



NELSON COMMERCIAL RADIO - SURVEY 3 2020

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

Survey Comparisons: 1/2020 - 3/2020

This Survey Period: Sun Jun 16 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020 & Sun July 19 to Sat Sep 12 2020

Last 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

	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	6.8	7.3	-0.5	6	5.6	3.0	2.6		5.8	3.3	2.5		5.5	3.1	2.4		7.7	6.4	1.3		11.2	11.1	0.1		7.2	9.7	-2.5		7.8	7.3	0.5	
Coast	4.8	3.5	1.3	8	3.0	2.6	0.4		*	0.1	*		0.1	0.2	-0.1		1.1	0.8	0.3		6.4	2.9	3.5		7.7	5.8	1.9		3.3	1.4	1.9	
Edge	8.9	11.2	-2.3	2	30.8	33.9	-3.1		18.9	22.9	-4.0		14.8	20.9	-6.1		12.4	16.4	-4.0		5.6	5.9	-0.3		2.1	2.4	-0.3		15.0	16.1	-1.1	
George FM	1.9	2.4	-0.5	13	1.6	5.3	-3.7		3.1	3.5	-0.4		4.9	4.5	0.4		3.7	4.6	-0.9		1.0	2.1	-1.1		0.3	0.1	0.2		2.1	1.8	0.3	
Gold / Mix*	3.2	4.1	-0.9	10	1.1	1.3	-0.2		0.8	1.4	-0.6		4.1	4.3	-0.2		3.4	4.1	-0.7		4.6	6.4	-1.8		4.7	6.1	-1.4		3.4	3.1	0.3	
Life FM	0.2	0.3	-0.1	16	2.9	3.3	-0.4		0.2	0.2	0.0		0.1	0.3	-0.2		0.1	0.3	-0.2		*	0.1	*		*	*	*		0.1	0.4	-0.3	
Magic	18.7	16.7	2.0	1	2.6	5.0	-2.4		1.9	2.2	-0.3		4.9	4.5	0.4		8.9	8.6	0.3		18.1	15.8	2.3		29.7	24.3	5.4		19.5	15.5	4.0	
More FM	8.7	8.7	0.0	3	23.4	16.3	7.1		8.1	5.8	2.3		8.9	6.8	2.1		9.0	7.0	2.0		8.6	11.2	-2.6		8.2	11.6	-3.4		8.8	10.1	-1.3	
Newstalk ZB	6.9	7.0	-0.1	5	0.1	*	*		*	*	*		0.1	0.1	0.0		1.4	0.9	0.5		4.2	3.8	0.4		10.1	9.0	1.1		6.1	5.2	0.9	
Radio Hauraki	3.8	3.5	0.3	9	0.7	0.9	-0.2		8.1	8.2	-0.1		8.7	8.0	0.7		6.5	5.9	0.6		3.0	2.7	0.3		2.1	1.8	0.3		0.8	1.1	-0.3	
Rhema	1.7	0.3	1.4	14	1.0	*	*		*	*	*		*	0.2	*		0.3	0.2	0.1		2.2	0.5	1.7		2.6	0.6	2.0		0.7	*	*	
Rock	7.3	7.2	0.1	4	2.7	5.2	-2.5		21.0	17.1	3.9		15.2	14.4	0.8		12.1	12.3	-0.2		3.7	4.6	-0.9		1.5	1.5	0.0		6.6	10.1	-3.5	
Star	0.9	1.4	-0.5	15	*	0.1	*		0.4	0.1	0.3		0.3	*	*		0.2	*	*		0.1	0.2	-0.1		0.2	2.2	-2.0		*	*	*	
The Hits	2.2	2.6	-0.4	12	7.2	7.0	0.2		3.2	3.1	0.1		4.2	3.7	0.5		3.2	3.1	0.1		1.6	2.6	-1.0		1.1	2.3	-1.2		3.9	4.4	-0.5	
The Sound	5.4	6.5	-1.1	7	1.0	1.2	-0.2		1.9	2.6	-0.7		1.5	1.9	-0.4		2.8	2.8	0.0		9.7	12.2	-2.5		10.1	12.9	-2.8		4.1	1.4	2.7	
ZM	3.1	3.0	0.1	11	7.5	5.7	1.8		5.6	7.6	-2.0		5.1	5.8	-0.7		4.9	4.8	0.1		2.4	1.6	0.8		0.7	0.6	0.1		3.8	4.4	-0.6	
MediaWorks Combo	57.9	60.2	-2.3		67.8	70.0	-2.2		60.9	57.5	3.4		55.8	56.3	-0.5		56.8	58.1	-1.3		58.0	63.0	-5.0		59.2	62.5	-3.3		64.2	62.7	1.5	
NZME Combo	24.1	25.6	-1.5		19.6	17.5	2.1		18.2	21.1	-2.9		22.8	22.9	-0.1		20.8	20.2	0.6		22.3	21.6	0.7		26.5	29.3	-2.8		21.3	20.3	1.0	
Potential (000)	83.8	83.8	0.0		10.3	10.4	-0.1		16.1	16.0	0.1		20.5	20.5	0.0		34.1	34.1	0.0		27.0	27.0	0.0		24.9	24.9	0.0		14.5	15.3	-0.8	
Sample	949	914	35		123	111	12		148	141	7		225	214	11		384	363	21		315	295	20		298	283	15		178	173	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 or More FM or Rock or The Sound or internet only listening to Mai

