



NELSON COMMERCIAL RADIO - SURVEY 3 2025

Station Share (%) by Demographic, Mon-Sun 12mn-12mn
Survey Comparisons: 2/2025 - 3/2025

This Survey Period: Sun Aug 11 to Sat Nov 2 2024 & Sun Feb 9 to Sat May 3 & Sun May 11 to Sat Aug 2
Sun Aug 10 to Sat Nov 1 2025
Last 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

	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	10.4	10.8	-0.4	2	2.7	2.9	-0.2	10.5	8.9	1.6	10.9	8.8	2.1	10.2	9.1	1.1	11.9	11.3	0.6	13.9	15.9	-2.0	16.8	12.6	4.2
Channel X	5.8	3.7	2.1	7	4.8	1.1	3.7	10.9	5.8	5.1	11.3	7.5	3.8	11.2	8.1	3.1	6.0	4.6	1.4	0.6	0.4	0.2	11.0	6.2	4.8
Coast	4.0	3.2	0.8	11	0.1	*	*	0.2	0.3	-0.1	1.0	0.4	0.6	2.1	0.5	1.6	6.1	4.4	1.7	7.0	6.4	0.6	1.7	0.7	1.0
Edge	8.1	9.4	-1.3	5	27.5	29.4	-1.9	15.7	18.8	-3.1	12.9	15.4	-2.5	10.9	13.7	-2.8	4.1	6.4	-2.3	1.1	1.9	-0.8	10.5	11.8	-1.3
George FM	4.3	4.3	0.0	10	6.7	8.2	-1.5	5.6	4.6	1.0	9.2	9.9	-0.7	6.7	6.5	0.2	2.8	2.6	0.2	1.9	2.2	-0.3	1.6	0.8	0.8
Gold Sport	0.3	0.2	0.1	17	0.1	0.1	0.0	0.2	*	*	0.2	*	*	0.1	*	*	0.4	0.4	0.0	0.4	0.4	0.0	*	*	*
Life FM	0.5	0.5	0.0	15	1.3	1.5	-0.2	0.6	0.7	-0.1	0.8	0.9	-0.1	0.5	0.6	-0.1	*	0.1	*	0.3	0.3	0.0	1.3	1.5	-0.2
Magic (Breeze Classic)*	8.3	8.4	-0.1	4	3.1	4.4	-1.3	1.7	2.4	-0.7	0.7	1.8	-1.1	2.2	1.4	0.8	3.0	1.2	1.8	8.1	10.9	-2.8	1.7	3.3	-1.6
More FM	6.0	7.3	-1.3	6	13.9	10.4	3.5	3.6	7.2	-3.6	1.9	5.8	-3.9	4.4	7.9	-3.5	8.8	9.7	-0.9	5.6	5.3	0.3	1.8	9.1	-7.3
