



NELSON COMMERCIAL RADIO - SURVEY 1 2017

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

Survey Comparisons: 1/2016 - 1/2017

This Survey Period: Sun Apr 10 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Apr 8 2017

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

	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	6.1	8.0	-1.9	8	10.6	8.2	2.4	2.2	5.5	-3.3	4.9	8.9	-4.0	8.0	12.0	-4.0	8.3	10.2	-1.9	3.7	4.2	-0.5	9.3	10.0	-0.7
Coast	11.0	10.9	0.1	3	4.5	6.0	-1.5	0.9	0.1	0.8	3.2	3.0	0.2	5.9	4.7	1.2	12.7	11.1	1.6	19.9	20.3	-0.4	8.2	8.5	-0.3
Edge	12.1	12.8	-0.7	2	37.8	39.8	-2.0	25.6	24.4	1.2	15.8	19.4	-3.6	14.6	15.0	-0.4	8.4	6.5	1.9	2.5	2.9	-0.4	19.2	19.5	-0.3
George FM	2.4	2.1	0.3	14	2.6	0.3	2.3	6.2	7.0	-0.8	4.3	4.7	-0.4	2.7	2.8	-0.1	1.1	0.2	0.9	1.0	*	*	1.7	2.1	-0.4
Life FM	0.2	0.3	-0.1	18	1.4	1.0	0.4	0.1	0.6	-0.5	0.2	0.6	-0.4	0.3	0.5	-0.2	0.2	0.2	0.0	*	*	*	0.7	1.1	-0.4
Magic	6.4	5.5	0.9	7	0.7	0.5	0.2	2.5	1.4	1.1	2.1	1.3	0.8	1.9	2.4	-0.5	6.1	6.2	-0.1	15.7	13.3	2.4	1.1	0.4	0.7
Mix	2.7	n.a.	*	12	*	n.a.	*	3.0	n.a.	*	5.1	n.a.	*	4.3	n.a.	*	2.6	n.a.	*	1.2	n.a.	*	2.8	n.a.	*
More FM	12.8	12.7	0.1	1	14.3	13.1	1.2	12.8	11.2	1.6	14.8	16.0	-1.2	13.4	13.7	-0.3	15.9	15.7	0.2	14.7	15.0	-0.3	15.7	10.7	5.0
Newstalk ZB	8.9	6.7	2.2	5	*	*	*	*	*	*	1.0	0.8	0.2	2.1	1.9	0.2	5.5	5.3	0.2	11.4	10.3	1.1	3.6	3.1	0.5
Radio Hauraki	3.1	2.8	0.3	10	0.9	1.0	-0.1	4.1	3.2	0.9	7.2	5.9	1.3	5.9	4.2	1.7	2.5	2.0	0.5	0.4	1.3	-0.9	1.8	1.1	0.7
Radio Live	4.0	4.2	-0.2	9	5.3	4.5	0.8	1.8	0.7	1.1	2.2	2.0	0.2	2.8	3.1	-0.3	3.9	4.7	-0.8	5.0	4.5	0.5	3.7	2.6	1.1
Radio Sport	2.8	2.1	0.7	11	0.3	0.3	0.0	*	*	*	0.5	0.2	0.3	1.6	1.4	0.2	2.3	2.5	-0.2	3.7	3.9	-0.2	2.0	1.5	0.5
Rhema	0.6	1.4	-0.8	17	*	0.4	*	*	*	*	0.3	0.2	0.1	0.5	0.5	0.0	0.4	1.6	-1.2	1.0	2.9	-1.9	0.5	0.6	-0.1
Rock	10.0	11.2	-1.2	4	11.0	12.3	-1.3	22.9	26.8	-3.9	16.6	13.4	3.2	14.5	12.7	1.8	7.9	7.6	0.3	2.4	2.0	0.4	12.1	22.4	-10.3
Star	0.7	0.5	0.2	16	0.4	*	*	0.3	0.2	0.1	0.2	0.1	0.1	0.1	0.1	0.0	0.4	0.3	0.1	0.6	0.7	-0.1	*	*	*
The Hits	2.7	3.3	-0.6	12	4.1	4.4	-0.3	1.7	3.3	-1.6	1.6	3.3	-1.7	3.2	4.2	-1.0	4.3	4.4	-0.1	3.1	3.5	-0.4	4.3	3.9	0.4
The Sound	8.8	10.8	-2.0	6	2.6	1.2	1.4	7.1	6.5	0.6	9.4	11.9	-2.5	10.9	14.2	-3.3	15.0	18.5	-3.5	11.5	13.2	-1.7	7.7	5.9	1.8
ZM	2.4	2.5	-0.1	14	2.7	3.8	-1.1	7.0	5.9	1.1	6.1	5.8	0.3	3.8	3.5	0.3	0.9	0.7	0.2	1.1	0.9	0.2	2.2	2.9	-0.7
Other	2.2	2.3	-0.1		0.7	3.2	-2.5	1.7	3.2	-1.5	4.6	2.6	2.0	3.6	3.0	0.6	1.6	2.2	-0.6	1.1	1.2	-0.1	3.5	3.7	-0.2
Mediaworks Combo	62.6	67.3	-4.7		84.9	80.0	4.9	81.3	83.6	-2.3	70.0	77.5	-7.5	68.7	76.0	-7.3	66.5	69.6	-3.1	56.6	55.1	1.5	70.6	73.5	-2.9
NZME Combo	33.7	28.2	5.5		12.6	15.5	-2.9	16.6	12.4	4.2	24.7	18.9	5.8	26.8	20.0	6.8	30.9	26.1	4.8	40.7	40.1	0.6	24.7	21.1	3.6
Potential (000)	66.8	65.7	1.1		8.0	8.2	-0.2	13.3	12.5	0.8	16.5	16.2	0.3	27.6	27.1	0.5	21.3	20.8	0.5	18.9	18.6	0.3	12.0	11.6	0.4
Sample	904	889	15		108	98	10	171	150	21	215	213	2	354	360	-6	265	287	-22	289	293	-4	169	169	0

