



NELSON COMMERCIAL RADIO - SURVEY 1 2018

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

Survey Comparisons: 4/2017 - 1/2018

This Survey Period: Sun Apr 9 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Apr 7 2018

Last Survey Period: Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 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	7.1	5.6	1.5	8	1.3	4.1	-2.8		5.7	4.4	1.3		7.4	4.2	3.2		7.5	5.8	1.7		6.9	8.1	-1.2		6.6	7.0	-0.4		9.4	9.4	0.0	
Coast	8.1	10.3	-2.2	6	0.2	0.3	-0.1		0.1	1.6	-1.5		0.8	2.8	-2.0		3.0	5.9	-2.9		14.8	15.4	-0.6		16.6	17.3	-0.7		2.1	3.2	-1.1	
Edge	11.1	11.6	-0.5	2	54.2	45.2	9.0		24.1	24.1	0.0		14.9	16.1	-1.2		11.3	16.0	-4.7		4.3	9.1	-4.8		1.1	1.1	0.0		19.7	22.3	-2.6	
George FM	3.1	2.6	0.5	13	2.4	3.2	-0.8		3.9	5.7	-1.8		9.1	6.1	3.0		6.2	3.8	2.4		1.4	1.7	-0.3		0.2	1.3	-1.1		2.1	1.8	0.3	
Life FM	0.1	0.1	0.0	18	0.2	0.4	-0.2		0.3	0.4	-0.1		0.3	0.4	-0.1		0.2	0.2	0.0		*	*	*		*	*	*		0.1	0.1	0.0	
Magic	11.4	9.7	1.7	1	0.2	1.0	-0.8		1.2	2.3	-1.1		2.2	3.2	-1.0		3.5	2.8	0.7		10.4	8.7	1.7		24.1	21.5	2.6		5.5	2.8	2.7	
Mix	5.1	3.2	1.9	9	0.2	0.1	0.1		4.6	1.5	3.1		6.9	5.0	1.9		10.0	6.0	4.0		8.5	5.0	3.5		1.4	1.5	-0.1		6.2	3.0	3.2	
More FM	9.1	10.3	-1.2	3	8.8	13.5	-4.7		5.1	5.2	-0.1		9.7	10.0	-0.3		10.9	12.3	-1.4		11.0	13.6	-2.6		7.8	9.4	-1.6		12.6	19.7	-7.1	
Newstalk ZB	8.6	8.6	0.0	4	1.5	2.3	-0.8		*	*	*		0.3	0.6	-0.3		1.2	0.9	0.3		4.6	2.4	2.2		15.8	11.6	4.2		7.2	1.2	6.0	
Radio Hauraki	3.5	3.0	0.5	11	0.9	2.3	-1.4		11.9	7.9	4.0		7.6	9.3	-1.7		5.0	6.2	-1.2		1.0	1.5	-0.5		0.2	0.2	0.0		3.0	2.4	0.6	
