

NELSON COMMERCIAL RADIO - SURVEY 1 2020

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

Survey Comparisons: 4/2019 - 1/2020

This Survey Period: Sun Mar 31 to Sat Jun 8 2019 & Sun Jun 16 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020

Last Survey Period: Sun Jan 20 to Sat Jun 8 & Sun Jun 16 to Sat Nov 2 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	7.3	8.4	-1.1	4	3.0	4.8	-1.8	3.3	1.9	1.4	3.1	1.7	1.4	6.4	5.9	0.5	11.1	14.7	-3.6	9.7	13.7	-4.0	7.3	5.7	1.6
Coast	3.5	4.1	-0.6	9	2.6	2.7	-0.1	0.1	0.6	-0.5	0.2	0.5	-0.3	0.8	1.0	-0.2	2.9	3.5	-0.6	5.8	6.9	-1.1	1.4	2.2	-0.8
Edge	11.2	11.7	-0.5	2	33.9	33.2	0.7	22.9	23.3	-0.4	20.9	22.1	-1.2	16.4	17.1	-0.7	5.9	5.9	0.0	2.4	2.0	0.4	16.1	15.7	0.4
George FM	2.4	2.2	0.2	13	5.3	5.2	0.1	3.5	3.0	0.5	4.5	3.4	1.1	4.6	4.1	0.5	2.1	2.5	-0.4	0.1	0.1	0.0	1.8	2.4	-0.6
Life FM	0.3	0.3	0.0	16	3.3	1.2	2.1	0.2	0.7	-0.5	0.3	0.6	-0.3	0.3	0.5	-0.2	0.1	0.1	0.0	*	*	*	0.4	0.8	-0.4
Magic	16.7	17.9	-1.2	1	5.0	8.8	-3.8	2.2	2.8	-0.6	4.5	7.5	-3.0	8.6	10.3	-1.7	15.8	16.9	-1.1	24.3	25.1	-0.8	15.5	19.8	-4.3
Mix	4.1	3.9	0.2	8	1.3	0.8	0.5	1.4	7.6	-6.2	4.3	7.2	-2.9	4.1	6.0	-1.9	6.4	4.8	1.6	6.1	3.6	2.5	3.1	1.9	1.2
More FM	8.7	9.7	-1.0	3	16.3	21.8	-5.5	5.8	6.3	-0.5	6.8	7.5	-0.7	7.0	7.5	-0.5	11.2	11.1	0.1	11.6	12.3	-0.7	10.1	9.3	0.8
Newstalk ZB	7.0	7.8	-0.8	6	*	*	*	*	*	*	0.1	*	*	0.9	0.9	0.0	3.8	4.1	-0.3	9.0	9.4	-0.4	5.2	4.9	0.3
