



NELSON COMMERCIAL RADIO - SURVEY 3 2022

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

Survey Comparisons: 2/2022 - 3/2022

This Survey Period: Sun Aug 29 to Sat Nov 6 2021 & Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Sep 3 2022

Last Survey Period: Sun Jun 20 to Sat Nov 6 2021 & Sun Jan 30 to Sat Jun 18 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	5.2	5.9	-0.7	7	2.6	3.3	-0.7		2.0	2.4	-0.4		3.2	3.5	-0.3		4.4	5.9	-1.5		7.9	8.9	-1.0		8.7	8.2	0.5		3.6	4.4	-0.8	
Coast	5.6	5.7	-0.1	6	8.5	8.2	0.3		4.2	2.6	1.6		3.8	1.0	2.8		5.5	4.1	1.4		6.8	6.9	-0.1		5.6	8.2	-2.6		2.5	0.5	2.0	
Edge	8.0	9.4	-1.4	5	12.9	14.4	-1.5		12.9	18.8	-5.9		13.0	17.7	-4.7		11.2	14.5	-3.3		6.7	6.9	-0.2		2.5	1.9	0.6		15.8	19.0	-3.2	
George FM	5.2	4.8	0.4	7	18.4	15.0	3.4		14.0	12.1	1.9		5.9	5.7	0.2		4.4	4.8	-0.4		3.0	3.6	-0.6		2.1	2.0	0.1		2.1	3.7	-1.6	
Gold	2.8	2.8	0.0	13	1.0	0.5	0.5		0.5	0.6	-0.1		0.7	0.6	0.1		1.8	1.4	0.4		4.5	5.0	-0.5		5.3	6.2	-0.9		1.6	1.1	0.5	
Gold Sport**	0.1	0.1	0.0	19	*	*	*		*	*	*		*	*	*		0.1	0.1	0.0		0.2	0.1	0.1		0.1	0.1	0.0		0.3	0.2	0.1	
Life FM	0.7	0.6	0.1	15	4.7	4.2	0.5		0.3	0.3	0.0		0.2	0.2	0.0		0.1	0.1	0.0		*	*	*		0.2	0.1	0.1		0.2	0.3	-0.1	
Magic	10.3	9.2	1.1	2	*	*	*		1.3	2.0	-0.7		1.7	2.4	-0.7		3.1	1.8	1.3		5.2	4.8	0.4		17.3	17.0	0.3		1.7	3.2	-1.5	
More FM	12.2	9.1	3.1	1	10.2	10.9	-0.7		13.3	6.5	6.8		17.5	10.6	6.9		12.9	7.7	5.2		9.9	7.5	2.4		13.7	12.5	1.2		16.9	17.3	-0.4	
Newstalk ZB	8.3	8.5	-0.2	4	1.0	0.6	0.4		1.7	1.5	0.2		1.9	1.7	0.2		2.4	1.6	0.8		6.5	5.6	0.9		16.6	14.1	2.5		7.8	7.8	0.0	
