



NELSON COMMERCIAL RADIO - SURVEY 1 2016

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

Survey Comparisons: 2/2015 - 1/2016

This Survey Period: Sun Jan 31 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016

Last Survey Period: Sat Aug 8 to Sat Sep 19 2015

	All 10+				People 10-17			People 18-34			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	8.0	6.5	1.5	6	8.2	29.0	-20.8	5.5	0.2	5.3	8.9	5.0	3.9	12.0	6.4	5.6	10.2	7.8	2.4	4.2	6.8	-2.6	10.0	6.7	3.3
Coast	10.9	14.6	-3.7	4	6.0	0.4	5.6	0.1	1.7	-1.6	3.0	2.0	1.0	4.7	5.0	-0.3	11.1	14.1	-3.0	20.3	26.5	-6.2	8.5	6.8	1.7
Edge	12.8	9.3	3.5	1	39.8	24.9	14.9	24.4	19.1	5.3	19.4	14.9	4.5	15.0	11.7	3.3	6.5	5.2	1.3	2.9	2.4	0.5	19.5	12.5	7.0
George FM	2.1	1.1	1.0	13	0.3	0.1	0.2	7.0	4.8	2.2	4.7	1.2	3.5	2.8	0.7	2.1	0.2	*	*	*	*	*	2.1	0.7	1.4
Hits	3.3	4.8	-1.5	10	4.4	1.0	3.4	3.3	5.4	-2.1	3.3	4.9	-1.6	4.2	8.1	-3.9	4.4	7.2	-2.8	3.5	2.1	1.4	3.9	7.5	-3.6
Life FM	0.3	n.a.	*	17	1.0	n.a.	*	0.6	n.a.	*	0.6	n.a.	*	0.5	n.a.	*	0.2	n.a.	*	*	n.a.	*	1.1	n.a.	*
Magic	5.5	2.4	3.1	8	0.5	*	*	1.4	*	*	1.3	0.9	0.4	2.4	2.6	-0.2	6.2	4.1	2.1	13.3	4.0	9.3	0.4	2.7	-2.3
More FM	12.7	10.2	2.5	2	13.1	7.4	5.7	11.2	8.8	2.4	16.0	10.8	5.2	13.7	9.8	3.9	15.7	13.5	2.2	15.0	15.2	-0.2	10.7	7.1	3.6
Newstalk ZB	6.7	10.6	-3.9	7	*	2.7	*	*	1.0	*	0.8	1.1	-0.3	1.9	4.3	-2.4	5.3	9.9	-4.6	10.3	15.1	-4.8	3.1	10.3	-7.2
Radio Hauraki	2.8	2.6	0.2	11	1.0	0.4	0.6	3.2	2.3	0.9	5.9	6.7	-0.8	4.2	5.1	-0.9	2.0	1.9	0.1	1.3	0.6	0.7	1.1	5.3	-4.2
Radio Live	4.2	4.1	0.1	9	4.5	0.1	4.4	0.7	6.2	-5.5	2.0	7.7	-5.7	3.1	6.3	-3.2	4.7	2.9	1.8	4.5	2.6	1.9	2.6	3.6	-1.0
Radio Sport	2.1	3.1	-1.0	13	0.3	*	*	*	0.3	*	0.2	2.0	-1.8	1.4	3.0	-1.6	2.5	3.9	-1.4	3.9	4.6	-0.7	1.5	4.1	-2.6
Rhema	1.4	n.a.	*	15	0.4	n.a.	*	*	n.a.	*	0.2	n.a.	*	0.5	n.a.	*	1.6	n.a.	*	2.9	n.a.	*	0.6	n.a.	*
Rock	11.2	12.5	-1.3	3	12.3	3.9	8.4	26.8	23.4	3.4	13.4	20.8	-7.4	12.7	16.3	-3.6	7.6	9.9	-2.3	2.0	5.9	-3.9	22.4	18.9	3.5
Star	0.5	n.a.	*	16	*	n.a.	*	0.2	n.a.	*	0.1	n.a.	*	0.1	n.a.	*	0.3	n.a.	*	0.7	n.a.	*	*	n.a.	*
The Sound	10.8	11.2	-0.4	5	1.2	20.7	-19.5	6.5	10.4	-3.9	11.9	16.6	-4.7	14.2	15.4	-1.2	18.5	16.1	2.4	13.2	11.8	1.4	5.9	9.7	-3.8
ZM	2.5	1.9	0.6	12	3.8	4.7	-0.9	5.9	4.4	1.5	5.8	2.5	3.3	3.5	2.2	1.3	0.7	0.9	-0.2	0.9	0.1	0.8	2.9	2.2	0.7
Other	2.3	4.3	-2.0		3.2	4.8	-1.6	3.2	9.2	-6.0	2.6	2.8	-0.2	3.0	3.1	-0.1	2.2	2.5	-0.3	1.2	2.2	-1.0	3.7	1.8	1.9
Mediaworks Combo	67.3	57.3	10.0		80.0	86.0	-6.0	83.6	72.9	10.7	77.5	78.0	-0.5	76.0	69.3	6.7	69.6	59.5	10.1	55.1	48.8	6.3	73.5	62.0	11.5
NZME Combo	28.2	38.3	-10.1		15.5	9.2	6.3	12.4	17.9	-5.5	18.9	19.1	-0.2	20.0	27.7	-7.7	26.1	38.0	-11.9	40.1	49.1	-9.0	21.1	36.3	-15.2
Potential (000)	65.7	63.0	2.7		8.2	7.0	1.2	12.5	13.1	-0.6	16.2	16.5	-0.3	27.1	27.2	-0.1	20.8	20.1	0.7	18.6	16.9	1.7	11.6	12.9	-1.3
Sample	889	808	81		98	36	62	150	156	-6	213	242	-29	360	383	-23	287	248	39	293	246	47	169	179	-10

