



NELSON COMMERCIAL RADIO - SURVEY 2 2021

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

Survey Comparisons: 1/2021 - 2/2021

This Survey Period: Sun Jul 19 to Sat Nov 14 2020 & Sun Jan 31 to Sat Jun 19 2021

Last Survey Period: Sun Jan 19 to Sat Mar 28 2020 & Sun Jul 19 to Sat Nov 14 2020 & Sun Jan 31 to Sat Apr 10 2021

	All 10+				People 10-24			People 18-39			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	6.1	6.9	-0.8	7	5.7	7.3	-1.6	11.1	12.5	-1.4	11.7	11.7	0.0	9.4	9.3	0.1	4.4	5.2	-0.8	3.9	5.0	-1.1	10.2	11.2	-1.0
Coast	5.6	5.6	0.0	8	0.1	0.1	0.0	2.4	1.6	0.8	2.5	1.5	1.0	2.4	1.8	0.6	7.4	7.4	0.0	10.5	11.3	-0.8	2.4	3.2	-0.8
Edge	7.8	7.7	0.1	4	21.7	26.6	-4.9	14.9	14.4	0.5	12.5	12.1	0.4	10.7	9.2	1.5	5.1	4.3	0.8	2.1	1.9	0.2	17.0	17.0	0.0
George FM	2.5	2.2	0.3	12	7.2	7.4	-0.2	6.6	5.9	0.7	4.2	4.3	-0.1	3.6	2.8	0.8	1.5	0.7	0.8	0.4	0.4	0.0	2.0	1.3	0.7
Gold*	3.2	4.8	-1.6	11	3.4	3.9	-0.5	4.5	7.0	-2.5	5.1	6.6	-1.5	5.0	5.6	-0.6	2.7	4.7	-2.0	2.1	5.4	-3.3	5.1	10.2	-5.1
Gold AM	0.2	n.a.	*	17	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	0.3	n.a.	*	0.4	n.a.	*	*	n.a.	*
Life FM	0.8	0.5	0.3	16	4.7	2.5	2.2	1.5	1.3	0.2	0.9	0.7	0.2	0.5	0.4	0.1	0.1	0.1	0.0	*	*	*	1.4	1.1	0.3
Magic Music & Talk	13.3	12.8	0.5	1	6.9	7.3	-0.4	1.4	0.8	0.6	3.0	0.7	2.3	5.8	5.6	0.2	11.3	10.7	0.6	20.4	19.3	1.1	4.9	4.8	0.1
More FM	11.5	9.9	1.6	2	18.2	10.1	8.1	11.6	7.1	4.5	5.8	7.3	-1.5	8.2	9.0	-0.8	12.9	10.6	2.3	16.2	12.8	3.4	12.6	12.2	0.4
Newstalk ZB	9.5	8.6	0.9	3	0.5	0.5	0.0	0.3	0.2	0.1	0.5	0.3	0.2	1.6	1.6	0.0	6.4	5.6	0.8	12.8	13.1	-0.3	2.6	2.4	0.2
Radio Hauraki	1.7	2.3	-0.6	14	3.7	5.3	-1.6	3.5	4.9	-1.4	3.6	4.5	-0.9	2.7	2.9	-0.2	1.2	1.5	-0.3	0.5	1.1	-0.6	3.4	3.6	-0.2
Rhema	1.8	1.8	0.0	13	0.4	0.4	0.0	*	*	*	*	*	*	0.3	0.3	0.0	2.5	2.8	-0.3	2.5	3.3	-0.8	0.9	1.1	-0.2
Rock	7.6	6.5	1.1	5	5.4	4.0	1.4	12.9	12.3	0.6	18.7	16.4	2.3	13.8	10.8	3.0	6.2	4.7	1.5	3.4	3.2	0.2	7.6	5.9	1.7
Star	1.2	0.2	1.0	15	*	*	*	0.4	0.5	-0.1	0.4	0.5	-0.1	0.3	0.3	0.0	*	*	*	3.0	*	*	*	*	*
The Hits	4.2	3.5	0.7	9	7.2	6.9	0.3	6.3	4.3	2.0	5.3	3.9	1.4	6.9	4.8	2.1	5.2	4.2	1.0	1.3	1.6	-0.3	7.9	6.6	1.3
The Sound	6.2	5.6	0.6	6	3.2	4.2	-1.0	3.1	2.9	0.2	3.1	2.9	0.2	4.6	4.6	0.0	7.7	8.0	-0.3	5.9	6.9	-1.0	5.5	5.0	0.5
ZM	3.5	3.6	-0.1	10	4.3	2.7	1.6	6.8	8.7	-1.9	6.4	8.0	-1.6	4.3	4.7	-0.4	2.9	2.2	0.7	2.3	2.2	0.1	4.6	3.5	1.1
MediaWorks Combo	55.0	51.7	3.3		68.3	67.0	1.3	61.5	55.9	5.6	59.0	55.3	3.7	56.0	51.4	4.6	49.2	44.1	5.1	52.3	49.5	2.8	59.8	57.4	2.4
NZME Combo	27.9	28.4	-0.5		19.1	19.4	-0.3	24.0	26.7	-2.7	23.5	25.0	-1.5	23.1	21.6	1.5	26.1	25.6	0.5	29.9	34.8	-4.9	26.0	29.4	-3.4
Potential (000)	90.4	90.4	0.0		17.5	17.5	0.0	23.5	23.4	0.1	22.7	22.7	0.0	37.0	37.0	0.0	28.8	28.8	0.0	26.9	26.9	0.0	15.1	15.2	-0.1
Sample	887	875	12		159	158	1	197	198	-1	217	221	-4	360	361	-1	298	286	12	292	276	16	163	162	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 Gold or Gold AM (from S2 2021) or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Flava or Hokonui