NZME Combo: Coast or Gold (from S3 2020) or Mix (until S1 2020) or Newstalk ZB or Radio Hauraki or Radio Sport (until S1 2020) or The Hits or ZM or internet only listening to Flava or Hokonui

Please note: Due to COVID-19 survey 2 was cancelled, last survey in this report is Survey 1 2020.

Gold / Mix includes a combination of Gold and Mix for Sun Jun 16 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020.



NELSON COMMERCIAL RADIO - SURVEY 3 2020

Station Share (%) by Daypart, People 10+
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Last 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

	This	Last	+/-
Potential (000)	83.8	83.8	0.0
Sample Size	949	914	35

	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	6.6	7.9	-1.3	6	5.6	7.2	-1.6	6.3	6.9	-0.6	7.5	6.5	1.0	10.4	10.0	0.4	6.8	10.2	-3.4	7.4	6.4	1.0
Coast	4.6	3.2	1.4	8	5.7	3.6	2.1	4.7	3.6	1.1	3.0	2.6	0.4	2.7	3.8	-1.1	3.4	2.9	0.5	6.2	4.4	1.8
Edge	11.5	12.4	-0.9	2	5.7	8.1	-2.4	8.2	11.2	-3.0	11.9	14.0	-2.1	10.6	13.7	-3.1	5.4	9.7	-4.3	8.7	10.9	-2.2
George FM	1.6	2.3	-0.7	13	1.7	2.2	-0.5	2.4	2.2	0.2	2.8	3.9	-1.1	1.1	1.0	0.1	1.0	1.0	0.0	1.7	2.8	-1.1
Gold / Mix*	1.8	1.9	-0.1	12	2.8	3.5	-0.7	4.4	6.0	-1.6	3.9	5.5	-1.6	1.6	2.3	-0.7	1.8	1.9	-0.1	3.6	4.6	-1.0
Life FM	0.3	0.4	-0.1	16	*	0.1	*	0.2	0.3	-0.1	0.1	0.2	-0.1	0.3	0.2	0.1	*	*	*	0.4	0.3	0.1
Magic	16.9	16.9	0.0	1	16.8	14.0	2.8	12.8	10.4	2.4	16.6	15.3	1.3	28.8	25.3	3.5	36.0	26.5	9.5	24.6	23.0	1.6
More FM	10.1	10.9	-0.8	3	8.3	9.2	-0.9	9.7	9.5	0.2	9.7	8.4	1.3	3.5	3.3	0.2	1.5	2.7	-1.2	8.3	7.7	0.6
Newstalk ZB	9.1	10.2	-1.1	4	4.2	4.5	-0.3	3.2	3.4	-0.2	4.6	3.8	0.8	14.7	11.3	3.4	25.3	22.7	2.6	7.8	8.2	-0.4
Radio Hauraki	5.7	5.2	0.5	7	4.5	4.2	0.3	4.2	3.7	0.5	3.1	2.9	0.2	1.6	1.8	-0.2	3.1	2.4	0.7	2.1	2.1	0.0
Rhema	1.6	0.4	1.2	13	1.4	0.3	1.1	1.1	0.2	0.9	1.5	0.2	1.3	5.1	0.3	4.8	0.4	0.5	-0.1	2.3	0.3	2.0
Rock	8.0	6.6	1.4	5	9.7	9.0	0.7	10.5	9.6	0.9	7.4	8.4	-1.0	3.9	8.7	-4.8	1.4	2.9	-1.5	3.1	3.4	-0.3
Star	0.6	1.0	-0.4	15	1.2	1.8	-0.6	0.7	1.0	-0.3	1.2	2.1	-0.9	0.3	0.8	-0.5	0.9	2.3	-1.4	1.1	1.5	-0.4
The Hits	2.5	2.5	0.0	11	3.1	3.1	0.0	2.4	2.9	-0.5	2.2	2.9	-0.7	1.2	0.8	0.4	0.5	0.9	-0.4	1.5	2.5	-1.0
The Sound	3.2	3.9	-0.7	10	6.0	6.7	-0.7	6.8	7.4	-0.6	6.1	6.2	-0.1	3.0	5.6	-2.6	2.3	5.2	-2.9	5.9	8.5	-2.6
ZM	4.0	3.4	0.6	9	2.7	2.7	0.0	3.1	3.3	-0.2	3.3	3.6	-0.3	2.5	2.9	-0.4	3.1	2.5	0.6	2.5	2.4	0.1
MediaWorks Combo	58.2	61.3	-3.1		54.1	56.8	-2.7	56.6	57.1	-0.5	62.0	62.7	-0.7	61.3	67.6	-6.3	54.3	58.2	-3.9	59.7	62.7	-3.0
NZME Combo	27.7	28.1	-0.4		23.4	24.4	-1.0	22.3	24.7	-2.4	20.4	22.6	-2.2	24.5	25.0	-0.5	37.4	34.1	3.3	23.8	25.9	-2.1

