



NELSON COMMERCIAL RADIO - SURVEY 1 2025

Station Share (%) by Demographic, Mon-Sun 12mn-12mn
Survey Comparisons: 3/2024 - 1/2025

This Survey Period: Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 & Sun Aug 11 to Sat Nov 2 2024 & Sun Feb 9 to Sat May 3 2025
Last 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

	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	10.6	14.6	-4.0	2	3.4	1.4	2.0	7.1	8.1	-1.0	7.1	9.1	-2.0	8.3	11.3	-3.0	14.1	23.3	-9.2	13.8	22.0	-8.2	11.6	19.8	-8.2
Channel X	2.5	3.1	-0.6	13	0.5	3.5	-3.0	4.1	8.8	-4.7	3.9	8.0	-4.1	5.3	6.9	-1.6	3.9	2.0	1.9	0.4	0.2	0.2	3.4	3.3	0.1
Coast	2.8	3.1	-0.3	12	*	0.6	*	0.3	*	*	0.3	0.1	0.2	0.3	0.6	-0.3	3.6	2.1	1.5	6.2	6.0	0.2	0.2	0.2	0.0
Edge	9.5	7.6	1.9	3	30.9	21.3	9.6	20.3	14.1	6.2	15.9	14.1	1.8	14.5	12.3	2.2	6.0	5.3	0.7	1.1	2.1	-1.0	15.7	13.5	2.2
George FM	4.8	2.7	2.1	8	10.2	4.4	5.8	5.1	4.0	1.1	10.2	5.2	5.0	7.2	3.9	3.3	2.7	2.9	-0.2	2.2	2.1	0.1	0.7	1.6	-0.9
Gold***	4.4	3.5	0.9	9	11.8	11.3	0.5	3.0	2.5	0.5	0.2	0.1	0.1	1.4	0.1	1.3	7.9	6.9	1.0	7.8	6.3	1.5	13.0	8.6	4.4
Gold Sport	0.2	0.2	0.0	18	*	*	*	*	*	*	*	*	*	*	*	*	0.3	0.3	0.0	0.2	0.2	0.0	*	0.1	*
Life FM	0.4	0.8	-0.4	16	0.2	0.2	0.0	0.8	2.5	-1.7	0.7	2.3	-1.6	0.6	1.8	-1.2	0.2	0.3	-0.1	0.3	0.3	0.0	1.4	3.0	-1.6
Magic	7.7	7.4	0.3	6	0.3	3.0	-2.7	*	0.9	*	1.1	2.1	-1.0	0.8	1.4	-0.6	1.0	3.5	-2.5	12.9	12.3	0.6	3.4	6.3	-2.9
More FM	8.1	6.7	1.4	5	12.7	3.8	8.9	11.5	6.7	4.8	9.0	8.9	0.1	9.5	10.3	-0.8	9.2	8.8	0.4	5.2	3.7	1.5	9.1	8.8	0.3
Newstalk ZB	11.7	15.7	-4.0	1	*	0.8	*	1.1	1.0	0.1	1.0	0.9	0.1	1.2	1.0	0.2	7.4	6.9	0.5	19.6	21.8	-2.2	1.5	2.3	-0.8
Radio Hauraki	1.8	1.4	0.4	14	0.7	2.0	-1.3	2.2	2.3	-0.1	3.5	3.1	0.4	3.2	2.7	0.5	2.2	1.4	0.8	1.0	0.5	0.5	2.7	1.4	1.3
Rhema	0.3	0.3	0.0	17	*	0.5	*	0.1	*	*	0.1	*	*	*	*	*	0.4	0.4	0.0	0.5	0.6	-0.1	*	*	*
Rock	8.4	10.1	-1.7	4	6.4	34.1	-27.7	19.6	28.8	-9.2	19.1	21.3	-2.2	14.8	15.5	-0.7	6.6	4.7	1.9	4.0	2.6	1.4	3.9	5.0	-1.1
Sanctuary**	1.4	1.4	0.0	15	*	*	*	*	0.2	*	*	0.1	*	*	0.1	*	*	*	*	2.9	2.6	0.3	*	*	*
Sport Nation*	0.2	0.2	0.0	18	*	*	*	*	*	*	*	*	*	0.3	0.3	0.0	0.4	0.3	0.1	*	0.2	*	*	*	*
The Hits	5.4	5.6	-0.2	7	3.8	3.6	0.2	6.7	7.4	-0.7	6.7	7.6	-0.9	5.0	5.9	-0.9	6.7	7.6	-0.9	6.6	6.4	0.2	5.9	5.4	0.5
The Sound	3.1	2.8	0.3	10	0.7	0.8	-0.1	0.2	0.5	-0.3	3.0	2.9	0.1	3.7	3.9	-0.2	5.7	4.4	1.3	3.7	2.8	0.9	6.3	5.9	0.4
ZM	3.1	3.0	0.1	10	12.5	6.2	6.3	6.1	5.4	0.7	3.4	4.9	-1.5	3.7	5.1	-1.4	3.2	3.4	-0.2	1.2	1.2	0.0	6.6	4.3	2.3
MediaWorks Combo	55.4	55.3	0.1		66.0	72.3	-6.3	70.2	73.0	-2.8	71.6	72.6	-1.0	65.5	66.2	-0.7	49.1	54.9	-5.8	43.3	47.8	-4.5	55.8	65.5	-9.7
NZME Combo	29.5	32.6	-3.1		28.9	24.3	4.6	19.3	18.6	0.7	15.1	16.7	-1.6	14.7	15.5	-0.8	31.2	28.5	2.7	42.8	42.4	0.4	29.8	22.2	7.6
Potential (000)	92.6	92.4	0.2		17.3	17.7	-0.4	24.5	24.4	0.1	24.1	23.7	0.4	37.6	37.4	0.2	27.8	28.2	-0.4	26.8	26.9	-0.1	14.7	14.1	0.6
Sample	827	823	4		126	121	5	156	172	-16	189	213	-24	307	327	-20	238	230	8	263	255	8	134	137	-3

