



NELSON COMMERCIAL RADIO - SURVEY 2 2018

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

Survey Comparisons: 1/2018 - 2/2018

This Survey Period: Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 2018

Last 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

	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	8.1	7.1	1.0	6	3.7	1.3	2.4	7.1	5.7	1.4	8.1	7.4	0.7	7.5	7.5	0.0	5.4	6.9	-1.5	6.9	6.6	0.3	10.2	9.4	0.8	
Coast	8.3	8.1	0.2	5	*	0.2	*	0.1	0.1	0.0	0.3	0.8	-0.5	3.0	3.0	0.0	14.8	14.8	0.0	17.9	16.6	1.3	5.8	2.1	3.7	
Edge	12.6	11.1	1.5	1	50.2	54.2	-4.0	26.4	24.1	2.3	15.4	14.9	0.5	12.6	11.3	1.3	7.0	4.3	2.7	4.1	1.1	3.0	18.1	19.7	-1.6	
George FM	3.0	3.1	-0.1	13	3.1	2.4	0.7	3.7	3.9	-0.2	8.3	9.1	-0.8	5.9	6.2	-0.3	1.5	1.4	0.1	0.2	0.2	0.0	3.1	2.1	1.0	
Life FM	*	0.1	*	*	0.2	0.2	0.0	*	0.3	*	*	0.3	*	*	0.2	*	*	*	*	*	*	*	*	0.1	0.1	0.0
Magic	9.6	11.4	-1.8	2	0.1	0.2	-0.1	1.4	1.2	0.2	1.7	2.2	-0.5	4.4	3.5	0.9	9.1	10.4	-1.3	18.1	24.1	-6.0	2.9	5.5	-2.6	
Mix	5.3	5.1	0.2	9	0.1	0.2	-0.1	4.3	4.6	-0.3	5.9	6.9	-1.0	8.7	10.0	-1.3	9.1	8.5	0.6	3.5	1.4	2.1	5.1	6.2	-1.1	
More FM	9.2	9.1	0.1	3	9.9	8.8	1.1	6.7	5.1	1.6	11.7	9.7	2.0	10.6	10.9	-0.3	10.8	11.0	-0.2	9.4	7.8	1.6	10.7	12.6	-1.9	
Newstalk ZB	8.1	8.6	-0.5	6	1.5	1.5	0.0	*	*	*	0.3	0.3	0.0	0.9	1.2	-0.3	5.5	4.6	0.9	14.9	15.8	-0.9	6.4	7.2	-0.8	
Radio Hauraki	4.1	3.5	0.6	10	0.4	0.9	-0.5	12.1	11.9	0.2	8.3	7.6	0.7	5.4	5.0	0.4	2.3	1.0	1.3	1.8	0.2	1.6	3.4	3.0	0.4	
RadioLIVE	4.0	3.5	0.5	11	0.5	1.2	-0.7	0.9	1.1	-0.2	2.4	2.1	0.3	1.9	1.7	0.2	2.5	1.3	1.2	5.1	4.1	1.0	2.0	2.3	-0.3	
Radio Sport	1.0	1.5	-0.5	16	1.3	1.1	0.2	0.3	0.3	0.0	0.4	0.2	0.2	0.9	0.8	0.1	1.1	1.3	-0.2	1.5	3.2	-1.7	0.2	0.2	0.0	
Rhema	1.1	2.0	-0.9	15	1.6	1.2	0.4	*	*	*	1.9	1.8	0.1	1.4	1.3	0.1	0.7	3.1	-2.4	0.9	3.4	-2.5	1.6	1.7	-0.1	
Rock	9.2	8.2	1.0	3	16.2	14.7	1.5	20.3	21.4	-1.1	18.4	18.5	-0.1	15.0	13.4	1.6	7.6	6.3	1.3	2.8	3.0	-0.2	10.5	9.0	1.5	
Star	1.0	1.1	-0.1	16	0.8	0.6	0.2	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.2	-0.1	1.7	1.7	0.0	*	*	*	
The Hits	3.5	4.0	-0.5	12	1.5	2.9	-1.4	6.5	6.8	-0.3	6.0	6.5	-0.5	5.5	6.3	-0.8	4.3	5.4	-1.1	2.7	2.7	0.0	6.1	6.6	-0.5	
The Sound	6.9	7.9	-1.0	8	0.1	1.2	-1.1	2.4	3.1	-0.7	3.6	4.2	-0.6	10.3	12.2	-1.9	14.9	17.0	-2.1	6.2	6.3	-0.1	8.1	7.3	0.8	
ZM	2.2	2.6	-0.4	14	7.4	6.3	1.1	5.1	8.1	-3.0	2.3	3.8	-1.5	2.0	2.9	-0.9	1.5	1.5	0.0	1.0	0.8	0.2	2.7	3.4	-0.7	
Others	2.6	1.8	0.8		1.2	1.0	0.2	2.6	2.3	0.3	4.8	3.5	1.3	3.9	2.4	1.5	2.0	1.0	1.0	1.2	1.0	0.2	2.9	1.6	1.3	
Mediaworks Combo	63.1	61.6	1.5		83.9	83.9	0.0	69.1	65.6	3.5	70.8	68.2	2.6	69.0	66.8	2.2	58.8	58.6	0.2	52.8	53.3	-0.5	67.4	68.0	-0.6	
NZME Combo	32.8	33.8	-1.0		13.0	13.7	-0.7	29.5	32.9	-3.4	23.6	26.1	-2.5	26.4	29.3	-2.9	38.4	37.1	1.3	43.3	40.6	2.7	29.7	28.7	1.0	
Potential (000)	80.5	80.5	0.0		9.9	9.9	0.0	15.7	15.7	0.0	19.3	19.3	0.0	32.7	32.7	0.0	26.1	26.1	0.0	23.5	23.5	0.0	13.2	13.6	-0.4	
Sample	923	900	23		98	99	-1	168	166	2	262	256	6	386	375	11	284	274	10	307	293	14	182	183	-1	