Radio Hauraki	4.9	4.8	0.1	9	3.6	4.3	-0.7		3.8	4.0	-0.2		4.7	4.6	0.1		8.4	7.7	0.7		8.1	7.6	0.5		1.0	2.0	-1.0		8.8	6.6	2.2	
Rhema	0.2	*	*	18	0.3	*	*		*	*	*		*	*	*		*	*	*		0.1	*	*		*	*	*		0.1	0.1	0.0	
Rock	9.0	10.4	-1.4	3	6.9	11.7	-4.8		16.6	17.3	-0.7		19.1	19.4	-0.3		15.2	17.8	-2.6		7.3	9.4	-2.1		2.0	1.4	0.6		10.4	9.1	1.3	
SENZ Sport	0.3	n.a.	*	16	*	n.a.	*		*	n.a.	*		*	n.a.	*		0.3	n.a.	*		0.4	n.a.	*		*	n.a.	*		0.8	n.a.	*	
Star	0.3	0.1	0.2	16	*	*	*		0.5	*	*		0.5	*	*		0.3	*	*		*	*	*		0.5	0.4	0.1		0.2	0.1	0.1	
The Hits	3.3	3.2	0.1	12	4.8	4.6	0.2		4.9	4.7	0.2		5.9	5.6	0.3		3.7	3.9	-0.2		2.6	2.7	-0.1		2.8	2.6	0.2		3.8	4.4	-0.6	
The Sound	4.0	4.8	-0.8	10	0.9	1.0	-0.1		1.4	1.6	-0.2		1.5	2.2	-0.7		4.0	4.2	-0.2		8.0	9.0	-1.0		6.7	8.8	-2.1		0.8	1.3	-0.5	
Today FM*	1.5	1.8	-0.3	14	0.1	0.4	-0.3		1.1	0.1	1.0		1.5	0.2	1.3		1.4	0.5	0.9		1.4	1.2	0.2		2.4	2.7	-0.3		1.5	0.4	1.1	
ZM	3.6	3.2	0.4	11	8.3	7.9	0.4		7.6	7.4	0.2		5.8	5.2	0.6		4.8	4.3	0.5		2.1	2.0	0.1		0.4	0.5	-0.1		8.3	6.0	2.3	
MediaWorks Combo	55.7	55.5	0.2		52.3	57.1	-4.8		63.3	61.1	2.2		64.0	61.9	2.1		57.0	57.3	-0.3		49.4	51.3	-1.9		55.5	54.6	0.9		53.6	58.8	-5.2	
NZME Combo	28.8	28.6	0.2		27.0	26.4	0.6		22.7	20.8	1.9		22.7	18.9	3.8		26.7	23.1	3.6		30.7	29.9	0.8		31.9	33.8	-1.9		33.1	26.5	6.6	
Potential (000)	90.6	90.6	0.0		17.5	17.5	0.0		23.4	23.4	0.0		22.9	22.9	0.0		37.1	37.1	0.0		28.7	28.7	0.0		26.8	26.8	0.0		15.0	15.1	-0.1	
Sample	813	910	-97		93	115	-22		132	152	-20		157	179	-22		273	305	-32		261	290	-29		327	368	-41		133	147	-14	