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, **Star rebranded to Sanctuary from S1 2025

***Gold FM ceased broadcasting on May 9. As Gold FM was broadcasting for the duration of Survey 1 2025 it remains included in the above audience data



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Station Share (%) by Daypart, People 10+
Survey Comparisons: 3/2024 - 1/2025

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Last 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

	This	Last	+/-
Potential (000)	92.6	92.4	0.2
Sample Size	827	823	4

	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	11.5	14.9	-3.4	2	11.4	15.8	-4.4	9.6	15.0	-5.4	9.9	12.4	-2.5	6.3	7.9	-1.6	8.6	18.2	-9.6	12.0	14.9	-2.9
Channel X	1.6	2.2	-0.6	15	4.6	5.1	-0.5	3.9	4.3	-0.4	1.1	2.6	-1.5	0.9	2.7	-1.8	0.3	*	*	0.9	1.7	-0.8
Coast	2.4	2.7	-0.3	11	1.8	2.2	-0.4	3.5	3.4	0.1	3.3	3.8	-0.5	4.1	3.3	0.8	2.5	1.5	1.0	2.8	3.9	-1.1
Edge	8.2	7.8	0.4	5	4.4	4.0	0.4	9.6	7.5	2.1	13.3	10.2	3.1	19.2	10.4	8.8	10.3	4.8	5.5	11.2	9.7	1.5
George FM	3.2	2.1	1.1	10	6.2	2.9	3.3	6.2	3.3	2.9	5.4	3.0	2.4	1.0	0.9	0.1	2.4	1.5	0.9	4.1	3.1	1.0
Gold***	5.1	3.4	1.7	7	6.5	4.8	1.7	6.2	4.8	1.4	1.2	2.1	-0.9	1.1	2.4	-1.3	5.5	3.8	1.7	2.0	1.7	0.3
Gold Sport	0.2	0.2	0.0	17	0.1	0.1	0.0	0.1	0.1	0.0	*	*	*	0.5	0.4	0.1	*	*	*	0.6	0.6	0.0
Life FM	0.2	1.1	-0.9	17	0.3	0.9	-0.6	0.2	0.3	-0.1	0.6	0.8	-0.2	0.8	0.6	0.2	0.5	1.6	-1.1	0.7	1.0	-0.3
Magic	7.0	6.0	1.0	6	8.0	7.6	0.4	6.2	6.0	0.2	4.6	4.7	-0.1	16.3	14.0	2.3	4.5	5.8	-1.3	10.5	10.4	0.1
More FM	8.8	6.8	2.0	4	7.8	6.1	1.7	7.8	7.6	0.2	8.1	7.2	0.9	6.8	7.9	-1.1	4.5	2.2	2.3	9.2	6.5	2.7
Newstalk ZB	16.9	19.8	-2.9	1	10.2	12.5	-2.3	6.4	10.0	-3.6	8.7	13.1	-4.4	17.5	28.7	-11.2	33.0	33.2	-0.2	11.3	16.5	-5.2
Radio Hauraki	2.1	1.5	0.6	12	1.1	1.1	0.0	1.6	1.3	0.3	2.9	2.4	0.5	2.0	1.5	0.5	1.8	0.2	1.6	1.8	1.4	0.4
Rhema	0.5	0.4	0.1	16	0.1	0.2	-0.1	0.1	0.2	-0.1	0.2	0.3	-0.1	0.4	0.7	-0.3	1.4	1.2	0.2	0.2	0.2	0.0
Rock	10.1	9.9	0.2	3	8.9	10.8	-1.9	9.9	11.7	-1.8	8.2	12.2	-4.0	2.5	5.2	-2.7	1.6	5.2	-3.6	6.8	8.8	-2.0
Sanctuary**	1.9	1.8	0.1	13	1.4	1.5	-0.1	1.3	1.2	0.1	1.9	1.9	0.0	0.3	0.3	0.0	*	*	*	1.2	1.1	0.1
Sport Nation*	*	0.3	*	*	*	0.2	*	*	0.1	*	*	0.4	*	*	*	*	4.5	*	*	0.1	0.3	-0.2
The Hits	3.4	5.3	-1.9	9	5.4	6.3	-0.9	5.1	6.2	-1.1	7.6	5.7	1.9	7.6	3.2	4.4	16.7	14.5	2.2	4.1	3.3	0.8
The Sound	1.9	2.8	-0.9	13	4.4	3.8	0.6	5.2	3.7	1.5	2.8	2.2	0.6	1.5	2.5	-1.0	*	0.6	*	1.3	1.5	-0.2
ZM	3.6	3.2	0.4	8	1.2	2.8	-1.6	2.4	3.3	-0.9	4.7	3.8	0.9	3.2	2.5	0.7	0.3	0.3	0.0	4.9	2.9	2.0
MediaWorks Combo	53.6	52.7	0.9		55.9	56.3	-0.4	58.5	59.2	-0.7	54.9	54.6	0.3	54.5	51.7	2.8	32.2	38.3	-6.1	57.1	57.0	0.1
NZME Combo	33.8	36.1	-2.3		26.3	29.7	-3.4	25.4	29.2	-3.8	28.4	31.0	-2.6	36.0	41.8	-5.8	59.9	53.4	6.5	27.5	30.3	-2.8

