



NELSON COMMERCIAL RADIO - SURVEY 3 2017

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

Survey Comparisons: 2/2017 - 3/2017

This Survey Period: Sun Aug 21 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Sep 9 2017

Last Survey Period: Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 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	4.7	4.8	-0.1	8	7.5	12.0	-4.5	4.6	2.2	2.4	4.8	3.2	1.6	4.7	4.8	-0.1	5.2	6.9	-1.7	5.5	5.5	0.0	6.8	7.3	-0.5
Coast	10.1	12.8	-2.7	4	4.8	3.9	0.9	1.2	1.5	-0.3	2.8	3.6	-0.8	6.1	7.1	-1.0	15.0	16.9	-1.9	16.9	23.1	-6.2	3.8	7.9	-4.1
Edge	10.6	10.4	0.2	2	43.2	35.5	7.7	24.4	24.0	0.4	14.5	15.1	-0.6	13.3	13.7	-0.4	8.0	8.0	0.0	1.8	1.7	0.1	20.6	17.8	2.8
George FM	2.3	2.5	-0.2	13	3.4	2.4	1.0	5.7	9.0	-3.3	4.9	5.0	-0.1	3.0	2.8	0.2	1.6	1.1	0.5	1.2	1.0	0.2	1.9	1.9	0.0
Life FM	0.1	0.2	-0.1	18	0.5	0.5	0.0	0.4	0.4	0.0	0.5	0.5	0.0	0.2	0.3	-0.1	*	*	*	*	*	*	0.2	0.3	-0.1
Magic	9.8	8.6	1.2	5	0.8	1.0	-0.2	2.4	2.3	0.1	2.8	2.8	0.0	2.3	2.4	-0.1	7.6	7.2	0.4	23.3	21.0	2.3	2.8	2.6	0.2
Mix	3.9	4.2	-0.3	10	0.1	0.1	0.0	2.7	3.5	-0.8	5.8	6.1	-0.3	7.1	6.7	0.4	6.0	6.1	-0.1	1.6	2.5	-0.9	4.6	4.5	0.1
More FM	10.6	11.2	-0.6	2	12.1	12.8	-0.7	6.8	4.8	2.0	11.2	10.4	0.8	12.4	13.1	-0.7	13.5	15.8	-2.3	9.6	11.3	-1.7	19.5	18.3	1.2
Newstalk ZB	9.6	10.0	-0.4	6	*	*	*	*	0.1	*	1.2	1.1	0.1	2.6	2.5	0.1	4.8	5.0	-0.2	12.1	13.1	-1.0	1.7	2.9	-1.2
Radio Hauraki	2.5	2.3	0.2	12	2.5	1.7	0.8	5.5	5.1	0.4	7.6	6.6	1.0	5.1	4.6	0.5	1.4	1.4	0.0	0.2	0.3	-0.1	2.1	2.4	-0.3
RadioLIVE	4.6	3.7	0.9	9	1.6	5.5	-3.9	1.8	1.4	0.4	2.5	2.2	0.3	3.4	2.9	0.5	3.4	2.5	0.9	5.8	3.4	2.4	5.1	4.3	0.8
Radio Sport	2.6	2.8	-0.2	11	1.2	0.3	0.9	0.4	*	*	0.8	0.4	0.4	1.9	1.7	0.2	2.1	2.1	0.0	3.0	3.8	-0.8	1.4	1.2	0.2
Rhema	1.4	0.7	0.7	17	*	*	*	0.1	*	*	0.2	0.1	0.1	0.8	0.5	0.3	1.9	1.0	0.9	2.1	0.7	1.4	1.5	0.8	0.7
Rock	10.9	10.6	0.3	1	10.0	10.8	-0.8	26.2	27.4	-1.2	19.8	20.5	-0.7	16.9	16.6	0.3	10.3	8.4	1.9	3.2	2.0	1.2	12.1	12.6	-0.5
Star	1.6	0.7	0.9	16	0.3	0.4	-0.1	*	*	*	*	*	*	*	*	*	0.2	*	*	1.9	0.2	1.7	*	*	*
The Hits	2.1	2.2	-0.1	14	5.7	6.5	-0.8	3.9	2.3	1.6	3.0	2.2	0.8	2.9	3.1	-0.2	1.7	2.4	-0.7	1.0	1.2	-0.2	2.1	3.8	-1.7
The Sound	8.6	8.3	0.3	7	4.5	5.0	-0.5	3.9	6.9	-3.0	8.5	11.4	-2.9	11.7	12.1	-0.4	15.5	13.2	2.3	8.9	7.6	1.3	9.7	7.9	1.8
ZM	1.7	1.9	-0.2	15	1.5	1.5	0.0	8.1	7.4	0.7	3.4	4.2	-0.8	2.0	2.4	-0.4	0.2	0.4	-0.2	*	0.3	*	1.9	2.0	-0.1
Others	2.3	1.9	0.4		0.5	0.2	0.3	1.9	1.8	0.1	5.7	4.4	1.3	3.4	2.7	0.7	1.5	1.5	0.0	1.8	1.4	0.4	2.2	1.6	0.6
Mediaworks Combo	62.2	60.3	1.9		82.9	85.0	-2.1	75.8	77.9	-2.1	69.0	70.6	-1.6	67.7	68.4	-0.7	65.1	63.1	2.0	59.4	53.4	6.0	78.3	72.7	5.6
NZME Combo	32.5	36.2	-3.7		15.8	13.9	1.9	21.8	19.9	1.9	24.6	24.3	0.3	27.8	28.1	-0.3	31.2	34.4	-3.2	34.8	44.3	-9.5	17.7	24.7	-7.0
Potential (000)	66.8	66.8	0.0		8.0	7.8	0.2	13.3	13.5	-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	12.8	12.1	0.7
Sample	876	877	-1		109	107	2	172	167	5	239	224	15	352	347	5	235	246	-11	258	268	-10	178	171	7

