



NELSON COMMERCIAL RADIO - SURVEY 2 2025

Station Share (%) by Demographic, Mon-Sun 12mn-12mn
Survey Comparisons: 1/2025 - 2/2025

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

	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	10.8	10.6	0.2	2	2.9	3.4	-0.5	8.9	7.1	1.8	8.8	7.1	1.7	9.1	8.3	0.8	11.3	14.1	-2.8	15.9	13.8	2.1	12.6	11.6	1.0
Channel X	3.7	2.5	1.2	10	1.1	0.5	0.6	5.8	4.1	1.7	7.5	3.9	3.6	8.1	5.3	2.8	4.6	3.9	0.7	0.4	0.4	0.0	6.2	3.4	2.8
Coast	3.2	2.8	0.4	12	*	*	*	0.3	0.3	0.0	0.4	0.3	0.1	0.5	0.3	0.2	4.4	3.6	0.8	6.4	6.2	0.2	0.7	0.2	0.5
Edge	9.4	9.5	-0.1	3	29.4	30.9	-1.5	18.8	20.3	-1.5	15.4	15.9	-0.5	13.7	14.5	-0.8	6.4	6.0	0.4	1.9	1.1	0.8	11.8	15.7	-3.9
George FM	4.3	4.8	-0.5	8	8.2	10.2	-2.0	4.6	5.1	-0.5	9.9	10.2	-0.3	6.5	7.2	-0.7	2.6	2.7	-0.1	2.2	2.2	0.0	0.8	0.7	0.1
Gold Sport	0.2	0.2	0.0	16	0.1	*	*	*	*	*	*	*	*	*	*	*	0.4	0.3	0.1	0.4	0.2	0.2	*	*	*
Life FM	0.5	0.4	0.1	15	1.5	0.2	1.3	0.7	0.8	-0.1	0.9	0.7	0.2	0.6	0.6	0.0	0.1	0.2	-0.1	0.3	0.3	0.0	1.5	1.4	0.1
Magic	8.4	7.7	0.7	4	4.4	0.3	4.1	2.4	*	*	1.8	1.1	0.7	1.4	0.8	0.6	1.2	1.0	0.2	10.9	12.9	-2.0	3.3	3.4	-0.1
More FM	7.3	8.1	-0.8	5	10.4	12.7	-2.3	7.2	11.5	-4.3	5.8	9.0	-3.2	7.9	9.5	-1.6	9.7	9.2	0.5	5.3	5.2	0.1	9.1	9.1	0.0
Newstalk ZB	12.0	11.7	0.3	1	*	*	*	1.0	1.1	-0.1	1.2	1.0	0.2	1.6	1.2	0.4	7.4	7.4	0.0	18.0	19.6	-1.6	1.7	1.5	0.2
Radio Hauraki	1.3	1.8	-0.5	13	0.4	0.7	-0.3	1.0	2.2	-1.2	2.2	3.5	-1.3	2.0	3.2	-1.2	1.8	2.2	-0.4	1.0	1.0	0.0	1.9	2.7	-0.8
Rhema	0.2	0.3	-0.1	16	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	*	*	*	0.4	0.4	0.0	0.5	0.5	0.0	*	*	*
Rock	7.1	8.4	-1.3	6	5.2	6.4	-1.2	17.8	19.6	-1.8	17.6	19.1	-1.5	12.5	14.8	-2.3	5.6	6.6	-1.0	3.8	4.0	-0.2	2.5	3.9	-1.4
Sanctuary**	1.1	1.4	-0.3	14	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	2.4	2.9	-0.5	*	*	*
Sport Nation*	0.2	0.2	0.0	16	*	*	*	*	*	*	*	*	*	0.4	0.3	0.1	0.5	0.4	0.1	*	*	*	*	*	*
The Hits	5.6	5.4	0.2	7	3.7	3.8	-0.1	6.1	6.7	-0.6	6.4	6.7	-0.3	4.9	5.0	-0.1	8.2	6.7	1.5	8.0	6.6	1.4	6.0	5.9	0.1
The Sound	4.0	3.1	0.9	9	2.0	0.7	1.3	0.5	0.2	0.3	2.0	3.0	-1.0	4.9	3.7	1.2	8.9	5.7	3.2	5.0	3.7	1.3	9.4	6.3	3.1
ZM	3.4	3.1	0.3	11	13.5	12.5	1.0	8.2	6.1	2.1	4.2	3.4	0.8	4.0	3.7	0.3	3.1	3.2	-0.1	1.3	1.2	0.1	7.3	6.6	0.7
MediaWorks Combo	55.6	55.4	0.2		64.2	66.0	-1.8	67.9	70.2	-2.3	70.9	71.6	-0.7	65.3	65.5	-0.2	50.3	49.1	1.2	45.5	43.3	2.2	57.2	55.8	1.4
NZME Combo	25.8	29.5	-3.7		17.7	28.9	-11.2	16.7	19.3	-2.6	14.5	15.1	-0.6	13.0	14.7	-1.7	25.3	31.2	-5.9	35.1	42.8	-7.7	17.6	29.8	-12.2
Potential (000)	92.6	92.6	0.0		17.3	17.3	0.0	24.4	24.5	-0.1	24.1	24.1	0.0	37.6	37.6	0.0	27.8	27.8	0.0	26.8	26.8	0.0	14.3	14.7	-0.4
Sample	824	827	-3		136	126	10	154	156	-2	182	189	-7	296	307	-11	230	238	-8	257	263	-6	125	134	-9