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 (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

*Today FM includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022

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



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Station Share (%) by Daypart, People 10+

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

	This	Last	+/-
Potential (000)	90.6	90.6	0.0
Sample Size	813	910	-97

	Breakfast				Morning			Afternoon			Drive			Night			Mid Dawn			Weekend		
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	5.2	5.6	-0.4	7	5.6	6.8	-1.2	5.8	6.9	-1.1	4.5	4.8	-0.3	2.7	3.1	-0.4	3.0	2.3	0.7	5.6	5.4	0.2
Coast	6.3	6.3	0.0	6	5.4	5.0	0.4	6.1	6.2	-0.1	5.3	5.4	-0.1	3.5	5.8	-2.3	10.5	8.5	2.0	4.6	5.3	-0.7
Edge	6.8	8.0	-1.2	4	5.8	7.5	-1.7	6.2	8.4	-2.2	11.2	12.0	-0.8	10.7	11.5	-0.8	10.5	11.6	-1.1	10.4	11.5	-1.1
George FM	3.8	3.4	0.4	11	5.7	5.4	0.3	5.2	4.9	0.3	7.3	6.0	1.3	7.0	7.8	-0.8	1.8	0.8	1.0	4.7	4.7	0.0
Gold	2.7	2.5	0.2	12	3.3	3.2	0.1	3.0	3.1	-0.1	2.9	2.9	0.0	0.6	0.5	0.1	0.3	0.3	0.0	3.0	3.1	-0.1
Gold Sport**	*	*	*	*	0.2	0.2	0.0	0.2	0.2	0.0	*	*	*	*	*	*	*	*	*	*	*	*
Life FM	1.1	0.8	0.3	15	0.9	0.7	0.2	0.4	0.4	0.0	0.2	0.2	0.0	0.3	0.2	0.1	*	1.3	*	1.1	1.0	0.1
Magic	7.8	6.9	0.9	3	7.9	8.3	-0.4	10.0	9.0	1.0	9.6	7.3	2.3	12.7	9.6	3.1	13.1	12.5	0.6	14.7	13.2	1.5
More FM	14.1	10.9	3.2	1	13.9	9.2	4.7	11.9	8.6	3.3	9.3	8.7	0.6	7.3	5.6	1.7	7.4	7.0	0.4	12.5	9.3	3.2
Newstalk ZB	13.0	13.6	-0.6	2	6.5	6.3	0.2	4.2	4.1	0.1	6.4	7.5	-1.1	17.3	17.8	-0.5	20.4	23.2	-2.8	7.9	8.4	-0.5
Radio Hauraki	4.1	3.9	0.2	10	5.4	5.1	0.3	6.2	5.7	0.5	5.8	6.0	-0.2	3.7	4.3	-0.6	1.8	3.0	-1.2	3.9	4.0	-0.1
Rhema	0.3	*	*	18	*	*	*	*	*	*	*	*	*	*	*	*	2.3	*	*	0.5	0.2	0.3
Rock	6.6	9.0	-2.4	5	11.5	12.2	-0.7	13.5	13.6	-0.1	8.5	9.7	-1.2	4.8	8.8	-4.0	5.3	5.2	0.1	5.5	7.1	-1.6
SENZ Sport	0.4	n.a.	*	17	0.4	n.a.	*	*	n.a.	*	*	n.a.	*	1.4	n.a.	*	0.7	n.a.	*	0.2	n.a.	*
Star	0.8	0.3	0.5	16	0.3	0.1	0.2	0.1	*	*	*	*	0.1	0.1	0.0	*	*	*	0.3	0.2	0.1	
The Hits	4.6	4.0	0.6	8	3.2	2.8	0.4	2.8	2.8	0.0	3.0	3.2	-0.2	4.2	4.3	-0.1	7.1	6.5	0.6	2.4	3.0	-0.6
The Sound	2.7	4.4	-1.7	12	3.5	4.6	-1.1	3.5	4.1	-0.6	4.9	4.9	0.0	6.9	7.7	-0.8	1.8	1.8	0.0	5.5	6.0	-0.5
Today FM*	1.8	2.3	-0.5	14	1.8	2.1	-0.3	1.1	1.0	0.1	1.1	1.3	-0.2	1.6	1.9	-0.3	4.6	4.2	0.4	1.3	1.9	-0.6
ZM	4.3	3.7	0.6	9	3.4	3.4	0.0	3.5	2.9	0.6	4.4	3.9	0.5	3.1	1.6	1.5	5.6	7.4	-1.8	2.7	2.5	0.2
MediaWorks Combo	49.4	50.6	-1.2		55.9	56.1	-0.2	57.3	56.7	0.6	56.5	54.7	1.8	53.7	55.9	-2.2	47.5	45.4	2.1	60.2	59.2	1.0
NZME Combo	35.2	34.2	1.0		27.5	26.1	1.4	26.2	25.0	1.2	27.8	28.9	-1.1	32.3	34.2	-1.9	45.8	48.9	-3.1	25.0	26.7	-1.7

