



NELSON COMMERCIAL RADIO - SURVEY 3 2023

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

Survey Comparisons: 2/2023 - 3/2023

This Survey Period: Sun Sep 4 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023

Last Survey Period: Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 2023

	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	9.8	7.7	2.1	2	5.8	6.8	-1.0	7.4	7.9	-0.5	6.9	7.0	-0.1	9.1	7.7	1.4	13.2	7.6	5.6	13.1	8.6	4.5	14.7	7.0	7.7
Coast	4.1	4.0	0.1	9	5.1	3.9	1.2	0.5	2.0	-1.5	0.7	3.5	-2.8	1.5	3.0	-1.5	4.0	3.7	0.3	5.7	4.5	1.2	1.8	4.9	-3.1
Edge	6.8	6.4	0.4	6	16.0	14.6	1.4	9.3	9.1	0.2	9.7	8.5	1.2	9.3	8.2	1.1	6.0	5.9	0.1	3.4	3.1	0.3	12.2	12.6	-0.4
George FM	4.1	4.5	-0.4	9	14.8	16.3	-1.5	10.7	12.2	-1.5	6.0	5.9	0.1	5.6	5.7	-0.1	2.4	2.6	-0.2	0.7	0.4	0.3	4.1	3.8	0.3
Gold	3.4	3.6	-0.2	11	0.9	0.7	0.2	0.5	0.7	-0.2	1.0	1.2	-0.2	2.1	2.5	-0.4	7.8	7.6	0.2	6.4	6.4	0.0	3.4	3.7	-0.3
Gold Sport	0.1	0.1	0.0	18	*	*	*	*	*	*	*	*	*	*	*	*	0.4	0.3	0.1	0.3	0.3	0.0	0.1	*	*
Life FM	1.1	0.8	0.3	14	2.6	2.5	0.1	1.7	0.6	1.1	1.4	0.6	0.8	1.4	0.8	0.6	1.1	1.1	0.0	0.5	0.6	-0.1	1.5	0.7	0.8
Magic	7.5	8.9	-1.4	4	4.0	2.2	1.8	0.9	0.7	0.2	1.7	1.8	-0.1	1.3	2.7	-1.4	4.0	3.9	0.1	12.9	13.9	-1.0	4.4	1.4	3.0
More FM	7.5	9.9	-2.4	4	10.1	13.7	-3.6	8.3	12.9	-4.6	9.2	13.1	-3.9	8.9	11.9	-3.0	7.2	8.6	-1.4	6.1	6.9	-0.8	19.2	23.4	-4.2
Newstalk ZB	15.8	13.2	2.6	1	1.1	0.4	0.7	0.2	*	*	1.7	1.7	0.0	2.0	2.9	-0.9	7.5	8.5	-1.0	20.1	20.2	-0.1	3.9	3.2	0.7
