



NELSON COMMERCIAL RADIO - SURVEY 1 2023

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

Survey Comparisons: 4/2022 - 1/2023

This Survey Period: Sun Apr 10 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 2023

Last Survey Period: Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 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	7.8	4.9	2.9	5	6.9	3.1	3.8	7.7	4.0	3.7	7.0	3.8	3.2	8.1	4.5	3.6	8.7	6.1	2.6	7.9	6.8	1.1	7.5	4.8	2.7
Coast	4.5	5.9	-1.4	7	6.4	11.4	-5.0	1.7	1.7	0.0	3.8	3.6	0.2	4.9	5.1	-0.2	4.7	7.0	-2.3	3.7	5.9	-2.2	4.7	3.7	1.0
Edge	6.2	7.1	-0.9	6	11.3	10.3	1.0	9.0	12.7	-3.7	9.7	11.6	-1.9	9.1	10.5	-1.4	5.6	6.6	-1.0	2.0	2.4	-0.4	13.8	18.9	-5.1
George FM	3.9	3.7	0.2	9	11.5	10.9	0.6	10.5	9.2	1.3	5.5	5.4	0.1	4.5	3.9	0.6	2.9	2.7	0.2	1.5	2.1	-0.6	3.2	2.1	1.1
Gold	3.8	3.6	0.2	10	0.8	0.8	0.0	0.8	0.7	0.1	1.5	0.9	0.6	2.8	2.2	0.6	6.6	5.9	0.7	6.6	6.6	0.0	1.3	1.5	-0.2
Gold Sport*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.1	*	*	0.1	*	*	*	*	*	0.2	*
Life FM	1.6	1.4	0.2	14	7.0	9.6	-2.6	1.5	1.7	-0.2	0.8	0.7	0.1	1.0	0.4	0.6	1.3	0.5	0.8	0.8	0.6	0.2	1.1	0.9	0.2
Magic	9.3	9.1	0.2	3	2.3	*	*	0.8	1.1	-0.3	0.9	1.2	-0.3	2.2	2.0	0.2	4.3	3.6	0.7	15.9	17.1	-1.2	2.1	2.1	0.0
More FM	10.0	11.9	-1.9	2	7.2	9.2	-2.0	13.1	16.7	-3.6	14.0	19.3	-5.3	10.4	13.7	-3.3	9.8	8.4	1.4	11.5	11.2	0.3	18.6	16.6	2.0
Newstalk ZB	12.2	10.6	1.6	1	1.0	1.0	0.0	0.9	1.3	-0.4	2.6	3.4	-0.8	3.4	3.2	0.2	8.2	8.0	0.2	19.6	19.4	0.2	8.7	9.2	-0.5
Radio Hauraki	3.1	5.3	-2.2	13	1.9	2.5	-0.6	2.3	3.0	-0.7	3.0	3.9	-0.9	6.0	9.6	-3.6	5.4	9.5	-4.1	0.6	0.7	-0.1	6.1	9.3	-3.2
Rhema	0.5	0.3	0.2	15	0.4	0.5	-0.1	0.1	0.1	0.0	0.2	0.2	0.0	0.2	0.1	0.1	0.4	*	*	0.5	0.1	0.4	0.2	0.2	0.0
Rock	8.9	7.3	1.6	4	9.0	9.7	-0.7	14.5	13.6	0.9	18.2	14.9	3.3	15.6	11.4	4.2	7.9	4.9	3.0	2.5	1.8	0.7	5.9	6.0	-0.1
SENZ Sport	0.1	0.3	-0.2	17	*	*	*	*	*	*	*	*	*	*	0.3	*	0.1	0.5	-0.4	0.2	0.1	0.1	*	0.9	*
Star	0.3	0.3	0.0	16	*	*	*	0.4	0.5	-0.1	0.4	0.4	0.0	0.3	0.3	0.0	*	*	*	0.4	0.4	0.0	0.3	0.2	0.1
The Hits	4.3	3.8	0.5	8	6.2	6.2	0.0	6.0	4.7	1.3	7.7	5.3	2.4	6.3	3.6	2.7	3.5	3.7	-0.2	1.9	4.0	-2.1	6.3	3.6	2.7
The Sound	3.2	4.2	-1.0	11	1.3	0.4	0.9	1.5	0.6	0.9	1.0	0.4	0.6	2.3	3.5	-1.2	6.2	9.2	-3.0	6.0	7.3	-1.3	1.4	0.8	0.6
ZM	3.2	3.7	-0.5	11	7.2	3.9	3.3	9.2	11.8	-2.6	7.6	10.8	-3.2	4.8	6.4	-1.6	0.3	0.4	-0.1	0.5	0.3	0.2	6.0	5.2	0.8
MediaWorks Combo	49.6	50.9	-1.3		49.9	43.9	6.0	58.0	59.9	-1.9	57.1	58.8	-1.7	52.8	53.4	-0.6	45.3	45.6	-0.3	47.2	50.5	-3.3	53.0	59.0	-6.0
NZME Combo	31.4	33.3	-1.9		24.9	27.4	-2.5	21.6	24.0	-2.4	26.3	28.0	-1.7	28.2	30.3	-2.1	28.8	34.7	-5.9	32.9	36.9	-4.0	33.1	32.9	0.2
Potential (000)	90.8	90.6	0.2		17.4	17.5	-0.1	24.1	23.6	0.5	22.9	22.9	0.0	36.8	37.1	-0.3	28.3	28.7	-0.4	26.7	26.8	-0.1	14.2	15.5	-1.3
Sample	831	837	-6		110	112	-2	157	150	7	168	164	4	279	276	3	236	239	-3	316	321	-5	129	136	-7