RadioLIVE	3.5	4.4	-0.9	11	1.2	1.8	-0.6		1.1	1.5	-0.4		2.1	2.3	-0.2		1.7	2.3	-0.6		1.3	2.0	-0.7		4.1	6.5	-2.4		2.3	4.1	-1.8	
Radio Sport	1.5	2.6	-1.1	16	1.1	1.2	-0.1		0.3	0.4	-0.1		0.2	0.8	-0.6		0.8	1.5	-0.7		1.3	1.8	-0.5		3.2	3.3	-0.1		0.2	0.3	-0.1	
Rhema	2.0	1.3	0.7	15	1.2	1.4	-0.2		*	0.1	*		1.8	0.1	1.7		1.3	0.5	0.8		3.1	1.8	1.3		3.4	2.4	1.0		1.7	1.1	0.6	
Rock	8.2	9.1	-0.9	5	14.7	10.0	4.7		21.4	25.9	-4.5		18.5	18.0	0.5		13.4	12.5	0.9		6.3	7.2	-0.9		3.0	4.5	-1.5		9.0	12.8	-3.8	
Star	1.1	1.9	-0.8	17	0.6	1.0	-0.4		*	*	*		0.1	0.2	-0.1		0.1	0.1	0.0		0.2	0.2	0.0		1.7	2.2	-0.5		*	*	*	
The Hits	4.0	2.9	1.1	10	2.9	4.4	-1.5		6.8	3.5	3.3		6.5	3.9	2.6		6.3	3.8	2.5		5.4	4.0	1.4		2.7	2.6	0.1		6.6	2.4	4.2	
The Sound	7.9	8.5	-0.6	7	1.2	4.3	-3.1		3.1	4.9	-1.8		4.2	7.9	-3.7		12.2	14.0	-1.8		17.0	15.9	1.1		6.3	5.8	0.5		7.3	10.3	-3.0	
ZM	2.6	1.9	0.7	14	6.3	2.4	3.9		8.1	9.1	-1.0		3.8	3.3	0.5		2.9	2.0	0.9		1.5	0.2	1.3		0.8	*	*		3.4	1.6	1.8	
Others	1.8	2.3	-0.5		1.0	1.2	-0.2		2.3	1.5	0.8		3.5	5.7	-2.2		2.4	3.5	-1.1		1.0	1.5	-0.5		1.0	1.7	-0.7		1.6	1.7	-0.1	
Mediaworks Combo	61.6	61.8	-0.2		83.9	83.1	0.8		65.6	74.0	-8.4		68.2	67.8	0.4		66.8	69.5	-2.7		58.6	66.4	-7.8		53.3	57.2	-3.9		68.0	83.1	-15.1	
NZME Combo	33.8	32.6	1.2		13.7	12.9	0.8		32.9	24.0	8.9		26.1	25.8	0.3		29.3	26.2	3.1		37.1	30.2	6.9		40.6	36.5	4.1		28.7	14.0	14.7	
Potential (000)	80.5	66.8	13.7		9.9	7.9	2.0		15.7	13.4	2.3		19.3	16.5	2.8		32.7	27.6	5.1		26.1	21.3	4.8		23.5	18.9	4.6		13.6	12.3	1.3	
Sample	900	853	47		99	103	-4		166	168	-2		256	239	17		375	346	29		274	234	40		293	252	41		183	173	10	