Radio Hauraki	1.7	1.9	-0.2	13	1.8	1.4	0.4	1.7	1.8	-0.1	1.6	1.6	0.0	3.7	4.0	-0.3	3.0	3.7	-0.7	0.1	0.1	0.0	2.7	3.7	-1.0
Rhema	0.5	0.6	-0.1	15	1.3	1.1	0.2	0.1	0.1	0.0	0.2	0.2	0.0	0.1	0.1	0.0	0.7	0.7	0.0	0.7	0.7	0.0	0.1	0.1	0.0
Rock	8.4	8.0	0.4	3	13.6	7.3	6.3	15.3	11.2	4.1	17.1	14.6	2.5	15.2	14.0	1.2	6.7	8.5	-1.8	2.2	3.1	-0.9	6.3	5.1	1.2
SENZ Sport	0.4	0.4	0.0	16	*	*	*	*	*	*	*	*	*	0.1	*	*	0.2	0.1	0.1	0.9	1.0	-0.1	*	*	*
Star	0.4	0.6	-0.2	16	0.1	0.1	0.0	0.1	0.4	-0.3	0.1	0.4	-0.3	*	0.2	*	1.1	1.2	-0.1	1.0	1.3	-0.3	*	*	*
The Hits	5.9	5.3	0.6	7	8.7	9.9	-1.2	9.2	8.0	1.2	9.1	8.0	1.1	8.2	7.0	1.2	6.3	4.4	1.9	4.3	2.8	1.5	6.7	8.8	-2.1
The Sound	4.8	4.5	0.3	8	0.9	1.2	-0.3	2.7	2.8	-0.1	2.6	2.3	0.3	2.6	2.2	0.4	9.7	9.4	0.3	9.6	9.6	0.0	2.5	1.7	0.8
ZM	2.8	2.9	-0.1	12	3.9	5.9	-2.0	7.6	7.8	-0.2	6.8	7.0	-0.2	5.5	4.7	0.8	1.2	0.3	0.9	0.4	0.5	-0.1	3.4	5.4	-2.0
MediaWorks Combo	49.5	50.6	-1.1		65.5	62.5	3.0	57.4	59.3	-1.9	55.9	55.7	0.2	53.7	54.0	-0.3	49.1	46.4	2.7	47.9	45.7	2.2	66.0	56.5	9.5
NZME Combo	34.1	31.1	3.0		22.6	23.0	-0.4	20.1	20.6	-0.5	21.0	23.1	-2.1	23.1	24.3	-1.2	30.2	28.4	1.8	37.4	34.9	2.5	22.2	29.8	-7.6
Potential (000)	90.8	90.8	0.0		17.4	17.4	0.0	23.7	23.5	0.2	22.9	22.9	0.0	36.8	36.8	0.0	28.3	28.3	0.0	26.7	26.7	0.0	13.7	14.4	-0.7
Sample	981	884	97		152	134	18	219	179	40	227	186	41	368	310	58	277	245	32	345	312	33	160	144	16