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 Mix (from S1 2017) or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM

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



NELSON COMMERCIAL RADIO - SURVEY 1 2017

Station Share (%) by Daypart, People 10+

Survey Comparisons: 1/2016 - 1/2017

This Survey Period: Sun Apr 10 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Apr 8 2017

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

	This	Last	+/-
Potential (000)	66.8	65.7	1.1
Sample Size	904	889	15

	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	4.4	7.0	-2.6	9	7.3	8.9	-1.6	6.2	7.7	-1.5	6.2	7.6	-1.4	7.4	12.4	-5.0	7.3	10.3	-3.0	5.5	6.9	-1.4
Coast	9.0	8.1	0.9	5	13.4	12.0	1.4	12.8	12.5	0.3	11.4	12.0	-0.6	9.9	8.8	1.1	3.0	4.4	-1.4	10.7	12.2	-1.5
Edge	13.0	12.9	0.1	3	9.1	12.1	-3.0	10.1	13.1	-3.0	16.9	16.8	0.1	10.3	9.1	1.2	9.4	7.5	1.9	14.5	13.0	1.5
George FM	1.3	0.6	0.7	14	1.1	0.9	0.2	2.2	1.2	1.0	4.5	2.7	1.8	5.3	7.2	-1.9	0.9	3.1	-2.2	3.0	3.0	0.0
Life FM	0.3	0.3	0.0	18	0.1	0.1	0.0	0.3	0.5	-0.2	0.4	0.7	-0.3	0.1	0.2	-0.1	0.6	*	*	*	0.2	*
Magic	5.3	4.7	0.6	8	7.3	5.4	1.9	8.6	6.1	2.5	6.8	6.5	0.3	1.8	4.5	-2.7	5.4	4.7	0.7	5.6	5.8	-0.2
Mix	1.2	n.a.	*	15	3.4	n.a.	*	4.3	n.a.	*	3.5	n.a.	*	1.8	n.a.	*	*	n.a.	*	2.2	n.a.	*
More FM	16.5	15.9	0.6	1	12.5	13.3	-0.8	14.6	15.5	-0.9	9.6	10.2	-0.6	6.7	4.1	2.6	16.2	11.7	4.5	11.1	11.1	0.0
Newstalk ZB	13.4	10.3	3.1	2	7.1	6.1	1.0	2.8	1.7	1.1	4.5	2.3	2.2	20.7	13.7	7.0	17.1	13.1	4.0	10.0	7.9	2.1
Radio Hauraki	2.9	1.7	1.2	10	2.8	3.7	-0.9	2.9	4.1	-1.2	3.6	3.4	0.2	3.8	1.9	1.9	5.2	1.2	4.0	2.9	1.9	1.0
Radio Live	5.7	7.9	-2.2	7	3.3	2.7	0.6	2.4	1.9	0.5	2.7	2.2	0.5	6.0	6.1	-0.1	7.9	6.8	1.1	4.3	4.5	-0.2
Radio Sport	2.0	2.2	-0.2	12	2.8	2.5	0.3	1.6	1.0	0.6	2.4	1.7	0.7	2.2	2.6	-0.4	1.4	1.7	-0.3	5.0	2.7	2.3
Rhema	0.5	1.1	-0.6	16	0.3	1.2	-0.9	0.5	1.5	-1.0	0.5	1.0	-0.5	2.7	3.1	-0.4	1.3	2.1	-0.8	0.7	1.2	-0.5
Rock	9.8	11.0	-1.2	4	11.8	11.5	0.3	10.7	10.6	0.1	10.0	12.2	-2.2	6.7	6.9	-0.2	10.6	19.0	-8.4	8.5	10.9	-2.4
Star	0.5	0.7	-0.2	16	0.5	0.1	0.4	0.9	0.4	0.5	0.7	0.2	0.5	1.2	1.1	0.1	1.8	1.7	0.1	0.6	0.5	0.1
The Hits	1.8	2.5	-0.7	13	2.4	2.9	-0.5	2.7	3.6	-0.9	2.6	3.2	-0.6	2.9	2.8	0.1	6.5	7.5	-1.0	3.2	3.5	-0.3
The Sound	8.1	9.3	-1.2	6	10.1	11.1	-1.0	11.0	13.3	-2.3	8.8	12.7	-3.9	6.8	10.2	-3.4	4.3	4.3	0.0	7.7	9.8	-2.1
ZM	2.6	2.2	0.4	11	2.6	2.9	-0.3	1.9	2.5	-0.6	3.1	3.0	0.1	1.6	1.5	0.1	0.7	0.7	0.0	2.7	2.6	0.1
Other	1.6	1.8	-0.2		2.0	2.6	-0.6	3.8	3.0	0.8	1.8	1.6	0.2	2.0	3.9	-1.9	0.4	0.3	0.1	1.9	2.2	-0.3
Mediaworks Combo	64.1	69.3	-5.2		62.5	65.9	-3.4	65.6	69.4	-3.8	65.6	71.0	-5.4	51.2	60.5	-9.3	62.1	67.3	-5.2	60.2	65.0	-4.8
NZME Combo	33.0	27.0	6.0		34.5	30.1	4.4	28.9	25.3	3.6	31.1	25.5	5.6	42.9	31.3	11.6	33.9	28.6	5.3	36.7	30.9	5.8

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 Mix (from S1 2017) or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM

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



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

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	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	6.7	7.6	-0.9	6	1.1	1.3	-0.2	0.9	1.1	-0.2	1.4	1.9	-0.5	3.2	3.9	-0.7	2.8	3.1	-0.3	2.0	1.9	0.1	1.7	1.9	-0.2
Coast	9.7	9.0	0.7	3	0.2	0.4	-0.2	0.5	0.1	0.4	1.6	1.4	0.2	3.2	2.8	0.4	4.2	3.7	0.5	4.9	4.6	0.3	1.4	1.0	0.4
Edge	15.3	16.3	-1.0	1	4.1	4.2	-0.1	5.7	6.2	-0.5	5.2	6.2	-1.0	7.4	8.3	-0.9	3.0	2.8	0.2	1.1	1.0	0.1	4.4	4.6	-0.2
George FM	3.2	2.2	1.0	14	0.3	0.2	0.1	1.9	1.3	0.6	1.6	1.1	0.5	1.8	1.4	0.4	0.3	0.3	0.0	0.1	*	*	0.7	0.6	0.1
Life FM	0.9	0.8	0.1	16	0.3	0.2	0.1	0.2	0.2	0.0	0.3	0.3	0.0	0.5	0.5	0.0	0.3	0.3	0.0	0.1	0.2	-0.1	0.4	0.4	0.0
Magic	4.8	4.4	0.4	9	0.2	0.2	0.0	0.6	0.5	0.1	0.6	0.4	0.2	1.0	1.0	0.0	1.6	1.9	-0.3	2.8	2.5	0.3	0.2	0.1	0.1
Mix	2.3	n.a.	*	15	0.1	n.a.	*	0.5	n.a.	*	1.2	n.a.	*	1.7	n.a.	*	0.7	n.a.	*	0.2	n.a.	*	0.6	n.a.	*
More FM	10.9	10.7	0.2	2	1.8	1.6	0.2	1.8	1.7	0.1	3.1	3.3	-0.2	5.3	5.7	-0.4	4.1	4.3	-0.2	2.6	2.4	0.2	3.0	2.9	0.1
Newstalk ZB	5.9	5.3	0.6	7	*	*	*	*	*	*	0.3	0.3	0.0	0.7	0.7	0.0	1.6	1.8	-0.2	2.8	2.8	0.0	0.6	0.7	-0.1
Radio Hauraki	3.8	3.2	0.6	11	0.1	0.2	-0.1	1.3	1.1	0.2	1.9	1.2	0.7	2.7	1.6	1.1	1.1	0.9	0.2	0.6	0.6	0.0	0.5	0.3	0.2
Radio Live	4.3	4.3	0.0	10	0.3	0.3	0.0	0.4	0.2	0.2	1.0	1.1	-0.1	1.8	2.1	-0.3	1.6	1.8	-0.2	1.3	1.2	0.1	0.8	0.7	0.1
