



NELSON COMMERCIAL RADIO - SURVEY 2 2022

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

Survey Comparisons: 1/2022 - 2/2022

This Survey Period: Sun Jun 20 to Sat Nov 6 2021 & Sun Jan 30 to Sat Jun 18 2022

Last Survey Period: Sun Apr 11 to Sat Nov 6 2021 & Sun Jan 30 to Sat Apr 9 2022

	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	5.9	4.4	1.5	6	3.3	5.7	-2.4	2.4	2.3	0.1	3.5	4.1	-0.6	5.9	4.1	1.8	8.9	4.6	4.3	8.2	5.4	2.8	4.4	2.5	1.9
Coast	5.7	4.5	1.2	7	8.2	1.8	6.4	2.6	2.5	0.1	1.0	1.4	-0.4	4.1	1.5	2.6	6.9	3.6	3.3	8.2	9.9	-1.7	0.5	0.3	0.2
Edge	9.4	11.3	-1.9	2	14.4	16.5	-2.1	18.8	24.1	-5.3	17.7	20.7	-3.0	14.5	19.2	-4.7	6.9	9.5	-2.6	1.9	2.1	-0.2	19.0	24.6	-5.6
George FM	4.8	4.6	0.2	8	15.0	12.4	2.6	12.1	11.2	0.9	5.7	5.4	0.3	4.8	5.3	-0.5	3.6	3.9	-0.3	2.0	1.8	0.2	3.7	3.2	0.5
Gold	2.8	1.7	1.1	13	0.5	0.2	0.3	0.6	0.6	0.0	0.6	2.2	-1.6	1.4	2.2	-0.8	5.0	2.7	2.3	6.2	2.2	4.0	1.1	1.9	-0.8
Gold AM	0.1	0.1	0.0	16	*	*	*	*	*	*	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.2	0.1	0.1
Life FM	0.6	0.5	0.1	15	4.2	3.3	0.9	0.3	0.3	0.0	0.2	0.1	0.1	0.1	0.1	0.0	*	*	*	0.1	*	*	0.3	0.2	0.1
Magic	9.2	8.6	0.6	3	*	*	*	2.0	1.8	0.2	2.4	3.0	-0.6	1.8	2.3	-0.5	4.8	4.3	0.5	17.0	14.4	2.6	3.2	3.1	0.1
More FM	9.1	10.5	-1.4	4	10.9	20.0	-9.1	6.5	11.8	-5.3	10.6	7.9	2.7	7.7	6.8	0.9	7.5	8.5	-1.0	12.5	13.3	-0.8	17.3	17.8	-0.5
Newstalk ZB	8.5	6.7	1.8	5	0.6	*	*	1.5	0.3	1.2	1.7	0.9	0.8	1.6	1.7	-0.1	5.6	3.7	1.9	14.1	8.8	5.3	7.8	3.9	3.9
Radio Hauraki	4.8	3.6	1.2	8	4.3	4.1	0.2	4.0	4.6	-0.6	4.6	4.7	-0.1	7.7	6.3	1.4	7.6	4.9	2.7	2.0	1.0	1.0	6.6	4.2	2.4
Rhema	*	0.1	*	*	*	*	*	*	*	*	*	*	*	0.1	0.1	*	0.1	0.3	-0.2	*	0.3	*	0.1	0.1	0.0
Rock	10.4	9.3	1.1	1	11.7	12.4	-0.7	17.3	11.7	5.6	19.4	14.2	5.2	17.8	14.3	3.5	9.4	9.9	-0.5	1.4	3.6	-2.2	9.1	7.0	2.1
Star	0.1	0.7	-0.6	16	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.4	1.9	-1.5	0.1	*	*
The Hits	3.2	3.7	-0.5	11	4.6	6.5	-1.9	4.7	6.3	-1.6	5.6	6.2	-0.6	3.9	4.7	-0.8	2.7	3.2	-0.5	2.6	2.3	0.3	4.4	4.1	0.3
The Sound	4.8	7.6	-2.8	8	1.0	2.5	-1.5	1.6	2.3	-0.7	2.2	3.5	-1.3	4.2	3.7	0.5	9.0	10.7	-1.7	8.8	12.4	-3.6	1.3	1.1	0.2
Today FM/Magic Talk*	1.8	4.1	-2.3	14	0.4	0.2	0.2	0.1	0.7	-0.6	0.2	1.8	-1.6	0.5	1.5	-1.0	1.2	5.5	-4.3	2.7	7.3	-4.6	0.4	1.9	-1.5
ZM	3.2	3.9	-0.7	11	7.9	8.3	-0.4	7.4	8.8	-1.4	5.2	7.4	-2.2	4.3	5.7	-1.4	2.0	2.2	-0.2	0.5	0.8	-0.3	6.0	5.6	0.4
MediaWorks Combo	55.5	60.6	-5.1		57.1	70.3	-13.2	61.1	66.2	-5.1	61.9	60.9	1.0	57.3	57.3	0.0	51.3	56.8	-5.5	54.6	60.3	-5.7	58.8	61.6	-2.8
NZME Combo	28.6	24.3	4.3		26.4	21.2	5.2	20.8	23.1	-2.3	18.9	22.7	-3.8	23.1	22.2	0.9	29.9	20.4	9.5	33.8	25.1	8.7	26.5	20.1	6.4
Potential (000)	90.6	90.6	0.0		17.5	17.5	0.0	23.4	23.6	-0.2	22.9	22.9	0.0	37.1	37.1	0.0	28.7	28.7	0.0	26.8	26.8	0.0	15.1	16.1	-1.0
Sample	910	866	44		115	126	-11	152	171	-19	179	189	-10	305	328	-23	290	282	8	368	311	57	147	148	-1