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 3 2017

Station Share (%) by Daypart, People 10+

Survey Comparisons: 2/2017 - 3/2017

This Survey Period: Sun Aug 21 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Sep 9 2017

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

	This	Last	+/-
Potential (000)	66.8	66.8	0.0
Sample Size	876	877	-1

	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	5.0	4.4	0.6	9	5.1	5.6	-0.5	4.3	5.0	-0.7	4.0	4.3	-0.3	3.8	3.8	0.0	4.7	5.4	-0.7	5.1	4.8	0.3
Coast	9.8	11.4	-1.6	4	11.6	14.9	-3.3	12.5	15.7	-3.2	9.8	13.3	-3.5	6.1	9.4	-3.3	0.4	3.3	-2.9	9.7	12.1	-2.4
Edge	11.7	11.2	0.5	3	6.8	6.5	0.3	8.4	7.9	0.5	14.2	14.2	0.0	10.1	9.6	0.5	8.2	7.7	0.5	13.9	14.1	-0.2
George FM	1.5	1.2	0.3	13	1.8	1.1	0.7	2.3	2.2	0.1	3.3	4.1	-0.8	3.5	7.9	-4.4	1.4	2.3	-0.9	2.8	3.0	-0.2
Life FM	0.2	0.2	0.0	18	0.1	0.1	0.0	0.1	0.2	-0.1	0.2	0.2	0.0	*	0.1	*	0.4	0.6	-0.2	*	*	*
Magic	5.8	6.8	-1.0	8	13.1	11.1	2.0	13.2	11.9	1.3	10.2	8.2	2.0	2.4	1.9	0.5	6.3	4.6	1.7	9.6	7.8	1.8
Mix	2.5	2.5	0.0	11	5.0	5.8	-0.8	5.5	6.3	-0.8	4.9	5.5	-0.6	2.1	2.5	-0.4	4.0	*	*	2.7	2.9	-0.2
More FM	14.4	15.0	-0.6	1	9.8	10.4	-0.6	10.3	11.6	-1.3	10.0	9.3	0.7	7.5	6.9	0.6	11.7	15.2	-3.5	9.4	9.8	-0.4
Newstalk ZB	13.5	14.3	-0.8	2	7.0	7.3	-0.3	3.2	2.8	0.4	6.0	5.7	0.3	23.7	23.2	0.5	18.4	22.4	-4.0	10.6	11.5	-0.9
Radio Hauraki	2.7	2.2	0.5	10	1.9	1.7	0.2	2.0	1.3	0.7	3.1	2.7	0.4	3.9	3.9	0.0	4.2	4.5	-0.3	2.3	2.8	-0.5
RadioLIVE	7.1	5.7	1.4	7	3.3	2.5	0.8	2.3	1.9	0.4	2.8	2.3	0.5	6.2	5.4	0.8	10.2	9.3	0.9	5.2	4.1	1.1
Radio Sport	1.2	1.7	-0.5	16	2.1	3.1	-1.0	2.9	2.5	0.4	3.3	2.0	1.3	0.8	0.6	0.2	0.3	1.5	-1.2	4.4	4.9	-0.5
Rhema	1.5	0.8	0.7	13	1.5	0.6	0.9	1.0	0.5	0.5	0.6	0.5	0.1	4.1	2.5	1.6	0.6	0.6	0.0	1.3	0.7	0.6
Rock	9.2	9.8	-0.6	5	13.0	13.5	-0.5	12.0	11.6	0.4	11.7	12.4	-0.7	10.1	8.1	2.0	14.5	12.3	2.2	8.6	7.5	1.1
Star	2.0	0.8	1.2	12	1.6	0.7	0.9	1.1	0.5	0.6	0.6	0.6	0.0	2.6	1.6	1.0	3.8	1.1	2.7	1.5	0.7	0.8
The Hits	1.4	1.4	0.0	15	1.2	2.2	-1.0	2.4	3.1	-0.7	2.3	2.3	0.0	1.5	1.2	0.3	1.2	1.0	0.2	3.2	2.7	0.5
The Sound	8.1	8.3	-0.2	6	11.3	9.9	1.4	10.9	10.4	0.5	8.2	8.3	-0.1	4.7	4.1	0.6	2.7	2.3	0.4	7.0	7.4	-0.4
ZM	0.9	1.0	-0.1	17	1.6	1.7	-0.1	1.3	1.5	-0.2	2.5	2.5	0.0	5.3	5.2	0.1	4.8	3.7	1.1	1.1	1.5	-0.4
Others	1.4	1.3	0.1		2.2	1.3	0.9	4.3	3.3	1.0	2.1	1.6	0.5	1.6	1.9	-0.3	2.3	2.2	0.1	1.5	1.6	-0.1
Mediaworks Combo	62.8	62.3	0.5		64.2	60.5	3.7	63.7	62.5	1.2	64.5	63.1	1.4	48.3	47.8	0.5	59.7	59.1	0.6	61.6	58.5	3.1
NZME Combo	32.1	34.6	-2.5		30.4	36.8	-6.4	29.8	33.1	-3.3	31.9	34.0	-2.1	43.3	46.1	-2.8	33.3	36.4	-3.1	34.1	38.4	-4.3

