



# NELSON COMMERCIAL RADIO - SURVEY 4 2017

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

Survey Comparisons: 3/2017 - 4/2017

This Survey Period: Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017

Last 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

	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	5.6	4.7	0.9	8	4.1	7.5	-3.4	4.4	4.6	-0.2	4.2	4.8	-0.6	5.8	4.7	1.1	8.1	5.2	2.9	7.0	5.5	1.5	9.4	6.8	2.6
Coast	10.3	10.1	0.2	2	0.3	4.8	-4.5	1.6	1.2	0.4	2.8	2.8	0.0	5.9	6.1	-0.2	15.4	15.0	0.4	17.3	16.9	0.4	3.2	3.8	-0.6
Edge	11.6	10.6	1.0	1	45.2	43.2	2.0	24.1	24.4	-0.3	16.1	14.5	1.6	16.0	13.3	2.7	9.1	8.0	1.1	1.1	1.8	-0.7	22.3	20.6	1.7
George FM	2.6	2.3	0.3	13	3.2	3.4	-0.2	5.7	5.7	0.0	6.1	4.9	1.2	3.8	3.0	0.8	1.7	1.6	0.1	1.3	1.2	0.1	1.8	1.9	-0.1
Life FM	0.1	0.1	0.0	18	0.4	0.5	-0.1	0.4	0.4	0.0	0.4	0.5	-0.1	0.2	0.2	0.0	*	*	*	*	*	*	0.1	0.2	-0.1
Magic	9.7	9.8	-0.1	4	1.0	0.8	0.2	2.3	2.4	-0.1	3.2	2.8	0.4	2.8	2.3	0.5	8.7	7.6	1.1	21.5	23.3	-1.8	2.8	2.8	0.0
Mix	3.2	3.9	-0.7	10	0.1	0.1	0.0	1.5	2.7	-1.2	5.0	5.8	-0.8	6.0	7.1	-1.1	5.0	6.0	-1.0	1.5	1.6	-0.1	3.0	4.6	-1.6
More FM	10.3	10.6	-0.3	2	13.5	12.1	1.4	5.2	6.8	-1.6	10.0	11.2	-1.2	12.3	12.4	-0.1	13.6	13.5	0.1	9.4	9.6	-0.2	19.7	19.5	0.2
Newstalk ZB	8.6	9.6	-1.0	6	2.3	*	*	*	*	*	0.6	1.2	-0.6	0.9	2.6	-1.7	2.4	4.8	-2.4	11.6	12.1	-0.5	1.2	1.7	-0.5
Radio Hauraki	3.0	2.5	0.5	11	2.3	2.5	-0.2	7.9	5.5	2.4	9.3	7.6	1.7	6.2	5.1	1.1	1.5	1.4	0.1	0.2	0.2	0.0	2.4	2.1	0.3
RadioLIVE	4.4	4.6	-0.2	9	1.8	1.6	0.2	1.5	1.8	-0.3	2.3	2.5	-0.2	2.3	3.4	-1.1	2.0	3.4	-1.4	6.5	5.8	0.7	4.1	5.1	-1.0
Radio Sport	2.6	2.6	0.0	13	1.2	1.2	0.0	0.4	0.4	0.0	0.8	0.8	0.0	1.5	1.9	-0.4	1.8	2.1	-0.3	3.3	3.0	0.3	0.3	1.4	-1.1
Rhema	1.3	1.4	-0.1	17	1.4	*	*	0.1	0.1	0.0	0.1	0.2	-0.1	0.5	0.8	-0.3	1.8	1.9	-0.1	2.4	2.1	0.3	1.1	1.5	-0.4
Rock	9.1	10.9	-1.8	5	10.0	10.0	0.0	25.9	26.2	-0.3	18.0	19.8	-1.8	12.5	16.9	-4.4	7.2	10.3	-3.1	4.5	3.2	1.3	12.8	12.1	0.7
Star	1.9	1.6	0.3	15	1.0	0.3	0.7	*	*	*	0.2	*	*	0.1	*	*	0.2	0.2	0.0	2.2	1.9	0.3	*	*	*
The Hits	2.9	2.1	0.8	12	4.4	5.7	-1.3	3.5	3.9	-0.4	3.9	3.0	0.9	3.8	2.9	0.9	4.0	1.7	2.3	2.6	1.0	1.6	2.4	2.1	0.3
The Sound	8.5	8.6	-0.1	7	4.3	4.5	-0.2	4.9	3.9	1.0	7.9	8.5	-0.6	14.0	11.7	2.3	15.9	15.5	0.4	5.8	8.9	-3.1	10.3	9.7	0.6
ZM	1.9	1.7	0.2	15	2.4	1.5	0.9	9.1	8.1	1.0	3.3	3.4	-0.1	2.0	2.0	0.0	0.2	0.2	0.0	*	*	*	1.6	1.9	-0.3
Others	2.3	2.3	0.0		1.2	0.5	0.7	1.5	1.9	-0.4	5.7	5.7	0.0	3.5	3.4	0.1	1.5	1.5	0.0	1.7	1.8	-0.1	1.7	2.2	-0.5
Mediaworks Combo	61.8	62.2	-0.4		83.1	82.9	0.2	74.0	75.8	-1.8	67.8	69.0	-1.2	69.5	67.7	1.8	66.4	65.1	1.3	57.2	59.4	-2.2	83.1	78.3	4.8
NZME Combo	32.6	32.5	0.1		12.9	15.8	-2.9	24.0	21.8	2.2	25.8	24.6	1.2	26.2	27.8	-1.6	30.2	31.2	-1.0	36.5	34.8	1.7	14.0	17.7	-3.7
Potential (000)	66.8	66.8	0.0		7.9	8.0	-0.1	13.4	13.3	0.1	16.5	16.5	0.0	27.6	27.6	0.0	21.3	21.3	0.0	18.9	18.9	0.0	12.3	12.8	-0.5
Sample	853	876	-23		103	109	-6	168	172	-4	239	239	0	346	352	-6	234	235	-1	252	258	-6	173	178	-5