*Gold includes a combination of Gold and Mix for Sun Jan 19 to Sat Mar 28 2020.

NELSON COMMERCIAL RADIO - SURVEY 2 2021

Station Share (%) by Daypart, People 10+

Survey Comparisons: 1/2021 - 2/2021

This Survey Period: Sun Jul 19 to Sat Nov 14 2020 & Sun Jan 31 to Sat Jun 19 2021

Last Survey Period: Sun Jan 19 to Sat Mar 28 2020 & Sun Jul 19 to Sat Nov 14 2020 & Sun Jan 31 to Sat Apr 10 2021

	This	Last	+/-
Potential (000)	90.4	90.4	0.0
Sample Size	887	875	12

	Breakfast				Morning			Afternoon			Drive				Night			Mid Dawn			Weekend		
	This	Mon-Fri 6am-9am Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	
Breeze	7.1	6.7	0.4	5	4.3	4.8	-0.5	5.2	6.1	-0.9	7.1	9.0	-1.9	4.2	6.4	-2.2	5.3	6.0	-0.7	7.7	9.1	-1.4	
Coast	4.5	5.3	-0.8	9	6.1	6.0	0.1	6.2	5.1	1.1	5.0	4.3	0.7	2.9	2.6	0.3	1.1	1.8	-0.7	7.4	7.8	-0.4	
Edge	10.0	10.4	-0.4	4	4.6	4.5	0.1	6.4	6.3	0.1	12.3	10.7	1.6	8.3	8.2	0.1	7.1	7.4	-0.3	8.3	8.2	0.1	
George FM	2.2	2.1	0.1	12	2.6	2.1	0.5	2.5	2.0	0.5	3.6	2.9	0.7	1.0	1.1	-0.1	2.4	3.5	-1.1	2.4	2.2	0.2	
Gold*	3.7	2.9	0.8	11	4.4	5.3	-0.9	3.2	6.5	-3.3	2.3	6.9	-4.6	1.6	5.5	-3.9	2.1	2.0	0.1	2.7	3.7	-1.0	
Gold AM	0.2	n.a.	*	16	0.1	n.a.	*	0.1	n.a.	*	0.3	n.a.	*	0.1	n.a.	*	0.3	n.a.	*	0.2	n.a.	*	
Life FM	0.1	0.3	-0.2	17	0.3	*	*	0.4	0.2	0.2	0.7	0.2	0.5	4.6	2.9	1.7	1.5	1.0	0.5	1.3	0.8	0.5	
Magic Music & Talk	13.2	11.4	1.8	2	15.9	16.2	-0.3	13.1	12.0	1.1	9.5	9.8	-0.3	14.3	16.9	-2.6	15.3	12.0	3.3	12.3	12.4	-0.1	
More FM	13.6	13.1	0.5	1	12.3	9.8	2.5	12.5	9.9	2.6	8.3	7.8	0.5	8.1	2.4	5.7	10.7	10.8	-0.1	10.4	9.9	0.5	
Newstalk ZB	11.6	10.3	1.3	3	6.2	5.1	1.1	4.9	4.4	0.5	8.8	8.4	0.4	25.9	24.7	1.2	16.1	15.8	0.3	10.1	10.0	0.1	
Radio Hauraki	1.0	2.0	-1.0	14	1.7	2.5	-0.8	2.3	2.8	-0.5	1.4	1.3	0.1	1.0	1.9	-0.9	2.5	4.2	-1.7	2.0	2.0	0.0	
Rhema	1.7	2.3	-0.6	13	1.1	1.2	-0.1	0.7	1.0	-0.3	1.4	1.2	0.2	5.6	6.4	-0.8	*	0.2	*	3.1	2.7	0.4	
Rock	5.8	5.1	0.7	7	9.0	7.2	1.8	11.3	8.7	2.6	9.4	8.4	1.0	1.2	2.0	-0.8	6.4	5.1	1.3	5.3	4.9	0.4	
Star	0.5	0.6	-0.1	15	0.7	0.1	0.6	1.4	0.1	1.3	1.9	*	*	6.4	0.2	6.2	*	*	*	1.0	0.3	0.7	
The Hits	5.1	4.4	0.7	8	4.6	4.1	0.5	3.7	3.2	0.5	5.7	3.1	2.6	1.7	2.2	-0.5	3.9	3.4	0.5	3.3	3.0	0.3	
The Sound	6.0	5.1	0.9	6	7.5	6.7	0.8	7.1	6.7	0.4	4.9	5.5	-0.6	2.4	3.5	-1.1	3.9	4.7	-0.8	6.2	4.8	1.4	
ZM	4.1	4.7	-0.6	10	3.9	3.5	0.4	2.9	2.8	0.1	2.2	2.7	-0.5	0.7	1.5	-0.8	7.2	6.1	1.1	3.8	3.7	0.1	
MediaWorks Combo	57.8	53.9	3.9		56.3	51.2	5.1	58.2	51.7	6.5	55.3	54.3	1.0	39.5	40.6	-1.1	51.1	49.5	1.6	52.7	51.6	1.1	
NZME Combo	30.1	29.6	0.5		27.1	26.6	0.5	23.4	24.8	-1.4	25.7	26.8	-1.1	34.2	38.6	-4.4	33.2	33.4	-0.2	29.7	30.4	-0.7	

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*Gold includes a combination of Gold and Mix for Sun Jan 19 to Sat Mar 28 2020.



