



NELSON COMMERCIAL RADIO - SURVEY 2 2017

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

Survey Comparisons: 1/2017 - 2/2017

This Survey Period: Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 2017

Last 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

	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	4.8	6.1	-1.3	8	12.0	10.6	1.4	2.2	2.2	0.0	3.2	4.9	-1.7	4.8	8.0	-3.2	6.9	8.3	-1.4	5.5	3.7	1.8	7.3	9.3	-2.0
Coast	12.8	11.0	1.8	1	3.9	4.5	-0.6	1.5	0.9	0.6	3.6	3.2	0.4	7.1	5.9	1.2	16.9	12.7	4.2	23.1	19.9	3.2	7.9	8.2	-0.3
Edge	10.4	12.1	-1.7	4	35.5	37.8	-2.3	24.0	25.6	-1.6	15.1	15.8	-0.7	13.7	14.6	-0.9	8.0	8.4	-0.4	1.7	2.5	-0.8	17.8	19.2	-1.4
George FM	2.5	2.4	0.1	12	2.4	2.6	-0.2	9.0	6.2	2.8	5.0	4.3	0.7	2.8	2.7	0.1	1.1	1.1	0.0	1.0	1.0	0.0	1.9	1.7	0.2
Life FM	0.2	0.2	0.0	18	0.5	1.4	-0.9	0.4	0.1	0.3	0.5	0.2	0.3	0.3	0.0	*	0.2	*	*	*	*	*	0.3	0.7	-0.4
Magic	8.6	6.4	2.2	6	1.0	0.7	0.3	2.3	2.5	-0.2	2.8	2.1	0.7	2.4	1.9	0.5	7.2	6.1	1.1	21.0	15.7	5.3	2.6	1.1	1.5
Mix	4.2	2.7	1.5	9	0.1	*	*	3.5	3.0	0.5	6.1	5.1	1.0	6.7	4.3	2.4	6.1	2.6	3.5	2.5	1.2	1.3	4.5	2.8	1.7
More FM	11.2	12.8	-1.6	2	12.8	14.3	-1.5	4.8	12.8	-8.0	10.4	14.8	-4.4	13.1	13.4	-0.3	15.8	15.9	-0.1	11.3	14.7	-3.4	18.3	15.7	2.6
Newstalk ZB	10.0	8.9	1.1	5	*	*	*	0.1	*	*	1.1	1.0	0.1	2.5	2.1	0.4	5.0	5.5	-0.5	13.1	11.4	1.7	2.9	3.6	-0.7
Radio Hauraki	2.3	3.1	-0.8	13	1.7	0.9	0.8	5.1	4.1	1.0	6.6	7.2	-0.6	4.6	5.9	-1.3	1.4	2.5	-1.1	0.3	0.4	-0.1	2.4	1.8	0.6
RadioLIVE	3.7	4.0	-0.3	10	5.5	5.3	0.2	1.4	1.8	-0.4	2.2	2.2	0.0	2.9	2.8	0.1	2.5	3.9	-1.4	3.4	5.0	-1.6	4.3	3.7	0.6
Radio Sport	2.8	2.8	0.0	11	0.3	0.3	0.0	*	*	*	0.4	0.5	-0.1	1.7	1.6	0.1	2.1	2.3	-0.2	3.8	3.7	0.1	1.2	2.0	-0.8
Rhema	0.7	0.6	0.1	16	*	*	*	*	*	*	0.1	0.3	-0.2	0.5	0.5	0.0	1.0	0.4	0.6	0.7	1.0	-0.3	0.8	0.5	0.3
Rock	10.6	10.0	0.6	3	10.8	11.0	-0.2	27.4	22.9	4.5	20.5	16.6	3.9	16.6	14.5	2.1	8.4	7.9	0.5	2.0	2.4	-0.4	12.6	12.1	0.5
Star	0.7	0.7	0.0	16	0.4	0.4	0.0	*	0.3	*	*	0.2	*	0.1	*	*	*	0.4	*	0.2	0.6	-0.4	*	*	*
The Hits	2.2	2.7	-0.5	14	6.5	4.1	2.4	2.3	1.7	0.6	2.2	1.6	0.6	3.1	3.2	-0.1	2.4	4.3	-1.9	1.2	3.1	-1.9	3.8	4.3	-0.5
The Sound	8.3	8.8	-0.5	7	5.0	2.6	2.4	6.9	7.1	-0.2	11.4	9.4	2.0	12.1	10.9	1.2	13.2	15.0	-1.8	7.6	11.5	-3.9	7.9	7.7	0.2
ZM	1.9	2.4	-0.5	15	1.5	2.7	-1.2	7.4	7.0	0.4	4.2	6.1	-1.9	2.4	3.8	-1.4	0.4	0.9	-0.5	0.3	1.1	-0.8	2.0	2.2	-0.2
Others	1.9	2.2	-0.3		0.2	0.7	-0.5	1.8	1.7	0.1	4.4	4.6	-0.2	2.7	3.6	-0.9	1.5	1.6	-0.1	1.4	1.1	0.3	1.6	3.5	-1.9
Mediaworks Combo	60.3	62.6	-2.3		85.0	84.9	0.1	77.9	81.3	-3.4	70.6	70.0	0.6	68.4	68.7	-0.3	63.1	66.5	-3.4	53.4	56.6	-3.2	72.7	70.6	2.1
NZME Combo	36.2	33.7	2.5		13.9	12.6	1.3	19.9	16.6	3.3	24.3	24.7	-0.4	28.1	26.8	1.3	34.4	30.9	3.5	44.3	40.7	3.6	24.7	24.7	0.0
Potential (000)	66.8	66.8	0.0		7.8	8.0	-0.2	13.5	13.3	0.2	16.5	16.5	0.0	27.6	27.6	0.0	21.3	21.3	0.0	18.9	18.9	0.0	12.1	12.0	0.1
Sample	877	904	-27		107	108	-1	167	171	-4	224	215	9	347	354	-7	246	265	-19	268	289	-21	171	169	2

