



NELSON COMMERCIAL RADIO - SURVEY 3 2024

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

Survey Comparisons: 2/2024 - 3/2024

This Survey Period: Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024 & Sun Aug 11 to Sat Nov 2 2024

Last Survey Period: Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024

	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	14.6	11.2	3.4	2	1.4	2.3	-0.9	8.1	3.5	4.6	9.1	4.9	4.2	11.3	7.0	4.3	23.3	17.9	5.4	22.0	18.7	3.3	19.8	17.1	2.7
Channel X	3.1	4.3	-1.2	9	3.5	3.0	0.5	8.8	13.9	-5.1	8.0	13.8	-5.8	6.9	10.0	-3.1	2.0	0.4	1.6	0.2	0.2	0.0	3.3	1.2	2.1
Coast	3.1	5.5	-2.4	9	0.6	2.4	-1.8	*	0.5	*	0.1	0.6	-0.5	0.6	1.6	-1.0	2.1	6.0	-3.9	6.0	9.1	-3.1	0.2	1.6	-1.4
Edge	7.6	6.9	0.7	4	21.3	19.3	2.0	14.1	11.3	2.8	14.1	9.8	4.3	12.3	9.5	2.8	5.3	5.6	-0.3	2.1	3.1	-1.0	13.5	11.8	1.7
George FM	2.7	4.0	-1.3	13	4.4	17.5	-13.1	4.0	9.3	-5.3	5.2	4.6	0.6	3.9	4.8	-0.9	2.9	2.4	0.5	2.1	0.9	1.2	1.6	3.1	-1.5
Gold	3.5	3.8	-0.3	8	11.3	2.4	8.9	2.5	0.1	2.4	0.1	0.2	-0.1	0.1	0.7	-0.6	6.9	10.0	-3.1	6.3	8.1	-1.8	8.6	9.4	-0.8
Gold Sport	0.2	0.2	0.0	18	*	*	*	*	*	*	*	*	*	*	0.1	*	0.3	0.7	-0.4	0.2	0.5	-0.3	0.1	0.1	0.0
Life FM	0.8	0.6	0.2	16	0.2	0.2	0.0	2.5	1.8	0.7	2.3	1.8	0.5	1.8	1.6	0.2	0.3	0.3	0.0	0.3	*	*	3.0	1.9	1.1
Magic	7.4	7.6	-0.2	5	3.0	2.5	0.5	0.9	1.0	-0.1	2.1	3.2	-1.1	1.4	2.3	-0.9	3.5	5.0	-1.5	12.3	13.4	-1.1	6.3	6.1	0.2
More FM	6.7	7.5	-0.8	6	3.8	12.3	-8.5	6.7	8.5	-1.8	8.9	9.7	-0.8	10.3	11.8	-1.5	8.8	7.9	0.9	3.7	3.3	0.4	8.8	16.9	-8.1
Newstalk ZB	15.7	16.0	-0.3	1	0.8	0.9	-0.1	1.0	0.4	0.6	0.9	0.4	0.5	1.0	0.6	0.4	6.9	8.2	-1.3	21.8	20.3	1.5	2.3	1.5	0.8
Radio Hauraki	1.4	1.5	-0.1	14	2.0	2.1	-0.1	2.3	1.7	0.6	3.1	2.1	1.0	2.7	3.4	-0.7	1.4	2.1	-0.7	0.5	0.1	0.4	1.4	1.7	-0.3
Rhema	0.3	0.5	-0.2	17	0.5	1.9	-1.4	*	*	*	*	*	*	*	*	*	0.4	0.7	-0.3	0.6	0.7	-0.1	*	*	*
Rock	10.1	7.1	3.0	3	34.1	16.4	17.7	28.8	16.2	12.6	21.3	14.9	6.4	15.5	12.5	3.0	4.7	3.8	0.9	2.6	1.5	1.1	5.0	6.5	-1.5
SENZ (Sport Nation)*	0.2	0.5	-0.3	18	*	*	*	*	*	*	*	*	*	0.3	0.2	0.1	0.3	0.2	0.1	0.2	0.9	-0.7	*	*	*
Star	1.4	0.5	0.9	14	*	0.1	*	0.2	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.0	*	1.4	*	2.6	1.2	1.4	*	*	*
The Hits	5.6	5.7	-0.1	7	3.6	10.8	-7.2	7.4	9.5	-2.1	7.6	7.5	0.1	5.9	6.5	-0.6	7.6	6.3	1.3	6.4	5.1	1.3	5.4	5.8	-0.4
The Sound	2.8	5.4	-2.6	12	0.8	0.3	0.5	0.5	3.8	-3.3	2.9	4.7	-1.8	3.9	5.1	-1.2	4.4	11.1	-6.7	2.8	8.5	-5.7	5.9	5.0	0.9
ZM	3.0	2.1	0.9	11	6.2	1.9	4.3	5.4	4.3	1.1	4.9	4.6	0.3	5.1	4.6	0.5	3.4	1.5	1.9	1.2	0.1	1.1	4.3	1.9	2.4
MediaWorks Combo	55.3	54.5	0.8		72.3	73.8	-1.5	73.0	69.3	3.7	72.6	67.7	4.9	66.2	64.4	1.8	54.9	54.1	0.8	47.8	49.5	-1.7	65.5	69.3	-3.8
NZME Combo	32.6	34.9	-2.3		24.3	21.0	3.3	18.6	16.5	2.1	16.7	15.5	1.2	15.5	17.5	-2.0	28.5	34.8	-6.3	42.4	43.2	-0.8	22.2	22.0	0.2
Potential (000)	92.4	92.4	0.0		17.7	17.7	0.0	24.4	23.8	0.6	23.7	23.7	0.0	37.4	37.4	0.0	28.2	28.2	0.0	26.9	26.9	0.0	14.1	13.7	0.4
Sample	823	841	-18		121	124	-3	172	175	-3	213	203	10	327	321	6	230	237	-7	255	288	-33	137	141	-4