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



NELSON COMMERCIAL RADIO - SURVEY 2 2018

Station Share (%) by Daypart, People 10+
Survey Comparisons: 1/2018 - 2/2018

This Survey Period: Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 2018

Last 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

	This	Last	+/-
Potential (000)	80.5	80.5	0.0
Sample Size	923	900	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	10.2	9.1	1.1	4	10.3	8.6	1.7		8.7	7.2	1.5		7.2	5.1	2.1		3.6	3.7	-0.1		2.0	2.8	-0.8		7.2	6.6	0.6	
Coast	6.9	8.3	-1.4	6	8.6	8.8	-0.2		8.9	8.9	0.0		6.5	5.9	0.6		5.0	3.9	1.1		17.3	14.0	3.3		8.7	7.7	1.0	
Edge	12.8	11.4	1.4	2	10.4	7.6	2.8		12.4	10.9	1.5		15.7	13.3	2.4		9.1	7.0	2.1		7.9	6.1	1.8		14.6	14.6	0.0	
George FM	1.8	1.9	-0.1	14	3.0	3.5	-0.5		2.9	3.5	-0.6		3.6	3.0	0.6		3.0	1.9	1.1		2.9	2.1	0.8		3.7	3.8	-0.1	
Life FM	0.1	0.2	-0.1	18	*	*	*		*	0.1	*		0.1	0.3	-0.2		*	*	*		*	*	*		*	*	*	
Magic	5.8	6.6	-0.8	8	10.4	13.5	-3.1		9.5	13.8	-4.3		8.7	12.1	-3.4		9.9	4.3	5.6		4.5	4.8	-0.3		13.1	13.9	-0.8	
Mix	4.0	4.1	-0.1	11	4.8	4.5	0.3		6.5	4.7	1.8		6.2	7.2	-1.0		5.5	8.9	-3.4		4.7	4.8	-0.1		5.3	4.9	0.4	
More FM	12.9	12.5	0.4	1	9.9	9.4	0.5		9.4	8.4	1.0		9.1	7.8	1.3		4.4	6.5	-2.1		2.6	3.0	-0.4		8.2	9.4	-1.2	
Newstalk ZB	11.0	11.3	-0.3	3	7.4	6.3	1.1		5.1	5.3	-0.2		4.0	6.2	-2.2		18.7	18.1	0.6		17.4	25.4	-8.0		6.9	7.6	-0.7	
Radio Hauraki	4.8	4.8	0.0	9	4.5	4.3	0.2		4.8	3.8	1.0		7.7	6.3	1.4		5.5	2.4	3.1		0.9	1.2	-0.3		1.3	1.2	0.1	
RadioLIVE	6.8	6.4	0.4	7	2.7	2.1	0.6		1.1	1.0	0.1		2.1	2.1	0.0		8.9	6.8	2.1		9.8	8.4	1.4		4.3	3.9	0.4	
Radio Sport	0.7	0.6	0.1	17	0.6	1.4	-0.8		0.9	1.9	-1.0		1.8	2.3	-0.5		1.5	1.5	0.0		0.3	0.3	0.0		1.1	1.8	-0.7	
Rhema	0.8	1.7	-0.9	16	1.5	2.5	-1.0		1.4	1.6	-0.2		1.1	0.8	0.3		2.0	7.1	-5.1		0.1	0.1	0.0		0.6	1.7	-1.1	
Rock	8.4	7.1	1.3	5	9.9	9.7	0.2		10.5	9.8	0.7		8.1	8.2	-0.1		8.6	10.0	-1.4		15.0	10.4	4.6		7.8	5.9	1.9	
Star	1.2	1.3	-0.1	15	1.2	1.3	-0.1		0.7	0.7	0.0		*	0.1	*		1.3	1.6	-0.3		4.7	4.3	0.4		0.8	1.0	-0.2	
The Hits	2.3	2.1	0.2	13	4.2	4.6	-0.4		4.1	4.7	-0.6		3.8	4.9	-1.1		2.4	2.0	0.4		2.2	2.3	-0.1		3.8	4.8	-1.0	
The Sound	4.3	5.6	-1.3	10	6.3	8.1	-1.8		7.4	8.4	-1.0		9.3	10.6	-1.3		7.8	8.9	-1.1		2.4	2.3	0.1		8.2	8.4	-0.2	
ZM	2.9	2.8	0.1	12	2.0	2.2	-0.2		2.1	2.3	-0.2		1.9	2.8	-0.9		1.8	4.5	-2.7		4.7	6.4	-1.7		1.8	1.9	-0.1	
Others	2.5	2.3	0.2		2.4	1.6	0.8		3.5	3.0	0.5		3.1	1.1	2.0		0.9	0.8	0.1		0.5	1.4	-0.9		2.4	1.0	1.4	
Mediaworks Combo	63.3	60.6	2.7		62.9	62.4	0.5		61.9	63.1	-1.2		64.0	62.2	1.8		55.6	49.2	6.4		47.2	39.8	7.4		67.9	66.5	1.4	
NZME Combo	33.6	35.1	-1.5		32.2	32.1	0.1		32.7	31.7	1.0		32.0	35.7	-3.7		40.4	41.3	-0.9		47.5	54.4	-6.9		29.0	29.8	-0.8	