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

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

NZME Combo: Coast, Gold (until S1 2025), 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



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Station Share (%) by Daypart, People 10+
Survey Comparisons: 1/2025 - 2/2025

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	This	Last	+/-
Potential (000)	92.6	92.6	0.0
Sample Size	824	827	-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	11.7	11.5	0.2	2	10.2	11.4	-1.2	8.9	9.6	-0.7	12.2	9.9	2.3	12.5	6.3	6.2	10.2	8.6	1.6	11.9	12.0	-0.1
Channel X	2.4	1.6	0.8	10	6.9	4.6	2.3	6.2	3.9	2.3	1.9	1.1	0.8	0.3	0.9	-0.6	0.4	0.3	0.1	0.9	0.9	0.0
Coast	2.1	2.4	-0.3	11	3.2	1.8	1.4	3.6	3.5	0.1	2.4	3.3	-0.9	4.7	4.1	0.6	2.8	2.5	0.3	4.1	2.8	1.3
Edge	9.1	8.2	0.9	3	3.3	4.4	-1.1	8.6	9.6	-1.0	14.0	13.3	0.7	18.8	19.2	-0.4	11.3	10.3	1.0	11.4	11.2	0.2
George FM	2.8	3.2	-0.4	9	5.5	6.2	-0.7	5.8	6.2	-0.4	4.9	5.4	-0.5	1.4	1.0	0.4	2.7	2.4	0.3	3.3	4.1	-0.8
Gold Sport	0.3	0.2	0.1	16	0.1	0.1	0.0	0.1	0.1	0.0	0.1	*	*	0.4	0.5	-0.1	*	*	*	0.5	0.6	-0.1
Life FM	0.2	0.2	0.0	17	0.2	0.3	-0.1	0.2	0.2	0.0	0.6	0.6	0.0	2.1	0.8	1.3	0.6	0.5	0.1	1.0	0.7	0.3
Magic	6.8	7.0	-0.2	6	8.7	8.0	0.7	7.2	6.2	1.0	7.0	4.6	2.4	13.1	16.3	-3.2	4.3	4.5	-0.2	11.7	10.5	1.2
More FM	7.4	8.8	-1.4	5	6.1	7.8	-1.7	6.6	7.8	-1.2	7.6	8.1	-0.5	7.0	6.8	0.2	3.8	4.5	-0.7	9.6	9.2	0.4
Newstalk ZB	18.7	16.9	1.8	1	12.3	10.2	2.1	7.6	6.4	1.2	8.6	8.7	-0.1	16.6	17.5	-0.9	20.2	33.0	-12.8	10.0	11.3	-1.3
Radio Hauraki	1.8	2.1	-0.3	13	0.7	1.1	-0.4	1.2	1.6	-0.4	2.3	2.9	-0.6	0.1	2.0	-1.9	1.6	1.8	-0.2	1.0	1.8	-0.8
Rhema	0.7	0.5	0.2	15	0.1	0.1	0.0	0.1	0.1	0.0	*	0.2	*	0.4	0.4	0.0	*	1.4	*	0.2	0.2	0.0
Rock	8.7	10.1	-1.4	4	7.7	8.9	-1.2	8.7	9.9	-1.2	5.6	8.2	-2.6	2.3	2.5	-0.2	4.8	1.6	3.2	5.2	6.8	-1.6
Sanctuary**	1.5	1.9	-0.4	14	1.1	1.4	-0.3	1.0	1.3	-0.3	1.5	1.9	-0.4	0.3	0.3	0.0	*	*	*	1.0	1.2	-0.2
Sport Nation*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	5.4	4.5	0.9	*	0.1	*
The Hits	3.6	3.4	0.2	8	5.6	5.4	0.2	5.1	5.1	0.0	7.7	7.6	0.1	7.2	7.6	-0.4	23.5	16.7	6.8	4.0	4.1	-0.1
The Sound	2.1	1.9	0.2	11	5.8	4.4	1.4	6.4	5.2	1.2	3.0	2.8	0.2	2.3	1.5	0.8	0.4	*	*	3.0	1.3	1.7
ZM	4.0	3.6	0.4	7	1.2	1.2	0.0	2.6	2.4	0.2	5.8	4.7	1.1	3.1	3.2	-0.1	0.3	0.3	0.0	5.3	4.9	0.4
MediaWorks Combo	52.2	53.6	-1.4		54.4	55.9	-1.5	58.5	58.5	0.0	57.5	54.9	2.6	57.6	54.5	3.1	38.0	32.2	5.8	57.9	57.1	0.8
NZME Combo	30.6	33.8	-3.2		23.1	26.3	-3.2	20.2	25.4	-5.2	27.0	28.4	-1.4	32.0	36.0	-4.0	48.5	59.9	-11.4	24.9	27.5	-2.6