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

MediaWorks Combo: Breeze, Channel X (from S2 2024), 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

*SENZ rebranded to Sport Nation from Nov 19th 2024



NELSON COMMERCIAL RADIO - SURVEY 3 2024

Station Share (%) by Daypart, People 10+

Survey Comparisons: 2/2024 - 3/2024

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Last Survey Period: Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024

	This	Last	+/-
Potential (000)	92.4	92.4	0.0
Sample Size	823	841	-18

	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	14.9	12.1	2.8	2	15.8	11.7	4.1	15.0	12.0	3.0	12.4	11.3	1.1	7.9	5.8	2.1	18.2	11.8	6.4	14.9	10.2	4.7
Channel X	2.2	3.0	-0.8	12	5.1	5.8	-0.7	4.3	6.2	-1.9	2.6	6.0	-3.4	2.7	3.3	-0.6	*	0.4	*	1.7	2.0	-0.3
Coast	2.7	5.3	-2.6	11	2.2	4.5	-2.3	3.4	5.8	-2.4	3.8	4.5	-0.7	3.3	4.8	-1.5	1.5	2.2	-0.7	3.9	7.6	-3.7
Edge	7.8	7.4	0.4	4	4.0	4.5	-0.5	7.5	7.0	0.5	10.2	9.3	0.9	10.4	7.1	3.3	4.8	3.5	1.3	9.7	8.1	1.6
George FM	2.1	2.7	-0.6	13	2.9	3.9	-1.0	3.3	5.2	-1.9	3.0	5.3	-2.3	0.9	2.2	-1.3	1.5	2.2	-0.7	3.1	4.3	-1.2
Gold	3.4	3.9	-0.5	8	4.8	4.5	0.3	4.8	3.6	1.2	2.1	3.8	-1.7	2.4	5.9	-3.5	3.8	5.6	-1.8	1.7	2.4	-0.7
Gold Sport	0.2	0.2	0.0	19	0.1	0.4	-0.3	0.1	0.3	-0.2	*	0.2	*	0.4	*	*	*	*	*	0.6	0.3	0.3
Life FM	1.1	0.9	0.2	16	0.9	0.5	0.4	0.3	0.2	0.1	0.8	0.7	0.1	0.6	0.5	0.1	1.6	0.9	0.7	1.0	0.8	0.2
Magic	6.0	6.7	-0.7	6	7.6	8.2	-0.6	6.0	6.0	0.0	4.7	4.6	0.1	14.0	9.2	4.8	5.8	4.8	1.0	10.4	11.4	-1.0
More FM	6.8	8.8	-2.0	5	6.1	6.4	-0.3	7.6	8.4	-0.8	7.2	8.8	-1.6	7.9	5.9	2.0	2.2	2.1	0.1	6.5	6.7	-0.2
Newstalk ZB	19.8	20.5	-0.7	1	12.5	12.1	0.4	10.0	8.4	1.6	13.1	13.0	0.1	28.7	33.6	-4.9	33.2	39.2	-6.0	16.5	16.0	0.5
Radio Hauraki	1.5	1.3	0.2	15	1.1	1.6	-0.5	1.3	1.5	-0.2	2.4	2.3	0.1	1.5	1.9	-0.4	0.2	0.9	-0.7	1.4	1.4	0.0
Rhema	0.4	0.5	-0.1	17	0.2	0.3	-0.1	0.2	0.5	-0.3	0.3	0.4	-0.1	0.7	0.5	0.2	1.2	1.7	-0.5	0.2	0.4	-0.2
Rock	9.9	6.8	3.1	3	10.8	6.0	4.8	11.7	7.3	4.4	12.2	8.4	3.8	5.2	6.0	-0.8	5.2	6.3	-1.1	8.8	7.8	1.0
SENZ (Sport Nation)*	0.3	0.6	-0.3	18	0.2	0.6	-0.4	0.1	0.2	-0.1	0.4	0.7	-0.3	*	0.4	*	*	0.7	*	0.3	0.4	-0.1
Star	1.8	0.3	1.5	14	1.5	0.8	0.7	1.2	0.5	0.7	1.9	0.7	1.2	0.3	0.3	0.0	*	*	*	1.1	0.7	0.4
The Hits	5.3	4.8	0.5	7	6.3	7.7	-1.4	6.2	7.3	-1.1	5.7	4.6	1.1	3.2	4.1	-0.9	14.5	10.7	3.8	3.3	2.9	0.4
The Sound	2.8	4.3	-1.5	10	3.8	6.7	-2.9	3.7	6.5	-2.8	2.2	3.5	-1.3	2.5	2.6	-0.1	0.6	1.1	-0.5	1.5	6.6	-5.1
ZM	3.2	2.6	0.6	9	2.8	2.2	0.6	3.3	2.8	0.5	3.8	2.3	1.5	2.5	2.0	0.5	0.3	0.6	-0.3	2.9	1.1	1.8
MediaWorks Combo	52.7	52.7	0.0		56.3	53.6	2.7	59.2	58.9	0.3	54.6	57.5	-2.9	51.7	42.9	8.8	38.3	32.5	5.8	57.0	57.9	-0.9
NZME Combo	36.1	38.6	-2.5		29.7	33.1	-3.4	29.2	29.7	-0.5	31.0	30.7	0.3	41.8	52.3	-10.5	53.4	59.6	-6.2	30.3	31.8	-1.5

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

MediaWorks Combo: Breeze, Channel X (from S2 2024), 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

*SENZ rebranded to Sport Nation from Nov 19th 2024



NELSON COMMERCIAL RADIO - SURVEY 3 2024

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

Survey Comparisons: 2/2024 - 3/2024

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Last Survey Period: Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024