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

Survey Comparisons: 1/2021 - 2/2021

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	All 10+				People 10-24			People 18-39			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	9.1	9.8	-0.7	5	1.9	1.8	0.1	3.1	3.3	-0.2	3.0	3.1	-0.1	4.9	4.9	0.0	2.9	3.5	-0.6	1.9	2.6	-0.7	2.3	2.3	0.0
Coast	6.5	6.0	0.5	11	0.1	0.2	-0.1	1.3	0.9	0.4	1.3	0.8	0.5	2.1	1.9	0.2	3.0	3.3	-0.3	3.0	2.8	0.2	0.5	0.7	-0.2
Edge	20.2	20.5	-0.3	1	6.8	7.8	-1.0	6.7	7.8	-1.1	6.6	6.9	-0.3	10.2	9.7	0.5	6.4	5.6	0.8	3.1	3.0	0.1	5.4	5.8	-0.4
George FM	5.5	4.6	0.9	12	1.8	1.4	0.4	3.3	2.8	0.5	2.4	2.1	0.3	3.3	2.8	0.5	1.1	0.8	0.3	0.5	0.5	0.0	1.0	0.6	0.4
Gold*	3.0	3.8	-0.8	13	0.4	0.5	-0.1	0.7	1.2	-0.5	0.7	1.2	-0.5	1.5	2.1	-0.6	1.2	1.7	-0.5	1.1	1.2	-0.1	0.9	1.2	-0.3
Gold AM	0.6	n.a.	*	17	*	n.a.	*	*	n.a.	*	*	n.a.	*	0.1	n.a.	*	0.2	n.a.	*	0.3	n.a.	*	0.1	n.a.	*
Life FM	2.9	2.2	0.7	14	1.6	1.3	0.3	2.5	1.8	0.7	1.2	0.8	0.4	1.2	0.9	0.3	0.1	0.1	0.0	0.1	0.1	0.0	0.9	0.7	0.2
Magic Music & Talk	12.7	11.6	1.1	3	0.5	0.7	-0.2	1.1	0.9	0.2	1.3	0.9	0.4	3.1	2.7	0.4	5.0	4.9	0.1	7.7	6.8	0.9	1.1	1.1	0.0
More FM	15.9	14.5	1.4	2	4.7	3.7	1.0	5.2	3.6	1.6	3.4	3.6	-0.2	6.0	5.9	0.1	5.9	5.2	0.7	5.1	4.3	0.8	3.1	2.9	0.2
Newstalk ZB	8.9	8.5	0.4	6	0.3	0.3	0.0	0.3	0.2	0.1	0.6	0.2	0.4	1.6	1.4	0.2	3.9	3.9	0.0	4.6	4.8	-0.2	1.1	0.8	0.3
Radio Hauraki	6.6	6.0	0.6	10	2.4	2.0	0.4	3.2	3.1	0.1	1.9	2.3	-0.4	2.8	2.9	-0.1	2.0	1.7	0.3	1.2	1.1	0.1	1.5	1.5	0.0
