

NELSON COMMERCIAL RADIO - SURVEY 4 2021

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

Survey Comparisons: 3/2021 - 4/2021

This Survey Period: Sun Jan 31 to Sat Nov 6 2021

Last Survey Period: Sun Sept 13 to Sat Nov 14 2020 & Sun Jan 31 to Sat Aug 28 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	5.7	5.7	0.0	7	3.9	4.9	-1.0	7.0	8.8	-1.8	9.2	9.1	0.1	8.5	8.3	0.2	5.0	4.6	0.4	5.2	4.6	0.6	4.3	7.4	-3.1
Coast	4.7	6.0	-1.3	9	1.6	*	*	2.1	2.5	-0.4	1.2	2.6	-1.4	1.5	2.3	-0.8	3.0	3.7	-0.7	9.8	13.0	-3.2	1.1	1.0	0.1
Edge	8.3	8.5	-0.2	4	15.4	17.1	-1.7	20.4	20.7	-0.3	19.2	18.0	1.2	14.9	14.4	0.5	4.1	4.6	-0.5	1.3	1.5	-0.2	16.9	17.6	-0.7
George FM	4.9	3.6	1.3	8	13.9	9.8	4.1	13.0	8.8	4.2	6.1	5.1	1.0	5.6	4.8	0.8	3.9	2.7	1.2	1.9	1.0	0.9	4.4	4.4	0.0
Gold	2.9	2.7	0.2	12	2.6	3.0	-0.4	0.9	1.2	-0.3	2.0	1.7	0.3	3.7	3.2	0.5	4.6	4.0	0.6	3.2	3.0	0.2	4.7	4.9	-0.2
Gold AM	0.1	0.2	-0.1	18	*	*	*	*	*	*	*	*	*	*	*	*	0.2	0.4	-0.2	0.3	0.4	-0.1	*	*	*
Life FM	0.6	0.7	-0.1	15	3.5	4.1	-0.6	0.6	1.4	-0.8	0.4	0.7	-0.3	0.2	0.5	-0.3	*	0.1	*	*	*	*	0.4	1.1	-0.7
Magic Music*	9.4	n.a.	*	3	0.2	n.a.	*	1.4	n.a.	*	2.6	n.a.	*	4.0	n.a.	*	5.6	n.a.	*	11.6	n.a.	*	5.4	n.a.	*
Magic Talk*	4.6	n.a.	*	10	5.7	n.a.	*	1.0	n.a.	*	2.0	n.a.	*	1.7	n.a.	*	4.7	n.a.	*	5.9	n.a.	*	3.2	n.a.	*
More FM	11.7	10.7	1.0	1	19.2	19.2	0.0	13.1	11.4	1.7	7.2	4.9	2.3	7.2	7.1	0.1	11.3	12.0	-0.7	16.8	14.5	2.3	21.6	16.5	5.1
Newstalk ZB	7.5	8.3	-0.8	6	0.4	0.5	-0.1	0.2	0.3	-0.1	0.8	0.6	0.2	1.0	1.3	-0.3	4.7	5.3	-0.6	8.9	9.6	-0.7	3.3	4.2	-0.9
Radio Hauraki	2.4	2.1	0.3	14	4.1	4.9	-0.8	4.0	4.0	0.0	3.4	3.6	-0.2	4.0	2.8	1.2	2.8	1.7	1.1	0.8	1.0	-0.2	4.0	2.4	1.6
Rhema	0.3	0.3	0.0	17	*	*	*	*	*	*	*	*	*	0.1	0.1	0.0	0.6	0.6	0.0	0.6	0.6	0.0	0.3	0.3	0.0
Rock	9.7	9.3	0.4	2	9.6	9.5	0.1	10.0	10.5	-0.5	14.0	16.9	-2.9	17.5	16.4	1.1	13.6	10.3	3.3	4.3	3.9	0.4	10.3	10.5	-0.2
Star	0.6	0.8	-0.2	15	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1.7	2.1	-0.4	*	*	*
The Hits	2.8	4.0	-1.2	13	6.4	6.3	0.1	4.0	5.4	-1.4	4.4	4.6	-0.2	4.3	7.4	-3.1	2.0	5.1	-3.1	0.6	0.6	0.0	4.8	6.8	-2.0
The Sound	8.1	6.2	1.9	5	1.5	2.4	-0.9	2.1	3.1	-1.0	3.4	3.6	-0.2	4.1	3.8	0.3	13.0	8.0	5.0	13.2	7.5	5.7	1.7	2.9	-1.2
ZM	3.2	3.5	-0.3	11	5.3	5.1	0.2	5.8	6.3	-0.5	5.0	5.5	-0.5	4.7	4.1	0.6	2.5	2.9	-0.4	0.8	2.1	-1.3	3.3	3.0	0.3
MediaWorks Combo	62.6	57.6	5.0		69.7	69.6	0.1	68.3	65.5	2.8	64.0	61.6	2.4	63.7	60.5	3.2	61.1	54.4	6.7	60.2	51.3	8.9	68.2	68.5	-0.3
NZME Combo	23.7	26.8	-3.1		20.4	19.9	0.5	17.1	19.8	-2.7	16.7	18.5	-1.8	19.3	21.1	-1.8	19.9	23.1	-3.2	24.4	29.8	-5.4	21.2	22.3	-1.1
Potential (000)	90.4	90.4	0.0		17.5	17.5	0.0	23.0	22.9	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	15.7	15.7	0.0
Sample	880	877	3		135	160	-25	189	193	-4	207	213	-6	342	342	0	290	276	14	310	287	23	152	153	-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 (from S4 2021) or Magic Talk (from S4 2021) or Magic Music & Talk (until S3 2021) or More FM or Rock or The Sound or internet only listening to Mai