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

MediaWorks Combo: Breeze, Edge, George FM, Magic, More FM, Rock, The Sound, Today FM (until S4 2022), or internet only listening to Mai, Humm FM

NZME Combo: Coast, Gold, Gold AM (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui

*Gold AM renamed to Gold Sport from Mon Jun 27 2022



NELSON COMMERCIAL RADIO - SURVEY 1 2023

Station Share (%) by Daypart, People 10+

Survey Comparisons: 4/2022 - 1/2023

This Survey Period: Sun Apr 10 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 2023

Last Survey Period: Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022

	This	Last	+/-
Potential (000)	90.8	90.6	0.2
Sample Size	831	837	-6

	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	7.6	5.1	2.5	5	6.8	5.3	1.5	7.9	5.4	2.5	7.8	3.4	4.4	7.0	2.3	4.7	2.0	1.6	0.4	9.7	5.9	3.8
Coast	5.6	6.9	-1.3	7	4.3	5.5	-1.2	4.2	5.6	-1.4	4.6	5.8	-1.2	2.7	3.4	-0.7	9.3	11.4	-2.1	3.7	5.5	-1.8
Edge	6.9	5.7	1.2	6	5.0	5.3	-0.3	6.2	6.9	-0.7	7.9	9.9	-2.0	4.6	8.6	-4.0	4.9	7.5	-2.6	6.4	8.5	-2.1
George FM	3.6	2.8	0.8	9	4.3	3.6	0.7	5.9	4.6	1.3	3.5	4.9	-1.4	0.3	3.6	-3.3	4.9	4.1	0.8	2.6	3.2	-0.6
Gold	3.1	2.6	0.5	11	5.6	4.8	0.8	4.4	4.1	0.3	3.3	2.9	0.4	0.7	0.5	0.2	0.4	0.6	-0.2	3.9	4.2	-0.3
Gold Sport*	*	*	*	*	*	0.1	*	*	0.1	*	*	*	*	*	*	*	*	*	*	*	*	*
Life FM	1.5	1.4	0.1	13	1.3	1.1	0.2	1.4	1.3	0.1	1.7	1.6	0.1	1.3	0.6	0.7	*	*	*	2.3	2.0	0.3
Magic	7.8	7.1	0.7	4	8.7	8.4	0.3	8.4	8.7	-0.3	10.1	9.2	0.9	12.5	11.8	0.7	4.4	6.5	-2.1	11.9	11.6	0.3
More FM	10.3	12.8	-2.5	2	12.5	14.8	-2.3	10.6	12.1	-1.5	8.7	8.2	0.5	5.5	9.3	-3.8	7.9	8.5	-0.6	9.0	11.3	-2.3
Newstalk ZB	16.5	15.9	0.6	1	8.2	8.2	0.0	6.0	5.2	0.8	8.6	7.4	1.2	25.9	21.2	4.7	31.7	24.8	6.9	13.8	11.4	2.4
Radio Hauraki	1.5	4.6	-3.1	13	2.1	5.0	-2.9	2.7	6.0	-3.3	4.4	6.7	-2.3	3.6	4.3	-0.7	0.4	0.8	-0.4	5.5	5.5	0.0
Rhema	0.6	0.3	0.3	16	0.3	*	*	0.2	0.1	0.1	0.1	0.2	-0.1	0.3	0.4	-0.1	2.4	2.0	0.4	0.7	0.6	0.1
Rock	9.2	6.5	2.7	3	11.0	9.1	1.9	10.9	10.1	0.8	7.9	6.7	1.2	6.6	4.7	1.9	12.3	11.2	1.1	5.2	3.8	1.4
SENZ Sport	*	0.5	*	*	*	0.5	*	*	*	*	*	*	*	1.4	1.1	0.3	0.4	0.4	0.0	0.3	0.2	0.1
Star	0.7	0.8	-0.1	15	0.2	0.3	-0.1	*	*	*	*	*	*	*	*	*	0.2	0.2	0.0	0.3	0.3	0.0
The Hits	4.8	5.2	-0.4	8	3.9	3.4	0.5	5.2	3.4	1.8	5.6	3.7	1.9	4.0	4.3	-0.3	1.0	7.0	-6.0	3.0	2.9	0.1
The Sound	1.7	2.4	-0.7	12	3.1	3.1	0.0	3.9	3.6	0.3	3.5	6.3	-2.8	2.6	5.9	-3.3	1.2	2.4	-1.2	4.0	5.8	-1.8
ZM	3.2	3.8	-0.6	10	3.9	4.2	-0.3	4.0	4.7	-0.7	3.0	3.6	-0.6	2.7	2.2	0.5	0.3	0.1	0.2	2.2	2.9	-0.7
MediaWorks Combo	47.7	44.7	3.0		51.8	52.2	-0.4	53.9	54.4	-0.5	49.9	52.0	-2.1	39.7	49.5	-9.8	37.6	45.4	-7.8	49.0	51.6	-2.6
NZME Combo	34.9	39.2	-4.3		28.4	31.5	-3.1	26.7	29.3	-2.6	29.7	30.3	-0.6	39.7	36.0	3.7	47.9	50.2	-2.3	32.4	32.7	-0.3

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

MediaWorks Combo: Breeze, Edge, George FM, Magic, More FM, Rock, The Sound, Today FM (until S4 2022), or internet only listening to Mai, Humm FM

NZME Combo: Coast, Gold, Gold AM (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui

*Gold AM renamed to Gold Sport from Mon Jun 27 2022



NELSON COMMERCIAL RADIO - SURVEY 1 2023

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

Survey Comparisons: 4/2022 - 1/2023

This Survey Period: Sun Apr 10 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 2023

