	9	8.5	7.0	1.5	4.7	5.0	-0.3	8.6	9.0	-0.4	6.7	6.4	0.3	4.4	2.2	2.2	3.3	1.6	1.7	4.9	4.7	0.2
The Sound	6.7	5.5	1.2	7	3.1	2.8	0.3	0.7	0.8	-0.1	3.0	3.5	-0.5	6.3	6.8	-0.5	14.5	10.9	3.6	10.7	6.7	4.0	5.4	6.8	-1.4
ZM	2.3	2.0	0.3	12	2.4	5.4	-3.0	9.3	6.6	2.7	5.0	2.6	2.4	3.1	1.7	1.4	0.6	0.7	-0.1	0.4	0.7	-0.3	2.4	0.9	1.5
Others	4.7	3.5	1.2		5.3	3.7	1.6	4.0	4.3	-0.3	4.0	3.6	0.4	7.0	4.2	2.8	6.8	3.9	2.9	1.9	1.9	0.0	8.9	5.1	3.8
MediaWorks Combo	65.7	65.5	0.2		80.0	81.9	-1.9	60.9	67.4	-6.5	66.6	72.3	-5.7	69.2	73.2	-4.0	72.6	67.2	5.4	66.6	57.6	9.0	71.6	73.8	-2.2
NZME Combo	27.9	30.7	-2.8		13.9	14.5	-0.6	34.5	28.4	6.1	27.6	24.5	3.1	22.5	22.8	-0.3	20.0	28.6	-8.6	28.3	39.2	-10.9	16.9	21.5	-4.6
Potential (000)	81.8	81.8	0.0		9.7	9.1	0.6	16.4	17.0	-0.6	19.5	19.5	0.0	32.9	32.9	0.0	26.4	26.4	0.0	24.2	24.2	0.0	15.6	15.1	0.5
Sample	833	865	-32		74	76	-2	128	143	-15	206	226	-20	332	351	-19	269	277	-8	296	307	-11	152	153	-1

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 Music & Talk or More FM 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

*Magic Music & Talk includes a combination of Magic and RadioLIVE for Sunday April 8 – Saturday June 16 & Sunday June 24 – Saturday November 10 2018.



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Station Share (%) by Daypart, People 10+
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Last Survey Period: Sun Apr 8 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018 & Sun Jan 20 to Sat Mar 30 2019