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

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

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



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Station Share (%) by Daypart, People 10+

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	This	Last	+/-
Potential (000)	90.8	90.8	0.0
Sample Size	981	884	97

	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	11.0	8.0	3.0	2	7.9	6.0	1.9	9.7	7.1	2.6	10.3	8.5	1.8	7.7	8.0	-0.3	8.4	2.4	6.0	10.9	9.7	1.2
Coast	3.8	3.9	-0.1	8	4.1	4.1	0.0	4.6	4.0	0.6	3.0	3.3	-0.3	2.5	3.2	-0.7	1.2	1.5	-0.3	5.2	4.8	0.4
Edge	7.9	6.8	1.1	4	4.5	4.8	-0.3	6.9	6.9	0.0	9.4	8.6	0.8	6.2	6.0	0.2	2.7	3.1	-0.4	7.2	6.2	1.0
George FM	3.1	3.5	-0.4	11	4.4	5.0	-0.6	6.6	7.0	-0.4	4.2	4.9	-0.7	1.2	1.2	0.0	2.9	4.4	-1.5	3.0	2.9	0.1
Gold	2.9	3.3	-0.4	12	4.6	4.9	-0.3	3.5	3.7	-0.2	3.9	3.7	0.2	3.5	2.5	1.0	2.5	2.6	-0.1	2.7	3.0	-0.3
Gold Sport	0.1	0.1	0.0	18	0.2	0.2	0.0	0.2	0.2	0.0	0.1	0.1	0.0	*	*	*	*	*	*	0.2	0.1	0.1
Life FM	1.1	0.8	0.3	13	0.9	0.7	0.2	0.7	0.6	0.1	1.6	1.4	0.2	0.8	0.8	0.0	0.5	0.1	0.4	1.4	1.1	0.3
Magic	6.3	8.5	-2.2	6	8.8	8.6	0.2	6.7	7.5	-0.8	5.8	8.3	-2.5	6.9	9.9	-3.0	3.3	3.1	0.2	10.3	11.6	-1.3
More FM	7.5	10.8	-3.3	5	7.6	10.4	-2.8	8.3	10.7	-2.4	8.4	10.1	-1.7	5.1	5.5	-0.4	5.6	7.5	-1.9	6.9	9.3	-2.4
Newstalk ZB	20.5	17.2	3.3	1	10.4	9.2	1.2	8.2	6.4	1.8	11.5	9.1	2.4	32.0	24.7	7.3	40.8	44.3	-3.5	17.4	14.6	2.8
Radio Hauraki	1.1	1.2	-0.1	13	1.0	1.0	0.0	1.2	1.5	-0.3	3.0	3.2	-0.2	3.6	3.8	-0.2	0.5	0.6	-0.1	2.5	2.8	-0.3
Rhema	0.4	0.7	-0.3	15	0.5	0.5	0.0	0.5	0.4	0.1	0.4	0.3	0.1	0.6	0.3	0.3	0.8	3.1	-2.3	0.4	0.9	-0.5
Rock	8.1	8.3	-0.2	3	10.3	9.7	0.6	9.5	9.5	0.0	7.1	6.6	0.5	6.7	5.1	1.6	8.6	7.9	0.7	7.0	6.4	0.6
SENZ Sport	0.4	0.4	0.0	15	0.4	0.4	0.0	0.2	0.2	0.0	0.5	0.3	0.2	0.9	1.1	-0.2	0.6	0.9	-0.3	0.4	0.4	0.0
Star	0.2	0.5	-0.3	17	0.6	0.8	-0.2	0.4	0.5	-0.1	0.6	0.6	0.0	0.3	0.3	0.0	0.2	0.2	0.0	0.5	0.6	-0.1
The Hits	5.6	4.3	1.3	7	6.8	6.0	0.8	7.1	6.5	0.6	6.8	6.8	0.0	6.0	6.0	0.0	6.3	1.3	5.0	3.8	3.8	0.0
The Sound	3.7	2.9	0.8	9	5.7	5.6	0.1	5.2	5.4	-0.2	3.4	3.6	-0.2	3.1	2.3	0.8	2.2	2.5	-0.3	6.0	5.5	0.5
ZM	3.3	3.6	-0.3	10	3.6	3.3	0.3	3.8	3.5	0.3	2.6	2.3	0.3	1.8	2.8	-1.0	0.6	0.7	-0.1	1.5	2.2	-0.7
MediaWorks Combo	49.0	50.5	-1.5		49.6	50.4	-0.8	53.2	54.3	-1.1	49.3	51.1	-1.8	38.0	39.3	-1.3	34.3	31.4	2.9	52.2	52.3	-0.1
NZME Combo	37.3	33.6	3.7		30.7	28.8	1.9	28.6	25.7	2.9	31.1	28.6	2.5	49.5	43.0	6.5	54.1	53.6	0.5	33.4	31.3	2.1