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

MediaWorks Combo: Breeze, Edge, George FM, Magic, Magic Talk (until 20th March 2022), More FM, Rock, The Sound, Today FM (from 21st March 2022), or internet only listening to Mai

NZME Combo: Coast, Gold, Gold AM, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui

*Today FM/Magic Talk includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period for S1 2022 / 13 weeks of survey period for S2 2022)



NELSON COMMERCIAL RADIO - SURVEY 2 2022

Station Share (%) by Daypart, People 10+

Survey Comparisons: 1/2022 - 2/2022

This Survey Period: Sun Jun 20 to Sat Nov 6 2021 & Sun Jan 30 to Sat Jun 18 2022

Last Survey Period: Sun Apr 11 to Sat Nov 6 2021 & Sun Jan 30 to Sat Apr 9 2022

	This	Last	+/-
Potential (000)	90.6	90.6	0.0
Sample Size	910	866	44

	Breakfast				Morning			Afternoon			Drive			Night			Mid Dawn			Weekend		
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	5.6	5.4	0.2	7	6.8	3.9	2.9	6.9	4.1	2.8	4.8	3.4	1.4	3.1	2.8	0.3	2.3	3.1	-0.8	5.4	5.7	-0.3
Coast	6.3	3.5	2.8	6	5.0	4.5	0.5	6.2	5.6	0.6	5.4	5.1	0.3	5.8	4.8	1.0	8.5	1.5	7.0	5.3	4.3	1.0
Edge	8.0	10.6	-2.6	4	7.5	9.0	-1.5	8.4	10.5	-2.1	12.0	15.1	-3.1	11.5	13.9	-2.4	11.6	9.1	2.5	11.5	12.5	-1.0
George FM	3.4	3.8	-0.4	12	5.4	5.6	-0.2	4.9	5.2	-0.3	6.0	5.6	0.4	7.8	4.2	3.6	0.8	2.0	-1.2	4.7	3.4	1.3
Gold	2.5	1.7	0.8	13	3.2	1.7	1.5	3.1	1.8	1.3	2.9	2.2	0.7	0.5	0.7	-0.2	0.3	*	*	3.1	1.9	1.2
Gold AM	*	*	*	*	0.2	0.1	0.1	0.2	0.1	0.1	*	*	*	*	*	*	*	*	*	*	*	*
Life FM	0.8	0.1	0.7	15	0.7	0.2	0.5	0.4	0.3	0.1	0.2	0.4	-0.2	0.2	1.6	-1.4	1.3	1.9	-0.6	1.0	1.0	0.0
Magic	6.9	7.1	-0.2	5	8.3	7.2	1.1	9.0	8.2	0.8	7.3	6.3	1.0	9.6	8.6	1.0	12.5	10.1	2.4	13.2	12.7	0.5
More FM	10.9	12.3	-1.4	2	9.2	11.9	-2.7	8.6	10.4	-1.8	8.7	8.4	0.3	5.6	12.0	-6.4	7.0	8.9	-1.9	9.3	9.0	0.3
Newstalk ZB	13.6	11.3	2.3	1	6.3	5.7	0.6	4.1	2.7	1.4	7.5	7.1	0.4	17.8	10.3	7.5	23.2	16.1	7.1	8.4	6.1	2.3
Radio Hauraki	3.9	2.9	1.0	10	5.1	3.7	1.4	5.7	4.0	1.7	6.0	5.2	0.8	4.3	3.9	0.4	3.0	3.4	-0.4	4.0	2.9	1.1
Rhema	*	0.1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.2	0.6	-0.4
Rock	9.0	7.9	1.1	3	12.2	11.5	0.7	13.6	12.8	0.8	9.7	9.2	0.5	8.8	5.3	3.5	5.2	1.7	3.5	7.1	6.3	0.8
Star	0.3	*	*	16	0.1	0.4	-0.3	*	0.7	*	*	1.0	*	0.1	4.1	-4.0	*	*	*	0.2	0.5	-0.3
The Hits	4.0	4.1	-0.1	9	2.8	2.3	0.5	2.8	2.9	-0.1	3.2	5.4	-2.2	4.3	4.5	-0.2	6.5	7.9	-1.4	3.0	4.2	-1.2
The Sound	4.4	8.0	-3.6	8	4.6	8.0	-3.4	4.1	7.0	-2.9	4.9	4.3	0.6	7.7	9.7	-2.0	1.8	2.9	-1.1	6.0	9.3	-3.3
Today FM/Magic Talk*	2.3	5.5	-3.2	14	2.1	4.3	-2.2	1.0	2.6	-1.6	1.3	2.0	-0.7	1.9	4.1	-2.2	4.2	20.6	-16.4	1.9	3.4	-1.5
ZM	3.7	4.4	-0.7	11	3.4	4.8	-1.4	2.9	4.5	-1.6	3.9	3.3	0.6	1.6	0.6	1.0	7.4	7.8	-0.4	2.5	2.2	0.3
MediaWorks Combo	50.6	60.8	-10.2		56.1	61.5	-5.4	56.7	61.0	-4.3	54.7	54.4	0.3	55.9	60.6	-4.7	45.4	58.4	-13.0	59.2	62.6	-3.4
NZME Combo	34.2	27.9	6.3		26.1	22.8	3.3	25.0	21.6	3.4	28.9	28.4	0.5	34.2	25.0	9.2	48.9	36.7	12.2	26.7	21.7	5.0

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

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NZME Combo: Coast, Gold, Gold AM, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui