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

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

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



NELSON COMMERCIAL RADIO - SURVEY 2 2017

Station Share (%) by Daypart, People 10+

Survey Comparisons: 1/2017 - 2/2017

This Survey Period: Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 2017

Last 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

	This	Last	+/-
Potential (000)	66.8	66.8	0.0
Sample Size	877	904	-27

	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	4.4	0.0	9	5.6	7.3	-1.7	5.0	6.2	-1.2	4.3	6.2	-1.9	3.8	7.4	-3.6	5.4	7.3	-1.9	4.8	5.5	-0.7
Coast	11.4	9.0	2.4	3	14.9	13.4	1.5	15.7	12.8	2.9	13.3	11.4	1.9	9.4	9.9	-0.5	3.3	3.0	0.3	12.1	10.7	1.4
Edge	11.2	13.0	-1.8	4	6.5	9.1	-2.6	7.9	10.1	-2.2	14.2	16.9	-2.7	9.6	10.3	-0.7	7.7	9.4	-1.7	14.1	14.5	-0.4
George FM	1.2	1.3	-0.1	14	1.1	1.1	0.0	2.2	2.2	0.0	4.1	4.5	-0.4	7.9	5.3	2.6	2.3	0.9	1.4	3.0	3.0	0.0
Life FM	0.2	0.3	-0.1	18	0.1	0.1	0.0	0.2	0.3	-0.1	0.2	0.4	-0.2	0.1	0.1	0.0	0.6	0.6	0.0	*	*	*
Magic	6.8	5.3	1.5	7	11.1	7.3	3.8	11.9	8.6	3.3	8.2	6.8	1.4	1.9	1.8	0.1	4.6	5.4	-0.8	7.8	5.6	2.2
Mix	2.5	1.2	1.3	10	5.8	3.4	2.4	6.3	4.3	2.0	5.5	3.5	2.0	2.5	1.8	0.7	*	*	*	2.9	2.2	0.7
More FM	15.0	16.5	-1.5	1	10.4	12.5	-2.1	11.6	14.6	-3.0	9.3	9.6	-0.3	6.9	6.7	0.2	15.2	16.2	-1.0	9.8	11.1	-1.3
Newstalk ZB	14.3	13.4	0.9	2	7.3	7.1	0.2	2.8	2.8	0.0	5.7	4.5	1.2	23.2	20.7	2.5	22.4	17.1	5.3	11.5	10.0	1.5
Radio Hauraki	2.2	2.9	-0.7	11	1.7	2.8	-1.1	1.3	2.9	-1.6	2.7	3.6	-0.9	3.9	3.8	0.1	4.5	5.2	-0.7	2.8	2.9	-0.1
RadioLIVE	5.7	5.7	0.0	8	2.5	3.3	-0.8	1.9	2.4	-0.5	2.3	2.7	-0.4	5.4	6.0	-0.6	9.3	7.9	1.4	4.1	4.3	-0.2
Radio Sport	1.7	2.0	-0.3	12	3.1	2.8	0.3	2.5	1.6	0.9	2.0	2.4	-0.4	0.6	2.2	-1.6	1.5	1.4	0.1	4.9	5.0	-0.1
Rhema	0.8	0.5	0.3	16	0.6	0.3	0.3	0.5	0.5	0.0	0.5	0.5	0.0	2.5	2.7	-0.2	0.6	1.3	-0.7	0.7	0.7	0.0
Rock	9.8	9.8	0.0	5	13.5	11.8	1.7	11.6	10.7	0.9	12.4	10.0	2.4	8.1	6.7	1.4	12.3	10.6	1.7	7.5	8.5	-1.0
Star	0.8	0.5	0.3	16	0.7	0.5	0.2	0.5	0.9	-0.4	0.6	0.7	-0.1	1.6	1.2	0.4	1.1	1.8	-0.7	0.7	0.6	0.1
The Hits	1.4	1.8	-0.4	13	2.2	2.4	-0.2	3.1	2.7	0.4	2.3	2.6	-0.3	1.2	2.9	-1.7	1.0	6.5	-5.5	2.7	3.2	-0.5
The Sound	8.3	8.1	0.2	6	9.9	10.1	-0.2	10.4	11.0	-0.6	8.3	8.8	-0.5	4.1	6.8	-2.7	2.3	4.3	-2.0	7.4	7.7	-0.3
ZM	1.0	2.6	-1.6	15	1.7	2.6	-0.9	1.5	1.9	-0.4	2.5	3.1	-0.6	5.2	1.6	3.6	3.7	0.7	3.0	1.5	2.7	-1.2
Others	1.3	1.6	-0.3		1.3	2.0	-0.7	3.3	3.8	-0.5	1.6	1.8	-0.2	1.9	2.0	-0.1	2.2	0.4	1.8	1.6	1.9	-0.3
Mediaworks Combo	62.3	64.1	-1.8		60.5	62.5	-2.0	62.5	65.6	-3.1	63.1	65.6	-2.5	47.8	51.2	-3.4	59.1	62.1	-3.0	58.5	60.2	-1.7
NZME Combo	34.6	33.0	1.6		36.8	34.5	2.3	33.1	28.9	4.2	34.0	31.1	2.9	46.1	42.9	3.2	36.4	33.9	2.5	38.4	36.7	1.7

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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This Survey Period: Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 2017