Last Survey Period: Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 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	11.8	9.6	2.2	3	2.2	1.5	0.7	4.3	2.2	2.1	3.7	1.9	1.8	5.6	3.9	1.7	3.8	4.1	-0.3	3.3	3.8	-0.5	2.0	2.1	-0.1
Coast	6.0	5.6	0.4	9	0.4	0.5	-0.1	0.8	0.5	0.3	1.1	0.7	0.4	1.8	1.5	0.3	1.9	2.2	-0.3	3.1	3.0	0.1	0.7	0.5	0.2
Edge	16.9	16.4	0.5	1	4.3	3.9	0.4	7.2	7.1	0.1	7.3	7.3	0.0	10.7	10.5	0.2	4.7	4.8	-0.1	1.6	1.9	-0.3	4.1	4.0	0.1
George FM	7.1	5.8	1.3	8	2.1	1.8	0.3	4.0	3.6	0.4	3.2	2.7	0.5	4.3	3.3	1.0	1.8	1.3	0.5	0.7	0.7	0.0	1.7	1.1	0.6
Gold	5.0	5.1	-0.1	12	0.5	0.6	-0.1	1.2	1.2	0.0	1.0	1.3	-0.3	2.1	2.5	-0.4	2.2	2.3	-0.1	2.1	1.7	0.4	0.4	0.9	-0.5
Gold Sport*	0.1	0.1	0.0	18	*	*	*	*	*	*	*	*	*	*	0.1	*	*	0.1	*	*	0.1	*	*	0.1	*
Life FM	2.7	2.4	0.3	14	1.5	1.6	-0.1	0.9	1.0	-0.1	0.6	0.5	0.1	0.8	0.6	0.2	0.5	0.2	0.3	0.4	0.2	0.2	0.4	0.4	0.0
Magic	8.4	7.9	0.5	7	0.3	*	*	0.8	0.4	0.4	0.8	0.6	0.2	1.2	1.1	0.1	1.5	1.6	-0.1	4.4	4.4	0.0	0.2	0.6	-0.4
More FM	12.1	13.0	-0.9	2	2.5	2.5	0.0	3.2	3.6	-0.4	4.0	5.5	-1.5	5.5	6.8	-1.3	3.8	3.2	0.6	3.4	3.2	0.2	2.8	3.0	-0.2
Newstalk ZB	9.6	9.0	0.6	6	0.7	0.4	0.3	0.2	0.3	-0.1	0.7	1.0	-0.3	1.9	2.1	-0.2	3.2	3.1	0.1	4.5	4.3	0.2	1.2	1.8	-0.6
Radio Hauraki	4.5	5.7	-1.2	13	1.6	1.6	0.0	2.1	2.2	-0.1	1.3	1.9	-0.6	2.5	3.5	-1.0	1.4	1.9	-0.5	0.4	0.5	-0.1	0.6	1.4	-0.8