Please note: Survey 1 2016 supplied by GfK; Survey 2 2015 supplied by TNS. Please take into account if comparing Survey 2 2015 and Survey 1 2016 results

Mediaworks Combo : Breeze or Edge or George FM or Magic or More FM or Radio Live or Rock or The Sound

NZME Combo : Coast or Hits or Newstalk ZB or Radio Hauraki or Radio Sport or ZM

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



NELSON COMMERCIAL RADIO - SURVEY 1 2016

Station Share (%) by Daypart, People 10+

Survey Comparisons: 2/2015 - 1/2016

This Survey Period: Sun Jan 31 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016

Last Survey Period: Sat Aug 8 to Sat Sep 19 2015

	This	Last	+/-
Potential (000)	65.7	63.0	2.7
Sample Size	889	808	81

	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	7.0	6.6	0.4	8	8.9	6.0	2.9	7.7	6.0	1.7	7.6	10.4	-2.8	12.4	4.9	7.5	10.3	1.6	8.7	6.9	6.9	0.0
Coast	8.1	10.8	-2.7	6	12.0	14.0	-2.0	12.5	13.3	-0.8	12.0	15.5	-3.5	8.8	11.7	-2.9	4.4	14.2	-9.8	12.2	20.4	-8.2
Edge	12.9	10.5	2.4	2	12.1	8.5	3.6	13.1	9.5	3.6	16.8	10.3	6.5	9.1	9.6	-0.5	7.5	6.6	0.9	13.0	8.8	4.2
George FM	0.6	0.9	-0.3	16	0.9	1.4	-0.5	1.2	1.8	-0.6	2.7	1.2	1.5	7.2	0.7	6.5	3.1	*	*	3.0	0.6	2.4
Hits	2.5	5.1	-2.6	10	2.9	5.3	-2.4	3.6	5.6	-2.0	3.2	6.6	-3.4	2.8	4.7	-1.9	7.5	1.4	6.1	3.5	3.2	0.3
Life FM	0.3	n.a.	*	17	0.1	n.a.	*	0.5	n.a.	*	0.7	n.a.	*	0.2	n.a.	*	*	n.a.	*	0.2	n.a.	*
Magic	4.7	2.8	1.9	9	5.4	3.1	2.3	6.1	2.2	3.9	6.5	0.9	5.6	4.5	2.3	2.2	4.7	1.6	3.1	5.8	2.7	3.1
More FM	15.9	16.1	-0.2	1	13.3	9.3	4.0	15.5	8.5	7.0	10.2	7.7	2.5	4.1	5.5	-1.4	11.7	8.6	3.1	11.1	9.9	1.2
Newstalk ZB	10.3	12.9	-2.6	4	6.1	7.3	-1.2	1.7	5.3	-3.6	2.3	7.8	-5.5	13.7	19.7	-6.0	13.1	24.9	-11.8	7.9	13.3	-5.4
Radio Hauraki	1.7	3.0	-1.3	13	3.7	3.2	0.5	4.1	3.2	0.9	3.4	2.6	0.8	1.9	2.8	-0.9	1.2	1.7	-0.5	1.9	1.2	0.7
Radio Live	7.9	4.2	3.7	7	2.7	5.3	-2.6	1.9	4.3	-2.4	2.2	2.8	-0.6	6.1	3.5	2.6	6.8	7.3	-0.5	4.5	3.0	1.5
Radio Sport	2.2	3.1	-0.9	11	2.5	3.3	-0.8	1.0	3.2	-2.2	1.7	1.8	-0.1	2.6	3.5	-0.9	1.7	1.6	0.1	2.7	3.7	-1.0
Rhema	1.1	n.a.	*	14	1.2	n.a.	*	1.5	n.a.	*	1.0	n.a.	*	3.1	n.a.	*	2.1	n.a.	*	1.2	n.a.	*
Rock	11.0	12.1	-1.1	3	11.5	15.6	-4.1	10.6	13.6	-3.0	12.2	10.4	1.8	6.9	10.1	-3.2	19.0	25.4	-6.4	10.9	7.7	3.2
Star	0.7	n.a.	*	15	0.1	n.a.	*	0.4	n.a.	*	0.2	n.a.	*	1.1	n.a.	*	1.7	n.a.	*	0.5	n.a.	*
The Sound	9.3	6.1	3.2	5	11.1	11.6	-0.5	13.3	16.7	-3.4	12.7	14.5	-1.8	10.2	7.1	3.1	4.3	4.2	0.1	9.8	10.9	-1.1
ZM	2.2	1.9	0.3	11	2.9	1.2	1.7	2.5	1.8	0.7	3.0	2.4	0.6	1.5	2.9	-1.4	0.7	0.4	0.3	2.6	2.4	0.2
Other	1.8	3.3	-1.5		2.6	3.6	-1.0	3.0	3.9	-0.9	1.6	4.8	-3.2	3.9	11.0	-7.1	0.3	0.2	0.1	2.2	5.4	-3.2
Mediaworks Combo	69.3	59.3	10.0		65.9	60.7	5.2	69.4	62.5	6.9	71.0	58.1	12.9	60.5	43.6	16.9	67.3	55.4	11.9	65.0	50.4	14.6
NZME Combo	27.0	37.4	-10.4		30.1	35.6	-5.5	25.3	33.6	-8.3	25.5	37.1	-11.6	31.3	45.4	-14.1	28.6	44.4	-15.8	30.9	44.3	-13.4

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NELSON COMMERCIAL RADIO - SURVEY 1 2016

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

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This Survey Period: Sun Jan 31 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016