Radio Hauraki	3.5	3.1	0.4	9	0.9	0.8	0.1	8.2	6.5	1.7	8.0	7.4	0.6	5.9	5.8	0.1	2.7	2.4	0.3	1.8	1.1	0.7	1.1	0.7	0.4
Radio Sport	1.8	1.9	-0.1	14	*	*	*	0.6	0.9	-0.3	0.7	0.7	0.0	0.5	0.7	-0.2	1.6	1.8	-0.2	3.7	3.8	-0.1	0.6	0.4	0.2
Rhema	0.3	0.1	0.2	16	*	*	*	*	*	*	0.2	0.2	0.0	0.2	0.1	0.1	0.5	0.1	0.4	0.6	0.2	0.4	*	*	*
Rock	7.2	6.8	0.4	5	5.2	6.1	-0.9	17.1	14.9	2.2	14.4	12.8	1.6	12.3	11.4	0.9	4.6	4.7	-0.1	1.5	1.5	0.0	10.1	8.7	1.4
Star	1.4	1.6	-0.2	15	0.1	0.1	0.0	0.1	0.1	0.0	*	0.1	*	*	*	*	0.2	0.2	0.0	2.2	2.3	-0.1	*	*	*
The Hits	2.6	2.3	0.3	12	7.0	2.2	4.8	3.1	3.0	0.1	3.7	3.1	0.6	3.1	2.9	0.2	2.6	2.6	0.0	2.3	2.3	0.0	4.4	3.8	0.6
The Sound	6.5	5.3	1.2	7	1.2	0.6	0.6	2.6	1.3	1.3	1.9	2.5	-0.6	2.8	3.7	-0.9	12.2	11.2	1.0	12.9	10.6	2.3	1.4	1.3	0.1
ZM	3.0	2.7	0.3	11	5.7	5.7	0.0	7.6	7.3	0.3	5.8	5.1	0.7	4.8	4.4	0.4	1.6	1.7	-0.1	0.6	0.4	0.2	4.4	3.9	0.5
MediaWorks Combo	60.2	62.2	-2.0		70.0	81.2	-11.2	57.5	53.8	3.7	56.3	57.7	-1.4	58.1	60.1	-2.0	63.0	67.0	-4.0	62.5	65.3	-2.8	62.7	63.0	-0.3
NZME Combo	25.6	25.8	-0.2		17.5	12.3	5.2	21.1	26.1	-5.0	22.9	24.4	-1.5	20.2	21.9	-1.7	21.6	21.0	0.6	29.3	27.5	1.8	20.3	17.9	2.4
Potential (000)	83.8	81.8	2.0		10.4	10.4	0.0	16.0	15.7	0.3	20.5	19.5	1.0	34.1	32.9	1.2	27.0	26.4	0.6	24.9	24.2	0.7	15.3	15.8	-0.5
Sample	914	921	-7		111	105	6	141	143	-2	214	219	-5	363	370	-7	295	309	-14	283	305	-22	173	174	-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 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