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 4 2017

Station Share (%) by Daypart, People 10+

Survey Comparisons: 3/2017 - 4/2017

This Survey Period: Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017

Last 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

	This	Last	+/-
Potential (000)	66.8	66.8	0.0
Sample Size	853	876	-23

	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	6.7	5.0	1.7	7	6.0	5.1	0.9	5.7	4.3	1.4	4.0	4.0	0.0	4.2	3.8	0.4	1.5	4.7	-3.2	6.1	5.1	1.0
Coast	9.8	9.8	0.0	4	12.5	11.6	0.9	12.4	12.5	-0.1	9.0	9.8	-0.8	5.3	6.1	-0.8	3.3	0.4	2.9	10.0	9.7	0.3
Edge	13.1	11.7	1.4	2	7.5	6.8	0.7	9.1	8.4	0.7	14.9	14.2	0.7	11.9	10.1	1.8	7.6	8.2	-0.6	15.1	13.9	1.2
George FM	1.7	1.5	0.2	14	2.0	1.8	0.2	2.6	2.3	0.3	3.8	3.3	0.5	3.4	3.5	-0.1	1.7	1.4	0.3	3.3	2.8	0.5
Life FM	0.2	0.2	0.0	18	0.1	0.1	0.0	0.1	0.1	0.0	0.3	0.2	0.1	*	*	*	0.5	0.4	0.1	*	*	*
Magic	5.1	5.8	-0.7	9	12.9	13.1	-0.2	13.3	13.2	0.1	10.8	10.2	0.6	2.8	2.4	0.4	6.1	6.3	-0.2	9.1	9.6	-0.5
Mix	2.3	2.5	-0.2	12	3.6	5.0	-1.4	4.1	5.5	-1.4	3.9	4.9	-1.0	2.0	2.1	-0.1	4.3	4.0	0.3	2.7	2.7	0.0
More FM	14.2	14.4	-0.2	1	10.4	9.8	0.6	10.2	10.3	-0.1	9.4	10.0	-0.6	7.4	7.5	-0.1	7.2	11.7	-4.5	9.0	9.4	-0.4
Newstalk ZB	12.1	13.5	-1.4	3	5.2	7.0	-1.8	3.1	3.2	-0.1	6.1	6.0	0.1	21.3	23.7	-2.4	20.5	18.4	2.1	9.6	10.6	-1.0
Radio Hauraki	3.2	2.7	0.5	10	2.5	1.9	0.6	2.4	2.0	0.4	4.4	3.1	1.3	4.2	3.9	0.3	4.4	4.2	0.2	2.7	2.3	0.4
RadioLIVE	7.0	7.1	-0.1	6	2.9	3.3	-0.4	2.0	2.3	-0.3	1.9	2.8	-0.9	7.4	6.2	1.2	11.1	10.2	0.9	5.0	5.2	-0.2
Radio Sport	1.1	1.2	-0.1	16	2.1	2.1	0.0	2.9	2.9	0.0	3.3	3.3	0.0	0.6	0.8	-0.2	0.2	0.3	-0.1	4.4	4.4	0.0
Rhema	1.0	1.5	-0.5	17	1.8	1.5	0.3	1.2	1.0	0.2	0.4	0.6	-0.2	4.0	4.1	-0.1	0.1	0.6	-0.5	1.3	1.3	0.0
Rock	8.5	9.2	-0.7	5	11.1	13.0	-1.9	10.1	12.0	-1.9	8.1	11.7	-3.6	7.3	10.1	-2.8	15.9	14.5	1.4	6.7	8.6	-1.9
Star	2.2	2.0	0.2	13	1.8	1.6	0.2	1.3	1.1	0.2	0.7	0.6	0.1	3.0	2.6	0.4	6.6	3.8	2.8	1.6	1.5	0.1
The Hits	2.4	1.4	1.0	11	3.2	1.2	2.0	3.6	2.4	1.2	3.9	2.3	1.6	1.2	1.5	-0.3	0.9	1.2	-0.3	2.9	3.2	-0.3
The Sound	6.5	8.1	-1.6	8	11.1	11.3	-0.2	10.2	10.9	-0.7	10.7	8.2	2.5	5.7	4.7	1.0	1.4	2.7	-1.3	7.6	7.0	0.6
ZM	1.7	0.9	0.8	14	1.3	1.6	-0.3	1.1	1.3	-0.2	2.6	2.5	0.1	6.8	5.3	1.5	4.9	4.8	0.1	1.3	1.1	0.2
Others	1.2	1.4	-0.2		2.2	2.2	0.0	4.6	4.3	0.3	2.0	2.1	-0.1	1.5	1.6	-0.1	1.9	2.3	-0.4	1.6	1.5	0.1
Mediaworks Combo	62.8	62.8	0.0		63.9	64.2	-0.3	63.2	63.7	-0.5	63.5	64.5	-1.0	50.2	48.3	1.9	52.5	59.7	-7.2	61.8	61.6	0.2
NZME Combo	32.6	32.1	0.5		30.3	30.4	-0.1	29.6	29.8	-0.2	33.1	31.9	1.2	41.3	43.3	-2.0	38.5	33.3	5.2	33.6	34.1	-0.5