Last Survey Period: Sat Aug 8 to Sat Sep 19 2015

	All 10+				People 10-17			People 18-34			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	7.6	5.9	1.7	6	1.3	0.5	0.8	1.1	0.6	0.5	1.9	1.5	0.4	3.9	3.0	0.9	3.1	2.7	0.4	1.9	2.0	-0.1	1.9	0.9	1.0
Coast	9.0	10.1	-1.1	4	0.4	0.1	0.3	0.1	0.4	-0.3	1.4	0.9	0.5	2.8	2.4	0.4	3.7	4.6	-0.9	4.6	5.7	-1.1	1.0	1.5	-0.5
Edge	16.3	12.6	3.7	1	4.2	2.4	1.8	6.2	4.4	1.8	6.2	4.2	2.0	8.3	6.6	1.7	2.8	3.1	-0.3	1.0	1.0	0.0	4.6	4.1	0.5
George FM	2.2	1.0	1.2	14	0.2	0.1	0.1	1.3	0.6	0.7	1.1	0.3	0.8	1.4	0.5	0.9	0.3	0.2	0.1	*	*	*	0.6	0.3	0.3
Hits	5.7	4.9	0.8	7	1.5	0.3	1.2	1.4	1.4	0.0	2.0	1.5	0.5	3.1	3.3	-0.2	1.5	2.1	-0.6	1.0	0.6	0.4	1.2	1.7	-0.5
Life FM	0.8	n.a.	*	16	0.2	n.a.	*	0.2	n.a.	*	0.3	n.a.	*	0.5	n.a.	*	0.3	n.a.	*	0.2	n.a.	*	0.4	n.a.	*
Magic	4.4	2.6	1.8	9	0.2	*	*	0.5	0.1	0.4	0.4	0.5	-0.1	1.0	1.1	-0.1	1.9	1.4	0.5	2.5	1.3	1.2	0.1	0.6	-0.5
More FM	10.7	8.9	1.8	2	1.6	0.7	0.9	1.7	1.8	-0.1	3.3	2.8	0.5	5.7	4.6	1.1	4.3	3.6	0.7	2.4	2.9	-0.5	2.9	1.9	1.0
Newstalk ZB	5.3	5.2	0.1	8	*	0.1	*	*	0.3	*	0.3	0.5	-0.2	0.7	1.3	-0.6	1.8	1.6	0.2	2.8	2.2	0.6	0.7	0.7	0.0
Radio Hauraki	3.2	3.0	0.2	12	0.2	0.1	0.1	1.1	0.9	0.2	1.2	1.3	-0.1	1.6	2.0	-0.4	0.9	1.1	-0.2	0.6	0.4	0.2	0.3	1.0	-0.7
Radio Live	4.3	4.2	0.1	10	0.3	0.1	0.2	0.2	0.8	-0.6	1.1	1.5	-0.4	2.1	2.6	-0.5	1.8	1.5	0.3	1.2	0.8	0.4	0.7	0.5	0.2