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Station Share (%) by Daypart, People 10+
Survey Comparisons: 4/2019 - 1/2020

This Survey Period: Sun Mar 31 to Sat Jun 8 2019 & Sun Jun 16 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020
Last Survey Period: Sun Jan 20 to Sat Jun 8 & Sun Jun 16 to Sat Nov 2 2019

	This	Last	+/-
Potential (000)	83.8	81.8	2.0
Sample Size	914	921	-7

	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	7.9	8.7	-0.8	5	7.2	9.0	-1.8	6.9	9.2	-2.3	6.5	6.6	-0.1	10.0	12.6	-2.6	10.2	9.2	1.0	6.4	6.6	-0.2
Coast	3.2	4.0	-0.8	10	3.6	4.1	-0.5	3.6	4.0	-0.4	2.6	2.8	-0.2	3.8	3.8	0.0	2.9	5.9	-3.0	4.4	4.7	-0.3
Edge	12.4	12.7	-0.3	2	8.1	9.4	-1.3	11.2	11.9	-0.7	14.0	14.3	-0.3	13.7	12.4	1.3	9.7	9.6	0.1	10.9	11.3	-0.4
George FM	2.3	1.8	0.5	12	2.2	1.8	0.4	2.2	1.9	0.3	3.9	4.2	-0.3	1.0	1.3	-0.3	1.0	0.3	0.7	2.8	3.0	-0.2
Life FM	0.4	0.2	0.2	16	0.1	0.2	-0.1	0.3	0.3	0.0	0.2	0.1	0.1	0.2	*	*	*	*	*	0.3	0.6	-0.3
Magic	16.9	18.5	-1.6	1	14.0	14.5	-0.5	10.4	11.6	-1.2	15.3	16.0	-0.7	25.3	24.9	0.4	26.5	27.5	-1.0	23.0	23.9	-0.9
Mix	1.9	2.3	-0.4	13	3.5	4.2	-0.7	6.0	5.9	0.1	5.5	4.0	1.5	2.3	1.2	1.1	1.9	1.5	0.4	4.6	4.3	0.3
More FM	10.9	13.8	-2.9	3	9.2	9.8	-0.6	9.5	10.2	-0.7	8.4	9.3	-0.9	3.3	3.7	-0.4	2.7	4.7	-2.0	7.7	8.2	-0.5
Newstalk ZB	10.2	10.1	0.1	4	4.5	5.4	-0.9	3.4	4.1	-0.7	3.8	3.9	-0.1	11.3	13.4	-2.1	22.7	21.1	1.6	8.2	9.2	-1.0
Radio Hauraki	5.2	4.1	1.1	7	4.2	3.1	1.1	3.7	3.5	0.2	2.9	3.2	-0.3	1.8	1.5	0.3	2.4	1.5	0.9	2.1	2.3	-0.2
Radio Sport	1.7	1.7	0.0	14	2.4	2.3	0.1	1.9	2.0	-0.1	1.3	1.7	-0.4	2.1	1.5	0.6	0.6	1.6	-1.0	1.7	1.7	0.0
Rhema	0.4	0.2	0.2	16	0.3	0.2	0.1	0.2	*	*	0.2	0.2	0.0	0.3	0.2	0.1	0.5	*	*	0.3	0.2	0.1
Rock	6.6	6.4	0.2	6	9.0	8.9	0.1	9.6	8.9	0.7	8.4	8.4	0.0	8.7	7.9	0.8	2.9	3.7	-0.8	3.4	2.8	0.6
Star	1.0	1.0	0.0	15	1.8	2.3	-0.5	1.0	1.2	-0.2	2.1	2.4	-0.3	0.8	0.7	0.1	2.3	1.9	0.4	1.5	1.6	-0.1
The Hits	2.5	1.5	1.0	11	3.1	2.6	0.5	2.9	2.6	0.3	2.9	3.3	-0.4	0.8	0.6	0.2	0.9	0.3	0.6	2.5	2.6	-0.1
The Sound	3.9	3.2	0.7	8	6.7	6.5	0.2	7.4	6.0	1.4	6.2	5.0	1.2	5.6	3.9	1.7	5.2	3.5	1.7	8.5	6.4	2.1
ZM	3.4	2.6	0.8	9	2.7	1.9	0.8	3.3	2.8	0.5	3.6	3.6	0.0	2.9	3.8	-0.9	2.5	3.8	-1.3	2.4	2.4	0.0
MediaWorks Combo	61.3	65.5	-4.2		56.8	60.0	-3.2	57.1	59.7	-2.6	62.7	64.0	-1.3	67.6	66.6	1.0	58.2	58.6	-0.4	62.7	62.3	0.4
NZME Combo	28.1	26.5	1.6		24.4	24.1	0.3	24.7	25.0	-0.3	22.6	22.4	0.2	25.0	25.7	-0.7	34.1	35.5	-1.4	25.9	27.3	-1.4