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 or (from S1 2018) internet only listening to Mai

NZME Combo: Coast or Mix or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or (from S1 2018) internet only listening to Flava or Hokonui



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Station Share (%) by Daypart, People 10+
Survey Comparisons: 4/2017 - 1/2018

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	This	Last	+/-
Potential (000)	80.5	66.8	13.7
Sample Size	900	853	47

	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	9.1	6.7	2.4	4	8.6	6.0	2.6	7.2	5.7	1.5	5.1	4.0	1.1	3.7	4.2	-0.5	2.8	1.5	1.3	6.6	6.1	0.5
Coast	8.3	9.8	-1.5	5	8.8	12.5	-3.7	8.9	12.4	-3.5	5.9	9.0	-3.1	3.9	5.3	-1.4	14.0	3.3	10.7	7.7	10.0	-2.3
Edge	11.4	13.1	-1.7	2	7.6	7.5	0.1	10.9	9.1	1.8	13.3	14.9	-1.6	7.0	11.9	-4.9	6.1	7.6	-1.5	14.6	15.1	-0.5
George FM	1.9	1.7	0.2	14	3.5	2.0	1.5	3.5	2.6	0.9	3.0	3.8	-0.8	1.9	3.4	-1.5	2.1	1.7	0.4	3.8	3.3	0.5
Life FM	0.2	0.2	0.0	18	*	0.1	*	0.1	0.1	0.0	0.3	0.3	0.0	*	*	*	*	0.5	*	*	*	*
Magic	6.6	5.1	1.5	7	13.5	12.9	0.6	13.8	13.3	0.5	12.1	10.8	1.3	4.3	2.8	1.5	4.8	6.1	-1.3	13.9	9.1	4.8
Mix	4.1	2.3	1.8	11	4.5	3.6	0.9	4.7	4.1	0.6	7.2	3.9	3.3	8.9	2.0	6.9	4.8	4.3	0.5	4.9	2.7	2.2
More FM	12.5	14.2	-1.7	1	9.4	10.4	-1.0	8.4	10.2	-1.8	7.8	9.4	-1.6	6.5	7.4	-0.9	3.0	7.2	-4.2	9.4	9.0	0.4
Newstalk ZB	11.3	12.1	-0.8	3	6.3	5.2	1.1	5.3	3.1	2.2	6.2	6.1	0.1	18.1	21.3	-3.2	25.4	20.5	4.9	7.6	9.6	-2.0
Radio Hauraki	4.8	3.2	1.6	10	4.3	2.5	1.8	3.8	2.4	1.4	6.3	4.4	1.9	2.4	4.2	-1.8	1.2	4.4	-3.2	1.2	2.7	-1.5
RadioLIVE	6.4	7.0	-0.6	8	2.1	2.9	-0.8	1.0	2.0	-1.0	2.1	1.9	0.2	6.8	7.4	-0.6	8.4	11.1	-2.7	3.9	5.0	-1.1
Radio Sport	0.6	1.1	-0.5	17	1.4	2.1	-0.7	1.9	2.9	-1.0	2.3	3.3	-1.0	1.5	0.6	0.9	0.3	0.2	0.1	1.8	4.4	-2.6
Rhema	1.7	1.0	0.7	15	2.5	1.8	0.7	1.6	1.2	0.4	0.8	0.4	0.4	7.1	4.0	3.1	0.1	0.1	0.0	1.7	1.3	0.4
Rock	7.1	8.5	-1.4	6	9.7	11.1	-1.4	9.8	10.1	-0.3	8.2	8.1	0.1	10.0	7.3	2.7	10.4	15.9	-5.5	5.9	6.7	-0.8
Star	1.3	2.2	-0.9	16	1.3	1.8	-0.5	0.7	1.3	-0.6	0.1	0.7	-0.6	1.6	3.0	-1.4	4.3	6.6	-2.3	1.0	1.6	-0.6
The Hits	2.1	2.4	-0.3	13	4.6	3.2	1.4	4.7	3.6	1.1	4.9	3.9	1.0	2.0	1.2	0.8	2.3	0.9	1.4	4.8	2.9	1.9
The Sound	5.6	6.5	-0.9	9	8.1	11.1	-3.0	8.4	10.2	-1.8	10.6	10.7	-0.1	8.9	5.7	3.2	2.3	1.4	0.9	8.4	7.6	0.8
ZM	2.8	1.7	1.1	12	2.2	1.3	0.9	2.3	1.1	1.2	2.8	2.6	0.2	4.5	6.8	-2.3	6.4	4.9	1.5	1.9	1.3	0.6
Others	2.3	1.2	1.1		1.6	2.2	-0.6	3.0	4.6	-1.6	1.1	2.0	-0.9	0.8	1.5	-0.7	1.4	1.9	-0.5	1.0	1.6	-0.6
Mediaworks Combo	60.6	62.8	-2.2		62.4	63.9	-1.5	63.1	63.2	-0.1	62.2	63.5	-1.3	49.2	50.2	-1.0	39.8	52.5	-12.7	66.5	61.8	4.7
NZME Combo	35.1	32.6	2.5		32.1	30.3	1.8	31.7	29.6	2.1	35.7	33.1	2.6	41.3	41.3	0.0	54.4	38.5	15.9	29.8	33.6	-3.8

