



NELSON COMMERCIAL RADIO - SURVEY 2 2023

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

Survey Comparisons: 1/2023 - 2/2023

This Survey Period: Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 2023

Last 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

	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	7.7	7.8	-0.1	5	6.8	6.9	-0.1	7.9	7.7	0.2	7.0	7.0	0.0	7.7	8.1	-0.4	7.6	8.7	-1.1	8.6	7.9	0.7	7.0	7.5	-0.5
Coast	4.0	4.5	-0.5	10	3.9	6.4	-2.5	2.0	1.7	0.3	3.5	3.8	-0.3	3.0	4.9	-1.9	3.7	4.7	-1.0	4.5	3.7	0.8	4.9	4.7	0.2
Edge	6.4	6.2	0.2	6	14.6	11.3	3.3	9.1	9.0	0.1	8.5	9.7	-1.2	8.2	9.1	-0.9	5.9	5.6	0.3	3.1	2.0	1.1	12.6	13.8	-1.2
George FM	4.5	3.9	0.6	8	16.3	11.5	4.8	12.2	10.5	1.7	5.9	5.5	0.4	5.7	4.5	1.2	2.6	2.9	-0.3	0.4	1.5	-1.1	3.8	3.2	0.6
Gold	3.6	3.8	-0.2	11	0.7	0.8	-0.1	0.7	0.8	-0.1	1.2	1.5	-0.3	2.5	2.8	-0.3	7.6	6.6	1.0	6.4	6.6	-0.2	3.7	1.3	2.4
Gold Sport	0.1	*	*	18	*	*	*	*	*	*	*	*	*	*	*	*	0.3	*	*	0.3	*	*	*	*	*
Life FM	0.8	1.6	-0.8	14	2.5	7.0	-4.5	0.6	1.5	-0.9	0.6	0.8	-0.2	0.8	1.0	-0.2	1.1	1.3	-0.2	0.6	0.8	-0.2	0.7	1.1	-0.4
Magic	8.9	9.3	-0.4	3	2.2	2.3	-0.1	0.7	0.8	-0.1	1.8	0.9	0.9	2.7	2.2	0.5	3.9	4.3	-0.4	13.9	15.9	-2.0	1.4	2.1	-0.7
More FM	9.9	10.0	-0.1	2	13.7	7.2	6.5	12.9	13.1	-0.2	13.1	14.0	-0.9	11.9	10.4	1.5	8.6	9.8	-1.2	6.9	11.5	-4.6	23.4	18.6	4.8
Newstalk ZB	13.2	12.2	1.0	1	0.4	1.0	-0.6	*	0.9	*	1.7	2.6	-0.9	2.9	3.4	-0.5	8.5	8.2	0.3	20.2	19.6	0.6	3.2	8.7	-5.5
Radio Hauraki	1.9	3.1	-1.2	13	1.4	1.9	-0.5	1.8	2.3	-0.5	1.6	3.0	-1.4	4.0	6.0	-2.0	3.7	5.4	-1.7	0.1	0.6	-0.5	3.7	6.1	-2.4
Rhema	0.6	0.5	0.1	15	1.1	0.4	0.7	0.1	0.1	0.0	0.2	0.2	0.0	0.1	0.2	-0.1	0.7	0.4	0.3	0.7	0.5	0.2	0.1	0.2	-0.1
Rock	8.0	8.9	-0.9	4	7.3	9.0	-1.7	11.2	14.5	-3.3	14.6	18.2	-3.6	14.0	15.6	-1.6	8.5	7.9	0.6	3.1	2.5	0.6	5.1	5.9	-0.8
SENZ Sport	0.4	0.1	0.3	17	*	*	*	*	*	*	*	*	*	*	*	*	0.1	0.1	0.0	1.0	0.2	0.8	*	*	*
Star	0.6	0.3	0.3	15	0.1	*	*	0.4	0.4	0.0	0.4	0.4	0.0	0.2	0.3	-0.1	1.2	*	*	1.3	0.4	0.9	*	0.3	*
The Hits	5.3	4.3	1.0	7	9.9	6.2	3.7	8.0	6.0	2.0	8.0	7.7	0.3	7.0	6.3	0.7	4.4	3.5	0.9	2.8	1.9	0.9	8.8	6.3	2.5
The Sound	4.5	3.2	1.3	8	1.2	1.3	-0.1	2.8	1.5	1.3	2.3	1.0	1.3	2.2	2.3	-0.1	9.4	6.2	3.2	9.6	6.0	3.6	1.7	1.4	0.3
ZM	2.9	3.2	-0.3	12	5.9	7.2	-1.3	7.8	9.2	-1.4	7.0	7.6	-0.6	4.7	4.8	-0.1	0.3	0.3	0.0	0.5	0.5	0.0	5.4	6.0	-0.6
MediaWorks Combo	50.6	49.6	1.0		62.5	49.9	12.6	59.3	58.0	1.3	55.7	57.1	-1.4	54.0	52.8	1.2	46.4	45.3	1.1	45.7	47.2	-1.5	56.5	53.0	3.5
NZME Combo	31.1	31.4	-0.3		23.0	24.9	-1.9	20.6	21.6	-1.0	23.1	26.3	-3.2	24.3	28.2	-3.9	28.4	28.8	-0.4	34.9	32.9	2.0	29.8	33.1	-3.3
Potential (000)	90.8	90.8	0.0		17.4	17.4	0.0	23.5	24.1	-0.6	22.9	22.9	0.0	36.8	36.8	0.0	28.3	28.3	0.0	26.7	26.7	0.0	14.4	14.2	0.2
Sample	884	831	53		134	110	24	179	157	22	186	168	18	310	279	31	245	236	9	312	316	-4	144	129	15