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

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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	9.0	12.0	-3.0	2	0.6	0.4	0.2	0.9	1.2	-0.3	1.4	1.8	-0.4	2.7	3.5	-0.8	3.5	6.3	-2.8	4.2	6.7	-2.5	1.6	2.5	-0.9
Channel X	3.6	4.0	-0.4	13	0.4	0.9	-0.5	1.4	1.7	-0.3	1.7	1.8	-0.1	2.8	2.9	-0.1	1.5	1.2	0.3	0.4	0.2	0.2	0.6	0.8	-0.2
Coast	4.2	4.8	-0.6	10	*	0.1	*	0.5	*	*	0.7	0.2	0.5	1.0	1.2	-0.2	1.4	1.9	-0.5	2.3	2.4	-0.1	0.2	0.2	0.0
Edge	13.4	14.3	-0.9	1	4.1	4.1	0.0	7.0	6.4	0.6	6.2	6.6	-0.4	8.0	8.3	-0.3	2.8	3.2	-0.4	1.2	1.8	-0.6	3.4	3.6	-0.2
George FM	5.4	5.0	0.4	8	1.0	1.0	0.0	2.9	2.6	0.3	3.1	2.4	0.7	3.6	3.2	0.4	1.1	1.5	-0.4	0.7	0.8	-0.1	0.5	0.7	-0.2
Gold***	2.7	2.8	-0.1	14	0.5	0.8	-0.3	0.2	0.2	0.0	0.2	0.1	0.1	0.7	0.3	0.4	1.5	1.5	0.0	1.6	1.6	0.0	0.7	0.7	0.0
Gold Sport	0.3	0.4	-0.1	18	*	*	*	*	*	*	*	*	*	*	0.1	*	0.1	0.2	-0.1	0.1	0.2	-0.1	*	0.1	*
Life FM	0.9	1.1	-0.2	15	0.1	0.2	-0.1	0.6	0.7	-0.1	0.5	0.5	0.0	0.7	0.8	-0.1	0.2	0.3	-0.1	0.1	0.1	0.0	0.4	0.4	0.0
Magic	6.9	7.7	-0.8	5	0.2	0.7	-0.5	*	0.3	*	0.6	0.7	-0.1	0.8	1.0	-0.2	1.2	1.6	-0.4	4.6	4.9	-0.3	1.0	1.1	-0.1
More FM	7.0	6.8	0.2	4	1.0	0.9	0.1	2.0	1.3	0.7	2.1	1.9	0.2	3.8	3.7	0.1	2.9	3.2	-0.3	1.6	1.6	0.0	1.8	2.3	-0.5
Newstalk ZB	5.5	8.2	-2.7	7	*	0.1	*	0.4	0.4	0.0	0.4	0.4	0.0	0.6	1.1	-0.5	1.3	2.4	-1.1	3.1	4.3	-1.2	0.2	0.3	-0.1