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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	8.4	0.0	7	0.4	0.5	-0.1	1.7	1.0	0.7	2.3	1.7	0.6	4.0	3.7	0.3	2.9	3.4	-0.5	2.4	2.5	-0.1	1.6	1.5	0.1
Coast	8.7	8.4	0.3	5	*	0.1	*	0.1	0.1	0.0	0.5	0.7	-0.2	1.7	2.0	-0.3	4.4	4.6	-0.2	5.8	5.1	0.7	1.3	1.5	-0.2
Edge	18.7	18.4	0.3	1	4.8	5.1	-0.3	7.3	7.3	0.0	6.0	5.6	0.4	8.8	8.1	0.7	3.9	3.3	0.6	1.6	1.0	0.6	4.1	4.4	-0.3
George FM	3.7	4.4	-0.7	13	0.4	0.3	0.1	1.2	1.7	-0.5	2.3	2.8	-0.5	2.9	3.3	-0.4	0.6	0.5	0.1	*	0.1	*	1.0	1.1	-0.1
Life FM	0.3	0.4	-0.1	18	0.1	0.1	0.0	0.1	0.2	-0.1	*	0.2	*	*	0.2	*	*	*	*	*	*	*	*	*	*
Magic	8.5	8.5	0.0	6	0.1	0.1	0.0	0.7	0.6	0.1	0.7	0.9	-0.2	1.9	1.7	0.2	3.3	3.1	0.2	5.1	5.0	0.1	0.6	0.8	-0.2
Mix	5.0	5.3	-0.3	10	0.3	0.4	-0.1	0.6	0.7	-0.1	1.7	2.2	-0.5	3.5	4.1	-0.6	2.5	2.2	0.3	0.9	0.5	0.4	1.0	1.1	-0.1
More FM	10.9	11.3	-0.4	2	1.8	1.8	0.0	1.7	1.6	0.1	3.3	3.0	0.3	5.7	5.8	-0.1	4.5	4.4	0.1	2.8	3.0	-0.2	2.2	2.3	-0.1
Newstalk ZB	6.0	6.5	-0.5	9	0.2	0.2	0.0	0.1	0.1	0.0	0.2	0.3	-0.1	0.5	0.9	-0.4	1.7	2.0	-0.3	3.4	3.7	-0.3	0.6	0.8	-0.2
Radio Hauraki	4.8	4.5	0.3	11	0.1	0.3	-0.2	2.0	2.2	-0.2	2.6	2.5	0.1	3.3	3.2	0.1	1.3	0.9	0.4	0.6	0.2	0.4	1.2	1.3	-0.1
RadioLIVE	3.5	3.8	-0.3	14	0.2	0.3	-0.1	0.1	0.2	-0.1	0.5	0.7	-0.2	1.0	1.2	-0.2	1.0	0.7	0.3	1.6	1.5	0.1	0.5	0.6	-0.1
Radio Sport	2.2	2.4	-0.2	15	0.3	0.3	0.0	0.1	0.1	0.0	0.4	0.2	0.2	0.8	0.8	0.0	0.7	1.0	-0.3	1.0	1.1	-0.1	0.2	0.2	0.0