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 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



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Station Share (%) by Daypart, People 10+

Survey Comparisons: 1/2023 - 2/2023

This Survey Period: Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 2023

Last 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

	This	Last	+/-
Potential (000)	90.8	90.8	0.0
Sample Size	884	831	53

	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	8.0	7.6	0.4	5	6.0	6.8	-0.8	7.1	7.9	-0.8	8.5	7.8	0.7	8.0	7.0	1.0	2.4	2.0	0.4	9.7	9.7	0.0	
Coast	3.9	5.6	-1.7	8	4.1	4.3	-0.2	4.0	4.2	-0.2	3.3	4.6	-1.3	3.2	2.7	0.5	1.5	9.3	-7.8	4.8	3.7	1.1	
Edge	6.8	6.9	-0.1	6	4.8	5.0	-0.2	6.9	6.2	0.7	8.6	7.9	0.7	6.0	4.6	1.4	3.1	4.9	-1.8	6.2	6.4	-0.2	
George FM	3.5	3.6	-0.1	10	5.0	4.3	0.7	7.0	5.9	1.1	4.9	3.5	1.4	1.2	0.3	0.9	4.4	4.9	-0.5	2.9	2.6	0.3	
Gold	3.3	3.1	0.2	11	4.9	5.6	-0.7	3.7	4.4	-0.7	3.7	3.3	0.4	2.5	0.7	1.8	2.6	0.4	2.2	3.0	3.9	-0.9	
Gold Sport	0.1	*	*	18	0.2	*	*	0.2	*	*	0.1	*	*	*	*	*	*	*	*	*	0.1	*	*
Life FM	0.8	1.5	-0.7	14	0.7	1.3	-0.6	0.6	1.4	-0.8	1.4	1.7	-0.3	0.8	1.3	-0.5	0.1	*	*	1.1	2.3	-1.2	
Magic	8.5	7.8	0.7	3	8.6	8.7	-0.1	7.5	8.4	-0.9	8.3	10.1	-1.8	9.9	12.5	-2.6	3.1	4.4	-1.3	11.6	11.9	-0.3	
More FM	10.8	10.3	0.5	2	10.4	12.5	-2.1	10.7	10.6	0.1	10.1	8.7	1.4	5.5	5.5	0.0	7.5	7.9	-0.4	9.3	9.0	0.3	
Newstalk ZB	17.2	16.5	0.7	1	9.2	8.2	1.0	6.4	6.0	0.4	9.1	8.6	0.5	24.7	25.9	-1.2	44.3	31.7	12.6	14.6	13.8	0.8	
Radio Hauraki	1.2	1.5	-0.3	13	1.0	2.1	-1.1	1.5	2.7	-1.2	3.2	4.4	-1.2	3.8	3.6	0.2	0.6	0.4	0.2	2.8	5.5	-2.7	
Rhema	0.7	0.6	0.1	15	0.5	0.3	0.2	0.4	0.2	0.2	0.3	0.1	0.2	0.3	0.3	0.0	3.1	2.4	0.7	0.9	0.7	0.2	
Rock	8.3	9.2	-0.9	4	9.7	11.0	-1.3	9.5	10.9	-1.4	6.6	7.9	-1.3	5.1	6.6	-1.5	7.9	12.3	-4.4	6.4	5.2	1.2	
SENZ Sport	0.4	*	*	17	0.4	*	*	0.2	*	*	0.3	*	*	1.1	1.4	-0.3	0.9	0.4	0.5	0.4	0.3	0.1	
Star	0.5	0.7	-0.2	16	0.8	0.2	0.6	0.5	*	*	0.6	*	*	0.3	*	*	0.2	0.2	0.0	0.6	0.3	0.3	
The Hits	4.3	4.8	-0.5	7	6.0	3.9	2.1	6.5	5.2	1.3	6.8	5.6	1.2	6.0	4.0	2.0	1.3	1.0	0.3	3.8	3.0	0.8	
The Sound	2.9	1.7	1.2	12	5.6	3.1	2.5	5.4	3.9	1.5	3.6	3.5	0.1	2.3	2.6	-0.3	2.5	1.2	1.3	5.5	4.0	1.5	
ZM	3.6	3.2	0.4	9	3.3	3.9	-0.6	3.5	4.0	-0.5	2.3	3.0	-0.7	2.8	2.7	0.1	0.7	0.3	0.4	2.2	2.2	0.0	
MediaWorks Combo	50.5	47.7	2.8		50.4	51.8	-1.4	54.3	53.9	0.4	51.1	49.9	1.2	39.3	39.7	-0.4	31.4	37.6	-6.2	52.3	49.0	3.3	
NZME Combo	33.6	34.9	-1.3		28.8	28.4	0.4	25.7	26.7	-1.0	28.6	29.7	-1.1	43.0	39.7	3.3	53.6	47.9	5.7	31.3	32.4	-1.1	

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MediaWorks Combo: Breeze, Edge, George FM, Magic, More FM, Rock, The Sound 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