Newstalk ZB	11.9	12.0	-0.1	1	*	*	*	0.8	1.0	-0.2	0.9	1.2	-0.3	1.1	1.6	-0.5	8.9	7.4	1.5	22.2	18.0	4.2	1.2	1.7	-0.5
Radio Hauraki	1.0	1.3	-0.3	13	0.3	0.4	-0.1	0.7	1.0	-0.3	1.5	2.2	-0.7	1.4	2.0	-0.6	1.6	1.8	-0.2	1.1	1.0	0.1	1.4	1.9	-0.5
Rhema	0.4	0.2	0.2	16	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	*	*	*	1.0	0.4	0.6	1.1	0.5	0.6	*	*	*
Rock	9.5	7.1	2.4	3	5.8	5.2	0.6	23.3	17.8	5.5	24.0	17.6	6.4	17.5	12.5	5.0	5.5	5.6	-0.1	3.1	3.8	-0.7	7.4	2.5	4.9
Sanctuary	1.0	1.1	-0.1	13	*	*	*	*	*	*	*	*	*	*	*	*	0.2	*	*	2.5	2.4	0.1	*	*	*
Sport Nation	0.3	0.2	0.1	17	*	*	*	*	*	*	*	*	*	0.2	0.4	-0.2	0.6	0.5	0.1	0.5	*	*	*	*	*
The Hits	5.0	5.6	-0.6	9	4.7	3.7	1.0	4.9	6.1	-1.2	5.3	6.4	-1.1	5.2	4.9	0.3	6.7	8.2	-1.5	5.7	8.0	-2.3	7.3	6.0	1.3
The Sound	5.6	4.0	1.6	8	2.6	2.0	0.6	1.9	0.5	1.4	3.1	2.0	1.1	4.3	4.9	-0.6	10.4	8.9	1.5	9.4	5.0	4.4	6.8	9.4	-2.6
ZM	2.9	3.4	-0.5	12	12.0	13.5	-1.5	5.9	8.2	-2.3	3.4	4.2	-0.8	3.2	4.0	-0.8	2.4	3.1	-0.7	1.0	1.3	-0.3	7.9	7.3	0.6
MediaWorks Combo	58.9	55.6	3.3		67.9	64.2	3.7	76.3	67.9	8.4	76.9	70.9	6.0	69.4	65.3	4.1	52.5	50.3	2.2	43.7	45.5	-1.8	59.8	57.2	2.6
NZME Combo	25.1	25.8	-0.7		17.2	17.7	-0.5	12.8	16.7	-3.9	12.3	14.5	-2.2	13.2	13.0	0.2	26.0	25.3	0.7	37.4	35.1	2.3	19.5	17.6	1.9
Potential (000)	92.6	92.6	0.0		17.3	17.3	0.0	24.4	24.4	0.0	24.1	24.1	0.0	37.6	37.6	0.0	27.8	27.8	0.0	26.8	26.8	0.0	14.0	14.3	-0.3
Sample	897	824	73		137	136	1	163	154	9	187	182	5	321	296	25	267	230	37	291	257	34	141	125	16