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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	9.6	9.3	0.3	4	1.0	0.9	0.1		1.5	0.9	0.6		2.5	1.9	0.6		4.4	3.8	0.6		4.7	4.7	0.0		3.3	3.4	-0.1		2.0	1.9	0.1	
Coast	6.4	5.9	0.5	7	0.3	0.2	0.1		0.1	0.2	-0.1		0.2	0.3	-0.1		1.4	1.1	0.3		3.2	2.6	0.6		3.4	3.4	0.0		0.8	0.5	0.3	
Edge	16.9	17.7	-0.8	1	4.4	4.0	0.4		5.6	6.4	-0.8		5.8	7.2	-1.4		8.3	9.6	-1.3		4.1	3.4	0.7		1.7	1.4	0.3		4.9	5.3	-0.4	
George FM	3.7	4.2	-0.5	12	0.2	0.5	-0.3		1.3	1.3	0.0		2.3	1.9	0.4		2.9	3.1	-0.2		0.9	1.4	-0.5		0.2	0.2	0.0		0.9	1.0	-0.1	
Gold / Mix*	3.4	4.2	-0.8	13	0.2	0.3	-0.1		0.6	0.7	-0.1		1.4	1.7	-0.3		2.3	2.9	-0.6		1.5	2.0	-0.5		0.8	1.0	-0.2		1.0	0.9	0.1	
Life FM	0.7	0.9	-0.2	16	0.2	0.4	-0.2		0.3	0.2	0.1		0.3	0.4	-0.1		0.3	0.5	-0.2		0.1	0.1	0.0		0.1	*	*		0.1	0.2	-0.1	
Magic	12.7	12.1	0.6	3	0.3	0.5	-0.2		1.1	1.1	0.0		1.5	1.5	0.0		3.2	3.3	-0.1		4.8	4.8	0.0		7.1	6.2	0.9		2.0	2.0	0.0	
More FM	12.9	12.8	0.1	2	2.8	2.3	0.5		2.2	2.1	0.1		4.2	3.8	0.4		6.5	5.9	0.6		4.2	4.5	-0.3		2.5	3.5	-1.0		2.4	2.6	-0.2	
Newstalk ZB	6.2	5.6	0.6	9	*	*	*		*	*	*		0.1	0.1	0.0		1.0	0.6	0.4		2.2	1.8	0.4		3.1	3.0	0.1		0.8	0.6	0.2	
Radio Hauraki	5.1	5.1	0.0	10	0.3	0.3	0.0		1.1	1.5	-0.4		2.4	2.4	0.0		3.5	3.4	0.1		2.0	1.9	0.1		1.0	1.0	0.0		0.6	0.7	-0.1	