Radio Sport	3.5	2.9	0.6	12	0.2	0.2	0.0	0.1	0.1	0.0	0.4	0.3	0.1	1.1	1.0	0.1	1.1	1.2	-0.1	1.3	1.1	0.2	0.8	0.7	0.1
Rhema	0.9	1.2	-0.3	16	*	0.1	*	*	*	*	0.2	0.1	0.1	0.6	0.6	0.0	0.4	0.5	-0.1	0.2	0.4	-0.2	0.2	0.2	0.0
Rock	9.5	9.1	0.4	4	1.6	2.0	-0.4	3.5	3.2	0.3	4.2	3.4	0.8	5.7	4.7	1.0	2.1	1.9	0.2	0.8	0.8	0.0	1.9	2.0	-0.1
Star	0.7	0.6	0.1	18	0.1	*	*	0.3	0.2	0.1	0.2	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.0	0.2	0.2	0.0	0.1	0.1	0.0
The Hits	4.9	5.7	-0.8	8	1.2	1.5	-0.3	1.1	1.4	-0.3	1.5	2.0	-0.5	2.5	3.1	-0.6	1.4	1.5	-0.1	0.9	1.0	-0.1	1.2	1.2	0.0
The Sound	7.8	8.9	-1.1	5	0.5	0.4	0.1	1.2	1.3	-0.1	2.1	2.2	-0.1	4.8	5.2	-0.4	4.7	5.5	-0.8	2.3	2.9	-0.6	1.9	1.6	0.3
ZM	3.5	3.3	0.2	12	0.5	0.6	-0.1	1.7	1.3	0.4	1.9	1.7	0.2	2.3	2.0	0.3	0.5	0.5	0.0	0.4	0.3	0.1	0.8	0.8	0.0
Other	3.8	4.0	-0.2		0.3	0.4	-0.1	0.8	1.2	-0.4	1.4	1.3	0.1	1.9	1.8	0.1	0.9	1.0	-0.1	1.0	1.2	-0.2	0.7	0.6	0.1
Mediaworks Combo	38.6	40.1	-1.5		5.6	5.8	-0.2	8.5	9.7	-1.2	11.0	12.3	-1.3	18.2	19.8	-1.6	12.9	13.5	-0.6	9.4	9.2	0.2	8.5	8.4	0.1
NZME Combo	26.3	24.4	1.9		1.9	2.4	-0.5	4.2	3.7	0.5	6.5	5.7	0.8	10.7	9.4	1.3	8.2	7.9	0.3	8.6	8.5	0.1	4.4	3.6	0.8
All Commercial Radio	52.3	51.9	0.4		5.8	6.2	-0.4	9.9	10.5	-0.6	13.6	14.3	-0.7	22.9	23.4	-0.5	17.3	17.1	0.2	14.6	14.2	0.4	10.4	10.1	0.3
Potential (000)	66.8	65.7	1.1		8.0	8.2	-0.2	13.3	12.5	0.8	16.5	16.2	0.3	27.6	27.1	0.5	21.3	20.8	0.5	18.9	18.6	0.3	12.0	11.6	0.4
Sample	904	889	15		108	98	10	171	150	21	215	213	2	354	360	-6	265	287	-22	289	293	-4	169	169	0

