



# NELSON COMMERCIAL RADIO - SURVEY 4 2019

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

Survey Comparisons: 3/2019 - 4/2019

This Survey Period: Sun Jan 20 to Sat Jun 8 & Sun Jun 16 to Sat Nov 2 2019

Last 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

	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	8.4	11.8	-3.4	4	4.8	4.1	0.7		1.9	5.4	-3.5		1.7	6.5	-4.8		5.9	11.0	-5.1		14.7	16.9	-2.2		13.7	17.0	-3.3		5.7	10.6	-4.9	
Coast	4.1	3.9	0.2	8	2.7	*	*		0.6	2.3	-1.7		0.5	0.8	-0.3		1.0	1.2	-0.2		3.5	4.3	-0.8		6.9	6.9	0.0		2.2	1.9	0.3	
Edge	11.7	12.1	-0.4	2	33.2	36.5	-3.3		23.3	21.4	1.9		22.1	21.0	1.1		17.1	17.4	-0.3		5.9	7.7	-1.8		2.0	2.5	-0.5		15.7	16.6	-0.9	
George FM	2.2	2.4	-0.2	13	5.2	3.8	1.4		3.0	1.8	1.2		3.4	2.9	0.5		4.1	4.6	-0.5		2.5	3.4	-0.9		0.1	0.1	0.0		2.4	3.8	-1.4	
Life FM	0.3	0.6	-0.3	16	1.2	1.1	0.1		0.7	0.9	-0.2		0.6	1.8	-1.2		0.5	1.3	-0.8		0.1	0.2	-0.1		*	*	*		0.8	2.7	-1.9	
Magic Music & Talk*	17.9	13.0	4.9	1	8.8	5.1	3.7		2.8	1.1	1.7		7.5	1.4	6.1		10.3	4.8	5.5		16.9	11.3	5.6		25.1	22.5	2.6		19.8	11.4	8.4	
Mix	3.9	4.1	-0.2	9	0.8	0.8	0.0		7.6	6.6	1.0		7.2	7.8	-0.6		6.0	6.3	-0.3		4.8	4.4	0.4		3.6	4.0	-0.4		1.9	2.6	-0.7	
More FM	9.7	10.0	-0.3	3	21.8	13.9	7.9		6.3	5.7	0.6		7.5	8.6	-1.1		7.5	8.5	-1.0		11.1	14.1	-3.0		12.3	13.9	-1.6		9.3	10.2	-0.9	
Newstalk ZB	7.8	8.0	-0.2	5	*	*	*		*	*	*		*	*	*		0.9	0.5	0.4		4.1	4.0	0.1		9.4	9.4	0.0		4.9	3.9	1.0	
Radio Hauraki	3.1	3.0	0.1	10	0.8	1.0	-0.2		6.5	8.1	-1.6		7.4	5.3	2.1		5.8	3.9	1.9		2.4	1.1	1.3		1.1	0.4	0.7		0.7	1.1	-0.4	
Radio Sport	1.9	1.8	0.1	14	*	*	*		0.9	0.7	0.2		0.7	0.8	-0.1		0.7	0.7	0.0		1.8	1.7	0.1		3.8	3.4	0.4		0.4	0.4	0.0	
Rhema	0.1	0.1	0.0	17	*	*	*		*	*	*		0.2	0.1	0.1		0.1	0.1	0.0		0.1	0.1	0.0		0.2	0.1	0.1		*	*	*	
Rock	6.8	9.4	-2.6	6	6.1	12.8	-6.7		14.9	25.5	-10.6		12.8	19.2	-6.4		11.4	15.5	-4.1		4.7	5.3	-0.6		1.5	1.1	0.4		8.7	14.0	-5.3	
Star	1.6	1.2	0.4	15	0.1	0.1	0.0		0.1	0.1	0.0		0.1	*	*		*	*	*		0.2	0.1	0.1		2.3	1.8	0.5		*	*	*	
The Hits	2.3	3.7	-1.4	12	2.2	8.7	-6.5		3.0	3.9	-0.9		3.1	5.8	-2.7		2.9	5.1	-2.2		2.6	3.8	-1.2		2.3	2.9	-0.6		3.8	4.6	-0.8	
The Sound	5.3	6.3	-1.0	7	0.6	2.3	-1.7		1.3	1.1	0.2		2.5	2.1	0.4		3.7	5.0	-1.3		11.2	14.3	-3.1		10.6	11.6	-1.0		1.3	3.7	-2.4	
ZM	2.7	2.1	0.6	11	5.7	2.2	3.5		7.3	9.3	-2.0		5.1	5.2	-0.1		4.4	3.4	1.0		1.7	0.5	1.2		0.4	0.3	0.1		3.9	3.0	0.9	
Others	10.3	6.5	3.8		6.0	7.6	-1.6		19.8	6.4	13.4		17.6	10.4	7.2		17.6	10.9	6.7		11.6	6.7	4.9		4.7	2.1	2.6		18.6	9.5	9.1	
MediaWorks Combo	62.2	64.9	-2.7		81.2	79.3	1.9		53.8	61.8	-8.0		57.7	61.9	-4.2		60.1	66.7	-6.6		67.0	73.0	-6.0		65.3	68.7	-3.4		63.0	70.3	-7.3	
NZME Combo	25.8	26.8	-1.0		12.3	12.7	-0.4		26.1	31.0	-4.9		24.4	25.9	-1.5		21.9	21.1	0.8		21.0	19.9	1.1		27.5	27.3	0.2		17.9	17.5	0.4	
Potential (000)	81.8	81.8	0.0		10.4	10.0	0.4		15.7	16.1	-0.4		19.5	19.5	0.0		32.9	32.9	0.0		26.4	26.4	0.0		24.2	24.2	0.0		15.8	16.1	-0.3	
Sample	921	884	37		105	92	13		143	138	5		219	220	-1		370	356	14		309	274	35		305	294	11		174	171	3	