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

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

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



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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	13.1	11.5	1.6	2	1.9	2.2	-0.3	4.0	3.9	0.1	3.7	3.6	0.1	6.4	5.9	0.5	5.5	3.8	1.7	4.3	3.0	1.3	2.2	1.8	0.4
Coast	6.5	6.1	0.4	8	0.7	0.6	0.1	0.5	0.9	-0.4	0.8	1.2	-0.4	1.7	1.8	-0.1	2.5	2.2	0.3	3.2	2.9	0.3	0.6	0.8	-0.2
Edge	16.6	16.6	0.0	1	5.1	4.9	0.2	6.0	6.5	-0.5	6.1	6.2	-0.1	8.9	9.2	-0.3	4.6	4.9	-0.3	2.4	2.4	0.0	3.9	4.2	-0.3
George FM	6.3	6.7	-0.4	9	1.7	1.8	-0.1	3.0	3.5	-0.5	2.6	3.2	-0.6	3.7	4.4	-0.7	1.8	1.5	0.3	0.9	0.6	0.3	1.7	1.8	-0.1
Gold	4.3	4.7	-0.4	12	0.5	0.5	0.0	0.8	1.2	-0.4	0.8	1.0	-0.2	1.3	1.8	-0.5	2.1	2.2	-0.1	2.1	2.1	0.0	0.7	0.6	0.1
Gold Sport	0.2	0.1	0.1	18	*	*	*	*	*	*	*	*	*	0.1	*	*	0.2	0.1	0.1	0.1	0.1	0.0	0.1	*	*
Life FM	2.0	1.8	0.2	14	0.8	0.9	-0.1	0.9	0.5	0.4	0.7	0.5	0.2	1.0	0.6	0.4	0.5	0.4	0.1	0.2	0.2	0.0	0.3	0.2	0.1
Magic	9.1	9.0	0.1	7	0.9	0.3	0.6	0.7	0.7	0.0	0.8	1.0	-0.2	1.1	1.3	-0.2	2.2	1.8	0.4	5.0	4.6	0.4	0.6	0.2	0.4
More FM	10.6	11.7	-1.1	3	2.4	3.0	-0.6	2.7	3.0	-0.3	3.0	3.5	-0.5	4.9	5.3	-0.4	3.7	3.4	0.3	2.6	2.6	0.0	2.9	3.0	-0.1
Newstalk ZB	10.5	9.2	1.3	4	0.5	0.4	0.1	0.2	*	*	0.4	0.6	-0.2	1.6	1.6	0.0	3.1	2.8	0.3	4.6	4.4	0.2	0.5	0.7	-0.2
Radio Hauraki	3.8	4.0	-0.2	13	1.2	1.1	0.1	1.4	1.5	-0.1	1.1	1.1	0.0	2.5	2.7	-0.2	1.5	1.7	-0.2	0.2	0.2	0.0	0.7	0.7	0.0
Rhema	1.2	1.6	-0.4	15	0.3	0.5	-0.2	0.1	0.1	0.0	0.1	0.2	-0.1	0.2	0.2	0.0	0.6	0.6	0.0	0.6	0.6	0.0	0.1	0.1	0.0
Rock	9.6	9.9	-0.3	5	2.3	2.6	-0.3	4.3	4.2	0.1	3.9	3.8	0.1	5.5	5.6	-0.1	2.9	3.0	-0.1	1.6	1.6	0.0	1.2	1.1	0.1
SENZ Sport	0.6	0.5	0.1	17	*	*	*	*	*	*	*	*	*	0.1	*	*	0.2	0.2	0.0	0.4	0.5	-0.1	*	*	*
Star	0.7	0.7	0.0	16	0.2	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.2	-0.1	0.2	0.2	0.0	0.2	0.2	0.0	*	*	*
The Hits	9.5	9.4	0.1	6	2.1	2.4	-0.3	4.1	3.8	0.3	3.7	3.7	0.0	5.4	4.9	0.5	3.3	2.8	0.5	1.8	1.9	-0.1	1.7	1.5	0.2
The Sound	4.9	5.1	-0.2	11	0.3	0.5	-0.2	1.3	1.4	-0.1	1.3	1.3	0.0	1.9	2.0	-0.1	2.5	2.4	0.1	2.7	2.6	0.1	0.6	0.4	0.2
ZM	5.3	5.8	-0.5	10	1.4	1.6	-0.2	2.8	3.2	-0.4	3.2	3.6	-0.4	3.5	3.9	-0.4	0.4	0.3	0.1	0.4	0.2	0.2	1.3	1.8	-0.5
MediaWorks Combo	47.7	47.0	0.7		9.0	8.8	0.2	13.5	13.4	0.1	13.4	13.2	0.2	21.6	21.1	0.5	16.7	15.7	1.0	14.2	13.6	0.6	8.6	8.5	0.1
NZME Combo	33.1	32.5	0.6		4.7	4.6	0.1	7.7	8.4	-0.7	8.0	9.2	-1.2	13.2	13.9	-0.7	11.2	10.4	0.8	10.5	10.2	0.3	5.0	5.6	-0.6
All Commercial Radio	66.5	65.4	1.1		10.6	10.5	0.1	17.1	16.8	0.3	17.7	17.8	-0.1	28.5	28.0	0.5	23.3	22.3	1.0	20.9	20.6	0.3	11.3	11.6	-0.3
Potential (000)	90.8	90.8	0.0		17.4	17.4	0.0	23.7	23.5	0.2	22.9	22.9	0.0	36.8	36.8	0.0	28.3	28.3	0.0	26.7	26.7	0.0	13.7	14.4	-0.7
Sample	981	884	97		152	134	18	219	179	40	227	186	41	368	310	58	277	245	32	345	312	33	160	144	16