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

Survey Comparisons: 1/2022 - 2/2022

This Survey Period: Sun Jun 20 to Sat Nov 6 2021 & Sun Jan 30 to Sat Jun 18 2022

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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	8.6	8.5	0.1	4	1.3	1.9	-0.6	0.7	0.7	0.0	1.2	1.3	-0.1	3.2	2.8	0.4	4.2	3.6	0.6	3.7	3.6	0.1	1.8	1.2	0.6
Coast	5.5	5.2	0.3	10	0.3	0.1	0.2	0.5	0.5	0.0	0.3	0.4	-0.1	1.2	0.8	0.4	2.2	2.1	0.1	3.4	3.7	-0.3	0.3	0.2	0.1
Edge	18.6	20.3	-1.7	1	6.6	7.8	-1.2	8.2	8.3	-0.1	7.4	7.1	0.3	10.5	10.8	-0.3	4.0	4.9	-0.9	1.3	1.5	-0.2	4.0	4.7	-0.7
George FM	5.9	6.8	-0.9	8	1.6	1.8	-0.2	3.2	2.5	0.7	2.3	2.0	0.3	3.5	3.6	-0.1	2.0	2.9	-0.9	0.8	1.3	-0.5	1.3	1.4	-0.1
Gold	4.0	3.2	0.8	13	0.4	0.2	0.2	0.7	0.7	0.0	0.7	0.9	-0.2	1.9	2.0	-0.1	2.4	1.9	0.5	1.6	1.0	0.6	1.0	1.2	-0.2
Gold AM	0.3	0.2	0.1	16	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	0.2	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0
Life FM	1.4	1.7	-0.3	15	1.1	1.2	-0.1	0.4	0.7	-0.3	0.1	0.3	-0.2	0.1	0.3	-0.2	0.1	0.2	-0.1	0.2	0.2	0.0	0.3	0.4	-0.1
Magic	8.1	9.2	-1.1	5	*	*	*	0.5	0.5	0.0	0.9	1.1	-0.2	1.4	1.6	-0.2	2.2	2.9	-0.7	4.5	5.5	-1.0	1.0	1.2	-0.2
More FM	11.2	13.5	-2.3	2	2.7	4.2	-1.5	2.1	3.2	-1.1	3.4	3.0	0.4	4.6	4.9	-0.3	3.4	4.5	-1.1	3.6	4.2	-0.6	3.0	3.1	-0.1
Newstalk ZB	7.6	7.9	-0.3	6	0.3	*	*	0.3	0.3	0.0	0.6	1.1	-0.5	1.5	2.5	-1.0	2.4	2.5	-0.1	3.3	2.9	0.4	1.3	1.6	-0.3
Radio Hauraki	5.8	7.2	-1.4	9	1.0	1.9	-0.9	2.0	2.8	-0.8	2.6	3.1	-0.5	4.1	4.6	-0.5	2.0	2.0	0.0	0.7	0.5	0.2	1.7	1.9	-0.2