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

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

Survey Comparisons: 2/2022 - 3/2022

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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	9.1	8.6	0.5	3	1.1	1.3	-0.2		1.2	0.7	0.5		1.6	1.2	0.4		3.4	3.2	0.2		4.0	4.2	-0.2		4.1	3.7	0.4		1.8	1.8	0.0
Coast	5.4	5.5	-0.1	11	0.5	0.3	0.2		0.7	0.5	0.2		0.7	0.3	0.4		1.4	1.2	0.2		1.8	2.2	-0.4		2.8	3.4	-0.6		0.4	0.3	0.1
Edge	18.3	18.6	-0.3	1	5.9	6.6	-0.7		8.0	8.2	-0.2		7.5	7.4	0.1		10.4	10.5	-0.1		4.2	4.0	0.2		1.7	1.3	0.4		3.9	4.0	-0.1
George FM	7.0	5.9	1.1	7	2.3	1.6	0.7		4.2	3.2	1.0		2.9	2.3	0.6		4.0	3.5	0.5		1.8	2.0	-0.2		0.8	0.8	0.0		1.3	1.3	0.0
Gold	4.0	4.0	0.0	13	0.6	0.4	0.2		0.7	0.7	0.0		0.7	0.7	0.0		1.8	1.9	-0.1		2.0	2.4	-0.4		1.5	1.6	-0.1		0.9	1.0	-0.1
Gold Sport**	0.2	0.3	-0.1	19	*	*	*		*	0.1	*		*	0.1	*		0.1	0.2	-0.1		0.1	0.1	0.0		0.1	0.1	0.0		0.1	0.1	0.0
Life FM	1.7	1.4	0.3	15	1.3	1.1	0.2		0.4	0.4	0.0		0.3	0.1	0.2		0.3	0.1	0.2		0.1	0.1	0.0		0.2	0.2	0.0		0.1	0.3	-0.2
Magic	8.4	8.1	0.3	5	*	*	*		0.5	0.5	0.0		0.8	0.9	-0.1		1.5	1.4	0.1		1.8	2.2	-0.4		4.2	4.5	-0.3		0.6	1.0	-0.4
More FM	13.9	11.2	2.7	2	3.4	2.7	0.7		2.8	2.1	0.7		4.7	3.4	1.3		6.2	4.6	1.6		3.7	3.4	0.3		3.9	3.6	0.3		3.0	3.0	0.0
Newstalk ZB	7.8	7.6	0.2	6	0.4	0.3	0.1		0.4	0.3	0.1		0.7	0.6	0.1		1.7	1.5	0.2		2.5	2.4	0.1		3.7	3.3	0.4		1.3	1.3	0.0
Radio Hauraki	5.6	5.8	-0.2	10	1.0	1.0	0.0		1.7	2.0	-0.3		2.5	2.6	-0.1		4.2	4.1	0.1		2.0	2.0	0.0		0.5	0.7	-0.2		1.7	1.7	0.0
Rhema	0.7	0.3	0.4	16	0.4	*	*		*	*	*		*	*	*		*	0.1	*		0.1	0.2	-0.1		0.2	0.1	0.1		0.1	0.2	-0.1
Rock	8.6	9.0	-0.4	4	1.6	2.3	-0.7		3.6	3.4	0.2		4.1	3.9	0.2		6.4	6.1	0.3		2.6	2.5	0.1		0.5	0.5	0.0		2.0	1.7	0.3
SENZ Sport	0.5	n.a.	*	17	*	n.a.	*		*	n.a.	*		*	n.a.	*		0.3	n.a.	*		0.3	n.a.	*		*	n.a.	*		0.3	n.a.	*
Star	0.4	0.2	0.2	18	*	*	*		0.2	*	*		0.2	*	*		0.2	*	*		*	n.a.	*		0.2	0.2	0.0		0.1	0.1	0.0
The Hits	6.7	6.1	0.6	8	2.0	1.4	0.6		2.0	2.3	-0.3		2.8	2.7	0.1		3.5	3.5	0.0		1.5	1.6	-0.1		1.0	1.0	0.0		1.0	1.4	-0.4
The Sound	4.9	5.5	-0.6	12	0.5	0.3	0.2		0.4	0.8	-0.4		0.5	1.0	-0.5		2.2	2.4	-0.2		3.1	3.3	-0.2		2.1	2.8	-0.7		0.5	0.5	0.0
Today FM*	2.8	3.7	-0.9	14	0.3	0.9	-0.6		0.4	0.4	0.0		0.5	0.2	0.3		1.4	0.9	0.5		1.5	1.4	0.1		1.1	1.5	-0.4		0.2	0.3	-0.1
ZM	5.8	5.4	0.4	9	2.9	2.6	0.3		3.1	3.1	0.0		1.8	1.6	0.2		2.3	2.2	0.1		0.7	1.0	-0.3		0.6	0.6	0.0		1.4	1.1	0.3
MediaWorks Combo	49.3	48.5	0.8		9.4	9.3	0.1		14.1	13.8	0.3		14.4	14.4	0.0		23.2	22.8	0.4		16.1	16.2	-0.1		13.3	13.3	0.0		9.0	9.3	-0.3
NZME Combo	29.5	28.5	1.0		5.1	4.3	0.8		7.1	6.9	0.2		8.2	7.3	0.9		13.0	12.2	0.8		8.9	9.4	-0.5		8.7	8.9	-0.2		6.3	5.8	0.5
All Commercial Radio	66.0	65.2	0.8		11.5	10.8	0.7		17.5	17.6	-0.1		18.7	18.6	0.1		29.8	29.6	0.2		21.8	22.1	-0.3		19.5	19.4	0.1		12.2	12.3	-0.1
Potential (000)	90.6	90.6	0.0		17.5	17.5	0.0		23.4	23.4	0.0		22.9	22.9	0.0		37.1	37.1	0.0		28.7	28.7	0.0		26.8	26.8	0.0		15.0	15.1	-0.1
Sample	813	910	-97		93	115	-22		132	152	-20		157	179	-22		273	305	-32		261	290	-29		327	368	-41		133	147	-14