Radio Sport	2.9	2.9	0.0	13	0.2	*	*	0.1	0.4	-0.3	0.3	0.6	-0.3	1.0	1.4	-0.4	1.2	1.3	-0.1	1.1	1.1	0.0	0.7	0.6	0.1
Rhema	1.2	n.a.	*	15	0.1	n.a.	*	*	n.a.	*	0.1	n.a.	*	0.6	n.a.	*	0.5	n.a.	*	0.4	n.a.	*	0.2	n.a.	*
Rock	9.1	6.8	2.3	3	2.0	0.1	1.9	3.2	2.5	0.7	3.4	3.4	0.0	4.7	4.7	0.0	1.9	2.1	-0.2	0.8	0.9	-0.1	2.0	2.1	-0.1
Star	0.6	n.a.	*	17	*	n.a.	*	0.2	n.a.	*	0.1	n.a.	*	0.1	n.a.	*	0.1	n.a.	*	0.2	n.a.	*	0.1	n.a.	*
The Sound	8.9	6.9	2.0	5	0.4	0.4	0.0	1.3	0.9	0.4	2.2	2.0	0.2	5.2	4.1	1.1	5.5	3.8	1.7	2.9	2.2	0.7	1.6	1.8	-0.2
ZM	3.3	2.8	0.5	11	0.6	0.4	0.2	1.3	1.1	0.2	1.7	1.0	0.7	2.0	1.7	0.3	0.5	0.8	-0.3	0.3	0.1	0.2	0.8	0.8	0.0
Other	4.0	6.1	-2.1		0.4	0.9	-0.5	1.2	1.6	-0.4	1.3	1.7	-0.4	1.8	2.5	-0.7	1.0	1.7	-0.7	1.2	1.7	-0.5	0.6	1.1	-0.5
Mediaworks Combo	40.1	32.7	7.4		5.8	3.4	2.4	9.7	7.8	1.9	12.3	10.0	2.3	19.8	17.2	2.6	13.5	11.6	1.9	9.2	7.2	2.0	8.4	8.1	0.3
NZME Combo	24.4	24.2	0.2		2.4	1.0	1.4	3.7	3.6	0.1	5.7	5.0	0.7	9.4	9.9	-0.5	7.9	9.3	-1.4	8.5	8.6	-0.1	3.6	5.1	-1.5
All Commercial Radio	51.9	46.6	5.3		6.2	4.2	2.0	10.5	9.3	1.2	14.3	12.7	1.6	23.4	21.4	2.0	17.1	16.1	1.0	14.2	13.0	1.2	10.1	10.5	-0.4
Potential (000)	65.7	63.0	2.7		8.2	7.0	1.2	12.5	13.1	-0.6	16.2	16.5	-0.3	27.1	27.2	-0.1	20.8	20.1	0.7	18.6	16.9	1.7	11.6	12.9	-1.3
Sample	889	808	81		98	36	62	150	156	-6	213	242	-29	360	383	-23	287	248	39	293	246	47	169	179	-10

