



NELSON COMMERCIAL RADIO - SURVEY 3 2019

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

Survey Comparisons: 2/2019 - 3/2019

This Survey Period: Sun Sep 2 to Sat Nov 10 2018 & Sun Jan 20 to Sat Jun 8 & Sun Jun 16 to Sat Aug 24 2019

Last Survey Period: Sun Jun 24 to Sat Nov 10 2018 & Sun Jan 20 to Sat Jun 8 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	11.8	10.2	1.6	3	4.1	4.1	0.0	5.4	4.6	0.8	6.5	7.0	-0.5	11.0	8.9	2.1	16.9	11.9	5.0	17.0	14.7	2.3	10.6	9.7	0.9
Coast	3.9	5.4	-1.5	9	*	0.2	*	2.3	4.7	-2.4	0.8	2.2	-1.4	1.2	1.6	-0.4	4.3	4.2	0.1	6.9	10.3	-3.4	1.9	2.1	-0.2
Edge	12.1	12.6	-0.5	2	36.5	35.2	1.3	21.4	28.0	-6.6	21.0	23.1	-2.1	17.4	18.3	-0.9	7.7	7.4	0.3	2.5	2.0	0.5	16.6	18.6	-2.0
George FM	2.4	2.3	0.1	12	3.8	2.7	1.1	1.8	1.1	0.7	2.9	2.8	0.1	4.6	4.4	0.2	3.4	3.4	0.0	0.1	0.1	0.0	3.8	3.4	0.4
Life FM	0.6	0.7	-0.1	16	1.1	1.4	-0.3	0.9	0.9	0.0	1.8	1.8	0.0	1.3	1.2	0.1	0.2	0.4	-0.2	*	0.1	*	2.7	2.7	0.0
Magic Music & Talk*	13.0	13.9	-0.9	1	5.1	5.2	-0.1	1.1	1.1	0.0	1.4	2.7	-1.3	4.8	4.9	-0.1	11.3	13.5	-2.2	22.5	24.8	-2.3	11.4	9.8	1.6
Mix	4.1	3.8	0.3	8	0.8	1.4	-0.6	6.6	5.8	0.8	7.8	7.9	-0.1	6.3	6.8	-0.5	4.4	3.1	1.3	4.0	2.1	1.9	2.6	3.7	-1.1
More FM	10.0	11.8	-1.8	4	13.9	14.1	-0.2	5.7	8.9	-3.2	8.6	11.3	-2.7	8.5	12.9	-4.4	14.1	16.1	-2.0	13.9	12.5	1.4	10.2	11.5	-1.3
Newstalk ZB	8.0	7.8	0.2	6	*	*	*	*	*	*	*	0.3	*	0.5	1.1	-0.6	4.0	5.0	-1.0	9.4	10.0	-0.6	3.9	1.5	2.4