Rhema	0.3	0.7	-0.4	16	*	*	*	*	*	*	*	*	*	0.1	0.3	-0.2	0.2	0.6	-0.4	0.1	0.3	-0.2	0.2	0.2	0.0
Rock	9.0	9.8	-0.8	3	2.3	2.9	-0.6	3.4	3.2	0.2	3.9	3.4	0.5	6.1	5.5	0.6	2.5	3.0	-0.5	0.5	1.1	-0.6	1.7	1.8	-0.1
Star	0.2	0.3	-0.1	18	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.2	0.3	-0.1	0.1	*	*
The Hits	6.1	7.4	-1.3	7	1.4	2.2	-0.8	2.3	3.4	-1.1	2.7	3.6	-0.9	3.5	4.5	-1.0	1.6	1.4	0.2	1.0	0.7	0.3	1.4	1.7	-0.3
The Sound	5.5	7.4	-1.9	10	0.3	0.5	-0.2	0.8	1.3	-0.5	1.0	1.6	-0.6	2.4	2.5	-0.1	3.3	4.0	-0.7	2.8	4.0	-1.2	0.5	0.5	0.0
Today FM/Magic Talk*	3.7	4.8	-1.1	14	0.9	0.6	0.3	0.4	0.5	-0.1	0.2	0.6	-0.4	0.9	1.4	-0.5	1.4	2.1	-0.7	1.5	2.3	-0.8	0.3	0.7	-0.4
ZM	5.4	6.9	-1.5	12	2.6	2.7	-0.1	3.1	3.6	-0.5	1.6	2.4	-0.8	2.2	3.4	-1.2	1.0	1.6	-0.6	0.6	0.8	-0.2	1.1	1.1	0.0
MediaWorks Combo	48.5	53.7	-5.2		9.3	11.7	-2.4	13.8	15.1	-1.3	14.4	14.3	0.1	22.8	23.2	-0.4	16.2	18.1	-1.9	13.3	15.2	-1.9	9.3	10.9	-1.6
NZME Combo	28.5	31.7	-3.2		4.3	5.8	-1.5	6.9	8.5	-1.6	7.3	8.7	-1.4	12.2	14.6	-2.4	9.4	10.2	-0.8	8.9	8.2	0.7	5.8	6.3	-0.5
All Commercial Radio	65.2	69.2	-4.0		10.8	12.7	-1.9	17.6	18.8	-1.2	18.6	18.9	-0.3	29.6	29.8	-0.2	22.1	23.5	-1.4	19.4	20.8	-1.4	12.3	13.4	-1.1
Potential (000)	90.6	90.6	0.0		17.5	17.5	0.0	23.4	23.6	-0.2	22.9	22.9	0.0	37.1	37.1	0.0	28.7	28.7	0.0	26.8	26.8	0.0	15.1	16.1	-1.0
Sample	910	866	44		115	126	-11	152	171	-19	179	189	-10	305	328	-23	290	282	8	368	311	57	147	148	-1

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	This	Last	+/-
Potential (000)	90.6	90.6	0.0
Sample Size	910	866	44