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

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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	11.5	11.8	-0.3	3	2.2	2.2	0.0	3.9	4.3	-0.4	3.6	3.7	-0.1	5.9	5.6	0.3	3.8	3.8	0.0	3.0	3.3	-0.3	1.8	2.0	-0.2
Coast	6.1	6.0	0.1	9	0.6	0.4	0.2	0.9	0.8	0.1	1.2	1.1	0.1	1.8	1.8	0.0	2.2	1.9	0.3	2.9	3.1	-0.2	0.8	0.7	0.1
Edge	16.6	16.9	-0.3	1	4.9	4.3	0.6	6.5	7.2	-0.7	6.2	7.3	-1.1	9.2	10.7	-1.5	4.9	4.7	0.2	2.4	1.6	0.8	4.2	4.1	0.1
George FM	6.7	7.1	-0.4	8	1.8	2.1	-0.3	3.5	4.0	-0.5	3.2	3.2	0.0	4.4	4.3	0.1	1.5	1.8	-0.3	0.6	0.7	-0.1	1.8	1.7	0.1
Gold	4.7	5.0	-0.3	12	0.5	0.5	0.0	1.2	1.2	0.0	1.0	1.0	0.0	1.8	2.1	-0.3	2.2	2.2	0.0	2.1	2.1	0.0	0.6	0.4	0.2
Gold Sport	0.1	0.1	0.0	18	*	*	*	*	*	*	*	*	*	*	*	*	0.1	*	*	0.1	0.1	0.0	*	*	*
Life FM	1.8	2.7	-0.9	14	0.9	1.5	-0.6	0.5	0.9	-0.4	0.5	0.6	-0.1	0.6	0.8	-0.2	0.4	0.5	-0.1	0.2	0.4	-0.2	0.2	0.4	-0.2
Magic	9.0	8.4	0.6	7	0.3	0.3	0.0	0.7	0.8	-0.1	1.0	0.8	0.2	1.3	1.2	0.1	1.8	1.5	0.3	4.6	4.4	0.2	0.2	0.2	0.0
More FM	11.7	12.1	-0.4	2	3.0	2.5	0.5	3.0	3.2	-0.2	3.5	4.0	-0.5	5.3	5.5	-0.2	3.4	3.8	-0.4	2.6	3.4	-0.8	3.0	2.8	0.2
Newstalk ZB	9.2	9.6	-0.4	6	0.4	0.7	-0.3	*	0.2	*	0.6	0.7	-0.1	1.6	1.9	-0.3	2.8	3.2	-0.4	4.4	4.5	-0.1	0.7	1.2	-0.5
Radio Hauraki	4.0	4.5	-0.5	13	1.1	1.6	-0.5	1.5	2.1	-0.6	1.1	1.3	-0.2	2.7	2.5	0.2	1.7	1.4	0.3	0.2	0.4	-0.2	0.7	0.6	0.1