Radio Hauraki	4.0	3.7	0.3	11	0.3	0.8	-0.5	1.2	1.5	-0.3	1.9	1.9	0.0	2.9	2.7	0.2	1.7	1.1	0.6	0.7	0.2	0.5	0.7	0.8	-0.1
Rhema	0.6	0.6	0.0	16	*	0.1	*	0.2	*	*	0.2	*	*	0.2	*	*	0.1	0.1	0.0	0.3	0.4	-0.1	*	*	*
Rock	6.7	8.2	-1.5	6	0.7	1.5	-0.8	2.8	3.4	-0.6	3.7	3.8	-0.1	4.7	5.4	-0.7	1.9	2.7	-0.8	1.2	1.2	0.0	0.7	1.0	-0.3
Sanctuary**	0.5	0.6	-0.1	17	*	*	*	*	0.1	*	*	0.1	*	*	0.1	*	*	*	*	0.3	0.3	0.0	*	*	*
Sport Nation*	0.2	0.4	-0.2	19	*	*	*	*	*	*	*	*	*	0.1	0.2	-0.1	0.1	0.2	-0.1	*	0.1	*	*	*	*
The Hits	7.6	8.0	-0.4	3	1.5	1.7	-0.2	3.5	3.5	0.0	3.1	2.8	0.3	3.7	4.0	-0.3	2.1	2.9	-0.8	2.0	2.0	0.0	1.5	1.8	-0.3
The Sound	3.7	3.9	-0.2	12	0.3	0.4	-0.1	0.3	0.6	-0.3	0.5	0.7	-0.2	1.2	1.6	-0.4	2.2	2.1	0.1	2.0	1.7	0.3	0.7	1.2	-0.5
ZM	4.6	4.7	-0.1	9	1.4	1.3	0.1	2.1	1.8	0.3	2.0	2.3	-0.3	2.9	3.0	-0.1	1.1	0.9	0.2	0.1	0.4	-0.3	1.4	1.2	0.2
MediaWorks Combo	44.3	46.6	-2.3		7.0	8.5	-1.5	14.3	13.7	0.6	14.8	13.9	0.9	21.0	21.4	-0.4	13.2	15.5	-2.3	13.0	13.8	-0.8	8.1	8.9	-0.8
NZME Combo	25.4	28.9	-3.5		3.6	4.4	-0.8	7.1	6.6	0.5	7.2	6.7	0.5	10.2	10.8	-0.6	7.7	9.4	-1.7	8.6	9.8	-1.2	3.7	4.1	-0.4
All Commercial Radio	60.6	63.4	-2.8		9.1	10.2	-1.1	16.5	16.2	0.3	17.5	16.5	1.0	26.9	27.0	-0.1	19.7	21.8	-2.1	18.7	20.0	-1.3	10.9	11.3	-0.4
Potential (000)	92.6	92.4	0.2		17.3	17.7	-0.4	24.5	24.4	0.1	24.1	23.7	0.4	37.6	37.4	0.2	27.8	28.2	-0.4	26.8	26.9	-0.1	14.7	14.1	0.6
Sample	827	823	4		126	121	5	156	172	-16	189	213	-24	307	327	-20	238	230	8	263	255	8	134	137	-3