	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	+/-	This	Last	+/-	Rank		
Breeze	3.7	4.2	-0.5	6	3.9	3.2	0.7	5.0	4.5	0.5	3.1	2.7	0.4	1.0	1.2	-0.2	0.7	1.1	-0.4	5.6	5.8	-0.2						
Coast	2.6	1.9	0.7	12	2.9	2.8	0.1	3.5	3.7	-0.2	2.7	2.6	0.1	0.8	1.3	-0.5	0.4	0.5	-0.1	3.3	3.1	0.2						
Edge	10.3	11.9	-1.6	1	7.4	8.3	-0.9	10.0	11.1	-1.1	9.5	10.9	-1.4	3.6	4.5	-0.9	2.3	2.3	0.0	12.3	12.1	0.2						
George FM	2.7	3.4	-0.7	11	3.5	4.4	-0.9	3.9	5.1	-1.2	2.6	2.8	-0.2	1.0	0.9	0.1	0.4	1.0	-0.6	3.0	3.3	-0.3						
Gold	1.8	1.5	0.3	14	1.5	0.9	0.6	1.7	1.1	0.6	1.8	1.5	0.3	0.4	0.6	-0.2	0.2	*	*	2.4	2.2	0.2						
Gold AM	0.1	0.1	0.0	16	0.2	0.1	0.1	0.2	0.1	0.1	*	*	*	*	*	*	*	*	*	0.1	0.1	0.0						
Life FM	0.8	0.3	0.5	15	0.6	0.3	0.3	0.8	0.6	0.2	0.2	0.5	-0.3	0.2	0.2	0.0	0.1	0.2	-0.1	1.1	1.1	0.0						
Magic	4.2	4.7	-0.5	5	4.7	5.3	-0.6	5.4	6.4	-1.0	4.0	3.9	0.1	1.6	2.0	-0.4	0.9	0.9	0.0	6.0	6.8	-0.8						
More FM	6.8	7.6	-0.8	2	5.1	6.7	-1.6	5.7	6.8	-1.1	5.1	5.6	-0.5	2.2	3.0	-0.8	0.8	1.3	-0.5	6.5	7.6	-1.1						
Newstalk ZB	5.2	4.8	0.4	4	4.3	4.0	0.3	3.8	3.2	0.6	2.9	3.2	-0.3	2.7	2.5	0.2	1.8	1.8	0.0	5.6	5.4	0.2						
Radio Hauraki	3.1	3.3	-0.2	10	3.3	3.7	-0.4	3.5	3.8	-0.3	3.6	4.1	-0.5	1.8	2.0	-0.2	0.6	0.6	0.0	3.3	4.0	-0.7						
Rhema	0.1	0.2	-0.1	16	*	0.1	*	*	*	*	*	*	*	*	*	*	*	*	*	0.3	0.6	-0.3						
Rock	6.6	6.2	0.4	3	4.8	5.2	-0.4	6.3	6.9	-0.6	5.5	5.7	-0.2	2.4	1.9	0.5	0.8	0.4	0.4	5.5	5.3	0.2						
Star	0.1	*	*	16	0.2	0.3	-0.1	0.1	0.3	-0.2	0.1	0.3	-0.2	0.1	0.3	-0.2	*	*	*	0.2	0.3	-0.1						
The Hits	3.5	4.8	-1.3	7	3.0	3.1	-0.1	3.9	4.5	-0.6	2.7	3.4	-0.7	1.2	1.5	-0.3	0.4	0.8	-0.4	3.0	4.0	-1.0						
The Sound	3.2	4.5	-1.3	9	3.2	4.4	-1.2	3.4	4.8	-1.4	2.6	3.1	-0.5	1.0	1.1	-0.1	0.3	0.8	-0.5	2.6	4.1	-1.5						
Today FM/Magic Talk*	2.1	3.0	-0.9	13	1.4	2.1	-0.7	1.7	2.3	-0.6	1.2	1.6	-0.4	0.3	0.5	-0.2	0.1	0.6	-0.5	1.1	2.5	-1.4						
ZM	3.4	4.5	-1.1	8	2.6	3.9	-1.3	2.6	4.1	-1.5	2.4	2.7	-0.3	0.9	0.8	0.1	0.3	0.5	-0.2	3.2	3.1	0.1						
MediaWorks Combo	31.8	36.1	-4.3		27.9	31.8	-3.9	33.7	37.3	-3.6	29.4	31.1	-1.7	12.0	13.8	-1.8	5.6	6.5	-0.9	35.2	39.7	-4.5						
NZME Combo	18.1	19.7	-1.6		15.6	16.2	-0.6	17.9	19.1	-1.2	14.5	16.5	-2.0	7.7	8.5	-0.8	3.5	3.8	-0.3	19.3	20.4	-1.1						
All Commercial Radio	47.0	50.3	-3.3		43.1	46.3	-3.2	49.2	52.1	-2.9	43.9	45.8	-1.9	20.7	22.6	-1.9	9.6	10.5	-0.9	52.7	55.9	-3.2						