	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	12.0	11.7	0.3	2	0.4	0.9	-0.5	1.2	1.9	-0.7	1.8	2.2	-0.4	3.5	4.3	-0.8	6.3	5.9	0.4	6.7	5.8	0.9	2.5	2.1	0.4
Channel X	4.0	4.1	-0.1	11	0.9	0.8	0.1	1.7	2.3	-0.6	1.8	2.3	-0.5	2.9	3.0	-0.1	1.2	0.8	0.4	0.2	0.2	0.0	0.8	0.4	0.4
Coast	4.8	6.9	-2.1	9	0.1	0.8	-0.7	*	0.1	*	0.2	0.3	-0.1	1.2	1.5	-0.3	1.9	2.8	-0.9	2.4	3.2	-0.8	0.2	0.5	-0.3
Edge	14.3	14.5	-0.2	1	4.1	4.7	-0.6	6.4	5.6	0.8	6.6	5.4	1.2	8.3	7.3	1.0	3.2	3.8	-0.6	1.8	2.5	-0.7	3.6	3.5	0.1
George FM	5.0	5.8	-0.8	8	1.0	1.7	-0.7	2.6	2.8	-0.2	2.4	2.3	0.1	3.2	3.2	0.0	1.5	1.5	0.0	0.8	0.9	-0.1	0.7	1.2	-0.5
Gold	2.8	3.1	-0.3	14	0.8	0.6	0.2	0.2	0.1	0.1	0.1	0.2	-0.1	0.3	0.4	-0.1	1.5	1.8	-0.3	1.6	2.0	-0.4	0.7	0.9	-0.2
Gold Sport	0.4	0.3	0.1	18	*	*	*	*	*	*	*	*	*	0.1	0.1	0.0	0.2	0.2	0.0	0.2	0.1	0.1	0.1	0.1	0.0
Life FM	1.1	1.3	-0.2	15	0.2	0.3	-0.1	0.7	0.7	0.0	0.5	0.7	-0.2	0.8	1.0	-0.2	0.3	0.3	0.0	0.1	*	*	0.4	0.3	0.1
Magic	7.7	9.1	-1.4	6	0.7	0.9	-0.2	0.3	0.3	0.0	0.7	0.9	-0.2	1.0	1.1	-0.1	1.6	2.3	-0.7	4.9	5.7	-0.8	1.1	1.0	0.1
More FM	6.8	9.1	-2.3	7	0.9	2.0	-1.1	1.3	1.9	-0.6	1.9	2.6	-0.7	3.7	4.5	-0.8	3.2	3.4	-0.2	1.6	2.1	-0.5	2.3	3.0	-0.7
Newstalk ZB	8.2	8.9	-0.7	3	0.1	0.3	-0.2	0.4	0.2	0.2	0.4	0.2	0.2	1.1	0.9	0.2	2.4	2.4	0.0	4.3	4.2	0.1	0.3	0.2	0.1
Radio Hauraki	3.7	3.7	0.0	13	0.8	0.9	-0.1	1.5	1.2	0.3	1.9	1.5	0.4	2.7	2.7	0.0	1.1	1.2	-0.1	0.2	0.1	0.1	0.8	0.9	-0.1