Rhema	1.6	1.0	0.6	14	*	*	*		*	*	*		*	0.2	*		0.3	0.4	-0.1		1.2	0.6	0.6		1.1	0.6	0.5		0.1	0.1	0.0	
Rock	8.1	7.4	0.7	5	0.9	0.5	0.4		2.6	2.5	0.1		3.4	3.4	0.0		5.3	5.4	-0.1		2.5	2.5	0.0		1.0	0.6	0.4		1.7	2.0	-0.3	
Star	1.3	1.4	-0.1	15	*	0.1	*		0.3	0.3	0.0		0.1	0.1	0.0		0.1	0.1	0.0		0.3	0.3	0.0		0.4	0.6	-0.2		*	*	*	
The Hits	6.8	5.9	0.9	6	1.5	1.0	0.5		2.0	1.5	0.5		3.1	2.5	0.6		3.9	3.2	0.7		1.5	1.5	0.0		1.0	1.3	-0.3		1.8	1.9	-0.1	
The Sound	6.4	6.4	0.0	7	0.1	0.2	-0.1		1.2	1.1	0.1		1.2	1.0	0.2		2.3	2.6	-0.3		3.6	4.1	-0.5		3.6	3.3	0.3		0.9	0.7	0.2	
ZM	4.9	5.2	-0.3	11	1.1	0.8	0.3		1.4	2.0	-0.6		2.1	2.5	-0.4		3.1	3.3	-0.2		1.2	0.9	0.3		0.3	0.4	-0.1		1.2	1.6	-0.4	
MediaWorks Combo	47.8	48.3	-0.5		5.6	5.6	0.0		10.2	10.5	-0.3		13.9	14.4	-0.5		21.8	22.8	-1.0		16.5	16.7	-0.2		14.3	13.5	0.8		10.5	11.0	-0.5	
NZME Combo	27.8	28.5	-0.7		2.9	2.0	0.9		4.9	5.7	-0.8		8.1	8.6	-0.5		12.5	12.4	0.1		9.4	8.9	0.5		8.3	9.0	-0.7		5.1	5.4	-0.3	
All Commercial Radio	62.6	63.1	-0.5		6.9	7.1	-0.2		12.0	12.6	-0.6		17.5	18.4	-0.9		28.2	29.0	-0.8		21.3	20.9	0.4		18.7	18.0	0.7		12.1	13.1	-1.0	
Potential (000)	83.8	83.8	0.0		10.3	10.4	-0.1		16.1	16.0	0.1		20.5	20.5	0.0		34.1	34.1	0.0		27.0	27.0	0.0		24.9	24.9	0.0		14.5	15.3	-0.8	
Sample	949	914	35		123	111	12		148	141	7		225	214	11		384	363	21		315	295	20		298	283	15		178	173	5	