MediaWorks Combo: Breeze, Edge, George FM, Magic, Magic Talk (until 20th March 2022), More FM, Rock, The Sound, Today FM (from 21st March 2022), or internet only listening to Mai

NZME Combo: Coast, Gold, Gold AM, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui

*Today FM/Magic Talk includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period for S1 2022 / 13 weeks of survey period for S2 2022)



NELSON COMMERCIAL RADIO - SURVEY 2 2022

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

Survey Comparisons: 1/2022 - 2/2022

This Survey Period: Sun Jun 20 to Sat Nov 6 2021 & Sun Jan 30 to Sat Jun 18 2022

Last Survey Period: Sun Apr 11 to Sat Nov 6 2021 & Sun Jan 30 to Sat Apr 9 2022

	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	7:56	6:35	1:21	3:54	5:14	-1:19	9:40	10:16	-0:36	9:15	9:49	-0:33	10:04	7:47	2:17	9:29	6:18	3:11	7:44	6:30	1:13	6:05	6:31	-0:26
Coast	12:01	11:01	0:59	42:41	38:15	4:26	17:05	14:35	2:30	9:20	10:04	-0:43	19:29	10:38	8:51	14:14	8:45	5:28	8:23	11:35	-3:12	4:10	4:37	-0:27
Edge	5:52	7:02	-1:09	3:17	3:41	-0:24	6:58	8:38	-1:40	7:23	8:59	-1:36	7:36	9:38	-2:01	7:45	9:35	-1:49	5:10	6:21	-1:10	12:11	16:17	-4:06
George FM	9:31	8:34	0:57	13:51	11:41	2:09	11:28	13:05	-1:37	7:44	8:17	-0:32	7:37	7:58	-0:20	8:03	6:46	1:16	9:02	5:51	3:11	7:09	7:02	0:06
Gold	8:09	6:42	1:27	1:52	1:47	0:05	2:14	2:50	-0:36	2:52	7:26	-4:34	4:09	5:52	-1:43	9:33	7:13	2:19	13:26	9:35	3:51	2:43	4:50	-2:06
Gold AM	3:32	3:22	0:09	*	*	*	0:30	0:30	0:00	0:30	0:30	0:00	3:09	2:41	0:27	6:15	6:15	0:00	4:45	4:45	0:00	6:15	6:15	0:00
Life FM	5:00	3:40	1:19	5:40	4:41	0:59	2:02	1:26	0:36	3:14	1:10	2:03	3:14	1:10	2:03	1:15	1:15	0:00	2:24	1:15	1:09	2:12	1:45	0:27
Magic	13:12	11:46	1:25	*	*	*	12:21	9:55	2:26	7:58	8:41	-0:42	7:20	7:27	-0:07	9:41	7:20	2:20	13:23	11:24	1:59	8:13	7:57	0:15
More FM	9:27	9:53	-0:25	6:00	8:20	-2:20	9:17	11:06	-1:48	9:40	8:12	1:28	9:18	7:31	1:47	9:55	9:21	0:34	12:07	13:43	-1:36	14:50	17:58	-3:07