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Sample Size	981	884	97

	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	7.4	6.7	0.7	3	5.3	5.0	0.3	6.9	5.3	1.6	5.6	5.1	0.5	2.3	2.6	-0.3	1.2	0.7	0.5	7.3	6.4	0.9
Coast	3.4	3.3	0.1	9	3.0	3.1	-0.1	3.8	3.4	0.4	2.1	2.4	-0.3	1.4	1.3	0.1	0.6	0.6	0.0	4.2	3.8	0.4
Edge	9.3	8.5	0.8	1	5.4	5.4	0.0	9.4	9.2	0.2	6.9	7.2	-0.3	3.4	3.0	0.4	1.0	1.1	-0.1	11.1	9.6	1.5
George FM	2.6	3.2	-0.6	11	3.0	3.1	-0.1	4.1	4.0	0.1	2.9	3.7	-0.8	0.8	0.8	0.0	0.7	0.9	-0.2	3.1	2.9	0.2
Gold	2.0	2.4	-0.4	12	2.1	2.6	-0.5	2.9	3.2	-0.3	1.6	1.7	-0.1	1.0	0.9	0.1	0.4	0.3	0.1	2.2	2.3	-0.1
Gold Sport	0.1	0.1	0.0	18	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0	*	*	*	*	*	*	0.2	0.1	0.1
Life FM	1.0	0.9	0.1	14	0.4	0.3	0.1	0.9	1.0	-0.1	1.3	0.9	0.4	0.2	0.3	-0.1	0.2	0.1	0.1	1.6	1.2	0.4
Magic	4.2	4.4	-0.2	7	5.6	5.6	0.0	4.5	4.6	-0.1	3.6	3.9	-0.3	1.8	1.7	0.1	1.0	0.9	0.1	6.6	6.5	0.1
More FM	6.5	7.1	-0.6	4	5.5	5.4	0.1	6.6	6.6	0.0	5.3	6.0	-0.7	2.3	2.7	-0.4	1.1	1.1	0.0	6.3	7.5	-1.2
Newstalk ZB	8.2	7.1	1.1	2	5.0	4.4	0.6	4.4	4.0	0.4	4.0	3.3	0.7	5.3	4.4	0.9	4.1	3.2	0.9	7.9	7.4	0.5
Radio Hauraki	1.1	0.9	0.2	13	1.2	1.3	-0.1	1.5	1.9	-0.4	1.5	1.7	-0.2	0.9	0.9	0.0	0.3	0.2	0.1	2.0	2.0	0.0
Rhema	0.6	0.8	-0.2	15	0.9	0.8	0.1	0.8	0.7	0.1	0.4	0.4	0.0	0.3	0.2	0.1	0.4	0.5	-0.1	0.8	1.3	-0.5
Rock	5.4	5.9	-0.5	5	4.5	4.5	0.0	4.9	5.7	-0.8	4.3	4.9	-0.6	1.2	1.2	0.0	1.8	1.6	0.2	4.9	5.0	-0.1
SENZ Sport	0.4	0.2	0.2	16	0.3	0.2	0.1	0.3	0.2	0.1	0.3	0.2	0.1	0.3	0.4	-0.1	0.2	0.2	0.0	0.6	0.5	0.1
Star	0.3	0.4	-0.1	17	0.2	0.3	-0.1	0.3	0.2	0.1	0.3	0.2	0.1	0.2	0.2	0.0	0.1	0.1	0.0	0.5	0.5	0.0
The Hits	4.9	4.9	0.0	6	3.9	4.1	-0.2	5.7	6.1	-0.4	4.6	5.0	-0.4	1.9	1.8	0.1	0.7	0.4	0.3	4.2	3.7	0.5
The Sound	2.7	2.4	0.3	10	3.2	3.3	-0.1	2.9	3.4	-0.5	2.1	2.4	-0.3	1.2	1.2	0.0	0.3	0.4	-0.1	3.2	3.3	-0.1
ZM	4.2	4.4	-0.2	7	2.0	2.3	-0.3	3.1	3.1	0.0	2.3	2.8	-0.5	1.1	2.2	-1.1	0.6	0.7	-0.1	2.7	4.0	-1.3
MediaWorks Combo	30.5	30.4	0.1		27.0	26.4	0.6	31.9	30.6	1.3	25.6	27.0	-1.4	11.2	11.3	-0.1	5.8	5.5	0.3	35.2	34.0	1.2
NZME Combo	21.8	21.2	0.6		16.3	16.7	-0.4	19.1	19.2	-0.1	14.6	14.9	-0.3	10.2	10.2	0.0	6.4	5.3	1.1	21.2	21.3	-0.1
All Commercial Radio	48.6	48.6	0.0		43.1	42.4	0.7	49.3	48.8	0.5	40.9	41.1	-0.2	21.8	21.6	0.2	11.6	10.5	1.1	54.0	52.6	1.4