	This	Last	+/-
Potential (000)	81.8	81.8	0.0
Sample Size	833	865	-32

	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	9.1	9.8	-0.7	5	10.6	11.5	-0.9	12.6	13.0	-0.4	11.4	13.9	-2.5	9.2	6.6	2.6	8.5	4.1	4.4	8.3	9.6	-1.3
Coast	4.6	5.7	-1.1	8	5.7	7.4	-1.7	5.3	7.4	-2.1	4.9	6.5	-1.6	7.3	6.8	0.5	7.2	16.2	-9.0	5.6	9.6	-4.0
Edge	12.9	12.4	0.5	3	10.8	11.1	-0.3	13.0	12.0	1.0	13.6	12.4	1.2	9.3	8.7	0.6	12.6	8.7	3.9	14.0	13.0	1.0
George FM	1.5	1.2	0.3	13	2.5	2.1	0.4	1.3	0.9	0.4	2.9	3.4	-0.5	1.2	4.7	-3.5	0.4	2.8	-2.4	4.0	2.6	1.4
Life FM	0.8	0.5	0.3	15	0.6	0.4	0.2	0.5	0.2	0.3	0.9	0.5	0.4	0.1	*	*	0.5	0.3	0.2	1.0	0.7	0.3
Magic Music & Talk*	15.1	14.3	0.8	2	14.1	14.2	-0.1	11.7	11.5	0.2	9.5	8.0	1.5	16.1	20.9	-4.8	23.8	24.4	-0.6	14.8	14.9	-0.1
Mix	2.4	2.7	-0.3	11	5.4	5.6	-0.2	5.2	6.4	-1.2	3.1	3.9	-0.8	1.5	0.7	0.8	0.9	0.4	0.5	3.6	4.2	-0.6
More FM	17.1	15.8	1.3	1	12.6	11.2	1.4	11.4	10.9	0.5	10.3	11.6	-1.3	4.0	4.4	-0.4	6.9	5.5	1.4	10.4	9.5	0.9
Newstalk ZB	10.8	13.0	-2.2	4	6.1	8.1	-2.0	4.3	4.0	0.3	5.6	5.7	-0.1	17.6	20.9	-3.3	12.1	10.9	1.2	8.5	8.0	0.5
Radio Hauraki	2.7	2.4	0.3	10	3.4	3.8	-0.4	4.1	5.1	-1.0	2.7	3.6	-0.9	0.5	2.1	-1.6	*	0.2	*	2.0	2.0	0.0
Radio Sport	1.0	1.0	0.0	14	0.7	0.6	0.1	0.5	0.5	0.0	0.9	0.9	0.0	2.6	2.0	0.6	0.9	0.9	0.0	1.4	1.2	0.2
Rhema	0.2	0.1	0.1	17	0.2	0.2	0.0	*	*	*	0.1	0.1	0.0	1.1	1.0	0.1	0.5	0.5	0.0	0.2	0.2	0.0
Rock	7.3	9.6	-2.3	6	7.6	8.5	-0.9	8.8	10.7	-1.9	13.0	13.2	-0.2	10.4	7.3	3.1	5.1	10.0	-4.9	5.9	8.8	-2.9
Star	0.7	0.1	0.6	16	1.2	0.4	0.8	0.6	0.2	0.4	0.8	0.1	0.7	0.7	0.2	0.5	1.7	0.6	1.1	1.0	0.3	0.7
The Hits	4.1	3.6	0.5	9	4.3	4.1	0.2	5.1	4.5	0.6	5.1	3.3	1.8	3.6	4.2	-0.6	9.4	9.6	-0.2	5.0	3.0	2.0
The Sound	4.8	4.0	0.8	7	8.0	6.6	1.4	7.9	7.4	0.5	6.6	5.7	0.9	5.2	2.6	2.6	3.0	0.7	2.3	7.1	5.3	1.8
ZM	1.8	1.9	-0.1	12	1.5	1.3	0.2	2.8	2.1	0.7	2.8	2.5	0.3	5.8	4.5	1.3	2.1	2.3	-0.2	1.7	1.5	0.2
Others	3.1	2.0	1.1		4.8	3.0	1.8	5.0	3.0	2.0	5.7	4.9	0.8	3.9	2.4	1.5	4.6	1.7	2.9	5.5	5.5	0.0
MediaWorks Combo	67.9	67.6	0.3		66.2	65.3	0.9	66.6	66.6	0.0	67.6	68.4	-0.8	55.4	55.3	0.1	60.2	56.2	4.0	64.6	65.1	-0.5
NZME Combo	27.3	30.2	-2.9		27.0	30.8	-3.8	27.4	30.1	-2.7	25.3	26.6	-1.3	38.8	41.3	-2.5	32.5	40.6	-8.1	27.8	29.5	-1.7