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	This	Last	+/-	Rank	This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-			
Breeze	4.7	4.8	-0.1	4	3.9	4.2	-0.3		5.8	5.1	0.7		4.6	3.8	0.8		1.6	1.5	0.1		0.7	1.2	-0.5		5.9	5.4	0.5			
Coast	3.2	2.4	0.8	7	3.3	3.0	0.3		3.6	3.2	0.4		2.0	1.8	0.2		0.7	0.7	0.0		0.3	0.7	-0.4		4.3	3.6	0.7			
Edge	9.7	10.7	-1.0	1	5.3	6.0	-0.7		8.9	9.3	-0.4		8.1	8.6	-0.5		3.4	3.7	-0.3		1.6	2.3	-0.7		10.1	11.4	-1.3			
George FM	1.4	1.9	-0.5	12	1.0	1.5	-0.5		2.0	2.1	-0.1		1.7	1.9	-0.2		0.5	0.5	0.0		0.3	0.2	0.1		2.0	2.5	-0.5			
Gold / Mix*	1.3	1.7	-0.4	13	1.5	1.8	-0.3		2.3	3.0	-0.7		1.8	2.3	-0.5		0.9	1.2	-0.3		0.6	0.7	-0.1		2.2	2.6	-0.4			
Life FM	0.2	0.5	-0.3	16	0.1	0.2	-0.1		0.4	0.7	-0.3		0.2	0.3	-0.1		0.2	0.3	-0.1		*	*	*		0.5	0.5	0.0			
Magic	7.2	7.0	0.2	2	6.3	6.5	-0.2		7.3	6.6	0.7		6.8	6.1	0.7		4.2	3.8	0.4		2.4	2.5	-0.1		9.4	8.8	0.6			
More FM	7.2	7.1	0.1	2	4.8	4.7	0.1		6.5	6.5	0.0		6.8	6.5	0.3		2.2	2.1	0.1		0.6	0.7	-0.1		8.7	8.7	0.0			
Newstalk ZB	3.1	3.6	-0.5	8	3.3	2.8	0.5		2.5	1.9	0.6		2.1	1.7	0.4		2.2	1.7	0.5		2.1	2.1	0.0		4.6	4.4	0.2			
Radio Hauraki	2.5	2.6	-0.1	10	2.3	2.2	0.1		2.7	2.4	0.3		2.2	1.9	0.3		0.9	1.1	-0.2		0.6	0.5	0.1		2.3	2.1	0.2			
Rhema	0.9	0.4	0.5	14	1.3	0.9	0.4		0.8	0.4	0.4		0.9	0.4	0.5		0.9	0.4	0.5		*	0.1	*		1.2	0.7	0.5			
Rock	4.7	4.0	0.7	4	3.5	3.2	0.3		4.0	4.1	-0.1		3.5	3.3	0.2		1.4	1.7	-0.3		0.7	0.7	0.0		3.4	2.9	0.5			
Star	0.4	0.6	-0.2	15	0.7	0.8	-0.1		0.4	0.5	-0.1		0.3	0.6	-0.3		0.1	0.1	0.0		0.3	0.6	-0.3		0.9	0.9	0.0			
The Hits	3.4	3.1	0.3	6	2.2	2.7	-0.5		3.8	3.2	0.6		2.4	2.4	0.0		0.6	0.4	0.2		0.2	0.4	-0.2		3.1	2.8	0.3			
The Sound	2.1	2.2	-0.1	11	3.0	3.1	-0.1		3.8	3.8	0.0		2.7	2.6	0.1		1.0	1.3	-0.3		0.5	0.8	-0.3		4.5	5.1	-0.6			
ZM	2.7	2.6	0.1	9	2.0	2.3	-0.3		2.3	2.7	-0.4		2.3	2.5	-0.2		1.0	1.2	-0.2		0.6	0.6	0.0		3.3	2.9	0.4			
MediaWorks Combo	30.8	32.0	-1.2		24.5	24.8	-0.3		31.4	31.1	0.3		28.7	27.6	1.1		12.6	13.0	-0.4		6.0	7.1	-1.1		34.6	35.9	-1.3			
NZME Combo	15.1	15.8	-0.7		13.4	14.5	-1.1		15.9	15.6	0.3		12.0	12.7	-0.7		6.1	6.6	-0.5		4.2	4.8	-0.6		18.0	17.9	0.1			
All Commercial Radio	45.4	46.1	-0.7		37.8	38.2	-0.4		45.4	44.1	1.3		41.3	39.5	1.8		20.1	20.1	0.0		9.6	11.4	-1.8		50.0	50.2	-0.2			