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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	6.6	6.7	-0.1	6	1.0	1.1	-0.1	0.7	0.9	-0.2	1.3	1.4	-0.1	2.6	3.2	-0.6	2.7	2.8	-0.1	2.5	2.0	0.5	1.7	1.7	0.0
Coast	9.7	9.7	0.0	3	0.2	0.2	0.0	0.5	0.5	0.0	1.6	1.6	0.0	3.2	3.2	0.0	4.1	4.2	-0.1	4.8	4.9	-0.1	1.3	1.4	-0.1
Edge	15.4	15.3	0.1	1	4.0	4.1	-0.1	6.0	5.7	0.3	5.3	5.2	0.1	7.6	7.4	0.2	3.0	3.0	0.0	0.7	1.1	-0.4	4.8	4.4	0.4
George FM	3.3	3.2	0.1	15	0.2	0.3	-0.1	2.3	1.9	0.4	1.4	1.6	-0.2	1.5	1.8	-0.3	0.2	0.3	-0.1	0.1	0.1	0.0	0.7	0.7	0.0
Life FM	0.6	0.9	-0.3	17	0.2	0.3	-0.1	0.2	0.2	0.0	0.4	0.3	0.1	0.4	0.5	-0.1	*	0.3	*	*	0.1	*	0.2	0.4	-0.2
Magic	5.4	4.8	0.6	8	0.2	0.2	0.0	0.4	0.6	-0.2	0.5	0.6	-0.1	0.7	1.0	-0.3	1.7	1.6	0.1	3.6	2.8	0.8	0.3	0.2	0.1
Mix	3.4	2.3	1.1	14	0.1	0.1	0.0	0.8	0.5	0.3	1.6	1.2	0.4	2.5	1.7	0.8	1.2	0.7	0.5	0.4	0.2	0.2	0.7	0.6	0.1
More FM	10.0	10.9	-0.9	2	1.4	1.8	-0.4	1.3	1.8	-0.5	2.2	3.1	-0.9	4.7	5.3	-0.6	4.1	4.1	0.0	2.6	2.6	0.0	2.7	3.0	-0.3
Newstalk ZB	6.2	5.9	0.3	7	*	*	*	0.1	*	*	0.4	0.3	0.1	1.2	0.7	0.5	1.6	1.6	0.0	2.8	2.8	0.0	0.6	0.6	0.0
Radio Hauraki	3.5	3.8	-0.3	11	0.3	0.1	0.2	1.4	1.3	0.1	2.1	1.9	0.2	2.5	2.7	-0.2	0.7	1.1	-0.4	0.5	0.6	-0.1	0.7	0.5	0.2
RadioLIVE	4.3	4.3	0.0	10	0.4	0.3	0.1	0.3	0.4	-0.1	0.9	1.0	-0.1	1.7	1.8	-0.1	1.3	1.6	-0.3	1.3	1.3	0.0	0.8	0.8	0.0
Radio Sport	3.5	3.5	0.0	11	0.2	0.2	0.0	*	0.1	*	0.2	0.4	-0.2	1.1	1.1	0.0	1.5	1.1	0.4	1.4	1.3	0.1	0.6	0.8	-0.2
Rhema	1.0	0.9	0.1	16	*	*	*	*	*	*	0.1	0.2	-0.1	0.5	0.6	-0.1	0.5	0.4	0.1	0.2	0.2	0.0	0.3	0.2	0.1
Rock	9.5	9.5	0.0	4	1.4	1.6	-0.2	3.9	3.5	0.4	4.5	4.2	0.3	5.9	5.7	0.2	2.0	2.1	-0.1	0.6	0.8	-0.2	2.2	1.9	0.3
Star	0.4	0.7	-0.3	18	0.1	0.1	0.0	*	0.3	*	*	0.2	*	*	*	*	*	0.1	*	0.1	0.2	-0.1	*	0.1	*