Rhema	1.3	1.0	0.3	15	0.4	0.4	0.0	0.1	0.1	0.0	0.2	0.2	0.0	0.3	0.2	0.1	0.4	0.1	0.3	0.4	0.2	0.2	0.2	0.2	0.0
Rock	10.9	9.4	1.5	4	3.1	2.5	0.6	4.7	3.9	0.8	4.0	3.8	0.2	6.4	6.0	0.4	3.4	2.8	0.6	1.3	0.9	0.4	1.5	1.6	-0.1
SENZ Sport	0.3	0.6	-0.3	17	*	*	*	*	*	*	*	*	*	*	0.3	*	0.1	0.5	-0.4	0.3	0.2	0.1	*	0.3	*
Star	0.4	0.4	0.0	16	*	*	*	0.1	0.2	-0.1	0.1	0.2	-0.1	0.1	0.2	-0.1	*	*	*	0.2	0.2	0.0	0.1	0.1	0.0
The Hits	9.7	8.0	1.7	5	2.8	2.3	0.5	3.9	3.3	0.6	3.5	3.3	0.2	4.7	4.0	0.7	2.6	1.8	0.8	2.0	1.4	0.6	1.1	0.9	0.2
The Sound	5.2	4.4	0.8	11	0.6	0.3	0.3	1.3	0.5	0.8	1.1	0.4	0.7	2.5	2.0	0.5	2.6	3.1	-0.5	2.1	2.0	0.1	0.6	0.5	0.1
ZM	5.3	5.5	-0.2	10	1.7	1.7	0.0	3.0	3.0	0.0	2.9	2.9	0.0	3.2	3.2	0.0	0.4	0.6	-0.2	0.4	0.6	-0.2	1.7	1.5	0.2
MediaWorks Combo	48.1	46.9	1.2		8.5	7.2	1.3	14.7	14.0	0.7	14.2	15.2	-1.0	22.6	23.7	-1.1	16.0	15.6	0.4	13.5	13.1	0.4	8.7	9.1	-0.4
NZME Combo	32.1	31.2	0.9		5.0	4.6	0.4	8.8	7.7	1.1	9.0	8.9	0.1	13.7	14.0	-0.3	9.6	10.1	-0.5	10.0	9.6	0.4	5.6	6.6	-1.0
All Commercial Radio	65.2	63.2	2.0		10.1	9.3	0.8	17.5	16.3	1.2	18.2	18.1	0.1	29.4	29.7	-0.3	22.3	22.2	0.1	19.8	19.3	0.5	11.9	12.4	-0.5
Potential (000)	90.8	90.6	0.2		17.4	17.5	-0.1	24.1	23.6	0.5	22.9	22.9	0.0	36.8	37.1	-0.3	28.3	28.7	-0.4	26.7	26.8	-0.1	14.2	15.5	-1.3
Sample	831	837	-6		110	112	-2	157	150	7	168	164	4	279	276	3	236	239	-3	316	321	-5	129	136	-7