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 S3 2019: Sep 2 - Nov 10 2018.



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Station Share (%) by Daypart, People 10+

Survey Comparisons: 3/2019 - 4/2019

This Survey Period: Sun Jan 20 to Sat Jun 8 & Sun Jun 16 to Sat Nov 2 2019

Last 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

	This	Last	+/-
Potential (000)	81.8	81.8	0.0
Sample Size	921	884	37

	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	8.7	10.6	-1.9	5	9.0	12.3	-3.3		9.2	14.3	-5.1		6.6	11.4	-4.8		12.6	15.0	-2.4		9.2	10.2	-1.0		6.6	9.3	-2.7	
Coast	4.0	3.6	0.4	8	4.1	3.0	1.1		4.0	3.3	0.7		2.8	2.8	0.0		3.8	4.1	-0.3		5.9	6.7	-0.8		4.7	5.9	-1.2	
Edge	12.7	12.4	0.3	3	9.4	11.3	-1.9		11.9	12.1	-0.2		14.3	13.6	0.7		12.4	11.3	1.1		9.6	10.8	-1.2		11.3	12.0	-0.7	
George FM	1.8	1.3	0.5	12	1.8	2.5	-0.7		1.9	2.0	-0.1		4.2	3.4	0.8		1.3	1.4	-0.1		0.3	0.3	0.0		3.0	3.9	-0.9	
Life FM	0.2	0.8	-0.6	16	0.2	0.6	-0.4		0.3	0.4	-0.1		0.1	0.9	-0.8		*	0.1	*		*	0.4	*		0.6	0.8	-0.2	
Magic Music & Talk*	18.5	14.7	3.8	1	14.5	11.8	2.7		11.6	9.4	2.2		16.0	10.3	5.7		24.9	18.6	6.3		27.5	24.6	2.9		23.9	14.0	9.9	
Mix	2.3	2.7	-0.4	11	4.2	4.5	-0.3		5.9	5.7	0.2		4.0	3.8	0.2		1.2	1.3	-0.1		1.5	0.9	0.6		4.3	4.8	-0.5	
More FM	13.8	15.3	-1.5	2	9.8	10.2	-0.4		10.2	10.3	-0.1		9.3	9.0	0.3		3.7	3.4	0.3		4.7	3.9	0.8		8.2	8.1	0.1	
Newstalk ZB	10.1	10.5	-0.4	4	5.4	7.4	-2.0		4.1	4.2	-0.1		3.9	4.5	-0.6		13.4	15.3	-1.9		21.1	15.4	5.7		9.2	9.3	-0.1	
Radio Hauraki	4.1	3.1	1.0	7	3.1	3.2	-0.1		3.5	4.0	-0.5		3.2	3.4	-0.2		1.5	0.9	0.6		1.5	0.1	1.4		2.3	2.4	-0.1	
Radio Sport	1.7	1.6	0.1	13	2.3	2.4	-0.1		2.0	1.7	0.3		1.7	1.4	0.3		1.5	2.2	-0.7		1.6	1.5	0.1		1.7	2.0	-0.3	
Rhema	0.2	0.1	0.1	16	0.2	0.1	0.1		*	*	*		0.2	0.1	0.1		0.2	0.2	0.0		*	0.4	*		0.2	0.2	0.0	
Rock	6.4	9.0	-2.6	6	8.9	10.7	-1.8		8.9	11.5	-2.6		8.4	12.6	-4.2		7.9	10.0	-2.1		3.7	4.0	-0.3		2.8	5.2	-2.4	
Star	1.0	0.6	0.4	15	2.3	1.7	0.6		1.2	1.0	0.2		2.4	2.0	0.4		0.7	0.6	0.1		1.9	1.2	0.7		1.6	1.1	0.5	
The Hits	1.5	3.0	-1.5	14	2.6	2.8	-0.2		2.6	3.4	-0.8		3.3	5.1	-1.8		0.6	2.2	-1.6		0.3	6.6	-6.3		2.6	4.6	-2.0	
The Sound	3.2	4.2	-1.0	9	6.5	6.8	-0.3		6.0	6.8	-0.8		5.0	6.1	-1.1		3.9	5.7	-1.8		3.5	3.1	0.4		6.4	8.1	-1.7	
ZM	2.6	1.7	0.9	10	1.9	1.8	0.1		2.8	2.3	0.5		3.6	2.5	1.1		3.8	3.5	0.3		3.8	4.3	-0.5		2.4	1.7	0.7	
Others	7.1	4.7	2.4		13.9	7.1	6.8		13.8	7.7	6.1		11.1	7.0	4.1		6.7	4.3	2.4		4.0	5.7	-1.7		8.4	6.6	1.8	
MediaWorks Combo	65.5	67.5	-2.0		60.0	65.5	-5.5		59.7	66.3	-6.6		64.0	66.8	-2.8		66.6	65.5	1.1		58.6	56.8	1.8		62.3	60.7	1.6	
NZME Combo	26.5	26.3	0.2		24.1	25.0	-0.9		25.0	24.6	0.4		22.4	23.5	-1.1		25.7	29.3	-3.6		35.5	35.4	0.1		27.3	30.8	-3.5	

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 S3 2019: Sep 2 - Nov 10 2018.