Rhema	0.6	1.0	-0.4	16	0.1	0.4	-0.3	*	*	*	*	*	*	*	*	*	0.1	0.4	-0.3	0.4	0.6	-0.2	*	*	*
Rock	8.2	8.6	-0.4	3	1.5	1.7	-0.2	3.4	4.1	-0.7	3.8	4.3	-0.5	5.4	5.8	-0.4	2.7	2.3	0.4	1.2	1.1	0.1	1.0	1.1	-0.1
SENZ (Sport Nation)*	0.4	0.6	-0.2	18	*	*	*	*	*	*	*	*	*	0.2	0.1	0.1	0.2	0.1	0.1	0.1	0.2	-0.1	*	*	*
Star	0.6	0.8	-0.2	16	*	0.2	*	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.2	-0.1	*	0.2	*	0.3	0.2	0.1	*	*	*
The Hits	8.0	7.7	0.3	5	1.7	1.6	0.1	3.5	3.6	-0.1	2.8	3.3	-0.5	4.0	4.5	-0.5	2.9	2.4	0.5	2.0	1.6	0.4	1.8	1.8	0.0
The Sound	3.9	4.2	-0.3	12	0.4	0.1	0.3	0.6	0.8	-0.2	0.7	1.0	-0.3	1.6	1.9	-0.3	2.1	2.6	-0.5	1.7	2.2	-0.5	1.2	0.8	0.4
ZM	4.7	4.4	0.3	10	1.3	1.2	0.1	1.8	2.1	-0.3	2.3	2.6	-0.3	3.0	2.9	0.1	0.9	0.4	0.5	0.4	0.2	0.2	1.2	1.1	0.1
MediaWorks Combo	46.6	47.6	-1.0		8.5	8.8	-0.3	13.7	13.9	-0.2	13.9	14.1	-0.2	21.4	21.7	-0.3	15.5	16.1	-0.6	13.8	14.7	-0.9	8.9	8.9	0.0
NZME Combo	28.9	30.1	-1.2		4.4	4.2	0.2	6.6	6.2	0.4	6.7	6.7	0.0	10.8	10.9	-0.1	9.4	9.8	-0.4	9.8	10.1	-0.3	4.1	4.3	-0.2
All Commercial Radio	63.4	64.8	-1.4		10.2	10.3	-0.1	16.2	16.7	-0.5	16.5	17.4	-0.9	27.0	27.1	-0.1	21.8	22.1	-0.3	20.0	21.2	-1.2	11.3	11.2	0.1
Potential (000)	92.4	92.4	0.0		17.7	17.7	0.0	24.4	23.8	0.6	23.7	23.7	0.0	37.4	37.4	0.0	28.2	28.2	0.0	26.9	26.9	0.0	14.1	13.7	0.4
Sample	823	841	-18		121	124	-3	172	175	-3	213	203	10	327	321	6	230	237	-7	255	288	-33	137	141	-4