Rhema	1.6	1.3	0.3	15	0.5	0.4	0.1	0.1	0.1	0.0	0.2	0.2	0.0	0.2	0.3	-0.1	0.6	0.4	0.2	0.6	0.4	0.2	0.1	0.2	-0.1
Rock	9.9	10.9	-1.0	4	2.6	3.1	-0.5	4.2	4.7	-0.5	3.8	4.0	-0.2	5.6	6.4	-0.8	3.0	3.4	-0.4	1.6	1.3	0.3	1.1	1.5	-0.4
SENZ Sport	0.5	0.3	0.2	17	*	*	*	*	*	*	*	*	*	*	*	*	0.2	0.1	0.1	0.5	0.3	0.2	*	*	*
Star	0.7	0.4	0.3	16	0.1	*	*	0.1	0.1	0.0	0.1	0.1	0.0	0.2	0.1	0.1	0.2	*	*	0.2	0.2	0.0	*	0.1	*
The Hits	9.4	9.7	-0.3	5	2.4	2.8	-0.4	3.8	3.9	-0.1	3.7	3.5	0.2	4.9	4.7	0.2	2.8	2.6	0.2	1.9	2.0	-0.1	1.5	1.1	0.4
The Sound	5.1	5.2	-0.1	11	0.5	0.6	-0.1	1.4	1.3	0.1	1.3	1.1	0.2	2.0	2.5	-0.5	2.4	2.6	-0.2	2.6	2.1	0.5	0.4	0.6	-0.2
ZM	5.8	5.3	0.5	10	1.6	1.7	-0.1	3.2	3.0	0.2	3.6	2.9	0.7	3.9	3.2	0.7	0.3	0.4	-0.1	0.2	0.4	-0.2	1.8	1.7	0.1
MediaWorks Combo	47.0	48.1	-1.1		8.8	8.5	0.3	13.4	14.7	-1.3	13.2	14.2	-1.0	21.1	22.6	-1.5	15.7	16.0	-0.3	13.6	13.5	0.1	8.5	8.7	-0.2
NZME Combo	32.5	32.1	0.4		4.6	5.0	-0.4	8.4	8.8	-0.4	9.2	9.0	0.2	13.9	13.7	0.2	10.4	9.6	0.8	10.2	10.0	0.2	5.6	5.6	0.0
All Commercial Radio	65.4	65.2	0.2		10.5	10.1	0.4	16.8	17.5	-0.7	17.8	18.2	-0.4	28.0	29.4	-1.4	22.3	22.3	0.0	20.6	19.8	0.8	11.6	11.9	-0.3
Potential (000)	90.8	90.8	0.0		17.4	17.4	0.0	23.5	24.1	-0.6	22.9	22.9	0.0	36.8	36.8	0.0	28.3	28.3	0.0	26.7	26.7	0.0	14.4	14.2	0.2
Sample	884	831	53		134	110	24	179	157	22	186	168	18	310	279	31	245	236	9	312	316	-4	144	129	15