Rhema	1.1	1.7	-0.6	16	0.2	0.1	0.1	0.1	0.1	0.0	0.2	0.2	0.0	0.4	0.5	-0.1	0.4	1.0	-0.6	0.3	0.8	-0.5	0.4	0.5	-0.1
Rock	10.2	9.8	0.4	3	1.4	1.2	0.2	3.7	4.2	-0.5	4.8	5.3	-0.5	6.7	6.5	0.2	2.8	2.1	0.7	0.9	1.0	-0.1	2.1	2.3	-0.2
Star	0.9	0.9	0.0	17	0.2	0.1	0.1	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	*	0.1	*	0.4	0.4	0.0	*	*	*
The Hits	7.0	8.0	-1.0	8	0.7	0.9	-0.2	2.1	2.3	-0.2	2.5	2.6	-0.1	3.9	4.5	-0.6	2.4	2.9	-0.5	1.7	1.6	0.1	1.9	2.3	-0.4
The Sound	8.8	9.7	-0.9	4	0.1	0.2	-0.1	1.0	1.2	-0.2	2.2	2.2	0.0	5.2	6.2	-1.0	5.5	6.4	-0.9	3.1	2.9	0.2	1.5	1.3	0.2
ZM	3.9	4.5	-0.6	12	0.9	0.9	0.0	1.4	2.2	-0.8	1.2	1.6	-0.4	1.8	2.3	-0.5	1.0	1.0	0.0	0.6	0.4	0.2	0.9	1.0	-0.1
Others	4.9	3.9	1.0		0.3	0.2	0.1	1.5	1.0	0.5	1.7	1.1	0.6	2.9	1.8	1.1	1.8	1.3	0.5	1.1	1.2	-0.1	0.9	0.6	0.3
Mediaworks Combo	50.0	49.3	0.7		6.3	6.7	-0.4	11.3	11.2	0.1	14.0	13.8	0.2	23.2	22.8	0.4	17.0	15.6	1.4	13.6	12.4	1.2	9.5	9.6	-0.1
NZME Combo	31.5	32.5	-1.0		2.4	2.8	-0.4	5.5	6.3	-0.8	7.4	8.1	-0.7	12.5	13.9	-1.4	11.4	11.7	-0.3	11.5	10.6	0.9	5.5	5.9	-0.4
All Commercial Radio	62.4	62.9	-0.5		6.6	7.1	-0.5	12.4	12.6	-0.2	16.4	16.2	0.2	27.2	27.0	0.2	21.6	21.4	0.2	19.5	19.0	0.5	11.1	11.4	-0.3
Potential (000)	80.5	80.5	0.0		9.9	9.9	0.0	15.7	15.7	0.0	19.3	19.3	0.0	32.7	32.7	0.0	26.1	26.1	0.0	23.5	23.5	0.0	13.2	13.6	-0.4
Sample	923	900	23		98	99	-1	168	166	2	262	256	6	386	375	11	284	274	10	307	293	14	182	183	-1