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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	8.4	5.6	2.8	6	0.5	0.4	0.1	1.0	0.7	0.3	1.7	1.1	0.6	3.7	2.3	1.4	3.4	2.7	0.7	2.5	2.2	0.3	1.5	1.4	0.1
Coast	8.4	8.2	0.2	6	0.1	0.1	0.0	0.1	0.5	-0.4	0.7	1.0	-0.3	2.0	2.3	-0.3	4.6	4.0	0.6	5.1	4.2	0.9	1.5	1.2	0.3
Edge	18.4	14.7	3.7	1	5.1	3.8	1.3	7.3	5.5	1.8	5.6	4.5	1.1	8.1	7.1	1.0	3.3	3.2	0.1	1.0	0.8	0.2	4.4	4.4	0.0
George FM	4.4	3.7	0.7	13	0.3	0.2	0.1	1.7	2.0	-0.3	2.8	2.0	0.8	3.3	2.2	1.1	0.5	0.4	0.1	0.1	0.2	-0.1	1.1	0.7	0.4
Life FM	0.4	0.4	0.0	18	0.1	0.1	0.0	0.2	0.2	0.0	0.2	0.2	0.0	0.2	0.2	0.0	*	*	*	*	*	*	*	0.1	*
Magic	8.5	5.7	2.8	5	0.1	0.1	0.0	0.6	0.5	0.1	0.9	0.6	0.3	1.7	0.9	0.8	3.1	1.8	1.3	5.0	3.5	1.5	0.8	0.5	0.3
Mix	5.3	2.9	2.4	10	0.4	0.1	0.3	0.7	0.5	0.2	2.2	1.5	0.7	4.1	2.4	1.7	2.2	1.0	1.2	0.5	0.2	0.3	1.1	0.4	0.7
More FM	11.3	9.9	1.4	2	1.8	1.6	0.2	1.6	1.1	0.5	3.0	2.2	0.8	5.8	4.4	1.4	4.4	3.8	0.6	3.0	2.9	0.1	2.3	2.4	-0.1
Newstalk ZB	6.5	5.6	0.9	9	0.2	0.2	0.0	0.1	0.1	0.0	0.3	0.5	-0.2	0.9	1.0	-0.1	2.0	1.3	0.7	3.7	2.5	1.2	0.8	0.5	0.3
Radio Hauraki	4.5	3.8	0.7	11	0.3	0.4	-0.1	2.2	1.5	0.7	2.5	2.4	0.1	3.2	2.9	0.3	0.9	0.7	0.2	0.2	0.3	-0.1	1.3	0.9	0.4
RadioLIVE	3.8	3.6	0.2	14	0.3	0.2	0.1	0.2	0.2	0.0	0.7	0.6	0.1	1.2	1.1	0.1	0.7	0.9	-0.2	1.5	1.4	0.1	0.6	0.7	-0.1
Radio Sport	2.4	2.9	-0.5	15	0.3	0.2	0.1	0.1	0.1	0.0	0.2	0.3	-0.1	0.8	0.9	-0.1	1.0	1.0	0.0	1.1	1.2	-0.1	0.2	0.2	0.0
Rhema	1.7	1.3	0.4	16	0.1	0.1	0.0	0.1	0.1	0.0	0.2	0.1	0.1	0.5	0.4	0.1	1.0	0.7	0.3	0.8	0.6	0.2	0.5	0.3	0.2
Rock	9.8	8.8	1.0	3	1.2	0.9	0.3	4.2	3.7	0.5	5.3	4.5	0.8	6.5	5.5	1.0	2.1	1.8	0.3	1.0	0.8	0.2	2.3	2.4	-0.1
Star	0.9	1.0	-0.1	17	0.1	0.2	-0.1	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.4	0.4	0.0	*	*	*
The Hits	8.0	4.6	3.4	8	0.9	0.7	0.2	2.3	1.5	0.8	2.6	1.5	1.1	4.5	2.4	2.1	2.9	1.3	1.6	1.6	0.8	0.8	2.3	1.2	1.1
The Sound	9.7	6.8	2.9	4	0.2	0.4	-0.2	1.2	1.1	0.1	2.2	2.0	0.2	6.2	4.4	1.8	6.4	3.9	2.5	2.9	1.7	1.2	1.3	1.5	-0.2
ZM	4.5	3.4	1.1	11	0.9	0.6	0.3	2.2	2.1	0.1	1.6	1.4	0.2	2.3	1.6	0.7	1.0	0.2	0.8	0.4	0.1	0.3	1.0	0.6	0.4
Others	3.9	3.6	0.3		0.2	0.2	0.0	1.0	0.7	0.3	1.1	1.3	-0.2	1.8	1.9	-0.1	1.3	1.3	0.0	1.2	1.1	0.1	0.6	0.6	0.0
Mediaworks Combo	49.3	38.3	11.0		6.7	5.0	1.7	11.2	8.3	2.9	13.8	10.7	3.1	22.8	18.0	4.8	15.6	12.8	2.8	12.4	9.9	2.5	9.6	9.2	0.4
NZME Combo	32.5	25.1	7.4		2.8	1.7	1.1	6.3	5.0	1.3	8.1	6.7	1.4	13.9	10.4	3.5	11.7	7.8	3.9	10.6	7.7	2.9	5.9	4.2	1.7
All Commercial Radio	62.9	51.0	11.9		7.1	5.2	1.9	12.6	10.0	2.6	16.2	13.0	3.2	27.0	21.8	5.2	21.4	17.1	4.3	19.0	15.0	4.0	11.4	10.4	1.0
Potential (000)	80.5	66.8	13.7		9.9	7.9	2.0	15.7	13.4	2.3	19.3	16.5	2.8	32.7	27.6	5.1	26.1	21.3	4.8	23.5	18.9	4.6	13.6	12.3	1.3
Sample	900	853	47		99	103	-4	166	168	-2	256	239	17	375	346	29	274	234	40	293	252	41	183	173	10