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	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	3.0	3.4	-0.4	7	3.1	3.5	-0.4	2.9	3.2	-0.3	3.5	3.9	-0.4	1.7	1.8	-0.1	0.8	0.9	-0.1	3.5	4.2	-0.7
Coast	4.7	4.5	0.2	5	6.3	5.6	0.7	5.9	5.3	0.6	5.3	5.1	0.2	2.3	2.5	-0.2	0.5	0.6	-0.1	5.6	5.7	-0.1
Edge	9.0	9.8	-0.8	1	6.5	7.1	-0.6	8.0	8.6	-0.6	9.3	8.9	0.4	3.9	4.2	-0.3	1.5	1.4	0.1	11.3	12.3	-1.0
George FM	1.1	0.5	0.6	14	0.7	0.7	0.0	1.3	0.9	0.4	1.8	1.2	0.6	0.9	0.8	0.1	0.3	0.4	-0.1	2.0	1.4	0.6
Life FM	0.3	0.3	0.0	17	0.2	0.3	-0.1	0.4	0.4	0.0	0.4	0.4	0.0	0.1	0.1	0.0	0.1	*	*	0.2	0.3	-0.1
Magic	2.1	2.1	0.0	10	2.9	2.4	0.5	3.0	2.4	0.6	2.1	2.1	0.0	0.7	1.0	-0.3	0.6	0.4	0.2	3.4	2.9	0.5
Mix	1.0	n.a.	*	15	1.1	n.a.	*	1.4	n.a.	*	1.7	n.a.	*	0.5	n.a.	*	*	n.a.	*	1.3	n.a.	*
More FM	7.2	7.0	0.2	2	5.6	5.2	0.4	4.8	4.6	0.2	4.5	4.5	0.0	2.1	2.1	0.0	1.8	1.5	0.3	7.0	6.6	0.4
Newstalk ZB	4.9	4.4	0.5	3	2.9	2.4	0.5	2.4	2.0	0.4	1.7	1.3	0.4	2.5	2.1	0.4	2.0	1.6	0.4	4.9	4.2	0.7
Radio Hauraki	1.7	1.3	0.4	11	1.4	1.5	-0.1	2.1	2.2	-0.1	2.0	1.8	0.2	0.7	0.7	0.0	0.8	0.4	0.4	2.1	1.7	0.4
Radio Live	3.0	3.0	0.0	7	1.6	1.5	0.1	1.5	1.4	0.1	1.7	1.4	0.3	1.0	1.0	0.0	1.0	1.0	0.0	2.5	2.2	0.3
Radio Sport	1.4	1.4	0.0	13	1.5	1.3	0.2	1.5	1.1	0.4	1.3	1.0	0.3	0.4	0.5	-0.1	0.2	0.3	-0.1	2.7	2.0	0.7
Rhema	0.5	0.8	-0.3	16	0.4	0.7	-0.3	0.5	0.8	-0.3	0.4	0.6	-0.2	0.5	0.5	0.0	0.2	0.3	-0.1	0.5	0.8	-0.3
Rock	4.8	4.6	0.2	4	4.1	3.8	0.3	4.7	4.6	0.1	5.3	5.3	0.0	1.7	1.5	0.2	0.9	0.9	0.0	5.4	5.4	0.0
Star	0.1	0.1	0.0	18	0.2	0.2	0.0	0.4	0.3	0.1	0.3	0.2	0.1	0.5	0.4	0.1	0.3	0.2	0.1	0.4	0.4	0.0
The Hits	1.7	2.1	-0.4	11	1.7	1.9	-0.2	2.1	2.7	-0.6	2.0	2.7	-0.7	0.7	0.8	-0.1	0.6	0.7	-0.1	2.7	3.1	-0.4
The Sound	4.2	4.8	-0.6	6	3.8	4.4	-0.6	4.1	4.8	-0.7	4.0	4.4	-0.4	1.5	2.1	-0.6	0.9	1.1	-0.2	4.7	5.3	-0.6
ZM	2.6	2.0	0.6	9	1.6	1.5	0.1	1.5	1.6	-0.1	1.9	1.9	0.0	0.9	0.8	0.1	0.2	0.2	0.0	2.3	2.1	0.2
Other	1.3	1.4	-0.1		1.2	1.5	-0.3	1.9	2.1	-0.2	1.4	1.8	-0.4	0.7	1.1	-0.4	0.2	0.1	0.1	1.8	1.9	-0.1
Mediaworks Combo	27.2	28.5	-1.3		22.3	21.7	0.6	24.2	23.9	0.3	24.8	24.9	-0.1	11.1	12.4	-1.3	6.4	6.5	-0.1	29.9	31.0	-1.1
NZME Combo	16.4	14.4	2.0		14.7	13.3	1.4	15.0	13.7	1.3	13.9	12.9	1.0	7.5	6.7	0.8	4.3	3.8	0.5	18.3	16.7	1.6
All Commercial Radio	39.0	39.6	-0.6		33.9	32.3	1.6	35.7	34.4	1.3	34.7	34.4	0.3	18.1	18.6	-0.5	10.0	9.5	0.5	42.3	42.6	-0.3