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	This	Last	+/-
Potential (000)	805	805	0.0
Sample Size	923	900	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	4.0	3.7	0.3	5	4.1	4.4	-0.3		4.4	4.6	-0.2		3.5	3.3	0.2		2.0	1.7	0.3		0.9	1.2	-0.3		5.7	5.4	0.3	
Coast	3.9	3.8	0.1	6	4.0	4.3	-0.3		4.6	4.4	0.2		2.8	2.9	-0.1		2.0	1.3	0.7		1.0	0.9	0.1		6.3	5.3	1.0	
Edge	10.6	10.1	0.5	1	9.2	8.4	0.8		9.7	9.2	0.5		9.8	9.3	0.5		4.5	3.8	0.7		1.7	1.6	0.1		11.8	11.4	0.4	
George FM	1.5	1.8	-0.3	14	1.7	2.2	-0.5		1.7	1.9	-0.2		1.6	1.9	-0.3		0.4	0.6	-0.2		0.3	0.5	-0.2		2.0	2.4	-0.4	
Life FM	0.1	0.2	-0.1	18	*	0.1	*		0.1	0.2	-0.1		0.2	0.3	-0.1		*	*	*		*	*	*		*	0.1	*	
Magic	2.8	3.7	-0.9	8	5.2	5.5	-0.3		4.8	5.2	-0.4		4.4	5.0	-0.6		2.3	1.5	0.8		0.8	1.1	-0.3		6.2	6.6	-0.4	
Mix	2.2	2.1	0.1	13	2.5	2.7	-0.2		2.8	3.2	-0.4		2.2	2.8	-0.6		1.5	1.9	-0.4		0.9	1.1	-0.2		3.9	4.2	-0.3	
More FM	7.7	7.0	0.7	2	5.0	5.2	-0.2		5.6	5.4	0.2		5.3	5.3	0.0		2.1	3.1	-1.0		1.0	1.1	-0.1		5.7	6.0	-0.3	
Newstalk ZB	4.2	4.6	-0.4	4	2.8	2.6	0.2		2.9	2.8	0.1		1.9	2.8	-0.9		3.0	3.3	-0.3		1.8	2.3	-0.5		4.4	4.8	-0.4	
Radio Hauraki	2.6	2.2	0.4	10	2.6	2.7	-0.1		3.4	3.2	0.2		3.0	2.5	0.5		1.2	1.0	0.2		0.4	0.6	-0.2		2.1	2.2	-0.1	
RadioLIVE	2.3	2.3	0.0	12	1.3	1.4	-0.1		1.1	1.0	0.1		0.8	1.0	-0.2		1.2	0.9	0.3		1.7	1.4	0.3		2.3	2.1	0.2	
Radio Sport	0.8	0.7	0.1	15	0.9	1.0	-0.1		0.8	0.9	-0.1		1.1	1.2	-0.1		0.5	0.5	0.0		0.2	0.2	0.0		1.4	1.5	-0.1	
Rhema	0.5	1.0	-0.5	16	0.6	1.2	-0.6		0.7	1.2	-0.5		0.3	0.3	0.0		0.3	0.7	-0.4		0.1	0.1	0.0		0.8	1.3	-0.5	
Rock	5.6	5.0	0.6	3	3.8	3.6	0.2		6.1	6.0	0.1		5.0	4.6	0.4		2.4	2.6	-0.2		1.6	1.5	0.1		5.3	5.0	0.3	
Star	0.4	0.5	-0.1	17	0.6	0.6	0.0		0.5	0.6	-0.1		*	0.1	*		0.2	0.3	-0.1		0.5	0.5	0.0		0.7	0.7	0.0	
The Hits	2.8	3.0	-0.2	8	3.2	3.8	-0.6		3.3	3.9	-0.6		2.6	2.9	-0.3		1.9	2.0	-0.1		0.6	0.7	-0.1		3.4	4.0	-0.6	
The Sound	3.2	4.1	-0.9	7	2.9	3.3	-0.4		4.8	5.4	-0.6		4.4	5.2	-0.8		1.5	2.1	-0.6		0.5	0.6	-0.1		5.4	5.3	0.1	
ZM	2.6	2.8	-0.2	10	1.8	2.1	-0.3		2.3	2.7	-0.4		1.7	2.4	-0.7		0.5	1.2	-0.7		0.4	0.7	-0.3		2.4	2.7	-0.3	
Others	1.6	1.7	-0.1		1.4	0.9	0.5		1.9	1.8	0.1		2.0	1.1	0.9		0.6	0.4	0.2		0.1	0.2	-0.1		2.3	1.7	0.6	
Mediaworks Combo	31.9	31.2	0.7		27.8	28.0	-0.2		31.5	31.7	-0.2		30.2	29.9	0.3		15.0	14.8	0.2		7.9	7.9	0.0		37.4	35.9	1.5	
NZME Combo	17.9	18.0	-0.1		16.5	17.4	-0.9		18.3	19.1	-0.8		14.5	16.2	-1.7		9.8	10.5	-0.7		5.0	6.1	-1.1		21.5	22.6	-1.1	
All Commercial Radio	43.8	44.0	-0.2		37.4	38.9	-1.5		41.6	42.9	-1.3		39.8	40.1	-0.3		22.2	23.3	-1.1		11.9	12.6	-0.7		50.8	50.2	0.6	