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	This	Last	+/-
Potential (000)	92.4	92.4	0.0
Sample Size	823	841	-18

	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	6.3	6.6	-0.3	2	6.0	5.2	0.8	7.4	6.6	0.8	5.5	4.8	0.7	1.7	1.5	0.2	1.7	1.7	0.0	6.7	6.4	0.3
Channel X	1.4	1.7	-0.3	14	2.0	2.7	-0.7	1.5	1.7	-0.2	1.5	1.8	-0.3	1.1	1.6	-0.5	*	0.2	*	1.7	2.1	-0.4
Coast	1.6	3.7	-2.1	12	2.0	3.4	-1.4	3.3	4.3	-1.0	1.8	2.2	-0.4	1.0	2.1	-1.1	0.3	0.8	-0.5	2.8	5.0	-2.2
Edge	7.9	8.3	-0.4	1	4.1	4.5	-0.4	7.0	6.9	0.1	6.0	4.9	1.1	3.6	3.3	0.3	1.0	1.2	-0.2	9.2	9.6	-0.4
George FM	1.5	2.4	-0.9	13	2.2	3.0	-0.8	2.4	3.5	-1.1	2.1	2.7	-0.6	0.7	1.2	-0.5	0.5	0.5	0.0	3.7	3.6	0.1
Gold	1.7	1.7	0.0	11	1.4	1.5	-0.1	1.8	1.6	0.2	1.6	1.3	0.3	0.8	0.9	-0.1	0.6	0.7	-0.1	1.6	1.6	0.0
Gold Sport	0.1	0.1	0.0	19	0.1	0.2	-0.1	0.1	0.1	0.0	*	0.1	*	0.1	*	*	*	*	*	0.3	0.2	0.1
Life FM	0.5	0.6	-0.1	16	0.4	0.3	0.1	0.4	0.4	0.0	0.5	0.7	-0.2	0.2	0.2	0.0	0.3	0.3	0.0	0.6	0.9	-0.3
Magic	3.5	3.9	-0.4	6	4.2	4.8	-0.6	4.0	4.0	0.0	2.0	2.3	-0.3	1.4	1.5	-0.1	1.4	1.4	0.0	5.0	6.3	-1.3
More FM	5.1	6.5	-1.4	4	3.4	4.1	-0.7	4.6	6.1	-1.5	3.3	4.4	-1.1	1.3	2.0	-0.7	0.4	0.6	-0.2	3.2	4.3	-1.1
Newstalk ZB	6.3	6.4	-0.1	2	4.3	4.6	-0.3	3.5	3.6	-0.1	3.8	3.7	0.1	3.3	4.5	-1.2	2.9	3.9	-1.0	5.7	6.5	-0.8
Radio Hauraki	1.9	1.5	0.4	10	1.0	0.9	0.1	1.5	1.6	-0.1	1.7	1.9	-0.2	0.6	0.8	-0.2	0.1	0.5	-0.4	1.7	1.9	-0.2
Rhema	0.2	0.6	-0.4	18	0.2	0.6	-0.4	0.2	0.5	-0.3	0.3	0.5	-0.2	0.2	0.3	-0.1	0.1	0.4	-0.3	0.1	0.6	-0.5
Rock	4.6	5.1	-0.5	5	3.4	3.3	0.1	3.7	3.7	0.0	4.3	3.9	0.4	1.2	1.2	0.0	1.0	1.5	-0.5	4.6	4.8	-0.2
SENZ (Sport Nation)*	0.3	0.5	-0.2	17	0.3	0.4	-0.1	0.3	0.4	-0.1	0.2	0.3	-0.1	*	0.1	*	*	0.2	*	0.4	0.6	-0.2
Star	0.6	0.3	0.3	15	0.5	0.3	0.2	0.3	0.3	0.0	0.2	0.3	-0.1	0.2	0.1	0.1	*	*	*	0.5	0.6	-0.1
The Hits	3.4	3.8	-0.4	8	3.3	3.4	-0.1	4.5	5.0	-0.5	2.9	2.8	0.1	1.3	1.9	-0.6	1.4	1.1	0.3	3.3	3.0	0.3
The Sound	2.1	2.7	-0.6	9	2.1	2.5	-0.4	2.1	2.5	-0.4	1.7	2.1	-0.4	0.8	1.0	-0.2	0.1	0.3	-0.2	0.9	2.3	-1.4
ZM	3.5	3.4	0.1	6	1.3	1.0	0.3	2.6	2.7	-0.1	2.3	2.1	0.2	0.4	0.8	-0.4	0.2	0.6	-0.4	1.8	1.9	-0.1
MediaWorks Combo	27.9	30.8	-2.9		23.6	25.2	-1.6	28.4	29.2	-0.8	24.0	23.3	0.7	11.0	11.2	-0.2	5.5	5.9	-0.4	30.7	33.3	-2.6
NZME Combo	17.5	19.1	-1.6		12.9	14.7	-1.8	16.0	17.6	-1.6	13.6	13.6	0.0	7.2	10.2	-3.0	5.4	7.0	-1.6	16.6	19.2	-2.6
All Commercial Radio	44.1	46.6	-2.5		37.4	40.0	-2.6	43.3	45.0	-1.7	38.5	37.2	1.3	18.9	21.1	-2.2	10.0	12.5	-2.5	46.4	50.2	-3.8