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	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	3.4	3.2	0.2	7	3.5	2.5	1.0	3.2	3.2	0.0	3.9	2.2	1.7	1.8	1.1	0.7	0.9	0.5	0.4	4.2	3.5	0.7
Coast	4.5	5.5	-1.0	5	5.6	5.6	0.0	5.3	5.6	-0.3	5.1	4.3	0.8	2.5	2.2	0.3	0.6	1.2	-0.6	5.7	6.4	-0.7
Edge	9.8	6.9	2.9	1	7.1	4.9	2.2	8.6	6.3	2.3	8.9	4.7	4.2	4.2	2.8	1.4	1.4	1.7	-0.3	12.3	7.5	4.8
George FM	0.5	0.6	-0.1	15	0.7	0.6	0.1	0.9	0.7	0.2	1.2	0.5	0.7	0.8	0.2	0.6	0.4	*	*	1.4	0.5	0.9
Hits	2.1	3.1	-1.0	9	1.9	2.4	-0.5	2.7	2.9	-0.2	2.7	2.7	0.0	0.8	1.0	-0.2	0.7	0.5	0.2	3.1	2.8	0.3
Life FM	0.3	n.a.	*	16	0.3	n.a.	*	0.4	n.a.	*	0.4	n.a.	*	0.1	n.a.	*	*	n.a.	*	0.3	n.a.	*
Magic	2.1	1.3	0.8	9	2.4	1.2	1.2	2.4	1.5	0.9	2.1	0.4	1.7	1.0	0.4	0.6	0.4	0.3	0.1	2.9	1.1	1.8
More FM	7.0	6.8	0.2	2	5.2	3.6	1.6	4.6	4.4	0.2	4.5	3.8	0.7	2.1	1.2	0.9	1.5	1.2	0.3	6.6	4.8	1.8
Newstalk ZB	4.4	4.1	0.3	6	2.4	2.4	0.0	2.0	1.9	0.1	1.3	2.3	-1.0	2.1	1.9	0.2	1.6	1.7	-0.1	4.2	4.1	0.1
Radio Hauraki	1.3	1.5	-0.2	13	1.5	1.6	-0.1	2.2	1.3	0.9	1.8	1.7	0.1	0.7	1.0	-0.3	0.4	0.5	-0.1	1.7	1.2	0.5
Radio Live	3.0	2.8	0.2	8	1.5	2.0	-0.5	1.4	1.8	-0.4	1.4	1.2	0.2	1.0	0.7	0.3	1.0	0.9	0.1	2.2	2.1	0.1
Radio Sport	1.4	1.4	0.0	12	1.3	1.2	0.1	1.1	1.0	0.1	1.0	0.9	0.1	0.5	0.7	-0.2	0.3	0.4	-0.1	2.0	2.1	-0.1
Rhema	0.8	n.a.	*	14	0.7	n.a.	*	0.8	n.a.	*	0.6	n.a.	*	0.5	n.a.	*	0.3	n.a.	*	0.8	n.a.	*
Rock	4.6	4.6	0.0	4	3.8	3.7	0.1	4.6	4.2	0.4	5.3	3.3	2.0	1.5	1.5	0.0	0.9	1.5	-0.6	5.4	3.8	1.6
Star	0.1	n.a.	*	17	0.2	n.a.	*	0.3	n.a.	*	0.2	n.a.	*	0.4	n.a.	*	0.2	n.a.	*	0.4	n.a.	*
The Sound	4.8	3.2	1.6	3	4.4	3.2	1.2	4.8	3.8	1.0	4.4	3.7	0.7	2.1	1.4	0.7	1.1	0.7	0.4	5.3	4.7	0.6
ZM	2.0	1.2	0.8	11	1.5	1.0	0.5	1.6	1.3	0.3	1.9	1.2	0.7	0.8	0.4	0.4	0.2	0.1	0.1	2.1	1.4	0.7
Other	1.4	2.3	-0.9		1.5	1.7	-0.2	2.1	2.3	-0.2	1.8	1.3	0.5	1.1	1.2	-0.1	0.1	0.2	-0.1	1.9	2.9	-1.0
Mediaworks Combo	28.5	24.6	3.9		21.7	18.6	3.1	23.9	20.3	3.6	24.9	15.7	9.2	12.4	7.8	4.6	6.5	6.0	0.5	31.0	21.9	9.1
NZME Combo	14.4	15.3	-0.9		13.3	12.9	0.4	13.7	12.5	1.2	12.9	11.6	1.3	6.7	6.8	-0.1	3.8	4.3	-0.5	16.7	16.2	0.5
All Commercial Radio	39.6	36.8	2.8		32.3	28.6	3.7	34.4	29.6	4.8	34.4	25.4	9.0	18.6	14.1	4.5	9.5	9.9	-0.4	42.6	34.8	7.8