Radio Hauraki	3.0	2.8	0.2	11	1.0	1.4	-0.4	8.1	9.1	-1.0	5.3	2.6	2.7	3.9	2.2	1.7	1.1	1.8	-0.7	0.4	1.1	-0.7	1.1	1.3	-0.2
Radio Sport	1.8	1.0	0.8	14	*	*	*	0.7	0.4	0.3	0.8	0.8	0.0	0.7	0.9	-0.2	1.7	0.9	0.8	3.4	1.0	2.4	0.4	0.9	-0.5
Rhema	0.1	0.2	-0.1	17	*	*	*	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.5	-0.4	*	*	*
Rock	9.4	8.1	1.3	5	12.8	14.9	-2.1	25.5	16.5	9.0	19.2	16.7	2.5	15.5	13.4	2.1	5.3	5.8	-0.5	1.1	2.0	-0.9	14.0	13.3	0.7
Star	1.2	0.9	0.3	15	0.1	0.1	0.0	0.1	*	*	*	*	*	0.1	*	*	0.1	0.2	-0.1	1.8	2.5	-0.7	*	0.1	*
The Hits	3.7	4.8	-1.1	10	8.7	8.5	0.2	3.9	4.7	-0.8	5.8	8.6	-2.8	5.1	6.7	-1.6	3.8	4.4	-0.6	2.9	3.3	-0.4	4.6	4.9	-0.3
The Sound	6.3	6.7	-0.4	7	2.3	3.1	-0.8	1.1	0.7	0.4	2.1	3.0	-0.9	5.0	6.3	-1.3	14.3	14.5	-0.2	11.6	10.7	0.9	3.7	5.4	-1.7
ZM	2.1	2.3	-0.2	13	2.2	2.4	-0.2	9.3	9.3	0.0	5.2	5.0	0.2	3.4	3.1	0.3	0.5	0.6	-0.1	0.3	0.4	-0.1	3.0	2.4	0.6
Others	6.5	4.7	1.8		7.6	5.3	2.3	6.4	4.0	2.4	10.4	4.0	6.4	10.9	7.0	3.9	6.7	6.8	-0.1	2.1	1.9	0.2	9.5	8.9	0.6
MediaWorks Combo	64.9	65.7	-0.8		79.3	80.0	-0.7	61.8	60.9	0.9	61.9	66.6	-4.7	66.7	69.2	-2.5	73.0	72.6	0.4	68.7	66.6	2.1	70.3	71.6	-1.3
NZME Combo	26.8	27.9	-1.1		12.7	13.9	-1.2	31.0	34.5	-3.5	25.9	27.6	-1.7	21.1	22.5	-1.4	19.9	20.0	-0.1	27.3	28.3	-1.0	17.5	16.9	0.6
Potential (000)	81.8	81.8	0.0		10.0	9.7	0.3	16.1	16.4	-0.3	19.5	19.5	0.0	32.9	32.9	0.0	26.4	26.4	0.0	24.2	24.2	0.0	16.1	15.6	0.5
Sample	884	833	51		92	74	18	138	128	10	220	206	14	356	332	24	274	269	5	294	296	-2	171	152	19