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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	9.3	8.9	0.4	4	0.9	1.0	-0.1	0.9	0.9	0.0	1.9	1.4	0.5	3.8	3.4	0.4	4.7	4.6	0.1	3.4	3.4	0.0	1.9	1.9	0.0
Coast	5.9	6.2	-0.3	7	0.2	0.3	-0.1	0.2	0.5	-0.3	0.3	0.7	-0.4	1.1	1.3	-0.2	2.6	2.2	0.4	3.4	3.4	0.0	0.5	0.6	-0.1
Edge	17.7	17.4	0.3	1	4.0	3.8	0.2	6.4	6.2	0.2	7.2	6.9	0.3	9.6	9.6	0.0	3.4	3.5	-0.1	1.4	1.1	0.3	5.3	5.7	-0.4
George FM	4.2	4.5	-0.3	12	0.5	0.6	-0.1	1.3	1.3	0.0	1.9	1.9	0.0	3.1	3.2	-0.1	1.4	1.7	-0.3	0.2	0.3	-0.1	1.0	1.3	-0.3
Life FM	0.9	0.9	0.0	17	0.4	0.2	0.2	0.2	0.3	-0.1	0.4	0.6	-0.2	0.5	0.7	-0.2	0.1	0.1	0.0	*	*	*	0.2	0.3	-0.1
Magic	12.1	12.4	-0.3	3	0.5	0.7	-0.2	1.1	1.2	-0.1	1.5	1.8	-0.3	3.3	3.7	-0.4	4.8	4.5	0.3	6.2	5.9	0.3	2.0	2.7	-0.7
Mix	4.2	4.4	-0.2	12	0.3	0.1	0.2	0.7	1.1	-0.4	1.7	1.9	-0.2	2.9	3.4	-0.5	2.0	2.2	-0.2	1.0	0.8	0.2	0.9	1.1	-0.2
More FM	12.8	13.2	-0.4	2	2.3	2.2	0.1	2.1	2.8	-0.7	3.8	3.8	0.0	5.9	5.9	0.0	4.5	4.2	0.3	3.5	3.5	0.0	2.6	3.1	-0.5
Newstalk ZB	5.6	5.2	0.4	9	*	*	*	*	*	*	0.1	0.1	0.0	0.6	0.4	0.2	1.8	1.6	0.2	3.0	2.7	0.3	0.6	0.5	0.1
Radio Hauraki	5.1	4.1	1.0	11	0.3	0.3	0.0	1.5	0.8	0.7	2.4	1.9	0.5	3.4	2.9	0.5	1.9	1.7	0.2	1.0	0.8	0.2	0.7	0.6	0.1
Radio Sport	3.0	3.6	-0.6	14	*	*	*	0.5	1.2	-0.7	0.6	0.8	-0.2	0.8	1.2	-0.4	0.6	0.8	-0.2	1.2	1.4	-0.2	0.3	0.8	-0.5
Rhema	1.0	0.7	0.3	16	*	*	*	*	*	*	0.2	0.1	0.1	0.4	0.3	0.1	0.6	0.4	0.2	0.6	0.3	0.3	0.1	0.1	0.0
Rock	7.4	7.2	0.2	5	0.5	0.5	0.0	2.5	2.6	-0.1	3.4	3.2	0.2	5.4	4.8	0.6	2.5	2.0	0.5	0.6	0.6	0.0	2.0	2.3	-0.3
Star	1.4	1.6	-0.2	15	0.1	0.1	0.0	0.3	0.3	0.0	0.1	0.2	-0.1	0.1	0.2	-0.1	0.3	0.3	0.0	0.6	0.7	-0.1	*	*	*
The Hits	5.9	5.1	0.8	7	1.0	0.6	0.4	1.5	1.1	0.4	2.5	2.3	0.2	3.2	2.9	0.3	1.5	1.3	0.2	1.3	1.4	-0.1	1.9	1.8	0.1
The Sound	6.4	5.1	1.3	6	0.2	0.1	0.1	1.1	0.6	0.5	1.0	0.7	0.3	2.6	2.2	0.4	4.1	3.7	0.4	3.3	2.6	0.7	0.7	0.7	0.0
ZM	5.2	4.8	0.4	10	0.8	0.9	-0.1	2.0	1.9	0.1	2.5	2.5	0.0	3.3	3.2	0.1	0.9	0.9	0.0	0.4	0.4	0.0	1.6	1.7	-0.1
MediaWorks Combo	48.3	46.8	1.5		5.6	5.5	0.1	10.5	9.6	0.9	14.4	13.0	1.4	22.8	21.5	1.3	16.7	16.4	0.3	13.5	13.2	0.3	11.0	11.9	-0.9
NZME Combo	28.5	27.6	0.9		2.0	1.7	0.3	5.7	6.0	-0.3	8.6	8.3	0.3	12.4	12.3	0.1	8.9	8.8	0.1	9.0	9.0	0.0	5.4	5.8	-0.4
All Commercial Radio	63.1	61.3	1.8		7.1	7.1	0.0	12.6	12.5	0.1	18.4	17.3	1.1	29.0	27.8	1.2	20.9	20.0	0.9	18.0	17.3	0.7	13.1	13.6	-0.5
Potential (000)	83.8	81.8	2.0		10.4	10.4	0.0	16.0	15.7	0.3	20.5	19.5	1.0	34.1	32.9	1.2	27.0	26.4	0.6	24.9	24.2	0.7	15.3	15.8	-0.5
Sample	914	921	-7		111	105	6	141	143	-2	214	219	-5	363	370	-7	295	309	-14	283	305	-22	173	174	-1