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	5.6	6.1	-0.5	7	0.4	0.9	-0.5	0.7	0.6	0.1	1.1	1.2	-0.1	2.3	2.6	-0.3	2.7	2.4	0.3	2.2	2.2	0.0	1.4	1.5	-0.1
Coast	8.2	9.1	-0.9	4	0.1	0.3	-0.2	0.5	0.4	0.1	1.0	1.1	-0.1	2.3	2.8	-0.5	4.0	4.2	-0.2	4.2	4.4	-0.2	1.2	1.3	-0.1
Edge	14.7	14.8	-0.1	1	3.8	4.0	-0.2	5.5	5.6	-0.1	4.5	4.8	-0.3	7.1	7.1	0.0	3.2	2.9	0.3	0.8	0.8	0.0	4.4	4.9	-0.5
George FM	3.7	3.7	0.0	11	0.2	0.3	-0.1	2.0	2.1	-0.1	2.0	1.8	0.2	2.2	2.1	0.1	0.4	0.4	0.0	0.2	0.2	0.0	0.7	0.8	-0.1
Life FM	0.4	0.4	0.0	18	0.1	0.2	-0.1	0.2	0.1	0.1	0.2	0.3	-0.1	0.2	0.3	-0.1	*	*	*	*	*	*	0.1	0.1	0.0
Magic	5.7	5.9	-0.2	6	0.1	0.2	-0.1	0.5	0.3	0.2	0.6	0.5	0.1	0.9	0.8	0.1	1.8	1.8	0.0	3.5	3.9	-0.4	0.5	0.5	0.0
Mix	2.9	3.3	-0.4	14	0.1	0.1	0.0	0.5	0.6	-0.1	1.5	1.6	-0.1	2.4	2.7	-0.3	1.0	1.3	-0.3	0.2	0.2	0.0	0.4	0.6	-0.2
More FM	9.9	9.8	0.1	2	1.6	1.4	0.2	1.1	1.1	0.0	2.2	2.3	-0.1	4.4	4.7	-0.3	3.8	3.9	-0.1	2.9	2.6	0.3	2.4	2.7	-0.3
Newstalk ZB	5.6	6.1	-0.5	7	0.2	0.1	0.1	0.1	0.1	0.0	0.5	0.4	0.1	1.0	1.2	-0.2	1.3	1.6	-0.3	2.5	2.8	-0.3	0.5	0.5	0.0
Radio Hauraki	3.8	3.6	0.2	10	0.4	0.4	0.0	1.5	1.3	0.2	2.4	2.2	0.2	2.9	2.7	0.2	0.7	0.6	0.1	0.3	0.3	0.0	0.9	0.8	0.1
RadioLIVE	3.6	4.6	-1.0	12	0.2	0.1	0.1	0.2	0.3	-0.1	0.6	0.9	-0.3	1.1	1.9	-0.8	0.9	1.5	-0.6	1.4	1.6	-0.2	0.7	0.8	-0.1
Radio Sport	2.9	3.6	-0.7	14	0.2	0.3	-0.1	0.1	0.1	0.0	0.3	0.4	-0.1	0.9	1.4	-0.5	1.0	1.4	-0.4	1.2	1.3	-0.1	0.2	0.6	-0.4