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 the following Regional dates in S2 2019: Jun 24 - Nov 10 2018 and in S3 2019: Sep 2 - Nov 10 2018.



NELSON COMMERCIAL RADIO - SURVEY 3 2019

Station Share (%) by Daypart, People 10+

Survey Comparisons: 2/2019 - 3/2019

This Survey Period: Sun Sep 2 to Sat Nov 10 2018 & Sun Jan 20 to Sat Jun 8 & Sun Jun 16 to Sat Aug 24 2019

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

	This	Last	+/-
Potential (000)	81.8	81.8	0.0
Sample Size	884	833	51

	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	10.6	9.1	1.5	4	12.3	10.6	1.7	14.3	12.6	1.7	11.4	11.4	0.0	15.0	9.2	5.8	10.2	8.5	1.7	9.3	8.3	1.0
Coast	3.6	4.6	-1.0	8	3.0	5.7	-2.7	3.3	5.3	-2.0	2.8	4.9	-2.1	4.1	7.3	-3.2	6.7	7.2	-0.5	5.9	5.6	0.3
Edge	12.4	12.9	-0.5	3	11.3	10.8	0.5	12.1	13.0	-0.9	13.6	13.6	0.0	11.3	9.3	2.0	10.8	12.6	-1.8	12.0	14.0	-2.0
George FM	1.3	1.5	-0.2	14	2.5	2.5	0.0	2.0	1.3	0.7	3.4	2.9	0.5	1.4	1.2	0.2	0.3	0.4	-0.1	3.9	4.0	-0.1
Life FM	0.8	0.8	0.0	15	0.6	0.6	0.0	0.4	0.5	-0.1	0.9	0.9	0.0	0.1	0.1	0.0	0.4	0.5	-0.1	0.8	1.0	-0.2
Magic Music & Talk*	14.7	15.1	-0.4	2	11.8	14.1	-2.3	9.4	11.7	-2.3	10.3	9.5	0.8	18.6	16.1	2.5	24.6	23.8	0.8	14.0	14.8	-0.8
Mix	2.7	2.4	0.3	11	4.5	5.4	-0.9	5.7	5.2	0.5	3.8	3.1	0.7	1.3	1.5	-0.2	0.9	0.9	0.0	4.8	3.6	1.2
More FM	15.3	17.1	-1.8	1	10.2	12.6	-2.4	10.3	11.4	-1.1	9.0	10.3	-1.3	3.4	4.0	-0.6	3.9	6.9	-3.0	8.1	10.4	-2.3
Newstalk ZB	10.5	10.8	-0.3	5	7.4	6.1	1.3	4.2	4.3	-0.1	4.5	5.6	-1.1	15.3	17.6	-2.3	15.4	12.1	3.3	9.3	8.5	0.8
Radio Hauraki	3.1	2.7	0.4	9	3.2	3.4	-0.2	4.0	4.1	-0.1	3.4	2.7	0.7	0.9	0.5	0.4	0.1	*	*	2.4	2.0	0.4
Radio Sport	1.6	1.0	0.6	13	2.4	0.7	1.7	1.7	0.5	1.2	1.4	0.9	0.5	2.2	2.6	-0.4	1.5	0.9	0.6	2.0	1.4	0.6
Rhema	0.1	0.2	-0.1	17	0.1	0.2	-0.1	*	*	*	0.1	0.1	0.0	0.2	1.1	-0.9	0.4	0.5	-0.1	0.2	0.2	0.0
Rock	9.0	7.3	1.7	6	10.7	7.6	3.1	11.5	8.8	2.7	12.6	13.0	-0.4	10.0	10.4	-0.4	4.0	5.1	-1.1	5.2	5.9	-0.7
Star	0.6	0.7	-0.1	16	1.7	1.2	0.5	1.0	0.6	0.4	2.0	0.8	1.2	0.6	0.7	-0.1	1.2	1.7	-0.5	1.1	1.0	0.1
The Hits	3.0	4.1	-1.1	10	2.8	4.3	-1.5	3.4	5.1	-1.7	5.1	5.1	0.0	2.2	3.6	-1.4	6.6	9.4	-2.8	4.6	5.0	-0.4
The Sound	4.2	4.8	-0.6	7	6.8	8.0	-1.2	6.8	7.9	-1.1	6.1	6.6	-0.5	5.7	5.2	0.5	3.1	3.0	0.1	8.1	7.1	1.0
ZM	1.7	1.8	-0.1	12	1.8	1.5	0.3	2.3	2.8	-0.5	2.5	2.8	-0.3	3.5	5.8	-2.3	4.3	2.1	2.2	1.7	1.7	0.0
Others	4.7	3.1	1.6		7.1	4.8	2.3	7.7	5.0	2.7	7.0	5.7	1.3	4.3	3.9	0.4	5.7	4.6	1.1	6.6	5.5	1.1
MediaWorks Combo	67.5	67.9	-0.4		65.5	66.2	-0.7	66.3	66.6	-0.3	66.8	67.6	-0.8	65.5	55.4	10.1	56.8	60.2	-3.4	60.7	64.6	-3.9
NZME Combo	26.3	27.3	-1.0		25.0	27.0	-2.0	24.6	27.4	-2.8	23.5	25.3	-1.8	29.3	38.8	-9.5	35.4	32.5	2.9	30.8	27.8	3.0