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 Mix (from S1 2017) or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM



NELSON COMMERCIAL RADIO - SURVEY 1 2017

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

Survey Comparisons: 1/2016 - 1/2017

This Survey Period: Sun Apr 10 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Apr 8 2017

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

	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	8:21	9:23	-1:01	240:00	3:35	236:24	4:43	9:14	-4:30	8:24	11:08	-2:44	10:54	12:41	-1:47	10:51	11:25	-0:34	5:24	5:43	-0:19	8:35	9:14	-0:39
Coast	10:36	10:47	-0:11	10:41	7:39	3:02	3:12	0:50	2:21	4:45	5:16	-0:31	7:56	7:01	0:55	11:06	10:13	0:52	11:41	11:41	-0:00	9:09	13:58	-4:48
Edge	7:23	6:59	0:24	4:43	5:11	-0:27	8:13	7:33	0:40	7:26	7:23	0:02	8:32	7:27	1:04	10:05	8:08	1:56	6:36	7:25	-0:49	7:01	7:15	-0:14
George FM	6:57	8:12	-1:14	4:54	0:49	4:05	6:05	10:30	-4:25	6:45	9:41	-2:56	6:30	8:25	-1:54	12:25	2:38	9:47	24:45	*	*	3:55	6:15	-2:20
Life FM	2:14	3:16	-1:02	2:24	2:52	-0:28	1:16	5:46	-4:29	2:25	5:38	-3:12	2:40	4:27	-1:47	2:22	2:14	0:07	0:30	0:30	0:00	2:59	5:15	-2:16
Magic	12:22	11:15	1:06	1:40	1:11	0:28	7:29	5:11	2:17	9:08	7:36	1:31	8:28	9:26	-0:58	14:05	11:09	2:55	15:57	14:22	1:35	9:49	9:07	0:41
Mix	10:54	n.a.	*	0:15	n.a.	*	10:07	n.a.	*	10:47	n.a.	*	10:56	n.a.	*	13:35	n.a.	*	21:56	n.a.	*	7:23	n.a.	*
More FM	10:57	10:34	0:22	4:09	4:34	-0:25	12:42	12:54	-0:11	11:51	11:39	0:11	11:02	9:55	1:07	14:02	12:28	1:34	16:36	16:53	-0:16	8:21	6:17	2:04
Newstalk ZB	14:07	11:17	2:49	*	*	*	*	*	*	8:33	6:46	1:46	12:53	11:24	1:29	12:21	10:28	1:53	11:30	9:48	1:42	9:25	7:58	1:27
Radio Hauraki	7:38	7:42	-0:04	3:44	2:26	1:17	5:39	5:26	0:12	9:31	11:39	-2:07	9:44	10:42	-0:57	8:01	7:40	0:20	2:08	5:24	-3:15	5:42	7:23	-1:41
Radio Live	8:52	8:43	0:09	7:59	7:41	0:17	8:55	6:07	2:47	5:14	4:09	1:05	6:43	6:19	0:23	8:34	8:53	-0:19	10:50	9:55	0:54	7:18	6:40	0:38
Radio Sport	7:24	6:20	1:04	0:42	0:42	-0:00	0:15	0:15	0:00	3:41	1:32	2:08	6:25	5:55	0:29	7:29	7:16	0:12	8:00	9:10	-1:10	3:57	3:57	-0:00
Rhema	6:34	10:22	-3:48	*	3:00	*	*	*	*	2:52	2:48	0:04	3:41	3:45	-0:03	4:12	10:12	-6:00	11:29	18:33	-7:04	4:08	4:30	-0:22