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 2 2018

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

Survey Comparisons: 1/2018 - 2/2018

This Survey Period: Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 2018

Last 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

	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	10:02	9:05	0:56	5:54	1:42	4:12	8:10	11:09	-2:59	9:28	12:03	-2:35	8:25	9:26	-1:00	7:07	7:51	-0:43	10:08	9:51	0:16	10:32	11:47	-1:14
Coast	9:50	10:25	-0:34	*	1:45	*	3:00	3:00	0:00	1:39	2:59	-1:19	7:58	7:17	0:40	12:35	12:14	0:21	10:42	11:55	-1:12	7:20	2:44	4:35
Edge	6:58	6:33	0:25	7:20	7:20	-0:00	6:54	6:39	0:14	6:50	7:15	-0:25	6:31	6:35	-0:03	6:50	4:56	1:53	9:01	4:10	4:50	7:23	8:19	-0:55
George FM	8:16	7:43	0:32	5:24	4:50	0:34	6:09	4:36	1:32	9:36	8:51	0:45	9:26	8:58	0:28	9:12	10:09	-0:56	14:30	14:30	0:00	5:21	3:25	1:56
Life FM	1:20	2:47	-1:27	2:45	2:45	0:00	0:23	3:01	-2:37	2:15	4:12	-1:57	2:15	4:12	-1:57	*	*	*	*	*	*	2:15	2:15	0:00
Magic	11:44	14:35	-2:51	2:00	2:00	0:00	4:04	3:57	0:06	6:08	6:57	-0:48	10:22	9:36	0:46	10:35	12:52	-2:17	12:19	17:48	-5:29	8:39	12:10	-3:31
Mix	10:52	10:22	0:30	0:20	0:19	0:01	13:11	12:51	0:20	9:09	8:23	0:46	11:21	11:38	-0:17	13:53	14:53	-1:00	13:04	9:43	3:21	8:55	10:21	-1:25
More FM	8:44	8:44	0:00	3:44	3:25	0:19	7:43	6:21	1:21	9:27	8:42	0:45	8:27	8:55	-0:27	9:13	9:26	-0:13	11:30	9:42	1:47	8:09	10:02	-1:53
Newstalk ZB	13:48	14:18	-0:30	4:47	5:25	-0:37	0:15	0:41	-0:26	3:44	2:40	1:03	8:40	6:15	2:25	12:22	8:58	3:24	15:06	15:52	-0:45	16:34	16:17	0:16
Radio Hauraki	8:48	8:31	0:16	1:50	2:19	-0:29	11:28	11:04	0:23	8:22	8:22	0:00	7:27	7:23	0:03	6:45	4:26	2:19	9:57	5:57	3:59	4:41	4:13	0:28
RadioLIVE	11:47	10:01	1:45	1:26	2:37	-1:10	19:48	12:27	7:21	12:04	7:57	4:06	9:11	6:45	2:25	9:00	6:35	2:25	11:18	10:05	1:12	6:34	7:08	-0:33