Rhema	1.3	1.6	-0.3	16	0.1	*	*	0.1	0.1	0.0	0.1	0.1	0.0	0.4	0.8	-0.4	0.7	0.9	-0.2	0.6	0.6	0.0	0.3	0.4	-0.1
Rock	8.8	9.2	-0.4	3	0.9	1.2	-0.3	3.7	3.5	0.2	4.5	4.5	0.0	5.5	6.1	-0.6	1.8	2.1	-0.3	0.8	0.6	0.2	2.4	2.3	0.1
Star	1.0	0.8	0.2	17	0.2	0.1	0.1	*	*	*	0.1	*	*	0.1	*	*	0.1	0.1	0.0	0.4	0.4	0.0	*	*	*
The Hits	4.6	4.6	0.0	9	0.7	1.1	-0.4	1.5	1.5	0.0	1.5	1.5	0.0	2.4	2.4	0.0	1.3	0.9	0.4	0.8	0.5	0.3	1.2	1.2	0.0
The Sound	6.8	7.2	-0.4	5	0.4	0.5	-0.1	1.1	0.8	0.3	2.0	1.8	0.2	4.4	4.2	0.2	3.9	4.6	-0.7	1.7	2.3	-0.6	1.5	1.8	-0.3
ZM	3.4	3.2	0.2	13	0.6	0.4	0.2	2.1	1.9	0.2	1.4	1.6	-0.2	1.6	1.9	-0.3	0.2	0.2	0.0	0.1	*	*	0.6	0.7	-0.1
Others	3.6	4.1	-0.5		0.2	0.2	0.0	0.7	1.0	-0.3	1.3	1.5	-0.2	1.9	2.0	-0.1	1.3	1.4	-0.1	1.1	1.3	-0.2	0.6	0.8	-0.2
Mediaworks Combo	38.3	39.2	-0.9		5.0	5.2	-0.2	8.3	8.3	0.0	10.7	10.7	0.0	18.0	18.1	-0.1	12.8	12.9	-0.1	9.9	10.3	-0.4	9.2	9.2	0.0
NZME Combo	25.1	25.5	-0.4		1.7	2.0	-0.3	5.0	4.6	0.4	6.7	6.7	0.0	10.4	10.9	-0.5	7.8	8.0	-0.2	7.7	7.7	0.0	4.2	4.3	-0.1
All Commercial Radio	51.0	52.3	-1.3		5.2	5.4	-0.2	10.0	9.9	0.1	13.0	13.1	-0.1	21.8	22.7	-0.9	17.1	17.5	-0.4	15.0	15.0	0.0	10.4	10.9	-0.5
Potential (000)	66.8	66.8	0.0		7.9	8.0	-0.1	13.4	13.3	0.1	16.5	16.5	0.0	27.6	27.6	0.0	21.3	21.3	0.0	18.9	18.9	0.0	12.3	12.8	-0.5
Sample	853	876	-23		103	109	-6	168	172	-4	239	239	0	346	352	-6	234	235	-1	252	258	-6	173	178	-5