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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	9.0	8.5	0.5	5	1.1	1.0	0.1	1.5	1.2	0.3	1.7	1.6	0.1	3.8	3.5	0.3	3.6	3.7	-0.1	2.8	3.2	-0.4	2.3	2.1	0.2
Coast	6.1	7.3	-1.2	7	*	0.1	*	0.8	1.1	-0.3	0.6	0.9	-0.3	1.0	1.3	-0.3	2.1	2.7	-0.6	3.4	4.1	-0.7	0.5	0.6	-0.1
Edge	17.3	19.1	-1.8	1	4.1	4.3	-0.2	6.0	6.6	-0.6	6.5	7.3	-0.8	9.5	10.7	-1.2	4.0	4.9	-0.9	1.1	1.7	-0.6	5.5	5.7	-0.2
George FM	4.6	4.2	0.4	11	0.5	0.4	0.1	1.3	0.9	0.4	1.7	1.4	0.3	3.2	3.1	0.1	1.9	2.0	-0.1	0.3	0.3	0.0	1.3	1.0	0.3
Life FM	1.2	1.5	-0.3	15	0.3	0.4	-0.1	0.5	0.5	0.0	0.7	0.8	-0.1	0.9	1.0	-0.1	0.2	0.4	-0.2	*	0.1	*	0.8	0.8	0.0
Magic Music & Talk*	11.5	11.9	-0.4	3	0.7	0.7	0.0	0.9	0.7	0.2	1.3	1.7	-0.4	2.8	3.0	-0.2	3.6	3.8	-0.2	5.8	6.2	-0.4	2.4	2.1	0.3
Mix	5.2	5.0	0.2	9	0.2	0.3	-0.1	1.3	1.0	0.3	2.4	2.1	0.3	3.8	3.6	0.2	2.3	2.4	-0.1	1.2	1.1	0.1	1.2	1.4	-0.2
More FM	12.2	12.9	-0.7	2	1.8	1.9	-0.1	2.5	2.6	-0.1	3.5	3.9	-0.4	5.3	6.1	-0.8	4.1	4.2	-0.1	3.7	3.6	0.1	2.7	2.6	0.1
Newstalk ZB	5.2	4.8	0.4	9	*	*	*	*	0.1	*	*	0.2	*	0.3	0.5	-0.2	1.5	1.5	0.0	2.6	2.3	0.3	0.4	0.1	0.3
Radio Hauraki	4.3	4.7	-0.4	12	0.3	0.5	-0.2	1.8	1.9	-0.1	2.4	2.3	0.1	3.0	3.0	0.0	1.0	1.3	-0.3	0.4	0.5	-0.1	0.8	1.0	-0.2
Radio Sport	3.2	2.4	0.8	14	*	*	*	1.0	0.8	0.2	0.9	0.8	0.1	1.2	1.1	0.1	0.7	0.6	0.1	1.1	0.7	0.4	0.9	0.8	0.1
Rhema	0.5	0.5	0.0	17	*	*	*	*	*	*	0.1	0.1	0.0	0.3	0.2	0.1	0.3	0.2	0.1	0.1	0.3	-0.2	0.1	*	*
Rock	9.2	9.5	-0.3	4	1.2	1.6	-0.4	3.7	3.3	0.4	4.5	4.3	0.2	6.2	6.3	-0.1	2.2	2.9	-0.7	0.7	1.1	-0.4	2.5	2.5	0.0
Star	1.0	1.0	0.0	16	0.1	0.1	0.0	0.3	0.1	0.2	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.4	0.8	-0.4	*	0.1	*
The Hits	5.8	6.3	-0.5	8	1.1	1.1	0.0	1.1	1.2	-0.1	2.2	2.5	-0.3	2.9	3.3	-0.4	1.9	2.1	-0.2	1.6	1.7	-0.1	1.8	1.7	0.1
The Sound	6.3	7.6	-1.3	6	0.7	1.2	-0.5	1.0	0.8	0.2	1.0	1.2	-0.2	2.9	3.6	-0.7	3.7	4.5	-0.8	2.3	2.6	-0.3	1.1	1.7	-0.6
ZM	3.6	4.4	-0.8	13	0.5	0.5	0.0	1.8	2.3	-0.5	1.7	2.3	-0.6	2.1	2.6	-0.5	0.6	0.8	-0.2	0.4	0.6	-0.2	1.0	1.2	-0.2
Others	8.8	7.2	1.6		1.8	1.2	0.6	1.8	1.5	0.3	2.4	1.2	1.2	4.7	3.5	1.2	3.4	3.6	-0.2	1.5	1.6	-0.1	1.9	1.9	0.0
MediaWorks Combo	47.2	48.6	-1.4		6.1	6.3	-0.2	9.6	9.5	0.1	12.8	14.0	-1.2	21.7	23.2	-1.5	15.8	16.6	-0.8	12.7	13.5	-0.8	11.5	11.5	0.0
NZME Combo	27.2	28.2	-1.0		1.8	2.2	-0.4	6.1	6.3	-0.2	8.0	8.2	-0.2	11.2	11.7	-0.5	8.4	9.2	-0.8	8.9	9.3	-0.4	5.1	5.5	-0.4
All Commercial Radio	61.8	61.8	0.0		7.7	7.3	0.4	12.4	12.0	0.4	16.9	17.0	-0.1	27.4	28.0	-0.6	19.5	20.6	-1.1	16.9	17.6	-0.7	13.5	13.5	0.0
Potential (000)	81.8	81.8	0.0		10.0	9.7	0.3	16.1	16.4	-0.3	19.5	19.5	0.0	32.9	32.9	0.0	26.4	26.4	0.0	24.2	24.2	0.0	16.1	15.6	0.5
Sample	884	833	51		92	74	18	138	128	10	220	206	14	356	332	24	274	269	5	294	296	-2	171	152	19