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Sample Size	813	910	-97

	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	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-			
Breeze	3.7	3.7	0.0	7	3.8	3.9	-0.1	4.4	5.0	-0.6	3.7	3.1	0.6	1.2	1.0	0.2	0.9	0.7	0.2	6.0	5.6	0.4						
Coast	2.8	2.6	0.2	11	3.2	2.9	0.3	3.1	3.5	-0.4	3.0	2.7	0.3	0.8	0.8	0.0	0.3	0.4	-0.1	2.9	3.3	-0.4						
Edge	9.4	10.3	-0.9	1	7.0	7.4	-0.4	8.7	10.0	-1.3	9.2	9.5	-0.3	3.7	3.6	0.1	1.8	2.3	-0.5	11.3	12.3	-1.0						
George FM	3.4	2.7	0.7	9	3.6	3.5	0.1	4.0	3.9	0.1	3.6	2.6	1.0	0.8	1.0	-0.2	0.5	0.4	0.1	4.0	3.0	1.0						
Gold	2.3	1.8	0.5	13	1.5	1.5	0.0	1.8	1.7	0.1	2.0	1.8	0.2	0.5	0.4	0.1	0.3	0.2	0.1	2.3	2.4	-0.1						
Gold Sport**	*	0.1	*	*	0.2	0.2	0.0	0.2	0.2	0.0	*	*	*	*	*	*	*	*	*	0.1	0.1	0.0						
Life FM	1.1	0.8	0.3	15	0.7	0.6	0.1	1.1	0.8	0.3	0.4	0.2	0.2	0.3	0.2	0.1	*	0.1	*	1.2	1.1	0.1						
Magic	4.2	4.2	0.0	5	5.0	4.7	0.3	5.8	5.4	0.4	4.4	4.0	0.4	1.7	1.6	0.1	1.1	0.9	0.2	6.4	6.0	0.4						
More FM	8.6	6.8	1.8	2	5.9	5.1	0.8	6.8	5.7	1.1	6.1	5.1	1.0	3.0	2.2	0.8	0.9	0.8	0.1	8.6	6.5	2.1						
Newstalk ZB	5.3	5.2	0.1	4	4.3	4.3	0.0	3.9	3.8	0.1	2.7	2.9	-0.2	2.8	2.7	0.1	1.6	1.8	-0.2	6.1	5.6	0.5						
Radio Hauraki	3.0	3.1	-0.1	10	2.9	3.3	-0.4	4.0	3.5	0.5	3.4	3.6	-0.2	1.6	1.8	-0.2	0.5	0.6	-0.1	3.1	3.3	-0.2						
Rhema	0.1	0.1	0.0	18	*	*	*	*	*	*	0.2	*	*	*	*	*	0.1	*	*	0.5	0.3	0.2						
Rock	5.5	6.6	-1.1	3	4.4	4.8	-0.4	6.4	6.3	0.1	4.6	5.5	-0.9	1.0	2.4	-1.4	0.7	0.8	-0.1	4.9	5.5	-0.6						
SENZ Sport	0.3	n.a.	*	16	0.3	n.a.	*	*	n.a.	*	*	n.a.	*	0.2	n.a.	*	0.2	n.a.	*	0.2	n.a.	*						
Star	0.2	0.1	0.1	17	0.4	0.2	0.2	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0	*	*	*	0.4	0.2	0.2						
The Hits	3.6	3.5	0.1	8	3.0	3.0	0.0	4.2	3.9	0.3	2.8	2.7	0.1	1.2	1.2	0.0	0.5	0.4	0.1	2.8	3.0	-0.2						
The Sound	2.6	3.2	-0.6	12	2.7	3.2	-0.5	3.2	3.4	-0.2	2.2	2.6	-0.4	1.0	1.0	0.0	0.5	0.3	0.2	2.5	2.6	-0.1						
Today FM*	1.9	2.1	-0.2	14	1.1	1.4	-0.3	1.4	1.7	-0.3	1.1	1.2	-0.1	0.4	0.3	0.1	0.1	0.1	0.0	1.0	1.1	-0.1						
ZM	4.1	3.4	0.7	6	2.5	2.6	-0.1	2.8	2.6	0.2	2.6	2.4	0.2	1.8	0.9	0.9	0.4	0.3	0.1	3.9	3.2	0.7						
MediaWorks Combo	32.1	31.8	0.3		27.5	27.9	-0.4	32.9	33.7	-0.8	29.7	29.4	0.3	11.5	12.0	-0.5	5.3	5.6	-0.3	35.7	35.2	0.5						
NZME Combo	19.5	18.1	1.4		15.9	15.6	0.3	18.4	17.9	0.5	14.3	14.5	-0.2	8.6	7.7	0.9	3.3	3.5	-0.2	19.7	19.3	0.4						
All Commercial Radio	48.4	47.0	1.4		42.2	43.1	-0.9	48.9	49.2	-0.3	44.0	43.9	0.1	21.3	20.7	0.6	9.1	9.6	-0.5	54.0	52.7	1.3						