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

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



NELSON COMMERCIAL RADIO - SURVEY 3 2023

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

Survey Comparisons: 2/2023 - 3/2023

This Survey Period: Sun Sep 4 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023

Last Survey Period: Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 2023

	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	8:44	7:59	0:45	3:50	4:10	-0:19	5:38	6:29	-0:50	5:44	6:29	-0:44	6:42	6:47	-0:05	10:03	8:26	1:36	13:26	12:21	1:05	11:52	6:48	5:04
Coast	7:21	7:44	-0:23	9:53	8:07	1:45	2:58	7:03	-4:05	2:46	9:44	-6:57	4:10	8:35	-4:24	6:41	7:13	-0:31	8:04	6:39	1:24	5:25	10:15	-4:50
Edge	4:47	4:34	0:12	3:58	4:03	-0:04	4:43	4:28	0:14	4:53	4:32	0:20	4:54	4:35	0:18	5:29	5:06	0:23	6:10	5:39	0:30	5:40	5:15	0:24
George FM	7:38	7:53	-0:14	11:21	12:11	-0:50	10:53	11:21	-0:28	6:59	6:06	0:53	7:01	6:44	0:17	5:44	7:08	-1:24	3:23	2:55	0:28	4:24	3:35	0:48
Gold	9:25	9:11	0:13	2:09	2:10	-0:00	1:52	1:56	-0:04	4:14	3:57	0:17	7:33	6:58	0:35	15:38	14:36	1:02	13:38	13:04	0:33	8:44	9:56	-1:11
Gold Sport	7:12	9:44	-2:32	*	*	*	*	*	*	*	*	*	2:00	*	*	8:34	15:45	-7:10	10:44	9:44	0:59	2:00	*	*
Life FM	6:07	5:39	0:28	4:05	3:50	0:15	5:39	4:13	1:25	5:50	4:02	1:48	6:54	6:10	0:43	10:01	11:51	-1:49	9:55	10:51	-0:55	10:26	5:10	5:15
Magic	9:45	11:48	-2:03	5:33	9:06	-3:32	3:47	3:02	0:44	6:19	6:14	0:05	5:30	10:33	-5:03	7:33	9:20	-1:46	11:40	12:48	-1:08	12:26	11:14	1:11
More FM	8:17	10:07	-1:50	5:20	6:12	-0:52	9:30	13:43	-4:13	9:12	12:20	-3:08	8:28	11:35	-3:07	8:12	10:35	-2:22	10:22	11:12	-0:49	12:08	13:40	-1:32
Newstalk ZB	17:43	17:00	0:43	2:53	1:12	1:41	5:00	*	*	12:00	10:01	1:59	6:09	9:28	-3:19	10:06	12:51	-2:45	19:45	19:42	0:03	14:03	8:16	5:47
Radio Hauraki	5:14	5:45	-0:30	1:59	1:43	0:16	3:41	3:55	-0:14	4:30	4:38	-0:08	6:56	7:35	-0:38	8:21	9:22	-1:00	2:26	1:57	0:28	6:47	9:23	-2:36
Rhema	4:49	4:38	0:11	5:05	2:45	2:19	2:30	2:30	0:00	3:49	3:49	-0:00	2:54	2:55	-0:00	4:54	4:41	0:13	5:26	4:58	0:28	2:30	2:30	0:00