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 Gold (from S3 2020) or Mix (until S1 2020) or Newstalk ZB or Radio Hauraki or Radio Sport (until S1 2020) or The Hits or ZM or internet only listening to Flava or Hokonui

Please note: Due to COVID-19 survey 2 was cancelled, last survey in this report is Survey 1 2020.

Gold / Mix includes a combination of Gold and Mix for Sun Jun 16 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020.



NELSON COMMERCIAL RADIO - SURVEY 3 2020

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

Survey Comparisons: 1/2020 - 3/2020

This Survey Period: Sun Jun 16 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020 & Sun July 19 to Sat Sep 12 2020

Last 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

	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	7:06	7:50	-0:44	2:36	1:25	1:11	7:39	6:48	0:50	6:13	4:45	1:28	7:57	7:40	0:17	8:57	9:22	-0:25	7:27	9:57	-2:30	6:50	7:21	-0:31
Coast	7:33	6:01	1:31	4:01	4:49	-0:48	0:45	1:19	-0:34	1:48	1:29	0:18	3:35	3:15	0:19	7:34	4:24	3:10	7:44	5:59	1:44	7:33	5:02	2:30
Edge	5:14	6:20	-1:06	3:10	3:42	-0:32	6:46	6:47	-0:00	7:15	8:15	-0:59	6:46	7:53	-1:07	5:08	6:50	-1:41	4:09	5:49	-1:40	5:23	5:51	-0:28
George FM	5:11	5:49	-0:37	3:10	4:40	-1:30	4:45	4:57	-0:12	6:08	6:42	-0:33	5:43	6:51	-1:07	4:27	6:09	-1:42	5:05	1:40	3:24	4:04	3:41	0:23
Gold / Mix*	9:15	9:41	-0:26	2:18	2:17	0:00	3:02	4:01	-0:59	8:01	7:25	0:36	6:39	6:33	0:06	11:05	12:20	-1:14	19:09	21:49	-2:39	6:15	6:43	-0:28
Life FM	2:55	2:58	-0:02	5:40	3:54	1:46	1:12	1:53	-0:41	1:20	1:49	-0:28	1:20	2:18	-0:57	2:00	4:45	-2:45	2:00	*	*	2:45	4:09	-1:24
Magic	14:44	13:51	0:52	3:25	4:13	-0:47	3:28	4:00	-0:31	9:29	8:42	0:46	12:32	11:58	0:33	14:08	12:55	1:13	14:19	13:42	0:37	17:27	15:10	2:17
More FM	6:42	6:45	-0:03	3:45	3:04	0:41	7:20	5:16	2:03	6:03	5:04	0:58	6:15	5:28	0:47	7:37	9:51	-2:13	11:23	11:34	-0:10	6:33	7:31	-0:57
Newstalk ZB	11:03	12:28	-1:25	0:45	*	*	*	*	*	2:09	2:26	-0:16	6:45	6:55	-0:10	7:04	8:28	-1:24	11:04	10:45	0:18	12:55	17:15	-4:20
Radio Hauraki	7:24	6:57	0:27	1:05	1:09	-0:03	15:25	10:38	4:46	10:23	9:34	0:49	8:16	7:59	0:16	5:33	5:44	-0:10	7:02	6:32	0:30	2:06	2:54	-0:48
Rhema	10:34	2:58	7:35	12:30	*	*	*	*	*	*	3:15	*	5:44	2:05	3:39	7:13	3:14	3:58	8:00	3:54	4:06	9:01	0:15	8:46
Rock	9:04	9:52	-0:47	1:25	4:36	-3:10	16:19	12:46	3:33	12:43	12:06	0:37	10:18	10:33	-0:15	5:33	7:24	-1:51	4:57	8:30	-3:33	7:03	9:40	-2:36