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

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

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

*Magic rebranded to Breeze Classic from Nov 1st 2025



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Station Share (%) by Daypart, People 10+
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	This	Last	+/-
Potential (000)	92.6	92.6	0.0
Sample Size	897	824	73

	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	11.7	-0.7	3	9.8	10.2	-0.4	8.9	8.9	0.0	13.0	12.2	0.8	11.3	12.5	-1.2	8.7	10.2	-1.5	10.8	11.9	-1.1
Channel X	4.0	2.4	1.6	7	9.5	6.9	2.6	8.3	6.2	2.1	3.2	1.9	1.3	4.5	0.3	4.2	0.4	0.4	0.0	3.5	0.9	2.6
Coast	3.4	2.1	1.3	10	4.4	3.2	1.2	4.3	3.6	0.7	3.1	2.4	0.7	3.7	4.7	-1.0	1.6	2.8	-1.2	4.6	4.1	0.5
Edge	8.0	9.1	-1.1	4	3.5	3.3	0.2	7.3	8.6	-1.3	12.3	14.0	-1.7	12.8	18.8	-6.0	6.8	11.3	-4.5	9.9	11.4	-1.5
George FM	2.9	2.8	0.1	11	6.1	5.5	0.6	5.7	5.8	-0.1	3.9	4.9	-1.0	2.2	1.4	0.8	1.3	2.7	-1.4	3.5	3.3	0.2
Gold Sport	0.3	0.3	0.0	16	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.3	0.4	-0.1	*	*	*	0.7	0.5	0.2
Life FM	0.2	0.2	0.0	17	0.2	0.2	0.0	0.2	0.2	0.0	0.6	0.6	0.0	1.2	2.1	-0.9	0.5	0.6	-0.1	0.9	1.0	-0.1
Magic (Breeze Classic)*	6.3	6.8	-0.5	6	10.0	8.7	1.3	8.2	7.2	1.0	6.4	7.0	-0.6	11.2	13.1	-1.9	2.6	4.3	-1.7	9.9	11.7	-1.8
More FM	6.6	7.4	-0.8	5	5.2	6.1	-0.9	5.4	6.6	-1.2	6.6	7.6	-1.0	4.6	7.0	-2.4	3.5	3.8	-0.3	7.4	9.6	-2.2
Newstalk ZB	18.9	18.7	0.2	1	8.5	12.3	-3.8	5.6	7.6	-2.0	9.0	8.6	0.4	19.2	16.6	2.6	44.2	20.2	24.0	10.5	10.0	0.5
Radio Hauraki	1.4	1.8	-0.4	14	0.4	0.7	-0.3	1.2	1.2	0.0	1.7	2.3	-0.6	0.1	0.1	0.0	2.0	1.6	0.4	0.8	1.0	-0.2
Rhema	1.1	0.7	0.4	15	0.5	0.1	0.4	0.1	0.1	0.0	*	*	*	0.4	0.4	0.0	1.1	*	*	0.1	0.2	-0.1
Rock	11.3	8.7	2.6	2	10.2	7.7	2.5	11.2	8.7	2.5	8.8	5.6	3.2	5.1	2.3	2.8	4.9	4.8	0.1	7.5	5.2	2.3
Sanctuary	1.5	1.5	0.0	13	1.0	1.1	-0.1	0.9	1.0	-0.1	1.5	1.5	0.0	0.2	0.3	-0.1	*	*	*	0.7	1.0	-0.3
Sport Nation	0.1	*	*	18	*	*	*	0.1	*	*	*	*	*	0.1	*	*	3.5	5.4	-1.9	0.5	*	*
The Hits	3.9	3.6	0.3	8	4.8	5.6	-0.8	4.1	5.1	-1.0	7.0	7.7	-0.7	7.2	7.2	0.0	13.4	23.5	-10.1	4.3	4.0	0.3
The Sound	2.6	2.1	0.5	12	7.0	5.8	1.2	8.2	6.4	1.8	4.1	3.0	1.1	5.0	2.3	2.7	1.6	0.4	1.2	5.9	3.0	2.9
ZM	3.6	4.0	-0.4	9	1.0	1.2	-0.2	2.5	2.6	-0.1	4.7	5.8	-1.1	2.1	3.1	-1.0	0.3	0.3	0.0	4.3	5.3	-1.0
MediaWorks Combo	54.2	52.2	2.0		62.0	54.4	7.6	63.5	58.5	5.0	59.9	57.5	2.4	56.6	57.6	-1.0	29.9	38.0	-8.1	59.7	57.9	1.8
NZME Combo	31.5	30.6	0.9		19.2	23.1	-3.9	17.8	20.2	-2.4	25.7	27.0	-1.3	32.5	32.0	0.5	61.5	48.5	13.0	25.2	24.9	0.3