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	This	Last	+/-
Potential (000)	90.8	90.8	0.0
Sample Size	884	831	53

	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	6.0	0.7	4	5.0	5.4	-0.4	5.3	6.0	-0.7	5.1	5.4	-0.3	2.6	2.5	0.1	0.7	0.5	0.2	6.4	6.8	-0.4
Coast	3.3	2.9	0.4	9	3.1	3.0	0.1	3.4	3.3	0.1	2.4	2.9	-0.5	1.3	0.6	0.7	0.6	0.4	0.2	3.8	2.8	1.0
Edge	8.5	8.9	-0.4	1	5.4	6.3	-0.9	9.2	9.4	-0.2	7.2	8.3	-1.1	3.0	2.9	0.1	1.1	1.3	-0.2	9.6	9.9	-0.3
George FM	3.2	3.3	-0.1	10	3.1	2.6	0.5	4.0	4.2	-0.2	3.7	3.7	0.0	0.8	0.3	0.5	0.9	1.3	-0.4	2.9	3.3	-0.4
Gold	2.4	2.6	-0.2	11	2.6	2.9	-0.3	3.2	4.0	-0.8	1.7	1.8	-0.1	0.9	0.7	0.2	0.3	0.3	0.0	2.3	3.0	-0.7
Gold Sport	0.1	*	*	18	0.1	0.1	0.0	0.1	0.1	0.0	0.1	*	*	*	*	*	*	*	*	0.1	*	*
Life FM	0.9	1.5	-0.6	13	0.3	0.7	-0.4	1.0	1.9	-0.9	0.9	1.4	-0.5	0.3	0.3	0.0	0.1	*	*	1.2	2.0	-0.8
Magic	4.4	4.3	0.1	7	5.6	5.3	0.3	4.6	5.1	-0.5	3.9	4.5	-0.6	1.7	1.8	-0.1	0.9	0.9	0.0	6.5	5.9	0.6
More FM	7.1	7.0	0.1	2	5.4	5.9	-0.5	6.6	6.2	0.4	6.0	5.1	0.9	2.7	2.3	0.4	1.1	1.4	-0.3	7.5	7.6	-0.1
Newstalk ZB	7.1	7.5	-0.4	2	4.4	4.6	-0.2	4.0	4.5	-0.5	3.3	3.5	-0.2	4.4	4.2	0.2	3.2	2.7	0.5	7.4	7.7	-0.3
Radio Hauraki	0.9	0.9	0.0	13	1.3	1.8	-0.5	1.9	2.1	-0.2	1.7	1.7	0.0	0.9	1.0	-0.1	0.2	0.1	0.1	2.0	2.5	-0.5
Rhema	0.8	0.4	0.4	15	0.8	0.4	0.4	0.7	0.3	0.4	0.4	0.2	0.2	0.1	0.1	0.1	0.5	0.3	0.2	1.3	0.8	0.5
Rock	5.9	6.4	-0.5	5	4.5	5.5	-1.0	5.7	6.3	-0.6	4.9	5.5	-0.6	1.2	1.3	-0.1	1.6	1.9	-0.3	5.0	5.0	0.0
SENZ Sport	0.2	*	*	17	0.2	*	*	0.2	*	*	0.2	0.1	0.1	0.4	0.3	0.1	0.2	0.1	0.1	0.5	0.3	0.2
Star	0.4	0.3	0.1	16	0.3	0.3	0.0	0.2	0.1	0.1	0.2	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.0	0.5	0.3	0.2
The Hits	4.9	4.7	0.2	6	4.1	3.8	0.3	6.1	6.7	-0.6	5.0	4.9	0.1	1.8	1.2	0.6	0.4	0.4	0.0	3.7	3.5	0.2
The Sound	2.4	2.1	0.3	11	3.3	3.2	0.1	3.4	3.5	-0.1	2.4	2.3	0.1	1.2	1.3	-0.1	0.4	0.3	0.1	3.3	3.0	0.3
ZM	4.4	3.9	0.5	7	2.3	3.0	-0.7	3.1	2.7	0.4	2.8	2.1	0.7	2.2	1.8	0.4	0.7	0.4	0.3	4.0	3.5	0.5
MediaWorks Combo	30.4	30.2	0.2		26.4	27.4	-1.0	30.6	32.0	-1.4	27.0	29.2	-2.2	11.3	11.4	-0.1	5.5	5.7	-0.2	34.0	33.5	0.5
NZME Combo	21.2	20.6	0.6		16.7	17.3	-0.6	19.2	20.4	-1.2	14.9	14.6	0.3	10.2	9.0	1.2	5.3	4.7	0.6	21.3	20.8	0.5
All Commercial Radio	48.6	48.5	0.1		42.4	42.6	-0.2	48.8	50.1	-1.3	41.1	43.5	-2.4	21.6	21.1	0.5	10.5	9.7	0.8	52.6	52.5	0.1