NZME Combo: Coast or Gold or Gold AM or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Flava or Hokonui

*Magic Music & Magic Talk were reported together as Magic Music & Talk in S3 2021 and therefore the individual station results cannot be compared in S4 2021

NELSON COMMERCIAL RADIO - SURVEY 4 2021

Station Share (%) by Daypart, People 10+

Survey Comparisons: 3/2021 - 4/2021

This Survey Period: Sun Jan 31 to Sat Nov 6 2021

Last Survey Period: Sun Sept 13 to Sat Nov 14 2020 & Sun Jan 31 to Sat Aug 28 2021

	This	Last	+/-
Potential (000)	90.4	90.4	0.0
Sample Size	880	877	3

	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	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	
Breeze	7.5	6.9	0.6	7	6.0	5.3	0.7	4.8	5.7	-0.9	4.6	4.7	-0.1	3.0	2.4	0.6	6.4	5.7	0.7	5.7	6.2	-0.5	
Coast	4.1	5.2	-1.1	11	4.8	5.7	-0.9	6.2	6.8	-0.6	5.9	7.3	-1.4	4.4	5.4	-1.0	1.2	1.2	0.0	3.4	6.8	-3.4	
Edge	9.1	9.4	-0.3	3	6.7	6.5	0.2	7.2	8.1	-0.9	10.8	11.8	-1.0	10.0	10.0	0.0	5.4	5.6	-0.2	9.6	8.7	0.9	
George FM	5.0	3.4	1.6	9	6.2	4.2	2.0	5.7	3.5	2.2	5.3	4.2	1.1	2.0	2.0	0.0	5.0	4.1	0.9	2.8	3.1	-0.3	
Gold	2.7	2.2	0.5	13	3.3	3.2	0.1	2.8	2.8	0.0	3.1	2.9	0.2	2.3	2.0	0.3	1.4	1.2	0.2	3.2	3.1	0.1	
Gold AM	0.1	0.2	-0.1	16	0.1	*	*	0.1	0.1	0.0	0.4	0.4	0.0	*	0.1	*	*	0.3	*	0.1	0.2	-0.1	
Life FM	0.1	0.1	0.0	16	0.3	0.2	0.1	0.3	0.3	0.0	0.5	0.5	0.0	2.3	3.9	-1.6	2.0	1.9	0.1	1.1	1.2	-0.1	
Magic Music*	7.8	n.a.	*	6	8.7	n.a.	*	9.5	n.a.	*	8.3	n.a.	*	9.4	n.a.	*	5.8	n.a.	*	12.8	n.a.	*	
Magic Talk*	6.1	n.a.	*	8	5.0	n.a.	*	3.7	n.a.	*	2.3	n.a.	*	3.9	n.a.	*	13.3	n.a.	*	3.5	n.a.	*	
More FM	12.8	13.1	-0.3	1	13.3	12.1	1.2	12.0	11.1	0.9	9.3	7.1	2.2	11.1	8.4	2.7	11.2	11.9	-0.7	10.4	8.7	1.7	
Newstalk ZB	11.1	11.7	-0.6	2	4.3	4.8	-0.5	3.4	3.7	-0.3	7.9	8.2	-0.3	19.1	21.7	-2.6	17.7	16.6	1.1	7.4	8.9	-1.5	
Radio Hauraki	1.3	1.1	0.2	14	2.4	2.0	0.4	3.6	2.8	0.8	3.3	2.5	0.8	1.8	1.8	0.0	1.5	3.3	-1.8	2.0	2.0	0.0	
Rhema	0.5	0.4	0.1	15	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.8	0.9	-0.1	
Rock	8.8	8.1	0.7	4	10.6	10.4	0.2	11.9	12.4	-0.5	11.6	11.6	0.0	5.8	4.8	1.0	3.2	5.1	-1.9	8.6	7.1	1.5	
Star	*	0.1	*	*	0.3	0.4	-0.1	0.7	0.9	-0.2	1.0	1.3	-0.3	4.1	5.0	-0.9	*	*	*	0.5	0.6	-0.1	
The Hits	2.9	4.7	-1.8	12	2.0	3.8	-1.8	2.5	3.8	-1.3	4.6	4.5	0.1	1.7	1.0	0.7	0.5	4.4	-3.9	3.5	4.1	-0.6	
The Sound	8.0	7.0	1.0	5	9.2	8.0	1.2	8.8	6.7	2.1	3.9	3.5	0.4	7.6	2.2	5.4	1.8	3.8	-2.0	9.7	6.1	3.6	
ZM	4.2	4.1	0.1	10	3.7	3.9	-0.2	2.9	2.6	0.3	1.7	2.2	-0.5	1.0	0.9	0.1	11.0	8.4	2.6	2.0	3.5	-1.5	
MediaWorks Combo	65.2	60.8	4.4		65.8	61.1	4.7	63.9	60.2	3.7	56.2	53.4	2.8	52.8	48.4	4.4	52.1	50.4	1.7	63.1	54.6	8.5	
NZME Combo	26.4	29.3	-2.9		20.6	23.4	-2.8	21.5	22.5	-1.0	26.9	27.9	-1.0	30.2	33.0	-2.8	33.3	35.4	-2.1	21.6	28.8	-7.2	