Rhema	1.8	1.7	0.1	15	0.1	*	*	*	*	*	*	*	*	0.2	0.2	0.0	1.5	1.5	0.0	1.4	1.4	0.0	0.2	0.2	0.0
Rock	11.7	10.3	1.4	4	3.3	2.3	1.0	5.2	4.5	0.7	4.2	3.9	0.3	6.2	5.9	0.3	3.4	3.5	-0.1	2.0	2.1	-0.1	2.5	2.1	0.4
Star	0.9	0.5	0.4	16	*	*	*	0.2	0.3	-0.1	0.2	0.3	-0.1	0.2	0.3	-0.1	*	*	*	0.5	0.1	0.4	*	*	*
The Hits	8.3	7.4	0.9	7	3.1	3.1	0.0	3.4	2.5	0.9	3.1	2.0	1.1	4.4	3.3	1.1	1.8	2.0	-0.2	0.8	1.0	-0.2	2.1	2.2	-0.1
The Sound	8.0	8.3	-0.3	8	0.9	1.2	-0.3	2.1	1.9	0.2	1.9	1.5	0.4	2.8	3.0	-0.2	3.8	4.2	-0.4	3.9	4.0	-0.1	1.3	1.2	0.1
ZM	6.8	5.8	1.0	9	2.4	1.8	0.6	3.7	3.4	0.3	2.7	2.6	0.1	3.4	3.0	0.4	1.6	1.2	0.4	0.9	0.8	0.1	1.1	0.9	0.2
MediaWorks Combo	54.1	52.0	2.1		11.9	11.4	0.5	15.1	14.4	0.7	13.9	14.0	-0.1	22.8	22.3	0.5	18.4	17.6	0.8	17.0	16.4	0.6	9.9	9.7	0.2
NZME Combo	32.5	31.1	1.4		6.4	6.0	0.4	9.5	9.1	0.4	8.2	8.0	0.2	13.3	12.4	0.9	11.1	10.9	0.2	9.3	9.8	-0.5	6.2	6.2	0.0
All Commercial Radio	68.5	68.2	0.3		12.7	12.2	0.5	18.8	18.2	0.6	18.0	18.2	-0.2	29.7	30.2	-0.5	23.7	23.8	-0.1	21.0	20.6	0.4	11.8	12.2	-0.4
Potential (000)	90.4	90.4	0.0		17.5	17.5	0.0	23.5	23.4	0.1	22.7	22.7	0.0	37.0	37.0	0.0	28.8	28.8	0.0	26.9	26.9	0.0	15.1	15.2	-0.1
Sample	887	875	12		159	158	1	197	198	-1	217	221	-4	360	361	-1	298	286	12	292	276	16	163	162	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 Gold or Gold AM (from S2 2021) or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Flava or Hokonui

*Gold includes a combination of Gold and Mix for Sun Jan 19 to Sat Mar 28 2020.