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	This	Last	+/-
Potential (000)	92.6	92.4	0.2
Sample Size	827	823	4

	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	4.8	6.3	-1.5	2	4.7	6.0	-1.3	5.0	7.4	-2.4	4.2	5.5	-1.3	1.3	1.7	-0.4	1.1	1.7	-0.6	5.3	6.7	-1.4
Channel X	1.6	1.4	0.2	12	1.4	2.0	-0.6	1.4	1.5	-0.1	1.1	1.5	-0.4	0.5	1.1	-0.6	0.1	*	*	1.6	1.7	-0.1
Coast	1.6	1.6	0.0	12	2.0	2.0	0.0	2.8	3.3	-0.5	1.8	1.8	0.0	0.9	1.0	-0.1	0.4	0.3	0.1	2.0	2.8	-0.8
Edge	5.7	7.9	-2.2	1	3.8	4.1	-0.3	7.6	7.0	0.6	7.4	6.0	1.4	3.1	3.6	-0.5	2.0	1.0	1.0	8.3	9.2	-0.9
George FM	2.1	1.5	0.6	9	2.5	2.2	0.3	2.8	2.4	0.4	2.9	2.1	0.8	0.9	0.7	0.2	0.7	0.5	0.2	3.5	3.7	-0.2
Gold***	1.7	1.7	0.0	11	1.5	1.4	0.1	1.8	1.8	0.0	1.2	1.6	-0.4	0.4	0.8	-0.4	0.5	0.6	-0.1	1.7	1.6	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	0.3	-0.1
Life FM	0.2	0.5	-0.3	16	0.3	0.4	-0.1	0.4	0.4	0.0	0.5	0.5	0.0	0.4	0.2	0.2	0.1	0.3	-0.2	0.5	0.6	-0.1
Magic	3.2	3.5	-0.3	6	4.2	4.2	0.0	3.8	4.0	-0.2	1.6	2.0	-0.4	1.1	1.4	-0.3	0.8	1.4	-0.6	4.2	5.0	-0.8
More FM	4.3	5.1	-0.8	4	2.6	3.4	-0.8	4.1	4.6	-0.5	3.7	3.3	0.4	1.3	1.3	0.0	0.3	0.4	-0.1	3.8	3.2	0.6
Newstalk ZB	4.5	6.3	-1.8	3	3.0	4.3	-1.3	2.0	3.5	-1.5	2.5	3.8	-1.3	1.5	3.3	-1.8	2.1	2.9	-0.8	3.8	5.7	-1.9
Radio Hauraki	1.6	1.9	-0.3	12	1.2	1.0	0.2	2.2	1.5	0.7	2.2	1.7	0.5	0.6	0.6	0.0	0.3	0.1	0.2	1.9	1.7	0.2
Rhema	0.2	0.2	0.0	16	0.1	0.2	-0.1	0.2	0.2	0.0	0.2	0.3	-0.1	0.1	0.2	-0.1	0.1	0.1	0.0	0.1	0.1	0.0
Rock	3.9	4.6	-0.7	5	3.2	3.4	-0.2	3.7	3.7	0.0	3.7	4.3	-0.6	1.2	1.2	0.0	0.6	1.0	-0.4	3.6	4.6	-1.0
Sanctuary**	0.4	0.6	-0.2	15	0.3	0.5	-0.2	0.3	0.3	0.0	0.2	0.2	0.0	0.1	0.2	-0.1	*	*	*	0.5	0.5	0.0
Sport Nation*	*	0.3	*	*	*	0.3	*	*	0.3	*	*	0.2	*	*	*	*	0.1	*	*	0.1	0.4	-0.3
The Hits	2.2	3.4	-1.2	8	3.7	3.3	0.4	4.9	4.5	0.4	3.0	2.9	0.1	1.4	1.3	0.1	1.6	1.4	0.2	3.1	3.3	-0.2
The Sound	2.0	2.1	-0.1	10	2.3	2.1	0.2	2.0	2.1	-0.1	2.1	1.7	0.4	0.6	0.8	-0.2	*	0.1	*	1.0	0.9	0.1
ZM	2.8	3.5	-0.7	7	0.9	1.3	-0.4	2.6	2.6	0.0	2.5	2.3	0.2	0.4	0.4	0.0	0.1	0.2	-0.1	2.2	1.8	0.4
MediaWorks Combo	24.4	27.9	-3.5		22.3	23.6	-1.3	26.4	28.4	-2.0	24.4	24.0	0.4	9.6	11.0	-1.4	5.1	5.5	-0.4	28.0	30.7	-2.7
NZME Combo	13.9	17.5	-3.6		11.6	12.9	-1.3	15.1	16.0	-0.9	12.7	13.6	-0.9	5.3	7.2	-1.9	5.0	5.4	-0.4	14.4	16.6	-2.2
All Commercial Radio	39.2	44.1	-4.9		35.3	37.4	-2.1	40.6	43.3	-2.7	36.8	38.5	-1.7	16.4	18.9	-2.5	9.0	10.0	-1.0	43.3	46.4	-3.1