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 (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

*Today FM includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022

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



NELSON COMMERCIAL RADIO - SURVEY 3 2022

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

Survey Comparisons: 2/2022 - 3/2022

This Survey Period: Sun Aug 29 to Sat Nov 6 2021 & Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Sep 3 2022

Last Survey Period: Sun Jun 20 to Sat Nov 6 2021 & Sun Jan 30 to Sat Jun 18 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	6:41	7:56	-1:15	3:30	3:54	-0:24	5:29	9:40	-4:11	6:34	9:15	-2:41	7:23	10:04	-2:40	8:37	9:29	-0:52	7:09	7:44	-0:35	4:32	6:05	-1:33
Coast	11:52	12:01	-0:09	23:19	42:41	-19:21	18:13	17:05	1:08	18:05	9:20	8:44	22:36	19:29	3:06	16:50	14:14	2:35	6:36	8:23	-1:46	15:20	4:10	11:10
Edge	5:02	5:52	-0:49	3:15	3:17	-0:02	5:01	6:58	-1:56	5:32	7:23	-1:50	6:07	7:36	-1:29	6:59	7:45	-0:46	4:47	5:10	-0:23	9:07	12:11	-3:03
George FM	8:33	9:31	-0:58	12:13	13:51	-1:38	10:17	11:28	-1:10	6:34	7:44	-1:09	6:20	7:37	-1:17	7:13	8:03	-0:50	9:24	9:02	0:22	3:35	7:09	-3:33
Gold	8:10	8:09	0:00	2:24	1:52	0:31	2:16	2:14	0:02	2:55	2:52	0:02	5:45	4:09	1:36	9:50	9:33	0:17	12:07	13:26	-1:19	4:16	2:43	1:32
Gold Sport**	5:37	3:32	2:04	*	*	*	*	0:30	*	*	0:30	*	6:15	3:09	3:05	6:15	6:15	0:00	4:45	4:45	0:00	6:15	6:15	0:00
Life FM	4:49	5:00	-0:10	5:37	5:40	-0:02	2:21	2:02	0:18	2:44	3:14	-0:29	2:44	3:14	-0:29	1:15	1:15	0:00	2:38	2:24	0:13	2:58	2:12	0:45
Magic	14:06	13:12	0:53	*	*	*	8:02	12:21	-4:19	6:28	7:58	-1:30	12:13	7:20	4:52	12:30	9:41	2:49	13:46	13:23	0:23	6:39	8:13	-1:33
More FM	10:06	9:27	0:38	4:25	6:00	-1:35	14:46	9:17	5:28	12:04	9:40	2:24	11:55	9:18	2:36	11:41	9:55	1:45	11:54	12:07	-0:12	12:42	14:50	-2:08
Newstalk ZB	12:21	13:01	-0:40	3:32	3:23	0:09	13:38	16:22	-2:43	8:49	9:42	-0:52	7:55	5:48	2:06	11:12	10:26	0:46	14:57	15:00	-0:02	13:26	15:30	-2:04
Radio Hauraki	10:06	9:38	0:28	5:34	6:19	-0:45	6:49	6:04	0:45	6:00	5:30	0:30	11:29	10:16	1:12	18:05	17:04	1:01	7:05	10:47	-3:42	11:44	9:49	1:54
Rhema	3:27	1:44	1:42	1:15	*	*	*	*	*	*	*	*	*	1:00	*	1:30	1:10	0:19	1:01	1:30	-0:28	1:30	2:22	-0:52
Rock	12:11	13:23	-1:11	6:23	7:30	-1:07	14:31	15:37	-1:06	14:49	15:18	-0:28	13:34	16:10	-2:35	12:22	16:42	-4:19	14:52	9:03	5:48	11:52	14:01	-2:08