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

Survey Comparisons: 3/2019 - 4/2019

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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	8.9	9.0	-0.1	4	1.0	1.1	-0.1		0.9	1.5	-0.6		1.4	1.7	-0.3		3.4	3.8	-0.4		4.6	3.6	1.0		3.4	2.8	0.6		1.9	2.3	-0.4	
Coast	6.2	6.1	0.1	6	0.3	*	*		0.5	0.8	-0.3		0.7	0.6	0.1		1.3	1.0	0.3		2.2	2.1	0.1		3.4	3.4	0.0		0.6	0.5	0.1	
Edge	17.4	17.3	0.1	1	3.8	4.1	-0.3		6.2	6.0	0.2		6.9	6.5	0.4		9.6	9.5	0.1		3.5	4.0	-0.5		1.1	1.1	0.0		5.7	5.5	0.2	
George FM	4.5	4.6	-0.1	11	0.6	0.5	0.1		1.3	1.3	0.0		1.9	1.7	0.2		3.2	3.2	0.0		1.7	1.9	-0.2		0.3	0.3	0.0		1.3	1.3	0.0	
Life FM	0.9	1.2	-0.3	16	0.2	0.3	-0.1		0.3	0.5	-0.2		0.6	0.7	-0.1		0.7	0.9	-0.2		0.1	0.2	-0.1		*	*	*		0.3	0.8	-0.5	
Magic Music & Talk*	12.4	11.5	0.9	3	0.7	0.7	0.0		1.2	0.9	0.3		1.8	1.3	0.5		3.7	2.8	0.9		4.5	3.6	0.9		5.9	5.8	0.1		2.7	2.4	0.3	
Mix	4.4	5.2	-0.8	12	0.1	0.2	-0.1		1.1	1.3	-0.2		1.9	2.4	-0.5		3.4	3.8	-0.4		2.2	2.3	-0.1		0.8	1.2	-0.4		1.1	1.2	-0.1	
More FM	13.2	12.2	1.0	2	2.2	1.8	0.4		2.8	2.5	0.3		3.8	3.5	0.3		5.9	5.3	0.6		4.2	4.1	0.1		3.5	3.7	-0.2		3.1	2.7	0.4	
Newstalk ZB	5.2	5.2	0.0	7	*	*	*		*	*	*		0.1	*	*		0.4	0.3	0.1		1.6	1.5	0.1		2.7	2.6	0.1		0.5	0.4	0.1	
Radio Hauraki	4.1	4.3	-0.2	13	0.3	0.3	0.0		0.8	1.8	-1.0		1.9	2.4	-0.5		2.9	3.0	-0.1		1.7	1.0	0.7		0.8	0.4	0.4		0.6	0.8	-0.2	
Radio Sport	3.6	3.2	0.4	14	*	*	*		1.2	1.0	0.2		0.8	0.9	-0.1		1.2	1.2	0.0		0.8	0.7	0.1		1.4	1.1	0.3		0.8	0.9	-0.1	