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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	9.4	9.0	0.4	2	0.7	0.6	0.1	1.3	0.9	0.4	1.6	1.4	0.2	2.7	2.7	0.0	3.7	3.5	0.2	4.9	4.2	0.7	1.7	1.6	0.1
Channel X	3.8	3.6	0.2	12	0.7	0.4	0.3	1.6	1.4	0.2	1.8	1.7	0.1	2.6	2.8	-0.2	1.2	1.5	-0.3	0.5	0.4	0.1	0.7	0.6	0.1
Coast	4.7	4.2	0.5	10	*	*	*	0.5	0.5	0.0	1.0	0.7	0.3	1.3	1.0	0.3	1.5	1.4	0.1	2.3	2.3	0.0	0.5	0.2	0.3
Edge	14.5	13.4	1.1	1	4.5	4.1	0.4	6.6	7.0	-0.4	6.0	6.2	-0.2	8.2	8.0	0.2	3.5	2.8	0.7	1.6	1.2	0.4	3.6	3.4	0.2
George FM	5.0	5.4	-0.4	9	0.7	1.0	-0.3	2.6	2.9	-0.3	3.0	3.1	-0.1	3.4	3.6	-0.2	1.1	1.1	0.0	0.8	0.7	0.1	0.6	0.5	0.1
Gold Sport	0.5	0.3	0.2	16	0.1	*	*	*	*	*	*	*	*	*	*	*	0.2	0.1	0.1	0.2	0.1	0.1	*	*	*
Life FM	1.1	0.9	0.2	14	0.3	0.1	0.2	0.6	0.6	0.0	0.6	0.5	0.1	0.7	0.7	0.0	0.1	0.2	-0.1	0.1	0.1	0.0	0.4	0.4	0.0
Magic	7.1	6.9	0.2	3	0.4	0.2	0.2	0.4	*	*	0.7	0.6	0.1	1.1	0.8	0.3	1.5	1.2	0.3	3.8	4.6	-0.8	0.9	1.0	-0.1
More FM	6.8	7.0	-0.2	5	1.0	1.0	0.0	1.4	2.0	-0.6	1.3	2.1	-0.8	3.3	3.8	-0.5	3.3	2.9	0.4	1.9	1.6	0.3	1.5	1.8	-0.3
Newstalk ZB	6.4	5.5	0.9	6	*	*	*	0.4	0.4	0.0	0.5	0.4	0.1	0.8	0.6	0.2	1.3	1.3	0.0	3.3	3.1	0.2	0.3	0.2	0.1
Radio Hauraki	3.4	4.0	-0.6	13	0.2	0.3	-0.1	0.7	1.2	-0.5	1.2	1.9	-0.7	2.3	2.9	-0.6	1.7	1.7	0.0	0.8	0.7	0.1	0.6	0.7	-0.1