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Cumulative Audience (000's) by Daypart, People 10+
Survey Comparisons: 4/2019 - 1/2020

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	This	Last	+/-
Potential (000)	83.8	81.8	2.0
Sample Size	914	921	-7

	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	4.8	5.1	-0.3	4	4.2	4.0	0.2	5.1	5.0	0.1	3.8	3.7	0.1	1.5	1.7	-0.2	1.2	1.6	-0.4	5.4	5.3	0.1
Coast	2.4	2.8	-0.4	10	3.0	3.0	0.0	3.2	3.1	0.1	1.8	1.9	-0.1	0.7	0.7	0.0	0.7	0.7	0.0	3.6	3.4	0.2
Edge	10.7	10.3	0.4	1	6.0	6.5	-0.5	9.3	8.9	0.4	8.6	8.8	-0.2	3.7	3.6	0.1	2.3	2.5	-0.2	11.4	11.0	0.4
George FM	1.9	1.7	0.2	12	1.5	1.6	-0.1	2.1	2.0	0.1	1.9	2.2	-0.3	0.5	0.7	-0.2	0.2	0.2	0.0	2.5	2.5	0.0
Life FM	0.5	0.4	0.1	16	0.2	0.3	-0.1	0.7	0.6	0.1	0.3	0.1	0.2	0.3	0.1	0.2	*	0.1	*	0.5	0.6	-0.1
Magic	7.0	7.7	-0.7	3	6.5	6.7	-0.2	6.6	7.0	-0.4	6.1	5.7	0.4	3.8	3.5	0.3	2.5	2.7	-0.2	8.8	9.3	-0.5
Mix	1.7	1.7	0.0	13	1.8	1.6	0.2	3.0	3.0	0.0	2.3	1.7	0.6	1.2	0.7	0.5	0.7	0.6	0.1	2.6	2.8	-0.2
More FM	7.1	7.3	-0.2	2	4.7	5.3	-0.6	6.5	6.5	0.0	6.5	5.6	0.9	2.1	2.1	0.0	0.7	1.7	-1.0	8.7	9.0	-0.3
Newstalk ZB	3.6	3.6	0.0	6	2.8	3.1	-0.3	1.9	2.1	-0.2	1.7	1.9	-0.2	1.7	1.8	-0.1	2.1	2.2	-0.1	4.4	4.2	0.2
Radio Hauraki	2.6	2.1	0.5	8	2.2	1.7	0.5	2.4	2.3	0.1	1.9	1.8	0.1	1.1	0.8	0.3	0.5	0.3	0.2	2.1	2.1	0.0
Radio Sport	1.3	1.3	0.0	14	1.2	0.9	0.3	1.0	1.4	-0.4	1.1	1.1	0.0	0.6	0.6	0.0	0.1	0.4	-0.3	1.7	1.8	-0.1
Rhema	0.4	0.3	0.1	17	0.9	0.6	0.3	0.4	0.2	0.2	0.4	0.3	0.1	0.4	0.2	0.2	0.1	*	*	0.7	0.5	0.2
Rock	4.0	3.7	0.3	5	3.2	3.0	0.2	4.1	4.0	0.1	3.3	3.3	0.0	1.7	1.3	0.4	0.7	0.8	-0.1	2.9	2.4	0.5
Star	0.6	0.5	0.1	15	0.8	0.9	-0.1	0.5	0.6	-0.1	0.6	0.7	-0.1	0.1	0.1	0.0	0.6	0.7	-0.1	0.9	1.0	-0.1
The Hits	3.1	2.2	0.9	7	2.7	2.3	0.4	3.2	2.5	0.7	2.4	2.5	-0.1	0.4	0.2	0.2	0.4	0.1	0.3	2.8	2.5	0.3
The Sound	2.2	1.9	0.3	11	3.1	2.5	0.6	3.8	2.7	1.1	2.6	2.2	0.4	1.3	1.1	0.2	0.8	0.7	0.1	5.1	3.7	1.4
ZM	2.6	2.0	0.6	8	2.3	2.1	0.2	2.7	2.2	0.5	2.5	2.5	0.0	1.2	1.6	-0.4	0.6	0.7	-0.1	2.9	2.9	0.0
MediaWorks Combo	32.0	32.1	-0.1		24.8	25.1	-0.3	31.1	30.1	1.0	27.6	26.9	0.7	13.0	12.1	0.9	7.1	8.0	-0.9	35.9	35.2	0.7
NZME Combo	15.8	14.7	1.1		14.5	13.1	1.4	15.6	15.0	0.6	12.7	12.3	0.4	6.6	6.0	0.6	4.8	4.9	-0.1	17.9	17.9	0.0
All Commercial Radio	46.1	45.0	1.1		38.2	37.0	1.2	44.1	41.7	2.4	39.5	37.9	1.6	20.1	18.7	1.4	11.4	12.1	-0.7	50.2	49.6	0.6