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	This	Last	+/-
Potential (000)	66.8	66.8	0.0
Sample Size	853	876	-23

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	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	2.8	2.9	-0.1	7	2.6	2.7	-0.1	2.4	2.5	-0.1	2.3	2.5	-0.2	1.0	1.3	-0.3	0.5	0.6	-0.1	3.6	3.8	-0.2
Coast	3.9	4.3	-0.4	4	5.0	5.5	-0.5	4.6	5.1	-0.5	3.7	4.6	-0.9	1.5	2.1	-0.6	0.4	0.2	0.2	4.9	5.2	-0.3
Edge	8.1	8.1	0.0	1	6.5	5.9	0.6	7.0	7.4	-0.4	8.4	7.6	0.8	3.1	3.4	-0.3	1.5	1.7	-0.2	9.9	10.7	-0.8
George FM	1.5	1.3	0.2	12	1.4	1.3	0.1	1.5	1.5	0.0	1.7	1.6	0.1	0.7	0.9	-0.2	0.4	0.3	0.1	2.0	2.0	0.0
Life FM	0.1	0.1	0.0	18	0.1	0.1	0.0	0.1	0.1	0.0	0.2	0.2	0.0	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0
Magic	2.5	2.8	-0.3	8	4.0	4.0	0.0	3.6	4.0	-0.4	3.2	3.2	0.0	0.9	0.8	0.1	0.7	0.9	-0.2	3.9	4.2	-0.3
Mix	0.9	1.2	-0.3	15	1.3	1.7	-0.4	1.8	2.0	-0.2	1.3	2.1	-0.8	0.6	0.9	-0.3	0.5	0.5	0.0	2.0	1.9	0.1
More FM	6.0	6.2	-0.2	2	5.0	4.8	0.2	4.9	4.5	0.4	4.6	4.6	0.0	2.3	2.8	-0.5	1.2	1.5	-0.3	5.5	6.3	-0.8
Newstalk ZB	3.7	4.4	-0.7	5	2.2	2.5	-0.3	1.8	2.1	-0.3	2.0	2.0	0.0	3.0	3.3	-0.3	2.2	2.2	0.0	4.4	5.0	-0.6
Radio Hauraki	1.4	1.4	0.0	13	1.9	1.6	0.3	2.0	1.8	0.2	1.6	1.5	0.1	0.7	0.7	0.0	0.7	0.7	0.0	1.9	1.8	0.1
RadioLIVE	2.3	2.9	-0.6	9	1.4	2.1	-0.7	0.9	1.4	-0.5	1.3	1.9	-0.6	0.9	1.1	-0.2	1.0	1.2	-0.2	2.4	2.6	-0.2
Radio Sport	1.0	1.1	-0.1	14	1.3	1.6	-0.3	1.3	1.6	-0.3	1.3	1.4	-0.1	0.3	0.4	-0.1	0.1	0.2	-0.1	2.1	2.6	-0.5
Rhema	0.5	0.8	-0.3	17	0.8	0.8	0.0	0.7	0.8	-0.1	0.2	0.4	-0.2	0.4	0.6	-0.2	0.1	0.2	-0.1	1.0	1.2	-0.2
Rock	4.7	4.9	-0.2	3	3.9	4.4	-0.5	5.0	5.3	-0.3	4.0	4.8	-0.8	1.6	1.9	-0.3	1.4	1.2	0.2	4.4	5.0	-0.6
Star	0.6	0.5	0.1	16	0.7	0.6	0.1	0.6	0.5	0.1	0.1	0.2	-0.1	0.4	0.5	-0.1	0.6	0.4	0.2	0.8	0.7	0.1
The Hits	2.3	1.8	0.5	9	2.0	1.5	0.5	2.6	2.4	0.2	1.7	1.6	0.1	0.7	0.8	-0.1	0.4	0.6	-0.2	2.2	2.6	-0.4
The Sound	3.5	4.1	-0.6	6	3.7	4.1	-0.4	3.9	4.1	-0.2	3.5	3.7	-0.2	1.6	1.6	0.0	0.5	0.6	-0.1	4.2	4.1	0.1
ZM	1.8	1.7	0.1	11	1.1	1.3	-0.2	1.6	1.3	0.3	1.4	1.5	-0.1	1.4	1.4	0.0	0.5	0.6	-0.1	1.9	1.7	0.2
Others	1.1	1.4	-0.3		1.1	1.4	-0.3	1.7	1.8	-0.1	1.4	1.5	-0.1	0.5	0.7	-0.2	0.3	0.5	-0.2	1.8	1.7	0.1
Mediaworks Combo	25.2	26.5	-1.3		23.7	23.9	-0.2	24.2	24.6	-0.4	24.1	24.6	-0.5	11.0	12.0	-1.0	6.3	6.6	-0.3	28.6	30.1	-1.5
NZME Combo	13.8	14.0	-0.2		13.5	13.9	-0.4	14.5	14.8	-0.3	11.6	12.9	-1.3	7.7	8.9	-1.2	4.5	4.7	-0.2	17.2	18.0	-0.8
All Commercial Radio	35.8	37.6	-1.8		33.7	35.1	-1.4	35.3	36.4	-1.1	32.4	34.1	-1.7	17.8	20.0	-2.2	10.0	10.4	-0.4	41.1	42.4	-1.3