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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	8.5	8.6	-0.1	5	1.0	0.9	0.1	1.2	1.6	-0.4	1.6	2.0	-0.4	3.5	3.6	-0.1	3.7	3.5	0.2	3.2	3.2	0.0	2.1	1.9	0.2
Coast	7.3	9.1	-1.8	7	0.1	0.1	0.0	1.1	0.9	0.2	0.9	0.8	0.1	1.3	1.8	-0.5	2.7	3.8	-1.1	4.1	5.5	-1.4	0.6	0.9	-0.3
Edge	19.1	18.5	0.6	1	4.3	3.5	0.8	6.6	7.1	-0.5	7.3	7.1	0.2	10.7	10.5	0.2	4.9	5.1	-0.2	1.7	1.9	-0.2	5.7	5.5	0.2
George FM	4.2	3.4	0.8	13	0.4	0.2	0.2	0.9	0.9	0.0	1.4	1.6	-0.2	3.1	2.7	0.4	2.0	1.3	0.7	0.3	0.2	0.1	1.0	1.0	0.0
Life FM	1.5	0.8	0.7	15	0.4	0.1	0.3	0.5	0.3	0.2	0.8	0.4	0.4	1.0	0.6	0.4	0.4	0.2	0.2	0.1	0.1	0.0	0.8	0.5	0.3
Magic Music & Talk*	11.9	12.4	-0.5	3	0.7	0.5	0.2	0.7	0.5	0.2	1.7	1.4	0.3	3.0	3.0	0.0	3.8	4.4	-0.6	6.2	7.0	-0.8	2.1	1.6	0.5
Mix	5.0	5.2	-0.2	9	0.3	0.2	0.1	1.0	0.8	0.2	2.1	1.9	0.2	3.6	3.4	0.2	2.4	2.8	-0.4	1.1	1.5	-0.4	1.4	1.4	0.0
More FM	12.9	12.4	0.5	2	1.9	1.9	0.0	2.6	2.3	0.3	3.9	4.0	-0.1	6.1	6.5	-0.4	4.2	4.5	-0.3	3.6	3.0	0.6	2.6	2.4	0.2
Newstalk ZB	4.8	5.1	-0.3	10	*	*	*	0.1	0.1	0.0	0.2	0.2	0.0	0.5	0.5	0.0	1.5	1.7	-0.2	2.3	2.7	-0.4	0.1	0.1	0.0
Radio Hauraki	4.7	5.0	-0.3	11	0.5	0.4	0.1	1.9	1.6	0.3	2.3	2.7	-0.4	3.0	3.3	-0.3	1.3	1.4	-0.1	0.5	0.8	-0.3	1.0	1.0	0.0
Radio Sport	2.4	1.8	0.6	14	*	*	*	0.8	0.5	0.3	0.8	0.7	0.1	1.1	1.0	0.1	0.6	0.4	0.2	0.7	0.5	0.2	0.8	0.5	0.3
Rhema	0.5	0.5	0.0	17	*	*	*	*	*	*	0.1	*	*	0.2	0.1	0.1	0.2	0.2	0.0	0.3	0.3	0.0	*	*	*
Rock	9.5	10.9	-1.4	4	1.6	1.9	-0.3	3.3	3.4	-0.1	4.3	4.7	-0.4	6.3	7.3	-1.0	2.9	3.5	-0.6	1.1	1.0	0.1	2.5	2.4	0.1
Star	1.0	0.7	0.3	16	0.1	*	*	0.1	*	*	0.1	*	*	0.1	*	*	0.1	*	*	0.8	0.6	0.2	0.1	0.2	-0.1
The Hits	6.3	5.9	0.4	8	1.1	0.9	0.2	1.2	1.4	-0.2	2.5	2.6	-0.1	3.3	3.2	0.1	2.1	1.8	0.3	1.7	1.4	0.3	1.7	1.5	0.2
The Sound	7.6	7.7	-0.1	6	1.2	1.1	0.1	0.8	0.8	0.0	1.2	1.9	-0.7	3.6	3.9	-0.3	4.5	4.0	0.5	2.6	2.6	0.0	1.7	1.8	-0.1
ZM	4.4	3.3	1.1	12	0.5	0.5	0.0	2.3	1.8	0.5	2.3	1.4	0.9	2.6	1.6	1.0	0.8	0.7	0.1	0.6	0.5	0.1	1.2	0.6	0.6
Others	7.2	5.9	1.3		1.2	0.7	0.5	1.5	2.0	-0.5	1.2	1.8	-0.6	3.5	2.9	0.6	3.6	2.2	1.4	1.6	1.2	0.4	1.9	1.4	0.5
MediaWorks Combo	48.6	49.7	-1.1		6.3	5.6	0.7	9.5	10.6	-1.1	14.0	14.7	-0.7	23.2	24.2	-1.0	16.6	17.3	-0.7	13.5	14.1	-0.6	11.5	11.2	0.3
NZME Combo	28.2	28.7	-0.5		2.2	2.0	0.2	6.3	5.6	0.7	8.2	7.6	0.6	11.7	11.3	0.4	9.2	10.1	-0.9	9.3	10.6	-1.3	5.5	5.1	0.4
All Commercial Radio	61.8	61.2	0.6		7.3	5.9	1.4	12.0	12.7	-0.7	17.0	17.2	-0.2	28.0	28.0	0.0	20.6	20.9	-0.3	17.6	18.3	-0.7	13.5	12.6	0.9
Potential (000)	81.8	81.8	0.0		9.7	9.1	0.6	16.4	17.0	-0.6	19.5	19.5	0.0	32.9	32.9	0.0	26.4	26.4	0.0	24.2	24.2	0.0	15.6	15.1	0.5
Sample	833	865	-32		74	76	-2	128	143	-15	206	226	-20	332	351	-19	269	277	-8	296	307	-11	152	153	-1