MediaWorks Combo: Breeze, Edge, George FM, Magic, More FM, Rock, The Sound, Today FM (until S4 2022), or internet only listening to Mai, Humm FM

NZME Combo: Coast, Gold, Gold AM (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui

*Gold AM renamed to Gold Sport from Mon Jun 27 2022



NELSON COMMERCIAL RADIO - SURVEY 1 2023

Cumulative Audience (000's) by Daypart, People 10+

Survey Comparisons: 4/2022 - 1/2023

This Survey Period: Sun Apr 10 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 2023

Last Survey Period: Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022

	This	Last	+/-
Potential (000)	90.8	90.6	0.2
Sample Size	831	837	-6

	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	6.0	4.1	1.9	5	5.4	3.9	1.5	6.0	3.5	2.5	5.4	3.6	1.8	2.5	1.2	1.3	0.5	0.5	0.0	6.8	6.4	0.4
Coast	2.9	3.1	-0.2	10	3.0	3.2	-0.2	3.3	3.4	-0.1	2.9	3.0	-0.1	0.6	0.7	-0.1	0.4	0.4	0.0	2.8	3.3	-0.5
Edge	8.9	7.8	1.1	1	6.3	6.6	-0.3	9.4	8.7	0.7	8.3	7.3	1.0	2.9	3.0	-0.1	1.3	1.5	-0.2	9.9	9.7	0.2
George FM	3.3	2.6	0.7	9	2.6	2.2	0.4	4.2	3.5	0.7	3.7	2.7	1.0	0.3	0.4	-0.1	1.3	1.1	0.2	3.3	3.0	0.3
Gold	2.6	2.2	0.4	11	2.9	2.2	0.7	4.0	3.4	0.6	1.8	1.7	0.1	0.7	0.6	0.1	0.3	0.4	-0.1	3.0	3.4	-0.4
Gold Sport*	*	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0	*	*	*	*	*	*	*	*	*	*	*	*
Life FM	1.5	1.4	0.1	13	0.7	0.6	0.1	1.9	1.6	0.3	1.4	1.3	0.1	0.3	0.4	-0.1	*	*	*	2.0	2.0	0.0
Magic	4.3	3.6	0.7	7	5.3	5.1	0.2	5.1	5.2	-0.1	4.5	4.2	0.3	1.8	1.5	0.3	0.9	1.2	-0.3	5.9	5.7	0.2
More FM	7.0	7.4	-0.4	3	5.9	6.1	-0.2	6.2	6.5	-0.3	5.1	5.2	-0.1	2.3	2.9	-0.6	1.4	1.0	0.4	7.6	8.6	-1.0
Newstalk ZB	7.5	6.6	0.9	2	4.6	4.8	-0.2	4.5	4.1	0.4	3.5	3.1	0.4	4.2	3.8	0.4	2.7	1.9	0.8	7.7	7.2	0.5
Radio Hauraki	0.9	2.0	-1.1	14	1.8	2.5	-0.7	2.1	3.1	-1.0	1.7	2.0	-0.3	1.0	0.7	0.3	0.1	0.4	-0.3	2.5	3.1	-0.6
Rhema	0.4	0.2	0.2	15	0.4	0.1	0.3	0.3	0.2	0.1	0.2	0.3	-0.1	0.1	0.1	0.0	0.3	0.1	0.2	0.8	0.8	0.0
Rock	6.4	5.4	1.0	4	5.5	4.3	1.2	6.3	5.3	1.0	5.5	4.6	0.9	1.3	1.1	0.2	1.9	1.4	0.5	5.0	4.1	0.9
SENZ Sport	*	0.3	*	*	*	0.3	*	*	*	*	0.1	*	*	0.3	0.2	0.1	0.1	0.1	0.0	0.3	0.3	0.0
Star	0.3	0.3	0.0	16	0.3	0.3	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.1	*	*	0.1	0.1	0.0	0.3	0.3	0.0
The Hits	4.7	4.6	0.1	6	3.8	2.6	1.2	6.7	4.8	1.9	4.9	3.7	1.2	1.2	1.1	0.1	0.4	0.6	-0.2	3.5	3.8	-0.3
The Sound	2.1	2.6	-0.5	12	3.2	2.4	0.8	3.5	2.8	0.7	2.3	2.4	-0.1	1.3	1.2	0.1	0.3	0.4	-0.1	3.0	2.4	0.6
ZM	3.9	3.7	0.2	8	3.0	2.7	0.3	2.7	2.7	0.0	2.1	2.7	-0.6	1.8	1.7	0.1	0.4	0.2	0.2	3.5	3.7	-0.2
MediaWorks Combo	30.2	28.6	1.6		27.4	26.4	1.0	32.0	30.5	1.5	29.2	26.7	2.5	11.4	10.8	0.6	5.7	5.7	0.0	33.5	33.1	0.4
NZME Combo	20.6	20.6	0.0		17.3	16.8	0.5	20.4	19.1	1.3	14.6	14.4	0.2	9.0	8.4	0.6	4.7	4.3	0.4	20.8	22.0	-1.2
All Commercial Radio	48.5	46.1	2.4		42.6	40.8	1.8	50.1	46.8	3.3	43.5	41.7	1.8	21.1	20.2	0.9	9.7	9.4	0.3	52.5	52.0	0.5