MediaWorks Combo: Breeze, Edge, George FM, Magic, More FM, Rock, The Sound 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



NELSON COMMERCIAL RADIO - SURVEY 2 2023

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

Survey Comparisons: 1/2023 - 2/2023

This Survey Period: Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 2023

Last 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

	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	7:59	8:00	-0:00	4:10	4:46	-0:35	6:29	5:40	0:48	6:29	6:09	0:19	6:47	7:49	-1:01	8:26	10:09	-1:43	12:21	9:54	2:26	6:48	6:50	-0:02
Coast	7:44	9:11	-1:27	8:07	24:14	-16:06	7:03	6:44	0:19	9:44	10:57	-1:13	8:35	14:26	-5:51	7:13	10:51	-3:37	6:39	4:56	1:43	10:15	12:40	-2:25
Edge	4:34	4:27	0:06	4:03	3:55	0:08	4:28	3:54	0:33	4:32	4:16	0:15	4:35	4:35	-0:00	5:06	5:15	-0:09	5:39	4:57	0:41	5:15	5:57	-0:42
George FM	7:53	6:44	1:09	12:11	8:18	3:52	11:21	8:08	3:13	6:06	5:38	0:27	6:44	5:39	1:05	7:08	7:05	0:03	2:55	8:43	-5:48	3:35	3:21	0:13
Gold	9:11	9:22	-0:10	2:10	2:31	-0:21	1:56	2:01	-0:04	3:57	5:06	-1:09	6:58	7:14	-0:15	14:36	13:02	1:33	13:04	12:58	0:05	9:56	5:46	4:10
Gold Sport	9:44	2:30	7:14	*	*	*	*	*	*	*	*	*	*	*	*	15:45	*	*	9:44	2:30	7:14	*	*	*
Life FM	5:39	7:01	-1:22	3:50	6:53	-3:02	4:13	5:22	-1:08	4:02	3:58	0:03	6:10	6:23	-0:12	11:51	11:40	0:10	10:51	9:03	1:48	5:10	5:26	-0:15
Magic	11:48	13:31	-1:43	9:06	12:56	-3:49	3:02	3:09	-0:07	6:14	3:33	2:40	10:33	9:42	0:51	9:20	13:11	-3:51	12:48	14:50	-2:01	11:14	15:26	-4:11
More FM	10:07	10:06	0:01	6:12	4:19	1:52	13:43	12:51	0:51	12:20	11:23	0:56	11:35	10:15	1:19	10:35	11:23	-0:48	11:12	13:45	-2:32	13:40	12:00	1:40
Newstalk ZB	17:00	15:30	1:29	1:12	2:18	-1:06	*	11:42	*	10:01	11:53	-1:52	9:28	9:46	-0:18	12:51	11:26	1:25	19:42	18:07	1:35	8:16	13:22	-5:05
Radio Hauraki	5:45	8:28	-2:43	1:43	1:44	-0:01	3:55	3:24	0:30	4:38	7:28	-2:49	7:35	13:02	-5:26	9:22	17:42	-8:20	1:57	6:45	-4:48	9:23	17:54	-8:30
Rhema	4:38	4:28	0:10	2:45	1:36	1:08	2:30	2:30	0:00	3:49	3:59	-0:10	2:55	2:56	-0:00	4:41	4:35	0:05	4:58	5:22	-0:24	2:30	1:54	0:35