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	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	4.8	4.8	0.0	5	3.9	4.2	-0.3	4.7	4.4	0.3	4.0	4.6	-0.6	1.9	2.3	-0.4	1.3	0.8	0.5	4.9	5.6	-0.7
Coast	3.3	4.3	-1.0	8	3.9	4.3	-0.4	3.7	4.7	-1.0	2.5	3.0	-0.5	1.0	1.6	-0.6	0.8	0.9	-0.1	3.5	5.4	-1.9
Edge	10.6	10.5	0.1	1	7.8	8.5	-0.7	9.5	9.6	-0.1	8.8	7.9	0.9	3.2	3.3	-0.1	2.8	2.0	0.8	12.4	12.0	0.4
George FM	1.8	1.7	0.1	12	1.8	1.2	0.6	1.5	1.2	0.3	2.1	1.8	0.3	0.4	0.4	0.0	0.2	0.2	0.0	2.4	1.5	0.9
Life FM	0.7	0.2	0.5	15	0.6	0.3	0.3	0.9	0.4	0.5	0.7	0.4	0.3	0.1	*	*	0.4	0.2	0.2	0.9	0.5	0.4
Magic Music & Talk*	6.7	6.3	0.4	3	6.7	6.7	0.0	6.7	7.0	-0.3	4.5	4.5	0.0	2.9	3.6	-0.7	1.9	1.6	0.3	9.0	9.0	0.0
Mix	2.0	1.9	0.1	11	2.5	2.4	0.1	2.5	2.4	0.1	2.5	2.5	0.0	1.0	1.1	-0.1	0.4	0.3	0.1	3.0	3.5	-0.5
More FM	8.0	8.4	-0.4	2	6.3	6.0	0.3	6.5	6.0	0.5	5.0	5.2	-0.2	1.5	1.3	0.2	1.7	1.4	0.3	8.5	7.8	0.7
Newstalk ZB	3.9	3.9	0.0	6	2.5	2.8	-0.3	2.1	2.5	-0.4	2.0	1.9	0.1	1.6	1.9	-0.3	1.3	1.2	0.1	3.8	3.6	0.2
Radio Hauraki	2.2	2.1	0.1	10	2.0	2.2	-0.2	2.8	3.2	-0.4	2.2	2.6	-0.4	0.4	0.4	0.0	*	0.1	*	2.4	2.4	0.0
Radio Sport	0.9	0.8	0.1	14	0.8	0.7	0.1	1.0	0.9	0.1	0.4	0.5	-0.1	0.6	0.5	0.1	0.2	0.2	0.0	1.0	0.8	0.2
Rhema	0.4	0.4	0.0	17	0.3	0.3	0.0	*	0.1	*	0.1	0.1	0.0	0.2	0.3	-0.1	0.1	0.1	0.0	0.3	0.4	-0.1
Rock	5.3	6.7	-1.4	4	3.9	4.3	-0.4	4.6	5.3	-0.7	5.4	6.3	-0.9	2.1	2.1	0.0	0.8	1.2	-0.4	4.8	5.6	-0.8
Star	0.5	0.4	0.1	16	0.7	0.4	0.3	0.5	0.3	0.2	0.4	0.1	0.3	0.1	0.1	0.0	0.4	0.2	0.2	0.5	0.4	0.1
The Hits	2.7	2.3	0.4	9	3.1	2.5	0.6	3.3	2.9	0.4	3.3	2.8	0.5	1.0	1.2	-0.2	0.6	0.4	0.2	3.8	3.1	0.7
The Sound	3.4	3.2	0.2	7	3.5	3.2	0.3	3.8	4.0	-0.2	3.2	3.3	-0.1	1.4	1.2	0.2	0.3	0.2	0.1	4.2	4.1	0.1
ZM	1.7	1.7	0.0	13	1.7	1.4	0.3	2.9	2.1	0.8	2.4	2.0	0.4	1.3	0.7	0.6	0.4	0.4	0.0	2.0	1.8	0.2
Others	2.6	1.9	0.7		2.5	2.1	0.4	3.7	2.4	1.3	4.2	3.3	0.9	1.8	1.1	0.7	1.0	0.4	0.6	3.8	3.5	0.3
MediaWorks Combo	32.8	33.3	-0.5		27.9	28.8	-0.9	30.4	30.6	-0.2	28.0	28.8	-0.8	11.7	12.5	-0.8	7.5	6.5	1.0	38.1	38.8	-0.7
NZME Combo	15.5	16.0	-0.5		13.9	14.1	-0.2	16.6	17.0	-0.4	14.3	14.4	-0.1	6.6	6.8	-0.2	3.6	3.5	0.1	17.7	18.7	-1.0
All Commercial Radio	44.1	43.7	0.4		38.8	38.1	0.7	41.9	41.8	0.1	39.1	38.8	0.3	18.6	18.2	0.4	10.9	9.5	1.4	49.2	49.4	-0.2