NB: SUM OF INDIVIDUAL STATIONS MAY NOT ADD TO NETWORK COMBO TOTAL DUE TO ROUNDING

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

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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	8.9	8.5	0.4	4	2.0	2.3	-0.3	1.3	2.1	-0.8	1.9	2.0	-0.1	3.7	3.7	0.0	3.4	2.9	0.5	3.1	2.3	0.8	1.3	2.0	-0.7
Coast	5.4	6.0	-0.6	13	0.1	*	*	0.5	1.3	-0.8	0.4	1.3	-0.9	1.0	1.8	-0.8	2.2	1.9	0.3	3.8	3.3	0.5	0.4	0.4	0.0
Edge	20.1	19.3	0.8	1	7.7	6.5	1.2	8.2	7.9	0.3	7.4	7.4	0.0	10.9	11.0	-0.1	4.4	5.1	-0.7	1.3	1.9	-0.6	4.2	4.8	-0.6
George FM	7.9	7.2	0.7	6	1.8	2.2	-0.4	3.5	3.6	-0.1	3.0	2.7	0.3	4.5	4.0	0.5	3.0	1.9	1.1	1.5	1.0	0.5	1.6	1.8	-0.2
Gold	4.0	3.8	0.2	14	0.5	0.5	0.0	1.0	1.1	-0.1	0.9	1.0	-0.1	2.4	2.1	0.3	2.1	1.8	0.3	1.1	1.1	0.0	1.2	1.3	-0.1
Gold AM	0.3	0.5	-0.2	17	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.2	0.3	-0.1	0.2	0.3	-0.1	0.1	0.1	0.0
Life FM	2.1	2.7	-0.6	15	1.5	1.6	-0.1	1.4	2.3	-0.9	0.6	1.0	-0.4	0.6	1.1	-0.5	*	0.1	*	*	*	*	0.4	1.0	-0.6
Magic Music*	8.8	n.a.	*	5	0.1	n.a.	*	0.2	n.a.	*	0.7	n.a.	*	1.5	n.a.	*	3.0	n.a.	*	5.1	n.a.	*	1.1	n.a.	*
Magic Talk*	5.6	n.a.	*	12	0.8	n.a.	*	0.8	n.a.	*	0.8	n.a.	*	1.7	n.a.	*	2.0	n.a.	*	2.3	n.a.	*	1.0	n.a.	*
More FM	14.2	14.8	-0.6	2	4.8	4.5	0.3	3.4	4.4	-1.0	2.5	2.7	-0.2	4.5	5.2	-0.7	4.9	5.8	-0.9	4.8	5.1	-0.3	2.7	3.3	-0.6
Newstalk ZB	7.4	8.0	-0.6	8	0.2	0.3	-0.1	0.3	0.3	0.0	1.0	0.7	0.3	1.5	1.3	0.2	2.4	2.9	-0.5	3.3	3.7	-0.4	0.9	1.0	-0.1
Radio Hauraki	6.3	6.8	-0.5	11	2.6	2.6	0.0	2.7	3.1	-0.4	1.8	2.1	-0.3	3.0	2.9	0.1	1.6	1.9	-0.3	0.4	1.1	-0.7	1.4	1.6	-0.2
Rhema	1.1	1.2	-0.1	16	*	*	*	*	*	*	*	*	*	0.4	0.4	0.0	1.0	1.1	-0.1	0.6	0.7	-0.1	0.2	0.3	-0.1
Rock	11.4	11.9	-0.5	3	3.7	4.0	-0.3	3.8	4.3	-0.5	3.3	3.8	-0.5	6.0	6.1	-0.1	4.1	3.9	0.2	1.4	1.6	-0.2	2.0	2.5	-0.5
Star	0.3	0.4	-0.1	17	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.3	0.3	0.0	*	*	*
The Hits	6.8	7.7	-0.9	9	2.2	2.4	-0.2	2.6	3.5	-0.9	2.8	3.0	-0.2	3.9	4.6	-0.7	1.6	1.9	-0.3	0.8	0.7	0.1	1.7	2.4	-0.7
The Sound	7.8	7.6	0.2	7	0.3	0.8	-0.5	1.1	2.1	-1.0	1.3	1.9	-0.6	2.4	2.7	-0.3	4.5	3.5	1.0	4.6	3.7	0.9	0.5	1.2	-0.7
ZM	6.6	7.9	-1.3	10	2.4	2.5	-0.1	3.5	4.1	-0.6	2.2	3.0	-0.8	3.5	4.1	-0.6	1.9	2.2	-0.3	0.7	1.2	-0.5	0.8	1.3	-0.5
MediaWorks Combo	55.8	53.5	2.3		12.7	11.9	0.8	15.7	14.9	0.8	14.3	14.1	0.2	23.7	23.2	0.5	18.7	18.3	0.4	15.9	15.6	0.3	10.7	10.7	0.0
NZME Combo	29.8	31.9	-2.1		5.7	5.8	-0.1	7.6	9.7	-2.1	6.9	8.5	-1.6	12.5	13.7	-1.2	10.0	10.3	-0.3	8.5	9.0	-0.5	5.4	6.2	-0.8
All Commercial Radio	69.4	68.2	1.2		13.5	12.7	0.8	18.7	18.6	0.1	18.0	18.3	-0.3	29.2	29.6	-0.4	23.3	23.3	0.0	20.8	20.5	0.3	12.6	12.3	0.3
Potential (000)	90.4	90.4	0.0		17.5	17.5	0.0	23.0	22.9	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	15.7	15.7	0.0
Sample	880	877	3		135	160	-25	189	193	-4	207	213	-6	342	342	0	290	276	14	310	287	23	152	153	-1

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

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	This	Last	+/-
Potential (000)	90.4	90.4	0.0
Sample Size	880	877	3