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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	9.9	9.4	0.5	2	0.7	0.7	0.0	2.2	1.3	0.9	2.4	1.6	0.8	3.6	2.7	0.9	3.6	3.7	-0.1	4.4	4.9	-0.5	2.0	1.7	0.3
Channel X	5.9	3.8	2.1	8	1.2	0.7	0.5	2.8	1.6	1.2	2.9	1.8	1.1	4.2	2.6	1.6	1.7	1.2	0.5	0.5	0.5	0.0	1.5	0.7	0.8
Coast	5.2	4.7	0.5	11	0.1	*	*	0.6	0.5	0.1	1.0	1.0	0.0	1.6	1.3	0.3	1.7	1.5	0.2	2.5	2.3	0.2	0.5	0.5	0.0
Edge	13.8	14.5	-0.7	1	4.1	4.5	-0.4	6.0	6.6	-0.6	5.8	6.0	-0.2	8.1	8.2	-0.1	3.4	3.5	-0.1	1.5	1.6	-0.1	3.5	3.6	-0.1
George FM	5.4	5.0	0.4	9	0.6	0.7	-0.1	2.9	2.6	0.3	3.2	3.0	0.2	3.9	3.4	0.5	1.3	1.1	0.2	0.8	0.8	0.0	0.8	0.6	0.2
Gold Sport	0.6	0.5	0.1	16	0.1	0.1	0.0	0.1	*	*	0.1	*	*	0.1	*	*	0.3	0.2	0.1	0.3	0.2	0.1	*	*	*
Life FM	1.0	1.1	-0.1	14	0.3	0.3	0.0	0.6	0.6	0.0	0.7	0.6	0.1	0.7	0.7	0.0	*	0.1	*	0.1	0.1	0.0	0.3	0.4	-0.1
Magic (Breeze Classic)*	6.6	7.1	-0.5	6	0.3	0.4	-0.1	0.3	0.4	-0.1	0.3	0.7	-0.4	1.1	1.1	0.0	1.7	1.5	0.2	3.1	3.8	-0.7	0.7	0.9	-0.2
More FM	7.4	6.8	0.6	4	1.3	1.0	0.3	1.4	1.4	0.0	1.3	1.3	0.0	3.4	3.3	0.1	3.7	3.3	0.4	2.1	1.9	0.2	0.9	1.5	-0.6
Newstalk ZB	6.2	6.4	-0.2	7	*	*	*	0.3	0.4	-0.1	0.5	0.5	0.0	0.9	0.8	0.1	1.6	1.3	0.3	3.4	3.3	0.1	0.3	0.3	0.0
Radio Hauraki	3.5	3.4	0.1	13	0.1	0.2	-0.1	0.7	0.7	0.0	1.1	1.2	-0.1	2.4	2.3	0.1	2.0	1.7	0.3	0.8	0.8	0.0	0.5	0.6	-0.1
Rhema	0.8	0.6	0.2	15	*	*	*	0.2	0.2	0.0	0.2	0.2	0.0	0.2	0.2	0.0	0.3	0.2	0.1	0.5	0.3	0.2	*	*	*
Rock	7.6	5.7	1.9	3	0.9	0.7	0.2	3.4	2.0	1.4	4.8	2.7	2.1	5.9	3.7	2.2	1.7	2.0	-0.3	0.7	1.2	-0.5	1.0	0.3	0.7
Sanctuary	0.6	0.5	0.1	16	*	*	*	*	*	*	*	*	*	*	*	*	0.2	*	*	0.4	0.2	0.2	*	*	*
Sport Nation	0.4	0.1	0.3	18	*	*	*	*	*	*	*	*	*	0.1	0.1	0.0	0.2	0.1	0.1	0.2	*	*	*	*	*
The Hits	7.3	7.1	0.2	5	1.7	1.7	0.0	2.5	2.9	-0.4	2.4	2.2	0.2	3.5	3.0	0.5	2.2	2.3	-0.1	1.7	2.1	-0.4	2.0	1.3	0.7
The Sound	5.3	4.7	0.6	10	1.0	0.9	0.1	0.7	0.6	0.1	0.7	0.5	0.2	1.3	1.3	0.0	2.5	2.5	0.0	2.7	2.3	0.4	0.7	0.8	-0.1
ZM	5.1	5.2	-0.1	12	1.8	1.8	0.0	2.5	2.7	-0.2	2.2	2.2	0.0	3.1	3.3	-0.2	1.1	1.2	-0.1	0.2	0.1	0.1	1.7	1.4	0.3
MediaWorks Combo	47.6	44.9	2.7		8.2	7.7	0.5	14.4	13.2	1.2	15.3	13.7	1.6	22.3	20.3	2.0	15.0	14.2	0.8	13.2	13.4	-0.2	7.9	8.1	-0.2
NZME Combo	25.0	24.2	0.8		3.6	3.6	0.0	6.2	6.5	-0.3	6.5	6.3	0.2	10.4	9.3	1.1	8.0	7.4	0.6	7.9	8.0	-0.1	4.3	3.3	1.0
All Commercial Radio	63.7	61.7	2.0		10.2	9.8	0.4	16.2	15.3	0.9	18.1	16.7	1.4	28.4	26.5	1.9	21.2	20.4	0.8	18.8	19.0	-0.2	10.8	10.8	0.0
Potential (000)	92.6	92.6	0.0		17.3	17.3	0.0	24.4	24.4	0.0	24.1	24.1	0.0	37.6	37.6	0.0	27.8	27.8	0.0	26.8	26.8	0.0	14.0	14.3	-0.3
Sample	897	824	73		137	136	1	163	154	9	187	182	5	321	296	25	267	230	37	291	257	34	141	125	16