Please note: Survey 1 2016 supplied by GfK; Survey 2 2015 supplied by TNS. Please take into account if comparing Survey 2 2015 and Survey 1 2016 results

Mediaworks Combo : Breeze or Edge or George FM or Magic or More FM or Radio Live or Rock or The Sound

NZME Combo : Coast or Hits or Newstalk ZB or Radio Hauraki or Radio Sport or ZM



NELSON COMMERCIAL RADIO - SURVEY 1 2016

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

Survey Comparisons: 2/2015 - 1/2016

This Survey Period: Sun Jan 31 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016

Last Survey Period: Sat Aug 8 to Sat Sep 19 2015

	All 10+			People 10-17			People 18-34			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	9:23	9:40	-0:16	3:35	25:00	-21:24	9:14	0:35	8:39	11:08	7:32	3:36	12:41	8:02	4:39	11:25	8:52	2:33	5:43	9:22	-3:38	9:14	13:50	-4:35
Coast	10:47	12:44	-1:56	7:39	1:00	6:39	0:50	8:44	-7:53	5:16	5:19	-0:02	7:01	7:42	-0:40	10:13	9:33	0:40	11:41	12:59	-1:17	13:58	8:11	5:47
Edge	6:59	6:33	0:26	5:11	4:25	0:46	7:33	8:30	-0:56	7:23	7:56	-0:32	7:27	6:37	0:50	8:08	5:14	2:54	7:25	6:48	0:37	7:15	5:36	1:39
George FM	8:12	9:41	-1:28	0:49	0:15	0:34	10:30	16:13	-5:42	9:41	9:07	0:34	8:25	5:34	2:51	2:38	0:25	2:13	*	0:00	*	6:15	5:15	1:00
Hits	5:07	8:35	-3:27	1:38	1:23	0:15	4:34	7:17	-2:42	3:51	7:02	-3:10	5:38	9:10	-3:31	10:13	10:48	-0:34	8:57	9:04	-0:06	5:24	8:04	-2:39
Life FM	3:16	n.a.	*	2:52	n.a.	*	5:46	n.a.	*	5:38	n.a.	*	4:27	n.a.	*	2:14	n.a.	*	0:30	n.a.	*	5:15	n.a.	*
Magic	11:15	8:23	2:52	1:11	0:00	1:11	5:11	0:30	4:41	7:36	4:04	3:32	9:26	8:54	0:32	11:09	9:05	2:04	14:22	8:41	5:41	9:07	8:08	0:59
More FM	10:34	10:03	0:31	4:34	4:13	0:21	12:54	9:47	3:07	11:39	8:39	3:00	9:55	8:01	1:54	12:28	11:44	0:44	16:53	14:47	2:06	6:17	6:58	-0:40
Newstalk ZB	11:17	18:05	-6:47	*	7:30	*	*	6:55	*	6:46	4:33	2:13	11:24	12:03	-0:38	10:28	19:09	-8:40	9:48	19:15	-9:26	7:58	26:10	-18:11
Radio Hauraki	7:42	7:47	-0:04	2:26	1:15	1:11	5:26	4:56	0:30	11:39	11:19	0:20	10:42	9:40	1:02	7:40	5:31	2:09	5:24	3:58	1:26	7:23	9:32	-2:08
Radio Live	8:43	8:49	-0:05	7:41	0:15	7:26	6:07	14:14	-8:06	4:09	11:27	-7:17	6:19	9:10	-2:50	8:53	5:55	2:58	9:55	8:59	0:56	6:40	12:22	-5:41
Radio Sport	6:20	9:26	-3:05	0:42	0:00	0:42	0:15	1:45	-1:30	1:32	7:08	-5:35	5:55	7:44	-1:48	7:16	8:57	-1:40	9:10	12:03	-2:52	3:57	12:23	-8:25
Rhema	10:22	n.a.	*	3:00	n.a.	*	*	n.a.	*	2:48	n.a.	*	3:45	n.a.	*	10:12	n.a.	*	18:33	n.a.	*	4:30	n.a.	*