	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	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	
Breeze	4.6	4.3	0.3	6	3.4	3.1	0.3	4.5	4.7	-0.2	3.2	3.3	-0.1	1.4	0.7	0.7	1.5	2.0	-0.5	5.2	5.0	0.2							
Coast	1.9	1.9	0.0	14	2.9	2.8	0.1	3.8	4.0	-0.2	3.0	2.8	0.2	1.3	1.1	0.2	0.7	0.7	0.0	2.9	4.2	-1.3							
Edge	11.7	10.5	1.2	1	6.5	5.7	0.8	9.4	9.1	0.3	9.9	9.7	0.2	4.6	4.6	0.0	3.2	3.4	-0.2	11.1	11.2	-0.1							
George FM	4.2	3.5	0.7	8	4.7	3.7	1.0	5.7	4.5	1.2	3.5	2.5	1.0	0.8	0.9	-0.1	1.5	1.5	0.0	3.4	3.4	0.0							
Gold	2.2	1.7	0.5	12	2.1	2.1	0.0	1.8	1.8	0.0	1.9	1.7	0.2	0.7	0.5	0.2	0.4	0.4	0.0	2.4	2.3	0.1							
Gold AM	0.2	0.3	-0.1	17	0.1	*	*	0.1	0.1	0.0	0.2	0.2	0.0	*	*	*	*	0.1	*	0.2	0.4	-0.2							
Life FM	0.3	0.2	0.1	16	0.4	0.2	0.2	0.6	0.4	0.2	0.5	1.1	-0.6	0.2	0.8	-0.6	0.8	0.9	-0.1	1.4	1.7	-0.3							
Magic Music*	4.8	n.a.	*	5	5.0	n.a.	*	6.3	n.a.	*	3.8	n.a.	*	2.0	n.a.	*	0.8	n.a.	*	6.6	n.a.	*							
Magic Talk*	3.4	n.a.	*	11	2.5	n.a.	*	2.8	n.a.	*	1.7	n.a.	*	0.6	n.a.	*	1.0	n.a.	*	2.4	n.a.	*							
More FM	8.2	7.4	0.8	2	6.7	7.9	-1.2	7.1	7.1	0.0	6.1	5.4	0.7	2.4	1.9	0.5	2.3	3.2	-0.9	8.4	8.7	-0.3							
Newstalk ZB	5.0	5.3	-0.3	4	3.7	4.0	-0.3	3.8	3.9	-0.1	3.5	4.1	-0.6	3.1	3.8	-0.7	2.2	2.4	-0.2	5.0	5.5	-0.5							
Radio Hauraki	2.2	1.8	0.4	12	2.6	3.0	-0.4	3.3	3.1	0.2	3.0	2.3	0.7	1.0	0.8	0.2	0.3	0.4	-0.1	3.1	3.0	0.1							
Rhema	0.5	0.5	0.0	15	0.2	0.2	0.0	*	*	*	*	*	*	*	*	*	*	*	*	0.9	1.0	-0.1							
Rock	7.0	6.3	0.7	3	5.6	5.3	0.3	7.0	6.9	0.1	6.2	6.8	-0.6	2.2	2.1	0.1	0.9	1.7	-0.8	6.5	6.2	0.3							
Star	*	0.1	*	*	0.3	0.4	-0.1	0.3	0.4	-0.1	0.3	0.3	0.0	0.3	0.3	0.0	*	*	*	0.3	0.4	-0.1							
The Hits	3.8	4.5	-0.7	9	2.8	3.5	-0.7	4.0	3.7	0.3	3.0	3.4	-0.4	1.3	1.1	0.2	0.3	0.6	-0.3	3.4	4.4	-1.0							
The Sound	4.4	4.5	-0.1	7	4.6	4.4	0.2	5.4	4.7	0.7	3.8	3.1	0.7	0.9	0.7	0.2	0.8	1.4	-0.6	4.8	3.6	1.2							
ZM	3.6	4.5	-0.9	10	3.2	4.0	-0.8	3.2	3.8	-0.6	1.9	2.4	-0.5	0.9	1.0	-0.1	1.2	1.3	-0.1	2.5	3.7	-1.2							
MediaWorks Combo	37.7	34.6	3.1		31.8	30.8	1.0	38.1	36.1	2.0	32.0	30.1	1.9	13.6	13.1	0.5	8.9	10.5	-1.6	40.4	38.8	1.6							
NZME Combo	17.8	18.5	-0.7		15.0	16.8	-1.8	18.5	18.3	0.2	15.4	15.7	-0.3	7.9	7.8	0.1	4.8	5.6	-0.8	17.7	20.6	-2.9							
All Commercial Radio	50.5	48.3	2.2		44.6	44.1	0.5	51.8	49.0	2.8	45.4	43.4	2.0	21.8	22.1	-0.3	12.7	15.0	-2.3	54.3	54.0	0.3							