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 Aug 21 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Sep 9 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	6.1	6.6	-0.5	6	0.9	1.0	-0.1	0.6	0.7	-0.1	1.2	1.3	-0.1	2.6	2.6	0.0	2.4	2.7	-0.3	2.2	2.5	-0.3	1.5	1.7	-0.2
Coast	9.1	9.7	-0.6	4	0.3	0.2	0.1	0.4	0.5	-0.1	1.1	1.6	-0.5	2.8	3.2	-0.4	4.2	4.1	0.1	4.4	4.8	-0.4	1.3	1.3	0.0
Edge	14.8	15.4	-0.6	1	4.0	4.0	0.0	5.6	6.0	-0.4	4.8	5.3	-0.5	7.1	7.6	-0.5	2.9	3.0	-0.1	0.8	0.7	0.1	4.9	4.8	0.1
George FM	3.7	3.3	0.4	11	0.3	0.2	0.1	2.1	2.3	-0.2	1.8	1.4	0.4	2.1	1.5	0.6	0.4	0.2	0.2	0.2	0.1	0.8	0.7	0.1	
Life FM	0.4	0.6	-0.2	18	0.2	0.2	0.0	0.1	0.2	-0.1	0.3	0.4	-0.1	0.3	0.4	-0.1	*	*	*	*	*	*	0.1	0.2	-0.1
Magic	5.9	5.4	0.5	8	0.2	0.2	0.0	0.3	0.4	-0.1	0.5	0.5	0.0	0.8	0.7	0.1	1.8	1.7	0.1	3.9	3.6	0.3	0.5	0.3	0.2
Mix	3.3	3.4	-0.1	14	0.1	0.1	0.0	0.6	0.8	-0.2	1.6	1.6	0.0	2.7	2.5	0.2	1.3	1.2	0.1	0.2	0.4	-0.2	0.6	0.7	-0.1
More FM	9.8	10.0	-0.2	2	1.4	1.4	0.0	1.1	1.3	-0.2	2.3	2.2	0.1	4.7	4.7	0.0	3.9	4.1	-0.2	2.6	2.6	0.0	2.7	2.7	0.0
Newstalk ZB	6.1	6.2	-0.1	6	0.1	*	*	0.1	0.1	0.0	0.4	0.4	0.0	1.2	1.2	0.0	1.6	1.6	0.0	2.8	2.8	0.0	0.5	0.6	-0.1
Radio Hauraki	3.6	3.5	0.1	12	0.4	0.3	0.1	1.3	1.4	-0.1	2.2	2.1	0.1	2.7	2.5	0.2	0.6	0.7	-0.1	0.3	0.5	-0.2	0.8	0.7	0.1
RadioLIVE	4.6	4.3	0.3	9	0.1	0.4	-0.3	0.3	0.3	0.0	0.9	0.9	0.0	1.9	1.7	0.2	1.5	1.3	0.2	1.6	1.3	0.3	0.8	0.8	0.0