Rock	10:18	9:41	0:37	7:22	3:48	3:34	10:45	8:31	2:13	13:26	12:46	0:40	13:02	12:58	0:04	9:37	11:58	-2:20	6:05	8:31	-2:26	9:26	8:12	1:14
SENZ Sport	7:45	8:46	-1:01	*	*	*	*	*	*	*	*	*	5:45	*	*	4:09	2:30	1:39	9:20	9:38	-0:18	*	*	*
Star	6:57	9:41	-2:43	0:45	0:45	0:00	3:00	9:30	-6:30	3:00	9:30	-6:30	1:26	6:38	-5:11	26:31	29:40	-3:09	20:22	23:31	-3:09	*	*	*
The Hits	7:22	6:42	0:40	5:16	5:32	-0:15	6:45	6:42	0:02	7:32	7:10	0:22	7:08	7:24	-0:16	8:13	6:34	1:39	10:24	6:17	4:07	6:58	10:02	-3:03
The Sound	11:22	10:40	0:41	3:22	3:13	0:09	6:14	6:21	-0:06	5:58	6:02	-0:04	6:24	5:42	0:42	16:19	16:24	-0:04	15:52	15:55	-0:02	7:31	6:36	0:54
ZM	6:15	6:04	0:11	3:31	4:55	-1:24	8:11	7:51	0:19	6:31	6:28	0:02	7:21	6:19	1:01	12:05	4:28	7:36	5:35	8:53	-3:18	4:48	5:20	-0:31
MediaWorks Combo	12:12	12:51	-0:38	9:12	9:37	-0:24	12:55	14:10	-1:14	12:43	14:01	-1:18	11:42	13:13	-1:31	12:27	12:34	-0:06	15:05	14:18	0:46	13:49	11:32	2:17
NZME Combo	12:06	11:26	0:40	6:08	6:45	-0:36	7:57	7:51	0:05	8:02	8:20	-0:18	8:13	9:00	-0:47	11:24	11:40	-0:15	15:55	14:36	1:18	8:07	9:17	-1:09
All Commercial Radio	17:41	18:16	-0:35	11:58	12:51	-0:53	17:45	19:03	-1:18	17:19	18:41	-1:22	16:30	18:27	-1:56	18:08	19:04	-0:55	21:24	20:41	0:42	16:04	14:54	1:09
Potential (000)	90.8	90.8	0.0	17.4	17.4	0.0	23.7	23.5	0.2	22.9	22.9	0.0	36.8	36.8	0.0	28.3	28.3	0.0	26.7	26.7	0.0	13.7	14.4	-0.7
Sample	981	884	97	152	134	18	219	179	40	227	186	41	368	310	58	277	245	32	345	312	33	160	144	16

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

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



NELSON COMMERCIAL RADIO - SURVEY 3 2023

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

Survey Comparisons: 2/2023 - 3/2023

This Survey Period: Sun Sep 4 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023

Last Survey Period: Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 2023

	This	Last	+/-
Potential (000)	90.8	90.8	0.0
Sample Size	981	884	97

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

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

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