The Hits	4.9	4.9	0.0	9	1.3	1.2	0.1	1.3	1.1	0.2	1.6	1.5	0.1	2.5	2.5	0.0	1.1	1.4	-0.3	0.6	0.9	-0.3	1.1	1.2	-0.1
The Sound	7.2	7.8	-0.6	5	0.6	0.5	0.1	1.1	1.2	-0.1	2.3	2.1	0.2	4.6	4.8	-0.2	4.1	4.7	-0.6	2.0	2.3	-0.3	1.7	1.9	-0.2
ZM	3.5	3.5	0.0	11	0.4	0.5	-0.1	2.0	1.7	0.3	1.7	1.9	-0.2	2.0	2.3	-0.3	0.3	0.5	-0.2	0.1	0.4	-0.3	0.8	0.8	0.0
Others	3.7	3.8	-0.1		0.2	0.3	-0.1	1.1	0.8	0.3	1.4	1.4	0.0	1.8	1.9	-0.1	1.3	0.9	0.4	1.1	1.0	0.1	0.7	0.7	0.0
Mediaworks Combo	38.5	38.6	-0.1		5.3	5.6	-0.3	8.7	8.5	0.2	10.9	11.0	-0.1	18.0	18.2	-0.2	12.5	12.9	-0.4	9.7	9.4	0.3	8.7	8.5	0.2
NZME Combo	26.8	26.3	0.5		2.1	1.9	0.2	4.8	4.2	0.6	6.7	6.5	0.2	10.8	10.7	0.1	8.0	8.2	-0.2	8.5	8.6	-0.1	4.5	4.4	0.1
All Commercial Radio	52.8	52.3	0.5		5.7	5.8	-0.1	10.1	9.9	0.2	13.4	13.6	-0.2	23.0	22.9	0.1	17.4	17.3	0.1	14.8	14.6	0.2	10.5	10.4	0.1
Potential (000)	66.8	66.8	0.0		7.8	8.0	-0.2	13.5	13.3	0.2	16.5	16.5	0.0	27.6	27.6	0.0	21.3	21.3	0.0	18.9	18.9	0.0	12.1	12.0	0.1
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Potential (000)	66.8	66.8	0.0
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	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	3.2	3.0	0.2	7	3.1	3.1	0.0	2.6	2.9	-0.3	3.0	3.5	-0.5	1.4	1.7	-0.3	0.7	0.8	-0.1	3.9	3.5	0.4
Coast	5.2	4.7	0.5	3	6.4	6.3	0.1	5.8	5.9	-0.1	5.5	5.3	0.2	2.3	2.3	0.0	0.5	0.5	0.0	5.6	5.6	0.0
Edge	8.3	9.0	-0.7	1	6.2	6.5	-0.3	7.4	8.0	-0.6	8.1	9.3	-1.2	3.4	3.9	-0.5	1.7	1.5	0.2	11.2	11.3	-0.1
George FM	1.1	1.1	0.0	14	0.7	0.7	0.0	1.1	1.3	-0.2	1.9	1.8	0.1	1.1	0.9	0.2	0.4	0.3	0.1	2.1	2.0	0.1
Life FM	0.1	0.3	-0.2	18	0.2	0.2	0.0	0.2	0.4	-0.2	0.2	0.4	-0.2	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.2	-0.1