Rhema	0.7	0.5	0.2	17	*	*	*		*	*	*		0.1	0.1	0.0		0.3	0.3	0.0		0.4	0.3	0.1		0.3	0.1	0.2		0.1	0.1	0.0	
Rock	7.2	9.2	-2.0	5	0.5	1.2	-0.7		2.6	3.7	-1.1		3.2	4.5	-1.3		4.8	6.2	-1.4		2.0	2.2	-0.2		0.6	0.7	-0.1		2.3	2.5	-0.2	
Star	1.6	1.0	0.6	15	0.1	0.1	0.0		0.3	0.3	0.0		0.2	0.1	0.1		0.2	0.1	0.1		0.3	0.1	0.2		0.7	0.4	0.3		*	*	*	
The Hits	5.1	5.8	-0.7	8	0.6	1.1	-0.5		1.1	1.1	0.0		2.3	2.2	0.1		2.9	2.9	0.0		1.3	1.9	-0.6		1.4	1.6	-0.2		1.8	1.8	0.0	
The Sound	5.1	6.3	-1.2	8	0.1	0.7	-0.6		0.6	1.0	-0.4		0.7	1.0	-0.3		2.2	2.9	-0.7		3.7	3.7	0.0		2.6	2.3	0.3		0.7	1.1	-0.4	
ZM	4.8	3.6	1.2	10	0.9	0.5	0.4		1.9	1.8	0.1		2.5	1.7	0.8		3.2	2.1	1.1		0.9	0.6	0.3		0.4	0.4	0.0		1.7	1.0	0.7	
Others	10.4	8.8	1.6		1.4	1.8	-0.4		2.8	1.8	1.0		3.6	2.4	1.2		6.5	4.7	1.8		3.9	3.4	0.5		1.5	1.5	0.0		3.1	1.9	1.2	
MediaWorks Combo	46.8	47.2	-0.4		5.5	6.1	-0.6		9.6	9.6	0.0		13.0	12.8	0.2		21.5	21.7	-0.2		16.4	15.8	0.6		13.2	12.7	0.5		11.9	11.5	0.4	
NZME Combo	27.6	27.2	0.4		1.7	1.8	-0.1		6.0	6.1	-0.1		8.3	8.0	0.3		12.3	11.2	1.1		8.8	8.4	0.4		9.0	8.9	0.1		5.8	5.1	0.7	
All Commercial Radio	61.3	61.8	-0.5		7.1	7.7	-0.6		12.5	12.4	0.1		17.3	16.9	0.4		27.8	27.4	0.4		20.0	19.5	0.5		17.3	16.9	0.4		13.6	13.5	0.1	
Potential (000)	81.8	81.8	0.0		10.4	10.0	0.4		15.7	16.1	-0.4		19.5	19.5	0.0		32.9	32.9	0.0		26.4	26.4	0.0		24.2	24.2	0.0		15.8	16.1	-0.3	
Sample	921	884	37		105	92	13		143	138	5		219	220	-1		370	356	14		309	274	35		305	294	11		174	171	3	