MediaWorks Combo: Breeze, Edge, George FM, Magic, More FM, Rock, The Sound, Today FM (until S4 2022), or internet only listening to Mai, Humm FM

NZME Combo: Coast, Gold, Gold AM (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui

*Gold AM renamed to Gold Sport from Mon Jun 27 2022



NELSON COMMERCIAL RADIO - SURVEY 1 2023

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

Survey Comparisons: 4/2022 - 1/2023

This Survey Period: Sun Apr 10 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 2023

Last Survey Period: Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 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	8:00	5:59	2:00	4:46	2:31	2:14	5:40	5:17	0:22	6:09	6:33	-0:23	7:49	6:48	1:00	10:09	7:00	3:08	9:54	6:36	3:17	6:50	5:09	1:41
Coast	9:11	12:12	-3:00	24:14	27:38	-3:24	6:44	10:07	-3:22	10:57	16:19	-5:21	14:26	20:37	-6:11	10:51	14:53	-4:02	4:56	7:12	-2:16	12:40	15:44	-3:04
Edge	4:27	5:05	-0:37	3:55	3:09	0:45	3:54	5:16	-1:21	4:16	5:19	-1:02	4:35	5:51	-1:15	5:15	6:31	-1:15	4:57	4:47	0:10	5:57	10:20	-4:22
George FM	6:44	7:32	-0:48	8:18	7:03	1:14	8:08	7:34	0:34	5:38	6:46	-1:07	5:39	6:56	-1:17	7:05	9:46	-2:41	8:43	11:44	-3:01	3:21	4:15	-0:53
Gold	9:22	8:14	1:08	2:31	1:38	0:53	2:01	1:41	0:19	5:06	2:22	2:44	7:14	5:09	2:05	13:02	11:54	1:08	12:58	14:49	-1:50	5:46	3:37	2:09
Gold Sport*	2:30	6:15	-3:45	*	*	*	*	*	*	*	*	*	*	6:15	*	*	6:15	*	2:30	*	*	*	6:15	*
Life FM	7:01	6:45	0:16	6:53	7:03	-0:10	5:22	5:12	0:09	3:58	4:11	-0:12	6:23	4:09	2:13	11:40	11:57	-0:17	9:03	13:02	-3:58	5:26	5:30	-0:04
Magic	13:31	13:33	-0:01	12:56	*	*	3:09	8:46	-5:36	3:33	6:26	-2:53	9:42	10:15	-0:32	13:11	10:35	2:36	14:50	14:24	0:25	15:26	7:23	8:03
More FM	10:06	10:45	-0:38	4:19	4:25	-0:05	12:51	13:32	-0:40	11:23	11:45	-0:21	10:15	11:51	-1:35	11:23	12:23	-1:00	13:45	12:50	0:55	12:00	12:11	-0:11
Newstalk ZB	15:30	13:49	1:41	2:18	2:40	-0:21	11:42	14:58	-3:15	11:53	11:49	0:04	9:46	8:57	0:49	11:26	12:09	-0:43	18:07	16:47	1:20	13:22	11:11	2:11
Radio Hauraki	8:28	10:56	-2:27	1:44	1:46	-0:01	3:24	3:58	-0:33	7:28	6:42	0:46	13:02	15:53	-2:51	17:42	24:01	-6:18	6:45	5:35	1:10	17:54	14:35	3:19
Rhema	4:28	3:58	0:29	1:36	1:27	0:09	2:30	2:30	0:00	3:59	4:07	-0:07	2:56	4:07	-1:11	4:35	1:30	3:05	5:22	2:29	2:53	1:54	1:57	-0:03
Rock	9:55	9:04	0:51	4:20	4:41	-0:21	9:38	10:16	-0:38	14:45	13:10	1:35	13:17	11:08	2:08	10:19	8:11	2:07	7:51	7:13	0:38	6:58	8:01	-1:03