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Cumulative Audience (000's) by Daypart, People 10+

Survey Comparisons: 1/2021 - 2/2021

This Survey Period: Sun Jul 19 to Sat Nov 14 2020 & Sun Jan 31 to Sat Jun 19 2021

Last Survey Period: Sun Jan 19 to Sat Mar 28 2020 & Sun Jul 19 to Sat Nov 14 2020 & Sun Jan 31 to Sat Apr 10 2021

	This	Last	+/-
Potential (000)	90.4	90.4	0.0
Sample Size	887	875	12

	Breakfast				Morning				Afternoon			Drive			Night			Mid Dawn			Weekend		
	This	Last	+/-	Rank	This	Last	+/-		This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	5.1	4.5	0.6	5	3.4	3.7	-0.3		5.1	6.0	-0.9	4.5	5.0	-0.5	1.1	1.5	-0.4	1.9	1.8	0.1	5.9	6.2	-0.3
Coast	2.2	2.2	0.0	11	3.5	2.7	0.8		3.7	3.1	0.6	2.4	1.7	0.7	1.1	0.6	0.5	0.5	0.7	-0.2	4.8	4.6	0.2
Edge	10.2	10.2	0.0	1	5.6	6.6	-1.0		9.4	9.5	-0.1	9.8	8.5	1.3	4.6	3.7	0.9	2.9	3.0	-0.1	11.8	12.6	-0.8
George FM	2.4	1.7	0.7	10	2.3	1.3	1.0		3.1	2.1	1.0	1.9	1.6	0.3	0.7	0.5	0.2	0.6	0.6	0.0	3.0	2.4	0.6
Gold*	1.8	1.5	0.3	12	2.2	2.7	-0.5		1.9	2.7	-0.8	1.4	2.5	-1.1	0.5	1.3	-0.8	0.6	0.5	0.1	1.8	2.4	-0.6
Gold AM	0.3	n.a.	*	15	0.1	n.a.	*		0.1	n.a.	*	0.1	n.a.	*	*	n.a.	*	0.1	n.a.	*	0.5	n.a.	*
Life FM	0.3	0.4	-0.1	15	0.3	0.1	0.2		0.4	0.3	0.1	1.3	0.9	0.4	1.0	0.8	0.2	1.0	0.5	0.5	1.9	1.5	0.4
Magic Music & Talk	7.1	6.3	0.8	3	7.4	6.4	1.0		8.4	6.9	1.5	4.8	4.9	-0.1	2.7	3.2	-0.5	2.3	2.2	0.1	8.8	8.0	0.8
More FM	8.1	7.6	0.5	2	8.0	6.4	1.6		7.9	7.3	0.6	6.3	6.1	0.2	1.9	1.1	0.8	2.9	2.3	0.6	10.5	9.4	1.1
Newstalk ZB	5.2	4.3	0.9	4	5.8	4.8	1.0		4.6	3.7	0.9	4.3	3.3	1.0	4.1	2.9	1.2	2.3	1.6	0.7	6.4	6.4	0.0
Radio Hauraki	1.5	1.6	-0.1	13	2.8	3.1	-0.3		3.4	3.0	0.4	1.7	1.4	0.3	0.5	1.0	-0.5	0.3	0.6	-0.3	2.9	2.7	0.2
Rhema	1.2	1.6	-0.4	14	1.1	1.4	-0.3		0.3	0.6	-0.3	0.4	0.5	-0.1	0.8	1.2	-0.4	*	0.1	*	1.5	1.4	0.1
Rock	4.6	4.3	0.3	7	5.1	4.3	0.8		6.5	5.5	1.0	5.5	4.8	0.7	0.8	1.2	-0.4	2.1	1.5	0.6	5.8	5.0	0.8
Star	0.3	0.3	0.0	15	0.7	0.3	0.4		0.6	0.2	0.4	0.5	0.1	0.4	0.5	0.1	0.4	*	*	*	0.9	0.5	0.4
The Hits	5.0	4.3	0.7	6	3.8	2.8	1.0		3.7	3.3	0.4	3.9	2.7	1.2	1.0	1.0	0.0	0.5	0.4	0.1	4.6	4.7	-0.1
The Sound	4.1	3.7	0.4	8	4.4	4.4	0.0		4.7	4.5	0.2	3.3	3.3	0.0	0.9	1.1	-0.2	1.5	1.2	0.3	4.4	4.9	-0.5
ZM	4.0	3.8	0.2	9	3.4	2.8	0.6		3.4	3.1	0.3	2.3	2.0	0.3	0.8	0.5	0.3	1.3	0.9	0.4	3.4	3.5	-0.1
MediaWorks Combo	33.5	31.3	2.2		29.8	28.0	1.8		35.9	33.8	2.1	28.7	27.0	1.7	11.8	11.3	0.5	9.9	8.9	1.0	40.3	37.6	2.7
NZME Combo	18.9	17.1	1.8		18.6	17.3	1.3		18.7	18.2	0.5	15.1	13.3	1.8	7.6	7.4	0.2	5.4	4.6	0.8	21.7	21.5	0.2
All Commercial Radio	49.1	48.1	1.0		44.7	43.6	1.1		49.4	48.5	0.9	43.3	41.2	2.1	22.7	21.2	1.5	14.3	12.6	1.7	55.3	53.8	1.5