Rhema	0.6	0.6	0.0	15	*	*	*	0.2	0.2	0.0	0.2	0.2	0.0	0.2	0.2	0.0	0.2	0.1	0.1	0.3	0.3	0.0	*	*	*
Rock	5.7	6.7	-1.0	7	0.7	0.7	0.0	2.0	2.8	-0.8	2.7	3.7	-1.0	3.7	4.7	-1.0	2.0	1.9	0.1	1.2	1.2	0.0	0.3	0.7	-0.4
Sanctuary**	0.5	0.5	0.0	16	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.2	0.3	-0.1	*	*	*
Sport Nation*	0.1	0.2	-0.1	18	*	*	*	*	*	*	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	*	*	*	*	*	*
The Hits	7.1	7.6	-0.5	3	1.7	1.5	0.2	2.9	3.5	-0.6	2.2	3.1	-0.9	3.0	3.7	-0.7	2.3	2.1	0.2	2.1	2.0	0.1	1.3	1.5	-0.2
The Sound	4.7	3.7	1.0	10	0.9	0.3	0.6	0.6	0.3	0.3	0.5	0.5	0.0	1.3	1.2	0.1	2.5	2.2	0.3	2.3	2.0	0.3	0.8	0.7	0.1
ZM	5.2	4.6	0.6	8	1.8	1.4	0.4	2.7	2.1	0.6	2.2	2.0	0.2	3.3	2.9	0.4	1.2	1.1	0.1	0.1	0.1	0.0	1.4	1.4	0.0
MediaWorks Combo	44.9	44.3	0.6		7.7	7.0	0.7	13.2	14.3	-1.1	13.7	14.8	-1.1	20.3	21.0	-0.7	14.2	13.2	1.0	13.4	13.0	0.4	8.1	8.1	0.0
NZME Combo	24.2	25.4	-1.2		3.6	3.6	0.0	6.5	7.1	-0.6	6.3	7.2	-0.9	9.3	10.2	-0.9	7.4	7.7	-0.3	8.0	8.6	-0.6	3.3	3.7	-0.4
All Commercial Radio	61.7	60.6	1.1		9.8	9.1	0.7	15.3	16.5	-1.2	16.7	17.5	-0.8	26.5	26.9	-0.4	20.4	19.7	0.7	19.0	18.7	0.3	10.8	10.9	-0.1
Potential (000)	92.6	92.6	0.0		17.3	17.3	0.0	24.4	24.5	-0.1	24.1	24.1	0.0	37.6	37.6	0.0	27.8	27.8	0.0	26.8	26.8	0.0	14.3	14.7	-0.4
Sample	824	827	-3		136	126	10	154	156	-2	182	189	-7	296	307	-11	230	238	-8	257	263	-6	125	134	-9