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Potential (000)	92.6	92.6	0.0
Sample Size	897	824	73

	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	5.4	5.1	0.3	2	4.8	4.4	0.4	5.1	4.7	0.4	5.1	4.7	0.4	1.5	1.8	-0.3	1.0	1.0	0.0	6.0	5.8	0.2
Channel X	3.1	2.0	1.1	7	3.3	1.7	1.6	3.6	1.9	1.7	2.8	1.7	1.1	1.2	0.2	1.0	0.2	0.1	0.1	2.4	1.3	1.1
Coast	2.4	1.9	0.5	11	2.7	2.6	0.1	2.6	2.7	-0.1	2.1	1.9	0.2	1.0	1.2	-0.2	0.4	0.6	-0.2	2.6	2.2	0.4
Edge	6.3	6.8	-0.5	1	3.6	3.8	-0.2	7.8	8.7	-0.9	7.8	8.2	-0.4	3.1	3.4	-0.3	1.9	2.2	-0.3	9.1	9.4	-0.3
George FM	2.2	2.2	0.0	12	2.6	2.4	0.2	2.7	3.1	-0.4	2.6	2.7	-0.1	0.9	0.9	0.0	0.5	0.8	-0.3	3.0	2.8	0.2
Gold Sport	0.2	0.2	0.0	17	0.2	0.1	0.1	0.2	0.2	0.0	0.1	0.1	0.0	0.1	0.1	0.0	*	*	*	0.5	0.3	0.2
Life FM	0.3	0.2	0.1	16	0.2	0.2	0.0	0.3	0.3	0.0	0.6	0.5	0.1	0.4	0.5	-0.1	0.1	0.2	-0.1	0.9	0.8	0.1
Magic (Breeze Classic)*	3.2	3.4	-0.2	6	4.6	4.2	0.4	3.6	3.8	-0.2	2.6	2.5	0.1	1.2	1.1	0.1	0.5	0.6	-0.1	4.3	4.4	-0.1
More FM	3.5	3.9	-0.4	5	2.6	2.5	0.1	4.2	4.0	0.2	4.1	3.9	0.2	1.7	1.4	0.3	0.4	0.3	0.1	4.7	4.4	0.3
Newstalk ZB	5.1	5.1	0.0	3	3.4	3.6	-0.2	2.8	2.4	0.4	2.8	2.6	0.2	1.7	1.6	0.1	1.6	1.8	-0.2	4.5	4.4	0.1
Radio Hauraki	1.3	1.4	-0.1	13	0.9	1.1	-0.2	1.9	1.5	0.4	1.5	1.5	0.0	0.1	0.1	0.0	0.3	0.2	0.1	1.4	1.4	0.0
Rhema	0.4	0.3	0.1	15	0.2	0.1	0.1	0.2	0.2	0.0	*	*	*	0.1	0.1	0.0	0.2	*	*	0.1	0.1	0.0
Rock	4.7	3.1	1.6	4	4.0	2.7	1.3	4.5	3.2	1.3	3.8	2.2	1.6	2.3	1.1	1.2	0.8	0.7	0.1	4.8	3.1	1.7
Sanctuary	0.5	0.4	0.1	14	0.3	0.3	0.0	0.3	0.3	0.0	0.3	0.1	0.2	0.1	0.1	0.0	*	*	*	0.4	0.5	-0.1
Sport Nation	0.1	*	*	18	0.1	*	*	0.1	*	*	*	*	*	0.1	*	*	0.2	0.1	0.1	0.2	*	*
The Hits	2.7	2.3	0.4	9	4.1	3.9	0.2	4.6	4.5	0.1	3.2	3.0	0.2	2.0	1.3	0.7	1.0	1.6	-0.6	3.5	2.8	0.7
The Sound	2.5	2.5	0.0	10	3.0	2.7	0.3	3.2	2.5	0.7	2.3	2.4	-0.1	0.9	0.6	0.3	0.2	0.1	0.1	2.9	1.8	1.1
ZM	3.0	3.1	-0.1	8	1.0	1.0	0.0	3.0	2.8	0.2	2.7	3.2	-0.5	0.4	0.3	0.1	0.1	0.1	0.0	2.6	2.6	0.0
MediaWorks Combo	26.8	25.2	1.6		25.5	21.9	3.6	30.0	27.3	2.7	27.6	25.6	2.0	11.9	10.0	1.9	4.7	5.1	-0.4	32.2	29.3	2.9
NZME Combo	14.1	13.6	0.5		11.5	11.8	-0.3	14.1	13.1	1.0	11.9	11.9	0.0	5.2	4.5	0.7	3.4	4.2	-0.8	14.3	13.0	1.3
All Commercial Radio	42.1	40.7	1.4		38.2	35.4	2.8	43.5	40.2	3.3	40.2	38.3	1.9	18.4	16.3	2.1	8.1	9.0	-0.9	48.5	45.1	3.4