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	This	Last	+/-
Potential (000)	80.5	66.8	13.7
Sample Size	900	853	47

	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	3.7	2.8	0.9	7	4.4	2.6	1.8		4.6	2.4	2.2		3.3	2.3	1.0		1.7	1.0	0.7		1.2	0.5	0.7		5.4	3.6	1.8	
Coast	3.8	3.9	-0.1	6	4.3	5.0	-0.7		4.4	4.6	-0.2		2.9	3.7	-0.8		1.3	1.5	-0.2		0.9	0.4	0.5		5.3	4.9	0.4	
Edge	10.1	8.1	2.0	1	8.4	6.5	1.9		9.2	7.0	2.2		9.3	8.4	0.9		3.8	3.1	0.7		1.6	1.5	0.1		11.4	9.9	1.5	
George FM	1.8	1.5	0.3	14	2.2	1.4	0.8		1.9	1.5	0.4		1.9	1.7	0.2		0.6	0.7	-0.1		0.5	0.4	0.1		2.4	2.0	0.4	
Life FM	0.2	0.1	0.1	18	0.1	0.1	0.0		0.2	0.1	0.1		0.3	0.2	0.1		*	*	*		*	0.1	*		0.1	0.1	0.0	
Magic	3.7	2.5	1.2	7	5.5	4.0	1.5		5.2	3.6	1.6		5.0	3.2	1.8		1.5	0.9	0.6		1.1	0.7	0.4		6.6	3.9	2.7	
Mix	2.1	0.9	1.2	13	2.7	1.3	1.4		3.2	1.8	1.4		2.8	1.3	1.5		1.9	0.6	1.3		1.1	0.5	0.6		4.2	2.0	2.2	
More FM	7.0	6.0	1.0	2	5.2	5.0	0.2		5.4	4.9	0.5		5.3	4.6	0.7		3.1	2.3	0.8		1.1	1.2	-0.1		6.0	5.5	0.5	
Newstalk ZB	4.6	3.7	0.9	4	2.6	2.2	0.4		2.8	1.8	1.0		2.8	2.0	0.8		3.3	3.0	0.3		2.3	2.2	0.1		4.8	4.4	0.4	
Radio Hauraki	2.2	1.4	0.8	12	2.7	1.9	0.8		3.2	2.0	1.2		2.5	1.6	0.9		1.0	0.7	0.3		0.6	0.7	-0.1		2.2	1.9	0.3	
RadioLIVE	2.3	2.3	0.0	11	1.4	1.4	0.0		1.0	0.9	0.1		1.0	1.3	-0.3		0.9	0.9	0.0		1.4	1.0	0.4		2.1	2.4	-0.3	
Radio Sport	0.7	1.0	-0.3	16	1.0	1.3	-0.3		0.9	1.3	-0.4		1.2	1.3	-0.1		0.5	0.3	0.2		0.2	0.1	0.1		1.5	2.1	-0.6	
Rhema	1.0	0.5	0.5	15	1.2	0.8	0.4		1.2	0.7	0.5		0.3	0.2	0.1		0.7	0.4	0.3		0.1	0.1	0.0		1.3	1.0	0.3	
Rock	5.0	4.7	0.3	3	3.6	3.9	-0.3		6.0	5.0	1.0		4.6	4.0	0.6		2.6	1.6	1.0		1.5	1.4	0.1		5.0	4.4	0.6	
Star	0.5	0.6	-0.1	17	0.6	0.7	-0.1		0.6	0.6	0.0		0.1	0.1	0.0		0.3	0.4	-0.1		0.5	0.6	-0.1		0.7	0.8	-0.1	
The Hits	3.0	2.3	0.7	9	3.8	2.0	1.8		3.9	2.6	1.3		2.9	1.7	1.2		2.0	0.7	1.3		0.7	0.4	0.3		4.0	2.2	1.8	
The Sound	4.1	3.5	0.6	5	3.3	3.7	-0.4		5.4	3.9	1.5		5.2	3.5	1.7		2.1	1.6	0.5		0.6	0.5	0.1		5.3	4.2	1.1	
ZM	2.8	1.8	1.0	10	2.1	1.1	1.0		2.7	1.6	1.1		2.4	1.4	1.0		1.2	1.4	-0.2		0.7	0.5	0.2		2.7	1.9	0.8	
Others	1.7	1.1	0.6		0.9	1.1	-0.2		1.8	1.7	0.1		1.1	1.4	-0.3		0.4	0.5	-0.1		0.2	0.3	-0.1		1.7	1.8	-0.1	
Mediaworks Combo	31.2	25.2	6.0		28.0	23.7	4.3		31.7	24.2	7.5		29.9	24.1	5.8		14.8	11.0	3.8		7.9	6.3	1.6		35.9	28.6	7.3	
NZME Combo	18.0	13.8	4.2		17.4	13.5	3.9		19.1	14.5	4.6		16.2	11.6	4.6		10.5	7.7	2.8		6.1	4.5	1.6		22.6	17.2	5.4	
All Commercial Radio	44.0	35.8	8.2		38.9	33.7	5.2		42.9	35.3	7.6		40.1	32.4	7.7		23.3	17.8	5.5		12.6	10.0	2.6		50.2	41.1	9.1	