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	This	Last	+/-
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Sample Size	921	884	37

	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	5.1	5.0	0.1	4	4.0	4.4	-0.4	5.0	5.4	-0.4	3.7	3.8	-0.1	1.7	1.6	0.1	1.6	1.6	0.0	5.3	4.7	0.6
Coast	2.8	3.1	-0.3	7	3.0	2.8	0.2	3.1	2.6	0.5	1.9	2.0	-0.1	0.7	0.6	0.1	0.7	0.8	-0.1	3.4	3.6	-0.2
Edge	10.3	9.9	0.4	1	6.5	6.6	-0.1	8.9	9.3	-0.4	8.8	7.8	1.0	3.6	2.8	0.8	2.5	2.6	-0.1	11.0	10.6	0.4
George FM	1.7	1.8	-0.1	12	1.6	1.9	-0.3	2.0	2.2	-0.2	2.2	2.3	-0.1	0.7	0.4	0.3	0.2	0.1	0.1	2.5	2.5	0.0
Life FM	0.4	0.6	-0.2	16	0.3	0.5	-0.2	0.6	0.7	-0.1	0.1	0.7	-0.6	0.1	0.1	0.0	0.1	0.4	-0.3	0.6	0.6	0.0
Magic Music & Talk*	7.7	6.9	0.8	2	6.7	5.9	0.8	7.0	6.4	0.6	5.7	4.6	1.1	3.5	3.1	0.4	2.7	2.2	0.5	9.3	8.2	1.1
Mix	1.7	2.2	-0.5	12	1.6	1.9	-0.3	3.0	3.0	0.0	1.7	2.1	-0.4	0.7	0.9	-0.2	0.6	0.7	-0.1	2.8	3.3	-0.5
More FM	7.3	7.8	-0.5	3	5.3	5.7	-0.4	6.5	6.2	0.3	5.6	4.8	0.8	2.1	1.6	0.5	1.7	1.5	0.2	9.0	8.1	0.9
Newstalk ZB	3.6	4.0	-0.4	6	3.1	3.2	-0.1	2.1	1.9	0.2	1.9	2.0	-0.1	1.8	1.6	0.2	2.2	1.6	0.6	4.2	4.2	0.0
Radio Hauraki	2.1	2.2	-0.1	9	1.7	1.5	0.2	2.3	2.7	-0.4	1.8	2.2	-0.4	0.8	0.7	0.1	0.3	0.1	0.2	2.1	2.3	-0.2
Radio Sport	1.3	1.1	0.2	14	0.9	1.0	-0.1	1.4	1.0	0.4	1.1	0.9	0.2	0.6	0.7	-0.1	0.4	0.3	0.1	1.8	1.7	0.1
Rhema	0.3	0.2	0.1	17	0.6	0.3	0.3	0.2	*	*	0.3	0.1	0.2	0.2	0.1	0.1	*	0.1	*	0.5	0.2	0.3
Rock	3.7	5.1	-1.4	5	3.0	4.4	-1.4	4.0	4.7	-0.7	3.3	5.0	-1.7	1.3	1.8	-0.5	0.8	0.8	0.0	2.4	3.6	-1.2
Star	0.5	0.3	0.2	15	0.9	0.6	0.3	0.6	0.6	0.0	0.7	0.6	0.1	0.1	0.1	0.0	0.7	0.5	0.2	1.0	0.5	0.5
The Hits	2.2	2.6	-0.4	8	2.3	2.6	-0.3	2.5	2.7	-0.2	2.5	3.3	-0.8	0.2	0.8	-0.6	0.1	0.5	-0.4	2.5	3.7	-1.2
The Sound	1.9	2.7	-0.8	11	2.5	2.7	-0.2	2.7	3.0	-0.3	2.2	2.7	-0.5	1.1	1.2	-0.1	0.7	0.5	0.2	3.7	3.7	0.0
ZM	2.0	1.5	0.5	10	2.1	1.5	0.6	2.2	2.0	0.2	2.5	1.9	0.6	1.6	1.2	0.4	0.7	0.6	0.1	2.9	1.7	1.2
Others	5.5	3.9	1.6		4.9	3.2	1.7	6.2	5.3	0.9	5.0	4.7	0.3	2.0	2.0	0.0	1.1	1.3	-0.2	6.2	5.6	0.6
MediaWorks Combo	32.1	32.5	-0.4		25.1	25.9	-0.8	30.1	30.4	-0.3	26.9	26.0	0.9	12.1	10.9	1.2	8.0	7.7	0.3	35.2	35.3	-0.1
NZME Combo	14.7	15.6	-0.9		13.1	12.4	0.7	15.0	14.4	0.6	12.3	13.2	-0.9	6.0	6.3	-0.3	4.9	4.6	0.3	17.9	18.6	-0.7
All Commercial Radio	45.0	45.0	0.0		37.0	36.7	0.3	41.7	41.8	-0.1	37.9	37.3	0.6	18.7	17.9	0.8	12.1	11.9	0.2	49.6	49.1	0.5