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 4 2017

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

Survey Comparisons: 3/2017 - 4/2017

This Survey Period: Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017

Last 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

	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	8:56	7:19	1:36	4:16	3:55	0:20	9:24	11:25	-2:01	8:24	9:26	-1:01	9:49	7:55	1:53	10:10	8:15	1:54	9:54	7:52	2:01	10:16	7:03	3:13
Coast	11:15	10:36	0:39	1:45	8:23	-6:38	4:39	4:35	0:03	6:08	5:28	0:40	10:07	9:36	0:31	12:51	13:16	-0:24	12:44	12:18	0:25	4:11	4:42	-0:30
Edge	7:01	6:52	0:09	5:35	4:59	0:35	6:26	6:46	-0:20	7:28	6:46	0:42	8:41	8:06	0:34	9:35	10:17	-0:41	4:21	7:05	-2:44	7:32	6:44	0:47
George FM	6:17	5:56	0:21	7:25	5:15	2:10	4:11	4:12	-0:00	6:34	6:07	0:27	6:39	6:22	0:17	13:59	13:47	0:11	21:07	20:43	0:23	4:05	3:44	0:20
Life FM	2:56	2:55	0:01	2:30	1:07	1:22	3:37	5:03	-1:26	3:56	4:15	-0:18	3:56	4:15	-0:18	*	*	*	*	*	*	2:15	4:05	-1:50
Magic	15:12	15:57	-0:45	3:57	1:33	2:24	6:36	10:44	-4:08	11:29	11:52	-0:22	12:04	12:43	-0:39	16:42	16:00	0:41	19:14	19:17	-0:03	7:51	9:28	-1:37
Mix	9:54	11:20	-1:25	0:30	0:15	0:15	4:19	7:30	-3:11	6:56	8:05	-1:08	9:44	11:28	-1:43	16:26	17:54	-1:27	19:32	20:31	-0:59	11:02	12:17	-1:14
More FM	9:18	10:17	-0:59	3:59	4:00	-0:00	7:01	10:00	-2:59	9:39	10:49	-1:10	10:53	11:34	-0:40	12:03	12:52	-0:49	10:11	11:43	-1:32	12:25	11:42	0:42
Newstalk ZB	13:43	15:02	-1:19	6:44	0:15	6:29	1:00	1:00	0:00	2:49	5:59	-3:10	3:21	9:43	-6:22	6:12	11:03	-4:51	14:22	14:05	0:17	3:35	6:05	-2:29
Radio Hauraki	7:08	6:44	0:24	2:52	2:59	-0:07	7:35	6:15	1:19	8:02	7:45	0:17	8:17	8:07	0:10	7:32	8:55	-1:22	2:19	1:49	0:29	3:52	3:57	-0:05
RadioLIVE	11:02	9:36	1:25	3:48	5:00	-1:11	13:22	8:33	4:48	8:43	6:21	2:22	7:47	7:52	-0:05	7:34	8:19	-0:45	13:59	11:56	2:03	8:24	10:37	-2:12
Radio Sport	7:49	6:58	0:51	3:00	1:47	1:12	8:30	8:30	0:00	5:24	4:28	0:56	6:16	5:55	0:20	6:16	5:30	0:46	8:34	7:42	0:51	1:54	4:01	-2:07