MediaWorks Combo: Breeze or Edge or George FM or Magic Music (from S4 2021) or Magic Talk (from S4 2021) or Magic Music & Talk (until S3 2021) or More FM or Rock or The Sound or internet only listening to Mai

NZME Combo: Coast or Gold or Gold AM or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Flava or Hokonui

*Magic Music & Magic Talk were reported together as Magic Music & Talk in S3 2021 and therefore the individual station results cannot be compared in S4 2021

NELSON COMMERCIAL RADIO - SURVEY 4 2021

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

Survey Comparisons: 3/2021 - 4/2021

This Survey Period: Sun Jan 31 to Sat Nov 6 2021

Last Survey Period: Sun Sept 13 to Sat Nov 14 2020 & Sun Jan 31 to Sat Aug 28 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	8:11	8:39	-0:27	3:43	3:43	0:00	16:54	12:45	4:09	14:10	13:36	0:33	11:02	11:31	-0:28	6:58	7:53	-0:55	7:56	9:19	-1:23	8:09	9:31	-1:21
Coast	11:01	13:00	-1:58	38:15	*	*	14:02	5:58	8:03	8:57	5:58	2:58	7:19	6:39	0:40	6:34	9:51	-3:16	12:23	18:18	-5:55	6:18	6:20	-0:01
Edge	5:19	5:41	-0:22	3:48	4:32	-0:43	7:38	8:01	-0:23	7:27	7:25	0:01	6:35	6:43	-0:08	4:23	4:28	-0:05	4:30	3:38	0:51	9:43	9:09	0:34
George FM	7:57	6:27	1:29	14:45	7:35	7:10	11:27	7:26	4:00	5:50	5:47	0:02	5:57	6:13	-0:15	6:05	6:58	-0:52	5:51	4:52	0:59	6:31	6:05	0:25
Gold	9:21	9:29	-0:08	9:48	10:11	-0:23	2:52	3:15	-0:23	6:10	5:08	1:02	7:25	7:46	-0:21	10:09	11:13	-1:04	13:12	12:29	0:43	9:30	9:19	0:10
Gold AM	4:09	4:03	0:06	*	*	*	0:30	0:30	0:00	0:30	0:30	0:00	0:54	0:57	-0:02	5:31	6:36	-1:05	6:22	7:18	-0:55	1:30	1:30	0:00
Life FM	3:40	3:27	0:12	4:34	4:18	0:15	1:23	1:48	-0:25	1:35	2:02	-0:26	1:35	2:10	-0:34	*	4:30	*	*	*	*	2:30	2:43	-0:12
Magic Music*	13:40	n.a.	*	3:45	n.a.	*	16:43	n.a.	*	10:12	n.a.	*	12:41	n.a.	*	8:56	n.a.	*	10:39	n.a.	*	11:42	n.a.	*