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, **Star rebranded to Sanctuary from S1 2025
***Gold FM ceased broadcasting on May 9. As Gold FM was broadcasting for the duration of Survey 1 2025 it remains included in the above audience data



NELSON COMMERCIAL RADIO - SURVEY 1 2025

Average Time Spent Listening (hh:mm) by Demographic, Mon-Sun 12mn-12mn
Survey Comparisons: 3/2024 - 1/2025

This Survey Period: Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 & Sun Aug 11 to Sat Nov 2 2024 & Sun Feb 9 to Sat May 3 2025
Last 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

	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	10:04	11:16	-1:12	4:28	2:39	1:49	17:30	14:58	2:32	12:25	11:32	0:52	11:24	11:31	-0:06	10:47	11:42	-0:54	9:53	11:37	-1:44	11:11	14:18	-3:07
Channel X	5:50	7:10	-1:20	0:57	3:12	-2:15	6:25	11:32	-5:07	5:50	10:25	-4:35	6:53	8:35	-1:41	7:11	5:11	1:59	3:13	4:19	-1:05	8:21	8:02	0:19
Coast	5:39	6:01	-0:21	*	7:30	*	1:23	*	*	1:07	0:52	0:15	1:10	2:01	-0:51	7:09	3:28	3:41	8:17	8:43	-0:26	1:20	1:18	0:02
Edge	6:01	4:56	1:04	5:39	4:17	1:21	6:32	4:56	1:36	6:23	5:02	1:21	6:37	5:20	1:17	5:46	5:09	0:36	2:37	4:03	-1:25	7:01	6:48	0:13
George FM	7:32	4:59	2:32	7:35	3:29	4:05	3:53	3:23	0:29	8:13	4:58	3:14	7:18	4:24	2:53	6:25	6:15	0:09	9:03	9:30	-0:26	1:52	3:55	-2:03
Gold***	13:46	11:22	2:24	17:20	11:30	5:49	36:00	36:00	0:00	2:15	3:00	-0:44	7:39	1:39	5:59	14:32	14:01	0:31	15:10	13:34	1:35	30:10	22:01	8:09
Gold Sport	6:02	4:59	1:02	*	*	*	*	*	*	*	*	*	*	2:00	*	5:12	4:05	1:07	5:12	5:18	-0:05	*	2:00	*
Life FM	3:37	6:58	-3:20	1:00	1:00	0:00	2:45	8:11	-5:26	3:13	10:17	-7:03	3:08	7:35	-4:26	2:54	3:13	-0:18	11:45	11:45	0:00	5:43	14:20	-8:37
Magic	9:31	8:47	0:43	1:35	3:43	-2:08	*	7:30	*	5:04	6:30	-1:26	3:54	5:01	-1:07	2:23	7:03	-4:39	8:34	8:50	-0:15	5:15	10:15	-5:00
More FM	9:55	9:06	0:48	9:48	3:28	6:19	13:14	11:32	1:41	10:42	10:44	-0:02	9:07	9:59	-0:51	8:42	8:40	0:02	9:50	7:56	1:53	7:43	7:01	0:41
Newstalk ZB	18:04	17:40	0:24	*	10:00	*	6:16	6:03	0:12	6:16	6:03	0:12	7:11	3:05	4:05	15:43	9:11	6:32	19:01	17:57	1:03	11:08	12:38	-1:30
Radio Hauraki	3:51	3:31	0:20	1:47	2:07	-0:20	4:08	3:30	0:38	4:40	3:51	0:49	4:03	3:36	0:26	3:37	3:56	-0:18	4:17	7:06	-2:49	5:52	3:02	2:49
Rhema	3:28	4:33	-1:04	*	6:30	*	1:00	*	*	1:00	*	*	1:00	*	*	9:00	9:00	0:00	5:30	5:10	0:20	*	*	*