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

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

*Magic rebranded to Breeze Classic from Nov 1st 2025



NELSON COMMERCIAL RADIO - SURVEY 3 2025

Average Time Spent Listening (hh:mm) by Demographic, Mon-Sun 12mn-12mn
Survey Comparisons: 2/2025 - 3/2025

This Survey Period: Sun Aug 11 to Sat Nov 2 2024 & Sun Feb 9 to Sat May 3 & Sun May 11 to Sat Aug 2
Sun Aug 10 to Sat Nov 1 2025
Last 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

	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	10:45	10:36	0:08	3:49	3:32	0:17	13:24	15:19	-1:55	13:58	13:46	0:12	13:26	13:19	0:07	11:02	9:34	1:27	9:53	10:17	-0:24	12:50	11:06	1:44
Channel X	9:55	8:46	1:08	3:51	1:18	2:33	11:02	7:59	3:03	11:45	9:56	1:48	12:29	12:04	0:24	11:25	12:18	-0:52	3:32	2:41	0:50	11:22	12:20	-0:57
Coast	7:51	6:19	1:32	1:15	*	*	1:11	1:21	-0:09	3:18	0:59	2:19	6:19	1:30	4:49	11:31	9:17	2:13	8:38	8:49	-0:11	4:55	1:56	2:58
Edge	5:58	5:56	0:01	6:29	5:48	0:41	7:23	6:31	0:52	6:49	6:14	0:34	6:18	6:24	-0:05	4:01	5:44	-1:43	2:24	3:40	-1:16	4:34	4:56	-0:21
George FM	8:09	7:49	0:19	11:15	9:47	1:28	5:23	3:56	1:26	8:40	7:53	0:46	8:00	7:25	0:34	6:49	7:10	-0:20	7:19	8:05	-0:45	3:01	1:53	1:08
Gold Sport	4:30	4:51	-0:21	0:30	0:30	0:00	4:30	*	*	4:30	*	*	4:30	*	*	4:59	5:19	-0:19	4:35	5:19	-0:43	*	*	*
Life FM	4:28	4:11	0:16	4:17	4:19	-0:01	2:43	2:37	0:05	3:41	3:29	0:12	3:41	3:15	0:26	*	2:00	*	11:45	11:45	0:00	6:29	5:34	0:55
Magic (Breeze Classic)*	12:52	10:58	1:54	10:52	10:41	0:10	15:00	15:16	-0:16	7:38	6:50	0:47	9:51	5:01	4:50	5:53	2:25	3:28	8:12	9:00	-0:47	4:03	5:27	-1:23
More FM	8:15	9:54	-1:38	10:19	9:34	0:45	7:30	11:20	-3:50	4:37	10:51	-6:14	6:04	9:26	-3:22	7:52	9:03	-1:10	8:04	8:42	-0:37	3:11	8:54	-5:43
Newstalk ZB	19:36	17:26	2:10	*	*	*	6:07	6:06	0:01	6:05	6:04	0:01	6:02	7:47	-1:45	18:32	17:03	1:29	20:22	17:18	3:04	7:21	9:17	-1:56
Radio Hauraki	3:00	3:27	-0:27	2:00	2:00	0:00	2:49	3:14	-0:25	4:00	4:24	-0:24	2:41	3:24	-0:43	2:39	3:10	-0:31	4:16	4:11	0:05	3:56	5:01	-1:04
Rhema	5:00	3:20	1:40	*	*	*	1:00	1:00	0:00	1:00	1:00	0:00	1:00	1:00	0:00	9:24	5:32	3:51	7:36	5:20	2:16	*	*	*