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 S3 2019: Sep 2 - Nov 10 2018.



# NELSON COMMERCIAL RADIO - SURVEY 4 2019

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

Survey Comparisons: 3/2019 - 4/2019

This Survey Period: Sun Jan 20 to Sat Jun 8 & Sun Jun 16 to Sat Nov 2 2019

Last 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

	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	9:01	12:19	-3:18	2:21	2:11	0:10	3:31	5:45	-2:14	3:09	9:41	-6:31	7:31	11:53	-4:22	11:44	15:59	-4:15	12:47	19:20	-6:33	6:18	8:46	-2:27
Coast	6:19	6:01	0:17	4:38	*	*	2:02	4:54	-2:51	1:57	3:23	-1:25	3:25	4:59	-1:34	5:46	6:56	-1:09	6:39	6:28	0:11	7:22	7:48	-0:25
Edge	6:25	6:32	-0:07	4:25	5:12	-0:47	6:22	5:48	0:34	8:18	8:01	0:16	7:38	7:27	0:10	6:06	6:39	-0:32	5:34	6:50	-1:15	5:43	5:39	0:03
George FM	4:40	4:50	-0:09	4:25	4:15	0:10	3:50	2:07	1:42	4:37	4:20	0:16	5:28	5:46	-0:17	5:33	6:20	-0:47	1:09	1:10	-0:00	3:46	5:41	-1:54
Life FM	2:48	4:52	-2:03	2:21	2:19	0:02	3:31	3:07	0:23	2:43	6:24	-3:41	2:58	5:38	-2:39	4:45	3:07	1:37	*	*	*	5:00	6:16	-1:15
Magic Music & Talk*	13:43	10:34	3:08	6:13	4:30	1:43	3:57	1:57	2:00	10:39	2:45	7:53	11:50	6:54	4:56	13:43	10:45	2:58	13:40	12:12	1:27	15:37	8:48	6:48
Mix	8:26	7:32	0:54	3:05	3:06	-0:00	11:10	7:55	3:14	9:41	8:11	1:30	7:25	6:51	0:33	7:58	6:32	1:26	14:11	10:51	3:20	3:46	4:15	-0:28
More FM	7:01	7:41	-0:40	5:01	4:40	0:21	3:45	3:36	0:08	5:09	6:11	-1:02	5:27	6:35	-1:08	9:44	11:54	-2:09	11:15	11:47	-0:32	6:17	7:14	-0:57
Newstalk ZB	14:12	14:30	-0:17	*	*	*	*	*	*	1:00	*	*	9:13	6:45	2:27	9:38	9:20	0:17	10:58	11:25	-0:26	21:51	20:19	1:32
Radio Hauraki	7:03	6:30	0:32	1:39	1:55	-0:16	13:12	7:26	5:45	10:05	5:26	4:39	8:28	5:15	3:13	5:08	3:59	1:09	4:10	2:46	1:24	2:40	2:27	0:13
Radio Sport	4:51	5:23	-0:31	*	*	*	1:17	1:00	0:16	2:20	2:05	0:15	2:32	2:16	0:16	7:56	9:08	-1:11	8:52	9:35	-0:43	1:01	0:55	0:05
Rhema	1:49	1:56	-0:06	*	*	*	*	*	*	3:15	3:15	0:00	1:42	1:33	0:09	1:20	1:19	0:01	2:15	3:39	-1:24	0:15	0:15	0:00