Magic	3.0	2.1	0.9	8	3.8	2.9	0.9	3.5	3.0	0.5	2.7	2.1	0.6	0.6	0.7	-0.1	0.7	0.6	0.1	3.7	3.4	0.3
Mix	1.2	1.0	0.2	13	1.7	1.1	0.6	2.1	1.4	0.7	2.4	1.7	0.7	0.9	0.5	0.4	*	*	*	2.0	1.3	0.7
More FM	6.4	7.2	-0.8	2	5.1	5.6	-0.5	4.6	4.8	-0.2	4.4	4.5	-0.1	2.4	2.1	0.3	1.8	1.8	0.0	6.3	7.0	-0.7
Newstalk ZB	4.7	4.9	-0.2	5	2.7	2.9	-0.2	1.8	2.4	-0.6	2.0	1.7	0.3	3.0	2.5	0.5	2.4	2.0	0.4	5.1	4.9	0.2
Radio Hauraki	1.4	1.7	-0.3	12	1.5	1.4	0.1	1.4	2.1	-0.7	1.3	2.0	-0.7	0.6	0.7	-0.1	0.6	0.8	-0.2	1.8	2.1	-0.3
RadioLIVE	2.7	3.0	-0.3	9	1.8	1.6	0.2	1.4	1.5	-0.1	1.7	1.7	0.0	1.0	1.0	0.0	1.0	1.0	0.0	2.3	2.5	-0.2
Radio Sport	1.1	1.4	-0.3	14	1.5	1.5	0.0	1.6	1.5	0.1	1.0	1.3	-0.3	0.2	0.4	-0.2	0.3	0.2	0.1	2.5	2.7	-0.2
Rhema	0.5	0.5	0.0	16	0.5	0.4	0.1	0.5	0.5	0.0	0.3	0.4	-0.1	0.4	0.5	-0.1	0.1	0.2	-0.1	0.6	0.5	0.1
Rock	5.0	4.8	0.2	4	4.6	4.1	0.5	4.9	4.7	0.2	5.1	5.3	-0.2	2.0	1.7	0.3	1.1	0.9	0.2	4.8	5.4	-0.6
Star	0.2	0.1	0.1	17	0.1	0.2	-0.1	0.2	0.4	-0.2	0.2	0.3	-0.1	0.3	0.5	-0.2	0.1	0.3	-0.2	0.3	0.4	-0.1
The Hits	1.5	1.7	-0.2	11	1.8	1.7	0.1	2.3	2.1	0.2	2.0	2.0	0.0	0.5	0.7	-0.2	0.6	0.6	0.0	2.9	2.7	0.2
The Sound	4.5	4.2	0.3	6	3.7	3.8	-0.1	3.9	4.1	-0.2	3.7	4.0	-0.3	1.5	1.5	0.0	0.7	0.9	-0.2	4.2	4.7	-0.5
ZM	2.2	2.6	-0.4	10	1.4	1.6	-0.2	1.7	1.5	0.2	1.7	1.9	-0.2	1.4	0.9	0.5	0.6	0.2	0.4	2.0	2.3	-0.3
Others	1.3	1.3	0.0		0.9	1.2	-0.3	1.5	1.9	-0.4	1.2	1.4	-0.2	0.7	0.7	0.0	0.5	0.2	0.3	1.7	1.8	-0.1
Mediaworks Combo	26.9	27.2	-0.3		23.2	22.3	0.9	23.4	24.2	-0.8	24.5	24.8	-0.3	11.5	11.1	0.4	6.7	6.4	0.3	29.7	29.9	-0.2
NZME Combo	15.6	16.4	-0.8		15.0	14.7	0.3	14.9	15.0	-0.1	13.9	13.9	0.0	8.4	7.5	0.9	4.9	4.3	0.6	19.1	18.3	0.8
All Commercial Radio	38.7	39.0	-0.3		35.2	33.9	1.3	35.4	35.7	-0.3	34.5	34.7	-0.2	18.6	18.1	0.5	10.6	10.0	0.6	42.6	42.3	0.3