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Sample Size	824	827	-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	5.1	4.8	0.3	2	4.4	4.7	-0.3	4.7	5.0	-0.3	4.7	4.2	0.5	1.8	1.3	0.5	1.0	1.1	-0.1	5.8	5.3	0.5
Channel X	2.0	1.6	0.4	11	1.7	1.4	0.3	1.9	1.4	0.5	1.7	1.1	0.6	0.2	0.5	-0.3	0.1	0.1	0.0	1.3	1.6	-0.3
Coast	1.9	1.6	0.3	12	2.6	2.0	0.6	2.7	2.8	-0.1	1.9	1.8	0.1	1.2	0.9	0.3	0.6	0.4	0.2	2.2	2.0	0.2
Edge	6.8	5.7	1.1	1	3.8	3.8	0.0	8.7	7.6	1.1	8.2	7.4	0.8	3.4	3.1	0.3	2.2	2.0	0.2	9.4	8.3	1.1
George FM	2.2	2.1	0.1	10	2.4	2.5	-0.1	3.1	2.8	0.3	2.7	2.9	-0.2	0.9	0.9	0.0	0.8	0.7	0.1	2.8	3.5	-0.7
Gold Sport	0.2	0.1	0.1	16	0.1	0.1	0.0	0.2	0.1	0.1	0.1	*	*	0.1	0.1	0.0	*	*	*	0.3	0.2	0.1
Life FM	0.2	0.2	0.0	16	0.2	0.3	-0.1	0.3	0.4	-0.1	0.5	0.5	0.0	0.5	0.4	0.1	0.2	0.1	0.1	0.8	0.5	0.3
Magic	3.4	3.2	0.2	5	4.2	4.2	0.0	3.8	3.8	0.0	2.5	1.6	0.9	1.1	1.1	0.0	0.6	0.8	-0.2	4.4	4.2	0.2
More FM	3.9	4.3	-0.4	4	2.5	2.6	-0.1	4.0	4.1	-0.1	3.9	3.7	0.2	1.4	1.3	0.1	0.3	0.3	0.0	4.4	3.8	0.6
Newstalk ZB	5.1	4.5	0.6	2	3.6	3.0	0.6	2.4	2.0	0.4	2.6	2.5	0.1	1.6	1.5	0.1	1.8	2.1	-0.3	4.4	3.8	0.6
Radio Hauraki	1.4	1.6	-0.2	13	1.1	1.2	-0.1	1.5	2.2	-0.7	1.5	2.2	-0.7	0.1	0.6	-0.5	0.2	0.3	-0.1	1.4	1.9	-0.5
Rhema	0.3	0.2	0.1	15	0.1	0.1	0.0	0.2	0.2	0.0	*	0.2	*	0.1	0.1	0.0	*	0.1	*	0.1	0.1	0.0
Rock	3.1	3.9	-0.8	6	2.7	3.2	-0.5	3.2	3.7	-0.5	2.2	3.7	-1.5	1.1	1.2	-0.1	0.7	0.6	0.1	3.1	3.6	-0.5
Sanctuary**	0.4	0.4	0.0	14	0.3	0.3	0.0	0.3	0.3	0.0	0.1	0.2	-0.1	0.1	0.1	0.0	*	*	*	0.5	0.5	0.0
Sport Nation*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.1	0.1	0.0	*	0.1	*
The Hits	2.3	2.2	0.1	9	3.9	3.7	0.2	4.5	4.9	-0.4	3.0	3.0	0.0	1.3	1.4	-0.1	1.6	1.6	0.0	2.8	3.1	-0.3
The Sound	2.5	2.0	0.5	8	2.7	2.3	0.4	2.5	2.0	0.5	2.4	2.1	0.3	0.6	0.6	0.0	0.1	*	*	1.8	1.0	0.8
ZM	3.1	2.8	0.3	6	1.0	0.9	0.1	2.8	2.6	0.2	3.2	2.5	0.7	0.3	0.4	-0.1	0.1	0.1	0.0	2.6	2.2	0.4
MediaWorks Combo	25.2	24.4	0.8		21.9	22.3	-0.4	27.3	26.4	0.9	25.6	24.4	1.2	10.0	9.6	0.4	5.1	5.1	0.0	29.3	28.0	1.3
NZME Combo	13.6	13.9	-0.3		11.8	11.6	0.2	13.1	15.1	-2.0	11.9	12.7	-0.8	4.5	5.3	-0.8	4.2	5.0	-0.8	13.0	14.4	-1.4
All Commercial Radio	40.7	39.2	1.5		35.4	35.3	0.1	40.2	40.6	-0.4	38.3	36.8	1.5	16.3	16.4	-0.1	9.0	9.0	0.0	45.1	43.3	1.8