Radio Sport	3.6	3.5	0.1	12	0.3	0.2	0.1	0.1	*	*	0.4	0.2	0.2	1.4	1.1	0.3	1.4	1.5	-0.1	1.3	1.4	-0.1	0.6	0.6	0.0
Rhema	1.6	1.0	0.6	16	*	*	*	0.1	*	*	0.1	0.1	0.0	0.8	0.5	0.3	0.9	0.5	0.4	0.6	0.2	0.4	0.4	0.3	0.1
Rock	9.2	9.5	-0.3	3	1.2	1.4	-0.2	3.5	3.9	-0.4	4.5	4.5	0.0	6.1	5.9	0.2	2.1	2.0	0.1	0.6	0.6	0.0	2.3	2.2	0.1
Star	0.8	0.4	0.4	17	0.1	0.1	0.0	*	*	*	*	*	*	*	*	*	0.1	*	*	0.4	0.1	0.3	*	*	*
The Hits	4.6	4.9	-0.3	9	1.1	1.3	-0.2	1.5	1.3	0.2	1.5	1.6	-0.1	2.4	2.5	-0.1	0.9	1.1	-0.2	0.5	0.6	-0.1	1.2	1.1	0.1
The Sound	7.2	7.2	0.0	5	0.5	0.6	-0.1	0.8	1.1	-0.3	1.8	2.3	-0.5	4.2	4.6	-0.4	4.6	4.1	0.5	2.3	2.0	0.3	1.8	1.7	0.1
ZM	3.2	3.5	-0.3	15	0.4	0.4	0.0	1.9	2.0	-0.1	1.6	1.7	-0.1	1.9	2.0	-0.1	0.2	0.3	-0.1	*	0.1	*	0.7	0.8	-0.1
Others	4.1	3.7	0.4		0.2	0.2	0.0	1.0	1.1	-0.1	1.5	1.4	0.1	2.0	1.8	0.2	1.4	1.3	0.1	1.3	1.1	0.2	0.8	0.7	0.1
Mediaworks Combo	39.2	38.5	0.7		5.2	5.3	-0.1	8.3	8.7	-0.4	10.7	10.9	-0.2	18.1	18.0	0.1	12.9	12.5	0.4	10.3	9.7	0.6	9.2	8.7	0.5
NZME Combo	25.5	26.8	-1.3		2.0	2.1	-0.1	4.6	4.8	-0.2	6.7	6.7	0.0	10.9	10.8	0.1	8.0	8.0	0.0	7.7	8.5	-0.8	4.3	4.5	-0.2
All Commercial Radio	52.3	52.8	-0.5		5.4	5.7	-0.3	9.9	10.1	-0.2	13.1	13.4	-0.3	22.7	23.0	-0.3	17.5	17.4	0.1	15.0	14.8	0.2	10.9	10.5	0.4
Potential (000)	66.8	66.8	0.0		8.0	7.8	0.2	13.3	13.5	-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	12.8	12.1	0.7
Sample	876	877	-1		109	107	2	172	167	5	239	224	15	352	347	5	235	246	-11	258	268	-10	178	171	7