Star	6:52	10:08	-3:15	*	0:30	*	3:05	0:30	2:34	5:30	0:45	4:45	5:30	0:45	4:45	1:00	2:29	-1:29	1:50	11:49	-9:59	*	*	*
The Hits	3:16	4:23	-1:07	2:07	3:09	-1:02	3:12	3:56	-0:43	3:55	4:07	-0:11	3:47	4:25	-0:38	4:03	6:53	-2:50	3:48	6:16	-2:28	3:53	4:24	-0:31
The Sound	8:22	10:10	-1:48	3:16	3:12	0:04	3:15	4:23	-1:08	3:28	5:29	-2:00	5:27	5:01	0:25	9:57	11:42	-1:44	9:39	13:55	-4:15	8:00	3:51	4:08
ZM	6:16	5:47	0:28	3:11	3:08	0:03	8:15	7:02	1:13	6:59	6:33	0:26	7:13	6:44	0:28	7:45	7:07	0:37	8:27	5:04	3:23	5:30	5:20	0:09
MediaWorks Combo	12:02	12:30	-0:27	5:29	5:30	-0:01	11:58	10:18	1:39	11:29	11:09	0:20	11:45	11:46	-0:00	13:13	14:55	-1:41	14:11	16:21	-2:10	10:48	11:03	-0:14
NZME Combo	8:39	9:00	-0:21	3:06	3:47	-0:41	7:29	6:59	0:29	7:58	7:38	0:20	7:32	7:31	0:01	8:55	9:35	-0:40	10:53	11:27	-0:33	7:20	7:19	0:01
All Commercial Radio	15:54	15:53	0:00	6:34	6:12	0:21	16:39	14:57	1:41	16:19	15:33	0:45	16:01	15:54	0:07	17:36	18:52	-1:16	18:19	19:36	-1:17	14:30	14:52	-0:22
Potential (000)	83.8	83.8	0.0	10.3	10.4	-0.1	16.1	16.0	0.1	20.5	20.5	0.0	34.1	34.1	0.0	27.0	27.0	0.0	24.9	24.9	0.0	14.5	15.3	-0.8
Sample	949	914	35	123	111	12	148	141	7	225	214	11	384	363	21	315	295	20	298	283	15	178	173	5

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 Gold (from S3 2020) or Mix (until S1 2020) or Newstalk ZB or Radio Hauraki or Radio Sport (until S1 2020) or The Hits or ZM or internet only listening to Flava or Hokonui

Please note: Due to COVID-19 survey 2 was cancelled, last survey in this report is Survey 1 2020.

Gold / Mix includes a combination of Gold and Mix for Sun Jun 16 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020.



NELSON COMMERCIAL RADIO - SURVEY 3 2020

Average Time Spent Listening (hh:mm) by Daypart, People 10+
Survey Comparisons: 1/2020 - 3/2020

This Survey Period: Sun Jun 16 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020 & Sun July 19 to Sat Sep 12 2020

Last 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

	This	Last	+/-
Potential (000)	83.8	83.8	0.0
Sample Size	949	914	35

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

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

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Please note: Due to COVID-19 survey 2 was cancelled, last survey in this report is Survey 1 2020.

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