Rock	10:35	11:26	-0:51	6:43	18:44	-12:00	16:03	18:52	-2:49	12:53	13:16	-0:22	11:31	10:19	1:11	9:29	5:27	4:01	10:14	7:26	2:47	8:52	9:04	-0:12
Sanctuary**	23:19	19:28	3:50	*	*	*	*	3:00	*	*	3:00	*	*	3:00	*	*	*	*	34:50	34:53	-0:02	*	*	*
Sport Nation*	7:07	5:11	1:55	*	*	*	*	*	*	*	*	*	10:00	5:45	4:15	10:00	5:45	4:15	*	7:00	*	*	*	*
The Hits	5:59	6:28	-0:28	1:51	1:44	0:07	4:21	4:45	-0:24	5:30	6:18	-0:48	4:58	5:22	-0:23	8:33	8:16	0:17	9:59	11:28	-1:29	5:57	5:18	0:38
The Sound	7:04	6:39	0:24	1:45	1:45	0:00	1:45	2:02	-0:17	14:34	9:33	5:01	11:09	8:53	2:16	7:03	6:27	0:35	5:35	5:51	-0:15	13:44	9:08	4:35
ZM	5:50	5:57	-0:07	6:39	4:02	2:36	6:27	6:35	-0:08	4:15	5:03	-0:47	4:32	6:10	-1:37	8:03	11:38	-3:35	33:30	12:26	21:03	7:28	6:34	0:54
MediaWorks Combo	10:37	10:58	-0:21	7:04	7:02	0:01	11:01	11:59	-0:57	12:07	12:12	-0:04	11:26	11:11	0:14	10:06	11:08	-1:01	10:06	12:08	-2:02	10:35	13:26	-2:50
NZME Combo	9:52	10:24	-0:32	6:04	4:31	1:33	6:07	6:20	-0:13	5:15	5:51	-0:36	5:16	5:12	0:04	11:02	9:33	1:28	15:10	15:17	-0:06	12:34	9:48	2:45
All Commercial Radio	14:00	14:34	-0:33	8:14	8:04	0:10	13:38	13:56	-0:17	14:20	14:10	0:09	13:36	13:24	0:12	13:48	14:23	-0:35	16:16	17:37	-1:20	14:10	16:08	-1:57
Potential (000)	92.6	92.4	0.2	17.3	17.7	-0.4	24.5	24.4	0.1	24.1	23.7	0.4	37.6	37.4	0.2	27.8	28.2	-0.4	26.8	26.9	-0.1	14.7	14.1	0.6
Sample	827	823	4	126	121	5	156	172	-16	189	213	-24	307	327	-20	238	230	8	263	255	8	134	137	-3

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, **Star rebranded to Sanctuary from S1 2025
***Gold FM ceased broadcasting on May 9. As Gold FM was broadcasting for the duration of Survey 1 2025 it remains included in the above audience data



NELSON COMMERCIAL RADIO - SURVEY 1 2025

Average Time Spent Listening (hh:mm) by Daypart, People 10+
Survey Comparisons: 3/2024 - 1/2025

This Survey Period: Sun Feb 11 to Sat May 4 & Sun May 12 to Sat Aug 3 & Sun Aug 11 to Sat Nov 2 2024 & Sun Feb 9 to Sat May 3 2025
Last 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

	This	Last	+/-
Potential (000)	92.6	92.4	0.2
Sample Size	827	823	4

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

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, **Star rebranded to Sanctuary from S1 2025
***Gold FM ceased broadcasting on May 9. As Gold FM was broadcasting for the duration of Survey 1 2025 it remains included in the above audience data