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	This	Last	+/-
Potential (000)	66.8	66.8	0.0
Sample Size	876	877	-1

	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	2.9	3.2	-0.3	7	2.7	3.1	-0.4	2.5	2.6	-0.1	2.5	3.0	-0.5	1.3	1.4	-0.1	0.6	0.7	-0.1	3.8	3.9	-0.1
Coast	4.3	5.2	-0.9	5	5.5	6.4	-0.9	5.1	5.8	-0.7	4.6	5.5	-0.9	2.1	2.3	-0.2	0.2	0.5	-0.3	5.2	5.6	-0.4
Edge	8.1	8.3	-0.2	1	5.9	6.2	-0.3	7.4	7.4	0.0	7.6	8.1	-0.5	3.4	3.4	0.0	1.7	1.7	0.0	10.7	11.2	-0.5
George FM	1.3	1.1	0.2	13	1.3	0.7	0.6	1.5	1.1	0.4	1.6	1.9	-0.3	0.9	1.1	-0.2	0.3	0.4	-0.1	2.0	2.1	-0.1
Life FM	0.1	0.1	0.0	18	0.1	0.2	-0.1	0.1	0.2	-0.1	0.2	0.2	0.0	*	0.1	*	0.1	0.1	0.0	0.1	0.1	0.0
Magic	2.8	3.0	-0.2	9	4.0	3.8	0.2	4.0	3.5	0.5	3.2	2.7	0.5	0.8	0.6	0.2	0.9	0.7	0.2	4.2	3.7	0.5
Mix	1.2	1.2	0.0	14	1.7	1.7	0.0	2.0	2.1	-0.1	2.1	2.4	-0.3	0.9	0.9	0.0	0.5	*	*	1.9	2.0	-0.1
More FM	6.2	6.4	-0.2	2	4.8	5.1	-0.3	4.5	4.6	-0.1	4.6	4.4	0.2	2.8	2.4	0.4	1.5	1.8	-0.3	6.3	6.3	0.0
Newstalk ZB	4.4	4.7	-0.3	4	2.5	2.7	-0.2	2.1	1.8	0.3	2.0	2.0	0.0	3.3	3.0	0.3	2.2	2.4	-0.2	5.0	5.1	-0.1
Radio Hauraki	1.4	1.4	0.0	12	1.6	1.5	0.1	1.8	1.4	0.4	1.5	1.3	0.2	0.7	0.6	0.1	0.7	0.6	0.1	1.8	1.8	0.0
RadioLIVE	2.9	2.7	0.2	7	2.1	1.8	0.3	1.4	1.4	0.0	1.9	1.7	0.2	1.1	1.0	0.1	1.2	1.0	0.2	2.6	2.3	0.3
Radio Sport	1.1	1.1	0.0	15	1.6	1.5	0.1	1.6	1.6	0.0	1.4	1.0	0.4	0.4	0.2	0.2	0.2	0.3	-0.1	2.6	2.5	0.1
Rhema	0.8	0.5	0.3	16	0.8	0.5	0.3	0.8	0.5	0.3	0.4	0.3	0.1	0.6	0.4	0.2	0.2	0.1	0.1	1.2	0.6	0.6
Rock	4.9	5.0	-0.1	3	4.4	4.6	-0.2	5.3	4.9	0.4	4.8	5.1	-0.3	1.9	2.0	-0.1	1.2	1.1	0.1	5.0	4.8	0.2
Star	0.5	0.2	0.3	17	0.6	0.1	0.5	0.5	0.2	0.3	0.2	0.2	0.0	0.5	0.3	0.2	0.4	0.1	0.3	0.7	0.3	0.4
The Hits	1.8	1.5	0.3	10	1.5	1.8	-0.3	2.4	2.3	0.1	1.6	2.0	-0.4	0.8	0.5	0.3	0.6	0.6	0.0	2.6	2.9	-0.3
The Sound	4.1	4.5	-0.4	6	4.1	3.7	0.4	4.1	3.9	0.2	3.7	3.7	0.0	1.6	1.5	0.1	0.6	0.7	-0.1	4.1	4.2	-0.1
ZM	1.7	2.2	-0.5	11	1.3	1.4	-0.1	1.3	1.7	-0.4	1.5	1.7	-0.2	1.4	1.4	0.0	0.6	0.6	0.0	1.7	2.0	-0.3
Others	1.4	1.3	0.1		1.4	0.9	0.5	1.8	1.5	0.3	1.5	1.2	0.3	0.7	0.7	0.0	0.5	0.5	0.0	1.7	1.7	0.0
Mediaworks Combo	26.5	26.9	-0.4		23.9	23.2	0.7	24.6	23.4	1.2	24.6	24.5	0.1	12.0	11.5	0.5	6.6	6.7	-0.1	30.1	29.7	0.4
NZME Combo	14.0	15.6	-1.6		13.9	15.0	-1.1	14.8	14.9	-0.1	12.9	13.9	-1.0	8.9	8.4	0.5	4.7	4.9	-0.2	18.0	19.1	-1.1
All Commercial Radio	37.6	38.7	-1.1		35.1	35.2	-0.1	36.4	35.4	1.0	34.1	34.5	-0.4	20.0	18.6	1.4	10.4	10.6	-0.2	42.4	42.6	-0.2