MediaWorks Combo: Breeze or Edge or George FM or Magic 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

NELSON COMMERCIAL RADIO - SURVEY 1 2020

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

Survey Comparisons: 4/2019 - 1/2020

This Survey Period: Sun Mar 31 to Sat Jun 8 2019 & Sun Jun 16 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020

Last Survey Period: Sun Jan 20 to Sat Jun 8 & Sun Jun 16 to Sat Nov 2 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	7:50	9:01	-1:11	1:25	2:21	-0:56	6:48	3:31	3:17	4:45	3:09	1:36	7:40	7:31	0:08	9:22	11:44	-2:21	9:57	12:47	-2:50	7:21	6:18	1:02
Coast	6:01	6:19	-0:17	4:49	4:38	0:10	1:19	2:02	-0:42	1:29	1:57	-0:27	3:15	3:25	-0:09	4:24	5:46	-1:22	5:59	6:39	-0:39	5:02	7:22	-2:20
Edge	6:20	6:25	-0:04	3:42	4:25	-0:42	6:47	6:22	0:24	8:15	8:18	-0:03	7:53	7:38	0:15	6:50	6:06	0:43	5:49	5:34	0:14	5:51	5:43	0:08
George FM	5:49	4:40	1:08	4:40	4:25	0:14	4:57	3:50	1:07	6:42	4:37	2:05	6:51	5:28	1:22	6:09	5:33	0:36	1:40	1:09	0:31	3:41	3:46	-0:04
Life FM	2:58	2:48	0:09	3:54	2:21	1:32	1:53	3:31	-1:37	1:49	2:43	-0:53	2:18	2:58	-0:40	4:45	4:45	0:00	*	*	*	4:09	5:00	-0:51
Magic	13:51	13:43	0:08	4:13	6:13	-1:59	4:00	3:57	0:02	8:42	10:39	-1:56	11:58	11:50	0:08	12:55	13:43	-0:48	13:42	13:40	0:02	15:10	15:37	-0:26
Mix	9:41	8:26	1:15	2:17	3:05	-0:48	4:01	11:10	-7:08	7:25	9:41	-2:16	6:33	7:25	-0:52	12:20	7:58	4:22	21:49	14:11	7:37	6:43	3:46	2:57
More FM	6:45	7:01	-0:15	3:04	5:01	-1:57	5:16	3:45	1:31	5:04	5:09	-0:04	5:28	5:27	0:00	9:51	9:44	0:06	11:34	11:15	0:18	7:31	6:17	1:14
Newstalk ZB	12:28	14:12	-1:44	*	*	*	*	*	*	2:26	1:00	1:26	6:55	9:13	-2:17	8:28	9:38	-1:09	10:45	10:58	-0:13	17:15	21:51	-4:35
Radio Hauraki	6:57	7:03	-0:05	1:09	1:39	-0:30	10:38	13:12	-2:33	9:34	10:05	-0:31	7:59	8:28	-0:28	5:44	5:08	0:35	6:32	4:10	2:22	2:54	2:40	0:14
Radio Sport	6:07	4:51	1:15	*	*	*	2:17	1:17	1:00	3:01	2:20	0:41	3:02	2:32	0:29	10:24	7:56	2:27	10:58	8:52	2:05	4:35	1:01	3:34
Rhema	2:58	1:49	1:08	*	*	*	*	*	*	3:15	3:15	0:00	2:05	1:42	0:22	3:14	1:20	1:53	3:54	2:15	1:38	0:15	0:15	0:00