MediaWorks Combo: Breeze, Channel X, Edge, George FM, Magic, More FM, Rock, The Sound or internet only listening to Mai, Humm FM
NZME Combo: Coast, Gold (until S1 2025), 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



NELSON COMMERCIAL RADIO - SURVEY 2 2025

Average Time Spent Listening (hh:mm) by Demographic, Mon-Sun 12mn-12mn
Survey Comparisons: 1/2025 - 2/2025

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

	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	10:36	10:04	0:32	3:32	4:28	-0:56	15:19	17:30	-2:11	13:46	12:25	1:20	13:19	11:24	1:54	9:34	10:47	-1:12	10:17	9:53	0:24	11:06	11:11	-0:04
Channel X	8:46	5:50	2:56	1:18	0:57	0:21	7:59	6:25	1:34	9:56	5:50	4:06	12:04	6:53	5:11	12:18	7:11	5:07	2:41	3:13	-0:32	12:20	8:21	3:58
Coast	6:19	5:39	0:39	*	*	*	1:21	1:23	-0:01	0:59	1:07	-0:07	1:30	1:10	0:20	9:17	7:09	2:08	8:49	8:17	0:32	1:56	1:20	0:36
Edge	5:56	6:01	-0:04	5:48	5:39	0:08	6:31	6:32	-0:00	6:14	6:23	-0:08	6:24	6:37	-0:12	5:44	5:46	-0:01	3:40	2:37	1:02	4:56	7:01	-2:05
George FM	7:49	7:32	0:17	9:47	7:35	2:12	3:56	3:53	0:03	7:53	8:13	-0:19	7:25	7:18	0:07	7:10	6:25	0:44	8:05	9:03	-0:58	1:53	1:52	0:00
Gold Sport	4:51	6:02	-1:11	0:30	*	*	*	*	*	*	*	*	*	*	*	5:19	5:12	0:06	5:19	5:12	0:06	*	*	*
Life FM	4:11	3:37	0:34	4:19	1:00	3:19	2:37	2:45	-0:07	3:29	3:13	0:15	3:15	3:08	0:06	2:00	2:54	-0:54	11:45	11:45	0:00	5:34	5:43	-0:08
Magic	10:58	9:31	1:27	10:41	1:35	9:06	15:16	*	*	6:50	5:04	1:46	5:01	3:54	1:07	2:25	2:23	0:01	9:00	8:34	0:25	5:27	5:15	0:12
More FM	9:54	9:55	-0:00	9:34	9:48	-0:14	11:20	13:14	-1:53	10:51	10:42	0:08	9:26	9:07	0:19	9:03	8:42	0:20	8:42	9:50	-1:07	8:54	7:43	1:11
Newstalk ZB	17:26	18:04	-0:38	*	*	*	6:06	6:16	-0:10	6:04	6:16	-0:11	7:47	7:11	0:36	17:03	15:43	1:19	17:18	19:01	-1:43	9:17	11:08	-1:50