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 3 2017

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

Survey Comparisons: 2/2017 - 3/2017

This Survey Period: Sun Aug 21 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Sep 9 2017

Last Survey Period: Sun Jun 19 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 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	7:19	6:52	0:27	3:55	5:31	-1:36	11:25	4:44	6:41	9:26	5:39	3:46	7:55	8:04	-0:09	8:15	9:32	-1:17	7:52	6:45	1:07	7:03	7:10	-0:06
Coast	10:36	12:30	-1:54	8:23	8:32	-0:08	4:35	4:18	0:17	5:28	5:06	0:22	9:36	9:27	0:08	13:16	15:03	-1:47	12:18	15:05	-2:47	4:42	9:47	-5:04
Edge	6:52	6:22	0:29	4:59	4:17	0:42	6:46	6:21	0:25	6:46	6:23	0:22	8:06	7:38	0:28	10:17	9:41	0:35	7:05	6:58	0:06	6:44	6:05	0:38
George FM	5:56	7:13	-1:17	5:15	5:02	0:12	4:12	6:07	-1:55	6:07	7:53	-1:46	6:22	7:48	-1:25	13:47	16:02	-2:14	20:43	24:45	-4:01	3:44	4:11	-0:27
Life FM	2:55	2:34	0:20	1:07	1:15	-0:07	5:03	3:21	1:42	4:15	3:20	0:54	4:15	3:20	0:54	*	*	*	*	*	*	4:05	2:32	1:32
Magic	15:57	15:00	0:56	1:33	1:56	-0:23	10:44	8:52	1:52	11:52	12:47	-0:55	12:43	14:03	-1:20	16:00	15:20	0:40	19:17	18:05	1:12	9:28	12:07	-2:38
Mix	11:20	11:47	-0:27	0:15	0:15	0:00	7:30	7:21	0:09	8:05	8:24	-0:19	11:28	11:20	0:07	17:54	18:36	-0:42	20:31	21:25	-0:54	12:17	10:12	2:04
More FM	10:17	10:34	-0:17	4:00	4:18	-0:17	10:00	5:45	4:15	10:49	10:28	0:21	11:34	11:47	-0:13	12:52	14:09	-1:16	11:43	13:18	-1:34	11:42	11:04	0:38
Newstalk ZB	15:02	15:11	-0:08	0:15	*	*	1:00	1:00	0:00	5:59	5:35	0:24	9:43	9:02	0:41	11:03	11:13	-0:09	14:05	14:50	-0:45	6:05	8:19	-2:13
Radio Hauraki	6:44	6:17	0:26	2:59	2:59	-0:00	6:15	5:51	0:24	7:45	7:14	0:30	8:07	7:49	0:18	8:55	7:44	1:10	1:49	1:40	0:08	3:57	5:08	-1:11
RadioLIVE	9:36	8:15	1:20	5:00	7:34	-2:34	8:33	7:27	1:06	6:21	5:30	0:50	7:52	7:30	0:22	8:19	6:53	1:26	11:56	7:54	4:02	10:37	8:45	1:52
Radio Sport	6:58	7:35	-0:36	1:47	0:43	1:03	8:30	*	*	4:28	4:30	-0:01	5:55	6:30	-0:34	5:30	5:12	0:18	7:42	8:21	-0:39	4:01	3:26	0:35