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	This	Last	+/-
Potential (000)	81.8	81.8	0.0
Sample Size	884	833	51

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	This	Last	+/-	Rank	This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-	
Breeze	5.0	4.8	0.2	5	4.4	3.9	0.5		5.4	4.7	0.7		3.8	4.0	-0.2		1.6	1.9	-0.3		1.6	1.3	0.3		4.7	4.9	-0.2	
Coast	3.1	3.3	-0.2	7	2.8	3.9	-1.1		2.6	3.7	-1.1		2.0	2.5	-0.5		0.6	1.0	-0.4		0.8	0.8	0.0		3.6	3.5	0.1	
Edge	9.9	10.6	-0.7	1	6.6	7.8	-1.2		9.3	9.5	-0.2		7.8	8.8	-1.0		2.8	3.2	-0.4		2.6	2.8	-0.2		10.6	12.4	-1.8	
George FM	1.8	1.8	0.0	12	1.9	1.8	0.1		2.2	1.5	0.7		2.3	2.1	0.2		0.4	0.4	0.0		0.1	0.2	-0.1		2.5	2.4	0.1	
Life FM	0.6	0.7	-0.1	15	0.5	0.6	-0.1		0.7	0.9	-0.2		0.7	0.7	0.0		0.1	0.1	0.0		0.4	0.4	0.0		0.6	0.9	-0.3	
Magic Music & Talk*	6.9	6.7	0.2	3	5.9	6.7	-0.8		6.4	6.7	-0.3		4.6	4.5	0.1		3.1	2.9	0.2		2.2	1.9	0.3		8.2	9.0	-0.8	
Mix	2.2	2.0	0.2	10	1.9	2.5	-0.6		3.0	2.5	0.5		2.1	2.5	-0.4		0.9	1.0	-0.1		0.7	0.4	0.3		3.3	3.0	0.3	
More FM	7.8	8.0	-0.2	2	5.7	6.3	-0.6		6.2	6.5	-0.3		4.8	5.0	-0.2		1.6	1.5	0.1		1.5	1.7	-0.2		8.1	8.5	-0.4	
Newstalk ZB	4.0	3.9	0.1	6	3.2	2.5	0.7		1.9	2.1	-0.2		2.0	2.0	0.0		1.6	1.6	0.0		1.6	1.3	0.3		4.2	3.8	0.4	
Radio Hauraki	2.2	2.2	0.0	10	1.5	2.0	-0.5		2.7	2.8	-0.1		2.2	2.2	0.0		0.7	0.4	0.3		0.1	*	*		2.3	2.4	-0.1	
Radio Sport	1.1	0.9	0.2	14	1.0	0.8	0.2		1.0	1.0	0.0		0.9	0.4	0.5		0.7	0.6	0.1		0.3	0.2	0.1		1.7	1.0	0.7	
Rhema	0.2	0.4	-0.2	17	0.3	0.3	0.0		*	*	*		0.1	0.1	0.0		0.1	0.2	-0.1		0.1	0.1	0.0		0.2	0.3	-0.1	
Rock	5.1	5.3	-0.2	4	4.4	3.9	0.5		4.7	4.6	0.1		5.0	5.4	-0.4		1.8	2.1	-0.3		0.8	0.8	0.0		3.6	4.8	-1.2	
Star	0.3	0.5	-0.2	16	0.6	0.7	-0.1		0.6	0.5	0.1		0.6	0.4	0.2		0.1	0.1	0.0		0.5	0.4	0.1		0.5	0.5	0.0	
The Hits	2.6	2.7	-0.1	9	2.6	3.1	-0.5		2.7	3.3	-0.6		3.3	3.3	0.0		0.8	1.0	-0.2		0.5	0.6	-0.1		3.7	3.8	-0.1	
The Sound	2.7	3.4	-0.7	8	2.7	3.5	-0.8		3.0	3.8	-0.8		2.7	3.2	-0.5		1.2	1.4	-0.2		0.5	0.3	0.2		3.7	4.2	-0.5	
ZM	1.5	1.7	-0.2	13	1.5	1.7	-0.2		2.0	2.9	-0.9		1.9	2.4	-0.5		1.2	1.3	-0.1		0.6	0.4	0.2		1.7	2.0	-0.3	
Others	3.9	2.6	1.3		3.2	2.5	0.7		5.3	3.7	1.6		4.7	4.2	0.5		2.0	1.8	0.2		1.3	1.0	0.3		5.6	3.8	1.8	
MediaWorks Combo	32.5	32.8	-0.3		25.9	27.9	-2.0		30.4	30.4	0.0		26.0	28.0	-2.0		10.9	11.7	-0.8		7.7	7.5	0.2		35.3	38.1	-2.8	
NZME Combo	15.6	15.5	0.1		12.4	13.9	-1.5		14.4	16.6	-2.2		13.2	14.3	-1.1		6.3	6.6	-0.3		4.6	3.6	1.0		18.6	17.7	0.9	
All Commercial Radio	45.0	44.1	0.9		36.7	38.8	-2.1		41.8	41.9	-0.1		37.3	39.1	-1.8		17.9	18.6	-0.7		11.9	10.9	1.0		49.1	49.2	-0.1	