MediaWorks Combo: Breeze, Channel X (from S2 2024), 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

*SENZ rebranded to Sport Nation from Nov 19th 2024



NELSON COMMERCIAL RADIO - SURVEY 3 2024

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

Survey Comparisons: 2/2024 - 3/2024

This Survey Period: Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024 & Sun Aug 11 to Sat Nov 2 2024

Last Survey Period: Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024

	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	11:16	9:18	1:58	2:39	2:34	0:04	14:58	4:58	9:59	11:32	5:39	5:52	11:31	6:02	5:28	11:42	10:03	1:38	11:37	12:31	-0:54	14:18	14:07	0:11
Channel X	7:10	10:01	-2:50	3:12	3:48	-0:35	11:32	15:56	-4:23	10:25	15:43	-5:17	8:35	12:23	-3:48	5:11	1:28	3:43	4:19	4:49	-0:30	8:02	5:03	2:58
Coast	6:01	7:46	-1:45	7:30	3:16	4:13	*	11:07	*	0:52	4:59	-4:06	2:01	4:05	-2:03	3:28	7:00	-3:32	8:43	11:05	-2:21	1:18	5:35	-4:17
Edge	4:56	4:37	0:18	4:17	4:11	0:06	4:56	5:19	-0:23	5:02	4:45	0:16	5:20	4:50	0:30	5:09	4:52	0:17	4:03	4:50	-0:47	6:48	6:01	0:46
George FM	4:59	6:42	-1:43	3:29	10:17	-6:48	3:23	8:40	-5:16	4:58	5:14	-0:15	4:24	5:32	-1:07	6:15	5:14	1:01	9:30	3:51	5:39	3:55	4:34	-0:38
Gold	11:22	11:44	-0:22	11:30	3:46	7:44	36:00	1:30	34:30	3:00	2:07	0:52	1:39	7:29	-5:49	14:01	18:05	-4:04	13:34	15:27	-1:52	22:01	19:06	2:55
Gold Sport	4:59	6:46	-1:46	*	*	*	*	*	*	*	*	*	2:00	2:00	0:00	4:05	9:09	-5:04	5:18	15:45	-10:26	2:00	2:00	0:00
Life FM	6:58	4:43	2:14	1:00	0:50	0:09	8:11	7:13	0:58	10:17	7:13	3:04	7:35	5:56	1:38	3:13	3:12	0:00	11:45	*	*	14:20	12:13	2:07
Magic	8:47	8:08	0:38	3:43	2:50	0:52	7:30	7:54	-0:23	6:30	9:34	-3:03	5:01	7:50	-2:49	7:03	7:05	-0:01	8:50	9:07	-0:16	10:15	10:24	-0:09
More FM	9:06	7:56	1:09	3:28	6:23	-2:54	11:32	11:53	-0:20	10:44	9:52	0:52	9:59	9:43	0:15	8:40	7:35	1:05	7:56	5:59	1:57	7:01	10:02	-3:01
Newstalk ZB	17:40	17:25	0:14	10:00	3:23	6:36	6:03	5:00	1:03	6:03	5:00	1:03	3:05	2:31	0:34	9:11	11:21	-2:10	17:57	18:59	-1:01	12:38	13:25	-0:46
Radio Hauraki	3:31	4:03	-0:31	2:07	2:18	-0:10	3:30	3:48	-0:18	3:51	3:44	0:07	3:36	4:41	-1:04	3:56	5:54	-1:58	7:06	3:00	4:06	3:02	3:11	-0:08
Rhema	4:33	4:46	-0:13	6:30	5:06	1:23	*	*	*	*	*	*	*	*	*	9:00	5:21	3:38	5:10	4:33	0:36	*	*	*