Magic Talk*	10:38	n.a.	*	14:13	n.a.	*	3:58	n.a.	*	6:54	n.a.	*	4:37	n.a.	*	11:09	n.a.	*	11:56	n.a.	*	8:00	n.a.	*
More FM	10:35	9:22	1:13	7:34	7:21	0:12	11:36	7:49	3:46	8:17	5:37	2:40	7:35	7:00	0:34	10:46	10:20	0:26	16:25	13:26	2:58	19:34	12:36	6:58
Newstalk ZB	12:59	13:32	-0:32	3:30	3:02	0:27	2:44	2:35	0:09	2:25	2:25	-0:00	3:16	4:54	-1:37	9:24	9:05	0:19	12:42	12:04	0:37	8:43	10:10	-1:26
Radio Hauraki	4:54	4:04	0:50	2:59	3:14	-0:15	4:31	3:53	0:37	5:21	5:12	0:08	6:16	4:57	1:18	8:20	4:31	3:48	9:01	4:20	4:40	6:51	3:56	2:55
Rhema	2:59	3:02	-0:03	*	*	*	*	*	*	*	*	*	0:54	0:53	0:01	2:57	3:01	-0:03	4:19	4:16	0:02	3:21	3:09	0:11
Rock	10:54	10:10	0:44	4:59	4:01	0:57	8:05	7:24	0:41	12:17	13:41	-1:24	14:01	13:54	0:06	15:29	13:13	2:15	14:17	11:20	2:56	12:46	10:41	2:05
Star	26:03	26:30	-0:26	*	*	*	*	*	*	*	*	*	*	*	*	26:03	30:00	-3:56	*	*	*	*	*	*
The Hits	5:10	6:42	-1:31	5:38	4:26	1:12	4:46	4:43	0:02	4:31	4:35	-0:04	5:13	8:14	-3:00	6:00	13:36	-7:36	3:41	4:28	-0:47	6:59	7:13	-0:13
The Sound	13:20	10:40	2:39	8:33	5:15	3:18	5:53	4:41	1:12	7:16	5:37	1:38	7:58	7:23	0:35	13:47	11:25	2:21	13:29	9:29	4:00	8:09	6:15	1:54
ZM	6:16	5:43	0:33	4:17	3:30	0:46	5:07	4:43	0:24	6:30	5:30	1:00	6:32	5:09	1:22	6:24	6:34	-0:10	5:40	8:24	-2:44	10:15	5:36	4:38
MediaWorks Combo	14:23	13:58	0:25	10:30	9:59	0:30	13:16	13:26	-0:10	12:50	13:21	-0:30	12:52	13:26	-0:33	15:26	14:45	0:41	17:53	15:26	2:26	15:32	16:00	-0:27
NZME Combo	10:10	10:54	-0:44	6:52	5:54	0:57	6:51	6:12	0:38	6:56	6:37	0:19	7:24	7:58	-0:33	9:23	11:08	-1:44	13:30	15:32	-2:02	9:37	8:57	0:39
All Commercial Radio	18:27	19:02	-0:35	14:08	13:31	0:37	16:23	16:28	-0:04	16:01	16:41	-0:39	16:23	17:23	-0:59	20:16	21:15	-0:59	22:42	22:49	-0:06	19:24	20:23	-0:58
Potential (000)	90.4	90.4	0.0	17.5	17.5	0.0	23.0	22.9	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	15.7	15.7	0.0
Sample	880	877	3	135	160	-25	189	193	-4	207	213	-6	342	342	0	290	276	14	310	287	23	152	153	-1