SENZ Sport	7:15	n.a.	*	*	n.a.	*	*	n.a.	*	6:00	n.a.	*	6:00	n.a.	*	6:00	n.a.	*	*	n.a.	*	6:00	n.a.	*
Star	8:35	7:49	0:46	*	*	*	9:30	*	*	9:30	*	*	9:30	*	*	*	*	*	7:53	7:49	0:03	5:45	5:45	0:00
The Hits	5:42	6:08	-0:25	3:37	4:56	-1:18	7:41	6:06	1:35	6:44	6:33	0:10	6:02	6:05	-0:03	7:50	7:45	0:05	9:33	8:49	0:43	8:18	7:54	0:24
The Sound	9:34	10:12	-0:37	2:50	5:11	-2:21	9:38	6:07	3:31	9:00	6:52	2:08	10:26	9:50	0:35	11:10	12:17	-1:07	10:31	11:15	-0:43	3:14	6:12	-2:57
Today FM*	6:06	5:31	0:35	0:30	0:36	-0:06	7:50	0:39	7:10	8:44	2:37	6:06	5:41	2:40	3:00	4:08	3:50	0:17	7:09	6:23	0:46	14:01	3:26	10:35
ZM	7:07	7:00	0:07	4:12	4:37	-0:24	7:32	7:18	0:13	10:16	10:20	-0:03	11:55	10:57	0:57	12:52	8:55	3:57	2:31	2:59	-0:28	13:00	13:56	-0:56
MediaWorks Combo	13:02	13:18	-0:15	8:18	9:14	-0:56	14:02	13:22	0:40	14:17	13:21	0:56	14:02	13:51	0:11	13:30	14:17	-0:46	14:03	14:26	-0:23	13:38	16:05	-2:26
NZME Combo	11:18	11:40	-0:21	7:55	9:08	-1:12	10:02	9:05	0:56	8:56	8:01	0:55	11:45	10:25	1:19	15:11	14:20	0:51	12:17	13:24	-1:07	12:02	11:40	0:21
All Commercial Radio	17:31	17:51	-0:20	13:04	13:57	-0:52	17:50	17:15	0:34	17:13	16:41	0:31	19:13	18:40	0:32	20:12	20:18	-0:06	17:14	18:10	-0:55	18:36	20:38	-2:01
Potential (000)	90.6	90.6	0.0	17.5	17.5	0.0	23.4	23.4	0.0	22.9	22.9	0.0	37.1	37.1	0.0	28.7	28.7	0.0	26.8	26.8	0.0	15.0	15.1	-0.1
Sample	813	910	-97	93	115	-22	132	152	-20	157	179	-22	273	305	-32	261	290	-29	327	368	-41	133	147	-14

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 (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

*Today FM includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022

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



NELSON COMMERCIAL RADIO - SURVEY 3 2022

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

Survey Comparisons: 2/2022 - 3/2022

This Survey Period: Sun Aug 29 to Sat Nov 6 2021 & Sun Jan 30 to Sat Jun 18 & Sun Jun 26 to Sat Sep 3 2022

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

	This	Last	+/-
Potential (000)	90.6	90.6	0.0
Sample Size	813	910	-97

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

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 (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

*Today FM includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022

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