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 Gold or Gold AM (from S2 2021) or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Flava or Hokonui

*Gold includes a combination of Gold and Mix for Sun Jan 19 to Sat Mar 28 2020.



NELSON COMMERCIAL RADIO - SURVEY 2 2021

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

Survey Comparisons: 1/2021 - 2/2021

This Survey Period: Sun Jul 19 to Sat Nov 14 2020 & Sun Jan 31 to Sat Jun 19 2021

Last Survey Period: Sun Jan 19 to Sat Mar 28 2020 & Sun Jul 19 to Sat Nov 14 2020 & Sun Jan 31 to Sat Apr 10 2021

	All 10+			People 10-24			People 18-39			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	8:23	8:22	0:00	4:46	5:02	-0:16	10:34	10:43	-0:09	11:19	10:58	0:21	9:46	10:11	-0:25	7:01	7:09	-0:07	9:07	8:05	1:01	8:21	9:34	-1:13
Coast	10:52	10:57	-0:05	1:02	0:55	0:06	5:39	4:44	0:54	5:50	5:18	0:31	5:51	5:04	0:47	11:39	10:57	0:41	15:36	16:36	-1:00	8:44	9:04	-0:20
Edge	4:51	4:25	0:25	5:01	4:19	0:42	6:33	5:13	1:19	5:34	5:05	0:29	5:17	5:04	0:12	3:46	3:46	-0:00	3:00	2:34	0:25	6:00	5:48	0:12
George FM	5:40	5:39	0:01	6:24	6:54	-0:30	6:01	6:00	0:01	5:09	5:56	-0:47	5:34	5:22	0:12	6:54	4:35	2:19	3:35	3:33	0:02	3:58	4:03	-0:04
Gold*	13:26	14:52	-1:25	12:19	9:26	2:52	19:38	16:47	2:50	21:03	15:51	5:12	16:55	14:03	2:51	10:40	13:21	-2:40	8:58	18:41	-9:42	11:08	16:14	-5:06
Gold AM	3:46	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	1:30	n.a.	*	6:23	n.a.	*	6:05	n.a.	*	1:30	n.a.	*
Life FM	3:34	2:31	1:02	4:36	2:31	2:05	1:48	2:01	-0:13	2:09	2:25	-0:16	2:15	2:34	-0:18	3:14	3:20	-0:06	2:00	2:00	0:00	2:52	3:00	-0:07
Magic Music & Talk	13:12	13:02	0:10	20:19	12:23	7:55	3:43	2:40	1:03	6:30	2:23	4:06	9:31	11:07	-1:36	10:39	10:37	0:01	11:56	11:40	0:15	8:27	8:44	-0:17
More FM	9:04	8:08	0:56	6:09	3:29	2:40	6:36	5:33	1:02	5:04	5:50	-0:46	6:50	8:07	-1:16	10:21	9:54	0:26	14:17	12:12	2:05	7:43	8:23	-0:40
Newstalk ZB	13:18	11:58	1:20	2:35	2:22	0:13	2:35	2:46	-0:10	2:29	3:56	-1:26	5:07	6:13	-1:06	7:41	7:01	0:39	12:26	11:17	1:09	4:30	6:20	-1:49