MediaWorks Combo: Breeze or Edge or George FM or Magic Music (from S4 2021) or Magic Talk (from S4 2021) or Magic Music & Talk (until S3 2021) or More FM or Rock or The Sound or internet only listening to Mai

NZME Combo: Coast or Gold or Gold AM or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Flava or Hokonui

*Magic Music & Magic Talk were reported together as Magic Music & Talk in S3 2021 and therefore the individual station results cannot be compared in S4 2021

NELSON COMMERCIAL RADIO - SURVEY 4 2021

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

Survey Comparisons: 3/2021 - 4/2021

This Survey Period: Sun Jan 31 to Sat Nov 6 2021

Last Survey Period: Sun Sept 13 to Sat Nov 14 2020 & Sun Jan 31 to Sat Aug 28 2021

	This	Last	+/-
Potential (000)	90.4	90.4	0.0
Sample Size	880	877	3

	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	3:50	3:46	0:03	4:25	4:15	0:10	3:11	3:29	-0:18	1:52	1:50	0:02	1:11	1:59	-0:47	2:16	1:44	0:32	2:50	3:19	-0:29
Coast	5:00	6:25	-1:24	4:18	5:03	-0:45	4:50	4:56	-0:06	2:31	3:20	-0:49	1:49	2:46	-0:56	0:53	1:04	-0:10	3:01	4:22	-1:20
Edge	1:49	2:05	-0:15	2:37	2:52	-0:14	2:15	2:35	-0:20	1:24	1:34	-0:09	1:13	1:16	-0:03	0:53	1:01	-0:07	2:13	2:06	0:07
George FM	2:49	2:15	0:33	3:25	2:50	0:34	2:58	2:17	0:41	1:57	2:09	-0:11	1:25	1:19	0:05	1:42	1:41	0:01	2:08	2:31	-0:23
Gold	2:52	2:58	-0:06	3:58	3:48	0:09	4:34	4:24	0:09	2:11	2:09	0:01	1:46	2:17	-0:31	2:07	2:04	0:02	3:27	3:42	-0:15
Gold AM	1:20	1:45	-0:24	3:00	*	*	1:26	2:30	-1:03	2:30	2:27	0:02	*	1:45	*	*	2:15	*	1:20	1:48	-0:27
Life FM	1:02	1:09	-0:06	1:46	2:26	-0:39	1:45	2:26	-0:41	1:13	0:37	0:36	5:46	2:57	2:49	1:21	1:18	0:02	1:53	1:59	-0:06
Magic Music*	3:51	n.a.	*	4:26	n.a.	*	4:25	n.a.	*	2:50	n.a.	*	2:32	n.a.	*	3:55	n.a.	*	4:59	n.a.	*
Magic Talk*	4:07	n.a.	*	5:12	n.a.	*	3:51	n.a.	*	1:44	n.a.	*	3:53	n.a.	*	7:23	n.a.	*	3:40	n.a.	*