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

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



NELSON COMMERCIAL RADIO - SURVEY 2 2017

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

Survey Comparisons: 1/2017 - 2/2017

This Survey Period: Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 2017

Last 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

	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	6:52	8:21	-1:29	5:31	4:47	0:44	4:44	4:43	0:01	5:39	8:24	-2:44	8:04	10:54	-2:50	9:32	10:51	-1:18	6:45	5:24	1:21	7:10	8:35	-1:24
Coast	12:30	10:36	1:54	8:32	10:41	-2:09	4:18	3:12	1:06	5:06	4:45	0:20	9:27	7:56	1:30	15:03	11:06	3:57	15:05	11:41	3:24	9:47	9:09	0:37
Edge	6:22	7:23	-1:01	4:17	4:43	-0:26	6:21	8:13	-1:51	6:23	7:26	-1:02	7:38	8:32	-0:53	9:41	10:05	-0:23	6:58	6:36	0:22	6:05	7:01	-0:55
George FM	7:13	6:57	0:15	5:02	4:54	0:07	6:07	6:05	0:01	7:53	6:45	1:08	7:48	6:30	1:17	16:02	12:25	3:36	24:45	24:45	0:00	4:11	3:55	0:16
Life FM	2:34	2:14	0:20	1:15	2:24	-1:09	3:21	1:16	2:04	3:20	2:25	0:55	3:20	2:40	0:40	*	2:22	*	*	0:30	*	2:32	2:59	-0:26
Magic	15:00	12:22	2:38	1:56	1:40	0:16	8:52	7:29	1:22	12:47	9:08	3:39	14:03	8:28	5:35	15:20	14:05	1:14	18:05	15:57	2:07	12:07	9:49	2:17
Mix	11:47	10:54	0:52	0:15	0:15	0:00	7:21	10:07	-2:46	8:24	10:47	-2:23	11:20	10:56	0:23	18:36	13:35	5:00	21:25	21:56	-0:30	10:12	7:23	2:48
More FM	10:34	10:57	-0:22	4:18	4:09	0:09	5:45	12:42	-6:57	10:28	11:51	-1:22	11:47	11:02	0:44	14:09	14:02	0:06	13:18	16:36	-3:18	11:04	8:21	2:42
Newstalk ZB	15:11	14:07	1:04	*	*	*	1:00	*	*	5:35	8:33	-2:57	9:02	12:53	-3:51	11:13	12:21	-1:08	14:50	11:30	3:20	8:19	9:25	-1:06
Radio Hauraki	6:17	7:38	-1:21	2:59	3:44	-0:44	5:51	5:39	0:12	7:14	9:31	-2:17	7:49	9:44	-1:54	7:44	8:01	-0:16	1:40	2:08	-0:28	5:08	5:42	-0:34