Rock	9:45	10:57	-1:12	3:30	3:25	0:05	12:03	16:00	-3:56	9:51	9:24	0:27	11:06	11:13	-0:07	13:33	13:43	-0:09	9:08	7:03	2:04	10:20	18:45	-8:24
Star	8:53	7:21	1:32	2:00	*	*	1:52	1:40	0:12	2:45	2:45	0:00	2:45	2:45	0:00	10:00	10:00	0:00	8:21	8:25	-0:04	0:15	0:15	0:00
The Hits	5:14	5:07	0:06	1:44	1:38	0:05	2:47	4:34	-1:47	2:42	3:51	-1:08	5:31	5:38	-0:07	11:01	10:13	0:47	9:48	8:57	0:51	5:51	5:24	0:27
The Sound	10:33	10:49	-0:16	2:55	1:38	1:16	10:43	9:31	1:11	11:12	12:34	-1:22	9:59	11:24	-1:24	11:36	11:28	0:07	14:17	12:13	2:03	6:22	6:23	-0:00
ZM	6:20	6:36	-0:16	2:45	3:22	-0:37	7:43	9:06	-1:23	7:59	8:02	-0:03	7:20	7:09	0:11	6:24	5:08	1:16	8:14	7:26	0:47	4:05	6:03	-1:57
Other	5:23	5:04	0:19	1:03	4:03	-3:00	3:42	4:58	-1:15	8:10	4:45	3:25	8:21	6:47	1:33	6:07	7:20	-1:13	3:09	2:39	0:30	7:52	11:11	-3:18
Mediaworks Combo	15:06	14:56	0:09	7:43	7:37	0:06	17:37	16:38	0:59	15:42	14:53	0:48	16:27	15:55	0:32	18:43	17:45	0:57	17:13	16:02	1:11	13:17	15:03	-1:45
NZME Combo	11:55	10:20	1:34	3:23	3:29	-0:06	7:14	6:29	0:44	9:24	7:54	1:29	10:57	8:49	2:07	13:39	11:24	2:15	13:32	12:40	0:52	8:58	10:02	-1:03
All Commercial Radio	17:50	17:11	0:39	8:52	8:56	-0:04	18:33	18:23	0:10	18:13	16:33	1:39	19:00	17:42	1:18	21:00	20:07	0:52	19:37	18:55	0:42	15:30	16:58	-1:28
Potential (000)	66.8	65.7	1.1	8.0	8.2	-0.2	13.3	12.5	0.8	16.5	16.2	0.3	27.6	27.1	0.5	21.3	20.8	0.5	18.9	18.6	0.3	12.0	11.6	0.4
Sample	904	889	15	108	98	10	171	150	21	215	213	2	354	360	-6	265	287	-22	289	293	-4	169	169	0

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 Mix (from S1 2017) or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM



NELSON COMMERCIAL RADIO - SURVEY 1 2017

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

Survey Comparisons: 1/2016 - 1/2017

This Survey Period: Sun Apr 10 to Sat Jun 4 & Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Apr 8 2017

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

	This	Last	+/-
Potential (000)	66.8	65.7	1.1
Sample Size	904	889	15

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

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 Mix (from S1 2017) or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM