



NELSON COMMERCIAL RADIO - SURVEY 1 2021

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

Survey Comparisons: 4/2020 - 1/2021

This Survey Period: Sun Jan 19 to Sat Mar 28 2020 & Sun Jul 19 to Sat Nov 14 2020 & Sun Jan 31 to Sat Apr 10 2021

Last Survey Period: Sun Aug 25 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020 & Sun July 19 to Sat Nov 14 2020

	All 10+				People 10-24				People 18-39				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	6.9	5.3	1.6	5	7.3	7.4	-0.1		12.5	6.3	6.2		11.7	6.3	5.4		9.3	5.5	3.8		5.2	6.1	-0.9		5.0	5.0	0.0		11.2	7.1	4.1	
Coast	5.6	5.5	0.1	7	0.1	1.7	-1.6		1.6	1.3	0.3		1.5	1.2	0.3		1.8	1.4	0.4		7.4	6.7	0.7		11.3	9.2	2.1		3.2	2.5	0.7	
Edge	7.7	8.7	-1.0	4	26.6	35.5	-8.9		14.4	18.4	-4.0		12.1	13.3	-1.2		9.2	11.2	-2.0		4.3	5.0	-0.7		1.9	1.4	0.5		17.0	18.1	-1.1	
George FM	2.2	2.0	0.2	13	7.4	4.3	3.1		5.9	4.4	1.5		4.3	4.6	-0.3		2.8	3.3	-0.5		0.7	1.0	-0.3		0.4	0.4	0.0		1.3	1.0	0.3	
Gold*	4.8	2.4	2.4	9	3.9	1.1	2.8		7.0	4.1	2.9		6.6	3.3	3.3		5.6	2.5	3.1		4.7	3.0	1.7		5.4	3.4	2.0		10.2	3.2	7.0	
Life FM	0.5	0.3	0.2	15	2.5	1.9	0.6		1.3	0.5	0.8		0.7	0.3	0.4		0.4	0.2	0.2		0.1	0.1	0.0		*	*	*		1.1	0.5	0.6	
Magic Music & Talk	12.8	19.6	-6.8	1	7.3	2.2	5.1		0.8	1.6	-0.8		0.7	3.2	-2.5		5.6	8.0	-2.4		10.7	19.5	-8.8		19.3	32.0	-12.7		4.8	13.6	-8.8	
More FM	9.9	8.7	1.2	2	10.1	11.4	-1.3		7.1	5.7	1.4		7.3	6.6	0.7		9.0	8.9	0.1		10.6	10.2	0.4		12.8	9.4	3.4		12.2	11.4	0.8	
Newstalk ZB	8.6	7.4	1.2	3	0.5	0.3	0.2		0.2	0.2	0.0		0.3	0.1	0.2		1.6	1.7	-0.1		5.6	4.8	0.8		13.1	12.4	0.7		2.4	3.6	-1.2	
Radio Hauraki	2.3	4.1	-1.8	12	5.3	3.4	1.9		4.9	8.9	-4.0		4.5	9.2	-4.7		2.9	6.7	-3.8		1.5	3.2	-1.7		1.1	2.1	-1.0		3.6	3.1	0.5	
Rhema	1.8	1.7	0.1	14	0.4	0.7	-0.3		*	*	*		*	*	*		0.3	0.4	-0.1		2.8	2.2	0.6		3.3	2.4	0.9		1.1	0.8	0.3	
Rock	6.5	7.2	-0.7	6	4.0	5.1	-1.1		12.3	15.3	-3.0		16.4	17.4	-1.0		10.8	12.4	-1.6		4.7	4.1	0.6		3.2	3.0	0.2		5.9	6.3	-0.4	
Star	0.2	0.4	-0.2	16	*	*	*		0.5	0.4	0.1		0.5	0.3	0.2		0.3	0.2	0.1		*	0.1	*		*	0.3	*		*	*	*	
The Hits	3.5	3.2	0.3	11	6.9	7.1	-0.2		4.3	4.1	0.2		3.9	4.2	-0.3		4.8	4.9	-0.1		4.2	3.7	0.5		1.6	1.0	0.6		6.6	5.4	1.2	
The Sound	5.6	5.5	0.1	7	4.2	3.8	0.4		2.9	2.2	0.7		2.9	2.4	0.5		4.6	3.5	1.1		8.0	8.8	-0.8		6.9	8.6	-1.7		5.0	4.4	0.6	
ZM	3.6	3.2	0.4	10	2.7	3.5	-0.8		8.7	6.8	1.9		8.0	6.0	2.0		4.7	5.1	-0.4		2.2	2.9	-0.7		2.2	1.6	0.6		3.5	4.2	-0.7	
MediaWorks Combo	51.7	57.2	-5.5		67.0	70.2	-3.2		55.9	54.5	1.4		55.3	54.1	1.2		51.4	53.1	-1.7		44.1	54.7	-10.6		49.5	59.8	-10.3		57.4	62.1	-4.7	
NZME Combo	28.4	26.0	2.4		19.4	17.4	2.0		26.7	26.1	0.6		25.0	24.5	0.5		21.6	22.7	-1.1		25.6	24.2	1.4		34.8	29.8	5.0		29.4	22.2	7.2	
Potential (000)	90.4	83.8	6.6		17.5	16.4	1.1		23.4	20.8	2.6		22.7	20.5	2.2		37.0	34.1	2.9		28.8	27.0	1.8		26.9	24.9	2.0		15.2	13.3	1.9	
Sample	875	890	-15		158	170	-12		198	192	6		221	200	21		361	347	14		286	302	-16		276	282	-6		162	156	6	

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 Music & Talk or More FM or Rock or The Sound or internet only listening to Mai

NZME Combo: Coast or Gold (from S3 2020) or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Flava or Hokonui

NZME and Partners

Gold includes a combination of Gold and Mix for Sun Aug 25 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020.



NELSON COMMERCIAL RADIO - SURVEY 1 2021

Station Share (%) by Daypart, People 10+
Survey Comparisons: 4/2020 - 1/2021

This Survey Period: Sun Jan 19 to Sat Mar 28 2020 & Sun Jul 19 to Sat Nov 14 2020 & Sun Jan 31 to Sat Apr 10 2021
Last Survey Period: Sun Aug 25 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020 & Sun Jul 19 to Sat Nov 14 2020

	This	Last	+/-
Potential (000)	90.4	83.8	6.6
Sample Size	875	890	-15

	Breakfast				Morning			Afternoon			Drive			Night			Mid Dawn			Weekend		
	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	4.8	1.9	5	4.8	3.6	1.2	6.1	4.7	1.4	9.0	6.8	2.2	6.4	6.5	-0.1	6.0	6.4	-0.4	9.1	6.6	2.5
Coast	5.3	5.1	0.2	6	6.0	6.0	0.0	5.1	4.3	0.8	4.3	3.8	0.5	2.6	3.6	-1.0	1.8	3.5	-1.7	7.8	7.9	-0.1
Edge	10.4	11.8	-1.4	3	4.5	5.0	-0.5	6.3	7.6	-1.3	10.7	11.9	-1.2	8.2	9.4	-1.2	7.4	7.0	0.4	8.2	8.7	-0.5
George FM	2.1	1.6	0.5	13	2.1	1.7	0.4	2.0	1.9	0.1	2.9	3.8	-0.9	1.1	1.6	-0.5	3.5	1.3	2.2	2.2	2.1	0.1
Gold*	2.9	1.3	1.6	11	5.3	2.6	2.7	6.5	3.5	3.0	6.9	3.1	3.8	5.5	1.4	4.1	2.0	1.9	0.1	3.7	2.1	1.6
Life FM	0.3	0.2	0.1	16	*	*	*	0.2	0.2	0.0	0.2	0.1	0.1	2.9	1.0	1.9	1.0	*	*	0.8	0.6	0.2
Magic Music & Talk	11.4	17.3	-5.9	2	16.2	19.3	-3.1	12.0	14.6	-2.6	9.8	16.2	-6.4	16.9	29.0	-12.1	12.0	26.3	-14.3	12.4	25.0	-12.6
More FM	13.1	11.3	1.8	1	9.8	8.4	1.4	9.9	9.2	0.7	7.8	9.1	-1.3	2.4	3.1	-0.7	10.8	2.4	8.4	9.9	8.5	1.4
Newstalk ZB	10.3	9.1	1.2	4	5.1	4.2	0.9	4.4	3.7	0.7	8.4	5.7	2.7	24.7	18.0	6.7	15.8	23.3	-7.5	10.0	8.4	1.6
Radio Hauraki	2.0	5.3	-3.3	14	2.5	5.0	-2.5	2.8	4.7	-1.9	1.3	2.9	-1.6	1.9	2.0	-0.1	4.2	6.6	-2.4	2.0	2.6	-0.6
Rhema	2.3	1.7	0.6	12	1.2	1.2	0.0	1.0	1.1	-0.1	1.2	1.6	-0.4	6.4	5.5	0.9	0.2	0.5	-0.3	2.7	2.2	0.5
Rock	5.1	5.7	-0.6	7	7.2	9.1	-1.9	8.7	11.3	-2.6	8.4	9.4	-1.0	2.0	3.6	-1.6	5.1	2.3	2.8	4.9	3.3	1.6
Star	0.6	0.8	-0.2	15	0.1	0.2	-0.1	0.1	0.1	0.0	*	*	*	0.2	0.3	-0.1	*	0.7	*	0.3	0.6	-0.3
The Hits	4.4	3.7	0.7	10	4.1	4.5	-0.4	3.2	3.7	-0.5	3.1	2.3	0.8	2.2	1.5	0.7	3.4	4.3	-0.9	3.0	2.1	0.9
The Sound	5.1	4.3	0.8	7	6.7	6.4	0.3	6.7	6.7	0.0	5.5	6.0	-0.5	3.5	3.4	0.1	4.7	5.1	-0.4	4.8	5.0	-0.2
ZM	4.7	4.3	0.4	9	3.5	3.1	0.4	2.8	3.4	-0.6	2.7	3.4	-0.7	1.5	1.8	-0.3	6.1	1.1	5.0	3.7	2.9	0.8
MediaWorks Combo	53.9	57.2	-3.3		51.2	53.8	-2.6	51.7	55.9	-4.2	54.3	63.1	-8.8	40.6	56.6	-16.0	49.5	50.7	-1.2	51.6	59.2	-7.6
NZME Combo	29.6	29.0	0.6		26.6	25.9	0.7	24.8	23.3	1.5	26.8	21.3	5.5	38.6	28.7	9.9	33.4	40.8	-7.4	30.4	26.1	4.3

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

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NZME Combo: Coast or Gold (from S3 2020) or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Flava or Hokonui

Gold includes a combination of Gold and Mix for Sun Aug 25 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020.



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Cumulative Audience (000's) by Demographic, Mon-Sun 12mn-12mn

Survey Comparisons: 4/2020 - 1/2021

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	All 10+				People 10-24				People 18-39				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	9.8	9.1	0.7	5	1.8	1.4	0.4		3.3	2.4	0.9		3.1	2.6	0.5		4.9	4.2	0.7		3.5	4.3	-0.8		2.6	3.0	-0.4		2.3	1.9	0.4	
Coast	6.0	6.5	-0.5	9	0.2	0.4	-0.2		0.9	0.8	0.1		0.8	0.7	0.1		1.9	1.8	0.1		3.3	3.2	0.1		2.8	2.9	-0.1		0.7	0.7	0.0	
Edge	20.5	18.1	2.4	1	7.8	7.0	0.8		7.8	7.4	0.4		6.9	6.4	0.5		9.7	9.0	0.7		5.6	4.6	1.0		3.0	2.0	1.0		5.8	5.4	0.4	
George FM	4.6	4.1	0.5	12	1.4	0.9	0.5		2.8	2.5	0.3		2.1	2.2	-0.1		2.8	2.7	0.1		0.8	0.8	0.0		0.5	0.4	0.1		0.6	0.6	0.0	
Gold*	3.8	2.6	1.2	13	0.5	0.2	0.3		1.2	0.7	0.5		1.2	0.7	0.5		2.1	1.5	0.6		1.7	1.6	0.1		1.2	0.9	0.3		1.2	0.9	0.3	
Life FM	2.2	1.0	1.2	14	1.3	0.5	0.8		1.8	0.7	1.1		0.8	0.4	0.4		0.9	0.5	0.4		0.1	0.1	0.0		0.1	0.1	0.0		0.7	0.3	0.4	
Magic Music & Talk	11.6	13.0	-1.4	3	0.7	0.7	0.0		0.9	1.0	-0.1		0.9	1.4	-0.5		2.7	3.4	-0.7		4.9	5.2	-0.3		6.8	7.1	-0.3		1.1	1.5	-0.4	
More FM	14.5	13.4	1.1	2	3.7	3.3	0.4		3.6	3.3	0.3		3.6	3.6	0.0		5.9	6.3	-0.4		5.2	5.0	0.2		4.3	3.3	1.0		2.9	2.6	0.3	
Newstalk ZB	8.5	6.6	1.9	6	0.3	0.2	0.1		0.2	0.2	0.0		0.2	0.1	0.1		1.4	1.2	0.2		3.9	2.9	1.0		4.8	3.5	1.3		0.8	0.7	0.1	
Radio Hauraki	6.0	5.8	0.2	9	2.0	0.9	1.1		3.1	2.2	0.9		2.3	2.7	-0.4		2.9	3.7	-0.8		1.7	2.2	-0.5		1.1	1.2	-0.1		1.5	1.2	0.3	
Rhema	1.7	1.5	0.2	15	*	0.1	*		*	*	*		*	*	*		0.2	0.2	0.0		1.5	1.0	0.5		1.4	1.1	0.3		0.2	0.1	0.1	
Rock	10.3	8.4	1.9	4	2.3	1.6	0.7		4.5	3.6	0.9		3.9	3.8	0.1		5.9	5.4	0.5		3.5	2.5	1.0		2.1	1.4	0.7		2.1	1.9	0.2	
Star	0.5	1.0	-0.5	16	*	*	*		0.3	0.2	0.1		0.3	0.2	0.1		0.3	0.2	0.1		*	0.2	*		0.1	0.4	-0.3		*	*	*	
The Hits	7.4	7.0	0.4	8	3.1	2.7	0.4		2.5	2.4	0.1		2.0	2.4	-0.4		3.3	3.4	-0.1		2.0	1.7	0.3		1.0	0.8	0.2		2.2	1.7	0.5	
The Sound	8.3	7.0	1.3	7	1.2	0.8	0.4		1.9	1.4	0.5		1.5	1.5	0.0		3.0	2.5	0.5		4.2	3.6	0.6		4.0	3.6	0.4		1.2	1.0	0.2	
ZM	5.8	5.5	0.3	11	1.8	1.4	0.4		3.4	2.7	0.7		2.6	2.6	0.0		3.0	3.5	-0.5		1.2	1.3	-0.1		0.8	0.6	0.2		0.9	1.3	-0.4	
MediaWorks Combo	52.0	49.6	2.4		11.4	9.7	1.7		14.4	13.5	0.9		14.0	14.0	0.0		22.3	22.3	0.0		17.6	17.4	0.2		16.4	15.1	1.3		9.7	9.7	0.0	
NZME Combo	31.1	28.9	2.2		6.0	4.9	1.1		9.1	7.7	1.4		8.0	8.0	0.0		12.4	12.5	-0.1		10.9	10.3	0.6		9.8	8.6	1.2		6.2	5.4	0.8	
All Commercial Radio	68.2	63.3	4.9		12.2	10.5	1.7		18.2	16.2	2.0		18.2	17.2	1.0		30.2	28.3	1.9		23.8	22.8	1.0		20.6	19.6	1.0		12.2	11.4	0.8	
Potential (000)	90.4	83.8	6.6		17.5	16.4	1.1		23.4	20.8	2.6		22.7	20.5	2.2		37.0	34.1	2.9		28.8	27.0	1.8		26.9	24.9	2.0		15.2	13.3	1.9	
Sample	875	890	-15		158	170	-12		198	192	6		221	200	21		361	347	14		286	302	-16		276	282	-6		162	156	6	

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Cumulative Audience (000's) by Daypart, People 10+
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	This	Last	+/-
Potential (000)	90.4	83.8	6.6
Sample Size	875	890	-15

	Breakfast				Morning			Afternoon			Drive			Night			Mid Dawn			Weekend		
	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	4.5	4.6	-0.1	4	3.7	3.7	0.0	6.0	5.2	0.8	5.0	4.8	0.2	1.5	1.5	0.0	1.8	1.1	0.7	6.2	5.7	0.5
Coast	2.2	2.8	-0.6	10	2.7	3.0	-0.3	3.1	3.4	-0.3	1.7	1.9	-0.2	0.6	0.9	-0.3	0.7	0.4	0.3	4.6	4.8	-0.2
Edge	10.2	9.7	0.5	1	6.6	6.2	0.4	9.5	9.2	0.3	8.5	8.7	-0.2	3.7	3.8	-0.1	3.0	1.7	1.3	12.6	11.3	1.3
George FM	1.7	1.2	0.5	11	1.3	0.9	0.4	2.1	1.7	0.4	1.6	1.7	-0.1	0.5	0.8	-0.3	0.6	0.3	0.3	2.4	2.3	0.1
Gold*	1.5	0.8	0.7	14	2.7	1.3	1.4	2.7	1.8	0.9	2.5	1.6	0.9	1.3	0.7	0.6	0.5	0.3	0.2	2.4	1.6	0.8
Life FM	0.4	0.2	0.2	15	0.1	0.1	0.0	0.3	0.3	0.0	0.9	0.3	0.6	0.8	0.4	0.4	0.5	*	*	1.5	0.7	0.8
Magic Music & Talk	6.3	7.6	-1.3	3	6.4	7.0	-0.6	6.9	7.6	-0.7	4.9	6.7	-1.8	3.2	4.3	-1.1	2.2	2.2	0.0	8.0	9.9	-1.9
More FM	7.6	6.9	0.7	2	6.4	5.5	0.9	7.3	6.5	0.8	6.1	6.7	-0.6	1.1	1.9	-0.8	2.3	0.9	1.4	9.4	8.4	1.0
Newstalk ZB	4.3	3.4	0.9	5	4.8	3.2	1.6	3.7	2.9	0.8	3.3	2.5	0.8	2.9	2.7	0.2	1.6	2.0	-0.4	6.4	4.9	1.5
Radio Hauraki	1.6	2.4	-0.8	12	3.1	3.0	0.1	3.0	2.7	0.3	1.4	2.2	-0.8	1.0	1.0	0.0	0.6	0.6	0.0	2.7	2.7	0.0
Rhema	1.6	1.0	0.6	12	1.4	1.2	0.2	0.6	0.7	-0.1	0.5	0.8	-0.3	1.2	0.9	0.3	0.1	0.1	0.0	1.4	1.1	0.3
Rock	4.3	4.5	-0.2	5	4.3	3.3	1.0	5.5	4.5	1.0	4.8	4.0	0.8	1.2	1.5	-0.3	1.5	0.7	0.8	5.0	4.0	1.0
Star	0.3	0.5	-0.2	16	0.3	0.4	-0.1	0.2	0.2	0.0	0.1	0.1	0.0	0.1	0.1	0.0	*	0.1	*	0.5	0.8	-0.3
The Hits	4.3	3.7	0.6	5	2.8	2.6	0.2	3.3	3.7	-0.4	2.7	2.3	0.4	1.0	0.7	0.3	0.4	0.3	0.1	4.7	3.7	1.0
The Sound	3.7	2.6	1.1	9	4.4	3.4	1.0	4.5	3.8	0.7	3.3	2.9	0.4	1.1	1.2	-0.1	1.2	0.7	0.5	4.9	4.6	0.3
ZM	3.8	3.3	0.5	8	2.8	2.6	0.2	3.1	3.0	0.1	2.0	2.4	-0.4	0.5	0.8	-0.3	0.9	0.4	0.5	3.5	3.7	-0.2
MediaWorks Combo	31.3	30.9	0.4		28.0	26.3	1.7	33.8	31.5	2.3	27.0	29.4	-2.4	11.3	13.3	-2.0	8.9	6.1	2.8	37.6	36.0	1.6
NZME Combo	17.1	15.4	1.7		17.3	14.8	2.5	18.2	16.3	1.9	13.3	12.2	1.1	7.4	6.8	0.6	4.6	3.9	0.7	21.5	19.2	2.3
All Commercial Radio	48.1	45.2	2.9		43.6	39.7	3.9	48.5	44.5	4.0	41.2	40.7	0.5	21.2	20.8	0.4	12.6	9.5	3.1	53.8	50.3	3.5

MediaWorks Combo: Breeze or Edge or George FM or Magic Music & Talk or More FM or Rock or The Sound or internet only listening to Mai
NZME Combo: Coast or Gold (from S3 2020) or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Flava or Hokonui

Gold includes a combination of Gold and Mix for Sun Aug 25 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020.



NELSON COMMERCIAL RADIO - SURVEY 1 2021

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

Survey Comparisons: 4/2020 - 1/2021

This Survey Period: Sun Jan 19 to Sat Mar 28 2020 & Sun Jul 19 to Sat Nov 14 2020 & Sun Jan 31 to Sat Apr 10 2021

Last Survey Period: Sun Aug 25 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020 & Sun July 19 to Sat Nov 14 2020

	All 10+			People 10-24			People 18-39			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	8:22	5:59	2:23	5:02	4:45	0:17	10:43	6:42	4:01	10:58	7:07	3:50	10:11	6:05	4:06	7:09	5:23	1:45	8:05	5:46	2:19	9:34	6:22	3:12
Coast	10:57	8:41	2:16	0:55	3:27	-2:31	4:44	4:23	0:21	5:18	4:44	0:33	5:04	3:45	1:19	10:57	8:07	2:50	16:36	11:14	5:22	9:04	5:52	3:12
Edge	4:25	4:56	-0:30	4:19	4:26	-0:06	5:13	6:20	-1:06	5:05	6:03	-0:57	5:04	5:52	-0:47	3:46	4:10	-0:23	2:34	2:27	0:07	5:48	5:48	-0:00
George FM	5:39	5:09	0:29	6:54	3:57	2:57	6:00	4:35	1:25	5:56	6:12	-0:16	5:22	5:47	-0:24	4:35	4:36	-0:00	3:33	3:45	-0:12	4:03	2:38	1:25
Gold*	14:52	9:31	5:21	9:26	4:28	4:58	16:47	14:39	2:08	15:51	13:35	2:16	14:03	7:54	6:09	13:21	7:08	6:12	18:41	13:25	5:15	16:14	5:52	10:22
Life FM	2:31	2:45	-0:13	2:31	3:35	-1:04	2:01	1:52	0:08	2:25	1:44	0:41	2:34	2:05	0:29	3:20	3:12	0:08	2:00	2:00	0:00	3:00	2:48	0:11
Magic Music & Talk	13:02	15:25	-2:22	12:23	2:52	9:31	2:40	4:02	-1:21	2:23	6:35	-4:11	11:07	11:10	-0:02	10:37	14:20	-3:43	11:40	15:59	-4:18	8:44	15:10	-6:25
More FM	8:08	6:42	1:26	3:29	3:02	0:26	5:33	4:27	1:05	5:50	5:19	0:31	8:07	6:41	1:26	9:54	7:50	2:04	12:12	9:57	2:15	8:23	7:39	0:44
Newstalk ZB	11:58	11:24	0:33	2:22	1:28	0:53	2:46	2:32	0:13	3:56	2:25	1:31	6:13	6:54	-0:40	7:01	6:27	0:34	11:17	12:30	-1:12	6:20	9:17	-2:57
Radio Hauraki	4:31	7:15	-2:44	3:20	3:22	-0:02	4:26	10:30	-6:04	5:43	10:01	-4:17	5:31	8:28	-2:57	4:18	5:37	-1:18	4:04	6:17	-2:13	4:41	4:36	0:05
Rhema	12:35	12:02	0:33	12:30	12:30	0:00	*	*	*	*	*	*	10:19	8:51	1:27	9:17	8:08	1:09	9:41	7:57	1:44	11:56	22:30	-10:33
Rock	7:24	8:48	-1:24	2:11	2:50	-0:39	7:46	10:47	-3:01	12:17	13:15	-0:57	9:56	10:51	-0:55	6:33	6:20	0:12	6:09	7:36	-1:27	5:32	5:42	-0:10