Mediaworks Combo: Breeze or Edge or George FM or Magic or More FM or RadioLIVE or Rock or The Sound or (from S1 2018) internet only listening to Mai
NZME Combo: Coast or Mix or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or (from S1 2018) internet only listening to Flava or Hokonui



NELSON COMMERCIAL RADIO - SURVEY 1 2018

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

Survey Comparisons: 4/2017 - 1/2018

This Survey Period: Sun Apr 9 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Apr 7 2018

Last Survey Period: Sun Jan 29 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 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	9:05	8:56	0:09	1:42	4:16	-2:34	11:09	9:24	1:45	12:03	8:24	3:39	9:26	9:49	-0:23	7:51	10:10	-2:18	9:51	9:54	-0:02	11:47	10:16	1:30
Coast	10:25	11:15	-0:50	1:45	1:45	0:00	3:00	4:39	-1:39	2:59	6:08	-3:09	7:17	10:07	-2:49	12:14	12:51	-0:36	11:55	12:44	-0:48	2:44	4:11	-1:27
Edge	6:33	7:01	-0:28	7:20	5:35	1:45	6:39	6:26	0:13	7:15	7:28	-0:12	6:35	8:41	-2:06	4:56	9:35	-4:38	4:10	4:21	-0:10	8:19	7:32	0:46
George FM	7:43	6:17	1:25	4:50	7:25	-2:35	4:36	4:11	0:25	8:51	6:34	2:17	8:58	6:39	2:18	10:09	13:59	-3:50	14:30	21:07	-6:37	3:25	4:05	-0:40
Life FM	2:47	2:56	-0:08	2:45	2:30	0:15	3:01	3:37	-0:35	4:12	3:56	0:16	4:12	3:56	0:16	*	*	*	*	*	*	2:15	2:15	0:00
Magic	14:35	15:12	-0:36	2:00	3:57	-1:57	3:57	6:36	-2:38	6:57	11:29	-4:32	9:36	12:04	-2:28	12:52	16:42	-3:49	17:48	19:14	-1:25	12:10	7:51	4:19
Mix	10:22	9:54	0:27	0:19	0:30	-0:10	12:51	4:19	8:31	8:23	6:56	1:26	11:38	9:44	1:54	14:53	16:26	-1:32	9:43	19:32	-9:48	10:21	11:02	-0:40
More FM	8:44	9:18	-0:34	3:25	3:59	-0:34	6:21	7:01	-0:39	8:42	9:39	-0:57	8:55	10:53	-1:58	9:26	12:03	-2:36	9:42	10:11	-0:29	10:02	12:25	-2:23
Newstalk ZB	14:18	13:43	0:35	5:25	6:44	-1:19	0:41	1:00	-0:18	2:40	2:49	-0:08	6:15	3:21	2:54	8:58	6:12	2:45	15:52	14:22	1:29	16:17	3:35	12:41
Radio Hauraki	8:31	7:08	1:22	2:19	2:52	-0:33	11:04	7:35	3:28	8:22	8:02	0:19	7:23	8:17	-0:54	4:26	7:32	-3:06	5:57	2:19	3:38	4:13	3:52	0:21
RadioLIVE	10:01	11:02	-1:00	2:37	3:48	-1:11	12:27	13:22	-0:55	7:57	8:43	-0:45	6:45	7:47	-1:02	6:35	7:34	-0:59	10:05	13:59	-3:53	7:08	8:24	-1:16
Radio Sport	7:02	7:49	-0:47	3:00	3:00	0:00	8:30	8:30	0:00	3:17	5:24	-2:07	4:47	6:16	-1:28	4:44	6:16	-1:31	10:51	8:34	2:17	2:17	1:54	0:23
Rhema	12:49	8:48	4:00	5:45	5:45	0:00	1:00	1:00	0:00	22:52	3:15	19:37	11:41	4:31	7:09	11:59	8:35	3:23	15:52	12:09	3:42	7:07	4:47	2:20