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 the following Regional dates in S2 2019: Jun 24 - Nov 10 2018 and in S3 2019: Sep 2 - Nov 10 2018.



NELSON COMMERCIAL RADIO - SURVEY 3 2019

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

Survey Comparisons: 2/2019 - 3/2019

This Survey Period: Sun Sep 2 to Sat Nov 10 2018 & Sun Jan 20 to Sat Jun 8 & Sun Jun 16 to Sat Aug 24 2019

Last Survey Period: Sun Jun 24 to Sat Nov 10 2018 & Sun Jan 20 to Sat Jun 8 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	12:19	11:25	0:54	2:11	2:31	-0:19	5:45	6:13	-0:28	9:41	10:36	-0:55	11:53	10:44	1:09	15:59	11:25	4:34	19:20	15:15	4:05	8:46	8:41	0:04
Coast	6:01	7:03	-1:01	*	0:45	*	4:54	7:12	-2:18	3:23	6:21	-2:58	4:59	5:21	-0:22	6:56	5:37	1:18	6:28	8:17	-1:49	7:48	6:22	1:26
Edge	6:32	6:18	0:14	5:12	5:03	0:08	5:48	6:51	-1:03	8:01	7:53	0:08	7:27	7:17	0:10	6:39	5:25	1:14	6:50	3:56	2:53	5:39	6:03	-0:24
George FM	4:50	5:11	-0:20	4:15	3:53	0:22	2:07	1:55	0:12	4:20	4:53	-0:33	5:46	6:06	-0:20	6:20	6:07	0:13	1:10	0:55	0:14	5:41	6:16	-0:35
Life FM	4:52	4:23	0:28	2:19	2:20	-0:00	3:07	3:17	-0:10	6:24	5:51	0:32	5:38	5:09	0:29	3:07	3:23	-0:15	*	4:00	*	6:16	5:57	0:18
Magic Music & Talk*	10:34	11:07	-0:32	4:30	4:20	0:10	1:57	2:31	-0:33	2:45	4:00	-1:14	6:54	7:05	-0:10	10:45	12:52	-2:06	12:12	13:11	-0:59	8:48	8:42	0:05
Mix	7:32	7:13	0:18	3:06	2:41	0:25	7:55	9:44	-1:48	8:11	9:30	-1:19	6:51	7:56	-1:04	6:32	4:39	1:53	10:51	6:12	4:38	4:15	4:53	-0:37
More FM	7:41	8:41	-0:59	4:40	4:39	0:00	3:36	5:30	-1:54	6:11	7:19	-1:08	6:35	9:04	-2:28	11:54	13:53	-1:58	11:47	11:21	0:26	7:14	8:19	-1:05
Newstalk ZB	14:30	15:26	-0:56	*	*	*	*	0:30	*	*	3:23	*	6:45	8:21	-1:35	9:20	12:06	-2:45	11:25	14:27	-3:02	20:19	20:57	-0:38
Radio Hauraki	6:30	5:39	0:50	1:55	1:37	0:18	7:26	7:46	-0:19	5:26	2:55	2:30	5:15	3:08	2:06	3:59	5:14	-1:14	2:46	7:23	-4:37	2:27	2:20	0:07
Radio Sport	5:23	3:53	1:30	*	*	*	1:00	0:50	0:10	2:05	2:22	-0:17	2:16	3:14	-0:57	9:08	5:24	3:43	9:35	4:41	4:54	0:55	1:58	-1:02
Rhema	1:56	4:16	-2:20	*	*	*	*	*	*	3:15	3:15	0:00	1:33	2:05	-0:32	1:19	1:59	-0:39	3:39	5:38	-1:58	0:15	*	*
Rock	9:32	8:07	1:25	6:32	5:52	0:39	11:10	8:09	3:00	10:38	9:47	0:51	10:12	9:03	1:09	8:05	7:07	0:58	4:53	6:03	-1:10	10:19	9:59	0:20