Radio Hauraki	3:20	4:31	-1:11	2:24	3:20	-0:55	3:18	4:26	-1:08	5:23	5:43	-0:20	4:56	5:31	-0:34	2:48	4:18	-1:29	2:00	4:04	-2:04	4:15	4:41	-0:25
Rhema	12:19	12:35	-0:16	12:30	12:30	0:00	*	*	*	*	*	*	8:15	10:19	-2:03	7:48	9:17	-1:29	8:09	9:41	-1:32	8:48	11:56	-3:07
Rock	8:12	7:24	0:48	2:35	2:11	0:24	7:26	7:46	-0:19	13:05	12:17	0:48	11:20	9:56	1:24	8:36	6:33	2:03	7:30	6:09	1:20	5:48	5:32	0:15
Star	16:26	4:39	11:47	*	*	*	5:30	5:30	0:00	5:30	5:30	0:00	5:30	5:30	0:00	*	*	*	27:29	1:30	25:59	*	*	*
The Hits	6:18	5:34	0:43	3:43	2:48	0:54	5:29	4:56	0:32	4:59	5:34	-0:35	7:55	7:53	0:02	13:33	10:16	3:16	7:17	6:39	0:37	7:03	5:58	1:05
The Sound	9:44	8:01	1:43	5:51	4:32	1:18	4:22	4:21	0:00	4:50	5:22	-0:32	8:20	8:20	-0:00	9:32	9:13	0:18	6:48	7:06	-0:17	8:14	7:49	0:24
ZM	6:35	7:19	-0:44	2:53	1:55	0:57	5:28	7:19	-1:50	7:00	8:56	-1:56	6:22	8:23	-2:00	8:16	9:03	-0:47	11:49	11:20	0:29	7:37	7:30	0:06
MediaWorks Combo	12:46	11:44	1:01	9:07	7:27	1:40	12:06	11:03	1:02	12:29	11:33	0:55	12:27	12:22	0:04	12:39	12:13	0:25	13:50	12:29	1:21	11:32	11:40	-0:07
NZME Combo	10:48	10:47	0:01	4:43	4:05	0:38	7:30	8:19	-0:49	8:27	9:09	-0:42	8:50	9:21	-0:30	11:09	11:28	-0:19	14:29	14:41	-0:11	8:01	9:16	-1:14
All Commercial Radio	18:20	17:20	1:00	12:26	10:21	2:05	15:49	15:36	0:12	16:16	15:59	0:16	17:05	17:47	-0:42	19:58	20:32	-0:33	21:20	20:00	1:19	16:07	16:07	0:00
Potential (000)	90.4	90.4	0.0	17.5	17.5	0.0	23.5	23.4	0.1	22.7	22.7	0.0	37.0	37.0	0.0	28.8	28.8	0.0	26.9	26.9	0.0	15.1	15.2	-0.1
Sample	887	875	12	159	158	1	197	198	-1	217	221	-4	360	361	-1	298	286	12	292	276	16	163	162	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 Gold or Gold AM (from S2 2021) or Newstalk ZB or Radio Hauraki 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 2 2021

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

Survey Comparisons: 1/2021 - 2/2021

This Survey Period: Sun Jul 19 to Sat Nov 14 2020 & Sun Jan 31 to Sat Jun 19 2021

Last Survey Period: Sun Jan 19 to Sat Mar 28 2020 & Sun Jul 19 to Sat Nov 14 2020 & Sun Jan 31 to Sat Apr 10 2021