Newstalk ZB	13:01	10:46	2:15	3:23	*	*	16:22	2:42	13:39	9:42	2:36	7:06	5:48	3:45	2:02	10:26	7:18	3:07	15:00	13:11	1:48	15:30	7:40	7:50
Radio Hauraki	9:38	6:24	3:14	6:19	3:43	2:35	6:04	4:53	1:10	5:30	4:43	0:46	10:16	7:28	2:48	17:04	12:24	4:39	10:47	8:55	1:52	9:49	6:54	2:55
Rhema	1:44	2:28	-0:44	*	*	*	*	*	*	*	*	*	1:00	0:53	0:06	1:10	2:22	-1:11	1:30	4:00	-2:30	2:22	2:03	0:18
Rock	13:23	11:59	1:23	7:30	7:26	0:04	15:37	11:05	4:32	15:18	12:47	2:30	16:10	14:13	1:56	16:42	16:18	0:23	9:03	14:47	-5:43	14:01	12:31	1:29
Star	7:49	25:19	-17:30	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	7:49	25:19	-17:30	5:45	*	*
The Hits	6:08	6:19	-0:11	4:56	5:07	-0:11	6:06	5:26	0:39	6:33	5:17	1:16	6:05	5:41	0:23	7:45	11:08	-3:23	8:49	14:02	-5:13	7:54	7:22	0:32
The Sound	10:12	12:54	-2:42	5:11	8:12	-3:00	6:07	5:15	0:51	6:52	7:00	-0:08	9:50	8:06	1:44	12:17	13:16	-0:58	11:15	13:18	-2:03	6:12	7:10	-0:58
Today FM/Magic Talk*	5:31	10:40	-5:08	0:36	0:38	-0:01	0:39	4:52	-4:12	2:37	9:12	-6:35	2:40	5:47	-3:06	3:50	13:05	-9:14	6:23	13:48	-7:25	3:26	7:57	-4:30
ZM	7:00	7:01	-0:01	4:37	5:18	-0:40	7:18	7:19	-0:00	10:20	9:28	0:52	10:57	8:56	2:00	8:55	6:42	2:12	2:59	4:33	-1:33	13:56	15:23	-1:26
MediaWorks Combo	13:18	14:14	-0:56	9:14	10:29	-1:15	13:22	13:06	0:16	13:21	13:11	0:10	13:51	13:24	0:26	14:17	15:38	-1:21	14:26	17:14	-2:48	16:05	17:38	-1:33
NZME Combo	11:40	9:41	1:58	9:08	6:24	2:43	9:05	8:08	0:56	8:01	8:03	-0:01	10:25	8:16	2:09	14:20	9:56	4:23	13:24	13:21	0:02	11:40	9:58	1:41
All Commercial Radio	17:51	18:15	-0:23	13:57	13:46	0:10	17:15	15:52	1:23	16:41	16:26	0:15	18:40	18:09	0:31	20:18	21:11	-0:52	18:10	20:55	-2:45	20:38	23:20	-2:42
Potential (000)	90.6	90.6	0.0	17.5	17.5	0.0	23.4	23.6	-0.2	22.9	22.9	0.0	37.1	37.1	0.0	28.7	28.7	0.0	26.8	26.8	0.0	15.1	16.1	-1.0
Sample	910	866	44	115	126	-11	152	171	-19	179	189	-10	305	328	-23	290	282	8	368	311	57	147	148	-1