Rock	10:57	16:08	-5:10	3:25	11:15	-7:49	16:00	18:04	-2:03	9:24	13:45	-4:20	11:13	13:00	-1:46	13:43	15:02	-1:18	7:03	19:16	-12:12	18:45	16:48	1:57
Star	7:21	n.a.	*	*	n.a.	*	1:40	n.a.	*	2:45	n.a.	*	2:45	n.a.	*	10:00	n.a.	*	8:25	n.a.	*	0:15	n.a.	*
The Sound	10:49	14:21	-3:31	1:38	19:30	-17:51	9:31	23:21	-13:49	12:34	18:26	-5:51	11:24	14:10	-2:45	11:28	13:02	-1:33	12:13	14:51	-2:37	6:23	9:59	-3:35
ZM	6:36	5:54	0:42	3:22	4:33	-1:10	9:06	7:38	1:28	8:02	5:23	2:39	7:09	4:56	2:13	5:08	3:43	1:25	7:26	1:16	6:10	6:03	4:47	1:16
Other	5:04	6:20	-1:15	4:03	2:10	1:53	4:58	10:56	-5:57	4:45	3:37	1:08	6:47	4:40	2:07	7:20	4:38	2:42	2:39	3:38	-0:58	11:11	2:56	8:15
Mediaworks Combo	14:56	15:30	-0:33	7:37	10:29	-2:51	16:38	18:14	-1:35	14:53	17:14	-2:20	15:55	15:02	0:53	17:45	15:54	1:51	16:02	18:49	-2:46	15:03	14:03	1:00
NZME Combo	10:20	13:59	-3:38	3:29	3:44	-0:14	6:29	9:48	-3:18	7:54	8:34	-0:39	8:49	10:26	-1:36	11:24	12:40	-1:15	12:40	15:57	-3:16	10:02	12:59	-2:56
All Commercial Radio	17:11	18:58	-1:46	8:56	9:56	-0:59	18:23	21:00	-2:36	16:33	17:32	-0:58	17:42	17:28	0:14	20:07	19:20	0:47	18:55	21:24	-2:28	16:58	17:31	-0:32
Potential (000)	65.7	63.0	2.7	8.2	7.0	1.2	12.5	13.1	-0.6	16.2	16.5	-0.3	27.1	27.2	-0.1	20.8	20.1	0.7	18.6	16.9	1.7	11.6	12.9	-1.3
Sample	889	808	81	98	36	62	150	156	-6	213	242	-29	360	383	-23	287	248	39	293	246	47	169	179	-10

Please note: Survey 1 2016 supplied by GfK; Survey 2 2015 supplied by TNS. Please take into account if comparing Survey 2 2015 and Survey 1 2016 results

Mediaworks Combo : Breeze or Edge or George FM or Magic or More FM or Radio Live or Rock or The Sound

NZME Combo : Coast or Hits or Newstalk ZB or Radio Hauraki or Radio Sport or ZM



NELSON COMMERCIAL RADIO - SURVEY 1 2016

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

Survey Comparisons: 2/2015 - 1/2016

This Survey Period: Sun Jan 31 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016

Last Survey Period: Sat Aug 8 to Sat Sep 19 2015

	This	Last	+/-
Potential (000)	65.7	63.0	2.7
Sample Size	889	808	81

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

Please note: Survey 1 2016 supplied by GfK; Survey 2 2015 supplied by TNS. Please take into account if comparing Survey 2 2015 and Survey 1 2016 results

Mediaworks Combo : Breeze or Edge or George FM or Magic or More FM or Radio Live or Rock or The Sound

NZME Combo : Coast or Hits or Newstalk ZB or Radio Hauraki or Radio Sport or ZM