More FM	3:40	4:10	-0:30	5:04	3:52	1:11	5:02	4:29	0:33	1:58	1:42	0:16	2:35	2:36	-0:00	2:32	2:18	0:13	3:10	2:43	0:26
Newstalk ZB	5:13	5:14	-0:01	3:01	2:59	0:01	2:38	2:43	-0:04	2:56	2:35	0:21	3:25	3:22	0:03	4:20	4:13	0:07	3:48	4:23	-0:35
Radio Hauraki	1:21	1:28	-0:06	2:22	1:41	0:41	3:17	2:34	0:42	1:25	1:22	0:02	0:59	1:18	-0:19	2:30	4:35	-2:05	1:38	1:51	-0:13
Rhema	2:09	2:09	-0:00	0:21	0:22	-0:01	*	*	*	*	*	*	*	*	*	*	*	*	2:16	2:27	-0:11
Rock	2:57	3:02	-0:04	4:49	4:56	-0:06	5:00	5:12	-0:12	2:24	2:12	0:11	1:28	1:19	0:08	1:52	1:48	0:04	3:24	3:06	0:18
Star	*	3:30	*	2:52	2:50	0:01	6:58	6:52	0:05	5:15	5:15	0:00	7:32	8:45	-1:12	*	*	*	4:11	4:18	-0:06
The Hits	1:47	2:25	-0:37	1:51	2:41	-0:49	1:49	2:57	-1:08	1:59	1:44	0:15	0:43	0:32	0:11	0:57	4:51	-3:54	2:38	2:32	0:06
The Sound	4:15	3:41	0:34	5:04	4:37	0:27	4:50	4:08	0:42	1:19	1:26	-0:06	4:29	1:46	2:43	1:11	1:39	-0:27	5:10	4:40	0:29
ZM	2:45	2:08	0:36	2:56	2:30	0:26	2:37	1:57	0:39	1:07	1:12	-0:04	0:35	0:33	0:02	4:42	4:07	0:35	2:02	2:34	-0:32
MediaWorks Combo	4:03	4:07	-0:04	5:18	5:00	0:17	4:57	4:49	0:07	2:16	2:17	-0:01	2:08	2:09	-0:00	3:06	2:58	0:07	4:01	3:49	0:12
NZME Combo	3:28	3:42	-0:13	3:32	3:31	0:01	3:26	3:32	-0:06	2:15	2:18	-0:02	2:07	2:27	-0:20	3:42	3:54	-0:12	3:08	3:47	-0:38
All Commercial Radio	4:38	4:51	-0:13	5:45	5:43	0:01	5:42	5:53	-0:10	2:50	2:59	-0:08	2:32	2:38	-0:05	4:10	4:08	0:01	4:44	5:01	-0:17

MediaWorks Combo: Breeze or Edge or George FM or Magic Music (from S4 2021) or Magic Talk (from S4 2021) or Magic Music & Talk (until S3 2021) or More FM or Rock or The Sound or internet only listening to Mai

NZME Combo: Coast or Gold or Gold AM or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Flava or Hokonui

*Magic Music & Magic Talk were reported together as Magic Music & Talk in S3 2021 and therefore the individual station results cannot be compared in S4 2021