SENZ Sport	5:07	5:27	-0:20	*	*	*	*	*	*	*	*	*	*	6:00	*	2:30	5:09	-2:39	3:35	2:05	1:29	*	6:00	*
Star	7:23	8:30	-1:06	*	*	*	9:30	9:30	0:00	9:30	9:30	0:00	9:30	9:30	0:00	*	*	*	7:34	10:04	-2:29	5:45	5:45	0:00
The Hits	5:20	5:34	-0:13	3:21	3:07	0:13	4:51	4:10	0:40	7:05	5:23	1:41	7:13	5:17	1:56	5:53	9:58	-4:04	3:55	10:49	-6:53	10:08	8:48	1:19
The Sound	7:29	10:57	-3:28	3:07	1:29	1:38	3:44	3:26	0:17	3:03	3:39	-0:36	4:59	10:13	-5:13	10:35	13:58	-3:22	11:41	13:39	-1:58	4:11	3:45	0:25
ZM	7:13	7:55	-0:41	6:15	2:42	3:33	9:44	11:27	-1:43	8:22	12:42	-4:20	7:57	11:45	-3:48	3:31	2:46	0:45	5:13	2:10	3:02	6:16	7:55	-1:38
MediaWorks Combo	12:33	12:42	-0:09	8:44	7:14	1:30	12:21	12:35	-0:14	12:58	12:57	0:00	12:38	13:15	-0:36	12:31	13:41	-1:09	14:20	14:22	-0:01	10:56	14:21	-3:24
NZME Combo	11:54	12:28	-0:33	7:30	7:01	0:29	7:40	9:07	-1:26	9:27	10:33	-1:05	11:10	12:44	-1:34	13:17	16:09	-2:51	13:29	14:15	-0:46	10:35	11:03	-0:27
All Commercial Radio	18:40	18:30	0:09	14:46	12:46	2:00	17:53	18:01	-0:08	17:47	18:30	-0:43	18:21	19:49	-1:27	19:54	21:11	-1:16	20:49	19:16	1:32	15:08	17:49	-2:40
Potential (000)	90.8	90.6	0.2	17.4	17.5	-0.1	24.1	23.6	0.5	22.9	22.9	0.0	36.8	37.1	-0.3	28.3	28.7	-0.4	26.7	26.8	-0.1	14.2	15.5	-1.3
Sample	831	837	-6	110	112	-2	157	150	7	168	164	4	279	276	3	236	239	-3	316	321	-5	129	136	-7

MediaWorks Combo: Breeze, Edge, George FM, Magic, More FM, Rock, The Sound, Today FM (until S4 2022), or internet only listening to Mai, Humm FM

NZME Combo: Coast, Gold, Gold AM (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui

*Gold AM renamed to Gold Sport from Mon Jun 27 2022



NELSON COMMERCIAL RADIO - SURVEY 1 2023

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

Survey Comparisons: 4/2022 - 1/2023

This Survey Period: Sun Apr 10 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 2023

Last Survey Period: Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022

	This	Last	+/-
Potential (000)	90.8	90.6	0.2
Sample Size	831	837	-6

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

MediaWorks Combo: Breeze, Edge, George FM, Magic, More FM, Rock, The Sound, Today FM (until S4 2022), or internet only listening to Mai, Humm FM

NZME Combo: Coast, Gold, Gold AM (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui

*Gold AM renamed to Gold Sport from Mon Jun 27 2022