Radio Sport	4:34	7:02	-2:27	3:00	3:00	0:00	8:30	8:30	0:00	2:57	3:17	-0:20	4:44	4:47	-0:03	5:23	4:44	0:38	5:17	10:51	-5:33	2:07	2:17	-0:10
Rhema	9:51	12:49	-2:57	5:45	5:45	0:00	1:00	1:00	0:00	27:59	22:52	5:06	14:20	11:41	2:39	6:08	11:59	-5:50	10:09	15:52	-5:42	7:00	7:07	-0:07
Rock	9:17	9:07	0:10	8:15	8:50	-0:34	10:34	10:13	0:21	10:14	9:29	0:45	10:11	9:41	0:29	10:24	11:23	-0:59	10:16	11:30	-1:13	8:40	7:18	1:22
Star	10:57	13:10	-2:12	3:00	3:00	0:00	*	*	*	5:00	5:00	0:00	5:00	5:00	0:00	12:15	12:15	0:00	14:27	15:16	-0:48	*	*	*
The Hits	5:13	5:24	-0:10	1:35	2:13	-0:37	5:59	5:51	0:07	6:32	6:49	-0:17	6:27	6:37	-0:09	6:42	7:05	-0:23	5:35	6:12	-0:37	5:19	5:18	0:01
The Sound	8:08	8:44	-0:35	1:30	4:58	-3:28	4:39	5:03	-0:23	4:22	5:16	-0:53	8:58	9:19	-0:20	10:14	10:11	0:03	7:04	7:59	-0:55	9:00	10:28	-1:27
ZM	5:49	6:17	-0:28	5:37	4:48	0:49	6:59	7:31	-0:31	5:04	6:24	-1:19	4:52	5:55	-1:03	5:27	6:00	-0:32	5:43	6:37	-0:54	5:15	6:21	-1:06
Others	5:27	4:51	0:35	3:15	3:11	0:03	3:27	4:28	-1:01	7:40	8:36	-0:55	6:13	6:25	-0:11	4:18	2:51	1:27	3:48	3:02	0:46	5:17	4:35	0:41
Mediaworks Combo	13:00	13:31	-0:31	9:12	8:41	0:30	11:42	11:45	-0:03	13:27	13:22	0:04	13:31	13:51	-0:20	13:08	14:22	-1:13	13:31	15:53	-2:22	12:04	13:08	-1:03
NZME Combo	10:44	11:13	-0:28	3:46	3:22	0:24	10:23	10:30	-0:07	8:31	8:47	-0:16	9:34	9:56	-0:21	12:43	12:04	0:39	13:06	14:09	-1:02	9:08	8:59	0:09
All Commercial Radio	16:30	17:11	-0:41	10:32	9:43	0:48	15:27	15:54	-0:26	16:17	16:43	-0:25	16:46	17:28	-0:42	17:33	17:50	-0:17	17:47	19:24	-1:37	15:12	16:19	-1:07
Potential (000)	80.5	80.5	0.0	9.9	9.9	0.0	15.7	15.7	0.0	19.3	19.3	0.0	32.7	32.7	0.0	26.1	26.1	0.0	23.5	23.5	0.0	13.2	13.6	-0.4
Sample	923	900	23	98	99	-1	168	166	2	262	256	6	386	375	11	284	274	10	307	293	14	182	183	-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 2 2018

Average Time Spent Listening (hh:mm) by Daypart, People 10+
Survey Comparisons: 1/2018 - 2/2018