RadioLIVE	8:15	8:52	-0:36	7:34	7:59	-0:24	7:27	8:55	-1:27	5:30	5:14	0:15	7:30	6:43	0:47	6:53	8:34	-1:41	7:54	10:50	-2:56	8:45	7:18	1:26
Radio Sport	7:35	7:24	0:10	0:43	0:42	0:01	*	0:15	*	4:30	3:41	0:48	6:30	6:25	0:04	5:12	7:29	-2:17	8:21	8:00	0:21	3:26	3:57	-0:31
Rhema	7:21	6:34	0:47	*	*	*	*	*	*	2:32	2:52	-0:20	4:12	3:41	0:30	7:00	4:12	2:48	11:25	11:29	-0:03	4:07	4:08	-0:00
Rock	10:35	9:45	0:50	3:43	3:30	0:13	11:18	12:03	-0:44	10:13	9:51	0:22	12:03	11:06	0:57	15:51	13:33	2:17	10:09	9:08	1:00	9:24	10:20	-0:56
Star	17:22	8:53	8:28	2:00	2:00	0:00	*	1:52	*	*	2:45	*	*	2:45	*	*	10:00	*	6:24	8:21	-1:56	*	0:15	*
The Hits	4:17	5:14	-0:56	2:20	1:44	0:36	2:50	2:47	0:03	3:09	2:42	0:27	5:15	5:31	-0:15	8:05	11:01	-2:55	6:20	9:48	-3:28	5:19	5:51	-0:31
The Sound	10:55	10:33	0:22	4:13	2:55	1:17	9:55	10:43	-0:47	10:52	11:12	-0:19	11:16	9:59	1:16	11:48	11:36	0:12	12:10	14:17	-2:06	7:34	6:22	1:11
ZM	5:00	6:20	-1:20	1:35	2:45	-1:10	5:47	7:43	-1:56	5:26	7:59	-2:32	5:09	7:20	-2:11	4:51	6:24	-1:33	5:31	8:14	-2:42	4:07	4:05	0:01
Others	4:53	5:23	-0:29	0:23	1:03	-0:39	2:37	3:42	-1:05	6:57	8:10	-1:13	6:20	8:21	-2:01	4:19	6:07	-1:47	4:00	3:09	0:50	3:38	7:52	-4:14
Mediaworks Combo	14:49	15:06	-0:17	7:41	7:43	-0:02	14:16	17:37	-3:21	14:29	15:42	-1:13	16:14	16:27	-0:13	18:34	18:43	-0:08	17:12	17:13	-0:01	13:32	13:17	0:14
NZME Combo	12:48	11:55	0:53	3:11	3:23	-0:11	6:38	7:14	-0:35	8:09	9:24	-1:15	11:07	10:57	0:09	15:49	13:39	2:10	16:15	13:32	2:42	8:55	8:58	-0:03
All Commercial Radio	17:56	17:50	0:05	8:31	8:52	-0:20	15:49	18:33	-2:44	16:38	18:13	-1:35	18:33	19:00	-0:27	21:05	21:00	0:05	21:07	19:37	1:29	15:26	15:30	-0:03
Potential (000)	66.8	66.8	0.0	7.8	8.0	-0.2	13.5	13.3	0.2	16.5	16.5	0.0	27.6	27.6	0.0	21.3	21.3	0.0	18.9	18.9	0.0	12.1	12.0	0.1
Sample	877	904	-27	107	108	-1	167	171	-4	224	215	9	347	354	-7	246	265	-19	268	289	-21	171	169	2