Rock	12:46	11:22	1:23	6:11	6:42	-0:31	19:05	20:04	-0:58	15:19	15:45	-0:25	13:54	13:00	0:54	10:35	8:28	2:06	13:39	10:20	3:18	11:28	11:25	0:02
Sanctuary	17:49	22:29	-4:39	*	*	*	*	*	*	*	*	*	*	*	*	4:30	*	*	21:14	34:51	-13:36	*	*	*
Sport Nation	6:00	10:00	-3:59	*	*	*	*	*	*	*	*	*	10:00	10:00	0:00	10:07	10:00	0:07	6:11	*	*	*	*	*
The Hits	7:01	7:15	-0:13	2:40	1:56	0:44	5:24	4:52	0:31	6:44	7:00	-0:16	6:56	6:24	0:32	9:57	10:55	-0:58	10:20	11:59	-1:39	5:41	6:49	-1:07
The Sound	10:48	7:51	2:57	2:30	2:01	0:29	7:28	1:56	5:32	13:44	10:49	2:54	15:56	14:39	1:16	13:54	10:50	3:04	10:57	6:44	4:13	14:26	17:42	-3:16
ZM	5:54	6:06	-0:12	6:30	6:42	-0:11	6:39	6:56	-0:17	4:48	4:34	0:14	4:55	4:46	0:09	7:03	8:05	-1:01	15:58	33:30	-17:31	7:02	7:53	-0:50
MediaWorks Combo	12:39	11:23	1:15	8:07	7:27	0:40	14:52	11:48	3:04	15:18	12:32	2:46	14:31	12:27	2:04	11:31	10:59	0:32	10:18	10:41	-0:23	11:38	10:34	1:04
NZME Combo	10:15	9:47	0:27	4:37	4:26	0:11	5:45	5:51	-0:06	5:45	5:35	0:10	5:55	5:24	0:30	10:48	10:33	0:15	14:41	13:48	0:52	7:02	8:06	-1:04
All Commercial Radio	16:02	14:54	1:08	9:33	9:07	0:26	17:21	14:58	2:22	16:50	14:35	2:15	16:28	14:37	1:51	15:36	15:10	0:25	16:34	16:30	0:03	14:19	13:56	0:22
Potential (000)	92.6	92.6	0.0	17.3	17.3	0.0	24.4	24.4	0.0	24.1	24.1	0.0	37.6	37.6	0.0	27.8	27.8	0.0	26.8	26.8	0.0	14.0	14.3	-0.3
Sample	897	824	73	137	136	1	163	154	9	187	182	5	321	296	25	267	230	37	291	257	34	141	125	16

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

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

*Magic rebranded to Breeze Classic from Nov 1st 2025



NELSON COMMERCIAL RADIO - SURVEY 3 2025

Average Time Spent Listening (hh:mm) by Daypart, People 10+
Survey Comparisons: 2/2025 - 3/2025

This Survey Period: Sun Aug 11 to Sat Nov 2 2024 & Sun Feb 9 to Sat May 3 & Sun May 11 to Sat Aug 2
Sun Aug 10 to Sat Nov 1 2025
Last 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

	This	Last	+/-
Potential (000)	92.6	92.6	0.0
Sample Size	897	824	73

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

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

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

*Magic rebranded to Breeze Classic from Nov 1st 2025