MediaWorks Combo: Breeze, Edge, George FM, Magic, Magic Talk (until 20th March 2022), More FM, Rock, The Sound, Today FM (from 21st March 2022), or internet only listening to Mai

NZME Combo: Coast, Gold, Gold AM, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui

*Today FM/Magic Talk includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period for S1 2022 / 13 weeks of survey period for S2 2022)



NELSON COMMERCIAL RADIO - SURVEY 2 2022

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

Survey Comparisons: 1/2022 - 2/2022

This Survey Period: Sun Jun 20 to Sat Nov 6 2021 & Sun Jan 30 to Sat Jun 18 2022

Last Survey Period: Sun Apr 11 to Sat Nov 6 2021 & Sun Jan 30 to Sat Apr 9 2022

	This	Last	+/-
Potential (000)	90.6	90.6	0.0
Sample Size	910	866	44

	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	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	3:06	2:54	0:12	4:12	3:05	1:06	3:54	2:44	1:09	1:57	1:44	0:12	1:32	1:23	0:08	0:56	0:56	0:00	2:12	2:32	-0:19
Coast	5:03	4:07	0:56	3:58	3:59	-0:01	5:03	4:35	0:28	2:33	2:45	-0:11	3:36	2:12	1:24	6:08	0:57	5:11	3:40	3:31	0:09
Edge	1:36	2:00	-0:23	2:23	2:43	-0:20	2:24	2:51	-0:26	1:35	1:56	-0:20	1:32	1:49	-0:17	1:26	1:18	0:08	2:10	2:38	-0:27
George FM	2:33	2:32	0:01	3:41	3:11	0:30	3:31	3:05	0:25	2:53	2:46	0:06	3:55	2:56	0:59	0:33	0:40	-0:06	3:38	2:36	1:02
Gold	2:53	2:32	0:20	5:11	4:26	0:44	5:18	4:54	0:23	1:58	2:00	-0:02	0:34	0:40	-0:06	0:23	*	*	3:00	2:11	0:49
Gold AM	0:30	0:30	0:00	2:24	2:33	-0:09	2:48	2:16	0:32	*	*	*	*	*	*	*	*	*	1:00	1:00	0:00
Life FM	2:12	0:52	1:19	2:39	2:00	0:39	1:16	1:31	-0:15	0:52	1:13	-0:20	0:30	3:59	-3:29	2:45	2:45	0:00	2:00	2:14	-0:13
Magic	3:23	3:24	-0:01	4:11	3:22	0:48	4:44	3:50	0:53	2:17	2:15	0:02	2:52	2:32	0:20	4:11	3:42	0:29	5:08	4:46	0:22
More FM	3:21	3:37	-0:16	4:18	4:27	-0:08	4:16	4:35	-0:18	2:08	2:05	0:03	1:15	2:23	-1:08	2:38	2:18	0:20	3:19	3:01	0:18
Newstalk ZB	5:24	5:15	0:09	3:30	3:31	-0:01	3:02	2:31	0:31	3:16	3:04	0:12	3:10	2:24	0:46	3:39	2:51	0:48	3:27	2:51	0:36
Radio Hauraki	2:38	1:58	0:39	3:39	2:32	1:07	4:33	3:10	1:22	2:06	1:47	0:18	1:09	1:09	0:00	1:34	1:54	-0:20	2:47	1:50	0:57
Rhema	0:45	0:45	0:00	*	0:30	*	*	*	*	*	*	*	*	*	*	*	*	*	1:23	2:23	-1:00
Rock	2:51	2:49	0:01	6:01	5:33	0:27	6:06	5:32	0:34	2:15	2:16	-0:00	1:46	1:42	0:04	1:52	1:33	0:19	3:00	3:03	-0:02
Star	8:15	*	*	1:02	2:48	-1:46	1:00	6:46	-5:46	0:45	5:15	-4:30	0:30	7:18	-6:48	*	*	*	2:49	4:05	-1:16
The Hits	2:24	1:55	0:29	2:12	1:49	0:23	2:00	1:55	0:05	1:31	2:12	-0:41	1:42	1:45	-0:02	4:15	3:23	0:52	2:17	2:40	-0:22
The Sound	2:47	3:58	-1:10	3:22	4:31	-1:09	3:25	4:26	-1:01	2:24	1:55	0:28	3:41	5:00	-1:18	1:28	1:14	0:14	5:22	5:51	-0:29
Today FM/Magic Talk*	2:21	4:05	-1:44	3:25	5:04	-1:39	1:37	3:22	-1:45	1:21	1:41	-0:20	2:46	4:55	-2:09	9:43	10:48	-1:05	3:47	3:33	0:14
ZM	2:17	2:11	0:06	3:00	3:03	-0:02	3:10	3:20	-0:09	2:02	1:42	0:19	0:50	0:29	0:21	6:20	5:33	0:46	1:52	1:48	0:04
MediaWorks Combo	3:18	3:47	-0:29	4:44	4:50	-0:05	4:46	4:55	-0:08	2:21	2:27	-0:05	2:15	2:35	-0:20	2:19	2:54	-0:34	3:54	4:02	-0:07
NZME Combo	3:55	3:11	0:44	3:56	3:31	0:25	3:57	3:24	0:33	2:32	2:24	0:07	2:08	1:45	0:23	4:02	3:11	0:50	3:13	2:43	0:29
All Commercial Radio	4:24	4:28	-0:03	5:29	5:24	0:04	5:46	5:46	0:00	2:53	3:03	-0:10	2:20	2:37	-0:17	2:58	3:06	-0:07	4:25	4:34	-0:09

MediaWorks Combo: Breeze, Edge, George FM, Magic, Magic Talk (until 20th March 2022), More FM, Rock, The Sound, Today FM (from 21st March 2022), or internet only listening to Mai

NZME Combo: Coast, Gold, Gold AM, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui

*Today FM/Magic Talk includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022 (3 weeks of survey period for S1 2022 / 13 weeks of survey period for S2 2022)