Rock	8:56	9:32	-0:36	5:46	6:32	-0:46	9:40	11:10	-1:29	10:31	10:38	-0:06	10:06	10:12	-0:06	8:42	8:05	0:36	8:09	4:53	3:16	8:01	10:19	-2:17
Star	9:03	10:38	-1:35	0:30	0:30	0:00	0:31	0:26	0:04	0:45	0:45	0:00	0:45	0:45	0:00	2:21	6:15	-3:53	10:24	15:14	-4:49	*	*	*
The Hits	4:16	6:05	-1:48	1:53	4:47	-2:53	4:30	5:55	-1:25	3:31	6:40	-3:09	4:24	7:02	-2:37	7:15	6:53	0:21	5:25	5:28	-0:03	4:26	4:50	-0:23
The Sound	10:01	9:24	0:36	5:45	1:51	3:53	3:28	1:45	1:42	10:06	5:14	4:52	7:16	6:59	0:17	11:13	13:12	-1:59	12:58	15:51	-2:53	4:20	6:11	-1:50
ZM	5:22	5:40	-0:18	3:13	2:33	0:40	6:22	8:22	-1:59	5:19	7:31	-2:12	5:59	6:31	-0:31	7:26	2:31	4:54	3:11	2:22	0:48	4:48	5:55	-1:07
Others	9:27	6:57	2:30	2:09	2:30	-0:21	12:01	5:52	6:09	12:47	10:42	2:05	11:41	9:28	2:12	10:51	6:50	4:00	9:57	4:23	5:33	12:22	9:25	2:57
MediaWorks Combo	12:40	12:56	-0:16	7:25	7:37	-0:12	9:29	10:28	-0:59	11:32	11:56	-0:23	11:57	12:30	-0:32	14:57	15:52	-0:55	15:56	16:56	-0:59	11:09	11:32	-0:23
NZME Combo	8:55	9:16	-0:20	3:37	4:08	-0:31	7:25	8:13	-0:48	7:38	7:58	-0:20	7:40	7:38	0:01	8:44	8:08	0:36	9:48	9:34	0:14	6:28	6:29	-0:00
All Commercial Radio	15:33	15:14	0:19	7:00	7:40	-0:39	13:35	13:05	0:30	15:02	14:39	0:23	15:25	14:51	0:33	18:22	17:42	0:39	18:36	18:30	0:05	15:24	13:58	1:25
Potential (000)	81.8	81.8	0.0	10.4	10.0	0.4	15.7	16.1	-0.4	19.5	19.5	0.0	32.9	32.9	0.0	26.4	26.4	0.0	24.2	24.2	0.0	15.8	16.1	-0.3
Sample	921	884	37	105	92	13	143	138	5	219	220	-1	370	356	14	309	274	35	305	294	11	174	171	3

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 S3 2019: Sep 2 - Nov 10 2018.



# NELSON COMMERCIAL RADIO - SURVEY 4 2019

Average Time Spent Listening (hh:mm) by Daypart, People 10+  
Survey Comparisons: 3/2019 - 4/2019

This Survey Period: Sun Jan 20 to Sat Jun 8 & Sun Jun 16 to Sat Nov 2 2019

Last 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

	This	Last	+/-
Potential (000)	81.8	81.8	0.0
Sample Size	921	884	37

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

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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 S3 2019: Sep 2 - Nov 10 2018.