MediaWorks Combo: Breeze or Edge or George FM or Magic Music & Talk or More FM 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

*Magic Music & Talk includes a combination of Magic and RadioLIVE for Sunday April 8 - Saturday June 16 & Sunday June 24 - Saturday November 10 2018.



NELSON COMMERCIAL RADIO - SURVEY 2 2019

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

Survey Comparisons: 1/2019 - 2/2019

This Survey Period: Sun Jun 24 to Sat Nov 10 2018 & Sun Jan 20 to Sat Jun 8 2019

Last Survey Period: Sun Apr 8 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018 & Sun Jan 20 to Sat Mar 30 2019

	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	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	11:25	12:11	-0:46	2:31	5:50	-3:19	6:13	5:45	0:28	10:36	9:29	1:07	10:44	10:32	0:11	11:25	11:50	-0:25	16:15	12:13	3:01	8:41	10:03	-1:22
Coast	7:03	8:12	-1:09	0:45	0:45	0:00	7:12	7:47	-0:35	6:21	6:22	-0:01	5:21	8:00	-2:38	5:37	9:44	-4:07	8:17	9:15	-0:57	6:22	15:17	-8:55
Edge	6:18	6:10	0:07	5:03	5:03	-0:00	6:51	7:11	-0:20	7:53	7:49	0:03	7:17	6:59	0:18	5:25	5:13	0:11	3:56	5:26	-1:29	6:03	5:28	0:35
George FM	5:11	5:51	-0:39	3:53	0:42	3:11	1:55	6:06	-4:10	4:53	8:19	-3:26	6:06	6:51	-0:44	6:07	3:58	2:09	0:55	1:01	-0:06	6:16	9:53	-3:36
Life FM	4:23	5:24	-1:00	2:20	3:15	-0:54	3:17	3:15	0:01	5:51	7:35	-1:43	5:09	6:05	-0:55	3:23	2:28	0:54	4:00	4:00	0:00	5:57	6:43	-0:45
Magic Music & Talk*	11:07	10:42	0:25	4:20	3:04	1:16	2:31	3:02	-0:31	4:00	5:56	-1:55	7:05	9:17	-2:12	12:52	12:34	0:17	13:11	11:12	1:59	8:42	8:32	0:10
Mix	7:13	8:03	-0:50	2:41	2:55	-0:14	9:44	8:22	1:22	9:30	8:32	0:58	7:56	8:29	-0:33	4:39	7:23	-2:43	6:12	7:45	-1:33	4:53	5:14	-0:21
More FM	8:41	8:31	0:09	4:39	5:47	-1:07	5:30	7:08	-1:37	7:19	8:26	-1:06	9:04	9:03	0:00	13:53	10:38	3:14	11:21	10:09	1:11	8:19	7:11	1:08
Newstalk ZB	15:26	15:58	-0:32	*	*	*	0:30	0:30	0:00	3:23	3:17	0:05	8:21	8:46	-0:25	12:06	14:38	-2:32	14:27	17:27	-3:00	20:57	12:50	8:07
Radio Hauraki	5:39	6:11	-0:32	1:37	0:55	0:41	7:46	9:01	-1:15	2:55	3:53	-0:57	3:08	3:48	-0:40	5:14	5:47	-0:33	7:23	7:43	-0:19	2:20	3:12	-0:52
Radio Sport	3:53	4:46	-0:53	*	*	*	0:50	1:02	-0:11	2:22	2:44	-0:21	3:14	3:37	-0:23	5:24	7:32	-2:07	4:41	5:43	-1:01	1:58	2:29	-0:31
Rhema	4:16	3:33	0:42	*	*	*	*	*	*	3:15	*	*	2:05	1:00	1:05	1:59	2:00	-0:01	5:38	4:24	1:13	*	*	*
Rock	8:07	8:35	-0:27	5:52	4:15	1:37	8:09	10:19	-2:09	9:47	10:33	-0:46	9:03	10:05	-1:02	7:07	8:07	-1:00	6:03	4:57	1:06	9:59	9:16	0:42