Star	10:38	8:32	2:06	0:30	0:30	0:00	0:26	0:45	-0:18	0:45	0:45	0:00	0:45	0:45	0:00	6:15	6:15	0:00	15:14	10:38	4:35	*	2:00	*
The Hits	6:05	7:12	-1:07	4:47	4:39	0:08	5:55	6:34	-0:38	6:40	8:27	-1:47	7:02	8:34	-1:31	6:53	7:41	-0:47	5:28	6:26	-0:57	4:50	5:23	-0:33
The Sound	9:24	8:25	0:59	1:51	1:31	0:19	1:45	1:23	0:22	5:14	6:06	-0:52	6:59	7:22	-0:23	13:12	11:27	1:45	15:51	13:24	2:27	6:11	5:43	0:27
ZM	5:40	4:50	0:50	2:33	2:51	-0:18	8:22	6:39	1:43	7:31	5:26	2:05	6:31	5:03	1:27	2:31	2:49	-0:18	2:22	2:29	-0:06	5:55	3:46	2:09
Others	6:57	6:16	0:40	2:30	2:45	-0:14	5:52	4:26	1:26	10:42	8:16	2:25	9:28	8:37	0:51	6:50	6:48	0:02	4:23	3:53	0:30	9:25	8:57	0:27
MediaWorks Combo	12:56	12:52	0:03	7:37	7:52	-0:14	10:28	10:23	0:04	11:56	11:53	0:03	12:30	12:40	-0:10	15:52	15:41	0:11	16:56	16:16	0:39	11:32	11:37	-0:05
NZME Combo	9:16	9:25	-0:08	4:08	3:53	0:15	8:13	8:56	-0:42	7:58	8:24	-0:25	7:38	8:07	-0:29	8:08	7:48	0:20	9:34	10:03	-0:29	6:29	5:46	0:42
All Commercial Radio	15:14	15:25	-0:11	7:40	8:27	-0:47	13:05	13:31	-0:26	14:39	14:42	-0:02	14:51	15:10	-0:18	17:42	17:23	0:19	18:30	18:38	-0:07	13:58	13:50	0:08
Potential (000)	81.8	81.8	0.0	10.0	9.7	0.3	16.1	16.4	-0.3	19.5	19.5	0.0	32.9	32.9	0.0	26.4	26.4	0.0	24.2	24.2	0.0	16.1	15.6	0.5
Sample	884	833	51	92	74	18	138	128	10	220	206	14	356	332	24	274	269	5	294	296	-2	171	152	19

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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 the following Regional dates in S2 2019: Jun 24 - Nov 10 2018 and in S3 2019: Sep 2 - Nov 10 2018.



NELSON COMMERCIAL RADIO - SURVEY 3 2019

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

Survey Comparisons: 2/2019 - 3/2019

This Survey Period: Sun Sep 2 to Sat Nov 10 2018 & Sun Jan 20 to Sat Jun 8 & Sun Jun 16 to Sat Aug 24 2019

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

	This	Last	+/-
Potential (000)	81.8	81.8	0.0
Sample Size	884	833	51

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

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*Magic Music & Talk includes a combination of Magic and RadioLIVE for the following Regional dates in S2 2019: Jun 24 - Nov 10 2018 and in S3 2019: Sep 2 - Nov 10 2018.