Rhema	8:06	7:21	0:44	*	*	*	1:00	*	*	2:36	2:32	0:03	4:36	4:12	0:24	7:46	7:00	0:46	12:13	11:25	0:47	5:19	4:07	1:12
Rock	11:22	10:35	0:46	3:44	3:43	0:00	11:35	11:18	0:17	9:53	10:13	-0:19	12:03	12:03	-0:00	18:35	15:51	2:44	17:13	10:09	7:04	8:13	9:24	-1:11
Star	18:40	17:22	1:18	2:00	2:00	0:00	*	*	*	*	*	*	*	*	*	12:15	*	*	14:25	6:24	8:00	*	*	*
The Hits	4:17	4:17	0:00	2:25	2:20	0:05	3:53	2:50	1:02	4:26	3:09	1:16	5:21	5:15	0:05	6:47	8:05	-1:18	6:48	6:20	0:27	2:57	5:19	-2:22
The Sound	11:26	10:55	0:31	4:00	4:13	-0:12	7:35	9:55	-2:20	10:29	10:52	-0:22	11:55	11:16	0:39	12:34	11:48	0:45	12:18	12:10	0:07	8:38	7:34	1:04
ZM	5:12	5:00	0:12	1:32	1:35	-0:03	6:27	5:47	0:40	4:44	5:26	-0:42	4:30	5:09	-0:38	2:59	4:51	-1:51	1:00	5:31	-4:31	4:08	4:07	0:00
Others	5:22	4:53	0:29	1:18	0:23	0:54	3:03	2:37	0:26	8:45	6:57	1:47	7:13	6:20	0:53	3:57	4:19	-0:22	4:25	4:00	0:24	4:14	3:38	0:35
Mediaworks Combo	15:09	14:49	0:20	7:22	7:41	-0:19	14:05	14:16	-0:10	14:37	14:29	0:08	16:14	16:14	-0:00	18:50	18:34	0:15	18:32	17:12	1:20	13:37	13:32	0:04
NZME Combo	12:09	12:48	-0:39	3:35	3:11	0:24	7:24	6:38	0:45	8:22	8:09	0:12	11:05	11:07	-0:01	14:38	15:49	-1:11	14:25	16:15	-1:49	6:30	8:55	-2:24
All Commercial Radio	18:16	17:56	0:20	8:29	8:31	-0:02	15:35	15:49	-0:13	17:18	16:38	0:39	19:07	18:33	0:34	21:20	21:05	0:14	21:24	21:07	0:16	14:41	15:26	-0:44
Potential (000)	66.8	66.8	0.0	8.0	7.8	0.2	13.3	13.5	-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	12.8	12.1	0.7
Sample	876	877	-1	109	107	2	172	167	5	239	224	15	352	347	5	235	246	-11	258	268	-10	178	171	7

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 3 2017

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

Survey Comparisons: 2/2017 - 3/2017

This Survey Period: Sun Aug 21 to Sat Oct 22 2016 & Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Sep 9 2017

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

	This	Last	+/-
Potential (000)	66.8	66.8	0.0
Sample Size	876	877	-1

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

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