Star	8:32	3:38	4:54	0:30	*	*	0:45	*	*	0:45	*	*	0:45	*	*	6:15	*	*	10:38	4:11	6:27	2:00	2:00	0:00
The Hits	7:12	6:29	0:43	4:39	4:19	0:19	6:34	6:18	0:15	8:27	9:08	-0:41	8:34	8:42	-0:08	7:41	4:30	3:11	6:26	3:31	2:54	5:23	5:30	-0:06
The Sound	8:25	6:53	1:32	1:31	1:24	0:06	1:23	1:48	-0:24	6:06	4:59	1:06	7:22	7:41	-0:18	11:27	9:46	1:41	13:24	8:12	5:12	5:43	6:33	-0:49
ZM	4:50	5:39	-0:48	2:51	6:11	-3:20	6:39	6:45	-0:05	5:26	4:58	0:28	5:03	4:50	0:12	2:49	4:09	-1:19	2:29	4:19	-1:49	3:46	2:43	1:02
Others	6:16	5:42	0:33	2:45	2:50	-0:04	4:26	3:50	0:35	8:16	5:18	2:57	8:37	6:23	2:13	6:48	6:34	0:13	3:53	5:03	-1:09	8:57	6:16	2:41
MediaWorks Combo	12:52	12:38	0:14	7:52	8:12	-0:20	10:23	11:26	-1:02	11:53	13:10	-1:16	12:40	13:23	-0:42	15:41	14:06	1:35	16:16	13:06	3:10	11:37	11:28	0:09
NZME Combo	9:25	10:16	-0:51	3:53	4:07	-0:13	8:56	9:02	-0:06	8:24	8:37	-0:12	8:07	8:53	-0:45	7:48	10:19	-2:30	10:03	11:54	-1:51	5:46	7:18	-1:32
All Commercial Radio	15:25	15:40	-0:15	8:27	9:26	-0:58	13:31	14:06	-0:35	14:42	15:33	-0:51	15:10	15:46	-0:36	17:23	17:25	-0:01	18:38	17:33	1:04	13:50	13:48	0:02
Potential (000)	81.8	81.8	0.0	9.7	9.1	0.6	16.4	17.0	-0.6	19.5	19.5	0.0	32.9	32.9	0.0	26.4	26.4	0.0	24.2	24.2	0.0	15.6	15.1	0.5
Sample	833	865	-32	74	76	-2	128	143	-15	206	226	-20	332	351	-19	269	277	-8	296	307	-11	152	153	-1

MediaWorks Combo: Breeze or Edge or George FM or Magic Music & Talk or More FM 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

*Magic Music & Talk includes a combination of Magic and RadioLIVE for Sunday April 8 – Saturday June 16 & Sunday June 24 – Saturday November 10 2018.



NELSON COMMERCIAL RADIO - SURVEY 2 2019

Average Time Spent Listening (hh:mm) by Daypart, People 10+
 Survey Comparisons: 1/2019 - 2/2019

This Survey Period: Sun Jun 24 to Sat Nov 10 2018 & Sun Jan 20 to Sat Jun 8 2019

Last Survey Period: Sun Apr 8 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018 & Sun Jan 20 to Sat Mar 30 2019

	This	Last	+/-
Potential (000)	81.8	81.8	0.0
Sample Size	833	865	-32

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

MediaWorks Combo: Breeze or Edge or George FM or Magic Music & Talk or More FM 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

*Magic Music & Talk includes a combination of Magic and RadioLIVE for Sunday April 8 – Saturday June 16 & Sunday June 24 – Saturday November 10 2018.