Rock	11:26	7:57	3:29	18:44	9:37	9:07	18:52	10:26	8:26	13:16	9:02	4:13	10:19	8:00	2:18	5:27	5:20	0:06	7:26	5:04	2:22	9:04	10:55	-1:50
SENZ (Sport Nation)*	5:11	8:23	-3:12	*	*	*	*	*	*	*	*	*	5:45	5:45	0:00	5:45	5:45	0:00	7:00	16:31	-9:31	*	*	*
Star	19:28	6:39	12:49	*	0:45	*	3:00	3:00	0:00	3:00	3:00	0:00	3:00	1:23	1:36	*	21:21	*	34:53	25:03	9:50	*	*	*
The Hits	6:28	7:08	-0:40	1:44	7:05	-5:20	4:45	6:59	-2:13	6:18	6:00	0:17	5:22	5:21	0:00	8:16	8:29	-0:12	11:28	12:35	-1:06	5:18	5:43	-0:25
The Sound	6:39	12:30	-5:50	1:45	3:45	-2:00	2:02	13:20	-11:17	9:33	12:04	-2:30	8:53	10:02	-1:09	6:27	13:53	-7:26	5:51	14:54	-9:03	9:08	10:58	-1:49
ZM	5:57	4:38	1:18	4:02	1:43	2:18	6:35	5:20	1:15	5:03	4:42	0:20	6:10	5:59	0:11	11:38	12:42	-1:03	12:26	1:48	10:37	6:34	3:12	3:21
MediaWorks Combo	10:58	11:06	-0:07	7:02	8:33	-1:30	11:59	13:13	-1:14	12:12	12:31	-0:18	11:11	10:59	0:12	11:08	11:05	0:02	12:08	13:03	-0:54	13:26	13:48	-0:21
NZME Combo	10:24	11:15	-0:51	4:31	5:02	-0:30	6:20	7:02	-0:42	5:51	6:01	-0:09	5:12	5:55	-0:43	9:33	11:39	-2:05	15:17	16:42	-1:25	9:48	9:05	0:42
All Commercial Radio	14:34	14:57	-0:22	8:04	9:51	-1:47	13:56	15:56	-2:00	14:10	15:04	-0:53	13:24	13:39	-0:14	14:23	14:56	-0:32	17:37	18:21	-0:44	16:08	15:48	0:20
Potential (000)	92.4	92.4	0.0	17.7	17.7	0.0	24.4	23.8	0.6	23.7	23.7	0.0	37.4	37.4	0.0	28.2	28.2	0.0	26.9	26.9	0.0	14.1	13.7	0.4
Sample	823	841	-18	121	124	-3	172	175	-3	213	203	10	327	321	6	230	237	-7	255	288	-33	137	141	-4

MediaWorks Combo: Breeze, Channel X (from S2 2024), 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

*SENZ rebranded to Sport Nation from Nov 19th 2024



NELSON COMMERCIAL RADIO - SURVEY 3 2024

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

Survey Comparisons: 2/2024 - 3/2024

This Survey Period: Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024 & Sun Aug 11 to Sat Nov 2 2024

Last Survey Period: Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023 & Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 2024

	This	Last	+/-
Potential (000)	92.4	92.4	0.0
Sample Size	823	841	-18

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

MediaWorks Combo: Breeze, Channel X (from S2 2024), 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

*SENZ rebranded to Sport Nation from Nov 19th 2024