This Survey Period: Sun Jul 2 to Sat Nov 18 2017 & Sun Jan 28 to Sat Jun 16 2018

Last 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

	This	Last	+/-
Potential (000)	80.5	80.5	0.0
Sample Size	923	900	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	4:25	4:40	-0:14	4:27	3:44	0:43	4:13	3:34	0:39	2:15	1:46	0:29	1:05	1:17	-0:12	0:52	0:58	-0:06	3:09	3:11	-0:02
Coast	3:06	4:07	-1:00	3:55	3:51	0:03	4:09	4:39	-0:29	2:32	2:16	0:16	1:29	1:49	-0:20	7:11	6:17	0:54	3:27	3:42	-0:14
Edge	2:07	2:08	-0:00	2:01	1:43	0:17	2:45	2:43	0:02	1:46	1:36	0:09	1:11	1:06	0:04	1:54	1:33	0:20	3:05	3:17	-0:12
George FM	2:08	2:00	0:08	3:02	3:05	-0:02	3:39	4:12	-0:33	2:30	1:50	0:40	3:59	2:02	1:57	4:16	1:55	2:21	4:33	4:06	0:27
Life FM	1:02	1:54	-0:52	*	1:15	*	0:55	1:02	-0:06	0:35	1:18	-0:43	*	*	*	*	*	*	*	0:45	*
Magic	3:36	3:25	0:10	3:36	4:36	-1:00	4:15	6:09	-1:53	2:10	2:44	-0:34	2:34	1:44	0:50	2:21	1:53	0:27	5:15	5:27	-0:12
Mix	3:15	3:45	-0:30	3:28	3:07	0:20	5:05	3:18	1:46	3:02	2:54	0:07	2:09	2:48	-0:39	2:04	1:49	0:14	3:26	3:00	0:25
More FM	2:56	3:25	-0:29	3:31	3:27	0:04	3:38	3:35	0:02	1:53	1:40	0:12	1:15	1:14	0:00	1:05	1:09	-0:03	3:37	4:01	-0:24
Newstalk ZB	4:39	4:42	-0:02	4:40	4:33	0:07	3:48	4:19	-0:31	2:20	2:29	-0:09	3:42	3:17	0:24	3:52	4:36	-0:44	3:55	4:01	-0:06
Radio Hauraki	3:17	4:05	-0:47	3:05	3:00	0:05	3:06	2:39	0:27	2:50	2:49	0:00	2:36	1:27	1:09	0:51	0:47	0:03	1:31	1:24	0:06
RadioLIVE	5:09	5:14	-0:04	3:41	2:45	0:55	2:09	2:12	-0:03	2:44	2:23	0:20	4:29	4:36	-0:07	2:15	2:38	-0:22	4:40	4:46	-0:05
Radio Sport	1:35	1:29	0:05	1:11	2:49	-1:38	2:32	5:03	-2:31	1:43	2:15	-0:31	1:53	1:54	-0:01	0:41	0:42	-0:00	1:52	3:06	-1:13
Rhema	2:55	3:10	-0:14	4:09	4:02	0:06	4:33	3:01	1:32	3:20	3:24	-0:04	3:41	5:57	-2:15	0:15	0:15	0:00	1:57	3:14	-1:16
Rock	2:37	2:42	-0:04	4:42	5:06	-0:23	3:41	3:43	-0:01	1:47	2:01	-0:13	2:06	2:20	-0:13	3:50	2:59	0:50	3:37	3:02	0:35
Star	4:51	5:13	-0:22	3:25	4:01	-0:36	2:40	2:34	0:06	*	1:30	*	3:15	3:45	-0:29	3:46	3:52	-0:06	3:11	3:36	-0:25
The Hits	1:24	1:20	0:04	2:20	2:20	0:00	2:40	2:43	-0:02	1:36	1:52	-0:15	0:45	0:35	0:09	1:32	1:28	0:03	2:47	3:05	-0:18
The Sound	2:23	2:36	-0:12	3:50	4:34	-0:43	3:20	3:32	-0:12	2:21	2:18	0:03	3:07	2:30	0:36	1:52	1:40	0:11	3:48	4:05	-0:17
ZM	1:58	1:52	0:05	2:04	2:04	0:00	2:00	1:59	0:01	1:15	1:18	-0:02	2:13	2:09	0:03	4:14	3:59	0:14	1:52	1:48	0:03
Others	2:45	2:38	0:07	2:57	3:13	-0:15	3:59	3:49	0:10	1:45	1:03	0:41	0:58	1:24	-0:25	3:00	2:23	0:36	2:35	1:32	1:03
Mediaworks Combo	3:30	3:41	-0:11	4:04	4:13	-0:09	4:14	4:33	-0:19	2:20	2:20	-0:00	2:11	2:00	0:10	2:23	2:07	0:16	4:31	4:46	-0:14
NZME Combo	3:18	3:43	-0:24	3:30	3:29	0:00	3:50	3:48	0:02	2:26	2:29	-0:03	2:26	2:22	0:04	3:48	3:48	0:00	3:21	3:23	-0:01
All Commercial Radio	4:02	4:19	-0:17	4:47	4:52	-0:04	5:10	5:20	-0:09	2:46	2:48	-0:02	2:39	2:35	0:03	3:22	3:21	0:00	4:54	5:07	-0:13

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