Rock	9:07	9:16	-0:09	8:50	5:11	3:39	10:13	10:24	-0:11	9:29	8:23	1:06	9:41	8:47	0:54	11:23	13:47	-2:23	11:30	16:38	-5:08	7:18	7:59	-0:41
Star	13:10	16:42	-3:31	3:00	2:36	0:23	*	*	*	5:00	5:00	0:00	5:00	5:00	0:00	12:15	12:15	0:00	15:16	15:51	-0:35	*	*	*
The Hits	5:24	5:41	-0:16	2:13	3:01	-0:48	5:51	3:27	2:23	6:49	5:41	1:08	6:37	6:09	0:27	7:05	10:06	-3:01	6:12	10:37	-4:24	5:18	3:04	2:14
The Sound	8:44	11:12	-2:28	4:58	5:31	-0:33	5:03	6:24	-1:21	5:16	8:24	-3:08	9:19	12:17	-2:58	10:11	13:37	-3:26	7:59	10:50	-2:50	10:28	10:32	-0:03
ZM	6:17	5:05	1:12	4:48	2:03	2:45	7:31	6:31	1:00	6:24	5:00	1:23	5:55	4:52	1:03	6:00	2:31	3:28	6:37	0:32	6:04	6:21	4:12	2:09
Others	4:51	5:39	-0:47	3:11	3:07	0:04	4:28	3:01	1:27	8:36	9:02	-0:26	6:25	7:09	-0:43	2:51	3:49	-0:58	3:02	4:52	-1:50	4:35	4:12	0:23
Mediaworks Combo	13:31	14:24	-0:52	8:41	7:48	0:52	11:45	13:04	-1:18	13:22	13:20	0:02	13:51	14:55	-1:03	14:22	17:28	-3:05	15:53	17:55	-2:01	13:08	13:33	-0:24
NZME Combo	11:13	11:35	-0:21	3:22	3:36	-0:14	10:30	7:06	3:24	8:47	8:08	0:38	9:56	9:43	0:12	12:04	13:03	-0:58	14:09	14:38	-0:29	8:59	4:57	4:01
All Commercial Radio	17:11	17:30	-0:18	9:43	9:01	0:41	15:54	14:45	1:08	16:43	16:16	0:26	17:28	17:41	-0:13	17:50	19:47	-1:56	19:24	20:41	-1:17	16:19	14:28	1:50
Potential (000)	80.5	66.8	13.7	9.9	7.9	2.0	15.7	13.4	2.3	19.3	16.5	2.8	32.7	27.6	5.1	26.1	21.3	4.8	23.5	18.9	4.6	13.6	12.3	1.3
Sample	900	853	47	99	103	-4	166	168	-2	256	239	17	375	346	29	274	234	40	293	252	41	183	173	10

Mediaworks Combo: Breeze or Edge or George FM or Magic or More FM or RadioLIVE or Rock or The Sound or (from S1 2018) internet only listening to Mai

NZME Combo: Coast or Mix or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or (from S1 2018) internet only listening to Flava or Hokonui



NELSON COMMERCIAL RADIO - SURVEY 1 2018

Average Time Spent Listening (hh:mm) by Daypart, People 10+
Survey Comparisons: 4/2017 - 1/2018

This Survey Period: Sun Apr 9 to Sat Jun 17 & Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Apr 7 2018

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

	This	Last	+/-
Potential (000)	80.5	66.8	13.7
Sample Size	900	853	47

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

Mediaworks Combo: Breeze or Edge or George FM or Magic or More FM or RadioLIVE or Rock or The Sound or (from S1 2018) internet only listening to Mai

NZME Combo: Coast or Mix or Newstalk ZB or Radio Hauraki or Radio Sport or The Hits or ZM or (from S1 2018) internet only listening to Flava or Hokonui