Radio Hauraki	3:27	3:51	-0:24	2:00	1:47	0:12	3:14	4:08	-0:53	4:24	4:40	-0:15	3:24	4:03	-0:38	3:10	3:37	-0:26	4:11	4:17	-0:06	5:01	5:52	-0:50
Rhema	3:20	3:28	-0:08	*	*	*	1:00	1:00	0:00	1:00	1:00	0:00	1:00	1:00	0:00	5:32	9:00	-3:27	5:20	5:30	-0:09	*	*	*
Rock	11:22	10:35	0:47	6:42	6:43	-0:01	20:04	16:03	4:00	15:45	12:53	2:51	13:00	11:31	1:29	8:28	9:29	-1:00	10:20	10:14	0:05	11:25	8:52	2:33
Sanctuary**	22:29	23:19	-0:50	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	34:51	34:50	0:00	*	*	*
Sport Nation*	10:00	7:07	2:52	*	*	*	*	*	*	*	*	*	10:00	10:00	0:00	10:00	10:00	0:00	*	*	*	*	*	*
The Hits	7:15	5:59	1:16	1:56	1:51	0:04	4:52	4:21	0:30	7:00	5:30	1:30	6:24	4:58	1:25	10:55	8:33	2:21	11:59	9:59	2:00	6:49	5:57	0:51
The Sound	7:51	7:04	0:47	2:01	1:45	0:16	1:56	1:45	0:11	10:49	14:34	-3:45	14:39	11:09	3:29	10:50	7:03	3:47	6:44	5:35	1:08	17:42	13:44	3:57
ZM	6:06	5:50	0:16	6:42	6:39	0:03	6:56	6:27	0:29	4:34	4:15	0:18	4:46	4:32	0:13	8:05	8:03	0:01	33:30	33:30	0:00	7:53	7:28	0:24
MediaWorks Combo	11:23	10:37	0:46	7:27	7:04	0:22	11:48	11:01	0:46	12:32	12:07	0:24	12:27	11:26	1:01	10:59	10:06	0:53	10:41	10:06	0:35	10:34	10:35	-0:01
NZME Combo	9:47	9:52	-0:04	4:26	6:04	-1:38	5:51	6:07	-0:16	5:35	5:15	0:19	5:24	5:16	0:08	10:33	11:02	-0:29	13:48	15:10	-1:22	8:06	12:34	-4:27
All Commercial Radio	14:54	14:00	0:53	9:07	8:14	0:52	14:58	13:38	1:19	14:35	14:20	0:15	14:37	13:36	1:01	15:10	13:48	1:21	16:30	16:16	0:14	13:56	14:10	-0:13
Potential (000)	92.6	92.6	0.0	17.3	17.3	0.0	24.4	24.5	-0.1	24.1	24.1	0.0	37.6	37.6	0.0	27.8	27.8	0.0	26.8	26.8	0.0	14.3	14.7	-0.4
Sample	824	827	-3	136	126	10	154	156	-2	182	189	-7	296	307	-11	230	238	-8	257	263	-6	125	134	-9