Rock	9:41	9:55	-0:14	3:48	4:20	-0:31	8:31	9:38	-1:06	12:46	14:45	-1:58	12:58	13:17	-0:19	11:58	10:19	1:38	8:31	7:51	0:39	8:12	6:58	1:14
SENZ Sport	8:46	5:07	3:38	*	*	*	*	*	*	*	*	*	*	*	*	2:30	2:30	0:00	9:38	3:35	6:02	*	*	*
Star	9:41	7:23	2:17	0:45	*	*	9:30	9:30	0:00	9:30	9:30	0:00	6:38	9:30	-2:51	29:40	*	*	23:31	7:34	15:56	*	5:45	*
The Hits	6:42	5:20	1:21	5:32	3:21	2:11	6:42	4:51	1:51	7:10	7:05	0:05	7:24	7:13	0:10	6:34	5:53	0:41	6:17	3:55	2:21	10:02	10:08	-0:06
The Sound	10:40	7:29	3:10	3:13	3:07	0:05	6:21	3:44	2:37	6:02	3:03	2:59	5:42	4:59	0:42	16:24	10:35	5:48	15:55	11:41	4:14	6:36	4:11	2:25
ZM	6:04	7:13	-1:08	4:55	6:15	-1:19	7:51	9:44	-1:52	6:28	8:22	-1:54	6:19	7:57	-1:37	4:28	3:31	0:57	8:53	5:13	3:40	5:20	6:16	-0:56
MediaWorks Combo	12:51	12:33	0:17	9:37	8:44	0:52	14:10	12:21	1:49	14:01	12:58	1:03	13:13	12:38	0:35	12:34	12:31	0:02	14:18	14:20	-0:02	11:32	10:56	0:36
NZME Combo	11:26	11:54	-0:28	6:45	7:30	-0:45	7:51	7:40	0:10	8:20	9:27	-1:07	9:00	11:10	-2:09	11:40	13:17	-1:37	14:36	13:29	1:07	9:17	10:35	-1:18
All Commercial Radio	18:16	18:40	-0:23	12:51	14:46	-1:55	19:03	17:53	1:10	18:41	17:47	0:54	18:27	18:21	0:05	19:04	19:54	-0:50	20:41	20:49	-0:07	14:54	15:08	-0:13
Potential (000)	90.8	90.8	0.0	17.4	17.4	0.0	23.5	24.1	-0.6	22.9	22.9	0.0	36.8	36.8	0.0	28.3	28.3	0.0	26.7	26.7	0.0	14.4	14.2	0.2
Sample	884	831	53	134	110	24	179	157	22	186	168	18	310	279	31	245	236	9	312	316	-4	144	129	15

MediaWorks Combo: Breeze, Edge, George FM, Magic, More FM, Rock, The Sound 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



NELSON COMMERCIAL RADIO - SURVEY 2 2023

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

Survey Comparisons: 1/2023 - 2/2023

This Survey Period: Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 2023

Last 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

	This	Last	+/-
Potential (000)	90.8	90.8	0.0
Sample Size	884	831	53

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

MediaWorks Combo: Breeze, Edge, George FM, Magic, More FM, Rock, The Sound 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