Star	4:39	3:57	0:41	*	*	*	5:30	5:30	0:00	5:30	5:30	0:00	5:30	5:30	0:00	*	1:00	*	1:30	2:02	-0:32	*	*	*
The Hits	5:34	4:43	0:51	2:48	2:16	0:32	4:56	4:21	0:35	5:34	5:05	0:29	7:53	6:47	1:05	10:16	8:35	1:41	6:39	4:36	2:02	5:58	5:19	0:38
The Sound	8:01	8:06	-0:05	4:32	4:13	0:18	4:21	4:01	0:20	5:22	4:42	0:40	8:20	6:38	1:42	9:13	9:26	-0:13	7:06	8:29	-1:22	7:49	7:18	0:31
ZM	7:19	6:00	1:19	1:55	2:15	-0:19	7:19	6:24	0:55	8:56	6:37	2:19	8:23	6:53	1:30	9:03	8:25	0:38	11:20	10:00	1:19	7:30	5:20	2:10
MediaWorks Combo	11:44	11:50	-0:06	7:27	6:19	1:07	11:03	10:18	0:44	11:33	11:17	0:15	12:22	11:16	1:05	12:13	12:08	0:04	12:29	14:04	-1:35	11:40	10:56	0:44
NZME Combo	10:47	9:16	1:30	4:05	3:07	0:57	8:19	8:38	-0:18	9:09	8:53	0:15	9:21	8:33	0:47	11:28	9:06	2:22	14:41	12:21	2:19	9:16	6:59	2:16
All Commercial Radio	17:20	16:14	1:05	10:21	8:20	2:00	15:36	15:45	-0:08	15:59	16:57	-0:57	17:47	16:42	1:04	20:32	16:54	3:37	20:00	18:08	1:52	16:07	15:03	1:03
Potential (000)	90.4	83.8	6.6	17.5	16.4	1.1	23.4	20.8	2.6	22.7	20.5	2.2	37.0	34.1	2.9	28.8	27.0	1.8	26.9	24.9	2.0	15.2	13.3	1.9
Sample	875	890	-15	158	170	-12	198	192	6	221	200	21	361	347	14	286	302	-16	276	282	-6	162	156	6

MediaWorks Combo: Breeze or Edge or George FM or Magic Music & Talk or More FM or Rock or The Sound or internet only listening to Mai

NZME Combo: Coast or Gold (from S3 2020) or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Flava or Hokonui

Please note: Due to COVID-19 survey 2 was cancelled, last survey in this report is Survey 1 2020.

Gold / Mix includes a combination of Gold and Mix for Sun Jun 16 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020.



NELSON COMMERCIAL RADIO - SURVEY 1 2021

Average Time Spent Listening (hh:mm) by Daypart, People 10+
Survey Comparisons: 4/2020 - 1/2021

This Survey Period: Sun Jan 19 to Sat Mar 28 2020 & Sun Jul 19 to Sat Nov 14 2020 & Sun Jan 31 to Sat Apr 10 2021
Last Survey Period: Sun Aug 25 to Sat Nov 2 2019 & Sun Jan 19 to Sat Mar 28 2020 & Sun July 19 to Sat Nov 14 2020

	This	Last	+/-
Potential (000)	90.4	83.8	6.6
Sample Size	875	890	-15

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

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Please note: Due to COVID-19 survey 2 was cancelled, last survey in this report is Survey 1 2020.

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