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

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



NELSON COMMERCIAL RADIO - SURVEY 2 2017

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

Survey Comparisons: 1/2017 - 2/2017

This Survey Period: Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 2017

Last 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

	This	Last	+/-
Potential (000)	66.8	66.8	0.0
Sample Size	877	904	-27

	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	2:21	2:24	-0:03	3:11	4:03	-0:51	3:39	4:07	-0:28	1:25	1:50	-0:25	1:28	2:23	-0:54	3:16	3:32	-0:15	2:36	3:13	-0:37
Coast	3:44	3:08	0:36	4:08	3:40	0:27	5:18	4:11	1:06	2:22	2:14	0:08	2:13	2:19	-0:06	2:34	2:34	-0:00	4:32	3:53	0:38
Edge	2:16	2:22	-0:05	1:51	2:27	-0:36	2:04	2:26	-0:21	1:43	1:53	-0:10	1:32	1:26	0:06	1:46	2:25	-0:38	2:40	2:36	0:03
George FM	1:46	1:54	-0:07	2:34	2:36	-0:01	3:45	3:10	0:34	2:05	2:31	-0:26	3:49	3:11	0:38	2:19	1:13	1:06	3:05	3:03	0:02
Life FM	2:48	1:25	1:23	1:24	0:54	0:29	1:56	1:41	0:14	1:13	0:59	0:14	0:30	0:30	0:00	2:30	2:30	0:00	0:33	0:25	0:08
Magic	3:50	4:02	-0:12	5:14	4:18	0:55	6:34	5:25	1:09	2:59	3:27	-0:28	1:52	1:21	0:30	2:50	3:50	-0:59	4:27	3:21	1:05
Mix	3:29	2:05	1:24	6:11	5:23	0:48	5:44	6:03	-0:19	2:13	2:06	0:06	1:37	1:46	-0:09	*	*	*	3:10	3:30	-0:20
More FM	3:56	3:45	0:11	3:38	3:54	-0:15	4:50	5:52	-1:01	2:03	2:12	-0:08	1:35	1:42	-0:06	3:24	3:35	-0:11	3:16	3:12	0:04
Newstalk ZB	5:09	4:29	0:40	4:50	4:15	0:34	3:02	2:15	0:46	2:46	2:45	0:01	4:12	4:28	-0:15	3:47	3:20	0:27	4:42	4:08	0:34
Radio Hauraki	2:40	2:46	-0:05	2:04	3:29	-1:25	1:50	2:37	-0:46	1:56	1:50	0:05	3:31	2:48	0:42	2:56	2:33	0:22	3:11	2:48	0:23
RadioLIVE	3:32	3:12	0:19	2:26	3:29	-1:03	2:37	3:07	-0:30	1:17	1:35	-0:18	2:57	3:19	-0:21	3:55	3:00	0:55	3:46	3:30	0:15
Radio Sport	2:35	2:23	0:12	3:41	3:15	0:25	2:59	2:03	0:55	1:56	1:57	-0:00	1:32	3:01	-1:28	2:06	2:15	-0:08	4:07	3:46	0:21
Rhema	2:33	1:44	0:49	2:22	1:06	1:15	1:43	1:49	-0:06	1:29	1:08	0:21	3:54	3:11	0:42	1:45	2:08	-0:23	2:45	2:50	-0:05
Rock	3:19	3:21	-0:01	5:14	5:00	0:13	4:36	4:22	0:13	2:22	1:57	0:25	2:12	2:12	0:00	4:32	4:47	-0:15	3:19	3:10	0:08
Star	7:13	7:07	0:06	9:01	4:32	4:29	5:13	3:49	1:24	2:55	2:46	0:09	2:44	1:24	1:19	6:15	2:45	3:29	4:46	3:02	1:44
The Hits	1:36	1:43	-0:06	2:10	2:24	-0:13	2:35	2:27	0:07	1:07	1:21	-0:13	1:16	2:12	-0:56	0:40	4:04	-3:23	1:56	2:25	-0:29
The Sound	3:11	3:10	0:00	4:41	4:35	0:06	5:09	5:09	0:00	2:10	2:17	-0:07	1:33	2:34	-1:00	1:16	1:48	-0:31	3:42	3:19	0:23
ZM	0:44	1:39	-0:55	2:07	2:50	-0:42	1:42	2:22	-0:39	1:28	1:45	-0:16	2:00	1:00	1:00	2:29	1:20	1:09	1:37	2:27	-0:49
Others	1:43	2:08	-0:24	2:28	2:49	-0:20	4:22	3:53	0:29	1:17	1:22	-0:05	1:33	1:30	0:03	1:42	0:46	0:55	1:58	2:05	-0:07
Mediaworks Combo	3:56	3:53	0:02	4:37	4:52	-0:15	5:11	5:14	-0:03	2:31	2:44	-0:12	2:17	2:30	-0:12	3:34	3:46	-0:11	4:09	4:05	0:04
NZME Combo	3:46	3:19	0:26	4:21	4:05	0:16	4:18	3:43	0:35	2:23	2:19	0:04	2:59	3:06	-0:06	2:59	3:03	-0:04	4:15	4:04	0:10
All Commercial Radio	4:23	4:13	0:09	5:02	5:07	-0:04	5:29	5:24	0:04	2:50	2:59	-0:08	2:57	3:00	-0:02	3:50	3:54	-0:04	4:57	4:48	0:09

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

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