MediaWorks Combo: Breeze, Channel X, Edge, George FM, Magic, More FM, Rock, The Sound or internet only listening to Mai, Humm FM
NZME Combo: Coast, Gold (until S1 2025), 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



NELSON COMMERCIAL RADIO - SURVEY 2 2025

Average Time Spent Listening (hh:mm) by Daypart, People 10+
Survey Comparisons: 1/2025 - 2/2025

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

	This	Last	+/-
Potential (000)	92.6	92.6	0.0
Sample Size	824	827	-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	4:12	3:56	0:15	4:05	3:57	0:07	4:05	3:51	0:13	2:44	2:15	0:28	2:47	1:44	1:02	2:46	2:04	0:42	3:32	3:37	-0:04
Channel X	2:07	1:39	0:27	7:07	5:28	1:38	7:01	5:19	1:41	1:12	0:59	0:12	0:30	0:36	-0:05	0:45	0:45	0:00	1:08	0:51	0:16
Coast	1:59	2:28	-0:29	2:12	1:26	0:45	2:53	2:31	0:22	1:20	1:48	-0:28	1:37	1:44	-0:07	1:20	1:26	-0:06	3:11	2:17	0:53
Edge	2:27	2:23	0:03	1:34	1:54	-0:20	2:07	2:32	-0:24	1:49	1:43	0:05	2:15	2:16	-0:00	1:23	1:21	0:01	2:06	2:10	-0:03
George FM	2:19	2:34	-0:14	4:05	4:02	0:02	4:03	4:23	-0:19	1:58	1:46	0:12	0:38	0:24	0:14	0:51	0:50	0:00	2:01	1:55	0:05
Gold Sport	3:00	3:30	-0:30	0:51	0:59	-0:07	1:30	2:30	-1:00	1:30	*	*	2:00	2:00	0:00	*	*	*	2:47	4:48	-2:01
Life FM	1:30	1:45	-0:14	1:48	1:41	0:06	1:36	1:17	0:19	1:12	1:12	-0:00	1:55	0:48	1:07	1:00	1:00	0:00	2:04	2:07	-0:02
Magic	3:42	3:34	0:08	3:39	3:10	0:29	4:02	3:17	0:44	2:57	2:49	0:08	4:57	5:23	-0:26	1:49	1:29	0:19	4:34	4:01	0:33
More FM	3:26	3:21	0:05	4:16	4:55	-0:38	3:29	3:49	-0:19	2:05	2:08	-0:02	2:02	1:52	0:09	3:31	3:43	-0:12	3:46	3:55	-0:08
Newstalk ZB	6:37	6:12	0:24	6:04	5:39	0:24	6:51	6:23	0:27	3:34	3:22	0:11	4:10	4:21	-0:11	2:53	4:01	-1:08	3:55	4:47	-0:52
Radio Hauraki	2:23	2:11	0:11	1:05	1:33	-0:28	1:36	1:30	0:05	1:34	1:18	0:16	0:30	1:10	-0:40	2:00	1:25	0:34	1:17	1:31	-0:14
Rhema	4:25	3:36	0:49	1:15	1:15	0:00	1:00	1:00	0:00	*	0:57	*	2:15	2:15	0:00	*	3:00	*	4:45	4:45	0:00
Rock	5:05	4:15	0:49	5:08	4:30	0:38	5:52	5:22	0:29	2:38	2:10	0:28	0:51	0:47	0:03	1:53	0:40	1:12	2:50	3:01	-0:10
Sanctuary**	7:16	7:16	-0:00	6:47	6:48	-0:00	7:27	7:27	-0:00	10:51	10:51	0:00	0:47	0:42	0:04	*	*	*	3:41	3:37	0:03
Sport Nation*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	10:00	10:00	0:00	*	2:15	*
The Hits	2:49	2:33	0:16	2:32	2:25	0:06	2:26	2:03	0:23	2:44	2:28	0:16	2:17	2:00	0:17	3:48	2:42	1:06	2:29	2:06	0:22
The Sound	1:33	1:34	-0:01	3:44	3:11	0:33	5:24	5:05	0:19	1:20	1:18	0:01	1:29	0:54	0:35	1:30	*	*	2:54	2:02	0:51
ZM	2:21	2:08	0:12	2:00	2:07	-0:07	1:57	1:52	0:04	1:58	1:48	0:10	3:50	3:02	0:47	0:45	0:45	0:00	3:33	3:31	0:02
MediaWorks Combo	3:46	3:37	0:08	4:22	4:07	0:15	4:34	4:25	0:08	2:23	2:11	0:12	2:20	2:05	0:15	1:57	1:38	0:19	3:25	3:16	0:08
NZME Combo	4:06	4:01	0:05	3:26	3:42	-0:15	3:17	3:21	-0:03	2:24	2:10	0:14	2:54	2:30	0:23	3:00	3:05	-0:05	3:19	3:04	0:14
All Commercial Radio	4:28	4:12	0:16	4:59	4:38	0:20	5:18	4:55	0:23	2:46	2:37	0:08	2:29	2:15	0:14	2:56	2:52	0:03	3:50	3:43	0:07

MediaWorks Combo: Breeze, Channel X, Edge, George FM, Magic, More FM, Rock, The Sound or internet only listening to Mai, Humm FM
NZME Combo: Coast, Gold (until S1 2025), 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