	This	Last	+/-
Potential (000)	90.4	90.4	0.0
Sample Size	887	875	12

	Breakfast			Morning			Afternoon			Drive			Night			Mid Dawn			Weekend		
	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	3:03	3:03	-0:00	3:02	2:58	0:03	2:43	2:40	0:02	1:57	2:10	-0:13	2:25	2:14	0:10	1:44	1:48	-0:04	3:39	3:49	-0:09
Coast	4:25	4:57	-0:31	4:12	5:12	-0:59	4:32	4:13	0:19	2:34	3:05	-0:31	1:41	2:24	-0:43	1:29	1:25	0:03	4:18	4:23	-0:05
Edge	2:08	2:06	0:02	1:56	1:35	0:21	1:49	1:45	0:03	1:32	1:31	0:01	1:07	1:08	-0:00	1:31	1:19	0:12	1:58	1:40	0:17
George FM	2:00	2:28	-0:27	2:47	3:48	-1:01	2:11	2:26	-0:15	2:19	2:10	0:08	0:54	1:06	-0:11	2:45	2:58	-0:13	2:17	2:22	-0:05
Gold*	4:29	3:58	0:30	4:54	4:27	0:27	4:28	6:21	-1:53	2:02	3:16	-1:13	2:05	2:12	-0:06	2:14	2:06	0:08	4:14	3:58	0:16
Gold AM	1:30	n.a.	*	1:48	n.a.	*	1:01	n.a.	*	2:24	n.a.	*	1:45	n.a.	*	2:15	n.a.	*	1:21	n.a.	*
Life FM	1:10	1:32	-0:22	2:30	0:30	2:00	2:41	1:44	0:56	0:38	0:17	0:21	2:49	1:50	0:59	1:00	1:00	0:00	1:56	1:21	0:35
Magic Music & Talk	4:06	3:44	0:21	5:10	5:49	-0:39	4:11	4:33	-0:21	2:26	2:26	0:00	3:17	2:43	0:34	4:13	2:55	1:18	3:55	4:00	-0:05
More FM	3:44	3:34	0:09	3:40	3:32	0:08	4:15	3:32	0:43	1:37	1:32	0:04	2:36	1:04	1:32	2:17	2:30	-0:13	2:47	2:44	0:03
Newstalk ZB	4:53	4:57	-0:03	2:33	2:27	0:06	2:53	3:07	-0:14	2:29	3:02	-0:33	3:57	4:16	-0:19	4:21	5:03	-0:42	4:27	4:02	0:25
Radio Hauraki	1:29	2:35	-1:05	1:27	1:51	-0:23	1:49	2:24	-0:35	1:01	1:07	-0:06	1:15	0:57	0:18	5:30	3:59	1:30	1:51	1:55	-0:03
Rhema	3:07	3:00	0:06	2:24	2:01	0:23	6:02	4:07	1:55	4:04	3:05	0:59	4:08	2:46	1:22	*	2:15	*	5:47	4:55	0:52
Rock	2:45	2:28	0:17	4:15	3:48	0:27	4:40	4:11	0:29	2:06	2:07	-0:00	0:57	0:50	0:06	1:53	1:46	0:07	2:33	2:31	0:01
Star	3:41	3:42	-0:00	2:13	0:42	1:31	6:01	0:49	5:11	4:48	0:15	4:33	7:56	2:15	5:41	*	*	*	2:58	1:16	1:42
The Hits	2:13	2:06	0:07	2:53	3:22	-0:28	2:43	2:29	0:13	1:48	1:23	0:24	1:02	1:03	-0:00	4:54	4:24	0:30	2:02	1:39	0:23
The Sound	3:14	2:50	0:24	4:04	3:29	0:35	4:05	3:57	0:07	1:49	2:01	-0:12	1:41	1:35	0:05	1:36	1:59	-0:23	3:56	2:30	1:26
ZM	2:16	2:31	-0:15	2:44	2:55	-0:10	2:17	2:21	-0:03	1:09	1:37	-0:28	0:34	1:32	-0:58	3:28	3:34	-0:05	3:10	2:47	0:23
MediaWorks Combo	3:48	3:33	0:14	4:31	4:13	0:18	4:20	4:01	0:18	2:21	2:25	-0:04	2:05	1:49	0:15	3:13	2:56	0:17	3:40	3:32	0:08
NZME Combo	3:30	3:35	-0:04	3:29	3:32	-0:02	3:20	3:34	-0:14	2:04	2:25	-0:20	2:48	2:39	0:08	3:49	3:51	-0:02	3:50	3:38	0:11
All Commercial Radio	4:29	4:18	0:10	5:22	5:16	0:06	5:25	5:25	0:00	2:49	2:55	-0:06	2:45	2:24	0:21	4:22	4:10	0:11	5:05	4:47	0:17

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