Rock	9:52	8:56	0:55	4:36	5:46	-1:09	12:46	9:40	3:05	12:06	10:31	1:34	10:33	10:06	0:26	7:24	8:42	-1:17	8:30	8:09	0:20	9:40	8:01	1:38
Star	10:08	9:03	1:04	0:30	0:30	0:00	0:30	0:31	-0:00	0:45	0:45	0:00	0:45	0:45	0:00	2:29	2:21	0:07	11:49	10:24	1:25	*	*	*
The Hits	4:23	4:16	0:07	3:09	1:53	1:16	3:56	4:30	-0:33	4:07	3:31	0:36	4:25	4:24	0:01	6:53	7:15	-0:21	6:16	5:25	0:51	4:24	4:26	-0:01
The Sound	10:10	10:01	0:09	3:12	5:45	-2:32	4:23	3:28	0:55	5:29	10:06	-4:36	5:01	7:16	-2:15	11:42	11:13	0:29	13:55	12:58	0:56	3:51	4:20	-0:29
ZM	5:47	5:22	0:25	3:08	3:13	-0:05	7:02	6:22	0:39	6:33	5:19	1:13	6:44	5:59	0:44	7:07	7:26	-0:18	5:04	3:11	1:52	5:20	4:48	0:32
MediaWorks Combo	12:30	12:40	-0:09	5:30	7:25	-1:55	10:18	9:29	0:49	11:09	11:32	-0:23	11:46	11:57	-0:11	14:55	14:57	-0:02	16:21	15:56	0:25	11:03	11:09	-0:06
NZME Combo	9:00	8:55	0:05	3:47	3:37	0:10	6:59	7:25	-0:25	7:38	7:38	-0:00	7:31	7:40	-0:09	9:35	8:44	0:50	11:27	9:48	1:38	7:19	6:28	0:50
All Commercial Radio	15:53	15:33	0:19	6:12	7:00	-0:47	14:57	13:35	1:22	15:33	15:02	0:31	15:54	15:25	0:29	18:52	18:22	0:29	19:36	18:36	1:00	14:52	15:24	-0:31
Potential (000)	83.8	81.8	2.0	10.4	10.4	0.0	16.0	15.7	0.3	20.5	19.5	1.0	34.1	32.9	1.2	27.0	26.4	0.6	24.9	24.2	0.7	15.3	15.8	-0.5
Sample	914	921	-7	111	105	6	141	143	-2	214	219	-5	363	370	-7	295	309	-14	283	305	-22	173	174	-1

MediaWorks Combo: Breeze or Edge or George FM or Magic 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

NELSON COMMERCIAL RADIO - SURVEY 1 2020

Average Time Spent Listening (hh:mm) by Daypart, People 10+
Survey Comparisons: 4/2019 - 1/2020

This Survey Period: Sun Mar 31 to Sat Jun 8 2019 & Sun Jun 16 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020
Last Survey Period: Sun Jan 20 to Sat Jun 8 & Sun Jun 16 to Sat Nov 2 2019

	This	Last	+/-
Potential (000)	83.8	81.8	2.0
Sample Size	914	921	-7

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

MediaWorks Combo: Breeze or Edge or George FM or Magic 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