Rhema	8:48	8:06	0:42	5:45	*	*	1:00	1:00	0:00	3:15	2:36	0:38	4:31	4:36	-0:05	8:35	7:46	0:49	12:09	12:13	-0:03	4:47	5:19	-0:32
Rock	9:16	11:22	-2:05	5:11	3:44	1:26	10:24	11:35	-1:10	8:23	9:53	-1:30	8:47	12:03	-3:16	13:47	18:35	-4:48	16:38	17:13	-0:34	7:59	8:13	-0:13
Star	16:42	18:40	-1:58	2:36	2:00	0:36	*	*	*	5:00	*	*	5:00	*	*	12:15	12:15	0:00	15:51	14:25	1:26	*	*	*
The Hits	5:41	4:17	1:23	3:01	2:25	0:35	3:27	3:53	-0:25	5:41	4:26	1:14	6:09	5:21	0:48	10:06	6:47	3:19	10:37	6:48	3:48	3:04	2:57	0:07
The Sound	11:12	11:26	-0:13	5:31	4:00	1:30	6:24	7:35	-1:10	8:24	10:29	-2:05	12:17	11:55	0:21	13:37	12:34	1:03	10:50	12:18	-1:27	10:32	8:38	1:54
ZM	5:05	5:12	-0:07	2:03	1:32	0:31	6:31	6:27	0:03	5:00	4:44	0:15	4:52	4:30	0:21	2:31	2:59	-0:27	0:32	1:00	-0:27	4:12	4:08	0:03
Others	5:39	5:22	0:16	3:07	1:18	1:49	3:01	3:03	-0:01	9:02	8:45	0:17	7:09	7:13	-0:04	3:49	3:57	-0:08	4:52	4:25	0:26	4:12	4:14	-0:02
Mediaworks Combo	14:24	15:09	-0:45	7:48	7:22	0:26	13:04	14:05	-1:01	13:20	14:37	-1:17	14:55	16:14	-1:18	17:28	18:50	-1:21	17:55	18:32	-0:36	13:33	13:37	-0:04
NZME Combo	11:35	12:09	-0:34	3:36	3:35	0:01	7:06	7:24	-0:18	8:08	8:22	-0:13	9:43	11:05	-1:21	13:03	14:38	-1:35	14:38	14:25	0:12	4:57	6:30	-1:32
All Commercial Radio	17:30	18:16	-0:46	9:01	8:29	0:31	14:45	15:35	-0:50	16:16	17:18	-1:01	17:41	19:07	-1:25	19:47	21:20	-1:32	20:41	21:24	-0:42	14:28	14:41	-0:13
Potential (000)	66.8	66.8	0.0	7.9	8.0	-0.1	13.4	13.3	0.1	16.5	16.5	0.0	27.6	27.6	0.0	21.3	21.3	0.0	18.9	18.9	0.0	12.3	12.8	-0.5
Sample	853	876	-23	103	109	-6	168	172	-4	239	239	0	346	352	-6	234	235	-1	252	258	-6	173	178	-5

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 4 2017

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

Survey Comparisons: 3/2017 - 4/2017

This Survey Period: Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017

Last 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

	This	Last	+/-
Potential (000)	66.8	66.8	0.0
Sample Size	853	876	-23

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

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